# Hello. I'm Anand

Harmonizing UI/UX design innovation to create intuitive and visually compelling interfaces, enhanced by **user research**

## Resume

### Product designer

Unravel App • Since Jan 2022 • Remote

At Unravel, I independently handle comprehensive design responsibilities, including gathering requirements, conducting research, ideating, and creating wireframes, followed by producing final mockups. I achieve product goals within limited timelines by collaborating directly with product, tech, data analytics, and marketing teams. My excellent proficiency in managing design systems ensures consistency and efficiency in design output.

### Senior UI designer

Red Baton design studio • Mar 2018 - Dec 2021 • Bangalore

As part of a design team in a consulting agency, my primary responsibilities included leading a team to achieve high-impact user interface experiences by working directly with clients, stakeholders, and the tech team.

### Graphic designer & Illustrator

Thence digital agency • Feb 2017 - Mar 2018 • Bangalore

At the beginning of my career, my major responsibilities included creating visual concepts and illustrations for various marketing collaterals, while collaborating with clients to understand their design needs.

### Bachelor in Applied Arts

College of Fine Arts • 2012 - 2016 • Trivandrum

## Tools

Xd Ae Ai Ps

## Languages

**English, Hindi, Malayalam, Tamil**

Download resume

# Portfolio.

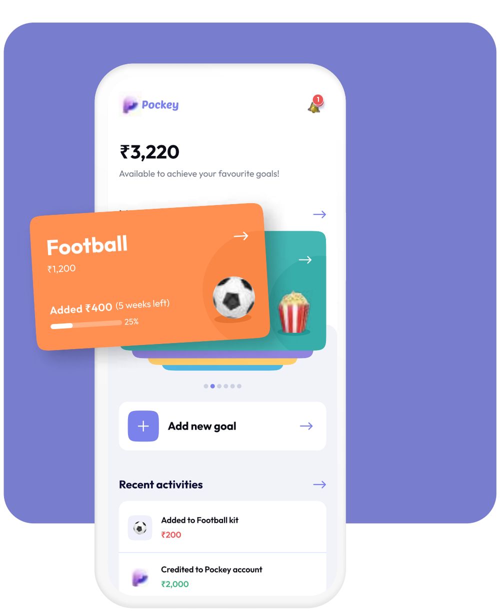
Welcome to my UI/UX design portfolio! I specialise in creating user-friendly digital experiences that look great and work flawlessly. Through this portfolio, you'll see examples of my work, from wireframes to final designs, showcasing my skills in user research, prototyping, and visual design.

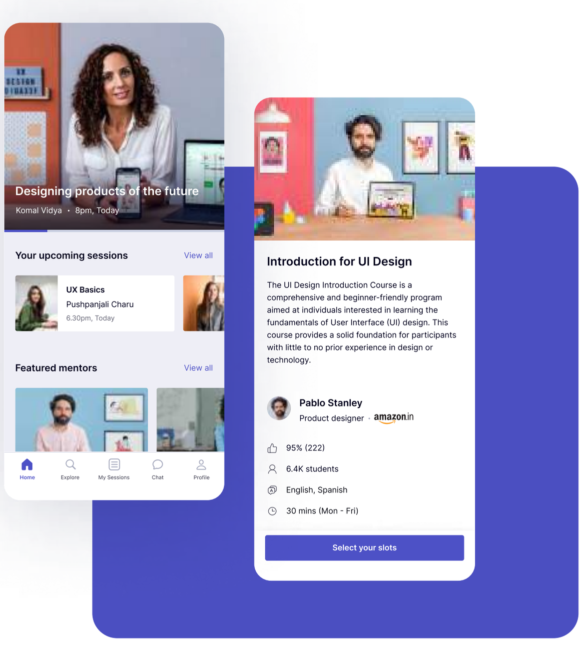
01

## Pocket money management app

Pocket money management app for children, empowering young users to learn financial responsibility through interactive features and easy-to-use tools.

View project ›





02

## Mentorship App

Experience a platform connecting mentees with mentors, facilitating tailored guidance for informed career decisions and achieving professional aspirations effortlessly.

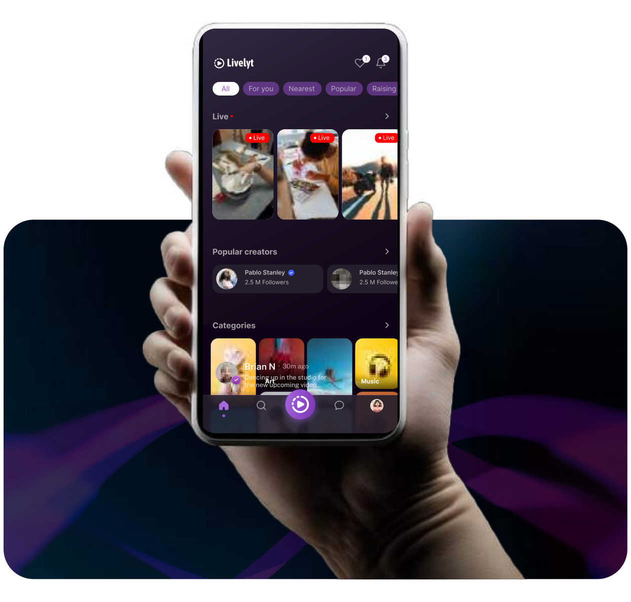
View project ›

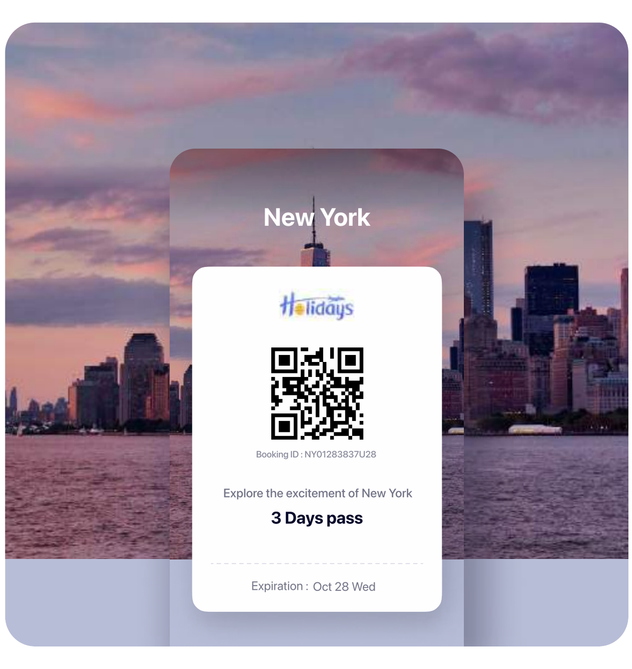
03

## Video sharing app

Design concept for seamless live broadcasts and interactive video sharing app

View project ›





04

## Virtual entry pass

NYC's wonders with user friendly E-Pass, offering seamless access to iconic tourist attractions.

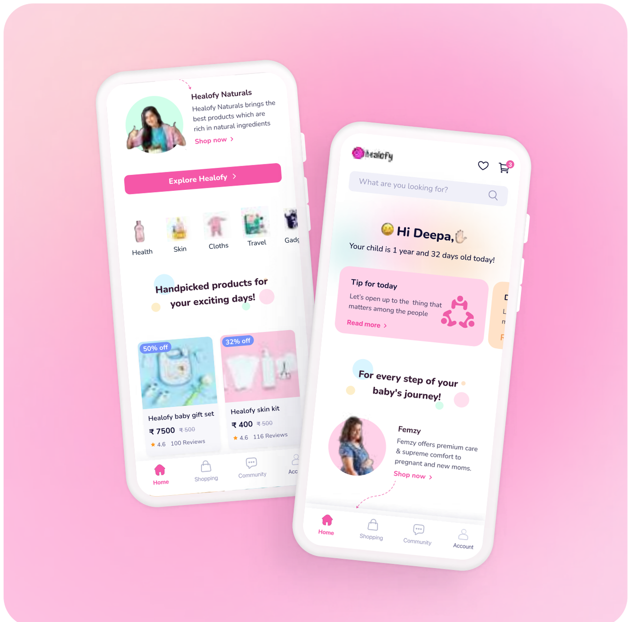
View project ›

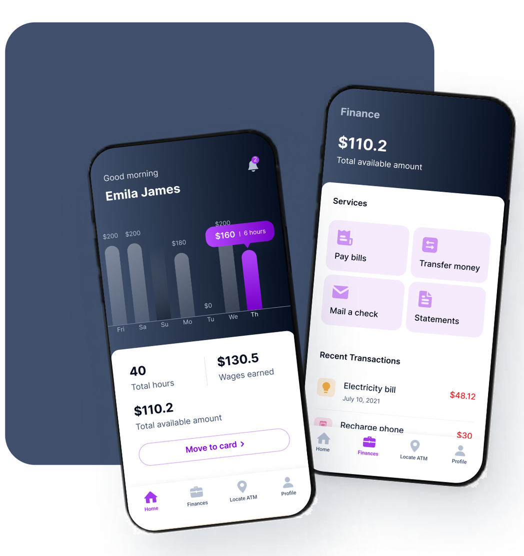
05

## Healofy app

Healofy, India's leading women's social network. Connecting women nationwide, it offers a smooth platform for discussions on parenting, health, lifestyle, and expert advice.

View project ›





06

## Grit App

App for daily-wage workers, providing easy access to earned wages and payroll info. Empowering financial security for businesses and workers through smooth money management.

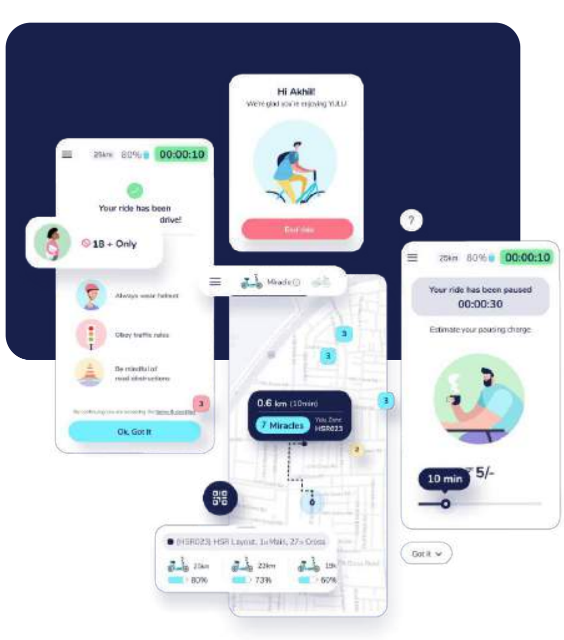
View project ›

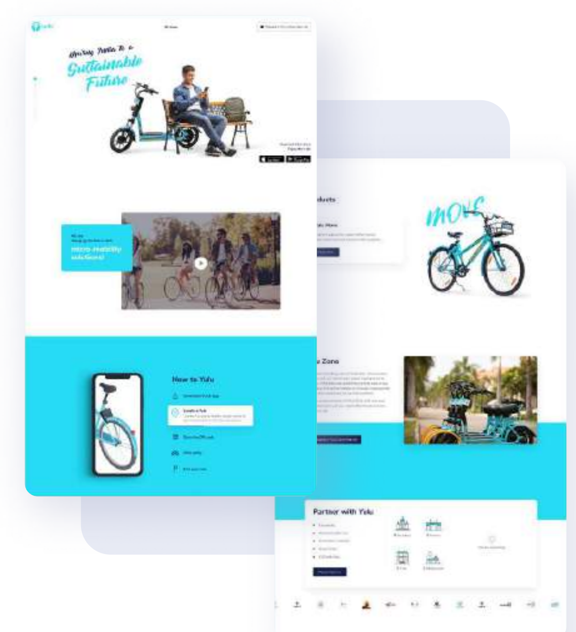
07

## Yulu-Bike Rental App

A case study on enhancing micro-mobility experiences through intuitive design and seamless user interactions.

View project ›





08

## Yulu-Bike Rental Website

Yulu redefines commuting safety with its micro-mobility concept. Explore our website redesign concept to elevate your journey experience.

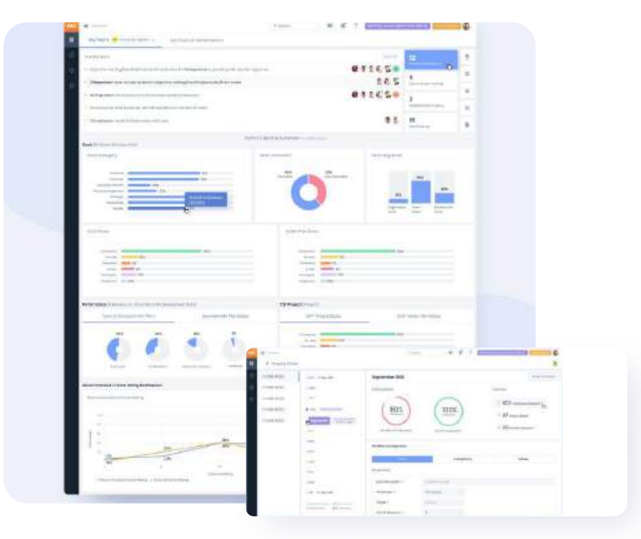
View project ›

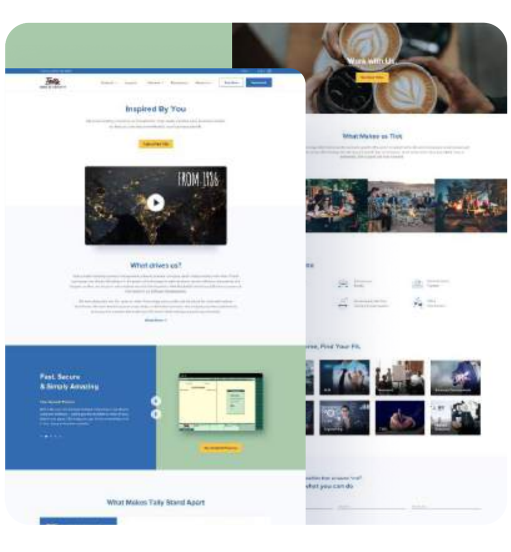
09

## Dashboard

Concept dashboard and UI screens of conversational automation technology platform.

View project ›





10

## Tally Website

Website redesign concept for Tally Solutions that provides enterprise resource planning software.

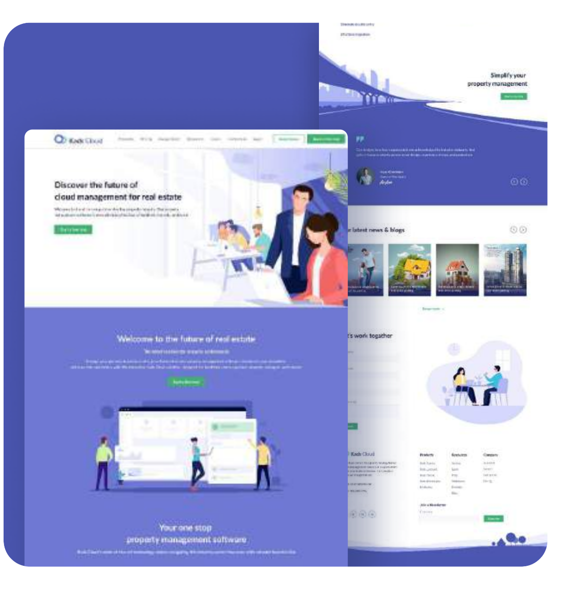
View project ›

11

## Kads Cloud-Property Management Website

Marketing website design for Kads Cloud property management platform.

View project ›



# Pockey App

Pocket money management app

**Pockey App : the fun way for kids to learn money management. Set goals, track spending, and earn rewards while playing.**

## The problem

Children today lack access to engaging and educational tools that teach them essential money management skills, resulting in a lack of financial literacy and responsible spending habits. The problem is the absence of an interactive and comprehensive platform that combines educational content and gamification elements, catering specifically to children aged 8 to 12.

## Objective

Develop an engaging and interactive mobile app that teaches children aged 8 to 12 essential money management skills, including budgeting, saving, and delayed gratification.

## Users

The Pockey app is designed for children aged 8 to 12 who are eager to learn and develop essential money management skills. They are open to learning new concepts and are receptive to engaging visuals and gamification elements. The app seeks to capture their attention and sustain their interest through vibrant colours, friendly illustrations, and age-appropriate content.

## Competitors

During the design process, a thorough analysis of existing financial education apps for children was conducted. This competitor analysis aimed to gain insights into the market landscape, understand successful features, and identify opportunities for differentiation. By examining the strengths and weaknesses of these apps, valuable insights were gathered to inform the design and development of the Pockey App.

The analysis focused on several key factors, including the user experience, educational content, interactive features, visual design, and overall effectiveness in teaching money management skills to children. By evaluating the competitor apps, the aim was to understand the preferences and expectations of the target audience, as well as to identify areas where improvements could be made to create a unique and engaging experience for young users.

Angel Pay: Teaches Finance
Money Pop
Piggy bank
Mooch
Gen
Mosaic 1

## Key features

**Set goals:** The savings and goals section allow children to set savings targets for specific items or activities. Progress trackers display how close they are to reaching their goals, encouraging them to save consistently.

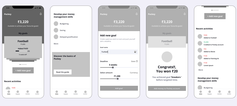
**Track allowances, earnings, expenses, and savings:** This feature contains recent activities, displaying a snapshot of children's latest financial transactions and accomplishments, keeping them informed and engaged in their money management journey.

**Fun insights:** Provide fun and interactive insights to children within the app, offering valuable tips and guidance to develop better spending habits.

**Reward points:** Implement a rewards system within the app to motivate and recognize children's progress in learning and practicing money management skills.

**Learn core concepts of finances:** Create a comprehensive learning experience that enables children to acquire essential money management skills through interactive activities, educational content, and practical applications.

## Wireframes




## Style guide

### Colours

Primary Color

Grays

Accent colours

Status

### Typography

Aa

**Outfit**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

### Icons, Illustrations & Images

Home
My goals
Achievements
Profile

# UI

**Notifications**
Notifications serve as important reminders, updates, and prompts to engage children in the money management process, providing timely information and encouraging continued participation.

**Achieve earnings, add fund**
Users receive a quick overview of their total available amount, ensuring easy tracking of funds. Also, users can conveniently add money to their Pockey account, enhancing financial control and flexibility.

**Ongoing goals**
Displayed on the landing screen, ongoing goal cards offer a visual representation of goals, inspiring motivation and keeping users focused on achieving their financial objectives.

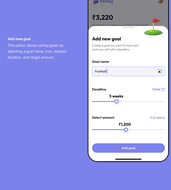
**Quick goal creation**
An intuitive feature facilitates rapid goal creation for kids, fostering engagement and encouraging proactive financial planning.

**Recent activities**
The system actively updates, displaying a snapshot of children's latest financial transactions and accomplishments, keeping them informed and engaged in their money management journey.

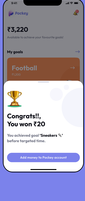
**Educational resources**
This section offers a curated collection of educational resources, tutorials, and interactive content, empowering children to expand their financial knowledge and develop stronger money management skills.

**Money management concepts overview**
This section provides an introductory overview of essential money management concepts through engaging visuals and simplified explanations, laying the foundation for children to build their financial understanding.

**Menu items**
Home : Quick overview of major app features.
My goals : Contains the list of saved goals, both ongoing and completed.
Achievements : Displays a detailed chronological record of children's financial transactions, including income, expenses, and savings.
Account : Allows children to personalize their user profile, view their savings achievements, rewards, and access settings to customize their app experience.




**Add new goal**
This option allows saving goals by selecting a goal name, (you, desired duration, and target amount.




**Earn points and rewards**
Users will be rewarded with money or their Pockey app wallet for achieving specific milestones, such as reaching savings goals or completing educational tasks. This incentivizes children to save more money and accomplishing specific financial achievements, providing them with incentives and motivation to actively participate in their financial journey.

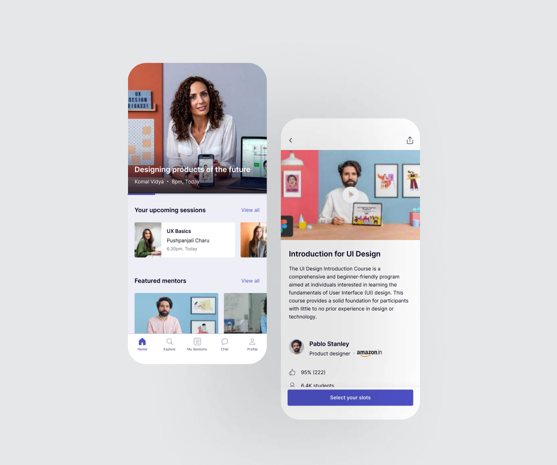
**Fun insights on kid's spending habits**
Displaying these insights as rich screen notifications on the user's device would make more sense. These notifications can serve as reminders about their goals and other activities, increasing engagement with the app and providing regular motivation to stay on track.

**Check out the interactive Figma prototype**

View prototype →

# BePro.

Mentor booking app




**BePro is the essential tool for mentor-mentee connections, crafted to simplify learning and career journeys. With BePro, access guidance from experienced mentors and navigate paths with confidence.**

## The problem

In today's landscape, finding a mentor can be a daunting task, especially for those new to business endeavors. Many experienced professionals are willing to share their knowledge and insights, but they often don't actively advertise their availability as mentors. This reluctance stems from the fact that mentorship requires a significant investment of time and effort. Therefore, assuming someone's willingness to mentor without prior communication can be considered impolite.

## Objective

The primary goal is to develop a platform that facilitates connections between mentees (learners/students) and mentors. This platform aims to provide mentees with valuable guidance and assistance in making informed career decisions.

## User research

To better understand user needs and validate our assumptions, we conducted user research. We categorized users into two main groups:

**User type A**

Individuals who are new to seeking career or educational guidance through online platforms.

**User type B**

Users who are already familiar with career guidance or educational apps.

Our research involved qualitative methods, including informal discussions and telephonic interviews due to the ongoing pandemic. Key questions focused on:

- Awareness of online mentoring platforms.
- User experience with specific platforms.
- Impact on skill development.
- Satisfaction with services.
- Likelihood of recommending platforms.
- Feedback on pros and cons.

### Persona creation

Based on the insights gathered from our research, we created fictional personas representing typical user behaviors and needs.

**Aswini Raj**

Female, 22 years old
Graphic designer,
Bangalore, Karnataka.

**Biography**

Aswini is a graphic designer currently working as an intern at a private agency in Bangalore. With a strong passion for graphic design, she is eager to expand her knowledge and skills in the field. Aswini actively engages in discussions with friends and seeks advice regarding her career decisions and queries. She is constantly seeking valuable information and is dedicated to her work.

**Pain Points**

- Difficulty in trusting a product.
- Struggling to find the best mentor.
- Spending a lot of time making decisions.

**Motivation**

- To stay updated with the latest developments in graphic design.
- Seeking better career guidance to progress in the field.

**Goals**

- Connect with more experienced mentors.
- Use an app that is user-friendly and free from complications.

**Akhil Mohan**

Male, 25 years old
Product designer
Kochi, Kerala.

**Biography**

Akhil Raj is a product designer with three years of experience, currently employed at a private agency in Kochi. He actively seeks inspiration and knowledge from various sources, including design-related blogs and online platforms. Akhil finds online learning platforms to be simple and effective, appreciating the abundance of mentors available to him.

**Motivation**

- To connect with experienced mentors and gain new ideas.
- Seeking better career guidance to further his professional development.

**Pain Points**

- Difficulty in trusting a product.
- Struggle to find the best mentor.
- Availability issues with time slots.
- Occasionally encountering subpar quality in mentorship.

**Goals**

- Expand his network by creating more contacts.
- Engage in discussions with experienced designers to explore and refine his ideas.

## Competitor Analysis

During the design process, we conducted a comprehensive analysis of existing mentor-mentee platforms to understand their strengths and weaknesses. This analysis helped us identify common patterns and areas for improvement in the market.

We examined various platforms, focusing on factors such as user interface, subscription models, mentor profiles, and customer support. By comparing features, user feedback, and overall user experience, we gained valuable insights into what works well and where opportunities for innovation exist.

Through this analysis, we discovered that while some platforms excel in certain aspects such as content quality or payment transparency, others lack robust features like trust-building elements in mentor profiles or flexible subscription options.

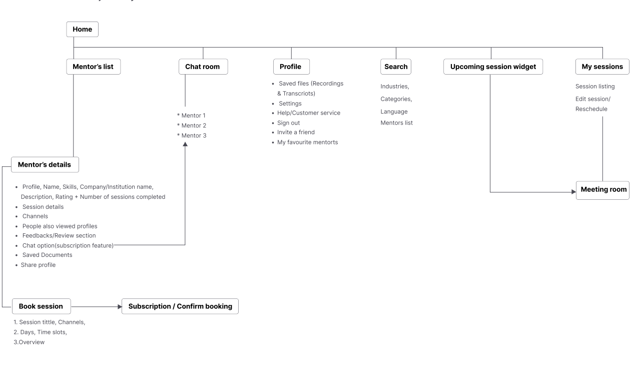
### Sorting down problems and solutions

Our analysis revealed several key challenges and corresponding solutions:

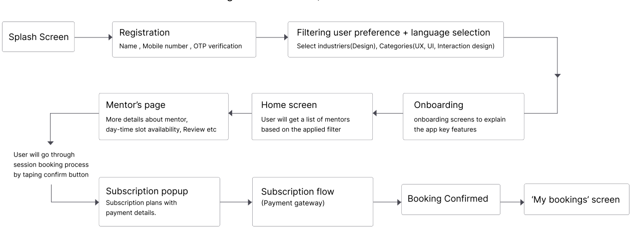
- Limited awareness of online mentor platforms necessitates improved visibility and marketing efforts.
- Users often seek guidance for specific subjects, highlighting the need for targeted mentorship options.
- Quality content and flexible payment methods are paramount to user satisfaction.
- Providing multiple communication channels caters to diverse user preferences.
- Offering trial sessions before payment builds trust and confidence in the platform.
- Quick responses, easy refunds, and cancellation options enhance user experience and trustworthiness.

## Sitemap and user flows

We developed a clear sitemap and user flows based on our analysis and competitor research to ensure intuitive navigation and seamless user journeys.

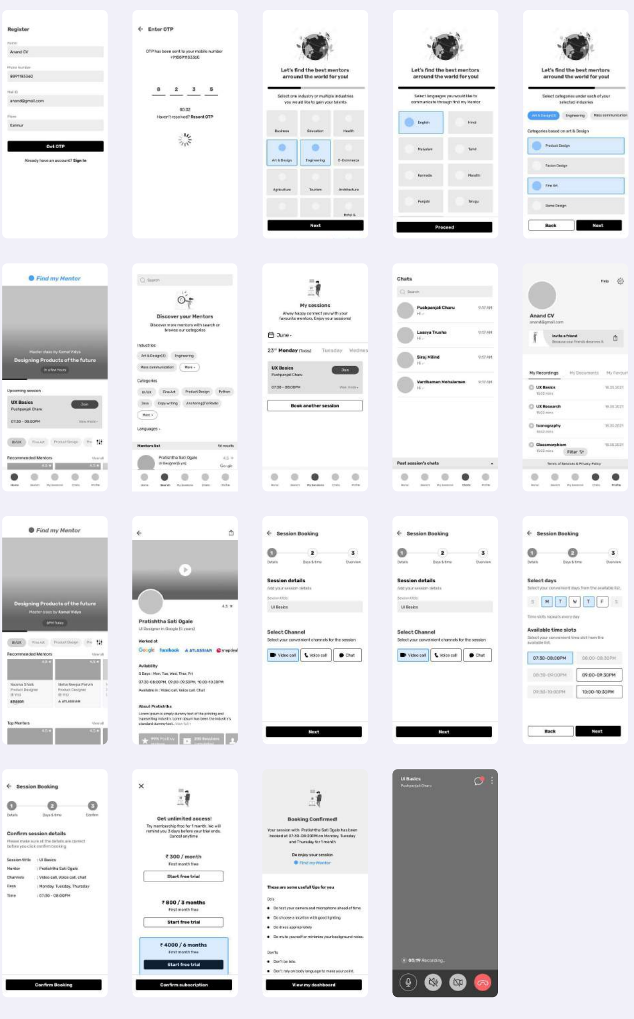



**User flow of Mentees** (Session scheduling for the first time)




## Wireframes

Initial wireframes were created to visualize the layout and functionality of the platform, focusing on usability and user interaction.



## Visual design

The platform's visual design aimed to create an appealing and user-friendly interface, prioritizing clarity and simplicity to enhance the overall user experience.

**Primary**

Blue
#A239EA

**Grey**

Black
#050E1F

Background
White

**Status**

Error
#E22526

Success
#2ABE77

Warning
#F4AC40

# Inter

**Tittle 1**
22px Bold
Letter spacing -1.0, Line height 34px

**Tittle 2**
18px Bold
Letter spacing : -0.9, Line height 28px

**Tittle 3**
15px Bold
Letter spacing : -0.9, Line height 28px

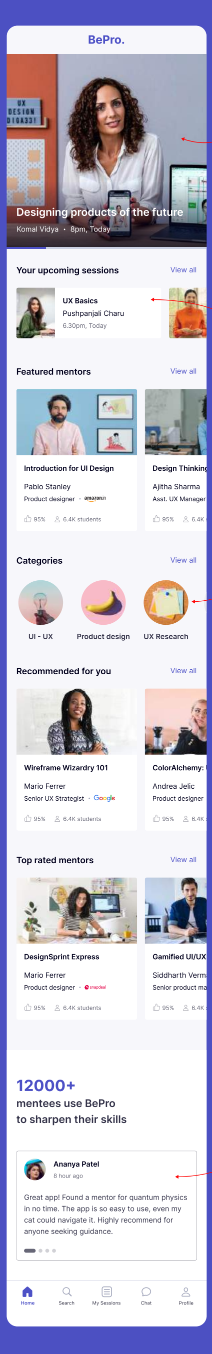
Body 1
15px Regular

Body 2
13px Regular

Body 3
12px Regular

Caption 1
10px Regular

# UI

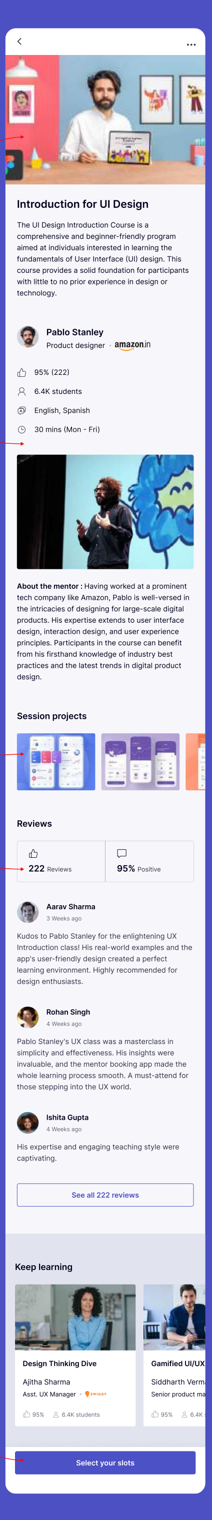



Each week, mentees will receive a free master class, providing valuable insights and skills for personal and professional growth.

The upcoming session's widget will be displayed here, linking directly to the live call session.

Categories spanning various subjects will be showcased here.

Testimonials serve as a powerful tool to instill trust and confidence in users.



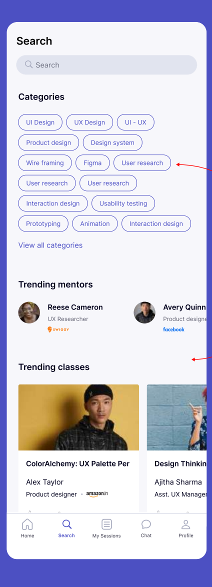

An autoplaying mentor video will be featured here, providing a glimpse into the class experience.

A brief overview of the mentor's background, expertise, and approach will be provided here.

Users will have the opportunity to explore projects created by fellow mentees as part of this session.

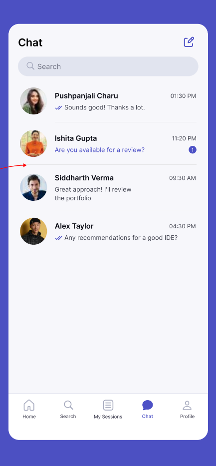
Reviews play a crucial role in fostering trust and providing mentees with insights into others' experiences.

On the next screen, users will be presented with available days and time slots, enabling them to select their preferred slots and make bookings.

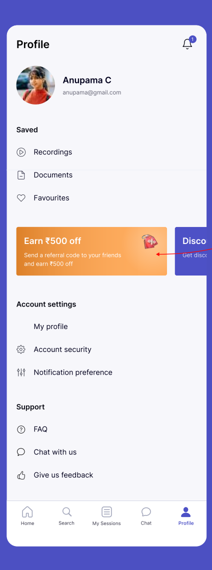



Users will find popular categories readily available for quick search.

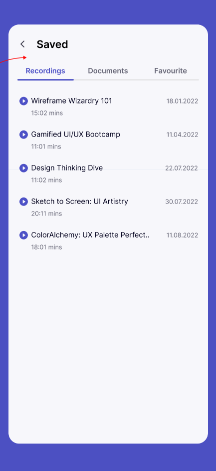
Trending mentors and classes will be prominently displayed for effortless browsing and search.




Mentees can conveniently communicate with mentors using the chat option, providing an accessible channel for interaction.



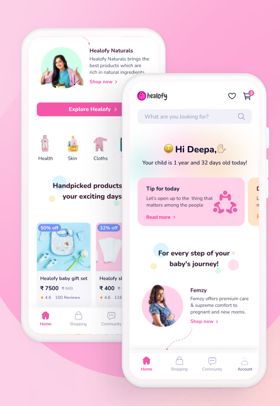

The profile screen features various offers aimed at expanding the user base and enriching user engagement.




Users can revisit their previous sessions by accessing recordings and documents for reference.

### Conclusion

In conclusion, our mentor-mentee platform addresses user needs with a seamless experience, prioritizing transparency and trust. By incorporating feedback and user-centric design principles, we empower individuals in their learning and career journeys. Continuous iteration ensures our platform remains effective and responsive to evolving user needs.



Home screen redesign concept for

**Healofy mobile app**

**The case study focuses on redesigning Healofy's e-commerce app homepage to enhance user experience and engagement. It aims to introduce three USPs through storytelling, ensure simplicity, provide personalized product recommendations based on life stage, and address existing usability issues.**

## Problem

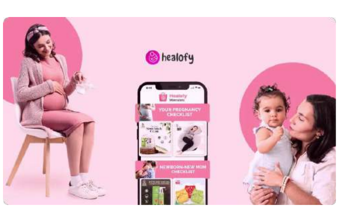
The current home page of the Healofy e-commerce app suffers from usability issues and lacks engagement with users. Inconsistencies in design elements, unintuitive interactions, and a cluttered layout hinder the user experience. Additionally, there is a missed opportunity to effectively showcase the three brands associated with Healofy and provide personalized product recommendations to meet the diverse needs of pregnant users. Therefore, a redesign is necessary to create a more cohesive, intuitive, and engaging home page experience for users.

## Objective

The objective of this project is to redesign the home page of the Healofy e-commerce app to improve user experience and engagement. Key features and insights to be incorporated include introducing three brands through a story, ensuring simplicity and user-friendliness, providing personalized product recommendations based on life stage, and addressing existing usability issues.

## Understanding the brand

Healofy initially began as a parenting platform and has evolved into India's largest women's social network. The app serves as a safe community for women to discuss various topics including parenting, health, lifestyle, and more. It also offers expert advice on pregnancy planning, parenting, and women's health.



## Users

The target demographic for the Healofy app includes women aged 18-29, including pregnant, non-pregnant, and mothers. These users seek interaction with others to gather information on pregnancy-related topics and often use the app for purchasing related products. For this redesign, the focus will primarily be on pregnant users.

**Aswathi Rj**

Female (27)
Accountant,

**Biography**

Aswathi Rj is a 27 years old accountant. She lives in Bangalore. She is 1 month pregnant now. She use to do a lot of online purchases and now she is focusing to some product for her upcoming months of pregnancy.

**Goals**

- Find useful products
- No complications while choosing a product
- Can spend more time to buy products if it's worthy

**Pain points**

- Difficult to trust the product.
- Don't know is there a product exist or not

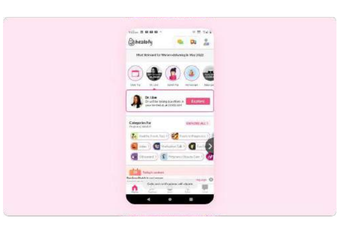
**Motivation**

- Saves time from shopping from the store (offline)
- Wide range of product
- Trust to use the app from other users.

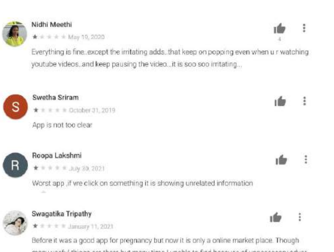
## Identifying existing issues

Through heuristic evaluation and user feedback, several usability issues were identified:

- Inconsistencies in design elements such as text, colors, icons, and illustrations.
- Some interactions were not intuitive, leading to increased cognitive load.
- The aesthetic aspect needed improvement, aiming for a more minimalist design.

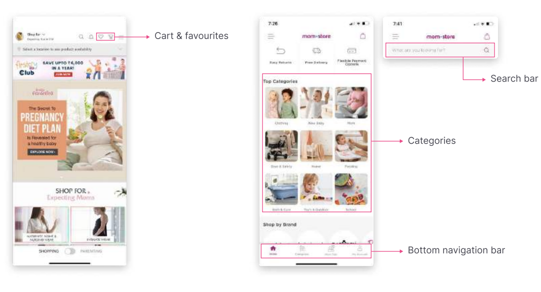


And I also found some of the major usability issues from the real users end to substantiate my understandings.




## Competitors analysis & Takeaways

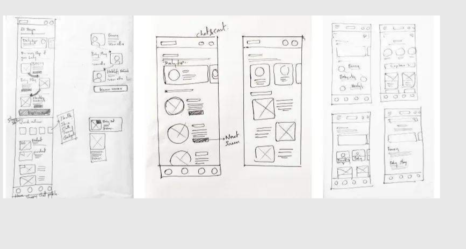
mom store | PatPat | firstcry



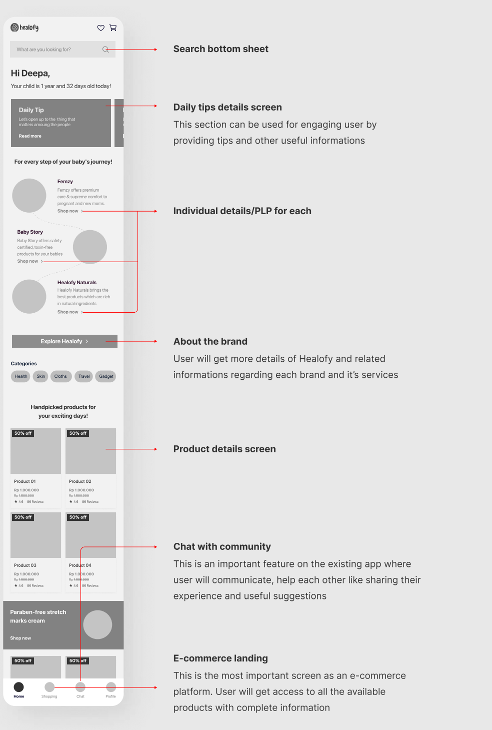

A thorough analysis of competitors provided insights into common behaviors and best practices in implementation.

## Ideation & wireframes

- Extensive research including user personas, competitor analysis, and task flow creation informed the ideation process.
- The main challenge was integrating three brands into the home screen effectively.
- Wireframes were developed with careful consideration of each element's purpose and placement.



After a long research process like user personas, competitor analysis, ideations, task flow creation, I decided to start the wireframe. Every single element was placed and spaced with their purpose in mind.




## Design approach

**Brand storytelling**

Introduce the three brands on the home page through a cohesive and engaging story, highlighting their unique attributes and offerings.

**Simplicity and user-friendliness**

Ensure a clean and intuitive design layout that minimizes cognitive load and enhances user navigation.

**Personalized recommendations**

Implement a recommendation system that suggests products tailored to the user's life stage, addressing both current needs and future requirements.

**Visual design**

Create visually appealing design elements with a minimalist approach, focusing on consistency in text, colors, icons, and illustrations.

### Colours

Primary

Secondary

Greys

Status

Highlights

### Typography

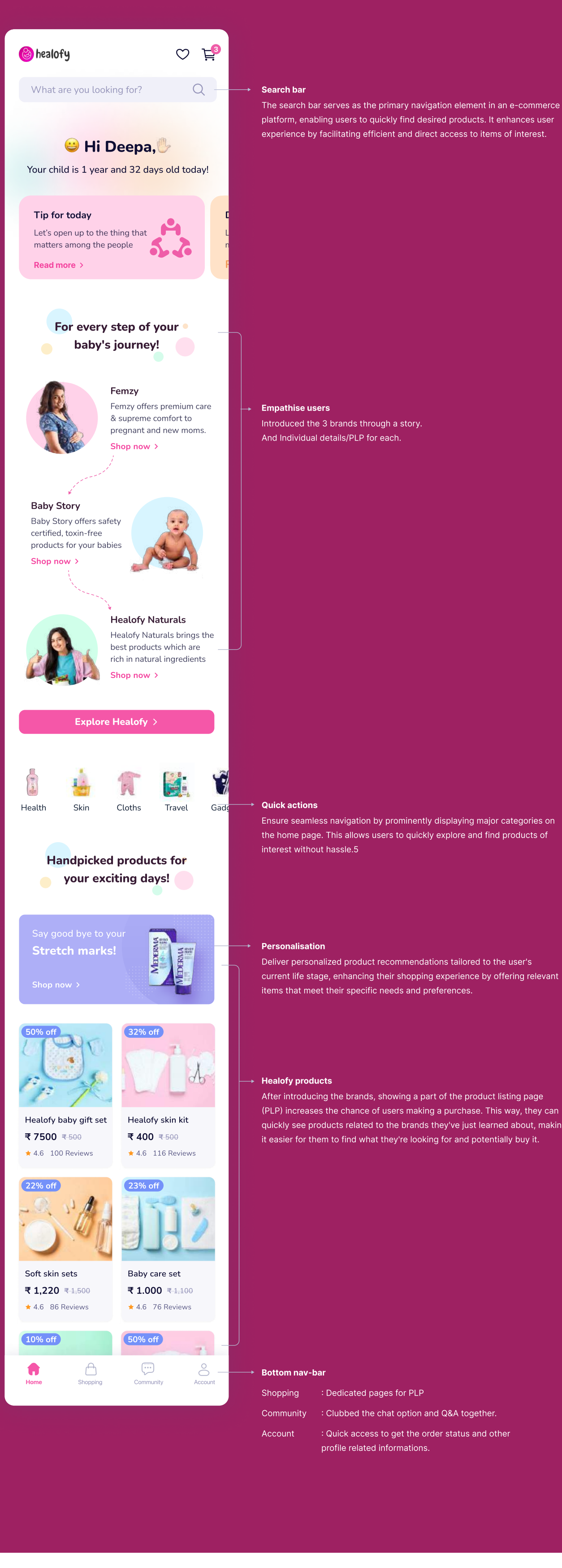
Aa

Nunito
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tittle 1 Tittle 2 Headline 1 Body 1 Body 2 Caption 1

### Iconography

# UI




## Conclusion

By addressing existing usability issues, incorporating brand storytelling, and emphasizing simplicity and personalization, the redesigned home page of the Healofy e-commerce app aims to enhance user engagement and satisfaction. The iterative design process ensures a user-centric approach, ultimately improving the overall user experience.

# Virtual pass

## E-Pass designed for the Travel age



**Introducing our Virtual Pass solution, a convenient way to manage travel tickets for seamless exploration. Say goodbye to paper tickets and hello to effortless access to attractions.**

### The problem

In the realm of tourism, the conventional practice of presenting physical tickets to passes at various entry points remains a cumbersome process. This reliance on physical tickets not only poses a risk of lost or damaged tickets but also permits ticket sharing among friends, diminishing the overall travel experience.

### Objective

Design an electronic "virtual ticket" solution to enable travelers to effortlessly access various attractions. Users should be able to display their E-pass on their mobile devices, utilizing a QR code at entry points. Additionally, all necessary destination and E-pass details should be readily accessible from the same screen.

### Understanding the industry

These days the ticket-based operations offers a wide range of travel services, including airlines, hotel reservations, car rentals, and other travel packages. The customers can browse and compare different travel options, and then make their bookings and pay for their travel arrangements online.

booking · tripadvisor · expedia · hotels.com · cheap flights · kayak · priceline · yelp · evo · vrbo · airbnb · vrbo

This business model is becoming increasingly popular due to the convenience and accessibility of online travel booking. With the help of advanced technology and marketing strategies, these companies aim to attract more customers and offer them a seamless travel booking experience.

### Users

Understanding the users is crucial for creating a solution that resonates what they want and how they act. In this case, we're focusing on Millennials, who are between 18 and 35 years old and make up a big part of today's travelers.

Let's take a closer look at what they're like and what they expect:

**Tech-Savvy:** Millennials are really comfortable with technology. They like using digital tools and expect them to be part of their travel experiences.

**Convenience matters:** They long things that make life easier, especially when it comes to travel. They want things to be simple and quick.

**Smooth experiences:** Millennials want their travel to be enjoyable and hassle-free. They don't want anything getting in the way of having a good time.

**Social and sharing:** They're very social and enjoy sharing their experiences with others, often through social media. They also trust reviews and recommendations from fellow travelers.

**Explorers at heart:** Millennials love to explore new places and try new things. They're always up for an adventure and appreciate tools that help them discover hidden gems.

### Competitor analysis

**User experience:** Competitors offer a smooth, intuitive, and efficient booking process. They provide clear and concise information about available travel options, pricing, and services, ensuring a seamless user experience.

**Feature comparison:** Most apps go beyond basic booking functionalities, offering additional services such as itinerary management, price tracking, personalized recommendations, or destination-specific, and reward programs. These features enhance the overall value proposition for users, making the platform more attractive and comprehensive.

**Marketing strategy:** Competitors employ various marketing strategies to engage users and drive conversions. This includes leveraging social media platforms, partnerships with influencers, and targeted advertising campaigns. Additionally, providing and/or selling techniques to increase transaction value, loyalty programs to reward frequent users, or app surveys to gather feedback and improve user experience, and user onboarding processes to familiarize new users with the platform's features and functionalities. These strategies aim to increase user engagement, retention, and satisfaction, ultimately driving business growth.

Apart from these points, We have to know what are the customer reviews and feedback, Technological advancements, pricing strategy, design strategy etc.

### Additional values identified

After a detailed research and understanding, these are some features which will help user for a better experience. And this will also increase user engagement and interaction in the app.

- GPS supported navigation for easy destination finding
- Detailed location information upon arrival
- Integration with local transportation and accommodation options.
- Digital guide feature for destination insights
- Rating and review section for informed decision-making

### Ideation

## Wireframes

After a long research process like user personas, competitor analysis, ideations, task flow creation, I decided to start the wireframe. Every single element was placed keep aspect with their purpose in mind.

By taking New York as a base location to design the E-pass screens, the user will get access to different exciting destinations like statue of Liberty, Empire State Building, American Natural History Museum, Metropolitan Museum of Art, Brooklyn Museum etc, and also various travel options like Lyft, Uber, Taxi.

## Style guide

### Colours

Colours have some well-defined meanings in visual designing. So, I choose Blue as the primary brand colour. Shades and tints of blue are commonly associated with trust, dependable security, and confidence which makes a great combination for this kind of app. Each shade plays a role in their message.

### Typography

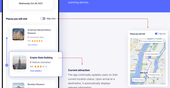
Selection of typeface and font pairing are directly related to the area of the business. Sans-serif fonts are widely using for various digital products. And while selecting the typeface we have to consider the readability, suitability and versatility.

Nunito Sans

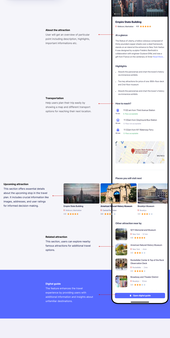
**Aa** **SF Pro Display**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

### Icons, Illustrations & Images

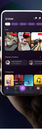


## UI


Virtual Pass
New York
Scan to add to your Virtual Pass
3 Days pass
Valid from - Valid Until
Photo pass will add
Statue of Liberty
Empire State Building
Brooklyn Museum
Metropolitan Museum of Art
Transport options
Lyft
Uber
Taxi
Your location is not accessible yet.
Enable location
Scan mode
Scanning a pass will enhance your experience by providing real-time updates, personalized recommendations, and access to exclusive offers and discounts.
Scan to add
Photo pass will add
Statue of Liberty
Empire State Building
Brooklyn Museum
Metropolitan Museum of Art
Transport options
Lyft
Uber
Taxi
Your location
Map view
Utilize map view to enhance your navigation experience, ensuring seamless getting around in unfamiliar destinations and observing.

# Livelyt

Video streaming app



**Livelyt is a mobile app aiming to revolutionize video sharing and streaming through live content experiences. Facing challenges with its current UI/UX design, this case study details a comprehensive process to enhance user engagement and satisfaction.**

## Objective

- To develop a user-centric UI/UX design for Livelyt, aimed at enhancing user engagement and satisfaction.
- To create an intuitive navigation system and improve the overall user flow within the app.
- To incorporate personalized features that cater to the diverse preferences of Livelyt's target audience.
- To differentiate Livelyt from competitors by offering unique and visually appealing design elements.
- To optimize the app's performance and minimize user friction during interactions.

## Personas

In the personas stage, we created detailed representations of our target users to better understand their needs, behaviors, and preferences. For instance, one persona, let's call her "Sarah," represents a content creator who specializes in sports and outdoor activities. Sarah values real-time engagement with her audience and seeks features that facilitate seamless live streaming experiences. Understanding Sarah's persona allowed us to prioritize features such as in-app notifications for live events and easy sharing options.

## User Interviews

During user interviews, we engaged with individuals who frequently use video sharing and streaming platforms. For example, we spoke with "John," an avid photography enthusiast who regularly streams tutorials and showcases his work. Through our conversation with John, we learned that he values platforms with robust editing tools and a supportive community. This insight guided us to emphasize features like in-app editing capabilities and community forums within Livelyt.

## Surveys and feedback

Through surveys and feedback collection, we gathered quantitative data and qualitative insights from a broad user base. For instance, survey responses indicated that a significant portion of users expressed frustration with the existing app's navigation structure. Additionally, feedback from beta testers highlighted the importance of intuitive search functionalities and customizable user profiles. These findings validated our assumptions and directed us to prioritize improvements in these areas during the redesign process.

By leveraging personas, user interviews, surveys, and feedback, we gained valuable insights into user preferences and behaviors, enabling us to tailor the revamped Livelyt app to meet the diverse needs of our target audience effectively.

## Competitor analysis & market research

A thorough analysis of existing video sharing and streaming platforms was conducted to identify strengths, weaknesses, and opportunities. This analysis informed our strategy to offer unique features that differentiate Livelyt from its competitors and address user pain points effectively.

Apart from analyzing competitors, we conducted thorough market research to identify emerging trends, technological advancements, and user expectations within the video sharing and streaming industry. This research enabled us to stay ahead of the curve and anticipate future user demands, ensuring that Livelyt remains relevant and competitive in the market.

## Wireframes

The landing screen prominently displayed video categories, enticing users to explore their interests. The live streaming process was streamlined, allowing users to provide short descriptions and categories their content before going live. Additionally, wireframes outlined the profile section, enabling users to customize their preferences efficiently.

## Visual design process

### Colours

The brand color for Livelyt is purple, complemented by a dark theme. Purple symbolizes creativity, luxury, and sophistication, aligning with the app's focus on providing a premium video sharing and streaming experience. The dark theme enhances visual appeal and reduces eye strain, especially during prolonged usage.

The UI design prioritized clarity, simplicity, and elegance. Utilizing the purple color scheme against a dark background, the interface exudes a modern and sleek aesthetic. Categories are visually distinct, making navigation intuitive and engaging. Live streaming features are prominently displayed, encouraging users to share real-time content effortlessly.

Primary

Grays

Status

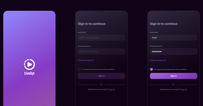
### Typography

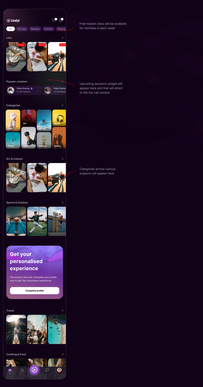
**Aa**

**Nunito**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Title 1** | **Title 2** | **Headline 1** | Body 1 | Body 2 | Caption 1

## UI

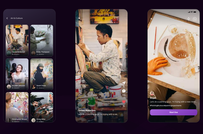


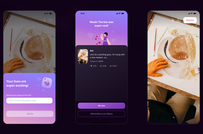


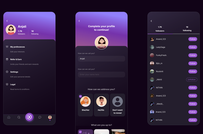

Free master class will be available for students to learn Lively

Upcoming sessions widget will appear here and that will direct to the live call session

Categories across various subjects will appear here







## Conclusion

In conclusion, we worked hard to make Livelyt more enjoyable for users. By listening to feedback and doing research, we made the app easier to use and more personalized. Now, Livelyt offers a better way to share and discover videos, keeping users happy and engaged.

# Grit

Financial management app

**Grit is a comprehensive financial management app for daily usage actions based on UX. Grit empowers businesses and students to be financially secure. It reduces attention for the employees while helping daily large actions with quick and easy access to earned wages, payroll information, and quick closing transfer into personal bank accounts.**

## Challenges

1. Creating a user-friendly app that could provide day to day transactional features to the employees.
2. Providing a comprehensive financial management app for students to be financially secure.
3. Providing seamless money transfer of the earned wage from Grit wallet to bank account.
4. Creating and creating awareness amongst employees regarding their earning hours and wages.

## My role

Create a user centric experience and **visual design** for a mobile app by understanding the product needs and brand values.

## Desk research

The overlapping of technical development and design has been a major factor in the United States in the areas and expanding. Numerous platforms aim to address the financial needs of the demographic, offering features ranging from budgeting to investment opportunities. The challenge lies in creating a user-friendly app that resonates with the target audience. Our research aims to uncover critical market research and analysis within the context of our goals and objectives.

The United States has a significant population of daily wage workers, including gig economy workers, freelancers, and hourly employees across various industries. The market for financial management applications targeting this demographic has seen notable growth, driven by factors such as increasing adoption of digital banking solutions and the need for accessible financial tools. The demographic's unique financial challenges, including irregular income streams, fees, and interest, is used as a case scenario focusing on specific aspects of financial management for daily wage workers.

## Users

Based on the user personas, we are addressing daily wages employees (21-55) who are both tech savvy and non-tech savvy individuals who need quick solutions and insights of their earnings, daily tips & foreign money, daily metabolic expenditure and guidance etc.

**Jon Walker is a family man with wife and 3 kids. He has high school education and is currently working as a Truck Driver. He is a tech savvy person.**

**Goals and Needs**
- Save at the end of week for leisure
- Track lesser and easier expenses / overall insurance

**Pain points**
- Hard to wait for end of the month for earnings
- Limited no. of ATMs and overall expenses for cash withdrawal
- Hard to keep an conscious track of expenses
- Difficult to get a quick loan

**Motivations**
- Easy rewards/ discounts
- Actionable insights on spendings/ overall

**Tools**
- Notifications & reminders
- Easy to use UI/ Simple & quick process
- Instant support
- Easy money transfer
- Easy to use
- Instant customer service offer on tips

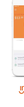
**Jill is a part time employee on Uber driving measures, analyzing & settling, and managing her finances and overall expenses. She is a tech savvy person.**

**Goals and Needs**
- Sorted lifestyle and part time job
- Pay her bills timely

**Pain points**
- Hard to wait for 2 weeks for my earnings
- Hard to wait for 1 day to deal with unexpected expenses
- Hard to fill the hole at the end of month with limited earnings
- Hard focus on expenses

**Motivations**
- Rewards/ discounts
- Easy to use
- Instant support
- Easy money transfer
- Easy to use
- Instant customer service offer on tips

## Competitor analysis



payactiv

instant

earnin

**Summary :**

In comparitive analysis, we found that most apps use a light theme by default, meaning they have bright backgrounds. They also tend to use their main brand color throughout the app. When presenting data, they use graphs and charts to make information easier to understand.

They organize information clearly, making it easy to see what's most important. They also ensure users always know what's happening with the app, like when a loan is completed or if there's an error. Competitors often take a friendly approach in their visuals, making the app feel welcoming and easy to use. They use custom illustrations and icons to add personality and make the app more engaging for users.

## Wireframes

## Visuals

**Brand attributes & guidelines**

Grit team has a well defined brand guidelines with usage of various graphical elements, imagery and text. Also the client has very particular about the brand attributes and values. So we decided to build the visual language more inclined towards Grit branding.

**UI style guide**

We defined the style guide based on our research data and client requirements. As I mentioned, the client was very particular about the brand attributes, so we had the brand guide ready for us. As the product primary colors, we had to use a different form to improve the product experience.

**Primary**

Purple

Purple 100 · Purple 200 · Purple 300

**Gray**

Black · Gray · Background

Gray 100 · Gray 200 · White

**Tittle**

**SF Pro Display**

**Large Tittle**

Regular
34 pt
41 pt
Line height

**Titles 1**

Regular
28 pt
34 pt
Line height

**Title 2**

Regular
22 pt
28 pt
Line height

**Body**

**SF Pro**

**Headline 1**

Semi-bold
17 pt
22 pt
Line height

**Headline 2**

Semi-bold
15 pt
20 pt
Line height

**Body 1**

Regular
17 pt
22 pt
Line height

**Body 2**

Regular
15 pt
20 pt
Line height

**Body 3**

Regular
13 pt
18 pt
Line height

# UI

**Daily wages page**
Displays accumulation of user's daily earnings

**Add money to card**
User can move a specified amount from app wallet to prepaid card.

**Recent transactions**
Quick access to all recent transactions from the app.

**User Dashboard**
All important metrics related to user's activities and expenses here.

**Payroll**
Displays all accumulated wages and tips.

**Transfer money**
Transfer earnings of transaction related amount to bank.

**Profile**
Displays all personal details, details and connected payment options.

**Tip Log**
Tip log gives an overview, user can get the tip power with list of added payees.

**Add to card**
User can select from the money in Grit wallet to bank.

**Payment**
Add payees and add payees details.

**Onboarding**
User can provide personal information or sign up through an easy onboarding phase.

**Successful onboarding**
User can see the new card with the earnings tracker and suggestions for increasing the earnings.



**Congratulations**
Now, Grit Card is ready. Please download the app to track your earnings and use card wherever needed.

App Store · Google Play

## Conclusion

We used the prototype to conduct a test with few people in our target demographic. Participants were able to use the app without any issues and liked the design. Also there were few pain points and feedbacks which we addressed by making some changes on the design.

**Yulu, an Indian-origin micro-mobility network company, operates in major Indian cities like Bangalore, Pune, Delhi, and Bhubaneswar. With products like 'Miracle' (electric bike) and 'Move' (normal cycle), Yulu aims to alleviate traffic congestion.**

## Objective

To redesign the Yulu website home screen to address issues with outdated design, lack of clear brand communication, and inadequate navigation while incorporating additional features for business expansion and user engagement.

## Problems

Upon analyzing the current Yulu website, several shortcomings were identified:

- Outdated appearance lacking in user engagement.
- Unclear presentation of brand values.
- Poor navigation and interaction design.
- Lack of information regarding Yulu Zones.

## Proposed solutions

**Modernized appearance :** Modernized A more friendly and inviting design targeting the youth demographic to foster expansion and sustainability.

**Yulu Zone concept clarification :** Introduction of a dedicated section explaining the concept of Yulu Zones to improve user understanding and reduce abandoned vehicles on streets.

**Requesting Yulu Zone CTA :** Placement of a visible "Request Yulu Zone" button to facilitate user requests without the need for excessive scrolling.

## Before beginning

Considering the existing components of the website, the following goals were prioritized.

- Clearly convey brand mood and values.
- Encourage app downloads.
- Provide insights into product functionality and Yulu Zone awareness.
- Attract potential partners and identify new Yulu Zones.
- Foster social media engagement and build trust through testimonials and blogs.

## Design choices

**Real-Life photography :** Opted for real-life photographs over illustrations to foster a stronger connection with users.

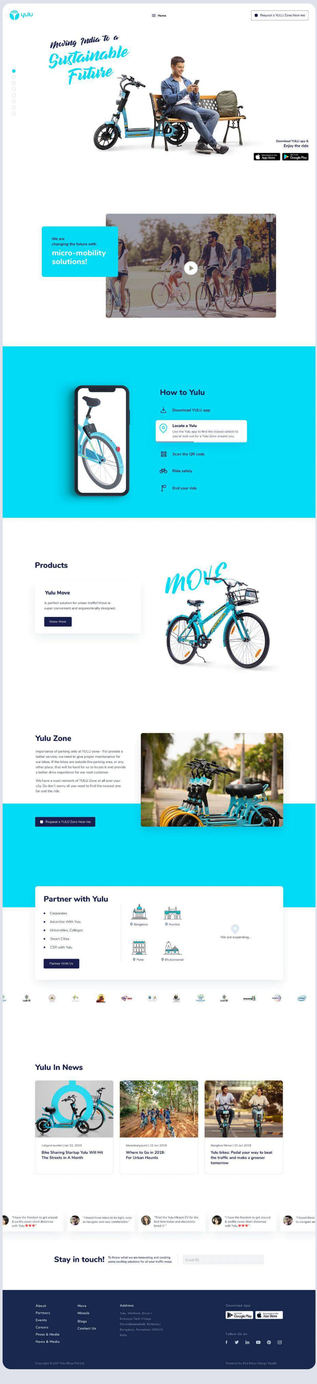
**Primary color selection :** Retained the recognizable Yulu blue color to maintain brand consistency.

**Font selection :** Chose the Nunito font to uphold the company's friendly and fresh image.

**Navigation approach :** Implemented a hamburger menu for intuitive navigation, providing a cleaner design aesthetic.

**Scroll and interactions :** Utilized the 'scroll hijacking' method to ensure a seamless user experience, with each section occupying a full fold for clarity and engagement.

# UI




### Conclusion

The redesigned Yulu website home screen addresses previous shortcomings while incorporating new features to enhance user engagement and facilitate business expansion. With a modernized appearance, clear communication of brand values, and improved navigation, the website aims to attract and retain users effectively.

# Yulu

Bike rental app

**Yulu, an Indian-origin micro-mobility network company, operates in major Indian cities like Bangalore, Pune, Delhi, and Bhubaneswar. With products like 'Miracle' (electric bike) and 'Move' (normal cycle), Yulu aims to alleviate traffic congestion.**

As a resident of Bangalore, I understand the chaos of traffic and opted for cycling to my office, covering a distance of 4km instead of relying on BMTC buses or cabs. The introduction to Yulu came through a friend who used Yulu Move for a weekend ride. While the concept intrigued me, as a designer, I found the app lacking in sophistication. The user experience was rudimentary, and the information seemed disorganized.

Coincidentally, my company undertook a rebranding project, providing me with an opportunity to delve deeper into Yulu's offerings. Concurrently, Yulu launched its second product, 'Miracle,' which was integrated into the existing app with some modifications. This allowed me to gain a better understanding of the product's intricacies.

## Understanding the problem

As a frequent user and a designer, I identified several issues with Yulu's app:

### Technical challenges

- Ride ending restrictions to Yulu Zones
- Bluetooth connectivity issues
- Poor navigation accuracy
- Difficulty in parking due to location issues
- Inadequate customer support

### Design issues

- Lack of awareness about ride ending in Yulu Zones
- Unclear pausing restrictions and time limits
- Difficulty in checking battery status
- Visibility problems in outdoor settings
- Accessibility issues

Brainstorming with the collected data has given some insights into the redesign process. By sharing the concepts with friends and colleagues (users), collecting suggestions are helped me to choose the direct path.

## Solutions

### Addressing parking issues

- Improve awareness about Yulu Zones through onboarding process and toast messages.
- Introduce a search bar for locating nearby Yulu Zones.

### Revamping pausing feature

- Remove time restrictions on pausing rides.
- Retain 'estimate pause charge' feature based on user feedback.

### Enhancing battery status check

- Implement a feature where selected vehicles respond with sound or visual cues upon tapping, indicating battery status.

### Solve reachability issues

According to the study, 45% of people are using their smartphone with their one-hand. This App is designed with focusing on the reachability of the user's finger on the screen.

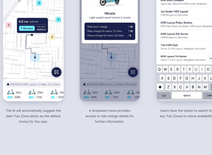
## Design improvements

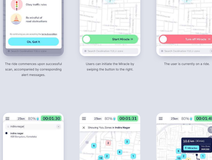
- Prioritize visibility with high contrast colors for outdoor use.
- Optimize for one-handed usage to expedite the process.
- Streamline information hierarchy to reduce user confusion.
- Introduce friendly illustrations for a better user experience.

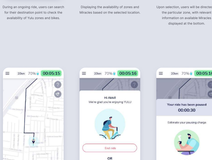
## Innovations

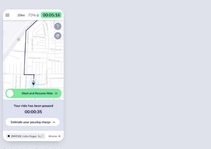
- Utilize color psychology for indicating ride status and battery levels.
- Assign names or codes to Yulu Zones for better recognition and user behavior.

# UI









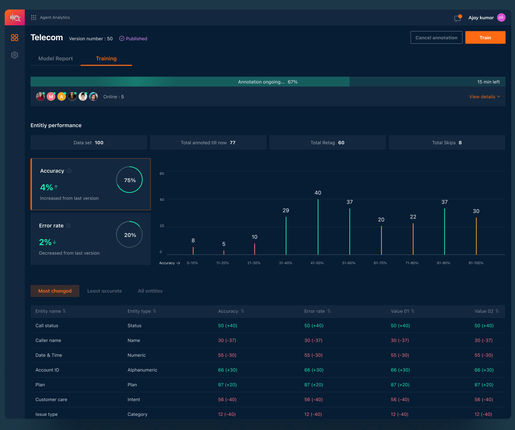
## Conclusion

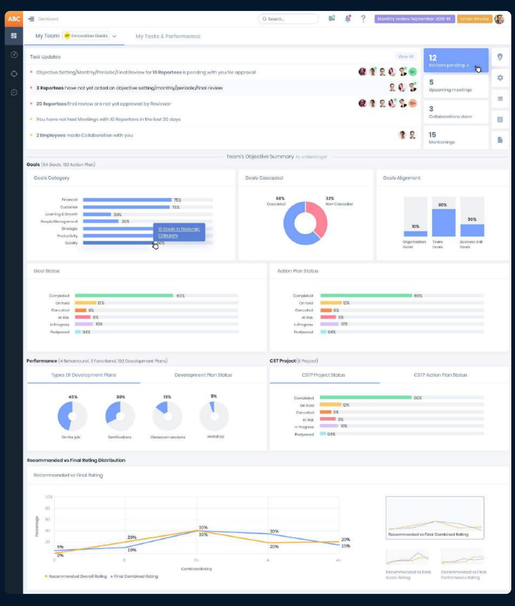
The redefined Yulu design promises improved user acceptance due to enhanced experience and visual appeal. With a cleaner user interface, users will be drawn to the app's aesthetics. The redesigned app also reduces time consumption for users, facilitating quicker completion of rides from point A to B. This efficiency leads to more available bikes, attracting a larger user base and increasing user satisfaction. Ultimately, the wise factor of the new design solution ensures a significant victory in winning users' hearts.

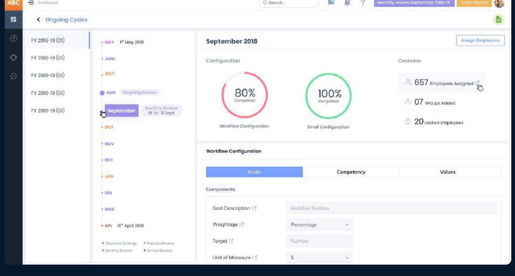
# Dashboard

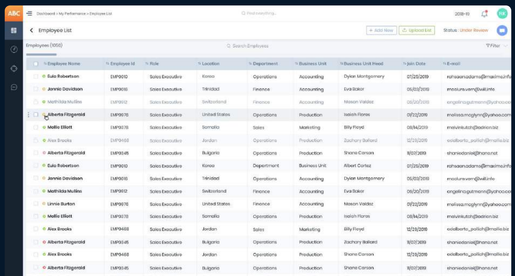
Conversational automation technology platform.

**Concept dashboard and UI screens showcasing conversational automation technology, designed to simplify interactions. Experience user-friendly design and seamless integration for effortless navigation.**



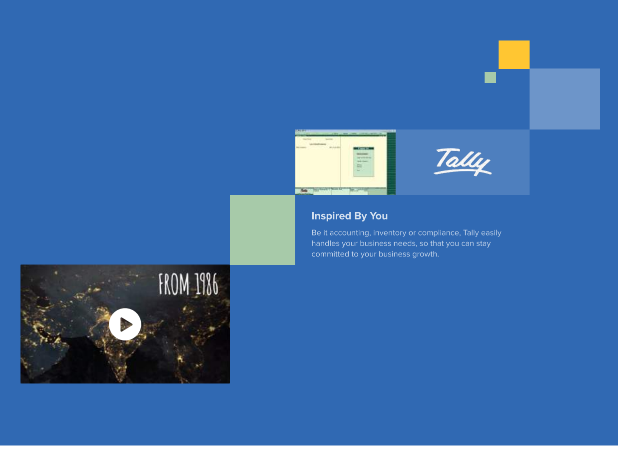



# Tally

Marketing website




**Tally Solutions Pvt. Ltd. is an Indian multinational company renowned for providing enterprise resource planning software, serving over 1.6 million customers worldwide. Recognizing the need for a modernized digital presence, I embarked on the journey to revamp their website, initiating a transformative phase for the company.**

## Reasons for redesign

**Outdated Design :** The existing website design has become antiquated, failing to resonate with contemporary users.

**Limited Trust-building Elements :** Trust indicators on the website are outdated, necessitating a revamp to instill confidence in visitors.

**Brand Representation :** As a prominent brand, Tally must align its online presence with its market stature and values.

Utilizing a structured approach, I followed five key stages in the design process:

## Understanding users

- Working individuals aged 25–55, often with familial responsibilities.
- Aspiring entrepreneurs seeking to enhance their business operations.
- Diverse technological proficiency levels, ranging from tech-savvy to non-tech-savvy users.

## Incorporating brand identity

Aligning with Tally's vision to drive global economic growth by 2030, I crafted a design palette reflective of their aspirations. Primary brand color: Blue, Secondary: Green and Grey, Accent: Yellow. The selected font exudes the company's values and brand essence.

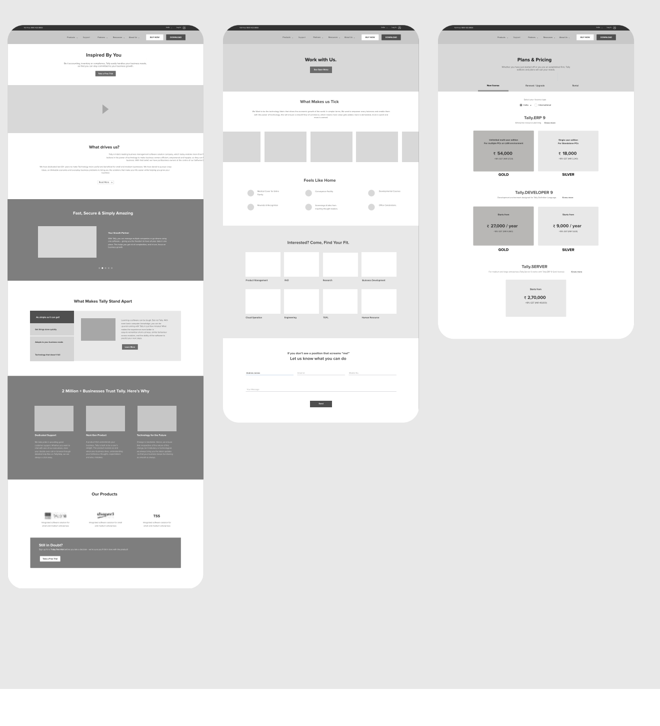
## Competitive analysis

- Utilization of illustrations for enhanced engagement.
- Incorporation of interactive elements to improve user interaction.
- Displaying product screens and implementing detailed navigation dropdowns.

## Graphic elements reference

- Usage of icons for intuitive navigation.
- Diverse layout options, avoiding a monotonous single-fold design.
- Integration of authentic imagery to enhance user experience.

## Wireframes

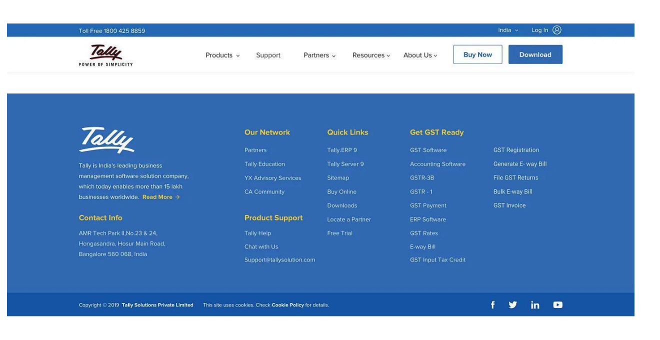


## Finalizing visual language

- Futuristic and tech-oriented aesthetics.
- Sharp, boxy layouts to evoke professionalism.
- Emotive elements to foster trust and convey brand heritage.

## Navigation enhancement

- Primary navigation through a detailed header, emphasizing page hierarchy.
- Introduction of a secondary header for region selection, login, and helpline access.
- Footer redesign adopting a sitemap style for seamless information retrieval and navigation.

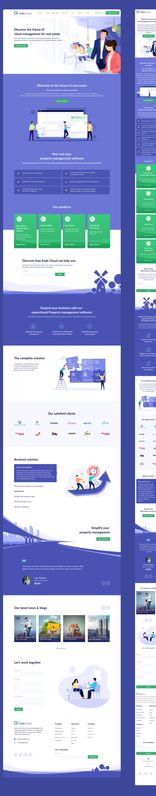
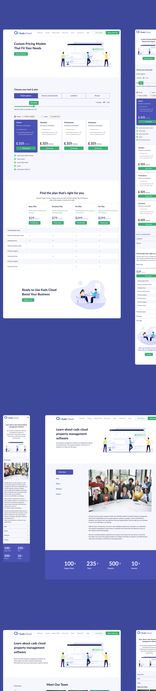



# UI

## Conclusion

Through meticulous planning and execution, the revamped Tally Solutions website now embodies modernity, trustworthiness, and alignment with brand values. This revitalized digital platform is poised to enhance user engagement, elevate brand perception, and facilitate seamless navigation for visitors, thereby contributing to Tally's continued success in the global market.

# KadsCloud

Property management website

Kads Cloud offers a smart, automated platform. It's cloud-based software designed for property management, making tasks easier for property managers and real estate agencies. Its role was to create a user-friendly website that explains Kads Cloud's benefits clearly and simply.