

Anand Chowdhary

Portfolio · April 2016

conite

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Cyankart

Cyankart.com is India's most popular online fashion store for phone cases and apparel items. They were looking to expand their mobile reach and increase conversions, so I was hired to redesign their ecommerce website and provide logistics-related backend solutions. I was required to develop a responsive, cross-platform, and modern Shopify website with search engine optimization and user-engaging patterns.

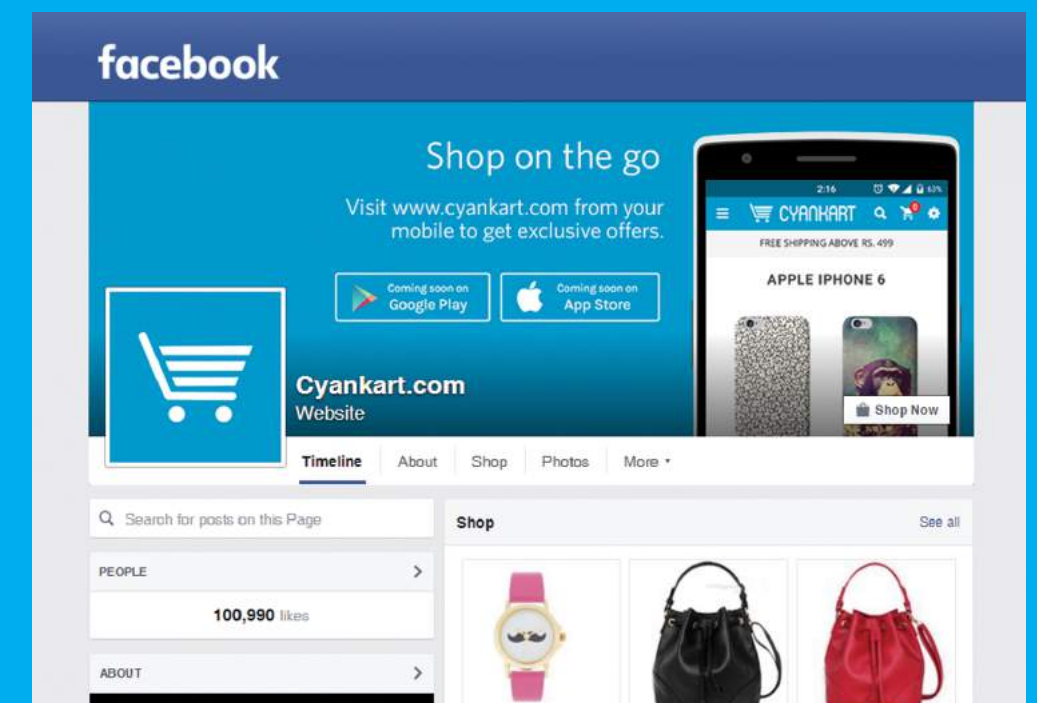
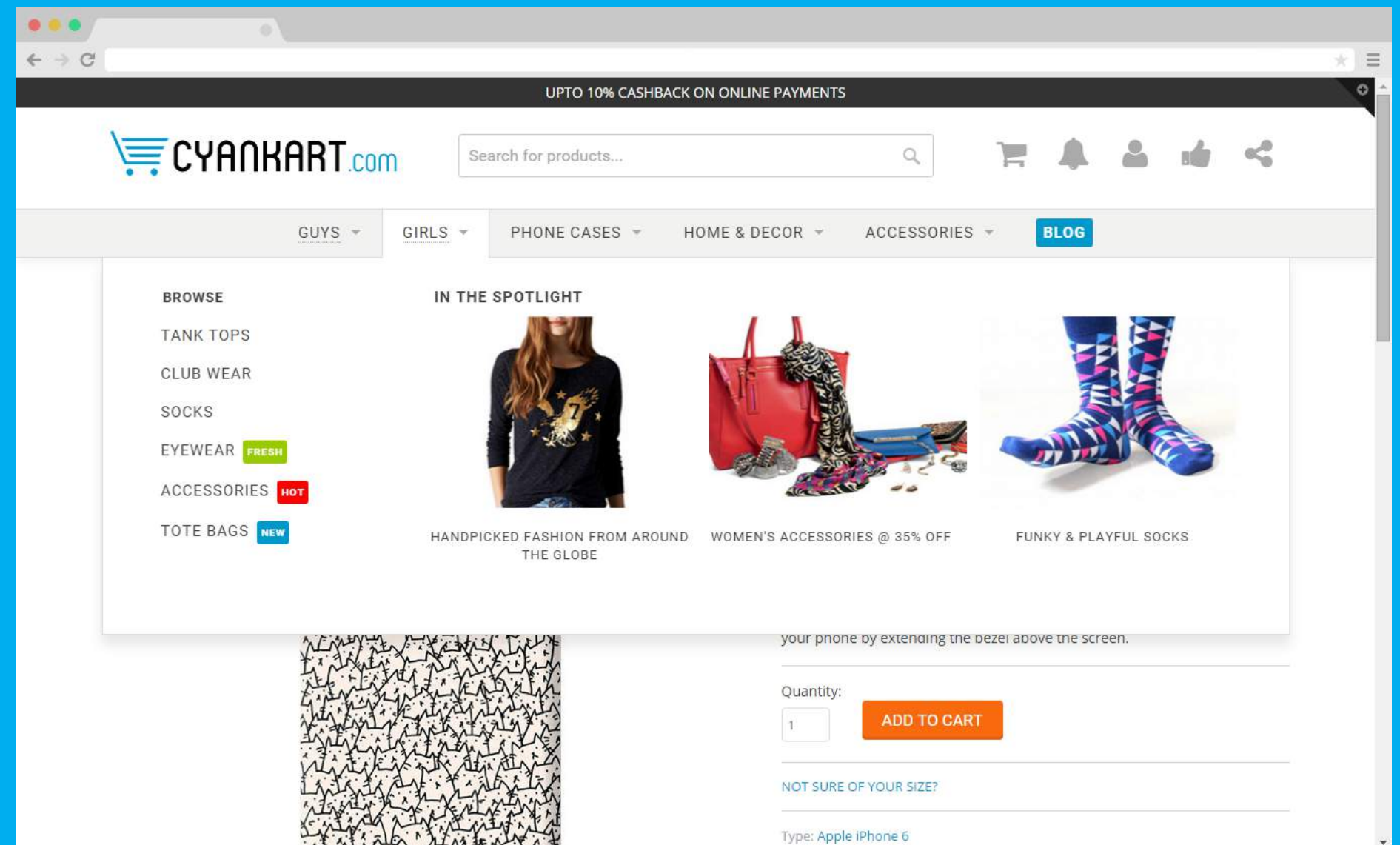
The most visible change that I made was adding a giant search bar that increased user conversions and decreased bounce rate by over 200%. A huge increase in mobile usage and app downloads was also noted after I delivered the new website. I also provided Cyankart with analytics and logistics management related backend platforms, and invoice and barcode solutions, which I coded using PHP and Liquid, and integrated with the Shopify admin panel for a seamless and consistent experience.

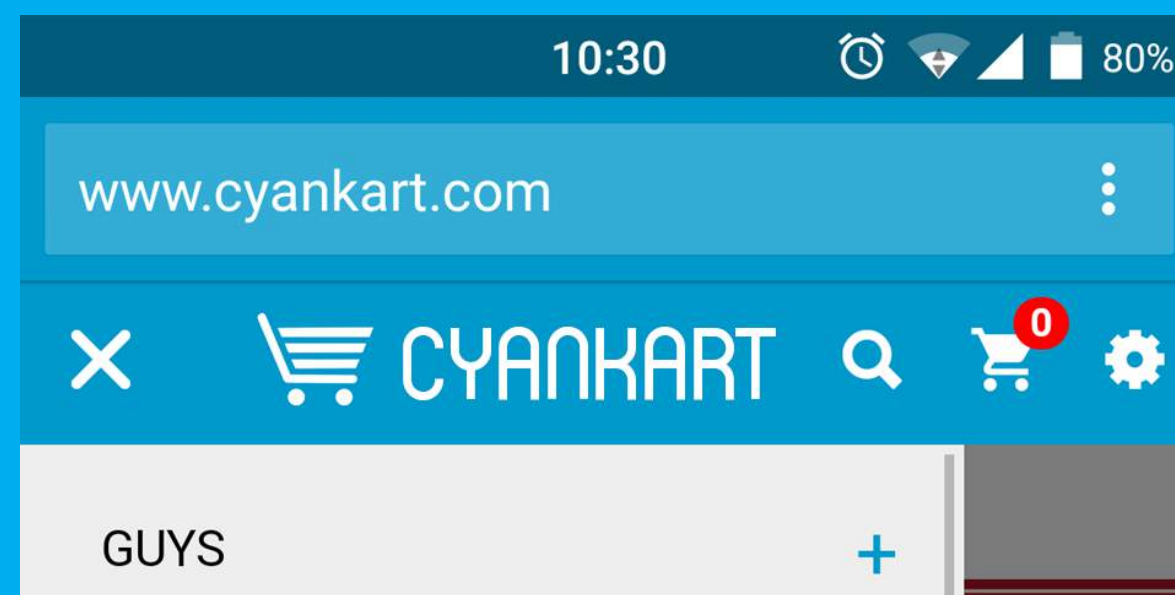
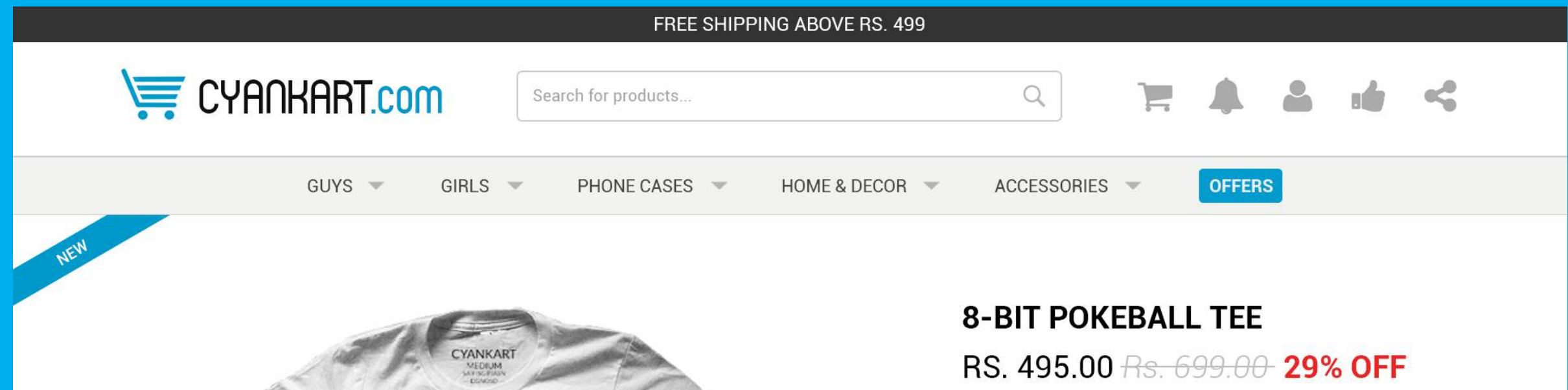
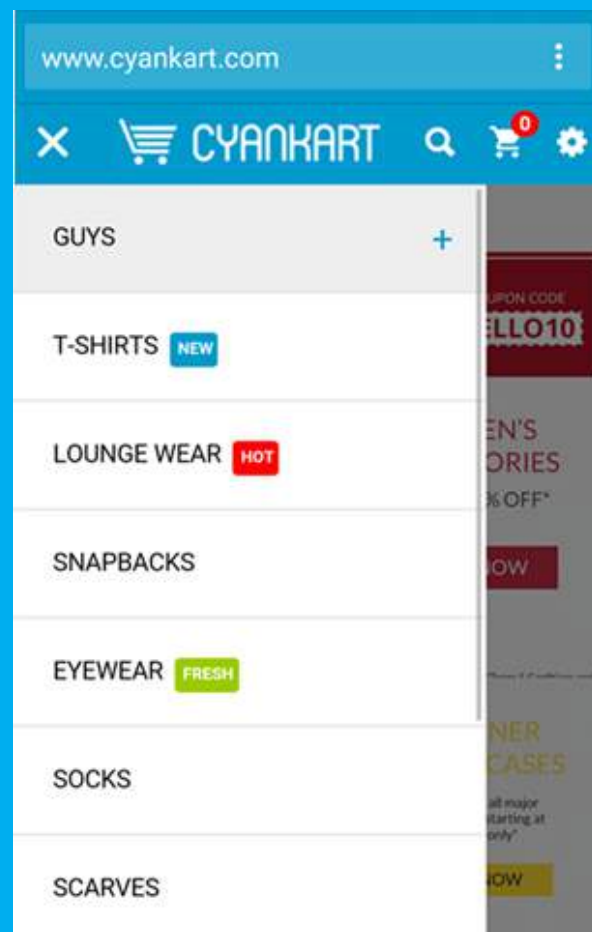
The backend solution was a program that generated retail invoices when a customer placed an order, with the relevant barcode automatically published from the tracking ID. It then called Shopify's API (application programming interface) every morning to find information about all orders that have to be shipped that day and made a "to-do"-style list of orders.

The biggest challenge while designing the mobile website for Cyankart was decreasing the load time. I optimized each and every image, minified every part of the code, and decreased the usage of additions libraries and instead wrote vanilla CSS. The most important part was creating user engagement, so A/B testing on both the navigation bar and product layouts was done to ensure that we delivered the best experience. Little changes like the color of the "Buy Now" button made significant difference to sale.

I started working with Cyankart in mid-2014, and I have been taking their projects till date. Currently, we're working on a platform for artists to curate new designs to publish and sell using their ecommerce website. I maintain a fruitful relationship with Cyankart, and I have had the fortune to start two companies with their mentorship, Hungry Owl, a late-night food delivery startup (now offline), and Firangana.com, an ecommerce brand that combines the simplicity and modernism of western fashion with traditional Indian prints and designs (more on Page 10.)

Cyankart.com





ANALYTICS AFTER MY REDESIGN

200% increase in number of smartphone-only users shopping.

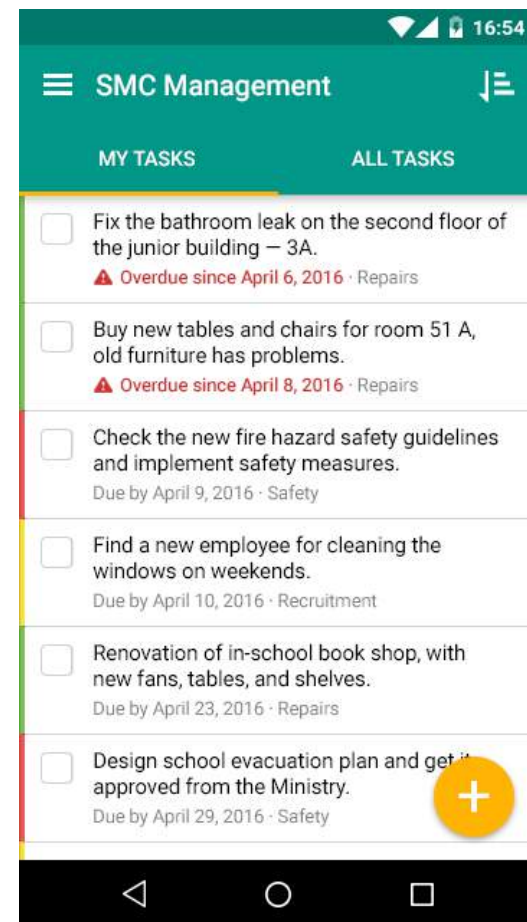
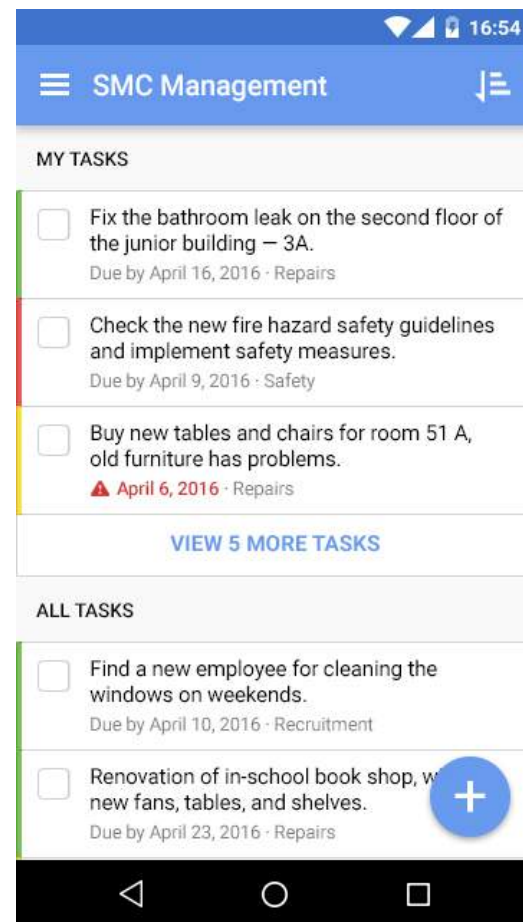
177% increase in number of users adding a product to cart on mobile.

26% decrease in bounce rate of responsive desktop website.

18% decrease in loading time due to image optimization.



The Government of the National Capital Territory of Delhi · Internship



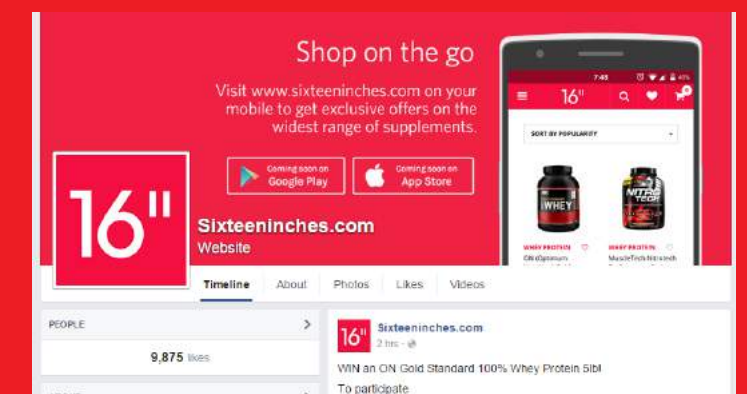
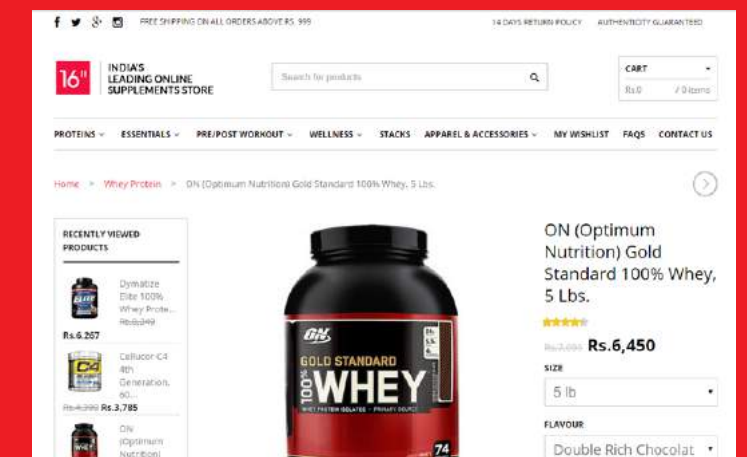
Since the first week of April, I have been working with a small team under the Government of Delhi, particularly under Shri Manish Sisodia, Deputy Chief Minister of Delhi, on the user experience of some intra-government educational mobile apps. For example, an SMC (School Management Committee) consist of the Principal, parents, and government representatives, who make sure that their school progresses. The SMC Management app is a way to keep track of those progress reports and their implementation, and I am responsible for the front-end user interface for the app on the Android platform.

I am also working on other mobile apps for the same platform with the same responsibility, like the Estate Manager app, which will be used by higher ranking officials to track the progress reports of government school. I am also responsible for the design and development of a webapp user interface for The Education Department to ensure that they monitor over their progress. This UI is designed using high-performance modern frameworks like AngularJS but keeps in mind responsiveness and adjusts to the needs of the user.

SixteenInches.com

SixteenInches.com is one of the fastest-growing online supplements store. It was built on a foundation of authenticity and quality-control, both of which currently lack the healthcare industry. I was hired to design the SixteenInches' brand identity, including logo and social media design, and a responsive ecommerce website on the WordPress platform using Woocommerce, to convey their mission.

16"



SkillsTrainer.in



In May 2014, I worked at Unifiers Social Ventures Pvt. Ltd., an educational content publisher and training company as part of the team that developed SkillsTrainer.in, India's first online train-the-trainer platform, in collaboration with the Ministry of Communications & Information Technology, Government of India. I also had the great opportunity to meet, interact with, and give a presentation to Lt. Gen. (Dr.) S. P. Kochhar AVSM, SM, VSM (Retd.), CEO of Telecom Sector Skill Council (TSSC), with whom we worked extensively to make SkillsTrainer a success. Using SkillsTrainer, thousands of individuals can use their smartphones or PCs to enroll, study, and take examinations online and become certified skills trainers.

Crink Jewel

Crink Jewel is an online store that houses high quality jewelry and accessories with strikingly exquisite designs. I was responsible for the front-end web design on the Shopify eCommerce platform and brand identity design. I designed a logo for Crink Jewel that perfectly symbolizes the meaning of the brand, simplicity and jewelry.

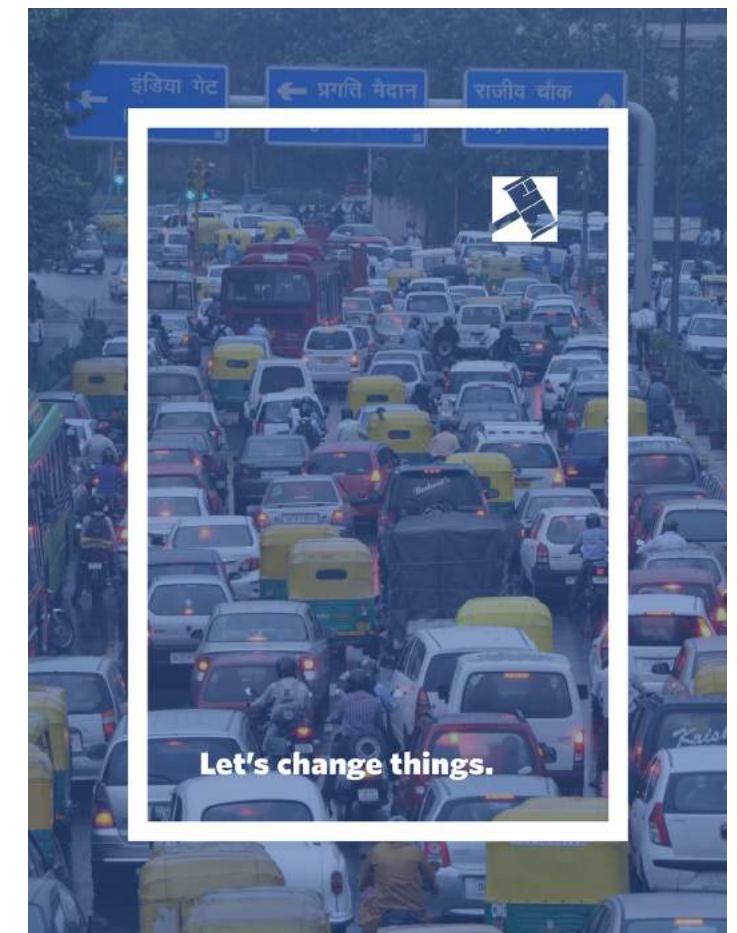
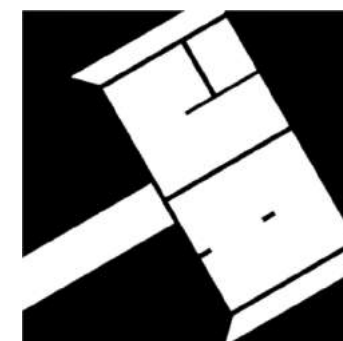
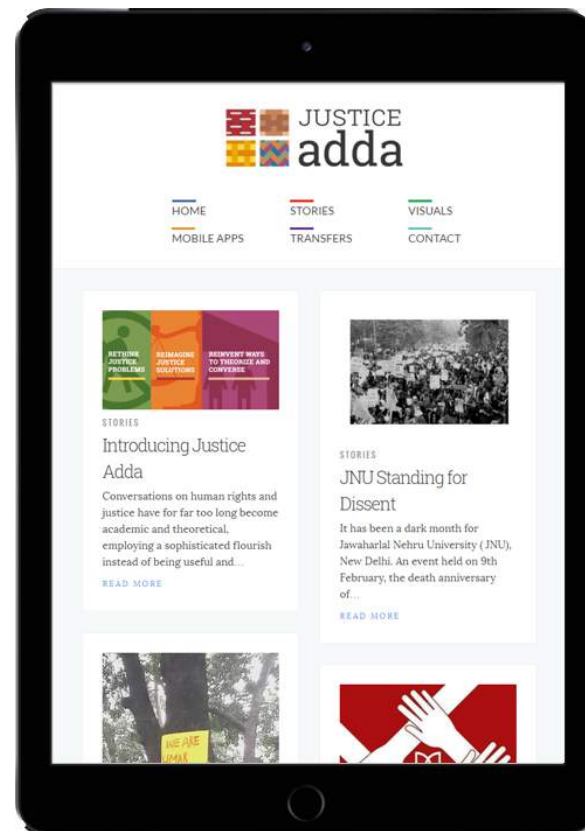
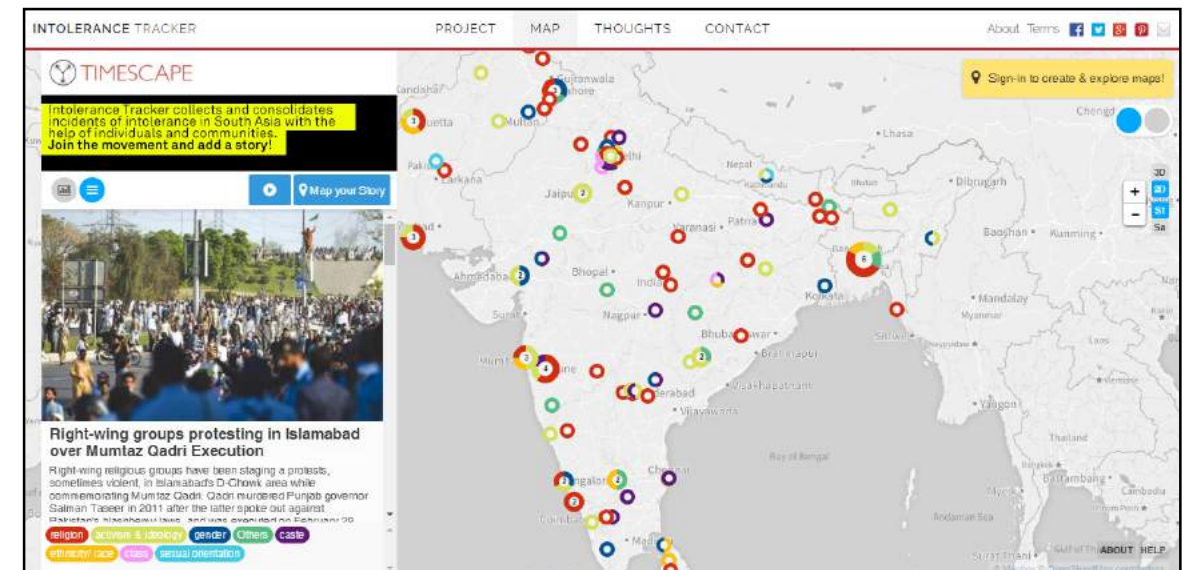


CRINK
JEWEL

Justice Adda

Justice Adda is a space that aspires to re-think, re-imagine and re-invent conversations and discourses about the law by creating content that is accessible, understandable and inclusive, placing the justice user at the core. It is a community of innovators, legal practitioners, activists, academics, and students who are interested in discussing and sharing solutions to make justice accessible.

I am the Technology Head of Justice Adda, responsible for the design and development of Justice Adda platforms, apps, and more. Most recently, we started Intolerance Tracker.com, a collaboration with Cambridge South Asia Watch and TIMESCAPE to collect, aggregate, and map stories of intolerance across South Asia.



Saga Music

Music has always been an integral part of our lives. Ever since people started using the internet, they've been downloading music and movies. The process became relatively simple with the introduction of Napster in 1999, which led to the development of many such tools. I remember growing up with Limewire and Bearshare. After the discontinuation of these services in after ten long years, downloading music became really complicated again.

In the 2010s, people stream music on YouTube or Spotify or SoundCloud and use conversion tools to download MP3 files, or use services such as BeeMP3 or MP3Skull which are full of advertisements, fake links, and incomplete collections. I, too, had the same problem, and decided to fix it.

In January 2015, I started the development of an API called RhythmSaga that allowed developers to fetch album art and information about music such as artist information, tracks, pictures, etc. which I released on Github. As a proof-of-concept, I invented an app for the PC and Android, Saga Music — Download or stream as many song as you like, get recommendations based on your taste, create playlists, and share your favorite music with friends, all for free.

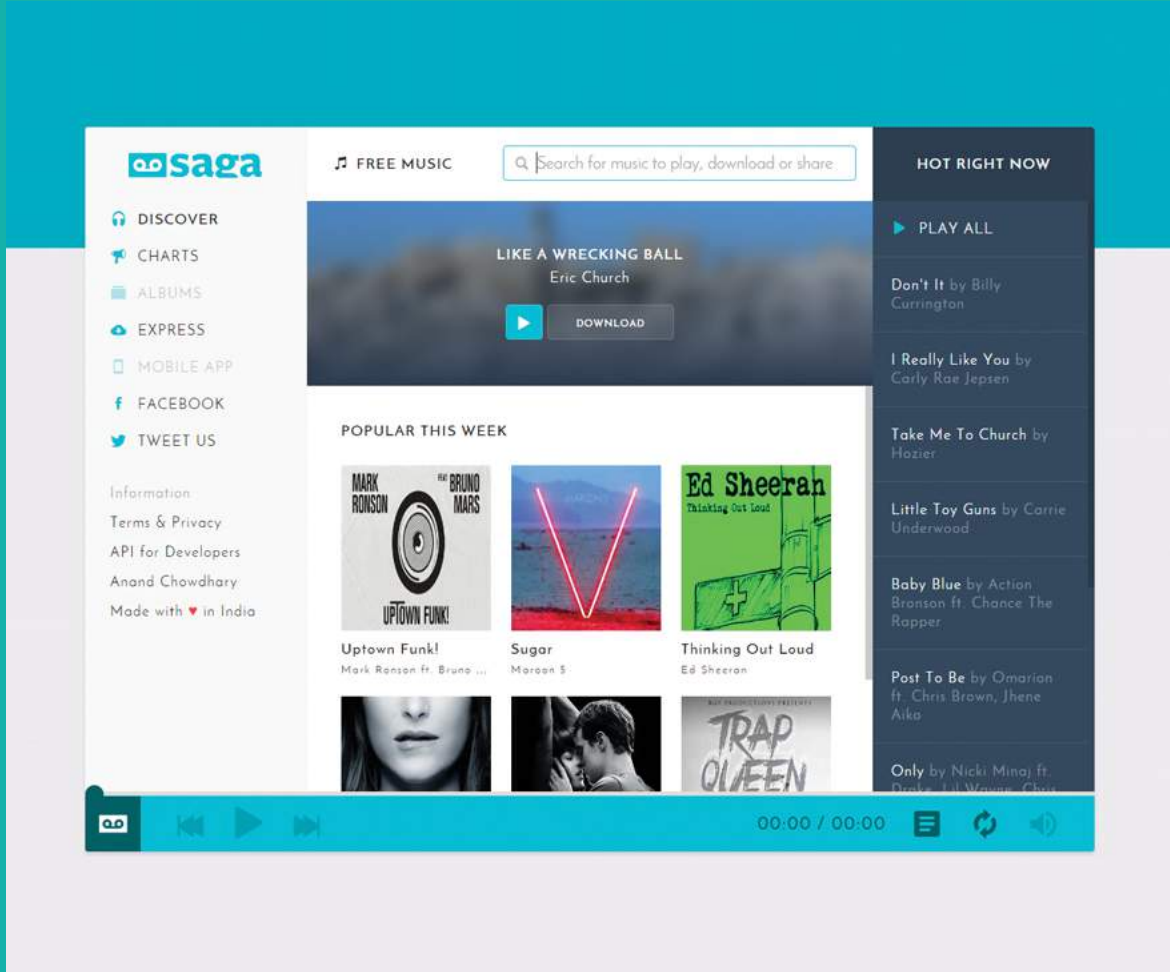
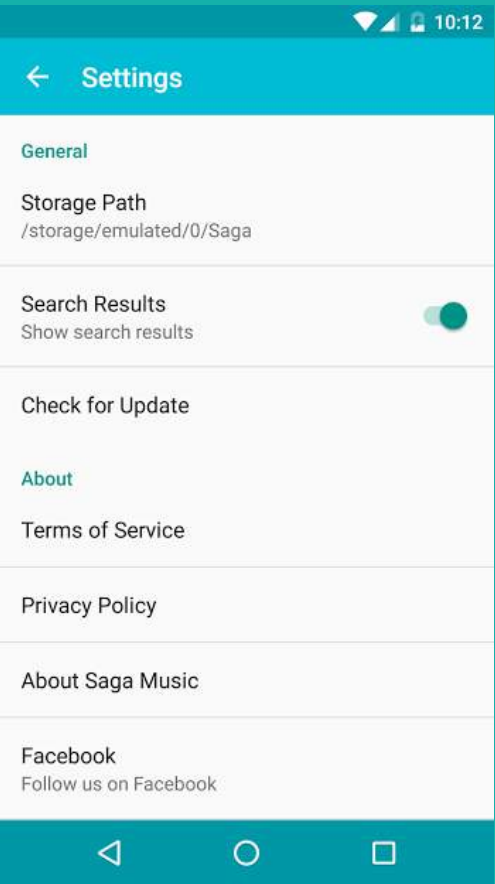
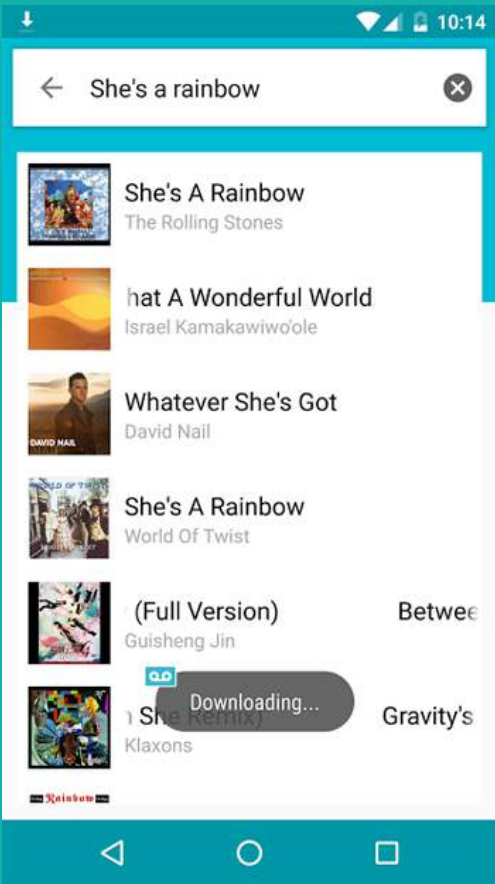
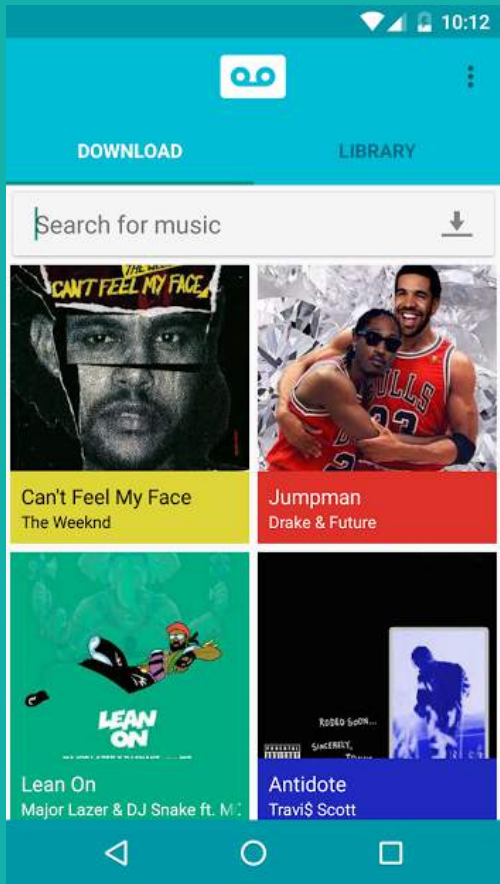
SagaOne.com

130,000

downloads since launch of first version,
in over 100 languages.

20,000

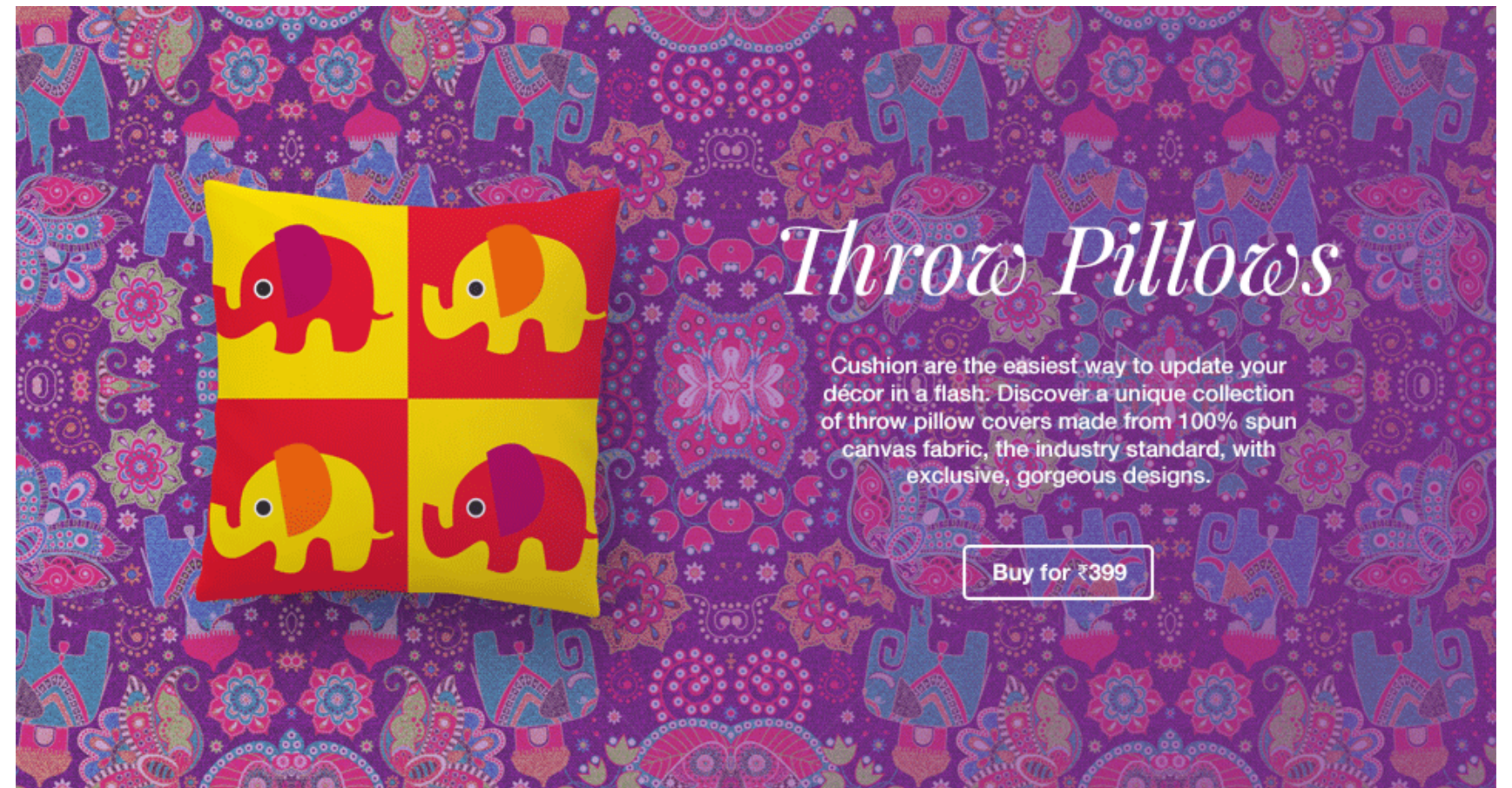
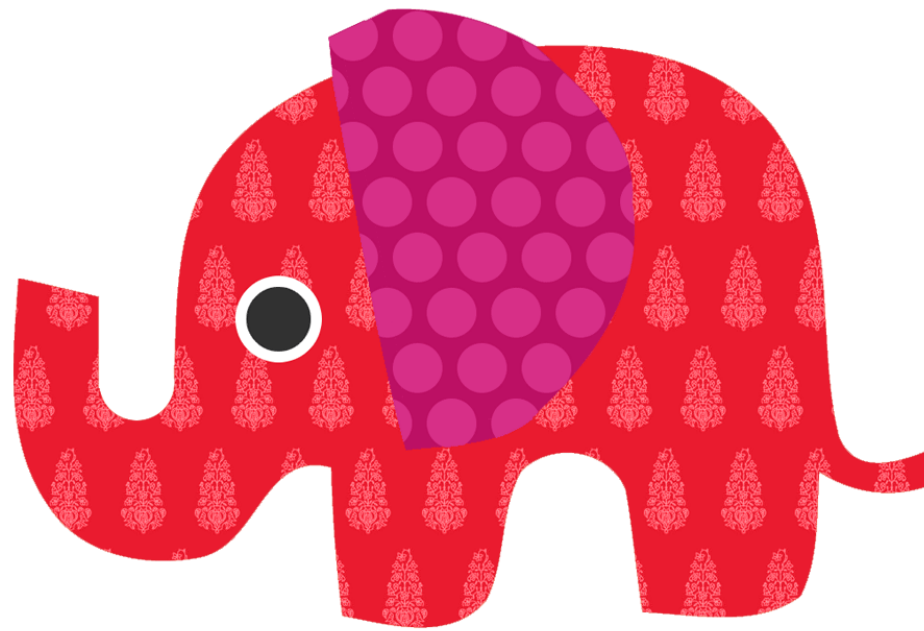
users using the Saga Music app on a device,
from over 150 countries



Firangana

Firangana.com is an upcoming ecommerce fashion store which is trying to combine the modernism of western apparel with the simplicity and beauty of traditional Indian designs. I play the role of Managing Partner, Products, and have designed the brand identity for Firangana, including the “Haathi” brand mascot, the logotype, colors, posters, and banners. I have also curated a collection of independent artists’ designs for the company.

Firangana will sell clothing for men and women, phone cases, pillow covers, coasters, mugs, etc., which will all feature Indian prints and designs from artists who will earn a royalty for every sale. The production and shopping partners are Cyankart.



Internet.org Redesign

While working on redesigning the corporate identity for Internet.org for an event I participated in, I had only one thing in mind — the initiative. I believe that before thinking about what to make, I should realize why to make it. They define Internet.org as a global partnership between technology leaders, nonprofits, local communities and experts who are working together to bring the internet to the two thirds of the world’s population that doesn’t have it. This redesign was featured in Redsgnd Magazine.

“The relationship between form and purpose — How and Why — is symbiotic. But despite this link, Why is usually neglected, because How is more easily framed. It is easier to recognize failures of technique than those of strategy or purpose, and simpler to ask “How do I paint this tree?” than to answer “Why does this painting need a tree in it.”

Taking this approach, I started brainstorming about what the logo should look like. When you think about the Internet and connectivity, you see a globe. That’s obvious. But we wanted to go beyond that, and design something simple, yet beautiful for the eye. So, just the two-dimensional shape of the globe—the circle—was selected.

Then, I had to look for a color. To be honest, we were already sure. We didn’t even try any other color out. The color is optimistic and uplifting, rejuvenating our spirit. With its enthusiasm for life, the color also highlights connectivity, and is also visually appealing. So, it was decided that we would go with a flat color, a beautiful shade of orange, tomato.

Another concept I really loved was Jabong.com’s logo. I can’t see a dot in their logo. But when I read the text, I read it as “jabong-dot-com,” simply because the ‘com’ is highlighted, much to my delight. So, I decided to merge our concept of usage of circles with this unique idea. Thus, our logo was the text “internet” in Helvetica lowercase followed by a negative circle with the text “org” in it. A side-line reason was that we wanted to highlight the ‘org,’ since it’s a non-profit organization. Metaphorically, the circle also did a great job since it looks like an enlarged dot, avoiding

any confusion. Now that we had a logo ready, we had to design a matching website. I jumped back to the ‘Why,’ and realized that the first impression I’d want to give my visitors would be a global one. People from all over the planet—connected—in a way users relate to. So, I took some pictures from Greg Peverill-Conti’s 1000 Faces Project and designed a large banner in a way that the pictures looked a lot like profile pictures on leading social media websites, to give them a “connected” feel.

To leave an impression of “all the people in the world,” I designed the header in such a way that the background image (on repeat) was the banner I just perfected. Then, I added a few lines of JavaScript animation which imitated an infinite loop of those pictures, going right to left, so it appeared like there were a few more people involved in the initiative every second. The JavaScript for the header, after giving it a repeating background-image set at size cover, was as follows:

```
window.onload = function() {  
  var loopSize = 0, loopInterval = setInterval(function() { elt.style.backgroundPosition = “-” + loopSize-- + “px 0”; }, 100);  
}
```

The logic of the above code is simple: When loading of the page was complete, I created an interval for every tenth of a second in which the horizontal position of the background image was one pixel lesser than the previous. So, it looked as if the background was moving towards left, and every time it did so, a new column of faces was born. Immediately after the header, there was a navbar positioned at the bottom of the visible page. We used a clever algorithm to ensure that the header and the navigation exactly filled the page using window.InnerHeight. On scrolling, the navbar got fixed on the top for providing easy navigation to all parts of the website.

Similar to the original site, we divided the site into four sections, ‘Mission,’ ‘About,’ ‘Partners,’ and ‘Contact.’ Alternate sections had a tomato background with white text, while others were white. All sections faded in when the users scrolled to them, giving them a feel of context. We used ‘Source Sans Pro’ in light for typography across the entire website. The site was responsive and used a powerful self-developed grid system. I designed a simple and flat logo and a responsive and aesthetically-pleasing website in just five hours. For the first time, I took more time in researching about the project than designing for it.



INTERNET ACCESS

Making the Internet Affordable



Mark Zuckerberg on bringing the world online

Press Release

New York Times Article

A Focus on Efficiency

Today, the internet isn’t accessible for two thirds of the world.

Imagine a world where it connects us all.

Internet.org is a global partnership between technology leaders, nonprofits, local communities and experts who are working together to bring the internet to the two thirds of the world's population that doesn't have it.

Sharing tools, resources and best practices, Internet.org partners will explore solutions in three major opportunity areas: affordability, efficiency, and business models.



No one should have to choose between access to the internet and food or medicine.

Internet.org partners will join forces to develop technology that decreases the cost of delivering data to people worldwide, and helps expand internet access in underserved communities.



Transmitting data—even a text message or a simple web page—requires bandwidth, something that's scarce in many parts of the world.

Partners will invest in tools and software to improve data compression capabilities and make data networks and services run more efficiently.



Connecting billions of people will be a massive global effort that requires ongoing innovation.

Developers, mobile operators and device manufacturers will work together to introduce business models that give people more ways to go online.

We're in this together.



Everyone.
Everywhere.
Connected.



Class Rebels

Class Rebels is a platform for learning. I started Class Rebels with the belief that learning shouldn't be restricted to just classrooms, so I thought of re-building it from the ground up. I introduced solutions that make learning simple and fun, from live lessons by the best professors and delivering the best-quality study material to educational social networking.

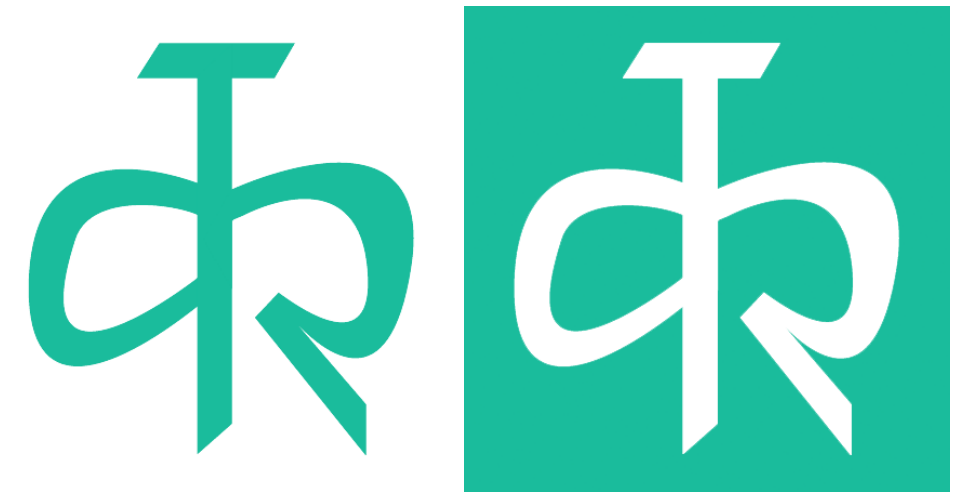
The Manifesto

We believe that the whole idea of education is taken in the wrong sense. It's become a misconception that studying is only about scrolling through the pages of your textbook the night before your exam. It's not about that. Education is about freedom. We're making that dream come true, by not restricted education to just classrooms — instead of a professor talking to hundreds of students in one single auditorium, we're providing both students and teachers with a place where they can interact with each other. Where they don't just study, they learn.

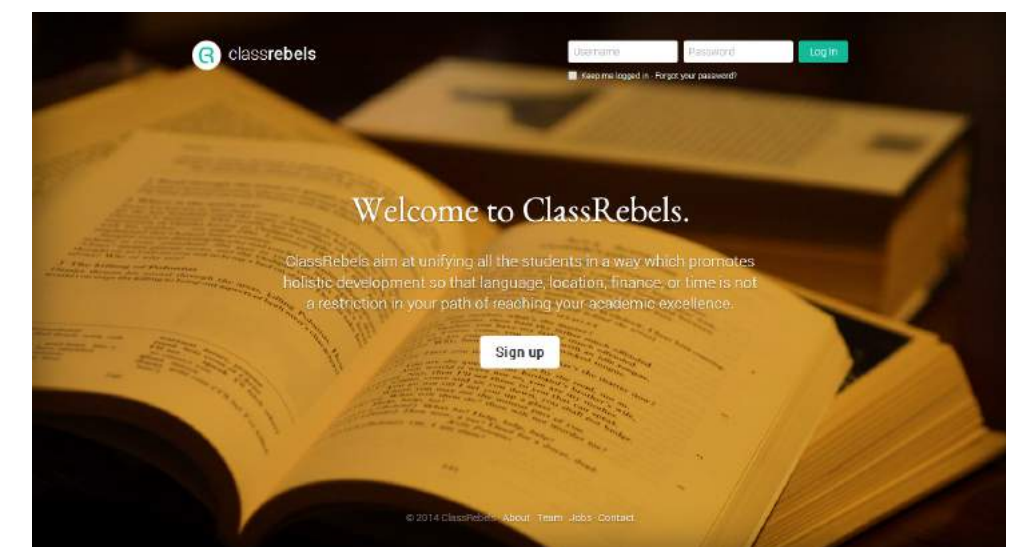
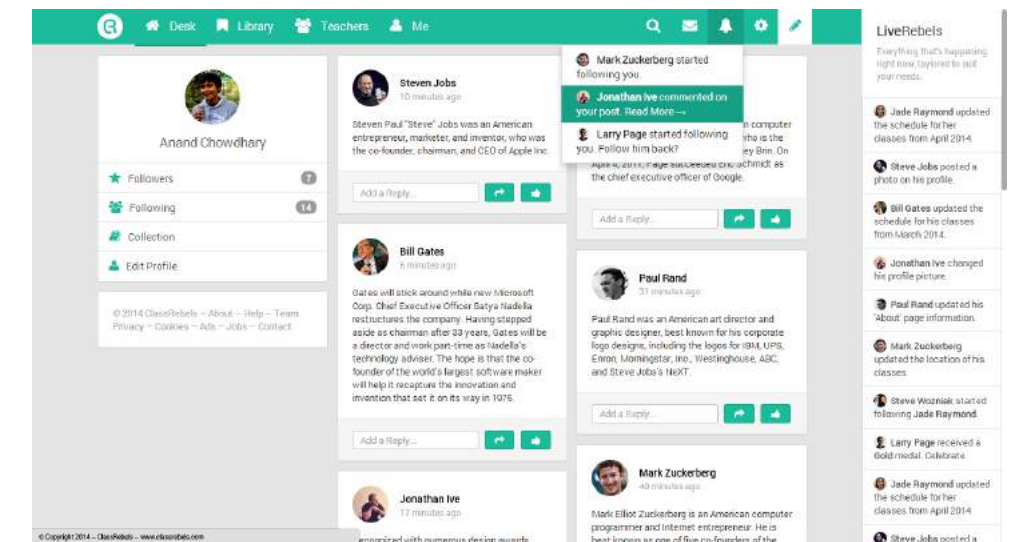


Our mission is to develop our nation's human resource. The way education takes place right now is inefficient, and we're trying to redesign the system from group up. A new definition to how students study. A new paradigm. And in the end, a revolution. We know that the best weapons manufacturer always won the war, and connecting the dots, we understand the importance of education in twenty-first century India. Us, being students ourselves, know the problems faced while trying to get that degree.

However, we do not believe that there is an absence of good teachers and educational content. That's entirely false. The only problem that arises is that there is no way a student can discover an amazing teacher, or a teacher can discover an amazing student, without already having mutual contacts. That's what we're trying to change. A place where students can look for everything they need, from notes to teachers' updates to calendars based on studying schedules. All in one single place we like to call Class Rebels. Visit <http://classrebels.co> for more information.



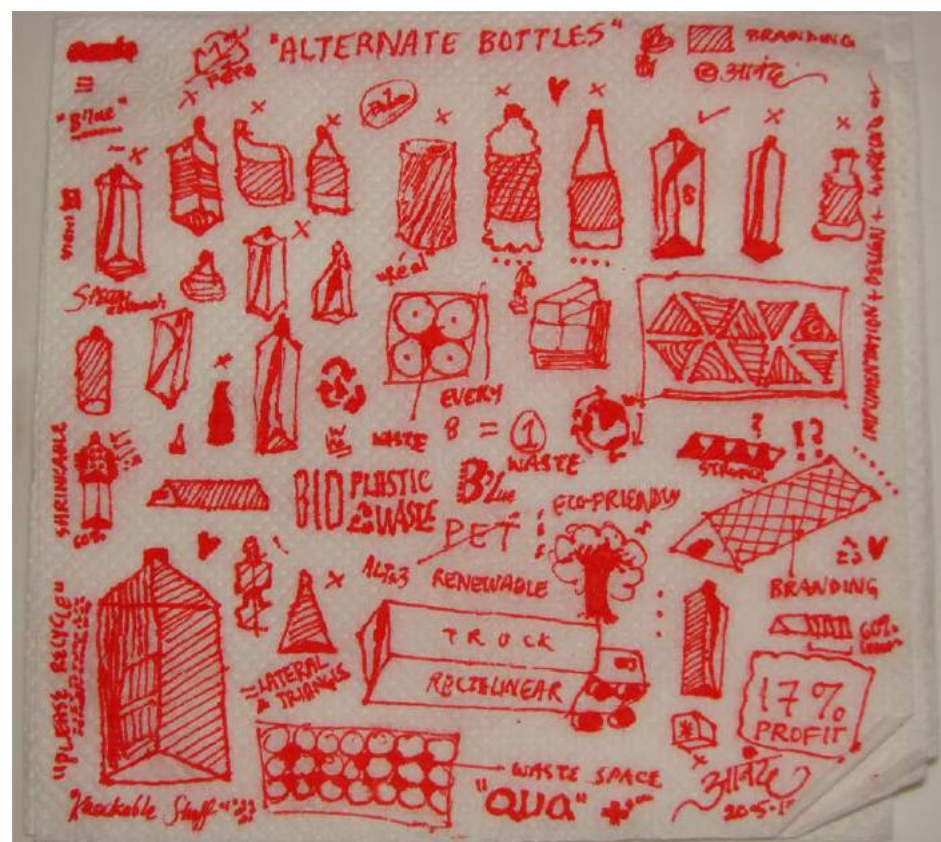
The Class Rebels logo is a combination of the Hindi and English letter representing the name, "C", "R", "ka", and "ra."





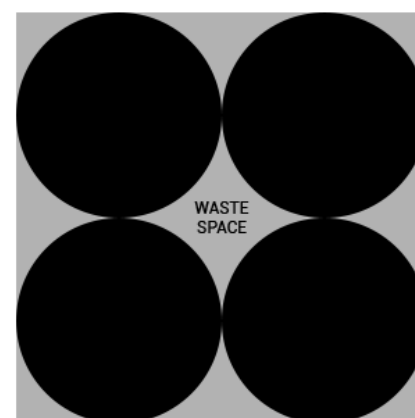
Project Blue

Project Blue, originally standing for “Bottles, Linkages, and their Underlining Ergonomics,” is my first (and only) industrial design project in which I conducted a research in 2013 and redesigned the plastic bottle. I understood that polyethylene terephthalate, a plastic resin and the most common type of polyester, is material which makes the popular “PET” bottles, and, according to the National Association for PET Container Resources (NAPCOR), the gross water bottle recycling rate was only 38.6% last year. This means that almost 2 out of 3 bottles are pollution our planet, and I tried to create a better way.

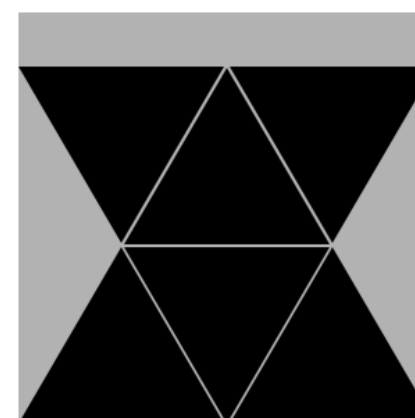


It started on a tissue paper at a restaurant, and ended up as the project that introduced me to the world of Autodesk and Solid-Works. I designed a much more environment-friendly plastic bottle with an ergonomic design that aids both the drinker and the world around her. I kept in mind production, transportation, and usage, and asked questions like “How much space is being wasted on transporting cylindrical bottles on a rectangular truck?” to discover innovative solutions.

My papaji, Mr. Pradeep Chowdhary, aided this process and helped me design this radical new product. This project was inspired by Minimally Minimal’s Coca-Cola bottle redesign project. I first tried to implement the design on pen-and-paper, and later mocked it up using Google SketchUp (above.) I then went on to learn professional product designs tools to implement my ideas. I will now explain in brief, some decisions I made while designing the plastic bottle I proposed to the industry. Keep in mind that 600 mL of water can easily be stored in this bottle.

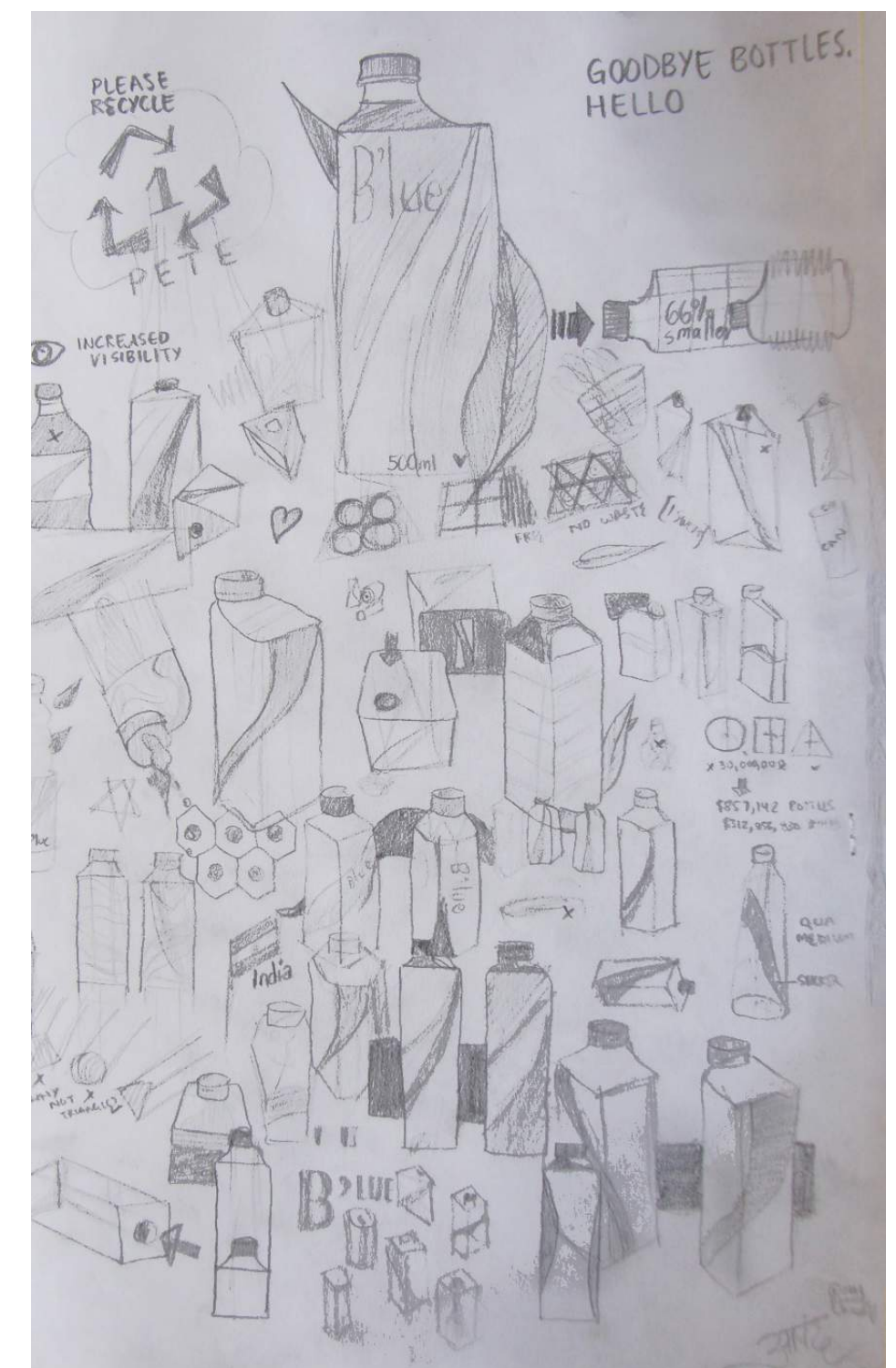


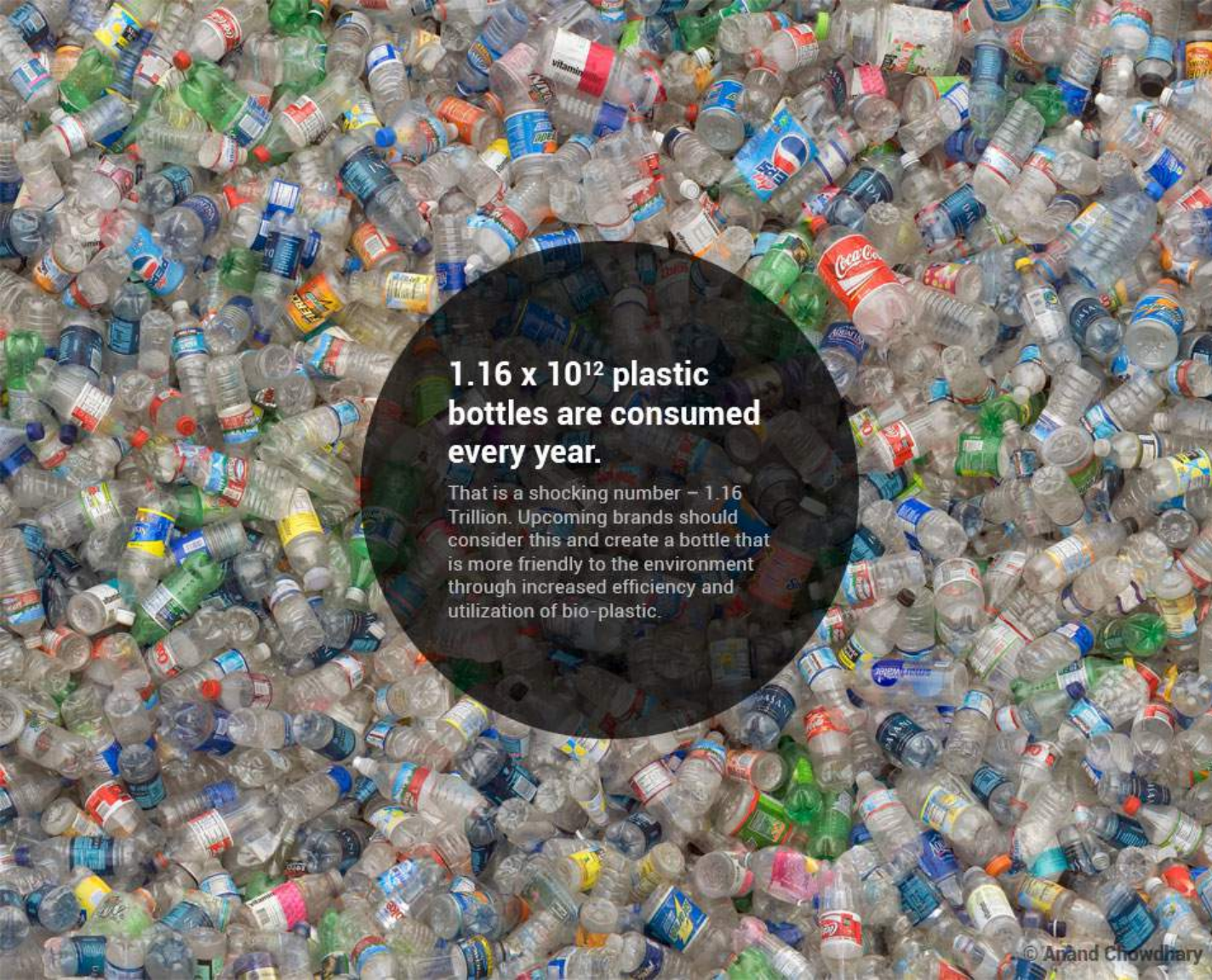
4 BOTTLES



8 BOTTLES

One of the major decisions I made was to design a bottle with a triangular base instead of the usual cylindrical. This helped accommodate twice the number of bottles with the same volume in the same surface area. This means directly halving the transportation costs, since double the number of bottles can now travel in the same vehicle. This was also tested to have a good grip, and minimizes water droplet condensation on the hand while holding the bottle or drinking from it. Instead of sharp edges, I gave the bottle a light radius, which also helped hold it more easily and applied less pressure on the hand of the holder.





1.16×10^{12} plastic bottles are consumed every year.

That is a shocking number – 1.16 Trillion. Upcoming brands should consider this and create a bottle that is more friendly to the environment through increased efficiency and utilization of bio-plastic.

© Anand Chowdhary

312

465

221

bottles are sold per day.

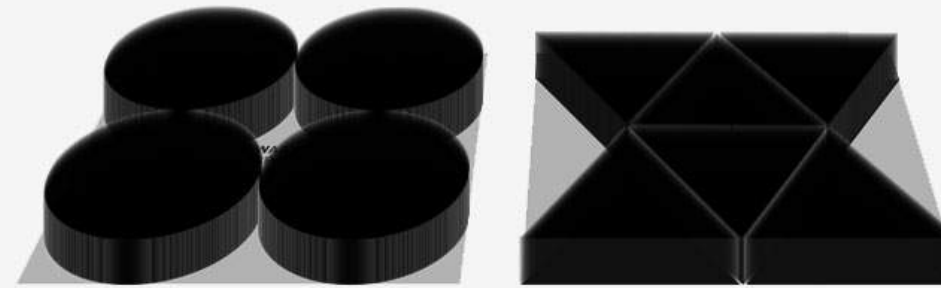
With the new design,

625

540

442

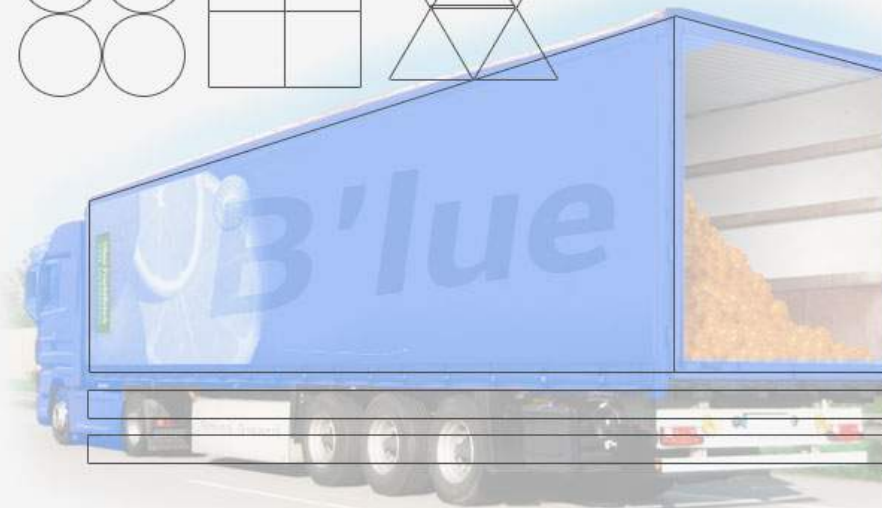
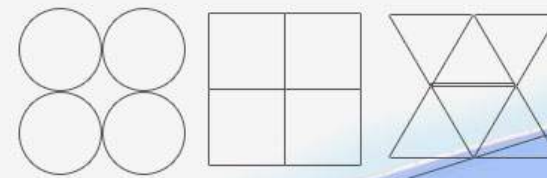
can be transported using the same space.



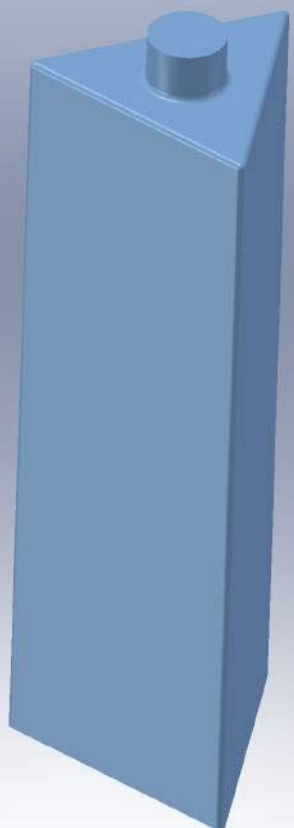
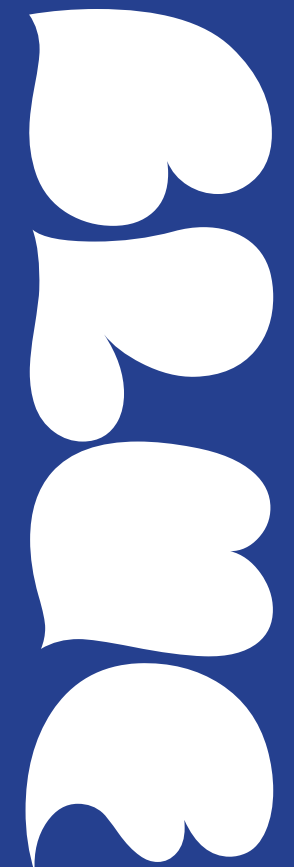
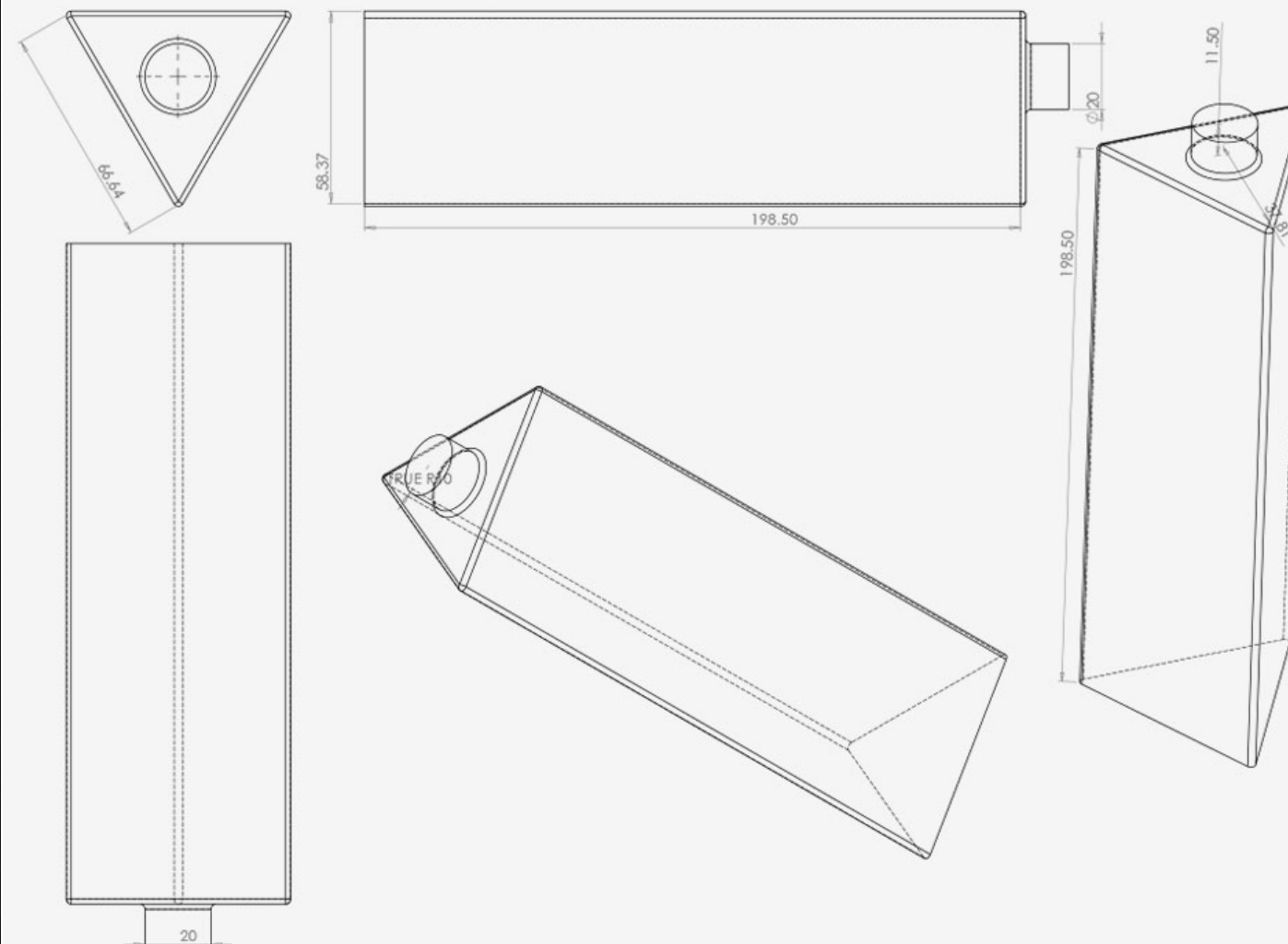
Space Utilization

Using the given space can be one of the biggest problems in transportation. Why do we put a round bottle in a square box?

For every eight cylindrical containers, the space for one is wasted.



All designed using Autodesk Inventor Fusion 2013 and SolidWorks.



Gaana.com Redesign

What is probably India’s most-used music streaming service, Gaana (“song” in Hindi), launched a new advertising campaign this month. It was very well executed with a great music video, beautiful typography and useful app demos at the end. Campaigns like these add to the brand value of a company — people see themselves dancing to songs on Gaana. But what’s missing here? What is the first thing users see when they download the app?

There are a variety of music streaming apps out there, and Gaana has to compete with giants like Spotify, Google Play Music and, more recently, Apple Music. The only way users will choose Gaana is if they connect to the app. **Humans feel things.** It is the user experience designer’s job to make users feel the right things.

So, the question to ask is — What’s so special about Gaana?

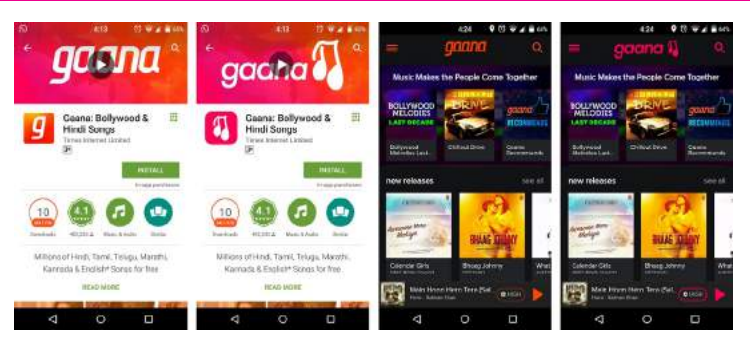
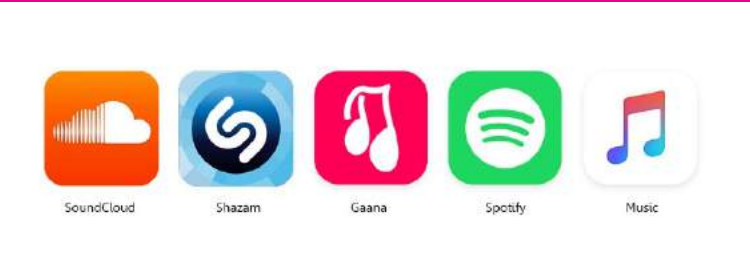
Gaana is a Hindi word. When an Indian user hears “Gaana” and “Spotify,” they immediately connect with the former. Companies like Gaana need to learn how to use that to an advantage. Gaana has an exclusive collection of over a hundred thousand songs in regional languages like Marathi, Punjabi, Tamil, and Telugu, and languages with a larger following like Hindi and English. That’s their advantage over competitor apps.

We evoke user emotion by the simple connection of gaana. Gaana offers thousands of Hindi and local songs, so why not use merely this for Gaana’s new identity? We’ll be able to increase Hindi-speaking users’ connection with the brand by simply using Hindi. It’s remarkably elegant. And, visually, the Hindi letter ga resembles musical notes. I think you can see where I’m going with this:



Gaana’s current custom-designed wordmark is that it is too unfriendly. Letters which are relatively smoother and more curved seem more friendly than those with extremely sharp edges. I chose the typeface Futura by ParaType because it is beautifully geometric and has a forwardness appearance. The italicized font style also indicates motion in music, something I continued from the previous logo. The more circular g and a symbolize openness and harmony. All in all, the new wordmark looks like an evolved form of the previous one. For secondary uses, such as taglines in posters, etc., I recommend Brandon Grotesque. A new pink color was chosen as it successfully evokes VEVO, VH1, or Taylor Swift. *It really feels like music.*

Now let’s go back to the first paragraph, where I asked “What is the first thing users see when they download the app?” It’s the app icon, and its design is what is going to determine whether or not they will tap on it. So I fired up Autodesk SketchBook on my phone and started making designs using the brush tool, until I finalized one. Current advertising campaigns can also be easily changed to incorporate the new brand identity. I want the app icon to be more prominent than the wordmark, because people would not see the wordmark on their home pages when they have installed the app. It’s the app icon that matters.



Made with Love in India

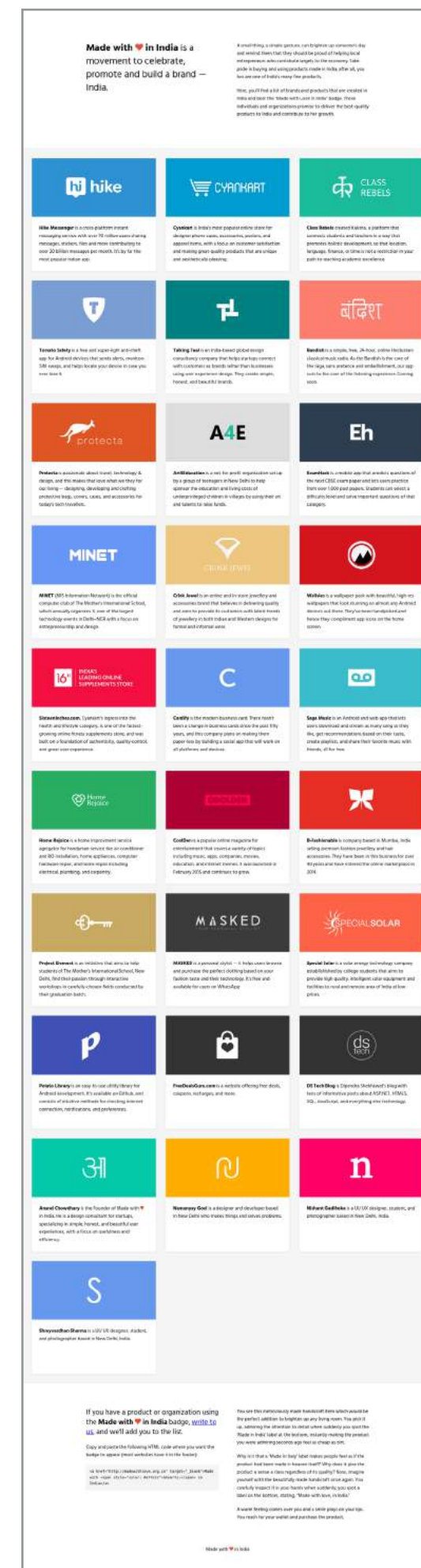
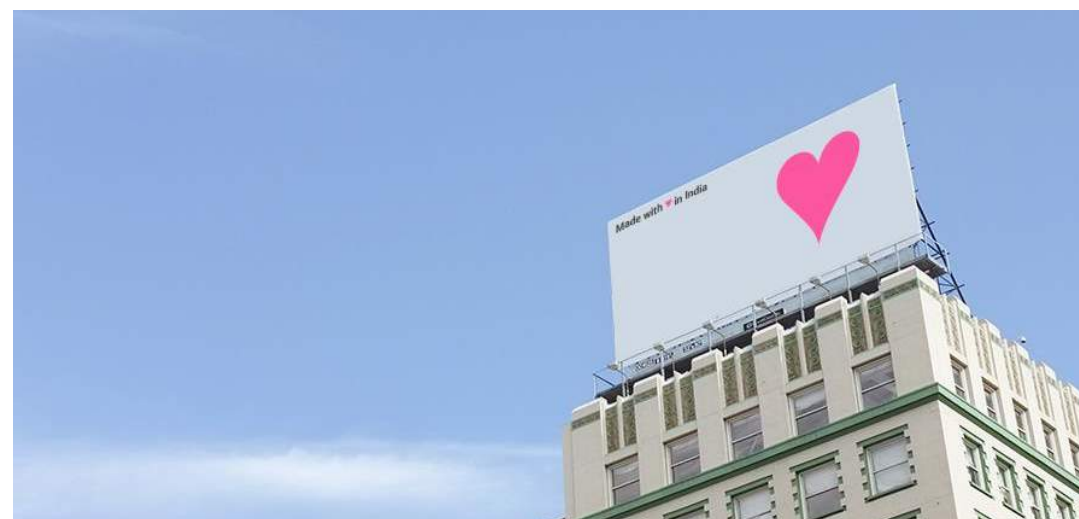
Made with Love in India is a movement to celebrate, promote and build a brand — India. A small thing, a simple gesture, can brighten up someone's day and remind them that they should be proud of helping local entrepreneurs who contribute largely to the economy. Take pride in buying and using products made in India; after all, you too are one of India's many fine products.

You see this meticulously made handicraft item which would be the perfect addition to brighten up any living room. You pick it up, admiring the attention to detail when suddenly you spot the 'Made in India' label at the bottom, instantly making the product you were admiring seconds ago feel as cheap as dirt. Why is it that a 'Made in Italy' label makes people feel as if the product had been made in heaven itself? Why does it give the product a sense a class regardless of its quality?

Now, imagine yourself with the beautifully made handicraft once again. You carefully inspect it in your hands when suddenly, you spot a label on the bottom, stating, “Made with love, in India.” A warm feeling comes over you and a smile plays on your lips. You reach for your wallet and purchase the product.

MadeWithLove.org.in

Made with ❤️ in India



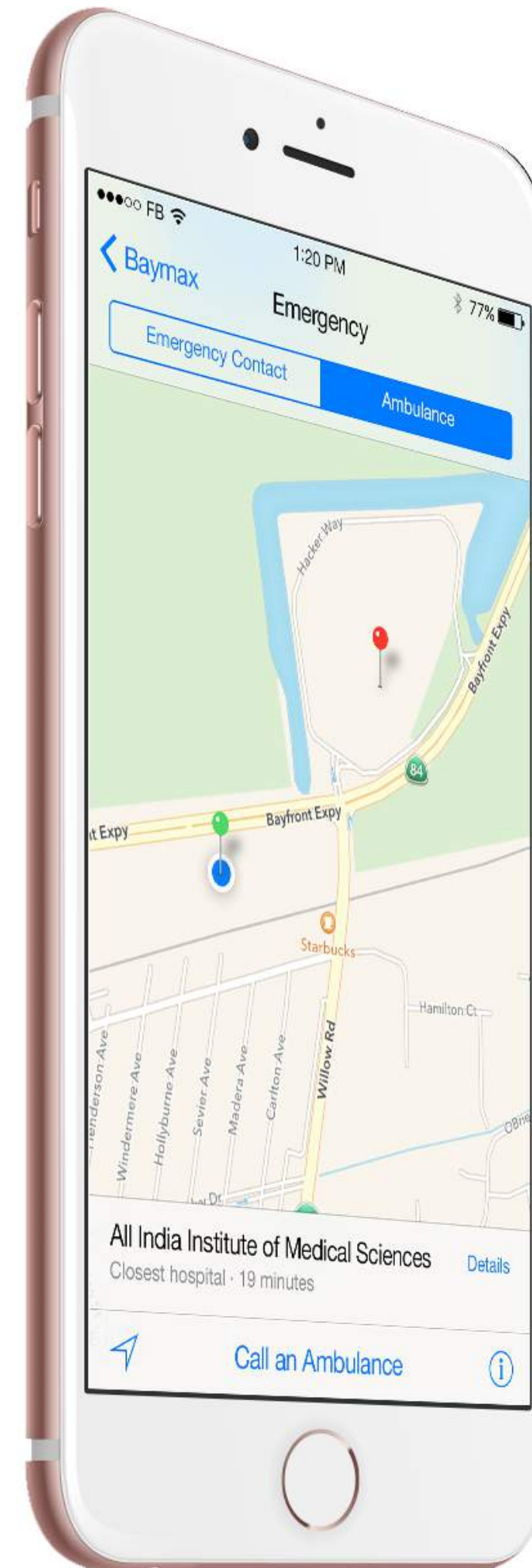
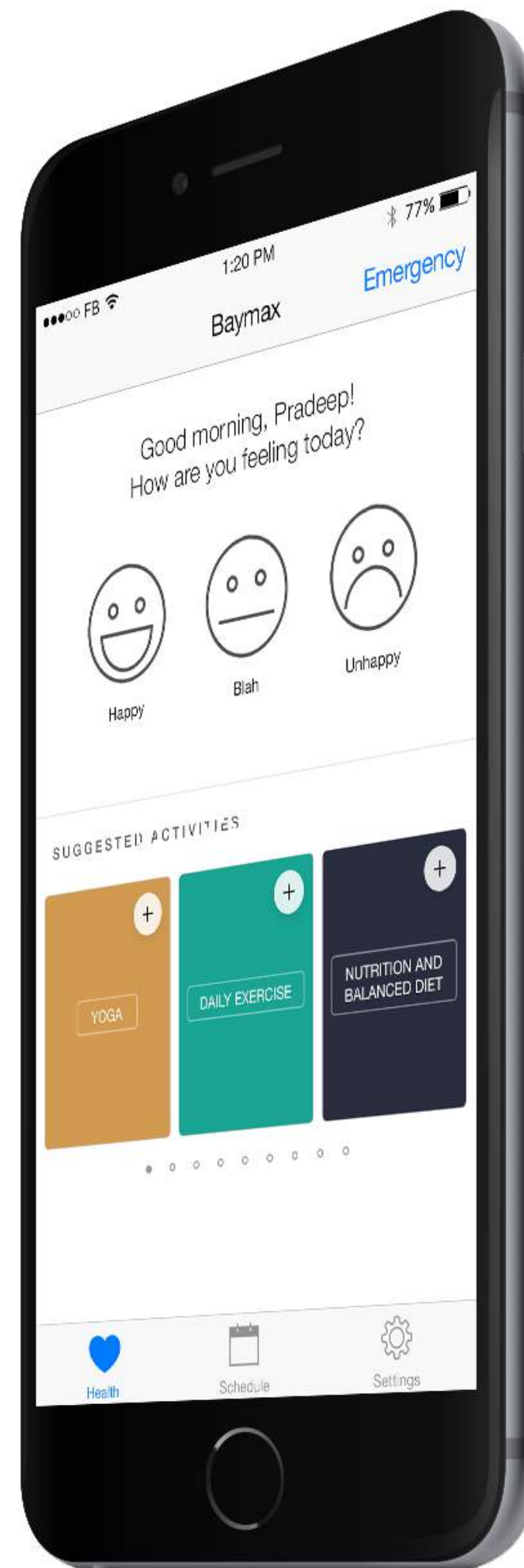
Baymax

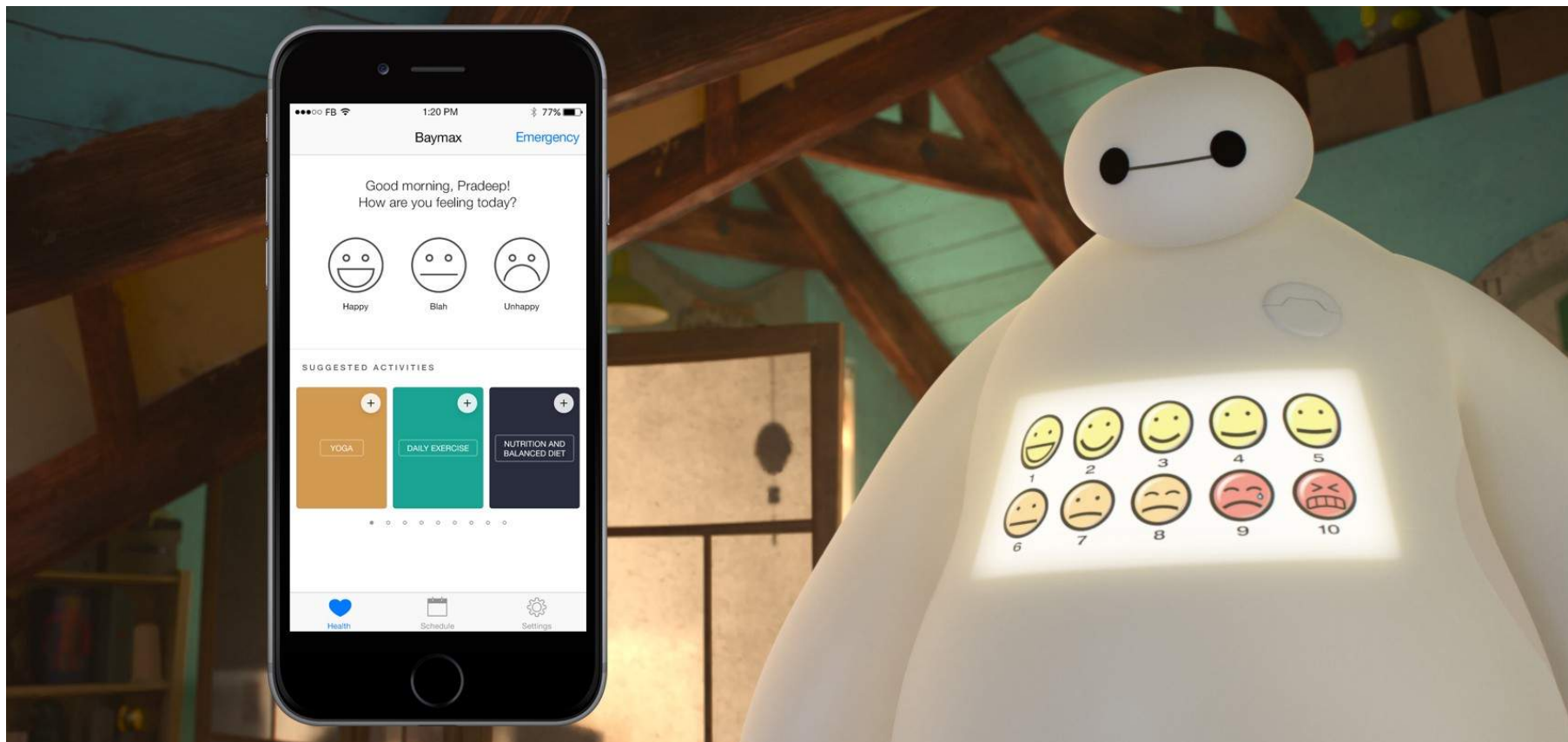
The idea is pretty simple — like in the movie, we need a personal healthcare companion, someone who can help us medically when we need it to, both by providing the right information to us and helping us get in touch with the right medical professionals. If you've stubbed your toe a little, Baymax will tell you how to make the swelling go away and will help you get well by providing a treatment. If that doesn't work, Baymax will connect you to your doctor and schedule an appointment with her. He's a companion who's always there.

BaymaxApp.cf



Baymax helps you navigate to or call an Uber to your hospital before an appointment, and even manages your prescription for you after the doctor has performed your diagnostics. He automatically detects when you're near a pharmacy and send you a notification to purchase the medication your doctor has recommended. You don't need a paper prescription or remember the dosage, your chemist will just scan the QR code and have all that information available to her, and the amount and timing of your dosage is automatically added to your schedule.





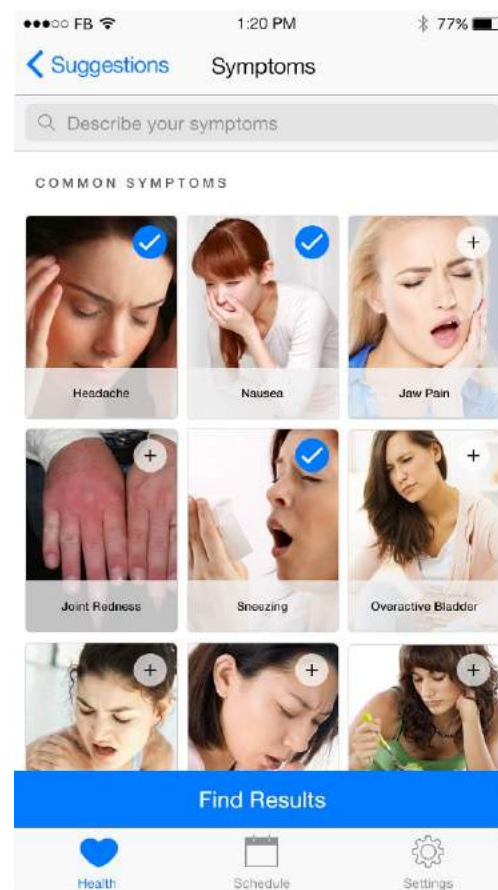
When you open the app, you're greeted with the question "How are you feeling today?" and you can pick one of the options "Happy," "Blah," or "Unhappy," and Baymax will help you get happy (if you're not already.)

If you're already feeling well, Baymax will suggest some good activities for staying well, like exercising or doing yoga, and inspiring articles that will help you lead a healthier life. This is like a suggested reading list to stay fit from sources like Harvard Health and Fitness Magazine. If you are not feeling well, Baymax asks you to enter your symptoms and looks for what you might have. It finds the most probable illness and prompts you to start your treatment. Based on results from leading health databases like WebMD, you go through the treatment, using your phone as a monitor, and overcome your illness. After you've finished your recovery, Baymax asks you if you're feeling well. If you are, that's great, but if you aren't, Baymax contacts your doctor and automatically sets an appointment for you. A notification is sent to both of your phones, and your appointment is confirmed at the earliest time your doctor is available.

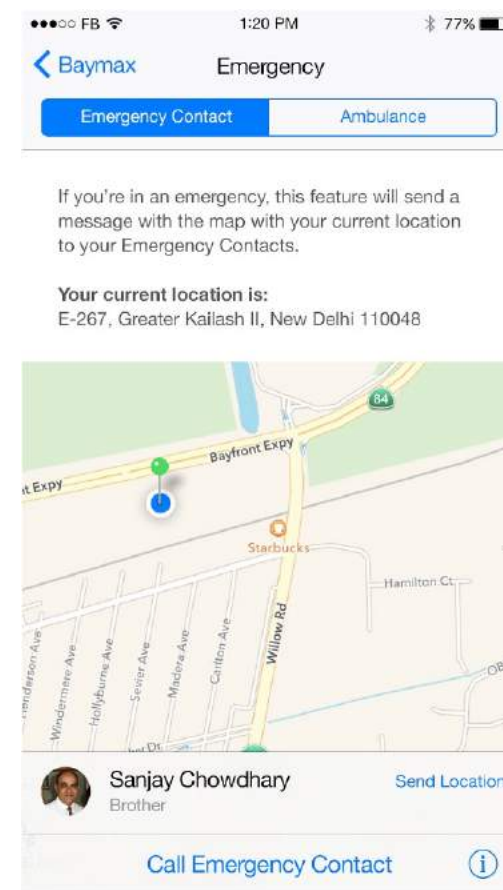
What's great about Baymax is that even if he's not completely able to cure your illness, you have already connected your doctors, and he takes care of all the time-consuming work a patient might not be willing to do, like calling to schedule an appointment or drive to the hospital. Not only does Baymax also manage your complete schedule like the timings for your medication and exercise, he also adds your doctor's appointments to your schedule and reminds you 10 minutes before you need to leave to make it there on time.

Baymax finds the closest hospital from your location and calls an ambulance from there. The problem with dialing 102 is that you spend precious time in explaining your precise location, whereas those minutes should actually be used in sending help as soon as possible. Baymax eliminates that process by detecting your location via GPS and calling an ambulance in seconds. The applications of this feature are immense. If you're a pregnant woman who doesn't have anyone to drive her to the hospital, you can quickly ask Baymax to call you an ambulance. Even if you're unconscious, someone else can quickly open Baymax on your (or their own) phone and call an ambulance for you. It's super quick and incredibly helpful.

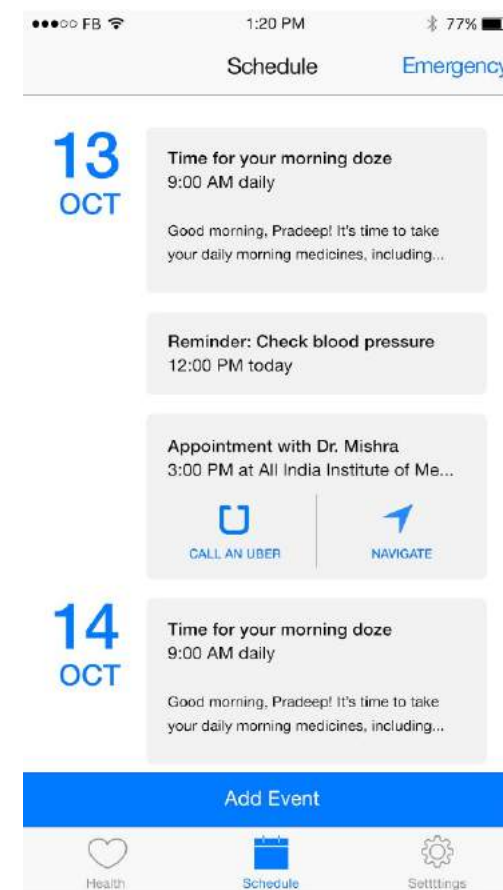
If there's a sudden widespread of a disease in your city, your government can send an announcement to your phone using Baymax, with suggestions on how to keep yourself safe and contact information. There are currently over 76 million smartphone users in India, and it is projected that that number will overtake the US's by the end of this year. Imagine if the government could send an emergency broadcast message to all of those millions of people instantly.



Symptoms-based search



Emergency contacts



Schedule management

Anand Chowdhary

+91 9555 297989

hello@anandchowdhary.com

www.anandchowdhary.com