

Anand Chowdhary

Portfolio · Jan 2017

Oswald

INTERACTION DESIGN + RESEARCH · JUNE 2016

I did a significant amount of research on people with dyslexia, and correlated their reading habits to typography in order to determine the particular set of design features of a page—ranging from color contrast ratios to weights of a typeface—that are most legible to those with learning disorders. In my research, I found that the contrast ratio of 19.6, particularly black on yellow is best suited. This color combination also passes the AAA conformance level for any size of text, and people with learning disorders can comfortably read on it. The typeface that works best is “Open Dyslexic”, which has been particularly designed to mitigate some of the common reading errors caused by dyslexia by using a font weight that is heavy in the lower half and light in the upper.

I then built a Google Chrome extension that automatically converts any webpage into a dyslexia-friendly mode, and later extended it to include customization features to allow the user to set their font family, size, and contrast preferences. It's free and open-sourced.

 Winner, Code4Impact at AngelHack

 Featured by 15+ newspapers

I just read an article about you and installed the extension. I love it! I work with students with disabilities and myself often use visual modifications. Your extension is one of the best out there...

Loreto Dumitrescu
New York-based educator & therapist

BEFORE

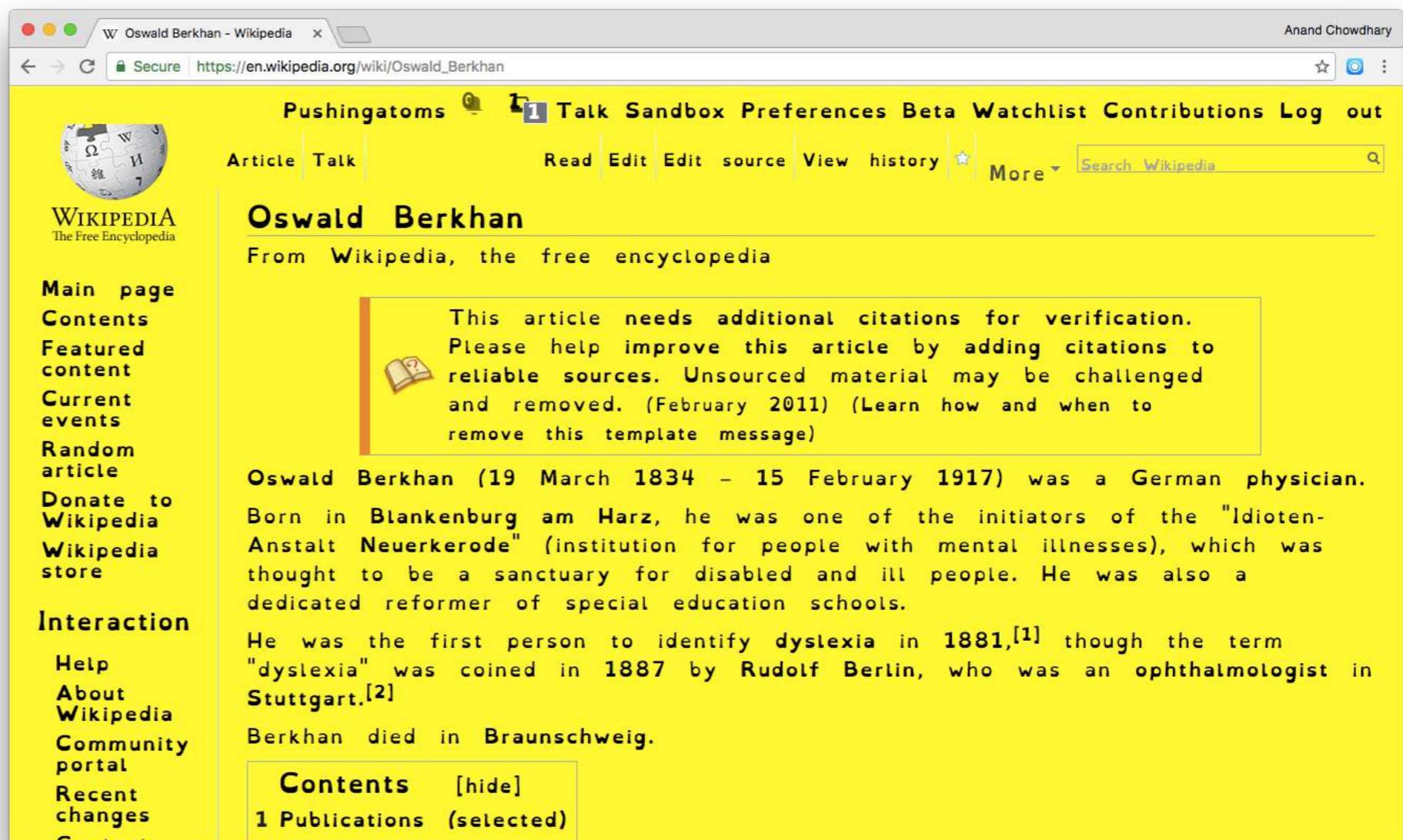


This screenshot shows the Wikipedia article for 'Oswald Berkhan'. The page title is 'Oswald Berkhan'. Below the title, a red box highlights a note: 'This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (February 2011) (Learn how and when to remove this template message)'.

The sidebar on the left contains links like Main page, Contents, Featured content, Current events, Random article, Donate to Wikipedia, Wikipedia store, Interaction, Help, About Wikipedia, Community portal, Recent changes, Contact page, Tools, What links here, Related changes, Upload file, Special pages, Permanent link, Page information, and Wikidata item.

The main content area includes a brief biography of Oswald Berkhan, mentioning his birth in Blankenburg am Harz and his work as a physician. It also notes he was the first person to identify dyslexia in 1881.

AFTER



This screenshot shows the same Wikipedia article for 'Oswald Berkhan' but with a yellow overlay applied by the extension. The yellow tint covers the entire page, including the sidebar and the main content area. The red note box remains visible but appears darker due to the overlay.

The sidebar and main content area are identical to the 'BEFORE' screenshot, containing the same text and links.

CUSTOMIZATION

The screenshot shows the 'Oswald - Preferences' window. It includes sections for 'Learning Disability' (with 'Eye Defect' selected), 'Color Contrast' (with 'Black on Yellow' selected), 'Font' (with 'Arial' selected), and 'Font Size' (with a slider). A large yellow box contains sample text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.'

'This was a week I will not soon forget'

 We use the word "historic" perhaps too much, but the prime minister's visit certainly was historic in so many ways.
 United States Ambassador to India Richard Rahul Verma addressed a conference on security and strategic outcomes, June 9.
 The conference was organised by The Heritage Foundation, Washington, DC, and the India Foundation, New Delhi, which is headed by Shaurya Doval, whose father Ajit Doval is India's national security advisor.
 This is what Verma, who began his speech thanking Assistant Secretary of State for South and Central Asian Affairs Nisha Biswal and Indian Ambassador to the US Arun Singh.

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The screenshot shows the 'Chaaipani' website with a dark header. In the top right, there is an 'Accessibility Options' menu with buttons for 'A+', 'A', 'A-' and 'Dyslexia-friendly mode'. Below it are 'Reading mode', 'Read aloud' (with a speaker icon), and 'Translate' (with a globe icon). The main content area features a story about Zakir Khan with a large image of his face.

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Do you suffer from a learning disorder?
 This adjusts the overall color-contrast ratio.

 Select a color set you're comfortable with.
 This adjusts the overall color-contrast ratio.

Black on White	Black on Yellow	Black on Creme	Off-black on Off-white
Blue on White	Dark brown on Light green	Brown on Dark green	Blue on Yellow

 Pick a font you're comfortable reading
 This adjusts the font-family.

 Slide to adjust the font size

LEARNING DISABILITIES
 Based on the specifications provided by the British Dyslexia Association and the World Wide Web Consortium, it automatically corrects the typography, contrast ratios, and other visual elements on a webpage to make reading easier for users with learning disabilities.

VISUAL IMPAIRMENT
 On the press of a button (or a key), it extracts all relevant content on a webpage and reads it out in a language of the user's choice. Valmiki can also translate that text into another language, and visually impaired users only have to press a few keyboard shortcuts for all of this.

SENIOR CITIZENS
 Senior citizens who are not used to browsing the web can switch to the Reading Mode which removes all unnecessary links, ads, and popups, and presents the relevant content in a beautiful readable format. They can also easily change the font size and contrasts based on their eye defects.

EVERYONE ELSE
 The extension is incredibly customizable, and users can easily change all properties and styles like text color, font family, and image contrasts for a consistent experience across the web. It remembers your settings, and they are automatically applied on any website you visit.

Shravan

INTERACTION DESIGN + RESEARCH · SEPTEMBER 2016

I invented a smartphone user interface for the visually impaired that uses a combination of vibrations, speech, and touch. It is currently patent-pending with my name.

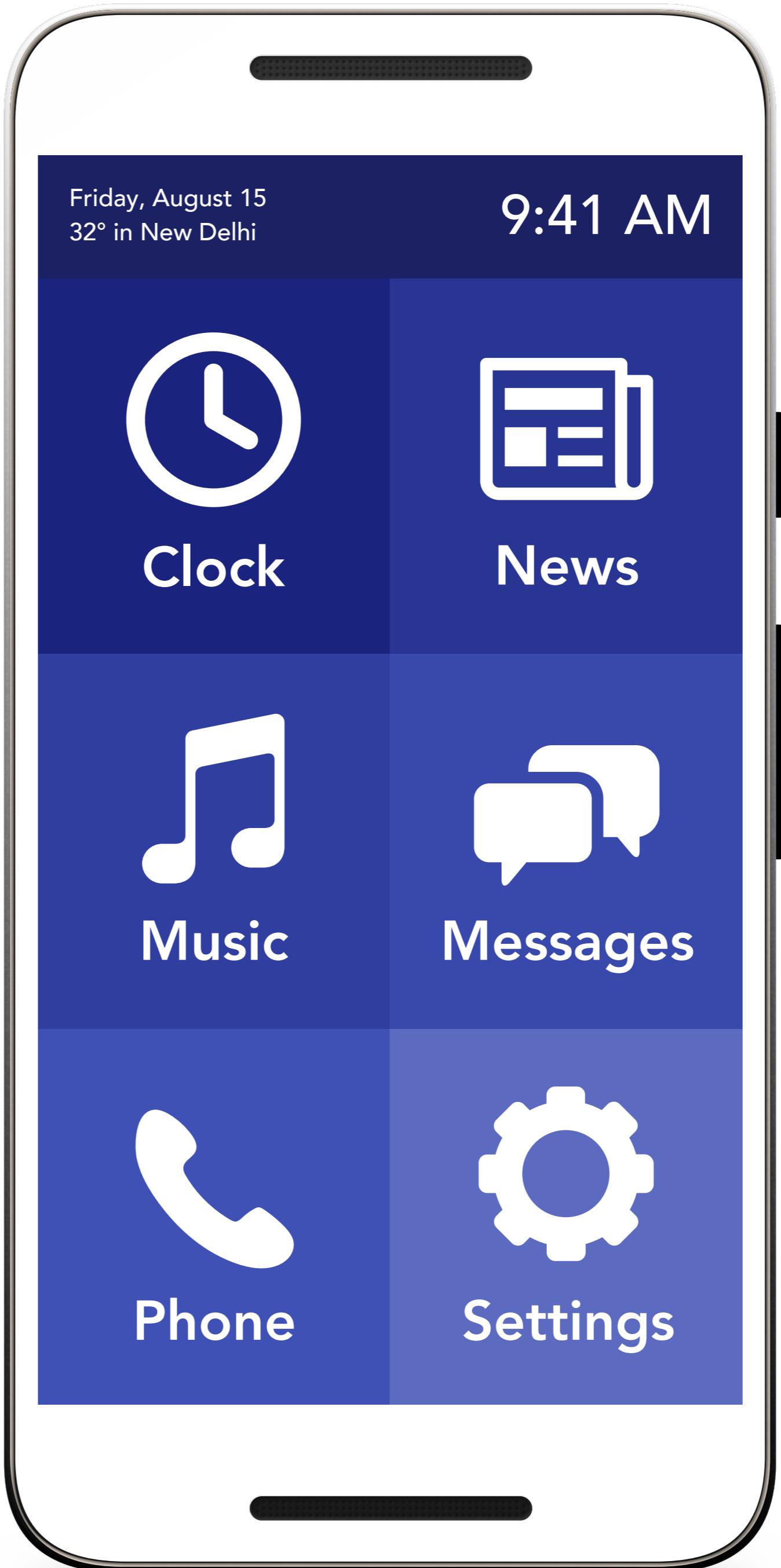
When a user touches an icon, a vibration is emitted with the corresponding frequency (highest for phone, lowest for news, and so on) and a speech feedback is given in a regional language. This allows a smartphone to be used by people who are partially or fully blind, along with the illiterate, senior citizens, and everyone in between.

I applied this technology into the UI of a smartphone OS called Shravan, built on top of Android. The OS has features like a built-in voice assistant, internet applications like live news and sports scores, music streaming, and search, and emergency features like one-tap ambulance access. Like the original Oswald extension, Shravan also uses accessible interface patterns with different modes for correcting system-wide contrast and design settings

You can head to <https://osw.li/demo> for a live demo of this interface in Hindi on your Android smartphone.

 Winner, Startup India Rocks! 2016

 Featured on national television



BREAKING BARRIERS

It works for people who have visual impairment, learning disorders, or are senior citizens. It also works for villagers, illiterate audiences, disabled users, and everyone in between.

REVOLUTIONARY TECH

It uses accessible interface patterns with different modes for correcting system-wide contrast and design settings using a patent-pending combination of vibrations, speech, and touch.

MADE FOR DIGITAL INDIA

It has Aadhar integration and works in native languages like Hindi, Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Kannada, Malayalam, Odia, Punjab, Assamese, and Maithili.

TONS OF FEATURES

It has a built-in voice assistant, internet applications like live news and sports scores, music streaming, and search, and emergency features like one-tap ambulance access.

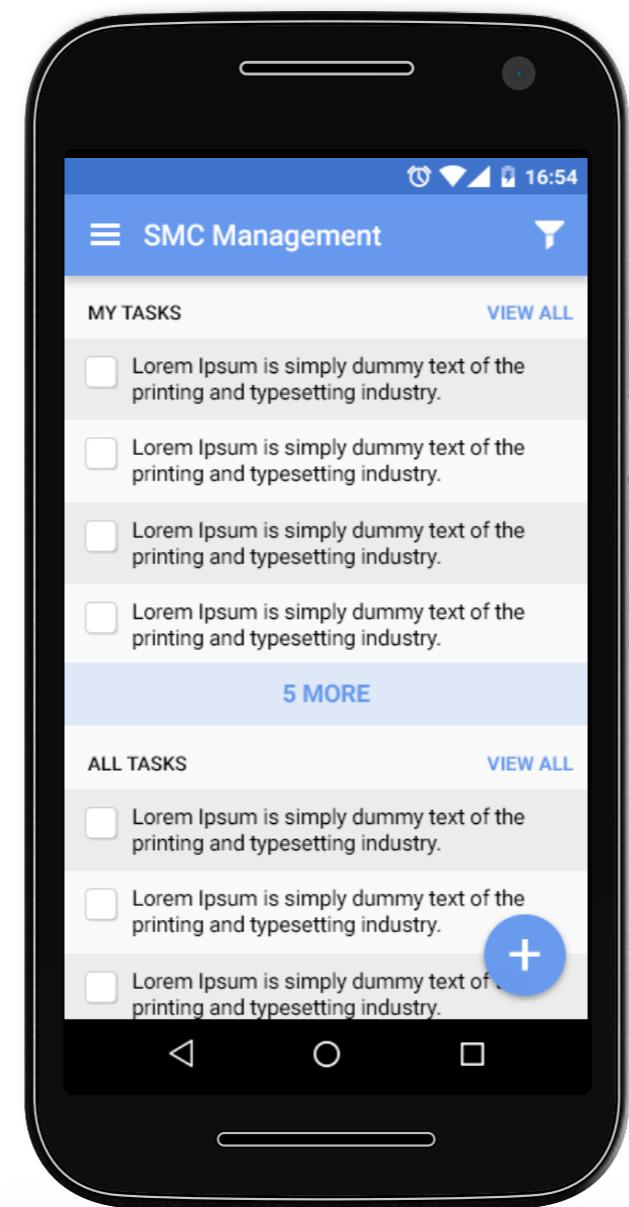
Government of Delhi

MOBILE UI DESIGN · APRIL 2016

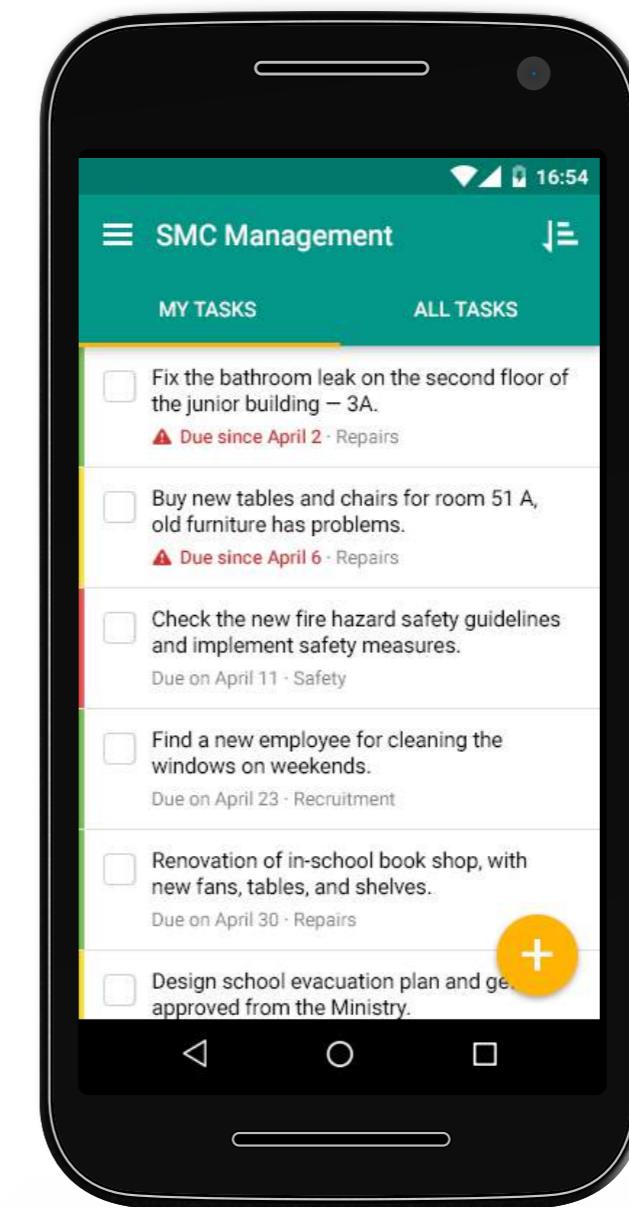
In April and May, 2016, I worked with a small team at the Government of Delhi's Directorate of Education to try and streamline the process of communication between state schools and the Directorate. Today, if a school principal has a problem, she has to report a grievance, wait for a response, get redirected to the correct department, find someone, address the problem, and it keeps going on and on. We redesigned this process from group up for efficient, two-way communication.

An SMC (School Management Committee) consist of the Principal, parents, and government representatives, who make sure that their school progresses. This app, SMC Management, is a way to keep track of their progress reports and implementation, and I was responsible for leading the user interface design for the Android app. I adhered to Material Design principals and designed a functional yet simple app.

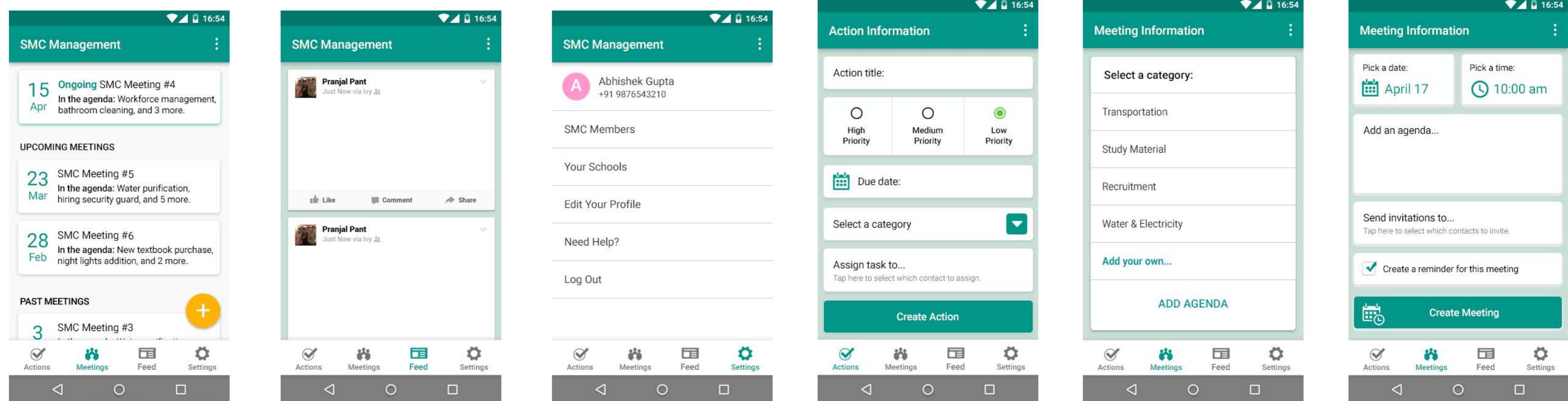
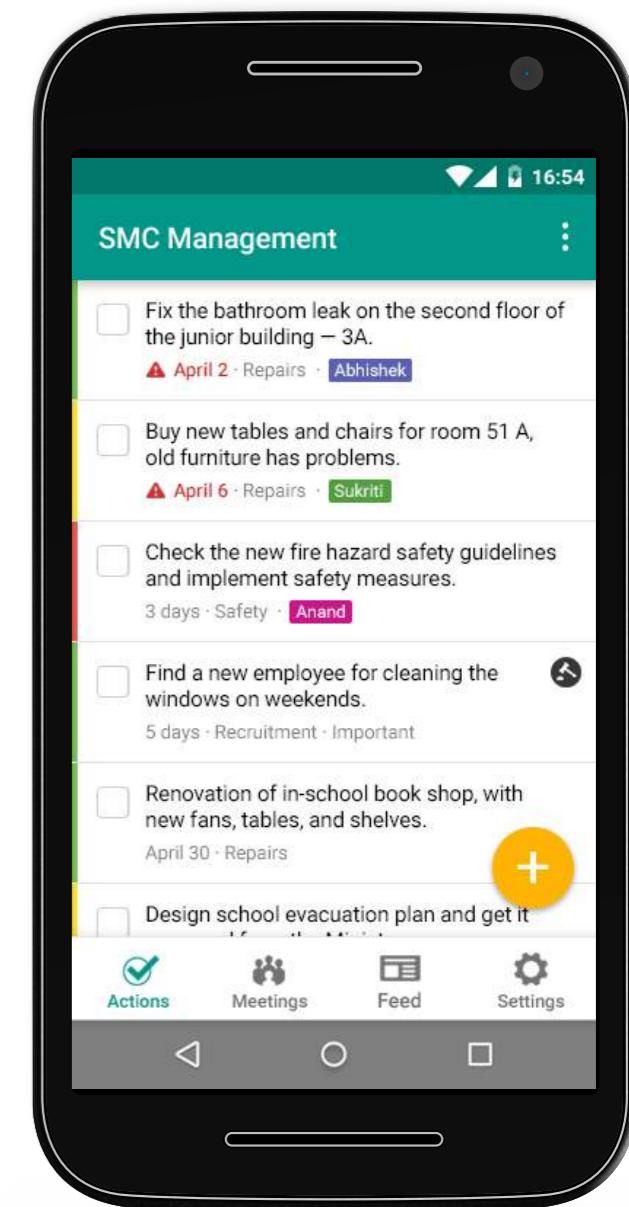
ITERATION 1



ITERATION 2



ITERATION 3

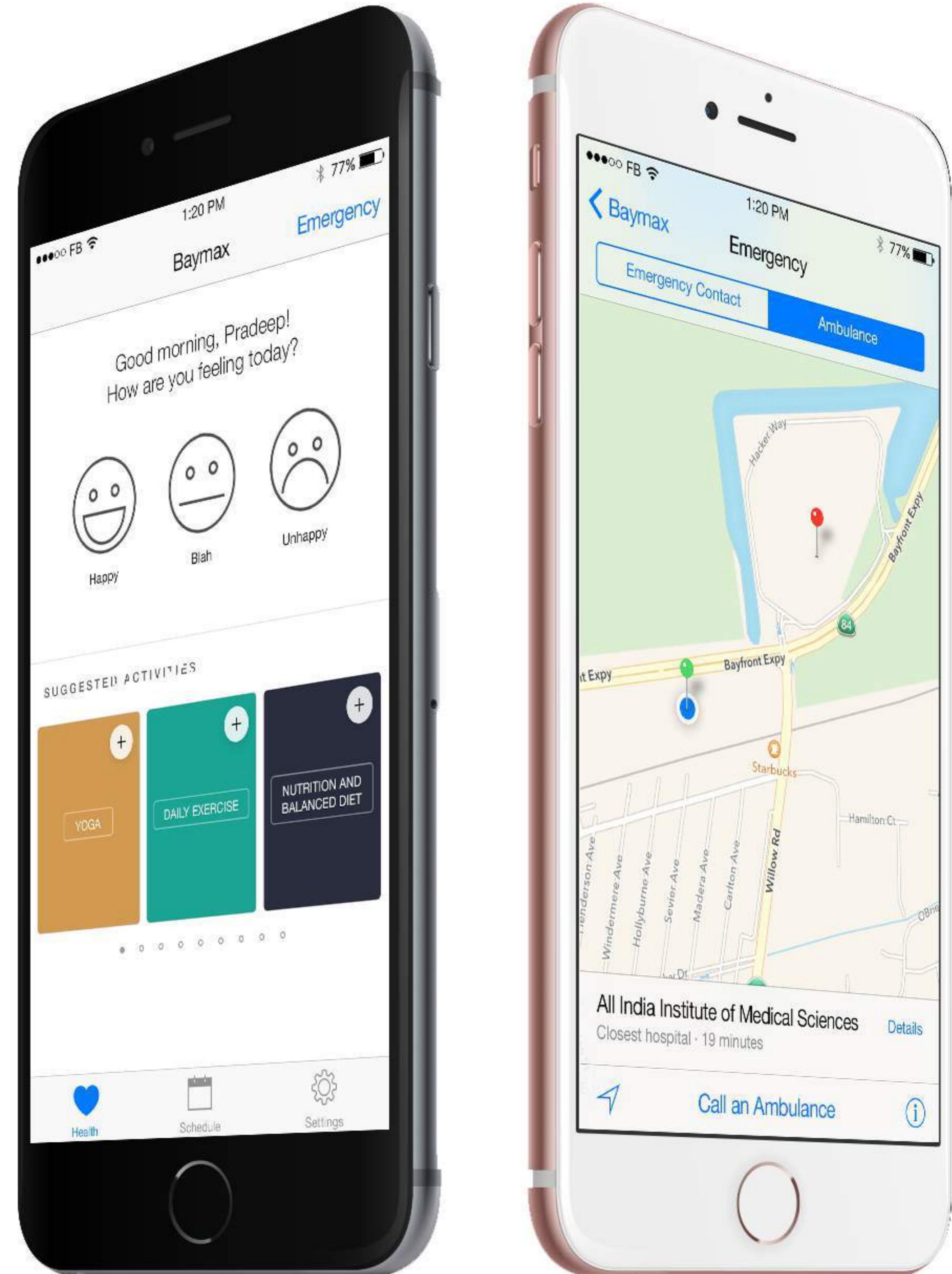


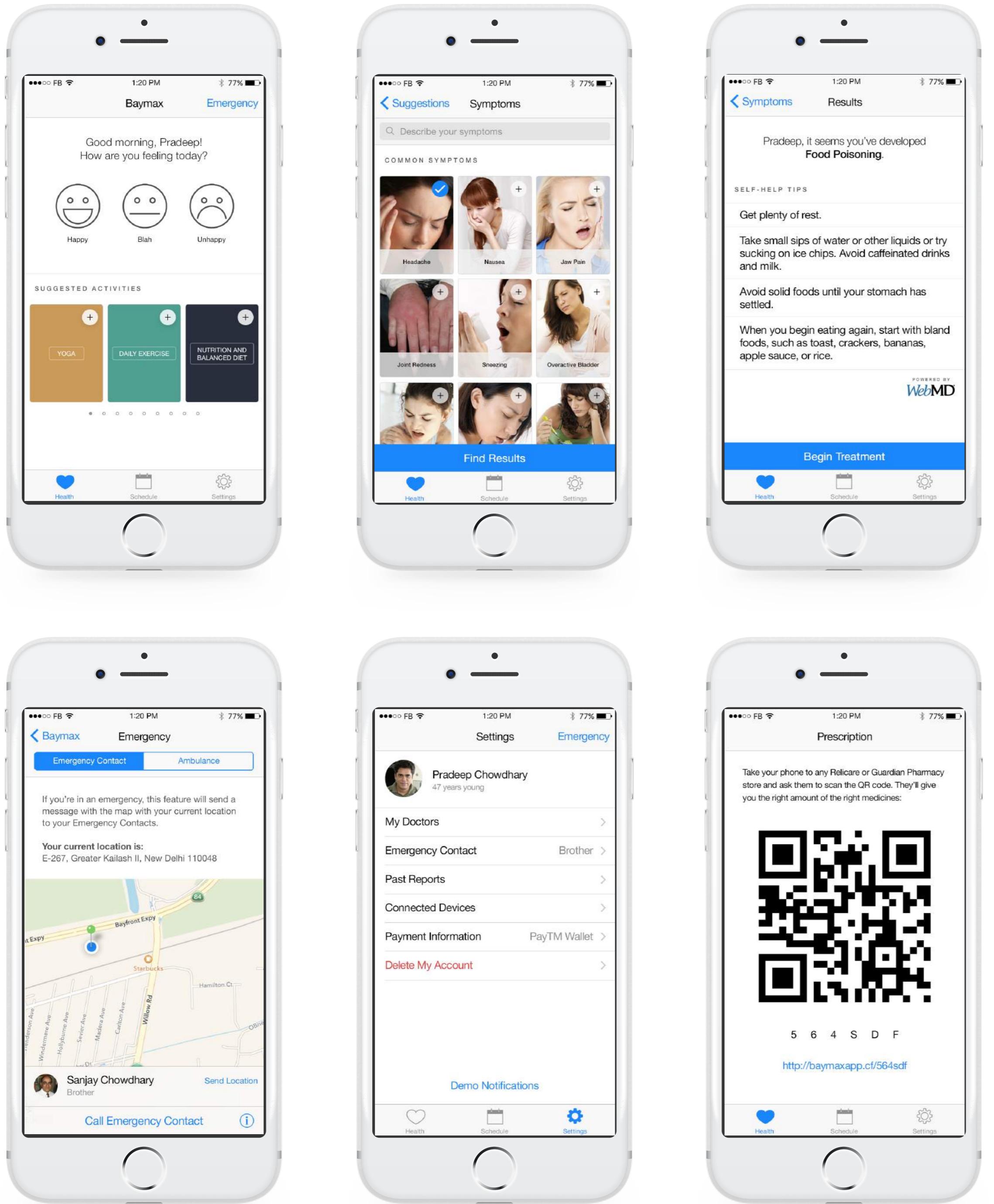
Baymax

MOBILE UI DESIGN · OCTOBER 2015

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.

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. 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.

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 will 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.

Sixteen Inches

BRANDING + ECOMMERCE DESIGN
NOVEMBER 2015

I chose red as the primary brand color because it represents power and passion. The straight cut “1” and the circular “6” showcase a harmonic balance between work and exercise.

The Woocommerce theme was designed in HTML, CSS, and PHP with SEO and mobile responsiveness in mind. The mobile website looks and feels like a native app and provides an exceptional user interface.

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.

The image displays the SixteenInches website across two devices: a desktop browser and a mobile phone. The desktop view shows a navigation bar with links for P BY GOAL, PROTEINS, ESSENTIALS, PRE/POST WORKOUT, WELLNESS, APPAREL & ACCESSORIES, MY WISHLIST, and FAQS. The main content area is titled 'WHEY PROTEIN' and features four product cards: #1 ON (Optimum Nutrition) Gold Standard 100% Whey, 5 Lbs. (₹ 6,537), #2 Dymatize Elite 100% Whey Protein, 5 Lbs. (₹ 5,841), #3 MuscleTech Nitro Tech Whey Isolate+ Lean Musclebuilder, Milk Chocolate (₹ 5,860), and #4 MusclePharm Combat Pw, 4 Lbs. (₹ 5,243). The mobile phone view shows a detailed product page for the ON Gold Standard 100% Whey, 5 Lbs. product, including a large image of the supplement bottle, flavor options (Double Rich Chocolate), price (₹ 6,537), and a 'BUY NOW' button. The website header on both screens includes the '16"' logo, social media links (Facebook, Twitter, Google+, Instagram), and promotional text: 'FREE SHIPPING ON ALL ORDERS ABOVE RS. 999', '14 DAYS RETURN POLICY', and 'AUTHENTICITY GUARANTEED'. A cart icon on the desktop screen shows '₹ 0 / 0 items'.

Saga Music

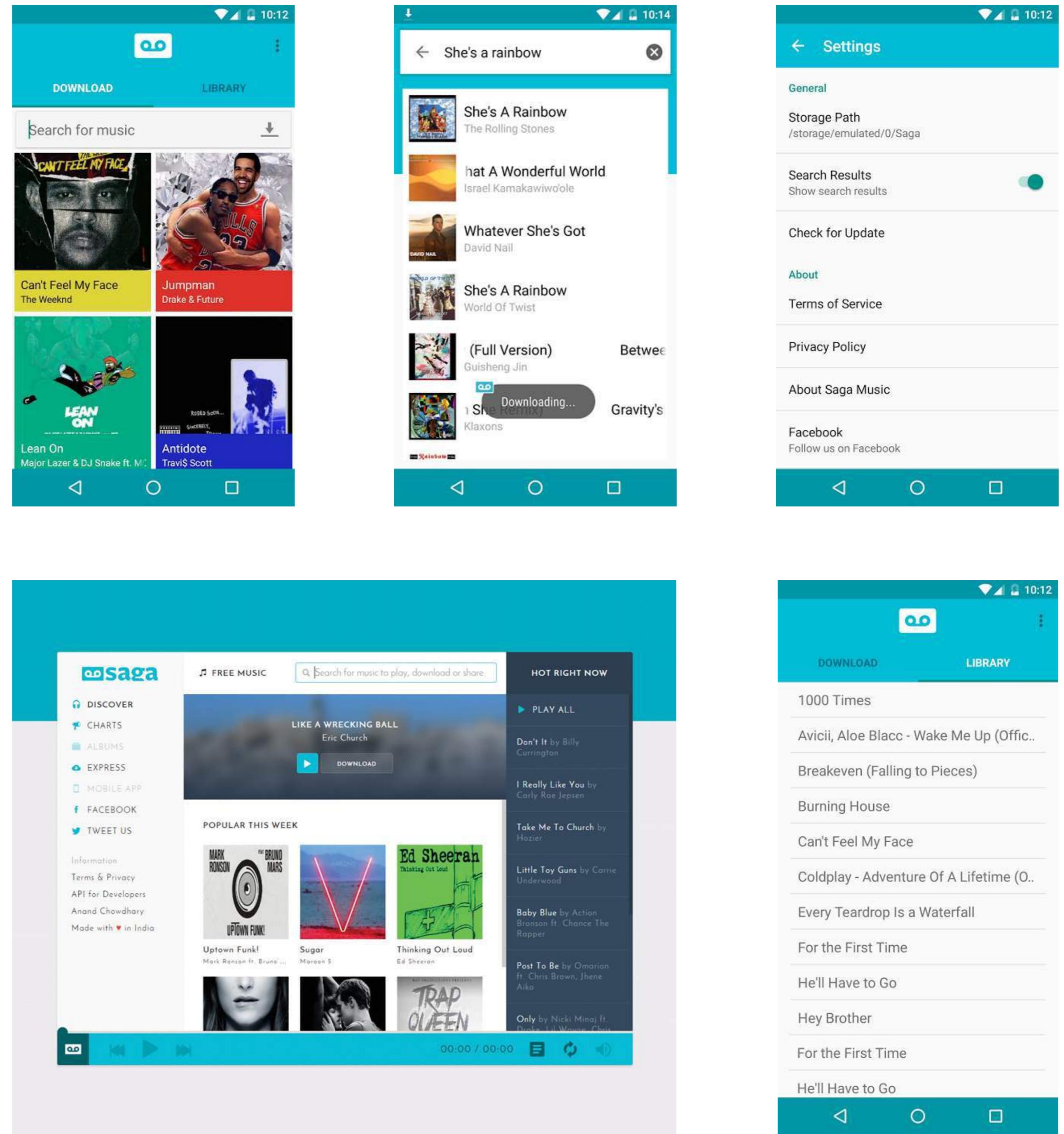
MOBILE APP UI · JANUARY 2015

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.

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 songs as you like, get recommendations based on your taste, create playlists, and share your favorite music with friends, all for free.

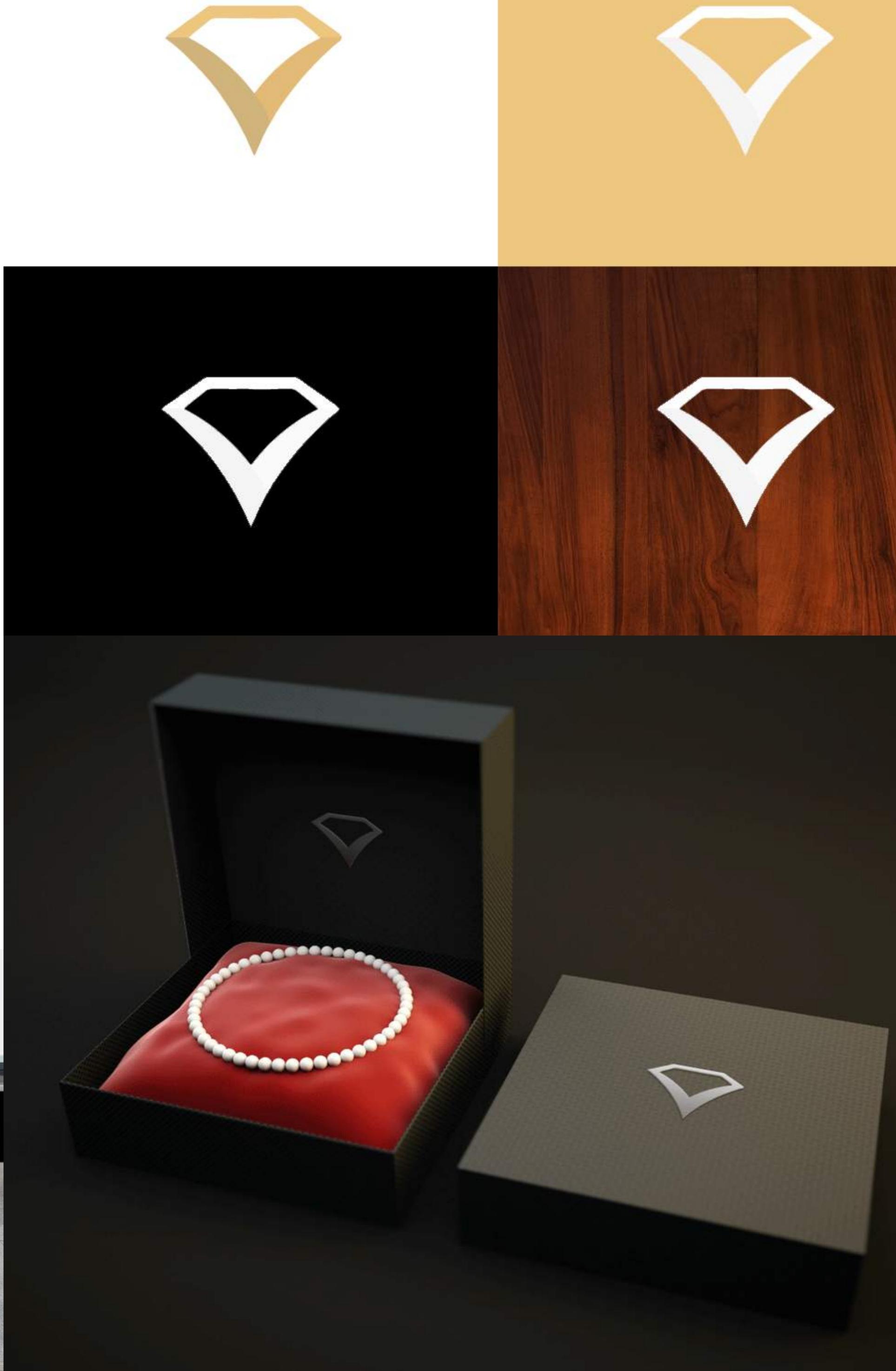
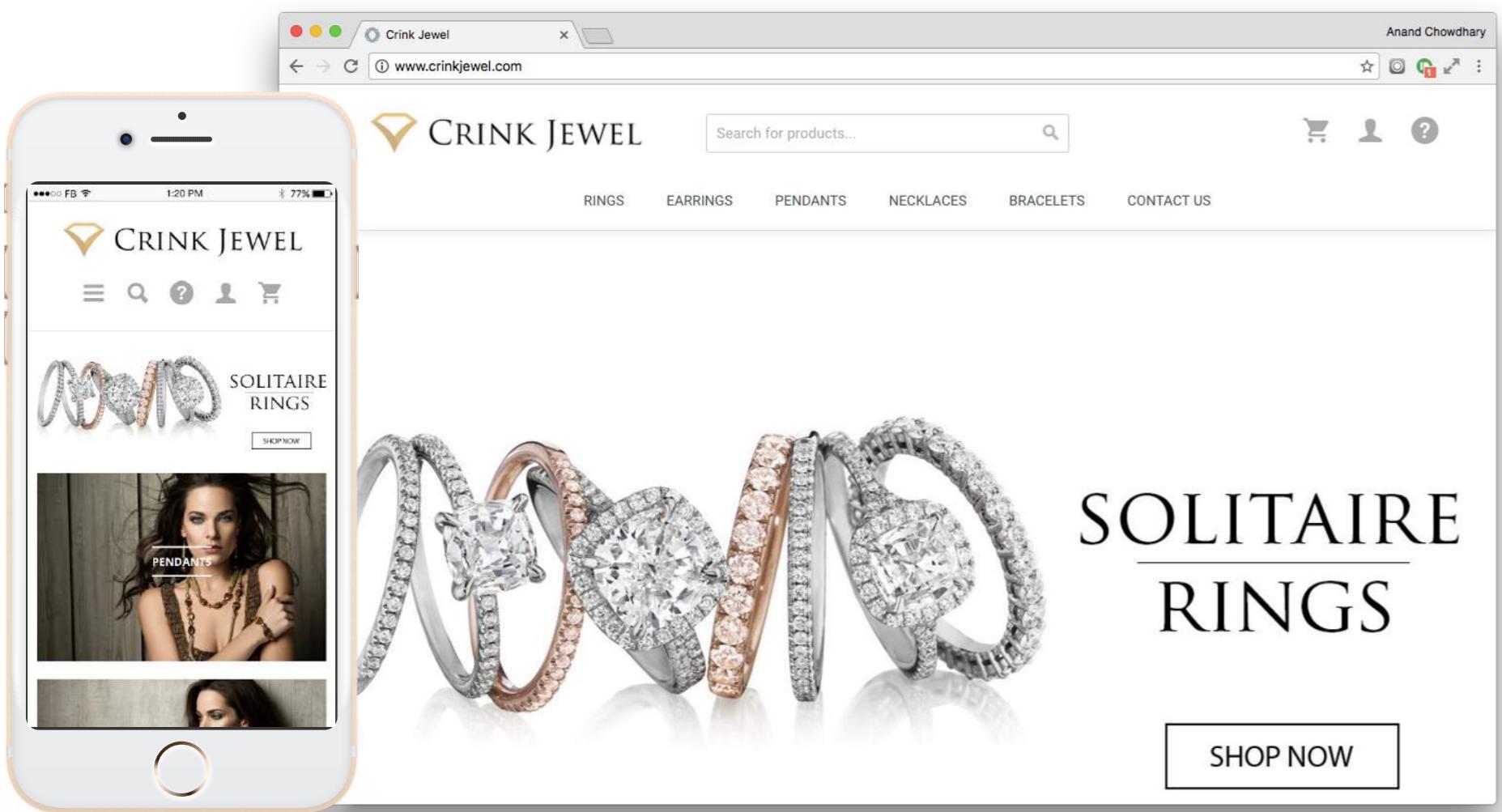
140,000+ downloads



Crink Jewel

ECOMMERCE DESIGN + BRANDING · JUNE 2015

I designed a minimal logo and Shopify ecommerce store for Crink Jewel, a precious jewelry company based in New Delhi, India. I tried to portray elegance, simplicity, and timelessness.

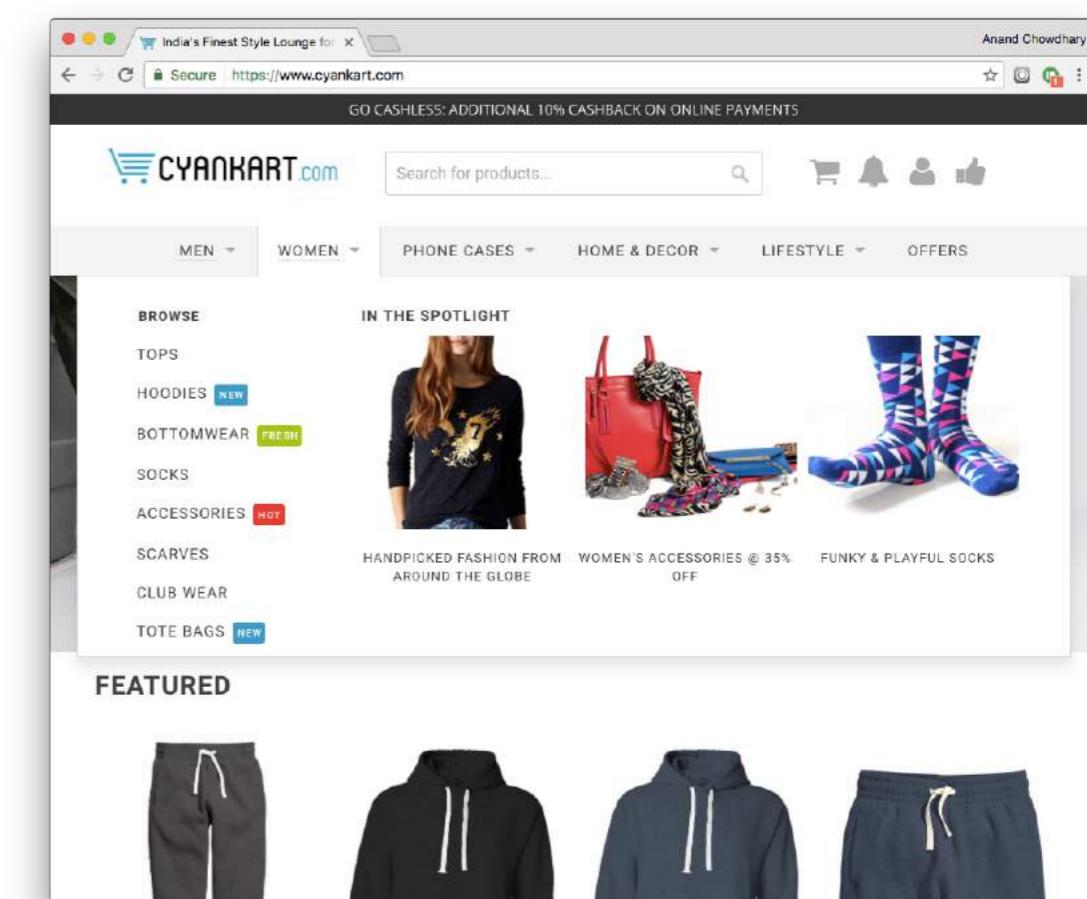
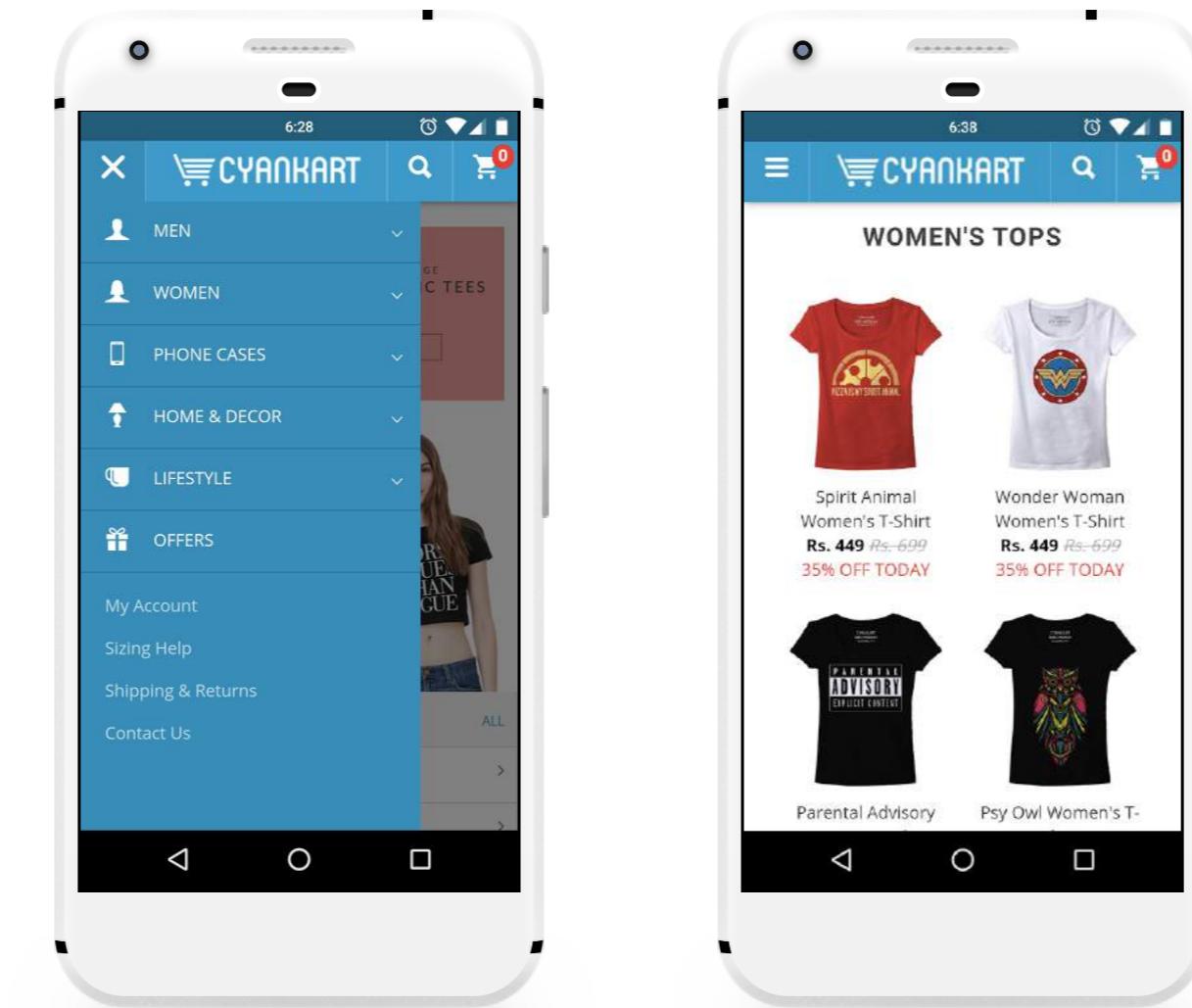
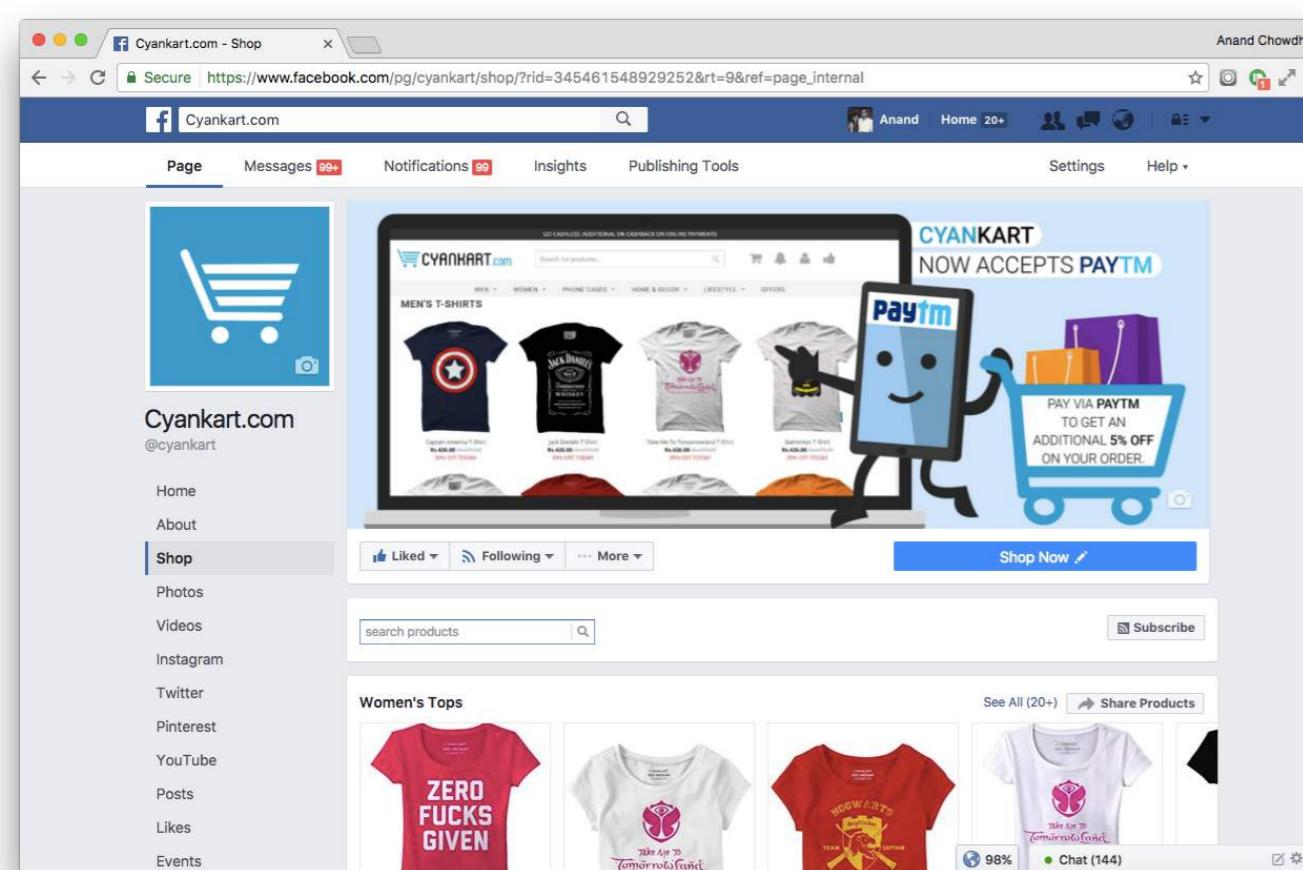
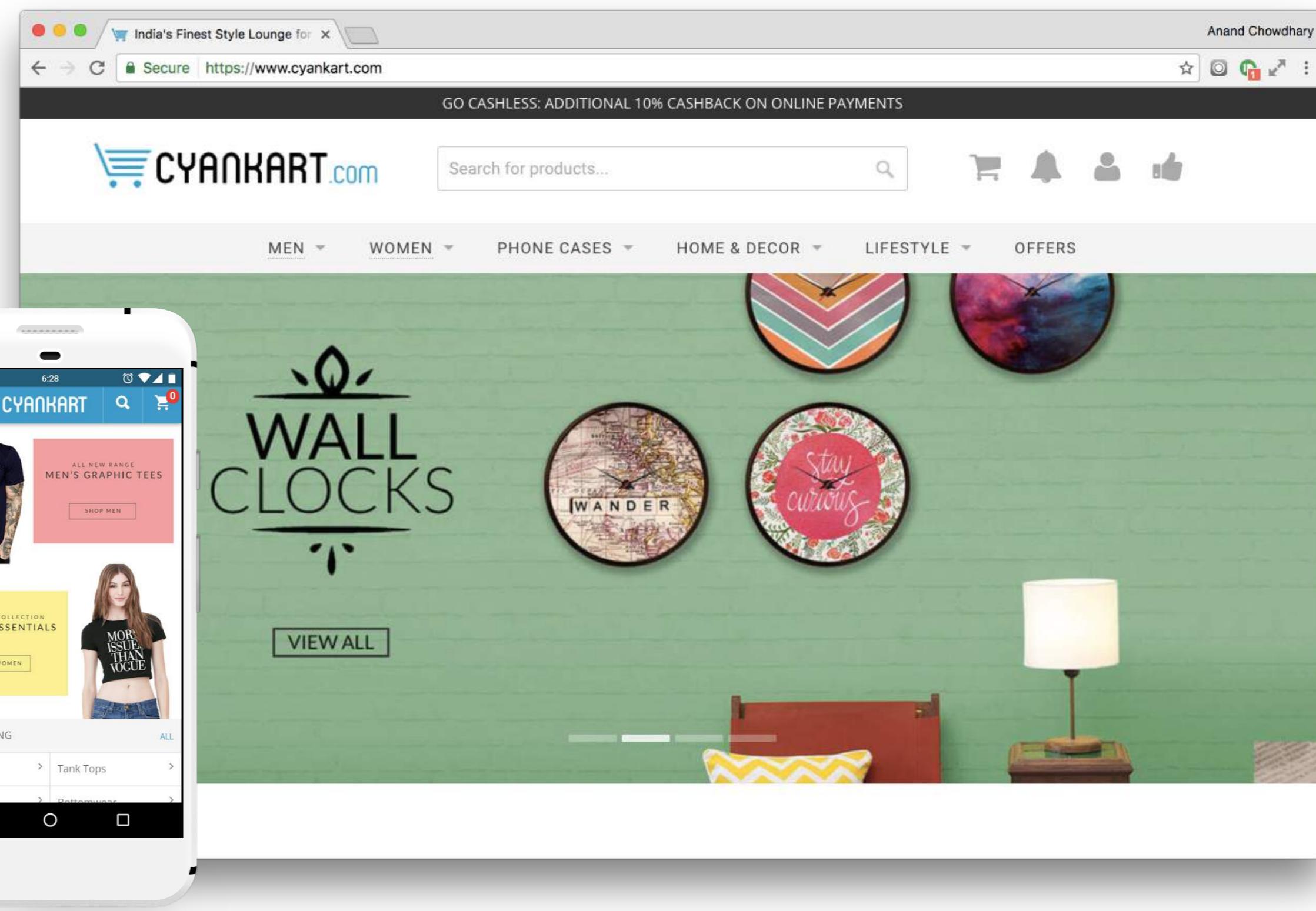


Cyankart

ECOMMERCE DESIGN · JUNE 2014

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. A/B testing, source code minification, image optimization, and responsive cross-platform mobile-first Liquid theme development are just some of the complicated words I used while working with Cyankart to expand their mobile reach and increase conversions.

The biggest challenge was decreasing the load time. I optimized images, minified the code, and decreased the usage of additional libraries and instead wrote vanilla CSS and JavaScript. 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 sales.





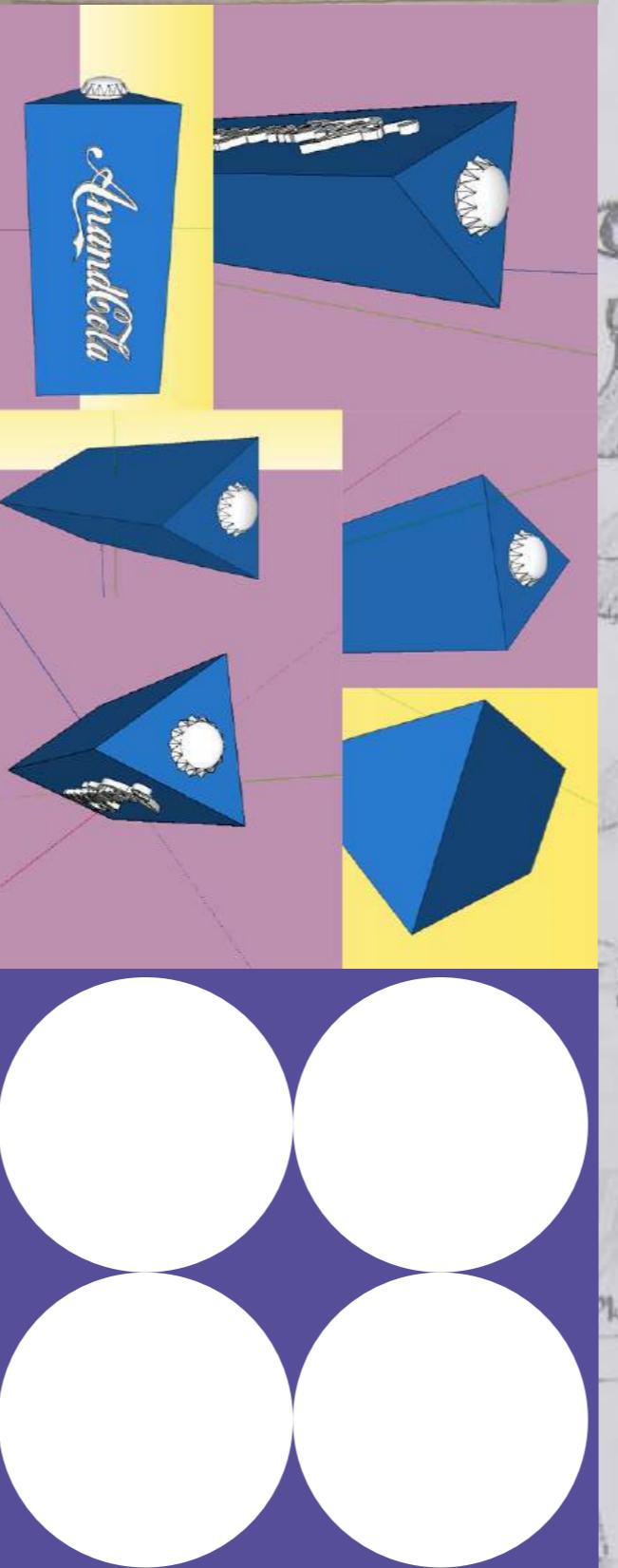
Project Blue

INDUSTRIAL DESIGN · SUMMER 2014

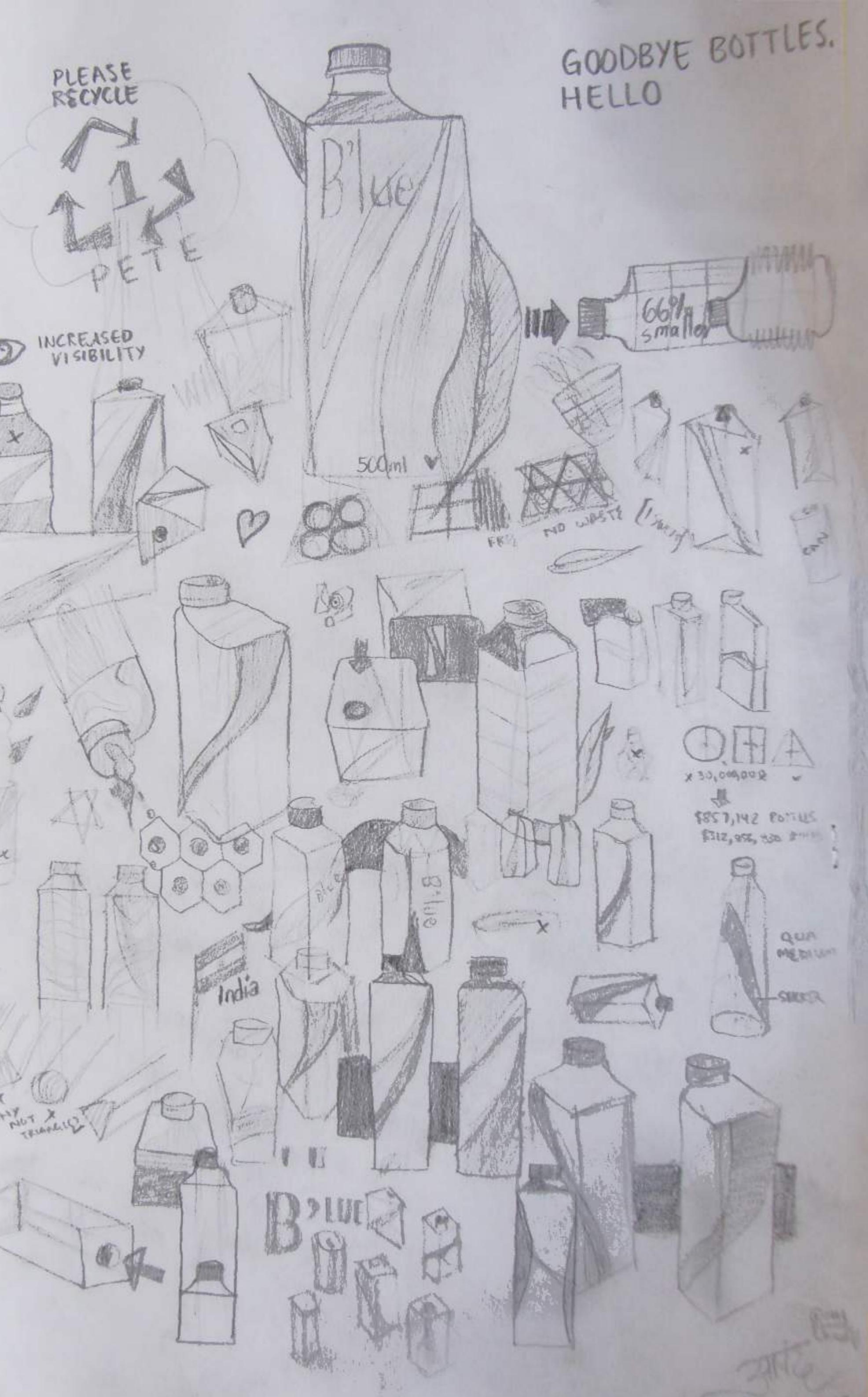
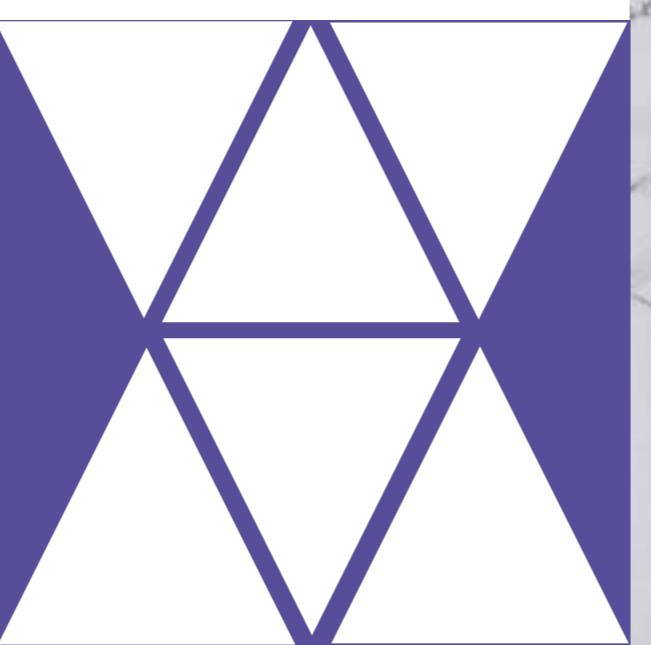
Project Blue, originally standing for “Bottles, Linkages, and their Underlining Ergonomics,” is my first (and only) industrial design project in which I conducted a research and redesigned the plastic bottle. I understood that polyethylene terephthalate, a plastic resin and the most common type of polyester, 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 SolidWorks. 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.

One of the major decisions I made was to design a bottle with a triangular base instead of the usual cylindrical. This helped accomodate twice the number of bottles with the same volume in the same surface area. This means directly halving the transporation 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.



4 BOTTLES
VS
8 BOTTLES



GOODBYE BOTTLES.
HELLO



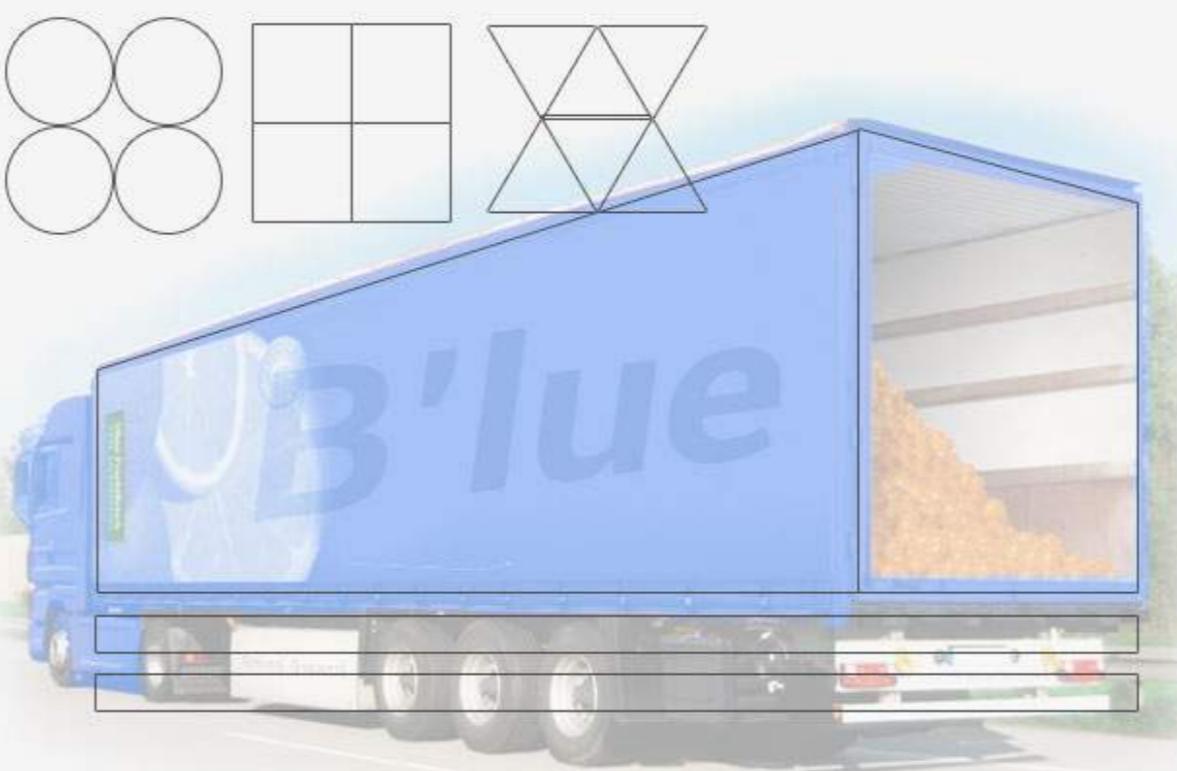
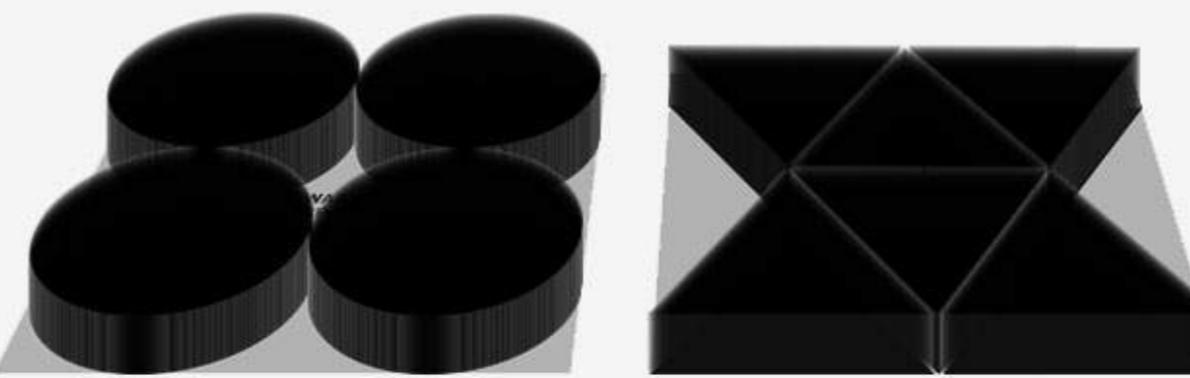
312 465 221

bottles are sold per day.

With the new design,

625 540 442

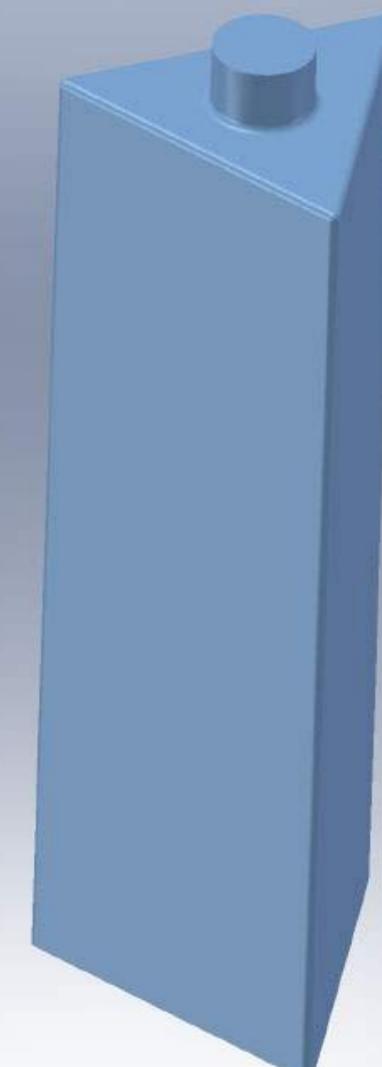
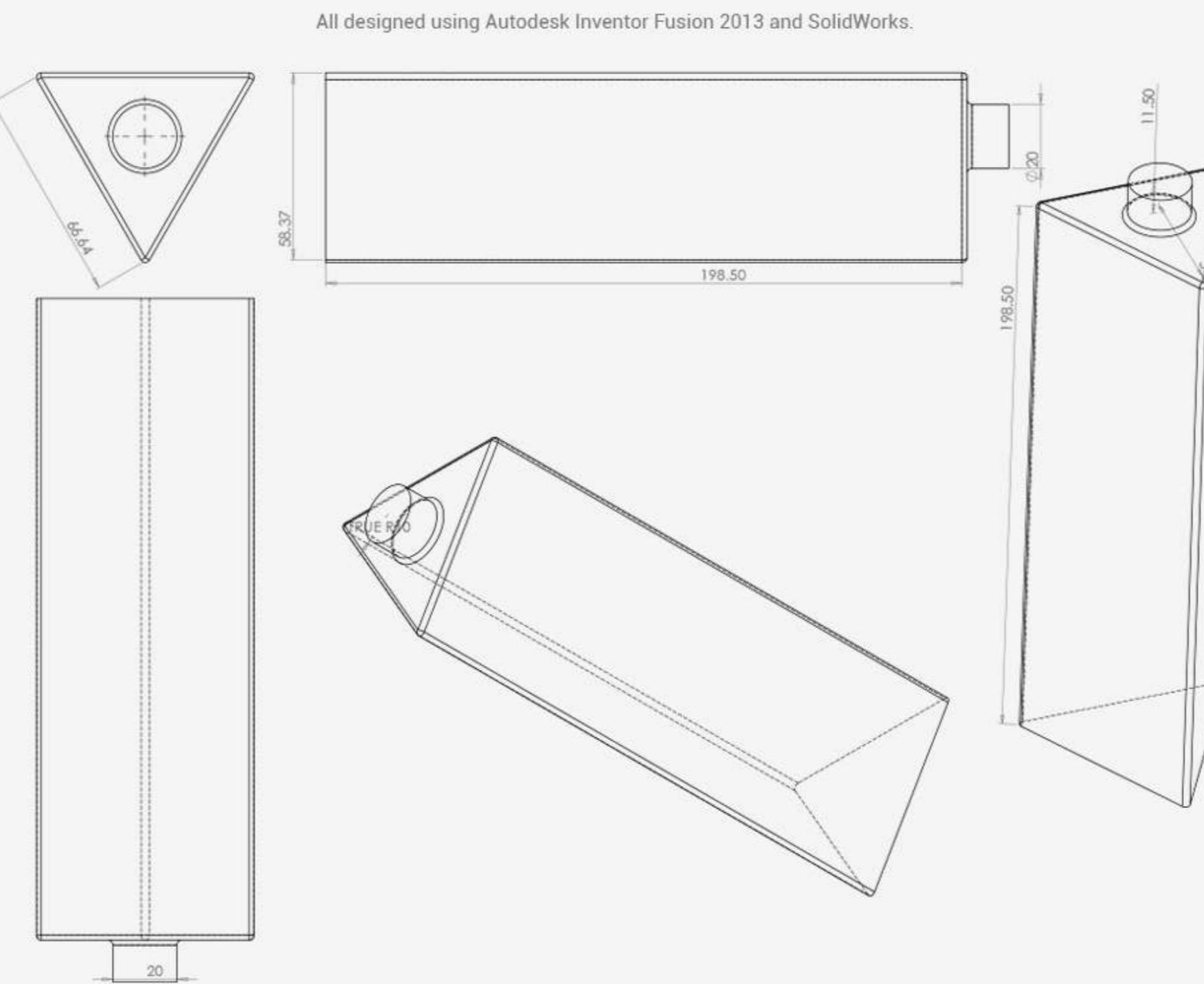
can be transported using the same space.



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.



Internet.org Redesign

MOBILE UI DESIGN · SEPTEMBER 2014

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.

 Featured in Redsgned Magazine

Anand's redesign is a perfect example of being able to read the meaning of a site and being able to incorporate it fully with the meaning intact. Using a variety of people of all races and gender, it captures perfectly what the organisation is about.

Redsgned Magazine



internet 



Everyone. Everywhere. Connected.



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

Imagine a world where it connects us all.



[Mark Zuckerberg on bringing the world online](#)
[Press Release](#)
[New York Times Article](#)
[A Focus on Efficiency](#)



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.

Making the internet available to every person on earth is a goal too large and too important for any one company, group, or government to solve alone. Internet.org's partners have come together to meet this challenge because they believe in the power of a connected world.



Ericsson is a world-leading provider of communications technology and services. Ericsson provides and operates networks, TV systems, and related services.



MediaTek Inc. is a leading fabless semiconductor company for wireless communications and digital multimedia solutions.



Opera products enable more than 350 million internet consumers to discover and connect with the content and services that matter most to them.



Samsung is a global leader in technology, opening new possibilities for people everywhere through relentless innovation and discovery.



Facebook's mission is to give people the power to share and make the world more open and connected. Facebook is a social networking site to make friends.



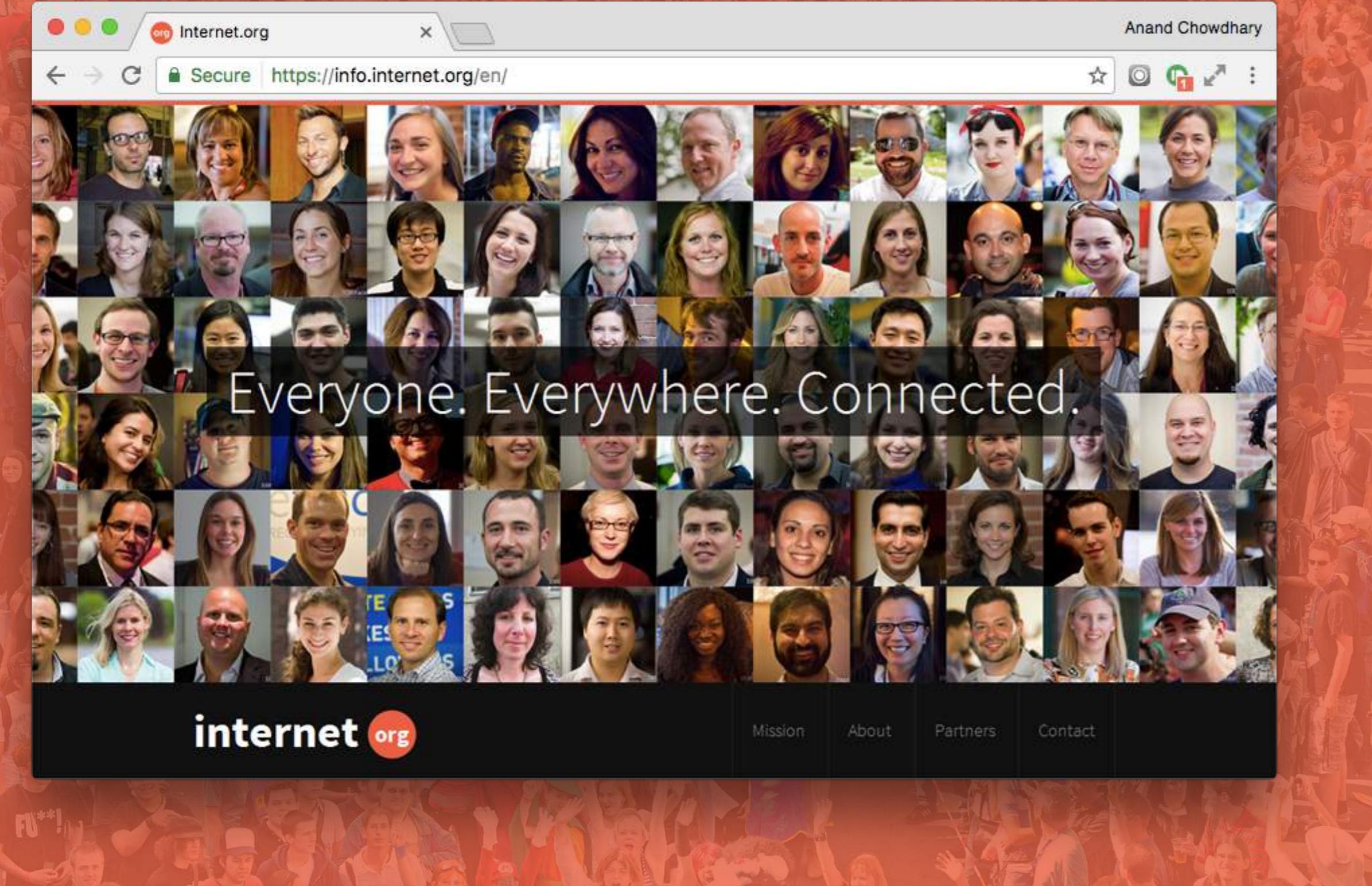
Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world.

We're just getting started.

And there's a lot of important work ahead. If you believe the internet should be available to everyone, stay tuned for updates.

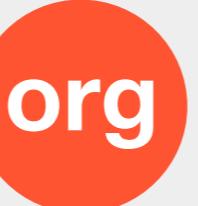
If your organization is interested in becoming an Internet.org partner, get in touch.

We're also on Facebook, Twitter, and Google+.



Everyone. Everywhere. Connected.



انٹرنیٹ 

"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."

Frank Chimero, *The Shape of Design*

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.

The 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. Source Sans Pro was used for typography. For the first I took more time in researching about the project than designing.

Class Rebels

INTERACTION DESIGN + BRANDING · JANUARY 2014

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

I 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. Instead of a professor talking to hundreds of students in one single auditorium, Class Rebels provides both students and teachers with a place where they can interact with each other. Where they don't just study, they learn.

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



Marissa Mayer, 10 minutes ago
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Gagandeep Singh, 10 minutes ago
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. — Anand Chowdhary, 5 minutes ago
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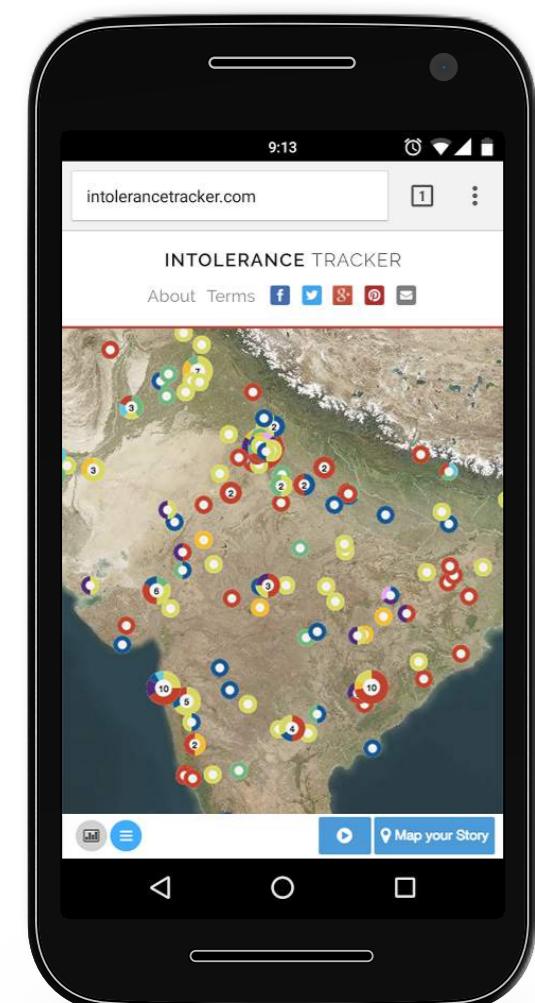
Intolerance Tracker

INTERACTION DESIGN · FEBRUARY 2016

Intolerance Tracker is a platform to collect, aggregate, and map stories of intolerance across South Asia. These stories cover instances of discrimination that individuals or communities face based on their affiliation with a group or identity. Perpetrators include other individuals, groups or states. It was developed by Justice Adda (a Cambridge Social Ventures company) in collaboration with the Cambridge South Asia Watch and Timescape (a mapping company.)

I was Technology Lead of Justice Adda when we launched Intolerance Tracker and was responsible for the design and development of the platform. It currently has over 100 crowdsourced stories from over 80 cities.

The screenshot shows the Intolerance Tracker website. At the top, there's a navigation bar with links for 'PROJECT', 'MAP', 'THOUGHTS', and 'CONTACT'. On the right, there are social media sharing icons and a user profile for 'Anand Chowdhary'. Below the navigation, there's a sidebar with the 'TIMESCAPE' logo and a call-to-action: 'Intolerance Tracker collects and consolidates incidents of intolerance in South Asia with the help of individuals and communities. Join the movement and add a story!'. This sidebar also includes a small video thumbnail and a 'Map your Story' button. The main content area features a satellite map of South Asia with numerous circular markers of various colors (yellow, red, blue, green) scattered across the landmass, representing different incidents. A specific incident is highlighted with a yellow box and a title: 'BENGALURU'S NIGHT OF SHAME'. The story details a New Year's Eve event in Bengaluru where women were molested. It includes a photo of a crowd, author information ('By Gaurav'), and tags for activism & ideology, religion, caste, gender, ethnicity/race, Others, class, and sexual orientation.



This screenshot shows a mobile browser displaying the 'Declaration of Principles of Tolerance' page. The top navigation bar is identical to the desktop version. The main content features a large heading 'Declaration of Principles of Tolerance' and a paragraph of text explaining the purpose of the declaration. Below this is another paragraph emphasizing the responsibilities of member states. There are also sections about the resolution to promote tolerance and a reference to a UNESDOC document. The bottom of the screen shows a standard mobile UI with a back button, home button, and a 'Map your Story' button.

This screenshot shows a desktop browser displaying the 'Baloch Missing Persons' page. The top navigation bar is identical. The main content features a heading 'Baloch Missing Persons' and a detailed paragraph about the issue, mentioning political importance and family marches. It includes a map of the affected region in Balochistan, Pakistan, with several colored markers. The bottom of the screen shows a standard desktop UI with a back button, forward button, and a 'Map your Story' button.

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