

My Journey into the world of UX



I have started designing about a year from now. There is so much new I have learnt during this time, I have learnt how to use **Figma and Adobe XD** for designing. I have learnt that **doing the research** is very important before starting any new project. I have learnt things in my way through YT videos and some design based tutorial studies on Udemy and Coursera. I have got the course certificate for **Google UX Design** in August. I know FCP also

Lets Talk→

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Nice to hear from you!

My name is Rajendra i am see myself as a Iteration Designer I may have started designing a couple of months back but I am highly passionate about creating **thoughtful experiences with combination of design, business and marketing**. I have done my Bachelors in Mass Media from Lala Lajpat Rai college of Commerce and Economics. I have recently dabbled over Spline and Rive. But I am highly interested in VR and AR creations.

How I work - My Design Process

When it comes to design I always like to approach projects from a **broader perspective**, considering **business goals, user needs, feedbacks** as well as the **overall feel and aesthetic** of the end- to-end experience.

▼ Strategy

- **Asking Questions.** Before jumping into designing doing the research making wireframes and low fidelity prototypes. I ask questions and make sure I get the entire gist of what has to be done things like competitive analysis market research consulting and exploring all the possible solutions.

▼ Design

- **Problem solving.** I me designing is all about problem solving making things easier for the end user is the most important part of designing. Ease in accesibility, IA. Having an heuristic approach where things are easier to find for the user and making things approachable with ease. There will be brainstorming of ideas and visions shared with the team having all hands of deck approach. I love this phase as it allows me to bring all the ideas together from the previous phase into action like the interactions and visual aspect of the design.

▼ Prototyping

- **Bringing designs to life.**As I am a designer and love working with developers as they are ones that will bring the app or website to reality. I understand aspects of coding. I am really appreciate this phase of collaborating with developers in bringing the prototypes to life. Until the finish line and beyond.

▼ Quality Assurance

- **Transparent process.** Complete overview of my design process through regular meetings. After the initial designs I am happy to do user testing with your customers to ensure the best possible solutions for their needs.

Highlighted Projects

Discover how i approach and solve challenges

G Car Rentals App -An app that will allow easier renting of cars

Project Overview

There are many different Car booking apps, but they will have the same premises booking cars available in your area. Some apps will

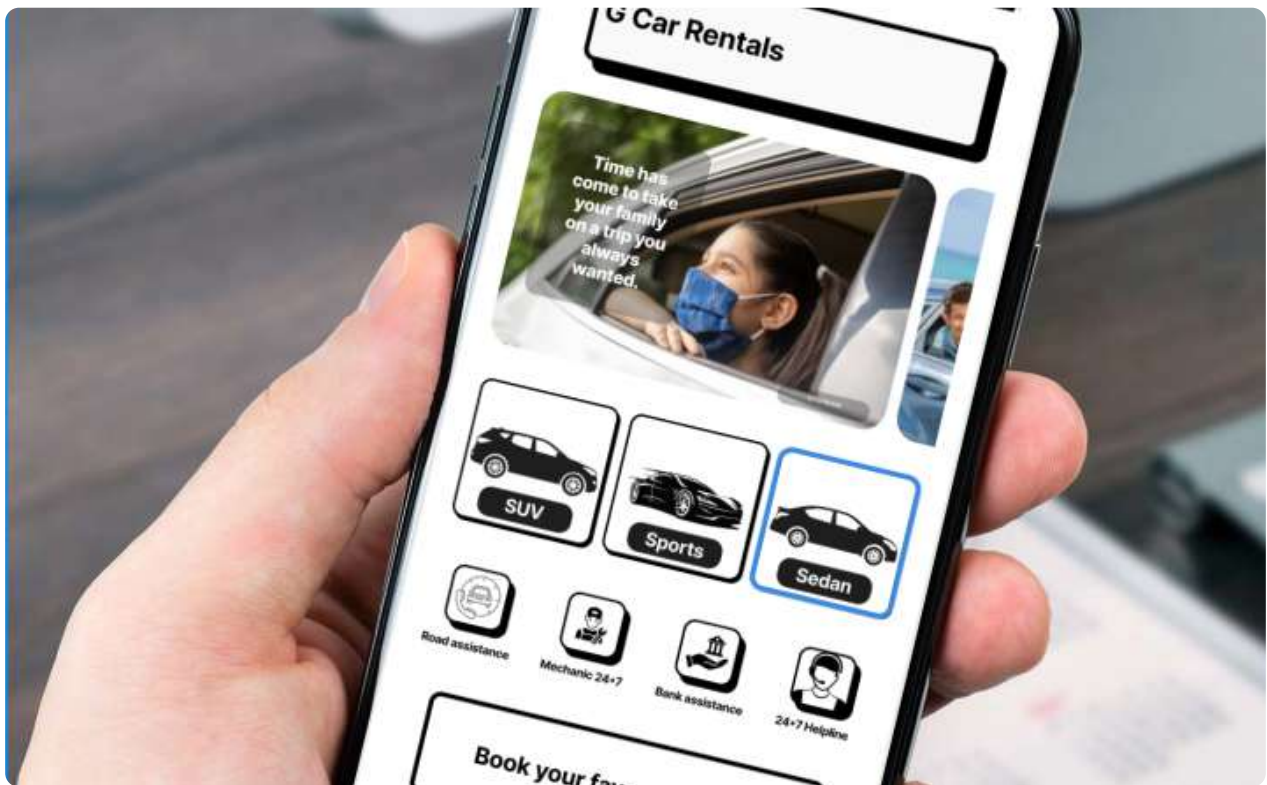


Beskote Bakery -An app that will allow easier buying online coffee and donuts

Project Overview

There are many bakeries in the area but a bakery with a foresight of having a fun and interactive app to order their favourite coffees and





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G Car Rentals App -An app that will allow easier renting of cars

Project Overview

There are many different Car booking apps, but they will have the same premises booking cars available in your area. Some apps will allow you to book cars but there wasn't any personalized touch to it and it seemed very unintuitive.

My main goal was to make the app user friendly and focus on safety of the user and **lots of assists** that will **help the user** have a better feel during the **booking phase** and **driving phase**.

My Role

My role was to understand the market conduct a competitive audit of all other brands in the market I working closely for days to understand that how other brands don't personalize their pages and I conducted. **My role focused on the following key areas** throughout the lifecycle of the project:

- User Research & User Interviews
- Creating end-to-end UX & UI implementations of concept and ideas
- Creating high fidelity animation prototypes

Defining the Key Pain Points

These are the following key pain points I have highlighted

▼ User Research & Interviews

I have done my research by conducting interviews with office going people how they usually travel and what form of transportation do they choose usually. Public transport isn't reliable in remote areas and people can't access a public transport due to timely needs of reaching on time to the work areas.

▼ Defining Key Ideas

Making an app that allows people have a personalized touch of getting their vehicle post they accepting which vehicle they want giving the user options of assorted vehicles such as SUV's and City vehicles which will allow the user choose which vehicle they need particularly.

▼ Low-fidelity idea generation

I have made lo-fi designs on paper and digitally to understand which iteration will be perfect to use it is trial process that how many ever iterations can be made. A method like 8 designs and affinity maps to understand what the user needs and choosing the parts of each design that can be implemented.

▼ High-fidelity polish

For hi-fi designs I went on Figma and made multiple pages with interactions to understand how the user will go through each process and CTA button. How does it feel and how it looks most importantly with a clear typeface and white space being maintained. Vibrant colors and gradients that will make certain areas pop out and give a more personalized feeling to the user.

▼ Prototyping

Prototyping is the most fun part for me as all the pages combined need a good smooth transition from page to page and buttons that have a states and interactions being the most important aspect of prototyping step. It's the most fun part for me as I love to see the app come to fruition and how the user will feel whilst using the app.

▼ Implementation with real-data within the real app

The data that was accumulated and accessed before the ideation phase where all affinity maps and brain storming phase coming up with ideas on what new can be added and what can give my app an edge against the market. Some of the ideas that I wanted to put was real time camera capturing and payment gateways that will make it easier for the user to find their vehicle of choice and make quick payment for an easy experience.

Early Concepts

During the early concepts our goal was to create a simple system where the user can browse through the available vehicles in their areas, but then decided emphasis on a search system algorithm where the user can filter their needs such as are they looking for a city vehicle as in a hatchback or a SUV then, I have emphasised on the price filter as whenever someone wants to book a vehicle pricing is place where usually companies see drop rates so to avoid that I have given a simple slider bar where the user can choose their choice of price range making it easier to see and understand. Later I have given options like colours,insurance,brands, top picks and date choices which were the most important features that had to be implemented.

Concept #01- Findings

So basically the most important thing was to create a platform where the user can feel free to browse through vehicles of their choices, making it easier to come to which vehicle they want and when some easy steps to get the car of their choice. There have been a lot iterations of how can we make this look simple and efficient as these were the main qualities I wanted to highlight.



Concept#02-Finding

In this part we wanted to advance the search algorithm to be simple and efficient as these are the main qualities we wanted to focus on Its very important to understand that the user should be intimidated with the process of choosing the vehicle of their choice.



End Result

I wanted the overall experience to be simple and easy and efficient to use as today's youth and people want an easy experience which will allow them to book their vehicle and ease into the feeling of being secured and rest assured. It has to be feeling that feels no different from any other app and being able to have a clear approach towards having your ride secured.

Impact Generated with the New Version of the app

With the new versions which are constantly going to be worked upon new features such as more vendors wanting to sign in an easier fashion and more vehicles with securing the new upgrades and the app will be transformed to the ultimate guide to booking a vehicle.

- **New features** in the P2
- Easier way to **register new vehicles** within the app
- Having an overall **secure driving experience** for **women drivers and owners**
- On deck **camera within the app**



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Beskote Bakery -An app that will allow easier buying online coffee and donuts

Project Overview

There are many bakeries in the area but a bakery with a foresight of having a fun and interactive app to order their favourite coffees and donuts is something we all are looking for so for Beskote bakery I envisioned a super intuitive and interactive app that will allow users add their favs and order quickly and easily.

Our main goal was to make the app user friendly and focus on user and **lots of cues** that will **help the user** have a better feel during the **ordering phase**.

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Defining the Key Pain Points

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▼ User Research & Interviews

I have done my research by conducting interviews with college going people and near by office going folks. They wanted this intuitive+interactive app that will allow them order their coffee's and donuts on the go without waiting in a line for 20 mins plus. In one of the interviews a student had an interesting point that coffee is an essential that he would not get anywork college work done without a good trenta cup of coffee.

▼ Defining Key Ideas

Making an app that allows people have a personalized touch of getting their coffee and donuts and other sweets and savouries on the go. So the app had to be interesting with big and loud images of the products and concise content on the product.

▼ Low-fidelity idea generation

I have made lo-fi designs on paper and digitally to understand which iteration will be perfect to use it is trial based process that how many ever iterations can be made. A method like 8 designs and affinity maps to understand what the user needs and choosing the parts of each design that can be implemented.

▼ High-fidelity polish

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▼ Implementation with real-data within the real app

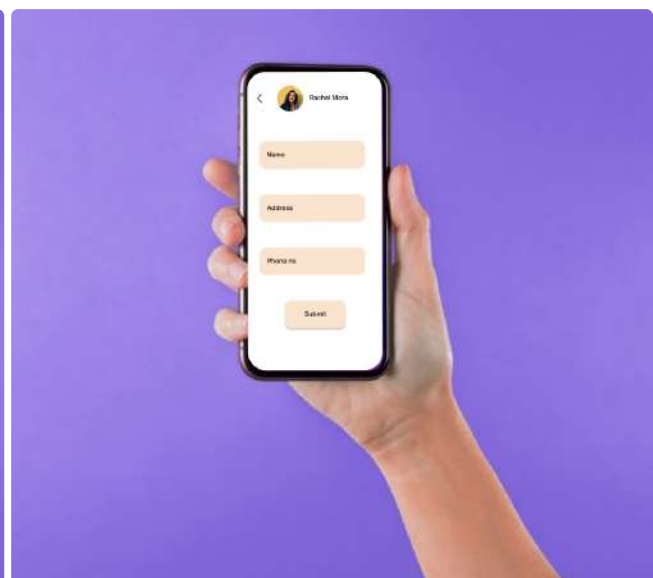
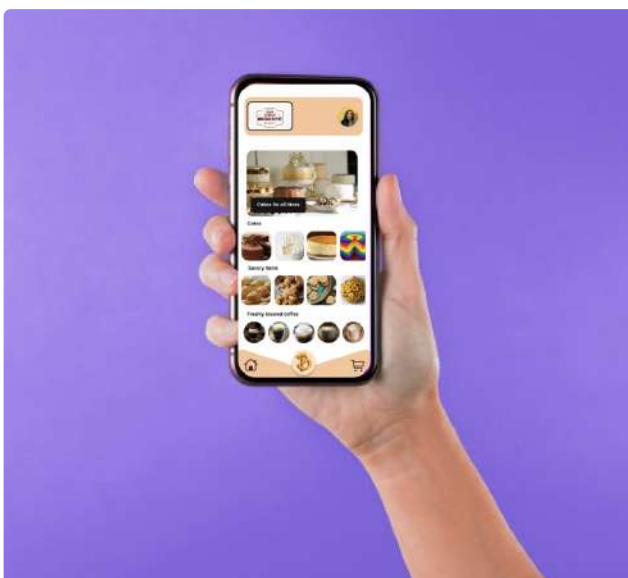
The data that was accumulated and accessed before the ideation phase where all affinity maps and brain storming phase coming up with ideas on what new can be added and what can give my app an edge against the market. Some of the ideas that I wanted to put was that how the products are health conscious based as in gluten free and sugar free as in today's world of stress and depression rates the food products have to an edge with this information which will make the user stress free and order without any complications.

Early Concepts

During the early concepts our goal was to create a simple system where the user can browse through the assortment of items available on the menu such as coffee's and sweets and savoury dishes. A three process filter that will allow the user to browse through the coffee,sweets and savoury section with elaborate images and concise content related to the dishes with pricing and time allocation given high priority.

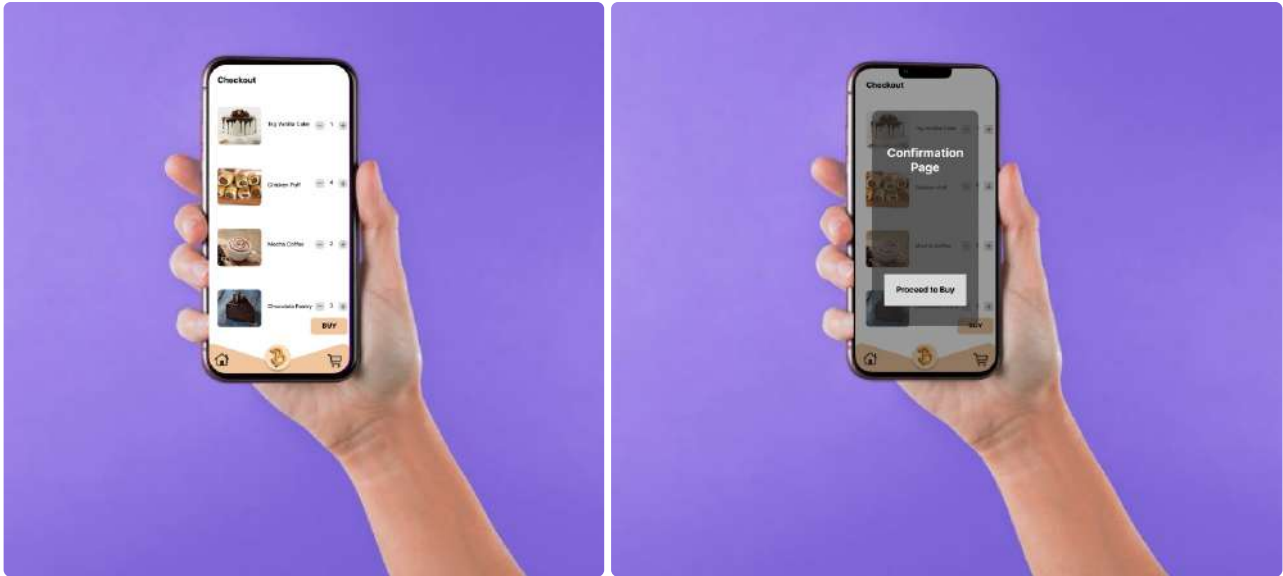
Concept #01- Findings

So basically the most important thing was to create a platform where the user can feel free to browse through the three sections of coffee sweets and savoury. In the app I have focused on the profile also as each person have their own preferences which allows for the analytics to have a clear view on each profile past orders and giving them a specialized suggesstions on what is the hot take for today! Whenever there is a personalized section for the user, the user may feel good and come back and make their orders quick and accessible.



Concept#02-Finding

In this part we wanted to have a quick transaction option as there are most numbers of fall rate when it comes to adding what you want in the cart and then the user drops the whole order not going ahead and making the purchase. So I wanted to have a clear payment gateway option and make it easier for the end user to immediately add to cart and then make payment via Unified Payments Interface (UPI) or cash. Today's youth wants things fast and in an easy manner.



End Result

I wanted the overall experience to be simple and easy and efficient to use as today's youth and people want an easy experience which will allow them to order their cup of Trenta or Venti coffee on the go via the app without any hinderance a seamless experience and enjoy their day with delightful sweets and savoury items. The app has a great interface for all ages to order their goodies and have a great day.

Impact Generated with the New Version of the app

With the new versions which are constantly going to be worked upon new features such as more vendors wanting to sign in an easier fashion and more vehicles with securing the new upgrades and the app will be transformed to the ultimate guide to booking a vehicle.

- **New features** in the P2
- Easier way to find **health based products** within the app
- Having an overall having a great **treat for their eyes and taste buds**