

**Ashish Shashi Choudhary**  
UX Researcher

CV

\

Case Study 1

Case Study 2

Case Study 3

Case Study 4

\

Other Researches

Involvement:

Strategy // Design // Deployment // Assessment

Strategy // Design // Deployment

Design // Deployment // Assessment

Student Project

I am a Hyderabad-based user researcher, I use various research methods to understand User Goals. My career objective is to go the last mile with textbook jargon (Empathy, Pain, Delight, etc.) and academic aspects, contextualizing all my learnings specifically for "User" with their class, religion, caste, gender, ability both cognitive and physical, location, culture, etc. I try my best to use "language" and "poetry" as tools to understand what the user has to say and how the said can be translated into products, services, screens, shapes, spaces, forms, colors, copies, etc.



## **as a UXer I am equipped to**

- Conduct user research for improved CX in B2B, B2C, and SaaS.
- Collaborate with diverse stakeholders across business, development, sales, and design teams.
- Plan, execute, and analyze user research and usability testing.
- Generate insights from research data for design decision-making.
- Create UX research reports and presentations for stakeholders, customers, and product owners.
- Publish knowledge through research papers, case studies, infographics, films, and poems.

## Industry

*Senior Associate UX , SKS Business Services, Aug'23 - Till Date*

*Assistant Manager, UX Research, Matrimony.com, Sep'21 – May'23*

*Lead UX Designer, HerCircle.in, Reliance Foundation, Jan'21 - Sep'21*

*Instructional Designer(contract), Ministry of Tourism, May'20 - Aug'20*

*Visual Designer, GIDDH Accounting Software, Jun'20 - Aug'20*

*Senior Interaction Designer, ValueLabs, Aug'19 - Apr'20*

*UX Research Intern, 15 Weeks, GlicTech Pvt. Ltd, May'18 - Jul' 18*

*Project Management Intern, 13 Weeks, M/S Holistics BS JV, Dec'15 - Mar'16*

*Urban Design Intern, 15 Weeks, Centre for Green Mobility, Jun'15 - Sep'15*

*Intern Architect, 19 Weeks, [SCIENTIST] architects, Aug'13 - Dec'13*

## Academia

*Postgraduate, M.Des, Visual Communication, IIT Hyderabad, Jul'17 – Jul'19*

*Graduate, Architecture, MITS Gwalior, Sep'11 – Jun'16*

*PG Diploma, Urban Planning, IGNOU New Delhi, Jan' 17- Jan'20*

*PG Certificate, M.Phil, IGNOU New Delhi, Sep'22 – Sep'24*

*Visiting Assistant Professor, NIFT Chennai, Nov'22 - Apr'23*

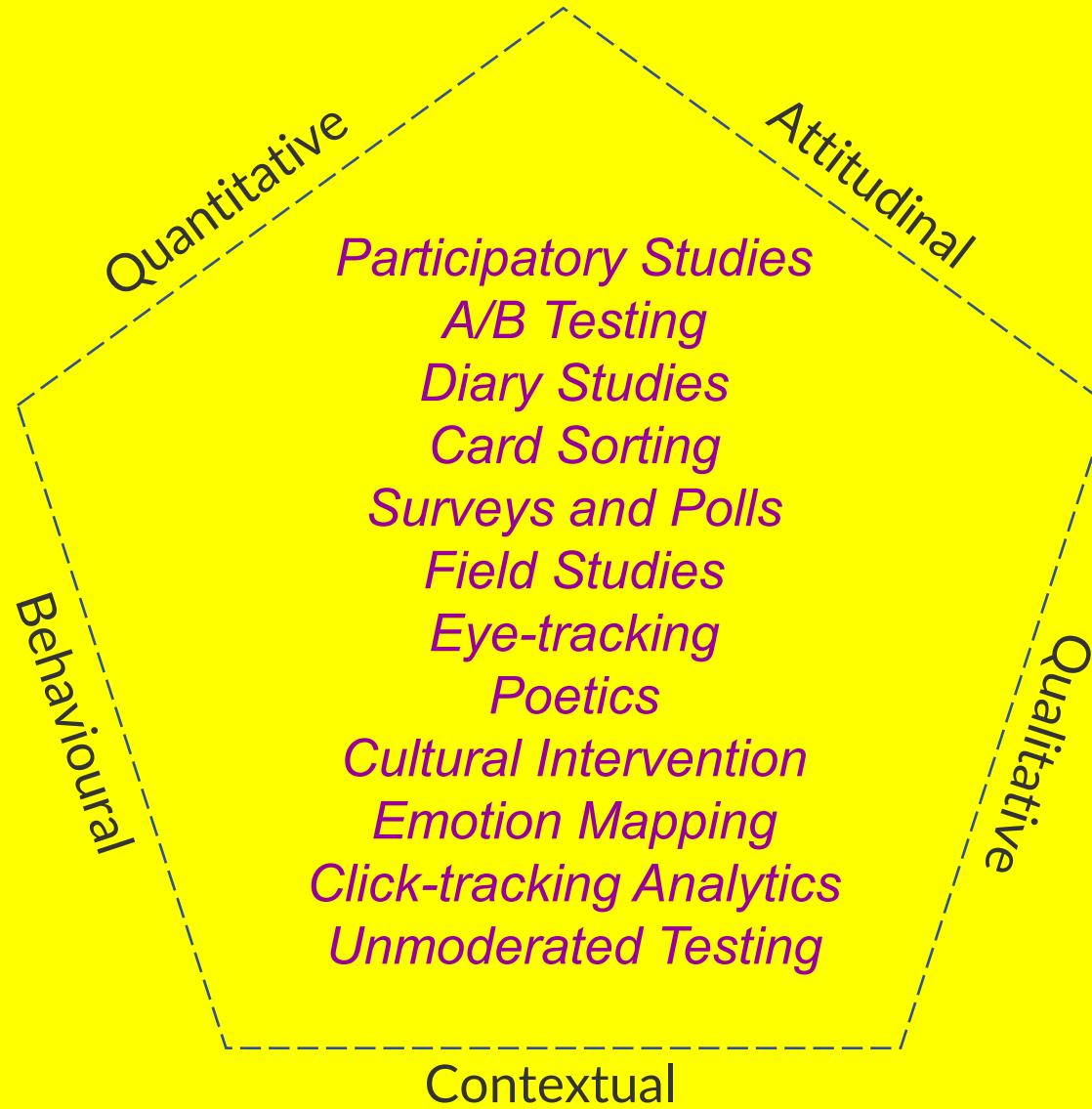
*Visiting Assistant Professor, SVVV Indore, Nov'20 - Dec'20*

*Assistant Professor, Sage University Indore, Jul'20 - Dec'20*

*Assistant Professor, MITS Gwalior, Sep'16 - Jun'17*

*30+ research papers published in national/international journals and Presented at 15+ national/international conferences.*

## Methods



## Live Projects

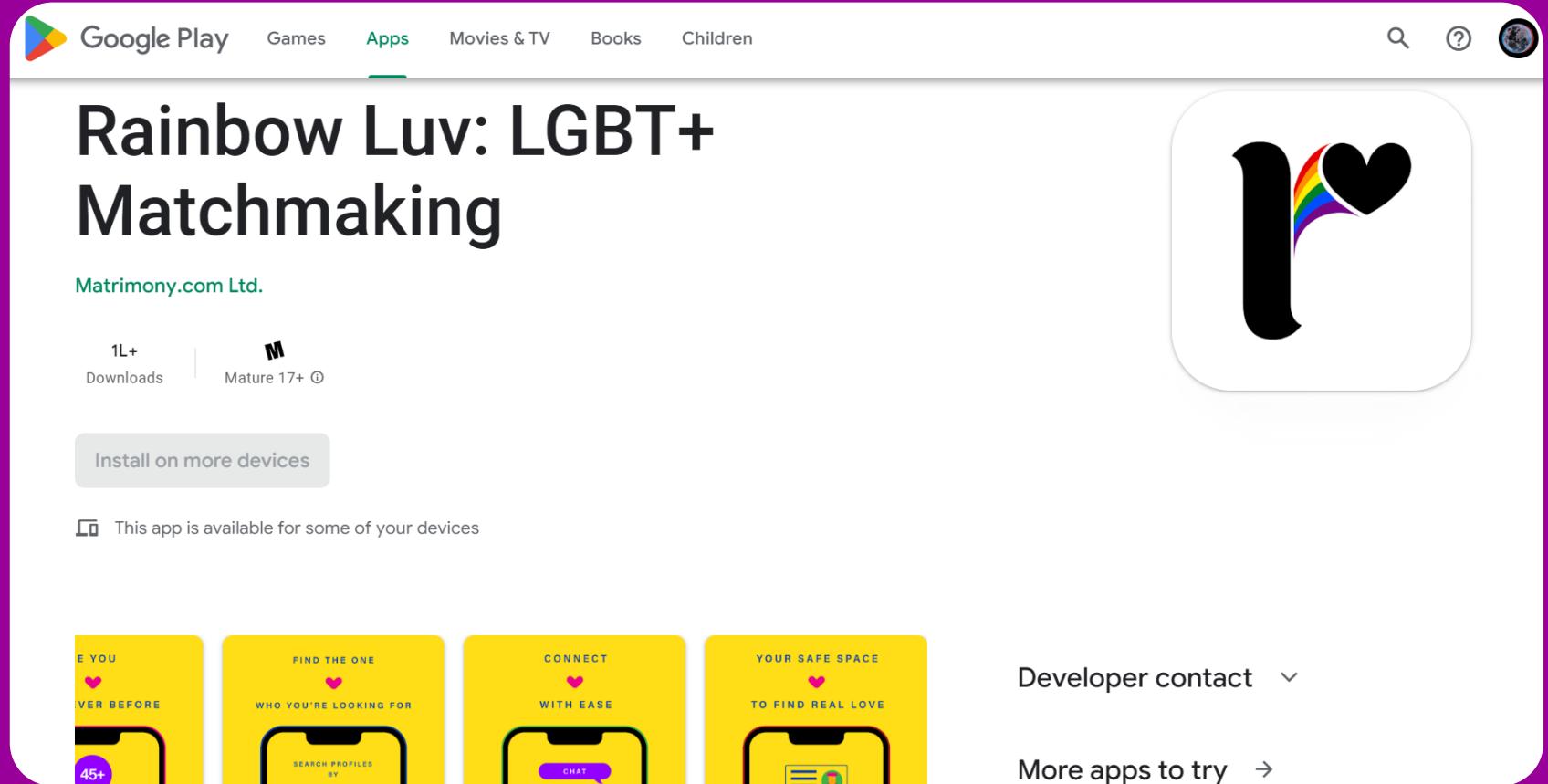
RainbowLuv

matrimony.com || mobile app

*Research Touchpoints*

*Design Process*

*MVP*



The image shows the Google Play Store listing for the "Rainbow Luv: LGBT+ Matchmaking" app. The title is prominently displayed at the top. Below it, the developer is listed as "Matrimony.com Ltd." The app has over 1M+ downloads and is rated "M" for Mature 17+. A button to "Install on more devices" is visible. A note indicates the app is available for some devices. Four screenshots of the app interface are shown, featuring yellow backgrounds and text like "E YOU VER BEFORE", "FIND THE ONE WHO YOU'RE LOOKING FOR", "CONNECT WITH EASE", and "YOUR SAFE SPACE TO FIND REAL LOVE". To the right, there are links for "Developer contact" and "More apps to try". The Google Play navigation bar is visible at the top.

Google Play Games Apps Movies & TV Books Children

# Rainbow Luv: LGBT+ Matchmaking

Matrimony.com Ltd.

1M+ Downloads M Mature 17+ ⓘ

Install on more devices

This app is available for some of your devices

E YOU VER BEFORE

FIND THE ONE WHO YOU'RE LOOKING FOR

CONNECT WITH EASE

YOUR SAFE SPACE TO FIND REAL LOVE

45+ SEARCH PROFILES BY CHAT

Developer contact →

More apps to try →

**Statement:**  
To design a matchmaking app for Indian LGBTQ+ Users.



**Brief:**  
To consider both the image and seriousness of matrimony parent brand and come up with a matchmaking service that caters to every possible user coming under the umbrella of LGBTQIA+ community

## **Research Touchpoint**

*Cultural and Social Context  
User Demographics and Behaviors  
Privacy and Safety  
Inclusivity and Representation*

- To explore LGBTQ+ landscape in India: culture, social norms, and legal framework to understand acceptance, attitudes, and challenges faced by the community across regions.
- To study LGBTQ+ demographics in India: age, gender, sexual orientation, and regional diversity. Explore mobile usage patterns, app preferences, and technological literacy among the community.
- To investigate the specific risks and safety considerations: explore ways to incorporate features such as privacy controls, reporting mechanisms, user verification, and anti-harassment measures to foster a safe and inclusive environment.
- Acknowledge diverse LGBTQ+ community in India: consider various gender identities, sexual orientations, and relationship dynamics. Create an inclusive app that allows users to express their identities and preferences accurately. Avoid assumptions, stereotypes, or biases in design and content.
- To Explore LGBTQ+ users' verbal and visual culture: research their language, symbols, and visual representations to create a more immersive and culturally relevant experience.

# The Genderbread person

by Sam Killerman



## Sex

Objectively measurable organs hormones and chromosomes

*Male-Intersex-Female*



## Gender Identity

What you think about yourself, how you interpret the chemistry of your hormones

*Man-Genderqueer-Woman*



## Gender Expression

How you demonstrate your gender, based on cultural norms, dress, behave, move and interact

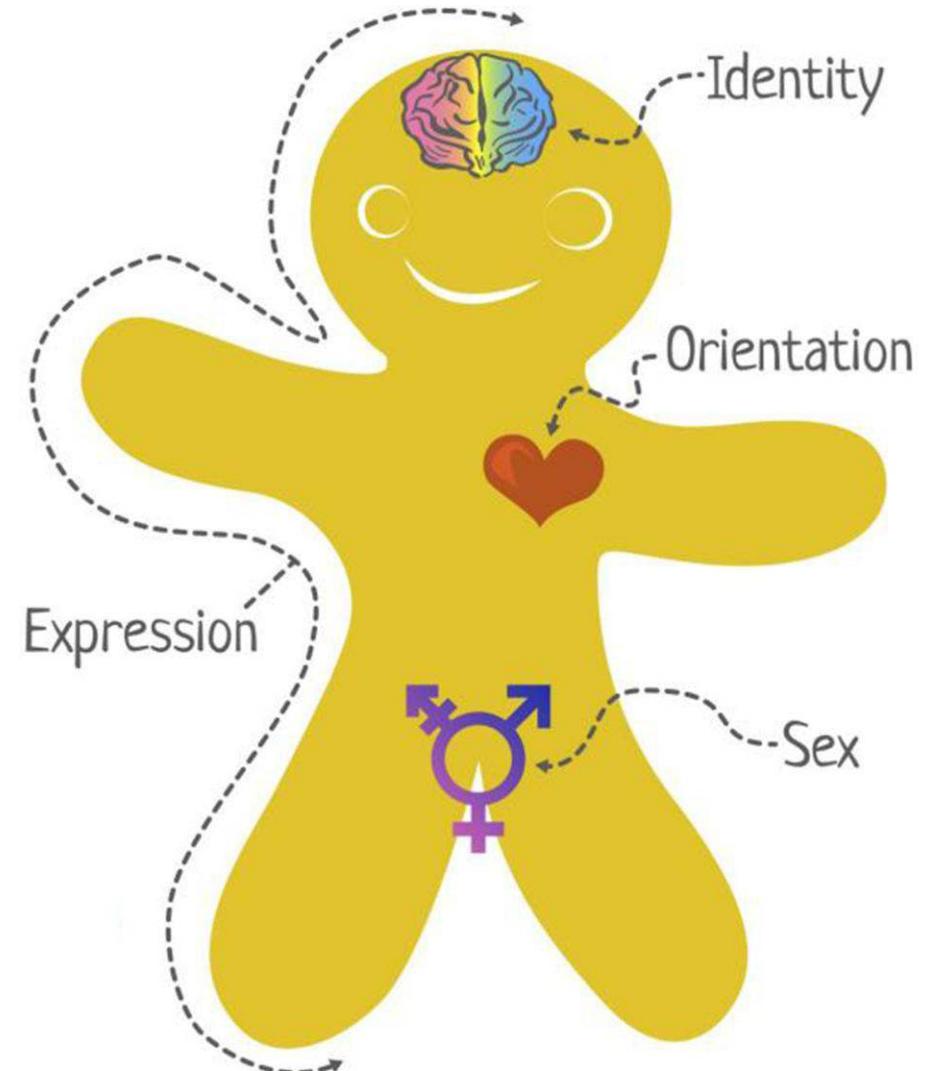
*Masculine-Androgynous-Feminine*



## Orientation

who you are romantically, sexually, mentally, physically, emotional, spiritually attracted to, may or may not depend on ones gender

*Heterosexual-Asexual-Homosexual-Bi/Pansexual*



L	<b>Lesbian</b> a woman who is primarily attracted to women
G	<b>Gay</b> a man who is primarily attracted to another man. Sometimes a broader term used for people attracted to same gender. Also a slur acclaimed by all queer people as umbrella term in pop-culture
B	<b>Bisexual</b> earlier, An Individual attracted to both same and opposite gender. Anyone who is attracted to more than one gender. Interchangeably used for Pansexual
T	<b>Transgender</b> Anyone whose gender identity differed from the sex assigned to them at birth
T	<b>Transsexual</b> An outdated term that was used in medical fields and psychology for people who have changed into any other gender identity through surgery and hormones
Q	<b>Queer</b> Currently a term broadly used for people who don't fall under cis-heteronormative ideas of being, Earlier used as slur for "odd" depending on who and why is saying that
Q	<b>Questioning</b> Anyone who is questioning their identity in terms of who they are attracted to, what their gender identity and expression
I	<b>Intersex</b> A person with a biological condition where one's bodily characteristics, specifically genitals don't fit in the binaries of male or female
A	<b>Asexual</b> lack of sexual attraction to others, or a low interest in sexual activity <b>Agender</b> a person who does not identify themselves as having a particular gender <b>Aromantic</b> a person who has no interest in or desire for romantic relationships
P	<b>Pansexual</b> attracted to people irrespective of their gender or all genders
+	+ the gender identities and sexual orientations that are not specifically covered by the other five initials, identities yet to be discovered, accepted // to avoid acronym soup

# queer (adj.)

c. 1500, "strange, peculiar, odd, eccentric," from Scottish, perhaps from Low German (Brunswick dialect) *queer* "oblique, off-center," which is related to German *quer* "oblique, perverse, odd," from Old High German *twerh* "oblique" (from PIE root **\*terkw-** "to twist"). For the suggested sense evolution, compare **cross** (adj.). But OED is against this etymology on grounds of timing and sense.

The meaning "appearing, feeling, or behaving otherwise than is usual or normal" is by 1781. The colloquial sense of "open to suspicion, doubtful as to honesty" is by 1740. As a slang noun, "counterfeit money," by 1812; to *shove the queer* (1859) was "to pass counterfeit money. *Queer Street* (1811) was the imaginary place where persons in difficulties and shady characters lived, hence, in cant generally, "contrary to one's wishes."

Sense of "homosexual" is attested by 1922; the noun in this sense is 1935, from the adjective. Related: *Queerly*. *Queer studies* as an academic discipline is attested from 1994.

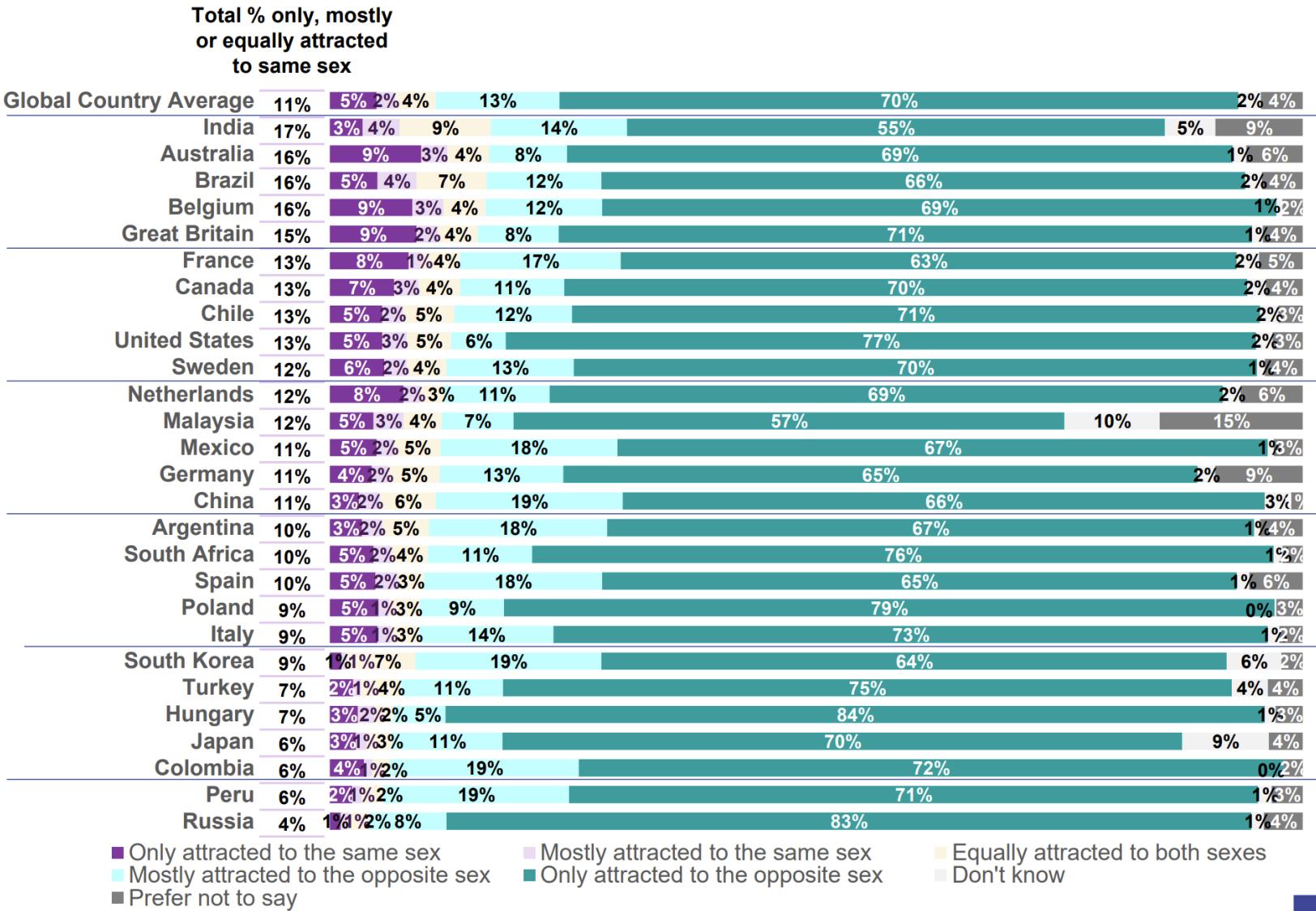
Among the entries in the 1811 "Lexicon Balatronicum" are: *Queer as Dick's Hatband* "Out of order without knowing one's disease"; *Queer Bitch* "An odd out of the way fellow"; *Queer Ken* "A prison"; *Queer Mort* "A diseased strumpet"; *Queer Rooster* "An informer that pretends to be sleeping and thereby overhears the conversation of thieves in nightcellars."

# LGBTQIA+ || decoding

Term	Addition	When and Why
Gay		Before 1971, associated to scholars, philosophers and knights and their relationship patterns, it has the story of reclaiming a SLUR
LG	Lesbian	Sappho, great poet was from the island of lesbos celebrated WLW (hence the term Sapphic) started appearing in 1890s
LGB	Bisexual	Early 70s till late 90s
LGBT	Transgender	60s to 90s, Virginia Prince, who argued that sex and gender are separate entities
LGBTQ	Queer, Questioning	origin 1910s, also a reclaimed slur in 1990s, media appearance after 2015, USA Legalization
LGBTQI	Intersex	Included because neither a gender nor an orientation but a biological condition, started appearing in 1999
LGBTQIA	Agender, Asexual, Aromantic	Started appearing after 1981

# SEXUAL ATTRACTION BY COUNTRY

Q. Which, if any, of the following, best describes how you think of your sexual orientation?



Base: 19,069 online adults aged 16-74 across 27 countries

\* Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

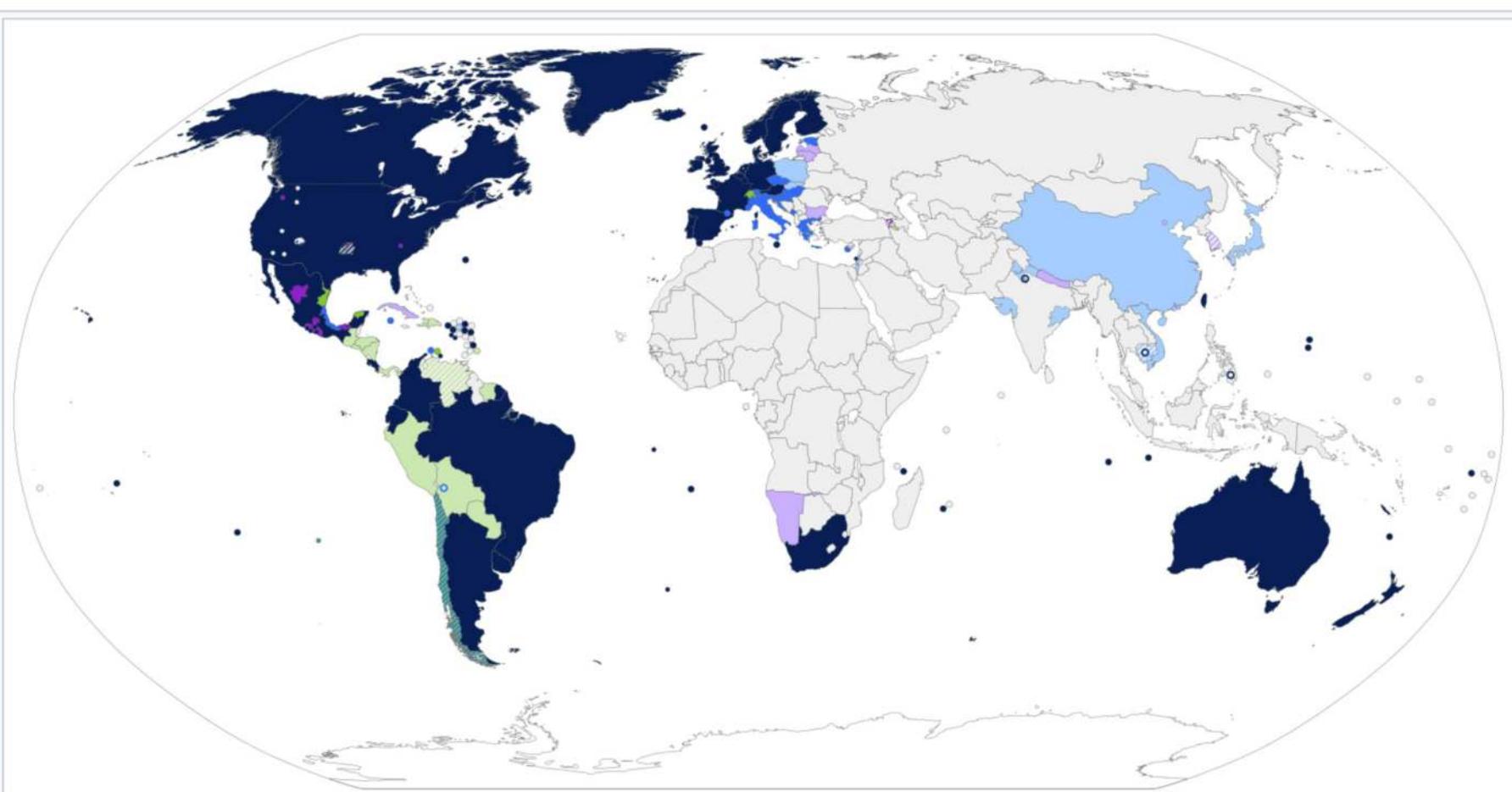
% of Indians	
2	identify other than Male or Female
45	not want to fit in cis-het norms
3	say they are attracted to same gender
9	say they are bisexual
1	say they are pansexual/omnisexual
2	say they are aces
60	say they know people from community
44	say same sex marriages should be allowed
56	say their view on same sex marriage has changed in last 5 years
66	think adoption and child care rights for same sex couples shuold be same as straight couples
88	say they have/want to support community

**23+**

sexual orientations

**58+**

gender identities



- [Dark Blue Box] Marriage open to same-sex couples (rings: individual cases)
- [Blue Box] Civil unions or domestic partnerships
- [Green Box] Legislation or binding domestic court ruling establishing same-sex marriage, but marriage is not yet provided for
- [Purple Box] Same-sex marriage recognized with full rights when performed in certain other jurisdictions
- [Light Blue Box] Limited legal recognition (unregistered cohabitation, legal guardianship)
- [Light Blue Box] Local certification without legal force
- [Light Purple Box] Limited recognition of marriage performed in certain other jurisdictions (residency rights for spouses)
- [Light Green Box] Country subject to an international court ruling to recognize same-sex marriage
- [Light Gray Box] Same-sex unions not legally recognized

## **shortcomings in existing options || navigating through dating apps**

no verification

not enough representation

still works in binaries

rigid questions and parameters// no space for people who are “questioning”

long process

geography, radius based algorithm

no filtering

not enough report options

no on-platform sensitization

subtleness adds to the taboo



**Grindr**  
Caters to GBT  
Jumped to  
L sphere in 2021



**Hornet**  
Caters to GBT  
emphasis on LTR



**Jack'd**  
Caters to GBT  
emphasis QPOC



**HER**  
Caters to LBT  
17 SOs and 18 GLs



**Hinge, Tinder, Bumble**  
Inclusive



**Lex**  
Caters to BT  
destigmatization



**J Swipe**  
inclusive  
for Jews



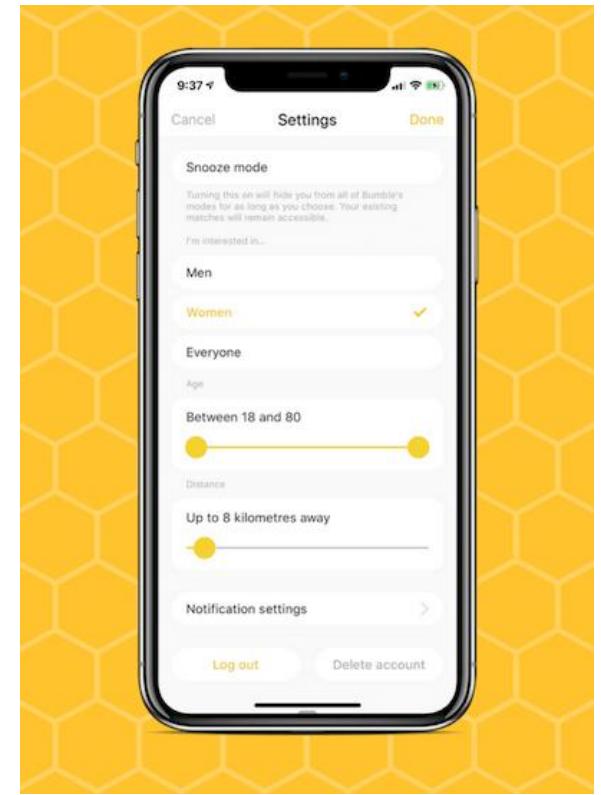
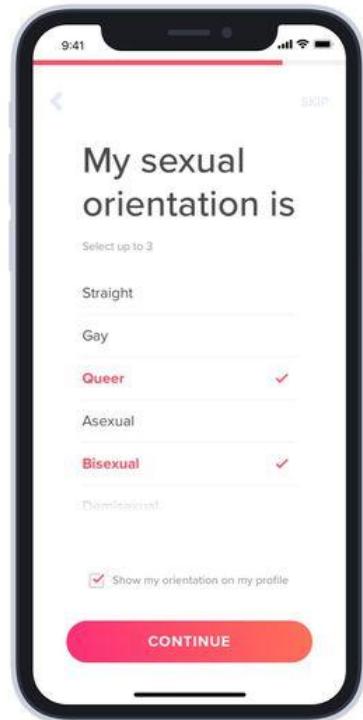
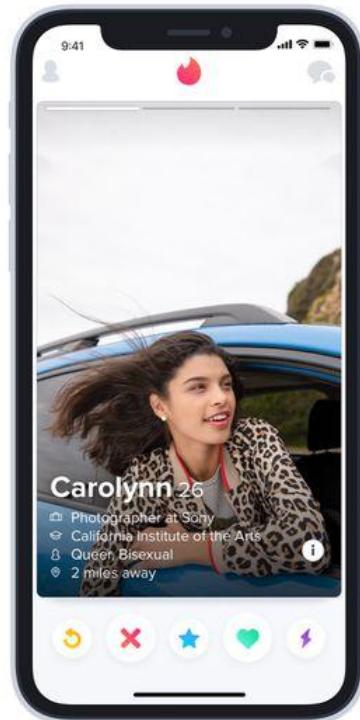
**Scruff**  
caters to GBT  
for HIM



**The League**  
caters to all queers  
career and  
profession oriented



**FEELD**  
caters to all queers  
ENM oriented



Name Debbie  
Gender Enby  
Pronouns They/Them  
Orientation Toric  
Age 27  
Language Bengali/Hindi/English  
Location Hyderabad  
Education College Dropout  
Occupation Freelance Designer

says

have used planet  
romeo, grindr,  
tinder and bumble

thinks

some schooling can  
happen on the product  
itself

wants

something to be done  
for verbal violence

resents

missing representations

Name	<b>Jayant</b>
Gender	Man
Pronouns	He/Him
Orientation	Gay
Age	38
Language	English/Tamil/Hindi
Location	Hyderabad
Education	MA
Occupation	Technical Writer

says

been using different  
web means to find  
dates, not satisfied

thinks

safety is not given a lot  
importnace

wants

more meaningful  
conversation/relations  
real people

resents

fake profiles

Name	<b>Meghna</b>
Gender	Enby
Pronouns	They/Them
Orientation	Pansexual
Age	23
Language	English/Telugu/Hindi
Location	Ganjam, Hyderabad
Education	BA
Occupation	Works in a NGO

says

the divide will always  
be difficult to bridge

thinks

all identities and  
individuals should be  
given space

wants

to know people's intent

resents

forced binaries on  
these apps

Name	Tanushree
Gender	Enby
Pronouns	They/Them
Orientation	Pansexual
Age	25
Language	English/Hindi
Location	Hyderabad/USA
Education	Political Science
Occupation	Sexuality Educator

says

Partnership is needed

thinks

along with a service to  
meet, something to teach

wants

to know more about  
people before starting  
to talk

resents

Pinkwashing in the name  
of inclusion

Name	<b>Unati</b>
Gender	Enby
Pronouns	They/Them
Orientation	Pansexual
Age	25
Language	English/Hindi
Location	Mumbai
Education	Masters in Counselling Psych
Occupation	Psychologist

says

haven't found anything meaningful yet on these apps

thinks

interests and information is of no use  
(from hook up pov)

wants

to be more poly accepting

resents

when identity is questioned

Name	Riddhi
Gender	Enby
Pronouns	They/Them
Orientation	Lesbian
Age	24
Language	English/Hindi
Location	Hyderabad/Canada
Education	Graduate
Occupation	Teacher

says

there is no much  
lesbian rep

thinks

it takes time to start a  
convo, you need to know  
a bit about the person

wants

people to express intent

resents

FAST nature of dating

## **challenges faced by the community || *finding a partner***

### **social and cultural Challenges**

dehumanization, acceptance

no proper education, and information dissemination

over-sexualization in media with ill connotations

no rules and laws against discrimination/for safety

institutions and norms of union

bio-essentialism

stigma (various forms)

heteronormative culture

## **challenges faced by the community || *finding a partner***

### **emotional Setbacks**

no sensitization

hostility, bullying

dysphoria, homophobia, biphobia, transphobia

harmful language

no pan-India presence of any exclusive(that is inclusive) service

missing representation

binary functioning

safety and abuse

no community issue specific reporting

# **interaction touchpoints|| action architecture**

**registration**  
contact  
you identify as  
if you are intersex  
pronouns  
interested in  
profile tags  
Name  
Marital Status  
DoB  
Height  
Languages  
Location  
Education  
Profession  
Salary  
belief  
picture

**verification**  
mobile number  
selfie verification  
ID Verification

**search**  
preferences on the  
basis of gender,  
orientation, location,  
occupation etc.

## **interaction assets|| art and copy intervention**

### **Assets**

Logo  
Tagline  
Brand Color  
Brand Fonts  
Tone  
Language  
Imagery

### **Considerations**

No Gender Binaries in Illustration  
No Beauty/Body Standards  
Harmony with icons

### **Visual Language**

Abstractism  
Cubism  
Expressionism

# visual culture among queers || why so many flags



started when in 1970s queer people started reclaiming “The pink triangle” that was used in concentration camps to identify men charged on the grounds of Homosexuality



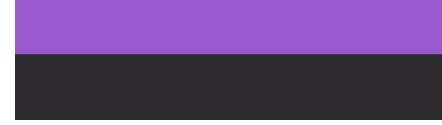
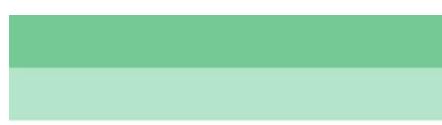
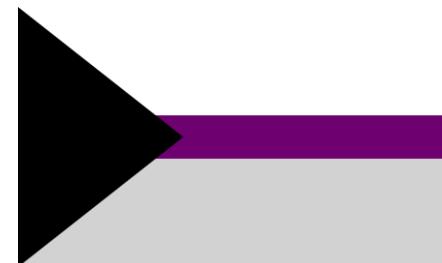
Gilbert Blake, gay soldier devised the design with Harvey Milk, owned by MoMA.



Hot pink was removed because dye was difficult to produce.



6 color version since 1979, Royal Blue replaced both Turquoise and Indigo as the dye used to bleed.



## colourful world of queers || *art activity with queer influencers*

yourself

your identity

your pride flags

your friends

your partners

your safe space

something that makes you happy

something that makes you feel euphoric

what utopia looks like to you

ideal gay bar

your DRAG king/queen/majesty self

if your parents were gay

if you went to all gay school

your version in parallel gay universe



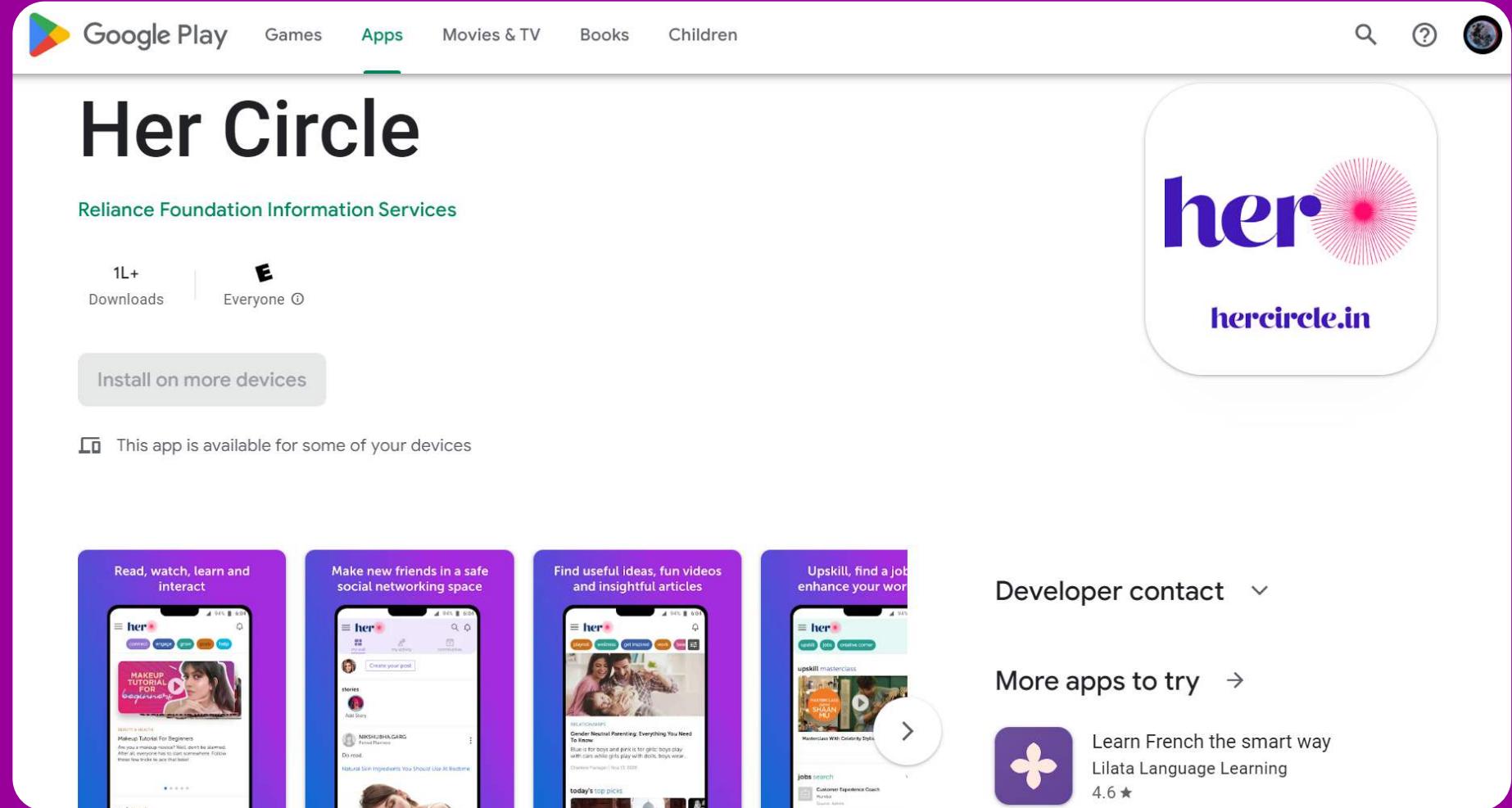
# HerCircle

Reliance Foundation || mobile app + Website

*Research Touchpoints*

*Design Process*

*MVP*



The image shows the Google Play Store page for the "Her Circle" app. At the top, the app's name "Her Circle" is displayed in large letters, followed by "Reliance Foundation Information Services". Below this, it says "1L+ Downloads" and "Everyone". A button labeled "Install on more devices" is present. A note indicates that the app is available for some of the user's devices. Four screenshots of the app interface are shown, each highlighting a different feature: "Read, watch, learn and interact", "Make new friends in a safe social networking space", "Find useful ideas, fun videos and insightful articles", and "Upskill, find a job enhance your wor". To the right, there is a large circular graphic containing the "her" logo and the website "hercircle.in". Below the screenshots, there are links for "Developer contact" and "More apps to try".

Google Play Games Apps Movies & TV Books Children

# Her Circle

Reliance Foundation Information Services

1L+ Downloads Everyone

Install on more devices

This app is available for some of your devices

Read, watch, learn and interact

Make new friends in a safe social networking space

Find useful ideas, fun videos and insightful articles

Upskill, find a job enhance your wor

Developer contact

More apps to try

Learn French the smart way  
Lilata Language Learning  
4.6 ★

**Brief-**

Skin & Haircare is an app that helps users take care of their skin & hair with daily insights, beauty tips and recommendations.

**Target group-**

Female between 15 to 50 yrs of age

**Task-**

- 1.Create a home page for this app with following design elements
  - a. Creative Banners
  - b. Navigation bar
  - c. Skin & Haircare related tips, article, or content design or how it will be displayed
  - d. Any unique feature that you would like to add
- 2.Social media creative for the launch of app
  - a. With retro illustration style
  - b. Non illustration, commercial art format

# **Identity**

## IDENTITY

- skin and hair care app

→ sand h

→ s & h

→ she  
she

she

S H E

SKIN AND HAIR EXPERT

she      she      she      she      she      she  
              she      she      she      she      she  
              she      she      she      she      she  
              she      she      she      she      she  
              she      she      she      she      she

she  
skin and hair expert

she

SKIN & HAIR EXPERT

she

she

she

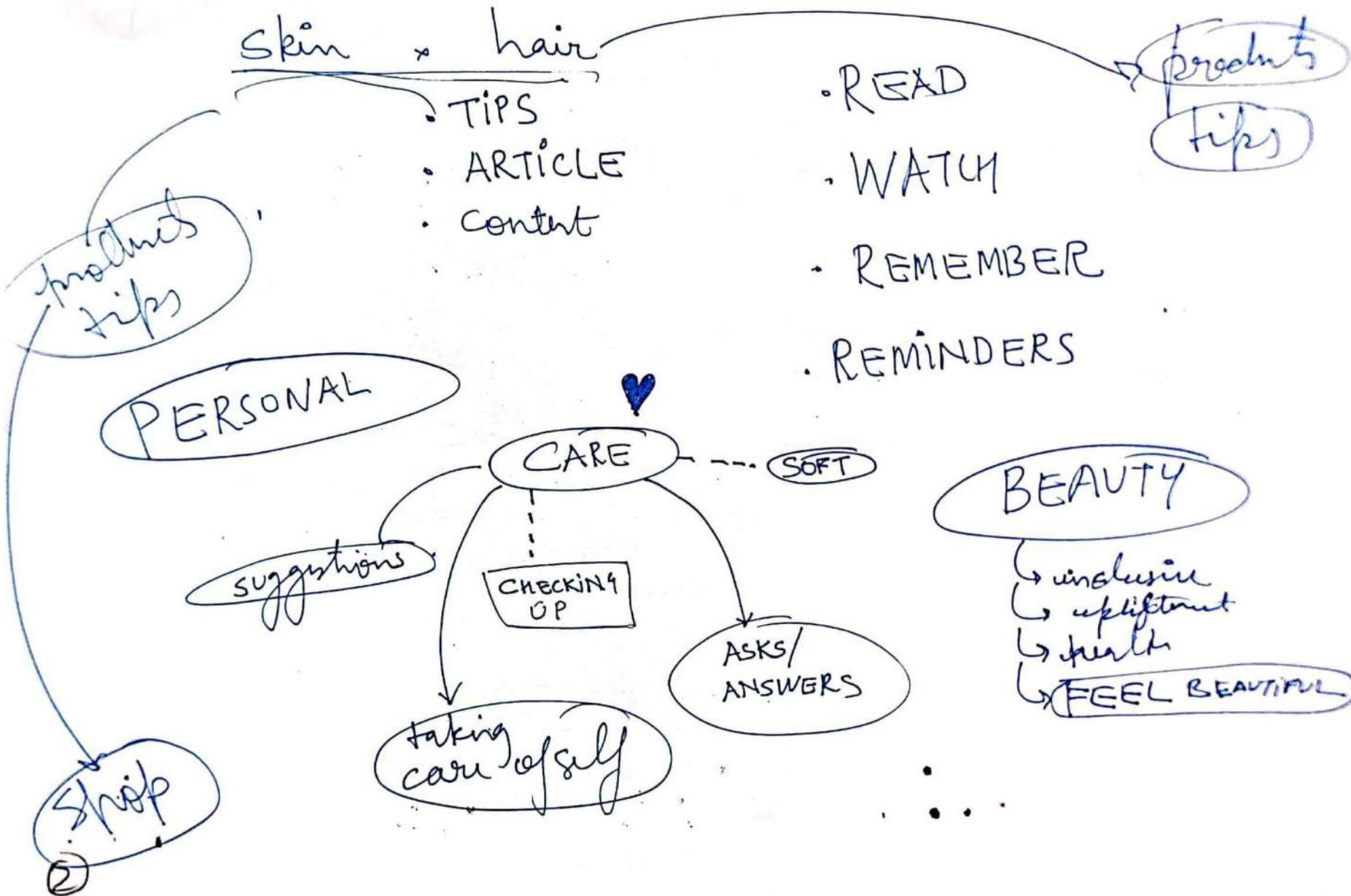
she

she

she      she

she

# **Mind Mapping**



- GENERAL

- TIPS

- ARTICLES

- RECOMMENDATIONS

- SHOP

- ↳ product review

- PERSONAL

- tracker

- ↳ sleep tracker

- period tracker

- diet plan

- meeting / talking  
experts

- around me

- ↳ salons around me

- doctors around me

- shops around me

# **Empathy Mapping**

# PERSONA |

MANSI  
22, student  
shelter/they

## MOTIVATION

### PRICE:

• • • • • • • • •

### CONVENIENCE:

• • • • • • • • •

## GOALS

- TO BE REGULAR AT TAKING CARE OF HERSELF

## FRUSTRATIONS

- LITTLE PATIENCE
- MOSTLY LAZY

## SAYS

- EVERY BODY IS BEAUTIFUL
- WE NEED TO DEFINE BEAUTY

## THINKS

- BEAUTY IS PERSONAL
- ONE SHOULD BE MADE "FEEL BEAUTIFUL"

## DOES

- SELDOM TRIES HOME REMEDIES
- CHOPPED HAIR TO ESCAPE FROM EXTRA WORK

## FEELS

- BEAUTY IS NOT TO BE COMPARED
- CARE & BEAUTY STANDARDS ARE TWO DIFFERENT THINGS

## PERSONA 2

SHRUTI<sup>o</sup>

28, IT PROFESSIONAL  
she/her/they

### MOTIVATION

PRICE:

• • • • 0 0 0 0 0 0

CONVENIENCE

• • 0 0 0 0 0 0 0 0

### GOALS

• TO BE FIT & HEALTHY  
(given a busy life)

### FRUSTRATION

• DOESN'T REMEMBER (needs reminder)  
• TIME MANAGEMENT

SAYS "you are what you eat"

### THINKS

FOLLOWING A TIME TABLE  
WILL HELP HER ACHIEVE THE GOAL

### DOES

TRIES TO BE REGULAR AT  
WORKOUT &  
CHECK WHAT SHE IS EATING

### FEELS

\* feeling fit/healthy/beautified  
help her focus on work and  
feel confident.

# **Lo-fi Architecture**

SPLASH

FIRST  
TIME OVER

SIGN UP

LOG IN

~~keep me  
logged in~~

HOME

- review
- reads
- suggestion

Shop

PROFILE  
DETAILS

↳ personal details /  
habits / practices

profile

- books
- tips
- guides

shopping button

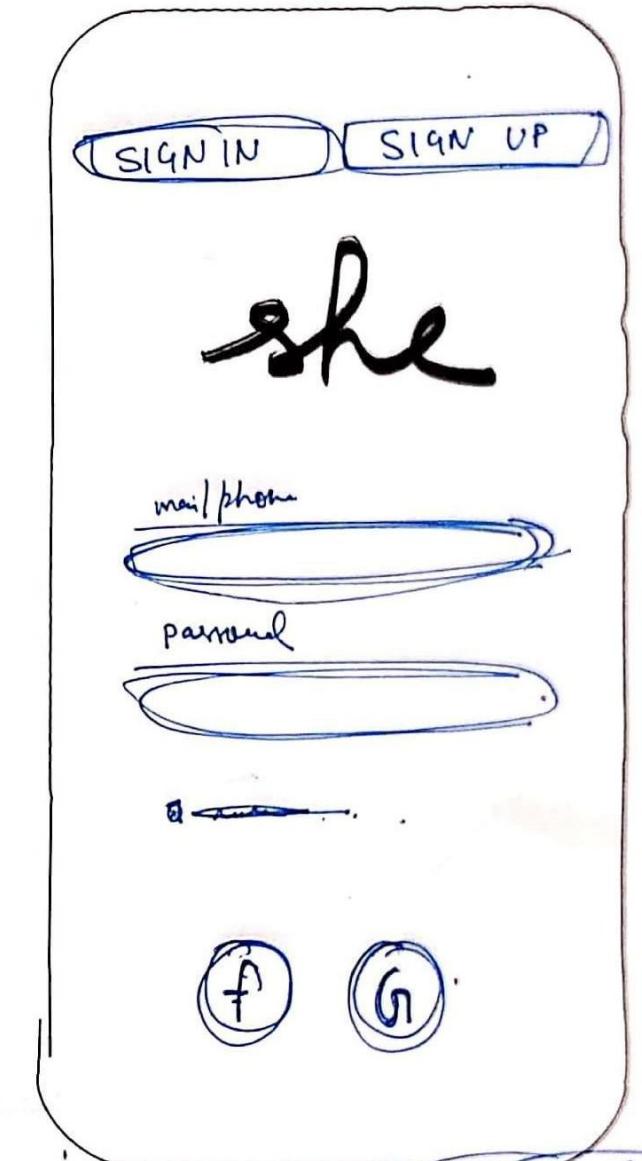
souality

# **Lo-fi Wireframes**

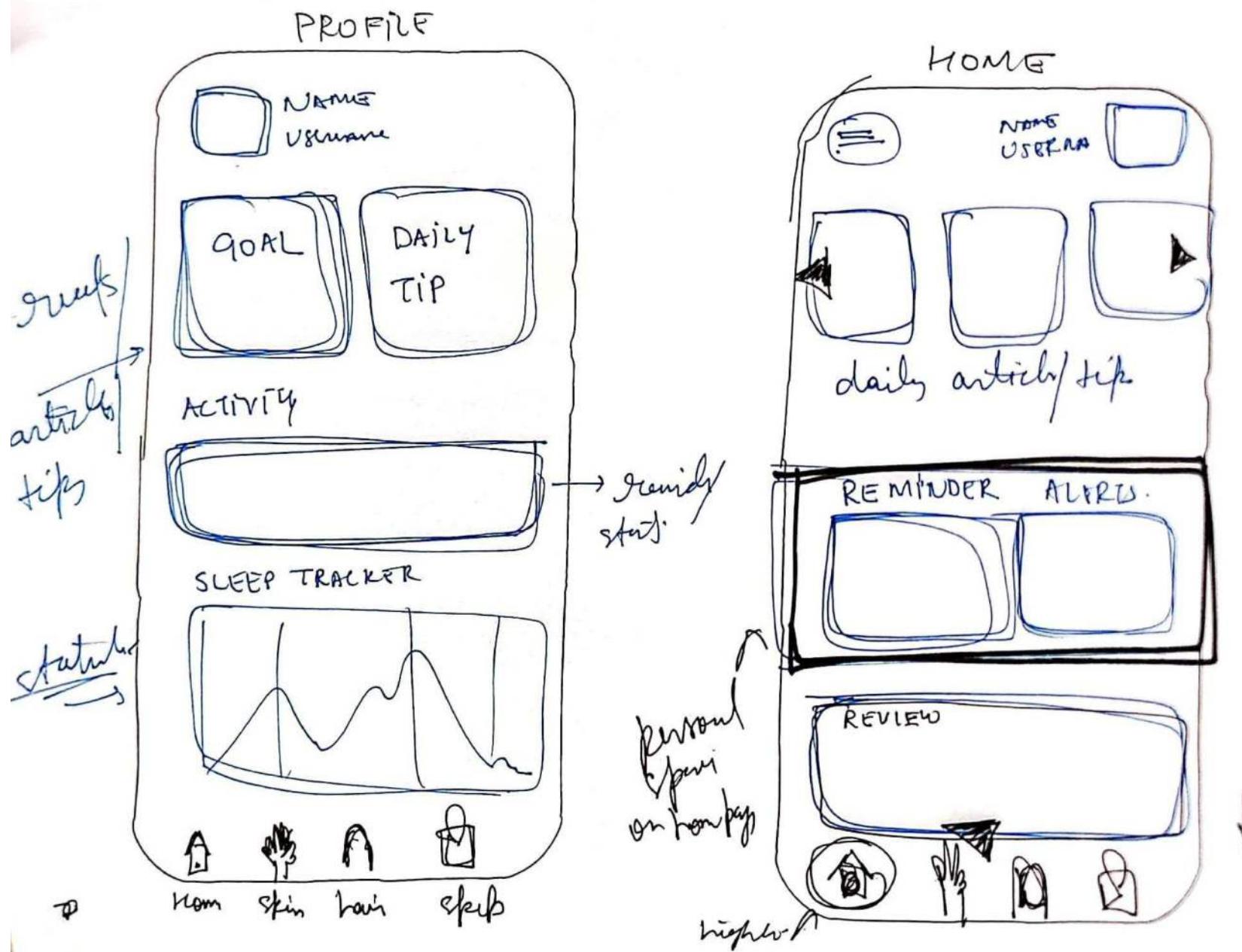
SPLASH

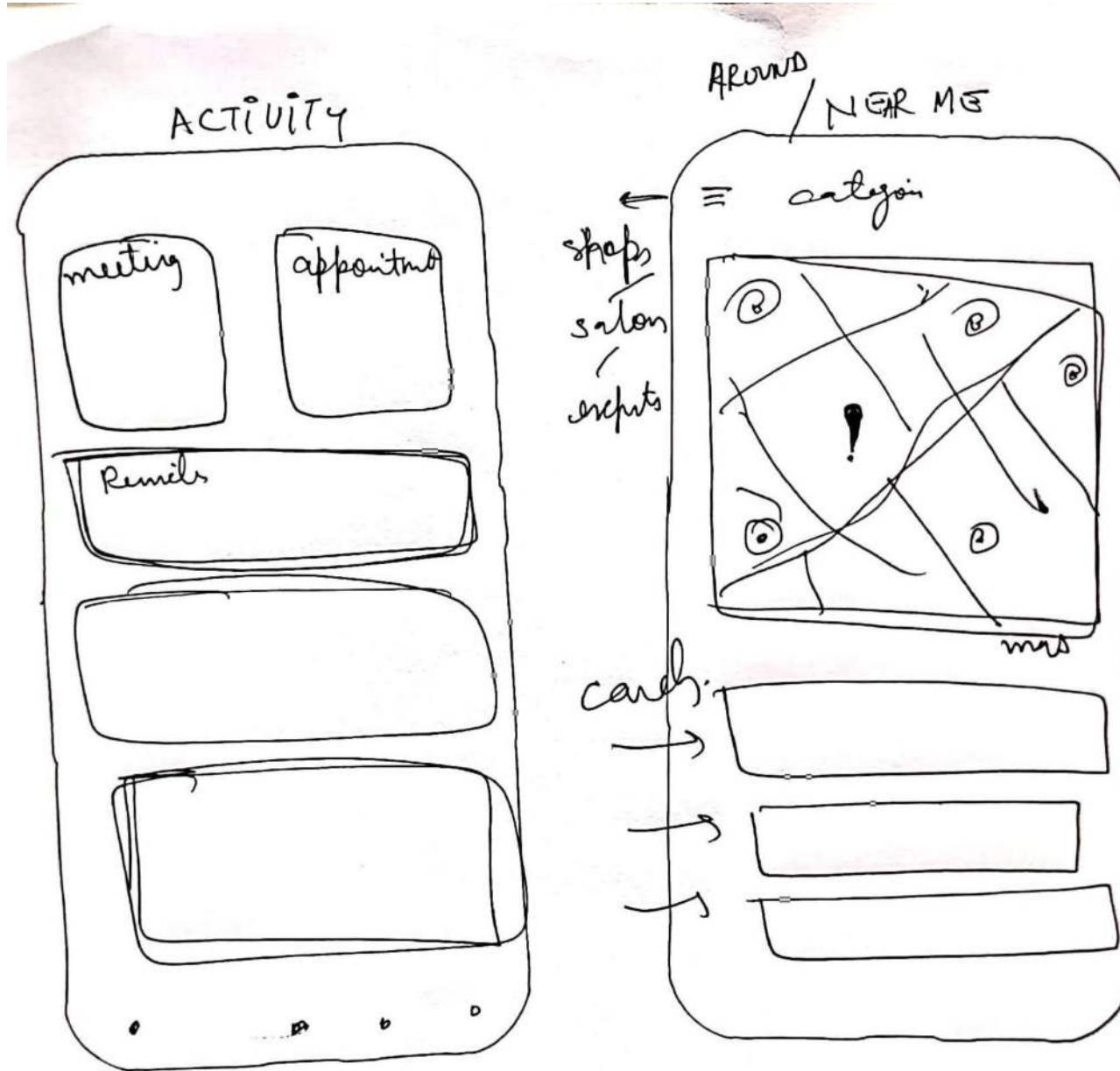


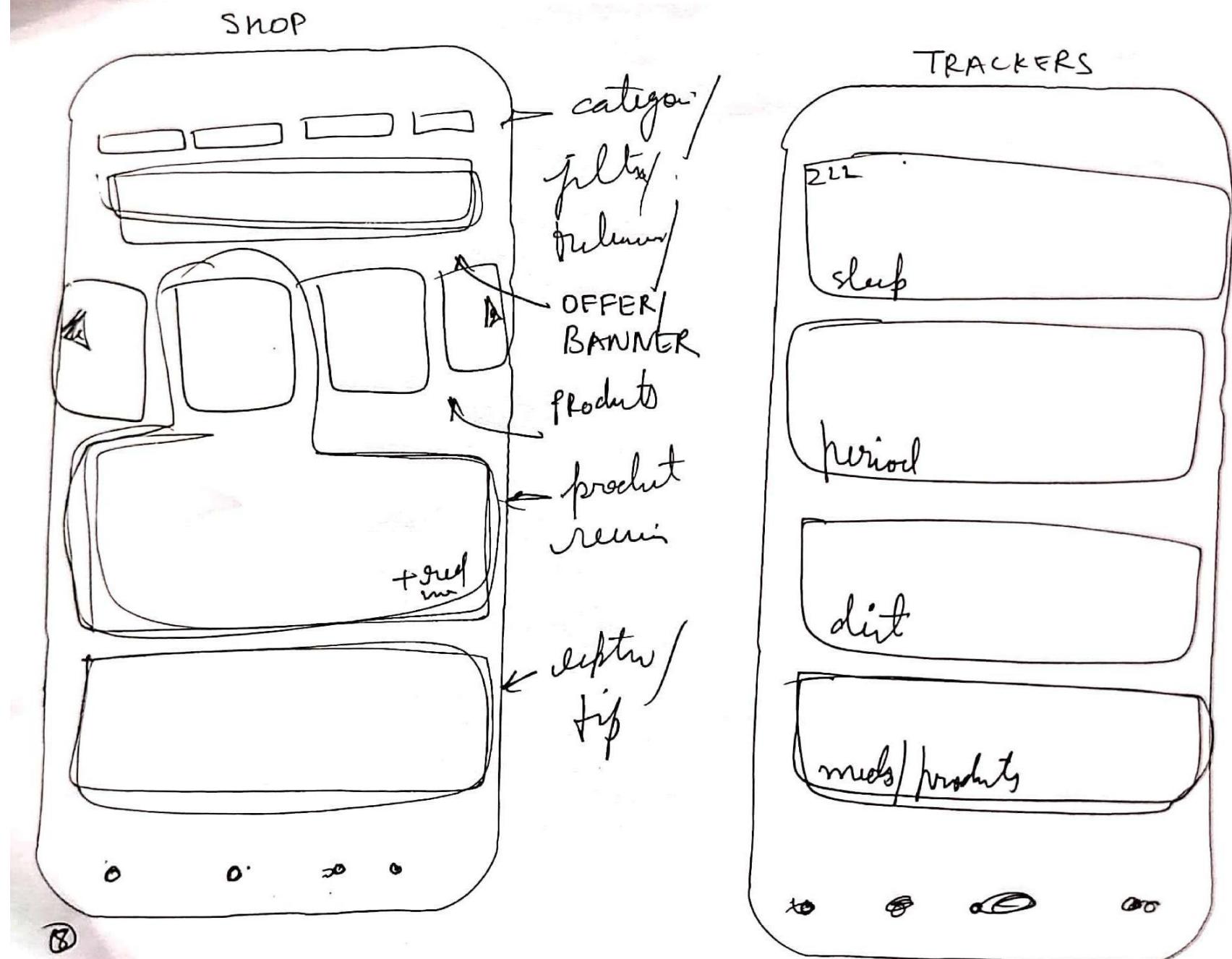
LOG IN



SIGN UP / REGISTER WITH  
DEVICES







# **Screens**



9:41

Mansi  
@mansic\_

Today's Selection

Well Being

Meditation

Diet >

Dr. Shannon Farrell  
University of Illinois

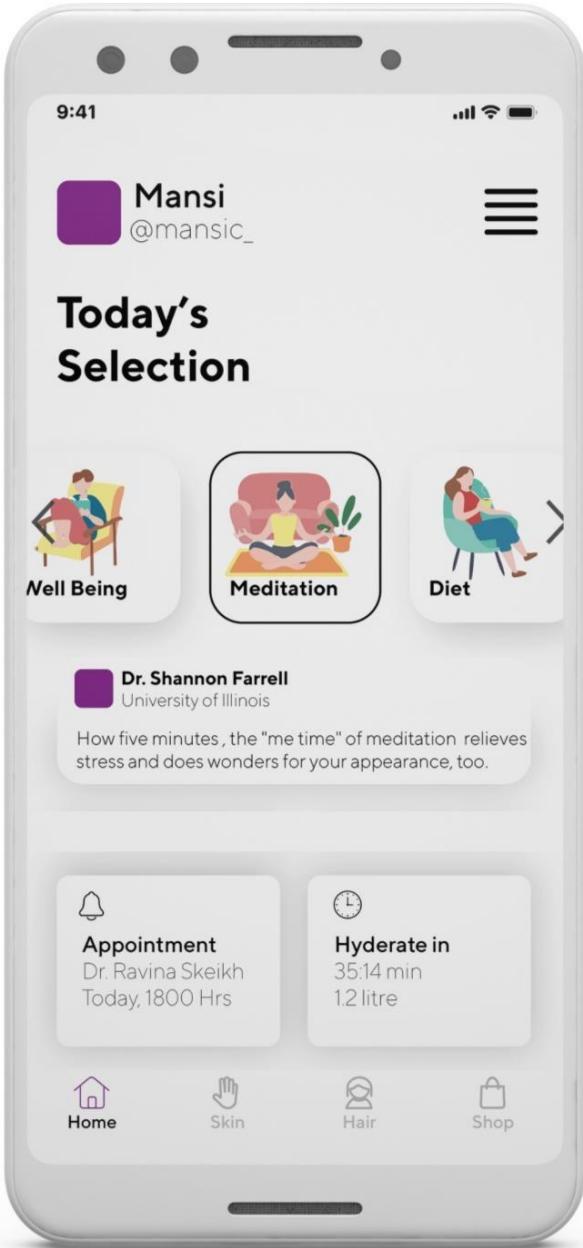
How five minutes, the "me time" of meditation relieves stress and does wonders for your appearance, too.

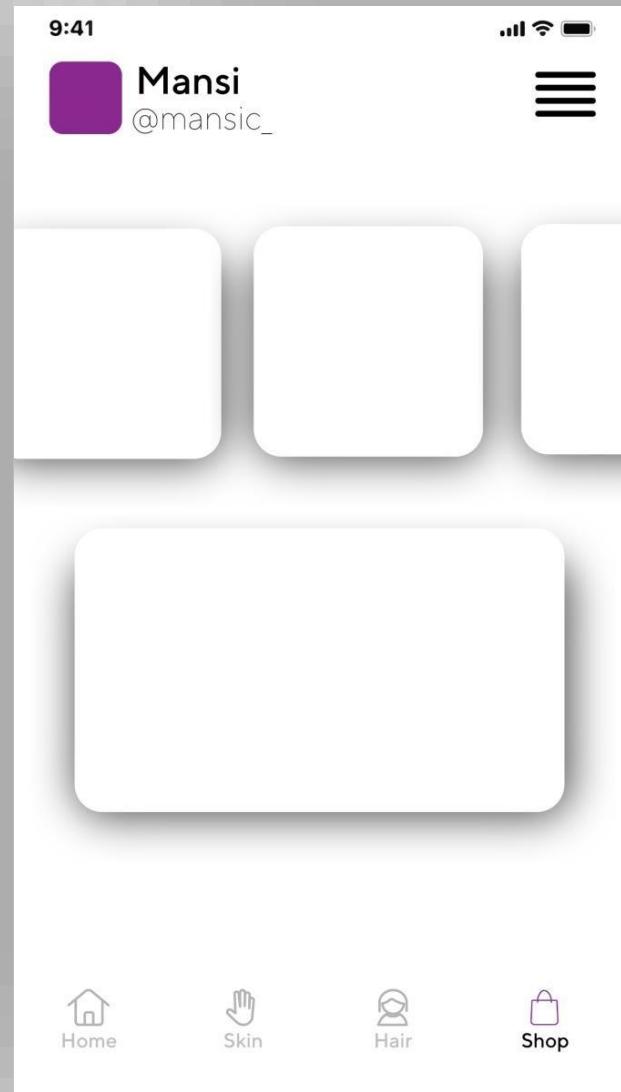
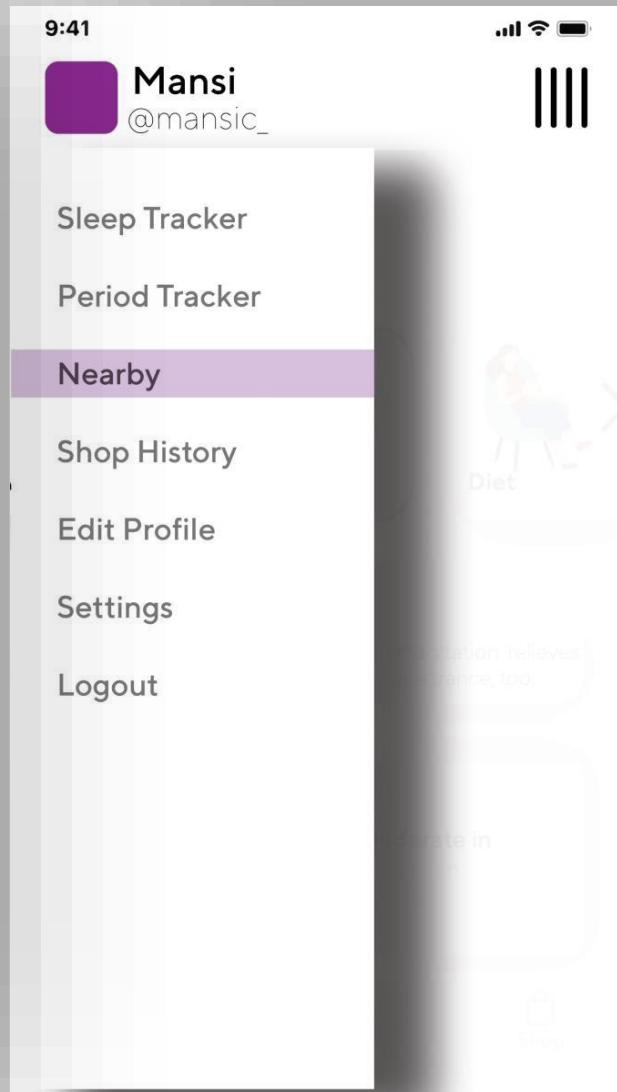
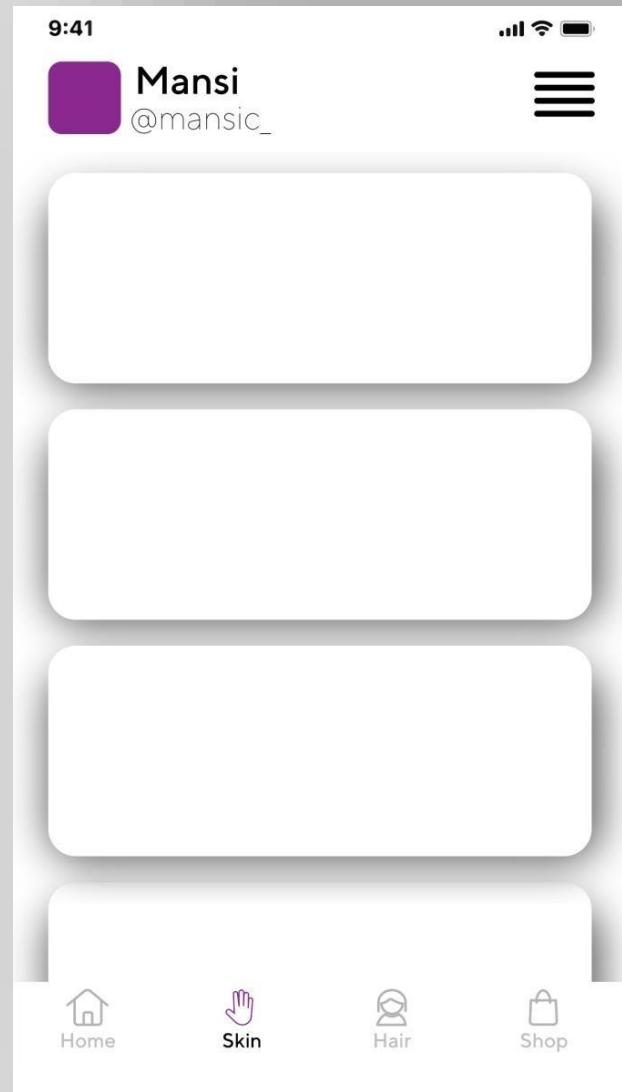
Appointment  
Dr. Ravina Skeikh  
Today, 1800 Hrs

Hydrate in  
35:14 min  
1.2 litre

Home Skin Hair Shop

This image shows a mobile application interface. At the top, it displays the user's name, 'Mansi', with a purple square icon, and the handle '@mansic\_'. There is also a three-line menu icon. The main section is titled 'Today's Selection' in bold black text. Below this, there are three rounded rectangular cards: 'Well Being' (showing a person sitting in a chair), 'Meditation' (showing a person meditating on a mat), and 'Diet' (showing a person sitting at a table). A right-pointing arrow is located next to the Diet card. Below these cards, a box contains a quote from 'Dr. Shannon Farrell' from the 'University of Illinois': 'How five minutes, the "me time" of meditation relieves stress and does wonders for your appearance, too.' Further down, there are two more rounded rectangular cards: 'Appointment' (with a bell icon) for 'Dr. Ravina Skeikh' on 'Today, 1800 Hrs', and 'Hydrate in' (with a water drop icon) for a duration of '35:14 min' and '1.2 litre'. At the bottom of the screen are four navigation icons: 'Home' (house), 'Skin' (hand), 'Hair' (person's head), and 'Shop' (shopping bag).



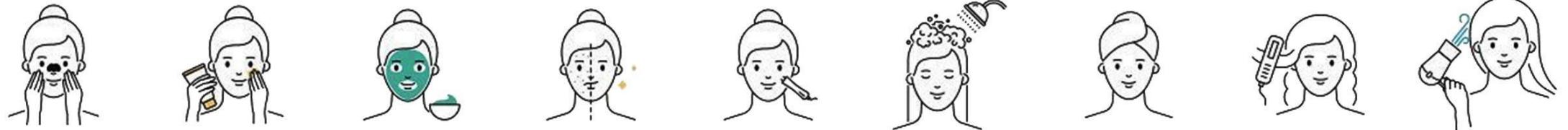


# **Social Media Creatives**



An Instagram post featuring the same illustration of the woman on the phone. The post includes the Instagram interface with a camera icon, the word "Instagram", the user handle "skin&amp;hairexpert", a three-dot menu, and a profile picture. Below the image are standard Instagram interaction icons: a heart, a magnifying glass, a share symbol, and a bookmark. The caption reads "1,989 likes" and "skin&amp;hairexpert SHE is coming :P". It also includes a "View all 99 comments" link and a "Add a comment..." input field. At the bottom are the standard Instagram navigation icons for Home, Search, Create, Likes, and Profile.

Insta Post



*she*

product unveiling  
**18th November**





**she**

product unveiling  
**18th November**



+ Follow

Message

...

**Timeline**

About

Welcome

Photos

More ▾

# Jodii

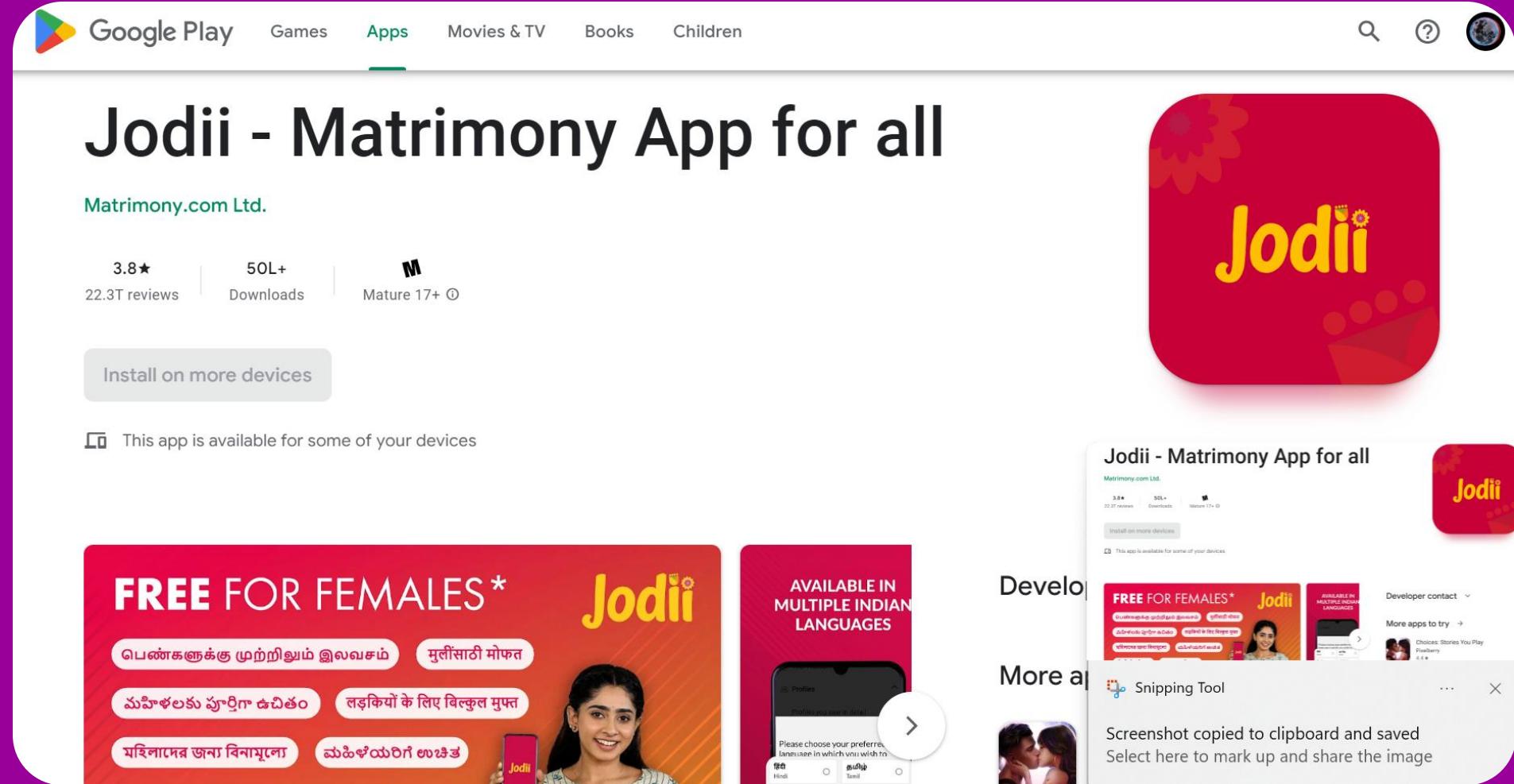
matrimony.com || mobile app

**Heuristics**

**Research Touchpoints**

**Design Process**

**MVP**





## Goal

to drive women users to upload more pictures

# How to drive users to upload more pictures?

## Making it look unfinished

If a profile looks incomplete to the user, mild irritation or challenge can drive them to upload pictures.

## Make it look “dirty”

Using plain and boring avatar can evoke the user to upload pictures

## Limiting Features

Limiting features and presenting them as concept of “gamification” and “reward system”

## Why women users are not uploading pictures?

### Sceptical

Women users who are unable to place trust in the product and don't upload pictures for security reasons.

### Shy

Women users who don't feel confident enough to upload pictures of themselves online.

### Authority

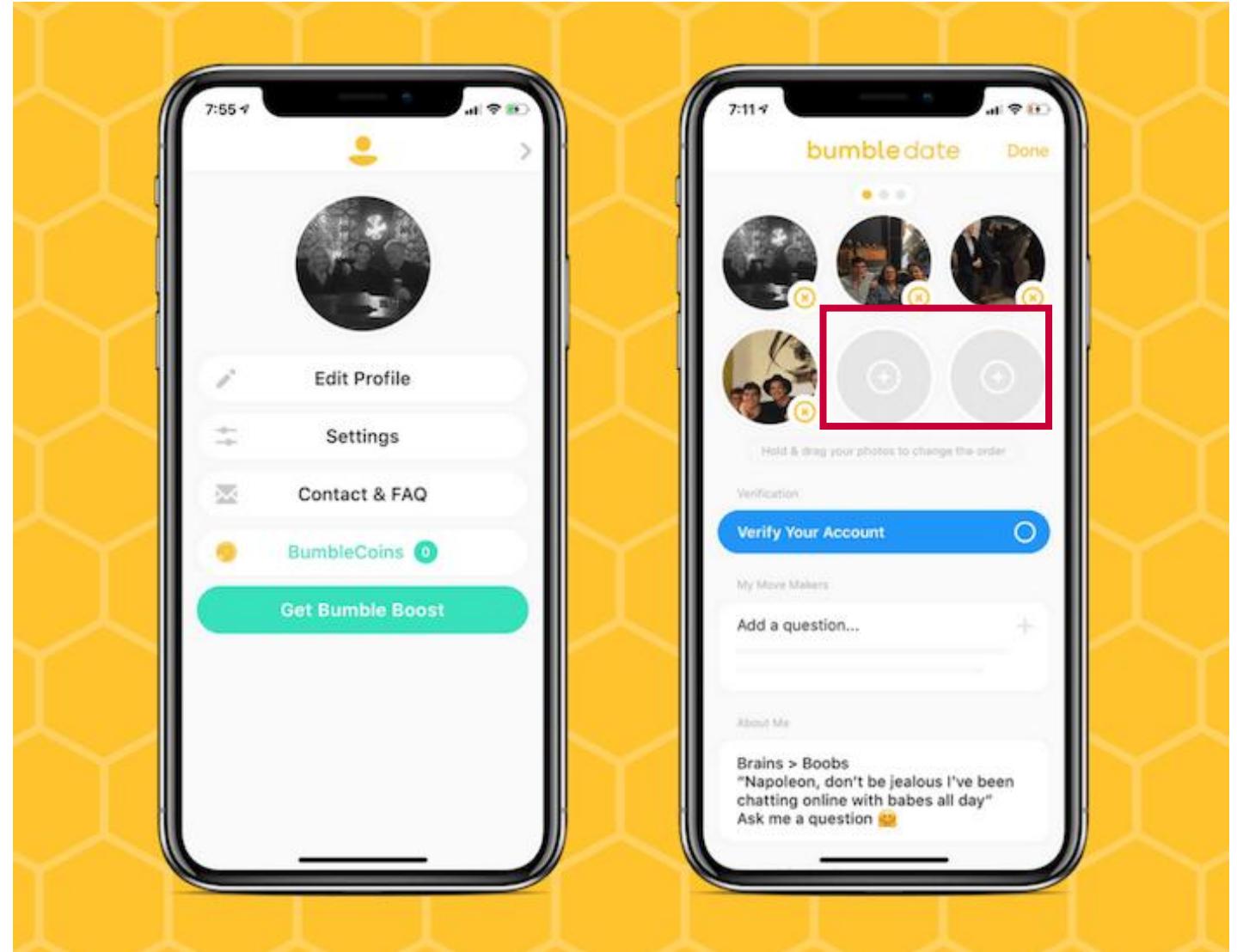
Women users who are not handling their own profile, parent/relative show second hand interest/concern.

User Behaviour	UX Touchpoint	Existing Flow
Sceptical	To work towards reservations of the user around the safety and security so they can place trust in the product	Communication about safety of picture and message saying that the picture will be visible for members with mutual interest
Shy	To work towards creating a space for users where they feel confident and represented	Images of common people on Jodii Playstore page
Procrastination	To work towards providing point of actions that are visible and easily accessible	Reminders between scrolls and when user opens app with a message illustrating percentages

# Learnings from competitions

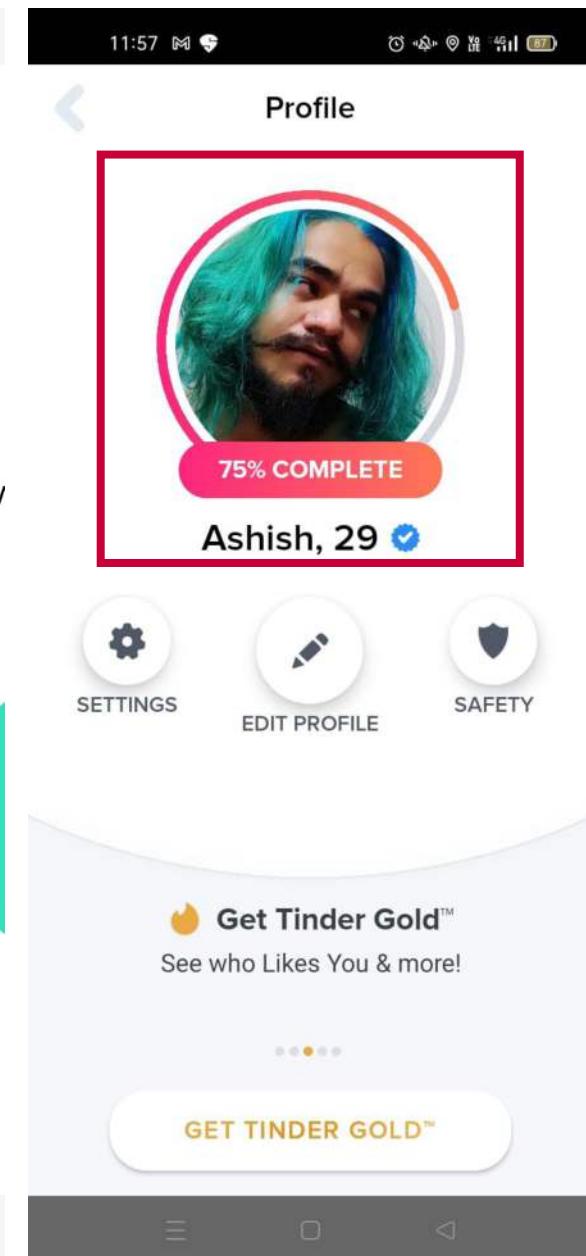
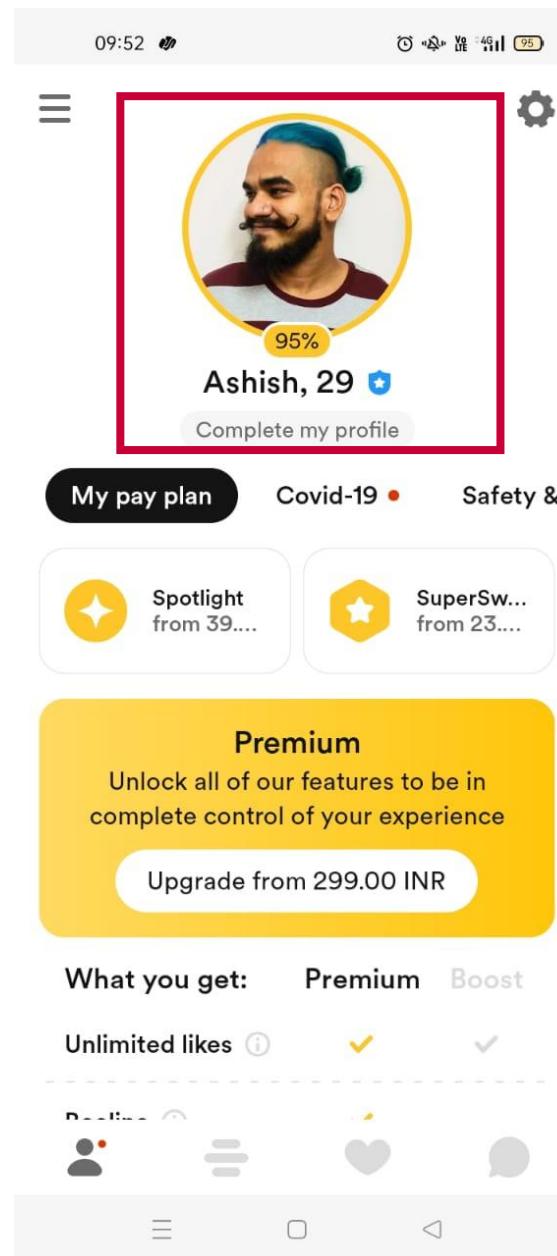
## Bumble Blank Tiles

Having blank tiles with add sign to give visual idea of the incomplete



# Bumble/Tinder Incomplete Profile

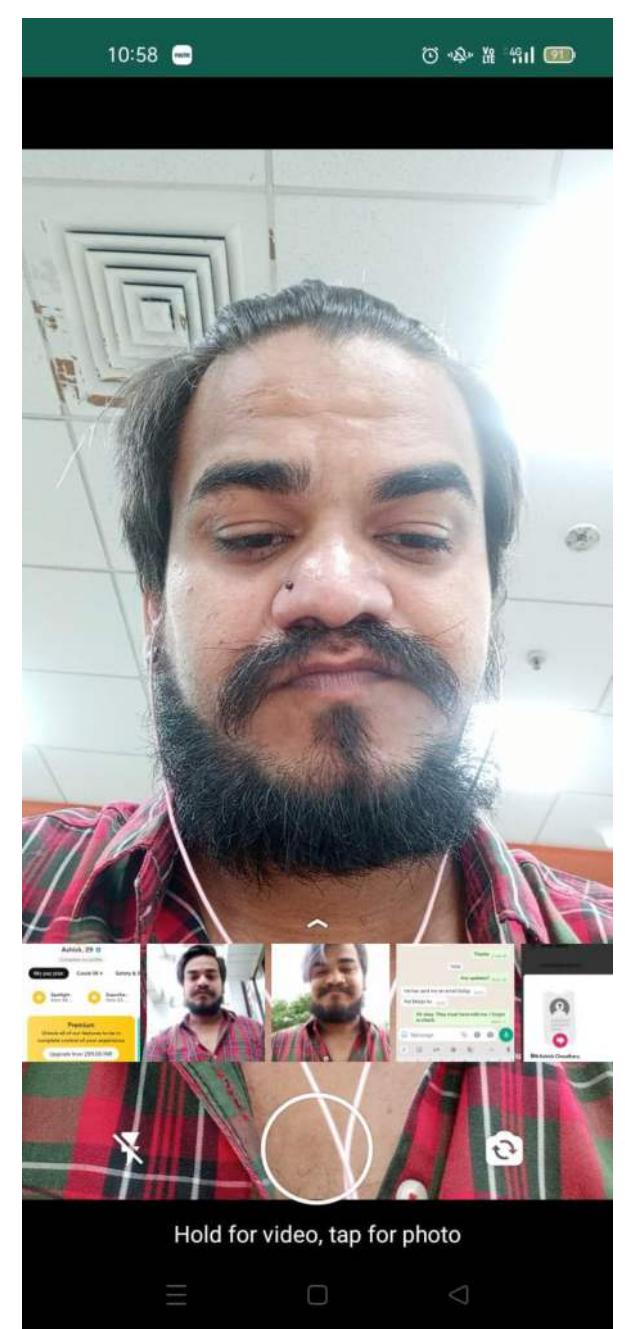
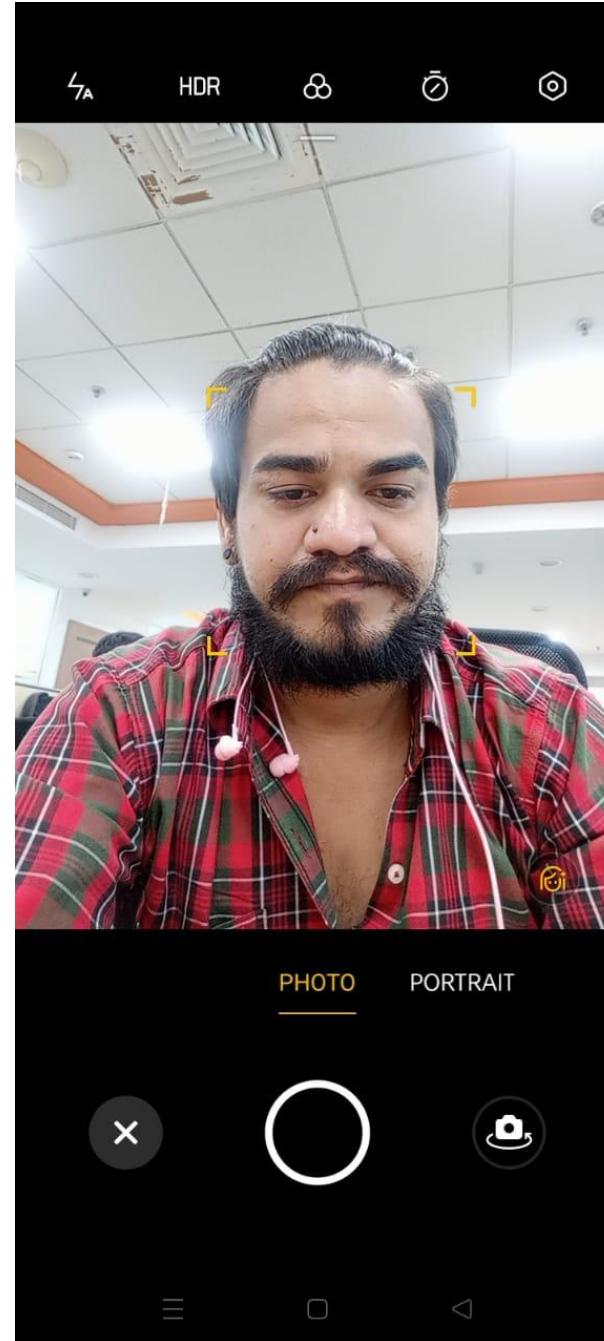
Showing progress bar/percentage of incompleteness



**Whatsapp**

**Personal Space on Screen**

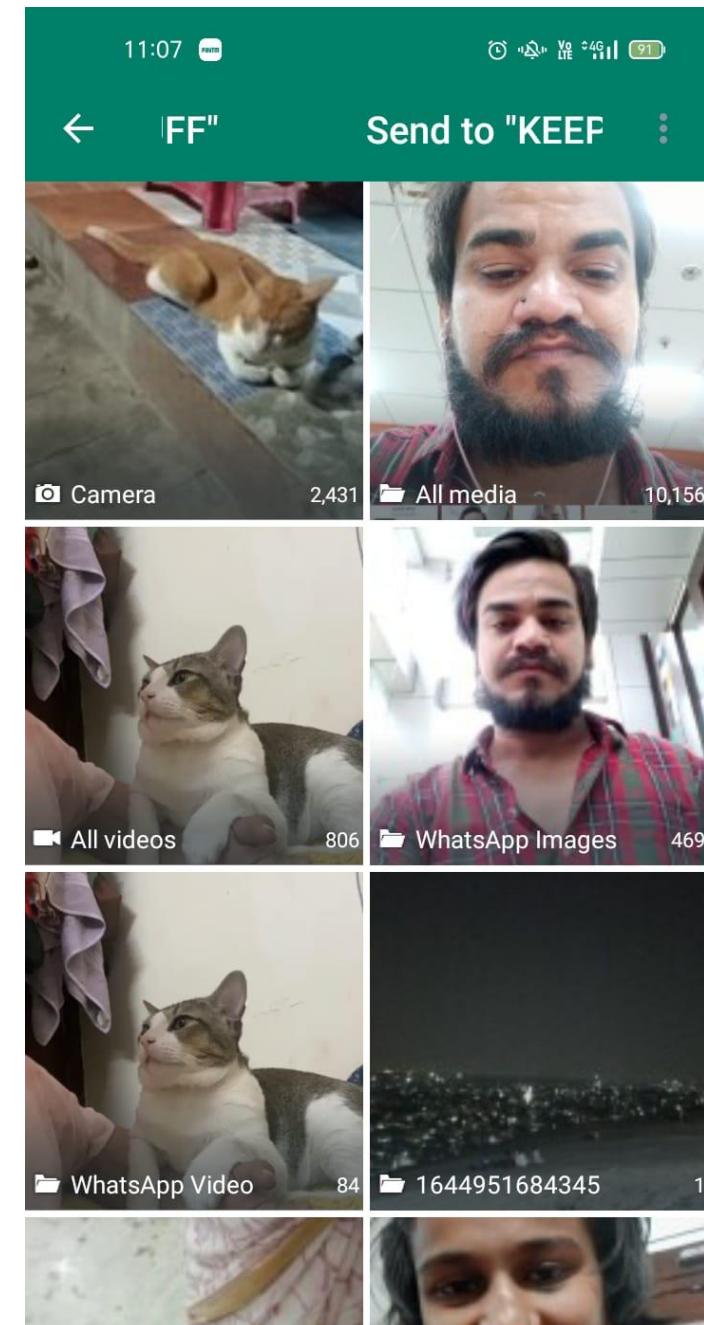
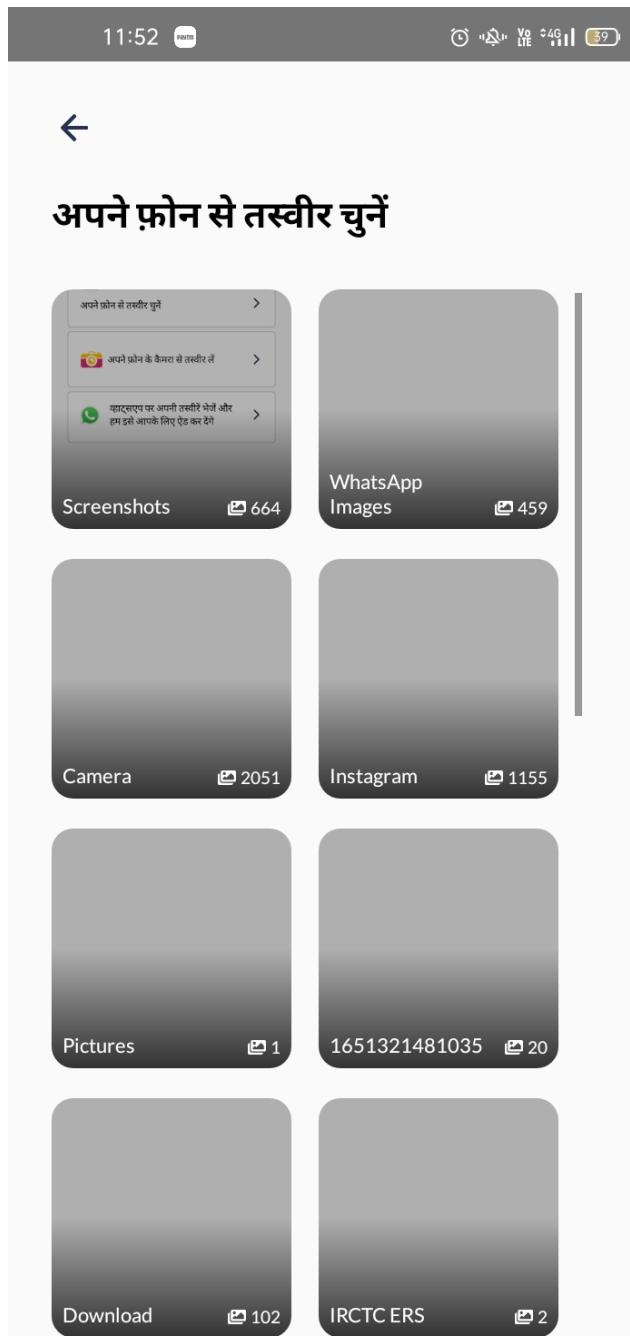
Real estate of product vs real estate  
of camera



# Whatsapp

## Personal Space on Screen

Real estate of product vs real estate of gallery



**Facebook**

**Lock Idea**

Profile/Picture with a lock icon can

help user to place trust



**You Locked Your Profile**

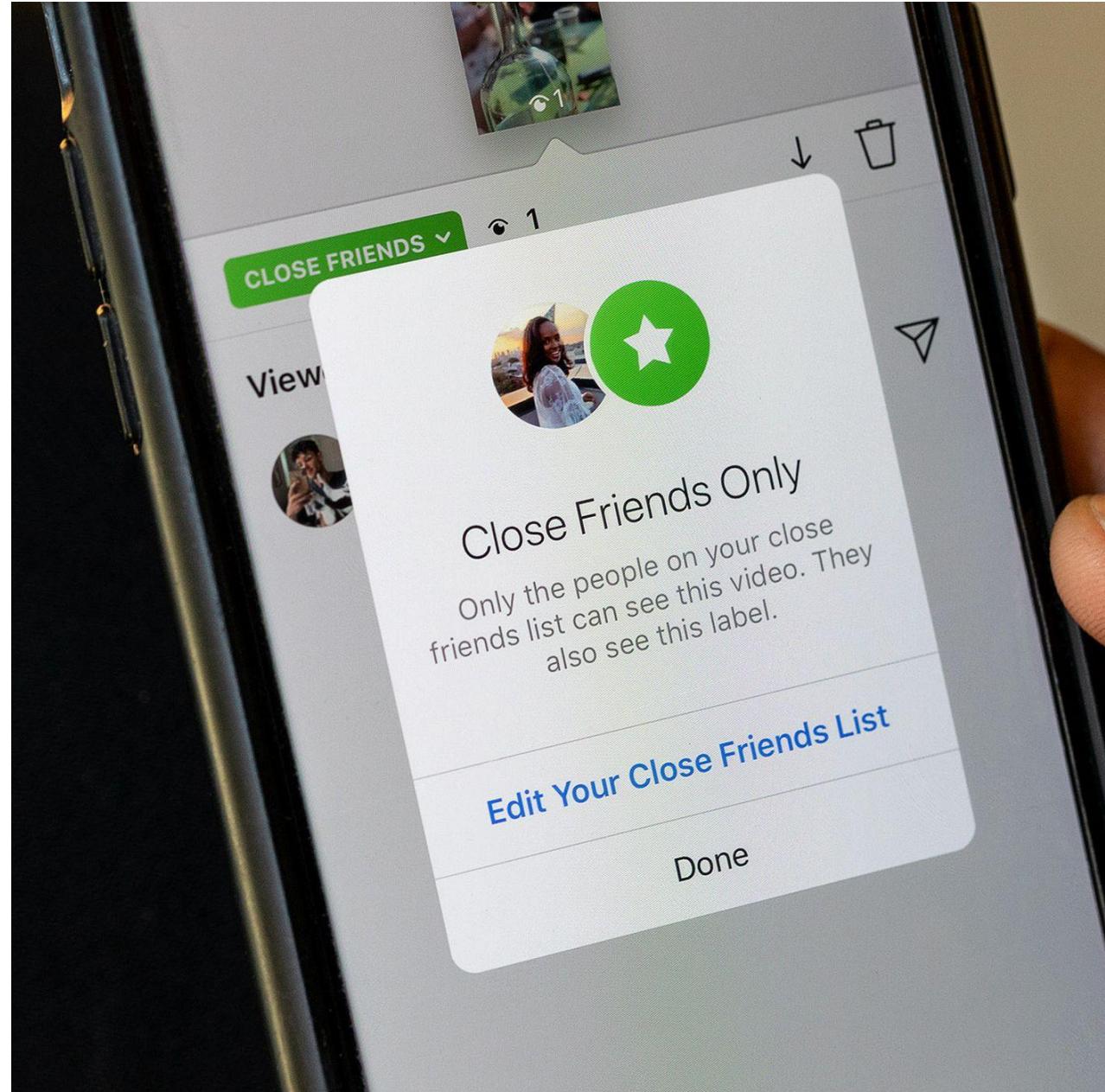
Only your friends can see the photos and  
posts on your timeline.

**OK**



# Instagram Access List

Editable list of trusted people/  
matches



## Identified issues

- Monochromatic CTAs
- Jumps to next section right after one picture is uploaded
- User is not redirected to same page if drops
- Most men users don't use the photo protect feature so there are chances that women users are not aware of the feature as they don't see it
- Women users are not communicated about safety features that we have
- Every communication is textual/visual
- If a relative/friend is creating the profile they are not communicated that should have pictures of woman user ready
- Long journey if the user decides to upload picture/even undiscoverable for some
- User can't see how their profile looks to others



ज्यादा प्रतिक्रिया के लिए अपनी प्रोफ़ाइल में नया फ़ोटो  
और जानकारी अपडेट करें

फ़ोटो मैनेज करें



बुनियादी जानकारी एडिट करें

नाम

Ashish Choudhary



वैवाहिक स्थिति

अविवाहित



उम्र

29 साल



लंबाई

5'9" लंबाई



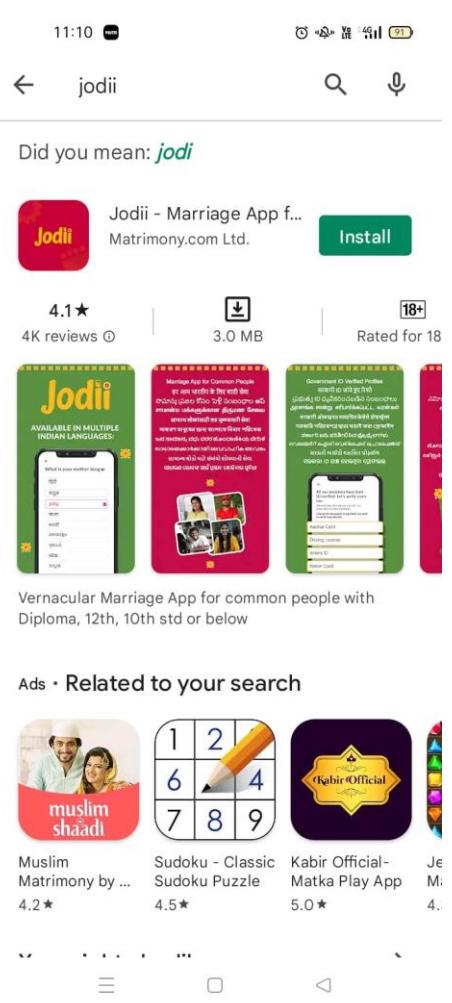
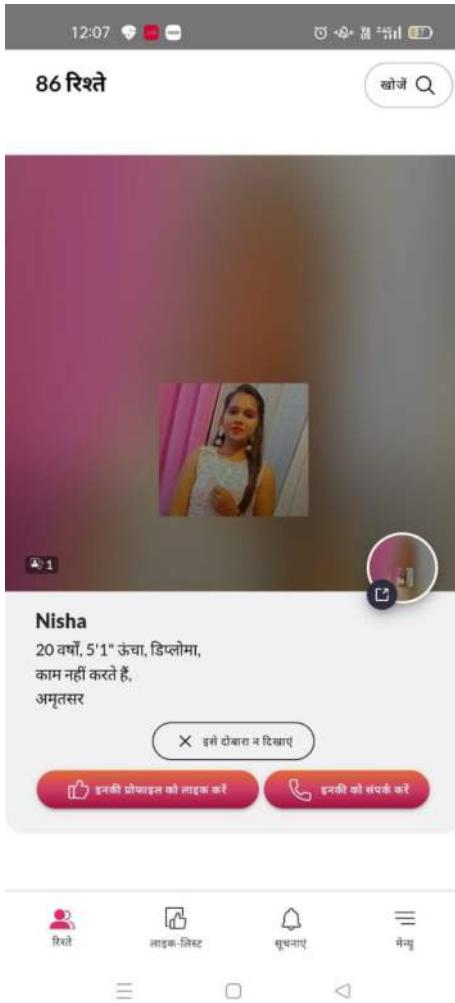
मातृभाषा

हिन्दी



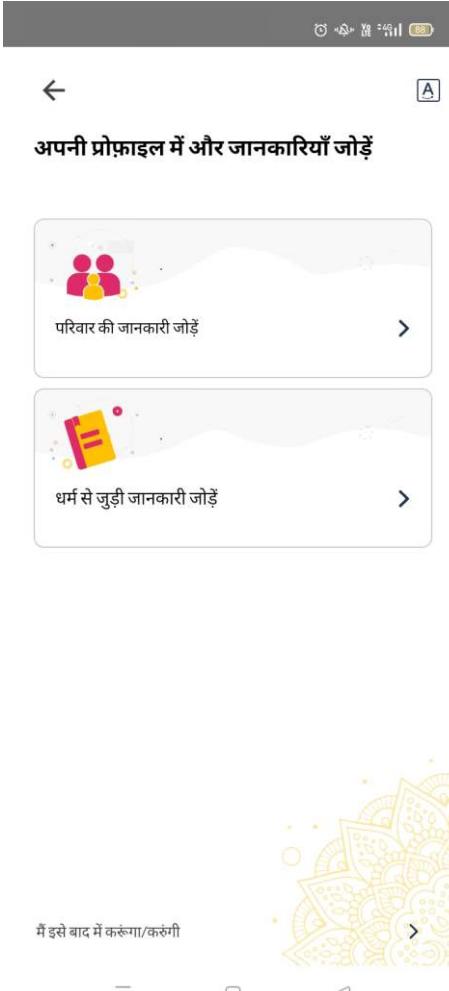
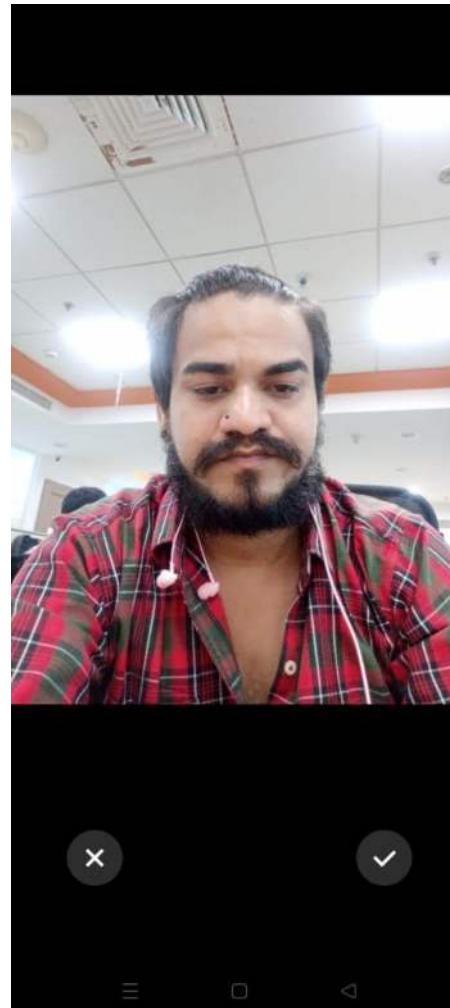
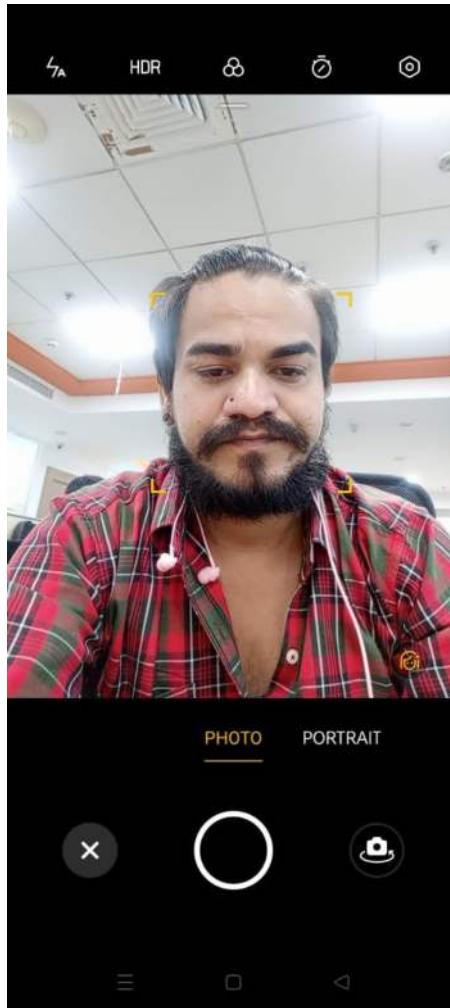
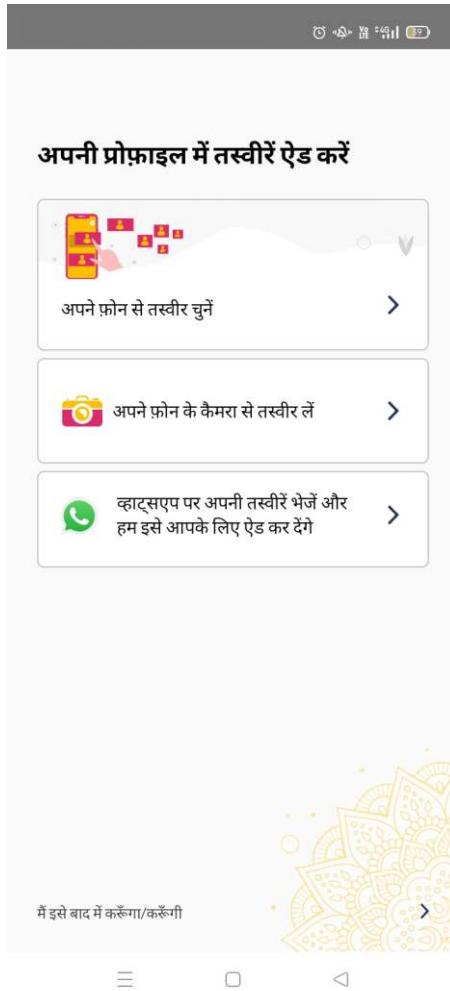
जगह



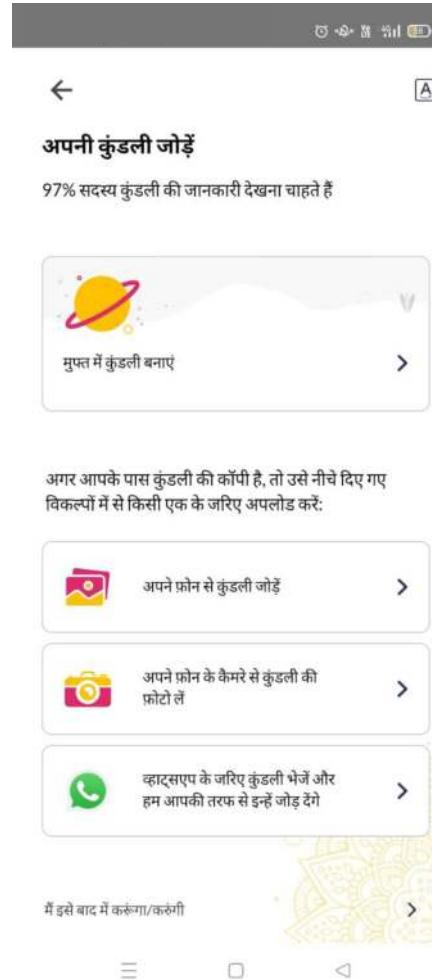
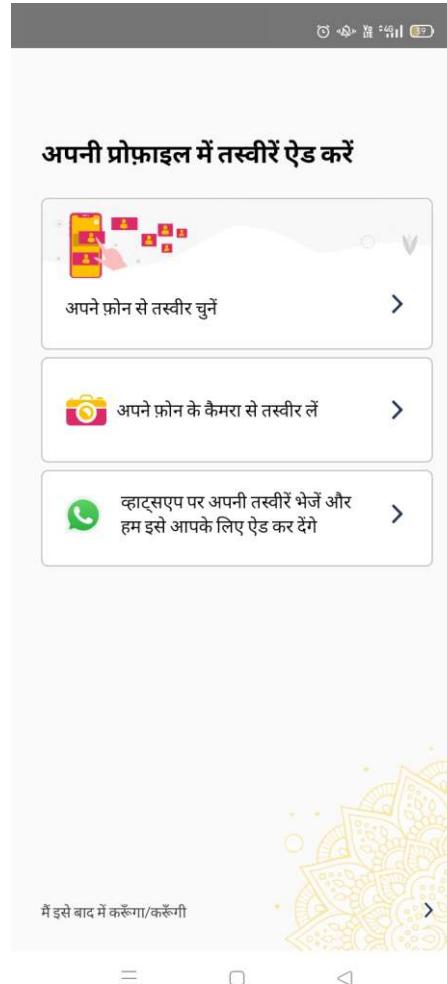


# Existing Flow/Interaction for Pictures

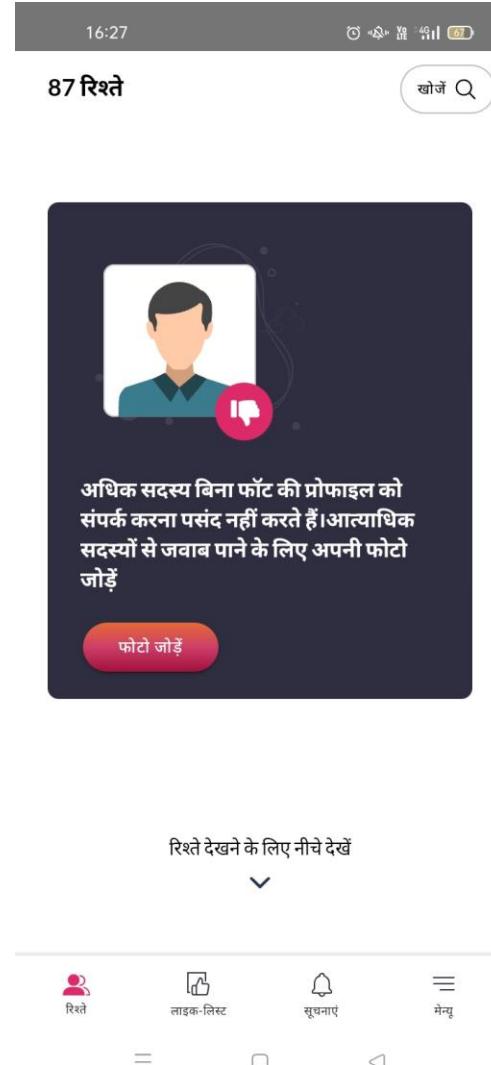
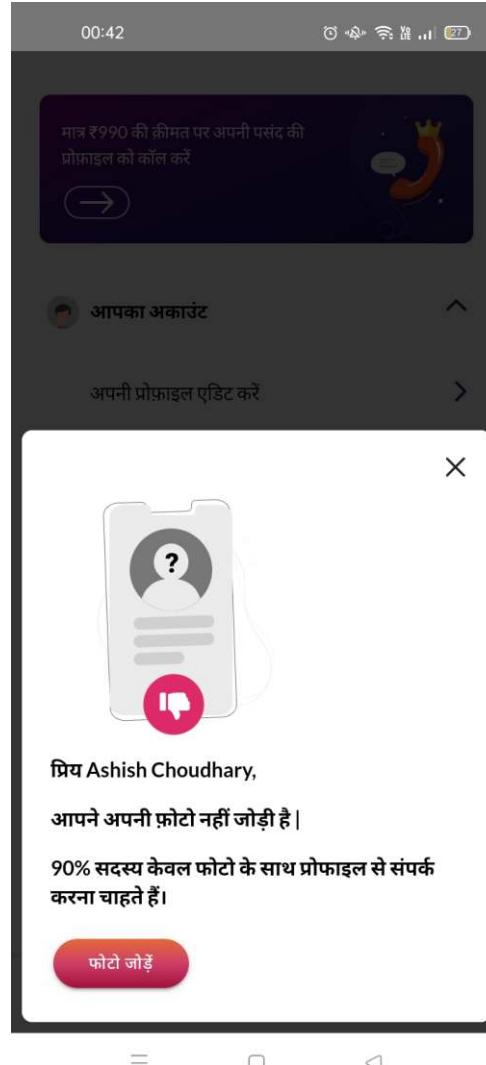
Jumps to next section after one picture



The CTA for “I will do this later” is small in size, if user drops here they are directed to subsequent page



Same literature/visual cues for every reminder can help in retaining the need of action



## System Solutions

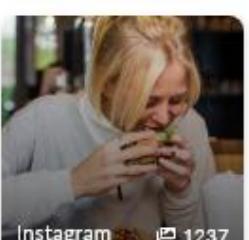
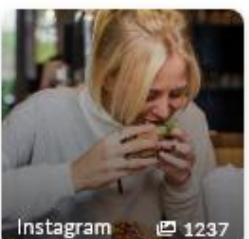
- A flow that promotes uploading more than one picture
- Showing all profiles unless users opts caste specific
- Resizing Pictures to fit the frame
- Visibility that the picture is/are secured
- Using monochrome avatar/icon
- Audio based communication while on boarding
- Show only the profiles with pictures to new users
- Own profile view/edit in single step
- Tell them the IMPORTANCE of uploading pictures
- Show them profile of same gender every now and then with many pictures// ill idea of competition
- Using PHOTOS/PICTURES (language in plural) everywhere
- Force users to upload/Asking if they are not getting matches
- Constant reminders
- More banners/ads with real people/common people//can be incorporated while onboarding
- Number of pictures(n/max)
- Picture like//informing user that prospect liked/expressed interest/want to connect profile through a picture
- Reward System//no. of free days can be changed on the basis of picture
- Reward for both requesting/uploading picture (if the request is granted)
- Whatsapp communication essentially for pictures//Primarily audio based

12:30

80% 12:30



Choose a picture from your phone

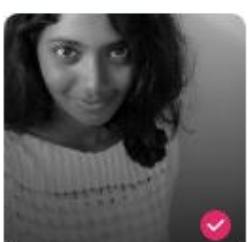
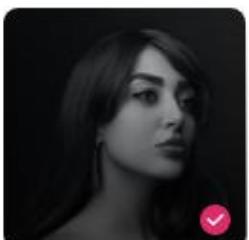


80%

12:30

Choose a picture from your phone

You can choose more than one

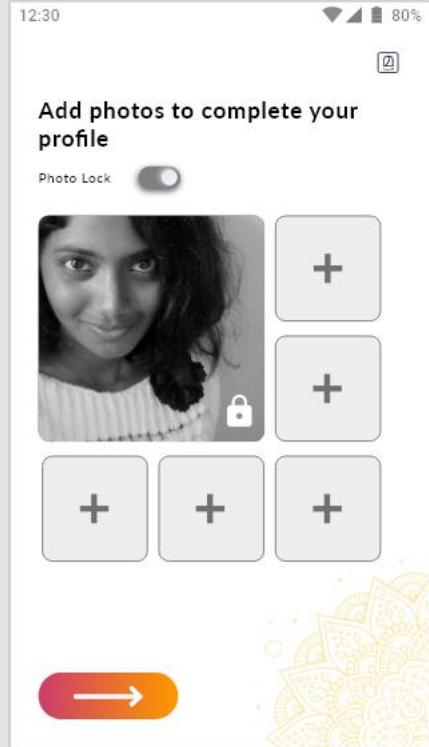


2579 matches

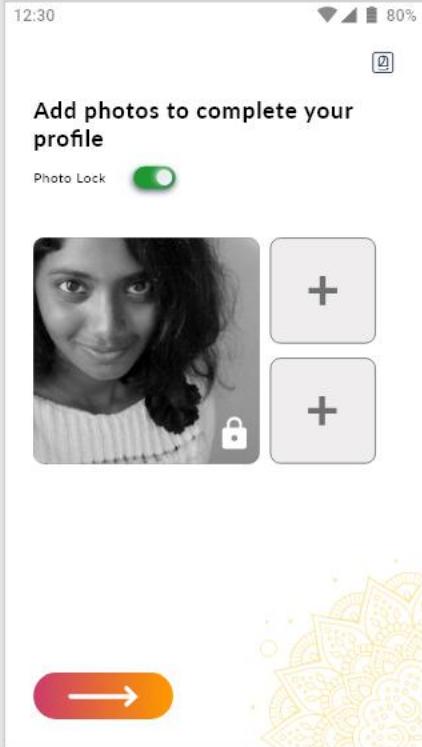


# Solution: Interface

Register-add-photo-no-permission – 4



Register-add-photo-no-permission – 5



Register-add-pho...



Edit-Profile



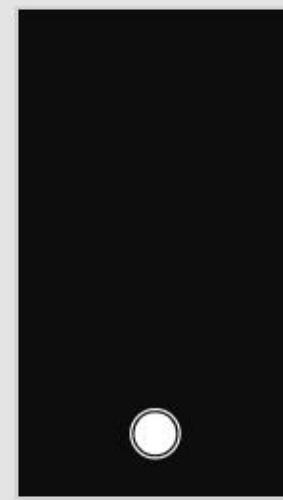
Register-add-pho...



Register-add-pho...



Register-take-pho...



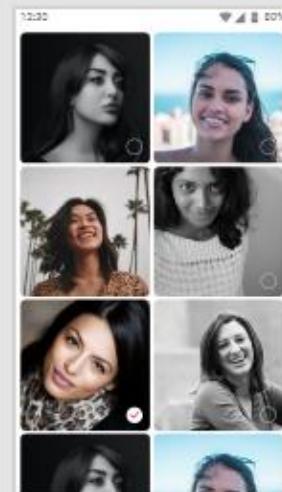
Register-add-pho...



Register-take-pho...



Register-select-ph...



# Student Projects

# RelinQuit

Student project || wearable + mobile app

*a wearable that aids the user to "Quit Smoking"*



1.35  
billion

PEOPLE SMOKE WORLDWIDE

1/5  
people

ARE **SMOKERS** IN THE WORLD

5/100  
smokers

ARE **SUCCESSFUL** TO QUIT BEFORE ANY DAMAGE

5  
million

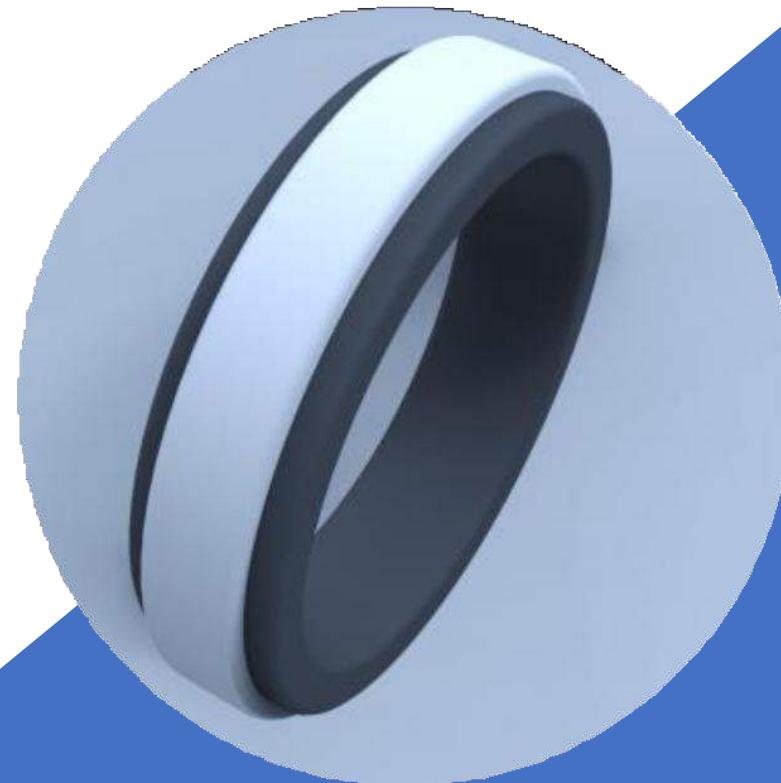
PEOPLE **DIE** BECAUSE OF SMOKING

12%  
smokers

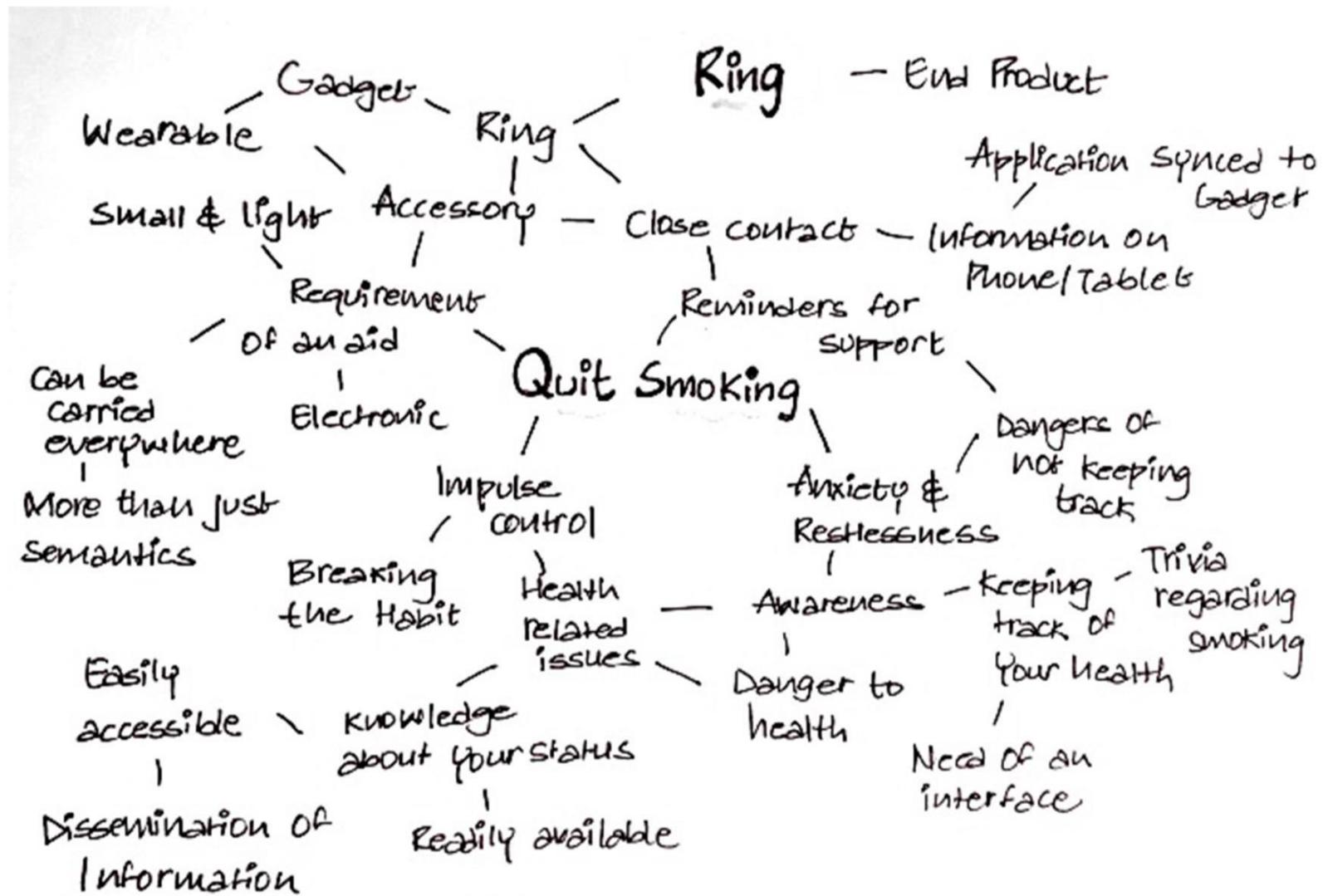
OF ALL IN THE WORLD ARE **INDIANS**

# RelinQuit

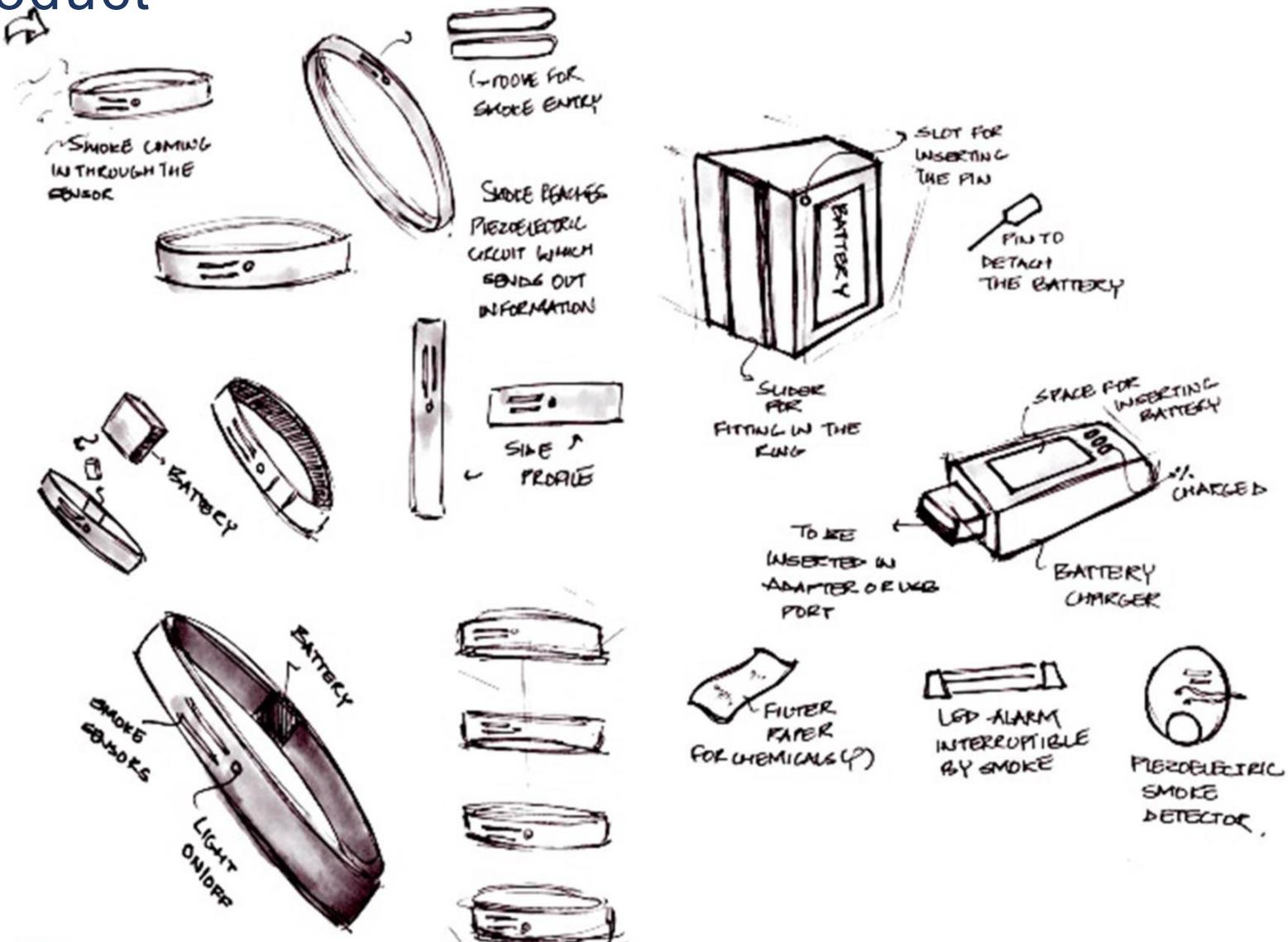
RelinQuit is a wearable gadget which aids the user to "Quit Smoking" by monitoring their smoke intake. The ring works as a smoke sensor synced to the wearer's phone which calculates amount of smoke they have surrounded themselves with, over the span of a week.



# Concept: Brainstorming



# Concept: Product



# Concept

The product is to be designed keeping in mind that it should motivate the user to quit smoking. The system will include two entities playing two different roles:

## **RelinQuit Ring**

Chargeable and reset-able Ring with smoke sensor and a thermo-chromic material on the top to visually indicate the carbon-intake from smoking and with circuit inside to connect the ring to wear's phone to map the improvement.

## **RelinQuit App**

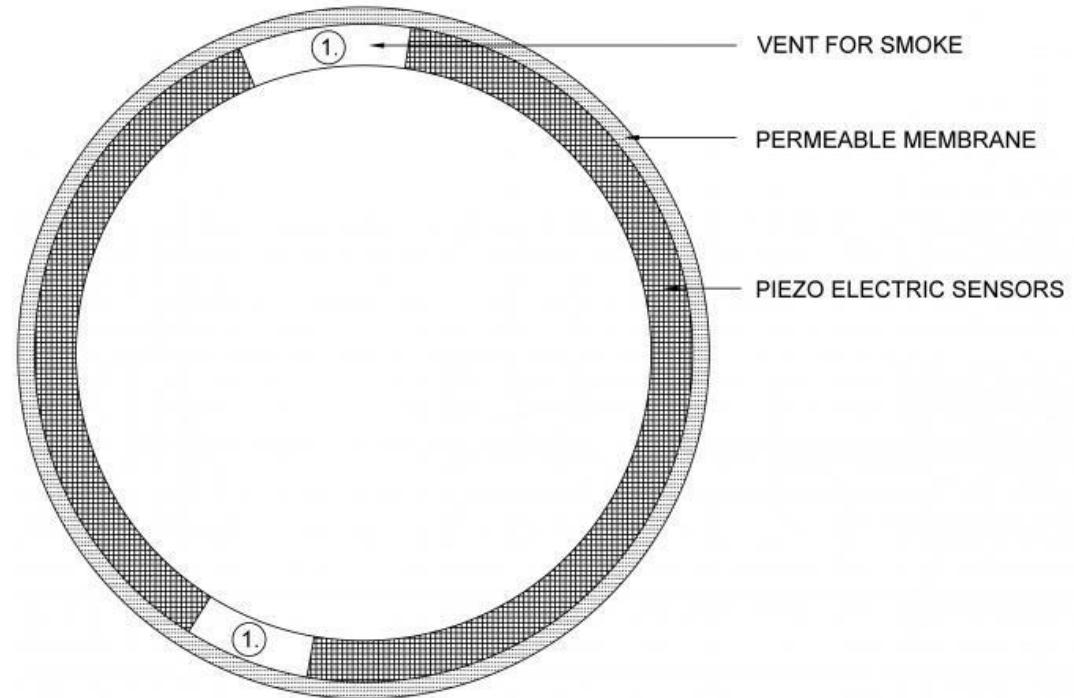
The Mobile Application is to track readings from the ring and to alert user about the smoke intake. The user can choose from a variety of plans to quit smoking. The App in support of the basic function will provide additional information like Diet Plan, Facts and Motivational inputs for smoker to quit.



# Construction of the ring

The ring-shaped electronic gadget is to be designed with inbuilt smoke sensors synced to the wearer's mobile application. Two important factors to design such ring are Permeability and Sensitivity.

The ring should have some permeable material which enables the smoke to enter the ring and one trigger the piezoelectric or smoke sensor and two change the color or thermo-chromic material.



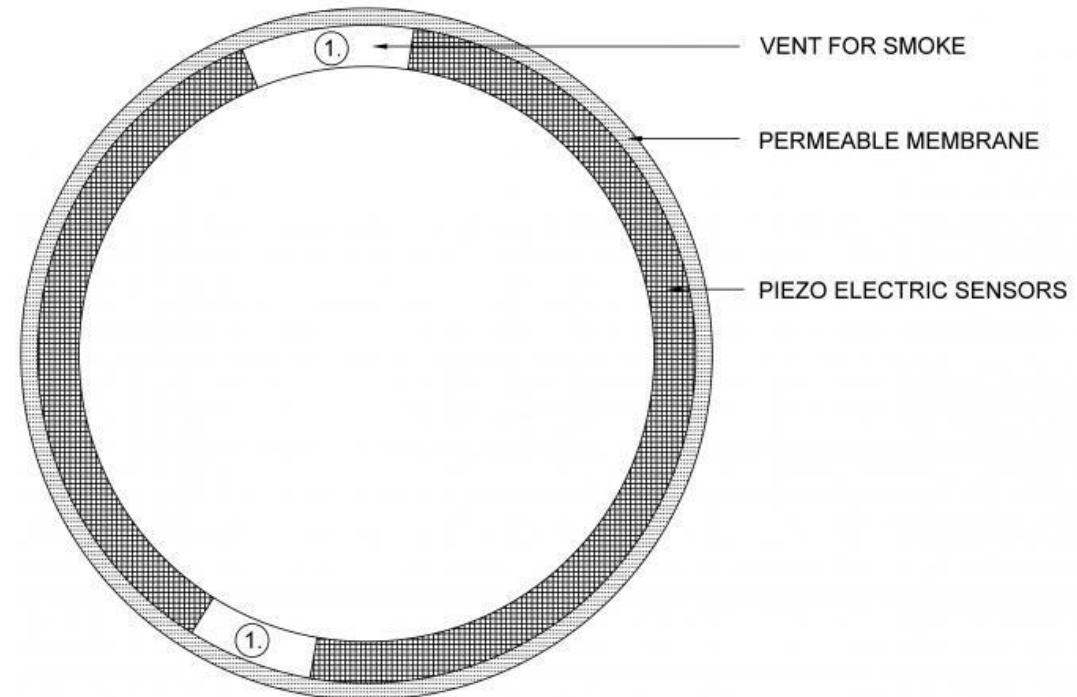
# Construction of the ring

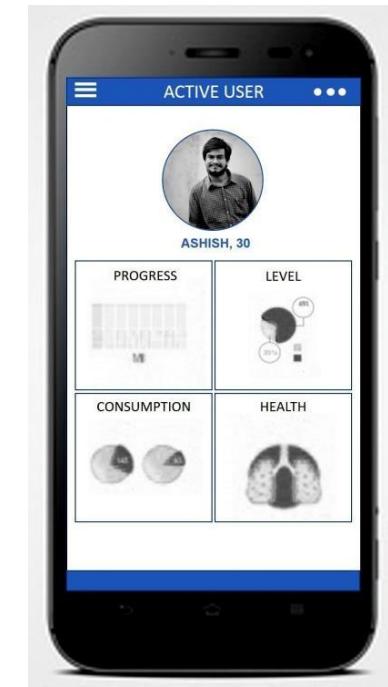
## Materials

Thermo-chromic material that can again and again change the color in presence of smoke to indicate the degree of damage done to the material in exposure of smoke and then again get back to its initial state when once reset or recharged. Hence some reversible thermo-chromic material on the outside is needed.

## Smoke Detection

In conventional smoke detection devices radioactive materials are generally used. These materials are said to be safe for domestic use. But as the ring is meant to be in contact with the human body for a very long period. Some non-radioactive material is required. The other type of smoke detection is photo-based. It can be used as it is safe for use





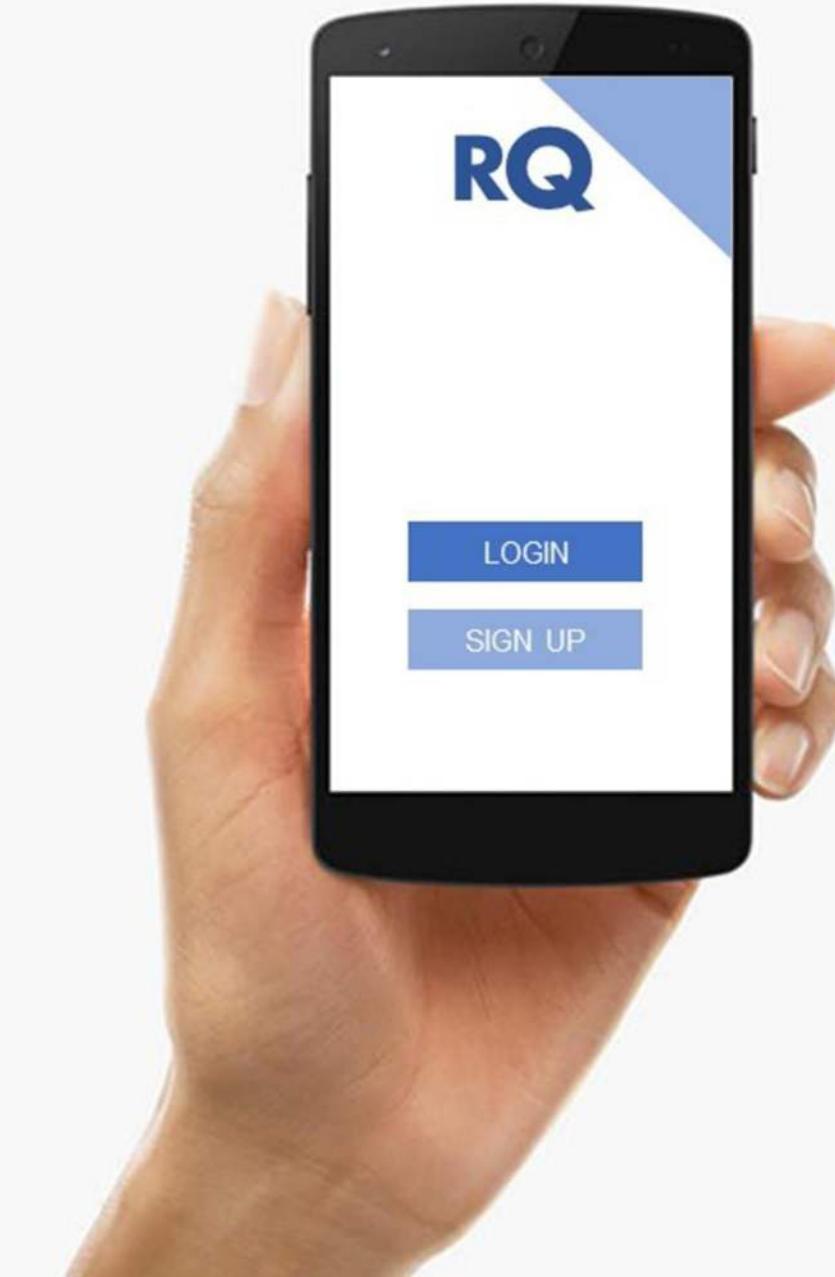
Smoke from cigarette reaches the ring and triggers the sensors

The sensor transmits the information to the app in the form of pulse.

The app translates pulse into quantity of smokes and alerts about critical values.

## Design of the App

The first and foremost function of the app is to keep a log of no. of cigarettes smoked in a day and to motivate the smoker quit by mapping his/her quitting improvement. The user is first supposed to enter his data and make the machine learn his/her current smoking pattern. Then as per the current smoking pattern one can choose and design his/her own quitting or reducing plan. The interface must be simple to make it as customizable as possible. To motivate a smoker quit, things like savings on money, pulse saved, effect on total daily smoke intake can be included in the application.





PROFILE RQ

occupation \_\_\_\_\_  
cigarettes per day \_\_\_\_\_  
cigarette brand \_\_\_\_\_  
alcohol habits \_\_\_\_\_  
cannabis habits \_\_\_\_\_  
chronic diseases \_\_\_\_\_  
bmi \_\_\_\_\_

⬅

RQ

SIGN UP

name \_\_\_\_\_  
age \_\_\_\_\_  
gender \_\_\_\_\_  
city \_\_\_\_\_  
phone \_\_\_\_\_  
e-mail \_\_\_\_\_  
password \_\_\_\_\_

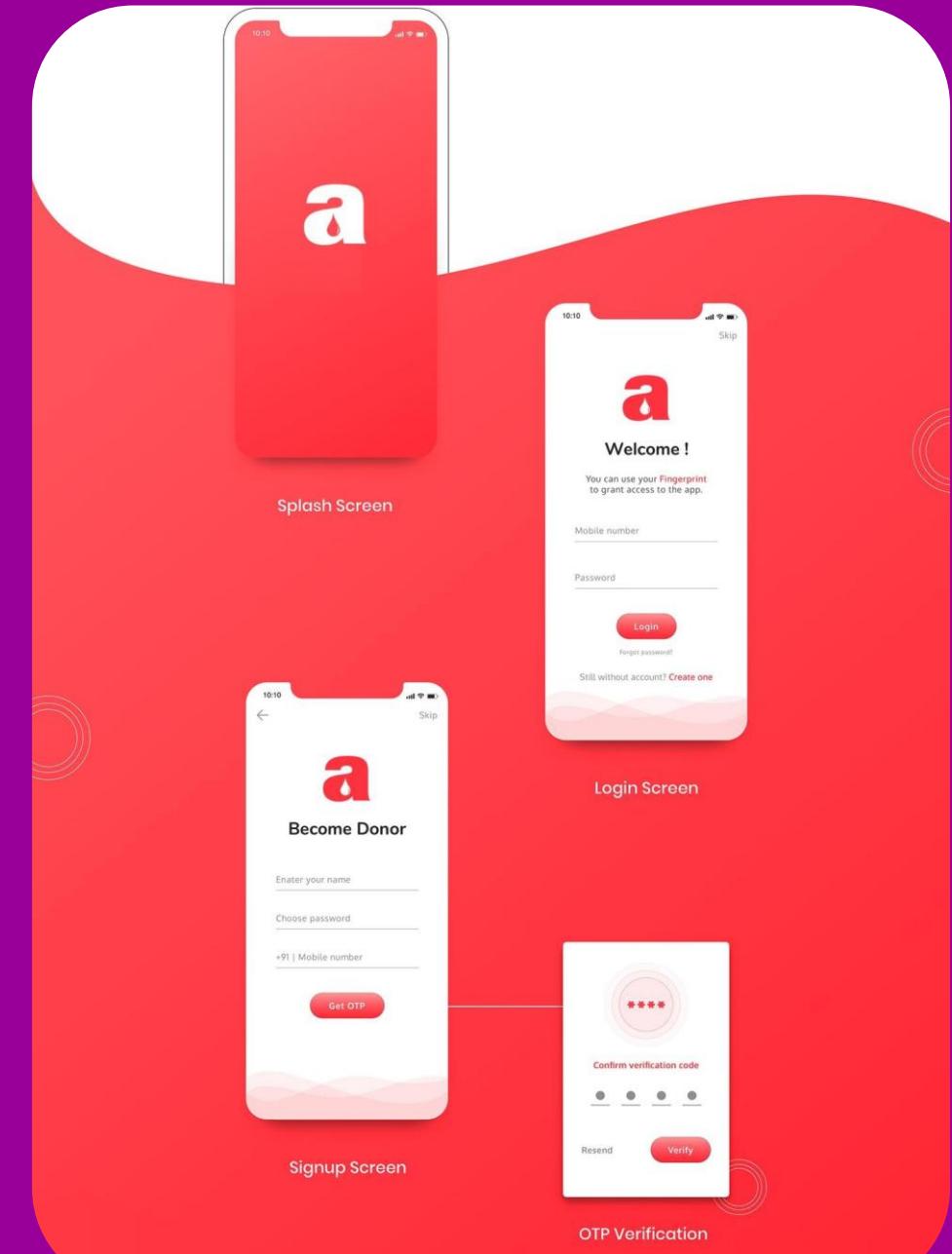
⬅

ASHISH, 30	RQ
ARCHITECT	CHENNAI
Cigarettes / Day	17-20
Brand	Classic Mild, ITC
Alcohol	Once Weekly
Cannabis	Twice Monthly
Diseases	None
BMI	26.8
Blood Pressure	118/72

⬅

# Aasha

Student project || blood donation service





# Brief

To design a centralised platform for blood donors, recipients/hospital and blood banks.  
To create an awareness and motivation amongst the people about blood donation.



## Context

India is a country with a population of 12 billion, of which 512 million people are eligible blood donors. The country consistently faces a blood shortage of daunting figure of 3 million units every year



# Process

**Research** : Blood Donation Process, structure of blood banks, analysing current problems and solutions

**Ideation** : User Persona, Information Architecture, Task Flows, Wireframing

**Design** : Identity and Branding, Screens, Prototype

# Stakeholders

Blood Donor  
Recipients  
Blood Banks  
Hospitals





# Persona

Sumit Kumar, 25

Artist, Musician  
Physically Active  
Sexually Active  
Healthy Lifestyle  
Social Drinker  
Busy  
Helping

# Journey Map



The process for a occasional blood donor differs from frequent donors. For occasional donor it's a response to a event based need and for frequent donor it is regular

# Journey Map

For event based donor

## Action

Call for need



Traveling to bank/camp



Form Filling



Health Check-up



Blood Donation



Rest



Traveling Back

## Emotion

Empathy

Anxious, Nervous, Frustrated

Anxious, Nervous, Frustrated

Anxious, Nervous, Frustrated, Intimidated

Bored, Calm

Relaxed

Tired

# Journey Map

For frequent donor

## Action

Traveling to bank/camp



Registration



Health Check-up



Identity Creation



Travelling Back



Call for need



Go for Donation

## Emotion

Excited, Neutral

Neutral

Anxious, Nervous, Frustrated, Intimidated

Neutral

Neutral

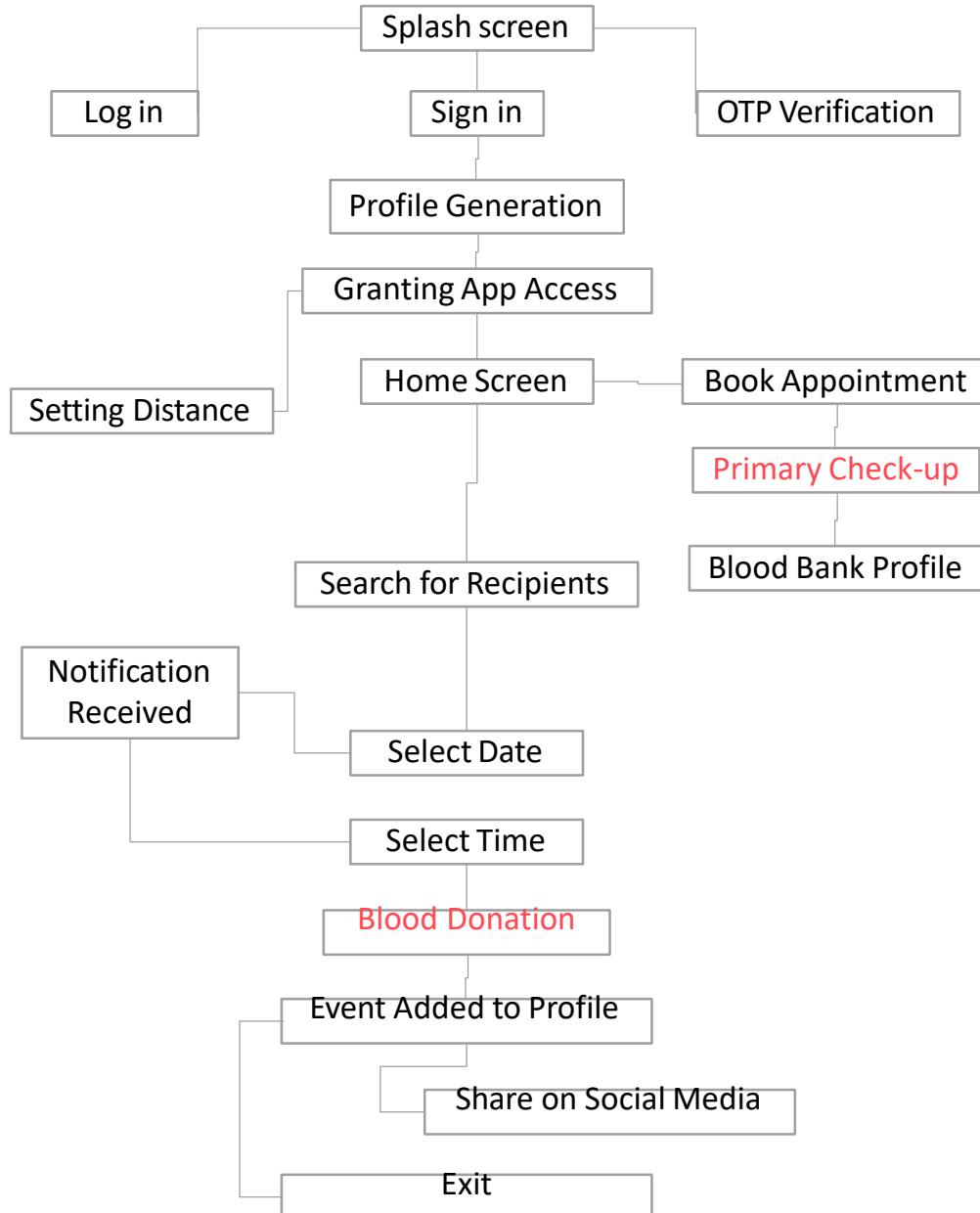
Empathy

Anxious



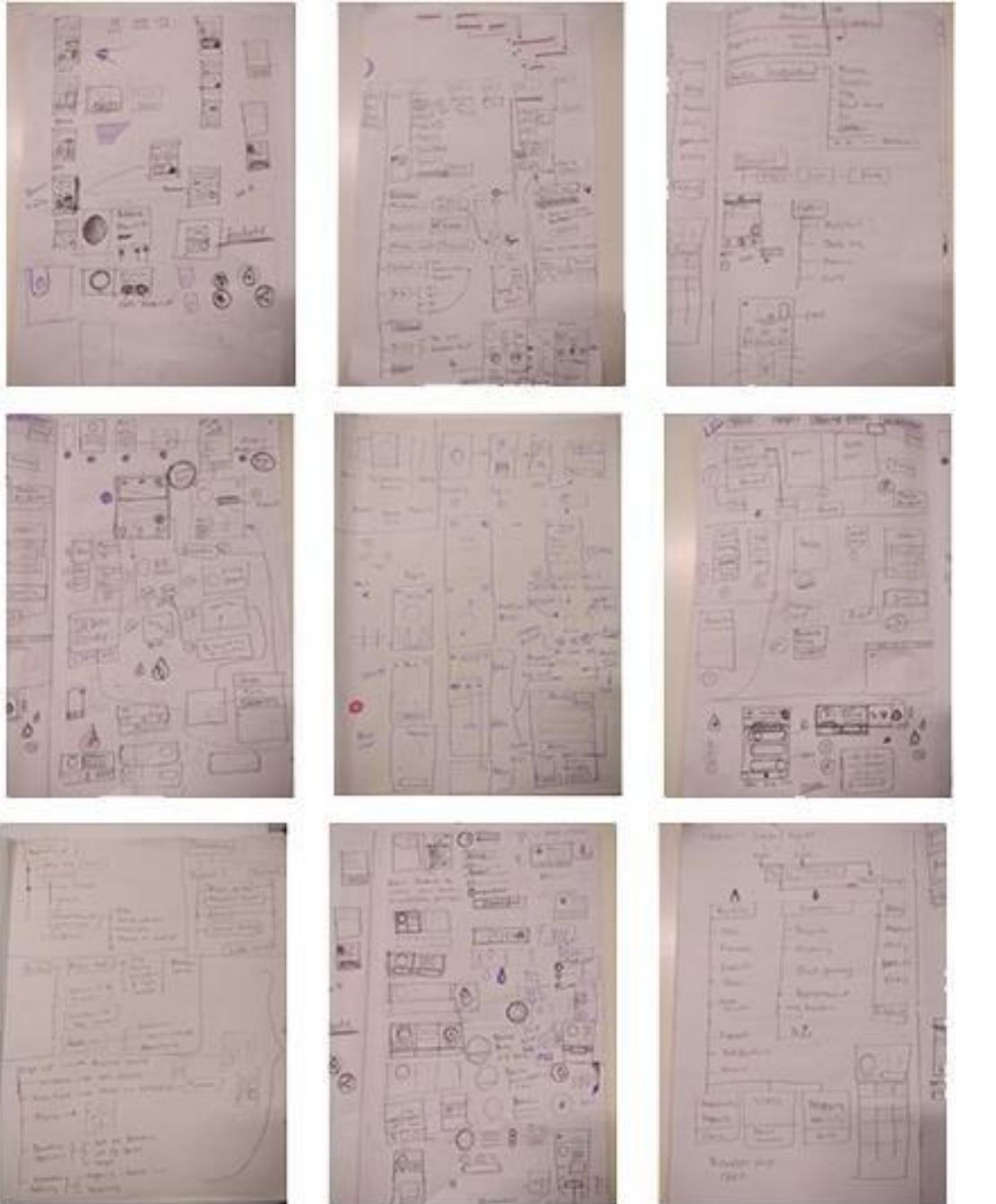
## Pain Points

- No regular or reliable source of information
- Access to donation campaigns
- No track of donated blood
- No track of time between two donations
- No track of donors for hospitals
- Lack of awareness



## Task Flow

After the research and case studies, it was inferred that the app will be useful for frequent donors and hence the user flow was designed with keeping in mind the comfort of user such as distance to be travelled, gaps between to donations, sharing on social media for awareness etc.



# Wireframing

Steps involved in gathering Data of the user such as blood group, location, contact details, getting appointment for initial blood and health check-up to become a member and eligible donor and hence getting notified if there is need of particular blood type in the hospitals in vicinity of user.



# Aasha

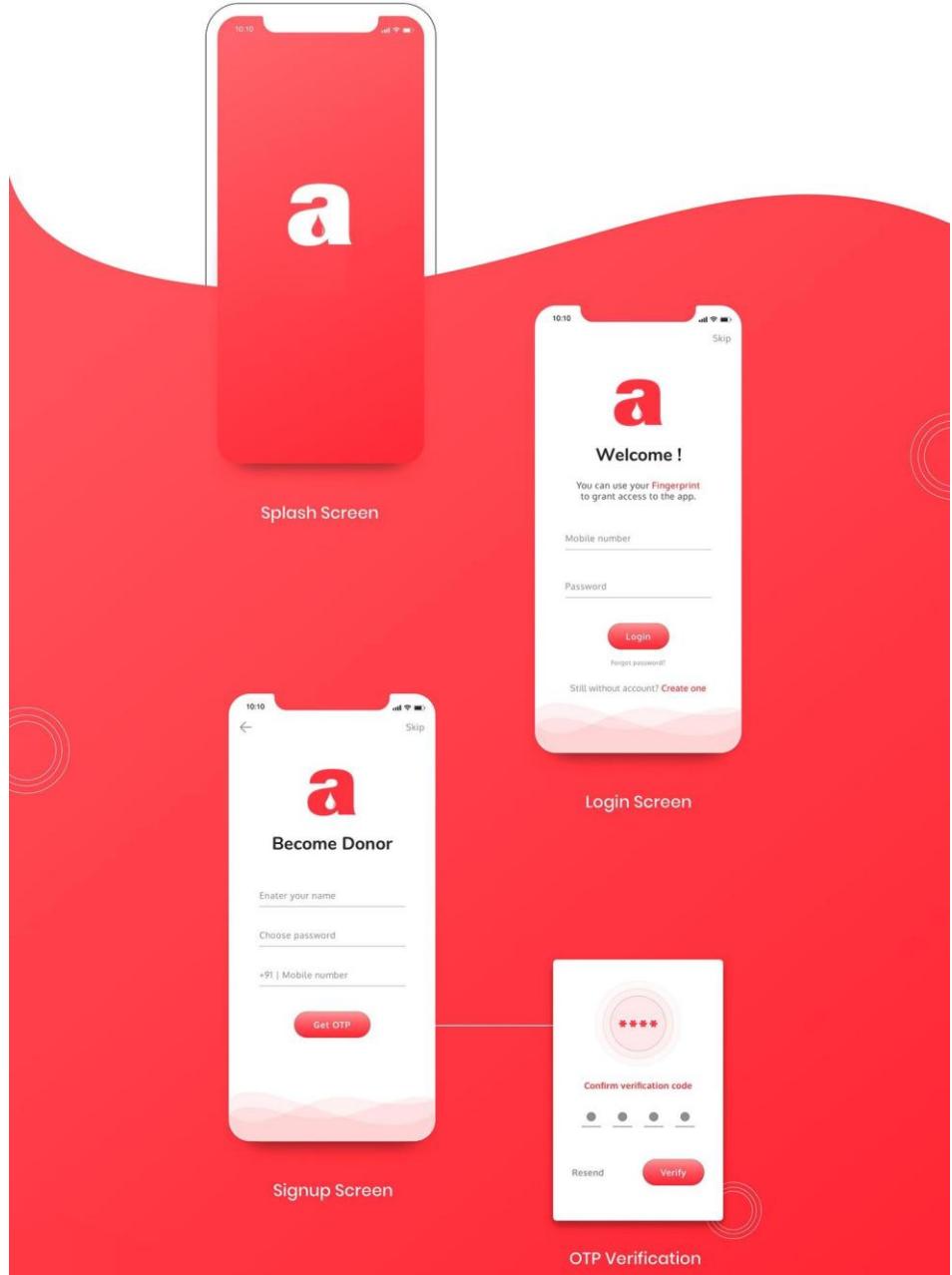
Aasha is mobile application to help a donor, to enhance the experience of blood donation, to help hospitals seeking blood donors and to motivate donors to donate more and motivate others



## Identity and Branding

The logo for Aasha is combination of initial letter with the drop in the counter space of the letter that depicts blood. Drop is a symbol for essentials of life. The color and the drop, will go as brand expression. The main color used in product is red and is used along with White, Grey and Black.





## Screens

Simple screens with white background, easy metaphors and simple to understand icons.

## Other Live Projects

# VR + Stall Comic Con Experience

Funimation Films || Real and Virtual Space

The banner features the Funimation Films logo at the top left. In the center, the title "MY HERO ACADEMIA" is displayed in large, stylized red and yellow letters, with "WORLD HEROES' MISSION" below it in a smaller, bold font. Below the title, the tagline "THEIR FIGHT IS OUR FUTURE" is written in white. To the right of the text is a large, detailed illustration of three heroes in their combat gear: Bakugo (left), Deku (center), and Todoroki (right). The background behind the characters is split into three vertical panels of orange, green, and blue. At the bottom right of the banner, there are five small colored squares (white, white, pink, white, white) arranged in a row.

Deku, Bakugo & Todoroki are back on the big screen October 29!  
Tickets on Sale Now.

[BUY TICKETS](#)

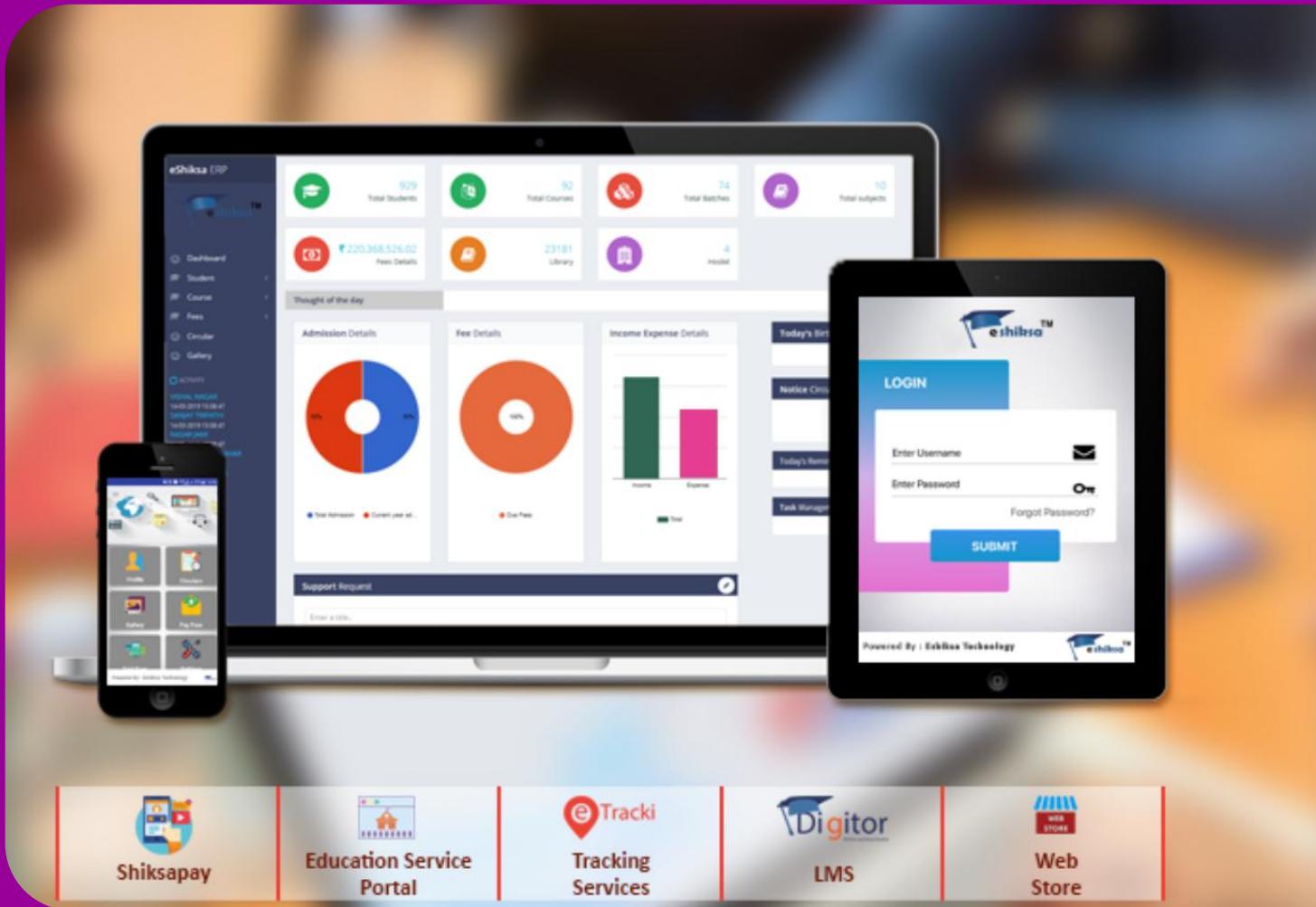
[WATCH SERIES](#)

[SHARE THIS](#)



# LMS for Tourist Guides

Ministry of Tourism India || mobile + desktop



**Login to continue**

Username or Email

Password

Enter below text

a 6 5 7 1 0

[Forgot Password?](#)

**Login**

**Quick pay your fees**

Username

# LMS for Medical Representatives

ACTO || mobile + desktop

ACTO

About Platform Solutions Customers Insights

Login Support Book a demo

Search icon



We're committed to Life Sciences

Our goal is to help improve the human condition and make a positive impact on people's lives by supporting the work of the Life Sciences industry.

Our mission

Our mission is to help biopharmaceutical and medical device companies improve patient outcomes as they introduce therapies to market.



# Rekhta World

## concept || design system

≡ Jashn-e-Rekhta

[VISIT YOUTUBE CHANNEL](#)

[DONATE NOW](#)

## All About Jashn

Jashn-e-Rekhta is a three-day festival that celebrates Indian heritage through art forms like Ghazals, Sufi music, Qawwali, Dastaangoi, panel discussions, poetry symposiums & recitations, celebrity conversations, masterclasses & more. Not only this, but you also get to experience book exhibitions, calligraphy & a uniquely curated Rekhta Baazaar that showcases artefacts & merchandise. Another highlight of the festival is "Aiwan-i-Zaiqa", a curated food Festival that will let food lovers savour a grand feast of cuisines like Kashmiri, Awadhi, Hyderabadi, Rampuri, Mughlai along with the finest selection of popular street food from Purani



# Website + Dashboard

## Giddh || Desktop + Mobile

The screenshot displays the Giddh website's desktop dashboard. At the top, there's a navigation bar with links for 'Make the Switch', 'Features', 'Pricing', 'GST', 'About', 'Resources', 'Login', and 'Sign Up'. The main dashboard area features a 'Ratio Analysis' section with four circular KPIs: Current Ratio (1.50), Debt Equity Ratio (0.13), Proprietary Ratio (1.13), and Fixed Assets Ratio (0.22). Below this is a bar chart titled 'Sales' comparing 'Last week', 'This week', and 'This Week' (the current period). To the right, there's a 'Bank Accounts' section listing 'Dubai Islamic Bank' and 'Commercial Bank of Dubai' with their respective bank balances. A 'Connect Bank' button is also present. On the far right, a smartphone shows a mobile app interface with a bar chart and text 'Total Sales (this week) AED 55,733'.

### File your GST directly with Giddh

We prepare your GST return file automatically and the heavy lifting for you. Now file your Goods and Services Tax (GST) directly on portal.

Up arrow icon and speech bubble icon for user feedback.

**Thank You**