

# From Art to Design

Navigating the Exciting World of Product Design



Anusandhan Pokhrel

2018 June

2nd year of Engineering

suna na

timi tyo AT **hackathon** maa part  
linchau ra?



In my opinion

I was a 'Design Guy'

In my opinion  
I was the 'Design Guy' 😎



# NFDN SLEUTH

Email \*

Password \*

**Sign In**

[Forgot Password?](#)

Don't have an account? [Sign Up](#)

# NFDN SLEUTH

Username \*

Email \*

Password \*

Confirm Password \*

**Sign Up**

Already have an account? [Sign In](#)

← NFDN Sleuth

## Give Your Review

Name of Place  
Bir Hospital

Type Health ▾

Sub-Type Hospital ▾

Entrance Accessible ▾

Ramp Partially Acces... ▾

Elevator Accessible ▾

Toilet Inaccessible ▾

Reception/Help Desk Accessible ▾

Signage Partially Acces... ▾

Assistive Scooter Parking Partially Acces... ▾

← NFDN Sleuth

Signage Partially Acces... ▾

Assistive Scooter Parking Partially Acces... ▾

Remarks  
One of the better equipped hospitals for mobility impaired people.

**Take Photo**



**Submit Review**

We were about to get paid

Rs. 40,000 for it

# User Onboarding Day

We got into a problem

**Our users were  
Visually Impaired**



# Turns Out

I knew nothing about Design

# Turns Out

I was an Artist, not a Designer

**This realization**  
led me into the World of Design

**Head of Design  
@ Naamche**

**073BCT  
Pulchowk Alumni**

**Ambassador @ Notion**

**Locus 2020  
Coordinator**

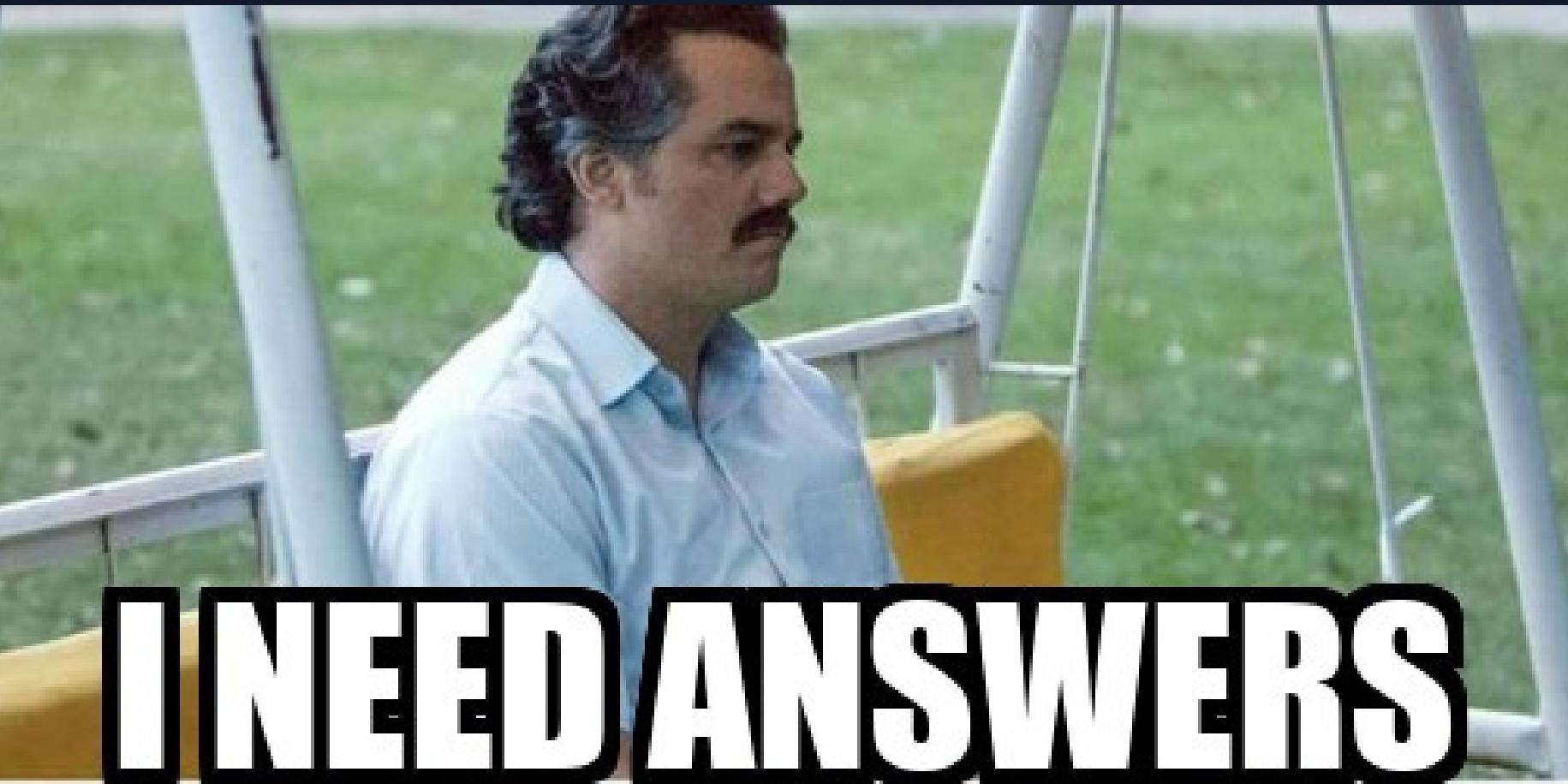


# This is my jouney

Making this silly mistake



Designing products  
that raise **\$200M +**



I NEED ANSWERS



I NEED ANSWERS

imgflip.com



I NEED ANSWERS

# I came to know that..

Design =/= Art

Design has a bigger purpose

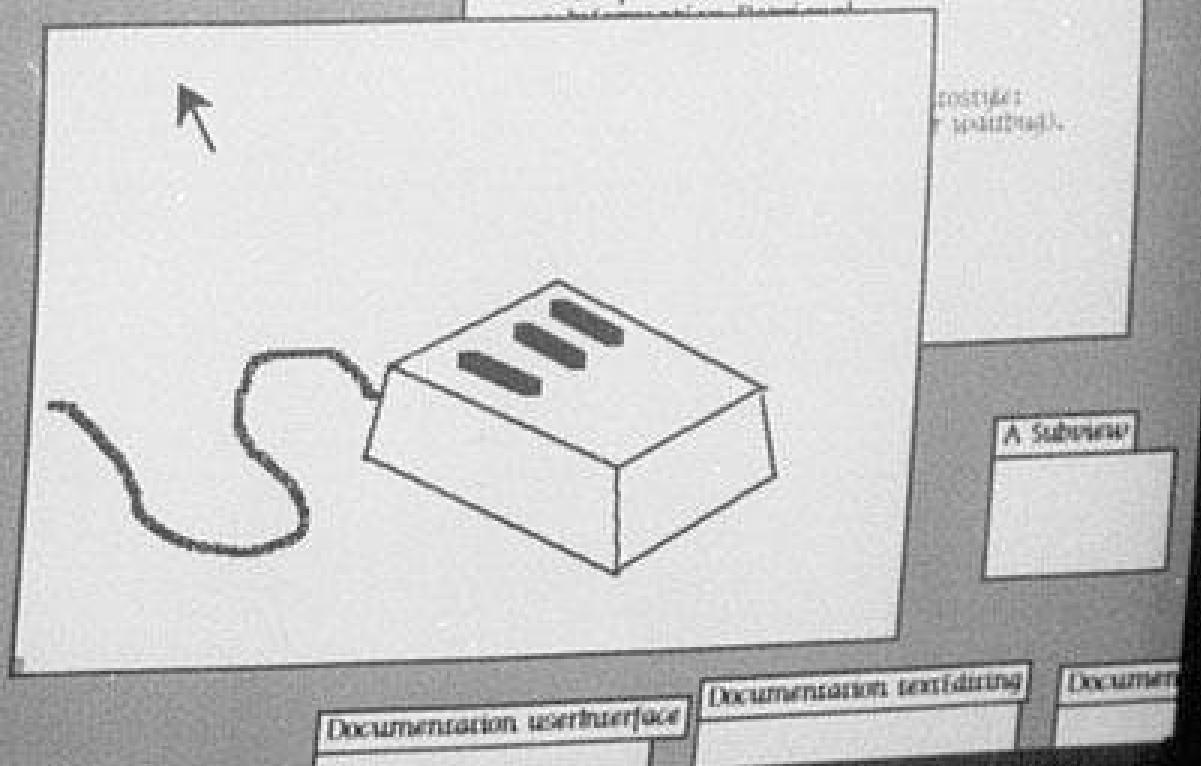
# I came to know that..

Design is crafting solutions that make people's lives better



Smalltalk as a System

- User Interface
- Graphics





Linear

New issue Filter

In Progress 2

- ENG-248 Release new website Magic Oct 12 12 Oct
- ENG-250 Design translucent assets Design Oct 12 11 Oct

Backlog 3

- ENG-028 Update documentation 30 Sep
- ENG-199 Batch loading of partial stores SuperSync 5 Sep
- ENG-201 Fix CSS in roadmap team graph Bug 5 Sep

Icebox 2

- ENG-344 Enable data transmission beams Oct 20 8 Oct
- ENG-402 Tease the upcoming product release Marketing Oct 19 27 Sep

Done 4

- ENG-249 Replace isometric screenshots Design 12 Oct
- ENG-247 Add magical details Magic 11 Oct
- ENG-241 Create router for view link unfurling #8992 10 Oct
- ENG-220 Gather feedback from customers Testing Oct 25 11 Oct

Project Solar Sailer

Escape from the game grid and reach the MCP

Properties

Status In Progress

Lead Erin Frey

Members 2

Target date 19 Oct

Team ENG

Documents +

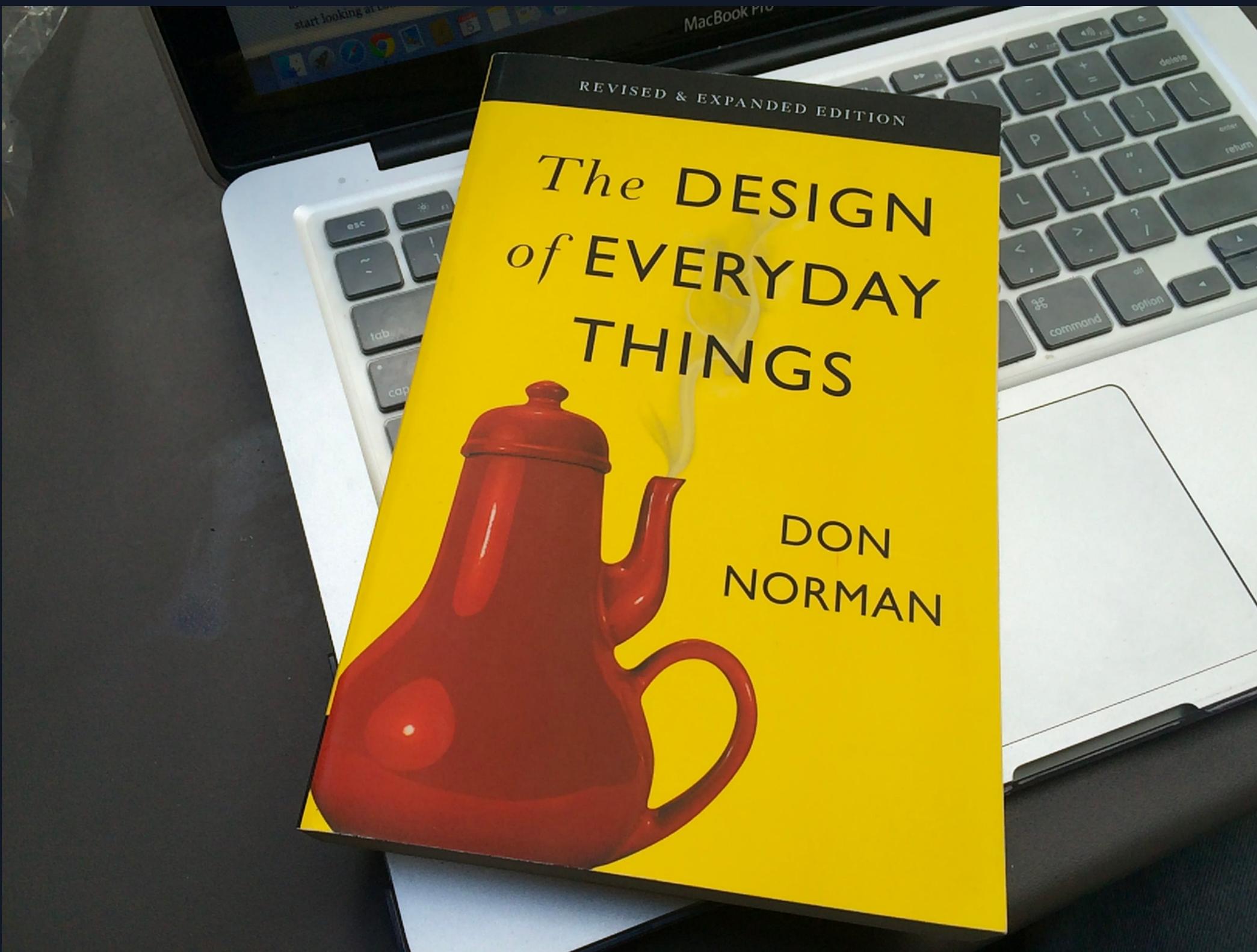
Links +

Progress

Scope □ 20

Started ▲ 2 ▲ 38%

Completed ▲ 4 ▲ 16%



I started viewing the world  
differently

**What I ruined, was called**

# User Experience

**Close your eyes and  
Imagine that "You are using one of your  
favorite apps"**

# User Experience

How someone feels and thinks when they use a product, like an app or a website, based on how easy it is to use and how much they enjoy using it.

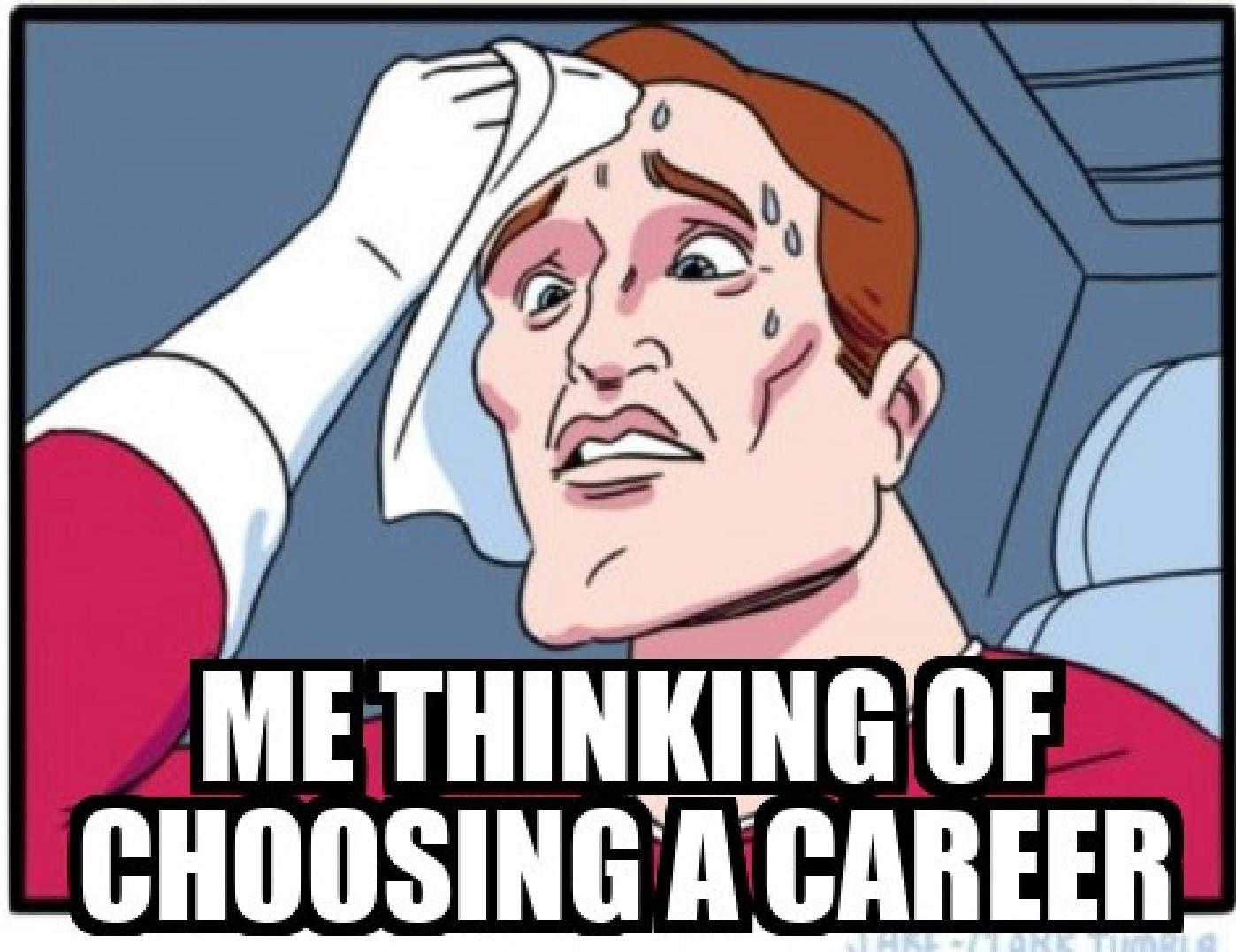
User Experience + Design = ?

# UX Design

Designing User Experience = UX Design

# UX Design

The process of crafting meaningful and intuitive experiences for users of a product or service.



# UI/UX Design?



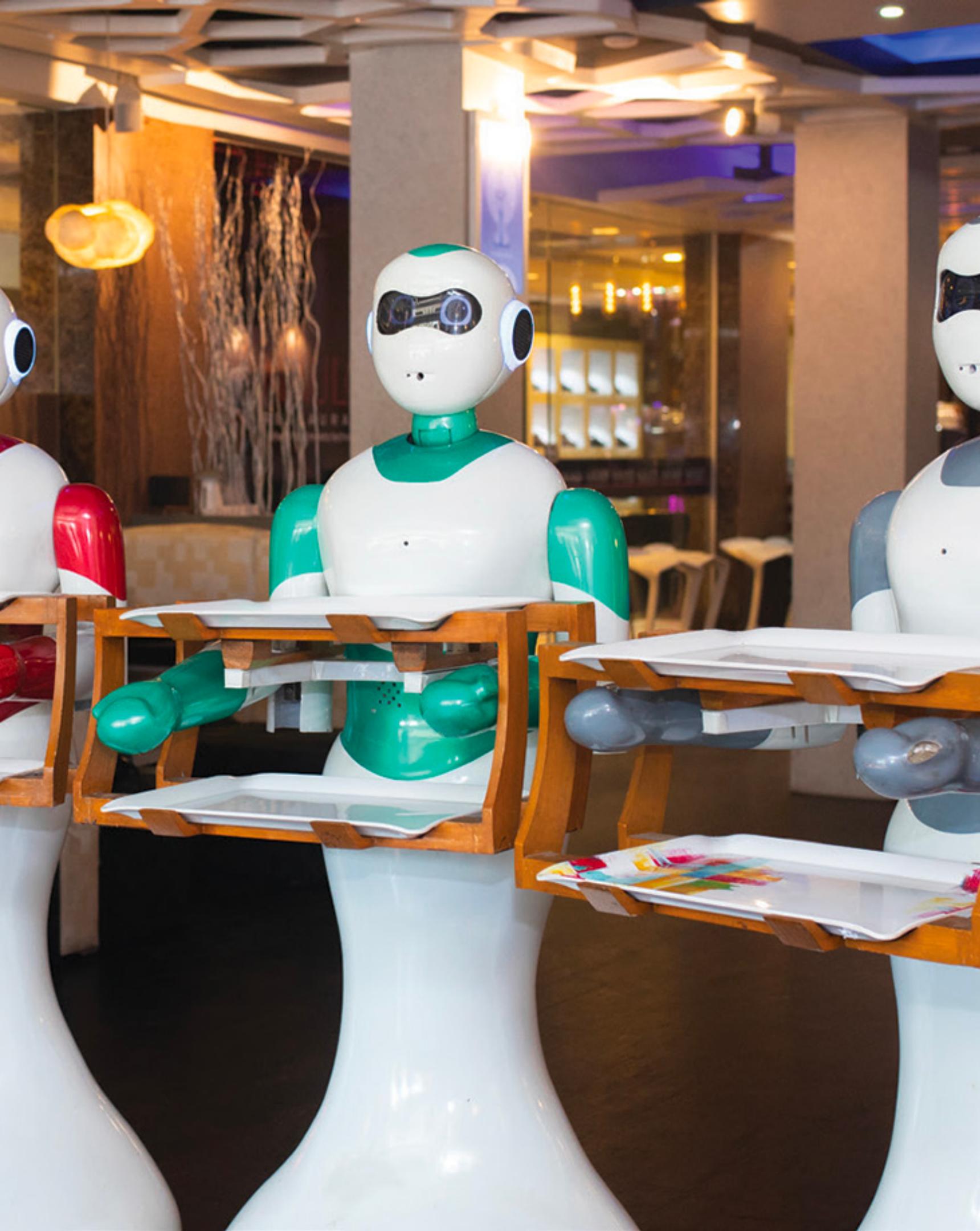
**UX DESIGN**



**UI/UX  
DESIGN**

UX Designer 😊





# AI Intern

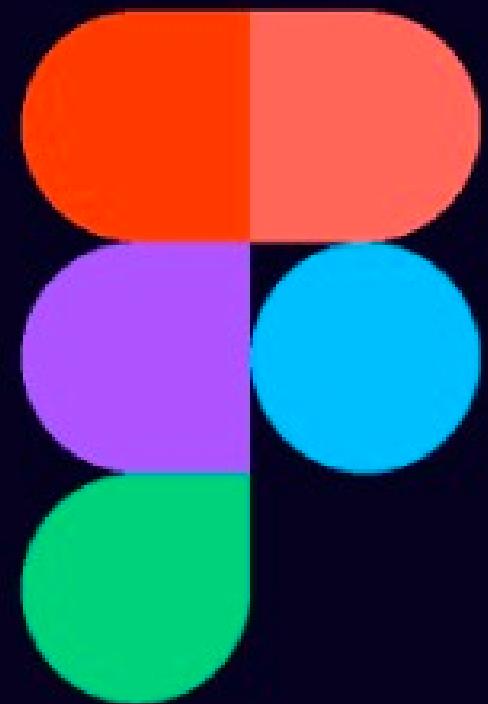


I was fascinated by AI too, and I  
wanted to try

AI Experiences ❤



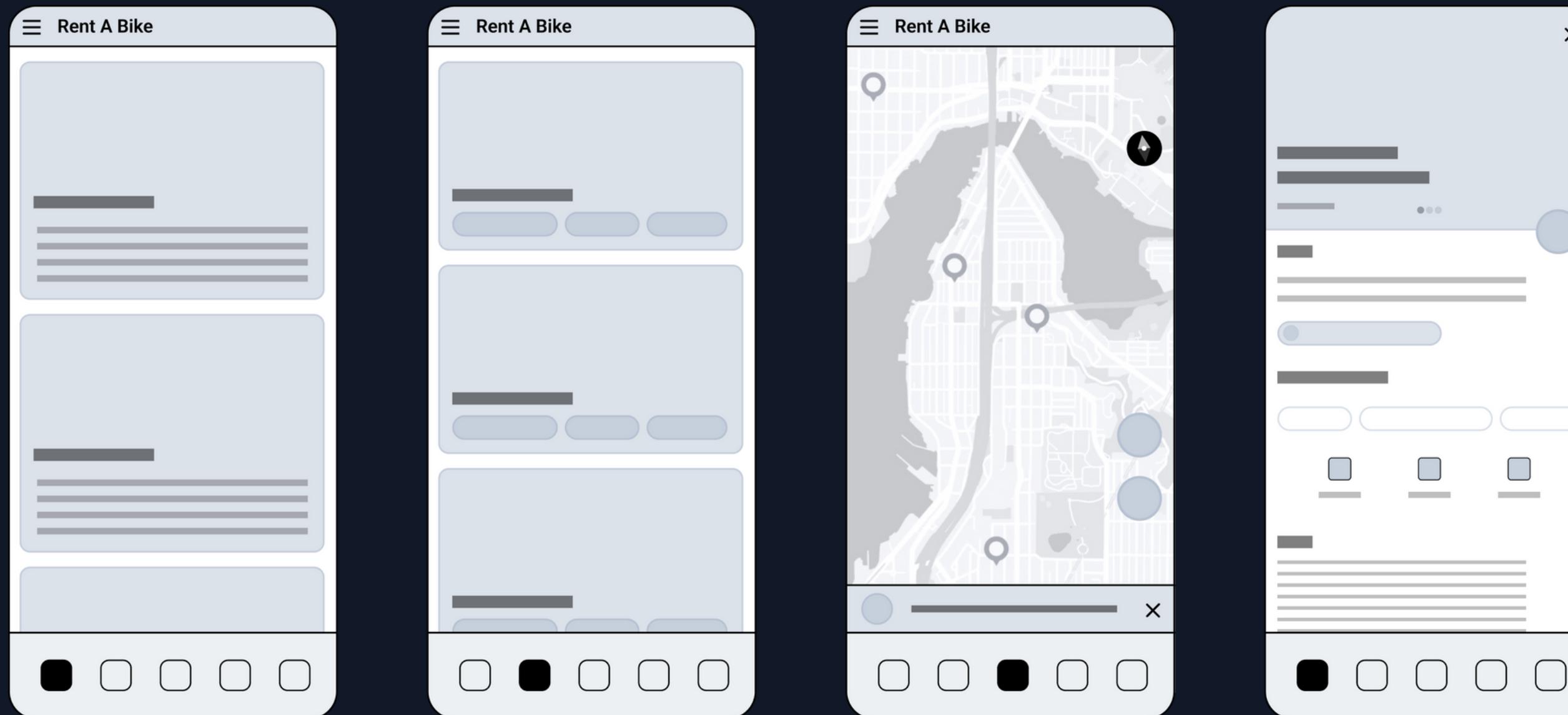
Figma is ❤

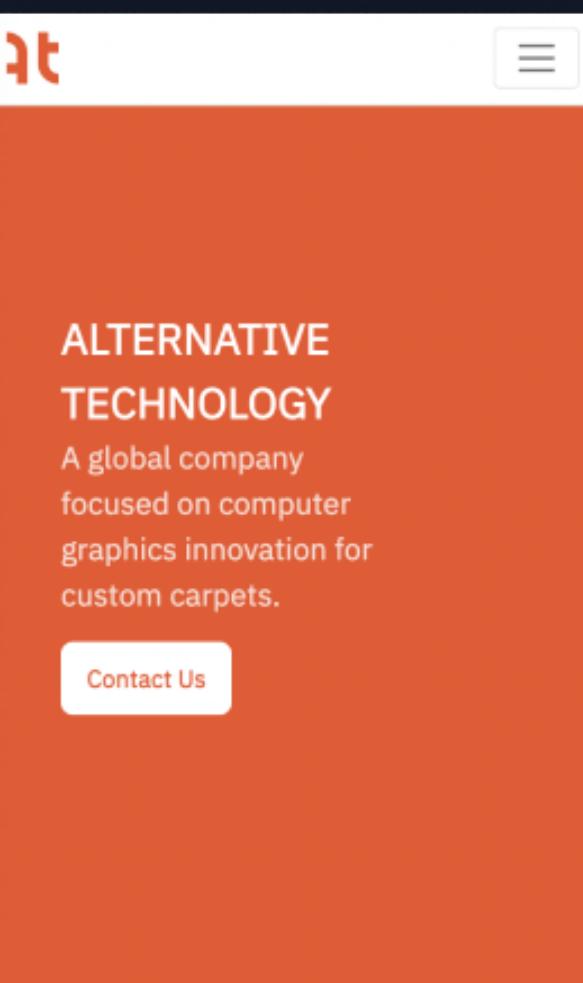
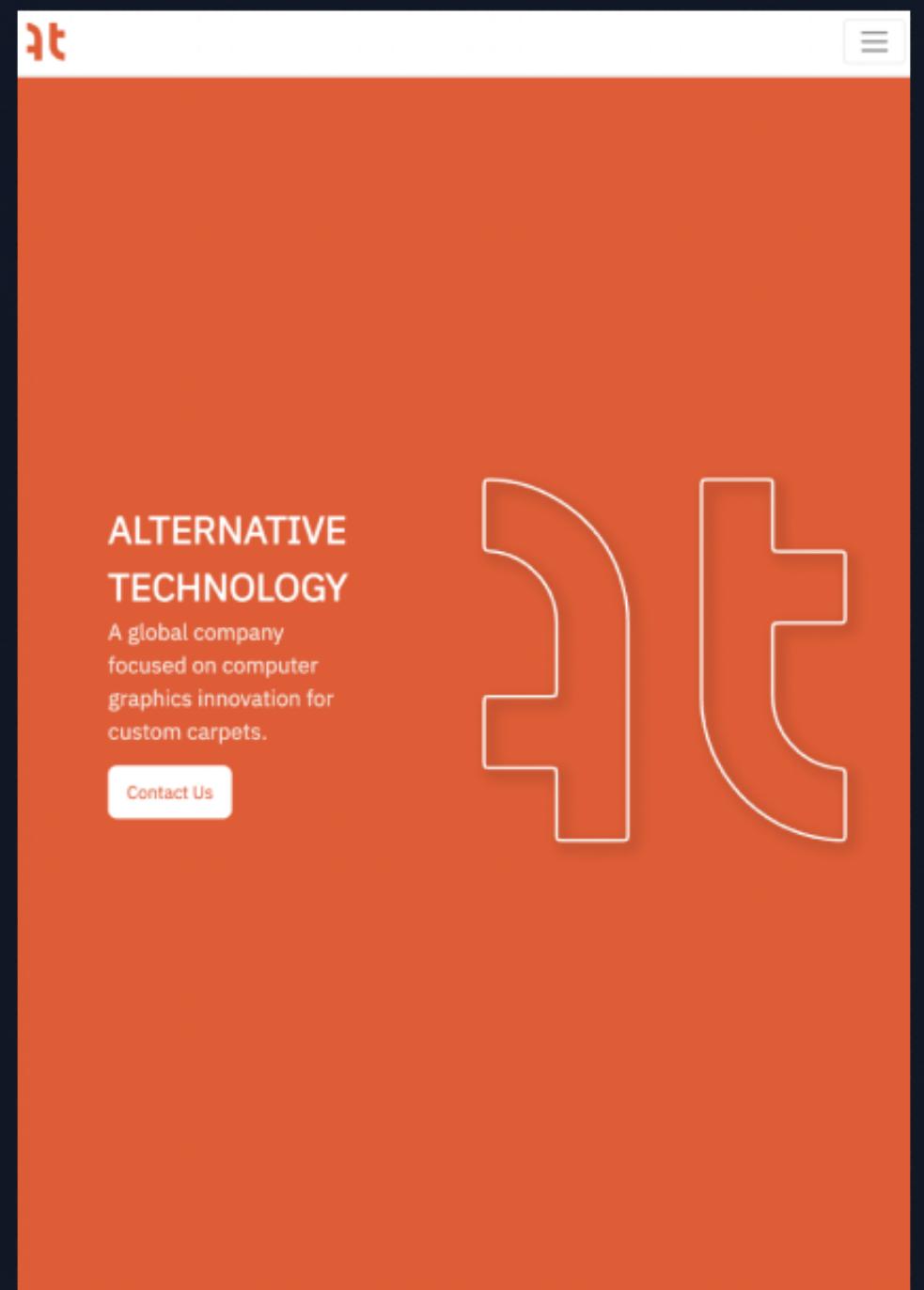
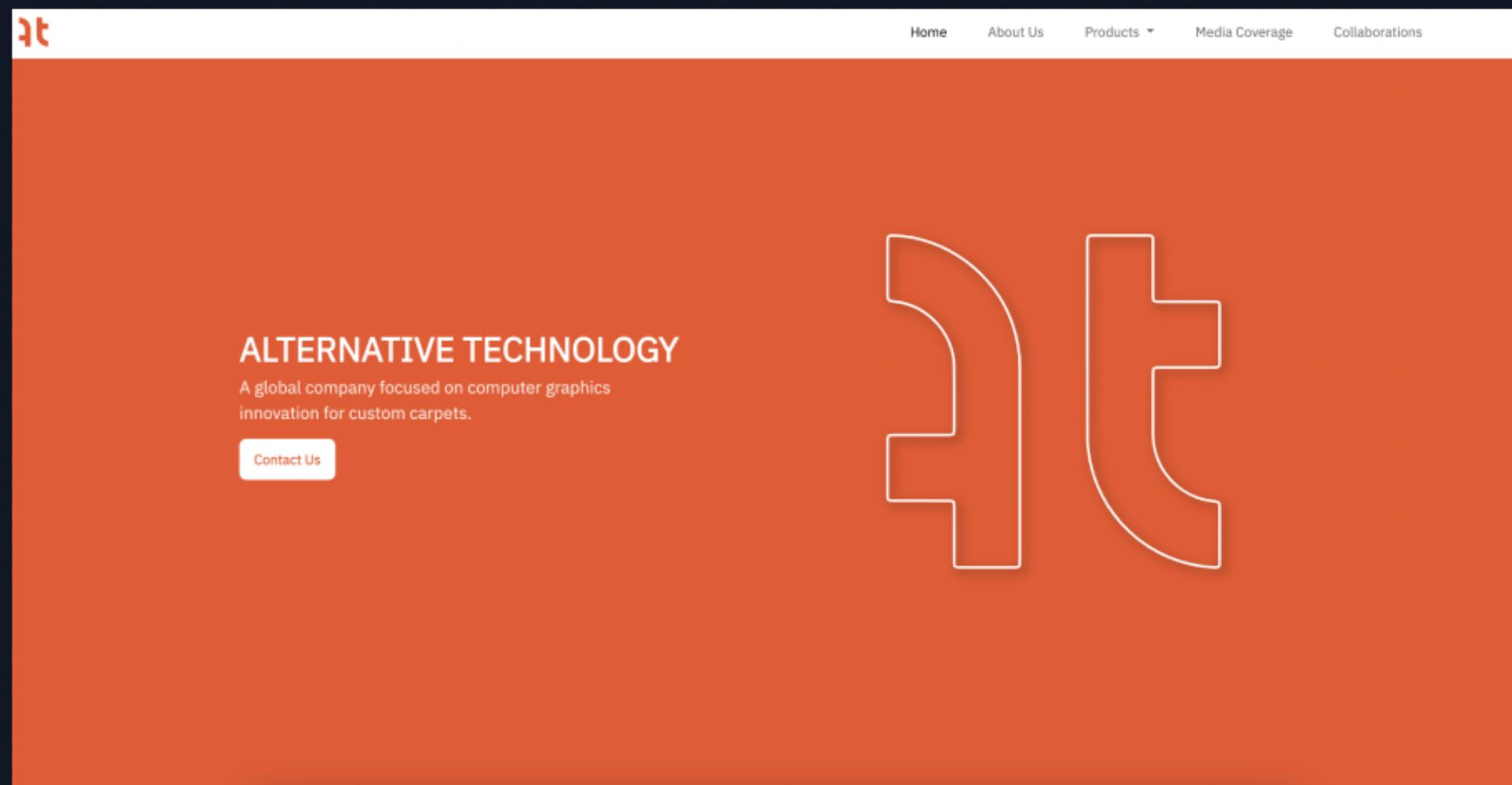


Figma

# Kick-Off

Started working for US, Australia & Nepal based clients







clamphook

Welcome John!

We're excited to get you started. First you need to confirm your account. Just press the button below.

Confirm Account

If that doesnot work, copy and paste the following link in your browser:

[https://clamphook.com/verify\\_account/0b-RDW4CaMsIJuEd](https://clamphook.com/verify_account/0b-RDW4CaMsIJuEd)

If you didn't initiate this request please contact us asap at  
[info@clamphook.com](mailto:info@clamphook.com)

Thank You,  
Clamphook Team

You'll receive

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Tutors



Doubt Clearance  
Session



24/7 Discussion  
Forum



Live and Recorded  
Lectures

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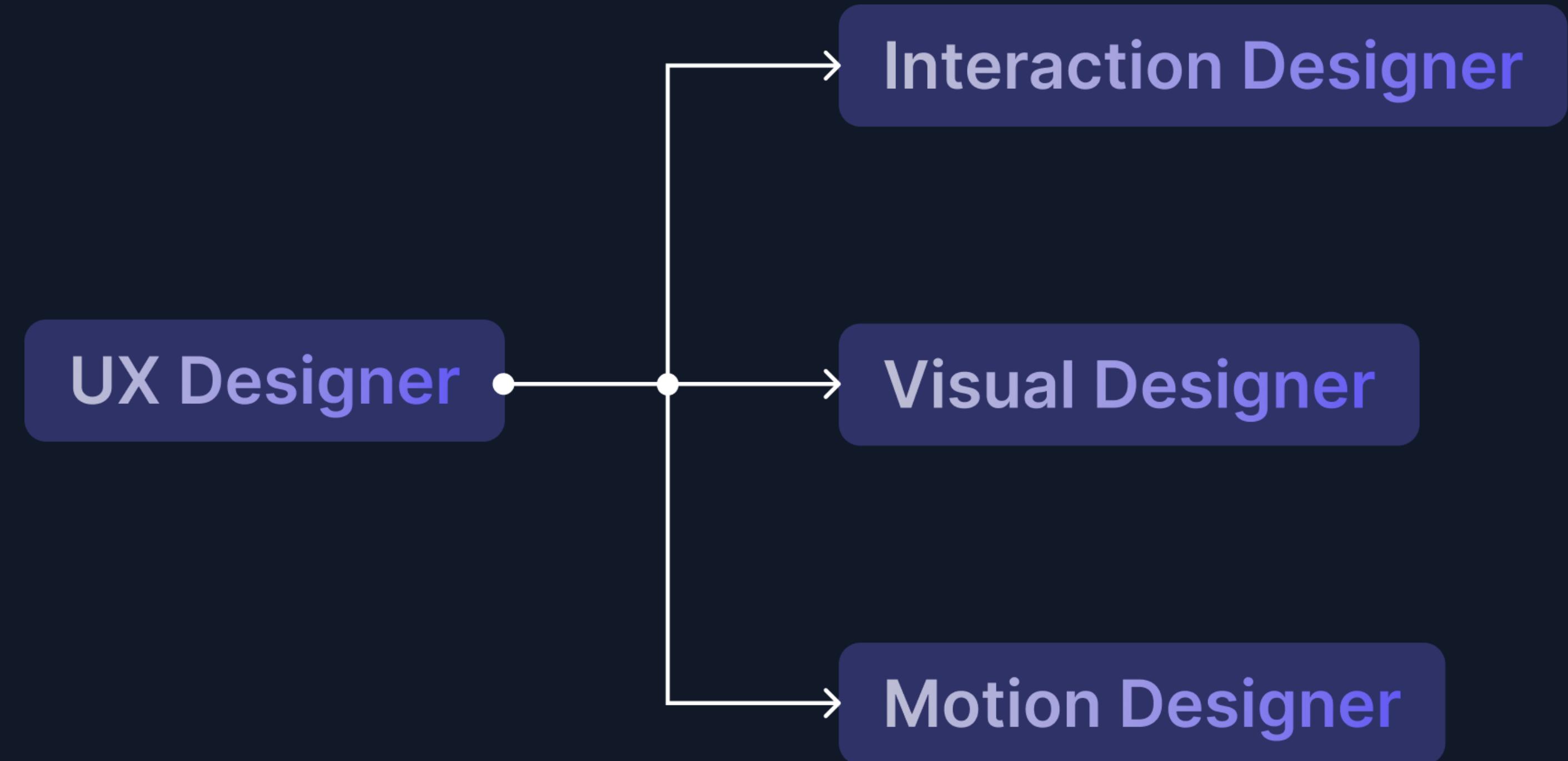
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01-578937

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Naturally I started becoming  
a Generalist

**Not only bringing user needs  
into the table**

**But also connecting user  
needs and business needs**

**Connecting Users, Business  
People & Developers**

# Product Design



# UX Design

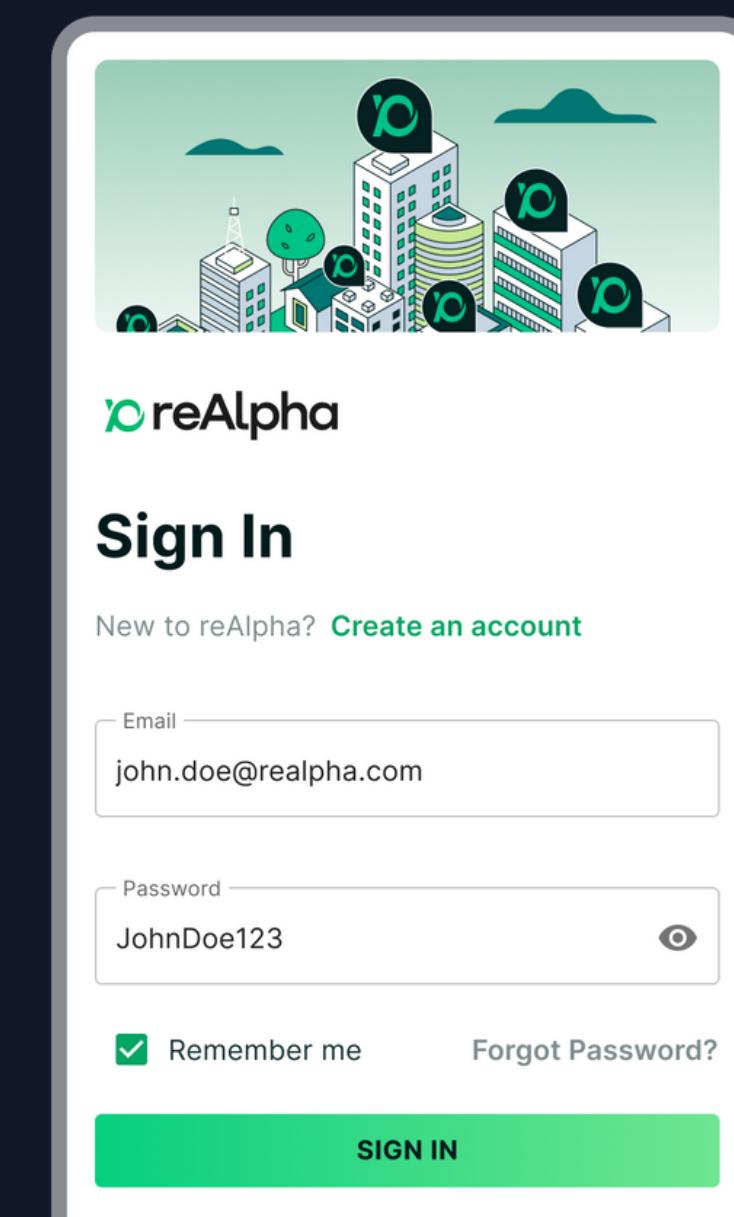
 naamche

# reAlpha

Biggest pivot of reAlpha

1 week to develop a prototype web app

**I developed a new Product Design framework "Tiger Sprint"**



The home screen displays the reAlpha logo at the top left and a menu icon at the top right. A "FEATURED PROPERTY" section shows a thumbnail for "THE JASMINE" in Davenport, FL, described as a Multi-Family property. It includes a green "Investment Open" button, a "See More" link, and a circular badge with the number 71. Below this is a "COMING SOON" section with a "Get notified" button for SMS alerts, a "Your Phone Number" input field, and a "SUBSCRIBE" button. A blurred "UPCOMING" property thumbnail for "THE HAMLET" in Davenport, FL, is also shown.

**reAlpha**

OVERVIEW OFFERING DETAILS A



**SHOW ALL PHOTOS**

Investment Open

71 reAlpha Score

**THE JASMINE**  
612 Jasmine Lane, 33897, Davenport, FL

Built 2021 2271 Sq. Ft. Single-Family

**3.19%**  
Cash on Cash Return ⓘ

**10.56%**  
Total Avg. Return ⓘ

**3.12%**  
Cap Rate ⓘ

**Investment Highlights**

**Funding Goal**  
Once the minimum funding goal is met, the

**reAlpha**

john.doe@naamche.com ✅  
Dealmaker Account

**Account Value**  
**\$200,200**

Appreciation Returns  
--

Dividends  
--

**YOUR INVESTMENTS**

Invested On: Jan 9, 2022  
**The Palm • \$1,000**  
10 Shares

**reAlpha raised \$206M  
in capital**

# The Drive

↳ Superpower to make a positive impact on  
people's lives

# 7 Tips for aspiring UX designers

1. Anyone can learn to be a good designer. It's all about mindset.

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3. Start as early as you can.
4. Network, network & network.
5. Get comfortable being uncomfortable.
6. Read books

Bernie



**I am once again asking  
you to stop learning UX from Indian Youtubers**

**7th tip**

# Don't let any opportunity slip away

suna na

timi tyo AT **hackathon** maa part  
linchau ra?

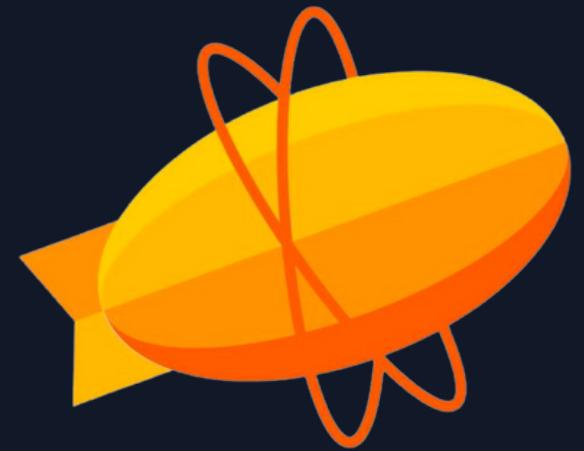


# Thank You





# Design Tools



\_zapier

# Design Thinking

