

PORTFOLIO

Kasturi Paranjpe

www.kasturiparanjpe.com

Index

01 **Checkout mobile app**
Interaction design

02 **Wanderlist travel app**
Interaction design

03 **Next Roger Brand development**
Graphic design

04 **Bay Area older adults**
Website design

05 **Flamingo- Visual Narrative**
Graphic design

06 **Gotham Typo poster**
Graphic design

07 **Connecting greens**
Urban design

08 **Virasat-Learning center**
Architectural thesis

Checkout

The Grocery Billing App- Interaction Design

Skills

| | | | |
|--------------------------------|-------------------------------------|------------------------------|----------------------------|
| Design research Mindmapping | Cognitive pattern User Interview | User Personas Journey map | Wireframing Prototyping |
|--------------------------------|-------------------------------------|------------------------------|----------------------------|

Tools- Adobe-Photoshop, InDesign, Illustrator, Adobe XD, Autodesk SketchBook

Project brief

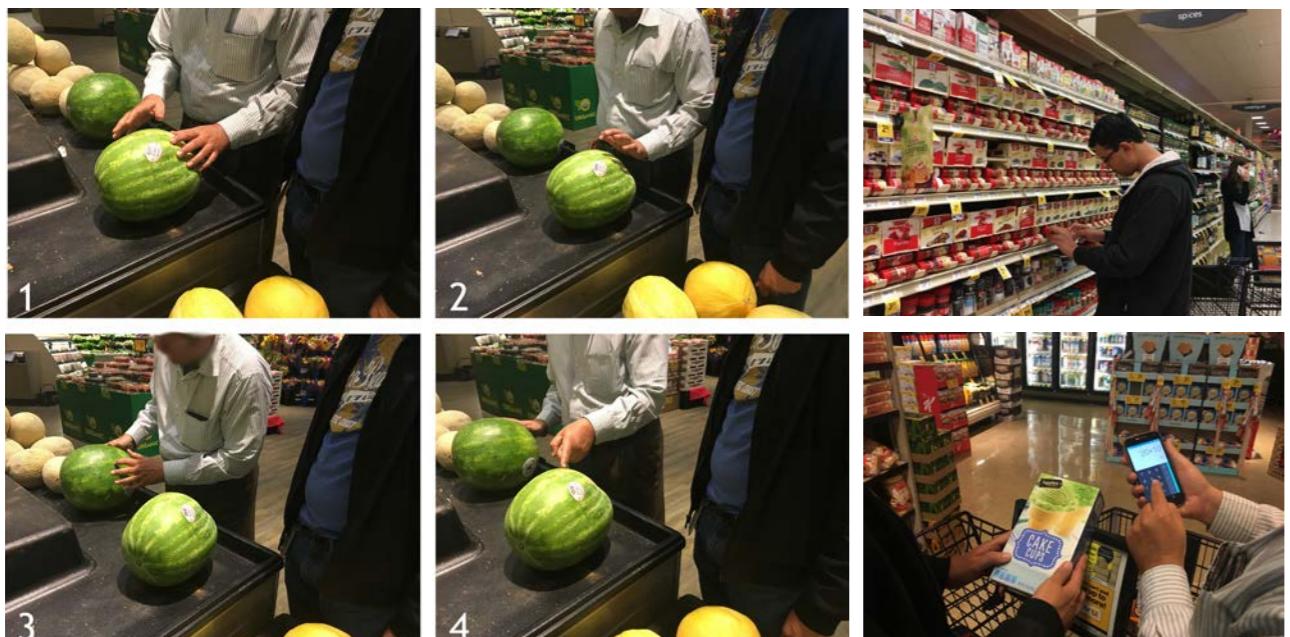
Design an app which will address time management problem in our day to day activity & explore cognitive patterns during the process of designing.

About app

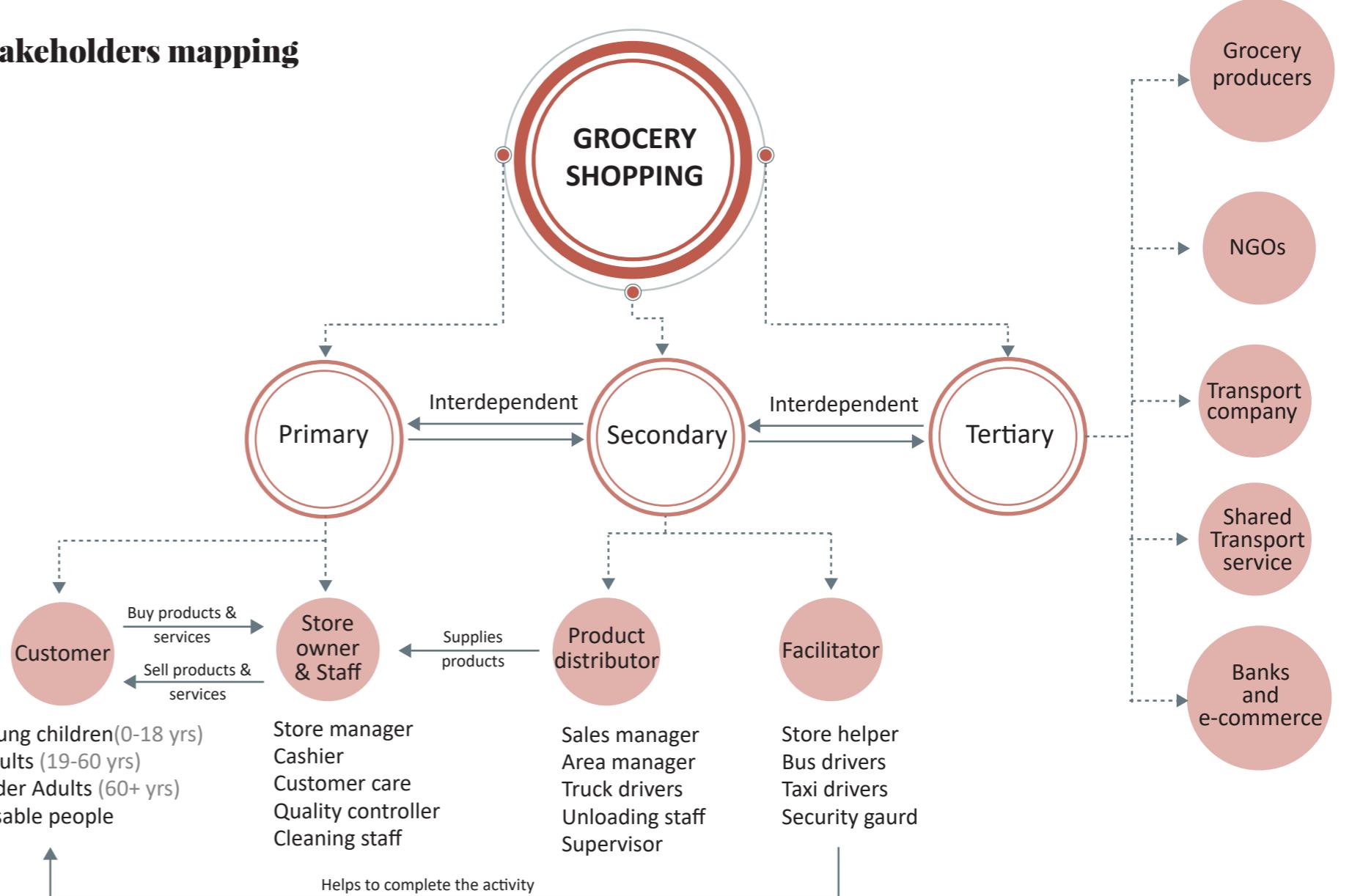
People prefer shopping groceries in the store. Reasons are varied. We all know that long checkout line is one of the inconvenience in grocery shopping at the store. This app will help customers to bill their purchases by mobile phone and avoid standing in the long queue.

User data collection

The data is collected through user observations, journey maps, personas, user interviews. I also conducted public participation at various grocery stores.



Stakeholders mapping



Market analysis

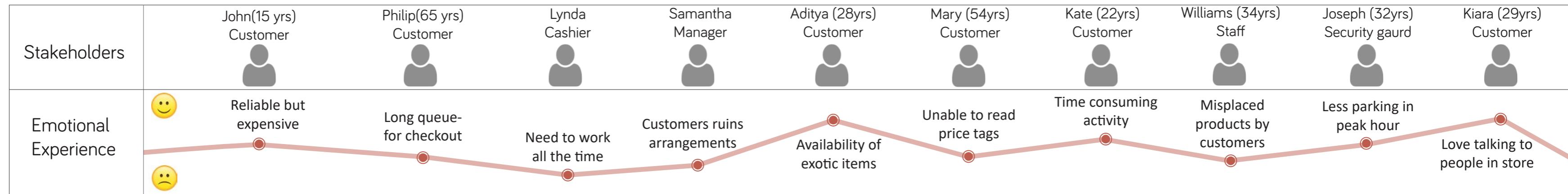
I studied similar apps available in the market and tried to understand their limitations and offerings.



- Code scanning included.
- Cart is there.
- Helper will be provided.
- List making on the basis of purchases.
- Categories for list making.

- Unable to set budgets.
- Limited to certain stores.
- Need to make manual lists.
- No other services provided.
- Crowded with informations.
- No information regarding expiry date of products.

Journey maps



Survey results

Type: Local City: Sunnyvale

35 participants: Customer age: 15- 62 years

Yes No

Are you unable to use online grocery portal? 40%

Do you trust online grocery portal's quality? 72%

Do you use public/shared transport for store? 35%

Do you spend considerable time in billing line? 81%

Is self-checkout counter available in this store? 48%

Do you plan your grocery shopping weekly? 38%

Do you shop groceries alone? 31%

Do you have standard grocery list? 70%

Do you pay your grocery bills by cash? 42%

The challenges



Time consuming activity

The activity takes time due to long checkout lines, missing tags, misplaced products.



Transport problem

Need to use car. Travelling in public transport with groceries is inconvenient.



Dependability

Dependancy on grocery stores due to exclusive product availability, and incompetence in using Internet.



Food wastage

30 % of purchased groceries get wasted due to expiration.

Interviews

" Long line for checkout counters. I come to this store for some exotic and imported products. "

-Ying Chan, customer

" We arrange events to promote store and certain products. Its social event with publicity of products."

-Anand Kumar, Store Owner

" The price tags are misleading. I cancel products at cash counters because total bill exceeds budget."

-Sam Cornell, Customer

Opportunity area



List of items with store name



Reminders of items in list whenever you reach the store.



Awarding reward points for walking or using shared transport to store.



Scan the purchases on mobile to expedite checkouts.



Social gathering & events information.



Warnings regarding expiring purchases to reduce food wastage

The need-finding tools like user observations, interviews and journey maps helped me to find unique challenges, innovative ideas for my project. I set up guidelines and goals before starting to design the app.

Aspirations

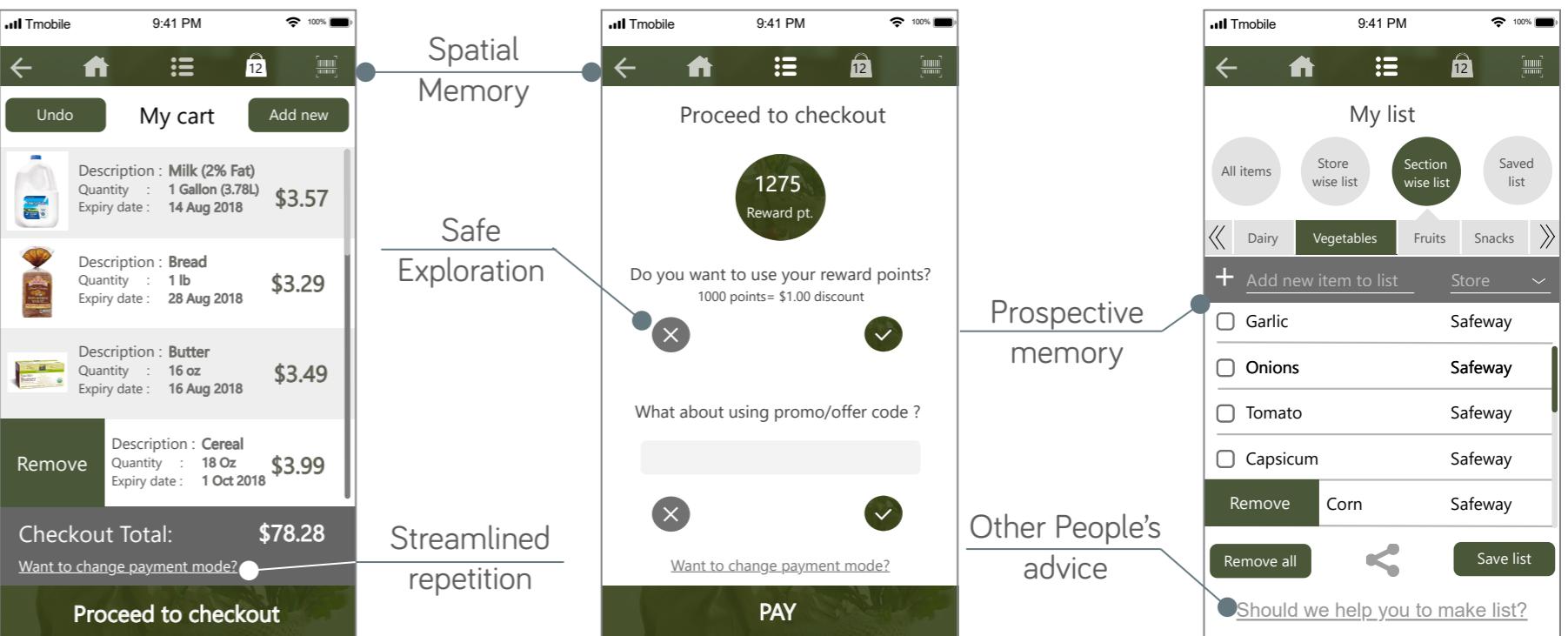
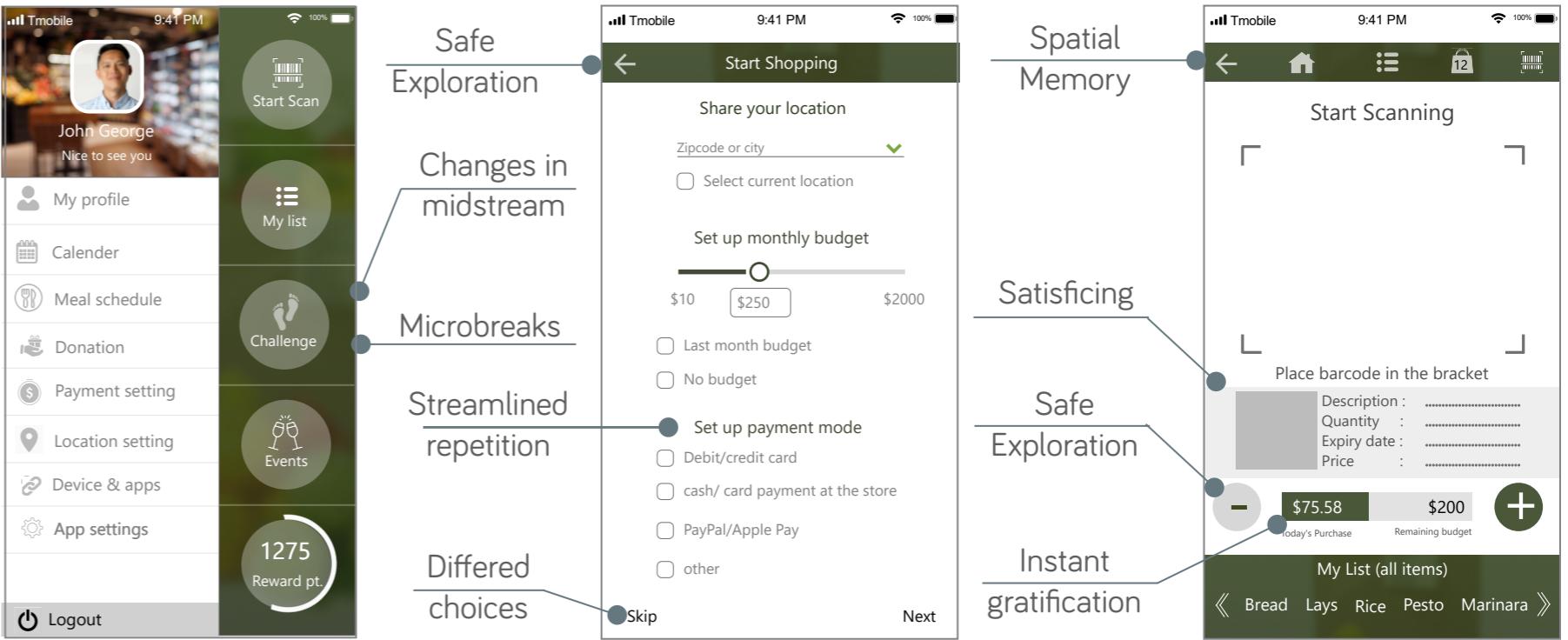
- Convinient shopping
- Environment-friendly
- Improving social interaction
- Reducing food wastage

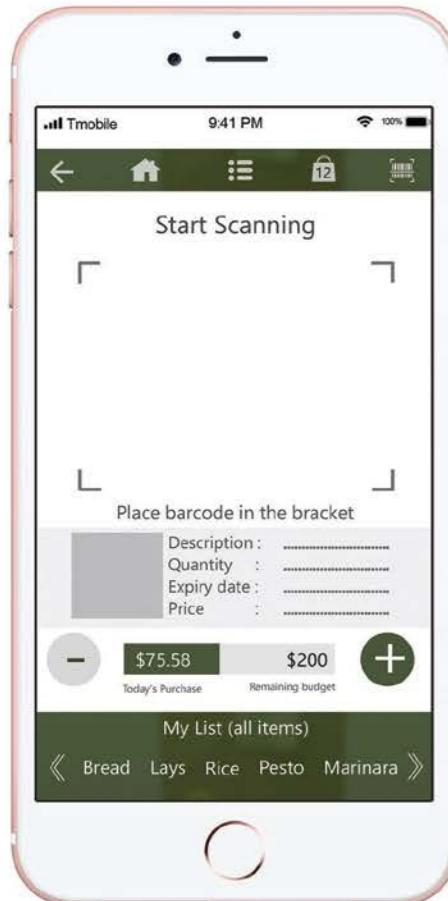
Outcomes

- Time-saving
- Supporting small stores
- Reduced food wastage
- Promoting charity

The solution

Even though individuals are unique, people behave predictably. The cognitive patterns are developed based on research of many years. The cognitive patterns have been used in the design.





Scan Purchases

The user can scan his/her purchases before adding to cart in grocery store.
The user can set budget.
It will also display grocery list and remove item from the list after scanning.



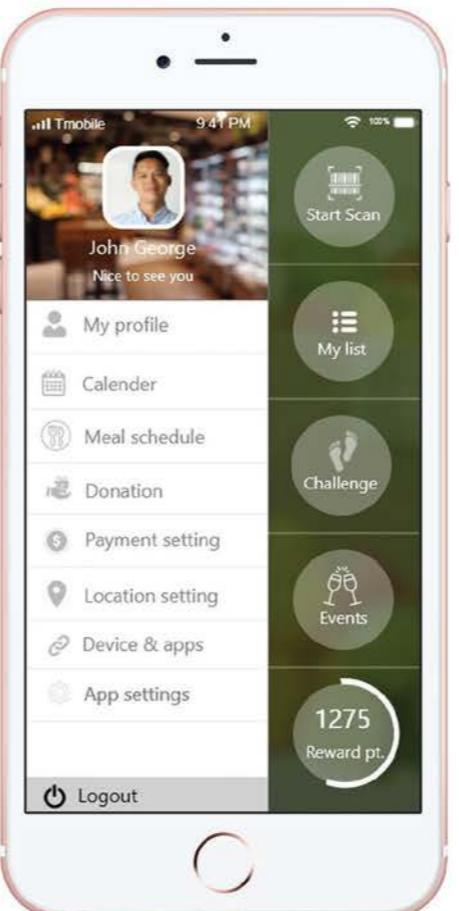
Smart Lists

The app will make groceries list based on the previous purchases.
It also gives user chance to add items in the list.
The app offers various categories under which the items are divided.



Notifications

The app sends alert if the user is near the grocery store. It reminds the user to purchase the grocery item.
It also sends notifications about item which expiring in near future, which informs user to use that item or purchase that



Home page

The homepage showing features offered by the app. There are other features like meal scheduler, calender and settings also included. The device allows you to link other devices like apple watch and fitbit to complete walk to store challenges.



Events

The information about events arranged by grocery store. The grocery stores generally arrange social events to promote their store and particular product. According to various store owners, the sale due to such events increases.



Meal planner

The meal planner will help user to plan their grocery shopping.
It also gives opportunity to follow dietitians or other people's diet plan.
The user can directly add ingredients to shopping grocery list.



Wanderlist

The travel planner -Interaction design

Skills

| | | | |
|--------------------------------|---------------------------------|----------------------------|-----------------------------|
| Design research Mindmapping | User Interview User Personas | Journey map Wireframing | Prototyping User testing |
|--------------------------------|---------------------------------|----------------------------|-----------------------------|

Tools- Adobe-Photoshop, InDesign, Illustrator, Adobe XD, Autodesk SketchBook, iPad and apple pencil.

Project brief

Designing an app and explore it in different digital form factors. The main goal of this project is demonstrating creative use of these form factors.

About app

Travelling for leisure in today's world has its own set of challenges. Modest budgets, no time for planning, language problems and so on. I tried to study all these issues in order to design useful travel app. I collected data from tourists, family and friends.

User data collection

At this point I narrowed down for whom I was designing, where my design is going to help them & through which medium. I proposed innovative approach which will help users to get everything needed for the trip.



Giving users custom plan as per their priorities



Accomodating their current and future needs



Giving all tools to enhance travel experience at one place

The challenges

2 in 5 people cancel on their travel plan because of lack on planning.

50% people have bad experience of self planned iternaries.

42% people paid lot of money to travel agency.

Design Process



Research

10 Discussion forums
5 app case studies
15 articles



Interviews & observations

Various travellers from different countries



Field work

Visits to 5 countries
14 States
50 famous tourist spots



App planning

Storyboards
User personas
Paper prototype
Wireframing
High-fidelity Mockup



Ideation

3 Ideas
Ideation process done individually, in travel group and in community.



Understanding users
Stakeholder mapping
Activity mapping
Surveys
Journey maps

Other insights



Needs legal advice on travel documents like type of visas, limitations.

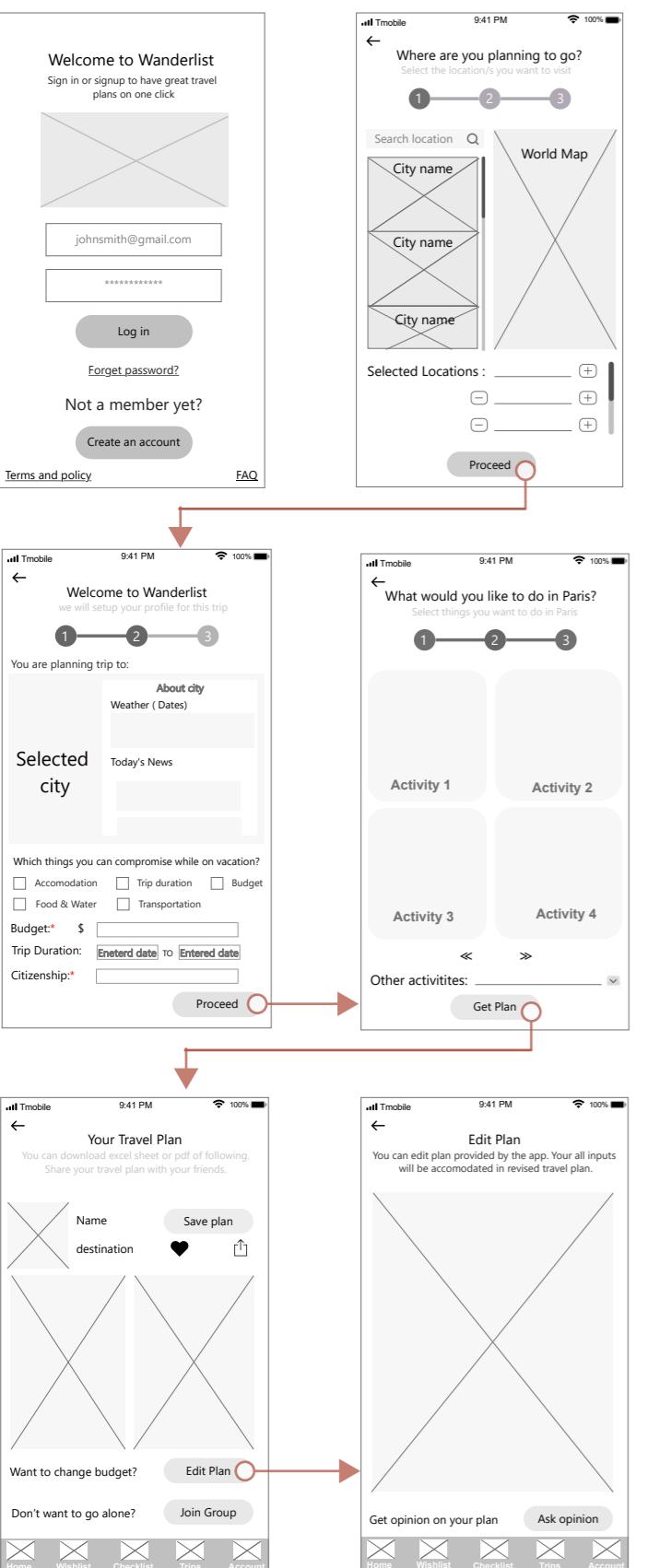


Needs cultural & social advices like do's and don't, precautions, safety measures.



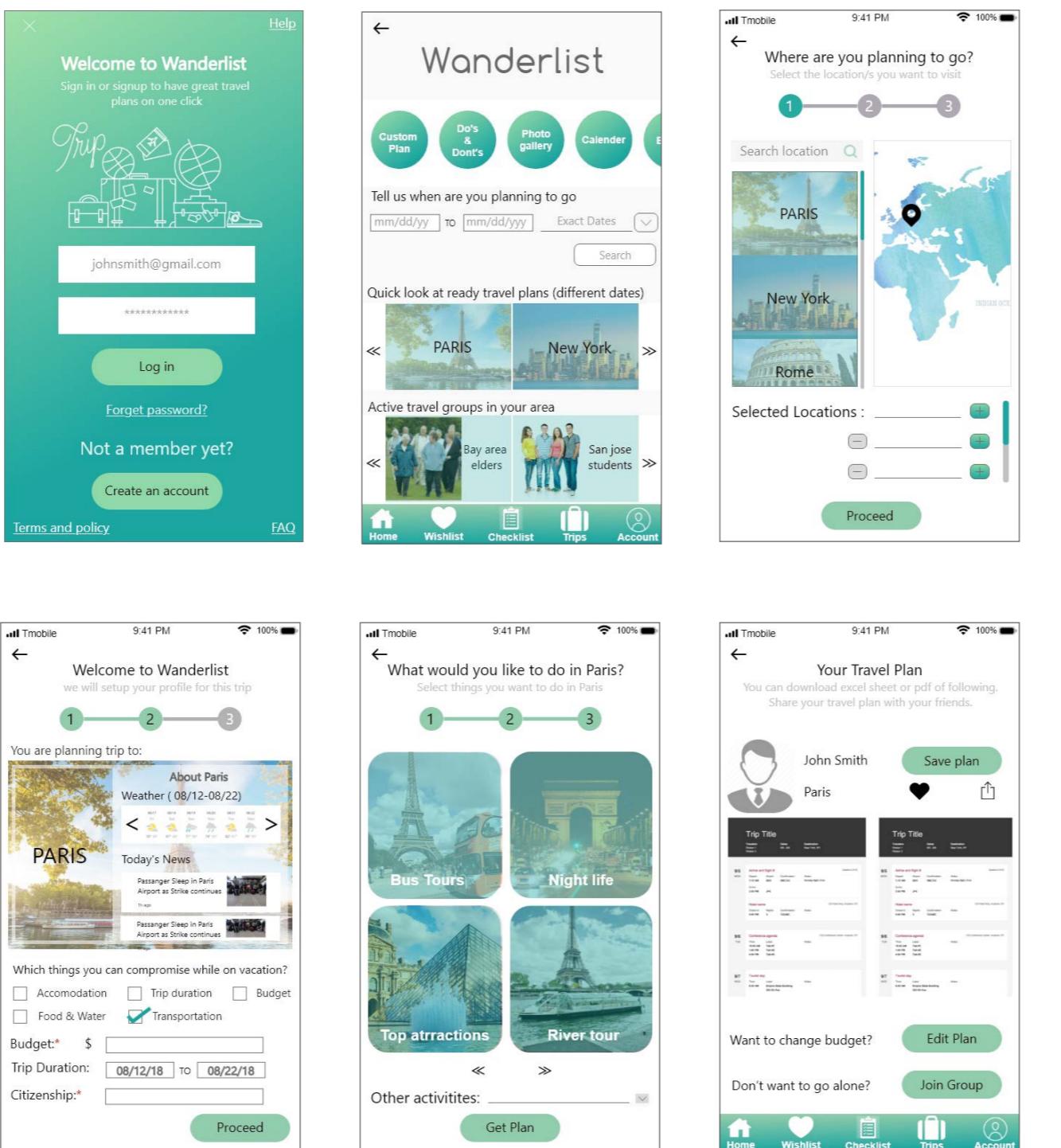
Inconvenient tools to replan the trip if any thing goes wrong in preplanned trips.

Wireframes



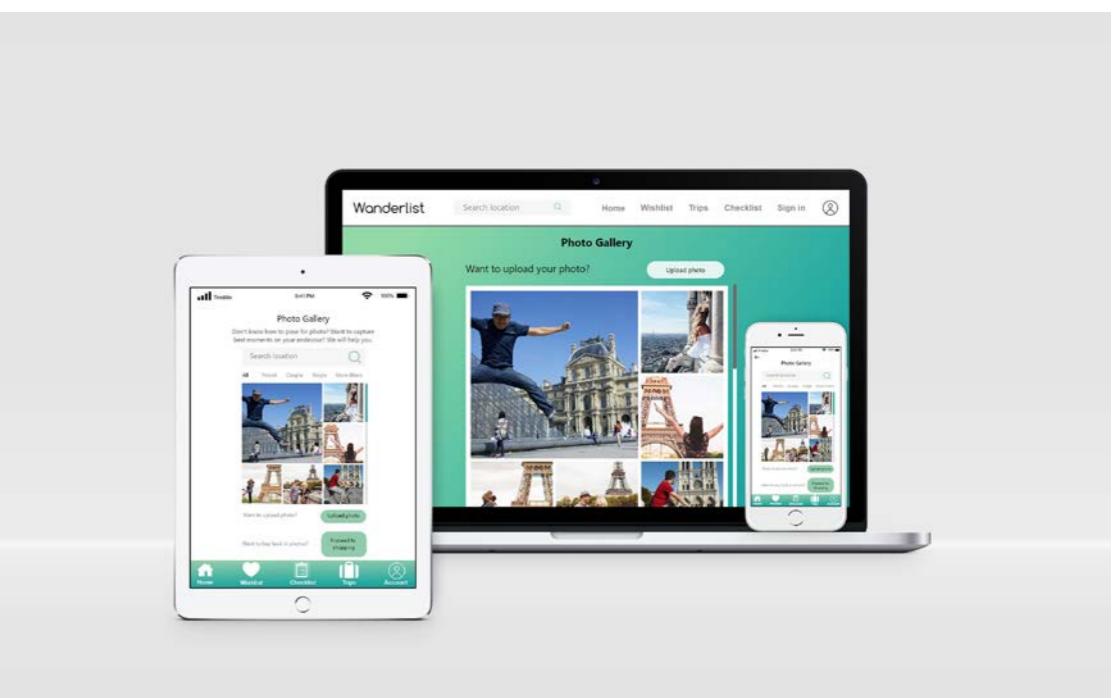
Key pages of the app

The key pages of app shown below showing how to get custom travel plans in 3 steps. From packing to legal documentation, from flights to accommodation, from pre-travel shopping to post-travel money analysis, everything can be done in app.



Responsive design

Every year, the diversity of digital devices is increasing. This is making interaction design really exciting, but also really challenging. There are both technical and conceptual challenges in designing a user experience that works across device types. Figuring out what to implement is often as challenging as figuring out how to implement

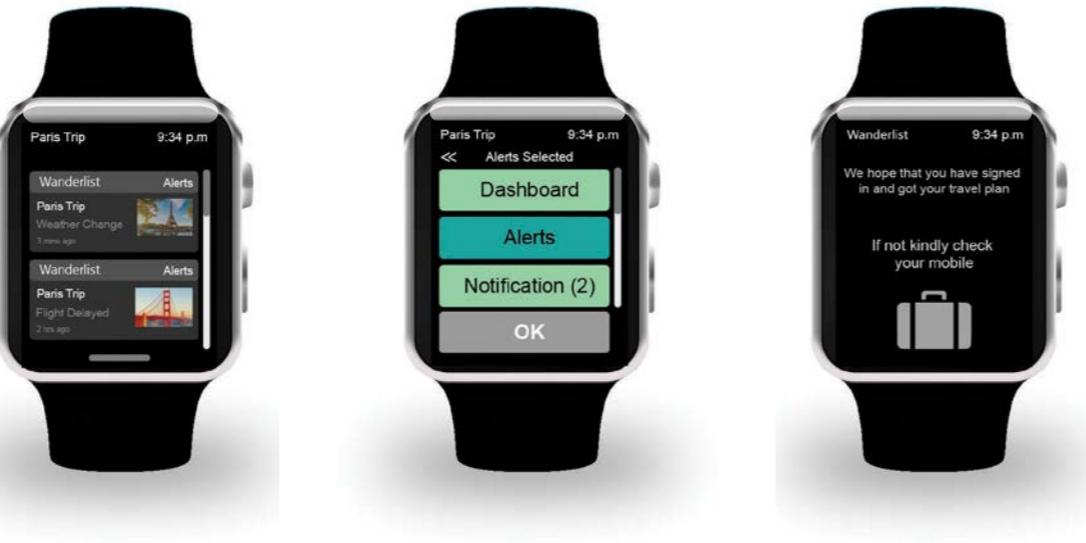


Exploring form factors

Each form-factor is better for different types of activities and processes. Here are some key pages of each form factor showing best use of the particular device.

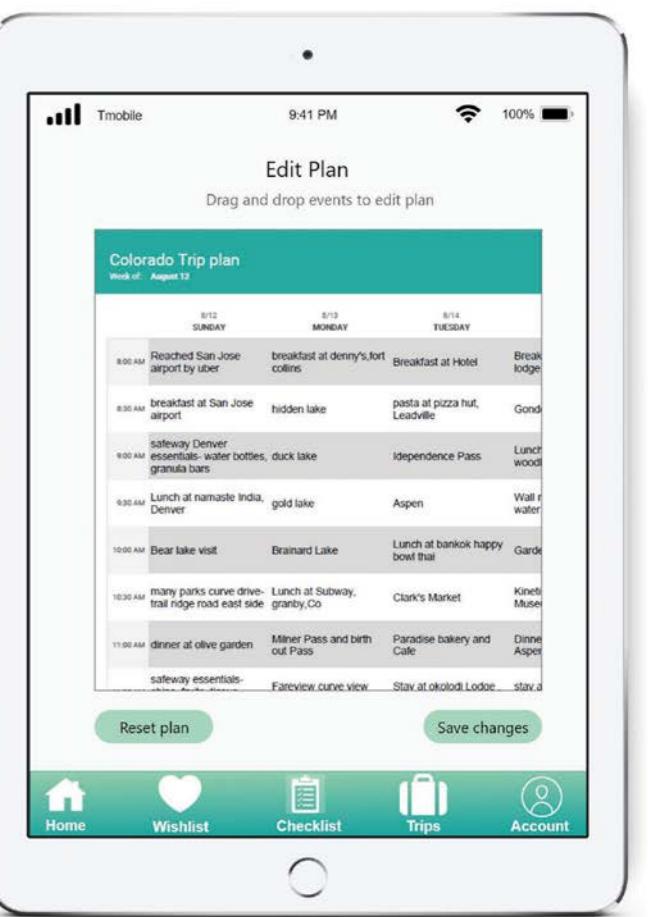
Watch

Smart watch is now a days very famous wearable device. The watch is best form factor to give distilled information to user like one-line notification or alert.



Tablet

Tablet is good form factor for editing travel plan. The tablet provides more flexibility to read detailed information. It provides similar form to books.



Want to know people's opinion on your look? [Download this photo](#) by tapping on screen. The photo will get saved in your wunderlist app you can share it from there. Happy Shopping!!!



Wanderlist

Want to try out your shopping cart?

- 1 Install and open wanderlist app on your mobile
- 2 Go to online shopping portal of the website
- 3 Add selected items to the cart
- 4 Connect to digital wall through bluetooth and cast your wanderlist app to wall.

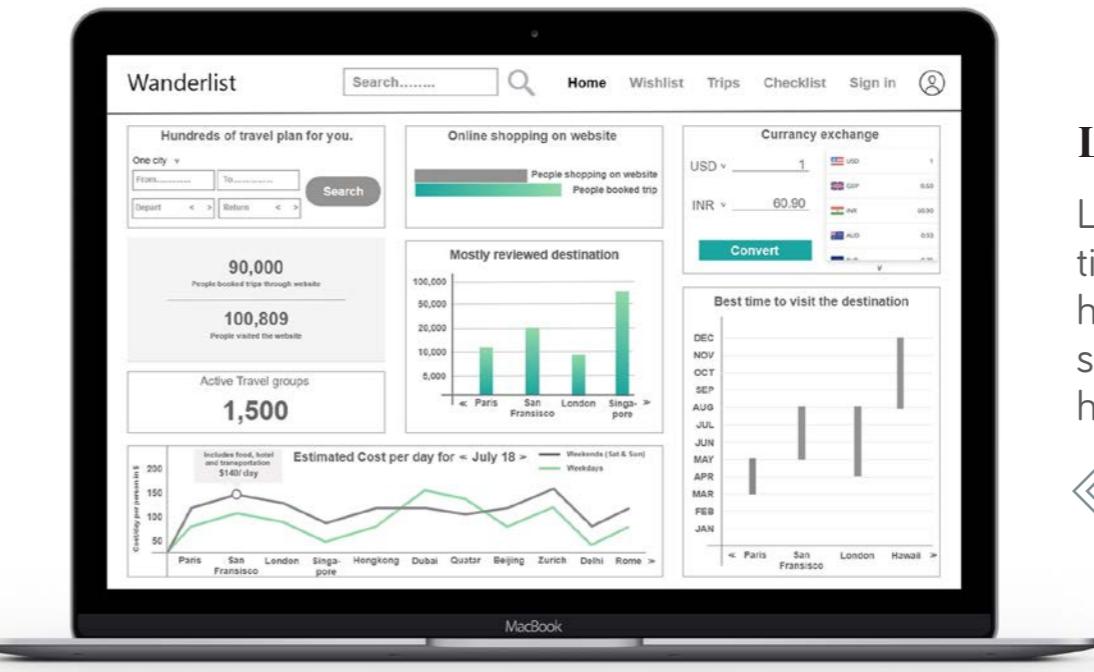
Markus George
Going to Delhi, India

\$20
Medium size shirt
36 size Denim

Want to leave photo here? ✓ ✗

Digital wall

The website also has online shopping portal. The user will use digital wall panel so that he/she can try out the clothes or the accessories virtually.



Laptop

Laptop is good form factor for getting overview of the information. I have designed dashboard for the screen. This dashboard will be on homepage of the website.



Older adults organization

Interaction Design - Website

Skills

| | | | |
|-----------------|----------------|-------------|------------|
| Design research | Typeface study | A/B testing | CSS |
| User study | Wireframing | HTML5 | Javascript |

Tools- Adobe-Photoshop, Illustrator, Autodesk SketchBook, R- language

Project brief

Redesigning the website to give overview of the organization and make it user-friendly.

Design concept

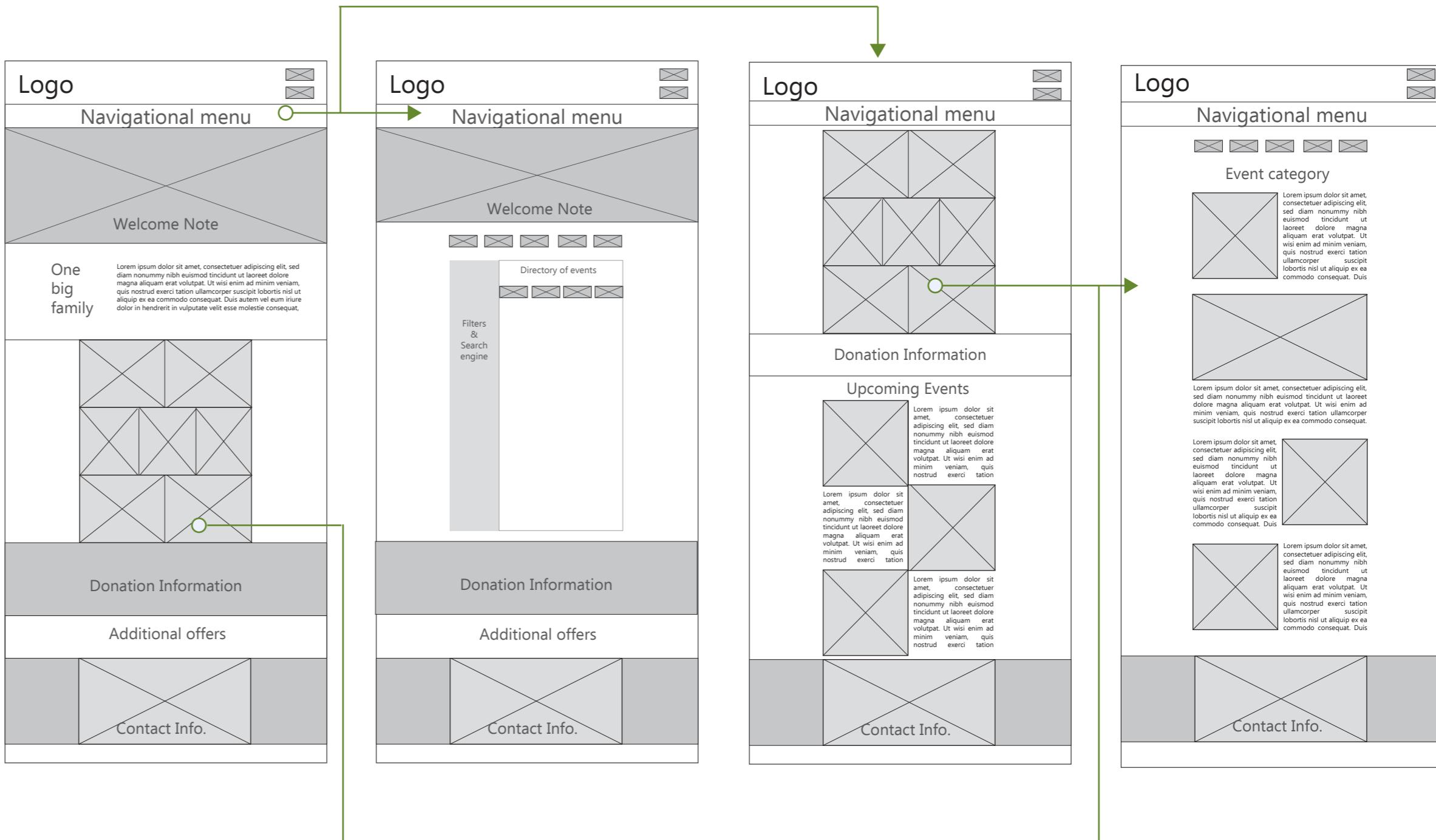
I studied various activities and initiatives of the organization and shortlisted the following as an essential in the overview.

- The organization philosophy and introduction to chairman in short.
- Donation request.
- Activities introduction.
- Contact Information.

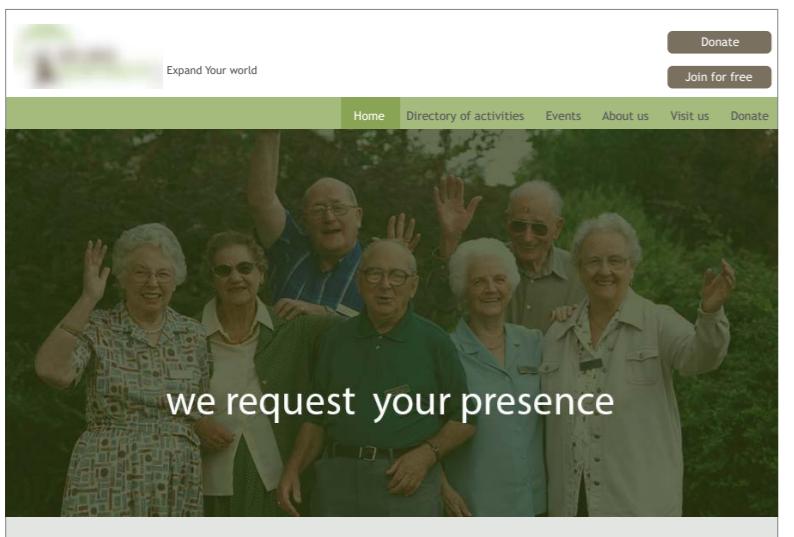
The content section is broken up into various offering to accommodate as much information in one page with call to action buttons.

Doing more than my role

This project enabled me to understand application of interaction and graphic design principles. I coded this website in HTML5, CSS, Javascript. This enabled me to understand technical working of design.



Key Pages Of The Website



One big family

Our mission is to stimulate the hearts, bodies and minds of older adults through easy access to arts and culture, nature and new friends. Our vision is to create sustainable communities of adults age 50+ who participate in healthy activities together, socialize and support each other.

[Read More](#)



"Giving is not just about making a donation.
It is about making a difference."

[Donate](#)

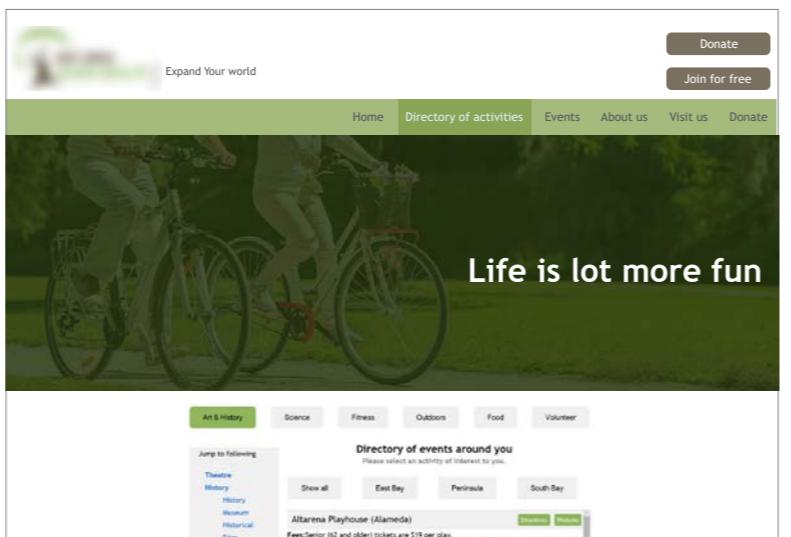
BE HELPFUL

Your Name
 Your email
 Write your message

[Send](#)

Copyright reserved at

Footnotes as per requirement of client



[Jump to following](#)

[Show all](#) [East Bay](#) [Peninsula](#) [South Bay](#)

| |
|--|
| Altaroma Playhouse (Alameda) |
| Fees: Senior (62 and older) tickets are \$19 per play. Address: 400 High Street between Central Ave. and Santa Clara Ave., 1409 High Street, Alameda, CA 94501 Call: (510) 822-1553 Email: boxofficeweb@altaroma.org |
| Amador Theater (Pleasanton) |
| Opening hours: Monday-Friday 10 am to 2 pm. Address: 1115 Santa Rita Road, on the Amador Valley High School Campus. Call: (925) 461-3444 Email: customerservice@pleasanton.ca.us |
| Aurora Theatre (Berkeley) |
| Opening hours: Tuesday through Friday from 1pm to 8pm. Fees: \$10-\$15 (depends on various factors) Address: 2090 Addison St Call: (510) 845-2887 Email: boxofficeweb@auroratheatre.org |
| Bayside Performing Arts Center (San Mateo) |
| Disabled access: There are 4 wheelchair spaces and 20 removable seats. Address: 2015 Kehoe Ave., San Mateo, CA 94403 Call: (650) 349-1222 Email: boxofficeweb@bacs.org |
| Belmont Community Players (Belmont) |

The information offered through the website includes regional outdoor, outdoor, fitness, social and educational activities. Rather than having to search through different newspapers, newsletters, magazines and a host of different internet sites, we collect all of this information for you, in one convenient location with all the details you need to venture out with confidence. These features make it easier for you to fill your days with activities and make new friends.



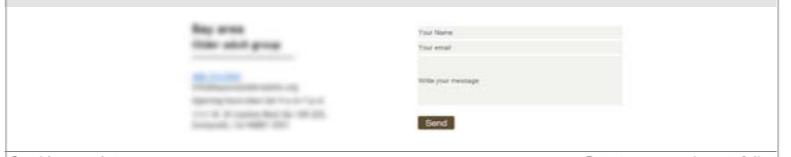
Membership benefits

[Become a member](#)

"We make living by what we get,
But we make life by what we give."

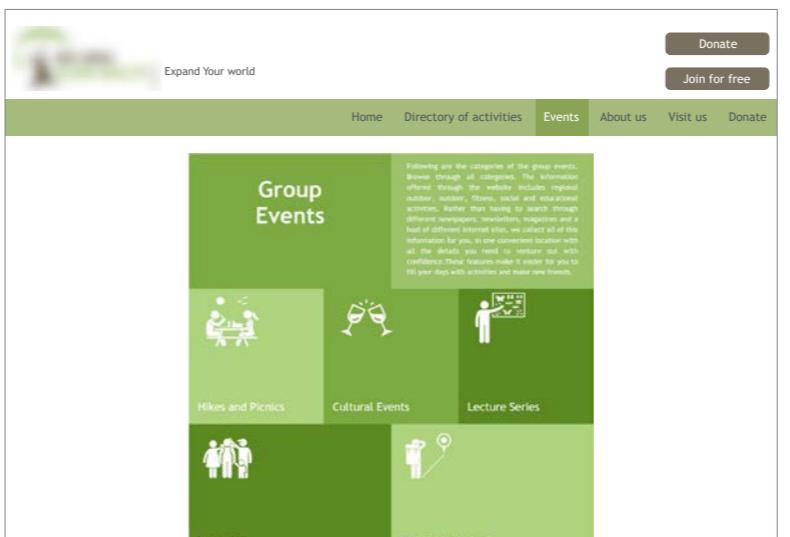
-Winston Churchill

[Donate](#)



Copyright reserved at

Footnotes as per requirement of client



Group Events

Following are the categories of the group events. Browse through the website to explore information about regional outdoor, fitness, social and educational activities. Rather than having to search through different newspapers, newsletters, magazines and a host of different internet sites, we collect all of this information for you, in one convenient location with all the details you need to venture out with confidence. These features make it easier for you to fill your days with activities and make new friends.



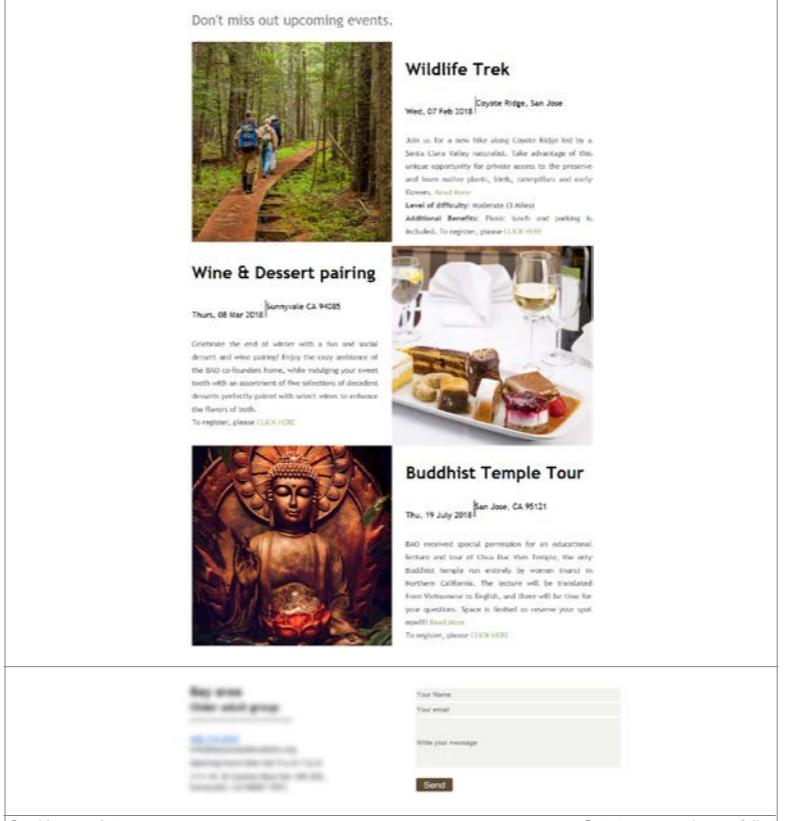
Hikes and Picnics Cultural Events Lecture Series

Day trips Travel adventures

"We make living by what we get,
But we make life by what we give."

-Winston Churchill

[Donate](#)



Don't miss out upcoming events.



Wildlife Trek

Wed, 07 Feb 2018 | Coyote Ridge, San Jose

Join us for a new hike along Coyote Ridge led by a Santa Clara Valley naturalist. Take advantage of this unique opportunity for private access to the preserve's trails, waterfalls, plants, birds, butterflies and wildflowers. Read more...

Level of difficulty: Moderate (3 miles)

Additional benefits: Picnic lunch and parking included. To register, please [CLICK HERE](#)

To register, please [CLICK HERE](#)

Wildlife Trek

Thur, 08 Mar 2018 | Sunnyside CA 94085

Celebrate the end of winter with a fun and social dessert and wine pairing! Enjoy the cozy ambience of the BAO co-founders home, while indulging your sweet tooth with an assortment of five selections of decadent desserts perfectly paired with select wines, to enhance the flavor of each dessert.

To register, please [CLICK HERE](#)

To register, please [CLICK HERE](#)

Wildlife Trek

Thu, 19 July 2018 | San Jose, CA 95121

BAO received special permission for an educational lecture and tour of Chua Bai Van Temple, the only Buddhist temple run entirely by women in Northern California. The lecture will be translated from Vietnamese to English, and there will be time for your questions. Space is limited so reserve your spot now!

To register, please [CLICK HERE](#)

To register, please [CLICK HERE](#)

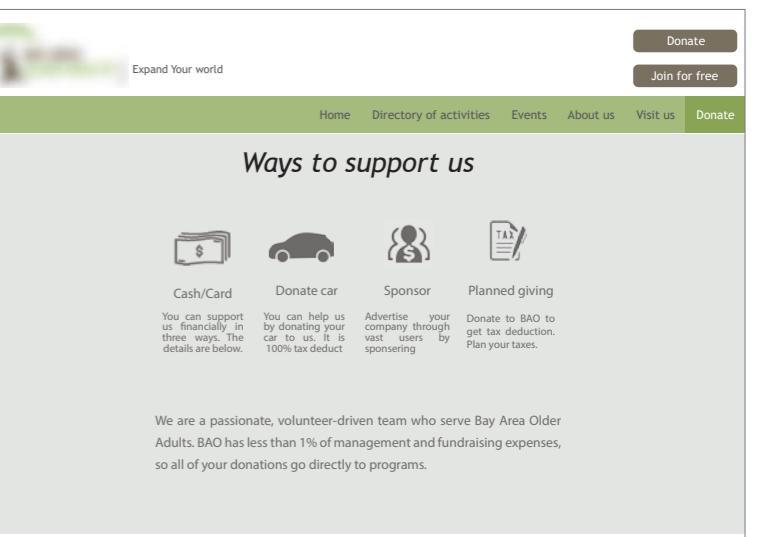
Wildlife Trek

Your Name
Your email
Write your message

[Send](#)

Copyright reserved at

Footnotes as per requirement of client



Ways to support us



Cash/Card

Donate car

Sponsor

Planned giving

You can support financially in three ways. The details are below.

You can help us by donating your car to us. It is 100% tax deduct.

Advertise your company through our vast users by sponsoring

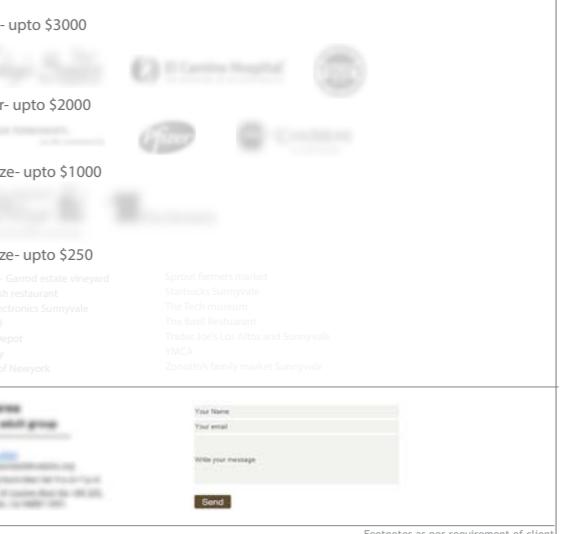
Donate to BAO to get tax deduction. Plan your taxes.

We are a passionate, volunteer-driven team who serve Bay Area Older Adults. BAO has less than 1% of management and fundraising expenses, so all of your donations go directly to programs.

Our grant support



Our sponsors



Gold- upto \$3000

El Camino Hospital

Starbucks Sunnyvale

The Tech Museum

The Bao Restaurant

Holiday Inn

HomeDepot

Salway

A slice of Newyork

Zomato Family Market Sunnyvale

YMCA

Spud Farmers Market

Dishdash Restaurant

Trys Electronics Sunnyvale

Hightail

The Bao Restaurant

Miller's Los Altos and Sunnyvale

YMCA

Zomato Family Market Sunnyvale

Footnotes as per requirement of client

Copyright reserved at



Copyright reserved at

Footnotes as per requirement of client

Next Roger

Graphic Design- Brand Development

Skills

Design research
Mind mapping
Start-up design
Compositions
Logo design
Typography
Brand display

Tools- Adobe-photoshop, InDesign, Illustrator, Autodesk SketchBook

About the project

I designed the idea of the startup which produces smart tennis ball and developed brand for it. The project was capstone project of Graphic design specialization

Design process



Research

I studied historic and contemporary references of tennis as a sport.



COURT
BLUE



UNIFORM
WHITE



TENNIS
YELLOW

Ideation

Brainstorming for brand identity and setting theme for brand design.

Iteration

Trying different typefaces which demonstrate brand philosophy, color palettes which are inspired from references.

Logo Design

Designed a logo to give identity to the brand.

Re-Iteration

Tried various combinations of typeface, secondary typeface, logo design, color palette to come up with final brand identity.

Final product

The final product is created based on selected elements.

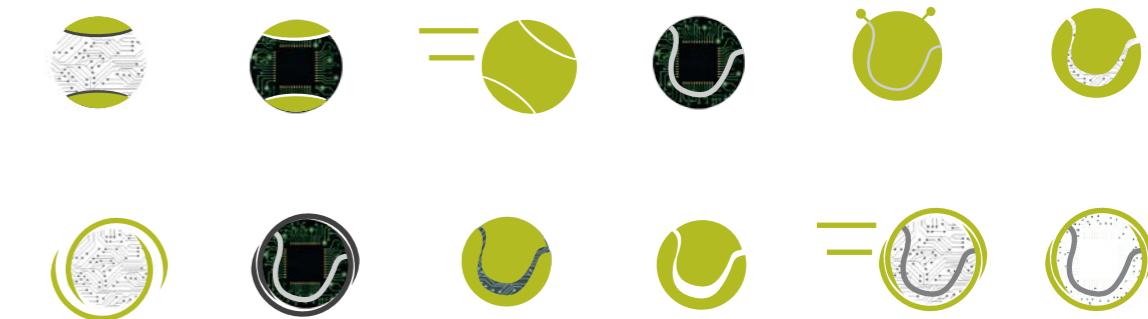
Brand Display

The brand is displayed through mockups.

Logotype iterations

Next-Roger
Next.Roger
<Next Roger>
#NextRoger
NextRoger
Next | Roger

Logo design iterations



Gotham gives feeling of good balance and assertive nature. This font is result oriented and logical. The reader can concentrate on the content due to typeface's simplicity and appreciate quality of the content. Overall, the font is true representation of the startup.

GOTHAM
REGULAR

a

PLAYFAIR DISPLAY
REGULAR

a

COMFORTAA
REGULAR

a

BARIOL
REGULAR

a

Symbol



Logotype



Gotham

The Typography Research Poster - Graphic Design

This poster was part of typography research exercise. I studied typeface Gotham. The poster explains history, concept behind typeface creation and connotative meaning of the research.



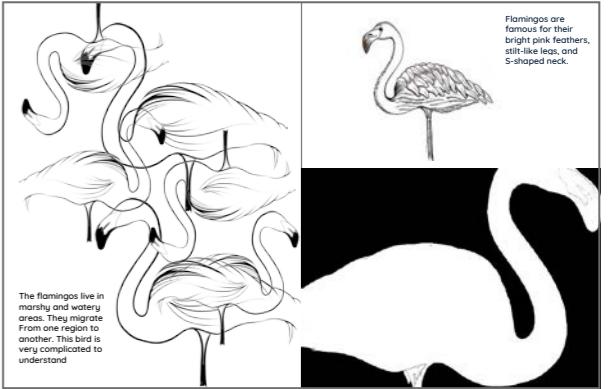
Flamingo

Visual Narrative- Graphic Design

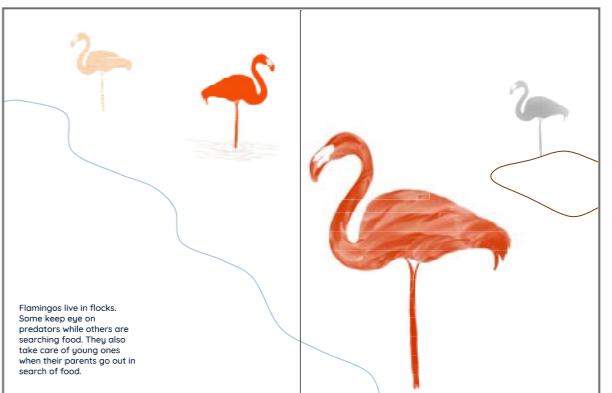
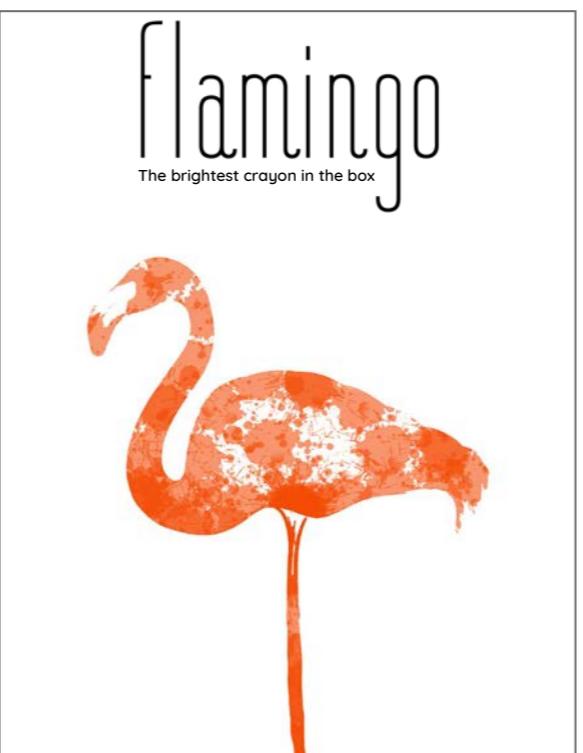
This narrative book was part of image-making exercise. The representations created from manual to digital techniques across various materials. The images are chosen among the wide variety of representations and composed considering scale, weight, figure/ground relationship, space. The narrative of the book explains nature of the bird, details about flamingo and the challenges they are facing in global warming.



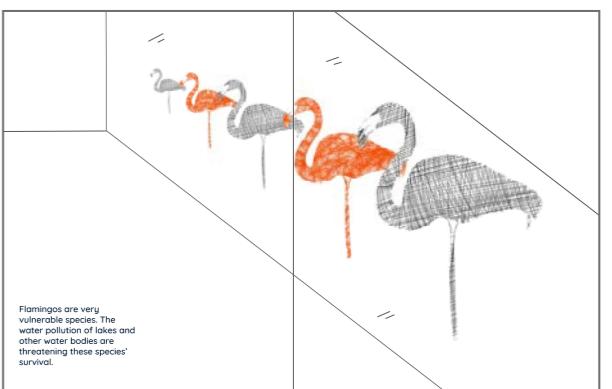
Introduction
flamingo
Page 1-2 >



Details of
flamingo
Page 3-4 >



Challenges
flamingos
are facing
Page 5-6 >



Connecting greens

Urban Design- Intense User Study

Skills

Architectural studies
Urban design
User persona

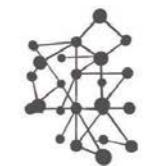
User interview
Stakeholder mapping
Journey mapping

Design iterations
Public meetings
Activity mapping

3D model making
3D Walk-through

Tools- Adobe photoshop, Adobe Illustrator, Autodesk AutoCad, Autodesk Revit, Trimble Sketchup, V-ray

Problems Detected

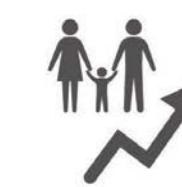


Complex structure of neighborhood

Solutions



Dividing neighborhood on the basis of population density (user/sq.m)



Increasing Population



Proposing redevelopment



Regular traffic conjunction



Disfunctioning infrastructure specially roads



Strengthening public transport



Rethinking infrastructure

The neighborhood got divided into 6 focus areas (amongst 40 students.)
I designed redevelopment module for Bungalow societies (focus area) in the neighborhood.

Characteristic of Bungalow societies



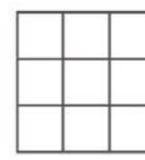
Low population density



Presence of many green pockets



Sufficient Sport facilities



Grid Planning of plots



80% private ownership



Users' active participation

The resources are distributed amongst less people so there is an opportunity to propose redevelopment of the buildings. Green pockets can be converted to parks, community gathering and public seatings. The infrastructure for sports can be developed like accessibility, gym etc.

Problems detected by User



Primary users- Residents



Secondary users- Service population



Tertiary users- Governing and planning authority

Problem in developing public transport due to existing road network. Increasing minor crimes like chain snatching.

Dependents- servants, care takers, drivers, gardeners etc.

It's very time consuming and expensive to reach work place due to lack of public transport

Independents- Individual Service providers like transport, education etc.

Not profitable to provide services in less price due to less population of the focus area.

Minors- Age 1-18

Playgrounds and sport halls are often used for recreational purposes.

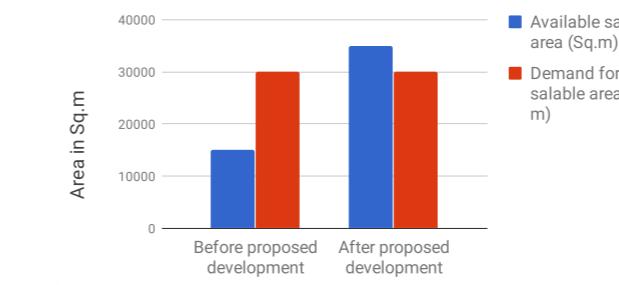
Adults- Age 18-60

Regular traffic problems as well less parking spaces.

Senior citizens- Age 60 above

feel unsafe because of intrinsic development pattern. expensive services like care takers etc.

Available salable (Sq.m) V/s Demand for salable(Sq.m)



Policies for redevelopment of focus area



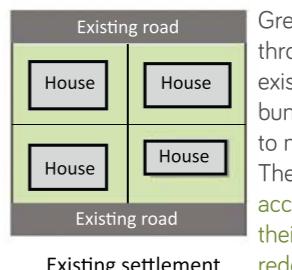
Connecting open spaces and sports facilities in focus area by 'green lanes'. These green lanes will be 6m wide lanes.

1.5 M WIDE CYCLE TRACK.

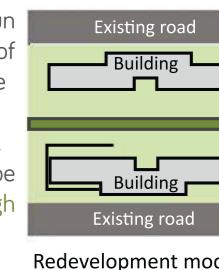
3 M WIDE PEDESTRIAN ROAD.

1.5 M WIDE CYCLE TRACK.

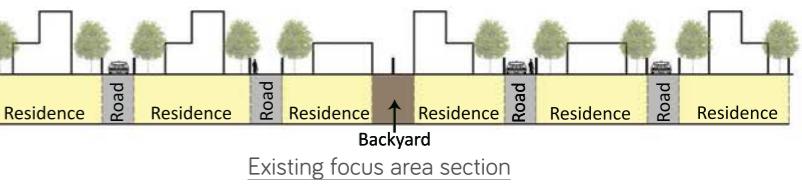
Green lane



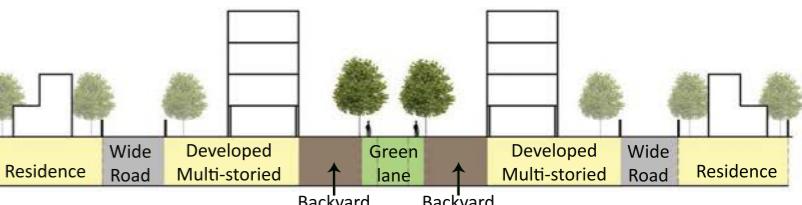
Green lanes will run through backyards of existing bungalows. These bungalows will be converted to multi-storied residents. The green lanes will be accessible to all through their backyards (after redevelopment).



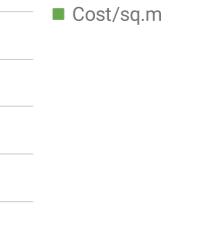
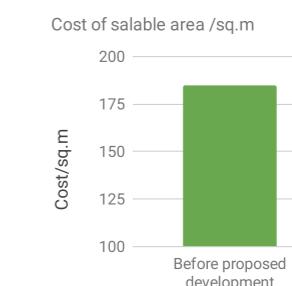
Backyard concept achieved by Amalgamation of plots

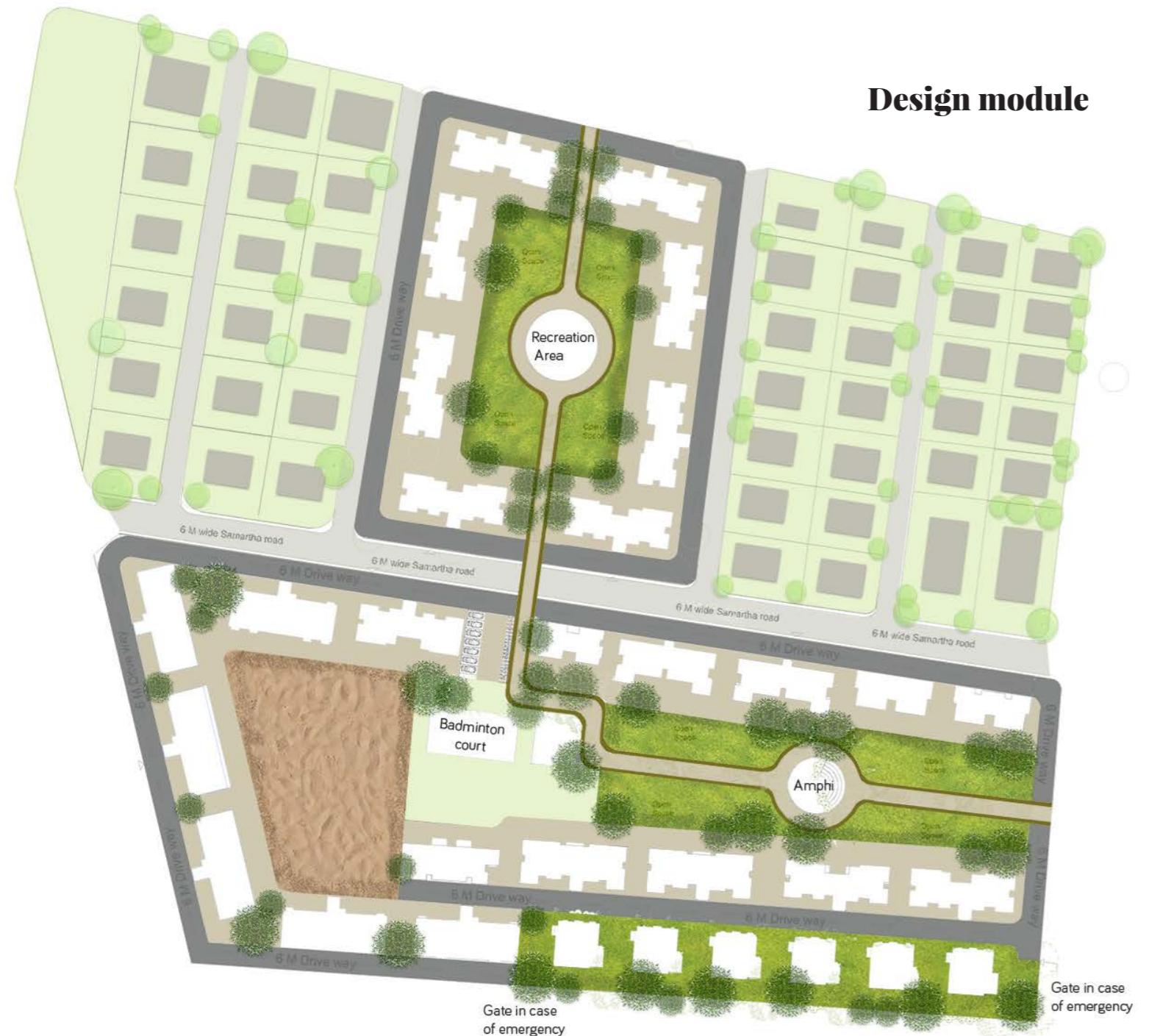


Existing focus area section



Proposed focus area section





Financial aspects of the design

Amalgamation of **81** existing plots

Average area of each plot- **356 sq.m**

Average built up area of each bungalow- **100 sq.m**

Total area under development- **37961.9 sq.m**

Total cost of the development - **\$ 20,000,000**

The built up area (consumed F.S.I) equal to existing built up area will be allotted to existing plot owners

after development. In addition to that plot owners will receive money for remaining F.S.I.

Average built up area of each flat- **120 sq.m**

Reimbursement for remaining F.S.I- **236 sq.m=**

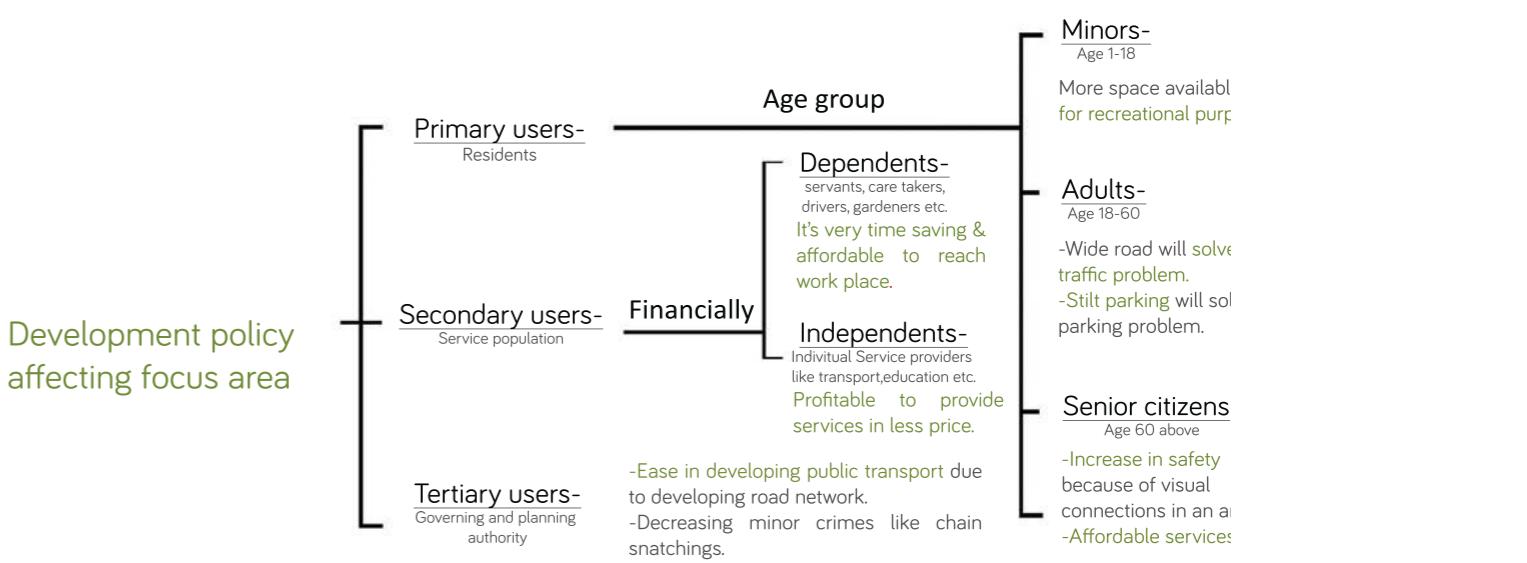
Approx. \$ 75000

Salable flats after allotment of flats to existing plot owners- **93**

Average built up area of salable flat- **120 sq.m**

The rate per sq.ft of salable flat - **\$ 155/sq.ft**

Design module



Development policy
affecting focus area

Characteristics of Green lanes

- Trees which bloom in different seasons are placed alternately.
- This will give colour characteristics to these cycle and pedestrian lanes. Trees are used as obstacles mainly to avoid vehicular entry in green areas.



Intersection of Green lanes and existing vehicular road.

- Green lanes will intersect existing vehicular road in order to connect to community green area.
- Signals and speed breakers are placed before intersection. Obstacles are introduced on walking lane for safety.

Nodes in Green lanes

Nodes are created for gathering purpose. e.g. amphitheater, children's play area. Many Indian festivals are celebrated publicly. A lot of open green space is provided around these gathering nodes, which can be used as recreational spaces.

Fire safety.
Peripheral 6m road for vehicular movement. In the backyard of bungalows, this vehicular movement is restricted by gates, which can be opened in case of emergency situation. All cycle and pedestrian lanes are reachable in case of fire or any other emergency.

Virasat

Learning Centre For Rare Indian Music Instruments-architectural Thesis

Skills

| | | | |
|-----------------------|-----------------------------|---------------|------------------|
| Architectural studies | Indian Music study | Climatology | 3D model making |
| Town planning studies | Heritage architecture study | User Study | 3D walk-throughs |
| Landscape design | | Crowdsourcing | |

Tools- Adobe photoshop, Adobe Illustrator, Autodesk AutoCad, Trimble Sketchup, Google forms & sheets.

Many Indian musical instruments are on the verge of extinction because of ignorance & lack of knowledge. These instruments can be preserved by learning to play them, not by only exhibiting them.

Objective of the learning



India invaded by many rulers in its history. As a result, many things like lifestyle, food habits, cloths have completely changed. But, the Indian music did not changed much.

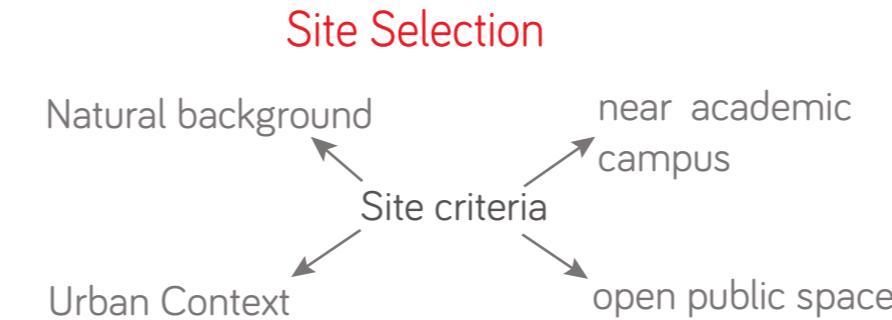
Zoning in learning center

- Public
To encourage community participation
- Residential
To experience what we have/belong to
- Commercial
To change economy of artists
- Academic
To revive dying cultural heritage

It surely has an influence of different genres. **The timeless Indian music is connected to Human emotions.**

- | | |
|---------------|---------------|
| 1.love/beauty | 6.Terror/fear |
| 2.Laughter | 7.Disgust |
| 3.Sorrow | 8.Wonder |
| 4.Anger | 9.Peace |
| 5.Courage | |

Site selection and context



Site is chosen because it has developed good infrastructure for educational campus like good public transport facility, food joints, paying guest facilities etc.

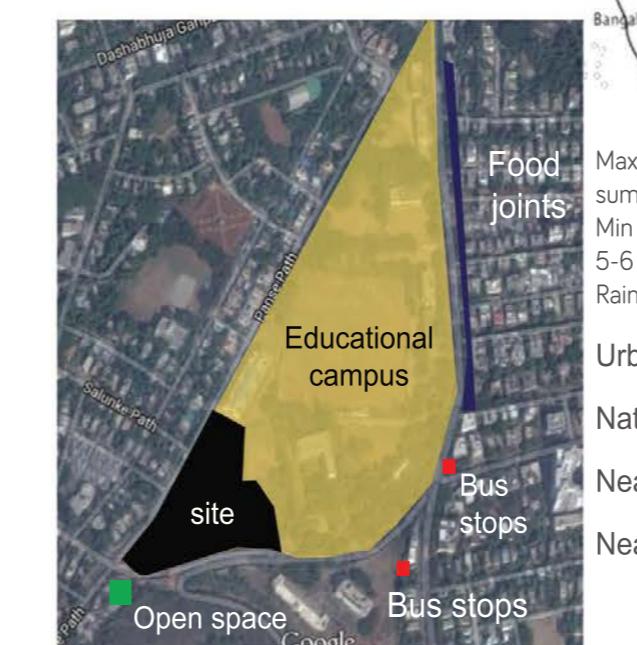
Owner- Shri Shivaji Maratha Society.
(government has given land to society on 99 years lease contract).

Land-use - Institutional

Soil- Black cotton soil

Climate- Moderate climate

The climate is mostly clear and sub-tropical.



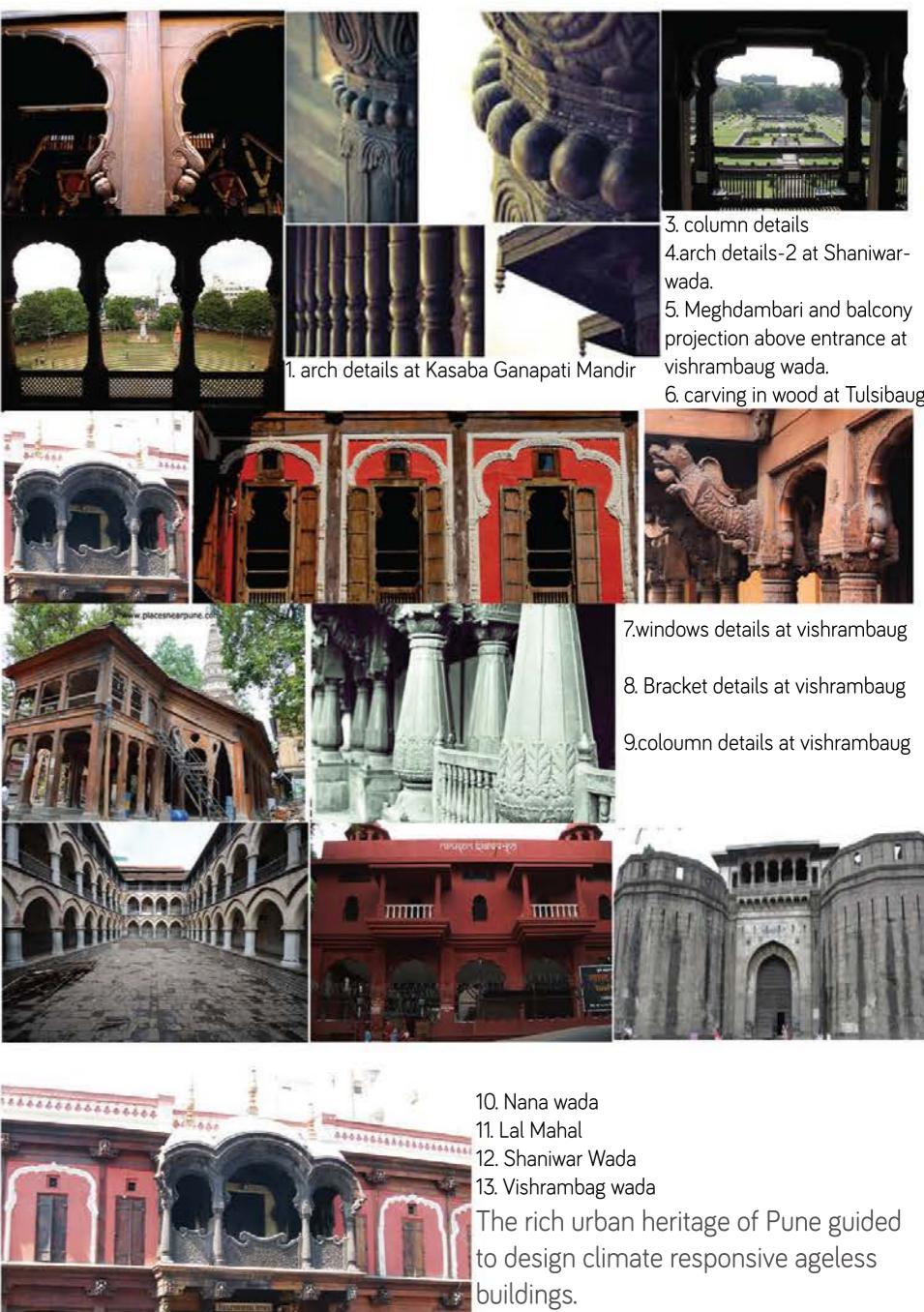
Max. temperature (during summer)- 41 degree Celsius
Min . temperature (during winter)- 5-6 degree Celsius
Rainfall- 62.5 cm

Urban context

Natural background

Near public open space

Near academic campus



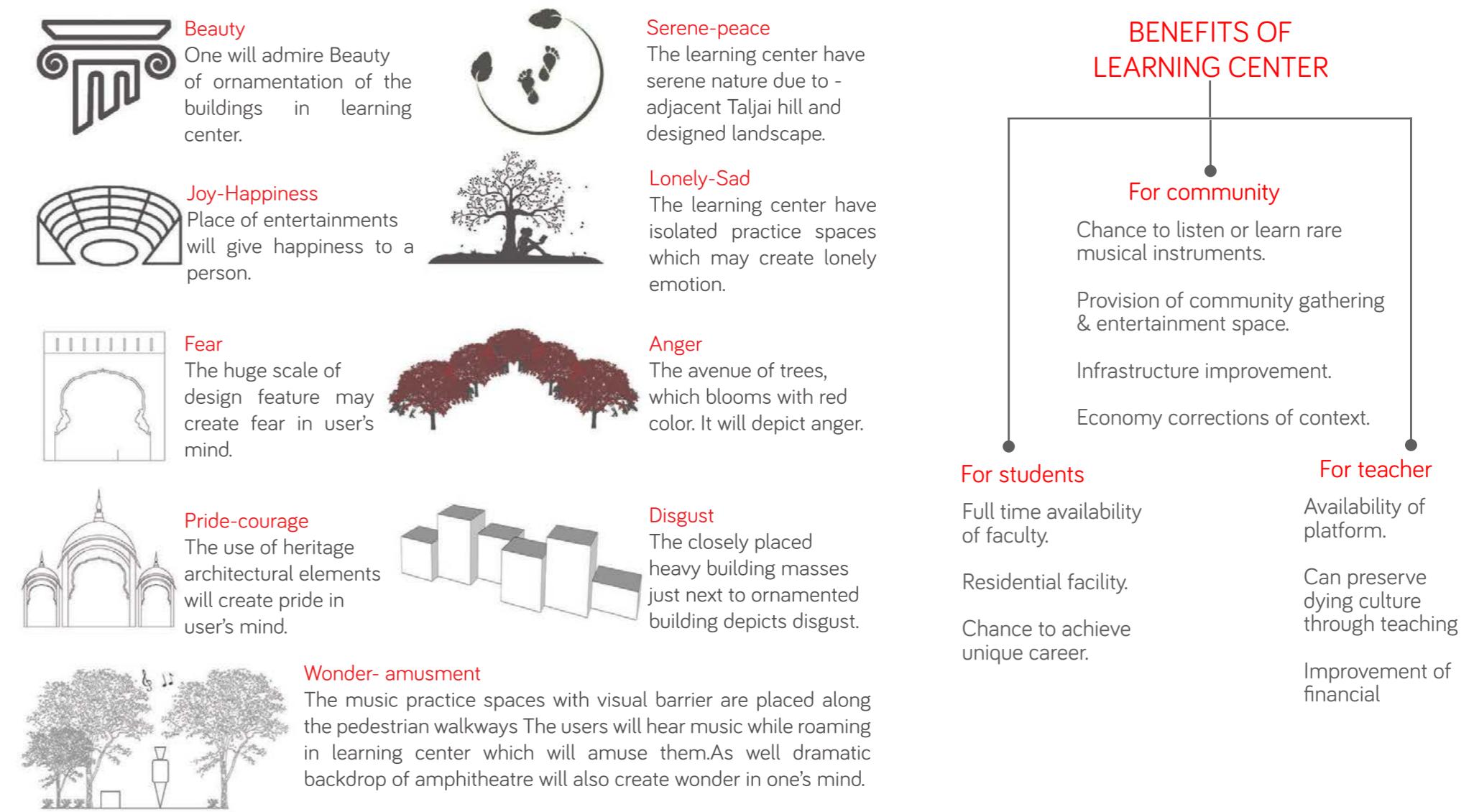
Site analysis



Design concepts

Indian Music has ancient history and it is one of the ageless form of an art. Indian Music is based on Raga System. These Ragas are directly connected to human emotions. In my design I attempted to create such experience in which one will experience these nine basic human emotions.

The site is situated in densely packed residential cluster at the foothills of Taljai hills. The site is in academic campus of adjacent institute. The existing public trail has been maintained on site to control trespassing. The practice areas are placed along that trail so that people will hear music while passing from that trail. The manufacturing and repairing workshop is proposed in order to support learning center.



The final design and glimpses

