

# PORTFOLIO

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# Checkout

## The Grocery Billing App- Interaction Design

### Skills

Design research Mindmapping	Cognitive pattern User Interview	User Personas Journey map	Wireframing Prototyping
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**Tools-** Adobe-Photoshop, InDesign, Illustrator, Adobe XD, Autodesk SketchBook

### Project brief

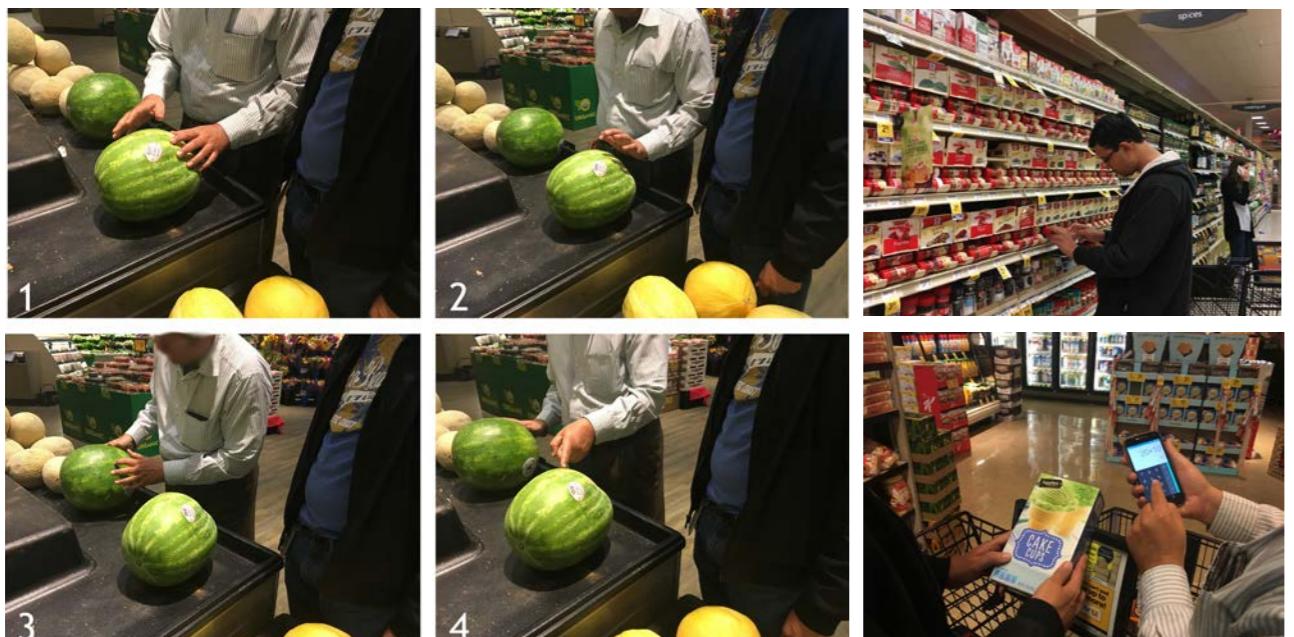
Design an app which will address time management problem in our day to day activity & explore cognitive patterns during the process of designing.

### About app

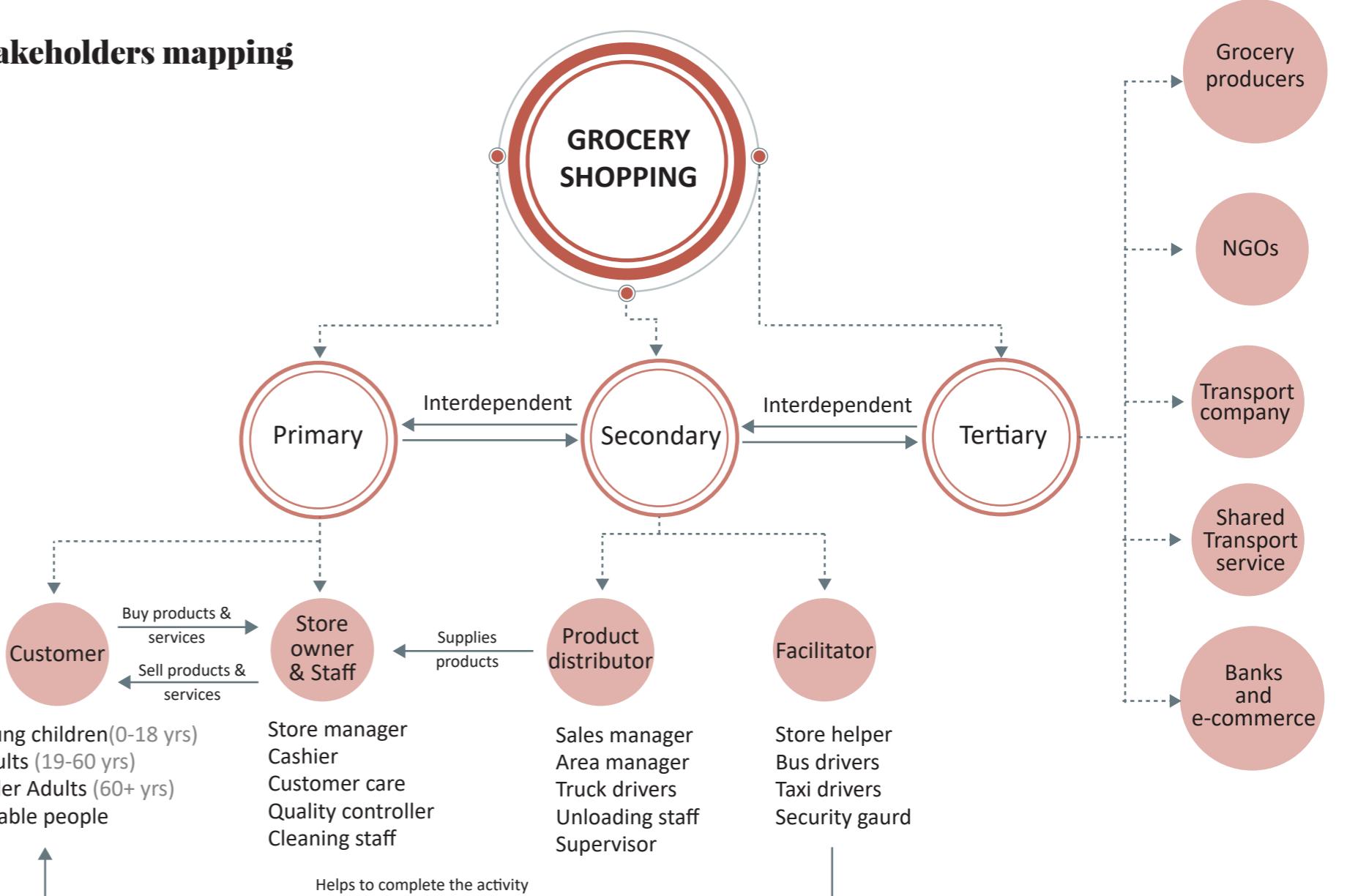
People prefer shopping groceries in the store. Reasons are varied. We all know that long checkout line is one of the inconvenience in grocery shopping at the store. This app will help customers to bill their purchases by mobile phone and avoid standing in the long queue.

### 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

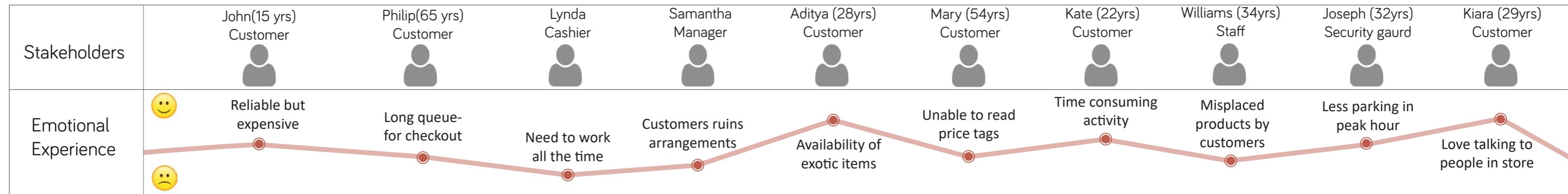
I studied similar apps available in the market and tried to understand their limitations and offerings.



- 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

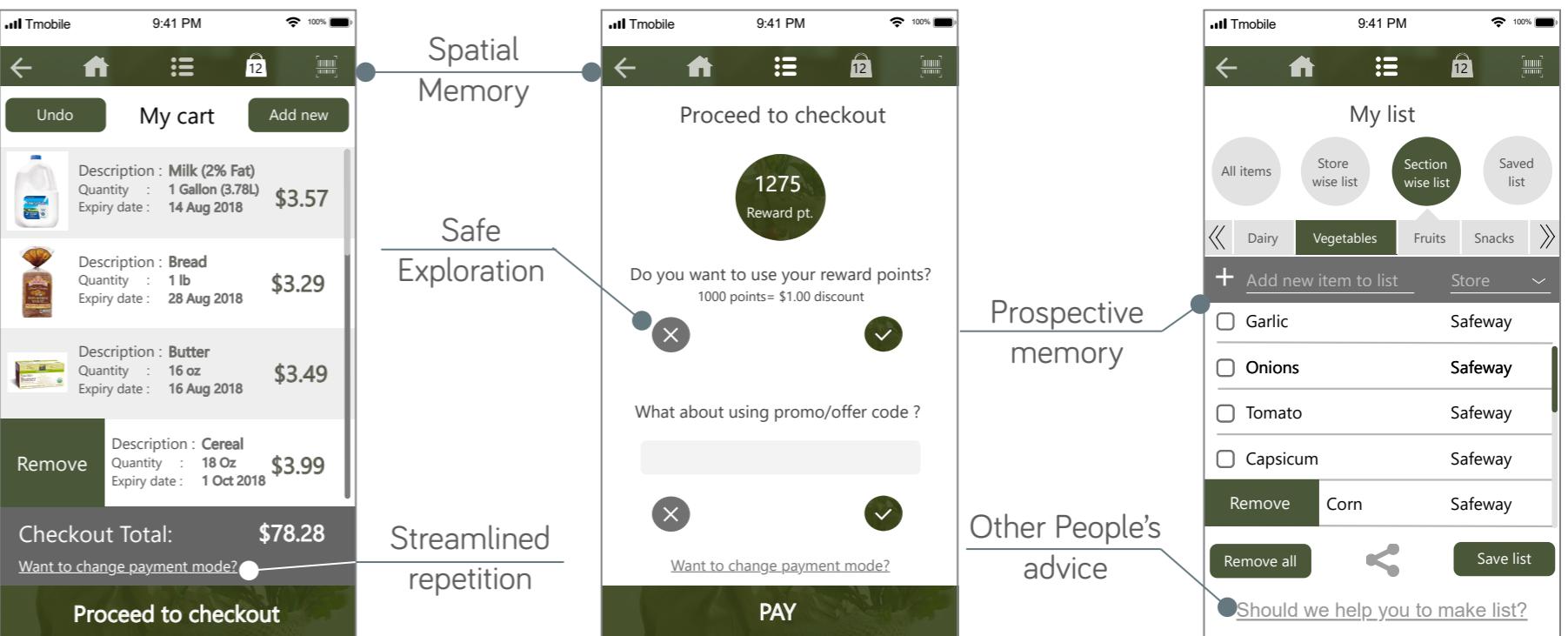
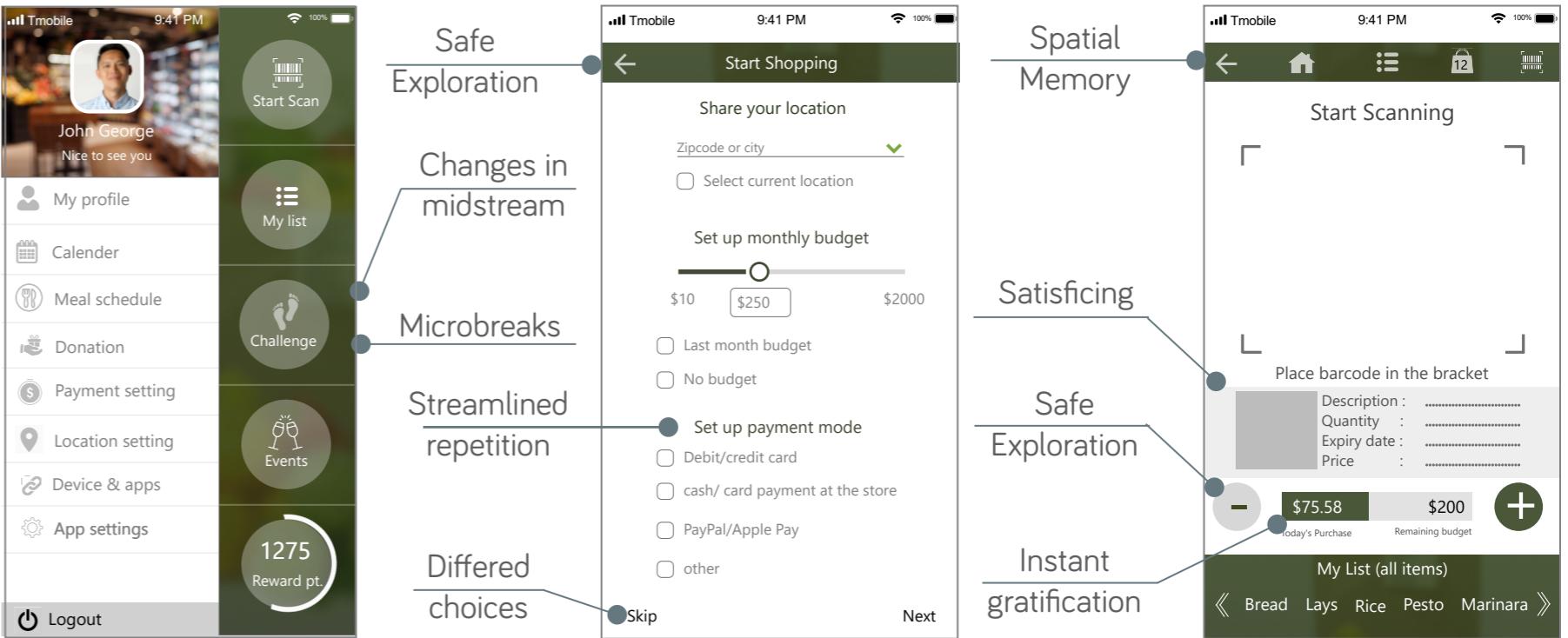
- Convinient shopping
- Environment-friendly
- Improving social interaction
- Reducing food wastage

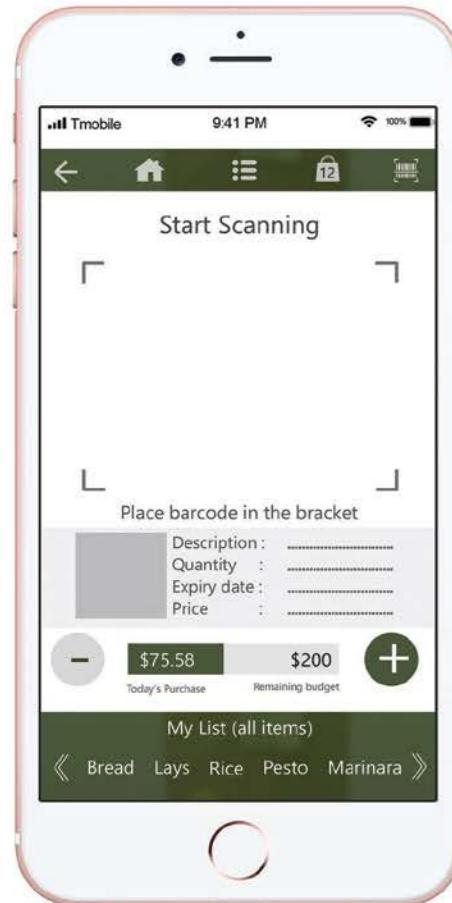
### Outcomes

- 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.





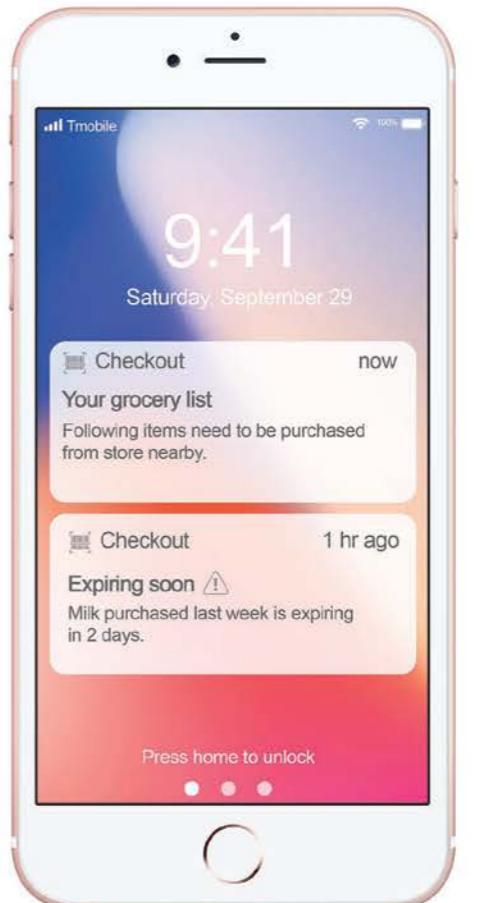
## Scan Purchases

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.



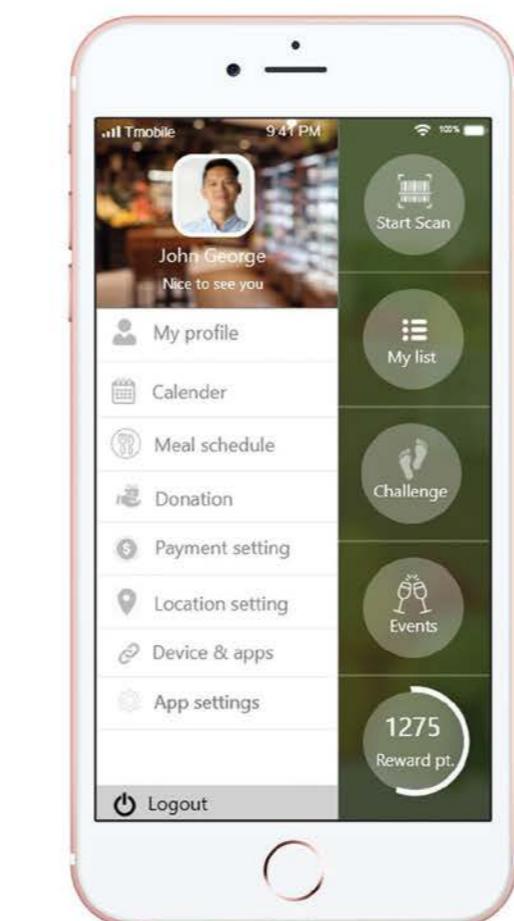
## Notifications

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



## 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.



## 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.



# Wanderlist

## The travel planner -Interaction design

### Skills

Design research Mindmapping	User Interview User Personas	Journey map Wireframing	Prototyping User testing
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**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.

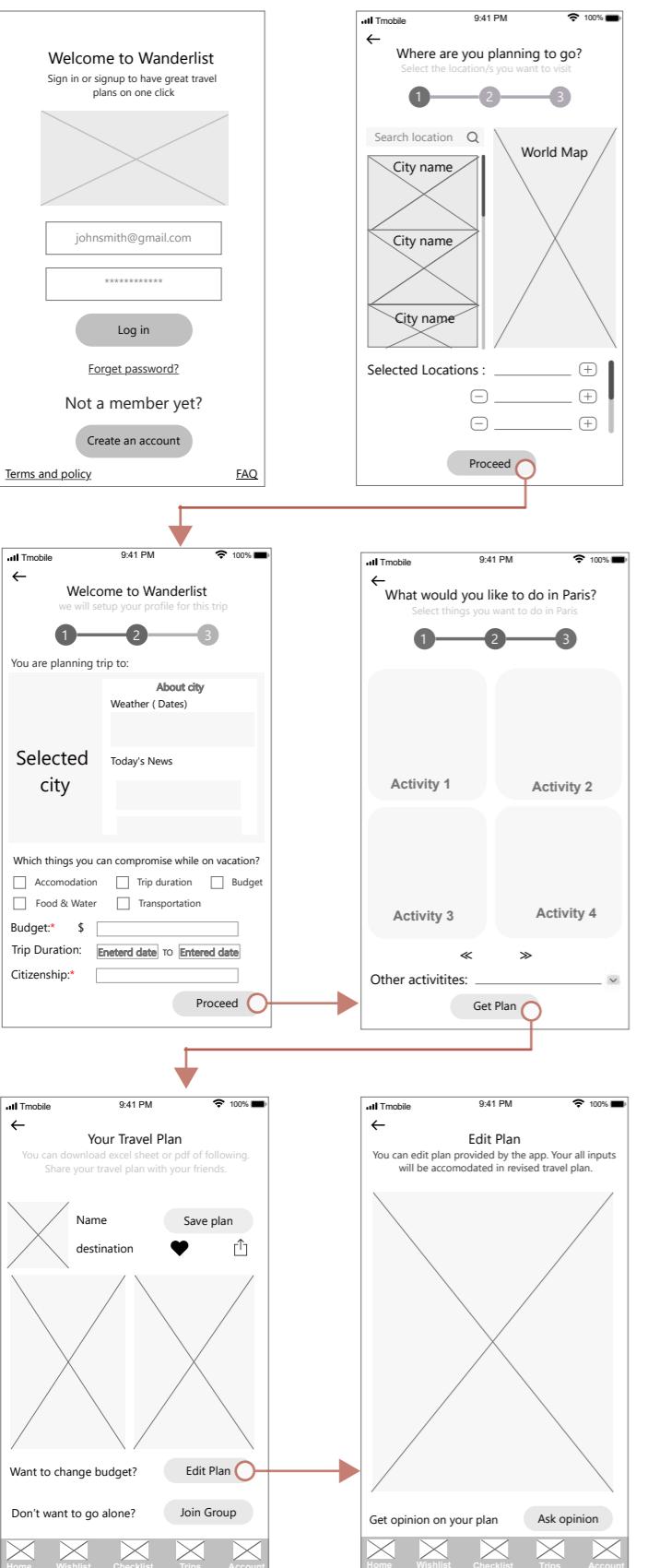


Needs cultural & social advices like do's and don't, precautions, safety measures.



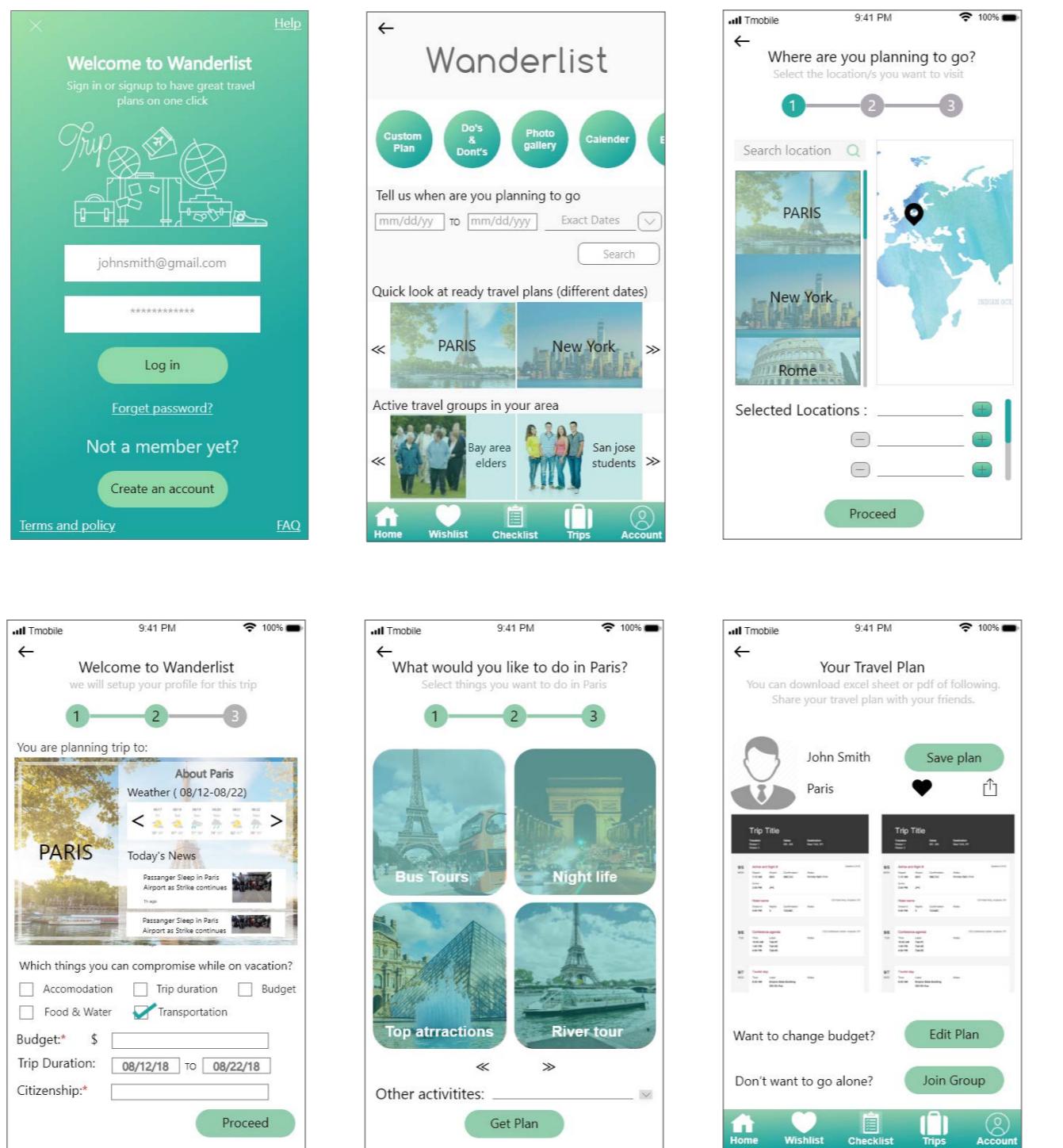
Inconvenient tools to replan the trip if any thing goes wrong in preplanned trips.

## Wireframes



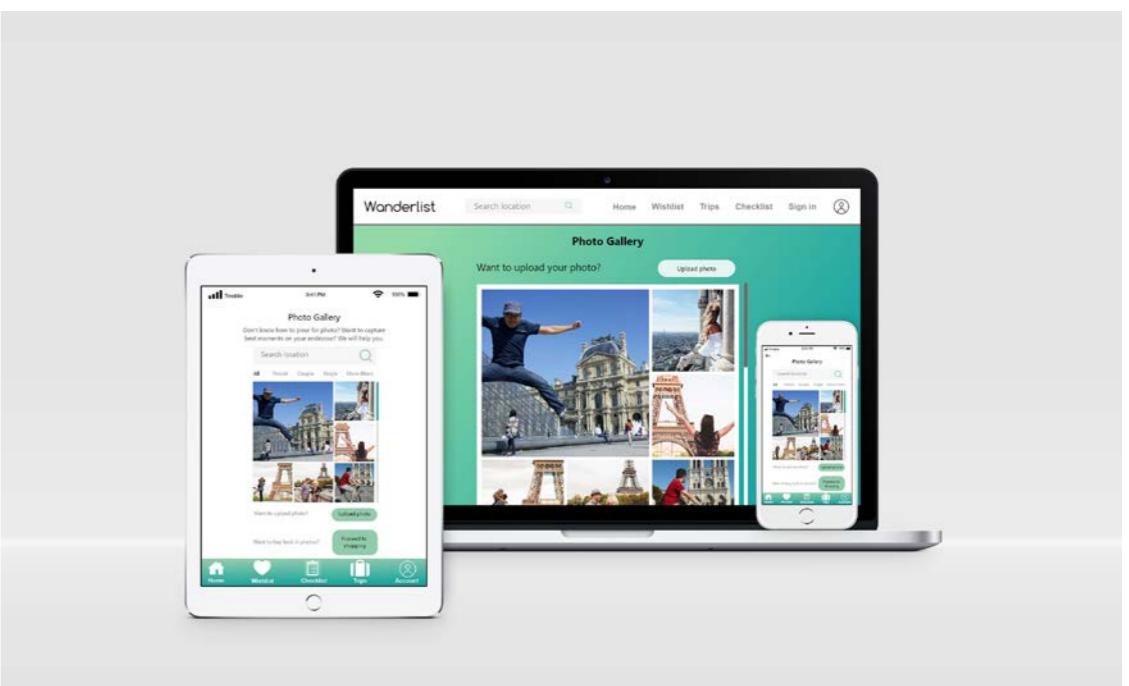
## Key pages of the app

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.

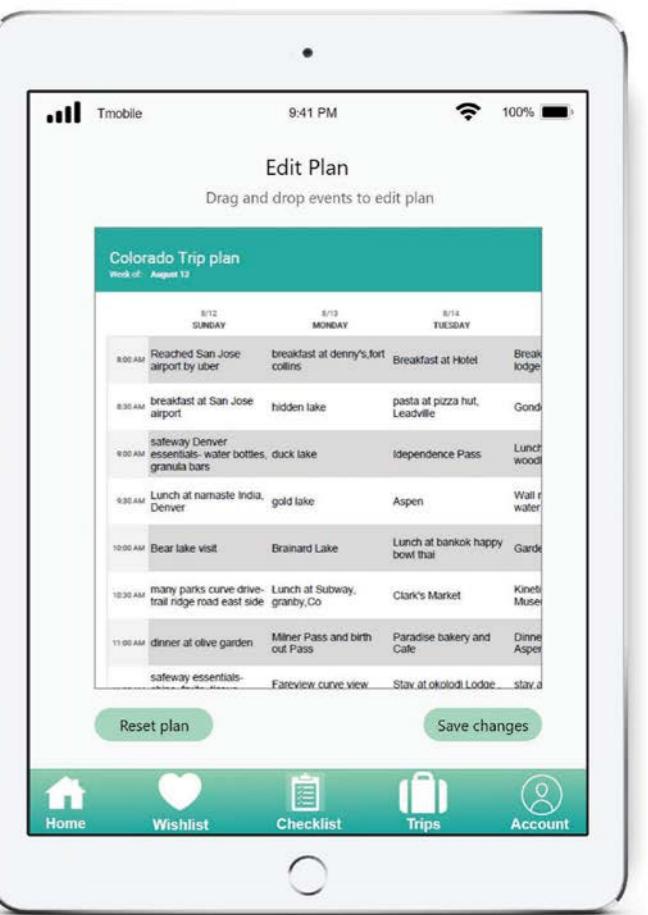
### Watch

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.

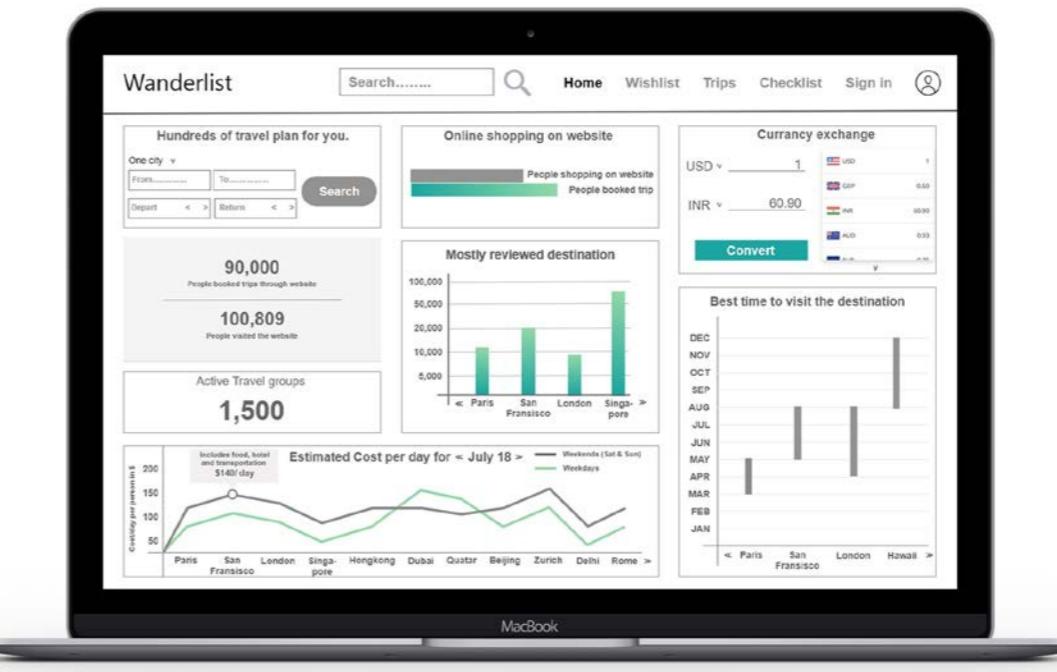
**Markus George**  
Going to Delhi, India

\$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.



# Bay area older adults

## 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

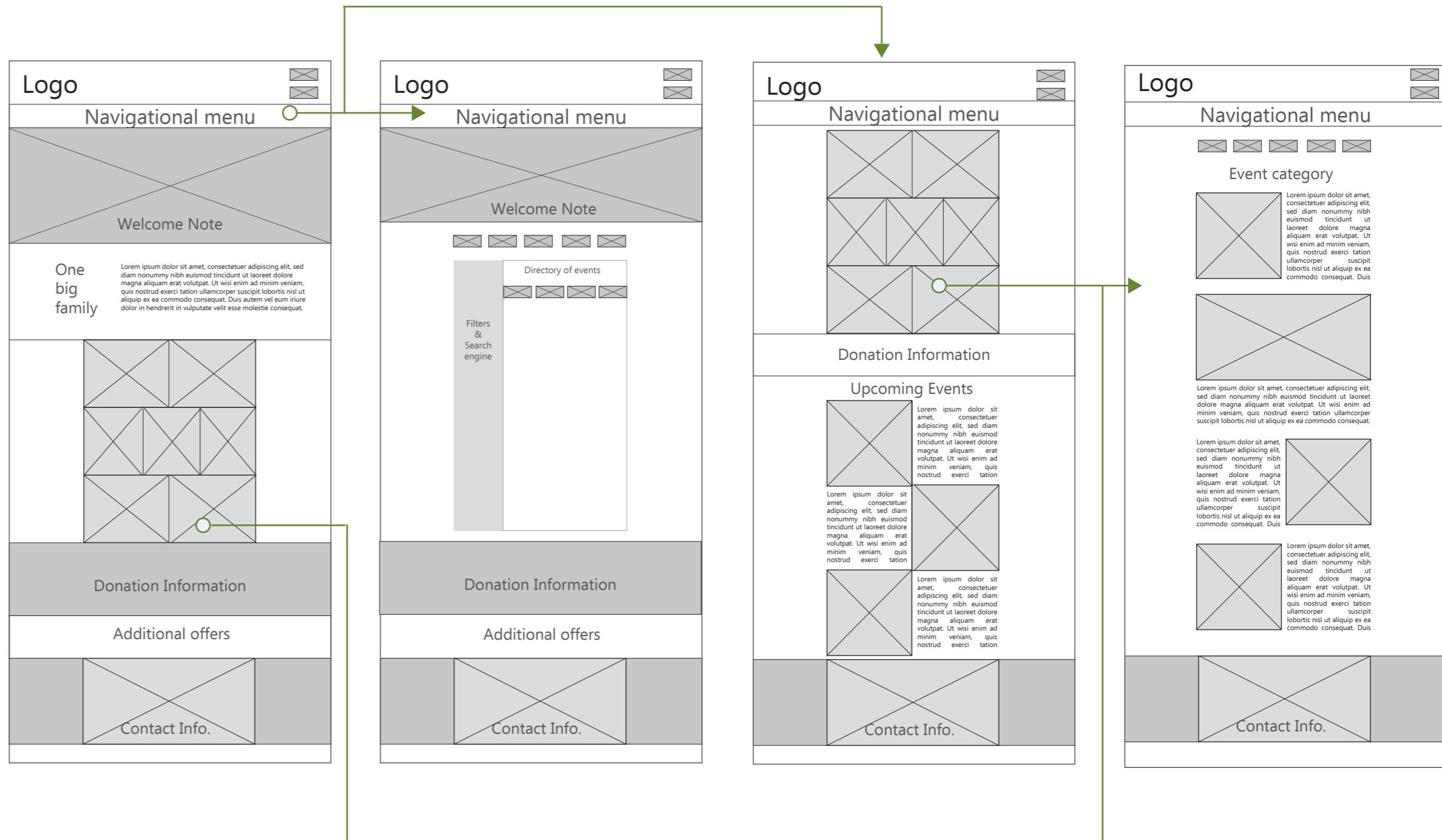
I studied various activities and initiatives of the organization and shortlisted the following as an essential in the overview.

- 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

Welcome to Bay area older Adults

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. Click [About BAO](#) to listen to an interview with Dr. Anne Ferguson, Founder and Executive Director.

[Read More](#)

**Group Events**

- Hikes and Picnics
- Cultural Events
- Lecture Series
- Day trips
- Travel adventures

"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](#)

**Bay area Older adult group**

408.774.0993  
Info@bayareaolderadults.org  
Opening hours: Mon-Sat 9 a.m.-7 p.m.  
1111 W. El Camino Real Ste 109-225,  
Sunnyvale, CA 94087-1057.

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Life is lot more fun

**Directory of events around you**

- Altaroma Playhouse (Alameda)
- Amador Theater (Placerville)
- Aurora Theatre (Berkeley)
- Bayside Performing Arts Center (San Mateo)
- 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**

**25% OFF**  
On B&O event

**SPECIAL OFFER**

**Become a member**

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

[Donate](#)

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**Group Events**

**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 natural areas. Hikes, birds, butterflies and wildflowers. Read more  
Level of difficulty: Moderate (3 miles)  
Additional benefits: Picnic lunch and parking included. To register, please [CLICK HERE](#)

**Wine & Dessert pairing**  
Thun, 08 Mar 2018 | Sunnyvale CA 94085  
Celebrate the end of winter with a fun and social dessert and wine pairing! Enjoy the cozy ambience of the B&O 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 the desserts.

**Buddhist Temple Tour**  
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!! Read more  
To register, please [CLICK HERE](#)

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1111 W. El Camino Real Ste 109-225,  
Sunnyvale, CA 94087-1057.

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**Ways to support BAO**

- Cash/Card**
- Donate car**
- Sponsor**
- Planned giving**

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

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

Advertise your company through our vast users by sponsoring.

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

Bay Area Older AdultsTM is a tax-exempt charitable organization, qualified under section 501(c)3 of the Internal Revenue Code. All donations and sponsorships are tax-deductible.

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  
  
Silver- upto \$2000  
  
Bronze- upto \$1000  
  
Bronze- upto \$250  
  
Sprout farmers market  
Starbucks Sunnyvale  
The Tech museum  
The Basil Restaurant  
Trader Joe's Los Altos and Sunnyvale  
YMCAs  
Zonotto's family market Sunnyvale

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# 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.

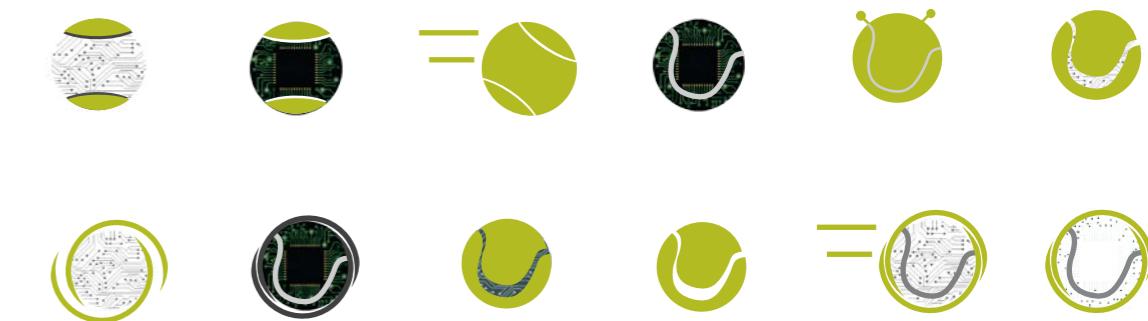
#### Brand Display

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.



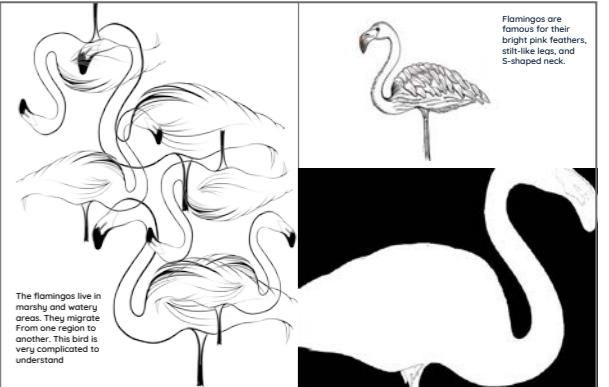
# Flamingo

## Visual Narrative- Graphic Design

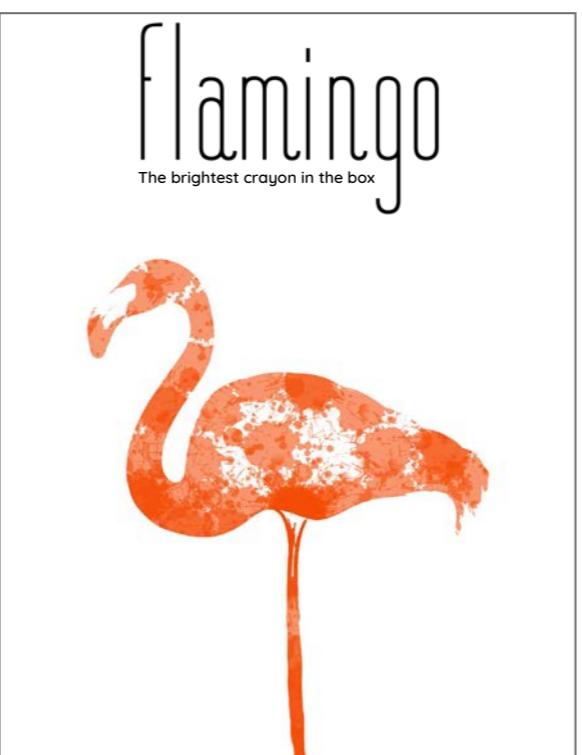
This narrative book was part of image-making exercise. The representations created from manual to digital techniques across various materials. The images are chosen among the wide variety of representations and composed considering scale, weight, figure/ground relationship, space. The narrative of the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



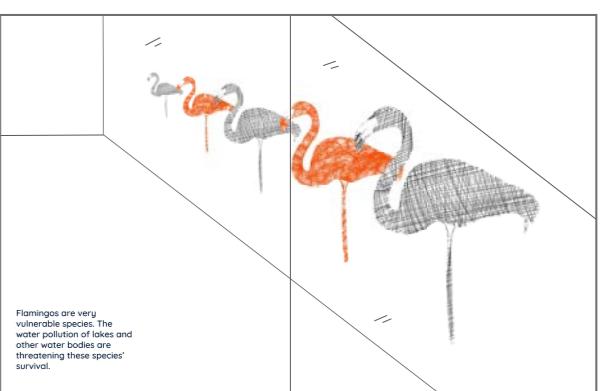
Introduction  
flamingo  
Page 1-2 >



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

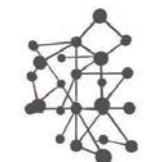
User interview  
Stakeholder mapping  
Journey mapping

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



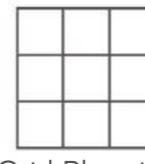
Low population density



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.

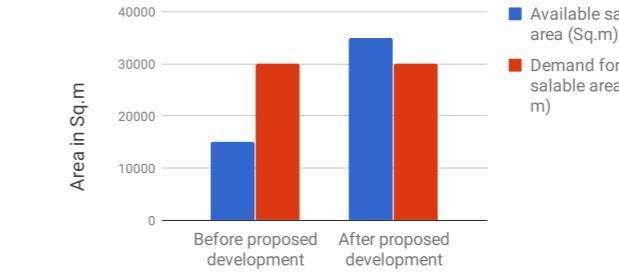
Adults- Age 18-60

Regular traffic problems as well less parking spaces.

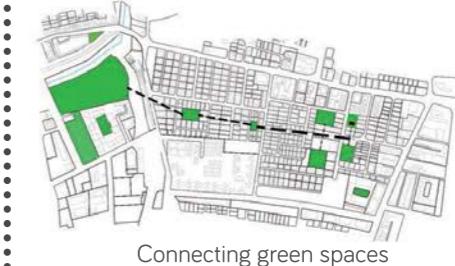
Senior citizens- Age 60 above

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.

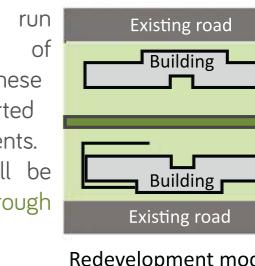
3 M WIDE PEDESTRIAN ROAD.

1.5 M WIDE CYCLE TRACK.

Green lane



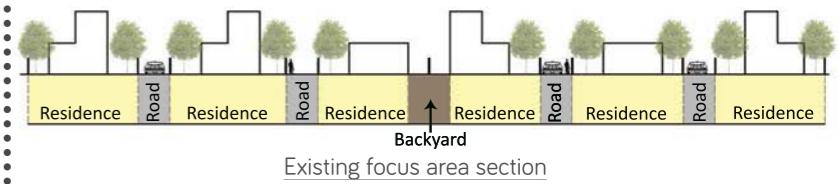
Green lanes will run through backyards of existing bungalows. These bungalows will be converted to multi-storied residents. The green lanes will be accessible to all through their backyards (after redevelopment).



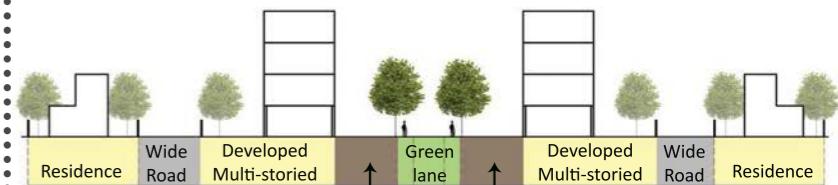
Redevelopment module

Existing settlement

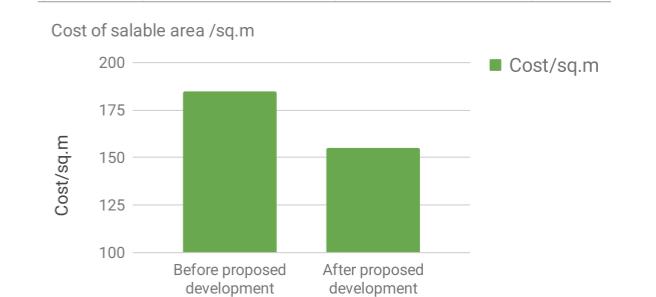
Backyard concept achieved by Amalgamation of plots

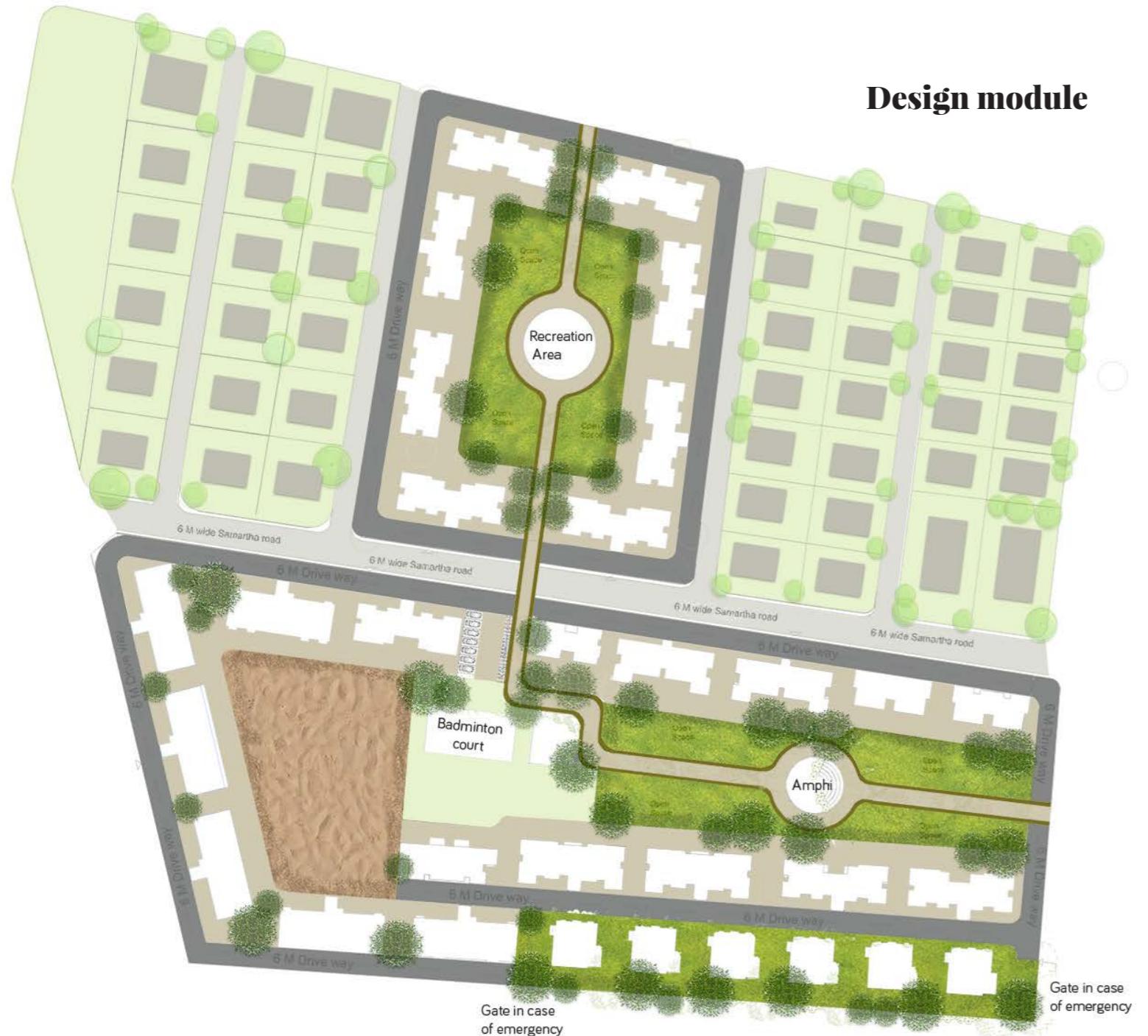


Existing focus area section



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**

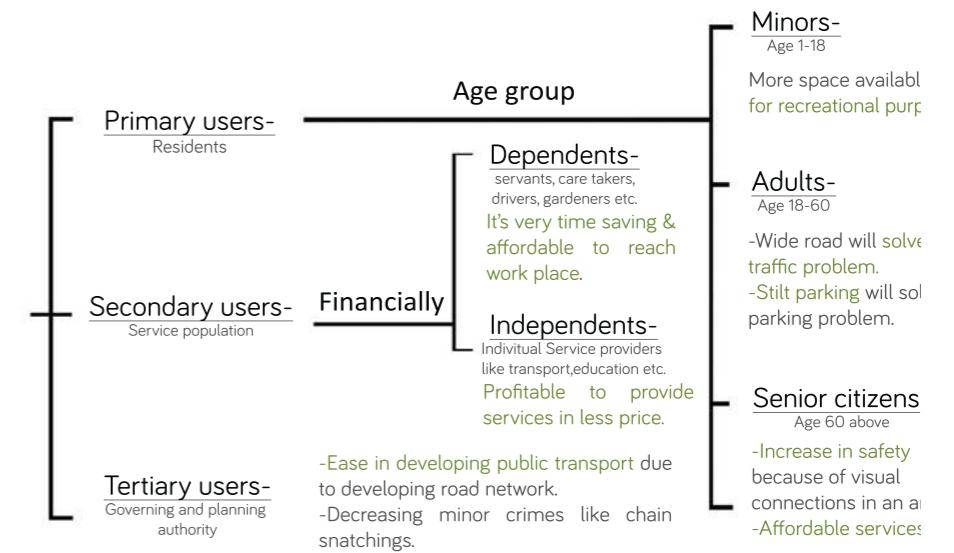
Salable flats after allotment of flats to existing plot owners- **93**

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.

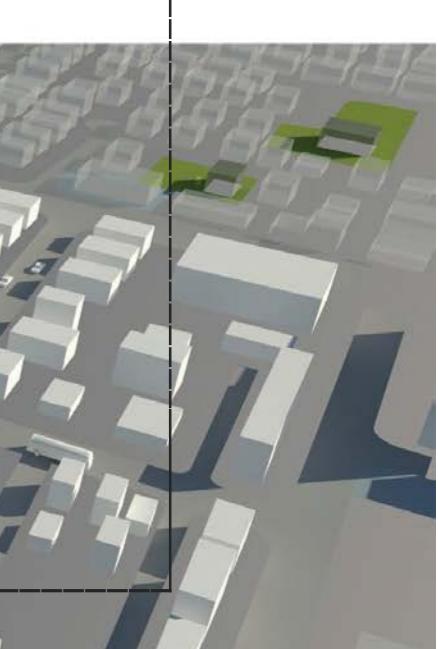


## Nodes in Green lanes

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.

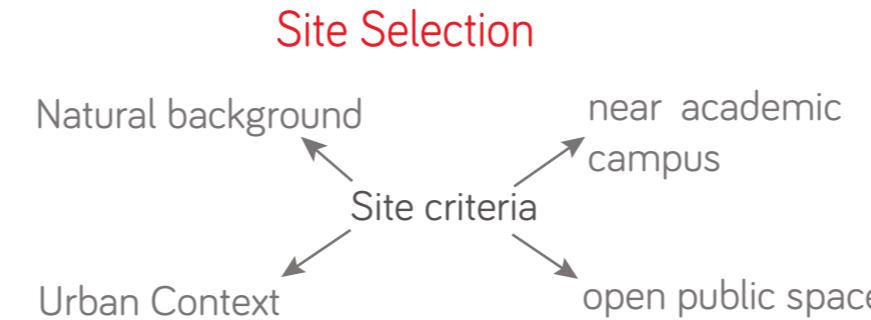
### Zoning in learning center

- 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.

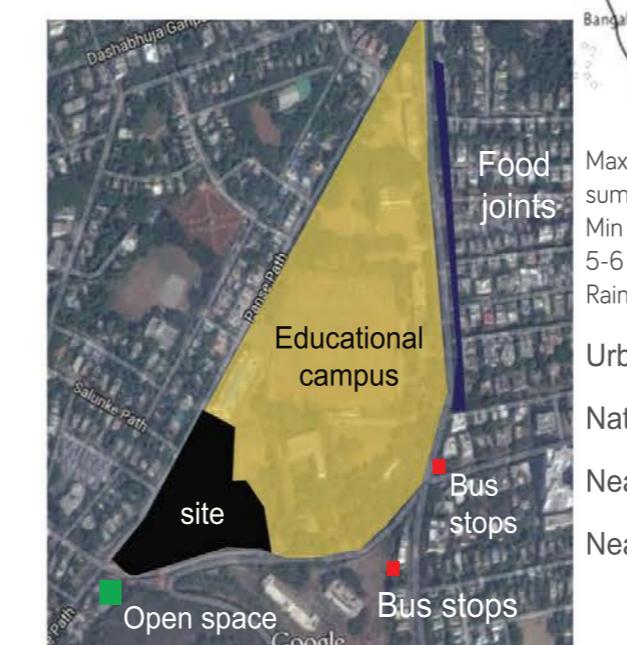
**Owner-** Shri Shivaji Maratha Society.  
( government has given land to society on 99 years lease contract).

**Land-use -** Institutional

**Soil-** Black cotton soil

**Climate-** Moderate climate

The climate is mostly clear and sub-tropical.



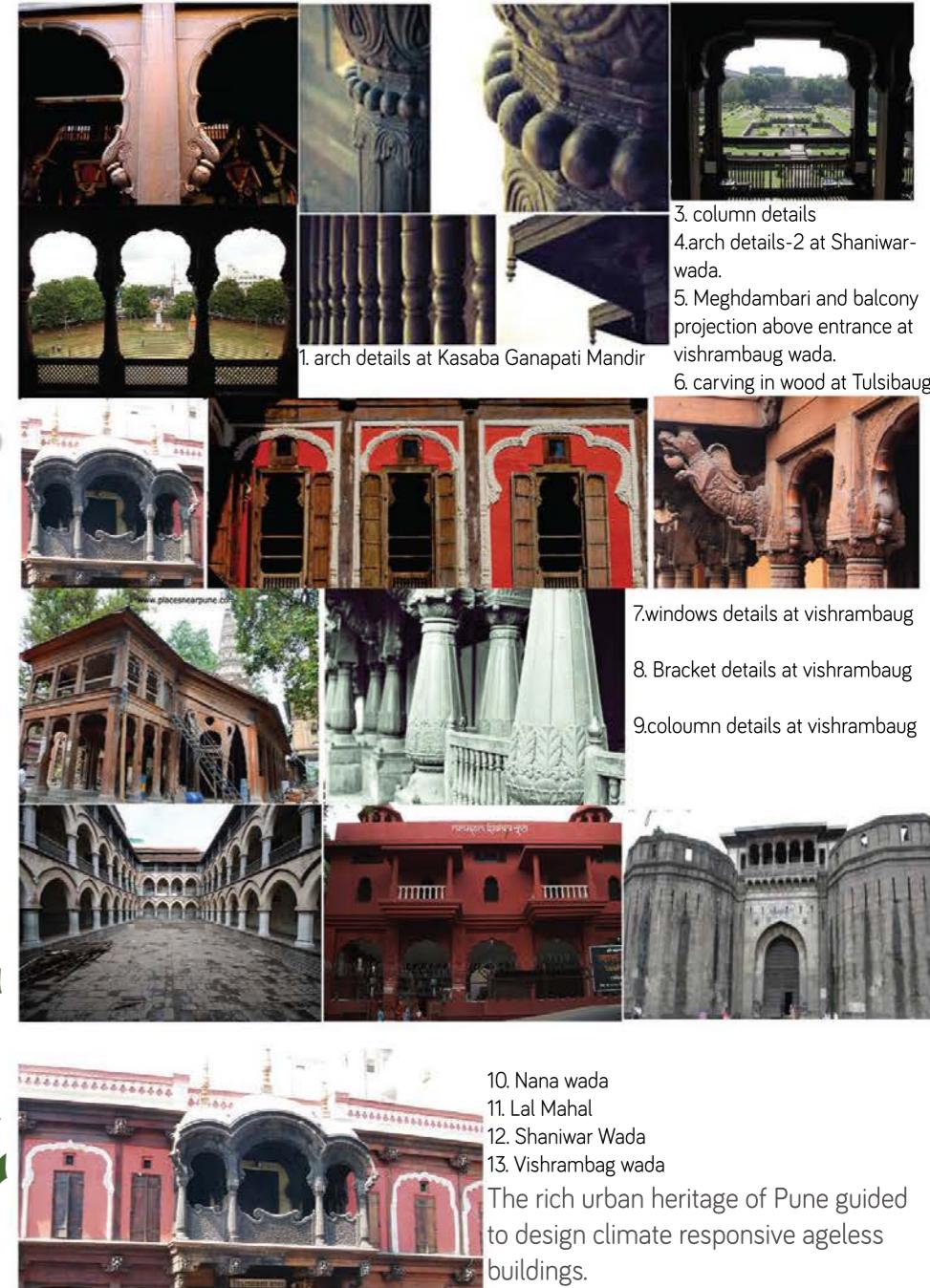
Max. temperature (during summer)- 41 degree Celsius  
Min . temperature (during winter)- 5-6 degree Celsius  
Rainfall- 62.5 cm

Urban context

Natural background

Near public open space

Near academic campus



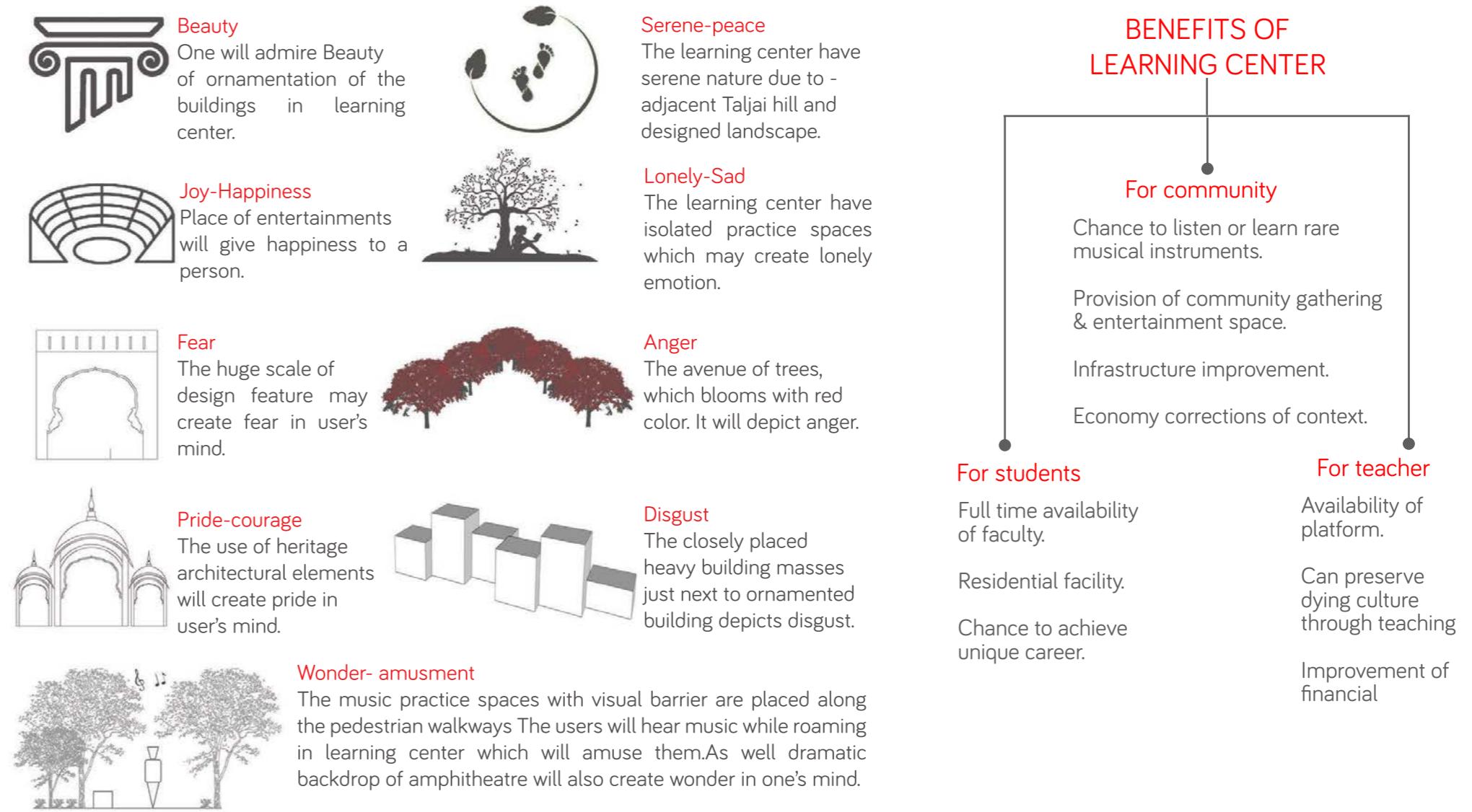
## Site analysis



## 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

