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*Kanika
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Design Manager | Interior Designer | Furniture Designer | Project Manager

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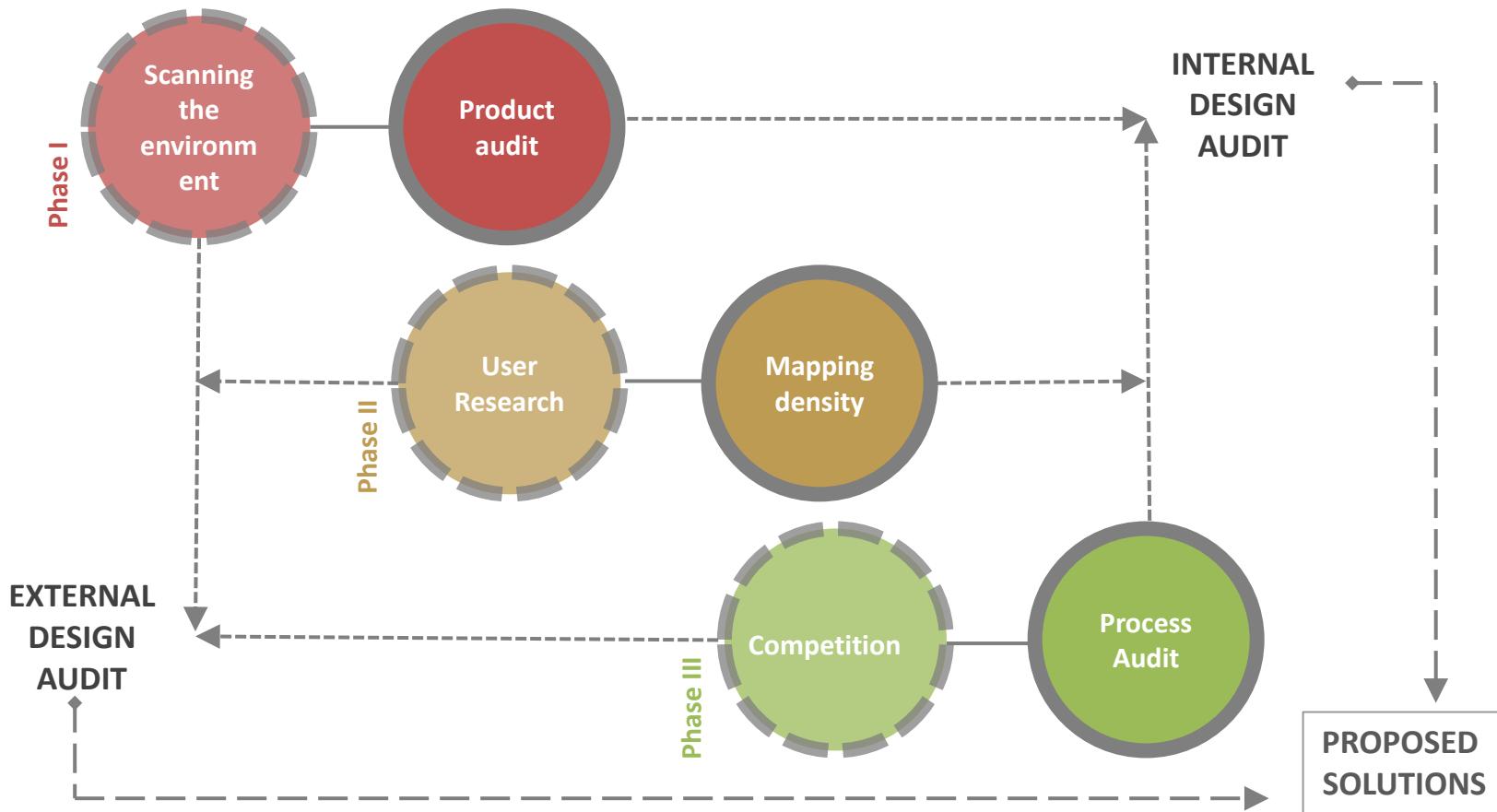
Resume

Diploma Project

The Design Management Project was based on streamlining the Value added services (VAS) that the company should provide to its customers. Outlining strategies for the design store and its production unit, for it to become an "Ideal Store" was be the objective to be derived by means of Design Audit.

**Client: The Design Store,
Bangalore.**

Building strategies for a furniture design store



Diploma Project

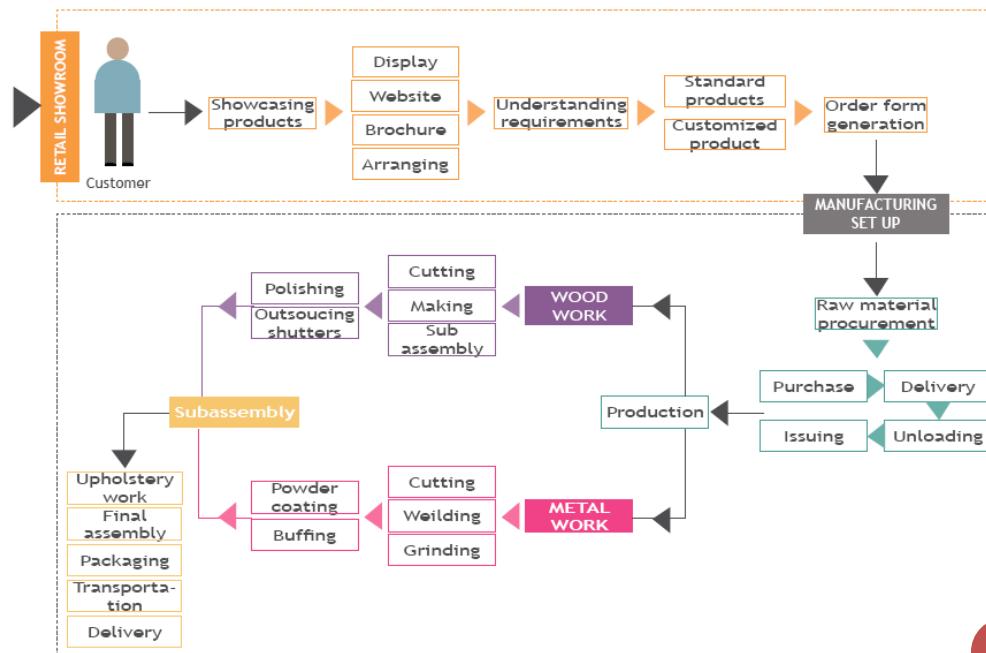
Systems study



The factors that positively as well as negatively affects the functioning of a particular component that affects the business processes were outlined in order to find out the intervention areas.

The correlation between the main three components of the organization's system was identified as the Retail Showroom, Design studio and the production unit. After studying each component in isolation the areas of business operations that are carried for the business functioning were put together to map the interdependencies.

Understanding production process



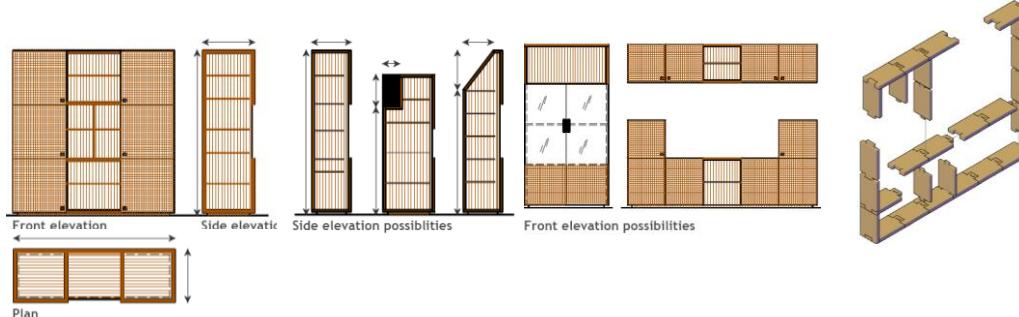
Diploma Project

Proposing Value added services



Value added services that the company should provide to its customers were brainstormed considering the strengths and weaknesses of the organization to deliver the unmet need of the customers.

Design directions for New product development



Retail Strategy

WHAT IS TO BE DONE

- Interactive display for facilitating the customer by engaging them in creating their own furniture sets
- Communicating all the services and product range that the company provides.
- Training Sales executives with the design and material details.

Dividing the existing retail floor space for in equal sub spaces for allocation of all product range in each sub space

Designing each sub space for a specific product range, into 30-70 set up.

Displaying complete 1 design set in the 70 % of the total sub space.

Communicating Value added services and other design sets options through 2 D panels or LCD screen.

Periodic (once in 3 months) shuffling of product range displayed in the sub spaces.

Displaying the complete product range in the exhibition space created in the factory

Applying pull strategy by driving the customer in the factory exhibition to showcase other designs.

Diploma Project

CORE ISSUES

- Visualizing design sets for home
- Customer does not get an idea of complete product range and Services
- Limited display

- Customers seek for benefits along with the value of money invested in a product.

- About 80% of the orders are delivered late.
- Prioritizing project work of dovetail and design store order as the infrastructure is common.
- Mismanaged Raw material stocking

PROPOSED CONCEPTS

RETAIL CONCEPT

Display

Shuffling products

Communicating offerings

VALUE ADDED SERVICES

Storage systems

Beyond Boxes..!

Simply add on..!

PRODUCTION PROCESS

Complete manufacturing Process

Inventory management Process

BENEFITS

- Extended retail space to showcase complete product range to the customer.

- Creating newness in the showroom, pulling more customers.

- Providing scope for conducting promotional & launch events

- Providing Customization to a customer as per his requirement and providing ease of manufacturing at the same time.

- Enhancing customer's experience by involving him in the design process for his requirement.

- Differentiating design store's offerings

- Standardizing task flows of the complete manufacturing process that makes production efficient improving the overall performance.

- Systematic Inventory management specifically for the design store orders.

- Facilitating record keeping and waste management

- Open system enabling accessibility to check the status of the order anytime.

Product Design

The Product consists of three devices



Device 1: Outdoor panel (Prototype 1)

Wall mount outdoor panel to be used by the people coming to the house in place of the door bell.



Device 2: Mobile (Prototype 2)

For the elderly couple to respond to the person standing outside the door; view the picture of the person and to check who visited while they were out.
Hence, secure their house from theft by restricting unknown people's entry.

Device 3. Camera

Hidden camera is installed above the main door for capturing picture of the person visiting the elderly couple as soon as he rings the bell.

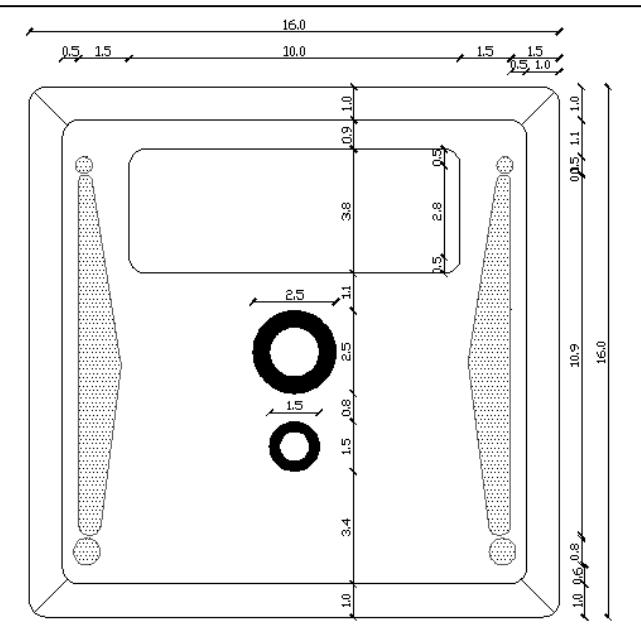
Complete product design from concept to prototype. It was designed considering cognitive issues & ergonomics. Focus was to study basic mental model & user's characteristics to develop the product interface. The study of semantics was applied & user research was conducted.

Study of Ergonomics

- The interface has been made considering the cognitive ergonomics, the basic information processing in the human brain of the user that is an elderly couple.
- Characteristics of the user are studied and hence status indicators; attributes of feedback and reconfirmation through Visual, audio receptors and tactile senses of the user are taken into consideration for the product to work for masses.
- Home security system for an elderly couple has been designed in a way that it speaks for itself. The study of semantics/ direct communication of man and machine is applied considering different possible scenarios.
- Anthropometry dimensions of both dynamic and static type were the parameters that were considered to find the optimum dimension for Product design

Product Design

- Scenarios studied were considered to be the frequently happening consequences that were build which helped in the formation of simulation of the interface of the user and the outdoor panel as well as an elderly couple and the handset mobile.
- Percentile calculation for the applicable parameters like mid-posture height, finger tip breath, thumb tip breath and hand grip are considered for appropriate dimensions of the each devices and functional keys.



As a part of the product design process, Drury's matrix was studied to identify problems and solutions specific to each problem were derived & implemented in the product interface design.

Scenarios identified & developed simulations for Product Interface

- Unknown person (for eg. Sales man/visitor) ringing the bell.
- Known/ Unknown person rings the bell and the elderly couple not present at home.
- Elderly Couple returning home and checking the mobile to know who had visited
- Husband ringing the bell and wife is at home or vice-versa.
- Fast dialing incase of emergency considering old age related health problems and safety.

Task	Knowledge required	Feed back	Potential problem identified	Suggested Solution
1. Unknown person rings the bell	Awareness of the icon of bell	Led Glows, Sound	Might press pick button	Message appears on the screen the "press the red bell button."
2. Camera capturing the picture	Its hidden hence none.	Message Appears on the screen of the mobile: "Pictured received "	1.Camera might capture a dark picture in absence of required light 2. When there is no space to save the picture in mobile, it will not appear when viewed.	1. Introducing automated flash on and off feature. 2. Message of "No memory" to save will appear for the couple to delete previous ones.

Social Entrepreneurship Project

The project was to search & study an existing community & sub communities associated with it by means of ethnographic research methods, identifying their problems, understanding their business processes & coming up with design interventions that transform their socio-economic, socio-cultural & socio-natural environment for the better livelihood.

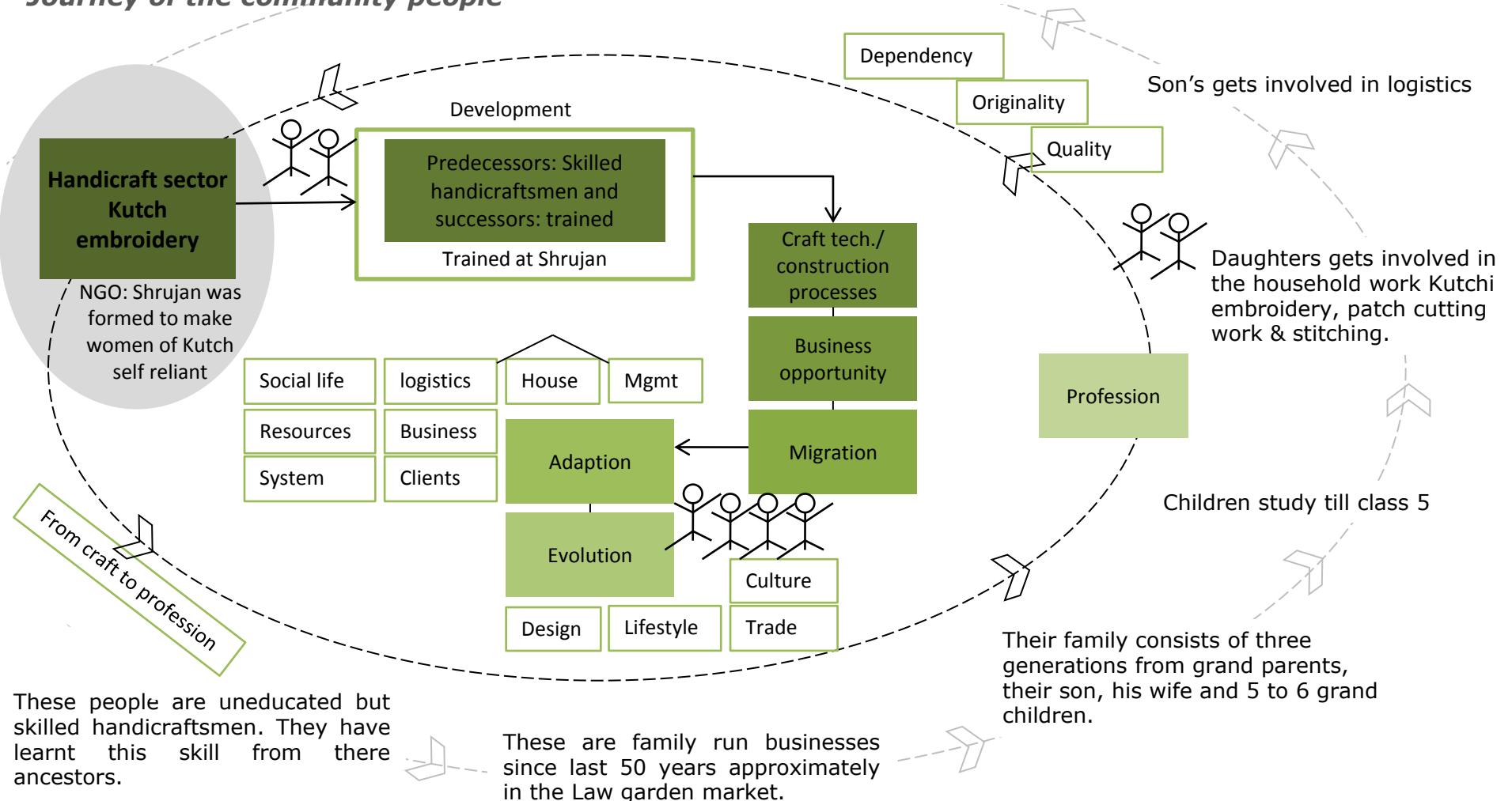


Subject of study

- The targeted community people for my research Project were the street hawkers performing multiple tasks systematically to earn their daily bread in the law garden market.
- Multiple businesses run simultaneously in the Law Garden market to cater different needs of the consumer. Interactions between Street Hawkers(Handicraftsmen) to the Customer and thela wala's to the street hawkers were observed.
- Multiple factors that make the market, a Community were studied and common aspects like income source, resources, communication pattern, lifestyle were learnt to understand the trade system.
- Law Garden is a Community as they share their business trend that has evolved over last 50 years; history and existence of the market, Tradition they follow and culture that they belong to.

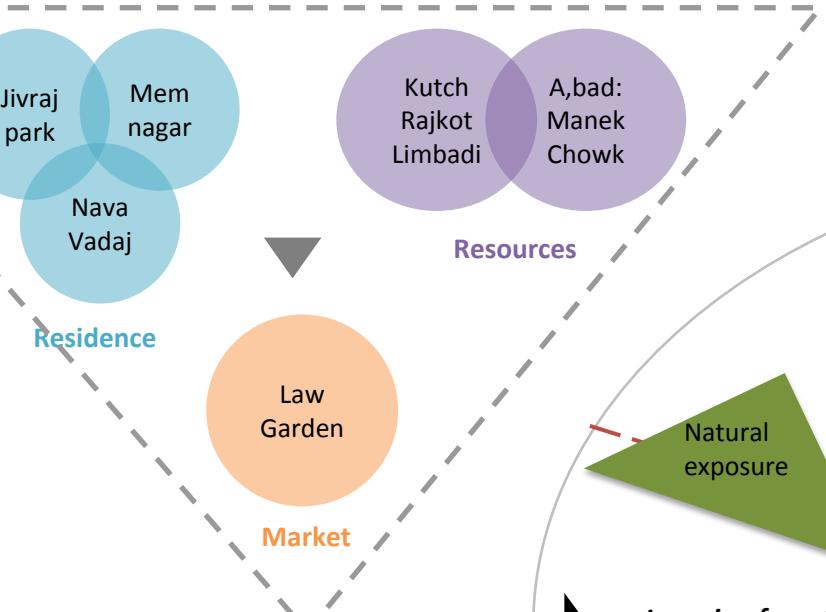
Social Entrepreneurship Project

Journey of the community people



Social Entrepreneurship Project

Business Process



The market is located in the heart of the city Ahmedabad. It is famous for buying handicraft items, traditional Navratri dresses and junk food.

Existing scenario

Learning from the family

Procurement

1st lvl: Kutch, Limbadi & Rajkot
2nd lvl: Gheekantha, Kalupur & manekchowk

Natural exposure

Mass production

Incorporating trends

Showcasing & Selling

Business Process

Segregation/dyeing

Cutting, Stitching, Patchwork
S, M, L

Manufacturing

Ironing & Organizing as per size

Packaging

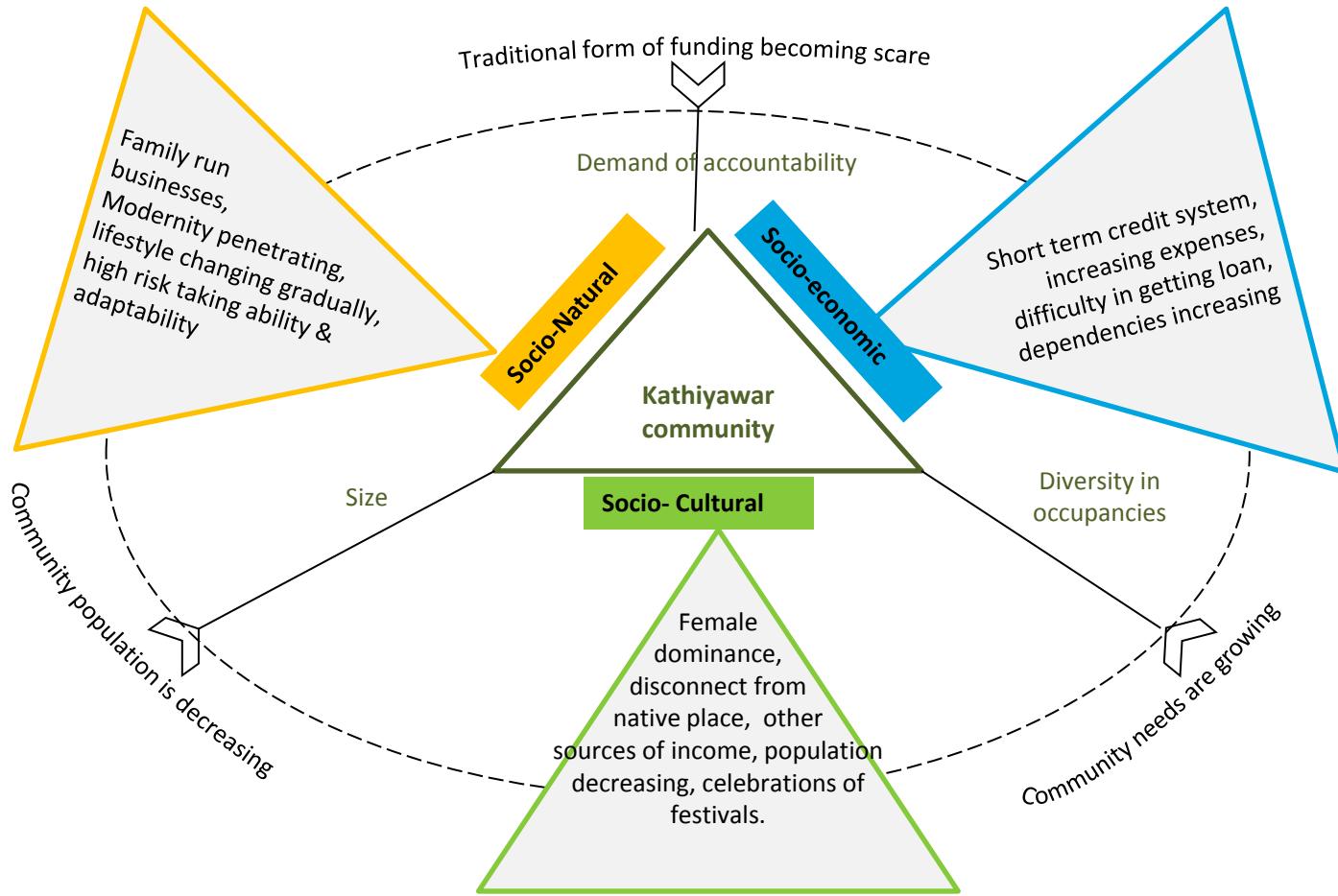
Fold & dump

In carry bags/ transportation

Law Garden market is about colours, the crowd, the sense of competition, quite organised system of street hawking in one linear stretch of about one kilometres.

Social Entrepreneurship Project

Socio-Cultural, Socio-economic and Socio-natural environments



Identified Problem areas

Money

- No funders
- Increasing household & raw material expenses

Design

- 4 hrs time investment for packing & unpacking garments
- No exclusivity in offerings

Space

- Infrastructure/ space constrains
- Sustainability issue(cant invest as current operational space is illegal)

Culture

- Disconnect from the origin
- Decreasing son's interest

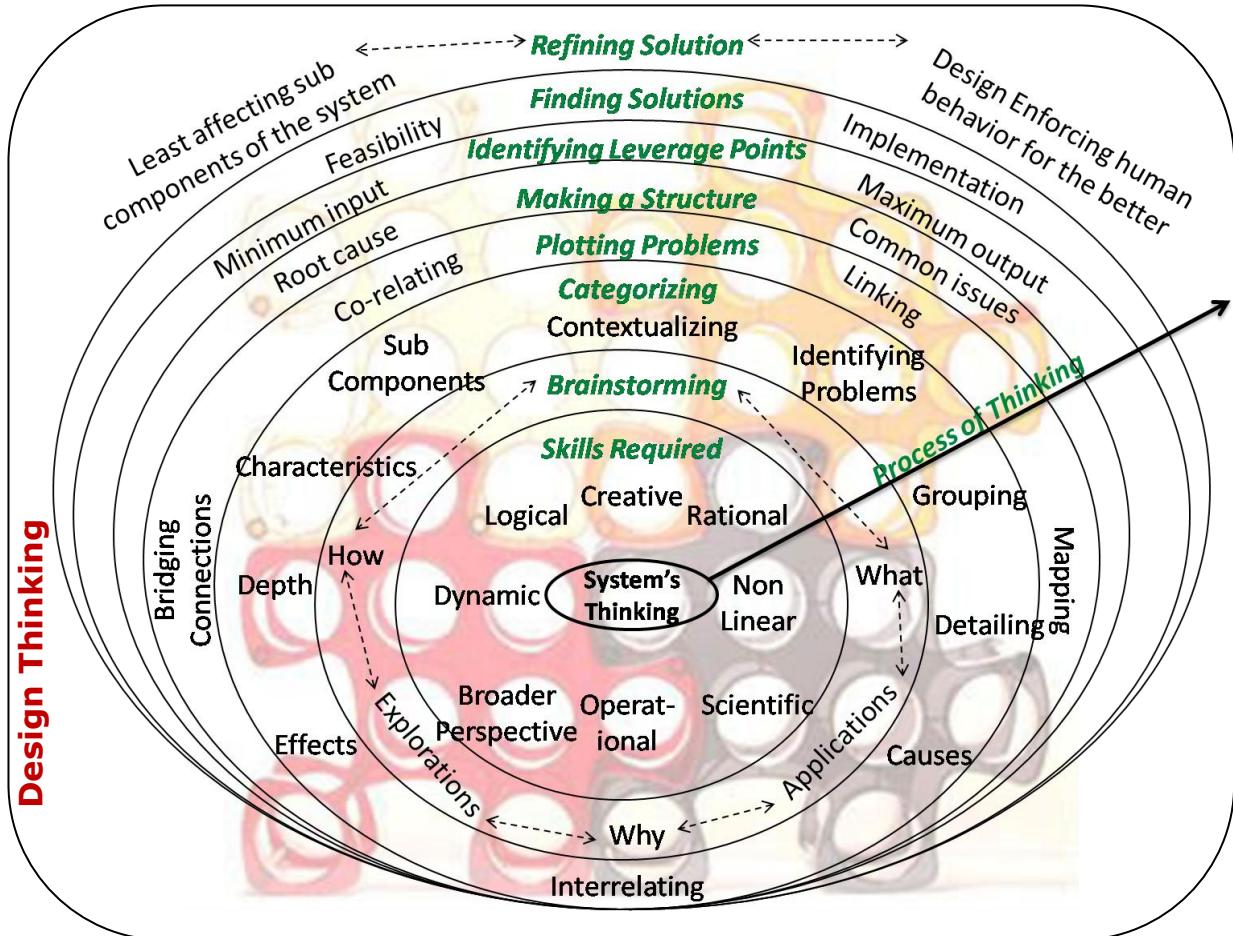
Social Entrepreneurship Project

Possible Intervention areas

Law Garden	Learning	Product	Services
Socio Cultural	Sustaining: Teaching next generation Kutchi embroidery	Get Yourself Clicked	-Teaching Garba in schools -Conducting workshops
Socio Environment	Studying the surrounding/competitors: Garvi Gujarat, National Handloom	Reusing the Plastic sheets after monsoon	-Micro finance/ Proposing credit system - Source for raw materials in the market itself
Socio Economic	-Training them documentation -Approaching handloom industries with portfolio's	-Product diversification(waste mgmt) -Packing/unpacking/ Display	-Customizing Garments -Showing at your place -Renting garments -Renting space for the day time

Systems Thinking

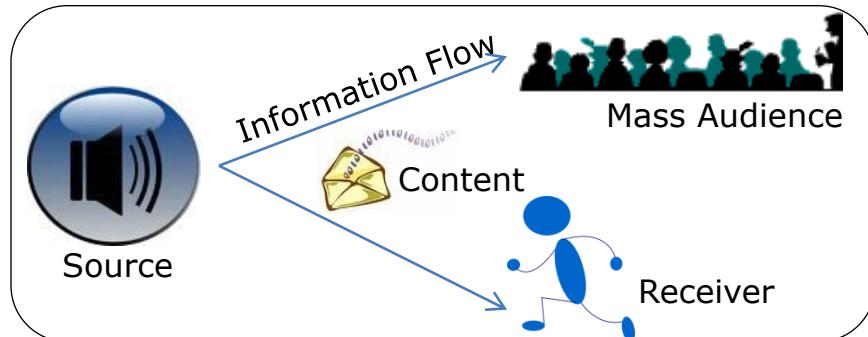
Learning Systems thinking and Design thinking was the aim in order to upgrade the approach in undertaking design projects. The study of the topic "Information Flow" & its impact in design was conducted as a part of this course. Scenarios for different situations in different context were drawn to understand problems & leverage points were identified for design interventions. Study of information flow in Museums was conducted for deriving solutions.



My Reflections

- Systems' thinking is the approach of pursuing a problem or any task holistically by intervening at the most critical point, using minimum input and generating maximum output, which insists human behavior in the desired way for the betterment of the society.
- The structure of a system determines its behavior. It should alter the human behavior leading to economic gain of an individual or an organization.
- There are different sub components of the system which are inter related and intervening in any particular component affects the other components making an impact in the entire SYSTEM.
- So, identifying the root cause of the problems, finding out the Leverage Point for design intervention is necessary for system's approach..

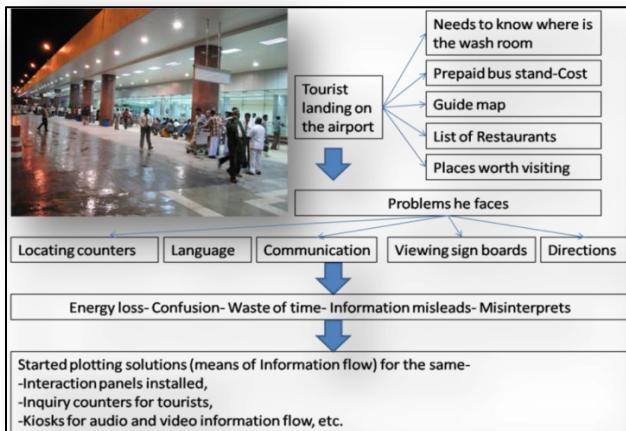
Systems Thinking



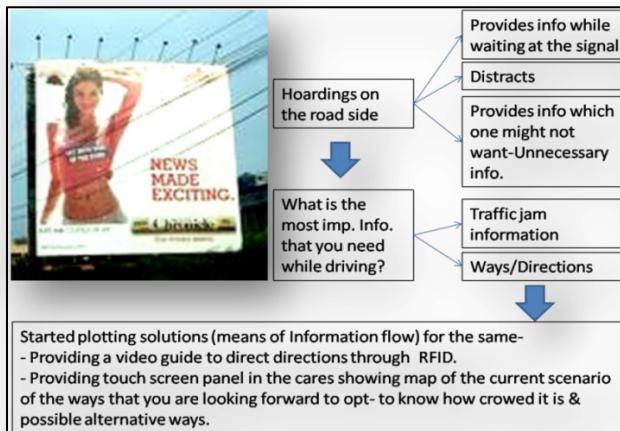
Information Flow

What is INFORMATION FLOW..? Where it is used..? How much it is essential in design..? Why is it important..?

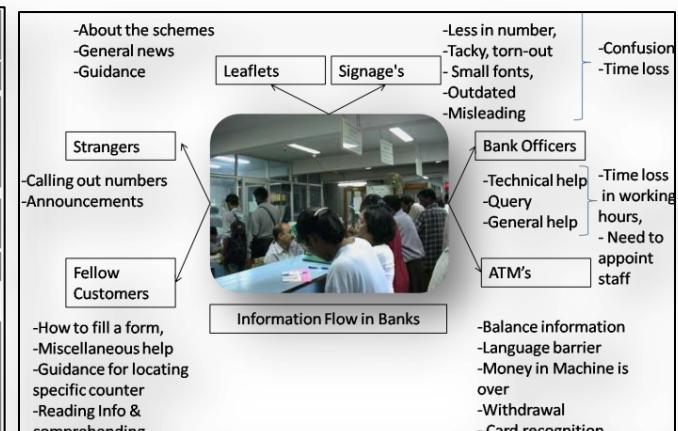
Brainstorming different situations to understand different ways of information flow, its uses, need, problems, etc. was done and model shown on the left was derived to analyze different situations to apply systems thinking methodology.



Information flow happens for tourists at Airport/ Bus stops/ Railway Stations.



Information flow at a cross lane junction on Roads



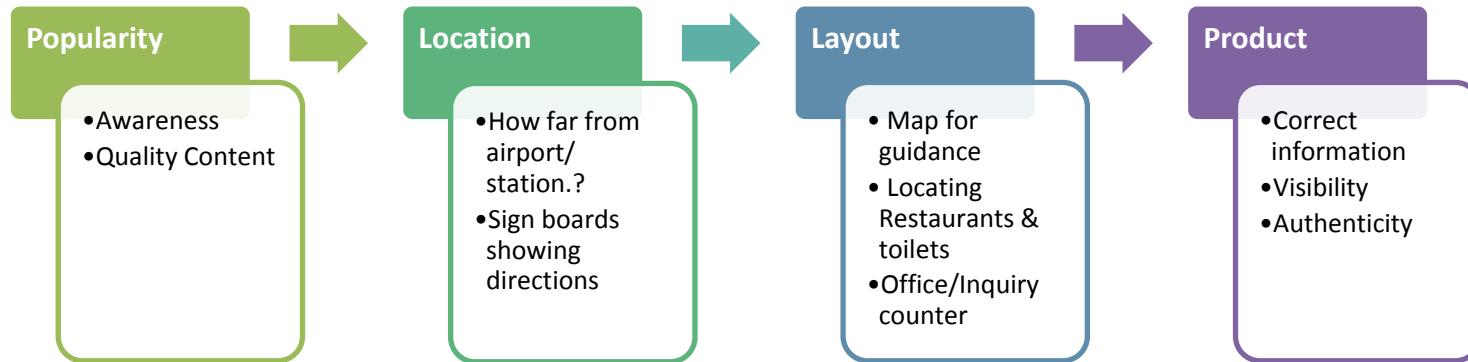
Information flow in Banks

Systems Thinking

The flow of information in Museums

The purpose of the museums is to acquire, conserve, research, communicate and exhibit/ educate to a mass audience. The information flow of a museum starts at its popularity and awareness. Promoting the museum to its targeted audience is the first level of information flow that happens.

The second level of information flow is the system from which you get information like where is it located in the city?, how far is it from the airport, bus station or railway stations?, sign boards directing the way to the museum, etc which is essential data for a visitor from overseas or out-state to know.



Once the visitor reaches the desired destination, the third level of information flow happens of where, what is located within the premises?, map for guidance, to avoid time loss and to avoid confusion.

The fourth level of information flow happens once the visitor reaches the museum. Product itself gives information to the end user. So it is important to convey the visitor, the necessary data about the product what he may be interested in knowing.

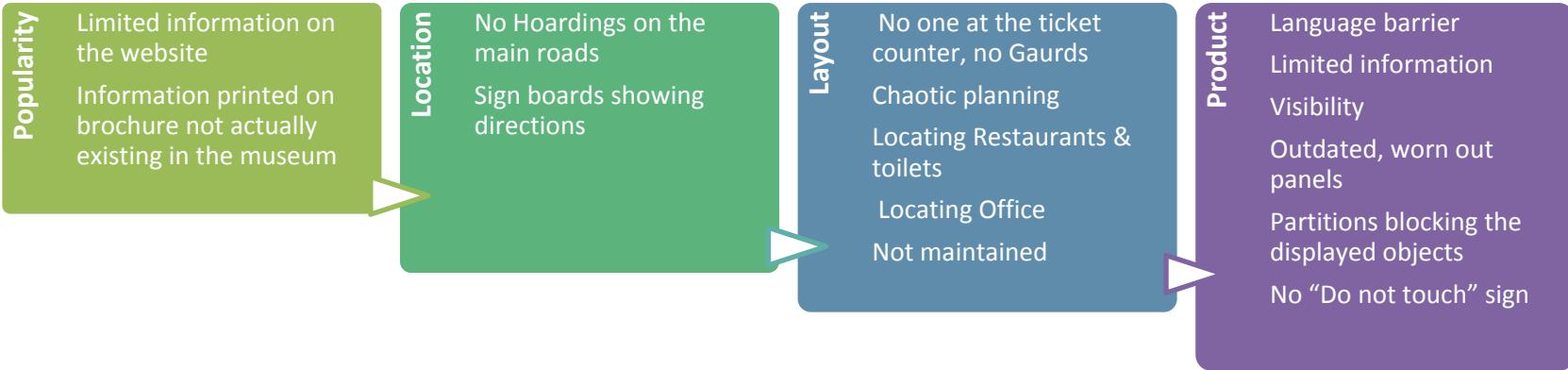
Studying information flow in a MUSEUM



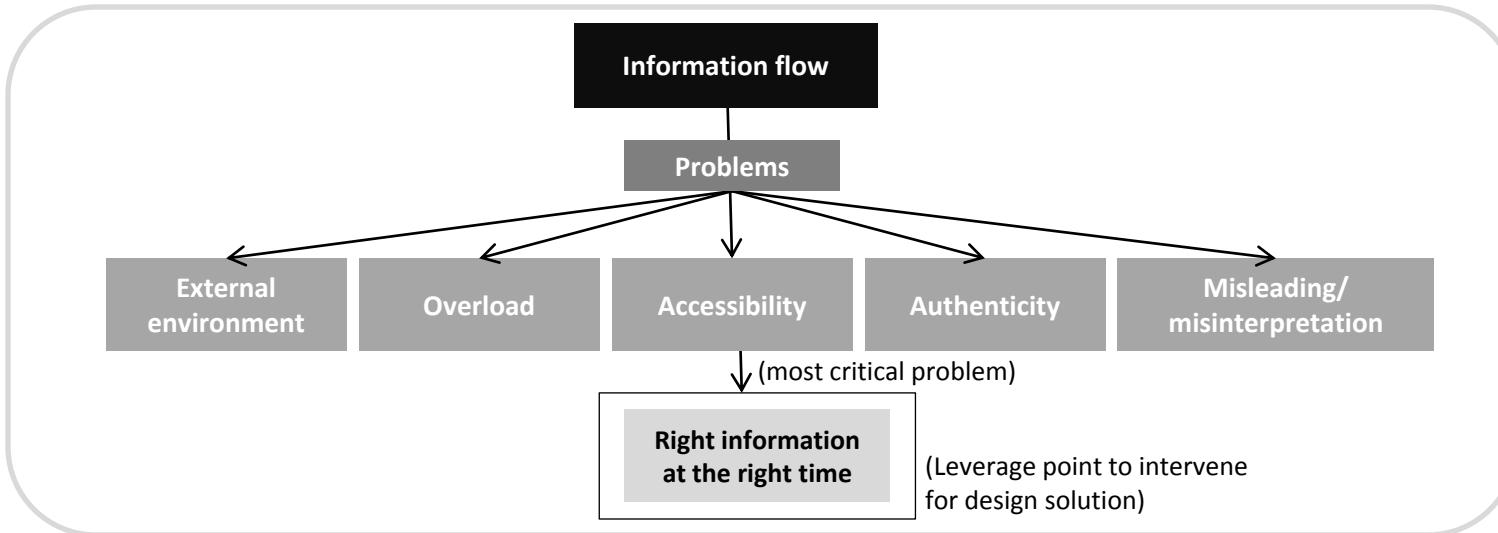
Sanskar Kendra Museum at Paldi, Ahmedabad.

Systems Thinking

Identified problem areas

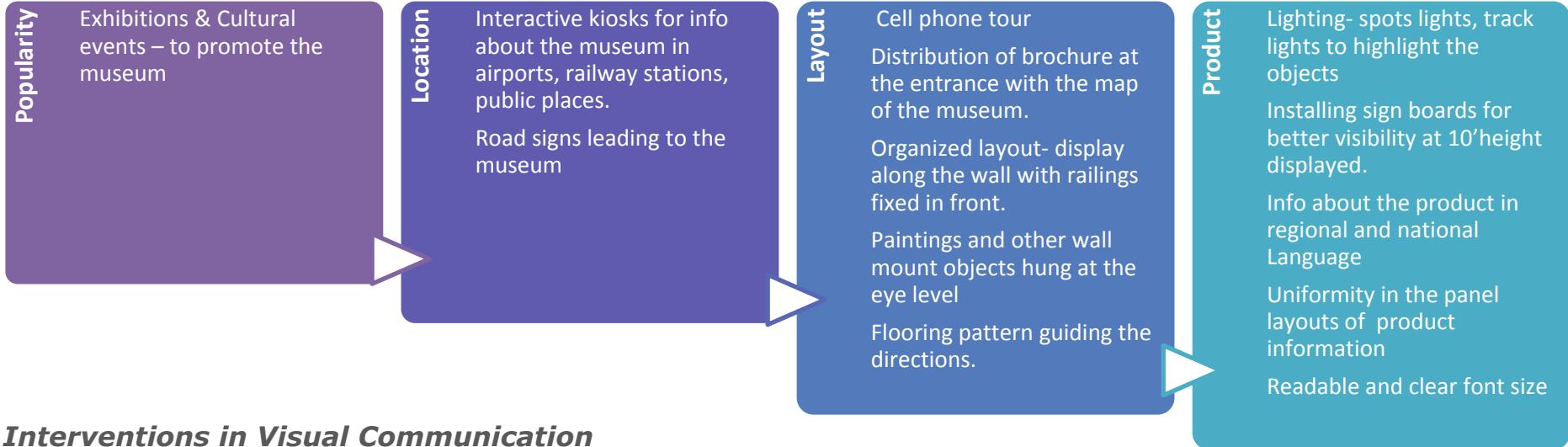


Structuring of problems and identifying Leverage point

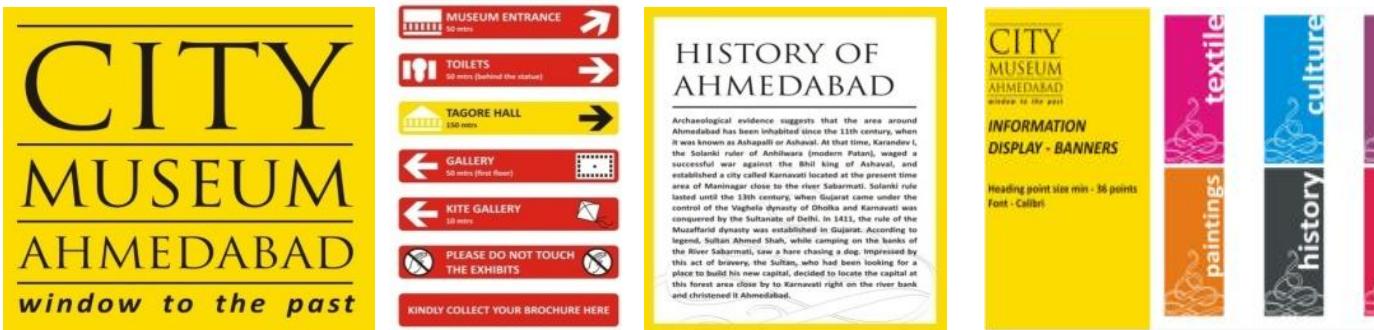


Systems Thinking

Suggested Design Interventions



Interventions in Visual Communication



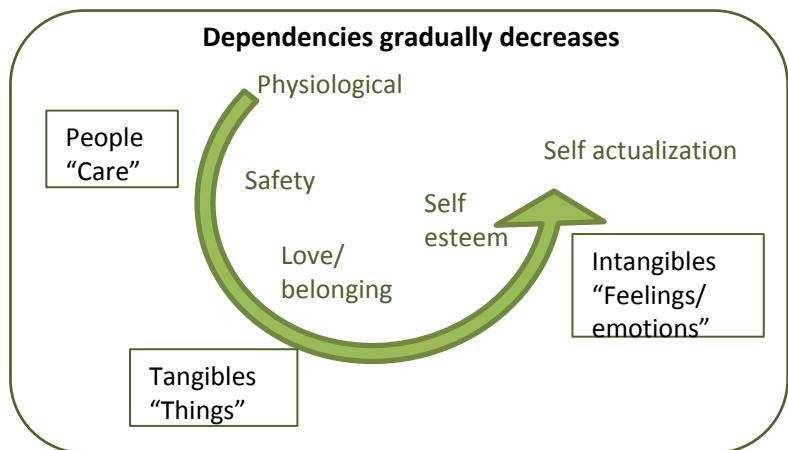
Redesigned LOGO & signage system Redesigned panels for allocation of spaces as per the products displayed

Business Design

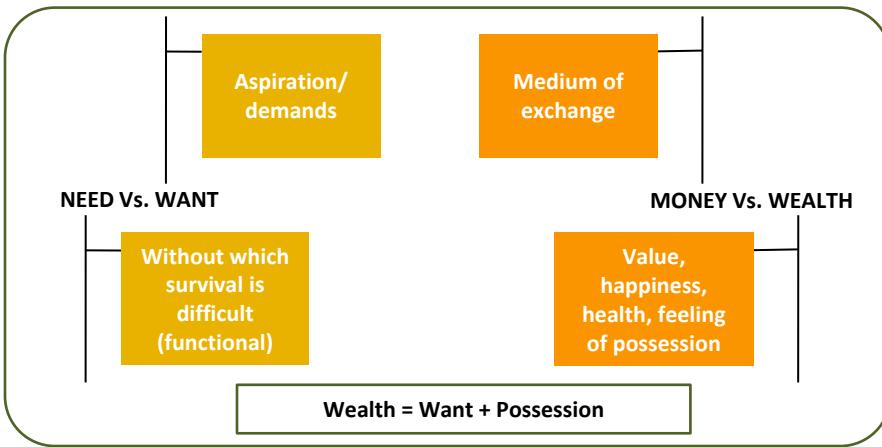
Transforming a business idea into a sustainable business model was the task needed to perform. Becoming self reliant and creating maximum wealth for others by designing the elements of business to obtain value in its functioning, operations and offerings was the core learning to be implemented.

The concept of being Self reliant and dependencies was the key learning from this module.

Mapping of our basic needs was done based on the Maslow's pyramid. As we move upwards in the pyramids, the dependencies decreases. Every product around us is made of several components which are made with complex manufacturing processes after procuring from different resources. The product that reaches the end user is in assembled, ready to use form. Forward journey of a product- what happens to it when we discard it and the backward journey to understand what actually goes into making that one piece was studied to understand sustainability and dependencies in business.



As we gradually move upwards towards the self actualization stage as per the Maslow's pyramid of needs, our needs changes from care to physical things to feelings, which is satisfied by people, tangibles in form of products and intangible emotions respectively.



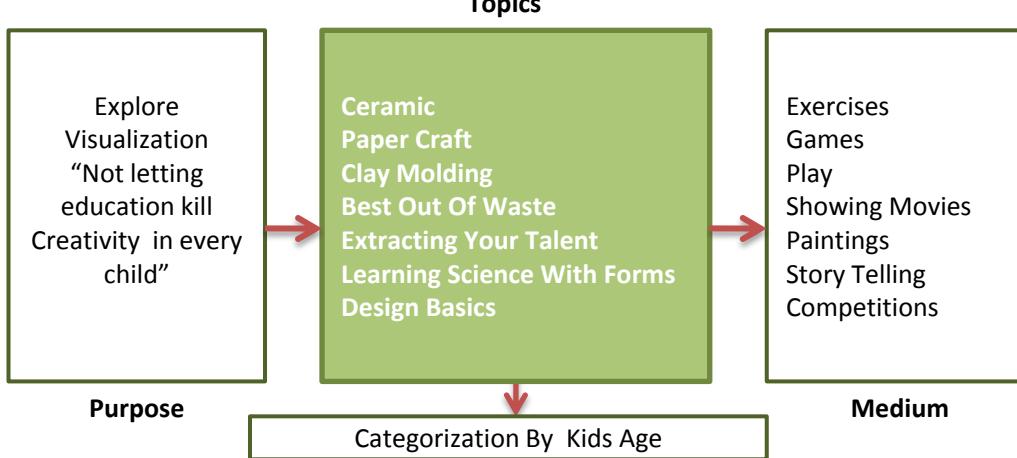
AIM	HOW?
Being Self Reliant	Less Dependencies
Sustainability	Creating Cyclic Need
Maximum Wealth Creation	Being Large

Business Design

Business IDEA: Creating wealth considering the business parameters- Self reliant, less dependent & Sustainable. Implementation within a weeks time was the objective.

Conducting workshops in schools, to teach by the methodology of exploration; visualization and creativity; introducing different subjects like ceramic, paper craft, expression and painting, forms, basic design by structuring a session. Below is the business model explaining the content. Content could be altered by understanding the difficulties teachers face to teach and students face to learn and delivering that learning in a unique way that every child remembers and not just memorizes.

Content Development



Final exercise to execute the plan



Part A: Expression by word.

A picture was provided to students and each one of them had to write a word what comes first to their mind looking at the picture. This part of the exercise teaches the importance of context. The perception of the independent pictures for each one of them differed.

Business Design

Business IDEA: Creating wealth considering the business parameters- Self reliant, less dependent & Sustainable. Implementation within a weeks time was the objective.

Final exercise to execute the plan

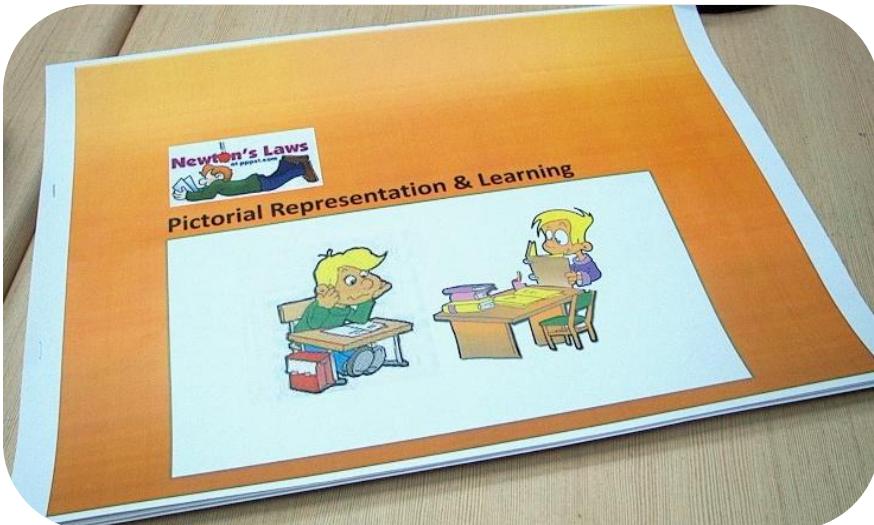


Part : B- Story Building,

In this exercise, students are suppose to build a story by referring al the given pictures. Story creation by making linkages between pictures, inter-relating them, sets a flow of thought of a pre determined topic (of which pictures are chosen)which is not verbally conveyed to students.

This enables students to visualize pictures which held a completely different meaning in part A, but the moment it is seen with a set of pictures in part B, the meaning changes. This lets students think in a non linear fashion and creativity is enhanced by following a creative process of formation of a story.

To make students understand the application of this pictorial representation and learning, a story explaining Newton's laws was made and explained.



Execution



Service Design



The idea of service Design Course was to map various organized and unorganized services in and around NID. Then we were to select one existing service/Need and embark on its redesign/ new design from the perspective of its business model and offerings. The outcome was to ultimately come up with a business idea of a service by identifying the latent need and actually launch it for which I finalized on Launching LAN radio Station at NID's PG campus: DHAN TE NAN.

Background Study:

The Gandhinagar campus has a vibrant mix of a 120 students who wish to create a campus culture. We proposed to start a LAN internet radio station – “Dhan Te Nan” for this purpose.

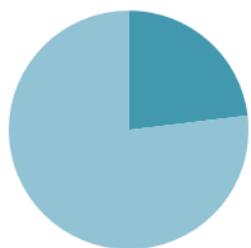
Uniqueness of the PG campus:

The campus being small and the advantage of being a close knit community of students can help generate content for this offering. This service will make the campus relatively active and make students aware of information in domains of current affairs, sports, events at the Paldi campus etc.

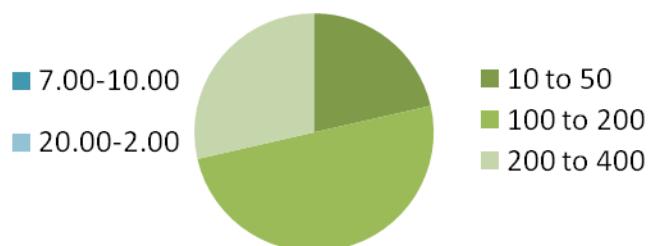
User Study:

From our user study, it emerged that most people want a radio from which they can learn and can be informed about what's happening around. This radio station is oriented towards generating a source of serious learning and platform of gaining knowledge for the PG students. Podcasts on design, famous lectures or talks, Baatein sessions which happens at the UG campus can be broadcasted. However, as students are willing to contribute, the activity of generating a campus culture will gain momentum.

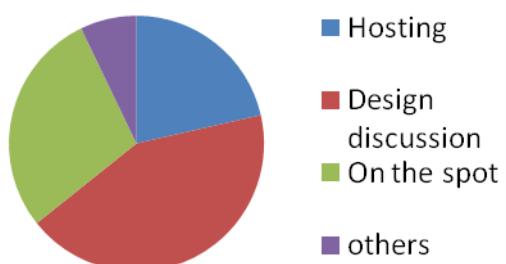
Peak time



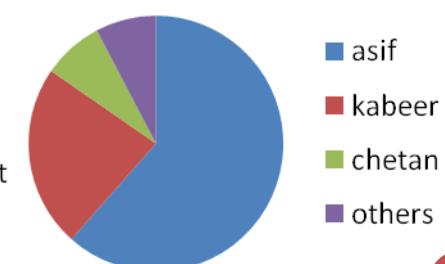
Subscription Amount



Users Contribution

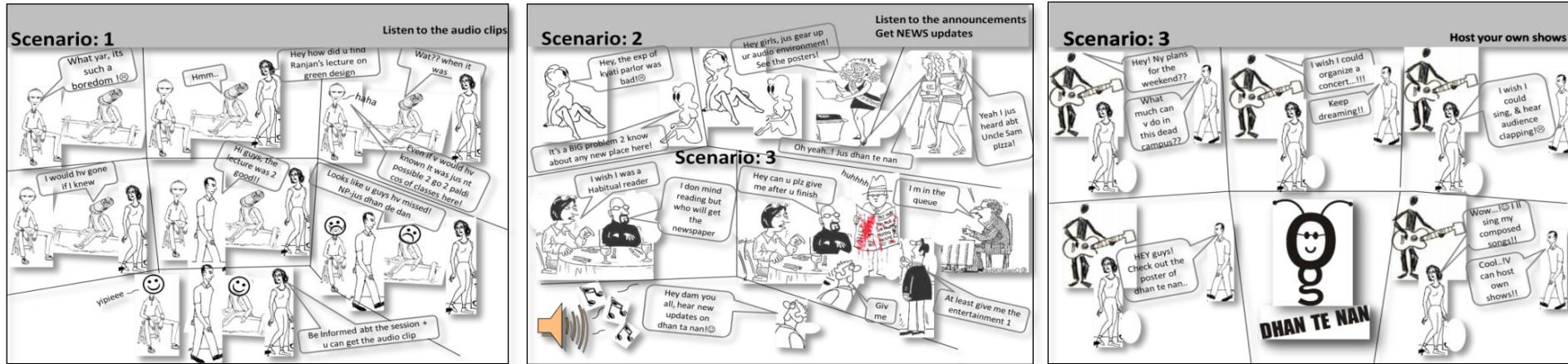


Favorite Host

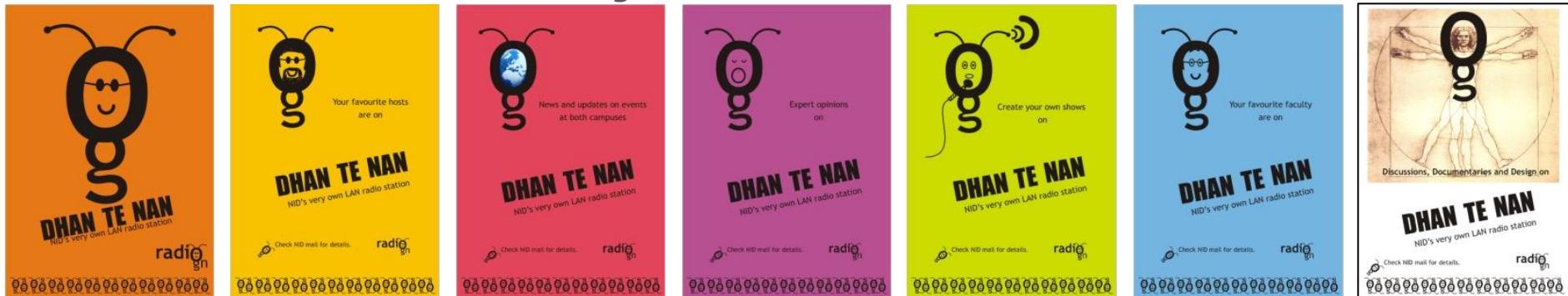


Service Design

Scenario Building for Content Development



Advertisements and Promotions featuring the Content



Dhan Te Nan

Listen to your favorite hosts

News/Events& Updates

Experts Talks

Create your own shows

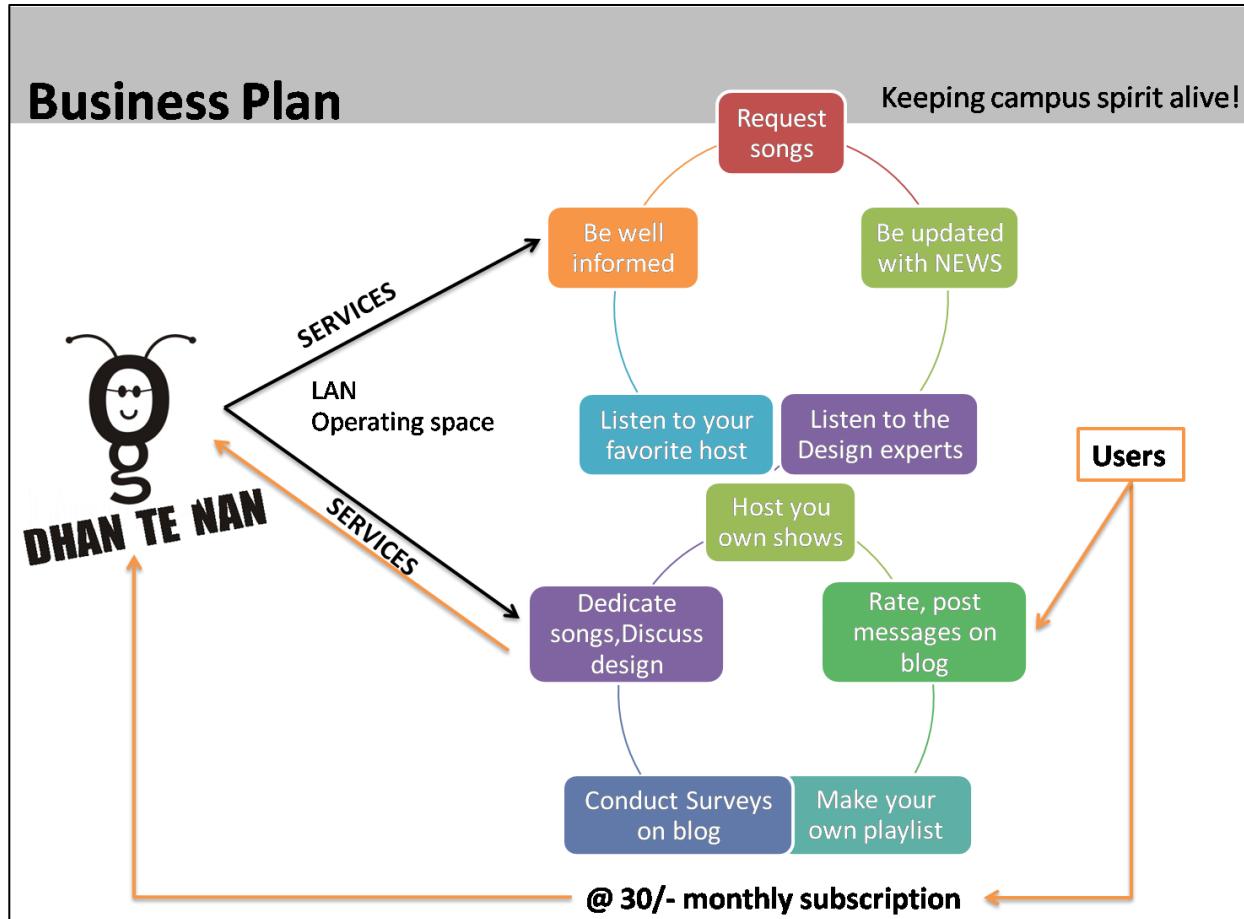
Your favorite faculty on air

Discussions/ Documentaries

Service Design

Offerings

- This service besides playing songs which the users want, delivers talks from Design Experts, Professionals from the industry, announcements of events in the campus, at neighboring institutes like IIM, MIICA and AMA.
- It's a source of information to know about important lectures of management and workshops organized by AMA. Listening to their favorite faculties on air for design discussions, conduct their surveys on the blog link as a part of the research methodology course and keeping themselves updated about current affairs.
- Also, it's a platform for a lot of Music enthusiasts on campus to host their own shows, sing, explore and share their talent by which they will learn Radio Jockeying, Content management, Programming and Production.
- This service will keep the community/family feeling alive among the students of this campus unlike Paldi UG-NID campus with at least 600 populations.



The objective of providing this service is to keep the campus spirit alive and make students well informed and knowledgeable.

Service Design

Successful Pilot Run of the LAN radio service at PG NID Campus.

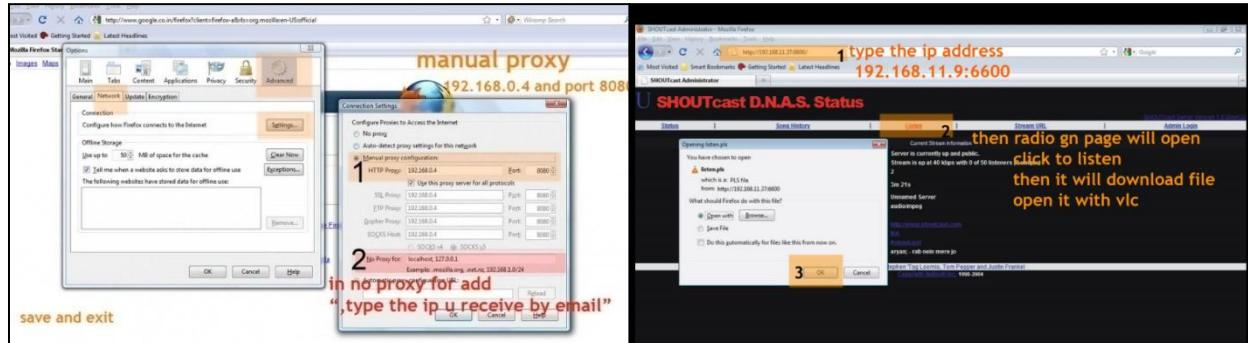
Promotional activities for the pilot run in the PG campus involved Posters all around the campus, LOGO installation outside the academic block, mails were sent to announce the event of Launch and making everyone on campus aware of the shows that we planned to broadcasted.



Badge of the Radio Gn was designed was made as a token of gift for the early subscribers and volunteers.

The Music, News update, event announcements, and Tim Brown show on radio Gn showed a very positive response and created a lively environment during the event of Launch.

An interactive tutorial was made to educate students to sign in the LAN radio station, which was easy to understand and supporting set up of the most recommendable software's was provided. This helped the user to actually tune in from different places in the campus to access radio Gn



Screen shots of the interactive Tutorial to guide the students to access Lan Radio Gn

Convocation Work

The temporary structure designed for the display of the work of Strategic Design Management students for the Convocation event, 2008, NID, Ahmedabad. The Project was to portray work done by students in the industry and making a brand identity of the newly structured Course itself. Calendars were designed, printed and distributed which explained our objective to be masters of heuristics than managers of algorithms.



Business Optimization

Marketing management

Design Thinking

Entrepreneurship

Design detailing

Service Design

Systems Thinking

Design evaluation

Design opportunity

Communication

Organization Design



Multidisciplinary orientation

Since NID has a spectrum of design faculties and disciplines, a multidisciplinary approach is inherent in the scheme of things here than in any other business schools. The SDM empowers the students to generate strategies that enables the use of design for creating value, desired perception and differentiation.

This display and printed calendars helped the audience in understanding the offerings of the course and the approach of study.

Furniture Design



Sitting device



Bench



Wall display units

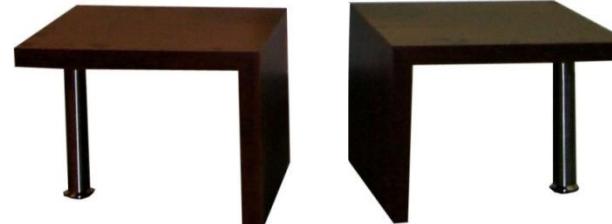
Furniture Design



Furniture designed for HL institute as per their requirement for keeping projector unit and moving it from one class to other, low cost, and with locking facility.



Bench with mosaic inlay



Center table



Trolley from waste material on site

Interiors Site: *Kalhaar bungalow-10, Ahmedabad*



Interiors Site: Sepal flats, Ahmedabad



Through the entry foyer

Interiors *Site: Jupiter Towers, Ahmedabad*



Interiors *Site: Jupiter Towers, Ahmedabad*



Interiors *Site: Ishaan-III, Ahmedabad.*





Resume

Overview

I am a Versatile and methodical Designer with a practical approach to aestheticism, creative in terms of conceptualizing & a believer of customization. My key interest lies in design research, transforming the design brief for a team, ideation, presentation, implementation and complete project management making sure Client's Satisfaction. Competent strategist, planner and possess the capability of effectively transforming the design brief into the process that enables beneficial outcome.

Professional Experience

Internship at Dovetail Furniture Private limited, Bangalore. (Jan to July 2010)

The Design Management Project was based on streamlining the value added services that the company should provide to its customers. Outlining strategies for the design store, Bangalore, for it to become an "Ideal Store" was the objective to be derived by means of Product and Process Audit.

Sr. Interior Designer, Project Manager at Nivedita Gouthi Associates, Ahmedabad. (Oct 2006 - June 2008)

A dynamic & result oriented experience of 1 and half years in interior designing and project management. The responsibility included conceptualizing interiors, design process formation, design detailing and complete execution of residences and private offices, designing lamps & furniture's.

Free lance Interior Designer, Ahmedabad. (Oct 2006 - June 2008)

Complete designing and project management of sites ranging from 1000 sq. ft to 5000 sq.ft. Dealt with clients for residential and commercial projects for understanding their requirements, conceptualizing space planning by offering several alternatives to suit their requirement and providing custom made, satisfying design solutions. Budgeting, Material selection and detailing, Dealing with the agencies and contractors and Supervising design execution on simultaneously going on multiple sites were the key tasks performed.

Assistant Interior Designer at Thakkar Associates, Ahmedabad. (April to Oct 2006)

Designed interiors for a project of transforming a Heritage Haveli into a Heritage Hotel based in Jaipur.

Education

June 2008/10 | Strategic Design management | NID.

June 2003/06 | Bachelors of Design Interiors | A.P.I.E.D.

Proficiency and interests

Ethnographic and User research Skills,

Content management, Design Thinking & Project Management.

Analytical approach, Problem Solving & producing Effective Outcome Consistency in work.

Sports- Badminton & Swimming, Event Management & Dance.