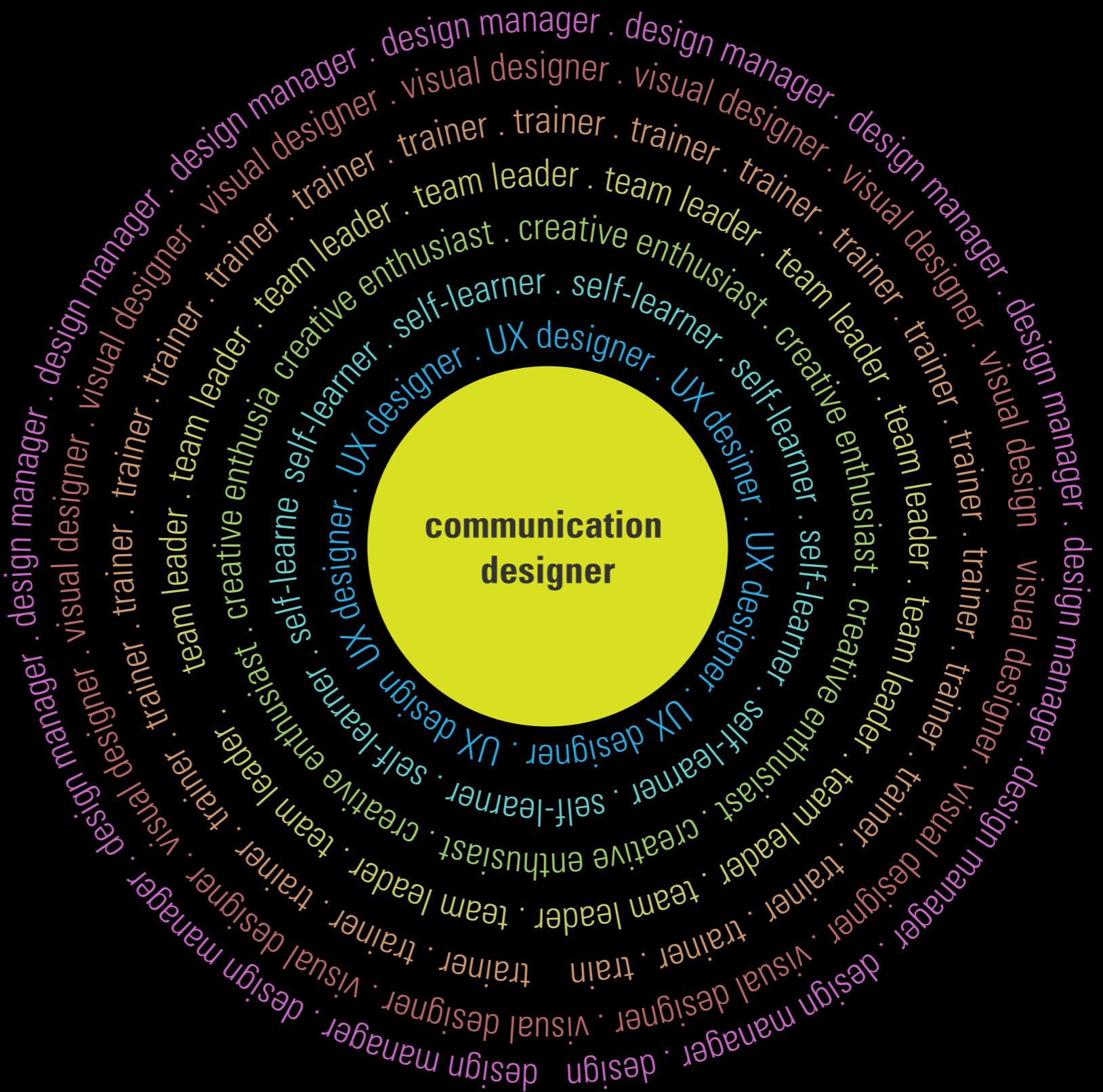


saibal datta

I am a



I am a *communication designer* who specialised in *user experience design* and did many *identity & branding* as well as *web & interactive media* projects. My interest in multi-disciplinary activities induced me to take *self-initiatives* and learn the skills of *design planning & project management*. I love *photography* and traveling.

99

saibal datta

Project : KLEETO

kleeto is a online paper management solution. It is a web-based product. - www.kleeto.in

Client :
Next Gen Paper Solutions Pvt. Ltd

Roles & Responsibilities :

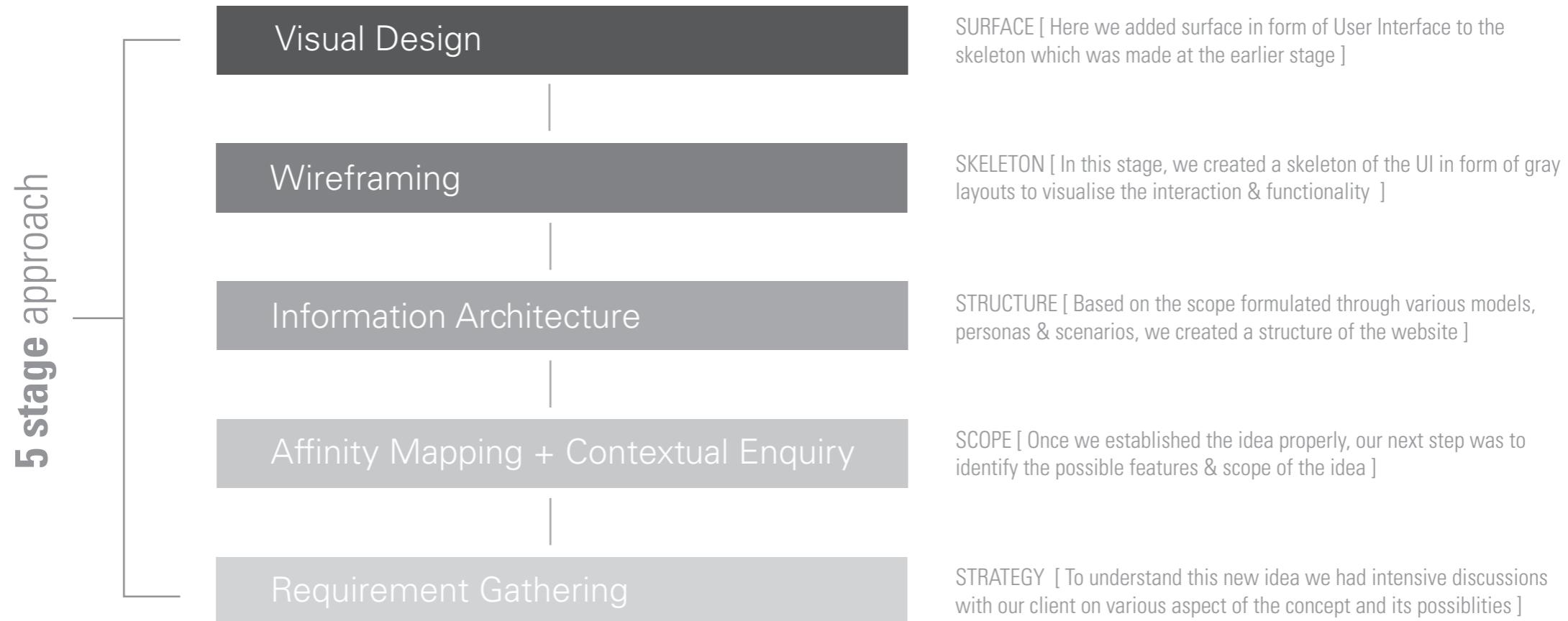
As a UX design team lead, my role was to create a direction path for my team to design UX based website. I applied 5S model of James Garrett and started with affinity mapping to extract this new idea and then initiated contextual enquiry to create models like flow model, sequence model with my team. Personas & scenarios were made to understand the user psyche & groups, and based on the observations, same was applied to wireframes. I had to be an integral member during the development & programming stage when the final UI was getting translated into functional designs.

*Project done at Studio Brahma



user experience design

Project : KLEETO



user experience design

Project : KLEETO

Requirement Gathering :

To understand this new idea we had intensive discussions with our client on various aspect of the concept and its possibilities.



Affinity Mapping :

As a new idea, it was equally difficult for our clients to articulate the features & scope of the web service so we did a thorough affinity mapping to come with possible functionality of the proposed system.

Search

Search with keywords.
Display most Recent Docs on landing page itself.
Search results in thumbnail format.

View

Documents in Thumbnail format.
A filmstrip / coverflow or alt. interface to help user browse & preview docs.
Interface should communicate if document is stored digitally, physically or both.
A direct action button for Download, Print etc.

Manage

REQUEST
Pickup docs
Schedule time & address for pickup (limited)
Send-back Original document
Send Photo-copies/Print-outs (limited)

SHARE
Share with other people with a secure link, valid for a certain time.
Share with an email.

REARRANGE
Move Documents
Delete - with password authentication
Destroy document permanently - physically as well as digital copy.

Profile/Account Settings

EDIT DETAILS
Phone
Address

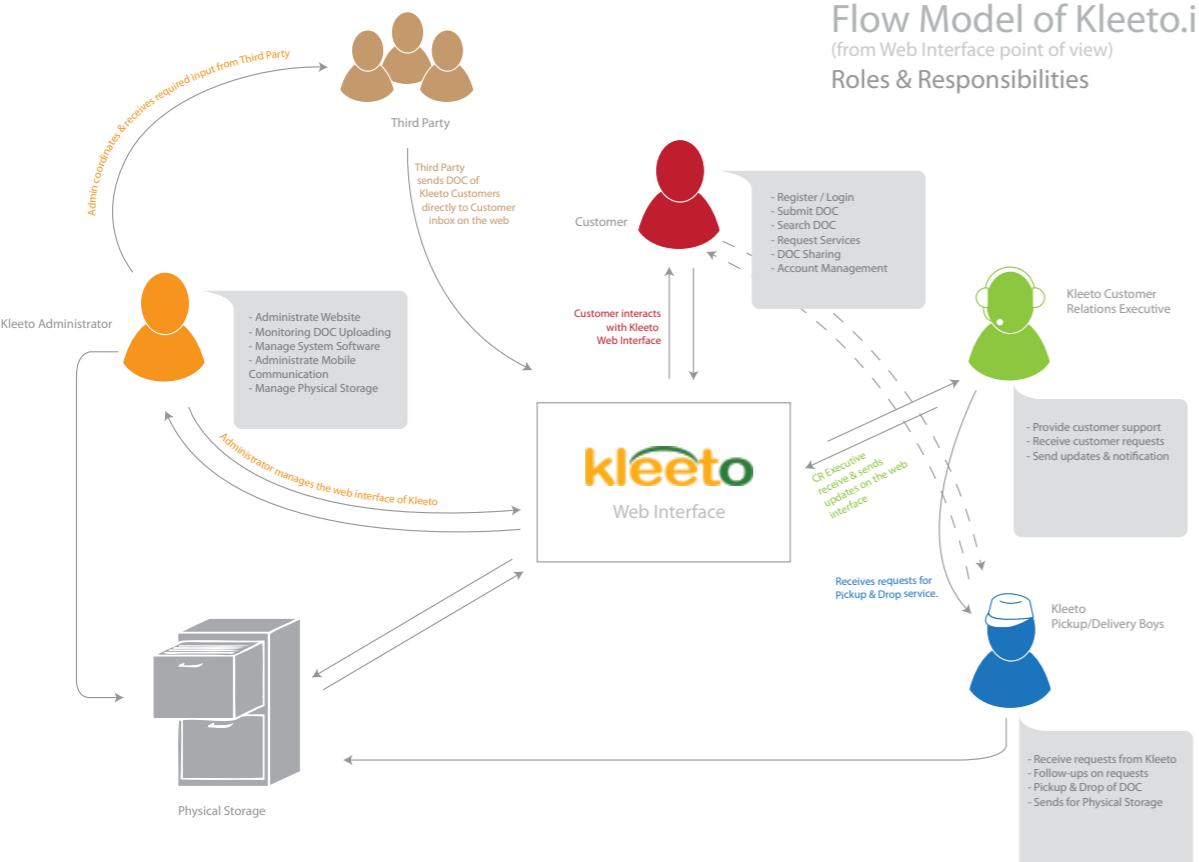
ACCOUNT STATUS
Check status for storage status.
Check status of limits like Document/Cheque Pick Requests.
If subscription dates crosses, account stays on grace period.
Cancel Account & Request all documents back.

PAYMENTS FOR RENEWALS/UPGRADE

OTHER
Refer to a friend.

user experience design

Project : KLEETO



Flow Model of Kleeto.in
(from Web Interface point of view)
Roles & Responsibilities

Flow Model :

As a part of contextual enquiry process, we created a flow model to identify the various stakeholders involved in the system and understand their roles & responsibilities.

Sequential Model :

As a part of contextual enquiry process, the sequential model was made to do the task analysis and help us build the information architecture for the website.

Kleeto.in / Sequential Model 01. / Signup & Login

New User	Landing Page	Demo and Package Details	SignUP	Payment	Email/SMS verification	Account Created	Login	
	A new user visits kleeto for first time.	The navigation & content invites the user to browse through details.	After watching Demos, user is guided through different package details, features etc. Selecting a package leads user to the Signup page.	User is asked to provide details for SignUp. Name, Father/Spouse Name, DOB, Address, Sex, Email, Mobile & phone no.	Online Payment. If fails, contacted by administrator manually for cheque payment.	Verifications by Email & SMS	User can use his details to login from now onwards.	
Existing User	Landing Page	Direct Login section on landing page.	LogIn	Account Control Panel				
			User enters his login ID & password	User is logged in.				
			User enters his login ID & password	In case of forgot password/login id provides his email/phone no. to receive a temp. password				

user experience design

Project : KLEETO

User Personas & Scenario :

To understand the user psyche, their background and the environment that would influence their interaction, we made 3 different types of personas belonging to 3 different age group and usage level.

Scenario was made for each user personas to highlight the hidden features based on the possible reactions on given situations.



Nikhil Pandey - Jr. Software Engineer

Novice Intermediate Expert

Background :
Nikhil Pandey belongs to a small town in Bihar called Jamalpur. After finishing his B.Tech from Patna, He decided to take an advance diploma in Computer Science from CDAC Pune. His 2 years course & stay in Pune opened lot of opportunities for him.

Age : 27
Status : Unmarried
Education : B.Tech from Patna University
Diploma from CDAC, Pune
Skills : Excellent computer skills
Psyche : Introvert
Personal Traits : Hard-Working, Religious, Organised

His Goals & Motivations :

- Very concerned about his old parents
- Looking for stability & growth in job
- Likes visiting temples and old monuments
- Wants to settle in his hometown in near future



Ramesh Desai - Businessman

Novice Intermediate Expert

Background :
Ramesh Desai hails from a gujarti business family. After finishing his B.Com from Mumbai University, he joined his father business of garment manufacturing and put all his efforts in a short span of time to scale it from small unit to factory setup with atleast 50 workers. He is very practical kind of a person and enjoys spending quality time with family.

Age : 42
Status : Married, a son & a daughter
Education : B.Com, Mumbai
Skills : Computer skills are poor
Psyche : Conventional mindset
Personal Traits : Traditional, Family-man, Practical, Calculative

His Goals & Motivations :

- Wants to make his business grow
- Likes to be active in family matters
- Gets influence from relatives quite easily
- Wants his son also to join him the business

He logs in to his Kleeto Dashboard to search for document. He searches a document, adds it to his Stack (a kind of cart functionality), searches another two and adds them too one by one. Now when he have the first 3 documents ready in stack. He goes to stack & sends a request to send original documents. For security, system once again asks for password & confirms his address. After confirmation, his request is sent & a notification message of "in-progress" stays on his dashboard as a quick system feedback.

Now, when he is on dashboard he searches for the fourth document & directly sends in a request to share it with a specific email ID. A form opens with a submit field to specify one or multiple email address separated by comma. He enters the respective mail ID & submits it to send the mail along with a subject line & description.

After her task is done, she lands back to dashboard. Now, before logging-out she notices her account-limit for document pick request is about to finish. Knowing that its going to be the most busy month of year financially, she knows she would require the service in coming weeks.

This motivates her to click on "Renew" - call for action link, placed next to notification. She checks her details & pays right-away with her credit-card to get her account limits renewed instantly.

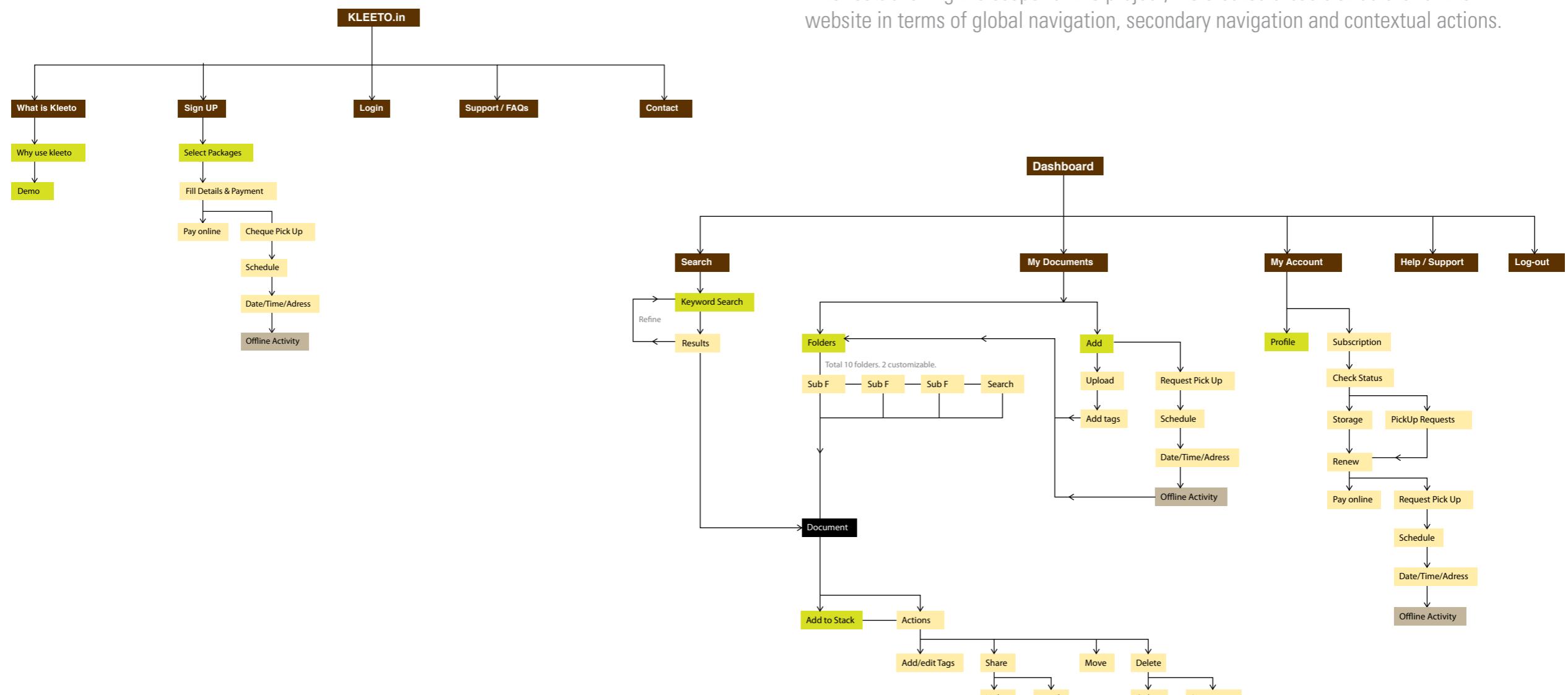
Its a regular day for Ramesh, 42 year old businessman, wakes up early, before starting work day, goes for walk & social gathering in mornings. In today's gathering with society friends & relatives he gets to know about Kleeto from his relative.

Mr. Ramesh is a hard-working person with traditional thoughts & not so fond of online applications & technology. But this time, a word of mouth suggestion about Kleeto from a relative motivates him to check the service details once.

2 hours later he opens his office to start the work-day at his garment manufacturing unit. In afternoon he decides to look upon Kleeto. After a few searches in google, he reaches Kleeto.in.

user experience design

Project : KLEETO



InformationArchitecture for Kleeto.in pre login actions.

Global Navigation

Secondary Navigation

Contextual Actions

Offline Activity

user experience design

Project : KLEETO

Wireframing : During wireframing, we created a skeleton of the UI in form of gray layouts to visualise the interaction & functionality

The image displays six wireframe prototypes of the Kleeto application interface, arranged in two columns of three. Each prototype is a grayscale sketch of a web page with placeholder text and icons.

- Top Left:** A wireframe of the 'Our Packages' page. It shows a grid of three columns: Basic, Premium, and Corporate. Each column has a 'Digital Storage' row with a checked checkbox, a 'Secured Storage' row with a checked checkbox, and a 'Document Storage' row with numerical values (100, 250, 500) and INR prices (850, 1500, 2500). Buttons for 'SIGNUP' are at the bottom.
- Top Middle:** A wireframe of the 'Dashboard' page. It features a top navigation bar with 'Dashboard', 'All Documents', 'My Account', and other buttons. Below is a 'Search for Documents' section with a search bar and placeholder text. A sidebar on the left shows a 'Stack (0)' icon. A message at the top right encourages users to verify their email for security purposes before uploading documents.
- Top Right:** Another wireframe of the 'Dashboard' page, similar to the middle one but with a different layout for the sidebar and message area.
- Bottom Left:** A wireframe of the 'Search for Documents' page. It shows a search bar with the query 'warranty bill LG system', a placeholder for entering a keyword, and a 'View all >' button below a grid of document thumbnails.
- Bottom Middle:** A wireframe of the 'REQUEST PICK UP' page. It shows a sidebar with 'Dashboard' and 'All Documents'. The main area includes fields for 'No. of Documents' (set to 2), 'SCHEDULE' (Date: 08/20/2010, Time: from 09:00 to 12:00), 'ADDRESS' (Address line 01: City - 1000001 - India), and 'CONTACT NO.' (+91 - 9564652312). A 'CONFIRM' button is at the bottom. A sidebar on the right shows 'YOUR ACCOUNT CREDITS' with storage and pickup details.
- Bottom Right:** A wireframe of the same 'REQUEST PICK UP' page, showing a slightly different layout for the sidebar and message area.

user experience design

Project : KLEETO



Logged in as Sunil | logout Need help? email support@kleeto.in or call

[Dashboard](#) [+ Upload Document](#) [+ Request for Pickup](#) [Get Delivered](#) [Get Photocopies](#) [Move](#)

[All Documents](#) [My Account](#) [Requests & Status](#)

[Stack](#) [Learn about Stack](#)

[Quick Tour](#)

P - Physical Document
D - Digital Document

Your Stack has 4 documents.

CRV-Policy	medical-report- July-2010	letter-of-employment	Affidavit

[My Account](#) [Requests & Status](#)

[Search your document](#)
Enter keyword for search. For E.g warranty bill, LCD.

[Stack \(4\)](#) [Learn about Stack](#)

[Quick Tour](#)

P - Physical Document
D - Digital Document

My Folder (1)
Employment(8) Ids(8)

Safari File Edit View History Bookmarks Window Help

kleeto - clip to click

https://www.kleeto.in/test_server/users/dashboard.php

Apple Yahoo! Google Maps YouTube Wikipedia News (701) Popular

Hi Sunil, welcome to kleeto paper management service.

[Logout](#) [Need help? email support@kleeto.in or call 0124-4567700 | Help | Query](#)

[Dashboard](#) [+ Upload Document](#) [+ Request for Pickup](#) [Get Delivered](#) [Get Photocopies](#) [Download](#) [Share](#) [Delete](#)

Search your document

Enter keyword for search. For e.g. warranty bill, LCD. | Learn more about using search

Recently Uploaded Documents

Bed-room	Lease-deed	Salary-2010	medical-report-July-2010

Your recent searches

- tax form
- income
- bed
- insurance
- pan-card

[Clear](#)

user experience design

Project : FEMELLA FASHIONS

Femella is an Indian Delhi based Women's Retail brand which aims at recreating the fashion standards and create a popular online space for this fast selling fashion brand.

Client :

Femella Fashions - www.femellafashions.com

Roles & Responsibilities :

This project was basically a re-design of existing online store. As a member of the design team, my role was to first identify the issues in the existing website and then provide the valuable inputs in terms of user psyche & make the team understand the online buying process issues. The inputs given at UI level was from both buyer & seller point of views.

*Project done at Studio Brahma



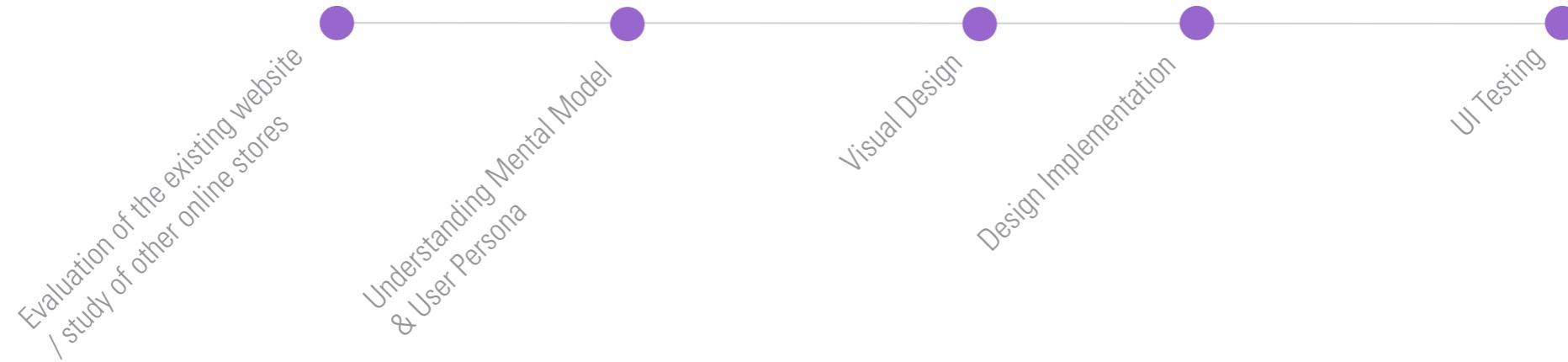
user experience design

Project : FEMELLA FASHIONS

Process :

As a re-design project, the objective was to enhance the UX aspect of the website. We started with heuristic evaluation and quickly established an understanding of mental model & user persona to influence the visual design.

Steps to enhance the UX



user experience design

Project : FEMELLA FASHIONS

Understanding Mental Model of Buyers



Pallavi Kapoor - Business Development Manager

Novice

Intermediate

Expert

Background :

Pallavi Kapoor is mother of a 7 year old boy and works in a leading advertising agency in Delhi as one of the Business Development Manager. Her husband is working with a leading private bank and both of them had a love marriage. Pallavi is born & brought up in Delhi, she studied in Modern Public School and did her graduation in English Hons.

After her graduation, she did her MBA in marketing from IIPM and landed with job in advertising. She is quite outspoken and likes to interact with people and enjoys a good social life. She is a avid reader and likes to go to bookstores quite often. Her husband has gifted her an Ipad for reading e-books but it ended as a toy for her son because she still struggle with technology and likes few things as it is. As a professional and homemaker she needs to balance life and often ends into a frustrated situation.

Age : 33

Status : Married, a 7 year old son

Education : MBA from IIPM, Delhi

Skills : Computer skills are good

Psyche : Extrovert

His Goals & Motivations :

- Wants to achieve something in her career
- Likes socialization with people
- Reading and adventure sports excites her
- Wants to go abroad on vacation with family

1 Review your selection
2 Give us your email address
3 Give traveler names
4 Make payment

New Delhi to Goa

Airline	Flight #	Leaves	Arrives	Duration	Class
GoAir	G8-175	17:20, Monday, 28 February, 2011 Indira Gandhi, New Delhi (DEL) Terminal 1	20:00, Monday, 28 February, 2011 Dabolim, Goa (GOI)	2h 40m	Economy

Secure your trip with Tata-AIG Travinsurance – Rs. 129.0 per passenger

Note: We have pre-selected Tata-AIG Travinsurance for your trip. Please read the terms & conditions before you proceed.

 Trip cancellation Reimbursed upto Rs. 20,000*	 Baggage loss Reimbursed upto Rs. 7,500*	 Flight delay Reimbursed upto Rs. 10,500*	 Medical Emergency Reimbursed upto Rs. 100,000*
---	---	--	--

Yes, add Tata-AIG Travinsurance for 1 Adult. These passengers are between 2 and 70 years of age.

I have read and understood the terms and conditions specified in the [Tata-AIG Insurance Policy](#).

I understand and agree with the rules and restrictions of this fare, the [Booking Policy](#) and the [Terms & Conditions](#) of Cleartrip

Total you need to pay: Rs. 3,310

Continue

User Persona

user experience design

Project : FEMELLA FASHIONS



Order Summary

1 x GGT Cross Over Kurta • S Size • Color : Orange	INR 532.50
1 x Brown Jacquard Jacket • M Size • Color : Brown	INR 845.00
Sub-Total:	INR 1377.50
Shipping Cost:	INR 1266.00
Total:	INR 2643.50

I'm happy these details are correct, let me now proceed to payment.

Buttons: Confirm Order, Save Order

Footer: Logged in as Salbal Datta | Logout, Add/Remove Products > Confirm

Login to check-out

	Quantity	Price
GGT Cross Over Kurta • S Size • Color : Orange Style Code : 2KA1031	<input type="button" value="X"/> 1 <input type="button" value="+"/>	INR 532.50
Brown Jacquard Jacket • M Size • Color : Brown Style Code : 1JKW010	<input type="button" value="X"/> 1 <input type="button" value="+"/>	INR 845.00
Sub Total :		INR 1377.50
Shipping Charges for : India		INR 0.00
		INR 1377.50

Buttons: Continue Shopping, Checkout

Footer: Logged in as Salbal Datta | Logout, Add/Remove Products > Confirm Order > Payment

Safari File Edit View History Bookmarks Window Help

CGT Cross Over Kurta

Femella

Femella Contemporary Femella Ethnic Femella Body Basics Femella Accessories

Newly Arrived Kurtis Kurta Outfits Churidar Salwar

More / Femella Ethnic / Kurtas / CGT Cross Over Kurta

A combination of woven cotton and Georgette. It has 3/4 sleeves. Tie string. Team it up with contrast leggings or denims.

INR 1775.00 INR 532.50

Quantity 1 Size S Color Orange

Add to Cart

Add to Wishlist Gift this! Share This Like Be the first of your friends to like this.

user experience design

Project : NET 4 INDIA

Net4 is a leading Network and Application services provider. It has a PAN Indian presence, encompassing a wide array of IP solutions and services like Data Center services, Web Hosting Services, Corporate Email / Messaging solutions, VoIP services & solutions and Networking & IT Hardware products & integration.



Experience
Interaction
Ideas
Possibilities

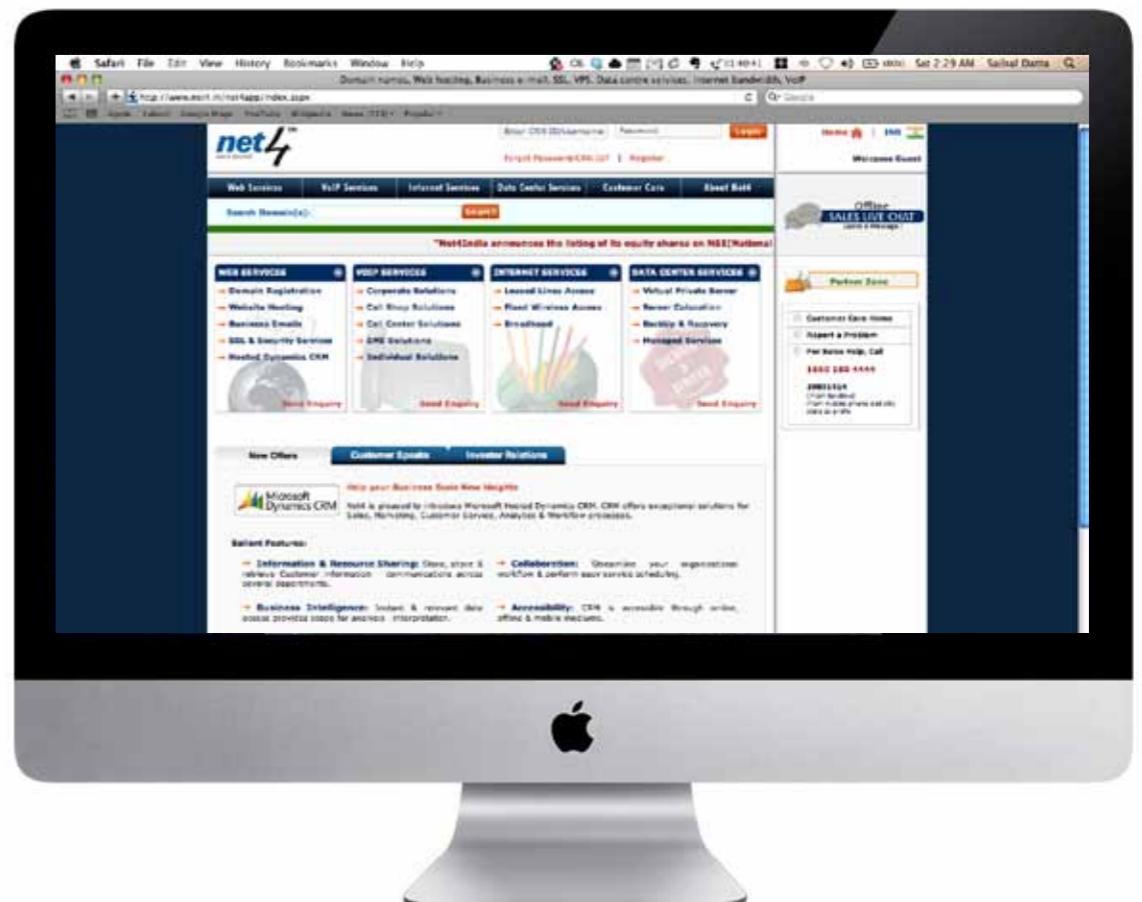
Client :

Net 4 India - www.net4.in

Roles & Responsibilities :

This was a pitch project done to evaluate the existing Net 4 India website and ideate on the future possibilities. The project consisted of 4 major section i.e. Experience, Interaction, Ideas & Possibilities. The presentation was finally delivered in front of the client's management team.

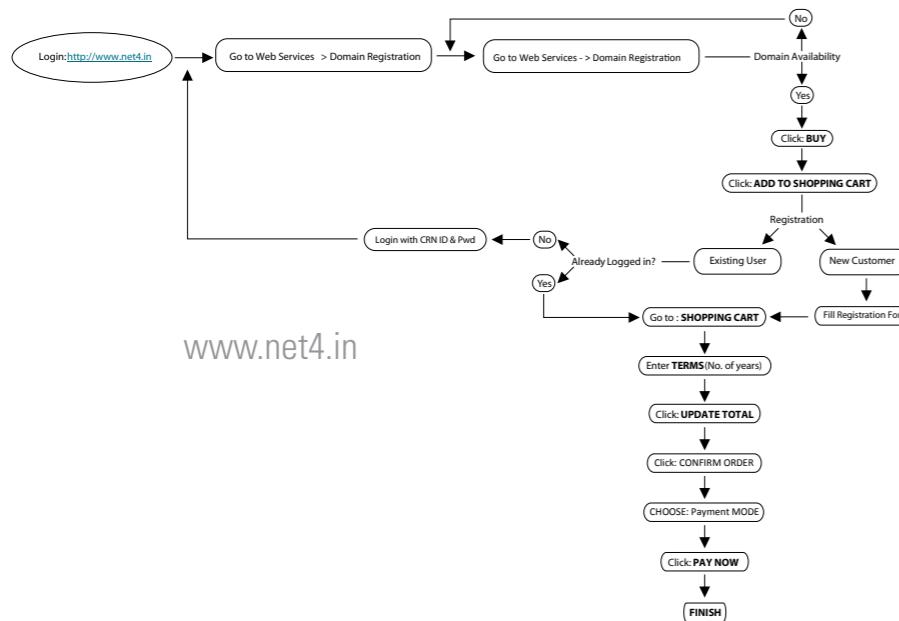
*Project done at Studio Brahma



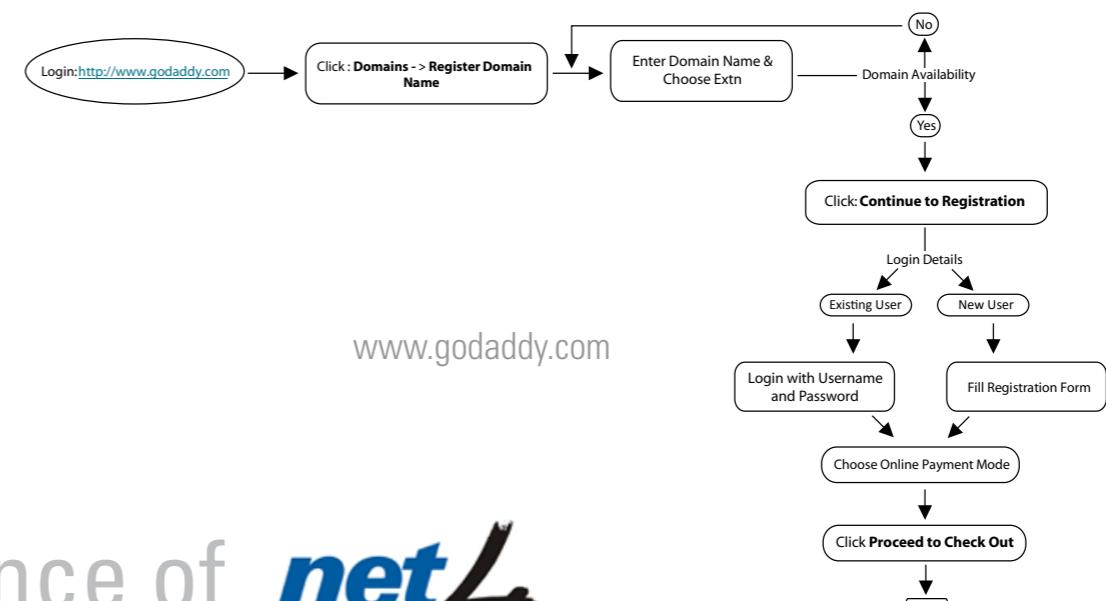
user experience design

Project : NET 4 INDIA

We analysed the task flow of booking a domain name to compare the experience of 3 leading websites with net4 from the same industry.

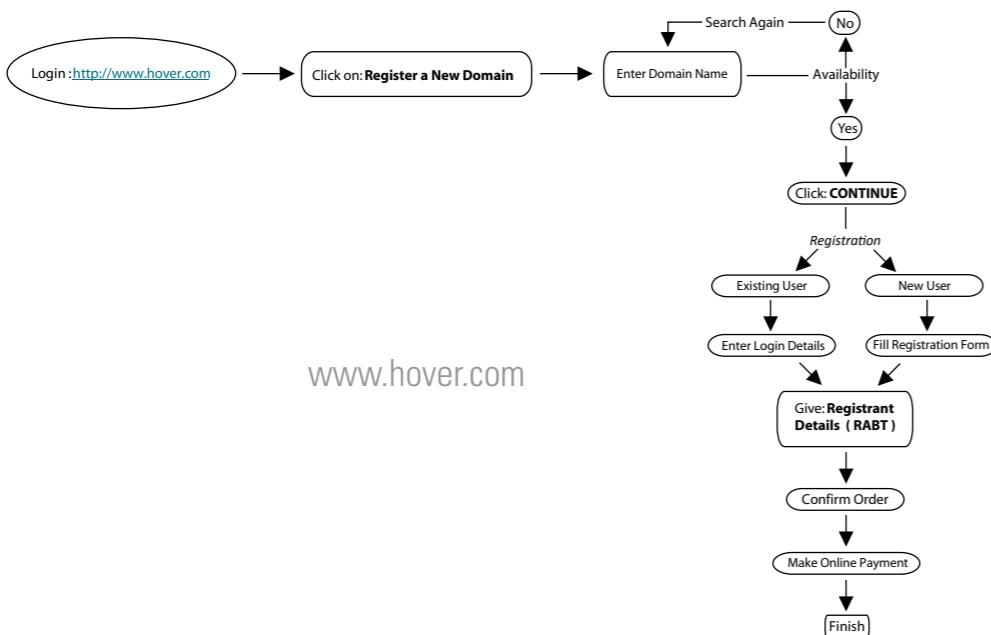


www.net4.in

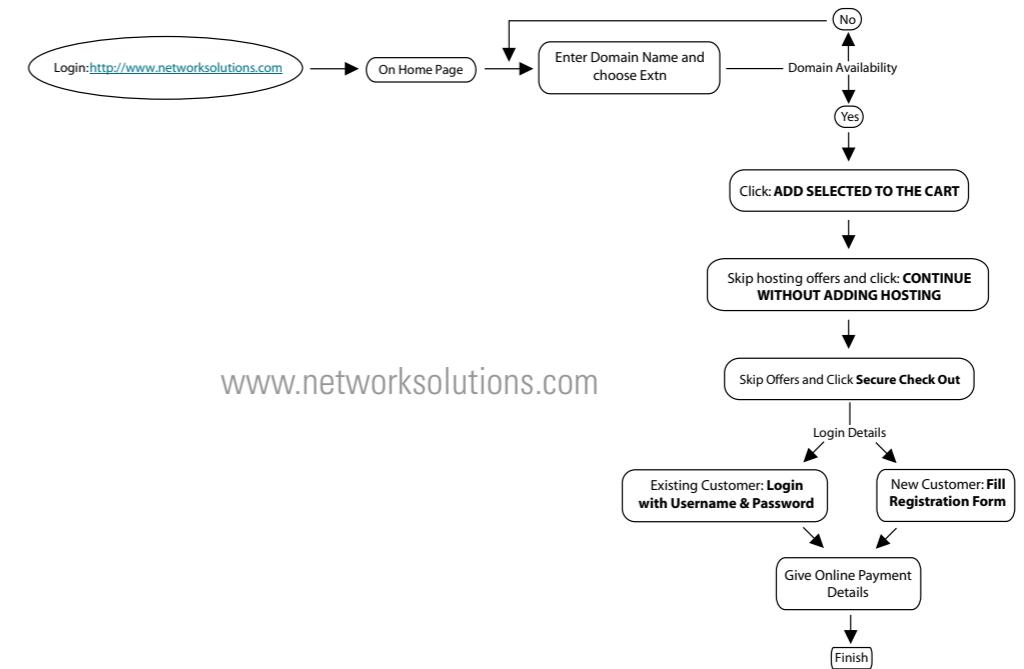


www.godaddy.com

Experience of **net4**
reach beyond



www.hover.com



www.networksolutions.com

user experience design

Project : NET 4 INDIA

The screenshot shows the Net4 India website's homepage. It features a navigation bar with links to Home, Login, and Register. Below the navigation is a main menu with categories: Web Services, Voice Services, Internet Services, Data Center Services, Customer Care, and About Net4. A 'COM' registration banner is prominently displayed. To the right, there's a 'LIVE SALES CHAT' button and a 'May We Help You?' dropdown menu. A central promotional graphic for Microsoft Dynamics CRM is visible. The page also includes sections for New Offers, Customer Speaks, and Investor Relations.

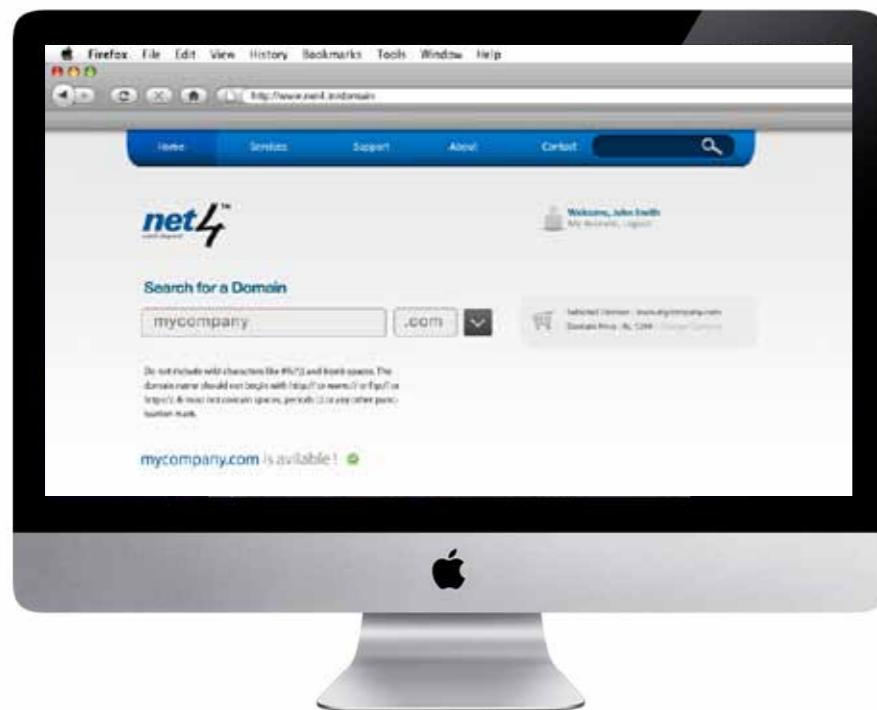
Interaction of 

This screenshot shows the same Net4 India website as the first one, but with a different set of heuristic evaluation findings. Red circles numbered 1 through 5 point to specific issues: 1. A red box around the 'Customer Care Home' link in the sidebar; 2. A red box around the 'Send Enquiry' button in the sidebar; 3. A red box around the Microsoft Dynamics CRM promotional graphic.

To evaluate the existing website, we did [heuristic evaluation](#) and made clear observations at problem areas.

user experience design

Project : NET 4 INDIA



Firefox File Edit View History Bookmarks Tools Window Help

http://www.net4.in/home

Home Services Support About Contact Search

net⁴™

Welcome, John Smith My Account, Logout

Not a Member? Register here

We help websites. Big and Small.

For years we've taken complex technology and simplified it for the everyday website owner. Our products are designed to be powerful, affordable and relevant.

Browse through our services & let us know how we can help you.

Web Services
Domain Registration, Hosting, Business Emails, Security Services, Hosted Dynamics CRM

Home/ Soho Plans
SME Plans, Corporate Plans, BPO/ Call Center Plans, Call Shop Plans

Welcome, John Smith My Account, Logout

Selected Domain : www
Domain Price : Rs. 1299

Search for a Domain

mycompany .com

Do not include wild characters like %(";) and blank spaces. The domain name should not begin with http:// or www// or ftp:// or https://, & must not contain spaces, periods [.] or any other punctuation mark.

mycompany.com is available! ✓

Search Register Details Payment Done

Ideas & Possibilities
of **net⁴**

user experience design

Project : INDIAN RAILWAYS PITCH

Indian Railways is the state-owned railway company of India, which owns and operates most of the country's rail transport. It is overseen by the Ministry of Railways of the Government of India.

Client :
Indian Railways

Roles & Responsibilities :

A pitch project to show possibilities in Indian Railways website through a User Persona and Scenarios. My role was to create the persona & scenarios and finally deliver a presentation in front of a 5 member panel in Rail Bhawan.

*Project done at Studio Brahma

A Story about a better *IndianRail.gov.in*

the USER
Michelle Thomas

33 years old woman, a visual arts faculty at Huddersfield University, UK.

Lands up at Mumbai for her first tour to India. She already has an e-ticket booked with a waiting list 12, for trip planned to Kolkata via Delhi.



A Story about a better IndianRail.gov.in / Studio Brahma Pvt. Ltd. / 30th March.2010

user experience design

Project : INDIAN RAILWAYS PITCH

A Story about a better IndianRail.gov.in

A Story about a better IndianRail.gov.in

A Story about a better IndianRail.gov.in

the first introduction to indianrail.gov.in

The first Indian Rail from Google to check her PNR status.

While getting the PNR status, Indian Rail.gov.in recommends her information about the destination & events happening in and around her route.

getting engaged with indianrail.gov.in

Through the Web 2.0 enabled dynamic system the website displays her a list of events, hotel links & popular places.

At this point of time, she gets to know about Mathura's Janmashtami festival.

sharing with indianrail.gov.in

After spending some time reading other people's travel blogs, she comes across few recommendations of books about Janmashtami festival, which is available on the Indian Rail Gov.in store itself.



Online Store, powered by partners.

A store which highlight products about Travel, Indian Rail, Culture & India as a country.

Products can include : Coffee table books, General books, Documentary CDs/DVDs, Folk Music, Handicrafts etc.

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

A Story about a better IndianRail.gov.in

A Story about a better IndianRail.gov.in

A Story about a better IndianRail.gov.in

sharing with indianrail.gov.in

After completing her trip of 25 days in India, she is finally about to leave for UK.

In the airport, while waiting for her flight, she logs back to her profile on Indian Rail Gov.in to post some images & an article about her experience.

sharing with indianrail.gov.in

After posting, she shares her links to the article with her friends, students & other people in country.

This activity invites more people to get connected on the website.

Social Networking Platform

Travel Blogs, Photoblogs, Create & Publish Plans
Sharing experiences, connecting with other passengers.

Online Store

Travel Books, Coffee table books, Music & Documentary CDs/DVDs,
Handicrafts etc.

Info Bank & Online Magazine

The access to information about the Railways,
Trains etc.
An online magazine to subscribe.

Online Applications

Interactive Applications, Games, Virtual Tours,
Interactive timetables, Route Maps etc.

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

A Story about a better IndianRail.gov.in / StudioBrama Pvt. Ltd. / 30th March, 2010

user experience design

Project : talkTREE

Talktree is a social expression tool (using audio) that acts as an enabler. It was conceptualised with the aim to build an idea which enables people in expressing & social networking without any barrier.

Roles & Responsibilities :

This project was my self-initiated diploma project at Symbiosis Institute of Design, Pune. I started the project with a research in Web 2.0 and understanding the potential of social networking as an expression tool. Studied some of the latest web trends and then identified the problem of language barrier because a survey showed only 20% of the world population works on Internet. My role in this project was to do research, problem identification, concept generation, prototyping & identifying the future possibilities.



user experience design

Project : talkTREE

As a conceptual project, it needed a proper direction to conceive & visualise it. So I divided the project in three phases as my approach towards the project and evolved through each phase with more insights & ideas.



Phase 1 : Study of Web 2.0 & Trends



Phase 2 : Ideation of talkTREE

user experience design

Project : talkTREE

Phase 1 : Study of Web 2.0 & Trends



My study began with an understanding of Web 2.0 and then making observations with popularly known social networking platforms as future tools of expression.

orkut



myspace®
a place for friends

user experience design

Project : talkTREE

Phase 1 : Study of Web 2.0 & Trends

The screenshot shows the Indaba Music website. At the top, there's a navigation bar with links for 'Community', 'My Studio', 'Start a New Session', 'Home', 'Sessions', 'People', 'Contests', and 'Forums'. Below this is a large banner featuring a mixing console and the text 'Make Friends. Make Music. Make Progress.' with a 'See More' button. To the right is a login form with fields for 'E-mail' and 'Password', a 'Forgot your password?' link, and a 'Login' button. A green 'SIGN UP NOW' button with 'EASY & FREE!' text is also present. Below the login form is a section for 'STUDIO ACCESS with Third Eye Blind' featuring their logo.

The screenshot shows the Midomi website. The header features the 'midomi' logo and links for 'Studio', 'midomi Stars', 'Hot Artists', and 'Explore'. A search bar at the top right says 'Artist, song, album, or user'. Below the header is a banner with the text 'The ultimate music search.' and a 'Click and Sing or Hum' button. It includes a note: 'Please sing at least 10 seconds for better accuracy. (Help)'. The main area displays several artist profiles: Hilary Duff, Kishore Kumar, Frank Sinatra, and Kelly Clarkson. Below these are smaller profiles for The Beatles, Alicia Keys, Avril Lavigne, Queen, Rihanna, and Whitney Houston. A 'Featured Videos' section shows thumbnails for 'Kanye West - Homecoming feat. [Official... Chris Martin 03:24]', 'I'm Yours Official Video Jason Mraz 03:41', and 'Misery Business Paramore 03:24'. On the right side, there's a sidebar with 'find music', 'watch videos', 'sing songs', and a 'Register' button. At the bottom right is a 'Log in' form with fields for 'E-mail' and 'Password', and checkboxes for 'Remember me' and 'Forgot password?'

INDABAMUSIC.com

Social networking has taken new dimension towards social collaboration.

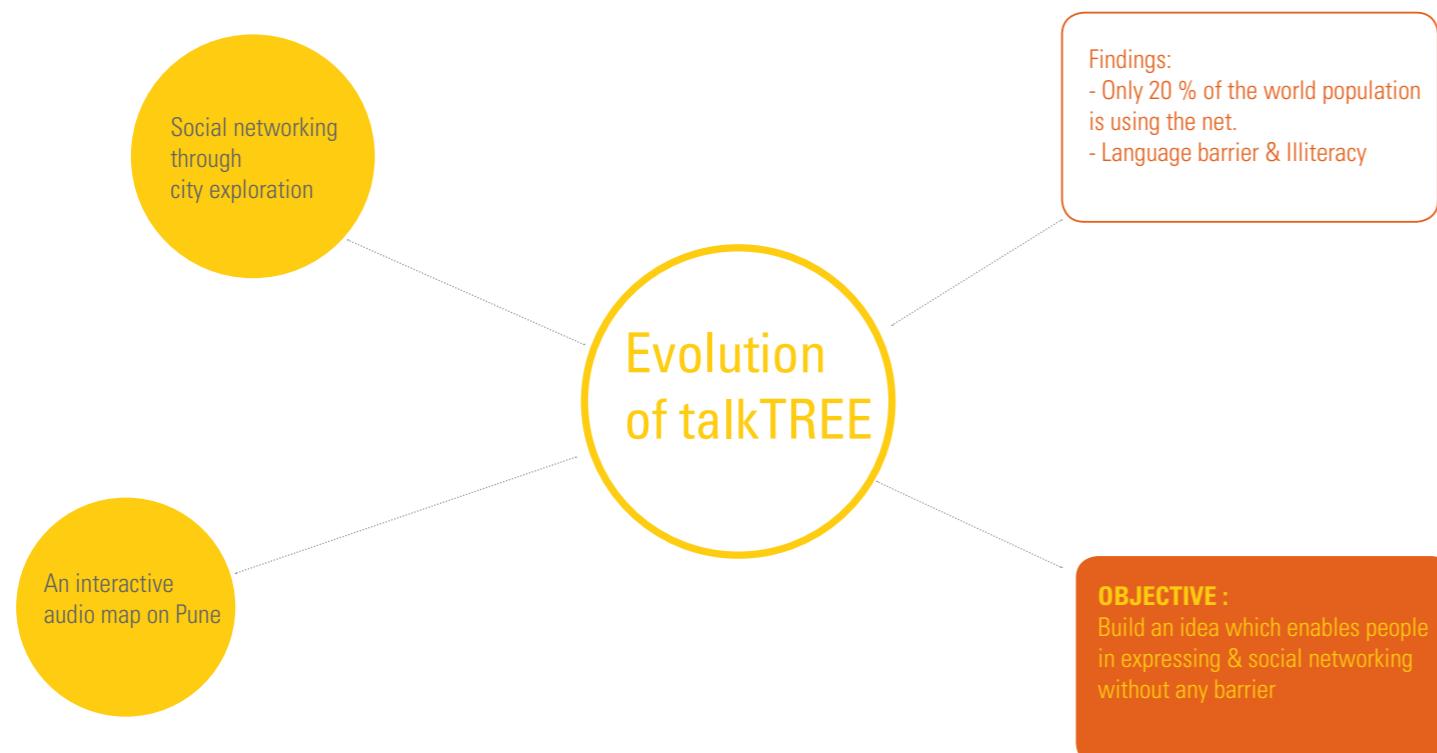
Midomi.com - Latest trends on the web

- Ultimate music search tool
- Powered by singing, humming or whistling
- Technology used : MARS (Multimodal Adaptive Recognition System)

user experience design

Project : talkTREE

Phase 2 : Ideation of talkTREE



Breaking Language Barriers

Enables people who are not comfortable writing in the English language communicate their thoughts and ideas in any language that they wish... This especially enables people in India communicate more fluently and lucidly in the 22 languages that are spoken here.

Audio Blogging

There are countless occasions when people don't blog simply because it is very painful to sit down and type out what often become 400 - 800 word essays. Instead record and post your thoughts in 45 second bursts.

Conveying emotions

How many times have you had an argument with a friend because a comment has been misinterpreted, and you've been left wondering why words just don't convey emotions the same way that a voice does.

Social Networking

besides these features, by planting your talkTree you join orchards where you share information with countless other people on a variety of user generated topics and tags.

user experience design

Project : talkTREE



Title :

Add a Branch :

Click and Talk

Save **Reject**

Add a Description :

talkTREE
nurture your expression.

Home Grow Manage Friends Settings

Hi Ashwin Bhaskaran
Voice Box (0) | Log Out

TREE STATUS Growth Medium
Total branches: 9 Total Friends: 5 Friends branches: 4
Avg of Guests: 3 Total views: 150

Quick Search Branch talk search Click and Talk

GET STARTED IN EASY STEPS
1. Grow a branch 2. Moderate a branch / leaf 3. Update your profile 4. Change your tree's look

UPDATES ON FRUITS

- Bob Cristo Branch Latest Add by Samir Leaves: 2 Date: 23 Sept 2008 Time: 8:00 PM IST Shared
- Bob Cristo Branch Latest Add by Samir Leaves: 2 Date: 23 Sept 2008 Time: 8:00 PM IST Shared
- Bob Cristo Branch Latest Add by Samir Leaves: 2 Date: 23 Sept 2008 Time: 8:00 PM IST Shared
- Bob Cristo Branch Latest Add by Samir Leaves: 2 Date: 23 Sept 2008 Time: 8:00 PM IST Shared

NOTIFICATIONS

FEATURED / SUGGESTED TREES

Views on Rock On!!
ORCHARDS: Music, Films
BRANCHES Yours: 2 Friends: 3 LEAVES: 6

GET STARTED IN EASY STEPS
1. Grow a branch 2. Moderate a branch

UPDATES ON FRUITS

- Bob Cristo Branch Latest Add by Samir Leaves: 2 Date: 23 Sept 2008 Time: 8:00 PM IST Shared
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Phase 3 : Proposed Prototypes of talkTREE

user experience design

Project : **HEALTHSQUARE**

HealthSquare is one of India's upcoming diagnostic brand with major centers around the country.

Client :

Spry Group

Roles & Responsibilities :

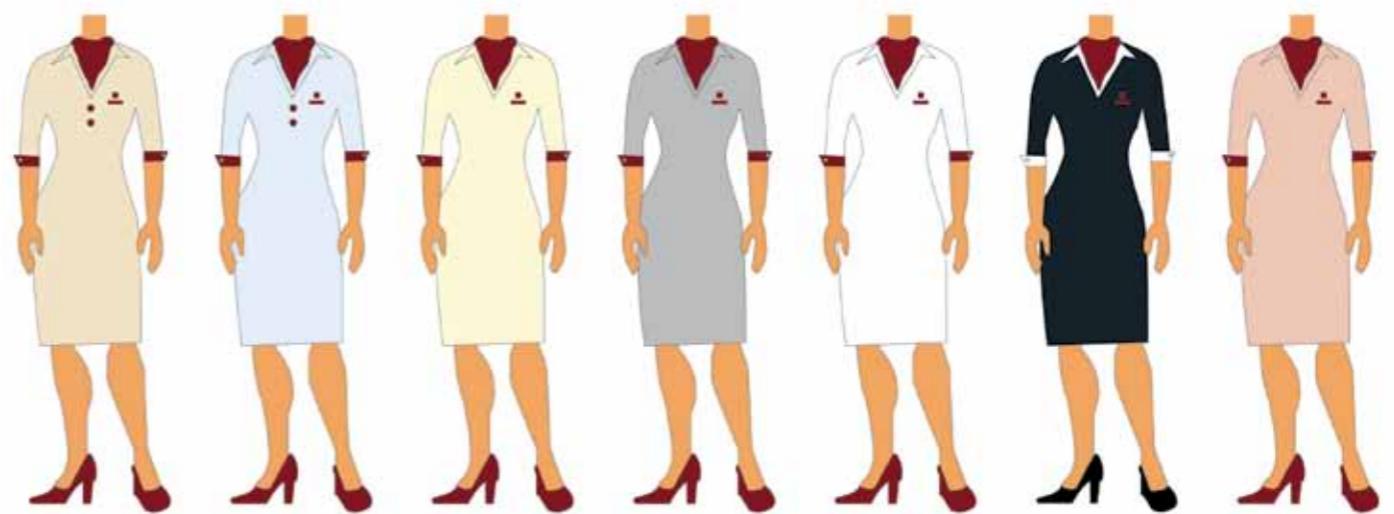
This project was initiated as a brand building exercise. I had to play the role of setting the creative vision in terms of setting the brand from activities like name generation to identity design and then apply the vision to a complete platter of activities including online media, print advertising, environmental graphics, short promotional campaigns to creative consultancy on need basis for uplifting the brand & regular corporate communication.

*Project done at Studio Brahma



identity & branding

Project : HEALTHSQUARE



identity & branding

Project : SN GROUP + AURES VALLEY

SN Group is a multifaceted business house encompassing infrastructure companies, hospitality companies & asset banks and is the fastest growing conglomerate in the state of Uttarakhand. Currently the Group is engaged in developing city's largest residential development – Aures Valley.

Client :
SN Group

Roles & Responsibilities :

This as a branding project started from the group company's main identity to name generation for one of their prestigious project called 'Aures Valley'. As a creative head, I had to lead the team through various stages of branding and guided them to reach to the final identities after iterating on various options.

*Project done at Studio Brahma



identity & branding

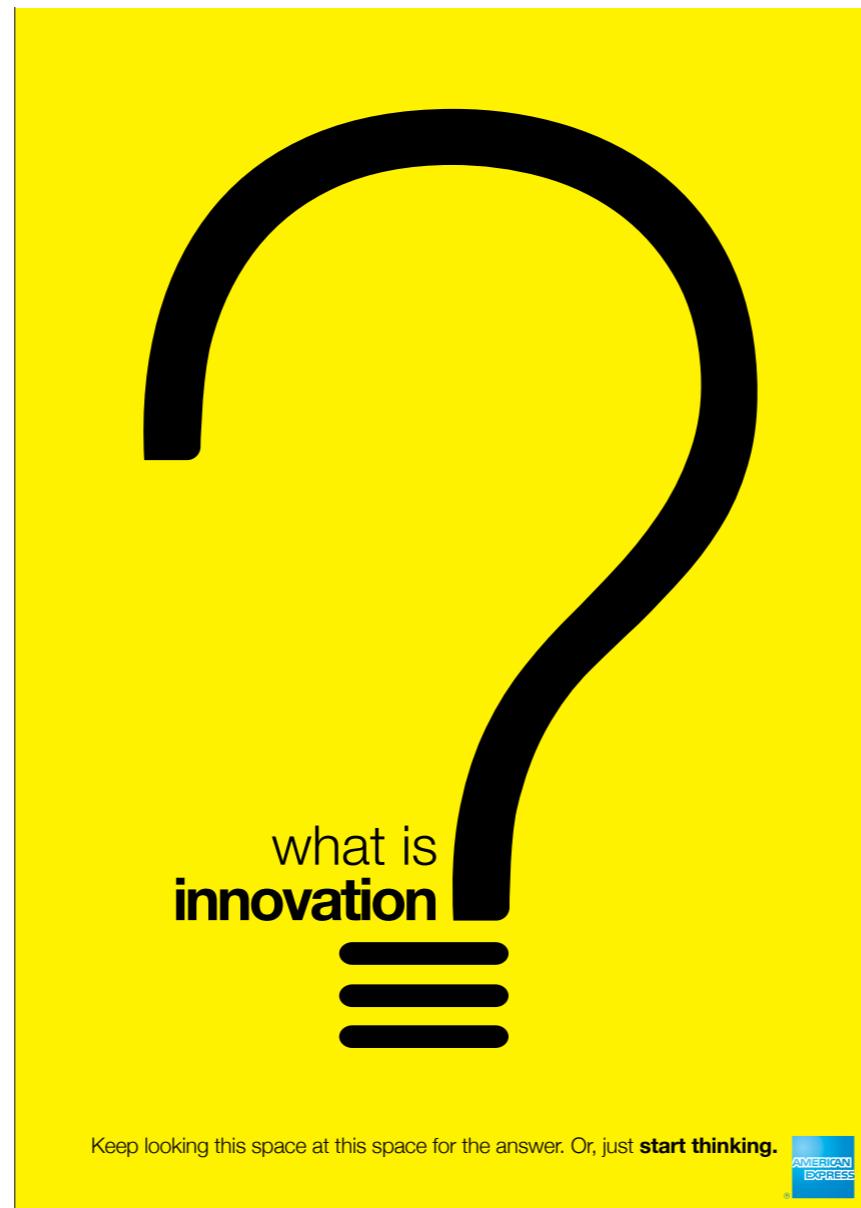
Project : WHAT IS INNOVATION?

American Express is a global services company, providing access to products, insights and experiences that enrich lives and build business success.

Client :
American Express India

Roles & Responsibilities :
"WHAT IS INNOVATION?" was conceptualised as a brand for an internal campaign for American Express employees to focus on bringing innovative thinking in their work culture.

*Project done at Studio Brahma



identity & branding

Project : WHAT IS INNOVATION?



An interactive presentation / workshop was conducted with the employees of American Express India employees in Gurgaon office.



A special notebook called 'Book of Observation' was designed for this campaign



identity & branding

Project : NGS DESIGNS

Ng's Designs is a combination of young minds from the field of Architecture and Design, backed by a team of expert craftsmen and consultants.

Client :

NGs Designs

Roles & Responsibilities :

As a furniture design studio brand, the need was to have a modern & contemporary look. I had the brief to work along the letters n,g & s for its identity, I conceptualised it as dynamic brand with a dual color scheme which can be established as contextually. To highlight the custom design furniture, I designed a series of best products as postcards & handout which can be used during exhibitions.

*Project done at Studio Brahma



identity & branding

Project : NGS DESIGNS



Card : 2.25 x 2.25 inch : Front

Card : Back



identity & branding

Project : BUZZ MARKETING SOLUTIONS

A total Marketing Solution Company involved in smart ,viral marketing and 360 degree communication platform.Includes Print/Digital/Event/Publishing .Promoted by people with tested proven deliveires of nearly 30 years in field of advertising and communication.

Client :
Buzz Marketing Solutions

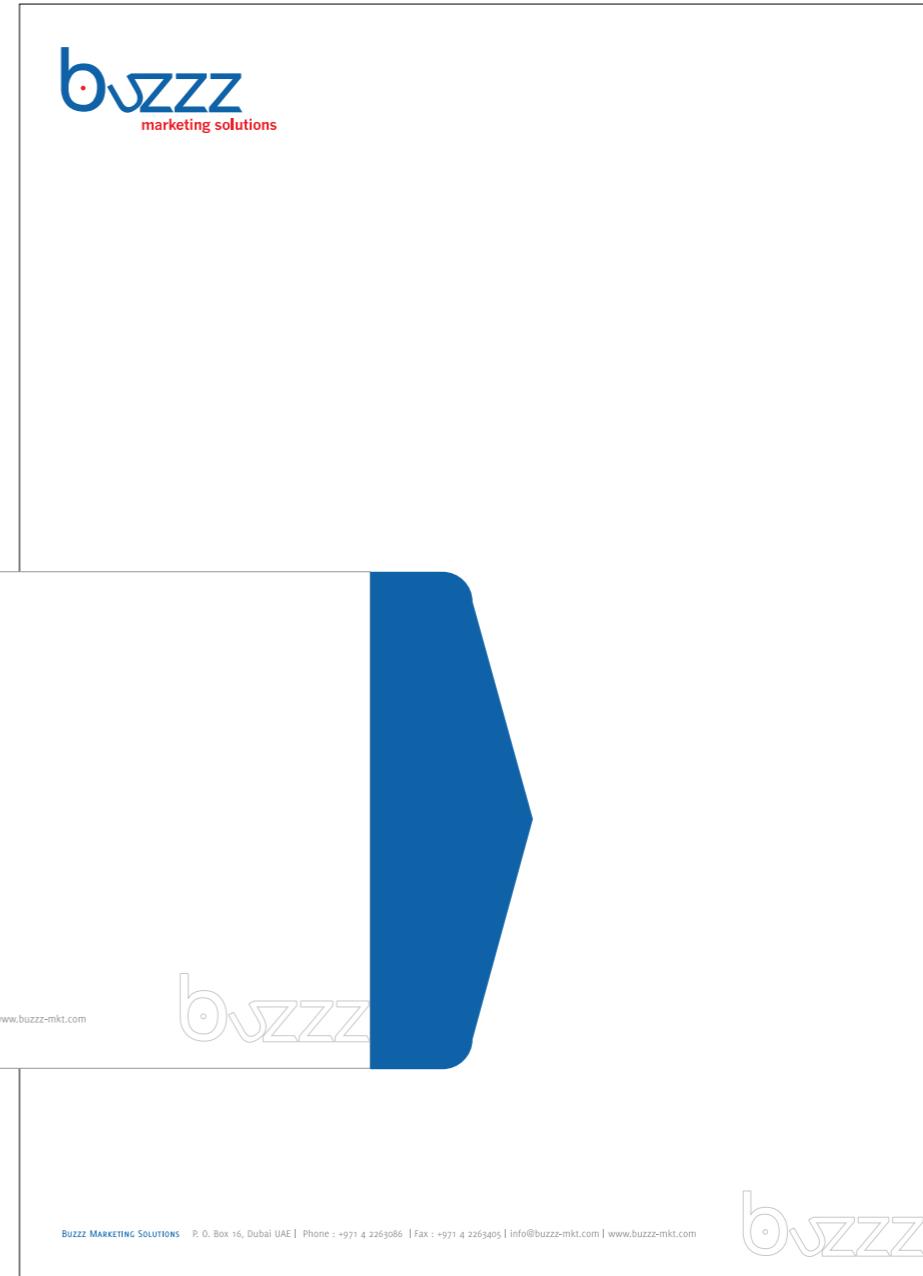
Roles & Responsibilities :

As a new company in Dubai, they were looking for an unique type based identity to start with. I had to create a very universally accepted identity which can work both in India & UAE.



identity & branding

Project : BUZZ MARKETING SOLUTIONS

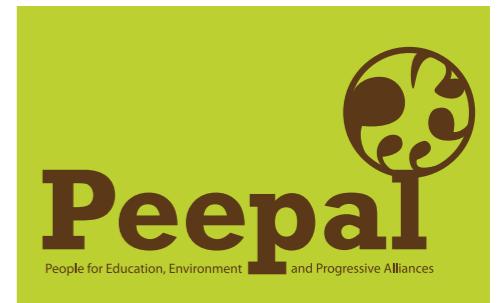


identity & branding

Project : OTHER IDENTITY DESIGN WORK



28th - 29th April 2007
Symbiosis Institute of Design, Pune



identity & branding

Project : BLANCO BRANDING

Valentine's Day Card:

Let the sweet scent of roses fill this Valentine's Day. Make the moment last forever with Love's Snap shots.

12 to 12: Global Live Music | Spanish Live Bands, Latin American Bands, Indian Classical Instruments | Specialized Live Bands, Gipsy Bands, Classical Instruments

Amore Te Amo

(Amore means Love in Italian, and Te Amo means I Love You in Spanish which Expresses Love Beyond Boundaries)

Lover's Lunch & Dinner : Serving in one plate

Express your love in the most Romantic way @ Blanco, Khan Market, New Delhi

Happy Hour Poster:

Happy HOUR

Timings: 12 noon to 8 Pm

Offer:

Domestic drinks (buy 1 get 1 free)
Imported Beers (buy 2 get 1 free)

Wednesday Unlimited Flyer:

WEDNESDAY UNLIMITED

Order any one mix of your liking and BLANCO ensures that your glass will never go empty for the remainder of the night. Yes that's right, you get unlimited refills of your favorite drink throughout the night.

Every Wednesday 8 p.m onwards

Rs. 550+ Applicable taxes & service charges
Rs. 950+ Applicable taxes & service charges Imported Alcohol

Blanco Brochure:

Make your get togethers with friends and family special

Specialties from around the world

Personalised Service

Great music with an in-house DJ

MUSIC ALIVE @ Blanco:

A fiesta for all the music aficionados who want to chill out this summer. A weekend based musical fiesta, MUSIC ALIVE will bring to its patrons live sambhavi, jazz, country music, and retro to sooth their senses on the much awaited weekends.

Come! And feel your adrenaline getting high along with the soaring temperature.

Join us to make this summer a musical experience for you!

MUSIC ALIVE
BLANCO, G2, KHAN MARKET
8.00 pm onwards
Fridays and Saturdays

identity & branding

Project : INDIAN OCEAN



identity & branding

Project : **PRABIRPURKAYASTHA.COM**



A website for a known photographer called Prabir Purkayastha.

web & interactive media

Project : **PRABIRPURKAYASTHA.COM**



web & interactive media

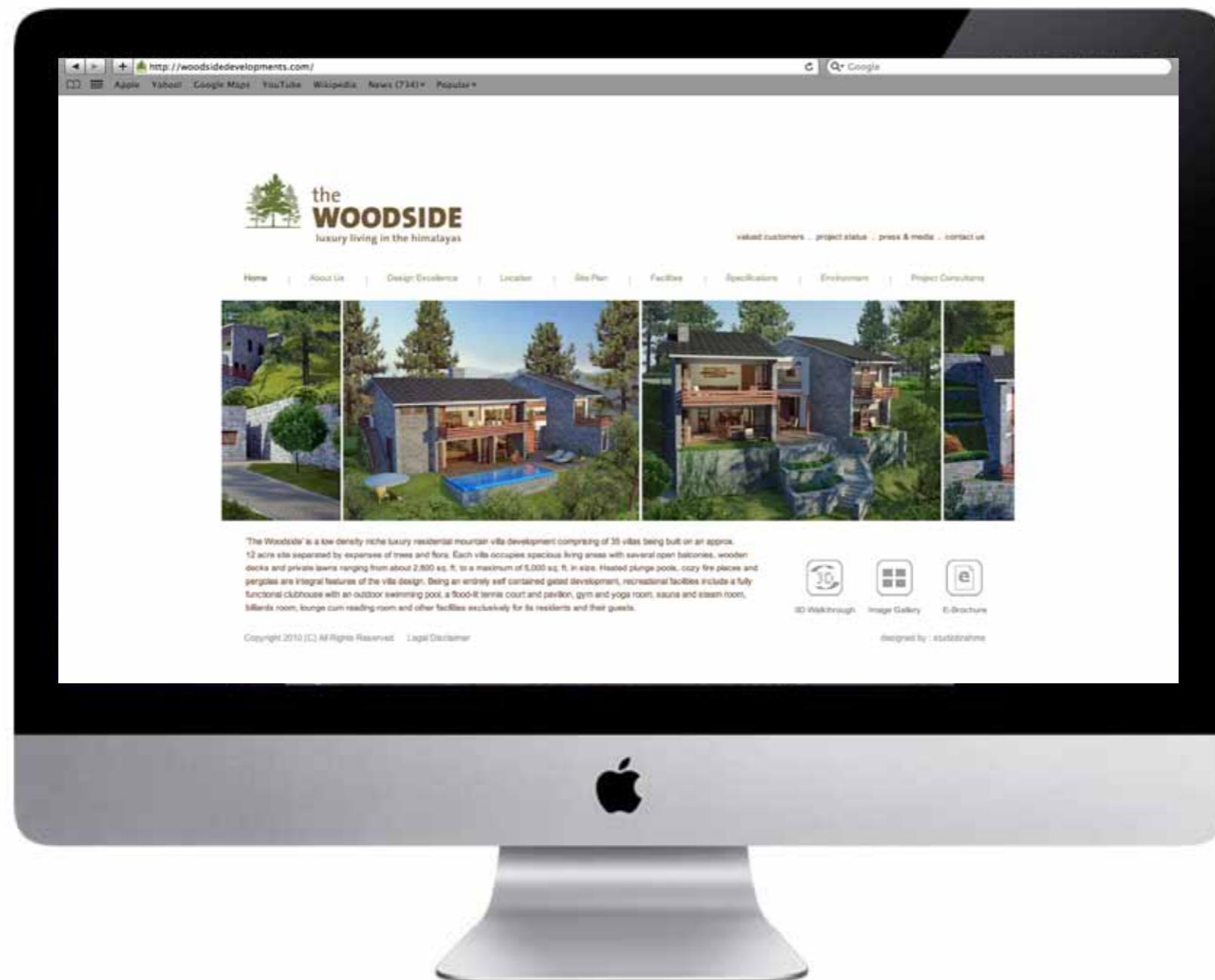
Project : NGSDESIGNS.COM



A website for a furniture design studio focusing on product & exhibition information.

web & interactive media

Project : **WOODSIDEDEVELOPMENTS.COM**



This is a website for an upcoming luxury real estate project near Kausali.

web & interactive media

Project : WOODSIDEDEVELOPMENTS.COM



A screenshot of the Woodside Developments website in a web browser. The page is titled 'Design Excellence' and features a large image of a residential area with houses and greenery. Below the image, there is descriptive text about the organization's principles and a sidebar with social media icons for Facebook, Twitter, and YouTube.

A screenshot of the Woodside Developments website in a web browser. The page is titled 'Specifications' and lists various building details such as 'Floor Plans', 'Interior Finishes', 'Exterior Finishes', 'Landscape Finishes', and 'General Infrastructure'. To the right, there is a section for 'Living / Dining' with a tree icon and a list of materials used for floors and walls.

web & interactive media

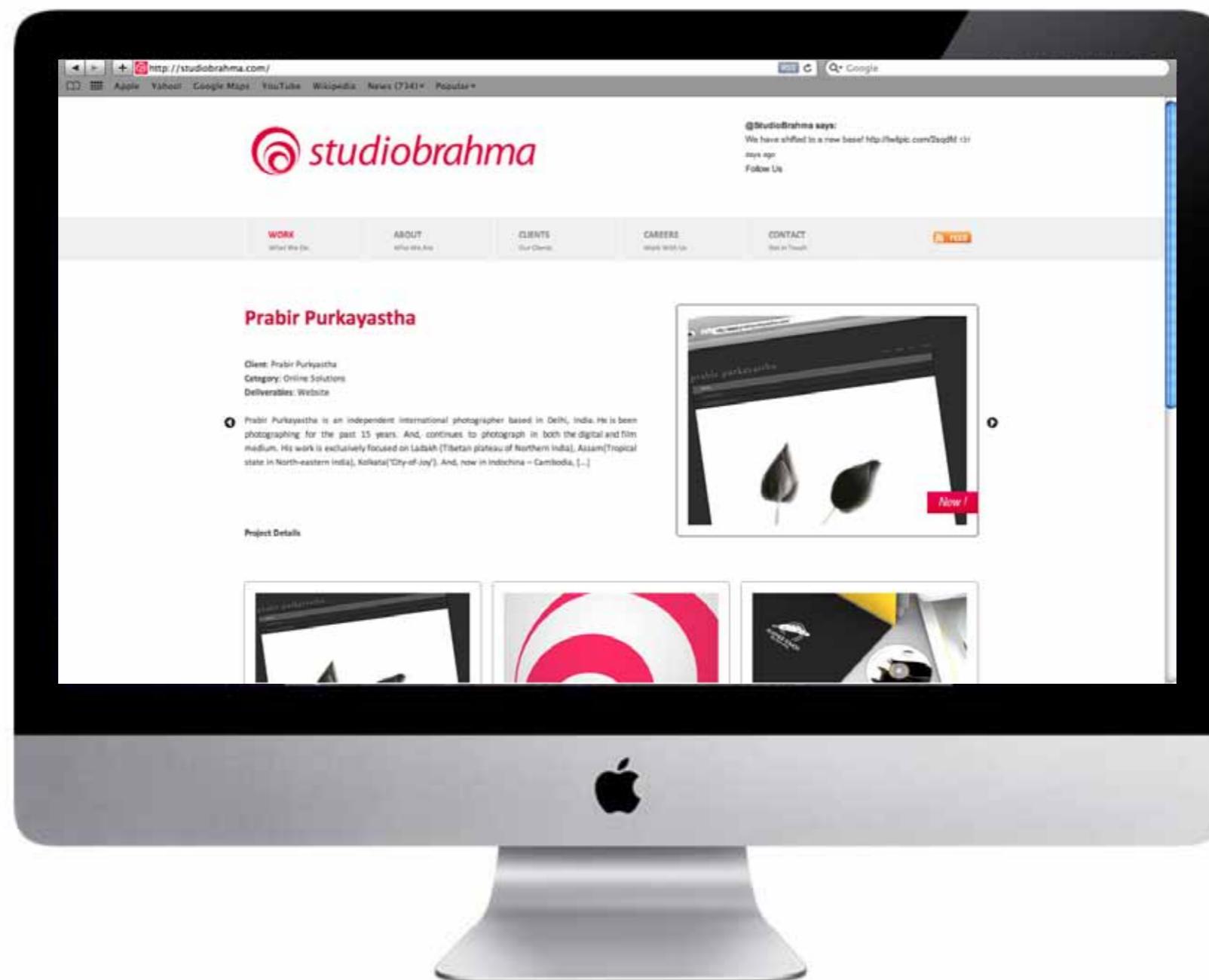
Project : PEEPALINDIA.IN



This is a website for a social enterprise / non profit organisation called Peepal India

web & interactive media

Project : STUDIOBRAHMA.COM



A website for a design agency called Studio Brahma

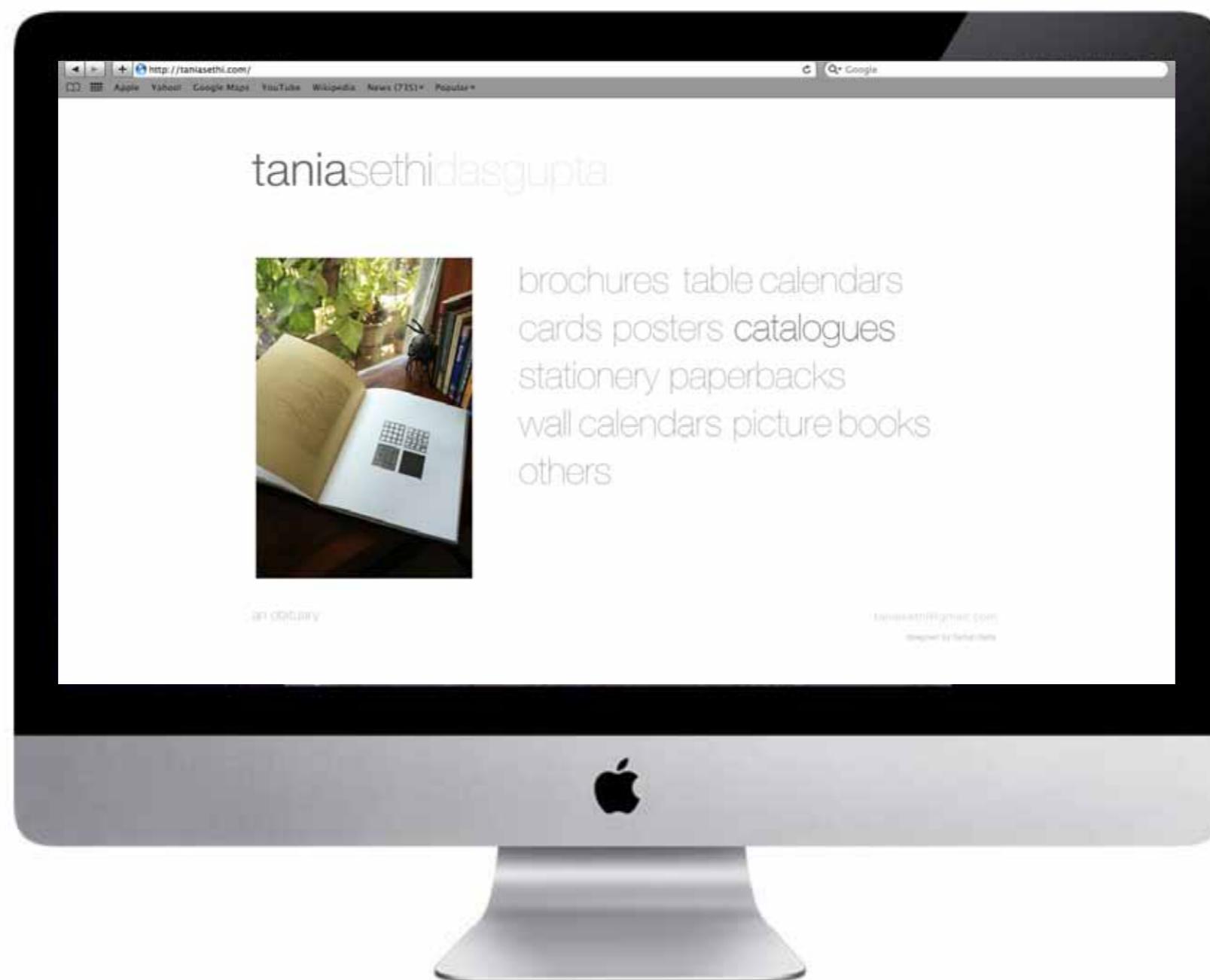
web & interactive media

Project : STUDIOBRAHMA.COM



web & interactive media

Project : **TANIASETHI.COM**



A website for a publication designer called Tania Sethi who work for Penguin Publications.

web & interactive media

Project : TANIASETHI.COM



web & interactive media

Project : NORTH EAST INTERACTIVE CD



INDIA'S
**North
East**
paradise unexplored

replay intro

States of North-East 

Thematic Brochure 

Picture Gallery 

STATES OF NORTH-EAST INDIA



ARUNACHAL PRADESH
ASSAM
MANIPUR
MEGHALAYA
MIZORAM
NAGALAND
SIKKIM
TRIPURA



MANIPUR - *Graceful Contours*

Attractions History Festivals & Dances Flora & Fauna Handicrafts Travel Info

MANIPUR

Graceful Contours

MANIPUR IS ONE OF THE STATES THAT COMPRISSE THE NORTH-EASTERN REGION OF INDIA AND SHARES AN INTERNATIONAL BORDER WITH MYANMAR (BURMA). ITS IMMEDIATE NEIGHBOURING STATES ARE MIZORAM, NAGALAND AND ASSAM. THIS STATE CAN CLAIM A GEOGRAPHICALLY UNIQUE POSITION, SINCE IT VIRTUALLY IS THE MEETING POINT BETWEEN INDIA AND SOUTH-EAST ASIA. MANIPUR VALLEY STANDS AT A HEIGHT OF 790 METRES AND IS SURROUNDED BY NINE HILL RANGES IN CIRCLES GIVING THE IMPRESSION OF A HILL AND TROUGH.



next >>

web & interactive media

Project: NORTH EAST INTERACTIVE CD

replay intro

TRAVELLER'S COMPANION

India's North East
p a r a d i s e u n e x p l o r e d

- Passage to the North East
- Arunachal Pradesh
- Assam
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Sikkim
- Tripura
- IndiaTourism Offices

MIZORAM - songbird of the north east

Mizoram

Arunachal Assam Manipur Meghalaya Mizoram Nagaland Sikkim Tripura

SIKKIM - just heaven

CHINA
NEPAL
TIBET
BHUTAN

Mindo, Singphul Cho, Choden Labrang, Thangpu, Rangsho, Jakhang, Yumtang, Rukmo, Lacheng, Lachung, Chhengu, Mangam, Lingtham, Dikhu, Tashiding, Ling, Kinzing, Mangde, Rumtek, Bumdang, Rango, Rangl, Rhenok, Nanchi, Tenzing Lake, Yaksam, Pemayangtse, Gezing, Lepcha, Lingtsang, Soring, Myilapue, Darjeeling, Kalimpong

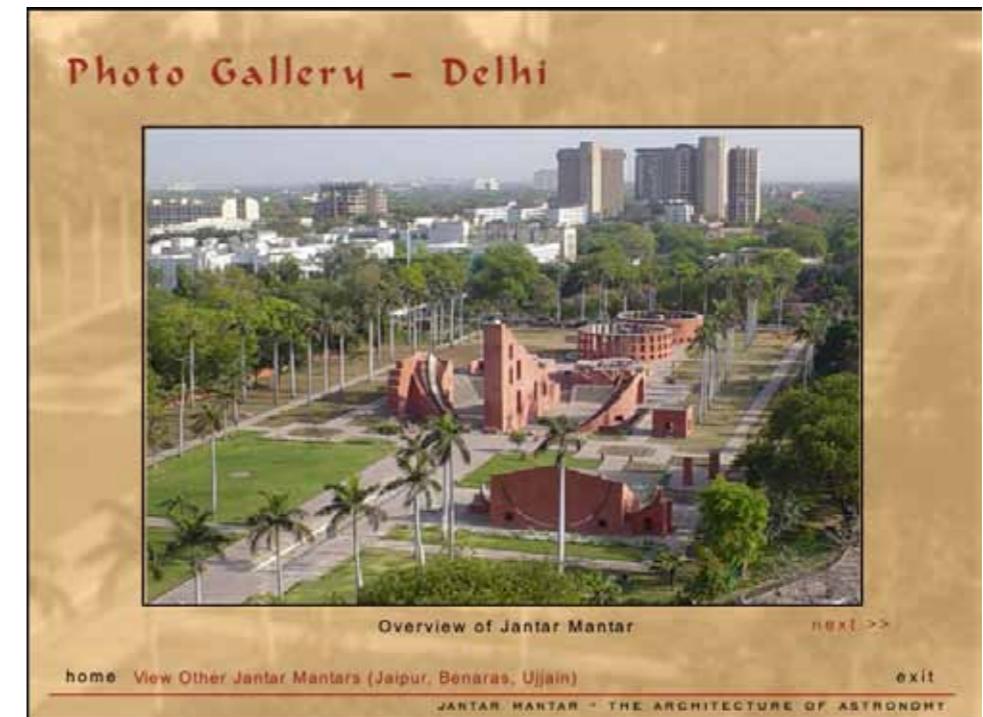
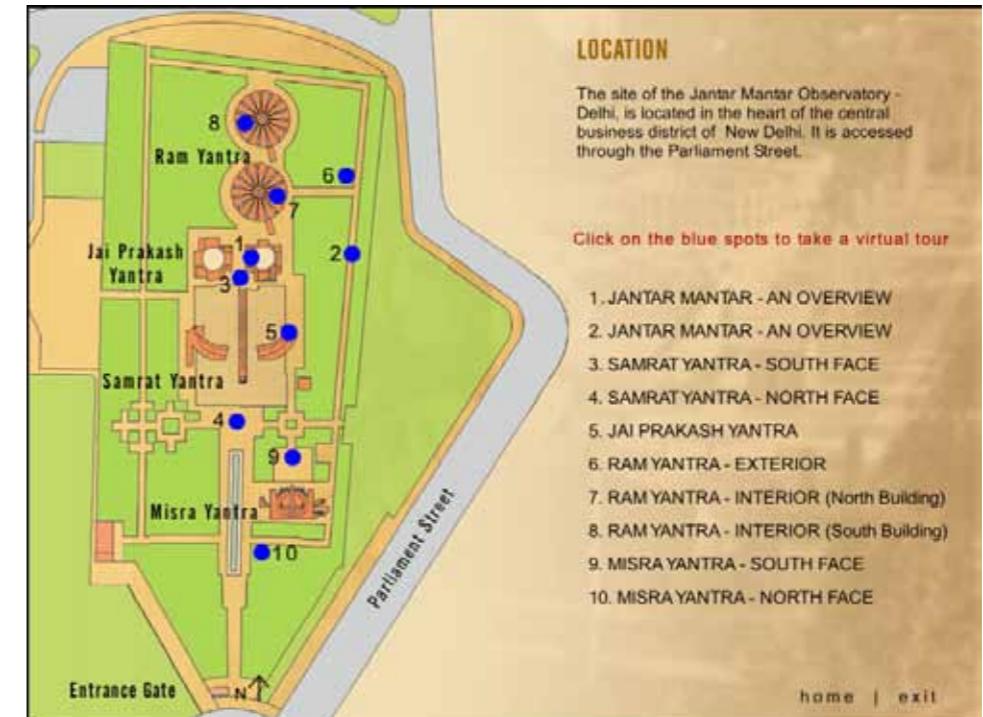
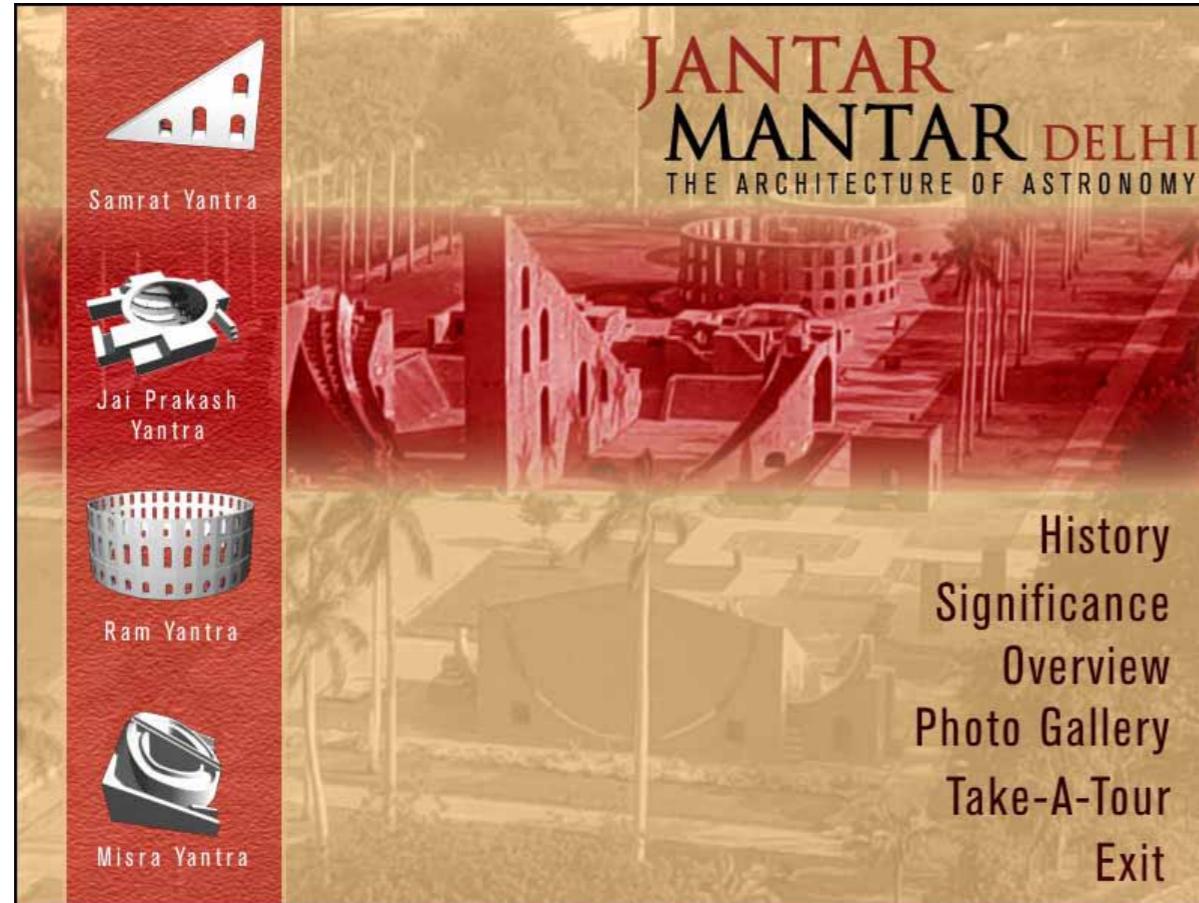
Click and Drag mouse cursor to view the enlarged Map

Arunachal Assam Manipur Meghalaya Mizoram Nagaland Sikkim Tripura

GENERAL INFO
PLACE OF INTEREST
EXCURSIONS
FAIRS & FESTIVALS
SPORTS
TRAVEL INFO
:: PRINT ::

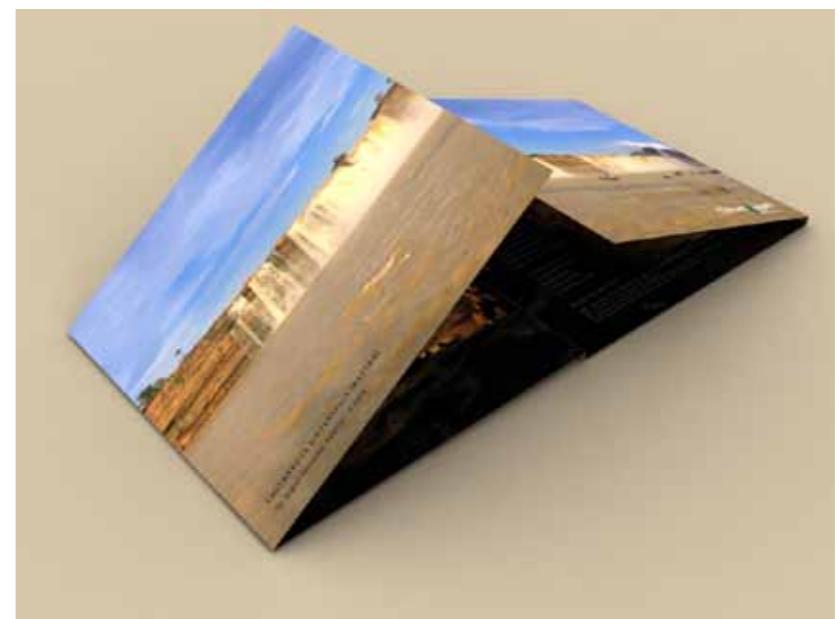
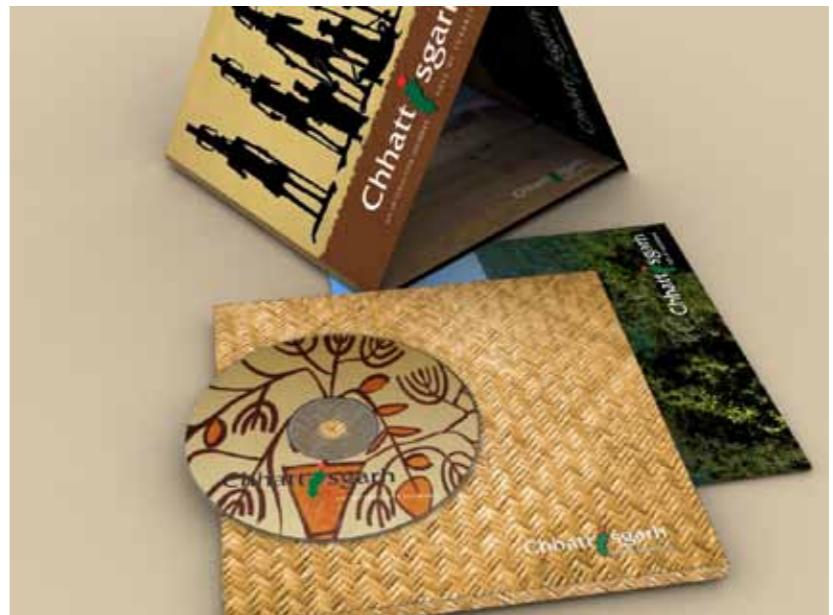
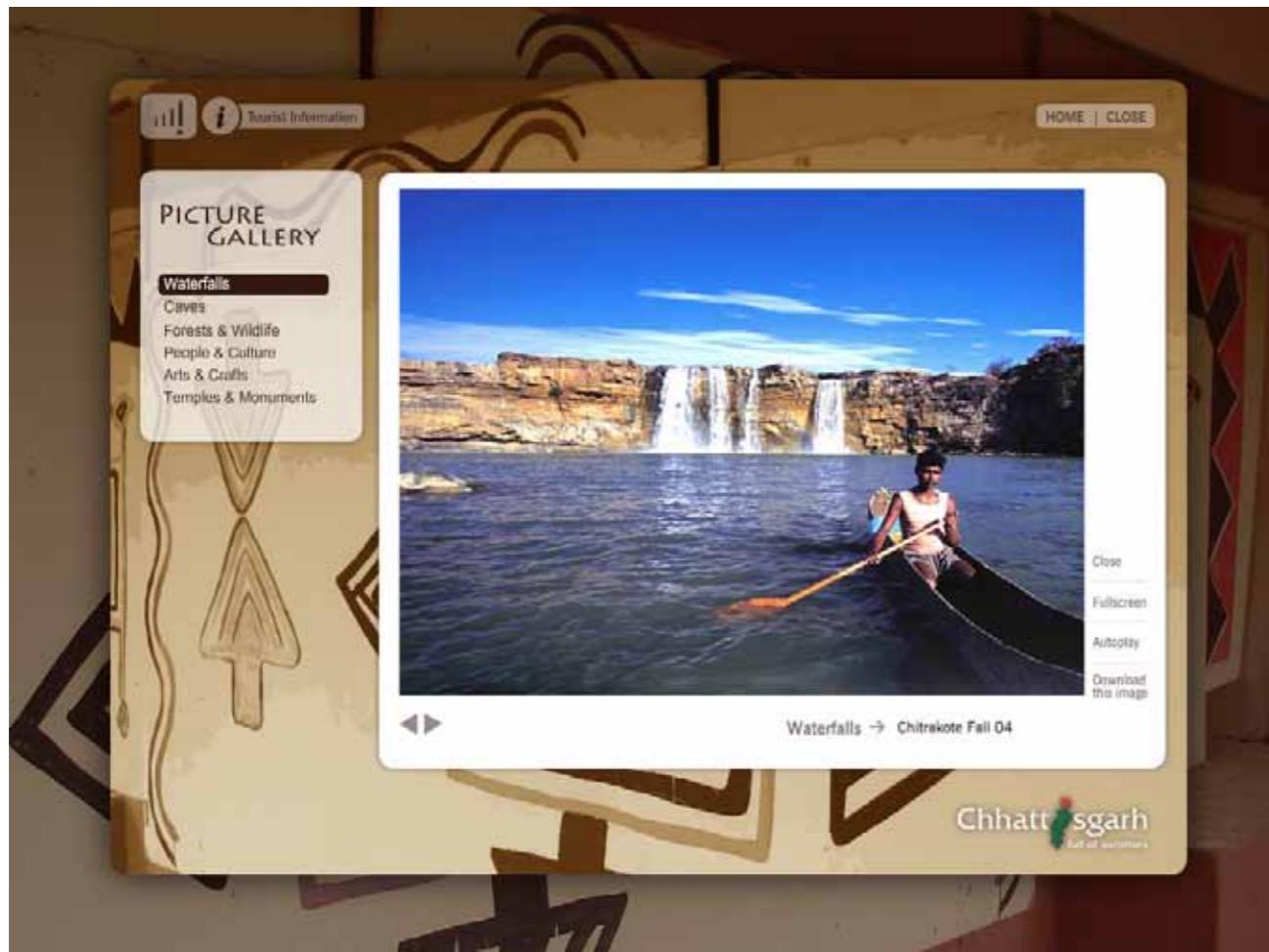
web & interactive media

Project : JANTAR MANTAR INTERACTIVE CD



web & interactive media

Project : CHHATTISGARH INTERACTIVE CD



web & interactive media

Project : SAMAS MEDIA LAB

I founded an organisation called Samas Media Lab which was a communication/media hub focusing on design solutions to media production & social communications.

It was a communication hub where ideas were born, to create business opportunities & influence social development process, combining the appropriate medias to execute these ideas.



samas media lab

in sanskrit 'samas' means union, convergence, conjunction



nucleus
design cell

the design core of samas



sphere
studio

empowering music, films & more



seed
centre

enable social communication

self-initiatives

Project : SPHERE DISC

I conceptualised and developed a new product / service called Sphere Disc – a comprehensive online disc making service.

At Sphere Disc, our packages are designed to suit everyone's disc making needs, thus making it very convenient for you to get CDs, Inlay prints, prints on-disc etc. made as fast as possible under one roof.



self-initiatives

Project : ROAD 2 ROCK

ROAD 2 ROCK is a concept where music lovers and musicians travel together to reach the same destination to experience some of the best live acts in India. The journey is filled with films & documentaries on musicians, music videos, live concert videos to music listening; making the trip much more experiential.



self-initiatives

Project : SAMAS SATELLITE

Created a online public blog called Satellite, which acted as a platform to spotlight news & updates related to arts, music, design, films & issues affecting the society.

8-10 authors from various cities are involved.

72391visits in 10 months of its inception..

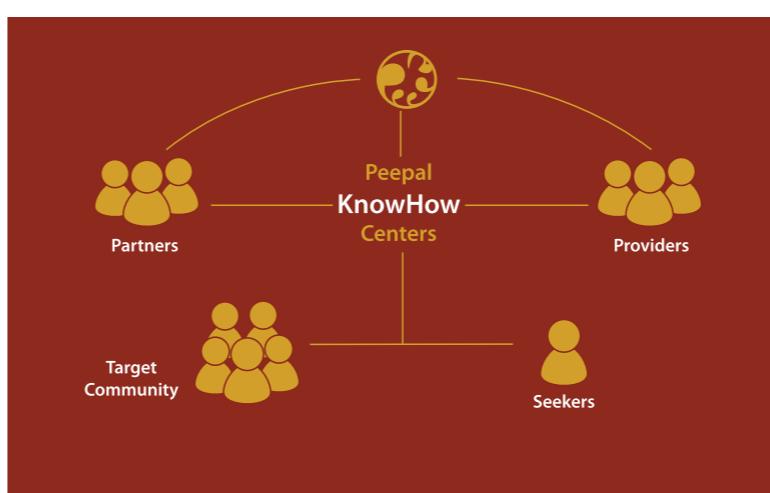
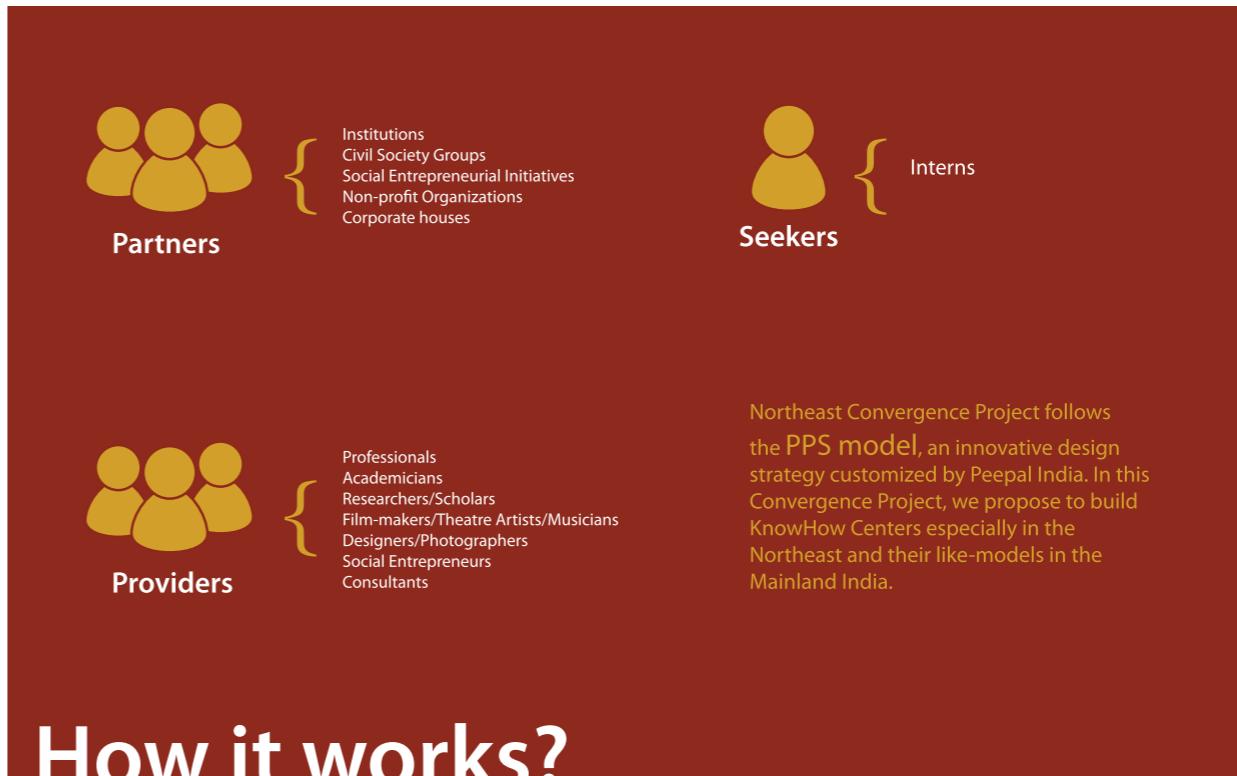
The screenshot shows the homepage of the Samas Satellite website. At the top, there's a navigation bar with links for File, Edit, View, History, Bookmarks, Window, and Help. Below the bar, the URL http://satellite.samasmalab.net/ is displayed. The main header features the text "Samas Satellite | collect + process + transmit |". On the left, there's a logo with a stylized circular emblem and the text "स म स satellite". To the right of the logo is a graphic illustrating the process: a yellow circle labeled "COLLECT" is followed by a red circle labeled "PROCESS", which then leads to a vertical orange line labeled "TRANSMIT". Below this graphic, the text "depicted by: Harman Saini" is visible. A sidebar on the right contains the text "TALKIN' T3CH", "A Bit about Torrents.", "READING ROOM", and "WHAT'S HAPPENING?". The "WHAT'S HAPPENING?" section includes a link to "We, the People of Video Republic." and a video player for "Royksopp - Remind Me". The footer of the page includes links for HOME, ABOUT, WRITE HERE, WRITE NOW, TALKIN' T3CH, SPHERECAST, PROJECT MANIFEST, LEAVE A MESSAGE, and ARCHIVES.



self-initiatives

Project : NORTH EAST CONVERGENCE

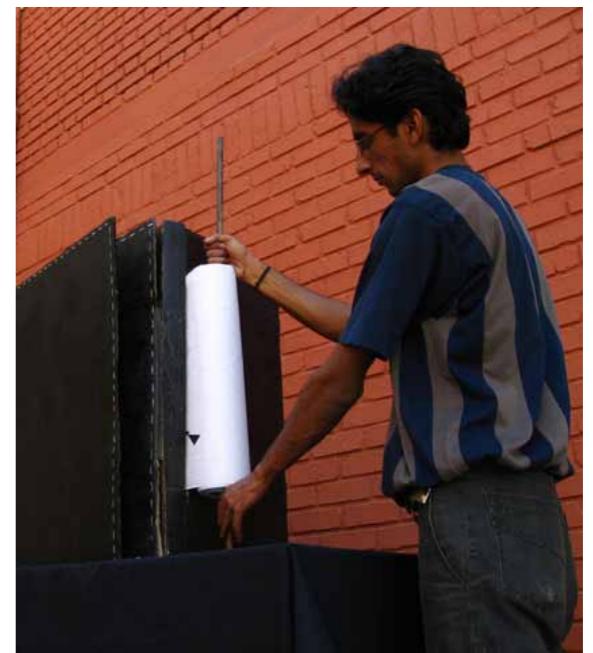
Convergence is about coming together irrespective of any caste, creed, colour, race or language. It is about sharing and exchange beyond Social Spaces. The Northeast Convergence Project is an expression of our idea to learn, share & present experiences of Northeast India to the global community.



self-initiatives

Project : AAKANSHA

An experimental project done on story telling. This project focuses on social communication where the whole story is depicted on 20 metre long cloth and the inspiration of the medium is Pata Chitra - a kind of folk art..



self-initiatives

PROJECT MANAGEMENT

After working so many projects and taking self initiatives, I have now started to manage design projects and team. One of tool that I have been using for project management is BASECAMP.

This screenshot shows the 'To-Dos' section of the HealthSquare project in Basecamp. It includes a sidebar with navigation links like Overview, Messages, To-Dos, Milestones, Whiteboards, Time, and Files. The main area displays a list of tasks under three categories: Corporate Brochure, Corporate Teaser, and SMM - Launch Campaign. Each category has a list of tasks with checkboxes indicating their status. A sidebar on the right provides filtering options for to-dos assigned to specific users.

This screenshot shows the 'Overview' section of the Kleeto project in Basecamp. It features a sidebar with Overview, Messages, To-Dos, Milestones, Whiteboards, Time, and Files. The main area is titled 'Project overview & activity' and lists various milestones and tasks. Each item is color-coded by status (e.g., green for completed, orange for in progress). A sidebar on the right shows a summary of project activity and a list of people involved in the project.



design planning & project management

FLOATING ABODE



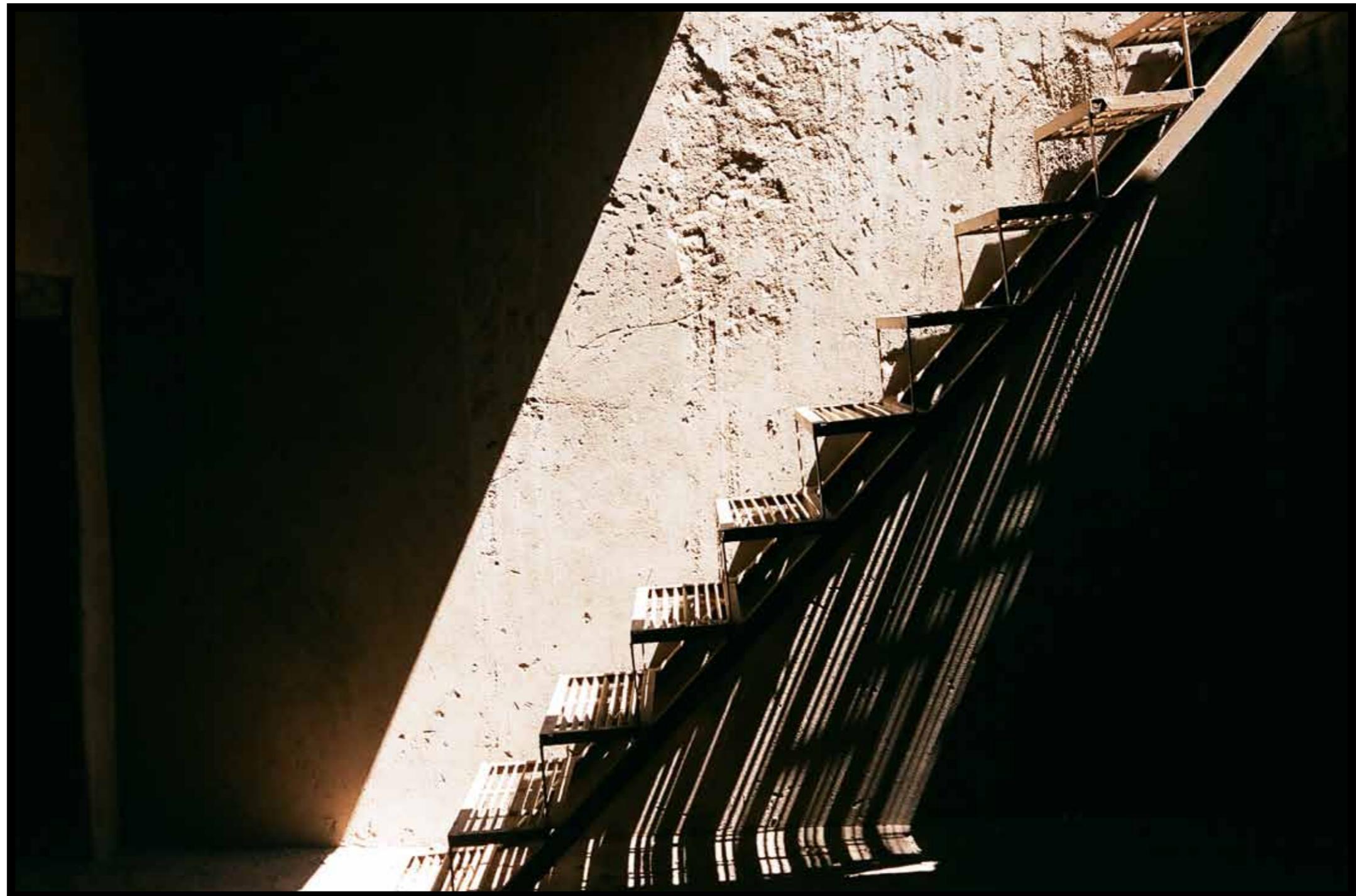
photography

WIRED FLIGHT



photography

STAIRWAY TO NOWHERE



photography

CLOUD CAST



photography

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saibal.datta@gmail.com

saibal datta