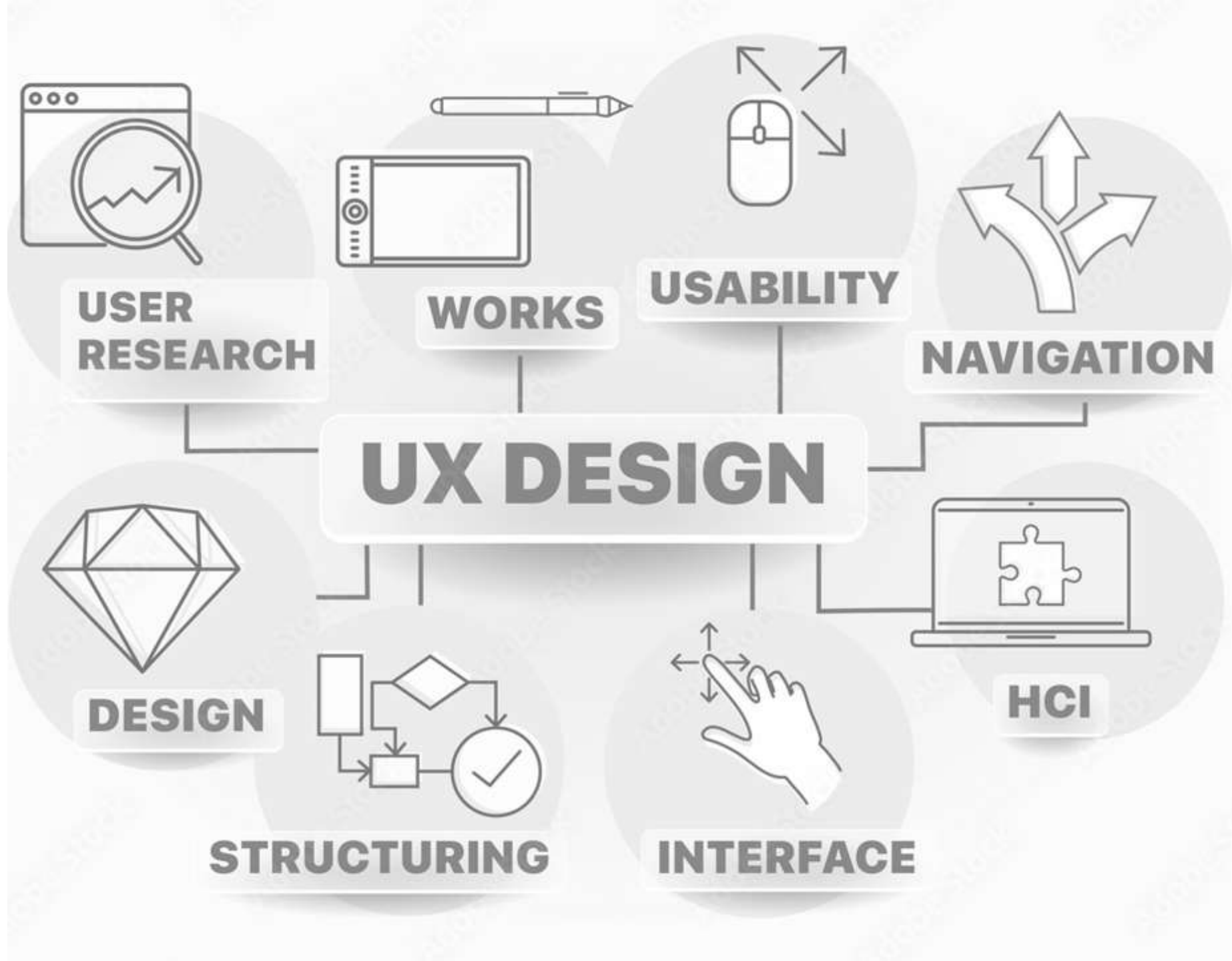


User Experience Design



OBJECTIVE

To built platform to bridge the communication gap among senior, junior, faculty and alumni where they can share the knowledge and experiences of different companies and their work culture. Additionally, shared information about good quality products at affordable price can be created in this platform to help students for their projects and assignments. Different types of surveys can also be performed in this platform to address the issues.

PROBLEM STATEMENT

Anchal

Who

Have problem that she face difficulties in connecting and taking valuable advice from seniors, also she face problem while searching affordable and good quality resources, she want to take inspiration from others work but she find difficult to access it, also sometime she want to conduct a survey but can't find a proper platform regarding this.

What

When she is in need of valuable advice and resources.

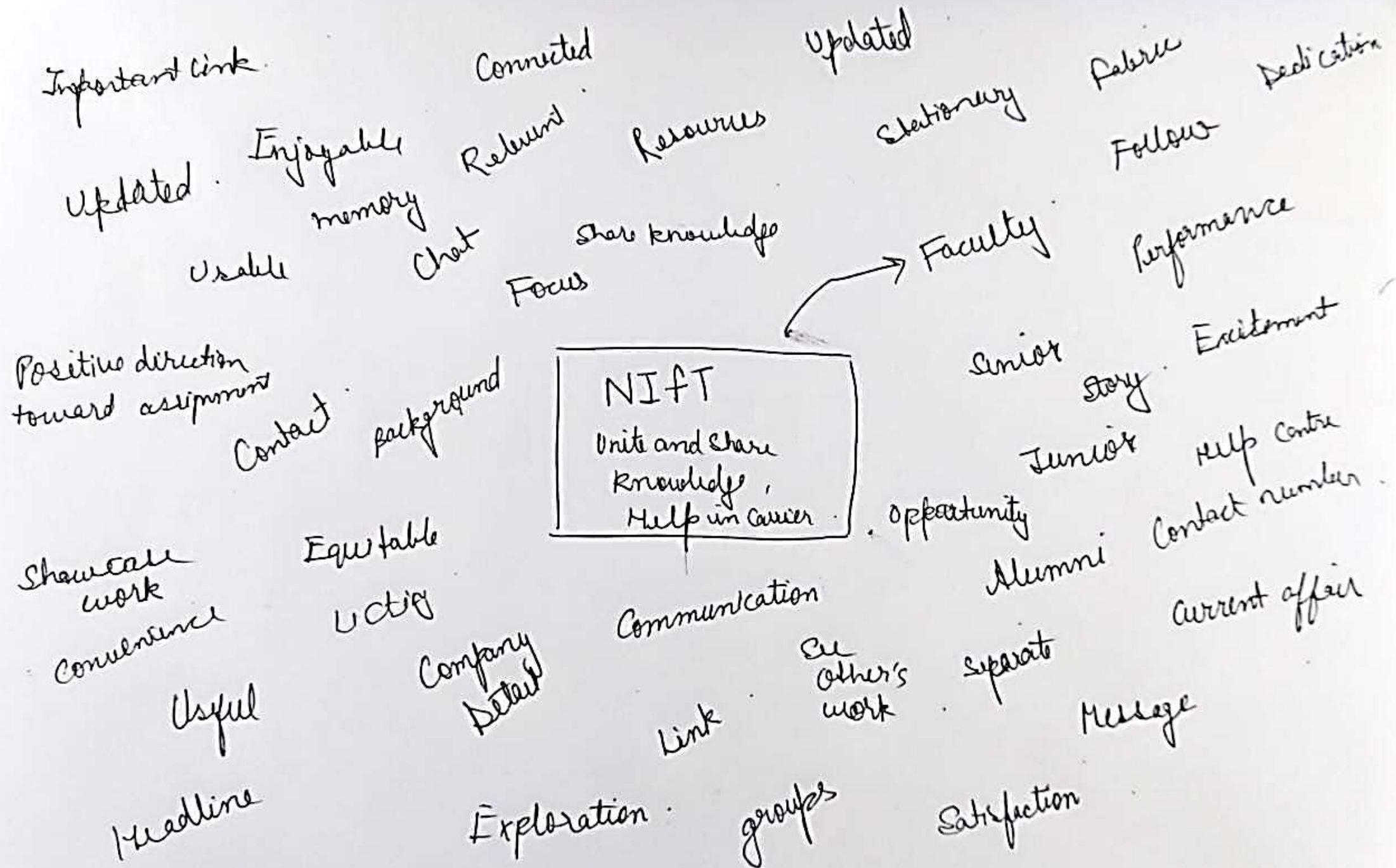
Where

An ideal solution would to make a website where she can access all the information easily without putting lots of effort.

Why

THE PROCESS

1. Empathise – Brainstorm, Post - up
2. Define - User stories, user persona, User Flow, User Journey map, Storyboard
3. Ideate - Low - fi Wireframe
4. Prototype - Hi - Fidelity prototype
5. Test



POST - UP

PRIMARY GOAL

Easy Communication
with senior and junior

To Generate good idea by
observing the uploaded
work of each other

Companies detail and
working culture

SECONDARY GOAL

Get resources easily such as
shop detail, book
information or any such
things which are being
asked

Connecting with colleagues
with same interest and goal.

TERTIARY GOAL

Survey can be filed and
conducted easily

USER STORIES

As a student I want to connect with senior so that I can discuss about the companies which are most suitable for my profile, also can discuss about projects and assignment and finish them with my due diligence and can stay touched with my colleagues so that I get inspired with their works and feel motivated to do my best and can get some shared trustable information about marketing so that I can go and buy the cheap and best product required for my projects.

As a Alumni i want to be a part of community so that I can feel connected with my college and can guide my juniors if they are in need.

USER PERSONA



Anchal Kumari

Age	21
Location	Kangra
Occupation	4th yr Student in NIFT Kangra
Department	Textile Design
Marital Status	Single
Hobbies	Learning New Software Exploring Different Places

Obstacle

Facing problem in time management
Due to COVID, I am facing communication gap with textile design seniors

Question She will Ask

1. Will I be able to get good job/internship opportunity.
2. How can I manage the time

Influence

1. Environment and surrounding
2. Social media
3. People around me

Wants and needs

1. Travel around the world
2. Get a good job

Characterstics

1. Confident
2. Helpful
3. Logical Thinking

Fear

1. Competitive world
2. Will I get what I desired

Goals

1. Happy and joyful life
2. To fulfill my parents' dream

Motivation

Latest Technology



Logical Mind



Skillful Work



USER PERSONA



Sobiya Naz

Age	22
Location	Kangra
Occupation	4th yr Student in NIFT Kangra
Department	Fashion Communication
Marital Status	Single
Hobbies	Learning new Software Reading Books

Obstacle

1. Unable to connect with the people.
2. Unaware of the previous industry experience of seniors.
3. Since I'm an introvert it's hard to contact or approach someone on social media.
4. People sometimes don't reply to the message or doubts immediately

Question She will Ask

1. How can I get job/internship opportunity.
2. How can I know about the company's working culture

Influence

1. Family
2. Social media
3. Latest Software

Characterstics

1. Hard Working
2. Helpful
3. Logical Thinking

Wants and needs

1. Want a safe place to connect with people easily.
2. Want to gain more confidence.
3. Explore new technology and software.
4. Want to be updated with new things coming in the market.
5. Want to balance my work and personal life.
6. Take care of my health

Fear

1. Lagging behind in the term of all new things coming in the market.
2. Connecting with people.

Goals

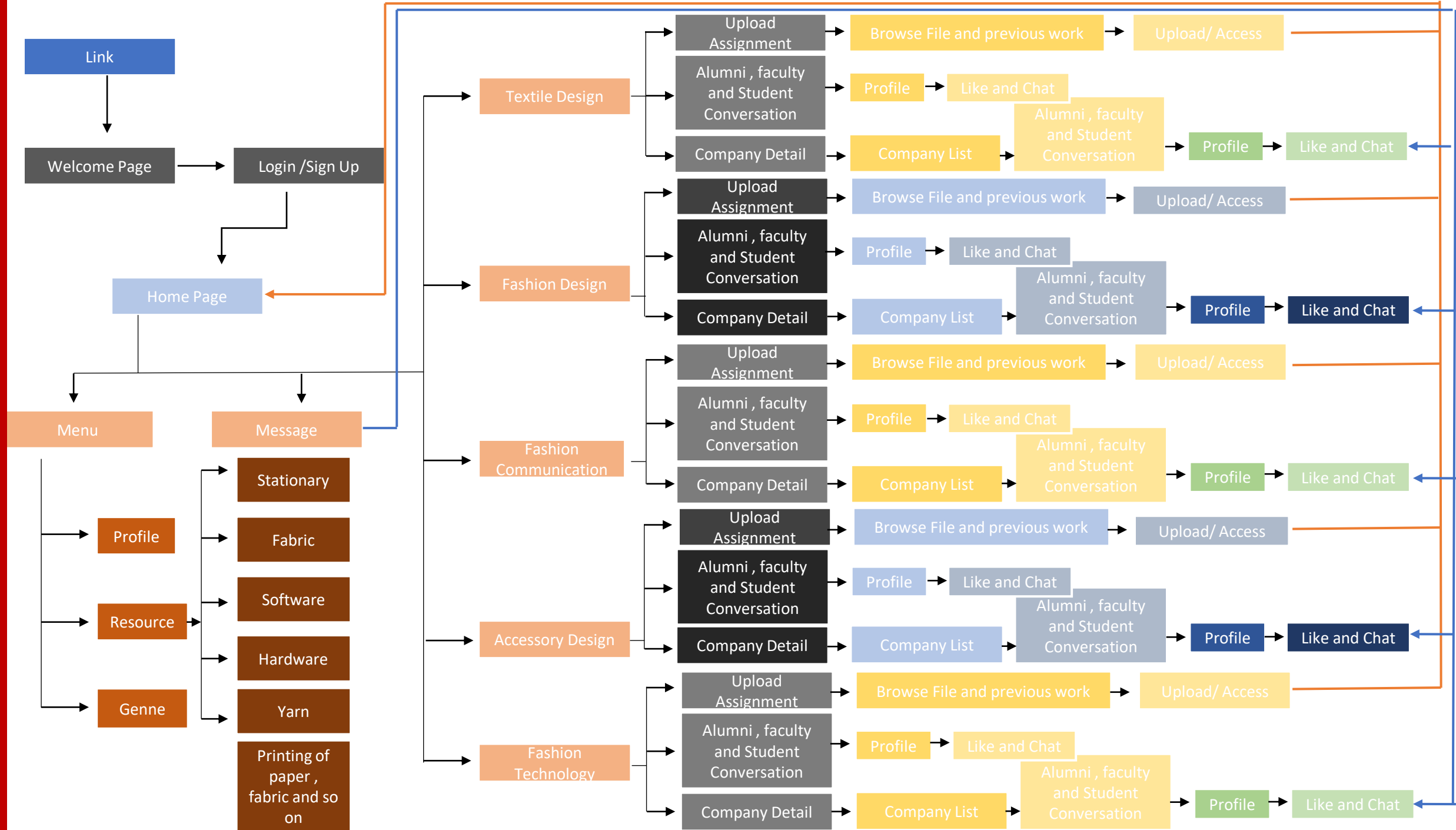
1. Peaceful Life
2. Knowledge about different softwares
3. Secured Job

Motivation

Latest Technology

Logical Mind

Skillful Work



USER JOURNEY MAP

Action	To Find company for GP	Choose the company according to the requirement	View company contact details	View the list of alumni worked there	Chat
Task List	<ul style="list-style-type: none"> Select Department Select company detail 	<ul style="list-style-type: none"> View the list of companies Select the required company 	<ul style="list-style-type: none"> From the selected company view its detail 	<ul style="list-style-type: none"> Click on a alumni list Select whom you want to contact with 	Click on chat and start the conversation
Feeling adjective	Confused about the company name and detail	Excited to see the companies list	Relax to find company detail on same platform	Curious to know about the work culture from alumni	Relaxed after getting lots information through conversation
Improvement Opportunity	Providing Gp opportunity in concise way or in single platform	Providing awareness about the company	Provide direct access to company's contact	Provide engagement opportunity with the people	Provide chat feature on a single platform

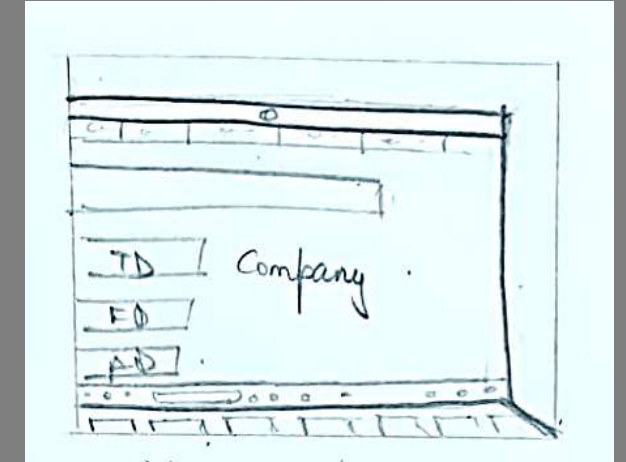
STORY BOARD



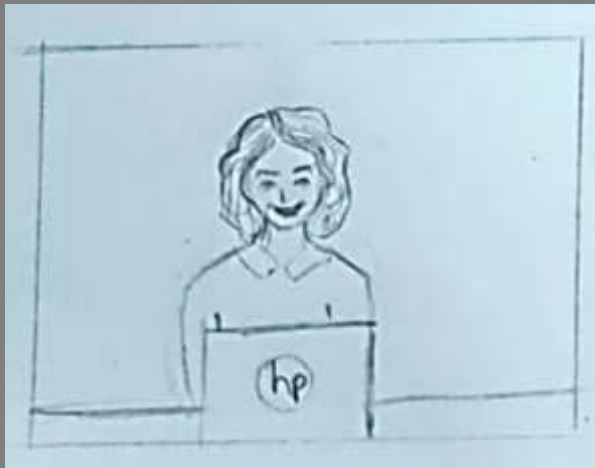
She is sad because she is not getting company's detail



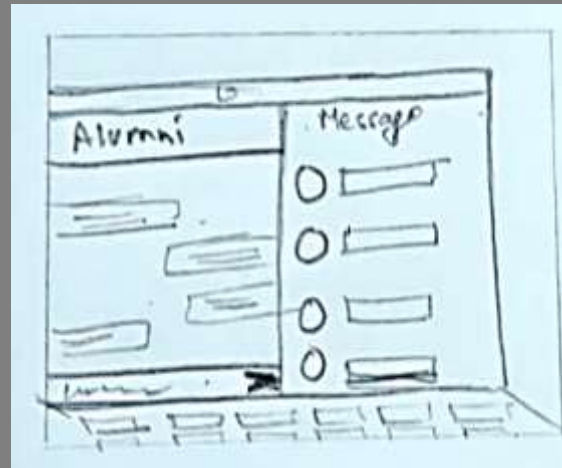
Her class teacher suggested about this new website



She explored the website



She got excited after seeing the list of company with lots of details



She got opportunity to talk to alumni or company employee



She got excited after she found a Graduation Project

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☒ FT

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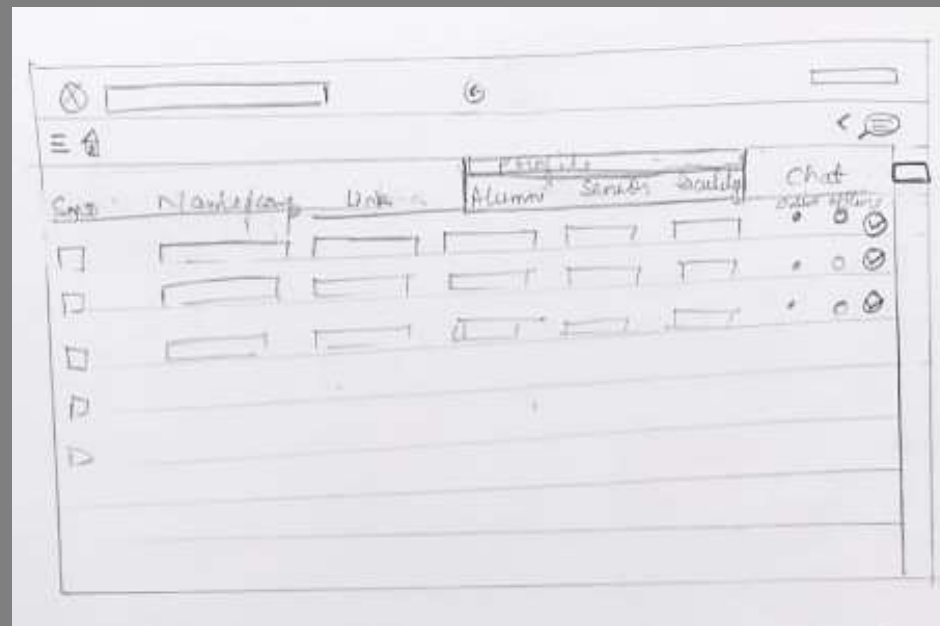
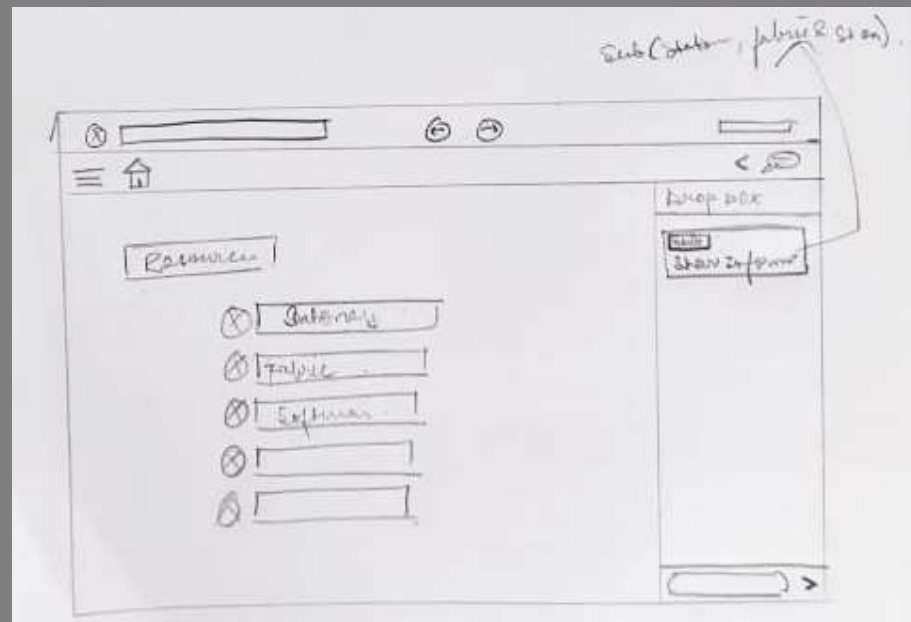
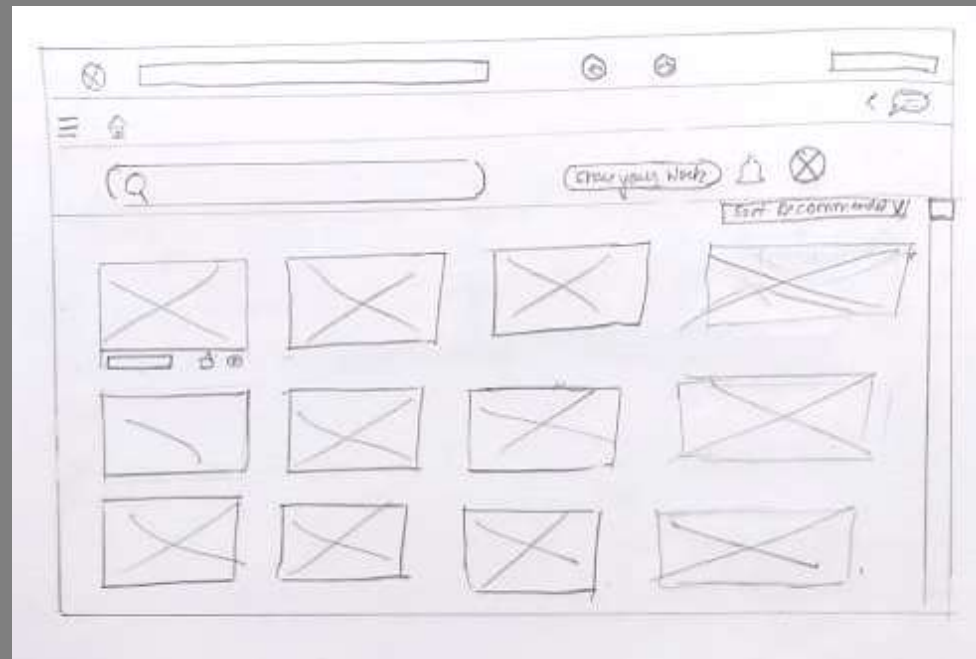
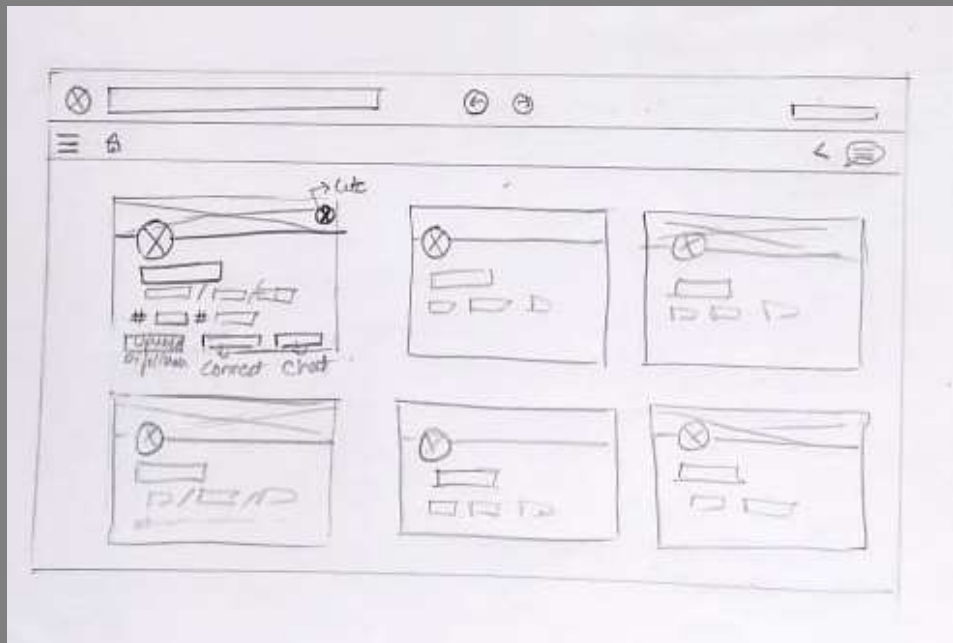
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<https://www.figma.com/proto/8QT5RFDYaB0CT0RYRV0NK1/web-design-for-college-student?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>

PROTOTYPE - Hi - Fidelity Prototype

Based on NIFT Theme



राष्ट्रीय फैशन टेक्नालॉजी संस्थान
National Institute of Fashion Technology

About Nift

Academics

Admission

Nift Campus

MAJOR EVENTS

Fashion Innovation and Sustainable Design for Circularity

International Conference 2023 'India@100; Building 'Atmanirbhar' Bharat From Farm to Fashion to Future' at NIFT Gandhinagar

'NIFT Journal of Fashion' invites research articles for its second volume

Campus Placements 2022

TEDX NIFT Bengaluru

Azadi ka Amrut Mahotsav

Integrity Pledge

Shahi Chair at NIFT

INDIAsize Project

VISIONXT Project

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Registration open for all Academic Programmes from 1st November, 2022 to 31st December, 2022 for Admissions-2023

Prospectus-2023

NIFT Admission-2023

Guidelines

Sample Question Paper

Programmes offered

WE ARE HIRING

Recruiting various positions for NFDI. The last date for submission of the application form is 31.12.2022

Recruitment for the post of Project Engineer, Deputy Director (F&A) and Assistant Executive Engineer in NIFT

Result Declaration - Campus Director & Project Engineer-Advt. No. 01/Estt/NIFT-HO/2022

Schedule of Technical Test for the Post of MIS Coordinator-Advt. No. 07/Direct Rectt-Contract/MIS Posts/2019.

Declaration of Result for the Professor-Advt.No.02/Rectt/Professor/Cont&Depu/Mar /2021

Declaration of Final Result of Assistant Professor - 07/Assistant Professor/Contract/2021





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
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	<div>Mohit Gupta Textile Design Faculty</div> <div>Send me your Portfolio.</div>	Yesterday
	<div>Anil Agarwal Fashion Communication Alumni</div> <div>Ok, I will let you know</div>	Wednesday
	<div>Shradya Pandey Textile Design Student</div> <div>Ok, Thank You</div>	Monday
	<div>Akshat Mishra Fashion Design Alumni</div> <div>Is there any vacancies??</div>	24/11/2022
	<div>Manish Damini Textile Design Alumni</div> <div>Will Check on it.</div>	22/11/2022





Shivani Kumari

Textile Designer | Print
| Student | Lifestyle

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BATCH : 2019 - 2023



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Shivani Kumari

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Design Innovation for Sustainat
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Shivani Kumari

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Wednesday

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Shradya Pandey | Textile Design | Student

Monday

Ok, Thank You



Akshat Mishra | Fashion Design | Alumni

24/11/2022

✓ Is there any vacancies??



Manish Damini | Textile Design | Alumni

22/11/2022

Will Check on it.



Type a message



My Resume

11:20 am ✓

Oh

11:20 am ✓

Ok, Thank you

11:20 am ✓



Resources

Fabrics

Stationary

Softwares

Hardware

Printing Of Paper And Fabric



Shivani Kumari

shivani.kumari@nift.ac.in

About

Seeking a challenging career with the progressive organisation that provide an opportunity to capitalise my skills and ability in the field of Textile Designing

Work Experience

Profile (Student/Faculty/Alumni)

Phone

Work Experience (Company/Internship/Project)

Add Experience

Skills

Skill 1

Skill 3

Skill 2

Add Skills

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Shivani | Textile Design | Student



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