

# Hello, I'm Sumit UX/UI Designer

Along with that, I'm an **Engineer** and an **Entrepreneur**.

I create better experiences for ~~users~~ **people**.  
I have a flair for crafting **user-centric experiences**, where my artful touch extends to art **posters** and capturing moments through **photography**.

Engineer

Entrepreneur

UX/UI Designer



# STOP!

if you are pressed by time, focus on  
the **bold words** to capture the essence  
of my identity, capabilities, and  
work approach.

You can either **scan QR codes** or  
**click links** next to them for more  
information wherever possible.

## About Me

My path from engineering to **self-taught UX Design** is a story of **curiosity** and **innovation**.

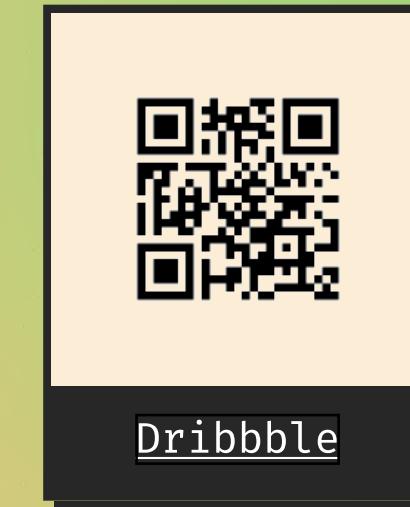
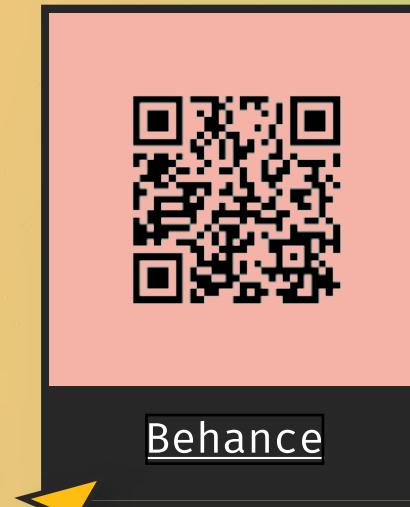
While engineering honed my **problem-solving skills**, a deep desire to learn drove me to explore the world of UX/UI Design. This exciting transition fueled my **entrepreneurial journey**, co-founding EasyQB. It was a leap into the world of **market research** and **connecting with users**.

My design philosophy revolves around **sparking emotions** and encouraging **creative thinking**, just like my digital art posters. Beyond my work, I find joy in **free-style photography**, **travel**, **badminton**, and **yoga**.

My dream is to  
go to Config!

## Skills

- UX Research
- Empathy Map
- Sitemap
- Wireframing
- User flows
- Design Systems
- Prototyping
- Usability Testing
- HTML
- CSS
- JavaScript



Scan or click the links

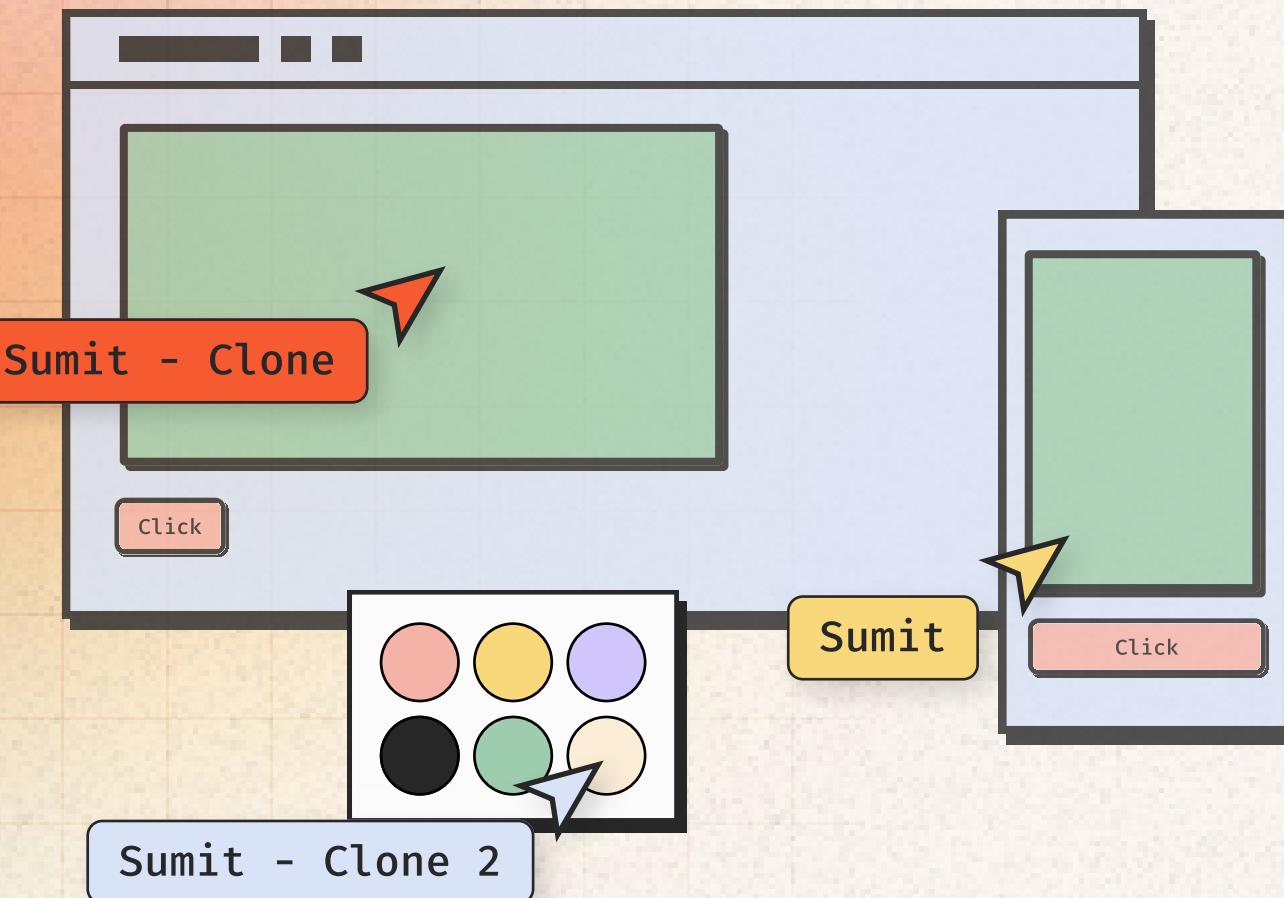
# My Work

This portfolio showcase **three of my projects** that I've worked on during my journey of **learning UX/UI Design**. Through these projects, I have gained **valuable practices** for effective work.

- 1. Florista App  
Role: **UX Researcher**
- 2. Easy QB  
Role: **Co-Founder & UX/UI Designer**
- 3. Rewards Convertor App  
Role: **UI Designer**
- 4. Digital Art Posters
- 5. Free-style Photography

UI/UX Design

Misc. Work



# Florista App

This is a project done as a **UX Researcher** in collaboration with other designers. This is one of my **best executed project** as I had the privilege to go through entire research and ideate process (excluding visual design).

The aim of this application is to provide a solution that **simplifies the flower ordering process**, catering specifically to busy flower enthusiasts.



Scan or click [here](#)  
to see the entire process

A grid of 12 wireframe screens arranged in three rows of four. The screens show various pages of the Florista App, including:

- Search results for "About the Florist".
- Current Order Details showing a total of XXXX.
- Checkout steps: Order Type (Pickup selected), Pick Order From, Pickup Time (Later selected at 17:00), and Proceed To Payment.
- Payment Information screen.
- Curated For You section.
- Popular Among Neighbours section.
- For Special Occasions section.
- Florists Near You section with a map.
- Flowers for occasions section.
- Blogs & Tips section.
- Checkout steps: Place Order.

Each screen includes navigation links at the bottom: Home, Smart Suggestions, Orders, Blogs & Tips.

# Understanding the user

I kicked off the project with some **research** and **interviewing people**. This helped me gain **valuable insights**. I already has some points in my mind, but to **remove the bias** I got in touch with one of friends which **buys flowers on a regular basis**. At the end of the interviews I was able to create 2 user personas (shown in next screen).

1  
Time Constraints

2  
Choice Overload

3  
Occasional Forgetfulness

4  
Delivery Hassles

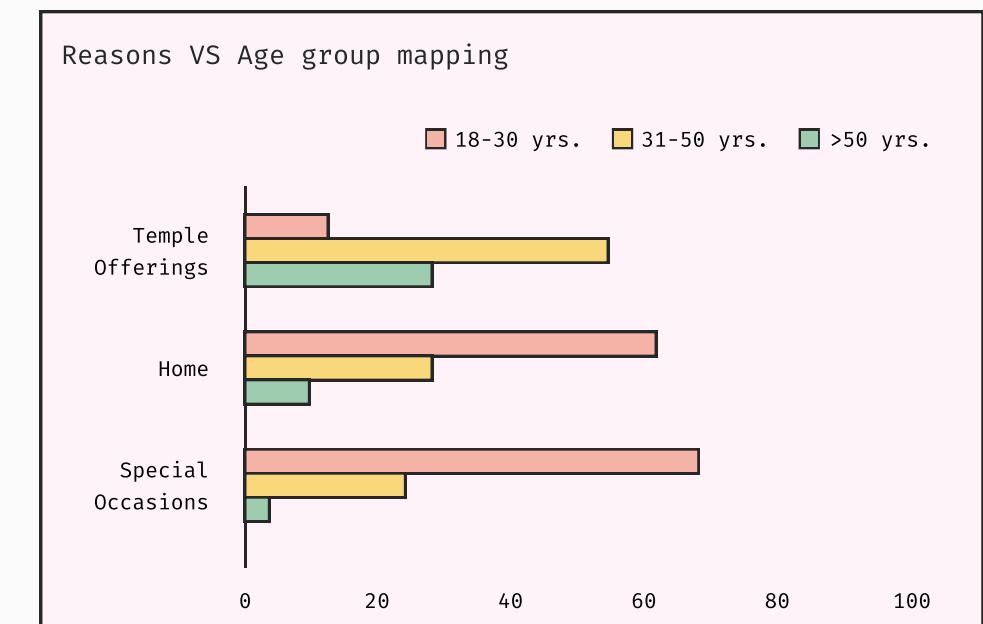
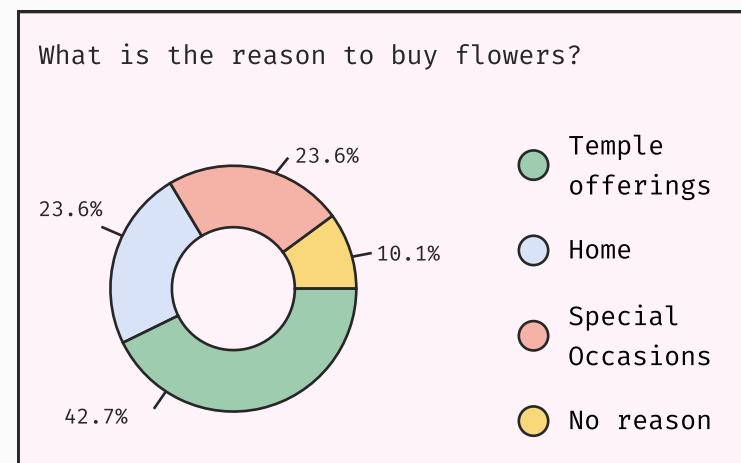
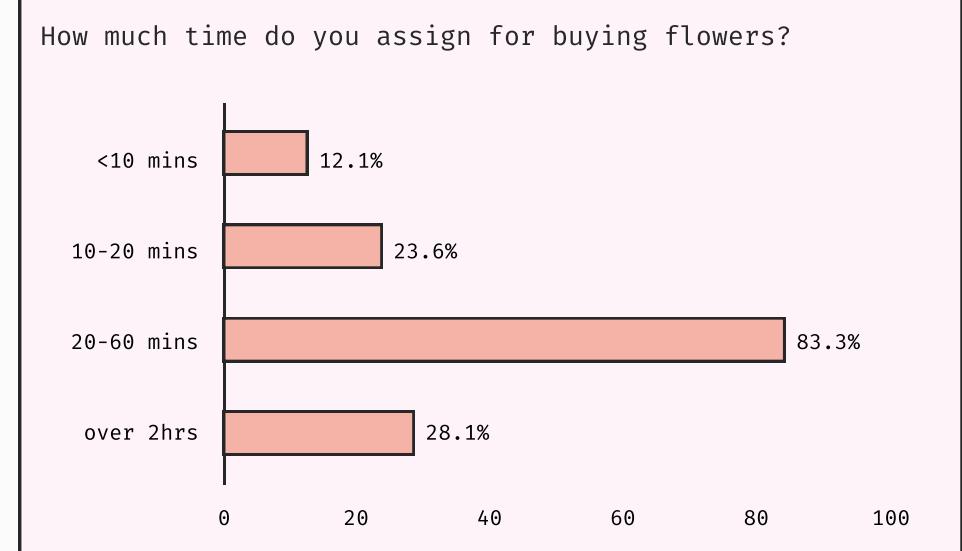
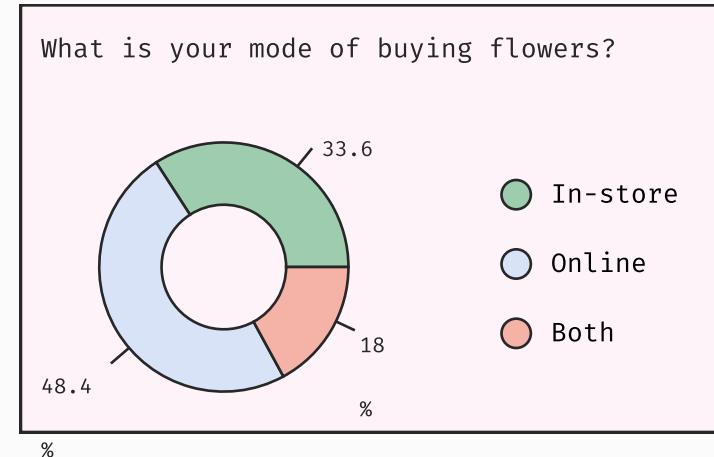
Common Pain Points

# User Research

I kicked off the project with some **research** and **interviewing people**. This helped me gain **valuable insights**.

It was very clear that **younger generation tend to buy flowers more**.

Another interesting thing was how **older people occupy a large portion** of flower buying market. So they can't be neglected while designing the app.



Interesting trend to note between younger age groups and reasons to buy flowers.

# Meet the users



*“Customer satisfaction is the number one priority for me.”*

**Goals**

- Loves walking the customers through the flower catalogue
- Wants to provide best suggestions for the flowers the customer want
- Wants to attend customers efficiently.

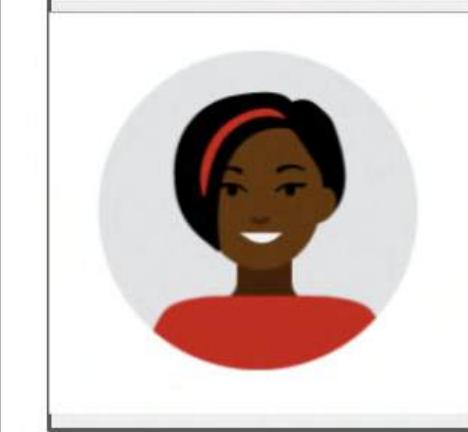
**Frustrations**

- Most of the time people are not aware of what they want
- Have to spend a lot of time walking people through the catalogues.
- Hate letting down the customers.

Ricky is a young person and a helper at a florist shop in my city. They works part time at a flower shop and the owner of the shop has their business on justdial.com from where they get queries related to ordering and pricing of flower bouquets.

**Ricky**  
Age: 22 yrs  
Education: Pursuing Bachelors  
Hometown: Amritsar  
Family: Unmarried  
Occupation: Part time florist

User Personas



*“I love helping people in choosing the flowers to make the celebrations more merrier.”*

**Goals**

- Helping customers choose what's best for what.
- Wants whole process of suggesting and choosing the flowers more streamlined.
- Wants more time with her family.

**Frustrations**

- Sometimes it's hard to understand customer's interests.
- A lot of time gets wasted if customer is not aware what they want.
- Whole process of getting things online is not easy for her.

Ms. Rita is a 40 yrs old flower shop owner. She had been running the shop alone for more than a decade now. She gets moderate amount but big clients. She loves her business and also her family. She wants to spend more time with the family.

**Rita**  
Age: 40 yrs  
Education: Bachelors  
Hometown: Amritsar  
Family: Husband & 2 kids  
Occupation: Florist

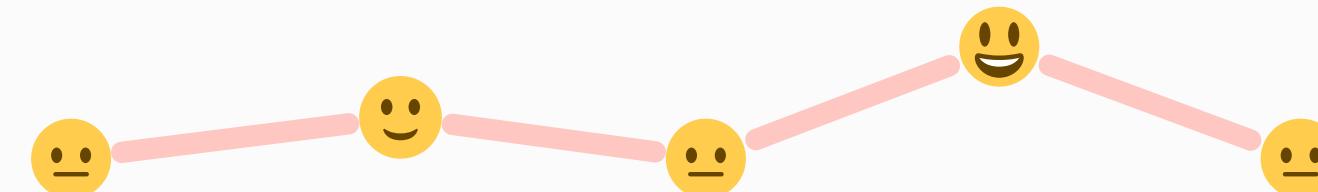
# User Journey

From the perspective of a customer who wants to **order some flowers**, I took a different approach created a persona which also **captured** what sort of **emotions the user went through** during different stages of the app and what were the **opportunities for improvement**.

## Persona: Ricky

Goal: Order a flower bouquet and pick them up on his way home

ACTION	Determine the type of flowers to buy	Find the closest florist to their home	Choose the flowers to make the bouquet	Order the bouquet	Pick the order on the way home
TASK LIST	Tasks  A. Find the flowers suitable for the occasion B. Use some blogs C. Determine which flowers to buy	Tasks  A. Use map app B. Check opening and closing times of the shop	Tasks  A. determine all the flowers B. check the bouquet after choosing	Tasks  A. order the bouquet B. select the payment method to pay for the bouquet	Tasks  A. open the map app to find the shop B. follow the signs
FEELING ADJECTIVE	• Confused • Intimidated	• Hopeful • Overwhelmed with all the options	• Confused • Satisfied	• Contented • Happy • Alert	• Thrilled • Confused
IMPROVEMENT OPPORTUNITIES	• Flower suggestions	• Better wayfinding • Accessibility key on map app	• Flower explanations • Explanations about allergies (if any)	• Notifications for the order updates	• Better wayfinding • Accessibility key on map app

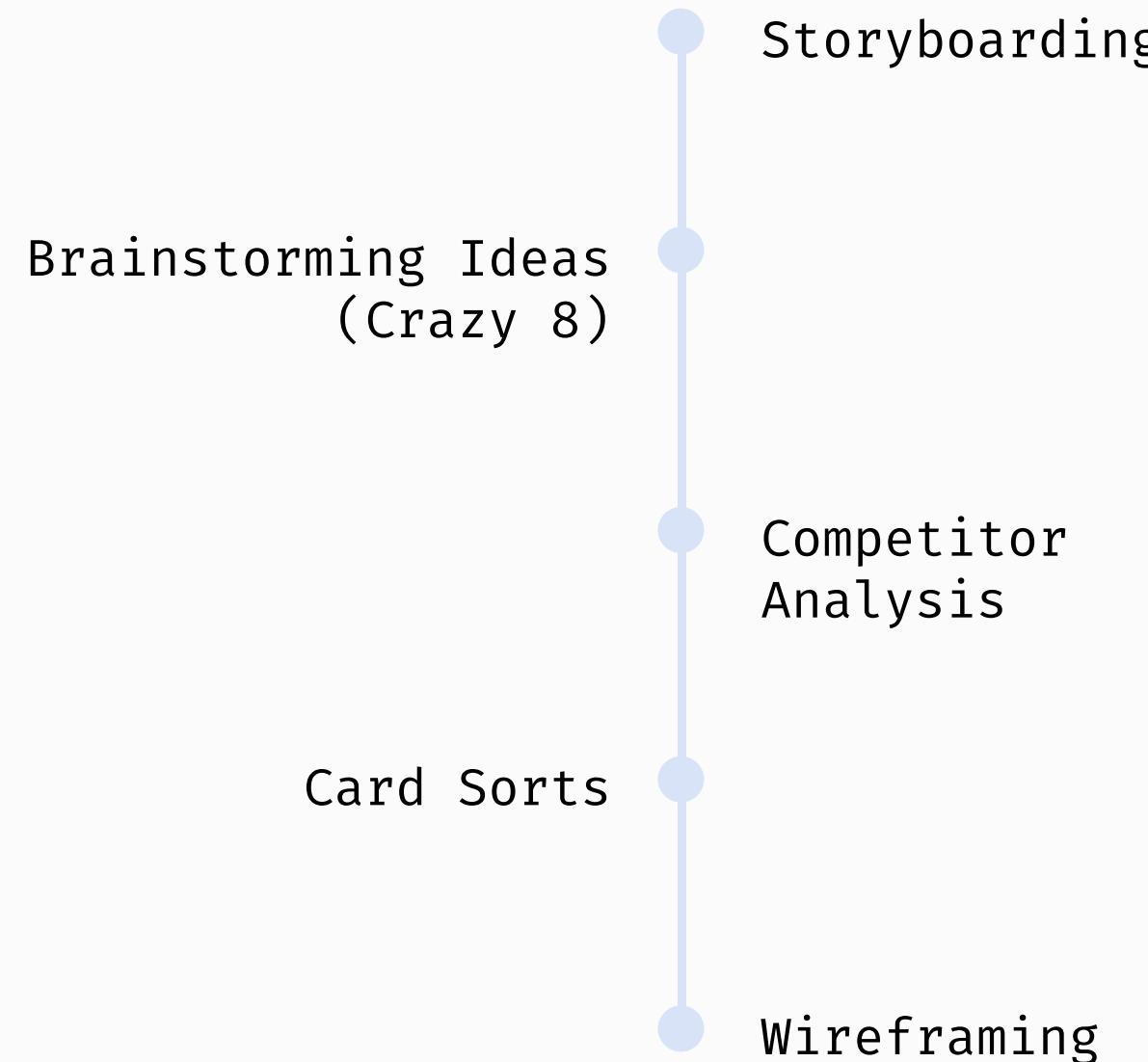


# Ideation

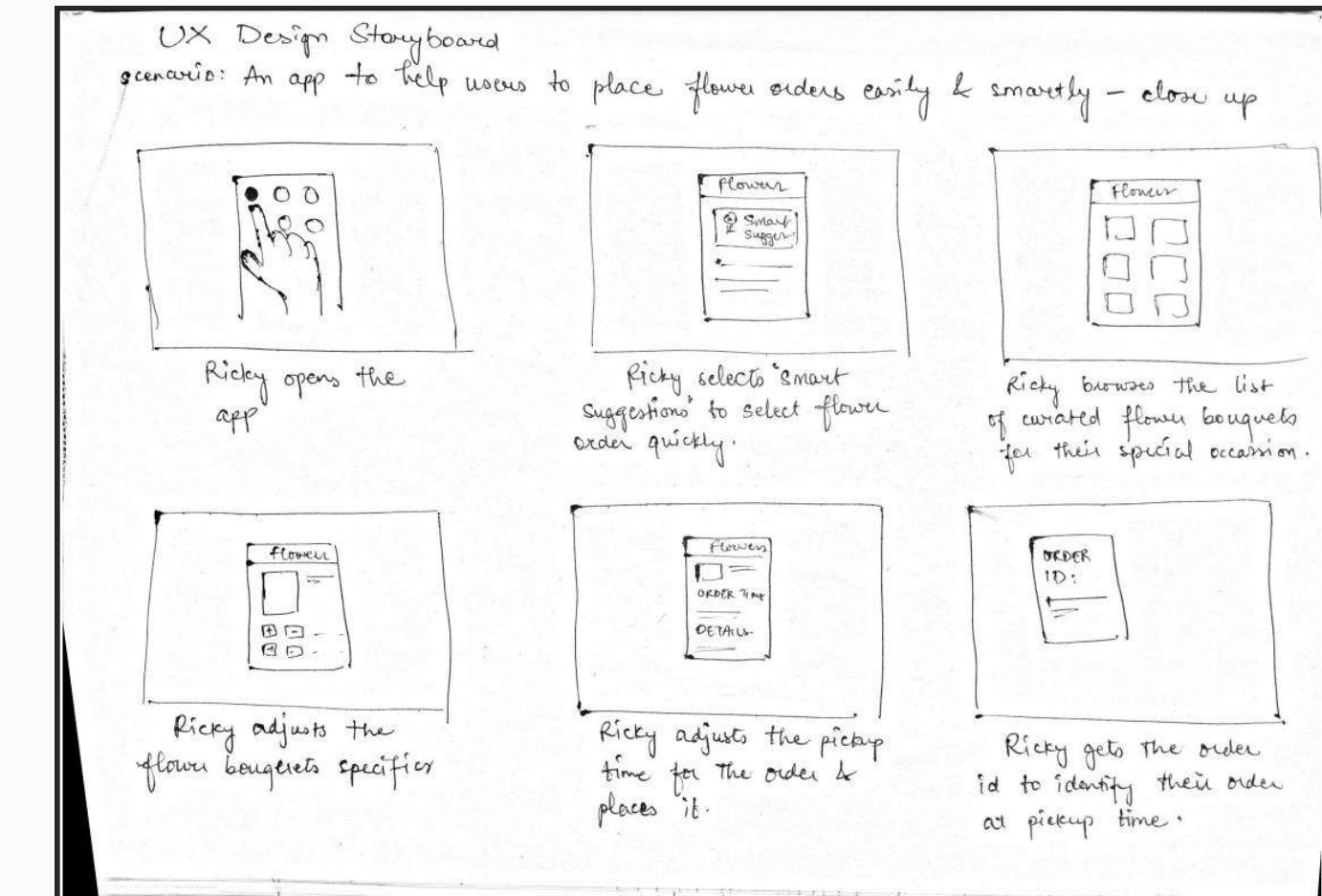
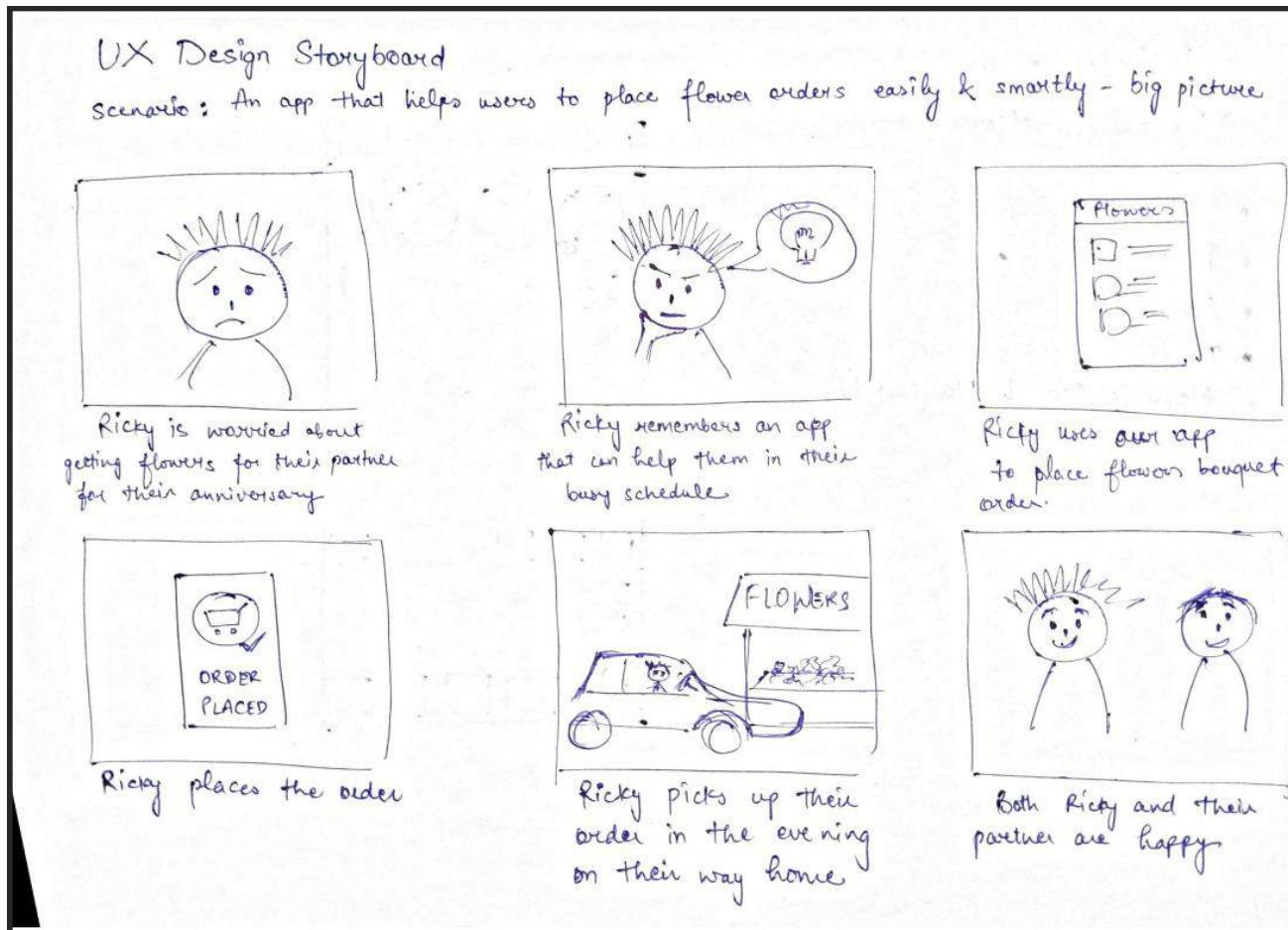
It was now the opportune moment to consolidate our insights and **initiate the ideation process.**

This process is quite original for me due to following reason:

1. Storyboarding showed how the **app fits into daily life.**
2. Crazy-8 exercise let me **jot down any idea.**
3. Competitor analysis **reduced bias** and provided **insights from other apps.**
4. Card Sorts helped **prioritize important features** for MVP.



# Storyboarding



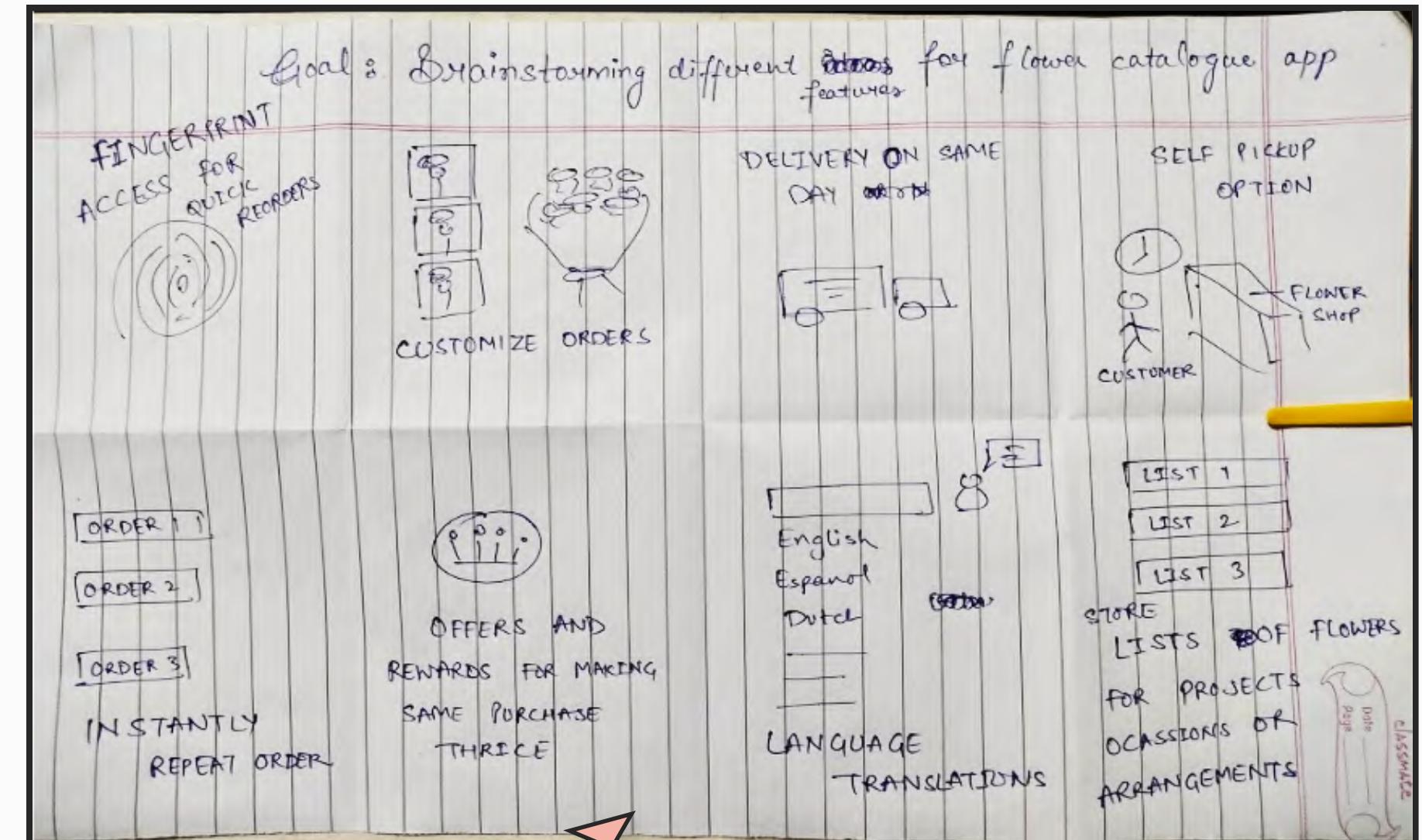
Storyboarding (big picture)

Storyboarding (close up)

# Brainstorming

Here I was just letting my thoughts run wild using **Crazy 8 technique**.

The goal here was to come up as many features as possible, which will help in **engage and retain** the people.



Crazy 8 Exercise

# Card Sorts

Easy-to-use app design	suggestions for the flowers	filtering when selecting	flowers information like allergies	searchable by scientific as well as common names
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
seach for florist near a location	reviews about the flower shop	place order online	notification about order placed	directions to the flower shop
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
referrals discounts	order cancelling fee	booking for big events	pictures of flowers	options for extra accessories
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
clear indication of total amount	click pictures of flowers to order	mothly subscription		
Sumit Kumar	Sumit Kumar	Sumit Kumar		

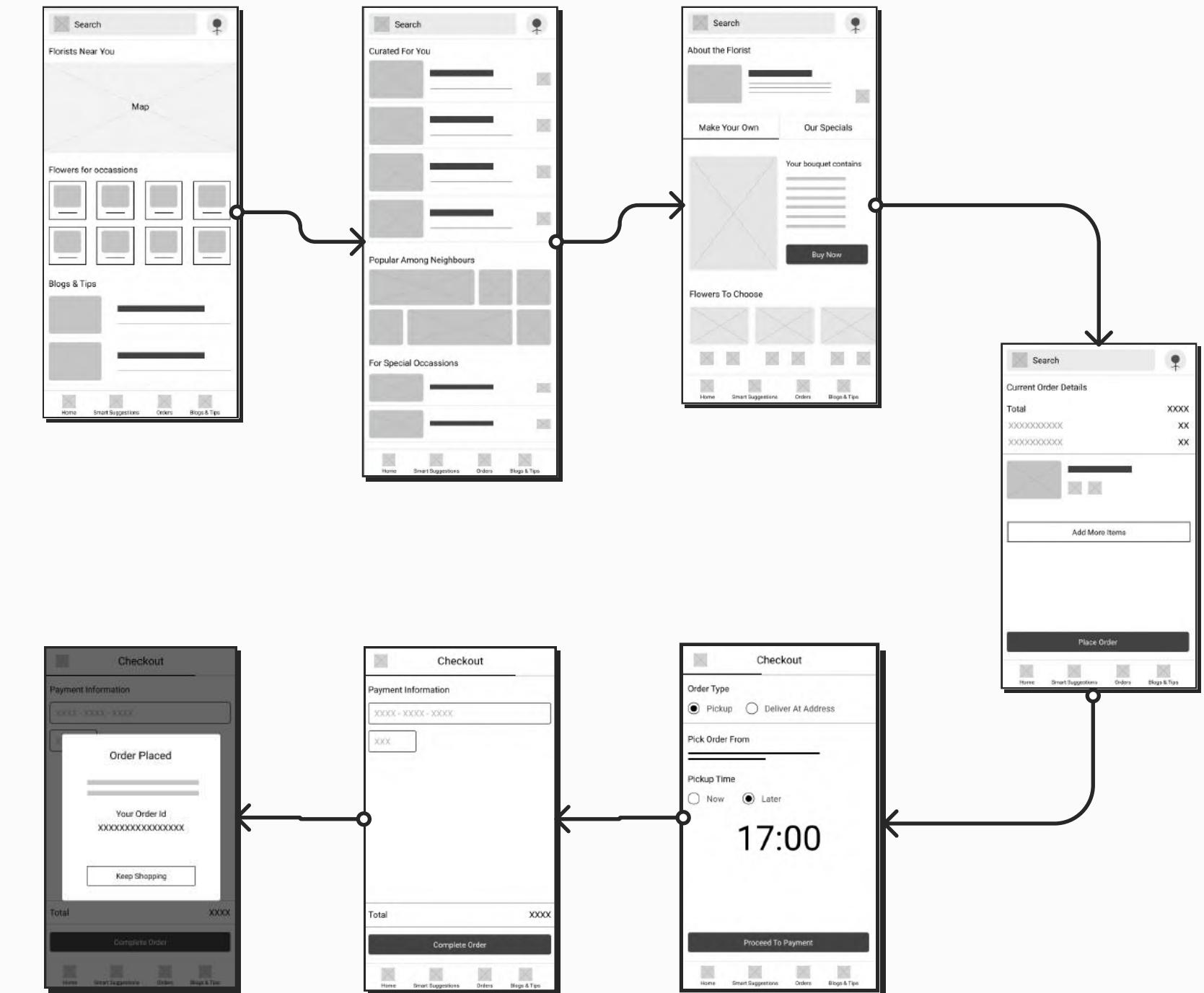
Accessible	Cost	Reliability	Informative
Easy-to-use app design	order cancelling fee	reviews about the flower shop	suggestions for the flowers
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
filtering when selecting	options for extra accessories	notification about order placed	flowers information like allergies
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
searchable by scientific as well as common names	mothly subscription	seach for florist near a location	pictures of flowers
Sumit Kumar	Sumit Kumar	Sumit Kumar	Sumit Kumar
Features to focus on			

# Lo-fi Wireframes

Through extensive **research**, **user-centric analysis**, and the iterative design process, I've had the privilege of crafting a set of comprehensive **low-fidelity wireframes** that serve as the foundational blueprint for our upcoming high-fidelity design phase.



Scan or click [here](#) to see the interactive lo-fi wireframe



# Easy QB

Easy QB is a product that my friend and I **co-founded**.

My primary responsibilities revolved around **Information Architecture (IA)**, **design, wireframing, and high-fidelity designs**. Subsequently, I transitioned to the front-end development phase, where I contributed to bringing our product to life.



Scan or use [Easy QB](#)  
to see the live product.

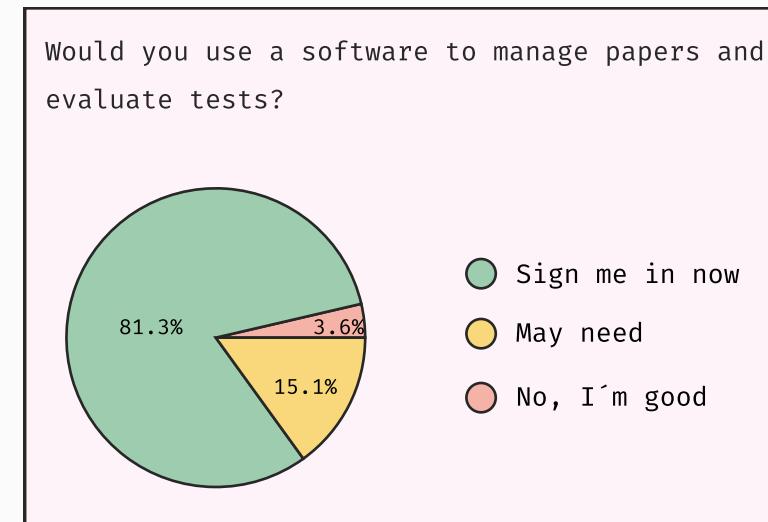
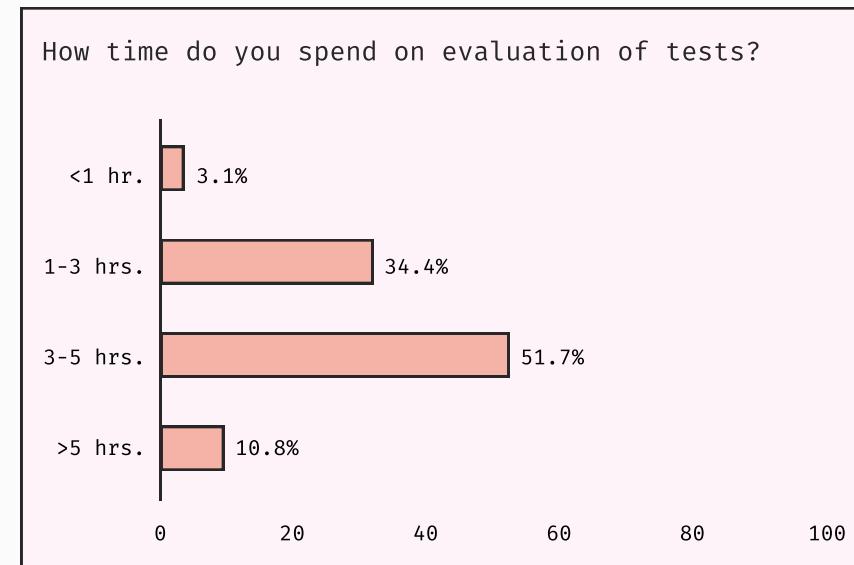
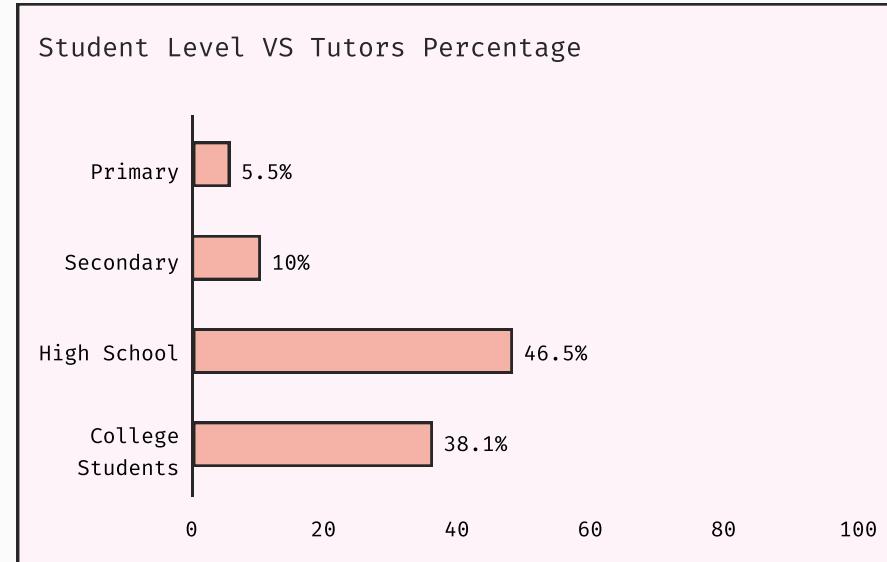
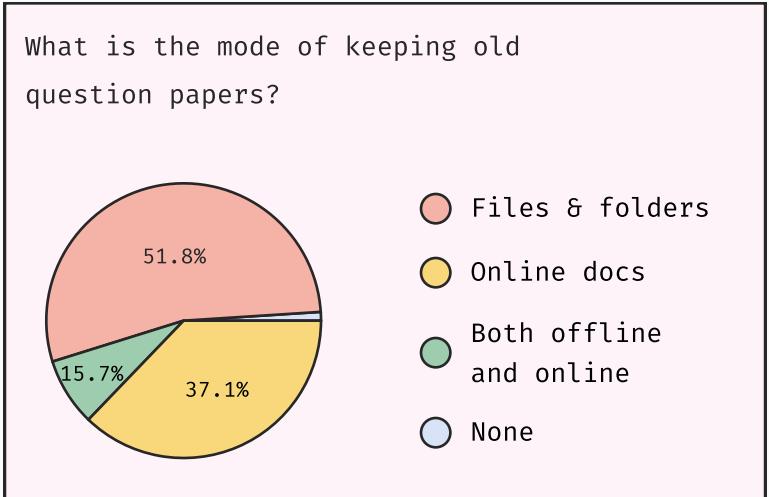
The screenshot shows a software application titled "Your Tests". The interface includes a sidebar with navigation links: "Questions", "Students", "Analytics", and "Profile". On the right, there is a table listing six tests. The columns in the table are: Test Name, Number of questions, Validity, Duration, Test Status, Average Pass Rate, and Actions. The data in the table is as follows:

Test Name	Number of questions	Validity	Duration	Test Status	Average Pass Rate	Actions
Physics Test 1	30	Nov 1 - Nov 30, 2022	2 hrs 30 mins	Draft	-	
+2 Midsem Test	10	Nov 1 - Nov 15, 2022	1 hr	Expired	75%	
Chem - Organic	20	Nov 1 - Nov 30, 2022	2 hrs 30 mins	Live	80%	
Maths - Geometry	10	Nov 1 - Nov 30, 2022	2 hrs 30 mins	Live	45%	
Batch 1	30	Nov 1 - Nov 30, 2022	2 hrs 30 mins	Live	30%	
Batch 1	30	Nov 1 - Nov 30, 2022	2 hrs 30 mins	Draft	-	

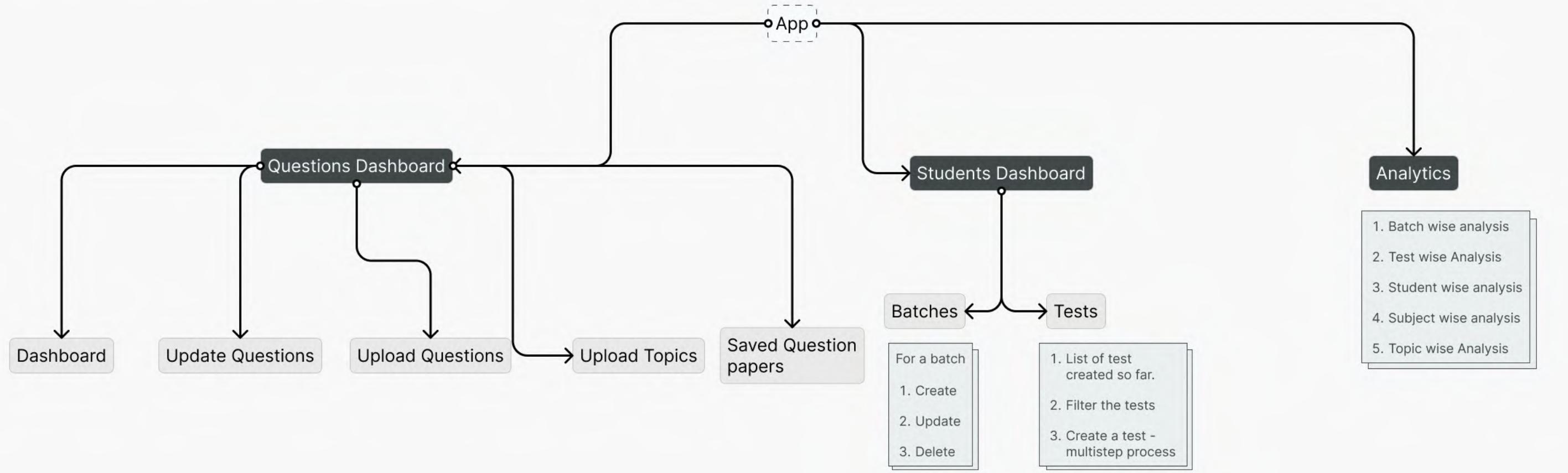
# Problem definition

I kicked off the project with some **research** and **interviewing tutors and using surveys**. The insights I got were:

1. A high percentage of tutors still use files and folders.
2. Market in the area is saturated with tutors focusing on high school and college students.
3. A lot of time is wasted on evaluation of tests.
4. Even percentage of tutors spending more than 5 hrs. on evaluation is non-negligible.
5. A lot of tutors wanted a digital solution for question paper management and automatic evaluation.



# Information Architecture



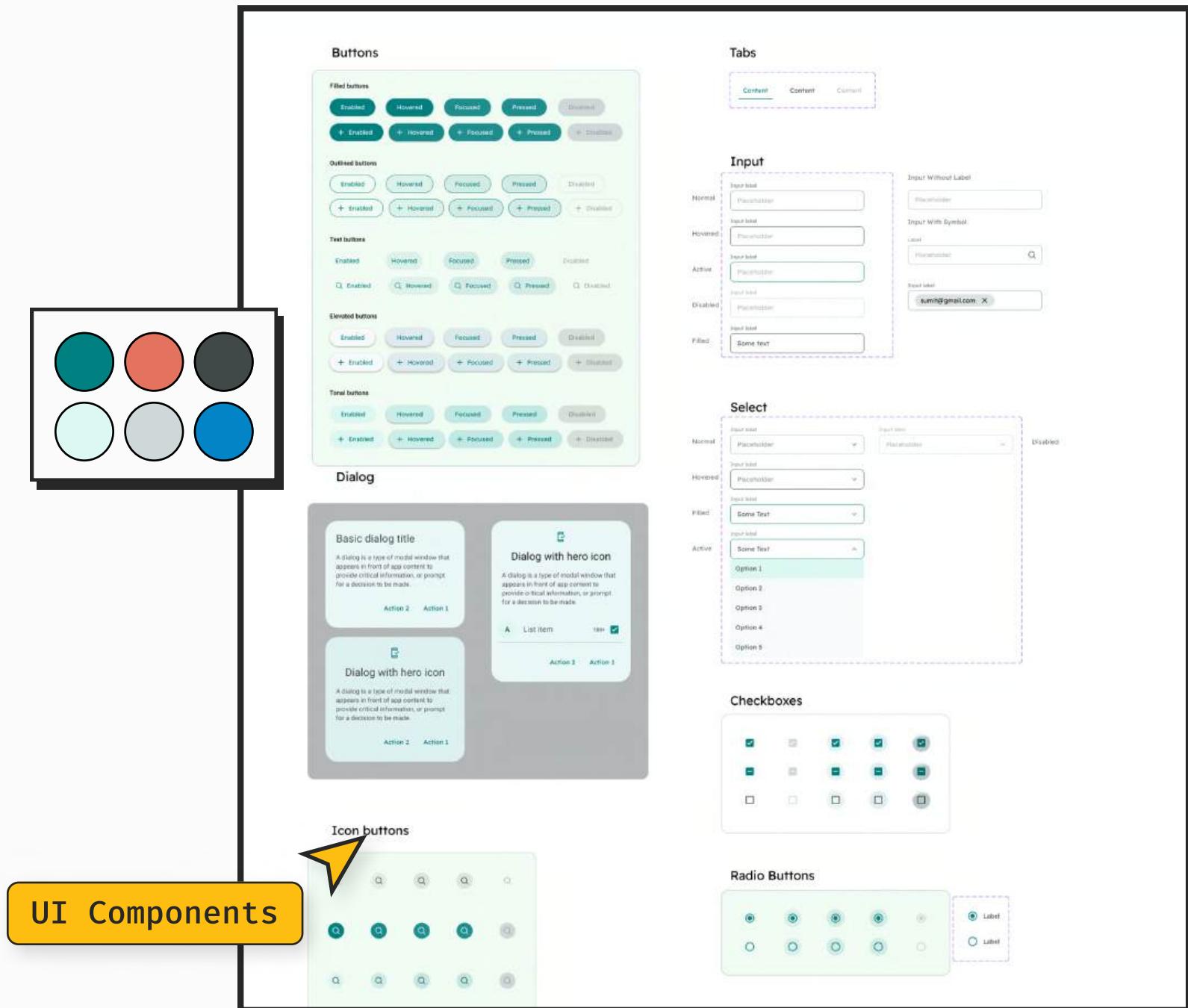
# Solution

I chose a **different approach** for EasyQB, opting for **Double Diamond Framework**. This framework includes understanding the problem, defining the solution, and progressing with development and delivery.

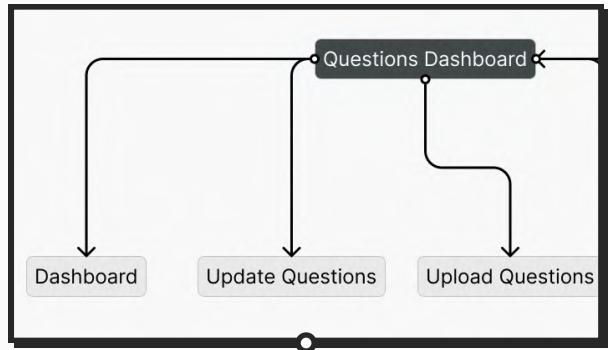
To maintain a **consistent visual experience**, I created a UI kit, including fonts, icons and components.

Due to desired functionalities, the application was desired to be just for large screens.

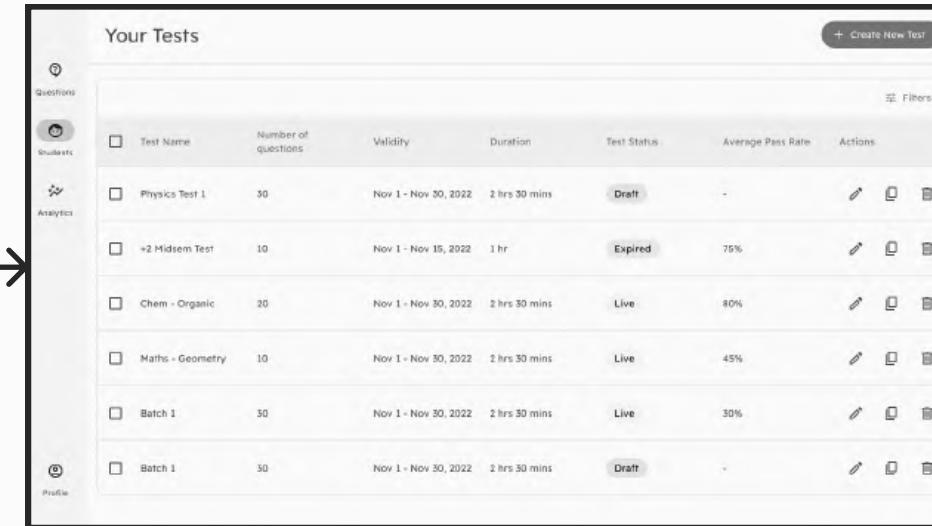
UI Components



# Idea → UI



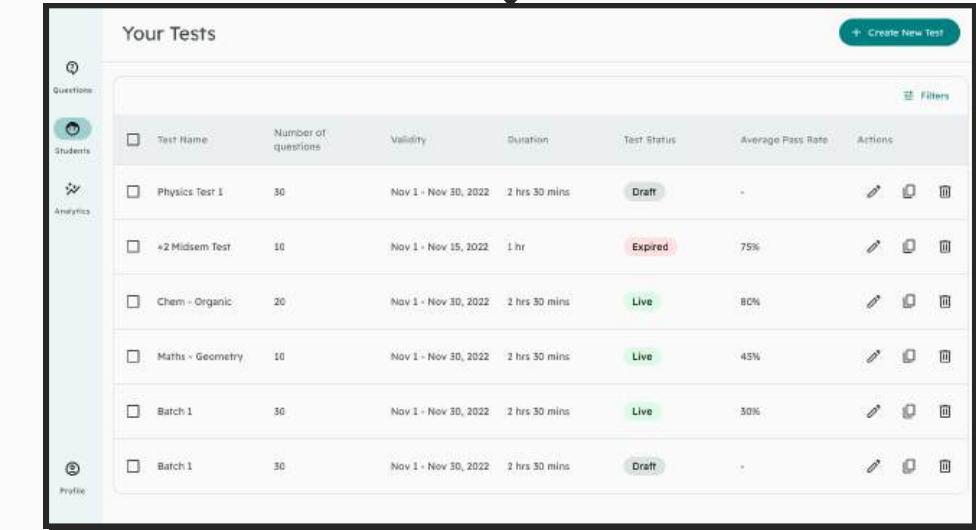
Information Architecture



Mid-fi Wireframe

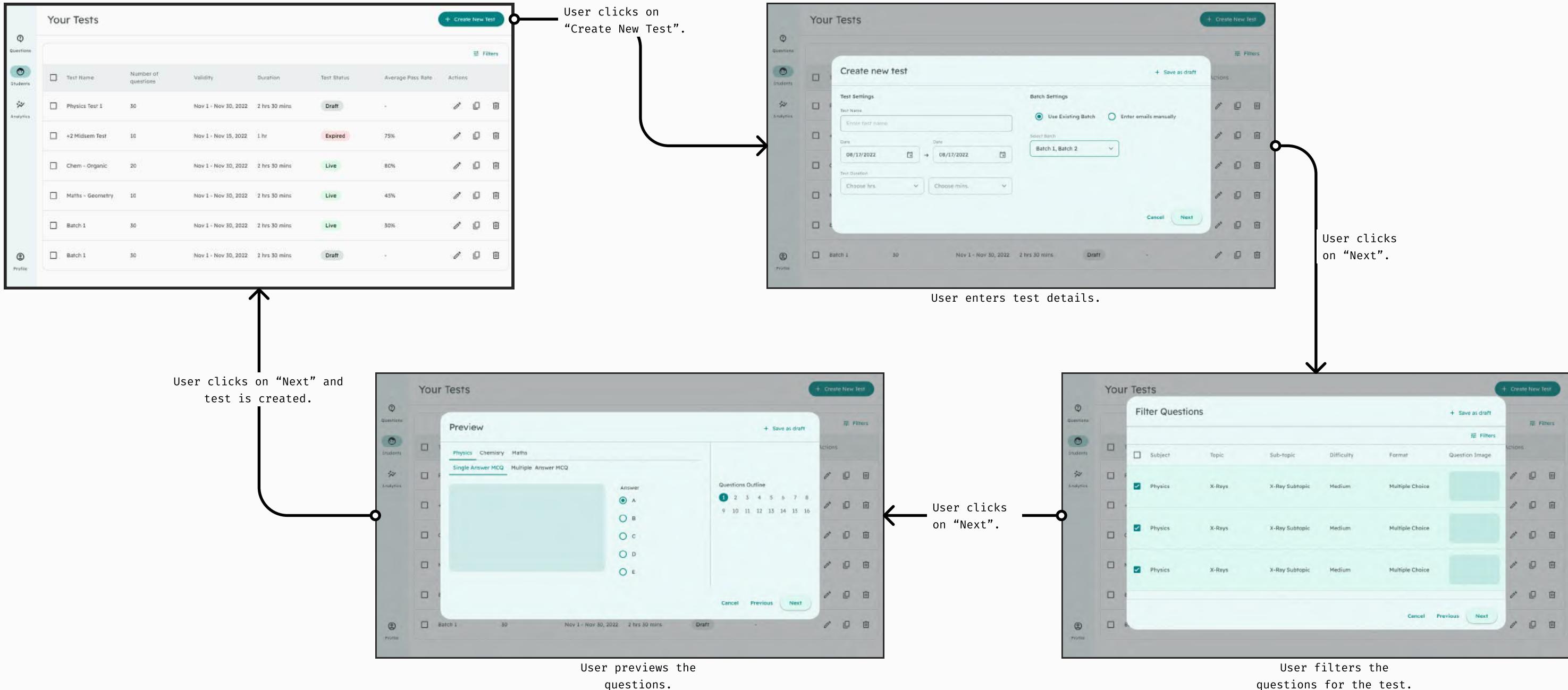


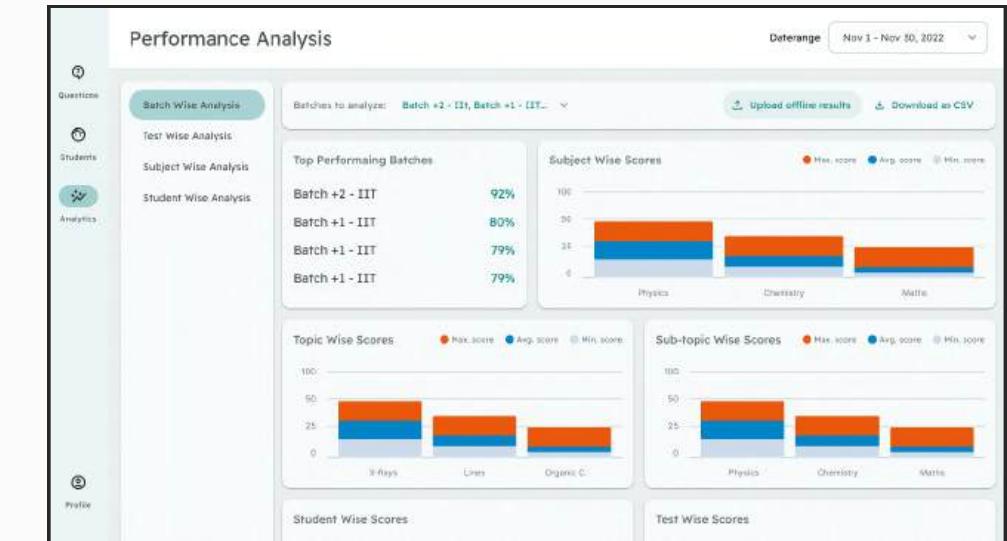
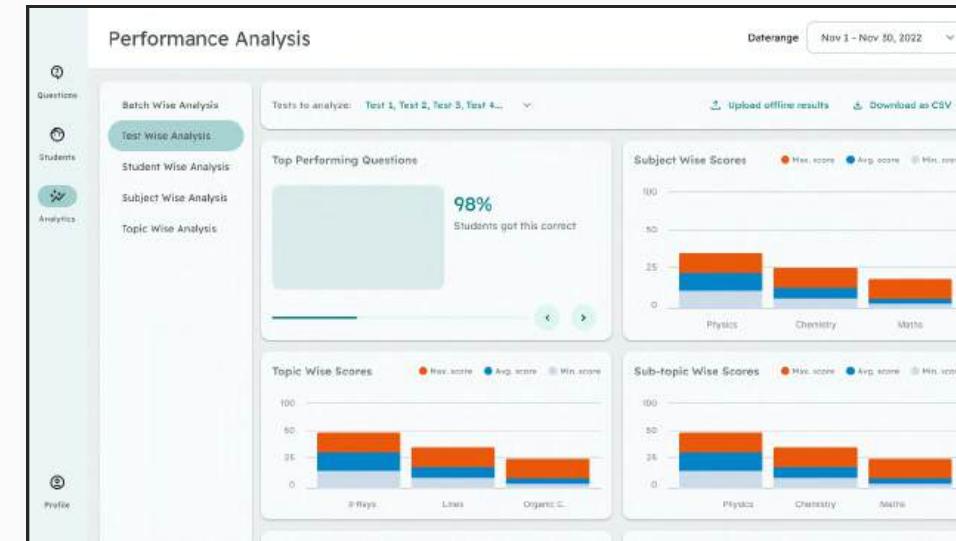
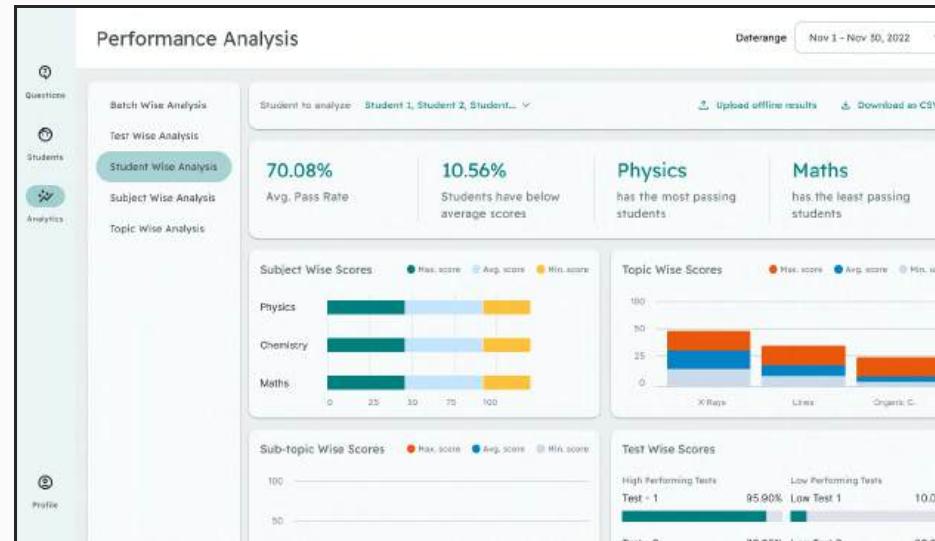
Iterative Process



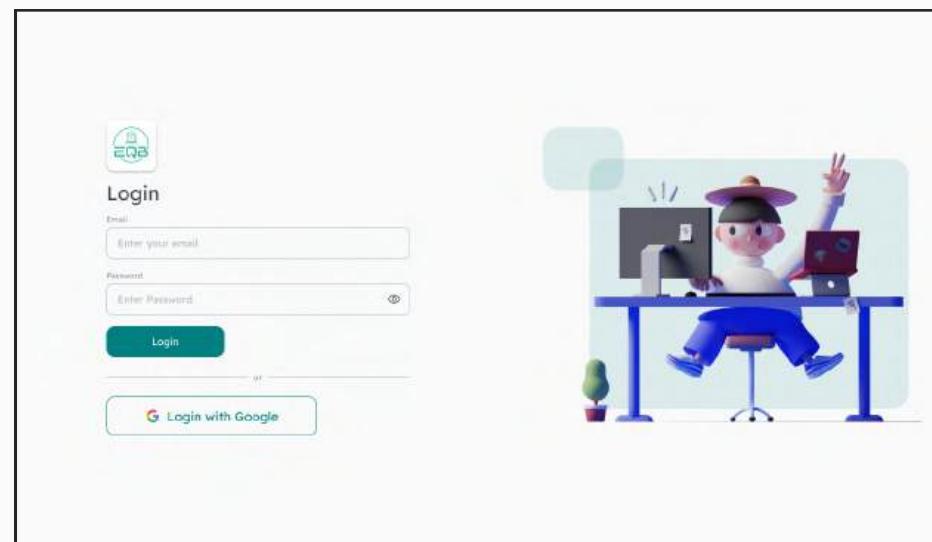
Hi-fi Wireframe

# Final UI

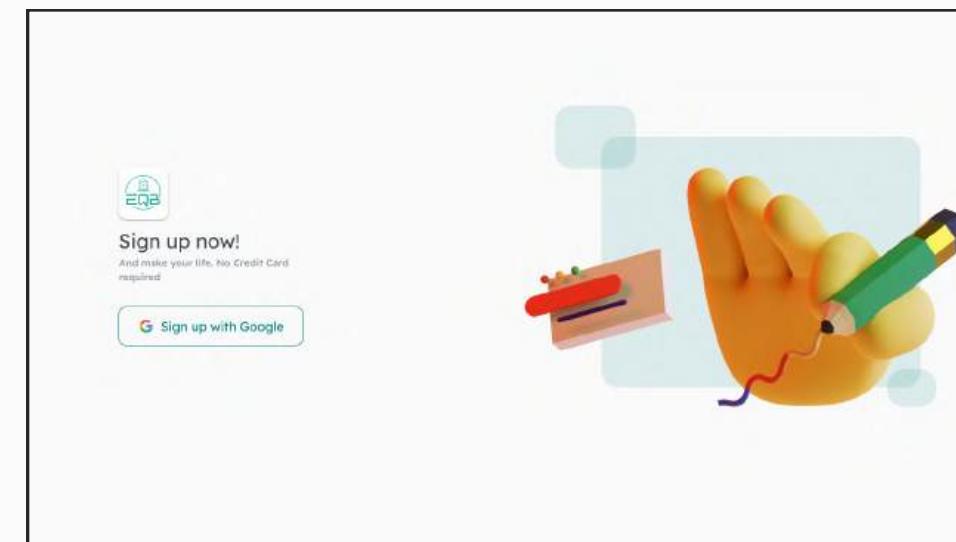




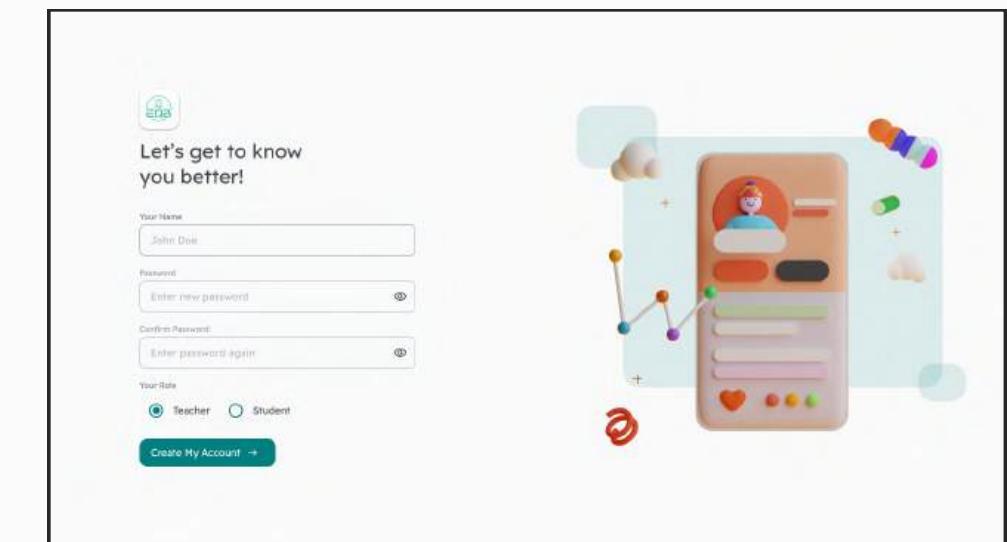
## Performance Analysis Dashboard



Login Screen



Sign Up Process



# Website Design

Ensuring a **familiar**, usable, **useful**, findable and **valuable** design is crucial for creating a **seamless user experience**.

For the landing page I incorporated **essential elements** such as:

- Hero Section
- Benefits
- Features offered
- Pricing information
- Contact information
- CTAs to either login or sign up.

The screenshot shows a website landing page for 'EQA'. At the top, there's a navigation bar with a logo, 'Features', 'Pricing', 'Contact Us', 'Login', and a teal 'Sign up' button. The main content area has a light blue background. On the left, there's a large text block: 'Managing question papers and students becomes easier.' Below it is a smaller text: 'Unlock your full potential with our comprehensive question bank and performance analysis software. Master any subject with ease and track your progress along the way! Customize your tests, track students' progress, and achieve your goals.' To the right of the text is a purple clipboard icon with a red checkmark on a white paper. At the very bottom of the page, there's a green horizontal bar followed by a white footer bar featuring a keyboard and mouse icon.

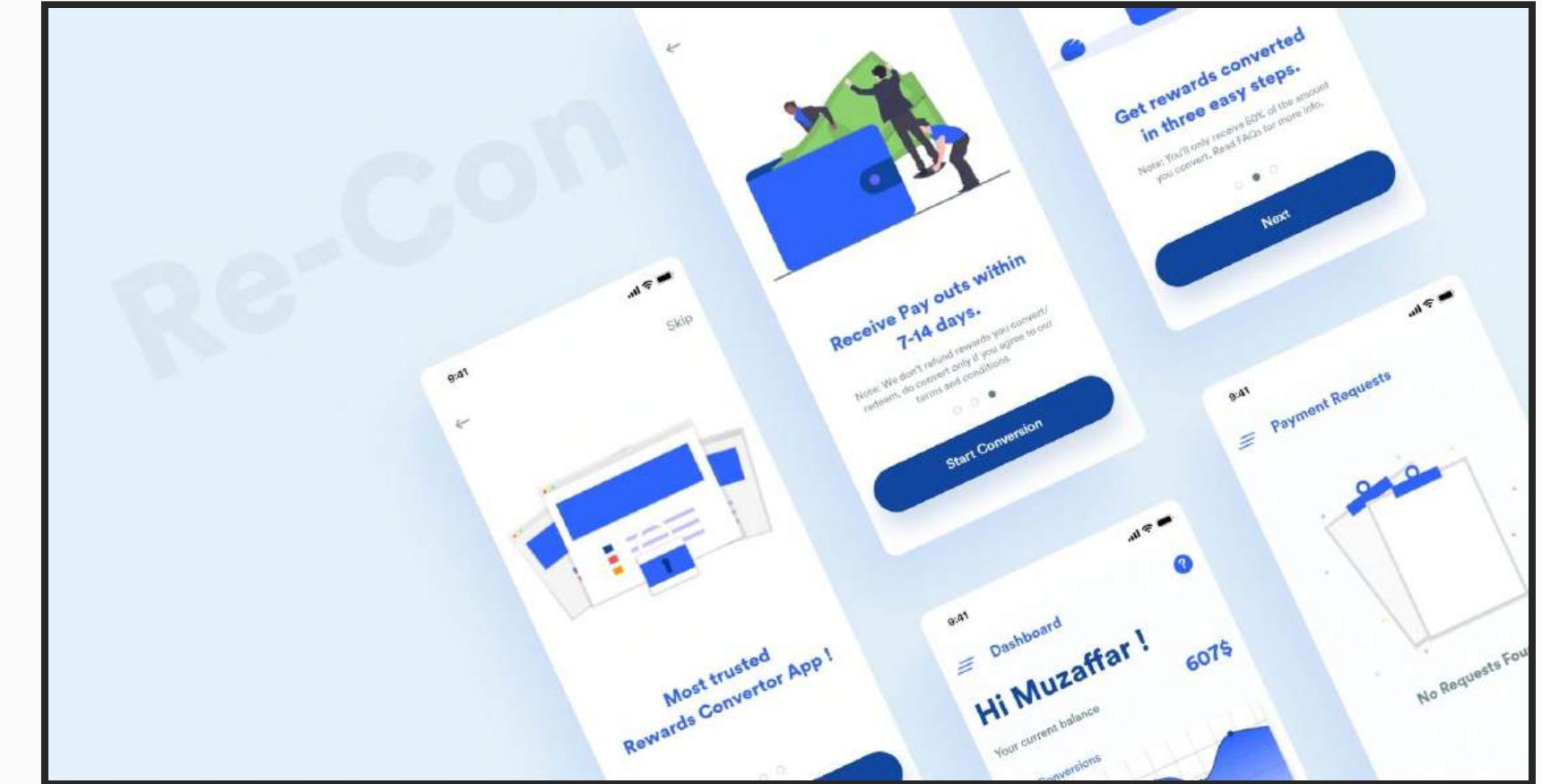
# Rewards Convertor App

The Rewards Convertor App transforms Google rewards into monetary value, representing one of my past freelance projects.

While I'm bound by a **signed NDA** that limits showcasing the complete process, I'm delighted to **present the final outcomes**. Notably, this project primarily centered on **revamping the app's previous user interface**.



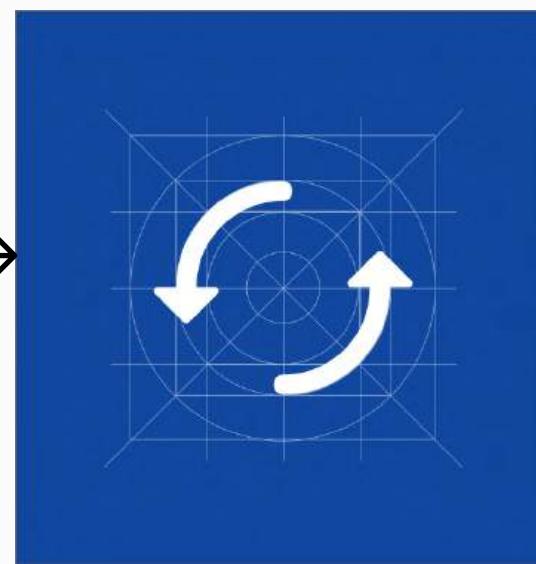
Scan or click [here](#) to see details.



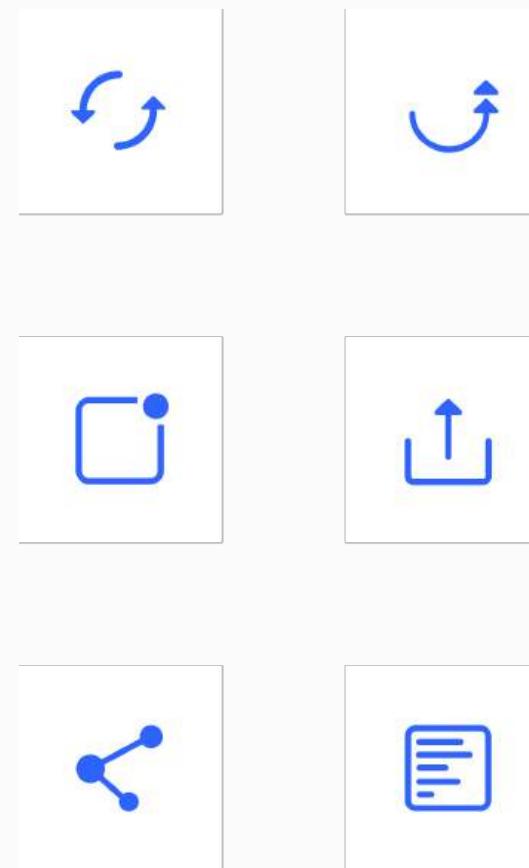
# Iconography



Icon grid



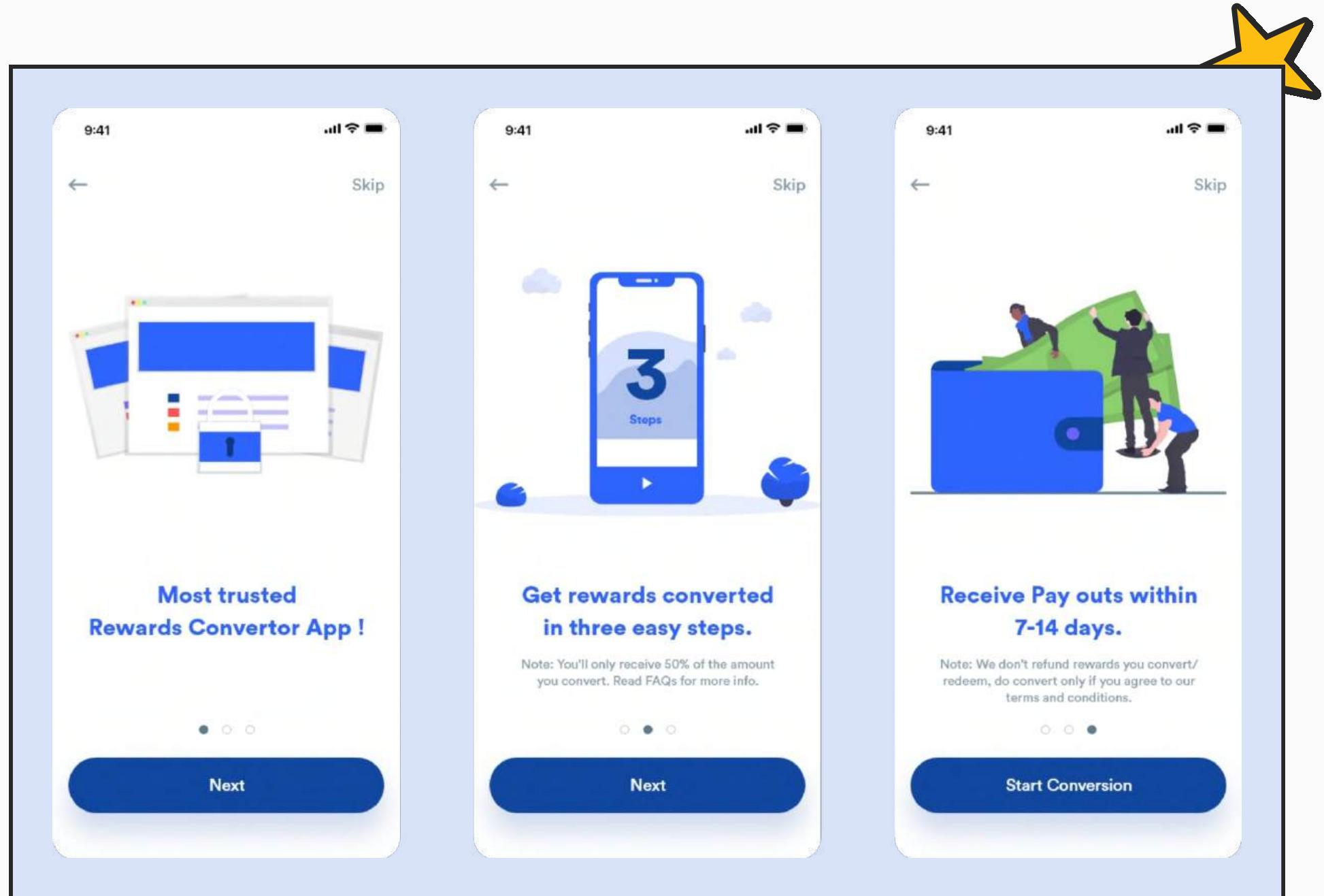
Icon formation



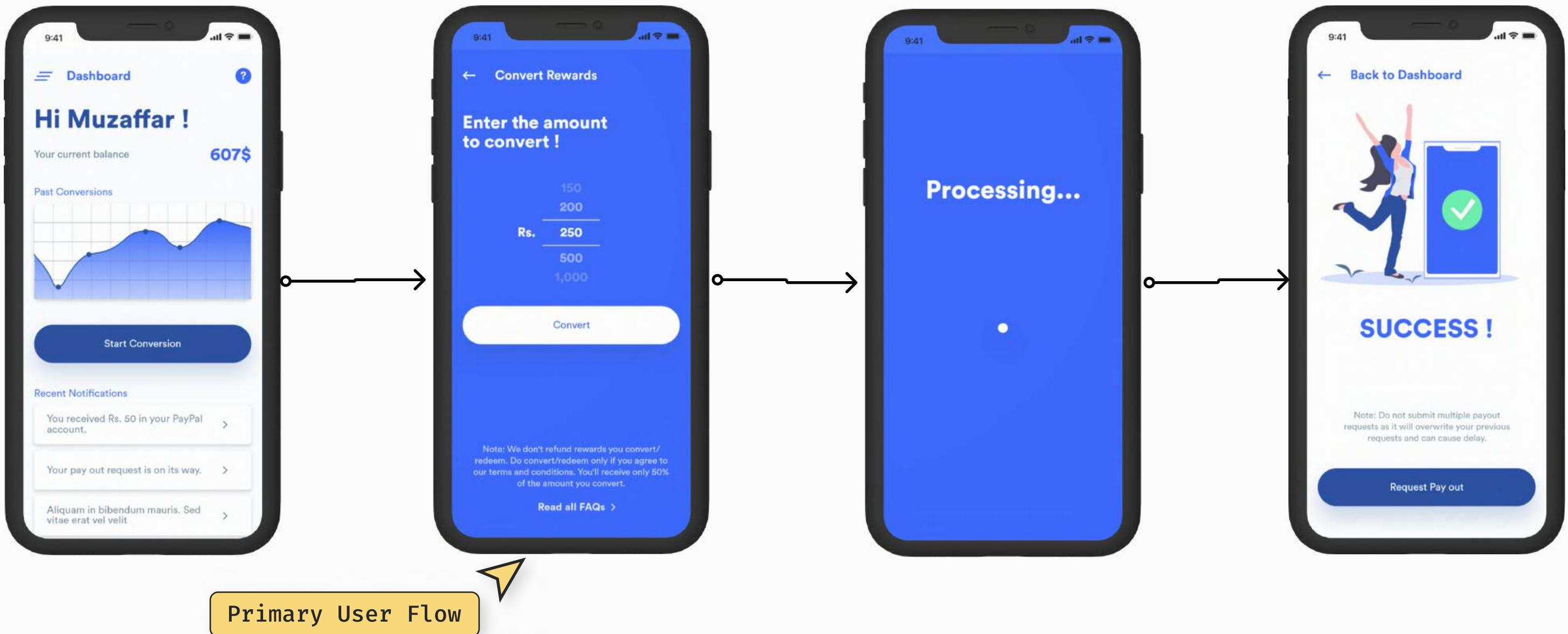
# Onboarding Flow

The onboarding process **highlights** **three key things** about the app:

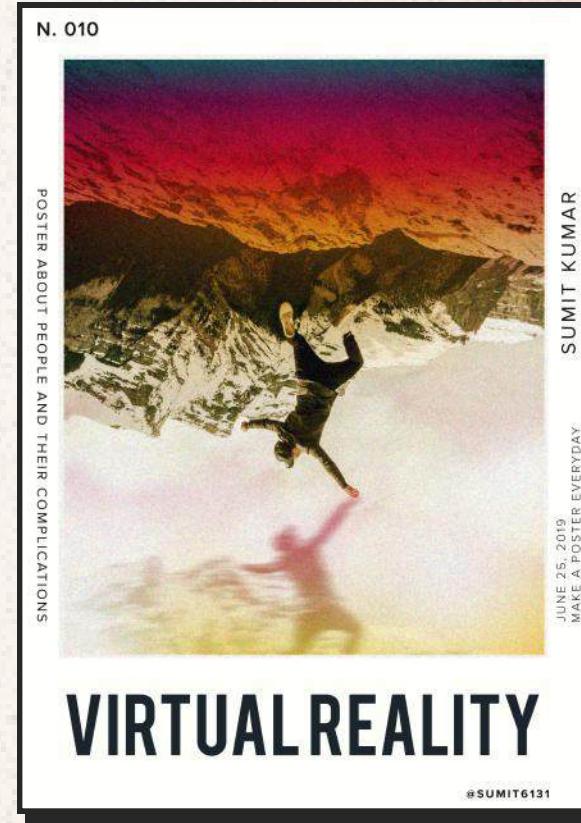
1. It wants you to **feel safe and confident**.
2. It makes converting rewards a breeze.
3. It gives you an **idea** of when you'll get **your money**, so you're not left guessing.



# User Interface



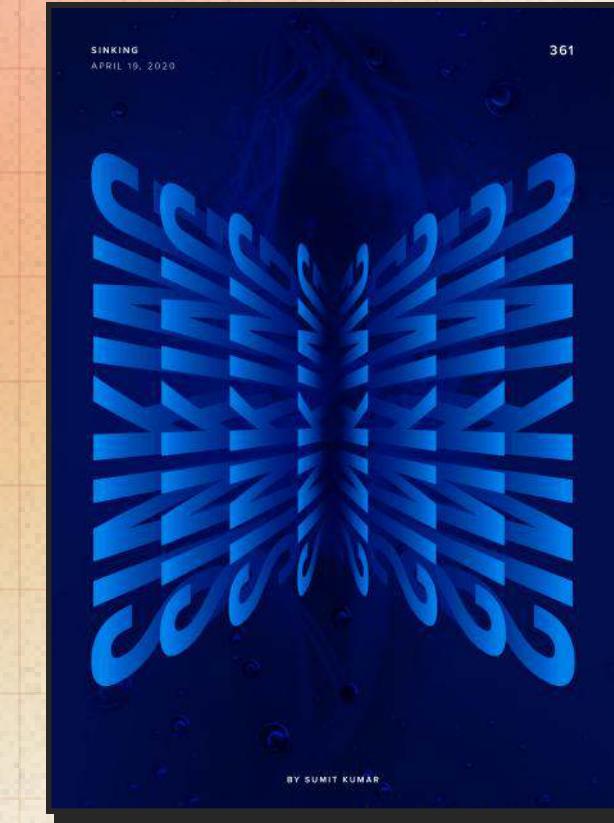
# Digital Art



Beyond Reality



Strokes of Elegance



Sinking Feeling



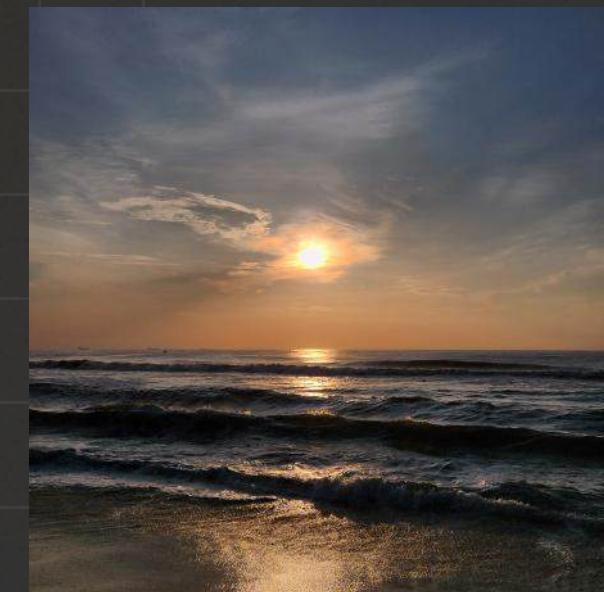
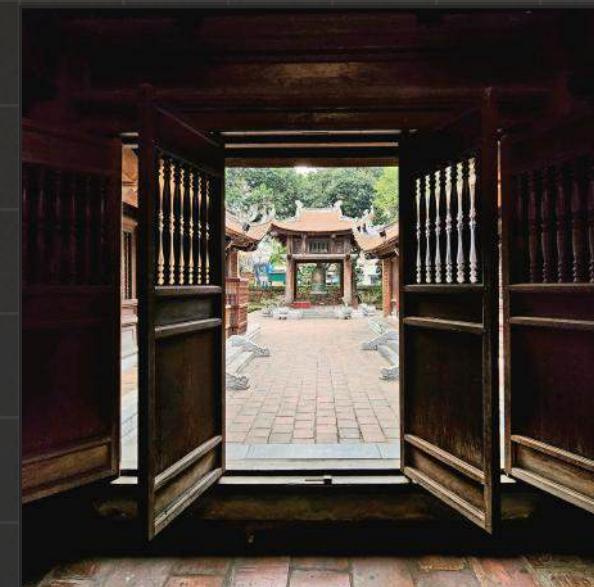
Chromatic Carnival

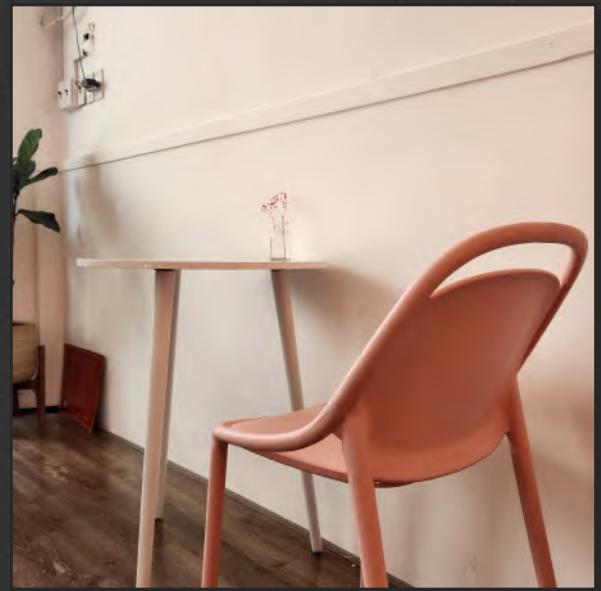
Creative Art

# Free-style photography

My photography style is driven by a quest for travel and all **beautiful** and **emotion-stirring** compositions.

In the attached photos, you'll find a diverse range - from restaurant bottles to scenic islands, from serene trees to quirky posters.





# Thank you

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