

| Portfolio

UX

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AquaFarmer (Aquaculture) : Mobile App Case Study

## Company Overview

Aquaconnect is a full-stack aquaculture input and output platform with embedded fintech, supported by a phygital distribution network using AI & satellite remote sensing to increase productivity and provide efficient market linkages to improving predictability in the aquaculture value chain.

# The Story

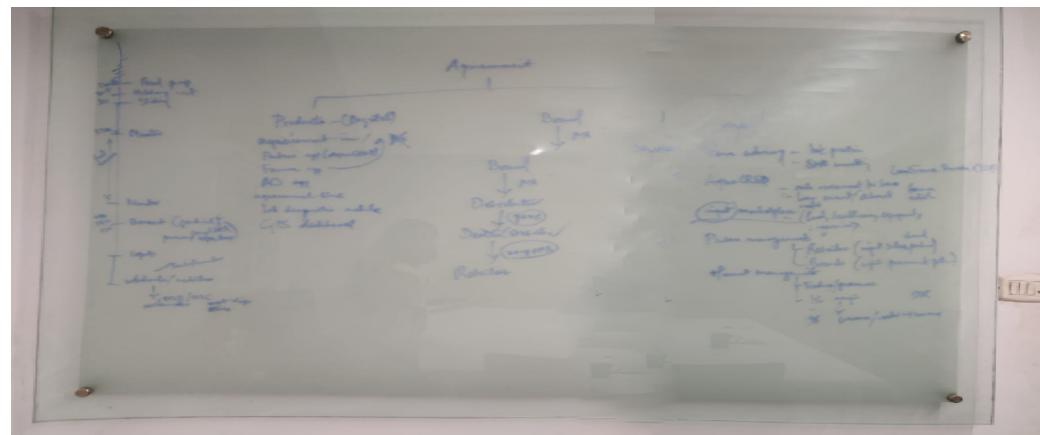
Aquaculture is a high-risk business and being traditionally family owned, farmers rely a lot on experience to harvest a healthy crop. There is a huge opportunity to use science-backed solutions to make it easier for farmers to make informed decisions about seed, crop, feed and care.

This was a more research focused case study with a central focus to increase user engagement and a secondary aim to serve as a lead generator to partner apps

**Business Metrics Targeted:** User engagement, Lead Generation

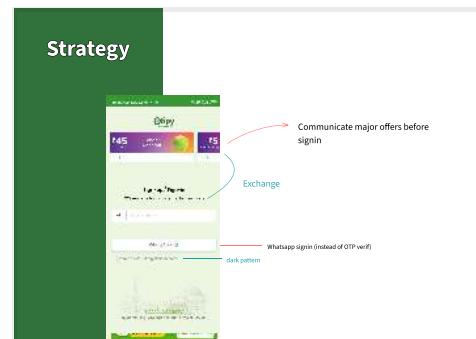
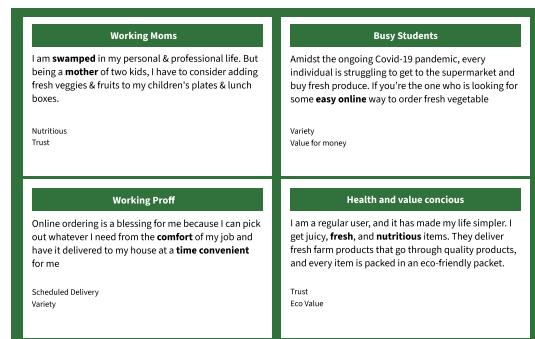
# Research

- \* Get an overview of the industry - Aquaculture in India
- \* Understand inter-relationships between AquaFarmer and other apps in the product suite

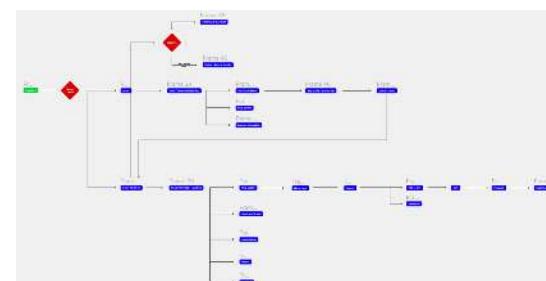
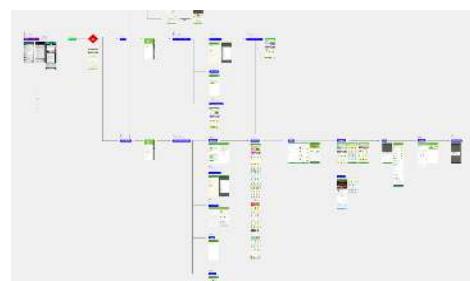


Whiteboard exercise, Blurred out

- \* Thorough UX Audit of a B2C app to understand existing patterns and user orientation process.



Excerpts



User Flow | Sitemaps

## Competitor Study

- \* I identified Direct (3) and Indirect (15) Competitors to the business and analysed their cross-channel performance according to a list of criterias with a Pugh Analysis Chart

For the indirect competitors, I tried to figure out how they positioned their features through their apps and how they achieved the business's goals. The criteria list also included performance elements, this was to help me understand their relative importance and the associated benefits as an individual user

### Heuristics Criteria

**General** - Company Objectives, Audience, Key Differentiators

**Core Features** - Conventionality, Search, Filter, Sort, Checkout, Help Center, Cross device account Sync, Add prod ease

**Sales** - Personalisation (Gamification, Recommendations), Incentivise, Cross-sell or push, Throttled Network 11mbps

**Layout & Navigation** - Consistency, Ease of Navigation, Space utilisation, Orientation | Learnability

**Visual Design** - Color Usage, Readability, Clarity & Simplicity of Layout, Visual Distinction between Sections

**Labelling** - Empty, Error states

**Information Architecture** - Info Classification, Info presentation

**Usability** - One hand use, Error prevention (feedbacks)

A	B	C	D	E	F	G	H	I	J	K	L
Product / Parameters	Aqua-	BigHaat Smart	BhartAgri	Copy	Dehaat Farmer	Aqua					
General											
Objectives	Organic, healthy	Farm comm Crop Doctor Agri Store (seeds, equip, nutrients, pesticides etc) Farm advisory	Farm advisory paid content (crop based), mentor calls, customer support, weather forecasts/advises Econom store Push Krishi Seva	Subscribe schedules sales general grocery econom	Community support Personalised advice Fertiliser calculator Report generation free soil test reports Rent equip. sell crop. Buy input	service provider selling/farming					
Audience	Recruiters and Farmers	Farmer Agri expert Home Gardener	Farmers	General Consumers	Farmers	Aqua Farmers Agriculture Imp market research consultants					
Core Features											
Conventionality	1	2	3	Very detailed Completely conventional placements	1	Help center new place side menu cluttered	3	2			
Search	1	0	No add to cart	0	No CTA in list	2	All details available	1	-1		
Filter	1	0		0		0		0	0	0	
Sort	4	0		0		0		0	0	0	
Checkout	1	1	Skipped	-	Skipped						
Help Center	every system needs its own, manual entry of	<1	no contact details But chat allows attachments	1	requests history contact details	0					
Cross device account Sync			2		0						
Add prod ease	1	0	reloads after every product added	2	Subscribe						

Excerpts - Indirect

Coming to the direct competitors, in addition to the Pugh Analysis, I tried to make the research a little more comprehensive and specific by using my understanding of the AquaFarmer goals to discern the features that could feasibly be included into our app.

In the process, I tried to check out user flows of missing features to understand design decisions and their process of solving problem to figure out how we could improve upon those solutions (guide assigned).

	A	B	C	D	E	F	G	H
1		Aquaconnect	AquaDharma	AquaExchange	DigiHaat	BharatAgri	Dehaat	Agri App
2	Kisan Vedika (Farm Community)				<input checked="" type="checkbox"/> largely inactive			
3	Crop Doctor					<input checked="" type="checkbox"/> if fail, some		
4	Crop Manual (cultivation, diseases)				<input checked="" type="checkbox"/> no incentives	<input checked="" type="checkbox"/>		
5	Personalised Crop Advice					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6	SME					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
7	Kisan Bazaar					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
8	Agn Stores	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9	Feeds	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10	Market Price	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> with trends
11	Weather				<input checked="" type="checkbox"/> very basic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12	Trade (sell to company)						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13	Functional calc	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
14	Referrals				<input checked="" type="checkbox"/> no incentives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

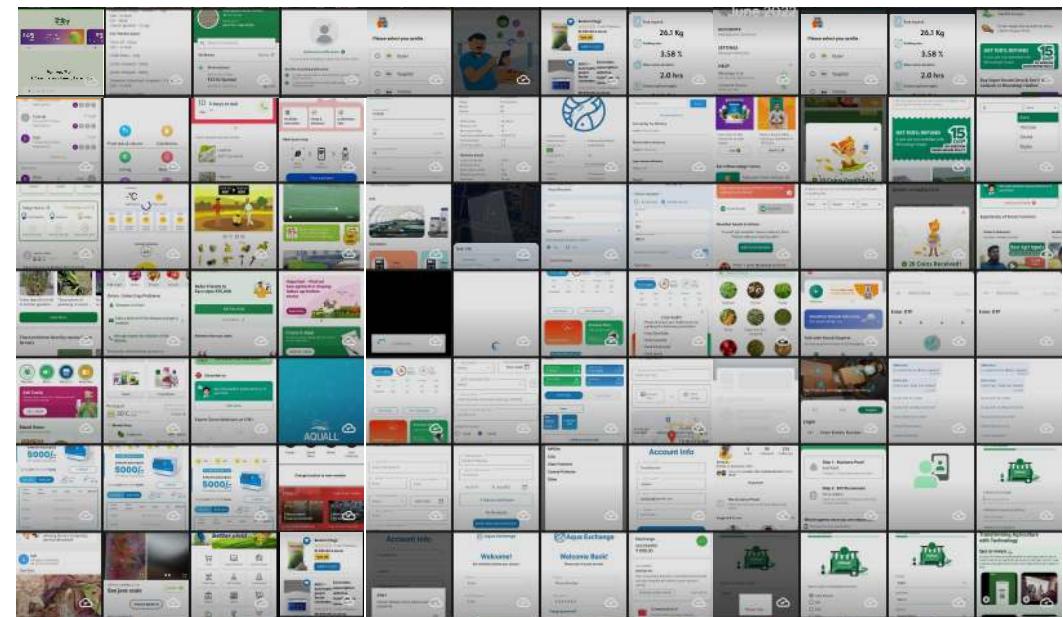
AquaCulture

	A	B	C	D	E	F	G
1	Features	User flow of the features					
2	Kisan Vedika (Farm Community)		complete profile info	view comm posts	interact (like, share, comment, report, save)		
3			new post	add images, desc, vid, tags etc	post	notif about post	
4	Crop Doctor	<input checked="" type="checkbox"/> Photo upload	Onboarding screens	Take a picture	Post a picture	Display results of problem images	
5		List	CTA (Diseases)	List categorised based on	Select disease	Disease comprehensive info (Images, Similar diseases,	
6	Crop Manual (cultivation, diseases)		L. Vannamei (Penaeidae)	Common Diseases			
7			Tips				
8			Getting Started (First Time)				
9			Life Cycle				
10			Market Trends - Domestic Export				
11	Personalised Crop Advice	focus - white leg shrimp					
12	SME (subject matter expert)	imgs, vid, desc, tags	qna	expert ans			
13		Schedule call		callback from company			
14			Book expert visit	Pay?			
15	Weather	Heavy Rains, Cyclones	Pop up alerts, push notifications, watsapp msg?				

Excerpts - Direct



Sections from the presentation deck



Excerpts - Competitor App Screens

## Empathize

Understanding Users : Digibeet Farmers and their technicians

Geoloc : Andhra Pradesh, Tamil Nadu, Orissa, Gujarat

## Questionnaire Snippets

- Take SMARTphone to the field?
- Language?
- Who uses apps? Farmer? Technician?
- What do you do if your crop catches a disease
- Book an expert? Geoloc based?
- Trust whose advice
- How much time do you spend on farm
- Discovery apps
- How many from family involved? (create fam / labourer profiles)
- Most frustrating experience aquaculture?
- Pond management tools and process (water, feed, quality)

## Key Findings

- 1st time farmers contact CS team for start to end guidance
- Major crop - Fish, Shrimp
- Buying input products
  - Ask for specific product
  - Ask for specific ingredient
- Seed and feed preferably procured from same center
- High risk field, crop may completely die overnight in case of diseases
- Feed calculation varies based on DOC, ABW and product ingredients. Sometimes need easier methods to calculate
- Middlemen set market prices

## Proto Persona

The primary user is a digibeet farmer who is disinclined to learn new technologies or app patterns. (Previous redesign of app was met with serious resentment and confusion)



### Core Needs

- Start to end Guidance
- Reliable Market Price info, if possible, get graphs to show trends
- Quick customer/tech support / SME credible ans
- View pond status, easy management
- Connect to farmers harvesters seeds feeds dealers?
- Get info regarding products, categorised by category, brand or issue

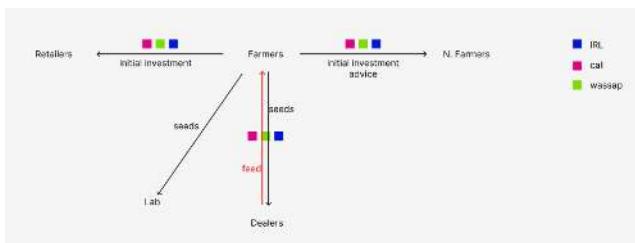
### Pain Points

- high risk, unpredictable business

GeoLoc : Andhra Pradesh, Tamil Nadu, Orissa, Gujarat



Comprehensive, blurred



Simplified

### Common apps

Whatsapp, Youtube, Gpay

### Behavioural Considerations

- possible digibeet
- expects app to be easy to comprehend
- follow known app patterns
- def requires language support

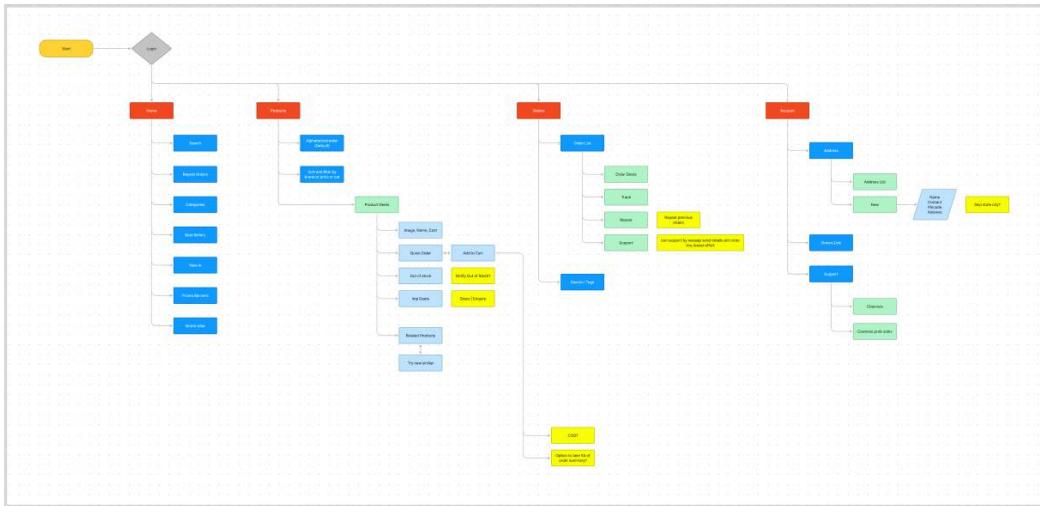
### Communication Channels

Call

App

# Ideate

## Existing App Study



Mapped out existing user flow to visualize current user journey. I tried to figure out red-routes or bottlenecks to optimize the flow further.

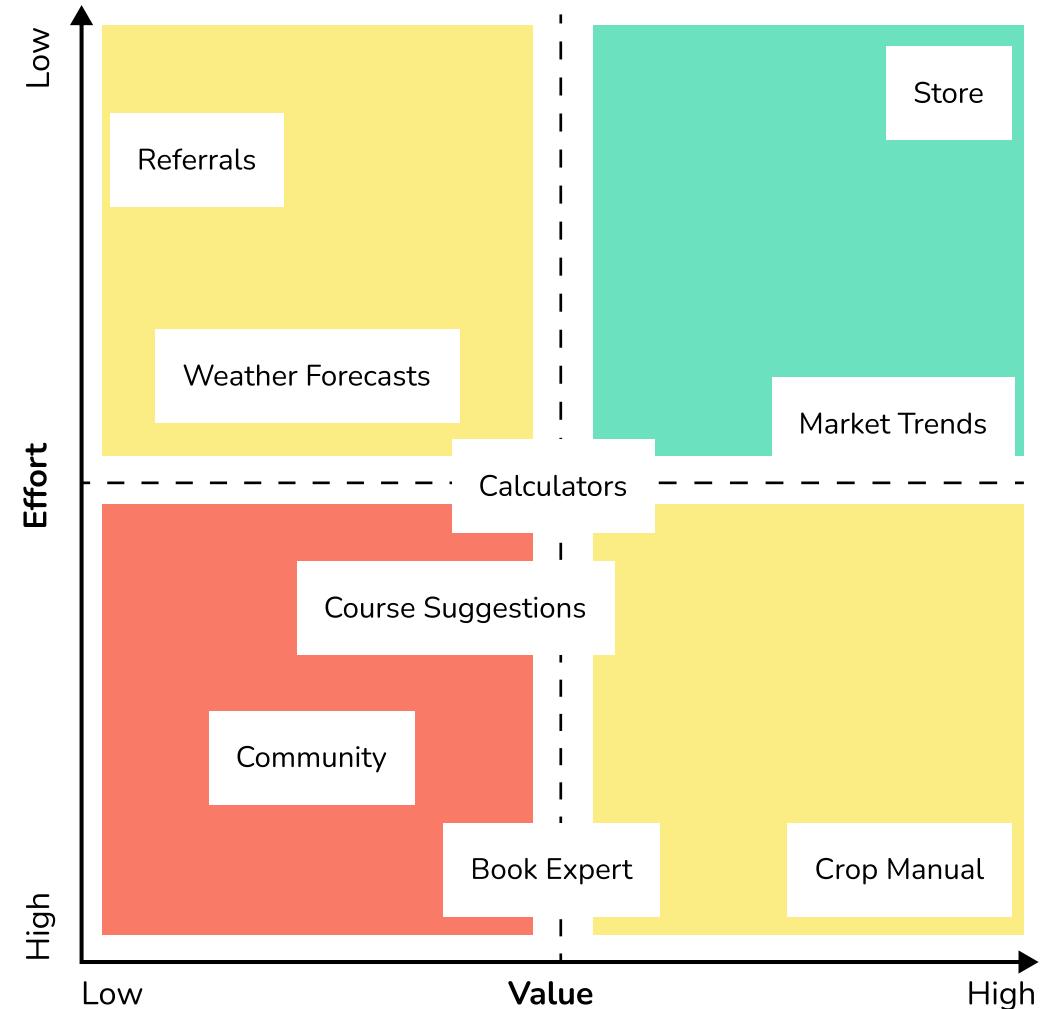
## What works

According to usage data, market price feature was the most important and had the highest value addition to users.

The next was using the app to enquire about products.

Pond management had the least usage out of all features, but had the most potential.

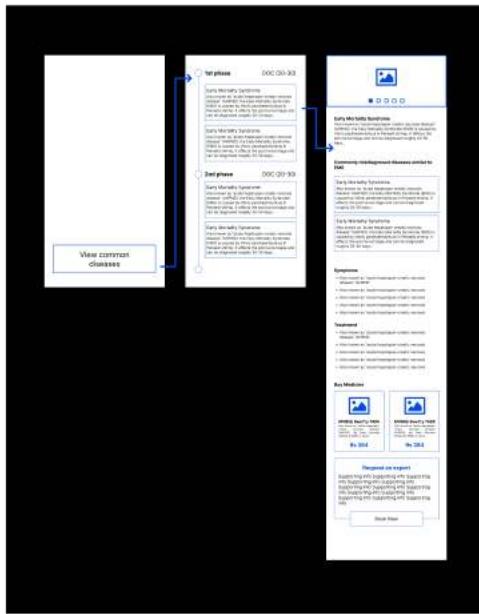
## Features Under Consideration



I noted down the major features to be included in the app and used a Value-Effort decision matrix to finalise the necessary features. I decided to include Course suggestions as a feature despite it leaning into the red range, because there was an opportunity to increase value.

## Shrimp Doctor

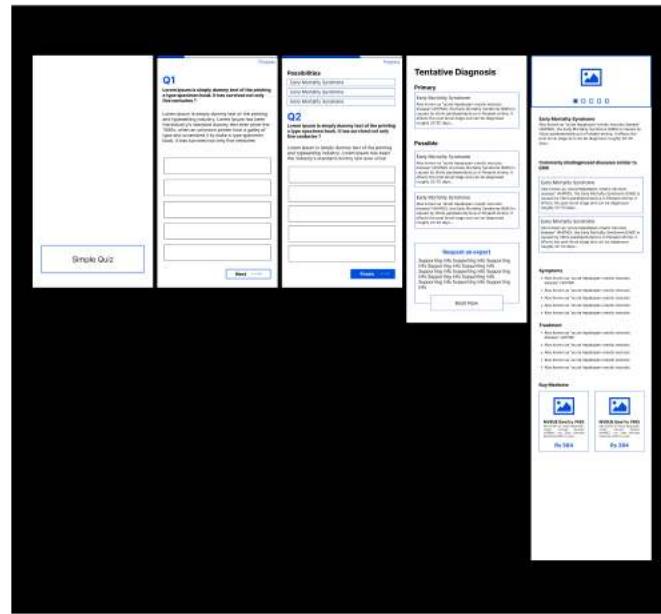
DOC based list



Camera Diagnosis



Quiz



3D Model



Examples of feature development process.

The Shrimp Doctor helps farmers identify disease in shrimp without hassle. For extremely severe diseases, CS team gets notified.

For the weather I tried to find out how climate affects crop and whether the feature can actually add value to the users. But because the results were inconclusive, I decided to drop the feature

## Weather

### Rain

- Lack of sunlight = decreased oxygen (low phytoplankton activity)
- white spot syndrome
- organic matter in the pond bottom
- deteriorating water quality
- salinity drops below optimal levels

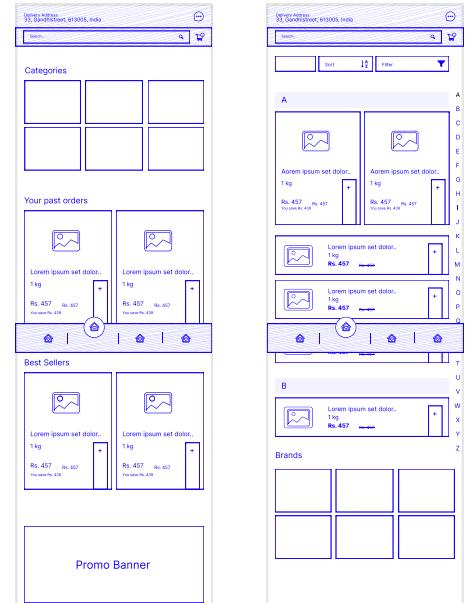
### Sun

- Temperature changes, direct sun, shrimp sensitive
- Increase in water temperature and salinity, which will promote excessive growth of algae and result in oxygen depletion at night.

### Cyclone

- Interrupted power supply

Help plan crop calendar  
Warnings on app start  
Basic weather info



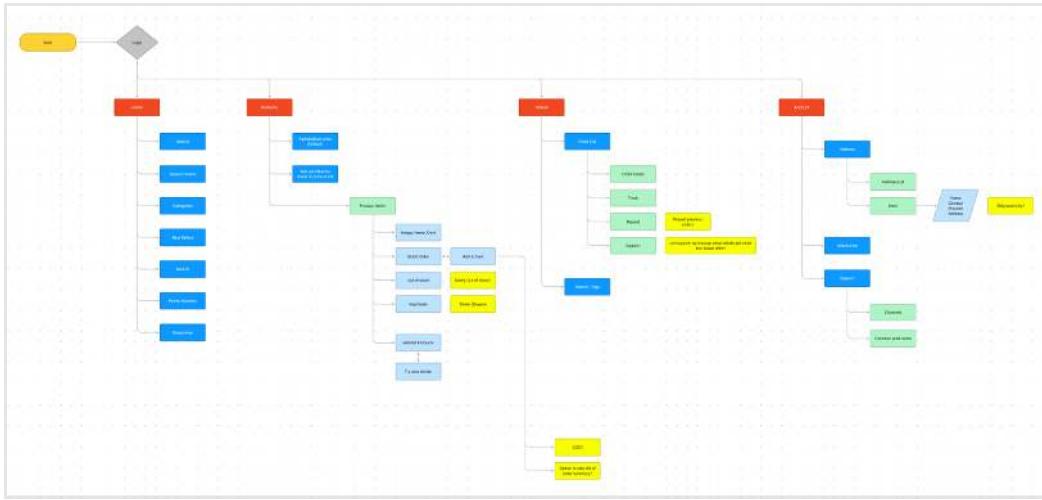
# Wireframe

The wireframes illustrate the user interface for the aquaconnect platform, designed to support farmers and experts in managing shrimp diseases and improving productivity.

- Dashboard:** Shows a user profile for Pratap Munagala, contact information (+91 9464244852), and navigation icons for Home, Shrimp Doctor, Aqua Stores, Calculators, Mandi Today, Book Expert, Refer a friend, Data Policy, and Logout.
- Friend Invites:** A modal window titled "farm advisory to help farmers" with a message: "farm advisory to help farmers improve their farm productivity up to 15% and reduce losses farm advisory to help farmers improve their farm productivity up to 15% and reduce losses". It includes a "Invite" button and a placeholder for "illus?".
- AquaC Doctor:** A section titled "AquaC Doctor" featuring a placeholder for "illus".
- Courses near you:** Displays two course offerings from ICAR Training Programmes:
  - Rs. 3000/-:** Diagnosis and control of brackishwater finfish and shrimp diseases with special reference to emerging diseases.
  - Rs. 3000/-:** Diagnosis and control of brackishwater finfish and shrimp diseases with special reference to emerging diseases.
 Each course has a "View More" link.
- Book Expert:** A "Book Expert" button.
- Diseases:** A section titled "Diseases" showing a grid of symptoms. Buttons for "pic", "Treatment", "Videos", and "Gallery" are at the bottom. A placeholder for "Illus" is shown below the grid.
- Upload Issue:** A form for uploading an issue with fields for "Description (optional)" and "Continue" button. It also includes a placeholder for "Illus".
- Visit details:** A form for visiting details with a "Back" button and a "Continue" button.
- Require Assistance:** A section titled "Require Assistance?" with a "Book an Expert" button and options for "Visi Call", "Field visit", and "Phone call".
- Prevention:** A section titled "Prevention" containing a long block of descriptive text.
- View complete information at AquaC Blog:** A blue button labeled "Visit Blog".

goals : lead gen, engagement

- 1 market price
- 2 Crop doc, shrimp diseases
- 3 book / schedule visit
- 4 calc (feed)
- 5 course guidance
- 6 community post
- 7 store → catalogue



This is the user flow for the AquaFarmer App that includes user flow sections from the existing app. This is mainly to ensure the existing users don't have to relearn the entire app (a grievance from the previous redesign).

Due to time constraints, I couldn't conduct a usability tests, so instead, I made adjustments to the flows based on consults with my guide."

#### Proposed Goals :

1. Find market price for Odisha, count 38-40, share price to friend
2. Create a new farm with 21 ponds and send pic of farm with tag water quality
3. Hide pond not in use
4. Find product Aquasol DO test kit - 250 tests
5. Calculate feed for 50000 stocking vol and approx ABW, DOC
6. Your 30 DOC shrimp has white spots on its tail, try to do a tentative diagnosis and figure out possible treatments.

## Reflections

- This was the first project I'd done abiding to a process and the main takeaway was that it's easier to generate good ideas when you have spent time to understand the industry.
- I'd also had to delve deep into different decision tools to pick and choose appropriate tools according to situation at hand.
- I'd been given a briefing about every product under AquaConnect's full-stack solution (Incubators-Farmers-Banks/Lenders-Harvesters-Exporters) and that gave me a huge lead into understanding the big-picture. Though my focus was purely on the Farmers and creating an app that would add value to them without any significant financial gain, knowing the inter-dependencies between apps helped me conceptualize the complex network.
- What I am most grateful for is having people I could get advice from. They pointed out things I'd overlooked. For example, in one of the wireframes listed here, I'd forgotten to include the brand logo
- Effective collaboration and communication within the project team and with stakeholders proved to be vital. Regular team meetings, clear communication channels, and collaborative tools, meant less idle or rework time and the design remained aligned with the project objectives.



# Delve

Helping you find yourself

In a world that often keeps us busy and disconnected from ourselves, Delve is here to guide you to delve deep into yourself. Find meaningful activities that bring joy, fulfillment, and a sense of purpose to your life. Whether you're seeking a new hobby, hoping to reignite an old passion, or simply looking for a way to escape the daily grind, Delve is your companion on the path to self-exploration.

## Process

Research | Empathise | Ideate | Prototype | Test | Redesign



## Project Stats

### Status

WIP (Work In Progress)

### Timeline

4 weeks

### Type

Collaborative

## Research

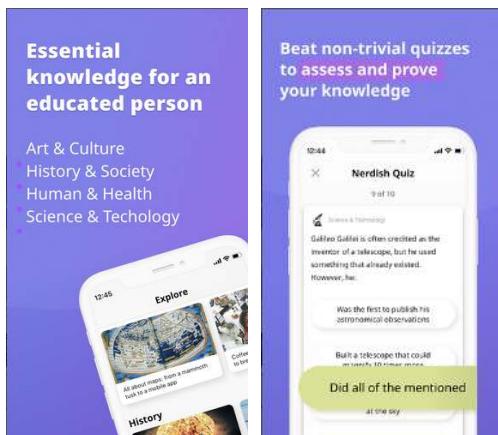
### Interesting Finds

#### Nerdish

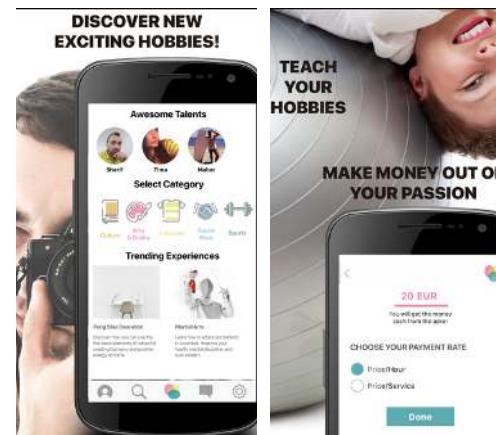
Marketed as an app with the aim to create a new way of learning and self-development for those who want to learn something new every day

Short interesting articles on the concepts of arts, history, science, and tech. Interlinked topics for user to follow interests discover unexpected connections. Build knowledge and boost confidence with quizzes

Key Differentiator : Nerdish focuses purely on the bookish realm, promising theoretical proficiency in STEM, Arts and Humanities.



Nerdish



Hobify

#### Hobify

Hobify's biggest value is in being able to monetise your hobbies. A stable side hustle.

5 Categories - Social Work, Arts and Crafts, Lifestyle, Culture, Sports

Explore options based on experiences

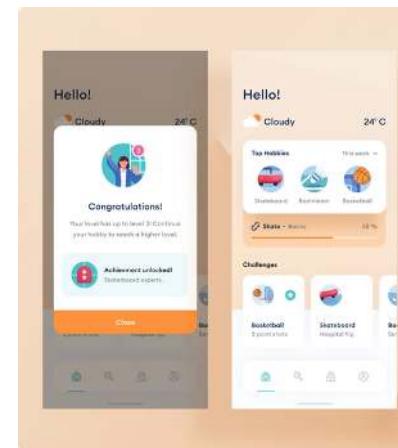
Monetization - Mentoring fees / Freelancing

#### Blinkist

With the tagline Big Ideas in 15 minutes, Blinkist offers its users bite-sized insights on bestselling books and concepts in the user's interest area.

#### Orely

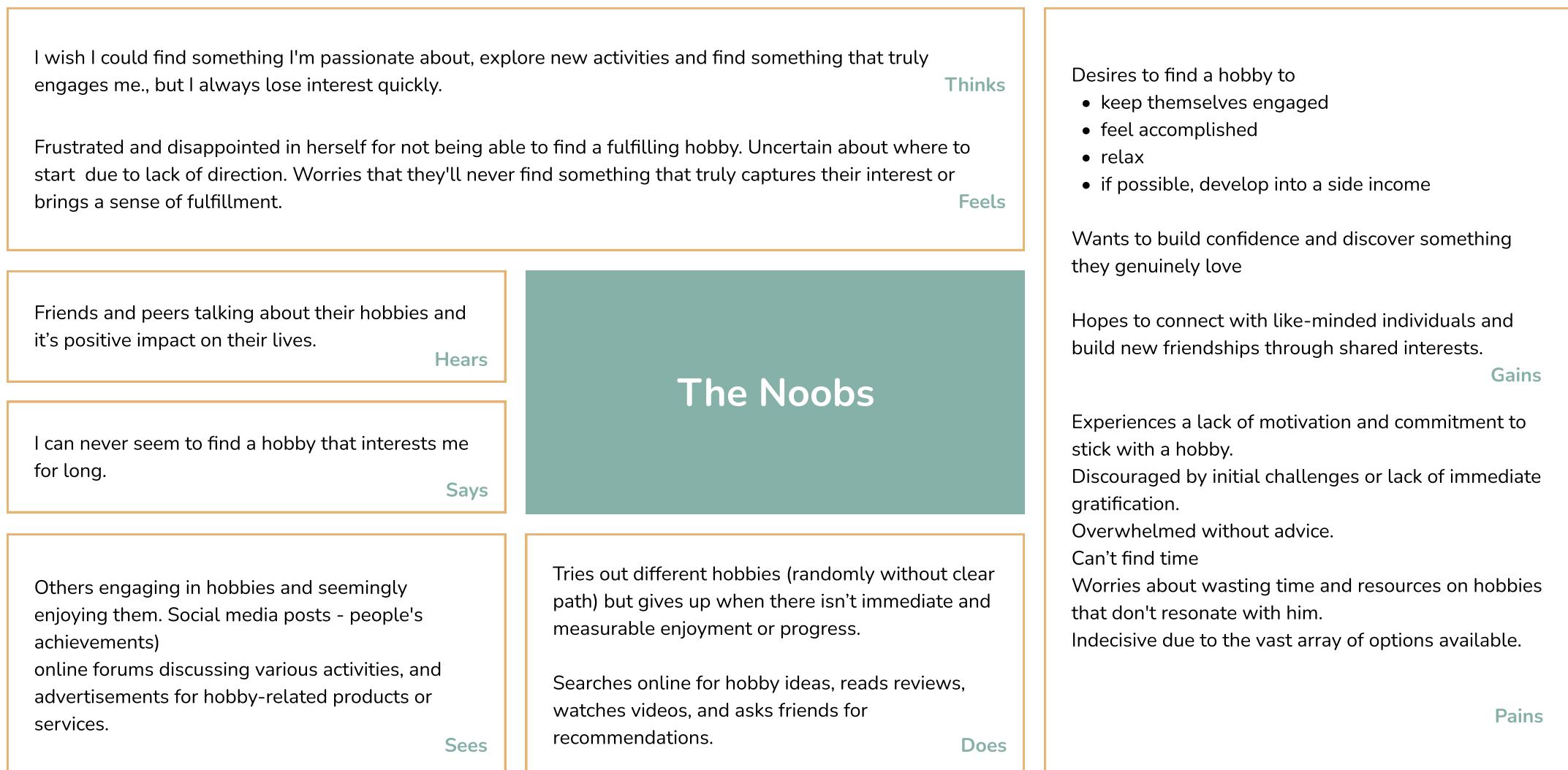
Custom features based on hobby (outdoor = weather forecast, philosophy = quote of the day)



## Empathy Map

The ideal user is a user who has successfully embraced the process of learning new hobbies. One who eagerly seeks out new activities, invests time in research and practice, and revels in the joy of continuous learning and growth.

The empathy maps are mapped out based on a mix of personalities, who's defining characters are that they are a newbie looking to learn hobbies but cannot due to certain constraints (Time, Money, Consistency etc). The data required was collected from a 20 question survey to 22



## Ideate

### Interview Findings

1. I don't feel a spark from any of the hobby ideas I find online.
2. Most hobbies I like require expensive stuff
3. I don't think I'm creative enough to excel at most hobbies.
4. Interested in a hobby, don't know how to start
5. Wants to keep a hobby consistent, but no motivation, overwhelmed by the hobby, gets distracted, fear of failure
6. Can't take up/continue a hobby due to personal issues
7. Couldn't achieve what is expected to be, by end of the day, dejection

### Condensed Pain Points and Possible Features

1. Can't find hobbies aligned with interests
  - a. Assessments / Quizzes
  - b. Randomizer
  - c. Slider to understand habits
  - d. Daily intro to new hobbies (similar to existing and new)
2. No structured guide for those starting out
  - a. Byte sized tuts
  - b. Connect noobs to other users with expertise (mentor like)
  - c. Community Portal for inspo
  - d. Roadmap for hobby to understand possibilities
3. Couldn't pursue hobbies due to personal issues
  - a. Monetisation Ideas
  - b. Suggest other similar and less taxing hobbies

### 3. Can't maintain consistency

- a. Set Goals / Milestones, level up (gamify)
- b. Time scheduler
- c. Celebrate small wins
- d. Pause and play on hobbies, to reduce anxiety or guilt

### Decision Tool - MoSCoW Method

Since feasibility is not a constraint for this project, we decided it to switch to MoSCoW method instead of the Prioritisation Matrix. We've used this method to figure out the features required for a MVP.

Only Must haves given here

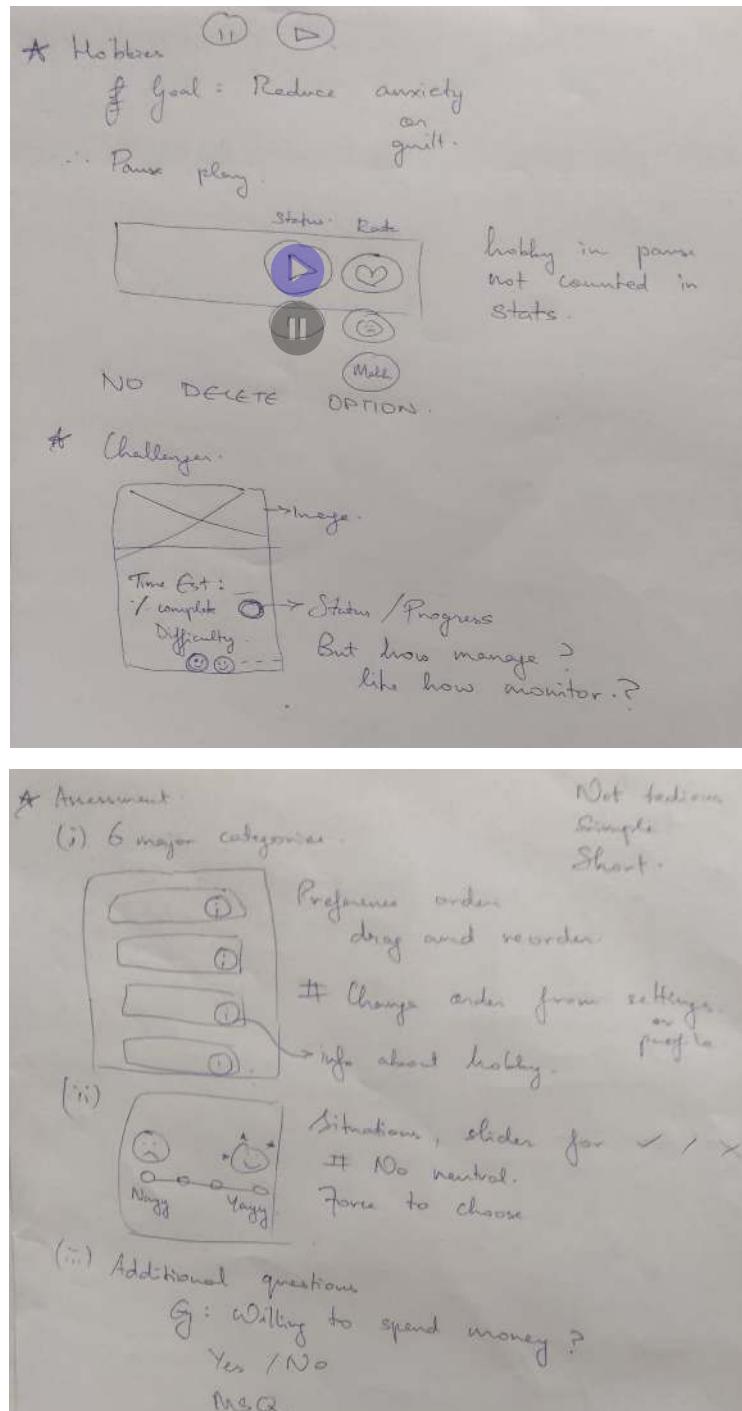
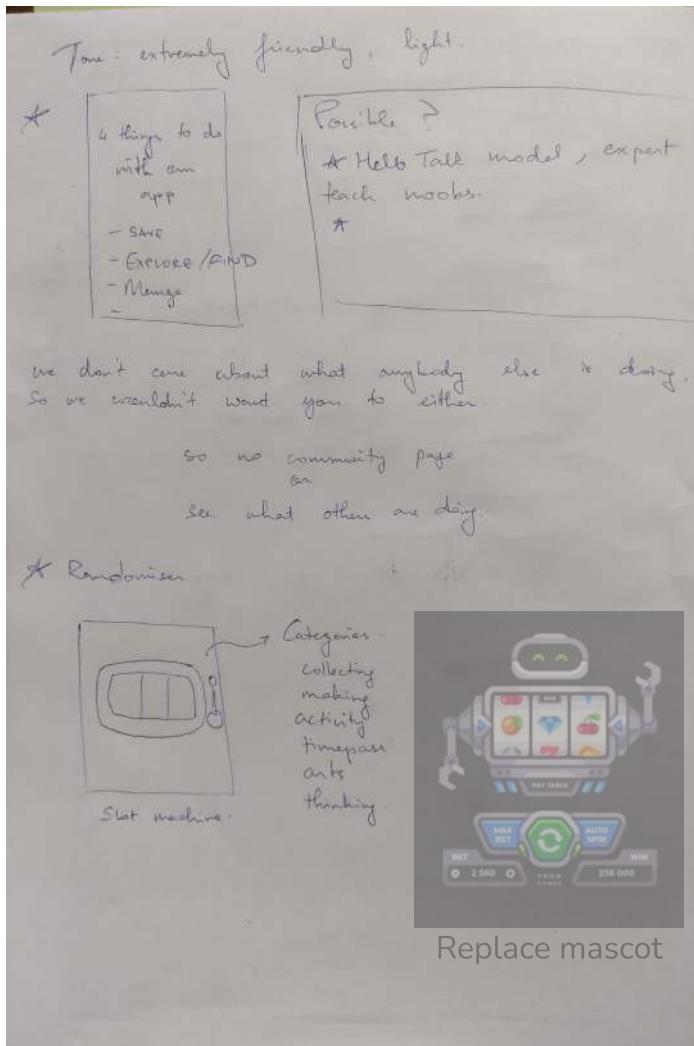
#### Must Haves

- Self-Assessment after onboarding.
- Byte sized challenges
- Hobbies Collection
- Pause and Play on hobbies

hobbies collection emotion

**App Note:** We don't care about what's popular or in trend. We won't haunt you with useless recommendations.

App Tone: extremely light, chill



We are still ideating on a proper way to categorize, evaluate and present hobbies

### ★ Star Ideas

Pause and play on hobbies (no stats on paused hobbies, reduce guilt and anxiety)

Slot machine like randomizer

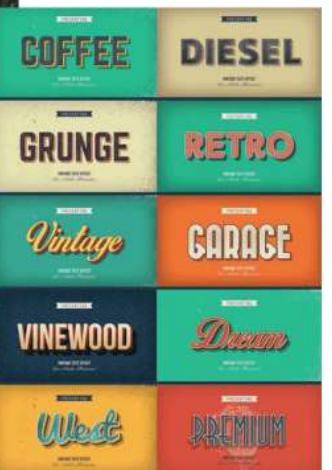
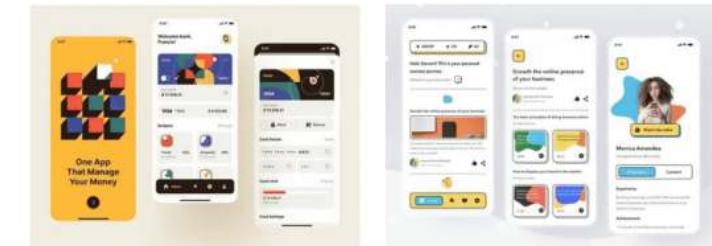
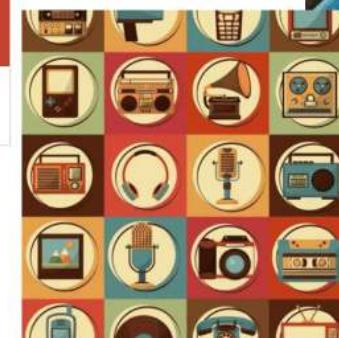
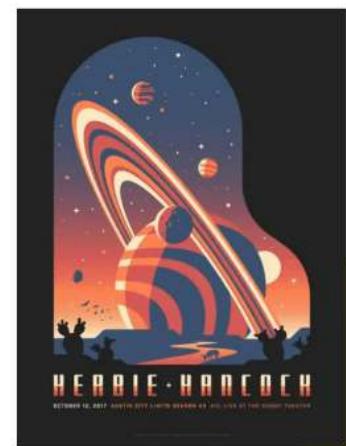
1. Category, 2. Investment (time or money), 3. Not decided

Or simple slot match for category, then show random

As an alternate to traditional question answer format, I want to explore the possibilities of using a simple priority drag and slider (yayy-nayy) to suggest hobby in 5-10 mins.

# Moodboard

Though the ideation phase is not yet completed, interesting design finds are being pinned into a Milanote moodboard

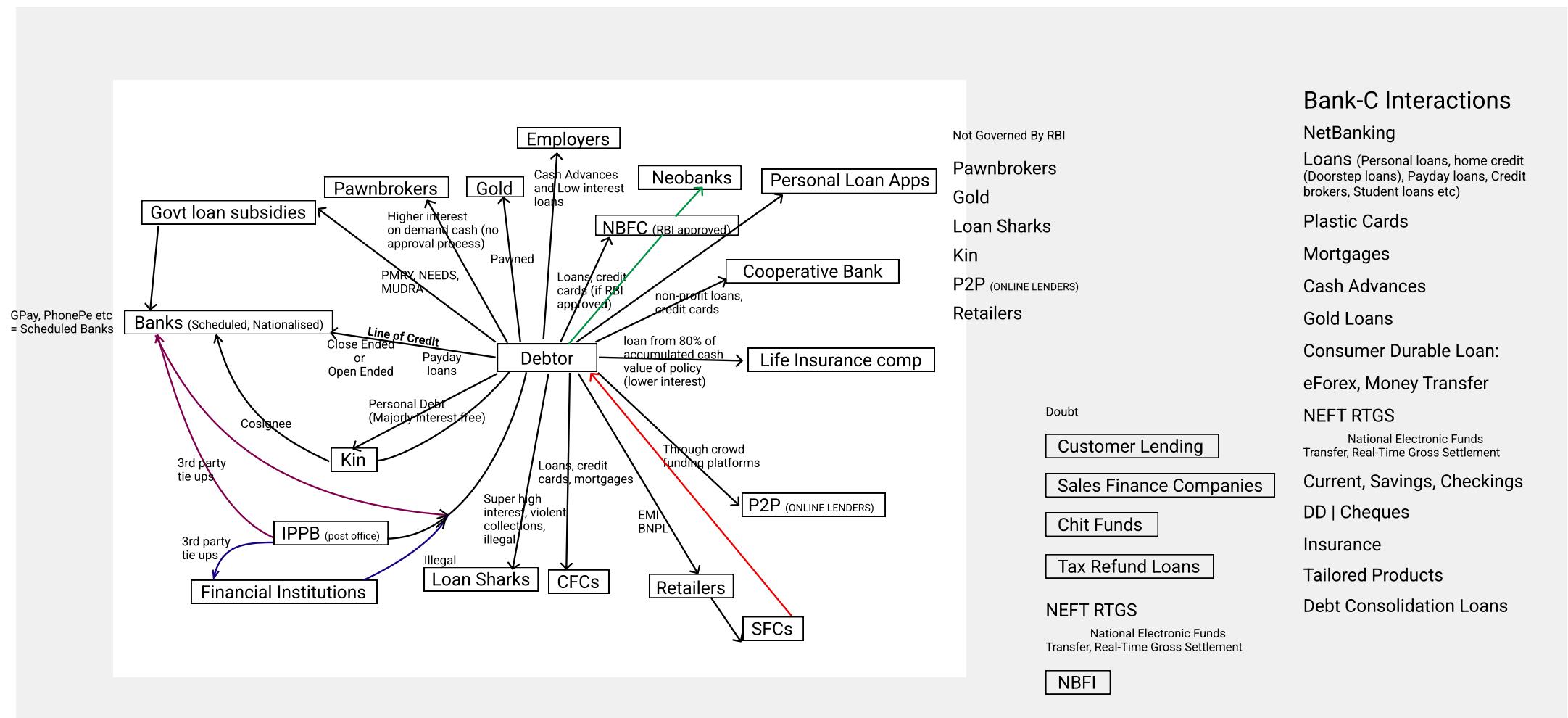


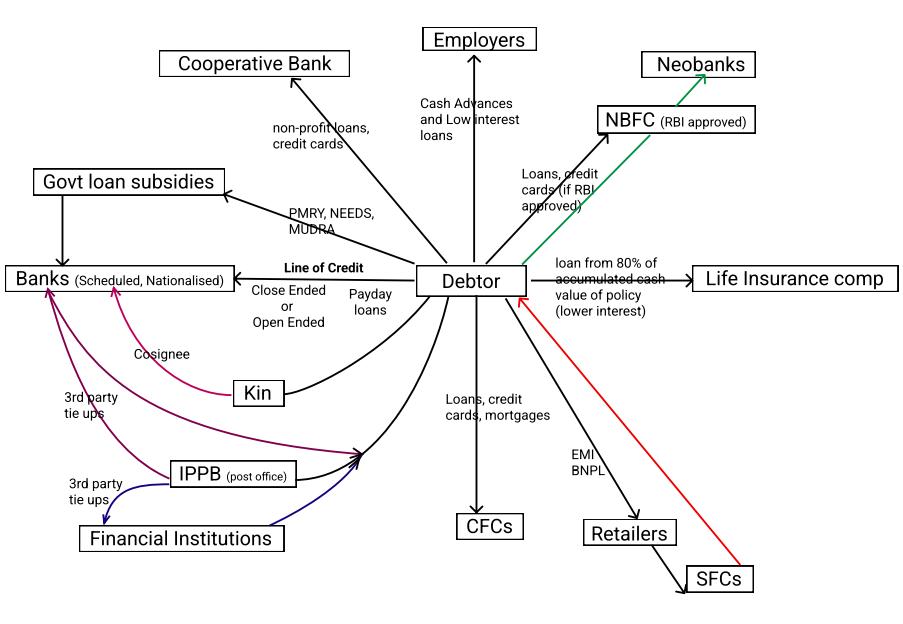
# Understanding Research Tools

## Ecosystem Maps (Assigned)

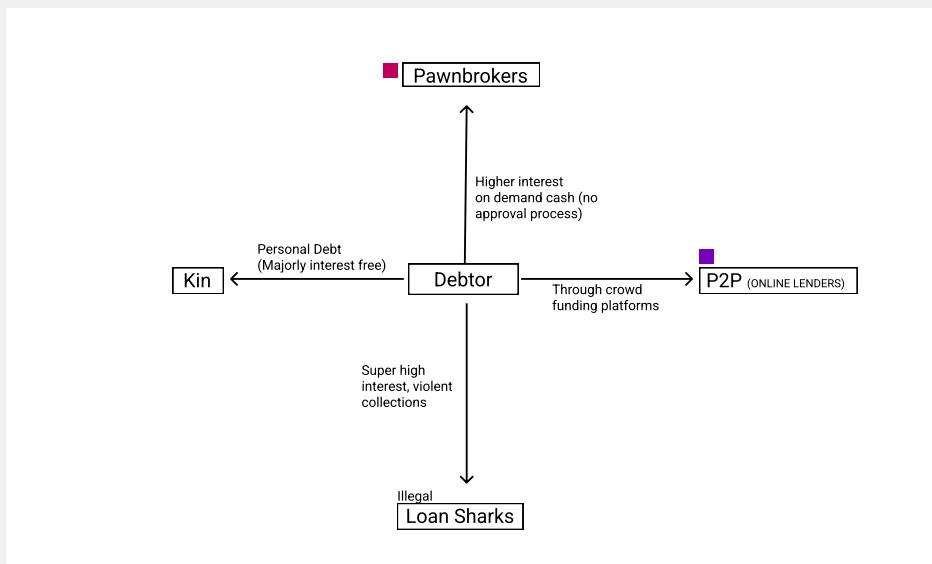
High level view of the problem space to identify and understand market.

This ecosystem was created with the intent to understand the financial space involving an individual consumer. I was assigned this exercise and it was particularly helpful to visualise user journeys across different touchpoints, identify the multiple channels and platforms users interact with, understanding the sequence of interactions, and recognizing pain points or areas for improvement.



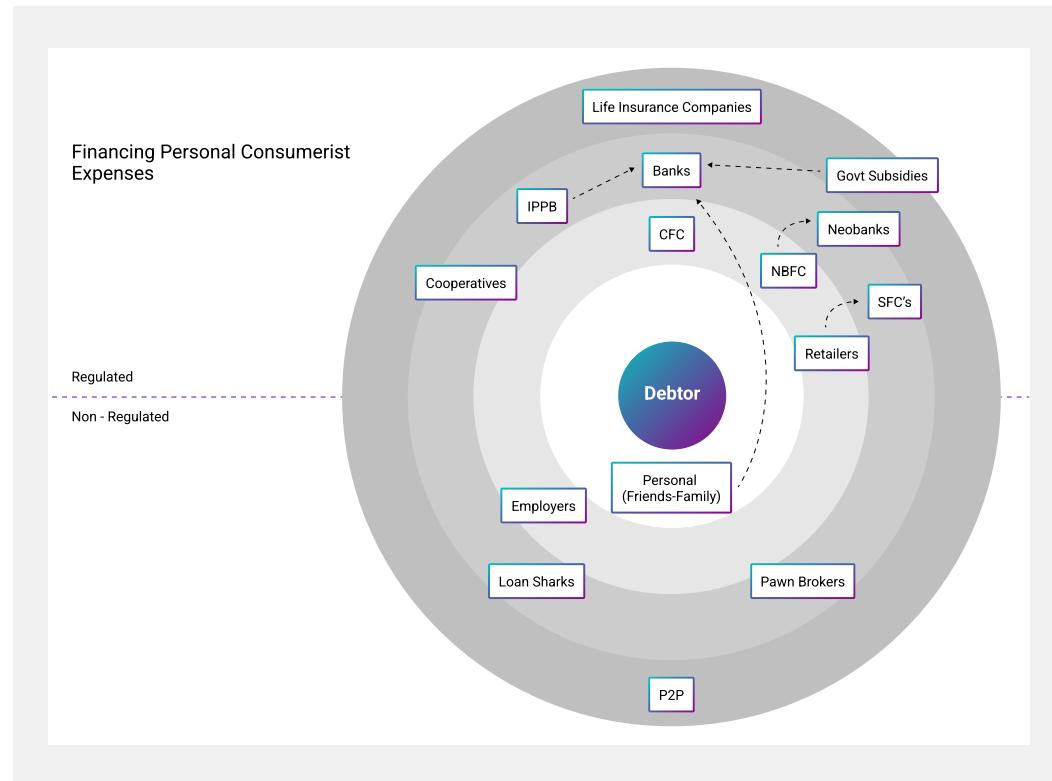


■ Require Collateral ■ Both



Being my first real research exercise, I went wrong in a couple of places. Despite my scope being only the BNPL space, I didn't have a really good understanding of the general consumerist network and had to spend time to understand all lending sources. An oversight was that I didn't prioritize web or app opportunities and hence failed to jot down the channels and devices used for communication. I should have considered supporting institutions as a separate entity, instead classified them under 3rd party providers (eg. Credit Assessors, Compliance, Support Services)

I first researched every possible way an individual consumer might be able to finance his spending. The haphazard distribution made instant analysis difficult and so it was split based on regulatory frameworks. The final map shows the sequential order of relation for each entity to the Debtor ("User")



# SculptVision UI + Dev

Overview: SculptVision is a digital B2B application designed to help retailers and manufacturers effectively communicate and manage their business.

## Objectives:

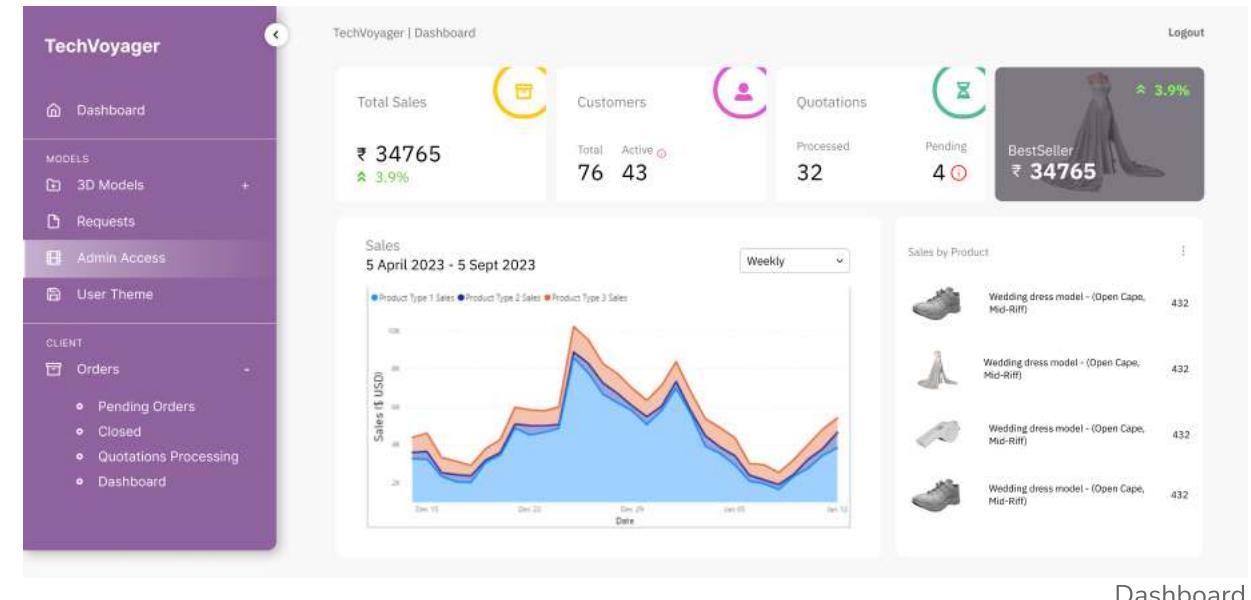
To create a web app from the ground up that diverges into **two user routes**.

- A customer-facing consumer route that provides retailers customization through 3D objects. They can then place an order with the manufacturer based on quantity and a quoted price.
- A merchant route that allows manufacturers to post 3D models of their products open to edits (colors, patterns, textures). They can fix an acceptable price through quotations, then manage their order through the app.

Streamline the task management process by reducing cognitive load and improving efficiency.

The most challenging design problem I encountered was creating a **complex workflow** with multiple steps. I had to break down the workflow into smaller, more manageable tasks. To simplify the user interface, progressive disclosure techniques show only relevant information.

Primary Priority : Manufacturer route  
Gather User Requirements  
Design Features  
Handle interlinkings



TechVoyager | Dashboard

Total Sales: ₹ 34765 (▲ 3.9%)

Customers: Total 76 Active 43

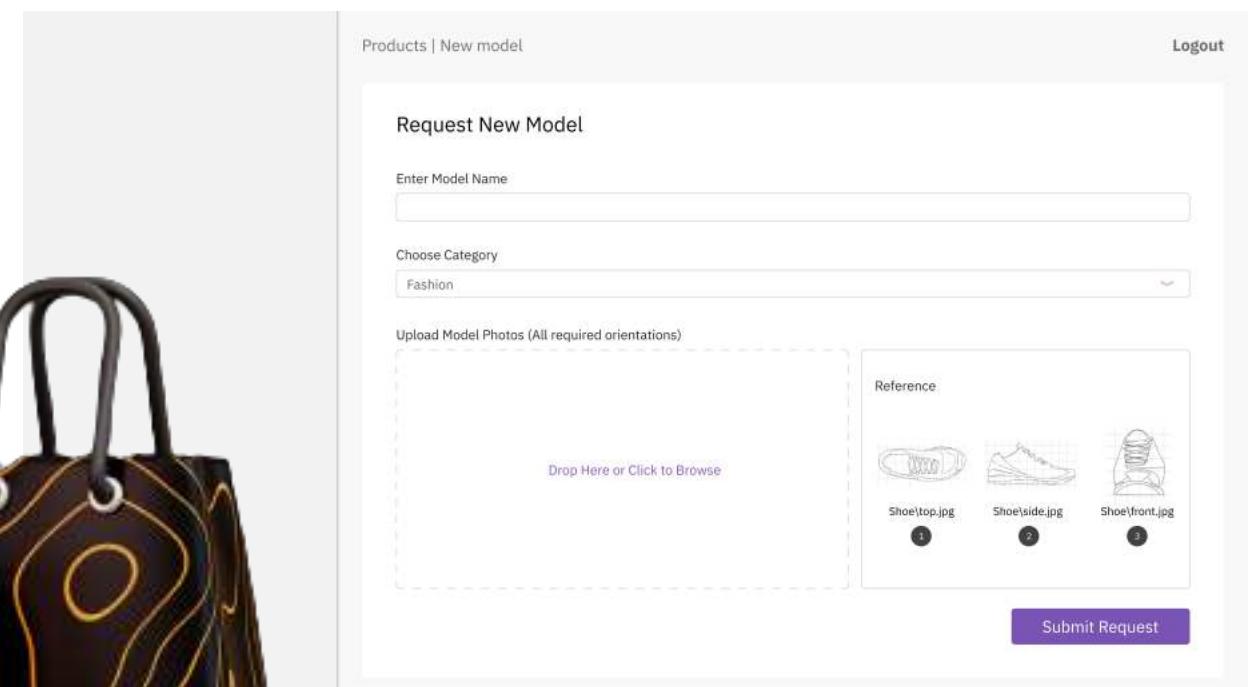
Quotations: Processed 32 Pending 4

BestSeller: ₹ 34765 (▲ 3.9%)

Sales: 5 April 2023 - 5 Sept 2023 (Weekly)

Sales by Product:

Product	Sales
Wedding dress model - (Open Cape, Mid-Rift)	432
Wedding dress model - (Open Cape, Mid-Rift)	432
Wedding dress model - (Open Cape, Mid-Rift)	432
Wedding dress model - (Open Cape, Mid-Rift)	432
Shoe	432



Products | New model

Logout

Request New Model

Enter Model Name:

Choose Category:  Fashion

Upload Model Photos (All required orientations)

Drop Here or Click to Browse

Reference:

Shoe|top.jpg Shoe|side.jpg Shoe|front.jpg

Submit Request

Request New Model

TechVoyager | Dashboard

Logout

Search by model type or specifications

Show selected models only

Search

Filter

Products

Base Cost per month given (inclusive of custom add-ons)

Agile Sneaker Model - (Grey, Lacesless)  
Rs. 6

Wedding dress model - (Open Cape, Mid-Riff)  
Rs. 6

Whistle model - Functional  
Rs. 6

Handbag model - Strapped, Medium  
Rs. 6

TechVoyager | Dashboard

Logout

Search by model type or specifications

Show selected models only

Search

Filter

Products

Base Cost per month given (inclusive of custom add-ons)

Toggle Modal Off

Models can be toggled ON/OFF as per convenience; refer to [Subscriptions](#) for queries.

Handbag model - Strapped, Medium  
4653 Units Sold

Choose Action Cancel Remove Model Edit Model

Agile Sneaker Model - (Grey, Lacesless)  
Rs. 6

Wedding dress model - (Open Cape, Mid-Riff)  
Rs. 6

Whistle model - Functional  
Rs. 6

Handbag model - Strapped, Medium  
Rs. 6

Clients | Theme

Logout

Customize Theme

Upload Logo  Default Name  TechVoyager Pvt Ltd

Theme Colors (Click to switch)

Primary: #222888 (HEX: #222888)

Secondary: #00B1E6 (HEX: #00B1E6)

Accent: #FFD700 (HEX: #FFD700)

Theme Screenshot (Click to update)

Primary: #222888 (HEX: #222888)

Secondary: #00B1E6 (HEX: #00B1E6)

Accent: #FFD700 (HEX: #FFD700)

Discard Update

Theme Preview

Customise theme for clients

TechVoyager | Dashboard

Logout

Model Details

Wedding dress model - (Open Cape, Mid-Riff)

Rs. 6 /month

Corem

Textures

Patterns

Colors

View 3D

Cancel Save Model



Design theme changes to dark from the next slide

Overview: Pixeltrips is a tour website with integrated VR and 360 solutions. VR Walkthroughs, VR Tours, 360 videos and photos are made available for each site along with related multimedia traditional content (audio, videos, gallery, descriptions etc).

The aim is to create an immersive website that has a user-friendly interface with seamless navigation (extensive tours collection)

In the company's words, "TechVoyager believes preserving the heritage ultimately promotes the future. In a bid to stay true to our roots, we are actively taking on projects and building products that aim to showcase the best of our world."

**ARKIN LABS**

[Home](#) [ARK MK-1](#) [About](#) [Contact](#)

## Building Autonomous Drones.

For Greater Mission Efficiency and Impact.

ARKIN LABS is focused on developing autonomous solutions for regional drone initiatives demanding reliability, security and intelligence.

### Our Process

Model	Simulate	Prototype	Test
Systems modeling with real flight dynamics available	Increasing in-depth system specification	Testing on actual hardware for better comprehension	Testing through scenarios

### WORK IN PROGRESS ARK MK-1

Firmware

- Needs for deployment (SAF)
- HW Control
- Security
- Virtual Infra Setup

### Recognitions

5G Hackathon 2020  
Winner of the Best Support for Innovation & Vision at 5G Hackathon

Top 99  
Ranking  
2200+ Entries

**ARKIN LABS**

[InfoArkinLab](#) [Crescent Innovation and Incubation Council](#) [Southern Institute of Technology](#)

**ARKIN LABS**

[Home](#) [ARK MK-1](#) [About](#) [Contact](#)

## ARK MK-1

ARK MK-1 is an open source solution of state-of-the-art technologies, showcasing of drone technology especially for 5G enabled urban and industrial spaces, with an aim to make it possible for military use.

### Features

- 2x faster drone robotics for quick deployment
- Virtually endless sphere of control through 5G
- Collision free AI based traversal in spite of dynamic landscapes
- Live feed accessible by any authorized subscriber
- Autonomous yet user definable
- Centralized fleet management through cloud

### IMMEDIATE, SAFE AND ROBUST

REGULATIONS

### Major Applications

**Emergency Services**

- Search & Rescue operations in disaster areas
- Medical delivery services in remote areas
- Delivery of medical supplies in threat areas
- Delivery of emergency orders and messages etc.

**Smart Cities Surveillance**

- Observing on-the-go areas
- Monitoring traffic in crowded areas
- Monitoring for safety issues
- Monitoring for general cleaning of public spaces
- Surveillance and other services

**Defense**

- Identifying potential threats in protected borders
- Scouting territories and surveying boundaries
- Tracking Cleptomania and Animal Poaching
- Monitoring and patrolling borders

**ARKIN LABS**

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**ARKIN LABS**

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## Our Journey...

Started our first prototype in 2020 with a handful of prototypes for making a local solution of drones that was capable of local 5G cellular networks. As the efforts compensated well, a hypothesis was made to incubate and merge the project into a company that was capable of real time performance, leading to the ARKIN Lab.

### Our Vision

Automating for a safer future

### Incubation Partners

Crescent Innovation and Incubation Council
<b>Crescent</b> Innovation and Incubation Council

**InfoArkinLab**

[InfoArkinLab](#) [Crescent Innovation and Incubation Council](#) [Southern Institute of Technology](#)

# Arkin Labs

## UI + Development

A Chennai based experimental drone development startup

This was the first client I'd independently handled and it taught me a lot on how to efficiently gather stakeholder input and to be better at handling deadlines. Being one of the very first websites I'd designed, it took a great deal of experimentation and exploration into UI Trends and User Interaction Design.



## About Us

We are a premier virtual reality solution provider with a focus on virtual reality app development and Metaverse 3D virtual tours; we deliver immersive experiences that capture audiences across all demographics. As a trusted Metaverse Service Provider based in India, we create realistic and interactive virtual tours that replicate physical spaces into their credibility cataloged digital form.

We are a service-based tech company that offers cutting-edge solutions, tailored to your needs with our virtual reality services that are designed to revolutionize the way you engage with your audience no matter the industry. Current verticals include hospitality, education, entertainment, tourism, museums and monuments.

30+ VR Projects | 4 Products | 9 Domains | 300+ Models



## 360 Solutions

360 VR Walkthroughs | 3D Video Tours | 360 Photography

We take panoramic photographs and stitch them together to digitally recreate real physical locations using a sequence of overlapping images. Necessary content includes 360 degree multi-angle cameras like webcams, motion sensors, gyroscopes or even pure text.



## Services

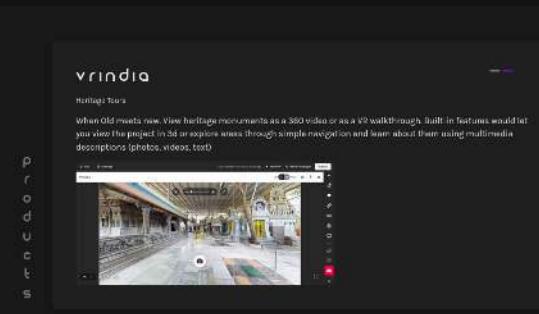


## Domains

## Vrindia

Heritage Tours

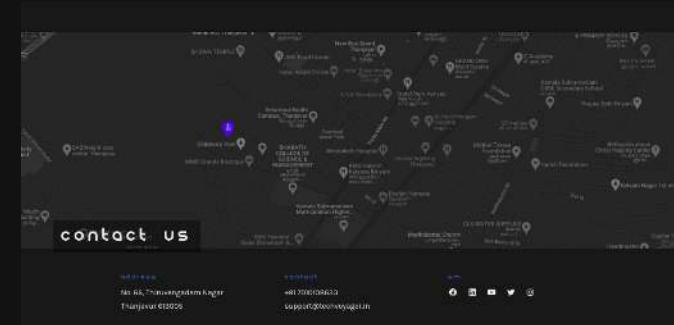
When Old meets new. View heritage monuments as a 360 video or as a VR walkthrough. Built-in features would let you view the project in 3d or explore areas through simple navigation and learn about them using multimedia descriptions (photos, videos, text).



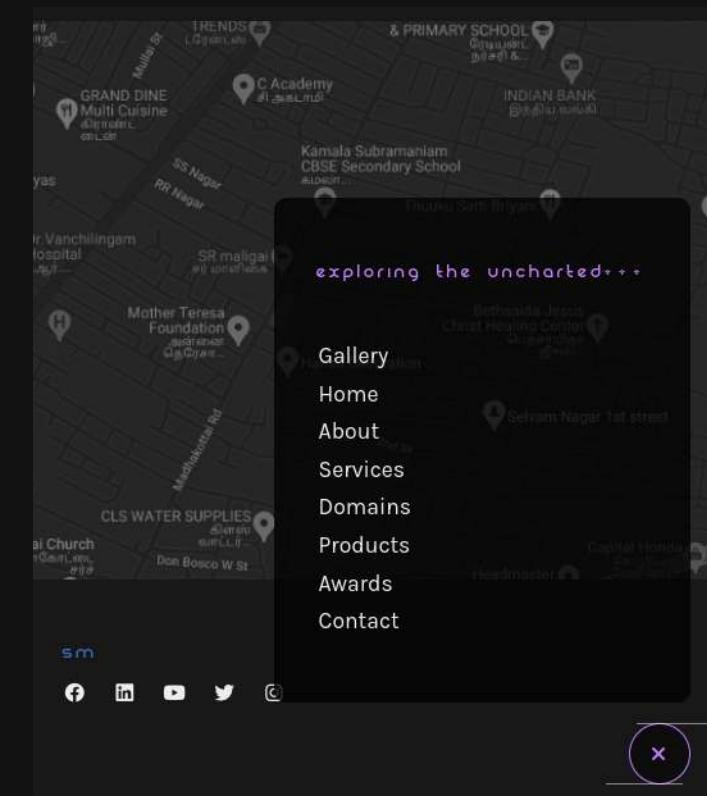
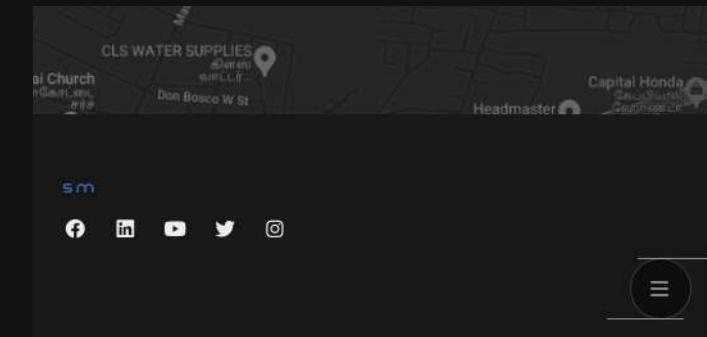
## Awards



## Our Partners



**TechVoyager**  
UI + Development



Navigation

# UI + Development

Select works: '22 - '23

## Process

Understand the project goals and target audience.

Gather content and establish UI style aligned with client preferences.

Additionally, for open-ended projects, I experiment with new plugins, tools and techniques to create a more interactive experience for the users.

## Major Roles

Web Design (Figma)

Development (HTML | SCSS | JS)

Designing Micro Interactions

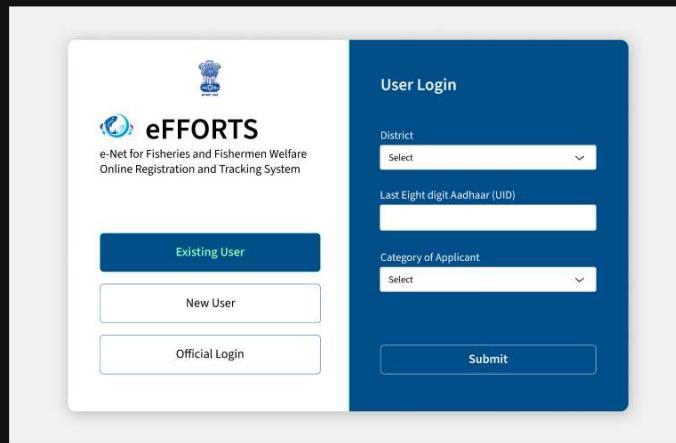
Content Strategy



A screenshot of the Green Nursery website. It has a header with categories like "Ornamental", "Bulbs", "Sage", "Planters", "Gifts", "Seeds", and "For Beginners". A main banner says "SHOP from our LIVE PLANTS" with a "Browse Now" button. Below it is a grid of products: "Ornamentals", "Fruit", "Planters", "Seed Packets", and "Seedlings". A "Clearance Sale" section follows, featuring discounted items like "Aglaonema Lipstick in Pink Round Pot" and "Pepomia Plant with Hand Decorated Pot". Other sections include "Happiness garden...", "Trending Products", and "Best of Air Purifiers". Each product item includes a small image, a name, a price, and "Buy Now" and "Cart" buttons.

A screenshot of an environmental initiative website. It features a top banner with the text "Do what you've always done, but now get rewarded for it" and a green "Join Us" button. To the right is a graphic of a tree with a person standing next to it. Below this is a dark blue section titled "Our Focus" with hexagonal icons for "PEOPLE", "REDUCE", "PEACE", "RECYCLE", and "OFFSET". A sub-section titled "Our Solutions" shows three projects: "Pedal2Earn" (a social platform for saving energy), "Organic Farming" (a welfare platform for organic farms), and "Micro Forestry" (an aggregator platform for micro farmers). Each solution has a "Who is it for?", "Visit Project", and "Live/WIP" status indicator. A "Key Roadmaps" section at the bottom lists four items for March 2022: "Pedal2 Earn Concept", "Litpaper/ Whitepaper Website", "MVP Mock-up/ Game Design", and "MVP Mock-up/ Game Design First Community Airdrop IoT Proof of Concept".

A screenshot of the Tas Petroleum website. It has a top banner with the text "All Over Tasmania! Bringing Local Knowledge And Experience". Below it is a "Explore TasPetroleum" section with links for "About Us", "Delivery", "Contact Us", and "Products". A large image of a fuel pump is on the right. The main content area features a "Welcome to TasPetroleum" section, a "WE KEEP THE STATE RUNNING" section with a truck image, and a "TASMANIA'S LARGEST PRIVATELY OWNED INDEPENDENT FUEL &amp; LUBRICANTS DISTRIBUTOR" section. The bottom features a "We're local" section, a "OUR TEAM" section, and a "Core Beliefs" section with icons for Safety, Competitive Pricing, Strong Customer Support, Service and Flexibility, and Regular Updates. A footer at the bottom includes "Quick Links" for Products, Fuel Cards, Delivery, and Social media links for Facebook, Twitter, and LinkedIn.



**eFFORTS**  
e-Net for Fisheries and Fishermen Welfare  
Online Registration and Tracking System

**User Login**

District  
Select

Last Eight digit Aadhaar (UID)

Category of Applicant  
Select

**Existing User**  
**New User**  
**Official Login**

**Submit**

# Brihadeeshwar Temple



VR Tours

Brihadeeshwar Tem... VR Photos

Brihadeeshwar Tem... VR Photos

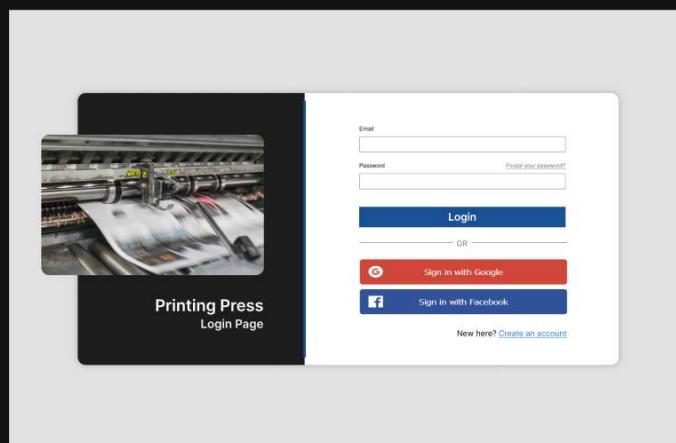
Brihadeeshwar Tem... VR Photos

Brihadeeshwar Tem... VR Photos

**Audio**

1 Lorem, ipsum dolor.  
Lorem, ipsum dolor.

2 Lorem, ipsum dolor.  
Lorem, ipsum dolor.



**Printing Press**  
Login Page



Email   
Password  Create your password!

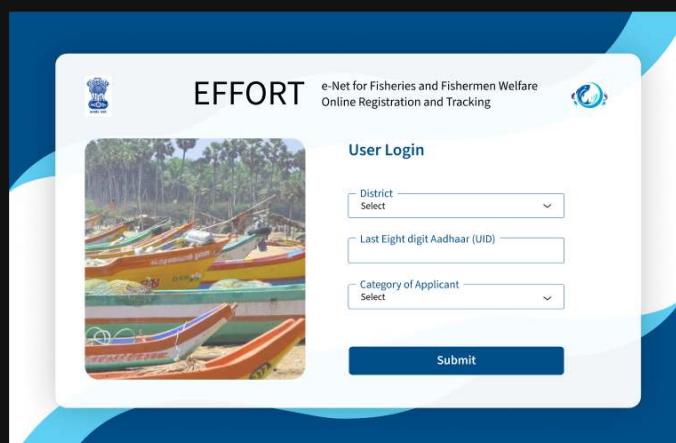
**Login**

OR

 Sign in with Google

 Sign in with Facebook

New here? [Create an account](#)



**EFFORT**  
e-Net for Fisheries and Fishermen Welfare  
Online Registration and Tracking

**User Login**

District  
Select

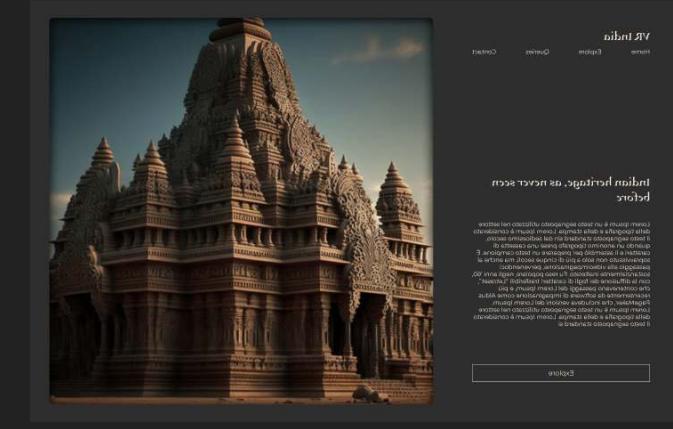
Last Eight digit Aadhaar (UID)

Category of Applicant  
Select

**Submit**



# Brihadeeshwar Temple



VRIndia

Brihadeeshwar Temple VR Photos

Brihadeeshwar Temple VR Photos

Brihadeeshwar Temple VR Photos

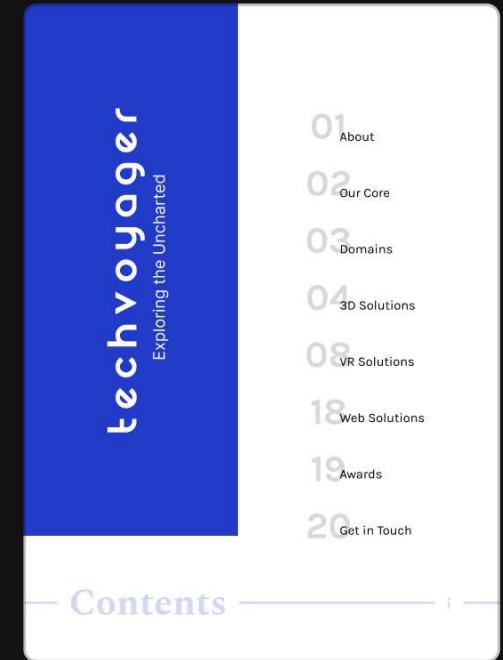
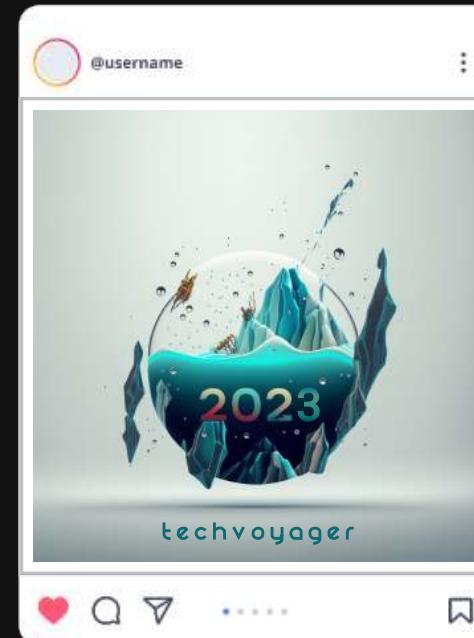
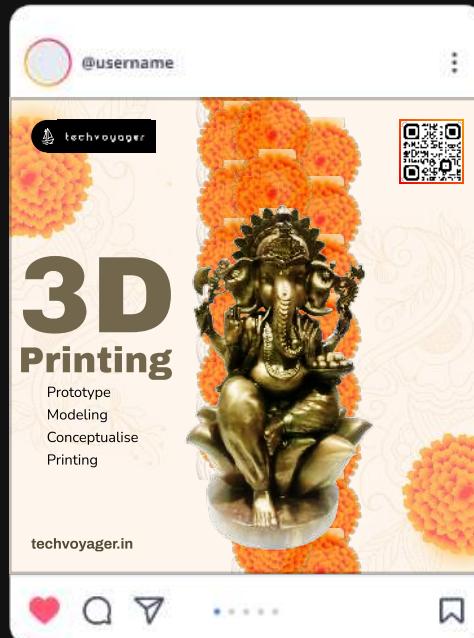
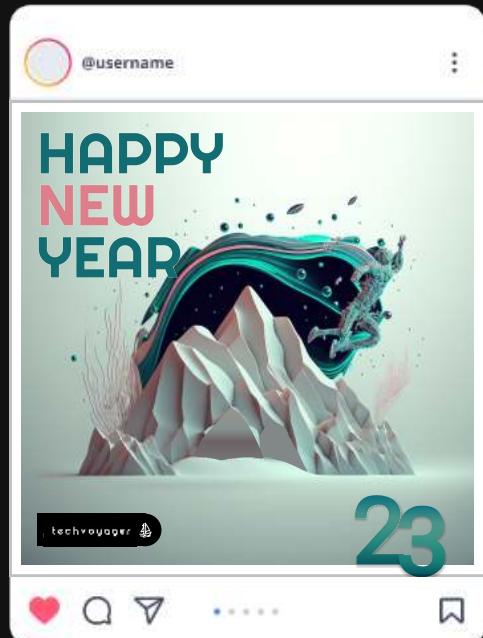
Brihadeeshwar Temple VR Photos

**Photos**

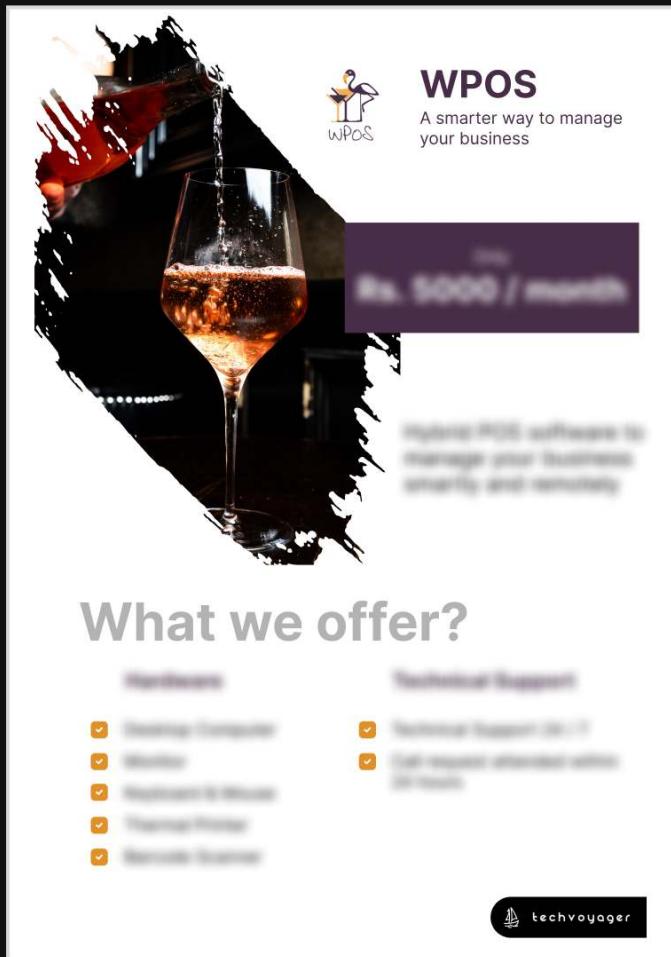

# Digital

Company Portfolio  
Social Media Posts



# Print

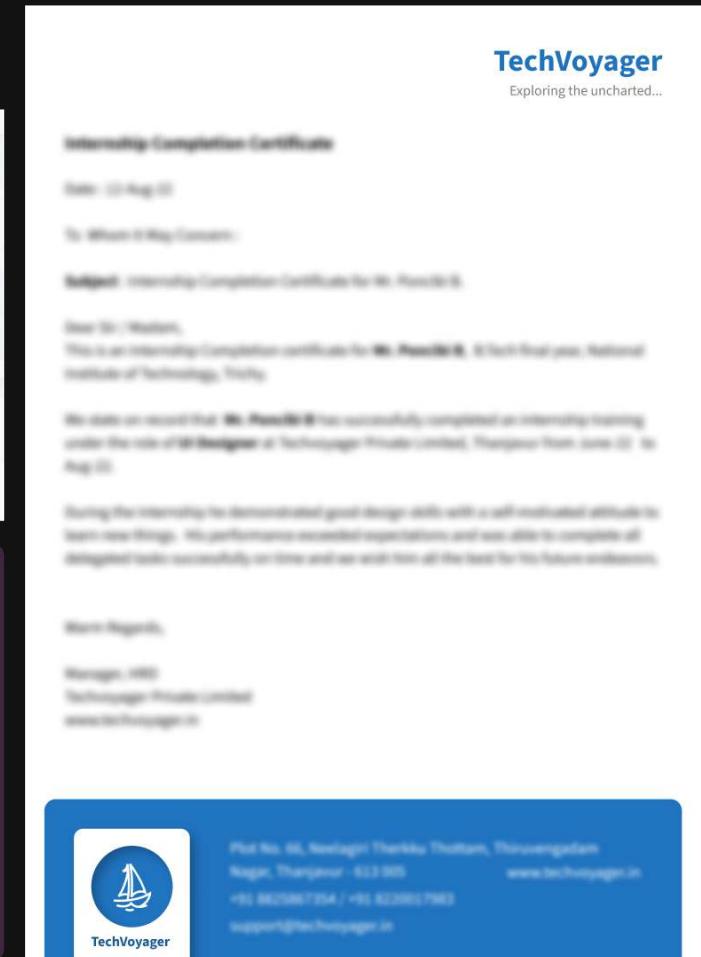
Brochure



Visiting Cards



Letterheads



# RE-READ

Click **pagination** on any page to switch to contents  
(current page) Click on blocks below to switch to section



Case Study  
**CS**



Mobile App  
**MA**



Research Tools  
**RT**



Web Apps  
**WA**



Visual Development  
**VD**



Graphic Design  
**GD**

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[Download Portfolio](#)