



**.UXD is a design  
extension at e-Zest**

We intend to cross-sell UXD  
capability to existing customers  
within Accion labs family!



We...

**Question**  
**Discover**  
**Synthesise**  
**Collaborate**

**Solve**

to create impacting experiences !

**We Design !**

## . Our Core

A leadership from legacy design schools in India, that brings in decades of experience & expertise across diverse design areas!



**Ashwin Chikerur**  
UX Head  
**IDC IITB 2003**



**Parag Natekar**  
UX Principal  
**NID 2004**



**Amay Rathore**  
UX Lead



**Abhay Salvi**  
Vis comm Lead

- **Researchers & Conceptualisers**
- **Information & Interaction Designers**
- **Visual Strategists & Graphic Designers**

*Diversity of mindsets!*

## . Our Summary

An experienced design team from best design schools in India with proven track record of handling complex design problems for various clients for over a decade



# . Our Offerings



## UX and Digital

Research & Analysis  
Design Strategy  
Interaction & Visual design  
Design Systems  
Testing & Prototyping  
UI Frontend Dev

### Design Diagnosis

Diagnosis & consultation of your product / digital presence with a detailed report.



## Communication and Graphics

Communication & Brand design  
Visual Strategy  
Print & Publication Design  
Illustrations & Graphics  
AR/VR



## Motion and Animation

Motion design  
Animation  
Storyboard  
Concept Art

## <sup>Ai Driven</sup> . Our **Design Process**

**Gen AI** acts as a powerful tool for us, enhancing efficiency, data-driven decision making, and creative exploration. While the human touch remains vital, AI is the brushstroke of the future, propelling design towards a new era of data-driven creativity.

## Research & Understand

- Heuristic Analysis
- Contextual Enquiry
- Competition Research
- Biz & User goals

## Ideate & Strategise

- Information Architecture
- Personas & Journey Map
- Task Flows & Scenarios
- Wire framing & Interaction

## Design & Prototype

- Branding & Visual Design
- Prototyping & User Testing
- Design System
- Usability Testing

## Development with AI

- HTML Code generation
- Accessibility Testing
- Responsive Dev
- Make website live

← ----- *AI tools we use to optimise the design process* ----- →



### Notion

Documentation



### UX Audit

User Testing



### Tiny Wow

File management



### Relume

Sitemap/Wireframe generation



### ChatGPT

Content / UX writing



### Midjourney

Media generation



### Khroma

Color generator



### Builder.IO

Design to Code



### Webflow

Design to Code



### Framer

Design to Code

*Ai tools are evolving & so are we !*

Process for us is a Guideline & not a Rulebook. Every Client, Need, Project, Context, Domain is different, we believe hence should be the solution

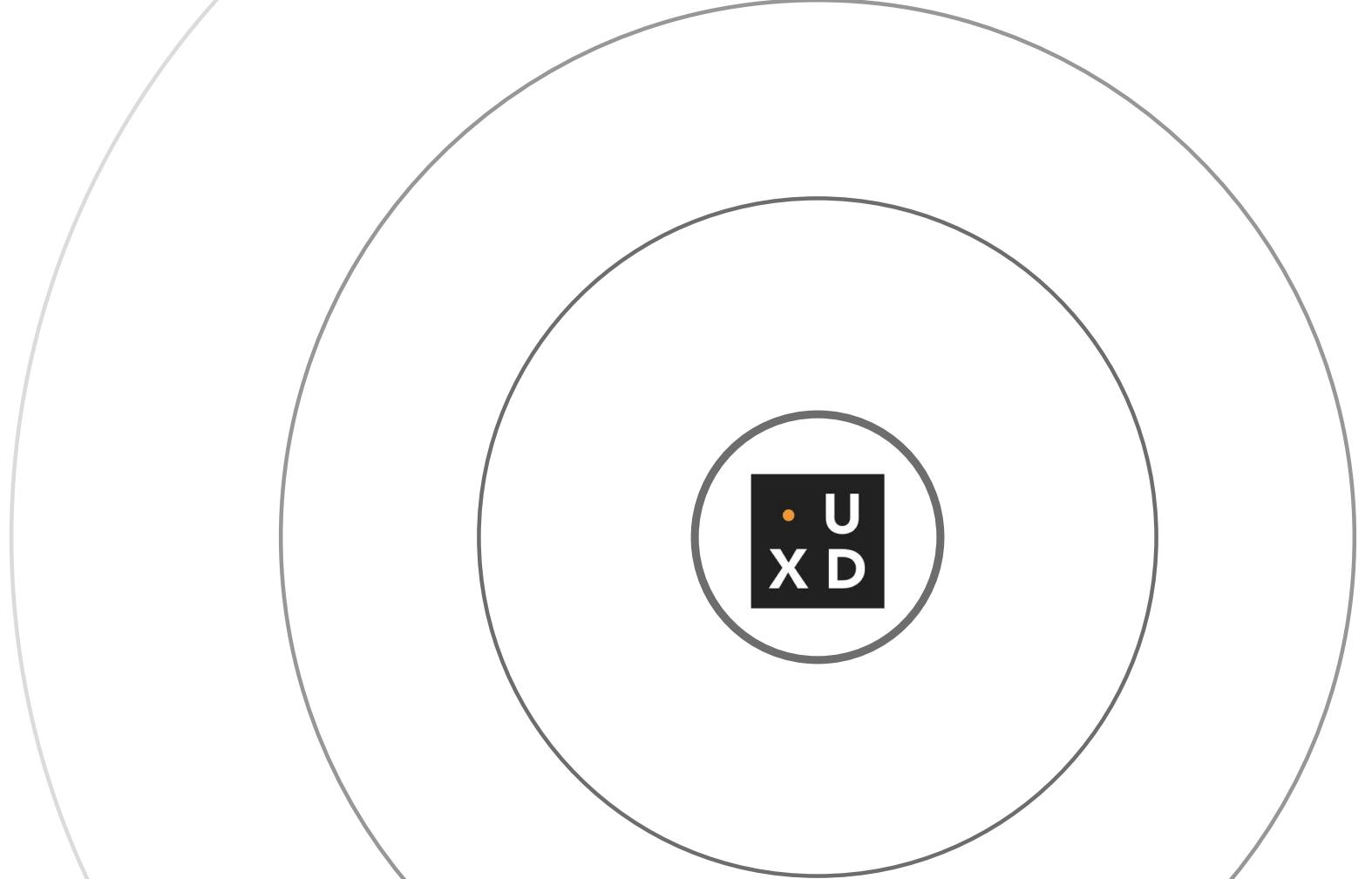
## . Design Interventions

A perfect extension to the Solutioning approach within e-Zest.

A value addition to the businesses via 360 deg UX & UI design services.

- 1. Design Pitches**
- 2. Design Diagnosis & Assessment**
- 3. Proposal & Estimation**
- 4. Design Planning**
- 5. Design Workshops**
- 6. User research & Testing**
- 7. Array of Comm Design.**

*& few more as per need*



**Passion & process  
begets Good Design !**

**Good Design begets  
Great Customers &  
Experience!**

Lets take a peek at some  
great experiences created  
for our customers ! 

## . Business Benefits

**As its said & proven, good design is good business, we align with the same thought !**

- 1. Seamless handoff to tech solutioning**
- 2. All integrated team with reduced friction**
- 3. Experienced team with Ai tools**
- 4. A creative overview across all projects**
- 5. Faster & Better for customers & Biz thereby**

## . Next Steps to a Start!

*Possible ways that we could pitch a starting point for our engagement*

- 1. Propose a Expert Review of their existing product / app to understand & identify possible improvements with a detailed report**
- 2. Design Workshop ( with Sr leadership / key stakeholders ) to engage & identify product standing in the marketing**
- 3. UX designers staffing augmentation**

2016-2018

## eAbbott B2B ecomm. transformation

Digital Transformation of the end to end design & tech migration of Pharma Giant from USA.

UX Design

Research & Testing

B2B



The screenshot shows a tablet displaying the Abbott B2B e-commerce platform. The top navigation bar includes 'REGISTER ▾', 'LOGIN', 'PRODUCT CATALOG', 'EFT', 'CHARGEBACK', and a search bar. The main content area features a scenic landscape background with a road and mountains. On the right side, there's a 'WELCOME TO E-ABBOTT ORDER & INVOICE MANAGEMENT' section with fields for 'USERNAME' and 'PASSWORD', and a 'LOGIN' button. Below this, four new features are listed: 'SAVE YOUR CART LATER', 'EASY CHECKOUT PROCESS', 'DASHBOARD AT A GLANCE', and 'QUICK ORDER'. Each feature has a small icon and a brief description. The bottom of the screen shows a reflection of the tablet on a surface.

Abbott

PRODUCT CATALOG EFT CHARGEBACK

SEARCH

REGISTER ▾ LOGIN

NEW FEATURES FOR EASIER & BETTER EXPERIENCE!

**SAVE YOUR CART LATER**  
You can reload your saved shopping cart, so you don't waste time looking for them again, during your next visit

**EASY CHECKOUT PROCESS**  
No Bells and Whistles or lengthy forms to fill up! Checkout process is so simple, you can vouch for its brevity

**DASHBOARD AT A GLANCE**  
View real time information about your invoices and your current order, at a glance

**QUICK ORDER**  
We value your time! All you do is import your saved cart, or the SKU list and you are ready for checkout process!

WELCOME TO E-ABBOTT ORDER & INVOICE MANAGEMENT

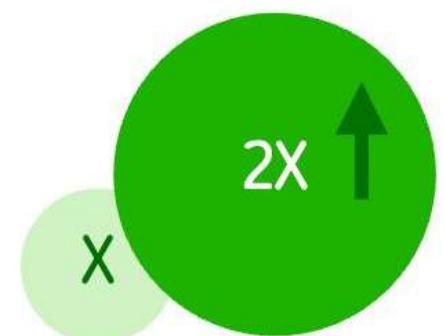
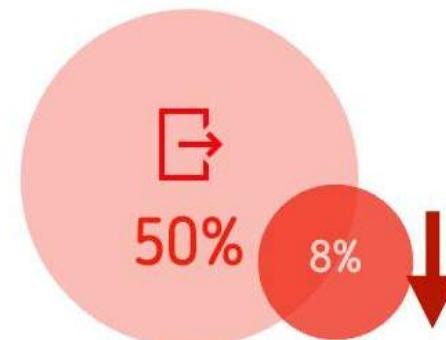
USERNAME

PASSWORD

LOGIN

Reset Password

For internal circulation purposes only



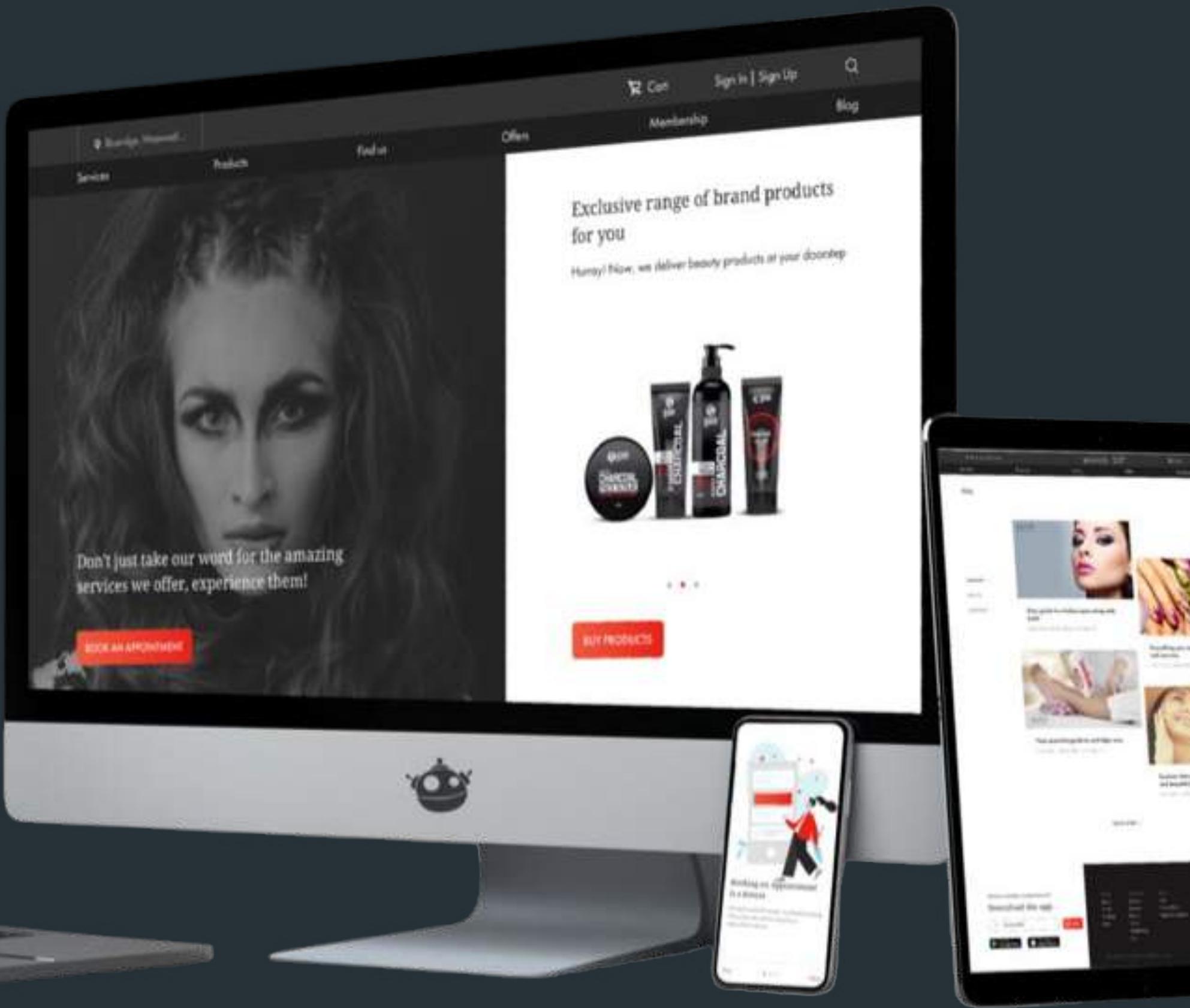
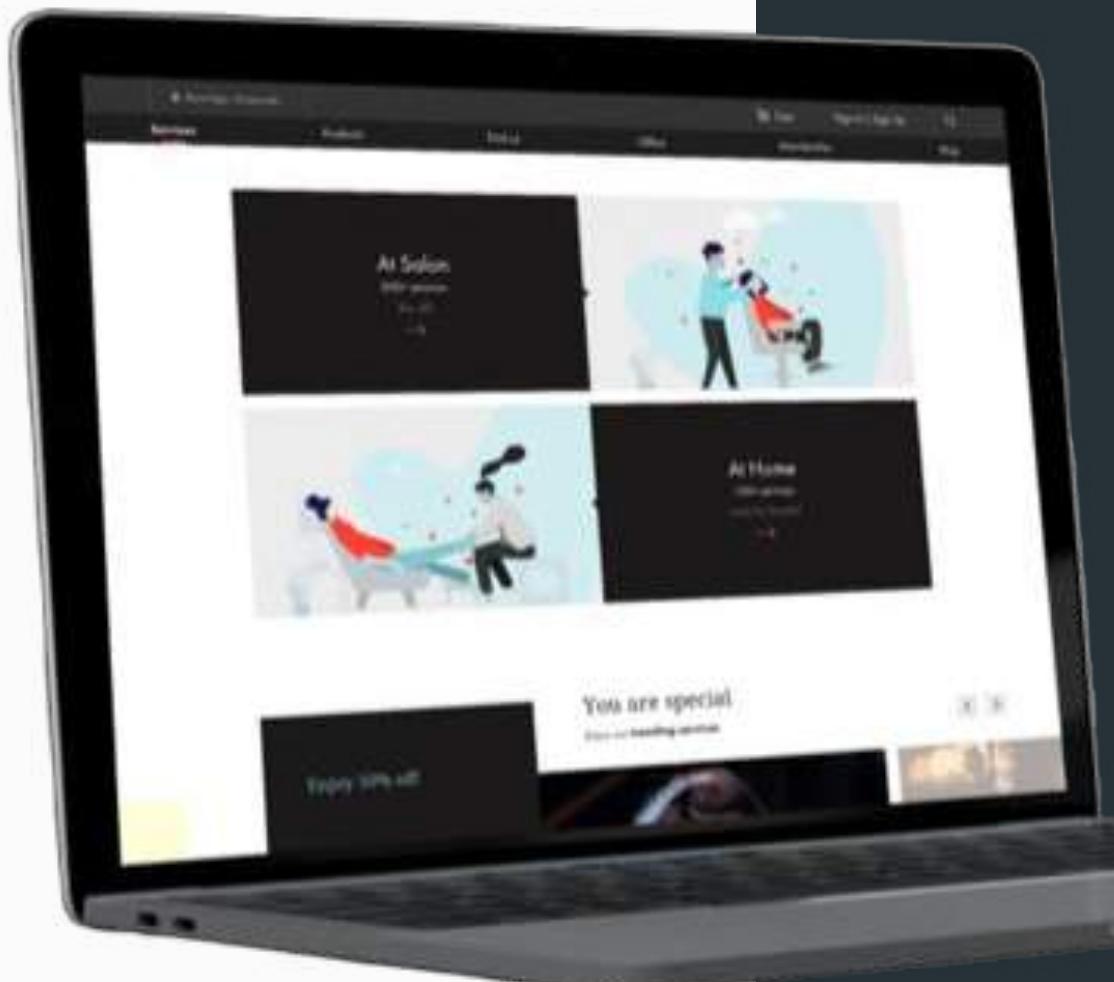
2021-23

# Enrich Salon

Transformation of entire Digital ecosystem across 6+ Touch-points from PoS, CX, Mobile, Managers to Biz Stakeholders

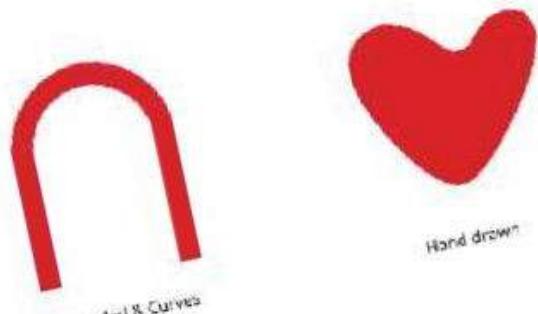
CX Design

B2B & B2C



My curves are my pride, which bring out my fashionable side

- Noto Serif



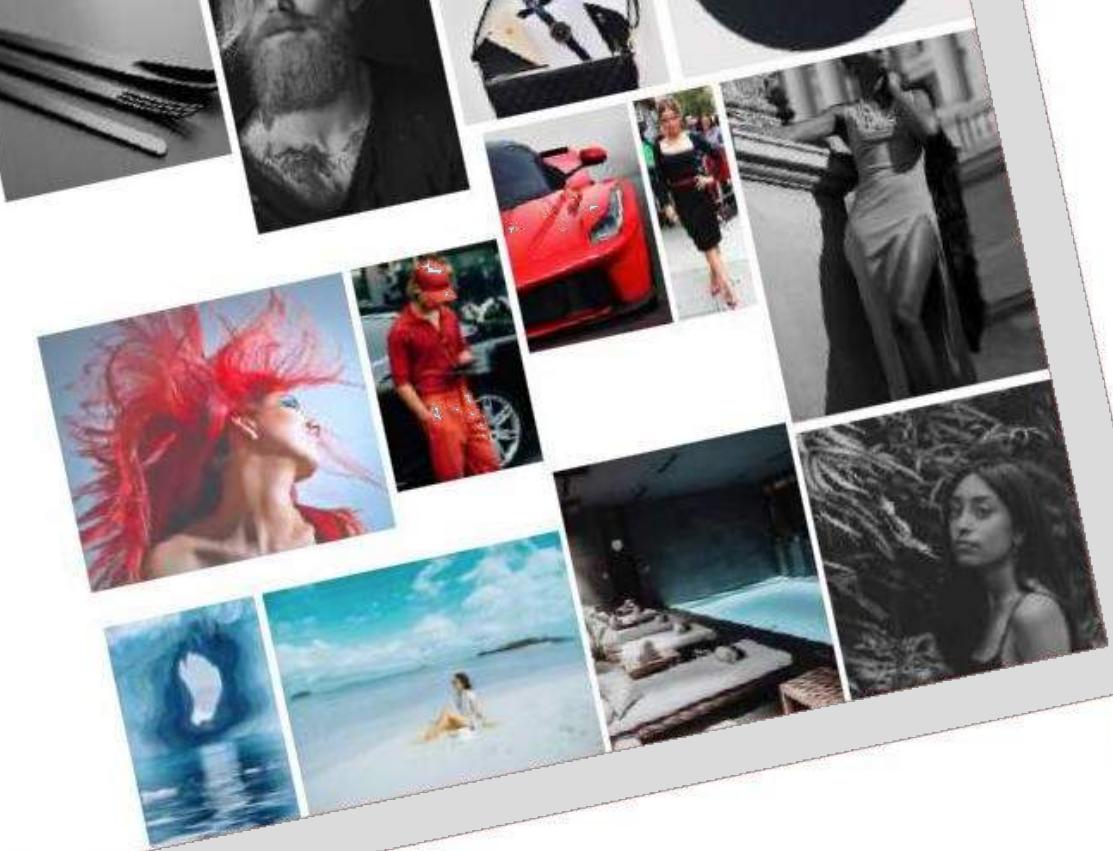
LOVE BEGINS  
WITH YOU

WE CO & INCLUDE

Let's create a mood for you

Moodboard always help us to define the overall look and feel. The idea behind this is to draw inspirations from the things around us and present them in the form of images.

Love  
Bold  
Stylish  
Relaxing  
Slick  
Simple



Usage  
Display + Headings

Styles

Regular  
Regular Italic  
Bold  
Black Italic

Noto Serif

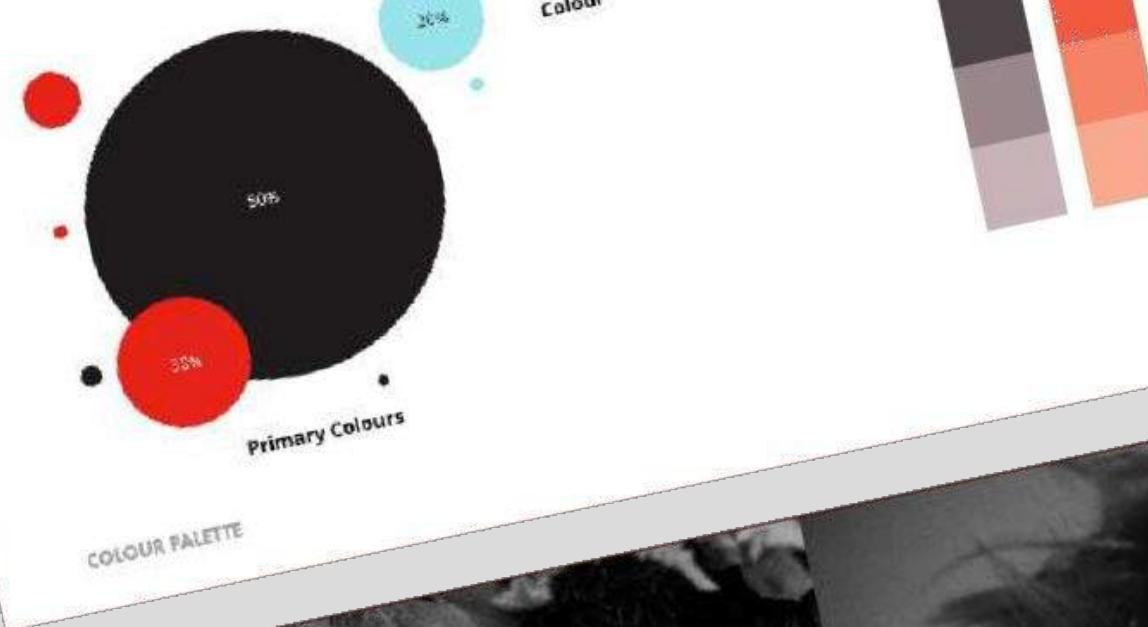
The quick brown fox jumps over the lazy dog  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ()

The quick brown fox jumps over the lazy dog  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ()

The quick brown fox jumps over the lazy dog  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ()

TYPOGRAPHY

Icons are inspired from the characteristics drawn from the logo to create a seamless design flow.



"I could be heavy, I could be light,  
It depends on my mood  
to stay which side.  
Because your words  
don't shape my life."



2022-23

# Mindweal

MindWeal is one of the leading virtual mental healthcare provider that extends personalized flexible and integrated care to children aged 4-18 years.

UX Design

Graphics

Research & Testing



A composite image showing the MindWeal website and mobile application. The website header includes the logo, navigation links for "Our care", "Who we are", "Our team", "Our partners", "Resources", "Contact us", and "Login". The main content features the tagline "Care that's always there where you are." and a subtext about providing mental health to children aged 4 to 18 years. It includes a call-to-action button "Get care today for autism" and links for "GET STARTED" and "Learn about our care". Below the text is a circular inset image of a woman holding a smiling child. The mobile app interface shows a similar layout with the same tagline and a large circular inset image of the same woman and child. The overall design is clean and modern, using a yellow and white color scheme.

**MindWeal**

Our Care Who we are Our team Our partners

meets you where you are

The best clinical acumen with the latest address the issue at the grassroots level.

Contact us

Login SIGN UP NOW

Anxiety

Generalized anxiety, social anxiety, panic disorder, Obsessive-compulsive disorder (OCD) and related disorders.

Autism

Autism spectrum disorder (ASD), intellectual disability and related disorders.

Movement disorders

Tourette's disorder, Tic disorder, Trichotillomania, Tardive Dyskinesia.

Appointment

Wellbeing

MCAT

Intake Paperwork MFSH

6826926947 02/07/2024 - 02:00 PM None Scheduled 01/22/2024 01/22/2024

897979879 None Scheduled 01/10/2024

37987987 None Scheduled 12/21/2023 - 03:40 PM 12/21/2023

987987 None Scheduled 12/21/2023 12/21/2023

3423 None Scheduled 12/21/2023 12/21/2023

554 None Scheduled 12/21/2023 12/21/2023

Invalid Date Invalid Date 12/22/2023

None Scheduled Invalid Date Invalid Date

Rows per page: 10 < 1-10 of 16 >

Enter zip code Check availability

**MindWeal**

**Patient Info**

Alesha Albon Insurance: Yes

Primary contact Phone: (901) 757-06511625 Email: yourmail@gmail.com

DOB: 12/12/2008

MCAT Status DOWNLOAD PDF

Intake Paperwork

MFSH VIEW DETAILS

Wellbeing SEND REMINDER

System Vitals Details

Weight 128 lb

Height 61 in

Systolic Blood Pressure 70 mmHg

Diastolic Blood Pressure 140 mmHg

Patient Profile & Appointments

Summary

Medication treatment plan\* Enter Text Here...

Follow up appointment frequency 1 week, 2 weeks, 1 month...

Other Enter Text Here...

Additional Service ADHD Testing, Exec Testing...

Post-Visit Summary & Treatment Plan

SAVE

KNOW MORE ABOUT OUR APPROACH

For internal circulation purposes only

State of Illinois, with a mission to ensure

Check availability

Our Care Who we are Our team Our partners

Take the wheel

Online psychiatry assessment

Take a comprehensive and interactive assessment of your child's psychiatric symptoms and share relevant medical and family history.

Psychiatric evaluation

Gain a thorough assessment of your child's emotional, cognitive & behavioral health from our board-certified expert.

Concrete outcome

Support and mental wellness.

Close supervision

Holistic outcome

An approach

meets you where you are

The best clinical acumen with the latest address the issue at the grassroots level.

Contact us

Login SIGN UP NOW

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Close supervision

Holistic outcome

An approach

2020-21

# SeedFund

Seed Fund India is a platform under Startup India Scheme targeted for Financial assistance to startups for proof of concept, prototype development, product trials, market entry, and commercialization

UX Design

The image displays the Startup India Seed Fund Scheme website and its mobile application side-by-side against a blue background.

**Website (Top Right):**

- Header:** Features the "SEED FUND SCHEME" logo, a navigation bar with links to HOME, ABOUT, PORTFOLIO, F.A.Q., CONTACT, and a LOGIN button.
- Section:** "Startup India Seed Fund Scheme" with a sub-section "Financial assistance to startups for proof of concept, prototype development, product trials, market entry, and commercialization".
- Call-to-action:** A yellow "APPLY NOW" button.
- Image:** An illustration of two people launching a laptop from which a lightbulb is emerging, symbolizing ideas and innovation.
- Text:** "An Initiative To Spur Entrepreneurship Across India".
- Section:** "The Need For Startup India Seed Fund Scheme" with a sub-section "Easy availability of capital is essential for entrepreneurs at the early stages of growth of an enterprise".
- Image:** An illustration of a person working on a laptop with a lightbulb icon, representing a startup idea.

**Mobile Application (Bottom Left):**

- Header:** Shows the "SEED FUND SCHEME" logo and a three-line menu icon.
- Section:** "Eligibility Criteria" with a sub-section "For Startups".
- List:** Three numbered points detailing eligibility:
  1. A startup, recognized by DPIIT, incorporated not more than 2 years ago at the time of application.
  2. The startup must have a business idea to develop a product or a service with a market fit, viable commercialization, and scope of scaling.
  3. The startup must have a business idea.
- Call-to-action:** A "MORE DETAILS" button.

**Startup India Seed Fund Scheme**

**Seed Fund Will Operate**

The disbursed to eligible startups  
in incubators across India

**Incubators** → **Startups**

Govt assisted/Not-  
Govt assisted  
Incubators  
Operational for atleast  
2-3 years

DPIIT-recognised  
Startups  
Incorporated less than 2  
years ago

Year-round 'Call for Applications' for  
Incubators and Startups

Sector-agnostic

No mandatory physical incubation

**Golden Jubilee Biotech Park for Women**  
Chakan, Kerala

- Total Available Balance with the Incubator: ₹ 0
- Available Grant Balance with the Incubator: ₹ 0
- Incubator Associated with us since: 1997
- Evaluation Rate: 0%

**LOGIN**  
Please use your Startup India Credentials to Login/Apply  
Don't have Startup India login credentials yet?  
Create an Account | Forgot Password?

**STARTUP APPLICATION GUIDE BOOK**  
**INCUBATOR APPLICATION GUIDE BOOK**

**Portfolio of Incubators approved under the Startup India Seed Fund Scheme**

The information displayed on the incubator's portfolio page may not be latest, it is recommended to reach out to the concerned incubator.

Certain incubators listed on this page may not be available in the drop-down menus of the startup application form. Please reach out to [sisfs@startuindia.org.in](mailto:sisfs@startuindia.org.in) for any query.

**Selected Incubators**

**IIMK LIVE**  
Kozhikode, Kerala  
Indian Institute of Management Kozhikode, A...  
Margao, Goa  
Forum for Innovation Incubation Research and...  
Forum for Innovation Incubation Research and Entrepreneurship...  
Experiential Tr... +7 More

**Scale Up Your Startup With**

**Golden Jubilee Biotech Park for Women Society**  
Chakan, Kerala

- Total Available Balance with the Incubator: ₹ 0
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**LOGIN**  
VISIT WEBSITE

**For internal circulation purposes only**

2019-2022

# Health Accounts Information Systems

Simplifying the dissemination, collection and analysis of world health data

UX Design

Research & Testing

Service Design



The image shows a digital tablet displaying the user interface of a mobile application. At the top right, it says "Hello, Chandika!" and "Access the below tool on the application and enjoy working." Below this, there are three main sections: "Studies" (with a clipboard icon), "Reports" (with a document icon), and "Setup" (with a key icon). Each section has a brief description. At the bottom right of the screen is a blue "GET STARTED" button.

Hello, Chandika!

Access the below tool on the application and enjoy working.

**Studies**  
Manage your master list of studies.  
Add new, edit existing or delete studies. Set up every study, collect data, map expenditures and create reports from here.

**Reports**  
Manage your master list of reports from here. Export these final reports and share as per requirement.

**Setup**  
Define and setup the tool so that your team can start creating health account studies.

GET STARTED

The screenshot displays the WHO Health Financing Data Entry System. The main window is titled "ABC-F\_New Study | India | 08 Aug. 2018 - 08 Sep. 2019 | 6 Dec. 2019". The navigation bar includes "STUDY SETUP", "DATA COLLECTION", "MAPPING" (which is selected), and "VALIDATION". The "MAPPING" tab has tabs for "Donor", "NGO" (selected), "Employer", "Insurance", "Government", "Miscellaneous", "Household", and "Provider".

The "Data Sources ABS" dropdown shows "75% rows mapped". The "Amount" section displays a mapping tree. A tooltip for "HF.1.1.2 Compulsory contributory health insurance schemes" shows values: 1.60,000 (United States Dollar), 10,000, and 1.50,000. To the right, a summary box shows:

- Expenditure Current: Actual Amount 56789843, Weighted Amount 56789843
- ICD Code: D44ABC (DIS.2 Reproductive He..)
- ISD Code: A104dC (HP.4 Mental Health..)

The left sidebar contains classification trees for "Expenditure", "Related", "Current", and "HS/FS Financing schemes". The bottom right features buttons for "UNMAP", "EXCLUDE SUBROW", and "USE RECOMMENDED PATTERNS". A "Warning (30)" message is visible at the bottom.



# Thank You !

*We are excited to contribute, collaborate  
& expand with Accion Labs!*