

About Me

ABHINAV JHA

I am a Masters student at New York University working towards my degree in Cyber Security.

A software developer by profession, I am passionate about design. I am interested in User Experience Design, with special focus on digital design.

I love challenging design problems and working on crushing them. I see myself working as a UX Consultant in future.

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Music.ly

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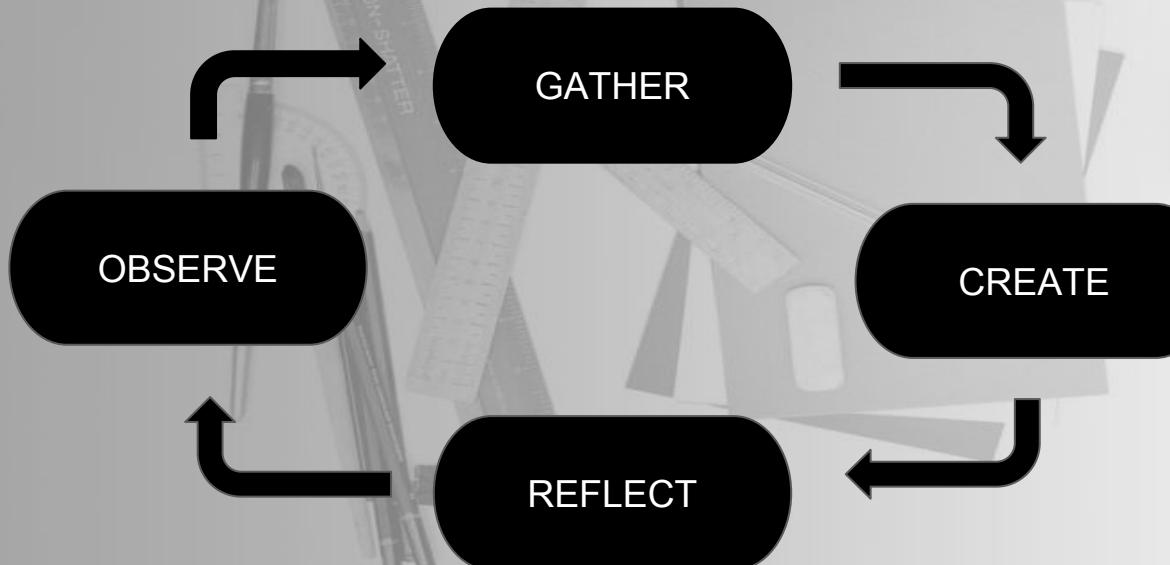
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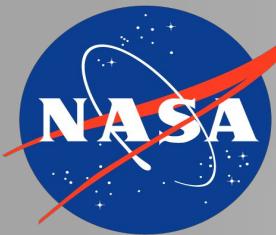
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DESIGN THINKING





Jet Propulsion Laboratory

PROJECT BRIEF

Design a way for users to navigate through CAD model file hierarchy in augmented reality.

Use Case

A group of engineers are inspecting the arm of the Mars 2020 Rover model in ProtoSpace. They want to detach the arm and remove it from the rover so that they can better understand how to assemble it. One of the engineers uses the Manipulation tool to grab the arm but it only selects the Alpha Particle X-ray Spectrometer (APXS) because the rover arm is made up of many parts. Using some kind interface, the engineer needs to be able to move up the file hierarchy to select the entire arm. How will the engineer be able to do this by using the interaction controls? What can hierarchy look like in ProtoSpace?

The Users

Protospace users are mainly NASA's mechanical engineers working on missions in the design, testing, and assembly phase of spacecraft production (Mars 2020, Europa, SWOT, OCO-3.) They currently use ProtoSpace to collaboratively problem solve spatial issues such as cable routing, assembly procedures, spacecraft transportation, EDL (entry, descent, and landing), and close clearances (making sure different parts don't hit each other during take-off and landing and explode.)



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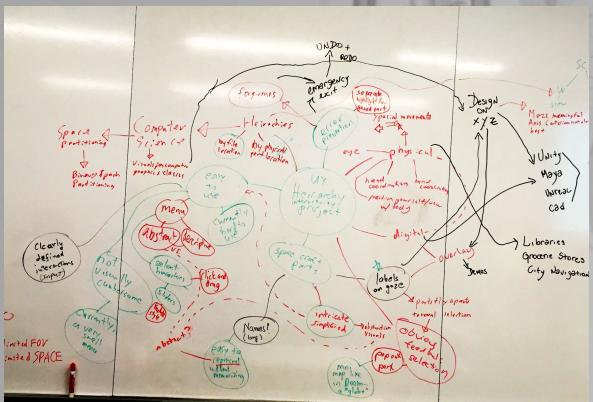
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MIND MAP



USER TESTING



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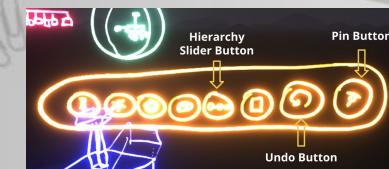


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CARDBOARD PROTOTYPE



GOOGLE TILTBRUSH



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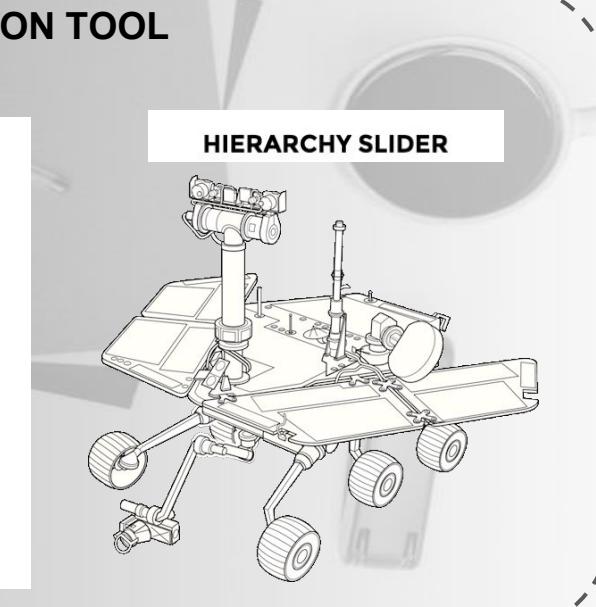
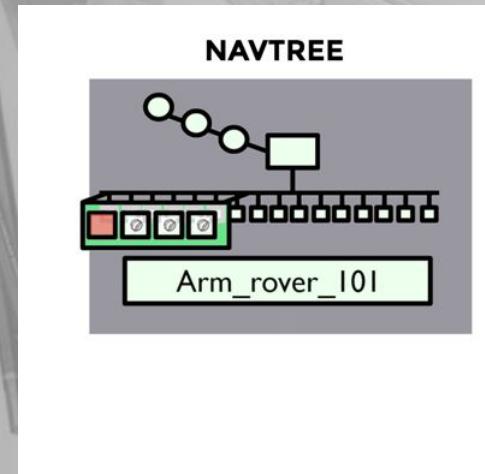
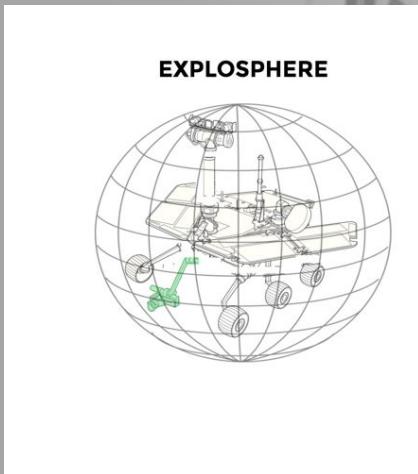
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FINAL PROTOTYPE / COMMUNICATION TOOL





Music.ly

- A music streaming application focused on ease of use
- Focused recommendation
- Simple Design with no frills/clutter
- Personal and Intuitive

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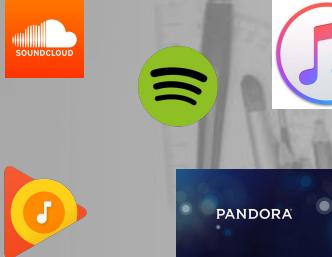
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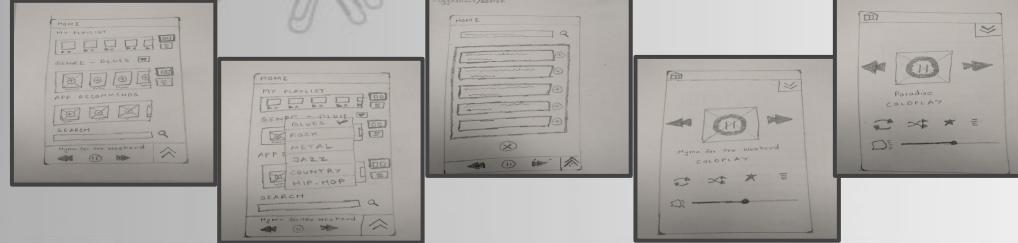


Music.ly

COMPARATIVE ANALYSIS



PAPER PROTOTYPE



USER SURVEY & ANALYSIS

What is the best feature of your music app? (11 responses)



Which one of below do you prefer? (11 responses)



How much time do you listen to music on your app? (11 responses)



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Music.ly

Home

Search

My Playlist

Hip Hop

App Recommends

Hymn for the Weekend - COLDPLAY

Accounts

Personal Playlist

Genre selection

Recommendations

Go to Player Screen

PROTO.IO PROTOTYPE

Player

Go to Home Screen

Hymn for the Weekend
COLDPLAY

Shuffle

Repeat

Favorite

Playlist

Go to Player Screen

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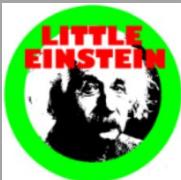
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E-Commerce Project

Project Brief

Little Einstein is a new online retailer of curated and innovative learning kits for kids. It was formerly a beloved shop in Park Slope Brooklyn that sold all types of DIY kits (both analog and digital), but the storefront was too expensive and the shop closed in 2012. The owner wants to convert the store to online only and the owner (Alberta) now wants to focus her inventory on technology and electronics products geared towards kids ages 4 - 15.

The primary goal for Little Einstein is to become the #1 resource for parents that want to incorporate hands on STEAM (Science, Technology, Engineering, Math, Art + Design) education into their child's everyday learning experience. The brand of Little Einstein celebrates learning while allowing kids to experiment and play with technology.

The new online store will reflect the STEAM focused Philosophy of Little Einstein by featuring new, innovative products, while at the same time maintaining a playful and creative vibe that was found in the store. The new website should inspire parents to spend money and feel like they made a good investment on a toy that will give the gift of learning.

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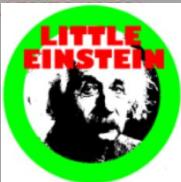
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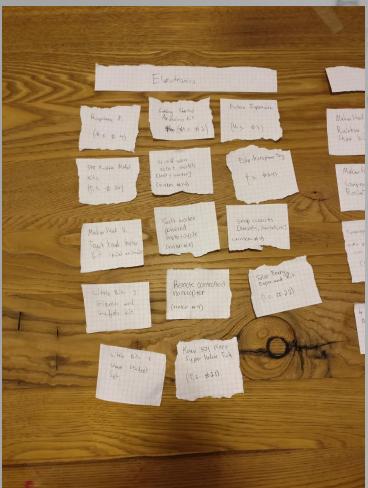
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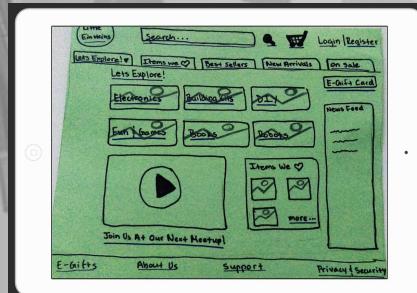


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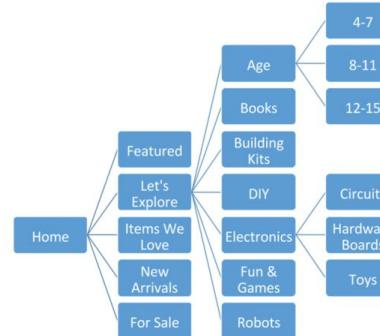
CARD SORTING



PAPER PROTOTYPE



SITE MAP



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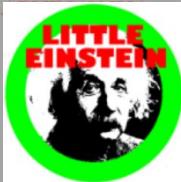
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E-Commerce Project

AXURE PROTOTYPE

The screenshot shows a wireframe prototype of an e-commerce website. On the left is a vertical navigation sidebar with sections like PAGES, NOTES, access, and a console. The main content area has a header with a search bar, login/register links, and a 'Let's Explore!' button. Below this is a 'Lets Explore!' section with categories: ELECTRONICS, FUN & GAMES, DIY, BUILDING KITS, ROBOTS, and BOOKS. There's also a video player showing children playing. To the right is an 'E-Gift Cards' section and a 'News Feed' box containing text about a recent meet-up. At the bottom are links for E-Gifts, Forums, Terms of Service, About Us, Newsletter, Sitemap, Contact Us, FAQ, Privacy & Security, and social media icons for Facebook, Instagram, Twitter, and Meetup.

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SKILLS



AXURE



proto.io



POP

ADOB
E PHOTOSHOP



247 46TH STREET, APT #4R
BROOKLYN, NY-11220



abhinav.jha@nyu.edu



<https://github.com/ajaxisme>



+1-347-981-9578



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