

PRODUCT DESIGNER

ANANYA POCHINAPEDDI

Hi, I'm Ananya Pochinapeddi, a designer and developer passionate about creating thoughtful and user-centered digital experiences. I enjoy combining design and technology to build projects that are both functional and visually engaging. My work focuses on designing intuitive interfaces and developing solutions that make interacting with technology feel natural and meaningful.

Blue Horizon

Blue Horizon is a team project created for our Designing Interactive Experiences class. We were challenged to design an interactive installation that focuses on a present issue. Our project visualizes the impact of rising sea levels along Boston's Esplanade.

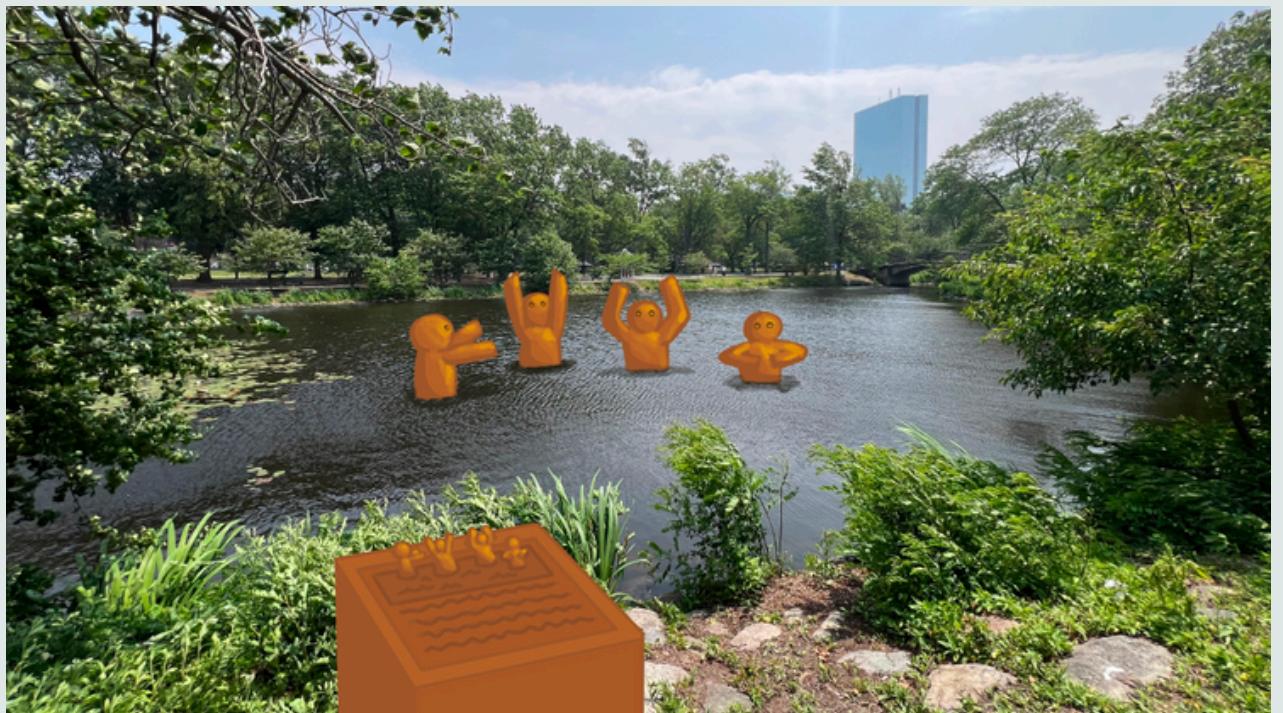
Problem

Climate change is a pressing issue in our time, but it can feel distant or invisible in our everyday life. We wanted to design this experience to make its impact real and relatable, helping people visualize how rising sea levels could transform familiar spaces like the Esplanade and inspire a deeper sense of environmental awareness.

Concept

We structured the project around three time-based experiences:

- 1 Hour Experience: A short tour that immerses users in the Esplanade's current landscape and ecological conditions
- 10 Year Experience: A floating zinc boat installation to visit the site after 10 years
- 100 Year Experience: A bronze sculpture that imagines a future shaped by rising seas



Blue Horizon

Color Scheme

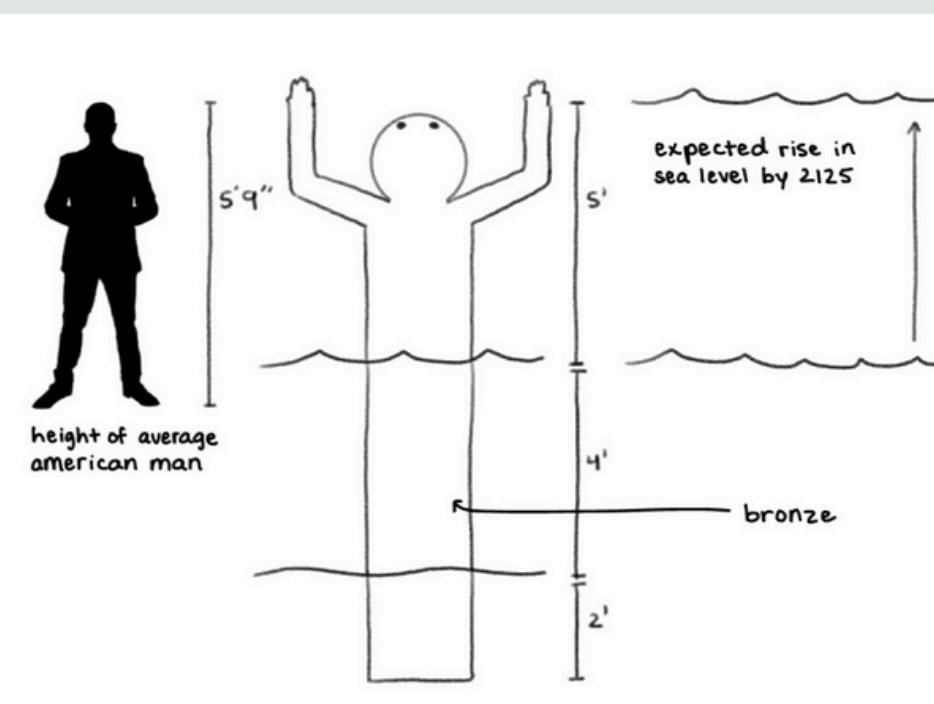


Typography

Primary: Roboto

Secondary: Roboto Slab

Logo



Sketches for the installation



We created poster for how we would advertise the installation of our project.

Blue Horizon

Website Pages from Figma

Home The Esplanade Our Climate The Project

BLUE HORIZON

Mission Statement

Our installation on the Esplanade immerses visitors in the urgent reality of rising sea levels, using sculpture, VR, and storytelling to reveal how Boston's waterfront may transform over the next 10 to 100 years. By visualizing future climate impacts like flooded landmarks, ocean acidification, and disappearing shorelines, we aim to ignite awareness, inspire responsibility, and spark community-driven action toward a more resilient future.

1 Hour Experience [VIEW MORE →](#)

10 Year Experience [VIEW MORE →](#)

100 Year Experience [VIEW MORE →](#)

BLUE HORIZON

Home The Esplanade Our Climate The Project

1 Hour Experience

AR Tour

Pictured here are the seven locations where passerby can view the Esplanade during different eras with an emphasis on sea level.

THE EXPERIENCE

While the installation of the zinc boat and bronze statues occurs, this 1 hour AR event will allow passerby to view the Esplanade at seven different points during different time periods, going into the future. They will be able to see how sea levels are rapidly rising unlike anything we have seen in the past. This event opens up the community to understand the message being conveyed by our ten and one-hundred year installations.

In order to experience this AR event, passerby will encounter checkpoints around the Esplanade with QR codes. Each QR code will lead them to a website showcasing the specific point that they are at under the effects of rising sea levels.

1975 ⓘ

Advertisement

BLUE HORIZON

Home The Esplanade Our Climate The Project

10 Year Experience

Zinc Boat

2025 → 2035

THE INSTALLATION

Rising above the Charles River at The Esplanade, this bronze boat will sit on top of a zinc pole. Its presence will garner attention from regulars to the Esplanade, who like to enjoy the dock.

Over the next decade, the zinc pole will naturally corrode, weakened by exposure to the water of the Charles River. When it finally gives way, the boat will collapse and split in two, crashing into a hidden bronze bowl beneath the surface.

The remains will resemble a shipwreck poking out of the water. It is a reminder of environmental decay. The installation mimics the violence of climate change. It is almost invisible at first, but as time goes on, its harmful impacts are inevitable. We are at the mercy of mother nature, whether we like it or not.

THE PLAQUE

A small plaque at the base of the dock will give passerby and tourists information about the installation, with a QR code linking back to our website to provide them with resources for understanding and combating climate change. It will also include an engraving of the original boat, to show them what it looked like prior to being shipwrecked.

BLUE HORIZON

100 Year Experience

Bronze Statues

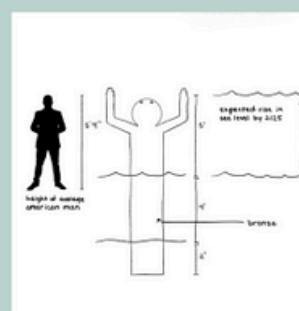


2025 → 2125

THE INSTALLATION

Sea levels are rising at a rapid pace, with the potential to cause extensive damage to wildlife and coastal cities. It is important that we understand the effects that we humans have on our climate, and how that will affect future generations.

To stress this point, we developed our 100 year installation to consist of four bronze statues in the Charles River Esplanade. Each statue has a slightly different orientation, but all appear to be playing and enjoying themselves when first installed. Over the next 100 years however, sea levels will rise by about five feet, slowly submerging the statues and making them appear to be drowning, representing the damage that we are causing to ourselves by treating our environment poorly.



Sea levels are rising at a rapid pace, with the potential to cause extensive damage to wildlife and coastal cities. At the time of installation, these statues appeared as they do in the miniature diorama above. If the installation appears any different to you... you are experiencing rising sea levels. Eventually, the waters will fully engulf these statues, as they will us. It's important that we act now to reverse human affects on Earth's climate. For more information on climate change and how you can help, scan the QR code:



THE PLAQUE

The installation will feature a plaque next to one of the busiest paths on The Esplanade. Its purpose is to help passersby and tourists understand the meaning of the installation, when they are unable to view it over an extended period of time. The QR code links to this website, where they can learn more about our other projects and view information about climate change and how to help on the 'Our Climate' tab.

BLUE HORIZON



THE ESPLANADE

HISTORY OF THE ESPLANADE

The Charles River Esplanade is a historic park that follows the Charles River in Boston, Massachusetts. It is a popular destination given its scenic views, walking paths, and recreational spaces. In the early 1880s and 90s, the first promenade and outdoor gymnasium were developed alongside the river by Frederick Law Olmsted. By the 1930s, the park land was nearly doubled in size, and in the 1950s, the construction of Storrow Drive began, furthering changes to the Esplanade. Between those two times, the Hatch Shell was constructed, along with other projects that made the Esplanade appear as it does today.



THE ESPLANADE TODAY

Today, the Esplanade stretches through about 3-4 miles of Boston's side of the Charles River, and offers more than 17 miles of paved paths that many use for jogging, biking, or just walking. Storrow Drive runs along the southern edge of the Esplanade, and many foot bridges allow pedestrians to travel across, making the Esplanade more accessible. The Hatch Memorial Shell hosts free summer concerts, movie nights, and other performances, bringing people from all over the city together. The water gets its use as well, as kayaks, canoes, sailboats, and other water vehicles are available to rent. Overall, the park is a vibrant green space enjoyed by many.

WHY THE ESPLANADE?

We've chosen the Charles River Esplanade as the site for our installations due to its logistical accessibility and high visibility to the large crowds that frequent the area. These crowds consist of both tourists, and locals, ensuring that our message reaches a broad and diverse audience which is important because the issue of rising sea levels is a global issue. For locals in particular, seeing the installation on a consistent basis will allow them to witness gradual changes in water levels over time, allowing them to soak in the evolving meaning of our 100 year installation.



BLUE HORIZON

OUR CLIMATE



CLIMATE CHANGE AND OUR OCEAN

Climate change is causing ocean and air temperatures to rise rapidly, resulting in the melting of glaciers and rising sea levels. Warmer waters bleach coral reefs, destroy habitats, and force species to migrate or die off. Rising sea levels pose the risk of flooding to coastal communities, and increasing carbon dioxide levels result in a more acidic ocean, weakening the shells of marine life. These changes harm biodiversity, and pose food security livelihoods, and the health of the planet in danger. This is not a hopeless cause however, actions can be taken to alter the course of our planet's climate. The time to act is now.

WANT TO LEARN MORE?
HERE ARE SOME LINKS TO HELP YOU EXPLORE:



[What Can We Do About Sea Level Rise?](#)



[Ocean Plastic Pollution](#)



[What Is Ocean Acidification?](#)

HOW YOU CAN HELP

Sea level rise isn't just a distant problem, it's happening now, and your actions matter. Here's how you can make a difference:

- **Reduce Your Carbon Footprint:** Use public transport, switch to renewable energy, and eat more sustainably
- **Support Coastal Resilience:** Donate to or volunteer with local organizations restoring wetlands and building natural flood defenses
- **Vote for the Climate:** Support policies and leaders committed to coastal protection and climate action
- **Spread Awareness:** Share facts, tools, and stories about sea level rise to help others understand the urgency



EVERY SMALL ACTION BUILDS TOWARDS A SAFER, MORE RESILIENT FUTURE FOR OUR COASTS.
GET INVOLVED TODAY:



[Climate Central](#)



[Ocean Conservatory](#)



[Plant seatees](#)

Applications used:

Figma, Procreate, Adobe Photoshop

Evently

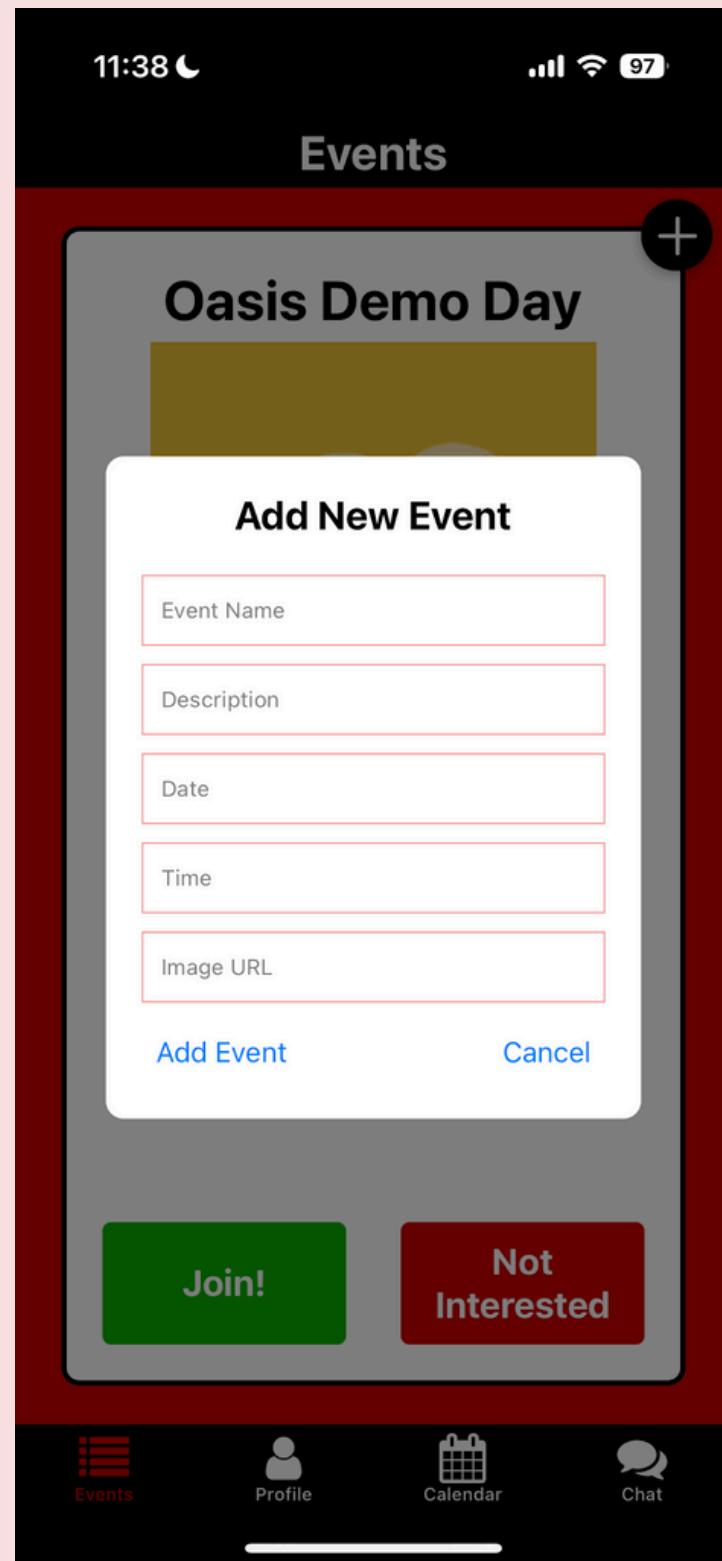
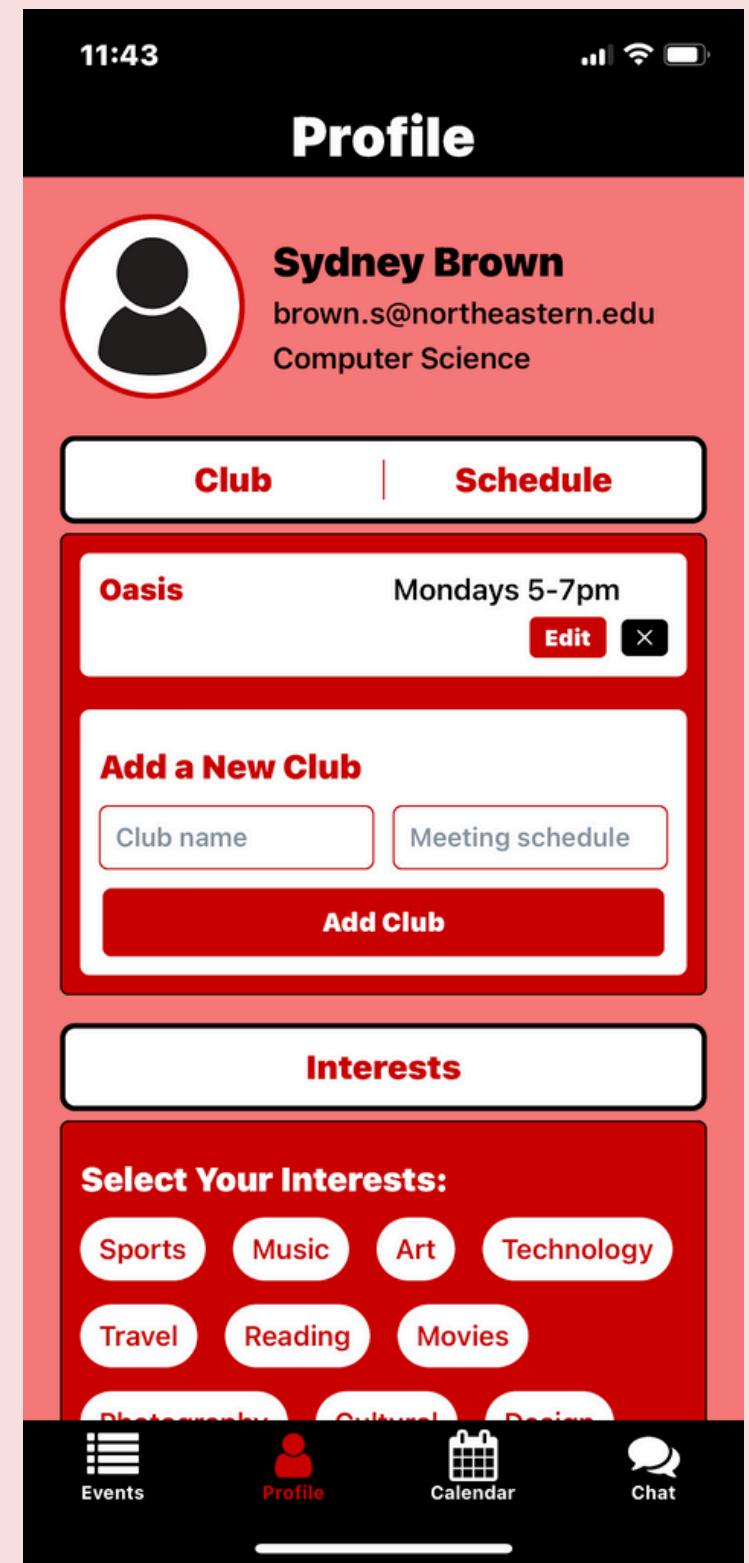
Evently was a team project where I contributed as a designer and developer. This project was created using React and NodeJS.

Problem

College students often struggle to discover events on their campus that fit their interests or schedule. Many students miss opportunities to engage with clubs, social activities, and workshops, which can impact their sense of community. We wanted to design an experience that makes event discovery intuitive, personalized, and engaging, helping students connect with their campus community more effectively.

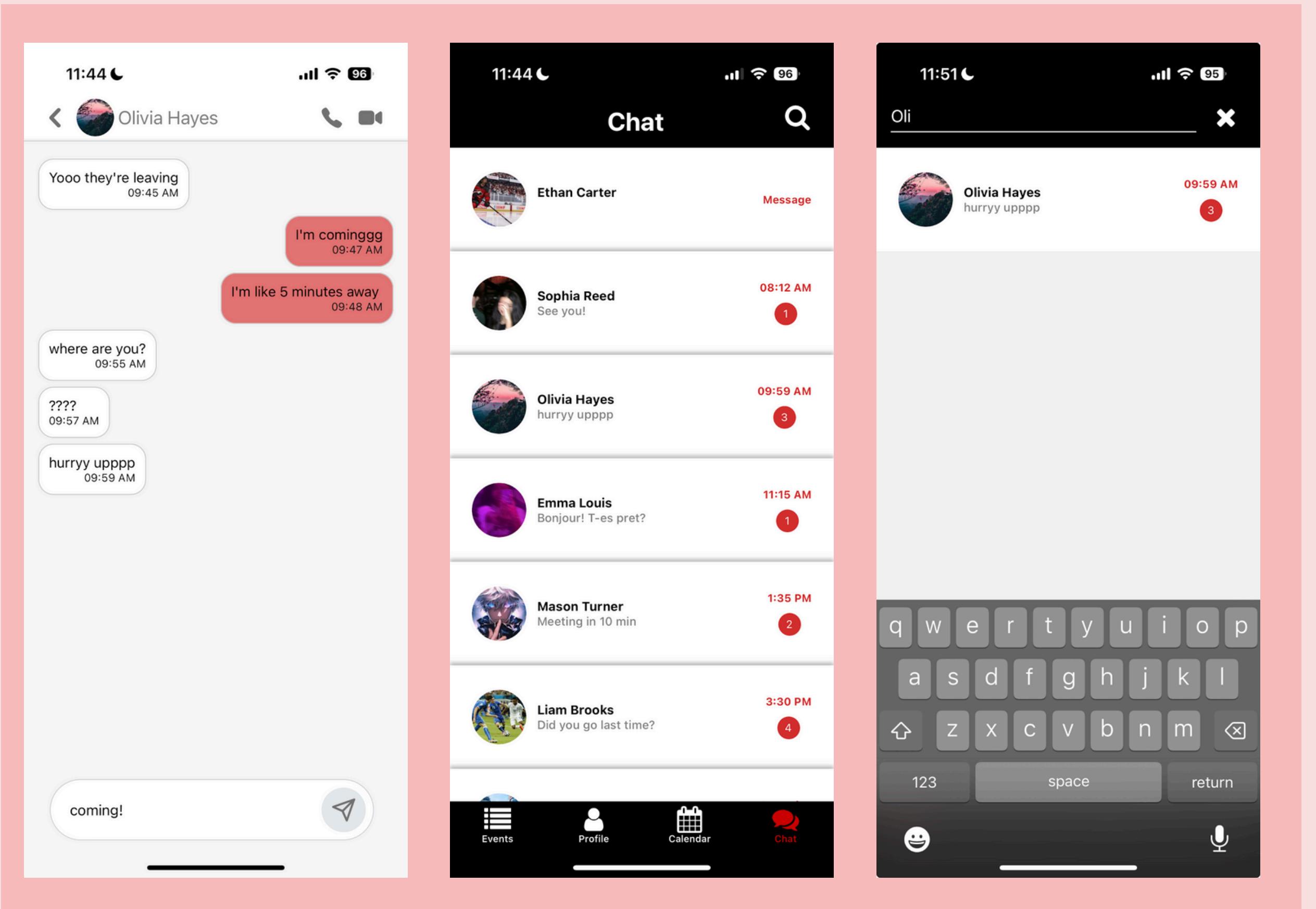
Concept

The app was designed as a Tinder-like experience for events, allowing students to swipe through upcoming activities on campus. It curates a personalized feed based on each student's interests and preferences, making it easy to discover events that feel relevant and exciting. Evently also supports quick RSVP and calendar integration, along with social features for sharing and discussing events. Our design focused on making event discovery seamless and engagement feel natural and rewarding.

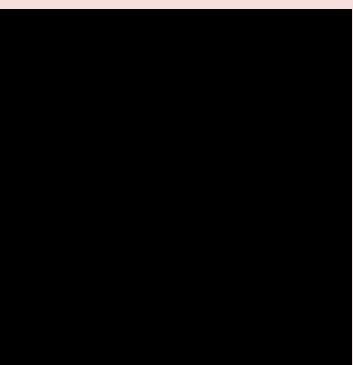
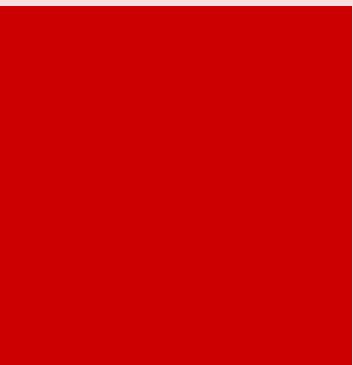
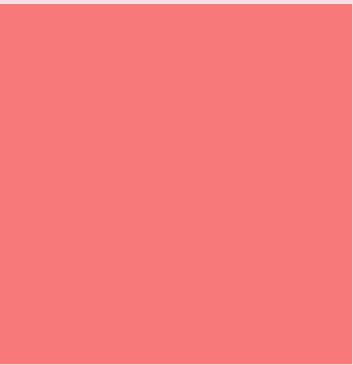


Evently

Color Scheme



This is the chat box created to allow users to interact with other users and coordinate schedules

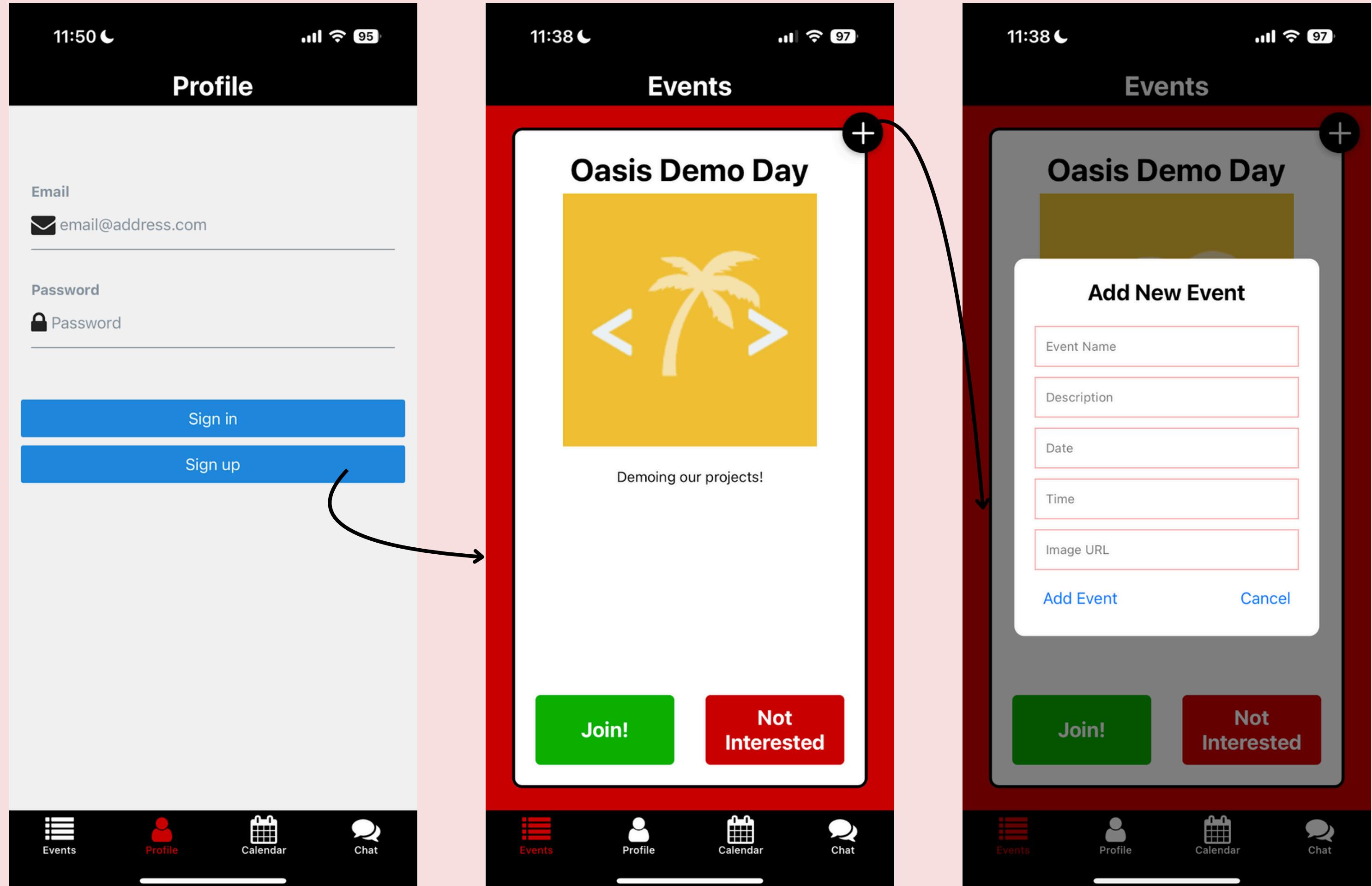


Typography

SF Pro – Primary
SF Pro Display – Secondary

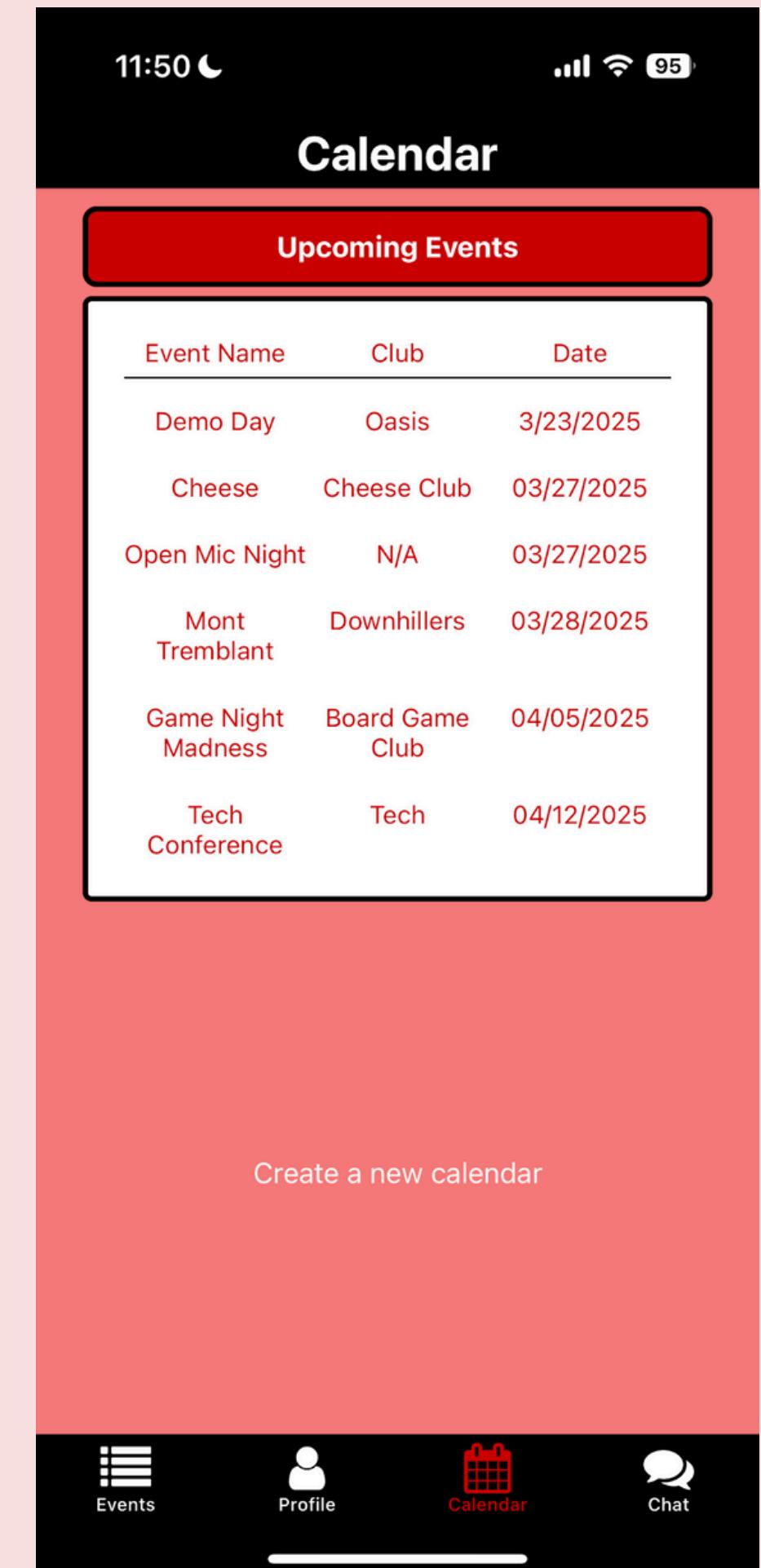
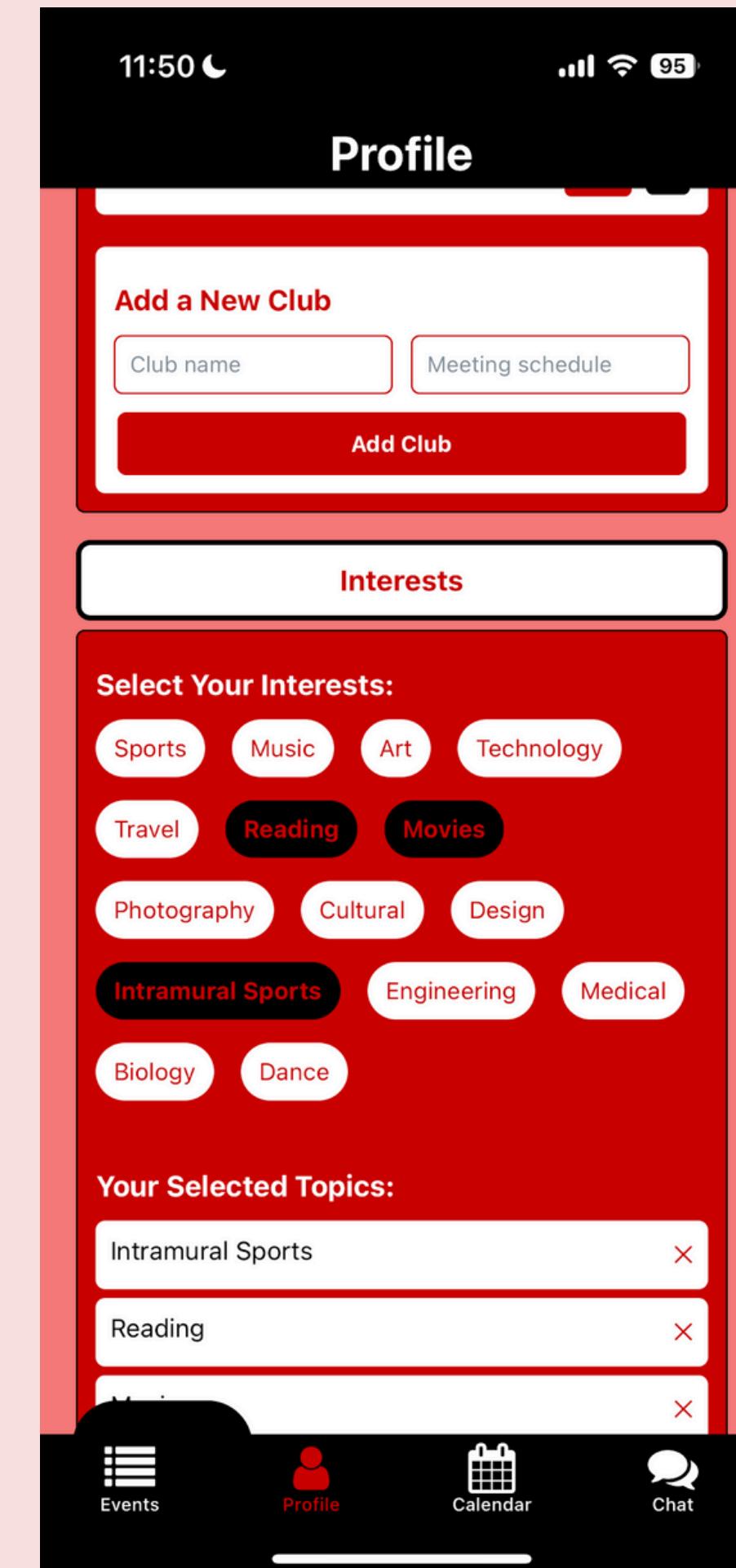
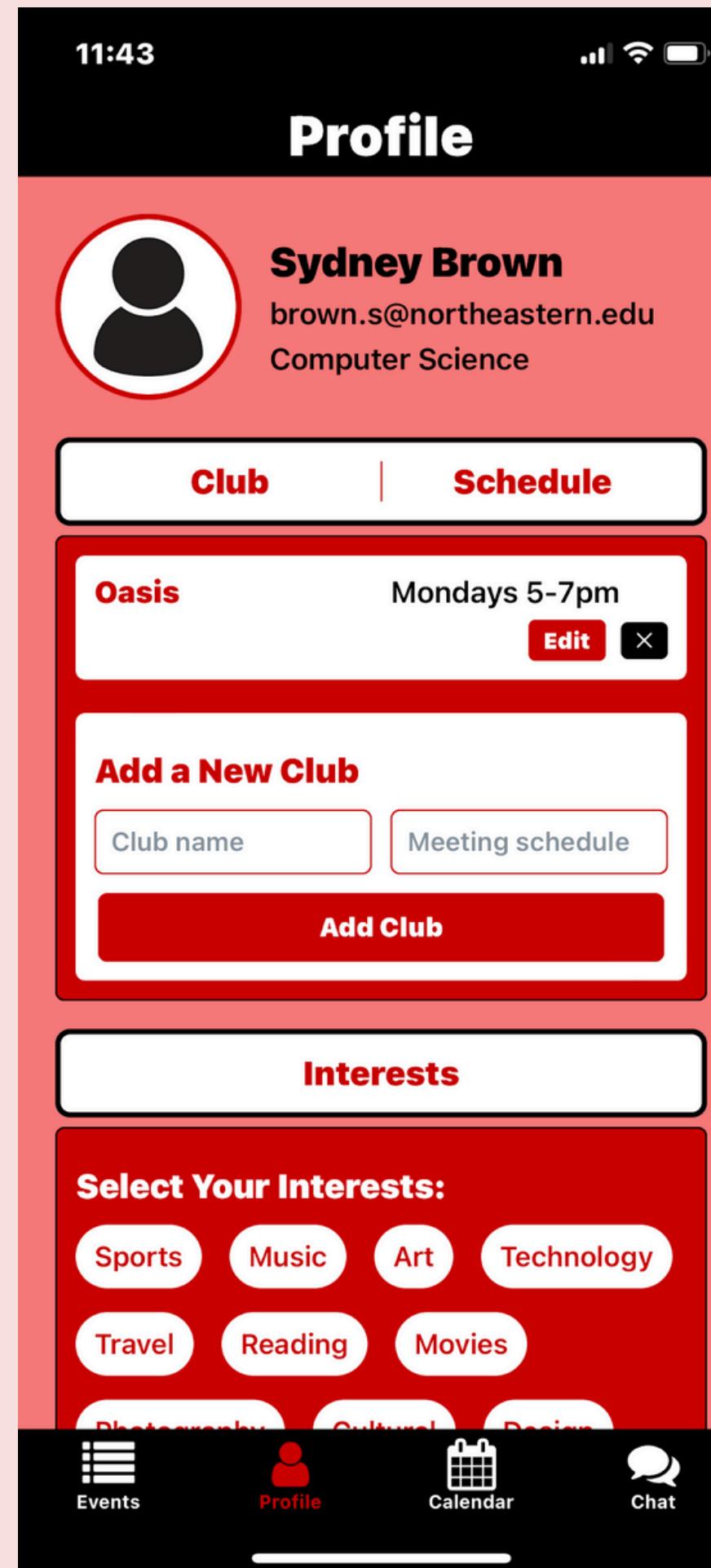
Evently

User Flow



Evently

Profile



MBTAFlow

MBTAFlow was created for my Design Processes and Practices class. We were challenged to redesign the existing MBTA App in Figma.

Problem

The existing MBTA app provides essential transit information but often feels cluttered, unintuitive, and inconsistent across features. Many users, especially new riders and students, struggle to plan trips efficiently, access live updates, or find key options like ticketing and accessibility settings. I aimed to redesign the MBTA app to create a more cohesive, user-friendly, and accessible experience for all commuters.

Concept

The goal was to create a simple navigation system, improve visibility of real-time travel information, and enhance accessibility options, all while maintaining a familiar MBTA identity. Key insights included:

- Users found it difficult to locate ticketing and trip history
- The interface lacked clarity and hierarchy in displaying map data
- Accessibility and personalization features were limited or buried in menus



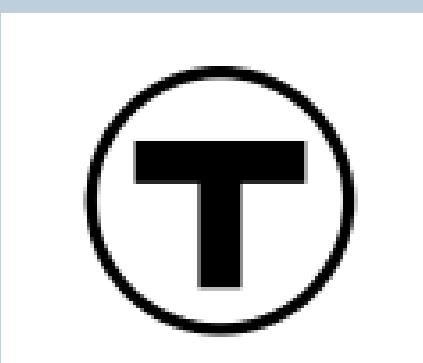
MBTAFlow

Color Scheme

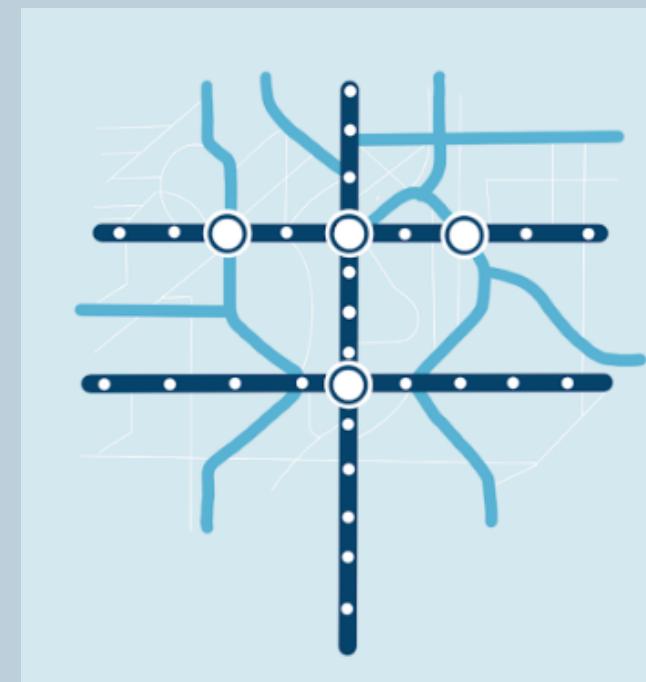
Typography

Primary: Roboto

Logo

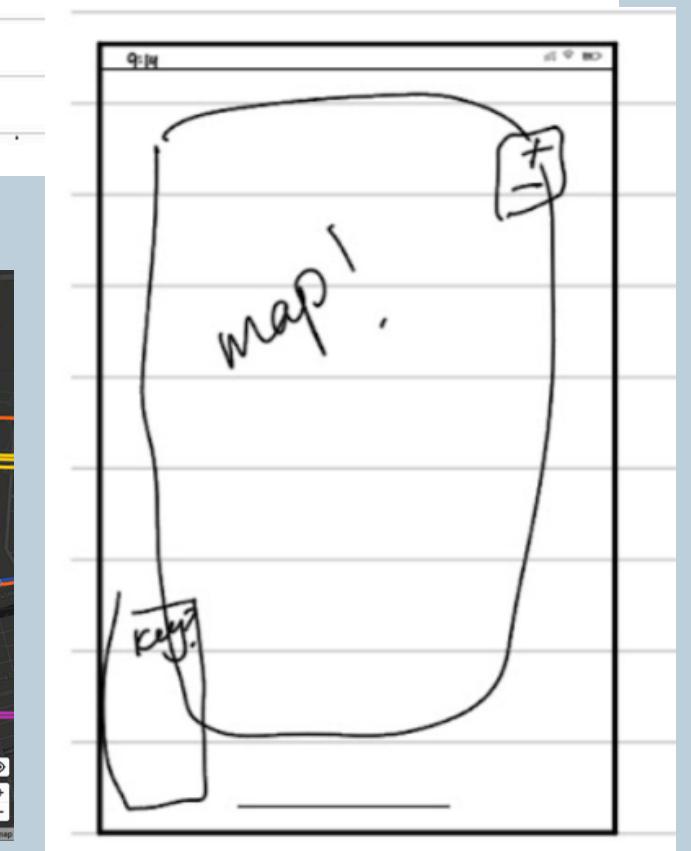
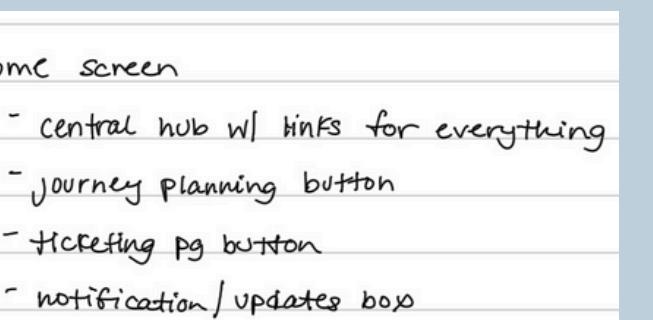
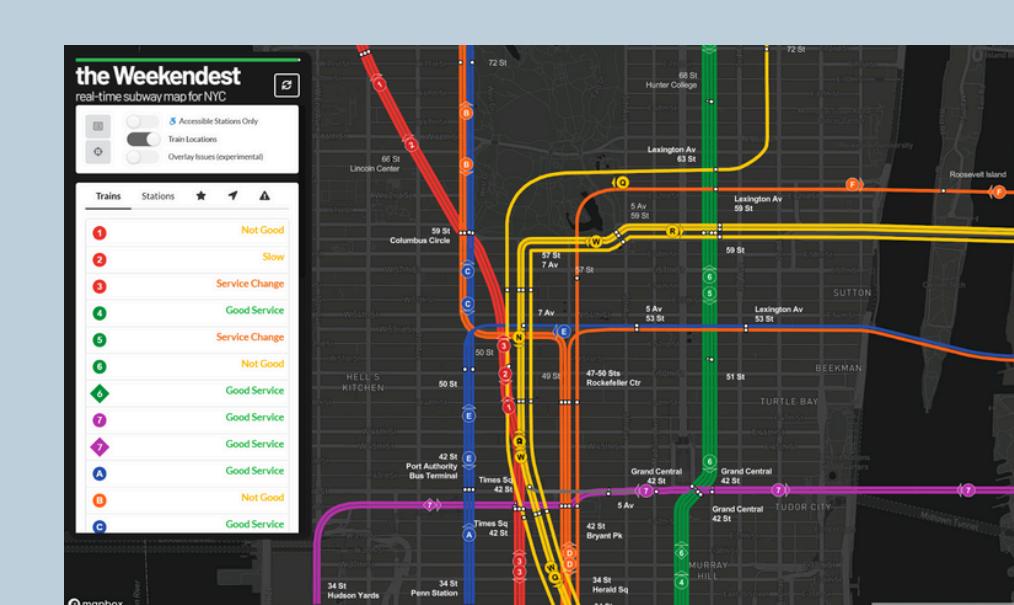
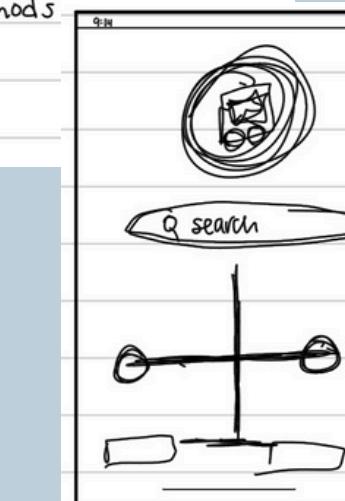
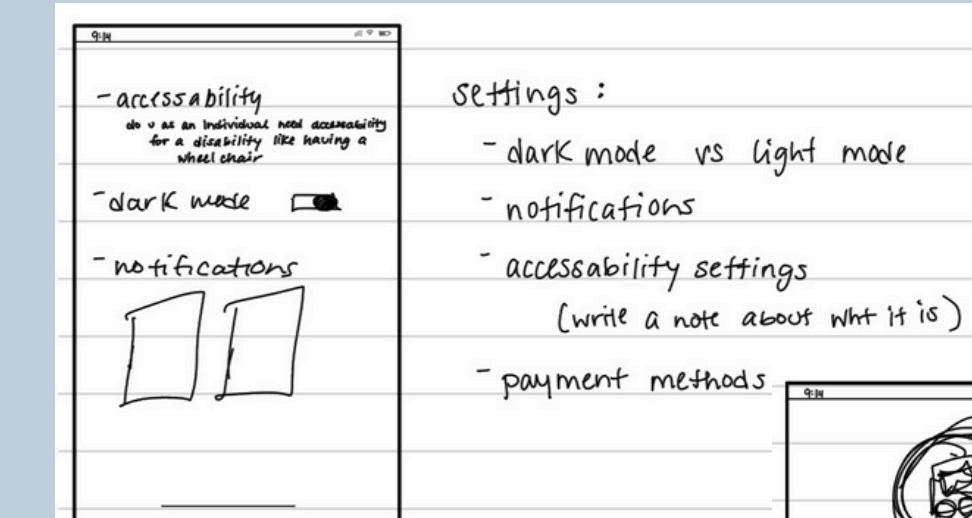


The logo is the same
as the MBTA logo



Hand drawn map for
the background

Sketches and Inspiration



MBTAFlow

User Flow

The diagram illustrates the user flow for the MBTAFlow app across three screens:

- Sign-up Screen:** Shows the initial screen where users can enter their email or log in via Google or Apple. A placeholder email "pochinapeddi.a@northeastern.edu" is shown in the input field. Below the input field are "Continue" and "OR" buttons, followed by "Continue with Google" and "Continue with Apple" buttons. At the bottom, a note states: "By clicking continue, you agree to our Terms of Service and Privacy Policy".
- Map Screen:** Shows the main map interface with a search bar containing "Princeton Junction ...". A callout arrow points from the top-left corner of this screen to the "Home" option in the sidebar of the next screen.
- Menu Screen:** Shows a sidebar with "Home", "My Trips", "Live Map", "Ticketing", and "Settings" options. The "Ticketing" option is highlighted. The main area displays the map with a red route line. At the bottom are "My Trips" and "Ticketing" buttons.

MBTAflow

User Flow

The image displays four screenshots of the MBTAflow mobile application interface, illustrating the user flow from the main map to trip management and settings.

- Live Map (Left):** Shows the Boston area transit network with various lines (Red, Green, Blue, Orange, Purple) and stops. A red diagonal line highlights a specific route or filter. The time is 9:41. A black arrow points from the bottom right of this screen to the "Share Trip" button on the "My Trips" screen.
- My Trips (Second from Left):** Displays a "Favorites" section with icons for Home, Work, and Other. Below it, a "DEPARTURE" section shows a trip from Copley to Arlington at 5:34p → 5:36p. A "Share Trip" button is located above a map icon. The time is 9:41.
- My Trips (Third from Left):** Similar to the second screen, but the "Share Trip" button is now highlighted with a black arrow. The time is 9:41.
- Settings (Right):** Shows accessibility needs (all bus and train options are wheelchair accessible), notifications (alerts for travel times, discounts, and upcoming trips), dark mode, and payment methods. The time is 9:41.