1. Link-Leverage: HR Management - B2B Software Product

This project was part of the "Product Management with Lean, Agile and System Design Thinking" Course by Boston University (Link). Grade: 85%

Problem Statement: *The next generation of a job posting solution that will work with LinkedIn Business Solutions*. "LinkedIn has been expanding its portfolio of business solutions over the years. As a PM of Link-Leverage developed value-added plugins or apps that will leverage LinkedIn Business, for the employers who wish to bring in Linkedin data and capabilities into their in house processes." Below are the key outcomes:

A.Vision: Link-Leverage will be an ecosystem for human resource management, training department and employees, built and trained in-house using LinkedIn data, training data, employee and project details. It will address the organizations' needs to both train employee with the right skills at the right time by recommending relevant training and hire as well as retain the best talent by leveraging the real-time data analysis.

B.Two Market Segments:	**C.Use Cases:**
X – Training and development Y – Human resource management	P – Employee Training Q - Top talent identification

D.Key Features:

1. Login interface for the employees to see and choose available training and courses.
2. Build a recommender model based on project, employee and training data.
3. Approval portal for managers to approve the employee's selected training
4. Segment the listed training into different categories such as soft training, technical training, compliance, and regulatory, etc.
5. Interface for managers to see the top internal talent.
6. Model to rate employees based on their skills, performance and other HR details.
7. Feature to map employees to projects who are applying to the organization.

E. Data Aggregation: As reflected in the vision as well, the Link-Leverage product will take advantage of data analysis aggregated from multiple sources. The insights and summary generated from both the raw data and modelled data (Data Science & Machine Learning) will be the final data aggregation for this product. Some data sources can be -

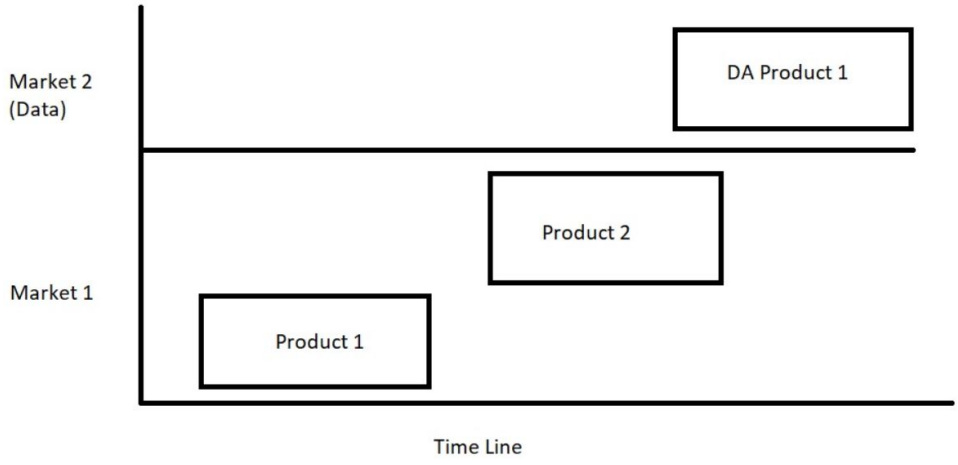
1. **Direct Source (Essential Data):** The data which is fed to the system, even in the minimum viable product. In Link-Leverage, it includes LinkedIn data which will be provided by the LinkedIn APIs, internal training and courses data, employee details such as role, department, objectives etc. and finally project details data such as project name, skills required in the project etc. Additional data can also be generated using these data sources using data modelling or simply using metadata. This data is required for developing basic models and recommendations.

2. **Indirect Source (Additional data):** The relevant data gathered from external sources, either public or purchased. In Link-Leverage, such data sources are external training and courses data from websites such as Coursera, Khan Academy, edx.com etc, employment and jobs data from sources such as LinkedIn Insights, Glassdoor etc. These data sources can be feed to the ecosystem using APIs, data can be static or streaming data which will also help to define the architecture of the ecosystem. This data will provide additional information and insights & will increase the accuracy of the recommendation engine.

F.Product Roadmap: 3 Products:

1.1. **Product 1 (MVP):** MVP consumes only the essential data (mentioned earlier) and builds recommendation on the basis on this data. Key features include all the seven features mentioned above but only for internal training courses and internal talent.

1.2. **Product 2:** Advanced product will consume essential + additional data). It will have all the 7 features with more advanced recommendation system trained using both internal, external and streaming data. It will also map the external talent to the specific projects in the company.



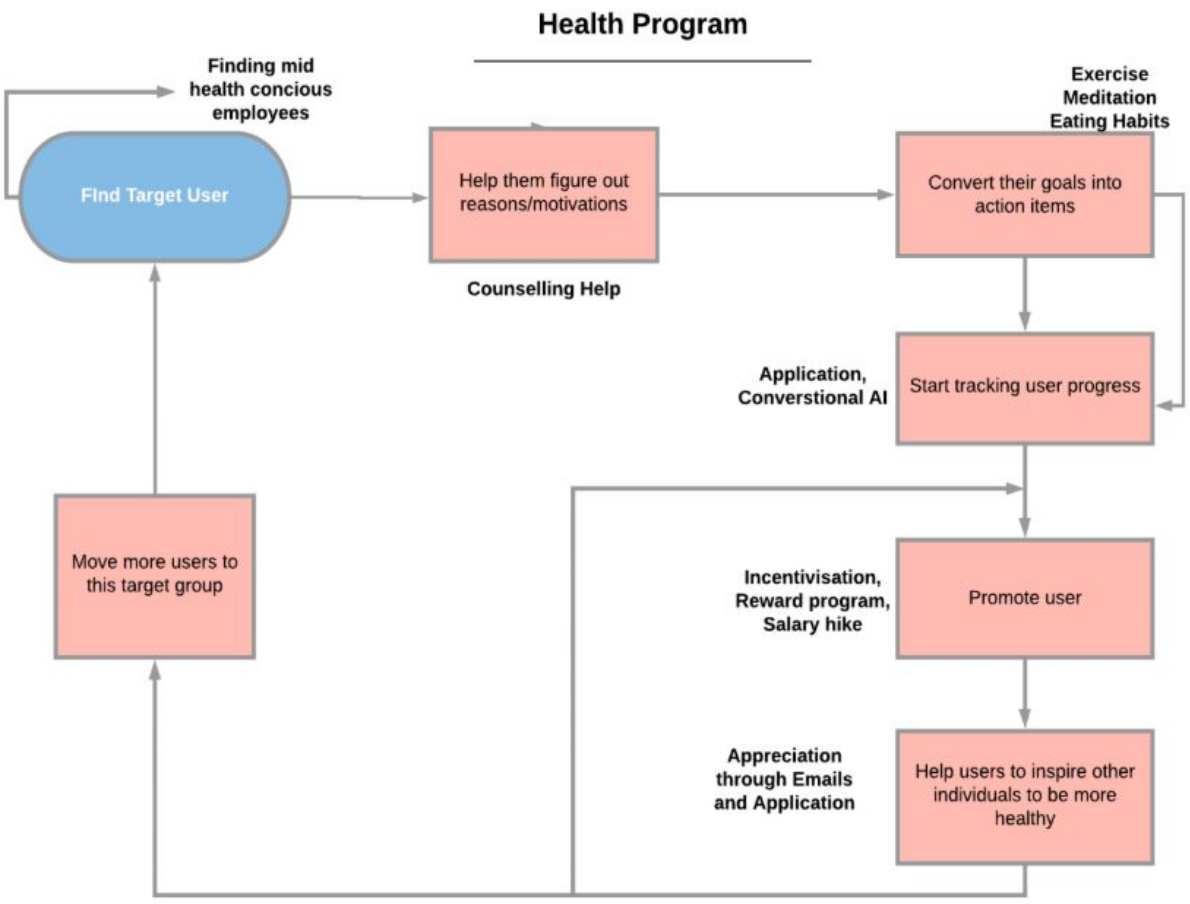
1.3. **Data Aggregator Product 1:** An additional product on top of the main offering which will generate reports & recommendations on training, human resources & projects, which will be used by organizations, both for business use cases & research purposes.

2. Designing the Healthy Nagarro Initiative:

The project (team of 5) was part of the Design Thinking Course at Plaksha TLF 2019-20.

The problem assigned was to assist an IT services company called Nagarro to design an initiative called the "Healthy Nagarro Initiative" (HNI). Nagarro employees have a sedentary work life which primarily involves sitting at their desks for up to eight hours a day. Given this, the primary objective of HNI was to act pre-emptively and help reduce the incidence of lifestyle diseases like hypertension and diabetes in its employees. Below are the Solution Flowchart, sample user persona, customer journey map, links to clickable UI wireframes and full project report.

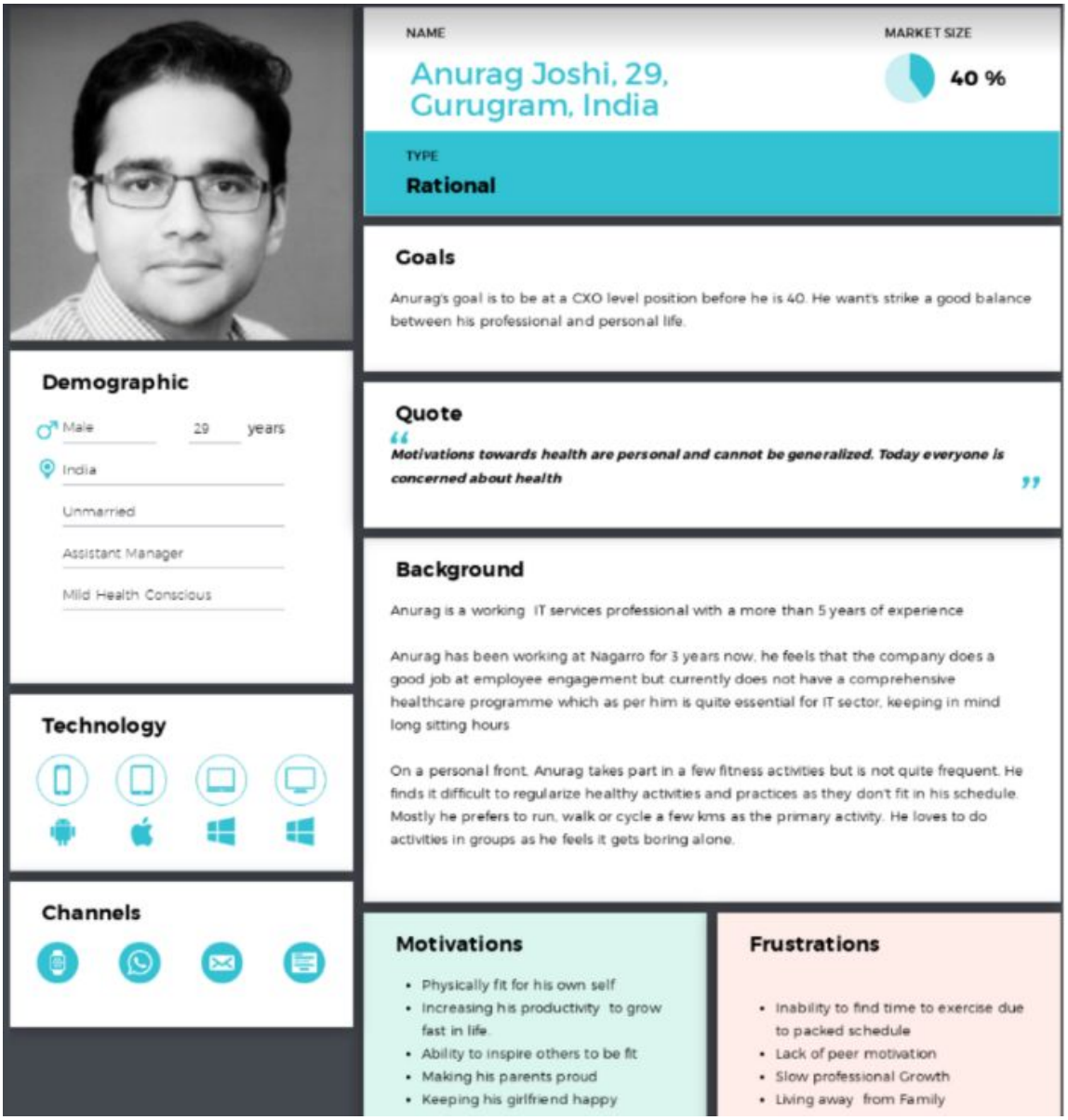
I. Solution Flowchart



II. User Personas

User personas are an archetype instead of actual living humans and are created to represent the typical or target users which in this case are the employees of Nagarro. User persona was designed based on aggregated data of the employees, user research, user interviews and few assumptions.

Here we have a persona of an average Nagarro employee aged under 30 who falls into the mild health-conscious category.

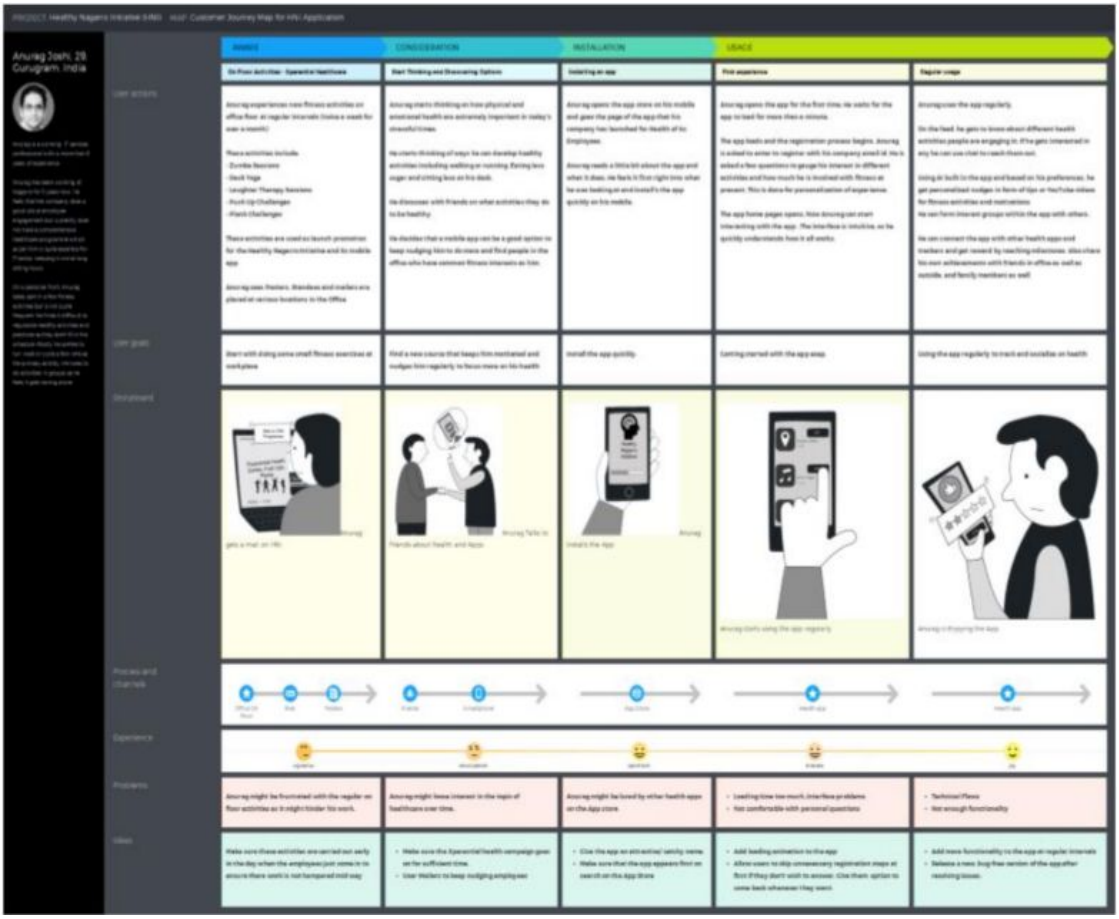


III. Customer Journey Map

Our team created a customer journey map on how the end-user – a Nagarro employee will go through different phases while interacting with our solution:

Phases: Awareness --> Consideration --> Installation --> Usage

It details the user actions, user goals, process and channels, user experience, expected problems, and corresponding ideas to solve them for each of the above-mentioned phases.



Note: User personas and Customer Journey Map were created using a free online tool - UXPressia

External Links:

UI Wireframe: Link

Full Project Report: Link

3. Prototype App for Food Waste Management:

*The project was part of the 'Design Thinking Micromasters' offered by RIT and edX (**Link**)*

"The digital channels can become a platform to narrow the gap between the food producers and food consumers, and also between waste producers and waste consumers. Every stakeholder involved in each stage, starting from producing the food to food getting wasted, is getting affected adversely from the food wastage. Narrowing the producer-consumer gap can solve the problem of food wastage, availability of good quality food and sustainable future."

Project Details:

I chose the problem area "Reducing waste" and decided to use technology to reduce waste.

Full Project Report: Link

UI Wireframe: Link

Sample Wireframes:

DISCOVER PAGE 1

DISCOVER PAGE 2

DONATE FOOD PAGE

4. HSBC's International Tech Conference: GBM Does:

HSBC Global Banking & Markets (GBM) organizes an international tech conference called "HSBC GBM Does" annually. In 2019, it was held in London (UK) from 3rd to 6th March and the theme of the event was "The Medici Effect: Innovation at the Intersection". Around 200 employees (out of 10k+ employees) and external experts from 20+ different countries were invited to deliver talks, showcase department innovations and attend workshops.

I got the opportunity to represent the department "Surveillance IT" as a delegate at the conference. I along with my team-mate delivered a lightning talk on "Future of Surveillance in the AI World". We focused our talk on the importance of small innovations & showcased two projects which created significant business values for the department.

5. Building a Brand: Techspardha, NIT Kurukshetra:

Techspardha is a national level tech-fest organized annually by NIT Kurukshetra. (Link)

Objective: As a Convener of Techspardha 2016, I focused on building a brand for the fest which was earlier missing. The team started by understanding the gap between people's perception around the fest and our vision for the fest. We made crucial team structural changes, created a dedicated Digital Marketing and Content team.

Key Results (Impact): The external participation of students increased by **300%**.

1. Design changes such as a new and standard logo for the fest, a font, a prescribed template for posters, usage of certain colours and design combinations led to gain a unique resemblance whenever anybody saw our content.
2. On the digital front, we expanded from just 1 social platform to 5 platforms - Facebook, LinkedIn, Quora, Twitter, Instagram.
3. FB page likes increased from around 4k likes to 10k+ likes.
4. Launched an online event - "Art Icon" on the FB page. The **'Page Reach'** hit the benchmark of **'1 lakh users'** for the first time.