

portfolio



ishneetgrover@gmail.com

web address : dezigner.github.io



i design

to make lives better

Splasche

An Insight and Exploration platform for Business Decision Makers

In past one year I seeded Splasche with a 3 member team. We came along a productive path while positioning it from a collective knowledge sharing platform to a much useful decision making tool for marketers. Splasche understands the users business and then empowers them to explore themes created around their product.

Played a key role in **defining product strategy & positioning**. Responsible for complete design of product from **user research** to **user interface design, data visualizations** and collaborate with developers for implementation while sometimes working on **html, ccs** for fit finish.

Web | iPad

@ Insieve Technologies (Startup)

Think Marketing !

Request an invite 

Splasche

Make Your Presence

Splasche on 

 Know your audience.
We help you discover topics which interests your audience.

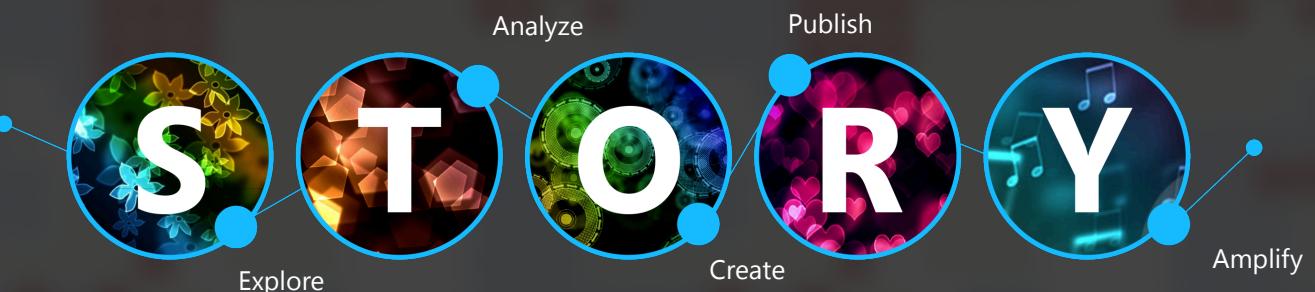
 Know the world around you.
We identify what your competitors are saying and what is buzzing RIGHT NOW.

 Devise your Next Strategy.
We help you devise a strategy which is effective, resonates and is novel with respect to your competition.

About Help Blog Privacy

copyrights 2013 Insieve

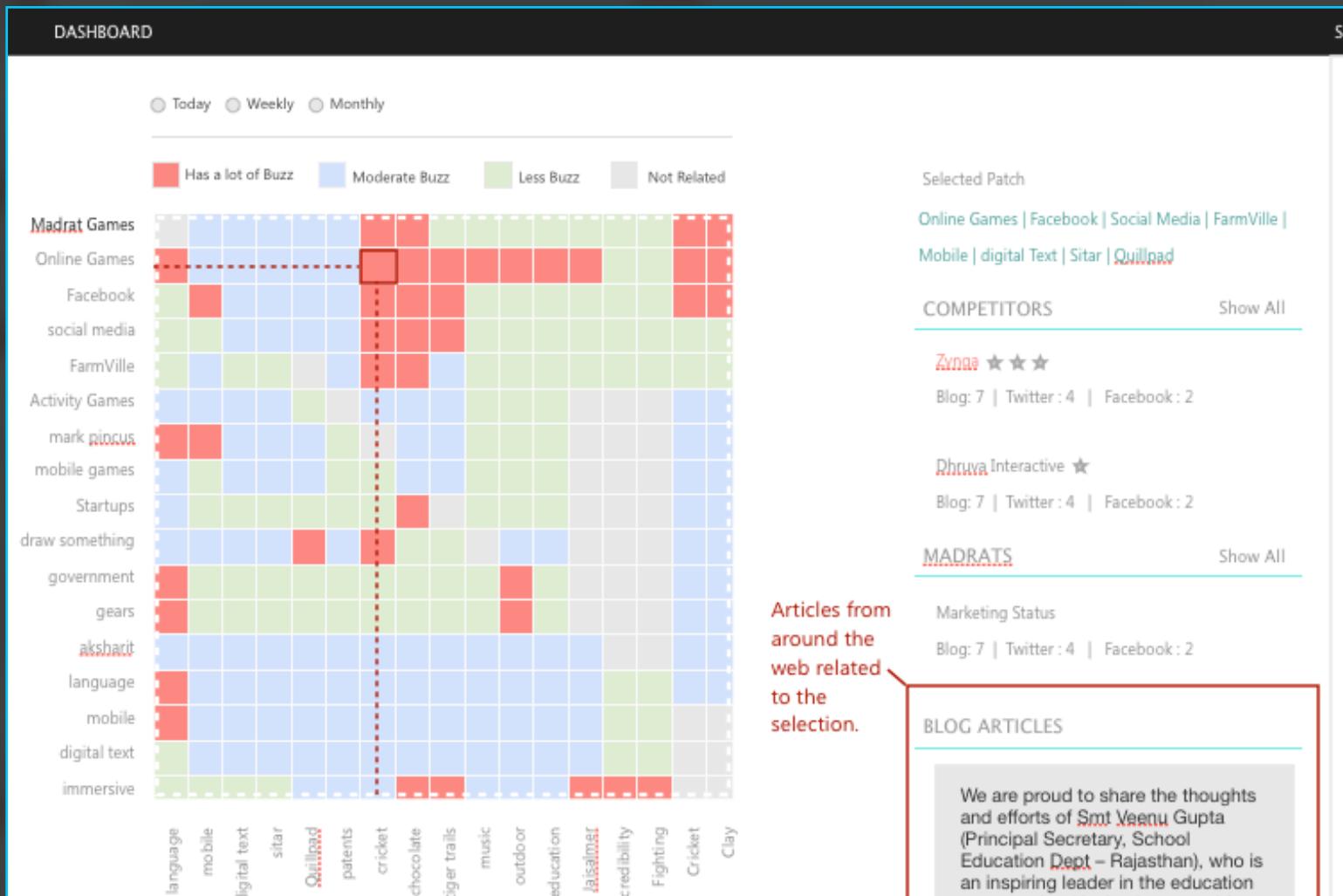
Home Page



Splasche

An Insight and Exploration platform for Business Decision Makers

Exploration Page

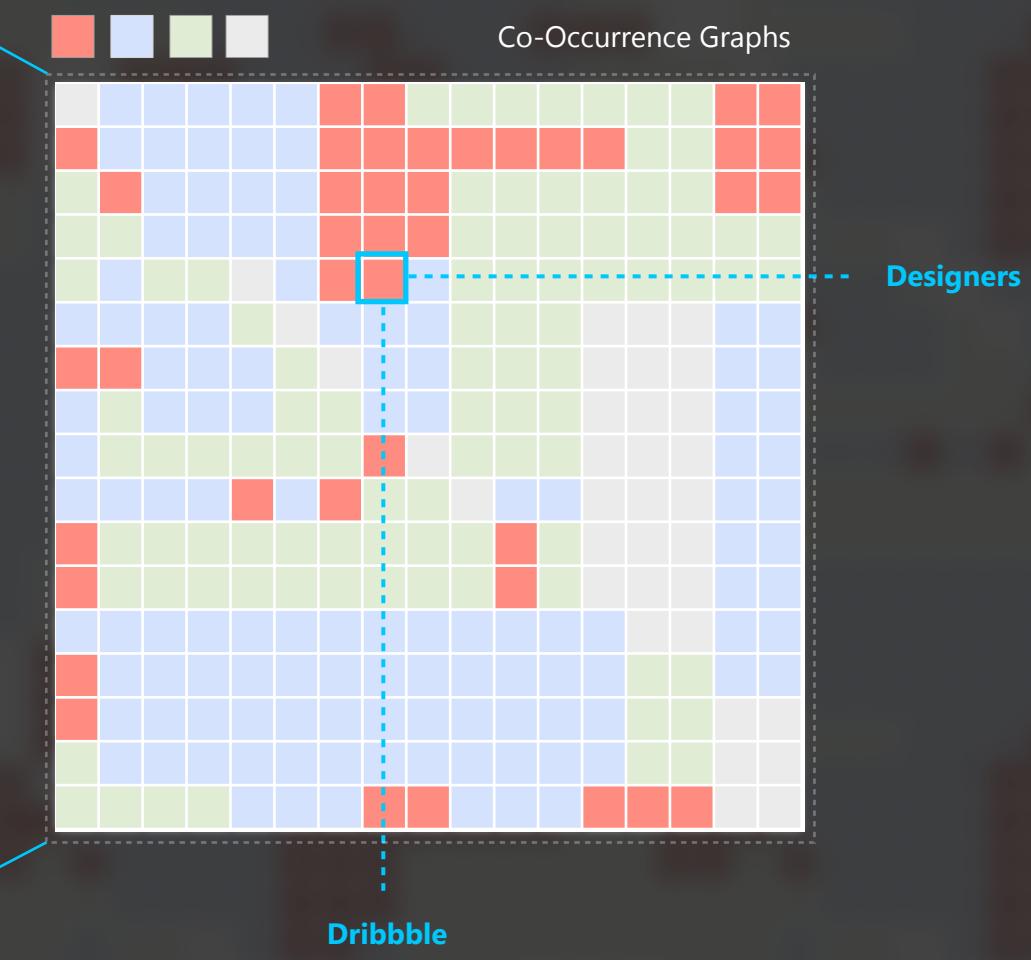


The interface shows a timeline with 237 tweets. A red dashed box highlights the 'Quillnoid' entity. Below the timeline, a section titled 'ARTICLES FROM AROUND THE WEB RELATED TO THE SELECTION' shows a box for 'BLOG ARTICLES' containing a snippet about Smt Veenu Gupta.

While interviewing marketers it was found that they are always trying to find connections between two or more entities. The **Co-occurrence graph** allows users to get insights about connection between two themes, personas, depending on the selected filters.

An Example :

Below Splasche gives an insight that Designers are highly relevant to an Entity called Dribbble.



Splasche

An Insight and Exploration platform for Business Decision Makers

This is a [user's workspace page](#) that allows user to [keep a track of his/her product](#). It is designed to give timely trends around themes. It also allows user to keep a track on his product sentiment on the net and the market buzz.

Web is full of noise & to keep track of his product user trains the product definition on-the-go. Below is a training page screenshot from Myntra's product definition page.

Myntra : Optimize Product Definition

4 ungrouped Splasche Themes related to Men's Fashion

Drag and Drop themes to add to this group

Casual wear for office

Add to Men's Fashion

Training Page

The screenshot shows a dashboard for optimizing product definitions. At the top, it says "4 ungrouped Splasche Themes related to Men's Fashion". Below this, there's a section titled "Drag and Drop themes to add to this group" with a list of themes: "Office wear", "Casual wear for office", "Add to Men's Fashion", and "Men's Fashion". A callout box points to "Casual wear for office" with the text "Add to Men's Fashion". Below this, there are sections for "223 KEYWORDS" and "34 RELATED ARTICLES".

Trends View II

The screenshot shows a trends analysis interface. It features a "THEME PRESENCE GRAPH" for Theme 23, which includes a bar chart for "640 700 1230" and a line graph for "THEME TRENDS GRAPH". Below this, there are sections for "THEME 23 EDIT THEME", "THEME PRESENCE GRAPH", "THEME TRENDS GRAPH", "RELATED THEMES", and "THEME 56". Each section includes a brief description of the theme's definition and a bar chart for "640 700 1230".

Trends Page with Influencers

The screenshot shows a comprehensive trends analysis page. It includes an "Overview" section with a pie chart (15%, 30%, 30%), a "Market progress with time" line graph comparing "Customer Loyalty Programs" (red), "Capillary's Influence" (blue), and "My Competitors" (cyan) over time, and a "See how the data is connected" network graph with 20 clusters. Below these are three bar charts showing "Stories related to: customer advocacy, reward programs, bank loyalty", "Stories related to: ecard systems, auto rewards, loyalty card", and "Stories related to: coupon brokers, airline ffp's", each with an "Over All Presence" bar chart. On the right side, there are sections for "Data Cluster information : pos-integrated iPhone", "Influencers in this Domain" (listing Dr. Harish Kotadia, M'Loyal, Punchtab, Loyalty 360), and "Related Articles" (listing Bob Willett Shares His Perspective On Customer-Centricity and Ideas for Creating a Customer Loyalty Program).

Pugmarks

Contextual Discovery Reading Platform for web and mobile

Pugmarks is reading platform that gives contextual suggestions based on your past reading **habits**. It understand the reading context and provides you with relevant information.

On the right is the home page **experience widget** that gives user a brief understanding about the product before he on-boards. Apart from **end to end design of product**, I played a key role in coming up with **teaser video** concept for product and driving this initiative.

 www.pugmarks.me

Web | iPad

@ Insieve Technologies (Startup)

PRODUCT MASCOT



by Varun Deori

Home Page with product experience widget

The screenshot shows the Pugmarks home page. At the top, there's a navigation bar with links for About Us, Press, Contact, Share, and Sign In. The main header features the Pugmarks logo (a paw print) and the URL "Pugmarks.me". Below the header, a large image of a man in a suit looking at a computer screen is displayed. Overlaid on this image is a dark box containing the text "WHOM ARE YOU MEETING TODAY ?" and "Get the right information No w!". Inside this box, there's a list of articles related to "Sean Parker":

- Sean Parker
- Select a article related to Sean Parker
- [http://www.wordstream.com/blog/...](http://www.wordstream.com/blog/)
- [http://sharethis.com/features ...](http://sharethis.com/features...)
- <http://www.technologyreview.com ...>

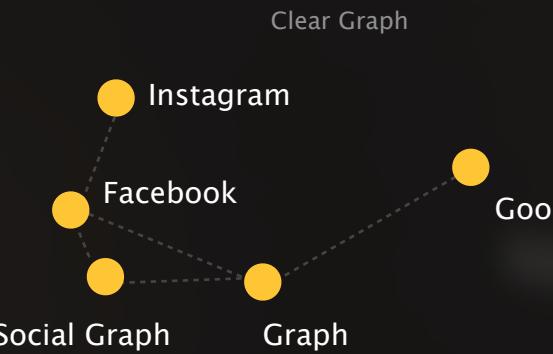
On the right side of the page, there's a "Join via invite!" section with a form for entering an email address and a "Submit" button. Below this, social media links for Twitter, Facebook, and LinkedIn are provided, along with links for Help Center and Tour. A note says "(Sign up to Add more than 10 Contexts)". On the left, under "Your contexts", there's a list starting with "Sean Parker" and a "+ Add" button. At the bottom, there's a section titled "Articles Related to Sean Parker" featuring an infographic template from "Sliderocket". The infographic has a yellow arrow icon and the text "Get Noticed: 4 Customizable Infographic Templates". It includes a link to "www.sliderocket.com" and a note: "Use these templates to build your next infographic! Each element in these infographic templates can be customized from the images to the colors and animations."

Pugmarks

Contextual Discovery Reading Platform for web and mobile

Graph Search

Facebook + Graph + Google



Browser full view, search terms are visualized by the engine using a force directed proximity graph. This informs user about the buzz relationship between two search entities.

@ Insieve Technologies (Startup)

Google Chrome Plugin

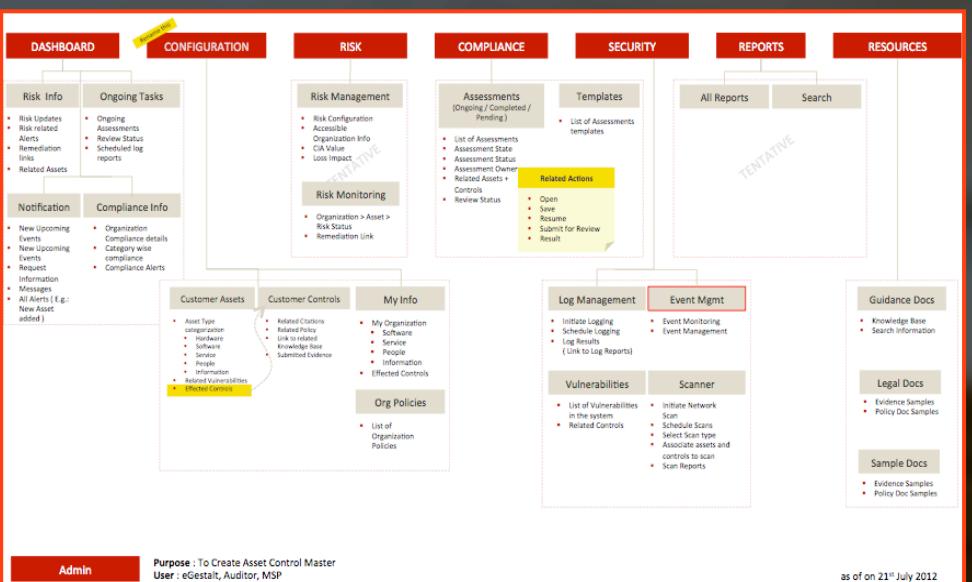
The screenshot displays the Pugmarks Google Chrome plugin. At the top, there's a graph visualization showing the relationships between Instagram, Facebook, and Google. Below the graph, a sidebar contains a news article from TechCrunch about Facebook Graph Search. The sidebar also includes a 'Nuggets' section with a summary of Graph Search's capabilities and a quote from Mark Zuckerberg. On the right side of the browser window, there's a sidebar with user profiles, an 'Email address' input field, and a list of recent activity. At the bottom, there's a preview of the Pugmarks mobile app interface, showing news feeds and search functionality.

eGestalt Secure GRC

IT Security & Compliance Management Solution

While working as *User Experience Consultant* with Clarice, eGestalts was one of the major project. Following the detailed UX process, I delivered interactive workflows with more than **300 wireframes** followed by coordinating Visual Design and UI development effort with team.

Detailed IA



@ Clarice Technologies (Bangalore)

Wireframes for Assessment Response

This wireframe shows the 'Assessments' section of the application. It includes a header with a logo, navigation links (Dashboard, Compliance, Risk, Security, Configuration, Reports, Resources), and user information (Support, Anand Mukherjee). Below the header is a search bar and a 'Choose Assesses' button. The main area displays a list of questions (130) with various status indicators (e.g., HIPAA at High Risk, SECURITY at High Risk). Each question has a detailed description, objective, and citations. A 'Knowledge Base' and 'Response' section follow, showing responses from users like John Row and comments from auditors. The footer indicates the data is as of 21st July 2012.

300 + WIREFRAMES

The top screenshot shows the main dashboard with various compliance and security risk levels (HIPAA, SECURITY, EHRT) displayed as progress bars. The middle screenshot shows a detailed view of an assessment response for 'RIVERSIDE CLINIC: HIPAA ENTER'. It lists questions, their objectives, and responses from users like John Row and auditors. The bottom screenshot shows another view of the assessment progress, listing responses and audit comments for various users. The right side of the interface includes a sidebar for 'User Research', 'Personas', 'Info Architecture', 'Interaction Flows', 'Visual Design', and 'HTML'.

Visual Design was done by team

Kalpana

Low Cost Dome based Learning Installation
for Indian Schools

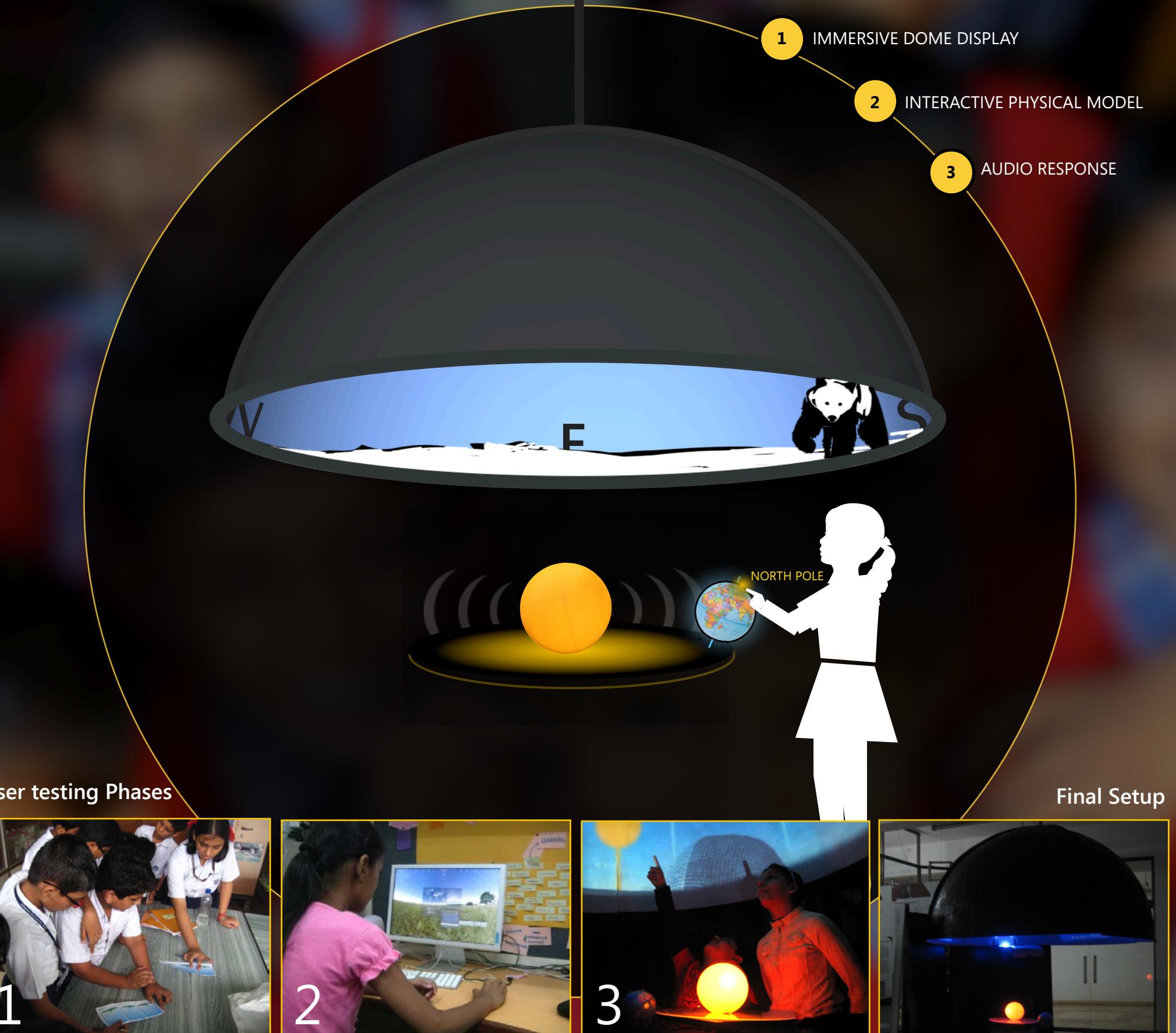
With the idea to bring the *experience of science centers to school*, I designed and developed a *low cost dome based learning installation for Indian schools*, 'Kalpana'. It teaches students a geographic concept, "Sun changes its path in the sky with change in geodesic location and time of the year". This concept is very difficult to understand with help of school text books.

Students interact with physical setup to see sun's trajectory visual with supporting audio response. A high fidelity prototype was developed and tested with students.

 Published and Presented at
ICORD 2013, IIT Madras & CHI 2013, Paris

 www.youtube.com/watch?v=-CC35yCkz2Q

PHYSICAL SETUP



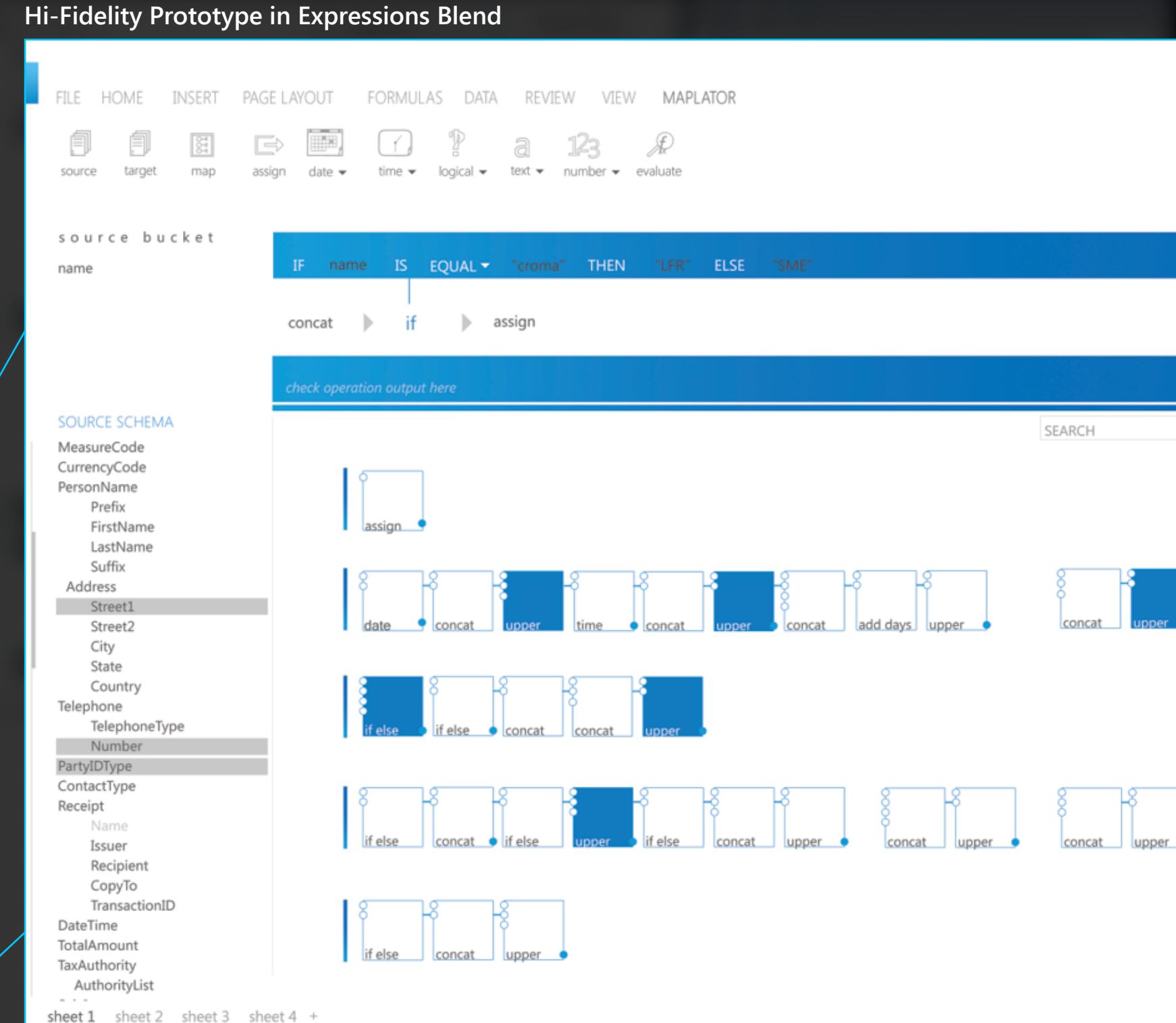
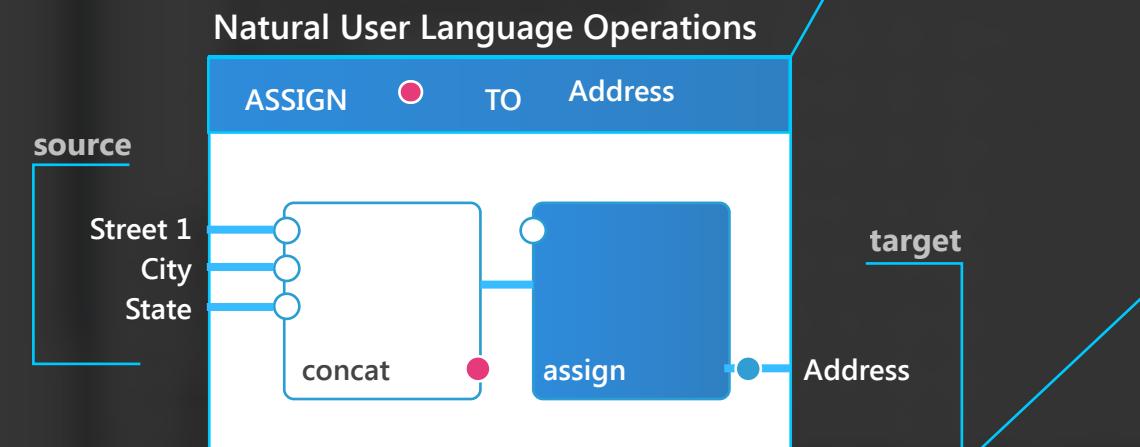
Maplator

for Microsoft's Biztalk Mapper

Empower Business Users to perform Mapping Operations

Business Integration is a process of making systems communicate across standards. Mapping schemas is the most important requirement of the complete integration process. During user studies it was found that the current workflow process of the mapping is linear with a lot of redundant tasks being performed by users due to lack of standards and platforms. Business users have all the knowledge but implementation is done by software developers.

To enhance the workflow process a new method is proposed where business user can perform the mapping operations instead of just documenting. The application is designed such that it integrates in users current workflow and tools used by him. **Hi-fidelity** prototype was developed using **Expressions Blend** with retail, digital receipts as mapping content.



@ Microsoft, IDC

- Input Element/s
- Assign To Element/s

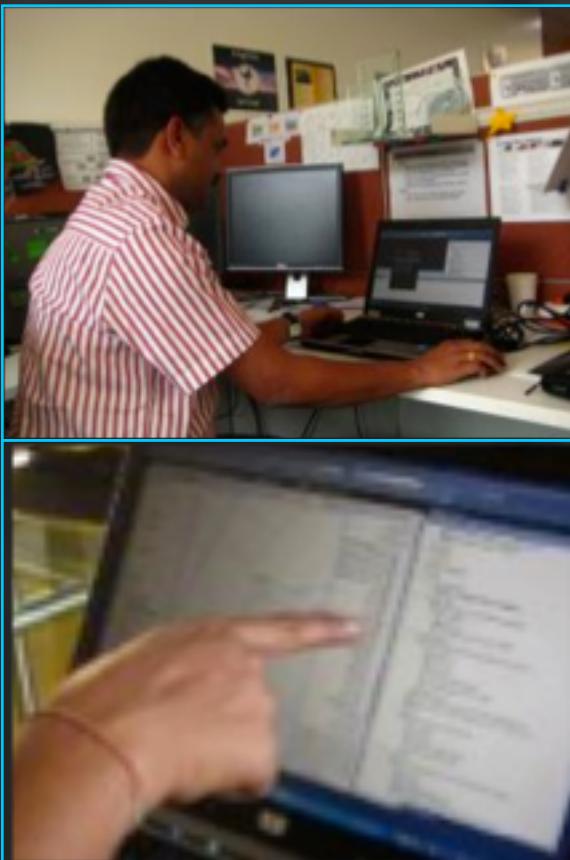
Maplator

for Microsoft's Biztalk Mapper

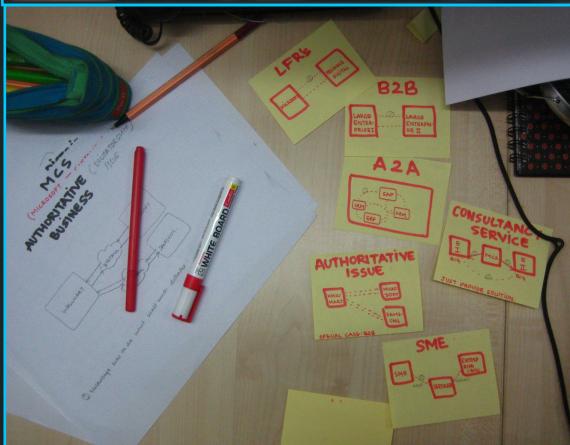
USER RESEARCH

Empower Business Users to perform Mapping Operations

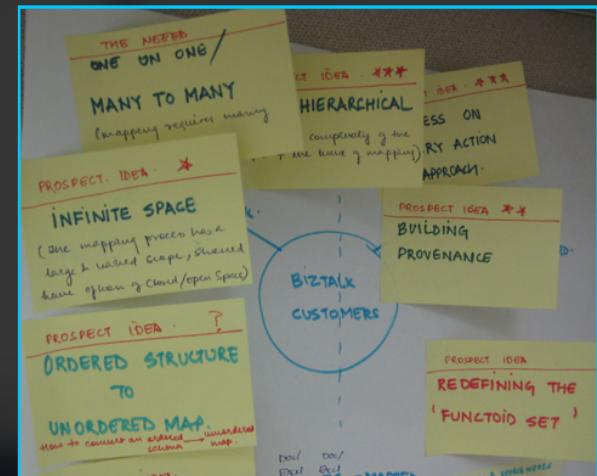
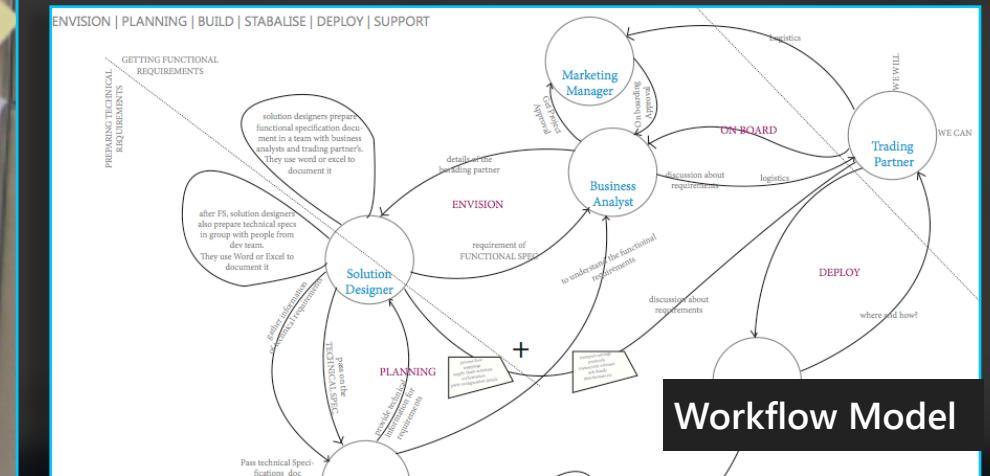
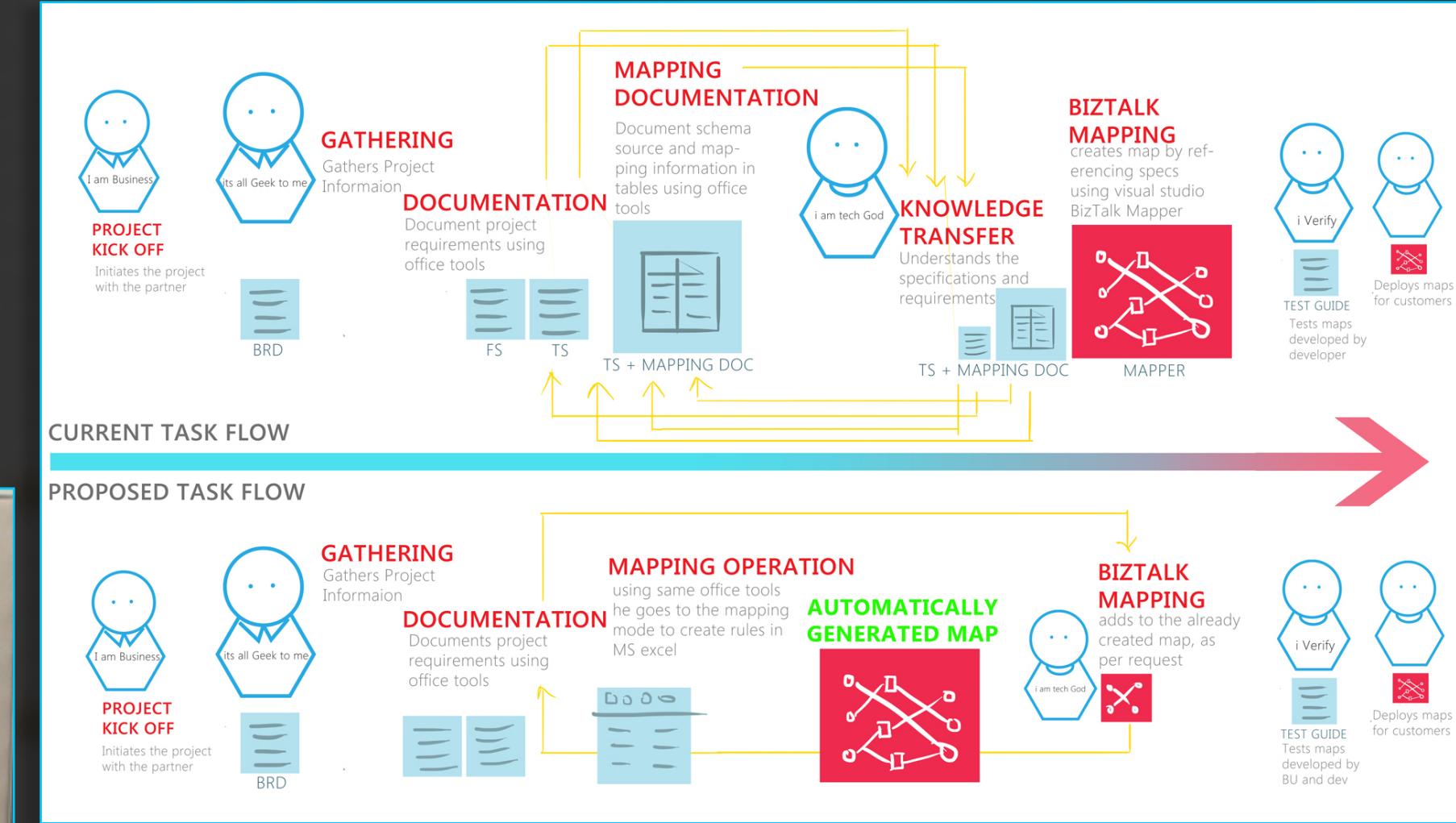
Contextual Enquiry



Affinity & Ideation



Proposed Task Flow Model

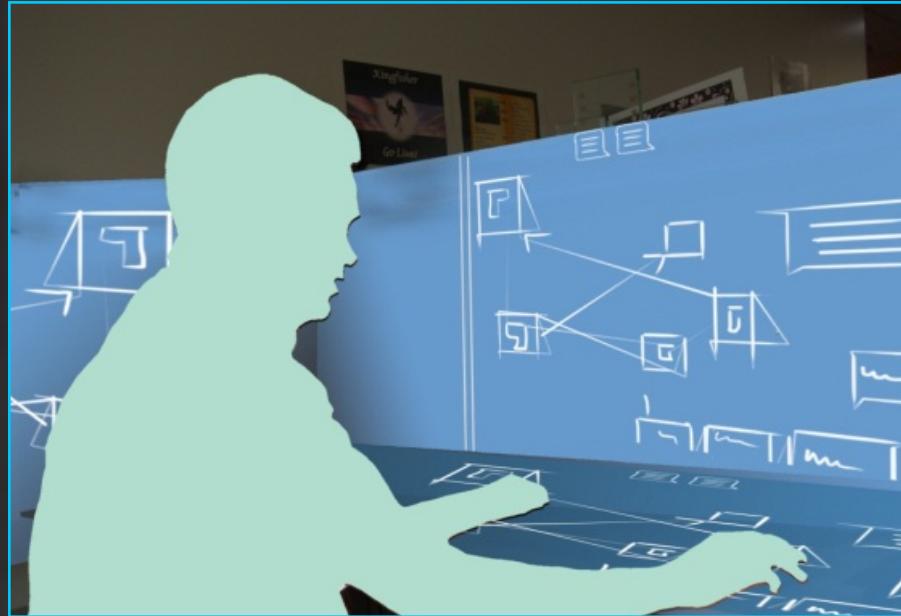


Maplator

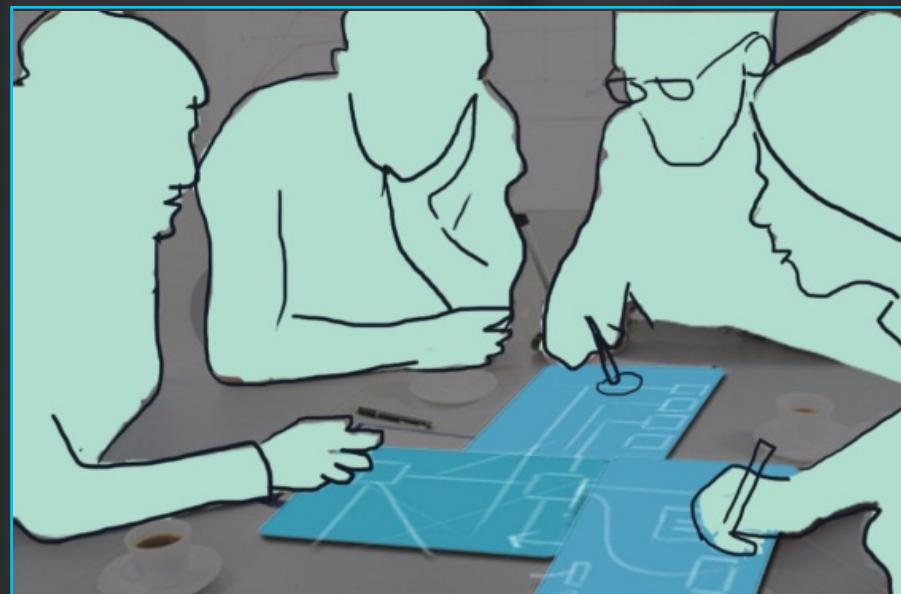
for Microsoft's Biztalk Mapper

**Empower Business Users to perform
Mapping Operations**

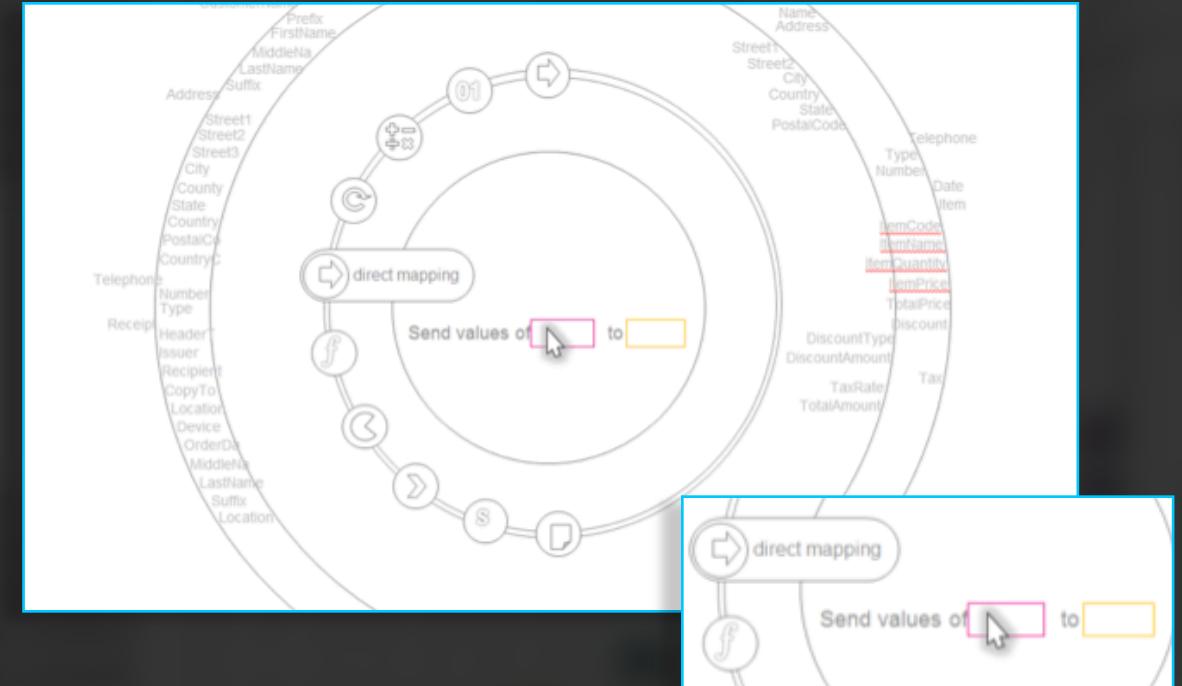
Large Screen displays



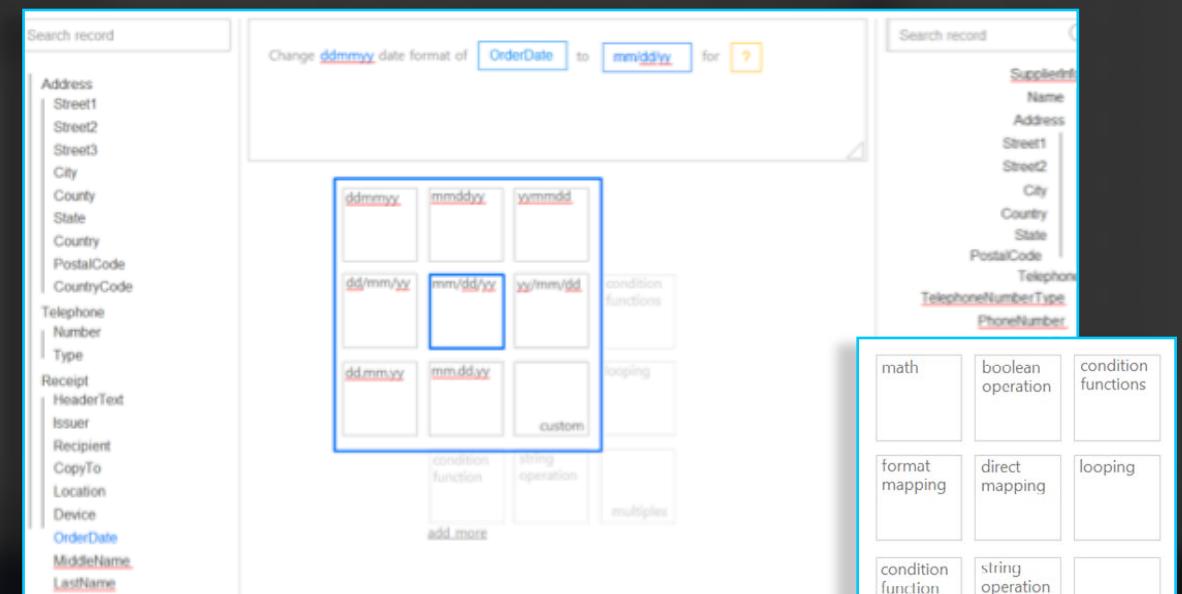
Slates



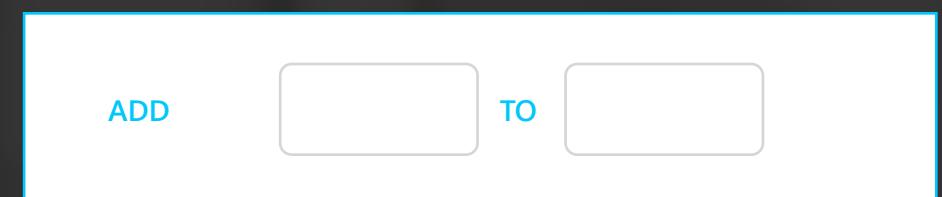
Cloop



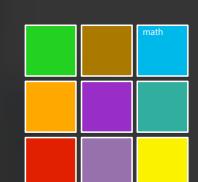
Maplator



Natural User Language Operations



Operation Navigation 1



Operation Navigation 2



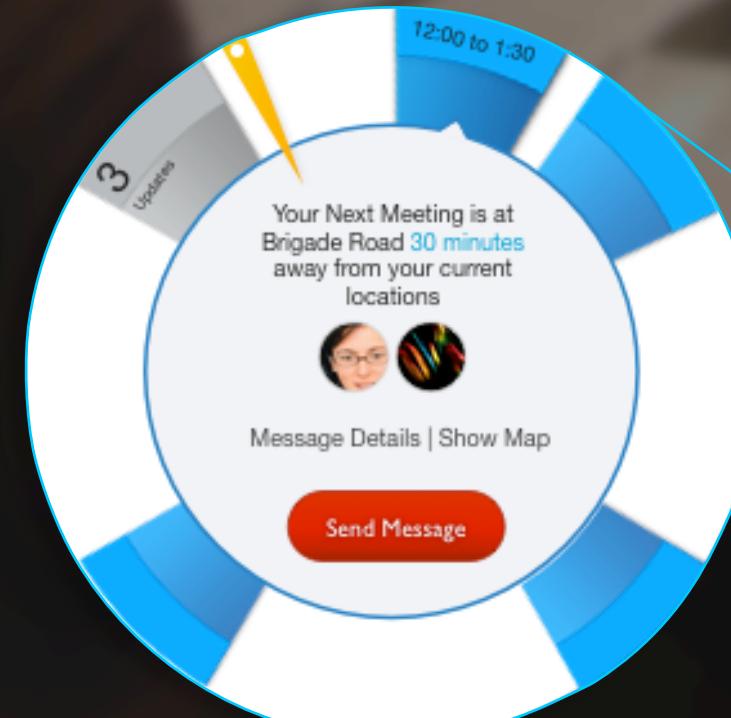
ProArch

Meeting & Communication Manager for Board Executives

'ProArch' is an app designed for **board executives**. It assists board members for internal communications, meetings, official travels, announcements, voting and resolutions.

Analog calendar with contextual notifications allows user to plan the day and navigation map takes care of traveling to the location of meeting. Users can take meeting notes and post meeting, all the notes are collated by the moderator & published as a report.

Web | iPad



User's Dashboard

The User's Dashboard is displayed on a tablet screen. At the top, there are notification icons for 'New' (1), 'Announcement' (2), and 'Voting'. Below the header is a date indicator 'Tuesday, 5th March 2013'. The main area contains a 3x3 grid of blue buttons with white icons: 'My Calendar', 'My Messages', 'My Documents'; 'All Announcements', 'All Vote Requests', 'All Resolutions'; 'Role Mapping', 'All Audit Logs', 'Maps'. To the right, a sidebar lists recent activity for users Shikha Mehta, Anurag Kashyap, Kamal Hasan, and Anurag Kashyap, each with a 'Read Details' link.

Calendar View

The Calendar View shows a detailed agenda for a meeting on Tuesday, 5th March 2013. A large circular graphic in the center displays a 'Your Next Meeting is at Brigade Road 30 minutes away from your current locations' message, along with 'Message Details | Show Map' and a 'Send Message' button. To the right, a list of agenda items is shown, each with a 'Read Details' link. The agenda items include:

- Agenda 1: By Moderator | By Invites
- Agenda 2: Agenda Moderator: Kamal Hasan
- Agenda 3: Agenda Moderator: Kamal Hasan
- Agenda 4: Agenda Moderator: Kamal Hasan

Meeting View

The Meeting View shows a detailed agenda for a meeting. At the top, it says 'Meeting Title' and 'By Moderator | By Invites'. Below this is a list of attendees: Parag Gupta, Parikshit Patel, Anurag Kashyap, Shikha Mehta, Parag Gupta, Parikshit Patel, Anurag Kashyap, and Shikha Mehta. Each attendee has a 'Select All', 'Mark Present', and 'Mark Absent' option. The agenda items listed are:

- Agenda 1: Agenda Moderator: Kamal Hasan
- Agenda 2: Agenda Moderator: Kamal Hasan
- Agenda 3: Agenda Moderator: Kamal Hasan
- Agenda 4: Agenda Moderator: Kamal Hasan

Profile

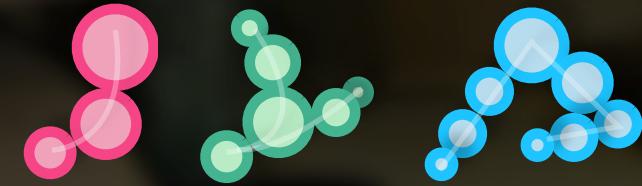
The Profile view shows a user profile for Shikha Mehta. It includes a circular profile picture, the name 'Shikha Mehta', her title 'VP of Security Systems', and her email address 'shikha.mehta@abc.com'. Below this are sections for 'General Notes' and 'Add Notes Here...', and contact information including 'Bangalore, India', 'Beijing, China', 'New York, USA', and phone numbers '+91 9898876111' and '+91 9008763323'. At the bottom, it says 'Last login at : 4:00 PM 4/4/2013'.

Invisque

Interaction & Visualization techniques for creating Themes and Boolean Search

The aim of the INVISQUE project was to come up with new ways to perform and visualize search that would overcome problems identified during the UBiRD user study. Invisque provides infinite search space and investigates how design principles like “Focus+Context” and Gestalts pattern perception can be applied to create novel interactive visualizations. Evaluation of existing Resource Discovery system and user studies with researchers and practitioners was done to understand the requirements.

Research Patterns



The final system creates a **data provenance** of origin of result sets and the derived output. The system allows user to perform boolean operations by using simple gestures of ‘merging’ by drag and drop. In the end, as in ancient hermeneutic cycle the system allows user to work in progressive cycle without loosing the track of gathered information.

User Screen, researching around “Visual Cues in Advertising”

logged in as: Prof William Wong

WWW 2010 Proceedings

Ja-Ling Wu Marla Rayne Stratford

visual cues advertising

invisque search

http://vimeo.com/1056874

CartPerk

Shopping Coupons App

Worked as a consultant with Bangalore based startup. CartPerk is a coupons app which allows you to go shopping as usual and scan your bill to get cash backs.

iPhone | Android



Logo Options

iPhone Screenshots



Merisis

Home Page

Website Design for Merisis

Merisis is a Capital Advisors needed UI revamp for their brand and website. Shown are few couple of options presented.

Explorations



A screenshot of a website exploration with a light gray header and footer. The main content area features a large image of a cable-stayed bridge spanning a body of water, with a city skyline visible in the background. The navigation menu on the left includes links for Home, About Us, Why Merisis ?, Team, Board of Advisors, Our Principles, Services, Deals Done, Testimonials, News Room, Blog, Our Ecosystem, and Contact Us. The 'About Us' link is currently selected. The central content area contains text about the team's track record in corporate finance and fund management, mentioning deals in various industries. The 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo is prominently displayed at the bottom right.

Amit Mittal, Director Finance
Forbes & Co. Ltd., A Shapoorji Pallonji Co.

"Merisis has been engaged with us on a number of assignments, what sets them apart is their detailed analysis before taking up an assignment and the sheer doggedness in making a transaction happen."



FeeBee

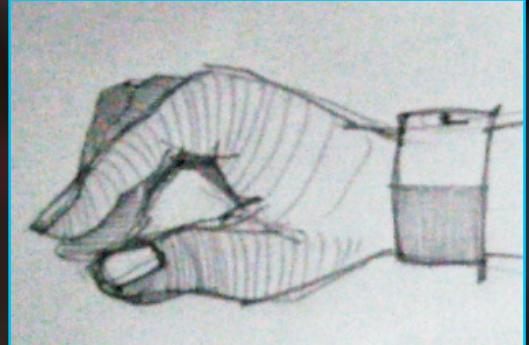
Sharing Device for Family

A concept of future of mobile phone for the Indian context, a sharing device for the family was explored to bring in the *feeling of being together* ('fee' + 'be') which the existing phone technology doesn't seem to look into. This would ideally fit in conditions where children are staying away due educational or work reasons, but need a humanized portal to connect with their family.

Initial Concepts



Other Concepts



Form Inspiration



Final Concept



Chazo

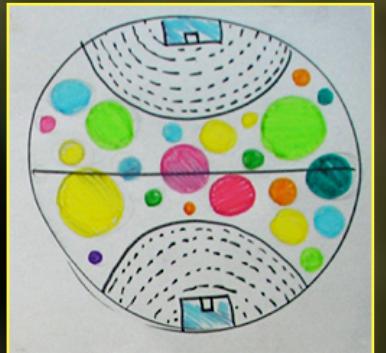
Indoor Physical Game for kids

Designed an interactive game for kids to experience
“**Outside world Inside**”.

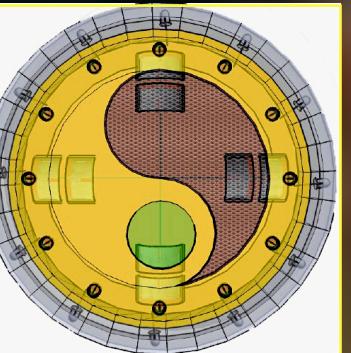
The game play is built around chasing. In single player game, Chazo itself teases the Player to chaze it. In two player game mode, one kid is **teaser** while another is **chaser**.

 www.vimeo.com/10568759

Initial Concepts

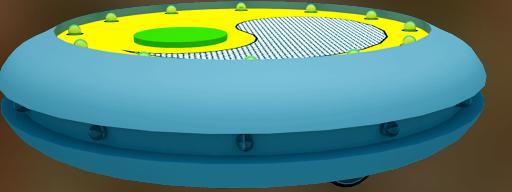


Product Detailing



Detailed Rendering

Sound | Proximity Sensors | LED Indicators | Wheels



Single Player Double Player



CHAZO

EcoThrash

Mobile game to promote waste sorting

*Eco-Thrash is a mobile based game designed for everyone. It promotes correct **waste management habit**.*

The player has to compress the spring and tilt the phone to target the garbage to into dry, wet and aluminum garbage bin. Every time the target is successful a new leaf sprouts or else a worm is generated. The player wins if he could grow a tree and loses if worms take over the spring.



Game Screenshots



TagIt

Augmented Glasses for Teenagers

Tag-it is a cognition based interactive device designed for teenagers. The idea was to let teenagers enjoy randomness. Sun glass was taken as an artifact which can also be replaced by other daily products used by teenagers. The concept can be implemented using 'Augmented Reality' which will enable us to impose cognitive information on the real world. During this one week project, the idea was presented with Soft Prototype and Video.



Tag Objects | Social Reminders
like Birthdays



Voice Commands to Search

Use Case :

Its 7.10 am and I am getting late for schools!
I can hear my bus coming!
Honnkkiinnnggggggg!

Suddenly I remember, my English Book!
Where is my English Book???

Oh! There it is. :)

English Book

Book Illustration

The Four Friends from Panchtantra

Illustrated a retold story of “**The Four Friends**” from **Panchtantra** for a Bombay based Publisher.

@ IDC, IIT Bombay



Visual Mapping

Devanagari with Onion Family

Challenge in project was to create a visual identity of an object as a part of a family of 9 related characters with visual similarities. I took 'Egyptian Onions' as object and mapped its visual characteristics to 'Devanagari letter forms'. I worked with stencils and represented the final product as a **lamp installation**.

Lamp Installation to showcase Visual Mapping



ख

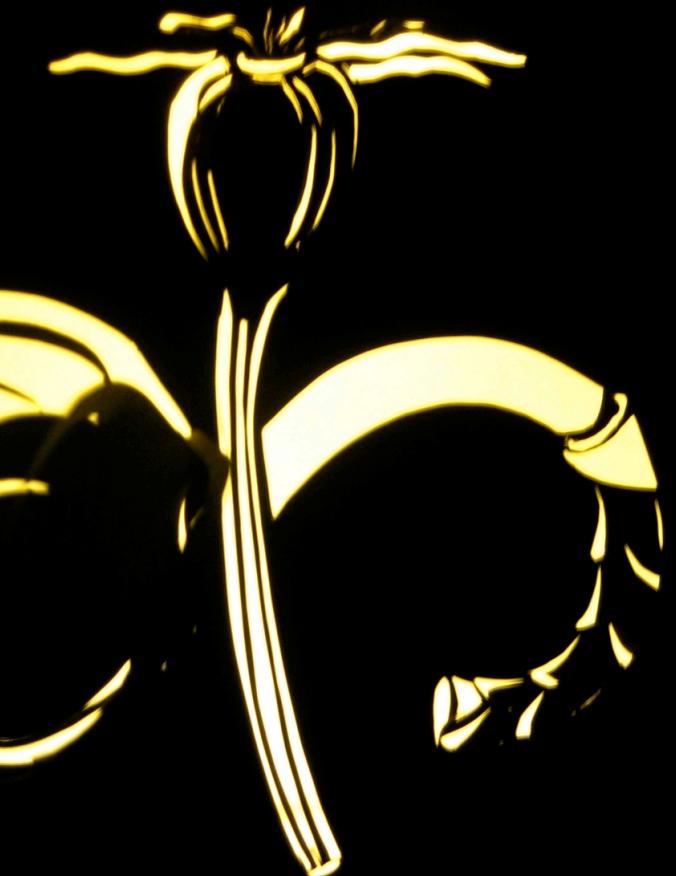
झ

भ

अ

ह

क



Thank You !

ishneetgrover@gmail.com

Ph: +91 9739 425 421



i design
to make lives better