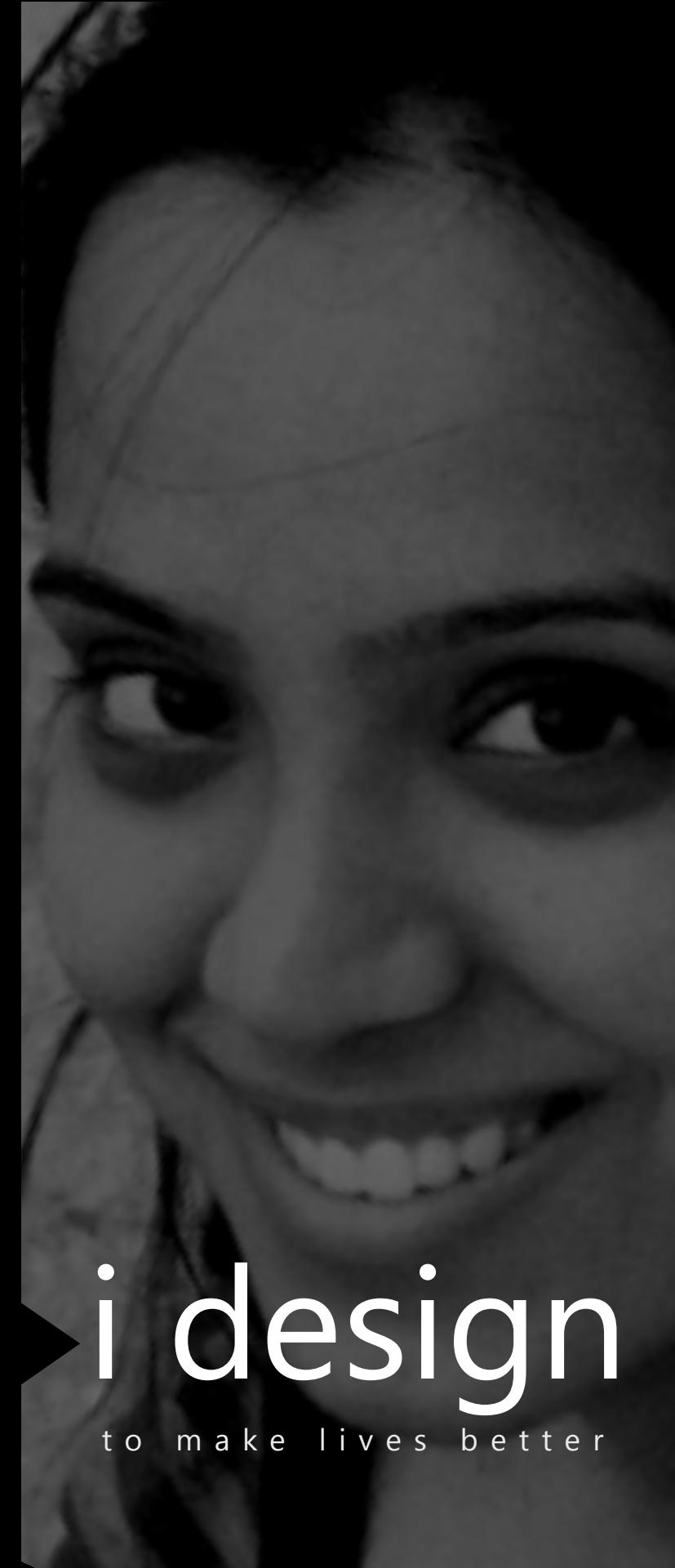


# portfolio



ishneetgrover@gmail.com

web address : [dezigner.github.io](https://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

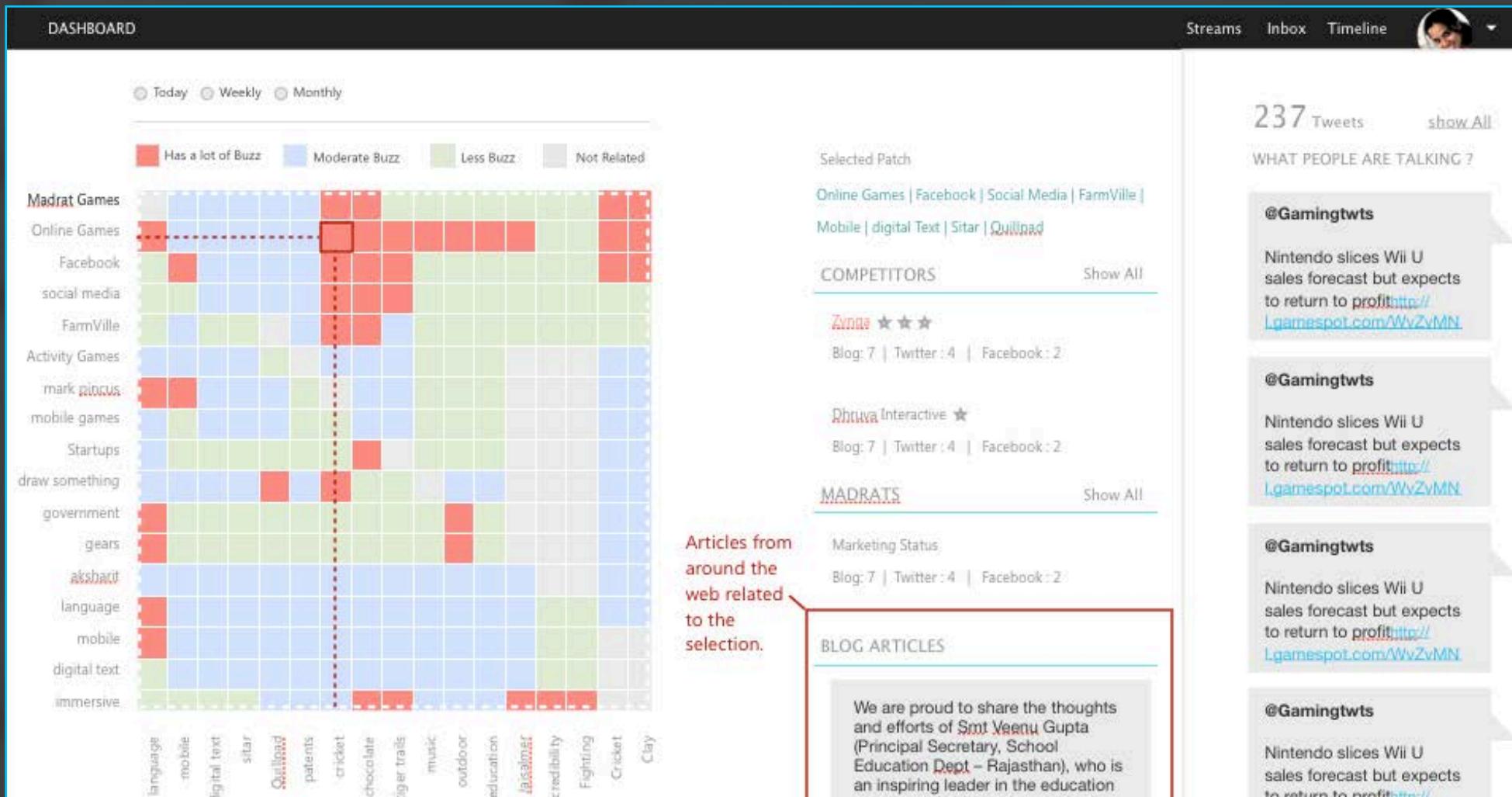
Home Page



# Splasche

An Insight and Exploration platform for Business Decision Makers

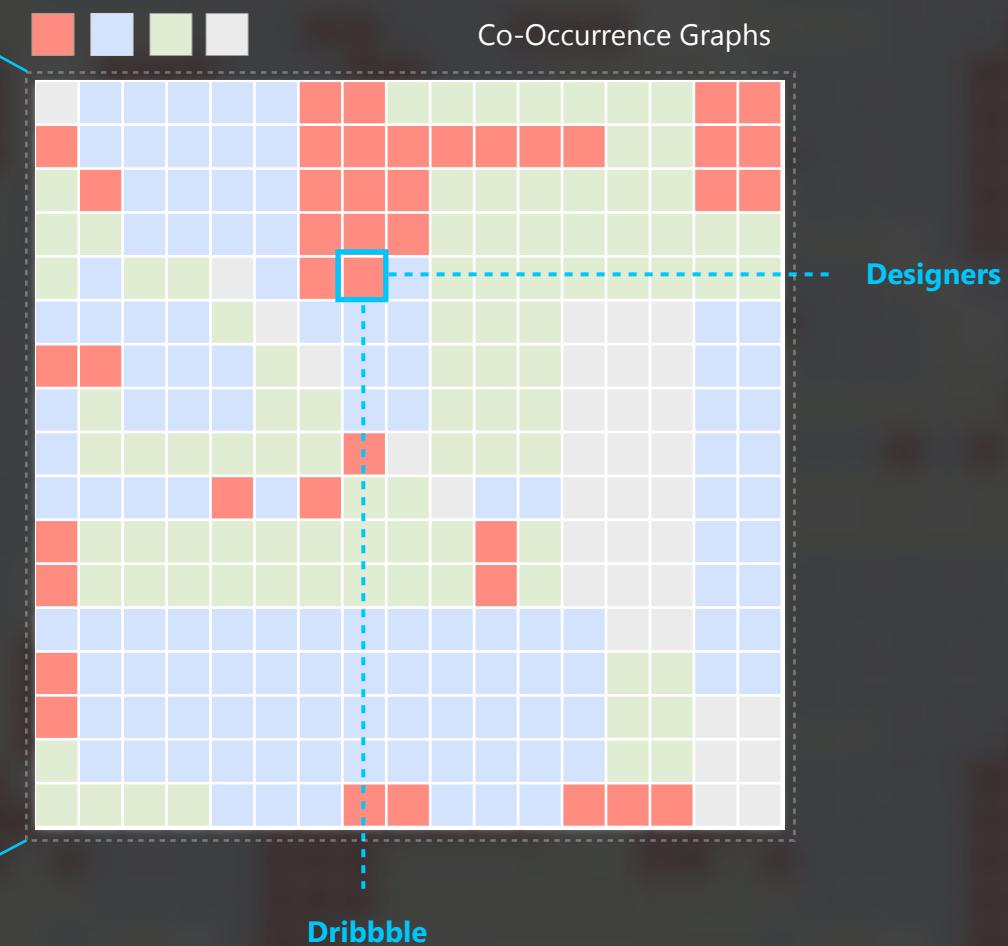
## Exploration Page



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.



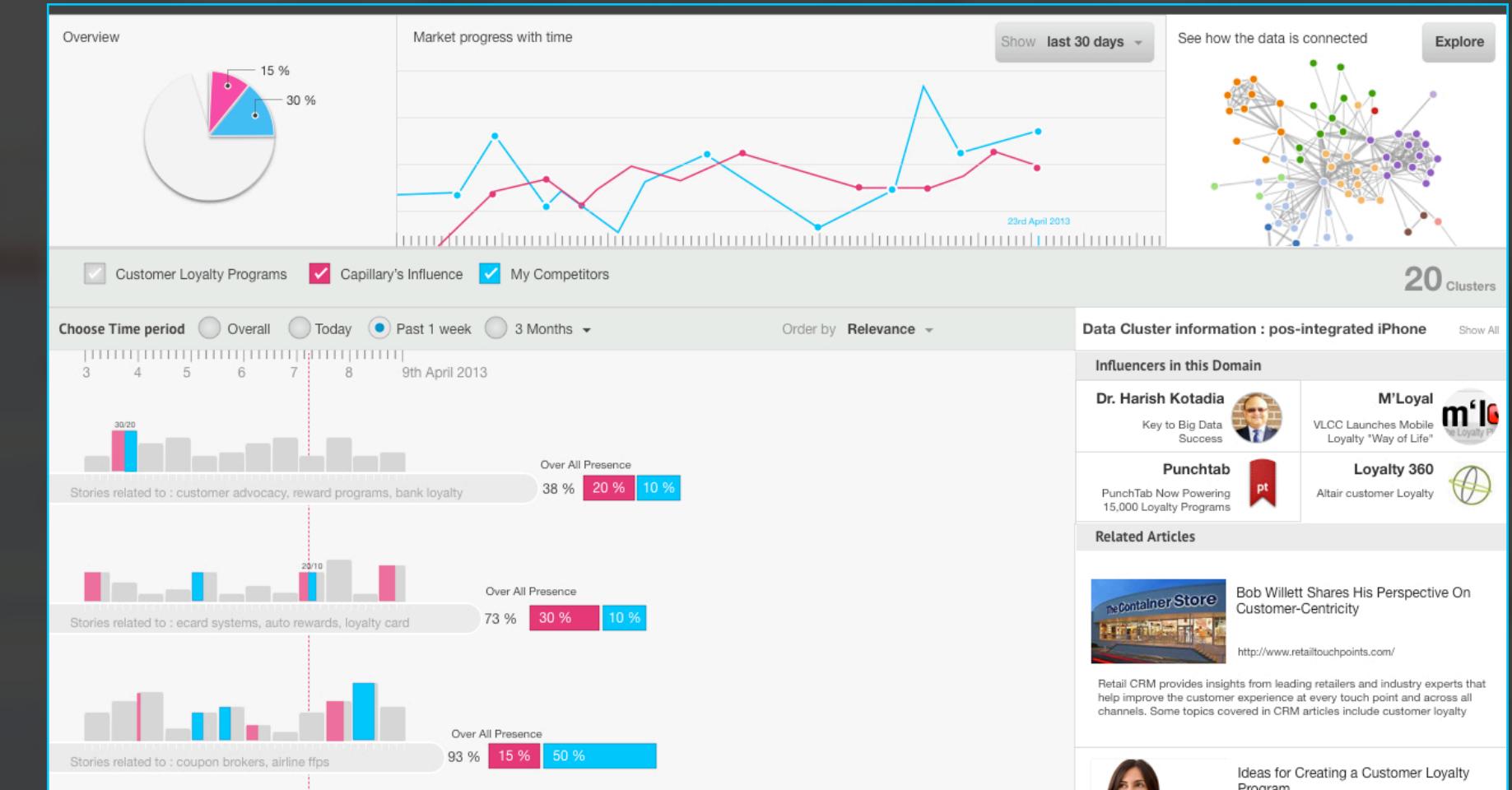
# Splasche

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.

## Trends Page with Influencers



## Myntra : Optimize Product Definition

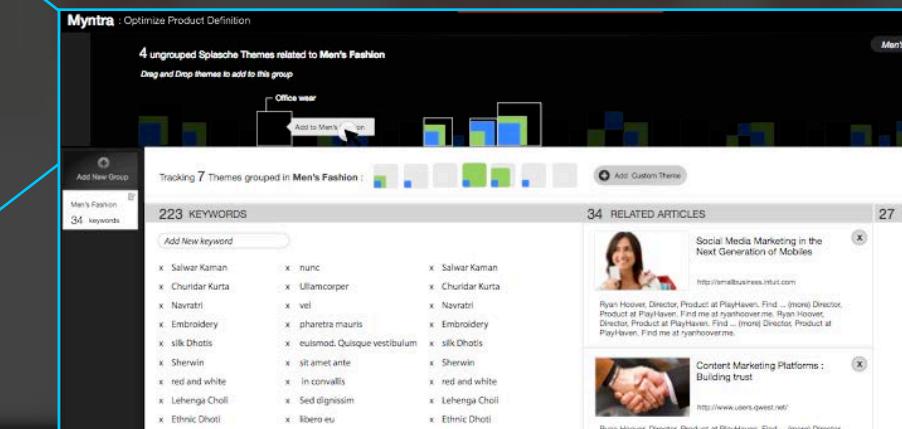
4 ungrouped Splasche Themes related to Men's Fashion

Drag and Drop themes to add to this group

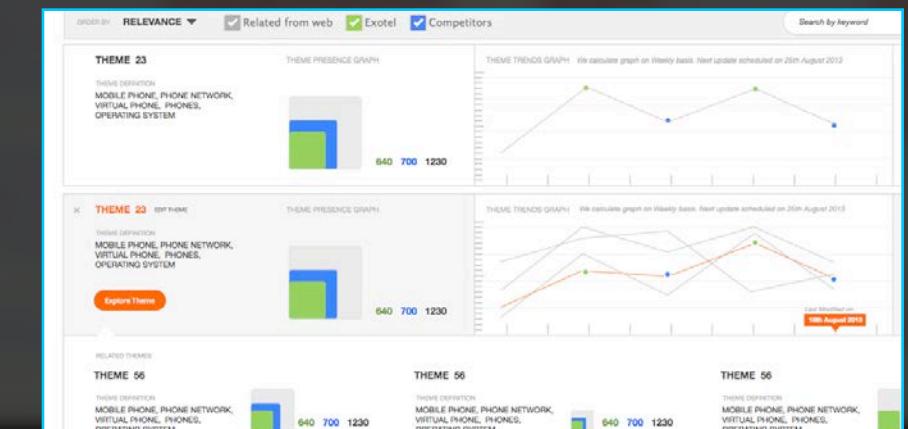
Casual wear for office

Add to Men's Fashion

## Training Page



## Trends View II



# 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](http://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 dark banner with the Pugmarks logo and navigation links: About Us, Press, Contact, Share, and Sign In. Below the banner, a large background image of a man in a suit looking at a laptop screen. On the left, a sidebar titled "Your contexts" shows a single entry for "Sean Parker" with a plus sign to add more. The main content area features a heading "WHOM ARE YOU MEETING TODAY ?" and a sub-heading "Get the right information No w!". A list of three articles related to Sean Parker is displayed: "Select a article related to Sean Parker", "http://www.wordstream.com/blog/...", "http://sharethis.com/features...", and "http://www.technologyreview.com ...". To the right, there's a "Join via invite!" section with an input field for an email address and a "Submit" button. Below it are social media links for Twitter, a "Follow us on Twitter" button, and a "Help Center | Tour" link. At the bottom, sections include "Articles Related to Sean Parker" (listing "Get Noticed: 4 Customizable Infographic Templates" by www.sliderocket.com), "People related to Sean Parker" (listing several icons for people like Bill Gates, Steve Jobs, etc.), and "Topics related to your context" (with a yellow arrow icon).

# Pugmarks

# Contextual Discovery Reading Platform for web and mobile

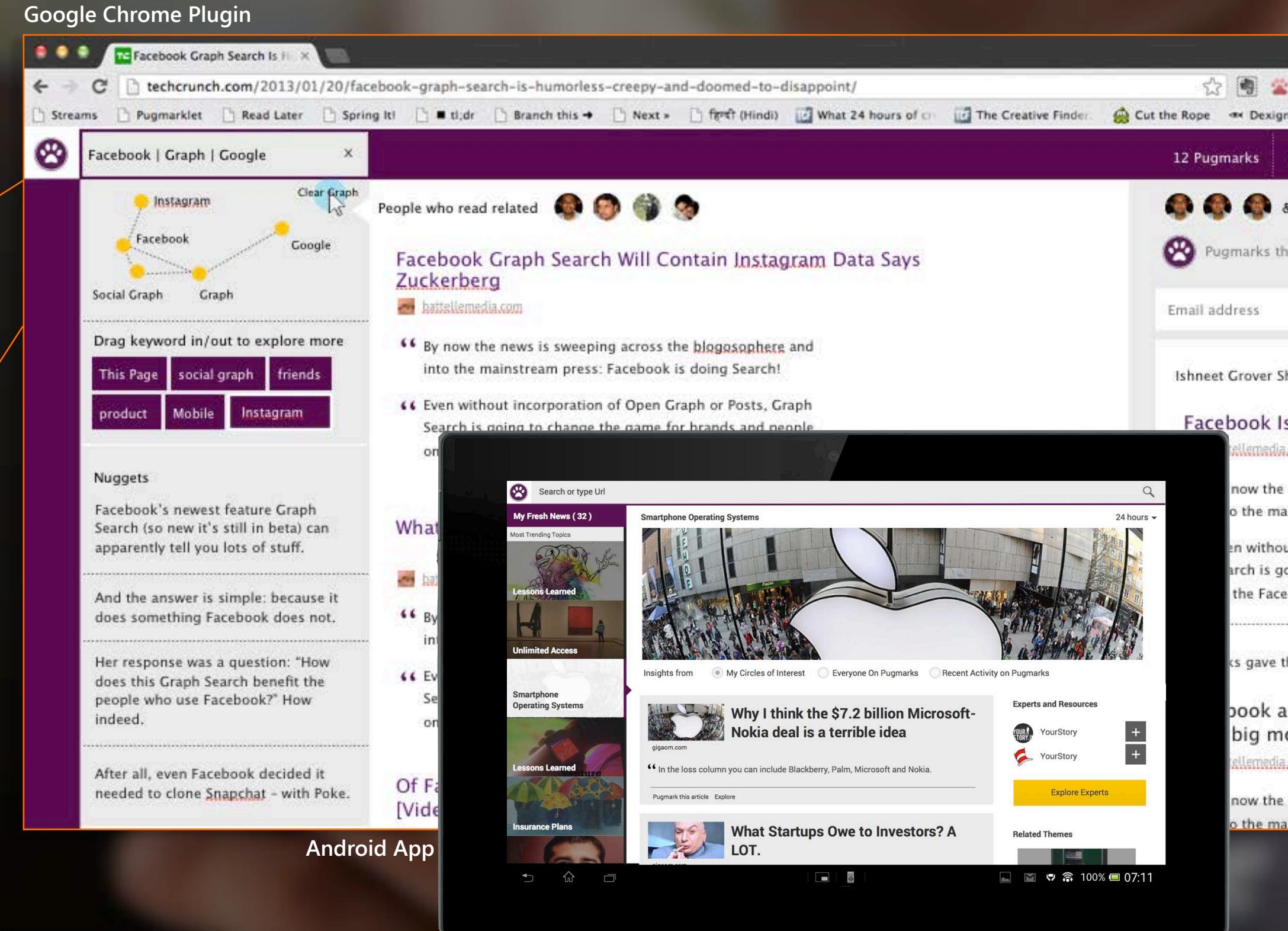
# Graph Search

## Facebook + Graph + Google

Clear Graph

The diagram illustrates the interconnected nature of various social networks. It features five yellow circular nodes arranged in a roughly horizontal line. From left to right, they are labeled: 'Social Graph', 'Graph', 'Facebook', 'Instagram', and 'Google'. Each node is connected to its immediate neighbors by dashed gray lines, representing the connections within a social graph. The labels are positioned below their respective nodes.

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

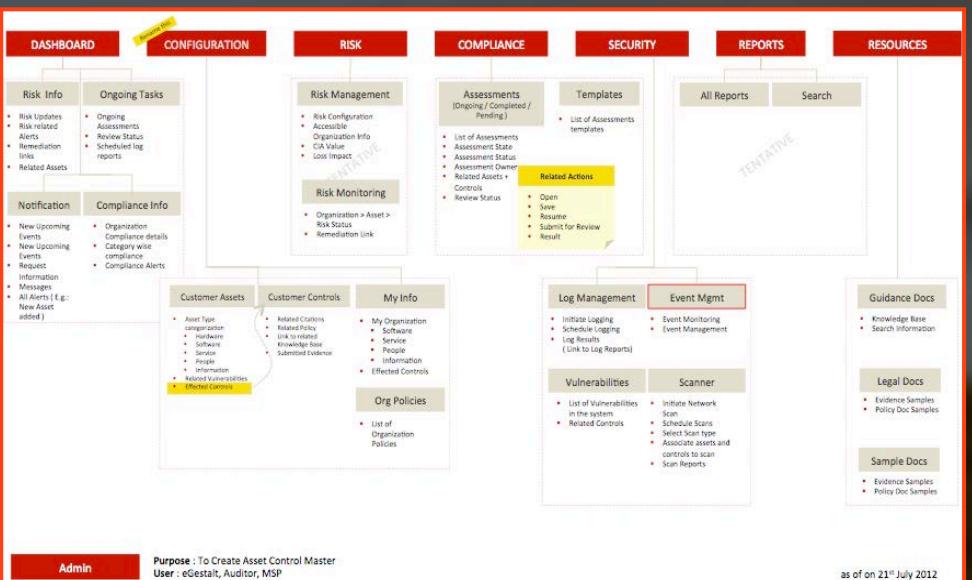


# eGestalt Secure GRC

**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)

## PROCESS

- S. Research
- User Research
- Persona Def
- Info Architecture
- Ideation
- Interaction Flows
- Visual Design

HTML

**300 + WIREFRAMES**

The wireframe shows a user interface for 'Viewing assessment answers for John Row'. It includes a header with a logo, navigation links (Dashboard, Compliance, Risk, Security, Configuration, Reports, Resources), and a user profile. Below the header is a toolbar with buttons for 'Save Draft', 'Send Review', and 'Exit'. The main content area displays a list of questions under 'All Questions (130)'. Each question has a color-coded status indicator (yellow, red, green, blue) and a brief description. To the right of the questions is a 'Knowledge Base' section and a 'Response' section where users can provide 'Yes', 'No', or 'Return' responses. A note at the bottom right indicates the date as '12 April, 2012 @ 13:12'.

Wireframes for Assessment Response

A screenshot of the eGestalt Secure GRC application. The top navigation bar includes links for DASHBOARD, COMPLIANCE (which is highlighted), RISK, SECURITY, CONFIGURATION, REPORTS, and RESOURCES. The main content area shows a 'RIVERSIDE CLINIC: HIPAA ENTER' page. It features a toolbar with 'Save Draft', 'Send Review', and 'Exit'. On the left, there are filters for 'HIPAA is at high risk', 'SECURITY is at high risk', 'EHRT is at low risk', 'HIPAA is at medium risk', 'SECURITY is at high risk', and 'HIPAA is at high risk'. The main pane displays a list of questions under 'All Questions (130)'. Each question has a checkbox and a brief description. To the right, there are sections for 'Knowledge Base' and 'Response' where users can provide 'YES', 'NO', or 'RETURN' responses. A note at the bottom right indicates the date as '12 April, 2012 @ 13:12'.

A screenshot of the eGestalt Secure GRC application showing an 'Assessment Review' for John Row. The top navigation bar is similar to the previous screenshot. The main content area shows a 'Riverside Clinic: HIPAA Enterprise' review progress bar. Below it, a list of responses for various questions is shown, each with a 'Comment' button. A note at the bottom right indicates the date as '12 April, 2012 @ 13:12'.

Visual Design was done by team

# Other Projects @ Clarice

## Other Projects @

**Impelsys Online Reader | Unicel | Mobile  
Video Player | Shopping App, etc.**

# **Health Highway**

*Medical Reports system for Health highway*



## Take control of your health today!

Apollo Prism helps you store, manage and monitor all your health information.



**Receive & Organize your Health Information**

Apollo Prism automatically downloads your lab records and discharge summary from Apollo Hospitals. Also use it to maintain a record of your medical conditions.



**Track & Monitor Your Health**

Apollo Prism makes it easy to join and stay on a wellness program - lose weight or manage a chronic condition easily.



**Safe & Secure**

Apollo Prism stores all your data in a secure environment and gives you complete control over who accesses your information.

**Sign up**

Apollo Prism is FREE for all Apollo hospital customers! Sign up to access your account

**Sign up**

**Sign in**

User ID

Password  
 password is case sensitive

**Sign In**

[Forgot Password?](#)

**Solver USA**  
*Collaboration system for Solver*

**BI360**

Home Projects Groups Business Tools Directory + Create

---

**About**

**Activity**

**People**  
35 connections

**Projects**  
2 ongoing

**Groups**

---

 **Daniel Cruse**  
BI360  
Director of Corporate Communications

Marketing View org chart  
Seattle, USA

4.0   
20 likes 03 comments

---

**Bio**

11+ years of experience in design and usability engineering. My current job provides me the creative room to work and take critical decisions. My ultimate aim is to institutionalize Usability within an organization that will enable the company to make user-friendly GUIs and improve upon the user's experience.

---

**Skills & Expertise**

Usability, Heuristics, Visual, Research

---

**Work Experience**

Strategic Design Consultant  
XYZ company (July 2009 - 2010) Institutionalizing Usability Engineering as a strategic consulting offering for TCS internal business framework

---

**Follow**  
Following 21 Followers 14

✓ Recommend Justin

 Send Private Message  
 Ask a Question  
 Download V. Card  
 Send E-mail

 Justin Smith's Blog

---

**Mutual connections (2)** [See All](#)



---

**Common Groups (14)** [See All](#)



yuki

The image shows the homepage of QYUKI. At the top, there's a dark header bar with the QYUKI logo on the left, followed by navigation links: 'Stimuli', 'People', and 'Submission'. On the right of the header are social media links ('f Connect'), a user profile for 'Jacob J', and links for 'Updates (5)', 'Messages (8)', and 'Sign Out'. Below the header is a large blue banner with a white crescent moon and a yellow star hanging from strings. To the right of the banner is a text box containing a motivational message about sharing experiences. At the bottom, there's a green footer bar with icons for 'Home' (house), 'Stories' (camera with a pen), 'Films' (film camera), 'Photography' (camera), and 'Music' (megaphone). A prominent green 'Upload' button is positioned in the center-right area.

Every experience is a story waiting to be told. Romantic, tragic, comedic or even a hollywood script! It could be a medieval love story or a modern tragedy. Let your experiences, thoughts and emotions pour over the keyboard. This is your space. So what are you waiting for, lets begin!

## Upload



Photography

 Photography

Music

**yuki Inspirations**  
ideas to funnel your creativity!



**yuki Handpicked**  
loads hand-picked by us



Anish Pasari



**Qyuki Select**  
Uploads crafted by the experts



The passion of youth and the unpredictable perils of fate are both the subject and the breathtaking form of Anastasia's lean and kinetic journey through friendship, love, madness, and creativity.

# 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.

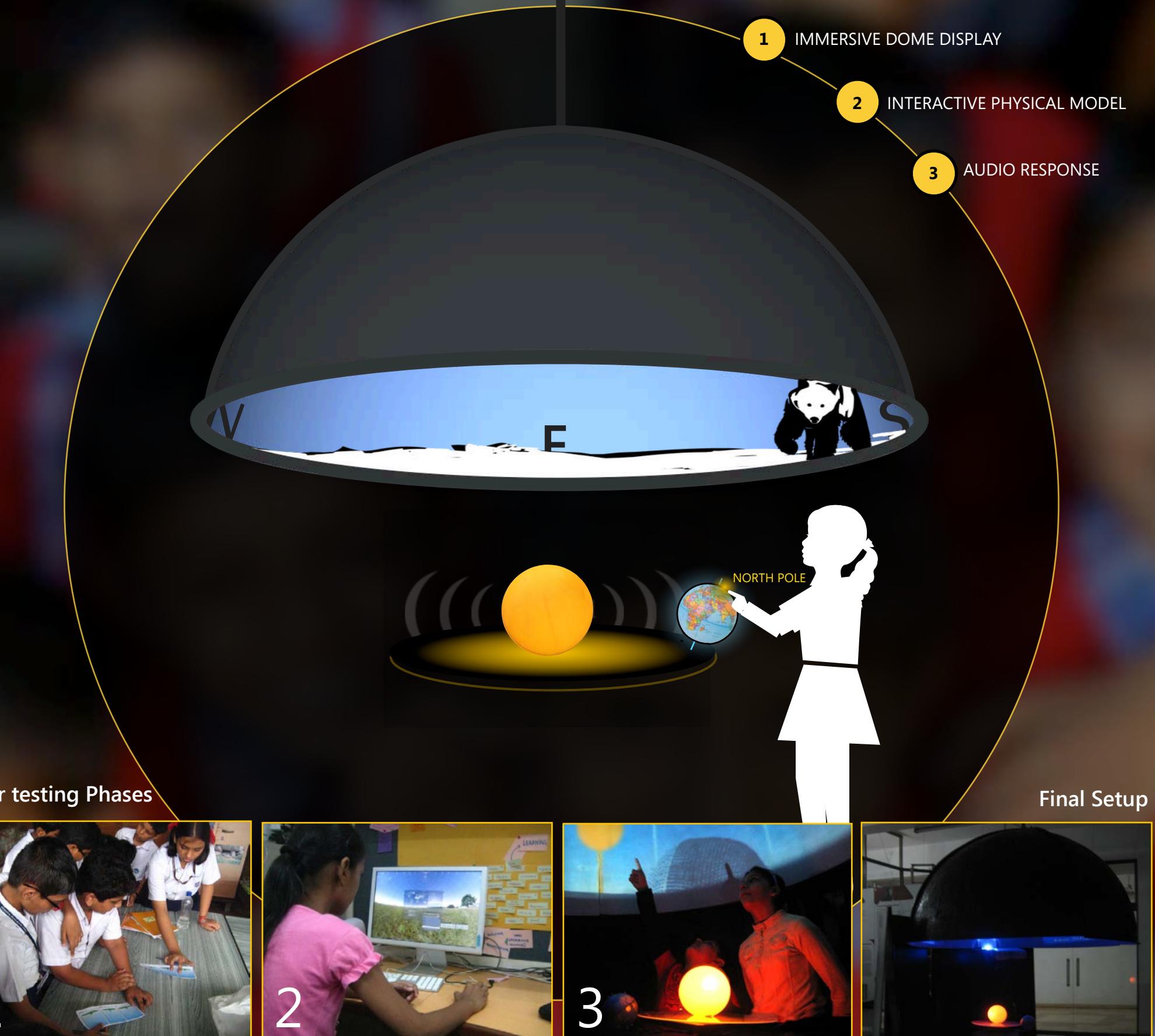
Students interact with physical setup to see sun's trajectory visual with supporting audio response. A high fidelity prototype was developed and tested with students.

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

 [www.youtube.com/watch?v=-CC35yCkz2Q](http://www.youtube.com/watch?v=-CC35yCkz2Q)

@ IDC, IIT Bombay  
Under Guidance of Prof Anirudha Joshi

## PHYSICAL SETUP



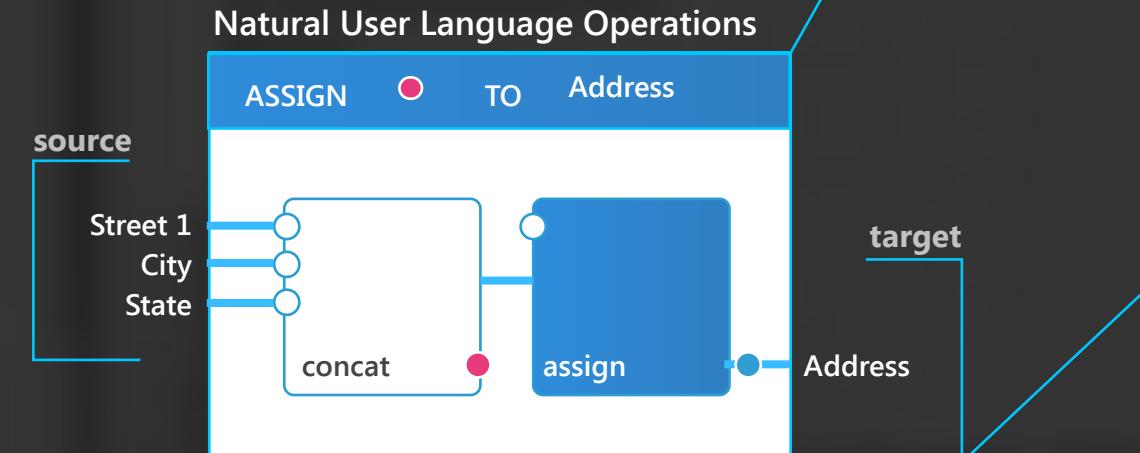
# Maplator

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.*

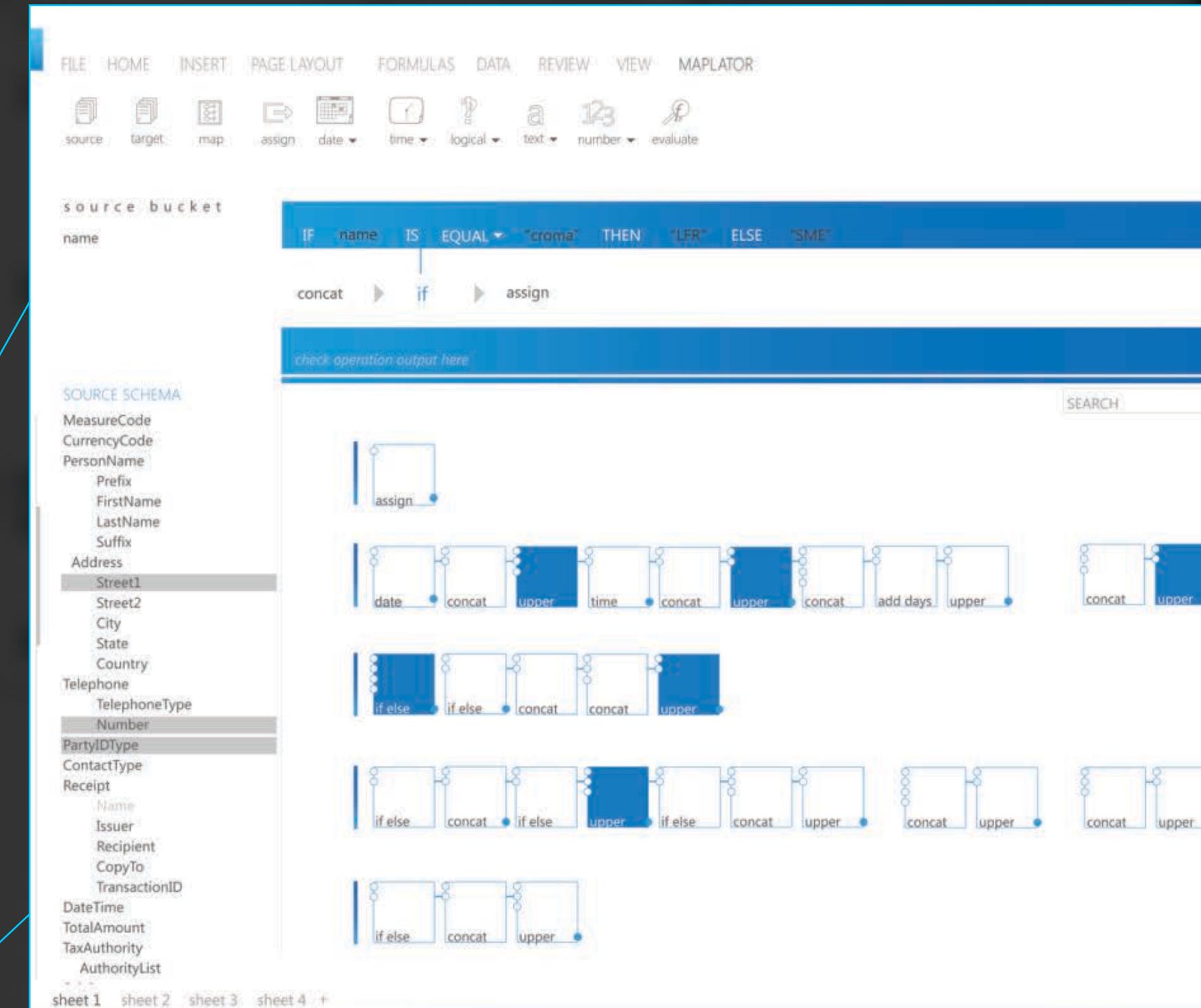
*To enhance the workflow process a new method is proposed where business user can perform the mapping operations instead of just documenting. The application is designed such that it integrates in users current workflow and tools used by him. Hi-fidelity prototype was developed using Expressions Blend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



@ Microsoft, IDC

- Input Element/s
- Assign To Element/s

Hi-Fidelity Prototype in Expressions Blend



Metro Visual Style adopted for Windows 8

# Maplator

for Microsoft's Biztalk Mapper

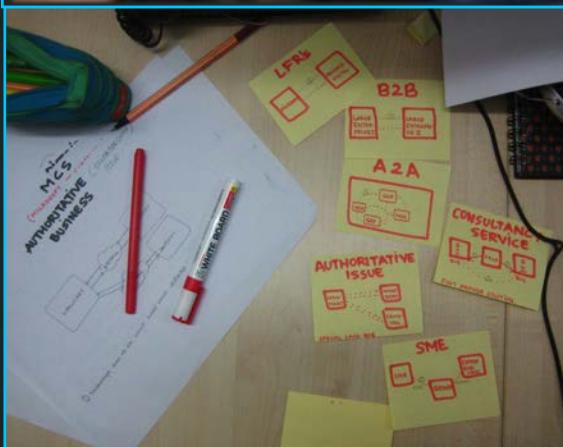
USER RESEARCH

## Empower Business Users to perform Mapping Operations

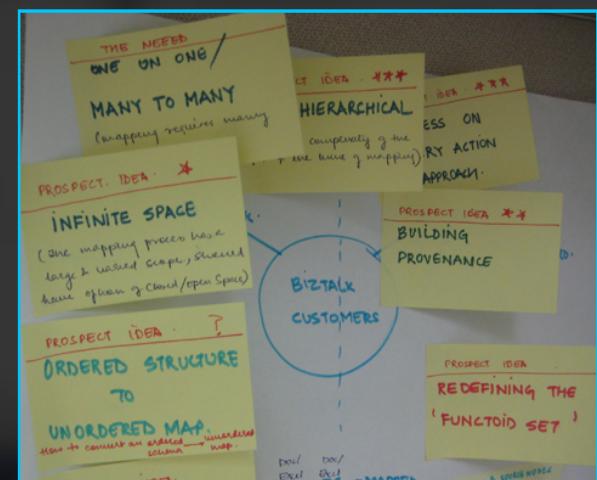
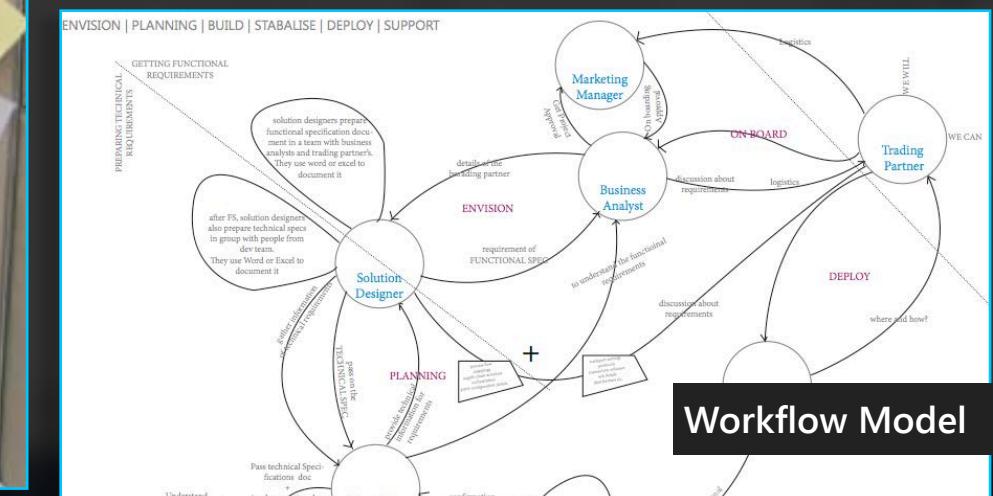
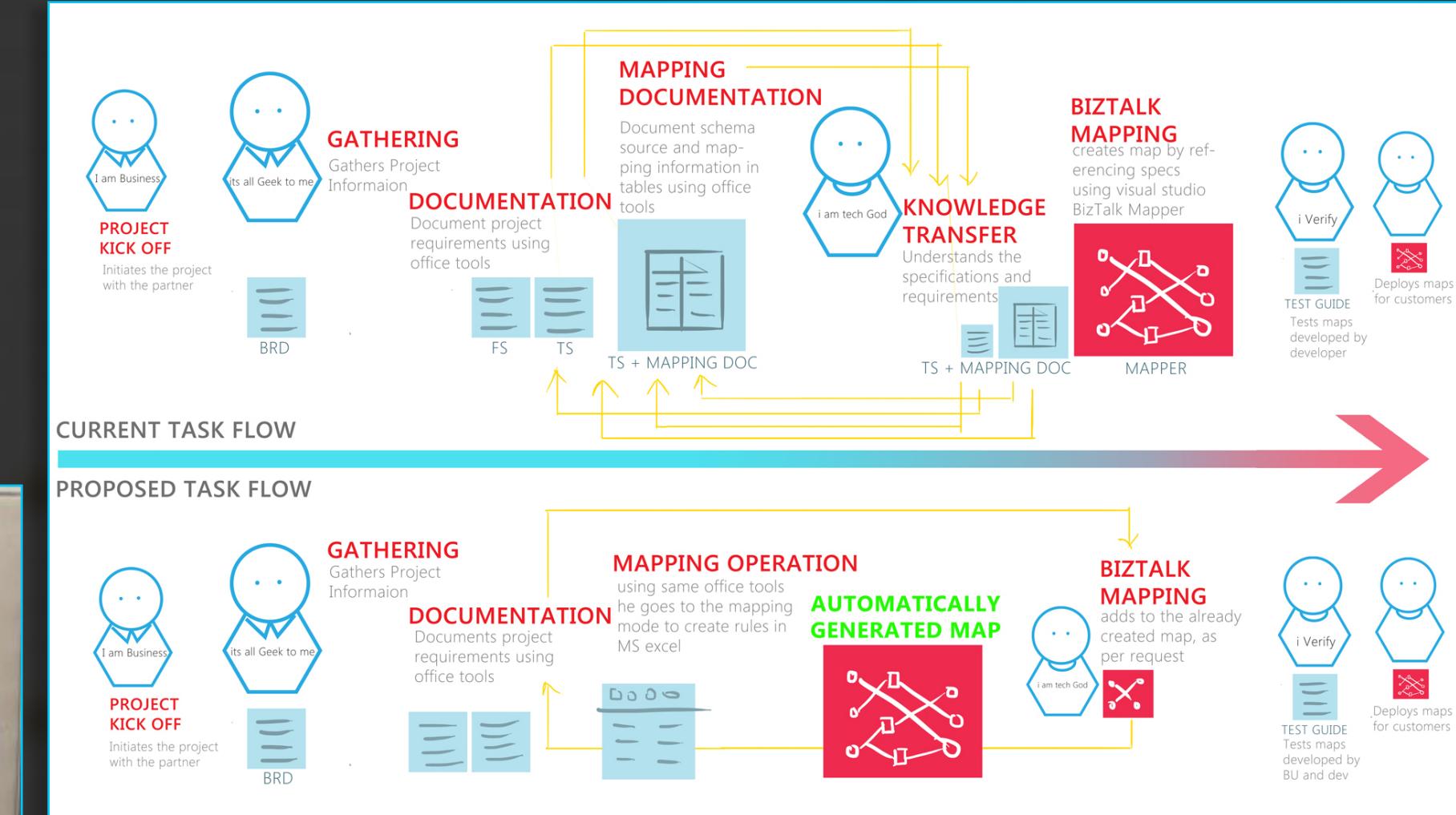
### Contextual Enquiry



### Affinity & Ideation



### Proposed Task Flow Model

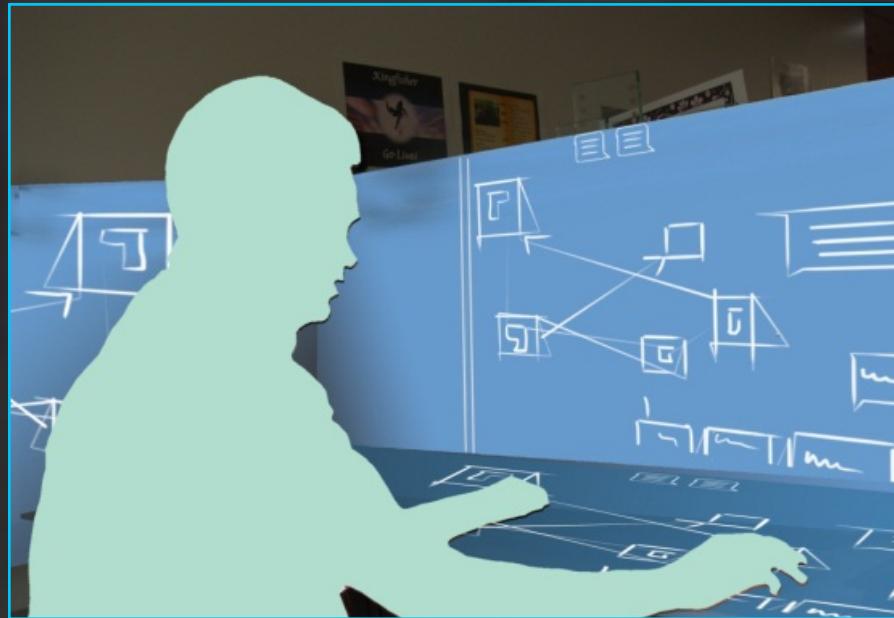


# Maplator

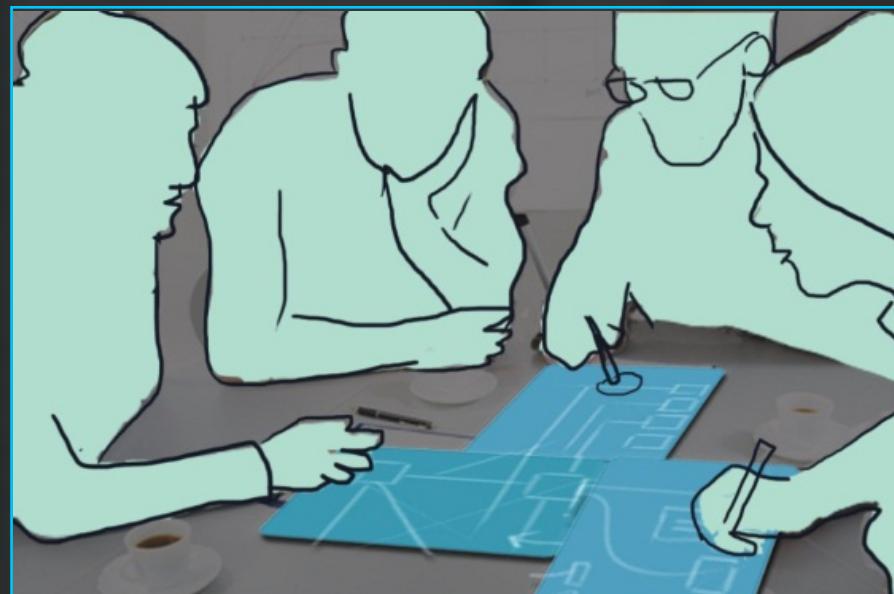
for Microsoft's Biztalk Mapper

**Empower Business Users to perform  
Mapping Operations**

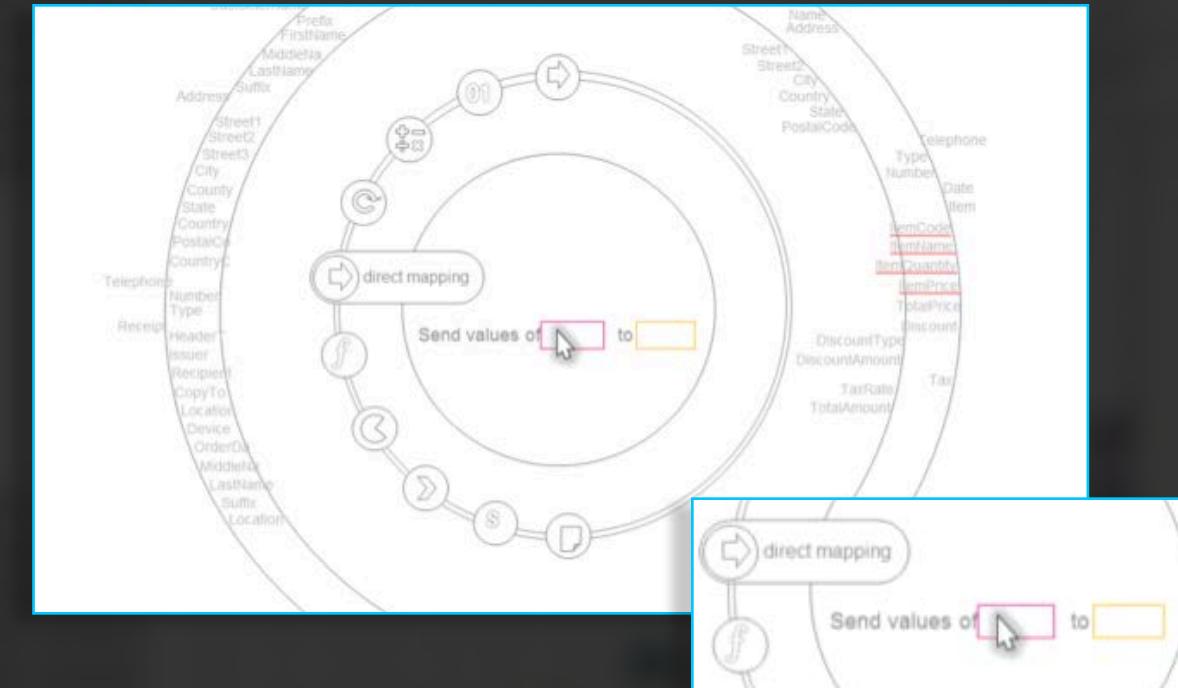
Large Screen displays



Slates

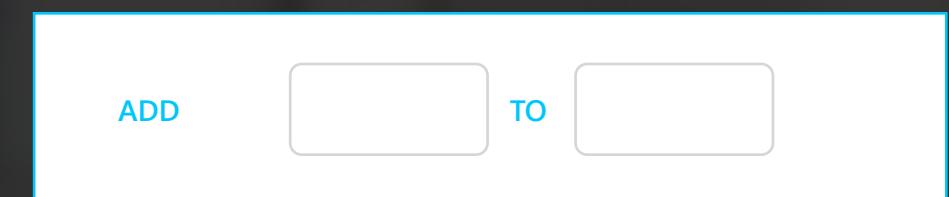


Cloop



Maplator

Natural User Language Operations



Operation Navigation 1



Operation Navigation 2



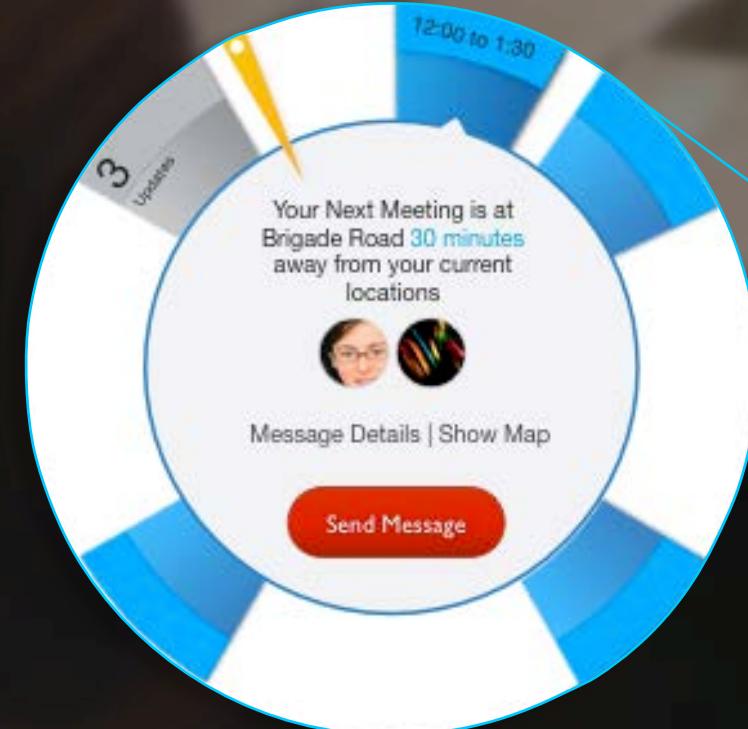
# ProArch

## 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 three notification icons: a red circle with '1', a red circle with '2', and a profile picture. Below the header, the date is shown as Tuesday, 5th March 2013. The dashboard is organized into a grid of nine cards:

- My Calendar
- My Messages
- My Documents
- All Announcements
- All Vote Requests
- All Resolutions
- Role Mapping
- All Audit Logs
- Maps

To the right of the grid, there is a sidebar titled "Announcements" which lists recent activity:

- Shikha Mehta: Leave Policy Updated from 12/23/2012. (Read Details)
- Anurag Kashyap: QA and Qc Policies updated. QA and Qc Policies updated. QA and Qc Policies updated to xyz. (Read Details)
- Kamal Hasan: Vijay promoted to Test Lead. (Read Details)
- Anurag Kashyap: QA and Qc Policies updated. QA and Qc Policies updated. QA and Qc Policies updated to xyz. (Read Details)

### Calendar View

The Calendar View is a detailed look at the meeting reminder from the previous screen. It shows a circular graphic with the same information: "Your Next Meeting is at Brigade Road 30 minutes away from your current locations", a "Send Message" button, and "Message Details | Show Map" links. Below this, the tablet screen displays a calendar interface for Tuesday, 5th March 2013. The calendar shows several events, including a meeting at 12:00 to 1:30 PM. To the right of the calendar, there is a sidebar with "Announcements" and "Meeting Title" sections.

### Meeting View

The Meeting View shows the details of a specific meeting. It includes a "Meeting Title" section with "4 Agendas for this meeting" and "By Moderator | By Invited". Below this are sections for "Agenda 1", "Agenda 2", and "Agenda 3", each with a list of attendees. The attendees listed are Pareg Gupta, Parikshit Patel, Anurag Kashyap, Shikha Mehta, Parikshit Patel, Anurag Kashyap, and Shikha Mehta. There are also sections for "General Notes" and "Add Notes Here...".

### Profile

The Profile view shows the details of a user named Shikha Mehta. It includes a large circular profile picture of Shikha Mehta, her title "VP of Security Systems", her email address "shikha.mehta@abc.com", and her location "Bangalore, India". It also shows her phone number "+91 98989876111" and her mobile number "+91 9008763323". At the bottom, it says "Last sign in : 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”

The image displays the Invisque user interface, which includes a sidebar with a circular icon and the text "WWW 2010 Proceedings". The main area shows three horizontal timelines for "WWW 2010 Proceedings", "Ja-Ling Wu", and "Marla Rayne Stratford". Each timeline consists of a series of blue rounded rectangles representing search results, each containing placeholder text like "Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet." and "Keywords: www. Lorem ipsum dolor". A hand is shown interacting with a touch screen at the bottom, which also displays the "invisque search" logo. The top right corner shows a status bar with "logged in as: Prof William Wong". At the bottom right, there is a circular play button icon and a link to "http://vimeo.com/1056874".

# CartPerk

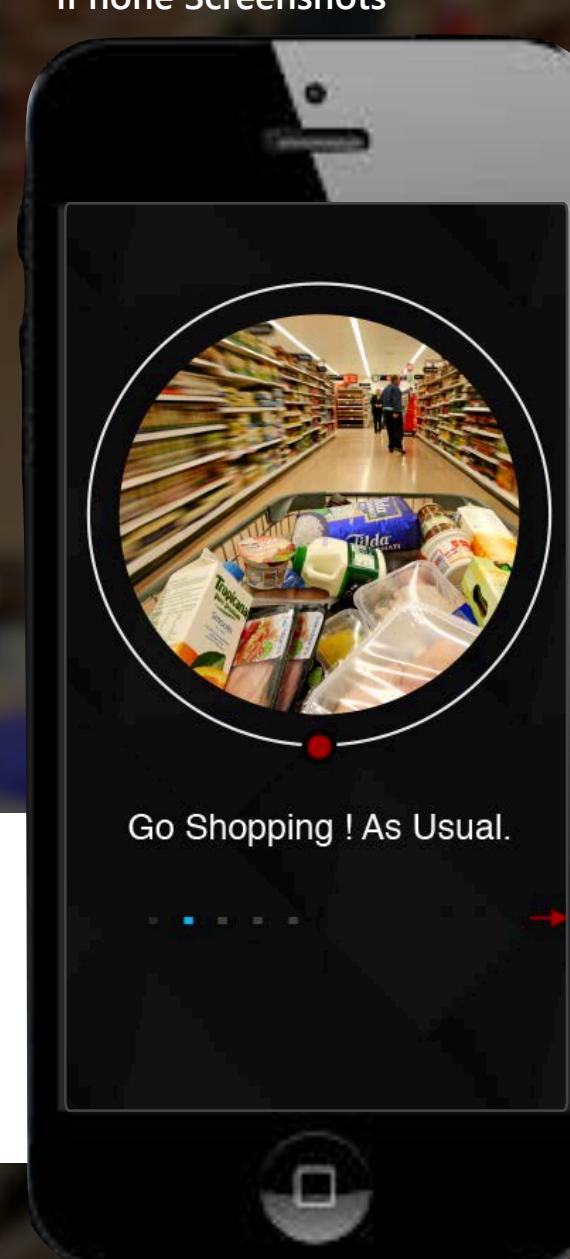
## Shopping Coupons App

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 another website design exploration. The header features the 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo. 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 main content area contains a paragraph about the team's track record in corporate finance and fund management, mentioning experience with mid-market companies across various industries. It also highlights their focus on creating effective transaction strategies. Below this is a section titled 'Our Team' with a brief description of their cross-border focus in mid-market segments. The background of the main content area is a blue-toned photograph of a city skyline across a body of water, with a bridge visible in the foreground. A large 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo is positioned in the bottom right corner.

The final website design for Merisis. The header features the 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo. The navigation menu on the left includes links for Home, About Us, Services, Deals Done, Testimonials, News Room, Blog, Our Ecosystem, and Contact Us. The main content area features a large, vibrant photograph of a city skyline across a body of water, with a prominent bridge in the foreground. On the right side of the main content area, there is a portrait of Amit Mittal, Director Finance, with the text 'Amit Mittal, Director Finance' and 'Forbes &amp; Co. Ltd., A Shapoorji Pallonji Co.'. Below this, a quote from Amit Mittal is displayed: "'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.'" In the bottom right corner of the main content area, there is a large 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo. A green infinity symbol logo is located in the bottom right corner of the entire page.

# FeeBee

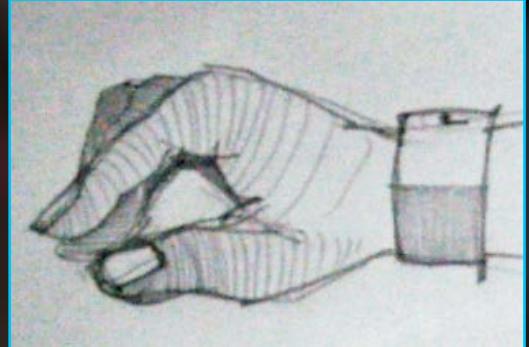
## Sharing Device for Family

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

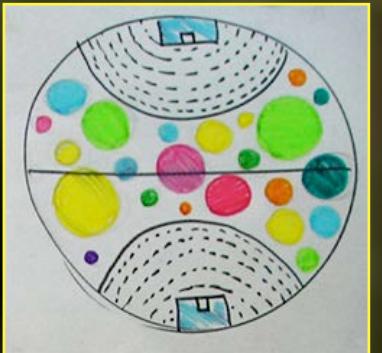
Indoor Physical Game for kids

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

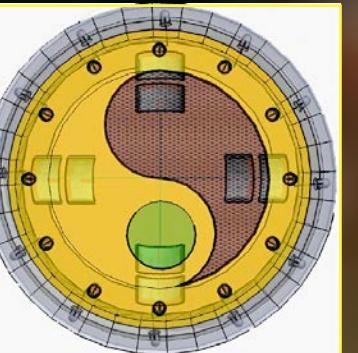
The game play is built around chasing. In single player game, Chazo itself teases the Player to chase it. In two player game mode, one kid is **teaser** while another is **chaser**.

 [www.vimeo.com/10568759](http://www.vimeo.com/10568759)

Initial Concepts

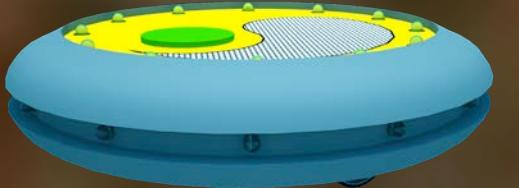


Product Detailing



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???**

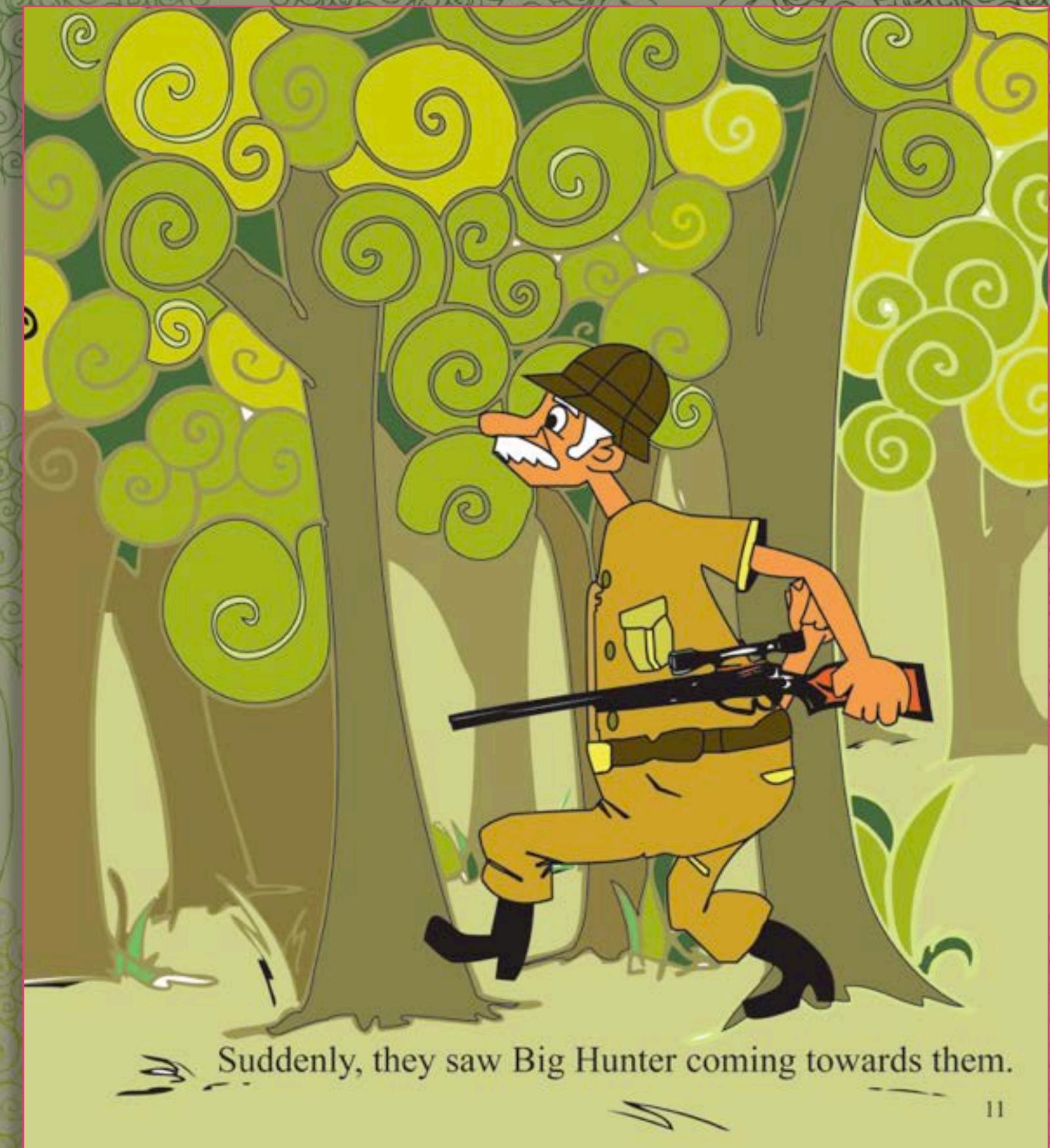
Oh! There it is. :)

English Book

# Book Illustration

## The Four Friends from Panchtantra

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



# 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



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