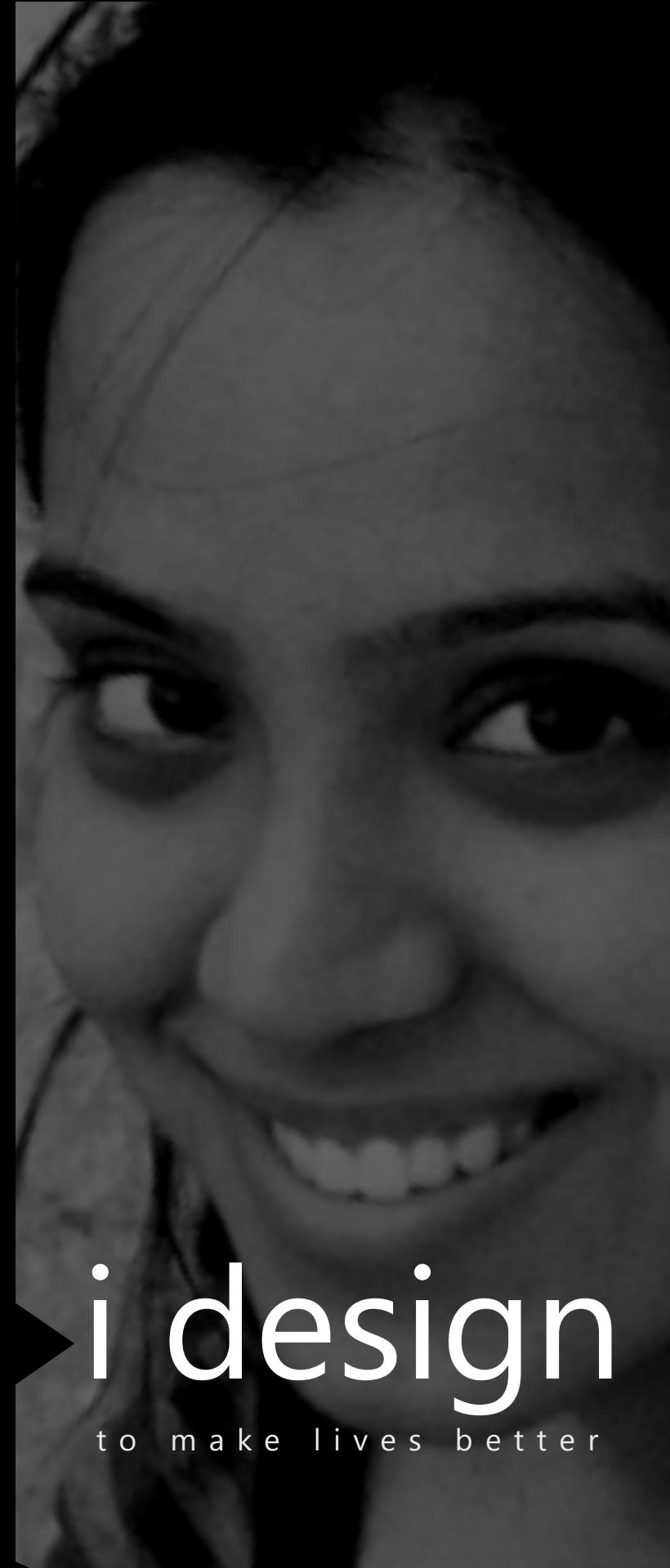


portfolio



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.

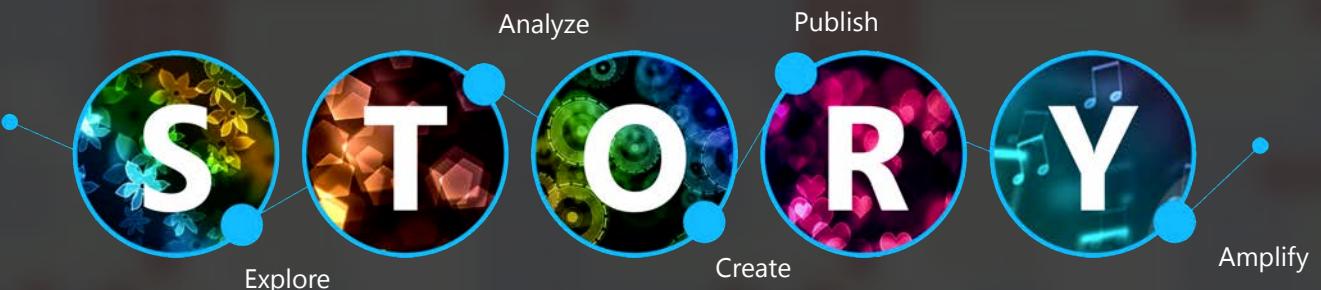
 Know the world around you.
We identify what your competitors are saying and what is buzzing RIGHT NOW.

 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

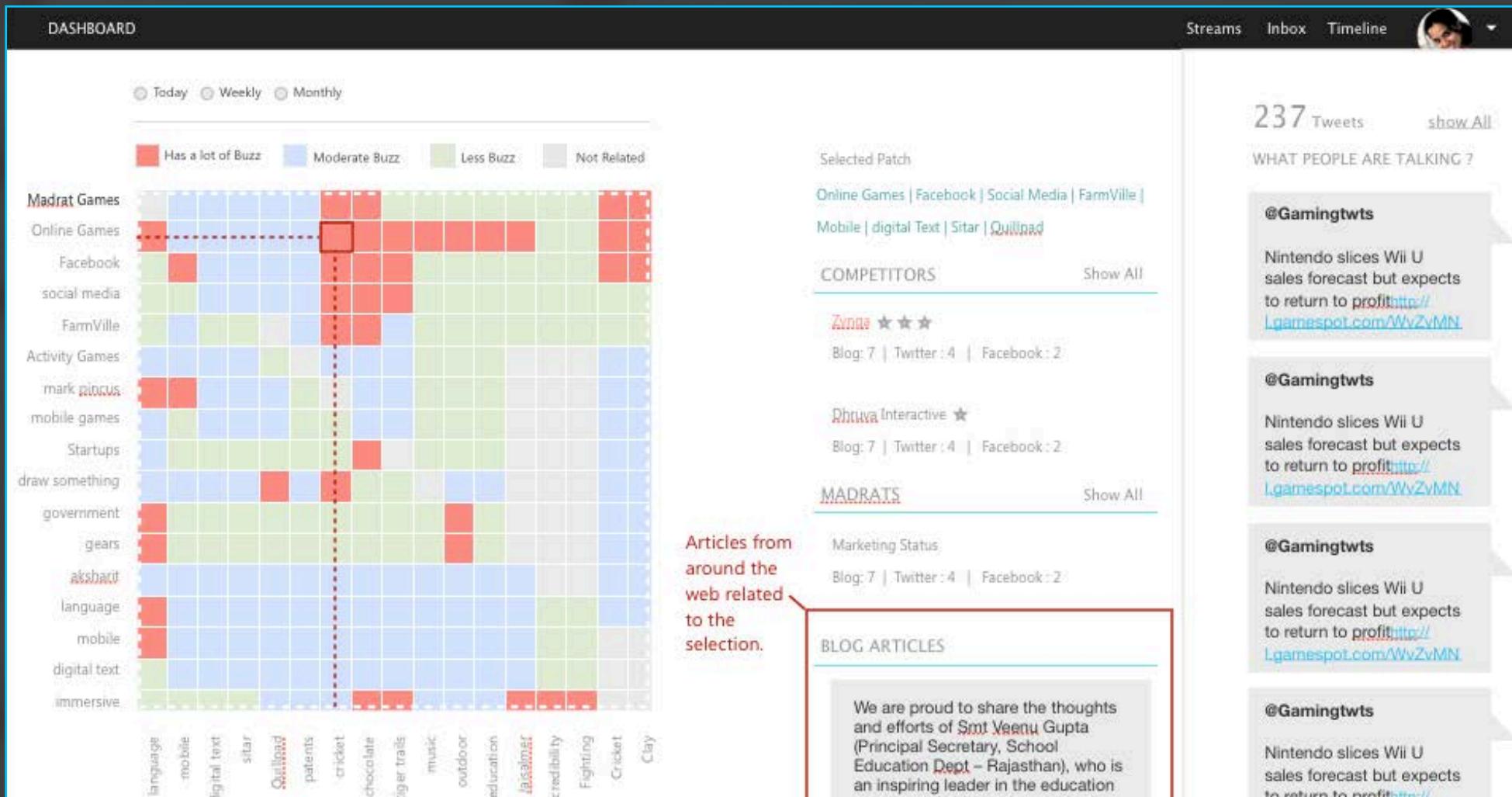
Home Page



Splasche

An Insight and Exploration platform for Business Decision Makers

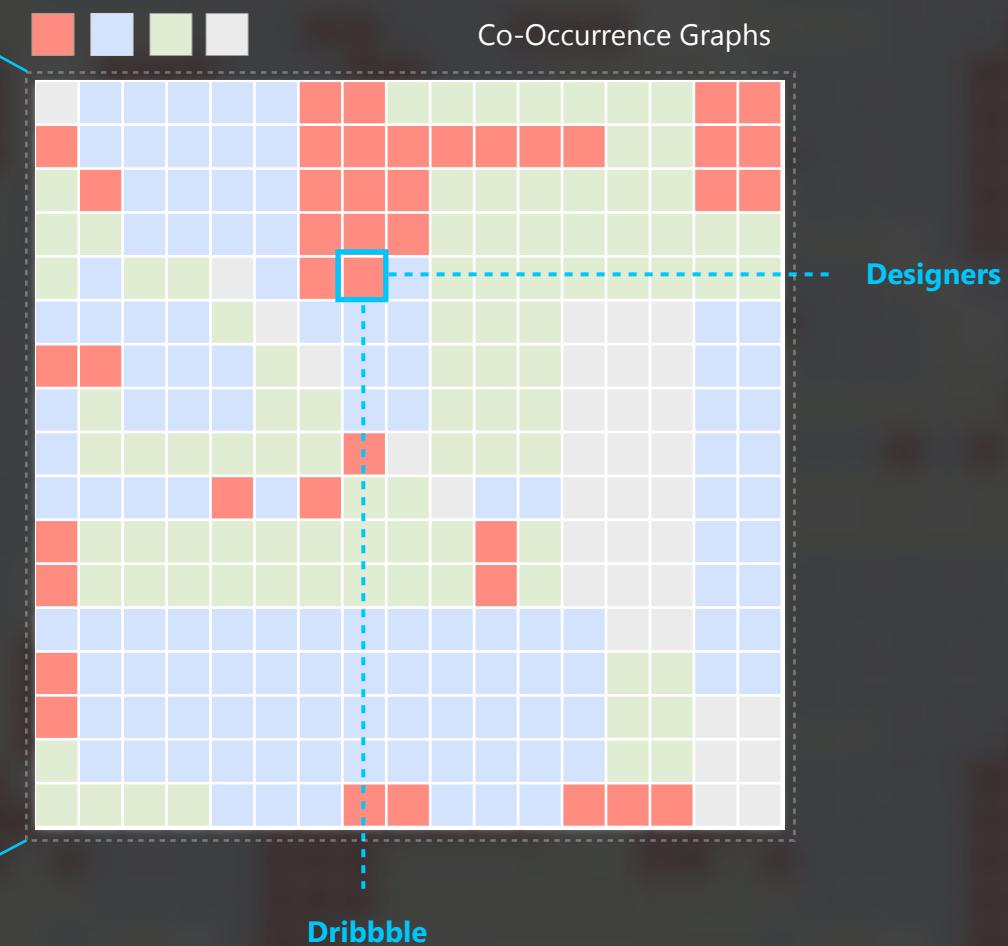
Exploration Page



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.



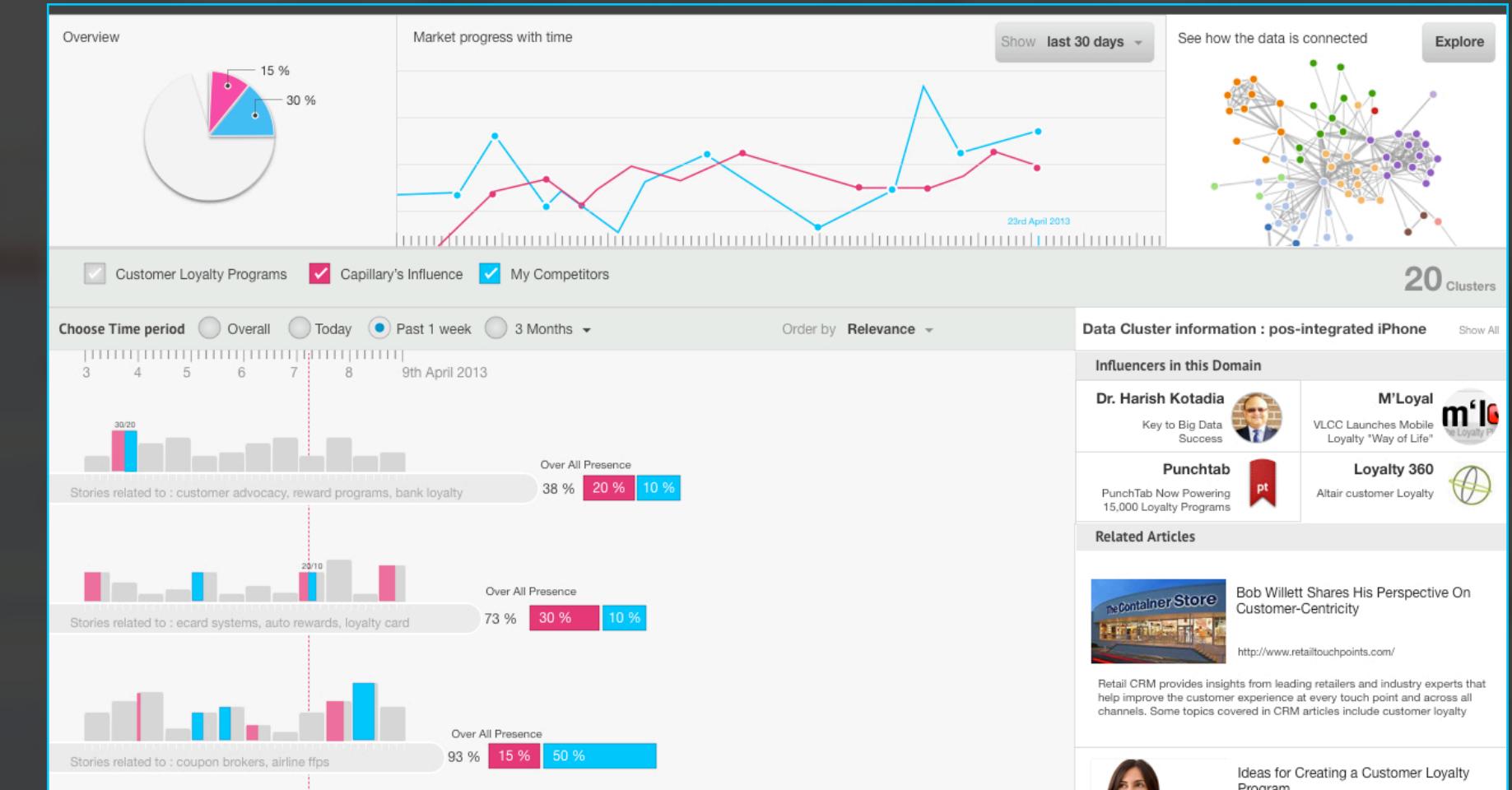
Splasche

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

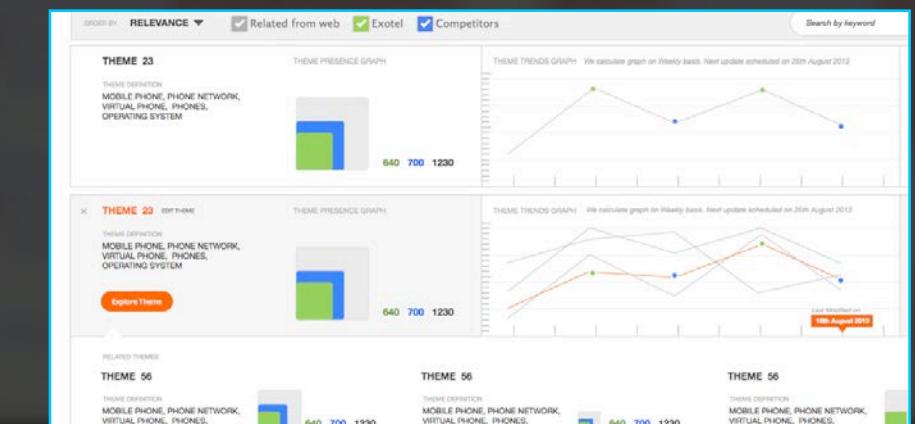
Casual wear for office

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

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 is visible. On the left side of the page, there's a sidebar with sections for "Your contexts" (listing "Sean Parker" with a plus sign to add more) and "People related to Sean Parker" (listing several icons). The main content area features a heading "WHOM ARE YOU MEETING TODAY ?" and a sub-heading "Get the right information No w!". A callout box titled "Sean Parker" lists three articles: "http://www.wordstream.com/blog/...", "http://sharethis.com/features...", and "http://www.technologyreview.com ...". Below this, there's a section titled "Articles Related to Sean Parker" with a link to "Get Noticed: 4 Customizable Infographic Templates" from www.sliderocket.com. To the right, there's a "Join via invite!" form with an input field for an email address and a "Submit" button, along with social media links for Twitter and a "Follow us on Twitter | Help Center | Tour" button. At the bottom right, there's a "Follow" button and a "Topics related to your context" section.

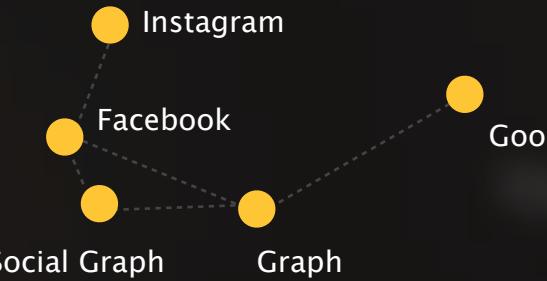
Pugmarks

Contextual Discovery Reading Platform for web and mobile

Graph Search

Facebook + Graph + Google

Clear Graph



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)

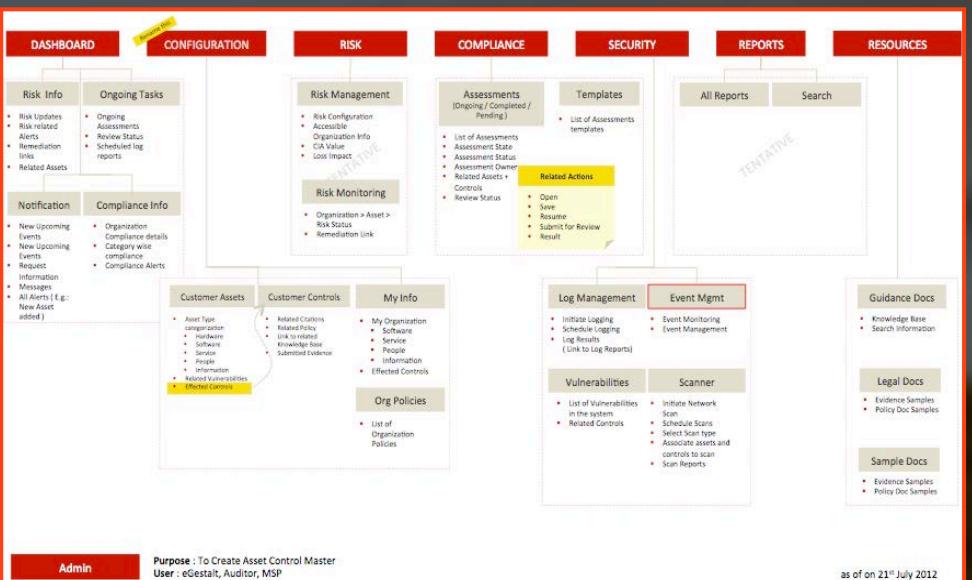
Google Chrome Plugin

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

Wireframes for Assessment Response

The wireframe shows the 'Assessments' section of the application. It displays a list of questions under 'All Questions (130)'. Each question has a yellow square icon and a brief description. For example, the first question is 'Have you established and maintained access policies and access procedures.' Below the list is a 'Knowledge Base' section and a 'Response' section where a user can choose 'Yes', 'No', or 'Return'. A note at the bottom right indicates the response was made on '12 April, 2012 @ 13:12'.

The screenshot shows the 'RIVERSIDE CLINIC: HIPAA ENTER' page. The top navigation bar includes 'DASHBOARD', 'COMPLIANCE' (which is active), 'RISK', 'SECURITY', 'CONFIGURATION', 'REPORTS', and 'RESOURCES'. The main content area shows 'Riverside Clinic: HIPAA Enterprise for Riverside Clinic' with various risk levels indicated by colored bars. On the right, there's a detailed view of an assessment question: 'Have you established and maintained access policies and access procedures?'. The 'Response' section shows a 'Yes' response from 'John Row' on '12 April, 2012 @ 13:12'. Below this, there are sections for 'Comments', 'Review Progress', and 'Knowledge Base'. A note at the bottom right says '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.

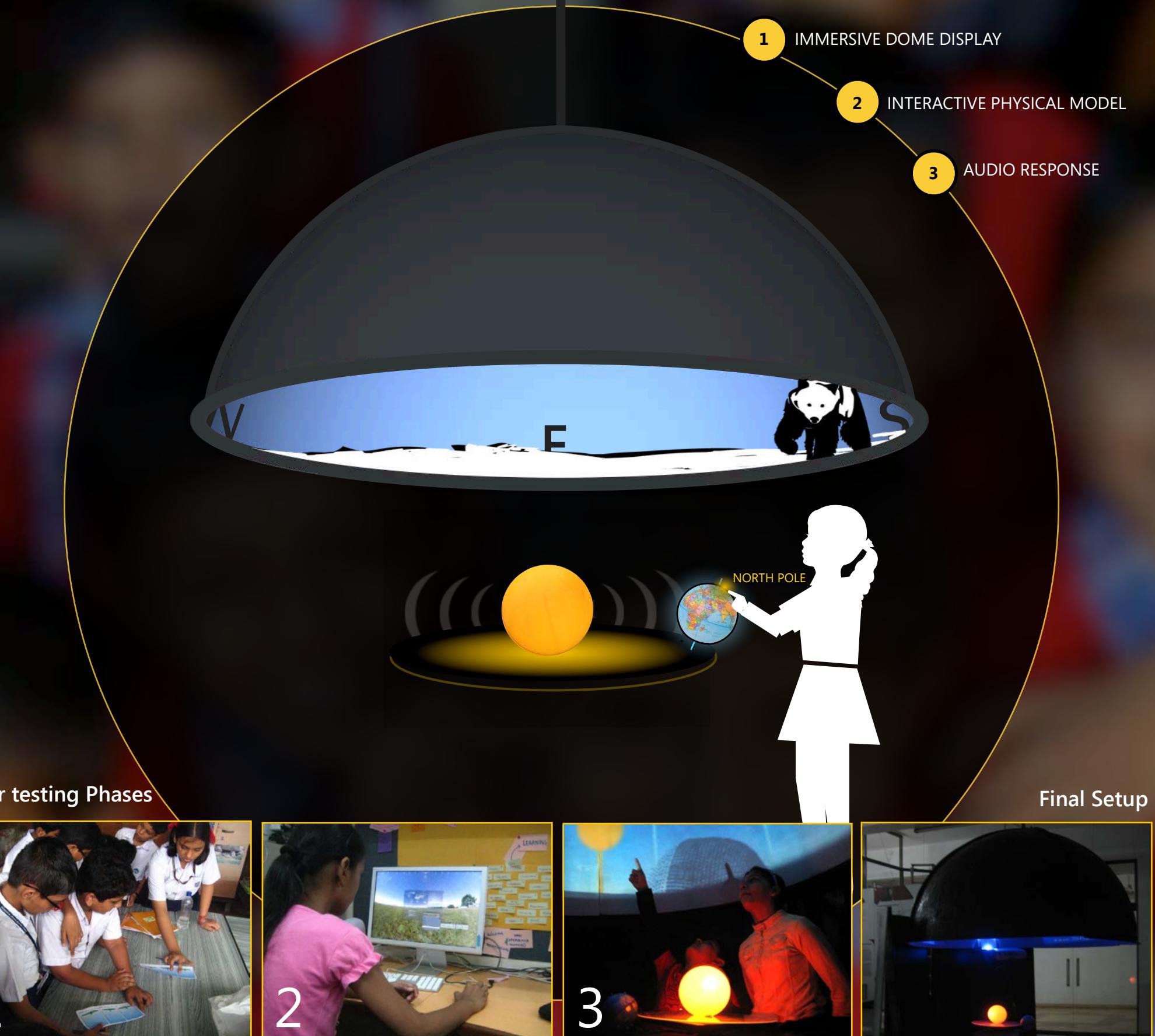
Students interact with physical setup to see sun's trajectory visual with supporting audio response. A high fidelity prototype was developed and tested with students.

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

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

@ IDC, IIT Bombay
Under Guidance of Prof Anirudha Joshi

PHYSICAL SETUP



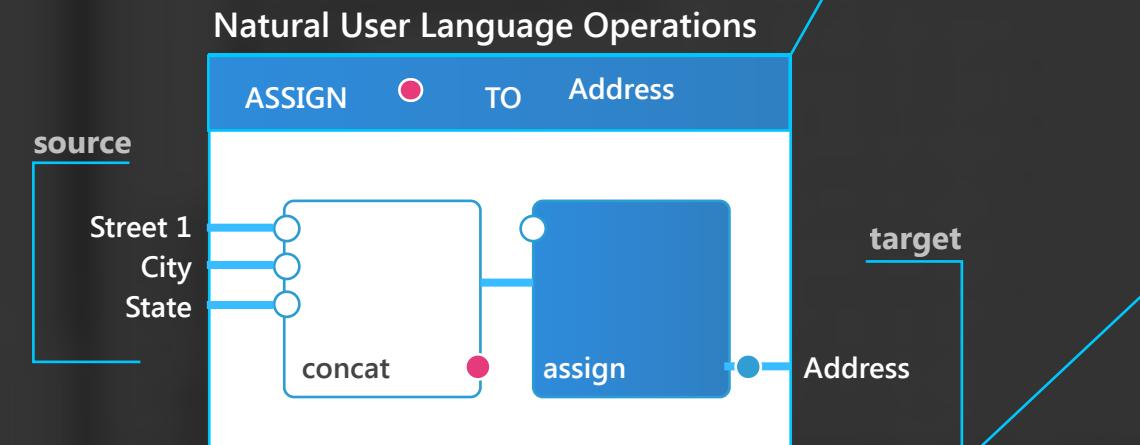
Maplator

for Microsoft's Biztalk Mapper

Empower Business Users to perform Mapping Operations

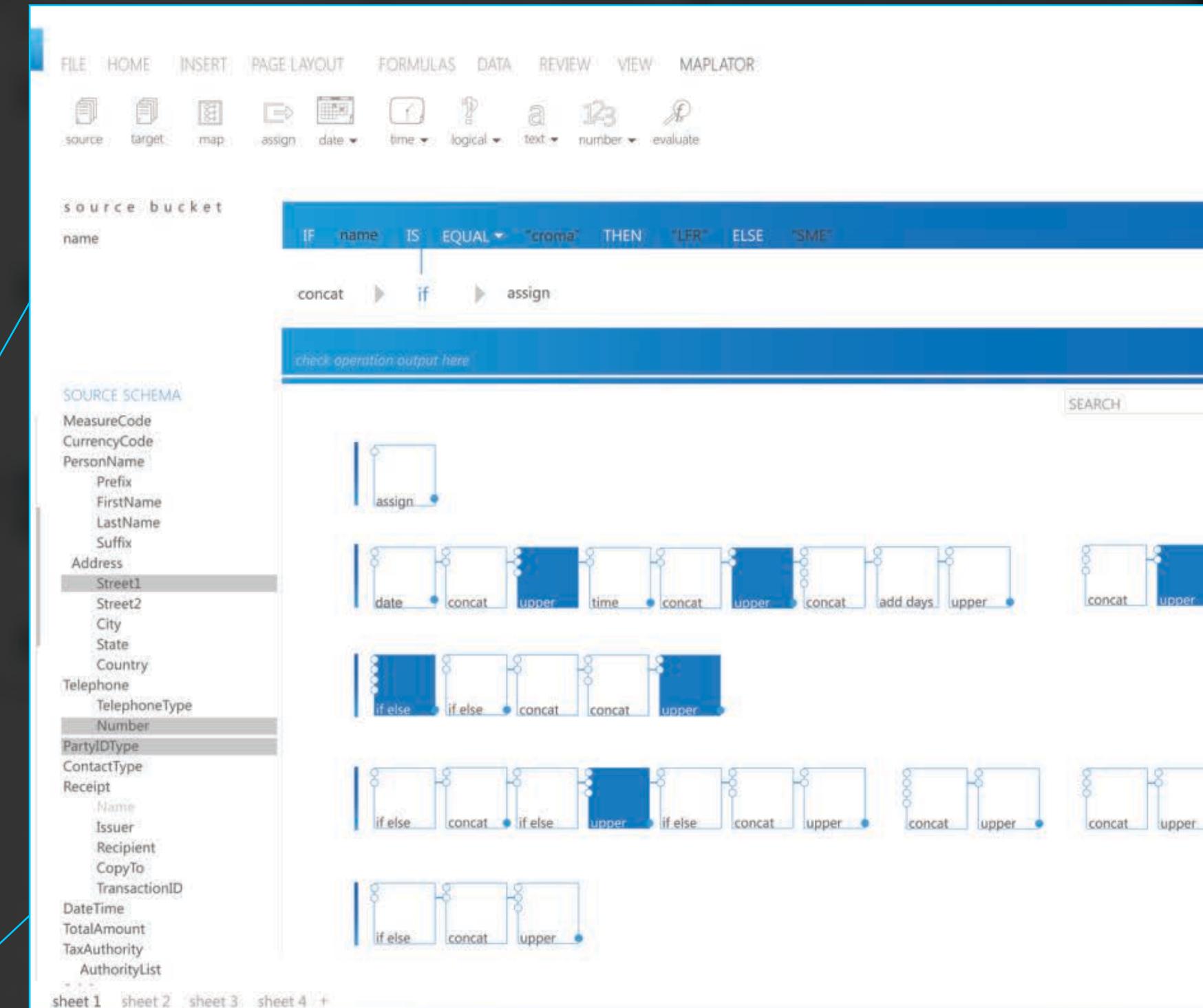
Business Integration is a process of making systems communicate across standards. Mapping schemas is the most important requirement of the complete integration process. During user studies it was found that the current workflow process of the mapping is linear with a lot of redundant tasks being performed 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.



- Input Element/s
 - Assign To Element/s

Hi-Fidelity Prototype in Expressions Blend



@ Microsoft, IDC

Metro Visual Style adopted for Windows 8

Maplator

for Microsoft's Biztalk Mapper

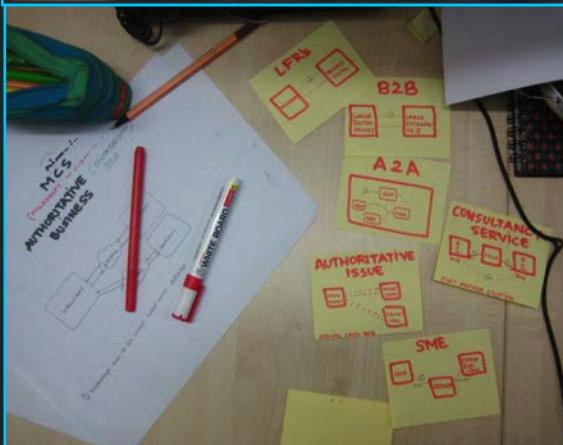
USER RESEARCH

Empower Business Users to perform Mapping Operations

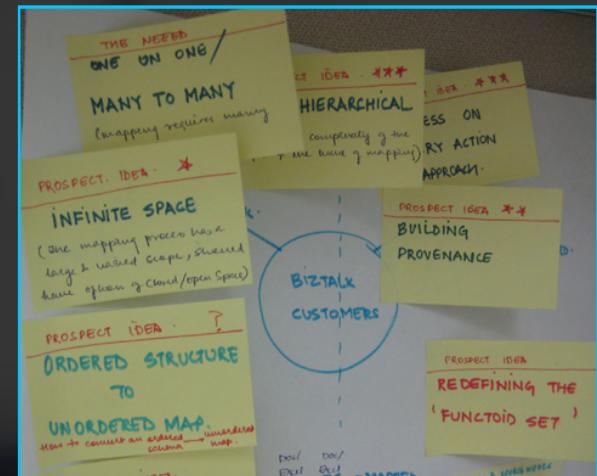
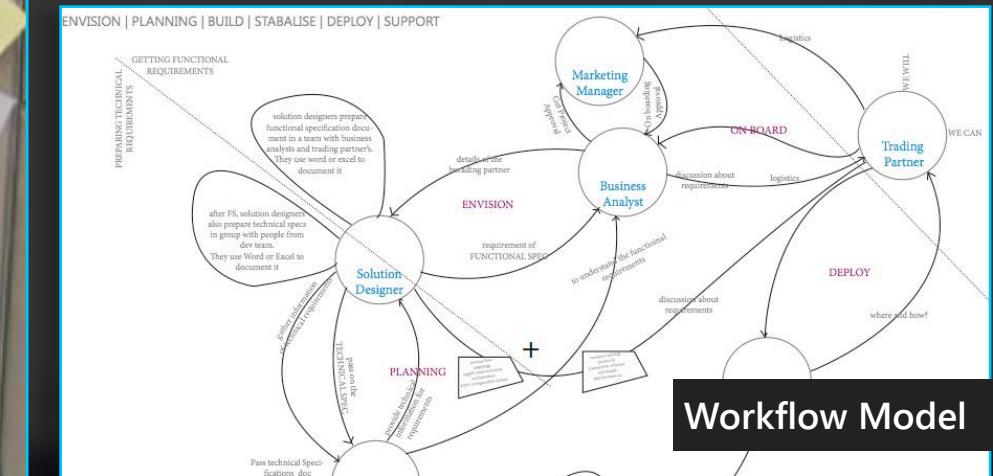
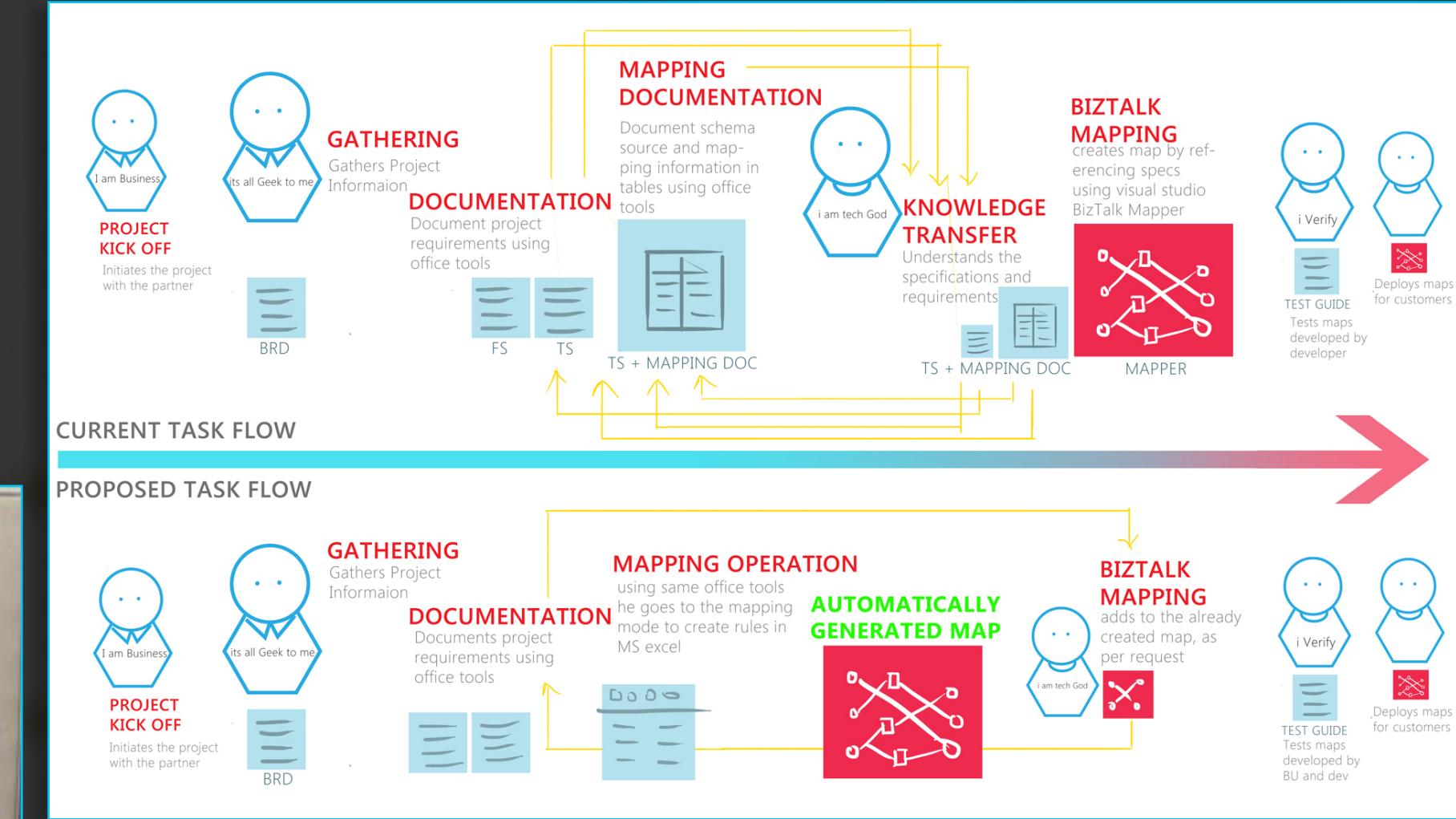
Contextual Enquiry



Affinity & Ideation



Proposed Task Flow Model

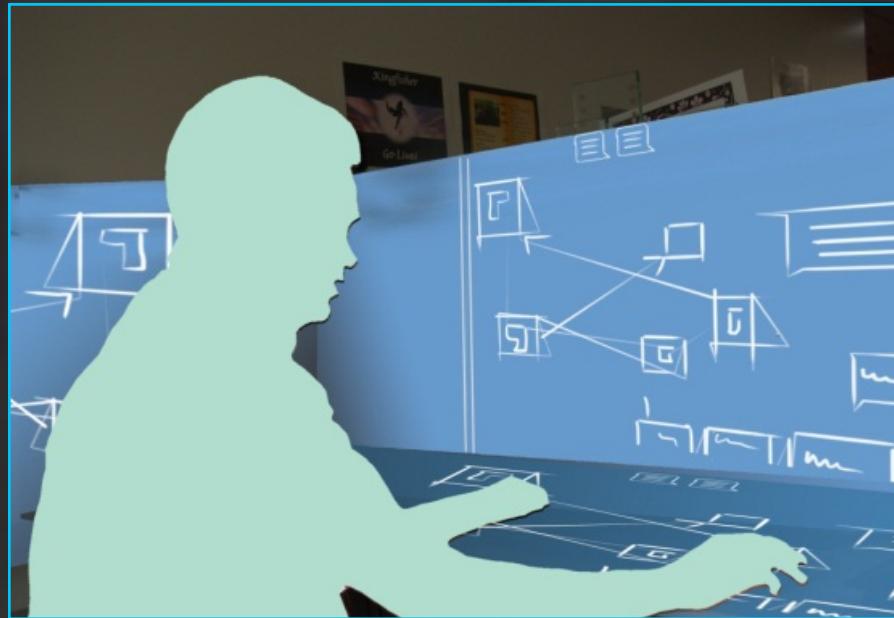


Maplator

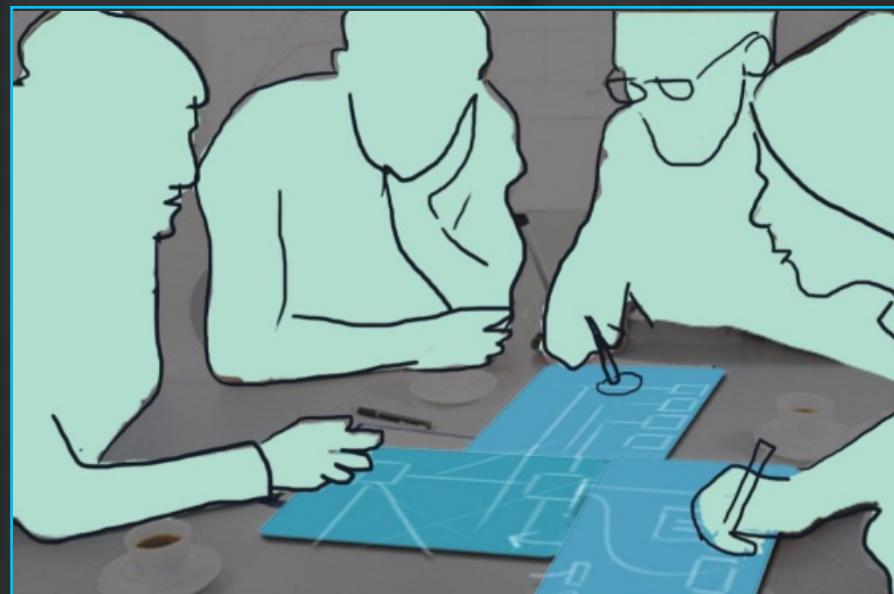
for Microsoft's Biztalk Mapper

**Empower Business Users to perform
Mapping Operations**

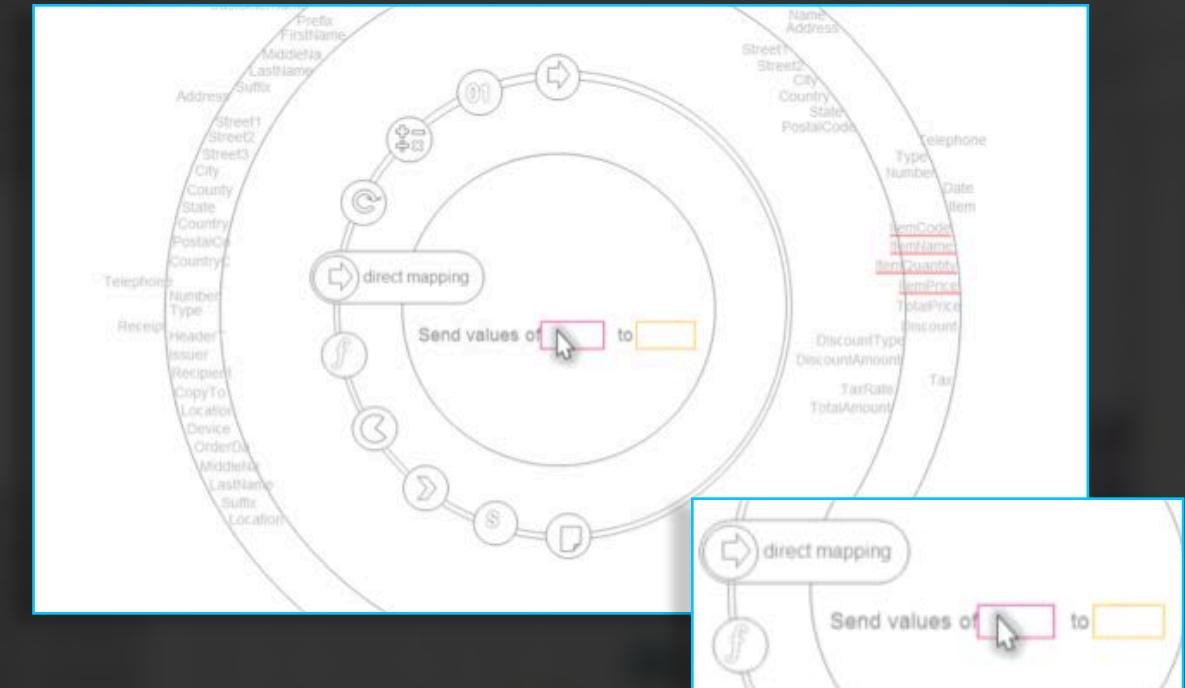
Large Screen displays



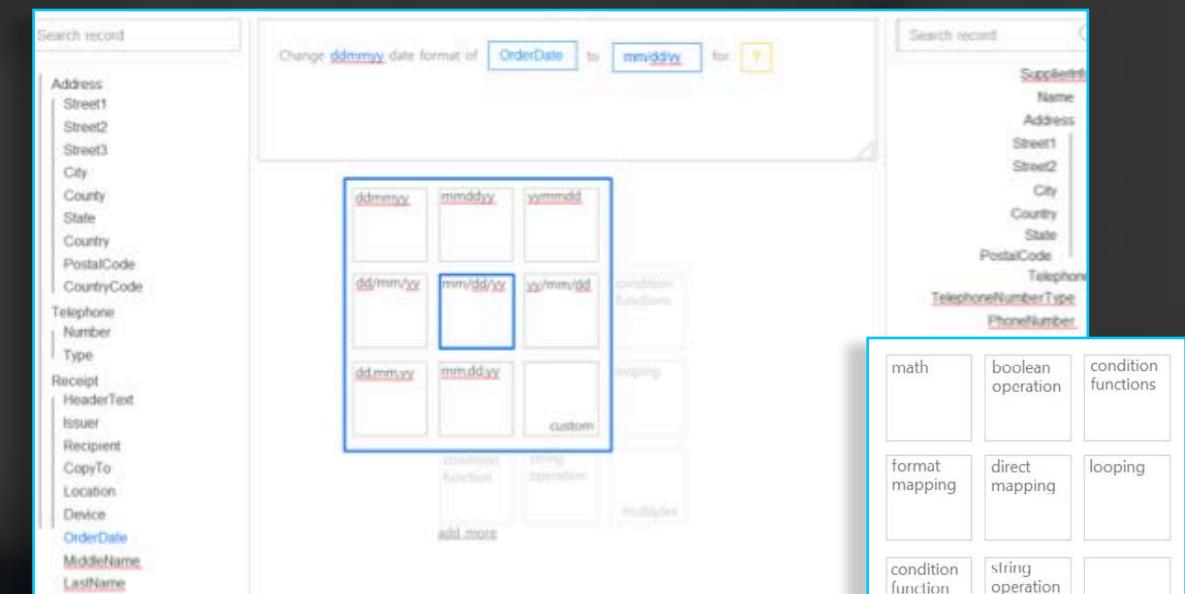
Slates



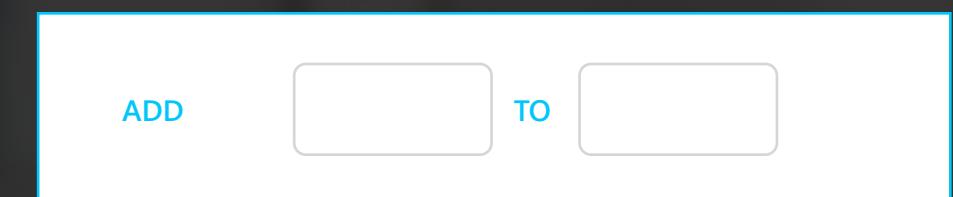
Cloop



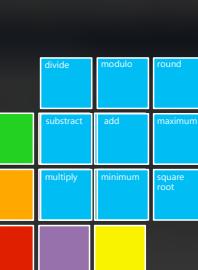
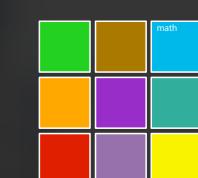
Maplator



Natural User Language Operations



Operation Navigation 1



Operation Navigation 2



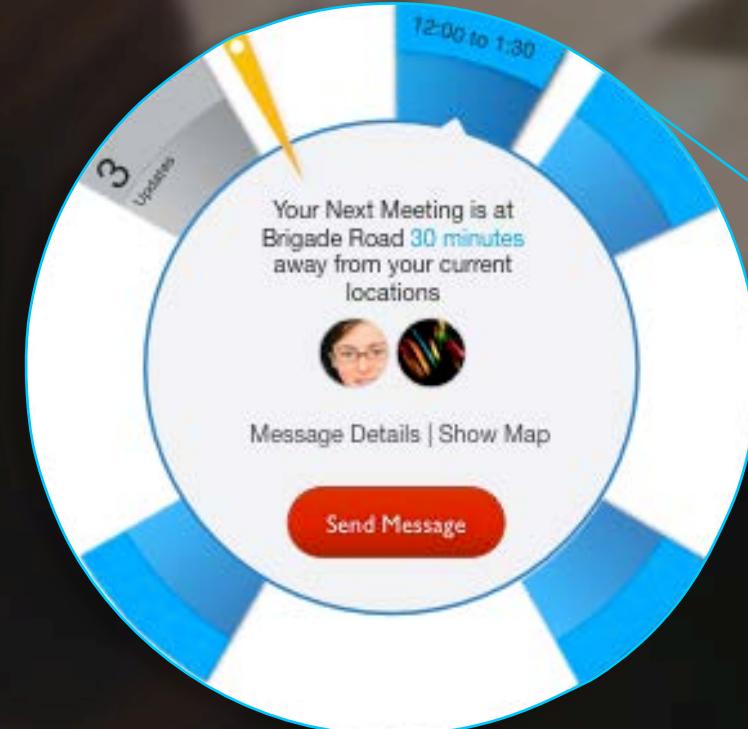
ProArch

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 the same circular interface with the portrait and "Send Message" button. Above the circle, it says "Tuesday, 5th March 2013" and "View Mode : Analog". To the right of the circle, there is a list of agenda items:

- Agenda 1: Details of the Agenda Added by the meeting owner will come here. This is non-editable section. Details of the Agenda Added by the meeting owner will come here. This is non-editable section.
- Agenda 2: Details of the Agenda Added by the meeting owner will come here. This is non-editable section. Details of the Agenda Added by the meeting owner will come here. This is non-editable section.
- Agenda 3: Details of the Agenda Added by the meeting owner will come here. This is non-editable section. Details of the Agenda Added by the meeting owner will come here. This is non-editable section.
- Agenda 4: Details of the Agenda Added by the meeting owner will come here. This is non-editable section. Details of the Agenda Added by the meeting owner will come here. This is non-editable section.

Below the agenda list, there are sections for "Attendees", "Documents", and "General Notes".

Meeting View

The Meeting View provides a detailed look at a specific meeting. It includes:

- Meeting Title:** By Moderator | By Invited.
- Attendees:** A list of participants including Shikha Mehta, Anurag Kashyap, Kamal Hasan, and others.
- Agendas:** A list of four agenda items with their respective details and attachments.
- Documents:** A list of five documents.
- General Notes:** A section for adding notes.

Profile

The Profile view shows the details of a user named Shikha Mehta. It includes:

- Profile Picture:** A portrait of Shikha Mehta.
- Name:** Shikha Mehta
- Title:** VP of Security Systems
- Contact Information:** Email (shikha.mehta@abc.com), phone (+91 98989876111), and address (Bangalore, India, Beijing, China, New York, USA).
- Notes:** A section for adding notes.

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"

WWW 2010 Proceedings

WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Keywords: www, Lorem ipsum dolor sit amet.

Authors: Lorem ipsum, Lorem ipsum dolor, Lorem ipsum Lorem

WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Keywords: www, Lorem ipsum dolor sit amet.

Authors: Lorem ipsum, Lorem ipsum dolor, Lorem ipsum Lorem

WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Keywords: www, Lorem ipsum dolor sit amet.

Authors: Lorem ipsum, Lorem ipsum dolor, Lorem ipsum Lorem

Ja-Ling Wu Marla Rayne Stratford

WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

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Authors: Lorem ipsum, Lorem ipsum dolor, Lorem ipsum Lorem

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WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

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WWW 2010 Proceedings : Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Keywords: www, Lorem ipsum dolor sit amet.

Authors: Lorem ipsum, Lorem ipsum dolor, Lorem ipsum Lorem

visual cues advertising

invisque search

http://vimeo.com/1056874

CartPerk

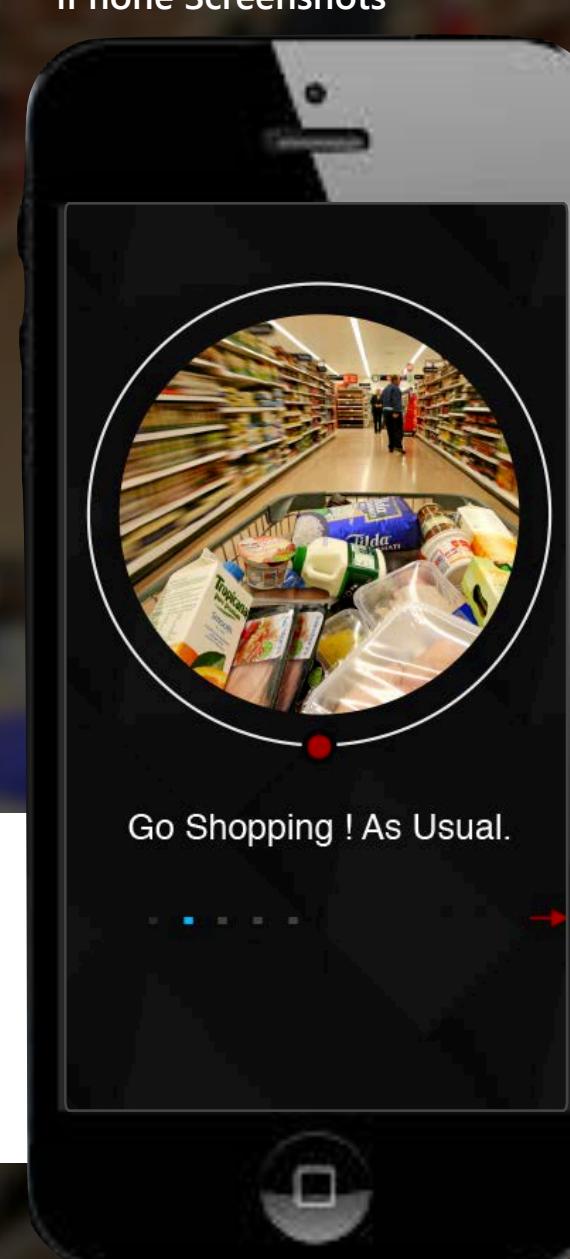
Shopping Coupons App

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 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 a quote from Forbes & Co. Ltd., A Shapoorji Pallonji Co. Below the quote is a testimonial from Amit Mittal. 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

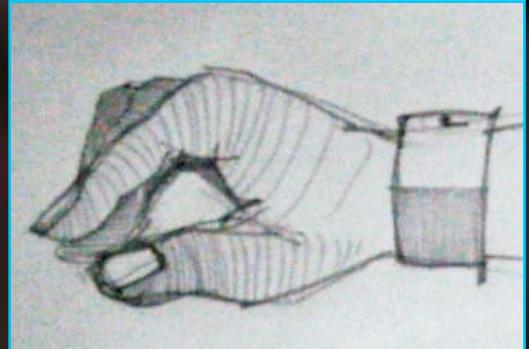
Sharing Device for Family

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

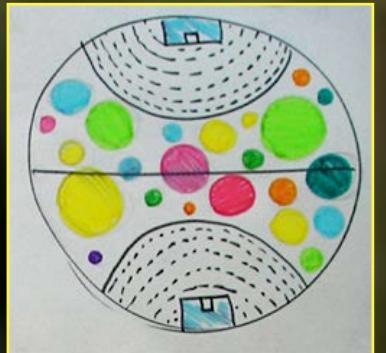
Indoor Physical Game for kids

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

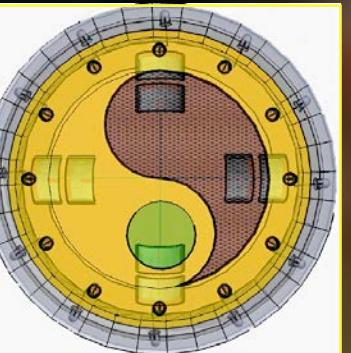
The game play is built around chasing. In single player game, Chazo itself teases the Player to chase it. In two player game mode, one kid is **teaser** while another is **chaser**.

 www.vimeo.com/10568759

Initial Concepts



Product Detailing



Detailed Rendering

Sound | Proximity Sensors | LED Indicators | Wheels

@ IDC, IIT Bombay

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???

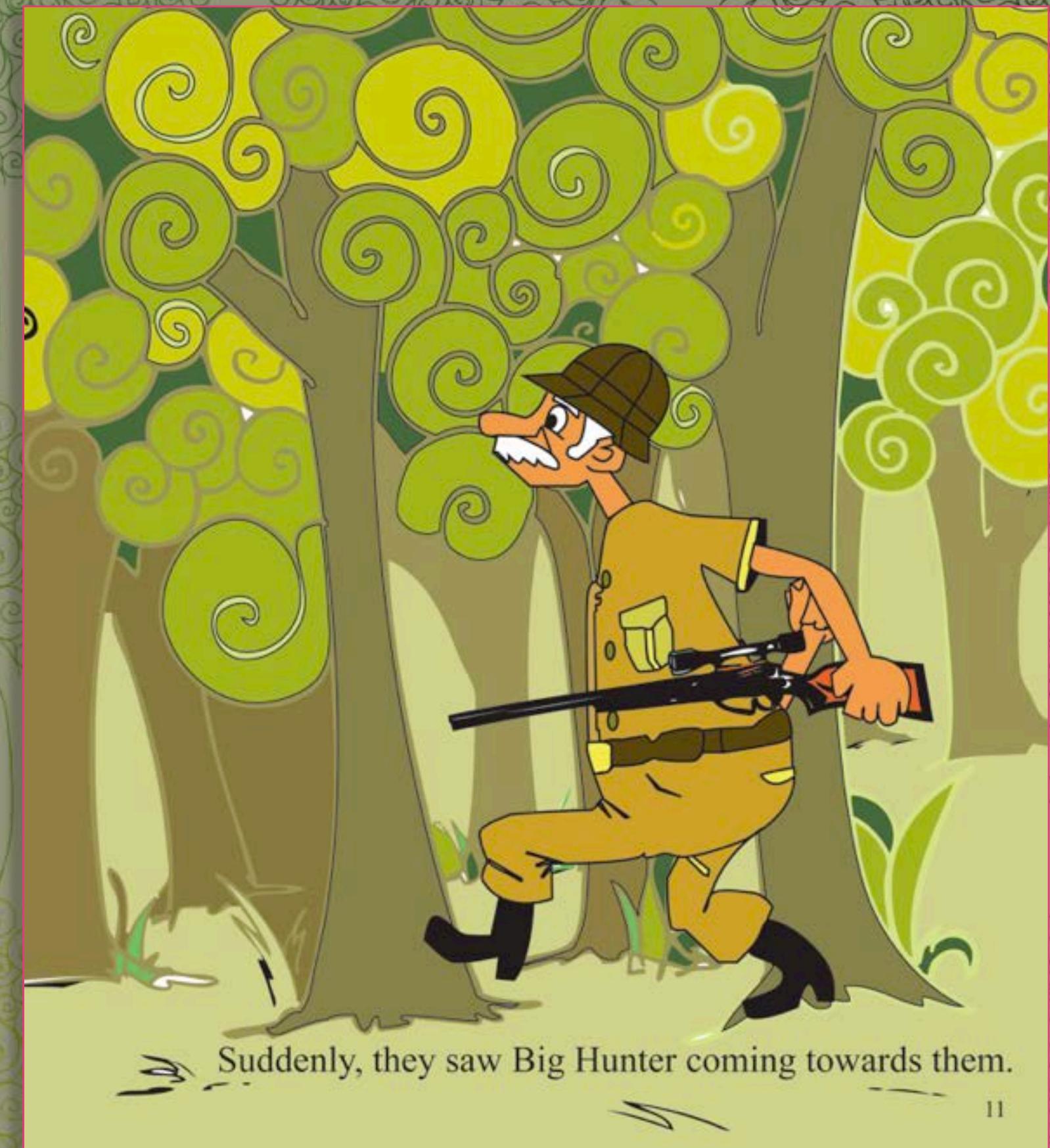
Oh! There it is. :)

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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Thank You !

ishneetgrover@gmail.com

Ph: +91 9739 425 421



i design
to make lives better