

# 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.

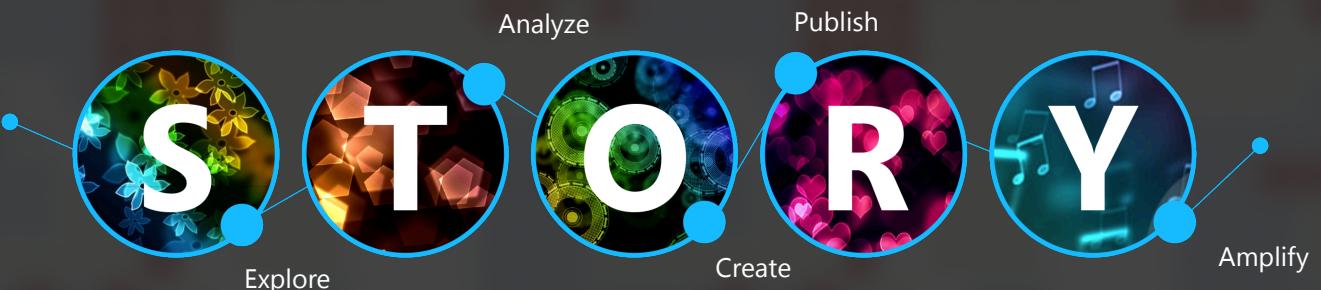
 Know the world around you.  
We identify what your competitors are saying and what is buzzing RIGHT NOW.

 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

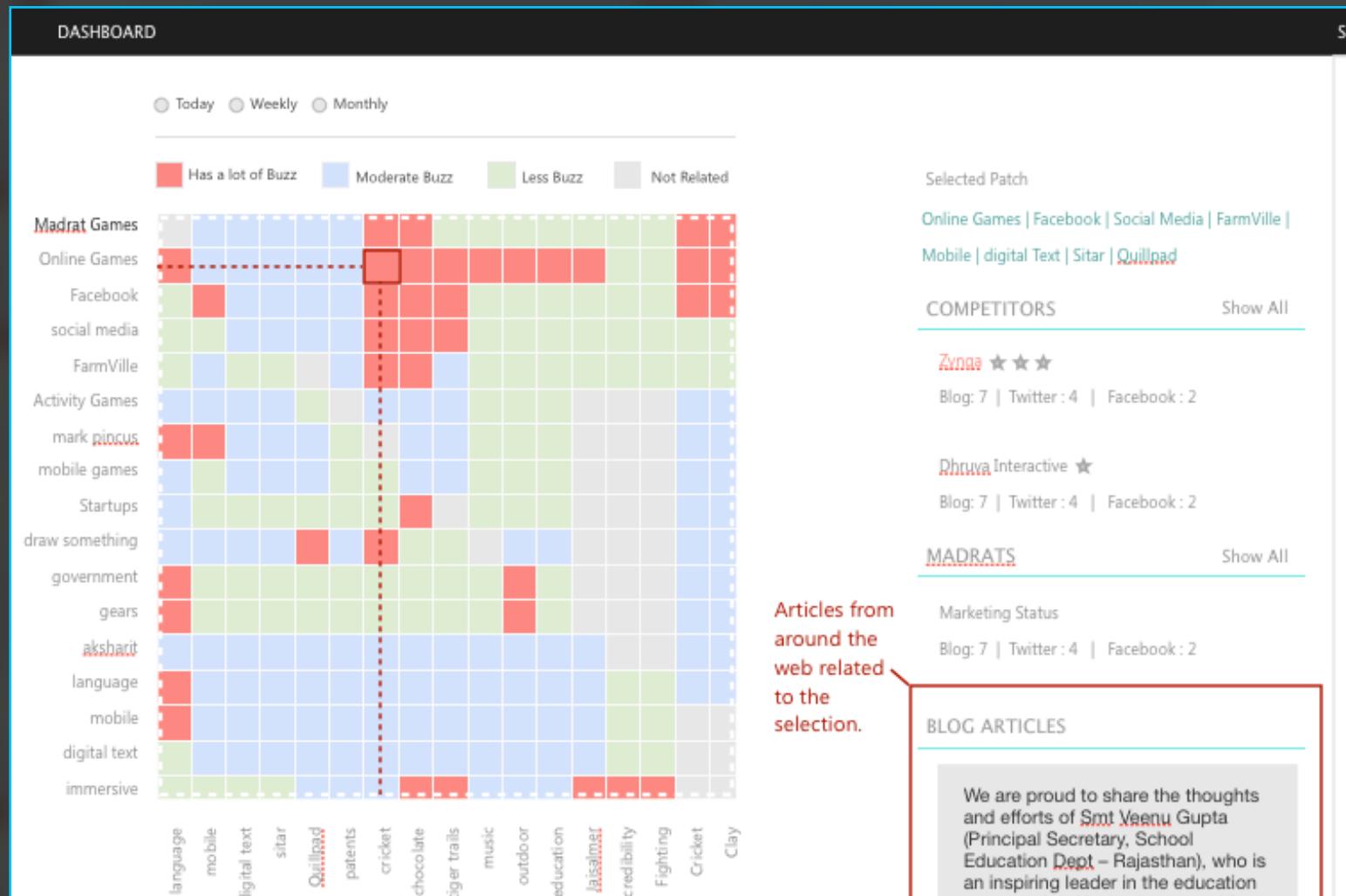
Home Page



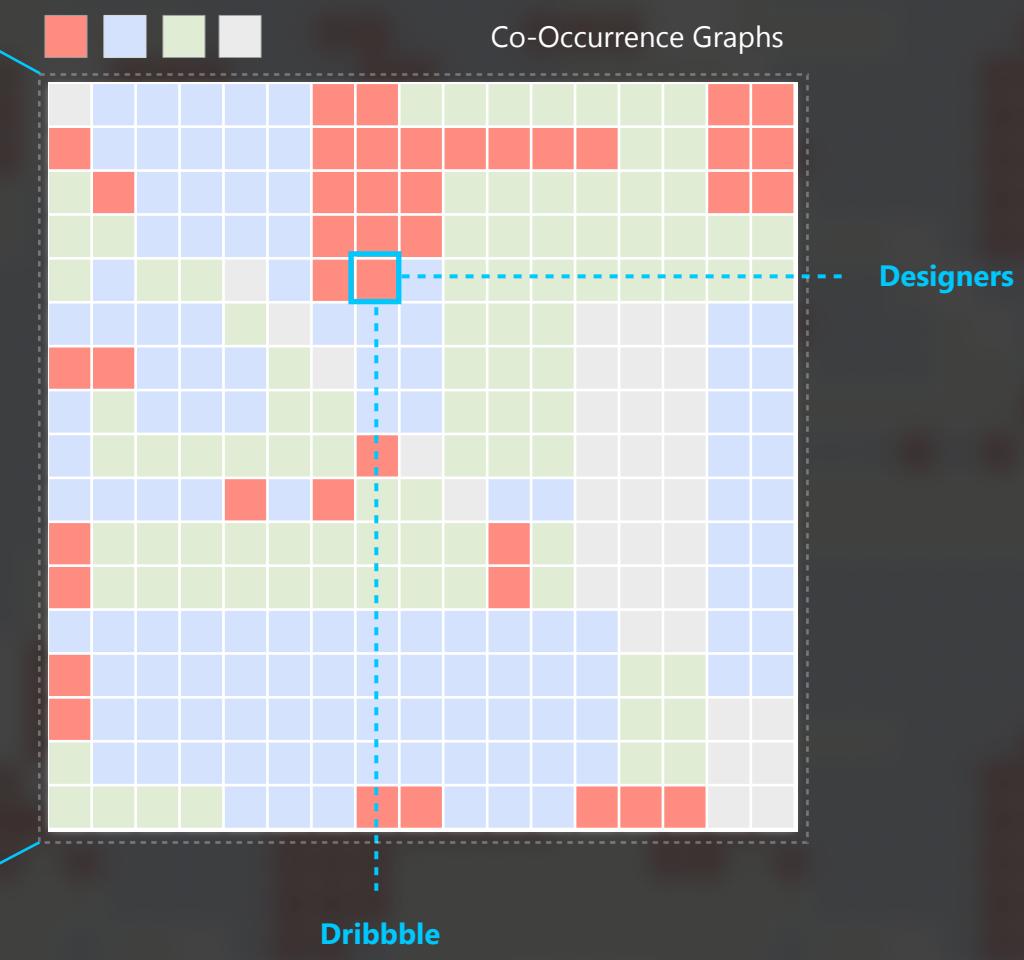
# Splasche

An Insight and Exploration platform for Business Decision Makers

## Exploration Page



This section shows a timeline with 'Streams', 'Inbox', and 'Timeline' tabs. It displays a 'Selected Patch' with 237 Tweets. A callout box on the right says: 'WHAT PEOPLE ARE TALKING ?' and lists several entities: @Gamingtwts, Zynga, Dhruva Interactive, MADRATS, and @Gamingtwts again. Another callout box says: 'BLOG ARTICLES'.



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.

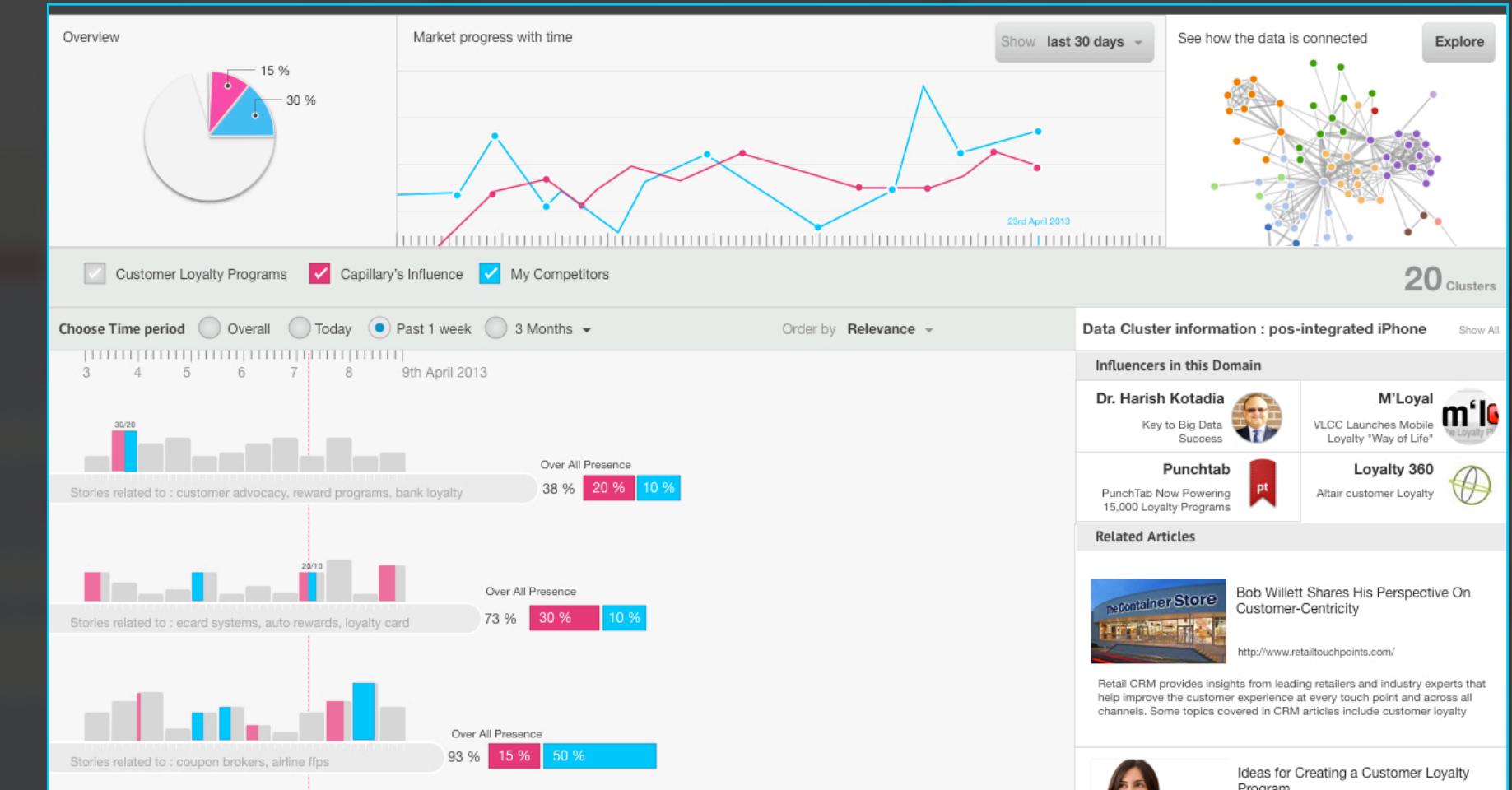
# Splasche

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

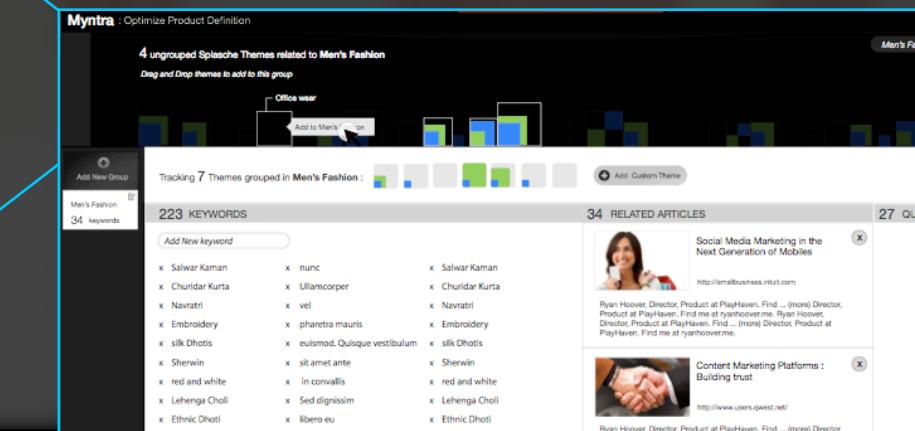
4 ungrouped Splasche Themes related to Men's Fashion

Drag and Drop themes to add to this group

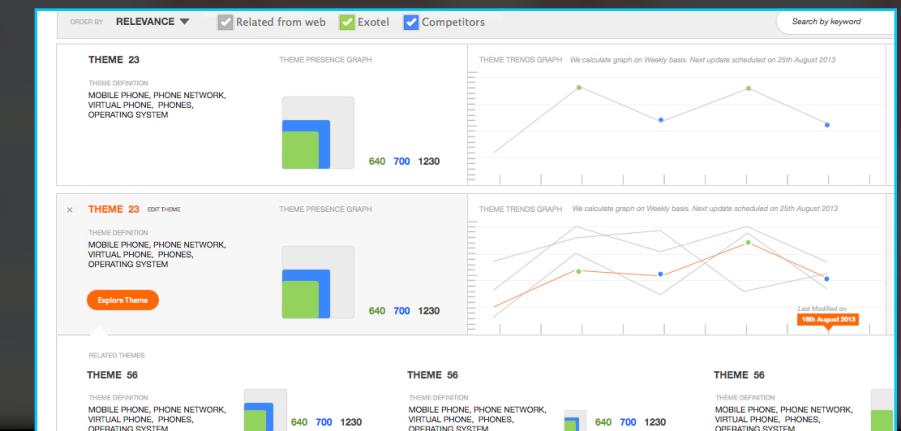
Casual wear for office

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 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 ...>

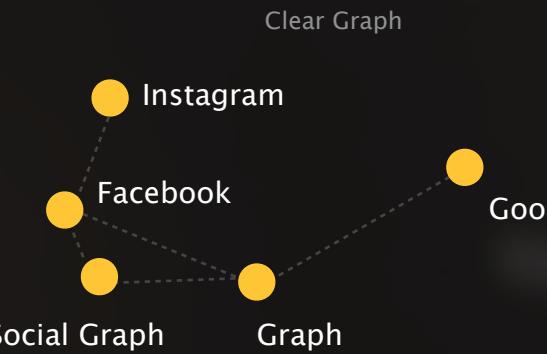
On the right side of the page, there's a "Join via invite!" section with a form for entering an email address and a "Submit" button. Below this, there are links to follow on Twitter and a "Help Center | Tour". A "Sign up to Add more than 10 Contexts" link is also present. On the left, under "Your contexts", there's a "Sean Parker" entry with a plus sign to add more contexts. At the bottom, there's a section titled "Articles Related to Sean Parker" featuring an infographic template from "Sliderocket". The sidebar on the right lists "People related to Sean Parker" with icons for various profiles, and a "Follow" button.

# 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

Facebook Graph Search Is Here

People who read related

Facebook Graph Search Will Contain Instagram Data Says Zuckerberg

“ By now the news is sweeping across the blogosphere and into the mainstream press: Facebook is doing Search!

“ Even without incorporation of Open Graph or Posts, Graph Search is going to change the game for brands and people

Nuggets

Facebook's newest feature Graph Search (so new it's still in beta) can apparently tell you lots of stuff.

And the answer is simple: because it does something Facebook does not.

Her response was a question: "How does this Graph Search benefit the people who use Facebook?" How indeed.

After all, even Facebook decided it needed to clone Snapchat - with Poke.

What's New

Smartphone Operating Systems

My Fresh News ( 32 )

Lessons Learned

Unlimited Access

Smartphone Operating Systems

Lessons Learned

Insurance Plans

Why I think the \$7.2 billion Microsoft-Nokia deal is a terrible idea

In the loss column you can include BlackBerry, Palm, Microsoft and Nokia.

Explore Experts

Related Themes

12 Pugmarks

Email address

Ishneet Grover Sh

Facebook Is

ellemedia...

now the

o the ma

en withou

arch is go

the Face

cks gave th

book at

big mo

ellemedia...

now the

o the ma

now the

o the ma

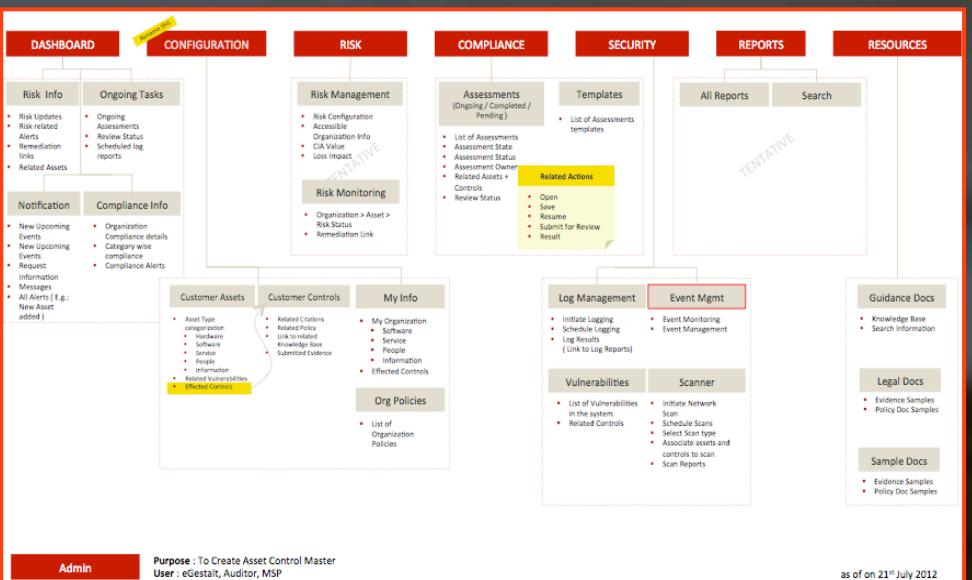
100% 07:11

# 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)

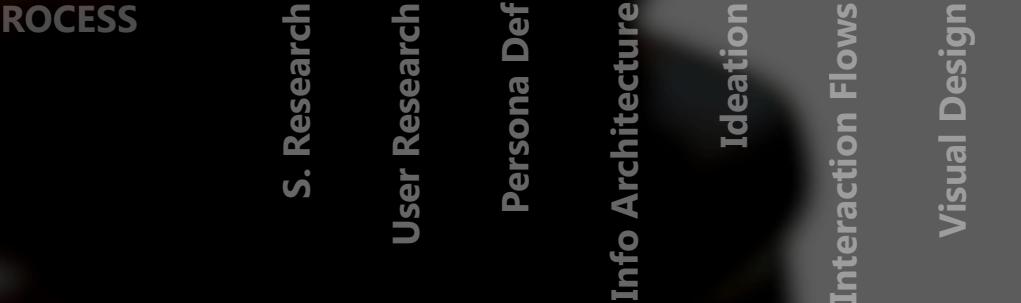
## Wireframes for Assessment Response

This wireframe shows the 'Assessments' section of the application. It includes a header with a logo, user information (Anand Mukherjee), and navigation links. Below the header is a search bar and a 'Choose Assesses' button. The main area displays a list of questions with various response options (e.g., Yes, No, Return). A sidebar on the right provides a knowledge base and a response history for John Row. The footer shows the date as of 21st July 2012.

The top screenshot shows the main dashboard with various compliance and security status indicators. The middle screenshot shows a detailed view of an assessment response for 'RIVERSIDE CLINIC: HIPAA ENTER'. It includes a knowledge base, response history, and a comment section. The bottom screenshot shows another view of the assessment response, specifically the 'Review Progress' section, which lists responses from multiple users (John Row, Mike Keith, Vijayanand, Garry Medical) and their associated comments.

Visual Design was done  
by team

**300 + WIREFRAMES**



HTML

# Clarice

Other Projects @

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

**Health Highway**  
Medical Reports system for Health highway

The screenshot shows the Apollo Prism website. At the top, there are two small logos: 'Apollo' and 'Apollo Prism'. Below them is a large orange banner with the text 'Take control of your health today!'. The main content area has three sections: 'Receive & Organize your Health Information' (with a folder icon), 'Track & Monitor Your Health' (with a running person icon), and 'Safe & Secure' (with a lock icon). Each section contains a brief description and a 'Sign up' or 'Sign In' button. At the bottom left, it says '© Apollo Hospitals Enterprises Ltd. 2012. All Rights Reserved.' and 'Powered by Health SuperHiway Pvt. Ltd.'. At the bottom right, there are social media icons for Facebook, Twitter, and LinkedIn.

**Solver USA**  
Collaboration system for Solver

The screenshot shows a BI360 profile page for 'Daniel Cruse'. The top navigation bar includes 'Home', 'Projects', 'Groups', 'Business Tools', 'Directory', and '+ Create'. Below the navigation is a user profile card for Daniel Cruse, showing his photo, name, title 'Director of Corporate Communications', location 'Seattle, USA', and a 4.0 rating with 5 reviews. It also shows he has 35 connections and 2 ongoing projects. Below the profile are sections for 'Bio', 'Skills & Expertise' (listing 'Usability, Heuristics, Visual, Research'), and 'Work Experience' (listing 'Strategic Design Consultant' at XYZ company). On the right side, there are buttons for 'Follow', 'Recommend Justin', 'Send Private Message', 'Ask a Question', 'Download V. Card', 'Send E mail', and 'Justin Smith's Blog'. At the bottom, there are sections for 'Mutual connections (2)', 'Common Groups (14)', and a summary of his experience.

Qyuki

The screenshot shows the Qyuki homepage. At the top, there is a dark header with the Qyuki logo, a 'f Connect' button, a user profile for 'Jacob J', and links for 'Updates (5)', 'Messages (8)', and 'Sign Out'. To the right is a search bar with the placeholder 'Search QYUKI'. The main visual is a stylized illustration of a crescent moon hanging from a string, with a star below it, set against a blue background with wavy patterns. Below the illustration is a green navigation bar with icons for 'Home', 'Stories', 'Films', 'Photography', and 'Music'. To the right of the navigation bar is a large yellow sidebar with the text: 'Every experience is a story waiting to be told. Romantic, tragic, comedic or even a bollywood 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!' Below this text is a large green 'Upload' button. Further down the sidebar are sections for 'Qyuki Inspirations', 'Qyuki Handpicked', and 'Qyuki Select', each with a preview image and a brief description.

**Qyuki Inspirations**  
Ideas to funnel your creativity!

This is a detailed view of a Qyuki Inspiration post. It features a large, stylized graphic of a Twitter bird in flight, composed of various text snippets in different fonts and colors. Below the graphic is a small bio for 'Chetan says...': 'iaculis massa. Donec placerat imperdiet vestibulum. Nam at urna quis urna volutpat lacin .'. At the bottom of the post is a snippet from 'A Twitter tale': 'Can you write 140 characters (not words) to make a fantastic story from beginning to end? If you can, you're our hero! So what's keeping your imagination from soaring high?' There are also 'Follow' and 'Recommend' buttons for the author.

**Qyuki Handpicked**  
Uploads hand-picked by us

This is a detailed view of a Qyuki Handpicked upload. It features a collage of seven vertical images showing a sunset over water. The title of the upload is '7 Chances'. Below the images is a bio for 'Anish Pasari': '7 Chances'. At the bottom, there are engagement metrics: 50 likes, 120 shares, and 5033 views.

**Qyuki Select**  
Uploads crafted by the experts

This is a detailed view of a Qyuki Select upload. It features a collage of four images showing people walking on a street. The title is 'You are a tourist'. A green ribbon on the right side of the post is labeled 'Exclusive'. Below the images is a bio for 'Shekhar Kapur': 'You are a tourist'. At the bottom, there are engagement metrics: 50 likes, 120 shares, and 5033 views.

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)

## PHYSICAL SETUP



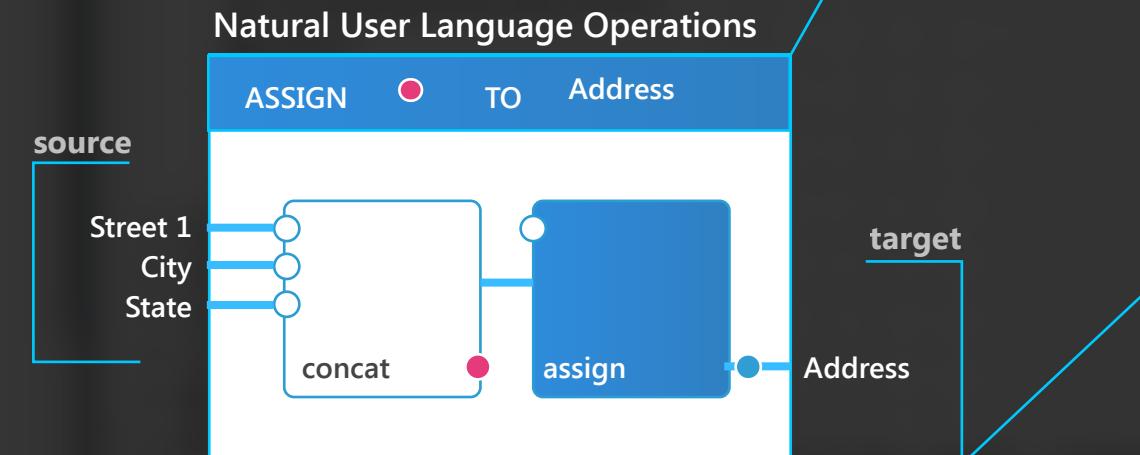
# Maplator

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.*

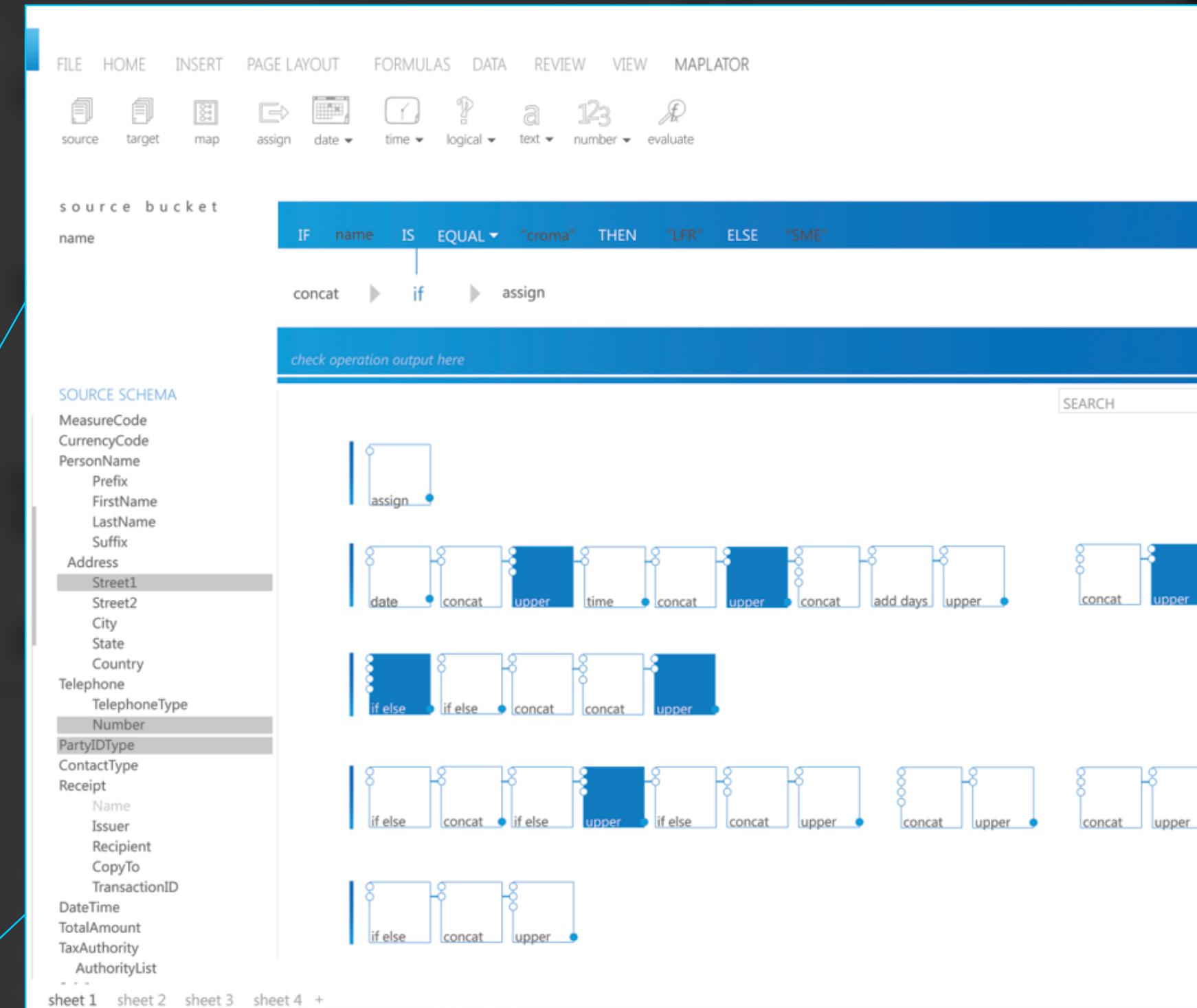
*To enhance the workflow process a new method is proposed where business user can perform the mapping operations instead of just documenting. The application is designed such that it integrates in users current workflow and tools used by him. Hi-fidelity prototype was developed using Expressions Blend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

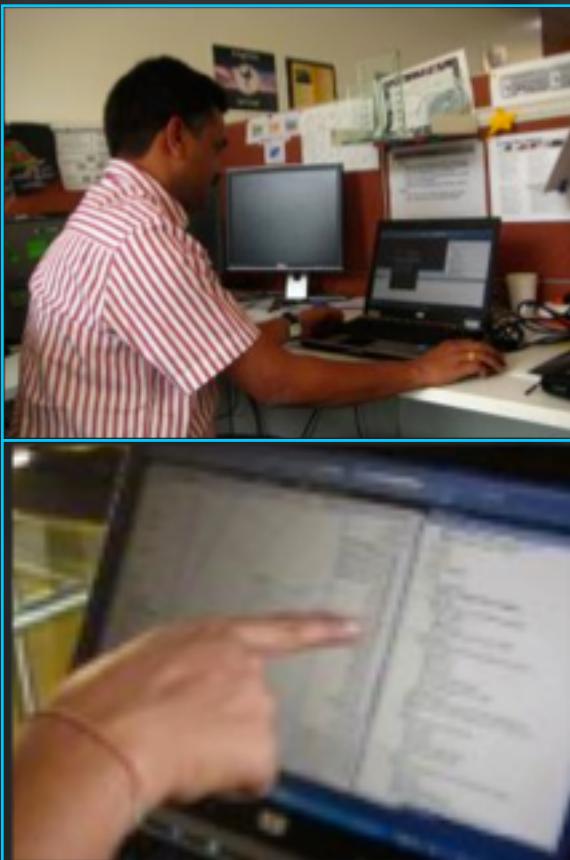
# Maplator

for Microsoft's Biztalk Mapper

## USER RESEARCH

### Empower Business Users to perform Mapping Operations

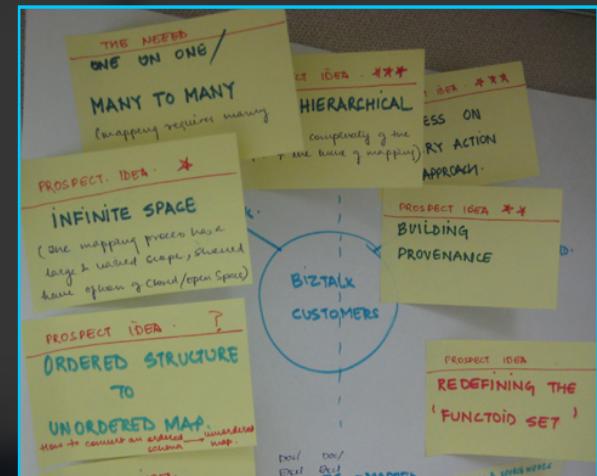
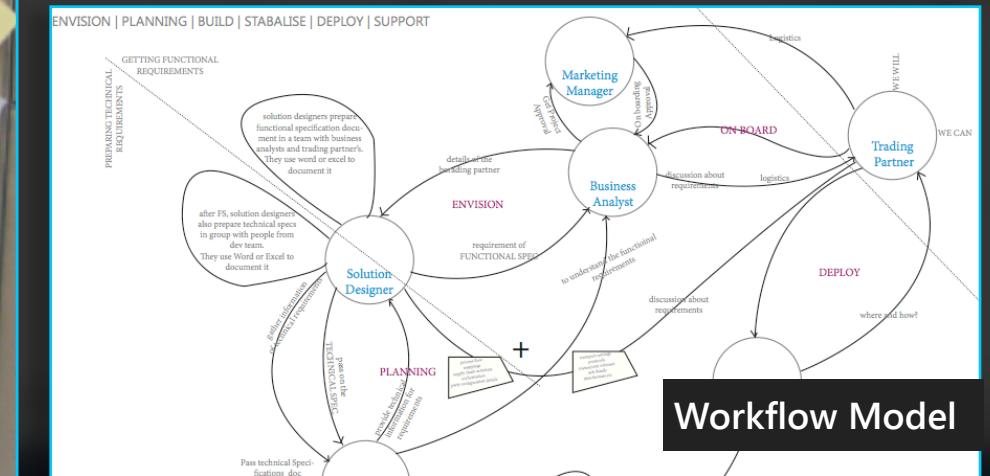
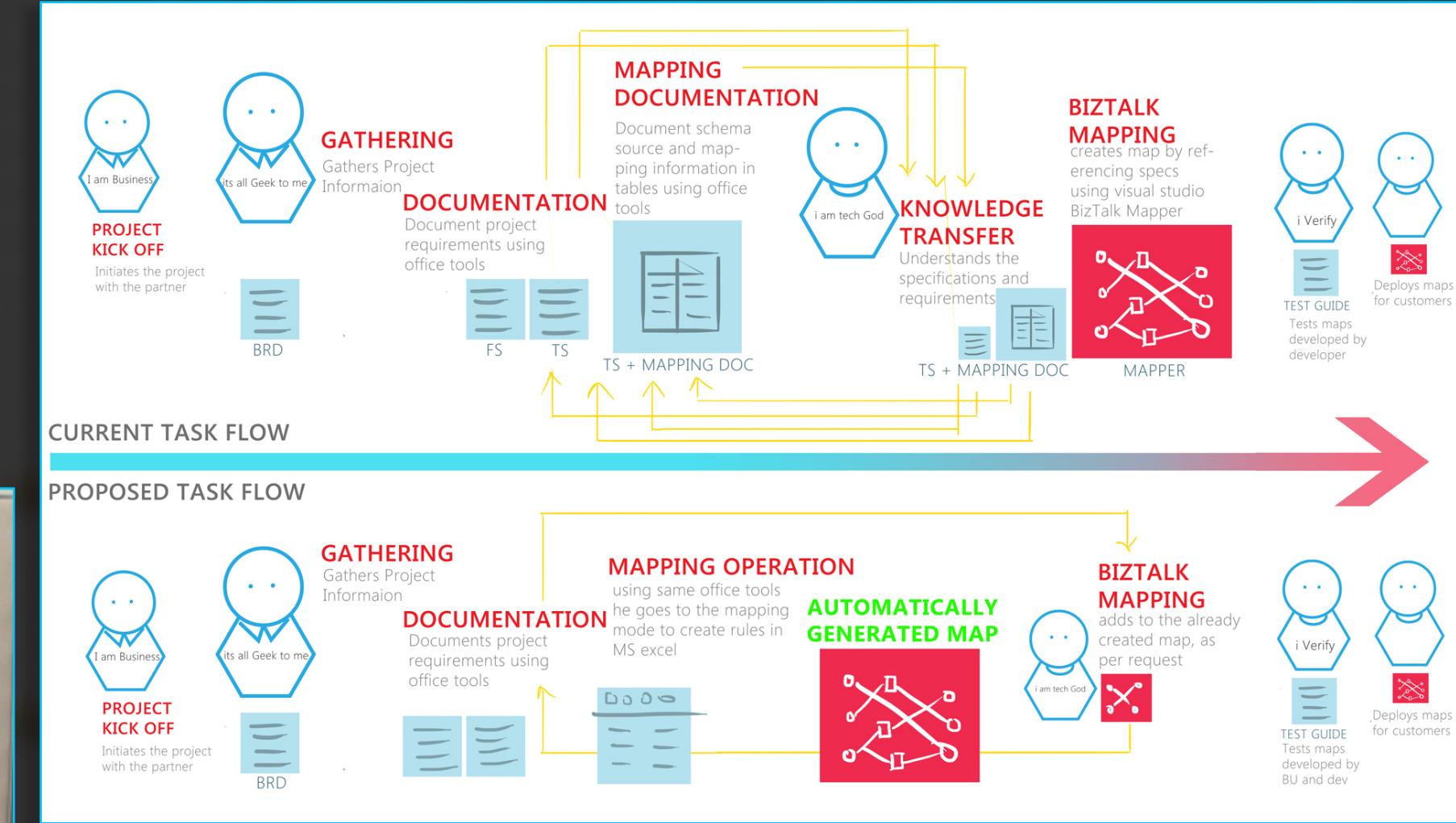
#### Contextual Enquiry



#### Affinity & Ideation



#### Proposed Task Flow Model

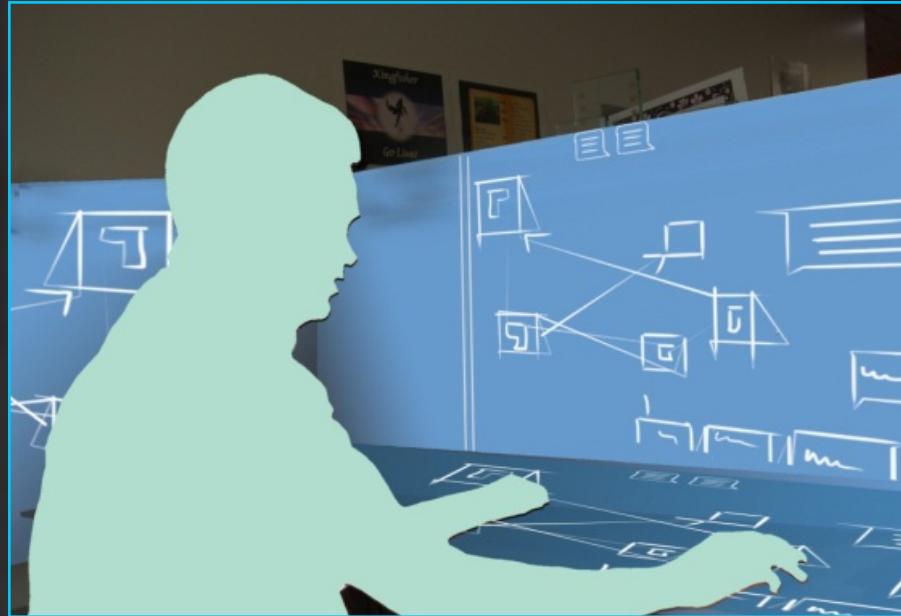


# Maplator

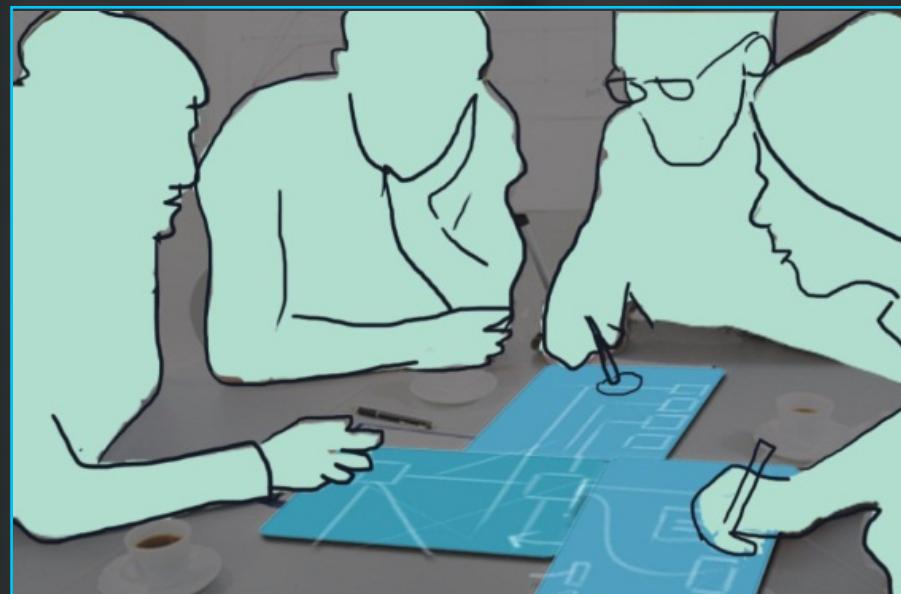
for Microsoft's Biztalk Mapper

**Empower Business Users to perform  
Mapping Operations**

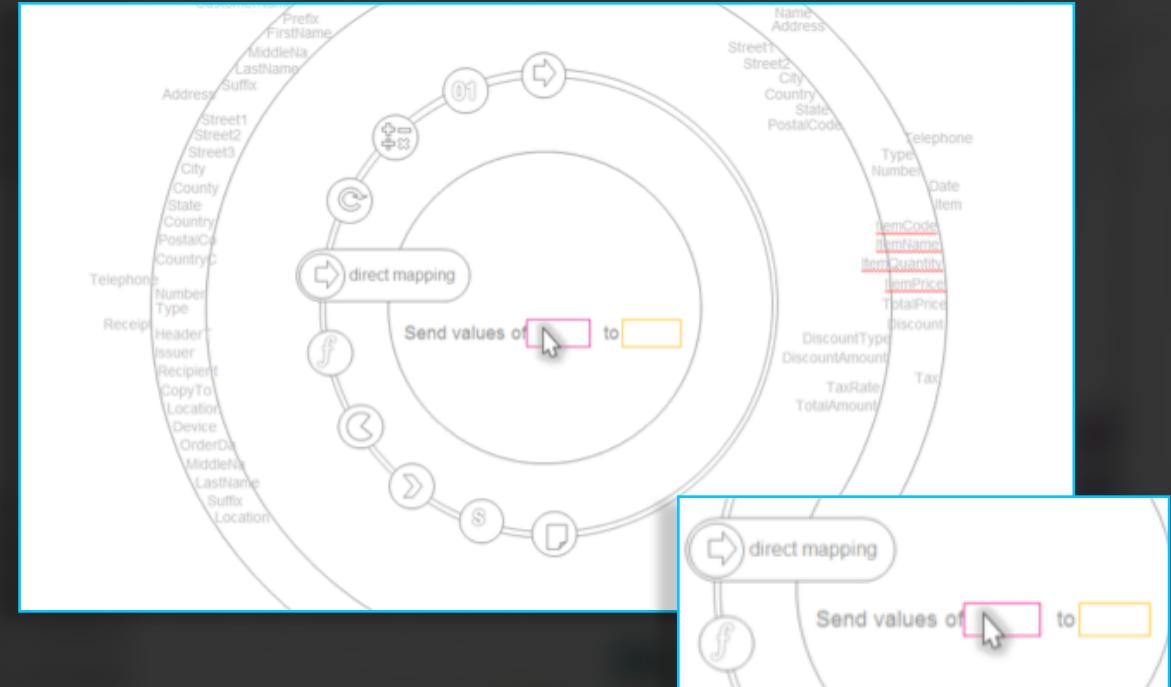
Large Screen displays



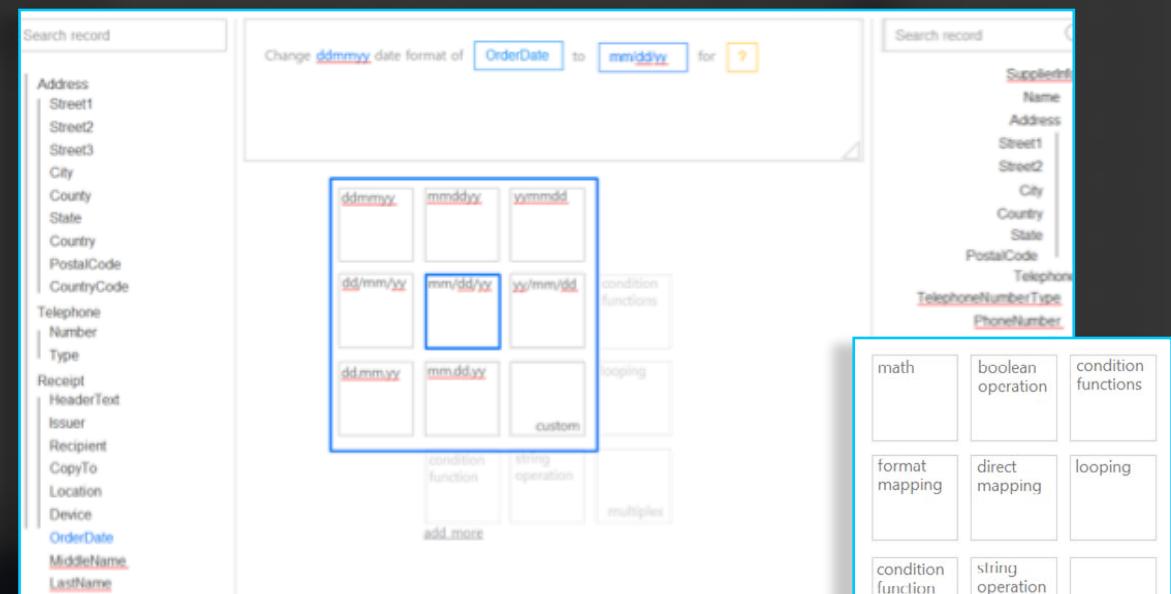
Slates



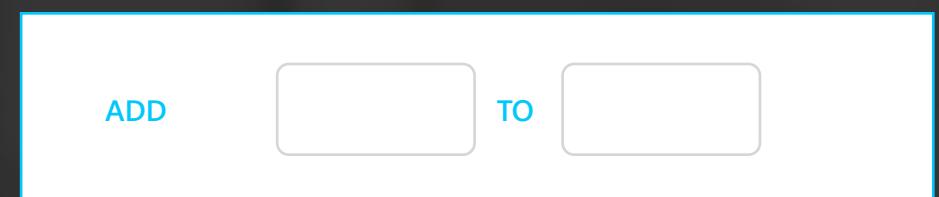
Cloop



Maplator



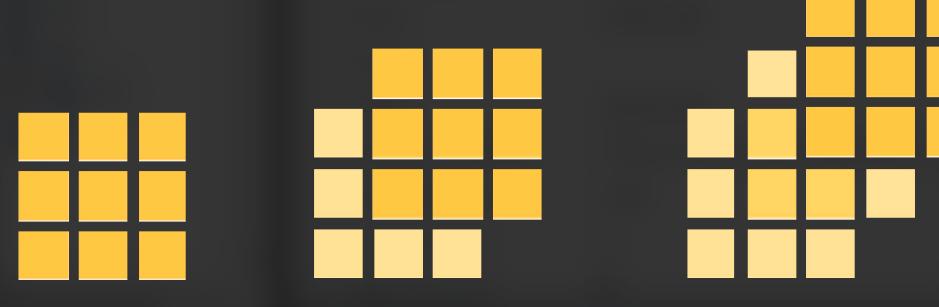
Natural User Language Operations



Operation Navigation 1



Operation Navigation 2



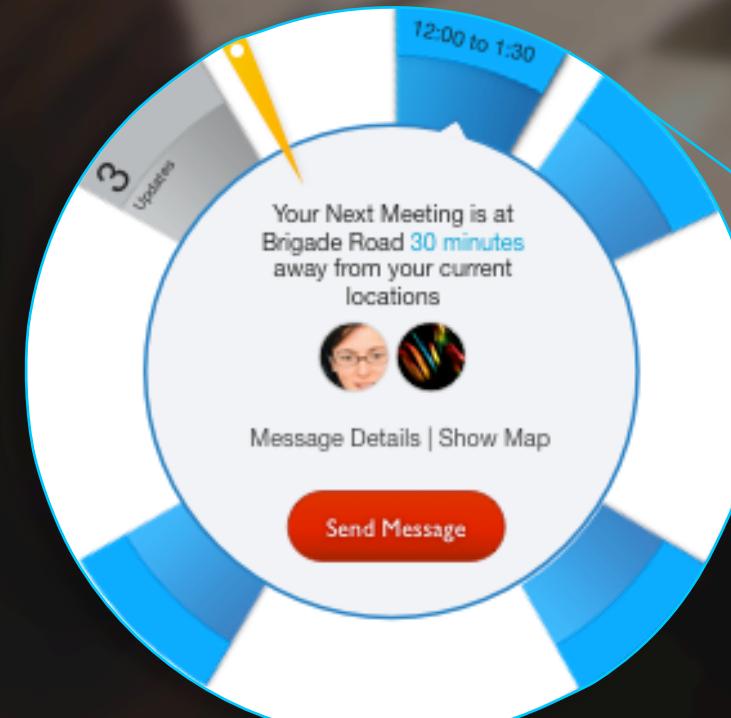
# ProArch

## 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 dashboard shows a grid of cards: My Calendar (2 notifications), My Messages (2 notifications), My Documents, All Announcements, All Vote Requests, All Resolutions, Role Mapping, All Audit Logs, and Maps. To the right, a sidebar lists notifications for Shikha Mehta, Anurag Kashyap, Kamal Hasan, and Anurag Kashyap, each with a 'Read Details' link.

### Calendar View

The calendar view shows a meeting reminder: 'Your Next Meeting is at Brigade Road 30 minutes away from your current locations'. Below it is a circular navigation interface identical to the one shown on the left.

### Meeting View

The meeting view shows a meeting titled 'Agendas For this meeting' with 4 items. It includes sections for 'Agenda 1', 'Agenda 2', and 'Agenda 3', each with details and file attachments. The 'Attendees' section lists Parag Gupta, Parikshit Patel, Anurag Kashyap, Shikha Mehta, Parag Gupta, Parikshit Patel, Anurag Kashyap, and Shikha Mehta.

### Profile

The profile view shows a circular user photo of Shikha Mehta, her title 'VP of Security Systems', and contact information: shikha.mehta@abc.com, Bangalore, India, +91 9898876111, Beijing, China, New York, USA, +91 9008763323. There is also a 'General Notes' section with a 'Add Notes Here...' button.

# 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 screenshot shows a user interface for 'invisque search'. At the top right, it says 'logged in as: Prof William Wong'. The main area displays a horizontal timeline of search results. The first result is 'WWW 2010 Proceedings' (blue circle). Below it are several cards representing documents, each with placeholder text ('Lorem ipsum dolor sit amet...'). The second result is 'Ja-Ling Wu Marla Rayne Stratford' (blue circle). The third result is 'visual cues advertising' (blue circle). A large blue circular icon at the bottom right contains a floppy disk icon, likely representing a save or export function. A hand is visible interacting with the touchscreen interface, which displays the cards from the timeline.

WWW 2010 Proceedings

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 second website exploration for Merisis. The background is a photograph of a large cable-stayed bridge spanning a body of water, with a city skyline visible in the distance. The header features the 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo. A vertical 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, followed by a section titled 'Our Team' with a brief description. The 'MERISIS CAPITAL ADVISORS PVT. LTD.' logo is prominently displayed in the bottom right corner. A green infinity symbol icon is located in the bottom left corner of the page area.

### 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

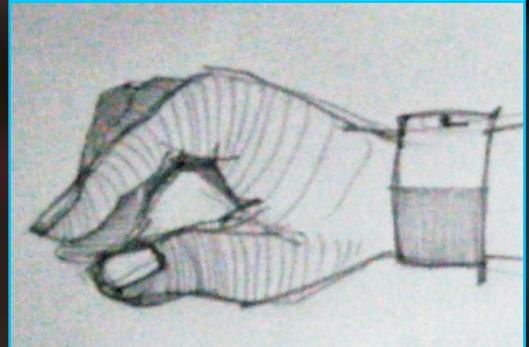
## Sharing Device for Family

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

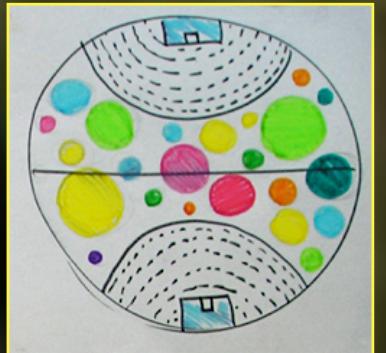
Indoor Physical Game for kids

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

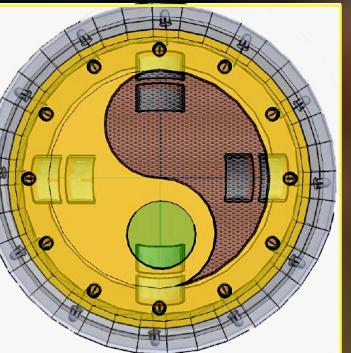
The game play is built around chasing. In single player game, Chazo itself teases the Player to chaze it. In two player game mode, one kid is **teaser** while another is **chaser**.

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

@ 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](mailto:ishneetgrover@gmail.com)

Ph: +91 9739 425 421



**i design**  
to make lives better