

Task 1.1

Homepage

Introduction

I am an Economics graduate-turned UX/UI Designer, my work is informed by research and motivated by empathy.

Projects

Pink Pineapple Labs: A website redesign for a startup providing virtual reality training for possible hostile situations

Olive: A website for health-conscious individuals that enables the users to organize their medical records, and access a range of mental and physical well-being resources

Vocabularize: A fun vocabulary learning app that also helps you stay organized.

Travel Along: A web-responsive app that helps like-minded travelers from all across the world connect with each other.

Images

In folders

About page

My Story

As an Economics graduate-turned UX/UI Designer, I take an analytical approach to resolving business problems through a designer lens.

This past year, I directed all my time and efforts towards pivoting my career in this direction. A significant part of my learning journey was to enroll in a Bootcamp, which allowed me to step into the role of a designer. Towards the end of this course, I was eager to get real-world experience and collaborate with professionals to deliver thoughtful design solutions. I started working as the sole UX/UI Designer for a Virtual Reality startup. By working cross-functionally with the founder and the development and marketing team, I am re-designing a website informed by user needs and business goals that is backed up by quantitative and qualitative research. To expand my UX toolkit further, I also learned frontend development to code and design this website.

As a self-starter, when I look back to the beginning of my Design journey, I realize how far I have come. The drive to build products that humanize digital interactions motivates me. I strive to continue growing and learning as a designer.

Skills

User Persona
Mental Model
Color Theory
User Journey
Wireframe
Rapid Prototyping
Task Analysis & User Flow
Design Thinking
Information Architecture
Interaction Flow
User Stories
Content Auditing
Affinity Maps

Tools

Figma
Sketch
Balsamiq
Adobe Creative Suite
InVision
Procreate
Zeplin

Basic knowledge of:

HTML
JavaScript
CSS

Project pages

Pink Pineapple Labs: A website redesign for a startup providing virtual reality training for possible hostile situations

Coming soon!

Olive: A website for health-conscious individuals that enables the users to organize their medical records, and access a range of mental and physical well-being resources

User Flow

Olive has been divided into three core features, which is what I wanted to focus on while creating the user flow.

The user can stay organized by uploading their important documents to Olive. Furthermore, Olive is a vast world of knowledge for a health conscious individual, which is easily accessible even to a user without an Olive account through the Health Resources feed. And lastly, Olive allows users to connect their phones or smartwatches to their accounts for an easier insight into their fitness.

All these features together comprise of Olive that open a world of opportunities for the user to prioritize their health and wellbeing.

Information Architecture

The site has been divided into three broad categories that are the core functions of Olive. These categories are Medical Records, Health Resources and Fitness Tracker.

The sitemap has been through several iterations to achieve a logical and seamless user flow. The final sitemap can be viewed in the picture below followed by a snapshot of refinement that it has been through over time.

Wireframes

Wireframes were sketched out on my iPad, which allowed me to make mistakes, therefore the first draft of low-fi wireframes had already been through many stages of iterations.

When it was the right time, I started digitizing these on Figma to create mid-fi wireframes.

Usability Testing

I conducted a round of usability tests with six participants to reveal critical insights. All the participants had some past experience interacting with either a wellness or a fitness app, if not both which helped me refine Olive.

Research Analysis

I utilized a rainbow spreadsheet to analyze the research. I categorized everything into four main categories-- Positives, errors, observations and negatives. This helped me narrow down the important functionality errors that were crucial to address. I was also able to validate the design through observations and positive remarks.

You can view the spreadsheet [here](#)

Prototype

The final prototype has been through several iterations and can successfully achieve the core tasks. However, there in the world of design-- there is always room for improvement, which is why the designer will continue to improve the prototype.

You can interact with Olive [here](#)

Vocabularize: A fun vocabulary learning app that also helps you stay organized

User Persona

Dhruv Panghal is a hardworking student who has just earned his bachelor's degree in Industrial Engineering. He has been interning part-time at a tech-startup since the beginning of his senior year now.

Goals & Motivations

- Prepare for GMAT in the next 2 to 3 months to take the test in ..December'20
- Get admitted to one of his top three choices for graduate schools
- Continue interning until December'20 to complete a year with the company
- Plan weekly outings with friends and family to relieve stress from work and studies
- Get a 30-minute workout in every morning to stay healthy
- Strengthen GMAT vocabulary every day on his commute to work

Problem Brief

“When it comes to using learning apps, I’m never really able to personalize my learnings without any limitations.”

Dhruv needs a learning app that fulfills all his learning needs in one place. He wants to stay on track, prepare for GMAT, personalize his learnings, and stay organized while managing his personal life too.

Hypothesis: We will know this to be true when we see Dhruv personalize his GMAT learnings, and stay organized.

Challenges

It can be difficult for Dhruv to stay motivated on his own. Considering his internship responsibilities along with commitment to GMAT, and personal life, he is finding it difficult to stay organized.

“I like organized learning... I care about content, and truly appreciate an engaging learning experience.”

Learnings

Competitive Analysis

Helped me figure out what I want to include/exclude from this product.

User Research

One of my favorite parts; Provided real insights and new ideas.

User Personas

Helped me build a connection with the product idea, and empathize with my user and his needs.

Information Architecture

Kept me focused on one agenda at a time to eventually build a full-fledged user flow.

Usability Testing

Helped me make some really important revisions to my designs.

Wireframes & Prototypes

Although a hectic step, it is one of my favorite ones that I loved working on.

Travel Along: A web-responsive app that helps like-minded travelers from all across the world connect with each other.

Problem Brief

Design a web landing page about a place (a minimum of one responsive page shown for 3 different screen sizes): You could highlight a story about a particular city, for instance, or offer more of a tourist's viewpoint with different sections about destinations and activities that can be done in that city.

Introduction

We live in a time when traveling halfway across the globe is simpler than avoiding time conflicts with friends and family to schedule just one vacation.

Travel Along is my idea to help like-minded travelers from all across the world connect with each other, so they can be on-the-go any time of the year. It's important for the design to offer usability in every shape and form, which is exactly what it does through this web responsive app.

I wanted my project to stand out from the rest of the students', which is why with my mentor's approval, I designed a travel service instead of a specific travel location.

Ideation

Research shows that millennials spent \$200 billion on travel in 2018 and continue to prioritize travelling. Nearly 58% of them travel with others.

My user persona here is Davina, a millennial looking for travel companions who share common interests with her.

Logo Design

Considering the theme of this website, it was important that users find the logo relevant and memorable.

I wanted to set a playful tone and suggest a sense of movement here so the users feel unrestricted in their travel plans.

Low-fi Wireframe

The main goal of the landing page was to give the user a quick snapshot into what Travel Along's key features are, and also have a clean look and a clutter-free design where the user can feel in control.

Provisional Style Tile

This tile was carefully created according to the tone of my landing page. I wanted to portray fun, togetherness and warmth through group pictures. I also wanted to evoke a sense of relaxation through scenic photos.