

THE PORTFOLIO OF

# KENNETH MARK DSOUZA

CIRCA SEPTEMBER 2016

<http://kenneth.dsouza.im/>



# PROCESS



**UNDERSTAND**



**ITERATE**



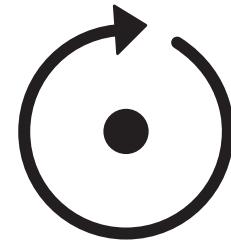
**DECIDE**



**SHIP**



**LISTEN**



**REPEAT**

I begin my projects usually taking time to isolate the problem, define the scope and understand the expectations of the product. This helps me lay the foundation for the project.

In the iteration stage, I explore what solutions exist in similar space as well as inspirations to come up with variations in my solutions for the defined problem. I look at data and conduct user research to get an idea about the user perception and expectations.

I discuss with my product manager about the various solutions that I have come up with and then based on this discussion, we finalise the solution that we will take.

I then spend time detailing the varied states of each page as well as the general flow of the feature. I am involved post handover, answering developer questions as well as doing a UI review before the feature releases.

Post shipping, I keep an eye on the adoption and concerns that our customers might raise. This helps me ideate on improvements for the feature and alleviate usability issues I might have missed while designing.



# Practo Partner

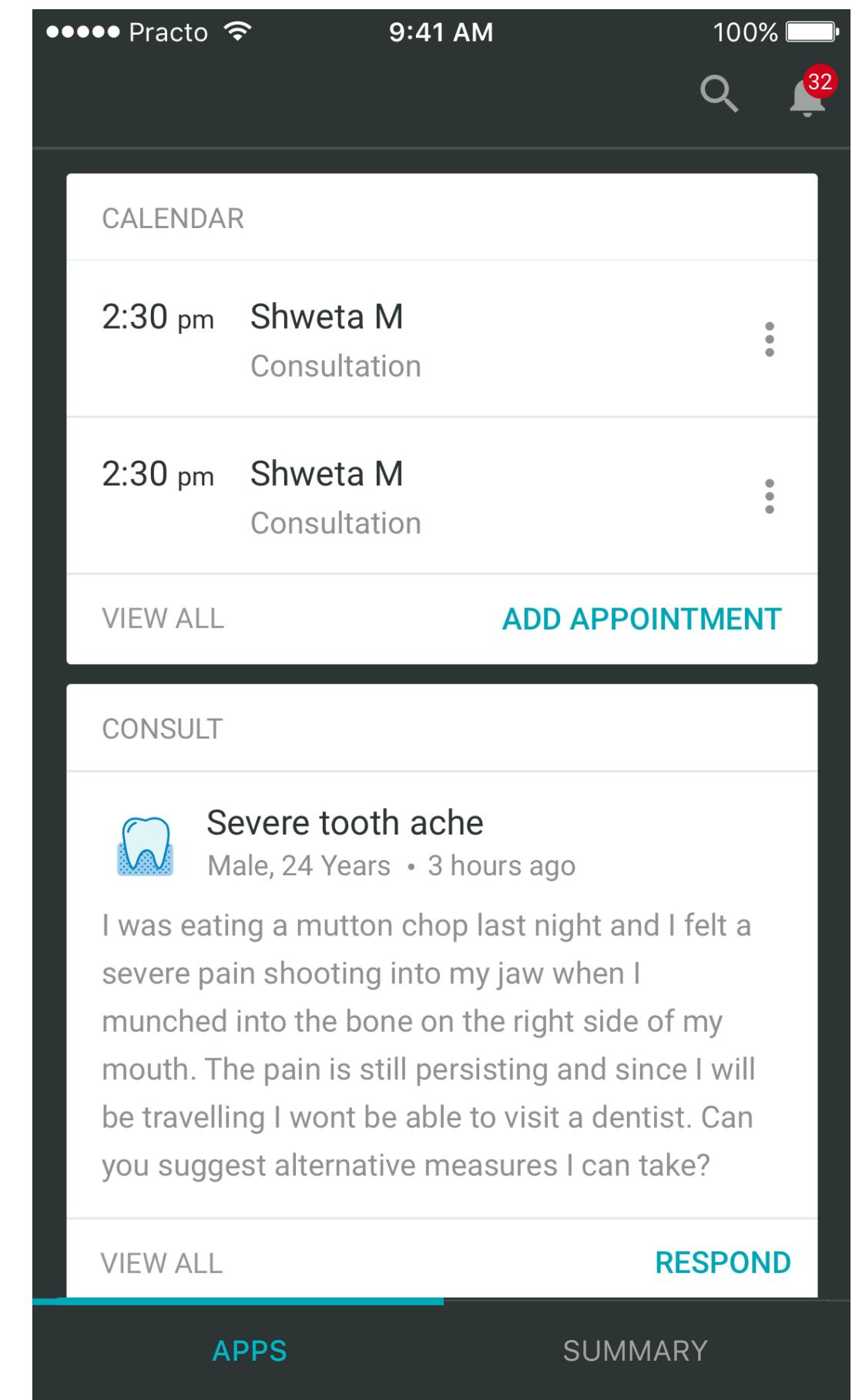
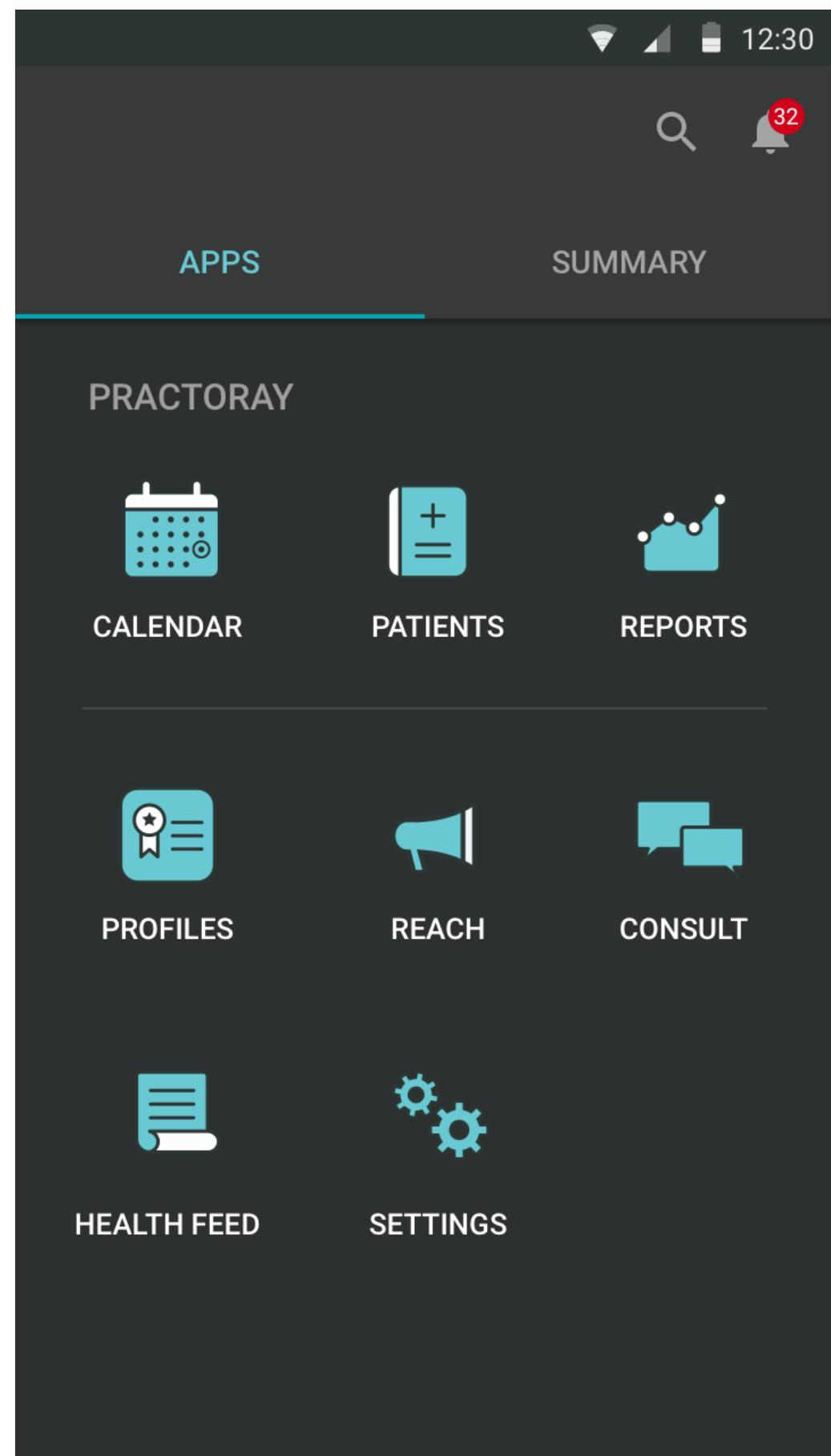
MEGA APP PROJECT

Practo had two apps on the play store and with a recent acquisition, the number went up to three and the long pending project of merging the apps finally kicked off early in 2016.

My role here was of managing this project after the initial buy-in was managed from the stakeholders as well as owning the design direction and implementation.

It's rare that someone gets to work on a mega-project of this sort. We had a timeline of 1 month to design this behemoth which spanned to almost 500 screens. We did deliver on time though perhaps not at the quality we would have preferred. I still consider this a work in progress and my continued involvement in this product helps me realise goals we had to de-prioritise earlier.

Available now on Playstore(<http://bit.ly/2eoTDHS>) and App Store(<http://apple.co/2e4Q8AU>)





# Ray Mobile

REDESIGN PROJECT

2015 was the year Practo decided to focus on its mobile apps and I was put in charge of the first major project on the roadmap for its doctor app - Ray Mobile.

We took up the iOS redesign a few months post the release of the android app. I used the learnings from the users feedback on the android app to drive certain functions in the iOS app.

An intern, Bhaumik Kaji, did most of the detailing work on this project and my role here was more of a design lead. This project taught me how different iOS was from android and I learnt to think in terms of iOS patterns like the backswipe.

Watch the GIF on Dribbble

<http://bit.ly/2cfpTf7>

●●● Sketch ⌘ 9:41 AM 100% 🔋

All Appointments ▾ +

September 2015

Mon	Tue	Wed	Thu	Fri	Sat	Sun
11	12	13	14	15	16	17

Margaret Holmes  
General Room 3

3:00 pm Kevin Torres  
3:30 pm General Room 3

3:30 pm Margaret Ford  
4:00 pm General Room 2

5:00 pm Marie George  
6:00 pm General Room 1

6:00 pm Betty Collins  
6:30 pm General Room 3

6:30 pm Henry Beck  
7:00 pm General Room 3

Edit Call

●●● Sketch ⌘ 9:41 AM 100% 🔋

Patient Information < +

Raymond Desa  
P7  
25, Male, O+

Charting Profile

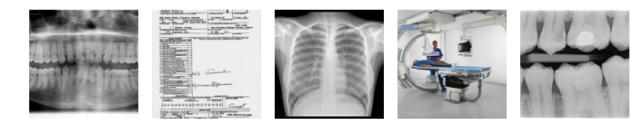
Scheduled - Saturday, 23 September 2015

Appointment  
Dr. Ramanujan, 04:00 - 05:00

Wednesday, 20 September 2015

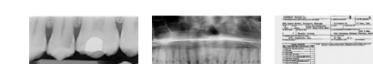
Appointment  
Dr. Suresh Varma, 04:00 - 05:00

Notes  
Headache, Nausea

File  
 + 5

Monday, 10 September 2015

Appointment  
Dr. Suresh Varma, 04:00 - 05:00

File  




# Invoicing

FEATURE PROJECT

Billing on the mobile app was one of the most popular feature requests from our customers and a key component in our mobile first strategy.

Designing this was not as comfortable as it should have been due to the technical issues with our backend and problems related to supporting legacy conditions which had not been documented. This project went through 3 redesigns before it actually was inclusive to be full fledged module.

The project introduced me to the fact that tech architecture needs to be revisited every once in a while to see if it still is the best solution for our needs.

Watch the GIF on Dribbble  
<http://bit.ly/2f9QFpj>

X Add to | 3 items ₹ 820 >

Search for Item

PROCEDURE HISTORY

Porcelain Filling COMPLETED ₹ 320 27/07/2015

Porcelain Filling [PLANNED] ₹ 320 08/08/2015

PRODUCTS AND SERVICES

Consultation ₹ 200 (-) 1 (+)

Ceramic Filling ₹ 300 + 5% Tax (-) 1 (+)

Porcelain Filling ₹ 320 (+)

Gold Package ₹ 2800 (+)

Sketch 9:41 AM 100% 🔋

Billing Summary Raunaq Bhatt

< + Add item

Item	Quantity	Amount
Porcelain Filling	x 1	₹ 300.00
XRay Consultation	x 2	₹ 600.00
		₹ 900.00

+ Add Discount

Invoiced Amount Inclusive of taxes ₹ 900.00

Receive Payment



# Ray Mobile

REDESIGN PROJECT

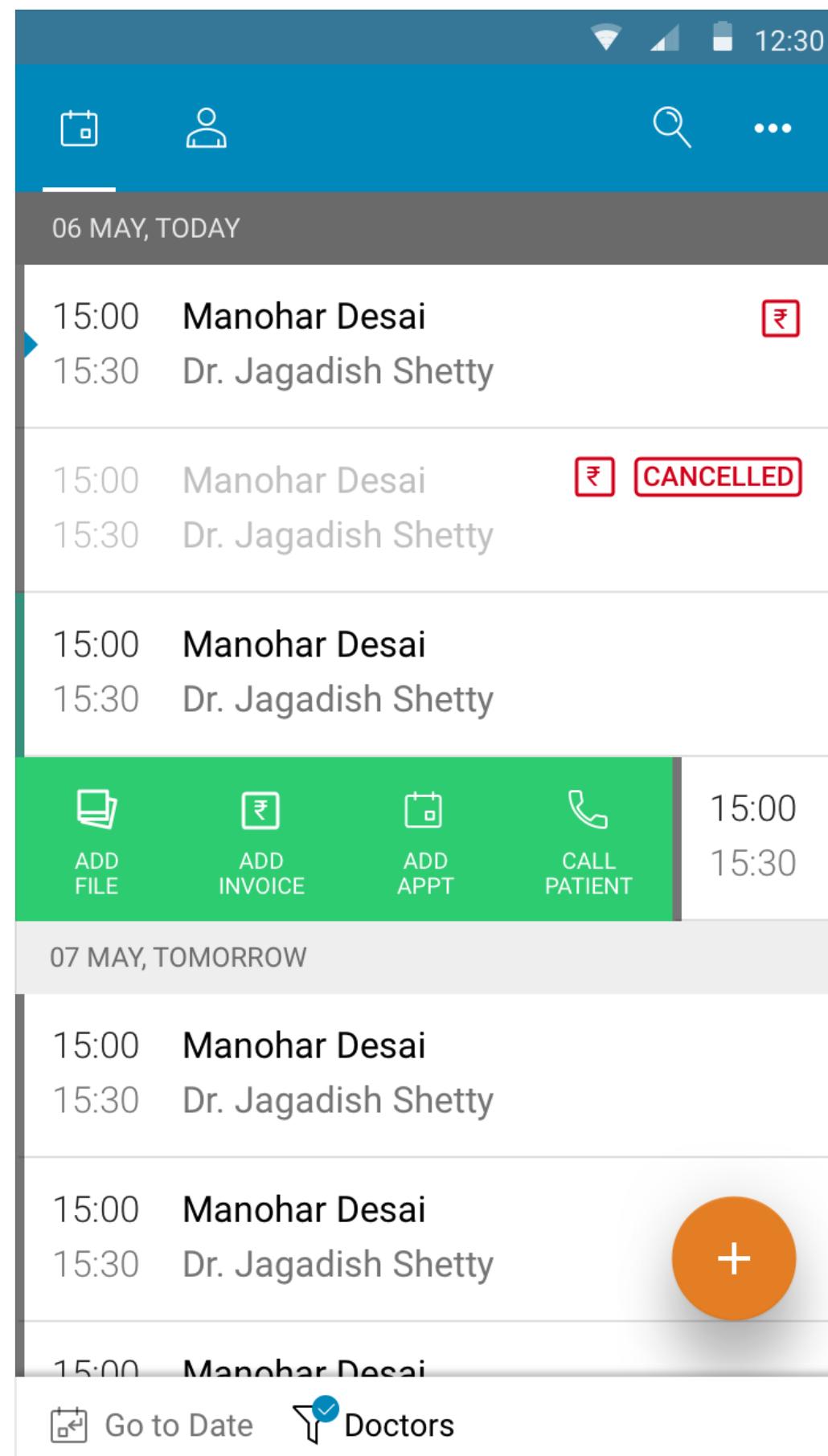
2015 was the year Practo decided to focus on its mobile apps and I was put in charge of the first major project on the roadmap for its doctor app - Ray Mobile.

The existing android app had not been touched in 2 years and in the scope of this project, we decided to retain its existing functionality but adopt the newly released Material design guidelines by Google.

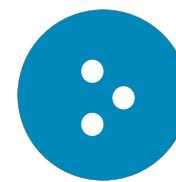
This project was my first in the realm of mobile design and I learnt to love the challenges of the small screen. Due to the short timeline on this project, an intern, Nakul Saxena, helped me realise some of the screens and this was the first time I tried figuring out a process of collaboration for designers.

Watch the GIF on Dribbble

<http://bit.ly/2bm0M4D>



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# Pediatric Ray

## INTERNSHIP PROJECT

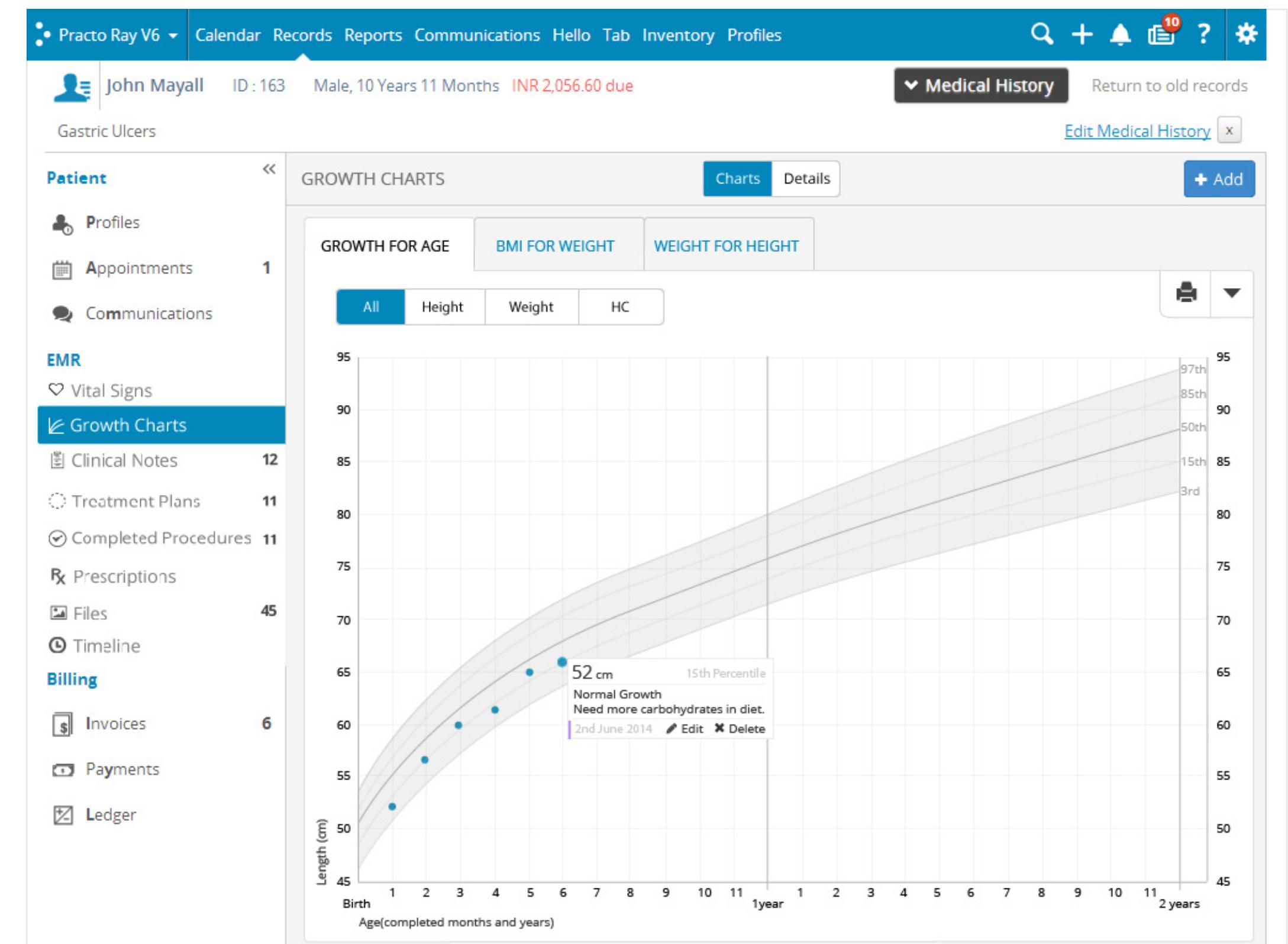
As part of my graduation project at NID, I interned at Practo and worked on designing the pediatric addon for Practo Ray among other things. Pediatrics was the first specialisation we were optimising the software for, with the aim of targeting new customers.

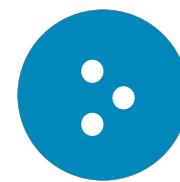
The Pediatric Add on consisted of 2 parts; The **Growth Charts** and Immunization Record. I interviewed doctors to understand the topic, interviewed parents to get their perceptions and designed from the point of view of building a MVP.

This being my first large scale project, I learnt that technical feasibility needs to be understood before designing solutions

Marvelapp link

<https://marvelapp.com/7e199j#2010305>





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The screenshot shows the Practo Ray V6 software interface. At the top, there is a navigation bar with links for Calendar, Records, Reports, Communications, Hello, Inventory, and Profiles. A search icon, a plus sign, a bell icon, a document icon with a '7' notification, a question mark, and a gear settings icon are also present. Below the navigation bar, the patient details are displayed: Santosh GV, Male, 2 Years, PID3214, and Dues: 1,651.50. A red button labeled 'Medical History' is visible. On the left, a sidebar menu includes Profile, Appointments, Communications, EMR (selected), Vital Signs, Growth Measurements (12 items), Immunizations, Clinical Notes (12 items), Treatment Plans (11 items), Completed Procedures (11 items), Prescriptions, Files (45 items), and Timeline. The main content area is titled 'IMMUNIZATIONS' and shows vaccination records for April 23, 2013. It lists two vaccines: HEP B1 and PCV 1, along with their details like body site, brand, and batch number. A note indicates a follow-up vaccine is needed. The record is administered by Dr. Malik.

VACCINE GIVEN	BODY SITE (ROUTE)	BRAND (DOSAGE)	BATCH NUMBER
6 Week HEP B1	Arm (IM)	Imofi Sanaf (5ml)	A5006
6 Week PCV 1	Arm (IM)	Mordican (2ml)	GD706

NOTES  
A follow up vaccine needs to be given.

Administered by Dr. Malik



# SUDO

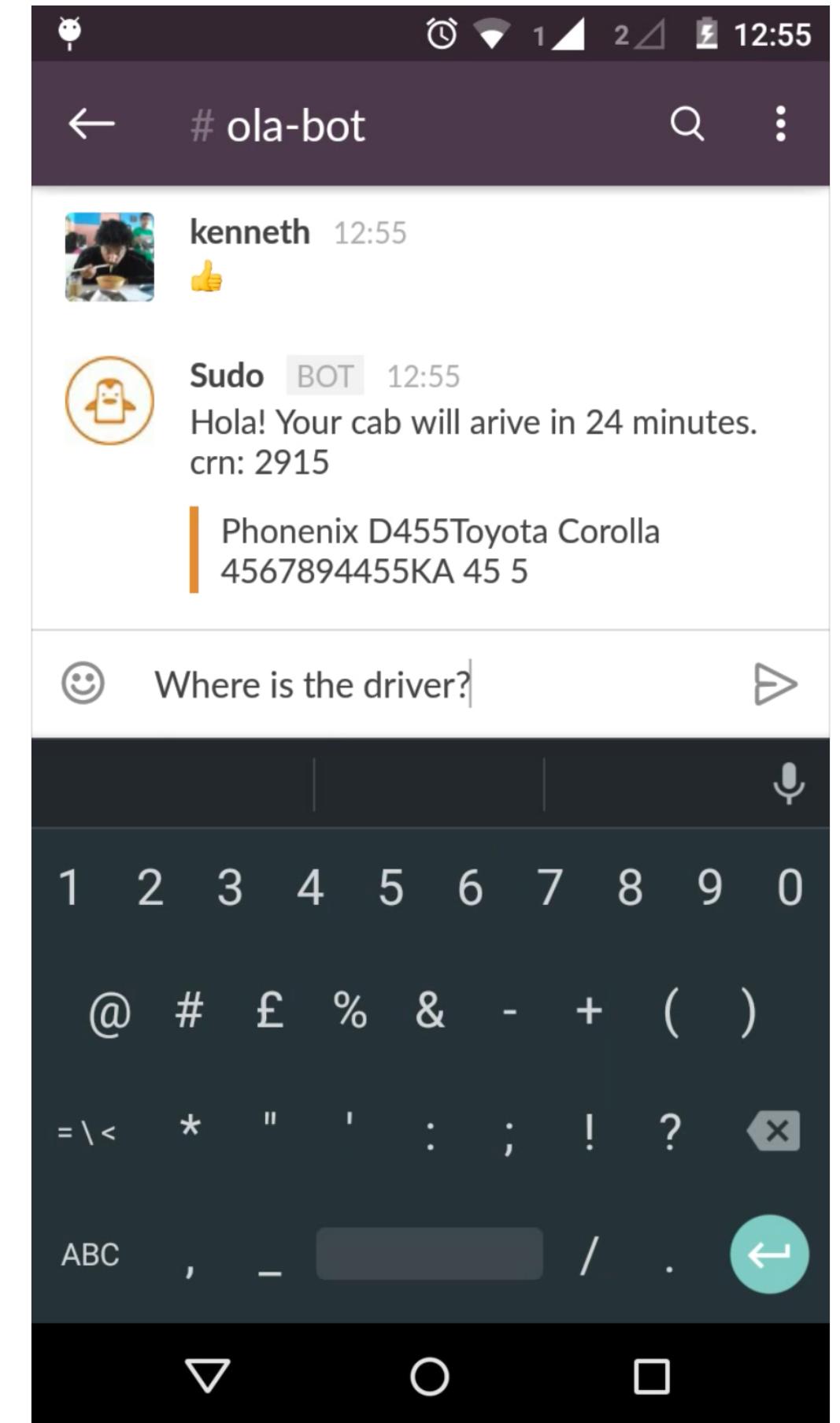
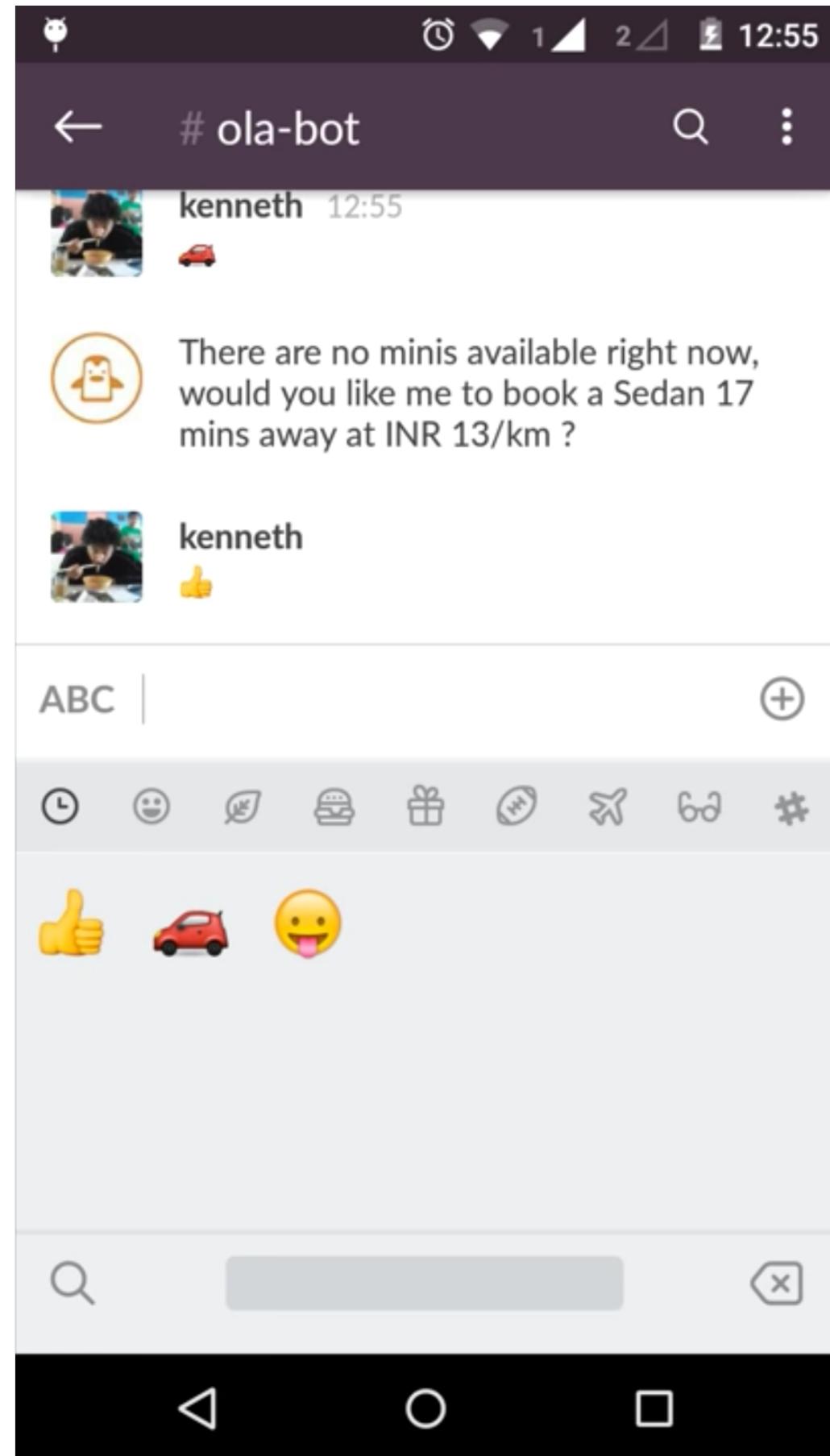
HACKATHON PROJECT

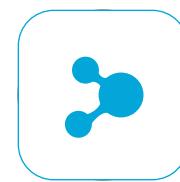
Olacabs - the Indian startup - hosted its first ever hackathon in September 2015. Titled #OlaApiHack, it released its booking api to the participants to book cabs from. The API was quite restrictive in nature so my team decided to explore alternate means of hailing a cab.

Chat interfaces were all the rage at that point of time and Slack was being hailed as the email-killer that we needed. However, from my observations, requesting for cabs in existing chat interface startups was still slower than using the cab-app interface.

Our user was the startup employee. We choose Slack as our primary interface as it had the infrastructure we could leverage to quickly build a service that would be holistic yet functional within the few hours that we had at the hackathon. Ultimately this hack culminated in us presenting how you could quickly book a cab just by using emojis.

Watch the videos of the hack:  
<https://youtu.be/RrSal0cUmwQ>





# Meteorites

VISUALIZATION PROJECT

'Meteorites: Earth Impact' is an attempt to visualize meteorites that have impacted earth in the past. The Meteoritical Society has a massive database of all the recorded meteorites that have collided with Earth dating as far back as 2500 BCE, providing the most comprehensive public picture of known meteorite collisions.

This visualization is my first attempt at an interactive visualization and was built for the 'Visualizing Meteorites' contest held by Visualizing.org in the month of May 2013.

## Project URL

<http://kenneth.dsouza.im/visualization/meteorites/>

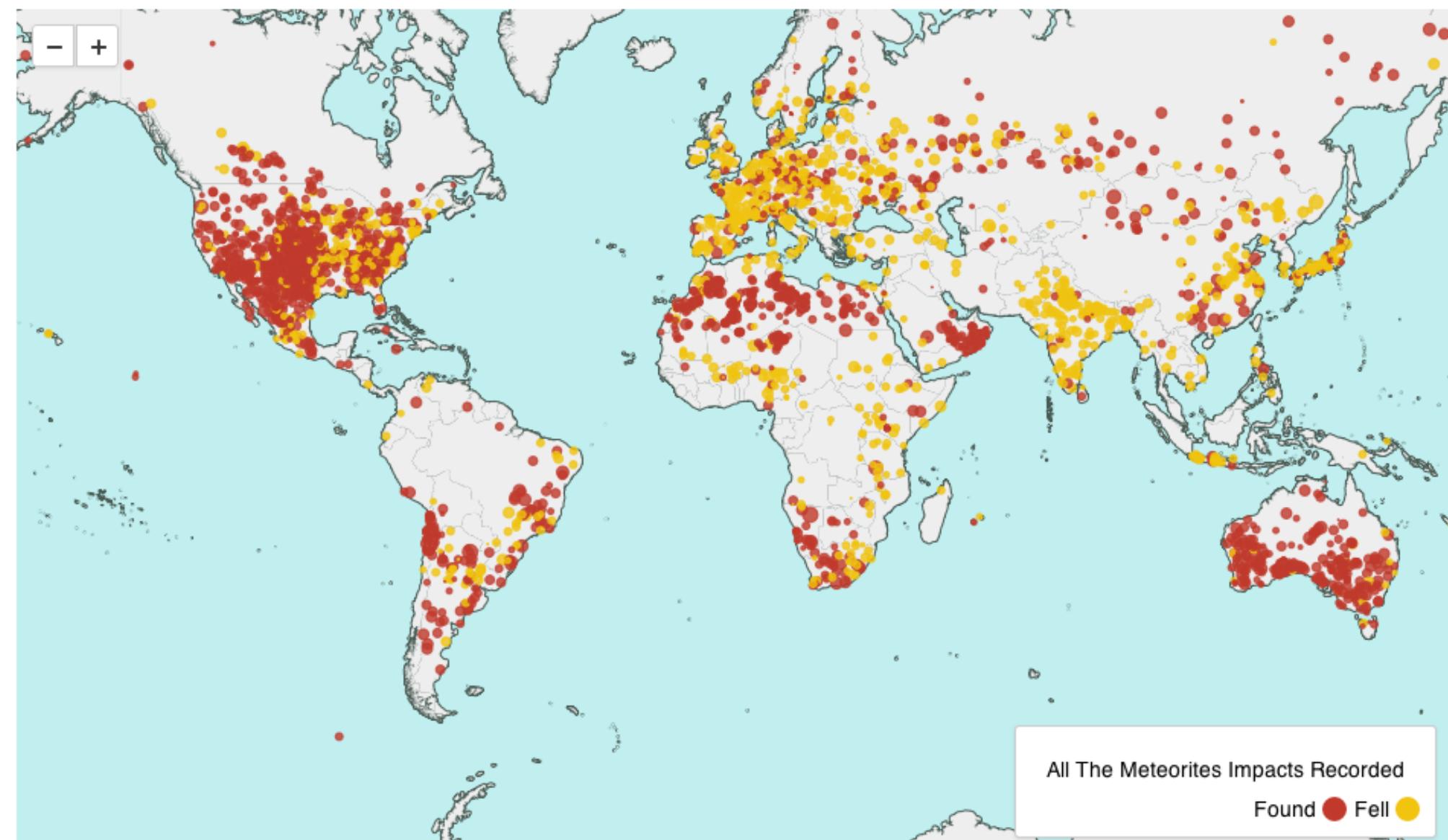
## Process

<http://bit.ly/2ehyDPx>

# Meteorites: Earth Impact

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Dataset: [Meteorite landings\(Visualizing.org\)](#)



A **meteorite** is a meteoroid (a solid piece of debris from such sources as asteroids or comets) originating in outer space that survives impact with the Earth's surface. Meteorite falls are those meteorites that are collected soon after being witnessed to fall, whereas meteorite finds are discovered at a later time. Although there are 30x more finds than falls, their raw distribution of types does not accurately reflect what falls to Earth [for various reasons](#).

**Meteorites seen falling:**

Want to work with me or discuss a cool  
project that you are working on?  
Write me an email at [kenneth@dsouza.im](mailto:kenneth@dsouza.im)  
or tweet to me @kenneth

DECEMBER 2016

<http://kenneth.dsouza.im/>