Capstone Project

Lead Ui/Ux Ethereal Events

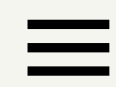**E18CSE071 | JAI CHHABRA**

Ui/Ux
&
Marketing

Introduction

Part 01

Background

Overview of the Organization

Ethereal Events is a Delhi Based LLP, it is a event management company which deals with events, artists, social media branding, brand identity curation, pr etc.
We do online as well as offline events and manage the a to z of events for the consumers.

Objectives

In today's age and time, we are connected across the globe and have a very big online presence. Having a great online presence is embarked by a good design and branding strategy.

Significance of the Project

In terms of scope

UI/UX is a very crucial aspect of your mobile application. In order to make your app successful, you must provide an amazing user interface and user experience through your app. By understanding the need of your target audience and their market preference, you can make your app interactive and more engaging.

Methods

## Part 02

Overview of Internship

During my tenure I worked on various Ui/Ux projects with my team for our own website and for the client's website as well.
We developed different mockups and frameworks to build upon and went ahead with full fledged case studies.
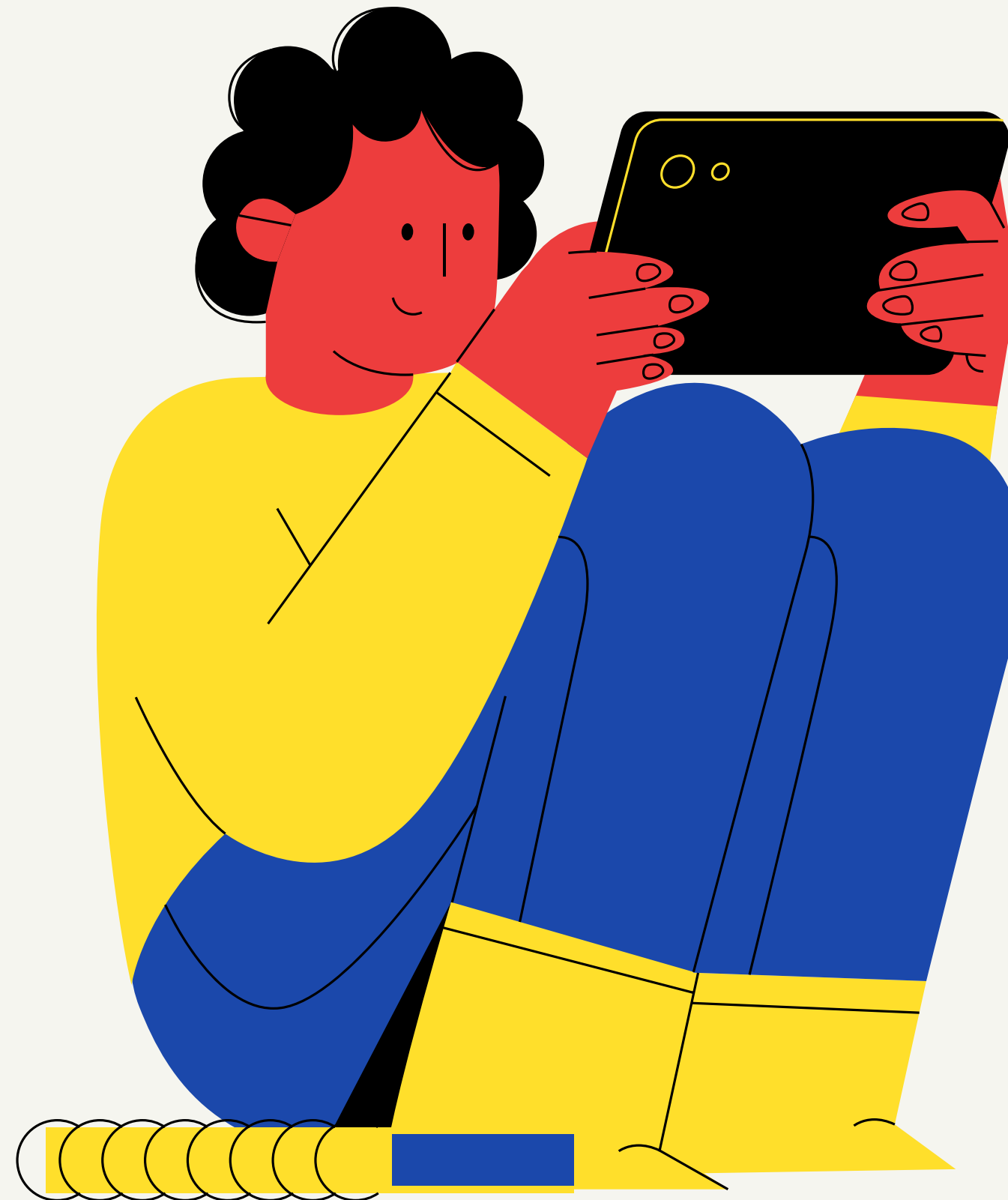
Qualitative Methods

Interviews, Ethnographic field studies, Diary studies, Focus groups, Moderated usability testing, Card sorting, Participatory design etc.
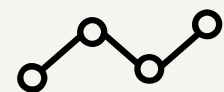
Quantitative Methods

Quantitative Usability Testing (Benchmarking),Web Analytics (or App Analytics),A/B Testing or Multivariate Testing, Card Sorting, Tree Testing ,Surveys or Questionnaires ,Clustering Qualitative Comments ,Desirability Studies, Eyetracking Testing

Results

Part 03

Qualitative Results

Research findings and highlights

Highlight 1

What are the various forms of design principles and methodologies.

Highlight 2

How Does good design and branding help in leaving a mark on the users.
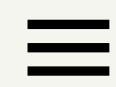
Highlight 3

Usage of proper agile and scrum methods to manage the teams.

Conclusion
Part 04

My time at Ethereal allowed me to grow personally but it also helped me develop and refine skills. Gained Valuable Experience, Network with professionals in the field for future reference. But most importantly, I gained a new sense of professionalism and a clearer view of what it meant to be in the professional world.
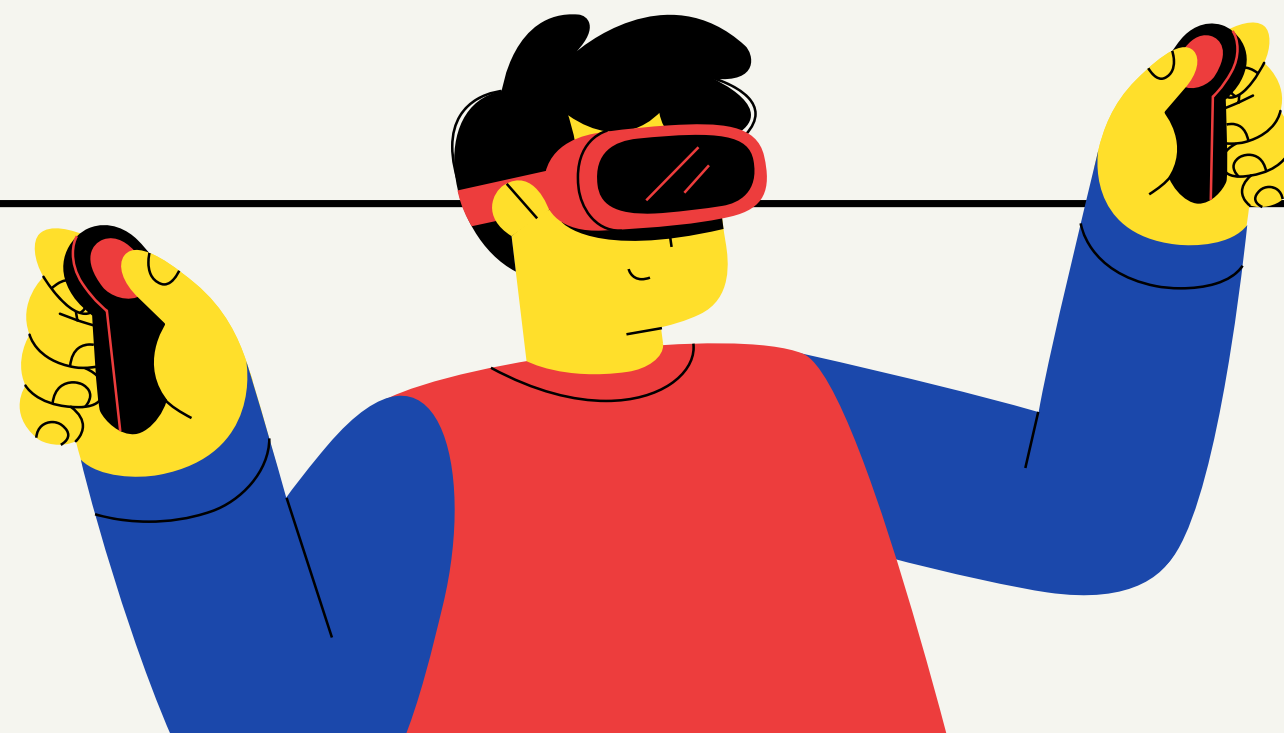
Over my term, I have been working with Ethereal Events and Bawes
In my time here, I have worked on multiple case studies and various client
projects in the UI/UX Design and marketing. We worked on various client apps
and web apps over the course of time. We also covered marketing case studies
and monitored how the whole Sm analytics worked. I was also the lead for the
UI/Ux team and managed the team which included daily scrums etc.
We have worked on Experience Strategy (ExS) ,User Research (UR)
Information Architecture (IA), Interaction Design (IxD), Interface design (ID) etc.
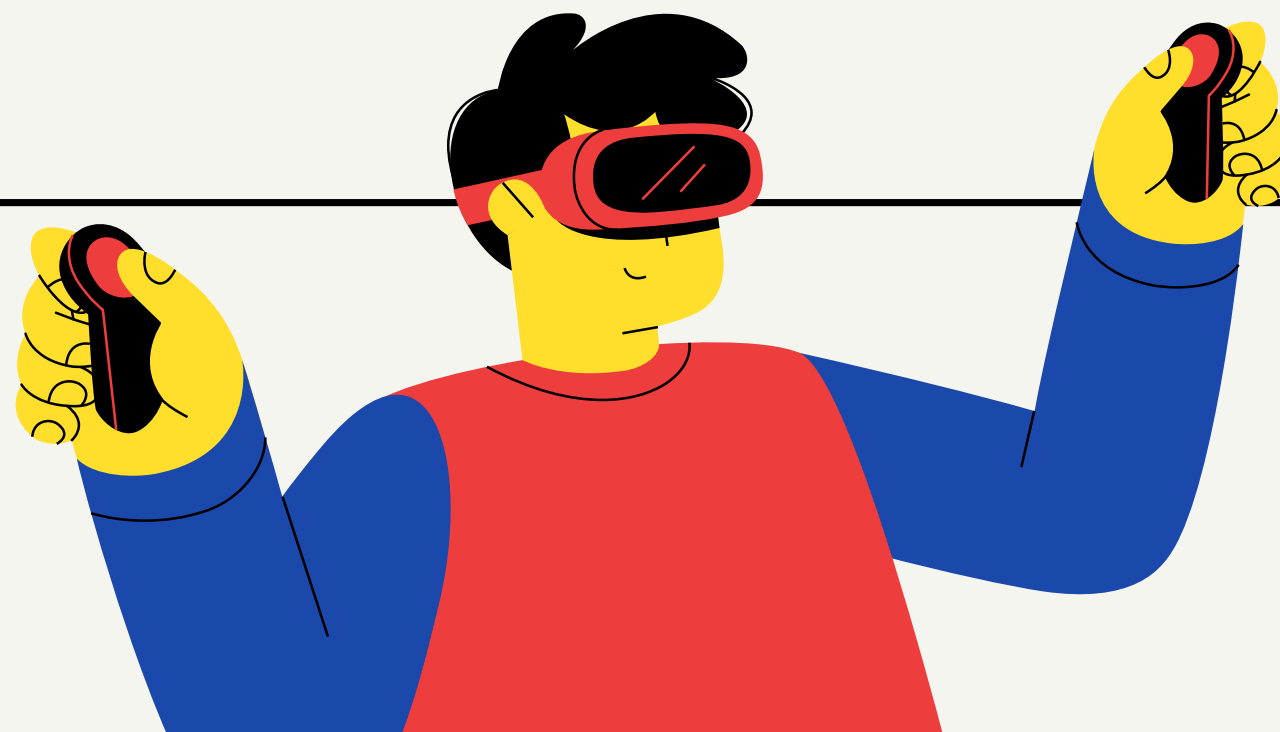
The UX/UI Design of the application improves the user experience and customer satisfaction that ultimately helps increase the number of users of the specific application. ... The UI and UX Design help to win the consumers' confidence and make them use your application or website providing them what they are looking for.

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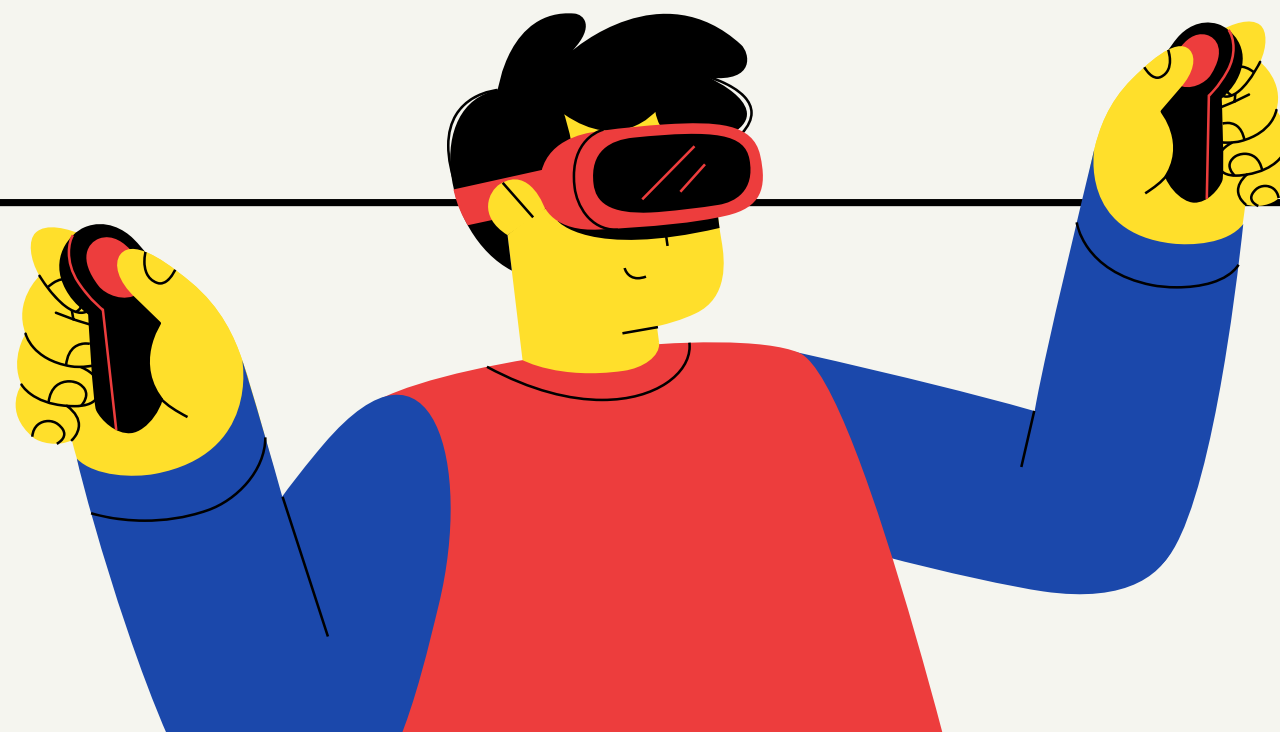
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