KOROK SENGUPTA
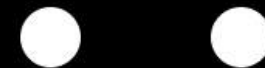
SCIENTIFIC RESEARCHER

University of
Koblenz-Landau
(2016 onwards)

OBJECTIVE

Thousands of people use airport services everyday across 28 different states and yet, India doesnot have a centralized system that shows users what kind of benefits they can enjoy at airport.

At "***Dream Folks***", we enisioned a digital environment (mobile & desktop) that would enable users to enjoy their experience at airports by taking care of them right from their home to arriving at the destination.

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e-health
skills
shopping

MY ROLE

I led the UX Department for mobile application working in tandem with another UXD and developers in India.

I collaborated with the principle UI Designer of the project as well to deliver the high-fidelity prototype.

AIRPORT HOSPITALITY

TARGET USERS

- premium customers

- loyalty owners for different banks

- possibly anyone who wishes to indulge in the flying experience

CHALLENGE

- why will they use this application?

- who is the primary audience?

- which features do users like the most?

- what are the features that will attract new people?

- how can we simplify a complete workflow?

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APPROACH

- detailed discussion with business partners.

- designed customed user study questionnaire

- conduct user study online

- gather on-field expectations

- create personas

PERSONAS

- **demographic information**
    - age, sex, location, physically challenged

- **psychographic information**
    - interest, social life, personal life, behaviour, professional status

- **source**
    - how did they find us?

- **challenges/story**
    - pain points, why they need help

- **solutions**
    - how do we help them, what advantages do we provide?

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COMPETITORS

- compare features of similar products in the market

- evaluate workflows and designs

- perform a heuristic analysis

- gather on-field expectations

- make a competitive analysis against primary evaluation from user studies

FLIO

龍騰出行
DRAGONPASS

DATA POINTS

|					
			Dream Folks Mobile App		
			Login		
	Part 1	With **Facebook**	With **Google**	With **Registration form (sign up)**	
		User name	User name	First and Last Name	
		Password	Password	Email ID (Verification Required)	
				Phone No. (Verification via OTP)	
				Date of Birth	
				Gender	
				Nationality	
	Part 2		**Required Bank Details**		
		Card type	Card Number	Card expiry date	Name on card	CVV number
		Visa				
		Master card				
			Home Screen (Services)		
			City Name and current temperature		
	Lounge	**Dining**	**Spa**	**Airport Transportation**	**Meet & Greet**
Sort & Filter	Terminal - Pre security, Post security	Terminal - Pre security, Post security	Terminal - Pre security, Post security		
	Offers	Offers	Offers		
	Gate number	Gate number	Gate number		
Service View	Number of lounge	Number of dining options	Number of Spa option	City Name	Airport Name
	Details	Details	Details	To & Fro	Departure/ Arrival
	Offers	Offers	Offers	Flight number	Book
	Amenities	Amenities	Amenities	Date	
	Reviews	Review	Review	Pick up time	
	Purchase Pass/ Member Access/ Discount Coupon	Purchase Pass/ Member Access/ Discount Coupon	Purchase Pass/ Member Access/ Discount Coupon	Type of car	
				Passenger details	
				Email ID	
				phone	
				Number of travelers	
				Number of luggage	
				Book	
Purchase Pass and Booking	One tap booking with confirmation message	One tap booking with confirmation message	One tap booking with confirmation message	One tap booking with confirmation message	One tap booking with confirmation message
	Request CVV /OTP for security	Request CVV /OTP for security	Request CVV /OTP for security	Request CVV /OTP for security	Request CVV /OTP for security

WORK FLOW

After careful review of all the data points that other applications provide along with the needs of the customer mapped out by the sales team, we decided to sketch out the workflow
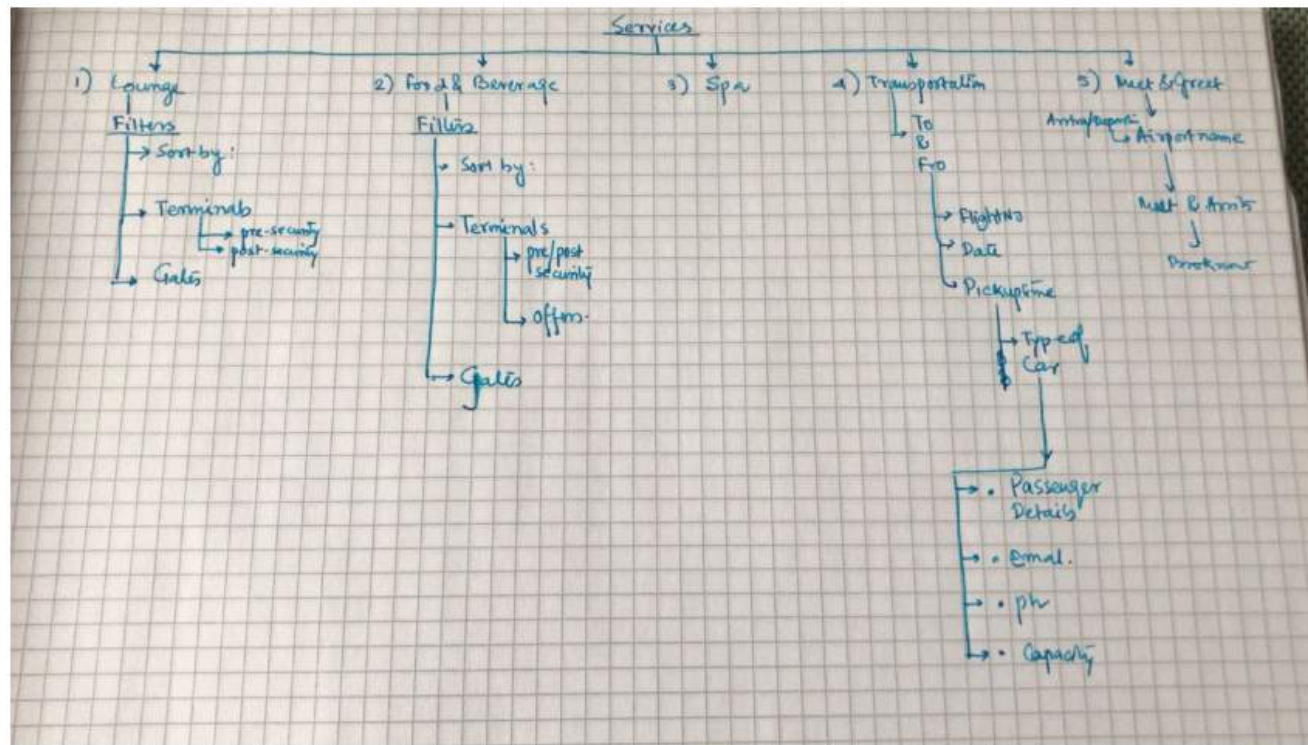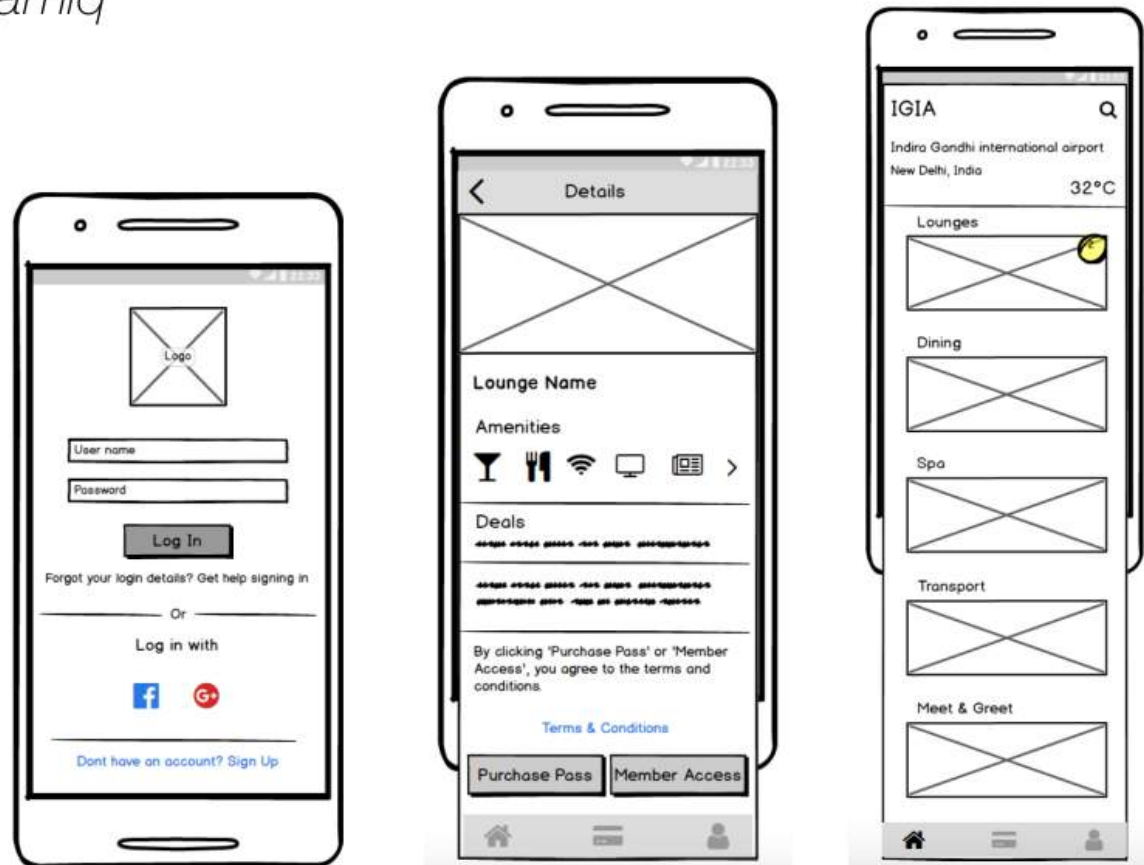
AIRPORT HOSPITALITY

FINAL WORKFLOW
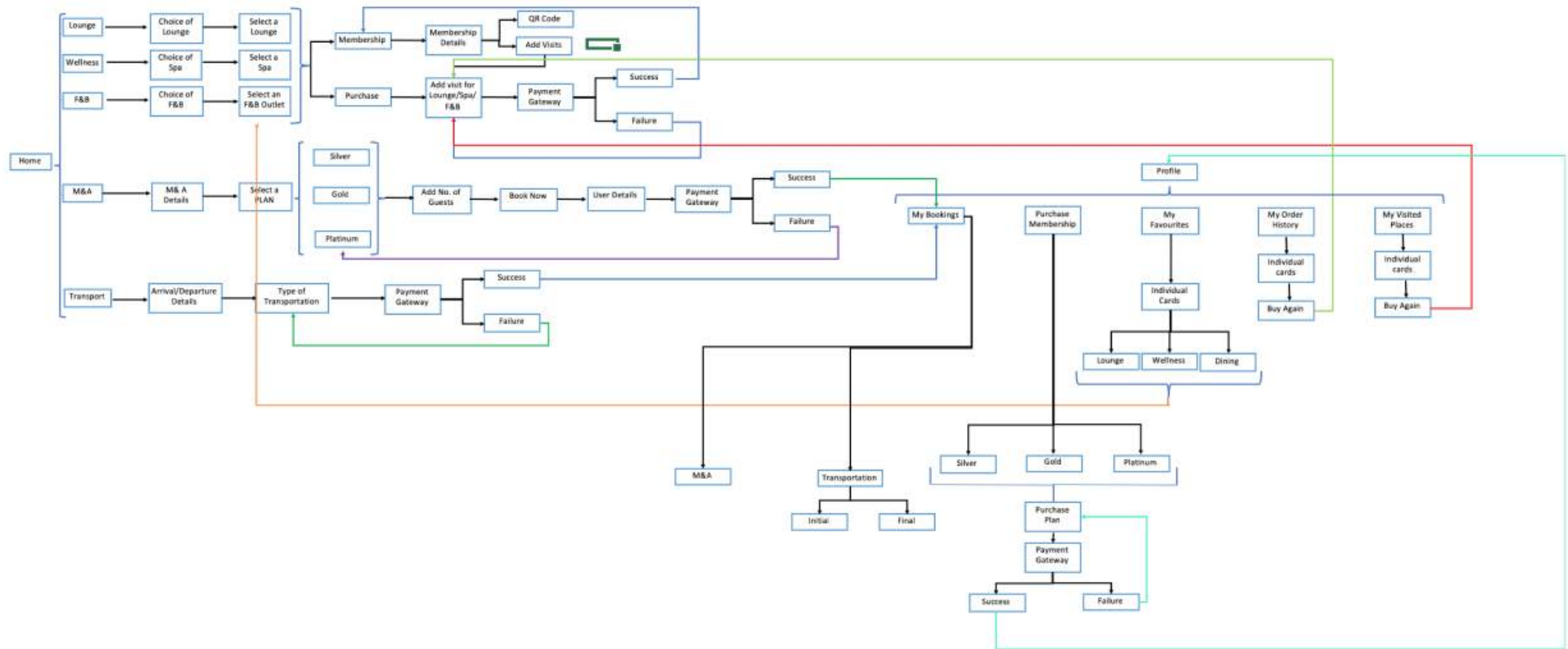
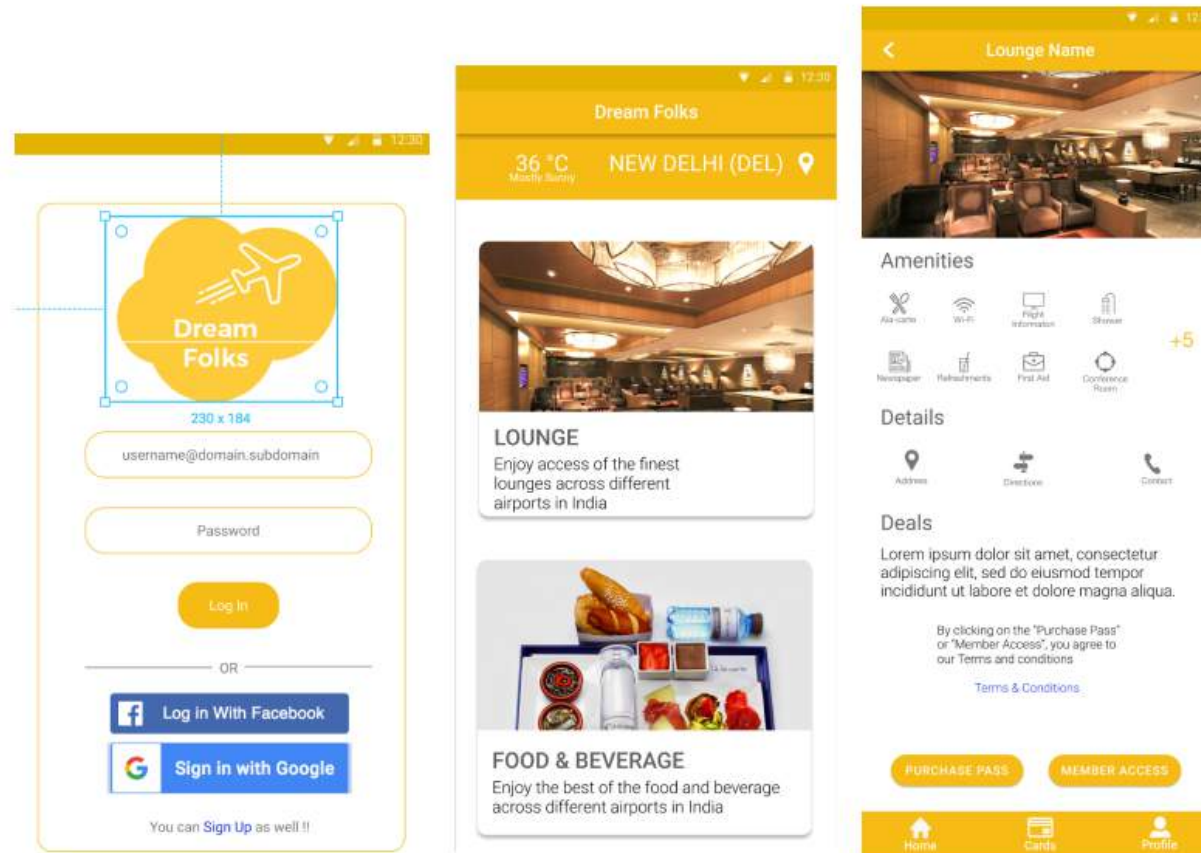# AIRPORT HOSPITALITY

INITIAL WIREFRAMES

Using Balsamiq

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HI-FIDELITY WIREFRAMES

Using Figma

HI-FIDELITY WIREFRAMES

Using Photoshop and Invision

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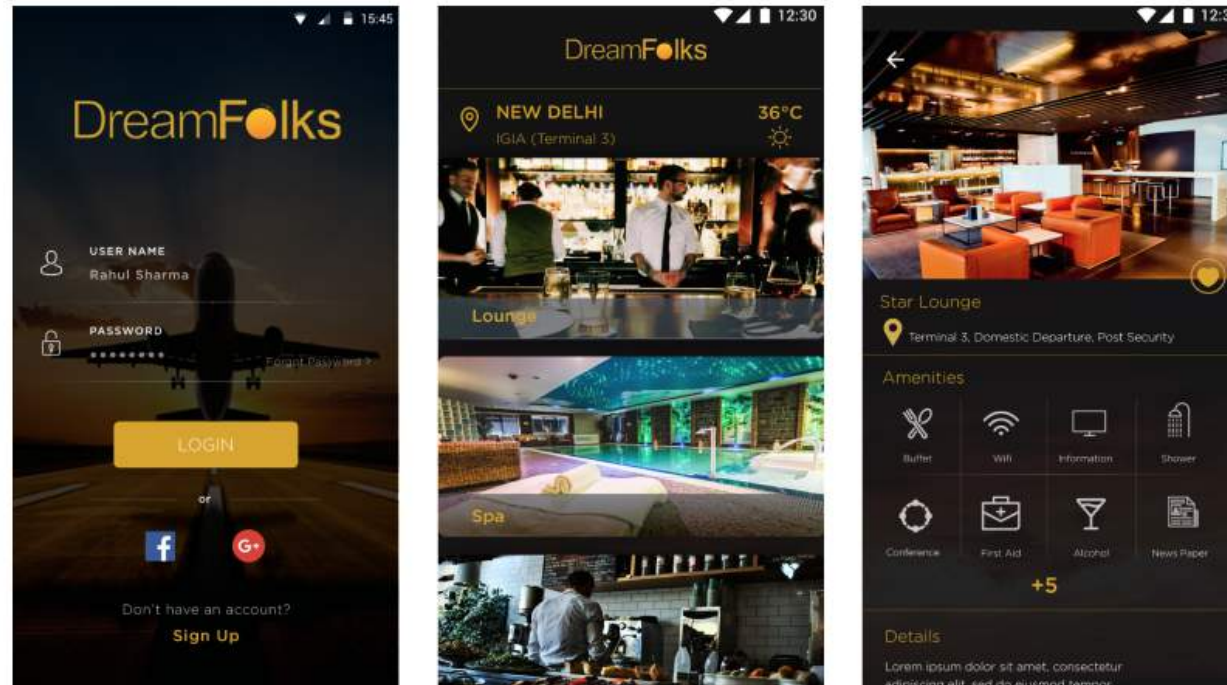
OBJECTIVE

Develop a mobile based application that understands the Indian health care environment and helps in curation of data for better service.

Provides quicker access to previous health care details for pharmacy and doctors

Become a one stop portal for health care information

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MY ROLE

The design and development was planned in two phases. For phase 1, I lead the design team in tandem with one lead developer.

For phase 2, i was assisted by another UXD.

The main goal was to develop the initial product in 3 months.

ELECTRONIC HEALTHCARE

TARGET USERS

- smartphone users

- pictorially educated
  smartphone users

- Non-English literate users

CHALLENGE

- medical terms

- handwritten notes of doctors

- illiteracy yet smartphone literate

- use/curation of paper-based
  medical documents

- curation of medical history

- healthcare education

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ELECTRONIC HEALTHCARE

APPROACH

- observation of human interaction

- note challenges of **doctors**

- note challenges of **pharmacists**

- record user interviews

- understand **objective of business partners**

- realization of the need of l**anguage independency**

- user stories/personas

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ELECTRONIC HEALTHCARE

WORK FLOW & WIRE FRAMES

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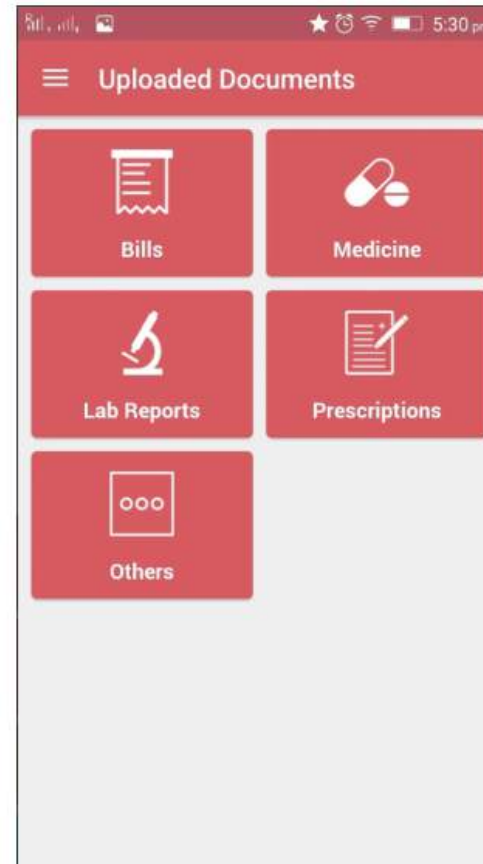
UI ELEMENTS

MY ROLE

As a freelancer, I was involved from initial brain storming session to the first phase of design.

I crafted the architecture, initial workflow and high-fidelity wireframes for them in 2 months time.

CROWD-SOURCED SKILLS

TARGET USERS

- primarily students

- newly moved residents

- lower income groups

CHALLENGE

- availability / need of skills

- *trust*

- motivation for currency-less transactions.

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APPROACH

- detailed user study to **understand needs.**

- note the key **requirements from students**

- talk with the new residents

- user stories/personas

- gamification for self-motivation

CROWD-SOURCED SKILLS

OBJECTIVE

Skill is an extremely precious commodity. It drives society and it enables us to work for a living.

But everything should not be associated with currency.

The objective of this application was to enable a sense of community by sharing skills instead of paying someone for some work.
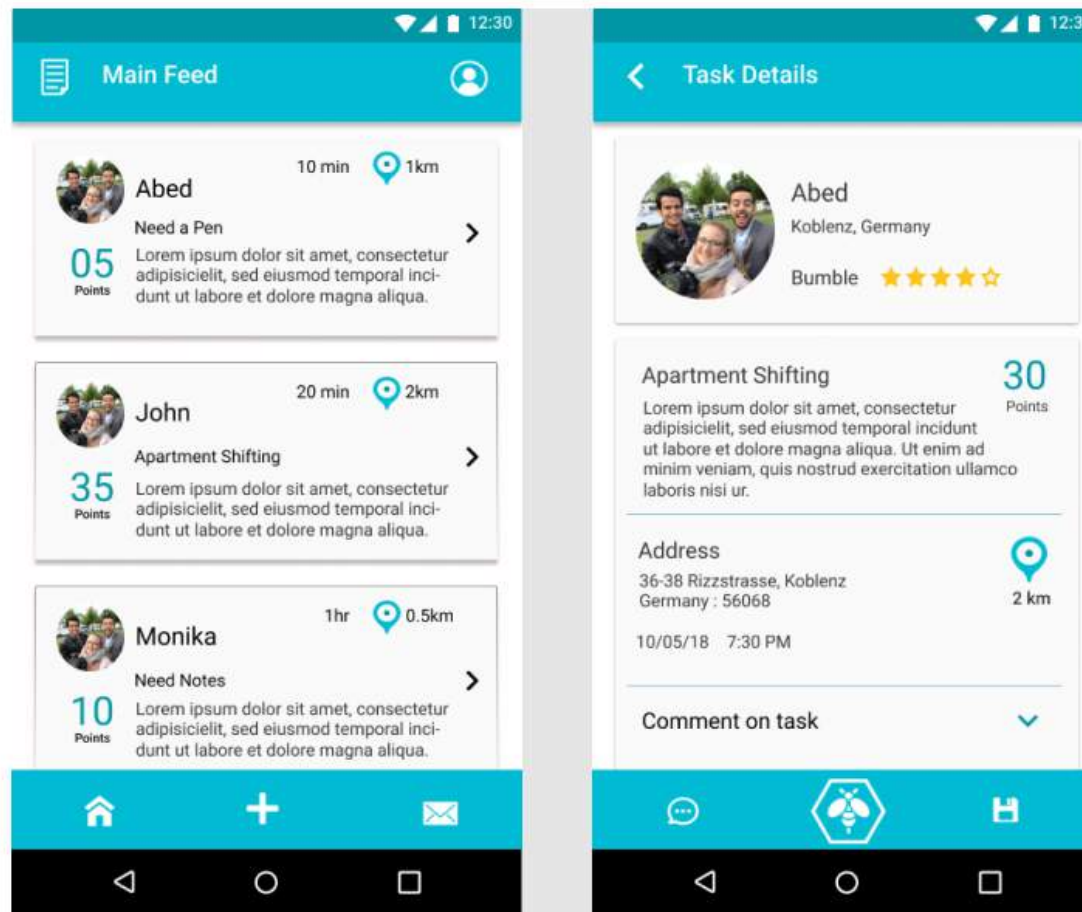
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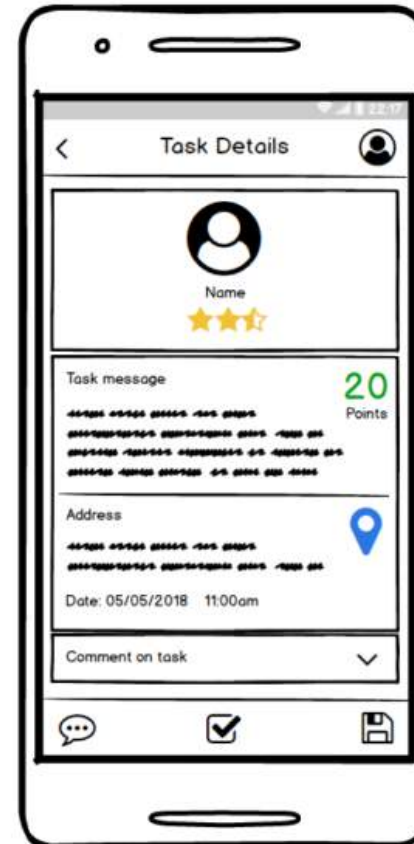
WIREFRAMES

CROWD-SOURCED SKILLS

HIGH-FIDELITY WIREFRAMES

airport
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OBJECTIVE

The better the deal, the more the footfalls for shopping!

But how do we know about deals and their location?

We aimed at creating a B2C hyper-local platform where users can get information about deals within a range of their current location, or select a location and get a list of deals around that area.

MY ROLE

I was assigned to work on the tentative idea and develope reaction points along with initial wireframes.

The task was mostly to identify how quickly users can access data about deals and business can push deals for the user.

APPROACH

- understand merchant needs

- understand the business from aggregators

-challenges faced by customers

- limited promotion and target audience identification

TARGET USERS | CHALLENGE

TARGET USERS

- smart phone users

- deal seekers

- students

- aggregators

CHALLENGE

- affordability

- ***availability at location***

- deal periods

HAND DRAWN WIREFRAMES

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