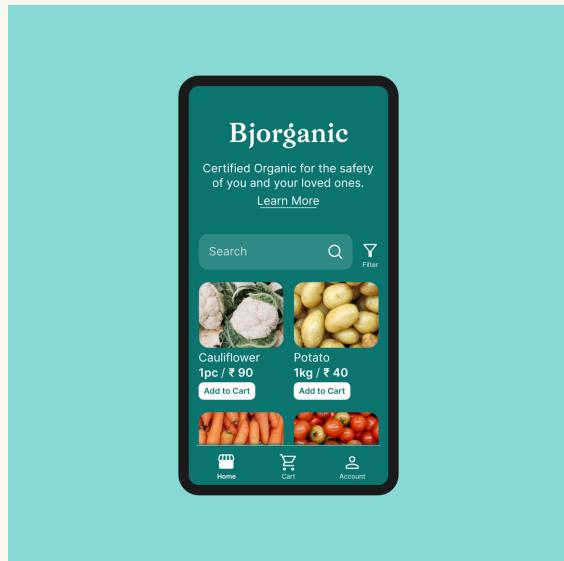


Portfolio

Pranab Lawrence Ekka Dasgupta

Resumé: pranabekka.github.io/resume ↗

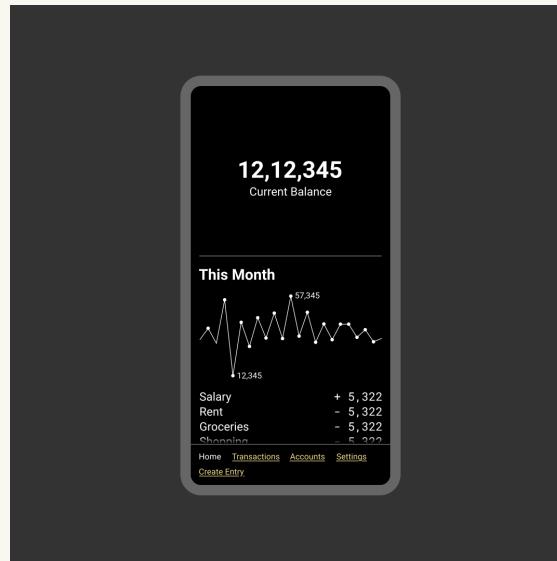
Contact: pranabekka@gmail.com ↗



Ecommerce App

My vision of a beautiful yet practical UI design for a grocery website

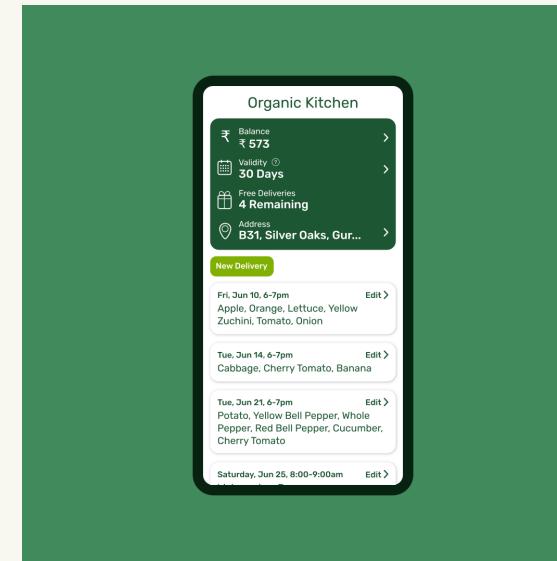
Page 05 →



Accounts App

Experiments with a rigid text-based interface for power users.

Page 08 →



Subscription Redesign

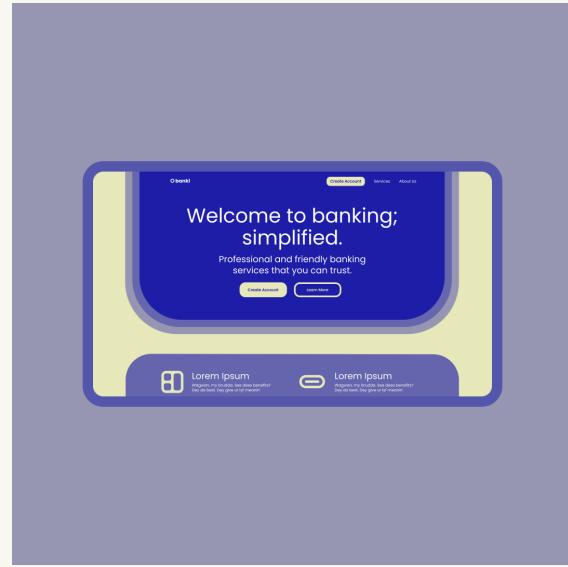
How I redesigned the entire UX and UI of the main subscription offering at Prasuk Organics (now Organic Kitchen)

Page 11 →

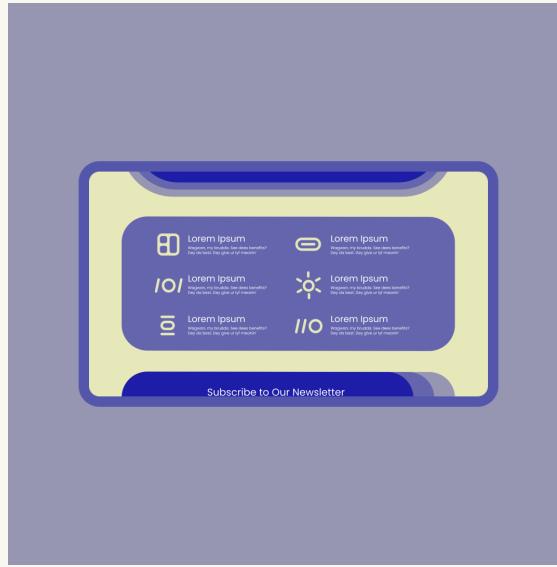
Mini Projects

Page 01

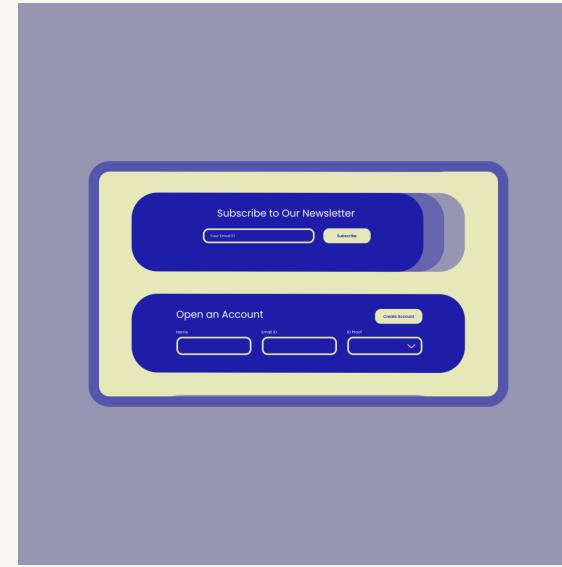
Smaller or ongoing projects where I try out ideas that catch my fancy.



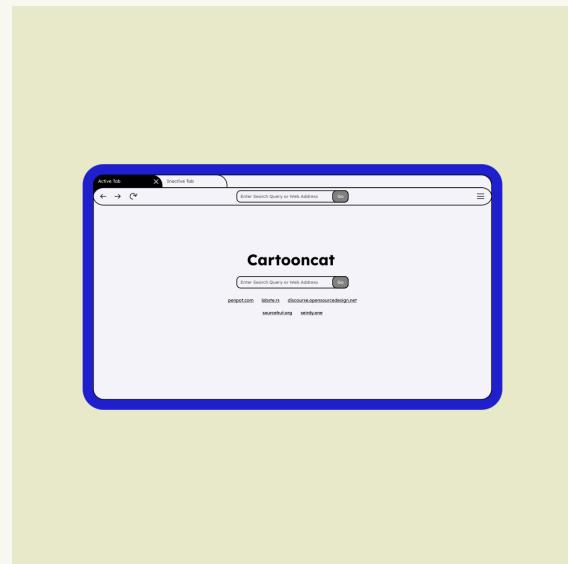
Blue+Yellow Ripple Effect (1/3)



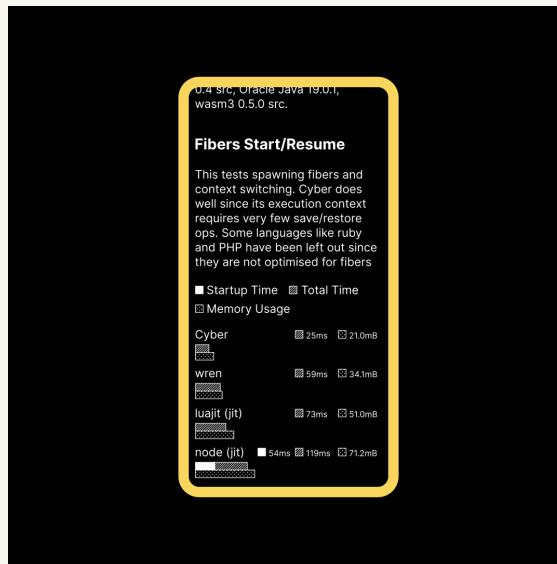
Blue+Yellow Ripple Effect (2/3)



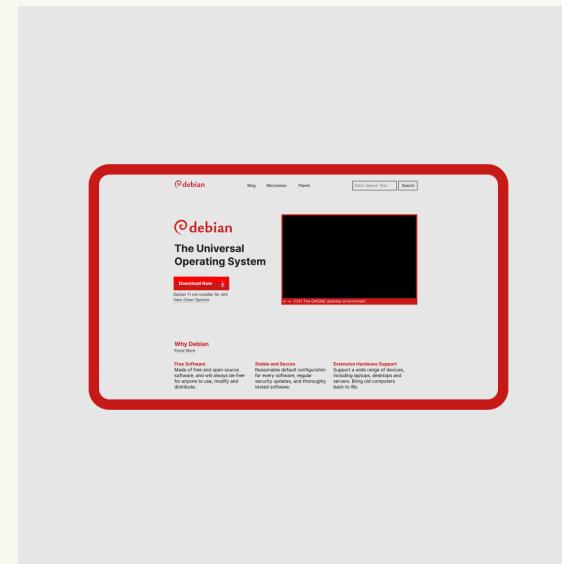
Blue+Yellow Ripple Effect (3/3)



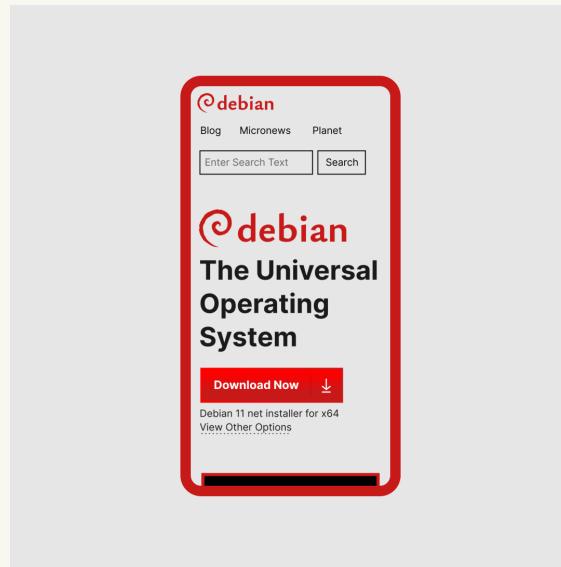
Cartoon UI



Data Visualisation - Cyberscript



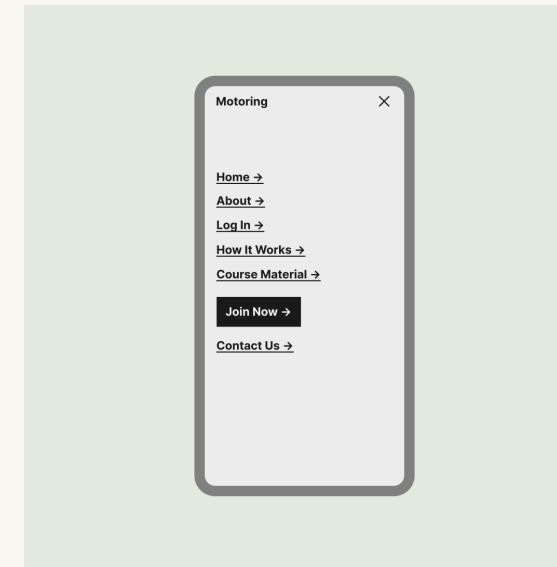
Gradient+Outline Button (1/2)



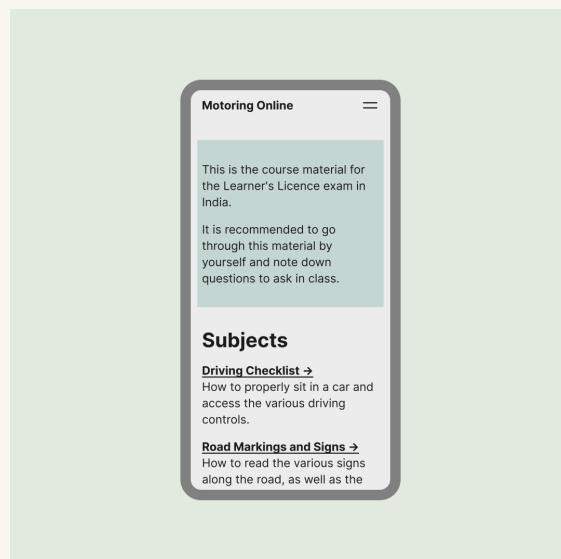
Gradient+Outline Button (2/2)



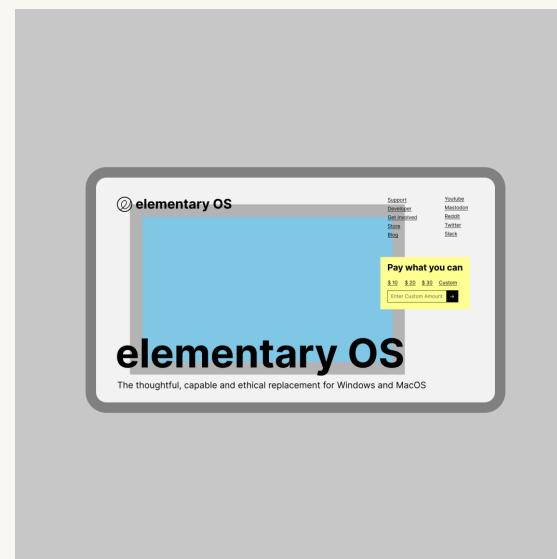
Driving School (1/3) - Home



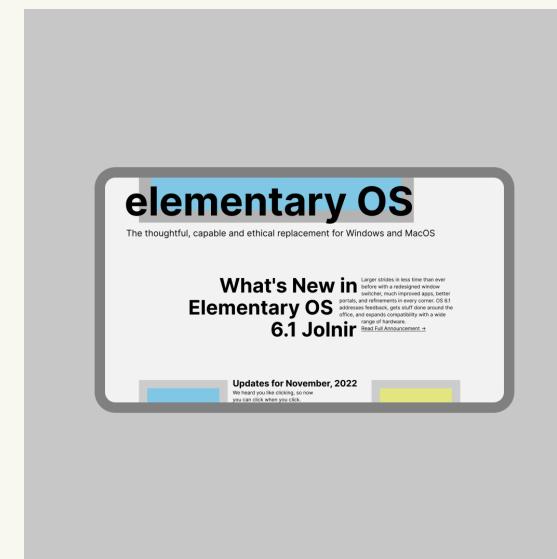
Driving School (2/3) - Menu



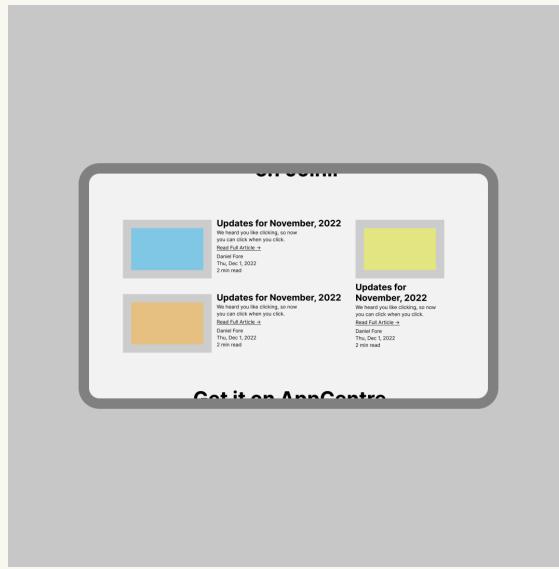
Driving School (3/3) - Learn



Swiss Poster Style Website (1/4)



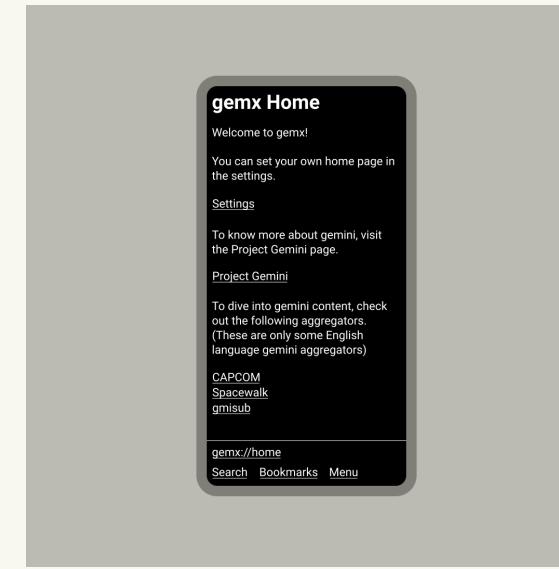
Swiss Poster Style Website (2/4)



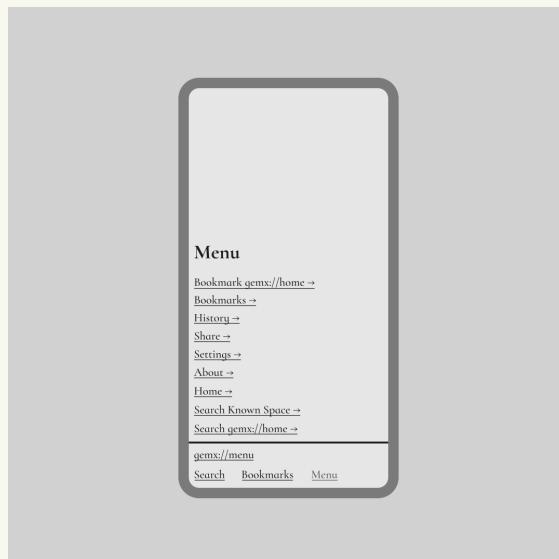
Swiss Poster Style Website (3/4)



Swiss Poster Style Website (4/4)



Themeable Text Browser (1/4)



Themeable Text Browser (2/4)



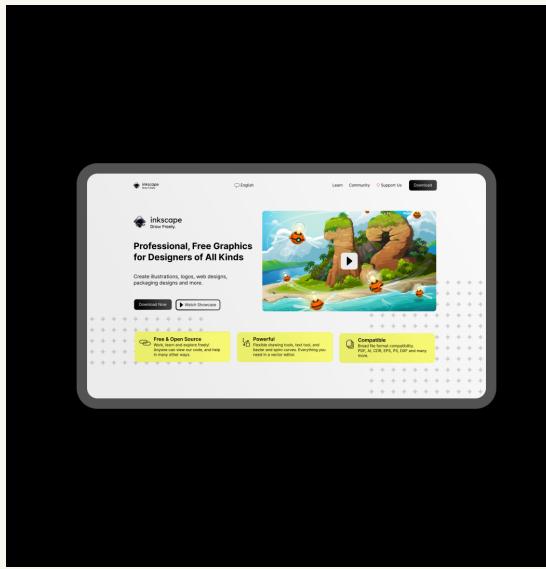
Themeable Text Browser (3/4)



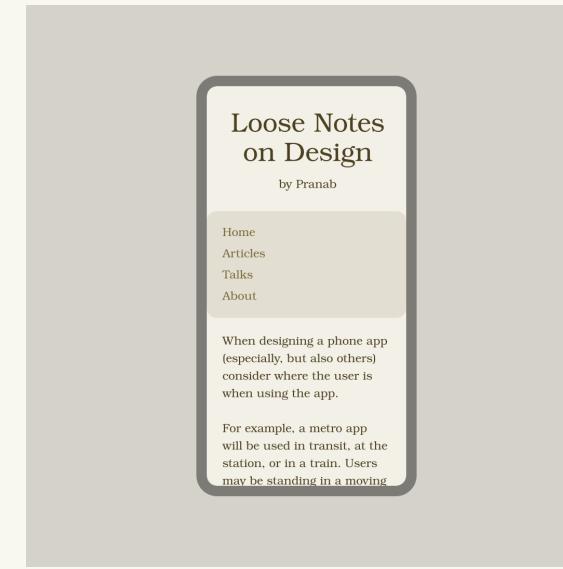
Themeable Text Browser (4/4)



Non-Ecommerce Web-App UI



Contemporary Website Design



Pastel Blog Theme

Notes

Blue+Yellow Ripple Effect

Playing with the ripple/transparency effect

Cartoon UI

Browser UI implemented with exaggerated rounding and colours.

Gradient+Outline Button

Experimenting with older style 3D buttons. Works well in moderation.

Driving School

The UI and UX I wish my driving school had.

Swiss Poster Style Website

A website themed after posters from the Swiss/International Typographic Style.

Themeable Text Browser

A text-based browser for the text-based gemini protocol (an alternative world wide web).

Non-Ecommerce Web-App UI

Seeing how I fare with creating a desktop app with lots of unique buttons and other elements.

Contemporary Website Design

Trying to recreate a website in the popular style. (I know I have a bias for weird text based interfaces)

Pastel Blog Theme

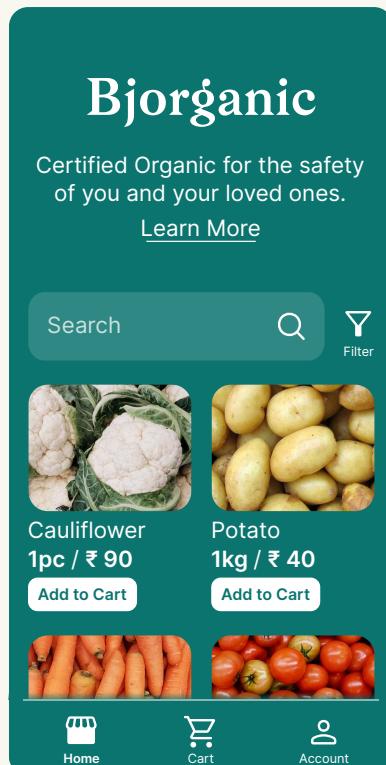
A pleasant and minimal theme for a personal website.

Ecommerce App

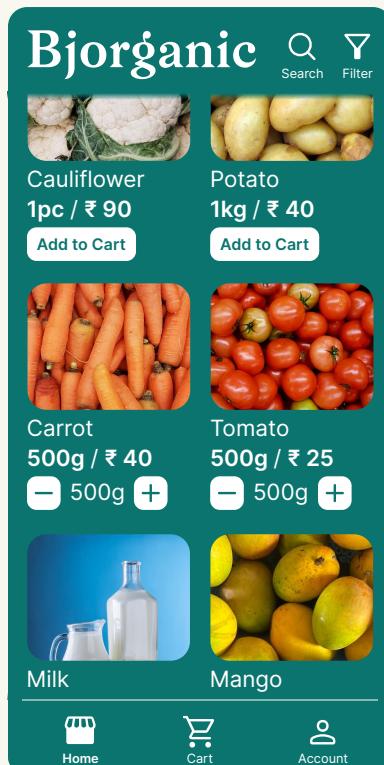
My vision for an online grocery store after working at one for over a year—an attempt to blend consistent, clear and accessible UI design with practical business needs.

Basic User Flow

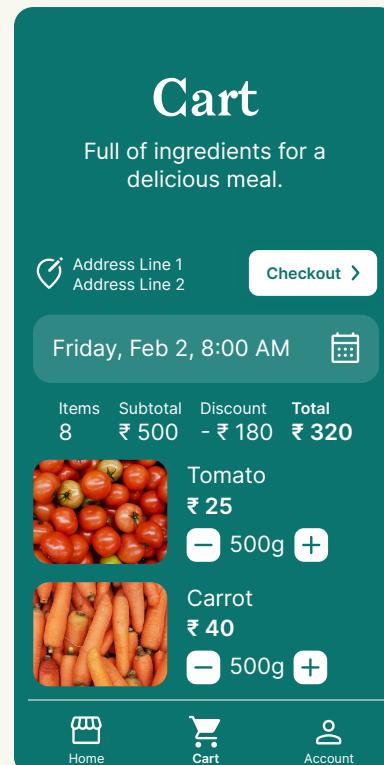
- Browse products
- Add to Cart
- Review Cart
- Make Payment
- View Summary & Updates



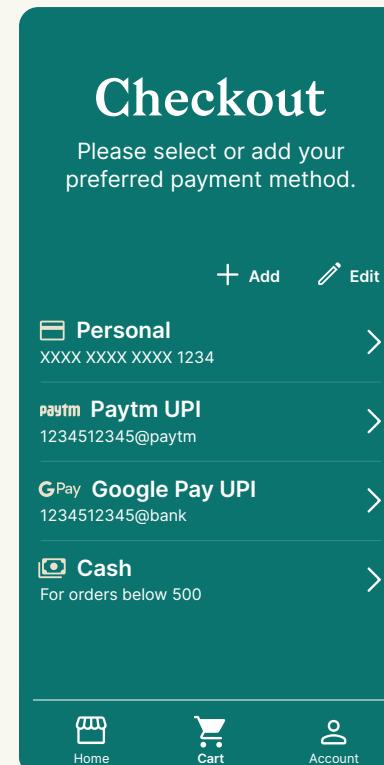
Browse Products



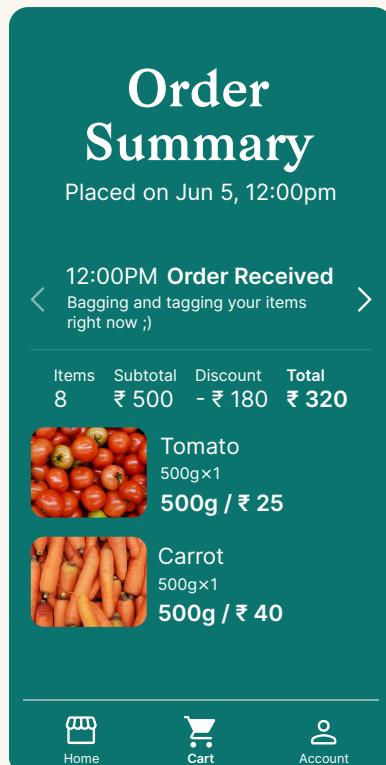
Add to Cart



Review Cart



Make Payment



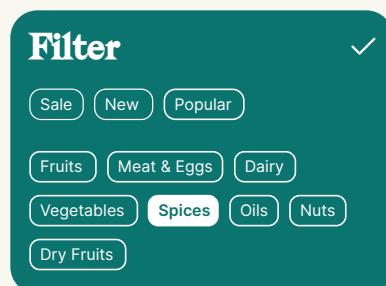
View Updates

Filter & Search

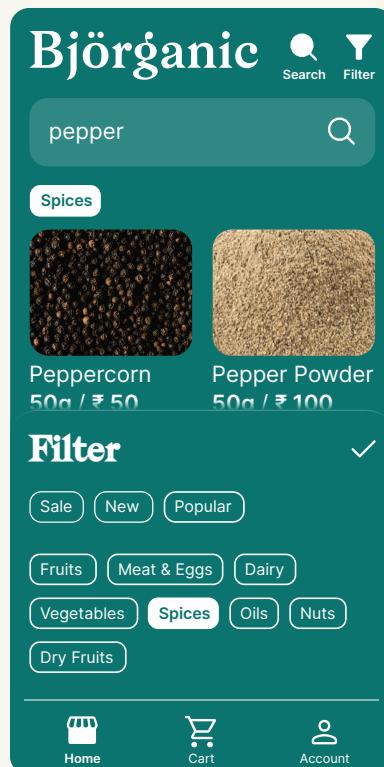
Search and filter products by category, discounts, recently introduced, etc.



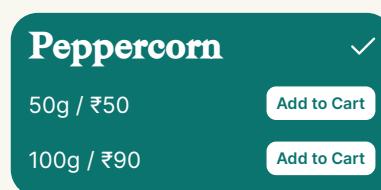
Search



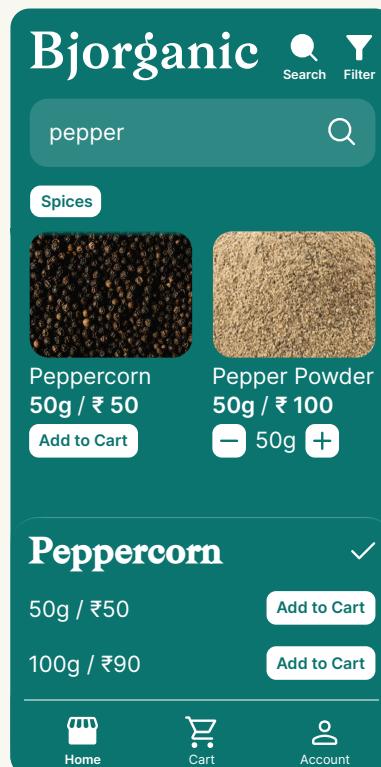
Filter



Filter your Search Results



Pop-up for Multiple SKUs



Screen with Multi-SKU Pop-up

Multiple SKUs

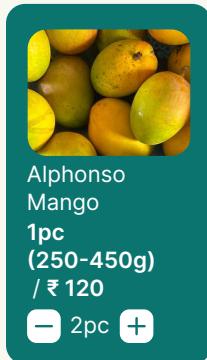
Support for products in various pack-sizes/SKUs (Stock Keeping Units).

Dynamic (unit aware) price and quantity display, and detailed breakdown in cards for Order Summary page.

In the example below, one unit of 50g is selected, and another unit of 100g. Cards show total quantity of 150g selected, instead of simply showing 2 units. Card for order summary (bottom right) shows full breakdown.



Top Right: Selected Units ; Top Left: Display in Store ; Bottom Left: Display in Cart ; Bottom Right: Display in Order Summary



Long Names in Cards

Line wrapping to fit long product names, with rules for long quantity/price units as well.

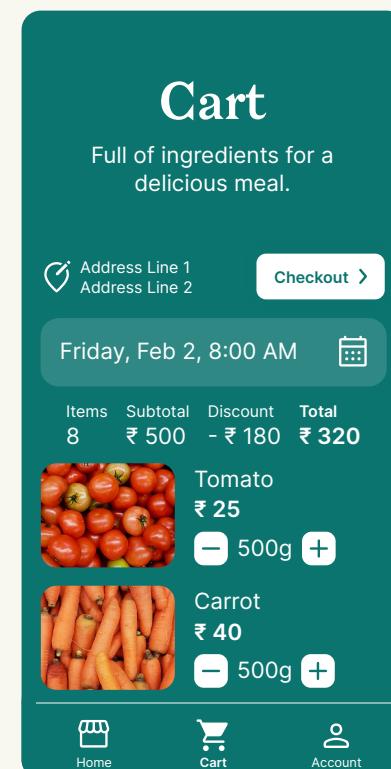
Sale/New Product Badges



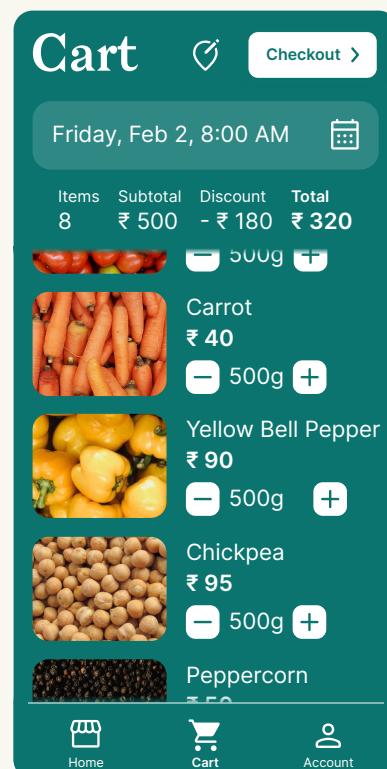
Custom Badges for Products

Dynamic Headers

More reachable buttons for one hand usage. Moves out of the way for more information.

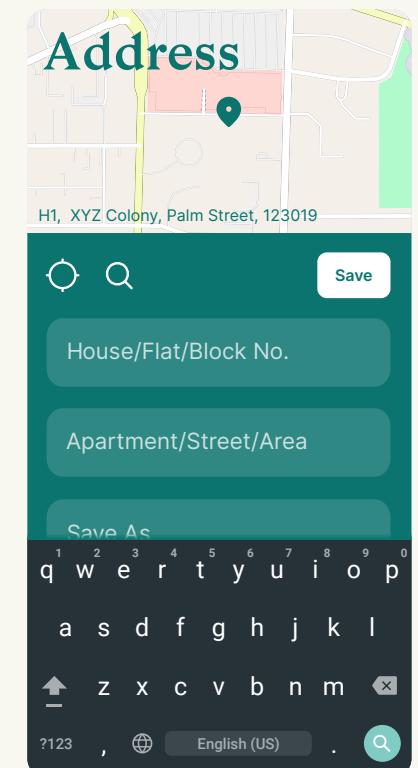


Lowered Buttons for Easier Reach



Collapsed Header for More Information

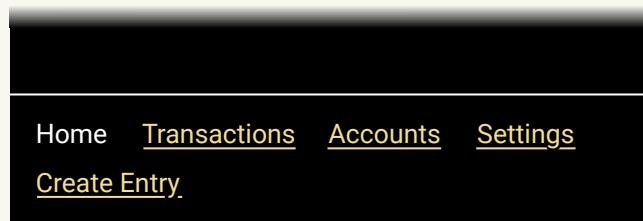
Add/Edit Address



Add/Edit Address

Accounts App

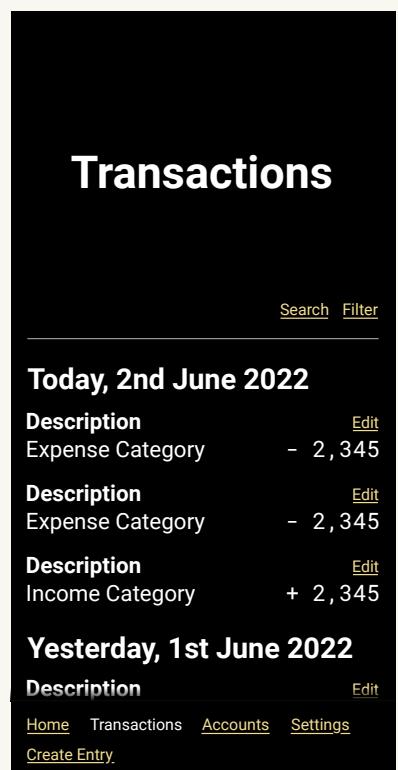
A simple app to track your income and expenses, with the design goal of a minimal text based interface, and clear highlights for actionable items.



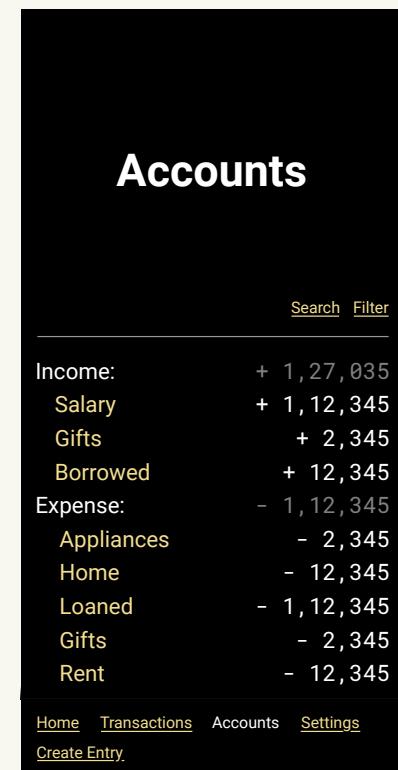
Navigation Bar



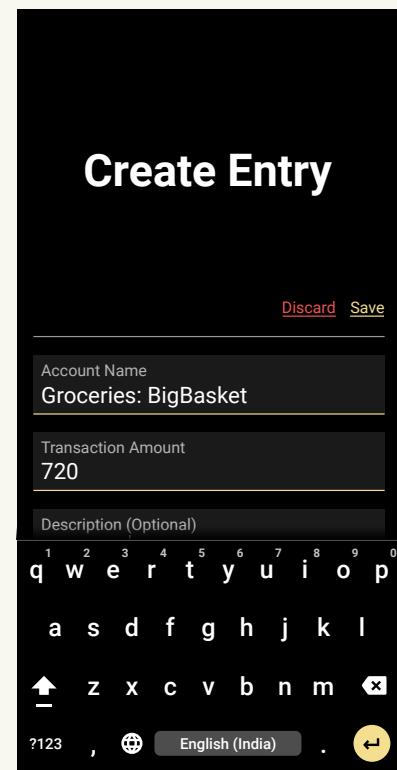
'Home' Page



'Transactions' Page



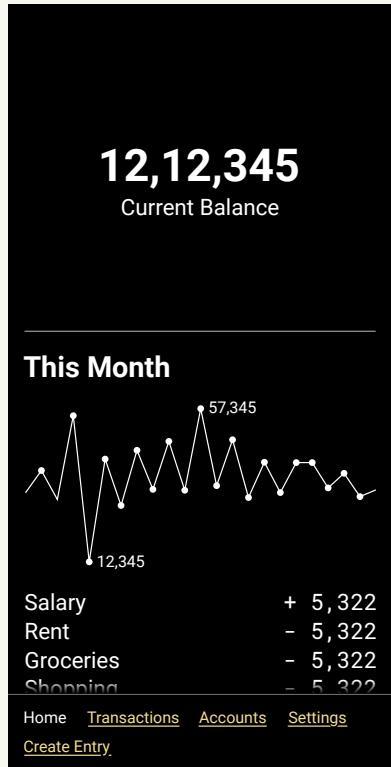
'Accounts' Page



'Create Entry' Page

'Home' Page

Get an overview of your current balance, recent transactions, and top accounts.



'Home' Page

'Transactions' Page

Get a history of all your transactions, and search and filter easily.

Transactions

[Search](#) [Filter](#)

Today, 2nd June 2022

Description	Edit
Expense Category	- 2,345

Description	Edit
Expense Category	- 2,345

Description	Edit
Income Category	+ 2,345

Yesterday, 1st June 2022

Description	Edit
--------------------	----------------------

[Home](#) [Transactions](#) [Accounts](#) [Settings](#)
[Create Entry](#)

'Transactions' Page

Transactions

[Search](#) [Filter](#)

Search

Today, 2nd June 2022

Description	Edit
Expense Category	- 2,345

Description	Edit
Expense Category	- 2,345

[Home](#) [Transactions](#) [Accounts](#) [Settings](#)
[Create Entry](#)

'Transactions' Page with Search interface open

Transactions

[Search](#) [Filter](#)

Amount Above <input type="text" value="35"/>	Amount Below <input type="text" value="1,12,000"/>
--	--

Date From <input type="text" value="2018-12-14"/>	Date Till <input type="text" value="2022-08-01"/>
---	---

Accounts <input type="text" value="All"/>

Today, 2nd June 2022

Description	Edit
Expense Category	- 2,345

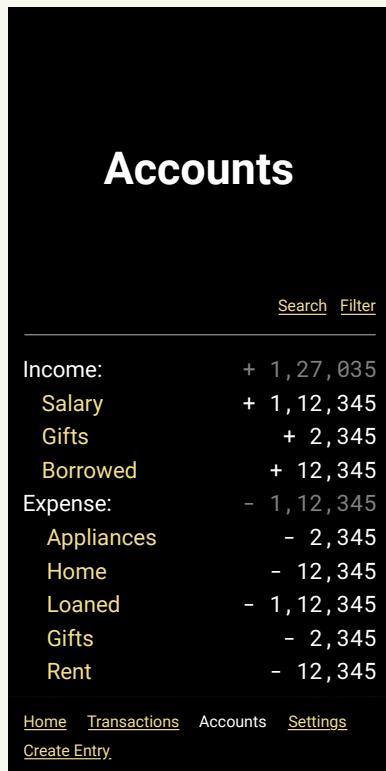
Description	Edit
Expense Category	- 2,345

[Home](#) [Transactions](#) [Accounts](#) [Settings](#)
[Create Entry](#)

'Transactions' Page with Filter interface open

'Accounts' Page

Get an overview of your accounts, filter and search through them, and edit them easily.



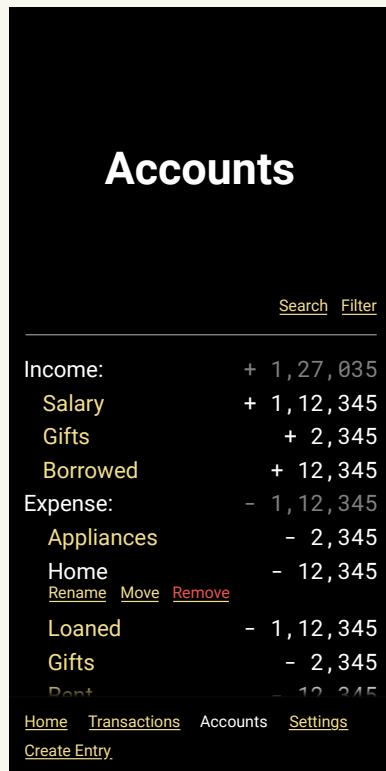
Accounts

Search Filter

Income:	+ 1,27,035
Salary	+ 1,12,345
Gifts	+ 2,345
Borrowed	+ 12,345
Expense:	- 1,12,345
Appliances	- 2,345
Home	- 12,345
Loaned	- 1,12,345
Gifts	- 2,345
Rent	- 12,345

Home Transactions Accounts Settings
Create Entry

'Accounts' Page



Accounts

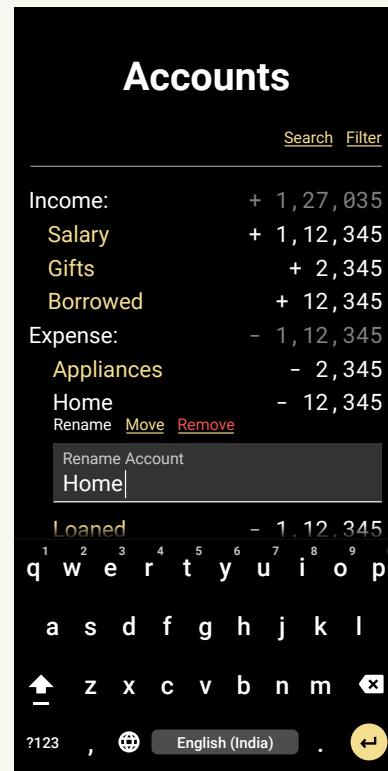
Search Filter

Income:	+ 1,27,035
Salary	+ 1,12,345
Gifts	+ 2,345
Borrowed	+ 12,345
Expense:	- 1,12,345
Appliances	- 2,345
Home	- 12,345
Renome Move Remove	
Rename Account	
Home	

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ↻
?123 , ⓘ English (India) . ↻

Home Transactions Accounts Settings
Create Entry

'Accounts' Page with Edit options for 'Home' Account



Accounts

Search Filter

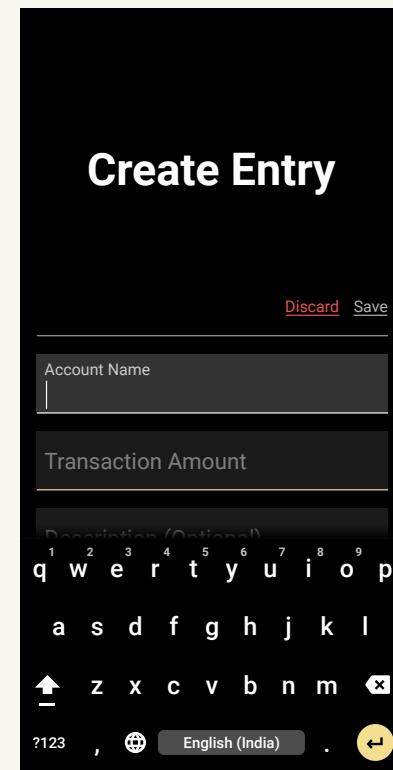
Income:	+ 1,27,035
Salary	+ 1,12,345
Gifts	+ 2,345
Borrowed	+ 12,345
Expense:	- 1,12,345
Appliances	- 2,345
Home	- 12,345
Rename Move Remove	
Rename Account	
Home	

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ↻
?123 , ⓘ English (India) . ↻

'Accounts' Page with Rename interface for 'Home' Account

'Create Entry' Page

Add transactions with smart suggestions and autocomplete based on your accounts and previous transactions.



Create Entry

Discard Save

Account Name
Groceries: BigBasket

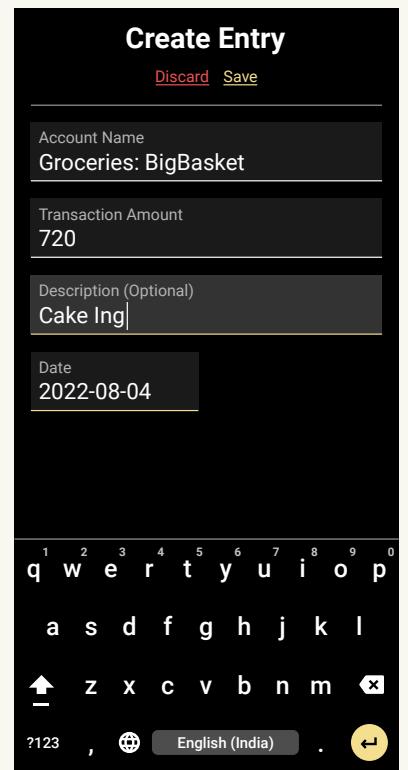
Transaction Amount
720

Description (Optional)
Cake Ing|

Date
2022-08-04

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ↻
?123 , ⓘ English (India) . ↻

'Create Entry' Page with 'Account Name' input selected



Create Entry

Discard Save

Account Name
Groceries: BigBasket

Transaction Amount
720

Description (Optional)
Cake Ing|

Date
2022-08-04

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ↻
?123 , ⓘ English (India) . ↻

'Create Entry' Page with data filled in and 'Description' input selected

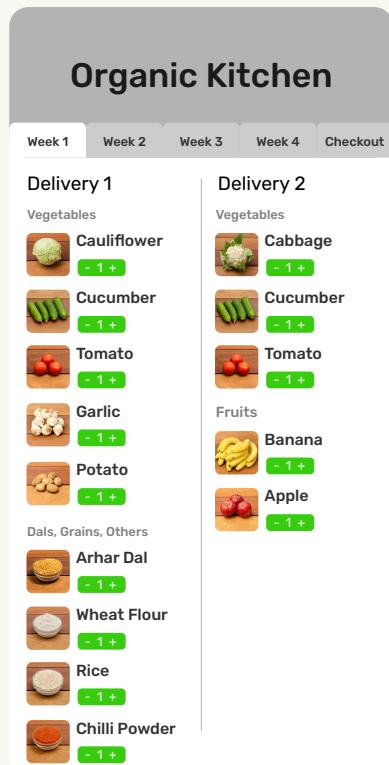
Subscription Redesign

Redesign for the 'Organic Kitchen' subscription service for 'Prasuk Organics', where I went beyond the initial brief to identify and solve core user issues.

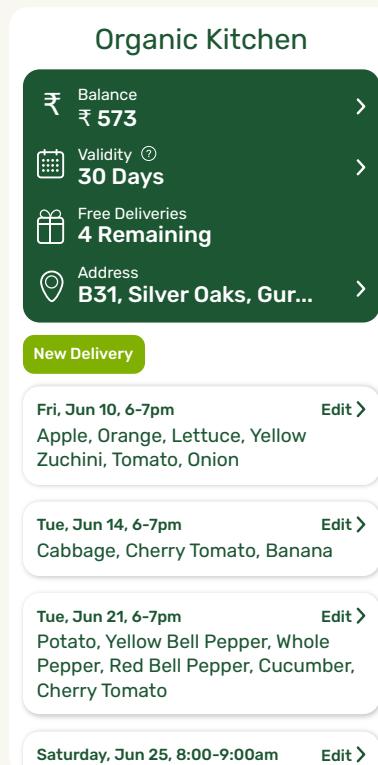
Organic Kitchen

Organic Kitchen included 4 weeks' groceries, planned and paid for in advance, with a heavy discount and cashback.

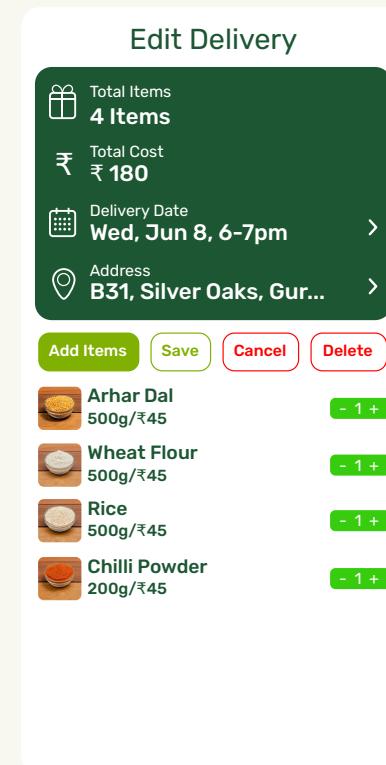
The deliveries were split into 2 per week, and after editing and checking out, all the orders would be placed.



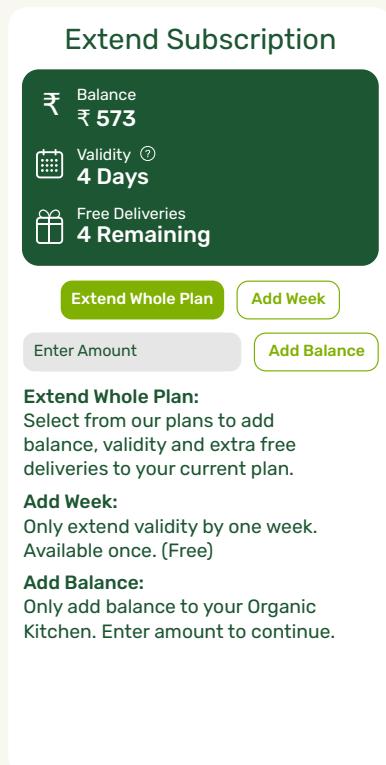
Old Design



Redesign: Main Page



Redesign: Edit Order



Redesign: Extend Plan

Extend Subscription



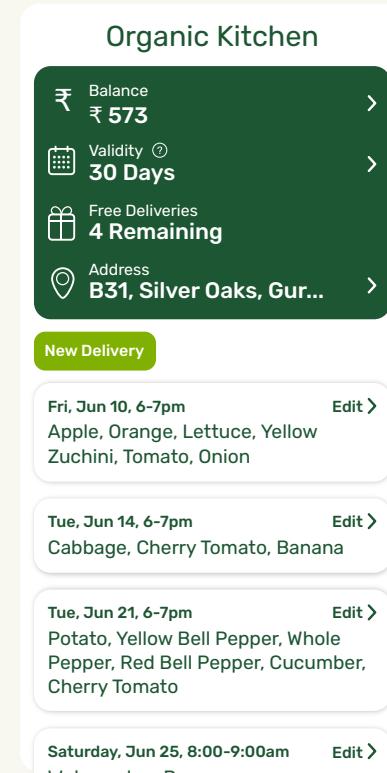
Extend Whole Plan: Select from our plans to add balance, validity and extra free deliveries to your current plan.

Add Week: Only extend validity by one week. Available once. (Free)

Add Balance: Only add balance to your Organic Kitchen. Enter amount to continue.

The Issue

You could review and edit the items in the order before checkout, but after that you could not add/remove items, postpone/cancel a delivery (if you were unavailable), or change the address.



Organic Kitchen

₹ Balance ₹ 573

Validity 30 Days

Free Deliveries 4 Remaining

Address B31, Silver Oaks, Gur...

New Delivery

Fri, Jun 10, 6-7pm Edit >
Apple, Orange, Lettuce, Yellow Zucchini, Tomato, Onion

Tue, Jun 14, 6-7pm Edit >
Cabbage, Cherry Tomato, Banana

Tue, Jun 21, 6-7pm Edit >
Potato, Yellow Bell Pepper, Whole Pepper, Red Bell Pepper, Cucumber, Cherry Tomato

Saturday, Jun 25, 8:00-9:00am Edit >

Redesign: Main Page

The main page includes overall details about your plan, such as remaining balance, validity, and free deliveries.



₹ Balance ₹ 573

Validity 30 Days

Free Deliveries 4 Remaining

Address B31, Silver Oaks, Gur...

Plan Details

Fri, Jun 10, 6-7pm Edit >
Apple, Orange, Lettuce, Yellow Zucchini, Tomato, Onion

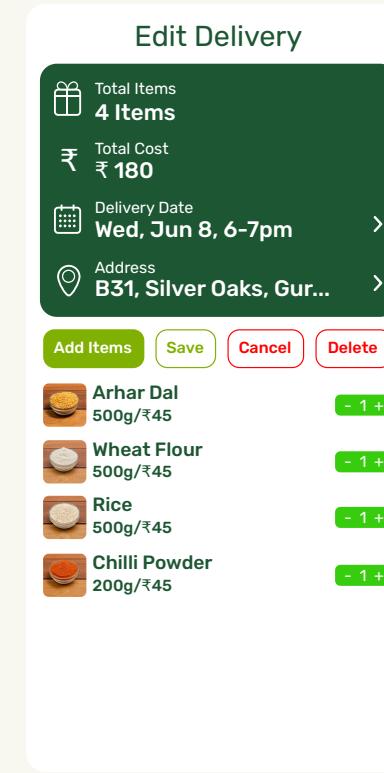
Fri, Jun 10, 6-7pm Edit >
Apple, Orange, Lettuce, Yellow Zucchini, Tomato, Onion

Order Summary Card

Any orders you place will show in a card with a summary of it.

The Fix

The new design just adds balance to your subscription. You can create and edit deliveries from the main screen until you run out of balance. Even the address can be edited, and the plan can also be easily extended.



Edit Delivery

Total Items 4 Items

₹ Total Cost ₹ 180

Delivery Date Wed, Jun 8, 6-7pm

Address B31, Silver Oaks, Gur...

Add Items Save Cancel Delete

Arhar Dal 500g/₹45 - 1 +

Wheat Flour 500g/₹45 - 1 +

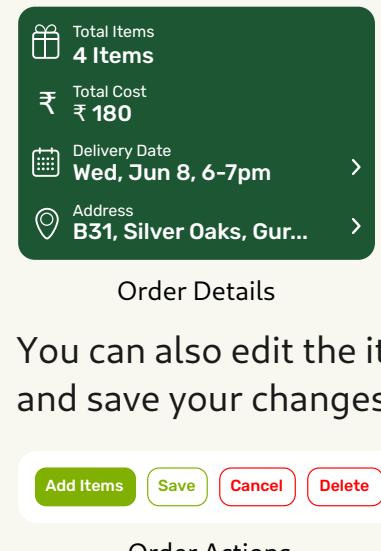
Rice 500g/₹45 - 1 +

Chilli Powder 200g/₹45 - 1 +

Order Actions

Redesign: Edit Order

The delivery page includes a summary of items and cost, and buttons to change the delivery date and address.



Total Items 4 Items

₹ Total Cost ₹ 180

Delivery Date Wed, Jun 8, 6-7pm

Address B31, Silver Oaks, Gur...

Add Items Save Cancel Delete

Redesign: Order Actions

You can also edit the items and save your changes.