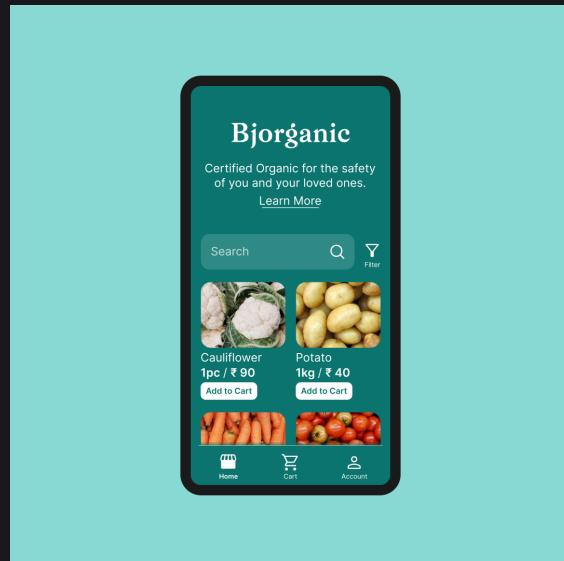


# Portfolio

Pranab Lawrence Ekka Dasgupta

Resumé: [pranabekka.github.io/resume](http://pranabekka.github.io/resume) ↗

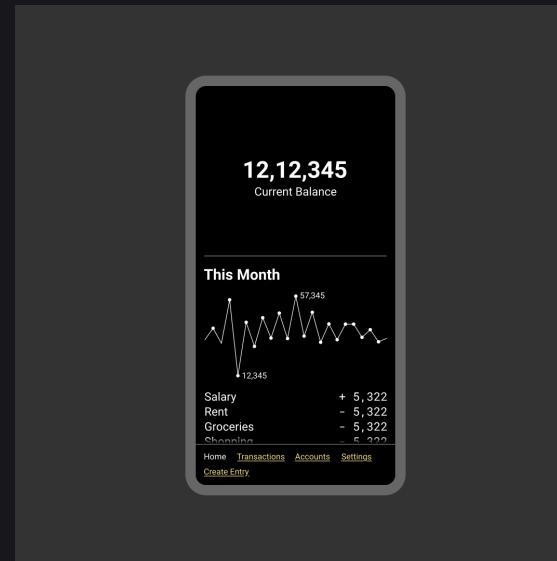
Contact: [pranabekka@gmail.com](mailto:pranabekka@gmail.com) ↗



## Ecommerce App

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

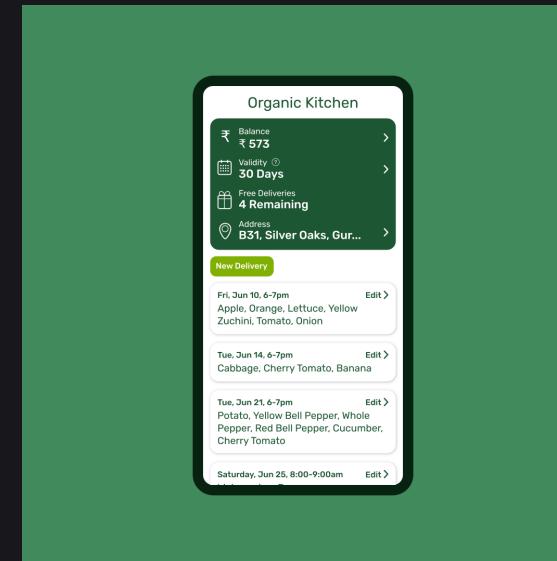
[Page 05 →](#)



## Accounts App

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

[Page 08 →](#)



## Subscription Redesign

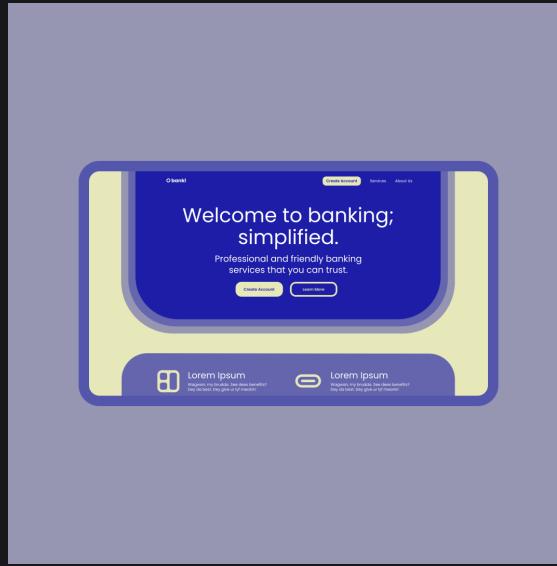
How I redesigned the entire UX and UI of the main subscription offering at Prasuk Organics (now Organic Kitchen)

[Page 11 →](#)

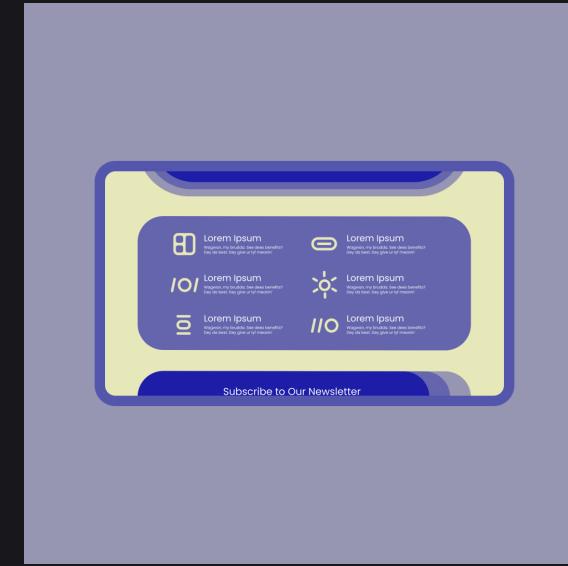
# Mini Projects

Page 01

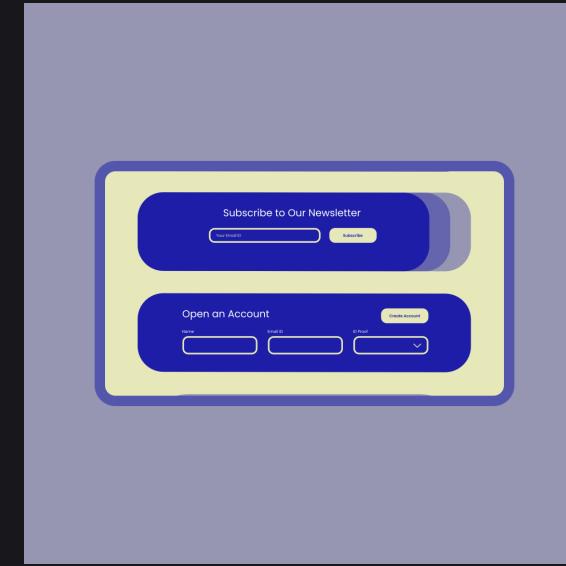
Smaller or ongoing projects where I try out ideas that catch my fancy.



Blue+Yellow Ripple Effect (1/3)



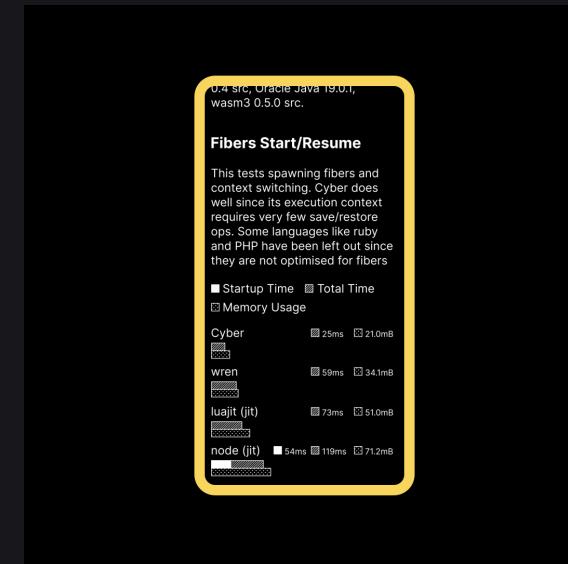
Blue+Yellow Ripple Effect (1/3)



Blue+Yellow Ripple Effect (1/3)

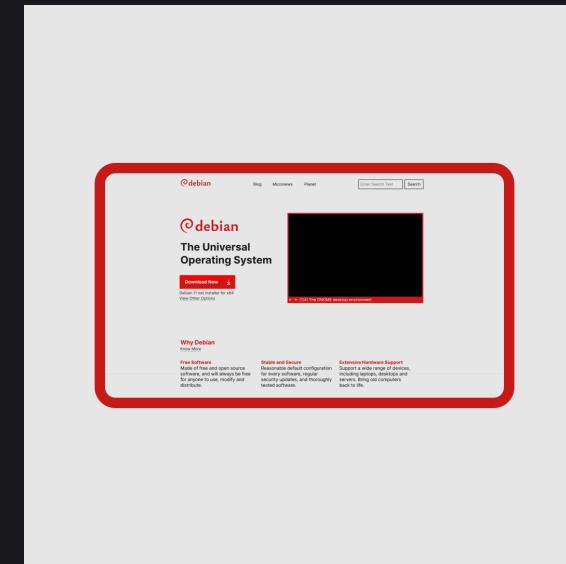


Cartoon UI

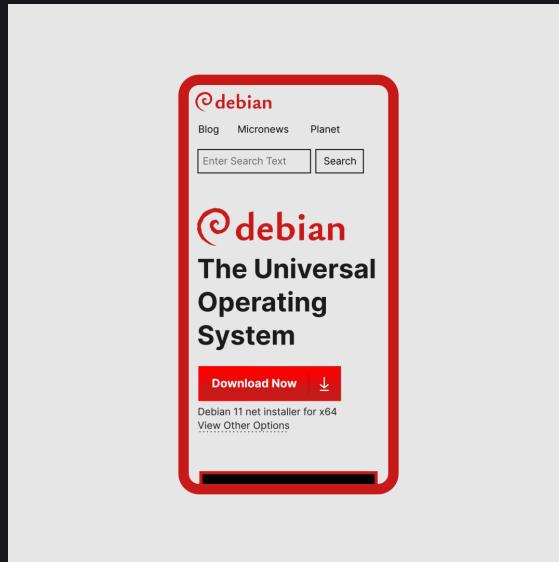


0.4 src: Oracle Java 19.0.1, wasm3 0.5.0 src.		
Fibers Start/Resume		
This tests spawning fibers and context switching. Cyber does well since its execution context requires very few save/restore ops. Some languages like ruby and PHP have been left out since they are not optimised for fibers	■ Startup Time	■ Total Time
	■ Memory Usage	
Cyber	25ms	21.0mB
wren	59ms	34.1mB
luzjit (jit)	73ms	51.0mB
node (jit)	54ms	71.2mB

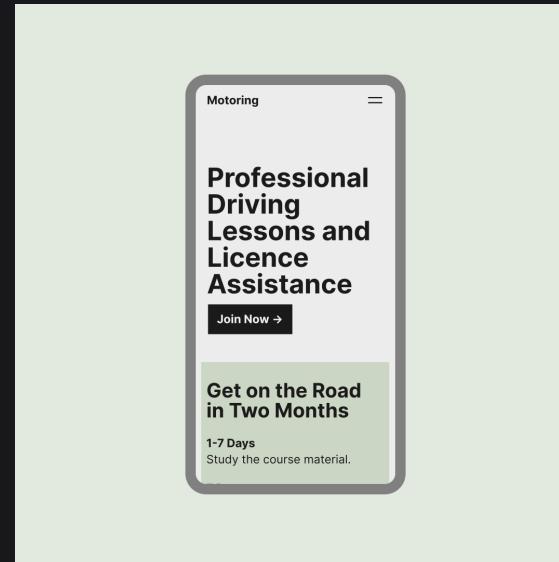
Data Visualisation - Cyberscript



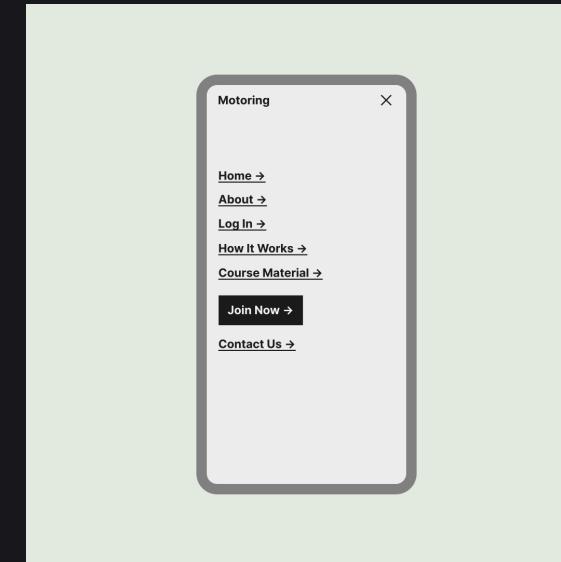
Gradient+Outline Button (1/2)



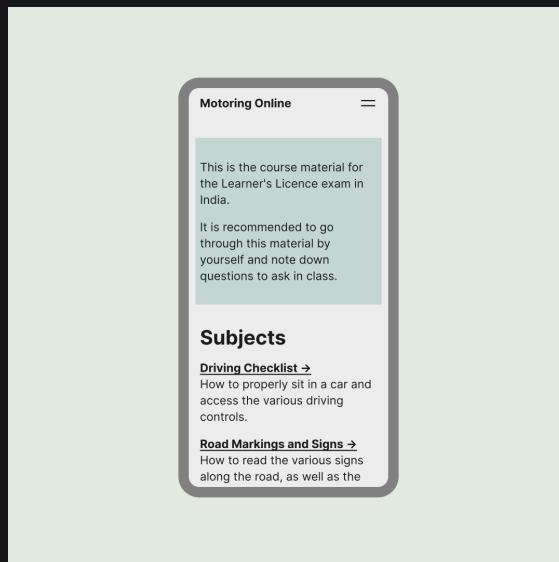
Gradient+Outline Button (2/2)



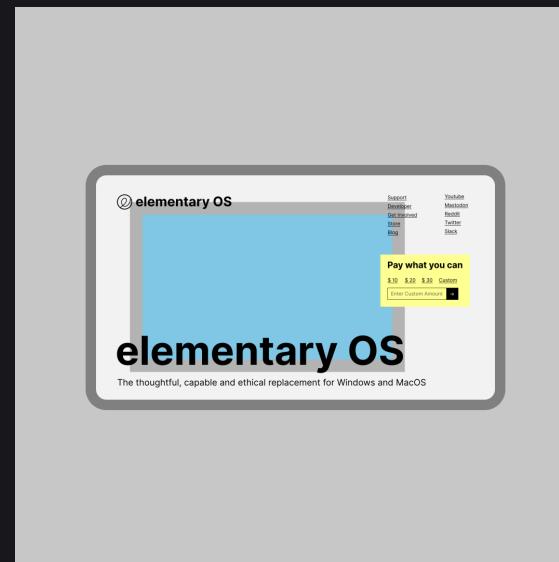
Driving School (1/3) - Home



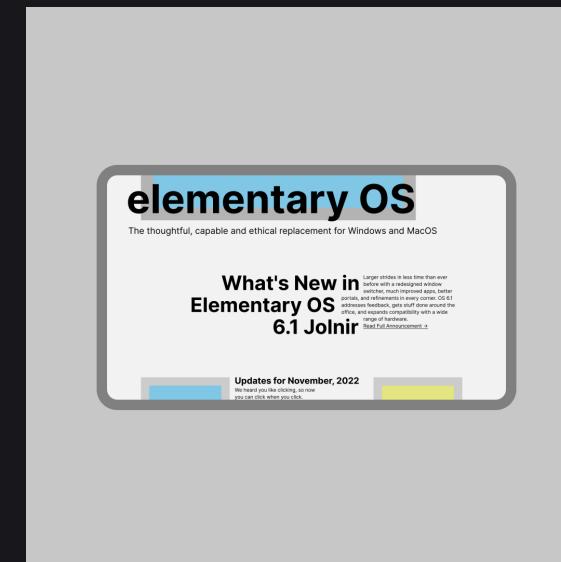
Driving School (2/3) - Menu



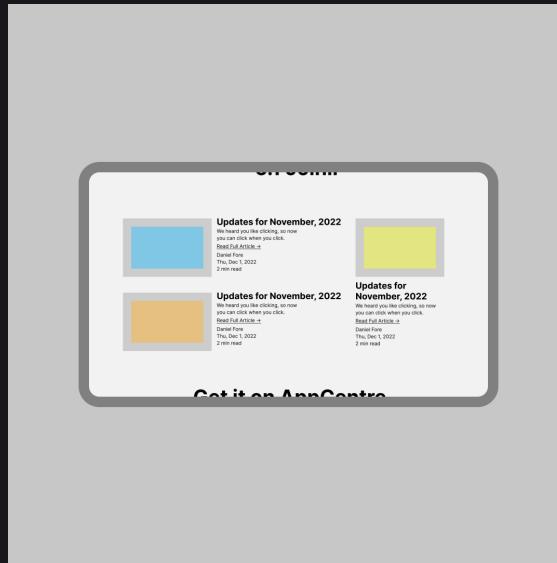
Driving School (3/3) - Learn



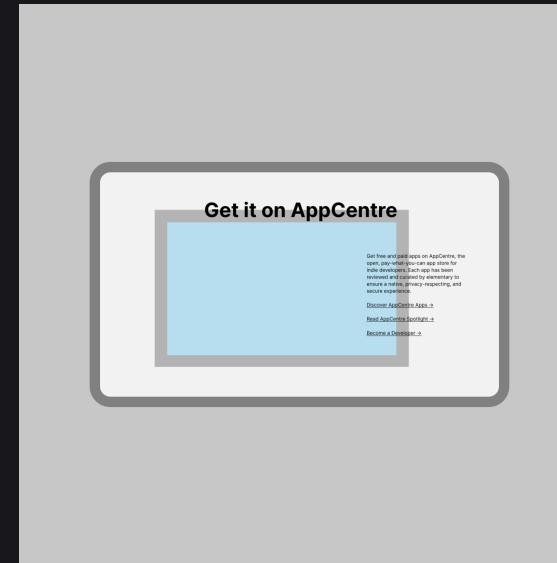
Swiss Poster Style Website (1/4)



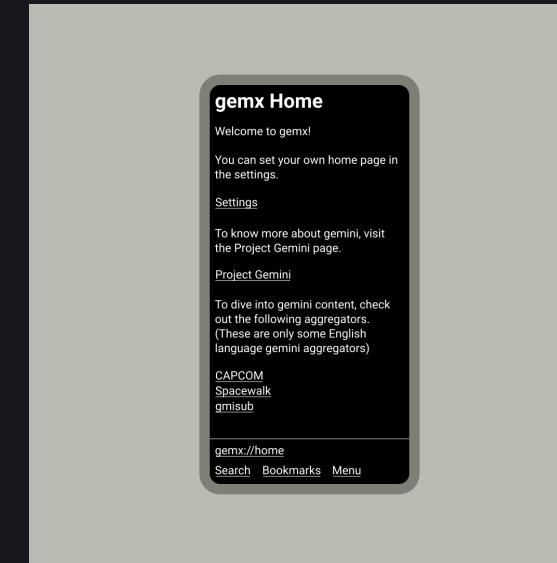
Swiss Poster Style Website (2/4)



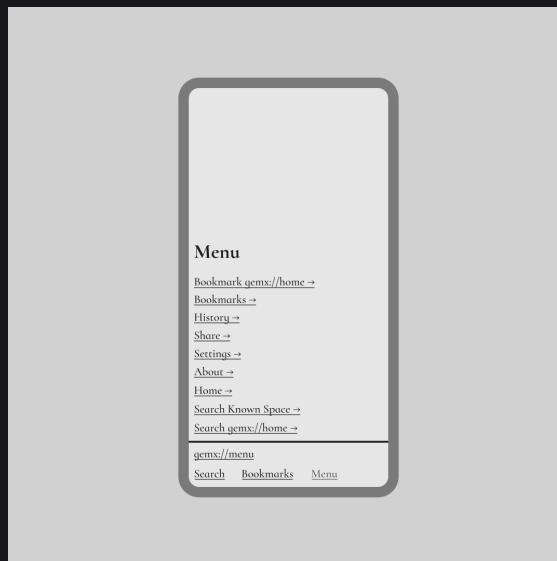
Swiss Poster Style Website (3/4)



Swiss Poster Style Website (4/4)



Themeable Text Browser (1/4)



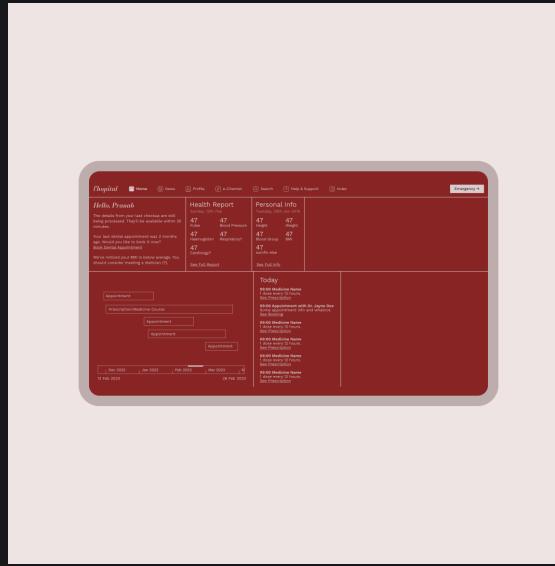
Themeable Text Browser (2/4)



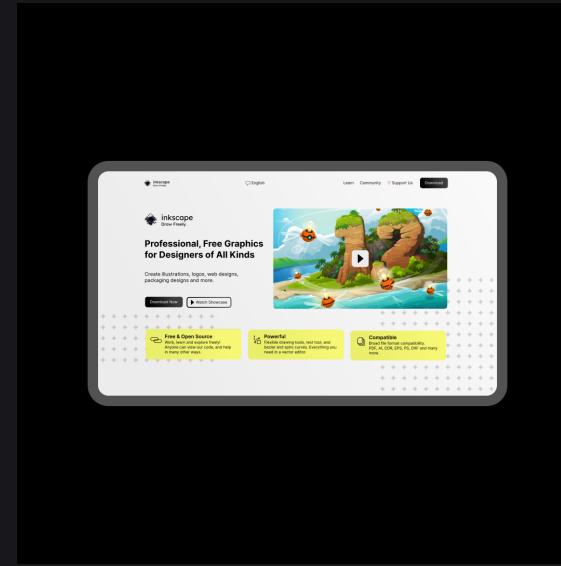
Themeable Text Browser (3/4)



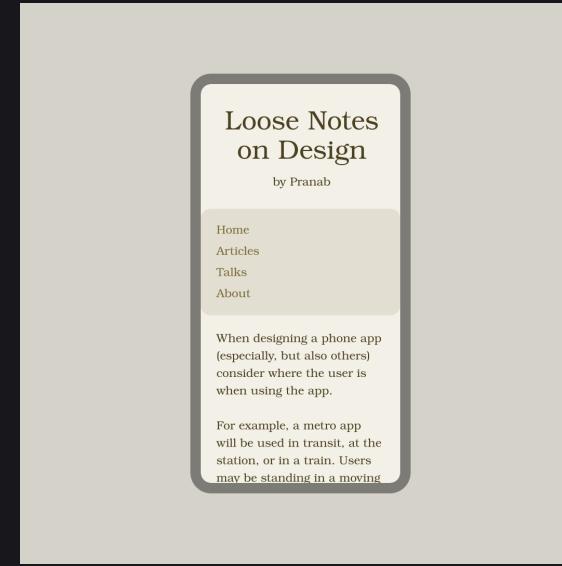
Themeable Text Browser (4/4)



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

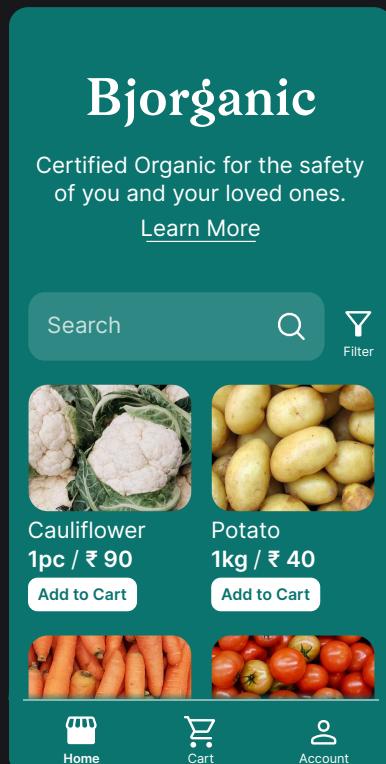
A pleasant and minimal theme for a personal website.

# Ecommerce App

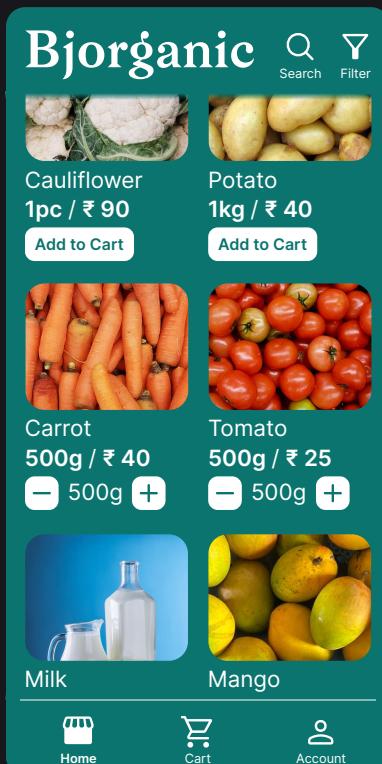
My vision for an online grocery store after working at one for over a year—an attempt to blend consistent, clear and accessible UI design with practical business needs.

## Basic User Flow

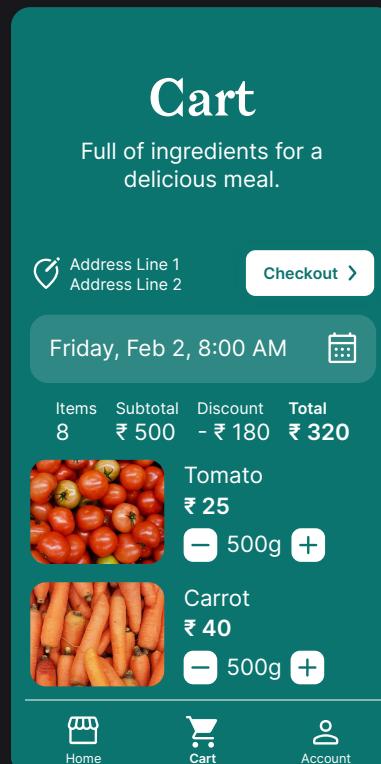
- Browse products
- Add to Cart
- Review Cart
- Make Payment
- View Summary & Updates



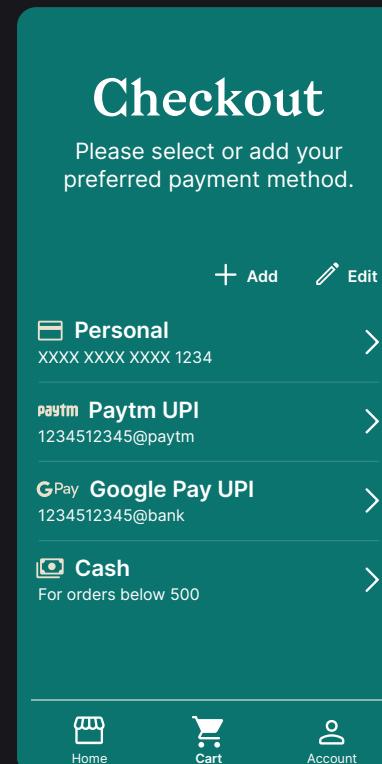
Browse Products



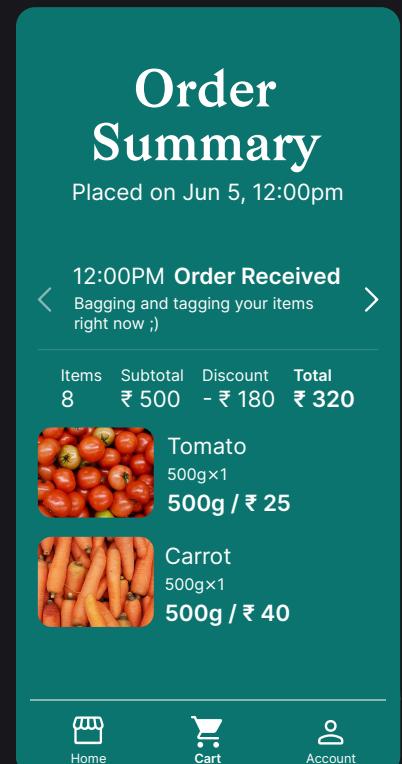
Add to Cart



Review Cart



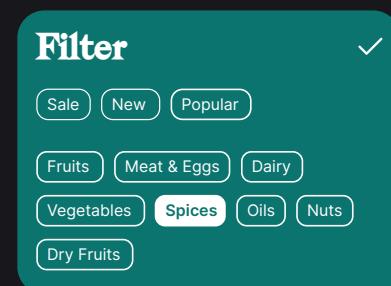
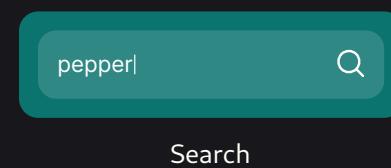
Make Payment



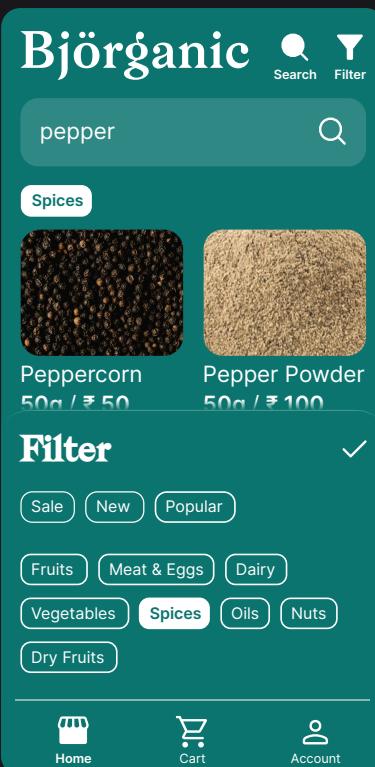
View Updates

## Filter & Search

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



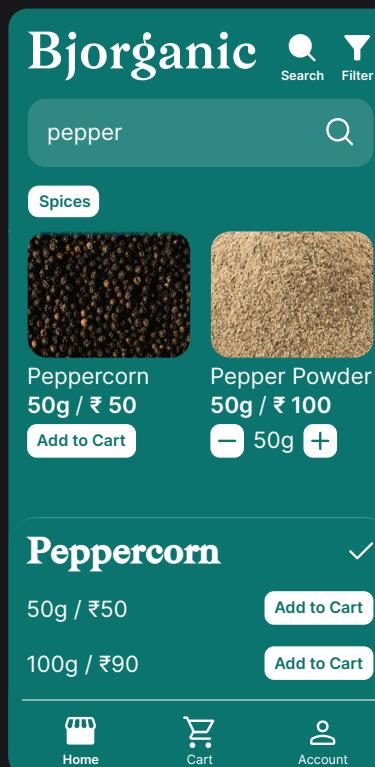
Filter



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.



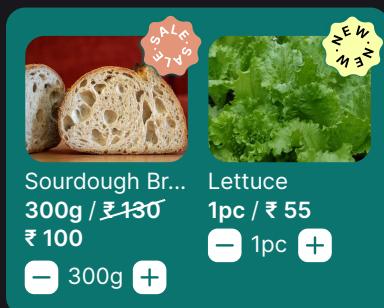
Top Right: Selected Units ; Top Left: Display in Store ; Bottom Left: Display in Cart ; Bottom Right: Display in Order Summary



## Long Names in Cards

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

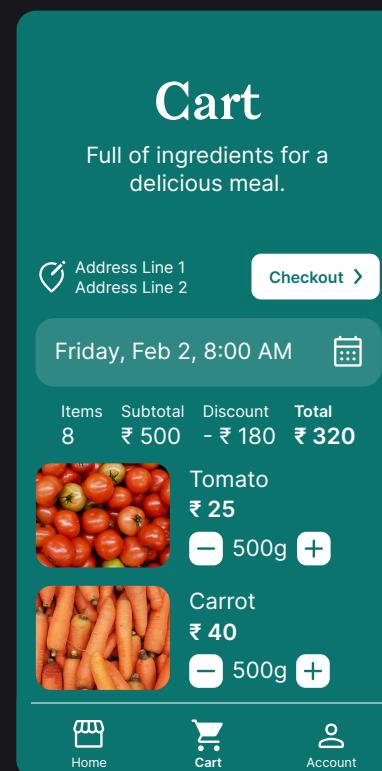
## Sale/New Product Badges



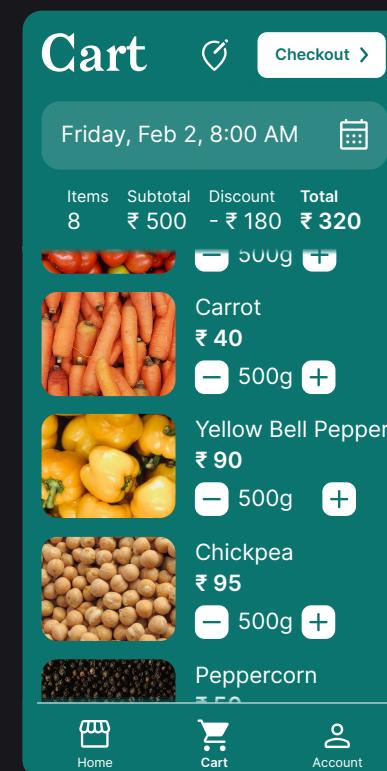
Custom Badges for Products

## Dynamic Headers

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

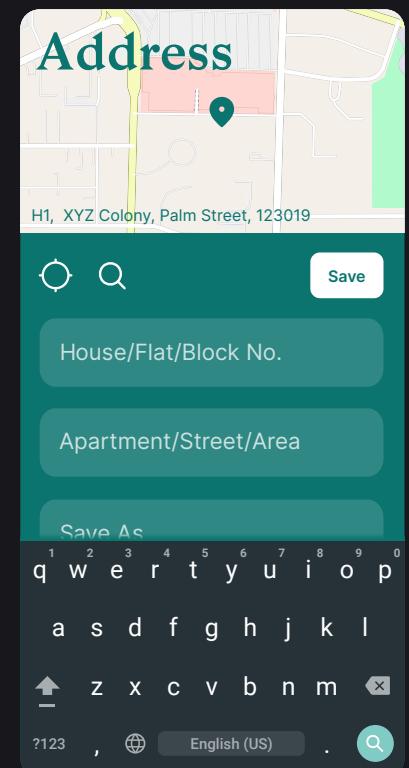


Lowered Buttons for Easier Reach



Collapsed Header for More Information

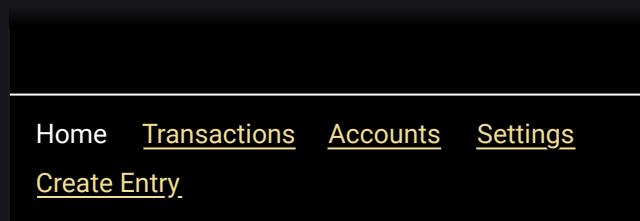
## Add/Edit Address



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

## Main Screens

Get to the main screens (shown below) with the navigation bar (shown left).

**12,12,345**  
Current Balance

**This Month**

Salary	+ 5,322
Rent	- 5,322
Groceries	- 5,322
Shopping	- 5,322

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

'Home' Page

**Transactions**

Search [Filter](#)

**Today, 2nd June 2022**

Description	<a href="#">Edit</a>
Expense Category	- 2,345

**Description** [Edit](#)

Expense Category	- 2,345
------------------	---------

**Description** [Edit](#)

Income Category	+ 2,345
-----------------	---------

**Yesterday, 1st June 2022**

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

'Transactions' Page

**Accounts**

Search [Filter](#)

Income:	+ 1,27,035
Salary	+ 1,12,345
Gifts	+ 2,345
Borrowed	+ 12,345

**Expense:**

Appliances	- 2,345
Home	- 12,345
Loaned	- 1,12,345
Gifts	- 2,345
Rent	- 12,345

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

'Accounts' Page

**Create Entry**

[Discard](#) [Save](#)

Account Name  
Groceries: BigBasket

Transaction Amount  
720

Description (Optional)

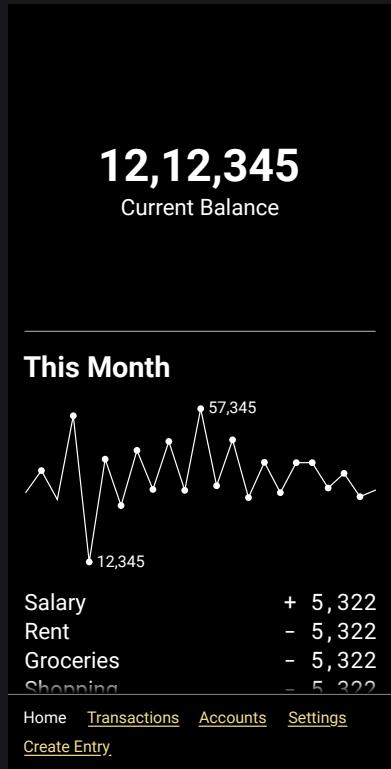
q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m

?123 , . English (India)

'Create Entry' Page

## '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	Expense Category	Amount
Description	Expense Category	- 2,345
Description	Expense Category	- 2,345
Description	Income Category	+ 2,345

**Yesterday, 1st June 2022**

Description	Expense Category	Amount
Description	Expense Category	- 2,345

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

'Transactions' Page

### Transactions

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

**Today, 2nd June 2022**

Description	Expense Category	Amount
Description	Expense Category	- 2,345
Description	Expense Category	- 2,345

'Transactions' Page with Search interface open

### Transactions

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

**Today, 2nd June 2022**

Description	Expense Category	Amount
Description	Expense Category	- 2,345

**Amount Above 35**

**Amount Below 1,12,000**

**Date From 2018-12-14**

**Date Till 2022-08-01**

**Accounts All**

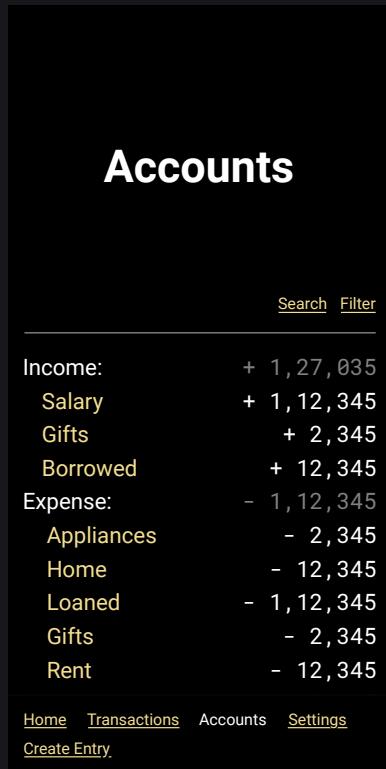
[Home](#) [Transactions](#) [Accounts](#) [Settings](#) [Create Entry](#)

'Transactions' Page with Filter interface open

# 'Accounts' Page

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

Page 10



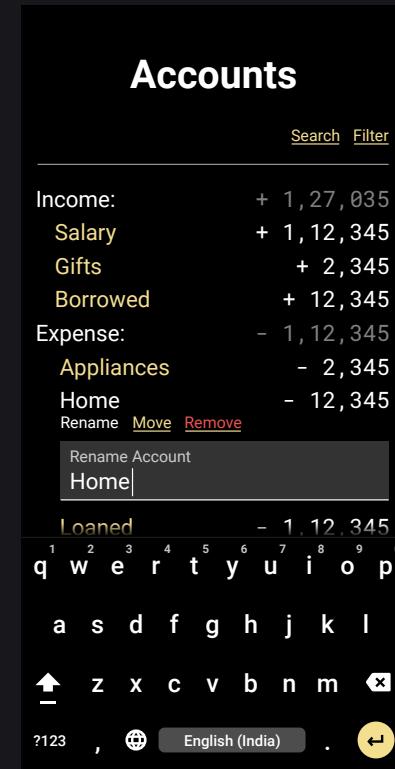
The screenshot shows a dark-themed 'Accounts' page. At the top, there are 'Search' and 'Filter' buttons. Below is a table with two sections: 'Income:' and 'Expense:'. The 'Income:' section contains: 'Salary' (+ 1,12,345), 'Gifts' (+ 2,345), and 'Borrowed' (+ 12,345). The 'Expense:' section contains: 'Appliances' (- 2,345), 'Home' (- 12,345), 'Loaned' (- 1,12,345), 'Gifts' (- 2,345), and 'Rent' (- 12,345). At the bottom, there are navigation links: 'Home', 'Transactions', 'Accounts', 'Settings', and 'Create Entry'.

'Accounts' Page



The screenshot shows the same 'Accounts' page as the first one, but with a focus on the 'Home' account. The 'Home' account entry is highlighted with a yellow background. It includes a 'Rename' (blue), 'Move' (orange), and 'Remove' (red) link. Below the table is a navigation bar with 'Home', 'Transactions', 'Accounts', 'Settings', and 'Create Entry'.

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

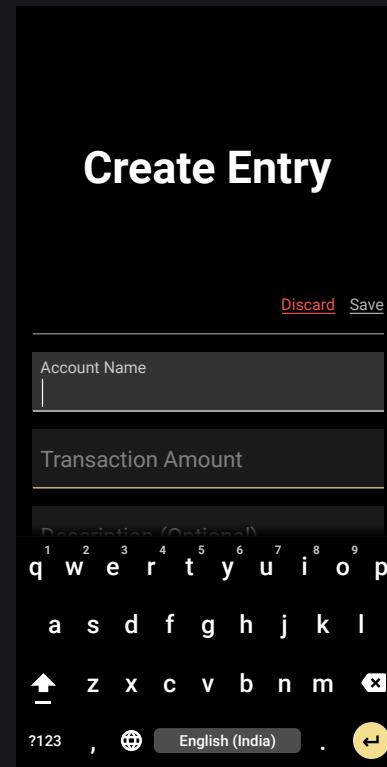


The screenshot shows the 'Accounts' page with a modal dialog for renaming the 'Home' account. The dialog has 'Rename Account' and 'Home' as the current input. Below the dialog is a numeric keyboard. At the bottom of the page is a navigation bar with 'Home', 'Transactions', 'Accounts', 'Settings', and 'Create Entry'.

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

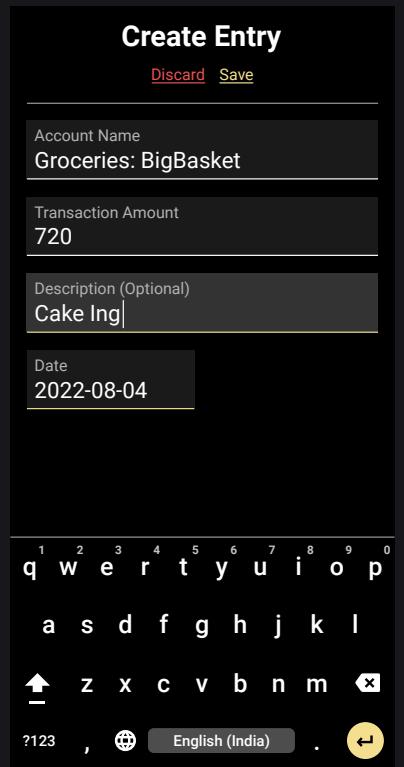
# 'Create Entry' Page

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



The screenshot shows a dark-themed 'Create Entry' page. At the top, there are 'Discard' and 'Save' buttons. The 'Account Name' field is filled with 'Groceries: BigBasket'. Below it is a 'Transaction Amount' field with '720'. The 'Description (Optional)' field has 'Cake Ing|'. At the bottom is a date field with '2022-08-04'. A numeric keyboard is at the bottom.

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



The screenshot shows the 'Create Entry' page with the following data filled in: 'Account Name' is 'Groceries: BigBasket', 'Transaction Amount' is '720', and 'Description (Optional)' is 'Cake Ing|'. The date field is empty. A numeric keyboard is at the bottom.

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

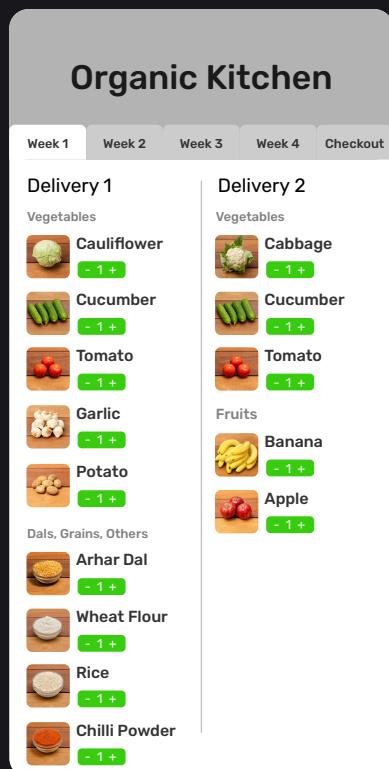
# Subscription Redesign

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

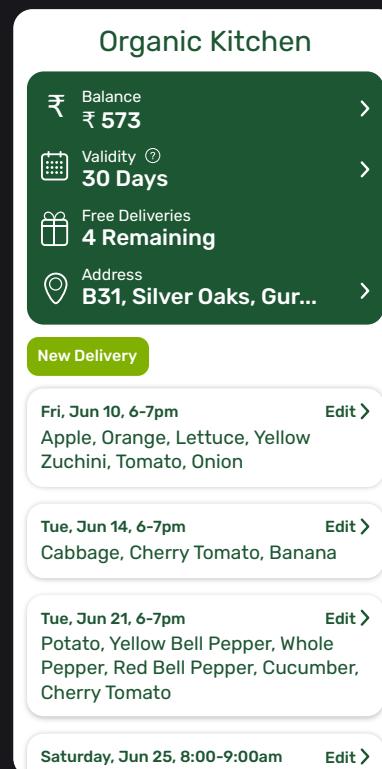
## Organic Kitchen

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

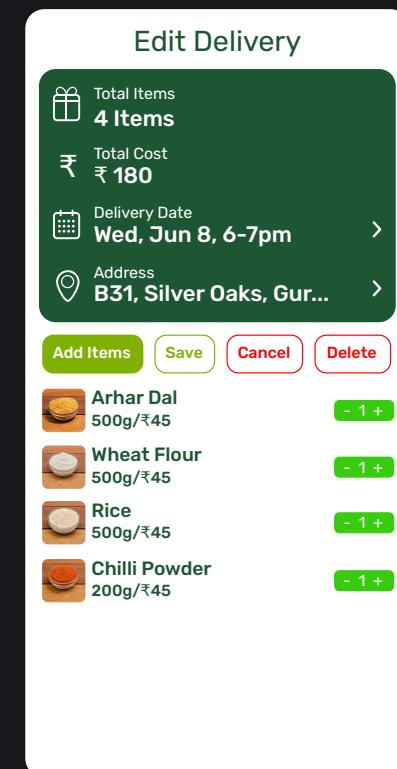
The deliveries were split into 2 per week, and after editing and checking out, all the orders would be placed.



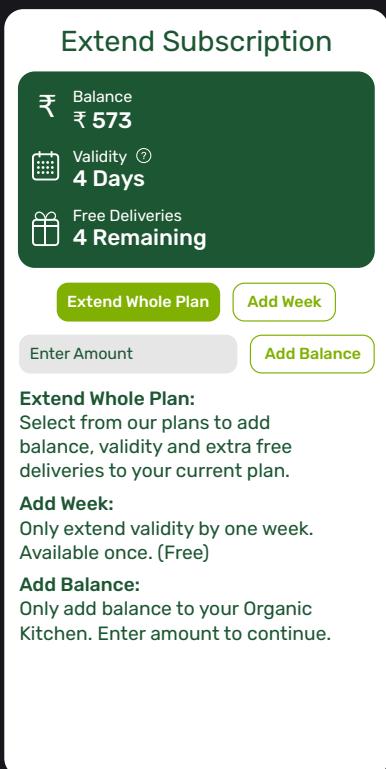
Old Design



Redesign: Main Page



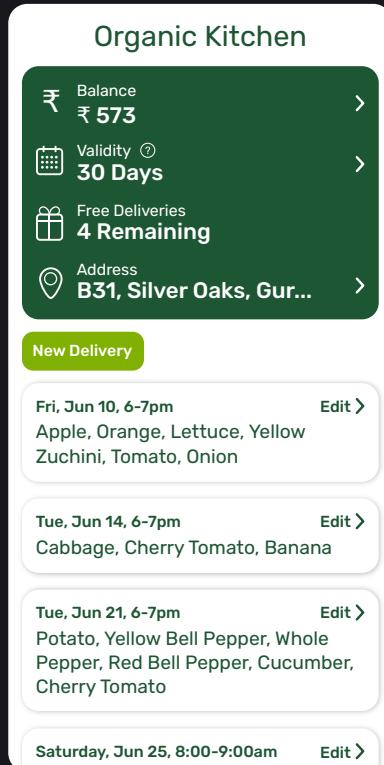
Redesign: Edit Order



Redesign: Extend Plan

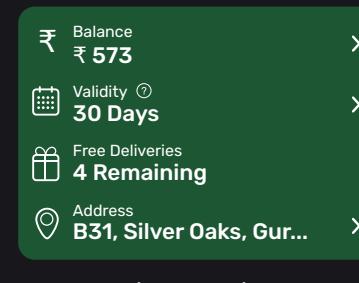
## The Issue

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.



Redesign: Main Page

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



Plan Details

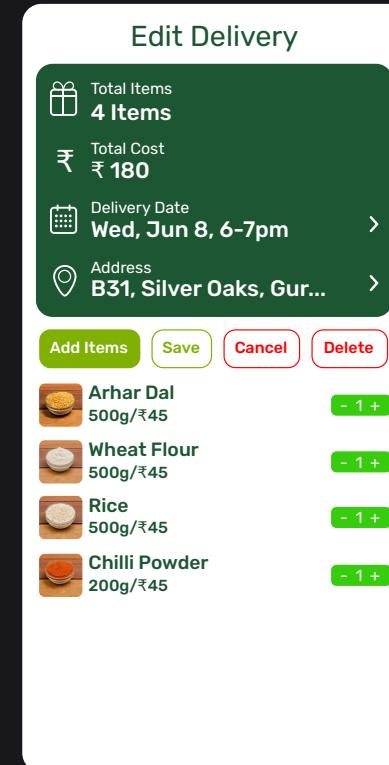
Any orders you place will show in a card with a summary of it.



Order Summary Card

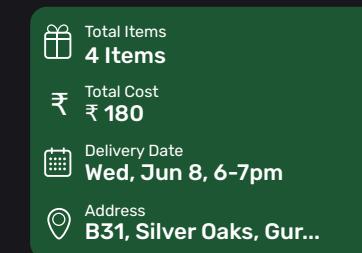
## The Fix

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.



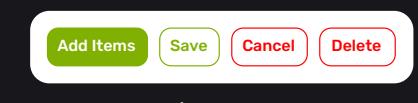
Redesign: Edit Order

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



Order Details

You can also edit the items and save your changes.



Order Actions