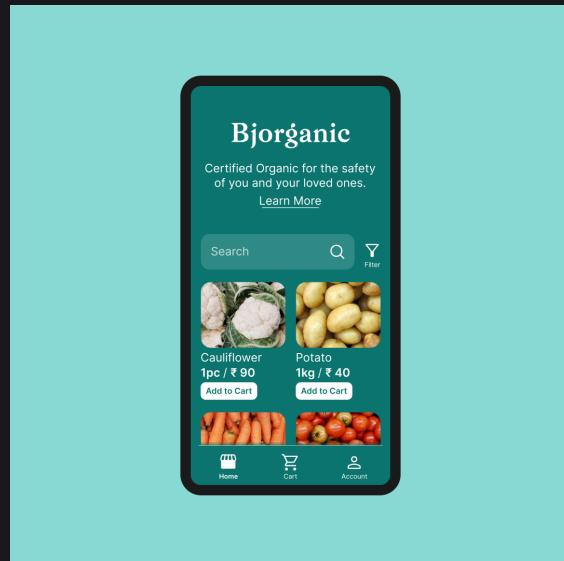


Portfolio

Pranab Lawrence Ekka Dasgupta

Resumé: pranabekka.github.io/resume ↗

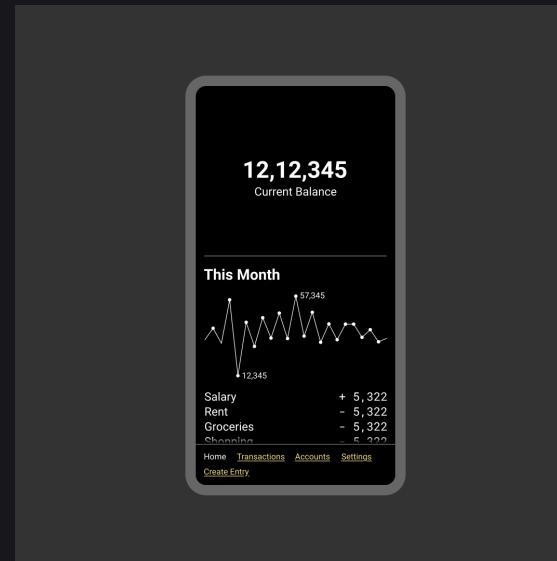
Contact: pranabekka@gmail.com ↗



Ecommerce App

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

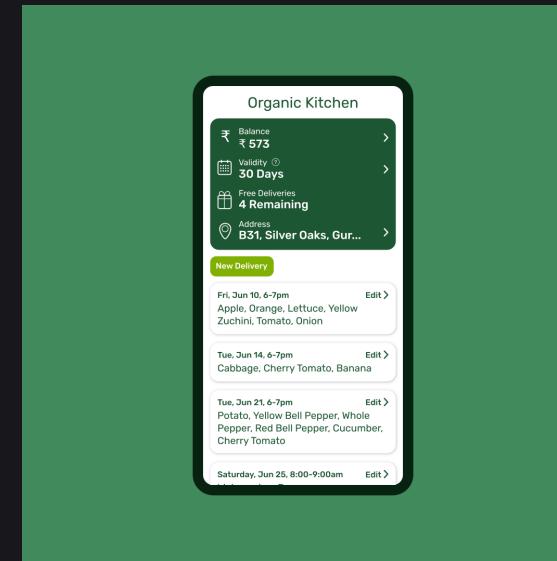
[Page 05 →](#)



Accounts App

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

[Page 08 →](#)



Subscription Redesign

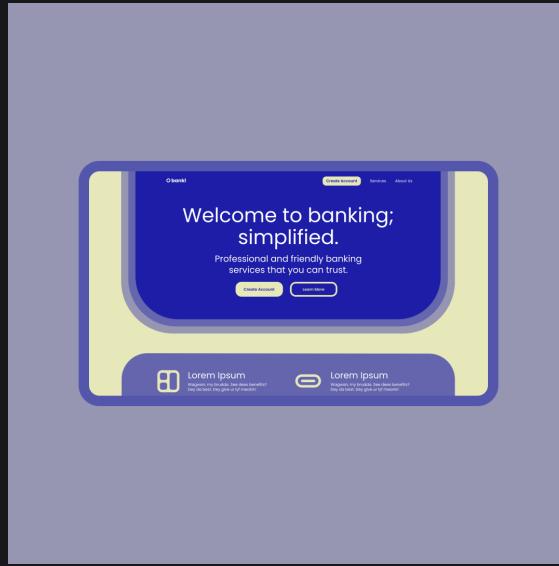
How I redesigned the entire UX and UI of the main subscription offering at Prasuk Organics (now Organic Kitchen)

[Page 11 →](#)

Mini Projects

Page 01

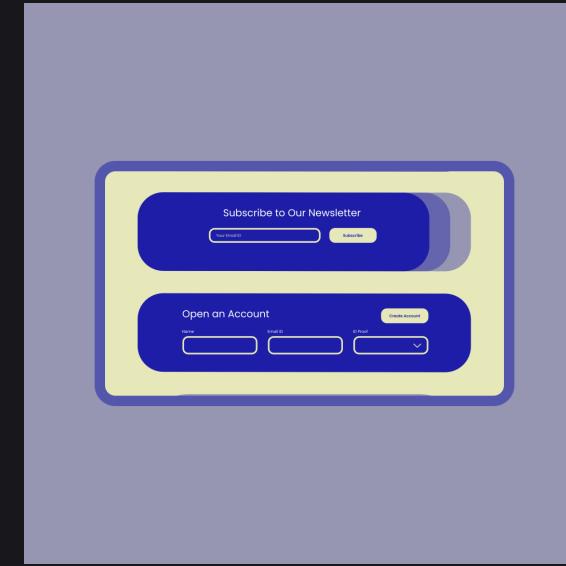
Smaller or ongoing projects where I try out ideas that catch my fancy.



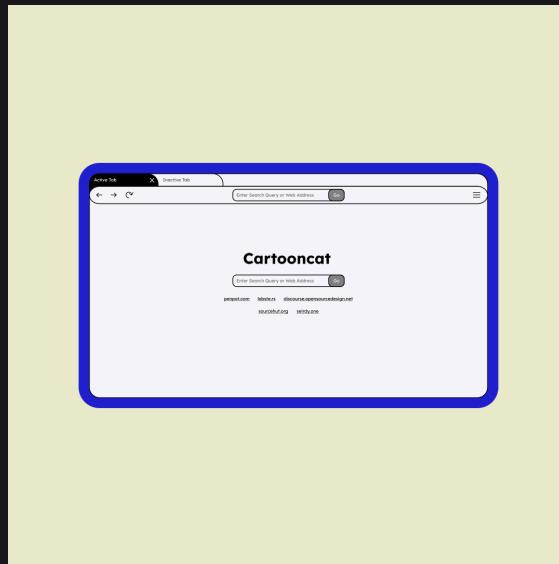
Blue+Yellow Ripple Effect (1/3)



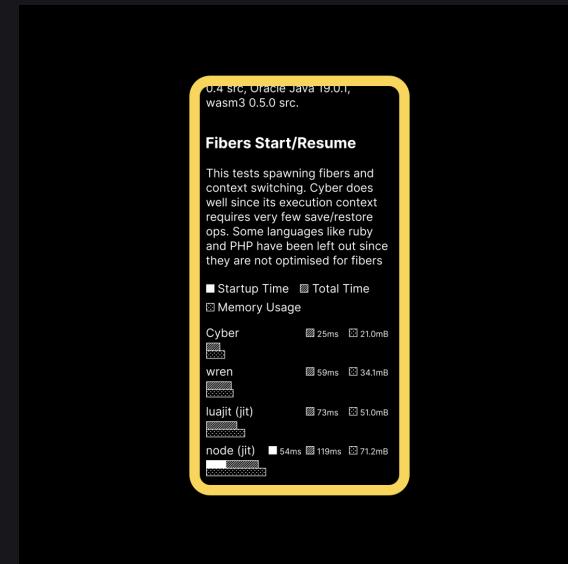
Blue+Yellow Ripple Effect (1/3)



Blue+Yellow Ripple Effect (2/3)

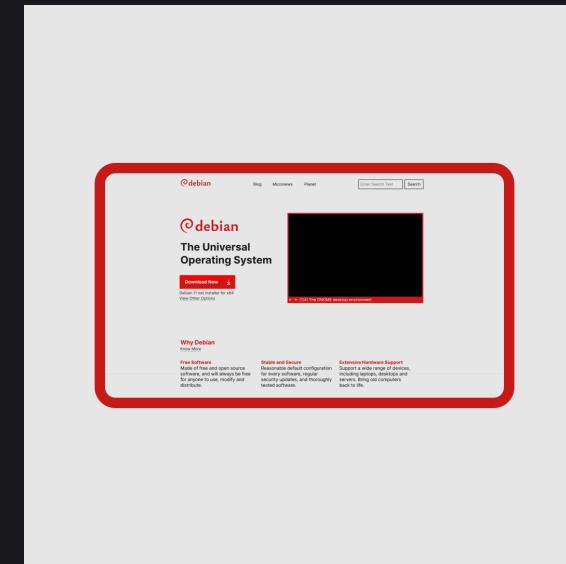


Cartoon UI

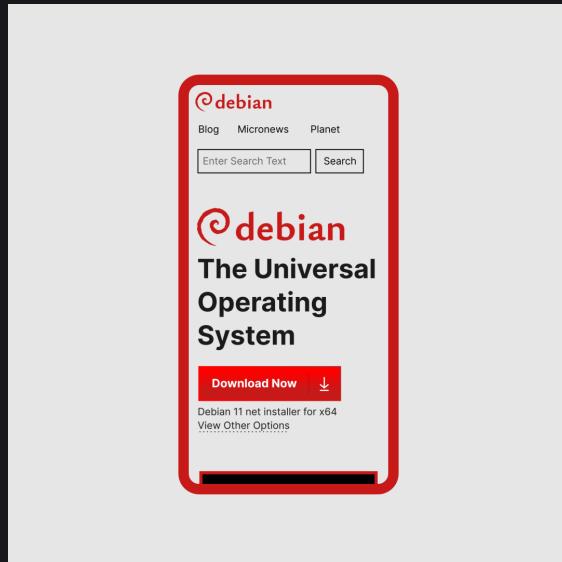


	Startup Time	Total Time	Memory Usage
Cyber	25ms	21.0mB	
wren	59ms	34.1mB	
lusit (jit)	73ms	51.0mB	
node (jit)	54ms	119ms	71.2mB

Data Visualisation - Cyberscript



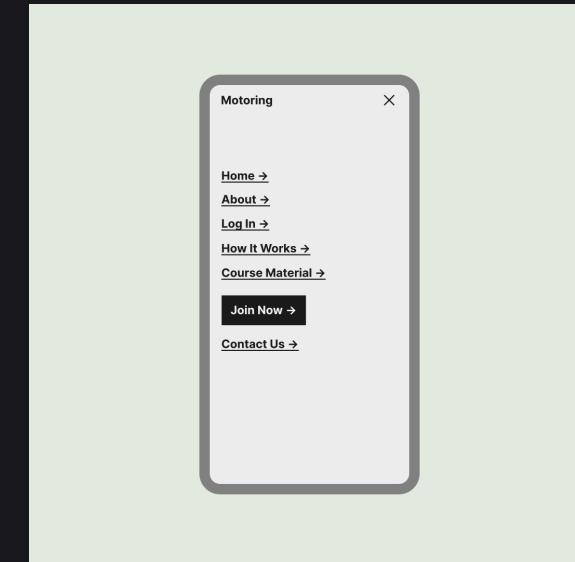
Gradient+Outline Button (1/2)



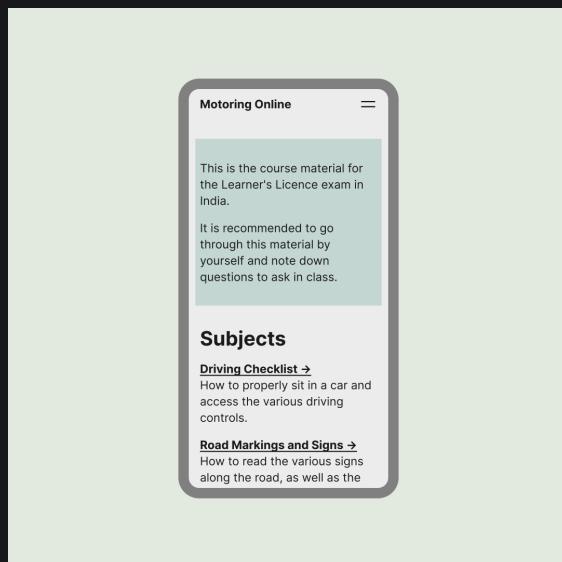
Gradient+Outline Button (2/2)



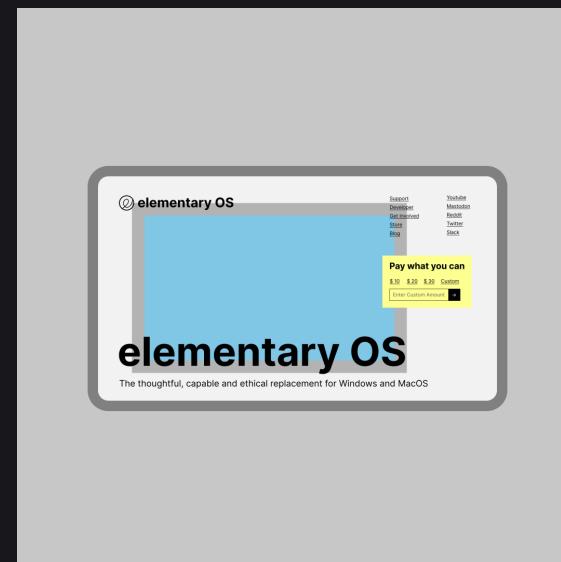
Driving School (1/3) - Home



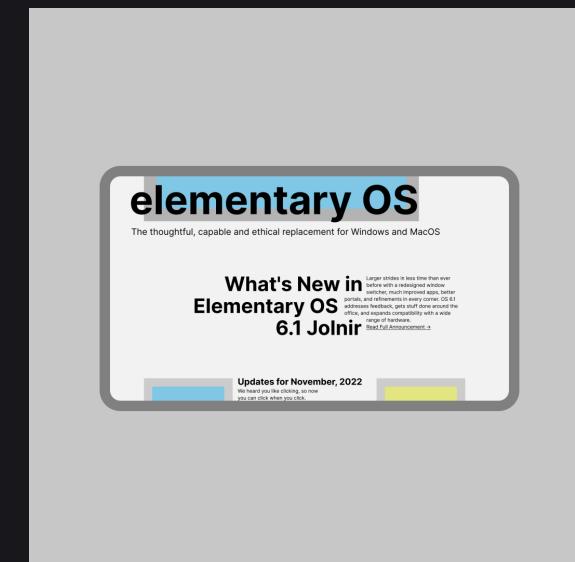
Driving School (2/3) - Menu



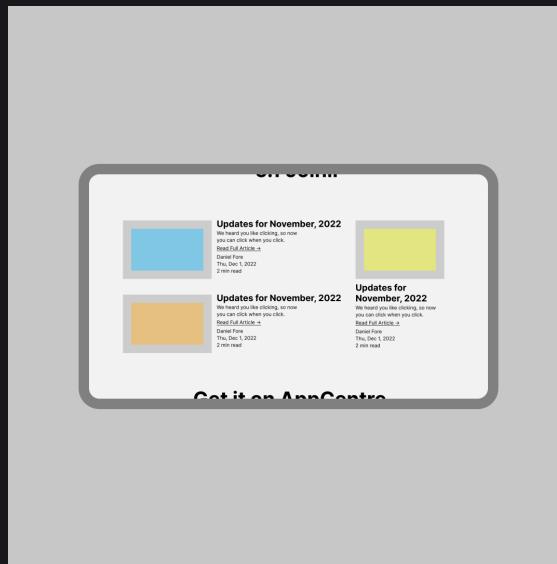
Driving School (3/3) - Learn



Swiss Poster Style Website (1/4)



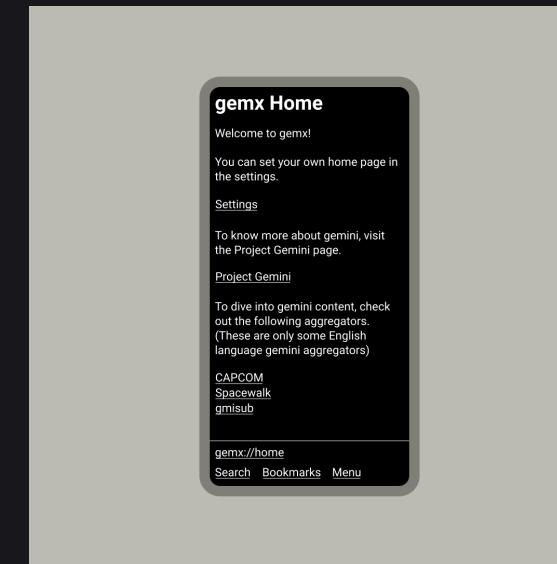
Swiss Poster Style Website (2/4)



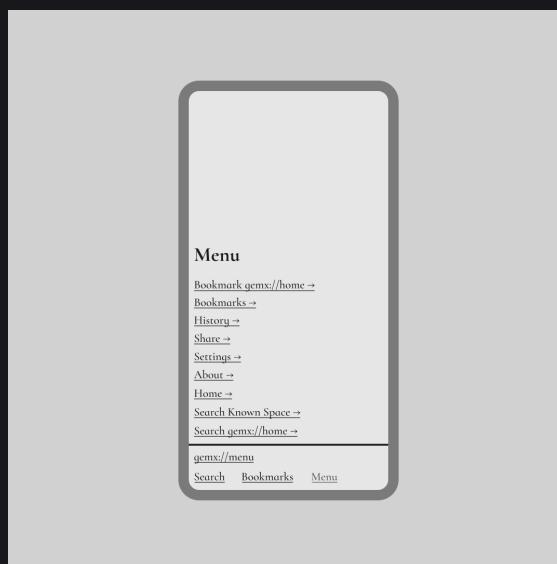
Swiss Poster Style Website (3/4)



Swiss Poster Style Website (4/4)



Themeable Text Browser (1/4)



Themeable Text Browser (2/4)



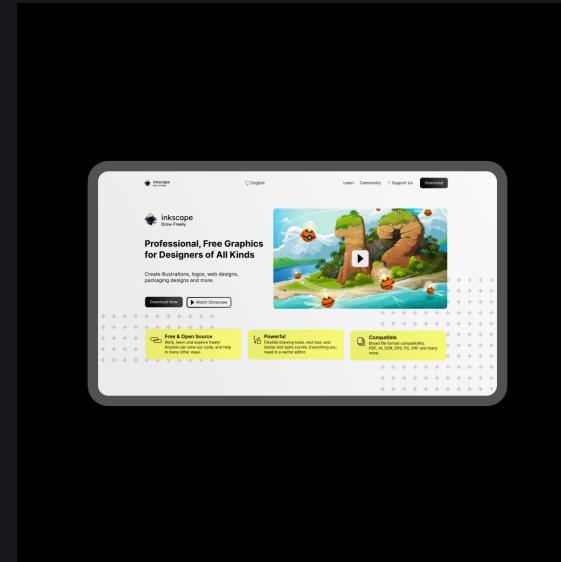
Themeable Text Browser (3/4)



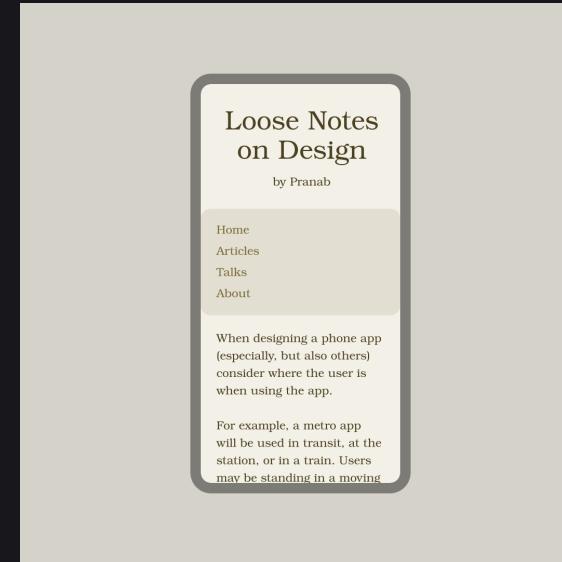
Themeable Text Browser (4/4)



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

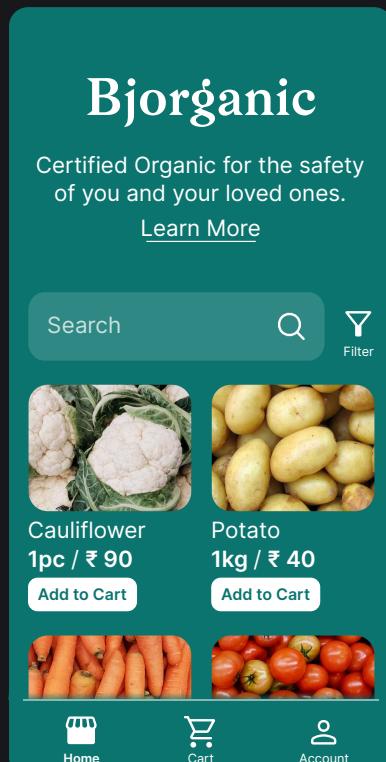
A pleasant and minimal theme for a personal website.

Ecommerce App

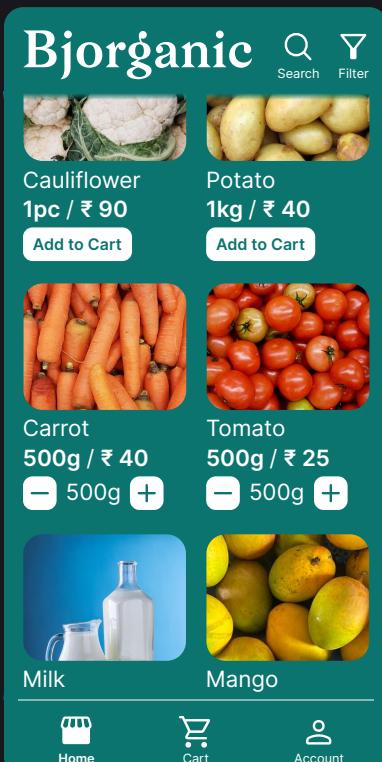
My vision for an online grocery store after working at one for over a year—an attempt to blend consistent, clear and accessible UI design with practical business needs.

Basic User Flow

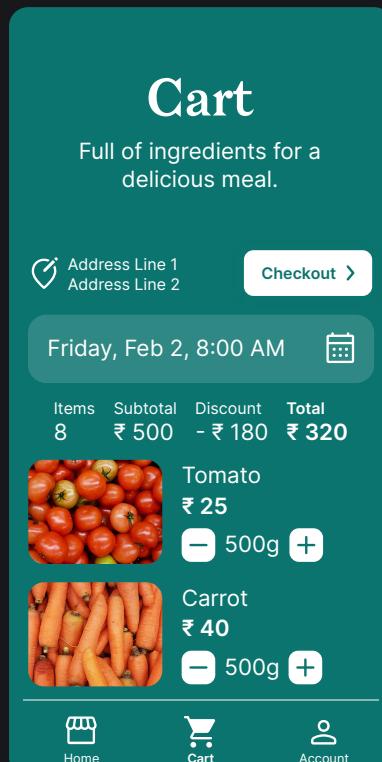
- Browse products
- Add to Cart
- Review Cart
- Make Payment
- View Summary & Updates



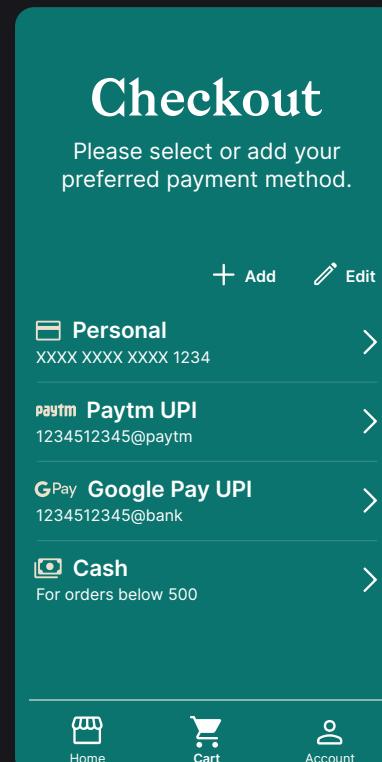
Browse Products



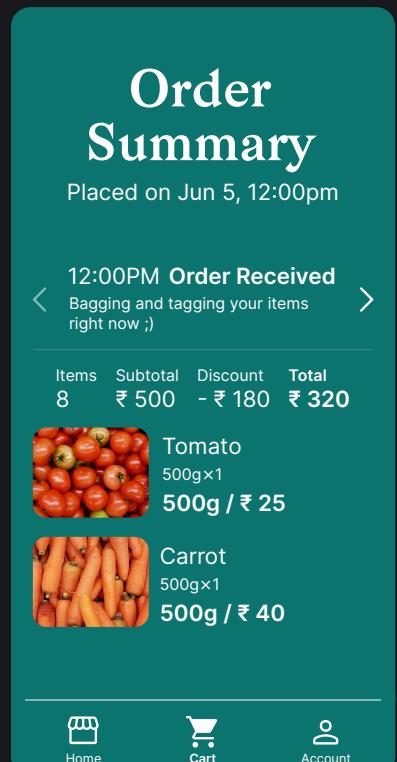
Add to Cart



Review Cart



Make Payment



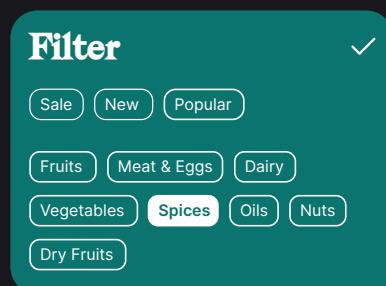
View Updates

Filter & Search

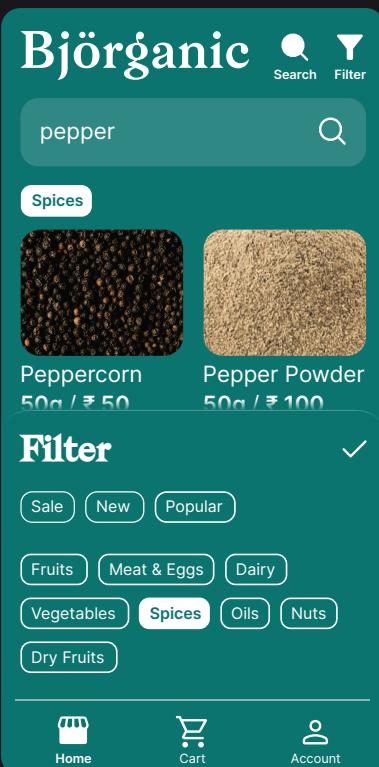
Search and filter products by category, discounts, recently introduced, etc.



Search



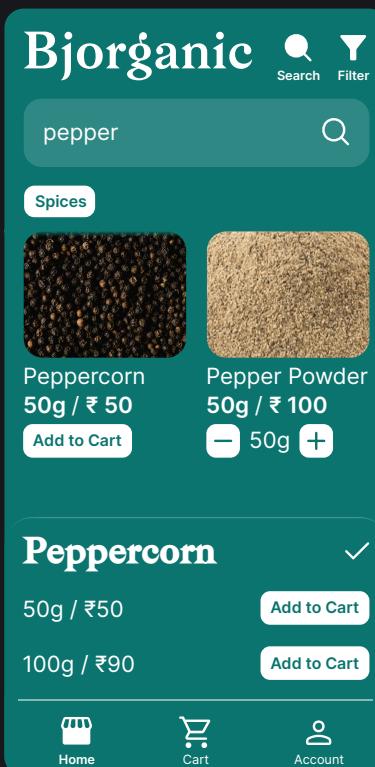
Filter



Filter your Search Results



Pop-up for Multiple SKUs



Screen with Multi-SKU Pop-up

Multiple SKUs

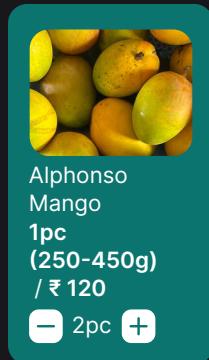
Support for products in various pack-sizes/SKUs (Stock Keeping Units).

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.



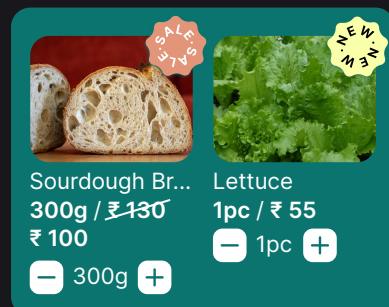
Top Right: Selected Units ; Top Left: Display in Store ; Bottom Left: Display in Cart ; Bottom Right: Display in Order Summary



Long Names in Cards

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

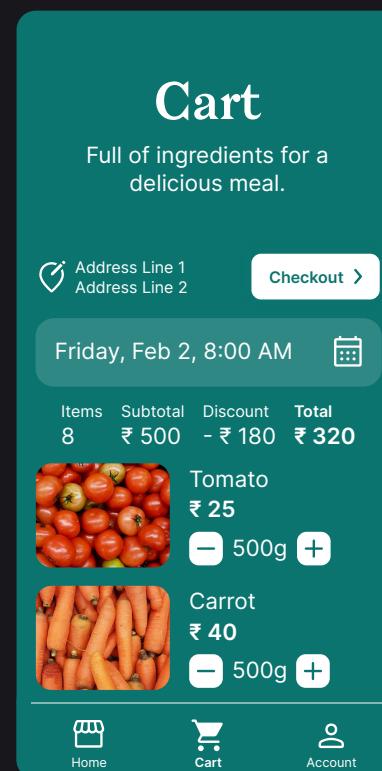
Sale/New Product Badges



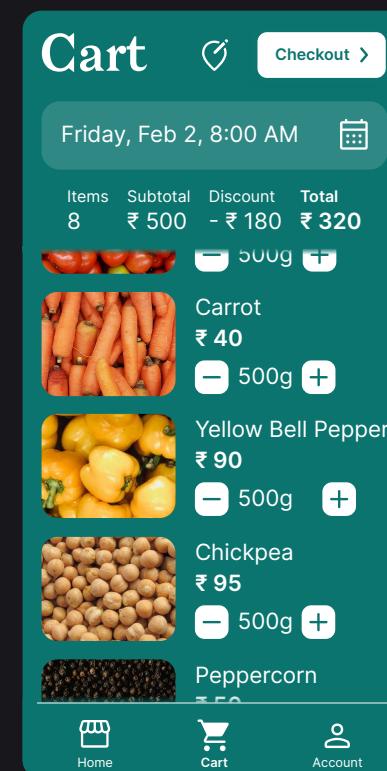
Custom Badges for Products

Dynamic Headers

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

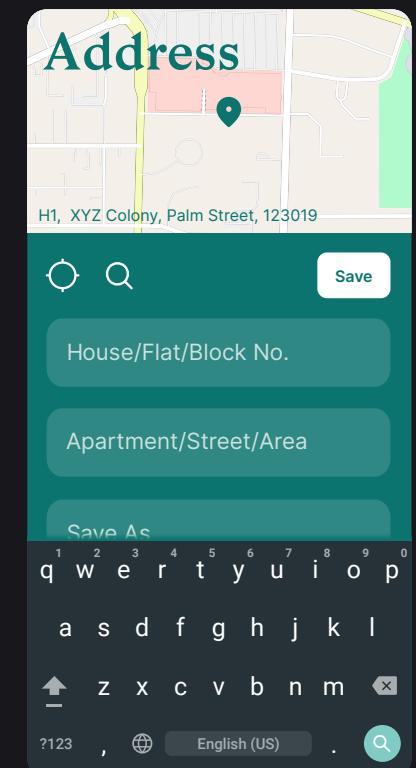


Lowered Buttons for Easier Reach



Collapsed Header for More Information

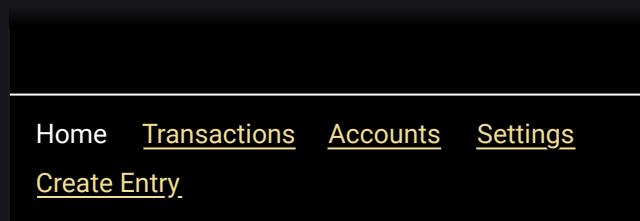
Add/Edit Address



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

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	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

Accounts

Search [Filter](#)

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

Expense:

Expense Category	- 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

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 , .

'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
Pizza

Today, 2nd June 2022

Description	Ed
Expense Category	- 2,34
Description	Ed
Expense Category	- 2,34
Description	Ed
Expense Category	- 2,34

Home Transactions Accounts Settings
Create Entry

'Transactions' Page with Search interface open

Transactions

Search Filter

Amount Above
35

Amount Below

Date From
2018-12-14

Date Till

Today, 2nd June 2022

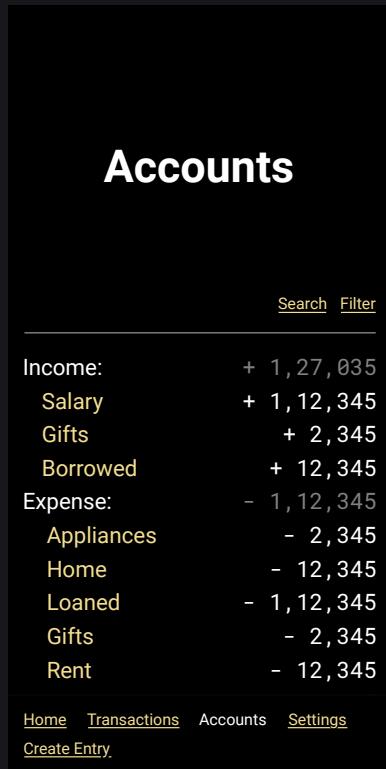
Description [Edit](#)
Expense Category: [2345](#)
[Home](#) [Transactions](#) [Accounts](#) [Settings](#)
[Create Entry](#)

'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

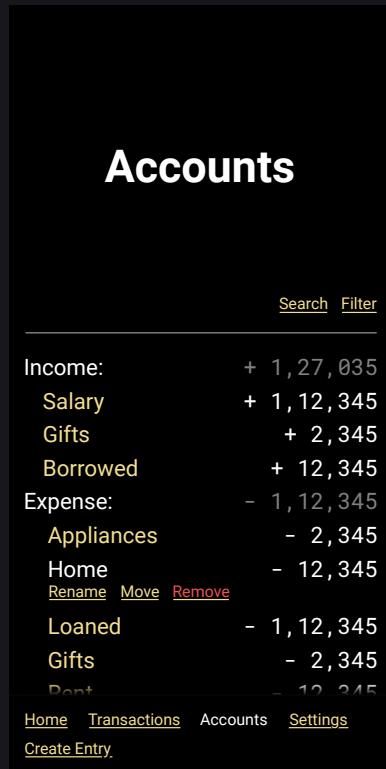


The screenshot shows a dark-themed 'Accounts' page. At the top, there are 'Search' and 'Filter' buttons. Below is a table of accounts:

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

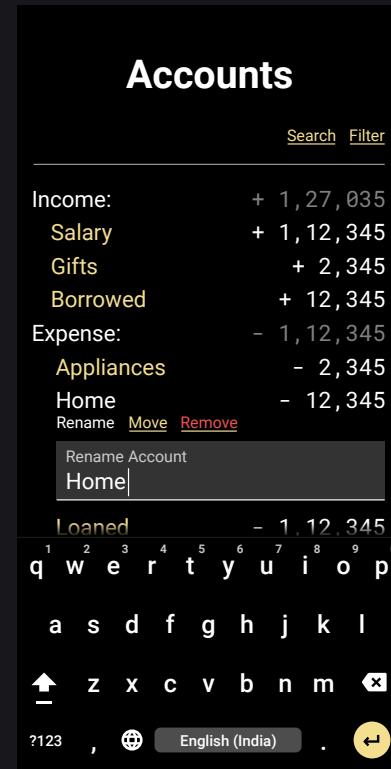
At the bottom, there are navigation links: Home, Transactions, Accounts, Settings, and Create Entry.

'Accounts' Page



The screenshot shows the same 'Accounts' page as the first one, but with a focus on the 'Home' account. The 'Edit' button is highlighted, and a small modal window appears with the text 'Rename Account' and the current value 'Home'.

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

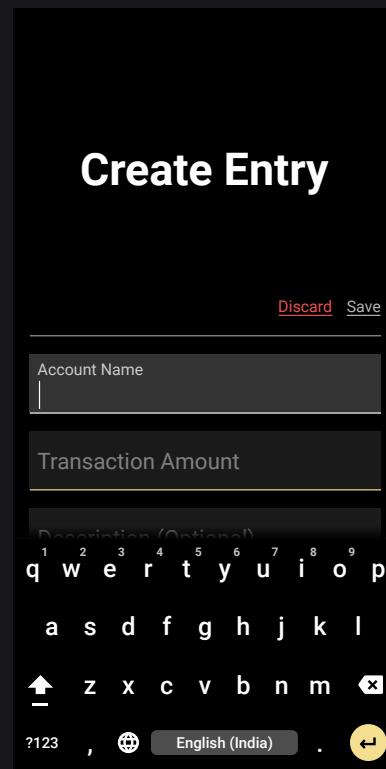


The screenshot shows the 'Accounts' page with a modal window for renaming the 'Home' account. The input field contains 'Home', and there is a keyboard UI at the bottom.

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

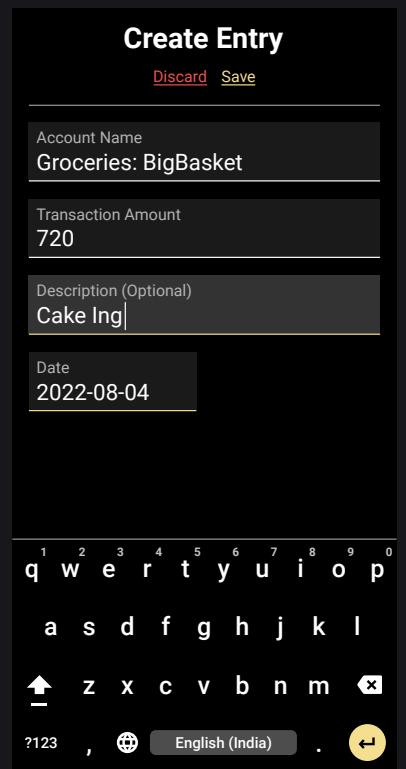
'Create Entry' Page

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' input field is active and contains 'Groceries: BigBasket'. Below it is a 'Transaction Amount' input field with the value '720'. A 'Description (Optional)' input field contains 'Cake Ing|'. The date '2022-08-04' is shown in a separate field. At the bottom is a keyboard UI.

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



The screenshot shows the 'Create Entry' page with data filled in. The 'Account Name' field has 'Groceries: BigBasket', the 'Transaction Amount' is '720', and the 'Description (Optional)' field has 'Cake Ing|'. The date '2022-08-04' is also present. The keyboard UI is at the bottom.

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

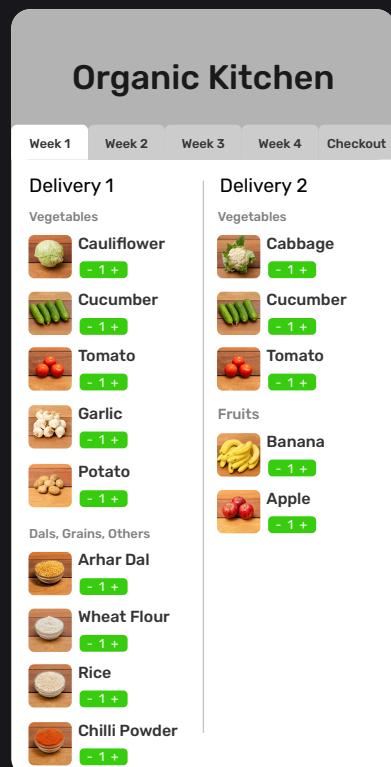
Subscription Redesign

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

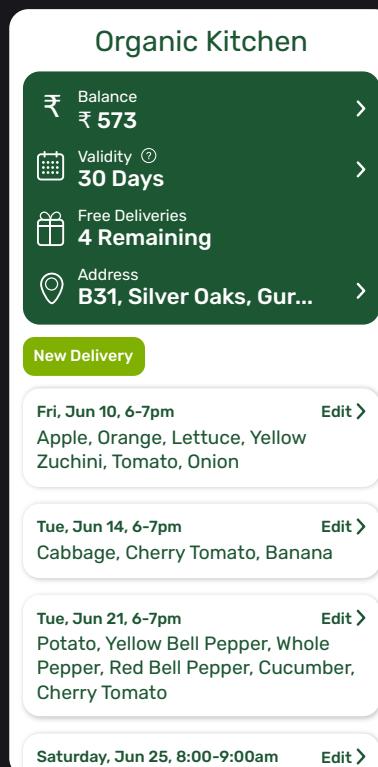
Organic Kitchen

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

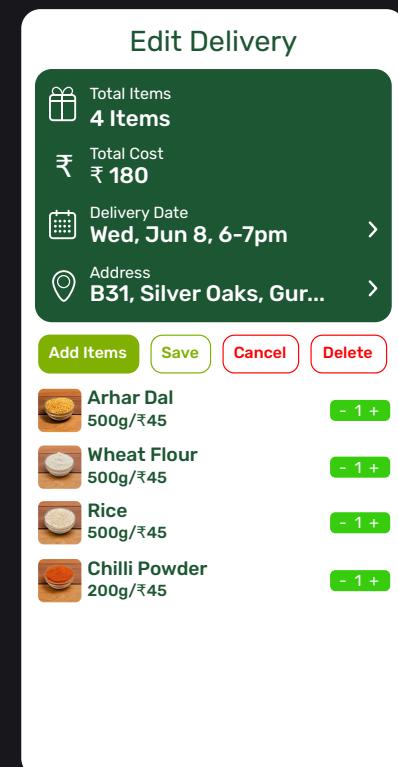
The deliveries were split into 2 per week, and after editing and checking out, all the orders would be placed.



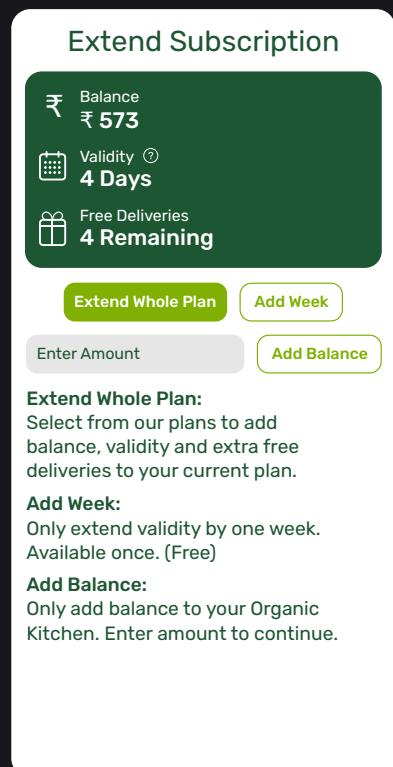
Old Design



Redesign: Main Page



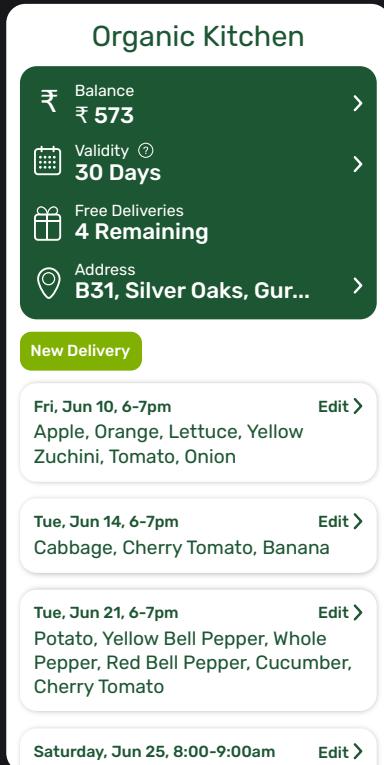
Redesign: Edit Order



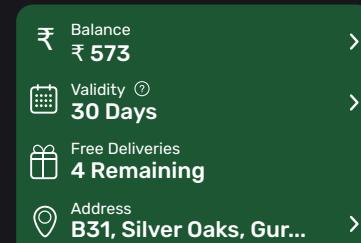
Redesign: Extend Plan

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.



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.

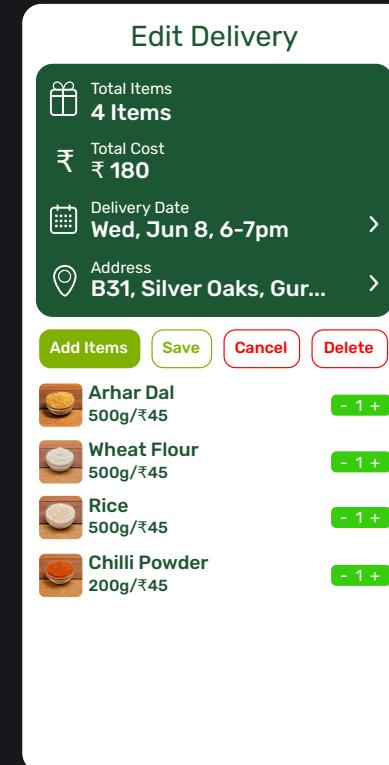


Order Summary Card

Redesign: Main Page

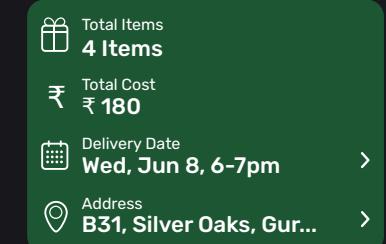
The Fix

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

Page 12