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What exists

• What I bring to the table

• What we need



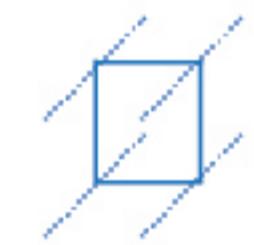
Limited Attention



COPIOUS
Information Stream

Digital Product Design

**Translating user needs into
concise information packets**



Getting to Key data
that matters

Identifying..



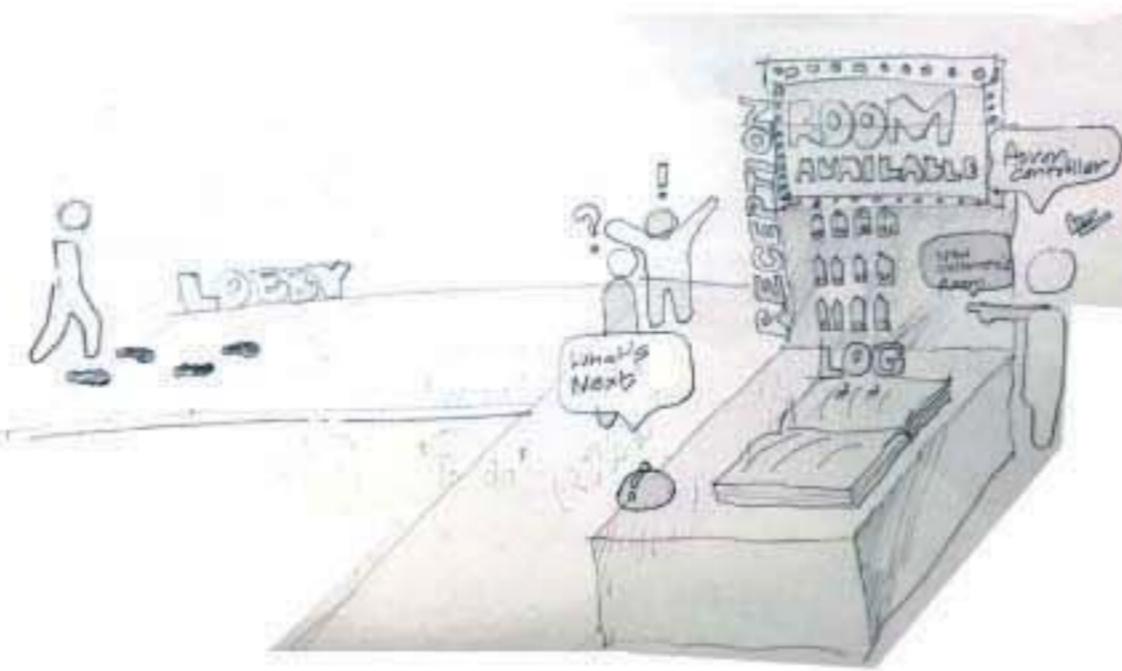
in-which context

on-which context

Gates Operating System

Enabling smooth turnaround of flights at airports

Concept Sketch | Metaphor



- Someone's already in lobby (Awareness of threshold of keeping people waiting)
- First best option
- Next best option
- Customer has done with waiting
- Customer is not checking out on time (overflowing)
- Allot new room
- Re-allocate to different room, replace another guest
- What's next task
- List of available rooms matching the requirement

TURNAROUND MANAGER

EVENTS **ALERTS** ... X

Search

B2 | FREE

STOP

ESTOP SW Activated UAE200 E/BT 09:40

CHOCK On UAE200 E/BT 10:20

N/W Connected UAE200 E/BT 10:20

GPU Connected A340W | A6EDD

IPU Connected QFA140

Fuel Lid Closed QFA140 E/BT 11:10

DGS Connected B773 | A6EDD

SCL Off B773 | A6EDD

PBB1 Pos 1 QFA141

PBB2 Base SOBT 14:40

PBB3 Rolled out B773 | A6EDD

FORCE ON-BLOCK **ACTIVATE DOCKING**

MAP: TERMINAL-A

TERMINAL-A

1399 399

8 FEB 08:20 UTC
2020 09:20 LOCAL

Honeywell Constantine Nathaniel Lawren...

B4 | PARKED

ESTOP Off UAE200 E/BT 09:40

CHOCK On UAE200 E/BT 10:20

N/W Connected UAE200 E/BT 10:20

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FREE **ACTIVATE**

1000 E-Stop 1000 Occupied 1000 Maintenance 1000 Faulty 1000 Alerts 1000 Free 1000 All

The Product

A tool for Apron Controllers to view alerts at stands, get notified, mitigate and tactically solve problems

Design Challenge



The design challenge is making sure a controller can look at multiple gates and get into nittigrities of each gate, see which flights are upcoming for it, whilst being able to multitask with assigning actions to ground safety equipment staff, pilots, bridge controllers without being overwhelmed. Everything out here is mission critical a tad bit lesser than giving the Air Traffic Clearances for flights.

Bird's Eye View of Airport

Airport Gate Interface

My Role & people involved in project

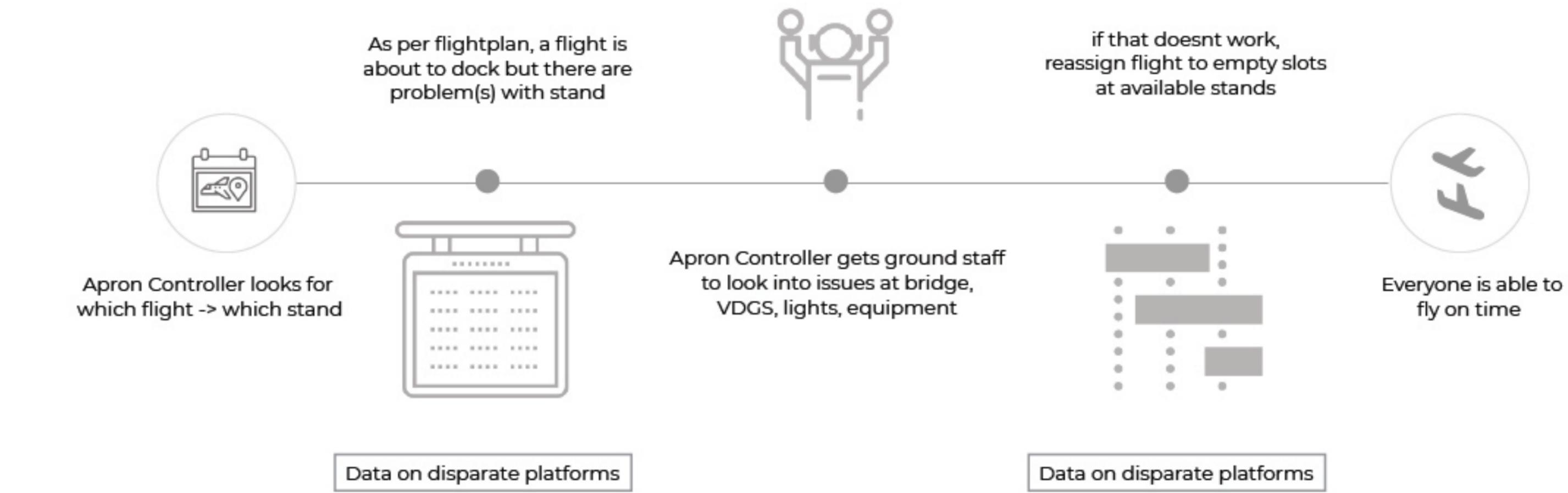
I worked on this project as user experience consultant for the Honeywell Airports Business R&D, Bengaluru, India. I was part of a small team alongside the Principle Designer who guiding me on the overall vision of the project and help align to our products the other ones in Airports Business.

I was responsible for the research, interaction design, visual design, high fidelity prototyping and testing.

Tools Used



Journey Map

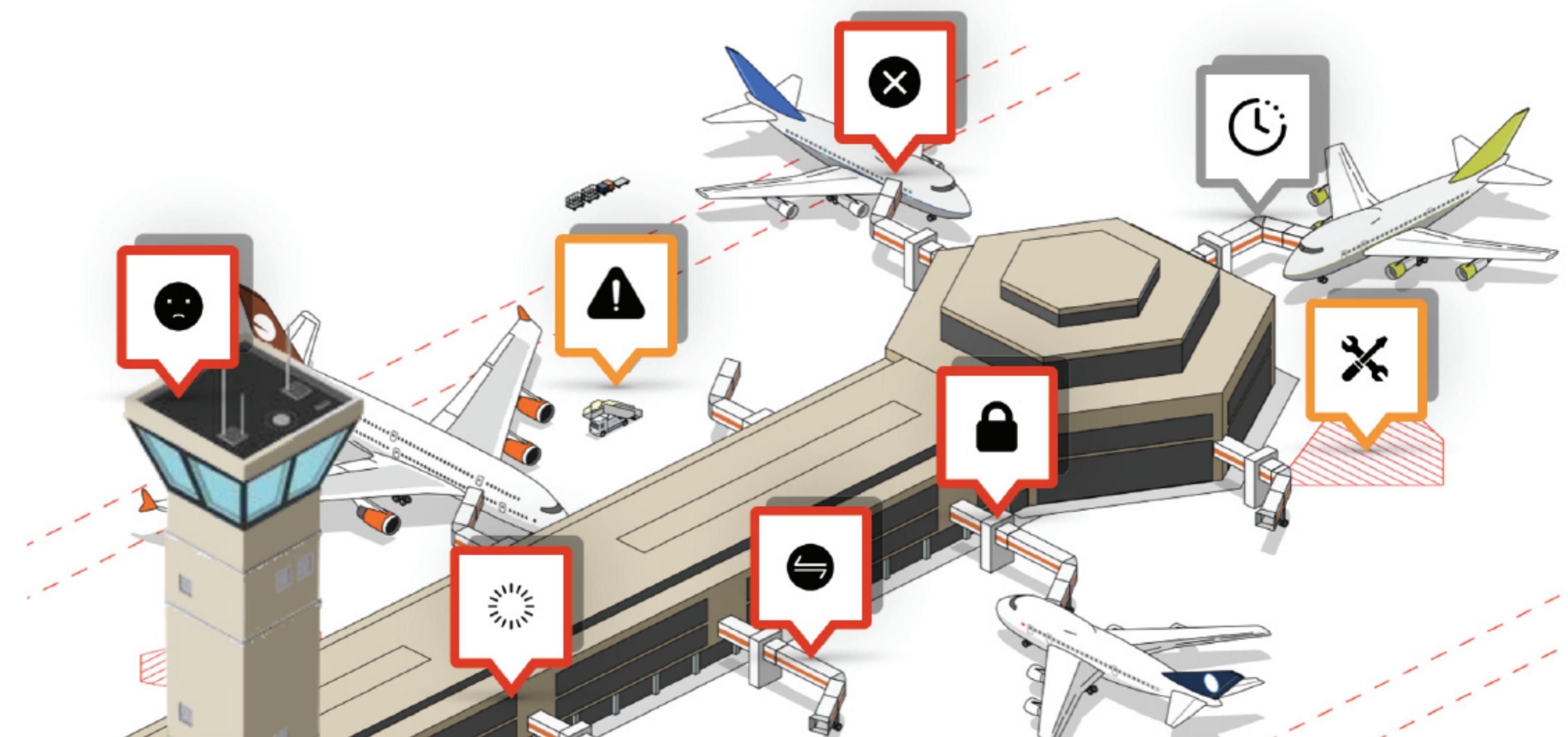


Details

<https://buildings.honeywell.com/content/dam/hbtbt/en/documents/downloads/honeywell-navitas-gate-turnaround-interactive-ebrochure.pdf>

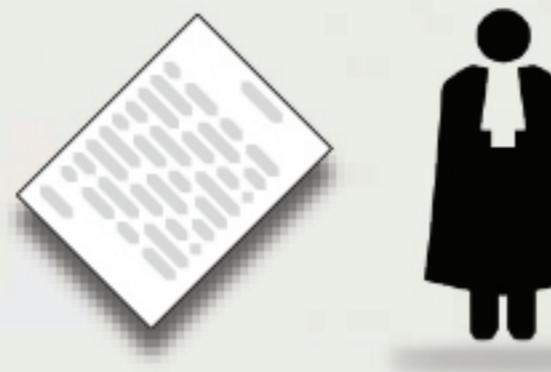
Core Function

Gates Operating System is packed with situational awareness that provides status of gate equipment and live video from gate's surveillance cameras.



Legal Contract Management System

Making building custom agreements effortless



A tool where you can draft your contracts objectively and fill in as little information as possible and let the system fetch, pre-fill and automate your documentation work leaving you to think about the language necessary to keep you off liability and risk as much as possible.

The screenshot shows the homepage of the drafto website. At the top left is the brand name "drafto". To the right are two buttons: "EXISTING USER" and "NEW USER". Below the header is a section titled "Intelligent Automation of Contracts" with the subtitle "Access ready made contracts & build away custom agreements effortlessly". A "GET STARTED" button is located below this section. The main visual area features a photograph of a workspace with a laptop displaying a chart, a calculator, a notepad with handwritten notes, a pen, a small potted plant, and a coffee cup. At the bottom of the page, there is a dark footer bar containing the text "We are an NCR based Organization. [redacted] has associates in Bengaluru & Mumbai.", "Write to us at support@[redacted].com", and a small logo.

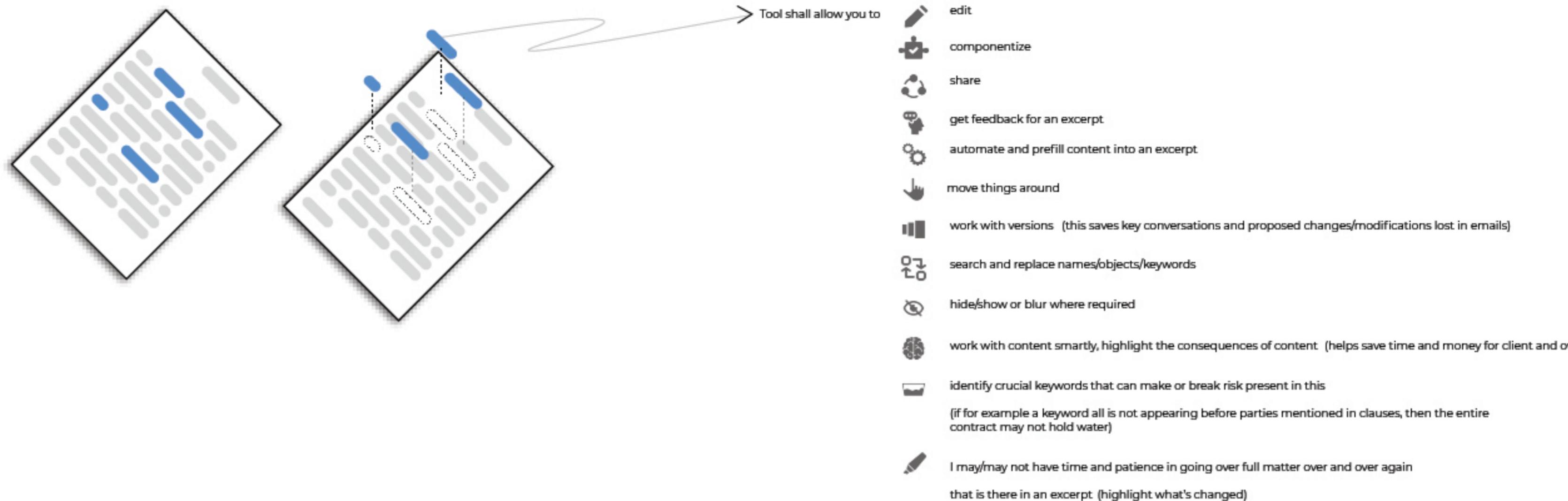
Clickable Prototype

invis.io/E510NI7R7JY4

Tools Used



(password: iac)



Distinguishing features

The tool enables you to create and format documents giving closest representation of a situation or reality that can be agreed upon by more than one person. At the core, it is a word processor that helps you string words together in an effective way.





Assortment Planning Tool

for CPG industry

A cloud platform which will take all the inputs from sales hierarchy & speaks back to them seamlessly, helping book perfect orders at every store!

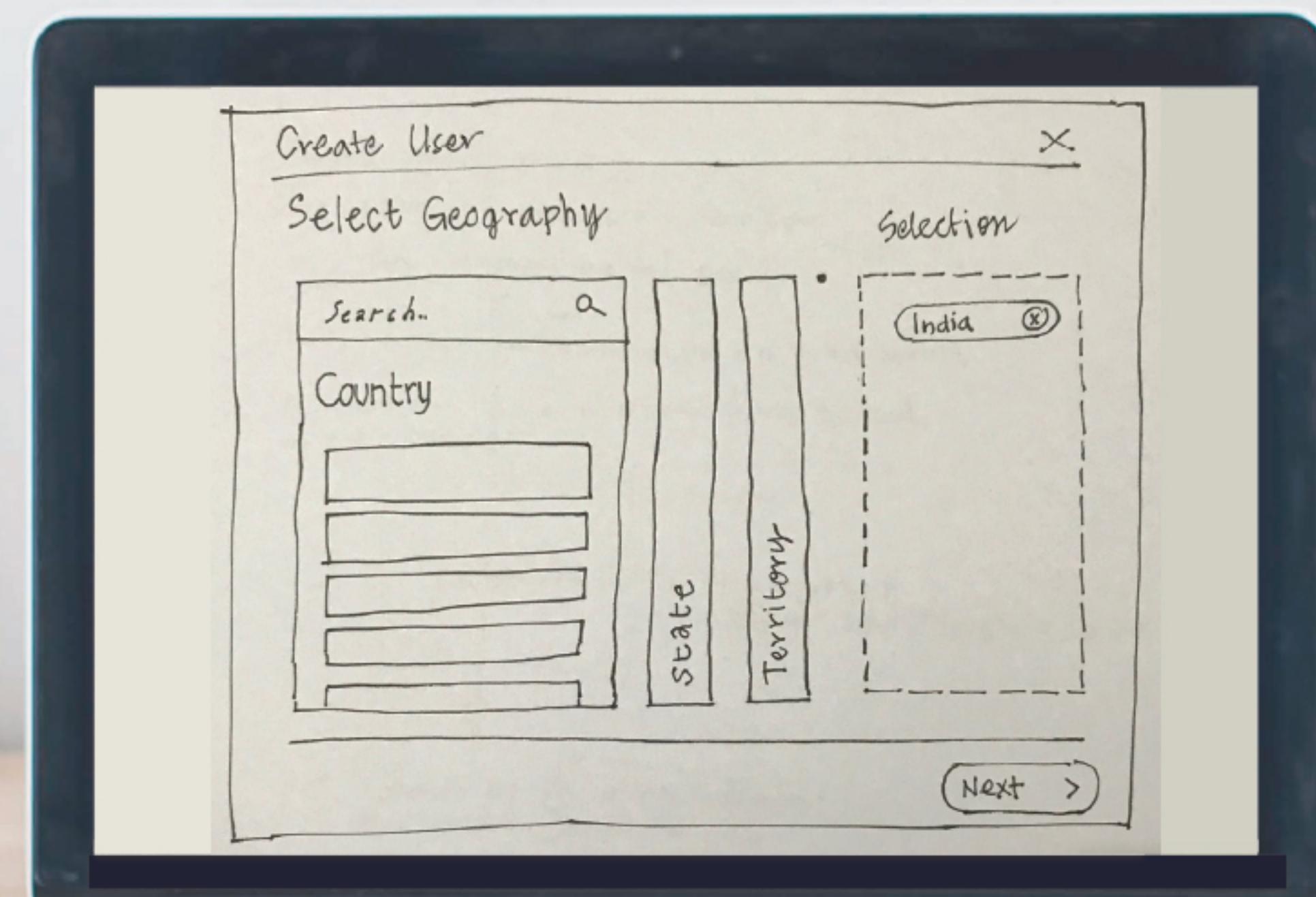
Tools Used

Assortment	Cross Sell (in units)	Must Sell (in units)	Target (in '000)
Processed Foods	223	600	
Beverages	223	600	
Dry Foods	223	223	
Total (MS + CS) in '000	300	600	
Prepared Meals	223	600	
Cosmetics	223	600	
Toiletries	223	600	
Over-the-counter Medications	223	600	
Candy	223	600	

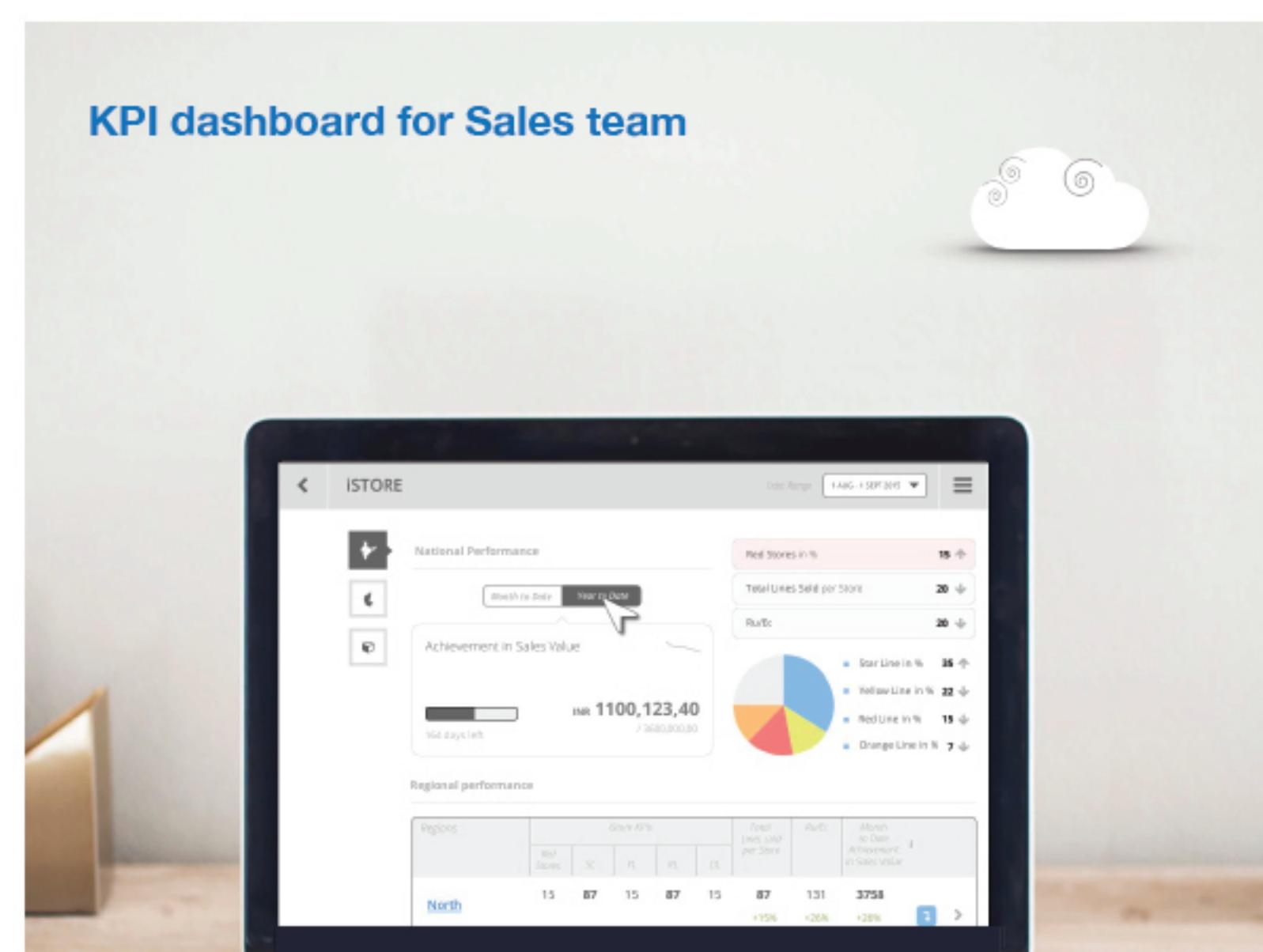
Design Challenges

While configuring data access to a sales user, we have multiple set of data like countries, regions, cities, etc. that run into long lists but we don't need all of them open at the same time. Based on the selection from the first, gives us a filtered list of the second and so on.

Using a vertical accordion worked like magic here for a Assortment Planning tool. Breaking the pattern of accordions being only vertical or horizontal and crafting something that marries the two!



KPI dashboard for Sales team



Demand Planner Touchpoint | Tablet



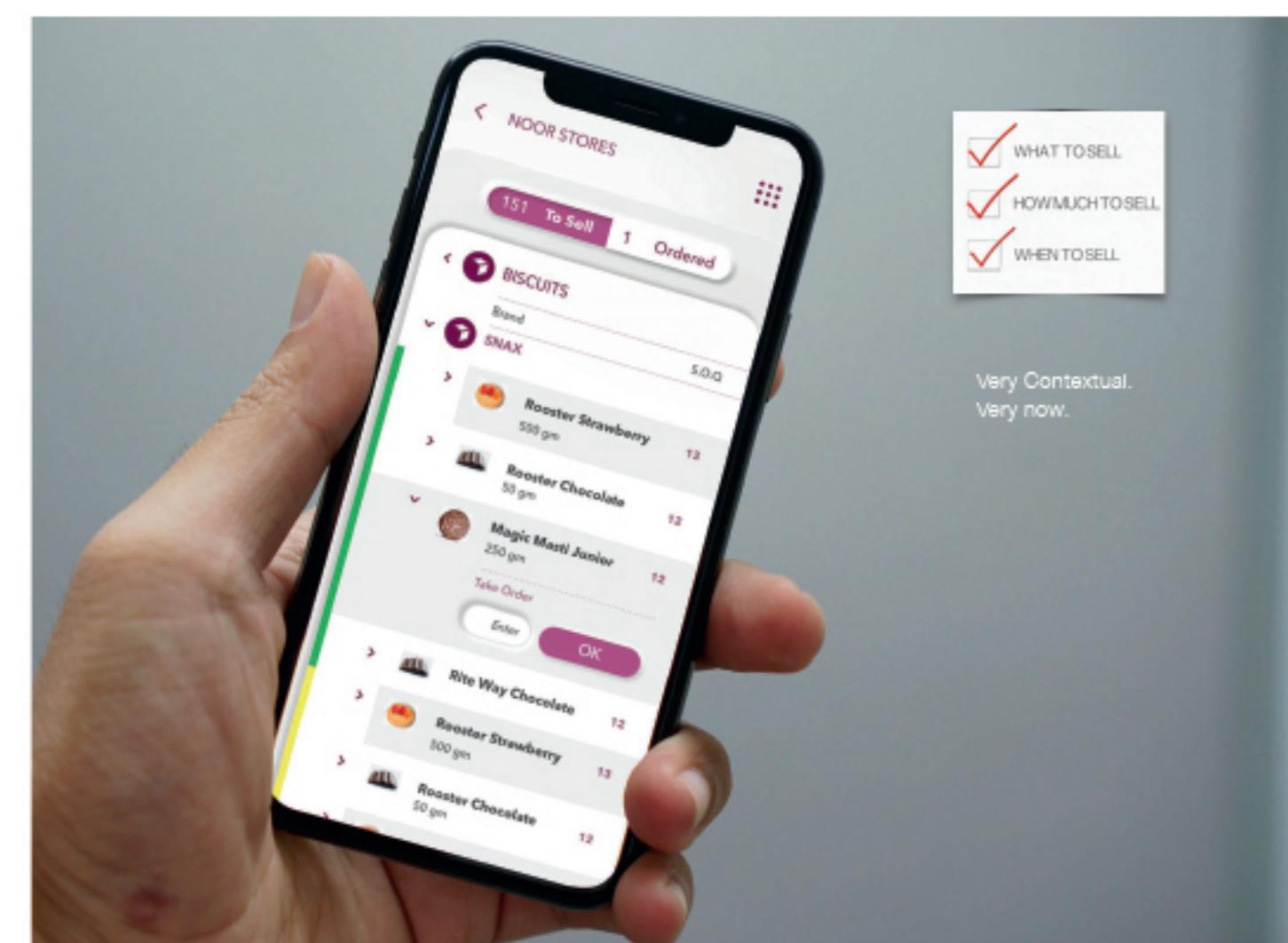
Mr.Johnson can choose to filter the entire assortment for a particular geography, product category all the way to the SKU and tweak the quantity of stock needed to be released for the next operating cycle accurately..

Only the item to be tweaked, can be done so inline, allowing the UI to be cleaner than an excel sheet without really having all those borders and still communicate its need and order.

Sales Personnel Touchpoint | Mobile



They go around their beat for the day visiting shops to book orders. We made an app that would predict out of order, capture it on fly and look and also feel like a notebook - additionally using the perks of technology like colour coding, real-time figure updates, etc.



- WHAT TO SELL
- HOW MUCH TO SELL
- WHEN TO SELL

Very Contextual.
Very now.

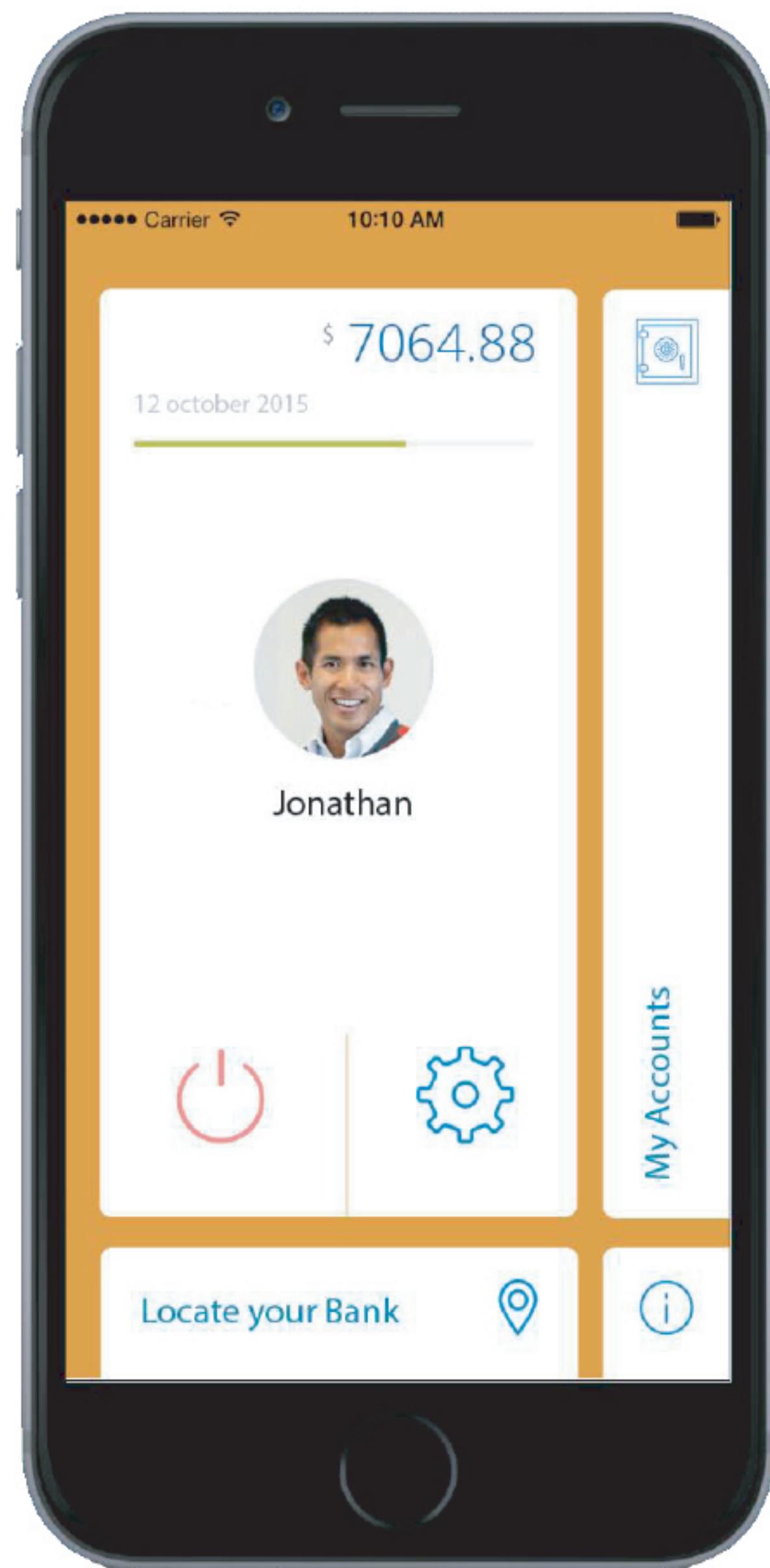


Personal Banking Tool

for consumer

A pre-sales pitch for a potential banking partner who were in consulting portfolio of my employer

Tools Used Fw Ps

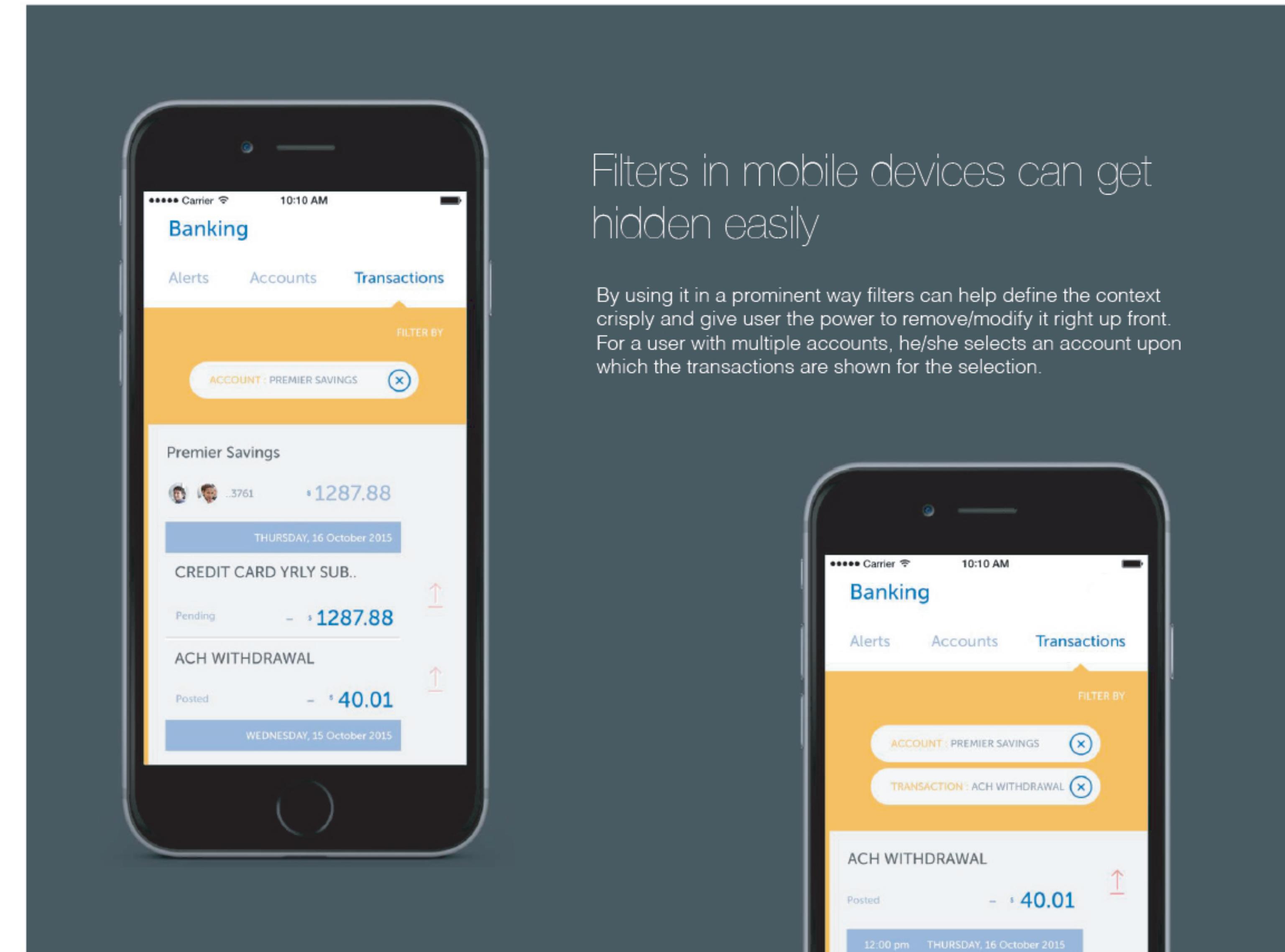


Bank slips/cards

Since a lot of artefacts we find at the bank are paper slips and cards, carrying the affordance in the digital platform made obvious sense for me for a design proposal.

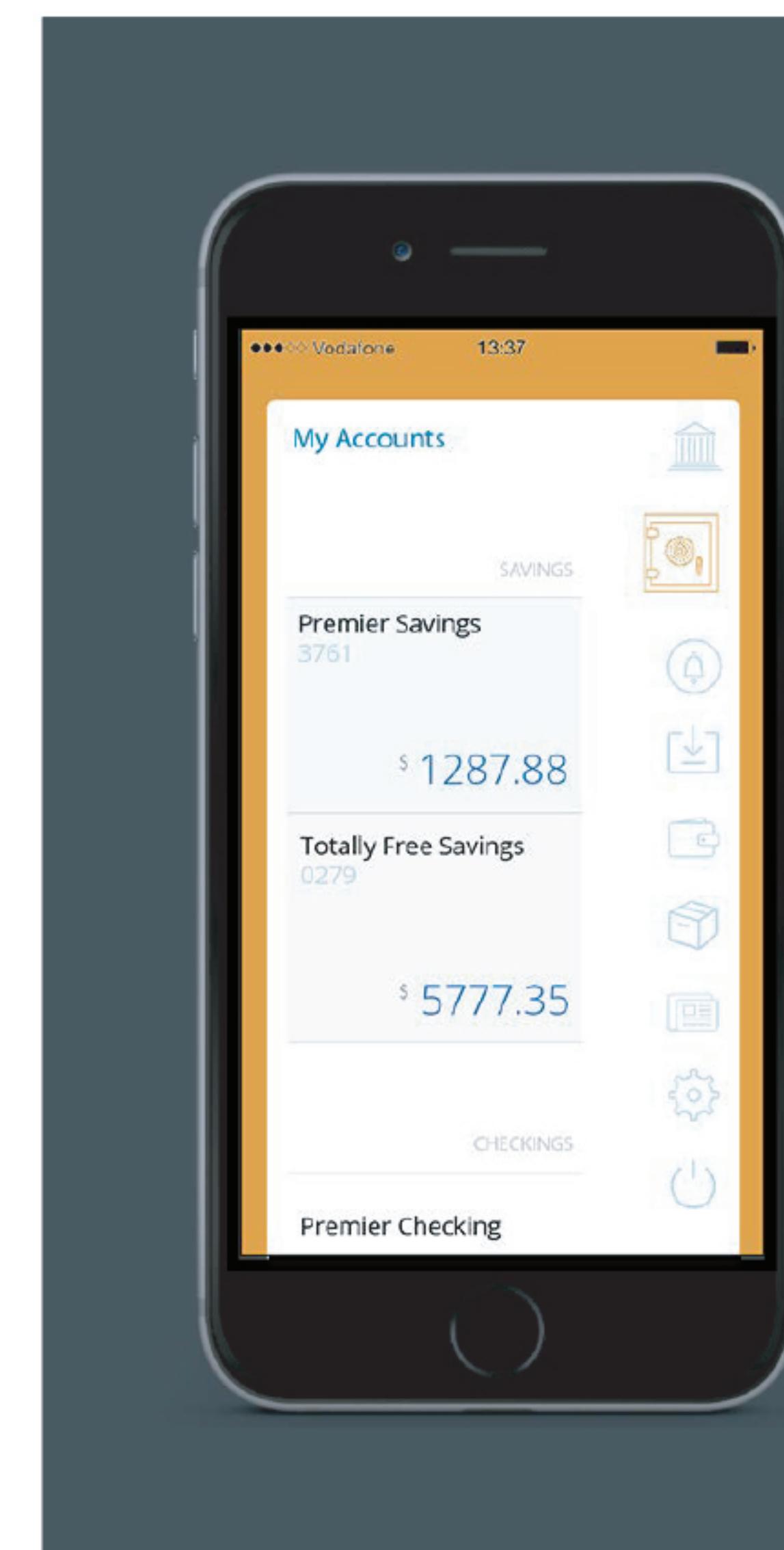
The cards are placed such that at any given point of time you are accessing one of those cards. So you only switch between these cards. Simplifying banking tasks to four groups, goes a long way in helping you stay grounded in context of task you are doing.

This may be especially useful for non-millennials switching to net or phone-banking as they would internalise that the first card is where I see my transactions. Done!



Filters in mobile devices can get hidden easily

By using it in a prominent way filters can help define the context crisply and give user the power to remove/modify it right up front. For a user with multiple accounts, he/she selects an account upon which the transactions are shown for the selection.



Why hide the menu?

For a tool like banking, the more you inform the user where they are without having to show bread crumbs (if you are thinking from the Hansel and Gretel story, you are correct), the better users will feel while engaging with your application.





Ideation Tool for an Insurance Company

Tools Used

John Doe, Insurance Executive

Monday morning as he is entering in office, notices the banner "Inspire & involve your employees in creative problem solving!"

He is curious, goes to the kiosk..



Wireframes

Buckets for categorizing insurance ideas

Ideation Platform

DASHBOARD • CHALLENGES • IDEAS • CHALLENGES

Sophie Schneider
New York • @SophieSchneider
Loves Music, Food, Photography, Exploring Places

IDEAS SUBMITTED: 4 IDEA SHARES: 12 FOLLOWED BY: 35

Messages Notifications

Challenge: 26 ASSIGNED TO ME: 2

Unleashing the power of your organization in one package

Ideation Platform

IDEA KING ANNOUNCED! Mr. Tristan Carter 350 VOTES!

IDEAS! 40 Challenges! 859

Using A.I. to model Risk Growth

Employee touchpoint - SSO

Hall of fame; showing ideas bubbling up with the highest activity.

Bird's Eye View

Dashboard • Challenges • Ideas • Evaluate • Messages • Notifications

Screen Share: COOLEST IDEA right now! IDEA ROCKET: HOTTEST CHALLENGE right now! IDEA FORTRESS: IDEA BOMB: COOLEST IDEA of all time!

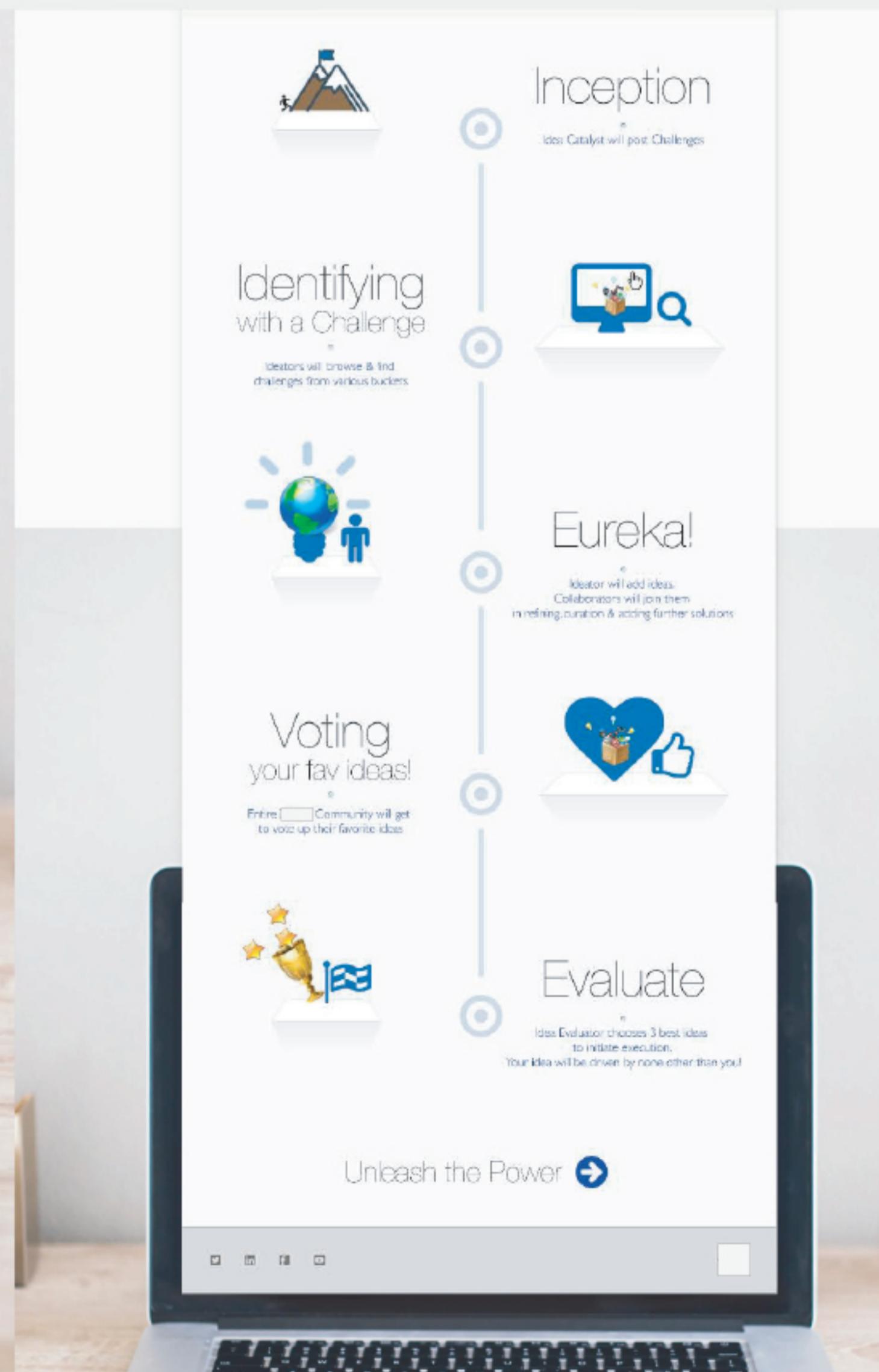
Data Goldmine: Know Your Client: Bigger Footprint:

IDEA KING ANNOUNCED! Mr. Tristan Carter 350 VOTES!

IDEAS! 40 Challenges! 859

Employee touchpoint - SSO

Bird's eye view of the ideation platform and what's in store..





Self Service Portal

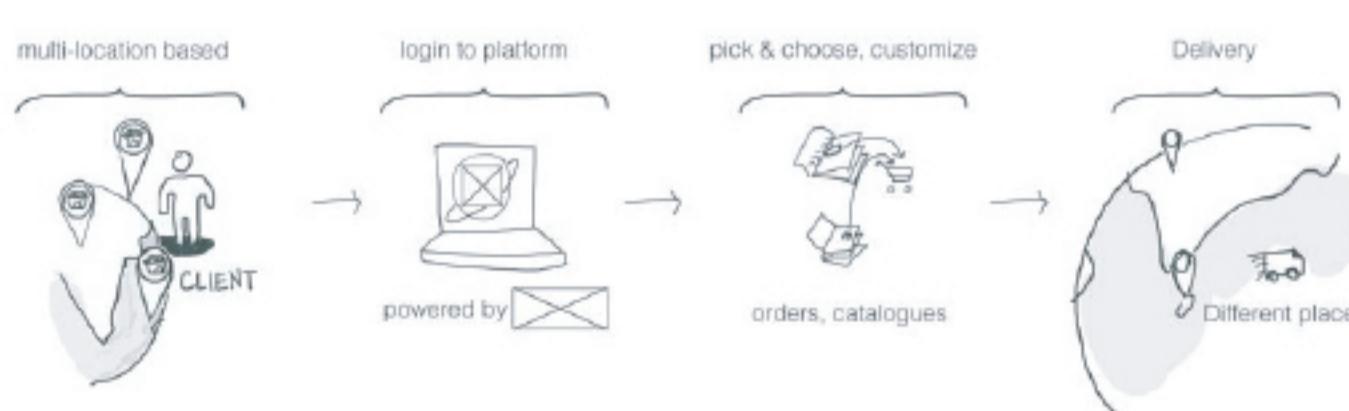
for a Marketing & Communication Services Company

Tools Used



Dashboard Wireframe

Journey Map



Self Service Portal

We know your process so things are more streamlined for you than you need to ask..

Sales Team

Joanna has all the collaterals templates she needs for her company's upcoming Event. A bit of customisation and she is ready to go!

Inventory System for a Mass Media Company

For marketers who deal with that kind of daily feed, a little less chaos..

Tools Used Fw Ps



A marketer can bundle up a couple of offers of his/her selection by dragging them into the 'Drawer'. **Remember they are upselling/cross selling on the go** while they are talking to a customer, and during which marketer would be shooting them an email and telling, "you know what? let's say your first six months subscription is on us.."

The platform allows finding offers by their type, their version, price, etc. & quickly packaging them into something that can be shot across various channels.

Obligation Name	ID	Version	Description	Activation Date	End Date	Product Type	SSP	Currency	Status
Print Sub 1 Year DM	123	1.0	Lorem ipsum Dolor Citu	1-1-17	1-1-17	Print Sub	2.99	USD	ACTIVE
Obligation 1234	123	1.0		1-1-17	1-1-17	Digital Sub	2.99	USD	ACTIVE
Lorem	123	1.0	Dummy text dummy text	1-1-17	1-1-17	Print Sub	2.99	USD	DRAFT
Ipsum	123	1.0	Lorem ipsum Dolor Citu	1-1-17	1-1-17	Print Sub	2.99	USD	PENDING

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Point-Of-Sale UI for a Jewellery Chain

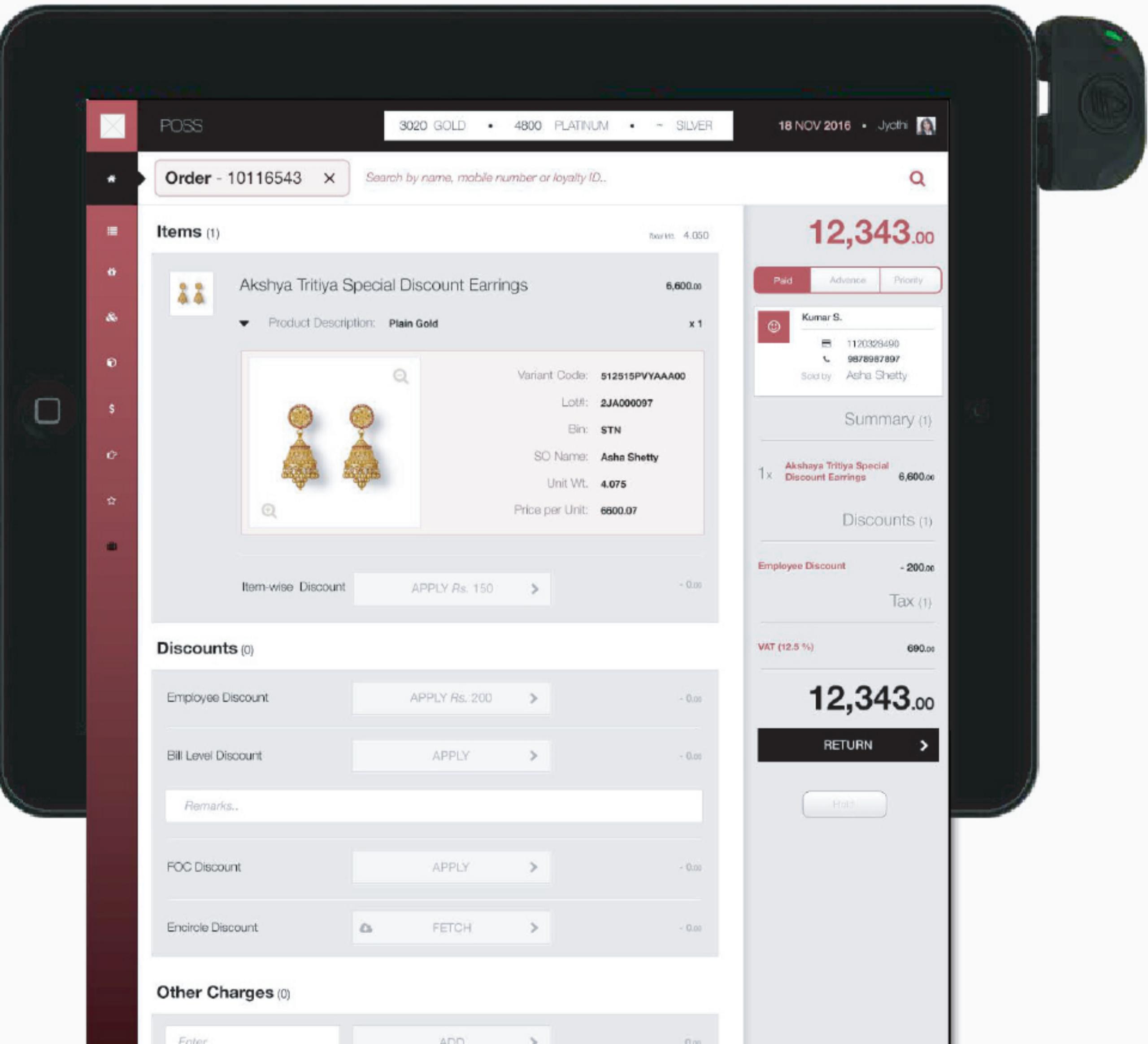
To enable quick tapping on POS machine to add discounts effortlessly without holding the queue up for long. also dark grey colour because white becomes too much of a contrast if user at the counter would need to be seeing this throughout the day.

Notice how the total appears twice. It is always present at the top if no action needs to be taken and hence user doesn't need to scroll in the POS machine at counter

Tools Used



Visual Design



Problem solving	<ul style="list-style-type: none"> Translating a consistent brand language across various touch-points Liaising between end users, marketing & product development 	Over Nine plus years of experience in shipping digital products in the IT and ITES industry
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Skills			
Sketching	<ul style="list-style-type: none"> Storyboarding Storytelling 	Study	<ul style="list-style-type: none"> Sept 2021 OCAD University Canada • Currently Pursuing Master of Design (Digital Futures)
Card Sorting	<ul style="list-style-type: none"> Information Architecture Contextual Inquiry 	• Apr 2019 Honeywell India	<ul style="list-style-type: none"> Advanced User Experience Designer <p>Creation of User Experience strategy and artifacts for Honeywell Airports Business Projects. Shipped out Honeywell Turnaround Manager Application for Apron Controllers (Gates Operating system for airside operations in airports) in 2021.</p>
Eyetracking (beginner)	<ul style="list-style-type: none"> Physical Computing Persona mapping 	• Aug 2014 Mindtree India	<ul style="list-style-type: none"> Design Consultant <p>Worked alongside with business analysts, technology architects to design products and enterprise applications for domains such as Banking, Insurance, Investment, Tourism, Consumer Packaged Goods and Manufacturing</p>
Affinity Mapping	<ul style="list-style-type: none"> Wireframing Authoring Style Guide 	• May 2013 Ideus Concepts India	<ul style="list-style-type: none"> User Experience Designer <p>Designing turnkey web/mobile software applications for Design + Technology Startup</p>
Awards		Freelance	<ul style="list-style-type: none"> Nov 2012 R K Enterprises India • Interaction Designer <p>Designed Application flows for a Networking platform for Health Professionals and an E-commerce portal for fashion products</p>
Mastermind Award (project execution, Mindtree)		• Aug 2011 Symantec India	<ul style="list-style-type: none"> User Interface Designer <p>Designed Web UI for legacy Symantec Product NetBackup Appliance</p>
Awarded twice Hats-off (presales pitch and solution design, Mindtree)		• Aug 2009 Indian Institute of Technology Bombay India	<ul style="list-style-type: none"> Master of Design (Interaction Design) <p>Designed English Language & Math teaching tools, Time management system for students</p>
Unstoppable Award (project execution, Mindtree)		Study	<ul style="list-style-type: none"> Mar 2003 Bangalore University India • Bachelor of Architecture <p>Designed Resource center for Visually Challenged People</p>
Awarded 7 times A-team Player (solution design, Mindtree)			
Outstanding Performer of the year 2017 - 2018 (Mindtree)			
2005 & 2006 - South India Zonal Design Competition of National Association of Students of Architecture			
2006 & 2007 - First place in Intra-departmental Design Competition (Bangalore University)			
Languages			
English	<ul style="list-style-type: none"> Hindi Kannada 		

Tools		Additional Information	
Adobe Creative Suite (Illustrator, Photoshop, XD)	<ul style="list-style-type: none"> Sketch Figma Axure RP 	 rewritablehere.github.io/folio/	Applied for a User Interface Design Patent for HMI Dashboard for Airport Gates Operating System (yet to be granted)
HTML/CSS/JS (beginner)	<ul style="list-style-type: none"> Processing P5JS Arduino 	 linkedin.com/in/ananthac	



Many thanks!

rewritablehere.github.io/folio/

