Raghav Sethi
Project Portfolio

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Swacch Bhaarat Abhiyan
UI/UX for Android Application

Acknowledgement

I would like to thank Anand sir and Prasad sir for teaching us the entire UX process and providing us the required knowledge to complete our project with success.

I would also like to thank Onkar sir for guiding me at every step of the project and for providing me a very informative and interesting topic for my final jury project.

Working Methodology – IMAGIN 6D Framework

1. **Define**: Defining the business goals and objectives
2. **Discover**:
   - Competitive Analysis
   - User Profiling
   - Personas
   - Scenarios
   - Task Flow
3. **Dream:** Conceptualization of ideas.
4. **Design:** Wireframes, Prototypes
5. **Develop:** Mockups and Visuals
6. **Deliver:** Style Guidelines, Specs and Assets, Final design along with required Axure/Photoshop files.

DEFINE

Problem Statement

GoI's Swacch Bhaarat Abhiyan has its own website, but no such facility of a handy mobile application to allow citizens to directly aid the government in alerting the Municipal Corporations regarding the status of illegal garbage dumping in cities across India.

Project Overview

Swachh Bhaarat Abhiyan

It is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and maintenance of the infrastructure of the country.

The campaign aims to take the help of the Youth to help the Government to take quick decisions according to the feedback provided by them.

I would be creating interfaces and mockups for an Android application based on the same campaign.

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User group

- The concept is mainly targeted towards the **younger generation**, who travel a lot and have no difficulties in operating a Smartphone.
- The users can be divided into the following groups:
  - Students (Ages 13-25 approximately)
  - Working Individuals (Ages 25-35 approximately)

Projected Solution

I would be presenting the design and experience for an Android application by providing a crowd sourcing platform for the citizens to share pictures of different garbage-filled spots in the city and directly share it with the concerned officials of the Municipal Corporation. The application would be based in Pune city.

<u>Projected features of the application:</u>

- Uploading pictures and sharing with the Municipal Corporation agencies.
- Marking location of the spot via Google Maps.
- Location type – Public area, Roads, Monuments etc.
- Sharing of image on Facebook, Twitter etc.
- Inviting friends and family to try the application.
- Viewing latest uploaded images along with their marked location.

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Research Study

- **Website - https://swachhbharat.mygov.in**
  - ➢ Data of Pune city was analysed to see how the whole gargbage collection process takes place from start to finish.
  - ➢ Various different attributes of the website were studied. This allowed me to come up with a generic colour scheme for the application interface as well study the flow of communication from the citizens to the Corporation.
- **Interviews**
  - ➢ Interviews were organised with people from different sectors. Students, working professionals and Municipal Corporation workers were asked questions regarding how the whole process takes place – selecting the location with the most garbage and how the Municipal Corporation informs them about the same.

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DISCOVER

Persona

Anmol Sharma

Age: 21
Work: Student
Location: Sakal Nagar

About Anmol

Anmol Sharma is a college student who uses an Android smartphone as his primary device for accessing as well as surfing the internet. He is very active on different social media platforms like Facebook, WhatsApp and Instagram.

He is not much aware of the details of **Swachh Bhaarat Abhiyan**, but only knows it through the name.

Key Attributes

- Know-how of Smartphone technology - Excellent
- Activity on Social Media platforms - Excellent
- Awareness about Swachh Bhaarat Abhiyan - Less

Goals

- Gather more information about Swacch Bhaarat Abhiyan.
- Spread awareness about the same, if interested.

Pain Points

- High 3G/LTE usage leading to increase in expenditure on the same.
- Very little knowledge about Swacch Bhaarat Abhiyan.

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Persona

Chanda Wadekar

Age: 51
Work: Municipal Department worker
Location: Baner-Pashan area

About Chanda

Mrs. Chanda Wadekar is a worker for the Municipal Department in Pune, currently working around the Baner-Pashan area. She has been informed about the Swacch Bharat Abhiyaan by her seniors, but does not have much information. But she likes the idea and would love to knowmore about it. She is **technically-illiterate**.

Key Attributes

- Know-how of Smartphone technology - None
- Activity on Social Media platforms - None
- Awareness about Swachh Bhaarat Abhiyan - Moderate

Goals

- Gather more information about the Abhiyaan.

Pain Points

- No knowledge about mobile/web technology.

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DREAM

Information Architecture

Closed-Card Sorting technique was used to sort the subheadings provided into pre-defined categories.

Dashboard	Login Options	Navigation Sidebar	Upload Menu
Recently Uploaded Images	Login via Facebook	My Profile	Select image from gallery/camera
Map View	Sign up	Settings	Select map location
Camera-Gallery Upload	Sign in	About the application	Select image category
Share Images	Forgot Password?	Log out	
		Invite friends/family	

Basic Conceptual Idea

- The concept of the application revolves around the **interaction between the users and the Municipal Corporation**.
- Users should be able to **upload pictures**.
- Each picture is tagged with **a Geo-Location**.
- Information about the picture is sent to the Municipal Corporation bodies.

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DESIGN

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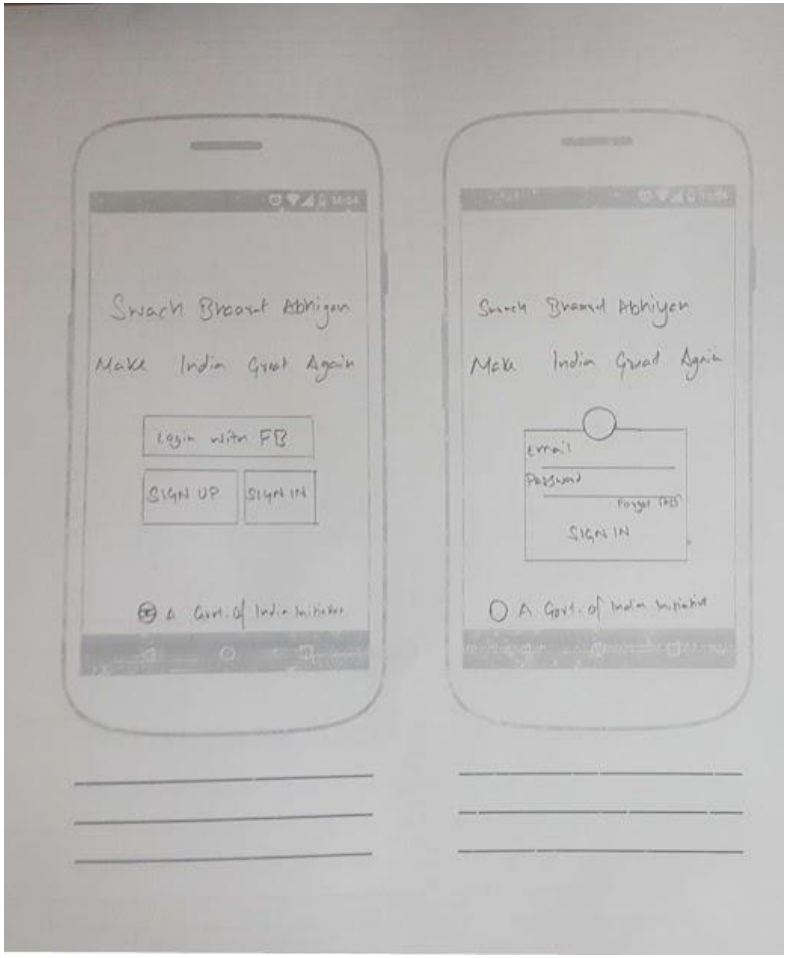
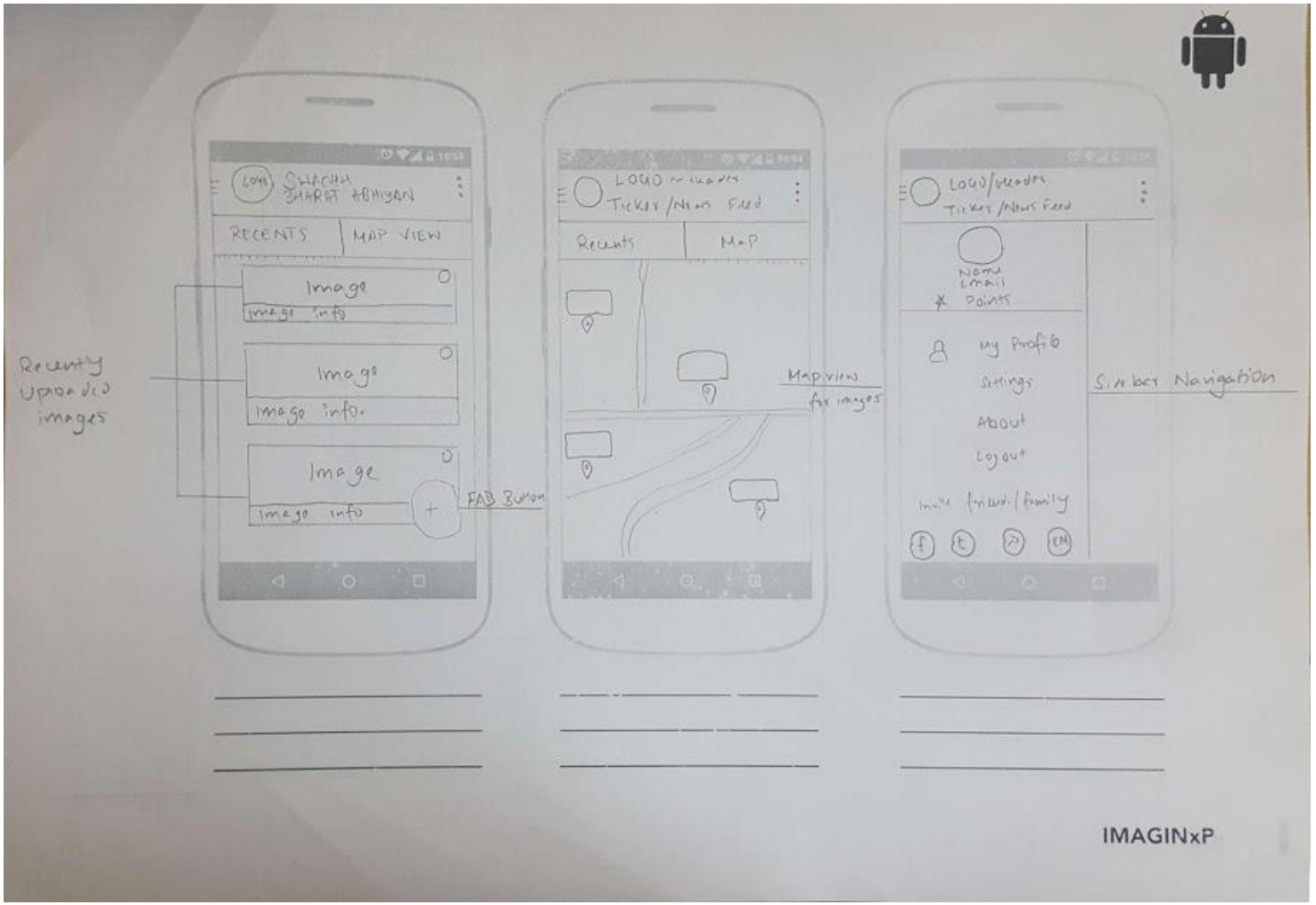
Wireframes



Wireframes depicting the initial splash screen and login options available to the user. The background is an overlay image of the Taj Mahal.

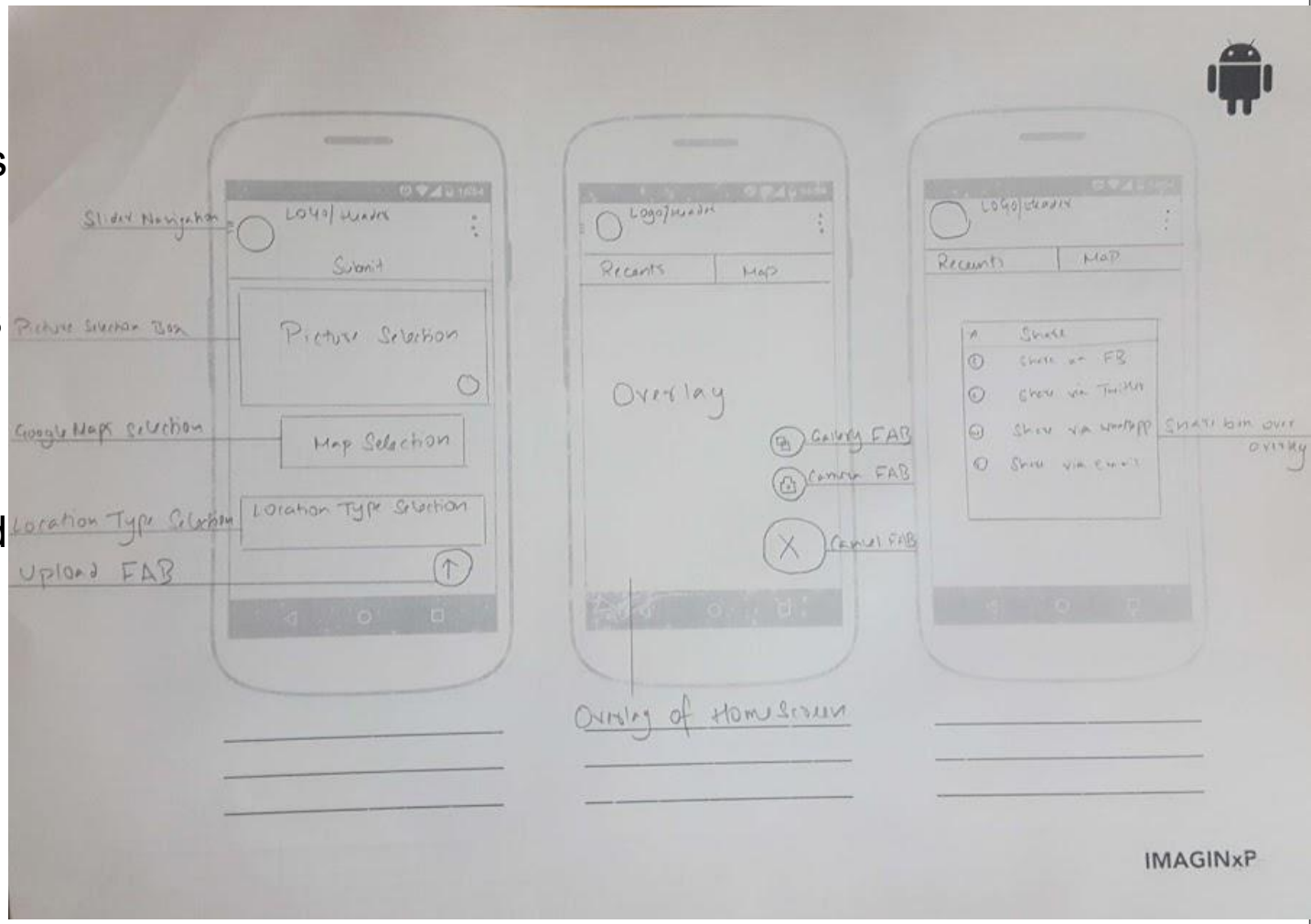
Wireframes

Wireframes showing the dashboard, sidebar navigation panel and Map view. The dashboard allows the user to switch from **Recently Uploaded Photos** and **Map View** via a tab located at the top. Sidebar is accessible via the **Hamburger Pull** at the top left corner.



Wireframes

Wireframes depicting the Upload functionality as well as the **Social Sharing** functionality.
The application allows **selecting images via Gallery or capturing one the camera**.
Every image uploaded can be **Geo-Tagged** with the location as well selecting a location category for the same.



DEVELOP

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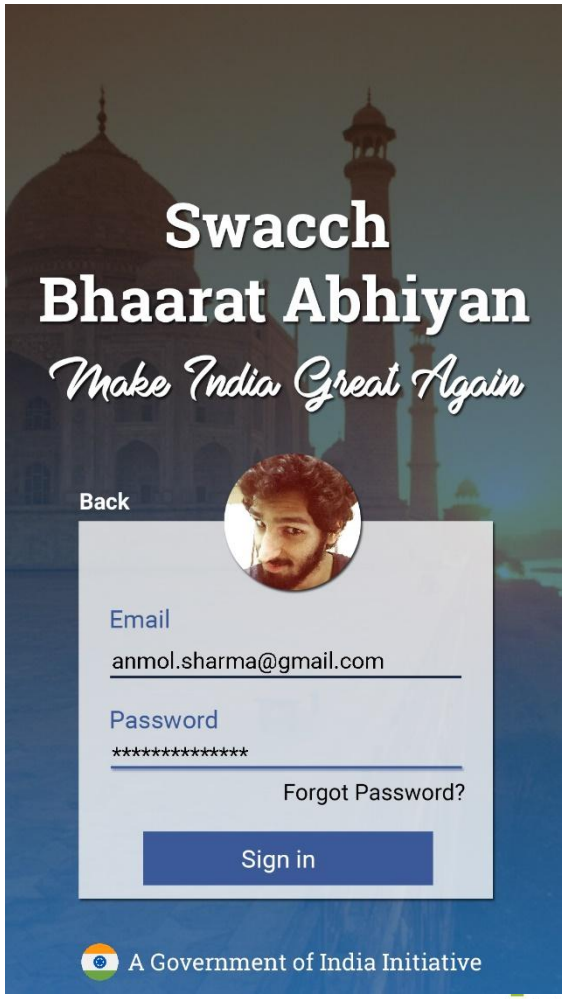
Visual Design
Login



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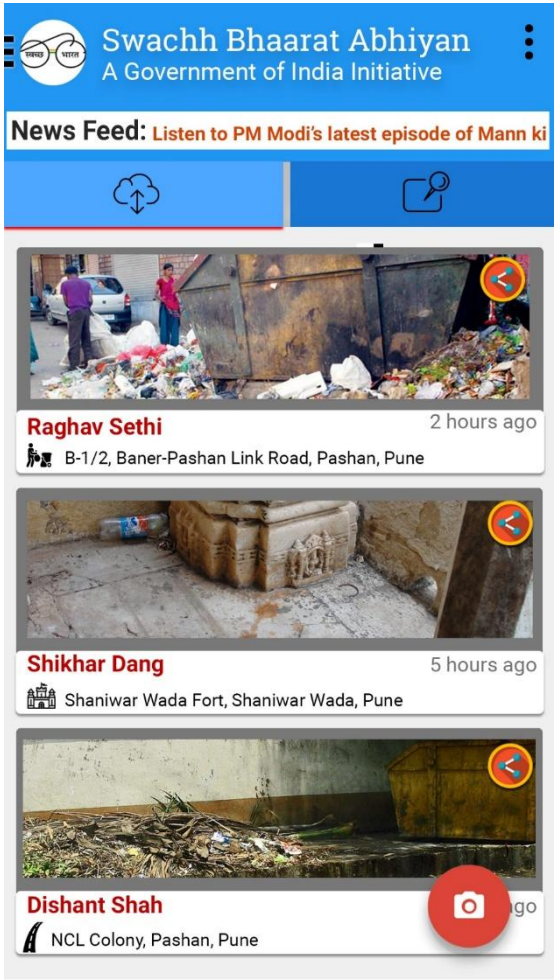
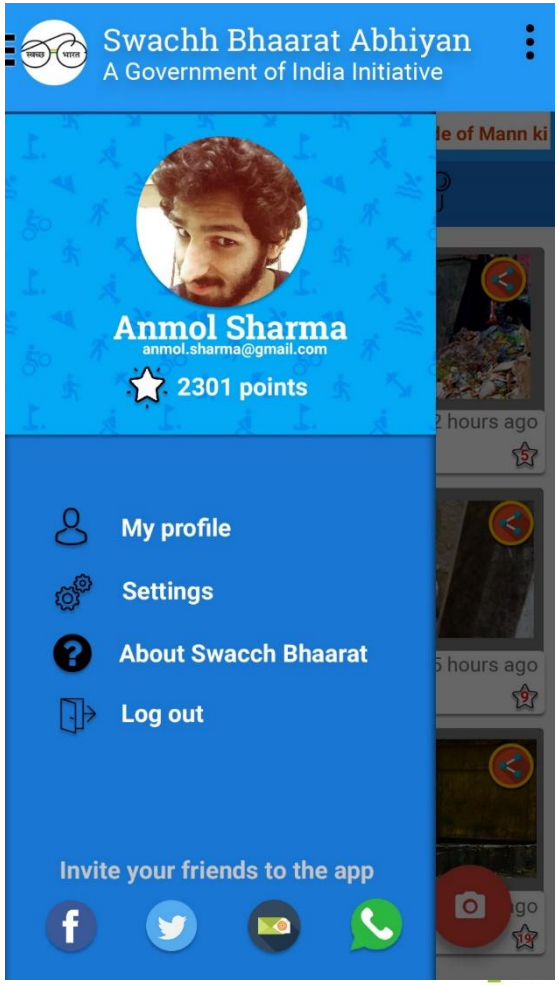
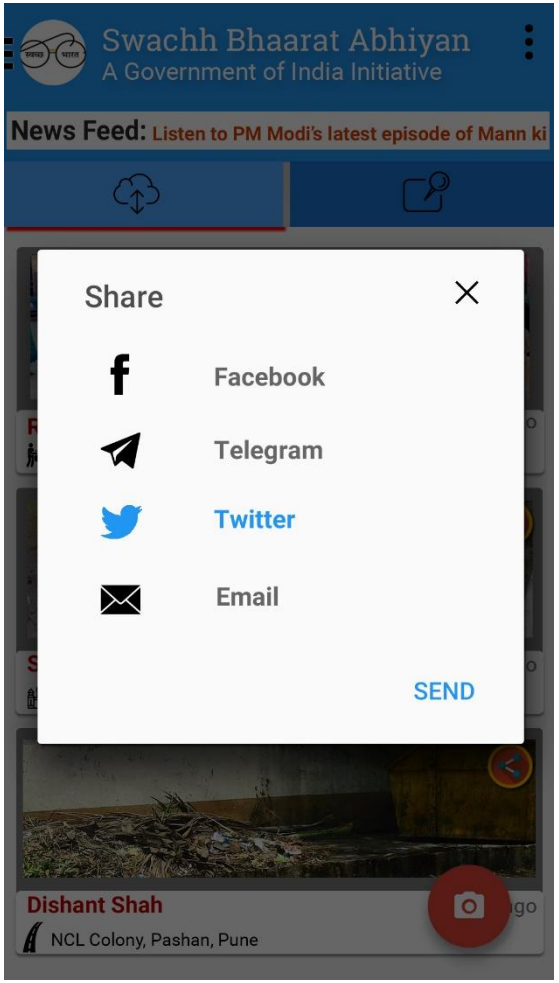
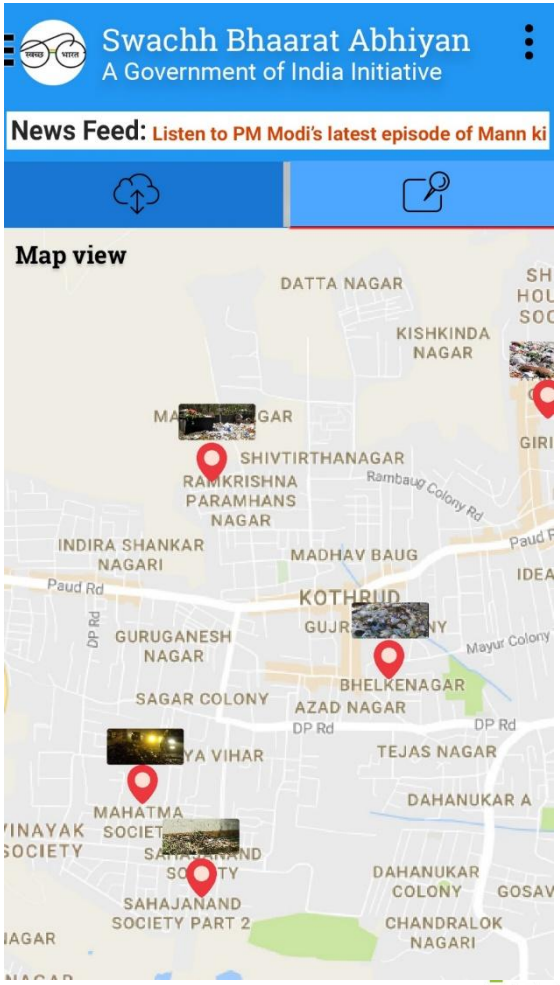
Visual Design Dashboard





Visual Design
Share and Map





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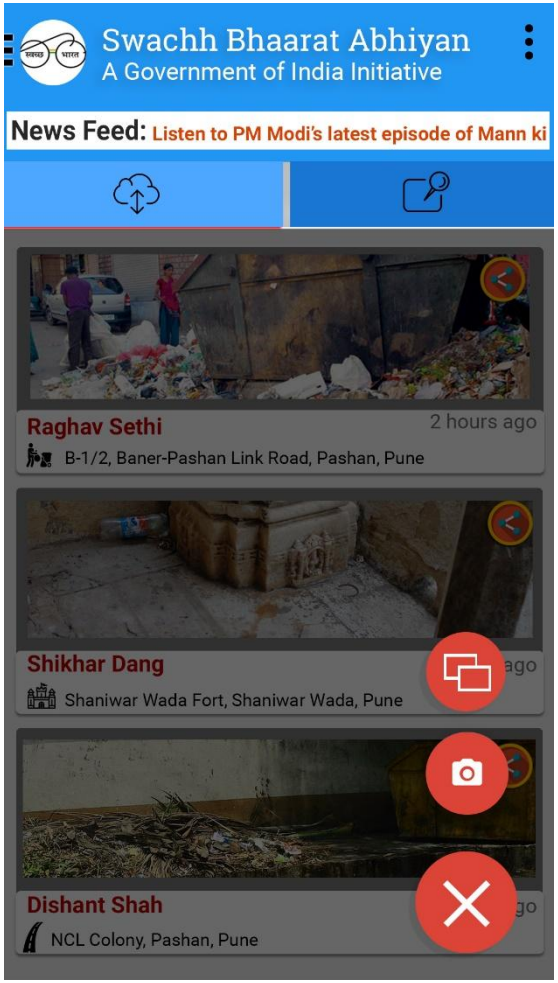
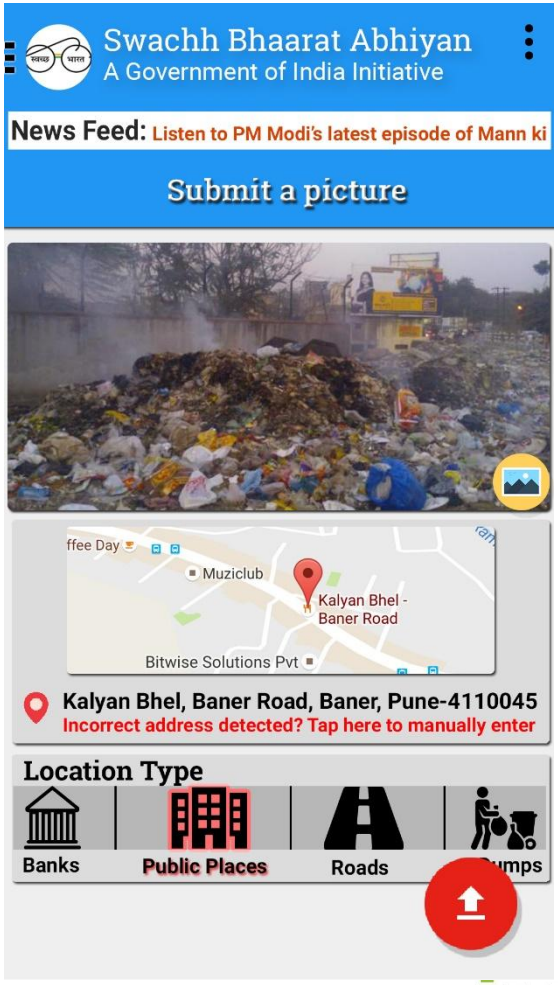
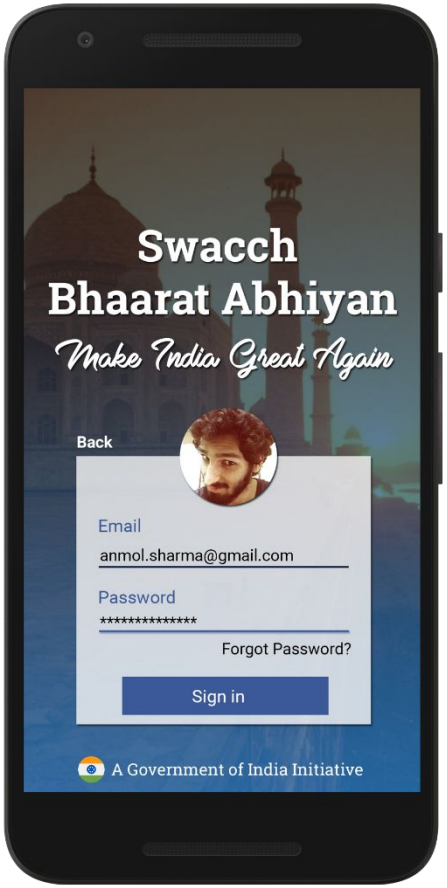
Visual Design
Upload Options





Design Mockups



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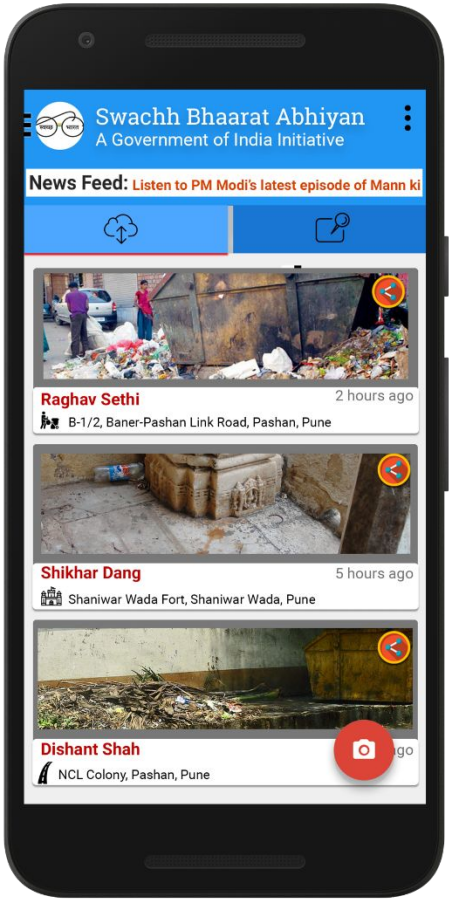
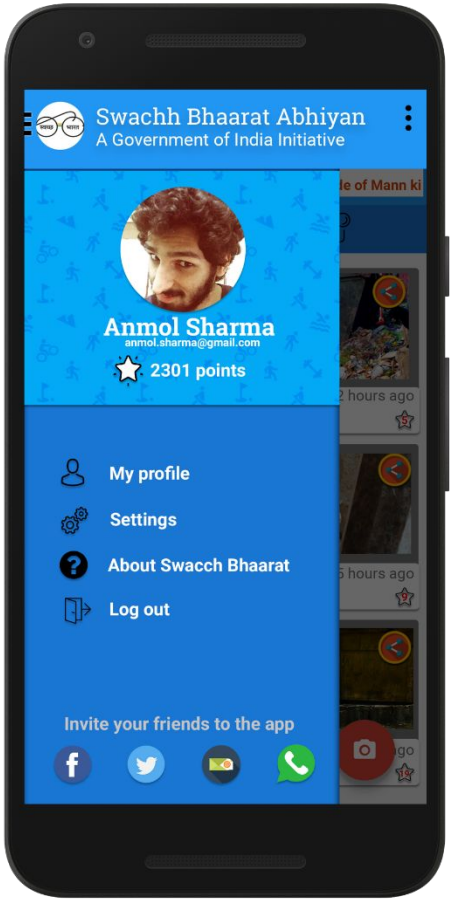
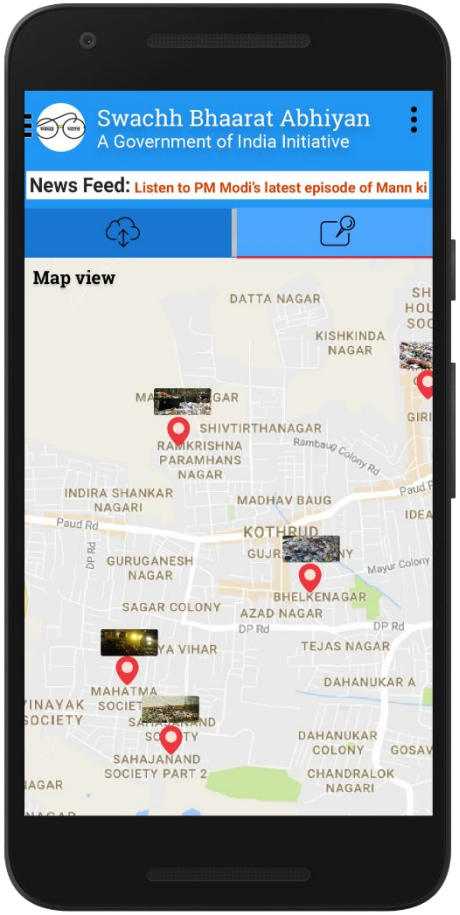
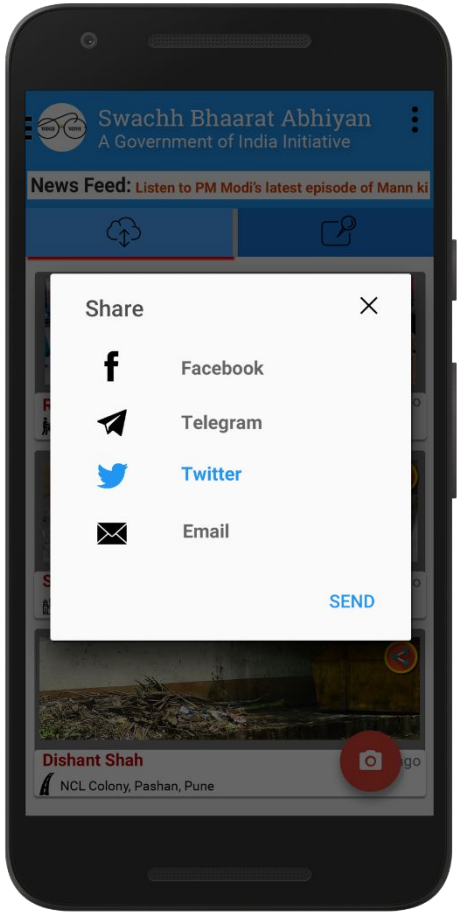
Design Mockups





Design Mockups





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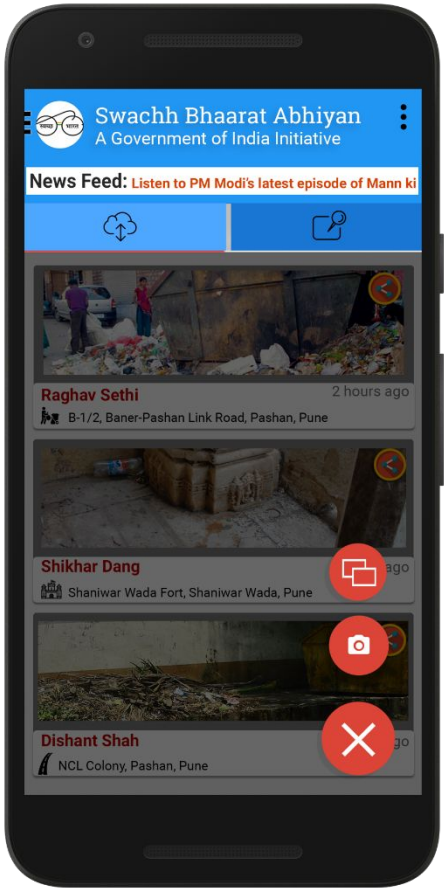
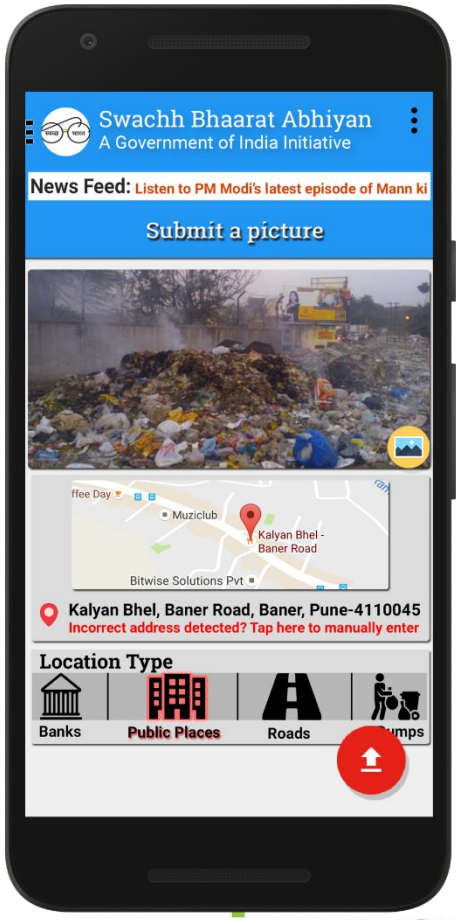
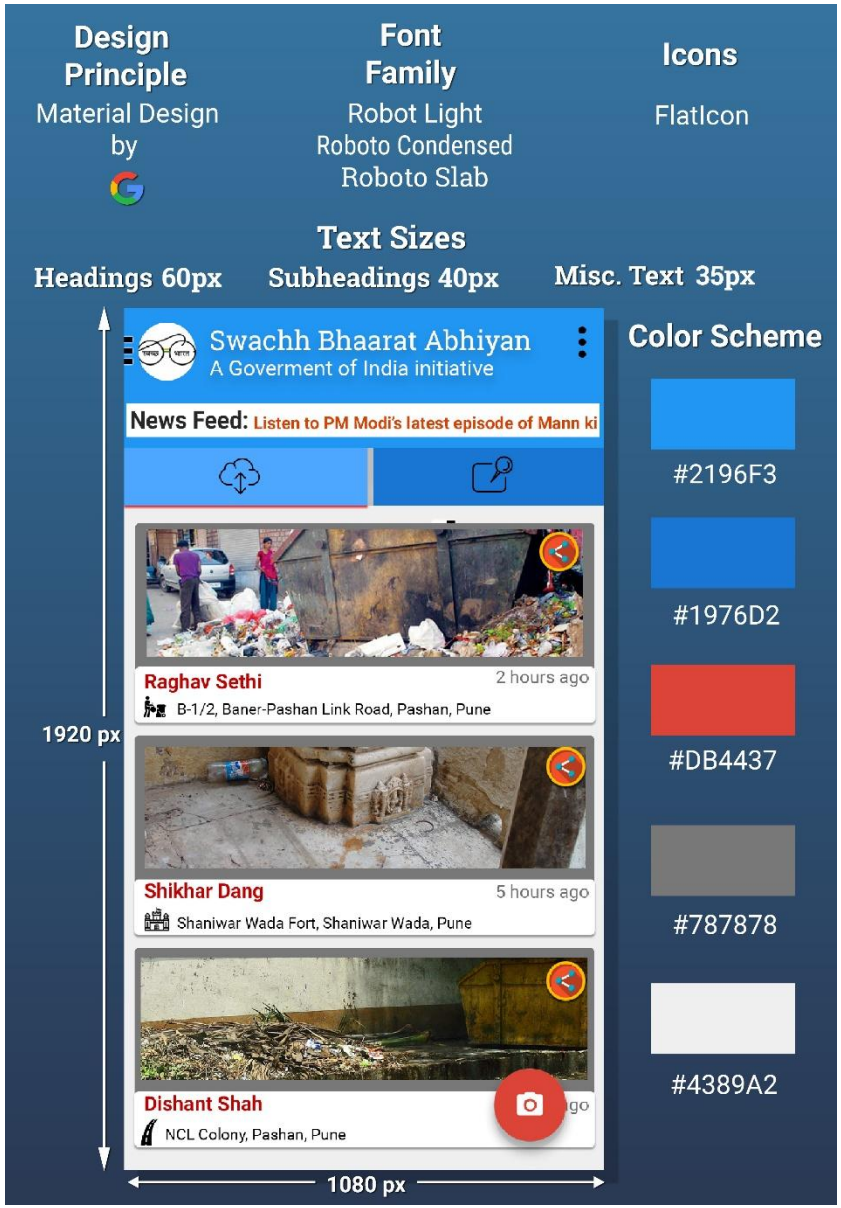
Design Mockups





DELIVER

Specifications & Assets



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Make India Great Again

Project by Raghav Sethi