

PORTFOLIO

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My Entrepreneurial Experience

StagePotato

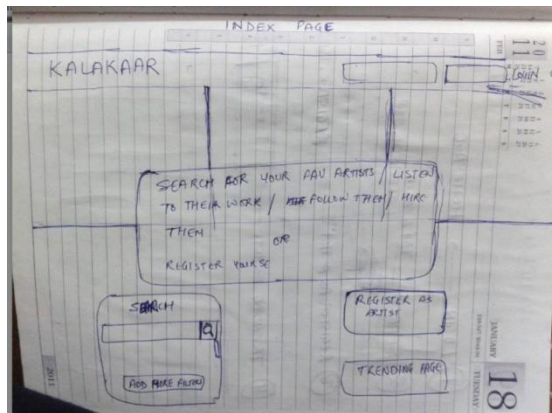
Co-founder and Developer (UI and User functionalities)

Drawing upon my love for different art forms, I started working on an idea I had about a website for artists. I got along with one of my friends, Raksh Anand, to work on this project. The problem that we set out to target could be divided into a set of smaller problems:

- Enabling employers/hirers to search for the best fit as per their requirements.
- Besides being able to share their work, be it videos, writing materials or images, users could mention about their professional experiences, qualification (a music school or a design school) and share links to their profiles, online on other websites.
- Direct contact between artists and people who want to hire them.
- Making it useful for any kind of an artist.
- Providing users a way to appreciate somebody else's work, there by promoting a healthy artists community.

Mockups

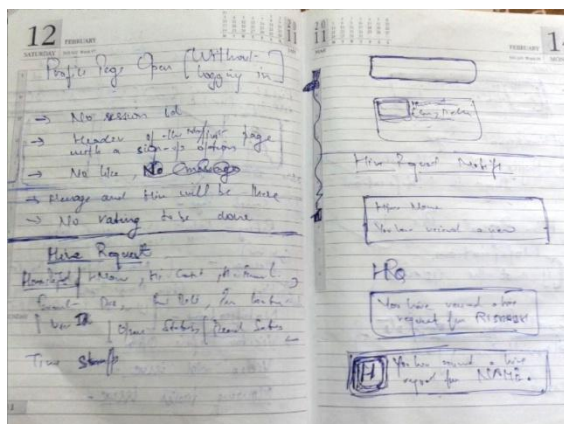
These are initial mockups on paper for some of the page designs and brainstorming sessions.



(Earlier we had decided to go with the name 'Kalakaar', meaning an artist in Hindi, but as we found out later, we could not use it)

The home page of the website showing:

- input field for searching artists
- user login fields
- option to register as a user.



Designing the hire request notification:

- different statuses for the notification as opened, read and not read.
- message for the notification
- image for the notification

Final Screens and Designs

Home Page- One can straightaway search a user by his name or even by typing in some particular skill, for example: 'pottery', 'short stories' or 'graphic design' etcetera. New users can sign up and existing ones can login to their home pages.

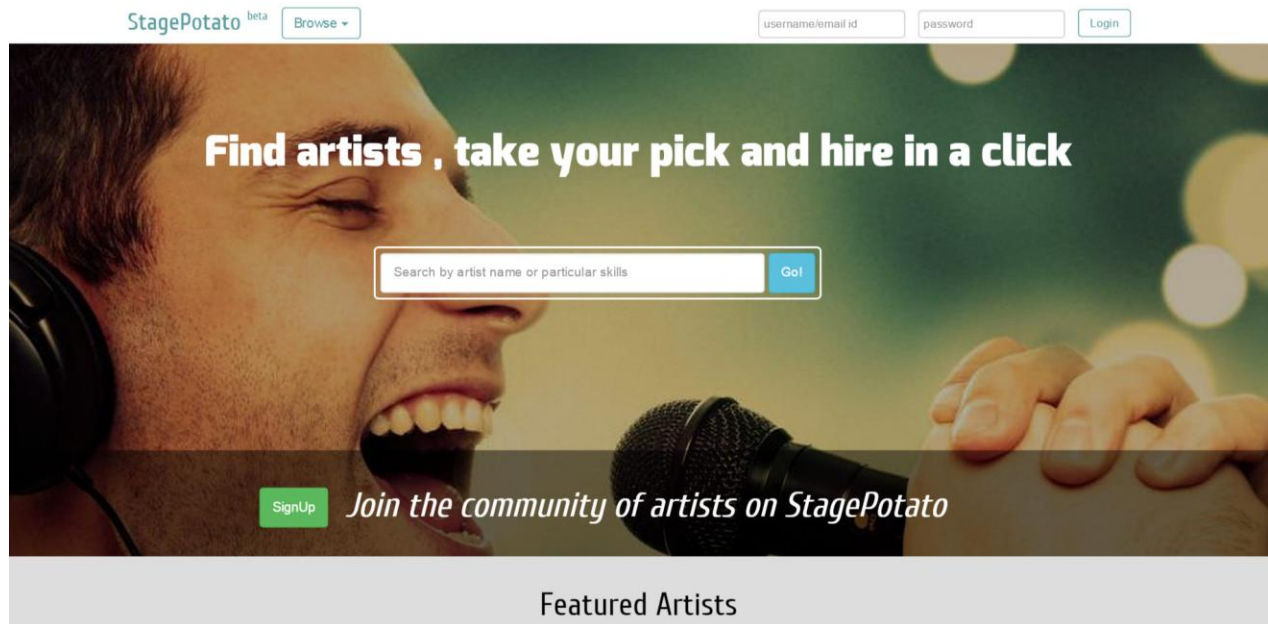


Fig 1.0

As we can see below in Fig 1.1, we can browse through different types of artists using the 'Browse' button. This comes in handy for a person who is not really sure of what he is looking for, or if he wishes to check out different types of artists. The sub-categories under 'Actor', as here, provide an option to filter the search.

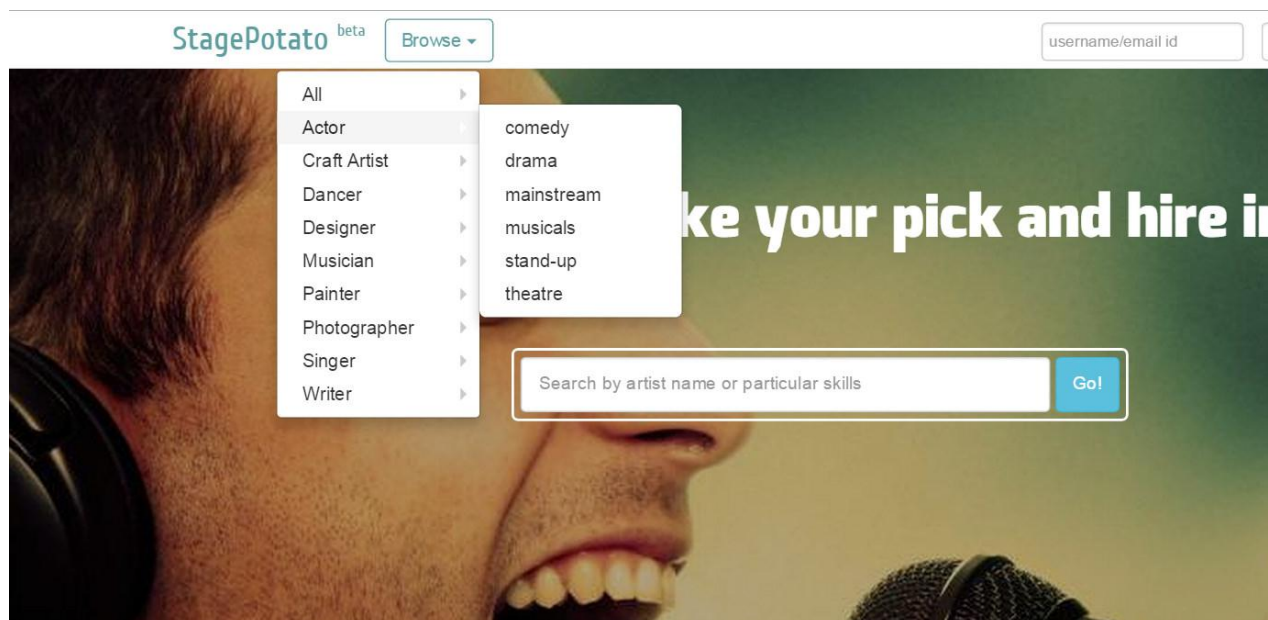


Fig 1.1

The home page also features the best artists. Featured artists are the top six in the search list when the search is run for all users on the website.

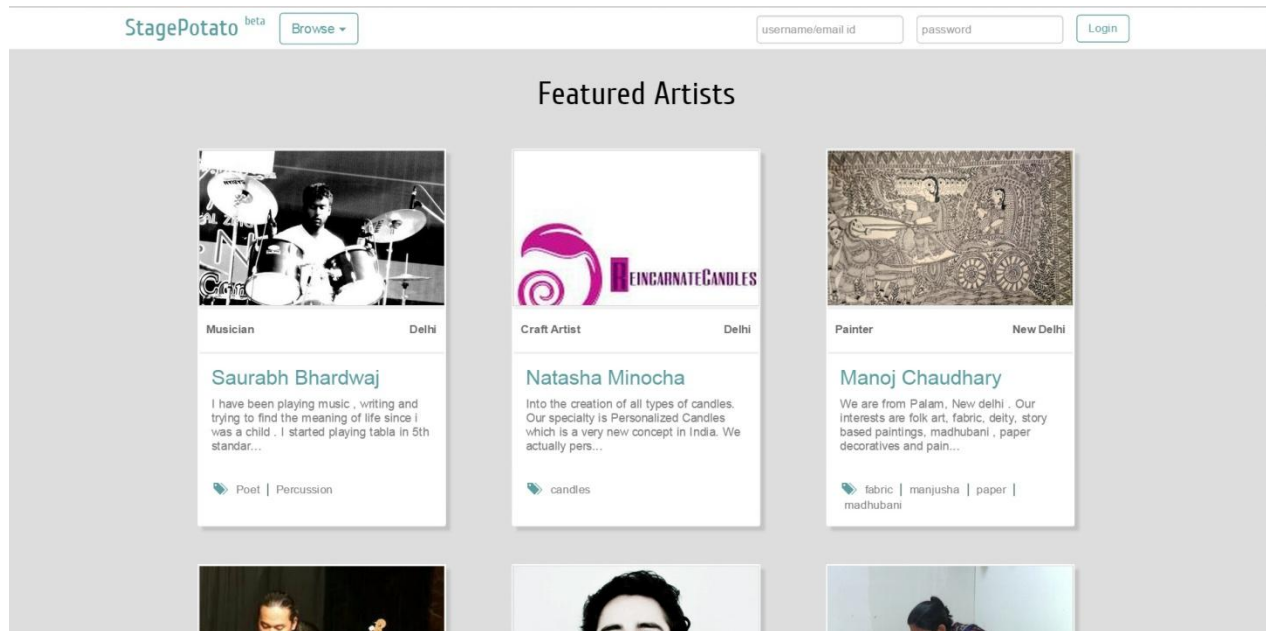


Fig 1.2

Search Page – This is the search page showing results based on the parameters used for searching. One can search artists by using the tag link search, using the 'Browse' utility or by just typing in the search field at the home page and 'Go! '.

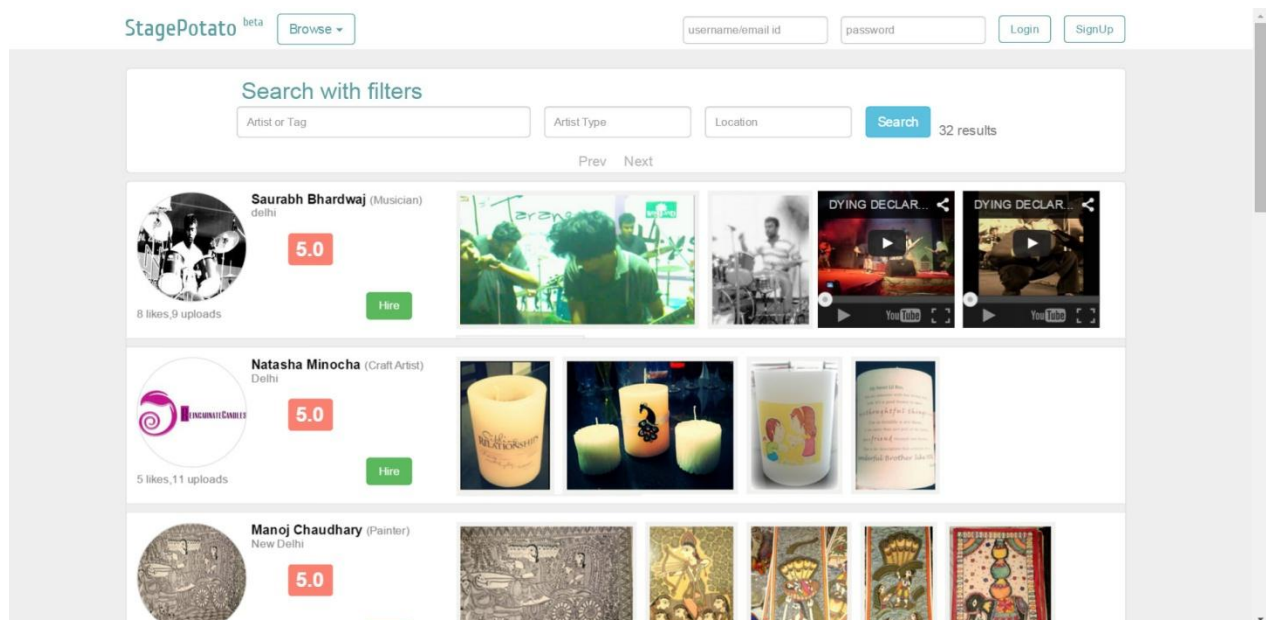


Fig 1.3

As shown in the Fig 1.3, one can get a glimpse of the work uploaded by an artist. If someone wishes to contact the artist, he can just easily send a hire request using the 'Hire' button. A notification is sent to the artist for a hire request.

Registration – Registration page is a single page short form that the user has to fill with personal details. If the user chooses to sign up as a ‘Filmmaker’, the block, as shown in the Fig 1.4 below, gets populated with the available ‘Filmmaker’ tags. The user can have these tags added to his profile. I coded this functionality to add/remove tags in Javascript.

Fig 1.4

The user can also search for tags which were not populated as the ‘Filmmaker’ tags and add them. This provides for users with multiple interests, like a singer who loves to write as well.

Profile Page – This page is like an artist’s portfolio. One can share his work and other important details. Users can share images, videos from YouTube and save text to share writing material under ‘Pictures’, ‘Videos’ and ‘Notes’ tabs respectively.

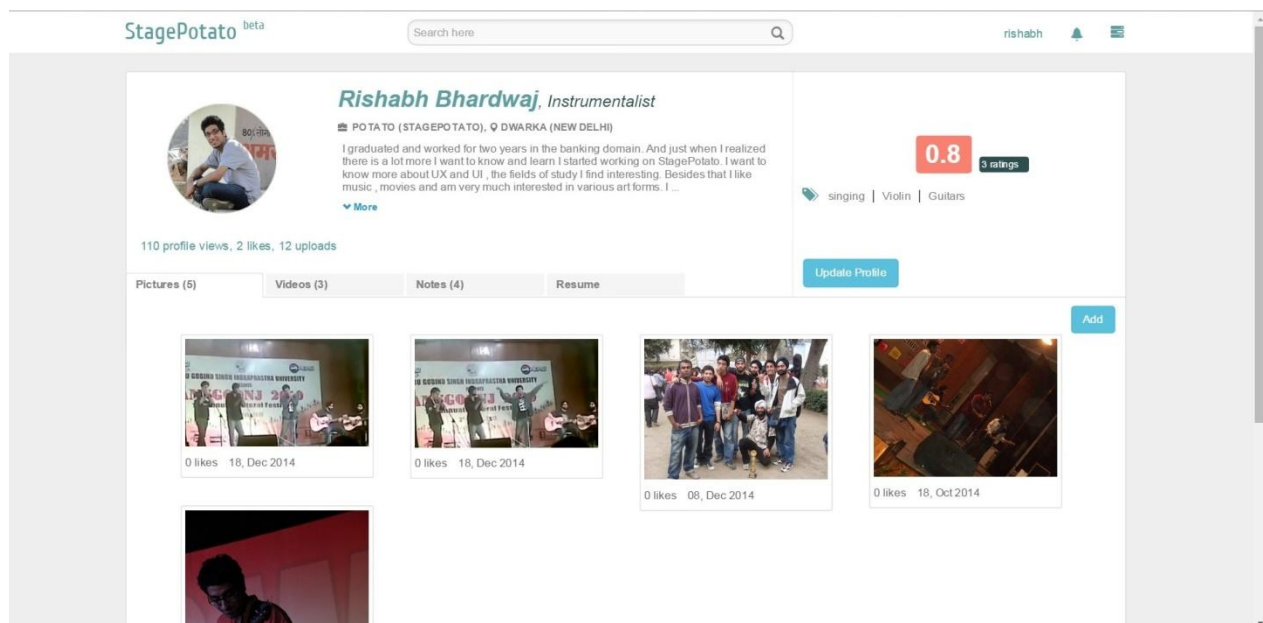


Fig 1.5

YouTube URLs can be shared by artists for videos of their presentation, performance or an event which is relevant to their experience. Fig 1.6 shows videos shared by a singer, Karan Prabhakar. Karan's videos that I have liked are clearly shown with a red heart.

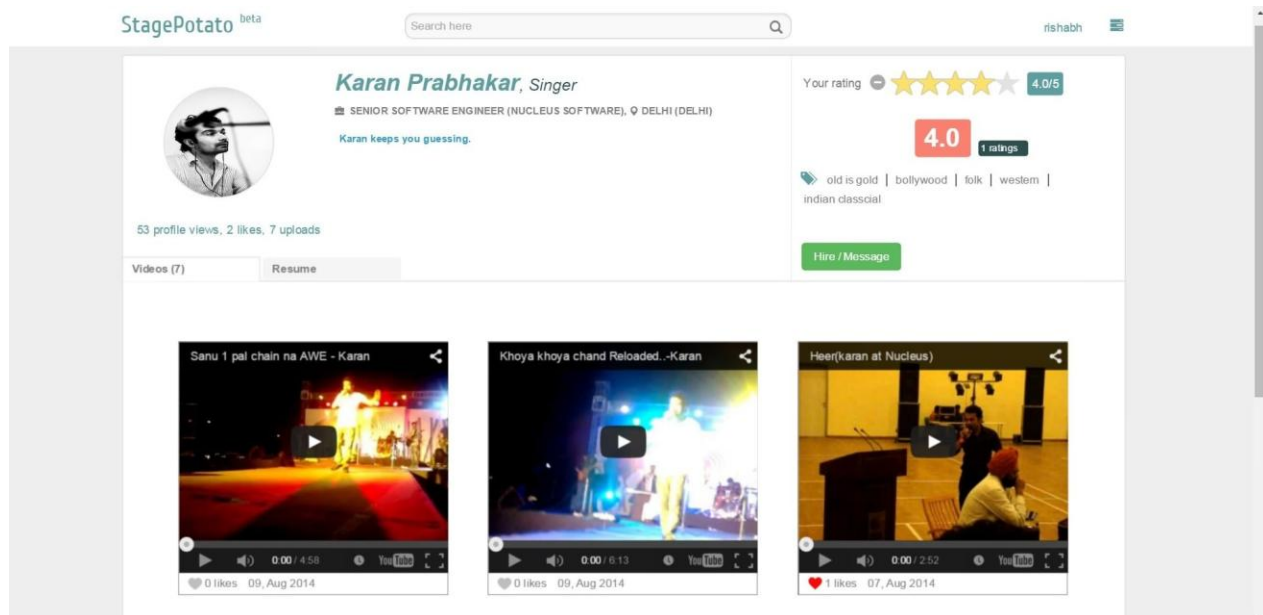


Fig 1.6

To add notes, I have used a text editor plug-in which is embedded on the profile page under the 'Notes' tab. A user can save notes to add poems, short stories or any other writing material.

One can use different fonts, text-alignments etcetera. Fig 1.7

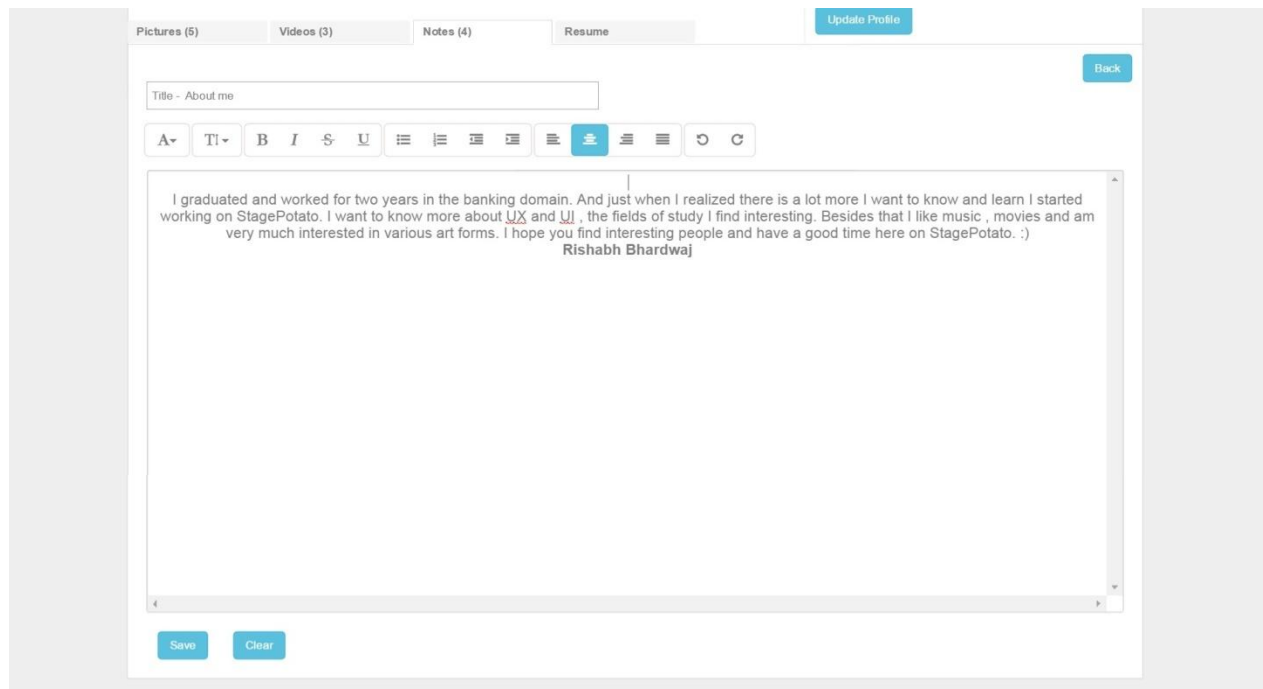


Fig 1.7

Under the 'Resume' tab on the profile page a user can share details related to his work experience, any events that he was a part of, and links to other networking websites which might be relevant to his portfolio.

Fig 1.9 shows a part of the 'Resume' tab.

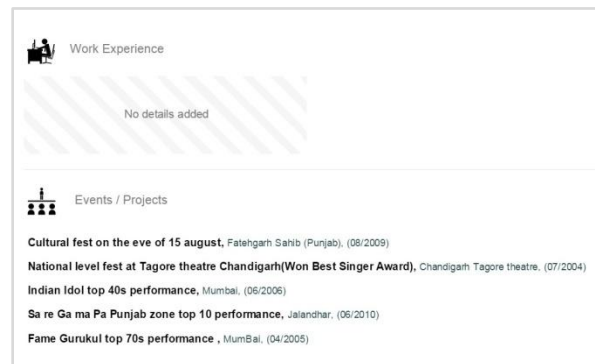


Fig 1.9



Fig 1.10

Other artists can be searched from user's profile page too.

Fig 1.10 shows the search results. These are links to profile pages. In addition to the search page, this is the other way a user can access other user's profiles and view their work.

Let's say I clicked on 'Karan Prabhakar' link from the search results above. Fig 1.11 shows a part of his profile page which shows his current rating and number of other users who have rated him.

I had rated Karan and it is shown on his profile page. If I am logged in and go to his profile, it shows my rating for him as "Your rating".

Below the ratings, we have tags (tag links), with which the user profile is linked. Other artists with same interests can be searched by following these tag links.



Fig 1.11

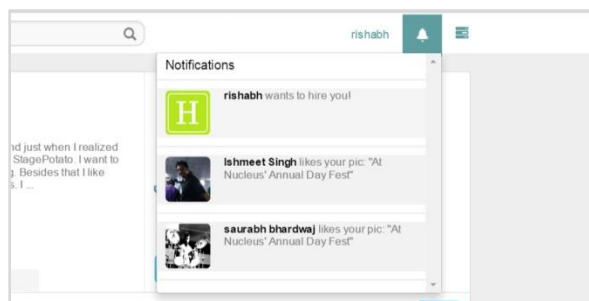


Fig 1.12

User receives a notification for the hire request as shown in the Fig 1.12.

When a user clicks on the hire request notification, he is taken to the 'Hire Requests' page. This page (Fig 1.13) shows the contact details of the person who had sent the request along with some information about the work.

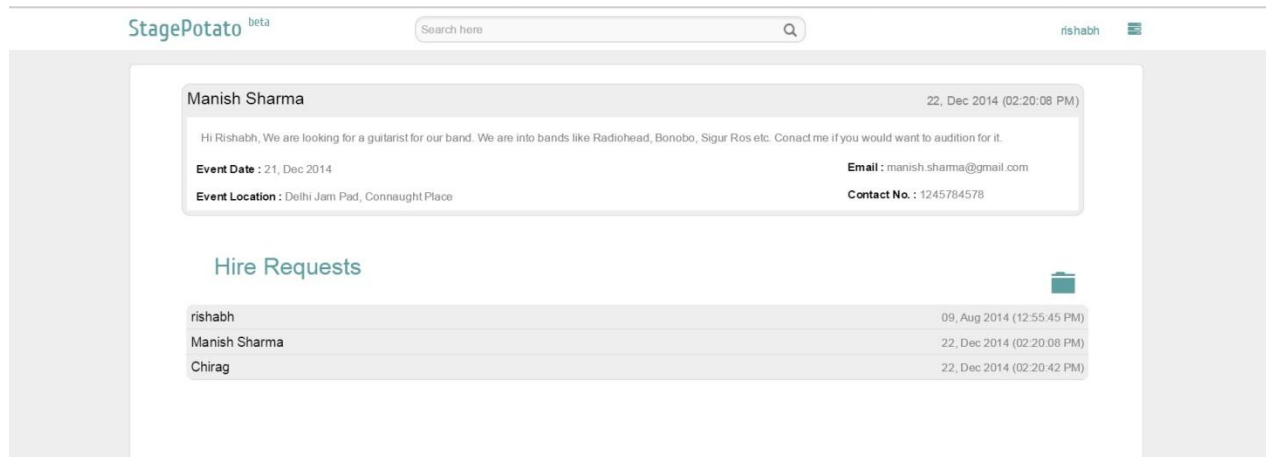


Fig 1.13

The screenshot above shows a hire request sent by Manish Sharma with his message and contact details. Below it, we have the list of all the hire requests received by the user.

User Feedback / Interviews

I have been talking to singers, instrumentalists and few craft artists. Their feedback has been valuable and has helped me in making the website better. I also visited the India International Trade Fair, 2014, Delhi to meet painters and craft artists from different states of India. Some of the findings which have added to my knowledge about their work and business are as follows:

- Artists, mostly painters and craft artists from states like Bihar, Orissa and Assam sell their work through distributors. StagePotato can provide them a way to earn by sharing and selling their artwork themselves; thereby saving on the cost they have to pay to the distributors.
- Some of these artists do not even own a laptop/computer. These are people with humble backgrounds who cannot even afford to use an internet connection. Their work is magnificent! They should be out there sharing and inspiring others, and getting what they deserve for their work.
- During interviews and discussions one thing that really hit me was that there is not even a single online job portal in India for all kinds of artists. There is a huge online space for corporates with websites like Naukri (naukri.com), LinkedIn, TimesJob etcetera. These websites do encourage artists to sign up, but they have not been able to target them effectively. With StagePotato, I am trying to make it useful for any kind of an artist.

Technical Learnings and Growth

- Learned to code in CSS, jQuery, jQuery UI and Bootstrap.
- Currently learning about responsive design by using media queries.
- Gaining insights on the subject of User Interaction and User Experience during the last 3-4 months while improving the user interface of the website.

My Professional Experience

Nucleus Software Exports Limited

Software Engineer

I have worked with Nucleus Software for more than two and a half years. During the period, I had done customizations for multiple clients like Edelweiss, ING Vysya, Reliance Capital, Axis Bank, Yes Bank etcetera. It is not possible to include details for every customization here. Therefore, I would like to share screenshots for one of the customizations that I had done for more than one client.

Loan Foreclosure

The screen below shows the loan termination screen from the Loan Management System module of FinnOne, the flagship product of Nucleus Software. My work was to charge a penalty amount if a customer asks for premature closing of his loan.

The screenshot shows the 'Loan Termination' screen in the FinnOne system. The interface includes a header with the title 'Loan Termination' and a sub-header 'Loan Termination (Maker)'. The main area is divided into several sections:

- Loan Details:** Fields for Agreement ID, Amount Finance, Customer Name, Agreement No., Tenure, No. Of Installments, Closure Date, Interest Till Date, Charge Penalty As, Penalty, Penalty Calculated On, Effective Rate, Next Due Date, Interest Type, Amount, Requested Foreclosure, and Report Type.
- Mode and Disc Criteria:** Radio buttons for 'Balance Principal' and 'Present Value', and checkboxes for 'Days' and 'Month'.
- Dues:** A table listing various dues, including Balance Principal, Residual Value, Installments, Advances, Pre Payment Penalty (highlighted), Interest On Termination, Float Interest On Termination, FC Interest Income, LPI, Current LPI, Current LPI Waive Off, Over Distance Charge, Total Dues, and Today's Overdue Interest.
- Refunds:** A table listing various refunds, including Excess Amounts, Excess Refunds, Advice, Rebate, Advance Installments, Excess Principal, SD Amount, SD Interest, Excess Interest, Excess Interest As Income, Excess Interest Refund, VAT On Foreclosure, Under Distance Charge, and Total Refunds.
- Net Receivable:** Fields for Net Receivable, Waive Off Amount, and Adjusted.

The 'Pre Payment Penalty' field under the 'Dues' section is highlighted, indicating the amount calculated and added to the 'Net Receivable'.

Fig 1.14

Fig 1.14, the 'Pre-Payment Penalty' under the 'Dues' section is the amount which I calculated and added to the 'Net Receivable'. This net amount is what the loan customer owes to the bank.

The amount could be received by a cash payment or by a cheque. I had coded for including the penalty charged in the final cheque amount to be paid by the customer.

The cheque details screen

Cheque Details User Id NEERAJA Business Date 06/11/2014

Loan Number DELTWL00100000000848 Agreement ID 3128

Details of Cheques

User Name ABC XYZ Rcpt/Pmnt Receipt Receipt Date 06/11/2014

Payment Mode ☒ Cheque ☐ Draft ☐ Cash ☐ FI ☐ Card FT Mode Amount Status MC Status

Cheque ID Currency INR INR

Transfer Detail

Card Category Card No. CR/Chq/DD No. In Favour Of HERO FINCORP LTD. Cheque Date 06/11/2014 Cash A/C.

Drawn On City Reason Expiry Date (MM/YYYY) Approval Code Card Holders Name

Table:

Select	CR/Chq/DD No.	In Favour Of	Drawn On	City	Cheque Date	Cash A/C.
<input type="checkbox"/>	ERWE	Hero FinCorp Ltd.	AAC-AKHAND ANAND CO- OP.BANK LTDSURAT (AAC)	ADILABAD	06/11/2014	

Clear Add Delete

Fig 1.15

The cheque amount was calculated by adding all the dues (taken from the database) and matched with the net receivable amount on the loan termination screen (Fig 1.14).

I had coded in JAVA and Oracle for this enhancement which included calculations which has to be perfect to the last decimal, and validations in Javascript.

My Creative Interests

Music

I learned to play violin when I was in school. My teacher taught me different ragas, Indian Classical melodies, on violin. I quite enjoyed it as well. I picked up guitar when I entered college. I participated in many inter-college competitions and also had the opportunity of heading the music society of my college. Learning music not only encouraged me to be creative but also helped me to open up and express myself.

Songs that I have written and recorded can be found here: [SoundCloud](#) , [StagePotato](#)



Nucleus Software's New Year's Celebrations, 2014



2nd position, Anugoonj, GGSIPU's Annual Fest 2010



1st position, Anugoonj, GGSIPU's Annual Fest 2009