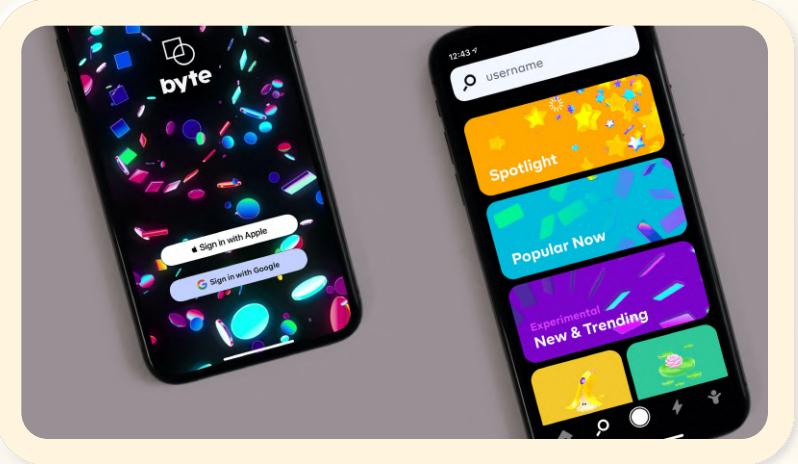


rags.

Hello, I'm

RAGHAVENDRA.

I'm a Product Designer with a focus on brand communication and Front-end Developer with over two years of experience in building engaging digital products and make lives easier.



UI / UX Design



Brand Strategy & Identity



Front-End Development

rags.

SELECTED WORKS



www.rrcs.co

UI / UX Design Brand Strategy Brand Identity Web Development

PROJECT SCOPE

Objective

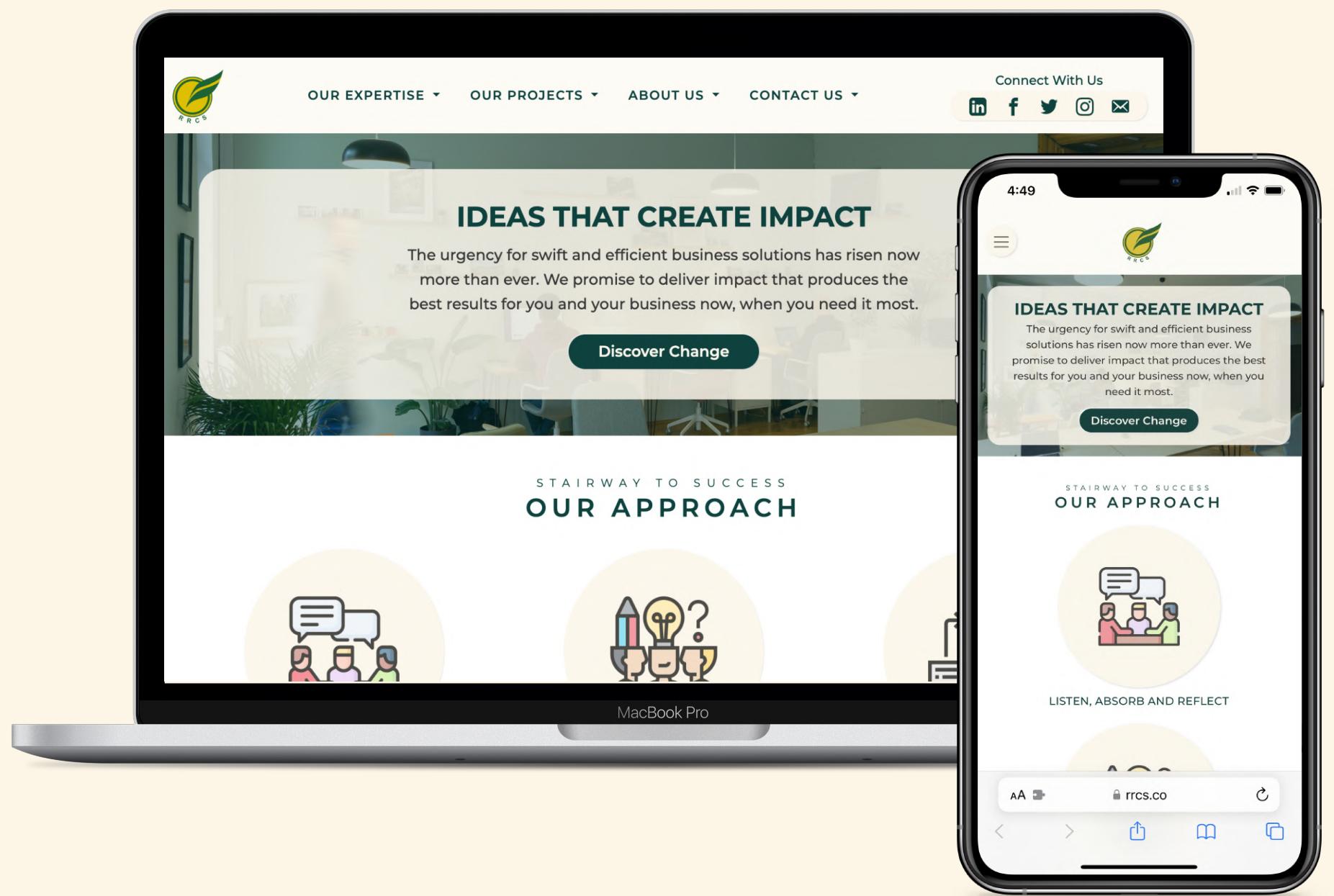
The aim of the project was to create a lead-gen website for Raghav Raj Consultancy Services, where potential clients can go through the expertise and services as well as the projects undertaken by the firm and reach out.

Deliverables

Brand Strategy & Identity - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Design for the website, compatible with all device sizes, mobile, tablet and desktop.

Responsive Website - Development of the responsive website with a strong focus on cross-browser compatibility.



DESIGN THINKING

1 Involvement

The first step of the process of involvement starts with the banner on the homescreen, followed by the next section with the dropdown which allows the customer to choose the industry of their required services.

2 Acquisition

The customer moves into the next phase of the process by making the choice of their industry. They are directed to the webpage for the relevant expertise which lists the services offered by the firm.

3 Consideration

Each of the services listed on the individual expertise page has two options - fill in the contact form with each service or read more about it which will help build credibility without detailing internal processes.

4 Conversion

Even if the user moves away from the expertise pages, they still have the each webpage still has the option after it delivers all the desired information which connects to a contact for urging the user to reach out.

CallXP.

www.callxp.com

UI / UX Design Brand Strategy Traction Strategy

PROJECT SCOPE

Objective

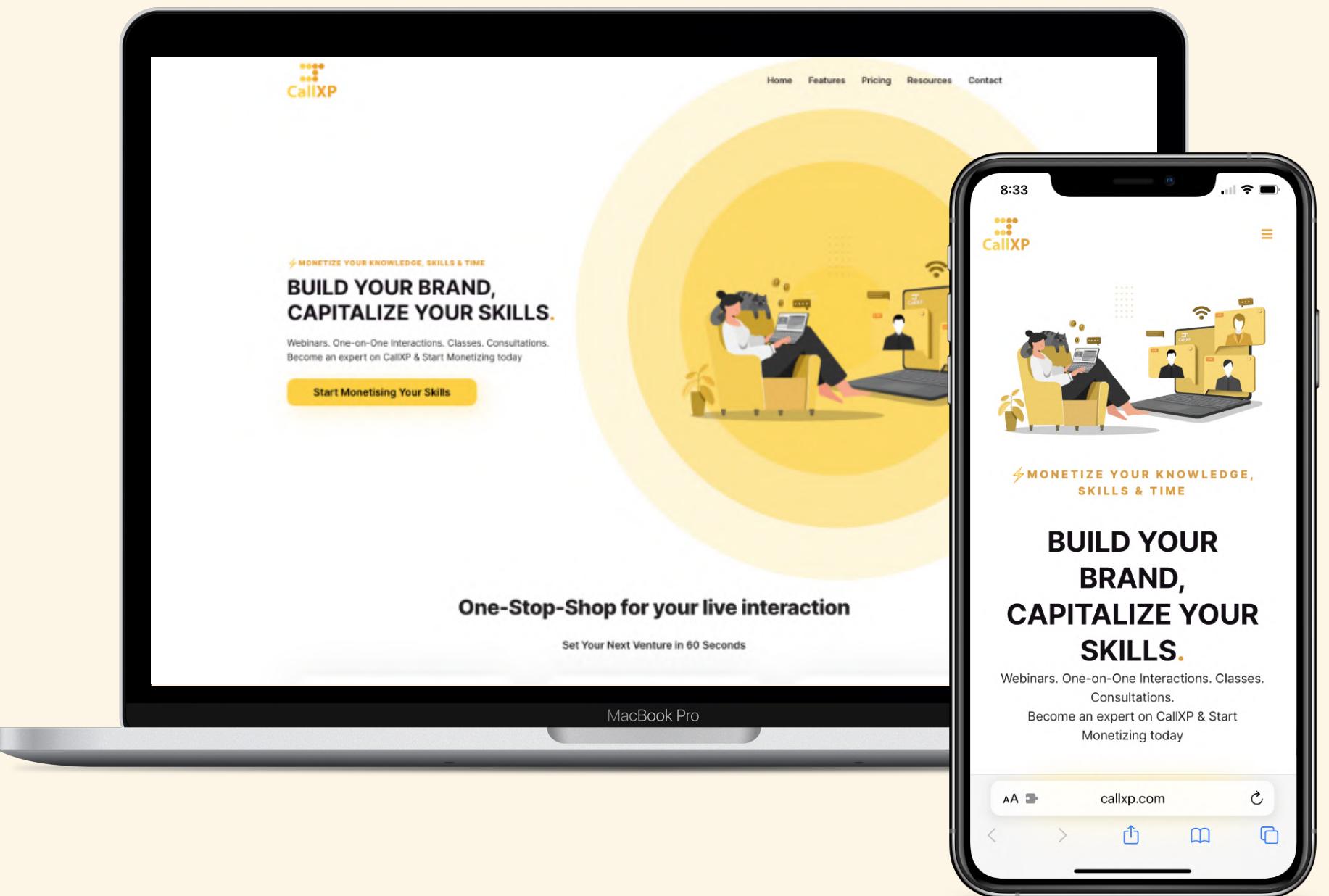
The project was conceptualised during the early days of the pandemic when lockdowns were frequent with an aim to create interactive virtual spaces and digital toll-lines for all kinds of professionals and businesses.

Deliverables

Brand Strategy - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Responsive design for the entire product suite, which included the landing pages as well as the platform.

Traction Strategy - Creating and testing an optimal go-to market strategy for the minimum-viable product.



DESIGN THINKING

1 Involvement

The value proposition offered by the application is made evident by the banner on the landing page itself. For the users who want to jump on, they can start their journey right here or scroll down for more information.

2 Acquisition

The next few sections on the landing page work to help the user explore the possibilities with the product by leveraging the features and benefits to help move the potential customer further into the lifecycle.

3 Consideration

With the progress now being made to answer to the question every user has, 'why this product?' and 'who is it really for?', the potential customer at this stage will start thinking about their own personal use cases.

4 Conversion

There are touchpoints for conversion available after every few sections to enable potential user to sign up conveniently, and there are price and feature plans for them to explore as the last straw to see if it's the right fit.

OfExperiences.

www.ofexperiences.com

UI / UX Design Brand Strategy Traction Strategy

PROJECT SCOPE

Objective

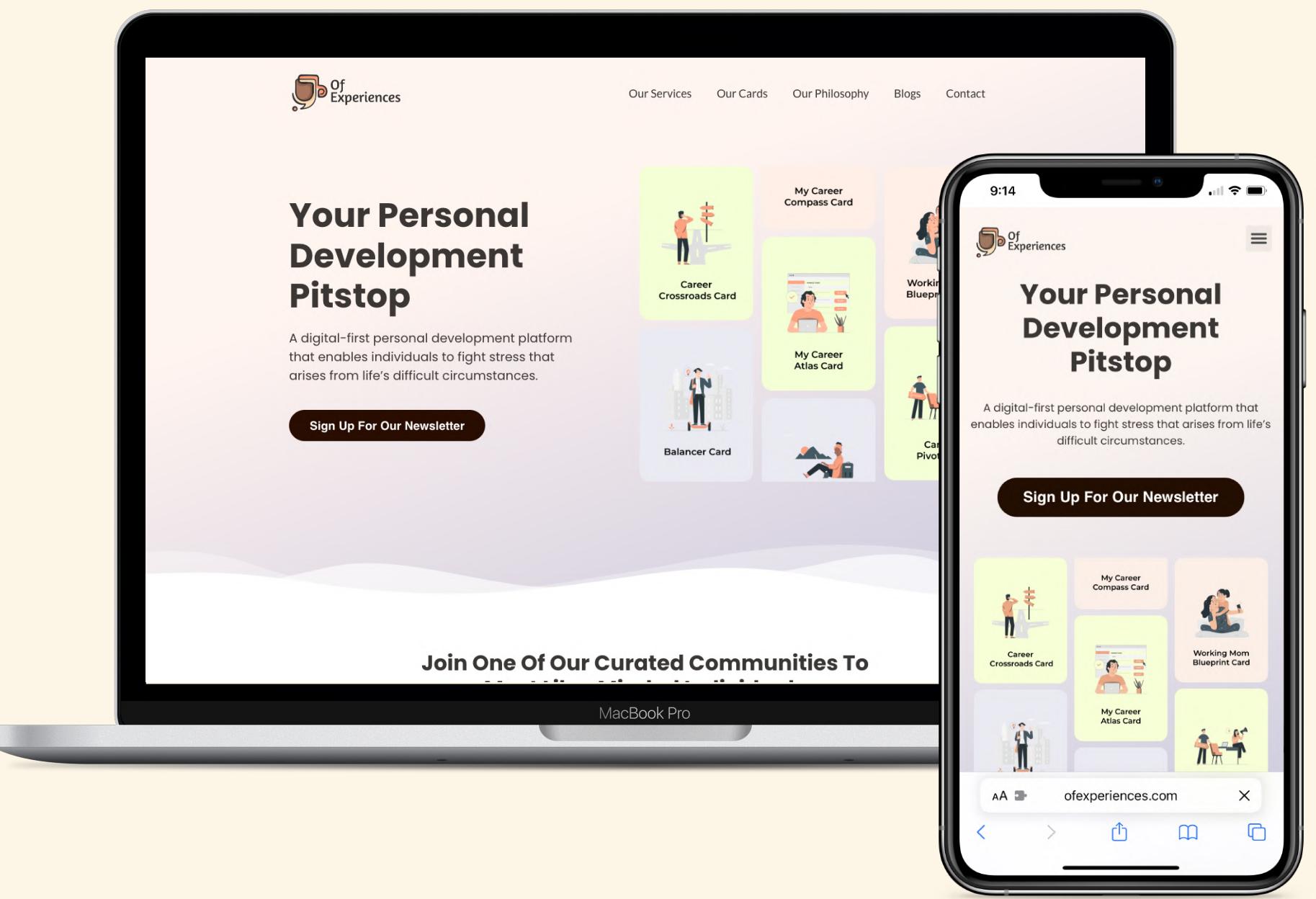
There are times in life we get stuck on something, whether it is a dead-end job, personal issues etc. The aim of this MVP was to help potential users explore personalised coaching plans across different spheres of life.

Deliverables

Brand Strategy - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Responsive design for the entire product suite, which included the landing pages as well as the platform.

Traction Strategy - Creating and testing an optimal go-to market strategy for the minimum-viable product.



DESIGN THINKING

1 Involvement

The product had no specific framework since each coaching plan had to be personalised to the user, even though there were frameworks in place for the said plans. So the landing page would function as a lead-gen webpage.

2 Acquisition

In the sections following the banner, the user can explore an overview of how the processes of offering personalised coaching works, since it is not something a lot of users would have experienced, especially in India.

3 Consideration

Once the potential user is familiarised with the processes, they can explore the services that are offered as part of the personalisation so they can make up their minds about what they need before reaching out.

4 Conversion

There are lead-gen forms that have been strategically placed after different sections where users are most likely to make up their minds about reaching out to avail consulting to get personalised coaching.

GoodGoodPiggy.

www.goodgoodpiggy.com

UI / UX Design Brand Strategy Traction Strategy

PROJECT SCOPE

Objective

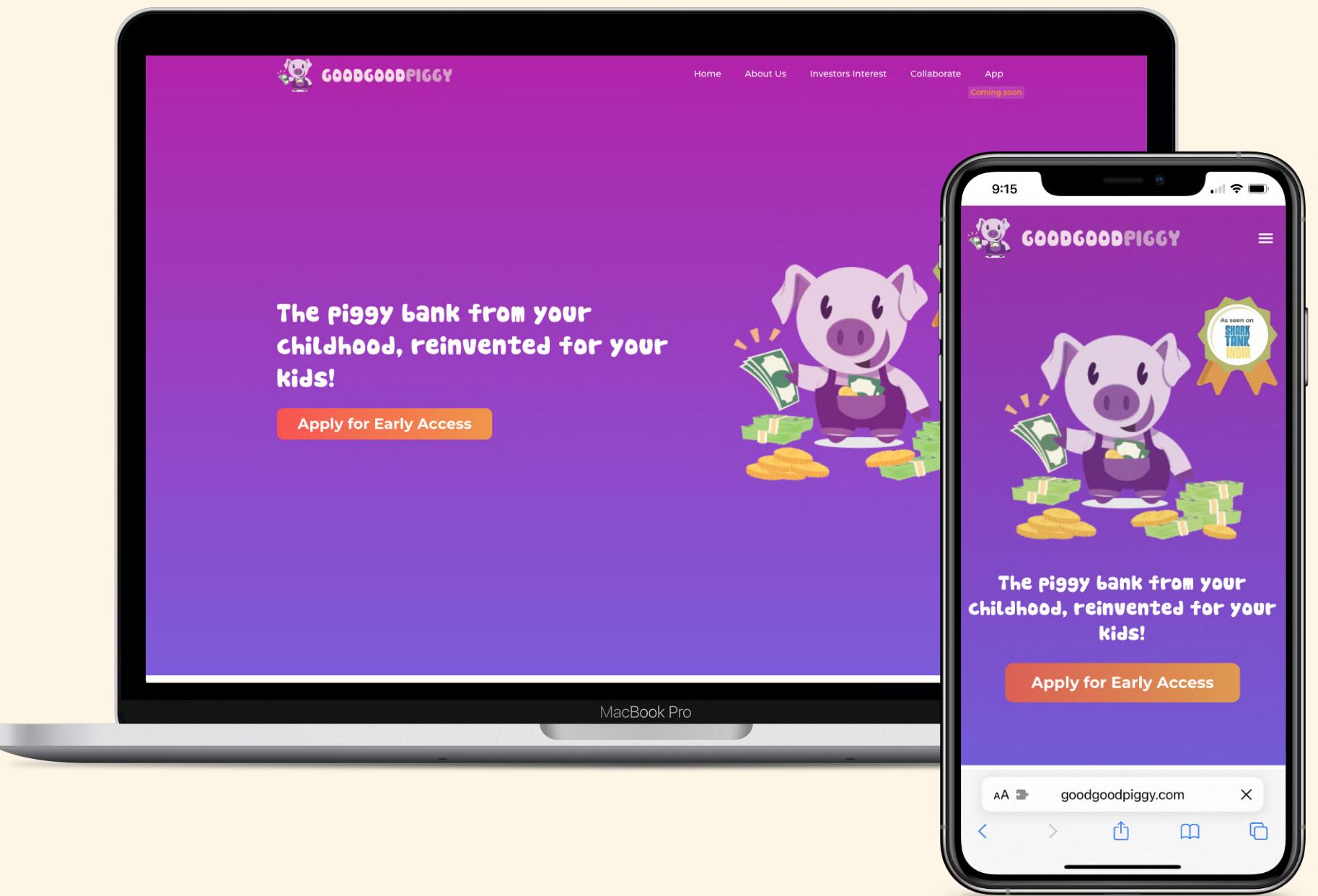
This project aims to be a mix of ed-tech and fin-tech, acting as a digital piggy bank to teach kids the value of money, whether they earn it or save it and for parents to enable an early financial experience for their kids.

Deliverables

Brand Strategy - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Responsive design for the landing pages as well as the product design optimised for the native applications for mobile and tablet.

Traction Strategy - Creating and testing an optimal go-to market strategy for the minimum-viable product.



DESIGN THINKING

1 Involvement

The banner on the landing page aptly describes the purpose of the app, which will act as a digital piggy bank for kids where anyone can deposit money, be it the parents, grandparents, relatives or family friends.

2 Acquisition

In order for kids to use the application, we first had to enable parents / grandparents as the primary users and help them understand the process behind the application and an overview of how it works.

3 Consideration

The knowhow of processes is followed by the benefits and features of the planned application which will further the interest of our primary users since more and more kids are now getting online through online devices.

4 Conversion

There are multiple ways to convert the users strategically throughout the flow of the landing page, whether it is to apply for early access to the app once it is launched or to get in touch with the team for more information.

Corporate Fantasy League.

www.corporatefantasyleague.com

UI / UX Design Brand Strategy Traction Strategy

PROJECT SCOPE

Objective

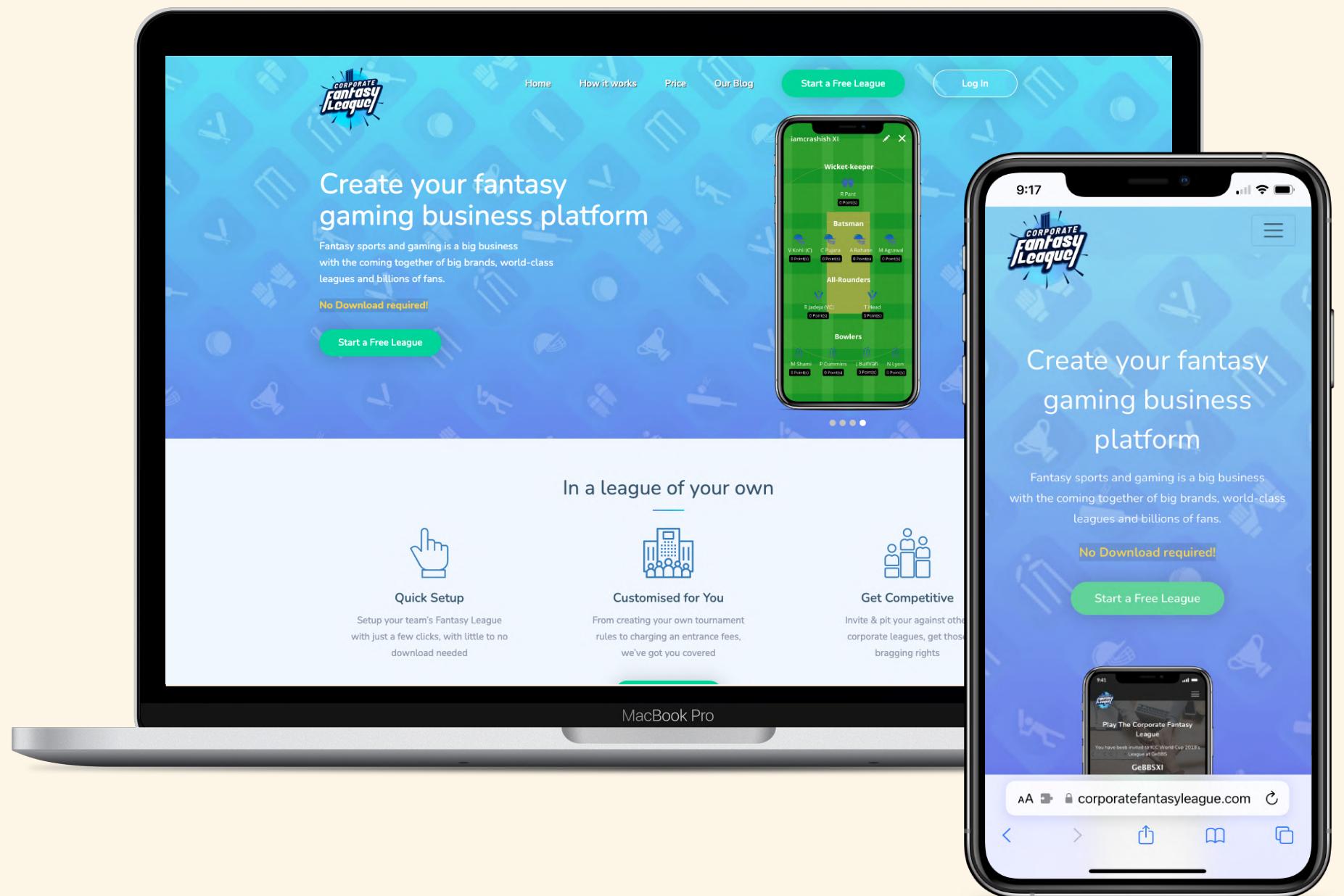
The idea behind this product was to create a fantasy league platform exclusively for intra-office, inter-office employee engagement as well as brand engagement through the most popular sport in India, cricket.

Deliverables

Brand Strategy - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Responsive design for the entire product suite, which included the landing pages as well as the platform.

Traction Strategy - Creating and testing an optimal go-to market strategy for the minimum-viable product.



DESIGN THINKING

1 Involvement

The involvement process starts with the banner urging potential customers to engage their audiences, the employees and customers through cricket fantasy leagues, which is the most popular sport in India.

2 Acquisition

As the customer moves into the next phase of the process, they are made aware of the ease with which they can set up the league, no matter who it is for and greeted with the benefits of the product as well.

3 Consideration

Being given the ability to run your own league in itself, by setting your own rules has been proven effective when communicating with the leaders at firms. This adds a great value proposition to make a purchase.

4 Conversion

At this phase, we find the advantages for corporate users and the minimal pricing when compared to the hours each employee otherwise spends not working, at work. The ever present CTA makes it easy to create a league.

Zoiffin.

www.zoiffin.com

UI / UX Design Brand Strategy Traction Strategy

PROJECT SCOPE

Objective

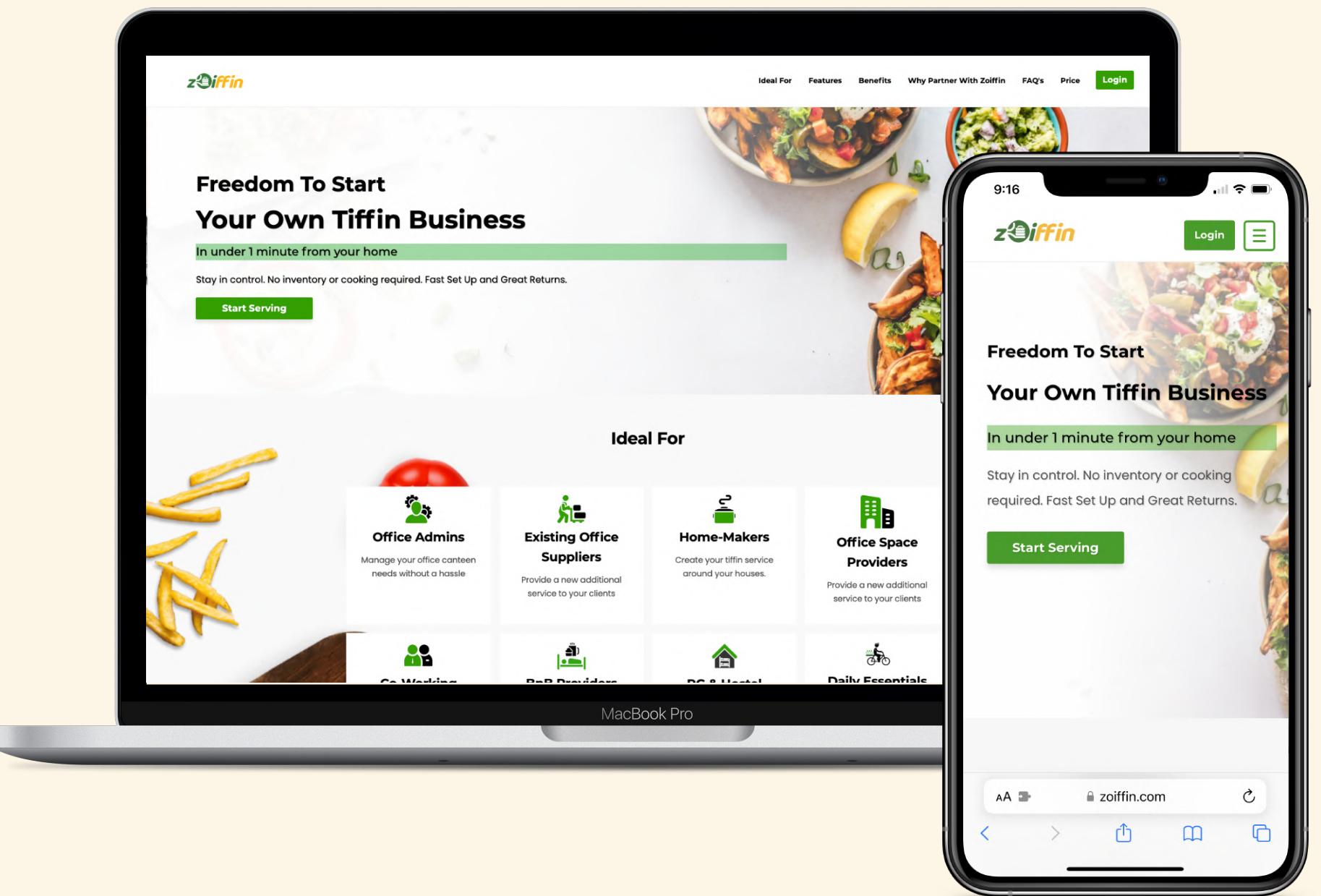
The aim of this project was to make it easy and convenient for B2B customers to get great meals on a daily basis through a centralised kitchen hub, cloud-based resellers, standardised menus and price plans.

Deliverables

Brand Strategy - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design - Responsive design for the entire product suite, which included the landing pages as well as the platform.

Traction Strategy - Creating and testing an optimal go-to market strategy for the minimum-viable product.



DESIGN THINKING

1 Involvement

The banner on the landing page starts with the value proposition of the product, that lets potential group of resellers they can be enabled to start their business with Zoiffin even from the comforts of their own homes.

2 Acquisition

The potential customers are further informed of the features and benefits of running their cloud kitchen on Zoiffin in the further sections and help them explore the possibilities, even if it is for supplemental income.

3 Consideration

The standardised practices of the business mentioned in the next section are followed by the FAQs which will help eliminate any remaining questions in the minds of potential customers.

4 Conversion

There are multiple CTA throughout the landing page to help users sign up conveniently at any point in their journey in the product, including the pricing cards which will let them choose a plan of their choice.