

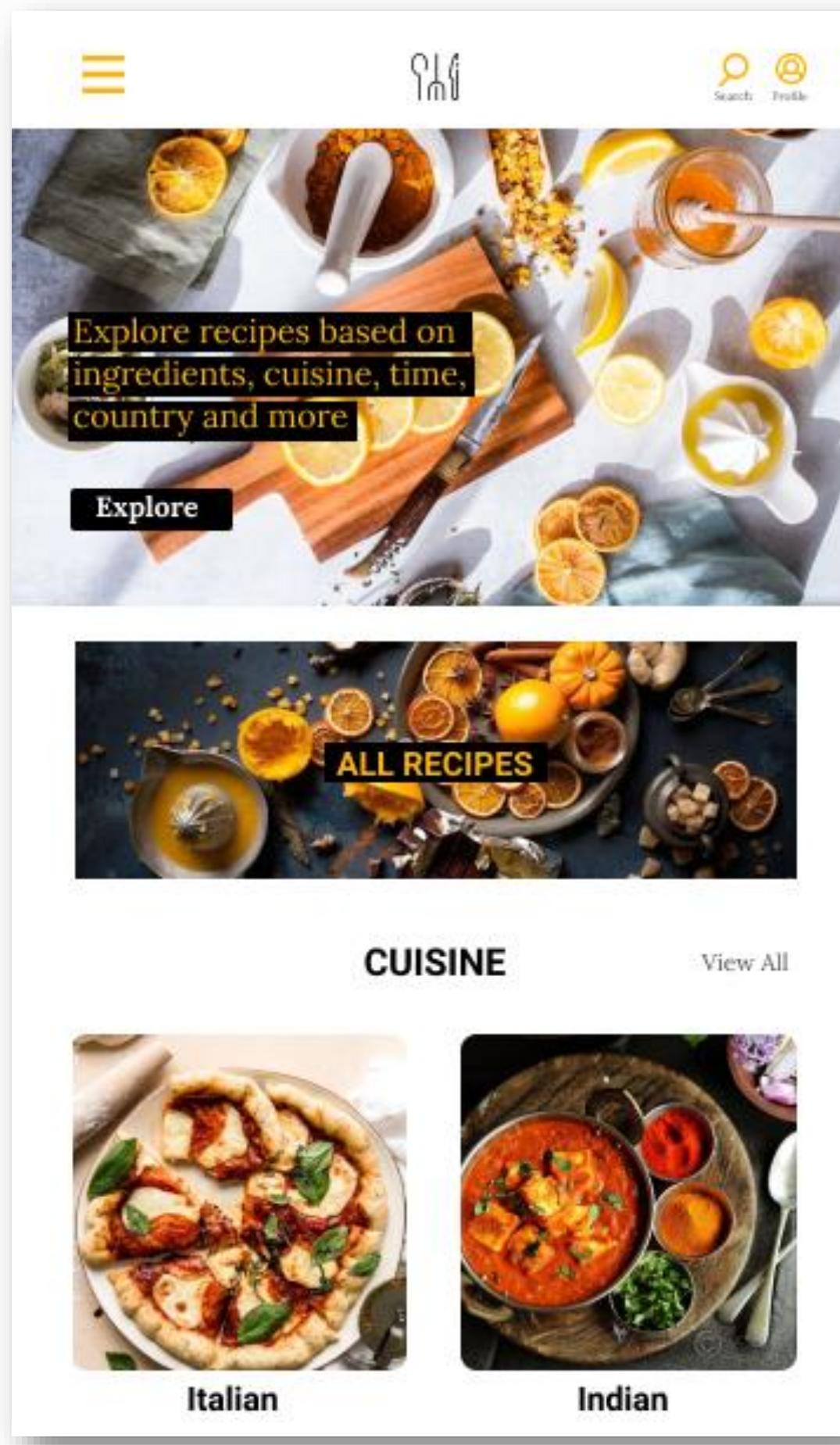
RUCHI TIWARI

User Experience Designer

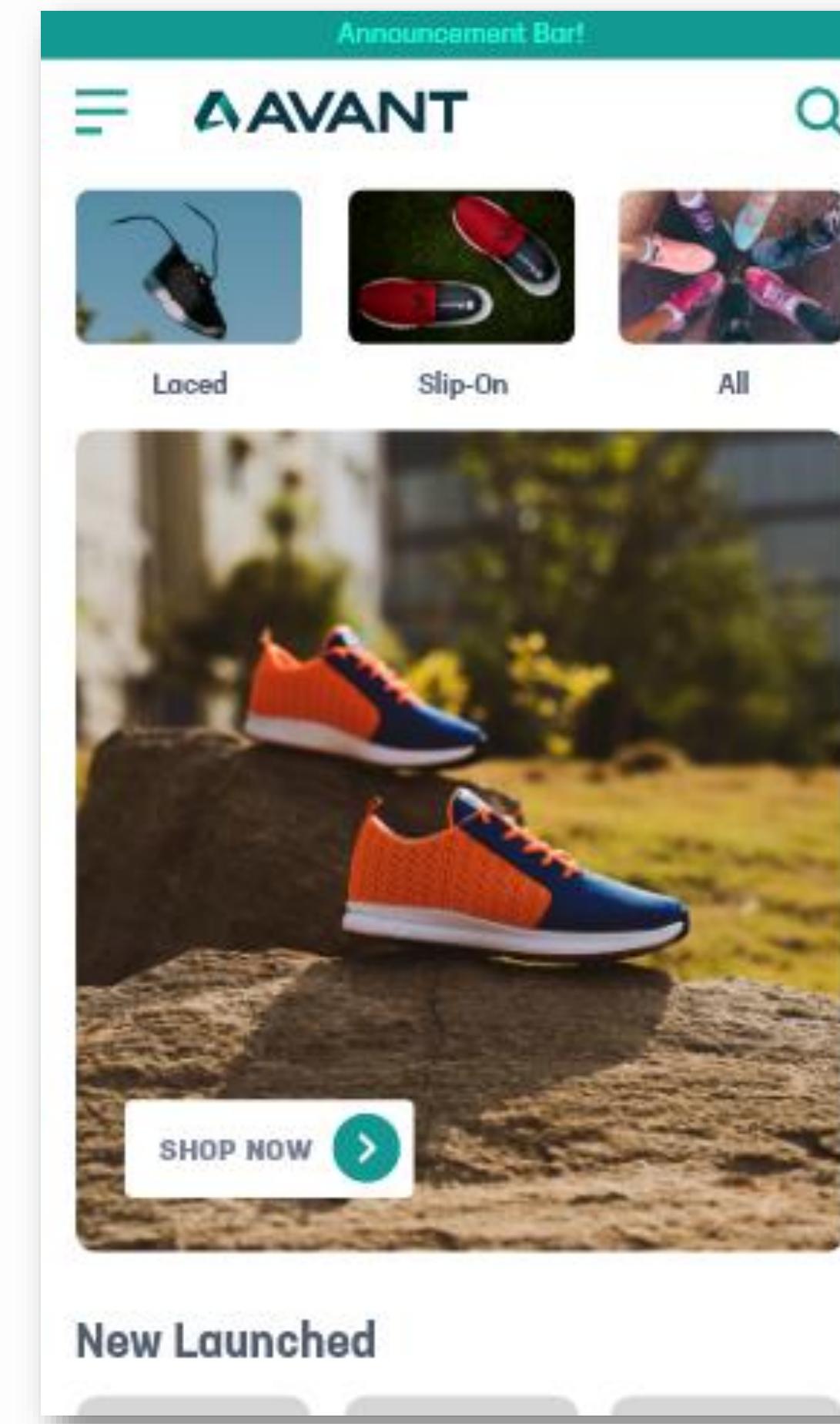
Portfolio, 2020

Content

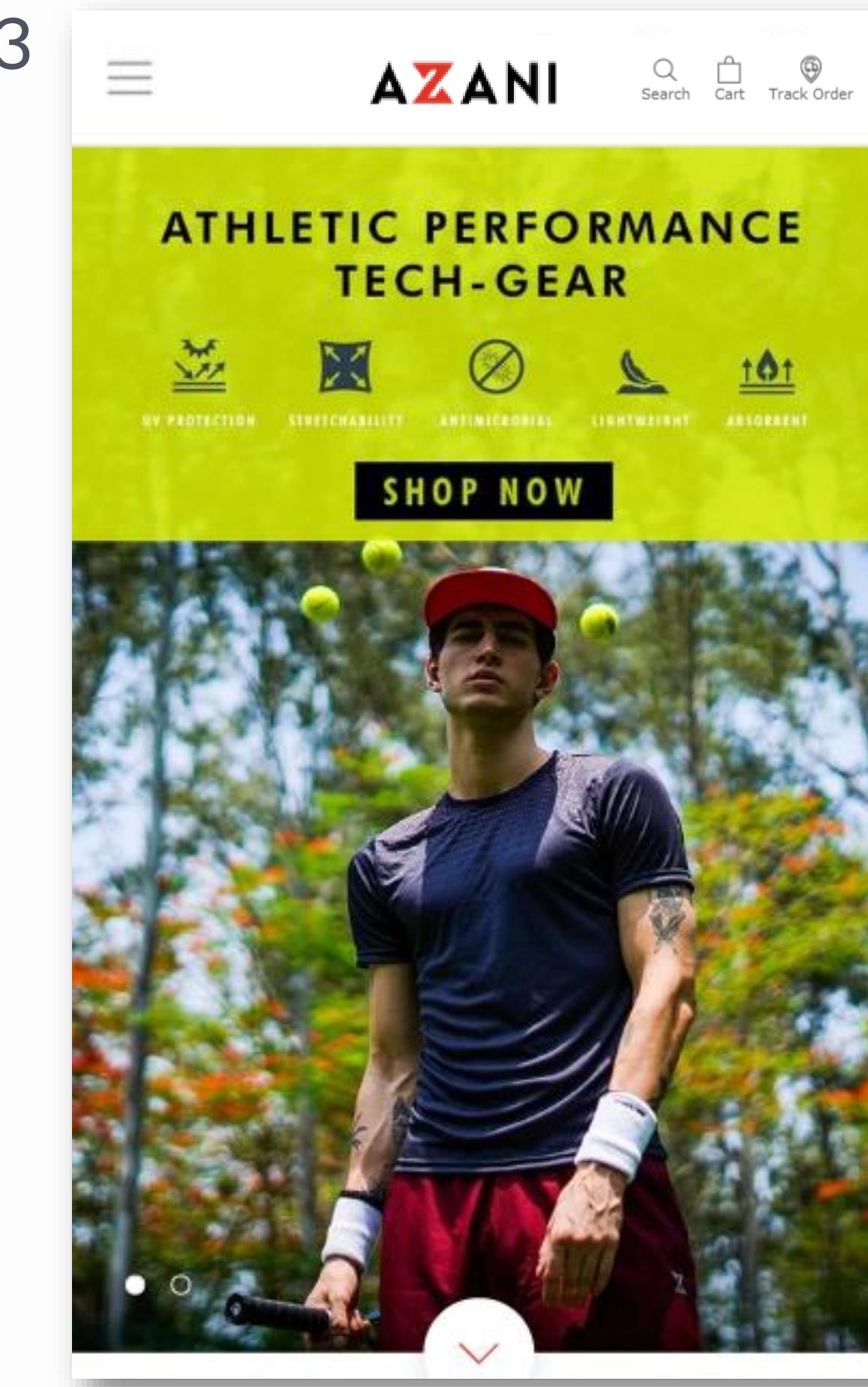
1



2



3



Udacity,

UX Nanodegree

Pg 3 - 14

Avant Sport

UI/UX Design

Pg 15 - 22

Azani Sport

Re-branding

Pg 23 - 32



HOOD

Home-Food Cooking App

Feb, 2020

Tools - Figma, Miro, Lookback, Zeplin, G-Suite, Whimsical,
Paper and Pen

Challenges

How can we promote home cooking in busy individuals who aspire to lead a healthy lifestyle? Although we have all the technology at our disposal, millennials are giving up on cooking at home, thanks to their never ending busy schedule. To address the issue, this involved envisioning and designing how I could use a mobile app to transform healthy cooking into a hassle free and enjoyable experience. With a 3 month timeline, I focused on delivering a cooking experience to busy millennials in a more streamlined way.



Discovery: Research & Analysis

I needed to understand the nature of the current cooking scenarios with millennials thoroughly and quickly. I approached all aspects of the project by talking with millennials who were interested in cooking at home in order to lead a healthy lifestyle. This approach allowed me to experience the power of empathy a designer is responsible for.

The first step was to create a Research Plan. I utilized qualitative and quantitative research methods. This approach was necessary to understand millennial's thoughts on the current cooking process and to identify individual's pain points.

To access prospective users, I targeted working adults from gyms and few offices. This allowed me to quickly gather healthy cooking insights. I developed and ran both semi-structured interviews and surveys.

Study 1 : Semi-structured Interview

Home cooking to lead a healthy lifestyle

BACKGROUND

Leading a healthy lifestyle has become an important part of our fast-paced life. A very important aspect of this lifestyle is food. I am interested in creating a platform for working adults to make cooking hassle free, quick and enjoyable.

RESEARCH GOAL

I want to learn about how adults use digital tools to cook and make healthier choices. What goals are they trying to achieve? What more could be provided to make the cooking experience enjoyable and effortless?

Discovery: Research & Analysis

First, I ran a semi-structured interview with 5 working adults to identify problems and understand their overall experience of cooking at home. This involved a tonne of affinity diagramming work.

Second, I ran a survey to see if the key findings in the interviews generalized to a larger population. The survey was a success with 25 respondents and validated my key findings in the interview process. I then created a Research Report to highlight my research process.

My research revealed that availability of ingredients and time consuming prep sessions made them drop cooking as they had a busy schedule. I extended interview rounds in order to get a deeper understanding into individual's cooking schedule so as to make the process hassle free and stress free.

Key finding #1

One common reason people cook is to lead a *healthy lifestyle*.

“

Got Typhoid and to improve my health, I started cooking.

- Participant 1

“

When I used to eat outside, I would fall sick more often.

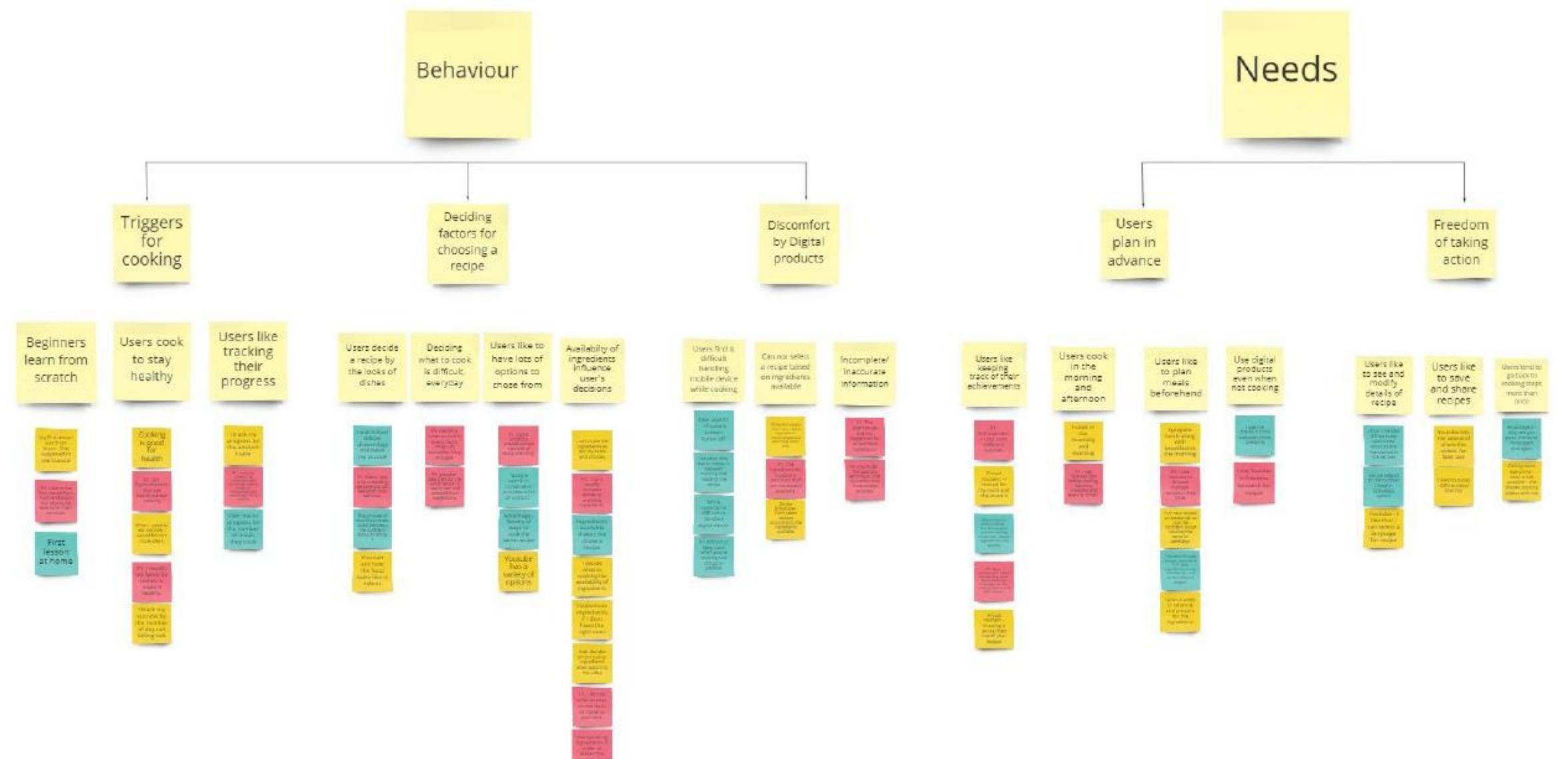
- Participant 3

“

I modify my favourite dishes to make it healthy.

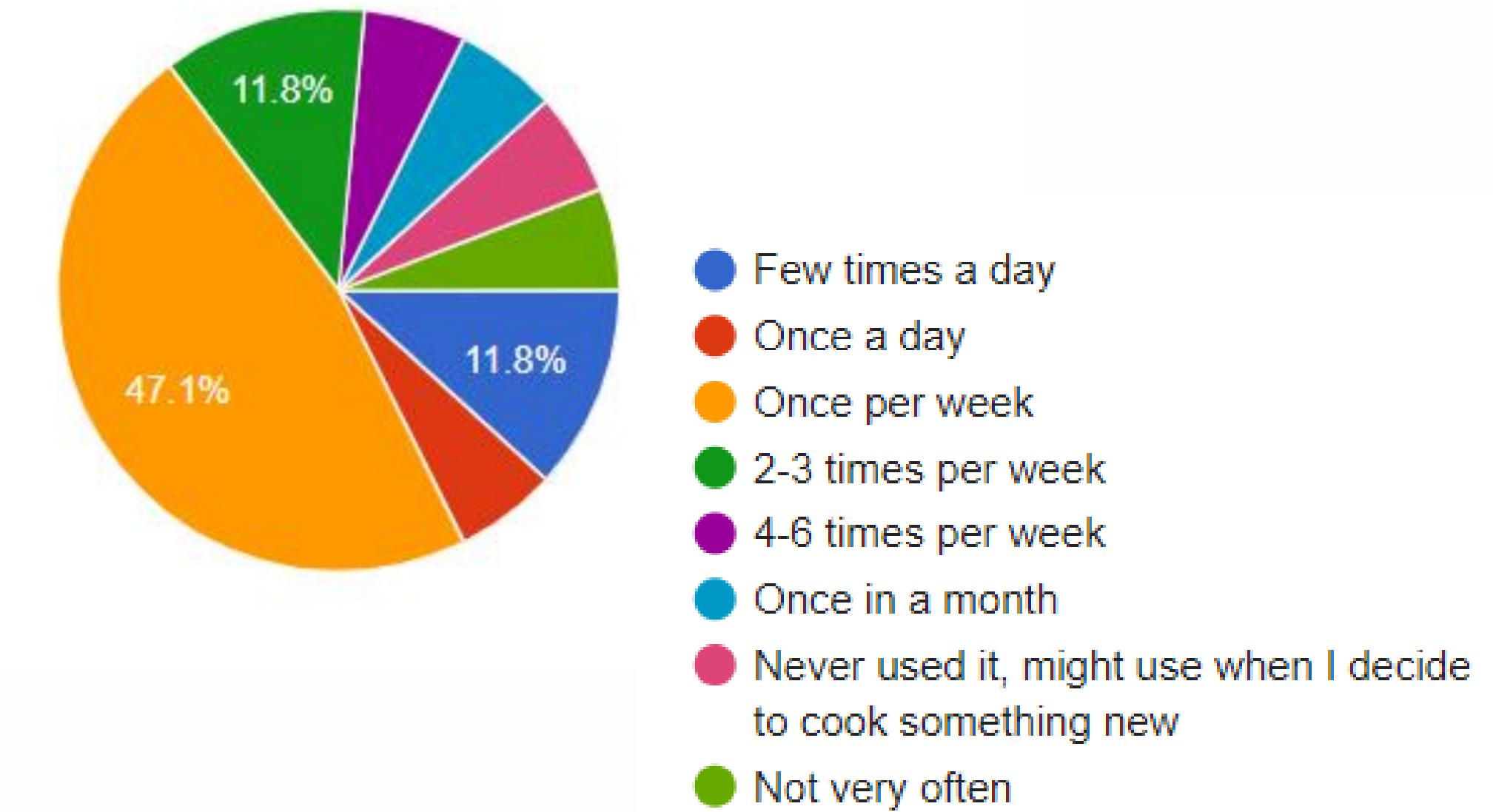
- Participant 2

Affinity diagram



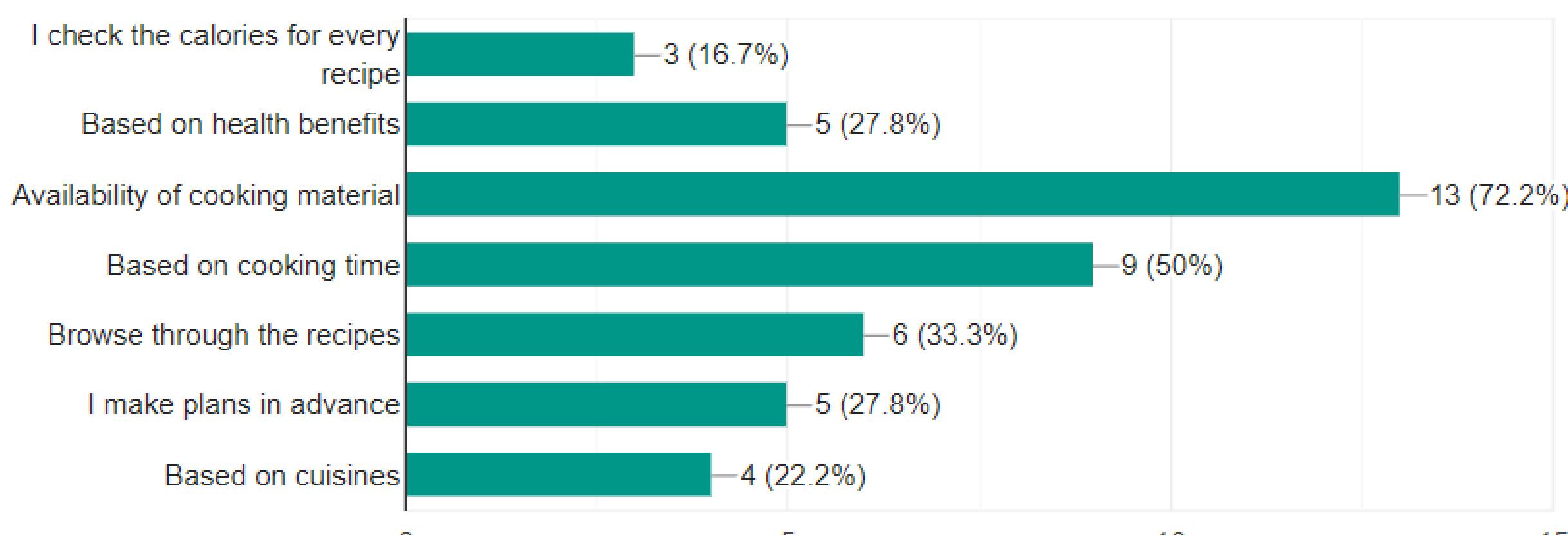
In a week, how often do you use a mobile product for cooking?

17 responses



Which of the following best describes how you decide what to cook? (select all that apply)

18 responses



Recommendation

- Should have healthy alternatives to 'not so healthy' recipes.
- The product should focus on providing a platform for ease of *availability of ingredients* in order to reduce the *cooking time* of the recipes; and make it a hassle free and enjoyable experience.

Design: Concepts & Sketching

Insights from my discovery work indicated many areas where a mobile-based solution could help to improve the cooking process for busy adults.

I discovered that whilst cooking time, important nutrition information, and healthy recipes was essential, it was only one dimension in providing an effective cooking platform for users.

If I truly wanted to make a difference in the lives of busy millennials, I needed to provide a better solution that considered our user needs and pain points relating to:

- Issuing a hassle free cooking experience
- Important nutrition information accessibility
- Providing simple solutions to tackle the issue of ingredient availability
- Supply an easy and effective cooking instructions

These insights began pointing to a mobile-based solution with my research report at the core.

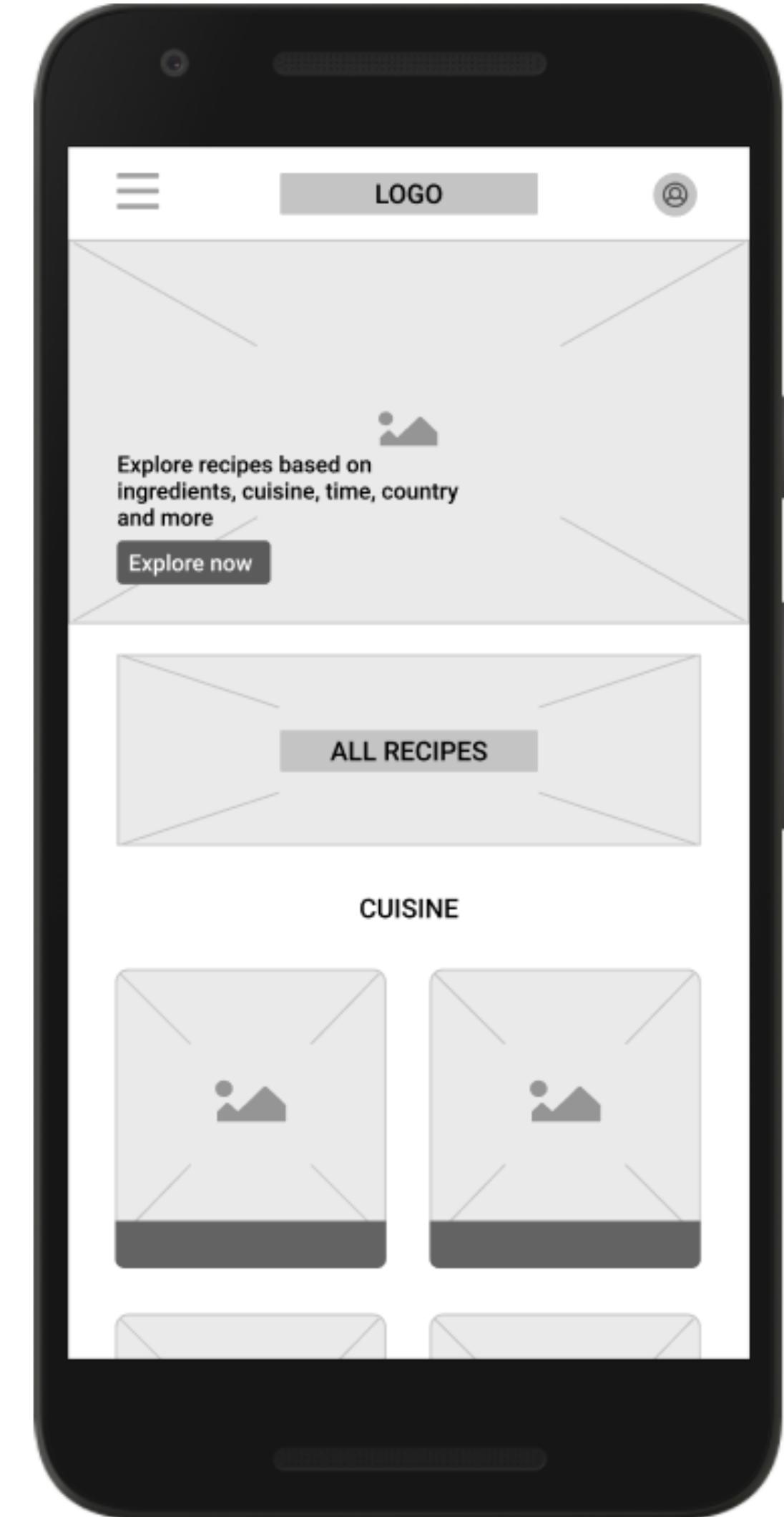
Develop: Prototyping

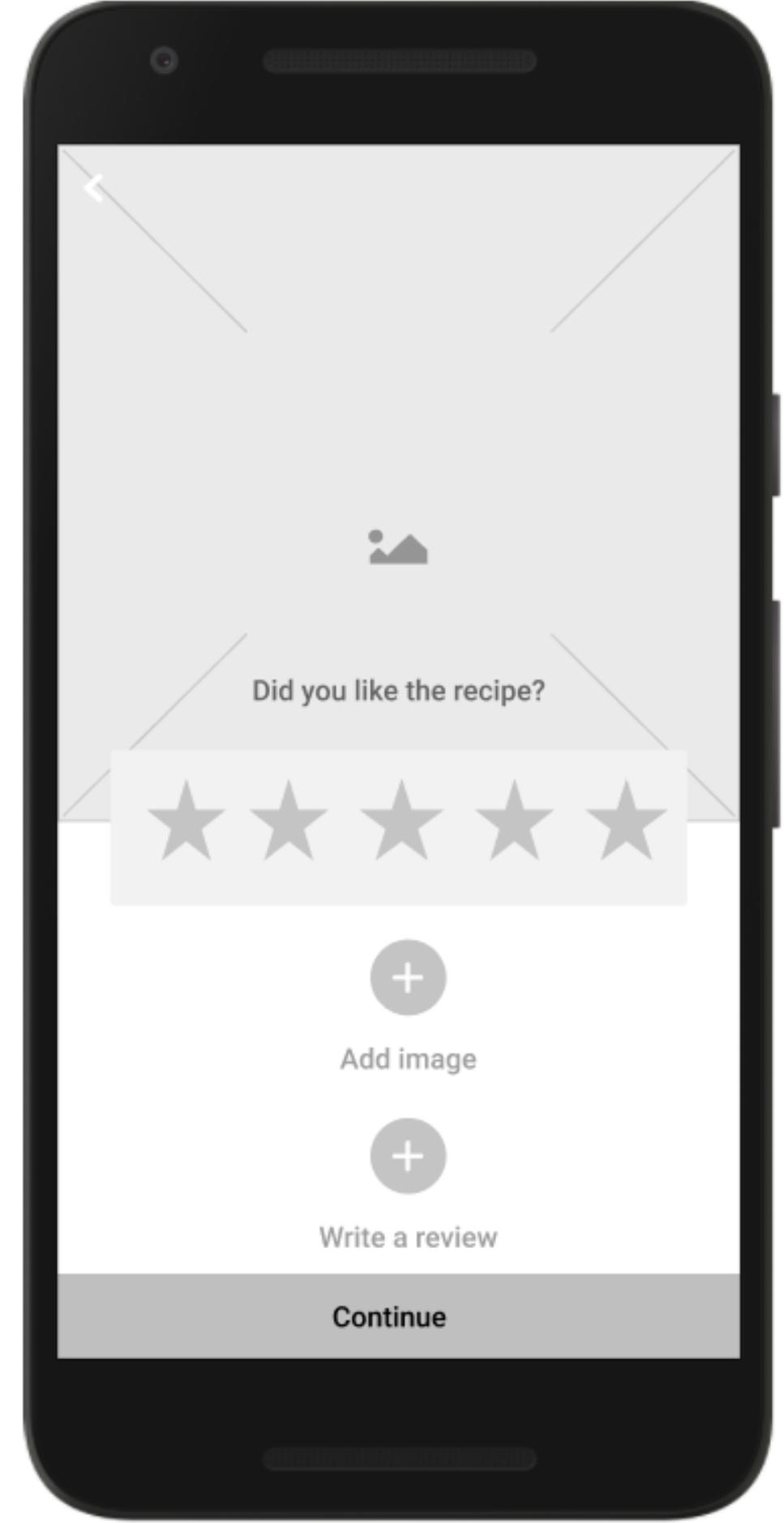
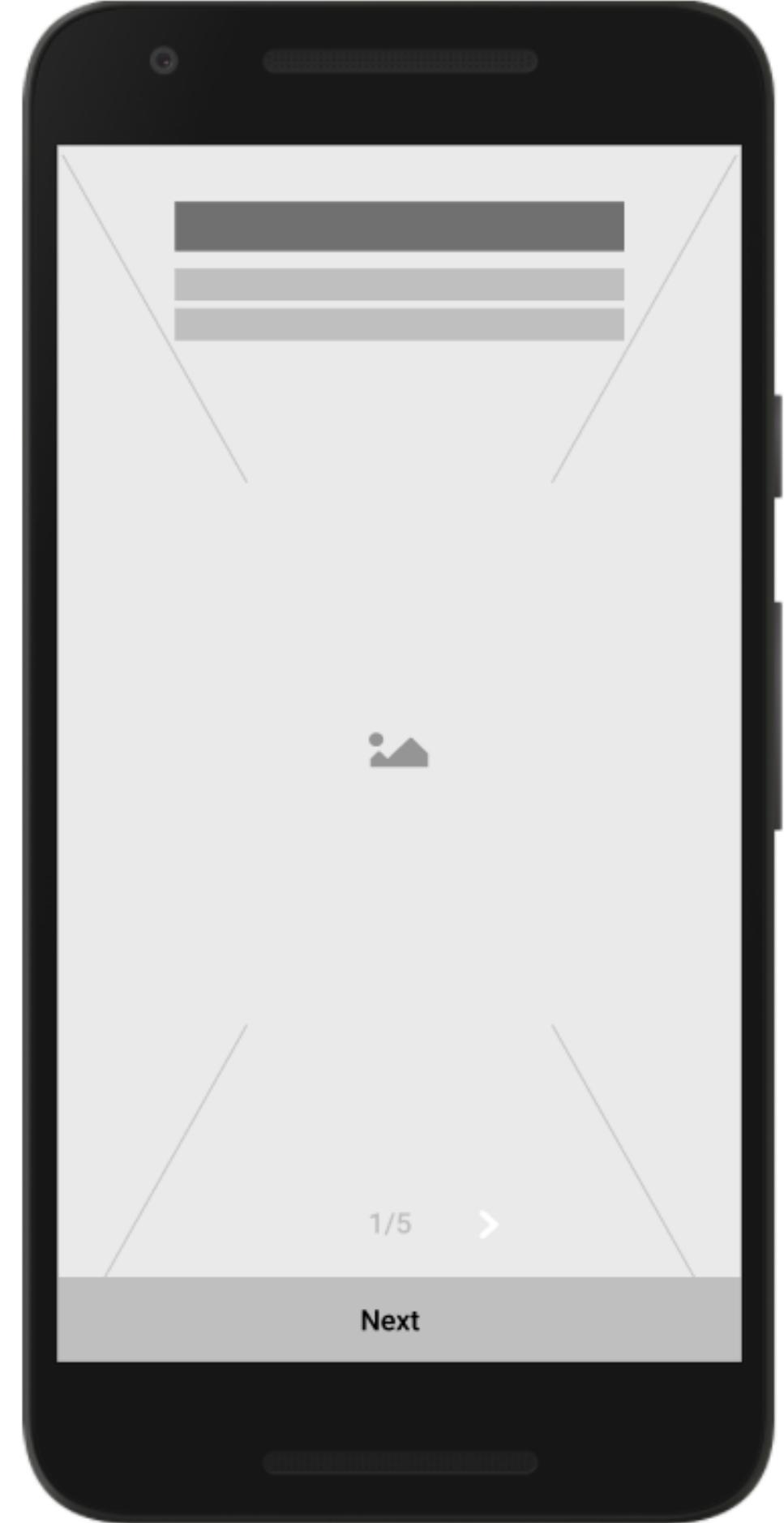
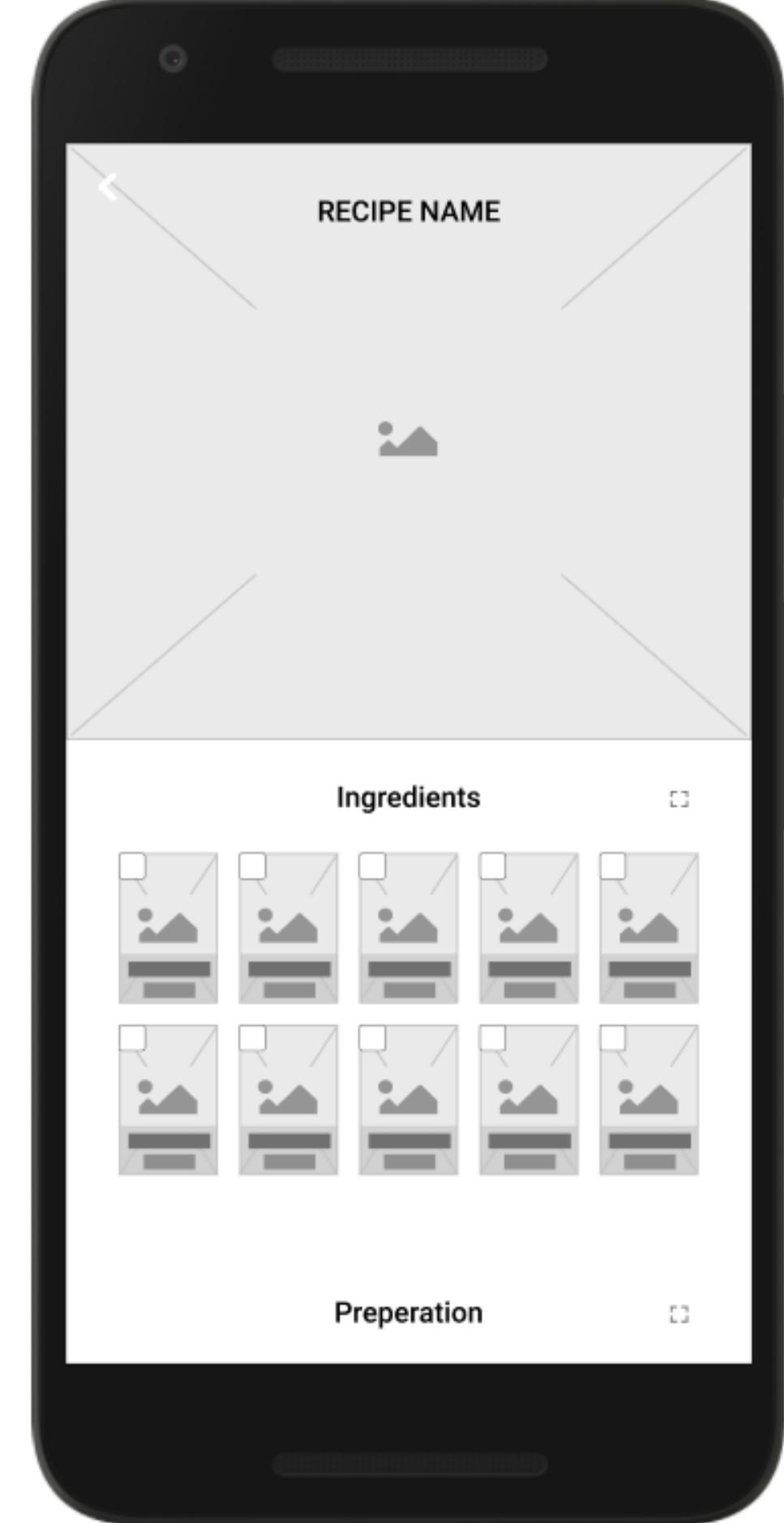
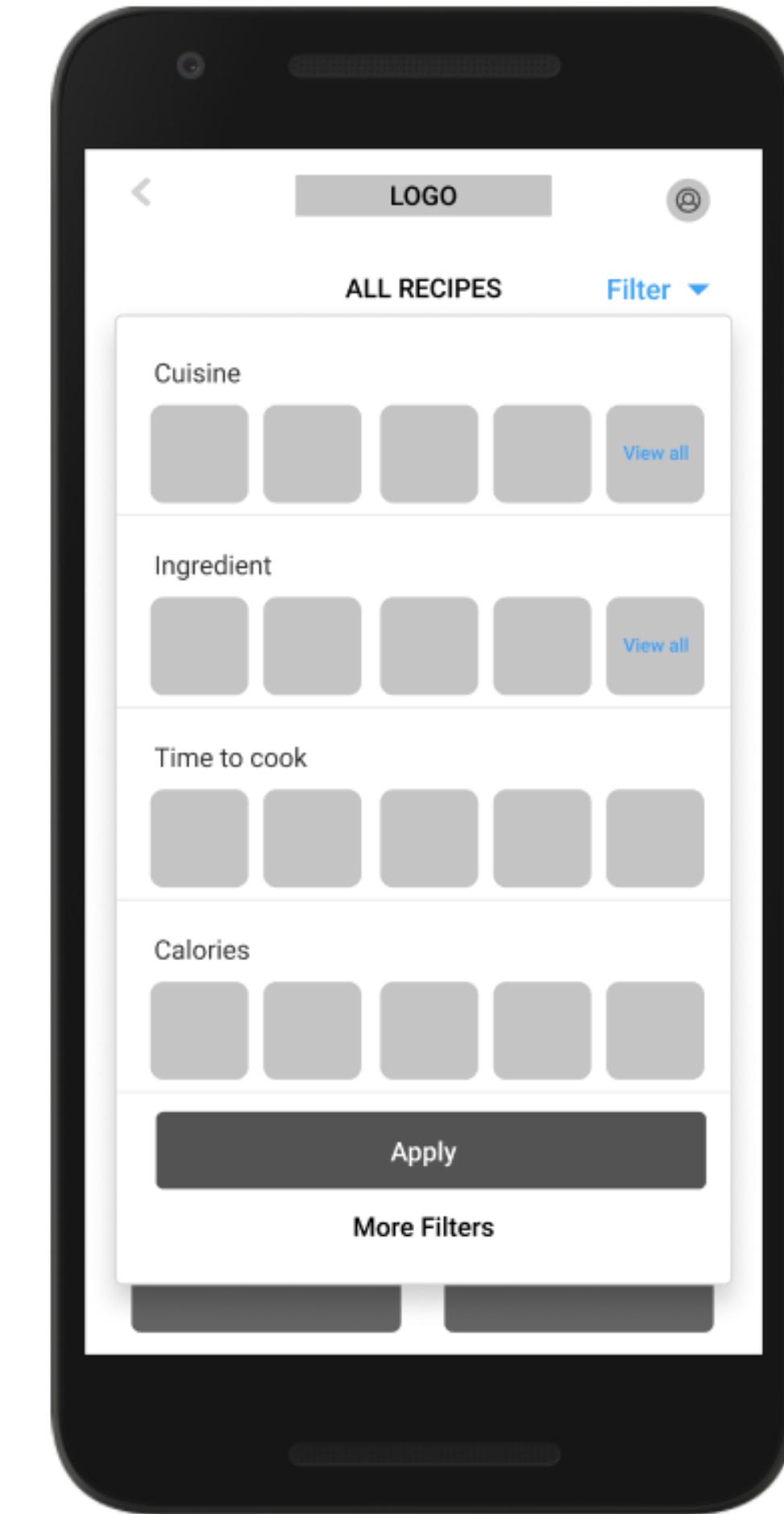
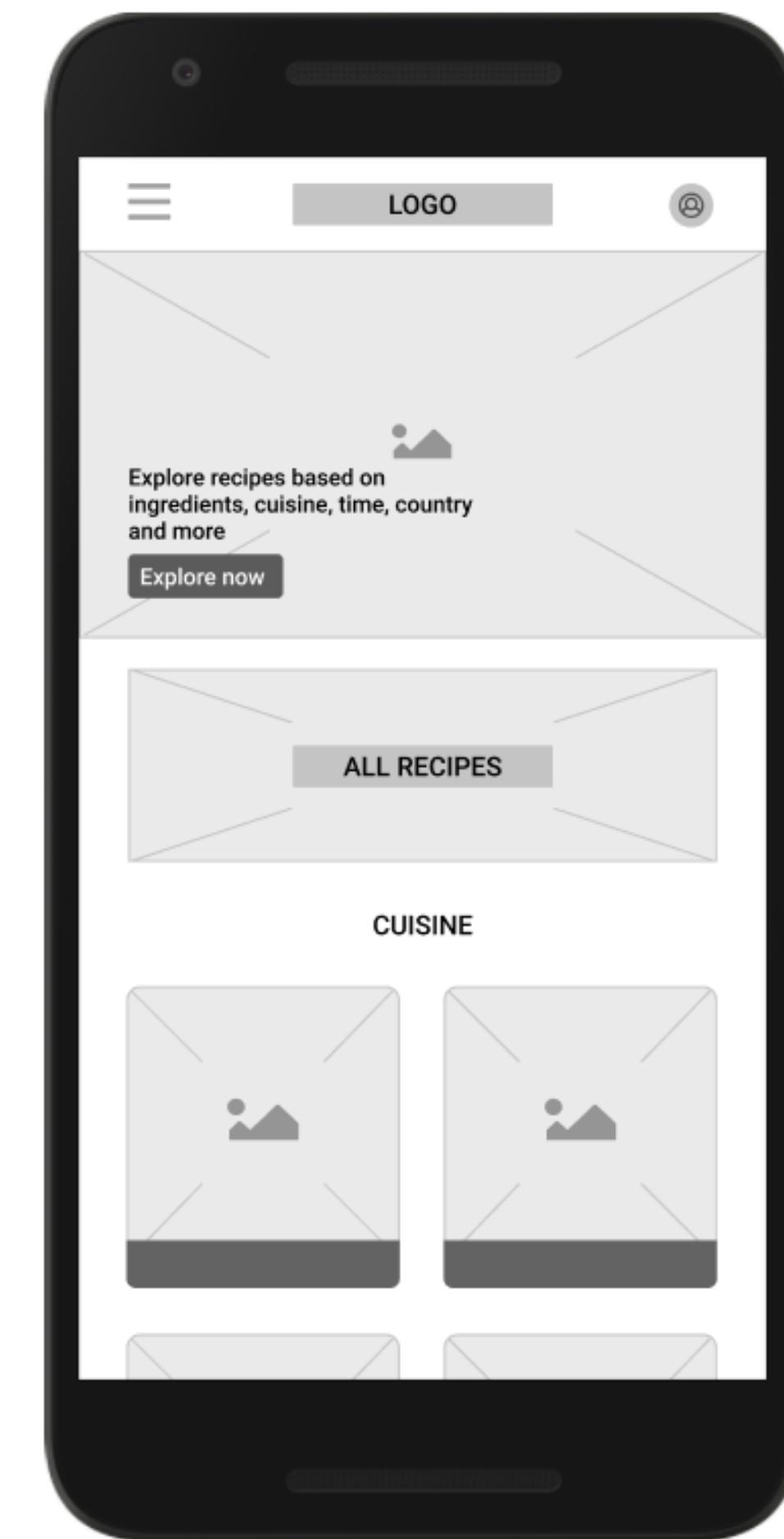
In developing a new cooking platform, I developed a low-fidelity prototype to test with working adults who were interested in seeing how an app would make the cooking process hassle free.



Test: Validation, Usability, Feedback

In my usability tests, most of the lo-fi prototype buttons were non-clickable buttons, so all users were quickly frustrated when they clicked on most of the features and nothing happened. The lo-fi prototype's main feature was to allow the user to select a recipe and go through step by step instructions. All users successfully completed this task and all users strongly agreed that the other non-clickable features had great value and accessibility, they just needed to be developed.

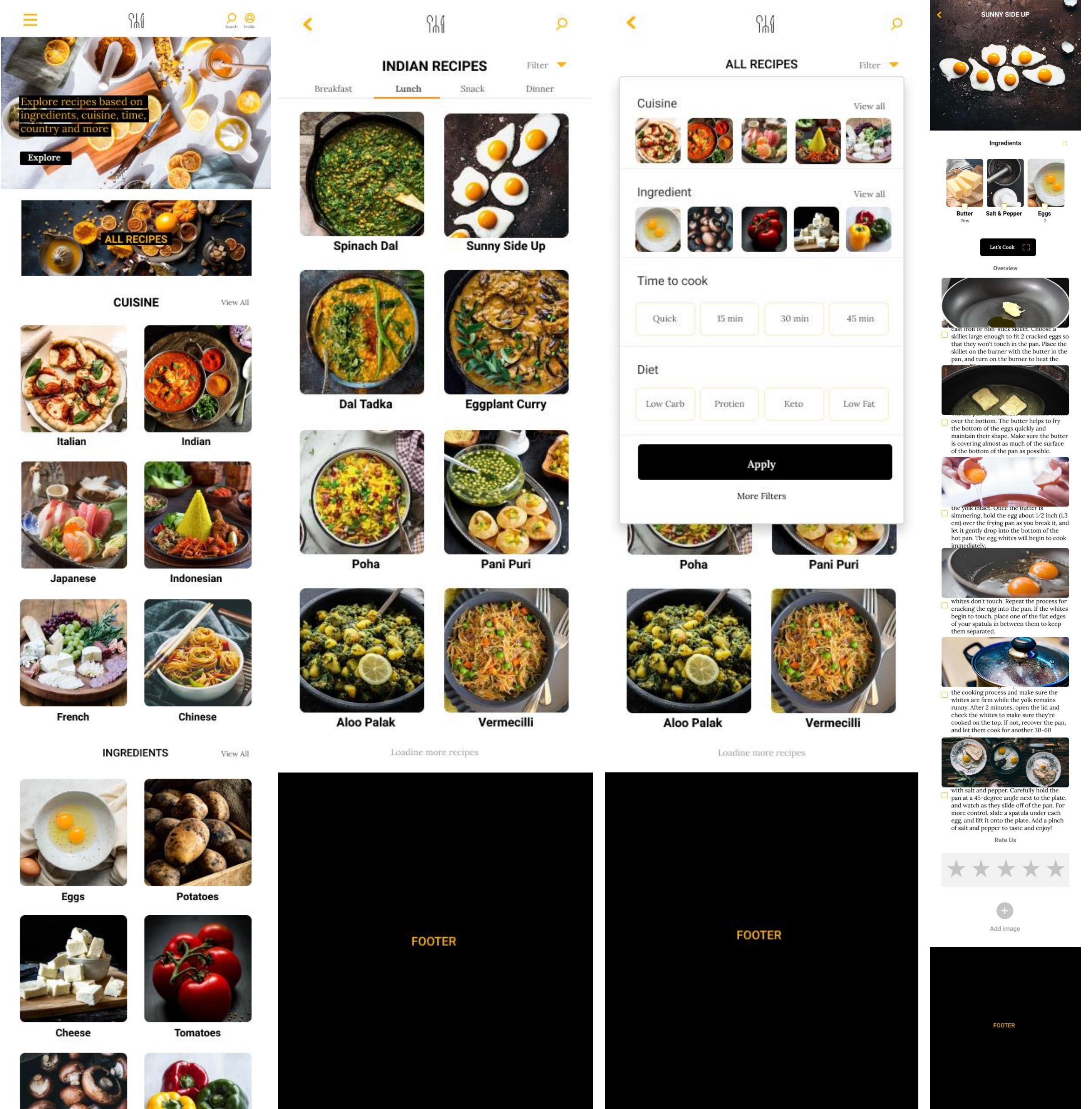


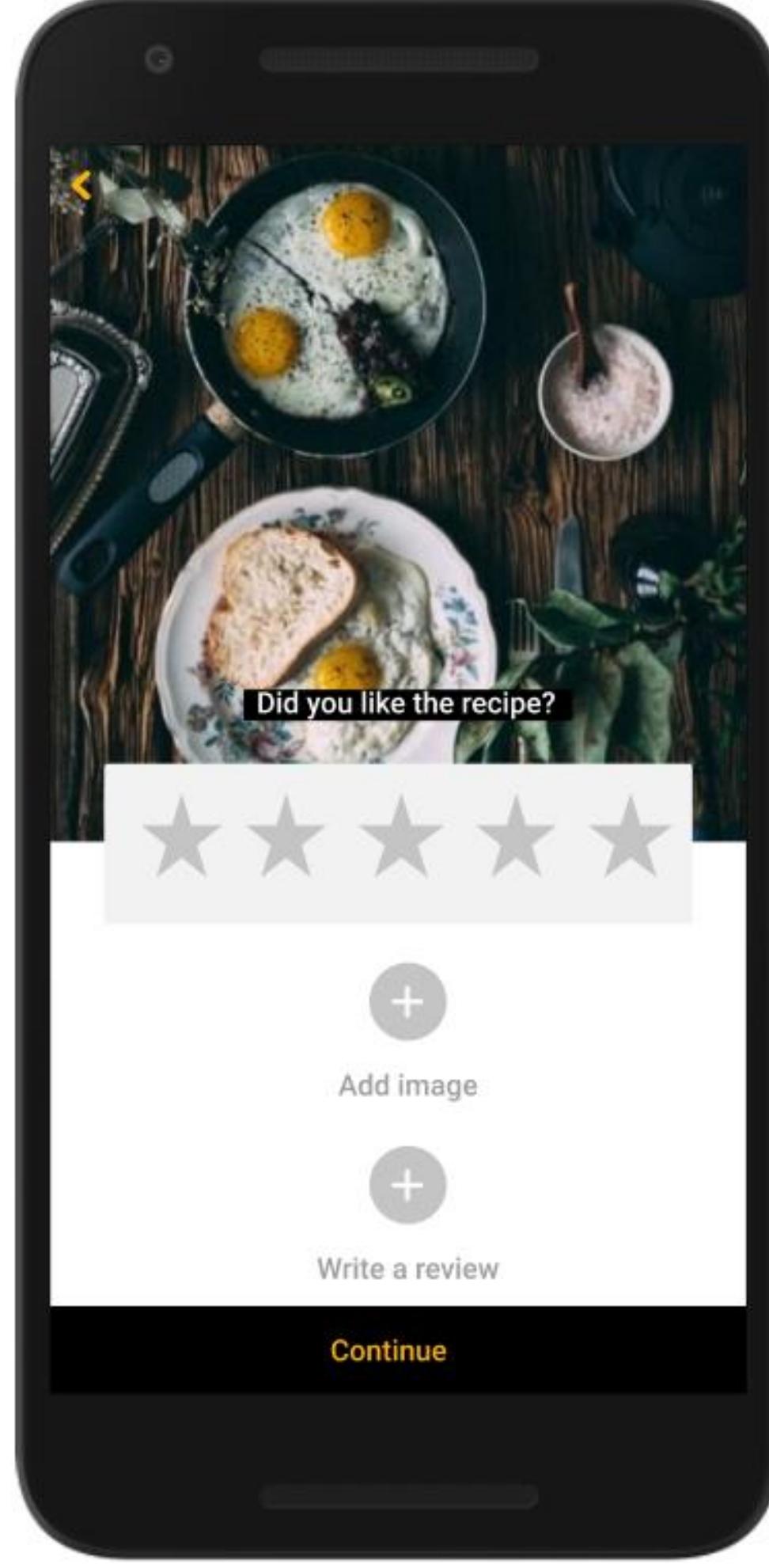
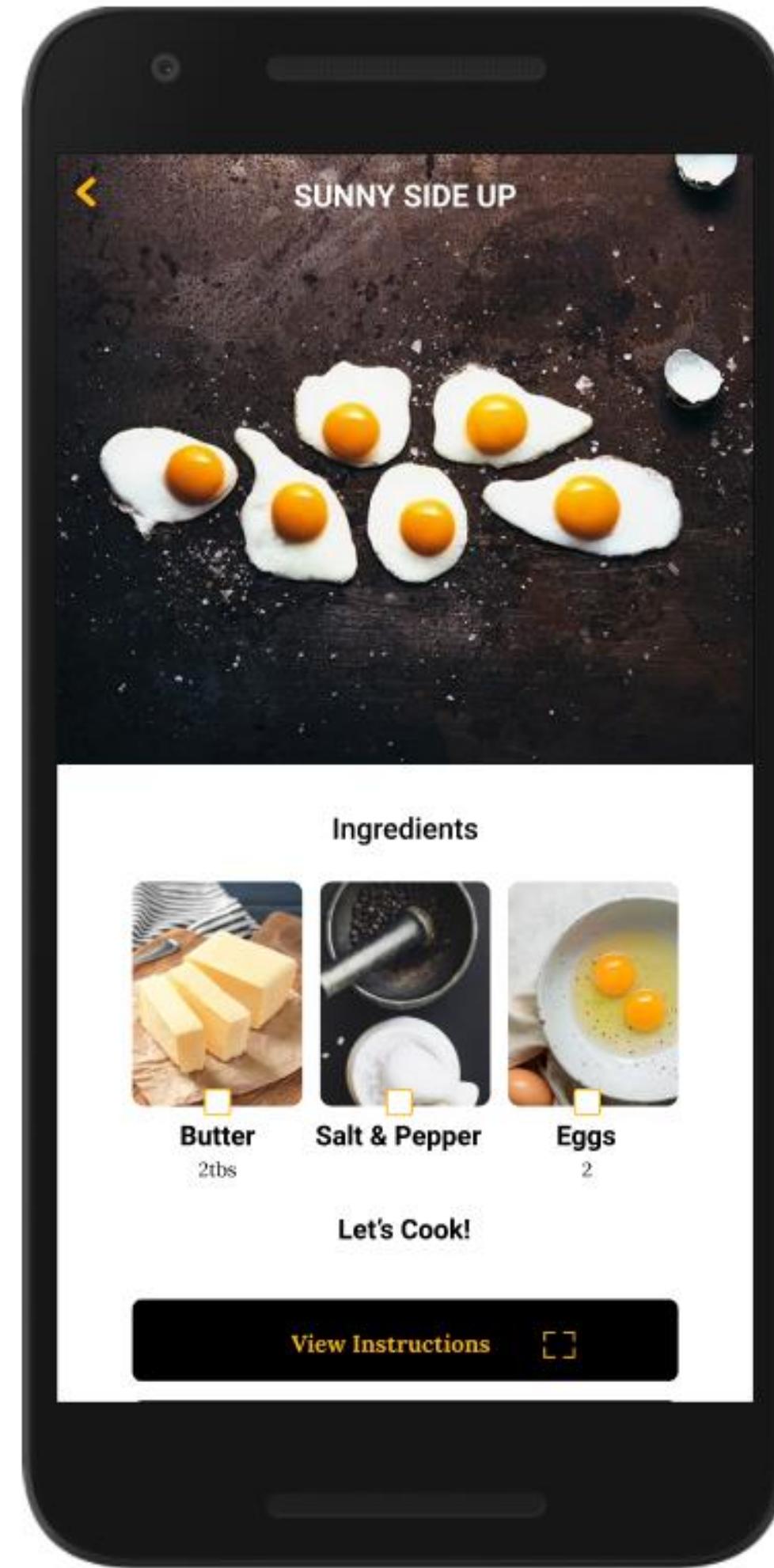
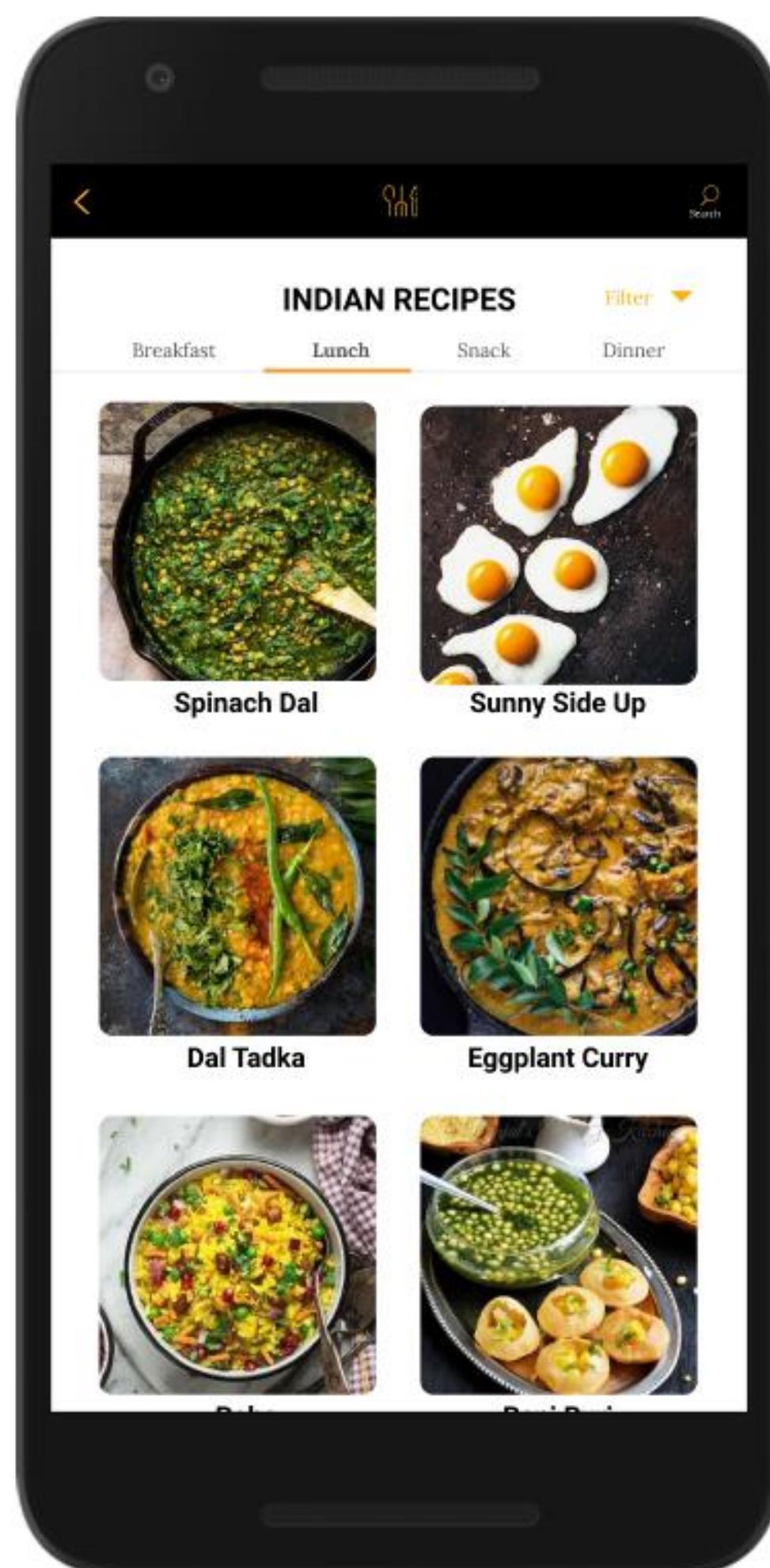
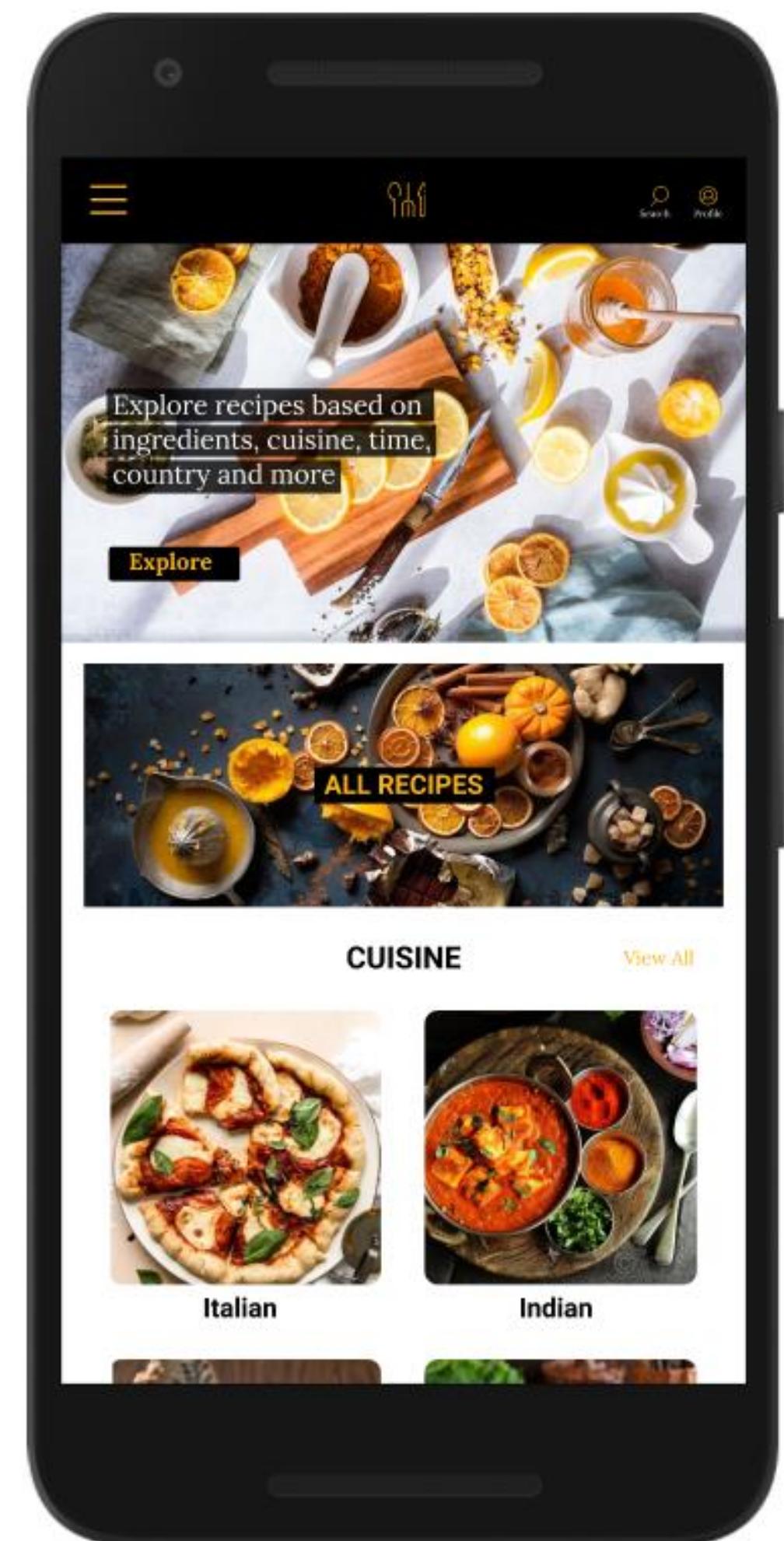


[View lo-fi clickable prototype](#)

Design: Iteration

Now that I had feedback on how people used the app and what they thought regarding various aspects of the lo-fi prototype, it was time to refine my designs. This included developing most of the app to have clickable regions so if a user wanted to click there, they could.





[View hi-fi clickable prototype](#)

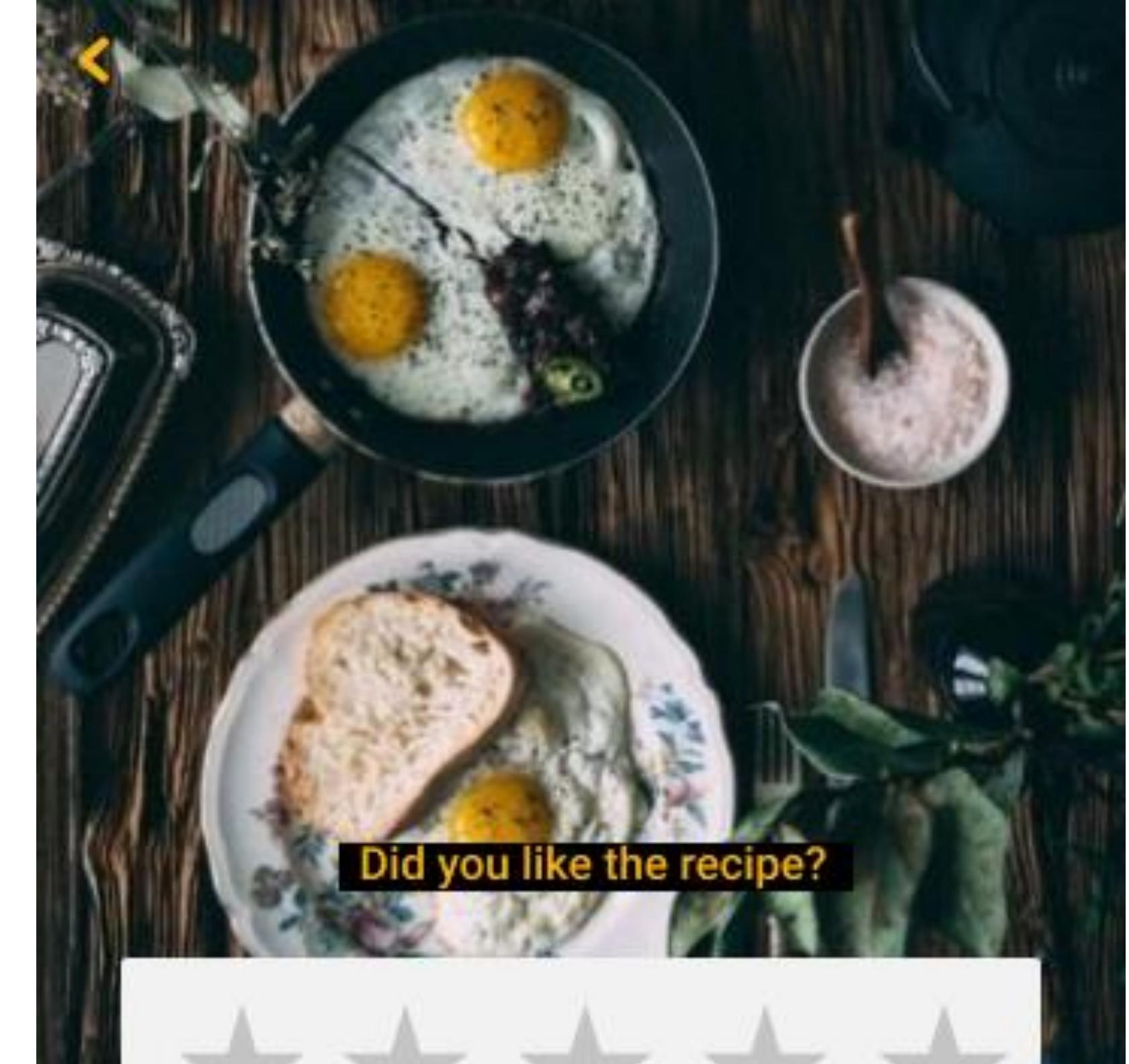
Solution & Impact Overview

I took what I learned in the first round of usability testing and developed a high fidelity prototype to test these new features that had been developed.

High-Fidelity Prototype

The impact that the iterated prototype had was that all users were able to navigate around in the app more freely. The prototype began to feel more like how a real app would look and work. This led to 100 percent of all hi-fi prototype usability testers successfully go through step by step instructions and complete a recipe.

Throughout the process of designing and developing the cooking app, I have learned that making assumptions about what you think your users pain points and frustrations will be is futile. I found that many things users find frustrating are things that I never would have thought of. The importance of testing user experiences during the design process and iterating on the feedback is one of the most important things a UX Designer can do to provide designs that are in alignment with our user wants and needs.





Running and Training Footwear

Aug, 2019

Tools – Adobe XD, Illustrator, Photoshop, Lightroom,
Paper and Pen

Challenge

How can we promote Avant as a fun athleisure brand through website. To address this, this involved envisioning and designing how I could use a web app to communicate brand identity in an accessible way. With a month timeline, I focused on delivering an online shopping experience to millennials in a more streamlined way.



Discovery: Research & Analysis

I needed to understand the nature of the current athleisure scenarios with millennials thoroughly and quickly. I approached all aspects of the project by talking with existing users and through social media. This approach was necessary to understand millennial's thoughts on the current online shopping process and to identify individual's pain points.



Discovery: Research & Analysis

My research revealed that users find Avant a fun athleisure brand for two main reasons –

- Variety of different colours and combinations which lets the users express their style.
- Users like the fact that they can wear the same shoe for different activities, specially gym goers.



Design: Concepts & Sketching

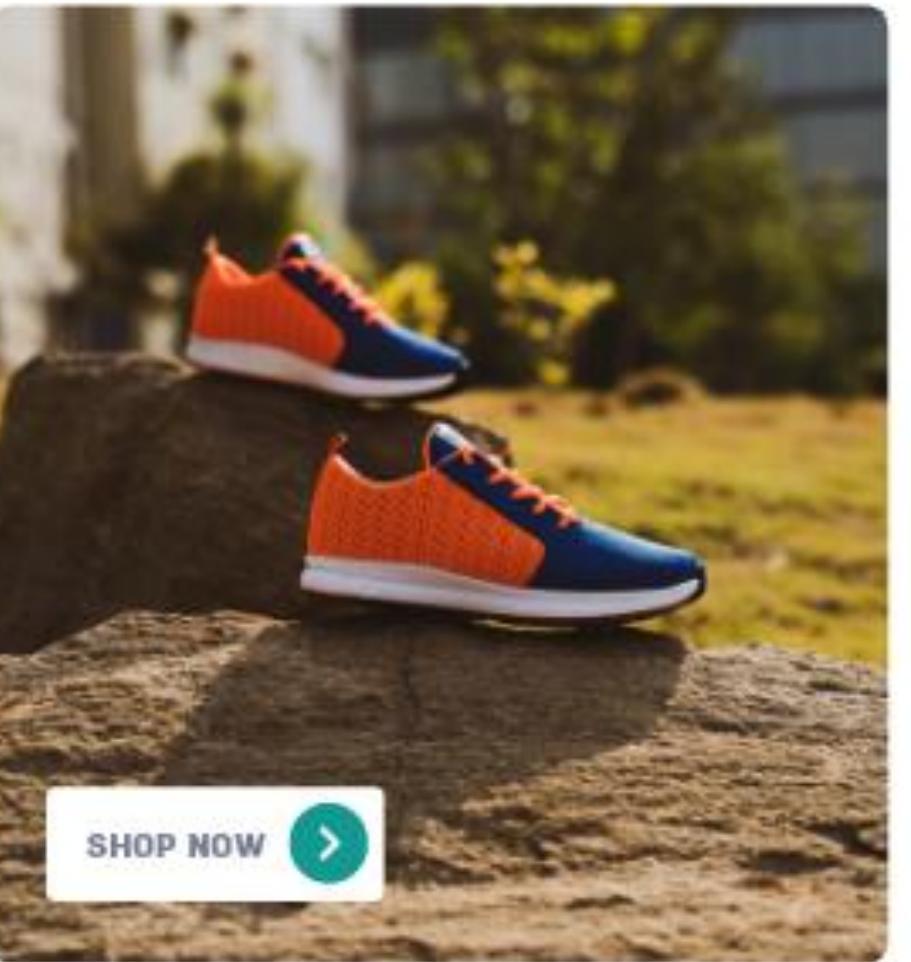
Insights from my discovery work indicated many areas where a web-based solution could help to improve the branding and accessibility of the website.

I discovered that whilst shopping time, important product information, and easy checkout was essential, it was only one dimension in providing an effective online shopping platform for Avant users.

If I truly wanted to make a difference in branding and accessibility I needed to provide a better solution that considered our user needs and pain points relating to:

- issuing a hassle free shopping experience
- important brand/product information accessibility
- providing simple solutions to present Avant as a fun and multi-sport brand
- supply easy and effective shopping options

These insights began pointing to a mobile-based solution with my Research at the core.

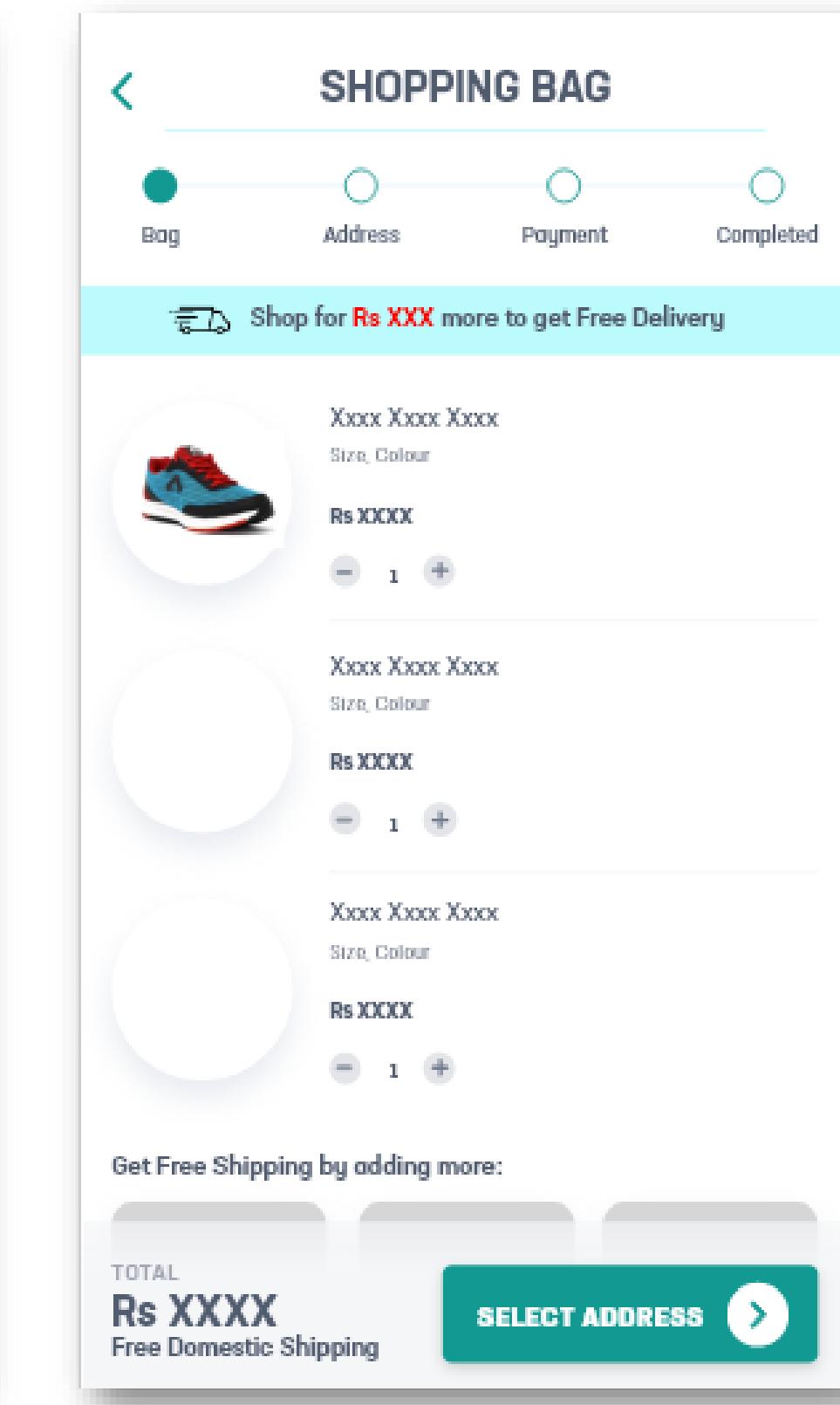
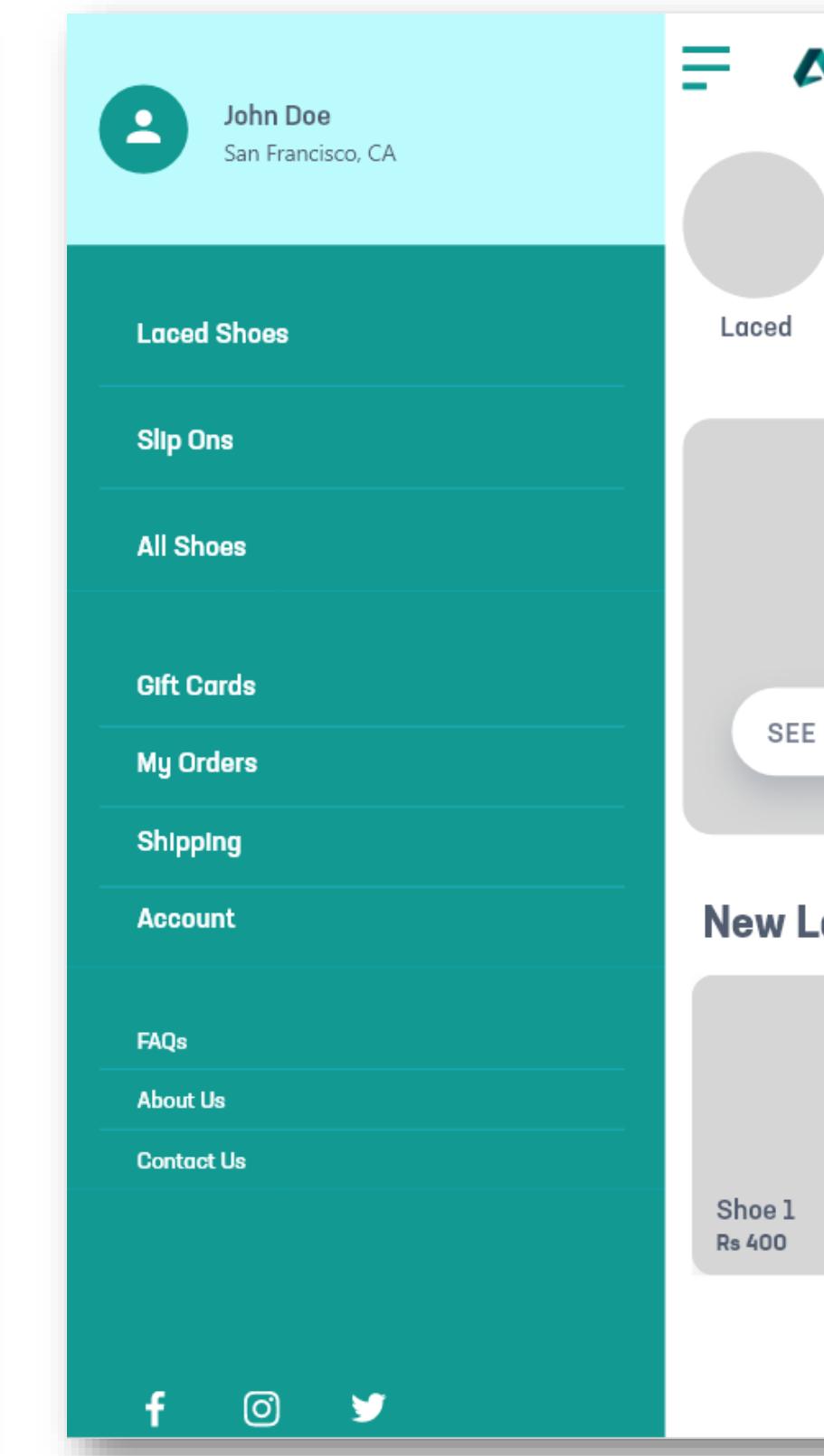
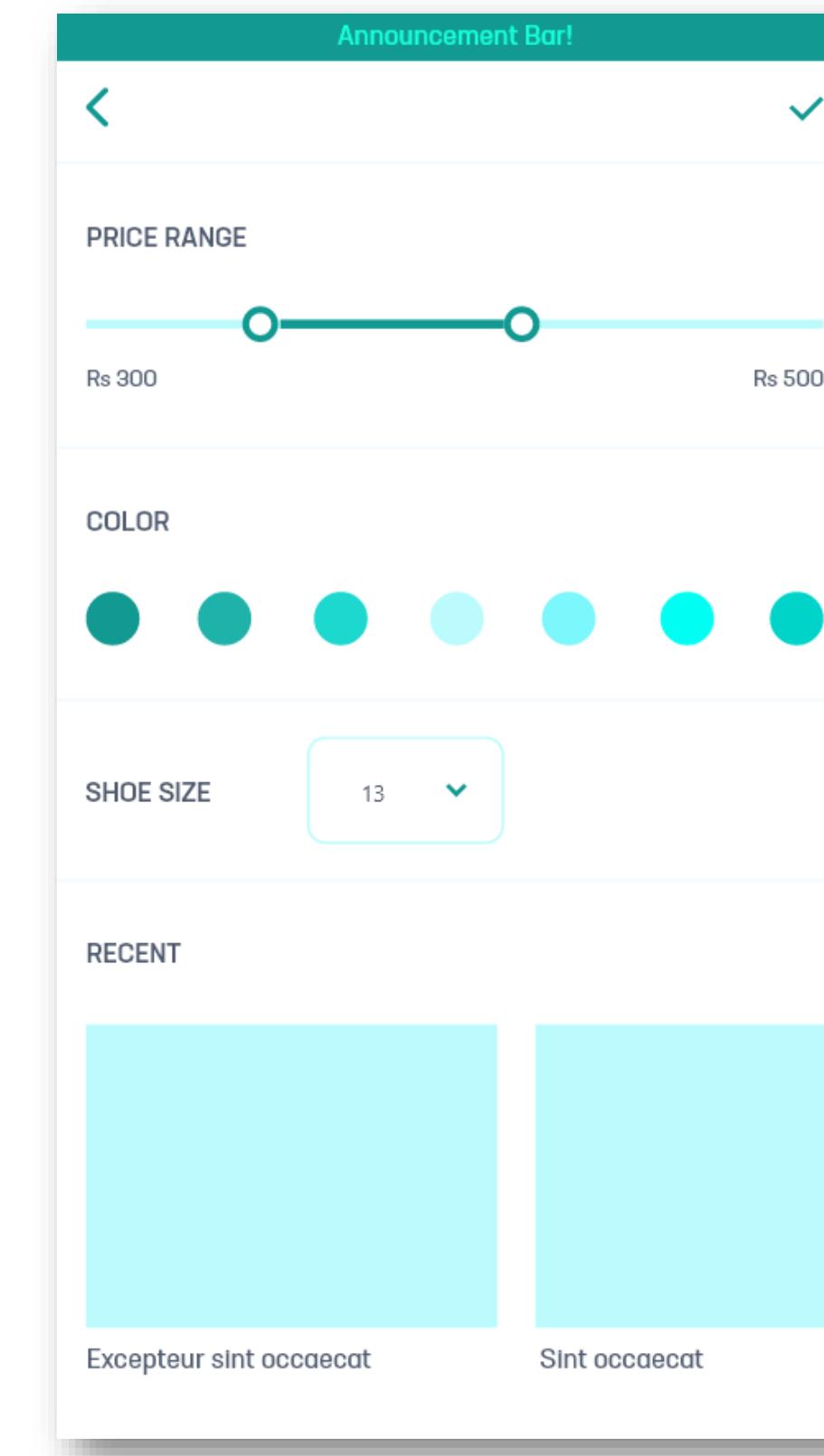
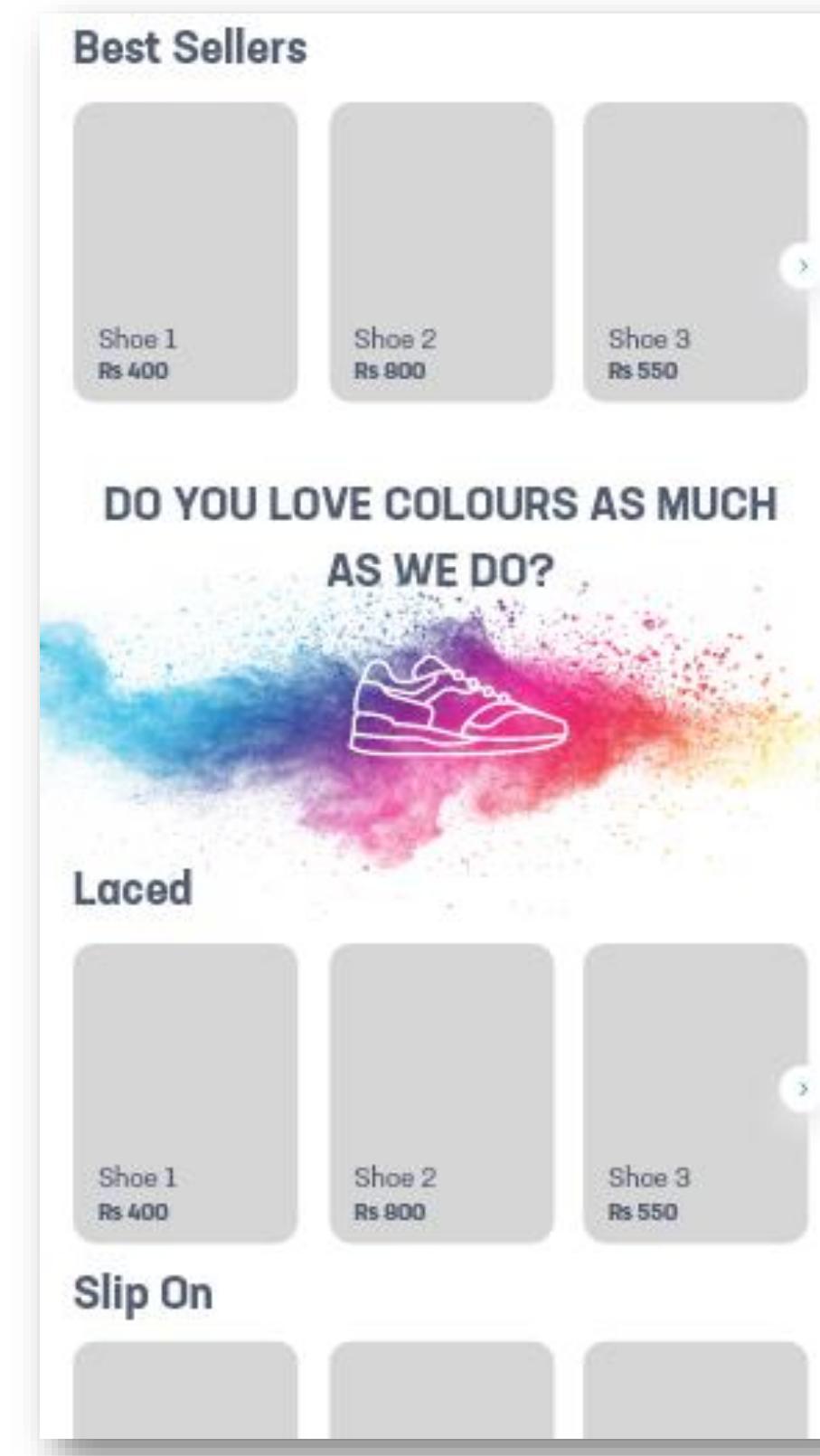
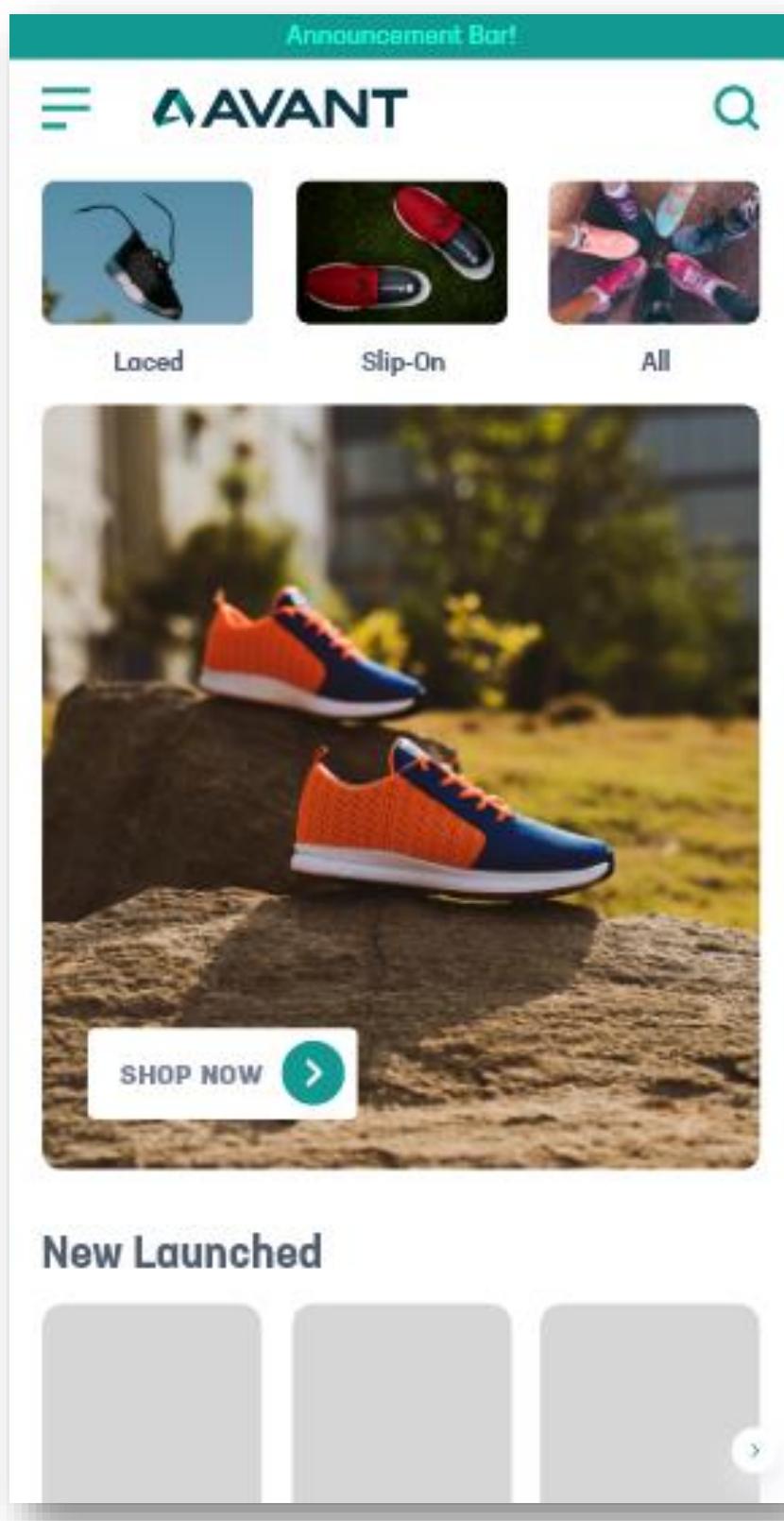


Test: Validation, Usability, Feedback

In my usability tests, the lo-fi prototype's main feature was to allow the user to select a product and go through further steps till payment. All users successfully completed this task and all users strongly agreed that the other non-clickable features had great value and accessibility, they just needed to be developed.

New Launched





[View lo-fi clickable prototype](#)

Solution & Impact Overview

I took what I learned in the first round of usability testing and developed a high fidelity prototype to test these new features that had been developed.

The impact that the iterated prototype had was that all users were able to navigate around in the app more freely. The prototype began to feel more like how a real app would look and work. This led to 100 percent of all hi-fi prototype usability testers successfully go through step by step instructions and complete a recipe.

The importance of testing user experiences during the design process and iterating on the feedback is one of the most important things a UX Designer can do to provide designs that are in alignment with our user wants and needs.



Order Placed!

Your order was placed successfully. For more details, check My Orders page under Profile tab

MY ORDERS





AZANI

Sports Gear

Jan, 2019

Tools – Adobe XD, Illustrator, Photoshop, Lightroom,
Paper and Pen

Challenge

How can we build Azani as a sports wear brand through rebranding, which includes *re-developing the logo, re-designing the website, revamp of social media* to portray a fresh, powerful and aspirational sportswear brand.

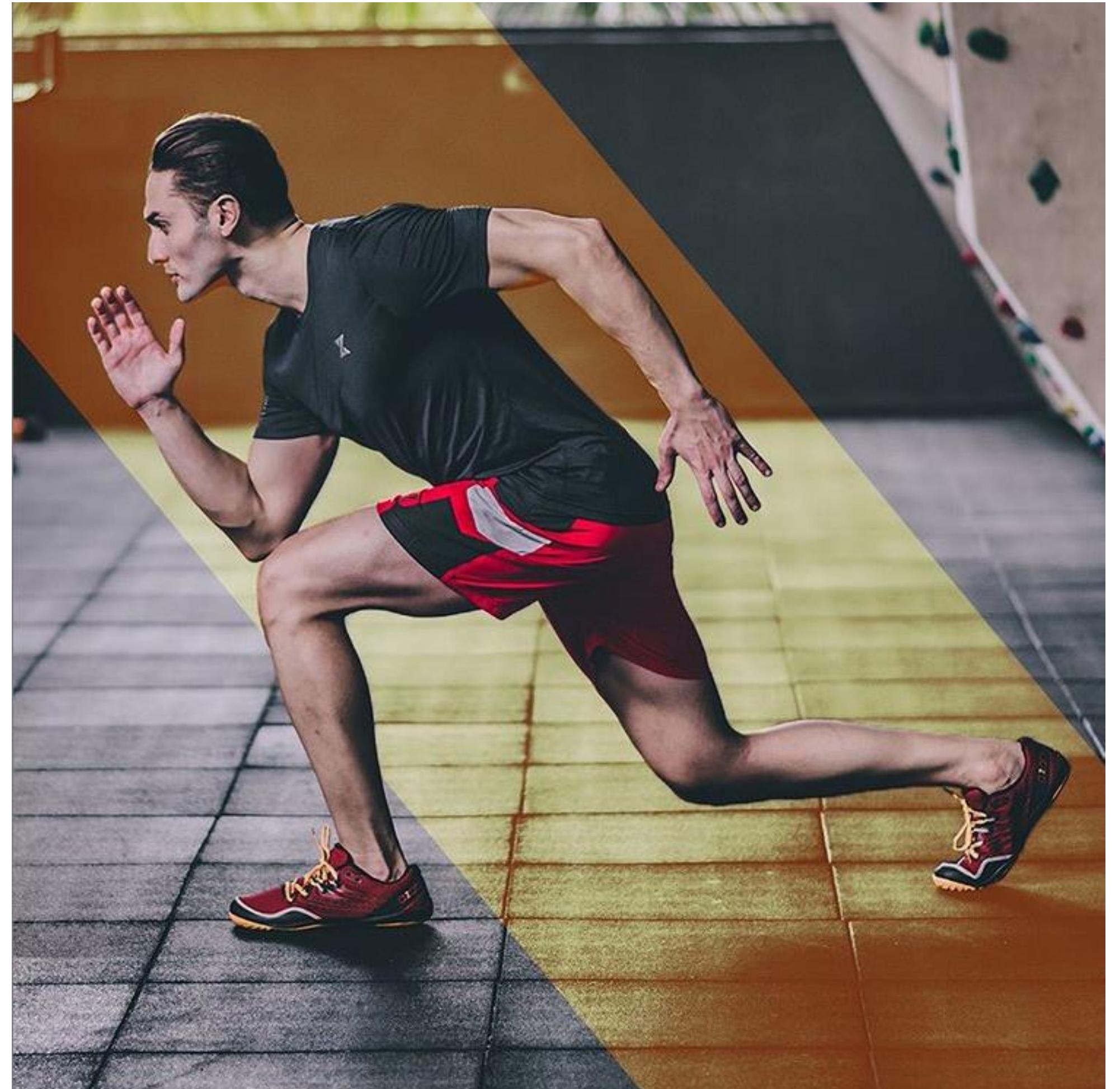
Since Azani is an already established brand – the challenge was to not lose the familiarity with existing users.



Discovery: Research & Analysis

My research revealed that users find Azani a performance based sports wear brand for two main reasons –

- A collection of sports gear which helps users enhance their performance by quick recovery, reducing injuries and no nonsense products.
- Users like the fact that they have access to quality gear with ease and without shedding as much from their pockets as other brands require.



Logo Redesign

Azani means a thunderbolt in Sanskrit.

The letters in the logo are bold and have sharp edges. The old version of the logo had a highlight on Z and to keep that familiarity, 'Z' is highlighted with a dark Orange colour since it also represents the shape of a thunderbolt.

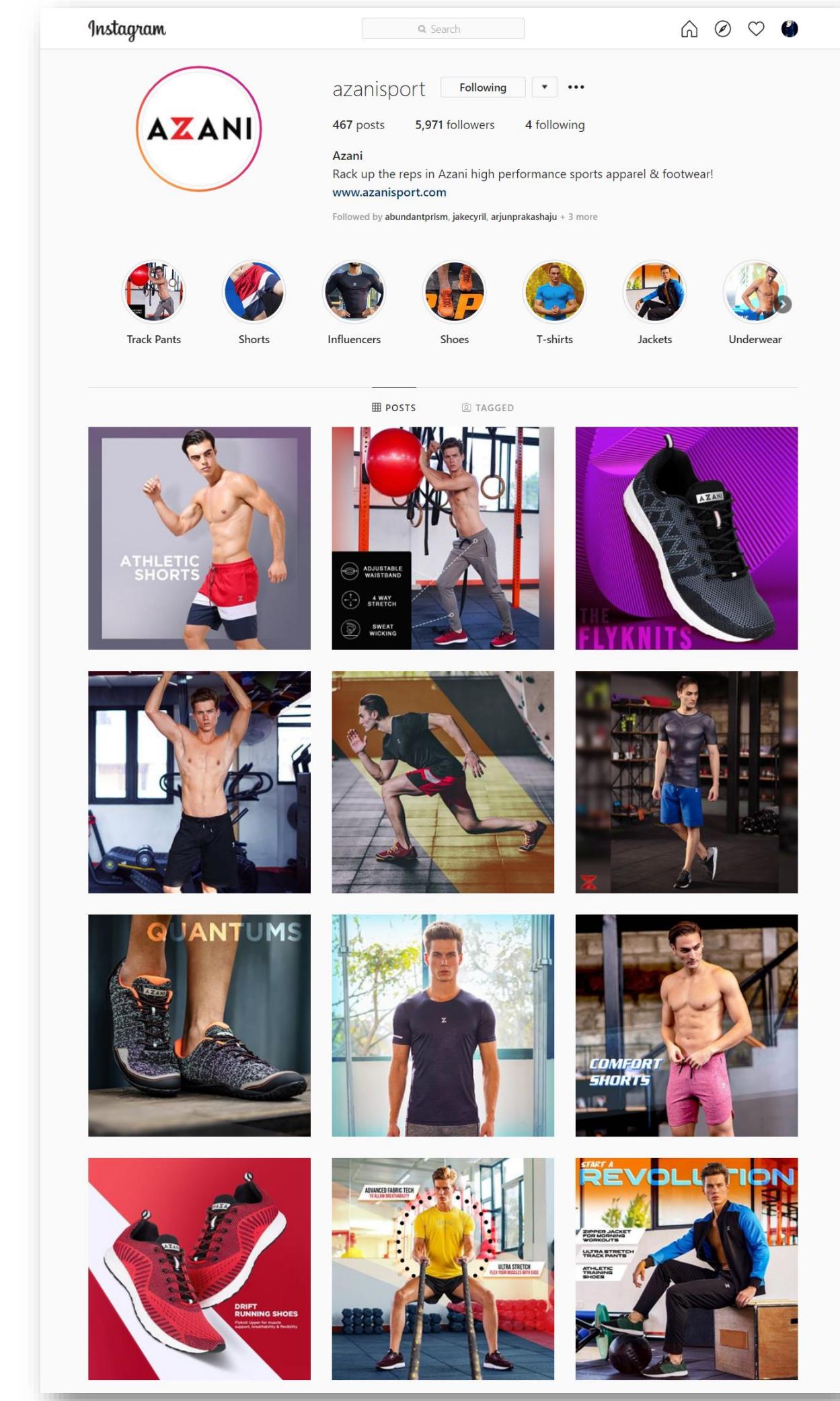
Colour – The old logo had green colour as the main colour which gave it an eco-friendly or organic brand vibe. On the other hand colour Orange inspires enthusiasm, energy and draws attention.

The logo consists of the lowercase word "azani" in a bold, sans-serif font. The letter "Z" is highlighted with a green horizontal bar that extends from the top of the "a" to the bottom of the "n".The logo consists of the uppercase word "AXANI" in a bold, sans-serif font. The letter "X" is highlighted with a red diagonal bar that extends from the top-left of the "A" to the bottom-right of the "N".

Social Media

We changed the language to showing real life actions and benefits of the gear from a guy(model) working out in a gym wearing Azani. The strategy is to create aspiration by -

- Showing benefits of each and every category of Azani gear.
- How users are enjoying and getting benefitted by working out in Azani gear.
- Engaging with influencers to reach a higher number of audience.
- Getting onboard with as many social media platforms as quickly possible.
- Create curiosity by showing behind the scenes for making the tech gear Azani makes.

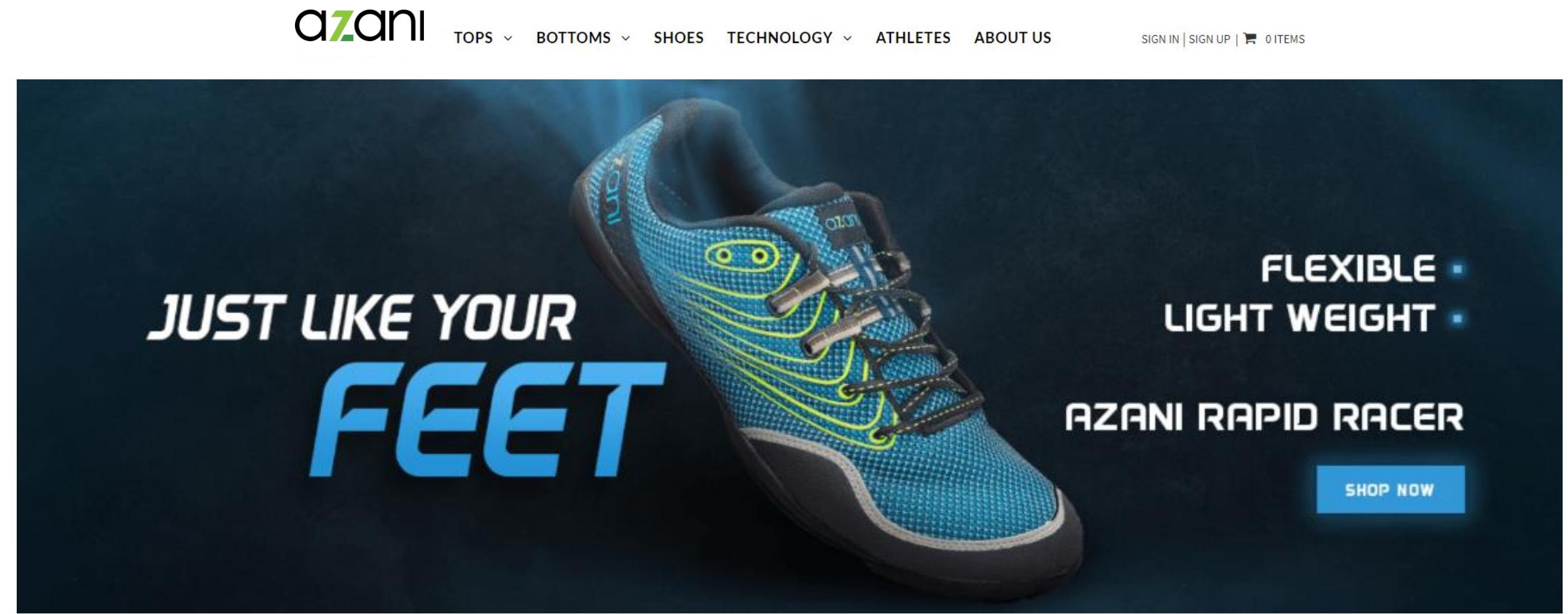


Website Redesign

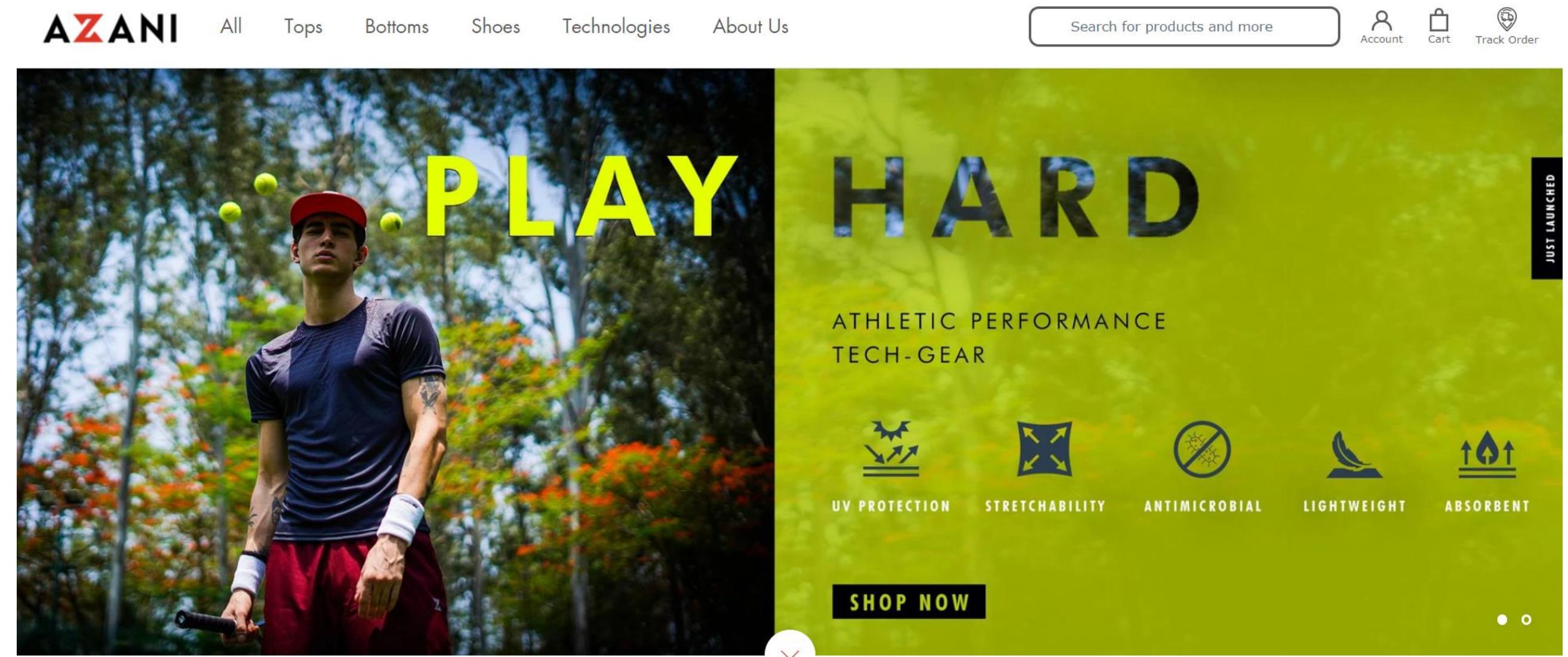
To match the new logo and social media content, it was important for me to redesign the website in a cohesive way.

- I kept the brand colours as White, Black and Orange.
- Made the website as visual as possible.
- Improved the shopping experience by keeping limited clicks between shop and pay.
- Included Instagram on the home page for a wider reach.

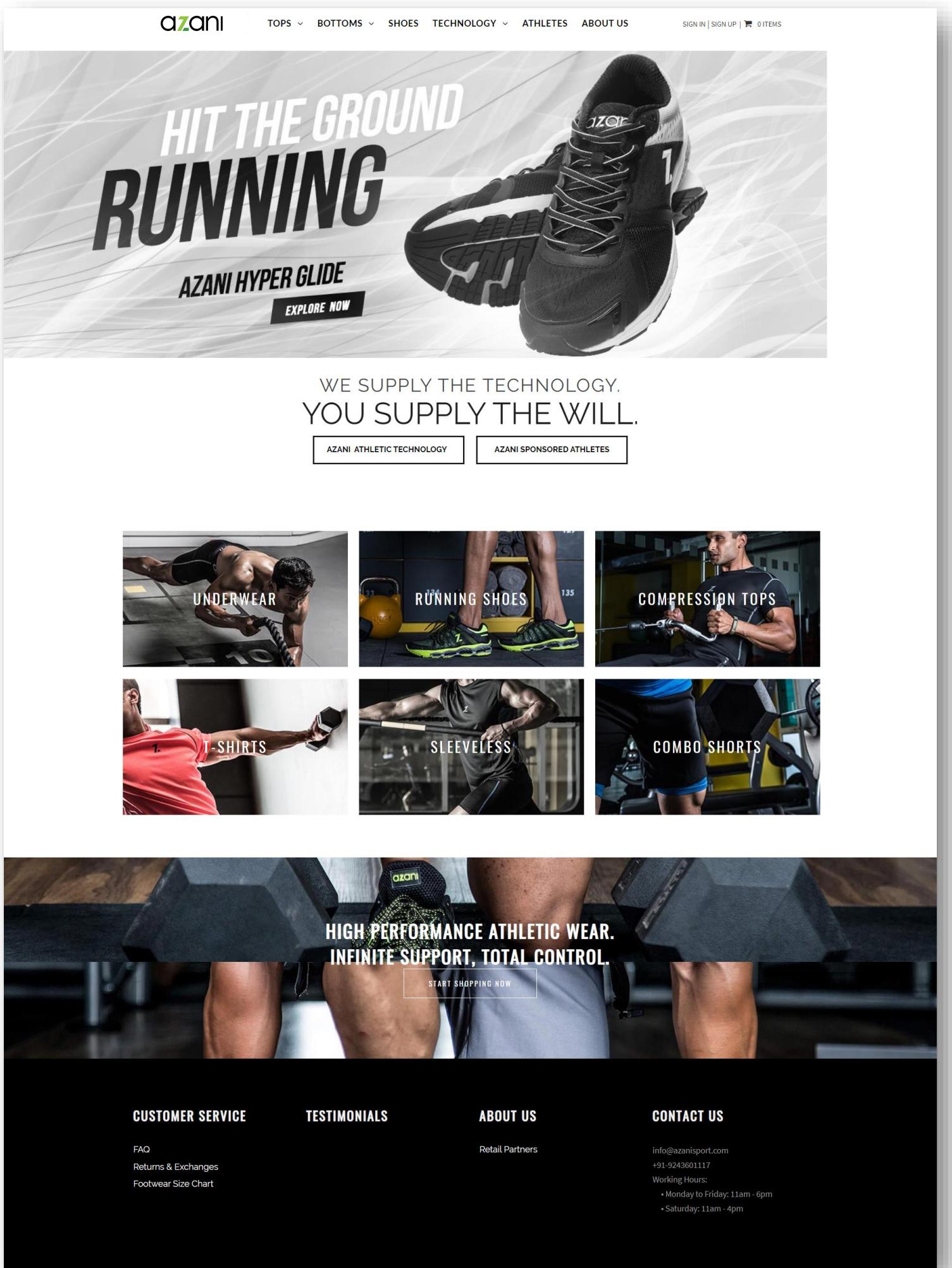
Before



After

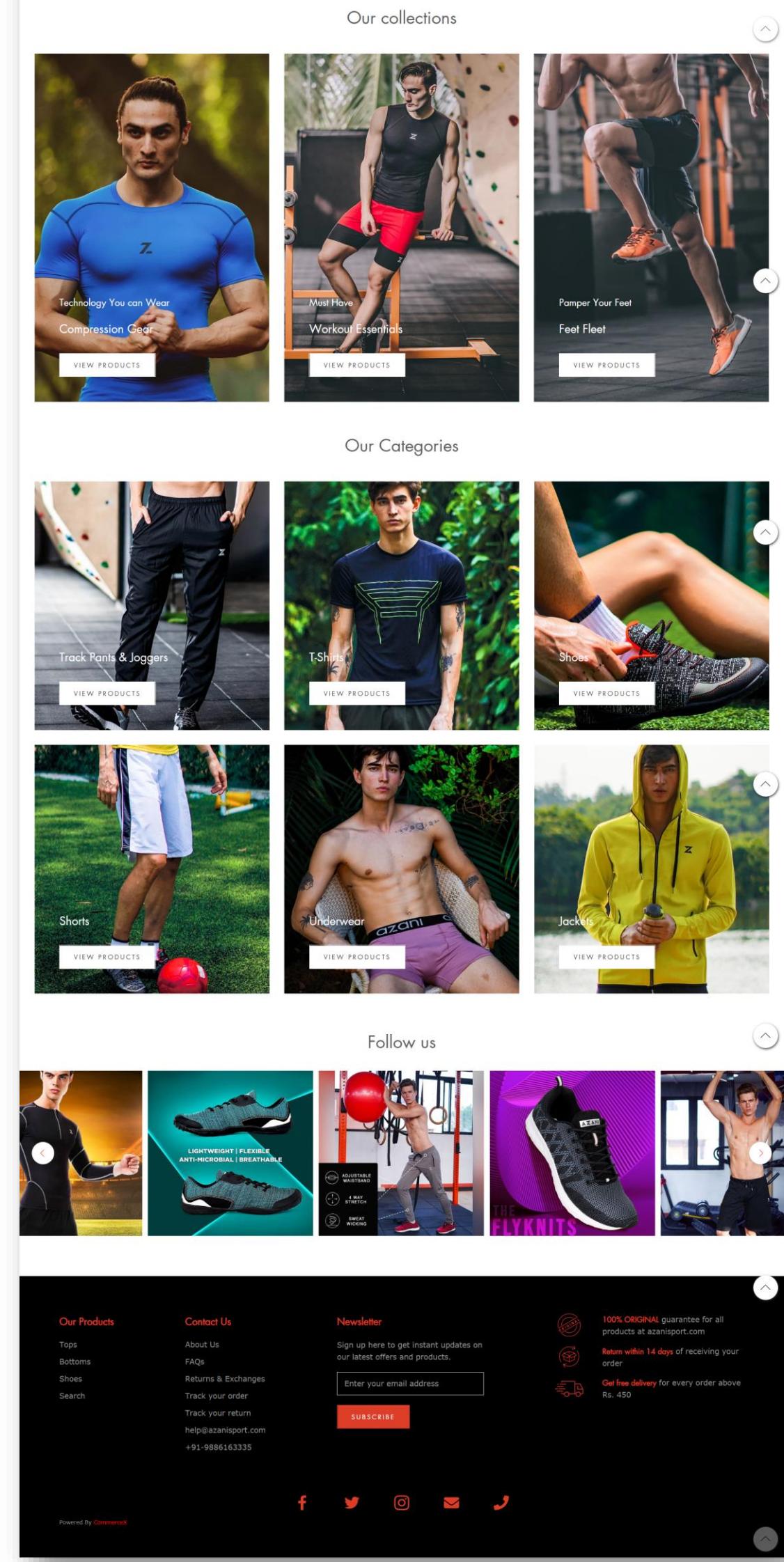
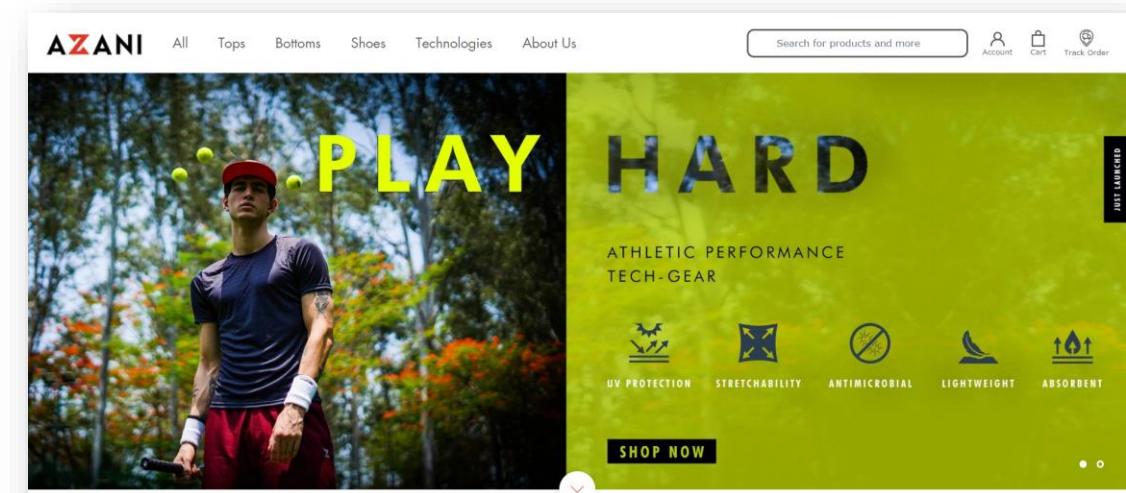


Home Page



Before

Header with
search bar for a
better experience



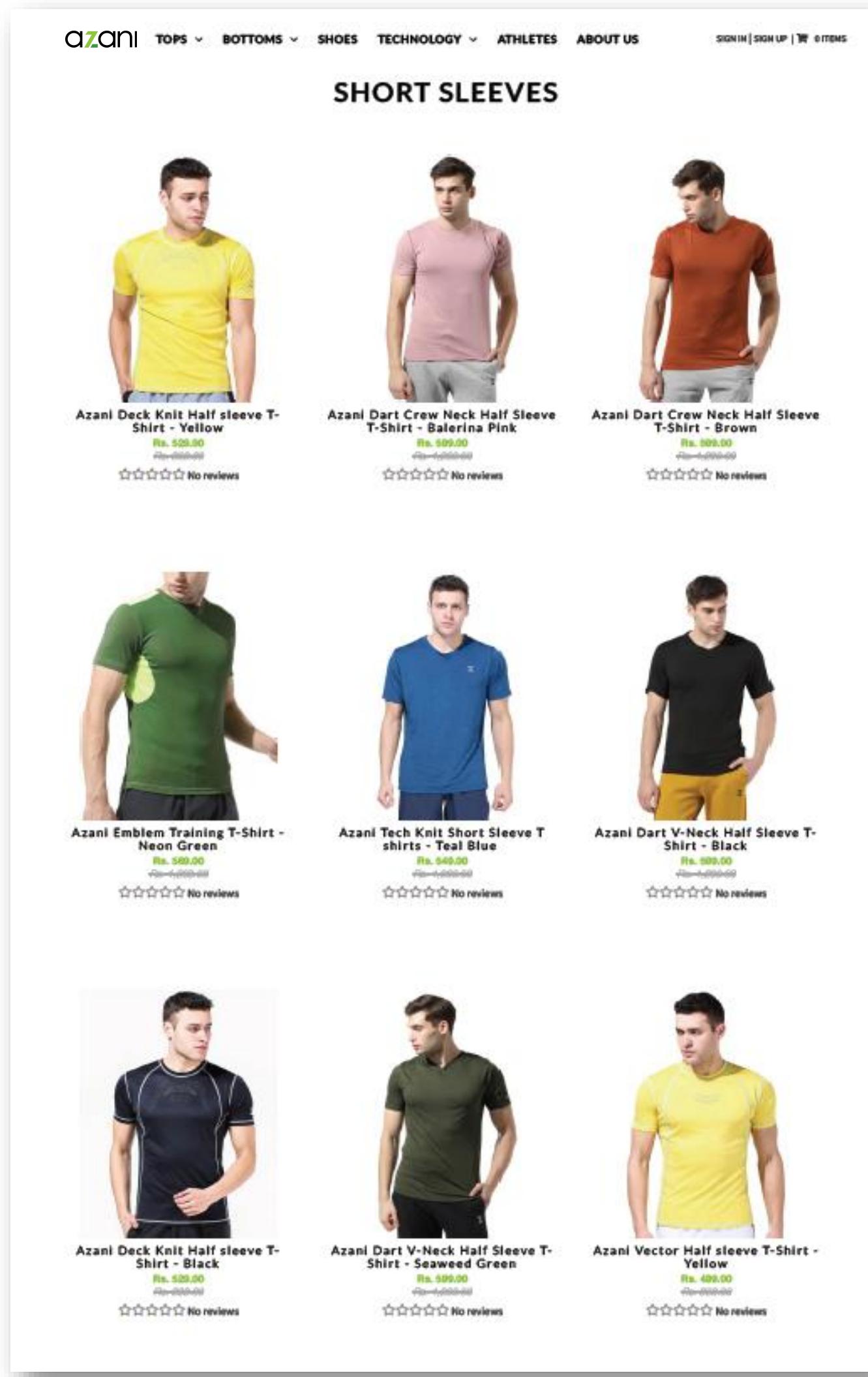
Visual
representation of
the categories

Social Media

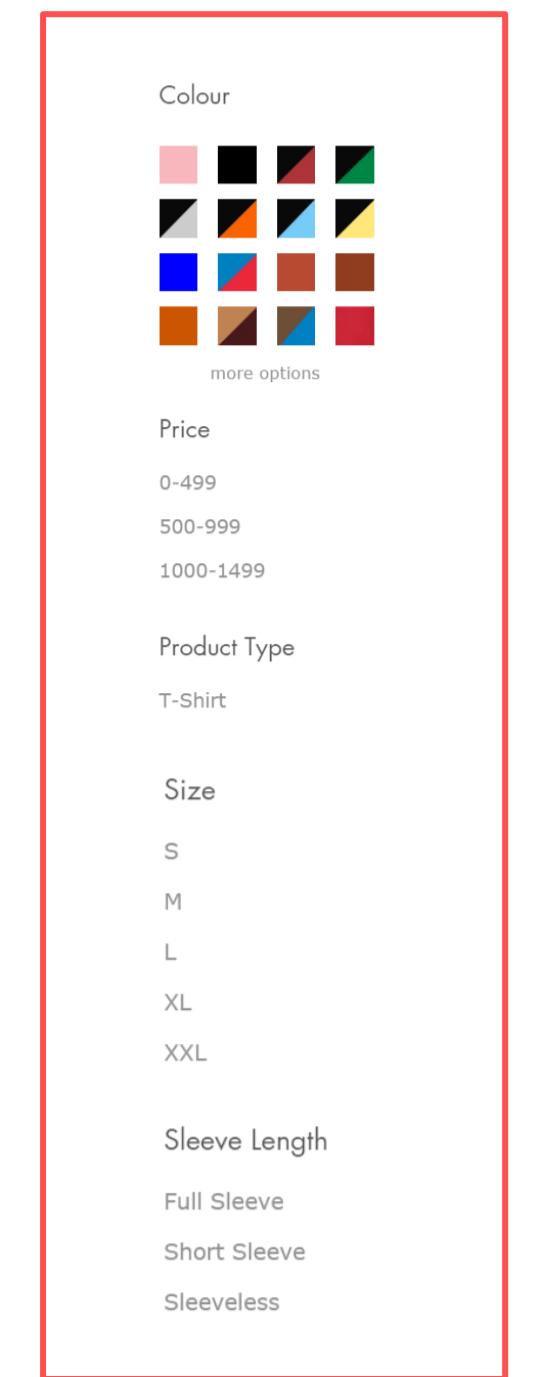
- COLOURS
- Orange
 - Black
 - White

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Collection Page

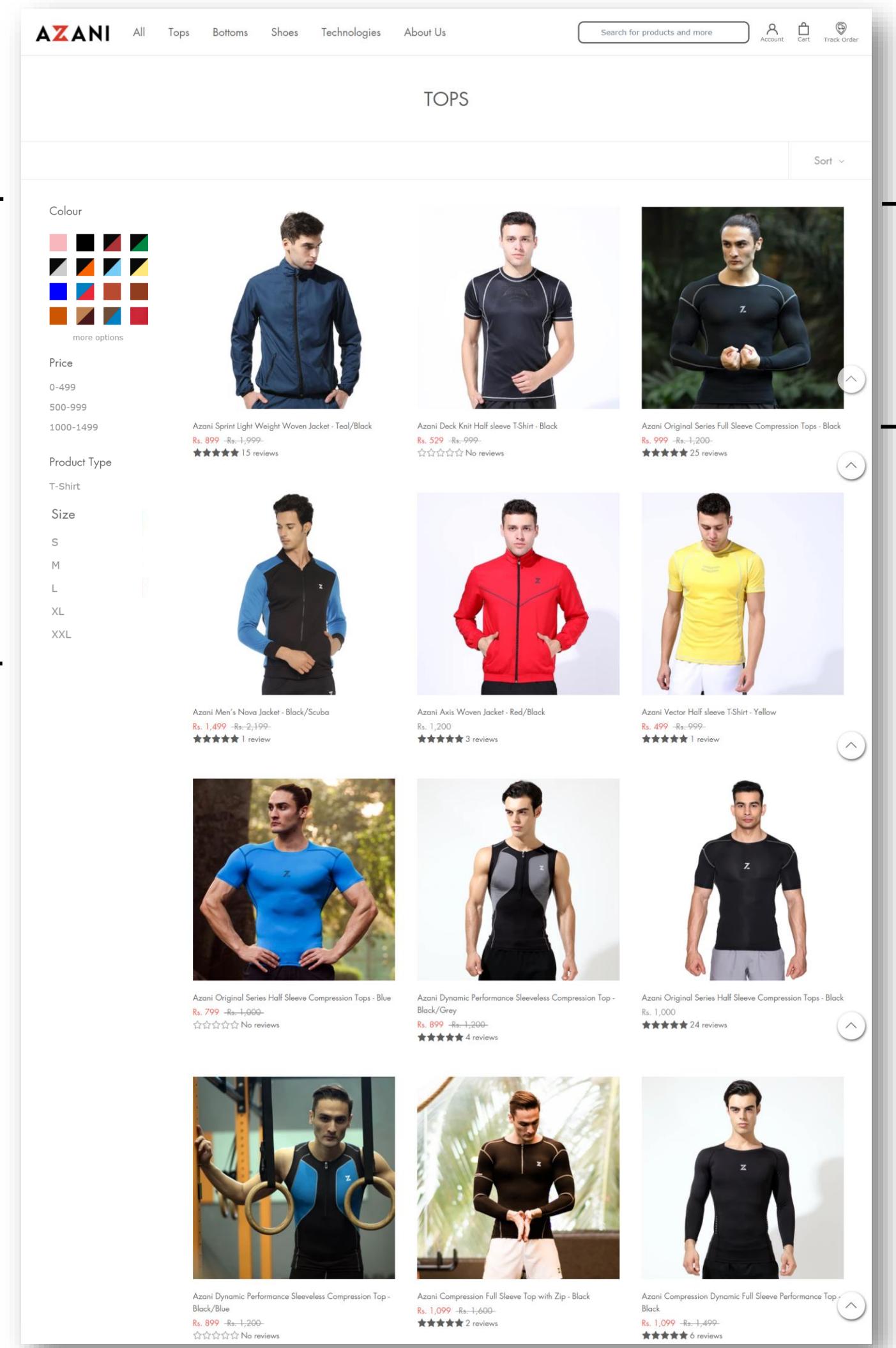


Before



FILTER

Filters for ease of shopping and a better experience.



After

LIFESTYLE IMAGES

Use of lifestyle images and gradient backgrounds for special products to break monotony of white background images.

Product Page

AZANI TOPS BOTTOMS TECHNOLOGY ATHLETES ABOUT US SIGN IN | SIGN UP 0 ITEMS



Azani Integral Half Sleeve T-Shirt - Black

★★★★★ No reviews

PRICE Rs. 599.00
Rs. 899.00

SIZE S M L XL XXL

QUANTITY - +

ADD TO CART

[International Size Chart](#)

Free Delivery. Delivered in 2-4 working days.

Azani Integral Half Sleeve T-Shirt - Black

Product Description:

The Azani Integral Half sleeve T Shirt is strictly engineered as a more performance focussed gear. Its graphical texture and reflective horizontal stripes on the sleeves gives it a more edgy look for gym and sporty outings. Additionally, its super breathable helps you stay cool and comfortable for miles!

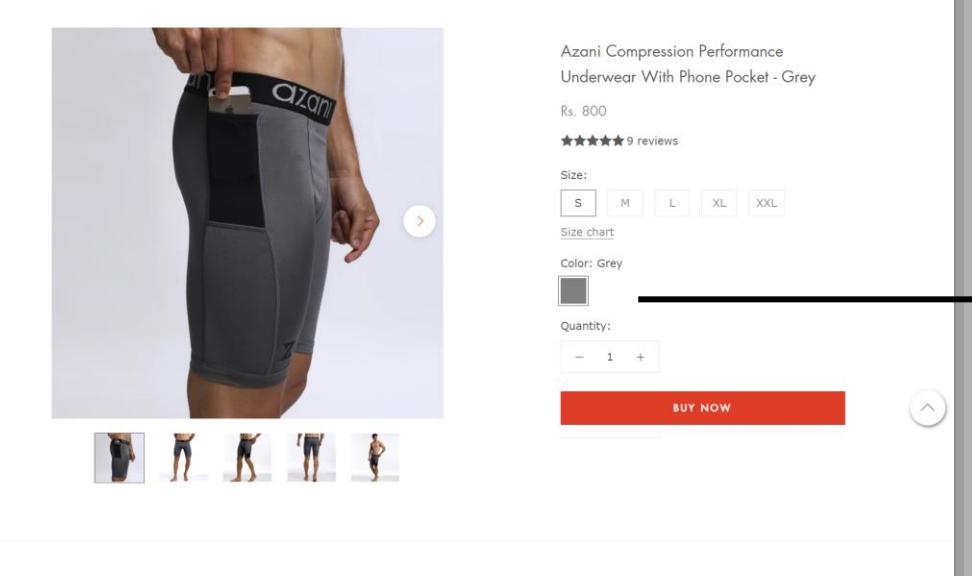
Features & Benefits:

- The fabric is easy to care with its machine washable and easy drying features
- Lightweight, breathable and comfortable
- Material wicks away sweat

Product suggestions

AZANI All Tops Bottoms Shoes Technologies About Us

Search for products and more Account Cart Track Order



Azani Compression Performance Underwear With Phone Pocket - Grey
Rs. 800
★★★★★ 9 reviews

Size: S M L XL XXL

Color: Grey

Quantity: - 1 +

BUY NOW



Product Description:
Each pair of Azani Compression Underwear is innovatively designed to give you total support and complete freedom of movement.

Dual Pocketed Compression Underwear
Brings you the efficiency and security while you pursue an active lifestyle. Our sweat proof, form fitted, no frill pockets provide adequate security for your Smart Phone, keys and other valuables.

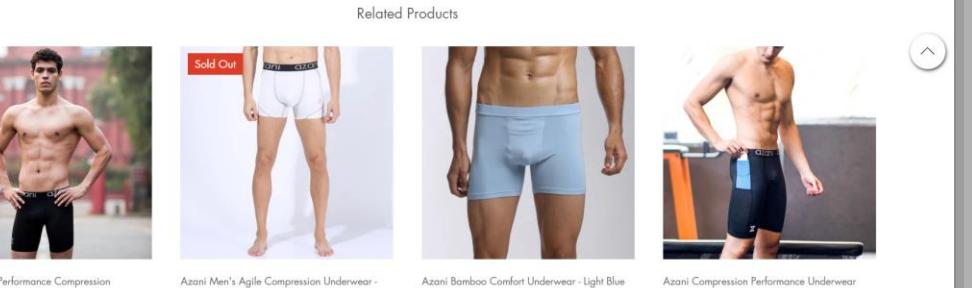
Flat Seams
As is typical with Azani gear we use the flattest seams to provide an itch free, soft and comfortable feel against the skin. Additionally all our threads contain an element of Lycra thus providing a solid and durable garment construction which remains intact as you engage in high performance activities.

Moisture Wicking
Each pair comes with qualities designed to combat sweat and allow moisture to dissipate away from the skin thus keeping you cool, dry and comfortable where it matters the most!

Four Way Form Fitted Stretch
Exclusive pattern developed to match the curve of the athlete's natural stance, providing superior comfort and performance.

Reviews [9]

Related Products



Colour swatch

Arrow icon to go straight up or bottom

Before

After

The home page features a large banner with a man playing tennis and the text "PLAY HARD". Below it are sections for "Our collections" (Technology You can Wear, Workouts & Recovery), "Our Categories" (Track Pants & Joggers, T-Shirts, Shoes, Shorts, Hoodies, Jacks), and "Follow us" (social media links). A footer includes "Our Products", "Contact Us", "Newsletter", and "Powered by Commerce".

A category page for "BOTTOMS" showing various shorts. It includes filters for Colour (Black, White, Grey, Red, Blue, Green, Yellow, Orange, Purple, Brown, Tan, Khaki), Price (0-499, 500-999, 1000-1499, 1500-1999), and Product Type (Colour, Price). Product cards show images and details like "Azani 2 in 1 Combo Shorts - Grey" (Rs. 1,300) and "Azani 2 in 1 Combo Shorts - Blue" (Rs. 1,200).

A product page for the "Azani Infinite Half Sleeve T-Shirt - Black". It shows a large image of a man wearing the shirt, a price of Rs. 699, and a "BUY NOW" button. The "Product Description" section explains its features: "The Azani Infinite Half Sleeve T-Shirt has a simple yet sporty design line. These half sleeve t-shirts can be used as per your convenience. The stylish looks make it an everyday apparel and the functionality of the t-shirt allows you to use it for hardcore workouts and sports as well. The Azani Infinite half sleeve T-shirt is made of a lightweight, moisture absorbent material. It also makes sure that you stay cool and comfortable as it provides ample ventilation. Open up to infinite possibilities with the Azani Infinite half Sleeve T-Shirts." The "Features & Benefits" section lists benefits like active anti-sweat fabric, moisture absorbent material, and four-way stretch.

Another view of the product page for the "Azani Infinite Half Sleeve T-Shirt - Black". It highlights "SUBZERO TECH" (comfortable, moisture wicking), "LIGHTWEIGHT" (signature wear with soft, smooth fabric), "FOUR WAY STRETCH" (active anti-sweat fabric), and "UV PROTECTION" (lightweight fabric with UPF 50+). It also mentions "MOISTURE WICKING" and "ANTI MICROBIAL" properties.

Two pages from the "Meet the team" section. The left page features Siddharth Suchde, a stadium graduate from Harvard in 2007, who represented India at the World Championships and became a professional athlete. The right page features Punith Kumar, the most academically qualified member of the Azani team, who is an entrepreneur working for social development. Both pages include a "100% ORIGINAL guarantee for all products at azanisport.com" and a "Get free delivery for every order above Rs. 499".

Visit www.azanisport.com

About Me

"When I was a little girl, there were real prices and mom prices. Real prices got you shiny sparkly things that lasted three weeks, and mom prices got you brown things, that lastedforever" said by Rebecca Bloomwood (Isla Fisher) in Confessions of a Shopaholic.

I tend to agree. Everyone wants shiny sparkly things, even after knowing the fact that it will last for only sometime. But the brown things, they last forever; yet nobody desires for it. Aesthetics of a product catches the eye, more than any other attribute of the product.

Until four of our five senses are stirred, a product is only a thing.

This take on design has lead me to UX Design. I started by working on a UI/UX project for a sports wear brand, Azani. This project inspired me to get a better understanding of UX and I enrolled in the UX Design program with Udacity and have taken many steps towards my goal of promoting a positive impact.

Apart from this I am into music. My commutes mostly consist of consuming podcasts. I like to paint and doodle. I like to travel. I follow upcoming artists, poets, photographers and designers on social media, most of which follow a minimalist approach towards their work. I care deeply about the environment and advocate self care, health and wellness.

I believe design as a powerful medium to bring a positive impact in the world.

Let's design for a better future.

Cheers!

