

# **SAMARTH NAYYAR**

**Portfolio Book**

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# INDUSTRIAL PROJECTS



WINUALL

## ABOUT THE PROJECT

The education industry is huge and in a country, like India, you always have a tuition centre near you. Most of these centres already have their content read and local. This is where the idea comes in. Taking the offline activities and content to an online space. It has both a teacher or tutor side and the student side. With actions like adding courses, creating quizzes, viewing details, etc for the former and viewing courses, online classes, asking doubts, etc for the latter.

## PROBLEM STATEMENT

Taking offline institutions online. Making them more feasible during the time of a pandemic, helping them make sure their content is always read and to people all over the world.

## Building a design language

The whole idea behind the project was to keep it clean and simple since the app has a lot of textual and imagery content which is meant to deliver an easy to read experience.

### GENERAL COLOURS



CONTAINERS

#FFFFFF



BACKGROUND

#FAFAFA



GREY OR INACTIVE

#9F9F9F

### THEME COLOURS



MAIN

#0088FF



SECONDARY

#051839



POSITIVE INTENT

#44FOAO



NEGATIVE INTENT

#FF7E62



BLACK

#141414



WHITE

#FFFFFF

### FONT FAMILY



NUNITO SANS

Regular, Medium and Bold



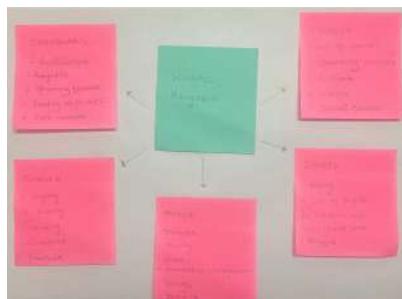
OPEN SANS

Bold

# Pre Design Planning

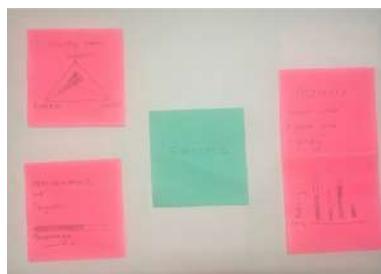
## NAVIGATION

The application has multiple features and aspects to it. The navigation was planned to keep all that in mind. Dividing features and features into different sections.



## INFORMATION PLANNING

The usage of the application was not just features and function but also had the aspect of seeing statistics and keeping track of your progress in the course. This was planned with meticulous thought with an aspect of gamification to it.

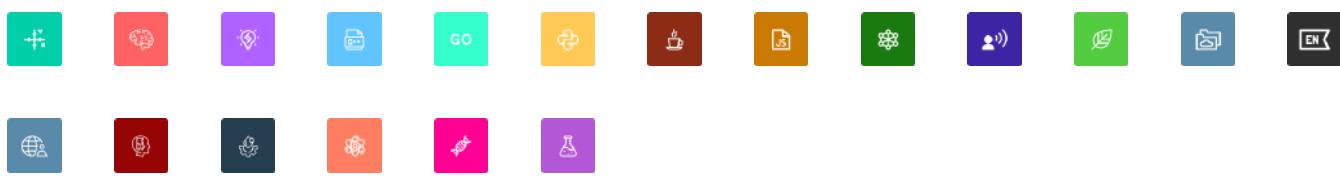


# Design Elements

## APPLICATION ICONS



## SUBJECT ICONS



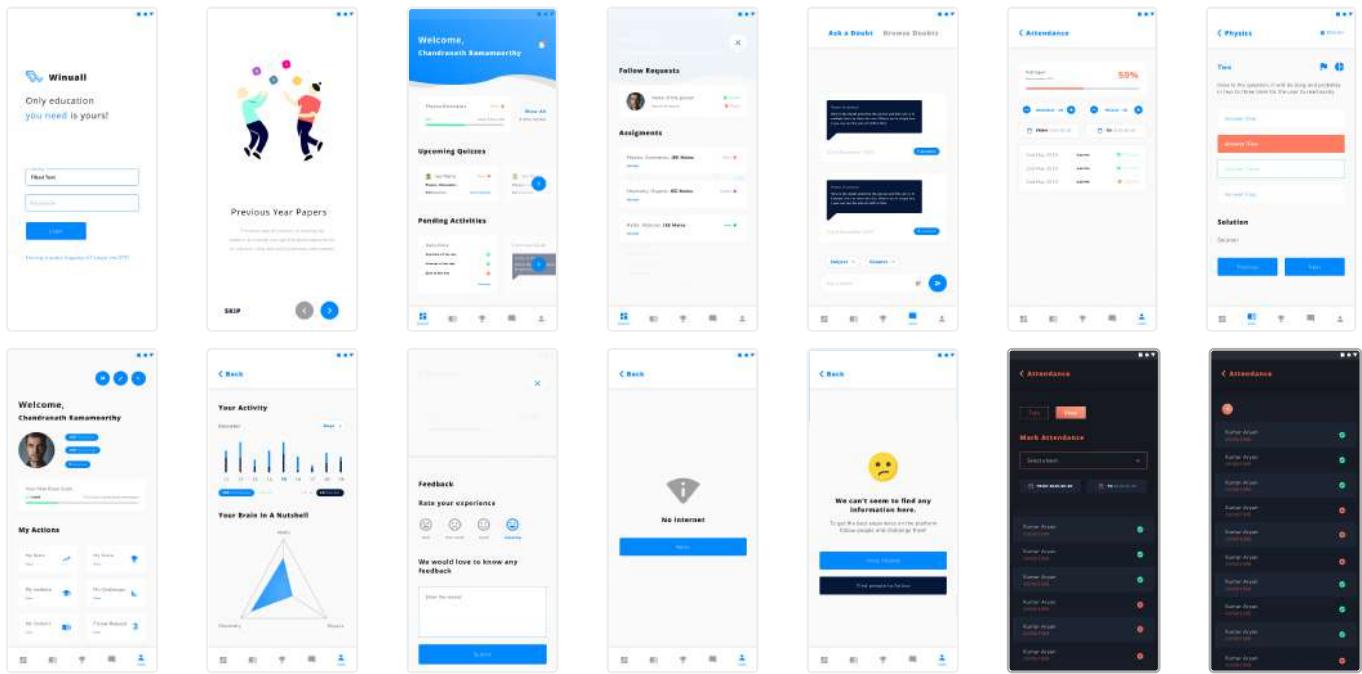
## BUTTONS AND CONTAINERS



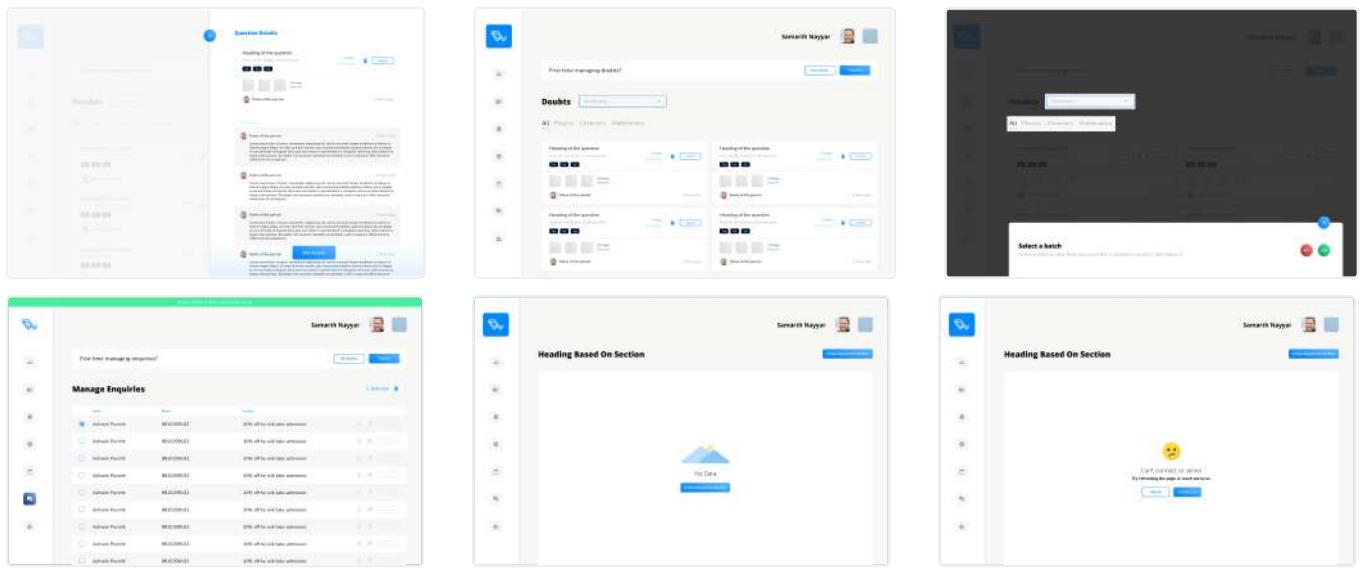
# Design Screens

The design screens were implemented for multiple different types of screens and users. The user side had only mobile views but the admin side had both desktop and mobile views.

## USER AND ADMIN MOBILE APPLICATION



## WEB ADMIN APPLICATION



## Conclusion

The main aim was to build a design system for the product for long term use. All components were in place and the colour systems were also put out in a way that they had their usage defined. This would help in making sure that the product moving forward would have a consistent style they follow.



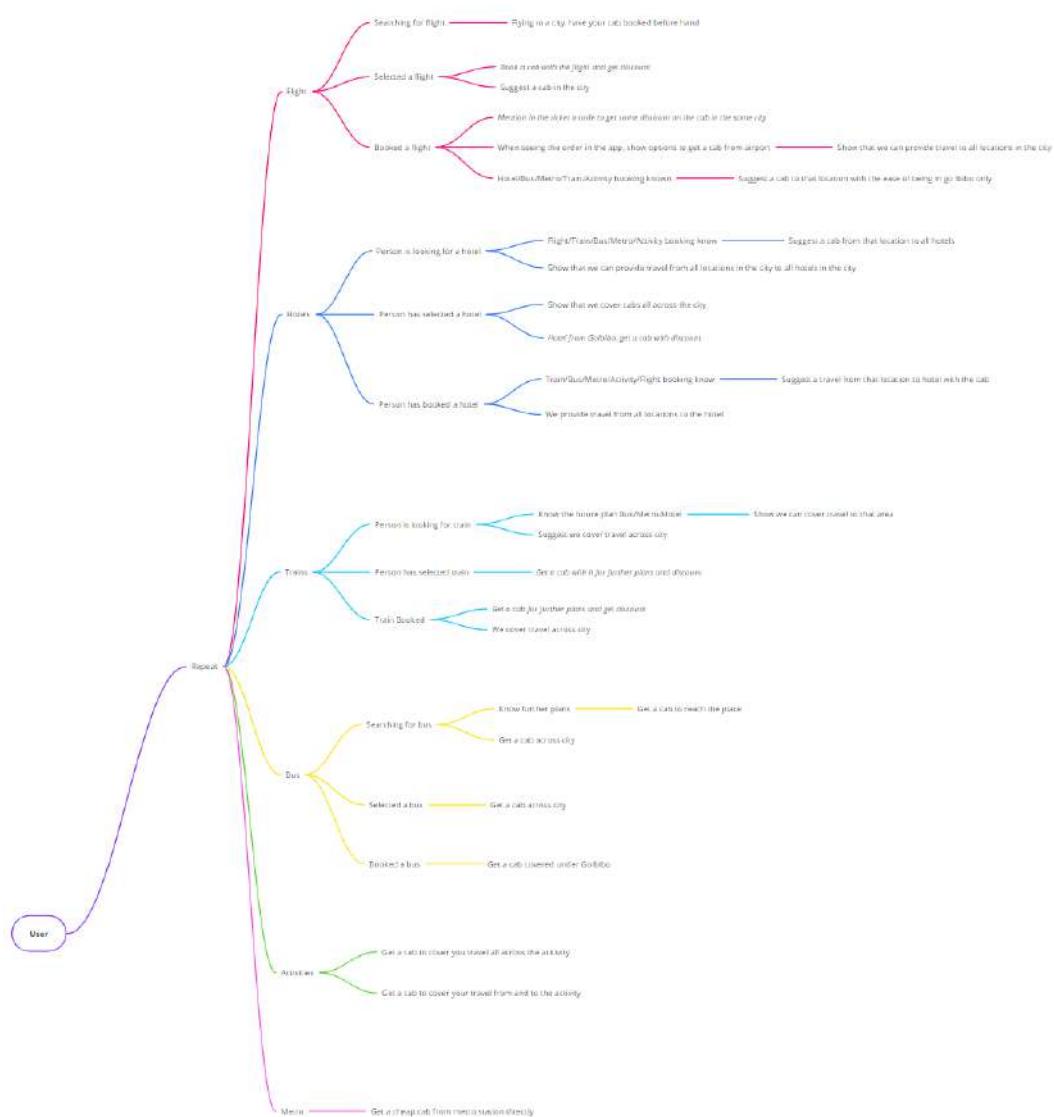
## ABOUT THE PROJECT

This project was under the Golibibo bus team at MakeMyTrip. It was around the idea of improving the experience of a user in booking bus tickets. Finding buses, seeing their details and then booking your bus as a process seems like a simple one but the data was showing the users were losing patience and dropping midway quite a lot of the time.

## Learning about the platform

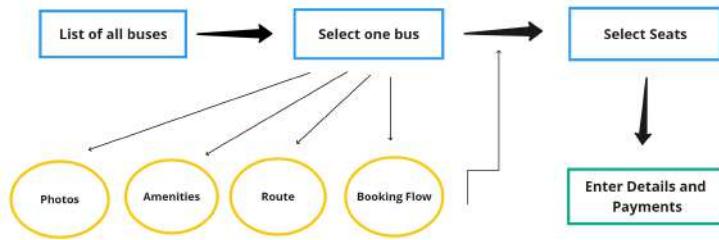
### APPLICATION MAPPING

Firstly the thing on board was to find out details about the platform and other similar platforms to understand all the features, figure out ways to reach certain features and how they interlink along with the platform.



## BOOKING A TICKET FLOW

Booking a ticket flow has many features and multiple steps which had to be planned.



## Design Screens

The screens were designs keeping in mind the flows decided before. Certain elements of the page were created to make sure that the user would understand the flow easily and know what to do to book their bus as fast as possible.

Most of the colours and fonts were part of the goibibo design system which are used here to make sure the bus flow was in the same design style as the whole website.

### DETAILS ABOUT YOUR BUS



### BOOKING A SEAT FLOW



### REVIEW YOUR TICKET



## Conclusion

The booking flow was made a lot simpler and step markings were added along the way to give a sense of where they are along with the flow. The feedback on the same was great with a lot higher completion rate than before. The user also caught more information with the green highlights is one of the data points we noted as well.

# PAYTM INSIDER VIBES

## ABOUT THE PROJECT

Insider vibes is a platform where we want people to be able to join events and talk to people. Build communities and have conversations about topics. The platform has 3 major ways of communication chat, audio and video. Giving a mix of clubhouse and meet where people can jump in listen to others but it's not just listening to people you can also watch people on video if they want or they can also watch them share their screens.

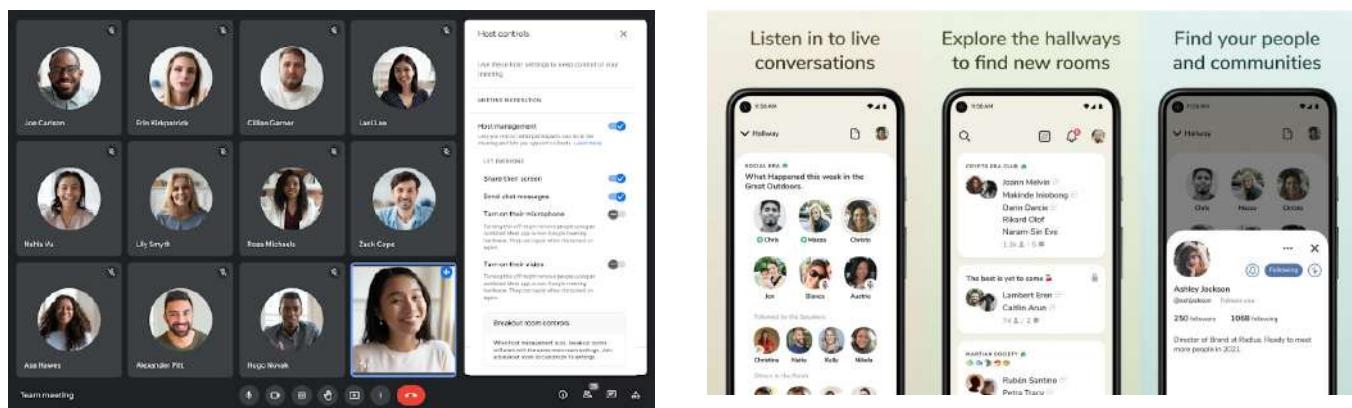
This not only makes it a good option for casual communities but also a great place to have professional workshops. Admins have their actions to control users and that's something that helps them moderate the talks.

## PROBLEM STATEMENT

Building a platform for casual and professional communities to join and instantly start having conversations.

## Market Research

The market for products to join and start talking to people instantly in rooms is a super growing market and we researched the market with a lot of products but primarily focusing on clubhouse and google meet to pickup stuff which the users are used to using on daily basis.



# Design Elements

## ICONS USED



## Building a design language

The application is massively text-heavy and with multiple levels of containers with a lot of users. So a lot of simple colours for containers and many accents were selected.

### GENERAL COLOURS

	BACKGROUND #0F0F11		CONTAINERS #17171A		HIGHLIGHT #232529
	STROKES #2C333C		PRIMARY TEXT #FFFFFF		SECONDARY TEXT #888D94

### THEME COLOURS

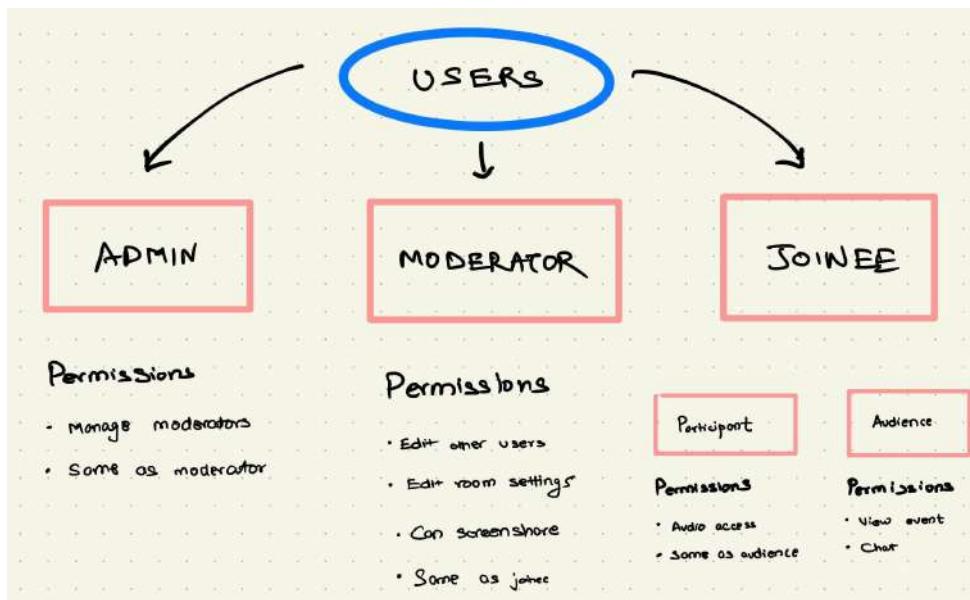
	MAIN #8383F4		ACCENT #1 #008FFF		ACCENT #2 #01C0FE
	ACCENT #3 #08B9AF		ACCENT #4 #BF118E		ACCENT #5 #DDBC11
	ACCENT #6 #FF6B56		NEGATIVE INTENT #FF4B28		POSITIVE INTENT #38B60C

### FONT FAMILY

	INTER Regular, Medium and Bold
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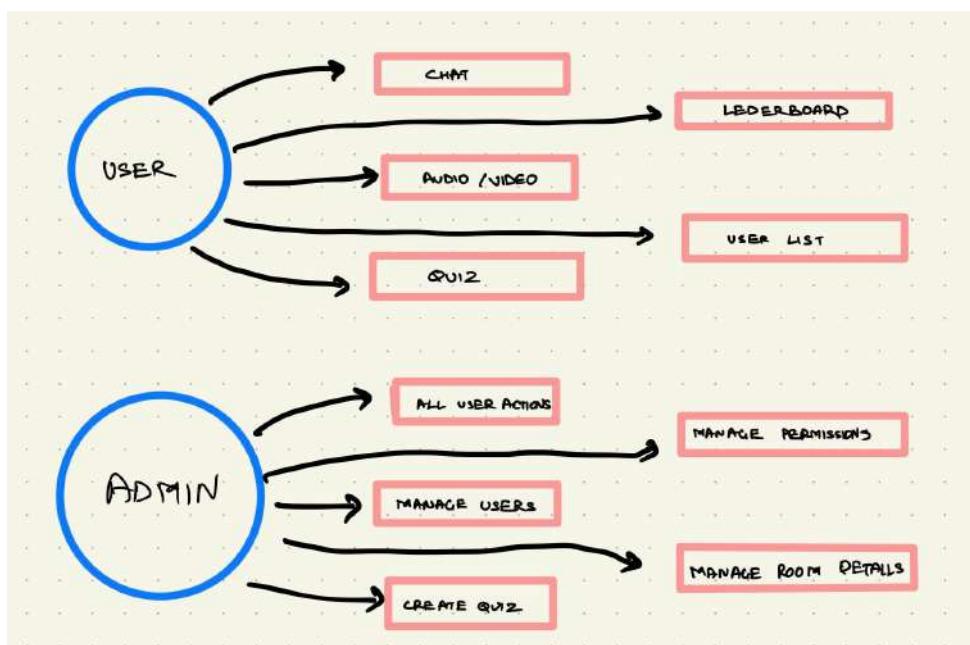
# Pre Design Planning

## PERMISSION OF USERS PLANNING



There are 3 types of users on the platform with different types of permissions on the platform, a flow chart was made to show the type of users and their permissions on the platform to understand how to divide features and what is important while what is not.

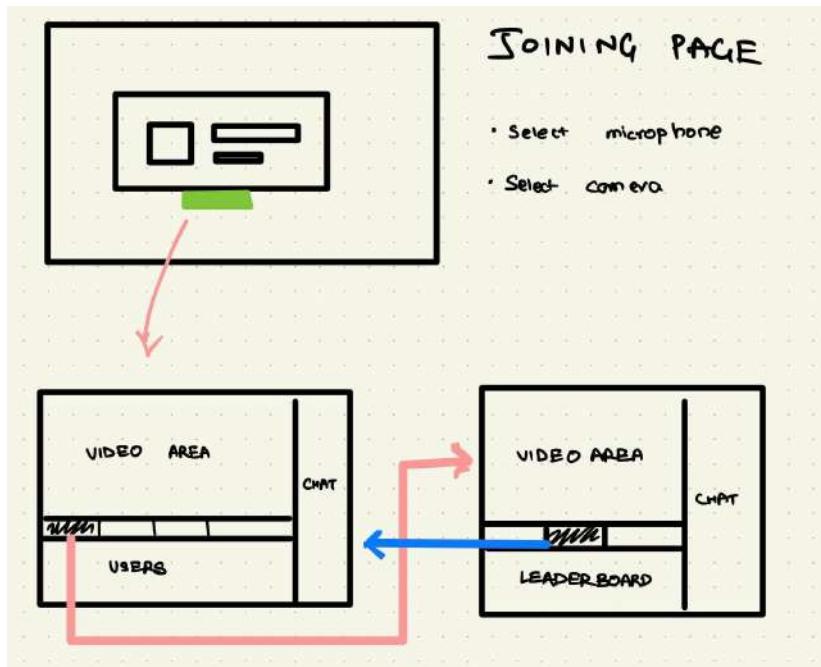
## USER FEATURES PLANNING



Two major types of users are on the platform and their features depend on their type. A chart was made to show what features are accessible to each type of user.

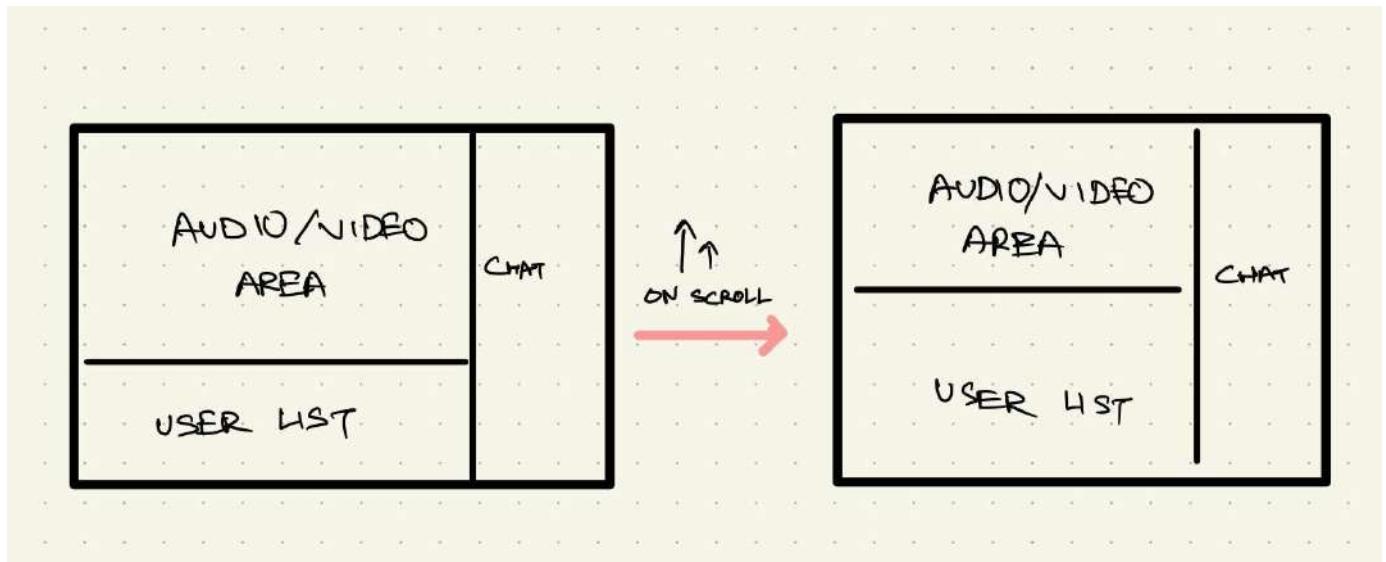
This would help us plan where to place what on the page and figure out how the page changes when we change the type of user on the page.

## JOINING PAGE



When the user joins the platform for the first time they need to be told about the aspects of the platform which might be taking data from them for them to plan out how they are sending that information to others. Things like microphone switching and camera switching are given on the joining page to make sure that before the user joins the page they are completely clear with how they appear to others on the platform.

## PAGE INTERACTION PLANNING



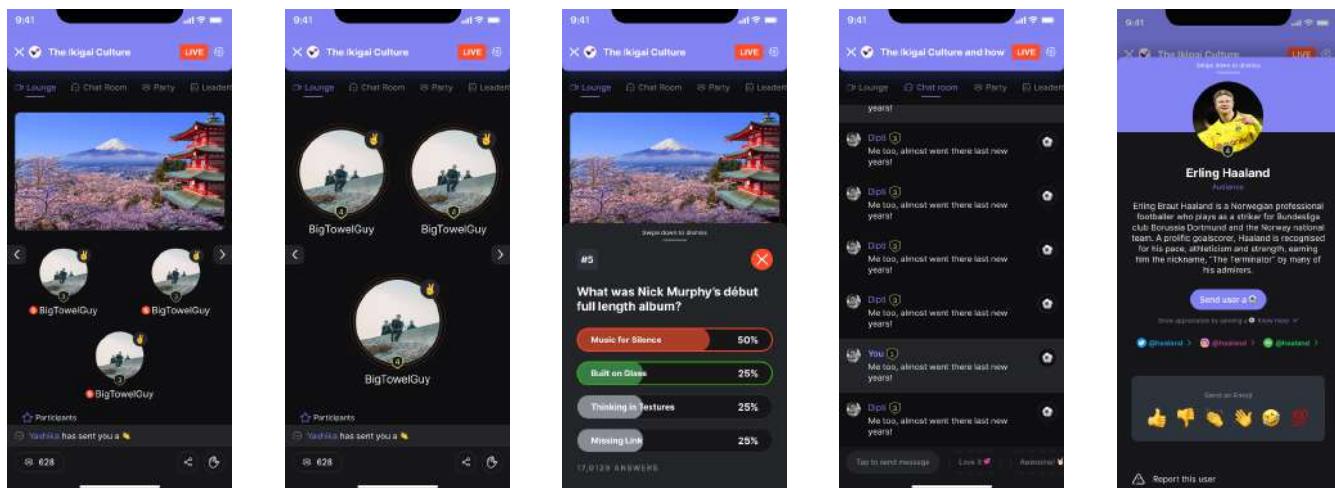
The platform has two sections on the left, the bottom side is more information-heavy and we wanted to make sure the certain users that plan to see that information are able to access it with ease and can see more data as soon as they scroll.

An interaction was planned for the same to reduce the size of the top half to incorporate more data in the bottom half.

# Design Screens

## MOBILE SCREENS

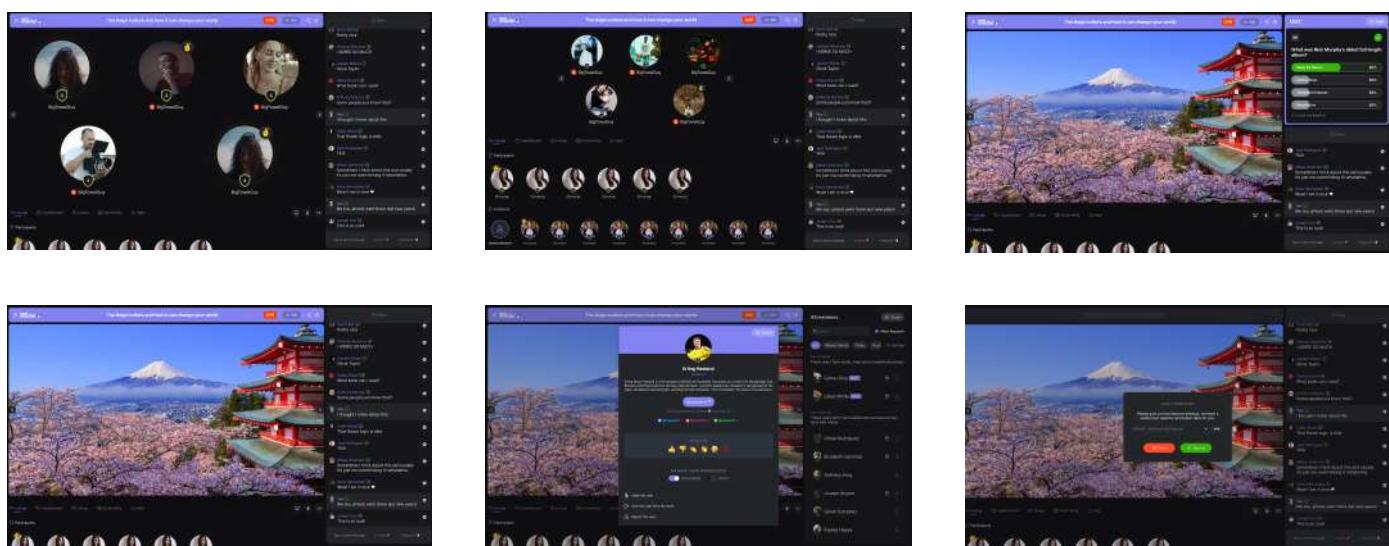
The mobile screens were made with a clear intention in mind. Make sure that you can see the audio and video area in the first view. For everything else, the user can scroll or swipe around. This was achieved and all the tap actions were shown as bottom sheets to make them easily dismissable for the user.



## DESKTOP SCREENS

The desktop screens were a lot more complicated than mobile screens, the user can see everything in the first view. The user can scroll to see more information and the quizzes appear with animations in the right panels.

This was a much more fluid and animation oriented design but still kept in mind to not make it too complicated for first-time users.





## ABOUT THE PROJECT

Frontstage is a place for live events. Bringing the experience of offline events online. You go to an event you can go to any stage and see the live performance on that stage, you can talk to random people at the event, you have your own group and you are also constantly seeing other people enjoy the event.

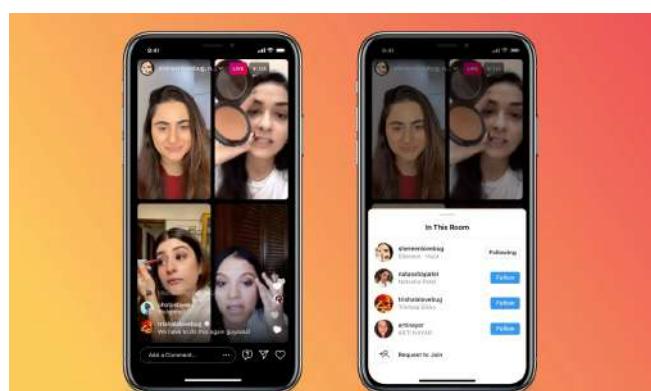
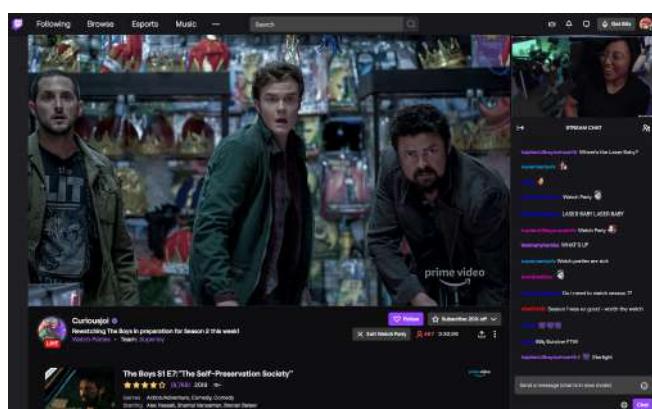
Bringing all of this to the online world is the main vision of frontstage. A quick stage switcher, a public chat room to talk to random people and enjoy, creating a private room with your friends and enjoying on a video call with them while also seeing videos of random people who are enjoying the event are some things that were added to make the platform a lot more in sync.

## PROBLEM STATEMENT

Making online event attending in sync with offline event sync. Giving people a similar experience during the pandemic.

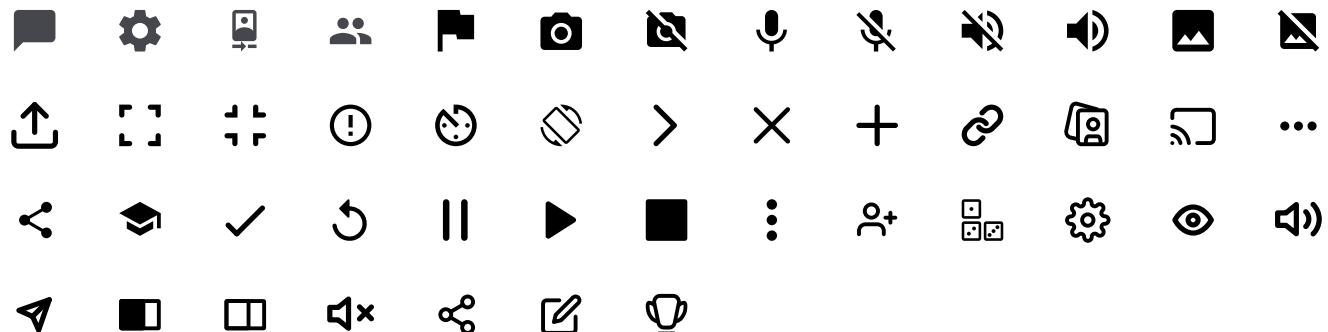
## Market Research

The video streaming market is huge but not a lot of them are event-based. We tried to take cues from applications which people use on a daily basis to give them a similar experience in terms of not having a huge learning curve. The main applications of research were twitch and Instagram live.



# Design Elements

## ICONS USED



## Building a design language

The platform is majorly video-based with overlays over it. Keeping this in mind colours were made vibrant and strong to have good visibility over video.

### GENERAL COLOURS



BACKGROUND  
#202226



CONTAINERS  
#0D0F13



CONTAINER TWO  
#16181C



PRIMARY TEXT  
#FFFFFF

### THEME COLOURS



MAIN  
#EC1066



ACCENT #1  
#F6B8D3



ACCENT #2  
#00A89C



ACCENT #3  
#7A2A8F



ACCENT #4  
#FFBF00



POSITIVE INTENT  
#52CC6A

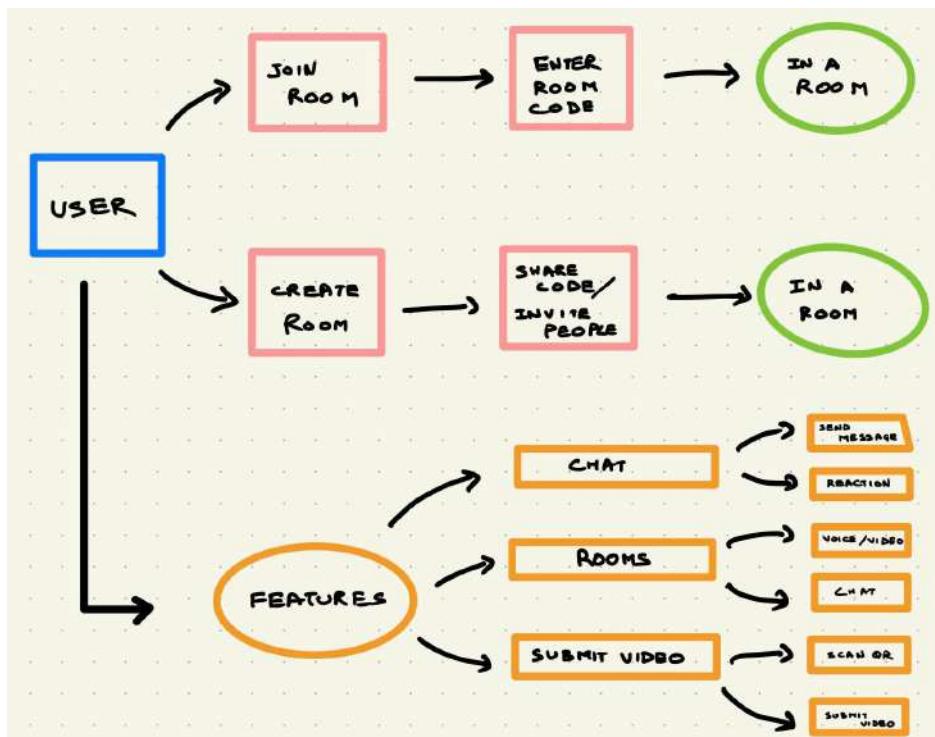
### FONT FAMILY



INTER  
Regular, Medium and Bold

# Pre Design Planning

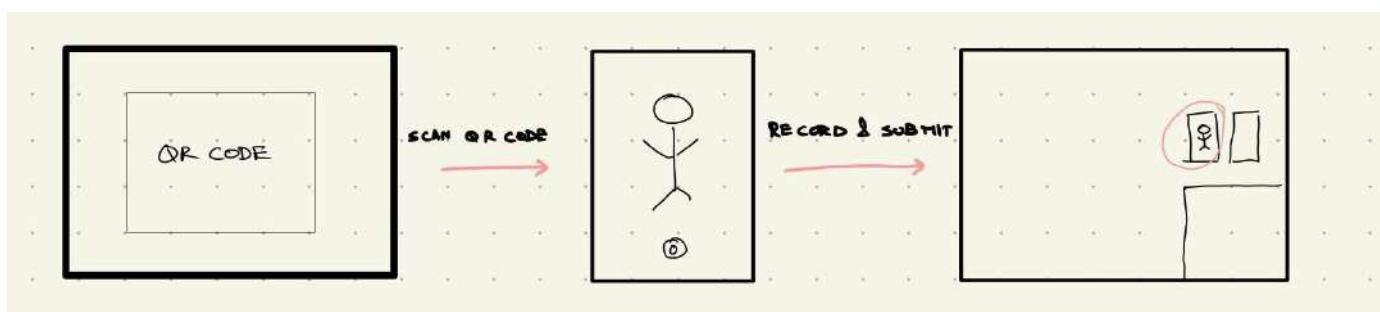
## USER JOURNEY



The user has two major flows on the application one to join a room and one to create a room. Everything else is right in front of the user as features.

The flow and the features were documented out in charts.

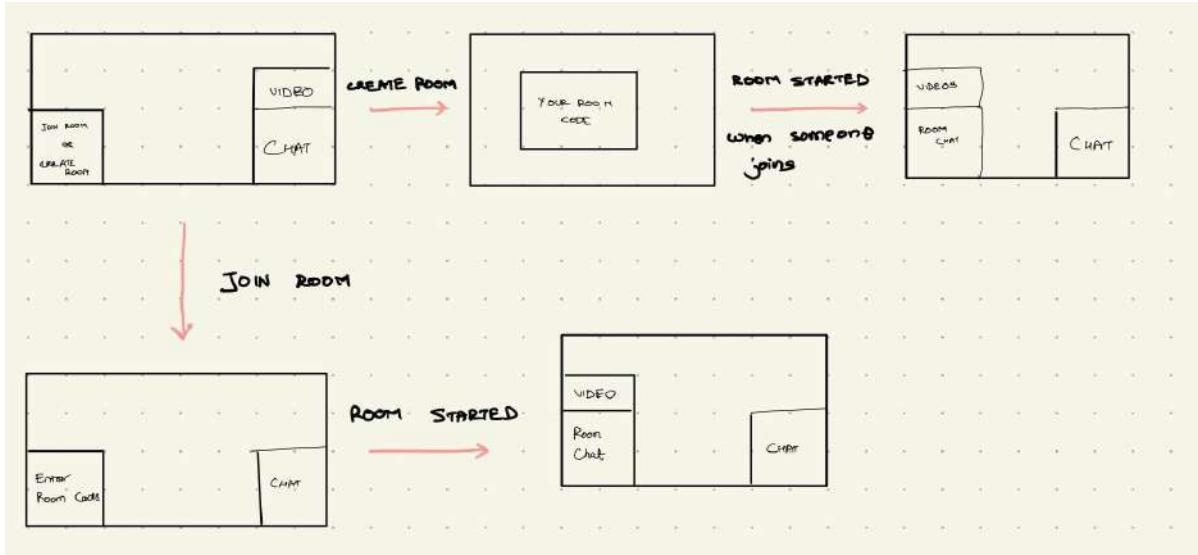
## SUBMITTING A VIDEO FLOW PLANNING



One major decision taken from the product managers was that the video submitted will be only via phone. So the user could either open the feature via phone and directly record it but for desktop, the flow was planned as the user would see a QR code, which they can scan and open on their phone to record it once again.

The recorded and submitted video would appear on the platform on the right-hand side.

## ROOM JOINING OR CREATING FLOW PLANNING



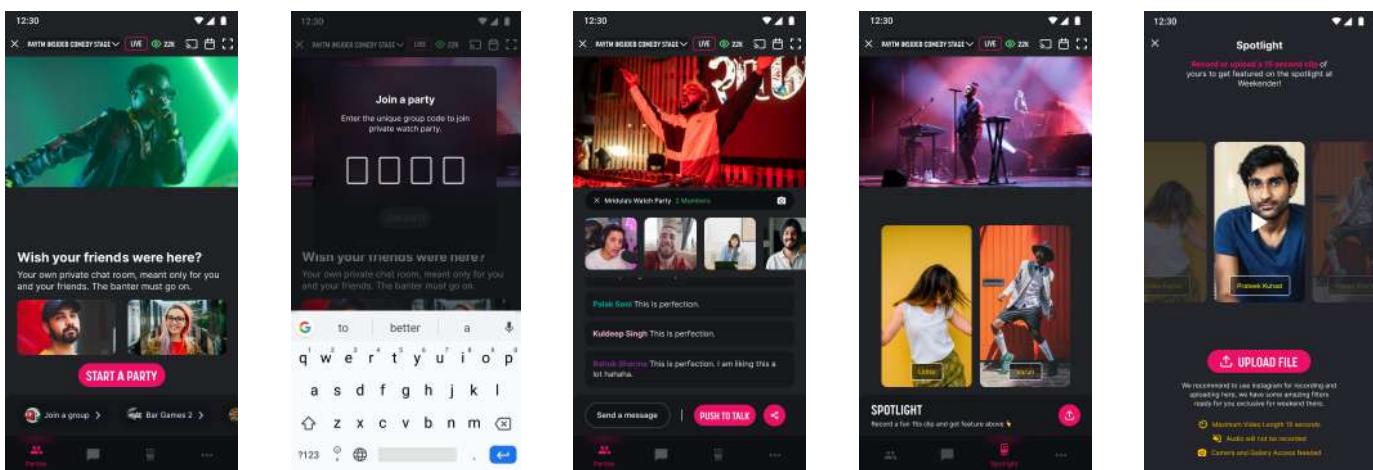
The user can land on the platform and move along to join or create rooms. The flow chart for the same was documented before but this was a UX flow for where each and everything would be appearing on the page and how the user can move along the flow.

## Design Screens

### Mobile Screens

The mobile screens were made with keeping in mind the user will always be seeing the video stream while being able to interact with other features and moving along the platform.

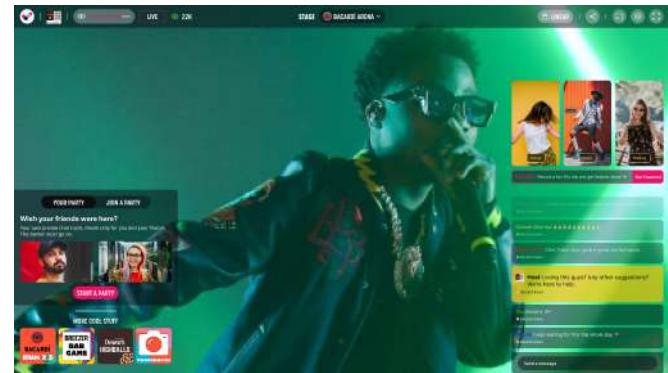
Keeping this in mind the designs were made with the top 40% as the video is the main area.



## Desktop Screens

The desktop flow was drafted as planned in the ux flow. Keeping the private chat and video area on the left side and the public chat area on the right side.

Make it a simple concept of talking to the people who are close to you via the left panel and public people via the right panel. Differentiating both interactions was important to give users the freedom to do both without being overlapped.





# Airtel Payments Bank

## ABOUT THE PROJECT

Mitra Application by Airtel Payments Bank is their merchant facing application. The application was struggling with a complex list of features which confused the merchants in terms of usage. The new design was supposed to be made with the idea of improving navigation around the application for the user and categorizing things into proper groups.

## PROBLEM STATEMENT

Fixing navigation on the Mitra application by giving users categories and features under categories.

## Building a design language

### GENERAL COLOURS



BACKGROUND

#EBEAEA



CONTAINERS

#FFFFFF



PRIMARY TEXT

#000000

### THEME COLOURS



MAIN

#E40000



ICONS

#BAB9BA



NEGATIVE INTENT

#E40000



POSITIVE INTENT

#008300

### FONT FAMILY

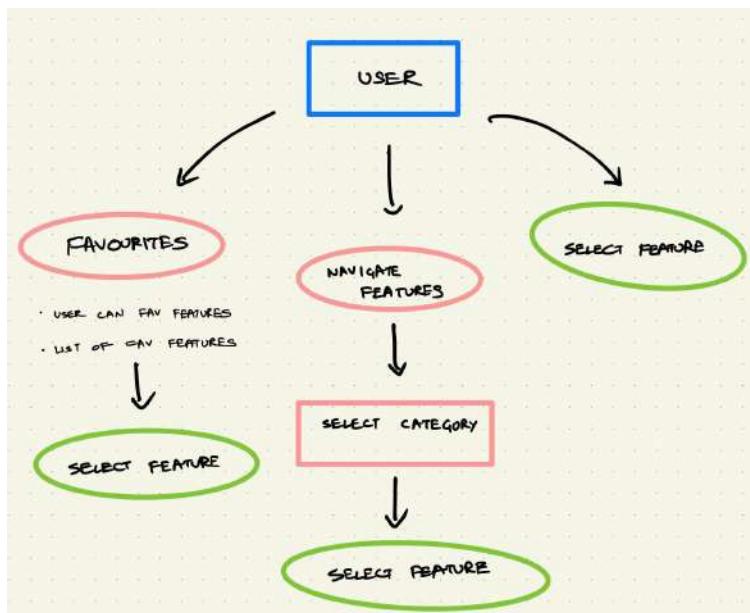


TONDO

Regular, Medium and Bold

# Pre Design Planning

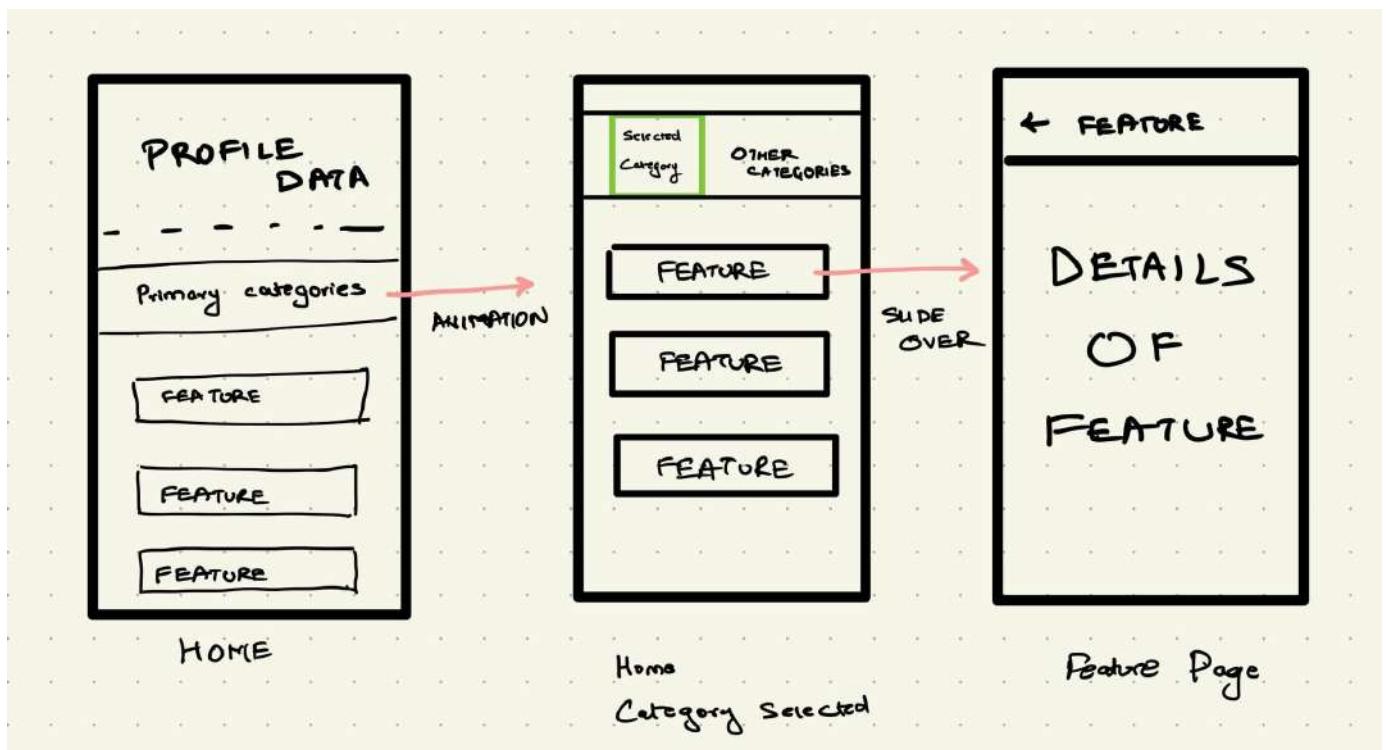
## USER MAP



There were multiple discussions on how the user would be using the application. There were 3 different scenarios that were discussed for the same.

1. Favourites - User can mark their favourite features and go to them fast.
2. Navigate to features via categories, this was the main use case from our learning and was given the biggest focus in improvement.
3. Going to the feature directly.

## USER JOURNEY

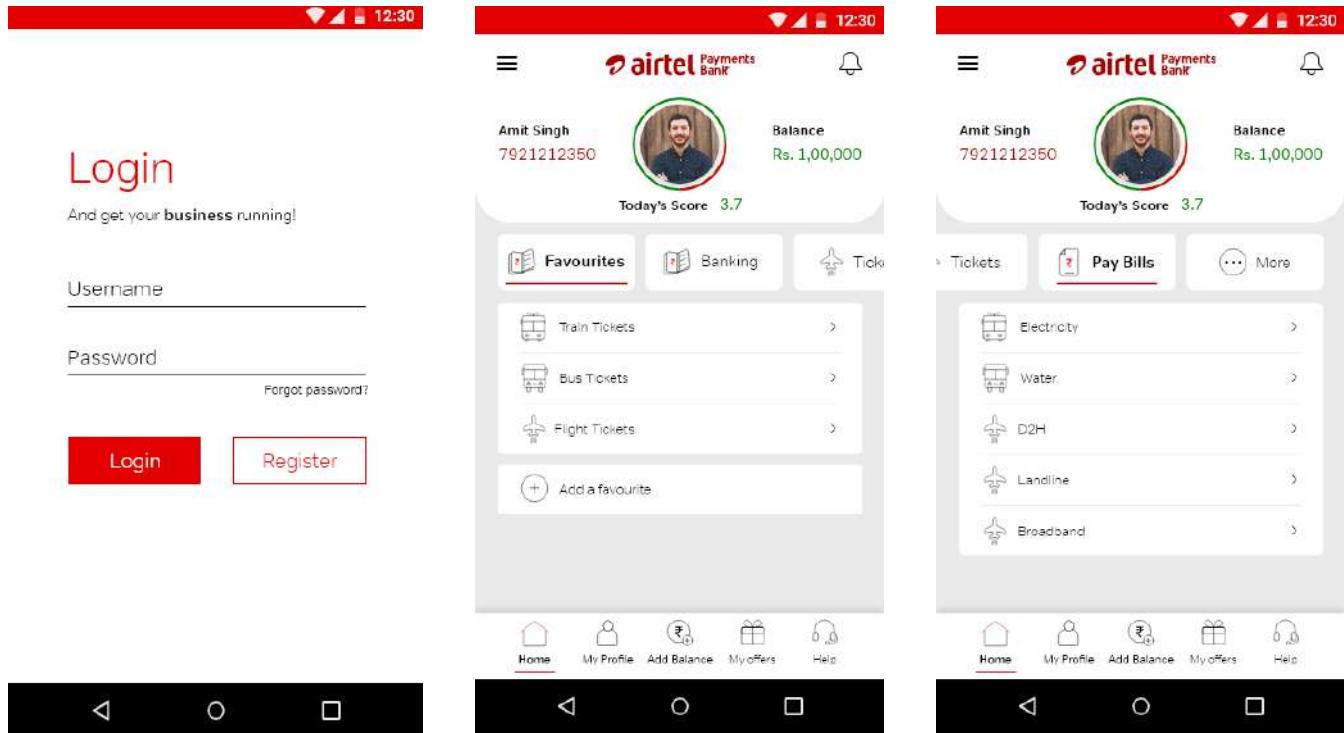


A ux map was made on where and how the user would be interacting to navigate to a feature. A first-level category is selected which would show multiple features for the user under the category. If no category is selected users would be able to add quick favourites which they can access.

# Design Screens

The design was made based on the ux structure planned and with clear large tap actions. The users of this application were merchants who aren't super technically savvy so bigger areas so that they don't hit wrong actions and get confused.

A simple structure of first-level categories was made under which features from that category were shown. There was also a simple and clear call to action to add favourite actions if the user wanted to.



# CASE STUDY & PROJECTS



## Group Alarm

### ABOUT THE PROJECT

One random day I was scrolling through Twitter and I found a video by the celebrity showing their alarms app which had an endless scrolling list of alarms. They talked about how they added alarms for multiple purposes. This sparked an idea in my head that if people sort their files why not sort your alarms. Sorting alarms based on your type of day is something that sounded very interesting to me. Weekdays you got to the office? You have a group of alarms for work. Weekends you like to sleep and have alarms to go for workouts? You have a group that has all the alarms for that time. Switch the group on and off based on your usage.

### PROBLEM STATEMENT

Making alarm apps well managed. Who likes an endless scrolling list of alarms? Group them like your files.

## Building a design language

Colours and fonts were decided keeping in mind the user could have a long list of alarms based on their type of usage of the application hence fonts should be clean to read. Multiple themes were also added with the idea that groups need their type of distinction without even reading their names.

### GENERAL COLOURS



CONTAINERS  
#F7F7F7



BACKGROUND  
#FFFFFF



GREY OR INACTIVE  
#B9B9B9

### THEME COLOURS



MAIN THEME  
#1E59F6



SECOND THEME  
#9158ED - #B05FE2



THIRD THEME  
#47DDBA - #3797A8



FOURTH THEME  
#FF7685 - #FF3683



BLACK  
#020202



WHITE  
#FFFFFF

### FONT FAMILY

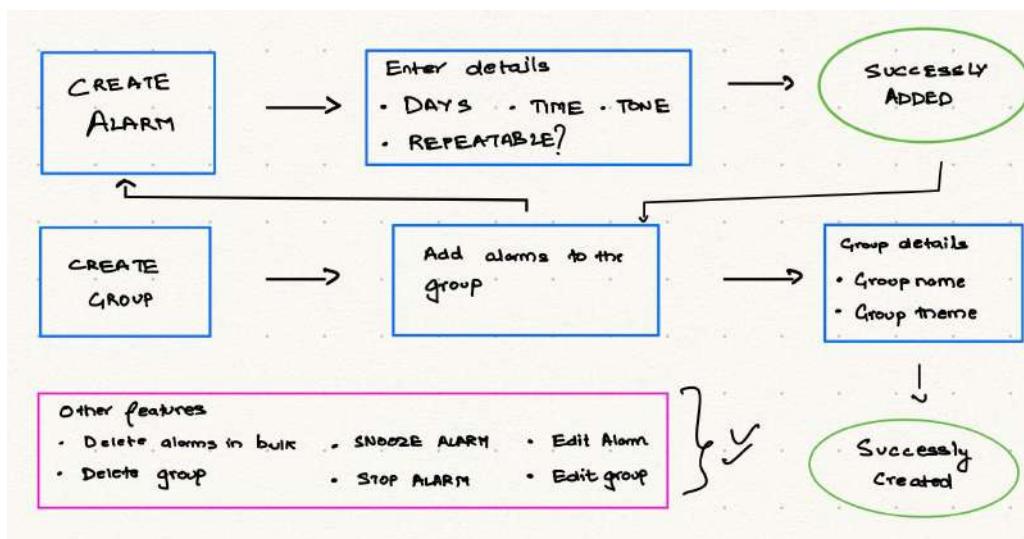


KARLA

Regular, Medium and Bold

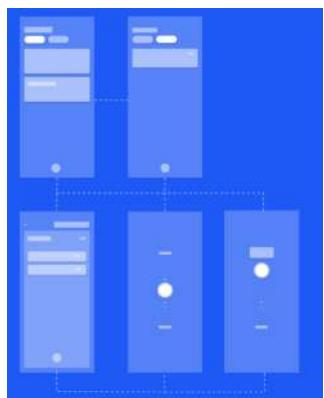
# Pre Design Planning

## FEATURES PLANNING



There are multiple features and their user flows were planned with the details to be added on each step also marked on the diagram. Marking actions in blue, features in pink and success states in green for the users.

## FLOW PLANNING

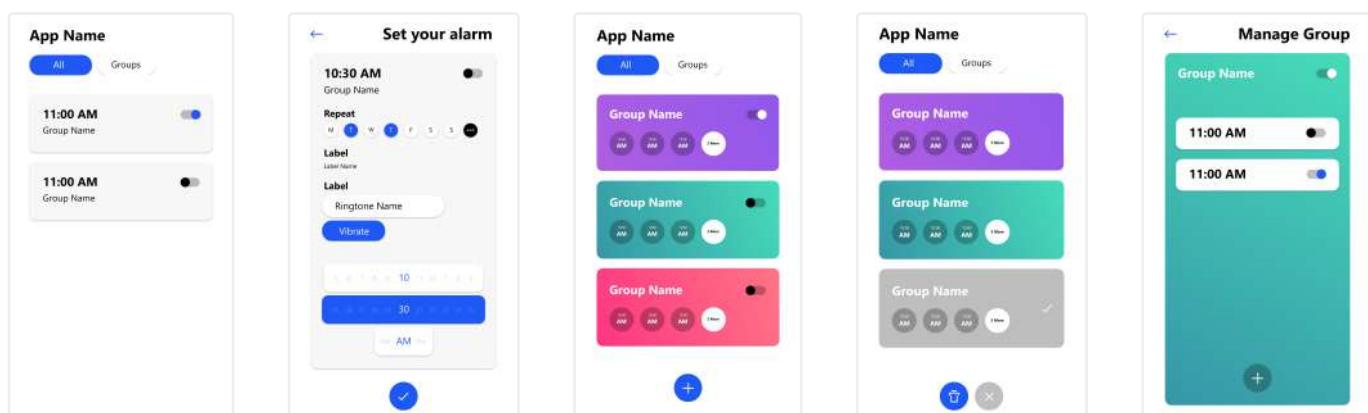


Going to multiple alarm applications a user flow was made to make sure that the user does not get confused with groups while also being able to use the app as a normal alarm app by just adding an all alarms tab.

The planning around the app was done based on the feature planning and also a general layout of the pages was made as well to make sure that when moving to design screens I had some references wireframes.

## Design Screens

The design was made keeping in mind that the user would like to use the application for a short period. Setting an alarm is not a job you do on a usual basis as well as not an app you can see later. Making groups distinctive with their own identity with different styles and colours.



# What we achieved

## LAUNCHING THE APP ON PLAYSTORE

The application had multiple users with 100+ downloads and 11 reviews giving us feedback on how to improve the application.

Ever been woken up by a 6:00 AM alarm even when you're at home on vacation? We at DSC VIT knows how frustrating the alarm blues can be during vacation time, so we built OneAlarm, a one of its kind app that lets you group your alarms under desired groups!

Let's say your college classes demand that you wake up at 7:00 AM on Monday, 8:00 AM on Tuesday, 7:30 AM on Wednesday... you get the drift! You can sort all of the alarms under day wise groups and turn all of these groups off once you're at home where you lead an alarm-free life!

Benefits of OneAlarm

- \*No need to turn all those 13 alarms everytime you go to sleep. Single tap and you can switch on/off.
- \*No limit on number of groups and alarms.
- \*An interactive and clean UI.
- \*Simple life 😊

You'll never be late for a class again unless of course, the snooze button is an old pal of yours! Let DSC VIT's OneAlarm be the solution to all your punctuality woes.

Know more about us here: <https://dscvit.com>



# Election App

## ABOUT THE PROJECT

Elections are a huge deal not just for the general population of the country but also for the police. Managing safety around polls, going on patrolling and being able to locate all the polls with their details in one place is a big challenge for the law enforcers. With this problem, the police of the city of Vellore reached out to a community I was a part of to fix it. Building a central application where the police force can jump into to see all the polls on the map. Superiors were also able to track all the patrolling cars on the map as well.

## PROBLEM STATEMENT

Making elections in India especially in the state of Tamil Nadu. Giving the police force the power to see where all they are and locate polls fast and easily.

## Building a design language

The colour and font system was made with the idea in mind that users would be police people who aren't the most technically sound as well as making sure the fonts were multilingual if that was added later for ease of use for local people. The colours were kept simple and clean to communicate click actions and data points in a simple way.

### GENERAL COLOURS



CONTAINERS

#EDEDED



BACKGROUND

#FFFFFF

### THEME COLOURS



MAIN THEME

#FA3D73



SECOND THEME

#8D3DFA



THIRD THEME

#3D77FA



BLACK

#141414



WHITE

#FFFFFF

### FONT FAMILY

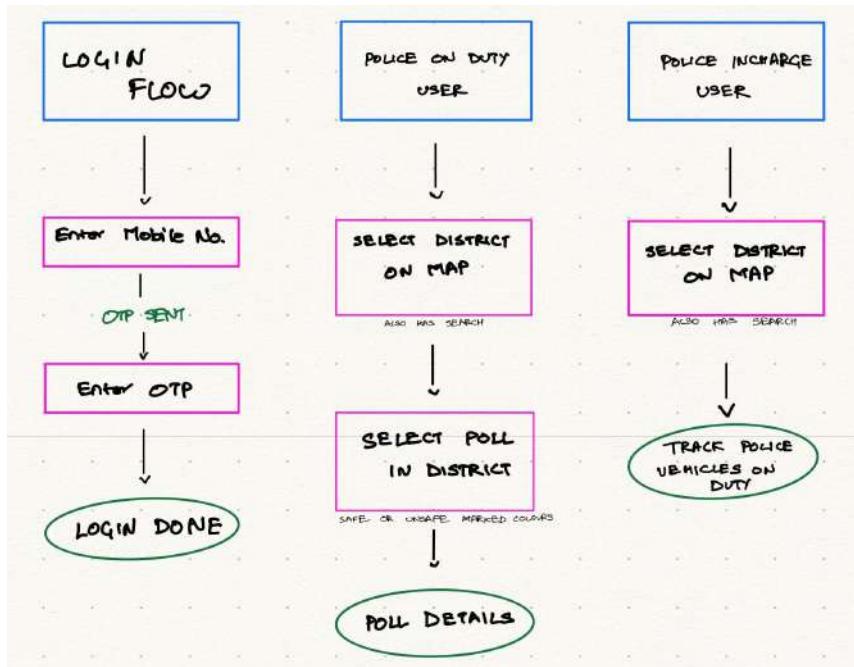


LATO

Regular, Medium and Bold

# Pre Design Planning

## USER JOURNEY



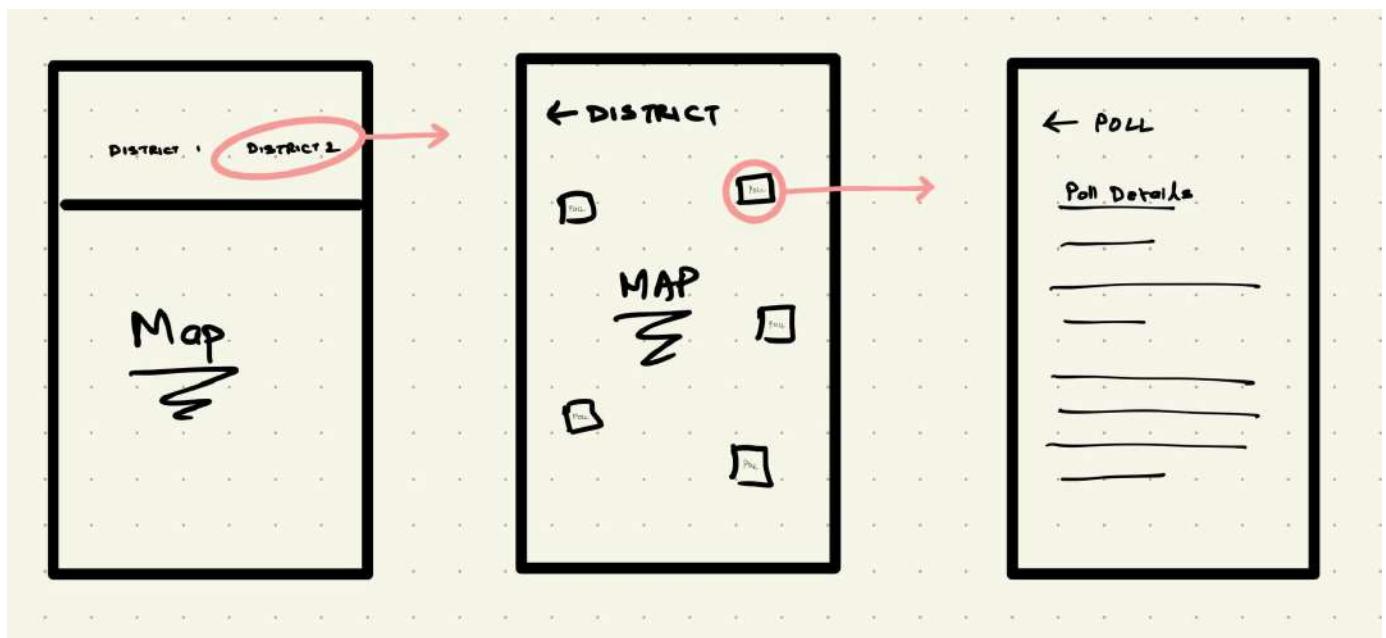
There were three general flows that were to be planned in the application. Login flow was very simple like most applications while the police on duty and police in charge flows had different features based on the type of user it is.

The main aim was to see details of the track police vehicles. The end goals marked with green were navigated to with simple actions planning the user journey.

## APPLICATION USAGE PLAN

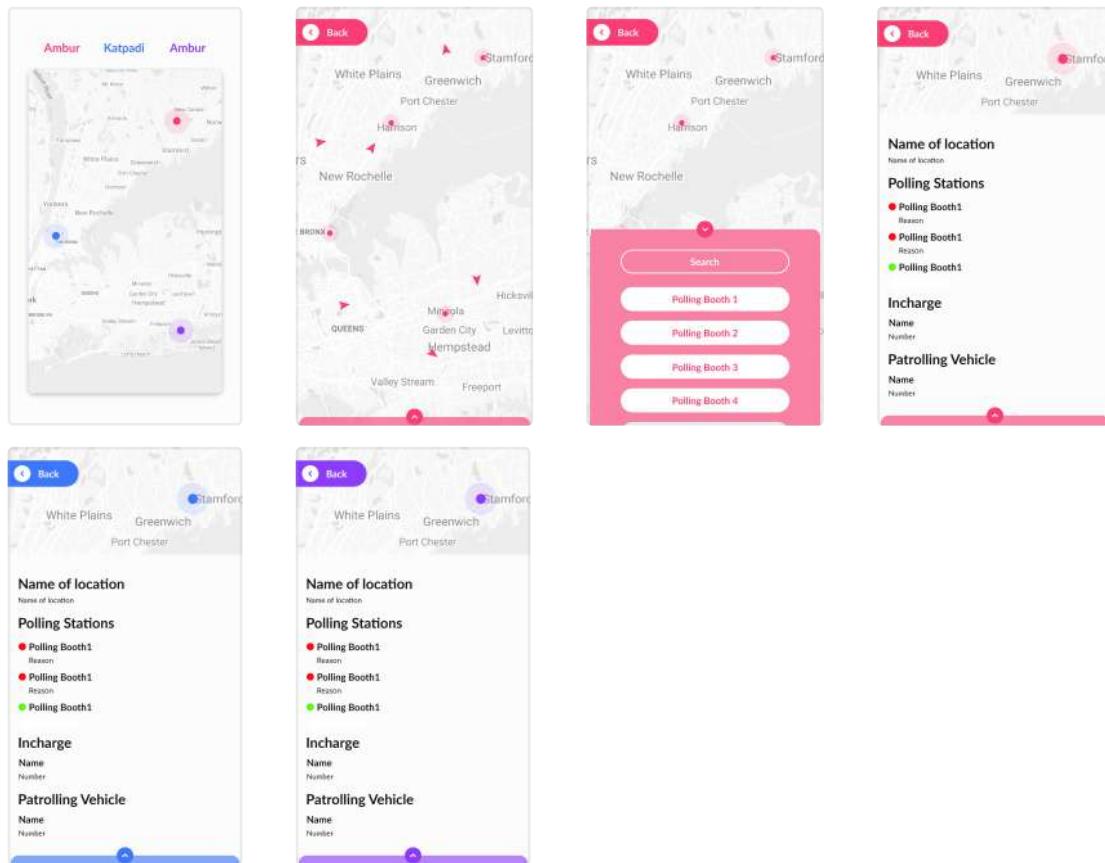
The application was planned in a way where we could easily first select the district from a list on top but also have the option to see the districts on the map at the bottom.

Once selected it simply zooms into the map and shows all the polls on the map which can be clicked on to get details about them. Keeping the click actions simple and easy for an audience that isn't very savvy with modern applications.



# Design Screens

There were three districts we wanted to cover and the idea was to let the police know what district they are viewing even after entering it. Each district was given their own colour and then that theme was moved along to the process further. The themes, background and containers were given colours which would make sure the plain black text would be easy to read.





# Hope House

## ABOUT THE PROJECT

Adolescence is the time of life where young adults as we call them have a lot of questions but due to multiple issues they are not able to find the medium to ask and discuss these queries they have. Building a system where they can browse through doubts from people around their page and get them answered by medical professionals who are trained to help them out. The application would also be a source of information for people in adolescence they can use it as a general place to just drop in and learn stuff.

## PROBLEM STATEMENT

Giving the adolescents of this country a place to ask questions to get the answers from professionals and also providing them with a feed of information on a daily basis.

## Building a design language

The colours were kept two things in mind. Keep it simple and calm. These are people who are here to calm themselves down and ask doubts. Giving them a friendly environment with colours and fonts with a sense of welcoming was key.

### GENERAL COLOURS



CONTAINERS

#EDEDED



BACKGROUND

#FFFFFF

### THEME COLOURS



MAIN THEME

#FFCA19



SECOND THEME

#FF5D7C



BLACK

#141414



WHITE

#FFFFFF

### FONT FAMILY

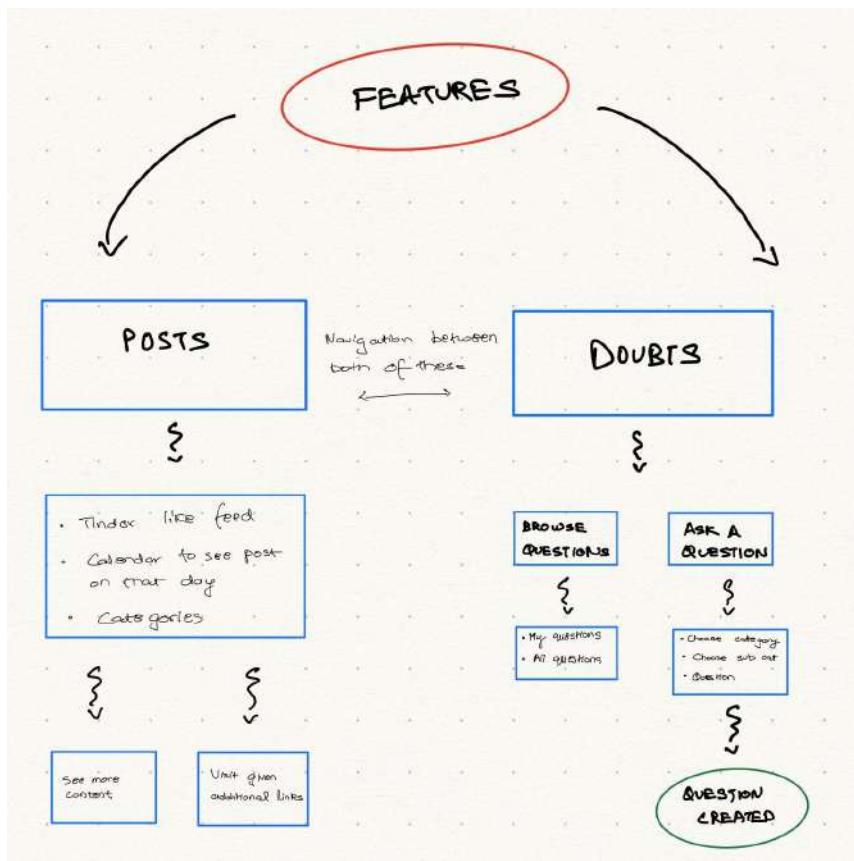


MONTSERRAT

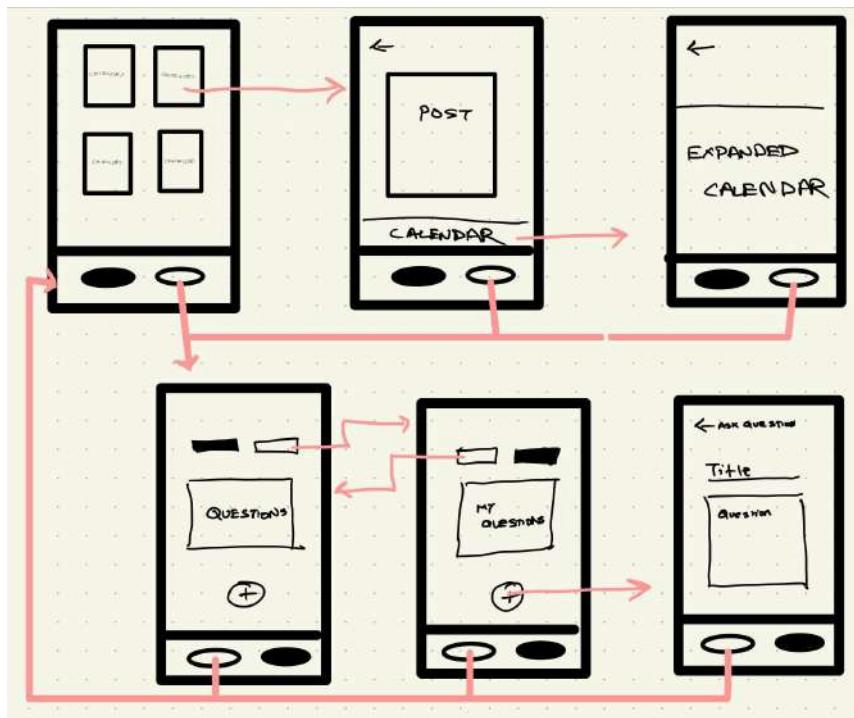
Regular, Medium and Bold

# Pre Design Planning

## USER JOURNEY



## APPLICATION FLOW PLAN



The application had two major features which the user can navigate to and then access its sub-features. The features being:-

### 1. Posts

This is the place people can jump in to get information about topics that would be interesting to the people around their tinder-like feed with a new post every day. A simple calendar-like UI to see posts from each day is possible as well.

### 2. Doubts

This is the place where they spark their curiosity and ask doubts. It is also a centre of knowledge as they can see questions asked by other users as well.

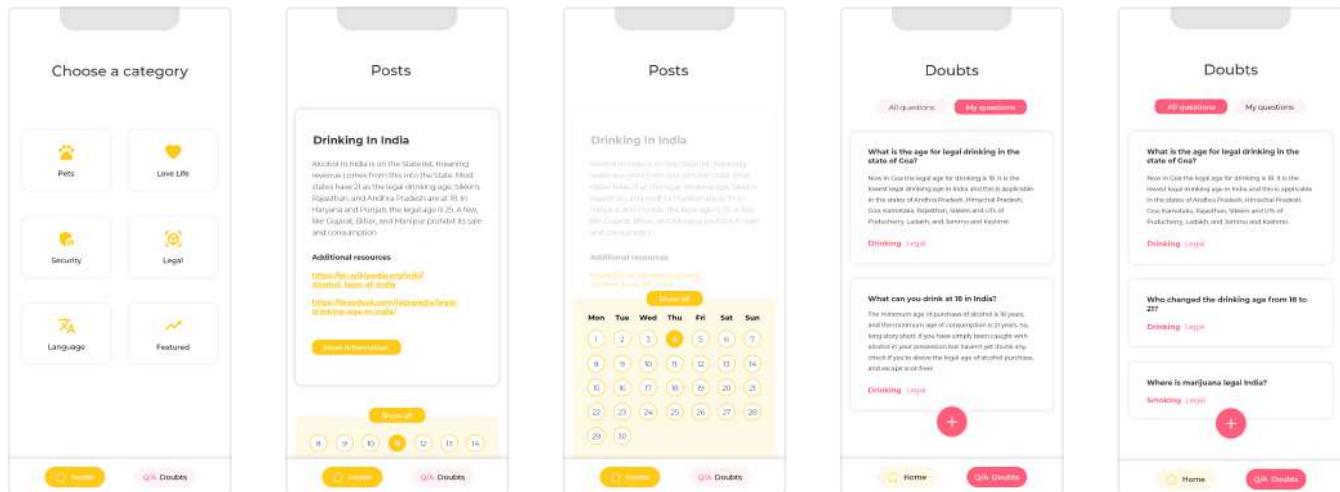
The application was given a very simple flow of navigating between two main feature sets from the bottom bar.

This was drafted out in flow charts for us to understand what needs to be done in clarity before moving onto design screens.

Marking out navigation on the top level was done but it was also accompanied with flows for navigation inside the main features for sub-features.

# Design Screens

The application was made with the clear goal of giving the user clear navigation around the application with clear click actions for the user to be able to move around the application simply. Keeping a separate theme for doubts and posts was very important for the user to understand they learn at one place and they can ask whatever they want in the other.





# VITAA App

## ABOUT THE PROJECT

The alumni circle of Vellore Institute of Technology is huge and they are mostly disconnected from the activities of the university. The university reached out to me and a community I was part of to fix this problem. Building a central hub of information where they can click on the stuff they liked to read about it, and also giving them access to live events when they happen right from the application.

## PROBLEM STATEMENT

Connecting the alumni of the university with the activities that are happening in the university with a central hub.

## Building a design language

The central colour of the university is blue and using that as a base a shade of blue was used to show happiness but also add a sense of professionalism to the application. The fonts used were also those that would be looking sharp in bold to attract attention as the application is more image-heavy.

### GENERAL COLOURS



CONTAINERS

#FFFFFF



BACKGROUND

#E0E0E0

### THEME COLOURS



THEME

#4396DE



NEGATIVE

#4396DE



BLACK

#000000



WHITE

#FFFFFF

### FONT FAMILY

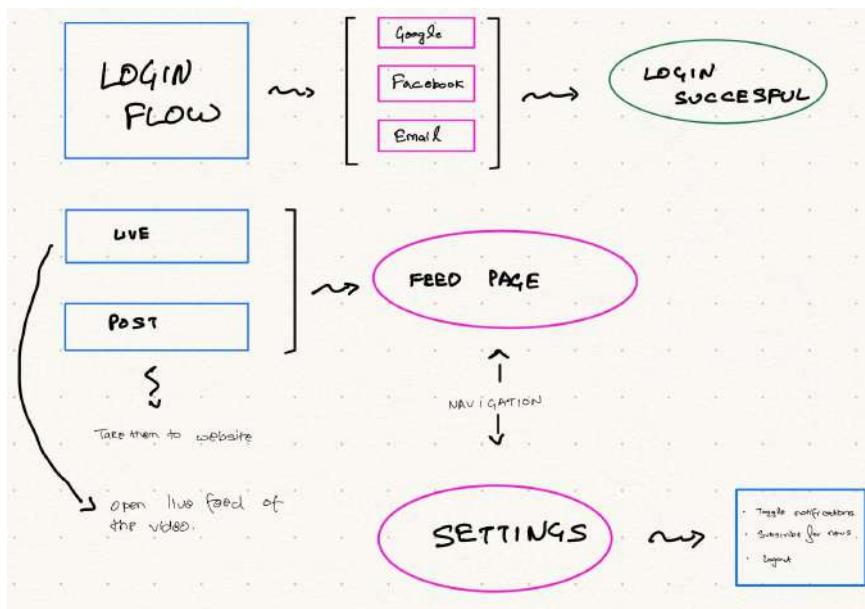


KARLA

Regular, Medium and Bold

# Pre Design Planning

## USER JOURNEY



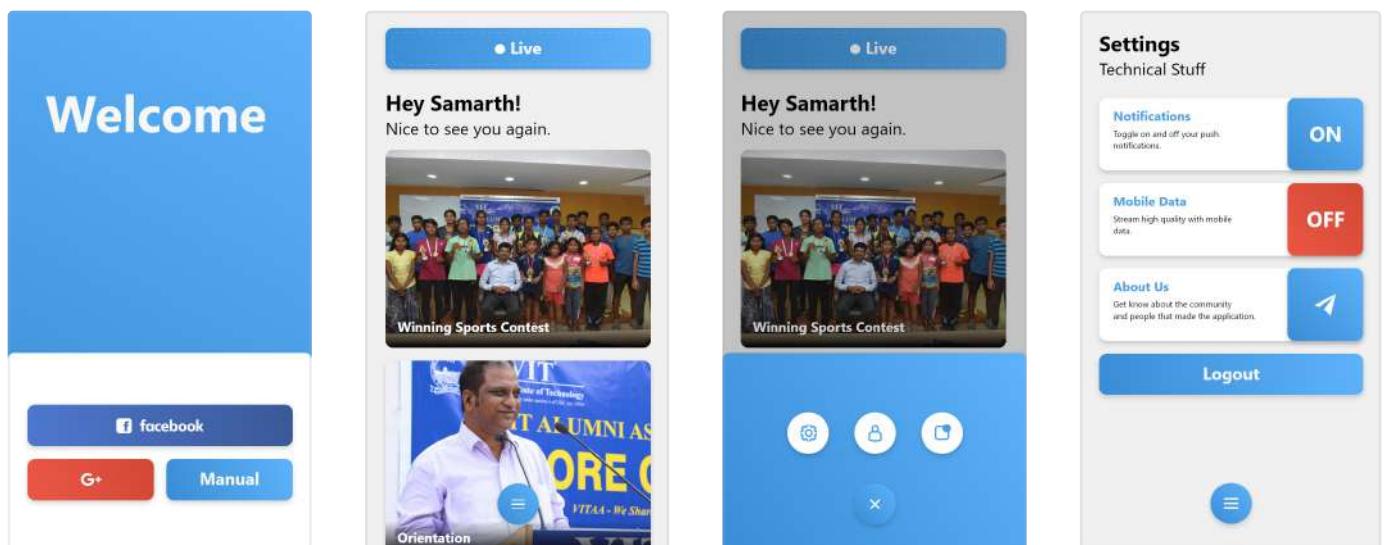
Flow planning was done for what happens when an alumni lands on the application.

Login flow is followed by the features on the application and where they take the user.

What all actions are available with a marking of what all features need navigation between them.

## Design Screens

The screens were made with the simple idea of keeping it simple and adding emphasis to the post with images. The login page had three options with clear click actions. The navigation was made with the idea of keeping it fun as it's not something that would be used a lot. The settings page had a huge toggle to compensate for the space on the page and also explain the features you are toggling with more details.

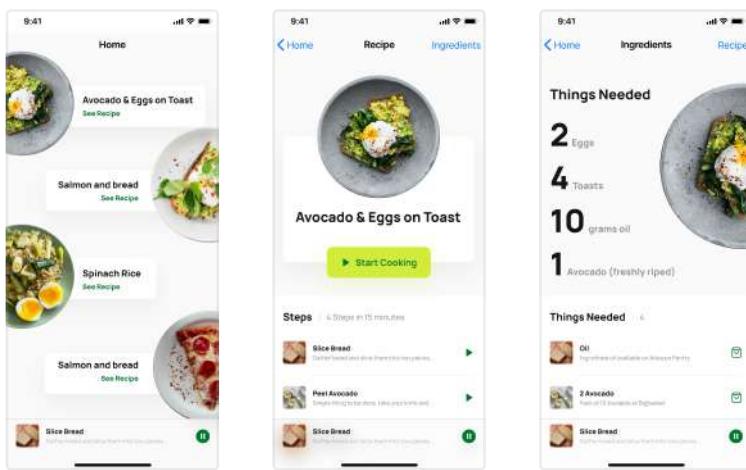


# ADDITIONAL WORK

## Uplabs Challenges

### Cooking Application

A simple cooking application was made which was made with a few things in mind. Healthy food? Keeping the colours around green and yellow to accompany most of the images on the app. Step by step listening to the process? Podcast like design. Ingredients are the most important, hence put up on the screen in big size for the user.



### LinkedIn Re-design

The LinkedIn app was redesigned by keeping a few things in mind. Most posts made are image-based to attract attention to them the application colours are kept simple and plain. Clean action to create more posts because it's something LinkedIn is pushing a lot.



# My Problems

## Grouping in Alarms

**My Problems**  
Grouping in Alarms

**The Problem**

We all have gotten more productive and organised over the years. Tools are better and we by nature group everything that's similar for ease.

Alarms doesn't have this, usually we have an endless scrolling list of alarms.

**The Solution**

Well add grouping like everything in our life, it's not a new thing to learn because we add it in a sense that it's optional for the user.

Productive monkey? Use it. Else Forget it. No need to educate the user too.

**How it looks**

Swipe for prototype >

The screenshots show a mobile application interface for managing alarms. The 'The Problem' section shows a list of alarms for 'Sleep' and 'Wake Up' categories. The 'The Solution' section shows the same list but with alarms grouped by day: 'Office Days' (7:00AM, 7:20AM, 7:30AM) and 'Chill Out' (7:00AM, 7:10AM). The 'How it looks' section shows a prototype of the app with a grouped alarm list.

## Selecting Input and Output in Windows

**My Problems**  
Selecting Input or Output in Windows

**The Problem**

When you are watching a movie or playing a game, switching audio devices on windows is just a long process.

Which disconnects you with the content.

**The Solution**

The volume page is empty and has so much potential space to utilize, use that space to switch your audio input or output devices.

Transparent at first to avoid hiding content but you interact to make it solid.

**How it looks**

Swipe for prototype >

The screenshots show a game scene in Red Dead Redemption 2. The 'The Problem' section shows a small, semi-transparent volume control window. The 'The Solution' section shows a larger, semi-transparent window with a list of audio sources (Speakers, Headphones, etc.) that becomes solid when interacted with. The 'How it looks' section shows a prototype of the solution integrated into the game's UI.

# Taking Notes Like Paper

**My Problems**  
Taking notes like paper

**The Problem**

Taking notes seems like a whole process, go to an app browse to your folder and then start typing. Why are notes on paper more creative? Because it's just one paper in front of you.

**The Solution**

Open the app just see a paper in front of you. Type what you want and add a new page if you like. No distractions. Want to see your notes? Swipe up to see them.

**How it looks**

# History in Apple Music

**My Problems**  
History in Apple Music

**The Problem**

I like to start radios on songs in my library to find similar music. But there is no way to go back to that music history add it to playlist or play it.

**The Solution**

Simple a history page where you get a list of all the music you have ever heard. Divided by days and the times of days, then subdivided by types of playing.

**How it looks**

# Daily UI Challenge

