



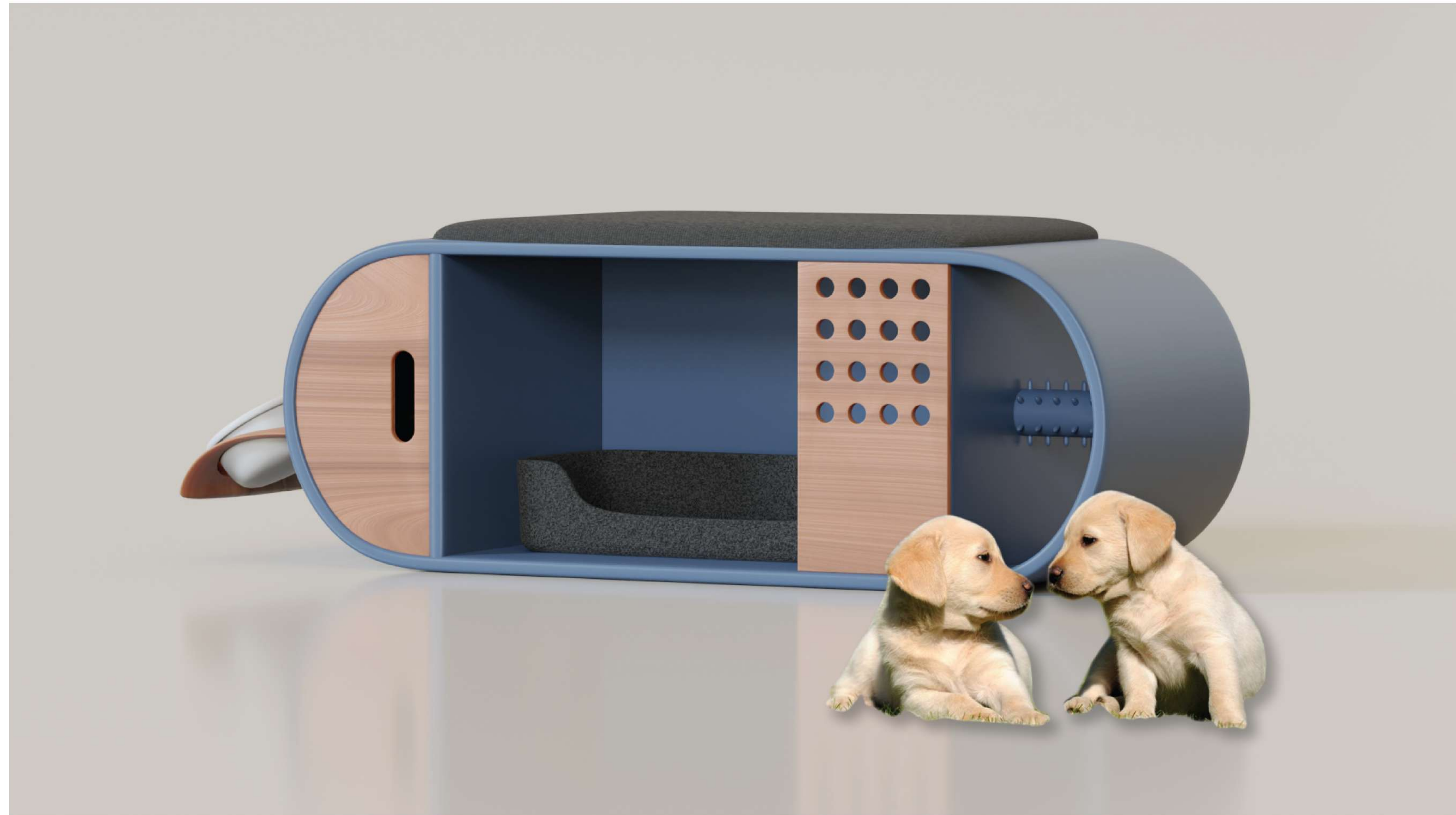
# PORT FOLIO 2023

Saumya Jain

01

# Canoodle

A modern piece of furniture  
designed to coexist with  
your pets



human centered design ----- 3D modelling ----- rendering -----

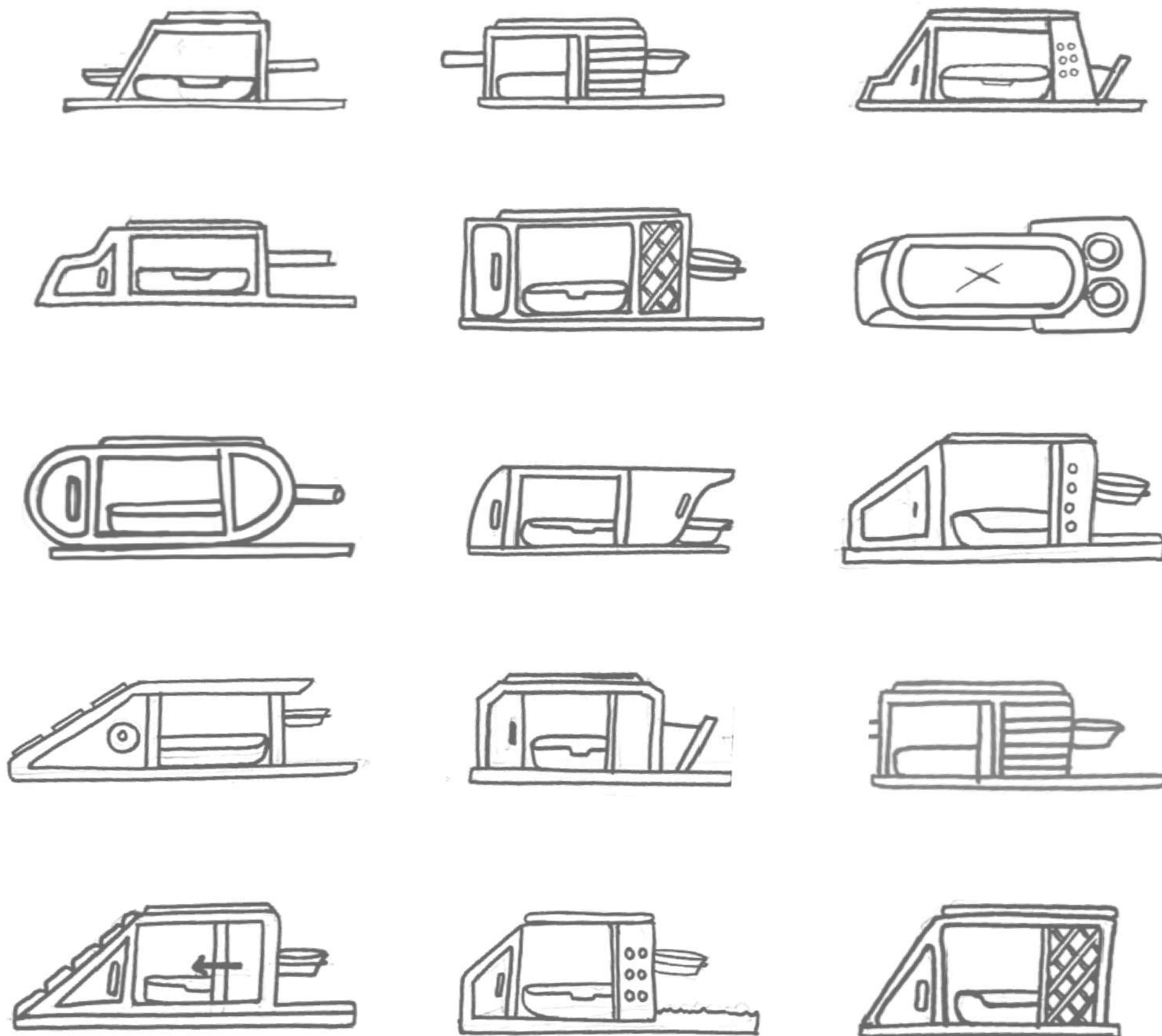
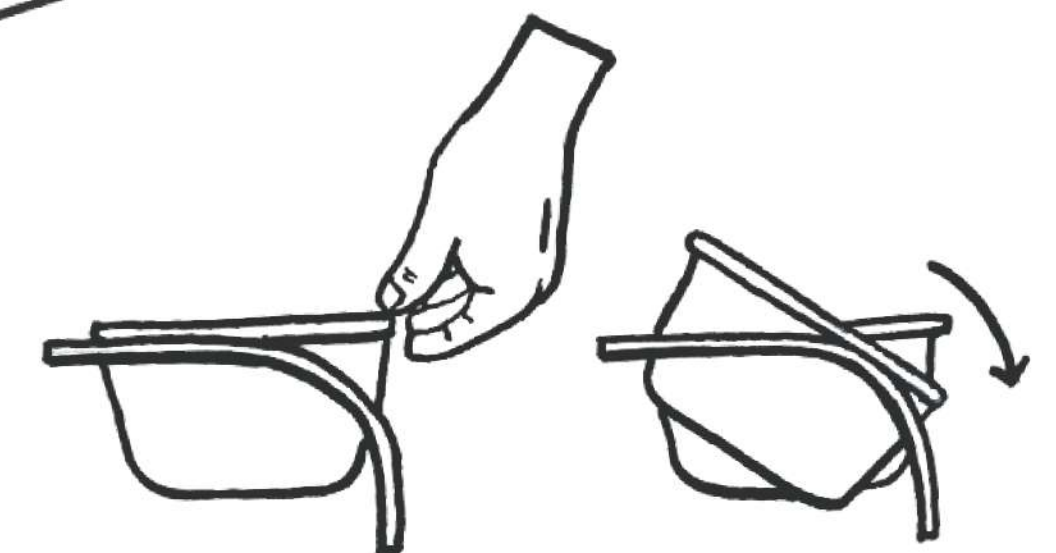
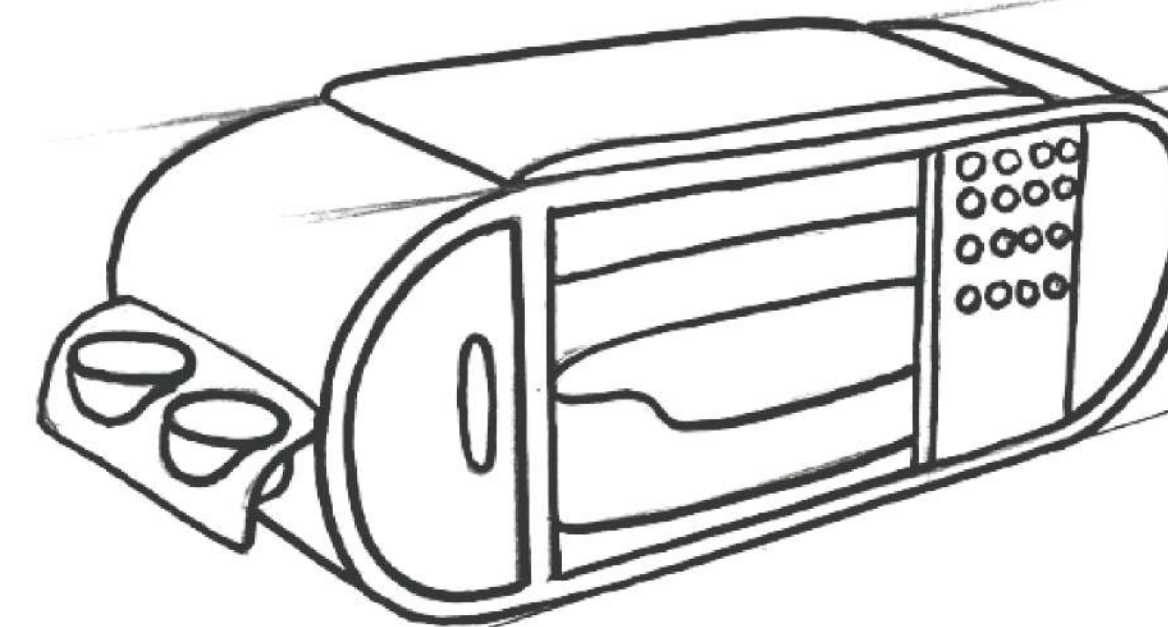
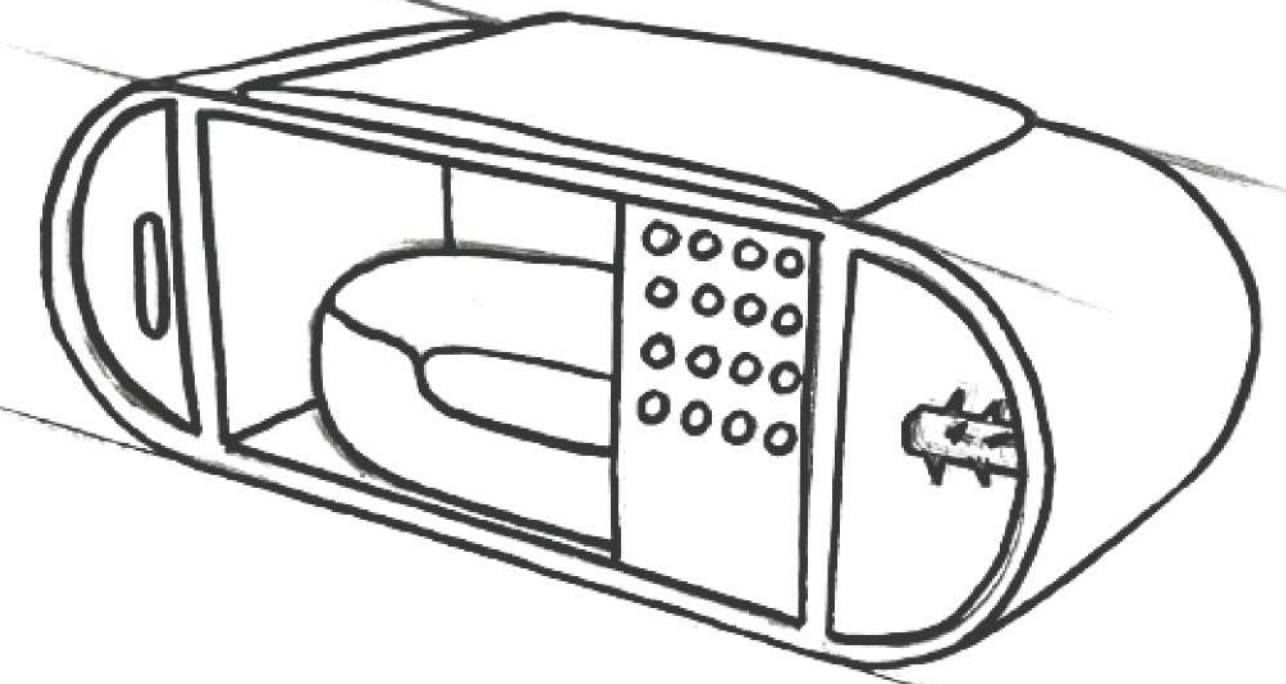
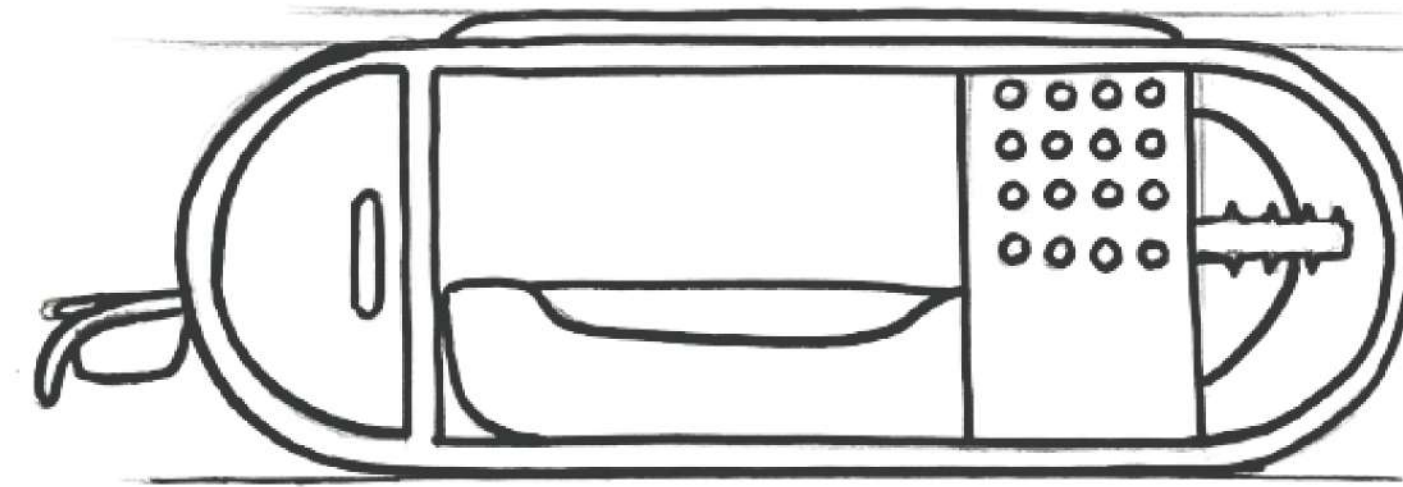


## IDEATION

### DESIGN FOR PETS

- Design for Cooper & Lola the dogs.
- hang-out space
- bedding
- water & food bowls
- back scratcher
- storage space

- co-existing (Humans + Animals)
- engaging
- space efficient
- easy to use
- easy to clean
- portable
- modern

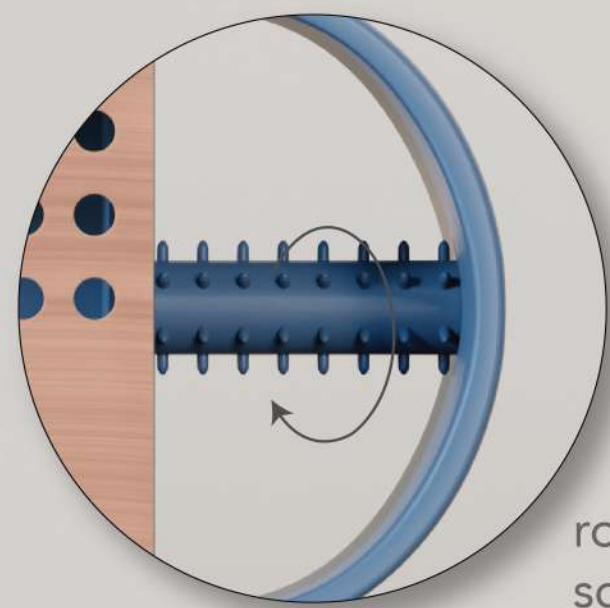




Canoodle features a tilted feeding bowl, back-scratching pole, and storage space to meet pets' needs and provide protection and security. Its design allows for easy movement, creating a perfect hangout spot for pets. Canoodle is a stylish and functional solution for pet owners looking to live with their furry friends in comfort.







rotating back  
scratching pole



tiltable water  
& food bowls

The use of light wood and dark fabrics creates a balance.  
The variety of finishes provides warmth or coldness depending on each user's context. The range of colors are made available keeping in mind modern spaces and living rooms so that Canoodle can be made a part of the already existing furniture in the user's home.



denim



peppermint



chocolate



slate grey

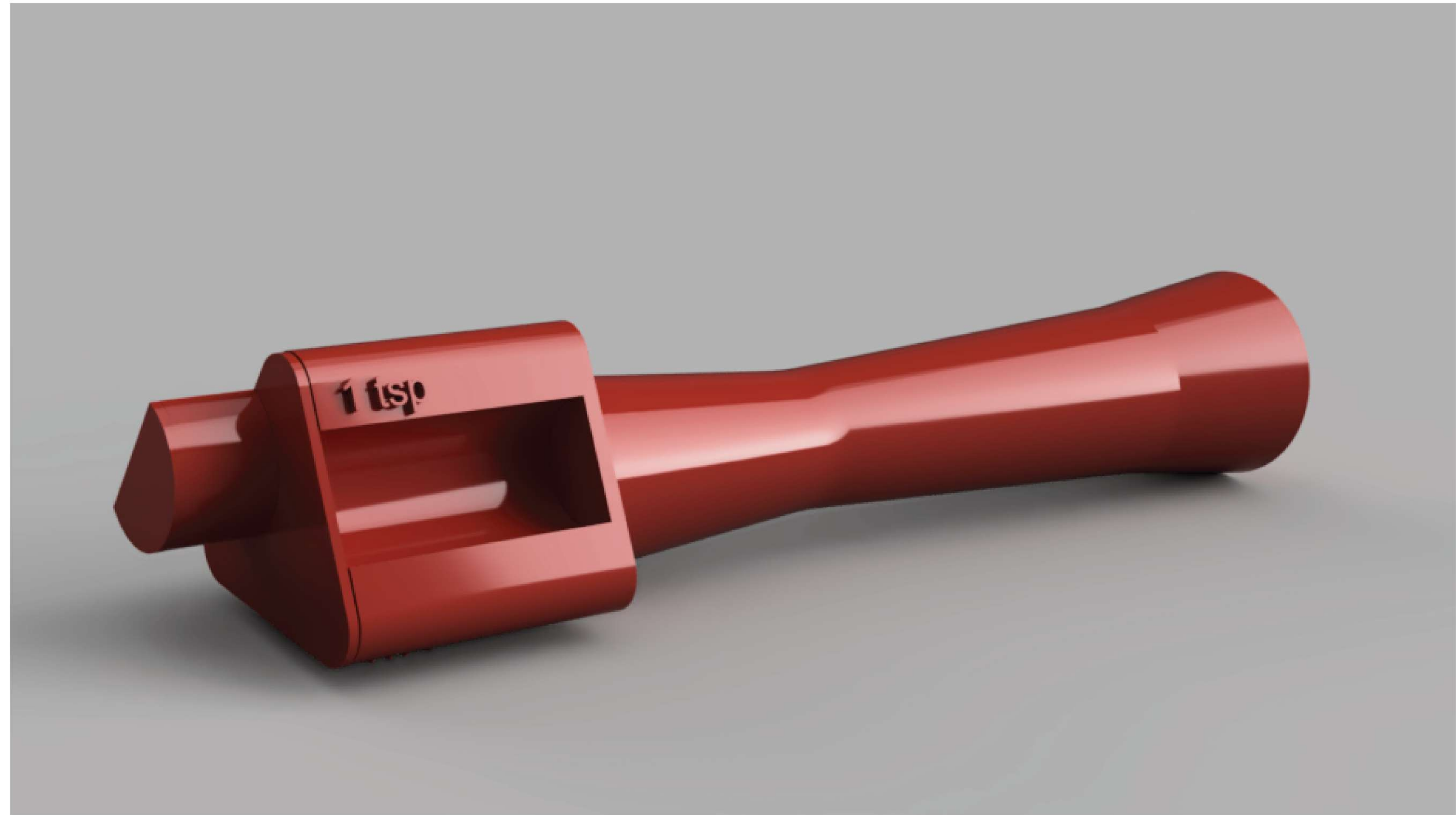




02

# RotoSpoon

A multi Measurement  
Rotating Measuring Spoon



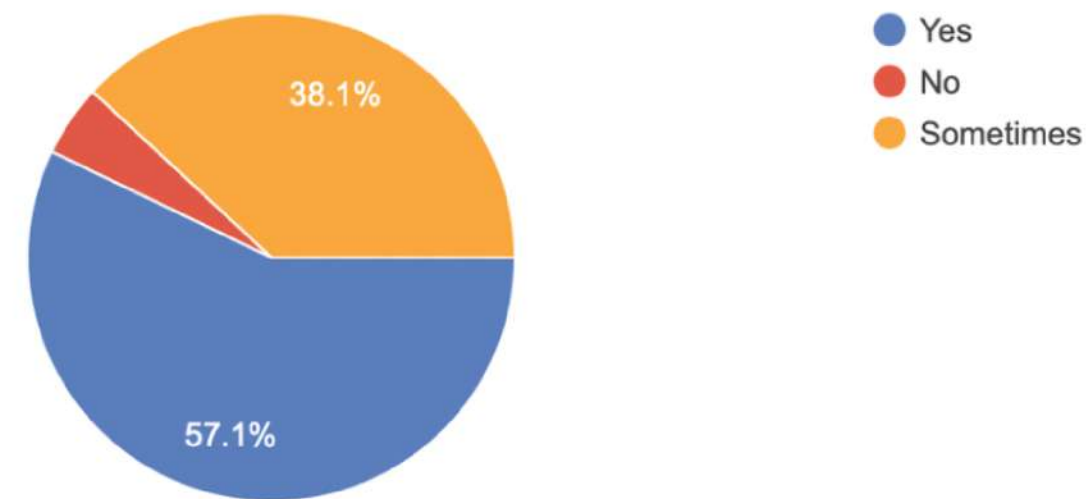
ergonomics ----- 3D printing ----- user testing -----



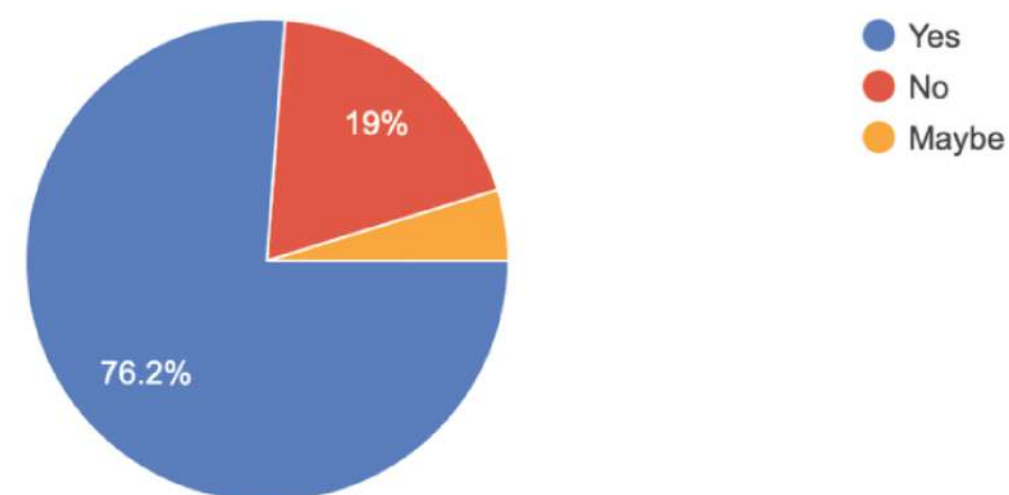
# User Survey

on traditional measuring spoons

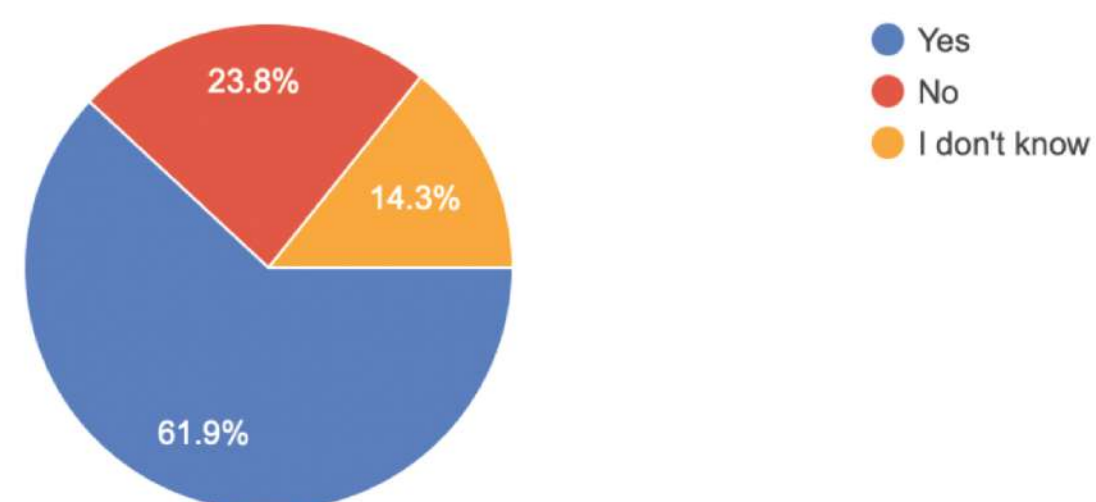
Multiple spoons on a ring is cumbersome to use



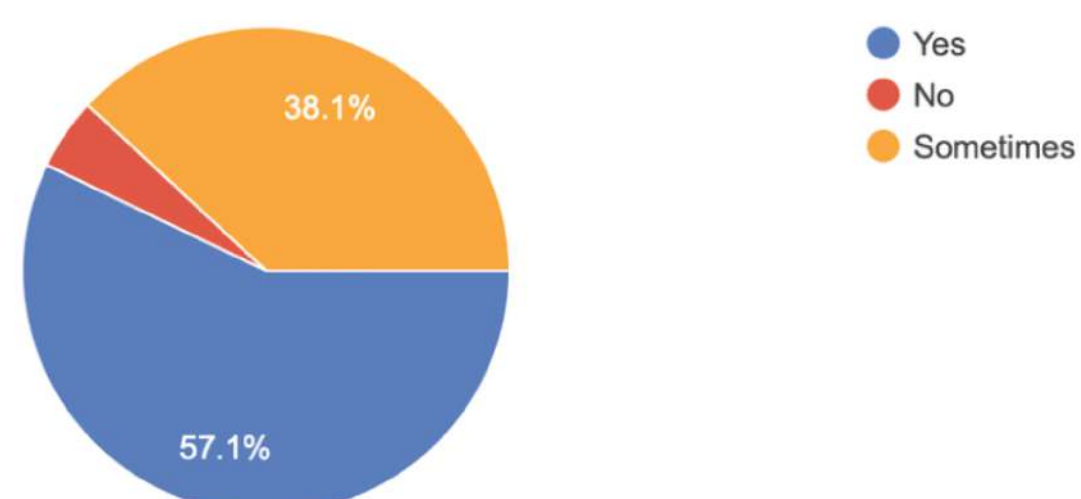
You have lost at least 1 spoon from the ring



While using one spoon, the others dangling at the back cause trouble



Keeping the spoon on a dirty kitchen slab while cooking causes it to become dirty



# The Problem



## DESIGN OPPORTUNITY

Consumers require a more efficient and user-friendly product for measuring ingredients as the current measuring spoons available take up space, time, and are not the most efficient method.

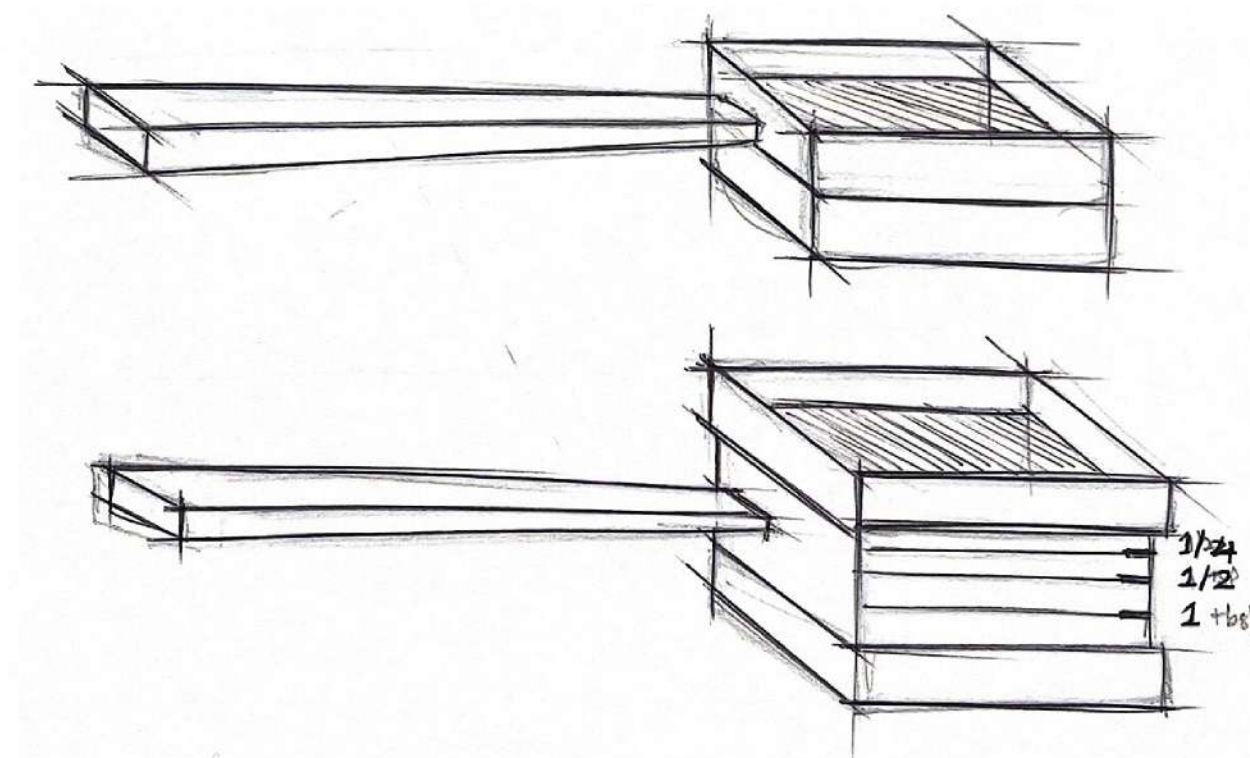
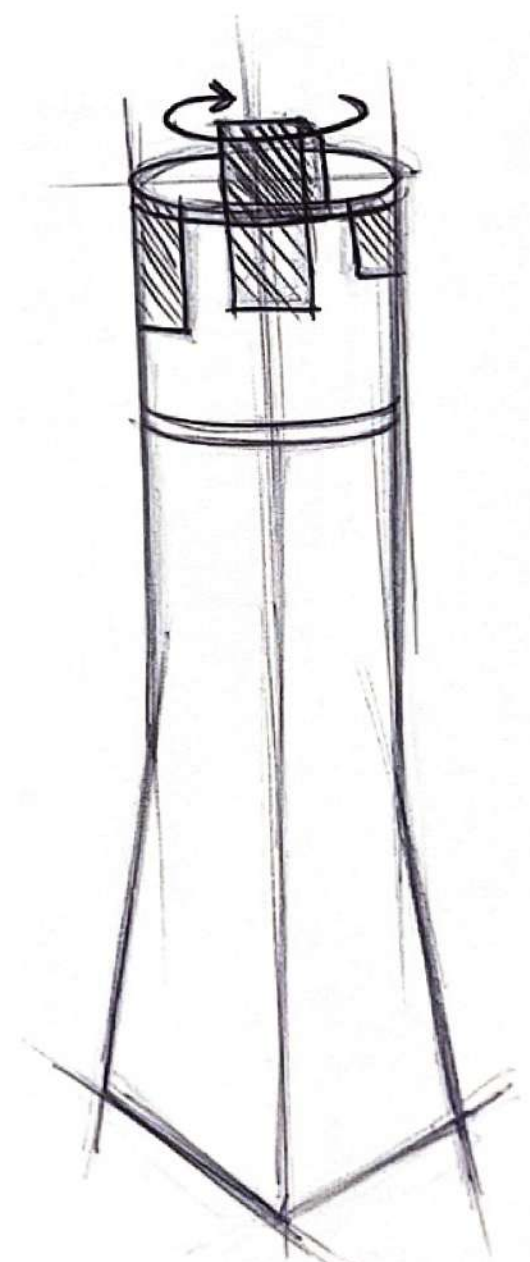
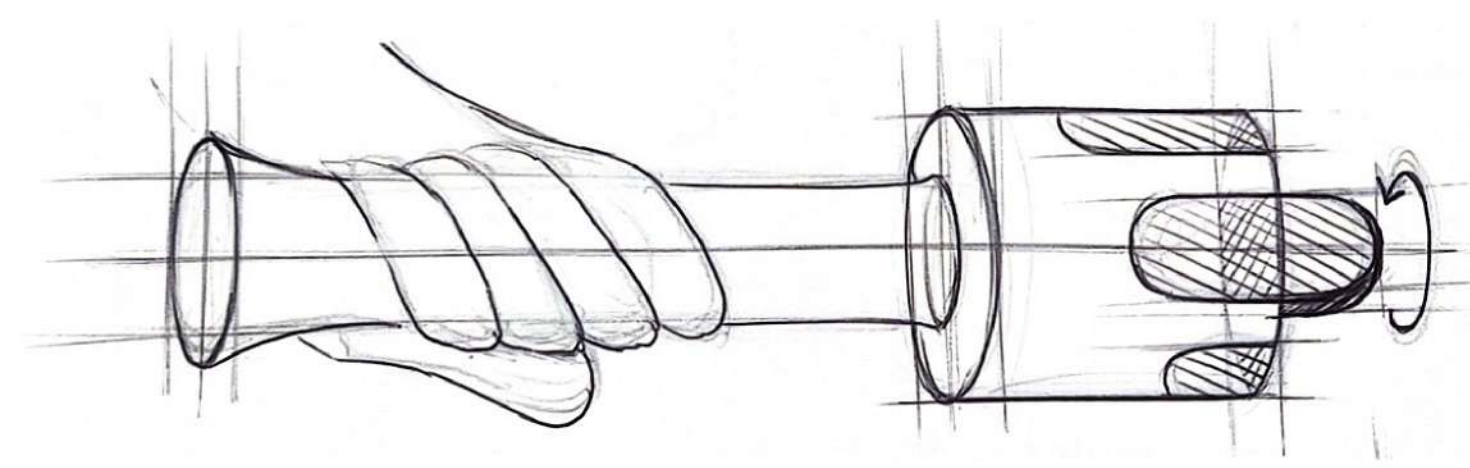
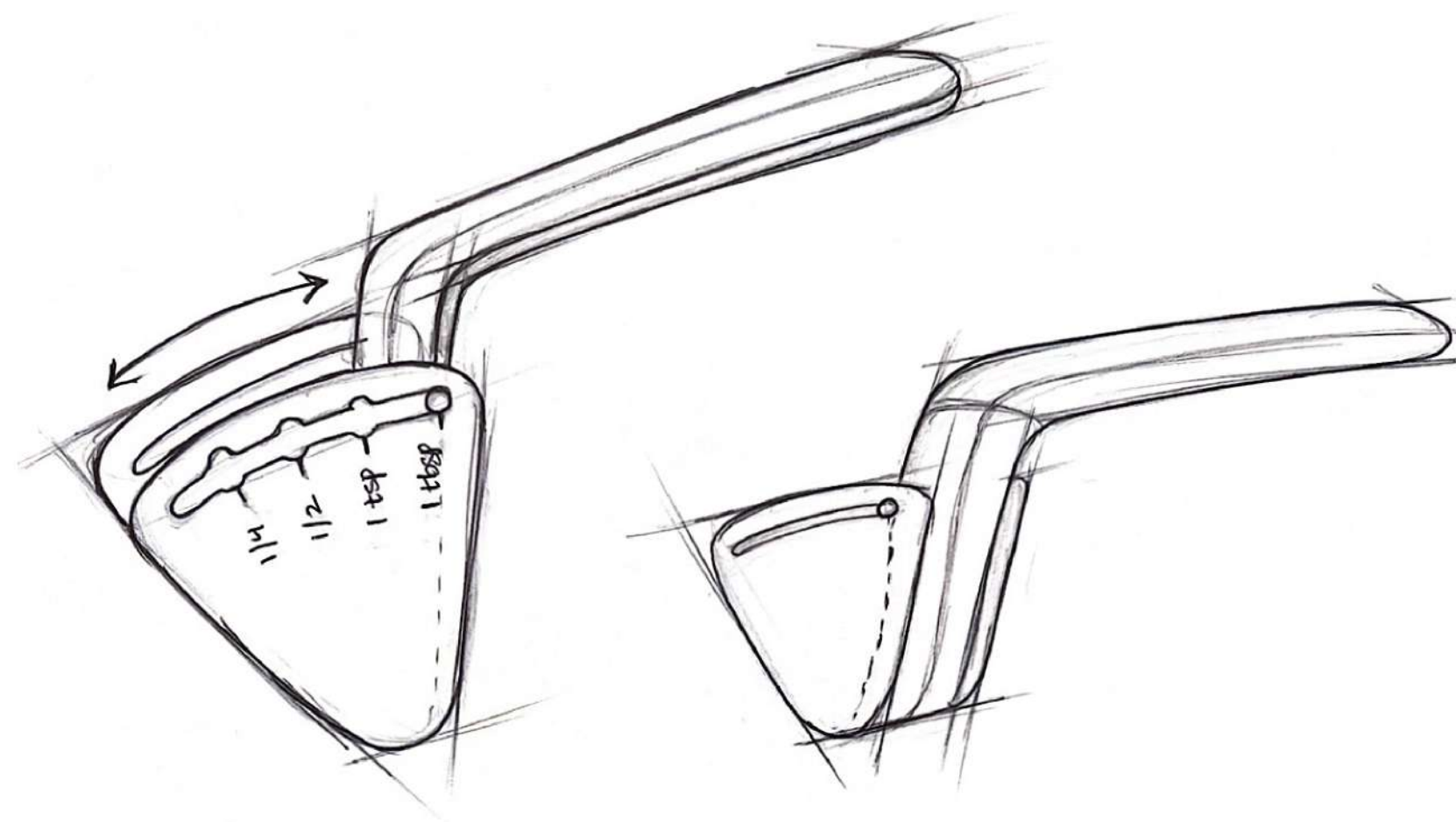
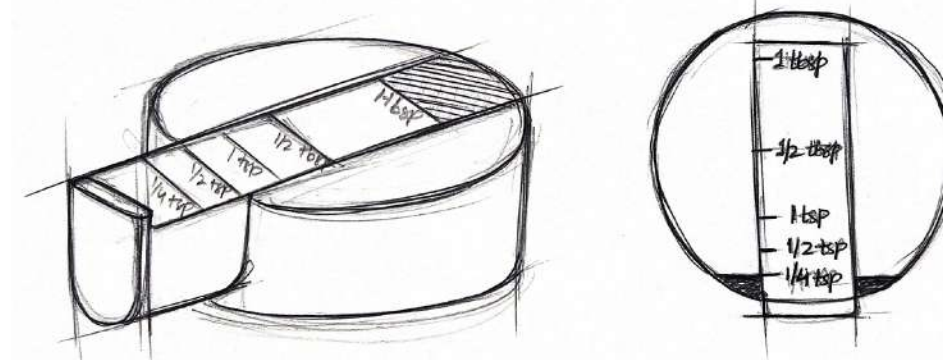
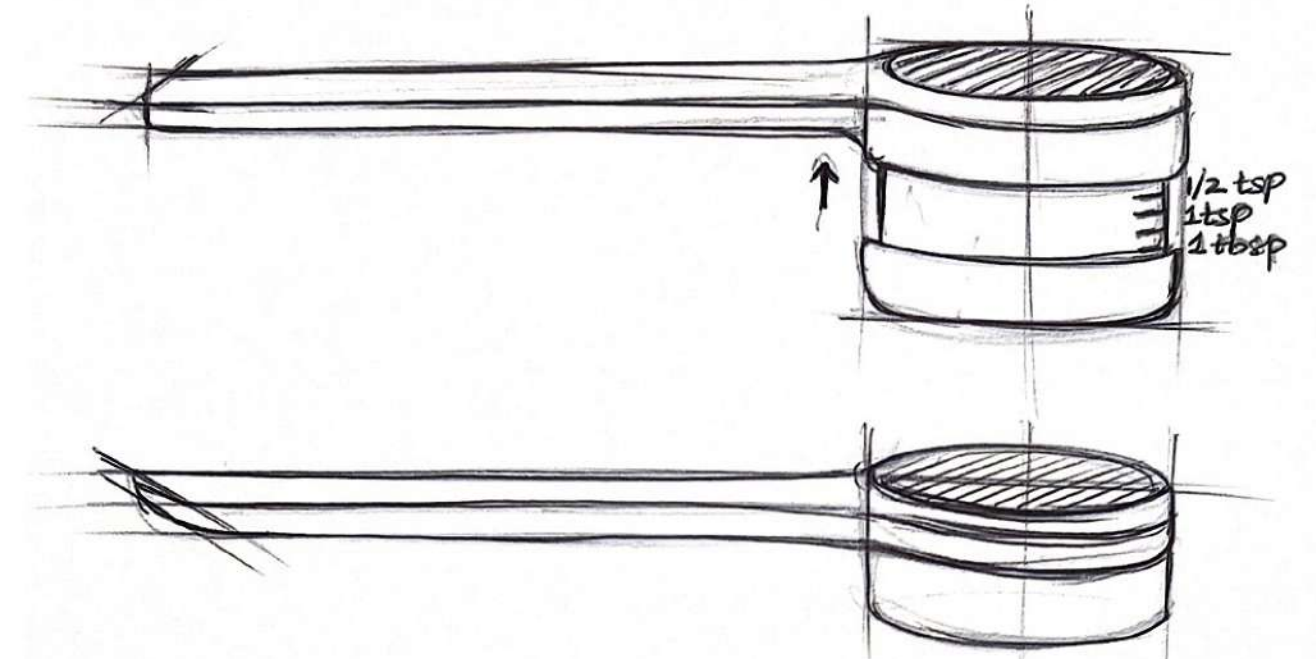
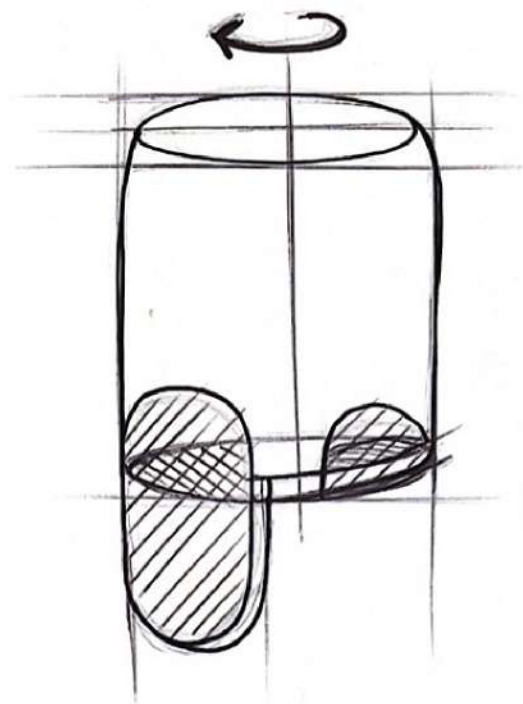
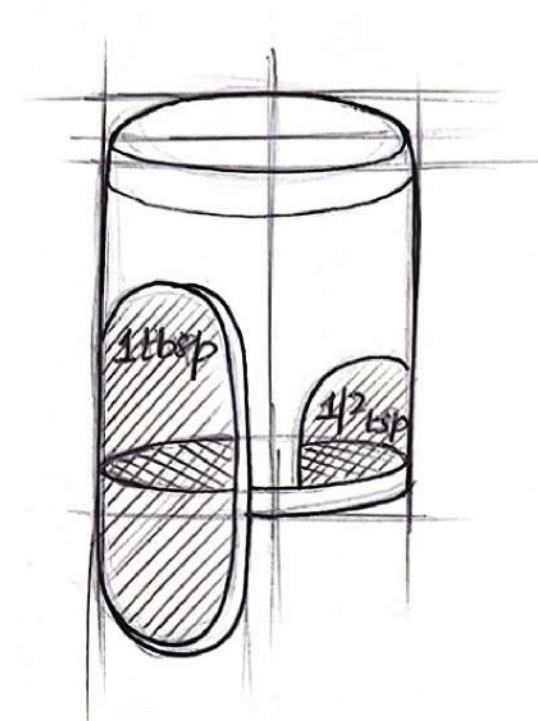


# IDEATION

to come up with a single device having multiple measurements

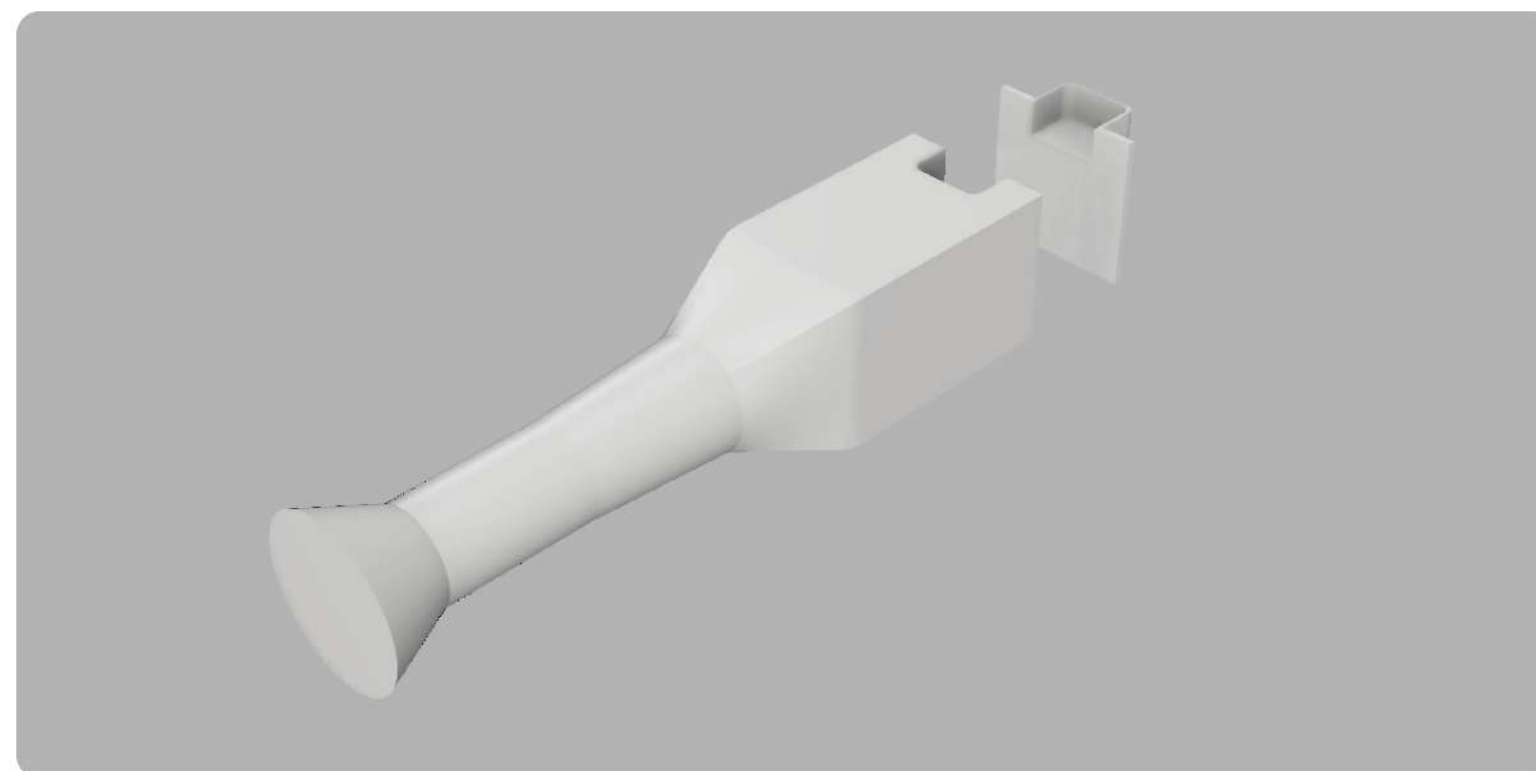
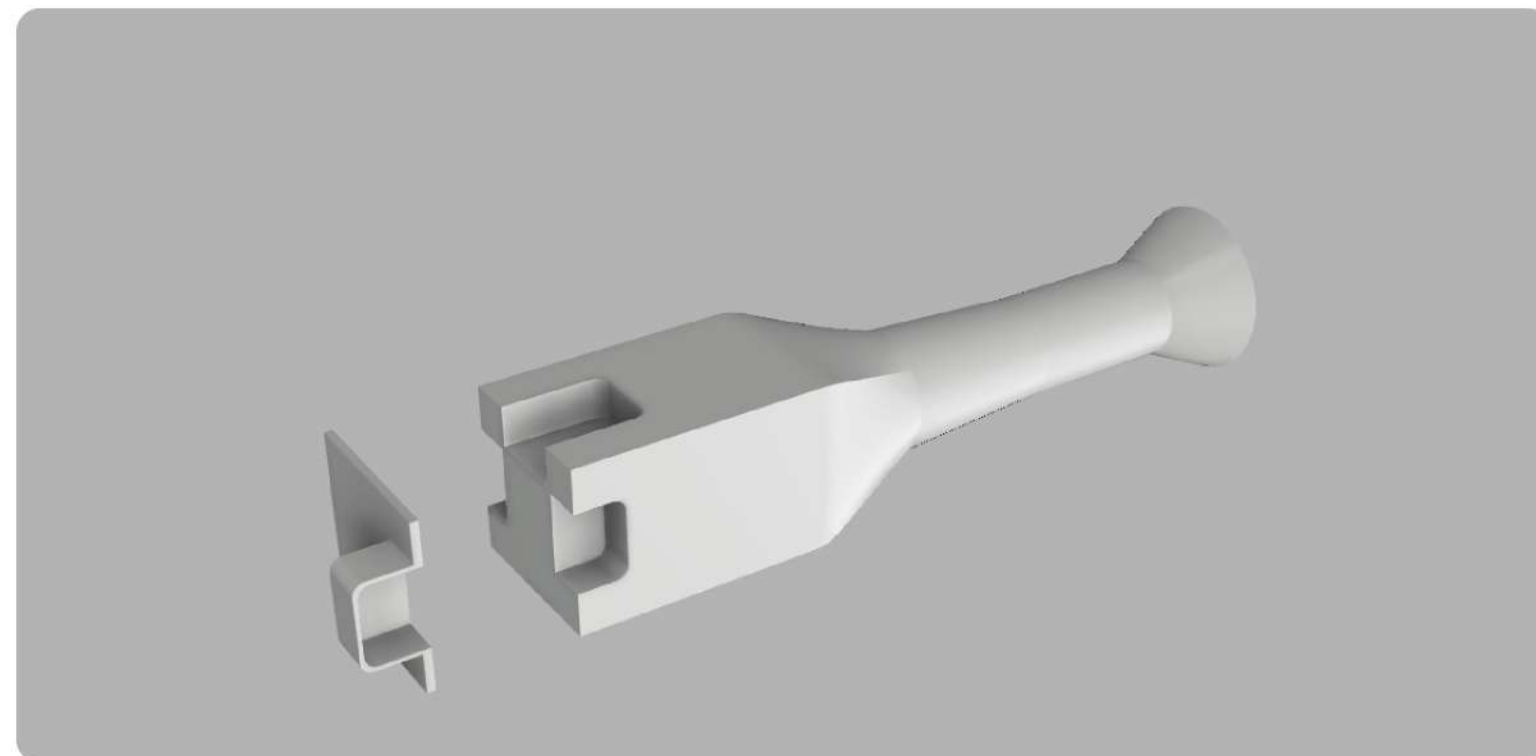
Four standard measures

- 1/4 tsp
- 1/2 tsp
- 1 tsp
- 1 tbsp



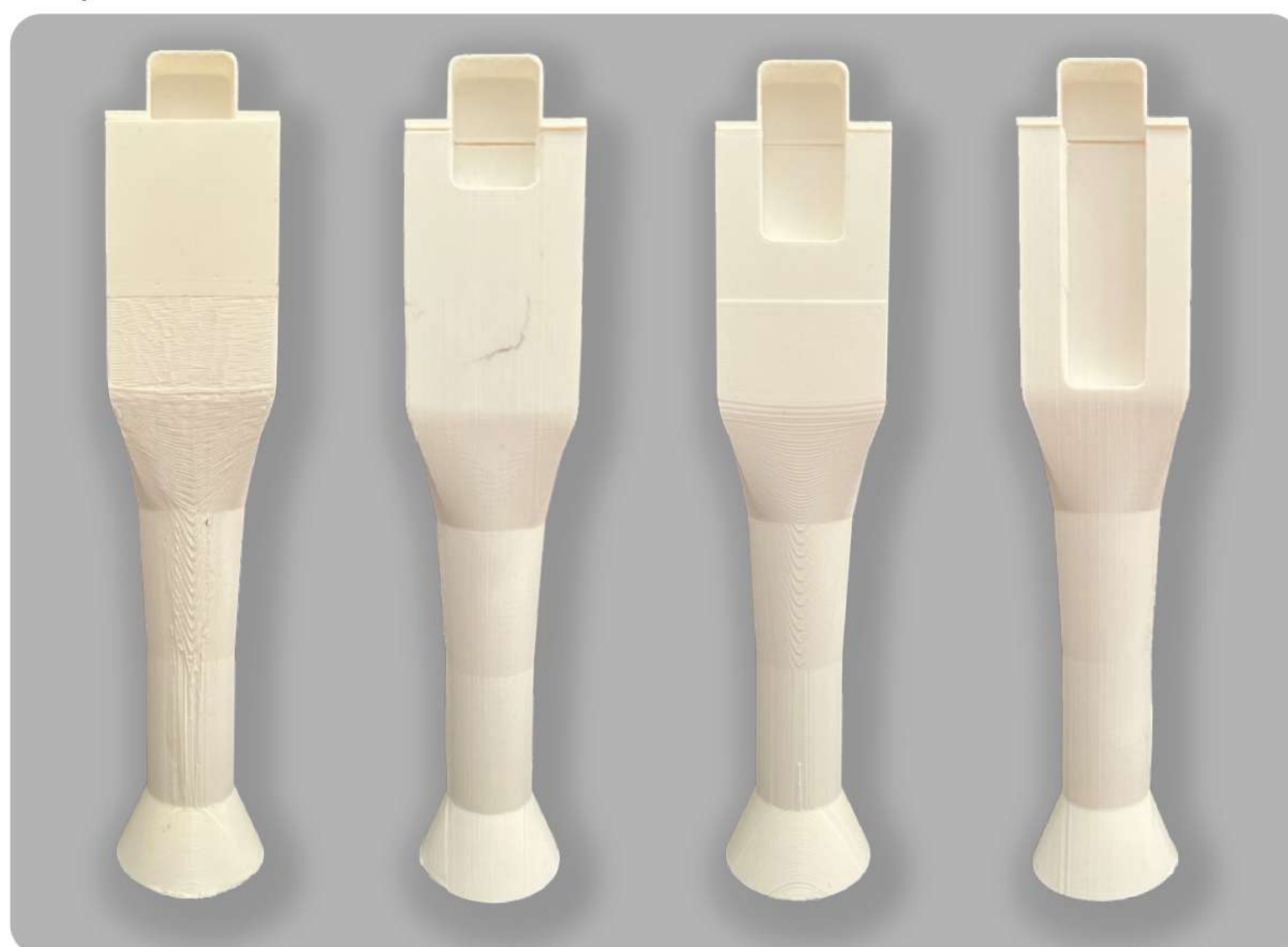


# Initial Concept



## PROTOTYPE

3D printed in PLA with a Prusa Slicer



1 tbsp  
15 ml

1 tsp  
5 ml

1/2 tsp  
2.5 ml

1/4 tsp  
1.25 ml

# Usability Testing



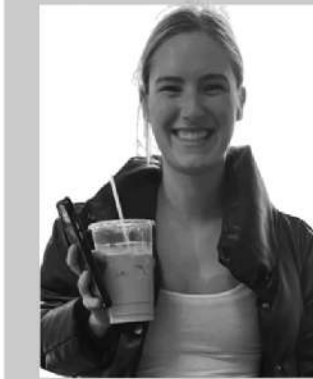
Age : 19  
Gender : Female  
Ethnicity : Indian  
Occupation : Student

### LIKES

- thickness of the handle which gives solidity while using the product

### DISLIKES

- the head of the spoon wont fit into small jars



Age : 25  
Gender: Female  
Ethnicity : American  
Occupation : Employed

### LIKES

- ergonomically comfortable in the way it sits inside her palm

### DISLIKES

- bulky product
- a lot of variation in the 4 sides of the spoon measurements



Age : 22  
Gender : Female  
Ethnicity : Indian  
Occupation : Student

### LIKES

- non complicated technology unlike other adjustable spoons in the market

### DISLIKES

- handle too thick specially since her hands are small



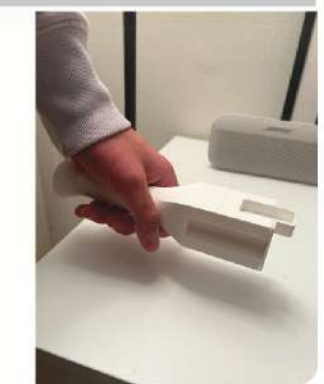
Age : 27  
Gender : Male  
Ethnicity : American  
Occupation : Professional Baker

### LIKES

- the ease of being able to rotate the head

### DISLIKES

- proportions of the entire product are off- short grip with bulky top part



## KEY INSIGHTS

- The spoon's overall size should be significantly smaller.
- More curvature can be added to the body form to reduce its bulky and geometric appearance.
  - The head of the spoon should fit into standard jars and food containers.
- The measurements should not be created in the same head since the 1/4 tsp to 1 tbsp range varies significantly.
- The handle should be designed to be more ergonomic and suitable for varying palm sizes.

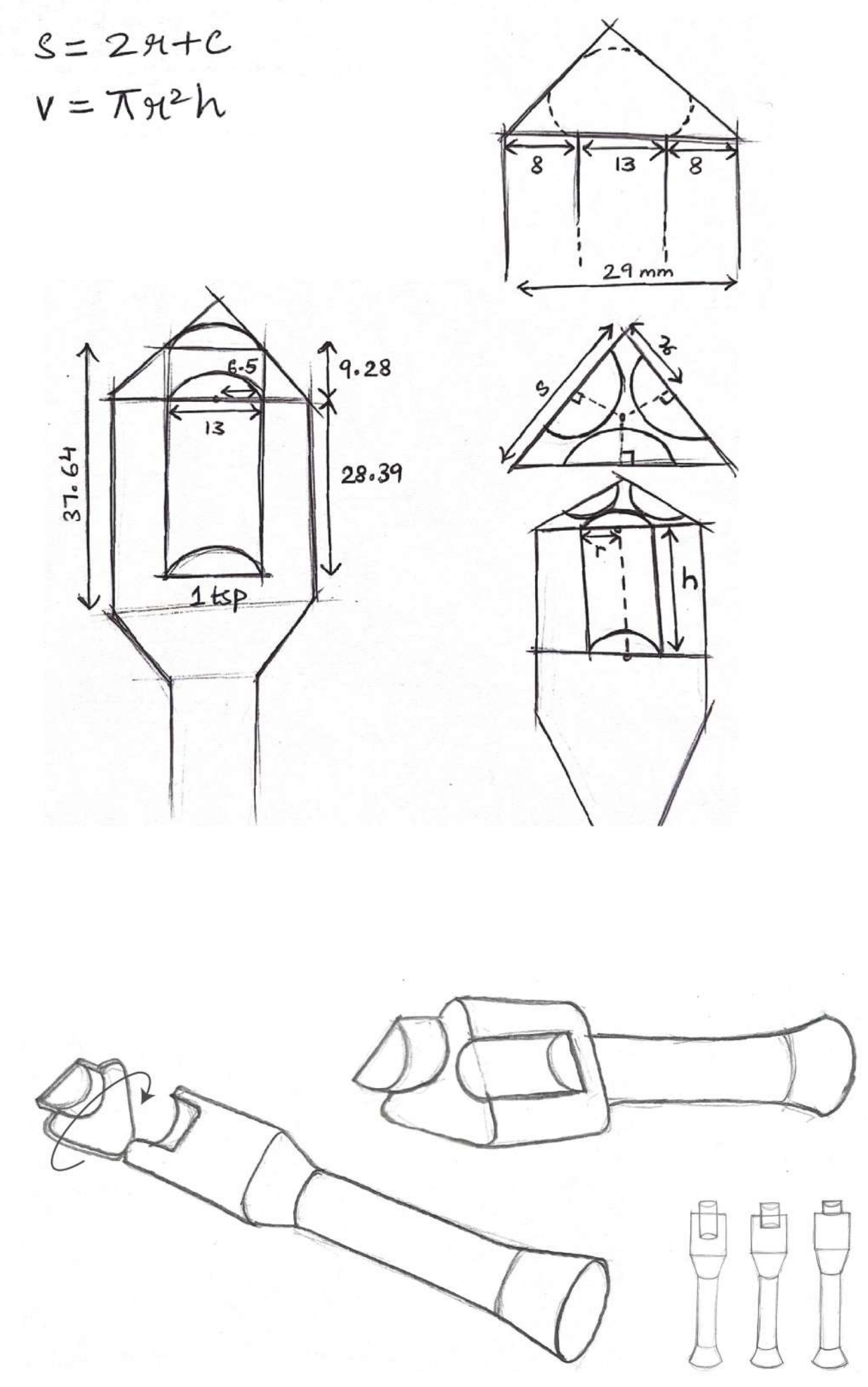


# Design Enhancement

trying to minimise the surface area of the overall spoon while maintaining the exact measurements

	$V (mm^3)$	$r (mm)$	$h (mm)$
1/4 tsp	1232.32	$\uparrow$ 6.5 $\downarrow$	9.28
1/2 tsp	2500		18.83
1 tsp	5000		37.67

$S = 2\pi r + C$   
 $V = \pi r^2 h$



3D MODEL



PROTOTYPE

All the measurements (ml/tsp) are accurate in the prototype



PRODUCT PACKAGING





RotoSpoon simplifies your cooking process with its 3 in 1 built-in measurement. Its high-quality construction ensures accurate measurements, and it can stand on its base on the kitchen countertop for convenient access. Say goodbye to multiple spoons, wasted space, and the hassle of rummaging through drawers with this versatile and efficient tool.

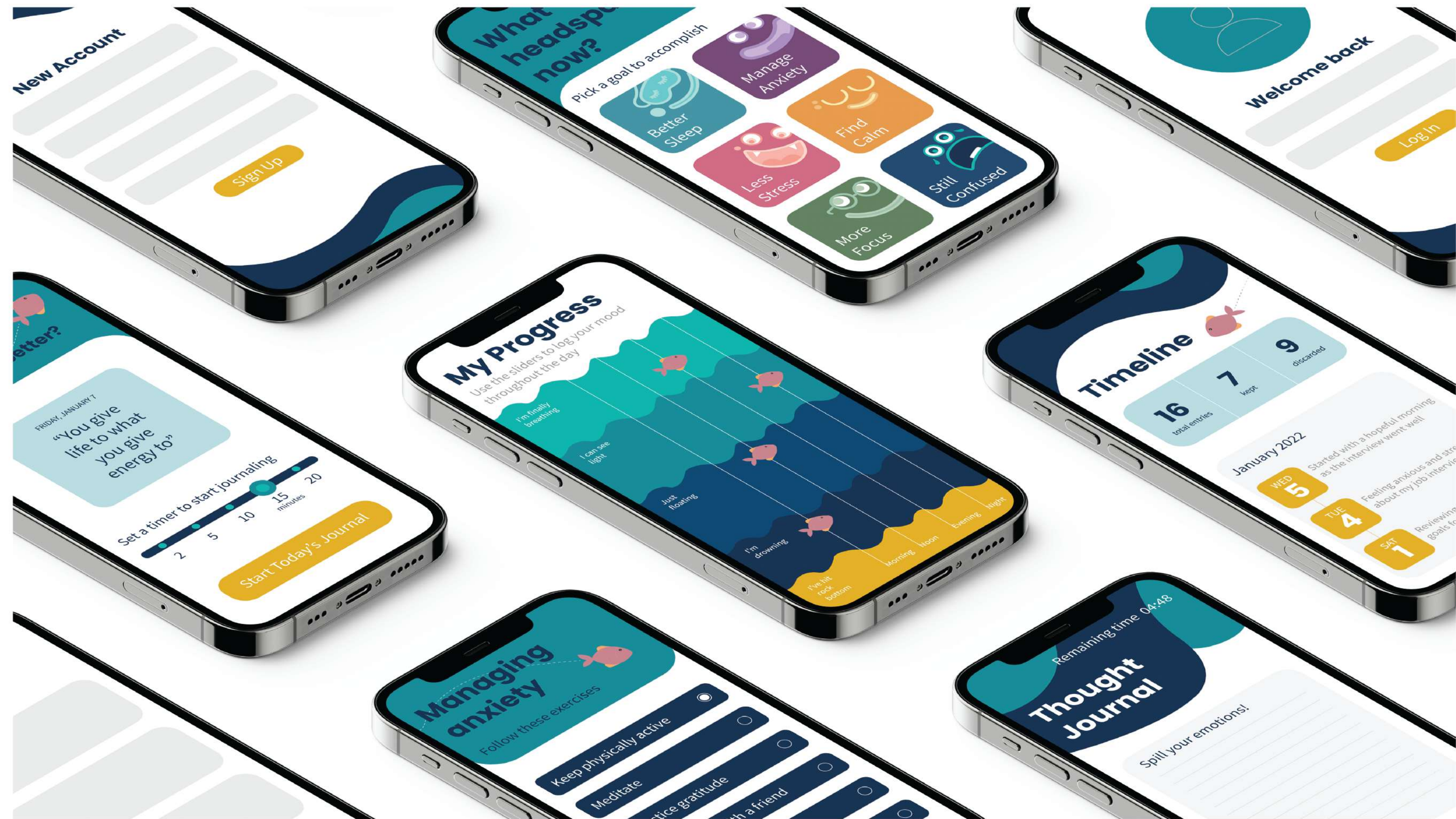




03

# MindUnwind

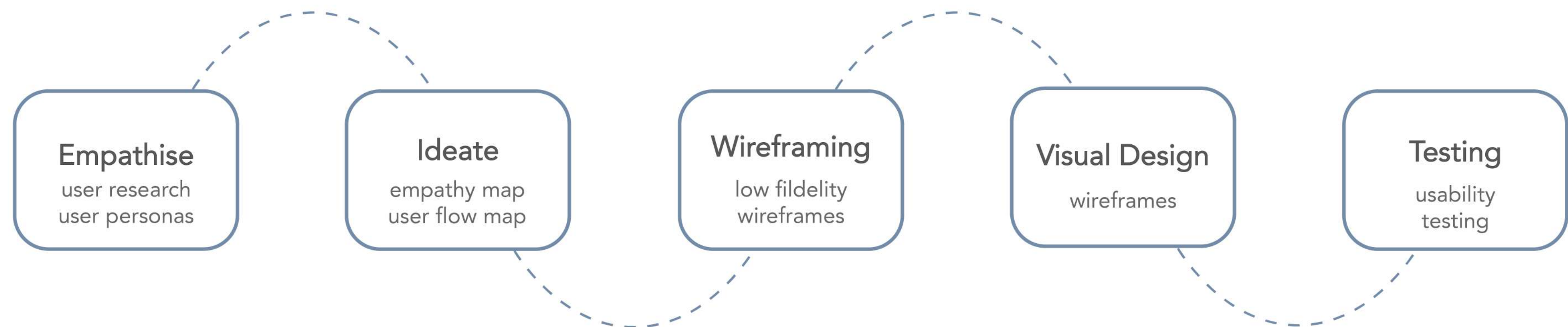
A mental wellness app  
inspired by William James'  
stream of consciousness  
writing



empathy ----- wireframing ----- visual design -----



# Design Process



## User Personas

### Alex Lewis



Age : 28

Occupation : Software developer

Alex has been experiencing feelings of anxiety and stress due to his demanding job as a software developer. He is looking for a mental health app that can help him manage his symptoms and provide him with resources to cope with his job-related stress.

#### Goal

Reduce anxiety and stress  
Learn new coping strategies  
Track mood  
Access profession-specific resources

#### Challenges

Difficulty prioritizing mental health  
Need for easy-to-use app  
Concerns about app effectiveness  
Need for profession-specific resources

#### Motivation

Improved mental health  
better stress management  
Feeling supported  
Access resources on-the-go

#### Frustrations

Complicated apps  
Lack of specific resources  
Concerns about app effectiveness,  
Feeling overwhelmed by job-related stress

### Sarah Johnson



Age : 23

Occupation : Marketing Executive

Sarah has been struggling with depression and anxiety. She has been to therapy before, but due to her busy work schedule, she hasn't been able to commit to regular appointments. She wants support without taking too much time out of her schedule.

#### Goal

Manage depression and anxiety symptoms  
Access mental health resources on-the-go  
Track progress

#### Challenges

Limited time  
Finding user-friendly app  
Privacy concerns  
Preference for evidence-based treatments

#### Motivation

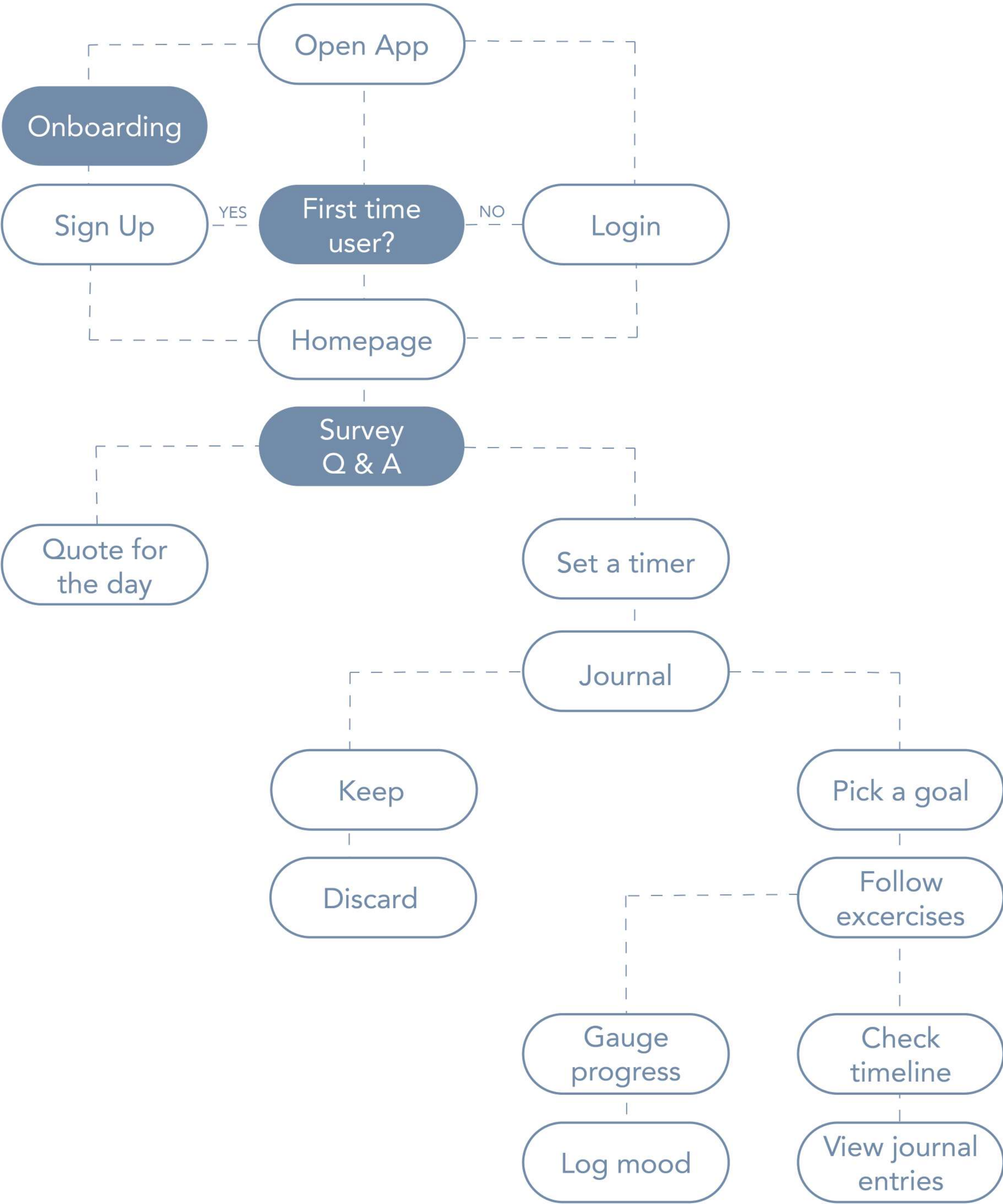
Improved mental health  
Taking control of symptoms  
Feeling connected to community  
Access resources anytime

#### Frustrations

Difficult-to-use apps  
Lack of personalized support  
Feeling isolated  
Concerns about app reliability

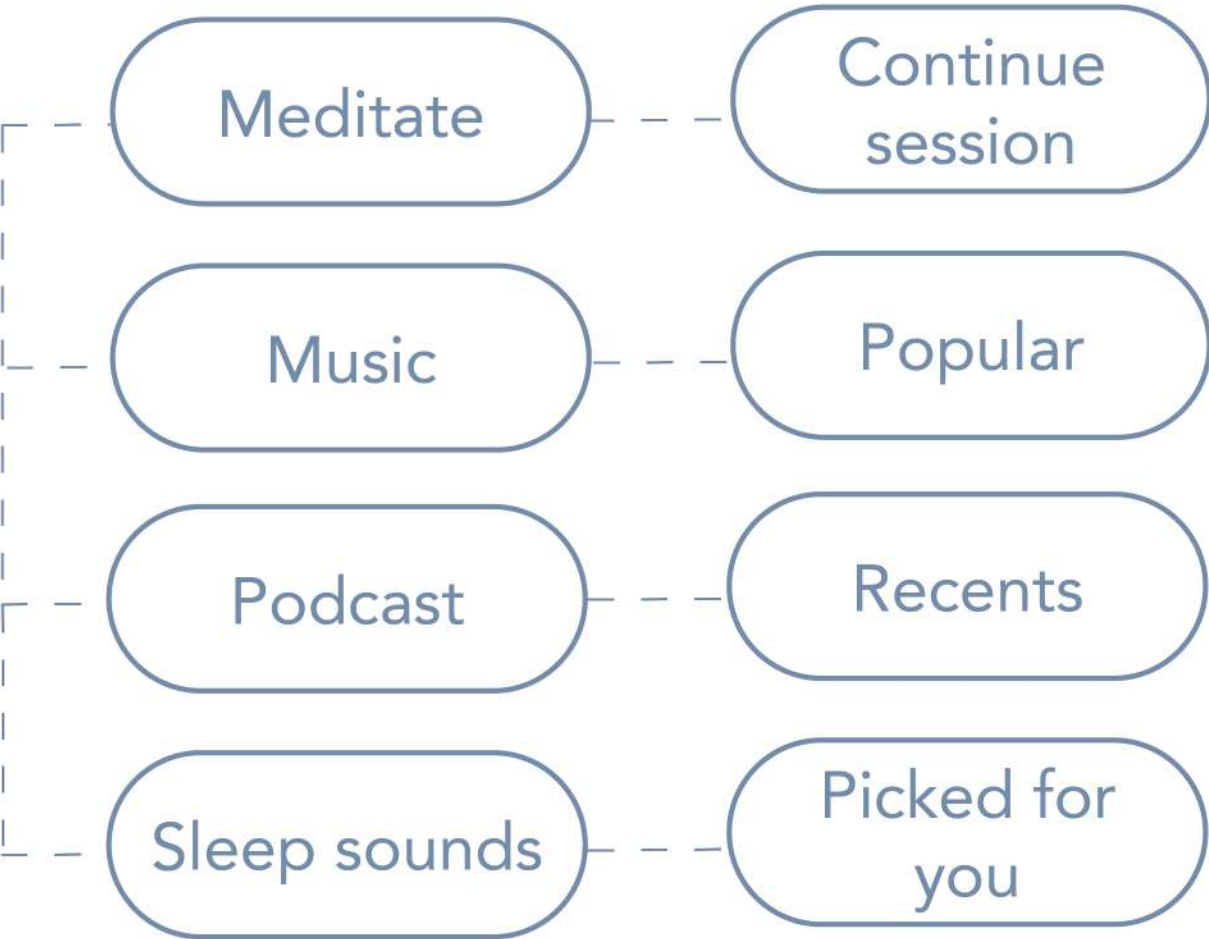
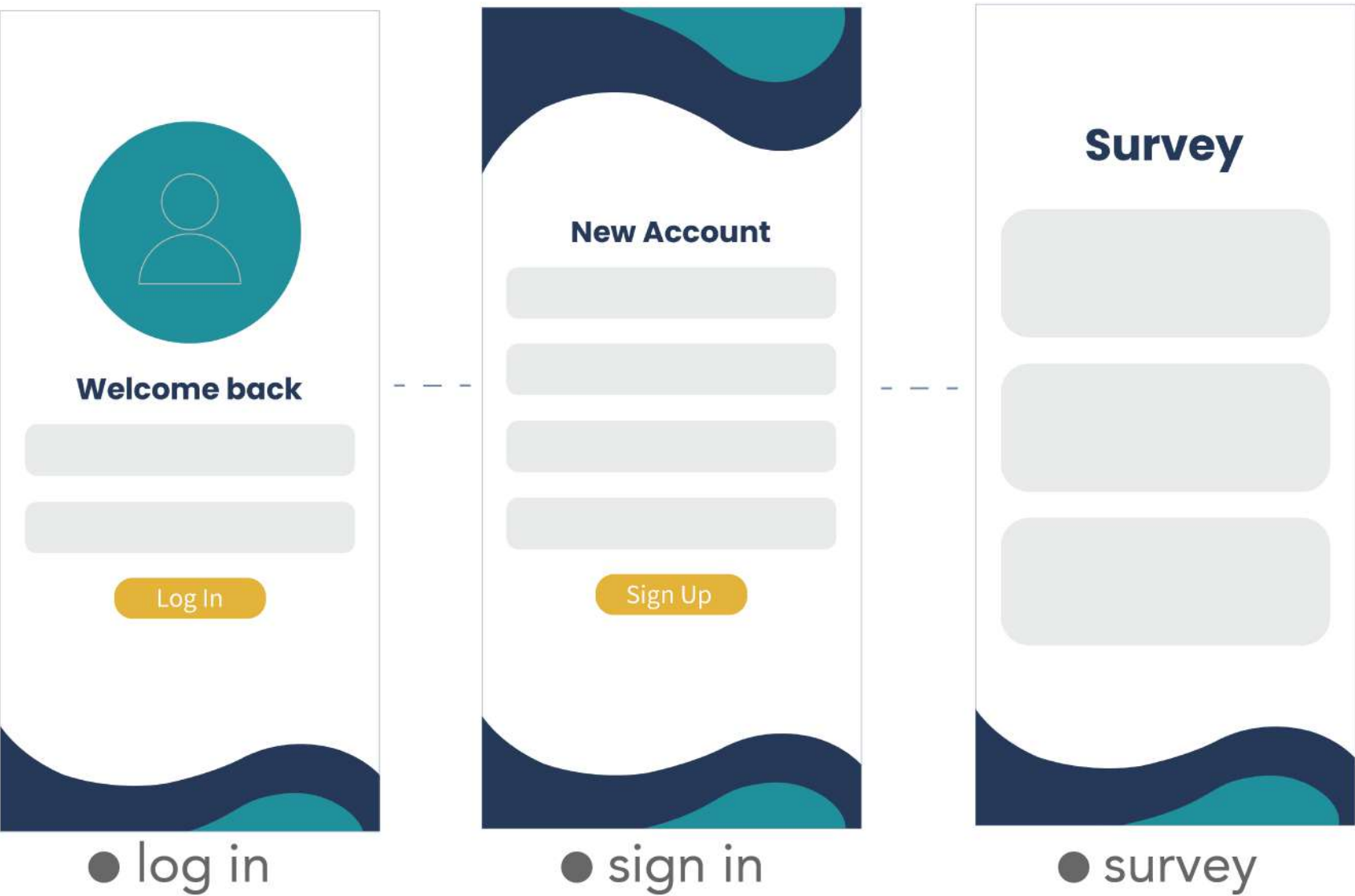


# User Flow

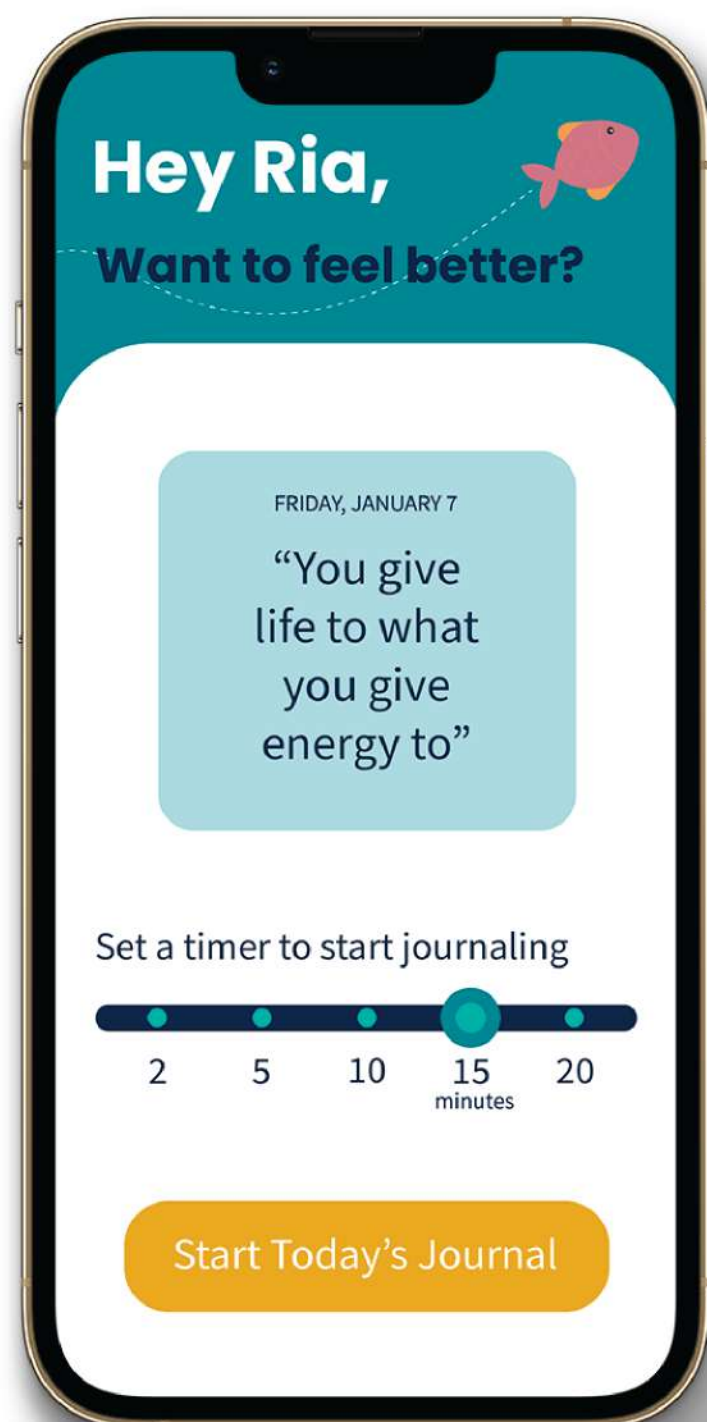


# Wireframes

playful tone







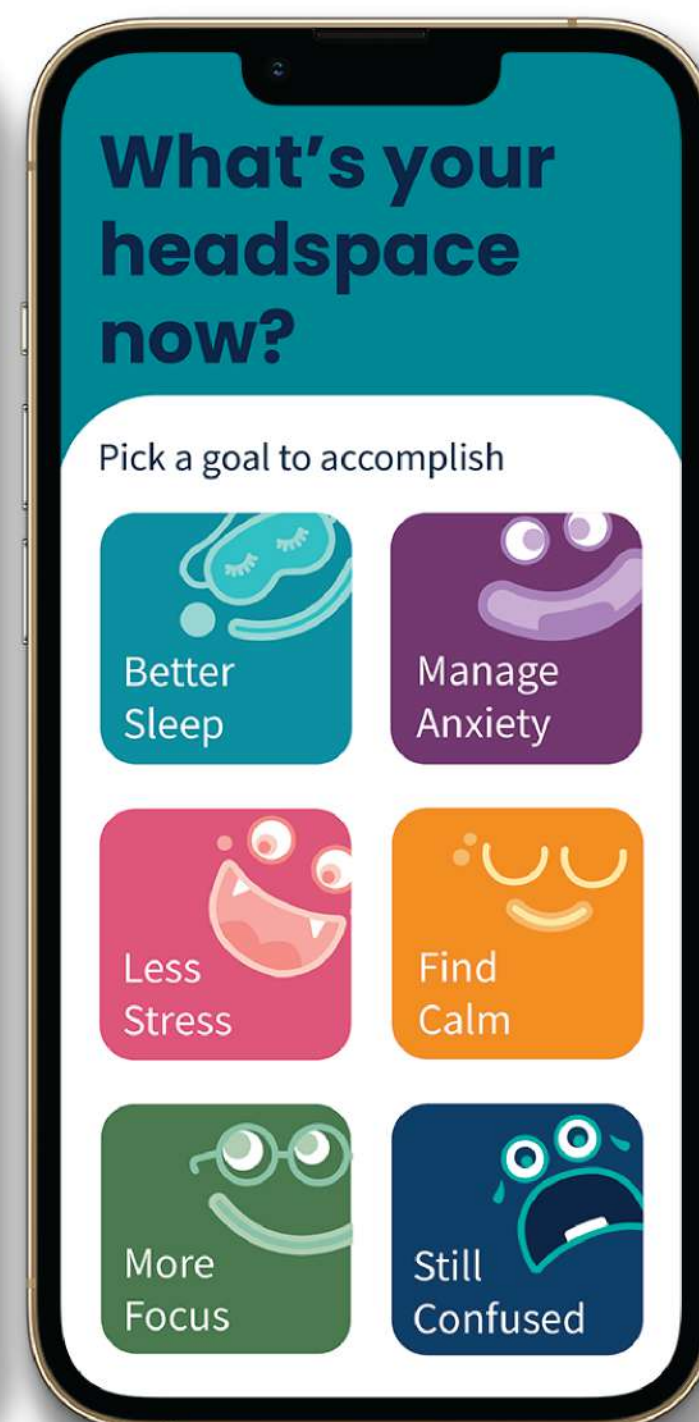
## 1 Set a timer

Set a time limit for you to journal and get in touch with your thoughts



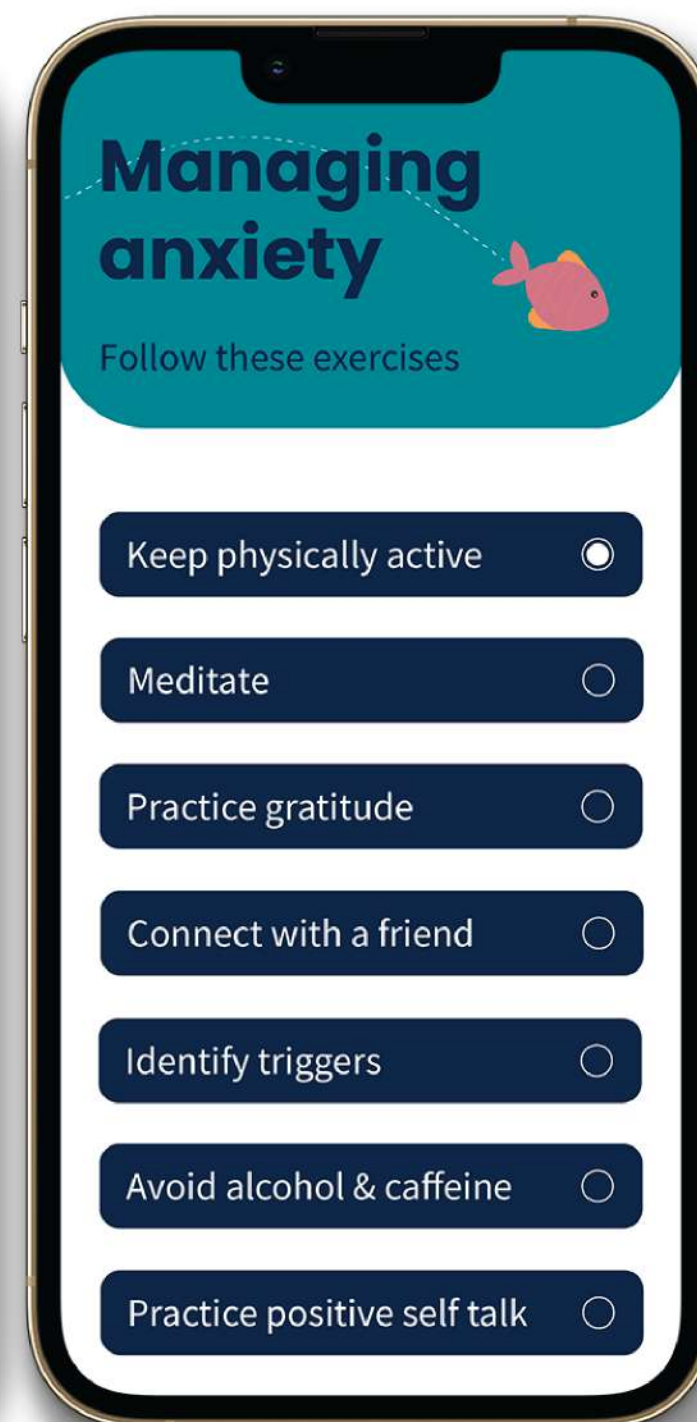
## 2 Journal

Release your stream of consciousness through timed writing



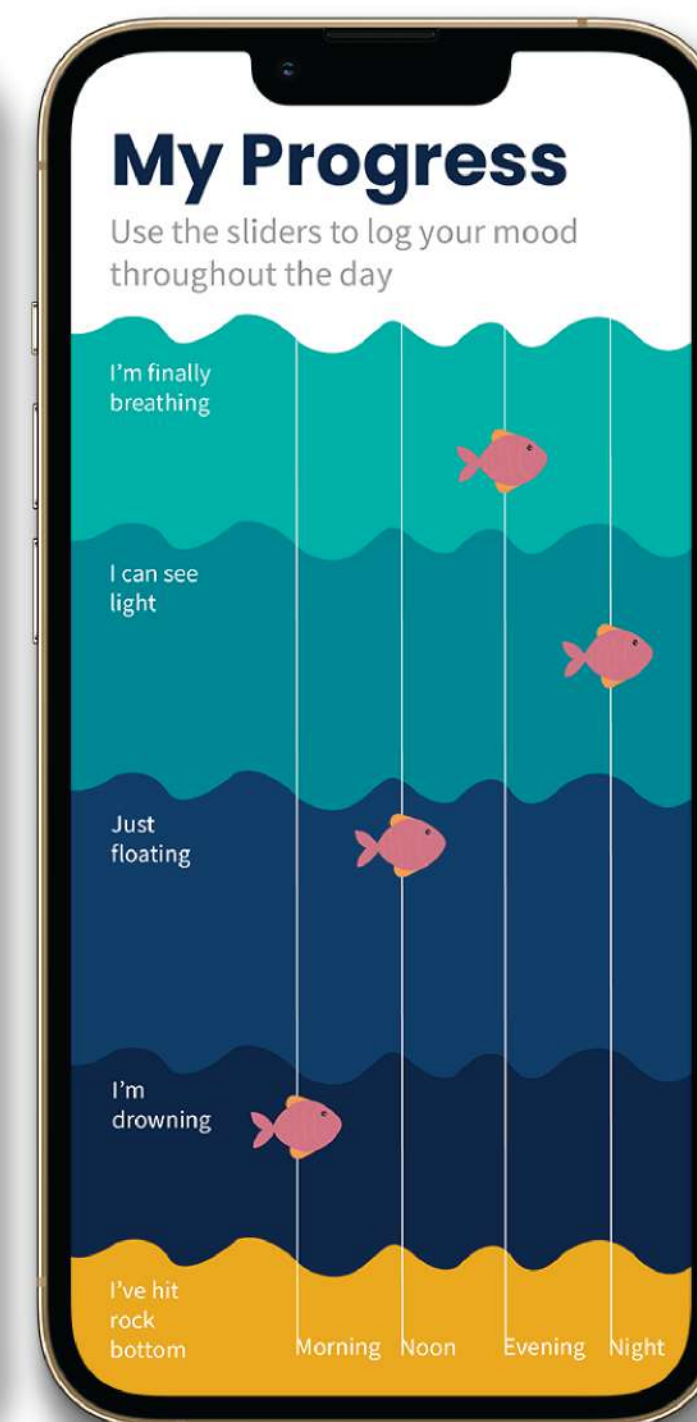
## 3 Focus

Gauge what you need help with after releasing your thoughts in the journal



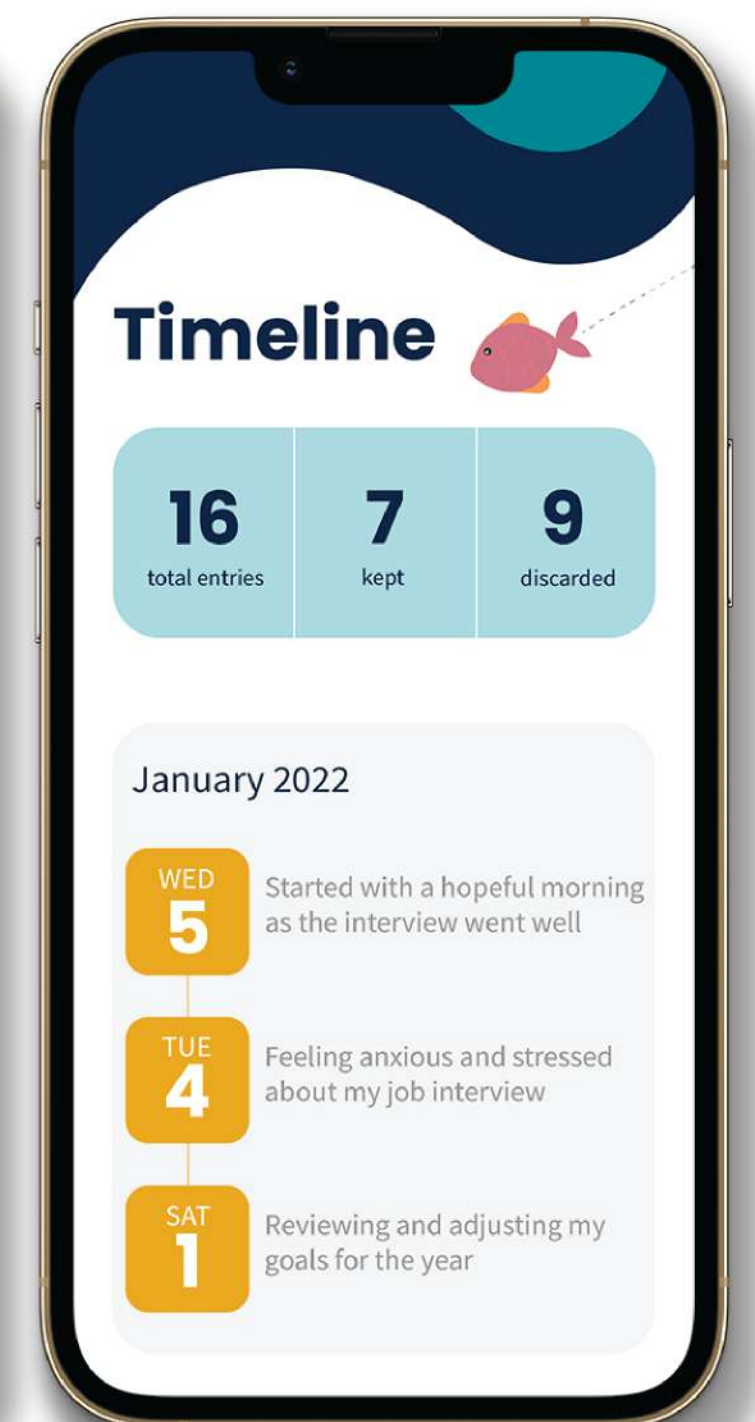
## 4 Mindful Exercises

Employ mindfulness by following the exercises suggested for your current headspace



## 5 Mood Tracker

Log your mood throughout the day to see how you have progressed



## 6 Progress Tracker

Review your mental health journey using the timeline to see your previous journal entries





## Connect with me!

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