

Hi, I am Pramit Singhi.

I am a self-taught designer looking for full-time opportunity.

This is my portfolio, it contains some of my work.

1. Cerebro (Product Design, Frontend project)
2. Pontoon (UX Design, Frontend project)
3. ZestMoney (UX/ UI Design project)
4. Design Sprint (Product Design)

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Cerebro

Overview

A machine learning competitions hosting platform created for the students of IIT Roorkee where they can share latest news, blogs, links to research papers and their approaches and can also practice or compete along with other students to work on their skills.

Organization

SDSLabs, IIT Roorkee

Roles

Product Designer,
Frontend Developer

Tools

Adobe Illustrator, Adobe Photoshop,
Atom Text Editor, GitHub, Chrome Developer Tools



The screenshots illustrate the various features of the Cerebro platform:

- Home:** Shows a dark-themed dashboard with a network graph background. It displays a summary for "John Doe" (4 Practice Questions, 17 Competition Questions, 2 Posts Created) and a "News Feed" section with recent posts from users like Jessie Francis and John Doe.
- Practice Problems:** A section titled "Practice Problems" with a sub-section for "Iris Species". It shows a submission from "John Doe" at 08:27 pm on 20th Apr 2018 with 5 submissions.
- Competition:** A section titled "Competitions" featuring a competition titled "Two Sigma Financial Modelling". It shows a submission from "John Doe" at 08:27 pm on 20th Apr 2018 with 5 submissions.
- User Profile:** A detailed profile for "John Doe", an undergraduate student at IIT Roorkee, India, pursuing Int. M.Sc. course in Mathematics. It includes statistics like 04 Practice Questions, 17 Competitions, 02 Posts Created, and 03 Ranking.
- Leaderboard:** A section titled "Leaderboard" showing a ranking for "John Doe" based on participation and performance.
- News Feed:** A detailed view of the news feed showing posts from Jessie Francis, John Doe, Wang Xiu Ying, and Laura James.
- Previous Competitions:** A list of previous competitions including Iris Species, Mushroom Classification, Prostate Cancer, Titanic Survivors, and Annotated Honey Bee Images.
- Last Attempted Question:** A section showing the last attempted question for "Two Sigma Financial Modelling".
- Posts Created:** A section showing posts created by "John Doe" and others.
- Posts Saved:** A section showing posts saved by "Jessie Francis".
- Performance:** A chart showing performance metrics over time.

Made with: ❤️ SDSLabs

Problem Statement

There has been a drastic increase in the field of Machine Learning and Data Science in industry as many companies are working on ML models for their products to remove human error and improve the product. There are many students who are looking at this field as a good career opportunity. But, to practice there was no website to hold competition inside the college. There is only one popular competition website.

Currently there is no platform to conduct ML competitions for various groups, companies or administration. We have to rely on one platform to hold competitions and for that we require sponsors and money.

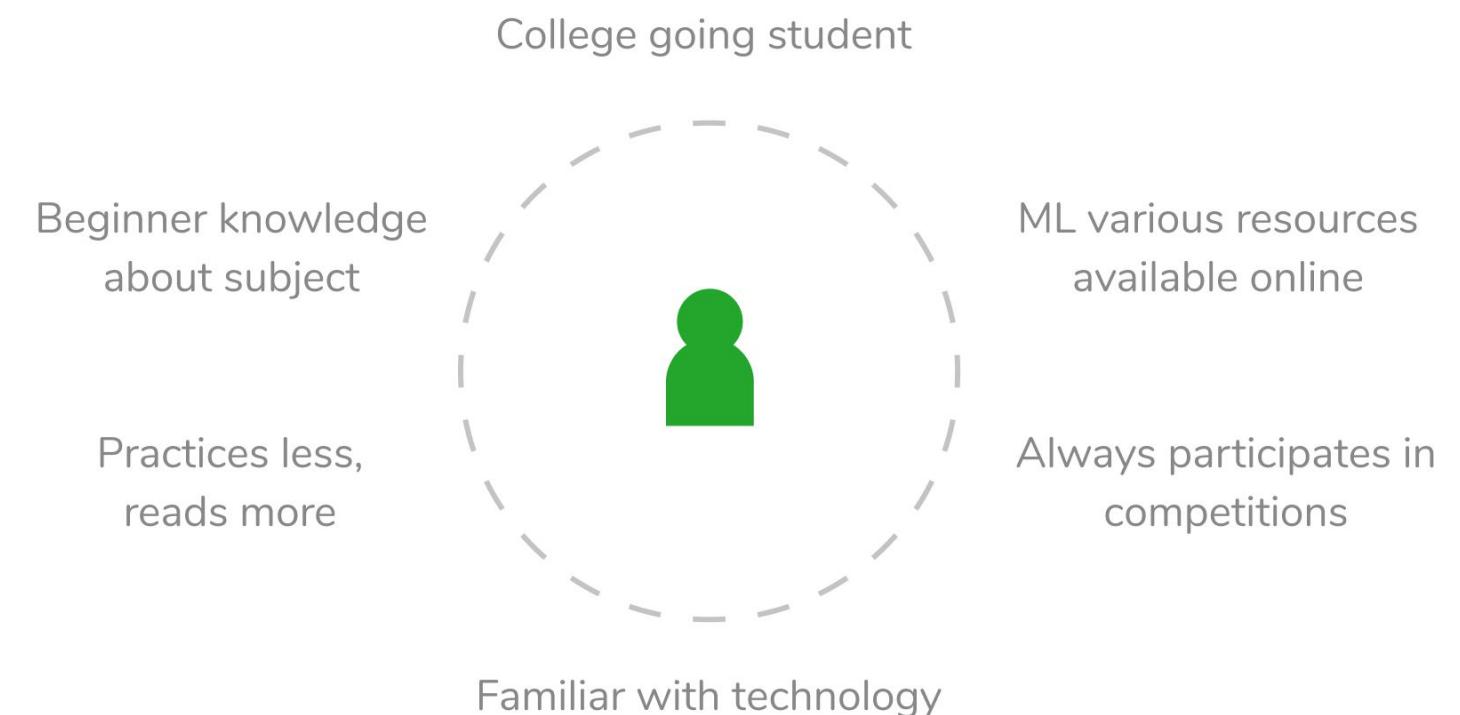
So, there was a need of a college focused competition website to conduct proper test practices, competitions, hackathons and spread ML and data science knowledge.

Process

Keeping these key requirements - Practice, Competitions and spreading the new learnings, for the college students, we at SDSLabs came up with an idea to create a new portal to be run by SDS Data Science Group, IIT Roorkee.

The process -

1. User's problems and solutions to the current system.
2. Information Hierarchy, Wireframe
3. Development



1. User's problem and solution to current system

The main targeted user, as defined in the problem statement, are the students.

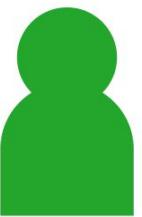
To understand what they are expecting out of the solution, user current journey was mapped.

It was found that the current user had to go through multiple sources to figure out about data science and practice on the international leaderboard of Kaggle and take participation in contests on AV which is not free of cost. They also join multiple groups on FB to take guidance on ML and data science.

So, to overcome we decided to build free of cost competitions holding website and a local leaderboard to understand their ranking in the college level for placements and share a common community for exchange of information.

The user's requirements include a leaderboard, competition website, share information on a common platform of college.

User



Attends a course online

Finds kernels to practice different questions online

Join various groups on Facebook, follows people on medium

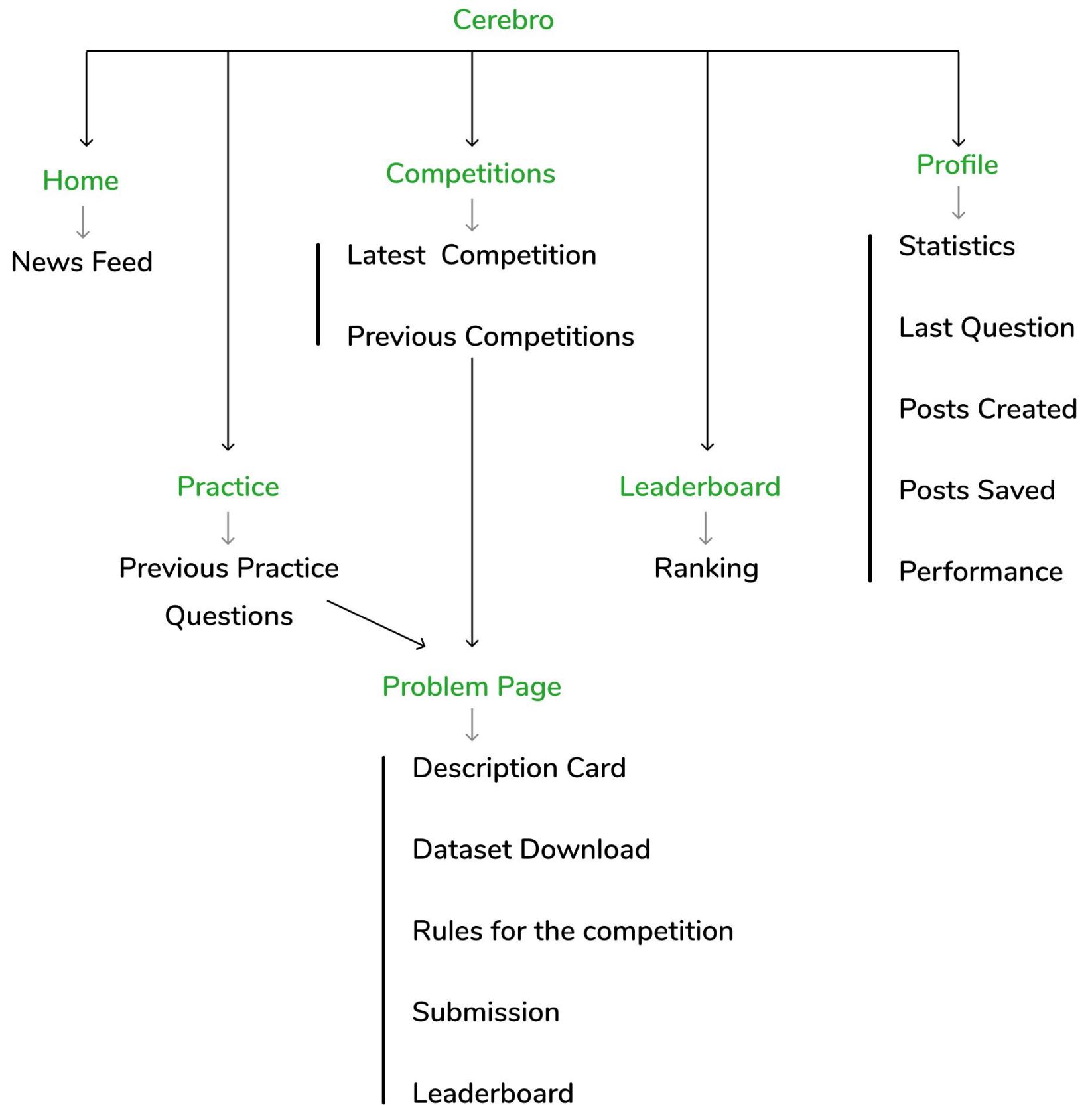
2. Information Hierarchy, Wireframe and Styleguide

The website was divided in header into different sections focusing on major problems.

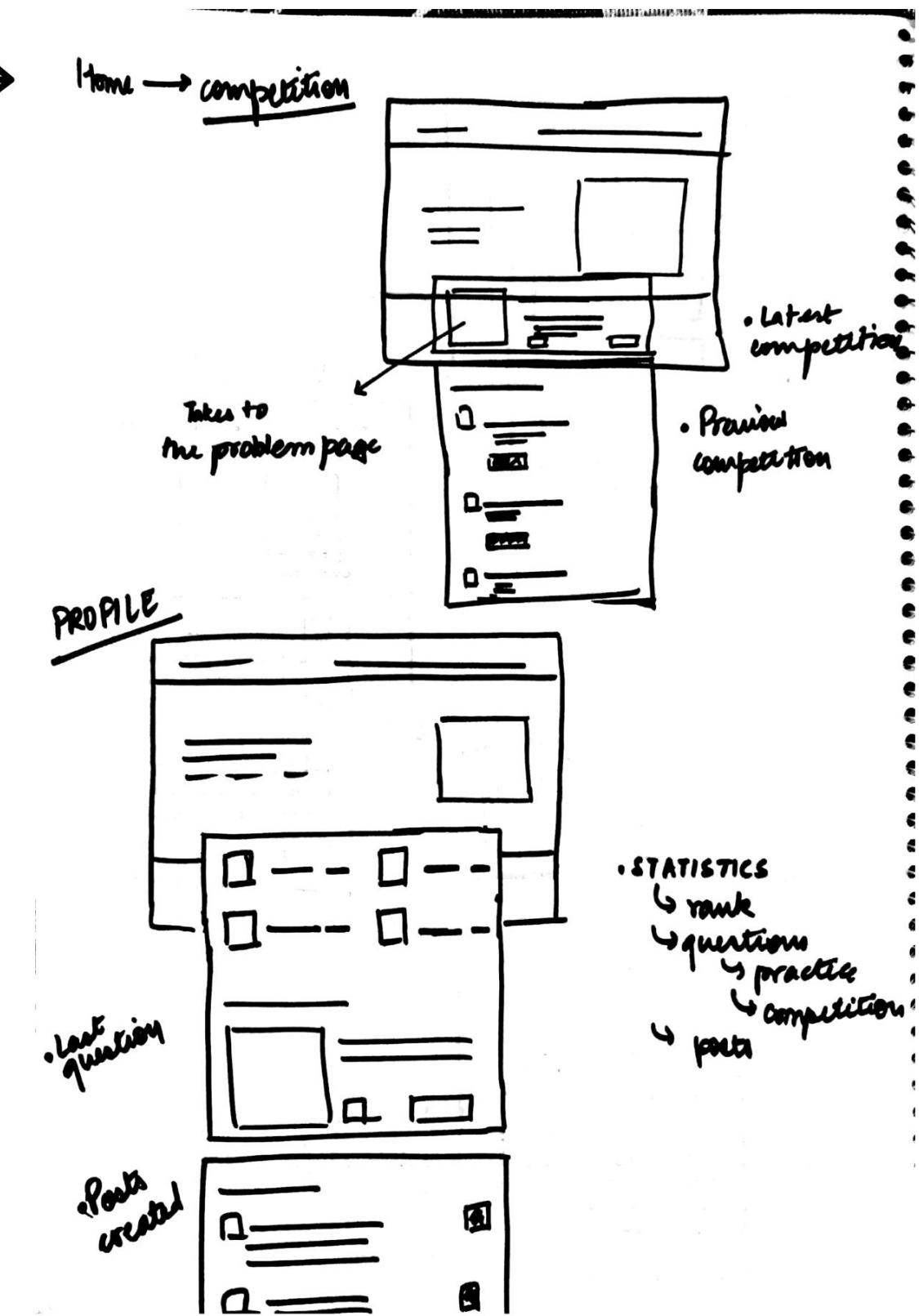
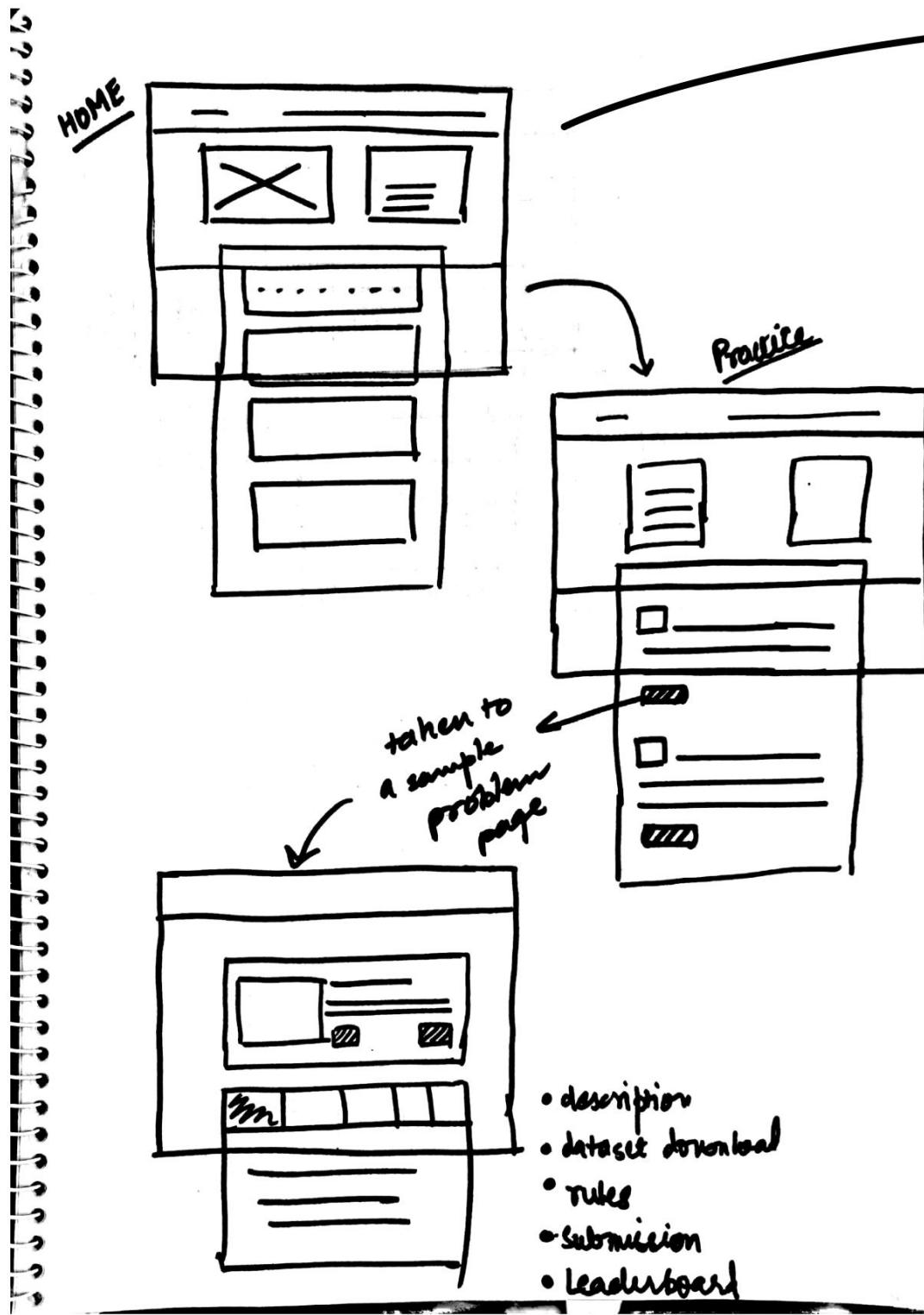
- a) How to make sharing easy?
- b) How to help in practice questions and promote it?
- c) How to keep competitions very distinct?

The answers to these questions helped placing the requirements in the good place.

- a) Sharing was done at the most convenient place where maximum people will look at. It is placed at 'Home'. These posts can be saved and deleted.
- b) Practice and Competition as different sections in the header.
- c) Practice as is more important section, there is a CTA from home which takes it to Practice section.



Final Wireframe for user flow



3. Frontend Development

Languages used include HTML/CSS and Js. It was in MVC architecture. As the site is dynamic, the front-end was done on using the powerful virtual DOM of ReactJs library.

The image displays three screenshots of the CERBRO application interface, each showing a different section: Home, Practice, and Competitions.

Home Screen: Features a dark background with a network graph overlay. A central box contains the text "Torture the data and it will confess to anything." Below this is a "Challenge yourself with the best of the problems in campus." section. A user profile for "John Doe" is shown with statistics: 4 Practice Questions, 17 Competition Questions, and 2 Posts Created. The main content area is titled "News Feed" and lists posts from users Jessie Francis, John Doe, Wang Xiu Ying, and Laura James. Each post includes a timestamp, date, and a short preview of the content. At the bottom right is a green "Back To Top" button.

Practice Screen: Shows a similar dark theme with a network graph. The main title is "Practice Problems". Below it is a descriptive text: "Complete the practice problems to improve your skills. You have no specific rules for the questions here. Work hard and work smart on the data.". A list of practice problems is displayed, each with a thumbnail, title, timestamp, and submission count. Examples include "Iris Species" (5 submissions), "Mushroom Classification" (10 submissions), "Prostate Cancer" (17 submissions), "Titanic Survivors" (17 submissions), and "Annotated Honey Bee Images" (17 submissions). Each problem entry has a "View" button.

Competitions Screen: Displays a dark theme with a network graph. The main title is "Competitions". Below it is a descriptive text: "Compete the competitions and see how much you have learned. Compete with your friends and improve your skills together.". A list of competitions is shown, each with a thumbnail, title, timestamp, and submission count. Examples include "Two Sigma Financial Modelling" (5 submissions), "Iris Species" (5 submissions), "Mushroom Classification" (10 submissions), "Prostate Cancer" (17 submissions), "Titanic Survivors" (17 submissions), and "Annotated Honey Bee Images" (17 submissions). Each competition entry has a "View" button. On the right side, there is a "Submit" button.

Profile

CEREBRO

John Doe
Undergraduate student at IIT Roorkee, India. Pursuing Int. M.Sc. course in Mathematics. Mostly into Computer Vision.

PRACTICE
Number of practice questions you have solved.
04

COMPETITIONS
Number of challenges you have participated in.
17

POSTS CREATED
Number of posts you have shared with everyone.
02

RANKING
Your rank on the leaderboard.
03

Last Attempted Question

Two Sigma Financial Modelling
09:27 pm • 26th Apr, 2018 • 5 submissions
Lorem ipsum dolor sit amet. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. labore et dolore magna aliquyam erat.

Submit

Posts Created

John Doe
11:56 am • 20th Apr, 2018
Lorem ipsum dolor sit amet, sed diam voluptua. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. www.loremipsumgenerator.com

John Doe
10:30 am • 17th Apr, 2018
Lorem ipsum dolor sit amet, sed diam voluptua. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet.

Posts Saved

Jessie Francis
09:27 pm • 26th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Dwight K. Schrute
10:30 am • 17th Apr, 2018
Lorem ipsum dolor sit amet, sed diam voluptua. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et rebum.

Jessie Francis
09:27 pm • 26th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. sed diam nonumy eirmod tempor invidunt magna aliquyam erat.

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Leaderboard

CEREBRO

Leaderboard
Look at the rankings and climb up on the leaderboard to understand your strengths and weaknesses.

Ranking

Congratulations, you have been doing pretty good. You need to focus more and you will be good to go. Your current rank in practice problems is **3**.

Rank	Username	Points Scored				
		Iris Classification	Mushroom	Prostate Cancer	Titanic	Honey Bees
1	Jessie Francis	78.96	81.28	72.25	88.47	68.77
2	Wang Xiu Ying	75.24	78.86	74.98	86.25	71.09
3	John Doe	73.62	76.27	77.54	86.79	67.12
4	Dwight K. Schrute	69.45	74.36	71.22	84.16	67.01
5	Pam Beasley	65.32	74.19	Not Participated	85.37	65.74
6	Lorren James	63.27	73.99	69.78	Not Participated	63.59
7	Michael Scott	62.98	73.61	69.54	Not Participated	64.75
8	Jim Halpert	62.73	73.48	Not Participated	96.14	Not Participated

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Sample Problem

CEREBRO

Two Sigma Financial Modelling
09:27 pm • 26th Apr, 2018 • 5 submissions
Lorem ipsum dolor sit amet. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet.

Submit

Description

Data Set

Rules

Submit

Leaderboard

Money Supply of Australia 1984 - 2016

Australian dollars (billions)

M3, M1, Currency

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Posts Created

John Doe
11:56 am • 20th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet.

John Doe
10:30 am • 17th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet clita kasd gubergren. At vero eos et accusam et justo duo dolores et ea rebum. sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat. At vero eos et accusam et rebum.

Posts Saved

Jessie Francis
09:27 pm • 26th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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Jessie Francis
09:27 pm • 26th Apr, 2018
Lorem ipsum dolor sit amet, Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. sed diam nonumy eirmod tempor invidunt magna aliquyam erat.

Made with ❤ SDSLabs

Features

1. Posting links, blogs and any other material with a 'Post' section which contains markdown options. Reason being that mostly links are shared or code is shared which can be introduced easily in a markdown format.

Create Post Modal



2. Adding team to complete a project. As some of the competitions requires a team to participate. Team request, invites can be sent.

Team

Team

Team cerebro_founders have requested you to join.

Accept

Decline

3. Some of the posts which a user likes can be saved and be looked later in the profile section by clicking on the 'star' button. Similarly posts created by one can also be deleted.

4. Person can add his personal details to introduce himself in a better way by mentioning his/her social links and writing a bio.

Create Team

Create

5. Banner is added on the landing page to introduce or promote any sort of competition or notice through a carousel format.

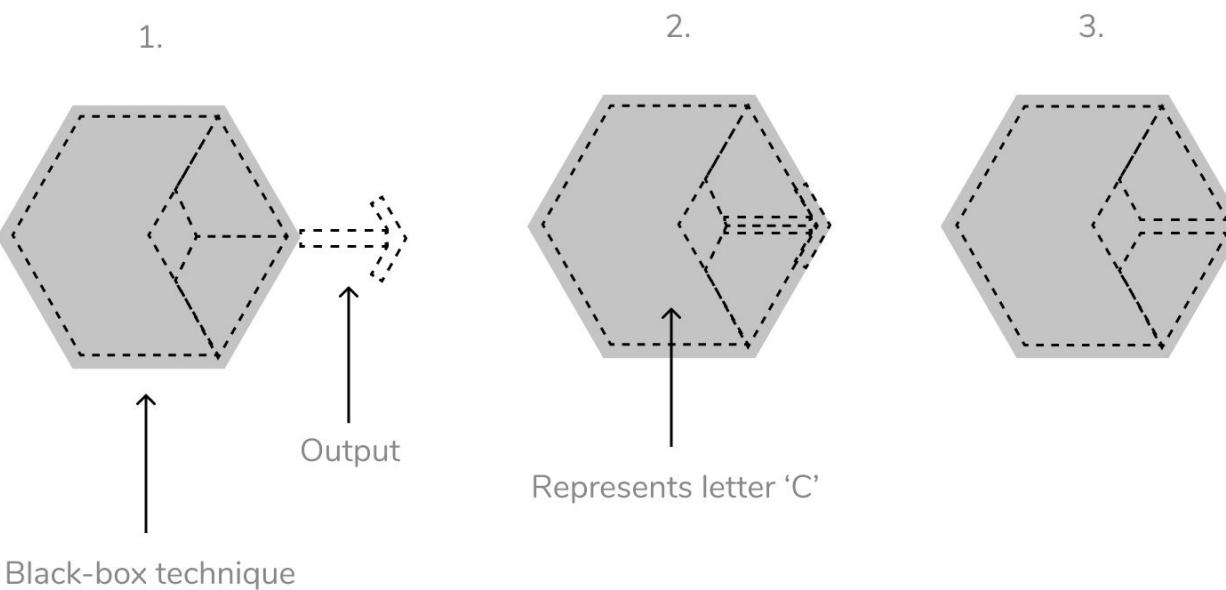
or if you wish to join another team, [Request Team](#)

Request

Logo

The logo presented has a very crude meaning of Machine Learning.

Machine Learning is considered to be a blackbox technique and it always generating an output from a number of inputs.

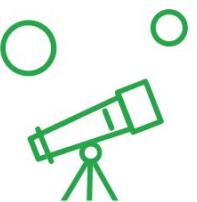


Final Logo



Graphics

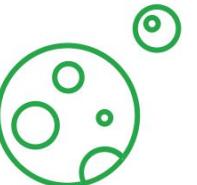
There was requirement of graphics in profile section to present statistics so that they just don't seem like numbers and the graphics were meant to bring a theme to the complete website.



Number of Practice Questions



Ranking



Number of Competitions
Participated



Number of Posts Created

UI Styleguide

1. Font Family :

Heading Font - Montserrat (500) - #24A62D - 16px

Sub-heading Font - Nunito Bold - #000000 - 16px

Content Font - Nunito Regular - #24292e - 14 px (line-height 21px)

(to highlight) Nunito Semi-Bold

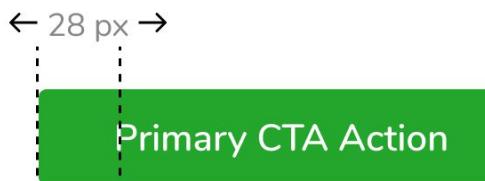
Secondary Content Font - Nunito - #888888 - 12px

Primary CTA - Nunito Semi-Bold - #FFFFFF - 14px

Secondary CTA - Nunito Semi-Bold - #24A62D - 14px

2. CTA Style :

Primary CTA -



Secondary CTA -



3. Colors :

Primary Color -



#24A62D



#087C12

(Dark Shade)



#28B22B

(Light Shade)

Colors for content -



#888888



#24292E



#000000



#FFFFFF

Learnings

1. Worked on the product from scratch.

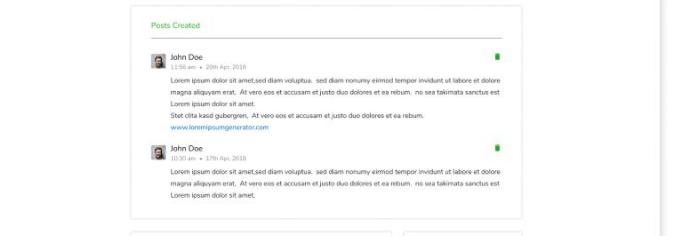
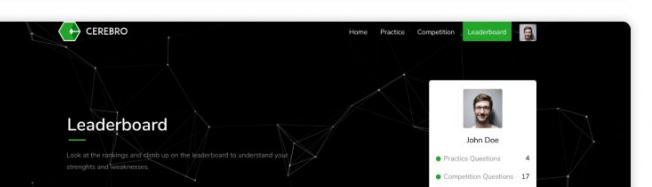
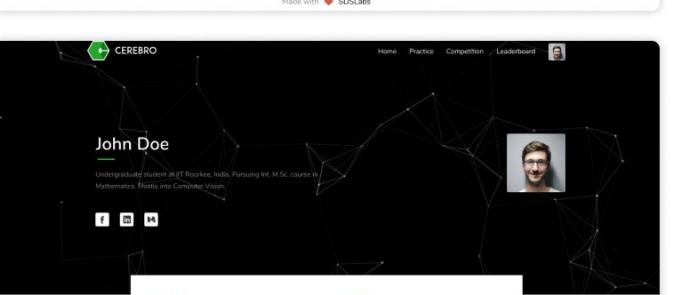
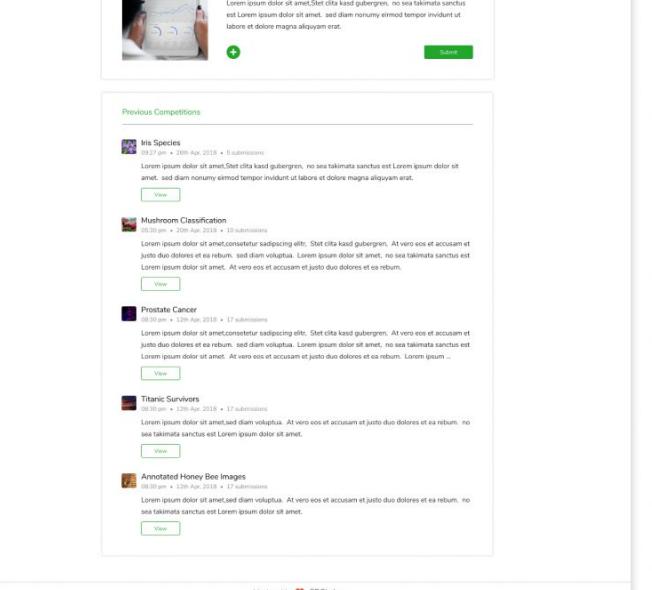
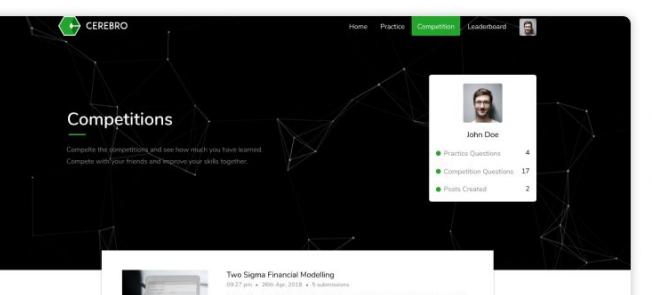
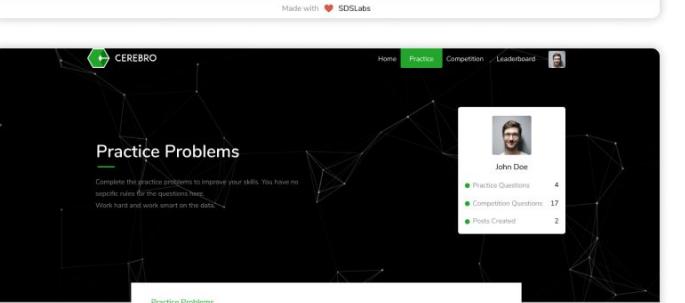
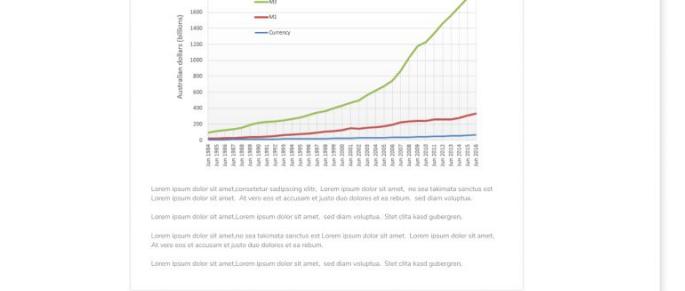
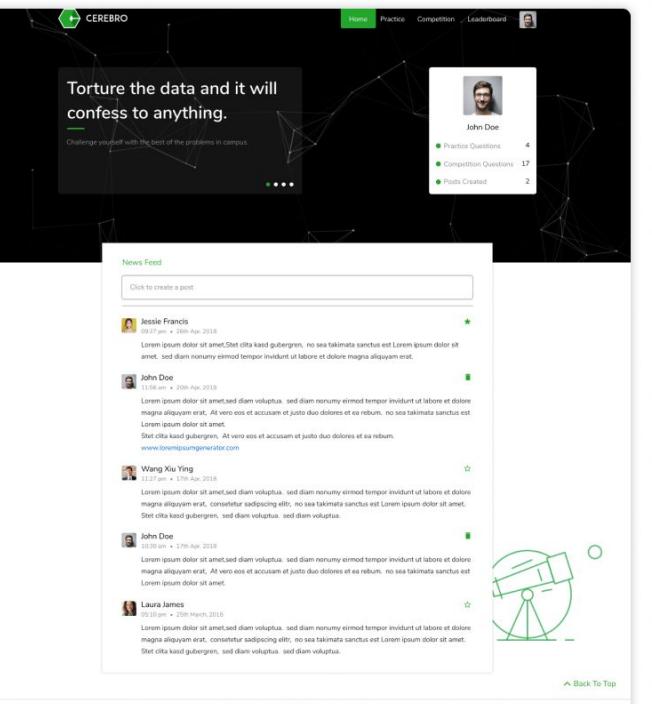
Ideation -> Research -> Wireframe -> Testing -> Development

2. Step into the shoes of user to understand their expectations from a product.

3. Front-end Development using ReactJS library and MVC architecture.

4. Graphic designing and UI guidelines following a particular theme style to bring consistency.

5. Bonus: artificial neural networks! Completed to understand the content and requirements.



Feedback checks

1. The number of submissions in the first competition were around 500 with a total of 42 registered users. The number of users change depending on the kind of question for the competition, e.g. we had a predictive modelling question where the users are less in comparison to CV or NLP question.

2. Major analytical tools can be used to gather the pain point of user mainly in the practice and competition page as they are should be the most used page but due to less people we have never implemented this idea.

Pontoon

Overview

Selected as Google Summer of Code 2018 student developer for improving user experience of the Mozilla's Pontoon. It is an in-context localization tool where contributors help to create translations in all languages with the language mentor who verifies all the translations.

Organization

Mozilla

Roles

UX Designer

Frontend Developer

Tools

Adobe Illustrator, Figma,

Atom Text Editor, GitHub, Mozilla

Developer Tools.



Task

The Mozilla organization as leading the campaign for the free web is trying to connect with everyone in the world. For this they have a localization tool called Pontoon.

The project was described to improve the user experience.

Process

Proposal submitted mentioned about removing the earlier homepage, as it was an in-context localization page and was confusing and create a new homepage along with tutorial.

The major problem which was coming was to retain the users once they are on the site. And that is done if one understands the tool.

The new Homepage was aimed at this point. It is aimed to be easy to understand. Because problem was that the introduction page was not directed on the landing page web address. General design process followed -

1. User Survey

2. Wireframes and Feedback

3. Reiterate and Develop



Earlier Landing Page



Current Landing Page

1. User Survey

Survey form to the current contributors of Pontoon which contained both the quantitative and qualitative questions focusing majorly on quantitative set.

The results were focusing on problems for users -

- a) didn't understand what Pontoon is,
- b) didn't know how it works,
- c) didn't know how to start contributing.

These insights were the guiding stars to understand sections to be included in the homepage. And as it was three major problems, it was decided to build the homepage in scroll-section style.

Pontoon homepage redesign survey

We're kick-starting the Pontoon (<https://pontoon.mozilla.org/>) homepage redesign process. As a first step, we'd like to learn more about your experience with our current homepage.

Note: If you're using a custom homepage (e.g. your team page), you either need to set it to "Default homepage" in <https://pontoon.mozilla.org/settings/> or log out in order to open the default homepage.

If you have any questions, feel free to reach out to us at pontoon@mozilla.com.

*Required

The homepage helped me understand what is Pontoon.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

The homepage helped me understand who is Pontoon for.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

The homepage helped me understand how does Pontoon work.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

The homepage helped me understand how to start contributing to localization.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

The homepage is easy to use.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

The homepage looks attractive.*

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

Did you ever feel confused while using the homepage?*

Yes
 No

Would you recommend Pontoon to your friends?*

Yes
 No

How would you describe Pontoon in a few words?

Your answer

Would you like to let us know anything else?

Your answer

SUBMIT

Never submit passwords through Google Forms.

Homepage User Survey

2. Wireframe and Feedback

These wireframes were shown to the complete pontoon Community on the Discourse channel to know their thoughts.

Although they liked the new design they had a very important question that we should also answer "Why should people contribute to Pontoon?", which lead to include a section of the reason of contribution.

Wireframe - 01

Introduction

Features

Path to first contribution

In-context localization

Footer

Wireframe - 02

Introduction

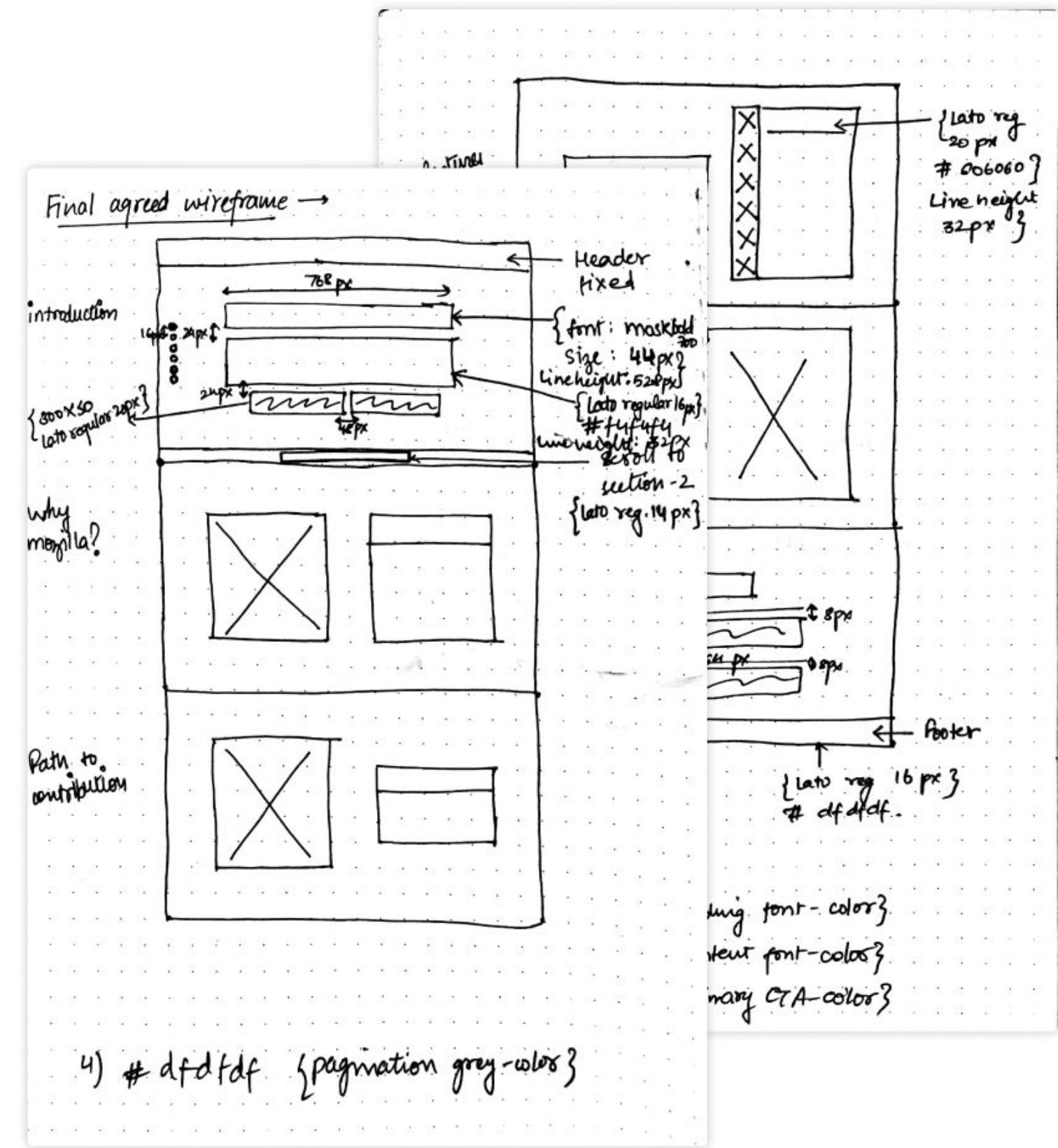
Importance of Localization

Path to first contribution

Features

In-context localization

Footer



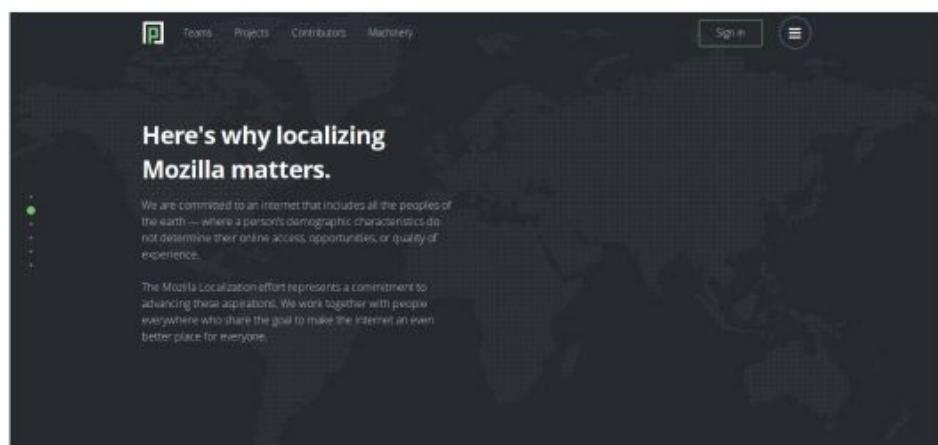
Final wireframe

3. Reiterate and Develop

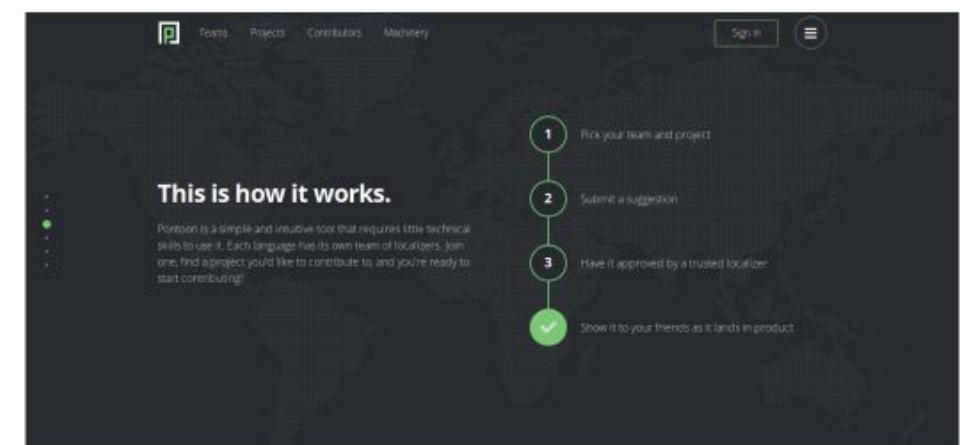
The complete webpage was static so the work was done mainly using HTML/CSS and Js. There was also use of jQuery. The front-end was in the reactJs and Django framework. After all the coding, the complete homepage was separated to new Django app instead of the base app.



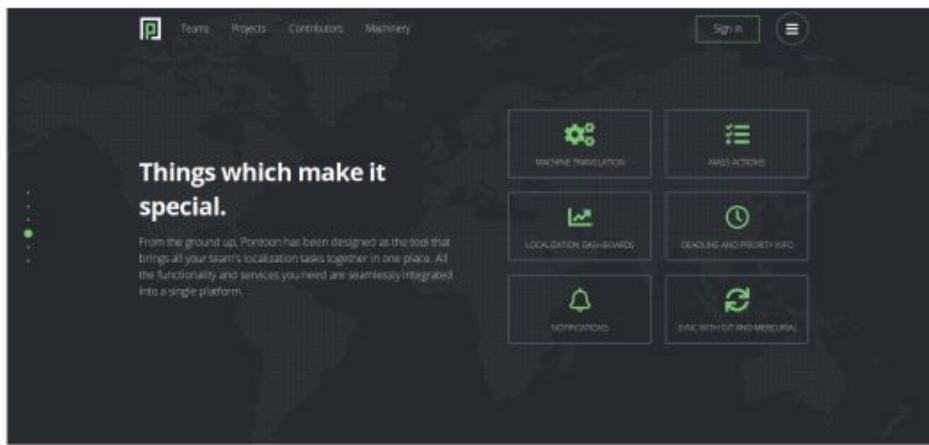
Introduction



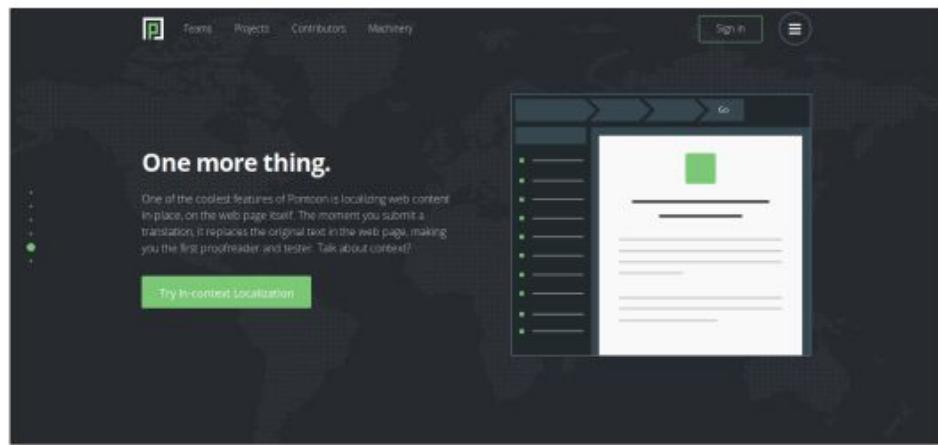
Importance of Localization



Path to first contribution



Features



In-context Localization



Footer

Learnings

1. User research through user survey form.
 2. Continuous feedback and interaction with a large team.
 3. Front-end Development using ReactJs library and Django framework.
 4. Working with Mozilla and the international code standards.
 5. Importance of user copy for a product/ tool in experience.

The homepage is easy to use. *

1 2 3 4 5

Pontoon homepage redesign survey

We're kick-starting the Pontoon (<https://pontoon.mozilla.org/>) homepage redesign process. As a first step, we'd like to learn more about your experience with our current homepage.

Note: If you're using a custom homepage (e.g. your team page), you either need to set it as "Default homepage" in <https://pontoon.mozilla.org/settings>, or log out in order to open the default homepage.

If you have any questions, feel free to reach out to us at pontoon@mozilla.com.

***Required**

The homepage helped me understand what is Pontoon. *

1 2 3 4 5

Strongly Disagree	<input type="radio"/> Strongly Agree				
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The homepage helped me understand who is Pontoon for. *

1 2 3 4 5

Strongly Disagree	<input type="radio"/> Strongly Agree				
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The homepage helped me understand how does Pontoon work. *

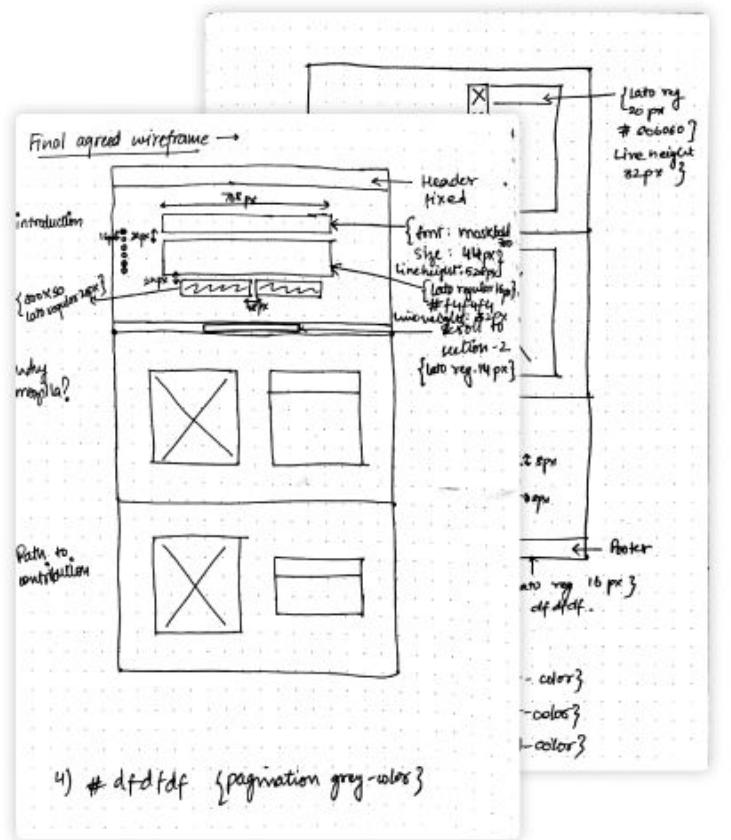
1 2 3 4 5

Strongly Disagree	<input type="radio"/> Strongly Agree				
-------------------	-----------------------	-----------------------	-----------------------	-----------------------	--------------------------------------

The homepage helped me understand how to start contributing to localization. *

1 2 3 4 5

Strongly Disagree	<input type="radio"/> Strongly Agree				
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The screenshot shows the Mozilla Localize homepage with a dark background featuring a world map. At the top, there's a navigation bar with links for 'Teams', 'Projects', 'Contributors', 'Wellness', 'Sign In', and a GitHub icon. The main title 'Localize Mozilla' is prominently displayed in large white font. Below it, a subtext explains the goal of making Firefox available in various languages. There are two main calls-to-action: a green button 'Start Localizing Now!' and a white button 'Take a Tour'. A section titled 'Here's why localizing Mozilla matters.' includes a paragraph about the impact on people and a quote from the Mozilla Localization team. To the right, a circular flow diagram illustrates the localization process: 1. Pick your team and project, 2. Submit a suggestion, 3. Have it approved by a trusted reviewer, and 4. Show it off to your friends as it lands in products. Below this, a section titled 'Things which make it special.' highlights features like 'Everyone works together', 'One place for all your needs', 'All the tools you need', and 'Everyone integrated into a single platform'. On the right side, there's a screenshot of a browser window showing a localized version of a web page. At the bottom, a 'Join us.' call-to-action is followed by a note about the future of Mozilla Localize, another 'Start Localizing Now!' button, and 'Take a Tour' button.

ZestMoney

Overview

ZestMoney is a leading FinTech startup in India where the main service is providing EMIs to the users without much hassle. The internship included working on various projects of different domains like branding, user experience and promotional graphics.

Organization

ZestMoney

Roles

UX/UI Designer

Tools

Adobe Illustrator, Adobe Photoshop



Mail to help@zestmoney.in
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CIN U72900KA2016PTC098008

Regards,
ZestMoney
In our customers we trust

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Mail to help@zestmoney.in

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CIN U72900KA2016PTC098008

ACCOUNT CREATED

Hey Pramit, Thanks for picking us!

Credit account with ZestMoney created. Complete payment for <Product Name> on <Merchant Name> in EMIs without credit card.

We've created a secure account for you to instantly complete your transaction and get the products delivered on time. It's a simple two step process and should not take more than two minutes to complete.

[Complete Your Transaction](#)

You'll need to login with your email id and set a password as the first step.

Remember the faster you complete this step, the faster <Merchant Name> will dispatch <Product Name>.

Regards,
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Mail to help@zestmoney.in

TEXT2

Congratulations Pramit! You've got the money.

Your credit is approved, finish the down payment and get your product.

Finish the down payment, upload the signed NACH form and get your product shipped. We accept payment through Netbanking, Debit and Credit Cards.

[Pay Now](#)

Your down payment will be refunded in case of cancellations by <Merchant Name>. you can find detail of our refund policy [here](#).

Your credit and payment details -

Merchant Order ID	: OP63875902
Total Amount	: Rs. 38,000
Selected EMI Plan	: Rs. 2,000/month (for 14 months)
Down Payment Amount	: Rs. 10,000
Processing Fee	: Rs. 560
Total Amount Payable	: Rs. 38,560

Remember that we will verify the information you shared with us till now and the status of your loan might change based on accuracy of this information.

TEXT4

Happy Shopping,
ZestMoney
In our customers we trust

Chat with us on our site
Call us on 022-39966400
Mail to help@zestmoney.in

TEXT5

Hey Pramit, thanks for the down payment.

<Product Name> is ready to ship. Upload docs and complete the process.

To ship <Product Name> we need you to complete the following steps in this order:

1. Verify your identity using:
 - a. Front of PAN Card
 - b. Driving Licence
 - c. Photo page of Passport
 - d. Photo side of Aadhaar card
 - e. Voter's Identity Card
2. Submit your bank account statements for last 3 months including current month.
Please ensure that this is an account you use often and where your salary is deposited.

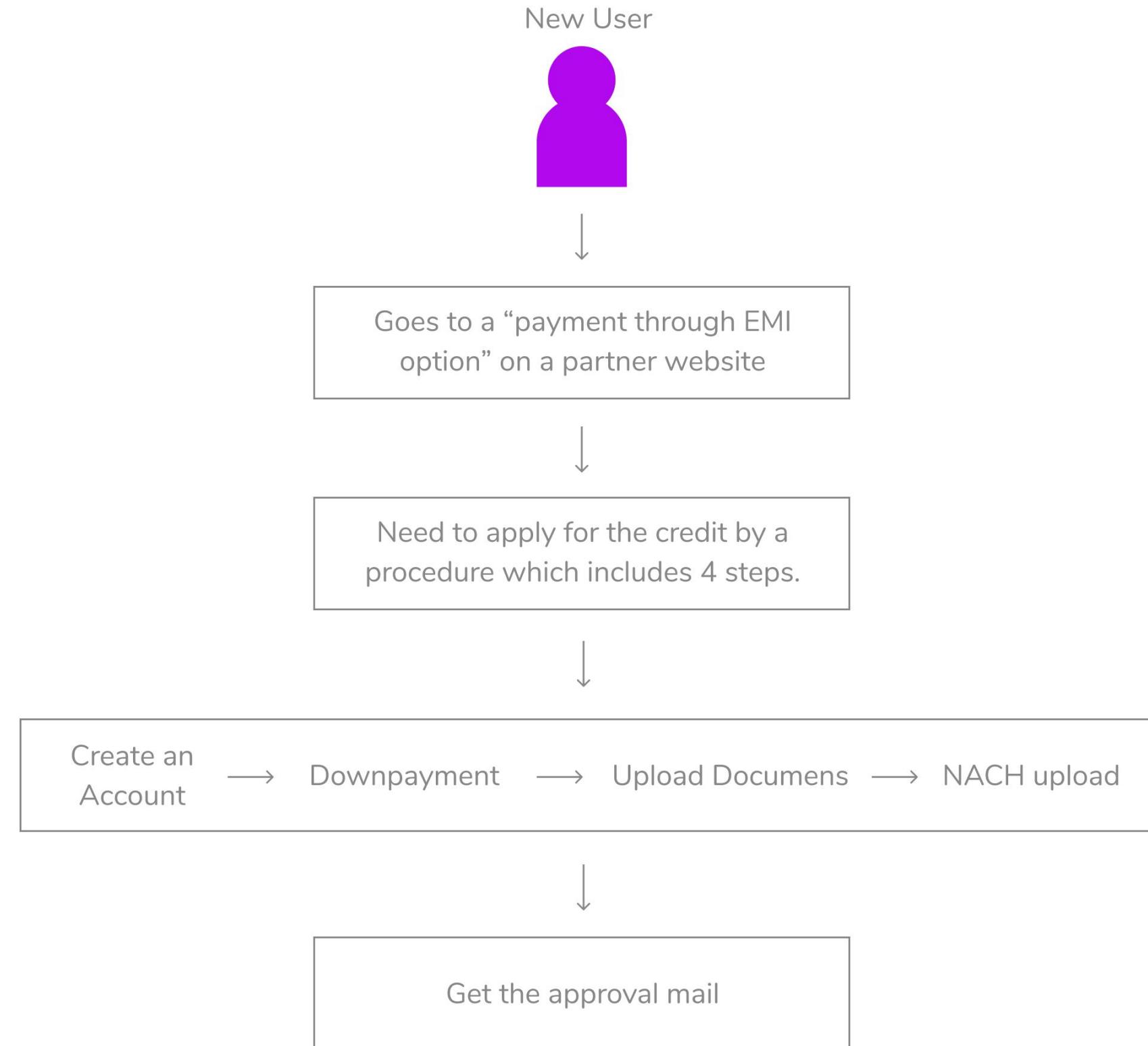
Tasks

ZestMoney provides the service of buying things online using EMI options and is one of the leading startups in FinTech industry. The task provided was to enhance the user experience by making his/her interaction with the service flow comfortable and look easy.

Task-1 :

When a user tries to access the EMI option through Zest on an online store payment portal i.e. post-enrollment, he/she has to go through some steps to secure loan and receive confirmation and important information via email.

1. Create an account
2. Make down-payment
3. Rejected application
4. Upload documents
5. NACH upload
6. Loan approval



Task-2 :

If a user pre-enrol to the ZestMoney on the official website, than all the details can be filled in on the website and there will be a success mail sent at the end with the credit limit.

New User



Task-3 :

After securing the loan and EMI option, the scenarios which are applicable to the user are to sent via the mail.

1. Disbursal mail -- showing all the dates and amount to be paid.
2. Repayment Due
3. Repayment Success

Goes to a ZestMoney website

Fill all the details on the website
and upload the documents

Get the approval mail

Task-4 :

Branding and Marketing promotion design for various social networking platforms.

Process

To enable good interaction with the user and help him understand every step, the mails were designed with a proper theme for the post-enrolment, in a leading format with CTAs to help the user go through the right direction. The after credit approval mails were also designed in the different theme style to create a difference.

The complete work flow can be divided into these sections:

1. User Understanding
2. Information Hierarchy
3. Wireframes

1. User Understanding

The users, were mentioned by my mentor, as the general middle class with an age gap of 22-40 being the primary customers as they are familiar with buying online and thus understand the process and are working age group. Most of them understand the concept of EMI and find familiarity with an online process.

The designs were made keeping them as the primary users. That's why clean and direct mail themes were created. Keeping it minimal.

After loan approval user



Gets a mail about the disbursal



Reminder about the payment on
the scheduled time



Success after payment of EMI

2. Information Hierarchy

As the post-enrollment was the most used method by the customers applying for EMI through ZestMoney, the structure of the post-enrollment mails was fixed to generate a sense of continuity. The steps were -

Title (what the mail was about)

Illustration (to help the user understand)

Description (about the leading step or the current condition)

Call to Action (leading the user in the right direction)

Important information regarding the help or customer service

Signature of the company with seal (to give the feeling of trust)

For the pre-enrollment mail, there is only 1 template which was different as the rest of the procedure will be same as the post-enrollment mails.

After securing the loan, the mails for the disbursement, EMI payment reminder and payment received are designed in one single theme keeping the structure same.



ACCOUNT CREATED

- 2
- 3
- 4



Hey Pramit, Thanks for picking us!

Credit account with ZestMoney created. Complete payment for <Product Name> on <Merchant Name> in EMIs without credit card.

We've created a secure account for you to instantly complete your transaction and get the products delivered on time. It's a simple two step process and should not take more than two minutes to complete.

Complete Your Transaction

You'll need to login with your email id and set a password as the first step

Remember the faster you complete this step, the faster <Merchant Name> will dispatch <Product Name>.



Regards,
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Mail to help@zestmoney.in



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3. Designed Mails

The mails as discussed were divided into three different sections-

1. Applying for loan mail series

Account Created

Make Downpayment

Upload Documents

Upload NACH

Success Loan Approved

Failure Loan Rejected

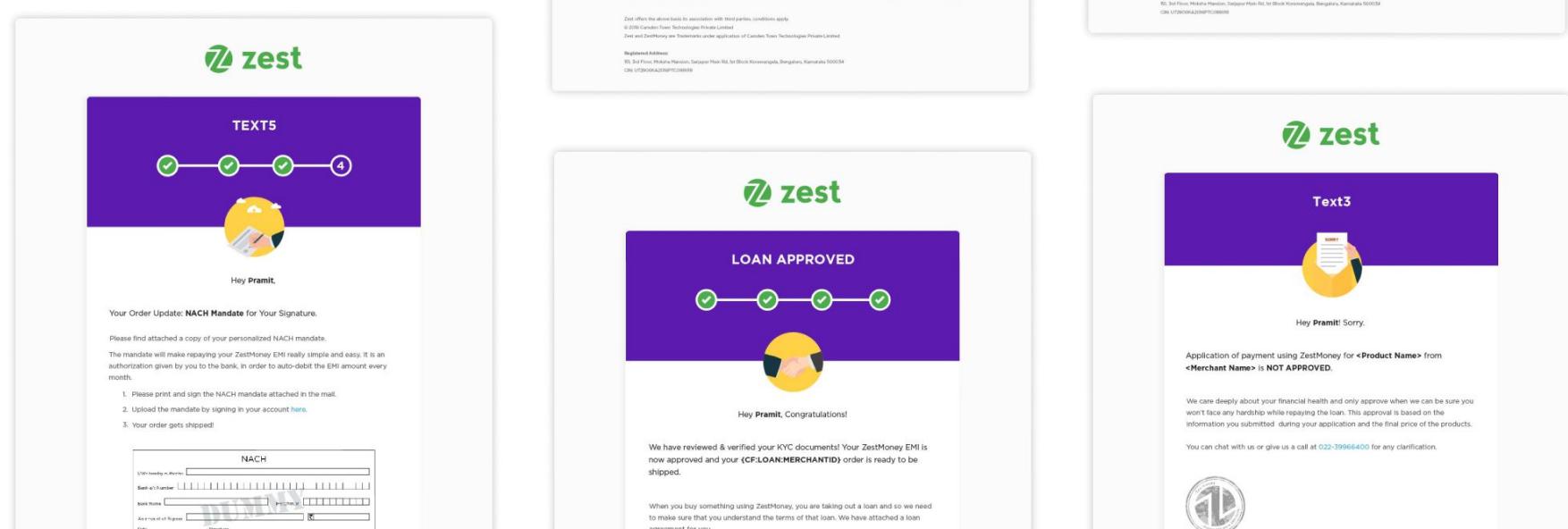
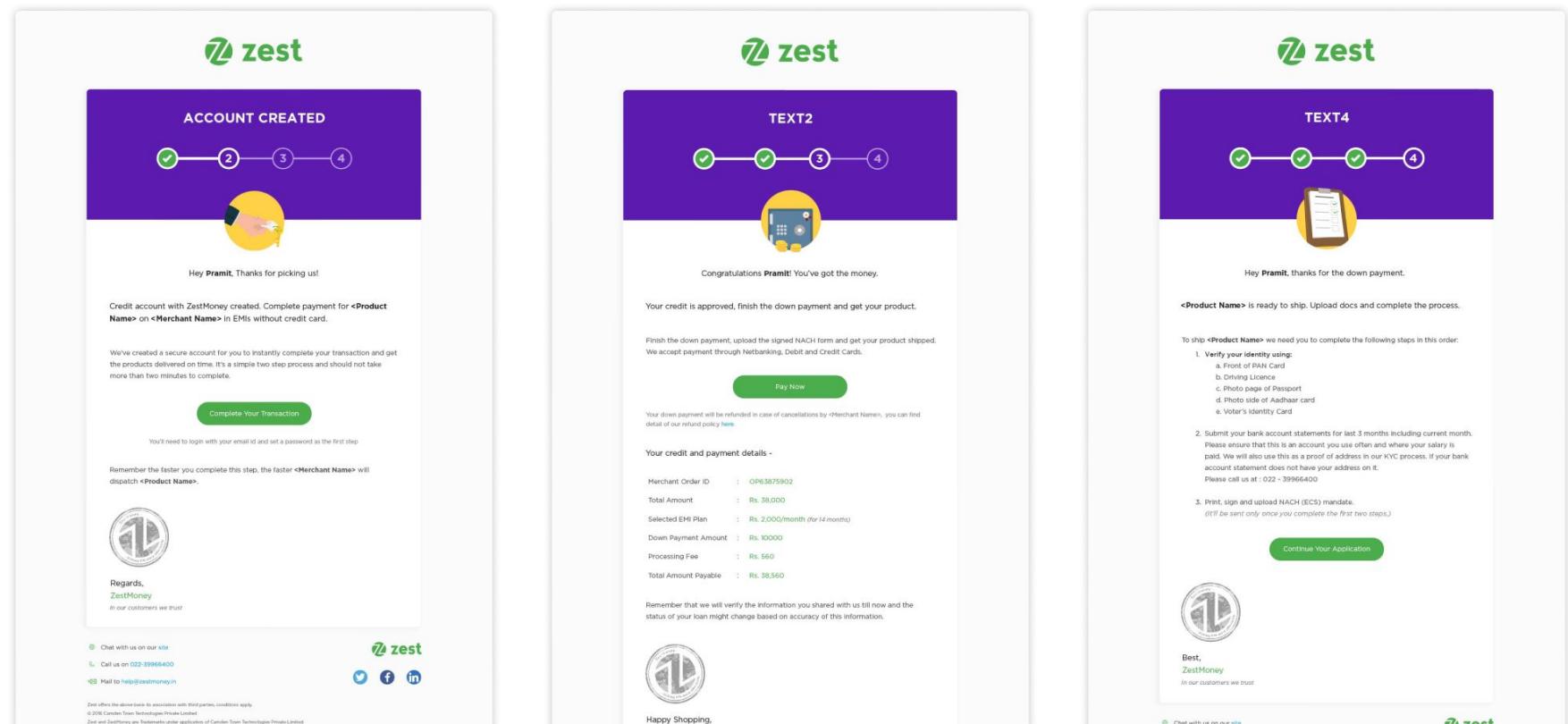
2. Pre-enrollment Success Mail

3. After credit approval

Disbursal

Repayment Due

Repayment Success



Pre-enrollment Success

z zest

PRE-ENROL SUCCESS

Hey Pramit, congratulations!

You have been pre-approved for a credit limit of **Rs. 1,98,000**. Start using ZestMoney EMI with our partners.

You can buy a variety of products. So, go ahead and start shopping!

Mobiles and Tablets

Valuecart | Overcart | EMI Dukaan

Laptops

Valuecart | EMI Dukaan

Furnitures

Zefo

Jewellery

Johari Bazaar

And Lots More...

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z zest |

After Credit Approval

z zest

DISBURSEMENT

Dear Pramit! Greetings from ZestMoney.

We hope everything is going great at your end. We are glad that you chose ZestMoney EMI to make your purchase on <Merchant Name>.

Repayment Schedule

Date	Principal	Interest	Fee	Payment Due	Balance
1. 26-09-2016	5,000.00	150.00	0.00	5,150.00	15,000.00
2. 26-10-2016	5,000.00	150.00	0.00	5,150.00	10,000.00
3. 26-11-2016	5,000.00	150.00	0.00	5,150.00	5,000.00
4. 26-12-2016	5,000.00	150.00	0.00	5,150.00	0.00
Total	20,000.00	600.00	0.00	20,600.00	20,600.00

Track your loan and see all your details all in My Accounts.

My Accounts

Paying your EMI:

- Remember that you can repay all or part of your outstanding EMI at any time, with NO PENALTY.
- When you use ZestMoney, you are availing a loan, and are legally bound to make your monthly EMI payments on time.
- Delaying repayment means you could get charged a penalty by the lender and reported to the credit bureaus - which could affect your chances of getting any loans in the future.

Here are a few benefits you will get for being an early member with the ZestMoney family:

- When you take out another loan using ZestMoney in the future we will waive some of the fees.
- You will be first to be entered into our Zest Elite loyalty programme.

If you need any assistance, you can reach us on **022-39966400** or email us at help@zestmoney.in.

Regards,
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z zest |

z zest

PAYMENT DUE

Hello Pramit!

Your ZestMoney EMI of **Rs.5000** is due on **01-01-2016 00:00:00** for your product order <Product Order no.>.

This money will be auto-debited from your bank account, as per the NACH you originally set up. We request you to ensure sufficient balance in your bank account. In certain cases, if NACH registration gets delayed or failed, we send the payment link to pay your EMI.

Check your complete account information on our site.

My Accounts

If you need any assistance, you can reach us on **022-39966400** or email us at help@zestmoney.in.

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z zest |

z zest

PAYMENT RECEIVED

Hello Pramit, thank you!

We have received payment of **Rs. 3,068** towards ZestMoney EMI for your product order <Product Order no.>.

Check your complete account information on our site.

Account Information

If you need any assistance, you can reach us on **022-39966400** or email us at help@zestmoney.in.

Regards,
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Chat with us on our site | **Call us on 022-39966400** | **Mail to help@zestmoney.in**

z zest |

4. Graphics

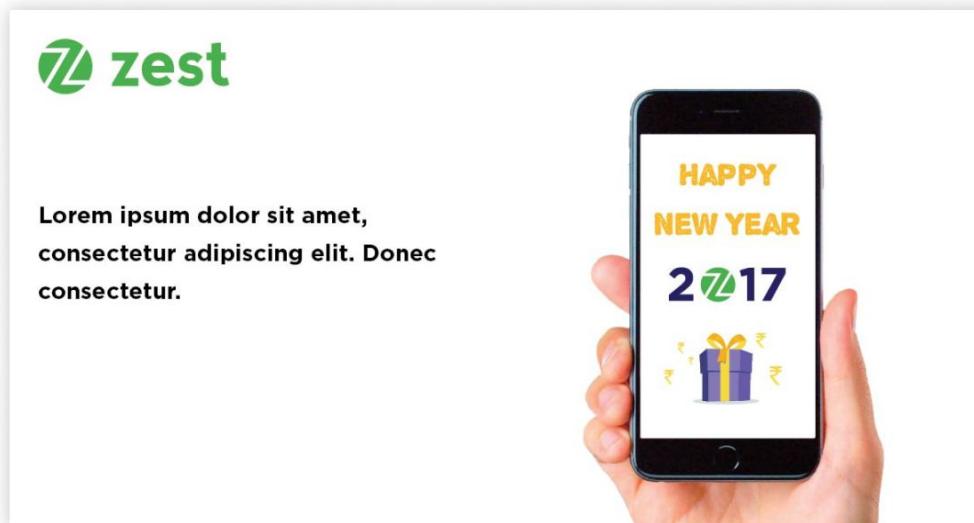
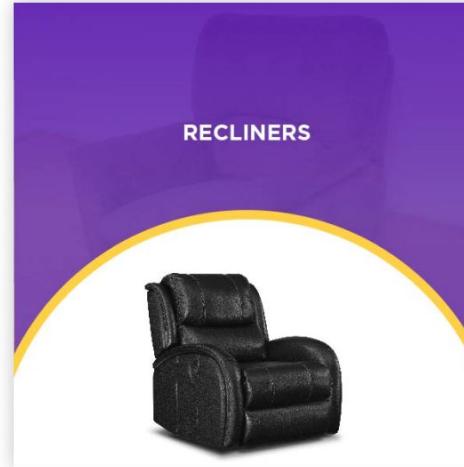
① Products in cart from our merchants

 Mobile	Total Amount
 Furniture	
 Laptops	

Add more

② Payment Using

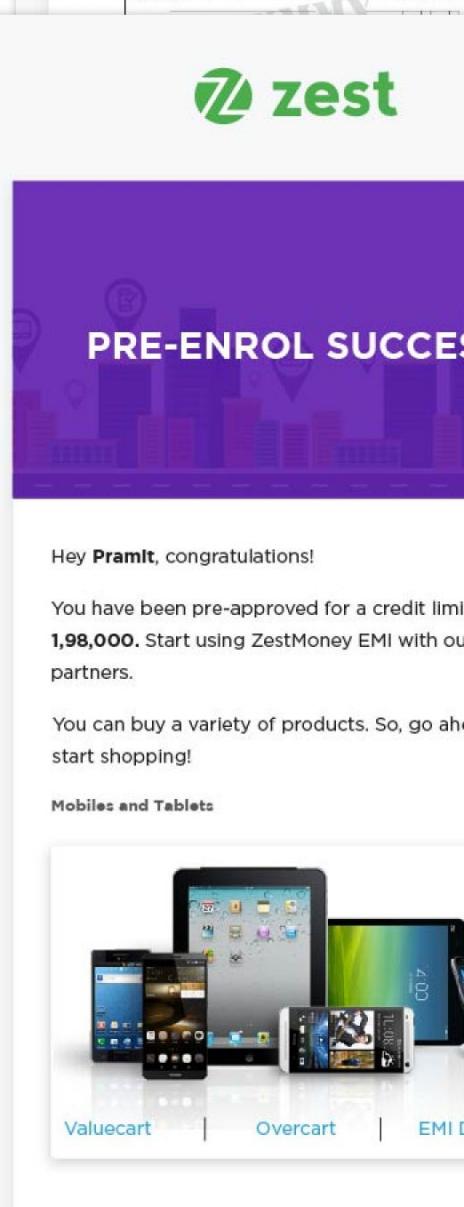
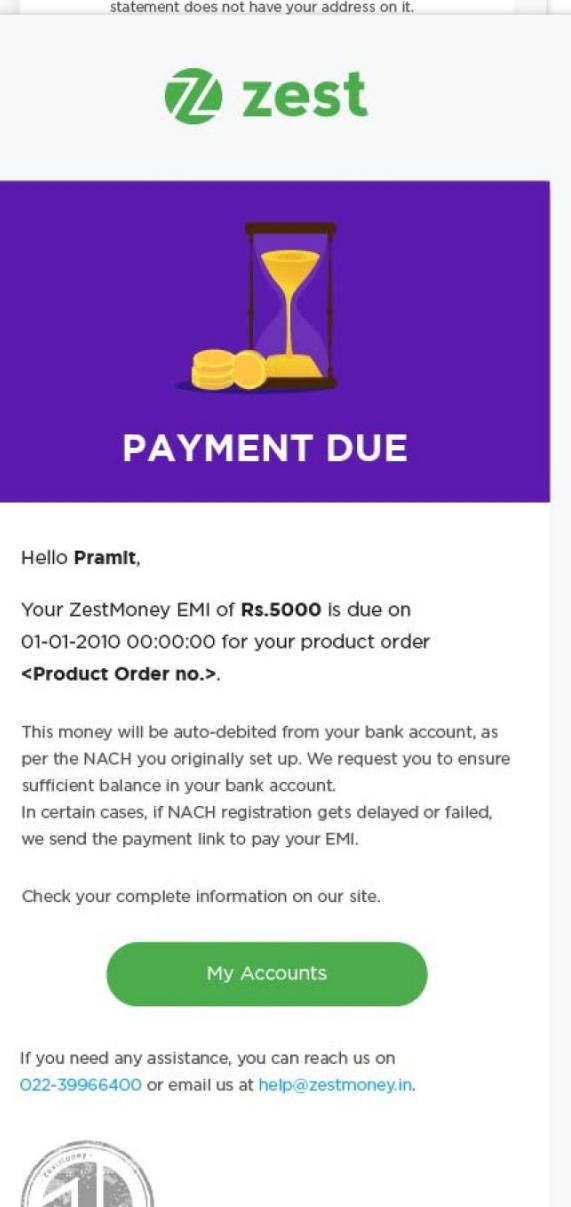
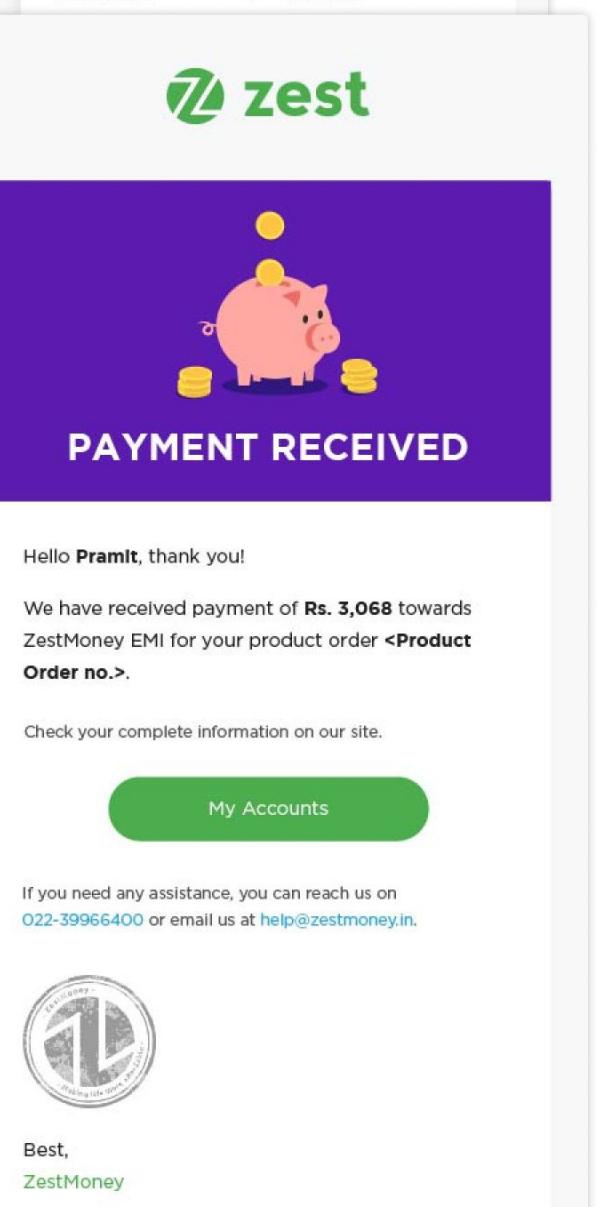
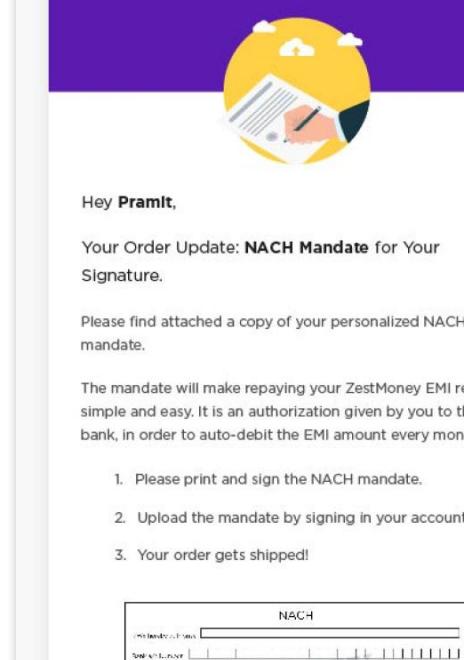
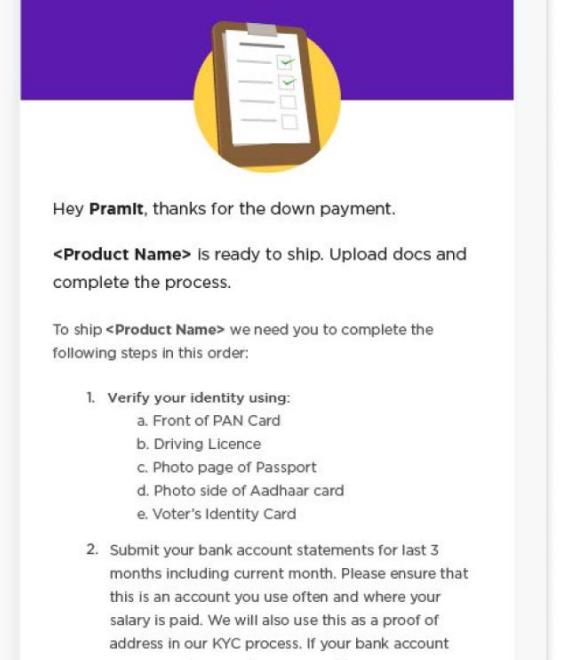
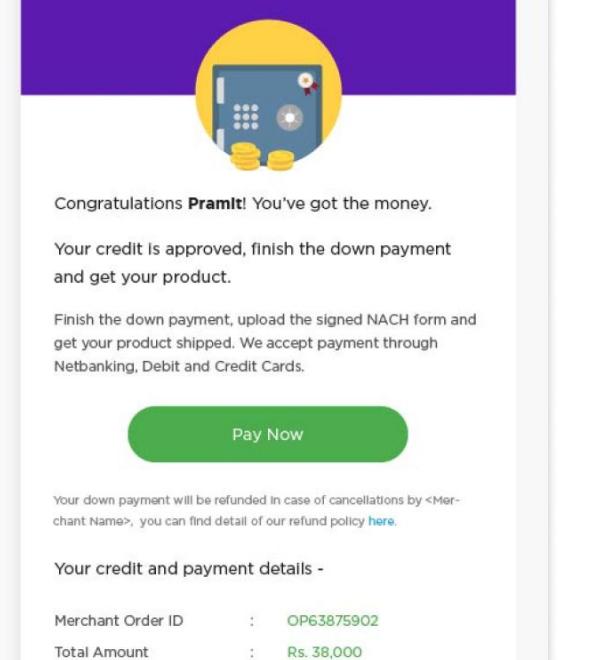
 ZESTMONEY EMI



Mobile Screens

Learnings

1. Importance of user trust in a fintech startup.
2. Desktop and Mobile versions of mail template.
3. Worked on a fixed UI style guide for all the products.
4. Color theory.



E-Rick

(Design Sprint Case Study)

Overview

2 days design sprint was conducted with a problem statement focusing on the unavailability of e-rickshaws in the campus. The team worked on proposing an application along with the help of administration to focus on the problems of unavailability, payment methods and route optimization.

Organization

SDSLabs

Roles

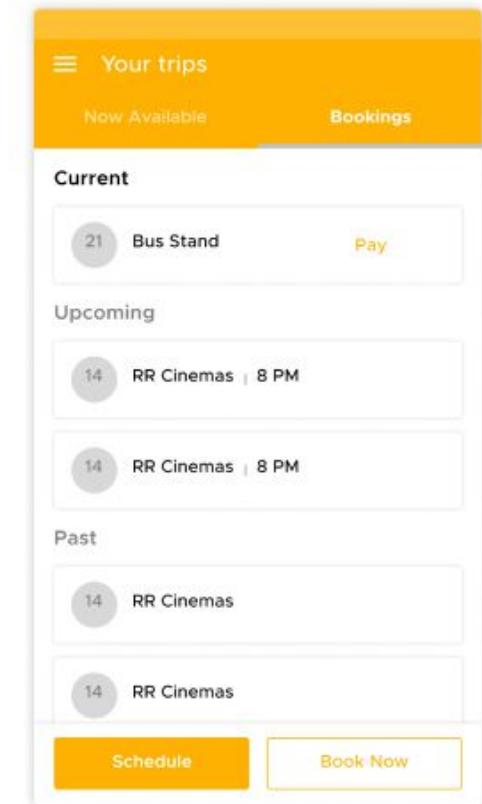
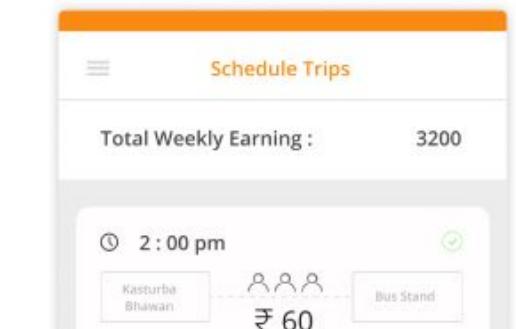
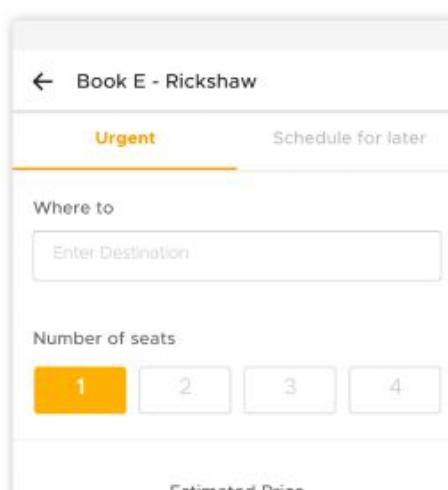
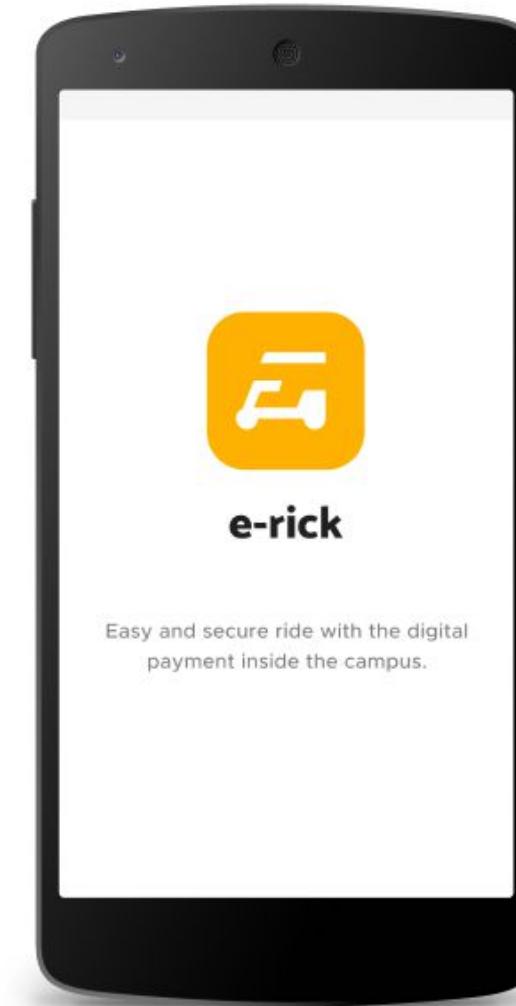
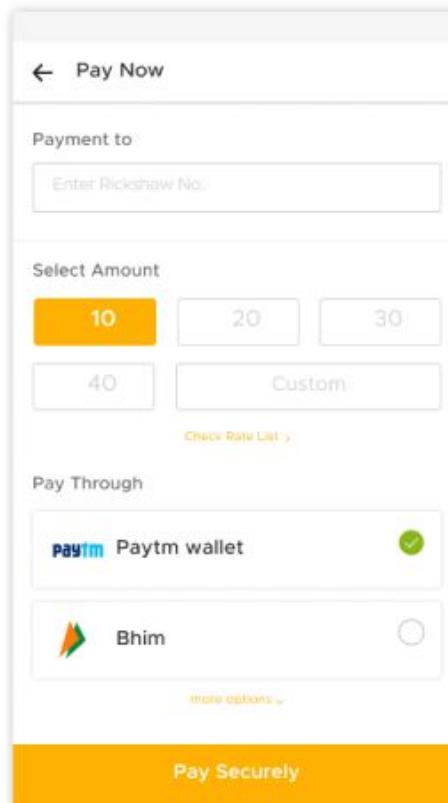
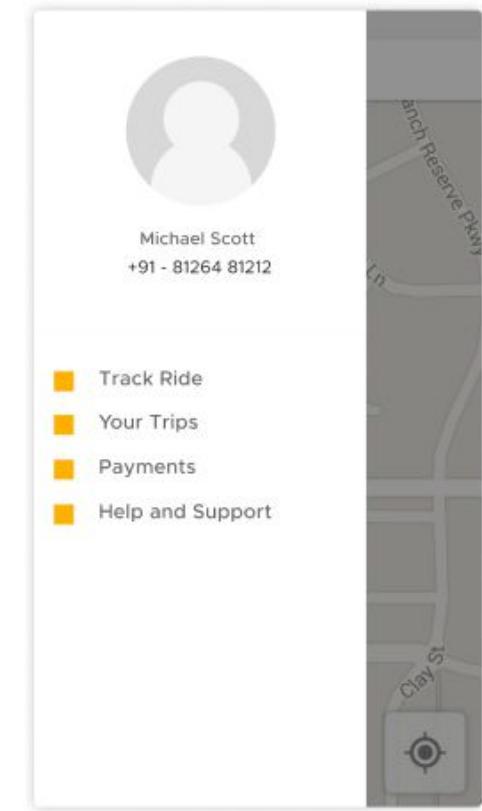
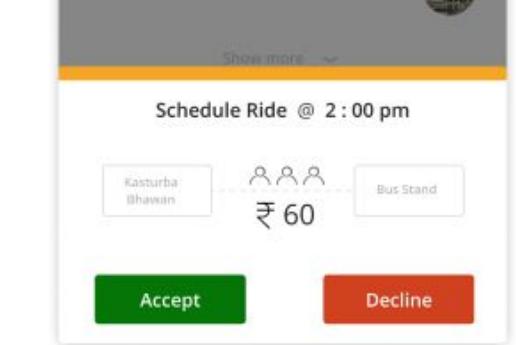
Product Designer

Tools

Adobe Illustrator, Figma, Sketch, Google Docs

Team

Pramit Singhi, Jayant Yadav, Divya Mangal, Vishwajeet Singh Bhadouria, Yash Khandelwal, Purvi Agarwal



Problem Statement

E-rickshaws are the primary means of commute inside the campus. They have a large user base including students and residents. Manual rickshaws exist but are time-consuming and relatively expensive.

The problems associated with the current system.

1. Digital payment is not accepted.
2. Unavailability of e-rickshaws at certain hours or at certain places in the campus.
3. Route of rickshaws are not optimized according to the different destinations of different users sitting in it.
4. Verification of outside rickshaws.
5. Difficult for rickshaw drivers to find rides, heated disputes between drivers. Function in an unorganized manner.
6. Prices specified by administration and amount that drivers actually charge are different.

Assumed Data:

Total no. of registered e-rickshaws in the campus: 40

Rickshaw stands in the campus and their density at a different time (They mainly exist outside KB and Rajiv)

No. of outside rickshaws in the campus at given time (at Rajiv max 10, KB around 5)

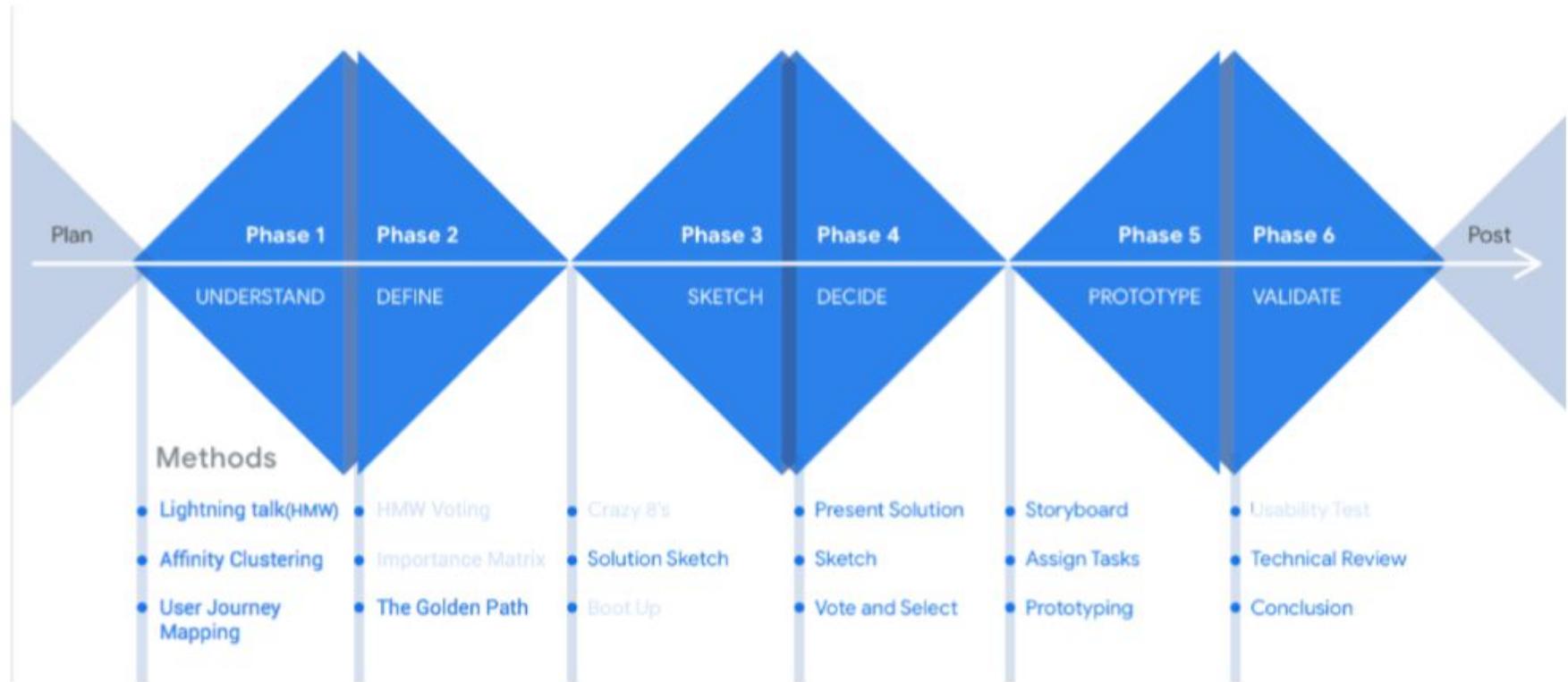
No. of drivers who accept payments through Paytm (about 1/4th of total)

Participants can assume the data for any point not given above provided they mention it clearly.

Process

The 3 stage diamond model design process was followed.

1. UNDERSTAND (HMW Notes, Affinity Mapping, User Experience Map)
2. DEFINE (Vision Statement, Golden Path)
3. SKETCH (Solution Sketches)
4. DECIDE (Importance and difficulty matrix)
5. PROTOTYPE (Storyboard, Final Prototype)
6. VALIDATE (Results of walkthrough)



HMW Notes

'How Might We' notes include the ideas written by everyone in the team during/ after the lightning talk. They help to collect as many ideas as possible in different directions which are affecting the user directly.

The maximum notes were mainly focussed onto the direct problems including the payment mode and the availability option.

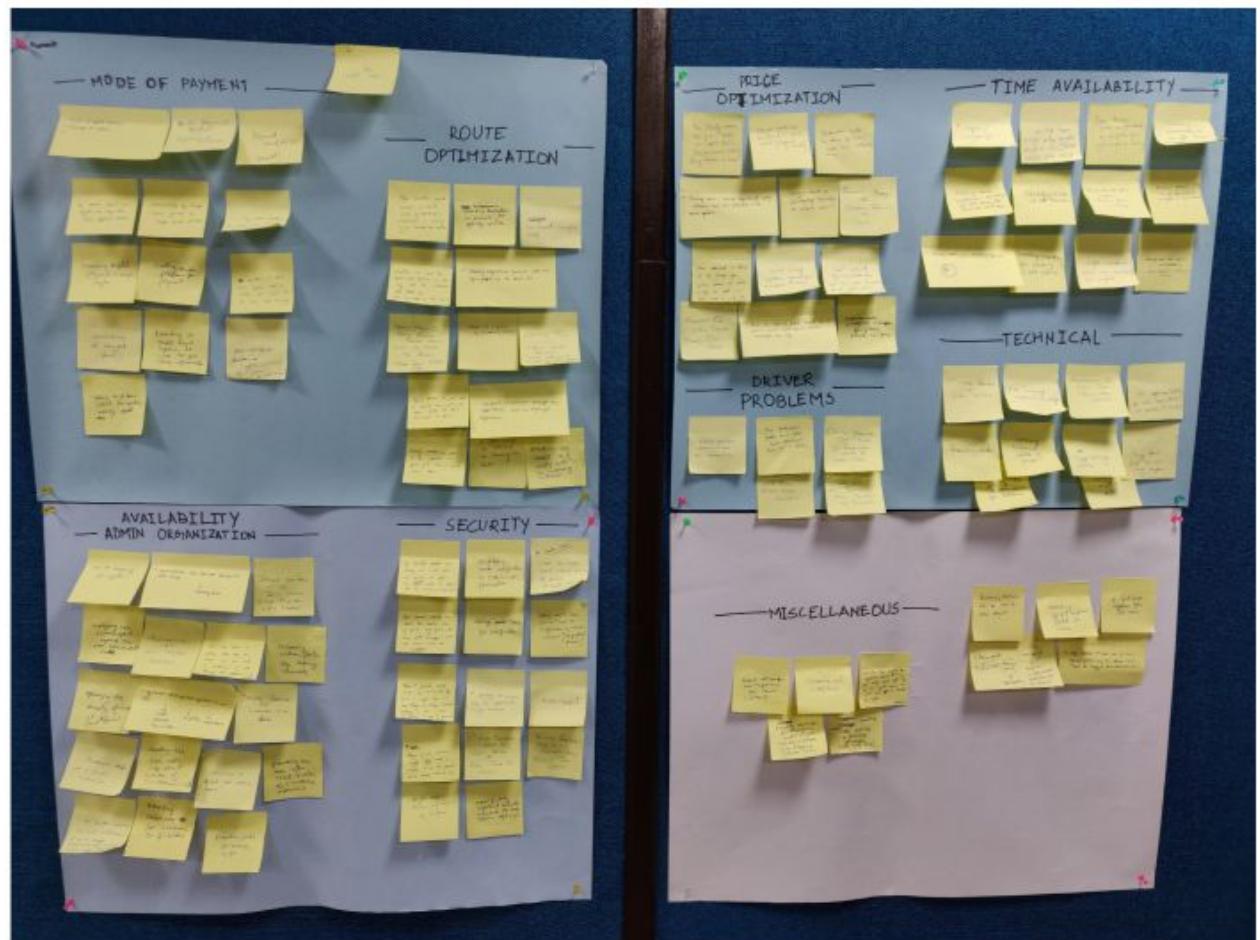
Affinity Mapping

After successfully collecting all the ideas, the team discussed all the ideas noted one by one and tried to segregate them into different groups. We were able to group our ideas into 9 categories -

Mode of payment | Route optimization | Price optimization |

Time availability | Organization availability | Security |

Driver's problems | Technical | Miscellaneous



User Experience Map

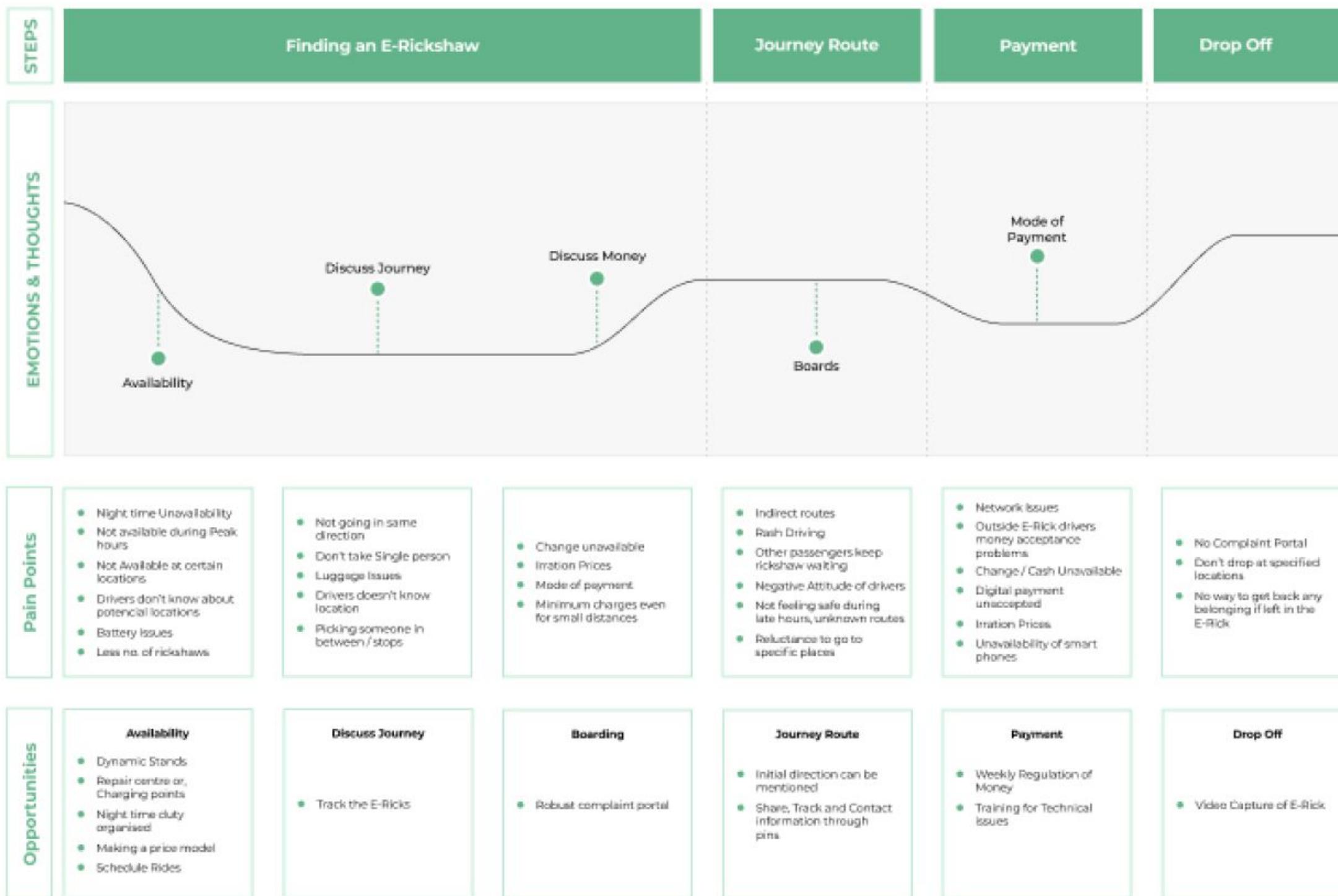
It comprises of the user's current experience regarding the problem and his sentiment analysis. The chart is divided into successive steps of the actions to be done by the user for a successful end. The 4 basic actions:

Finding an e-rickshaw --- Journey route --- Payment --- Drop off

During these steps, all 'pain points' the user faces are considered to be the problems needed to be solved. The major problems are of availability, discussing journey route, discussing money and then the user boards the e-rickshaw.

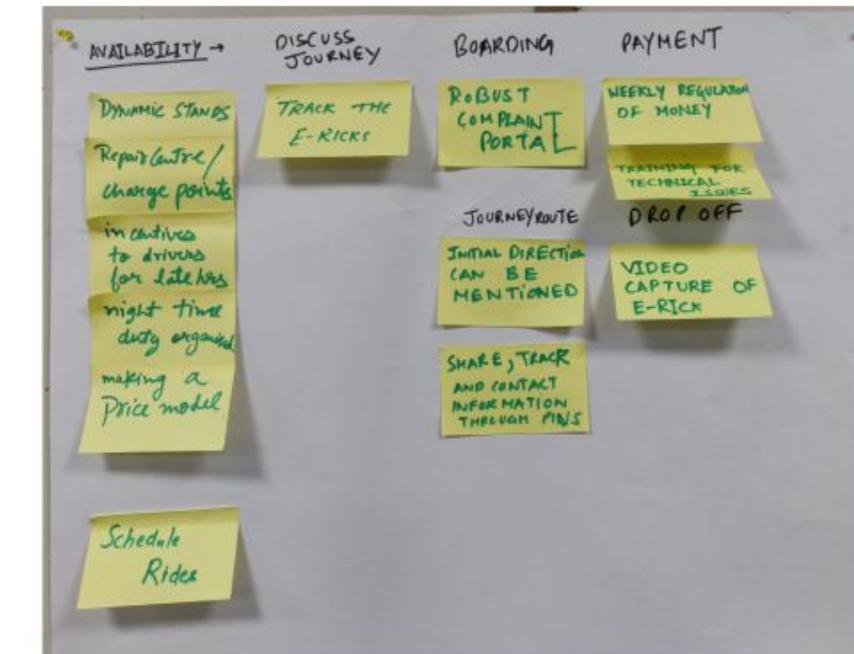
Then the user has to go through an indirect route because of other co-passengers and can feel less secure. Then after the user reaches its drop location, he doesn't have an option to give feedback or complaint at an instant.

Experience Map



The opportunities noted are divided into various sections

1. Availability - Dynamic Stands, Repair centres/ charge points, Incentives for night drivers, night time duty regularized, making a price model, schedule rides.
2. Journey - Track the e-rick, initial direction, share ride tracking and contact info
3. Payment - Weekly regulation of money, Training for technical issues
4. Drop off - Robust complaint portal



Conditions Map

Cases

Inside Campus

User Requirements	User Reaction To Journey	User Reaction To Availability	User Reaction To Payment
<ul style="list-style-type: none">• Don't want press button• Digital Payment• Availability• Prices Regulated	<ul style="list-style-type: none">• Unnecessary• Short Duration• Expected Fast Journey• Route Unexpected	<ul style="list-style-type: none">• Necessary• Directionless	<ul style="list-style-type: none">• Flexible• Fixed Regulated Prices• Fast Payment

Outside Campus

User Requirements	User Reaction To Journey	User Reaction To Availability	User Reaction To Payment
<ul style="list-style-type: none">• Happy to press "button"• Digital Payment• Availability / Security• Prices Regulated• Security (Contact & Track)• Not Spontaneous• Emergency Cases	<ul style="list-style-type: none">• Regulated Price• Defined Path	<ul style="list-style-type: none">• Necessary	<ul style="list-style-type: none">• Regulated Price• No Load of Time• Smooth & Secure

Vision Statement

This statement is the defined purpose of the solution to be designed and the final product always lies around the lines of vision statement.

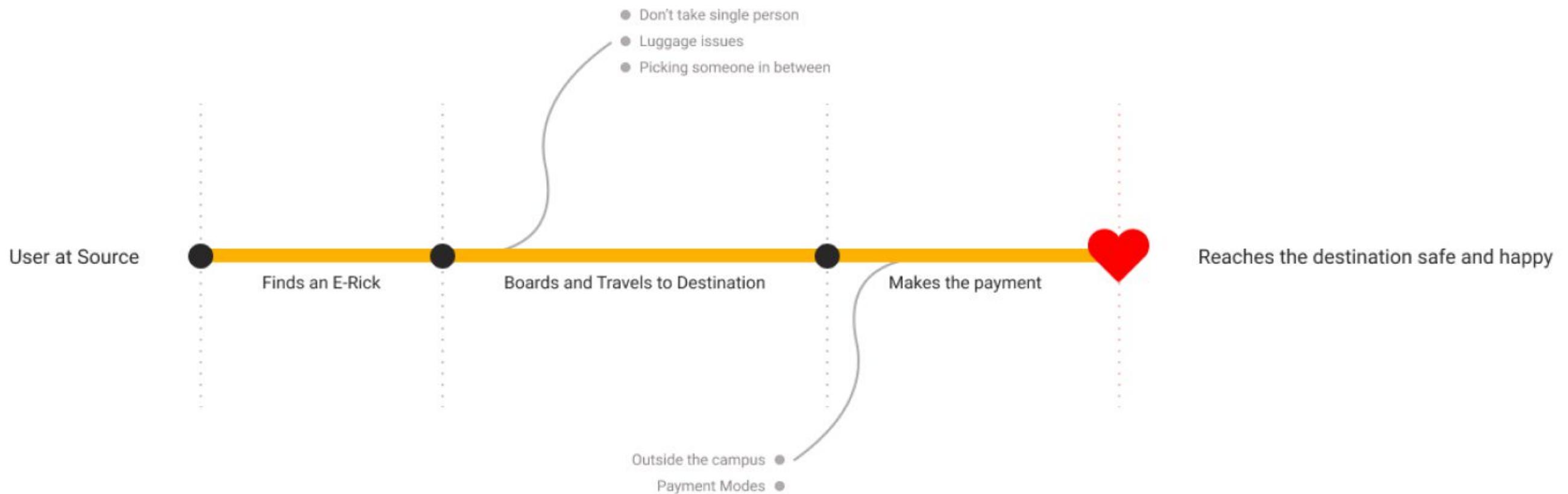
“Get an easy and secure ride with the convenience of digital payment inside the campus.”

Golden Path

It consists of the main path for which the solution is designed in the sprint and leaving the particular test cases.

Assumptions

There is a single customer at initial and is in urgent need of E-Rickshaw



Solution sketch and Decide

Diamond model stage-2 where we have to draw out solutions individually for all the opportunities. The team was able to come up with generally similar solutions and as we had less time to finish things off, we decided to strike out individualism and sketch and sit together and discuss the solutions to make things fast. In this way, we were able to complete two steps in less time.

Thus different solutions for all the opportunities.

1. Availability

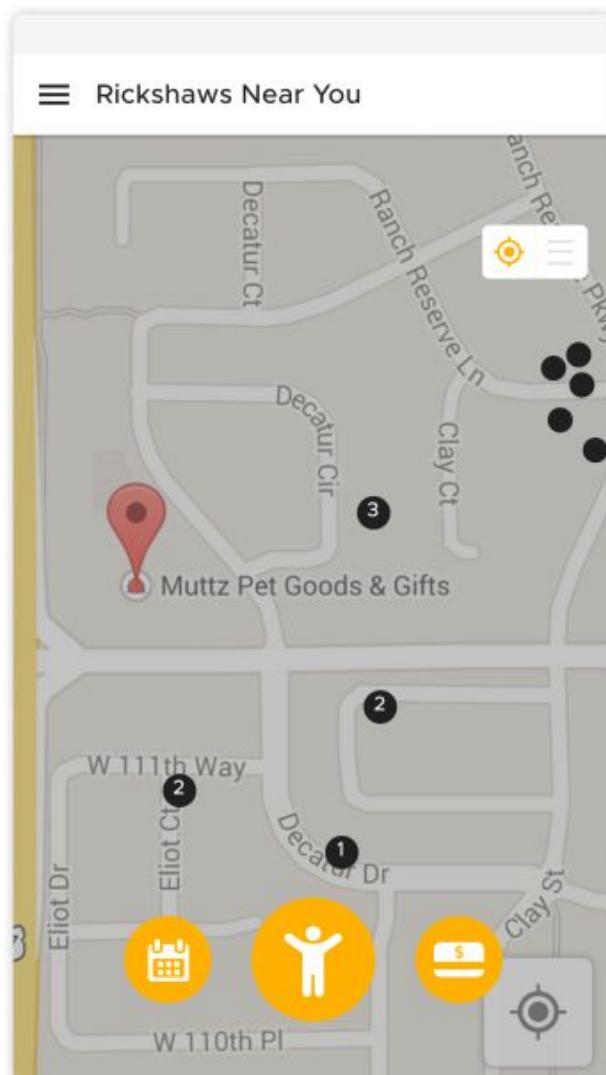
From various different solutions we decided to go with “dynamic stand” concept which changes according to the user requirements rather than simple static stands that are formed because of lack of knowledge.

2. Tracking e-rickshaws

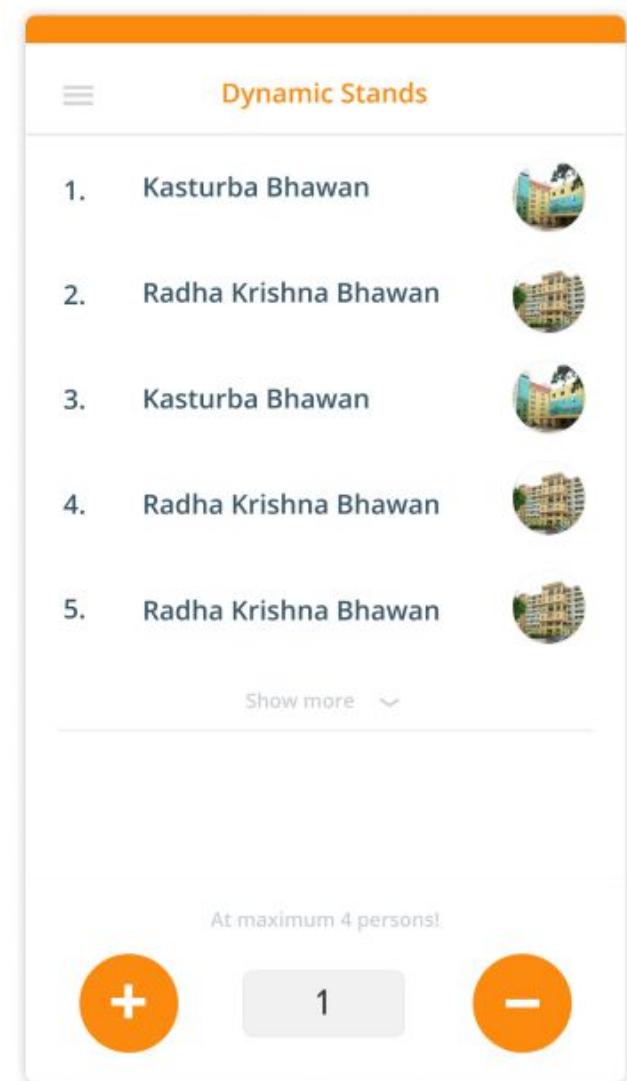
The minimum amount of e-ricks can be shown in the ‘map view’ of the user and as we will have the GPS location of all the e-ricks we can show the user if there is a pool of e-ricks nearby. The same information can be shared using ‘list view’.

3. Show number of empty seats

The driver-side interface helps to shows the number of seats available. It is also helpful in ‘urgent’ booking.



User side: Home Screen



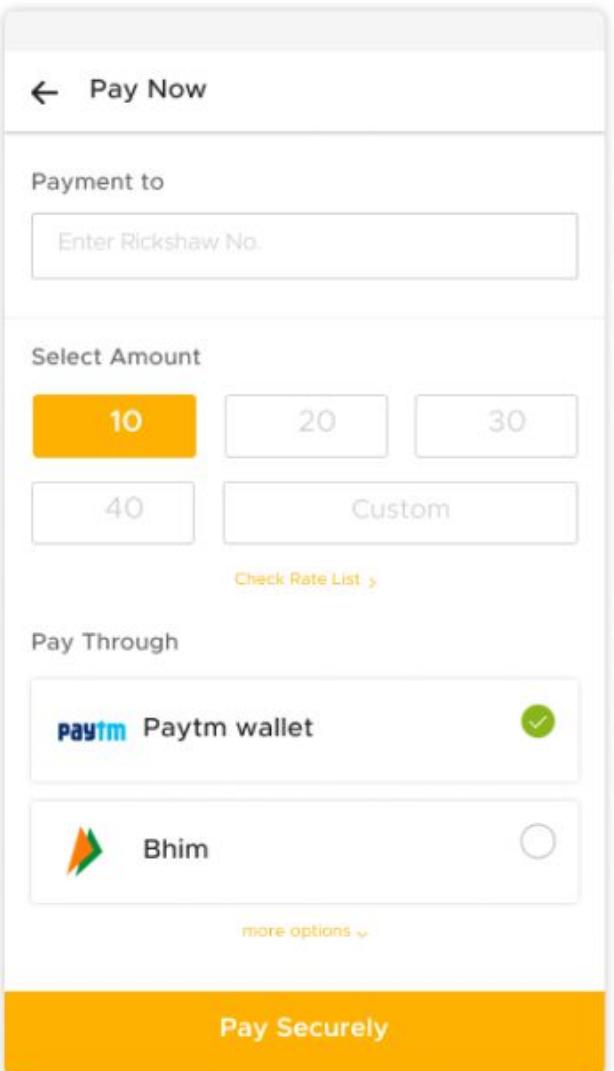
Driver side: Home Screen

4. Price model and Payment

Tracking the journey and asking user to press a button every time even for short distances leads to bad experience. An e-rickshaw is used for fixed places in IITR and outside campus as well. So showing a simple list of the prices at the payment option solves the problem of varied pricing.

The payment for the drivers can be collected from the administration office on a weekly basis in cash and the digital payment can be directly sent by the users to a single account.

The e-rick driver will have his account payment details always available with him on his device.



User side: Payment option

Total Earning	
Total Weekly Earning :	₹ 3200
Today's Earning :	
Ride 3	₹ 40
Ride 2	₹ 10
Ride 1	₹ 20
Previous Earning :	
Day 6	₹ 430
Day 5	₹ 670
Day 4	₹ 500

Driver side: Payment details

5. Trips

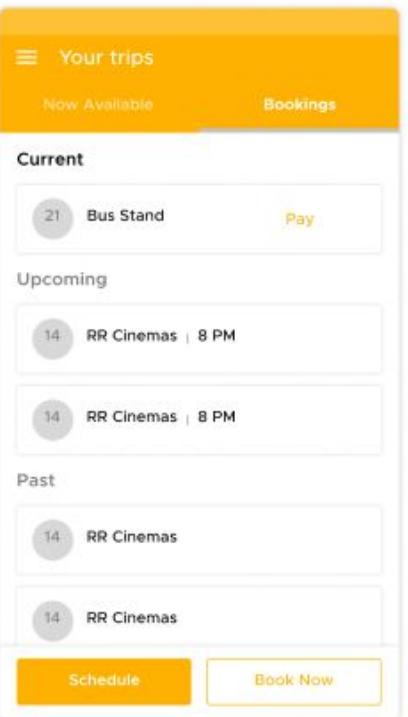
All the urgent/ schedule trips are listed in one section of “Your trips”. It contains all the information regarding the current trip, upcoming trips, and past trips. Also includes pay option for the current trip.

6. Schedule and Urgent

Urgent booking option comes as a notification to the driver with the drop-off location, the surged price so as an incentive for the drivers to take the ride and the contact details of the person. The drivers will be selected on the basis of location. The request will be programmed in order, considering both empty seats and proximity. Schedule trips will also have the same situations but no price surges.

7. Share your tracking journey to a friend

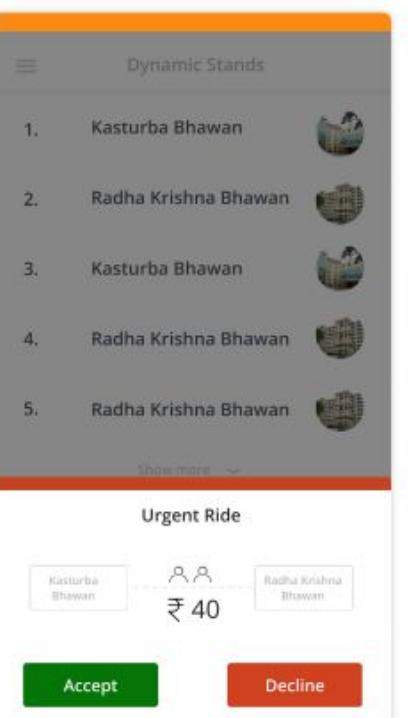
For the security cases, user can send a friend the link to the continuously tracked location. Also includes the driver contact details and complaint portal number. (No screens were made)



User side: Payment option



User side: Payment option



Driver side: Urgent ride notification



Driver side: Scheduled trips

Prototype

Diamond model stage-3. User interface is completed in this stage.

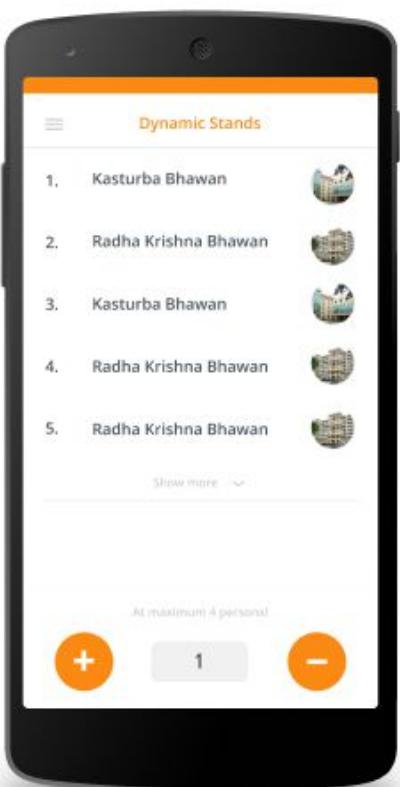
The product is made ready for the golden path function and goes well with the vision statement.

DRIVER SIDE

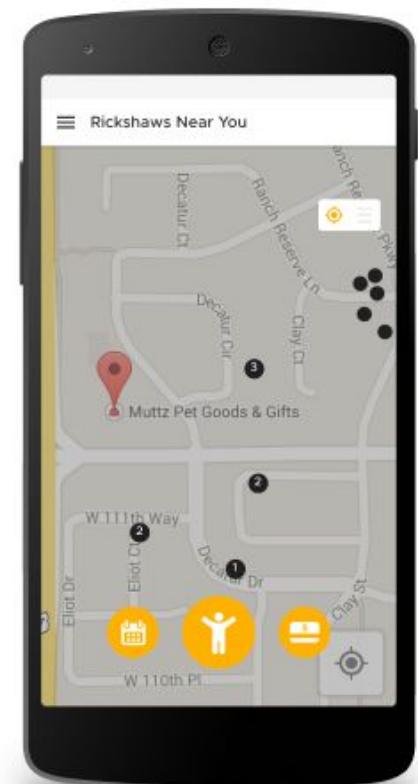
DYNAMIC STANDS	TOTAL EARNINGS	SCHEDULED TRIPS	HAMBURGER MENU
LIST VIEW	TOTAL WEEKLY EARNING	TOTAL EARNINGS	PROFILE
ADD OR DROP	TODAY'S EARNING	LIST OF TRIPS	SCHEDULED RIDES
	PREVIOUS EARNINGS		EARNINGS
			HELP AND SUPPORT

USER SIDE

AVAILABILITY	PAYMENT	BOOK A RIDE	HAMBURGER MENU
MAP VIEW — LIST VIEW	ENTER REGISTERED NUMBER	URGENT ————— SCHEDULE FOR LATER	PROFILE
MARK AVAILABILITY	ENTER AMOUNT	ENTER DROP-OFF LOCATION	TRACK RIDES
	CHOOSE MODE OF PAYMENT	NUMBER OF SEATS	YOUR TRIPS
	PAY SECURELY	CHECK SURGED PRICES	PAYMENTS
		CONFIRM BOOKING	HELP AND SUPPORT
			LOGOUT



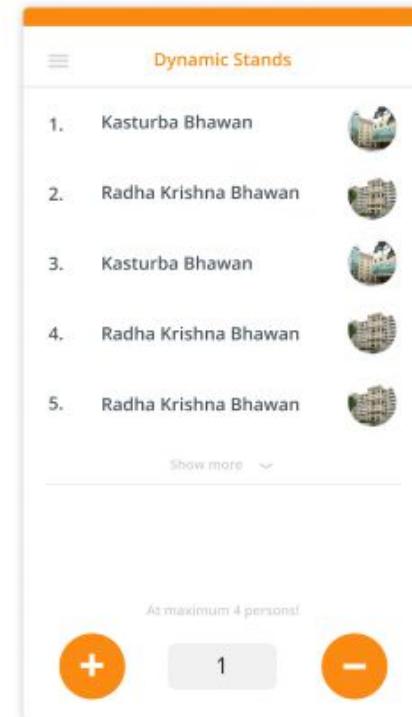
Driver side interface



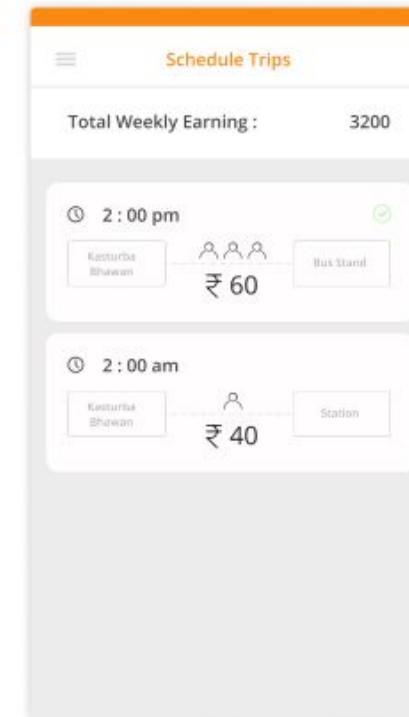
User side interface

Final Screens

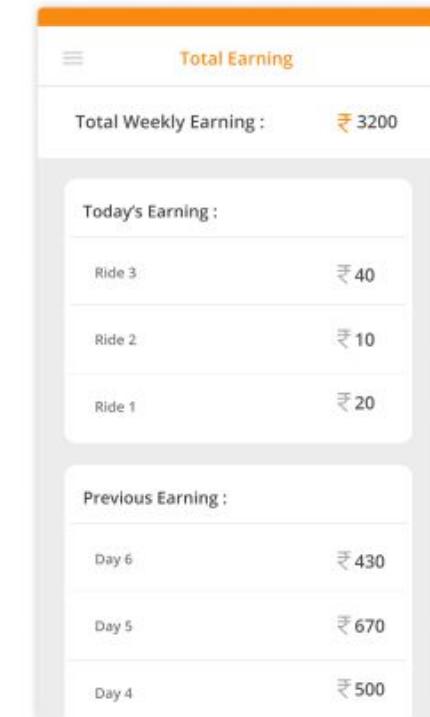
Driver side interface



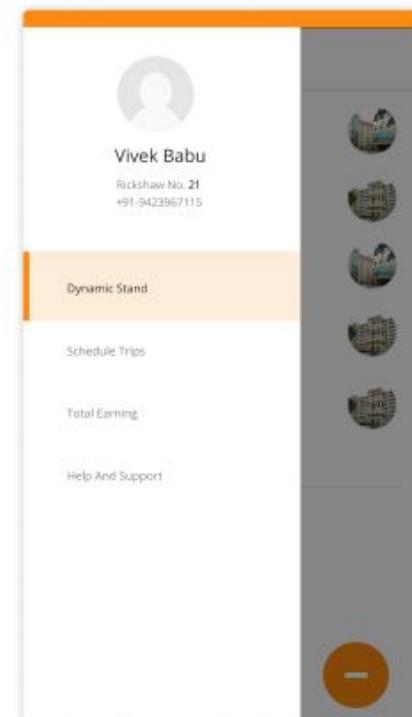
Home Screen



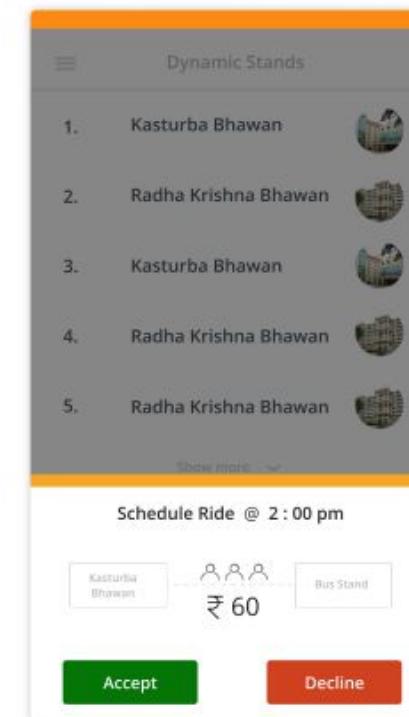
Scheduled Trips



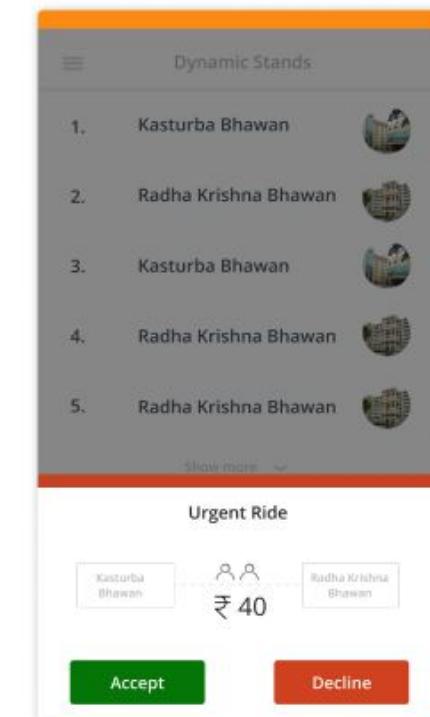
Payment details



Hamburger menu



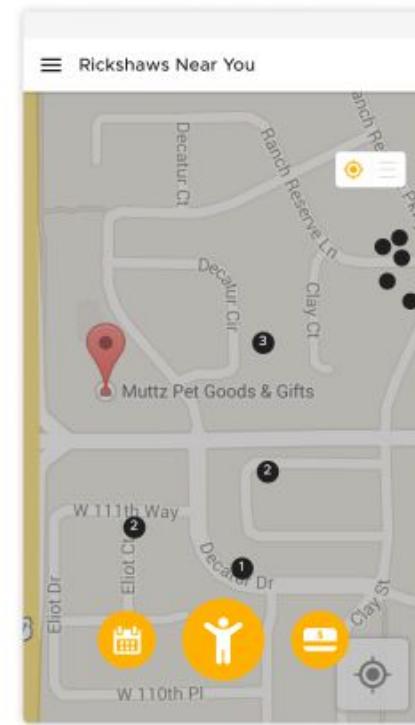
Schedule ride notification



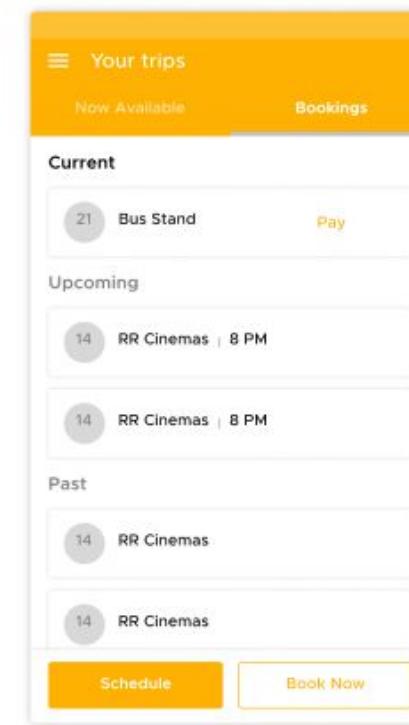
Urgent ride notification

Final Screens

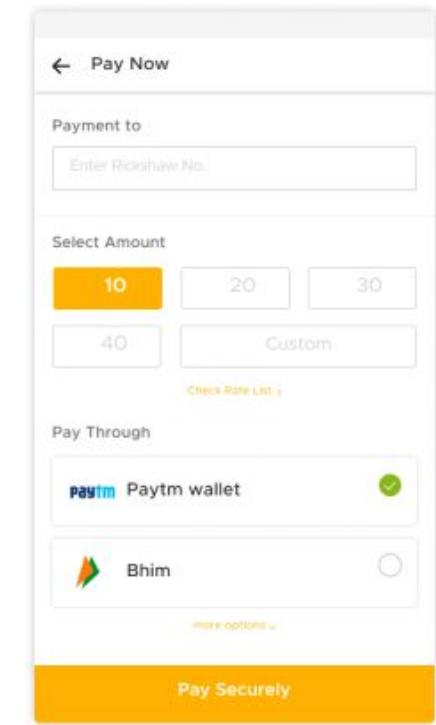
User side interface



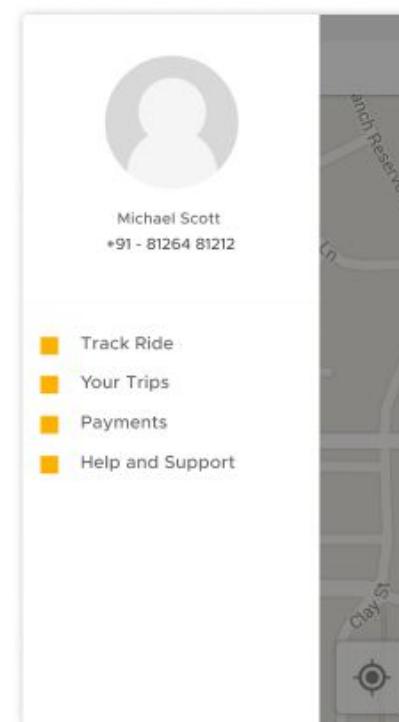
Home Screen



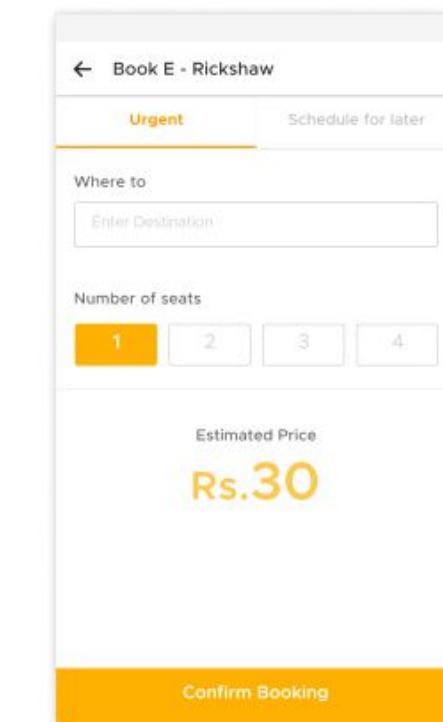
Scheduled Trips



Payment



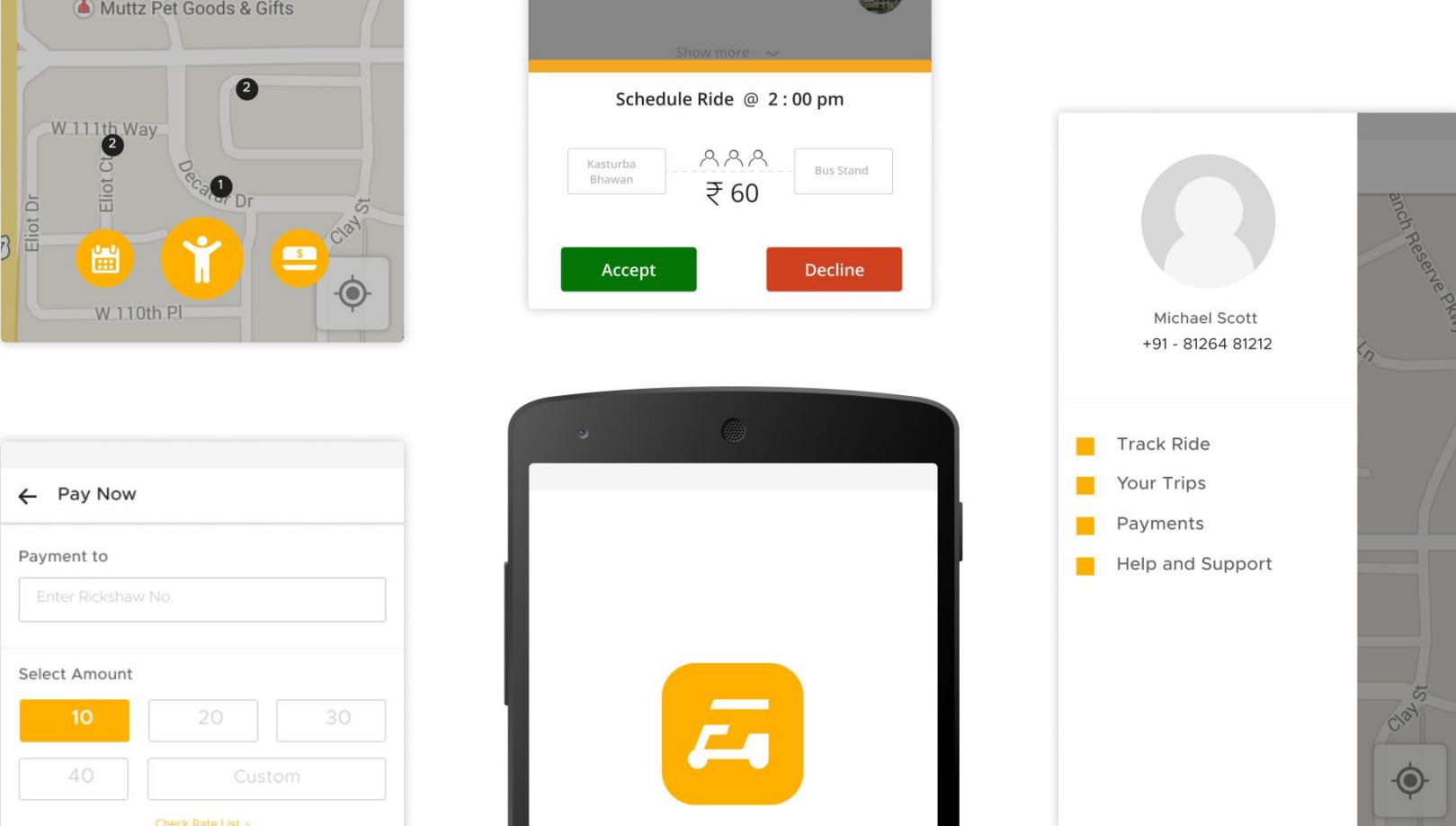
Hamburger menu



Booking an urgent ride

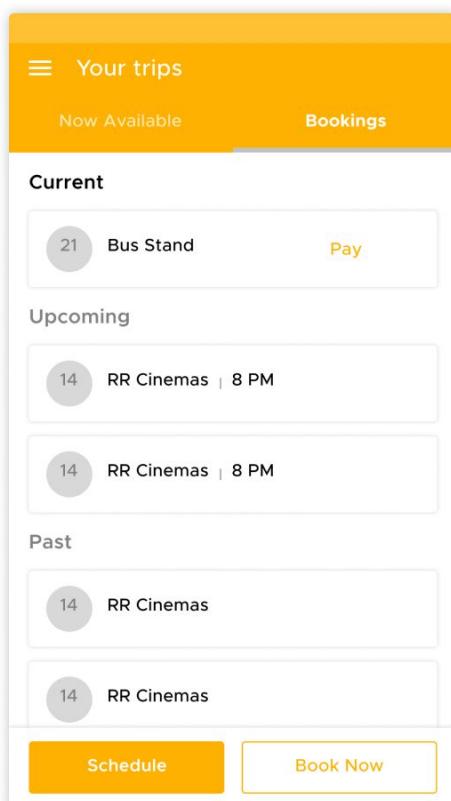
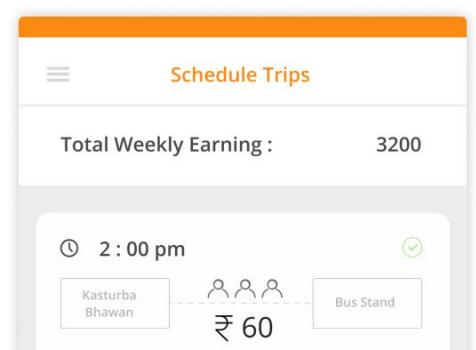
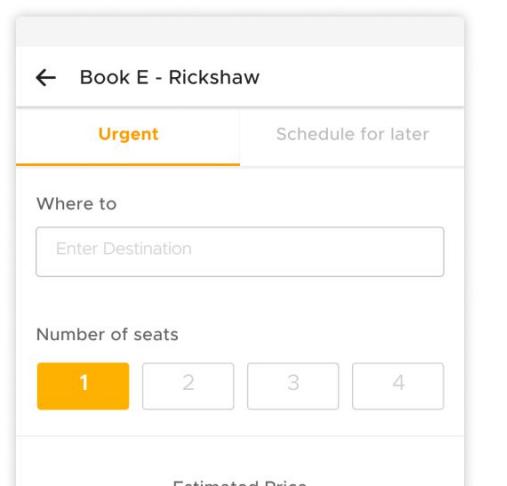
Learnings

1. Diamond model 3-stage design process for efficient work.
2. Effectiveness of affinity mapping to pick out various problems, and to pick the most common and obvious problems from it.
3. Experience mapping based on how a user feels or acts at a particular situation.
4. Visual language from the perspective of two different persons - user and driver.



Feedback checks

1. Number of different users paying through the digital methods keeps a check on the digital payment feature.
2. Number of different users using for different purposes will show what feature is the most popular.
3. While designing this application, we were stuck at to give the same importance to sharing the track but considering less number of users, we hid it under hamburger. If users are opting for it then it should be placed in the homescreen.



Pramit Singh

Final year student at Indian Institute of Technology (IIT) Roorkee.

Self-taught designer interested in user experience design.

Love to make better experiences for product by my mantra of "research - draw solution - feedback - iterate - deliver".

Proficient in frontend development and always inclined to learn new things in the technical field. Always ready to take up new challenges and build projects using different technology.

Previously worked with Mozilla and ZestMoney and currently leading a team of 8 designers in IIT Roorkee at SDSLabs as Head of Design.

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Organization

Current

SDSLabs (IIT Roorkee)

Previous

ZestMoney

Pontoon (Mozilla)

Tools

Adobe Illustrator, Figma, Adobe Photoshop, Sketch, InVision

HTML/CSS, Javascript, jQuery, ReactJS, Atom Text Editor, GitHub, Developer Tools

Contact Links

