

Hi!
I am **Simran Mhatre**
Let's take a walk through my journey

Table of Contents

1. Strengths and Skills	3
2. Projects	4
2.1 KnowBi Learning	5
2.2 QuitX	9
2.3 Kinekt	13
2.4 Setu	16
2.5 SPIT-App	20
2.6 Peer Assisted Parallel Downloading System	22
2.7 Mypacco application	26
2.8 ITSA website	27
3. Daily UI Challenge	28
4. Daily UX Writing Challenge	31
5. Sketches	36

Core Strengths

User Research

Persona and Scenario Development

User journeys

Wireframing

Prototyping

Usability Audit

Project Management

Front End Development

Back End Development

Branding

UX Writing

Skill Matrix

Design

Sketch	Figma	Invision
Photoshop	Balsamiq	AfterEffects

Technical

HTML, CSS, Bootstrap	Javascript	Android Dev
Node.js	SQL, Neo4j, MongoDB	C, Java, Python



Projects

I have been a part of many projects during my Bachelor's as well as my professional career. I am highlighting a few of those here..

Role - Product Designer | Organization - Prodio Designworks

Project Brief

KnowBi Learning is a platform for providing continuous education courses to dental professionals across the US and to manage and track their CE requirements. A course provider can also signup on a platform to create online courses or live events or webinars.

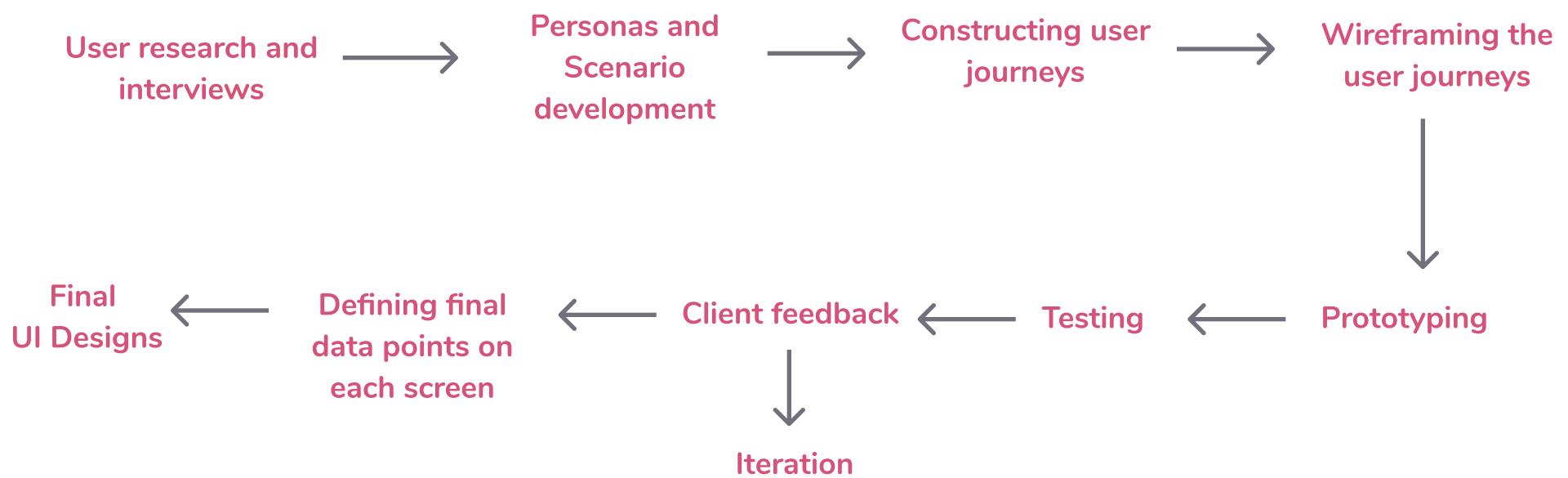
The Knowbi Learning platform consists of two main components:

- Courses / Live Events:** This section allows users to browse and purchase various educational courses. It features a search bar at the top and a grid of course thumbnails. Each thumbnail includes a video preview, course title, provider, date, and price. Categories like Dentist, General Dentistry, and Implant Dentistry are visible.
- CE Tracking Tool:** This section provides a dashboard for tracking Continuing Education credits. It includes a summary of credits earned (21), credits required (30), and credits remaining (9). It also displays three certificates of completion for different courses. Below this, there's a section for recommended courses, such as "Introduction to Dental Medicine" and "Implant Dentistry".

My Role

I worked at the initial stages of the project by doing user research, developing the personas and scenarios, generating the user journeys, developing wireframes, and defining data points on each and every screen. I collaborated with our UI designers to develop the final UIs for the platform. Later on, I managed the design team and the development team to ensure a smooth development of the product.

Process Followed



Deliverables

Course Attendees



A dental hygienist

Name: Jane Doe

Age : 40 years

Description : Jane Doe is a dental hygienist and a single mother. As she is the only source of income supporting her 3 children, she has a lot of financial pressure. She prefers a cheaper alternative for CME courses. Thus to find courses which match her budget and professions, she has to research a lot which she says is a tiring process. Also as she is bombarded with a lot of responsibilities, she cannot keep track of her CME cycle efficiently and often forgets and misplaces things like physical certificates of CME. She is not a frequent user of mobiles applications or websites.

Challenges:

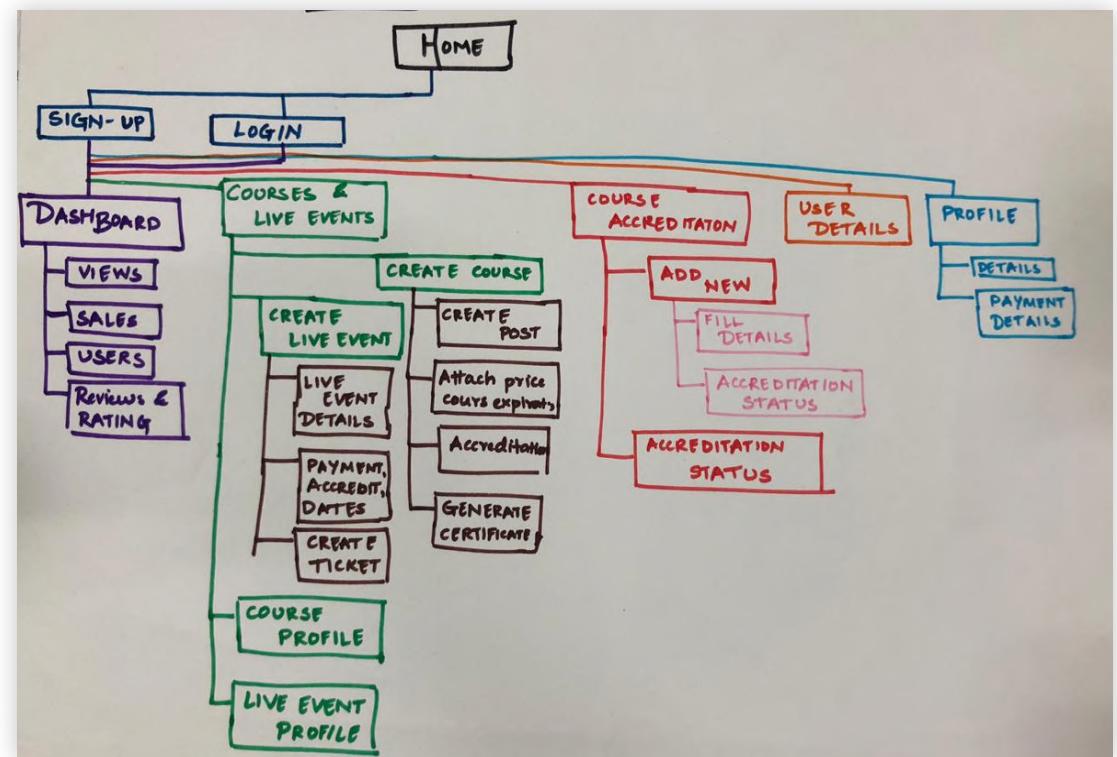
- > Children and Home responsibilities leave a little cash
- > Has to go through a tiresome procedure for finding free or cheaper course
- > Doesn't like surfing the Internet because she feels it's a difficult thing.
- > Difficulty in CME certificate management and cycle tracking. or cheaper CME courses.

Values:

- ❖ Easy Login
- ❖ Easy on boarding procedure
- ❖ Search functionality with specialization and category selection
- ❖ sortby and filter options for specific specialization and category
- ❖ Filter provides a functionality for finding courses within a specific budget range
- ❖ Easy and smooth content browsing of a variety of courses
- ❖ Free subscription to find and view courses.
- ❖ Course profile must provide full description of course syllabus, description, accreditation details with details about the faculty and number of credits awarded for the particular course.
- ❖ Every course in my course listing should show the course name, description, number of credits obtained and a progress bar with how much percent of the course you have completed. (Like your progress bar for that course).

User Persona

Sitemaps



Upload/ View Certificate

1. Clicks on certificates-> views all the certificates -> clicks on one certificate -> can view the certificate, email it, download it and share it.
2. Clicks on add new certificate -> an option to choose a file from your computer is provided-> user uploads a specific picture of certificate -> user enters details associated with the certificate -> the certificate is added and can be viewed in the certificate listing. -> the respective credits are added to the CE tracking tool

CE cycle tracking

1. Clicks on CE tracking -> enters the start of the cycle, duration of the cycle and more details
2. Clicks on CE tracking -> sees his current CE hours, required hours, etc.

Booking a live event

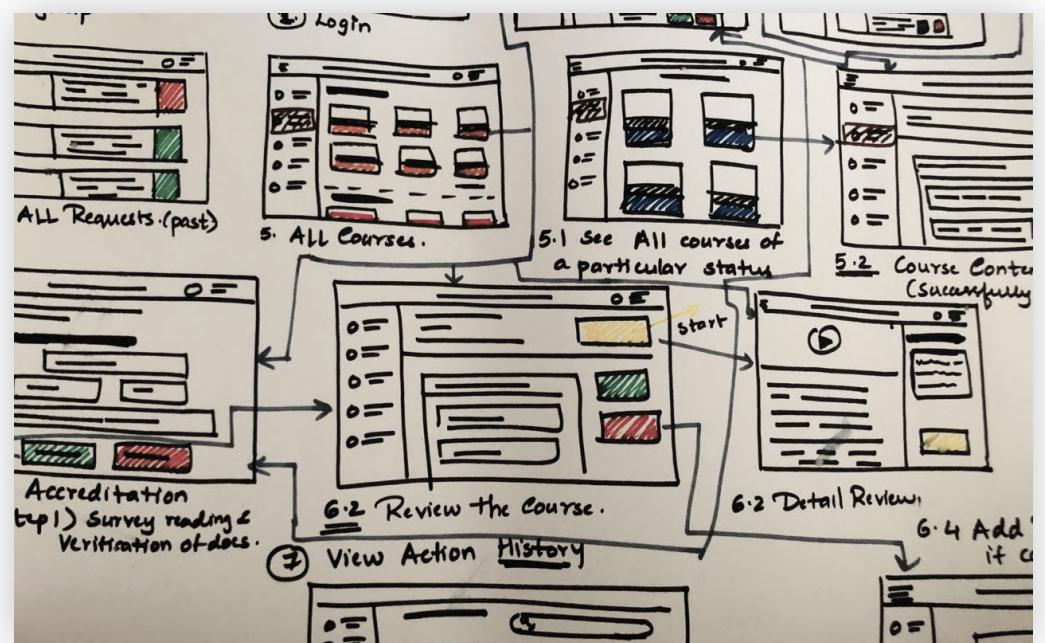
1. Browses and finds a live event -> views live event profile -> clicks on "book" -> If multiple venues, select a venue -> select date and time (if multiple) -> select ticket (multiple) -> choose number of people (each ticket will have default one) -> the price appears at the bottom as the number of attendees are chosen -> click on proceed -> ticket details are displayed with any additional options for choosing food preferences, etc -> click on "pay" -> directs to payment portal -> tickets generated -> invite users via email.

Marking attendance in a live event:

1. Clicks on "my live events" -> if the event is on the same day you are attending, a mark attendance option is displayed on the live event card-> click on mark attendance-> directed to scanning barcode or enter a unique code -> if code is correct -> mark attendance and generate certificate -> view certificate, share certificate, download certificate or email.

User Journeys

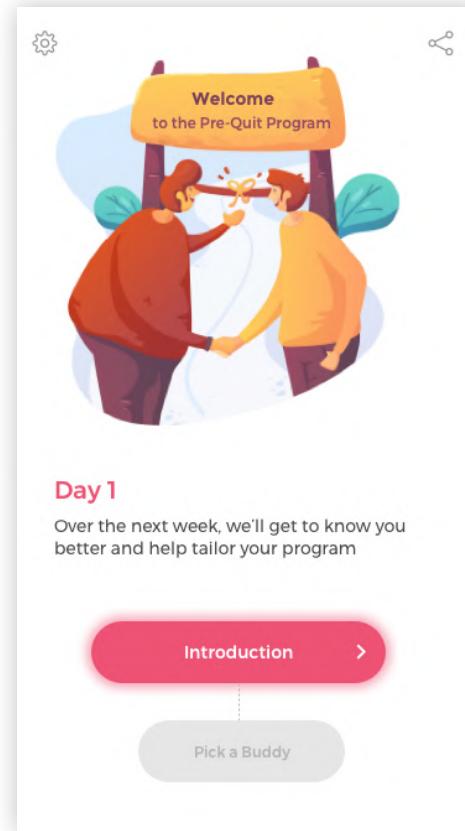
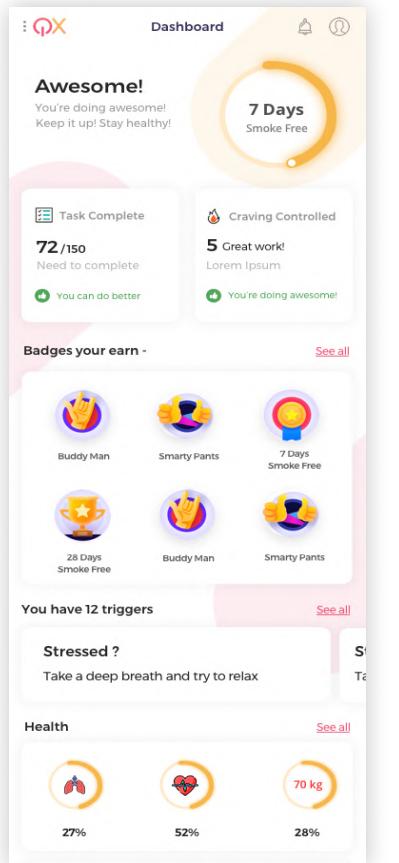
Wireframes



Role - Product Designer | Organization - Prodio Designworks

Project Brief

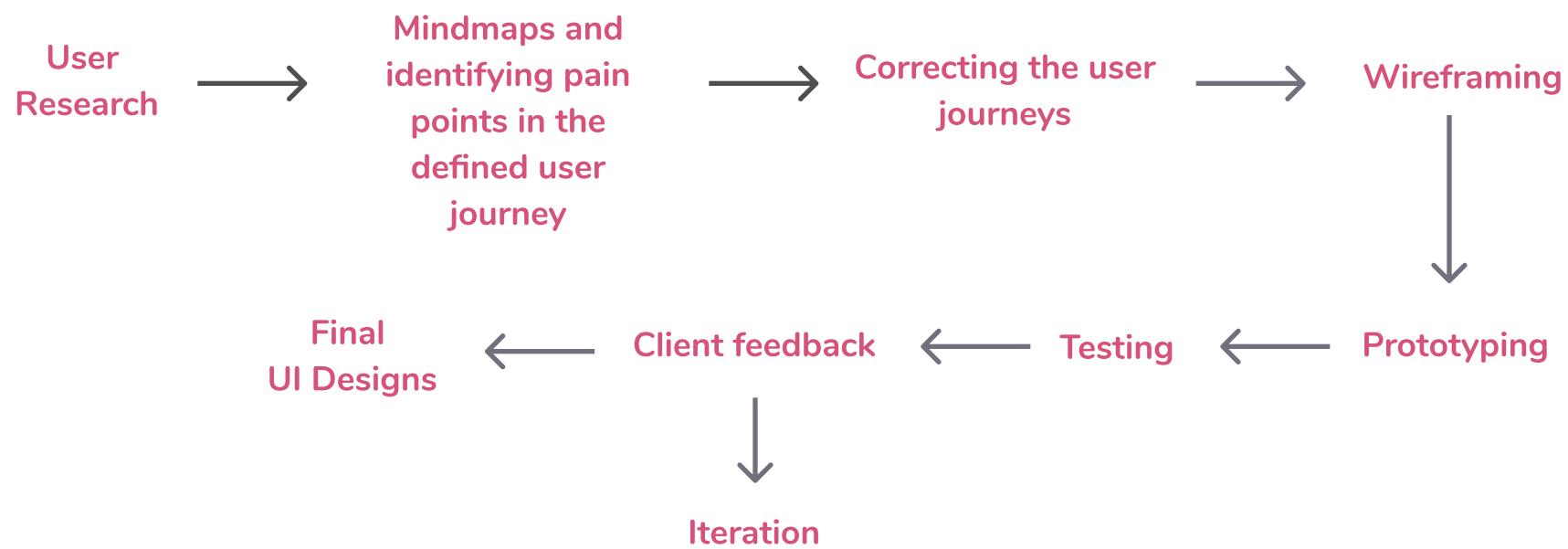
QuitX is a mobile application which generates a personalised quit program for smokers who are willing to quit smoking using a combination of Nicotine Replacement Therapy and Cognitive Behavioral Therapy.



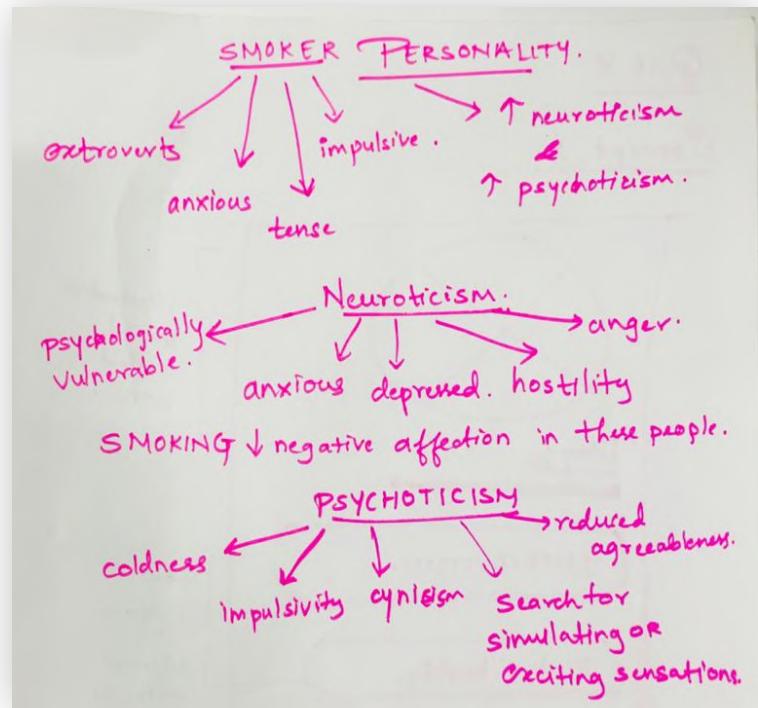
My Role

The client had defined some user journeys and had already conducted user research. My role was to take this material and construct a design suited for the smoker personality to keep them engaging. I started by conducting some more research on the users, then constructed a mindmap and identified pain points with respect to the journey defined by the client, corrected the user journeys, mocked up a few design ideas, prototyped and collaborated with the UI designers to develop the final UI. I also worked with our data scientist to identify a machine learning model suited for generating a personalised quit program.

Process Followed

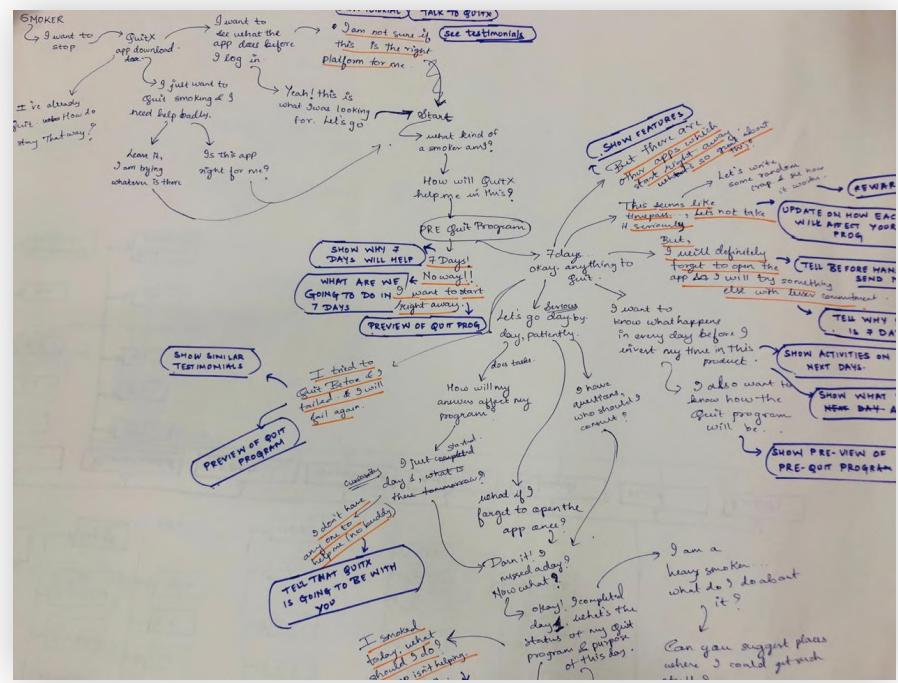


Deliverables

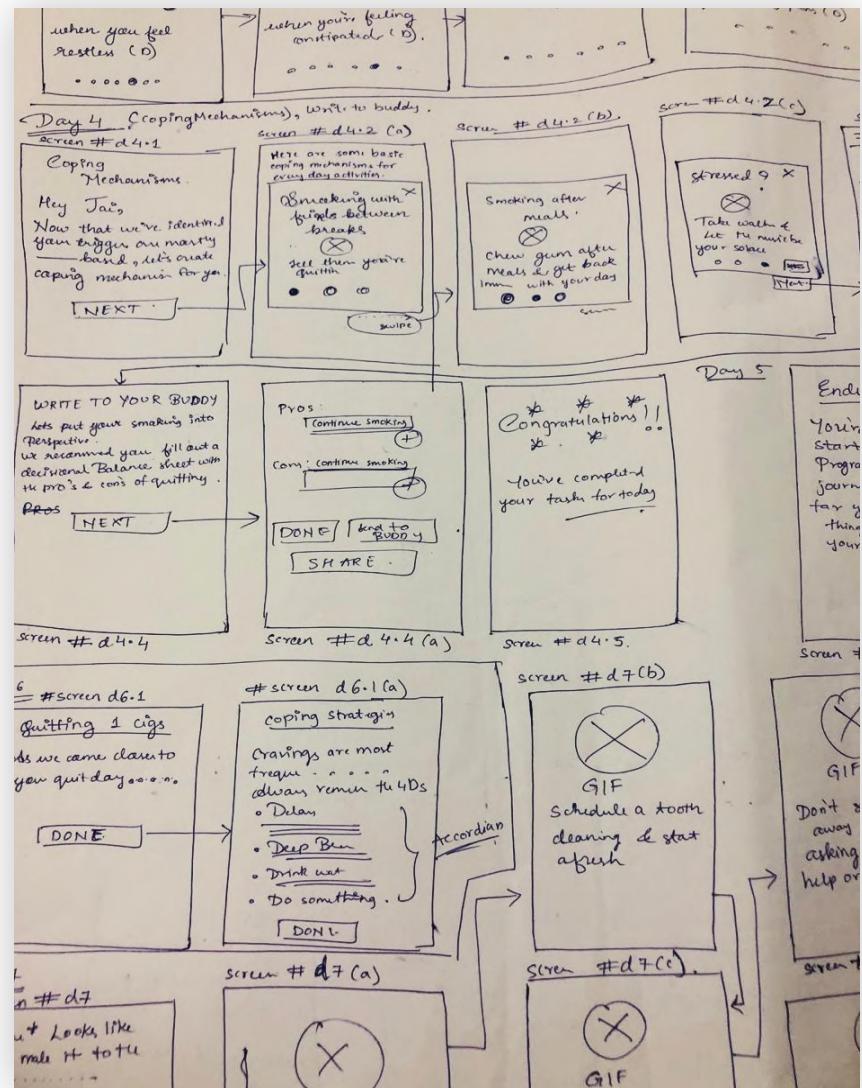


**Understading
smoker
personality**

Mindmaps



Wireframes



Role - Design Analyst | Organization - Prodio Designworks

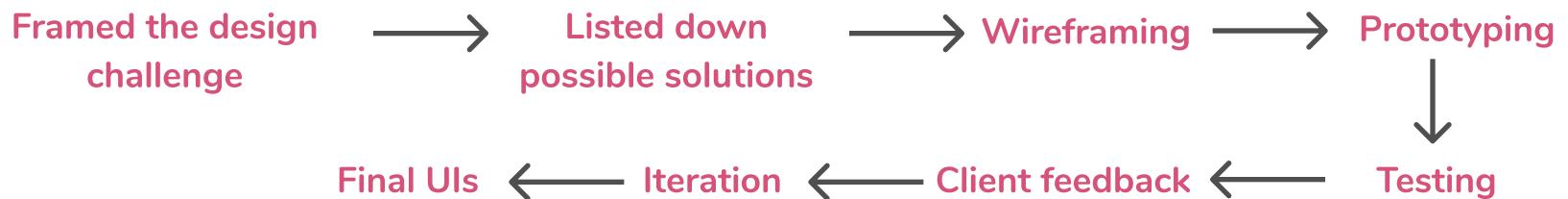
Project Brief

Kinekt is a product built for the dental space which provides app based appointments, social media engagements, reviews and feedbacks, messaging and some more features. The messaging feature was complex for the user as it was scattered throughout the platform in form of various menus. I had to re-design it in order to provide a simpler interface for the user.

My Role

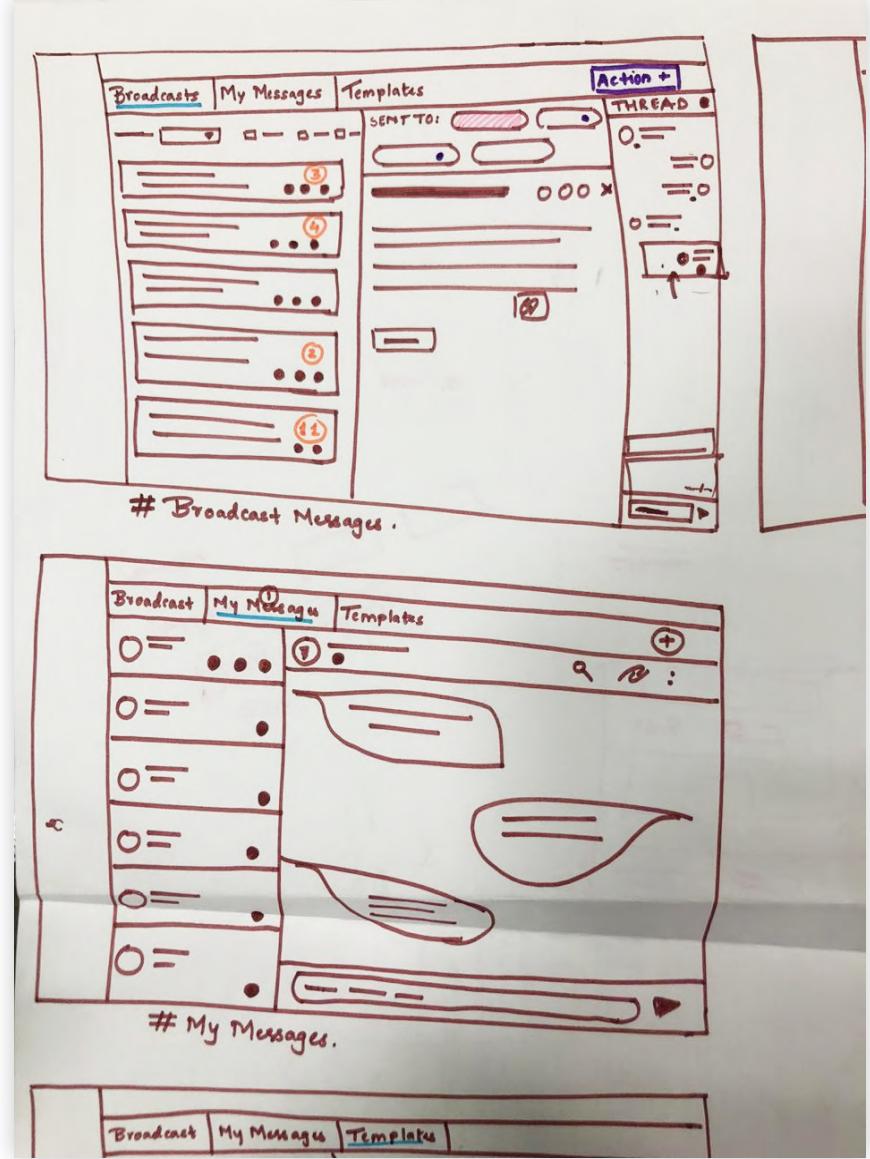
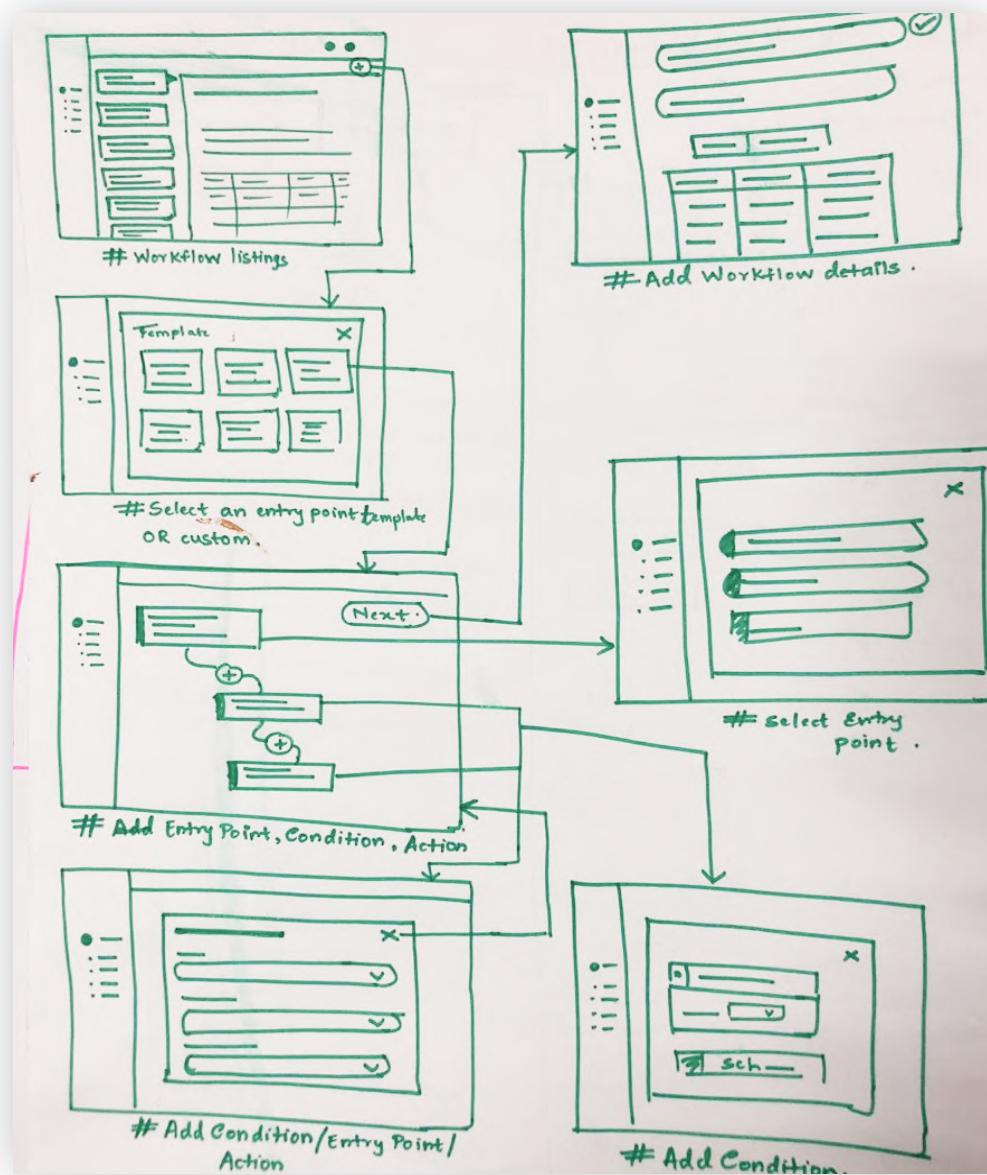
I was responsible to frame a design challenge and analyse it in order to arrive at a solution. I collaborated with the project manager to come up with a common messaging center which will have messages from different sources like emails, SMS, chats, inquires on the same interface. I wireframed the screen designs and defined the data points. After that, I collaborated with our UI designers to develop the UI designs.

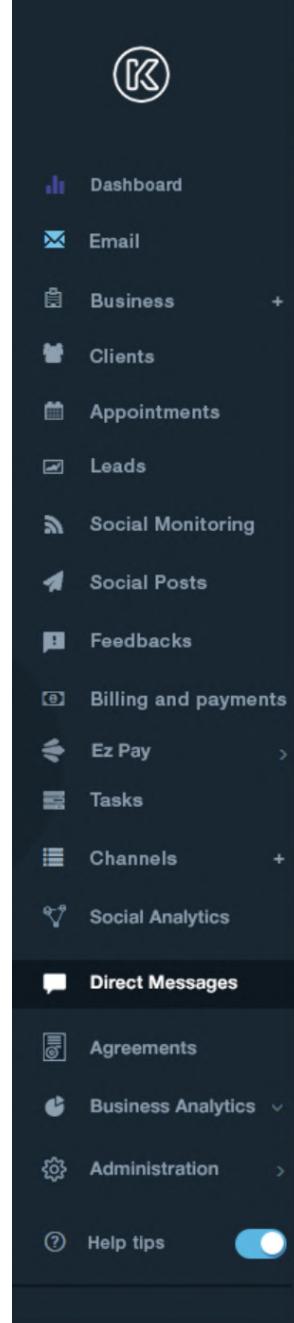
Process Followed



Deliverables

Wireframes





Inbound Messages Outbound Messages Lists Templates Automation

Filter by: Source, Recent, Lorem, Aenean consequat, Quisque, Aenean consequat, Quisque, Aenean consequat, Clear Filters X

Joseph B. Willett
+1 (702) 383-2104
m_thorsen@gmail.com
+1 (702) 383-2104
Joseph B. Willett
+1 (702) 383-2104
m_thorsen@gmail.com
+1 (702) 383-2104
m_thorsen@gmail.com
+1 (702) 383-2104

Sed vel elit quis eros consectetur venenatis pulvinar ut ante. Duis ac tincidunt nunc. In fringilla arcu odio, at lacinia est fringilla a. Aenean eu elementum neque. Sed nec diam vitae tortor ultrices placerat. Donec tristique, arcu ac porta eutmod, eros leo convallis orci, id vehicula tellus erat eget felis. Vivamus viverra fringilla ipsum, et rhoncus urna posuere sed. Mauris eu tempus eros. Sed effictur malesuada nulla a gravida.

WE ENJOYED SEEING YOU TODAY!
RANK YOUR FEEDBACK
★★★★★

View More

Sed vel elit quis eros consectetur venenatis pulvinar ut ante. Duis ac tincidunt nunc. In fringilla arcu odio, at lacinia est fringilla a. Aenean eu elementum neque. Sed nec diam vitae tortor ultrices placerat. Donec tristique, arcu ac porta eutmod, eros leo convallis orci, id vehicula tellus erat eget felis. Vivamus viverra fringilla ipsum, et rhoncus urna posuere sed. Mauris eu tempus eros. Sed effictur malesuada nulla a gravida.

Chat Thread

Sed vel elit quis eros consectetur venenatis pulvinar ut ante.
Today, 4:30 PM

Sed vel elit quis eros consectetur venenatis pulvinar ut ante.
Today, 4:40 PM

Sed vel elit quis eros consectetur venenatis pulvinar ut ante.
Today, 4:40 PM

Click to reply via email

Type here...

Before
Messaging feature was distributed as Emails,
Feedbacks, Social Monitoring,
Direct Messages

After
Messages from all the sources displayed in a single screen

Role - Product Manager | Organization - Prodio Designworks

Project Brief

Setu, a brand of nutrition supplements wanted to re-design their existing ecommerce website. The website lists various products of setu where the user can buy them as well as provides detailed information on the products and ingredients used in the product.

Products

Setu's natural solutions are formulated to address all your modern health needs. Flip through the filters, find the ones most applicable to your health issues so we can help you identify suitable products, interesting ingredients or compelling content that you need to set yourself on a path to a happier, healthier you.

All Products Recommended Energy Sports Stress Aging Focus Immunity Joint & Bones Weight

Energy

- Setu Gluta Fizz
- Setu Eye Max
- Setu Lean Lite
- Setu Liver Lift
- Setu Gluta Fizz
- Setu Eye Max
- Setu Lean Lite
- Setu Liver Lift

Ingredients in These Product

- Garcinia Cambogia (Kokum) - 400
- Green Tea Extracts - 200
- Green Coffee bean extracts - 200
- Vitamin C - 1000
- Zeaxanthin - 4
- Bilberry Extracts - 100

LIVER

Previously known as the 'liver cleanse', LIVER is one of two major cannabinoids found as a minor component in the human endocannabinoid system. It has three main functions: detoxification, liver protection and anti-inflammatory. It is one of the most important cannabinoids found in the human body. It is also known to have a positive effect on the brain and nervous system. It is often used to treat liver diseases such as hepatitis, cirrhosis, fatty liver and other conditions related to the liver. It is also used to treat liver cancer and other diseases related to the liver.

Benefits

- Supports heart health
- Promotes healthy skin
- Enhances mental performance
- Improves sleep quality

What is Liver?

Liver is the largest organ in the human body, located in the upper right quadrant of the abdomen. It is responsible for detoxifying the blood, producing proteins, storing energy, and regulating metabolism.

Research

- Ingestion of certain chemicals, such as alcohol, can damage the liver and lead to liver disease.
- Supplements containing LIVER may help protect the liver from damage caused by alcohol and other toxins.
- It may also help reduce the risk of developing certain types of cancer.

Our products with Ingredients

- Setu Gluta Fizz
- Setu Eye Max
- Setu Lean Lite
- Setu Liver Lift

Similar Ingredients

- Garcinia Cambogia Extracts - 400
- Green Tea Extracts - 200
- Green Coffee Bean Extracts - 200
- Vitamin C - 1000
- Zeaxanthin - 4
- Bilberry Extracts - 100

Are you wondering which product is right for you?

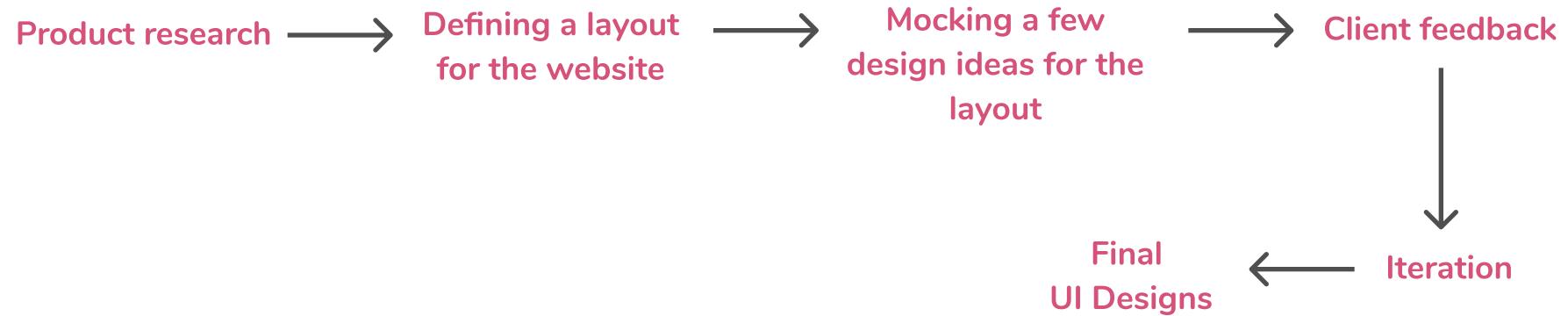
Take this quiz

Cart 0 Login Signup

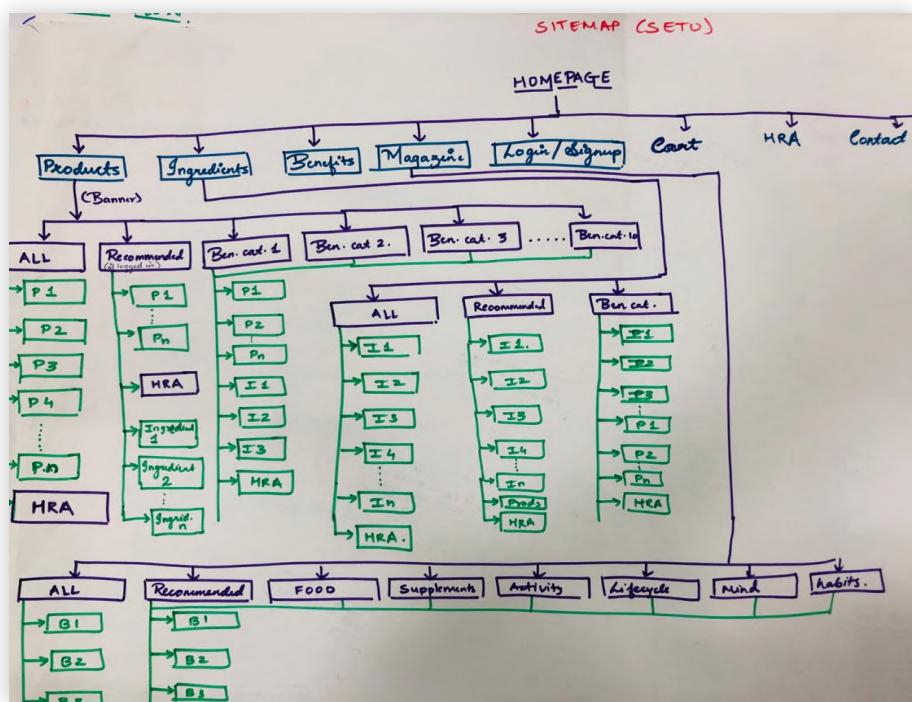
My Role

As the product manager I am practicing agile product management. I defined the why, when and what of the product. I also defined the layout of the entire website and wireframed the screens. The UI designs were developed by our UI designer Ram. I am also responsible for presenting these designs; basically coordinate and manage all the activities of design and development.

Process Followed

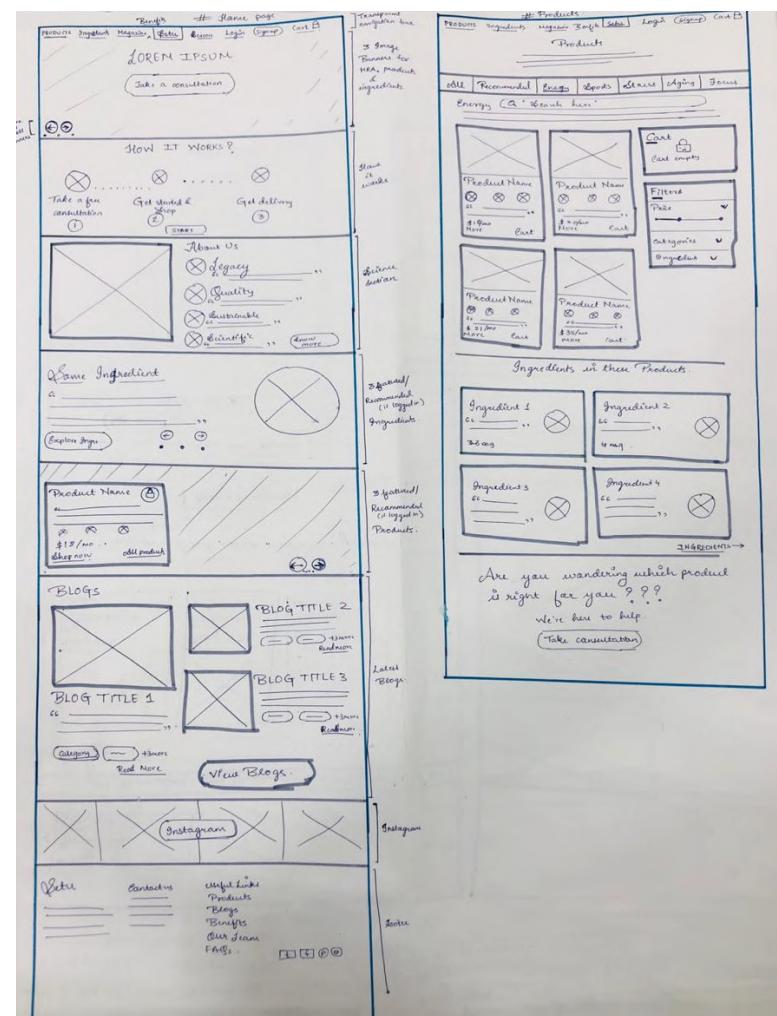


Deliverables



Sitemap

Wireframes



LUTEIN
"Keeps your eyes healthy"

Description

Popularly known as the "eye vitamin", Lutein is one of two major carotenoids found as a color pigment in the human eye (macula and retina). It is thought to function as a light filter protecting the eye from harmful blue light damage. Lutein is also responsible for its role as a color pigment in the human eye (macula and retina). It is thought to function as a light filter, protecting the eye tissues from sunlight damage. Lutein level depletion happens due to lack of right nutrition and body's individual metabolism capability to process. Maintaining the right levels via natural supplementation support today's lifestyle.

- Supports eye health
- Promotes healthy skin
- Enhances mental performance
- Improves sleep quality

What to expect?

- Lutein has shown benefits such as - reduced headaches, better sleep-quality, reduced stress, improved vision quality, eye sensitivity to light. Recent studies have also shown cognitive benefits like better memory and improved reasoning ability.
- Supports eye health by boosting lutein levels in the macula- specialized area of the eye that is responsible for central vision
- Promotes healthy skin, Lutein a pigment in the skin protects against damaging UV light
- Enhances mental performance - As studied in extensive research, lutein is important for mental sharpness and healthy aging

Research

- In published clinical studies, Lutemax® 2020 has been proven to promote healthy eye function by an increase in macular pigment density and improvements in Photostress Recovery and Glare which are direct indicators of improvements in visual performance and reduced visual fatigue. [Read More](#)
- Supplementation with Bilberry has shown improvements in subjective symptoms of eye fatigue, ocular fatigue sensation, ocular pain, eye heaviness, uncomfortable sensation, and foreign body sensation. [Read More](#)
- N-acetyl glucosamine is a precursor of hyaluronic acid which lubricates the eyes by better corneal wound healing and increasing moisture content in the eyes. [Read More](#)

Our products with Ingredients

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Similar Ingredients

Lutein-
Lutemax2020®
20mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Zeaxanthin
4mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Bilberry Extracts
100mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

N-Acetyl
Glucosamine (NAG)
200mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Setu Eye Max
Lutein Rich - Lutemax
2020
\$ 15

[Buy Now](#)

Description

Setu Eye Max is a dietary supplement containing a daily dose of potent carotenoids and vital nutrients for superior vision protection against harmful blue light. Crafted with the perfect blend of ingredients, including patented and clinically proven Lutemax®2020®, along with bilberry extracts and beetroot extracts, this evolutionary formula helps improve symptoms of eye strain, dry eyes and eye fatigue while enhancing visual acuity and night vision.

- Filters harmful light
- Moistures tired eyes
- Improves sleep Quality

What to expect?

- Blue light emitted by most screens we are exposed to through the day including our mobile phones, tablets and laptops and its continuous emission can be potentially harmful to the retina. Lutein and zeaxanthin a.k.a. "eye vitamins" are a category of carotenoids that have specifically beneficial effects for vision - like protection of your eyes against harmful UV rays or blue rays.
- Helps alleviate the discomfort of eye strain and eye fatigue also, many Zeaxanthin in products is only 1 mg while ours is 4 mg - > 4x more than in many products (better resistance to visual fatigue). NAG is A precursor of hyaluronic acid which lubricates the eyes./ bilberry rich source of anthocyanins which help vision under low light. Recent studies indicate that N-AG present in the outer protective layer of the retina is essential for maintenance of healthy vision and protection against age-related eye disorders.
- Helps to support quality sleep by protecting against blue light damage.Frequent exposure to high-energy blue light from digital screens excites the brain and prevent users from falling into a natural, restorative sleep

Research

- In published clinical studies, Lutemax® 2020 has been proven to promote healthy eye function by an increase in macular pigment density and improvements in Photostress Recovery and Glare which are direct indicators of improvements in visual performance and reduced visual fatigue. [Read More](#)
- Supplementation with Bilberry has shown improvements in subjective symptoms of eye fatigue, ocular fatigue sensation, ocular pain, eye heaviness, uncomfortable sensation, and foreign body sensation. [Read More](#)
- N-acetyl glucosamine is a precursor of hyaluronic acid which lubricates the eyes by better corneal wound healing and increasing moisture content in the eyes. [Read More](#)

Ingredients

Lutein-
Lutemax2020®
20mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Zeaxanthin
4mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Bilberry Extracts
100mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

N-Acetyl
Glucosamine (NAG)
200mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Product USP

Patented Lutemax® 2020

2020-Lutemax® Lutein and Zeaxanthin is a patented combination of the two most important carotenoids that impact vision in a 5:1 ratio of Lutein to Zeaxanthin.

Clinically Validated

Setu Eye Max formulation is a unique combination of ingredients which are clinically studied for the claimed benefits.

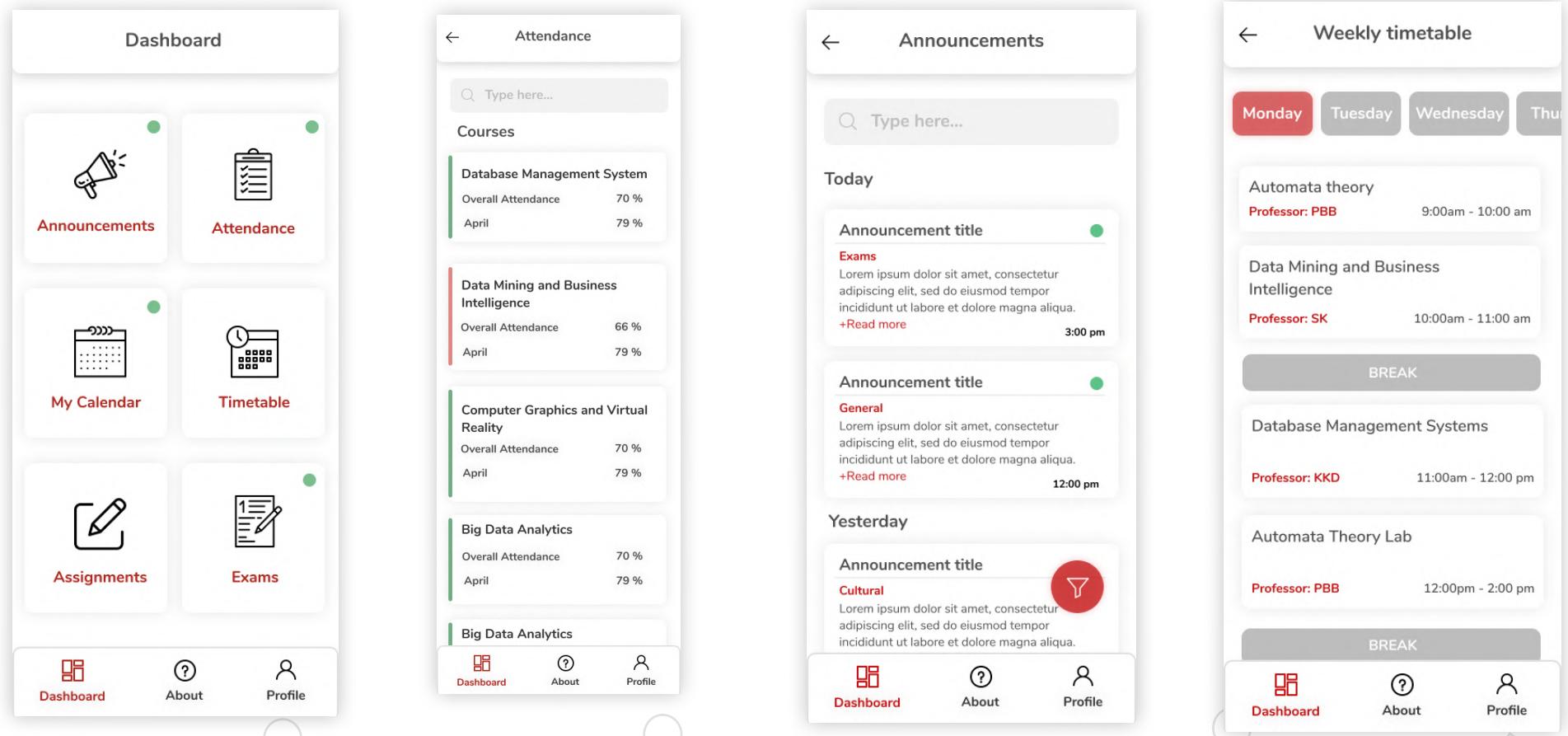
Sustainably Sourced

The ingredient Lutemax® 2020 is extracted from marigold flowers which are sustainably sourced to help secure our supplies and reduces risk and volatility in our raw material.

Role - UI /UX Designer | Organization - Sardar Patel Institute of Technology

Project Brief

SPIT-App is an app for students of Sardar Patel Institute of Technology and their parents to view recent announcements, timetable, exam results and attendance.



My Role

As a UI/UX designer, I started by understanding the requirements by talking to my professors and some students. Later on I mocked a few design ideas and got some feedback from them. After incorporating the feedback, I designed the final UIs. These were demoed to the principal of the college and were approved by him.

Process Followed



Role - Developer | Organization - Sardar Patel Institute of Technology

Project Brief

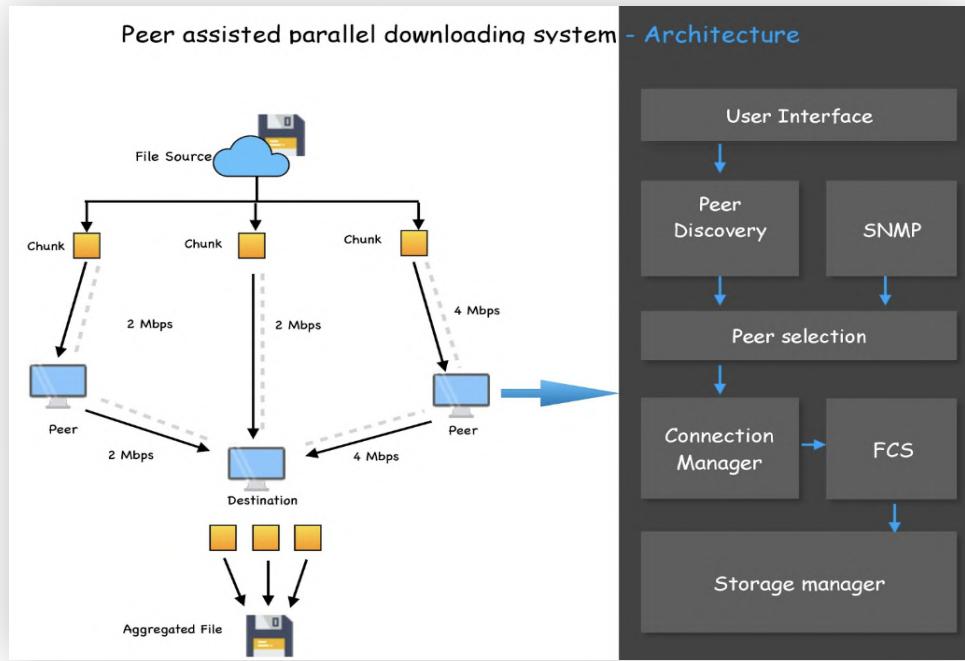
Peer-assisted parallel downloading system uses the concept of segmented file transfer to decrease the download time and also aims to be truly decentralised. The proposed system had peers, that can offer high data transfer rates and are in close proximity to the peer interested in downloading the file, themselves download chunks of the file and stream it to the requestor. This allows the utilization of unused bandwidth while reducing the download time. It used a custom peer scoring logic which penalises free riders in the network to contribute towards assistance helps maintain balance in the network while reducing the overall time for download for peers with low data transfer rates. Tests showed that the overall download time for files can be effectively reduced by 15% for peers with poor data transfer rates.

My Role

I developed the custom scoring logic in accordance to our aim to incentivise the participation of all peers. The main challenge I faced while developing the scoring model was to ensure that high speed peers were not being exploited for dispersion of data in their local area networks. I was tasked with implementation of this logic and this required a peer gossip based meta information propagation to calculate dynamic scores for the peers locally.

Deliverables

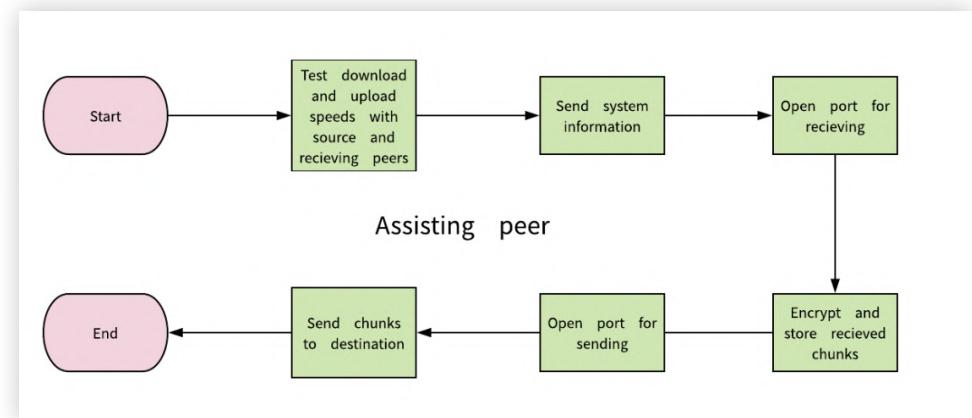
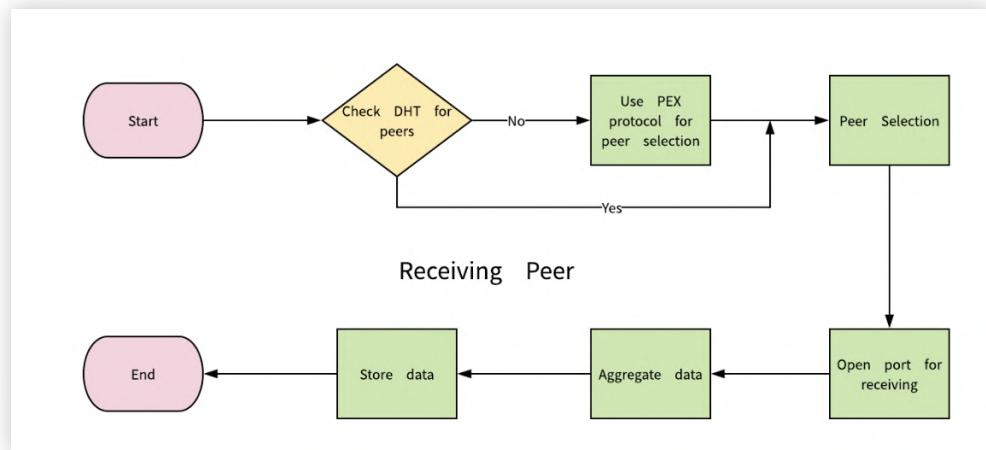
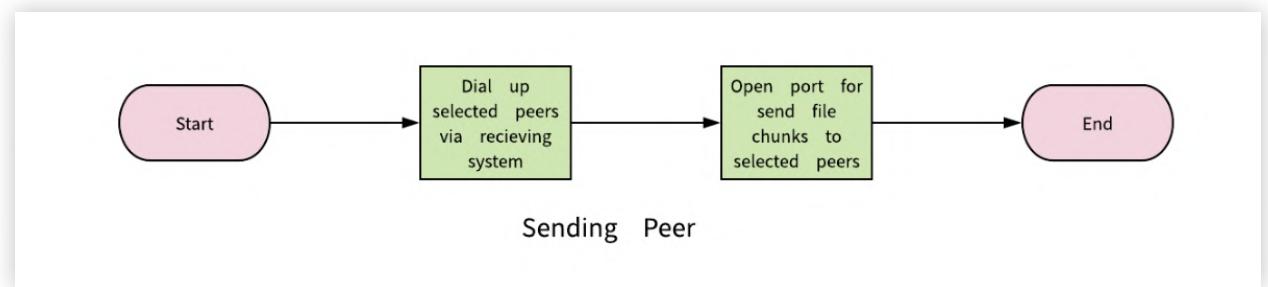
Usecase diagram



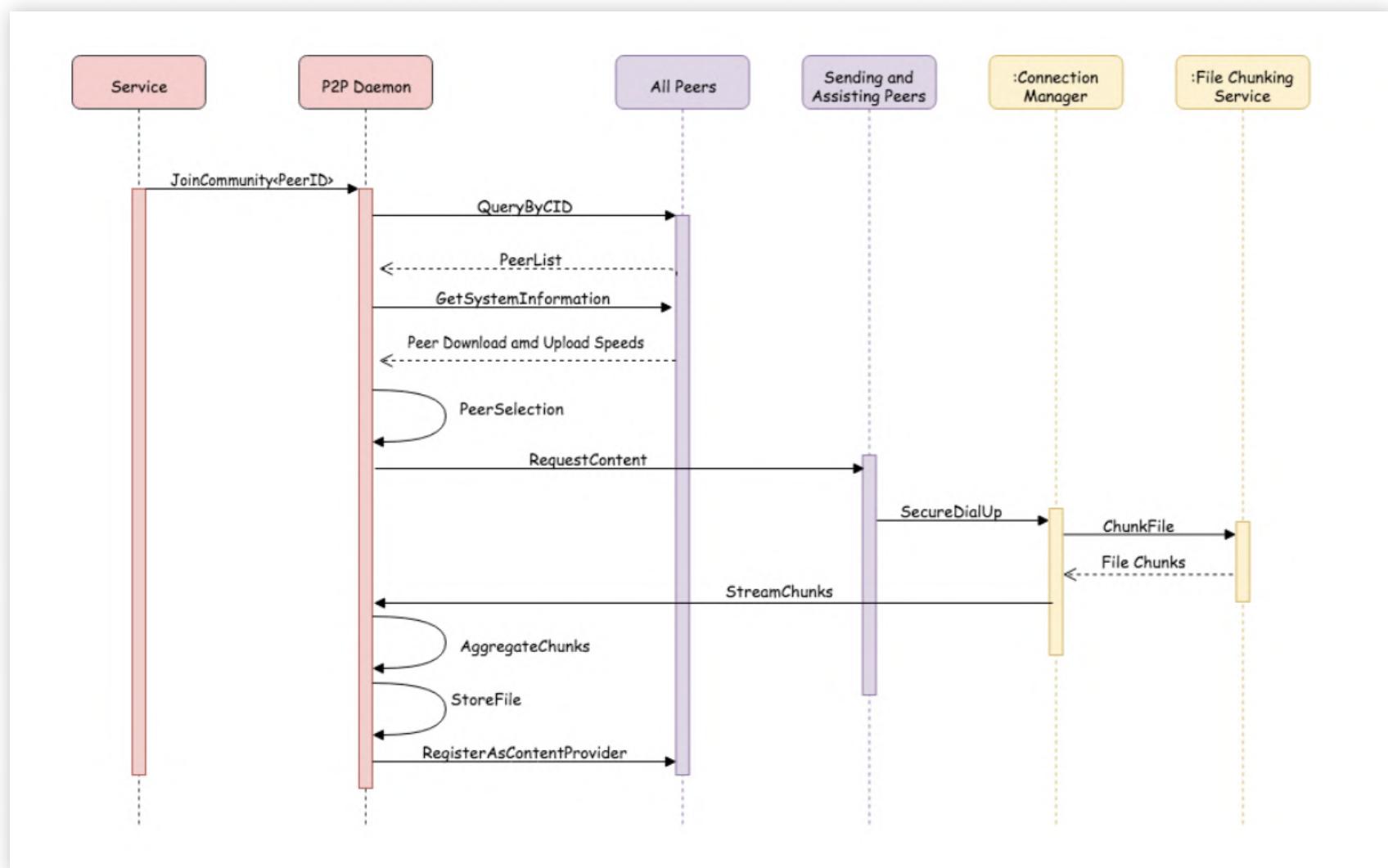
Architecture
Diagram



User flow



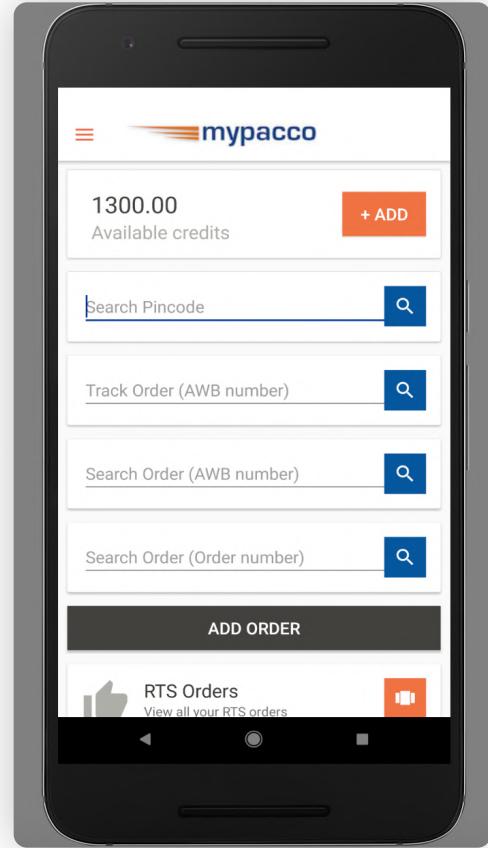
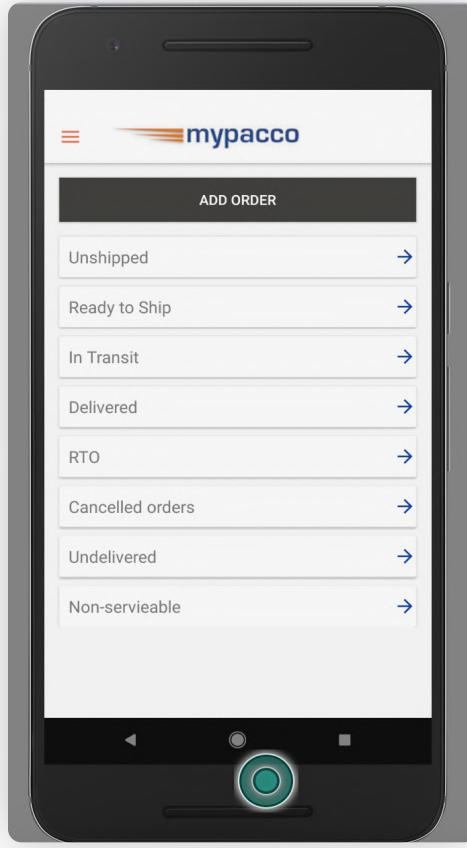
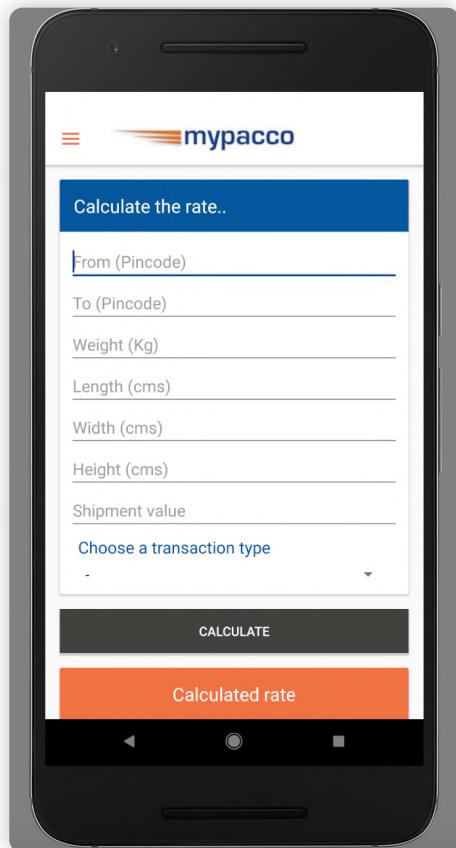
Sequence Diagram



Role - Android Developer | Organization - Cross Trade Ecom Pvt Ltd

Project Brief

Mypacco is a mobile application to send through various services and manage and track your orders. I worked as an Android Developer and singlehandedly designed and developed this application.



Role - Developer

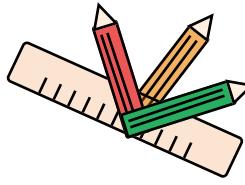
Organization - Sardar Patel Institute of Technology

Project Brief

I along with 3 other students were selected for the development of a website for Information Technology Student's Association (ITSA). The purpose of the website was to highlight the work done by the association and present information about the students, events and workshops conducted by ITSA.

The screenshot shows the 'Achievements' section of the ITSA website. At the top, there is a navigation bar with links for Committee, Workshop, Achievements, and Developers, along with the ITSA logo. Below the navigation bar, the title '—Achievements—' is displayed. The main content area is titled 'Achievements' and is divided into sections for 'Second Year (Extracurriculars)' and 'Second Year (Sports)'. Under 'Second Year (Extracurriculars)', it lists achievements such as Tej Thakkar, Bhaskar Barua, Rajorshi Chaudhari and Simran Gambani standing runner-up in Neebal Technology Hackathon on 28th January 2017; Disha Gandhi and Aashish Nehete participating in SUTRA'17 conducted by NMIMS and getting selected in top 8 teams out of 200 at national level (SUTRA'17-Idea presentation for a startup); and Rajorshi Chaudhari, Gaurav Bhagchandani and Aashish Nehete getting selected in top 25 in Digital Ocean Hackathon. Under 'Second Year (Sports)', it lists achievements such as Saral Uttamani winning 3rd prize in TM-MUN and GC-MUN; Sasha D'souza winning first prize in Throwball SPRINT 2017; and Kaustubh Thoraskar winning second prize in volleyball at Atharva College of sports. At the bottom, there is a section for 'Third Year (Extracurricular)' which is currently empty.

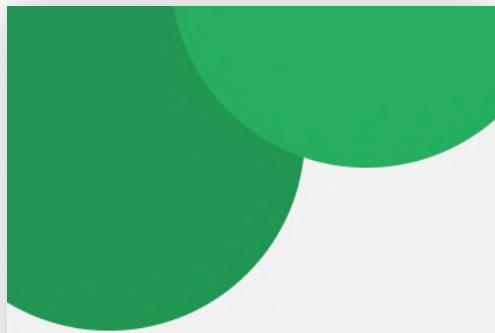
The screenshot shows the 'Workshops' section of the ITSA website. At the top, there is a navigation bar with links for Committee, Workshop, Achievements, and Developers, along with the ITSA logo. Below the navigation bar, the title '—Workshops—' is displayed. The main content area is titled 'Orientation' and is dated '2018-2019'. It includes a sub-section for 'Conducted by: ITSA' and 'Year: 2018'. The text describes the Orientation activity, stating that the newly elected ITSA Committee started the new academic year with a bang by having an Orientation for FEs on 7th August. The students were briefed about the activities and workshops conducted by ITSA, and how they are helpful for them. To break the ice, the students were a part of an interesting activity called "Know Your Seniors". Every student was given a chit containing the name of one SE and one TE. He/She had to find out as much genuine information about the person as he/she could have. As expected, this resulted in absolute fun and wonderful responses from the seniors, as they got together and interacted with the juniors in a conducive, neutral and friendly environment. At the end of the day, the winner was announced and refreshments were distributed among all. Below this, there is another sub-section for 'Trek to Prabalgad' and 'Year: 2018', which includes a small image of a person.



The Daily UI challenge

Daily UI challenge is a series of daily design challenges for 100 days (<https://www.dailyui.co/>). I decided to take it up to improve my UI design skills.
Here are some of these UI designs..

Daily UI challenge 001 - Signup screen



SIGNUP

It's completely free !!

Name

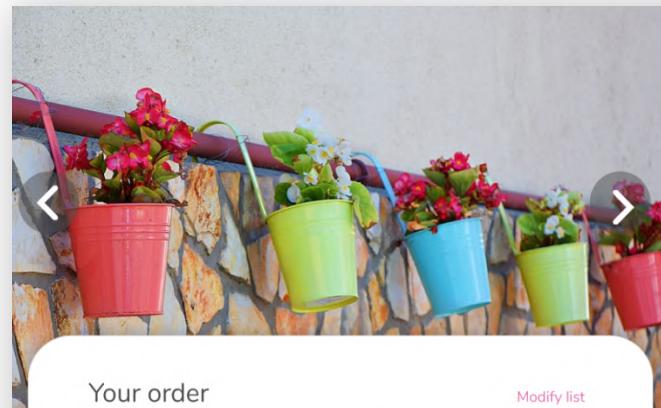
Email

Password

Signup

Already have an account? [Signin](#)

Daily UI challenge 002 - Credit card checkout



Your order

[Modify list](#)

Item	Quantity	Price
Fabric Curtains	1	\$ 50
Set of 5 flower pots	1	\$ 30
Comfy Pillows	3	\$ 45
Total		\$ 125

Checkout

Shipping details

Oscar James
343, Mescaline Street,
Rochester,
NewYork

+1-(454)-1928333
oj@xyz.com

Payment Details

Credit Card number

4555 9999 9999 9 |

Name on the card

Valid till..

CVV



Purchase

Daily UI challenge 003 - Landing page

The screenshot shows a landing page for a meal planning service. At the top, there's a navigation bar with links for Meals, Ingredients, Plans, My Cart, Login, and Signup. Below the navigation is a large image of two slices of toast topped with cream cheese, walnuts, and kiwi. To the right of the image is a green slogan: "Right Nutrition for a Healthier YOU". A green "Browse Plans" button is positioned below the slogan. The main section features a heading "Healthier Meals Await You" and a subtitle "Choose from our wide range of healthy meal options". Three meal options are displayed in cards:

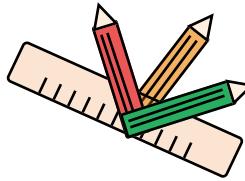
- Vegetable and Shrimp Spaghetti** (\$11)
"A healthier twist on your regular spaghetti"
[Details](#) [Add to cart](#)
- Mixed Vegetable Curry** (\$20)
"Worried about calories but craving for a curry? Here's something perfect for you!"
[Details](#) [Add to cart](#)
- Healty and tasty Fruit Salad** (\$15)
"What's a better after meal than a fruit???"
[Details](#) [Add to cart](#)

A green "Browse Meals" button is located at the bottom of the main section.

Daily UI challenge 004 - Calculator

The screenshot shows a calculator interface. At the top, a blue header says "Ongoing calculation" with the expression $98 + 1 * 99 + 100 / 50$. Below the header is a large blue digital display showing the result "305". The calculator has a standard layout with a numeric keypad and function keys:

- Row 1: C, +, %, /
- Row 2: 7, 8, 9, x
- Row 3: 4, 5, 6, -
- Row 4: 1, 2, 3, +
- Row 5: 0, ., =



The Daily UX writing challenge

A huge part of my job as a UX designer was text. To improve my writing and content strategy, I also took up the 15-day UX writing challenge (<https://dailyuxwriting.com/>). Here are some results of that..

Scenario: A traveler is in an airport waiting for the last leg of a flight home when their flight gets abruptly canceled due to bad weather.

Challenge: Write a message from the airline app notifying them of the cancellation and what they need to do next.

Headline: 45 characters

Body: 175 characters max

Button(s): 25 characters max

Flight 12005 canceled due to
bad weather



Your seat will be reserved in the next flight as soon as the weather clears.

Till then, we've arranged a complimentary stay for you at the neighboring hotel.

[More Details](#)

Solution

Scenario: A user is a working parent, and a big sports fan, in the midst of their favorite sports season who can no longer attend games.

Challenge: Write a promotional screen for an app that lets a user choose teams, sends game reminders, real-time score updates and highlight videos.

Headline: 40 characters max

Body: 175 characters max

Button(s): 25 characters max

Busy Bee and a Sports fan??

No more missing the game for work!
Sporty provides ---

Game
reminders



Real time
score updates

Highlight
videos



And much more!!!!

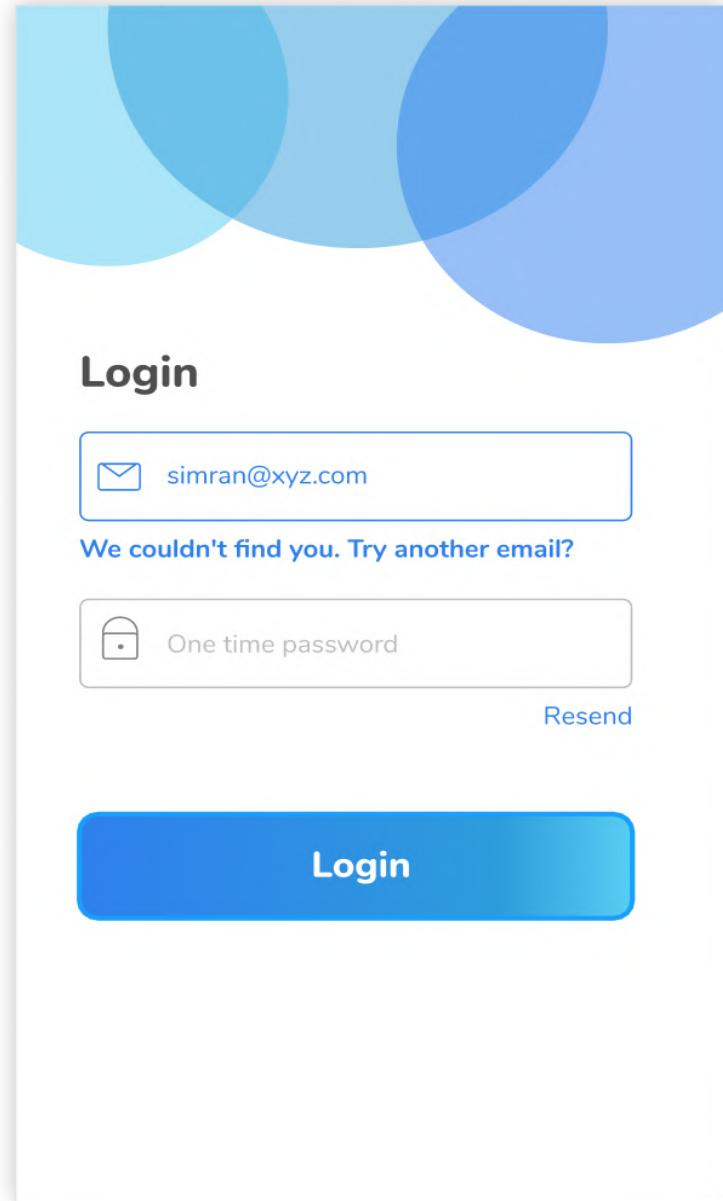
Download now!

Solution

Scenario: The user entered the wrong email address to sign in to their account.

Challenge: Tell the user to enter the right email.

40 characters max



Solution

Scenario: A user is in their favorite supermarket. They open the supermarket's app on their phone to see what's on sale and are greeted by a promotion.

Challenge: Write a promotional home screen for a subscription service that delivers groceries to the user once-a-month for a flat fee.

Headline: 45 characters max
Body: 175 characters max
Button(s): 25 characters ma

X
Too lazy for grocery shopping??



We've got a plan.

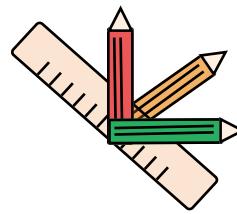
Subscribe for a lazy bunny plan and get groceries delivered to your doorstep once every month only for 5 dollars!

So... Who's ready??

I am!!! Let's go

Maybe later..

Solution



Sketches

This is how I spend my free time...

"Freedom"

I took a break from sketching concentrate on my studies during my 10th grade exams. This is the first sketch I made right after exams got over.



"Halloween"

I saw something similar on the internet one day, so I decided I wanted to sketch it.

"Elsa and Anna"

The inner child inside me still loves the Disney princesses.





"Potterhead Part -1"

As a child I used to spend endless hours
thinking of disappearing into a magical
land and studying at Hogwarts.
Gryffindor was the house I wanted to
be in...

"Potterhead Part -2"

Well, everyone loves Slytherin because
of Severus Snape. Me too, ALWAYS!





"Light in the dark"
I have a fascination of observing still
objects and painting them...



"Bloom of happiness"
I've always loved roses. As a child, I
used to spend a lot of my time planting
and watering my roses...

Thank You!

Reach me @

Email - mhatresimran007@gmail.com

Phone - +91-9833178049

Linkedin - <https://www.linkedin.com/in/simran-mhatre/>