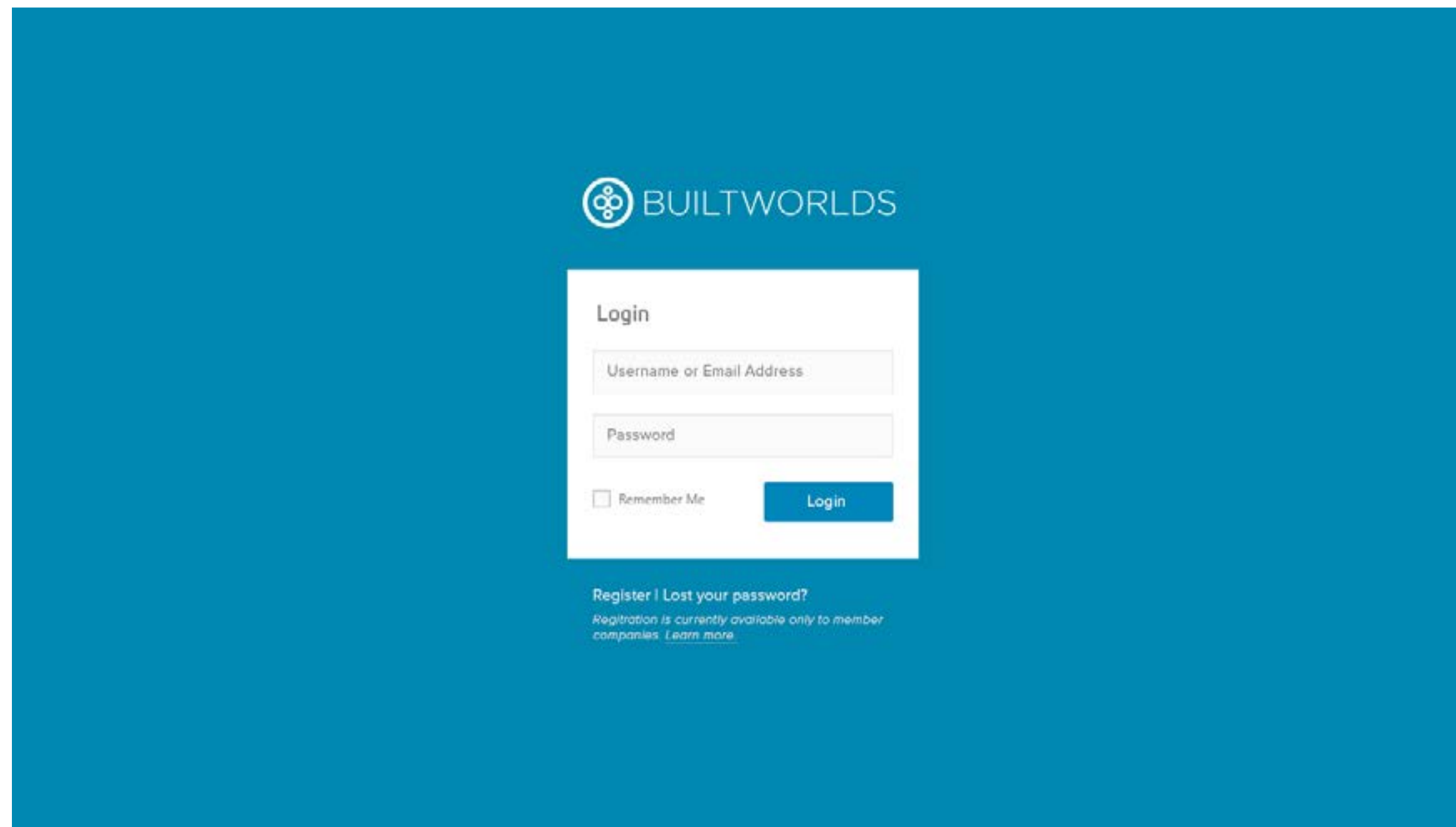


Soumya Kasuganti—Work Samples

BuiltWorlds



User experience, information architecture, interface design

[BuiltWorlds](#) is a professional network fueling the conversation on emerging technology and new approaches in buildings and infrastructure.

I redesigned their website, housing all their content on a single database, eliminating inconsistencies and the need for constant data migration. I also designed the initial prototypes for their member portal.

Augl

The image shows the word "augl" in a stylized, lowercase, yellow font. The letters are thick and rounded, with a modern, sans-serif feel. The "a" and "u" are connected, as are the "g" and "l". The logo is centered within a solid red rectangular background.

Identity, user experience

Augl is a platform for service professionals. Using a simple web app, they can deploy custom apps to support their clients instantly.

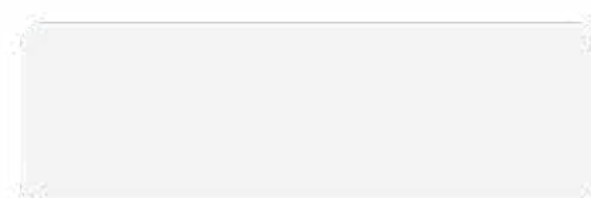
I designed their brand identity, conducted user research and mapped their customer journey.



DIN Pro Light,



Regular, **Medium**, **Bold**




Sentinel Light, *Light Italic*,

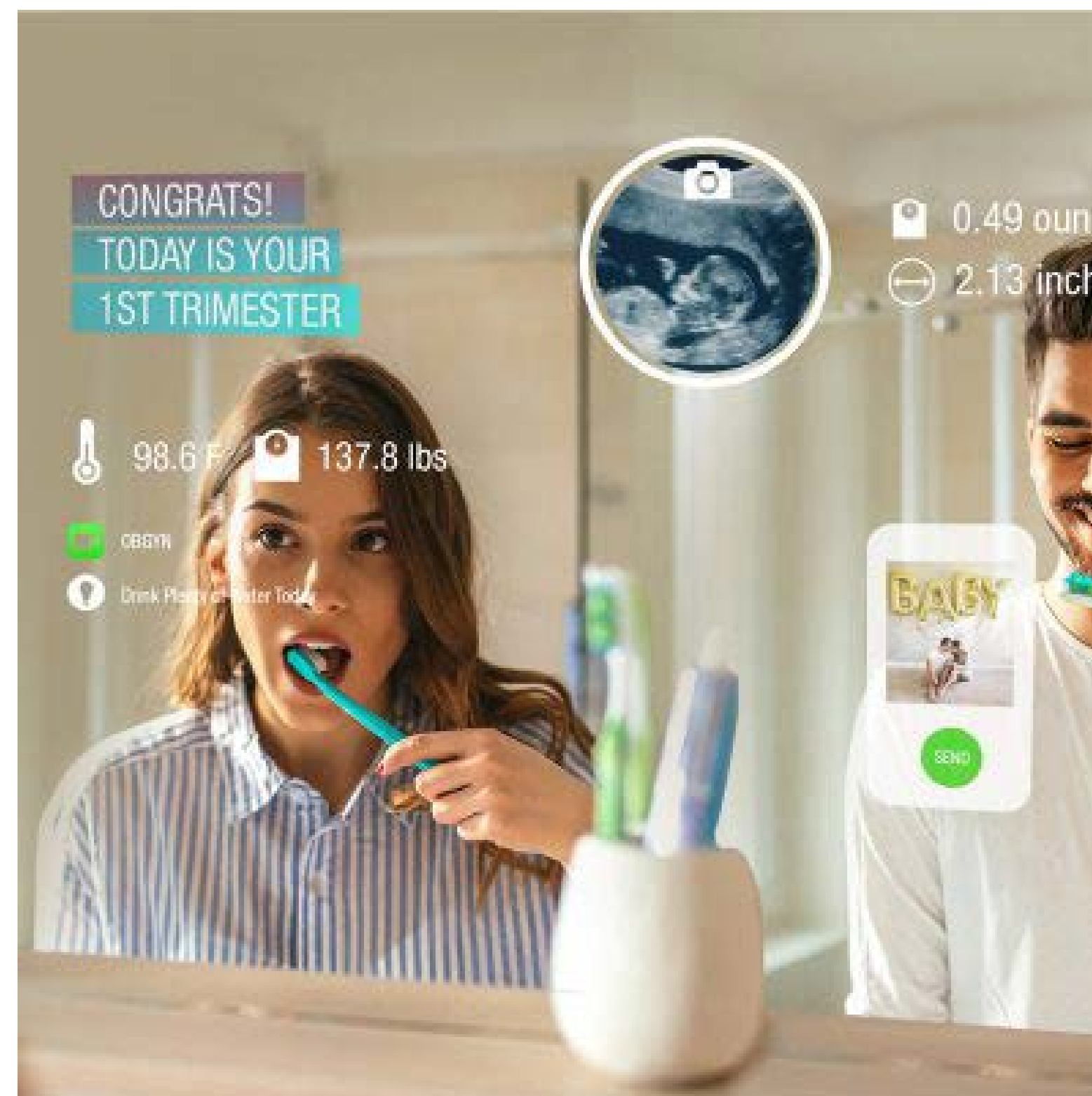
Medium, *Medium Italic*

Customer Journey

Motivation Alana is a fitness instructor. She owns a gym and likes to keep her customers motivated and on track. She works with them to set up goals and regimens. She likes to stay abreast of how they're doing and makes changes to their regimen on the go. She is looking for an app or service that will allow her to this without breaking the bank or taking up too much of her time.

| | Awareness | Consideration | Set-up / creation | Use | Support |
|--------------|--|---|--|---|---|
| Method | Word of mouth / Google Adwords | Demo video / Customer Reviews | Sign up / invitation / production / payment | View / single record editing / single sheet Augl | Email |
| Means | Existing users / web search | Augl website / existing users | Contact form / email invitation / web application / google sheets / mobile app | Augl app | Email |
| Pain points | Limited reach | Insufficient information—features, customer reviews, pricing | Extra steps / wait time / switching between services and devices | Inconvenience—no mass edits / one privacy & sharing setting for all users | Limited access / wait times |
| Satisfaction |  | | | | |
| Opportunity | Referrals / Networking Social media | Website—product tour & features / Augl in use, customer stories / pricing & plans | Quick start / all inclusive web app—log in with google / automatic sheet creation / instructions and preview panel | Multiple entry editing / multiple sheets per Augl | FAQs / contact form / live chat / phone |

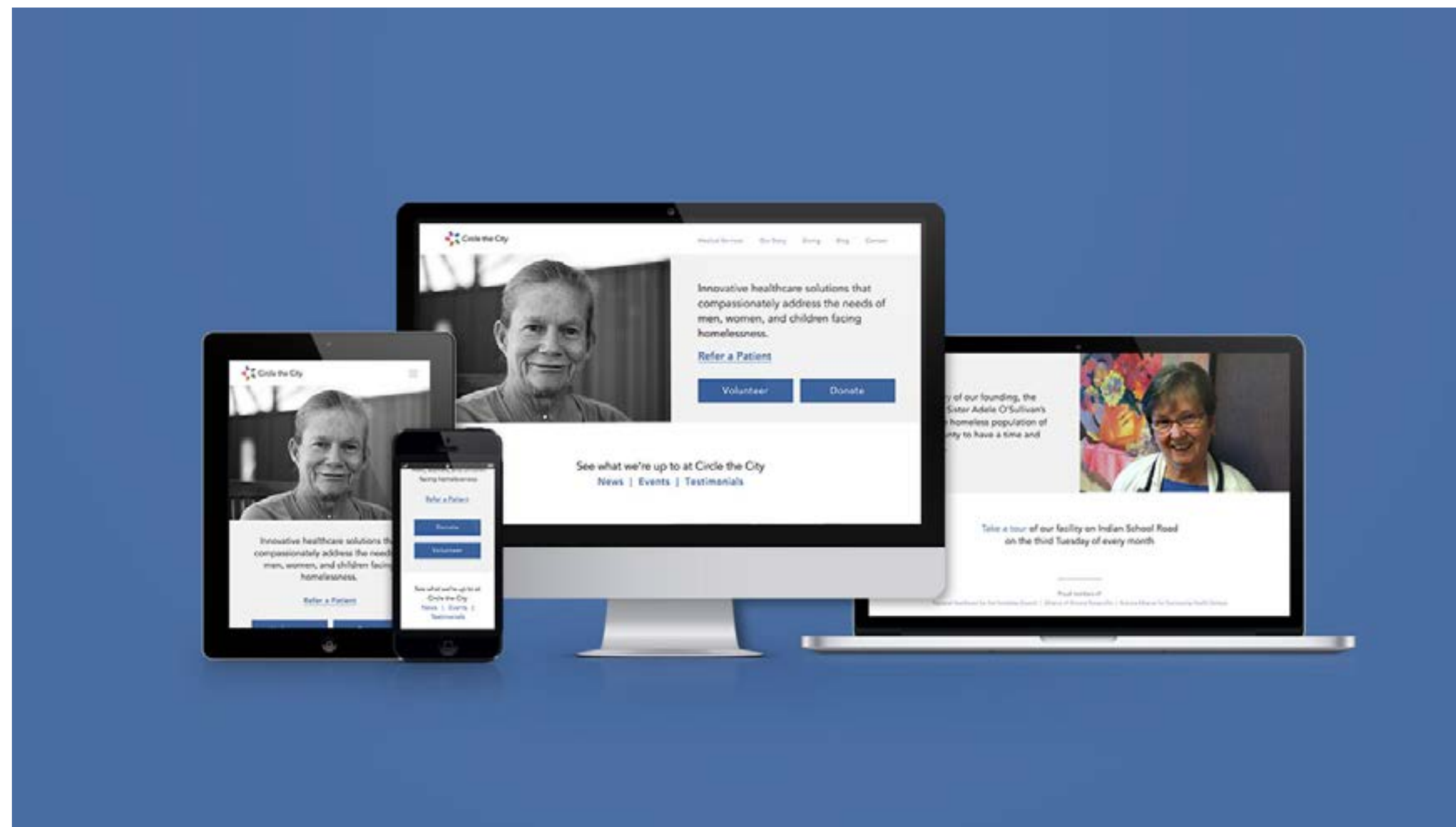
Bathroom of the Future



Research, information design, prototyping

As an intern at [Karten Design](#), I sat in on interviews, sifted through videos, and generated reports to communicate insights to the client. In the second phase of the project, I worked on prototypes for the smart mirror product.

Circle the City



Information architecture, visual design

Circle the City is a non-profit organization that aims to fill the gap in healthcare for the homeless population of Maricopa county.

I redefined the architecture to make their website easier for volunteers and donors to navigate.



