PRESENGTING BY:



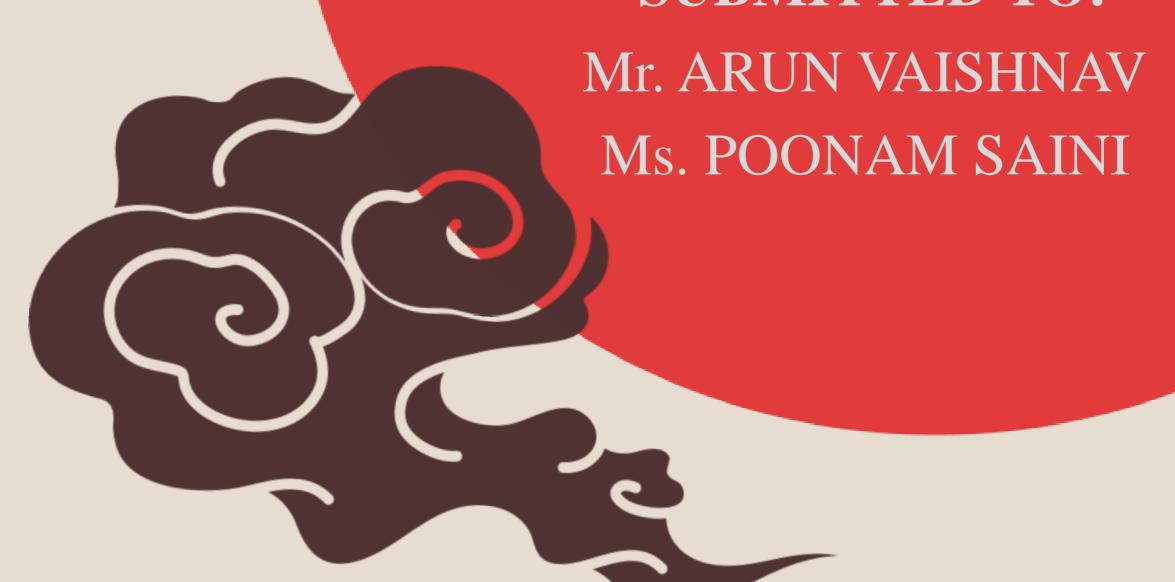
KATANKUR UDAY KUMAR

21CS002386



INTERNSHIP PROJECT REPORT (mid-term)

SUBMITTED TO:







JESIGN.





Manager supervising the internship project:

Name: RAM KUMAR M

Designation: MANAGER

Email:ramkumar@edvedha.com

Mobile No: 8074820377

ORGANIZATION: EdVedha private Limited

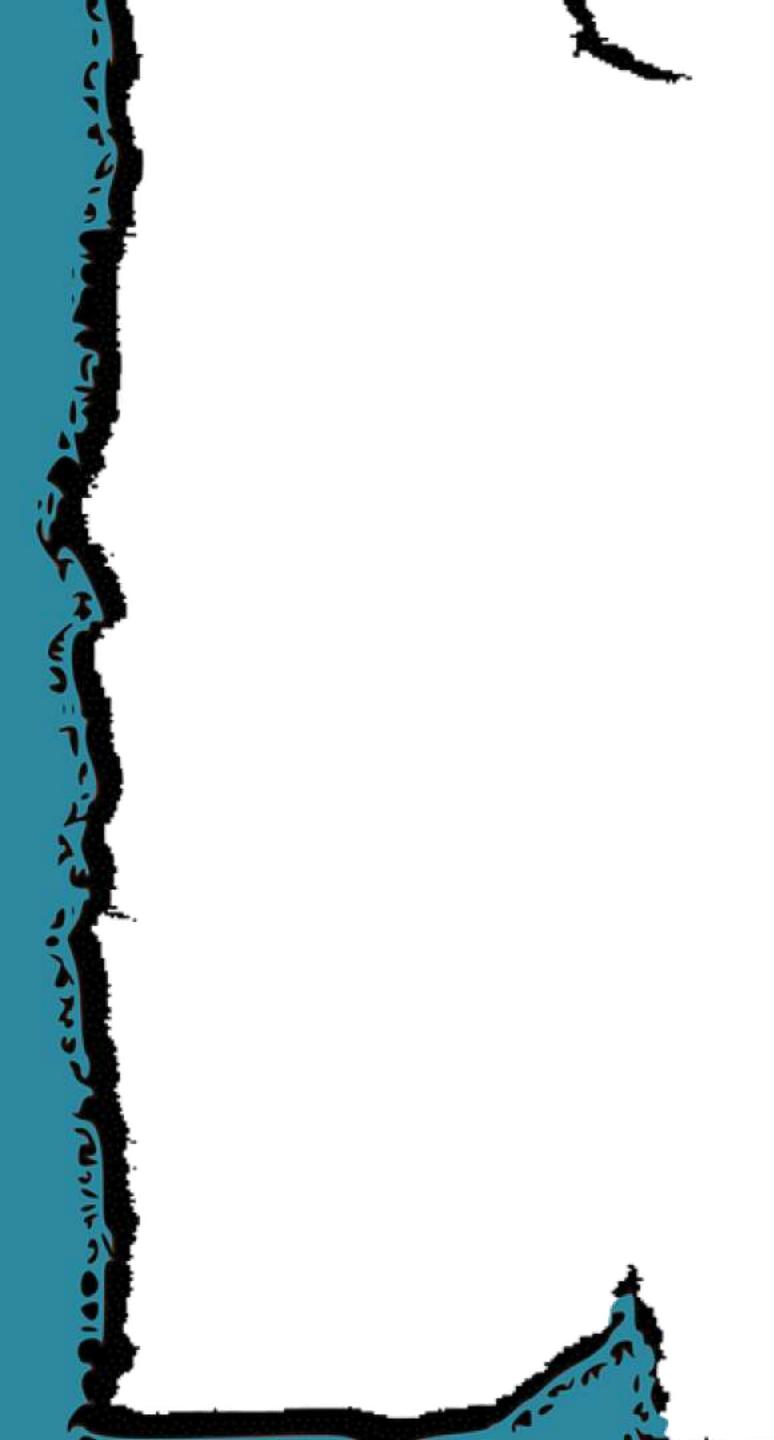
Faculty mentors

Name: Ms. Poonam Saini

Designation: PROFESSOR







Mallow Technologies



Problem Statement

A firm which has n number of employees and projects. For each project, they need several groups to discuss related development, project management and deployment. Having several groups is hard to maintain when they work on multiple projects.

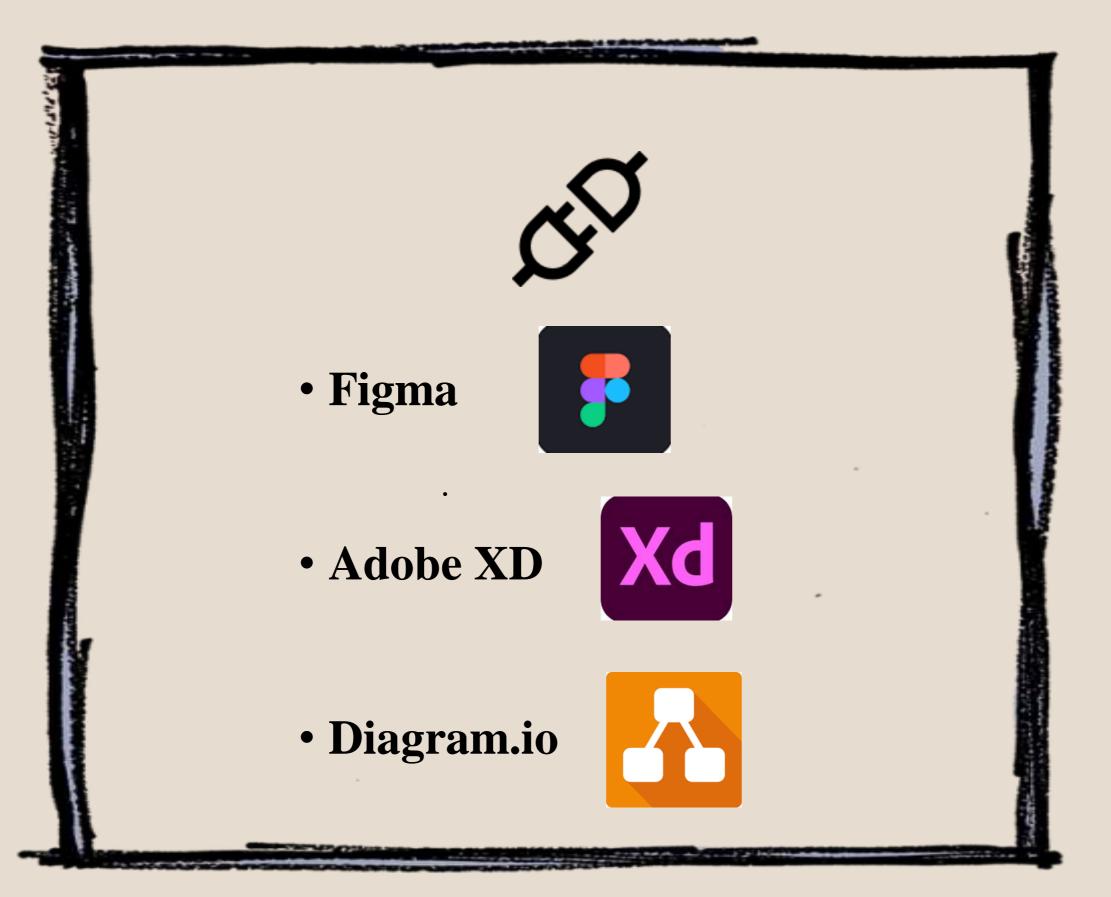
What he requires?

- 1. They need a Business chatting tool similar to Slack and Teams.
- 2. User should able to do individual and Group chat based on projects.
- 3. In the Individual and Group Chat, there will be having following options.
 - A. Chat option is mandatory
 - B. Both sender and recipient can attach the media's like image, video, audio, pdf's, docs, etc..
 - C. From the Individual and Group, user can initiate the normal and video call.
 - D. In Group, user can mention another user in the chat(this need to be differentiated)
 - E. Need to show the differentiation between private and public group.
 - F. Need an option mark the individual user chat and Group to their favourite list
 - G. In individual profile, It has Profile pic, last seen, attachments details, and their social media links, Shortcut to chat, pinned/starred chats.
 - H. In group chat profile, we need to show the list of users in that group, admin user's, pinned/starred chats
- 4. There must need to have a notification center, In that mentioned chats, missed video and audio call.



Tools Used

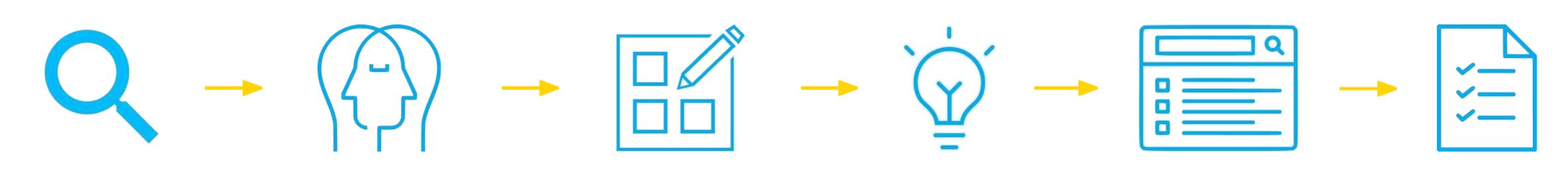






Design Process

DESIGN THINKING



Discover

. . .

Problem Statement

User Journey

Empathize

Quantitative Research

Qualitative Research

Define

Empathy Mapping

Create Personas

Ideate

User Story

Ideation Workshop

Scope Document

Information Architecture

User flow / Task flow

Prototype

Sketching a Wireframe

Prototype in Prottapp

Test

Feedback from Team

Usability test using Maze.co

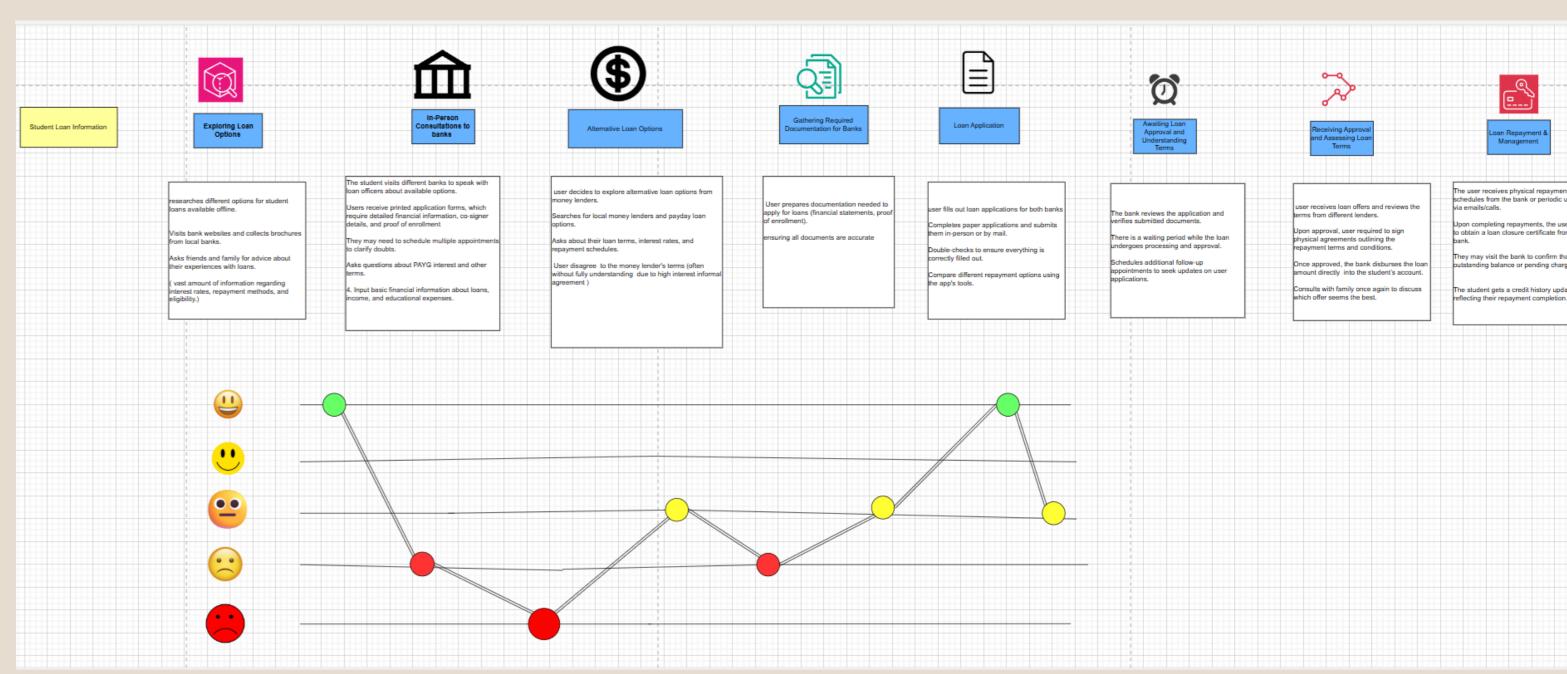




- >User Centric Scope document
- > Card sorting
- >User Flow
- > wireframes

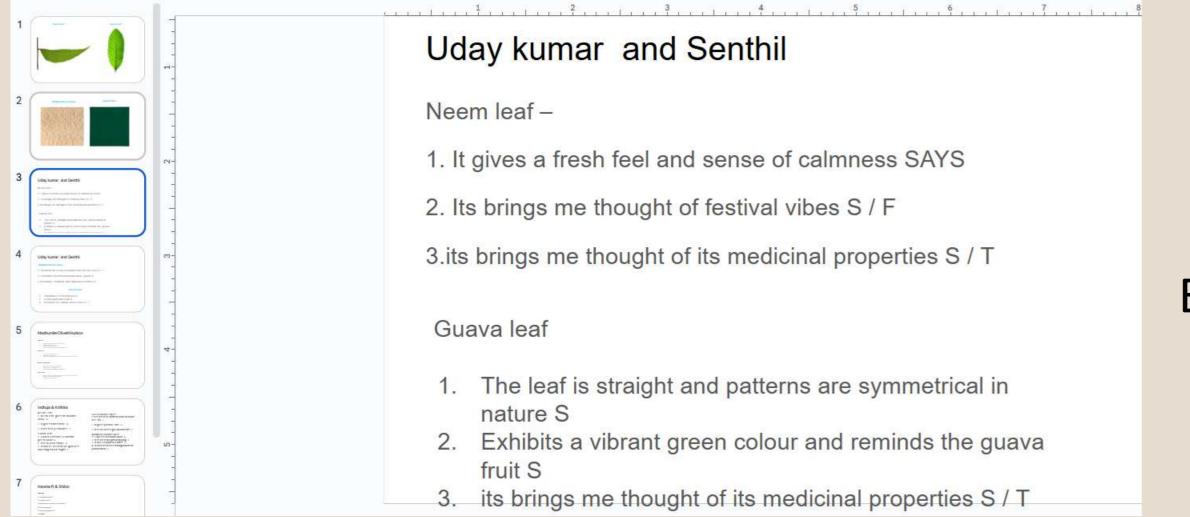
>UI designing

My Progress So Far





Till User flow completed



User Journey

EMPATHY MAPPING-(SAYS, DOES, THINK, FEELS STATEMENTS)



Quantitative RESEARCH

1.
 2.

Indirect Competitors

Direct Competitors

Direct Competitors

direct Competitors

Indirect Competitors

4.7/20.1k

4.1/10.4k

4.0/39.4k 4.5/141

3.8/18.5k

2.4/2.42k

Competitors ▼ Reviews ▼ Problem Statements ▼ Product Feature Comparison

youneedabudget LoanGenius

Sallie Mae

moneyrates

- 1. Competitors
- 2. Reviews
- 3. Problem Statements
- 4. Product Feature Comparison

QUALITATIVE RESEARCH

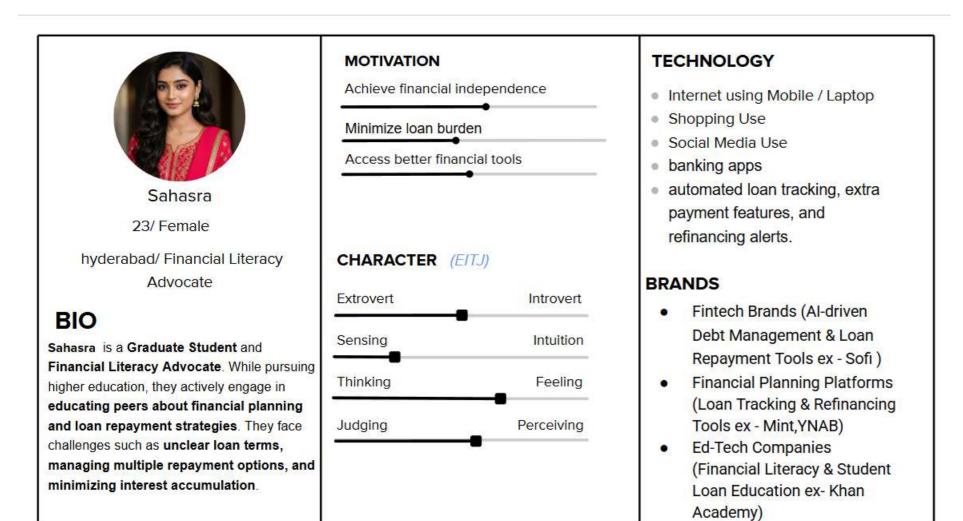
FOR 5 USERS

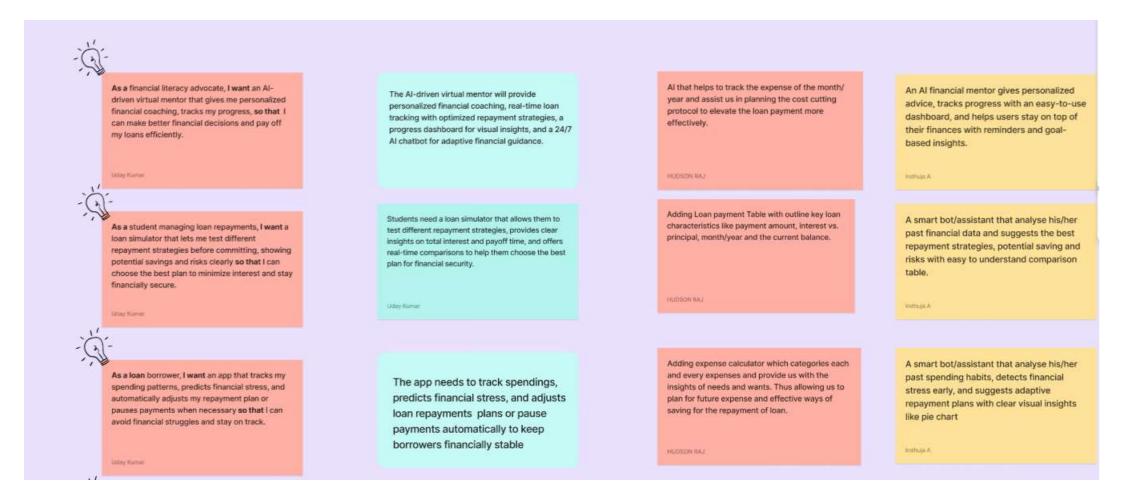
Scenario prompts (2 or 3 questions)

+ ≡ Questions ▼ User-1 ▼ User 2 ▼ User 3 ▼ User 4 ▼ User 5 ▼

Open ended curious questions (10 to 15 questions) Scenario prompts (2 or 3 questions) Direct questions (refer slide) uying mobile activity questions, User Journey tasks and Quantitative research reviews - refer for example Open ended curious questions (10 to 15 questions Tell me about the features that would make a student loan tool truly stress-free and easy to navigate. Describe an innovative method or resource you could envision that would make learning about loan repayment feel effortless and engaging Share with me your ideas for innovative methods or resources that could make learning about loan repayment feel effortless and engaging. Help me to understand how an app might intuitively anticipate your financial needs and proactively offer personalized guidance beyond just tracking expenses. Explain what insights you think could help someone navigating their first loan feel more confident and less overwhelmed. Talk some more about how you think early conversations about student loans could be transformed into clearer, more empowering experiences. Show me how you might reimagine financial aid to be so intuitive and supportive that it empowers students to confidently pursue their educational dreams. Share with me the strategies or resources that could make you feel more confident and less worried about repaying your loans. Describe how you might reflect on your loan management journey five years from now. Help me to understand how you would prefer to see a student loan breakdown presented to make it easiest for you to understand. Explain what innovative resources or tools you think could transform student loan terms into crystal-clear information for borrowers. Talk some more about what you wish you had known before taking out a loan that could have made a real difference in your decision. Share with me how you envision an app that anticipates your financial struggles providing the most helpful and personalized guidance for you. Show me what steps or resources you think could have made the process of repayment feel effortless for you. Tell me about the features you believe would make tracking your student loan progress effortless, engaging, and stress-free.

Imagine you're researching student loans for the first time. You come across multiple loan types, interest rates, and repayment plans, but everything feels overwhelming. What specific questions or concerns



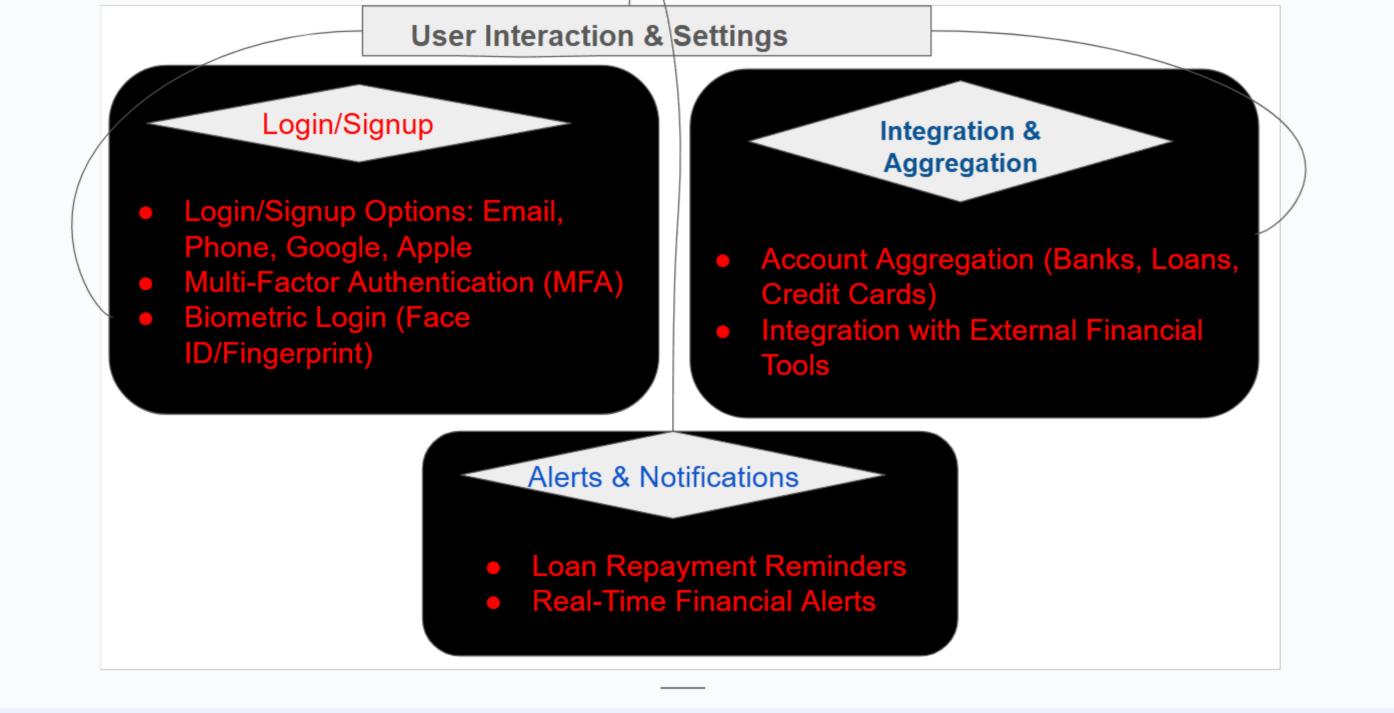


➤ Ideation techniques and User stories

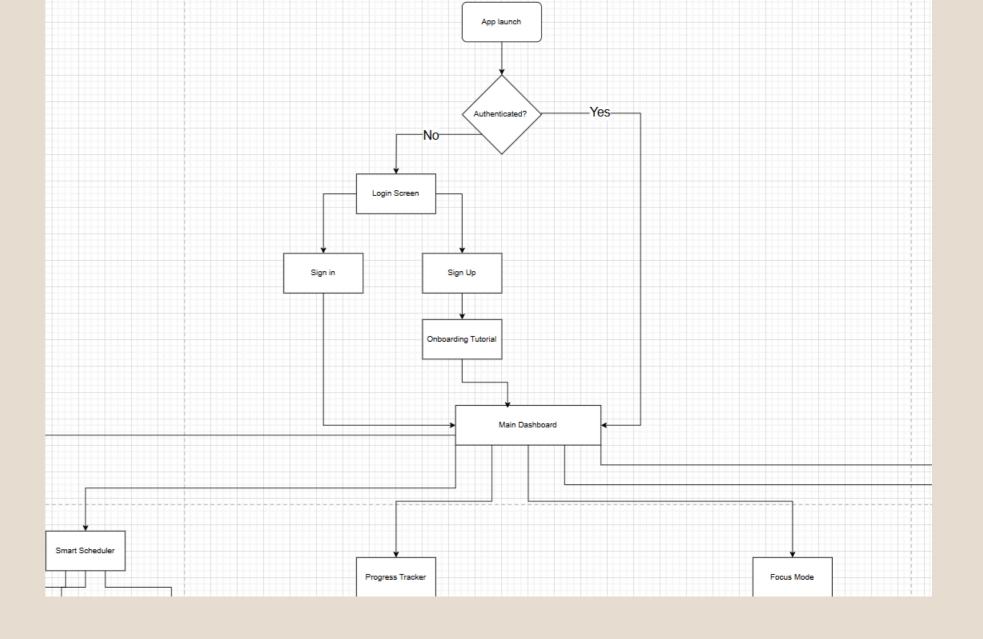
User persona of 5 users

А	В	С
Feature	User Story	Requirement
1. Personalized Financial Coaching System 2. Progress Tracking Dashboard The Al-driven virtual mentor will provide personalized financial coaching, real-time loan tracking with optimized repayment strategies, a progress dashboard for visual insights, and a 24/7 Al chatbot for adaptive financial guidance.	As a financial literacy advocate, I want an AI-driven virtual mentor that gives me personalized financial coaching, tracks my progress, so that I can make better financial decisions and pay off my loans efficiently.	Personalized Financial Coaching System An Al-driven mentor that analyzes the user's financial situation, provides tailored advice, offers step-by-step guidance on loan repayment strategies. Progress Tracking Dashboard – A real-time dashboard that tracks loan payments, financial milestones, and overall progress, providing insights, reminders, and
Interactive Loan Repayment Simulator Comparison & Risk Analysis Dashboard Students need a loan simulator that allows them to test different repayment strategies, provides clear insights on total interest and payoff time, and offers real-time comparisons to help them choose the best plan for financial security.	As a student managing loan repayments, I want a loan simulator that lets me test different repayment strategies before committing, showing potential savings and risks clearly so that I can choose the best plan to minimize interest and stay financially secure.	Interactive Loan Repayment Simulator – A tool that allows users to input different repayment amounts, interest rates, timelines to visualize potential savings, interest paid, and total repayment cost before committing to a plan. Comparison & Risk Analysis Dashboard – A feature that compares multiple repayment strategies side by side, highlighting risks, benefits, and long-term financial impact, helping users choose the best option to minimize interest and stay financially secure.

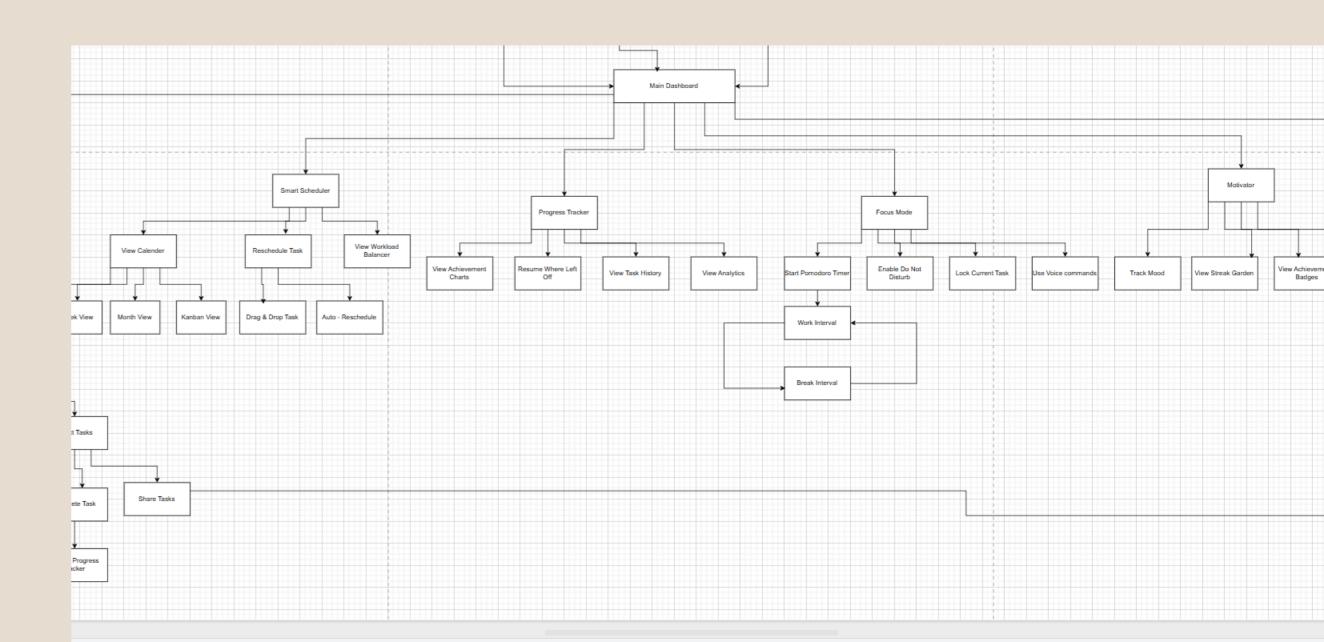
➤User Centric Scope document

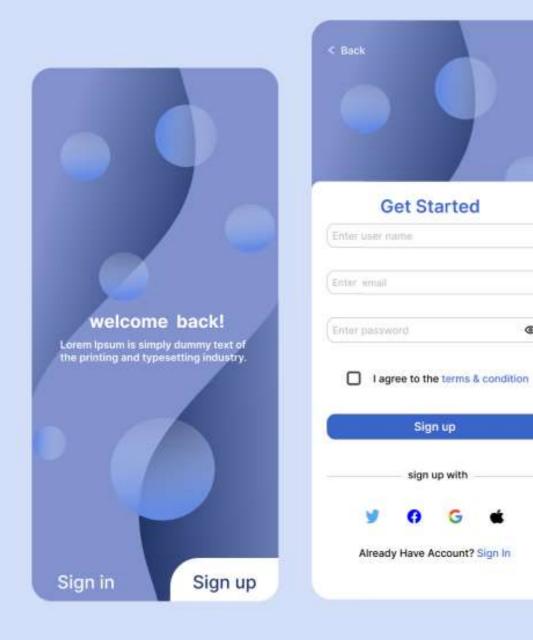


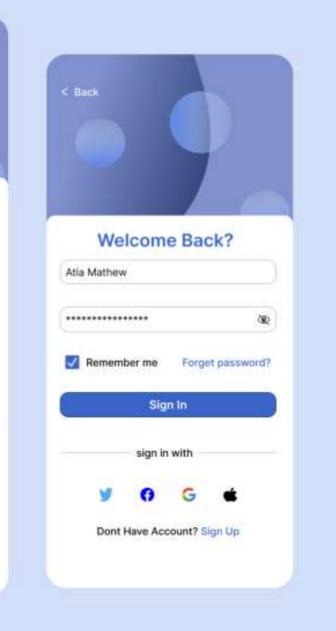
CARD SORTING



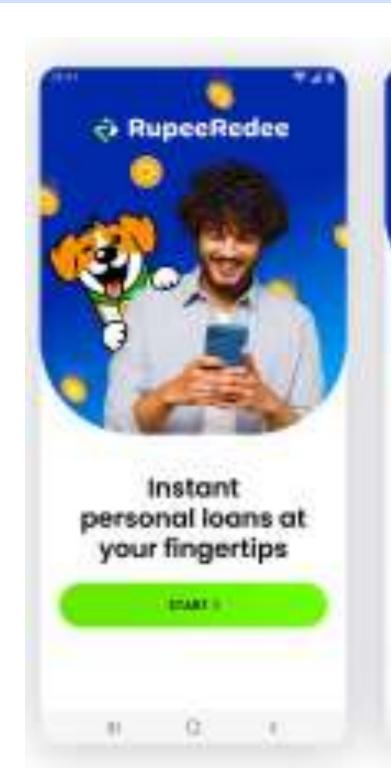
USER FLOW CHART

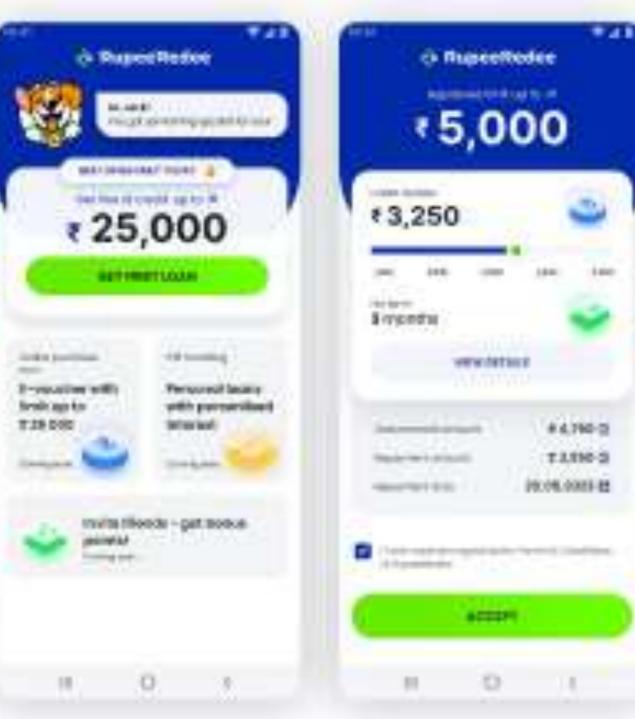


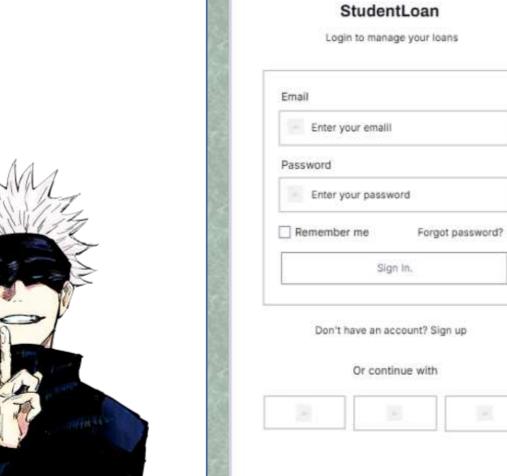




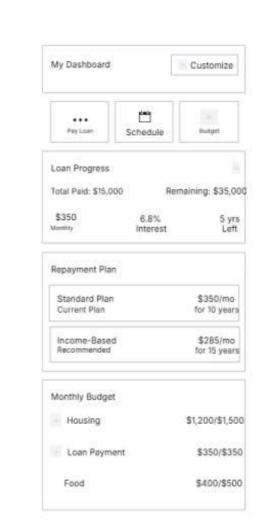


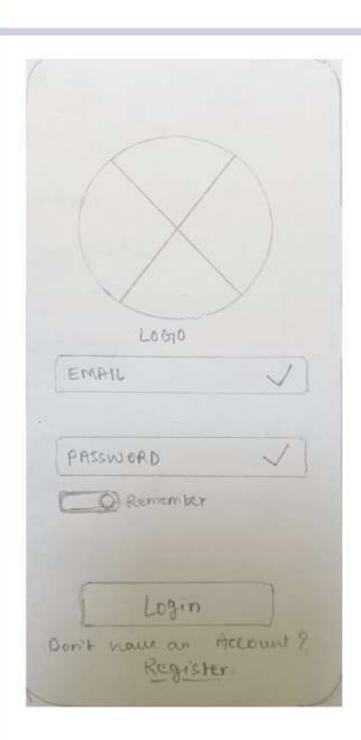


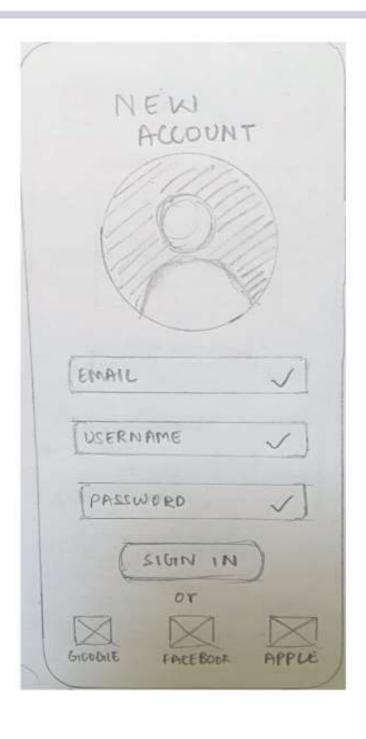


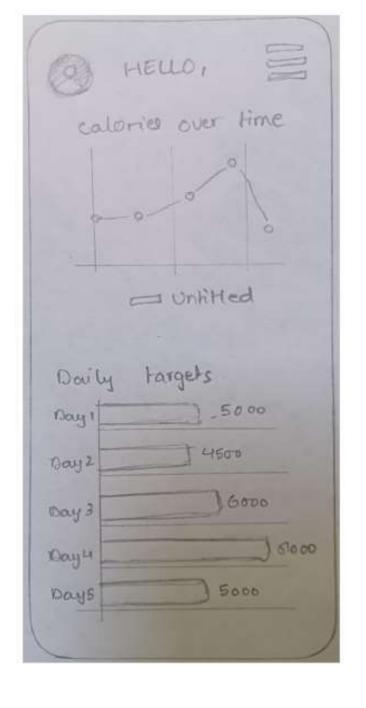


Total Loan Balance	
\$45,280.00	
Next Payment: \$350	Due: Mar 15, 202
Loan Overview	
Federal Loan \$30,000	4.5% APR
Private Loan \$15,280	6.8% APR
Recent Payments	
February Payment Feb 15, 2025	\$350
January Payment Jan 15, 2025	\$350







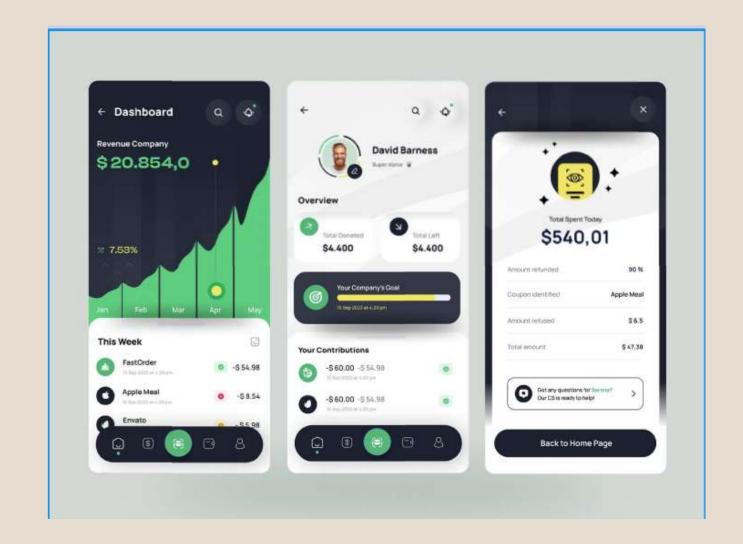




Ongoing Work and Next Steps

Designing the UI prototypes for my project problem statements USING FIGMA, ADOBE XD......

UNTIL END OF MAY 2025



PROBLEMS THAT ARE CHALLENING TO FACE

(CRAP: Contrast, Repetition, Alignment, Proximity).

What I've Learned

Design Thinking Process

•Mastering the 5 stages: Empathize, Define,

Ideate, Prototype, and Test.

Wireframing & Prototyping

- Creating low-fidelity wireframes for layout ideas.
- Building interactive prototypes using tools like Figma, Adobe XD

Visual Design Principles

- Applying CRAP principles (Contrast, Repetition, Alignment, Proximity).
- Understanding color theory, typography, spacing, and iconography.



My experience so far at EdVedha Private limited has been both enriching and inspiring. Working closely with a talented team has helped me develop a deeper understanding of user-centered design, practical UI/UX workflows, and realworld client expectations. I've gained hands-on experience in wireframing, prototyping, conducting user research, and collaborating with developers to bring ideas to life. The supportive work environment and guidance from mentors have truly boosted my confidence and skill set.

Motivation and Commitment

I'm highly motivated to continue growing and contributing meaningfully during the remaining internship period. I'm eager to take on new challenges, further refine my design skills, and make a positive impact on upcoming projects. My goal is to end this internship with a strong foundation, not only in UI/UX design, but also in teamwork, creativity, and delivering user-focused solutions.

