

PRESENTING BY:



KATANKUR UDAY KUMAR

21CS002386



# INTERNSHIP PROJECT REPORT (mid-term)

SUBMITTED TO:

Mr. ARUN VAISHNAV  
Ms. POONAM SAINI



THE ART OF DRAFTING THE BEST  
**UI/UX**  
DESIGN



Manager supervising the  
internship project:

Name: RAM KUMAR M

Designation :MANAGER

Email:ramkumar@edvedha.com

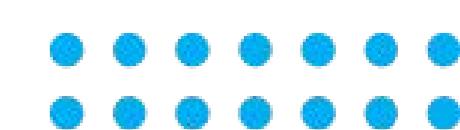
Mobile No: 8074820377

ORGANIZATION: EdVedha private Limited

INTERNSHIP DURATION: Jan To JULY

Faculty mentors

Name: Ms. Poonam Saini  
Designation :PROFESSOR



**problem statement:**

- User Type: Students Feeling Overwhelmed by Student Loan Information

Students often find it difficult to navigate the complex world of student loans, repayment options, and financial aid, leading to confusion and anxiety about their future debt. An app that simplifies this information and offers personalized guidance could greatly assist them.





## 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.

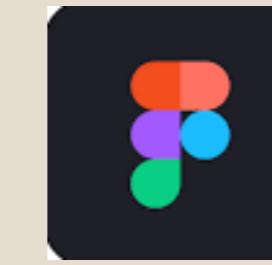
## What he requires?

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



- Figma



- Adobe XD



- Diagram.io



- Marvel



- Behance

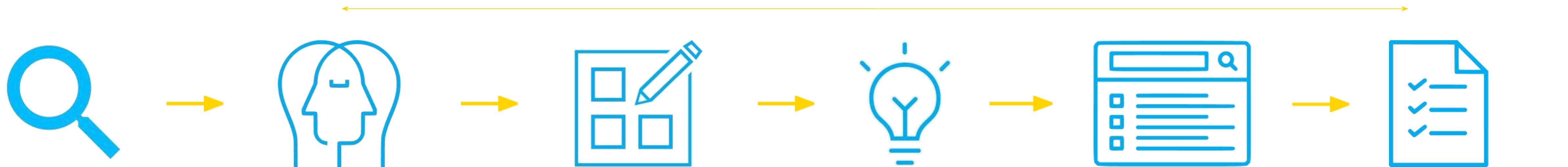


- Excel



# 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



# PROJECT METHODOLOGY

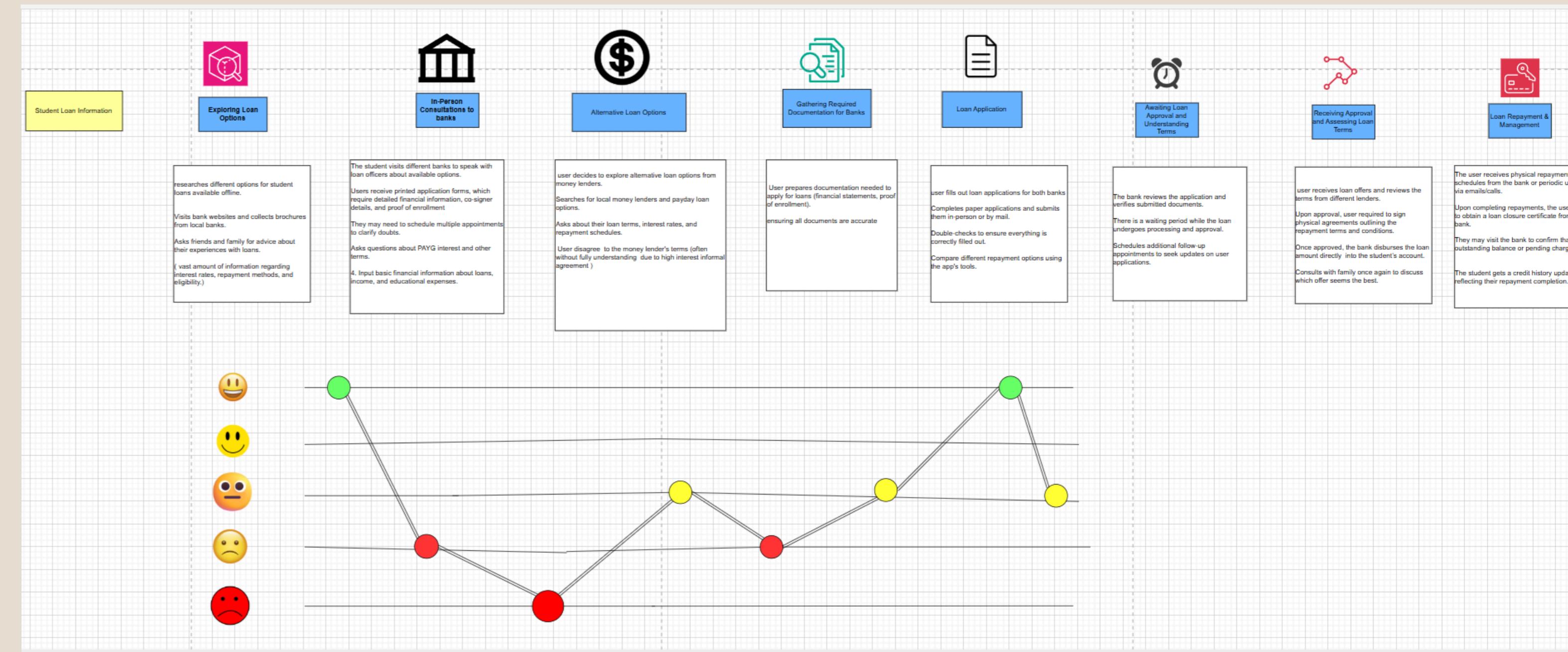
- PRODUT THINKING
- User Journey
- empathy Mapping
- Quantitative Research
- Qualitative Research
- User Persona
- Ideation techniques and User stories
- User Centric Scope document
- Card sorting
- User Flow
- wireframes
- Prototype
- UI designing



# My Progress So Far



Till User flow completed



**Uday kumar and Senthil**

Neem leaf –

1. It gives a fresh feel and sense of calmness **SAYS**
2. Its brings me thought of festival vibes **S / F**
3. its brings me thought of its medicinal properties **S / T**

Guava leaf

1. The leaf is straight and patterns are symmetrical in nature **S**
2. Exhibits a vibrant green colour and reminds the guava fruit **S**
3. its brings me thought of its medicinal properties **S / T**

## User Journey

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



# My Progress So Far

## Quantitative RESEARCH

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

A	B	C	D
youneedabudget	<a href="#">playstore</a>	4.7/20.1k	Indirect Competitors
LoanGenius	<a href="#">Google</a>	4.9/52	Direct Competitors
Sallie Mae	<a href="#">Play store</a>	4.1/10.4k	Direct Competitors
Sofi	<a href="#">Play store</a>	4.0/39.4k	Direct Competitors
moneyrates	<a href="#">Google</a>	4.5/141	direct Competitors
Goodbudget	<a href="#">Play store</a>	3.8/18.5k	Indirect Competitors
Bankrate	<a href="#">Google</a>	2.4/2.42k	direct Competitors

+     Competitors    Reviews    Problem Statements    Product Feature Comparison

[Open ended curious questions \(10 to 15 questions\)](#)

Scenario prompts (2 or 3 questions)  
Direct questions (refer slide)  
Buying 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.

[Scenario prompts \(2 or 3 questions\)](#)

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

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

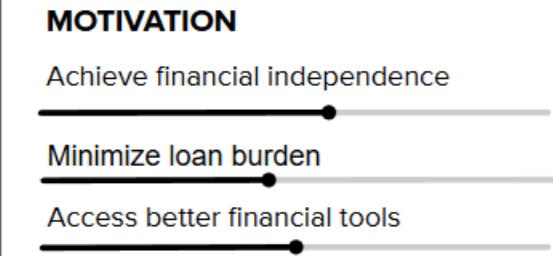


Sahasra

23/ Female

hyderabad/ Financial Literacy  
Advocate**BIO**

**Sahasra** is a **Graduate Student** and **Financial Literacy Advocate**. While pursuing higher education, they actively engage in **educating peers about financial planning and loan repayment strategies**. They face challenges such as **unclear loan terms, managing multiple repayment options, and minimizing interest accumulation**.

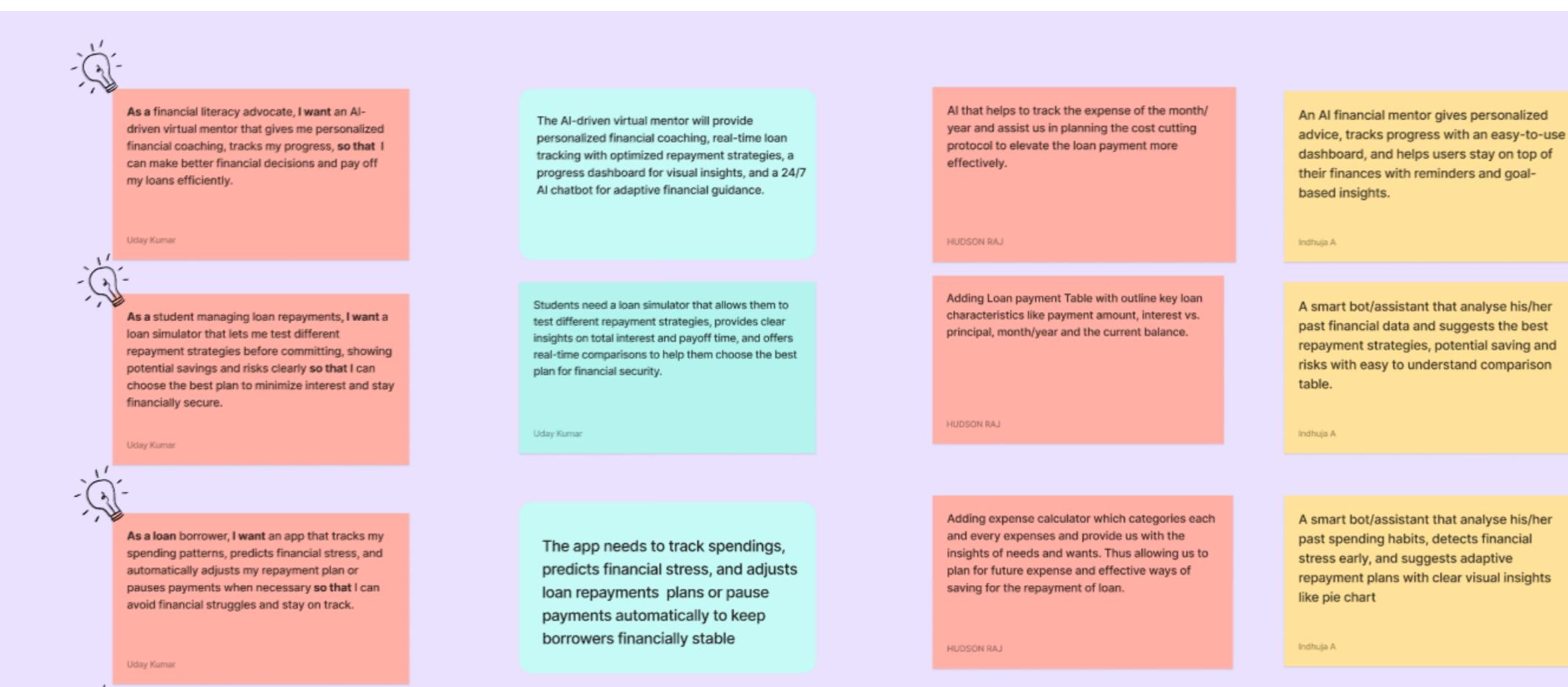
**CHARACTER (EIJ)****TECHNOLOGY**

- Internet using Mobile / Laptop
- Shopping Use
- Social Media Use
- banking apps
- automated loan tracking, extra payment features, and refinancing alerts.

**BRANDS**

- Fintech Brands (AI-driven Debt Management & Loan Repayment Tools ex - Sofi )
- Financial Planning Platforms (Loan Tracking & Refinancing Tools ex - Mint,YNAB)
- Ed-Tech Companies (Financial Literacy & Student Loan Education ex- Khan Academy)

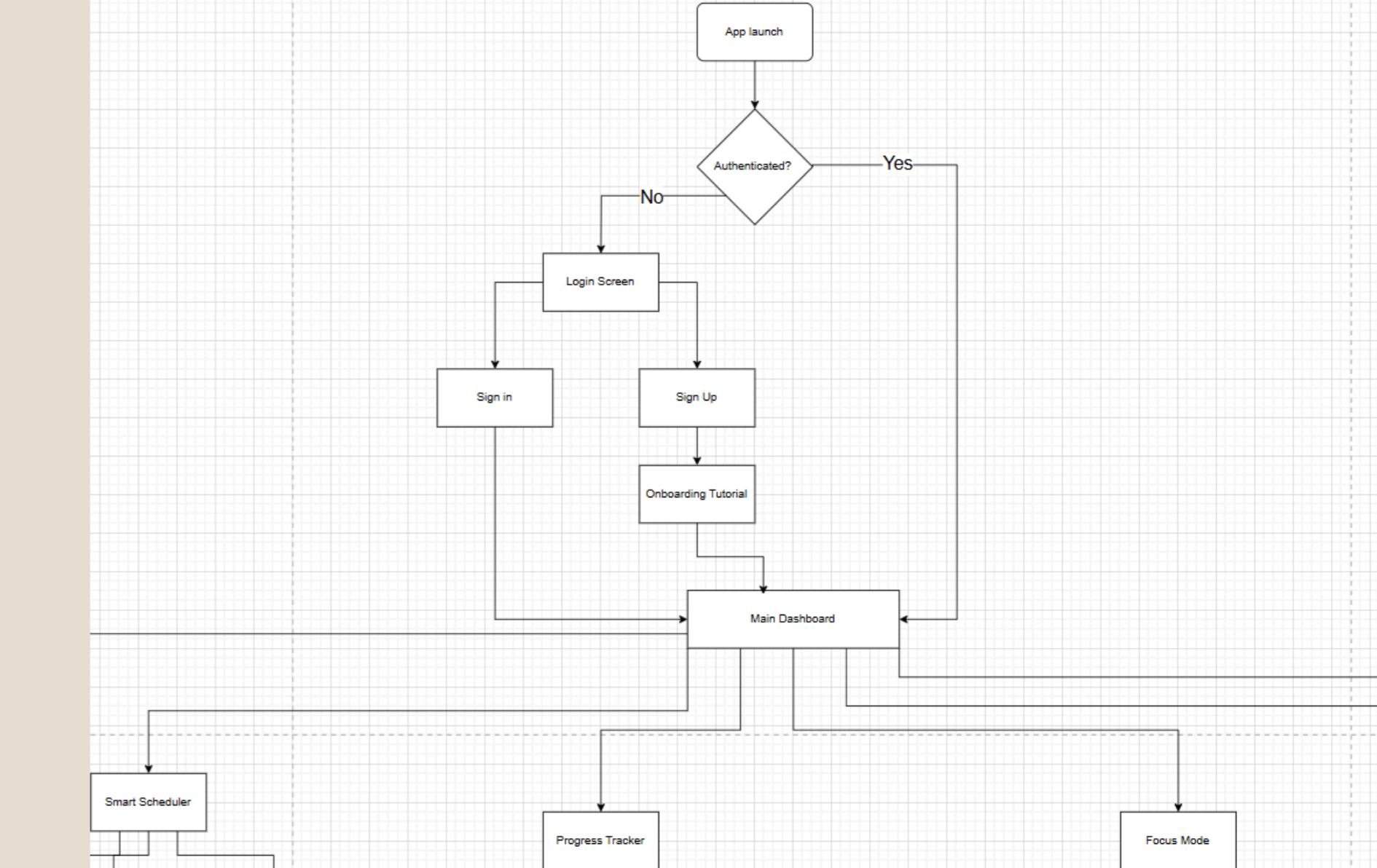
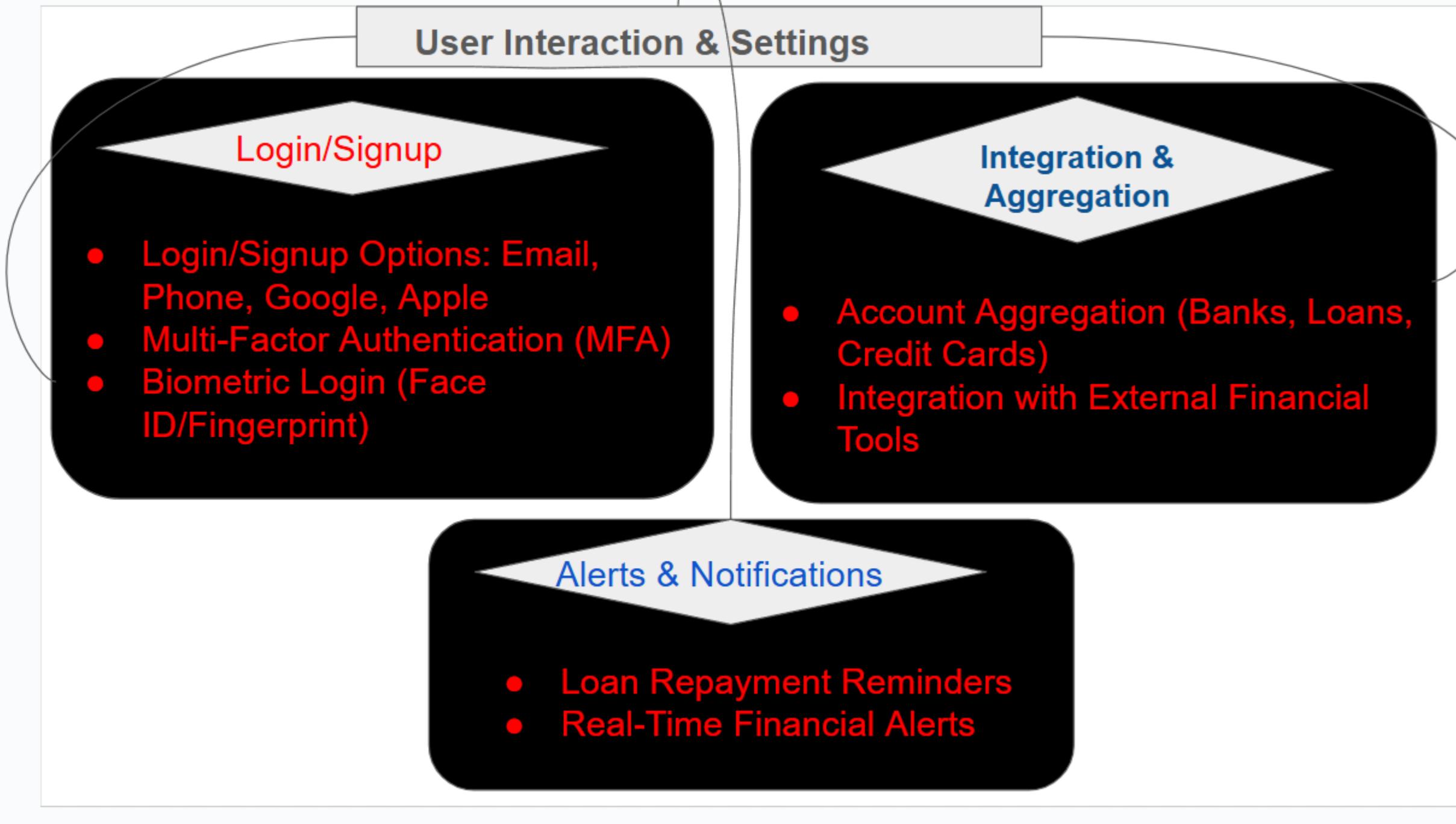
# User persona of 5 users



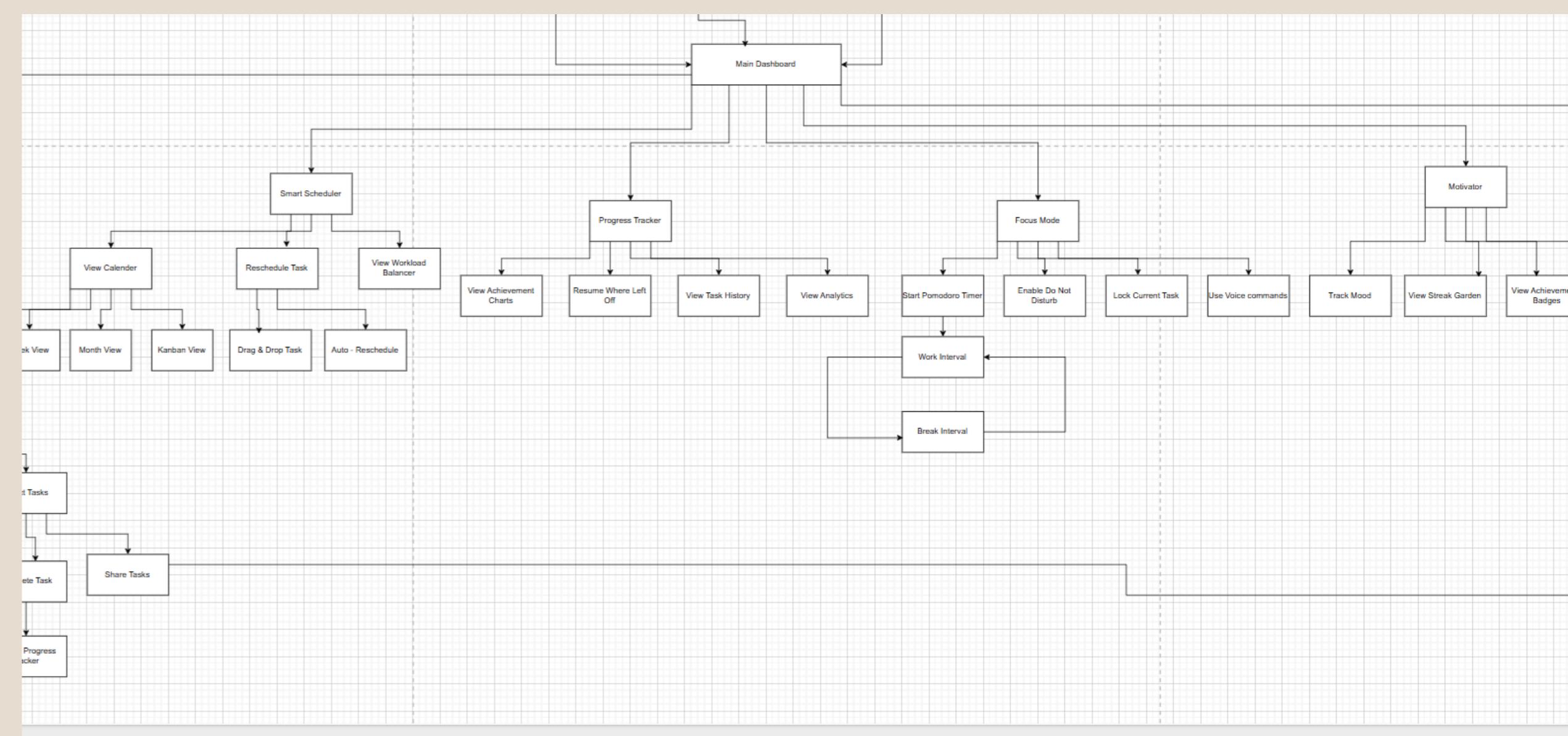
Feature	User Story	Requirement
<b>1. Personalized Financial Coaching System</b> <b>2. Progress Tracking Dashboard</b>	<p>The AI-driven virtual mentor will provide personalized financial coaching, real-time loan tracking with optimized repayment strategies, a progress dashboard for visual insights, and a 24/7 AI chatbot for adaptive financial guidance.</p> <p>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.</p>	<b>Personalized Financial Coaching System</b> An AI-driven mentor that analyzes the user's financial situation, provides tailored advice, offers step-by-step guidance on loan repayment strategies.
<b>Progress Tracking Dashboard –</b>	<p>A real-time dashboard that tracks loan payments, financial milestones, and overall progress, providing insights, reminders, and</p>	<b>Progress Tracking Dashboard –</b>
<b>Interactive Loan Repayment Simulator –</b>	<p>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.</p>	<b>Interactive Loan Repayment Simulator –</b>
<b>Comparison &amp; Risk Analysis Dashboard –</b>	<p>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.</p>	<b>Comparison &amp; Risk Analysis Dashboard –</b> 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.

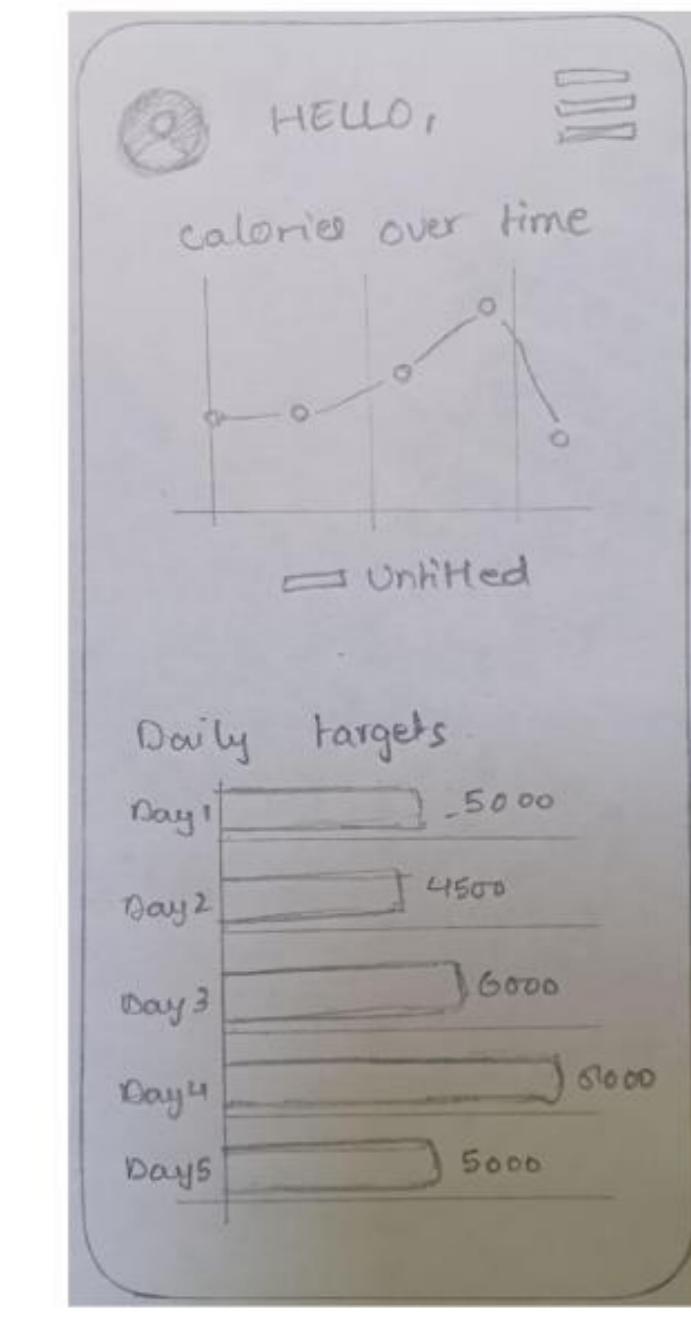
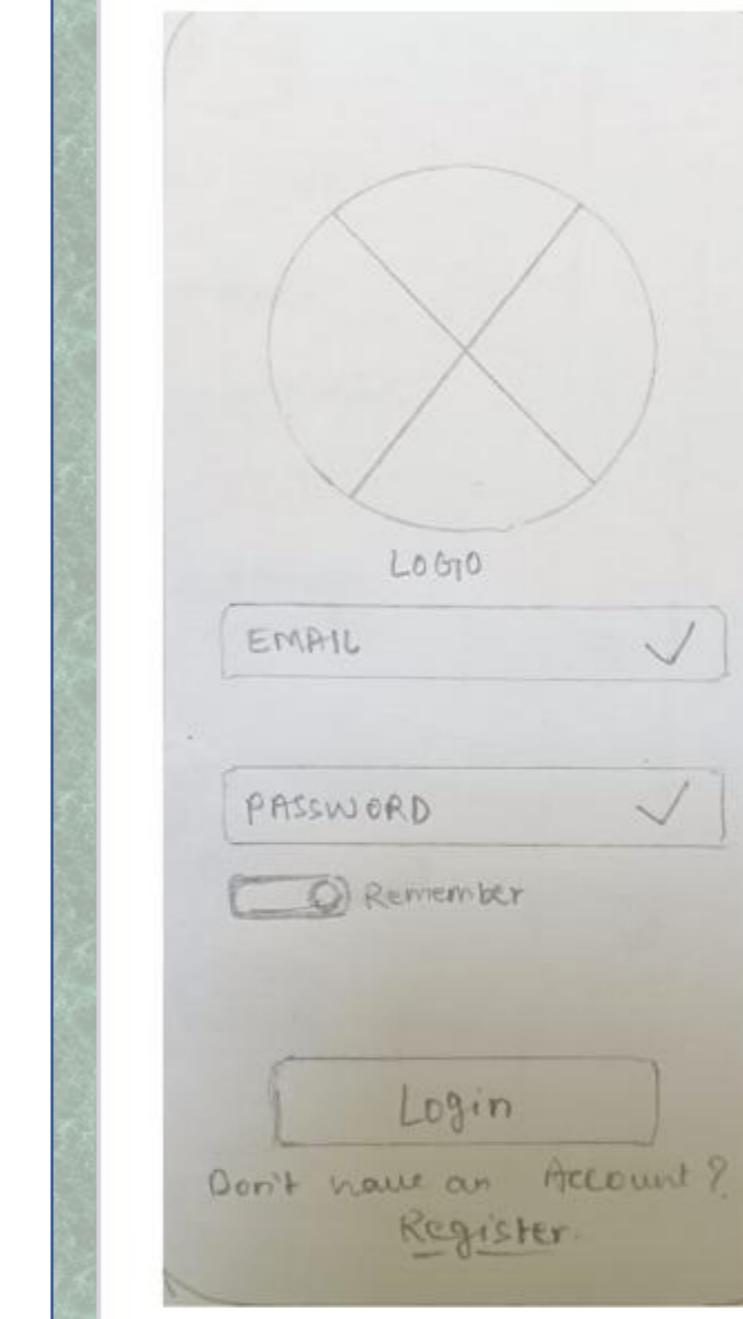
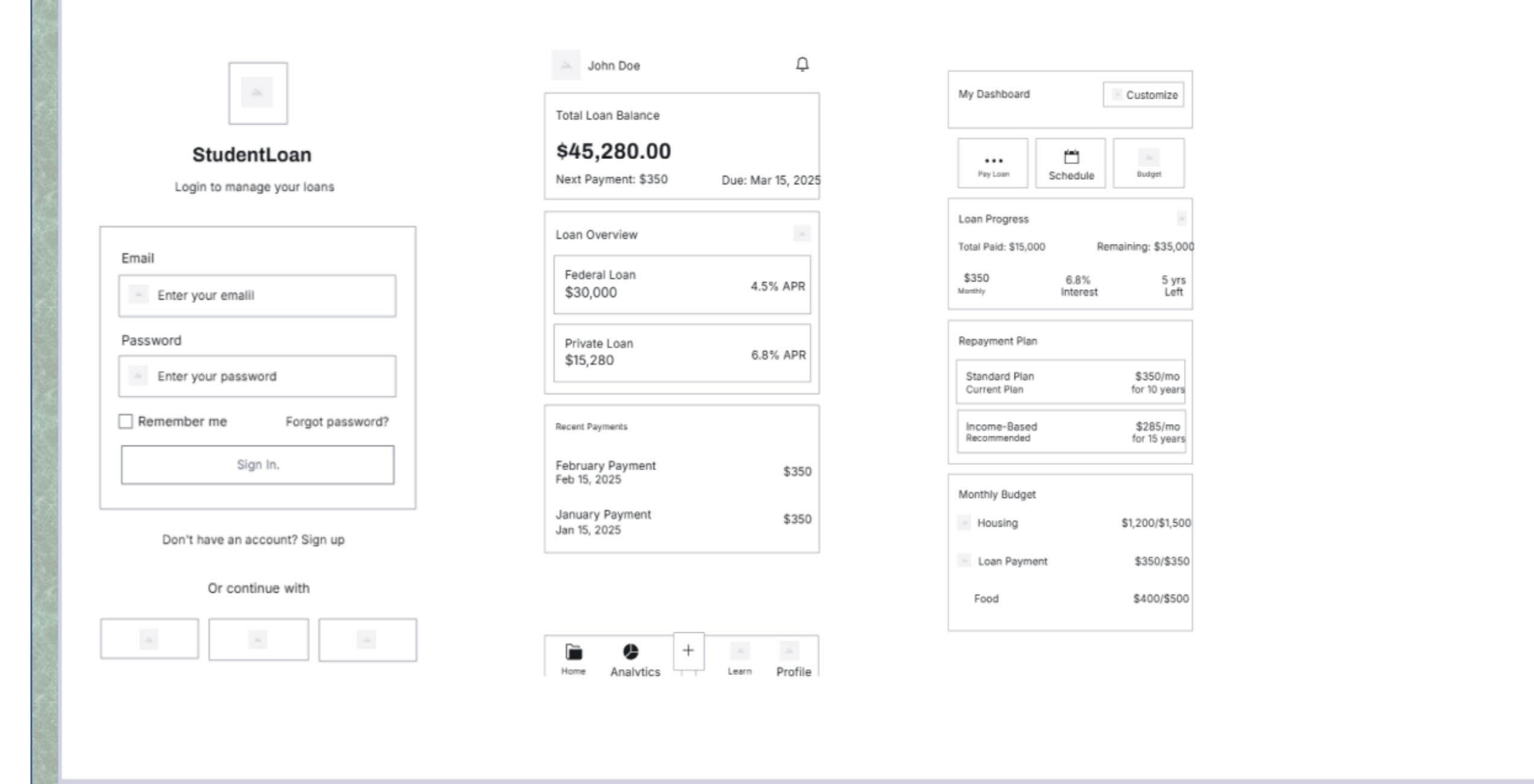
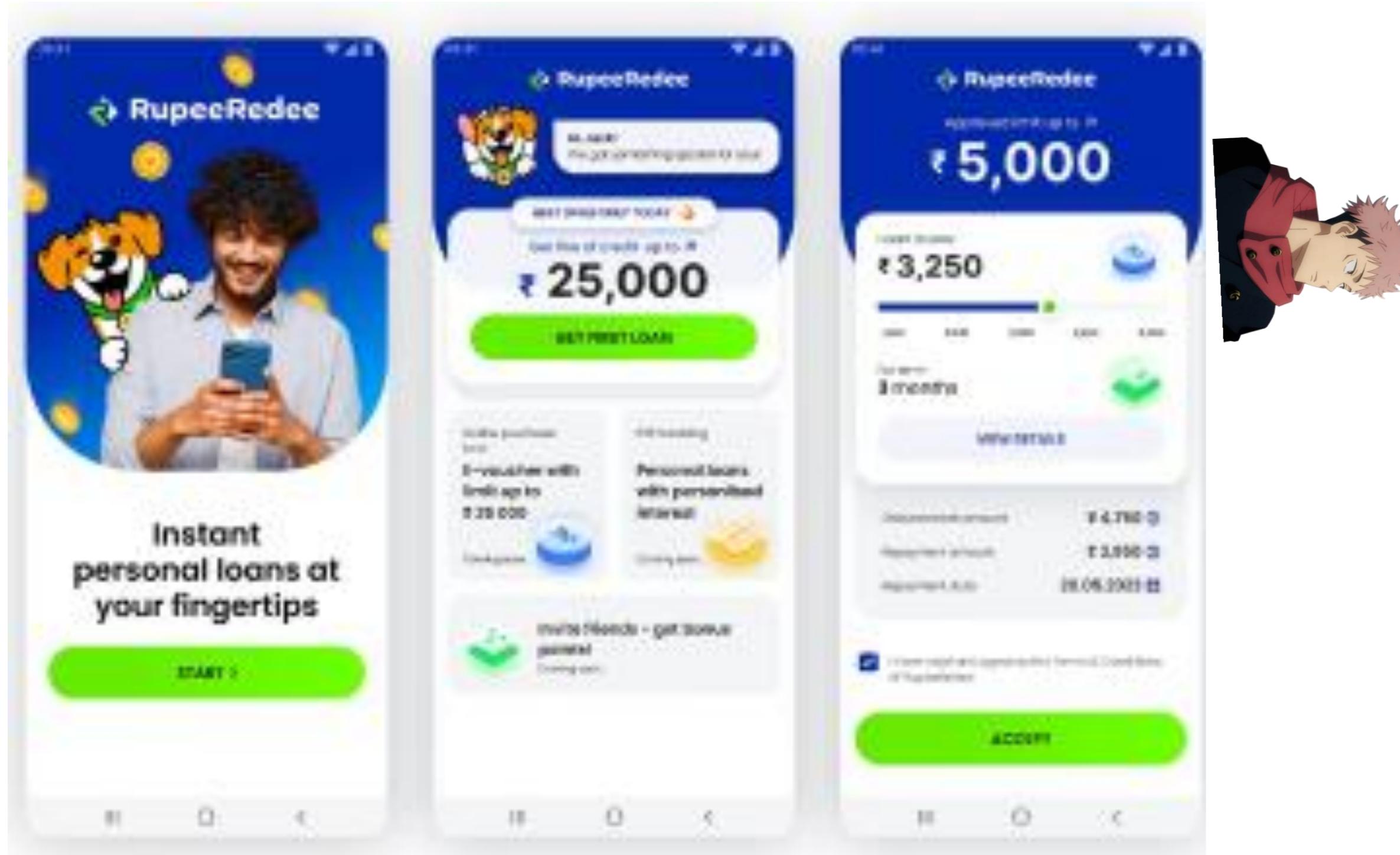
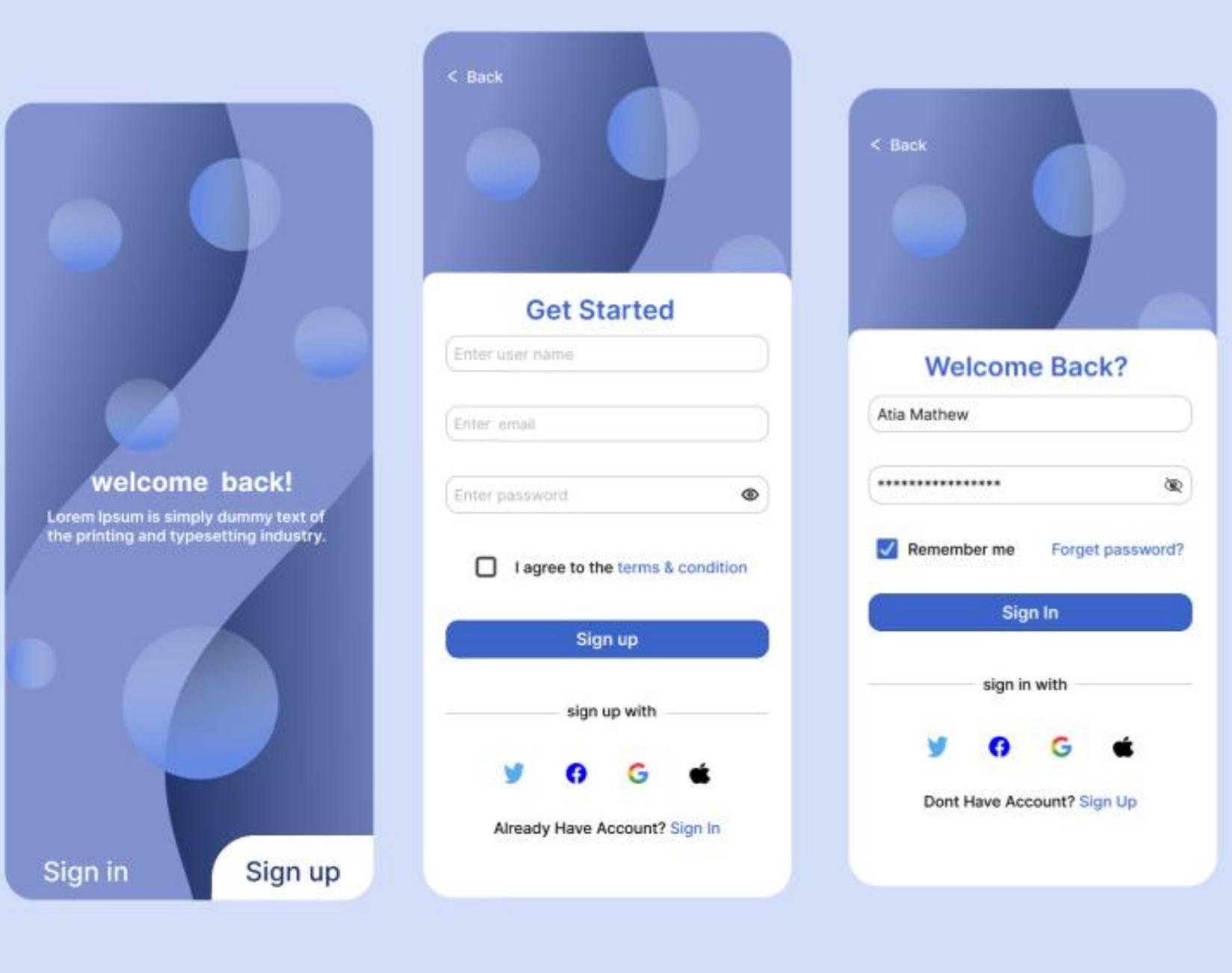
## ➤User Centric Scope document

### ➤ Ideation techniques and User stories



## CARD SORTING



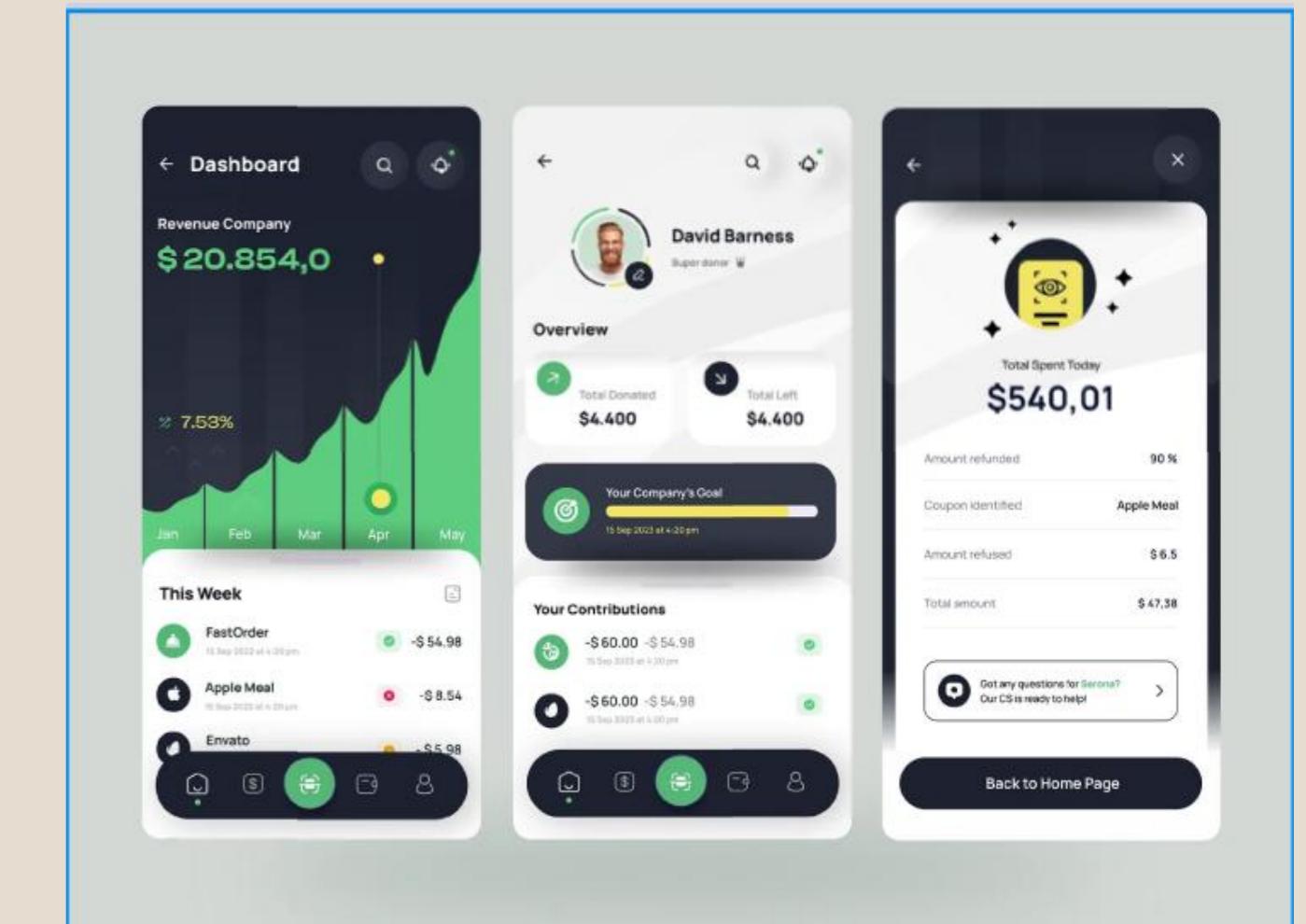




## Ongoing Work and Next Steps

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

UNTIL END OF MAY 2025



**PROBLEMS THAT ARE CHALLENGING TO FACE**  
(CRAP: Contrast, Repetition, Alignment, Proximity).

# What I've Learned

## Design Thinking Process

- Mastering the 5 stages: [Empathize](#), [Define](#), [Ideate](#), [Prototype](#), and [Test](#).

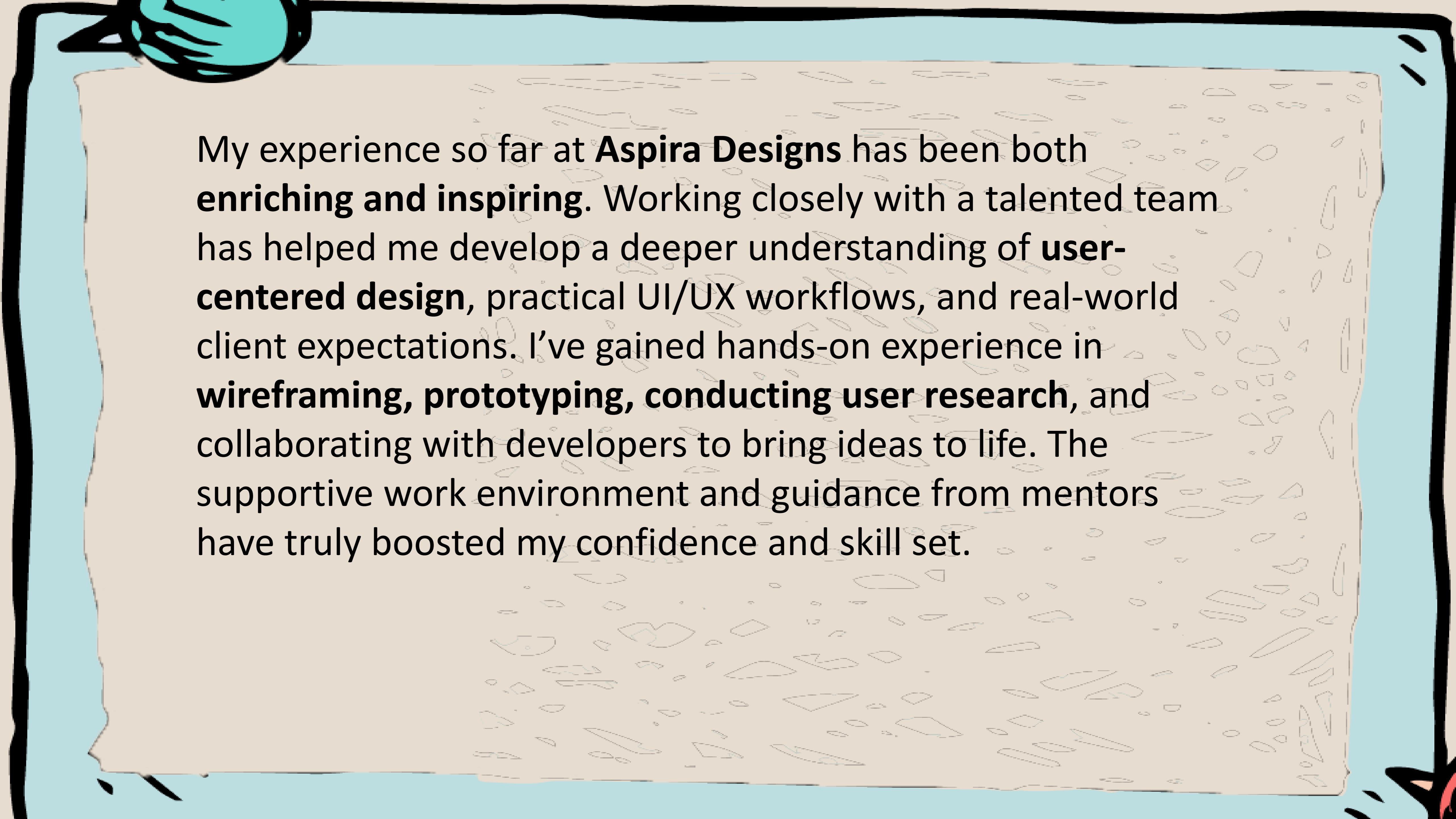
## Wireframing & Prototyping

- 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](#).

# CONCLUSION



My experience so far at **Aspira Designs** 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 real-world 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.

# THANK YOU

