

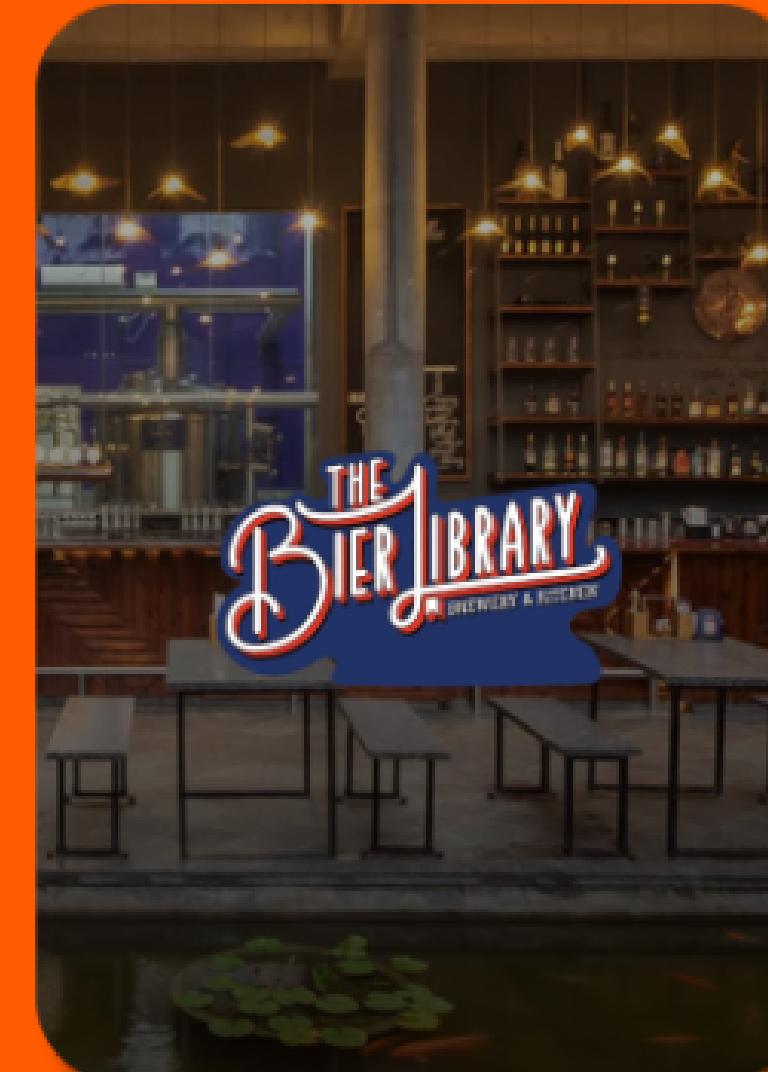


Lesgo is a Bengaluru based start up which is a dining app.
They are on their app building stage.

My Role and Responsibilities

I joined the company as UI/UX and GRAPHIC DESIGN intern. The softwares that I used during this internship was figma, illustrator and canva.
I was responsible for UI/UX of the app and some graphic design work related to the app.

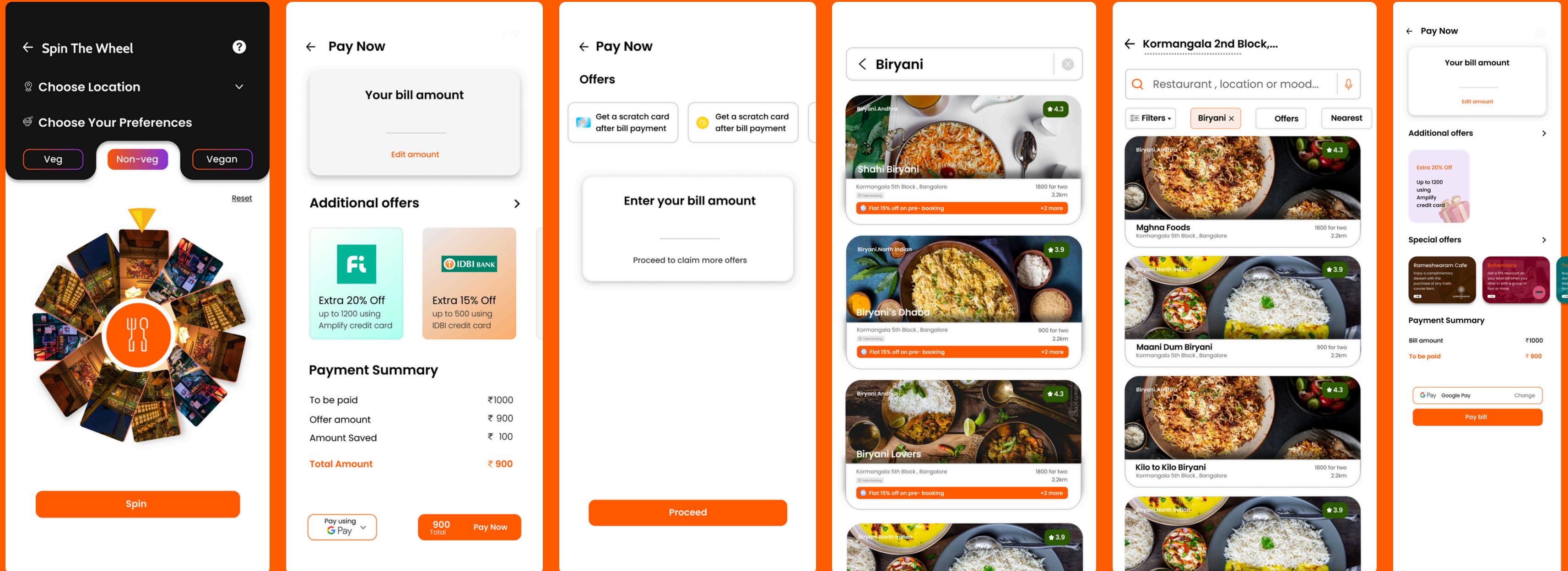
MY CONTRIBUTION



These were the graphic cards that I created for the app. There were approximately 300 cards that I created which included both restaurant cards and experience cards. In these work before making cards I had to research about restaurants if they are open or not or where they are situated and also about the experiences they provide. Then selecting best photos and finding logo was also my work.

A screenshot of the "DATE SPOTS" app. The top navigation bar includes a back arrow, a magnifying glass icon, and a search icon. The main header reads "DATE SPOTS". Below it, a call-to-action button says "Choose your experiences". A card for "STARRY NIGHT DINNER" is displayed, featuring a photo of a dinner setup with lit candles, a logo for "JAMMIN COAT", and the text "ESTD 2020". A "LesGo" button with a heart icon showing "28" is at the bottom right of the card.

USER INTERFACE

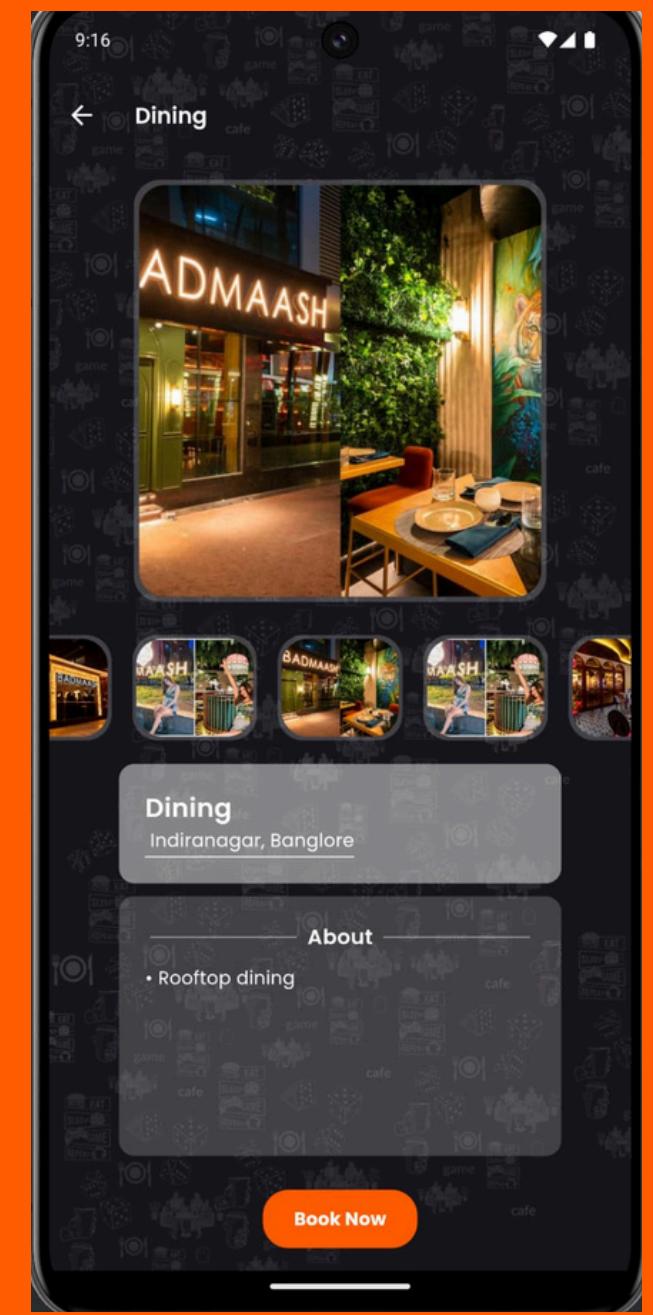


This are the user interfaces that I made during my internship program. These features will get added in the upcoming update. In these screens I was solely responsible for the layout ,wireframe,what features will come and images. After creating the user interface I was given feedback and I then made the changes. These are the final UI/UX screens which will be used in next update.

USER INTERFACE (ILLUSTRATIVE BACKGROUNDS)



These are the illustrative bgs which were created by me. I was told to create something that is like in whatsapp. So I started with finding symbols and icons which were related to the experiences and combined them to create the backgrounds . As the app provides 6 experiences I had to create 6 Bgs. These bgs were used in previous update.



GIFs (FOR APP MARKETING)



These 3 gifs were made for the marketing of app. I was told to make something that is relatable to the original logo and they had to be animated. I was also told that they had to be stickers for instagram app. So I gave this 3 look of the sticker by adding white stroke. I used Illustrator and canva for creating this gifs.

LEARNINGS

During these I learnt many things like

- there are not always direct source for information, different sites or other apps can also give you the necessary information.
- before starting with any screen I used to take inspiration and ideas from other competing apps which were in these case zomato and swiggy. After scrolling through these I also searched for inspiration from pinterest.
- As this company was a startup they were not organized with there data, so I had to double check all the data then start the work. For eg. while making the restaurant cards there were some some restaurants which were closed or the outlet had been shutdown. So in these case I learnt to double check all the data before using them
- I also learnt various new features of figma and techniques which I didn't knew before .
- My communication skills and also problem solving were enhanced during this internship.

HIGHS AND LOWS

There were lot of highs and lows during these 2 months.

HIGHS

- The high times were for me when I used to get praised for my work and also when the work was approved quickly.
- The working hours were flexible so the days when my work used to get approved fast without any changes were the days I was delighted.

LOWS

- As I mentioned that the company was a startup they were not organized with there data , so while creating the cards for the app I had to check all the restaurant's status, which increased my work and was also hectic.
- The design team was led by me and my design lead so at the start there was lot of work and all the designing related work was given to us.

THANK YOU