

DESIGN PORTFOLIO

HEMANT KUMAR SINGH

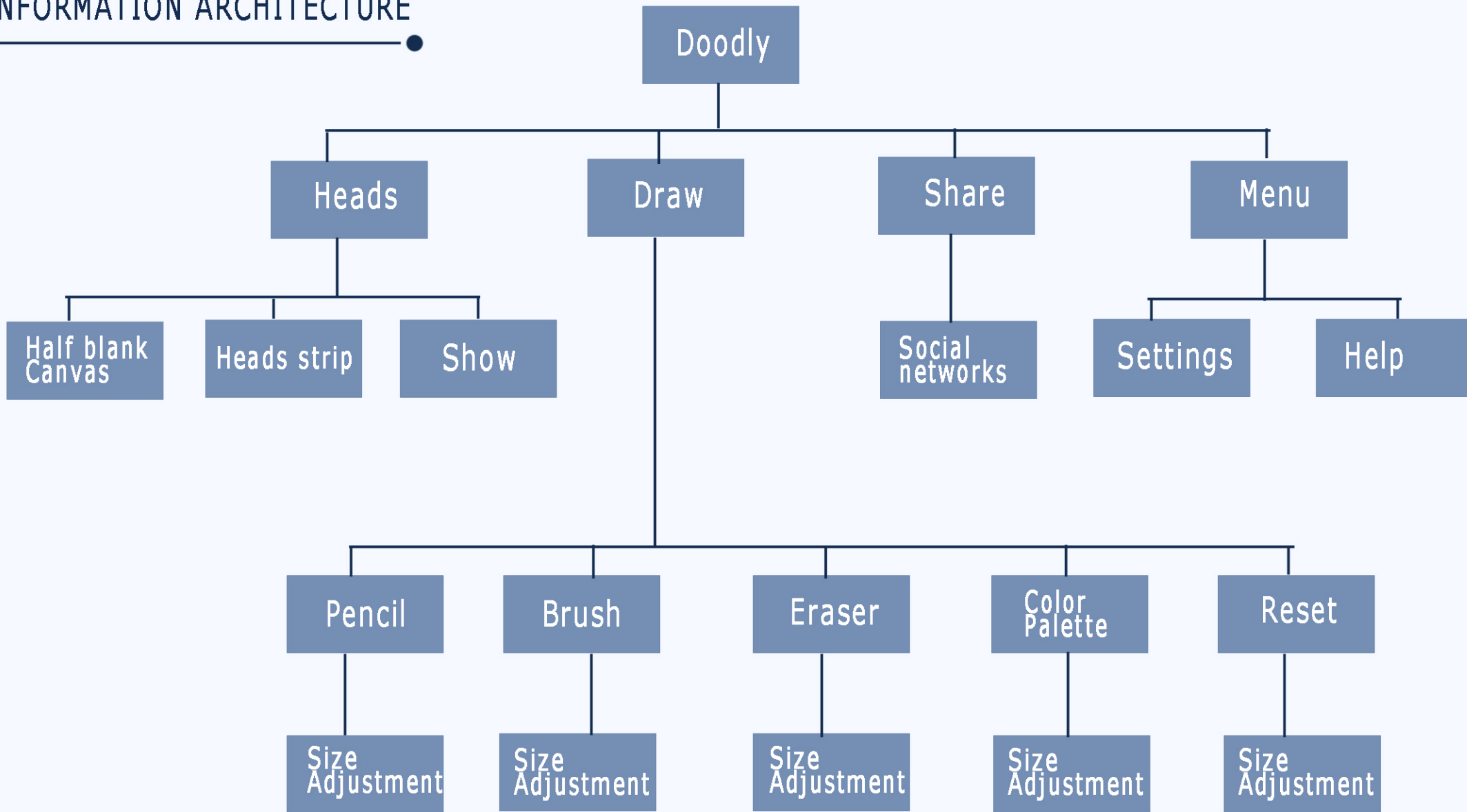
M.Des (UX/UI and Interaction Design)

"An app which makes you
a great artist and allows
you to make your own

MASTERPIECE "

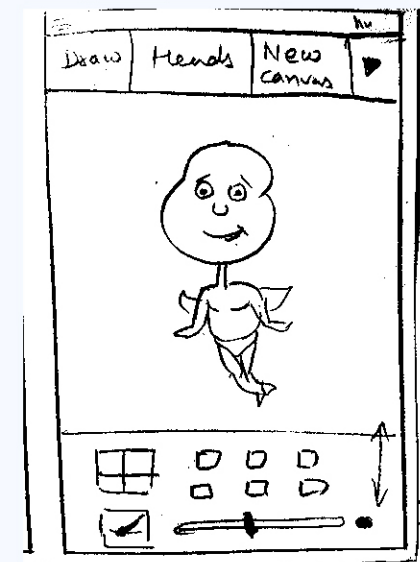
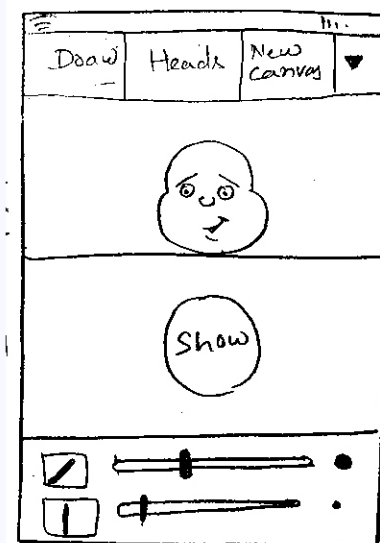
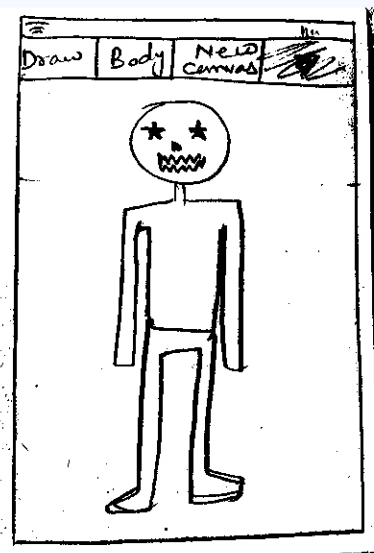
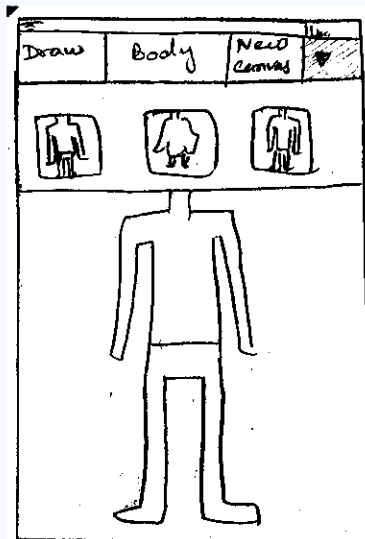
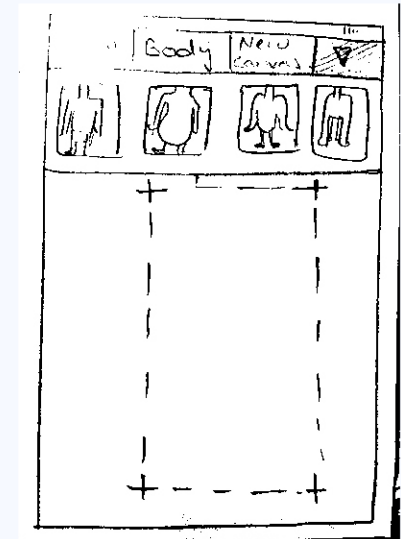
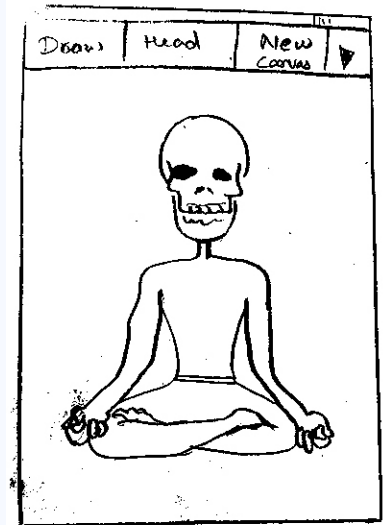
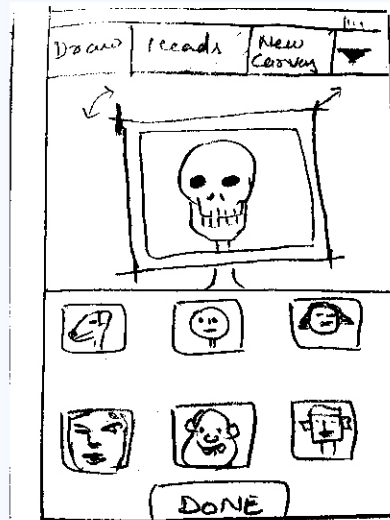
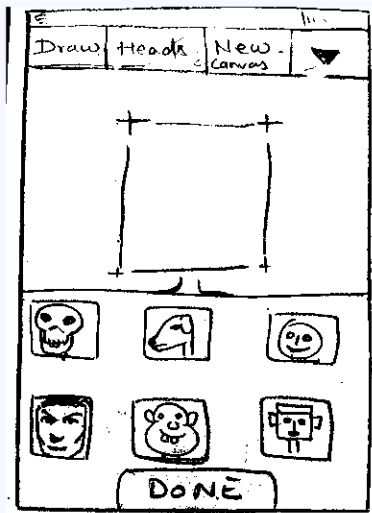


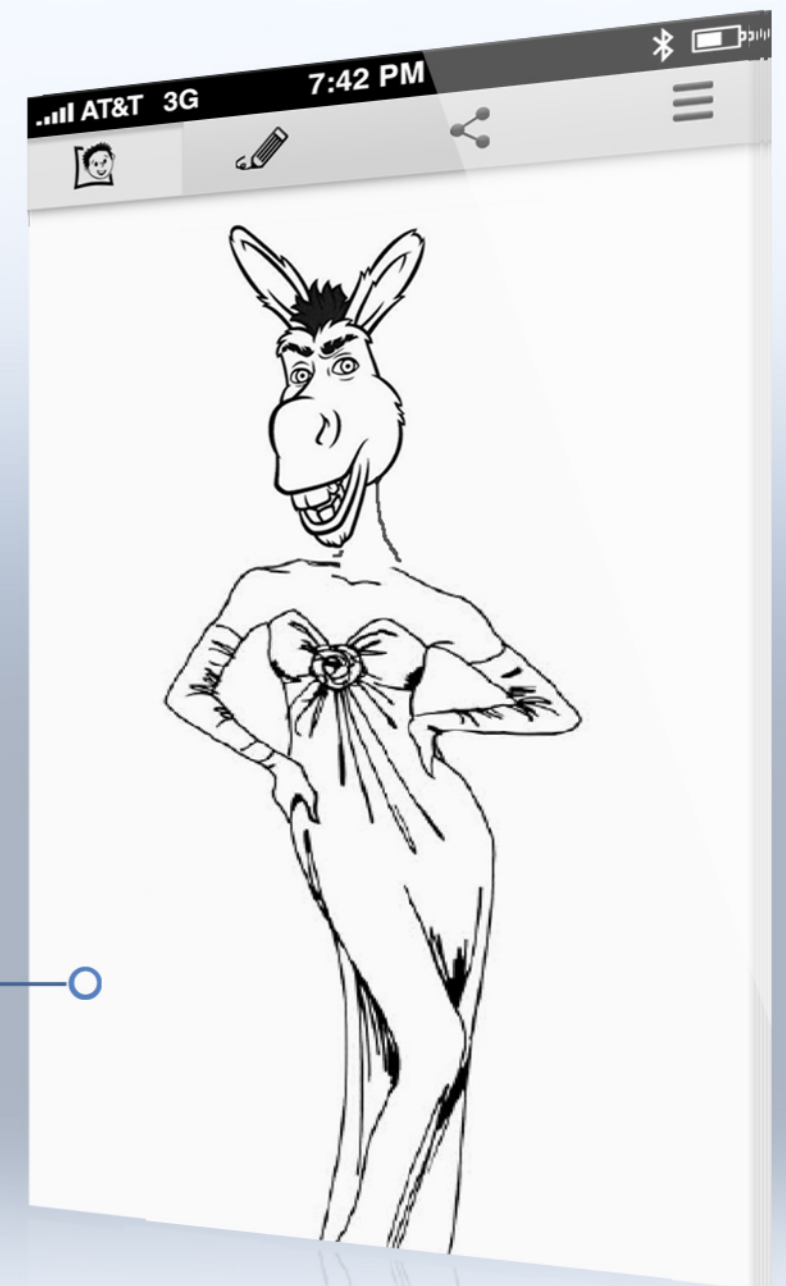
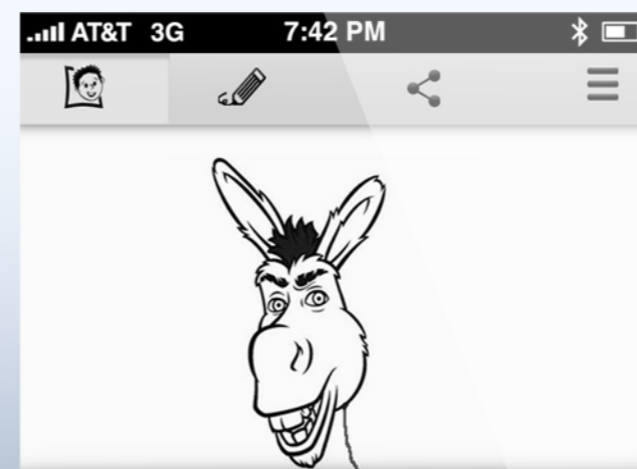
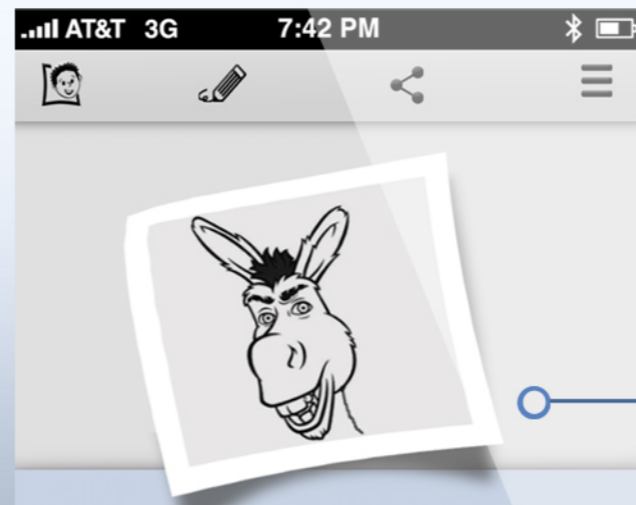
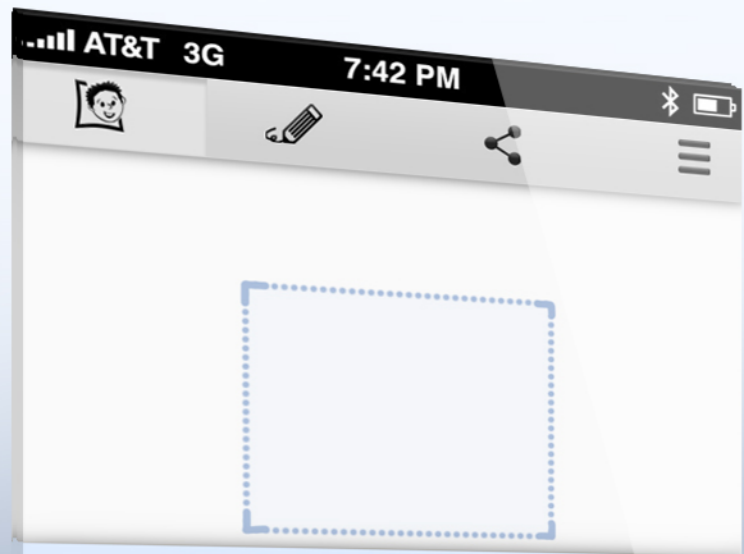
INFORMATION ARCHITECTURE



PAPER PROTOTYPES

These are some paper prototypes which have been used to represent some abstract designs of app's screens.





1. Pick up a head from given options.

2. Drag it to the given space and fit into right position.

3. Tap on 'SHOW' button and wait until it gets uncover

4. And see how you've made a wonderful peace of art.

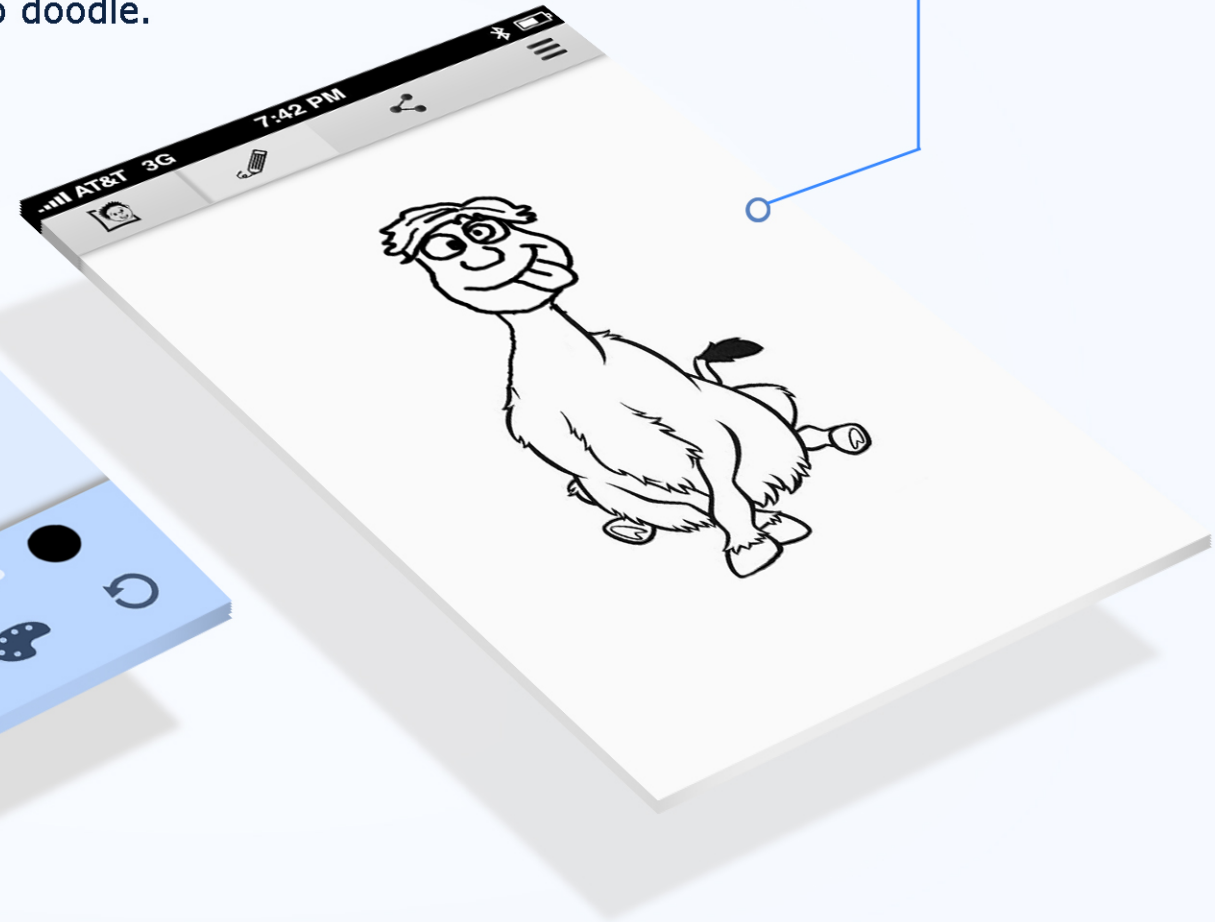
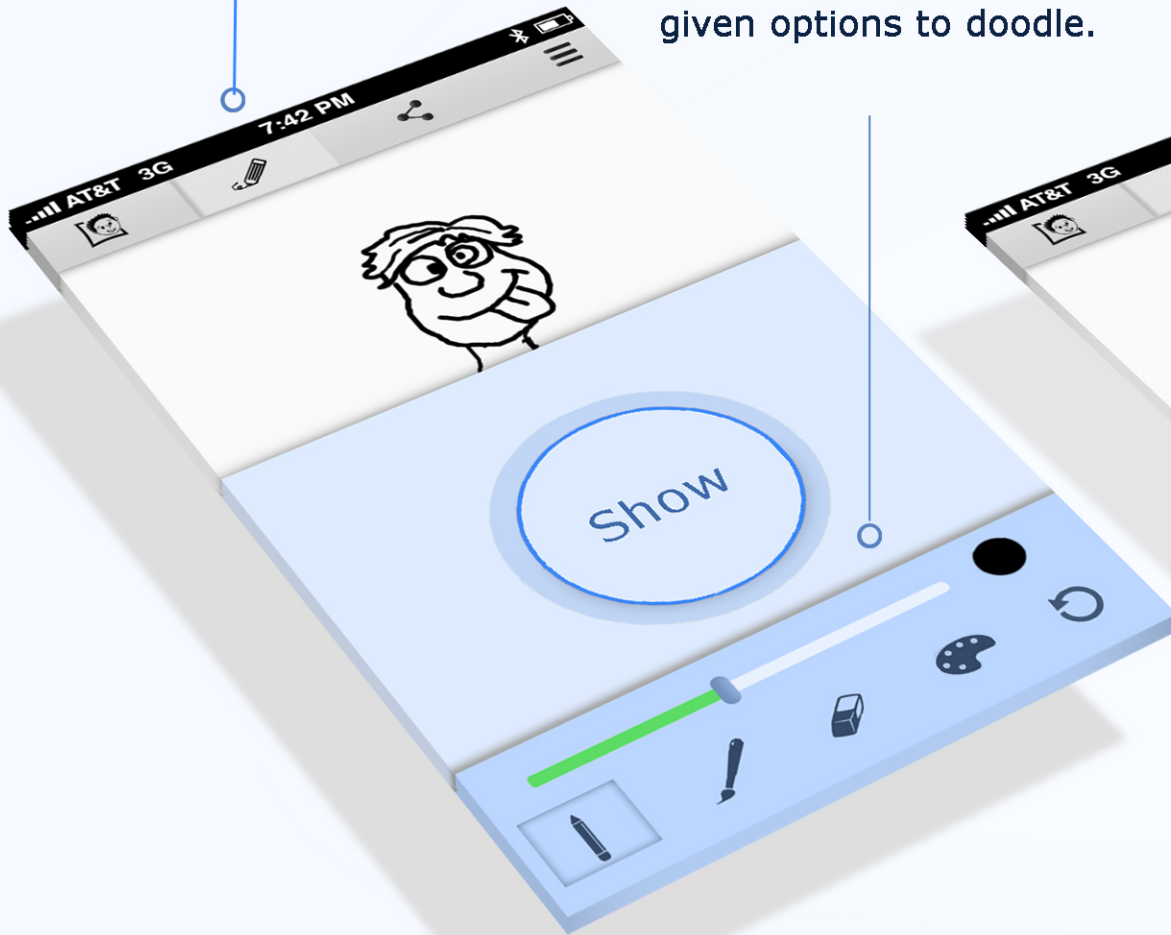


5. Or you can draw any face by selecting 'DRAW' option from top bar.

6. Choose a tool from given options to doodle.

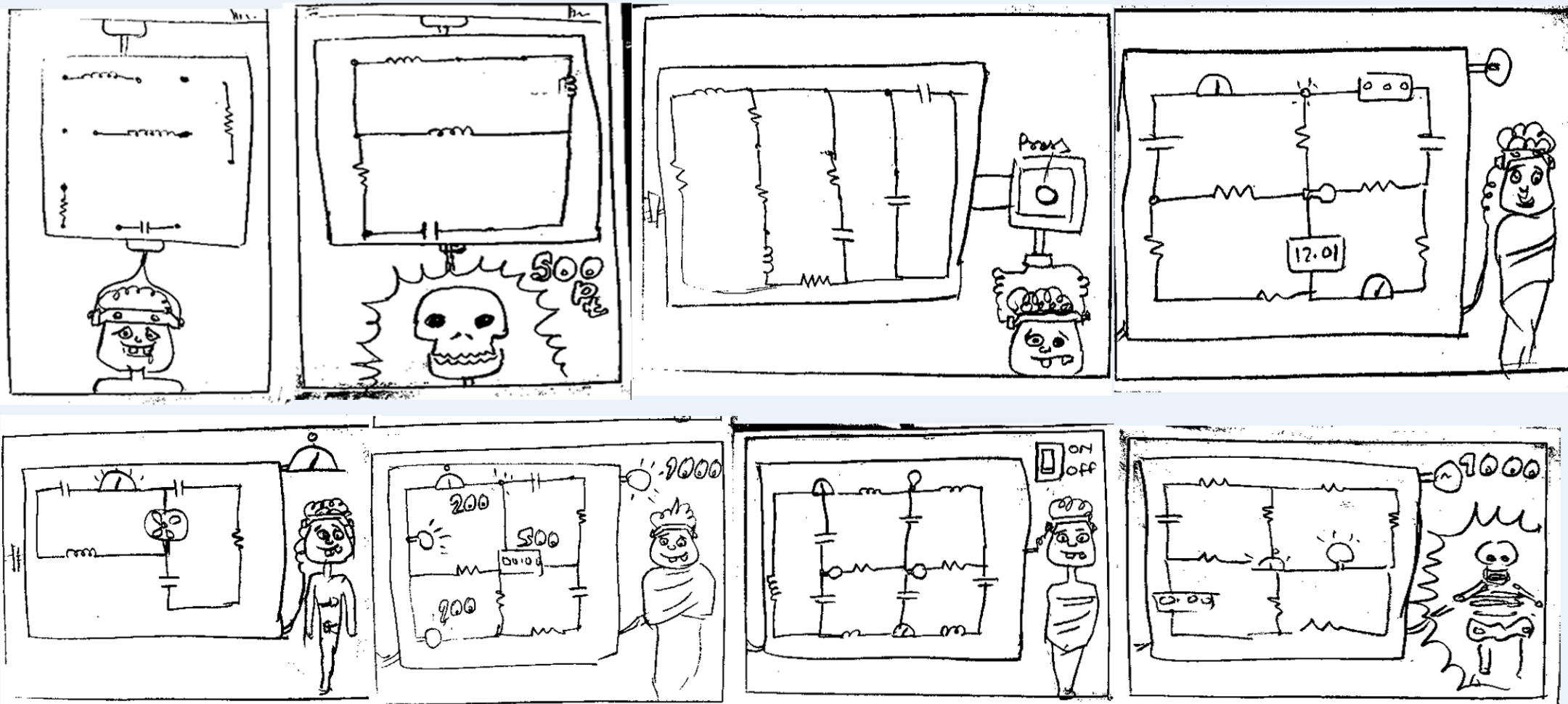
7. And see again you've made a

Masterpiece.



PAPER PROTOTYPES

Its a visual instantiation of the abstract idea of the game which helped in gaining and understanding the insights as well as the design itself. It helped in forming design hypothesis. Since paper prototyping is a quick way to incorporate thoughts into a design , I tried to convert some intial and vague ideas and concepts into designs.





Rules of the game are simple. It has 3 levels, at each level player gets some electrical components (Resistor, Capacitor and Inductor) which are misplaced. So just fit them into right place, connect the nodes, turn on bulbs, LEDs, meters etc, close the circuit and give 440 volts electric shock.

LEVEL 1: 3 Resistor 
 3 Inductor 
 1 Capacitor 



LEVEL 2: 6 Resistor 
 5 Inductor 
 4 Capacitor 

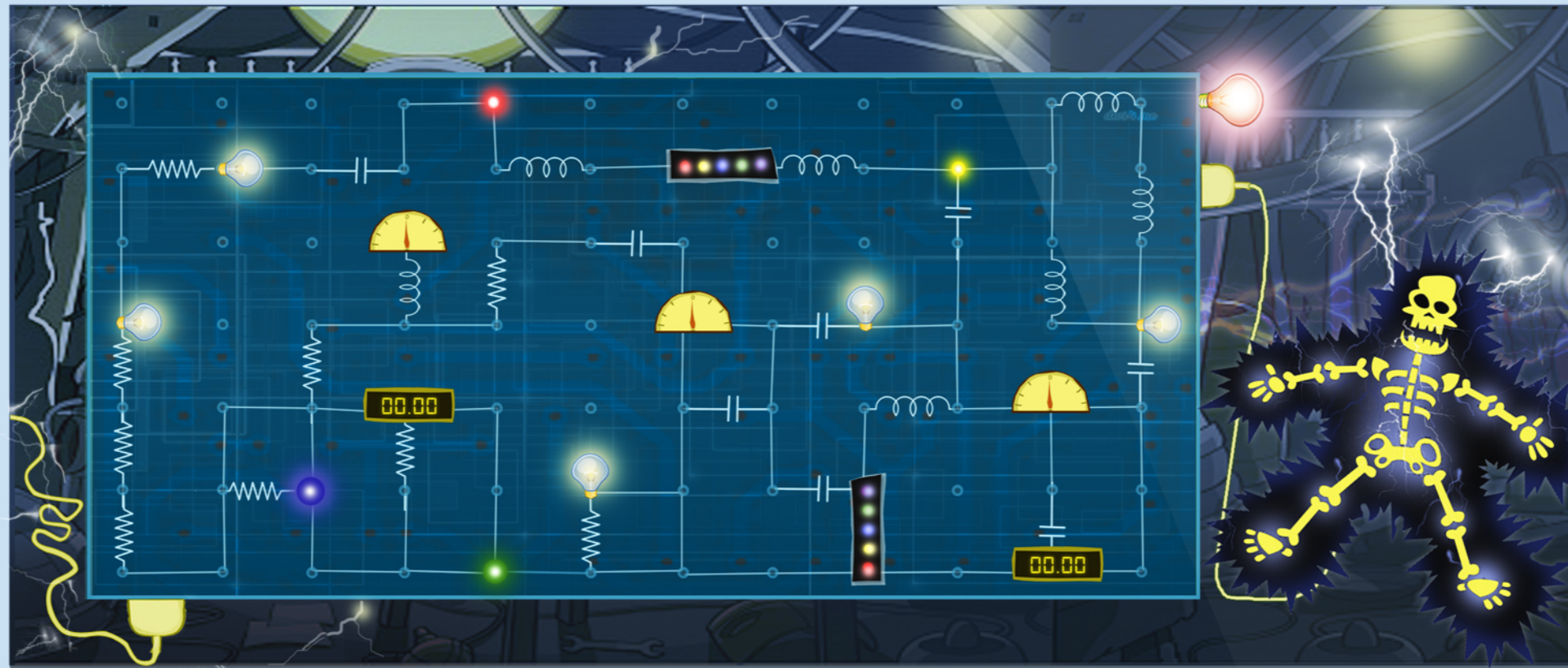
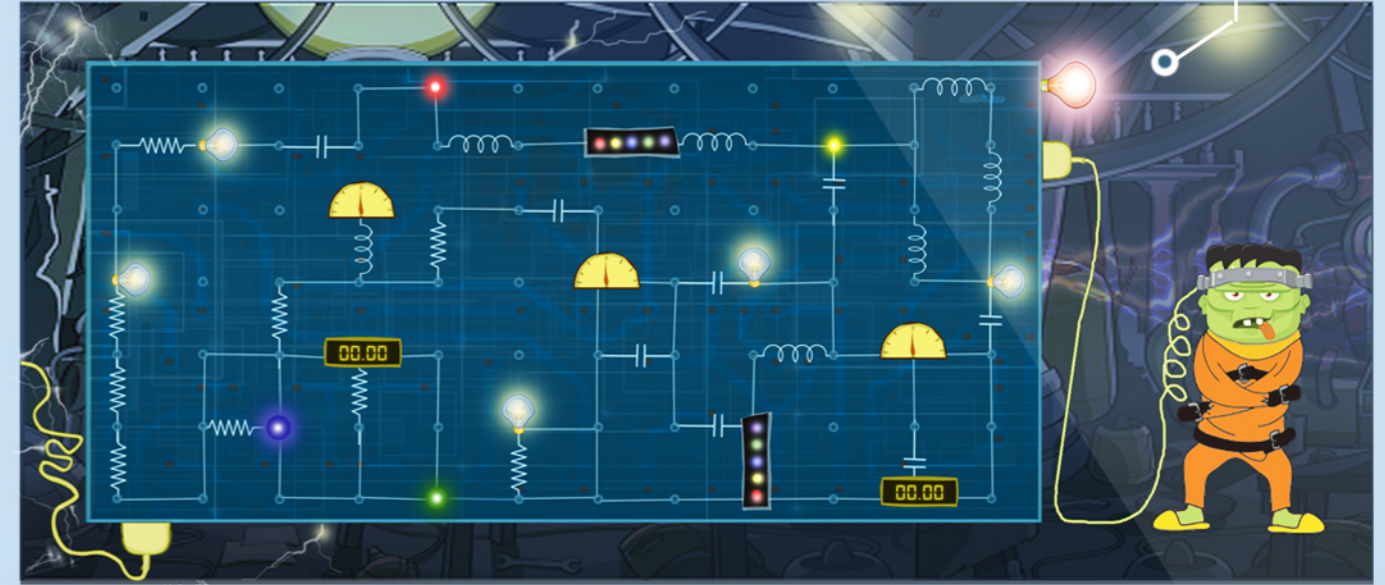


LEVEL 3: 8 Resistor 
 5 Inductor 
 7 Capacitor 

Connecting nodes diagonally gives shock to player



This big RED bulb indicates that all components have been connected correctly.



And finally a crazy man gets

Electric Shock Therapy





D DEPAṢḤREḤ

The inspiration behind this work was to develop an educational aid for the illiterate and semi-literate women of India at/near the Bottom of the Pyramid, that helps them to learn the English and Hindi alphabets, and make them able to recognise and read basic simple words in English that they come across in their day to day lives.

It uses Story telling method to teach English. At each level the learning material is narrated as a story (in their local language) related to their daily and social life. This makes them comfortable to connect with and they learn very easily.



PERSONAS

Persona - 1



Name: Sushila
Occupation: Shopkeeper
Age: 35 years
Literacy level: Studied up to third standard
Marital status: Married
Children: One, daughter, studying in sixth std.
Residence: Nankari village

Sushila, residing in Nankari village in Kanpur, runs a small grocery shop to make her living and support her family. Her husband is a labourer in a construction company. She is enthusiastic about learning different things and also spends time with the ladies of her locality gossiping and chatting in front of her shop, to kill boredom while manning the shop in the afternoon. She studied till 3rd standard in a Hindi medium government school, and thus she can read and write Hindi quite well. She also studied a bit of preliminary English, knows the alphabets and can read basic simple words.

Persona - 2



Name: Renu
Occupation: Housewife
Age: 42 years
Literacy level: illiterate
Marital status: married
Children: Two, a son and a daughter, studying in fifth and seventh standard respectively
Residence: Nankari village

Renu is a housewife who is engaged with attending her family throughout the day. Her husband works as a security guard at an ATM kiosk. She is not interested in going to school as she finds it boring. She is also unable to help her children in their homework and aspires to be able to. She also feels shy to go to parent-teacher meetings at her childrens' school.

Persona - 3

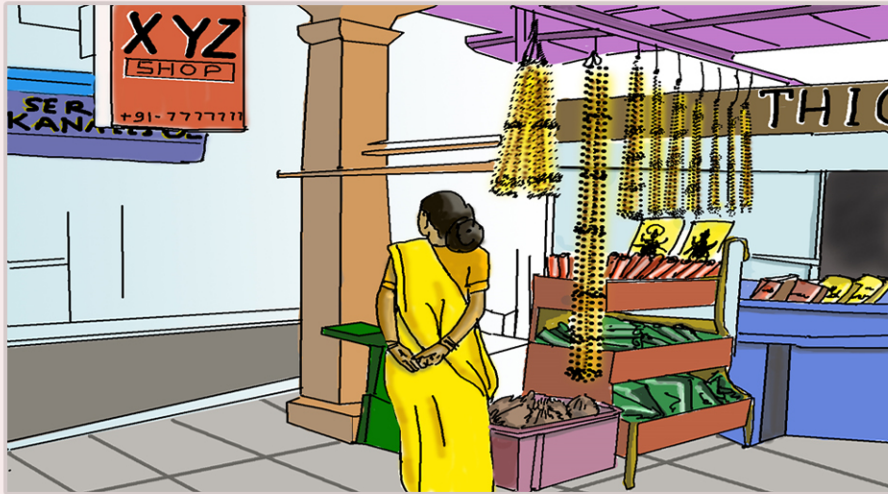


Name: Lakshmi
Occupation: Housewife
Age: 40years
Literacy level: illiterate
Marital status: married
Children: Two sons, studying in fifth and ninth Std.
Residence: Nankari village

Lakshmi is a housewife . she is illiterate, Her husband works in hostel mess as a cook. She is not interested in going to school as she finds it boring. She sends her husband and kids to the market since she finds it uncomfortable and difficult to identify products and read signage.

SCENARIOS

Scenario-1



Sushila went to wholesale market to buy stuff for her shop. But she seems very confused to choose new products ranges because it was all written in English. So she doesn't sell new things until and unless she finds it in another shop.

Scenario-2



Renu has to go to bank to deposit money in her husband account but she gets confused because she was unable to understand what all was written in the bank. Every time she has to ask someone for help. Many times she suffered in bank because of her illiteracy.



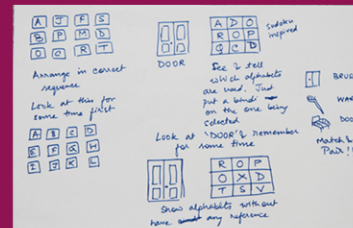
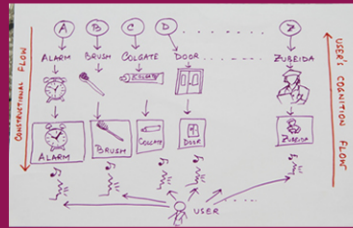
Scenario-3

Lakshmi went to a chemist shop to buy a tablet for her 10 years old son who is suffering from fever. But she doesn't know the name of this tablet. She recognize it only by colour. She struggles to explain about the medicine to the chemist. But the chemist was unable to understand.

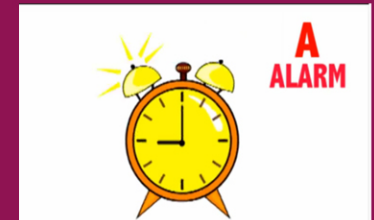
Prototypes

Rough proof of concept was realised through paper and videos for quick and low cost demonstrations and progressive iterations.

Paper prototypes



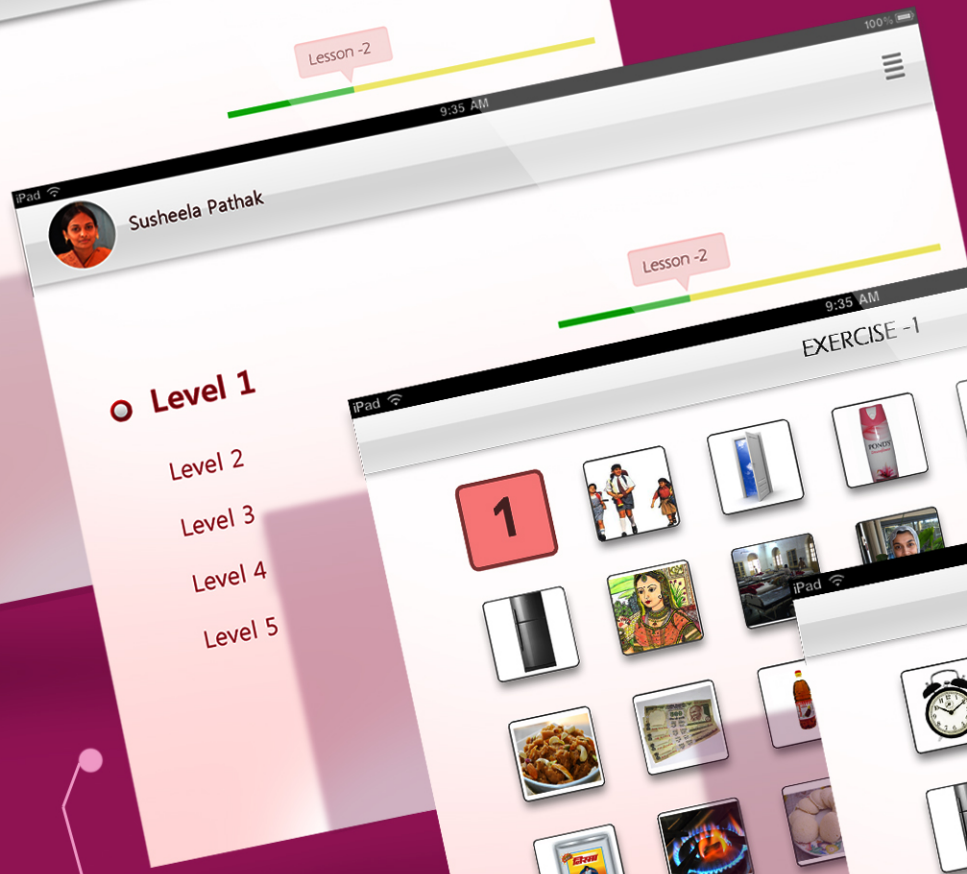
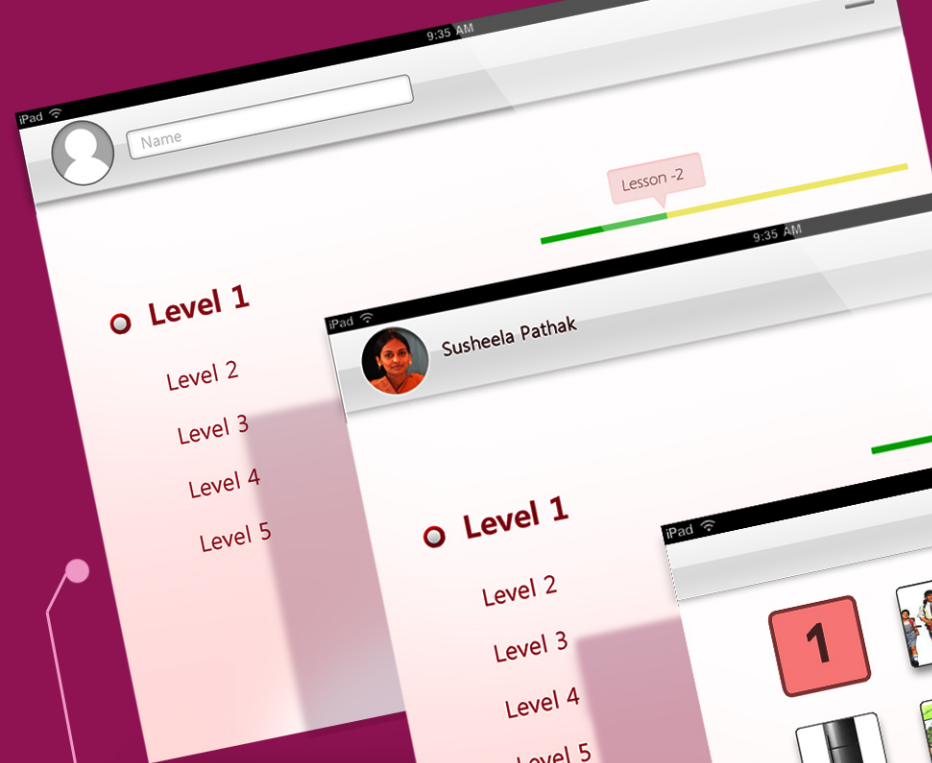
video prototypes



User Testing

The concept was presented as a video/movie with a background narration, on a tablet device. The medium of presentation was successful in generating interest and curiosity, which was one of the key targets of the entire design.





3. Since it is a story based learning method user has to watch a story first then she has to arrange given pictures according to their occurrence in the story,

4. A numbered icon gives the visual feedback of present status of sequence of pictures

1. It has few levels based on their difficulties.

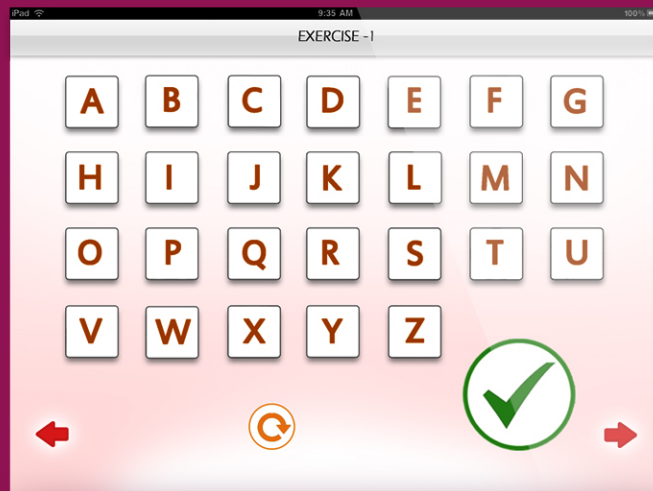
2. User has to enter a level. A yellow bar before level shows the status of exercises finished.



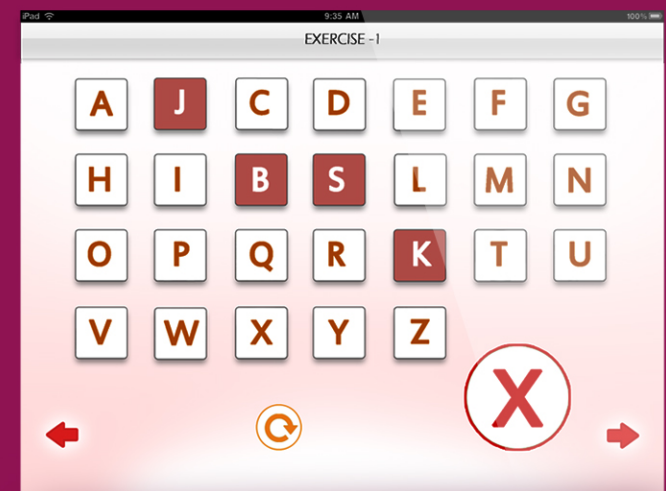
5. If user feels any difficulty she can play the story in between the exercise by taping on PLAY button.



6. If she arranges pictures correctly this screen will appear.



7. If she does not, this screen will appear.



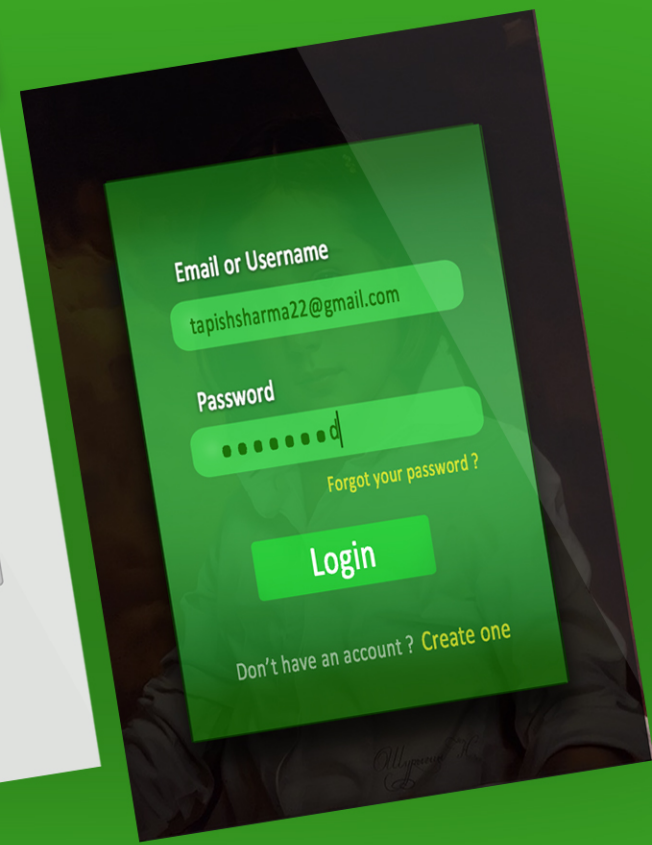
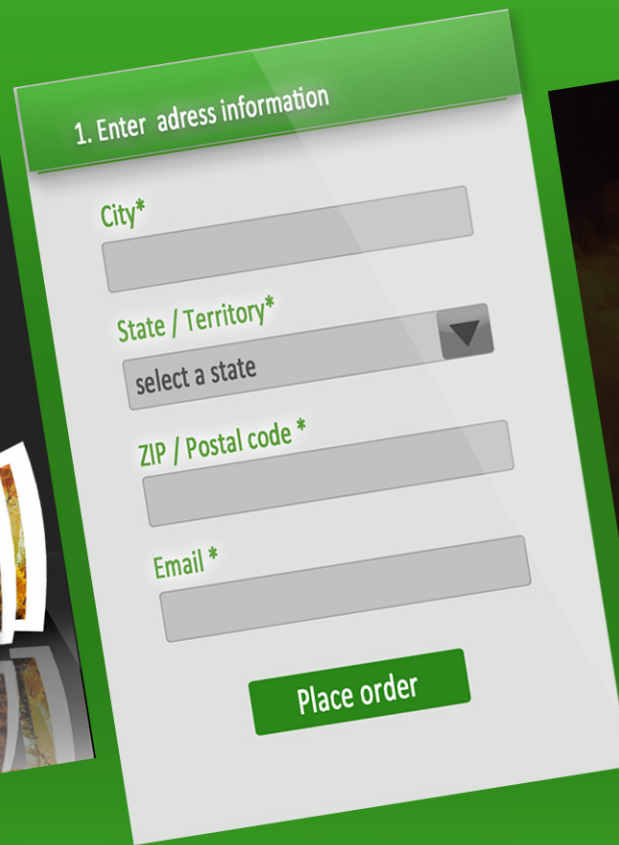
ART CHECKIN

Mobile app

"Art market in your pocket"



Art checkin mobile app is basically a miniature of art focused website www.Artcheckin.com.



The goal of this work (User interface design) was to make the user's interaction with art checkin application, as simple and efficient as possible. Purpose of developing this application was making art market easily accessible and Increasing flow of information among all key elements of art industry.

Logo design

Artcheckin logo

This logo was designed for Artcheckin website which was a social e-commerce platform for art industry. It is a online art gallery. Final design has two variants one in blue and other one in green with round corners.



Concept-1



Concept-1 (Blue)



Concept-2



Artcheckin

Final concept

Logo design

Ru-TAG logo

The idea behind this work was creating a simple and easy to understand logo for people live in rural part of India .In this work I have developed three concepts for Ru-TAG logo. RuTAG (Rural Technology Action Group) is a mission, conceptualized, initiated and sponsored by the Principal Scientific Adviser (PSA) to the Government of India and it tries to produce cost effective and efficient technology for rural areas of India .



Concept-1 : In this concept ox is used to give it a rural touch while gear is presenting technology element of Ru-TAG.



Concept-2 : Farmer with plough and corn plant is showing rural part and gear is depectining technology.

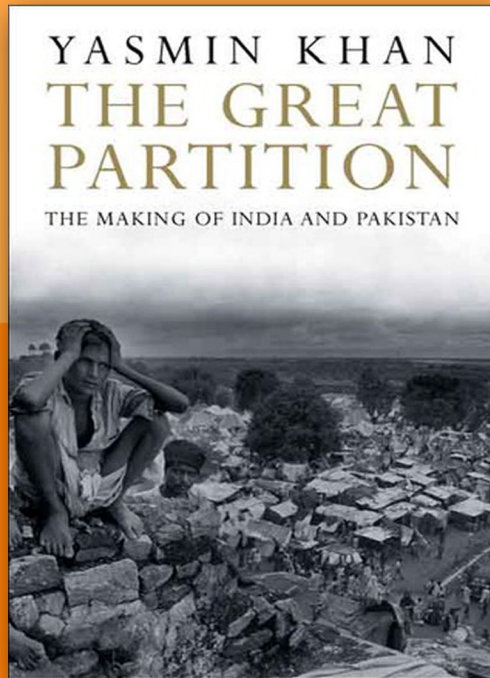


Concept-3 : It is a typographic logo in which a farmer with plough is used as letter "T".

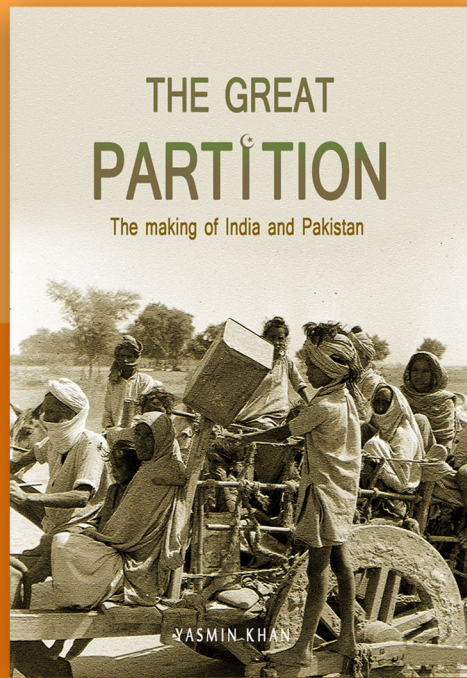
Book cover redesign

Book cover redesign

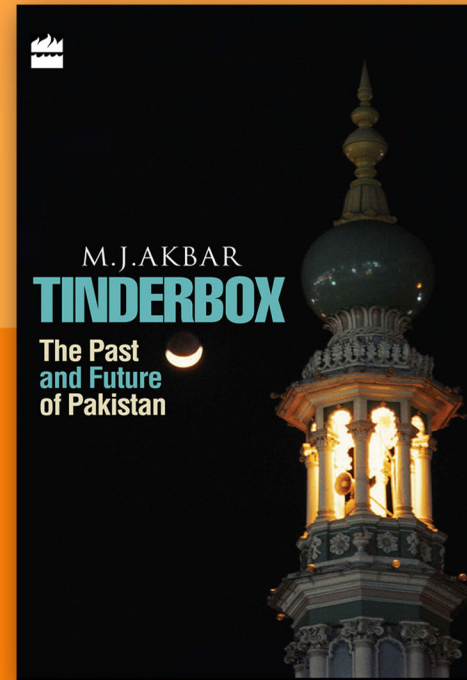
Minimalistic approach and keeping things simple was the main target of this project. Studied and analyzed the various design elements and principles of existing book covers and created a new one justifying all the above mentioned points.



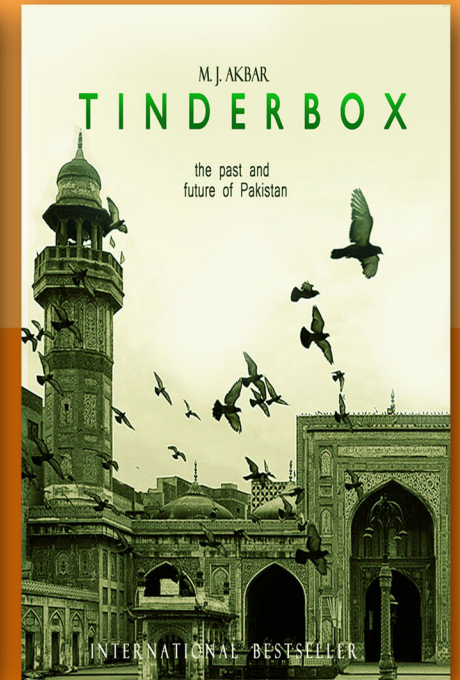
Before



After



Before



After

This book is written by Yasmin Khan and in this book she examines the context, execution, and aftermath of Partition,

This book is written by M.J. Akbar and this book provides a detailed account of the formation of the two independent states, India and Pakistan, after the British rule ended in 1947.

Short film :A nightmare



Music album : The fusion



Short film : Go easy



Short film : Right to equality

