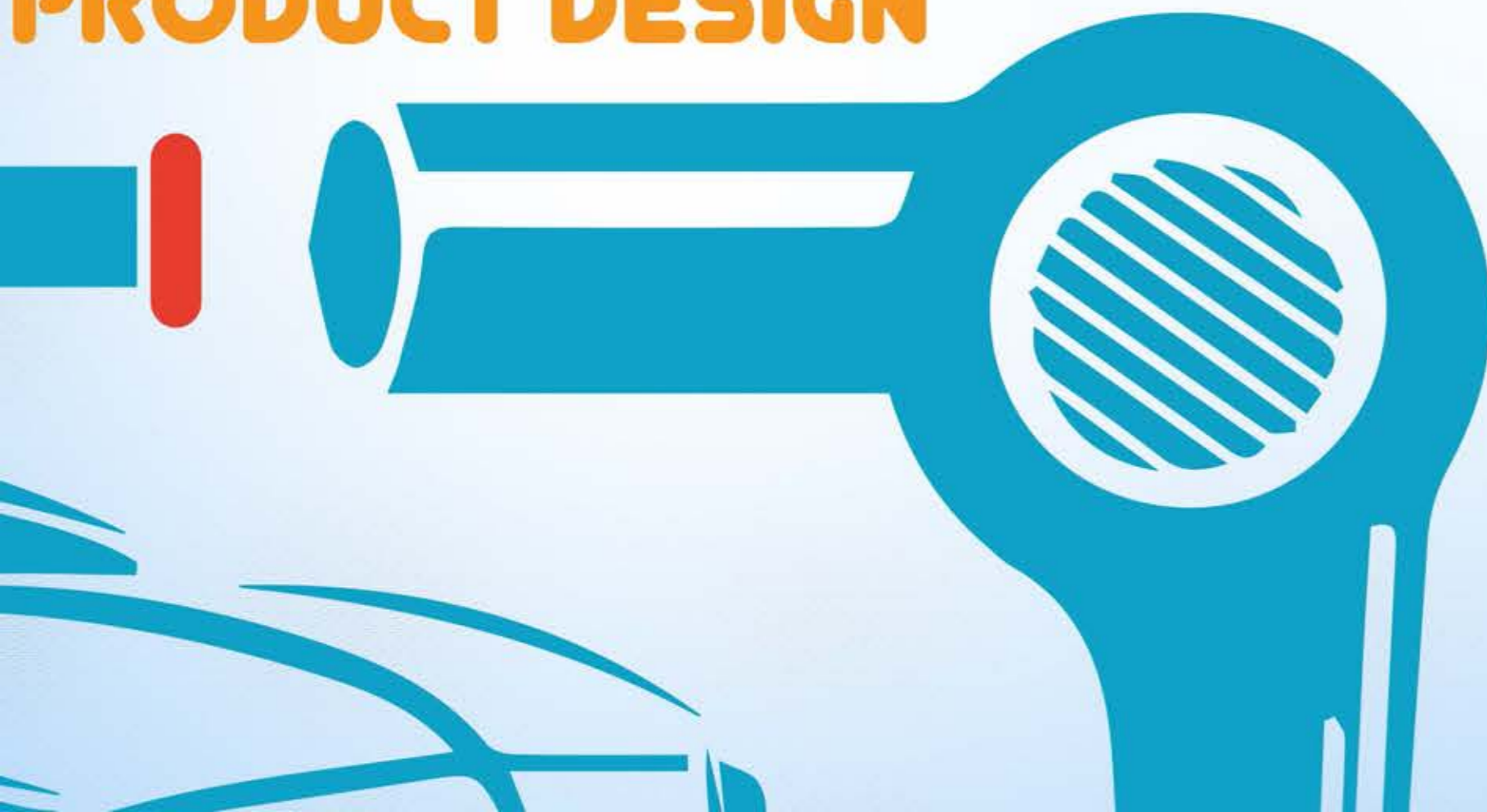


**MEDIA
DESIGN**

**UX
UI**

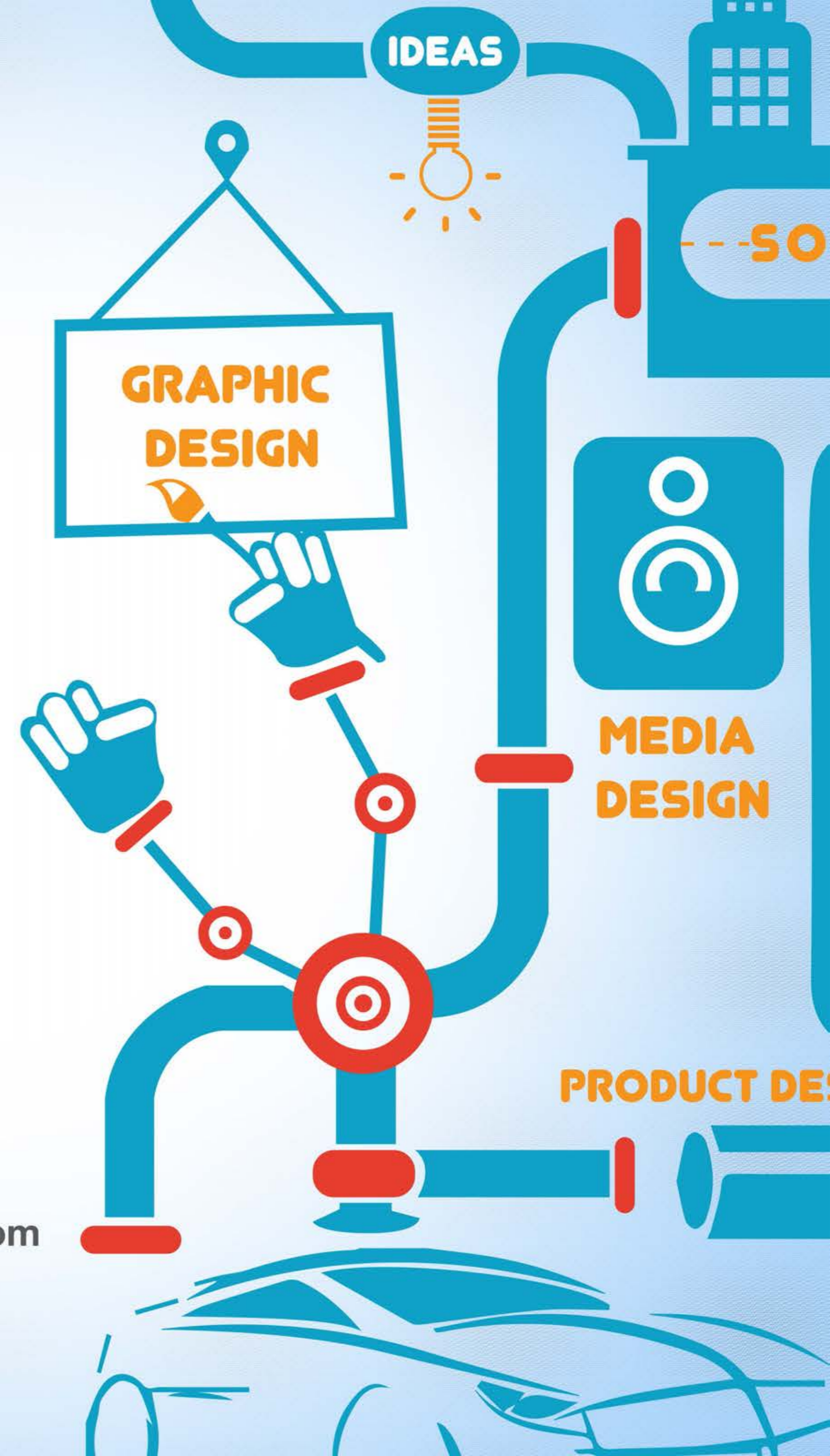
PRODUCT DESIGN



PRODUCT DESIGN

PORTFOLIO

Mritunjay Kumar
Master of Design
Indian Institute of Technology Kanpur
email: mritunjk@iitk.ac.in, mjdesignfactory@gmail.com
ph: +91 9651953388

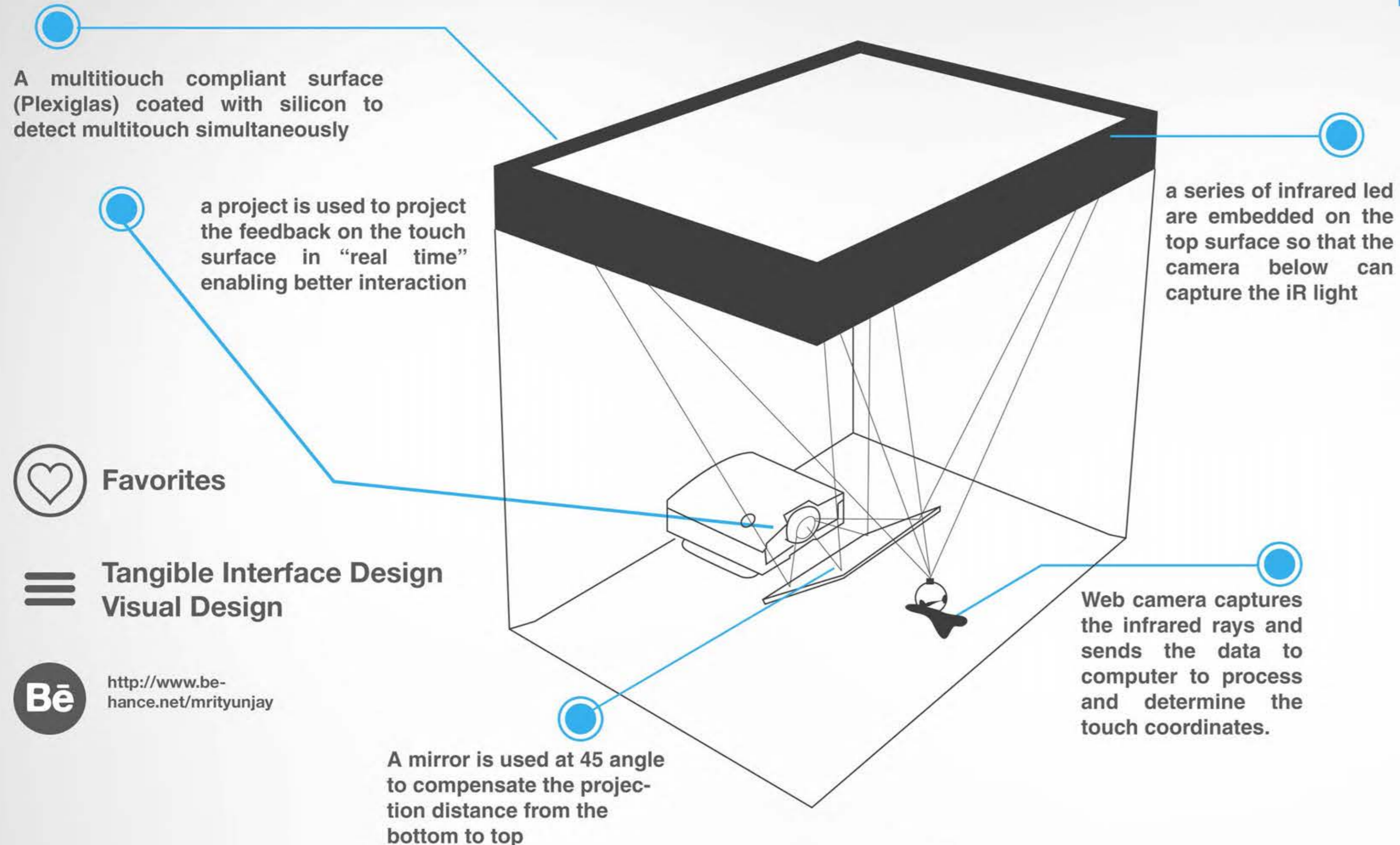


IDEAS

**GRAPHIC
DESIGN**

**MEDIA
DESIGN**

PRODUCT DESIGN



Favorites

Tangible Interface Design
Visual Design<http://www.benhance.net/mrityunjay>

MULTI-TOUCH TABLE DESIGN CHILDREN WITH **SPECIAL NEEDS**

Users:

Mentally Challenged children. (Autistic spectrum disorder, ADHD etc.)

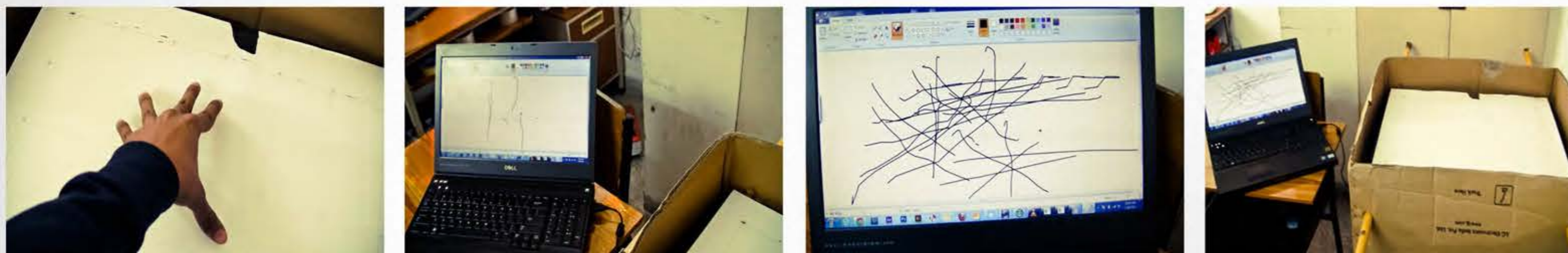
Age group:

5-15 years

PITCH - "every individual with or without disability has an equal right to live as participating members of their community. This treatment ultimately aims to reach this goal and allow an individual to achieve his or her full potential."

The design objective of this project is to:

- Create a platform to help children to refine their motor skills, and improve their mental health through intensive interaction and sensory (visual, sound and touch) integration.
- Feel of independence amongst patients and their parents. Patient can use this device without someone continuously monitoring them as we see in the traditional practices.
- To continuously map the growth of the patients.
- To make these patients independent and to compete with the outside world by training them i.e education, social skills etc.
- A platform (Multi-touch table) for which new ecosystems can be created. i.e. new app designs can be created whenever required as per the feedback from the users. New avatars of the concepts can be created.



Screenshot of film of the working **low fidelity prototype**

○ Touch Screen

○ Mirror

○ Projector

○ Web-camera



CAD Model of the **concept (with inside view)**



FINAL PRODUCT (Picture Gallery)



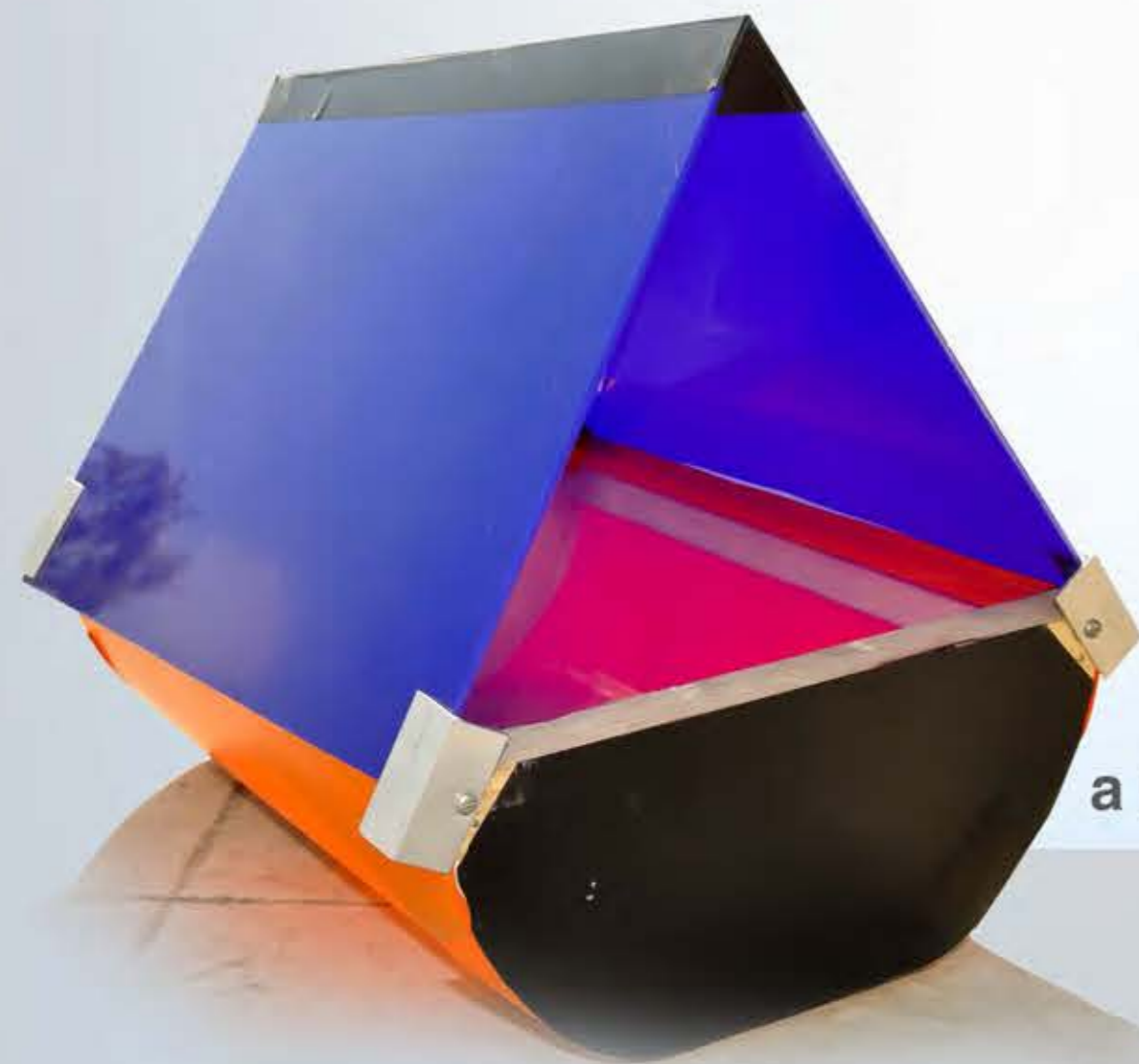
Favorites



Product Design



<http://www.behance.net/gallery/Photo-therapy-Unit-Re-Design/7911565>



a low fidelity prototype

Part No:	Description	Qty
1	Base	1
2	Top Shield	1
3	Transparent Glass	1
4	Height adjusting mechanism/locking arrangement	2

Note:

- All dimensions are in mm
- The inside bottom and sides of the base is provided with an array of Blue- LEDs of wave length 920nm.
- The inside surface of the top shield and inside bottom of the base is reflective coated.
- H: varies from 550mm to 400 mm.
- Φ : varies as height of the shield (H) changes.

ITEM	PHOTOTHERAPY UNIT
Course	DES603
Submitted by	•Mrityunjay Kumar Chauhan - 12119012 •Aboobacker Sidique – 12119001
Master of Design , Indian Institute of Technology-Kanpur	

PHOTO-THERAPY UNIT DESIGN FOR NEONATES

In this project we had to develop a actual working prototype of a photo-therapy unit for the neonates suffering from jaundice. We did a user research (Doctors, Neonate mother, parents) and we found that the product needs to be easily portable as the existing units are very bulky and costly. The main motto to design this photo-therapy unit is to make it available to the rural hospitals at low cost so that the rural people can benefit from this solution.





THIS PRODUCT IS
IN THE PROCESS OF **PATENT**



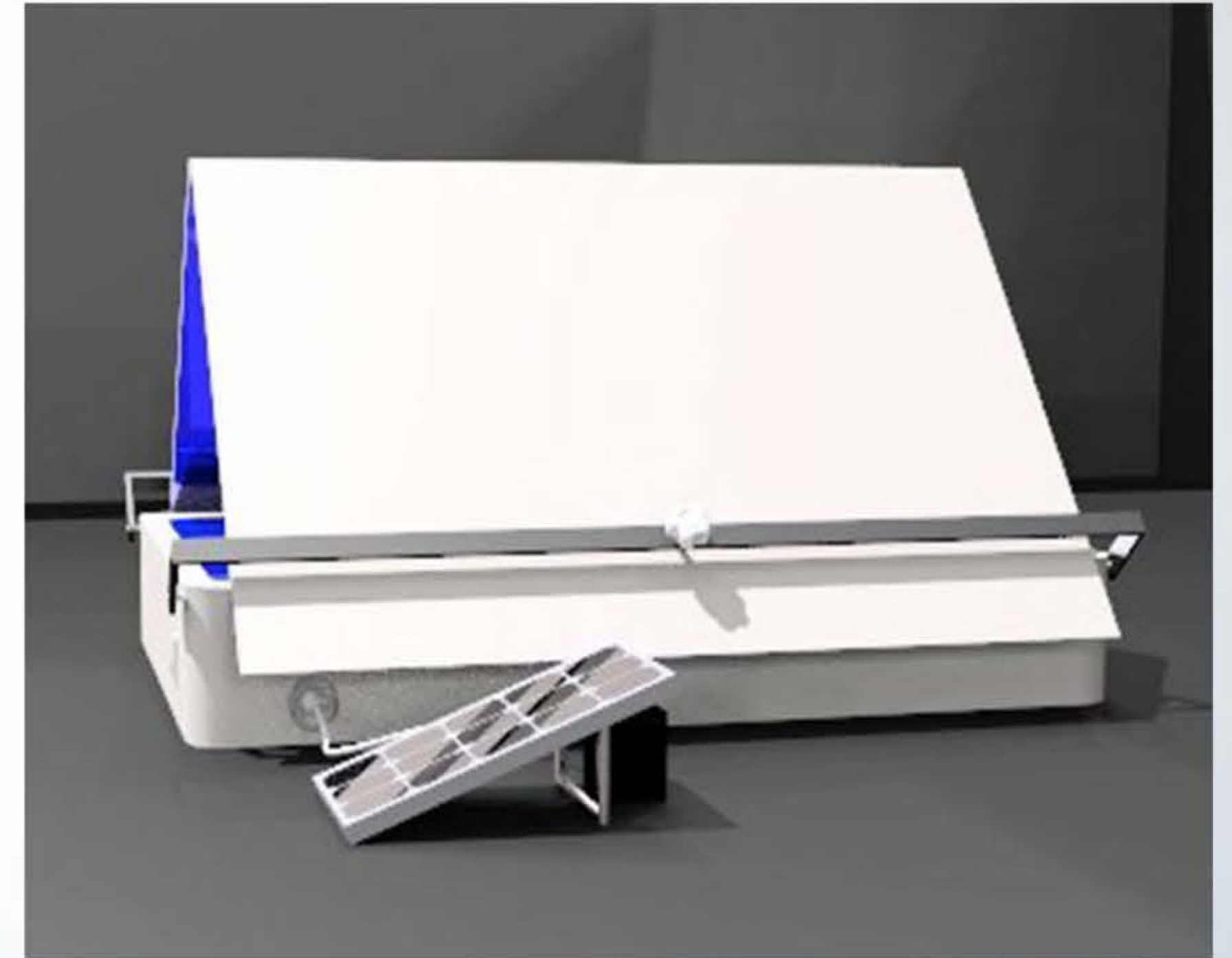
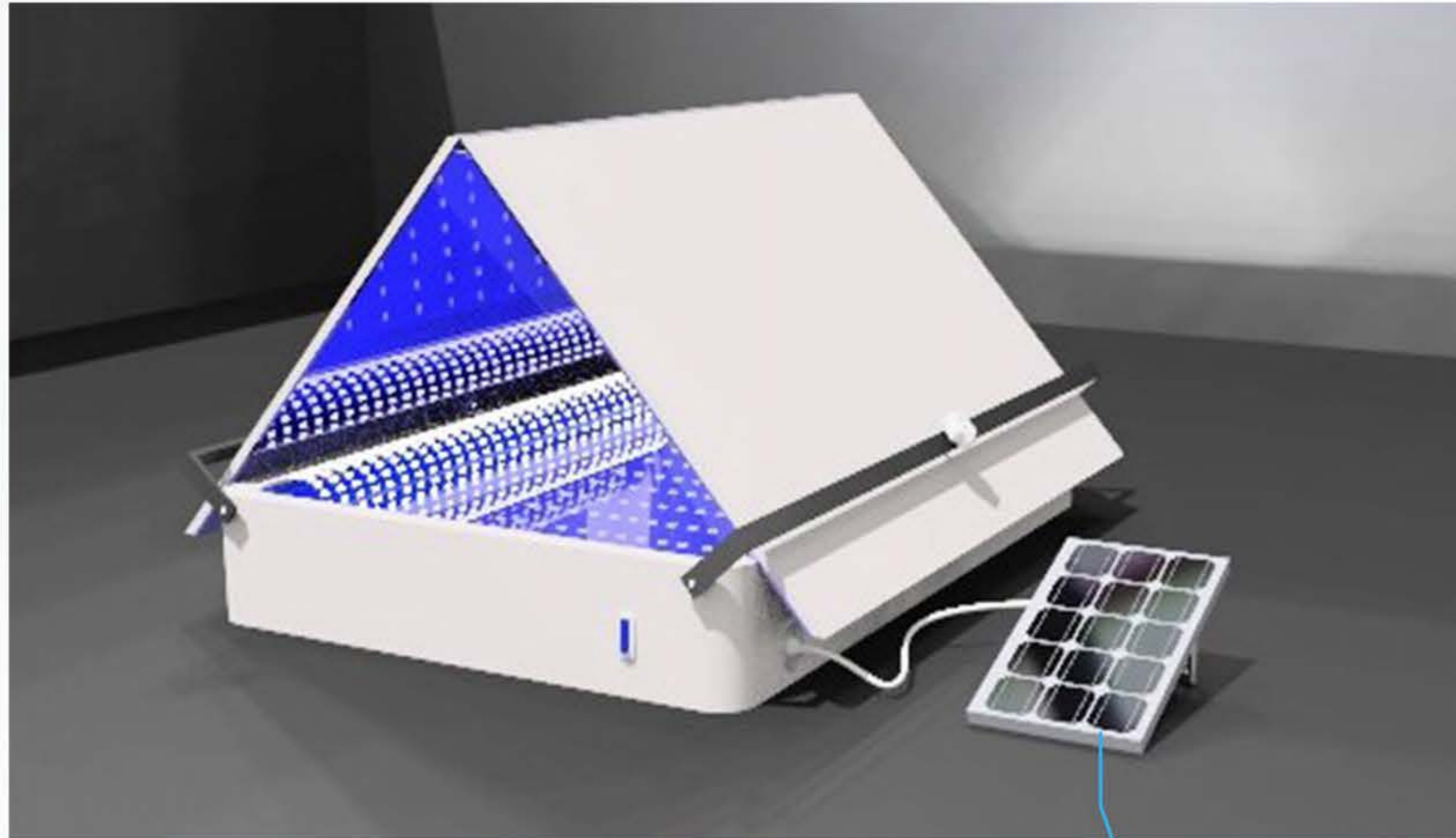
Favorites



Product Design



<http://www.behance.net/gallery/Photo-therapy-Unit-Re-Design/7911565>



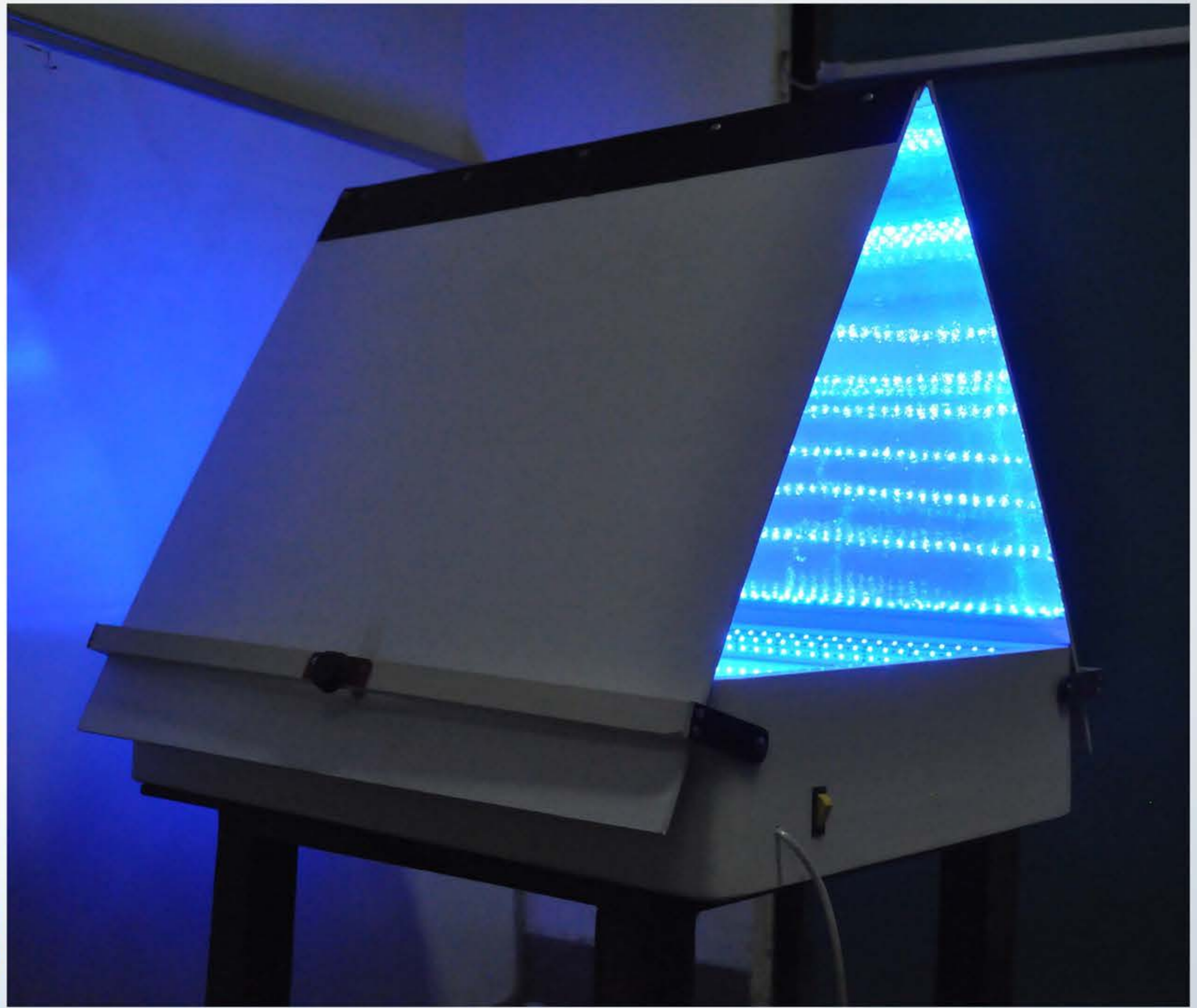
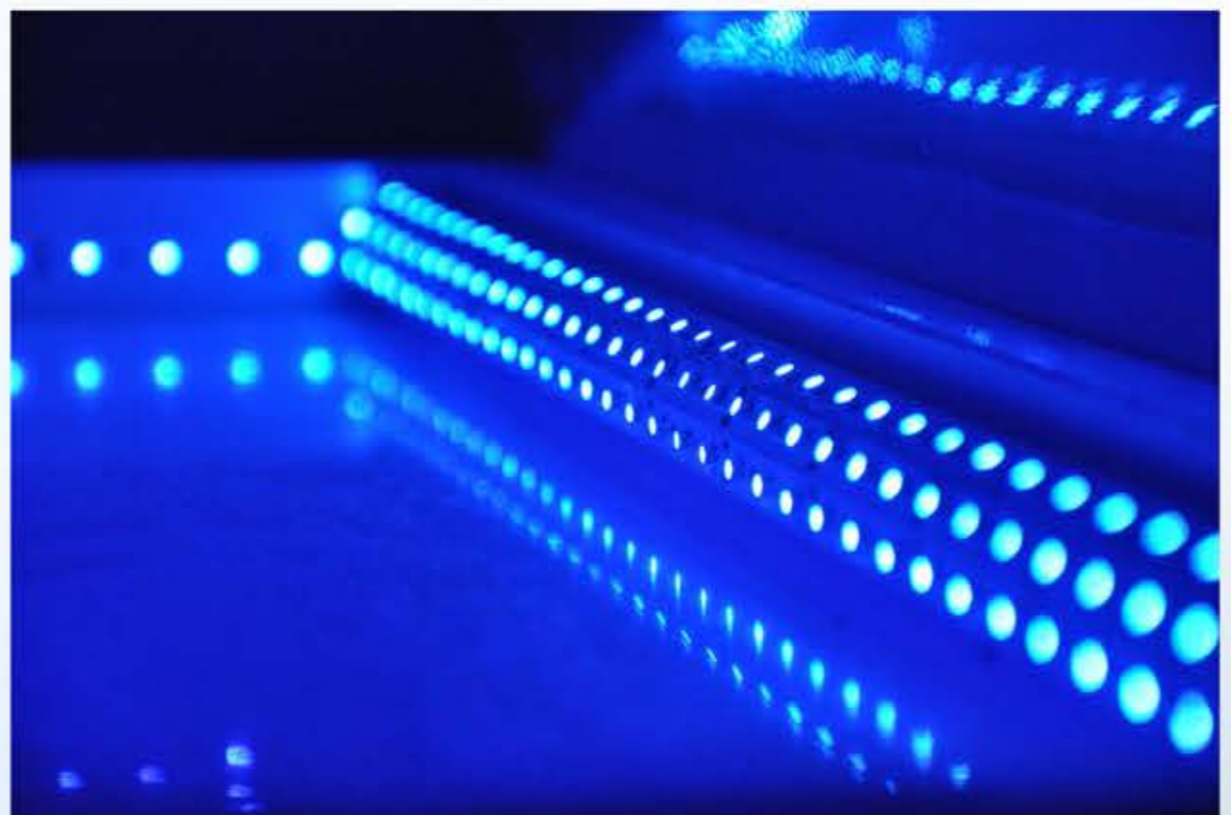
CAD MODEL OF THE **CONCEPT**



solar panel (extra attachment)
to charge the battery



THIS PRODUCT IS IN THE PROCESS OF **PATENT**



FINAL PRODUCT (WORKING PROTOTYPE)



STREET SMART

A new information window that will connect a neighbourhood to the digital age.

Applications include,

- Entertainment
- Wayfinding,
- Public Awareness,
- Safety,
- Govt. Interface,
- Tech for BoP etc.



Team 1
Nritunjay Kumar | Parth Mehta | Parita Pooj | Meera Devrahi Singh | Arjun Chetna.

workshop

portfolio

TUI

TANGIBLE USER INTERFACE

STREET SMART MIT MEDIA LAB WORKSHOP

This workshop was conducted by MIT Media Lab, Tangible user Interface group in Bangalore. People (professionals, students, Entrepreneurs) from various genres participated in this 7 days workshop. It gave an insight of how technology merged with art can change the the world and simplify user tasks.

A mixed team (artist, technologist, Entrepreneurs, professionals) of five person were divided in a team and each team had to work on a problem statement.

Our "Street Smart" concept i.e. "a new information window that will connect a neighborhood to the digital age" was chosen to simplify user task especially where a poor person can connect to the outer world via street lamps. Each street lamp will project displays of videos, pictures, internet. The main idea was to spread social awareness amongst low literacy users (aids, polio, etc.). In this way a user could learn and implement to bring a change to our Nation.

We developed a low fidelity prototype and our work was displayed on the last day.

Overall the working experience with MIT Media Lab was very innovative (thinking out of the box).



2013

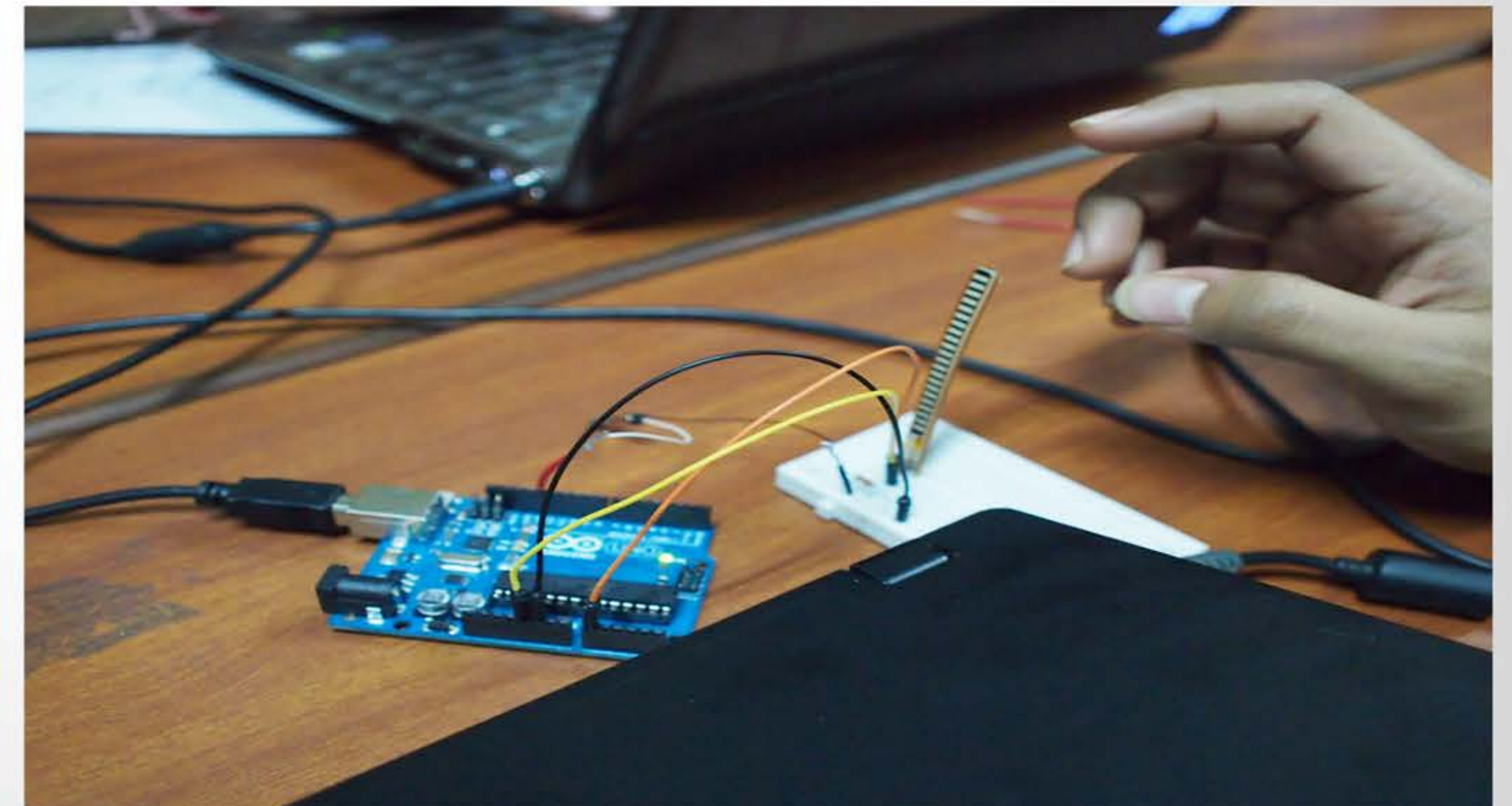


workshop

portfolio

TUI

TANGIBLE USER INTERFACE



PICTURE GALLERY

1

↑
2

2013

ATM single screen shot which has been logically simplified into this simple screen.



final design of the screen

ATM RE-DESIGN FOR SEMI-LITERATE USERS

This is a conceptual version of ATM redesign for semi-literate users in India. We did an extensive research of users in Kanpur zone and with UX methodology tried to develop a low-fidelity prototype of the design. The design proposed here increase human efficiency by reducing the number of steps in navigating from one screen to another.



Favorites



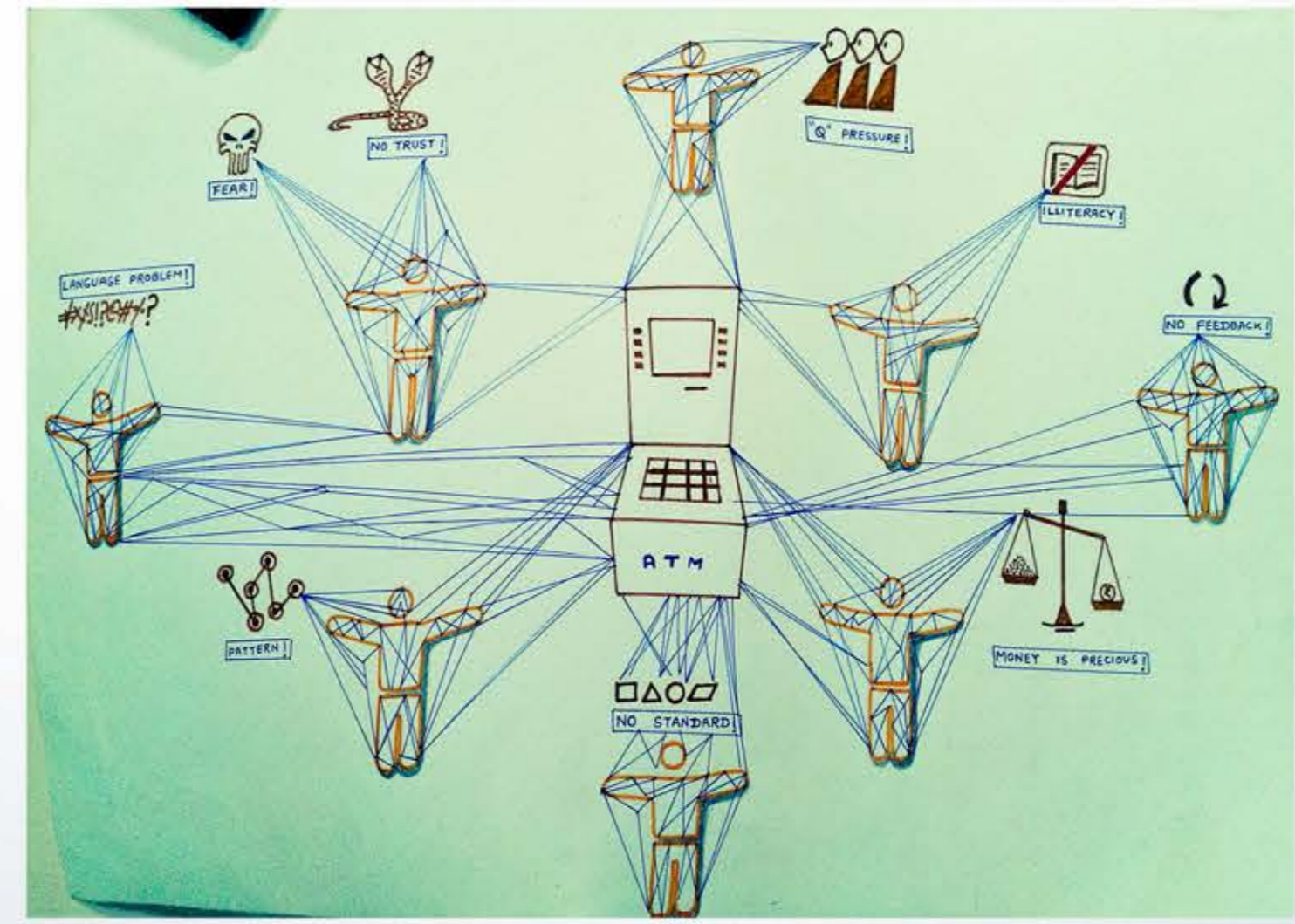
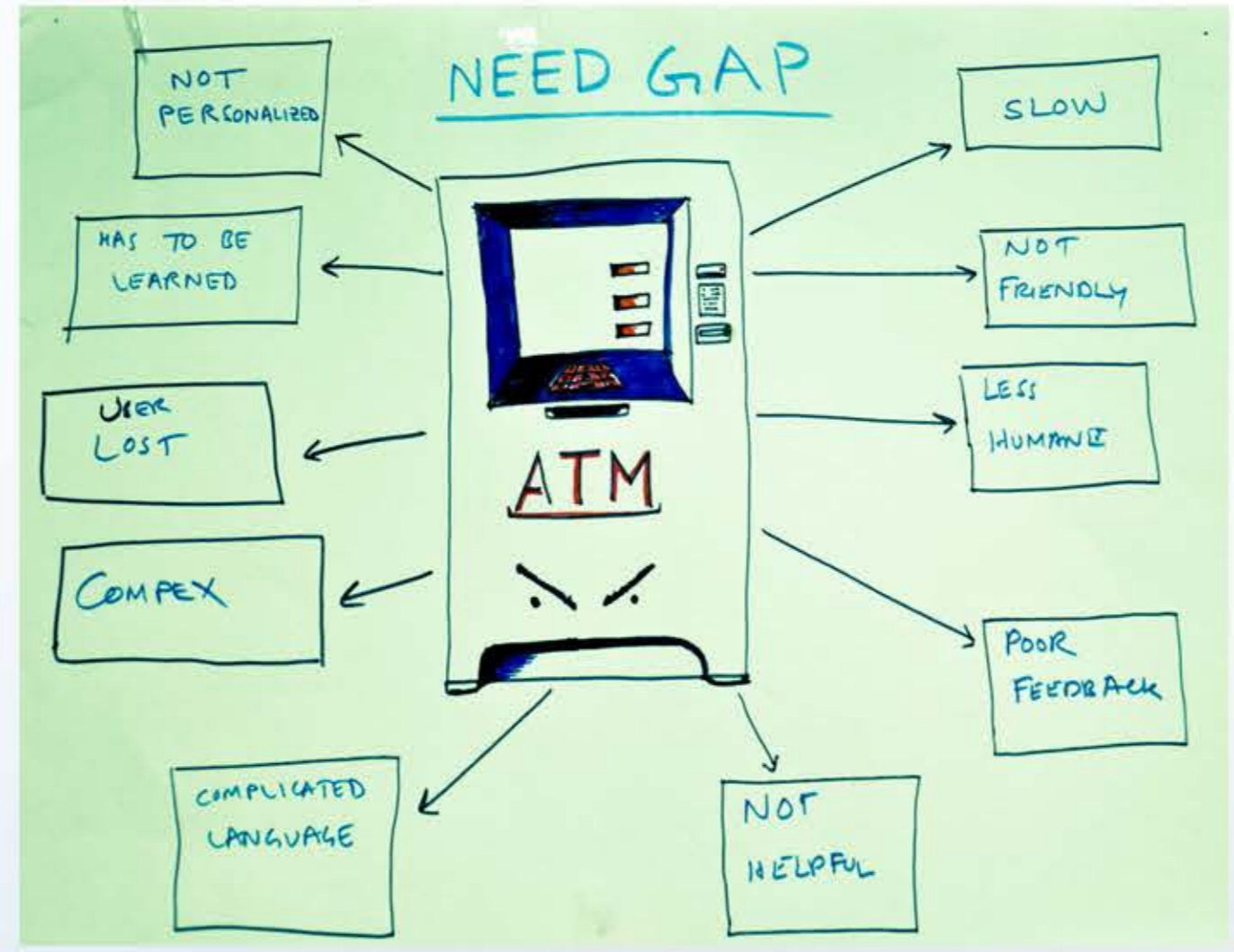
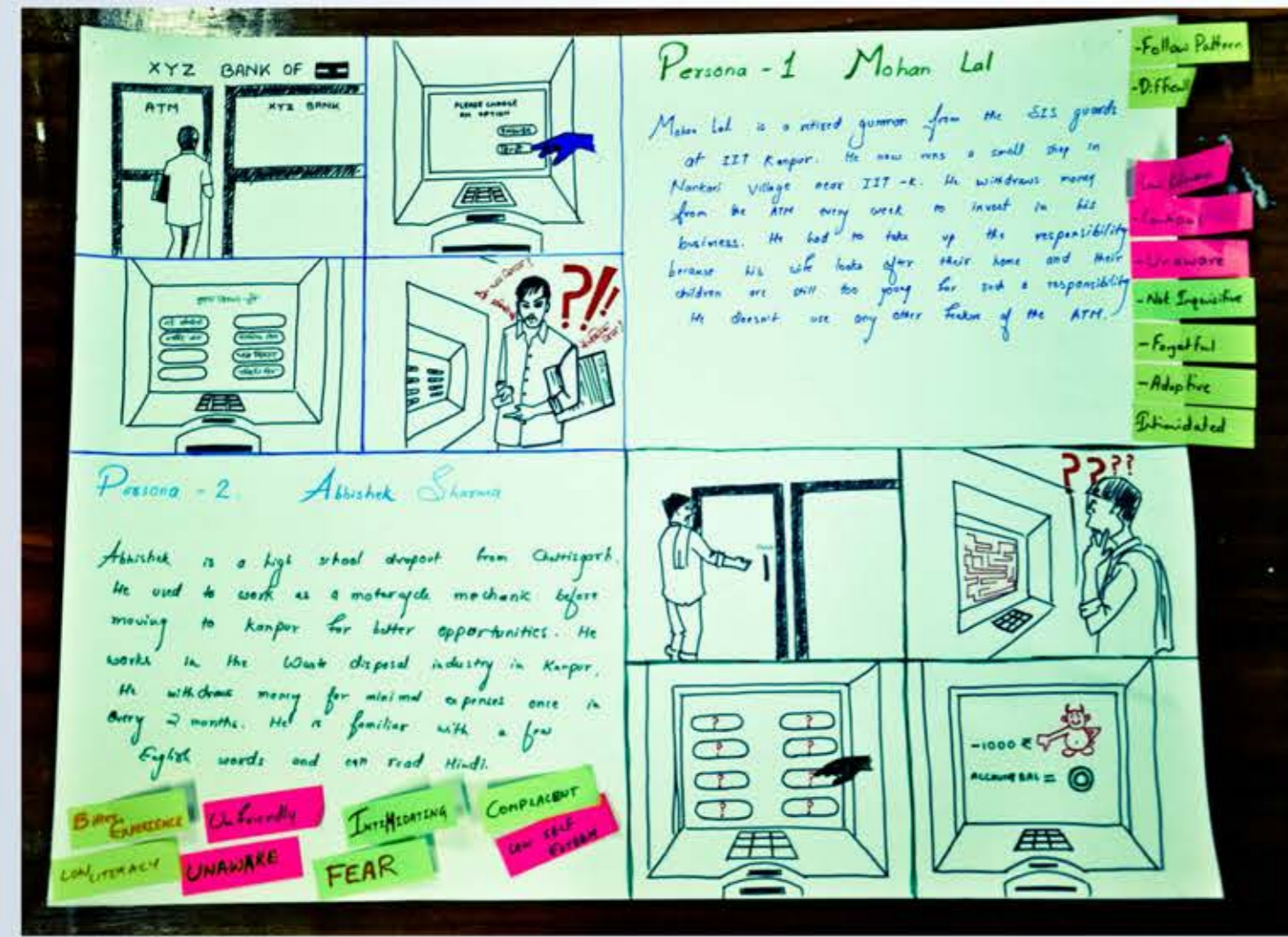
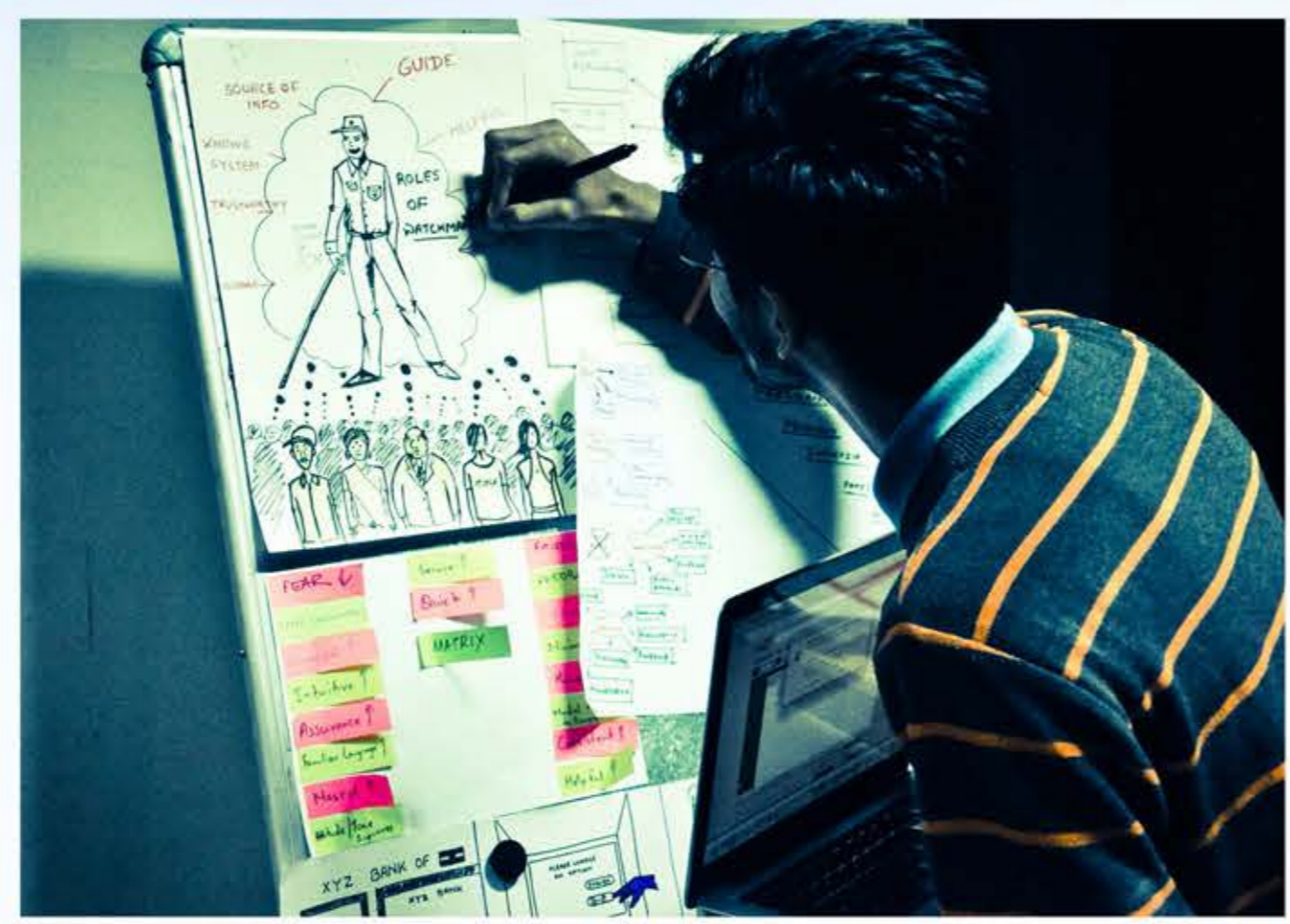
Visual Design
User Research

Some user testing of the prototype

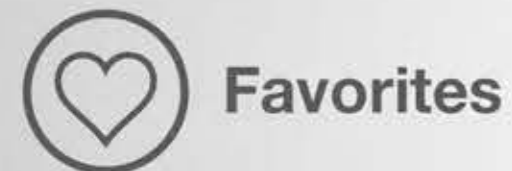
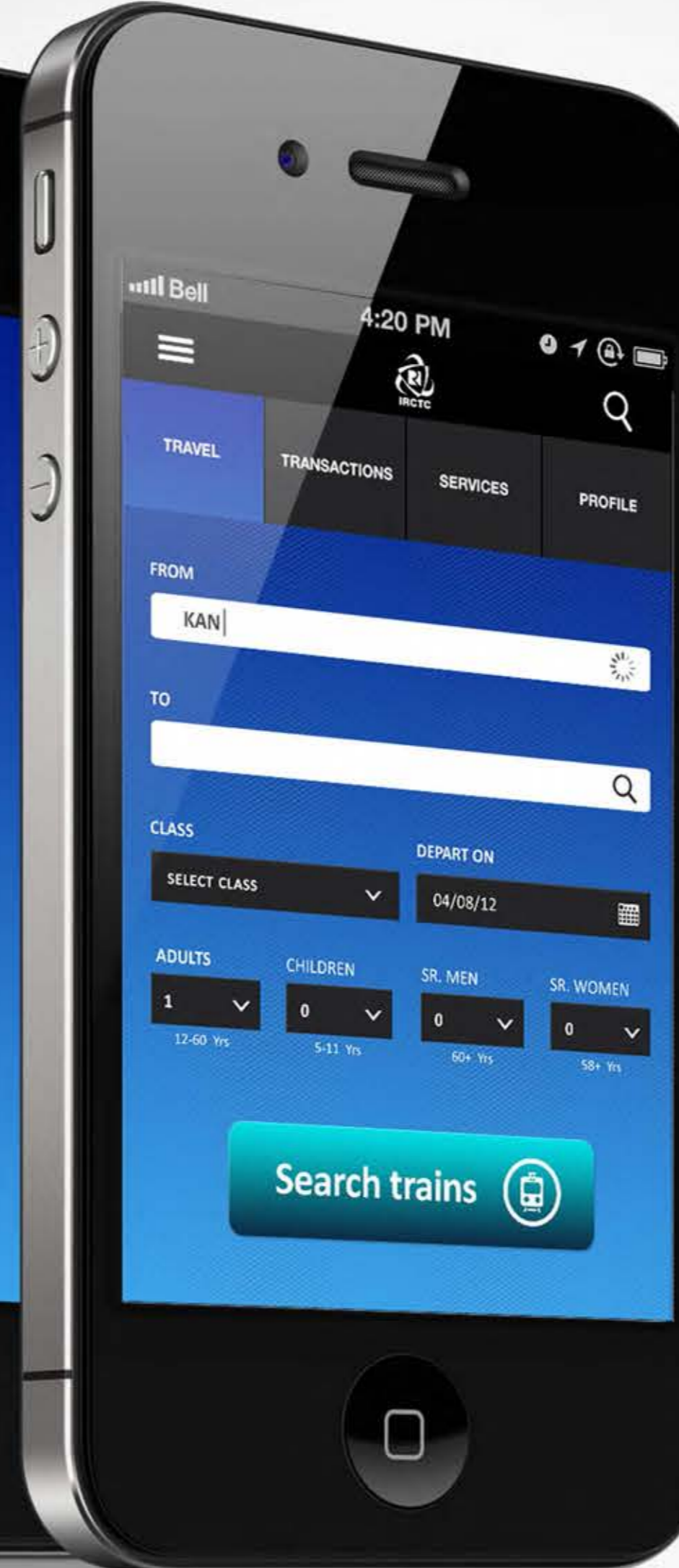
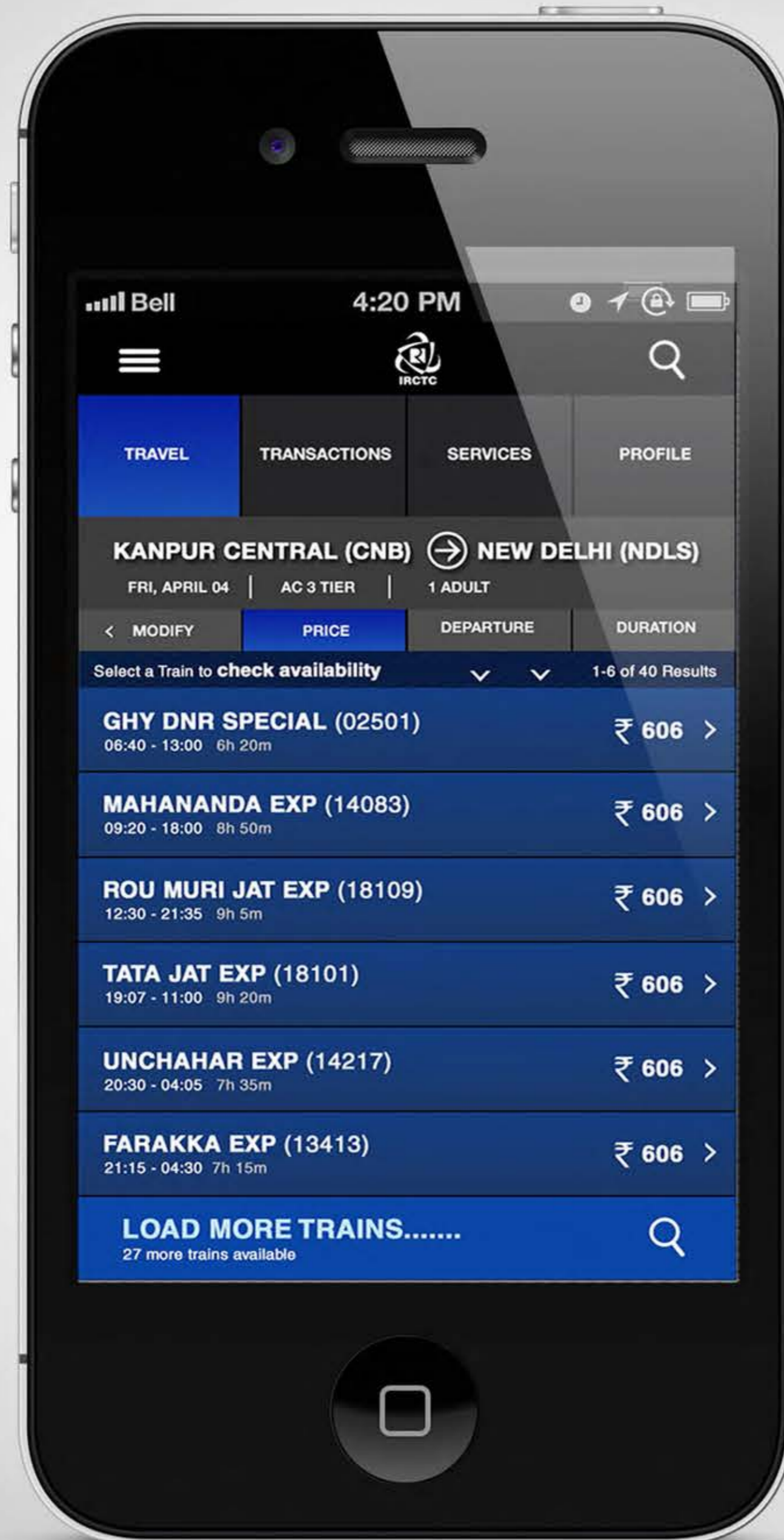


Biometric finger scan device

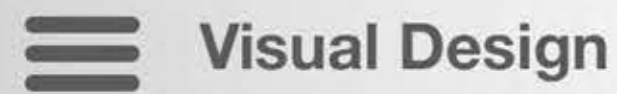




Team members
Mritunjay Kumar
Abu
Vivek Shankar
Rachit Jain
Bharat Sarkaar
Chandan Behera



Favorites



Visual Design



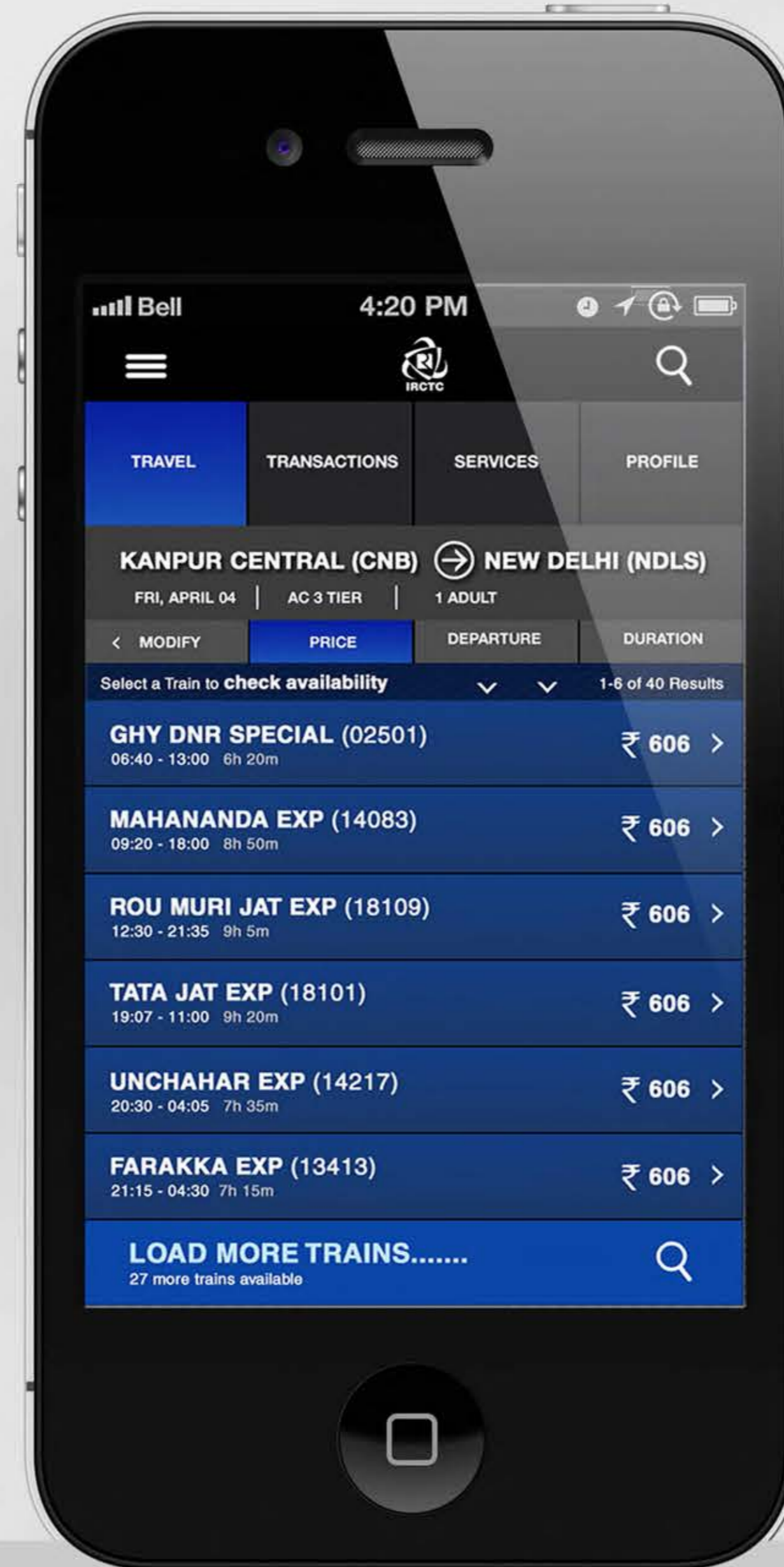
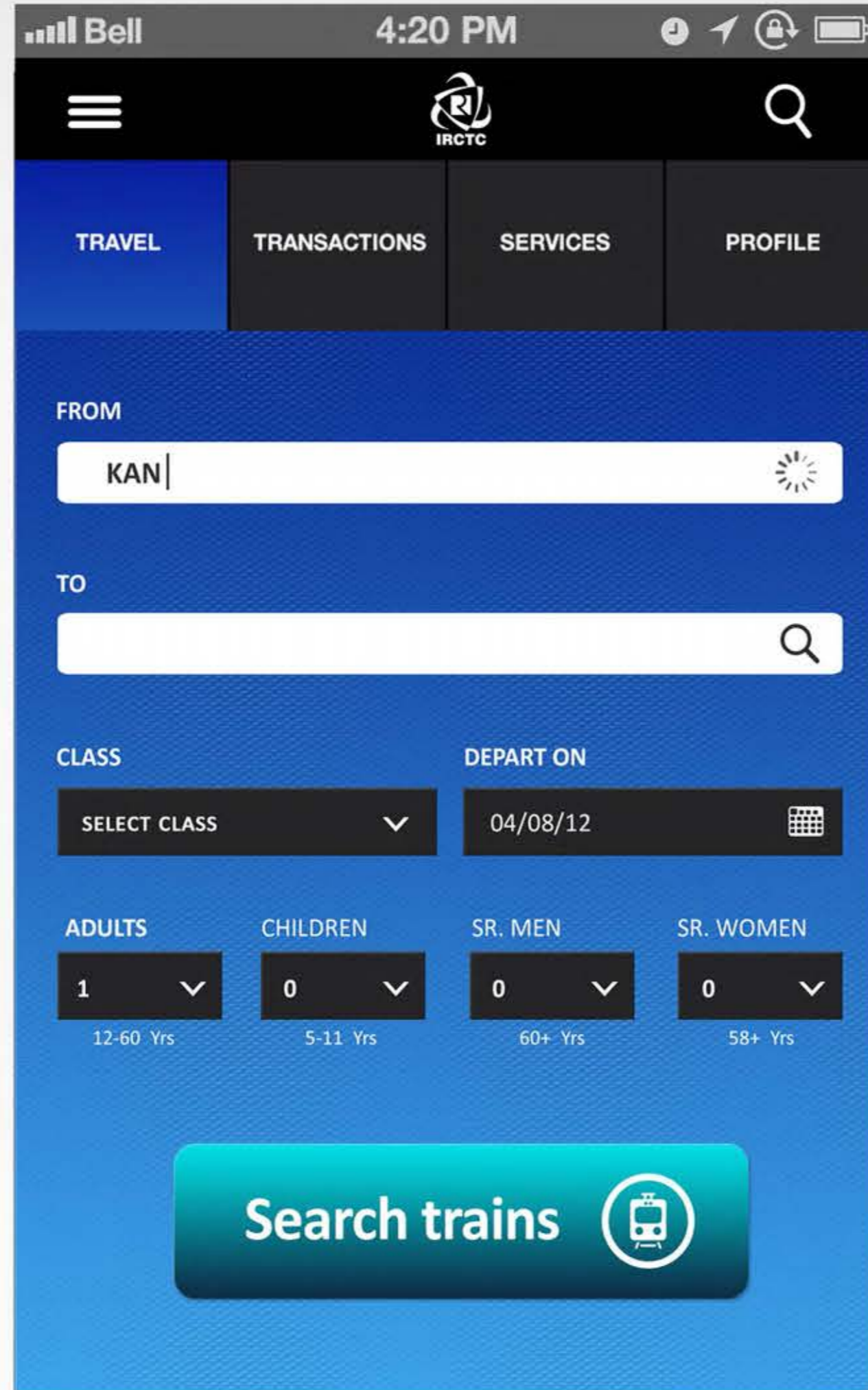
<http://www.behance.net/gallery/project/7987139>

APP DEVELOPMENT FOR IRCTC

This is a conceptual version of app development for mobile devices. As a class assignment we needed to make an interface for any electronic device. I tried to design a simple solution for this huge service.

A full methodology in user experience design was defined and then problem statement came as "The app should be as easy as getting paper tickets at the railway counters". An initial user survey was conducted, how users interact with the existing IRCTC website and what benefits do they look for while booking the tickets online.

After the user research, persona and scenarios were created and then initial wire-frames were made and tested with some users. After iterating few design problems this low fidelity visual design was created.



BASIC WIRE-FRAMES AND
CLOSEUP LOOK OF THE APP

I-U

START APPLICATION



Click to start app



Favorites



Visual Design



<http://www.behance.net/gallery/UI-Design-for-samsung/5799223>

APP DEVELOPMENT FOR SAMSUNG INDIA

This is a conceptual version of app development for samsung India. This was a competition thrown by Samsung and we participated in a group in which each and every group has to come up with innovative ideas for samsung android devices. Though this idea was not shortlisted for the further round, we thought to develop this app for Android market (Google store). A team of developers are still working the project.

The concept is to “add emotional touch and values to your conversation”. An awesome experience is created via different mediums i.e. sound, visuals for better interaction and entertainment.



MENU



2012-13



Screenshots of concept

Handle to carry the box

Flap to lock the opening of the box

Lock of the box: used to lock the opening with the help of flap



Box Specifications:

Material used: Corrugated Fibre Box
 No of Plies used: 3 ply
 GSM: 120



PACKAGING FOR 34TH NATIONAL GAMES, 2011 INDIA

Objective: To create a packaging box which can hold the weight of the Mascot and which should be easy to carry anywhere as the players and officials all over from India were to be given the mascot. The box should also depict the feel of Jharkhand.

Output: Factors taken to develop the packaging:

- Box was designed with self-handle to be portable.
- As mascot was a Dhokra (Brass craft) product, the Flute of CFB and the gsm of paper were taken care of.
- The graphics and color used was taken to depict the feel of Jharkhand.
- Materials and technique used were easy for production according to the short timeline.



Favourites



Graphic Design

Bē

<http://www.behance.net/gallery/Packaging-for-34th-National-Games-2011/5798227>



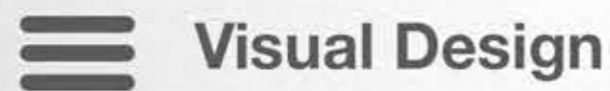
**KANPUR
PLASTIPACK LTD**
SOLUTION TO INDUSTRIAL BULK PACKAGING

LOGO DESIGN FOR KANPUR PLASTIPACK LTD

- a) In this logo benzene ring (hexagonal shape) has been shown with the help of negative and positive space between letter K and P.
- b) A box shape is formed with the help of letter K and P and the positive and negative space between the letters.
- c) Round circle inside the box depicts GLOBE as Kanpur Plastipack here acts as a Global player and it also completes the benzene structure.
- d) Dark grey depicts the feel of formal, conservative, and sophisticated.
- e) Logo is simple yet sophisticated, can be easily memorized, carries the brand image, can be scalable to any size, can be executed to any medium, can be printed in single color.



Favorites



Visual Design



<http://www.behance.net/gallery/Kanpur-plastipack-logo/6986149>



This logo was selected amongst all the other designers.

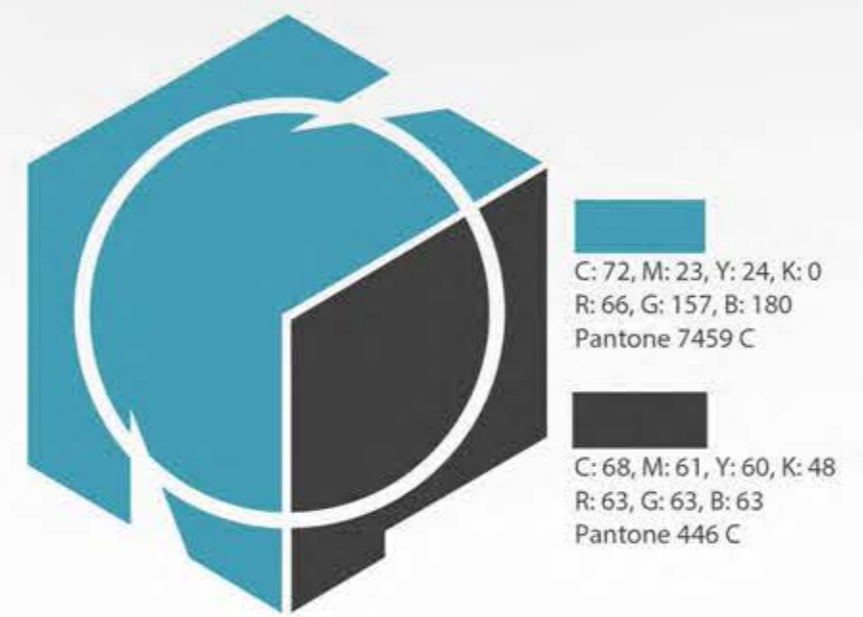


2012-13

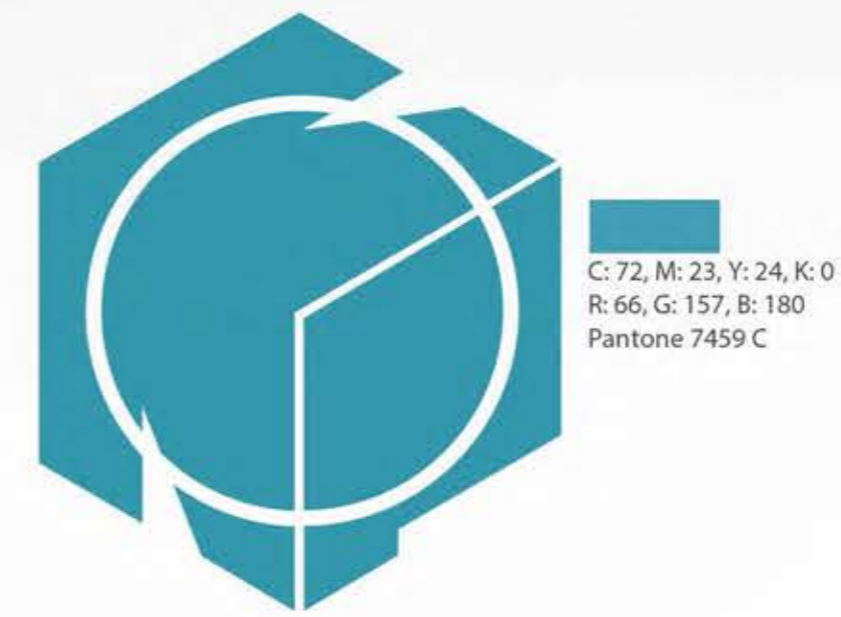
VISUAL COMMUNICATION



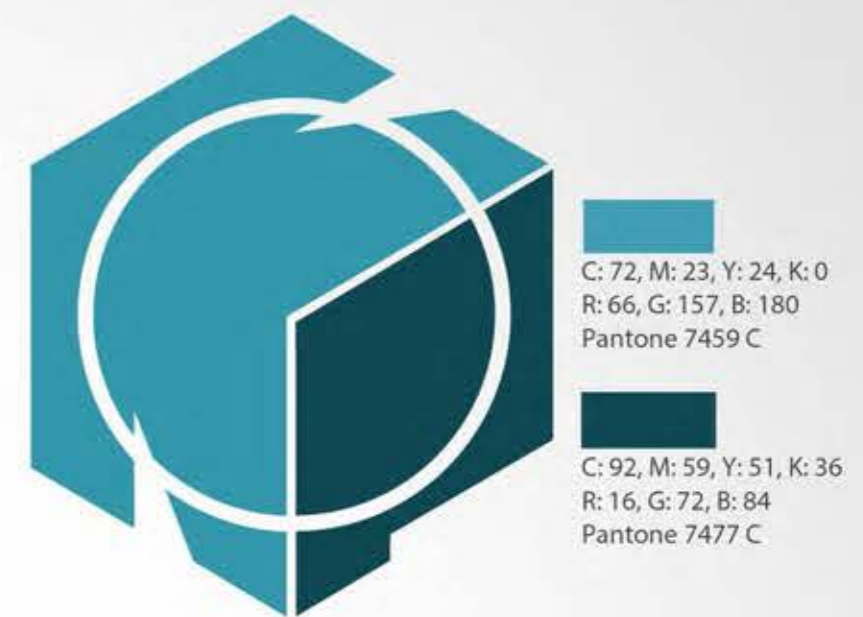
SIZE VARIATIONS



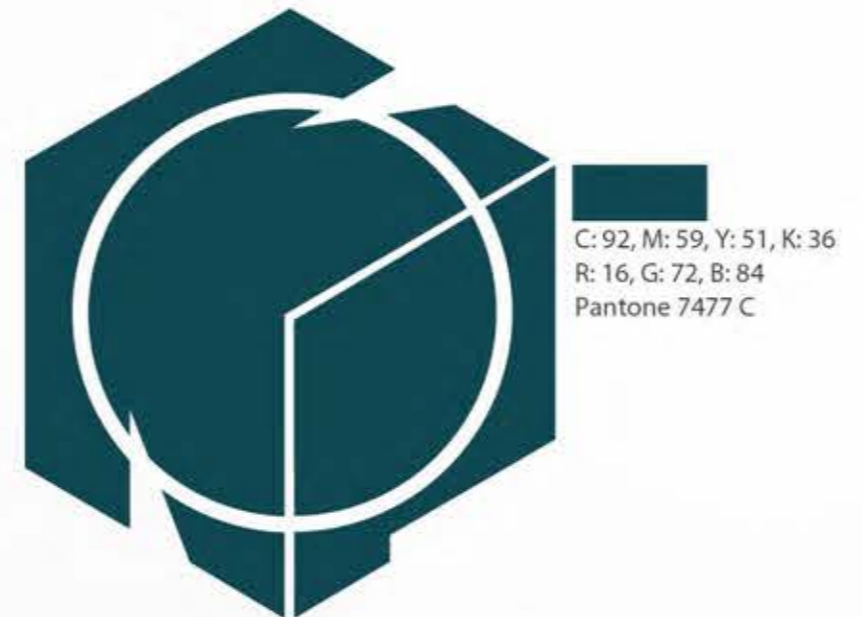
KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING



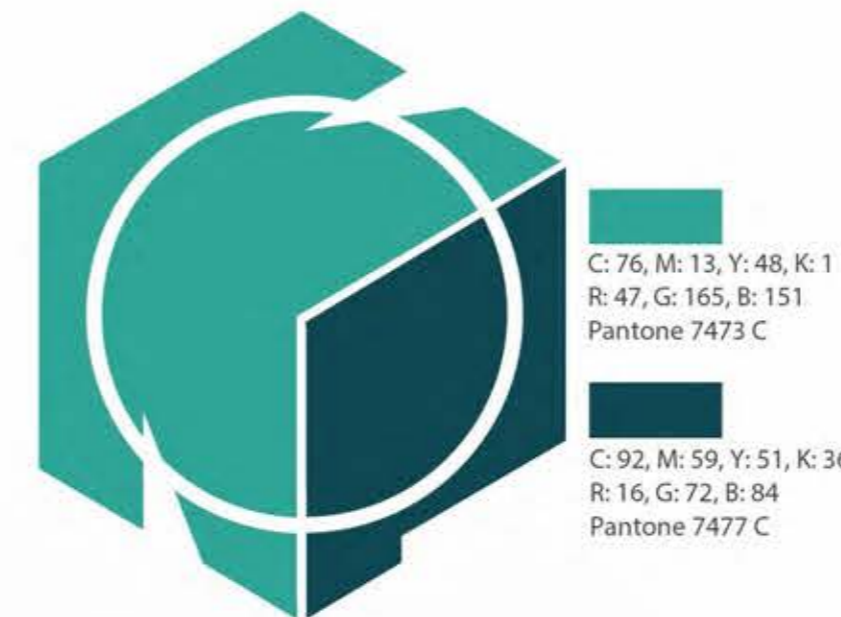
KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING



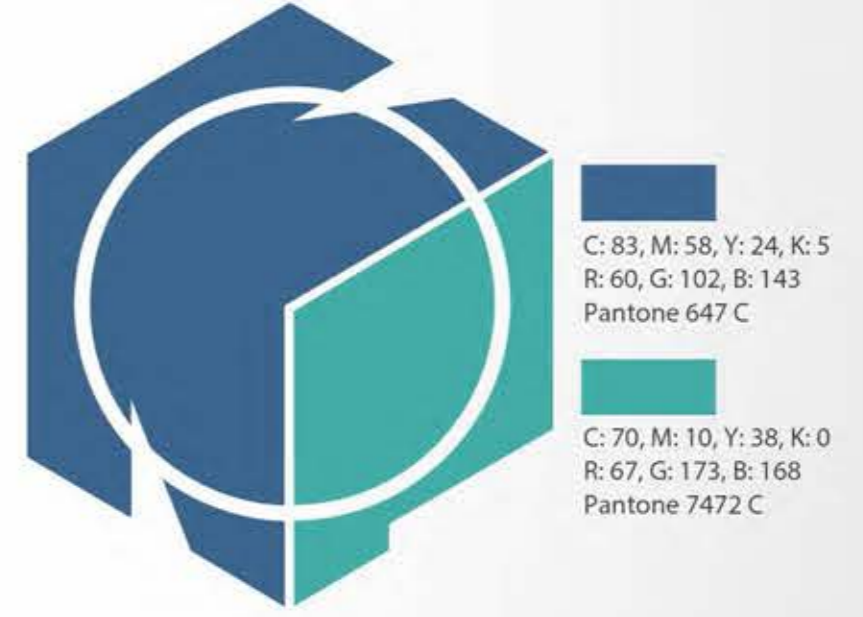
KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING



KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING



KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING



KANPUR PLASTIPACK LTD
SOLUTION TO INDUSTRIAL BULK PACKAGING

COLOR COMBINATIONS



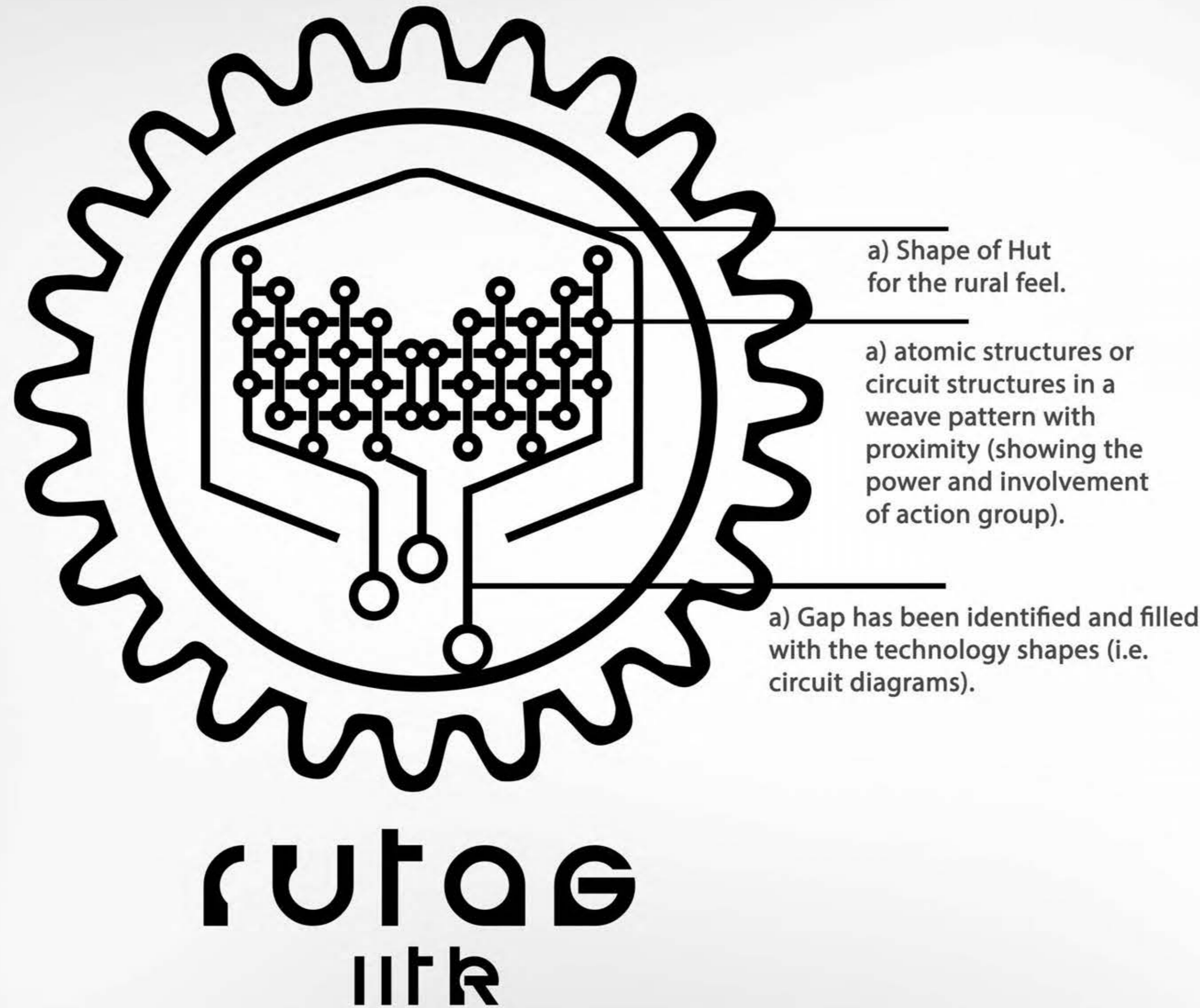
Favorites



Visual Design



<http://www.behance.net/gallery/Logo-Design-for-RUTAG-India/7903827>



LOGO DESIGN FOR RUTAG

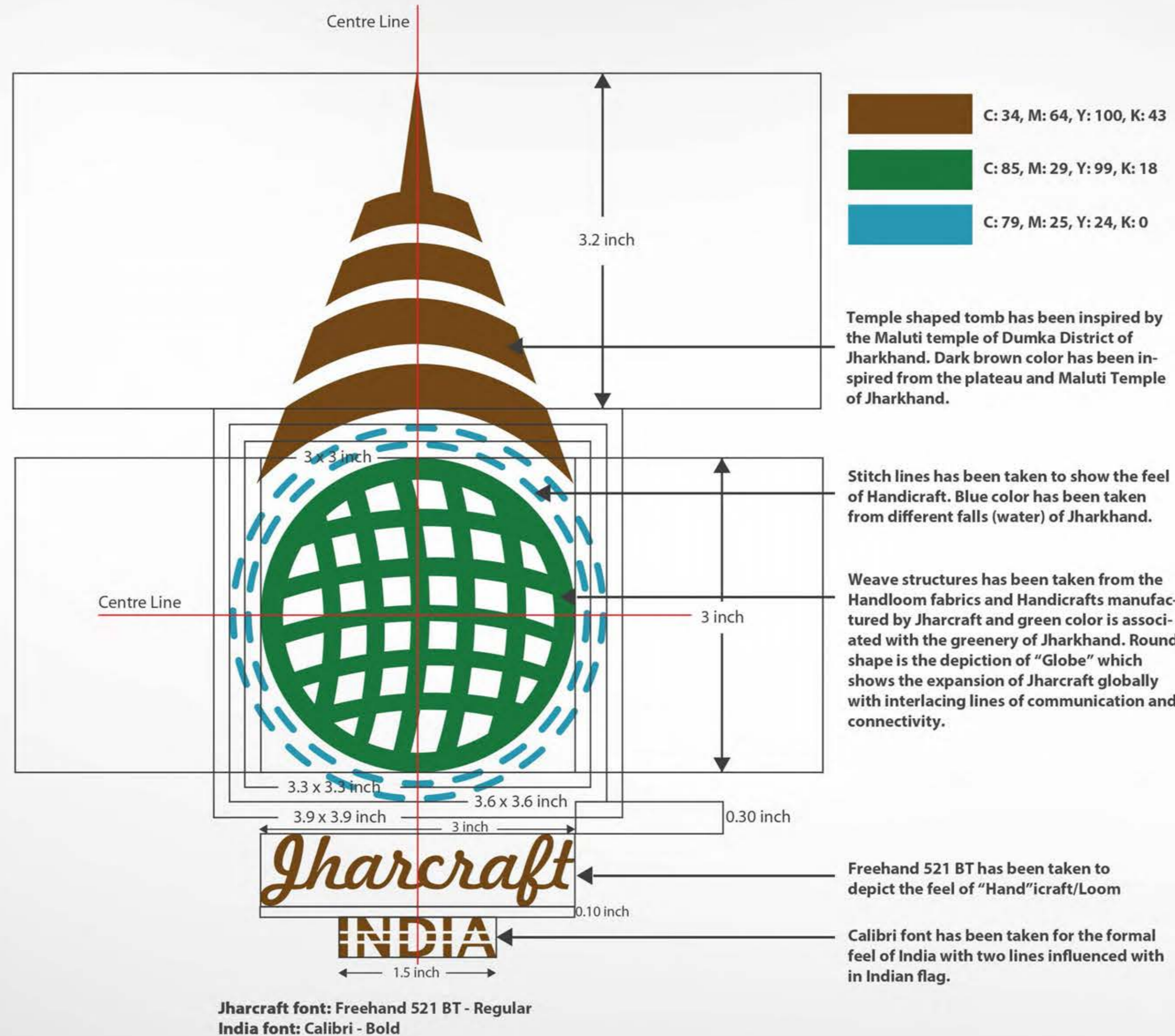
a) Rural Technology Action Group (RUTAG) was initiated and sponsored by the principal scientific advisor to The Government of India in 2004 under Dr. Chidambaram, with the objective of identifying technological gaps in various activities in rural villages in India.

b) The idea was to design a logo which should depict the feel of rural India amalgamated with Technology of IITK.

Favourites

Visual Design

<http://www.behance.net/gallery/Logo-design/5799119>



LOGO DESIGN FOR JHARCRAFT AT NID, AHMEDABAD

Objective: To learn the concept and values of an identity and how to execute the concept and visual to a real form.

Output:

- a) We learnt the basic concepts of Elements of Design, Typography, Information Technology, etc.
- b) A team of four members were made and task was assigned to develop a new identity or to recreate a present existing identity.
- c) We chose Jharcraft as our present existing example and worked as a team to develop a new identity for Jharcraft.

SHORT FILM FOR: **WORLD CRAFT COUNCIL**



This movie was shortlisted among the top 14 best films across the Globe. Unfortunately we could not win in this competition

 Favorites

 Communication design

 <http://www.behance.net/gallery/MOTION-PICTURES/7904577>

SHORT FILM: MUSIC VIDEO....UD JAANE DO



This movie was directed by my friend Mang and the music has been composed by me and Mang.

SHORT FILM FOR: APNA SCHOOL NGO



This movie was made as a help to this NGO working towards providing free education to the BOP children.



 Favourites

 Visual Design

PHOTOGRAPHY AT IITK



Favourites



Visual Design

PHOTOGRAPHY AT IITK

In this project we did a collective photoshoot of different events at Antaragni Fest, 2012



<http://www.behance.net/gallery/Photography/2112502>

1



2

2012

Report

Objectives

In this module we were supposed to create a physical game for the children of age group - 12 to 15. The game should have multiple options to play.

Outcomes:

We as a team of 3 members came up with the following deliverables:

- Game named "Matha Pachhi" meaning brain teaser in English.
- The game had customized templates to be inserted whenever needed to change the game.
- Each template was a new concept of design.
- We came up with the other game templates named "Adal Badal", "Rann Poat" and "Takari" as other variations in the game.

ADAL BADAL:

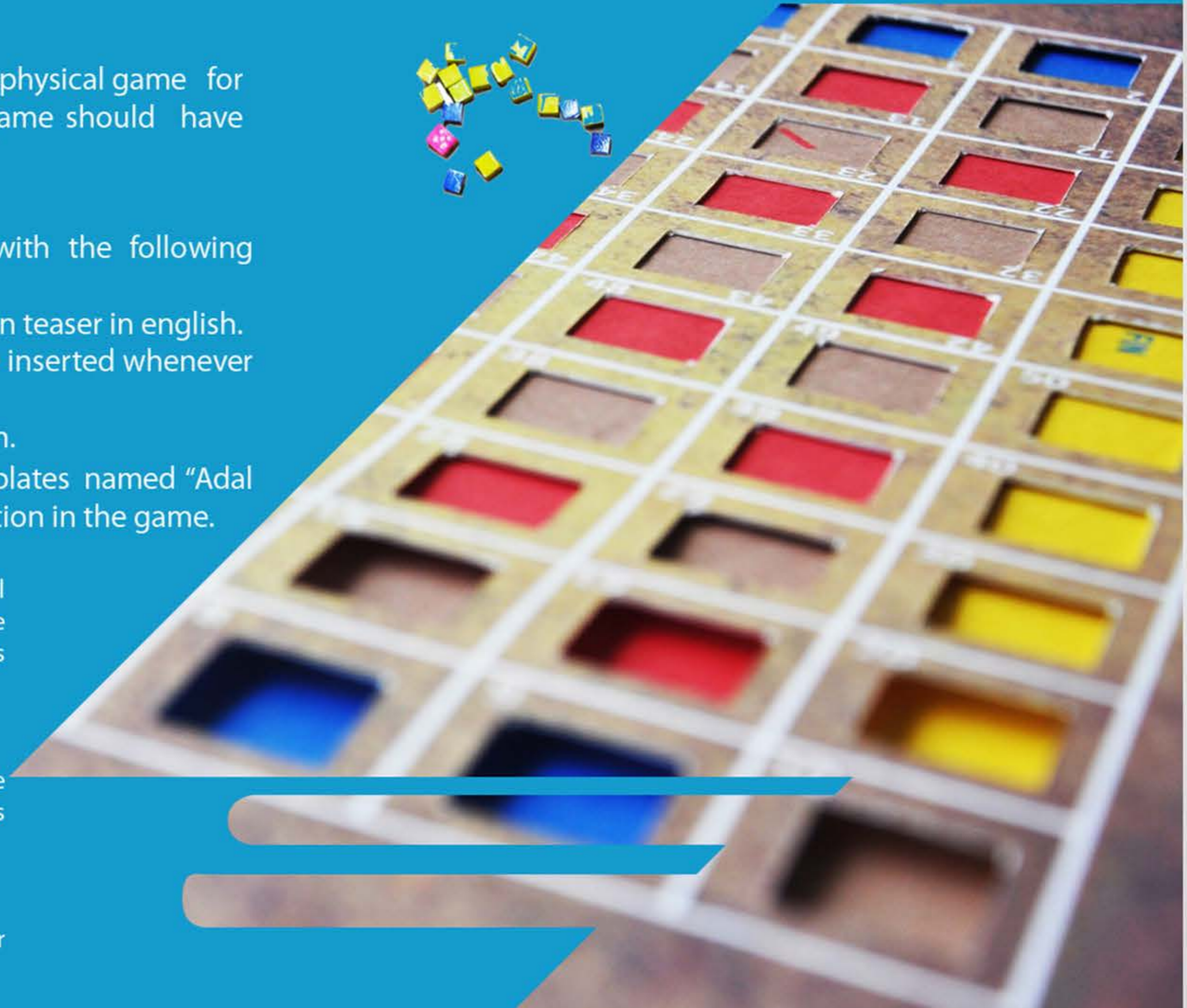
The main objective of the game is to solve the puzzle with mutual co-ordination. Players should replace their color pieces position to the opposite side of the board within the rule presets. There are 9 levels in this puzzle game.

RANN POAT:

The main objective of the game is one player should try to eliminate opponent player. The player who eliminates all the opponent's color pieces first is the winner.

TAKARI:

The main objective of this game is each player should try to reach the other end. The player who reaches first is the winner.



Favorites



Visual Design
Product Design



Process of Brainstorm

Design Process

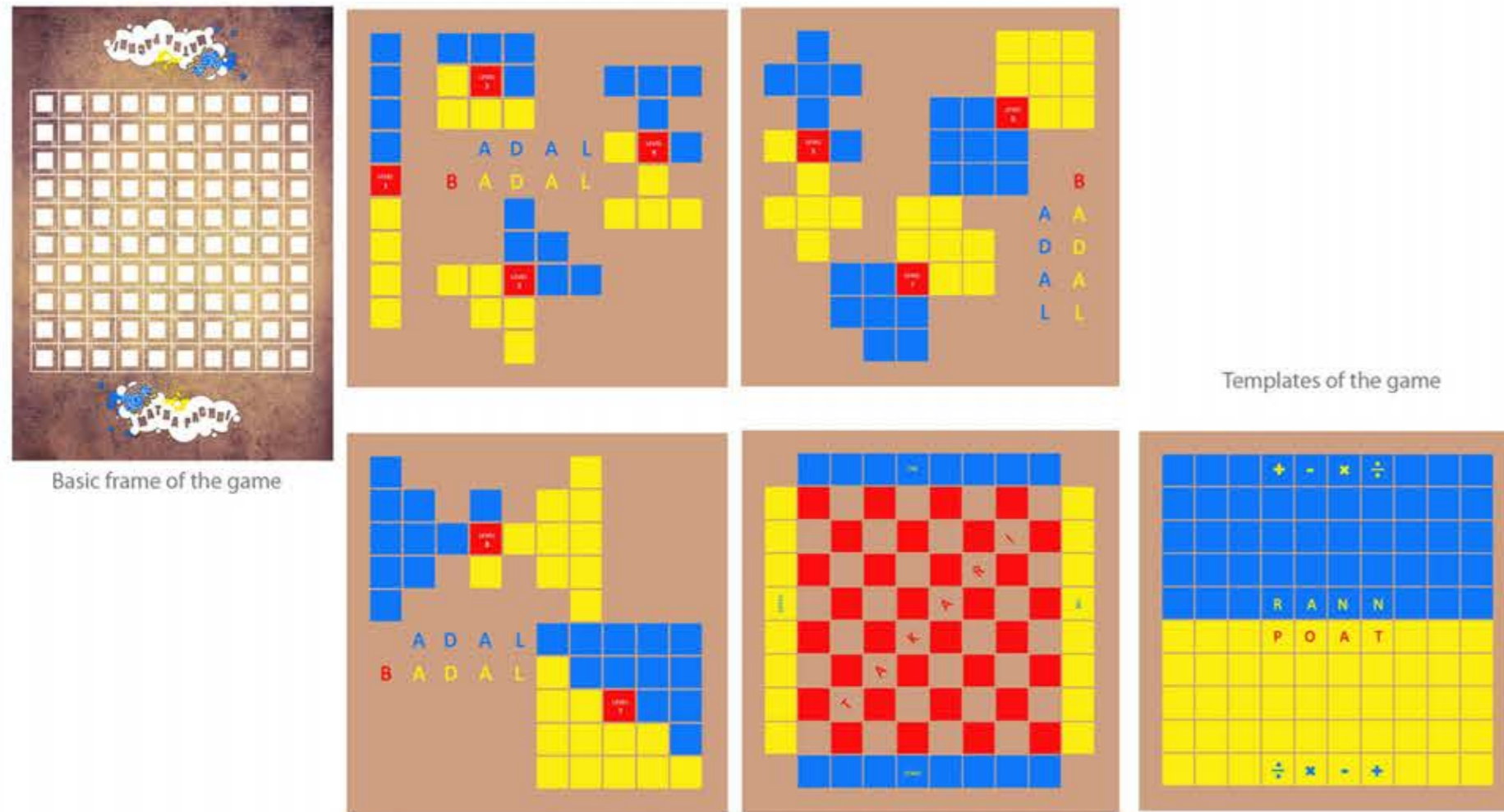
We all started with the initial brainstorm on the game which we wanted to develop. We fixed the rules of the game very simple, one is supposed to cross over the pieces to home which is exactly opposite to the starting point. Player is supposed to jump over the single pieces and move ahead. There is no other way to step back at any circumstance.

While during the process of brainstorm we came up with the name "Matha pacchi" as it was really a hectic time when thinking on the concept. We took around 3 days to come up with the final concept. In the next process we made design layout and graphics of the game on softwares

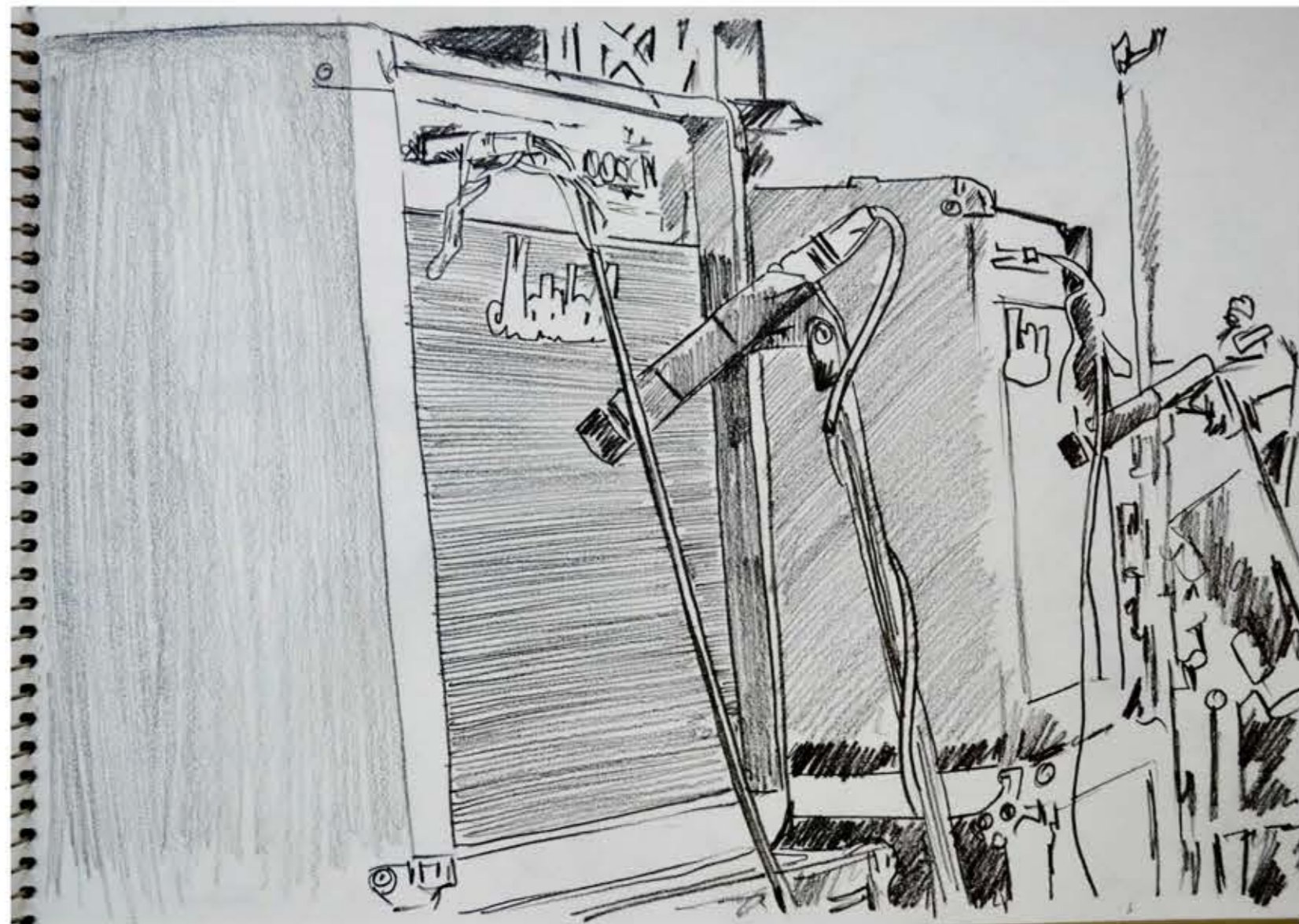


Final Output

These pictures below shown are the final game design made from paper and board. A separation was given in between the front and back of the main frame of the game design to insert the templates whenever necessary.







For more works please visit
<http://www.behance.net/mrityunjay>

THANK YOU

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ph: 9651953388