

DESIGN

PORTFOLIO

NISHANT RAI

RESUME

About Me..... Page 04

USER EXPERIENCE & INTERFACE DESIGN

Adobe VESO..... Page 06
Samsung Contacts..... Page 08
Interact : Maps..... Page 10
BizCard+..... Page 12
Nokia Bhasha..... Page 14
School Selector..... Page 16

SMARTPHONE / TABLET APP DESIGN

DVB Dresden Germany..... Page 18
MoozUp Virtual Page 20
Doodle IT Up..... Page 22
Logistics..... Page 24

WEBSITES / PORTALS INTERFACE DESIGN

TED x IIT Kanpur..... Page 26
BlueGape..... Page 28
Rivoli Pizzeria Dresden..... Page 30

PRODUCT & INDUSTRIAL DESIGN

Lachila..... Page 32
Nishchint..... Page 34
Saawdhaan..... Page 36
iStapler..... Page 38

NEW MEDIA DESIGN & VIDEO MAKING

ZDC Animation..... Page 40
Vardaan A Short Movie..... Page 42
Auto Pooling Movie..... Page 44
Logo Designs..... Page 46
Poster Designs..... Page 48

Nishant Rai

+91-8765181740 | nishanrai.1985@gmail.com

EDUCATION QUALIFICATIONS

- 2010 - 2012 : **Indian Institute of Technology Kanpur INDIA** : Master of Design (CGPI - 10/10)
2011 - 2012 : **Technische Universitat Dresden Germany** : 10 Months of International Exchange
2004 - 2009 : **National Institute of Technology Hamirpur INDIA** : Bachelor of Architecture

WORK EXPERIENCE

- Current : **Interaction Design Researcher**
IIT Kanpur - Kanpur - INDIA
- May 2012 : **CloudPact Mobile Solutions**
2 months summer internship - UX/UI Design - Hyderabad - INDIA
- June 2009 : **Institute of Engineering and Technology**
1 Year teaching experience - Architecture Workshops -Bhaddal Punjab - INDIA
- Jan 2009 : **RK Architect and Construction Associates**
6 months summer internship - Architecture - New Delhi - INDIA

LANGUAGES

- HINDI : Mother Tongue
ENGLISH : Fluent & Expert
PUNJABI : Fluent & Expert
GERMAN : Basic

RESEACH INTERESTS

- Cognitive Sciences
User Experience Design
Smartphone App Concepts
Human Computer Interaction



PART - 1

USER EXPERIENCE AND INTERFACE DESIGN

Adobe VESO.....	Page 06
Samsung Contacts.....	Page 08
Interact : Maps.....	Page 10
BizCard+.....	Page 12
Nokia Bhasha.....	Page 14
School Selector.....	Page 16

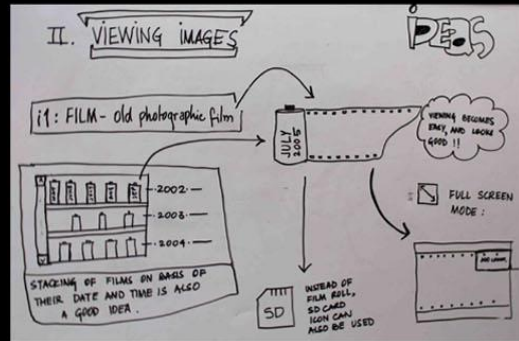
Adobe - V E S O

Viewer Experience Search Organizer

As an entry to the recruitment assignment for Adobe Design Labs India, the need statement was to design a photo viewing & organizing software, which would give an awesome experience to the user and make his picture management easier.

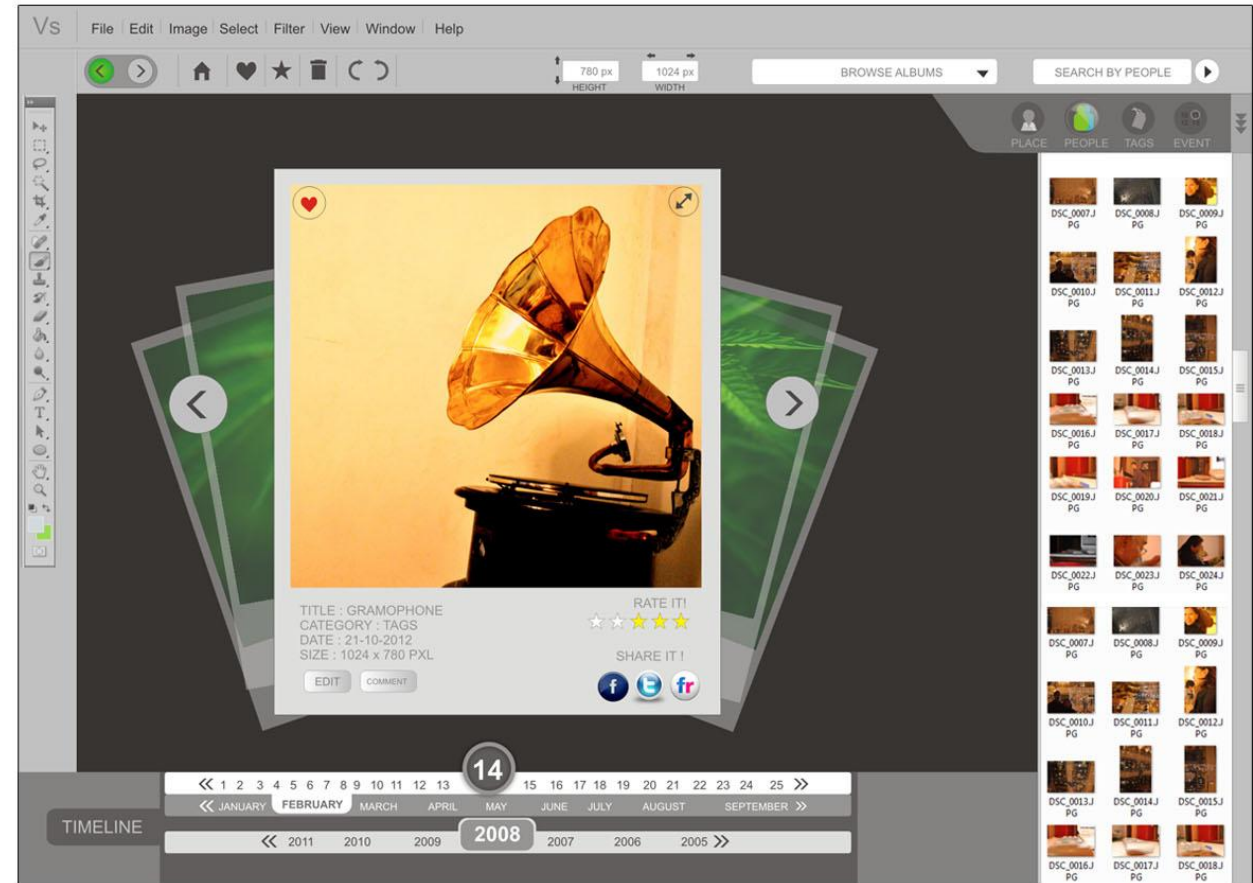


VISUAL FROM BRAINSTORMING SESSION

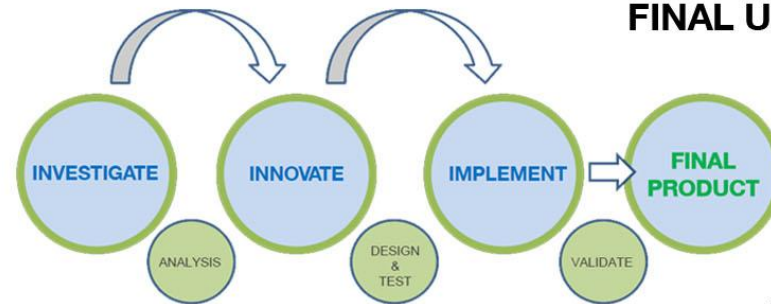


IDEA GENERATION BOARD

The detailed information architecture diagram was designed in order to identify the problems that exist in the current picture viewing softwares. After this some paper prototypes were tested. Further the final front end was designed keeping in mind the attributes that Adobe follows in their Products.



FINAL UI DESIGN OF ADOBE VESO



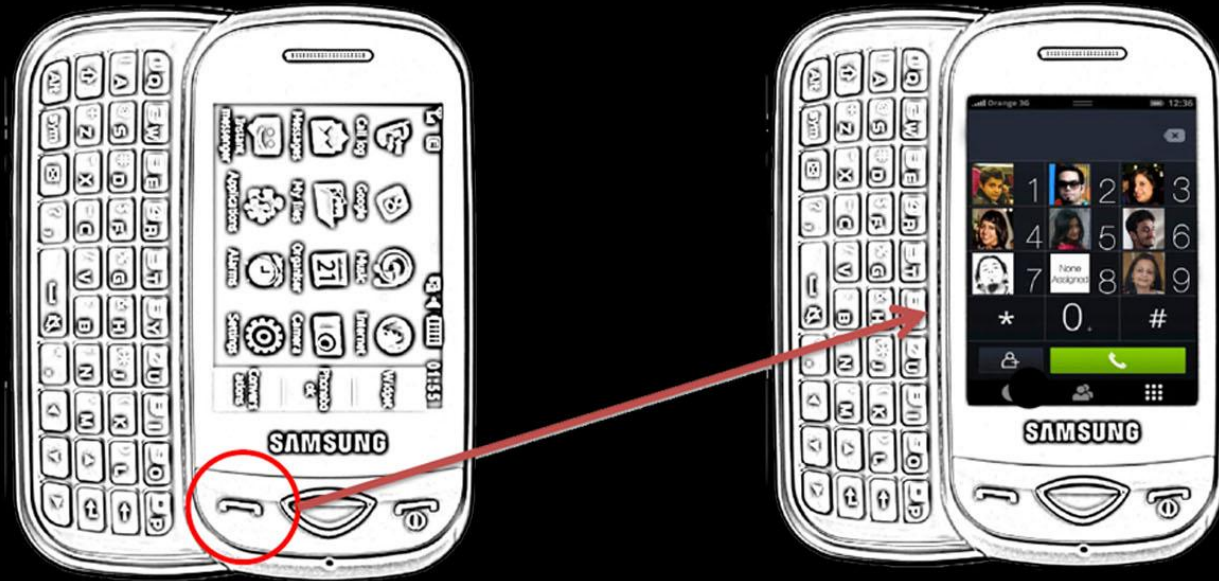
Design Process



Watch Video

SAMSUNG CONTACTS

Smart Contacts Management for Samsung Phones

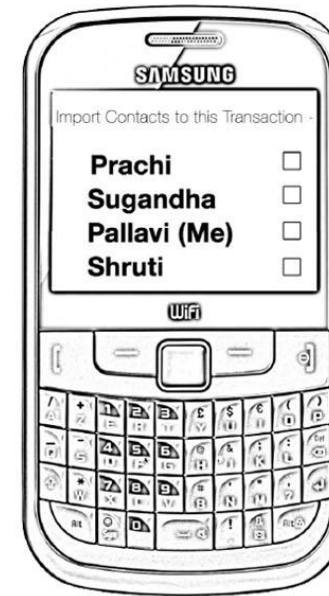


Screenshots depicting Ideas via which Contact Management System could be Enhanced

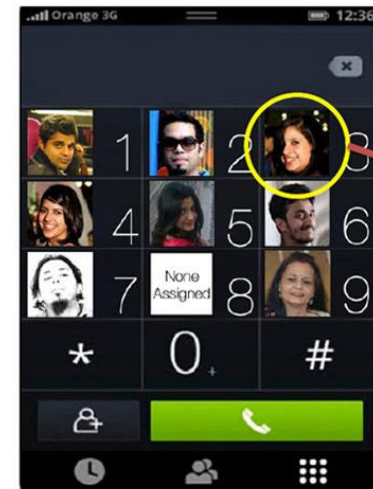
The NEED STATEMENT was to design a Smart Contacts Management System for Samsung Featured (Non Android) Phones. As a design solution, a detail research was conducted in order to understand that how do people currently use the Contacts Application. Moreover, other applications of Samsung Featured Phones were studied and three scenarios were designed.



Watch Video



Samsung Design Delhi

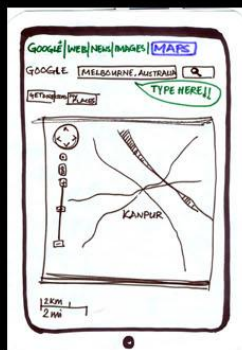


Samsung Design Delhi

INTERACT : MAPS

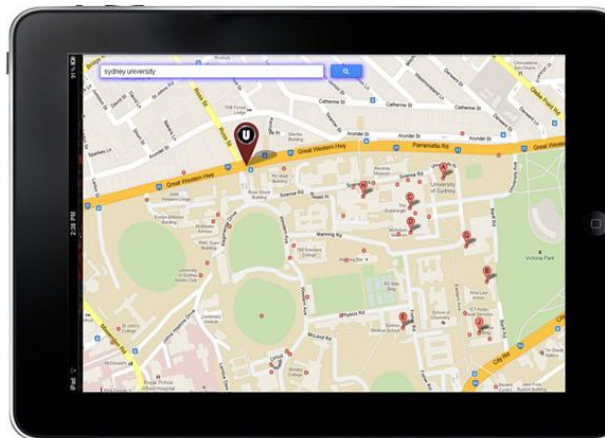
Bringing people virtually closer

As an entry to 24 hours Design Challenge, OZCHI 2012 (<http://www.ozchi.org/>), a system was developed, which would enable social networking on the Google Street View. The concept of Space and Relationship was taken into consideration and an ecosystem model was proposed for the same.



Visuals of Paper Prototypes

Google Maps and Google Street View were taken as the base model to develop the concept. Moreover the implimentation time for this project would take not more than 6 months.



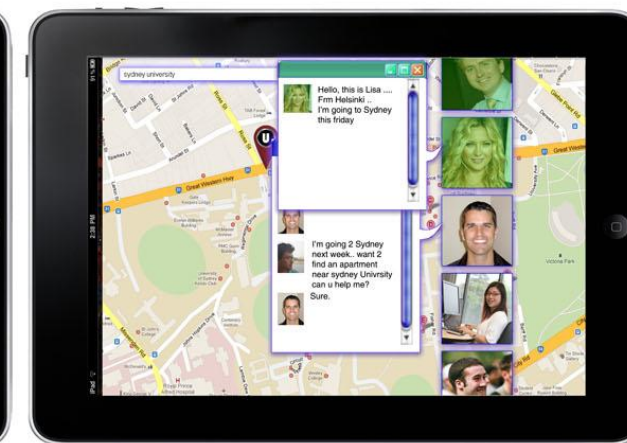
SCREENSHOT # 1



SCREENSHOT # 2



SCREENSHOT # 3



SCREENSHOT # 4



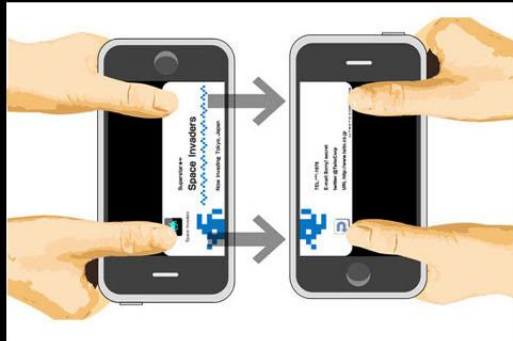
Design Process



Watch Video



Business Cards - Painful Management



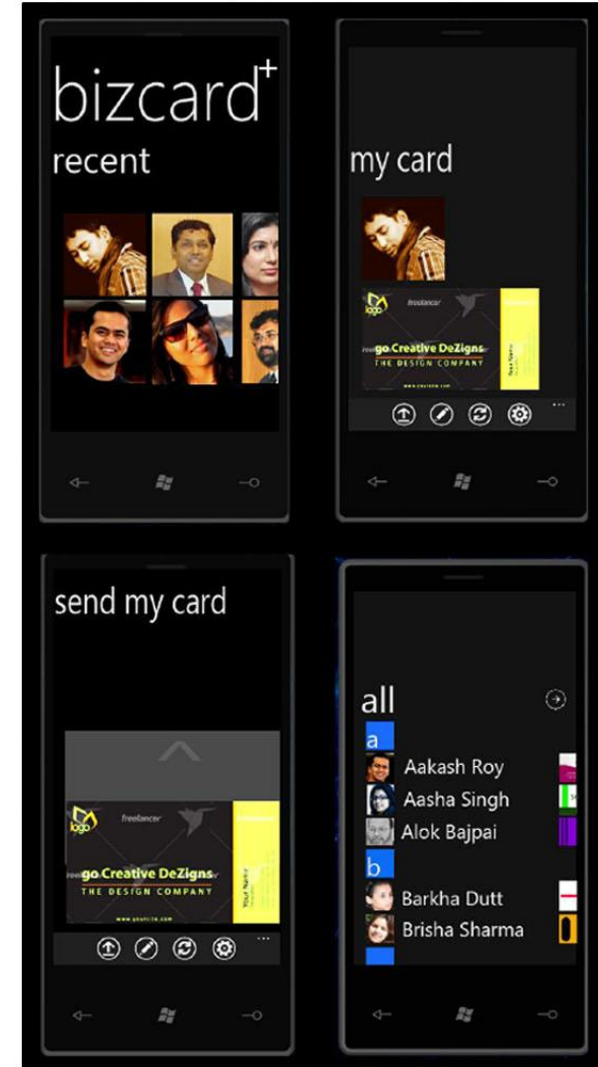
Taking into account the common problem of managing business cards, a system was designed to manage the business cards in a more effective way. As a part of research, the ergonomic behavior of humans while exchanging business cards was studied in detail. Apart from this the analogy of business card was also taken into consideration. Finally we managed to conceptualize a smartphone app which would make business card management more effective and easy.



More Details

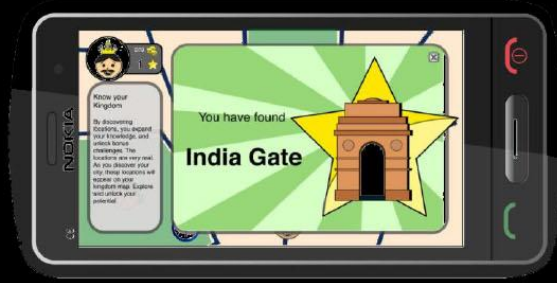


BUSINESS CARD ENTRIES



NOKIA BHASHA

VIJETA - An app promoting the use of local languages in India



As an entry to design competition, a game was design for Nokia smartphones, which would promote the use of local languages in India. India officially has 32 languages and hundreds of local languages, so the need was to develop a system which would promote the user to lean new languages as he travels. The name of the concept game was "VIJETA". On could play the game with other users over the cloud and learn new languages.

** 3rd Prize on All India Level



Watch Video



More Details

Approach

A social network game to help people discover a language of their choice

Become a Local Language Maharaja, by learning the local language

The idea of competing with other players is exciting and motivates people to play..

Target Audience

Age Group: 23-35 years
Industry: IT Sector/ Service
Location: Metropolitan cities (Delhi, Bengaluru, Kolkata, Pune, Mumbai)

New Place = New Language

Scenarios where language skill would be required:

1. Communicate in local language with auto-drivers/ shopkeepers etc.
2. Discovering new tourist spots.
3. To experience local flavor and culture



Commute
Our target users typically spend 0.5 hr- 1 hr commuting everyday. During this time they use their phones for gaming, music, and internet browsing.



Workplace & Home



Social Networking
The element of social networking has gained popularity in recent years. Popular sites such as Facebook, Twitter, and Orkut, play an important role in everyone's life.



Mobile Phone Usage

Besides using the phone for calling and texting, we observed, what features were most used, and in what situations were they used. Music was the most popular with Games and other apps coming in at second place.

A persona without a scenario is like a character without a plot.

Features



Graphic-rich interactive environment is sure to keep the user engaged



The idea of looting kingdoms (online) gives a sense of competition



Built in mini games use the phone's features as interaction medium



Drag and drop interface, means any alphabet from any language.

Social Networking



Teams work Better

That's why the Lanqu cloud server uses location-based services and adjusts the scene of your game to suit your current environment. You can either get familiar with a language of your choice, or learn the language of the state you are currently traveling in. Learn words are automatically converted into the local language.

Effective learning



We love to travel!

That's why the Lanqu cloud server uses location-based services and adjusts the scene of your game to suit your current environment. You can either get familiar with a language of your choice, or learn the language of the state you are currently traveling in. Learn words are automatically converted into the local language.

Know your place better



Learn and Share

Share words and knowledge with your friends to expand your kingdom. Discover new location based challenges with your friends, and complete them to rise in the ranks.

Little goes a long way

SCHOOL SELECTOR

A platform for finding a right school for your kid

User Testing & Task Analysis

Insights from the user interviews were incorporated into our second round of paper prototypes

```

    graph TD
      A[Find School Based on Location] --> B[Search for DPS, M. Passon, New Delhi]
      A --> C[Find a school using the search bar]
      B --> D[Look for the facilities being offered by the school - DPS Top]
      B --> E[Compare two schools]
      B --> F[Find the contact details for DPS M. Passon]
      C --> D
      C --> E
      C --> F
      D --> G[Find the curriculum at DPS]
      D --> H[Calculate the distance between your home and the selected school]
      E --> I[Apply for school]
      F --> J[Contact the school via email using School Bank]
      G --> K[Sign up/Sign Up for School Bank]
      H --> K
      I --> K
      J --> K
      K --> L[Access parent app]
      K --> M[Access a forum]
      K --> N[Link up your child's timetable]
  
```

Wireframes

As a fresh student to the field of Interaction Design, this project was done to understand the principles of User Centric Design. As a result of this project a system was developed which would cater to solve the problem of finding schools for children in big cities in India. Cities of Delhi and Bangalore were taken as the models and number of user interviews and field studies were conducted. Finally a portal was designed and further we conducted the Usability test on the platform, and implemented the shortcomings that were derived after 3 stages of user testing.

Back to School

The Brief Stake Holder Interview

Young couples experience a great deal of anxiety and stress, at the time of school admissions for their children. This is due to the fact that both parents are working and have no time to spare for these formalities. Another scenario would be if the couple has recently relocated.

Even the process of enquiring about a school can seem time consuming and irritating. The brief was to come up with a tool, which would aid the parents in making their decision in selecting a school.

Jhurnkee Iyengar
Principle Consultant,
User In Design

Would you want your users to pay?
Yes, only in the meezans initially

Yes, at some point of time
Would you like to focus on a specific region?
What kind of information goes on the site?

Who would be your competitors?
Who would be your users?
Primarily parents, but am open to the idea of other users such as teachers and educators

Young parents bring up their kids through interaction with other parents. They learn from each other, and heavily influence each other's decisions



Persona Development Interviews and Data Gathering

Developing personas help in identifying the various contexts in which the product might be used. Creating scenarios and personas highlight the details or problems, the product might need to cater to.

- Saumya Sharma**, Affiliated, New Delhi
Requires: Boarding School, Good Infrastructure, and recognized alumni. Fees not important.
- Yamini Gansani**, Housewife, New Delhi
Requires: CBSE based, Can pick and drop her kid, Wants to know if school has ECA.
- Nikhil Singh**, Banking, Lucknow
Requires: Good private school, low student teacher ratio, Was not happy with previous schools, board result.
- Alvin Yadav**, Computer Engineer, Kanpur
Requires: Needs kindergarten for his little one, No time to pick up and drop, Meal should be provided, Will change school once child is older.
- Aravind A.**, Software Engineer, Bangalore
- Khushi Sarkar**, Interior Designer, New Delhi
- Parul Bajaj**, Housewife, New Delhi

Options, Address, Ratings and Fee structure - Top 4 things Can I view the curriculum of my child?

Location is important for me Can I get other options?

Would I come back? ... No
School facilities, teachers and classroom are important

WHY?! Can I monitor my child? I feel the need to be involved

I DON'T WANT TO SEE MY KID'S RESULTS ON YOUR WEBSITE I like the idea of a quick rating Where is the picture of the school? I dont want you to contact the school on my behalf



PART - 2

SMARTPHONE / TABLET APP DESIGNS

DVB Dresden Germany.....	Page 18
MoozUp Virtual.....	Page 20
Doodle IT Up.....	Page 22
Logistics.....	Page 24

DVB Dresden - iPhone App

UI Design of DVB App Dresden, Germany

DVB is the company responsible for the Public Transport in the city of Dresden in Germany. The NEED STATEMENT was to design a front end design for the iPhone Application for DVB Public Transport Network. The project was done in collaboration with TU Dresden under Professor Ralf Weber.



This app helps the user to get the live information of running buses and trams from all stops of the Dresden city under the DVB network. A detailed user research was conducted and a proposal was submitted to the DVB authorities for the colour scheme and UI design of the iPhone Application.



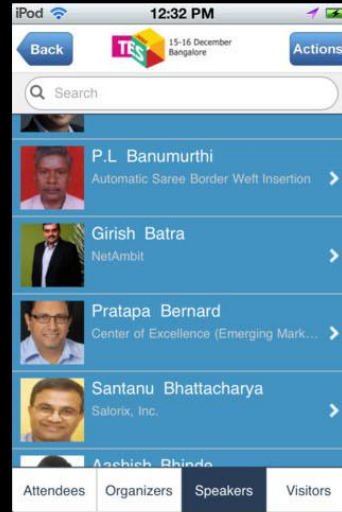
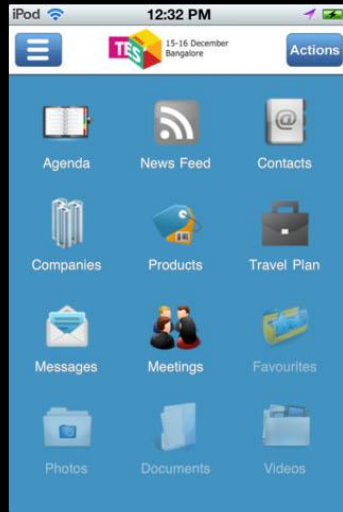
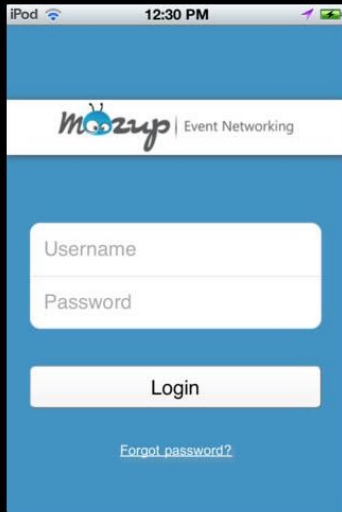
Screenshots of the iPhone App



MOOZUP VIRTUAL

Event Networking Simplified

www.MoozUp.com, the first Indian web-based portal completely dedicated to all the Events, Conferences, Exhibitions, Seminars, and Trade fairs offering many unique features, would forever change the way events are organized.



App Screen Shots

The aesthetics of the MoozUp app was done as a part of my summer internship at CloudPact Mobile Technologies, Hyderabad. The NEED was to design simple yet elegant screens for this app. Detailed information architecture was built and then the mockups were tested and then iterations were done.



Homepage of MoozUp

DOODLE IT UP

Draw, Discuss, Share & Have Fun

Everyone enjoys doodling and sketching ideas, and all of us like to share ideas with our friends or buddies. Why can't doodle and sketching be collective efforts and thus have anticipation and eagerness as elements of fun among two or more of your close friends. It is possibly more fun when you do things in a group of two or more, and moreover you can have your phone as your companion too when you are alone.



Interact using your creativity

There can be a number of places, situations and events where you can find this app to be very interesting. The app can be very engaging among people of all age, sex, etc. For example, Viren likes to play it with his Grandpa, cause then his grandpa comes up with these interesting stories with the resulting images and then he again likes to play with his colleagues in lunch and free times.

User 1

Sketch anything you like without drawing it completely.



press OK to pass it on. (Through bumping, infrared or internet)

User 2

Recieve the drawing from your friend. You wont be shown the sketch. Guess and Try finishing it.



Press Ok when you are done and send.

Unlock the canvas and see how two creative minds can be so expressive!!!!



SMART LOGISTICS

Logistics Report on your Palm

An App concept designed for a Logistics company in the US. The app was to be primarily used by the Drivers of this Logistics Company for their daily pickup and drop schedule. Detailed information architecture was formed keeping in mind the requirements from the user.

Low Medium Literacy Level

Eyes are under immense stress

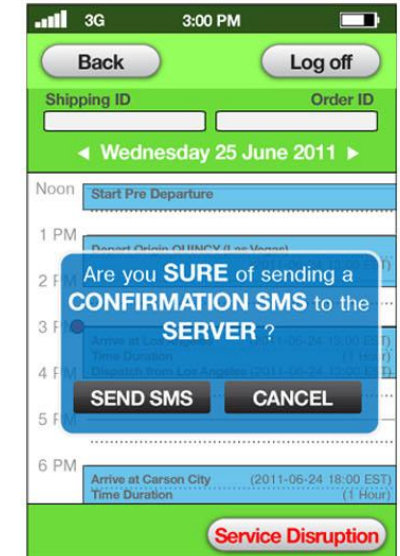
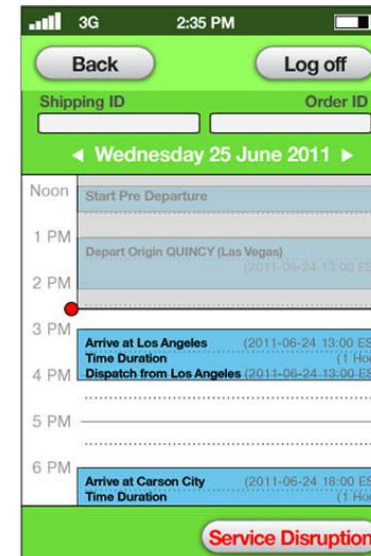
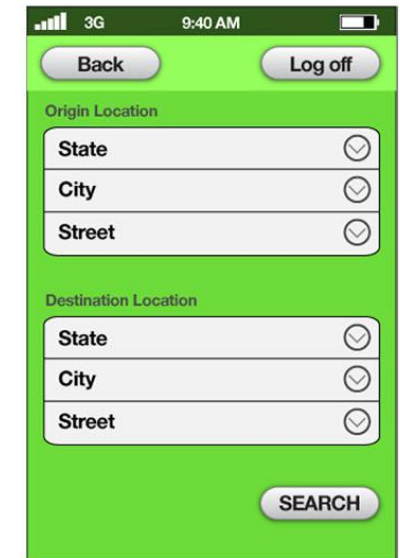
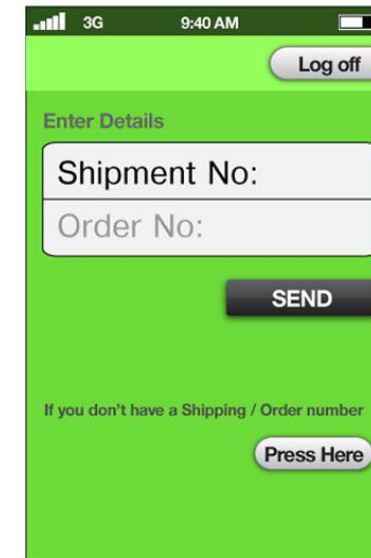


Rough handling of Things

Sleepless and Tired

Understanding the End User

The options were listed in the excel sheet and the task was to compose the screenshots for the same. The user research was conducted by tracing down the daily activities of the Driver in US. iPhone was taken as the base module for the app. The screenshots show the overall functionality of the App.



PART - 3

WEBSITES / PORTAL INTERFACE DESIGN

TED x IIT Kanpur.....	Page 26
BlueGape.....	Page 28
Rivoli Pizzeria Dresden.....	Page 30

September ' 2011

TED - X WEBSITE

The Official Website of TED X IIT Kanpur

This project was done for the TED x body of IIT Kanpur. The design was done keeping in mind the existing website of TED. Apart from this, the branding of the whole event was also done as a freelance project.



TEDx IIT Kanpur
x = independently organized TED event

Rebooting Soon.



Home page of the TED x Website

TEDx

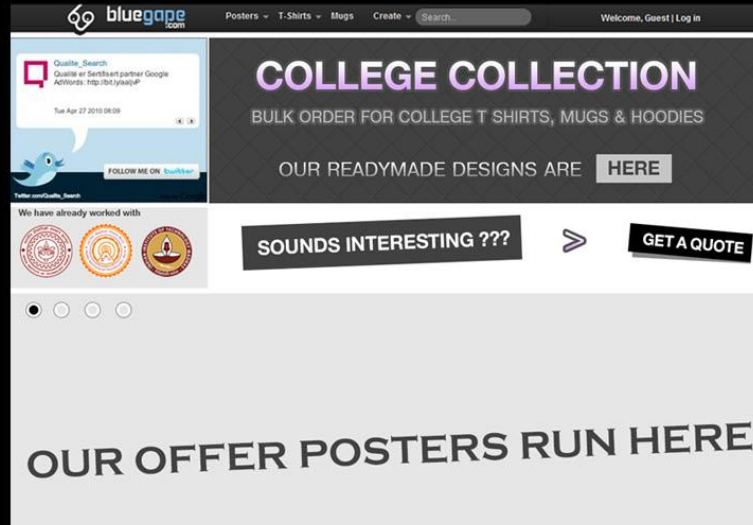
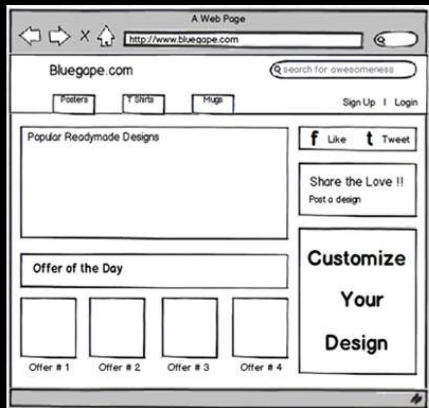
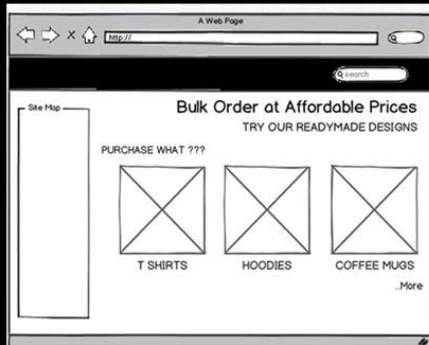
x = independently organized TED event

August ' 2012

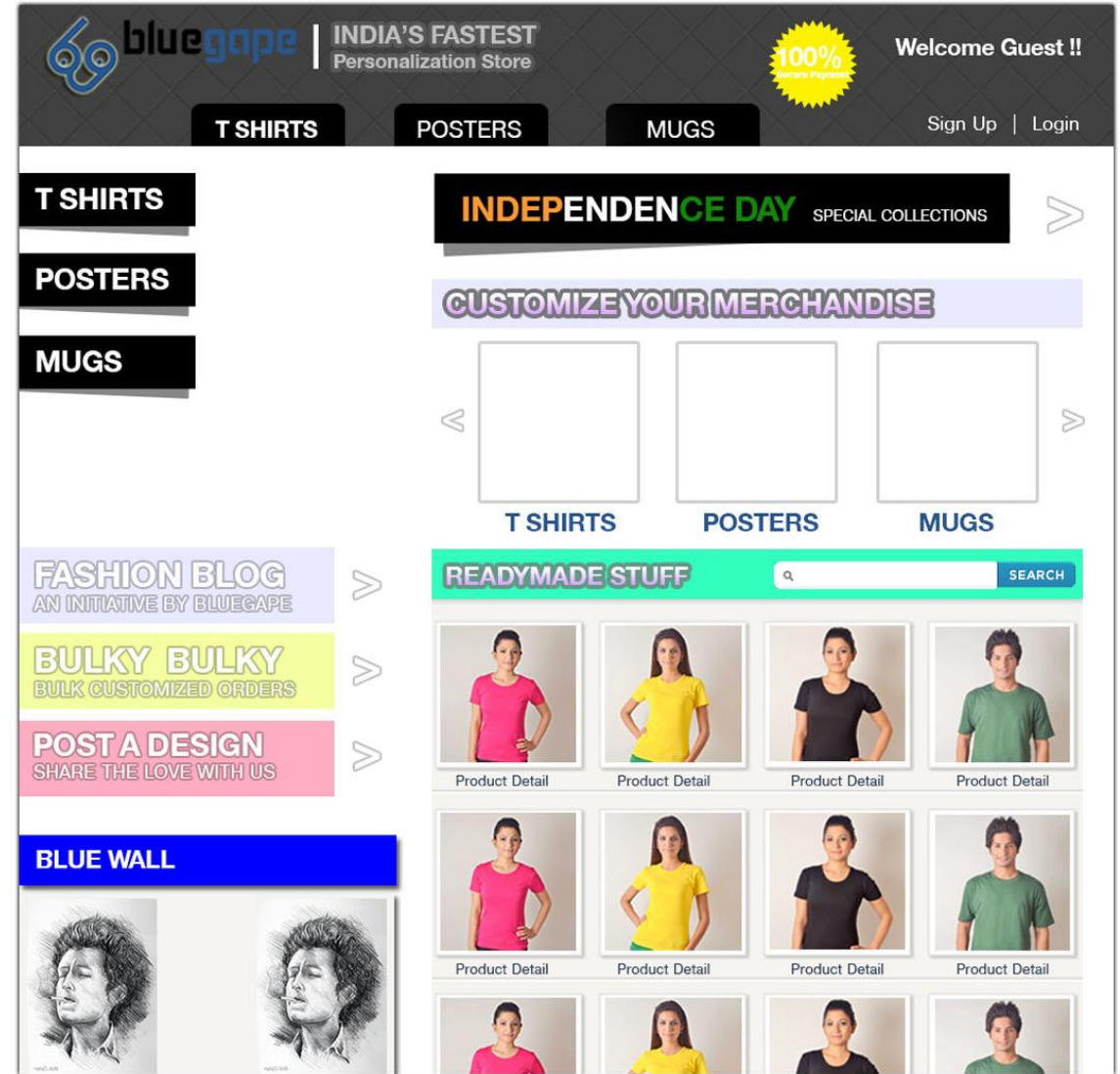
www.bluegape.com

Web Pages for an E Commerce Portal

www.bluegape.com is an online portal selling customized T shirts, Coffee Mugs and Posters. The client came up with a very monotonous design & the need statement was to come up with a really classy and catchy design.



Balsamiq Mockups were used to finalize the layout based on the client requirements. The design characters of the main landing page were carried forward to the remaining pages. Moreover, in order to allow smooth navigation for the user, diverse navigation options were proposed.



RIVOLI PIZZERIA DRESDEN

Dresden's Beste (Pizza)ecke !!

Website for the Pizza Shop in Dresden Germany named Rivoli Pizzeria. The menu and address was to be made available on the website. On the next level, the UI was developed for Online Order also.



www.pizzaria-rivoli.de



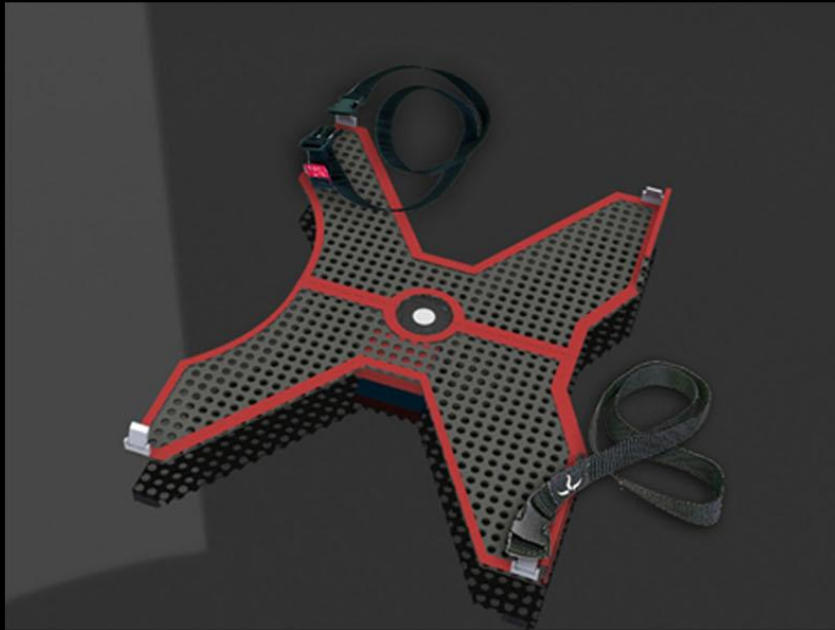
PART - 4

PRODUCT AND INDUSTRIAL DESIGN

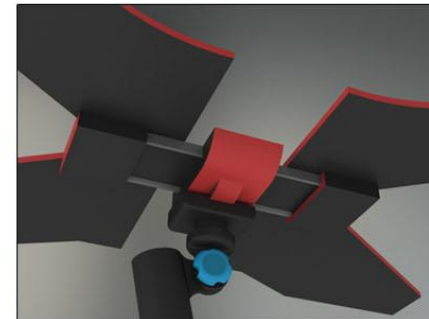
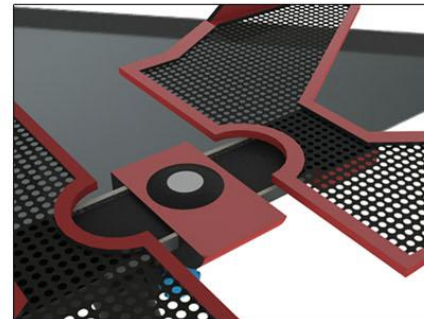
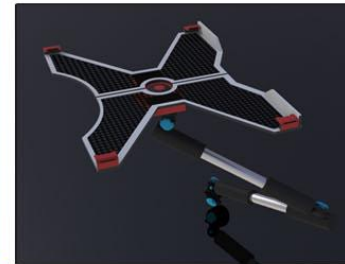
Lachila.....	Page 32
Nishchint.....	Page 34
Saawdhaan.....	Page 36
iStapler.....	Page 38

LACHILA

A Laptop holder solution for comfortable Ergonomics



An ergonomically designed laptop holder for using it in different positions. The project focusses more on the problem on the different postures we develop while using our laptops. Lachila caters to this problem and gives you the freedom to interact with your laptop in different positions.



March '11

NISHCHINT

A Sustainable solution for Mineral Water Bottle

Project Nishanchint Inc. is not just an innovative product but a fully worked out business plan with the business predictions of coming five years. The design comprises of the three solutions which will not only help reduce the health problems caused by the intake of impure mineral water but also ensures that the mineral water bottles are properly decomposed within 3 months after their date of purchase. If implemented, this project will help our country to get rid of the unnecessary plastics produced every year in form of mineral water bottles and also will help us go green.



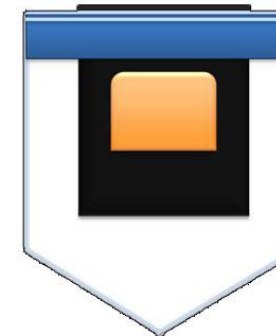
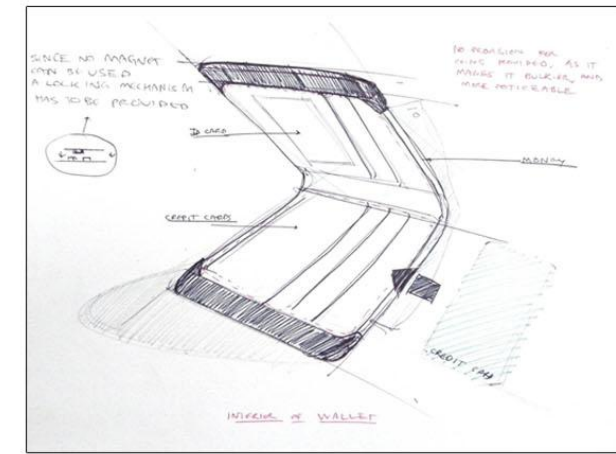
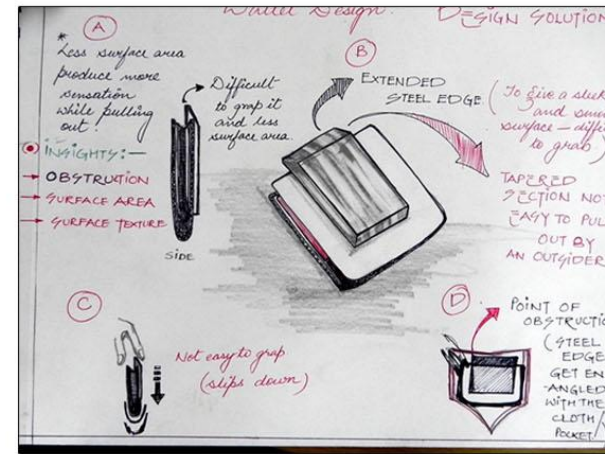
SAWDHAAN

An Anti - theft Wallet

Pick pocketing is a big problem in India. Mostly at the crowded places, anyone can become the victim of such petty crimes. The wallet not only contains currency notes and ATM cards, but it also has important documents like driving license, identity cards, personal information etc.

The whole experience was studied in detail, keeping in mind the mind and physical ergonomic aspects active during the whole scene, and the design solution was evolved with minimum changes to the wallet. The additional plugin to the wallet not only saves it from being stolen, but also adds style to it.

The adjoining diagram (A to D) shows how the wallet is saved when there is an attempt to steal it.

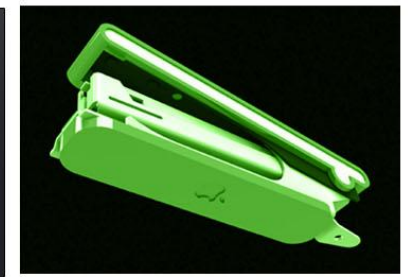
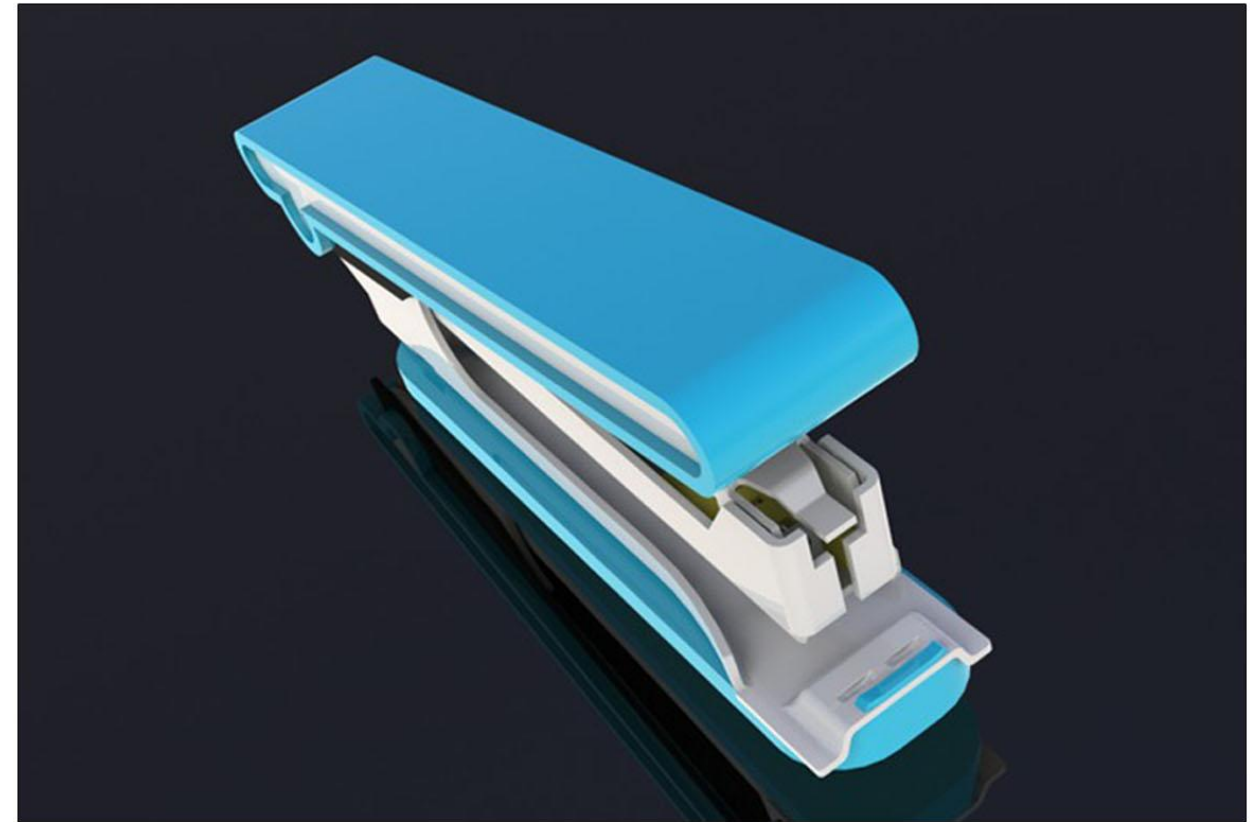


October '10

iSTAPLER

Stapler designed with Apple Aesthetics

ANALOGY: i – stapler explains that how can the attributes of a family of products be taken into consideration to design another product of the same family. The curves, color and the texture of the Apple products were studied in detail and the stapler was designed, which carried all these attributes and aesthetically classified as a member of Apple family.



PART - 5

NEW MEDIA DESIGN & VIDEO MAKING

ZDC Animation.....	Page 40
Vardaan - Short Movie.....	Page 42
Auto Pooling Movie.....	Page 44
Logo Designs.....	Page 46
Poster Designs.....	Page 48

October ' 2008

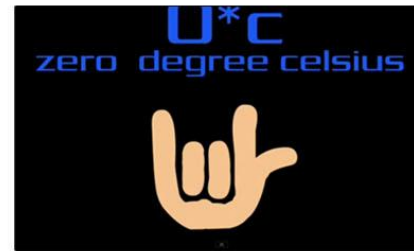
ZDC ANIMATION

Animation Video for Promotion of a Rock Band

ZDC is the Animation film done for a metal band named Zero Degree Celsius based out of NIT Hamirpur. The need statement was to build an awesome animated movie in 3 days for their performance at the Annual Cultural Festival named HILLFAIR '08.



The theme was to keep the video interesting and catchy. Stop motion animation technique was used in order to morph and animate the images. This video was highly acclaimed by the students of NIT Hamirpur during Hillfair.



Screenshots of Animation

AUTO POOLING MOVIE

Video with application of Video Making Principles

Auto Pooling is an App concept where students of IIT Kanpur could pool up the auto rickshaw through their smartphones. The actual charge of an Auto rickshaw from Railway Station to IIT Kanpur campus is about Rs 120/-, but since there is no provision of pre-paid booth at the Railway station, the Auto Rickshaw drivers ask for Rs 180-200.



Moreover, Kanpur is not safe for ladies and girls at night. So using this app, the girl students could interact and pool an auto with the fellow IIT student and ensure safety during their journey.

The video was conceptualized in order to explain the app idea. The principles of Video Making were strictly followed in order to get a professional video.



Screenshots from the Movie



14
MUMBAI
FILM FESTIVAL
October 18-25, 2012



LIGHTS



CAMERA



ACTION

RELIANCE

A Reliance Entertainment Initiative

Organised by
Mumbai Academy of
Moving Image (MAMI)

NO
to BUNGE

YES
to FREEDOM



LIVEJAM.IN



stagecrew



• GUITAR SCHOOL • JAMPAD •

Nishant Rai

Design Programme
IIT Kanpur (INDIA)

+91-8765181740

nishantrai.1985@gmail.com

Thank You