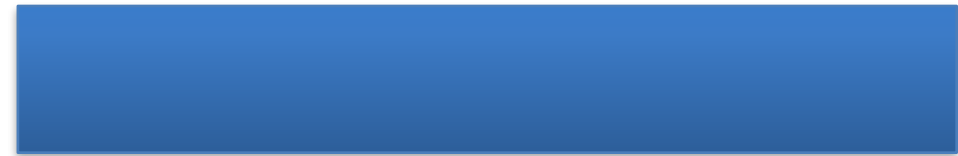


# designportfolio

PrasoonKumar



Design

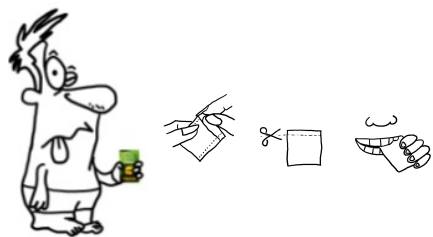
a Novel, Practical and Versatile  
small-packaging design concept  
for the value conscious consumer  
in rural and urban India

# PACKINNOVA

COMPETITION HOSTED BY DESMANIA, DELHI  
*First Runner up Award 2011*

P&G

## Problem Identification



1. USABILITY

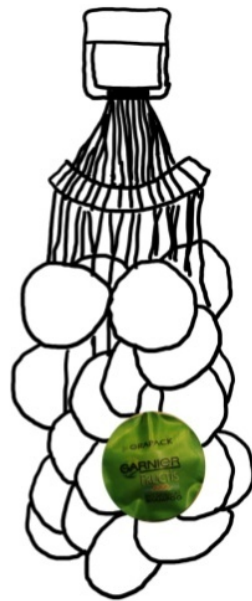


2. STORAGE

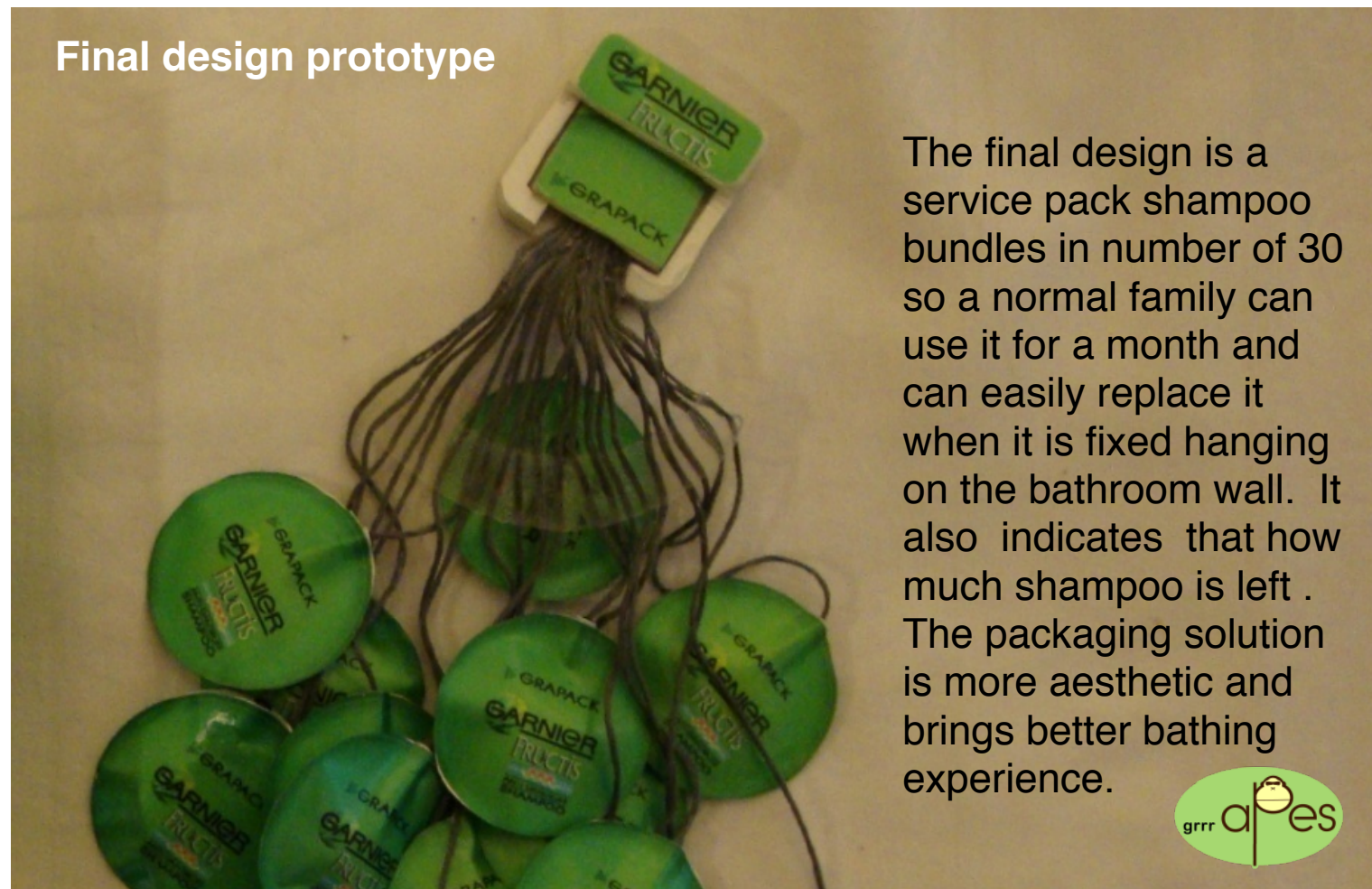


3. WASTAGE

## Concept Sketches



## Final design prototype



The final design is a service pack shampoo bundles in number of 30 so a normal family can use it for a month and can easily replace it when it is fixed hanging on the bathroom wall. It also indicates that how much shampoo is left. The packaging solution is more aesthetic and brings better bathing experience.



To create an application for  
**SMART TV** considering the  
 Indian Scenario



# Samsung Splash 2011



## 1. User

The users are of India and the graphics and usability of the application must be accordingly. The people who can afford the TV belongs to high middle class in status Scenario.



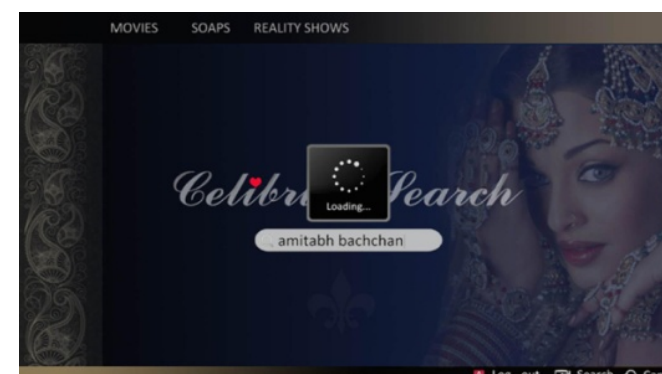
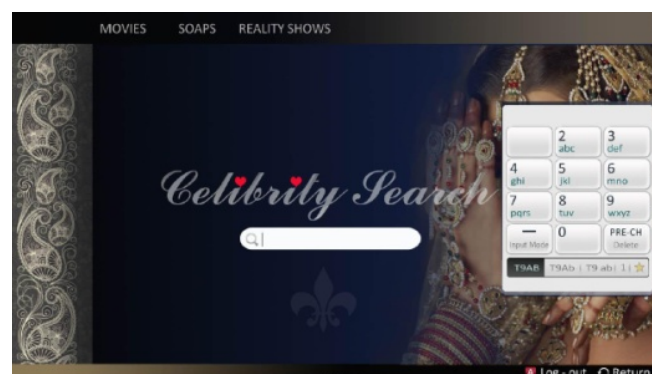
## 2. Need

Often people want to know if they can see their favourite celebrities irrespective of the fact that they are watching movies, soaps or reality shows. People are talking about the shows and soaps.



## 3. Constraints

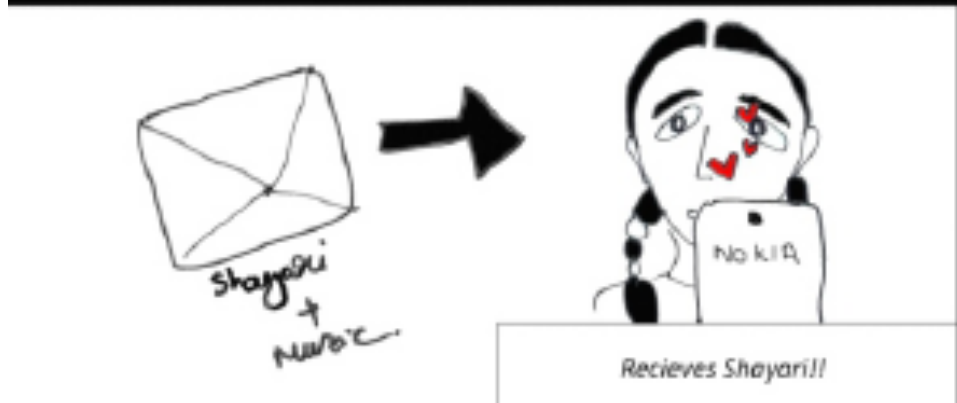
To make the user understand what the application is about and make them explore its features



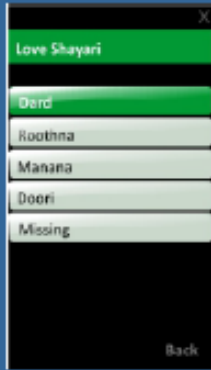
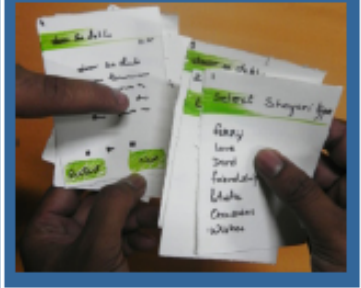
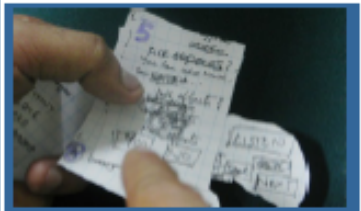


Developing an application to promote awareness and interest among users for local languages in India

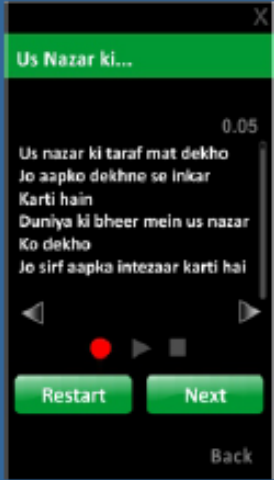
# Nokia Bhasha 2011



## Paper Prototypes & Usability Testing



## Design Iterations

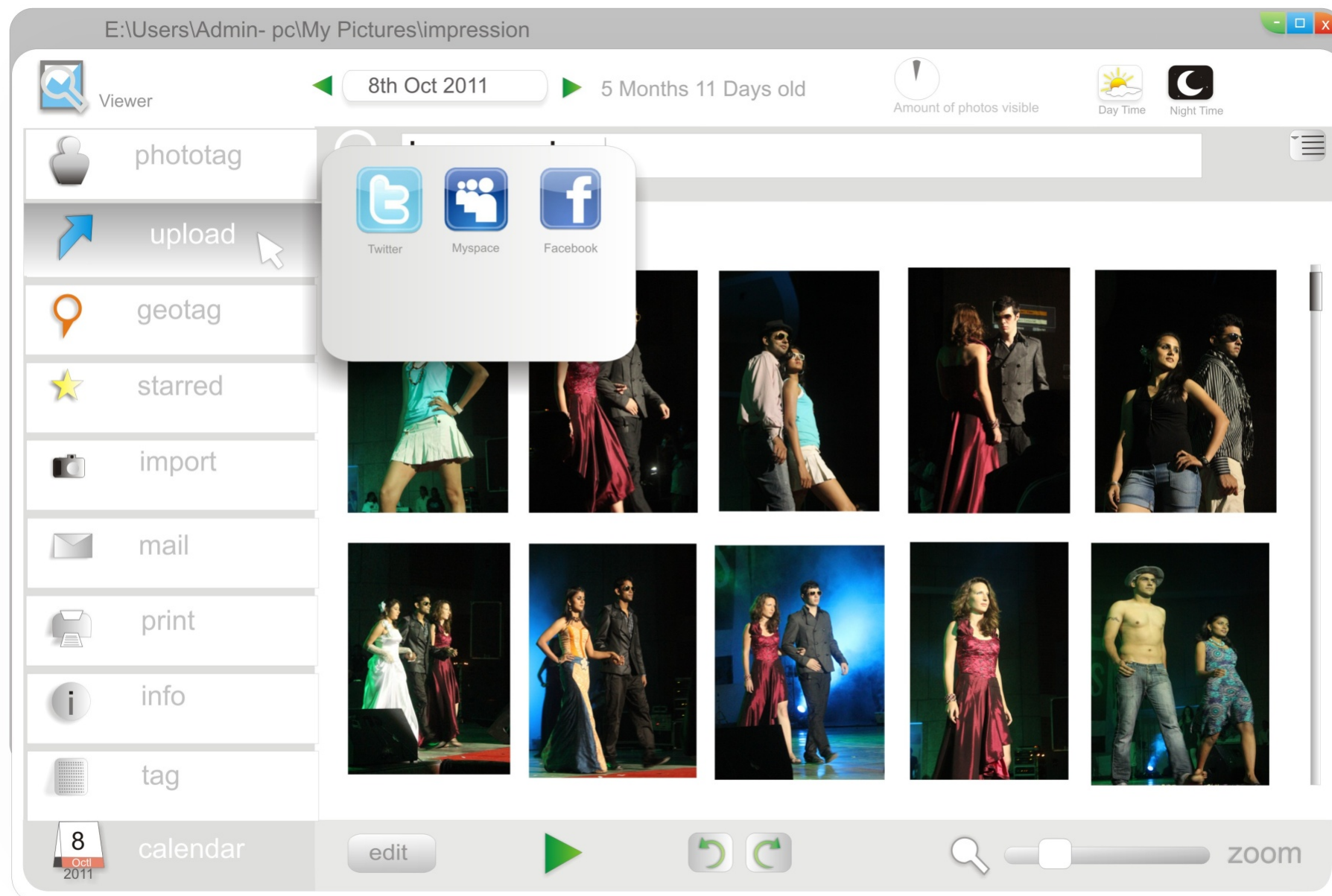


Sher-o-shayari is a standalone mobile application where you can sing readymade or custom shayaris and add effects to them



Designing a photo viewing and organising application interface baed solely on the date and time information available in digital photographs.

# MICROSOFT Windows



## Target Users

Students  
Age Group 18 – 25 years

Living in hostels and having laptop or Desktops.

Clicking pictures for fun and work with their camera or borrowed one .

Storing pictures in their hard disk or sharing them on internet.



To develop a board game for  
**kids**(6-10 years) to create  
 traffic awareness  
 among them.

**USID** *Second Runner up Award 2011*  
**education**  
 Enabling Collaborative & Immersive Learning

**Problem Identification**



- The level of traffic awareness & sensibility amongst children .
- Enthusiasm to take an initiative .
- Best means to spread awareness



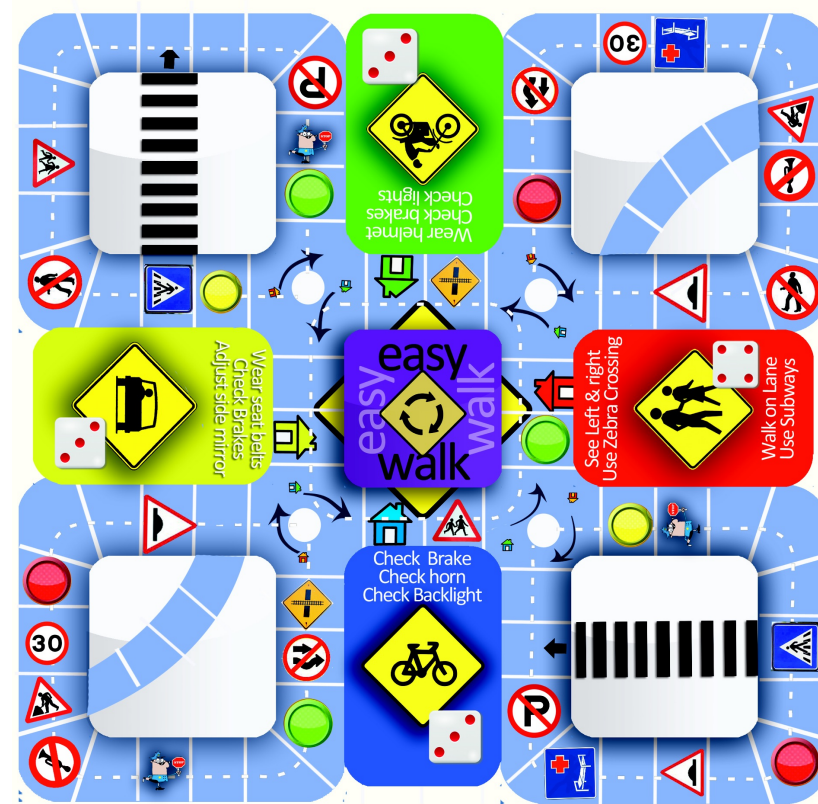
**Concept Sketches**



**Analysis & Insights**

- Children are sensible toward traffic rules but lack of knowledge of the same .
- Children are enthusiastic about spreading public awareness through various tools.

**Final design prototype**



- Need to educate kids about the traffic rules
- Ensure fun and reward through the tools used .
- Ensure involvement of parents teachers and society at large.

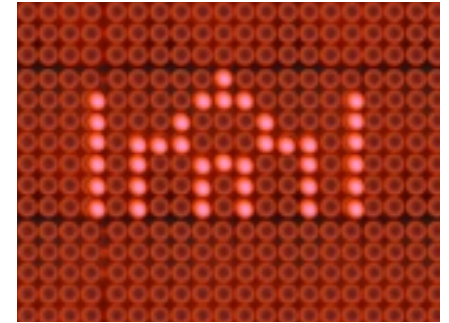
*Second Runner up Award 2011*



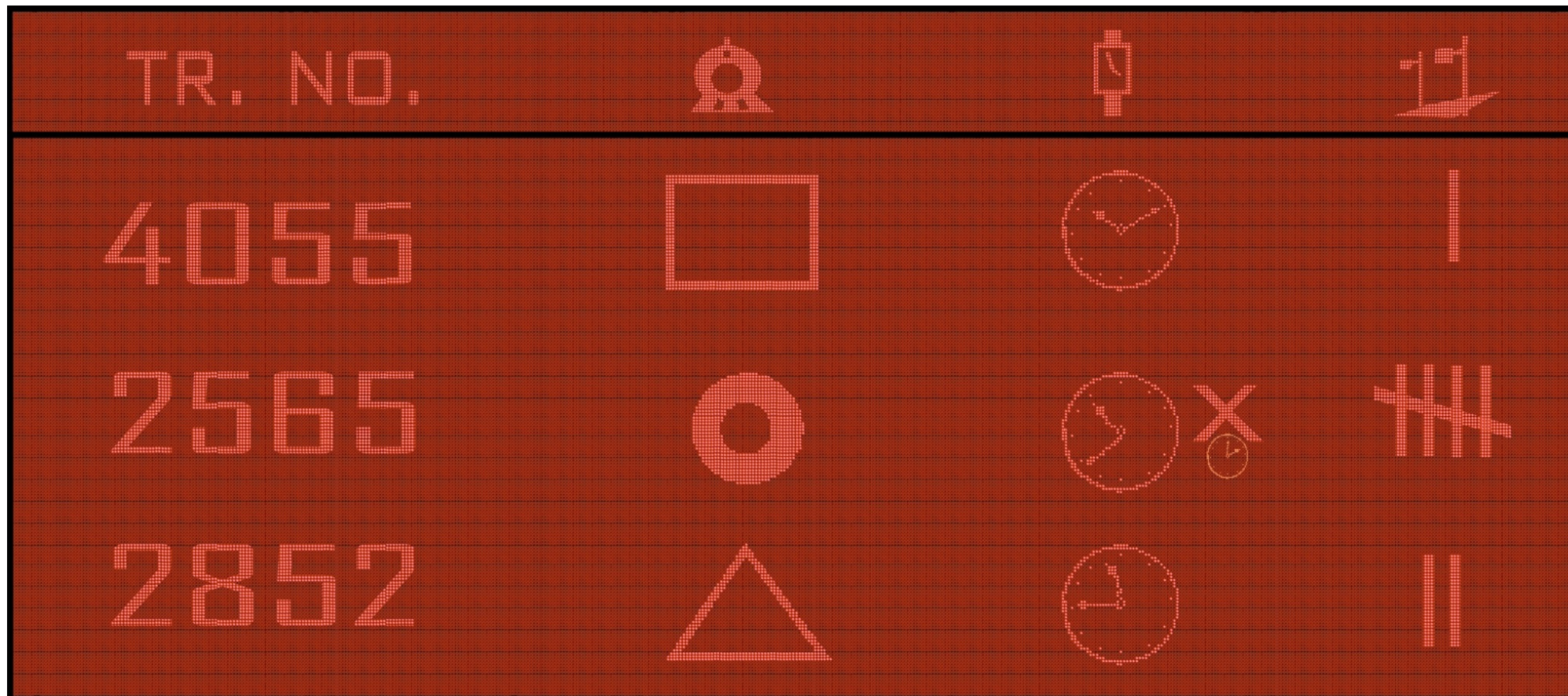


To develop **electronic display** for **illiterate** people who can easily get to the platforms without any help

# Indian Railways



80% people related the form and train either by the symbol or with the train number because they treated number as a form.



Illiterate people ask other people about the information :

- Asking from literate people
- Each other
- Enquiry cabin



To develop social networking **application** for yahoo maps to promote **local** businesses

iit bombay

Clear

Get Location

# YAHOO! MAPS

YAHOO! MAPS



Bithoor Trip

Add to Favorite Location

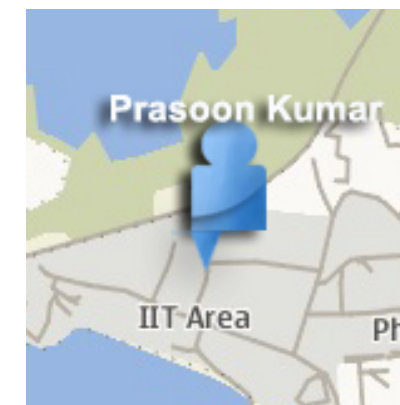
By Rahul Mitra

Options



Raja Chaudhary, Ankit Kumar, Preeti Singh and 4 others like this.

Write a comment...



Picasa, Facebook and other application photo integration in yahoo maps for the local know how of the place and views of other people were taken into consideration for developing the mapping network.

Prasoon Kumar

UX Designer

Master of Design

Indian Institute of Technology Kanpur

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