DESIGN 2013 PORTFOLIO
VIVEK SHANKAR

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education

Indian Institute of Technology,Kanpur
Master of Design (M.Des) / 2012-Present .... **10/10** CGPI

Sir M.Visvesvarya Institute of Technology,Bangalore
B.E(Electrical and Electronics Engineering) / 2006-10 .... **71%** OVERALL

FIITJEE Jr. College,Hyderabad
12th(BIE,AP State) / 2006 .... **85%** OVERALL

HPS Begumpet,Hyderabad
10th (ICSE) / 2004 .... **85%** OVERALL

experience

National University of Singapre
Research Assistant /May 2013
Infosys Ltd.
Associate Business Analyst / Feb 2011
Infosys Ltd.
Software Engineer Trainee / August 2010

acheivements

-**All India Rank 81** in Common Entrance Exam for Design(CEED) 2012
-Samsung USID SmartTV App Challege - **Finalist ,Top 17**
-Samsung USID Mobile App Challenge - **Finalist ,Top 15**

'PEHCHAAN KAUN'
samsung smart tv app challenge-finalist top 17 apps

'Pehchaan Kaun' is an educational Smart TV game that that was designed and developed for 5-10 year olds. The game uses the TV remote as input where the users goal is to identify hidden animals and insects by listening to audio clues of animal/insect sounds.

low fidelity prototypes

input device

final screens

'LATTU'
samsung mobile app challenge-finalist top 15 apps

Lattu is a mobile game that allows users to play with and spin virtual tops or Lattus through different environments . The motivation behind the game was to bring a traditional Indian game to the mobile platform.

Name: Mr. Yadav
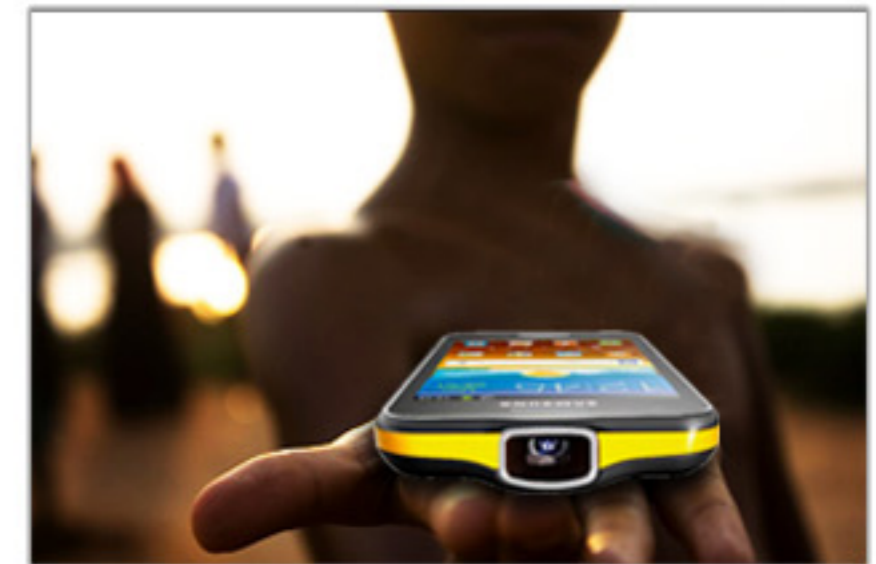**Age**: 37 years
Occupation: Bank Manager

Mr. Yadav grew up in a small town. He loves technological advancements taking place. He loves to watch movies with family and travelling.

Its been so long since I've seen a lattu !

It was my favourite toy as a child ! I wish I could play it again ....

INCEPTION

persona and scenario

1 WIND THE TOP

SWIPE ⇨

2 PULL THE ROPE

SWIPE ⇨

3 1:00

final screen and task flow

AIRNOTE
INTERNSHIP PROJECT – NATIONAL UNIVERSITY OF SINGAPORE

Design Brief
To Design a novel experience for tourists of Singapore using mobile and large display platforms
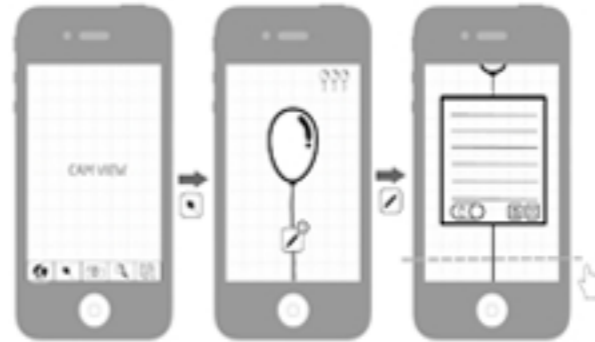

Contextual Inquiry

Saturate and Group

Scenarios

Wireframes

"AirNote is Mobile App plus Large Display ecosystem that allows users to leave geo-tagged memories in the form of virtual ballons that act as virtual placemarkers for information such as text or images".

NUS
National University
of Singapore

'MISTREE'

an experiment in tangible interactions

Living Plant

Arduino Circuit
Enables touch sensitivity

Tickle!

"giggle giggle" :)

Slap!

"sob sob" :(

Plant with emotional response

"Mistree is an interactive plant which aims to make children value plant life by augmenting emotional response to plants. The plant is responsive to gestures and gives audio feedback"

'MISTREE'
an experiment in tangible interactions

working prototype

A working prototype was built using an arduino board and processing code. The prototype was then tested on children(4th standard).
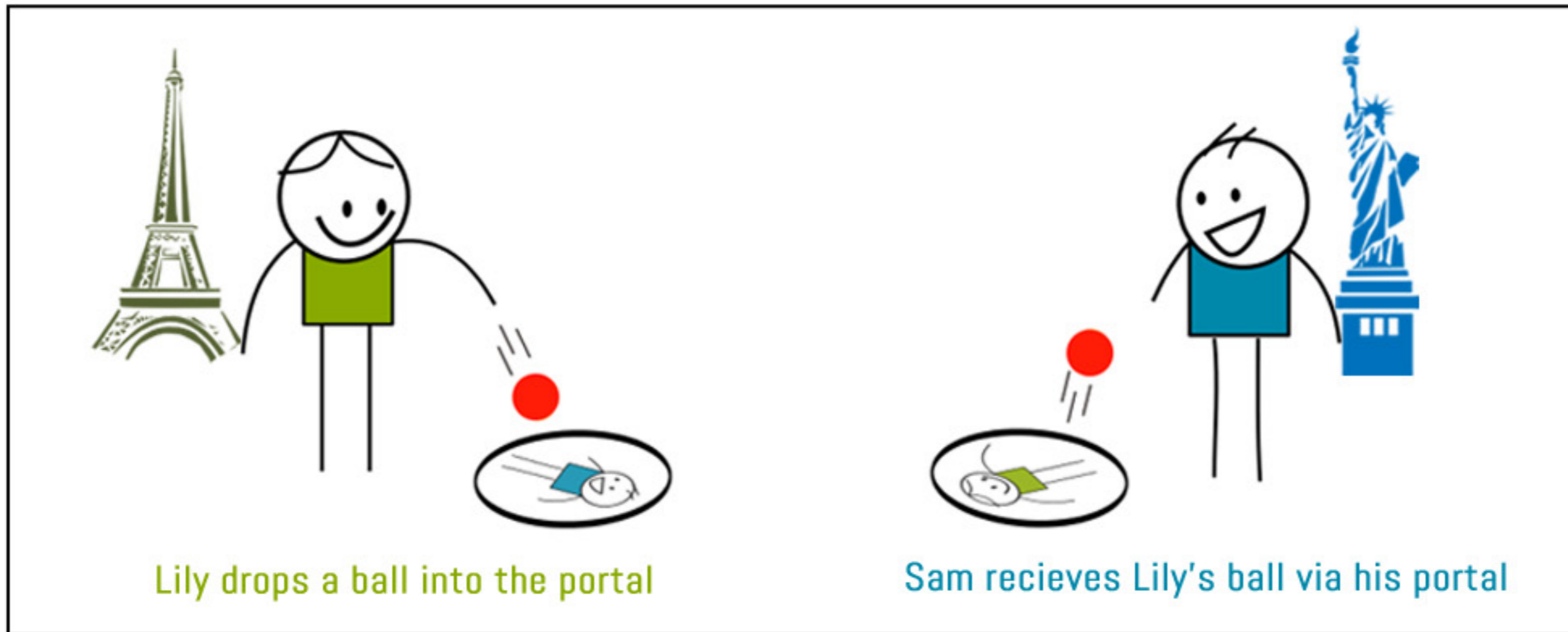
user testing

Children's Reactions
"Dont hit the plant *she* will cry" "Does *she* get angry?"
and some Children started hugging the plant.

'THE MANHOLE PROJECT'
INTERACTIVE PUBLIC INSTALLATION DESIGN

"The Manhole is an interactive device allowing exchange of physical tokens like balls or coins that are made to seem instanly "teleported" to your counterpart user across the seas"

Lily drops a ball into the portal

Sam recieves Lily's ball via his portal

YouTube
Concept Video

MIT MEDIA LAB

'THE MANHOLE PROJECT'
interactive public installation design

How it works ?

User drops either ball

Webcam detects colour
of ball dropped

Computer relays ball colour to
Counterpart via the web

when lily drop a blue ball
sam receives a blue ball
when lily drops an orange ball
sam receives an orange ball

Computer gets colour of ball
dropped at remote location

Ball dispensed

the prototype

the team

a working prototype was built
and demonstrated within five days
at the MIT Media Lab workshop.

'PROXIMEET'
OZCHI 24 HOUR DESIGN CHALLENGE

The Challenge

To Design a system that takes advantage of cloud computing,mobile devices and fast mobile networks in order to enhance the way colocated individuals interact collaboratively.

Brainstorming ——→ 5Ws and 1H ——→ Lo-Fi Prototyping ⇄ User Testing

The solution - 'PROXIMEET'

Proximeet is a platform that brings together like minded people in close proximity .The goal is to start conversations with like minded strangers.

24 HOUR
STUDENTDESIGNCHALLENGE

Use Case Scenario

For the design solution a scenario video was created depicting two use cases .

Scenario Video

"Two strangers using proximeet are sitting in the same cafe.The users are notified when they have common taste in music"

ATM REDESIGN FOR LOW LITERACY USERS
(ON GOING PROJECT)

Todays ATM are complex and difficult to use for low literacy users . Additionally it is seen that even literate users have unpleasant interactions with the ATM.

Welcome Ramlal ,
Your Account balance is 7500 Rs

Print Mini Statement

Withdraw | More

| 100 Rs | 500 Rs | 1000 Rs |
| 5000 Rs | 10,000 Rs | |

You are going to withdraw _____ Rs

Withdraw Cash
Re-enter
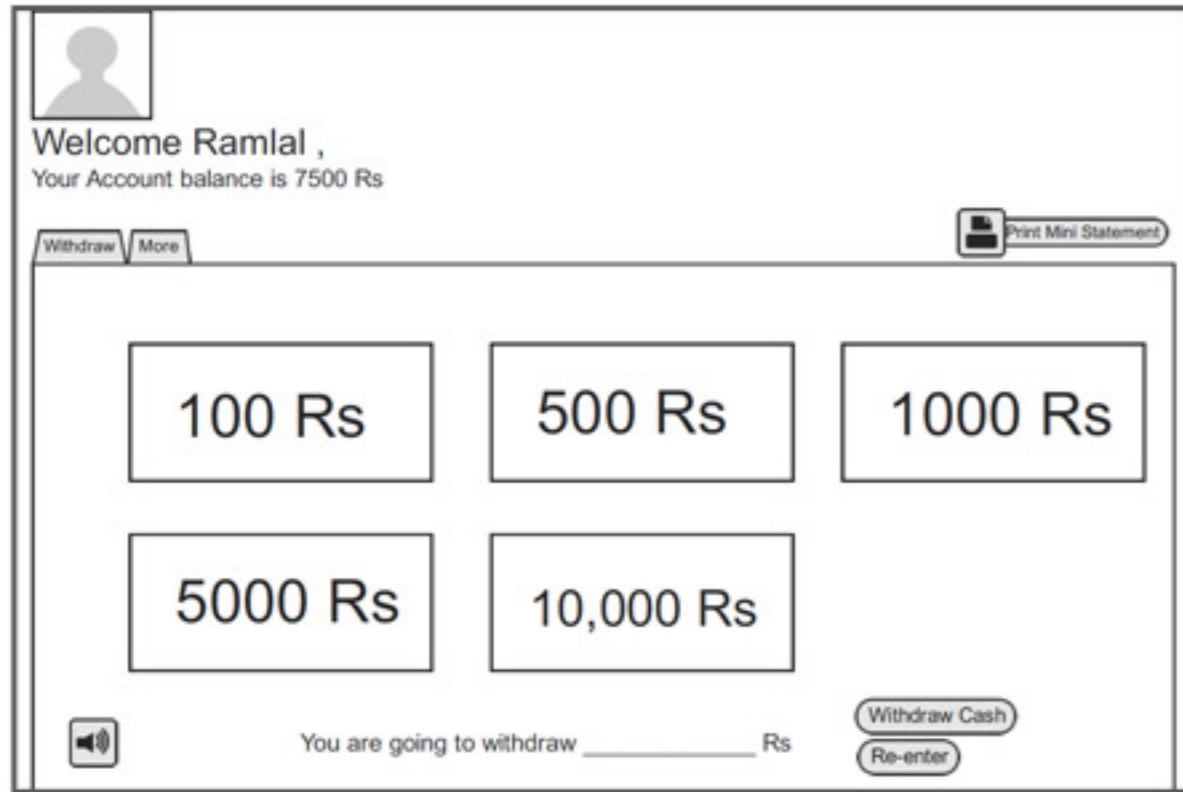
A medium fidelity prototype has been developed after several iterations ,the concept will now be further tested before arriving on the final UI and visual design.

User Interviews conducted to identify problem areas

Documenting the Need Gap

Developing Scenarios and Personas

User Testing
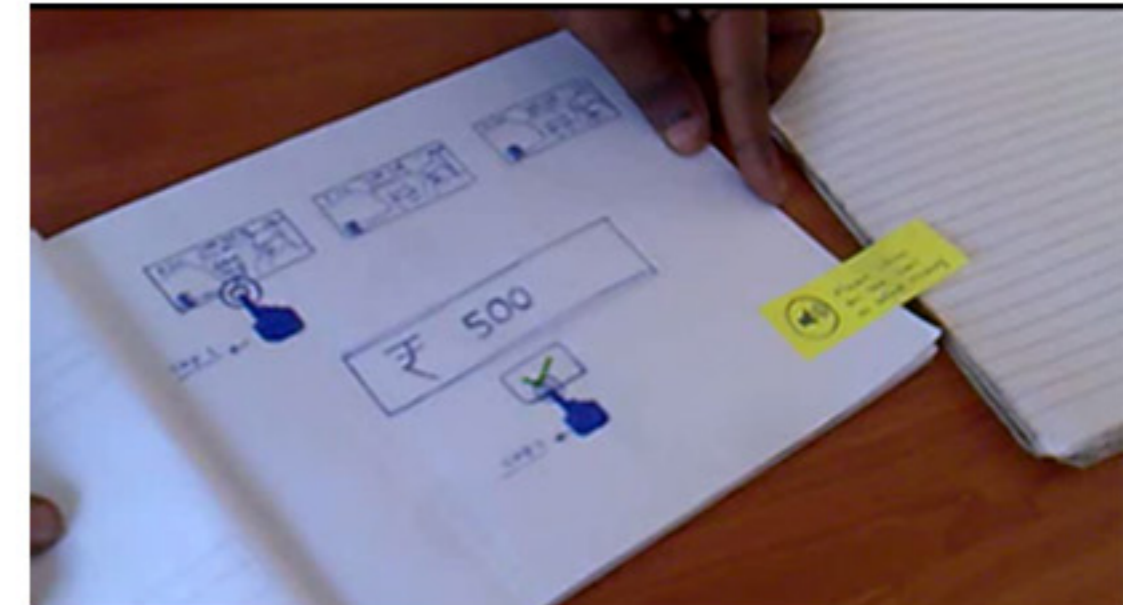
Lo Fi Paper Prototype Developed
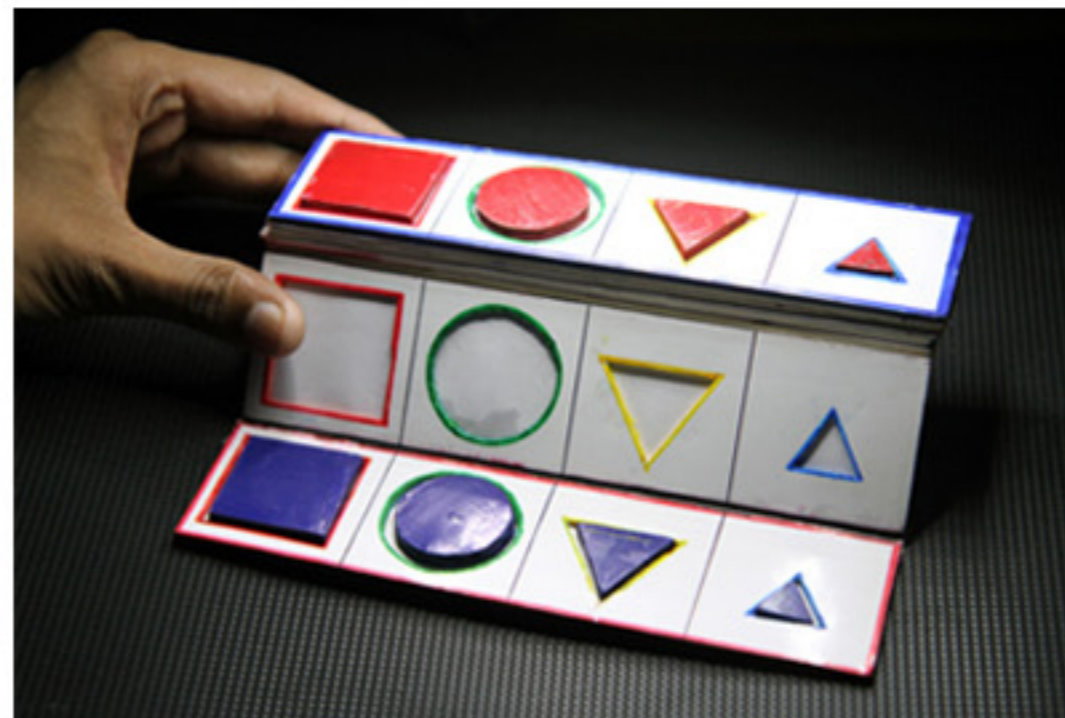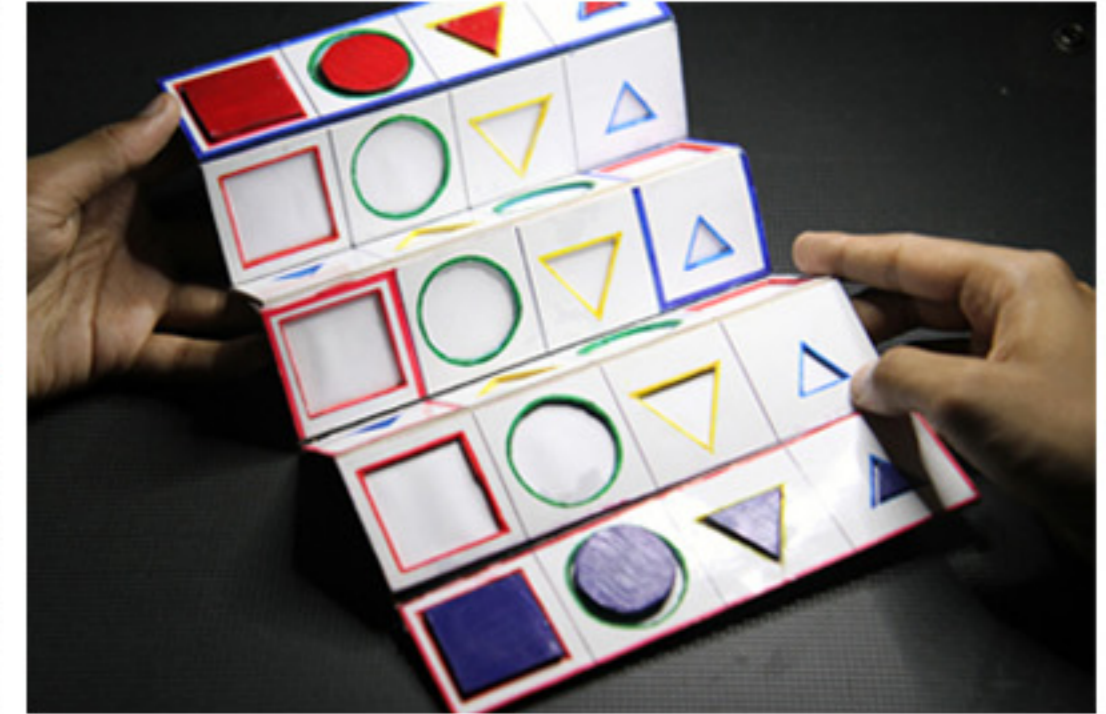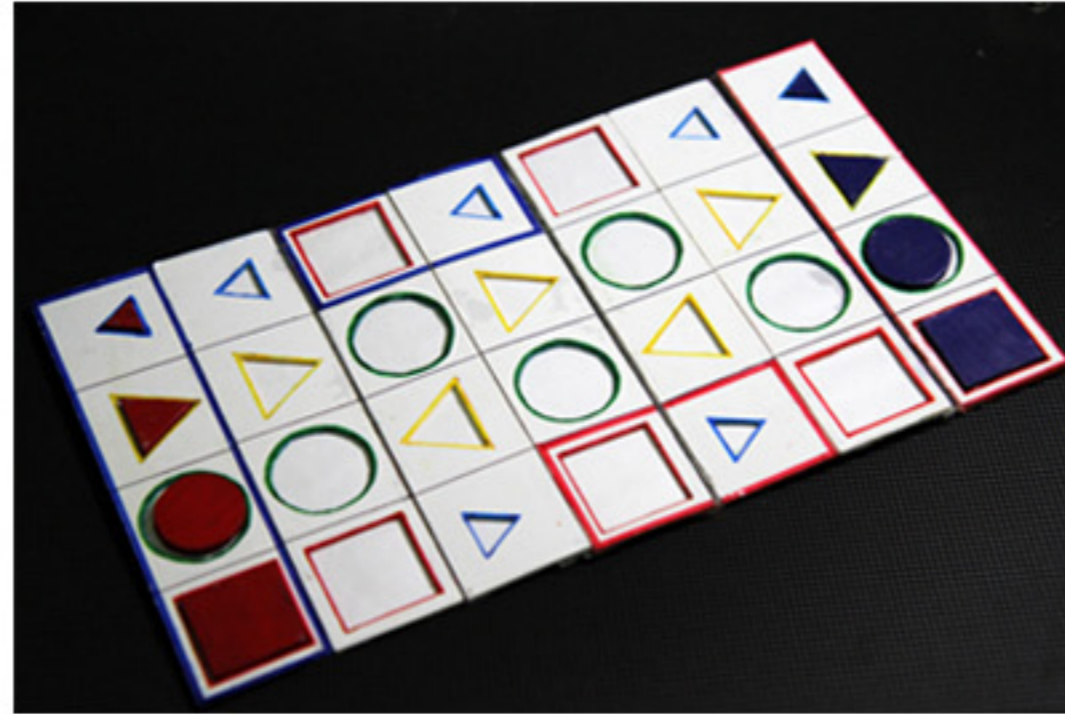
'DOVA'
BOARD GAME DESIGN – ACADEMIC PROJECT

Design objective
To create a portable board game that engages 10-15 year olds , can be played in groups and is mentally stimulating .

a strategy board game

"DOVA is a foldable compact board game for 2-4 players.Game allows 3 alternate gameplays each with varying levels of difficulty. The rules are simple yet the gameplay is challenging"
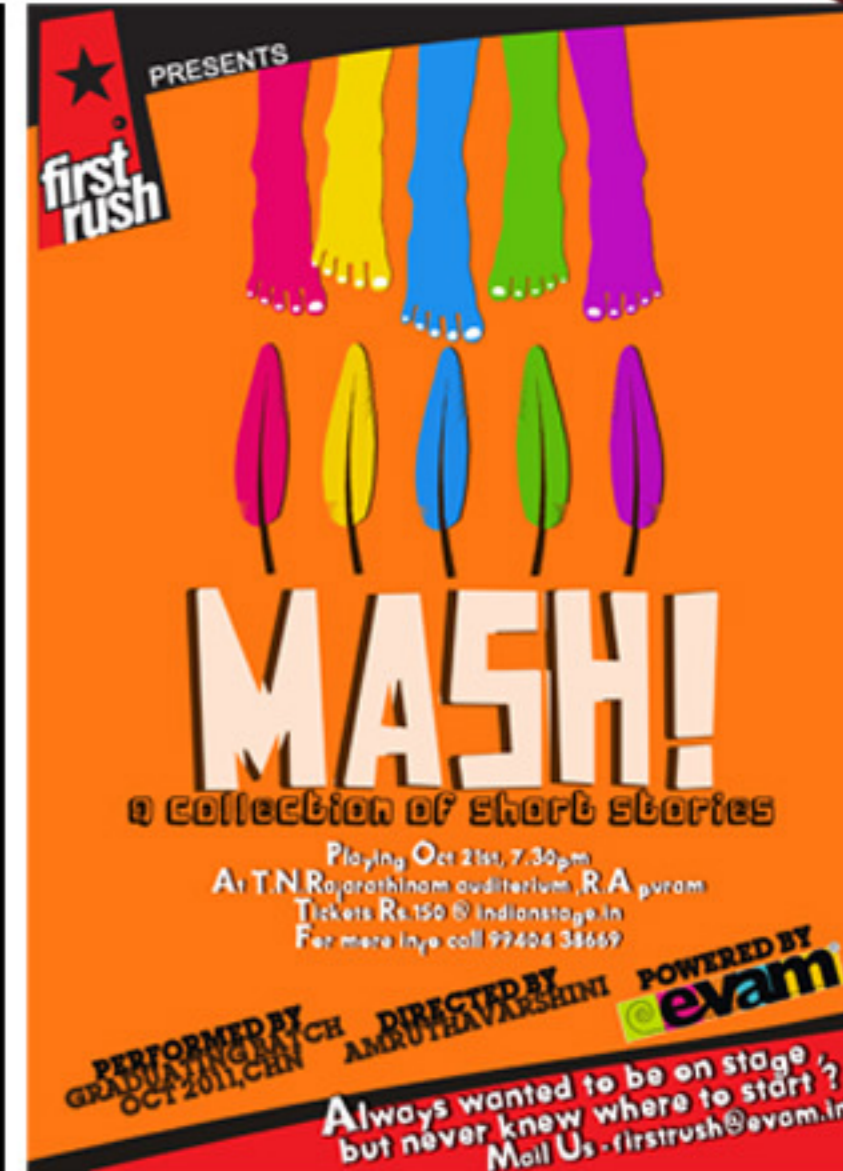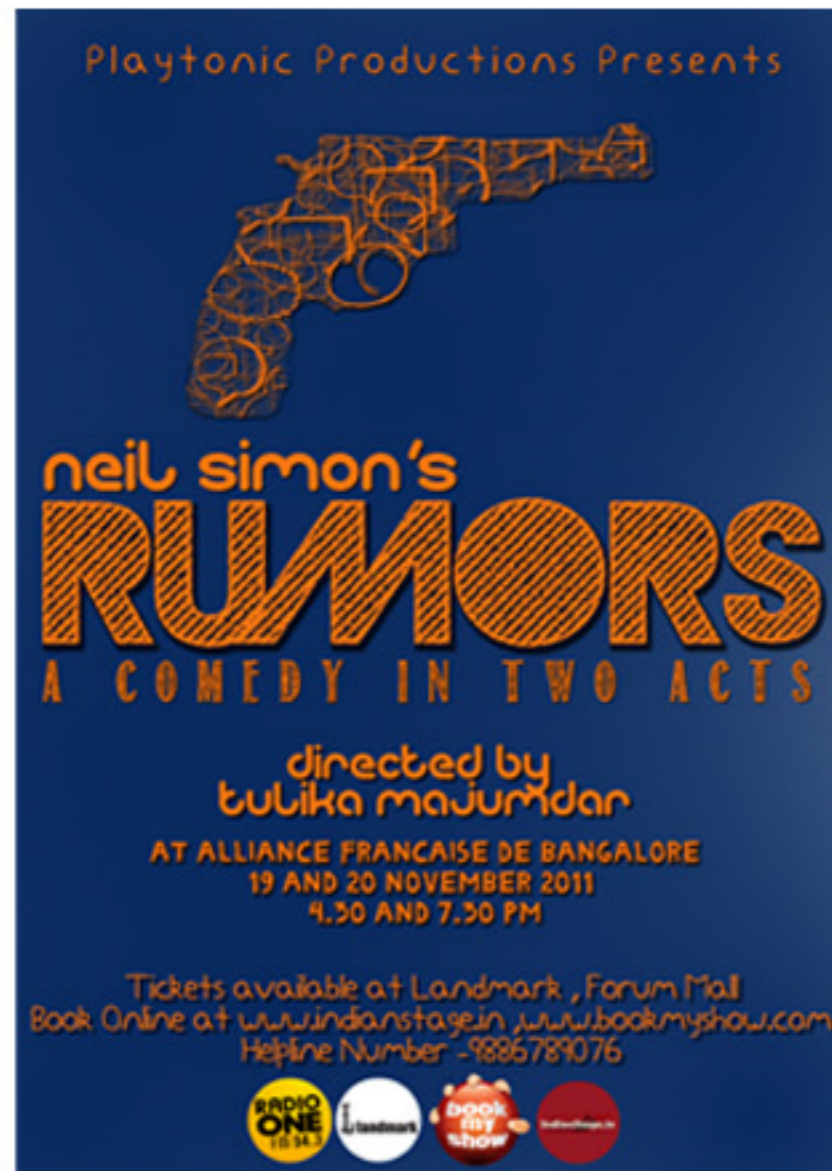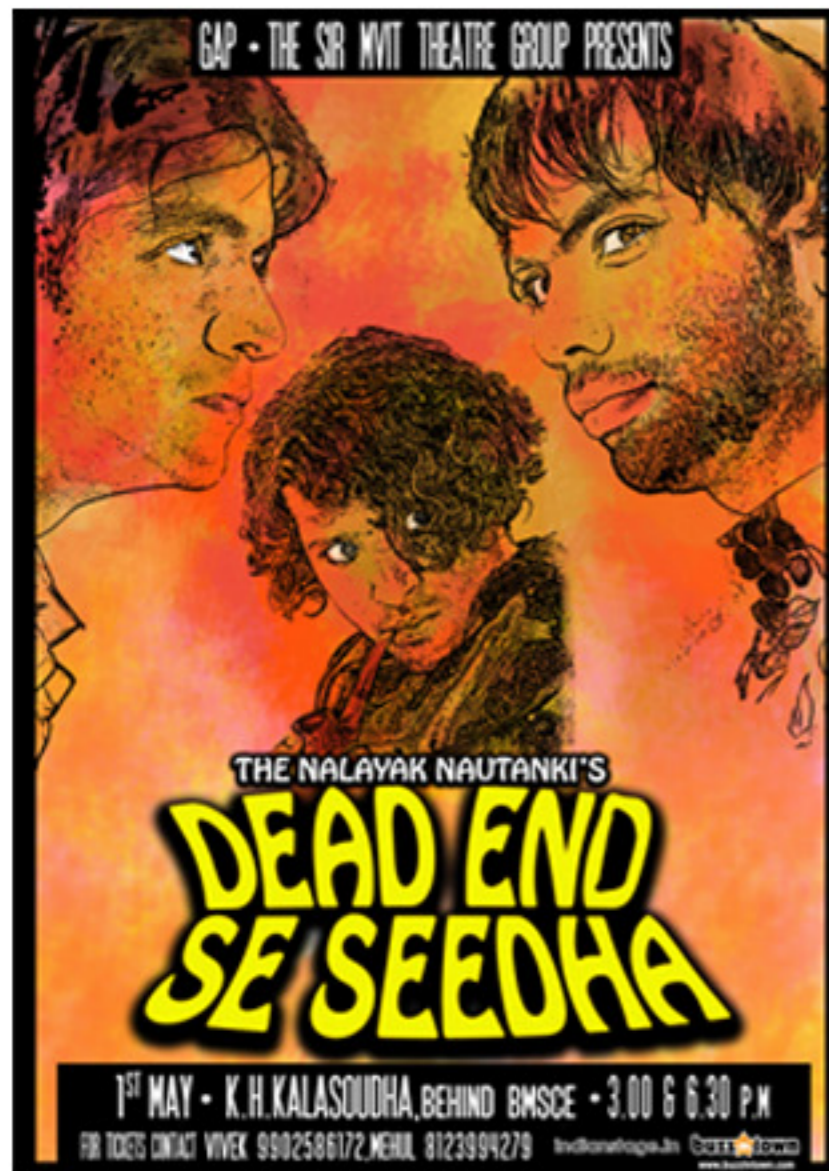
LOGO DESIGNS
various logos designed as freelance projects

SCRAP

S C R A P

Segregation,Conversion and Recycling Awareness Project.

SCRAP

Green Apple

Green Apple

RuTAG IIT-K

playtonik

playtonik

playtonik

Kanpur Plastipack Ltd.

Kanpur Plastipack Ltd.

POSTER DESIGNS
various posters designed as freelance projects

POSTER DESIGNS
various posters designed as freelance projects

FILMS

FILMS made as part of coursework

'Strings'

'Khujli'

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