

• creativity •  
bliss

*Anubha Singh*

## ACADEMIC QUALIFICATION

<b>Master of Design</b> Indian Institute of Technology, Kanpur	2012-2014	<b>9.50/10</b>
<b>Bachelor of Design</b> NIFT, Fashion & Lifestyle Accessories, Delhi	2008-2012	<b>7.50/10</b>
<b>Class XII</b> ST. Mary's Convent Inter College, Lucknow	2007	<b>81.00 %</b>
<b>Class X</b> ST. Mary's Convent Inter College, Lucknow	2005	<b>86.50%</b>
<b>Diploma certificate in Intellectual Property Rights &amp; Information Technology</b> Indian Law Institute, New Delhi	2012	<b>A+ (65-75 %)</b>

## INTERSHIPS AND WORKSHOPS

2013-Two months <b>Internship as Design Research assistant at Media Centre, Research &amp; development office, IIT Kanpur</b> Exposure to : Branding & website development	2012-13 Three weeks <b>Workshop on User experience, interface &amp; interaction design</b> by Mrs. Jhumkee lyenger, held at IIT Kanpur	2013-Three days <b>Expo-CD Workshop on Communication Design</b> for IT & Media Professionals, held at IDC, IIT Bombay	2013-TiEcon Two days <b>Conference on Innovation in action &amp; networking,</b> New Delhi	2010 Two months <b>internship as Designer in jewellery industry with Gitanjali Group, SEEPZ</b> Mumbai.	2011-2012 Six months <b>Graduation project as Designer at Episode Silver,</b> (lifestyle products) Delhi.
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## ACHIEVEMENTS AND CREDITS

- Awarded 1<sup>st</sup> prize by **WWF(World Wide Fund)** in **poster making competition**
- Participated and awarded for **distinctive performance** in **5<sup>th</sup> National Science Olympiad**, New Delhi
- 3<sup>rd</sup> Position holder in **paper presentation at Lake Symposium** on Environmental Education & Eco-System Conservation, **IISC Bangalore**
- Awarded for **distinctive performance** in **painting competition** by **IGNOU**
- Awarded 1<sup>st</sup> prize by **UNICEF** in **art competition**
- Participated in **Young Scientist Talent Test** by **UNI-Global Technology Incorporation**, USA & **Shri Chaitanya Educational Committee**





# Yoga-aasan: Tablet App, Samsung USID Students Design Contest 2012

Yoga aasan is a health app for yoga lovers which assists them to perform yoga rightly even in absence of an instructor or guide.



Young working professionals

Students

Travellers

Foreign Residents

Target Audience

Following is the app icon for Yoga-aasan designed for the iOS platform.

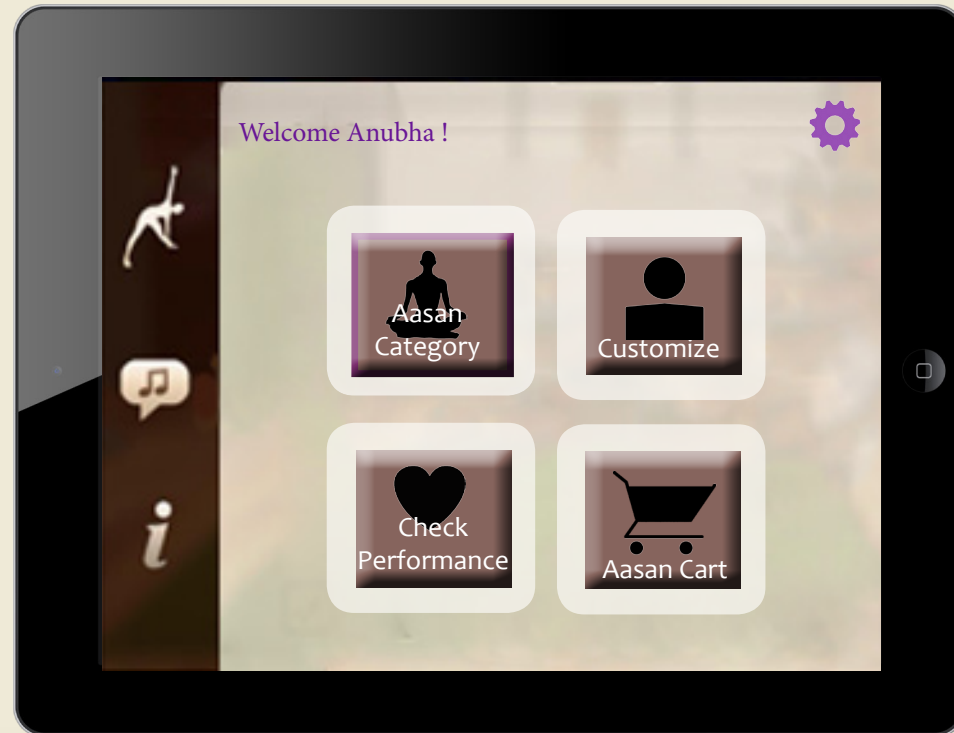




## Screen Shots

### APPLICATION FEATURES

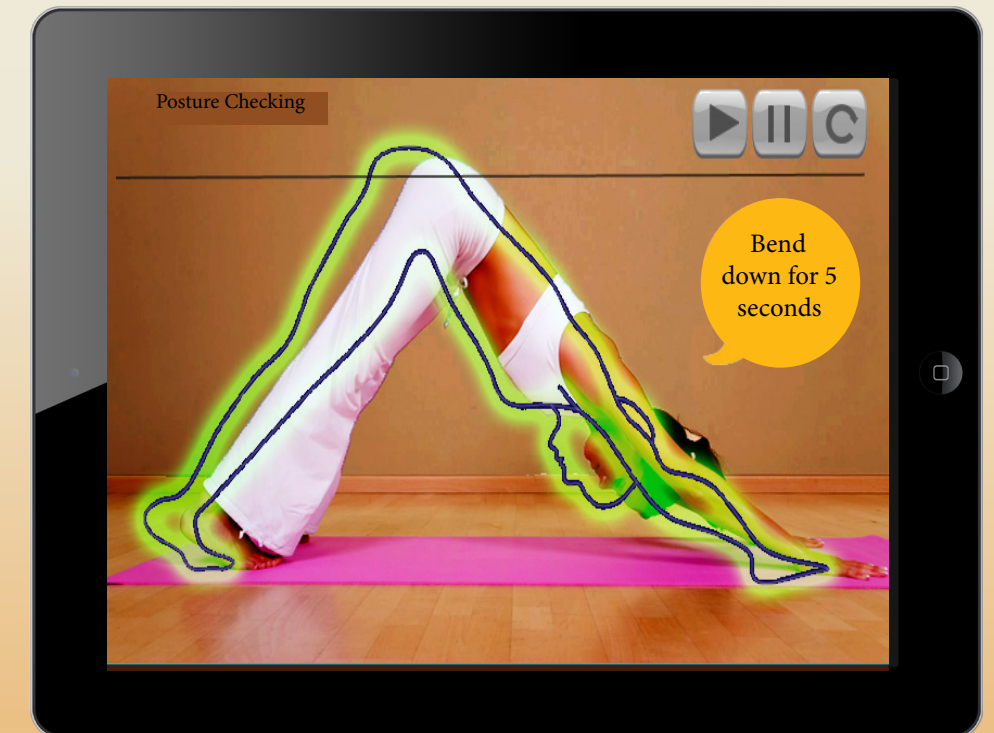
- In built feature of body tracking and video cropping while the person is doing yoga.
- Body Morphing after capturing body through camera to compare user's body with the correct postures.
- Simultaneous optional voice instructions.
- User's progress compared to his previous performance.



This screen is the first page that loads after the flash screen.



Set the ambience music, foreground volume for voice instructions, chimes in between two exercises along with a pause option between exercises.



This page appears on selecting a particular aasan from the several aasan categories.



# Social Media and Assisted Living: An Aid to Indian Women



The project defines a support system in the cooperative practices & social connect of Indian women to seek for assistance & empowerment in management of multiple contextual roles that they play at home on a daily basis.

## Process Followed



Reduced socializing with neighbors



Bound by effective time management, busier lifestyles.



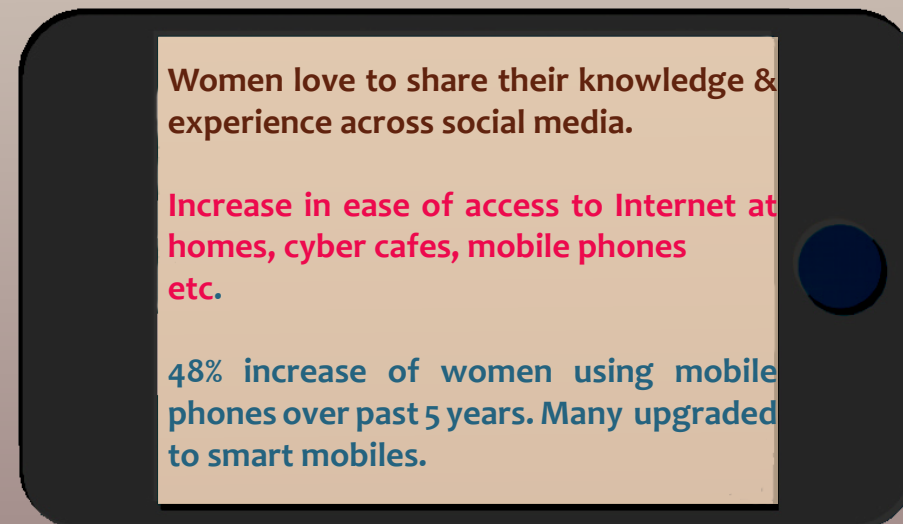
Lag in exchange of personal reviews & recommendations over local information



Digital literacy & social media penetration

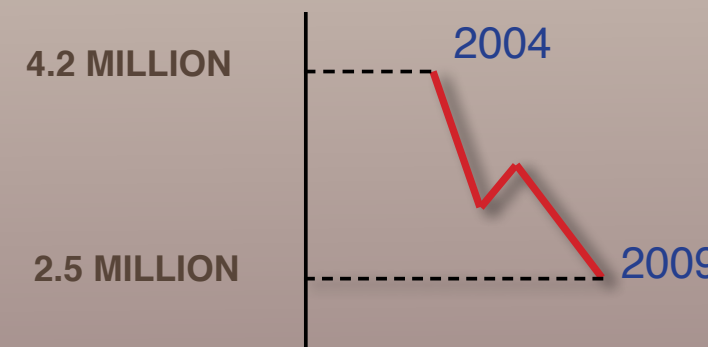
## Digital Literacy

- Of total 150 million Indian Internet users - 60 million are **women (30% online population)**
- **75% female** internet users are **young and affluent 15-40** years, with over 24 million of them accessing the Internet daily



## Why are Indian women stressed as multi-taskers at home and work

- 1 Gender disparity & Social Patterns
- 2 Work Pressure
- 3 Reduced domestic help in india (unorganised & untrained).
- 4 Decreasing Joint Family Setup



69% NUCLEAR FAMILIES



1 married couple

5.9% JOINT FAMILY SET UP



>9 family members

# Primary Research

- **Sample Size** - 64
- **Location** - Kanpur city 32 , New Delhi 8 & Lucknow 24.
- **Technique** - Simple Cluster Sampling : One on one interviews, Group interviews, Survey questionnaires, telephonic & Skype sessions.

Categories of the target sample on the basis of their lifestyle types & the AIO (activity/ interest/opinion)



The content Conservative



The contemporary She



The sophisticated Socialite



The troubled 'Home Body'



The old fashioned Traditionalist

38.93%

25-54 yrs



TARGET AUDIENCE

- Enthusiastic to explore and learn
- Considers literacy & Economic freedom very important
- Time restricted.
- Can handle novel easy to do technologies.
- Well manages budget at home.



## Observations

- Time-Constraint
- Social Seclusion
- Need of a support system
- Neighbors are a respite
- Monotony

## Need Gap

Assistance in their tasks' management.

AND/OR

Quick and easy access to local area service and resource information.

# Design Statement

To propose an interactive, physical/virtual system for Indian women that connects them and crowd-sources to help with needed local services, ideas/opinions, or content over common concerns pertaining to everyday household management issues.

# Final Concept & Design

*"An online commune which enables women to get-together to form location based knits to get recommendations and reviews on local resources and services and cohesively resolve common problems."*



Wireframes



Low fidelity prototypes

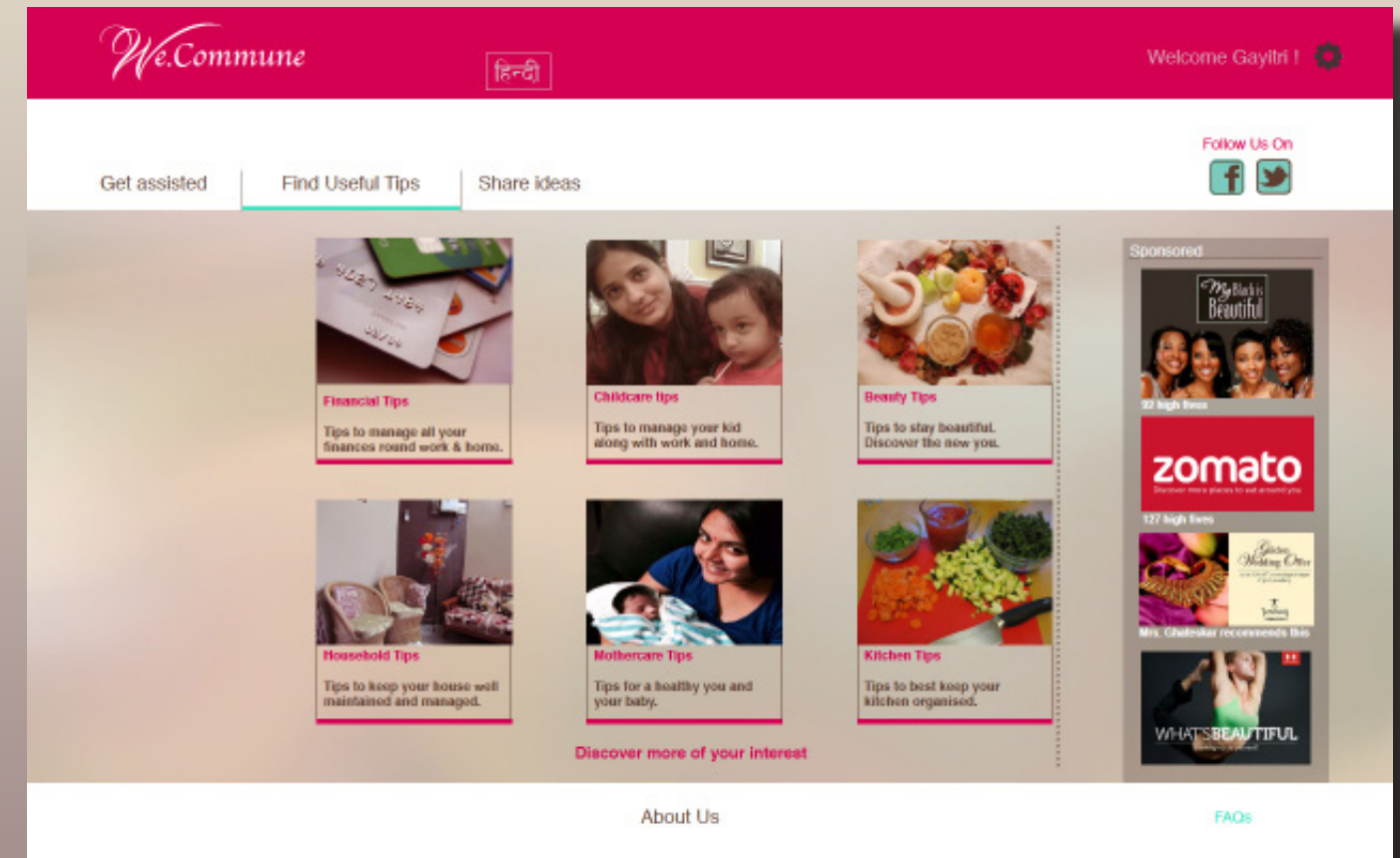
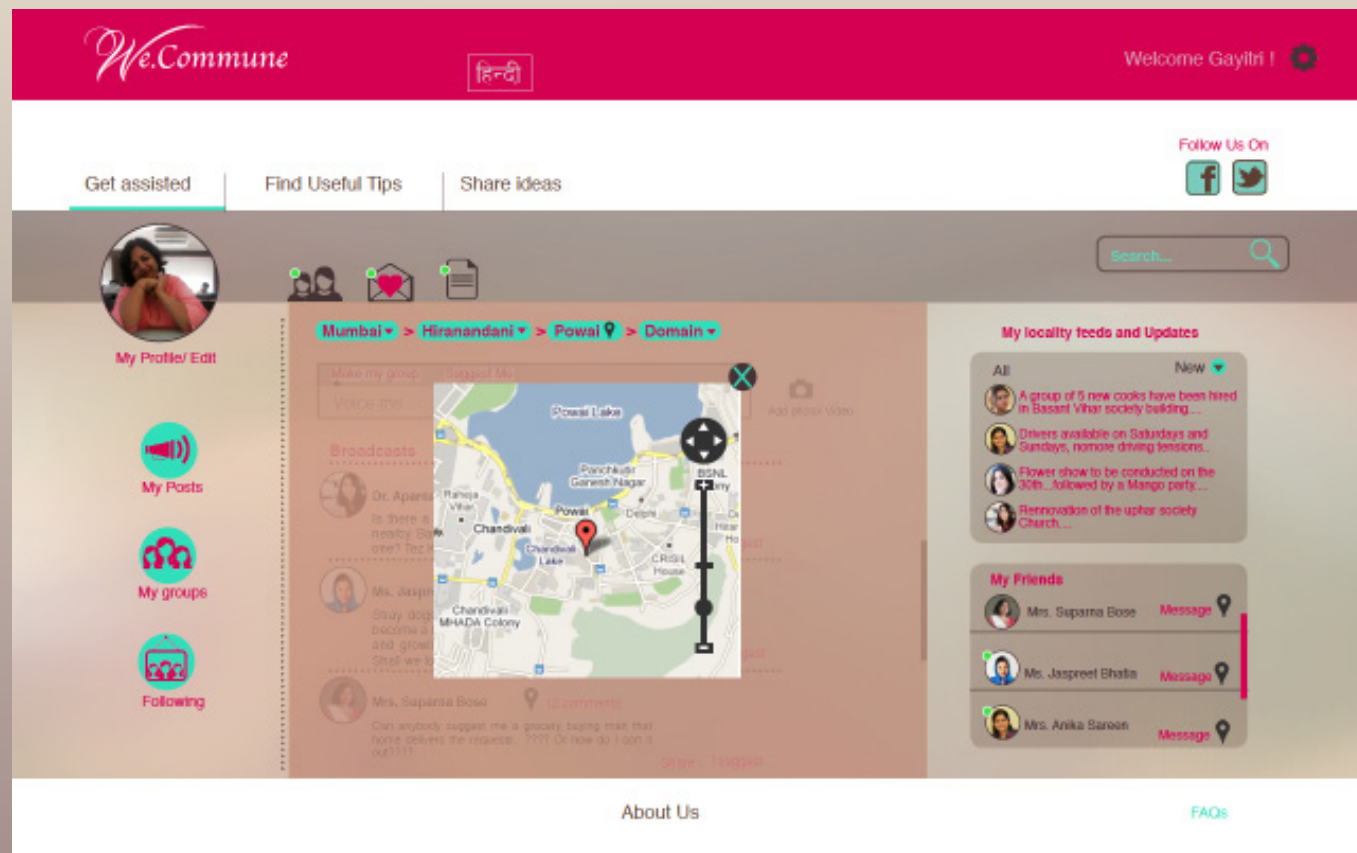
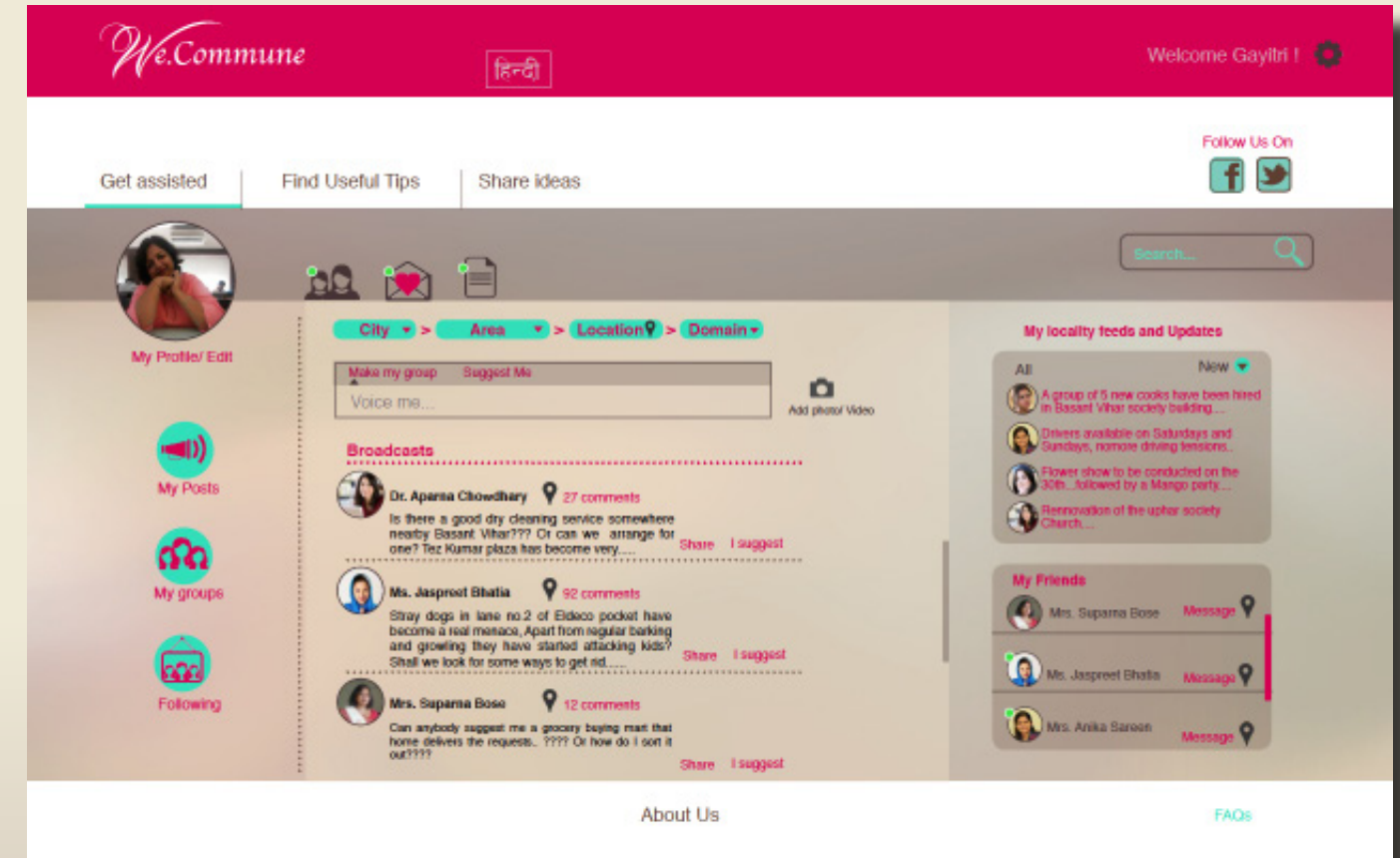
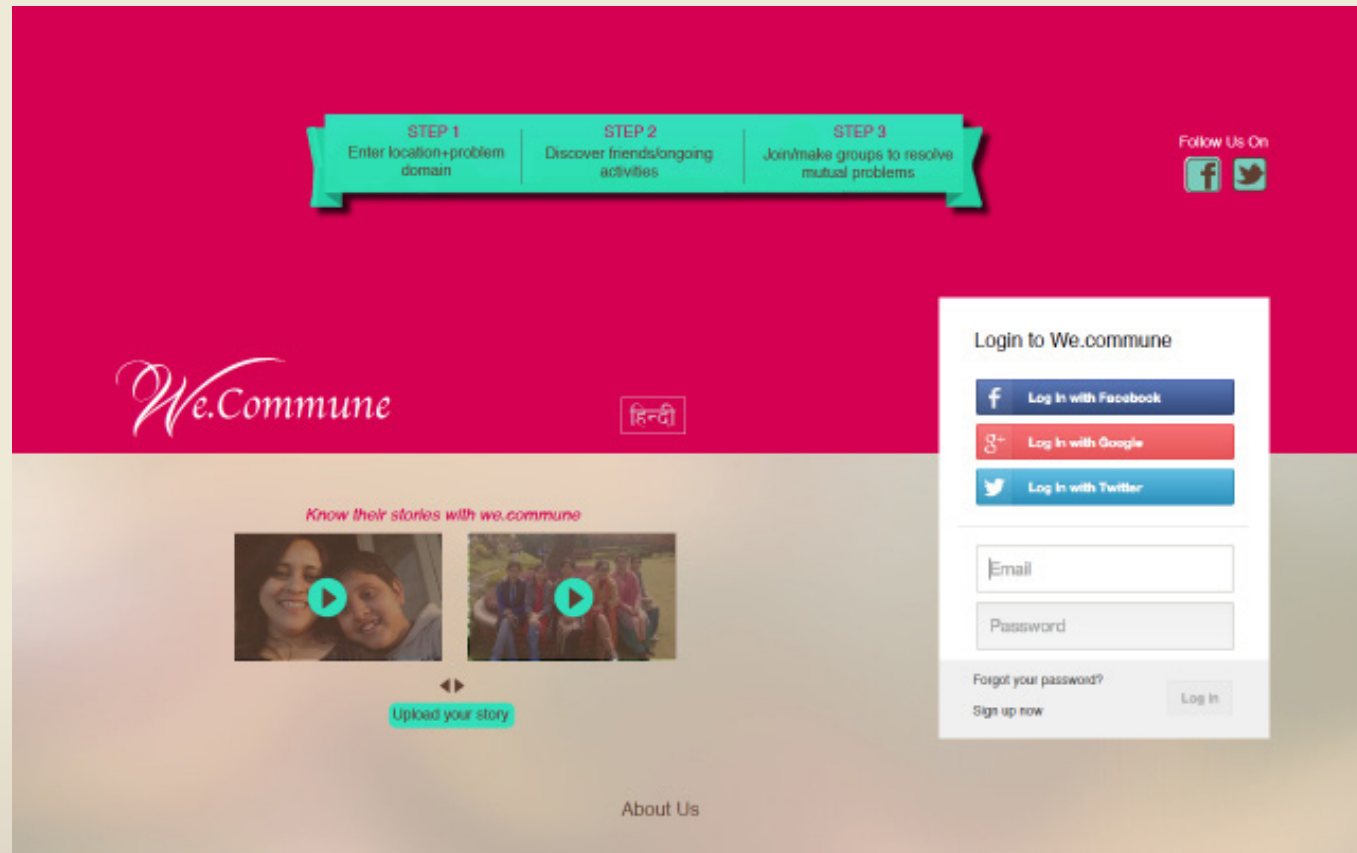


User Feedback & Iterations



Visual Designs

# Screen Shots



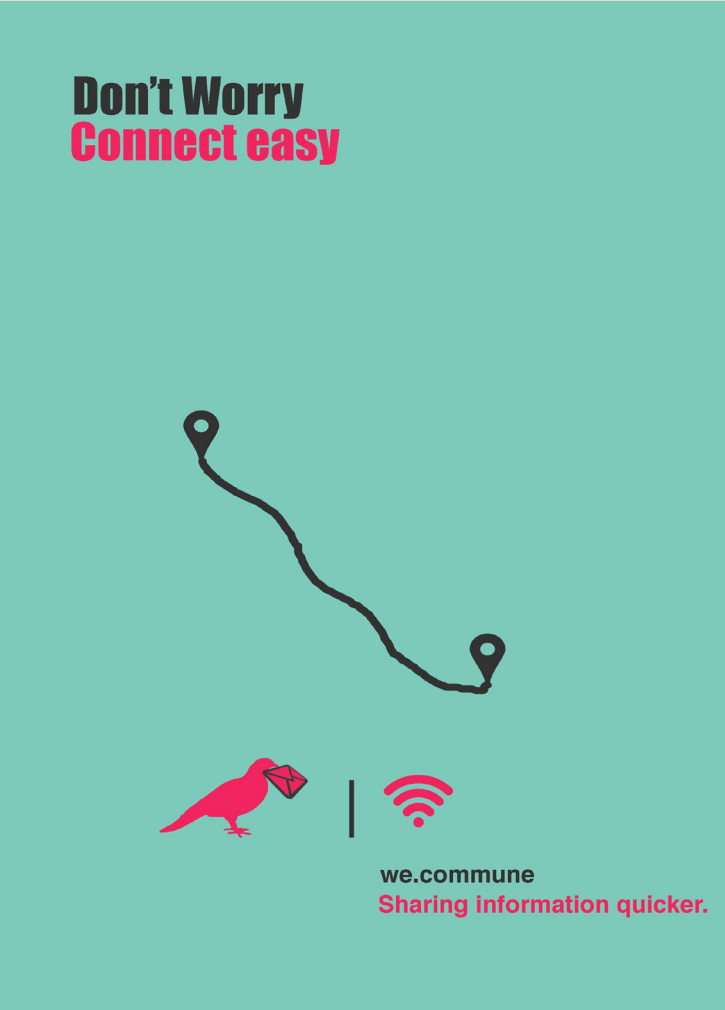
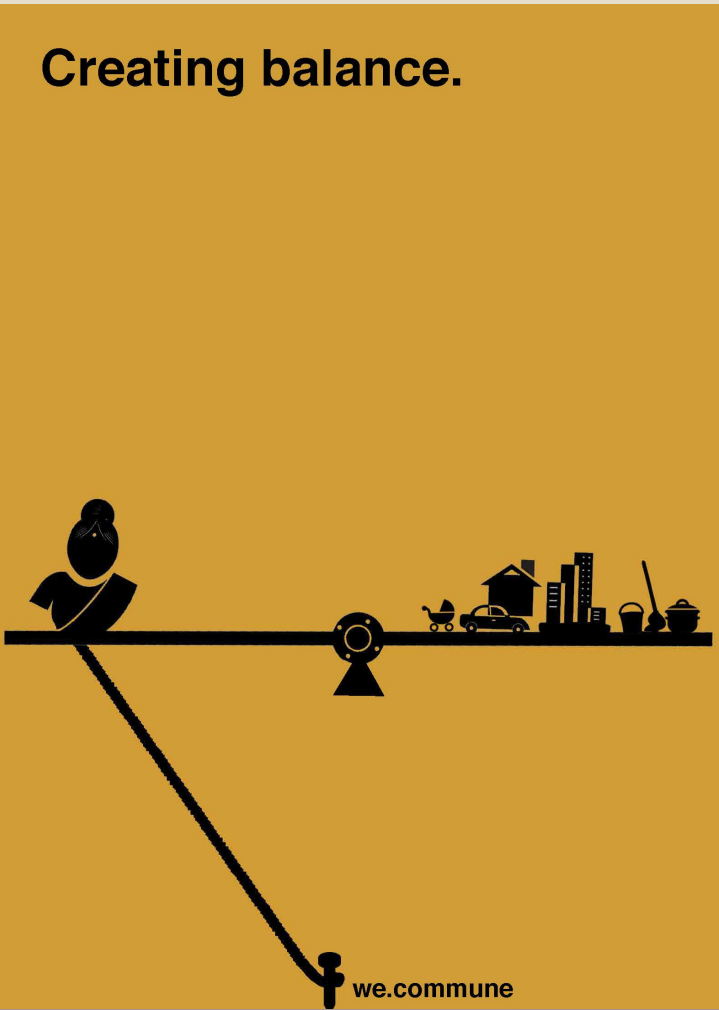
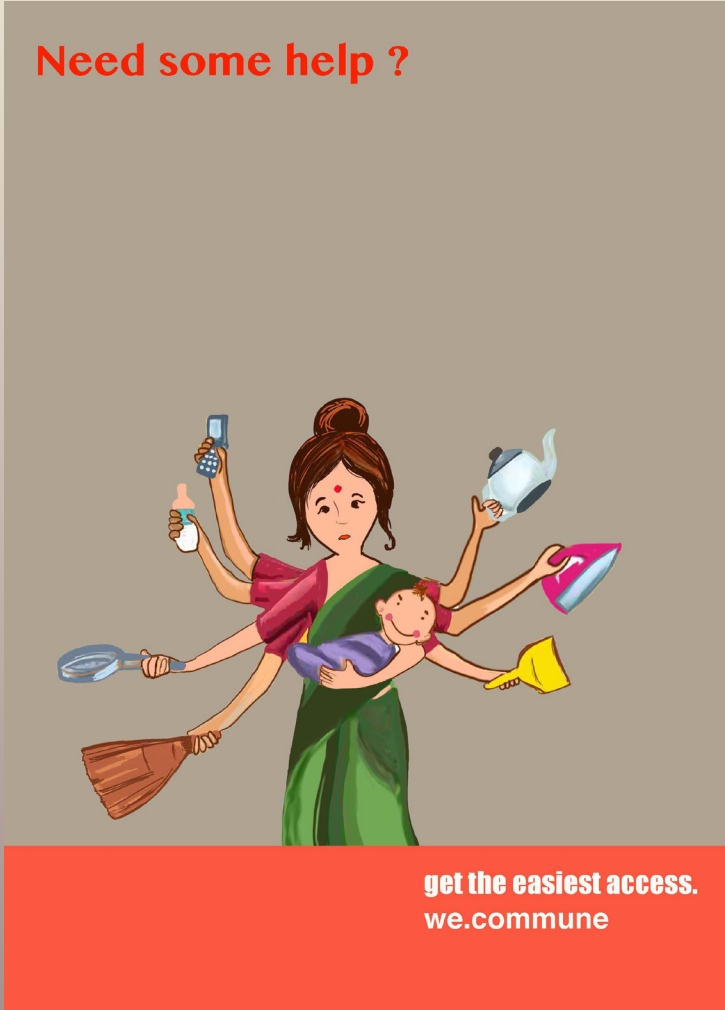
# Promotion Strategy

Channelize through social media:

- i) Introducing Concept
- ii) Capturing Interest
- iii) Building trust and reliance

- Promotional videos- <https://vimeo.com/96286228>
- Multi-media posters

## Promotional Posters







**B**us buddy

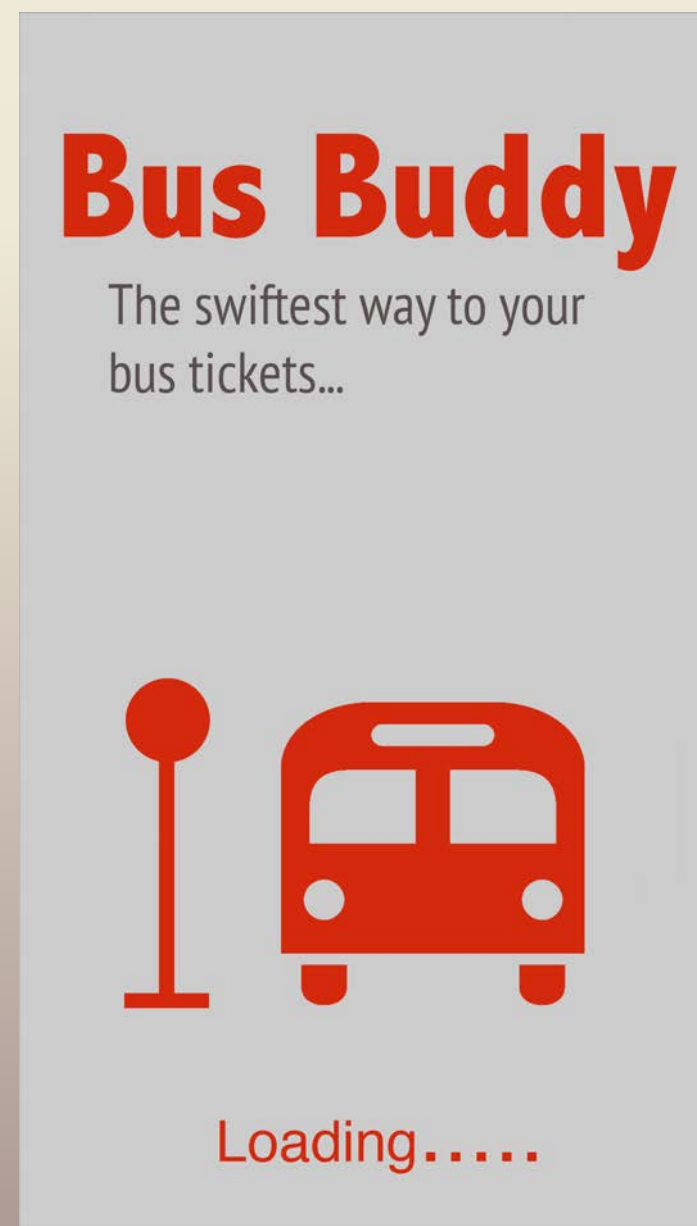
## Bus Buddy : Smart Mobile Application for ground transportation

**B**us Buddy, the mobile application at the iOS platform, provides a hassle free experience of booking a ticket for ground transportation on the go. The design aim is to provide an effective, clean, minimal solution to easy ticket transactions.

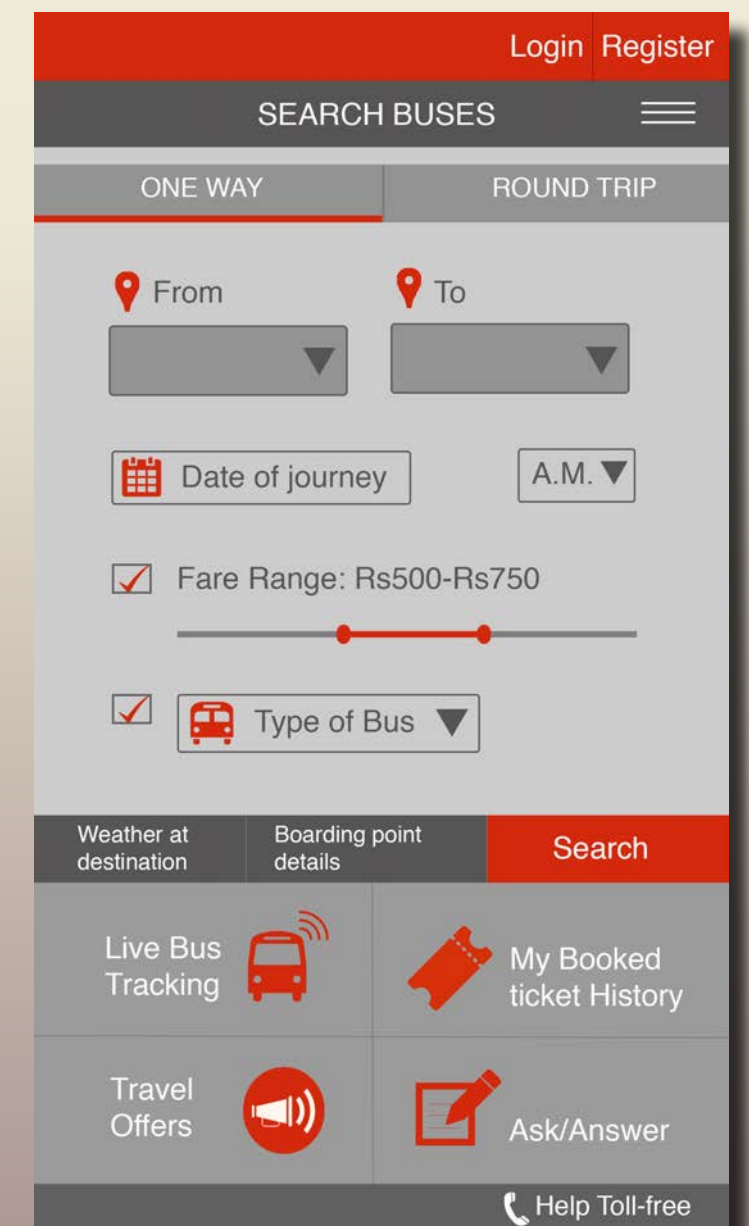
### Bus buddy The App Experience

The screen puts forth an easy, clean “One stop shop concept” for untroubled ticket booking.

- The user gets to search for ticket booking both for one way as well as a round trip at a go.
- He can set selective filters for search parameters. One can also get to know the exact location of departure/arrival of the bus from a particular city at the time of searching for ticket booking.
- The app also provides for a toll-free help line number for users' assistance.



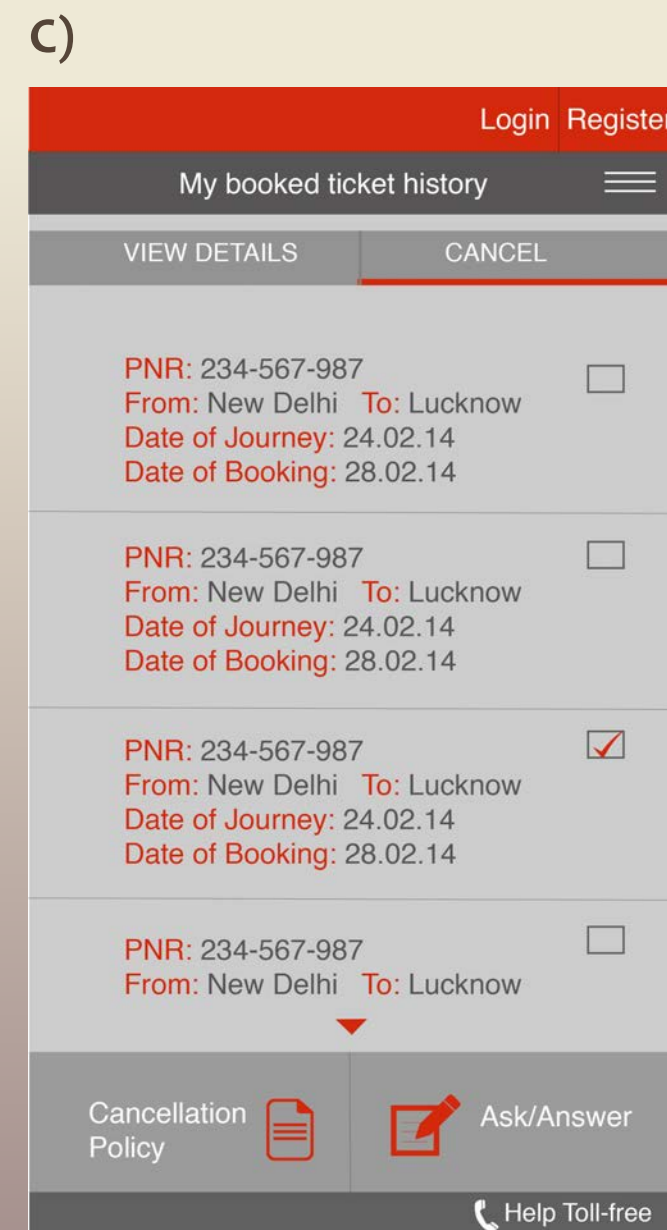
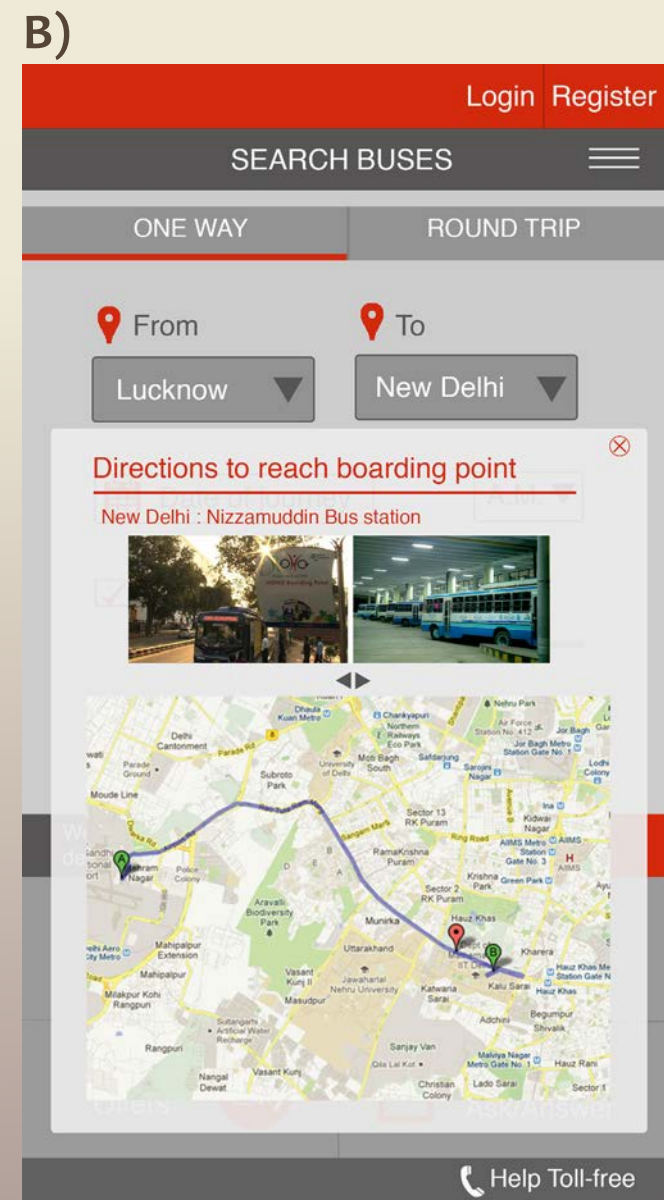
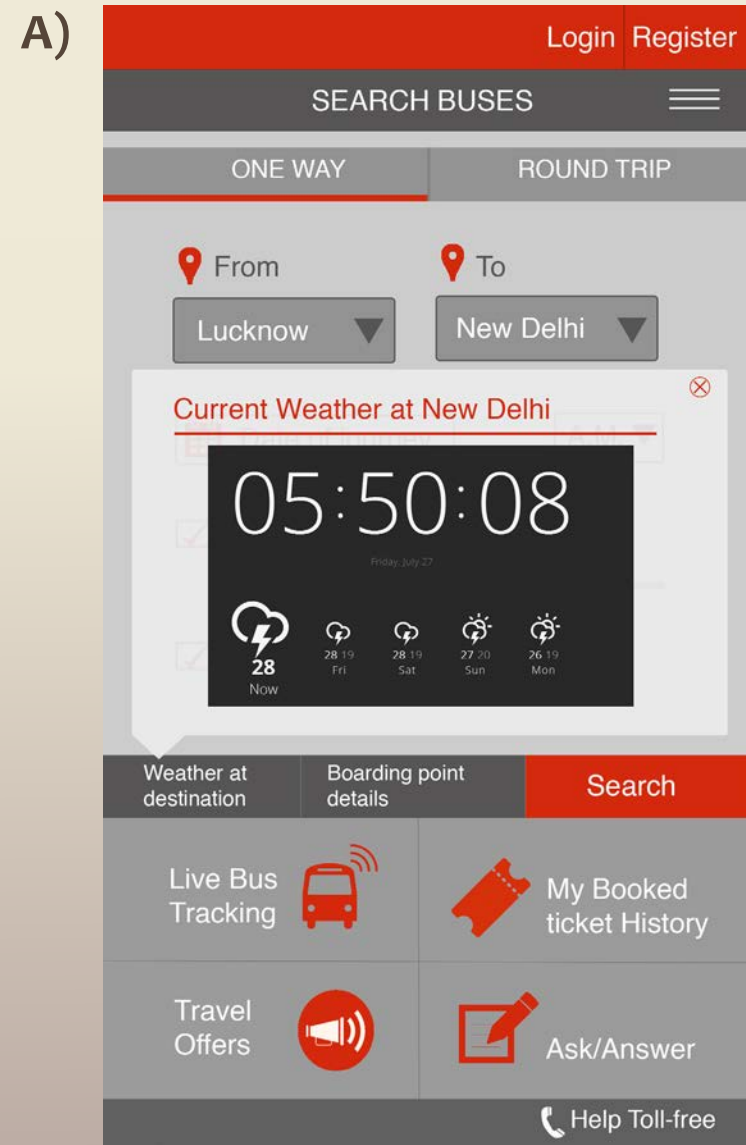
Splash screen that appears on opening the app.





Bus buddy

## Finished Screens



A) As an useful information the app also enables the user to know about the weather at the destination place. A small window opens up within the same screen that details out on the weather report.

B) Also similarly the map details of how to reach the boarding point along with a few pictures of the boarding station is provided.

C) This screen enlists the booked ticket history of the user. The user can view details of individual tickets or cancel any booking. The app also enables the user for a detailed cancellation policy.

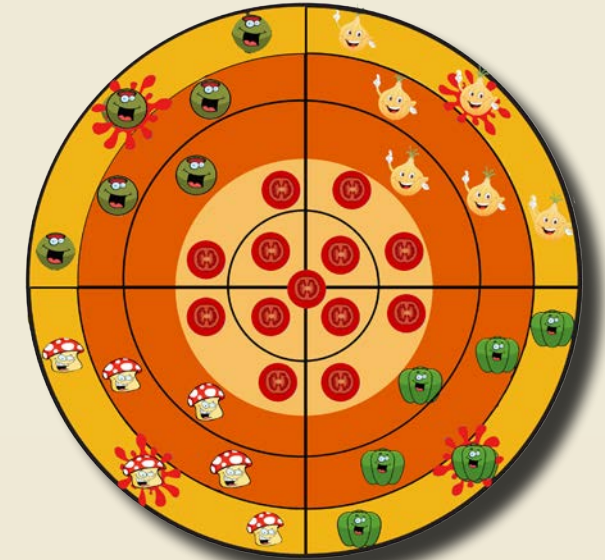
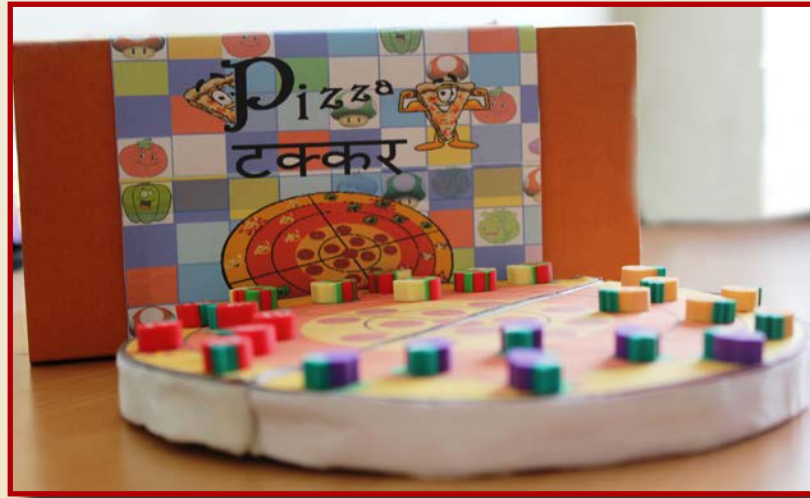


## “Pizza Takkar” An interactive Board Game Design

“Pizza Takkar” is an inquisitive game that enhances the strategic & logical thinking of kids of the age 8-12 years.

Designed in the shape of a pizza the game is based on the leap frog concept & can be played by 1-4 players.

There are 3 variations of strategies on the same board.



The graphics- board , packaging, instruction manual have been done in Photoshop.

## How to play ??

### Game Packaging

The Game has been prototyped completely in paper & hardboard.



### DICE RULES



The number on the dice indicates

- 1- Move 1 step forward (not sideways)
- 2- Put back 1 topping of your opponent to his home slice
- 3- Make a move using any 1 topping of your left neighbour
- 4- Undo your move
- 5- Pull out 1 of your toppings into the crust
- 6- Bring back 1 eliminated topping into home



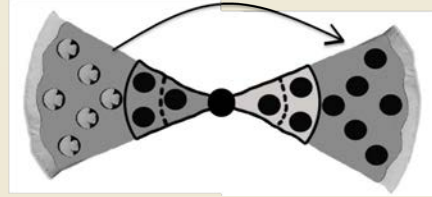
An instruction manual to aid the kids has also been designed. This has graphics of the moves and set of rules for three different ways of playing the game.

## Pizza theory I

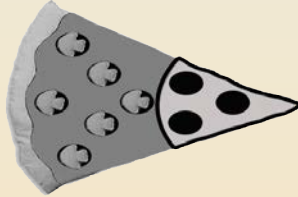
### NO. OF PLAYERS-2,4

Initially each player chooses any one slice and a set of 6 toppings.

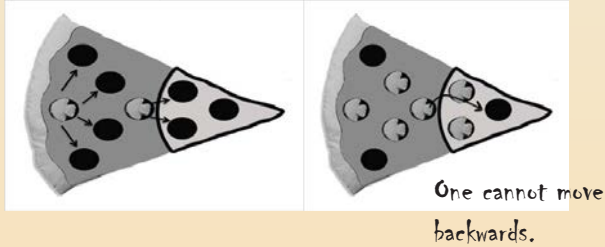
**AIM :** Move all your toppings to your opposite slice.



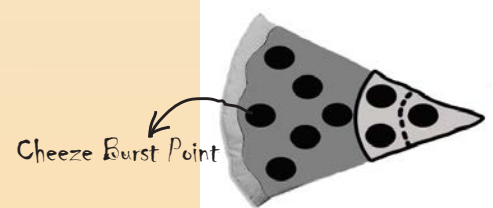
### ARRANGEMENT OF TOPPINGS



### VALID MOVES



### CHEEZE BURST BONANZA



Sooner any of your topping reaches your opponent's cheeze burst point, put back any of his topping in home position.

**INVADE YOUR OPPONENT'S SLICE FIRST, TO BE THE WINNER.**

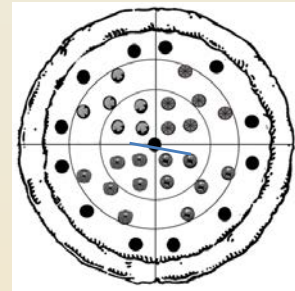
## Pizza theory II

### NO. OF PLAYERS-1-4

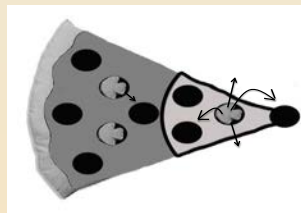
Initially each player chooses any one slice and a set of 6 toppings.

**AIM :** To elimintae all your opponents' toppings.

### ARRANGEMENT OF TOPPINGS

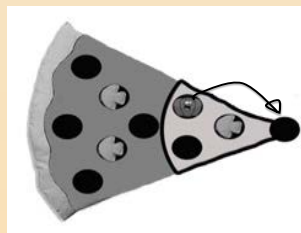


### VALID MOVES



### ELIMINATION

To eliminate your opponent's topping, jump over it into a free space.



**RETAIN MAXIMUM NUMBER OF YOUR TOPPINGS ON THE PIZZA TO BE THE WINNER.**

## Pizza theory III

### NO. OF PLAYERS-2,4

Initially each player chooses any one slice and a set of 6 toppings.

**AIM :** To vacate your toppings from your home position either by elimination or by moving them to your opponent's slice.

### ARRANGEMENT OF TOPPINGS

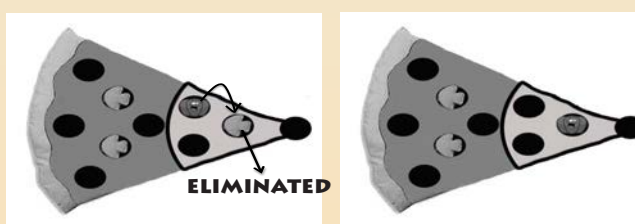


### VALID MOVES



Take a step forward. Roll the dice and make a move accordingly. (refer dice sheet)

### ELIMINATION



If space is vacant move your topping into it else move over the filled spaces by eliminating already present topping (remember eliminating your own topping takes you closer to the win). No leaps allowed.

**VACATE YOUR TOPPINGS FIRST FROM YOUR HOME POSITION EITHER BY ELIMINATION OR BY MOVING THEM TO YOUR OPPONENT'S SLICE TO BE THE WINNER.**

## Coins' arrangement



# Gift'emotions : A holistic solution to gifting experience

**Gift'emotions** is a website which aims to bridge the gap that exists between technology and human emotions so as to enhance the emotional essence and experience of gifting over the barriers of distance and time.



**BUDGET**



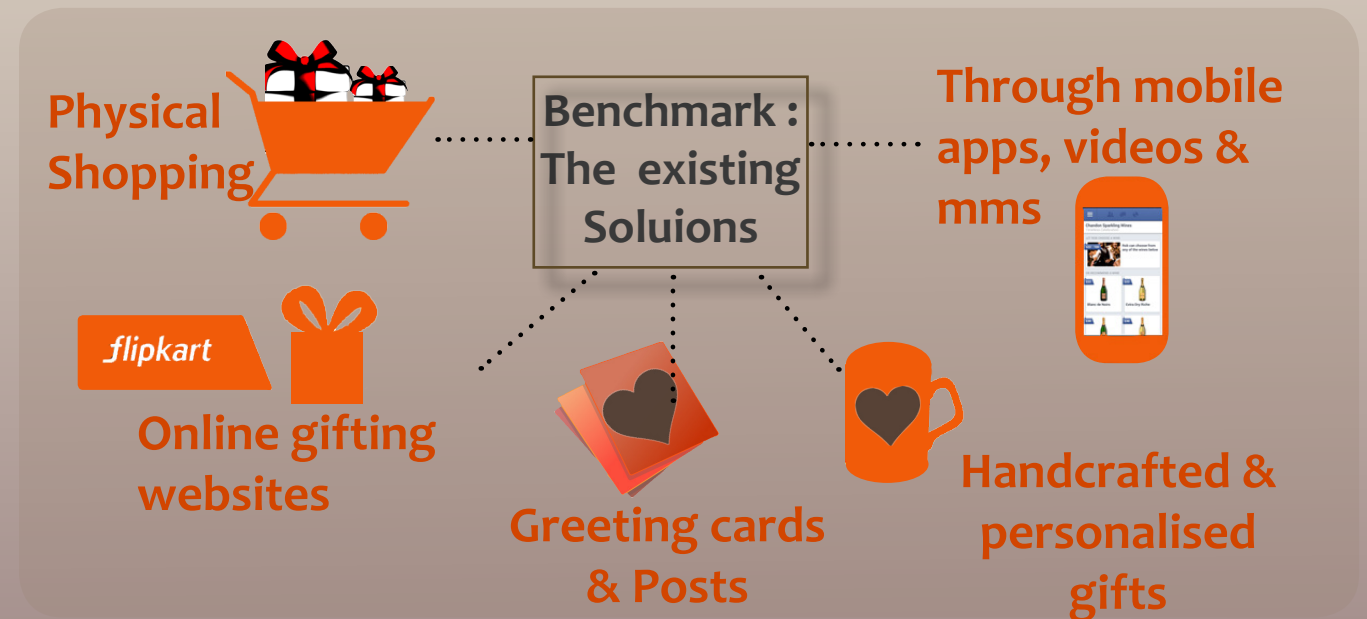
**GIFTING IDEAS**



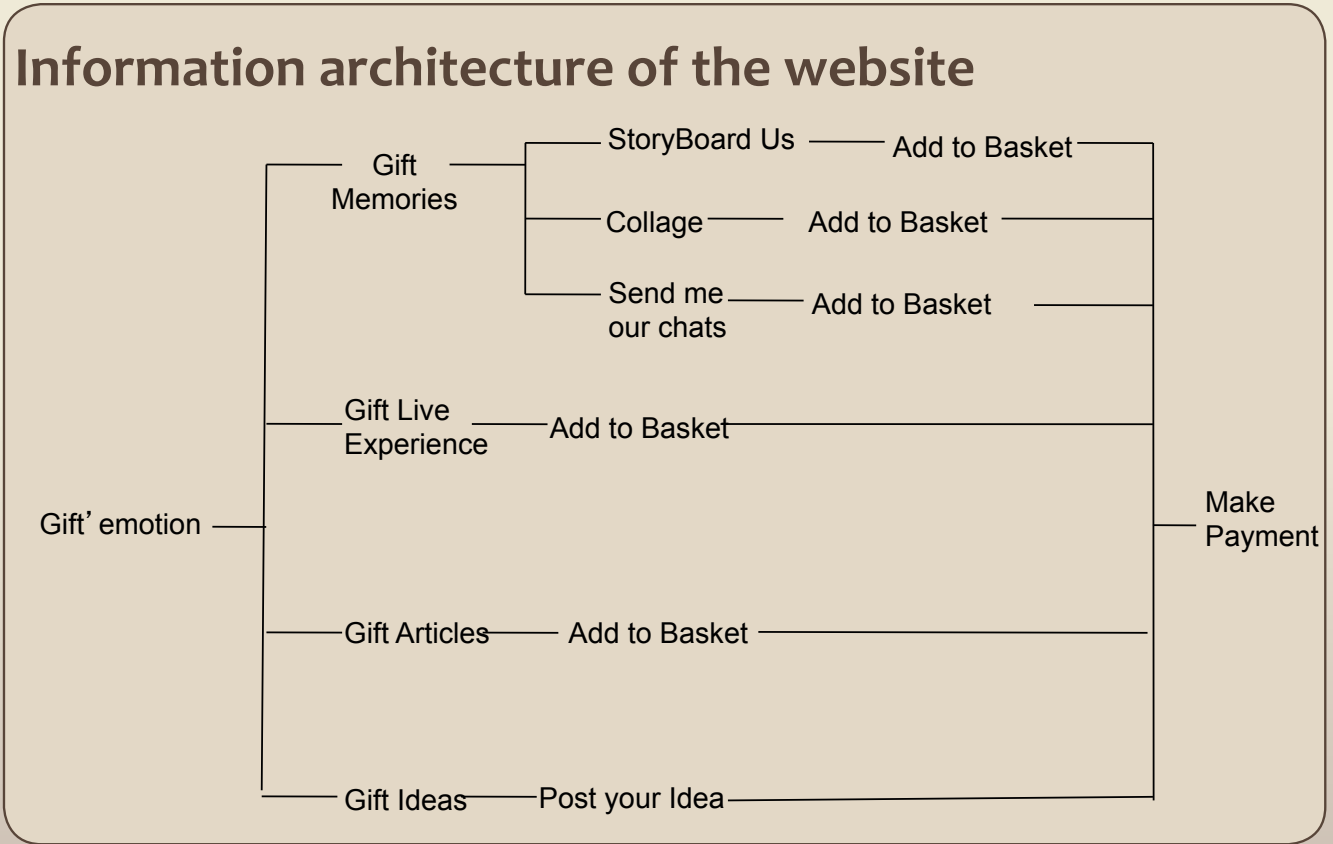
**EMOTIONAL ESSENCE**




**PERSONALISATION**




# Design Solution







Create your own personalised photo albums, slam book & greeting cards.




Gift memorable experiences in choicest & convinient most places via gift vouchers & coupons.




Quick personalised delivery of gift items in gifter's choicest wraps & greeting notes.



Suit your budget with a great variety.

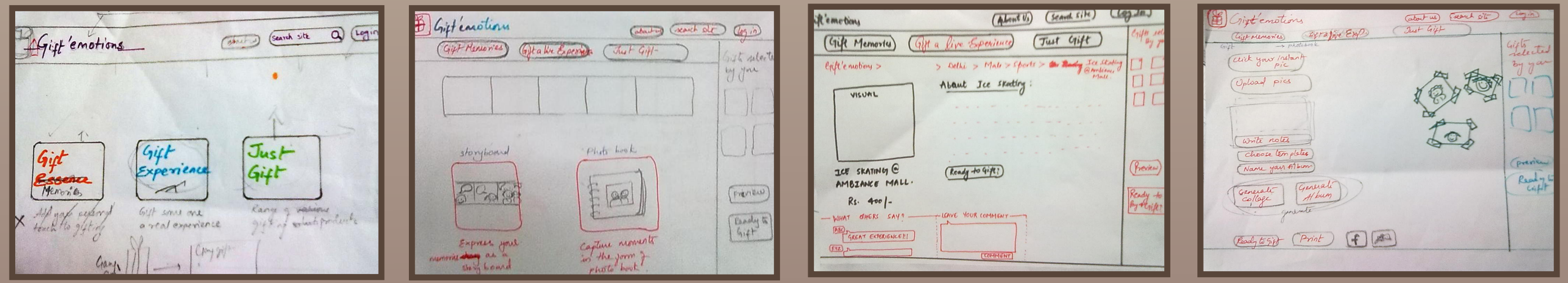


Post & share your gifting ideas with friends.



Storyboard yourself & your friend to Re-create memories.

## PAPER PROTOTYPE



# Visual Design

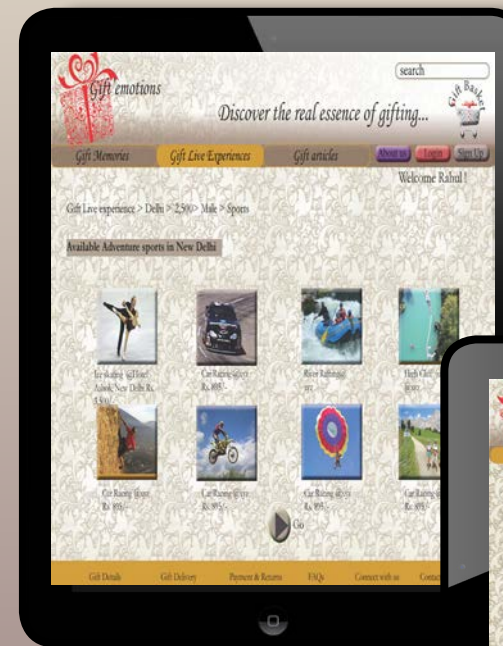
*“The best gifts come from the heart, not the store.”*

Sarah Dessen, Lock and Key

The website is a ‘One-stop shop’ for

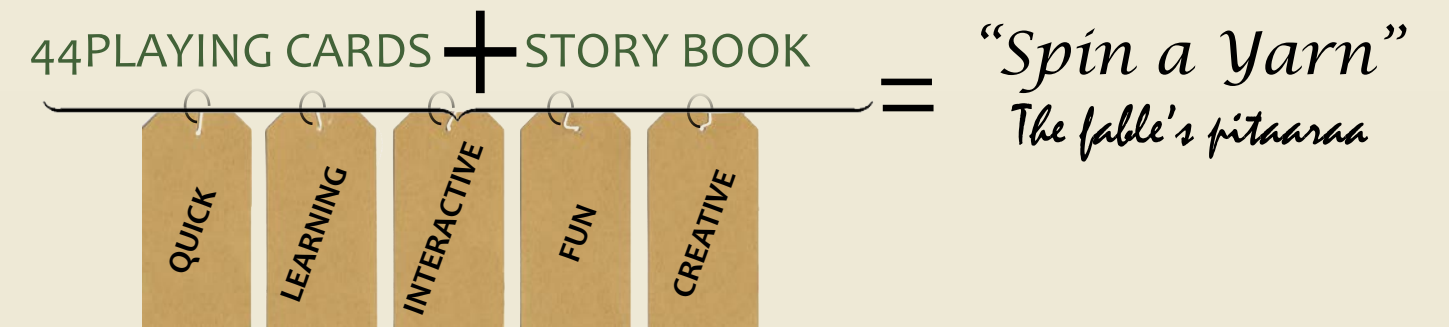
- a. Gifting Memories
- b. Gifting Real Experiences
- c. Gifting Articles

The solution ensures small nitty-gritty right from the moment of having a thought of gifting till the gift reaches your special one and thus passes on a complete gifting experience.



# Spin a Yarn, The fable's pitaara : An interactive educational game kit

Spin A Yarn, The fable's pitaara is a persuasive yet entertaining game which imparts creative thinking & reflective flexibility to kids (age 6-12 years) while educating them with popular folklores.



### Categories of folktales

- Moral tales
- Wit and wisdom
- Mythology Heroes.

### Cards categories

- Character
- Action
- Scenario.

Course curriculum in schools do not inculcate creative thinking.

Mostly followed course structures (NCERT) do not edify kids with local fables.



Interactive games & peer engagements pull more attention & interests.



## Design Opportunity



Coloring & doodling kids' favorite time pass.



Watching cartoons, animated movies is the prime indulgence trend.



Packaging of the kit is like a brightly colored book in shape of a pencil. It is Spiral bound, to enable adding more of what children create/spin (stories) amongst themselves.



### Prototyping Materials :

Paper, Sun board, acrylic paints



**Game Strategy**

There are three major strategies to play the cards-

**1)Sequencing**

No. of players - 1 to 3

Aim-To first collect all 15 cards of a particular story.

**3)Quick story building**

No. of players- 2-6

Aim- To exhaust all your cards by spinning a story.

**2)Assorting**

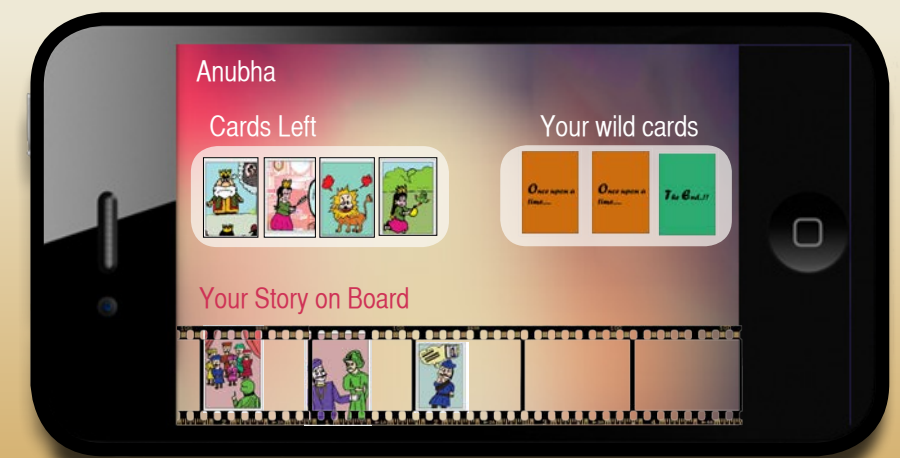
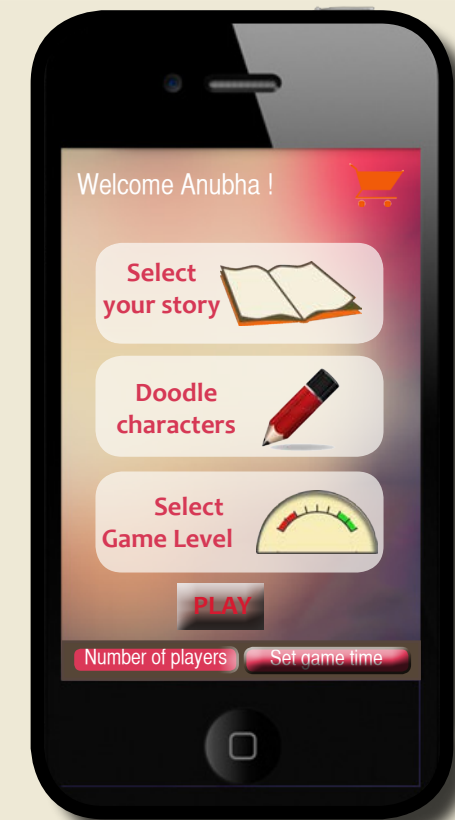
No. of players - 1 to 5

Aim- Assort stories in a sequence by minimum of 3 cards.

**CARDS' GRAPHICS**



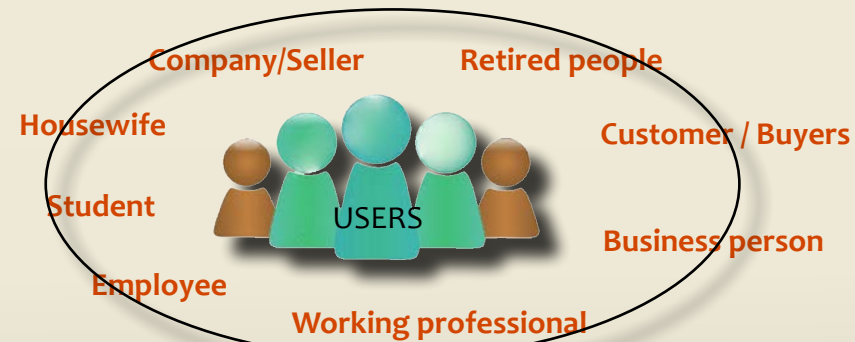
Learning through a digital interface on a smart phone that provides opportunity to download more stories, doodle better, fun characters and involve far sitting friends.





# OzCHI24 International Student Design Challenge September'13

Future mail box is a platform aimed at enhancing the e-communication experience using an emotive human-centered approach.



## PROBLEM SPACE ANALYSIS



Asynchronous communication, basic email protocol

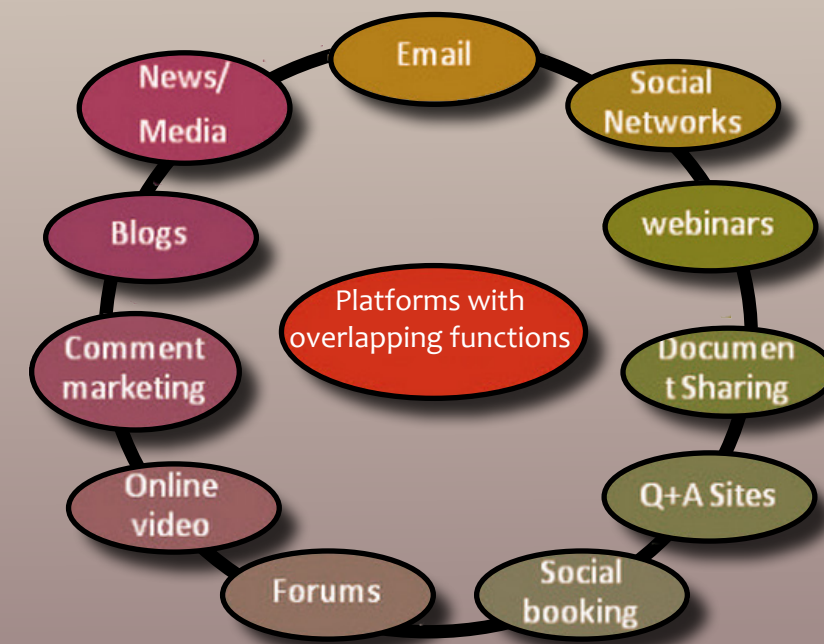
### Abstractions that made email clients complicated

- SURVEY & RESEARCH
- SCHEDULING APPOINTMENTS
- ASKING FOR ASSISTANCE
- TECHNICAL SUPPORT QUERY HANDLING
- SENDING REMINDERS
- TASK MANAGERMENTS
- PERSONAL STORAGE & ARCHIVING
- BROADCASTING INFORMATION
- STORING NAMES & ADDRESSES
- TASK TRACKING
- DIRECT PROMOTION
- GROUP/COMMUNITY CONVERSATION
- NOTIFICATION
- WORK TASK DELEGATION
- DOCUMENT SHARING & STORAGE



Need criteria (Must Have / Nice to have)

- It should not be overloaded.
- Flexible in installing applications
- Must provide Centralization
- Grant good User experience
- Modular





# Future mail box

Following is the link to the final generated concept & the thought process along with wireframe.

## SOME INCORPORATED FEATURES

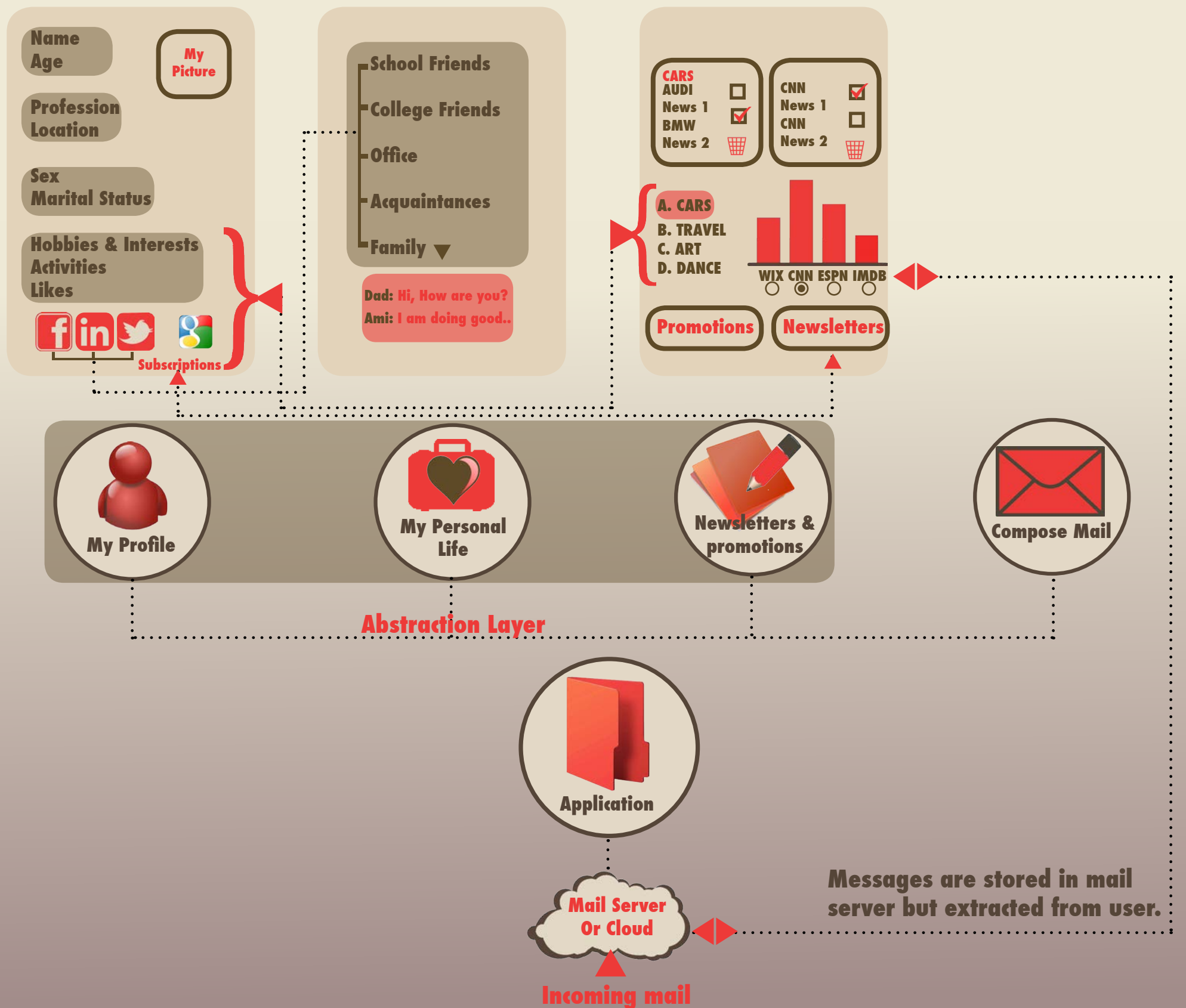
- Minimal, modular, clean
- Personalise
- Choose/Discard
- Block/restrict
- Track, compress, hierarchy
- Divde/sort
- Recall, indicate

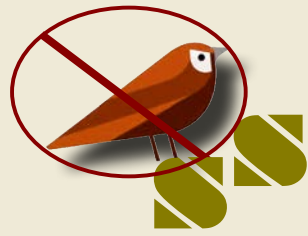
<http://www.youtube.com/watch?v=7krz4891FP4>



VISUAL DESIGN FOR PROPOSED CONCEPT

## Design Solution





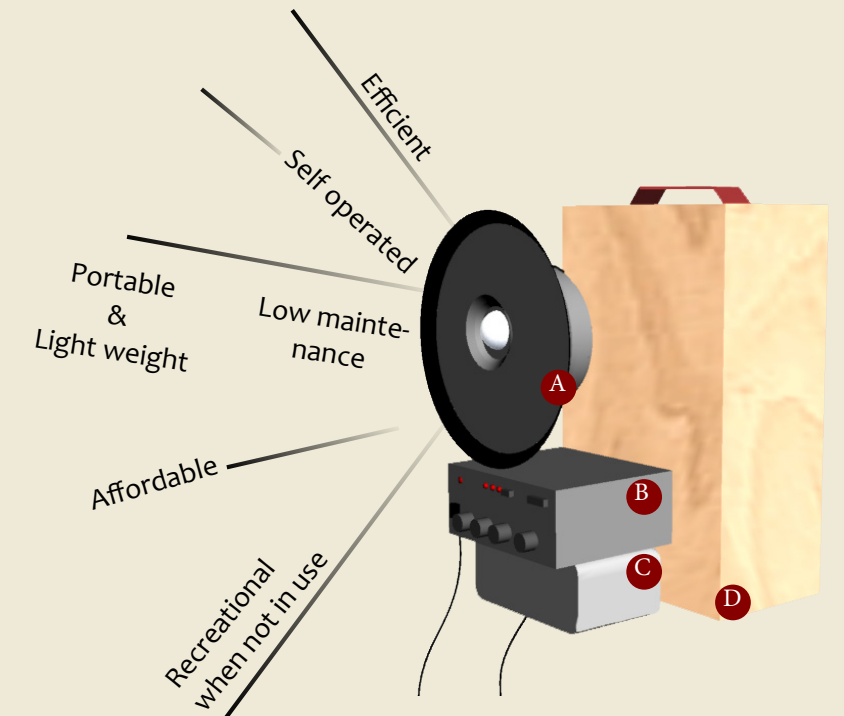
# SurSangram : A Bird Repellent Device for Indian Farms

SurSangram is an economic, self operated compact, bio acoustic bird repellent device for an Indian farm scenario.



NEEDS

FEATURES OFFERED



## Future Scope

The solution can be modelled as an application on an affordable tablet pc.



De-stress calls of Predators, Deter Pest birds

**A Loudspeaker**  
for covering a large areas in agricultural fields.

**B Amplifier**  
Has flash cards(chips) that store distress calls of birds to scare them away & an inbuilt radio receiver, which enables to tune in FM channels(recreation).

**C Battery**  
charged from a solar cell(self-sustaining power).

**D Wooden Case**  
Weather-resistant enclosure

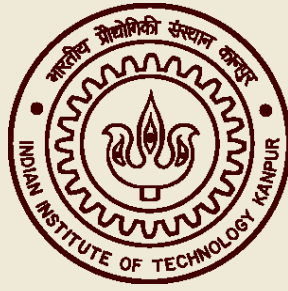


Farmers can select the bird species they want to target.

The loudspeaker assembly will be connected to the 3.5mm audio jack port of the tablet.

The application will have prerecorded sound clips mapped to corresponding buttons on the screen.

Updation of the application for newer species sound clips can be achieved through connectivity to the Internet.



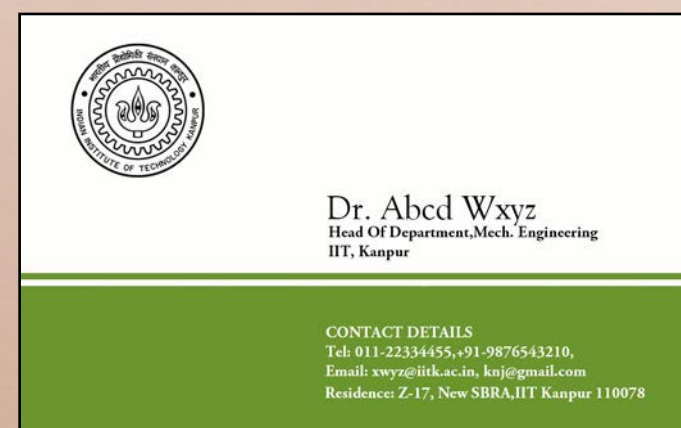
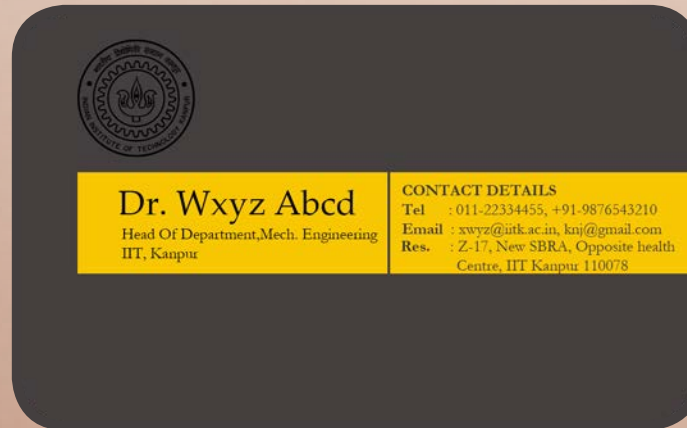
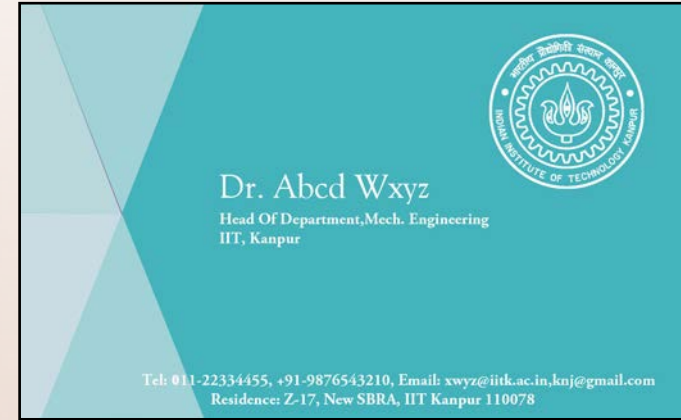
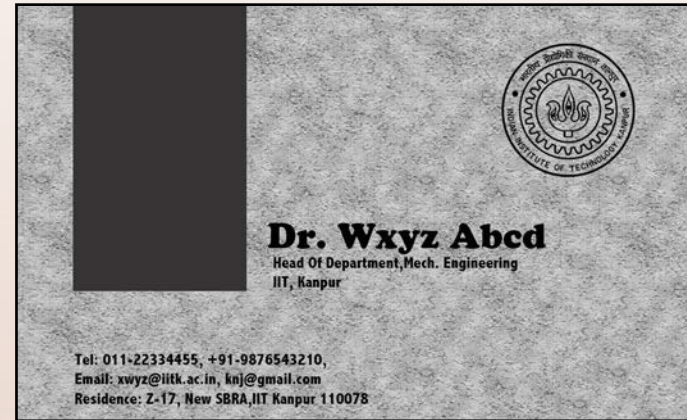
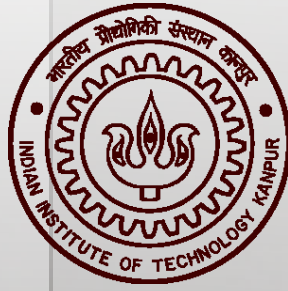
# Internship Project :Branding & Identity Design at Media Centre, R&D office,IIT Kanpur

The project involved designing an identity for Indian institute of Technology, Kanpur.

Excellence, Assurance, Innovation: these words represent the ideology of the institute. “To become a leader in providing excellence in undergraduate & research education & stand as a remarkable contributor in bringing pride to our nation via innovation & creation” is the institute’s vision.

Keeping both in mind & going through a detailed briefing with the institute the entire brand identity has been designed.





Some color variants of visiting cards was done as explorations for the same institute.

# Typography & Font Design : Academic Project

An **edible font art** model of alphabet “A” has been designed out of the mint “polo” with a surface zebra print of black edible paint on it.

The base shape was first cut in white chocolate followed by surface sticking of mint polo painted in black stripes.

The font used is Eccentric Std.



## FONT DESIGN



**Name : Cresent novice**  
**Inspiration: Cresent moon**  
**Usage: Packaging graphics**



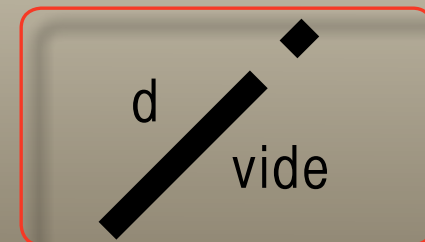
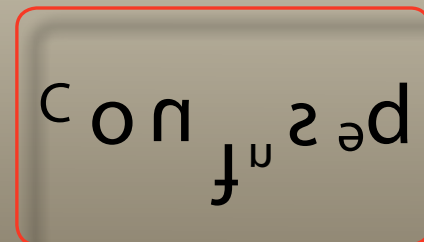
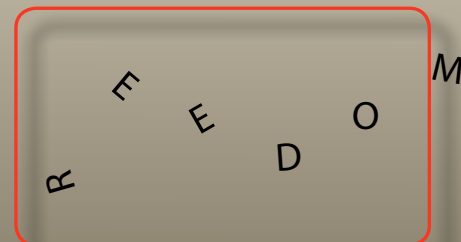
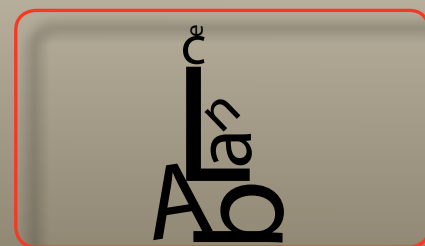
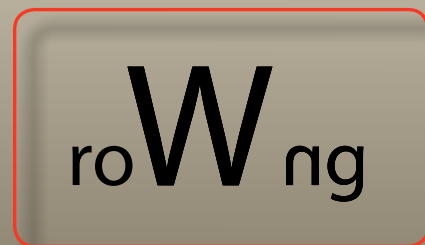
**Name : Lady's Pride**  
**Inspiration: Elizabethan hat**  
**Usage: Cultural event banners, invitation**



**Name : Qiang body**  
**Inspiration: Qiang (Chinese spear)**  
**Usage: Roadside signages**

**A FONT IS WORTH A THOUSAND WORDS.**

## EXPRESSIVE TYPOGRAPHY THE DICTATION OF JOY.



LOGO DESIGN



RURAL TECHNOLOGY ACTION GROUP  
IIT KANPUR



ICE- BREG  
BEER



~ET TU BRUTE~  
DINING CUTLERY



RESPONSIBLE BUSINESS INDIA



FOUNTAIN PENS  
~WILLIAM SHAKESPEARE~



RURAL TECHNOLOGY ACTION GROUP  
IIT KANPUR




RESPONSIBLE BUSINESS INDIA



ICE- BREG  
BEER



# Brochure & Poster Design



### Vision

Design Programme offers well-structured course-template for students to synthesize technology and aesthetics in the service of human-needs. The programme encourages creativity, innovation, craftsmanship, and personal expression leading to evolution of products and services in the field of engineering design and visual communications. A number of projects interspersed between the courses provide adequate opportunities for brain-storming yielding product and services to meet social, environmental and business need. The state-of-the-art technology-learning laboratories prepare the students for careers in industries and also higher studies through hands-on-experience.

Being an interdisciplinary programme, design students are encouraged to take courses outside the gamut of design as well. IIT Kanpur provides a broad-spectrum of courses and infrastructure in intense academic environment to achieve the above to build-in the students' adequate knowledge to make them stand tall in their professional and academic career.



### Life at design Programme

Towards achieving our vision, the family of students at Design Programme is composed of people from varied backgrounds having unique talents. This diversity is threaded together by mutual understanding and cooperation, which characterizes the way of life here. Creativity at Design Programme is not limited to academic projects. Students regularly take-up design projects outside their academic curriculum. Creative minds come together with enthusiasm to find innovative way of problem solving.

### Infrastructure

Design Programme is well equipped to support its students in their academic pursuits. With dedicated model making studios, materials exploration studios and classrooms located on-site, yy students are given unobstructed access to advanced equipment and computer facilities. Some of the facilities are:

- Smart Materials and Structures
- Laboratory 4i Lab
- Media Technology Center
- Fine Arts Studio

A stair climbing wheel chair designed by a student -2010

### Workshops

Workshops conducted by experts from the industry, academia and other disciplines from within the institute to nurture the budding students. These workshops help students to understand various design processes and their execution within a time frame.

### Usid gurukul 2010 & 2011

USID Gurukul is being organised in partnership with Design Programme, IIT Kanpur. USID Gurukul is an inspiration taken from "Gurukul", a school concept from the ancient times in India. USID Gurukul brings together Shishyas selected from India as well as other countries representing the students and professionals from the disciplines of Design, Technology, Management and Social Sciences. These Shishyas attend Gurukul to learn under the mentorship of eminent academicians & researchers and experienced practitioners representing 15 + institutions.

Students as a part of research are encouraged to do lot of user testing and field surveys. Many of this research has been done keeping India the centric. More importance is given to cognition, ergonomics, culture and sustainability.




*Creativity is inventing, experimenting, growing, breaking rules, making mistakes, and having fun.*

Design programme

*"This world is but a canvas to our imagination."* -Henry David Thoreau

Design Programme, IIT Kanpur Page 1

Design Programme, IIT Kanpur Page 2

**AWARENESS WEEK**

Let not the television stay sleep deprived...

## SAVE ELECTRICITY...!!



**AWARENESS WEEK,  
AUGUST 2012**

## INTERNATIONAL RELATIONS: DESIGN PROGRAMME



**Contact**

**Randhir Shah**  
Over All co-ordinator  
PoWER IIT  
randhirs@iitk.ac.in  
90058-50159 87652-46122

**Abhishek Kumar Singh**  
Head Utthan IIT Kanpur  
msinghka@iitk.ac.in  
96480-50024

<http://www.iitk.ac.in/dord/power/#/home>

## Utthan PoWER, IIT Kanpur

*An initiative to target promotion of innovation, standardization, quality enhancement, productivity increment and optimization of available resources through different channels.*

**Utthan** is a joint program by Power IIT Kanpur and Indian Industries Association (IIA) in participation and guidance of NPC, QCPI, MISMEI and KPC, that aims to provide consultancy services to industries in Kanpur and and at the same time, engage students and workers in this whole development process to create innovative and capable workforce for present as well as future needs.

**Promotion of Work Experience & Research (PoWER)** is a student body under Office of Dean of Research and Development IIT Kanpur, to promote and coordinate student's research and development through industry-academia interaction helpee create future leaders of a Sustainable Innovative Ecosystem.

To achieve this mission Power offers:

- A web of experts, accessibility to institute resources, funds
- Basic skill-building projects (including lecture series, workshops, visiting trips)
- A platform where they will learn how to convert dreams and ideas into reality.
- Opportunity to participate in solving real-life challenges by working upon industrial research and projects

**Policies : Procedural Ethics**

We strongly believe in ethical practices in technology creation and development. Our all labs follow the best safety practices and we appreciate as well as promote it at all levels.

Power also abides by the IPR policy statements for confidentiality and IPR related issues.

**Benefits Students**

- More opportunities and exposure
- Value addition
- Getting financial incentives and accreditation

**Faculty**

- Development of relationships with students, fostering trust and team work.
- Quality and quantity of students participating in your area of interest increases
- Satisfaction

**Alumni**

- Opportunity of growing and /or getting attached to an interface involved in strong networking between resourceful bright past and present students of IIT.

**Outside Agencies**

- Finding Innovative and Cost Effective Solution
- Developing Highly Skilled Technical Workforce
- Involvement Of Energetic Young Minds

**Projects (completed and ongoing)**

**Core Engineering Projects**

1. Air Quality & Monitoring System (Phase-II)
2. Estimation of Heat Flux Input in Electron Beam Melting Process
3. Fabrication of Micro channels
4. Sheetal Gram Udyog Sanstha
5. Glucoband
6. Unmanned Aerial Vehicle
7. Solar Adsorption Refrigerator
8. Smart Decision Support System for Rural Economy & Development Planning
9. Immersive three dimensional real-time visual and audio realization system for urban applications
10. WebGIS based Tourist Information System

**Management Projects**

1. Lohia Starlinger Limited
2. JSA
3. NetPlast
4. Rpg
5. Satluz
6. Zorba International

**NGO/Social Projects**

1. Eco-friendly Insect Trap
2. Shiksha Sopan - Gehan Adhyan Kendra

DATE : 2nd October, 2013  
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**UTTHAN  
PoWER,  
IIT KANPUR**

**AWARENESS WEEK**

**NO mix n' match.**

**Mind your POSTURES...!!**



**thank you**

singhanubha12@gmail.com | +91-9919966965