

Making the World More Human

Shipra Shah

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User Experience Design Projects

NBA Streaming App Design



Pet care App



Employee Financial Training Platform



Video Editing SAAS Platform



Venture Capital - Design Strategy



Money for life planner



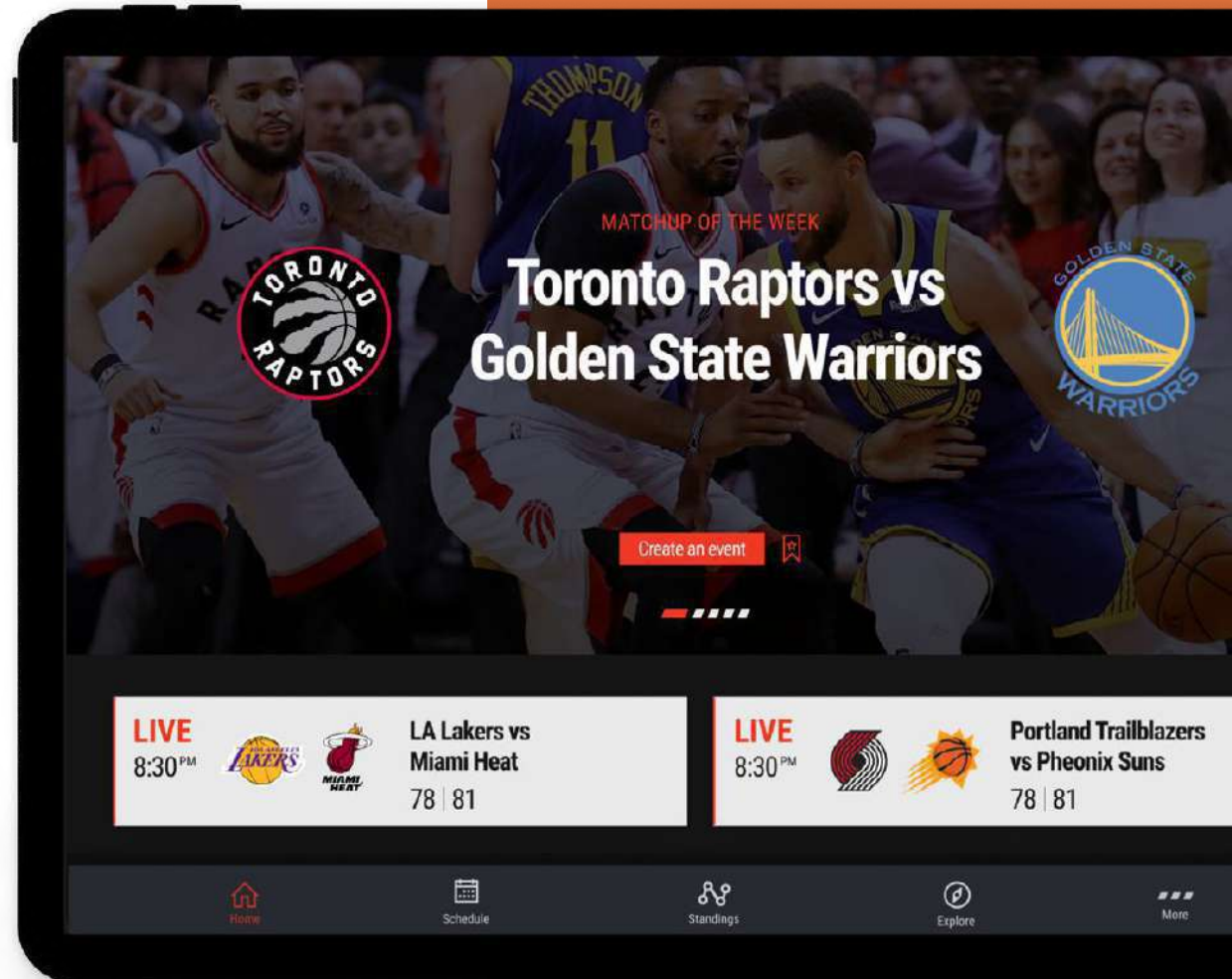
Customizable Coffee App





NBA Streaming

A sports app for avid basketball fans that works at creating a community watching experience





BRIEF

To design an application for NBA fans, a 'go-to-buddy', and engage them in the 'Game beyond the game' unlike other sports apps.

NBA fans spend 2x more time on subscriptions on fan site than regular sports fans and are an untapped monetization potential. A sports app that would be designed for everyone and not just the number crunches.

PROCESS

Problem
Competition Scan
Persona
Jobs to be done
Brainstorm - 'How might we'
Interventions
Visual Design

ROLE

Lead designer
UX Design
UI Design
Research
Prototyping

MARKET RESEARCH

We looked at NBA streaming apps, OTT platforms and gaming. We got a look into some of the features. Some of the take aways from the market research were:

- Replicating a social play/watch feature
- Live channel playback
- Exhaustive content to keep users engaged
- Multiple views along with different kind of overlays for advanced user


USER RESEARCH

Along with talking to NBA fans, we also talked to avid sports viewers to get an insight into the experience of it all.

- Social watch: People love the experience of watching sports with friends
- 2 types of users: Advanced, who keeps up with everything and some one who just watches the match
- Social media: In today's world people love sharing their life on social media, why not this?
- Users like some sort of engagement while the sport is being viewed
- There are certain experiences unique to each sport

USER PERSONA

By crafting personas we get an insight into the mind of different types of users, their motivations and what's holding them back. Here we took a key persona of a basketball fanatic to take a look at the experience from his lens. After identifying the barriers, we used them as opportunities for interventions.



Dylan, 33

I am a huge Celtics fan, if there's a game, I'm watching it. I like to keep up with all the updates and news surrounding basketball. My friends and I have the same love for the game and our conversations last for hours.

WHEN:	I WANT TO:	SO I CAN:
There is an important match for the celtics coming up	Experience the game behind the game and not just look at the scoreboard	I can stay on top of everything that has to do with basketball and discuss it with my friends
<i>Situation</i>	<i>Motivation</i>	<i>Outcome</i>

WHAT'S HOLDING ME BACK?

- Don't want to miss out on the experience of watching with friends
- Don't want to be left out of the latest action
- Missing out on off-court gossip
- Not receiving an in-depth view of the sport



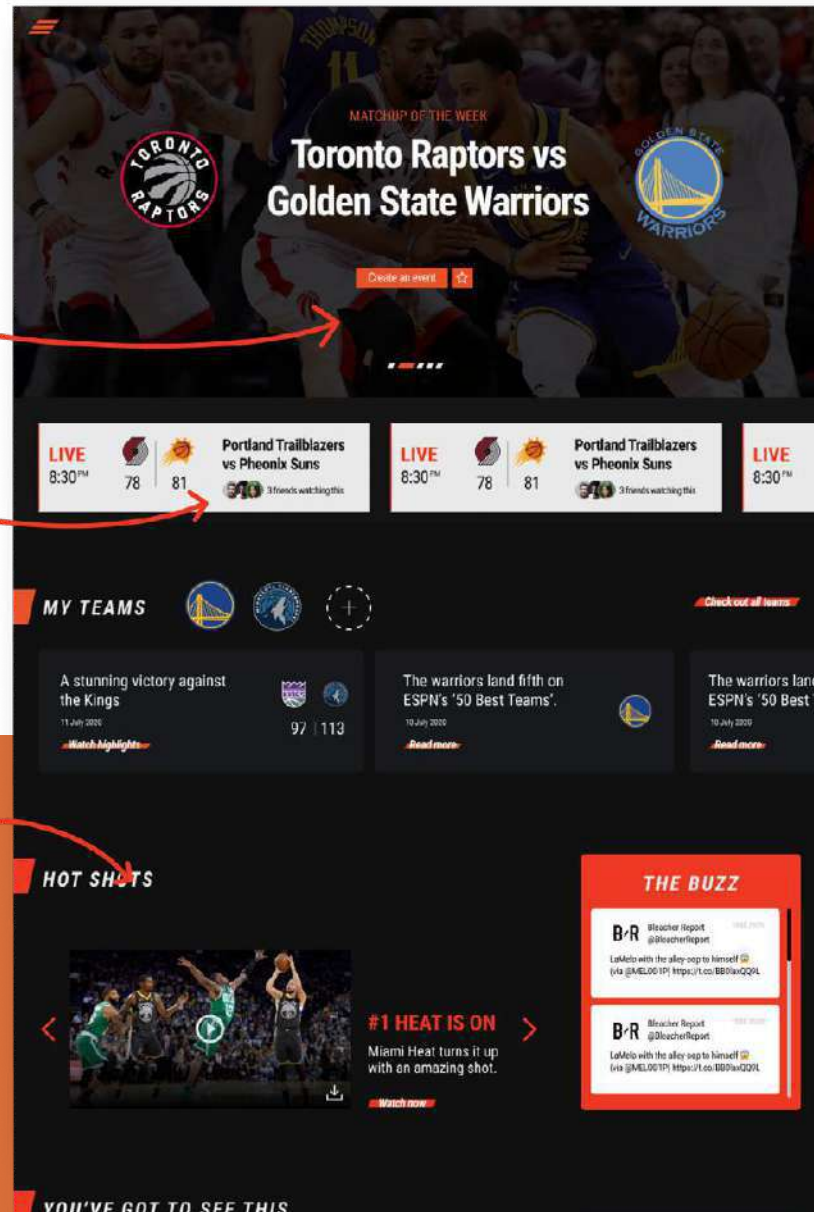
INTERVENTIONS & VISUAL DESIGN

'Create an event' feature to get the experience of watching with your friends

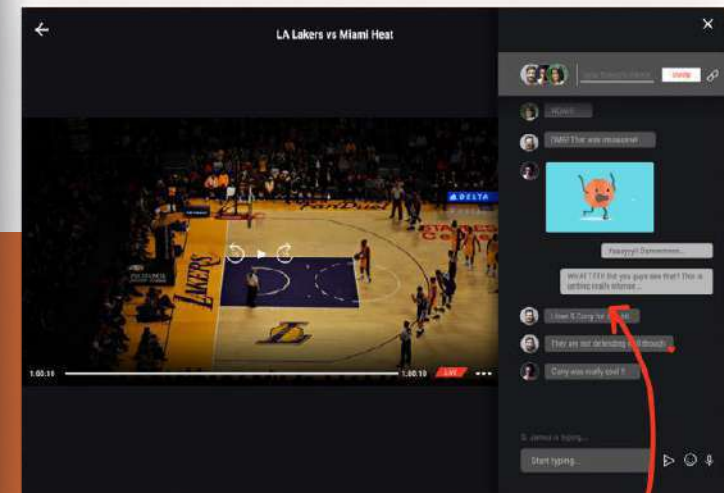
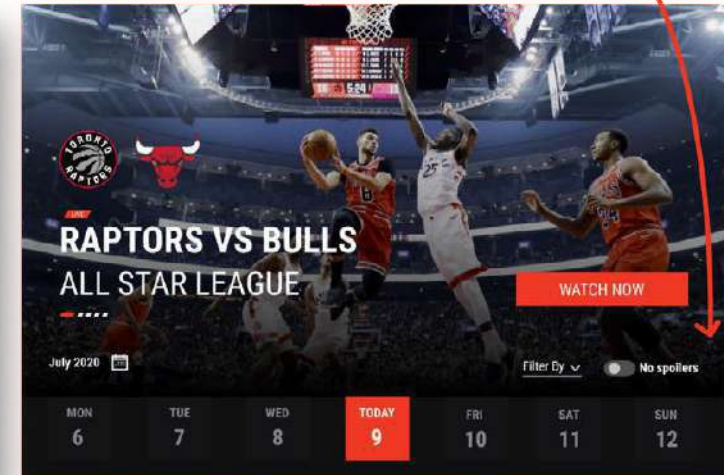
See what your friend's are watching

Personalize the app by following your favorite teams

Keep up with the buzz on social media, the 'Must see' moments and off the court gossip



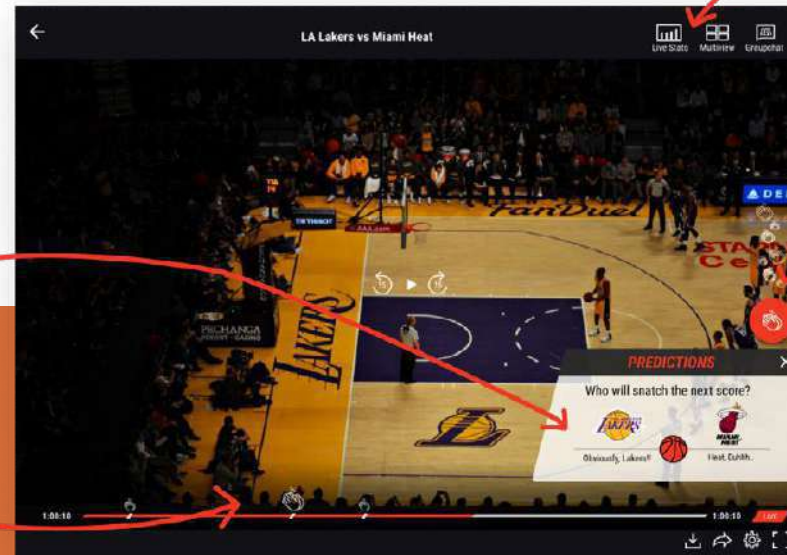
Scared of spoilers? Toggle to hide all the scores



Experience the joy of watching the match with your friends. Send reaction emojis, gifs, like messages.

Who doesn't love some stakes?
Live predict with nothing to lose

Check out and re-visit the
moments everyone loved

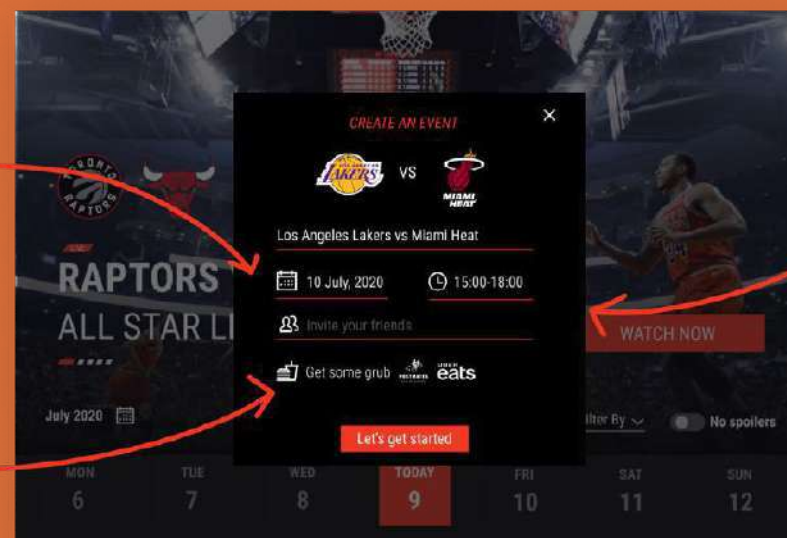


For avid NBA followers:
Live match statistics, split screen
and group watch features

Give live reactions to iconic
moments within the game

The watch party will sync to you
and your friend's calendars

What's a game without some
munchies? Pre-order some food to
have a relaxed viewing experience

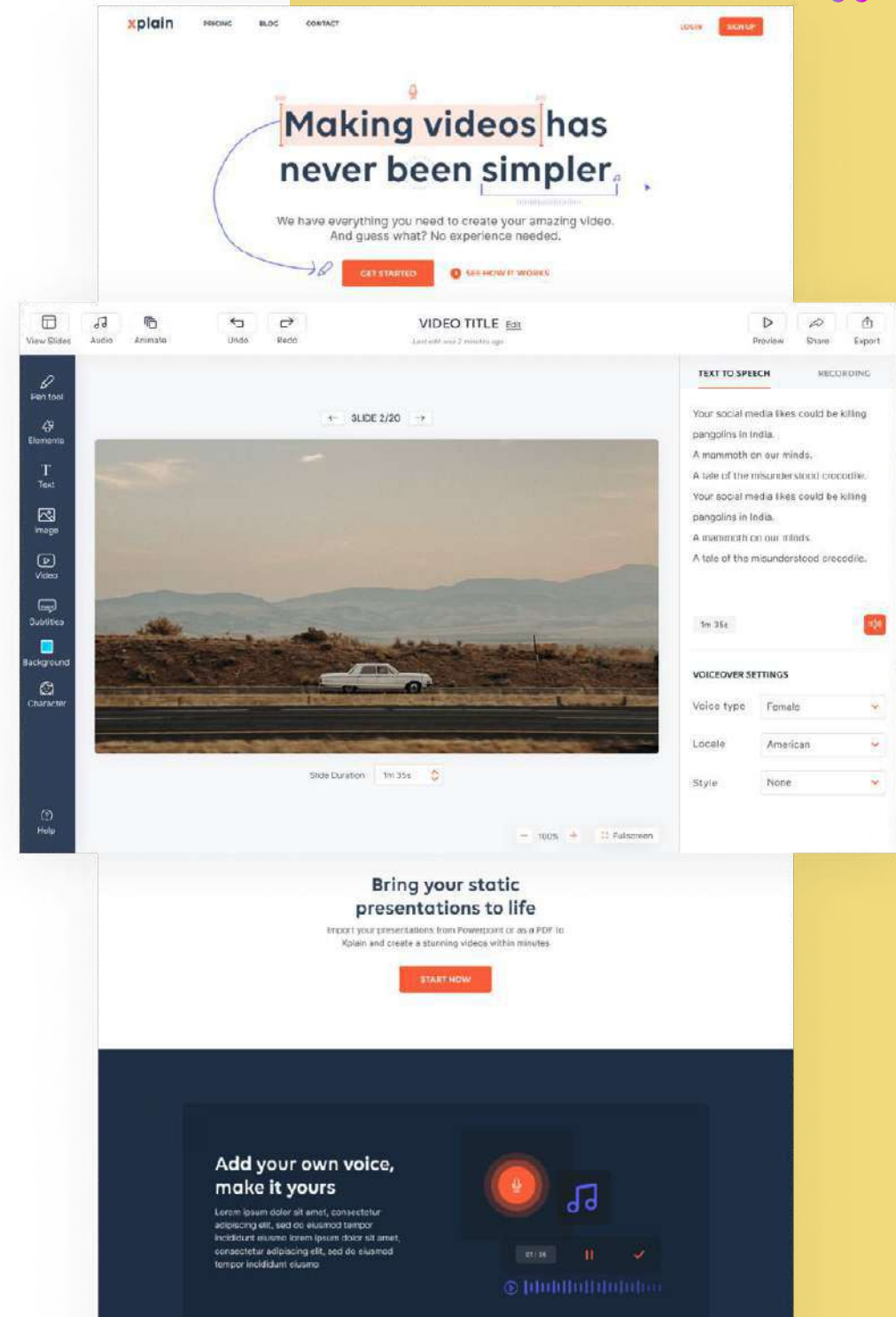


Make a party out of the game!
Invite your friends and have a
virtual watching session

xplain

Video Editing SAAS Platform

A presentation to video editing tool that simplifies the process of video creation for whoever wants to use the tool





BRIEF

A video creation tool that uses your presentations to create a video. The tool should be designed for a novice user who is not used to other complex platforms.

PROCESS

Benchmarking
Features
Information Architecture
Wireframing
UI Design
Landing Page Design

ROLE

Designer
Market Research
Ideation
UX Design
UI Design

BENCHMARKING

The idea was to create a tool that is as simplified as Canva-like platforms for all categories of users. Some takeaways from these applications are:

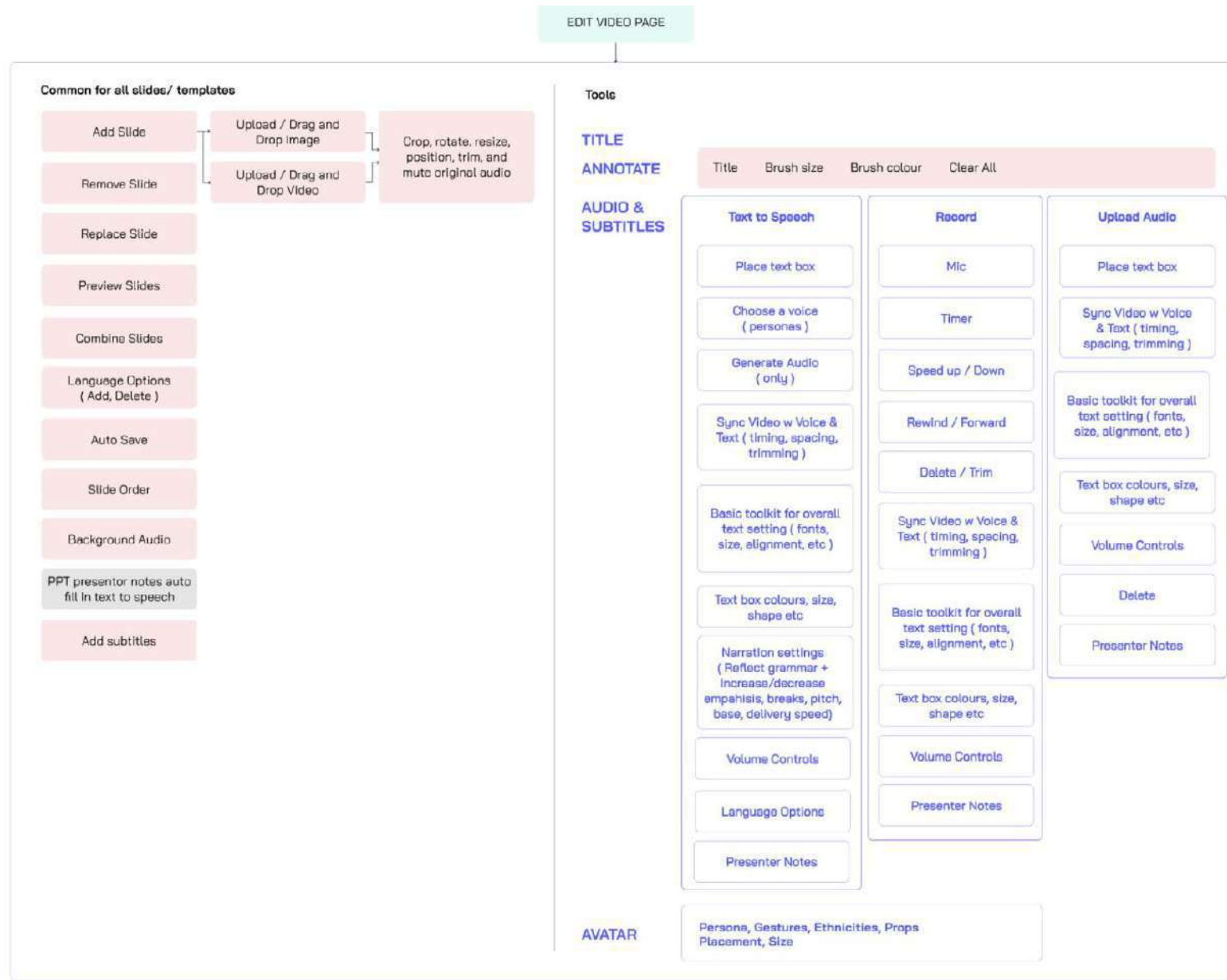
1. Simplified use
2. Guided journey
3. Onboarding
4. Clear iconography
5. Multi-functional features





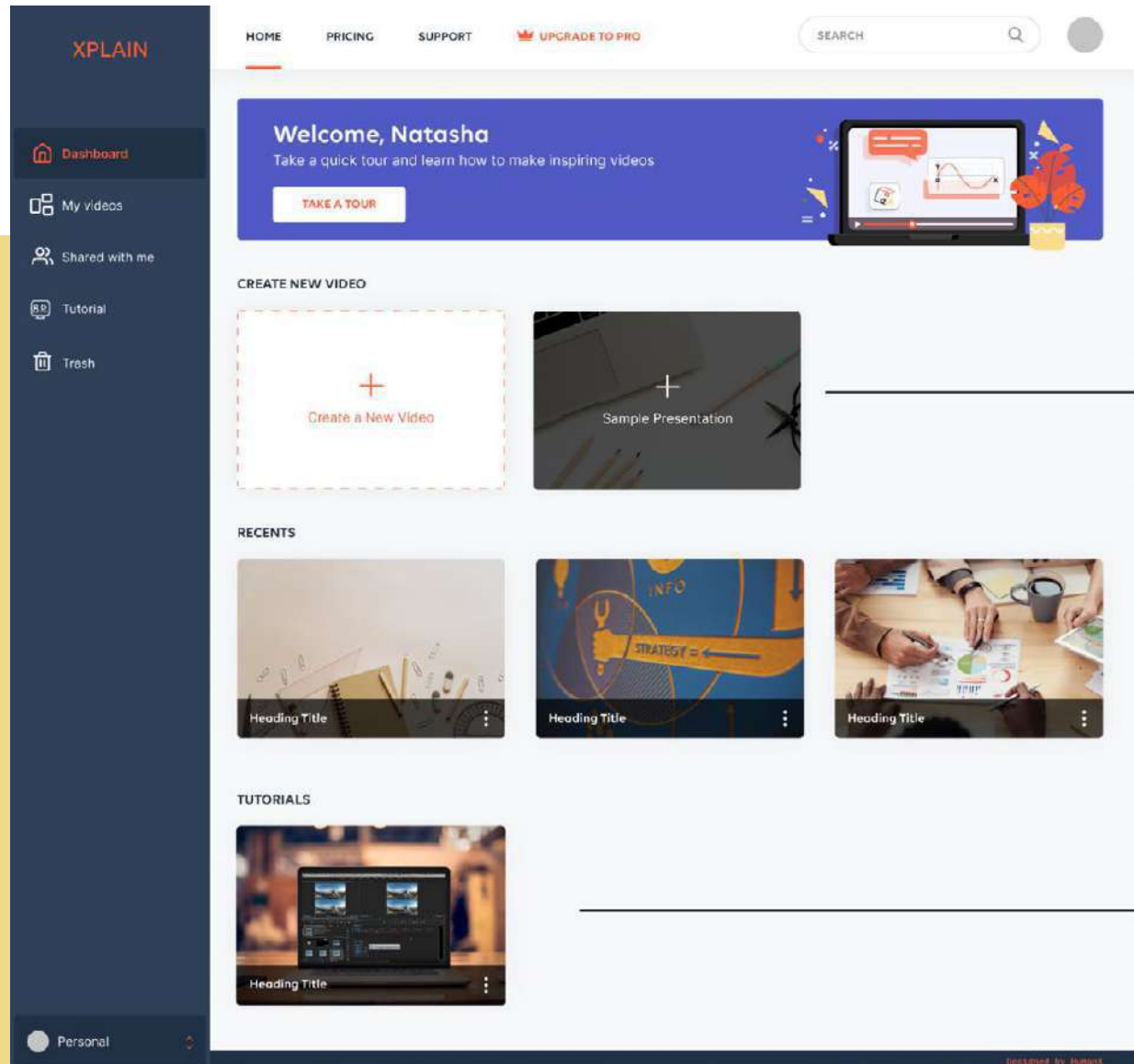
INFORMATION ARCHITECHTURE

After finalizing the features (explained in detail ahead) we created the information architecture to see how they fit into the user journey and the structure of the app.





DASHBOARD

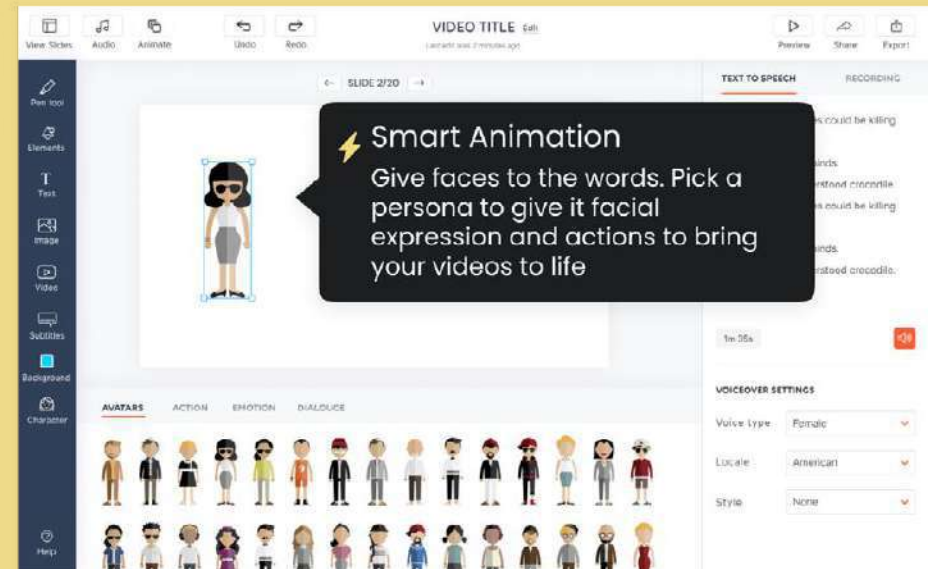
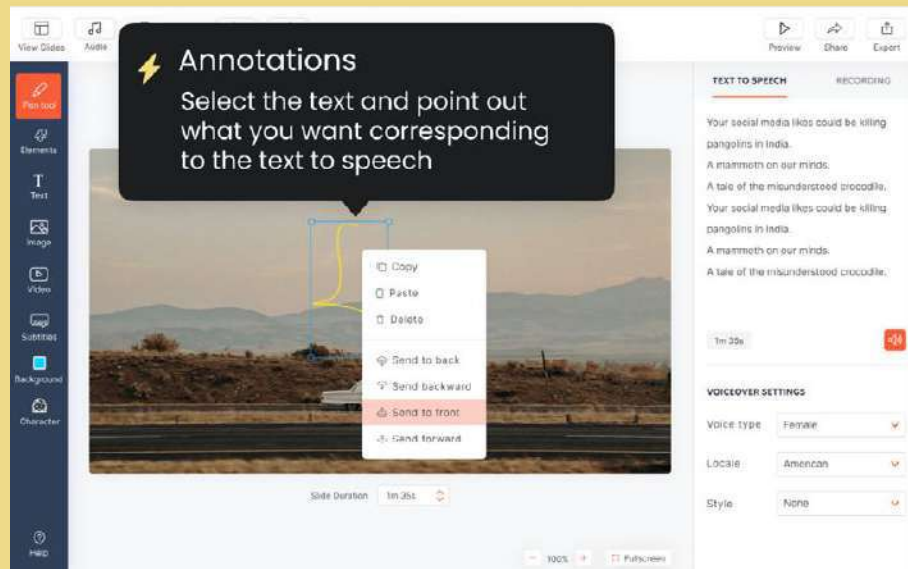
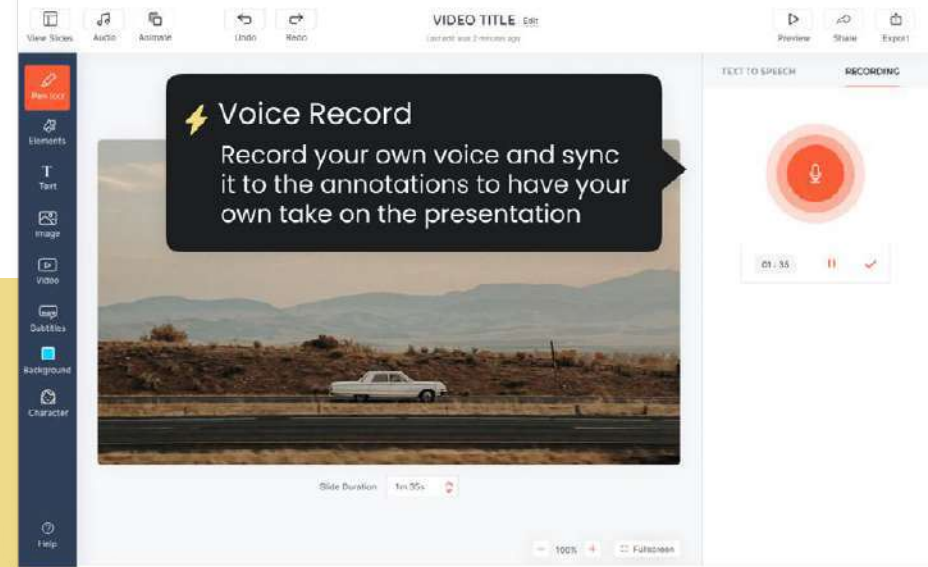
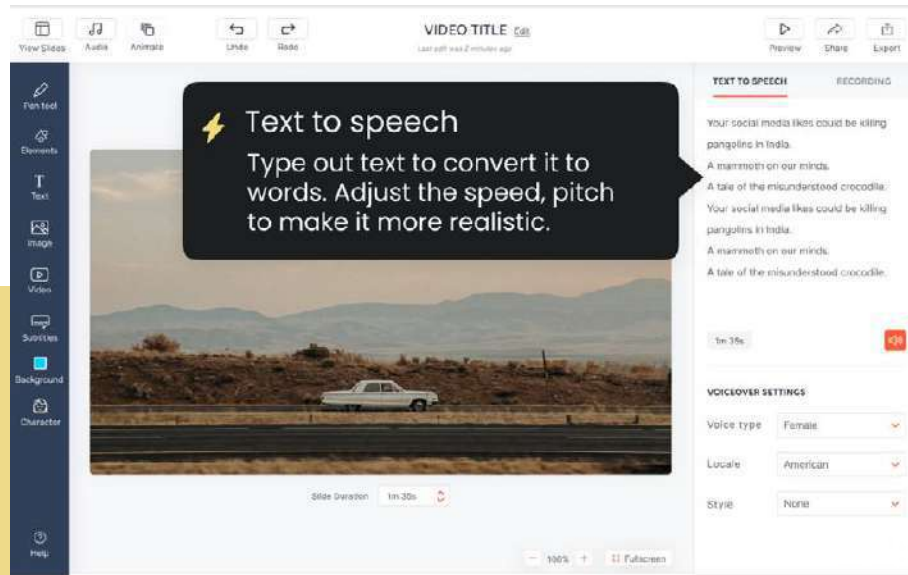


Take a tour
Familiarizes the users with the functionalities of the tools to make it easier

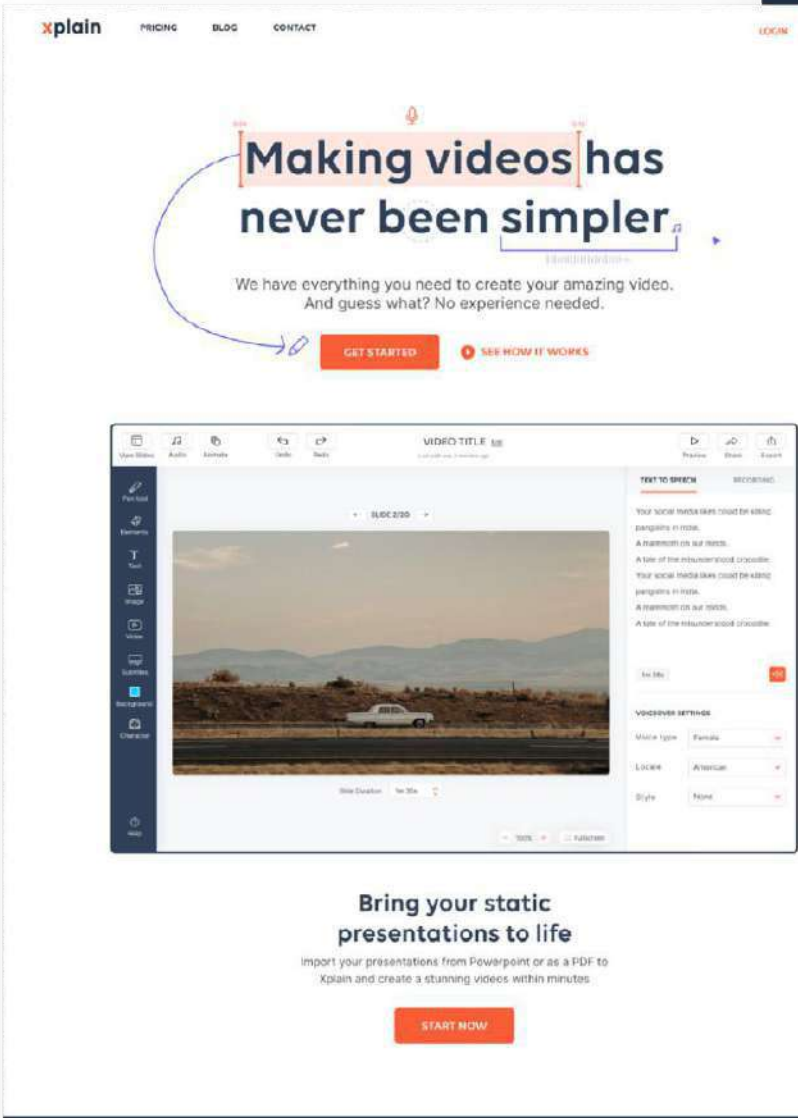
Sample presentation
For users with no presentations to use. A sample template for the users to play around with.

Tutorials
Content that is going to help users make better and comprehensive videos

EDITOR TOOL

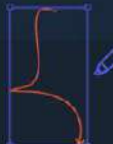


LANDING PAGE



Add your own voice, make it yours

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ANIMATION
Fade in & out
Fly in
Dissolve
Zoom
SWIPE!

Smart annotate important bits

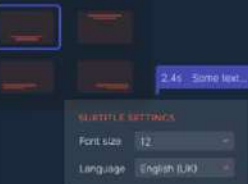
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Live it with avatars & animations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt eiusmod lorem ipsum dolor sit amet, consectetur adipiscing



THEME



Accessibility with language and subtitles

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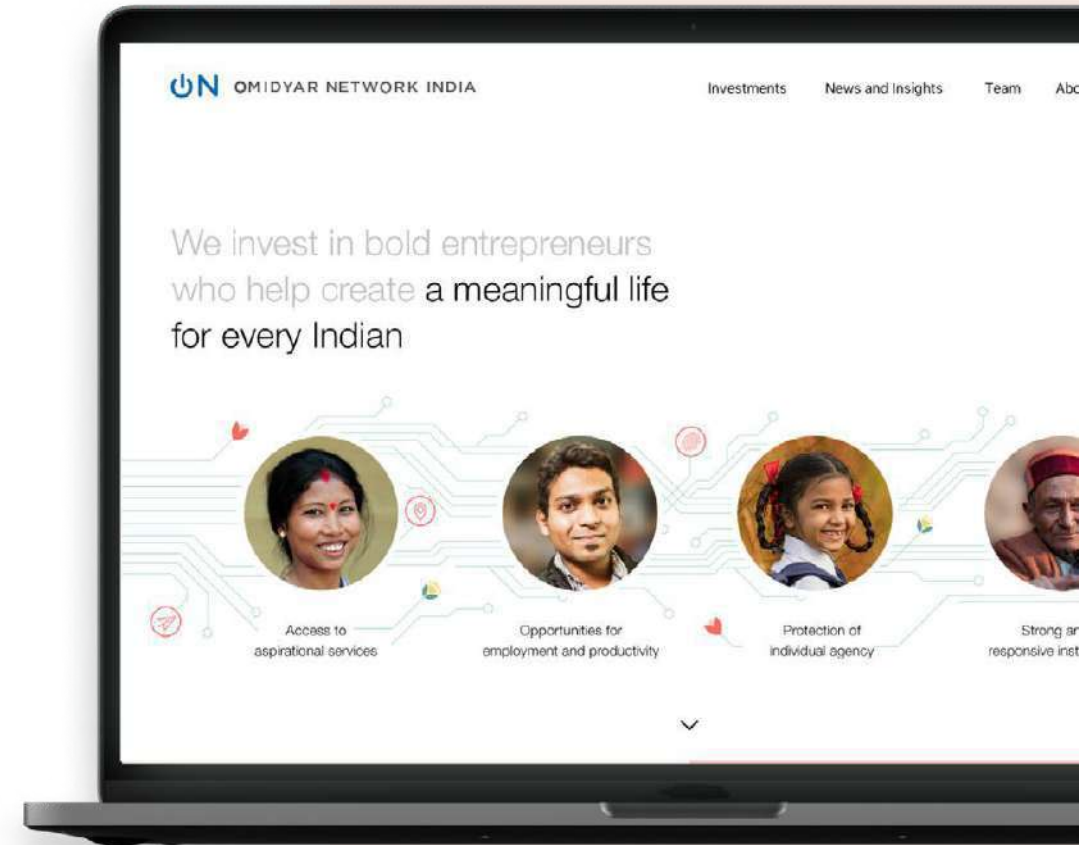
Expand your reach with Xplain

Create videos for a number of platforms with our templates



Money For Life Planner

An online personal financial planning tool that helps plan your complete life with all your goals.





BRIEF

To re-design an existing robo-advisory tool to make financial planning easier.

PROCESS

Problem
UX Audit
User Flow
Wireframe
Visual Design

ROLE

Lead Designer
Researcher
UI Designer
User Testing

PROBLEM & UX AUDIT

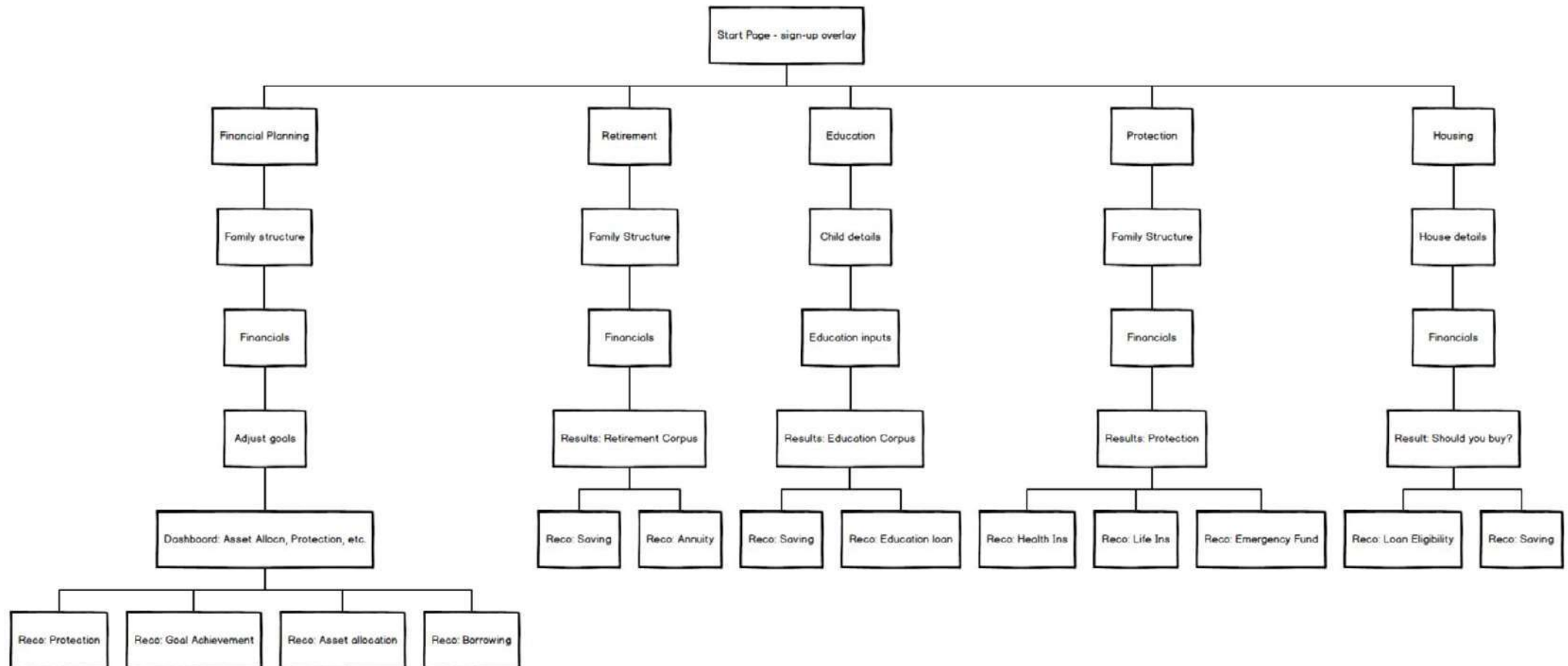
Financial planning is bane of our existence. With big words and confusing charts we tend to dread the day. With MoneyforLife Planner we aim to make the financial planning for your entire lifetime easy and help achieve your goals. After conducting a thorough UX audit of the existing tool, we narrowed down on certain problems that we aim to improve upon:

1. Too many details are asked at the start making users hesitant to giving details resulting in exit
2. Would prefer to allow for skipping fields to get a glimpse of the end result to develop trust
3. Process takes too long to complete which is demotivating
4. Users need to be educated on financial terms
5. Skeptical about using since they don't know what the end result will be.



USER FLOW

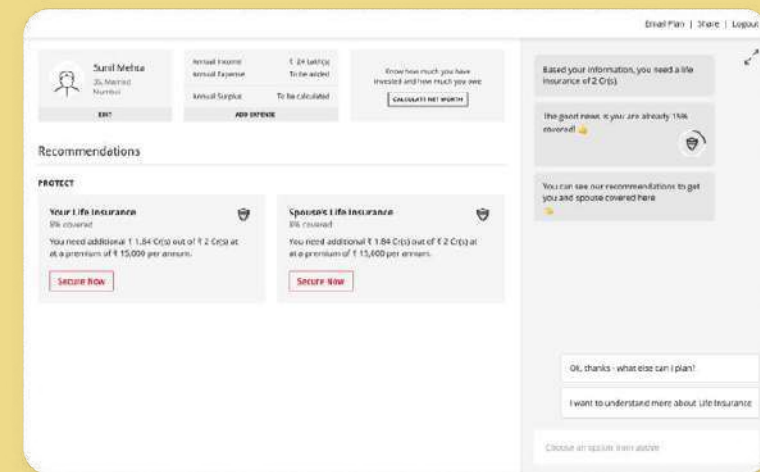
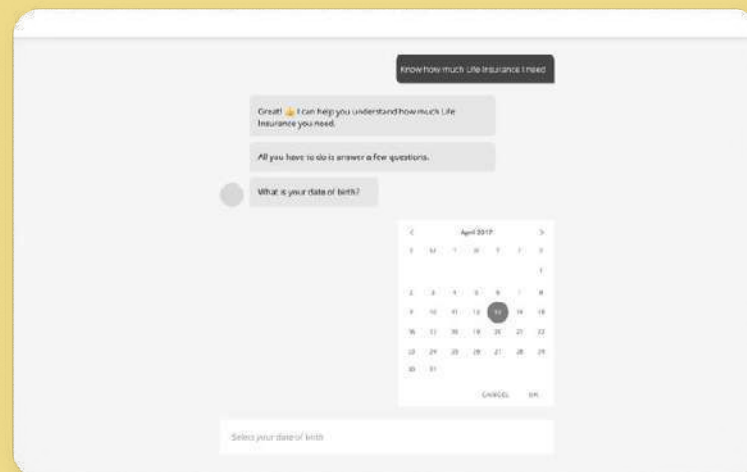
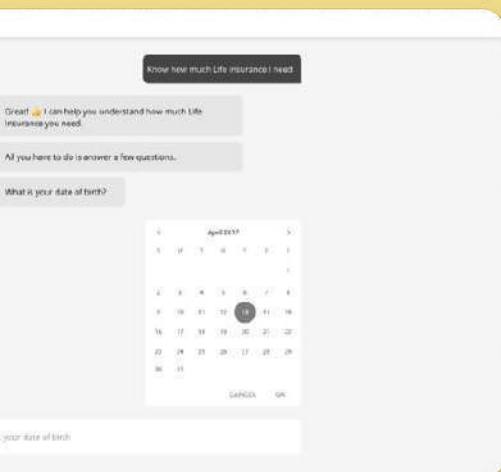
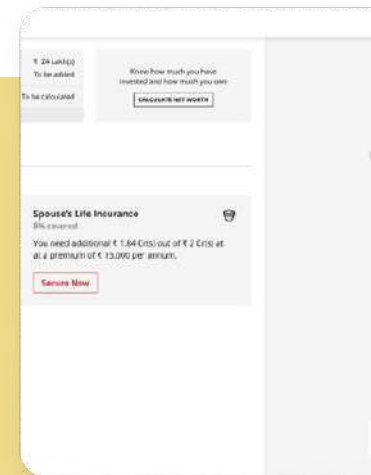
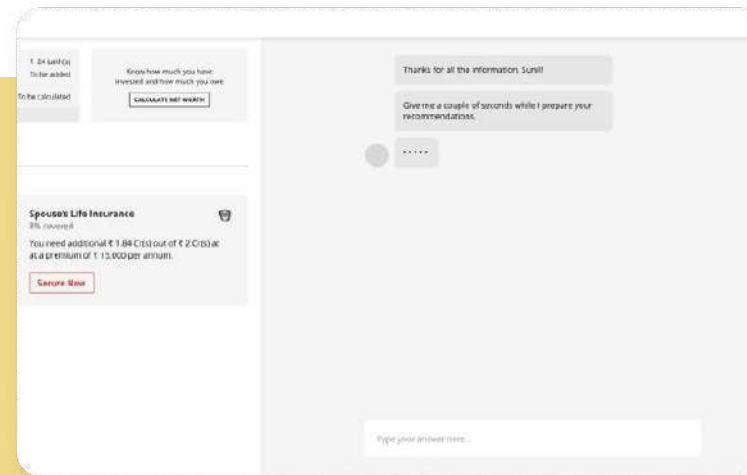
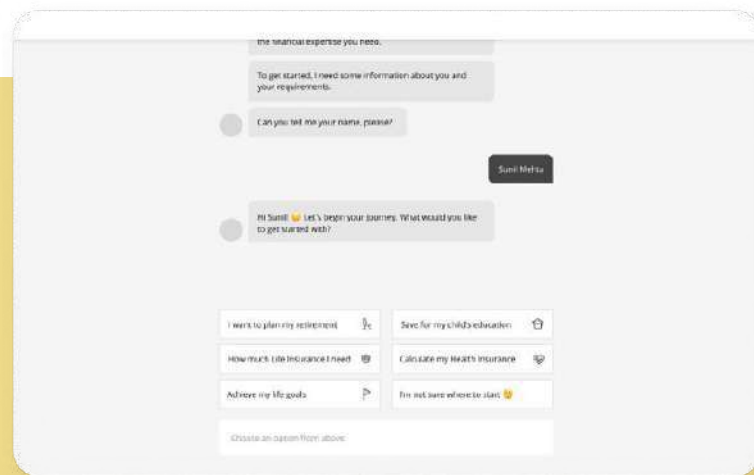
We created a very basic user flow to get an idea of how the user will go through the journey from the entry point to the end giving us an idea of where the friction occurs in the journey.





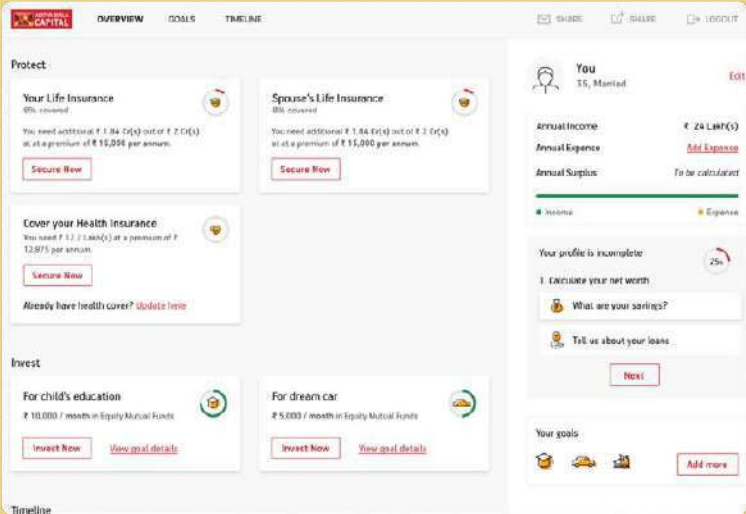
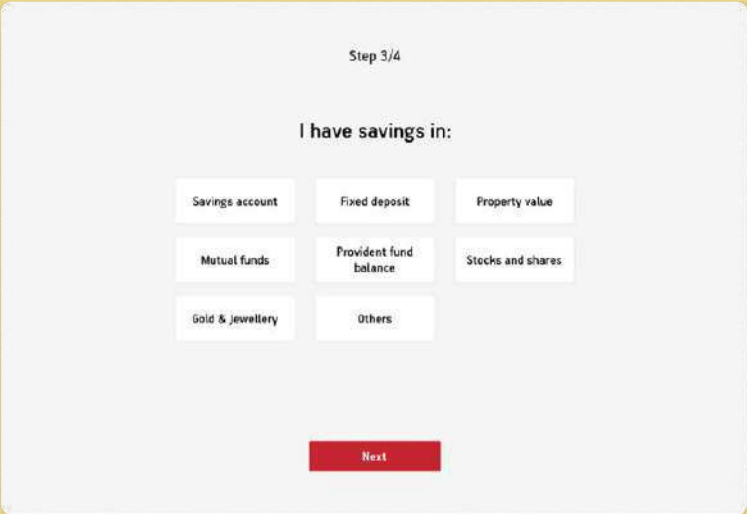
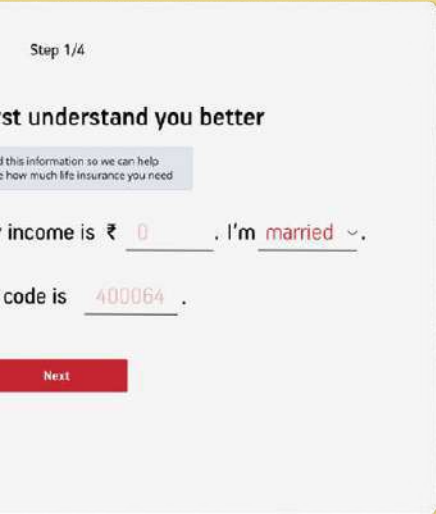
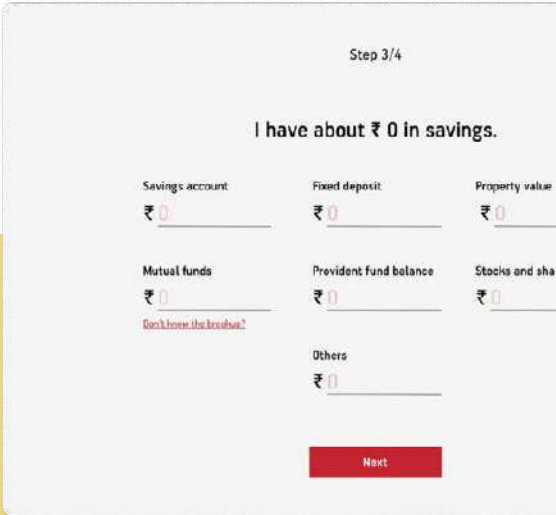
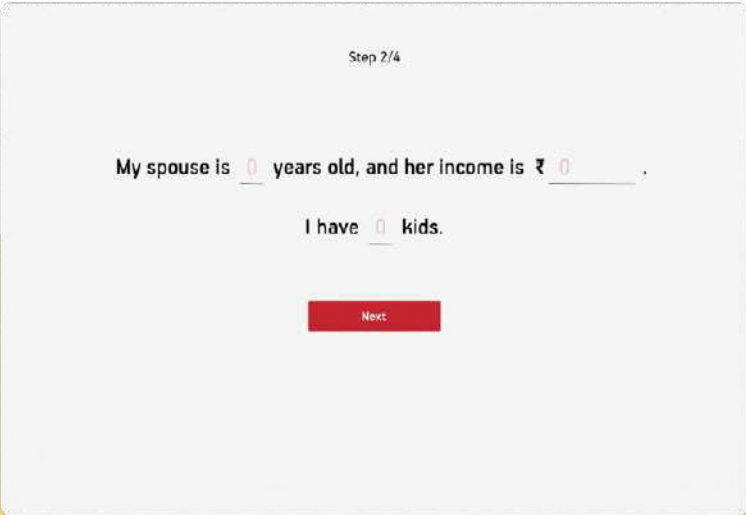
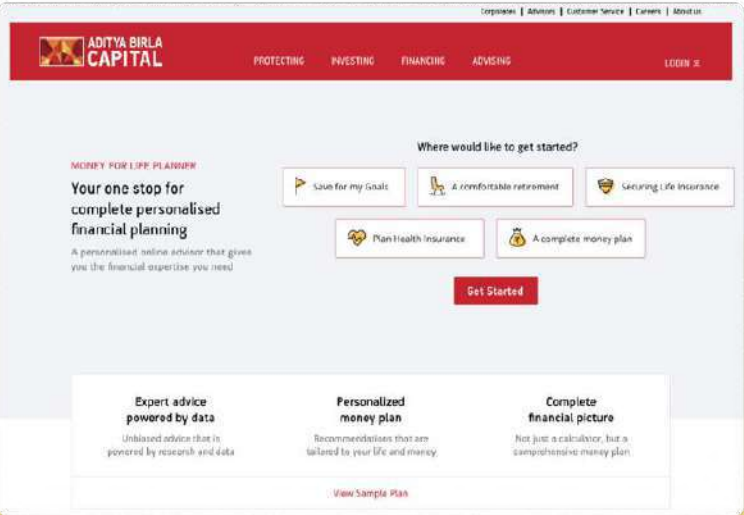
WIREFRAMING + INTERVENTIONS

1. Conversational UI to put the user at ease and add some trust
2. Maximum actionable dashboard
3. Allows user to come back and add details later
4. Choice-based UI for easier and less tedious form filling





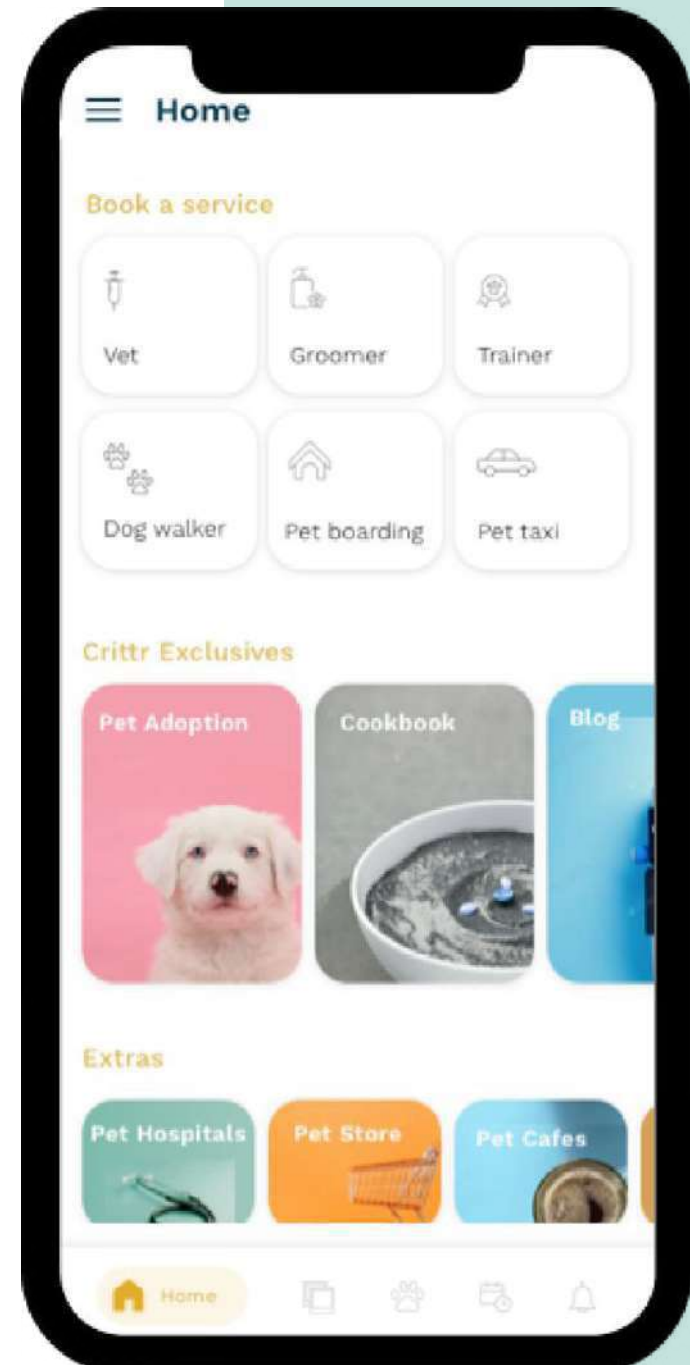
VISUAL DESIGN





Crittr | Pet Care App

An animal welfare organization operating with the purpose of improving the lives of animals, with a focus on pets.





BRIEF

To build a digital ecosystem that will help humans care for animals better.

PROBLEM & UX AUDIT

There is currently no single platform for pet owners that caters every pet's needs at once. Crittr brings together all stakeholders interested in animal services. As an app, Crittr would primarily be designed to address all needs of pets through a single, easy to use platform. It also serves as an emergency rescue, aids adoption and care for strays.

PROCESS

Problem
Competition Scan
Survey
Persona & Jobs to be done
Brainstorm-'How Might We'
Information Architecture
Wireframe
Visual Design

ROLE

Lead designer
User Interviews
Research
UX Design
Wireframing
UI
Prototyping

COMPETITION SCAN

A mobile app with dual functions of one being an aggregator that connects pet owners to the services they need and a rescue app creating a proactive network of volunteers to conduct as many rescues as possible. Such dual functions are not offered by any other app in the market.

PAIN POINTS FROM USER SURVEY

- Finding a healthy pet: Lack of verified information related to adoption.
- Finding a vet they can trust: Vets are an integral part of a pet parent's life, users want to be comfortable with them and need them to be available in emergencies.
- Uncertainty of services: The users want reliable and trustworthy service without having to try and test.
- Insufficient knowledge on rescue protocols: When in face with the situation where an animal needs to be rescued, users are unaware of the next steps.

PERSONA & JOBS TO BE DONE

We created a user persona for segment of users which is pet parents. From the persona's situation and motivation, we can pinpoint the jobs to be done by which we understand the user's barriers.



Rachel, 23

PET PARENT

Full-time graphic designer based out of Mumbai. Living alone with pet cat Simba. Considers Simba her own child. Waits for the opportunity to help pet-sit for her friends when they are out of town.

WHEN:

I am considering to adopt or buy a pet

Situation

I WANT TO:

Be informed of all my options

Motivation

SO I CAN:

Find a healthy pet and have all resources to take care of it

Outcome

WHAT'S HOLDING ME BACK?

- Lack of verified information related to adoption
- Finding trustworthy and reliable services
- Not sure what the correct option is
- Needs guidance on how to take care of the pet

01

Provide her with information related to adoption

02

Guide her in taking care of a pet

03

Help her give their pet the best care she can

04

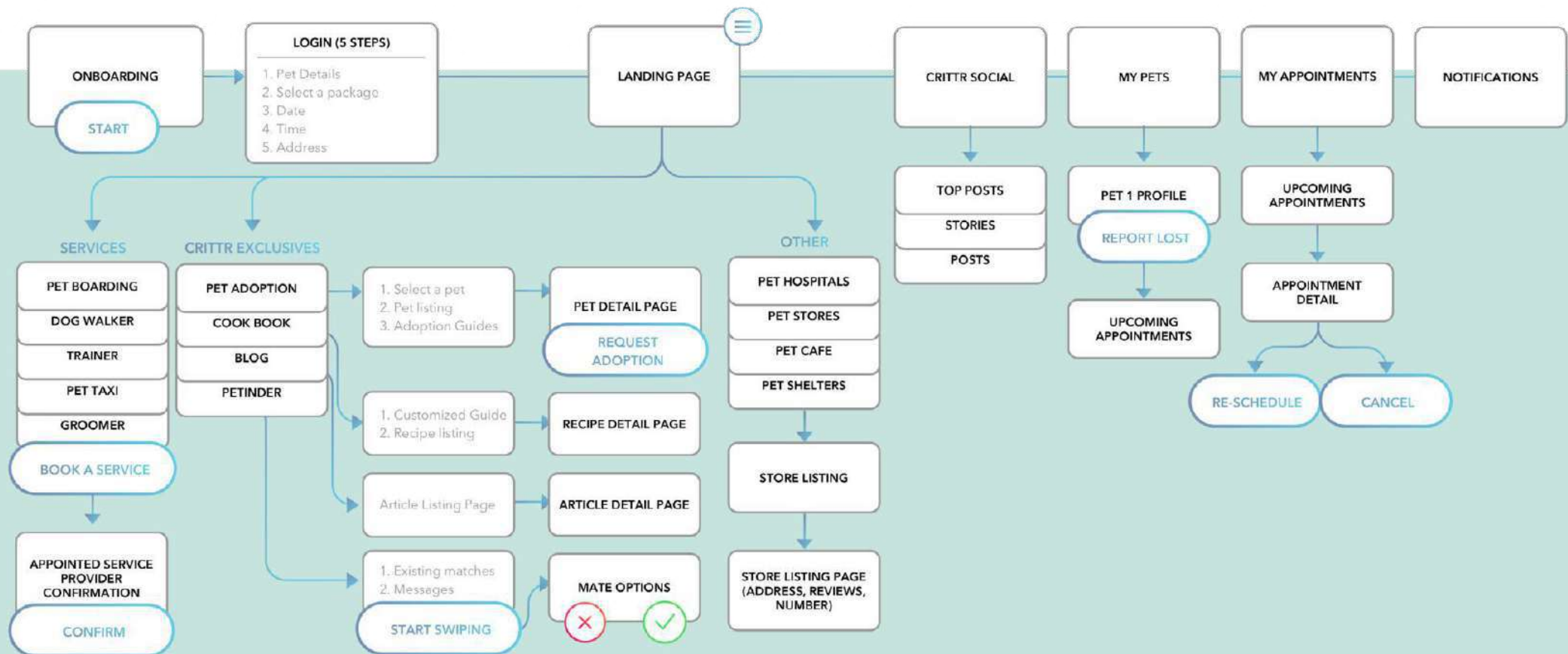
Give her a list of verified services she trusts

05

Share adoption notices with foster parents

INFORMATION ARCHITECTURE

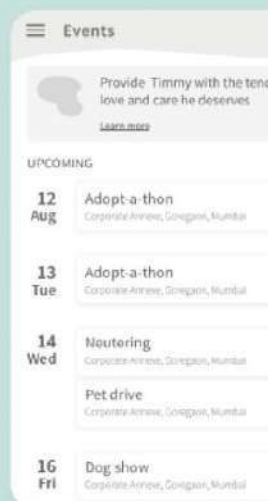
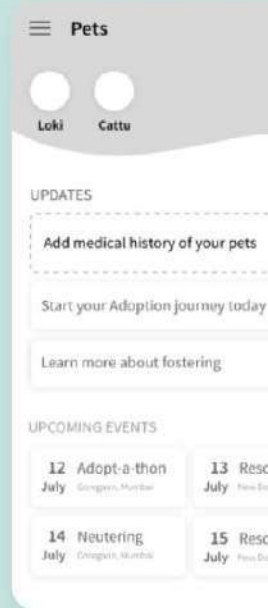
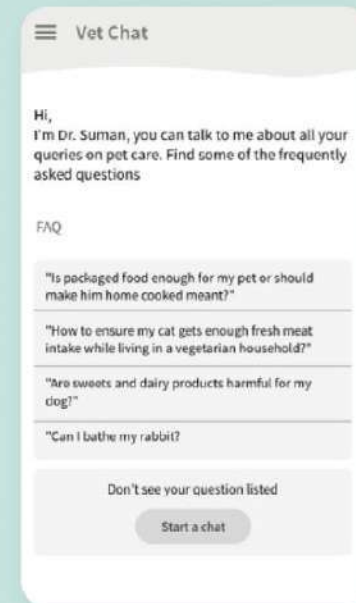
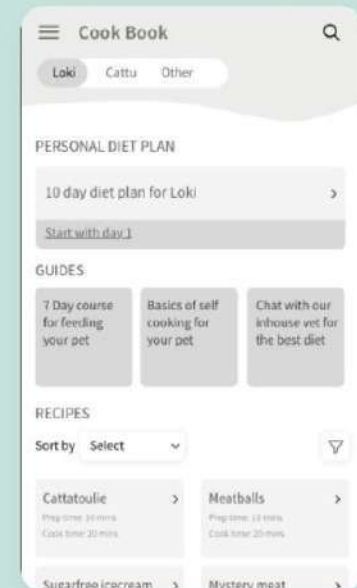
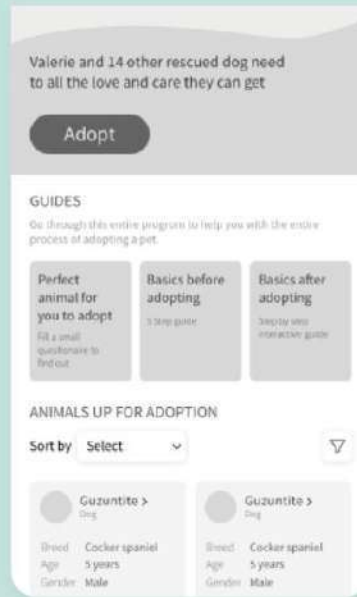
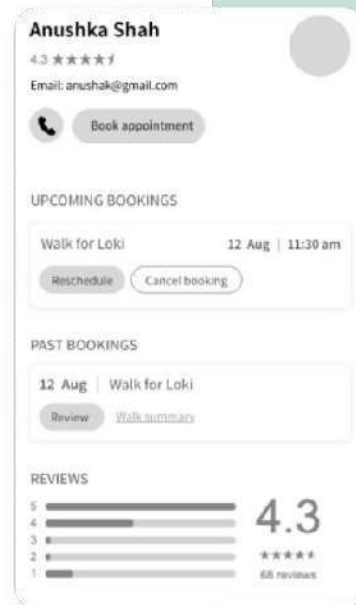
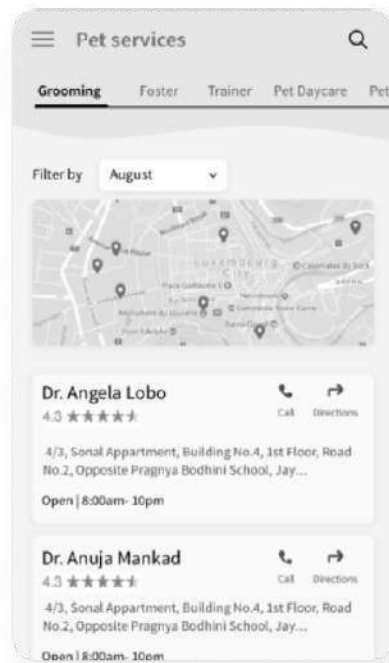
Creating this structure helps visualize the features and information hierarchy from a bird's eye view. We included the interventions from above to see how they fit into the app.





WIREFRAME

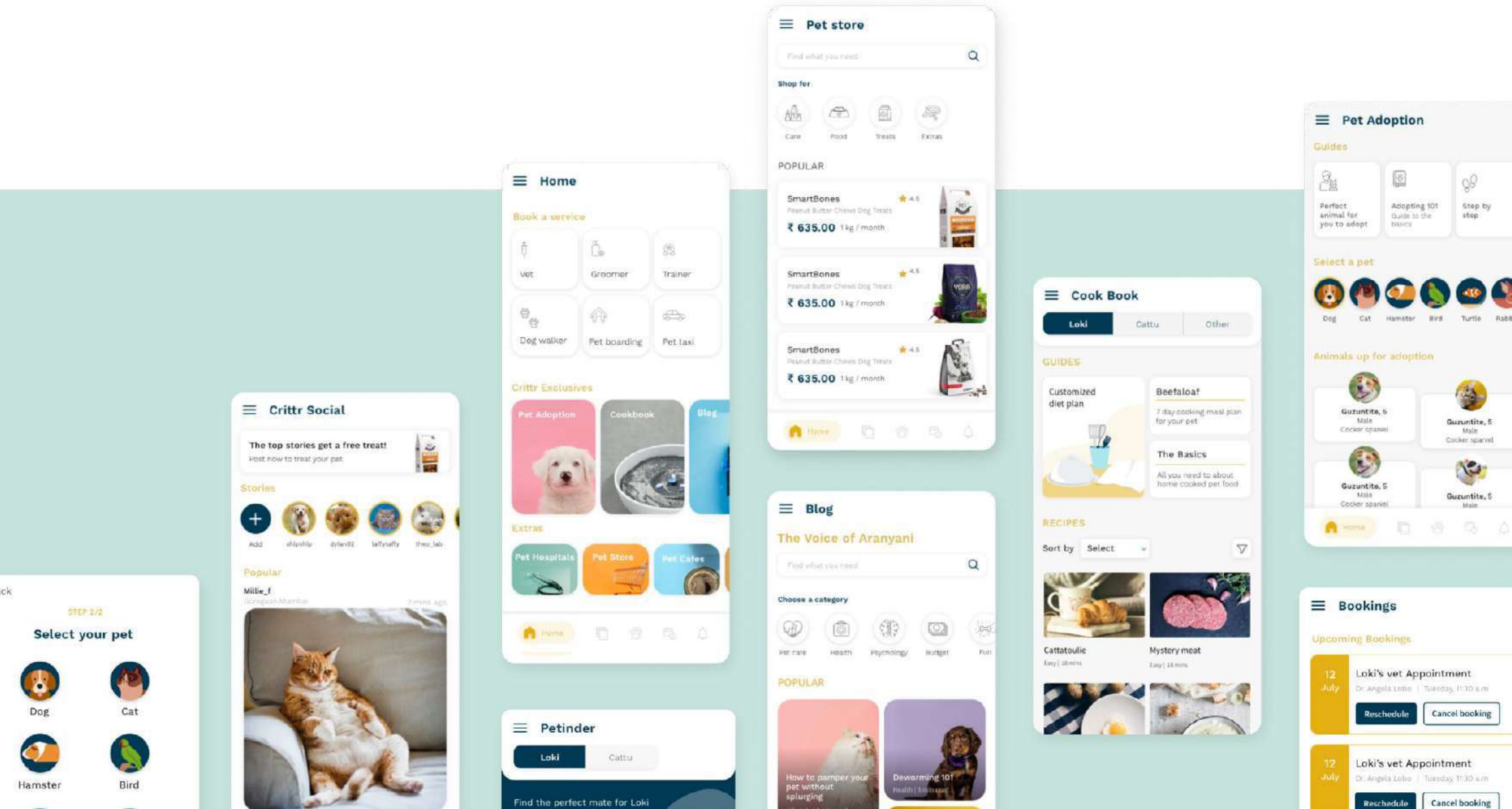
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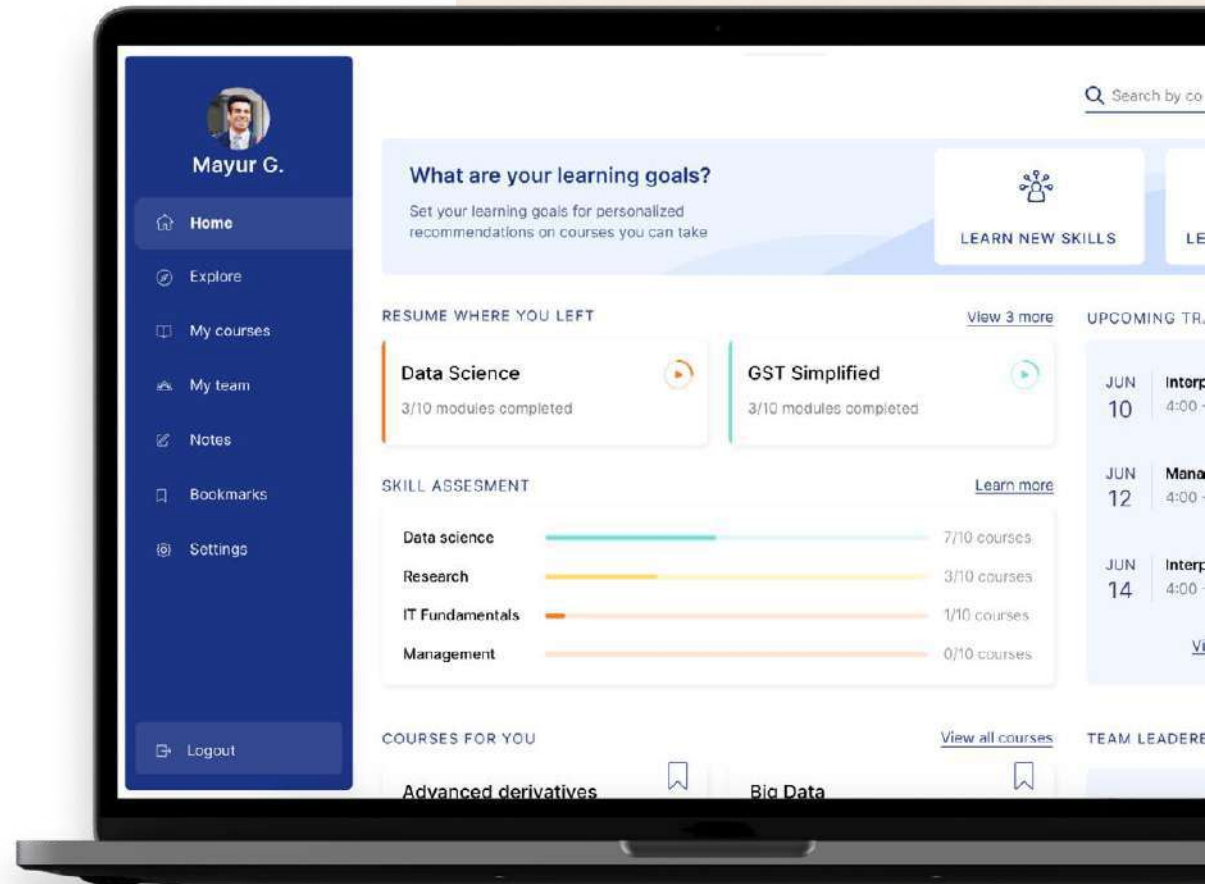
VISUAL DESIGN

We chose an interface style which best suits the user base. We went with a contemporary UI style using minimalistic elements while showcasing the illustrations as the hero. We used shadow card styles and different icons to prevent monotony.



Employee Training Portal

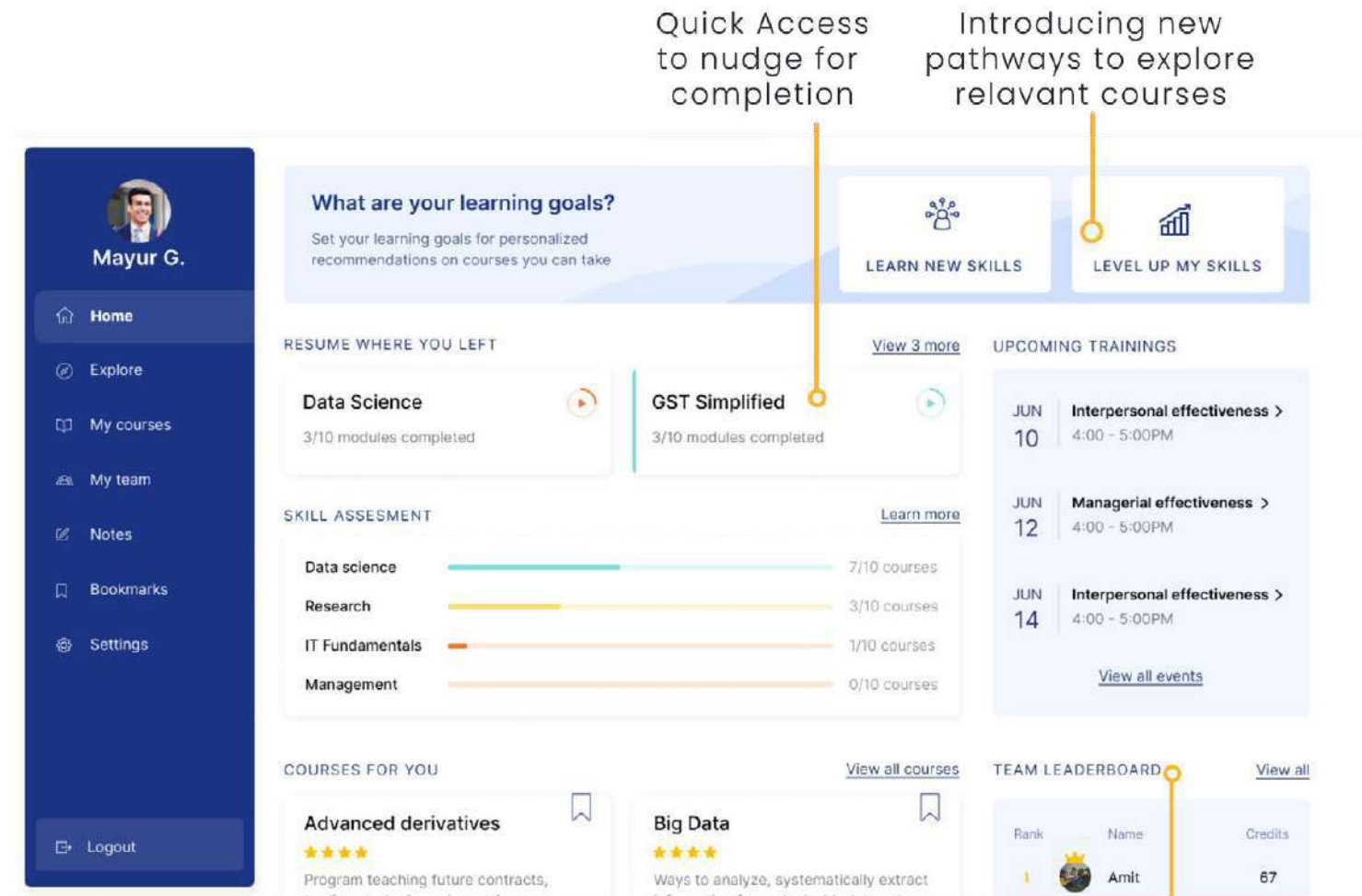
Employee training platform designed to enable a culture of learning through personalised nudges





INTERVENTIONS

Hyper Personalisation, Gamification, People like me and Multiple pathways to explore new and relevant course material

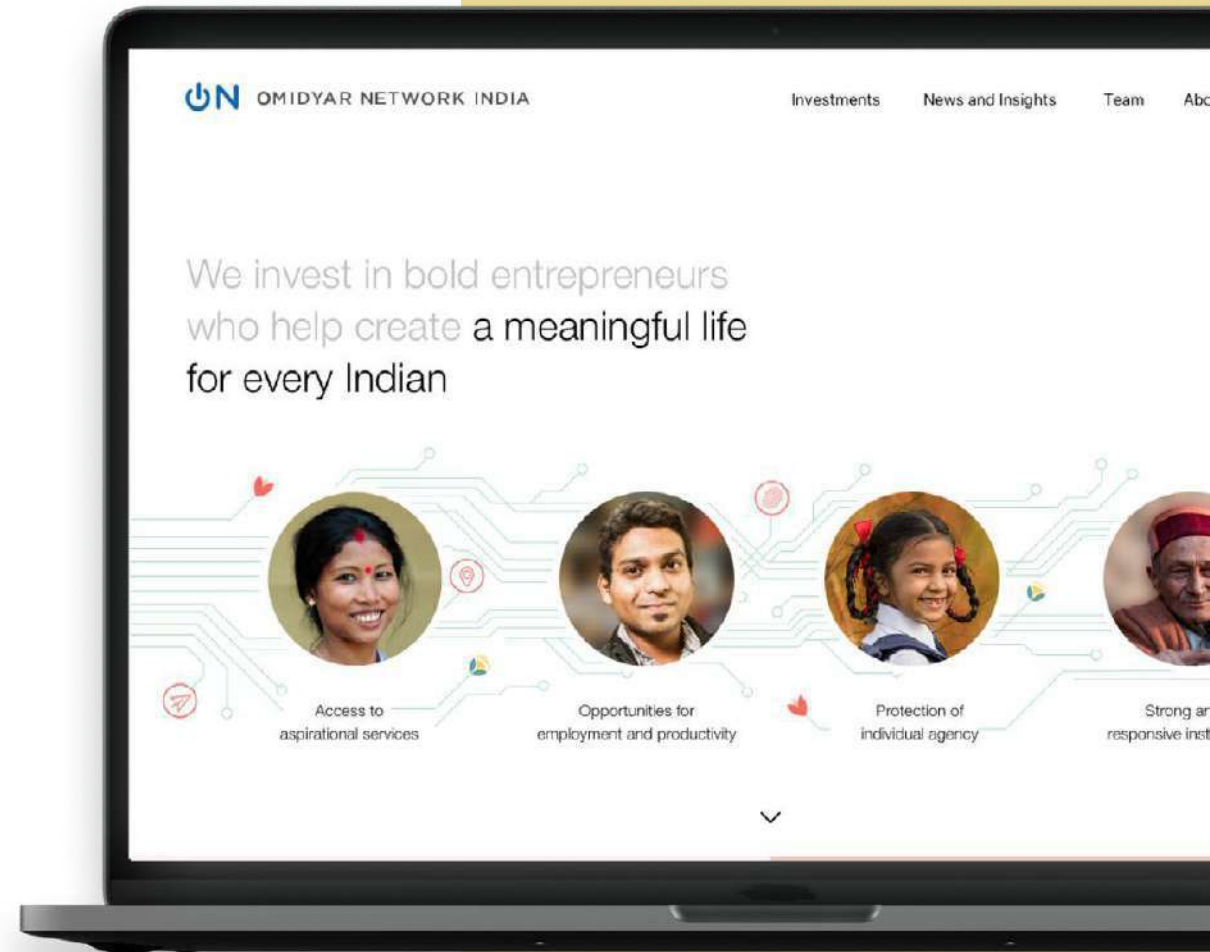


Healthy
Competition and
Social Proof



Omidyar Network- Design Strategy

An investment firm helping drive empowerment and social impact at scale, working with entrepreneurs in the private, non-profit and public sectors, who tackle India's hardest and most chronic problems.





BRIEF

Creating a responsive website with a new visual language which reflects India through their perspective.

PROCESS

Define the Goal
Discovery
Define Principles
Visual Style Exploration
Visual Design
Responsive Design

ROLE

Lead designer
Concept creation
Illustration
Wireframes
UI
Prototyping

THE GOAL

The website's visual grammar is an amalgamation of Indian culture coupled with the progressive force of digitization. The objective of the website redesign was to showcase Omidyar Network India's mission to empower the lives of all Indians, while also increasing average time spent per page and making platform more Informative.

FOCUS AREAS

- Diversity
- Highlight the impact
- Visual Storytelling approach

DESIGN PRINCIPLES

01

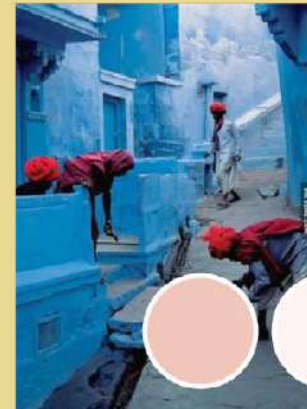
Designing the
experience, not screens

02

Building individual
connect with the brand

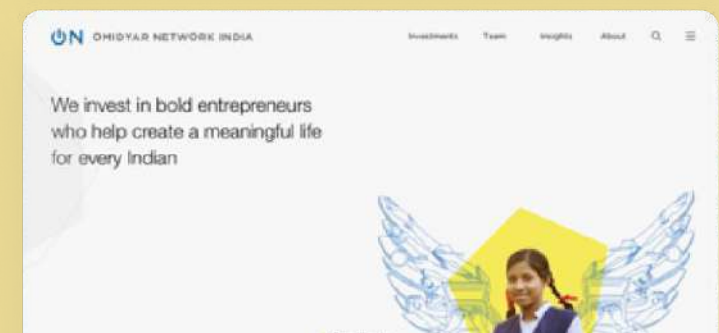
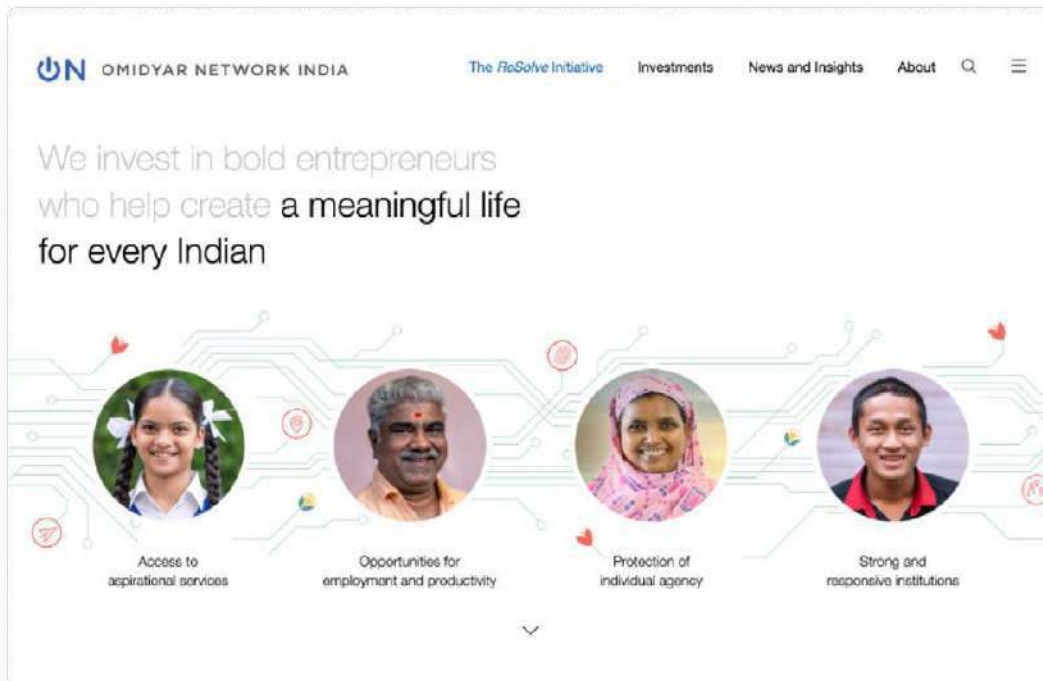
03

Nudging to become a
part of the community



VISUAL STYLE EXPLORATION

The final visual style was narrowed down to something that not only represented the technological aspect of the institution but also made it authentically Indian. Incorporating Indian motifs and elements set it apart from the parent company Omidyar Network.



VISUAL SYSTEM DESIGN



Brand Identity

It conveys the story and the cause of the brand. An impression of Omidyar Network India was created as:

- A storyteller
- Relatable
- Reflecting impact
- Showing diversity of India



Graphics

- Illustrating the impact created by Omidyar in rural areas.
- Showing diversity through Indic script.
- Background pattern inspired by Indian motifs.
- Circuitry to show technology



Imagery

Using powerful imagery that showcases the bright side to the lower income population. Showcases emotions of upliftment, resilience, motivation etc. aspect linked to uplifting the rural area.



OMIDYAR NETWORK INDIA

The ReSolve Initiative | Investments | News and Insights | About

We invest in bold entrepreneurs who help create a meaningful life for every Indian

- Access to aspirational services
- Opportunities for employment and productivity
- Protection of individual agency
- Strong and responsive institutions

Investments

drink prime

gov.

FES

give

Goodera

Healio

HEALTHMARK

i2e1

IDEA INSTITUTE

IFMR

iihs

iMerit

102 active investments

₹2135 crores invested (\$350 million)

~550 million lives touched

part of a global network

The ReSolve Initiative

The ReSolve Initiative will invest in building solutions for two long-standing thorns – MSMEs and migrant workers. With the effects of Covid-19 likely to last for at least another 12 to 24 months, the initiative will look to entrepreneurs, thought leaders and policy makers to come together to reform and resolve the issues plaguing those areas.

[Learn more →](#)

Digital Identity →

We fund companies, nonprofit organisations and research initiatives that work on **5000.00**, which embodies **ability, privacy, inclusion, user value** and **identity**.



that can improve learning outcomes by reimagining what is taught and the 21st century.



Citizen Engagement →

to who focus on strengthening the citizens and government.

Emerging Technology →

We invest in iconic, innovative technology companies in impactful areas with the potential to achieve massive impact at scale.



Financial Inclusion →

We invest to help create financial products that are flexible and affordable for the aspirational Indian, small businesses, and small and marginal farmers.



Property Rights →

We invest in business, civil society, and technology solutions that help make it possible for individuals, businesses, groups, and communities to confirm and protect their property rights.

Society Challenge

by envisioning a safer Digital Society for finding tech and non-tech innovators that risks and making the internet safer for users. The challenge with its multiple tracks non-profit, for-profit entities and

DIGITAL SOCIETY CHALLENGE

innovators for digital wellbeing

Company

[Our Purpose](#)
[Our Culture](#)
[Team](#)
[Contact](#)

Resources

[News and insights](#)
[Press Queries](#)
[Startup](#)

Legal

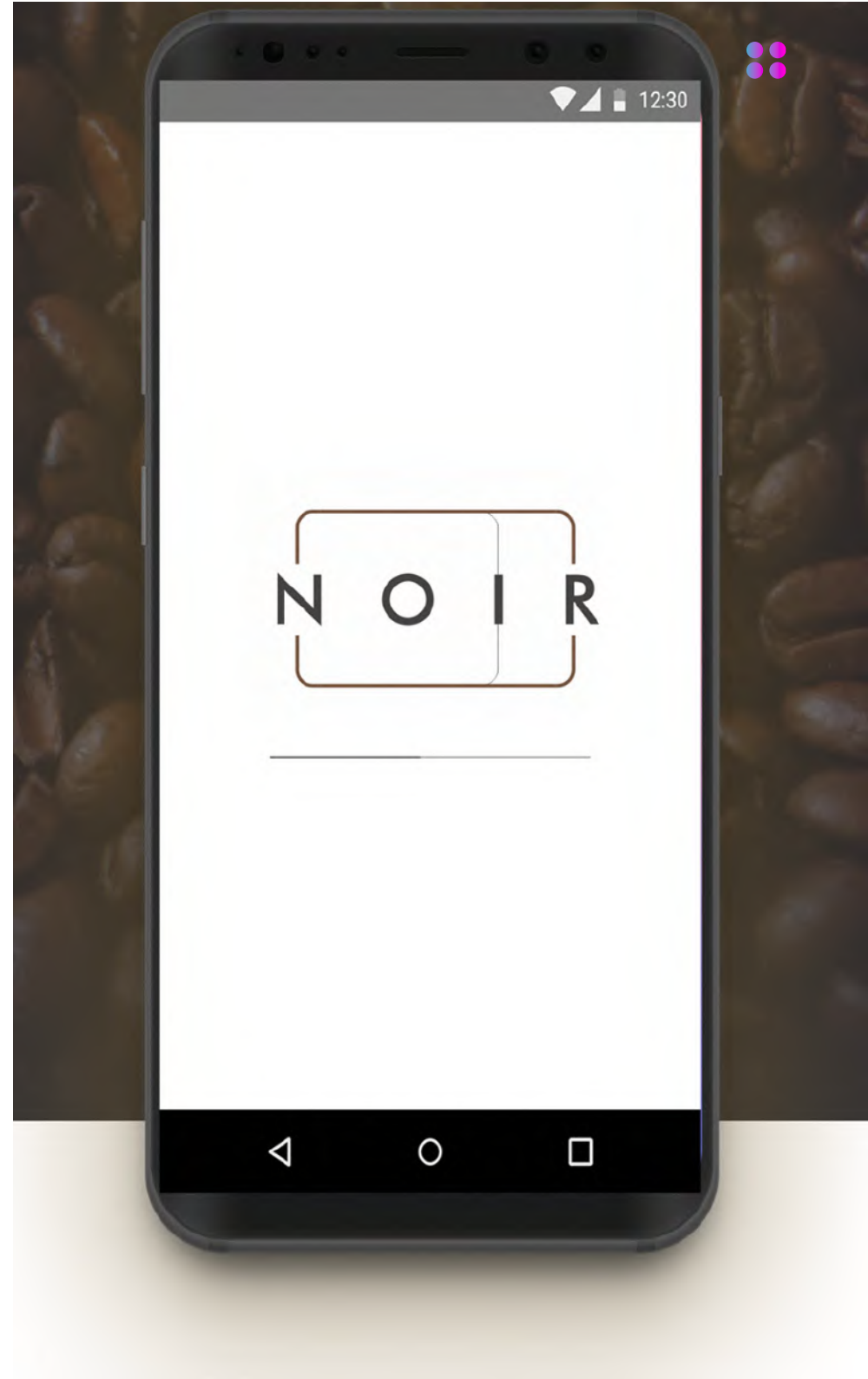
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Systems Design

Building a supporting UI and design system to go along with the physical design of a modern coffee machine





BRIEF

A fully automated coffee machine which is perfect for any modern day office. Ther machine custom makes coffee according to your taste buds. Just select the type of coffee and customize it, feed your details into the machine and select it next time you want coffee or select a new one.

PROCESS

- Problem Statement
- User Research
- User Flow
- Wireframe
- Visual Design
- Product Design

ROLE

- Designer
- Researcher
- UI Designer
- Prototyping

MENU BAR



MY PREFERENCES



ADD PREFERENCE



MY ACCOUNT

COLOR GUIDE



R - 117
G - 82
B - 61



R - 66
G - 66
B - 66



R - 115
G - 115
B - 115



R - 225
G - 225
B - 225

TYPOGRAPHY

TITLES

ROBOTO REGULAR / 16px

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TEXT STYLE

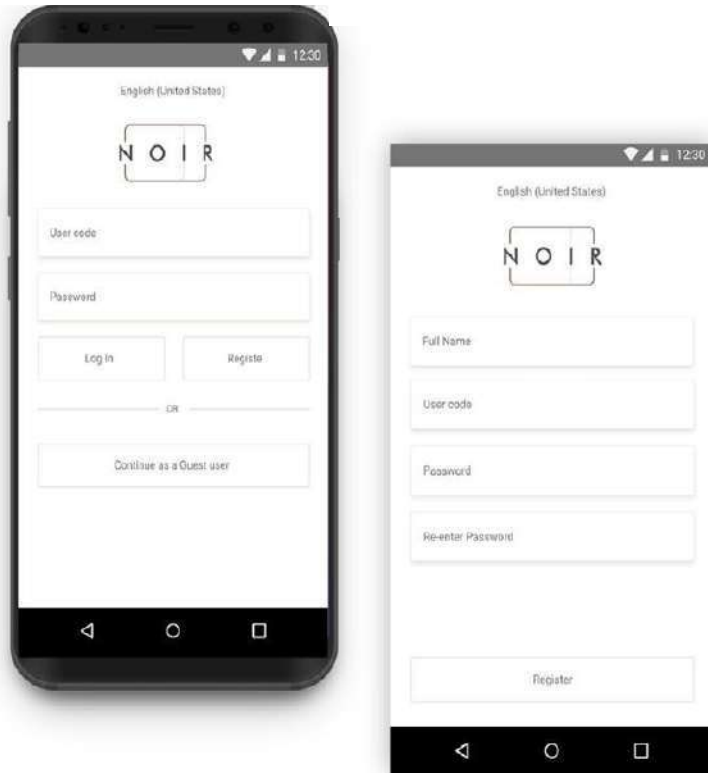
ROBOTO LIGHT / 12px

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

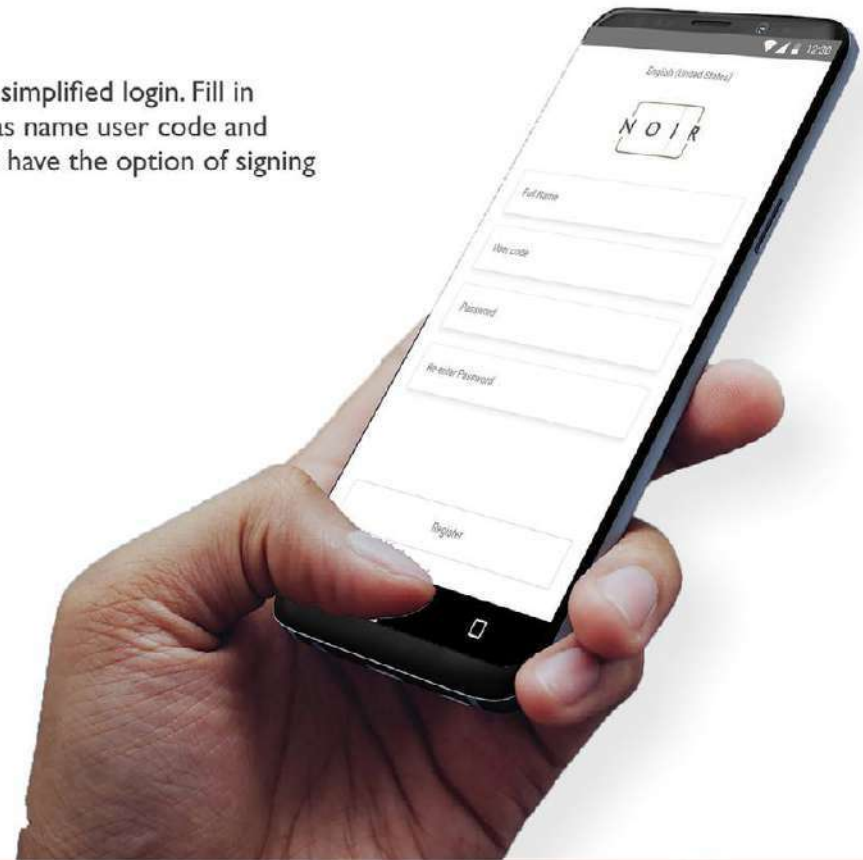
FEATURES

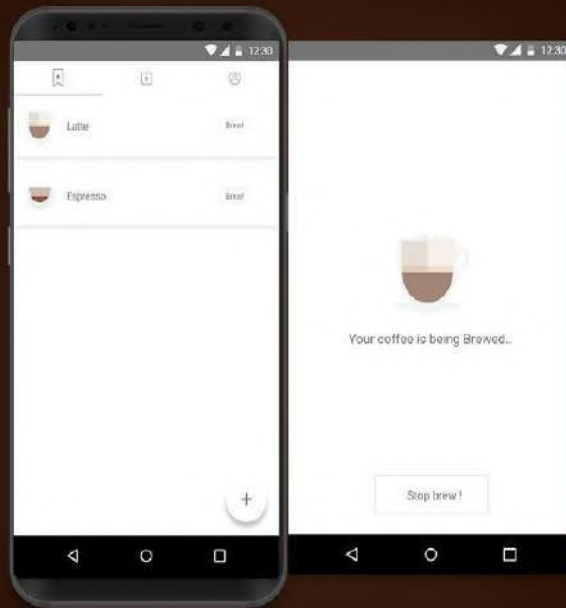


01

REGISTER

Follow steps for a simplified login. Fill in basic details such as name user code and password. You also have the option of signing in as a guest user.





02

FAVOURITES

Since every individual has their own favorite preferences you have the option of saving yours to enjoy brews to your liking in the future.



03

SET PREFERENCE

Customize the coffee content, the milk, and the froth to make your own creations. Save these creations with special names and then select them any time you want custom made coffee.

