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Content

01 Microsoft Design Challenge : 2022

02 UI/UX Designathon : Martindale Hospital

03 R2S, Japan Ideathon : Hack for Food

04 LOGO DESIGN : e-Yantra Lab in a Box

05 ILLUSTRATION : e-Yantra Website

Project 01

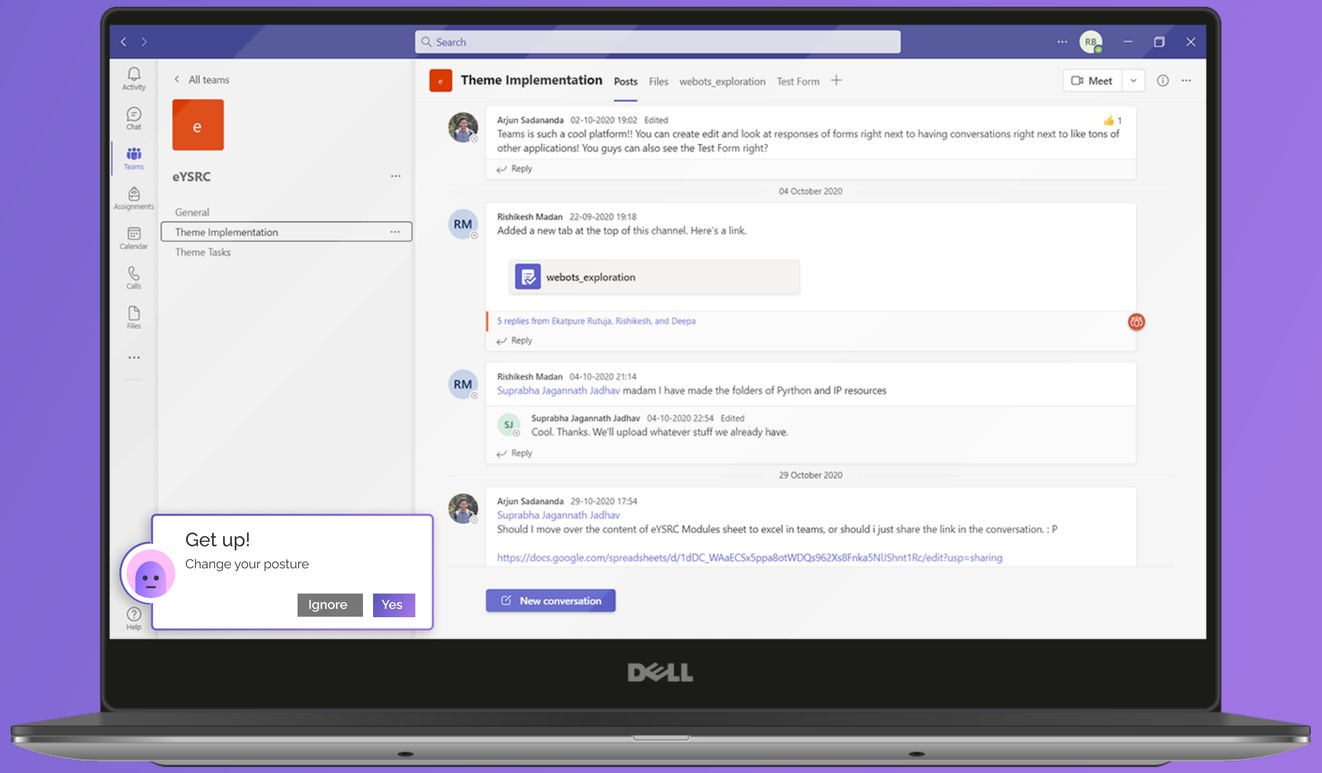
Microsoft India Design Challenge 2022

UX Research | Data visualisation | UI Design

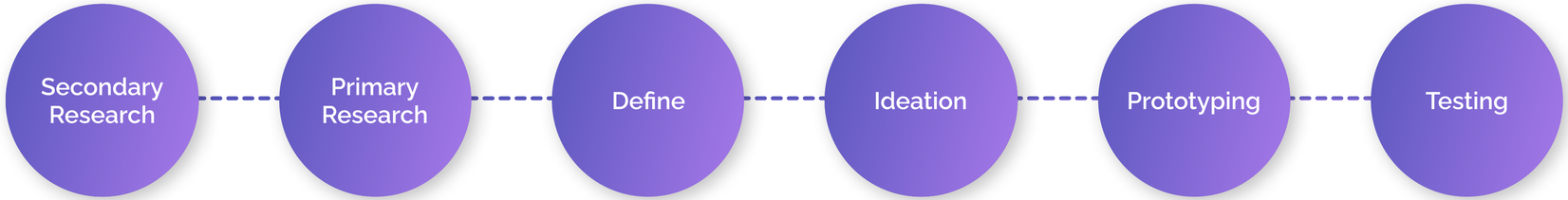
Introducing e-Buddy within Microsoft Teams

For healthy and effective collaboration

Duration : 7 days
Team : Myself
Theme : Collaboration & Well-being
Competition : Microsoft India Design Challenge 2022



Design Process



Secondary Research

Literature survey and world cloud

Microsoft Teams age (%)

Age	Percentage of Users
18 - 24	4
25 - 34	14
35 - 44	31
45 - 54	29

3. The human touch

I recently read a quote from business tycoon Warren Buffet that struck me: "You will never see eye-to-eye, if you never meet face-to-face." The way you create and nurture relationships online will never be as effective as meeting people in real life, looking them in the eyes, shaking their hands. This is how you build trust and establish long-lasting business relationships. For this reason, I believe we will go back to meeting in-person – it's h

Whether it can retain those users once businesses and schools return to face-to-face is still

Gone are the times when attendees were content to sit, listen and take in information. Attendees are now looking for opportunities to actively participate and interact within the event context. Both online and offline, the audience is

ountries for Teams usage are still in some form of lockdown

Zoom app age demographics

Zoom app users tend to be relatively young. Half of the users of the Zoom Cloud Meetings app for iPhone & iPad are **under 35 years old**.

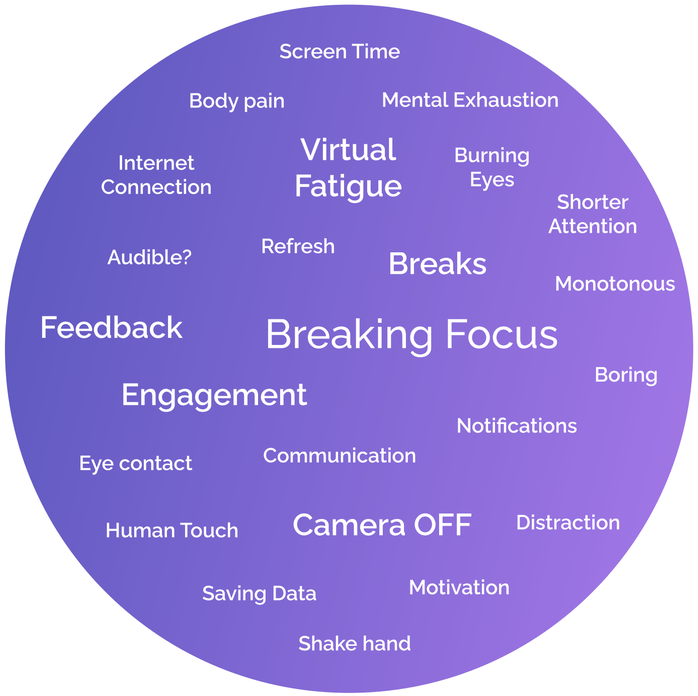
Here's an age breakdown of the Zoom app user base on iOS:

Age group	Share of users
18-24	27%
25-34	23%<
35-49	22%<

=50%

2. The shorter attention span

As mentioned, attention span is one of the most critical aspects of the online space. Why? Because the web is full of distractions – think how frequently we check emails and social media. What's more, now that everyone is working from home, the distractions are also all around us in the form of kids or house chores. That's why it is necessary to design an online event experience knowing that your audience won't spend an hour in front of a screen like they would seating in a conference room.



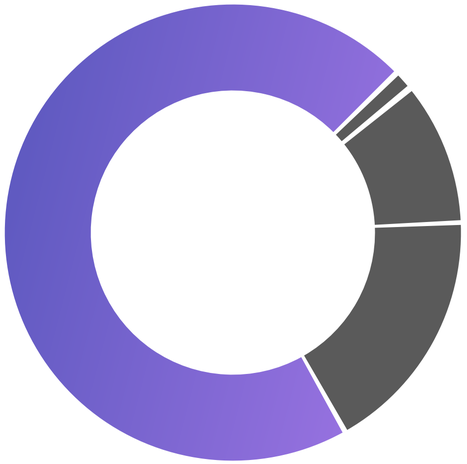
Primary Research

Survey and User Interviews

Survey

69 Participants

48 working Proffesionals
12 university students
08 part-time student
01 unemployed



Distribution of **user preference** by video call purpose

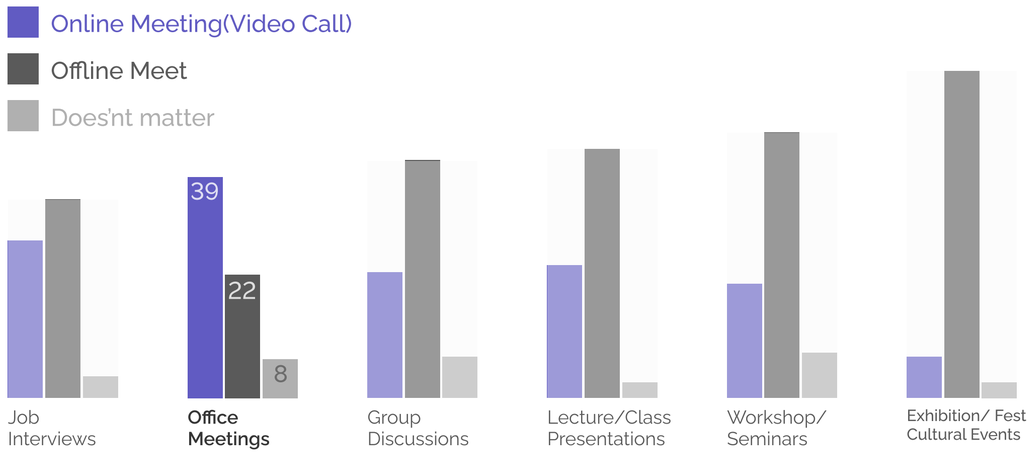


Figure **1.1**

Reasons for keeping **camera on** during video call

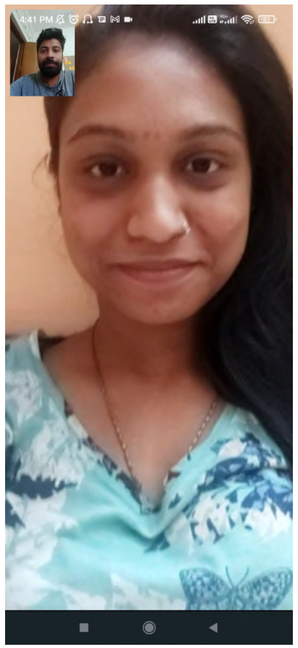
Figure **1.2**

Findings

- Figure 1.1 indicates **more than 50%** prefer video calls for **office meetings.**
- Figure 1.2 indicates **more than 50%** turn on cameras on presenter's request

Survey data available in References Section (last slide)

User Interviews

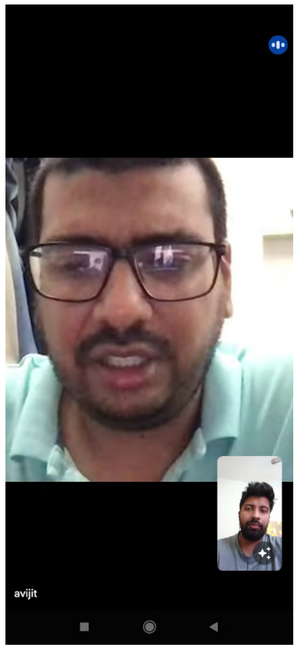


PARTICIPANTS 1

Kiran Jha | Dance Instructor | Exp 4 years | Student of Mass media | NOIDA, UP
Mode of Interview : Video Call

Findings

- During theory sessions(explaining mudras) audience gets **saturated in 25 to 30 mins**, to lighten up the mood, we have candid conversations.
- In one hour workshops, we split it into two **30min** video sessions and keep a **5 minutes break** in between to catch breath & have water.
- Earlier, we used to start with **Namaskar**(Feet touching) of our guru to pay respect but in online mode it's **not possible** so we **pay respect by turinging on our cameras**.
- Sometimes we need to cancel class due to internet issues like lagging video and breaking voice.



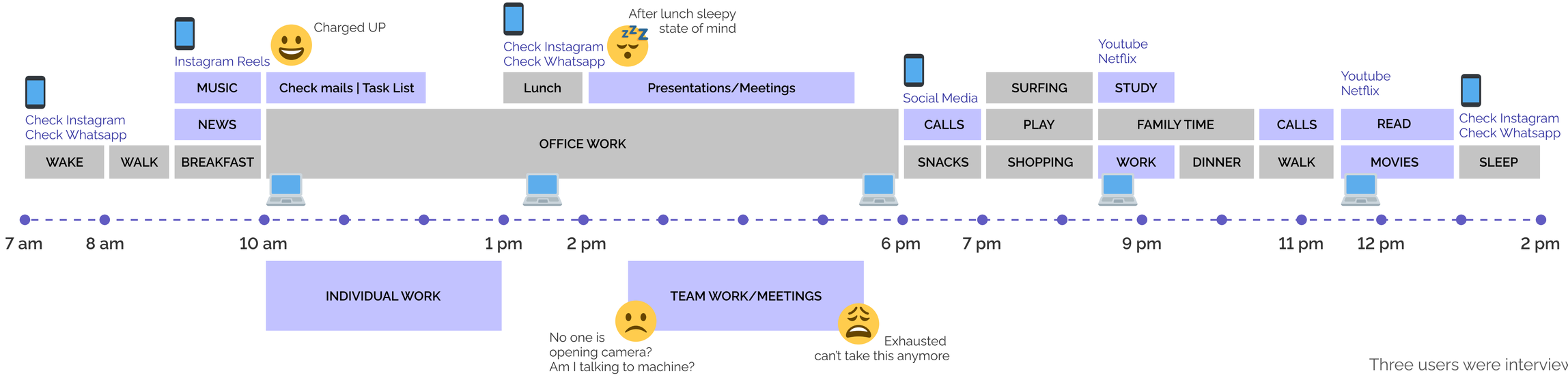
PARTICIPANTS 2

Avijit Pandey | Sr. Project Tech Assit. | Exp 6 years | Mumbai, Maharashtra
Mode of Interview : Video Call

Findings

- During long sessions, sometime I need to **go to toilet with my mobile**, to avoid missing out on important details.
- Prefer to look at people's faces, unless it **feels like I am talking to a machine. NO FEEDBACK!**
- It feels a complete communication when we see **nodding heads and eye movements**. But in video conference **while presenting we can not see the screen**. Therefore we need to **ask for confirmation again and again.**
- In long sessions, we loose track of time & sometimes get surprised **"Sham ho gai?"**

Day in the life of the user



Three users were interviewed

Ideations

Based insights form user interviews and secondary research

Mood Bubble to track your facial expressions based on IP

Bouncing Balls Surprise attention test

Noding Head character nodding

Change Posture

Nostalgia of microsoft Clippy

Celebrating small things with team

Birthday

Productivity and Daily Screen TIme Report

Break over notifications on phone & Smartwatch

Screen time Vs Step Social obligagtion

Head down expression

Indication exhaution

Break counter on screen

Family Time

Personalised User character

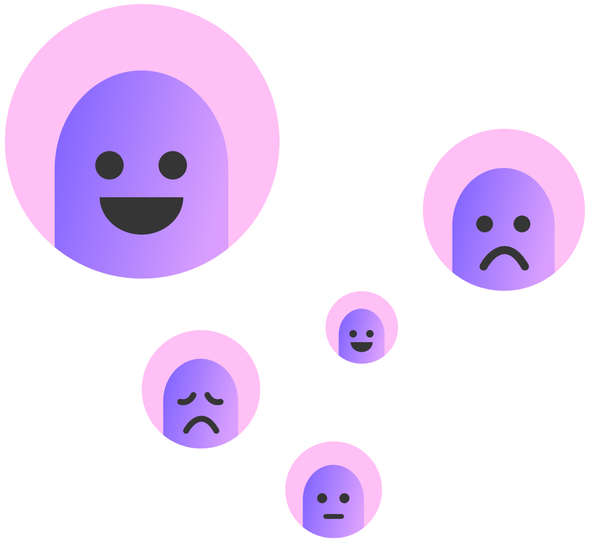
Indication exhaution

Mimicking Nature

Sounds of bird chirping

Prototyping

Concept Prototyping and character design



e-Buddy

Just like your thumb, e-Buddy is always there to show your emotions and feelings.

e-buddy will act like the user's shadow to represent his mental and emotional state during a video call meeting. It will then suggest the organiser booster breaks to make collaboration effective.

It also gives customisable screen breaks and water reminders to promote user well-being.

Hi! I am Clippy. Remember me?
I am going to come back as
as engagement buddy.
Call me "**e-buddy**"

Features

Booster Breaks

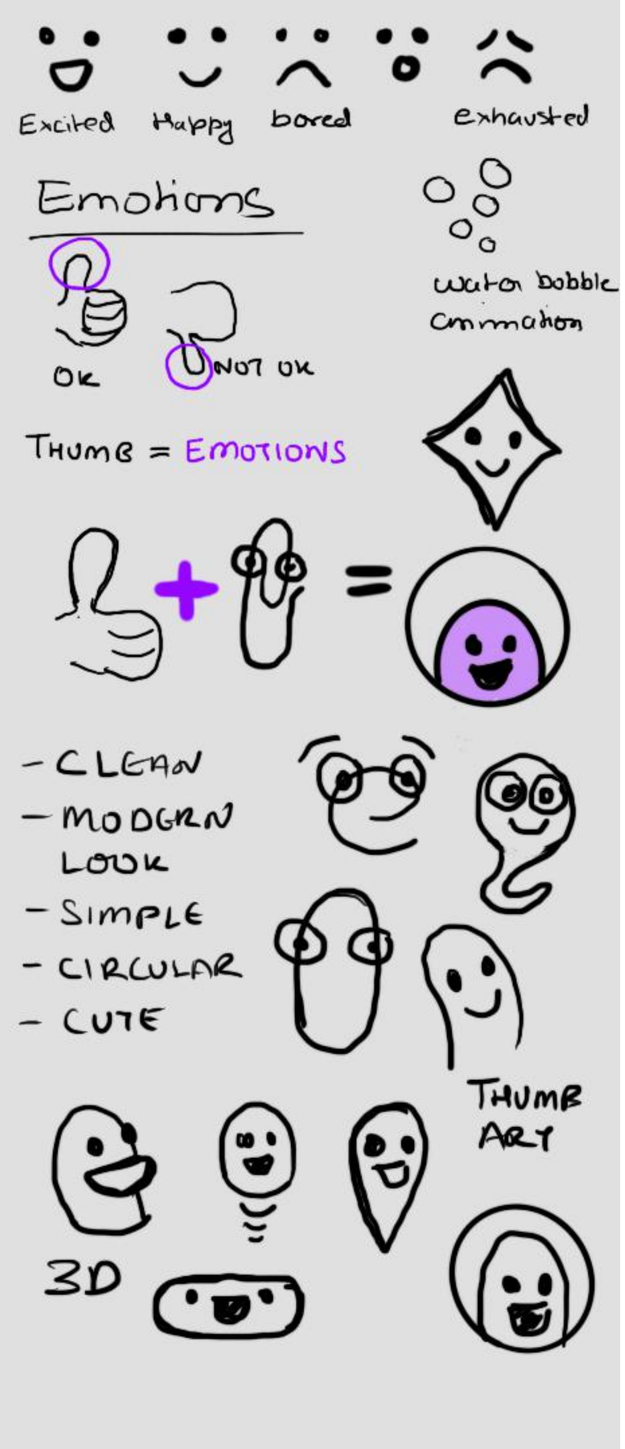
The e-buddy will track the average focus index of the meeting based on participant's eyeball tracking, camera status and audio responses to give real-time booster break suggestions with the help of previous trends

Celebrate Together

With celebrate together mode, teams can celebrate their success and, events like the birthday of some team member to increase the sense of collaboration and togetherness.

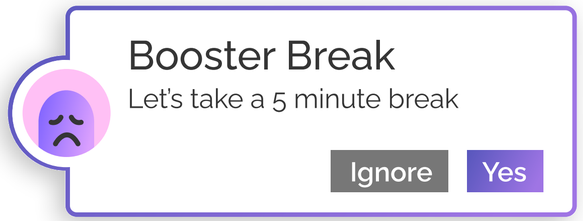
Well-being

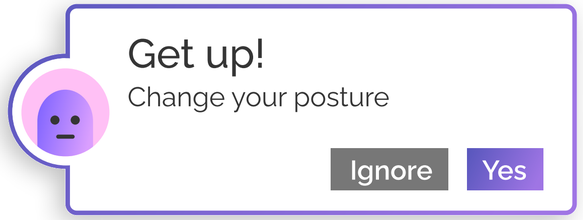
e-Buddy will help the user in digital well-being by giving regular water and posture reminders. It will also create a daily screen time report for promoting healthy habits.
It aslo play the **bird chirpping** to indicate the work is over and you should go home.

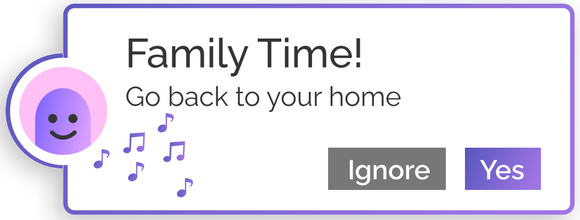


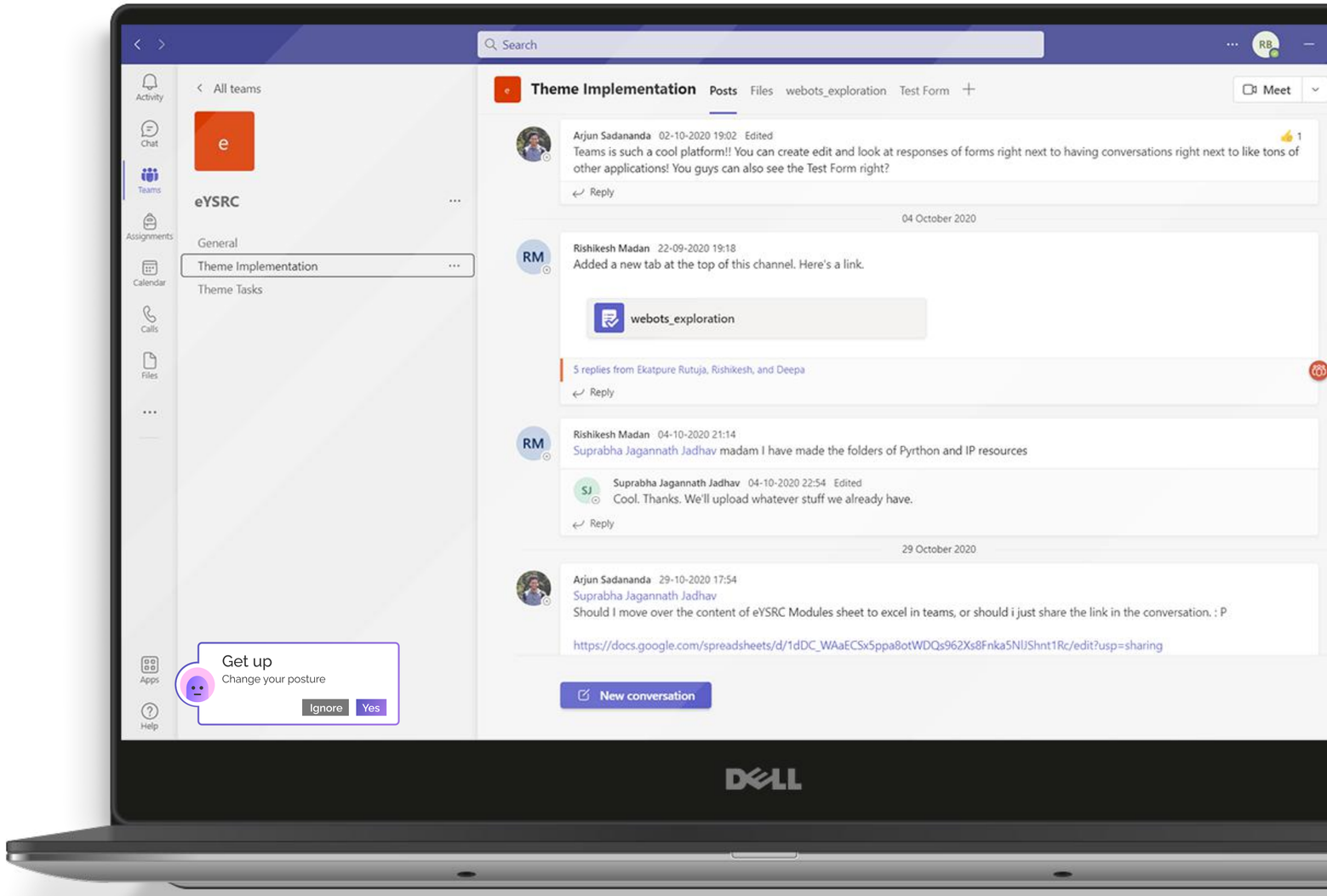
Solution

From the perspective of presenter and a attendee









Project 02

MARTINDALE HOSPITAL

UI/UX Design | User Research

WINNER

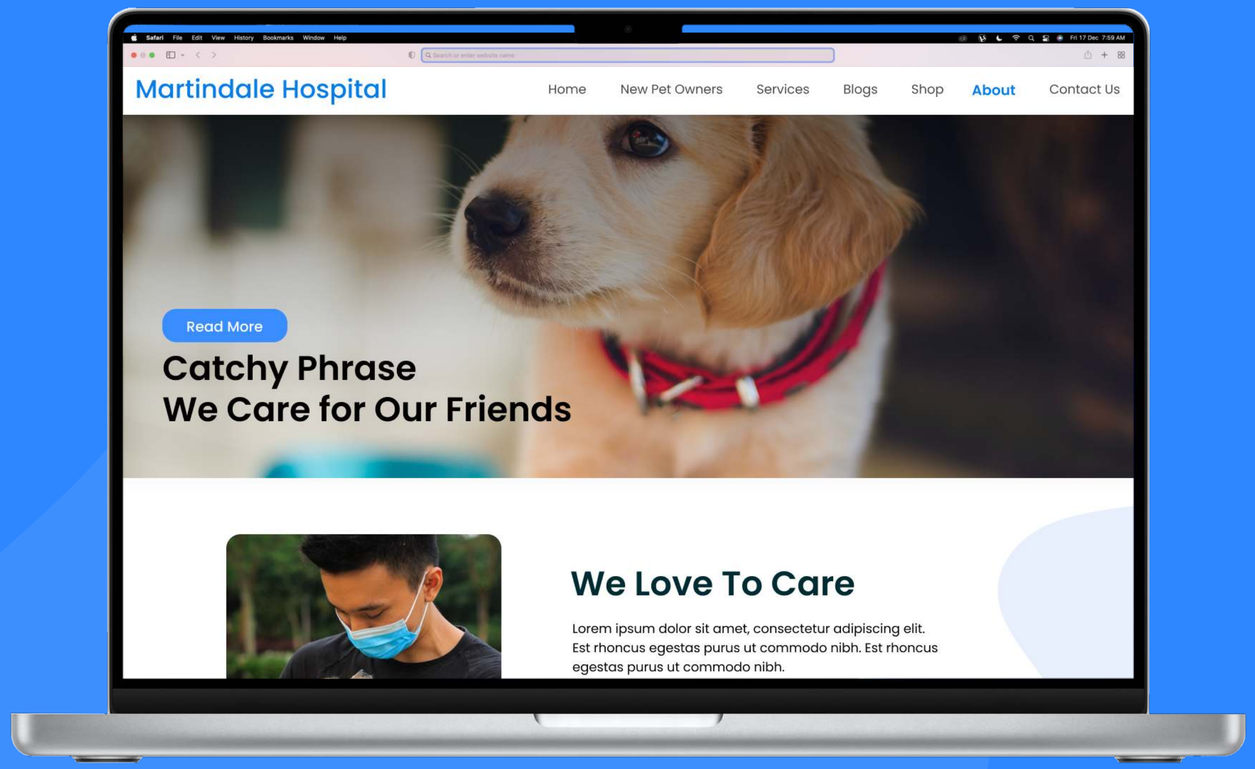
THIRD PLACE
WINNER
Team Honeycomb

Martindale Hospital

McMaster UI/UX Designathon 2021

by Mc master League Canada

Award : Third Place Winner
Duration : 48 hours
Team : 4 Members
Theme : Medical Services
Competition : McMaster UI/UX Designathon 2022



Problem Statement

A responsive mobile first website that connects users to the Martindale Animal Hospital while catering to the hospital's brand identity and providing an overall positive experience.

Martindale Animal Hospital is a veterinary clinic located in Sudbury, Ontario. This year they transitioned to a brand new building to improve the services available to their clients. They are looking for a mobile-first website (desktop + mobile) and branding/marketing plan to help their clients learn more about their business and improve their outreach.

User INTERVIEWS

What kind of facility you look for?

Do you look for a doctor near you?

In case of emergency how would you like to contact the doctor or nearest hospital?

Would you like to buy the accessories for your pet if the hospital offered it online?

Analysing Problem

Understood the client's needs and pain points.

User Research

Gathered insights from 1:1 mentor session and users.

Ideation

Brainstormed on features and analogy/ corner cases.

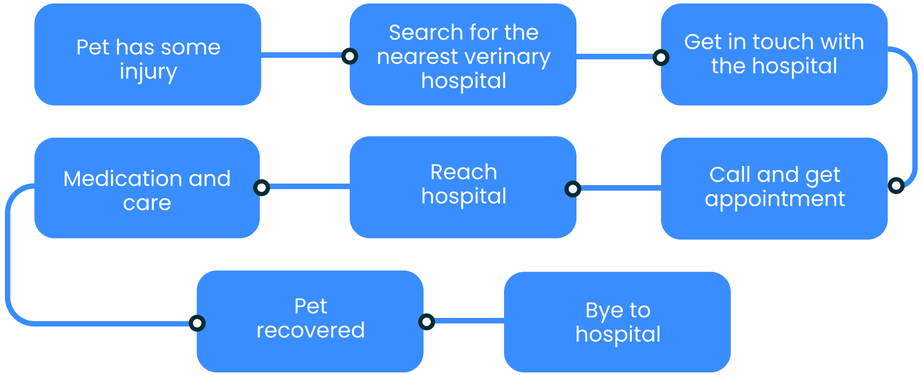
Mapping

Did user mapping followed by information architecture.

Wireframes

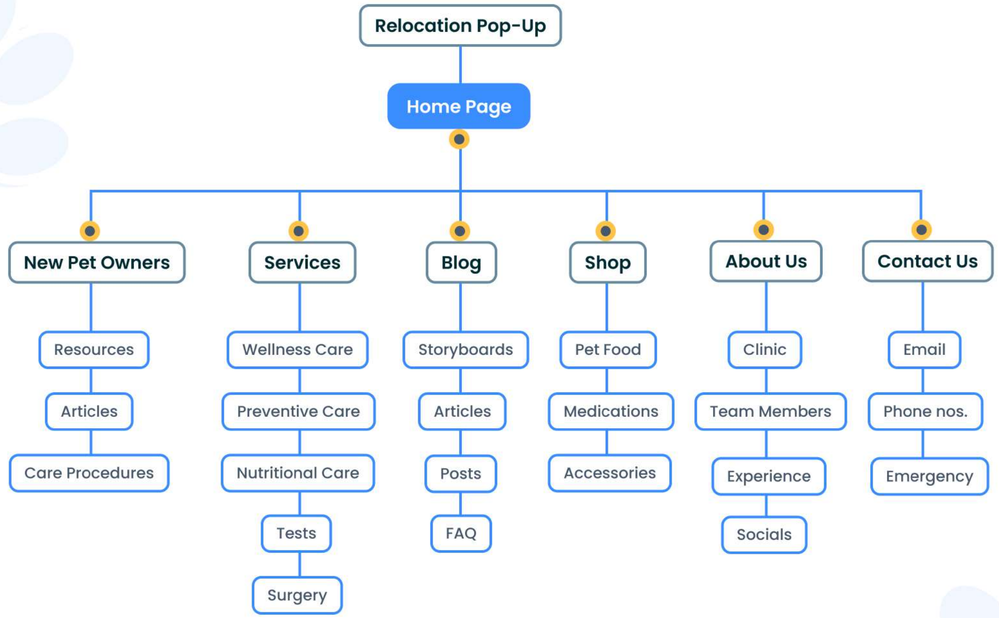
Developed Lo-Fi, Hi-Fi wireframes and prototype.

User JOURNEY MAP



App BRAINSTORMING

- Need map for location
- FAQ
- Realtime on call photo sharing
- Contact chatbot
- Services and charges
- Testimoney
- Responsive Website
- Overlay indication icon to a brand new building
- Picture slideshow with or without links
- Linking Social Websites
- Blogs / comic strips
- People Reviews
- Testimonial stories
- Emergency contact / One click call from mobile icon
- Headshots of doctors / awards photos



Analogy/Corner CASES

Types of pets
Dogs
Cats

Emergency for the pet
Degree of emergency
Type of injury
First aid

Pet tips
How to care for them

Types of users
Old people, Young kids, Family, Retired people & Young bachelors

Social Media update Post
Covid 19 closure due to holidays etc.

Lost pet post
Pets Name
Where last seen
Photo

Style Guide

COLORS

398DFF	9BB6ED	47586C
022C33	FEA843	FFFFFF

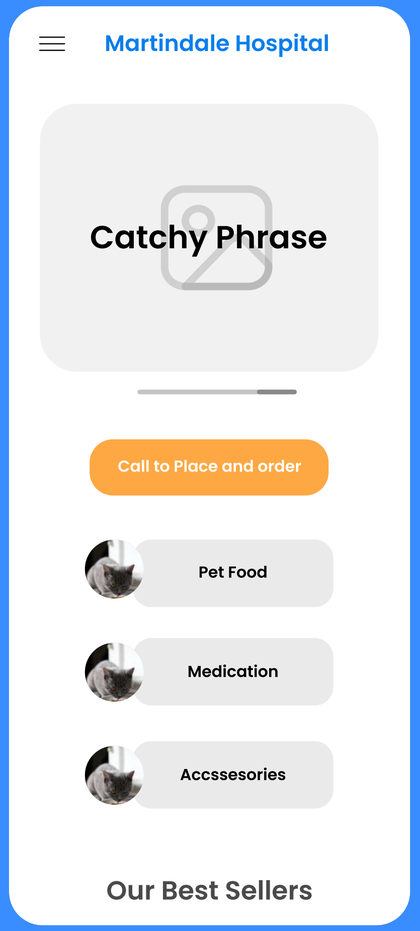
TYPOGRAPHY

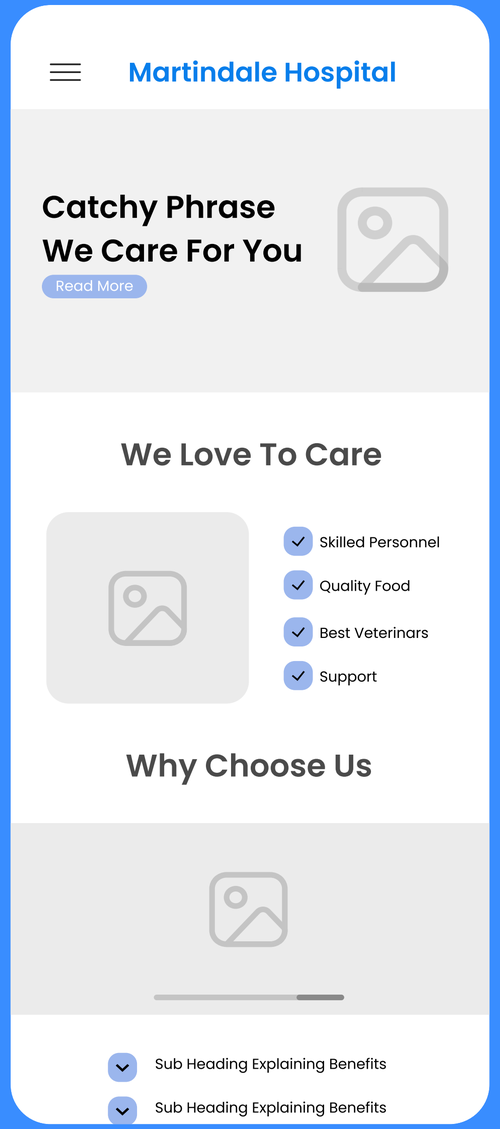
Poppins

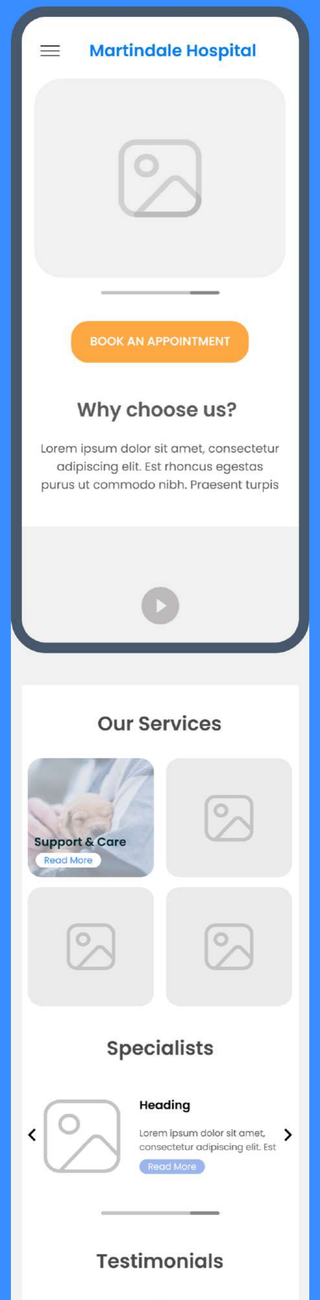
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

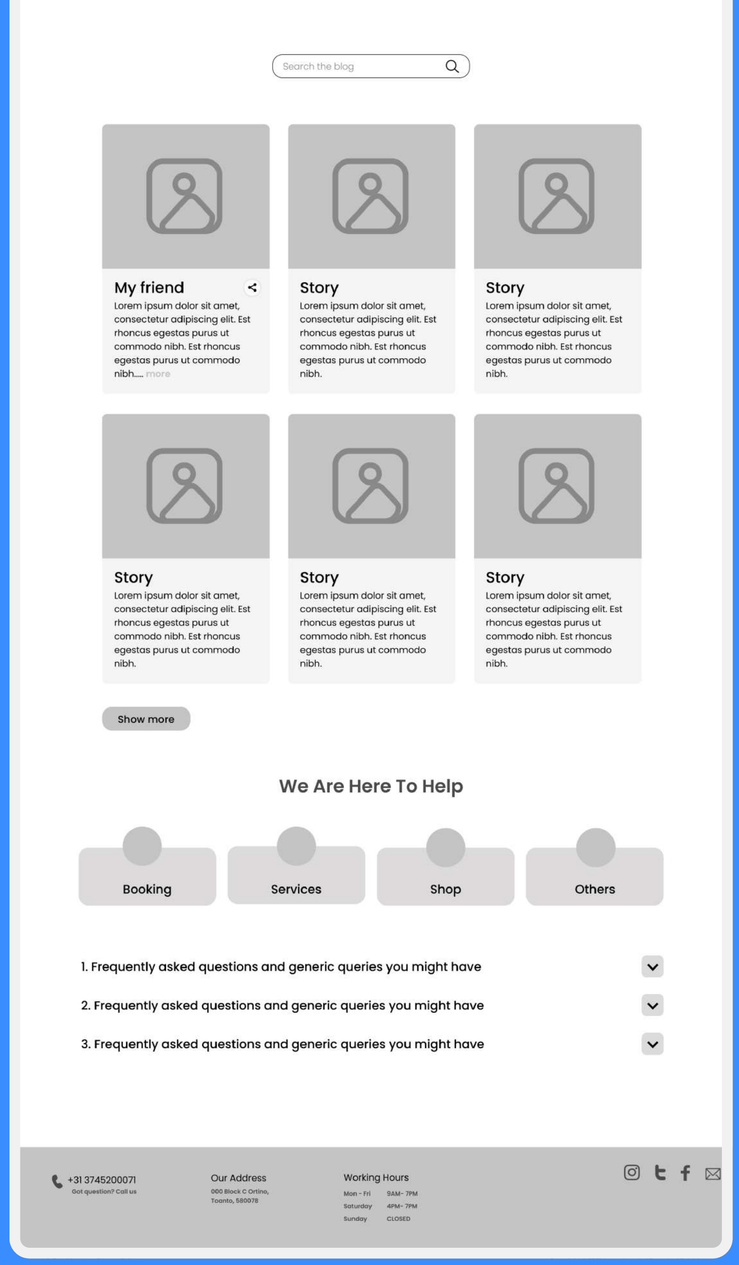
Display	Poppins SemiBold	36px
Title	Poppins SemiBold	28px
SubTitle	Poppins SemiBold	24px
Body	Poppins Regular	22px
Caption	Poppins Regular	18px

Low fidelity Wireframes

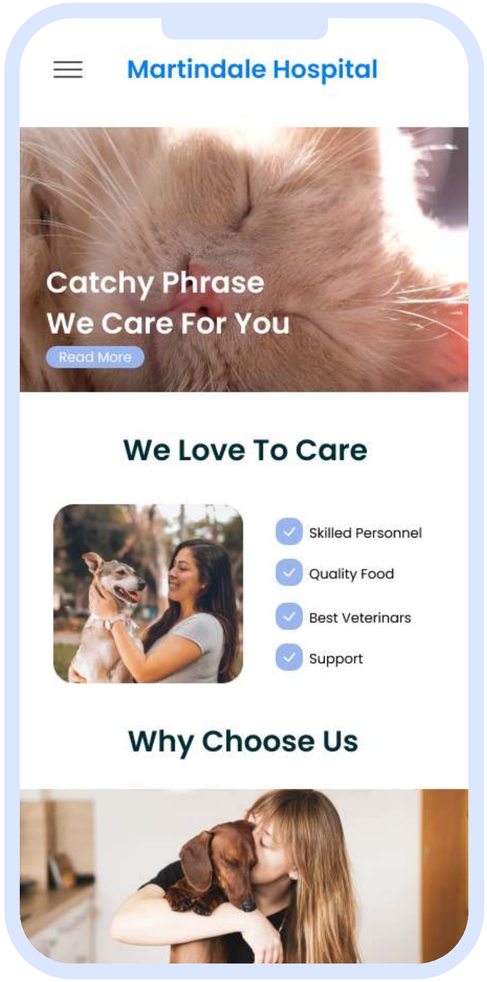


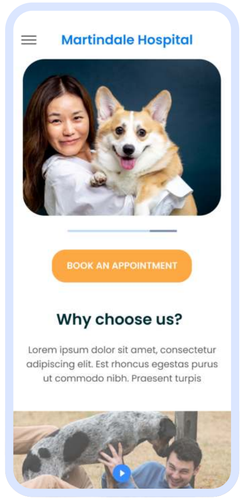


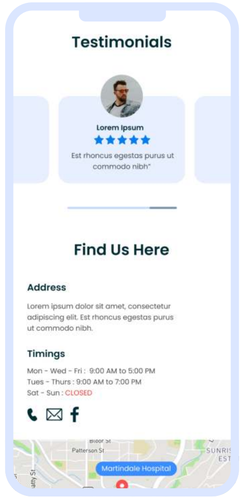


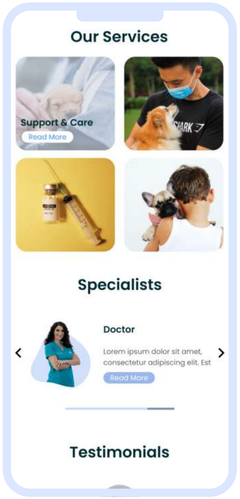


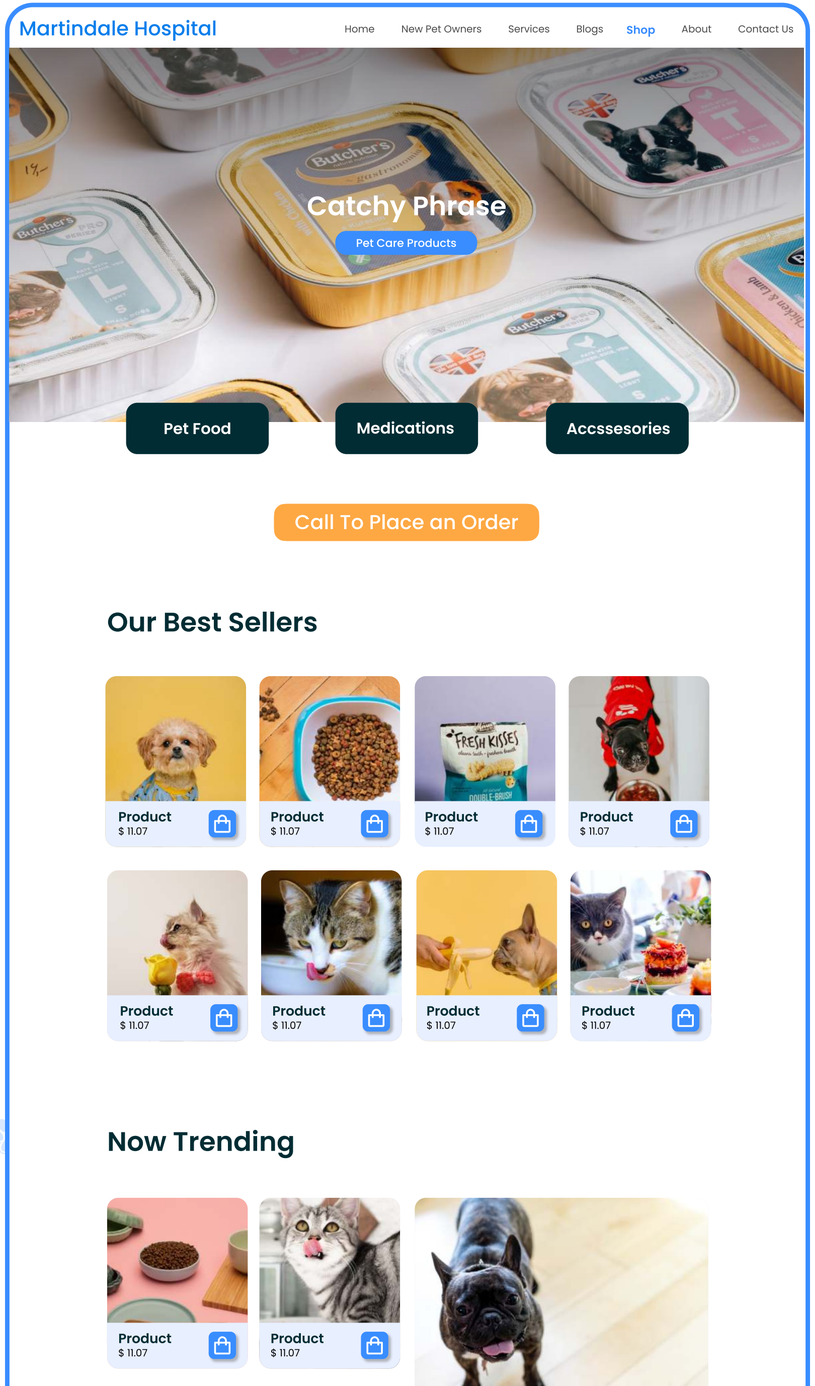
High fidelity Wireframes











Project 03

Hack for Food

Ideathon | Research | Prototype

WINNER

SECOND PLACE winner

Packaging from **Palm leaves** & **Banana leaves**

Solutions for Food Shipment Containers & Packages

Award : Second Place Winner
Duration : 48 hours
Team : Rucmenya Bessariya and Mudita Dubey
Theme : Sustainable Packaging
Competition : Road to Shine, Japan

Challenge

To develop a novel solution for food shipment and packaging services that are more efficient, cost-effective and sustainable.

Specifically, shipment for :

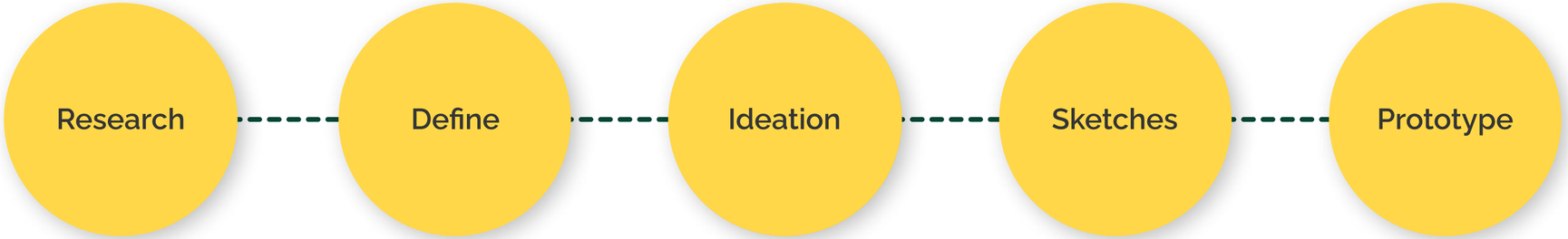
Vegetables
Meats
Liquid Beverages

Sub questions

- How can we enable the re-use of the shipment packages so they are used more than just once?
- How can we enable the re-use of the shipment packages so they are used more than just once?
- How can we enable the re-use of the shipment packages so they are used more than just once?

Process

A systematic process understand and solve a problem



Research

Secondary Research and Ethnography

Biopolymer film: An alternative to single-use plastic food packaging

India's plastic waste generation has more than doubled in 5

Retailers and restaurants in Japan will be required to reduce the use of 12 kinds of disposable plastic products under a new law to be enforced on April 1 next year, according to details of the law unveiled by

On India's Independence Day in 2019, Prime Minister Narendra Modi had appealed to the citizens to make the country free from single-use plastics (SUP) and work towards this mission wholeheartedly.

Despite these advantages, biopolymer-based packaging has yet to see widespread application due to barriers such as cost and scale.

nside the Dubai cloud kitchen with a zer lastic policy on packaging

Art of Dum uses glass jars, clay pots and betel leaf plates to package its food

The Centre has notified the Plastic Waste Management Am 2021, prohibiting the manufacture, import, stocking, distri use of several single-use plastic items from July 1, 2022.

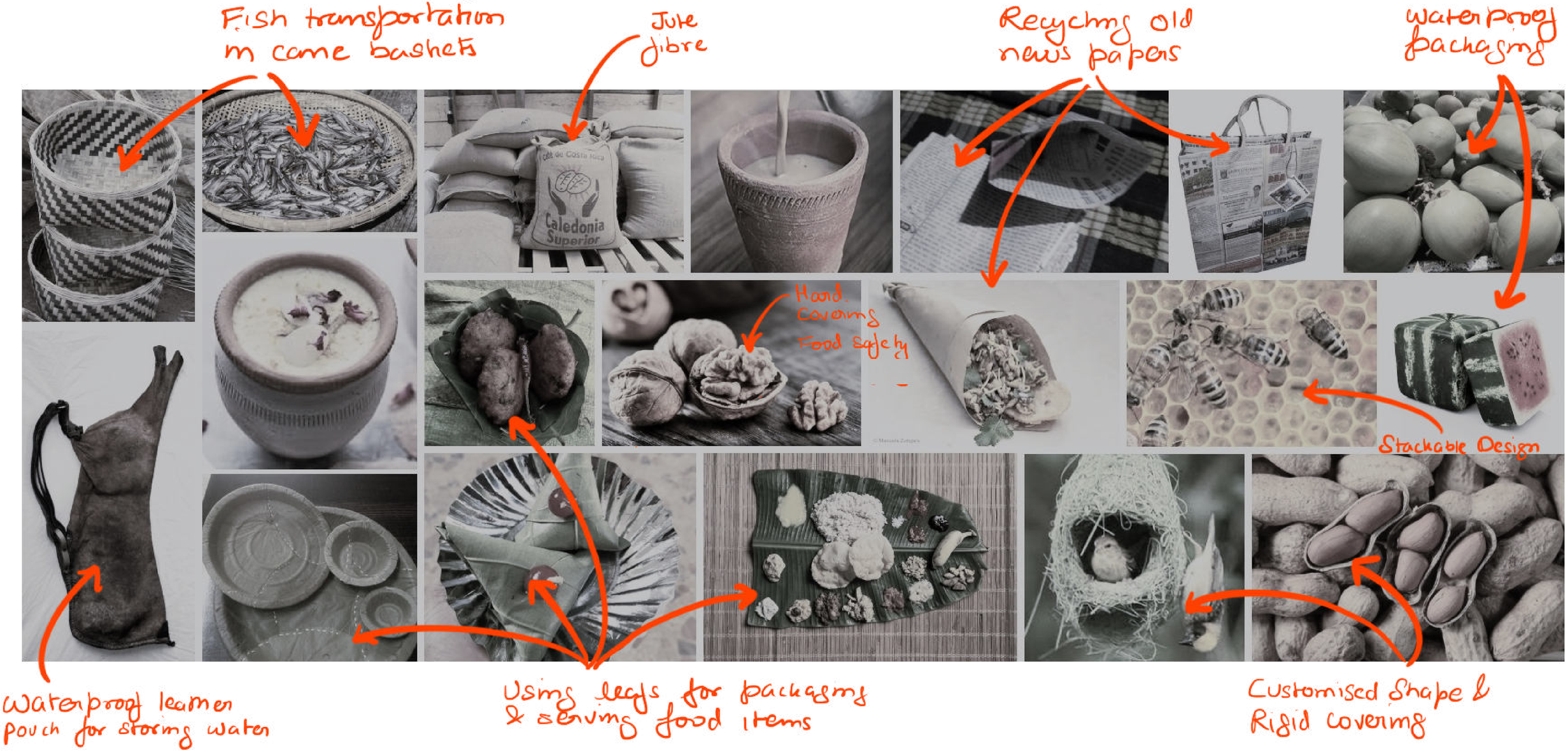
packaging is one way of reducing plastic waste, but recycli tly. It has a higher carbon footprint, requiring pre-processin the recycling process. Ironically, virgin plastic is cheaper an

The cloud kitchen, based in Al Barsha, Discovery Gardens and Karama, is a food delivery only service and uses 10 different eco-friendly packaging options for food, including a betel leaf plate, whi leaves from the betel-nut tree.

The current rate of plastic waste production is far exceeding the rate of plastic degradation. This is worrying as it could cause an imbalance in the biomes, resulting in water pollution.

Ethnographic Research

A peek into traditional packaging styles and natural packagings



Define

Analysing parameters of food packaging and mapping out the opportunities available as per the market research

Problem Statement

To create a **cost efficient** & **sustainble** solution for the packaging of **vegitables**, while keeping in mind various other parameters like food safety, scalability, ease of transport and recyclability.

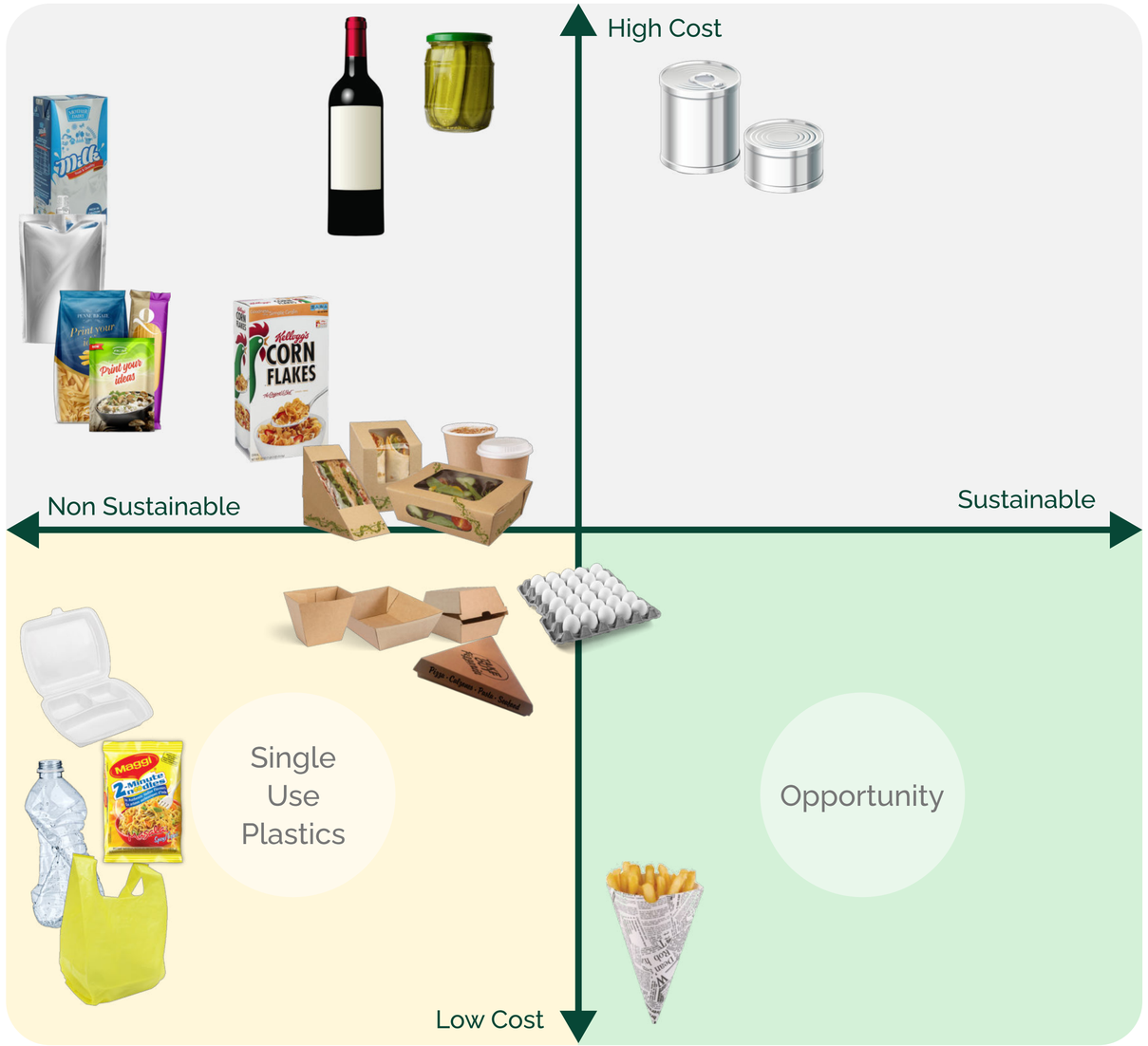
Parameters

Parameters to analyse the solution/idea

- **Ease of Transport**
- **Food Safety**
- **Cost Efficiency**
- **Scalability**
- **Recyclability** (economically viable)
- **Branding**(Graphics & Colors)

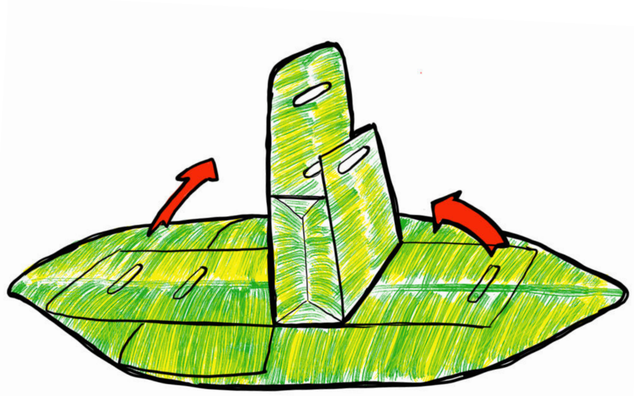
Mapping Opportunities

A peek into market senario to understand opportunities



Final Concept

The key to our new packaging is growing as many trees as possible. Now the hybrid leaves are the new raw materials.



Hybrid/Genetically modified leaf with properties of **Palm leaf** and **Banana leaf**

Project 03

e-Yantra, Lab In a Box

Logo Design | Branding

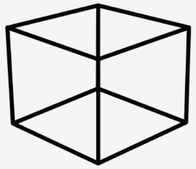
e-Yantra, Lab in a Box Initiative

Indian Institute of Technology, Bombay

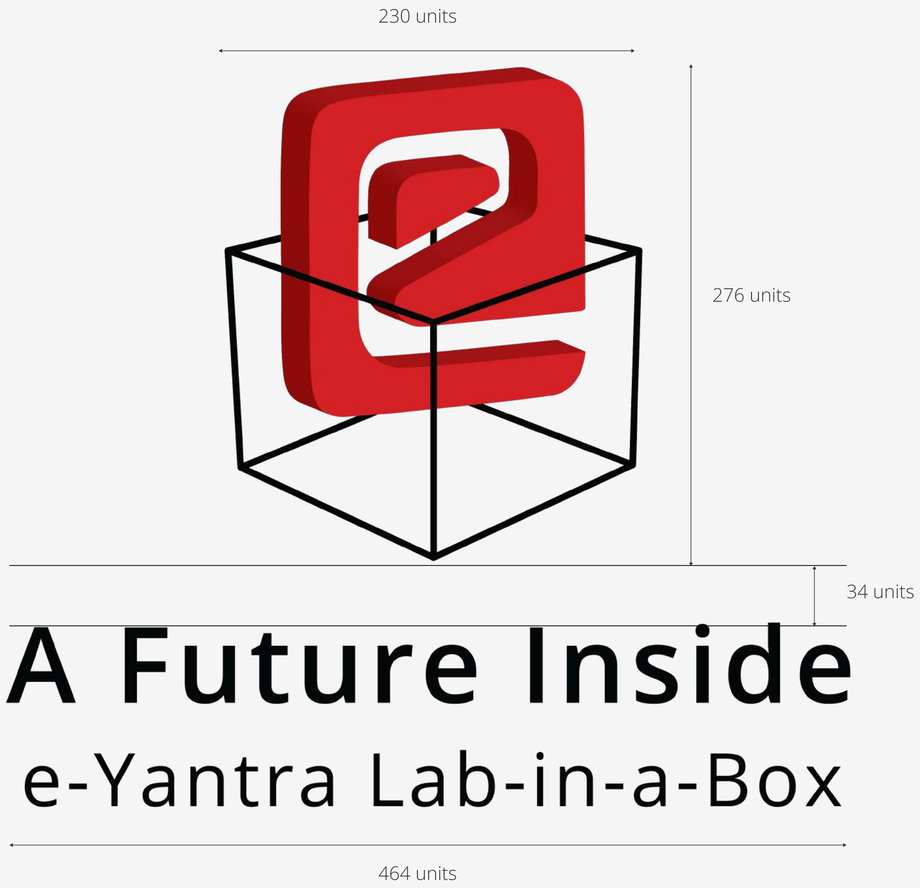
Basic feature of the symbol

Red color of the official e-Yantra logo, **demands the attention** and indicates **high motivation and passion.**

The rising e-Yantra logo in the centre signifies the **growing e-yantra community**. It also encourages an **experimental attitude** towards new ideas.



The black frame represents the **scaffolding/ technical guidance** that Lab provides to budding innovators.



Color

#D32126

#950E0F

#231F20

Red is associated with passion, desire and courage and Strength.

Red indicates the presence of high motivation, energy and determination toward problem solving.

Typography

The text should have central alignment and must be centrally aligned to the logo mark. It should also follow the same dimensions and promotions as specified.

Open Sans Semibold

A Future Inside — **64 points**

Open Sans Regular

e-Yantra Lab-in-a-Box — **46 points**

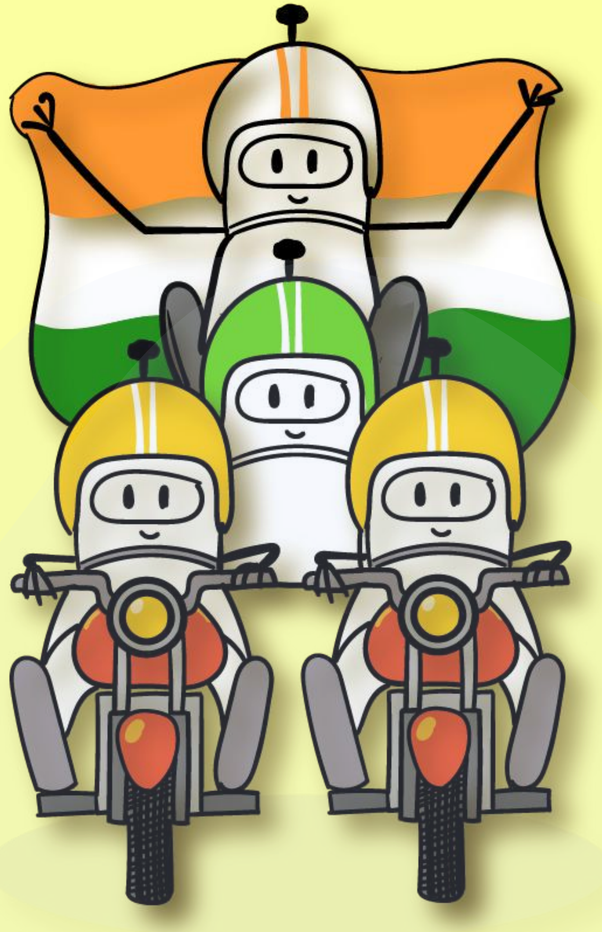
Project 04

Illustrations & Character Design

Concept Design and Illustration

e-Yantra IIT Bombay

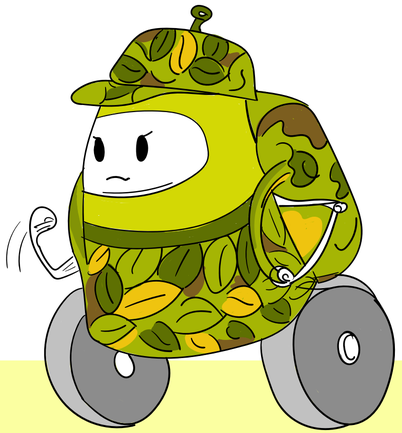
Mascot redesign for e-Yantra Innovation Challenge 2021 website

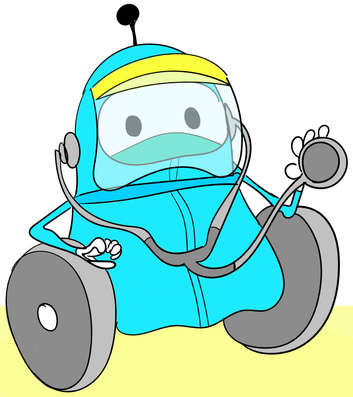


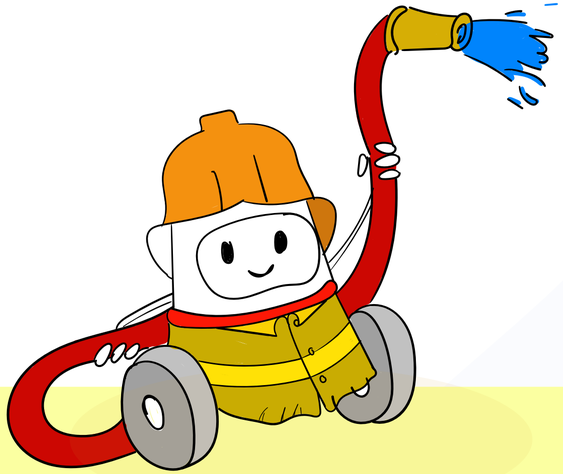
Under the guidance of Prof Kavi Arya, CSE Dept.

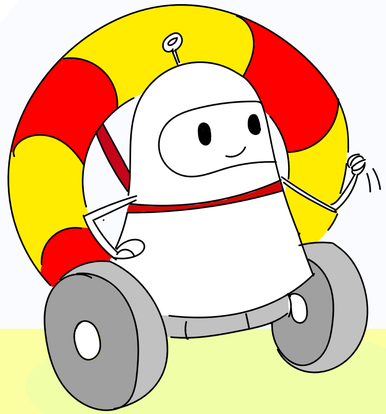
Introduction

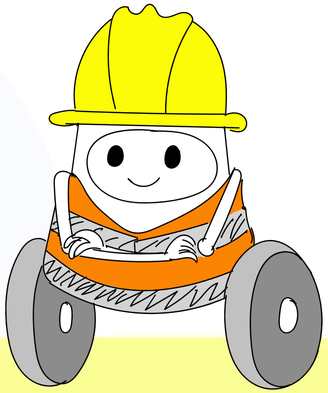
The Mascot character was redesigned for e-Yantra Innovation Challenge 2021 theme description. The project majorly involved redesigning of characters for the website storytelling to let students connect with the competition's theme.











THANK YOU

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