PORTFOLIO

DHRUV BASUR | 2020-2021

Hello!

I'am Dhruv

Creative thinking stimulates holistic contextual engagement. A true believer of this thought, as an individual I have always cherished and applied this philosophy, personally and professionally. I am a multidisciplinary freelance designer based in Mumbai, India and currently pursuing masters in design degree from Monash University, Australia. Successfull inovation happes when there is human desirability. I aim to innovate, create novel experiences, and enrich human life. I like to keep things simple, minimal and user-centric.

Snoop around on my portfolio and feel free to visit my website.
WWW.DHRUVBASUR.COM

Tractail

"Tractail", is a platform for connecting all startups and existing manufacturers in the FMCG sector with the retailers. Tractail aims to simplify the product procurement process for the retailers and a catapult for the newly introduced products by startups in all domestic market.

PROJECT DEVELOPMENT

I divided the project into four phases - Research, Ideate, Prototype & Test. The research phase helped me to understand & connect with retailers (user) needs, desires, & what motivated them. This helped me define the underlying root cause problem & unearth many blind spots. Next I came up with a simple user centric wireframe & a low fidelity prototype was designed. Based on user feedback iterations were made and mid-fidelity prototype was developed for testing.
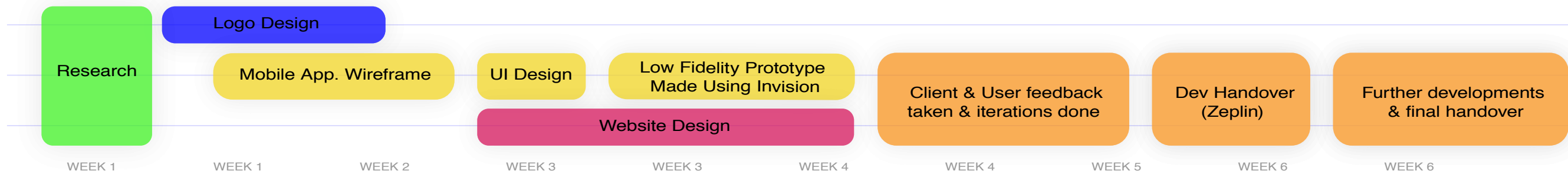
LEARNINGS

User research is the key. It allowed me to understand user perspective. I got to learn more about the standard material design guidelines for visual and navigation patterns. Rapid testing enabled me to further explore wide range of options to find the best way to quickly executing potential solutions.

PROJECT TIMELINE

LOGO:		Logo Design								
MOBILE APP :	Research	Mobile App. Wireframe	UI Design	Low Fidelity Prototype Made Using Invision		Client & User feedback taken & iterations done	Dev Handover (Zeplin)	Further developments & final handover		
WEBSITE :		Website Design								
	WEEK 1	WEEK 1	WEEK 2	WEEK 3	WEEK 3	WEEK 4	WEEK 4	WEEK 5	WEEK 6	WEEK 6

DEFINING
THE USER

(Owner name confidential)

USE RESEARCH

Retailer interview was conducted to understand product procurement process. Thereafter, user journey was observed to find pain points, opportunities and what motivated the retailers.

In general, there is an intense competition in FMCG market. Big brands tends have an edge over small manufacturers in terms of product catalogue. There are agents who act as middle men between the manufacturers and retailers and charge their commission from margins.

NATIONAL DRY FRUITS & GENERAL STORES

Khar West, Mumbai Maharashtra, India

ABOUT

Owner is from Mumbai. The general store was started in the year 1993 by his father. He took over the business in his mid 20's. Ever since, the handover was given, the owner has found it very challenging sourcing the right & high quality products along with good margin deals. His father still helps him out in running the business.

USER JOURNEY:

| DOING	Check Inventory	Call Agent	Go Through Product Catalogue	Negotiate Margins	Order & Delivery
FEELING	:)				:(
REASON	Likes to keep track of products	Too many agents	Time consuming activity. Product list is endless	Agents don't offer good margin on bulk orders	Sometimes delivery gets delayed

TRACTAIL
LOGO DESIGN

Brand's philosophy is about helping and connecting people. Brand logo tends to uphold these values. The logo comprises of a "logomark and "logotype". Logomark is designed by taking inspiration from minimalism and negative space principles. It is a consolidation of two different concepts. All of them together helps to create a meaningful abstract logotmark. Logotype is a combination of words "Traction" and "Retail".

LOGOMARK

LOGOTYPE

STARTUPS / MANUFACTURER

TRACTAIL - THE PLATFORM

RETAILERS / LOCAL VENDORS
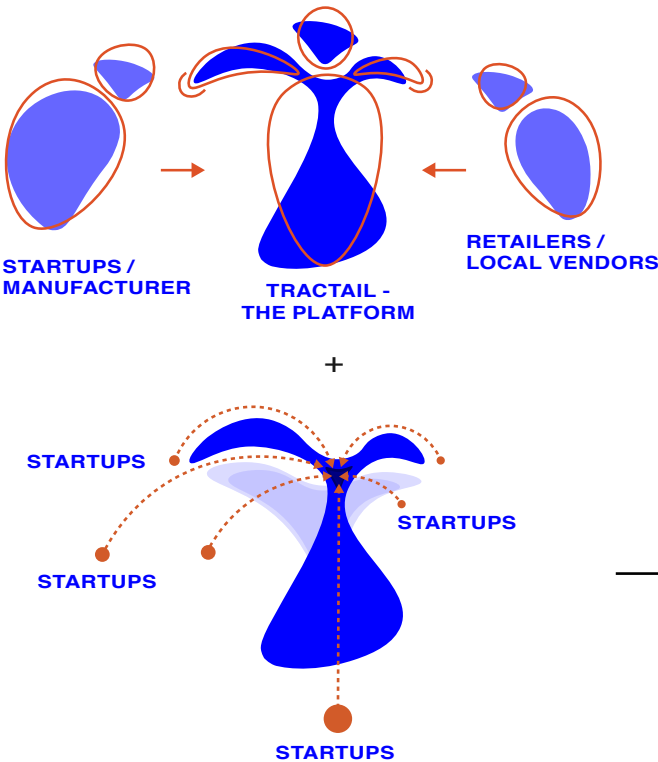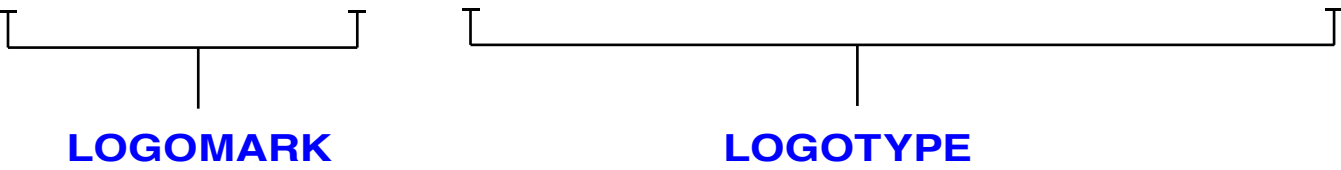
Tractail is the person helping to connect the startups / manufacturers with retailers, thus connecting both ends of the market. Middle section designed to look as if Tractail is bringing two people together.

STARTUPS
STARTUPS
STARTUPS
STARTUPS
STARTUPS

One platform for startups to easily sell or launch their products, thereby creating a sustainable, and reliable market. Empowering retailers, allowing them to easily procure all their goods from one single platform.

LOGO DESIGNED USING GOLDEN RATIO

#0000FF
#DE5126
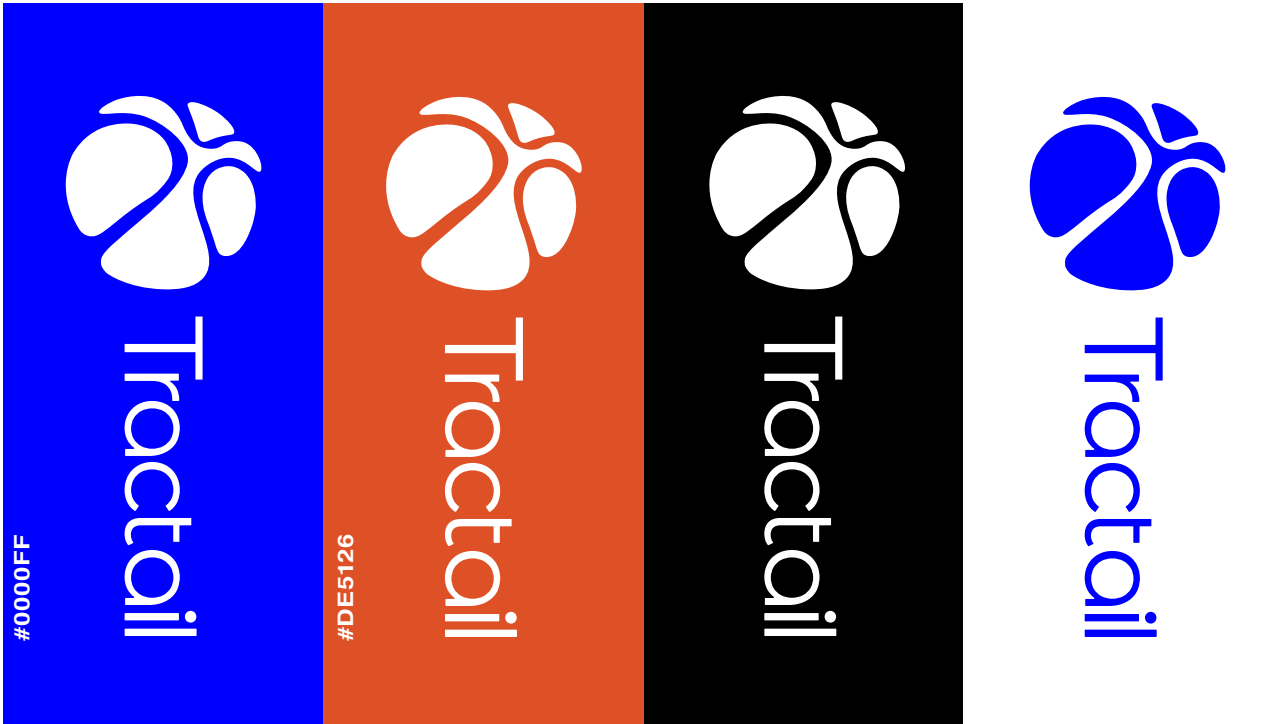
TRACTAIL
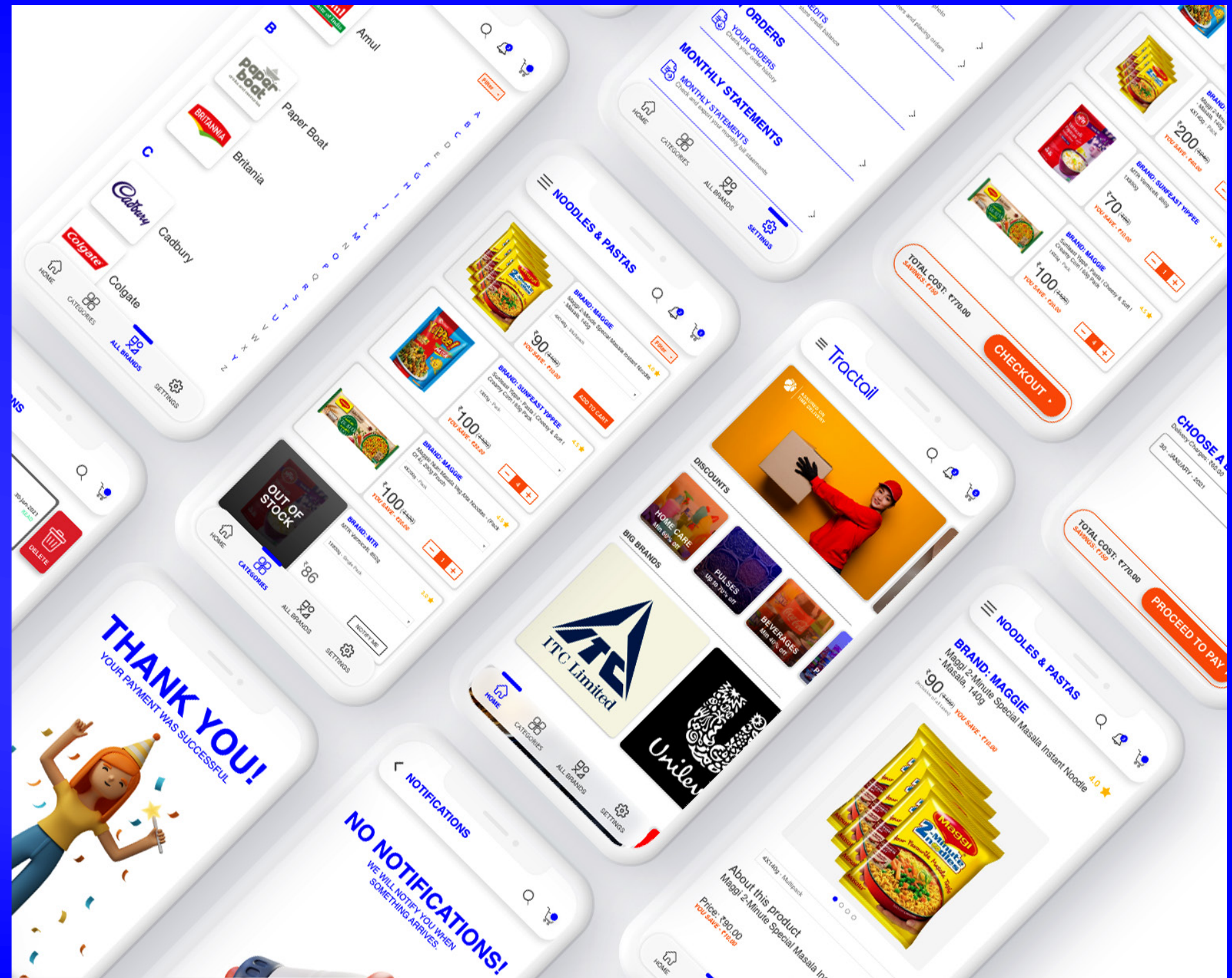## MOBILE APPLICATION

BASIS OF DESIGN

Based on the user research, low fidelity wireframing was designed to develop **user flow** and **information architecture.**

The userflow was designed keeping in mind the user's existing journey and their pain points. The aim was to **make the process of product procurement simple & straight forward** for the retailers, in short, minimizing agent's
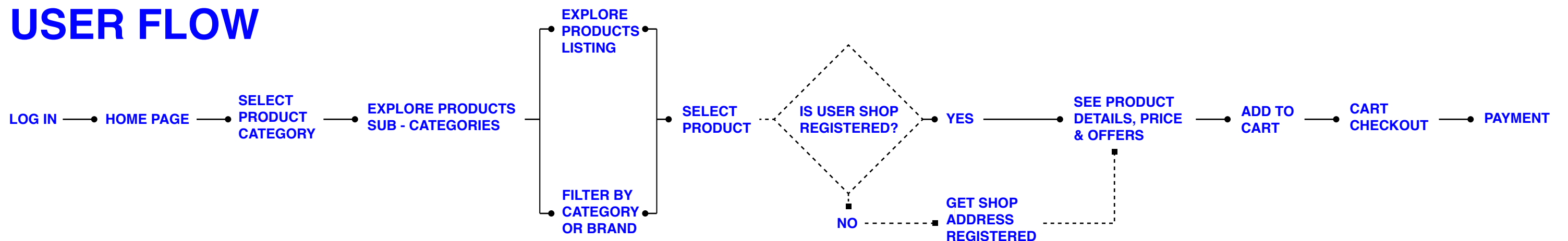
To make the whole experience more engaging & user-friendly, I also took inspiration from **Atomic Design System coined by web designer - "Brad Frost."**

GET IT ON
Google Play | **Early Access**

Kindly note, the app is under beta testing

USER FLOW

LOG IN → HOME PAGE → SELECT PRODUCT CATEGORY → EXPLORE PRODUCTS SUB - CATEGORIES → [EXPLORE PRODUCTS LISTING / FILTER BY CATEGORY OR BRAND] → SELECT PRODUCT → IS USER SHOP REGISTERED? → YES → SEE PRODUCT DETAILS, PRICE & OFFERS → ADD TO CART → CART CHECKOUT → PAYMENT

NO ⤑ GET SHOP ADDRESS REGISTERED

INFORMATION ARCHITECTURE

KEEP IT SIMPLE STUPID (KISS)*

While creating information architecture for the Tractail app, I tried to keep the product procurement process simple to avoid any user experience issues.

Using information architecture hierarchy, it enabled user to add products to cart and proceed to payment gateway page with minimum number of touches.

LEGEND

- **MAIN PAGES**
- **SUB PAGES**
- **CATEGORIES**
- **SUB - CATEGORIES**
- **FEATURES**
- **EXTERNAL LINKS**
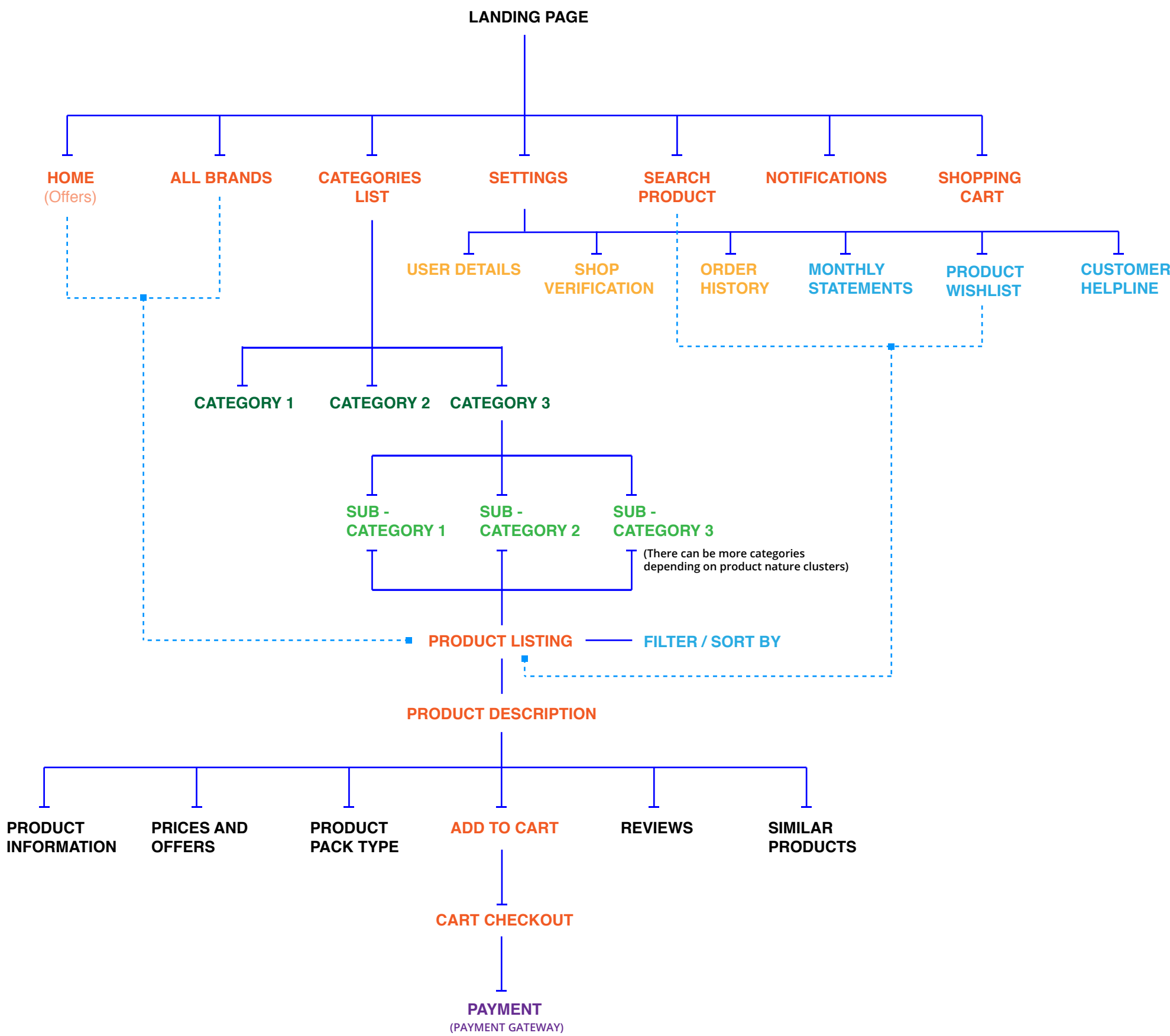
* The Heart of the Matter, Information Architecture in the Mobile Age. Interaction Design Foundation. Accessed on Jan 25. 2021.

Refer: https://www.interaction-design.org/literature/article/the-heart-of-the-matter-information-architecture-in-the-mobile-age

LANDING PAGE

- **HOME** (Offers)
- **ALL BRANDS**
- **CATEGORIES LIST**
  - **CATEGORY 1**
  - **CATEGORY 2**
  - **CATEGORY 3**
    - **SUB - CATEGORY 1**
    - **SUB - CATEGORY 2**
    - **SUB - CATEGORY 3**
      (There can be more categories depending on product nature clusters)
- **SETTINGS**
  - **USER DETAILS**
  - **SHOP VERIFICATION**
  - **ORDER HISTORY**
  - **MONTHLY STATEMENTS**
- **SEARCH PRODUCT**
- **NOTIFICATIONS**
- **SHOPPING CART**
  - **PRODUCT WISHLIST**
  - **CUSTOMER HELPLINE**

PRODUCT LISTING — **FILTER / SORT BY**

PRODUCT DESCRIPTION

- **PRODUCT INFORMATION**
- **PRICES AND OFFERS**
- **PRODUCT PACK TYPE**
- **ADD TO CART**
  - **CART CHECKOUT**
    - **PAYMENT** (PAYMENT GATEWAY)
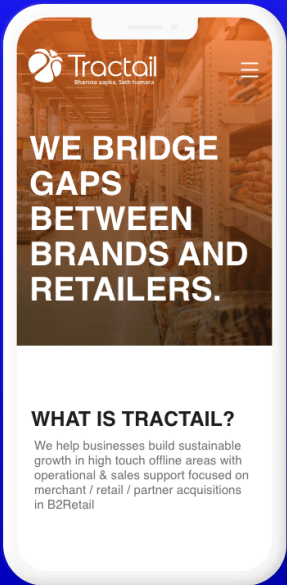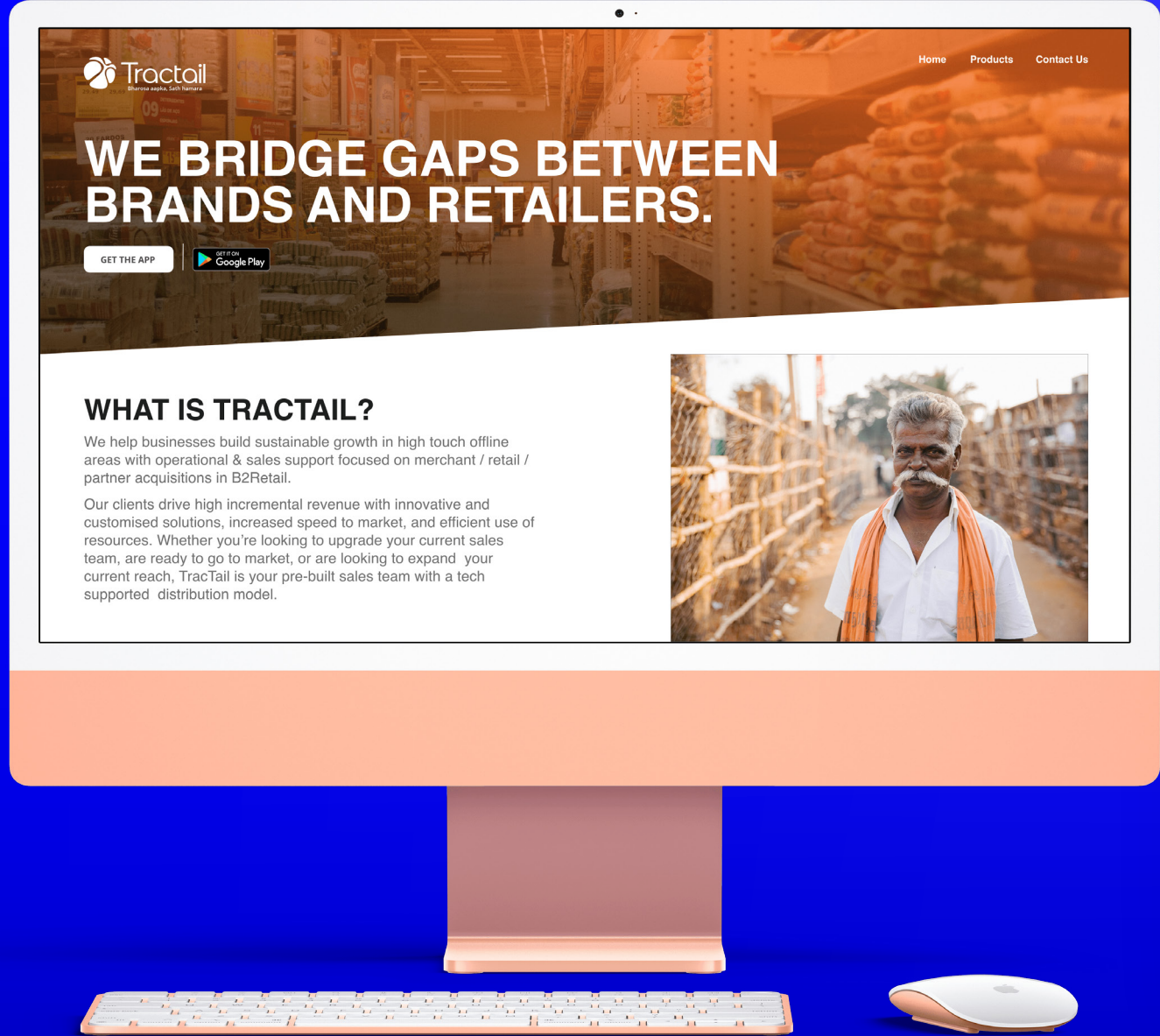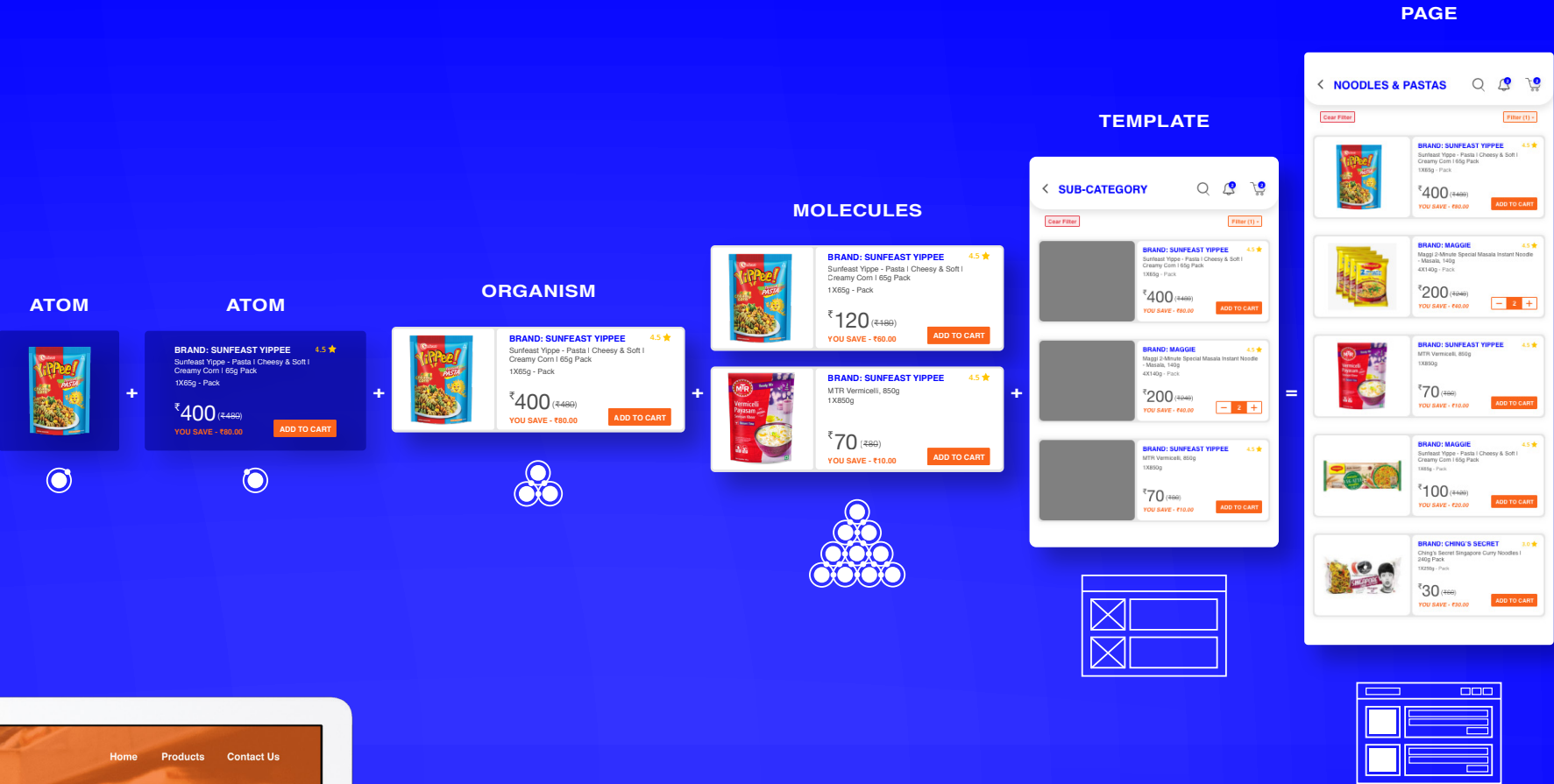- **REVIEWS**
- **SIMILAR PRODUCTS**

ATOMIC DESIGN METHODOLOGY

This methodology was coined by Brad Frost. According to him, an interface design comprise of five distinctive. These five stages together help bring a high degree of hierarchy in information allowing the user to easily understand the layout.

Tractail application has also been designed on similar principles thereby improving the overall accessibility and efficiency for the users.

*Referred: https://atomicdesign.bradfrost.com/chapter-2/

ATOM + **ATOM** + **ORGANISM** + **MOLECULES** + **TEMPLATE** = **PAGE**

TRACTAIL
WEBSITE DESIGN

An informative desktop and mobile responsive website was designed to create brand awareness.

WE BRIDGE GAPS BETWEEN BRANDS AND RETAILERS.

WHAT IS TRACTAIL?

We help businesses build sustainable growth in high touch offline areas with operational & sales support focused on merchant / retail / partner acquisitions in B2Retail.

Our clients drive high incremental revenue with innovative and customised solutions, increased speed to market, and efficient use of resources. Whether you're looking to upgrade your current sales team, are ready to go to market, or are looking to expand your current reach, TracTail is your pre-built sales team with a tech supported distribution model.

VYAAPAARI

"Vyaapaari" in English means a business person. Vyaapaari provides an e-commerce platform , an online store and a retail point of sale system to start, run and grow business online.

Being a start-up, the client wanted me to come up visual brand identities and their guidelines. Based on quality of work, the client decided to get the brand's website also designed by me.

FREELANCING PROJECT
YEAR: 2021

TEAM MEMBERS:
Designer: Dhruv Basur
Web Developer: Tushar Aggarwal

CREATIVE SERVICES:
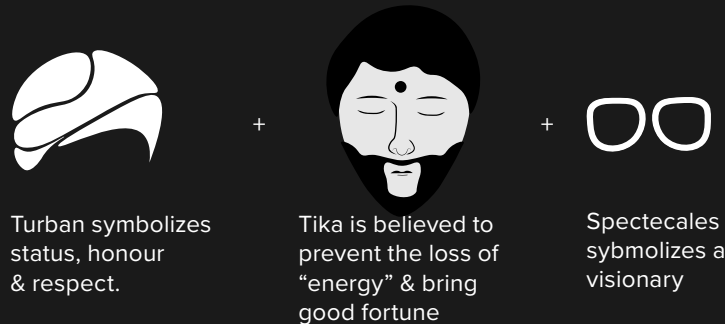
Brand Identity
Brand Identity Guidelines
Website design

VYAAPAARI

BRAND IDENTITY GUIDELINES

VYAAPAARI

MEANING

The logo consists of a Logo Mark and a Logo Type. The logo mark is minimal & traditional. It represents Indian traders of late modern period. The logo is well crafted to visually represent the true cultural ethos of the Indians. The logo depicts an Indian with a turban on his head, a "tilak" (a mark worn by a Hindu) on his forehead and a pair of spectacles.

Turban symbolizes status, honour & respect.

+

Tika is believed to prevent the loss of "energy" & bring good fortune

+

Spectecales sybmolizes a visionary

LOGO USAGE

1. PROPORTIONS

To ensure the logo is free from any visual distraction elements, a minimum clear space has been defined. This clear space is very important to maintain the sanctity of the logo. The logo of the brand can be upscaled proportionately to any size.

To workout the clears pace, take the X height of letter "V"in word Vyaapari

2. LOGO COLOR USAGE

Against a black or very dark color background, the logo should always be shown in white. Against a very light or a white background, logomay be shown in brand's primary and secondary colors as shown or fully in black.
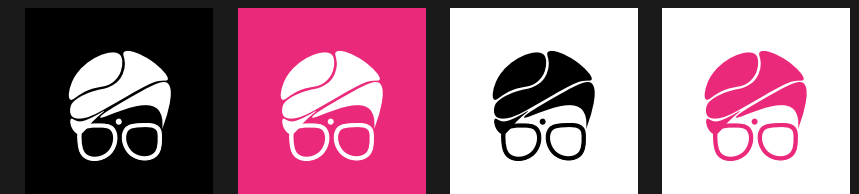
BRAND COLOR

COLOUR PALETTE

Consistent use of colours is vital for effective brand recognition. Colours for Vyaapaari are carefully chosen to represent the brand identity. Deep Cerise symbolizes Indian tradition, innovation, & people with growth mindset.

DEEP CERISE
PRIMARY

#EC297B
R236 / G41 / B123
C1 / M95 / Y20 / K0
PANTON: STRONG RED U

ICON SET

PROXIMA NOVA
primary . san - serif

Consistent use of typography is important for the brand. Proxima Nova was selected as primary typeface since it is a clean & geometrical serif font.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

{*";&$^':!@#]

Aa Bb

BRAND IDENTITY ITEMS

For brand communication, visual brand items were designed. The items tries to captures a mood and a feel that shows a unique and accurate brand personality.

VYAAPAARI
NIZAMUDDIN WEST,
NEW DELHI - 100014,
INDIA

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

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Gun mettal & hot pink coffee mug

Vyaapaari t-shirt

DREAM. BELIEVE. ACHIEVE.

BEEN A VYAAPAARI SINCE 2020

Lanyard

DHRUV BASUR
DESIGN TEAM

025

VYAAPAARI
WEB-DESIGN

DESIGN APPROACH

1. RESEARCH
Conducted research to understand the nature of business, its competitors & users

2. INFORMATION SYNTHESIS
Based on user research, insights were derived to understand how could we attract more local business to set up their business online on Vyaapaari platform.

3. DEFINE
Based on information synthesis, the key challenging area was to provide the user with an easy to understand website, and make them emotionally connect with the website using vector graphics.

4. STRUCTURE & NAVIGATION
A simple website structure and user navigation was designed. Goal was to convert potential clients into platform users with minimum clicks.

5. USER INTERFACE
The overall look and feel of the website was kept contemperory while taking into account the brand's identity and guidelines.

Note*: This is a mobile responsive website

https://vyaapaari.com
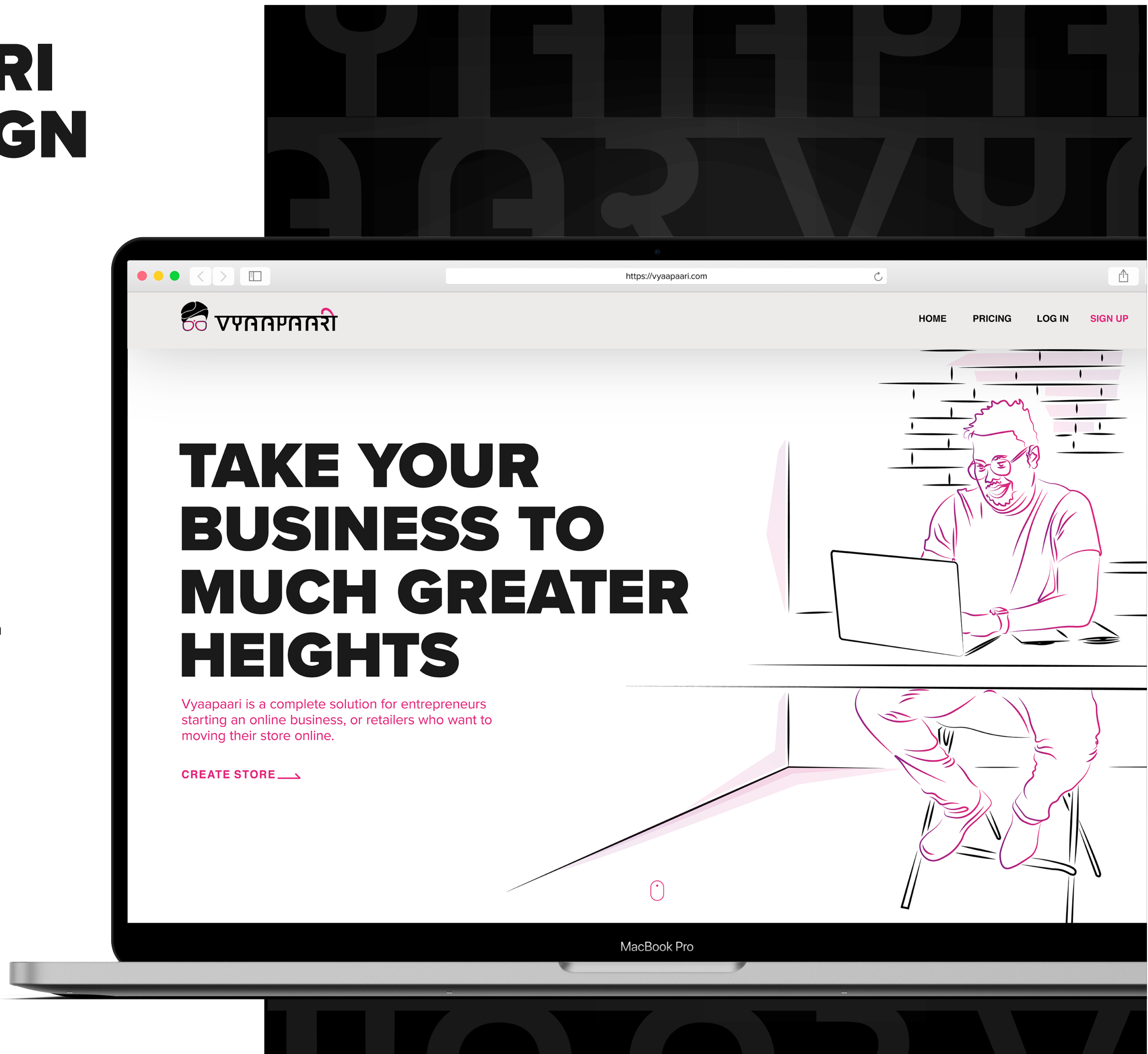
VYAAPAARI

HOME   PRICING   LOG IN   SIGN UP

TAKE YOUR BUSINESS TO MUCH GREATER HEIGHTS

Vyaapaari is a complete solution for entrepreneurs starting an online business, or retailers who want to moving their store online.

CREATE STORE

MacBook Pro

WEBSITE DESIGN

UI DESIGN

Vyaapaari website was designed in a contemporary form using brand's typeface, colours, and imagery.

Custom human vectors were designed for the website to give a traditional touch with a homely feeling, allowing the user to emotionally connect with the platform.

NEGATIVE SPACE

White space (negative space) is used wherever possible to balance the elements used in the website, & provide user with better readability and understanding, thereby making them keep reading and not leaving.

Sonika Agarwal.May 26, 2021. Portrait of a young woman. Unsplash
Accessed on June 1, 2021. Refer: https://unsplash.com/photos/phtRP5Fx6y0

Harp Wandrr.July 1, 2019. Unsplash
Accessed on Feb 2, 2021. Refer: https://unsplash.com/photos/V-8pNBAPyzw

Website mockup content

TAKE YOUR BUSINESS TO MUCH GREATER HEIGHTS

HOME   PRICING   LOG IN   SIGN UP

Vyaapaari is a complete solution for entrepreneurs starting an online business or retailers who want to moving their store online.

CREATE STORE

ENTREPRENEURSHIP HAS NO AGE

MANAGE

Managing your business hassle free through your dashboard. Streamline your operations and run your business smoothly.

SIGNUP FOR FREE

DESIGN

Customize everything to your liking so that you can start and grow your business to nearly anything you can imagine.

CHOOSE THE RIGHT PACK FOR YOU

Always know what you'll pay.

Monthly   Yearly

Basic Pack
Great for young business who wants an online presence

FREE (Limited time offer)

₹500
₹0/month

Online store
Unlimited brands
5 Staff accounts

GET STARTED

Premium Pack
Best value and most popular plan. Do more with your business

50% OFF (Limited time offer)

₹5,000
₹2,500/month

Online store
Unlimited brands
10 Staff accounts

GET STARTED

(RECOMMENDED)

Enterprise Pack
Perfect for big organizations

Get a Quote
Call 1800-xxx-xxx for high-volume plans and services

CONTACT US

SEAL OF TRUST

No hidden fee. No hidden charges.

PACK COMPARISON

Find the perfect pack for you

	Basic	Premium
Online Business		^
• Online Store	✓	✓
• Manual Order Creation	✓	✓
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat		
Technical Support		∨
Store Management		∨
Payment Management		∨

RAINBOW SERPENT FESTIVAL

BRAND IDENTITY GUIDELINES

PROJECT BRIEF

In this project, the task was to redesign a brand identity (ID) system and guidelines document for the Australian'Rainbow Serpent Festival'. I had to will design a range of communications items and present them in a basic brand guidelines publication which demonstrated a unified visual system communicating the personality and essence of the Rainbow Serpent Festival brand.

UNIVERSITY PROJECT

TABLE OF CONTENT

Clear Space Usage

Definition
To ensure the logo is free from any visual distraction elements, a minimum clear space has been defined. This clear space is very important to maintain the sanctity of the logo. The logo of the brand can be upscaled proportionately to any size.

Computation
To workout the clearspace, take the X height of letter "S". (Clear space = X height of letter "S" in word Serpent)

Logo Color Usage

Against a black or very dark color background, the logo should always be shown in white. Against a very light or a white background, logo may be shown in brand's primary and secondary colors as shown or fully in black.

primary . medium . sans-serif

METALLOPHILE SP8

ABCDEFGHIJKLMNOPQRTUVWXYZ

abcdefghijklmnopqrtuvwxyz

1234567890

@#$&%*{?/,;:^!]

Primary Typeface

Consistent use of typography is important for the brand. Metallophile SP8 is our primary typeface. It is a sans serif & an organic type. Metallophile SP8 - Medium should be used for all big headlines in web, social media, print and BTL collaterals.

secondary . sans-serif

GRAPHIE

SEMI-BOLD

ABCDEFGHIJKLMNOPQRTUVWXYZ
abcdefghijklmnopqrtuvwxyz
1234567890
@#$&%*{?/,;:^!]

BOOK

ABCDEFGHIJKLMNOPQRTUVWXYZ
abcdefghijklmnopqrtuvwxyz
1234567890
@#$&%*{?/,;:^!]

Secondary Typeface

Graphie is our secondary typeface. All sub headings and bodytext should make use of this typeface. While sub headlines should use Graphie - Semi bold, all bodytext should be in Graphie - Book for web, social media, print and BTL collaterals.

Colour Palette

Consistent use of colours is vital for effective brand recognition. Rainbow Serpent Festival colours are carefully chosen to represent the brand identity.

The brand color palette make use of both analogous & complementary colour schemes. Use of exciting & lively colours appeal to the artistic, innovative, caring & open mindedness personality traits of the brand.

Colour Usage

It is important to follow the colour usage percentage as mentioned against all the brand colours for all visual representations of the brand.

Use of Pantone matching system is recommended to ensure color consistency. Pantone - Solid Coated book should be referred to match the colors of the brand .

PRIMARY
50%

HOLLYWOOD CERISE

#B8055C
R184 / G5 / B91
C23 / M100 / Y43 / K5
PANTONE 227C

SECONDARY
30%

ROSE

#F2055C
R242 / G5 / B92
C0 / M100 / Y48 / K0
PANTONE 1925C

TERTIARY
15%

ELECTRIC VIOLET

#003EDA
R0 / G62 / B218
C89 / M76 / Y0 / K0
PANTONE 2728C

ACCENT
5%

BRIGHT GREEN

#1FFF00
R31 / G255 / B0
C62 / M0 / Y100 / K0
PANTONE 802C

Imagery Usage

Photography guidelines are good to keep in mind for the brand when selecting images to be used. Rainbow Serpent uses photos of people when communicating an idea either on web, print, social media or any other collateral.

It is important for photos to have people with smiling faces. There should be a sense of community, diversity, open mindedness and joy. Brand colors should be used as an overlay over the photos.

For image referencing, refer pg.14)

Pattern Usage

Patterns should be fun & whimsical. They should only be used as an overlay pattern mask with low opacity over the images.

RAINBOW T-SHIRT
TYPE - UNISEX

EXPLORE THE
UNKNOWN
21-24 JANUARY
LEXTON - VICTORIA - AUSTRALIA

RAINBOW
SERPENT
FESTIVAL   rainbowserpent.net

RAINBOW
SERPENT
FESTIVAL

TICKET ID
2595

AD
MIT
01

GENERAL
ADMISSION
ONLY

21 TO 24 2022
JANUARY
2087/2107 Beaufort - Lexton Rd,
Lexton VIC 3352

rainbowserpent.net

Not valid for entry before 7am January 18, 2022
$300.00 + $10 Booking fee (incl. GST).
No refunds / No exchange

FESTIVAL TICKET

RAINBOW SERPENT
CANVAS TOTE BAG

SERPENT CAP

RAINBOW
SERPENT
FESTIVAL

VIP LANYARD - ALL ACCESS PASS

SERPENT CERAMIC BOTTLE

FESTIVAL HAND BAND

Web Design Style

It is important for the website to be desktop & mobile responsive. Website is designed in a contemporary form, using brand's typeface, colours, imagery and graphic style while at the same time following brand's personality traits.

Rainbow Serpent Festival 2022
our journey, our story, our spirit
THURSDAY 21 – MONDAY 24 JANUARY

our story

Over 23 years, Rainbow Serpent Festival has grown from a small gathering of friends to a cost of thousands celebrating life, music, arts and culture just a two hour drive from Melbourne. The Briody Family, local Pyrenees communities and the Traditional Owners of the Land have welcomed us all each year to the town of Lexton, as people travel from all over the world to experience an explosion of colour and creativity. It is more than just a music, arts and lifestyle festival. It's a community of people with shared values seeking connection, creativity, celebration and growth. An opportunity to find each other, find ourselves and find meaning.

KNOW MORE

| Used For	Sr.No	Citation
Cover Page	01	Asher Floyd.The Market Stage at Rainbow Serpent 2013.Wikipedia Accessed on June 9, 2021.https://commons.wikimedia.org/wiki/
Brand Imagery Page	01	Marvin Meyer.Unsplash Accessed on May 24, 2021.https://unsplash.com/photos/QS4KxdelN_4
	02	Michael Benz.Rachel Cook at Bass Coast Festival.Unsplash Accessed on June 4, 2021.https://unsplash.com/photos/bSQwlNgkf4g
	03	Vonecia Carswell.Afropunk Festival Brooklyn.Unsplash Accessed on June 9, 2021.https://unsplash.com/photos/3cBFqagweZM
	04	Globelet Reusable.Festival fun in Australia.Unsplash Accessed on May 31, 2021.https://unsplash.com/photos/LKU2gMp_q98
A3 Poster	01	Oladimeji Odunsi.I knew your face once but now it's unclear.Unsplash Accessed on May 21, 2021.https://unsplash.com/photos/hwsqCAHgqQM
Billboard	01	Caique Silva.Oasis.Unsplash Accessed on June 21,2021.https://unsplash.com/photos/C5NOq1BKlAk
Event Ticket	01	Ezekixl Akinnewu.Grayscale Photo of Braided Hair Woman.Pexels Accessed on May22 ,2021. https://www.pexels.com/photo/grayscale-photo-of-braided-hair-woman-950243/
Brand Website	01	Eric Ward.Louis Futon crushing his set at the DoLab, Coachella.Unsplashsw Accessed on May 23, 2021.https://unsplash.com/photos/uD0W-swVGgE
	02	Wolfgang.Photo Of Crowd In Front Of Stage.Pexels Accessed on May 23, 2021.https://www.pexels.com/photo/photo-of-crowd-in-front-of-stage-2747450/
	03	Fabian Bächli.Unsplash Accessed on June19, 2021.https://unsplash.com/photos/A2Zf3fGbdFQ

A DAY WITH BRUCE

Through this project, I had to consider my partner's daily routines or rituals and had to propose ways to enhance them. I had to focus on habits either in the morning, daytime or evening. By engaging with his activities and applying Design Thinking Methods, I had to develop an original proposal that would enhance my partner's morning, daytime or evening routine in an innovative, valuable and exciting way.

UNIVERSITY PROJECT
PARTNER: BRUCE (Jianuo Xu)

DESIGN DAILY

THE PLOT

Let me introduce Bruce to you. Bruce is 24 years old and resides in China. A design student and an avid follower of Manga art, Bruce desires to be physically fit and socialize more with his friends circle (i). However, spending most of his day gaming or watching videos makes him totally exhausted by evening (ii). As a result, he doesn't prefers to step outside to exercise or meet his friends (iii).
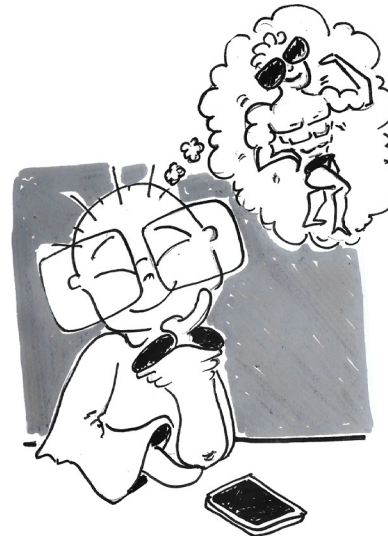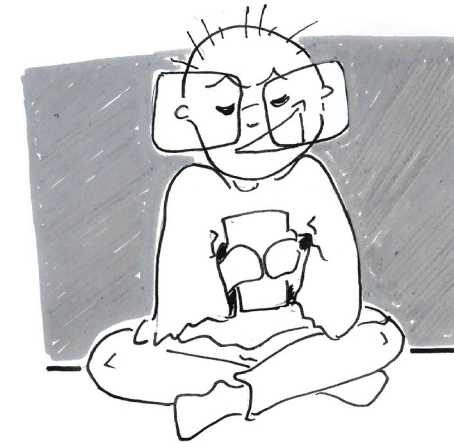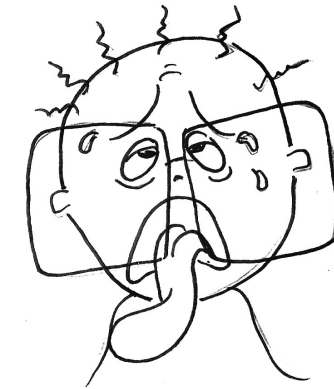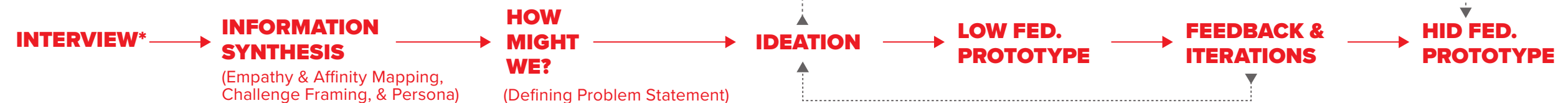

(i)   (ii)   (iii)

MISSION: UNDERSTANDING BRUCE

In order to improve Bruce's day, it was important for me to interview him about his daily routine. This allowed me to gain deep insights, identify his pain points and his motivattions. Information synthesis helped me identify the root cause of problem, solving which could help improve Bruce's daily routine.

DESIGN PROCESS UNDERTAKEN:

INTERVIEW* → INFORMATION SYNTHESIS (Empathy & Affinity Mapping, Challenge Framing, & Persona) → HOW MIGHT WE? (Defining Problem Statement) → IDEATION → LOW FED. PROTOTYPE → FEEDBACK & ITERATIONS → HID FED. PROTOTYPE

*Partner was informed about the purpose of the interview and that the audio and video would be recorded for the purpose of analyzing it and for extracting the insights.

MISSION
UNDERSTANDING BRUCE

Empathy Mapping was done to gain user insights followed by a User Persona to define Bruce. Based on information synthesis, an Actionable Problem Statement was defined that helped me in the ideation process.

EMPATHY MAPPING

SAY

DID

"want to take a nap in afternoon"

I feel overweight

Don't want to exercise in the morning

"like to play PC / Mobile games"

"wants to meet my friends"

Likes to watch youtube videos

"wake up early"

Does not take a nap in afternoon

"clean house, wash clothes"

Likes to check messages / mails after waking up

"play online games in evening with friends"

"no exercise in evening"

Gives up too early when trying something new / challenging

THOUGHT

FELT

"would like to exercise in morning"

Friends are too busy to meet in person.

It's a habit now to check mobile first thing in morning

"regrets not taking some time off (nap) in afternoon"

"alone / nobody to speak with during day time"

Wants to socialize

"excited / thrilled when checking social media"

Tired and guilty for not taking some break in afternoon

Happy / Carefree when playing games

"desire to have a fit body"

"lonely / sad when alone during daytime"

not sure about evening exercise

*Based on empathy mapping, affinity mapping was done to organize ideas / insights based on their relationships

PERSONA
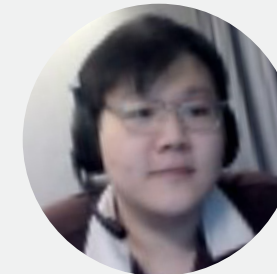
NAME: Bruce (Jianuo Xu)
AGE: 24 years old
OCCUPATION: Design student

HIS STORY: Bruce spends most of his time home alone, playing games or watching videos. He feels his current habits are making him unfit. He wants to meet and make new friends.

SOMETHING UNIQUE: Finds cleaning his room, clothes relaxing

HATES TO: Exercise in the morning

DREADING TO CHANGE: His morning routine

WILLING TO CHANGE: Exercise more, reduce mobile usage take afternoon naps more often.

APS*

PAIN POINTS
- knows he is out of shape
- feels lonely during day time
- mobile phone addiction

KEY INSIGHTS
- wants to be physically fit
- wants to socialize
- improve self discipline

ACTIONABLE PROBLEM STATEMENT
Spends too much time on mobile phone. As a result, he is not able to devote time towards exercising or meeting his friends.

APS*: Actionable Problem Statement

HOW MIGHT WE?

REDUCE MOBILE USAGE & ENCOURAGE EXERCISING

In order to solve the HMW, I came up with multiple ideation. Based on user insights, the most ideal solution for Bruce was to design a self discipline fitness application. Now the idea was to design an app where Bruce would decide how much time he wanted to spend on his favorite applications, and then decide how many steps he was willing to take to unlock them once he exceeded the time allocation.

*20 ideas were brainstormed

UNIQUE SOLUTION ADVANTAGES:

- Reduce usage of mobile
- Bruce goes out daily for exercise
- Self motivation and discipline
- Healthy and balanced lifestyle
- Self-efficacy and encouragement

LOW FIDELITY
PROTOTYPING AND USER TESTING

Low-fidelity wireframes were developed to test user flow and improve the app's key purpose and functionality. Based on initial feedback, a reward screen was added to enhance user experience.

To make the concept more user interactive, I also designed the user interface for the watch where Bruce could easily track his progress, rather than using his mobile.
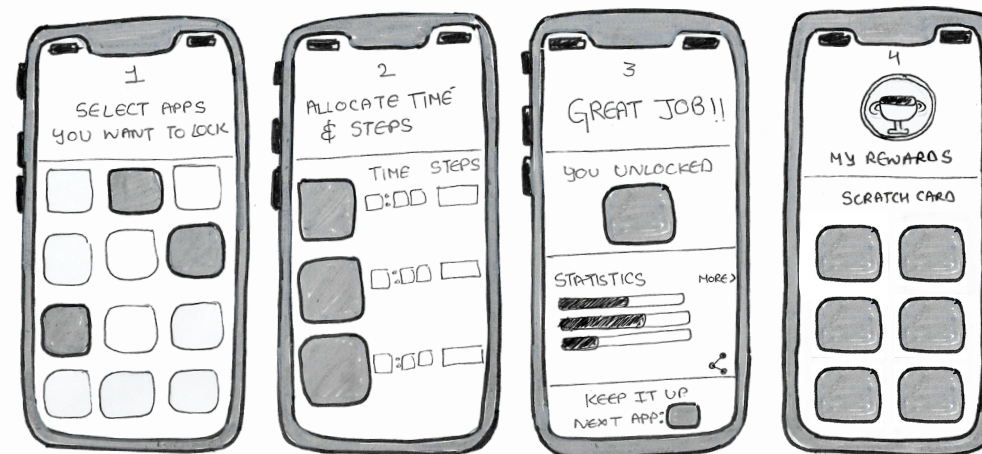
BRUCE'S FEEDBACK:

"I think this idea is really nice and I really need it. I often forget or give up doing a lot of things, especially exercise, because I spend too much time on my phone Sometimes, even though I have a daily exercise plan in place, I will postpone or even cancel my exercise because I find interesting videos or information on my favorite apps.

So I think limiting my use of the apps with mileage will help me get enough physical exercise every day."
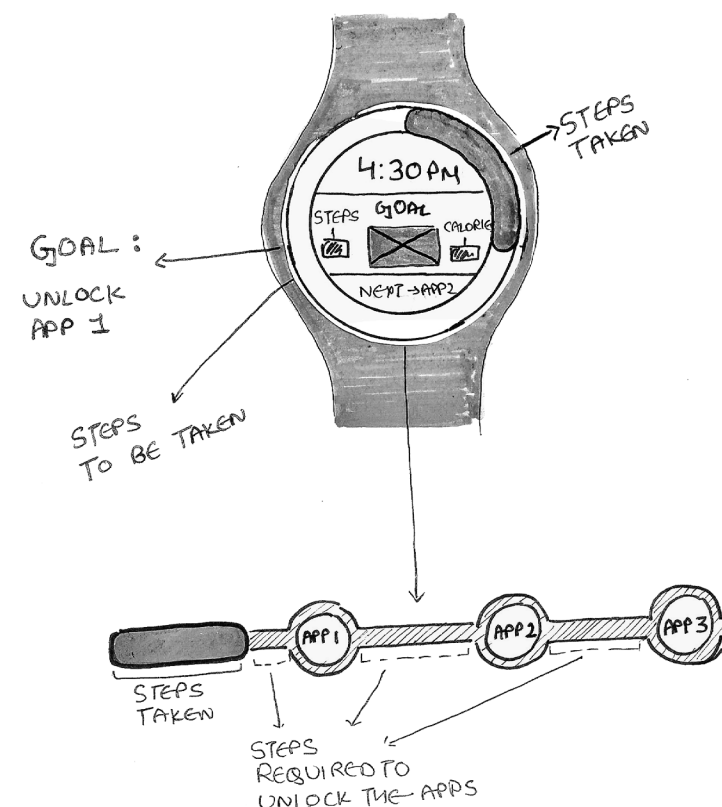
STORYBOARD

USER ROLE PLAY

In order to further understand user experience, user role play was done for a day. Bruce was asked to allocate some time for his favorite app and as soon as the timer hit, he was asked not to use it. To unlock the same, Bruce decided how many steps he would take to unlock the app.
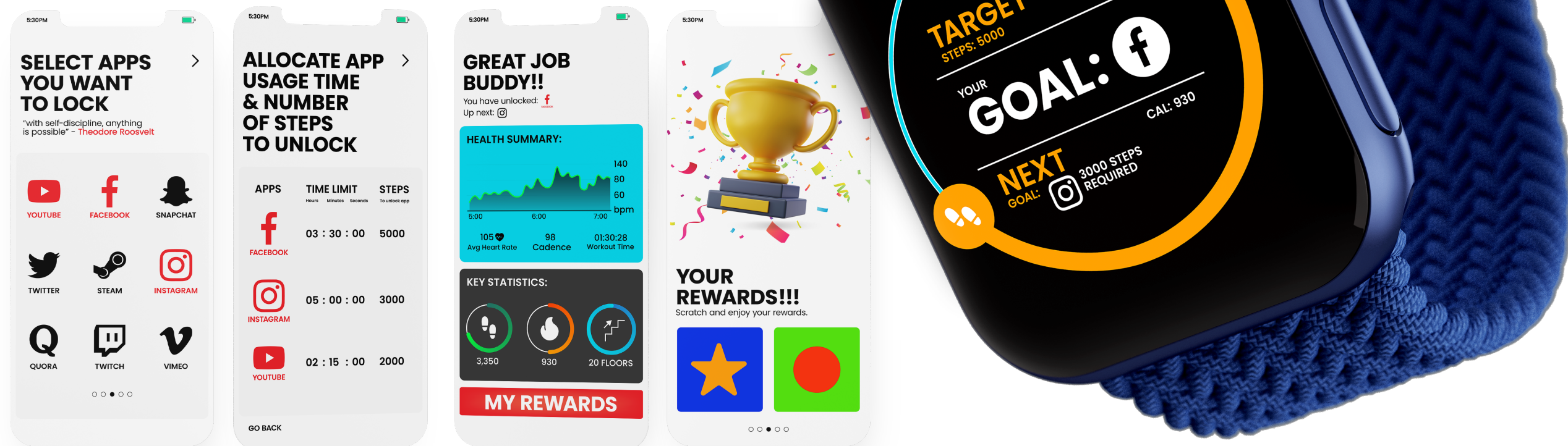
This simulation technique helped me understand the emotional aspect of Bruce's needs and desires. Taking steps was like toiling up a mountain. Upon reaching the top, there was a sense of achievement and a boost to his confidence.
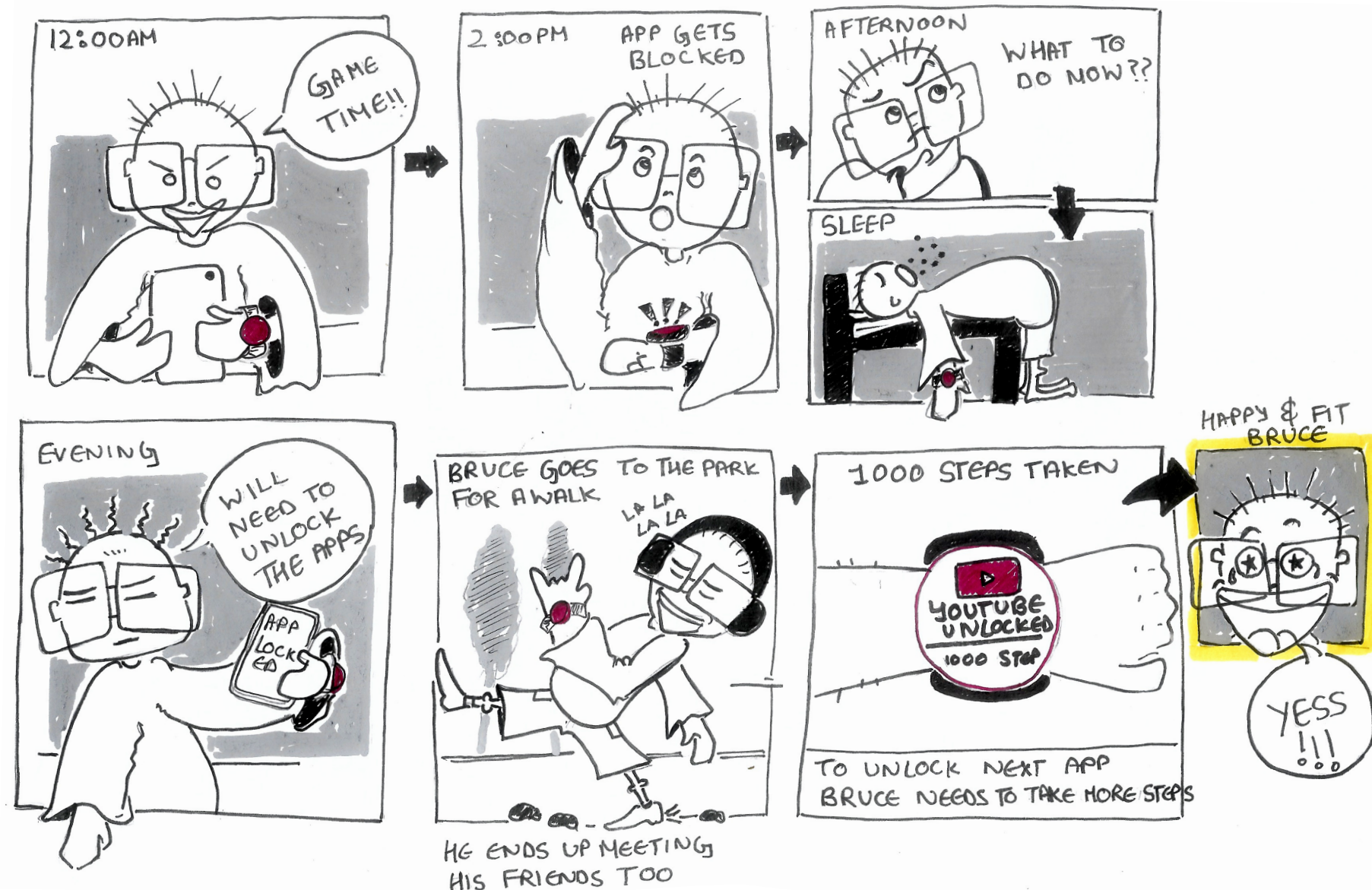
PROTOTYPE

HIGH - FIDELITY

To provide Bruce with a more accurate indication of user experience, a high - fidelity prototype was developed. This allowed me to deliver a more realistic experience and make some minor tweaks to the UI based on user feedback.

5:30PM

SELECT APPS YOU WANT TO LOCK

"with self-discipline, anything is possible" – Theodore Roosvelt

YOUTUBE FACEBOOK SNAPCHAT

TWITTER STEAM INSTAGRAM

QUORA TWITCH VIMEO

5:30PM

ALLOCATE APP USAGE TIME & NUMBER OF STEPS TO UNLOCK

APPS	TIME LIMIT			STEPS
	Hours	Minutes	Seconds	To unlock app
FACEBOOK	03 : 30 : 00			5000
INSTAGRAM	05 : 00 : 00			3000
YOUTUBE	02 : 15 : 00			2000

GO BACK

5:30PM

GREAT JOB BUDDY!!

You have unlocked: f
Up next: 📷

HEALTH SUMMARY:

140
80
60
bpm
5:00 6:00 7:00

105 ❤ 98 01:30:28
Avg Heart Rate Cadence Workout Time

KEY STATISTICS:

3,350 930 20 FLOORS

MY REWARDS

5:30PM

YOUR REWARDS!!!

Scratch and enjoy your rewards.

6:30 PM
March, 28

82 BPM

LEFT: 1650

TARGET
STEPS: 5000

YOUR **GOAL:** f

CAL: 930

NEXT
GOAL: 📷 3000 STEPS REQUIRED

ENHANCING PUBLIC SPACE & PEOPLE'S INTERACTIONS

SHIBUYA CROSSING
渋谷スクランブル交差点 JAPAN

SHIBUYA CROSSING
渋谷スクランブル交差点 JAPAN

PUBLIC PATTERNS

UNIVERSITY PROJECT | MAY,2021

Working in teams, we had to observe people's behavior in a 'public space type' of our choice and had to design something to enhance that space and the interactions within it. By engaging with our teammates and design thinking activities, we had to develop and seek feedback on an original proposal that would enhances public space and people's interactions in it an innovative and exciting way.

TEAM MEMBERS

- Dhruv Basur
- Ellen Mooney
- Harshita Kalgod
- Jason Wijyan Tan
- Shunsuke Mori

PROJECT TIMELINES:

WEEK 1 - Site visit & information collection

WEEK 2 - Synthesis, ideating, prototyping

WEEK 3 - Public feedback, & design refinement

NOTE*

Due to online classes, all on-site observation was done by Shunsuke Mori since he was in Tokyo. Rest of the team members relied on live feed-cams to do make observations

All photos have been taken by Shunsuke Mori

TEAM OBSERVATIONS
チームの観察

Shibuya Crossing is best known for the incredible 'scramble' that occurs every time the traffic lights turn red, allowing a huge wave of pedestrians to flood into the intersection for a few moments.

Based on observations made by the team a number of factors were identified that leads to the scramble while crossing the road:

- Pedestrians are impatient while waiting for the lights to turn green & tend to stand either on the edge of sidewalk, or even beyond it while waiting.

- Small sized pedestrian light makes it difficult for the pedestrians to know whether the lights are about to go green or red.

- Pedestrians hardly stay / use zebra crossing while crossing the intersection

- Lack of directions makes it difficult for the tourists to decide which side of intersection to take.

- Pedestrians tends to run when the lights are about to go red, thus either falling or colliding with others, which can be very dangerous
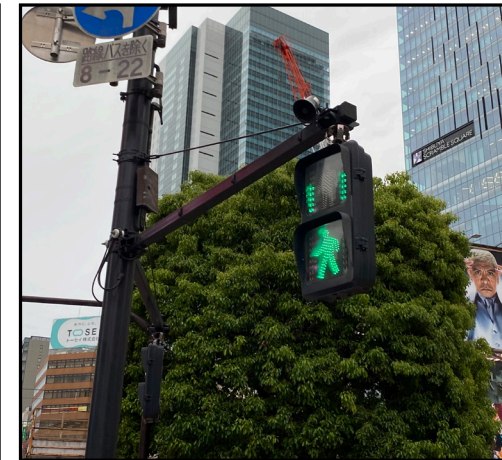
Note* : Due to online classes, on-site observations were made by Shunsuke Mori since he was in Japan. Rest of the team members relied on live webcam feeds to make their observations. Refer: https://www.youtube.com/watch?v=HpdO5Kq3o7Y

PUBLIC INTERVIEW CONDUCTED:

"I find it a bit stressful and intimidating to cross the road. Also, I have never thought of using zebra crossing, and I don't think we're supposed to care that much"

- Interviewee 1

"I find it bit dangerous to cross the road with strollers if people are rushing on the way, but generally, it is safe"

- Interviewee 2

"I think the duration of the green light is an issue. Also it is very difficult to see one as the place is so much crowded"

- Interviewee 3

INFORMATION SYNTHESIS

情報合成

EMPATHY MAPPING

SAY いう

"Unique place to take photos"

"Don't care about the zebra crossing"

Feel safe when crossing with small kids

At first, crossing here was a bit overwhelming & intimidating.

Have been here multiple time to take photos

I do not think the duration of green light is an issue

I want to post the photos on my social media.

Underground paths can be troublesome.

Having a lot of people taking photos inside the crossing can be annoying

I had to try 2-3 times to get a nice picture in between crowd

I find it bit dangerous to cross the road with strollers

There are less people compared to pre-covid.

THINK 考える

What should I get for dinner?

Lack of pedestrian lights

Try not to bump into other people

Need to take a great photo before the light goes red.

Need to take a great photo before the light goes red.

It's crowded even under the state of emergency. Is it safe here?

Try not to bump into other people

Not sure which direction I should go to

It should be ok to start crossing though it's almost turning.

Notice the gatherings & protesters around the station.

It's a unique place.

Use the underground path

DID した

Not walking within white lines

Walks dog across crossing

Walks across before green light goes

Cycles across crossing through crowd of people

Run across the zebra crossing

Taking Pictures

Looks at one's phone

Speaking with someone

Cycling

Holds a bag (shopping bag, work bag, etc)

Not using Zebra crossing

Looks around (restaurants, billboard advertisements, etc)

FEEL 感じる

Observed - being watched by a lot of people

Curious about the site - taking pictures

late for work

Impatient - walks before lights change

Relaxed, taking dog for walk

Seems to be impatient

Excitement - visit to Shibuya Crossing

In a hurry to cross the road

Panic-stricken - light about to turn red

Overwhelmed about crowd

Appalled - looking at a new environment (tourists?)

Concern - Covid

Annoyed - Waiting for a friend

Elated - getting to go out with mates

Tired - going back from work

Confused - doesn't know the direction to a certain location

Impatient - wants to cross asap

● POSITIVES   ○ NEUTRALS   ● NEGATIVES

GENERAL PERSONA

一般的なペルソナ

NAME: Mana

AGE: 35 years old

OCCUPATION: Works in Central Gai, Shibuya District

ABOUT HER: Mana works a 9 to 5 job to make her ends meet. She is desperately in search for a better job as the current one has no work - life balance and is situated in a crowded place.

SOMETHING UNIQUE: She commutes to work either using a bicycle or takes a metro. She is concerned about the environment.

THOUGHTS AND ACTION ABOUT SHIBUYA:

- Have to work long hours every day because the office is located in the city center which attracts lot of tourists

- Always struggles to cross amidst the crowd.

- Sometimes get annoyed by the crowd of tourists on the way to work when she is in a rush.

HOW MIGHT WE?

どうすればいいですか

Based on information synthesis, three major categories were identified. The team decided to come up with HMW's for each of the category as stated below:

1. BETTER VISIBILITY

HMW ensure the safety of pedestrians when they cross the road?

2. PEDESTRIAN SAFETY

HMW organize pedestrians when they are crossing the road?

3. EASY DIRECTIONS

HMW make it easier for people to see pedestrian signals?

Note* : In total Five HMW's were brainstormed for each category before identifying the most ideal one.

QUICK IDEATION

素早い発想

The Team did quick brain storming to come up with some ideas based on our HMW's.

For better visibility of pedestrian signals and pedestiran safety, ideas revolved around overhead light bar and LED strips

Finally for better navigation, wayfinding design ideas were brainstormed for effective visual indicator for directions.

Note* : For every HMW each team member came up with at least two ideas.
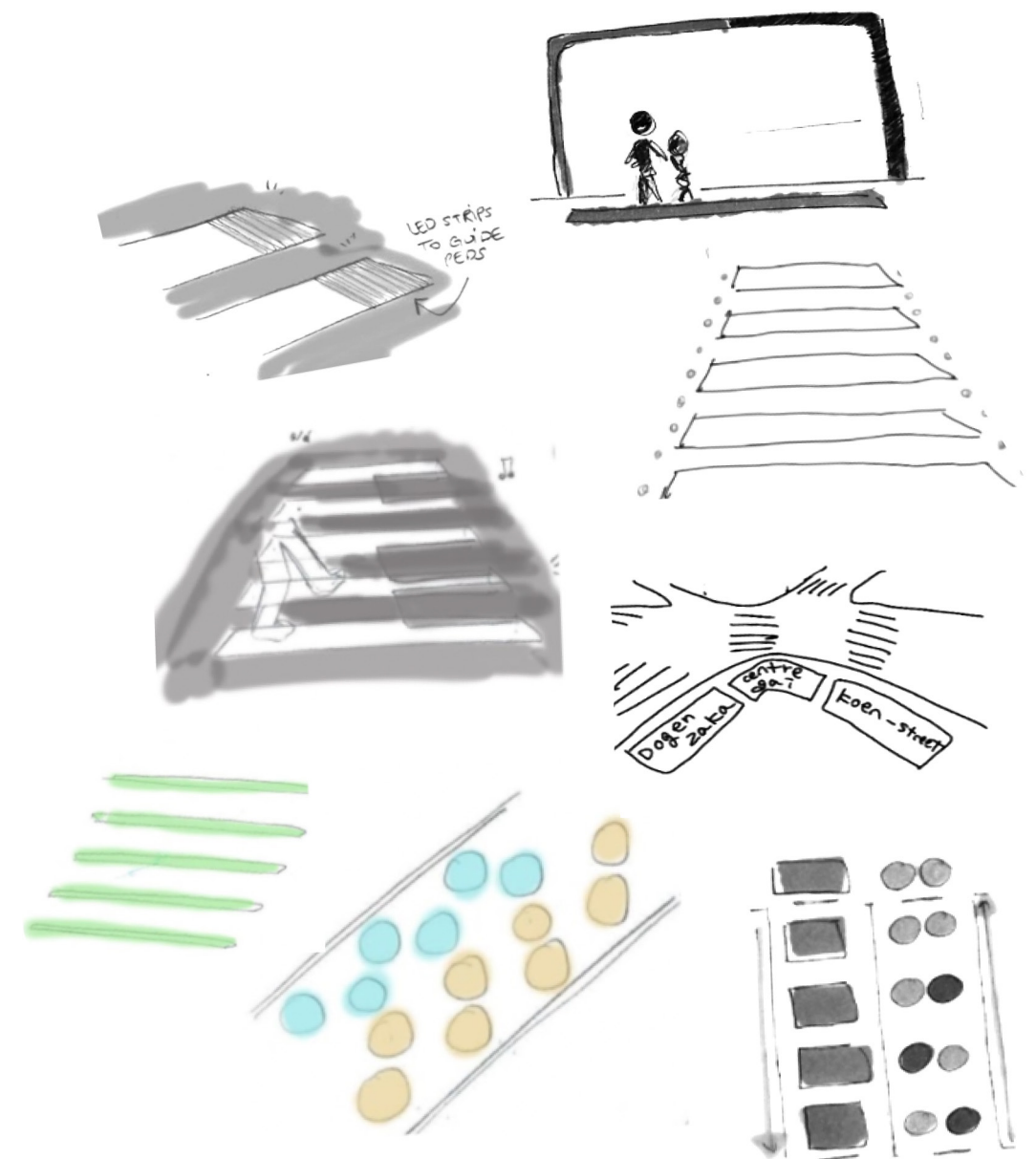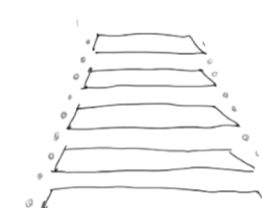

IDEA SELECTION CRITERIA

素早い発想

The Team used 6 Thinking Hats Method and Four Category Method to identify the best and practical solutions to for each of the three categories.

BETTER VISIBILITY
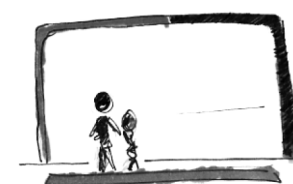
Overhead pedestrian signal bar
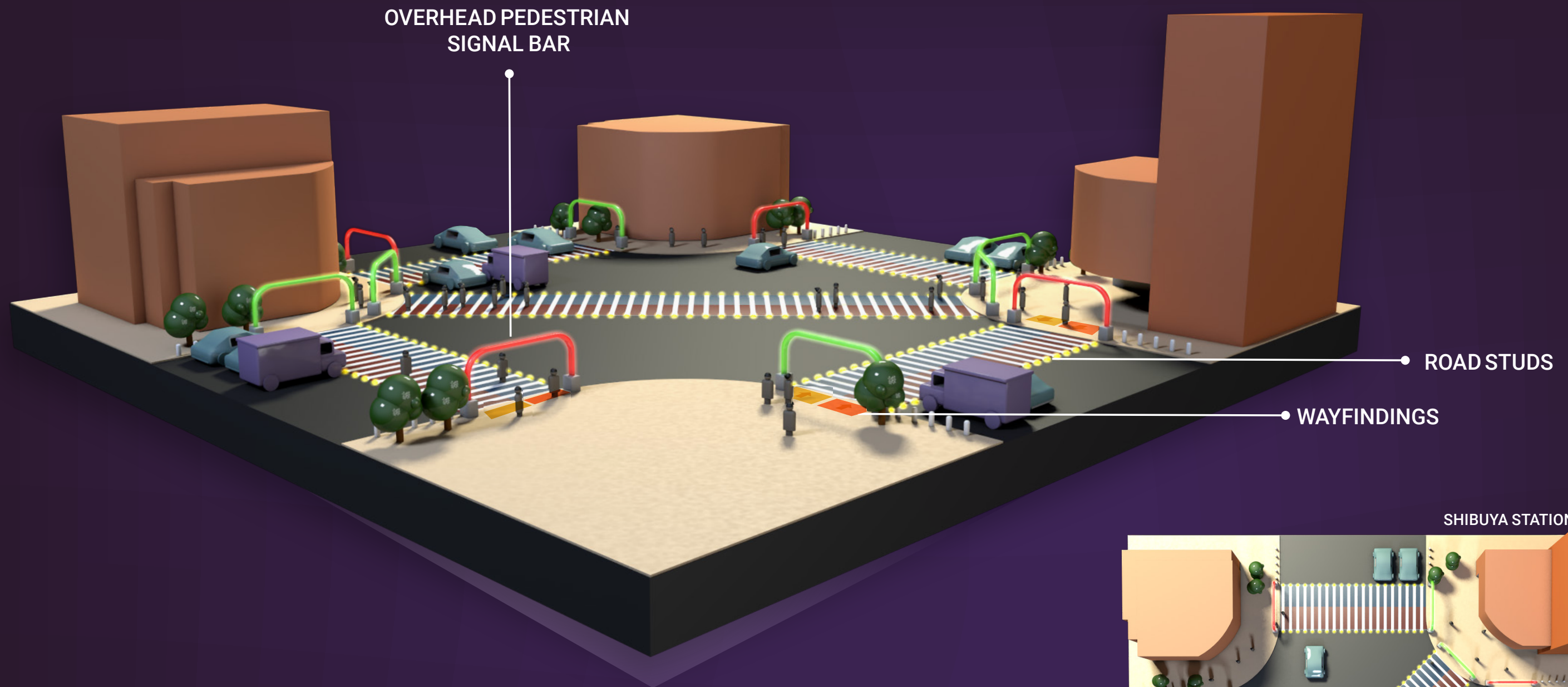
PEDESTRIAN SAFETY

Road Studs on either sides of the zebra crossing

### EASY DIRECTIONS

Wayfinding on the footpath

OVERHEAD PEDESTRIAN
SIGNAL BAR

ROAD STUDS

WAYFINDINGS

SHIBUYA STATION

CENTRE GAI

AERIAL VIEW

IDEA
アイデア開発
DEVELOPMENT

Shibuya is a five way crossing intersection. With crowd entering in from all five directions it becomes a chaos. Hence, identifying the pedestrian lights becomes a major challenge. Bumping pushing, running adds on to this disorder.

This is where our ideas comes in. Improving the pedestrian signal visibility through overhead signal bars and placing road studs on zebra crossing to make the crowd stay on zebra lines in whichever direction they plan to cross.
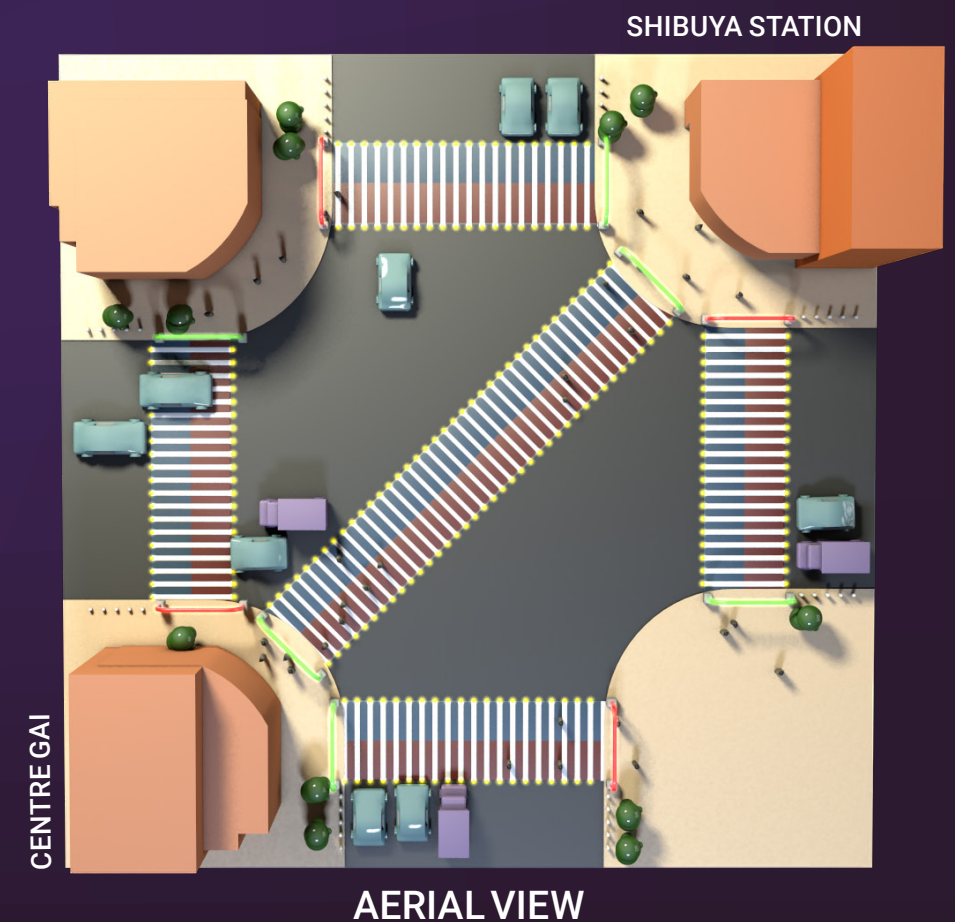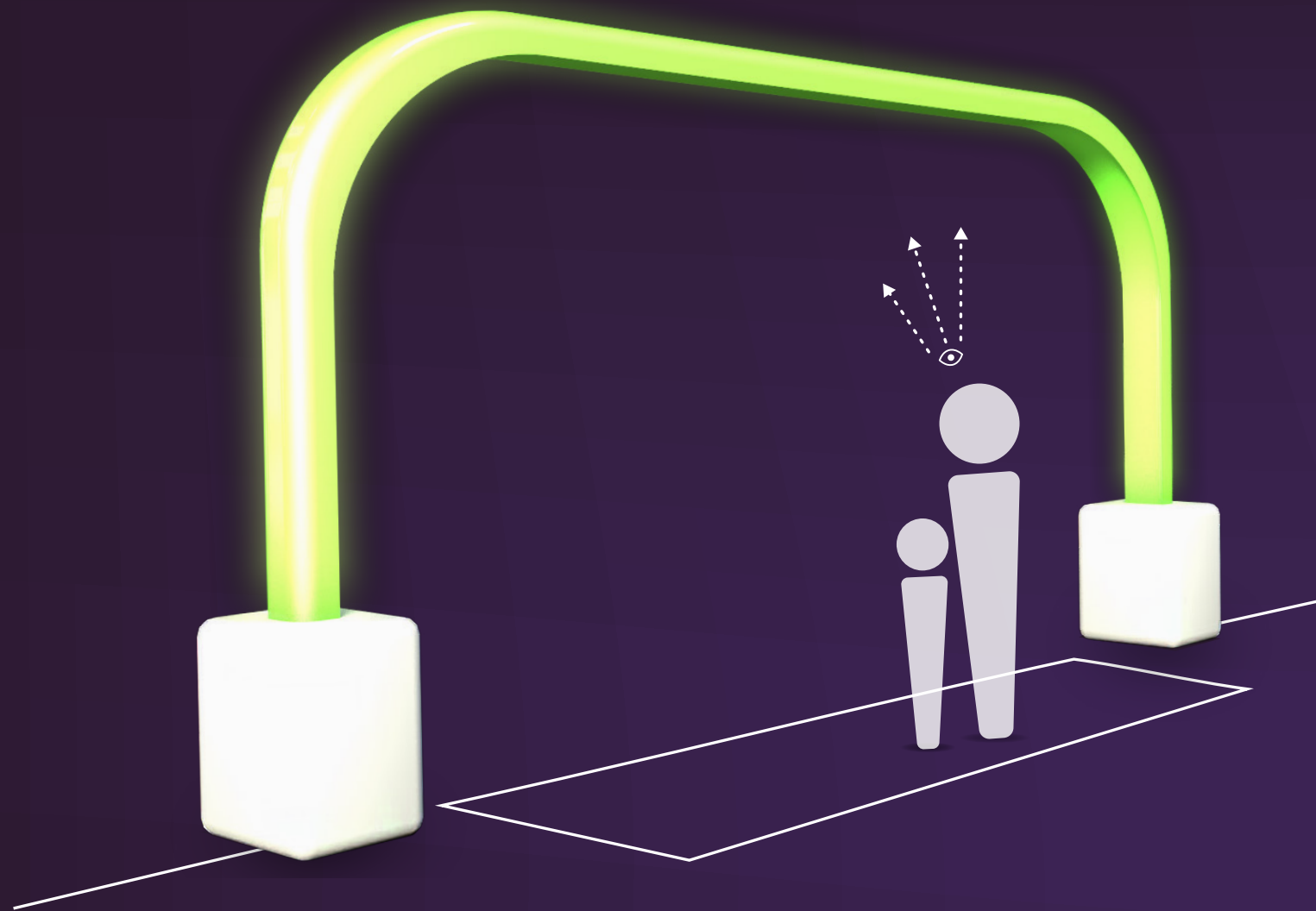
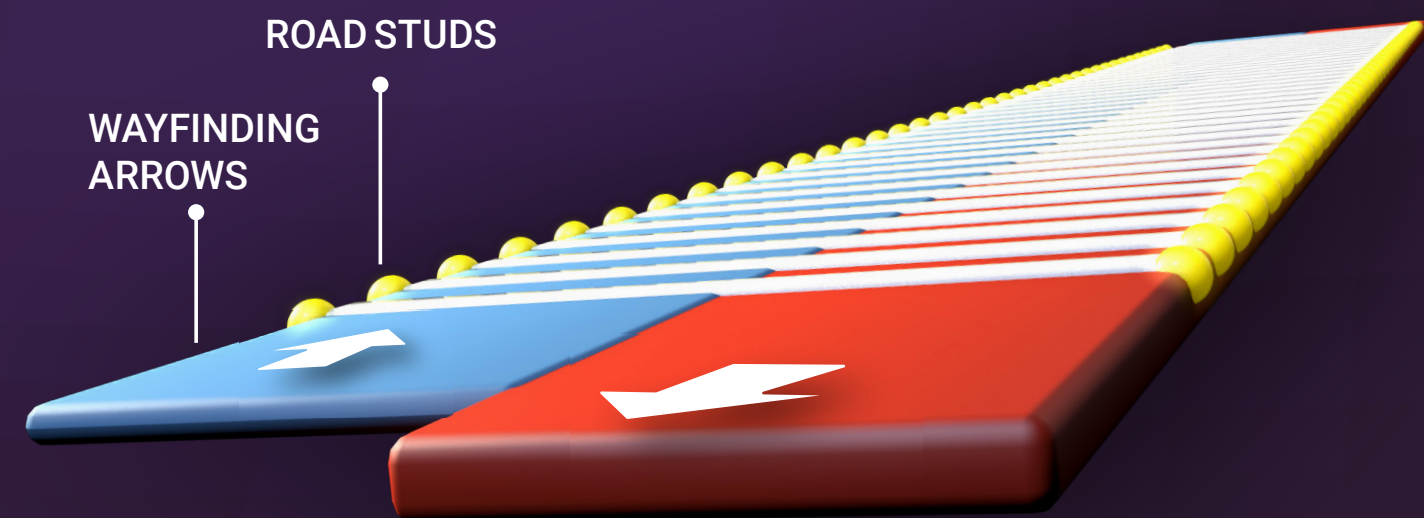# OVERHEAD SIGNAL BAR

オーバーヘッドシグナルバー

In a wave of crowd, it becomes a challenge to see the small pedestrian lights. With Overhead signal bars the overall visibility of pedestrian signal increases. Rather than looking whats ahead, one has to simply look above while crossing.

SAFETY & DIRECTION

安全と方向性

Road studs on either side of the zebra crossing are a visual indicator that one has to stay within those lines. This will help minimize scrambling, help pedestrians to cross road safely without bumping or colliding.

Finally, adding wayfinding arrows will help pedestrians to find their way easily thereby avoiding any confusion while standing in the middle of the intersection.

ROAD STUDS

WAYFINDING ARROWS

PUBLIC FEEDBACK
パブリックフィードバック

FEMALE - OFFICE WORKER
TOKYO LOCAL, AGE: 30 - 45

On ground LED signal seems to be very helpful. Existing pedestrian signals are too small to see. I guess, overhead signal bar will help me to check whether the signal is green or red easily.

Would love to see Neo-Tokyo Aesthetics in your solution to make the location more attractive.

MALE - NON NATIVE JAPANESE
AGE: 25 - 30

Wayfinding with directions is very helpful given how big the junction is. I like the idea of placing road studs on the ground. I hope they are visible during day time.

END OF PORTFOLIO

Thank you!

CONTACT DETAILS

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⊙ imdbasur

in dhruv-basur