

PortFolio

2022

Samriddhi Shrivastava

COMMUNICATION DESIGN

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App Design

Pawsibble

Pawsibble is a service application that connects pet parents with certified professional dog trainers, certified veterinaries, to locate pet goods shop and vendors.

Collaborators: Gitika joshi

Year: 2021



The Pawssible design approach began with mind mapping and concept generation, followed by surveying pet parents and conducting interviews with pet parents to generate and understand user personas. This resulted in user analysis and aided in conflict identification.

After determining the user's pain points and goals, the next stage was to create an opportunity map and brainstorm problem-solving features for the app.

We designed an information architecture after assessing the scope of Pawssible as an app.

Planning of the screens started with low fidelity wireframing in order to plan the navigation and flow of the app. The same was later carried out with detailing the user experience journey with high fidelity wireframing and later prototyping.

The procedure was carried out in figma.

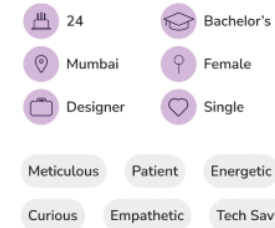
USER PERSONA

Nyra Malhotara

Pet parent



About



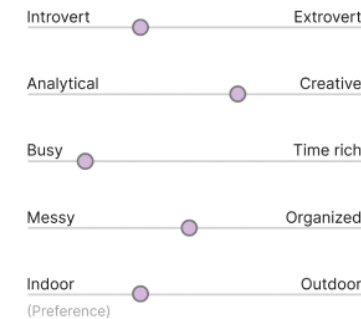
Henlo,
I'm Joey !



I'm a hyperactive soul who loves to sleep on my soft toys. I like to chew the tv remote, mumma's slippers instead of my toys.

"I want the best for my Joey even in the current pandemic situation. I wish to train him myself with the help of best and certified dog trainers. I want to source top quality, nutritious and affordable pet care products and supplier from nearby."

Personality



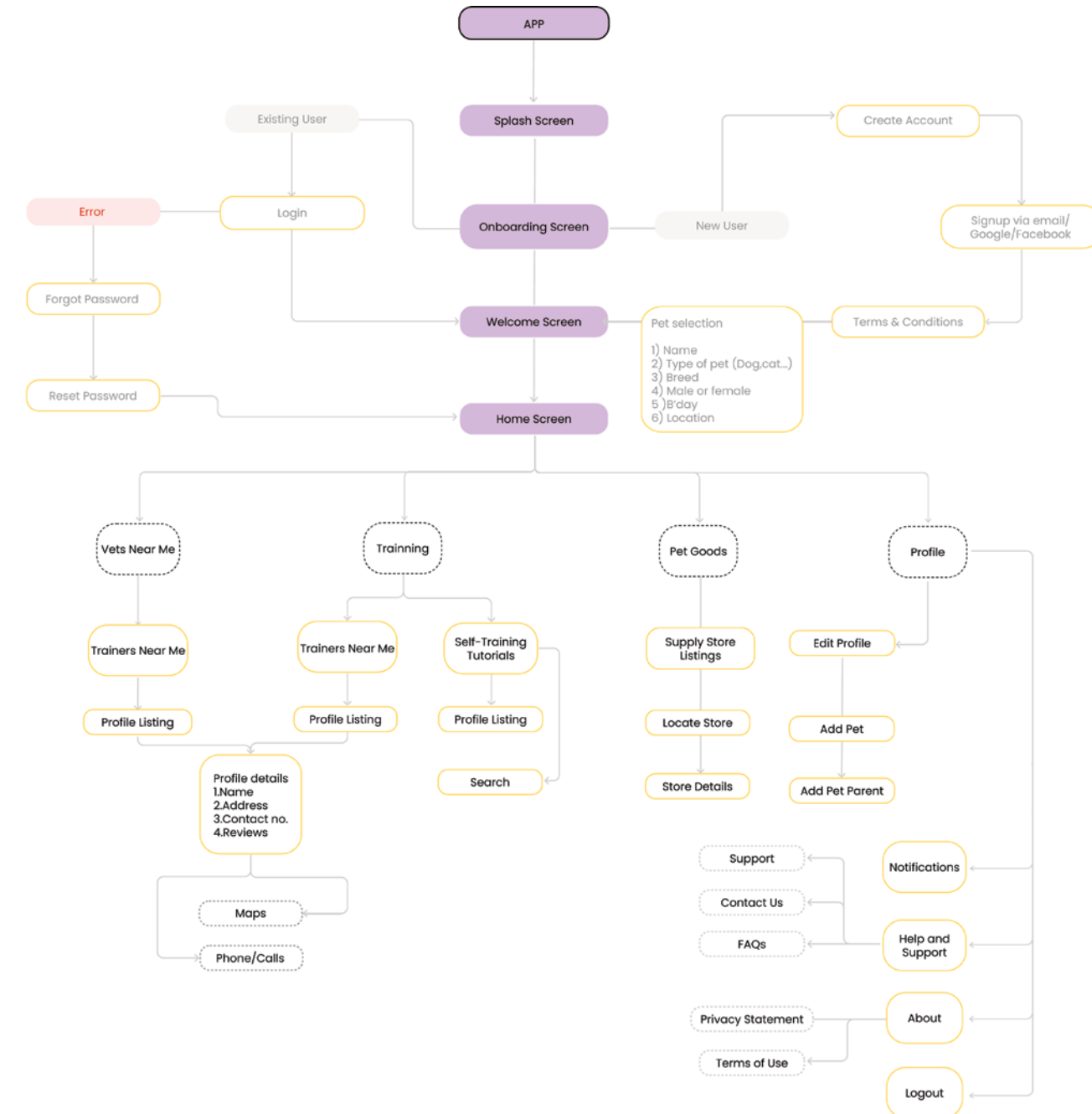
Pain Points

- Not being aware of all certified veterinaries in her area.
- Calling a professional for training her pet in the current pandemic situation could be risky.
- Difficulty in sourcing pet supplies as she is unaware of the pet care stores in her city.

Goals

- Getting a list of veterinary clinics in her city along with their profiles and reviews at one place.
- Access to step by step self training tutorials for her pet.
- Getting a list of all pet supplies stores in her city at one place so that it becomes easier to compare and choose best according to her needs.

INFORMATION ARCHITECTURE

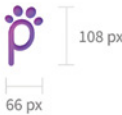


4 X 4
COLUMN GRID

App icon



Splash screen



Home screen logo dimension



Typography

Source Sans Pro

Google Fonts

Name	Font size
------	-----------

Heading 1 34 px

Heading 2 28 px

Heading 3 24 px

Heading 4 18 px

Heading 5 16 px

Light Regular Semi bold Bold

Ubuntu

Google Fonts

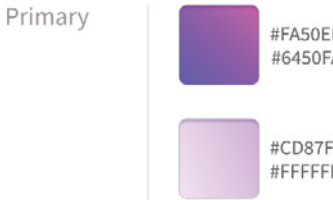
Name	Font size
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Large Text Bold
Large Text Medium
Large Text Regular 14 px

Medium Text Bold
Medium Text Medium
Medium Text Regular 12 px

Small Text Bold
Small Text Medium
Small Text Regular 10 px

Colour Palette



Buttons



Text field



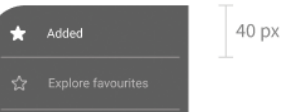
Icon library

Profile	Notification	Help & Support	Information	Log out
Cancel	Save changes	Navigation	Hamburger Menu	Search
Share	Edit	Favourites	Add to favourites	Add profile
Current location	Delete 26x26 px	Call	#3F3D56	#CD87FF #FFFFFF

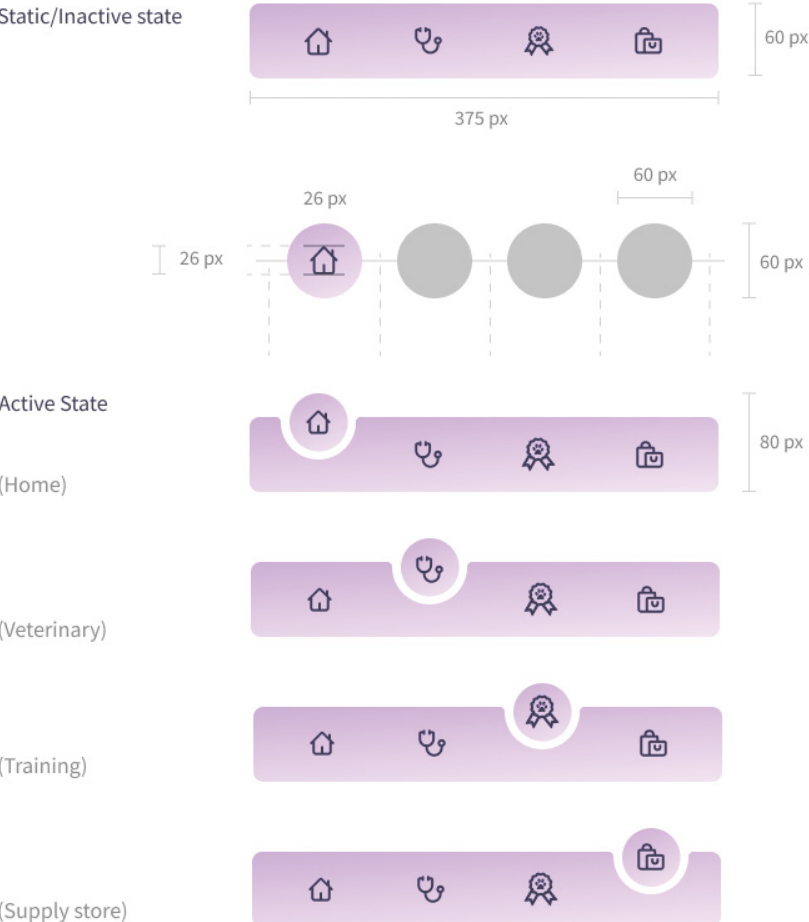
Toggle

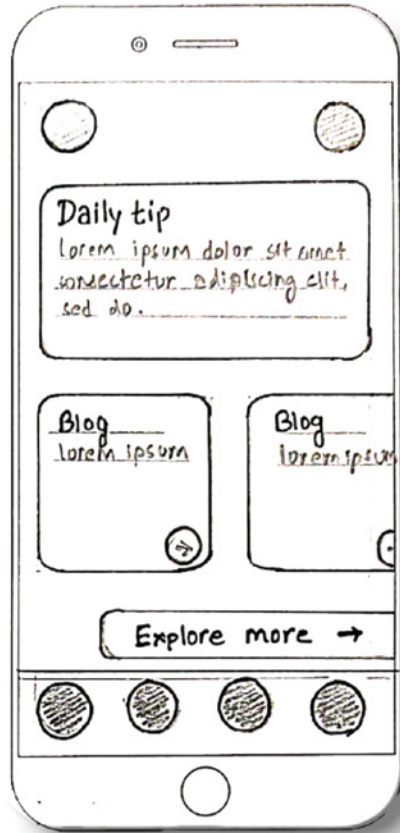


Dropdown

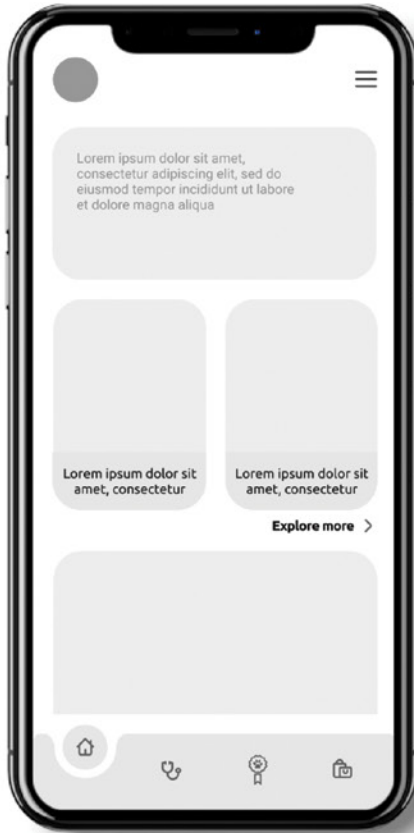


Tab bar

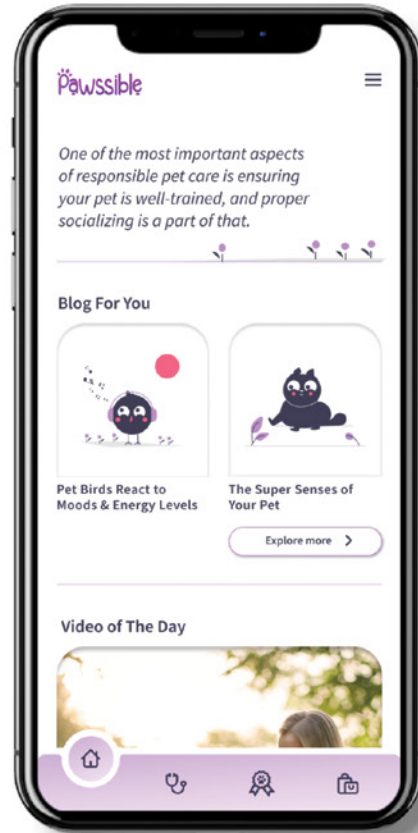




Low fidelity wireframe



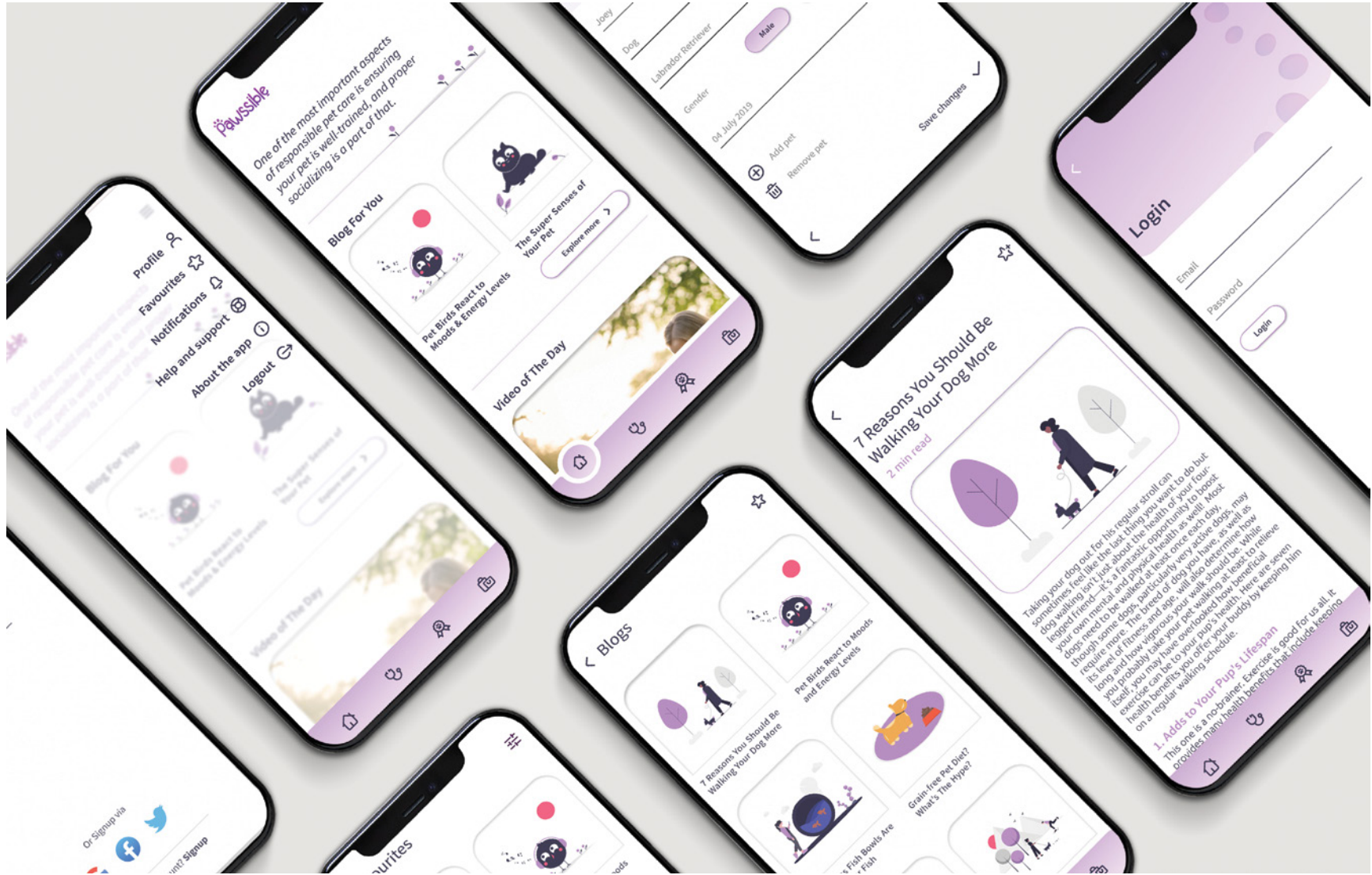
High fidelity wireframe



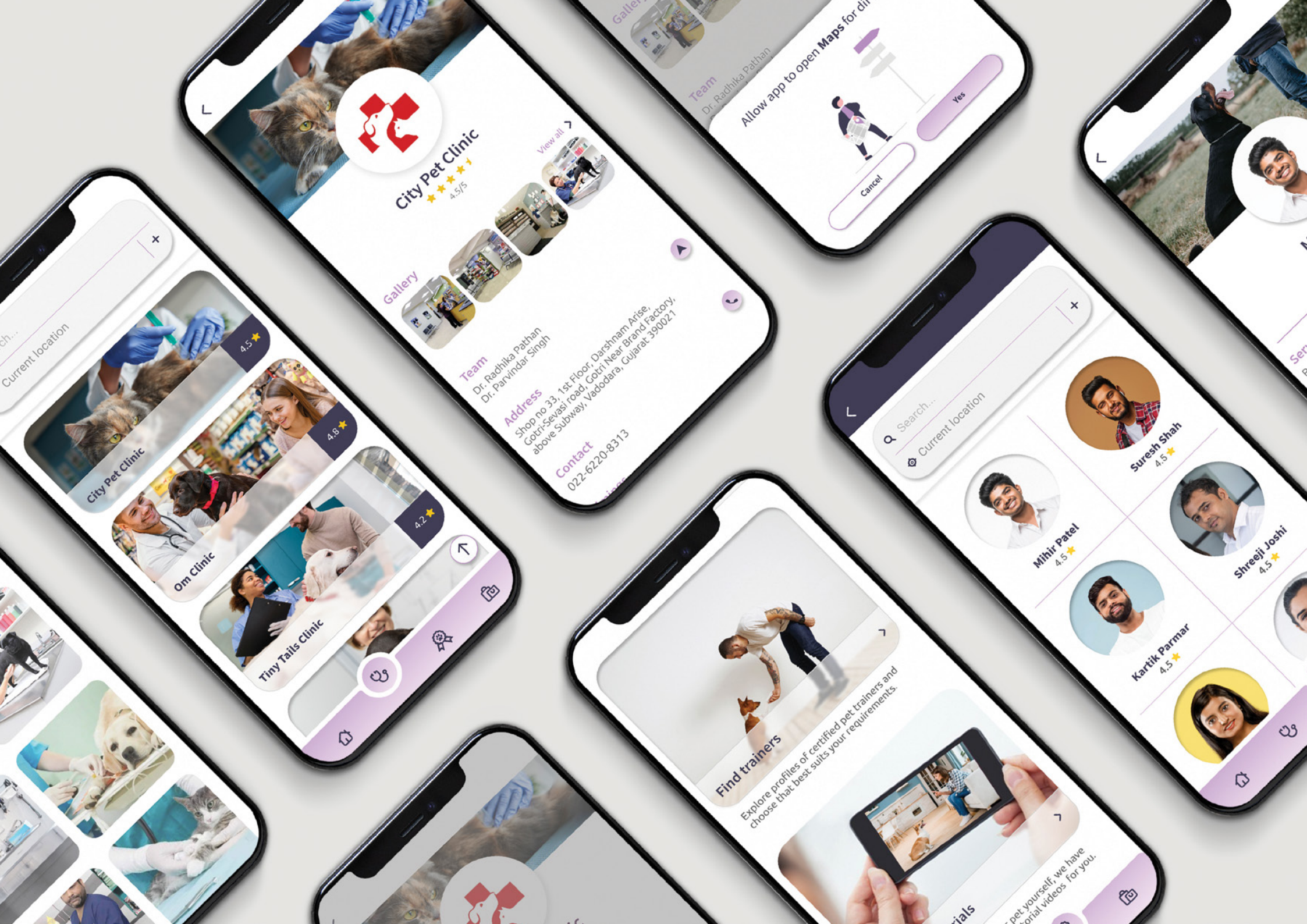
Final UI



Prototype



App screens

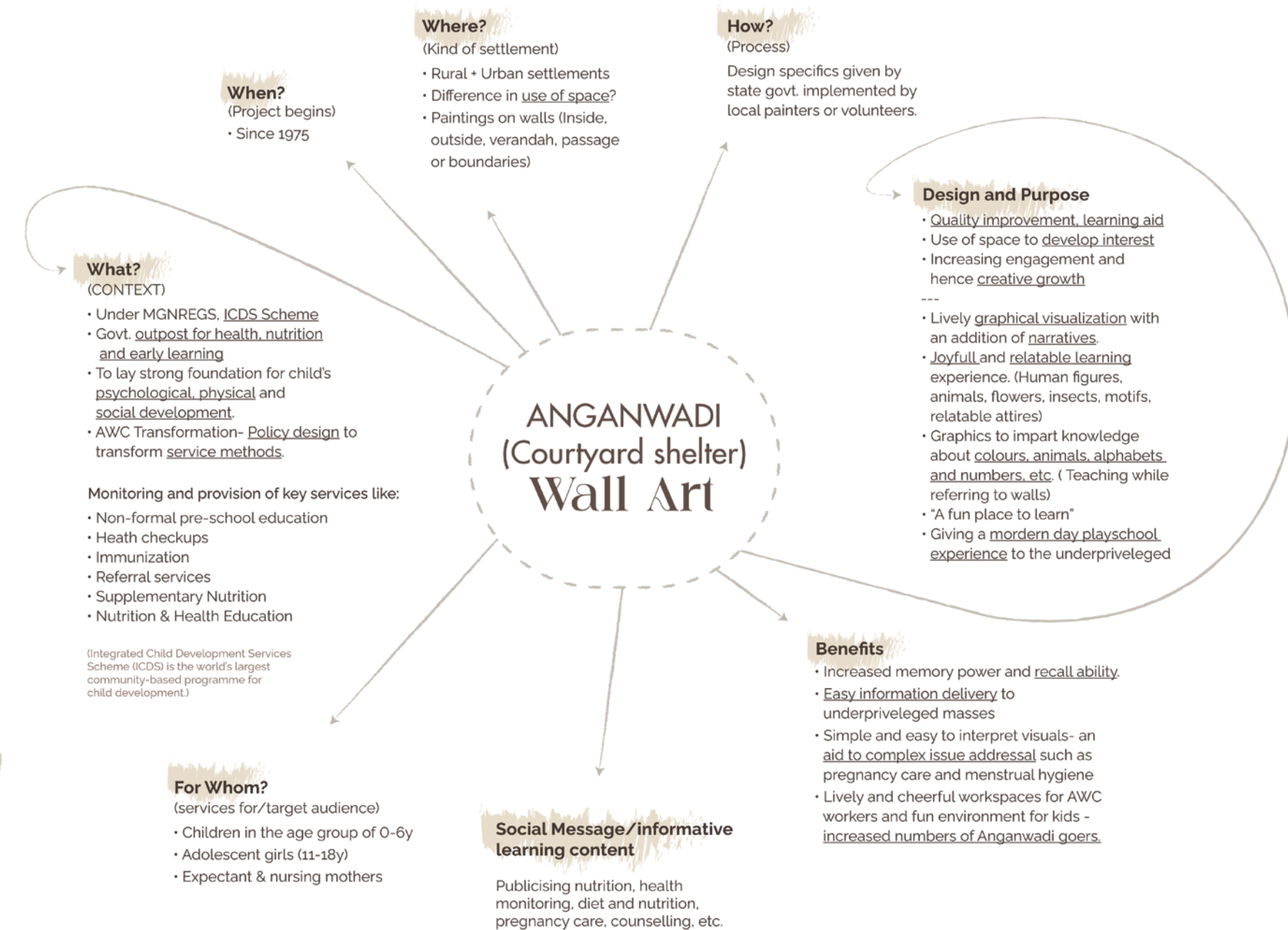


Publication Design

Anganwadi Art

This project deals with how wall art and graphics in the Anganwadi spaces have proven to be 'makeovers' that substantially improved the space, inviting more young children to attend and enjoy visual learning through these wall graphics and wall painting.

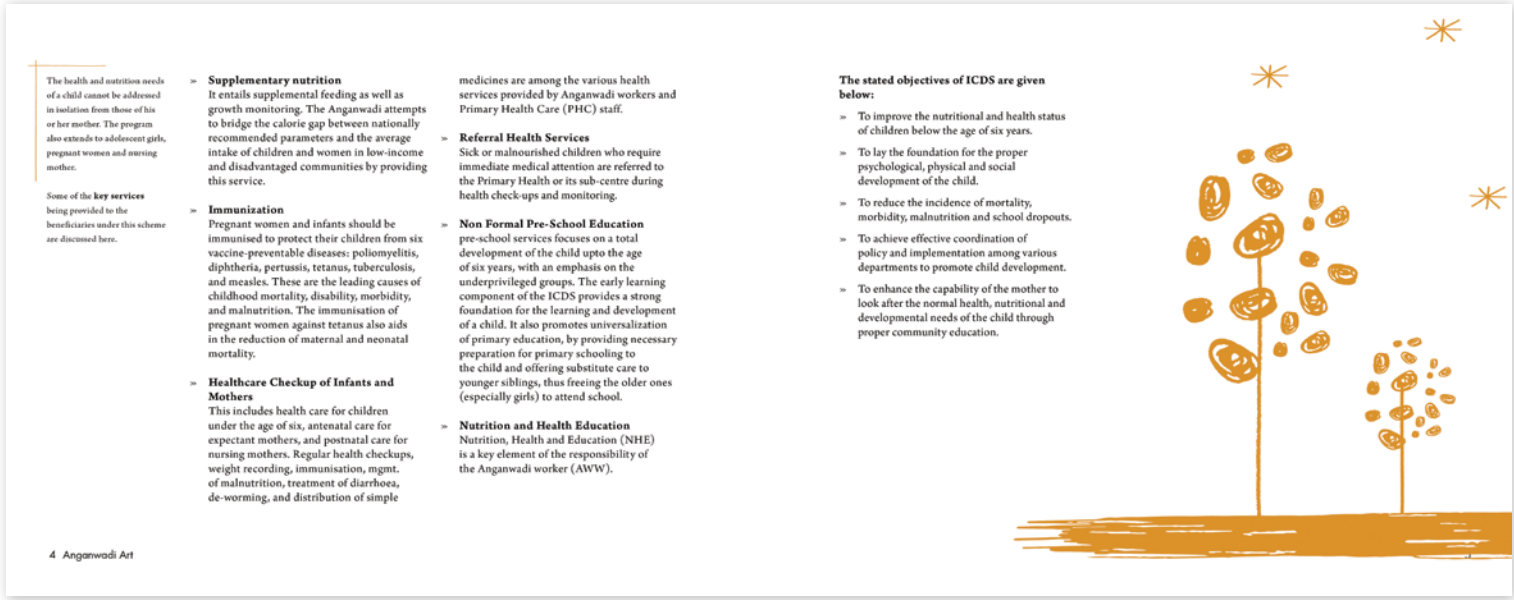
Year: 2021



Ground research, data collection and photography for this book was done in and around the *Anganwadis* of Rajnandgaon district, Chhattisgarh.



Introduction spread



Subject detail spread



Initiatives, detail spread

The book will introduce you to what an Anganwadi is, how it works and everything behind the idea of AWC's wall painting and graphics under 'Model Anganwadi' Project.

These spreads from the book is an example of a few layout explorations with type, photograph and some illustrative graphic additions.



Section header



Section header



Back Cover



03

Packaging Design

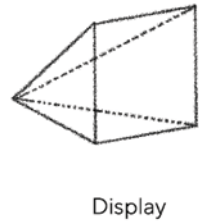
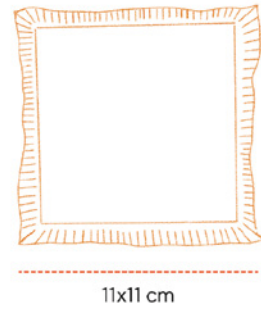
Baka

This project intends to produce packaging that supports Baka's sustainability from production to consumption while being aesthetically pleasing, and structurally robust, capturing the timelessness of jewellery items and also promoting slow fashion and design.

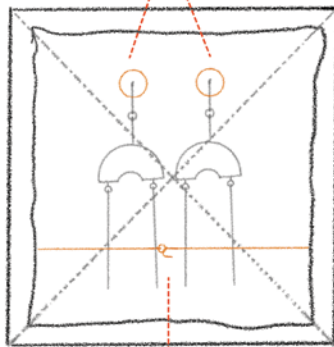
Collaborators: Sakshi Suthar

Year: 2021





Thick paper circles
This reduces the wear and tear of the paper of the cushion while piercing the earrings.

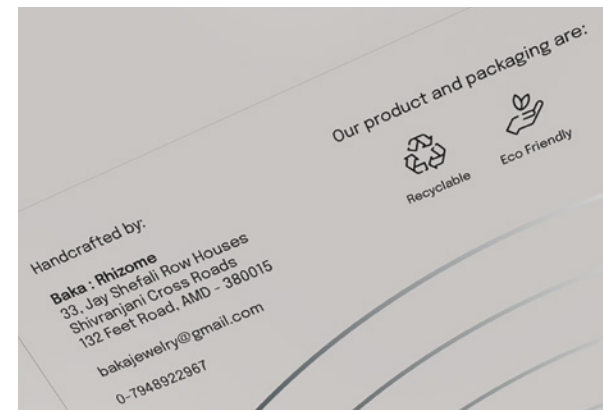
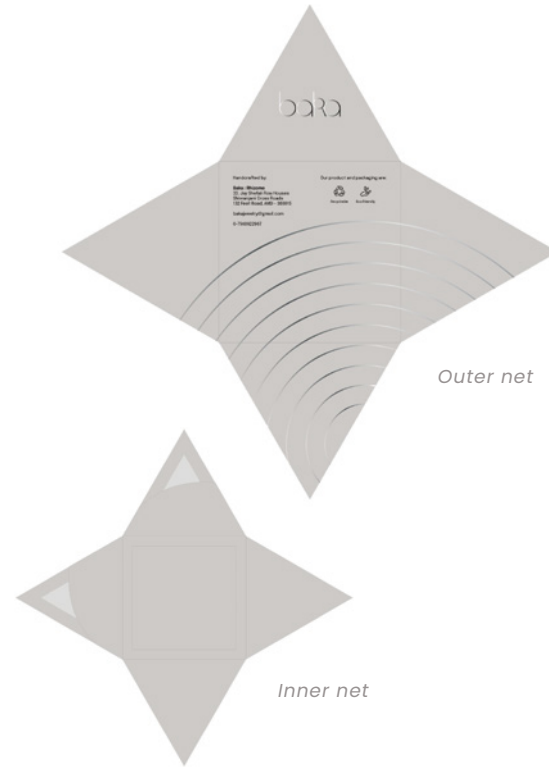


Interlocking system
This ensures that the earrings stay in place while transportation and prevents breakage.

Diameter = 1 cm



To pierce the hooks of the earrings through the circles



Base



Instruction card



Brand card

1. DISPLAY PACKAGING



Paper Cushion



Card Pieces



2. TRANSPORT PACKAGING



Ribbon

TIMELESS . LUXURY . VERSATILE . FUNCTIONAL . ENVIRONMENTALLY CONSCIOUS

Materials

- Paper Board
- Plant-Based Ribbon
- Recyclable Paper

How to use

The packaging can be utilised for storage of earrings and for store display. This contributes to material reduction and also reduces the amount of touching involved in the process as the product is clearly visible.

The ribbon that runs through the punched spaces connects all of the flaps of the pyramidal structure. To open the box, the ribbon is loosened.

To showcase the earrings, the flaps can be folded in the opposite direction. One of the triangular flaps forms the base for the structure.

Outer packaging
with embossing and product tag



Cushion, securing bars
and card pieces



Debossed brand logo



02

Photography





White as a pearl. milk is his liquid treasure
Rajnandgaon, Chhattisgarh



Mother
Rajnandgaon, Chhattisgarh



"Baatein"
Rajnandgaon, Chhattisgarh



Bestfriends on a stroll
Rajnandgaon, Chhattisgarh



And the wind blows...
Ahmedabad, Gujarat



Charkha
Sabarmati Ashram, Ahmedabad, Gujarat



Illustration Design

Illustrations made between year 2019 - 21



Silent narrative

Storybook illustration(work in progress)

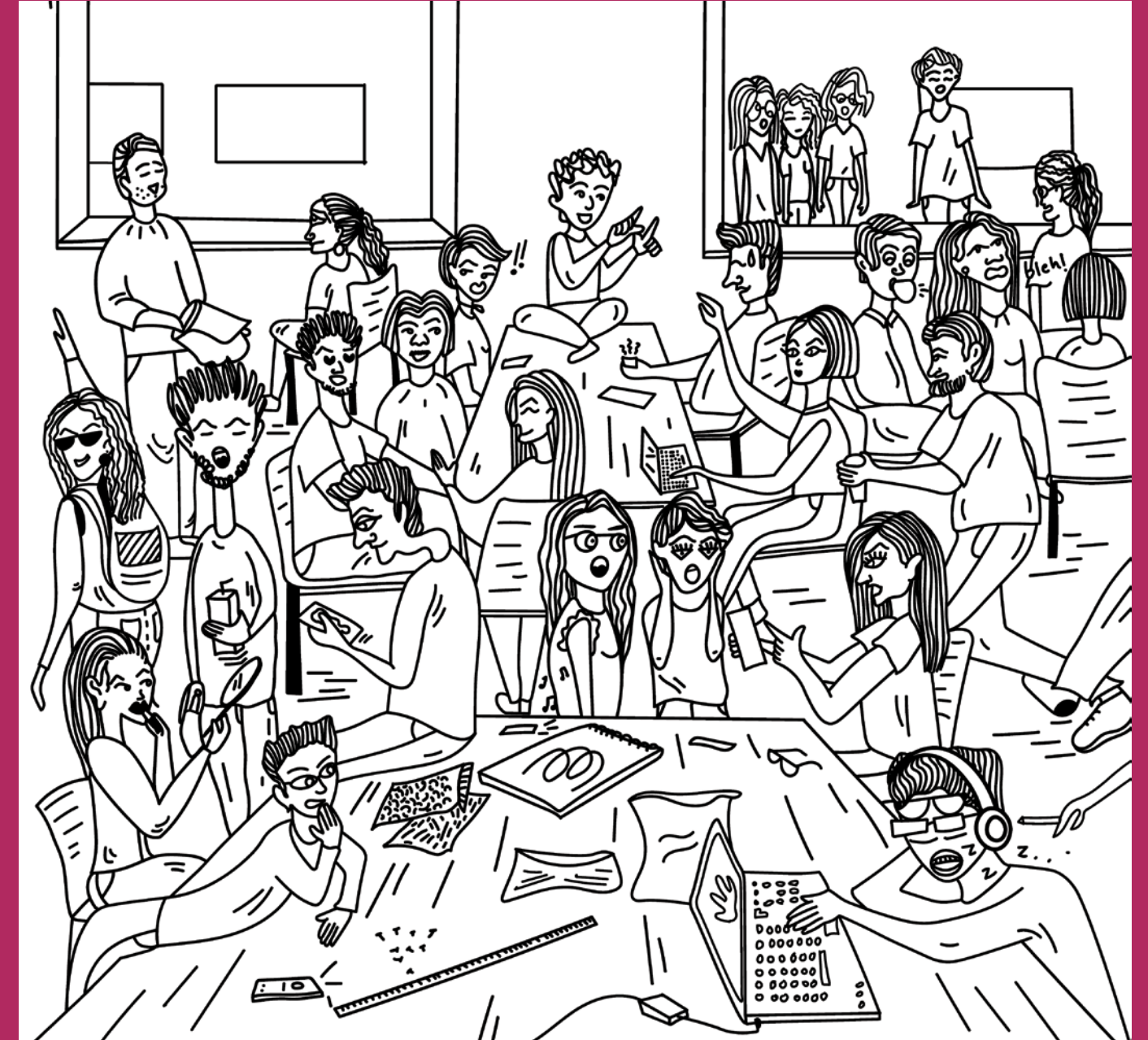




Portrait illustration



Portrait illustration



A classroom narrative



Book cover Illustration 5.5" x 8.5"

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