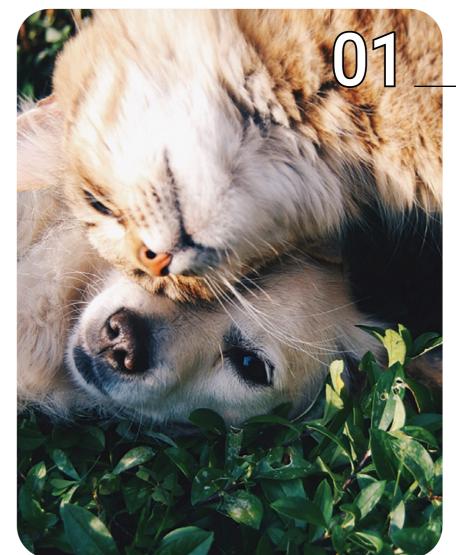
PortFolio 2022

Samriddhi Shrivastava

Ø	01 _	UI UX - App Design	
		Pawsibble	
	02 _	Publication Design	
(S) S)	~ —	Anganwadi Art	
9)			
	03 _	Packaging Design	
	05 _	Baka	
	0.4		
	04 _	Photography	
	05	Illustration Design	
	un	Illustration Design	



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.

JSER PERSON

Nyra Malhotara



About



Pet parent





























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

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Indoor (Preference)	Outdoor
Pain Points	

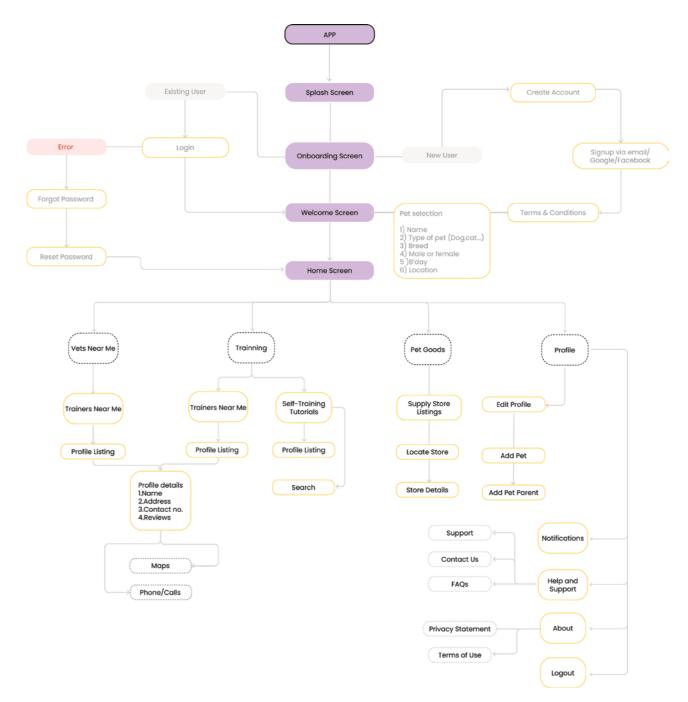
Pain Points

- · 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.

ARCHITECTURE INFORMATION







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	ng 4 18 px			
Heading 5			16 px	
Light	Regular	Semi bold	Bold	

Ubuntu Google Fonts

Name	Font size
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









Icon library

Profile	Q Notification	Help & Support	Information	⊖ Log out
X Cancel	Save changes	Navigation	Hamburger Menu	Q Search
Share	<i>O</i> Edit	☆ Favourites	Add to favourites	Add profile
© Current location	☐ 26		all #3F3D56	#CD87FF #FFFFFF

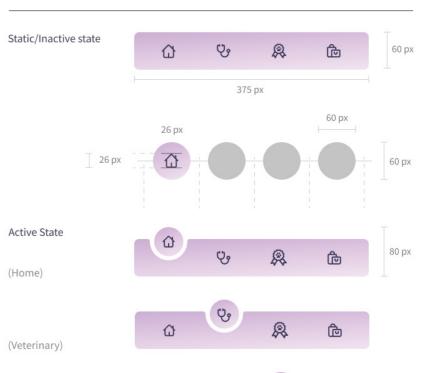
Toggle



Dropdown



Tab bar

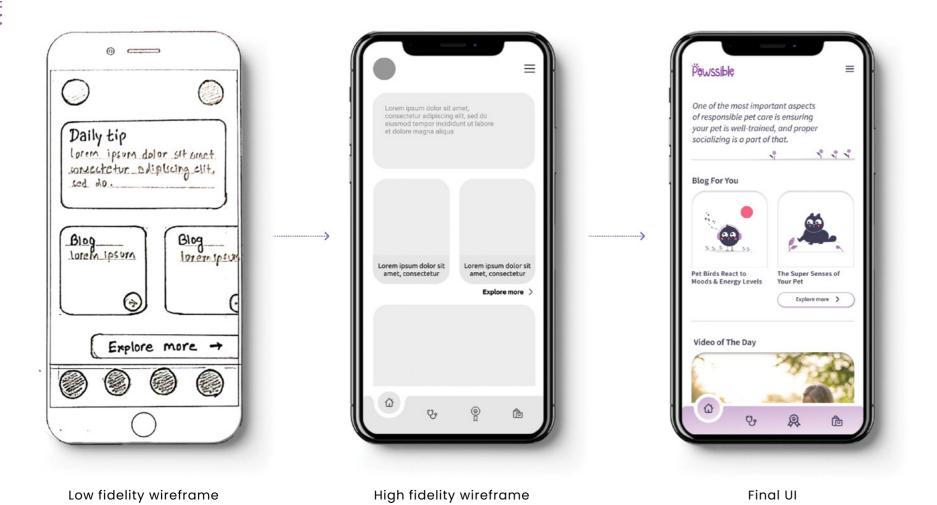




(Supply store)

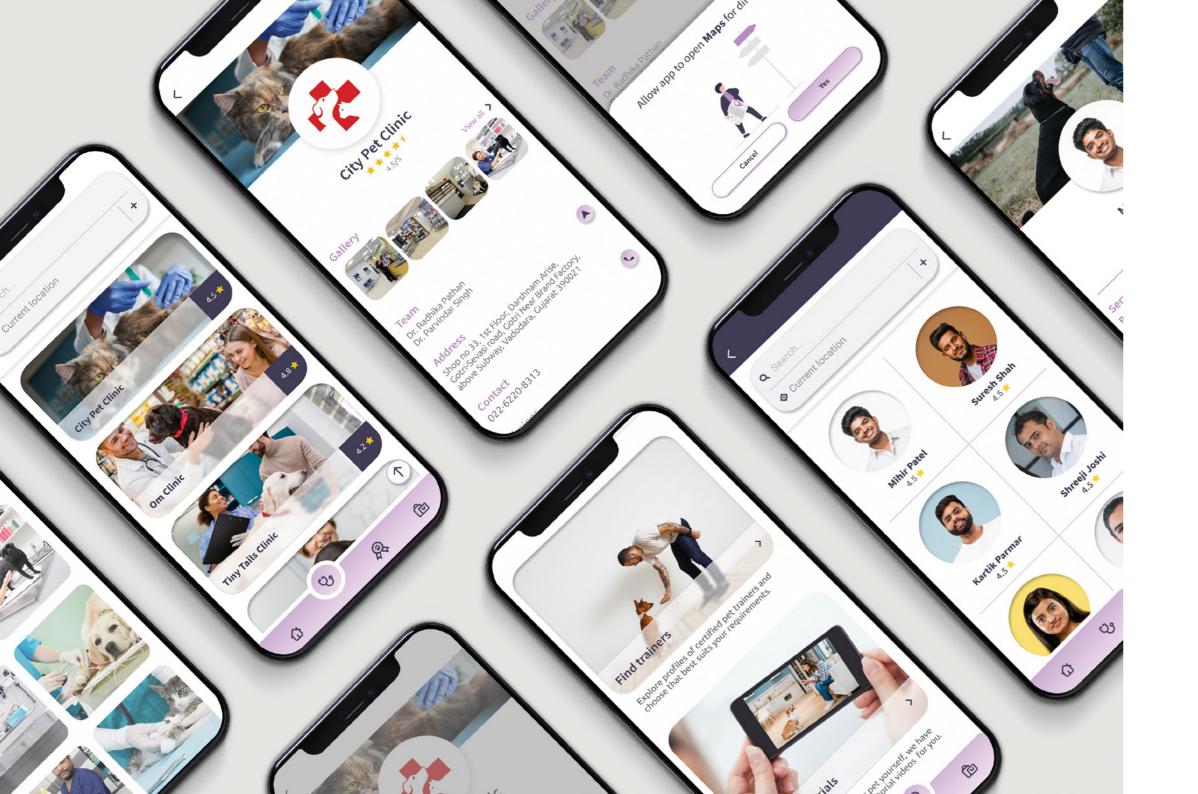
(Training)





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

(Kind of settlement)

- Rural + Urban settlements
- · Difference in use of space?
- · Paintings on walls (Inside, outside, verandah, passage or boundaries)

How? (Process)

Design specifics given by state govt. implemented by local painters or volunteers.

(Project begins)

Since 1975

What? (CONTEXT)

- Under MGNREGS, ICDS Scheme
- · Govt. outpost for health, nutrition and early learning
- To lay strong foundation for child's psychological, physical and social development.
- AWC Transformation- Policy design to transform service methods.

Monitoring and provision of key services like:

- Non-formal pre-school education
- Heath checkups
- Immunization
- · Referral services
- Supplementary Nutrition
- Nutrition & Health Education

(Integrated Child Development Services Scheme (ICDS) is the world's largest community-based programme for child development.)

ANGANWADI

(Courtyard shelter)
Wall Art

Design and Purpose

hence <u>creative growth</u>

an addition of narratives.

relatable attires)

referring to walls) · "A fun place to learn"

· Joyfull and relatable learning

experience. (Human figures,

· Quality improvement, learning aid · Use of space to develop interest · Increasing engagement and

Lively graphical visualization with

animals, flowers, insects, motifs,

Graphics to impart knowledge

· Giving a mordern day playschool

experience to the underpriveleged

about colours, animals, alphabets and numbers, etc. (Teaching while

- · Simple and easy to interpret visuals- an aid to complex issue addressal such as
- · Lively and cheerful workspaces for AWC increased numbers of Anganwadi goers.

For Whom?

(services for/target audience)

- · Children in the age group of 0-6y
- · Adolescent girls (11-18y)
- Expectant & nursing mothers

Social Message/informative learning content

Publicising nutrition, health monitoring, diet and nutrition, pregnancy care, counselling, etc.

- · Increased memory power and recall ability.
- · Easy information delivery to underpriveleged masses
- pregnancy care and menstrual hygiene
- workers and fun environment for kids -



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

The book will introduce you

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.

to what an Anganwadi is,



transformation-of-anganwadi-centers-d2c3edfb480e.

2 Anganwadi Art

Introduction

n the term Anganwadi, 'Angan' means "courtyard of a house" in Hindi. Anganwadi means "courtyard shelter" in English. An Anganwadi is a rural health care center for mothers and children which has been operating since 1975 as part of the Integrated Child Development Services program to combat child are trained to deliver education, nutrition and hunger and malnutrition.

The only major national scheme that addresses the needs of children under the age of six is Integrated Child Development Services (ICDS). It is one of the flagship programmes under the Government of India, representing the world's largest and most unique early childhood care and development programme. As a result, Anganwadi serves as the focal point for the implementation and execution of all ICDS health, nutrition, and early learning initiatives.

The Integrated Child Development Services of Village Health, Sanita (ICDS) Program ICDS is a complex programme Committees (VHSNC). with many actors playing various roles. The State government bears the primary responsibility for carrying out the programme.

Department, or a related department (e.g. the Social Welfare Department), is usually the nodal department in charge of implementing ICDS at the state level. The Anganwadi worker, who is the sole manager of the Anganwadis. They health services in a standardised manner. Their cooperation of a large number of other people, including Anganwadi helper and Auxiliary Nurse Midwife (ANM). The service delivery is monitored by a three-tier governance structure At the cluster level, the supervisor, at the block level, the Child Development Project Officer (CDPO), and at the district level, the District Magistrate/Collector governs the service loop. In addition to administrative monitoring, ICDS promotes community-based monitoring to ensure accountability through the formation of Village Health, Sanitation, and Nutrition

Introduction 3

Introduction spread

The health and nutrition needs of a child cannot be addressed in isolation from those of his or her mother. The program also extends to adolescent girls, pregnant women and nursing mother.

Some of the key services being provided to the

growth monitoring. The Anganwadi attempts to bridge the calorie gap between nationally recommended parameters and the average intake of children and women in low-income and disadvantaged communities by providing this service.

Pregnant women and infants should be immunised to protect their children from six vaccine-preventable diseases: poliomyelitis, diphtheria, pertussis, tetanus, tuberculosis, and measles. These are the leading causes of childhood mortality, disability, morbidity, and malnutrition. The immunisation of

pregnant women against tetanus also aids in the reduction of maternal and neonatal Healthcare Checkup of Infants and

This includes health care for children under the age of six, antenatal care for expectant mothers, and postnatal care for nursing mothers. Regular health checkups, weight recording, immunisation, mgmt. of malnutrition, treatment of diarrhoea, de-worming, and distribution of simple

Supplementary nutrition It entails supplemental feeding as well as

Non Formal Pre-School Education

medicines are among the various health services provided by Anganwadi workers and Primary Health Care (PHC) staff.

Referral Health Services Sick or malnourished children who require immediate medical attention are referred to the Primary Health or its sub-centre during health check-ups and monitoring.

pre-school services focuses on a total development of the child upto the age of six years, with an emphasis on the underprivileged groups. The early learning component of the ICDS provides a strong foundation for the learning and development of a child. It also promotes universalization of primary education, by providing necessary preparation for primary schooling to the child and offering substitute care to younger siblings, thus freeing the older ones (especially girls) to attend school.

Nutrition and Health Education Nutrition, Health and Education (NHE) is a key element of the responsibility of the Anganwadi worker (AWW).

The stated objectives of ICDS are given

» To improve the nutritional and health status of children below the age of six years.

» To lay the foundation for the proper psychological, physical and social development of the child.

» To reduce the incidence of mortality, morbidity, malnutrition and school dropouts

» To achieve effective coordination of policy and implementation among various departments to promote child development.

» To enhance the capability of the mother to look after the normal health, nutritional and developmental needs of the child through proper community education.



Subject detail spread

4 Anganwadi Art



Initiatives, detail spread



ection header



Section heade





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

Back Cover









WHAT

Brand

Baka is a slow designed, contemporary, sustainable and ethically produced jewellery brand that Rhizome, parent brand and the first interdisciplinary sustainable design company in India, believes may help mainstream sustainability.

They design and customise unique pieces, also welcome collaborative fashion and design.

Material

- Aluminum Nuggets
- Bamboo
- Gold Plated
- Gemstone(Silver)
- Gemstone(Gold Plated)
- Silver

Products

- Choker
- Necklace
- Earrings

• Nose Accessories

Ear Cuff

Pendant

Lip Ring

Rings

WHY

Current Packaging

The packaging is made from upcycled paper and is covered with non-recyclabe carbon paper and foam sheets. Baka uses this in their packaging, saving it from going to landfill. The upcycled paper boxes are crafted by women and are a source of livelihood for them. The adhesive used in their boxes is sustainable and made from white flour, blue vitriol and water.

Opportunity

To develope a packaging concept that supports Baka's principles of sustainability from production to consumption.

Goal

To conceptualise and prototype a sustainable packaging that helps reduces waste from the environment and could also be used as display packaging.

Keywords:

Versatile, protection, functional, Convenient to open, durable, waste reduction, minimum storage

HOW

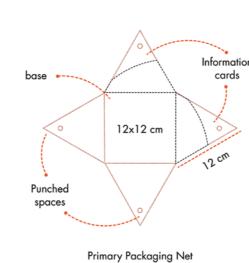
Packaging concept for BAKA earrings

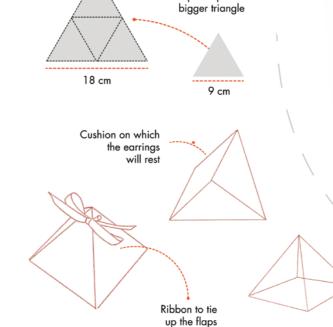
Paper Cushion: Paper bag filled with paper shreds. Cushion helps prevent any movement, secures the earrings.

Card Pieces: Recyclable card pieces to educate customers about Baka and jewellery care.

Primary Packaging: Sturdy pyramidpackaging supports two orientations depending on the packaging's intended use.

Ribbon: To tie up the flaps on the primary packaging for storage and transportation.



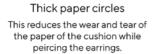


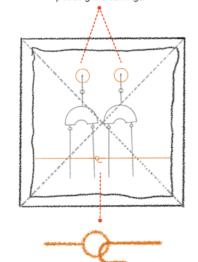
Opens up to a





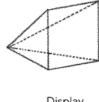






Interlocking system

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

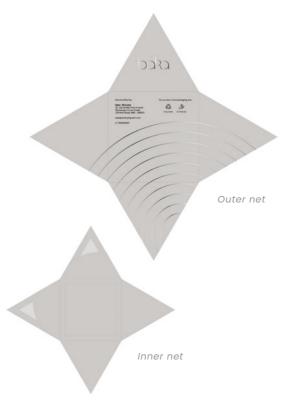






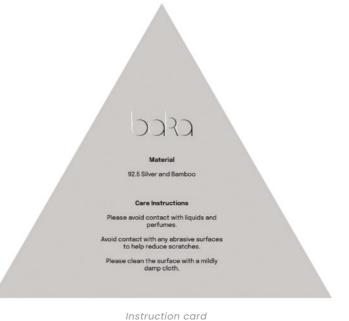
To pierce the hooks of the earrings through the circles

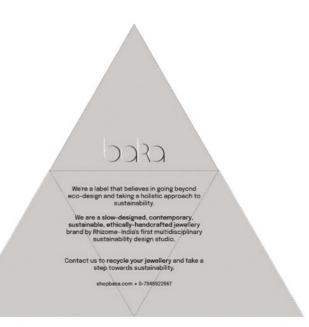






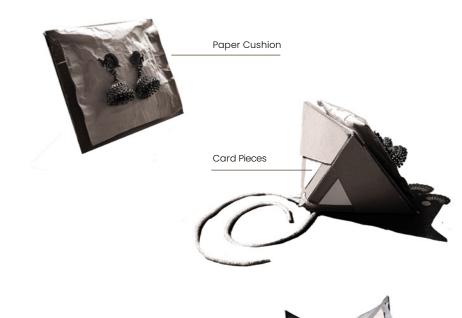
Base





Brand card

1. DISPLAY PACKAGING





2. TRANSPORT PACKAGING

TIMELESS. LUXURY. VERSATILE. FUNCTIONAL. ENVIRONMENTALLY COMES

Materials

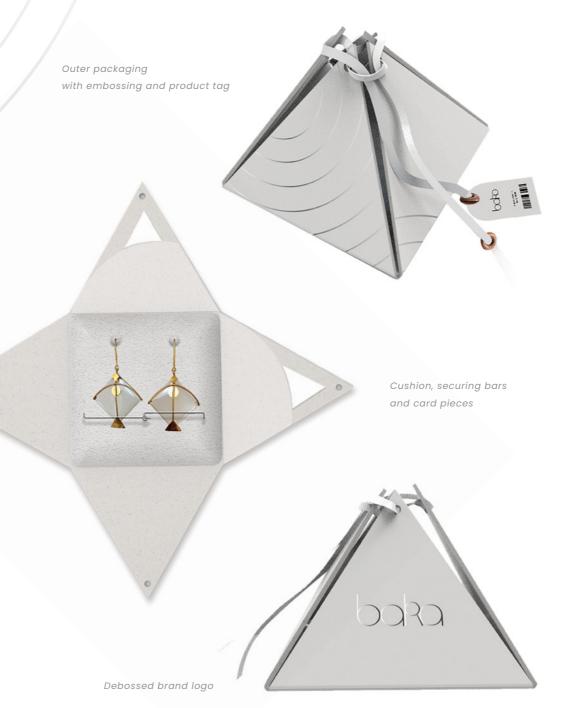
- Paper Board
- Plant-Based Ribbon
- Recyclable Paper

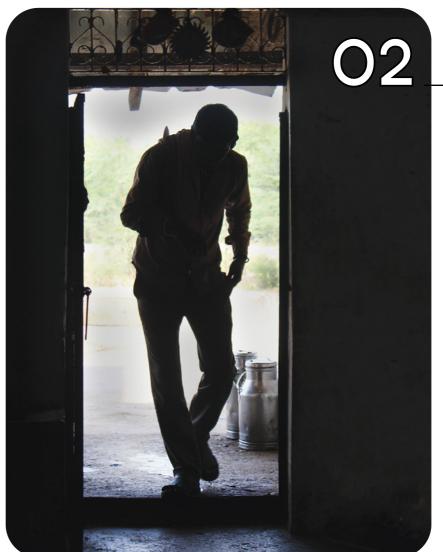
How to use

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.

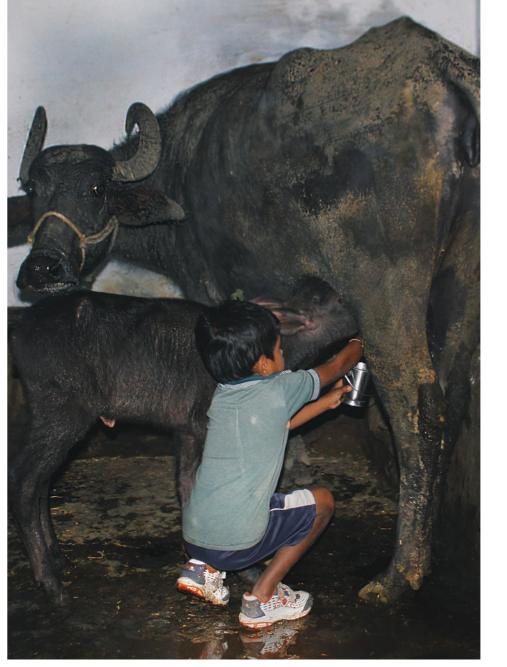
To showcase the earrings, the flaps can be folded in the opposite direction. One of the triangular aps forms the base for the structure.



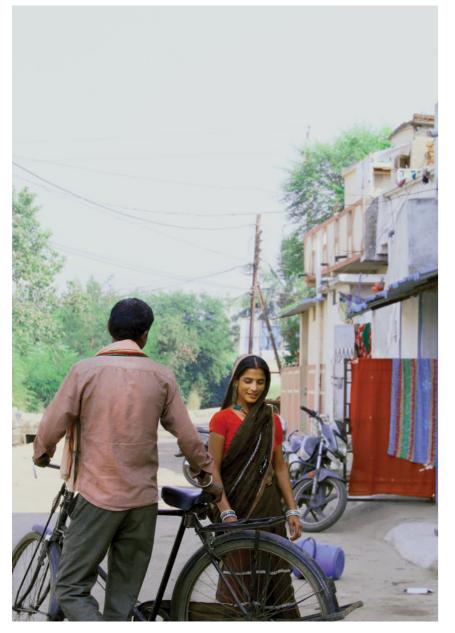


Photography

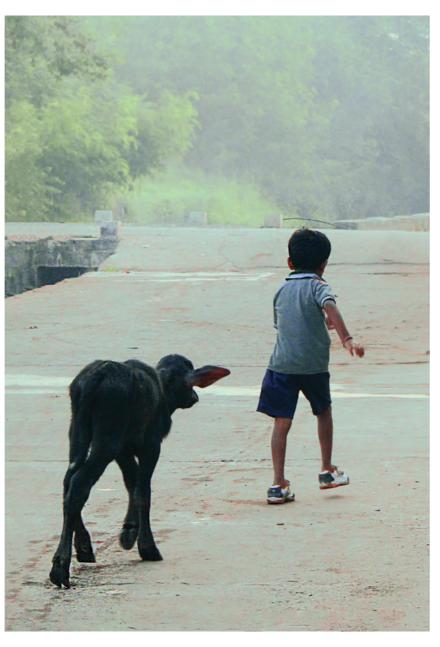




Mother Rajnandgaon, Chhattisgarh



"Baatein" Rajnandgaon, Chhattisgarh



Bestfriends on a stroll Rajnandgaon, Chhattisgarh



And the wind blows...
Ahmedabad, Gujarat

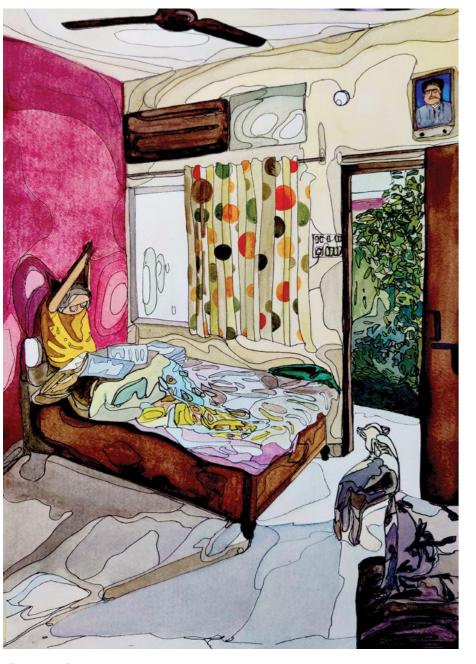




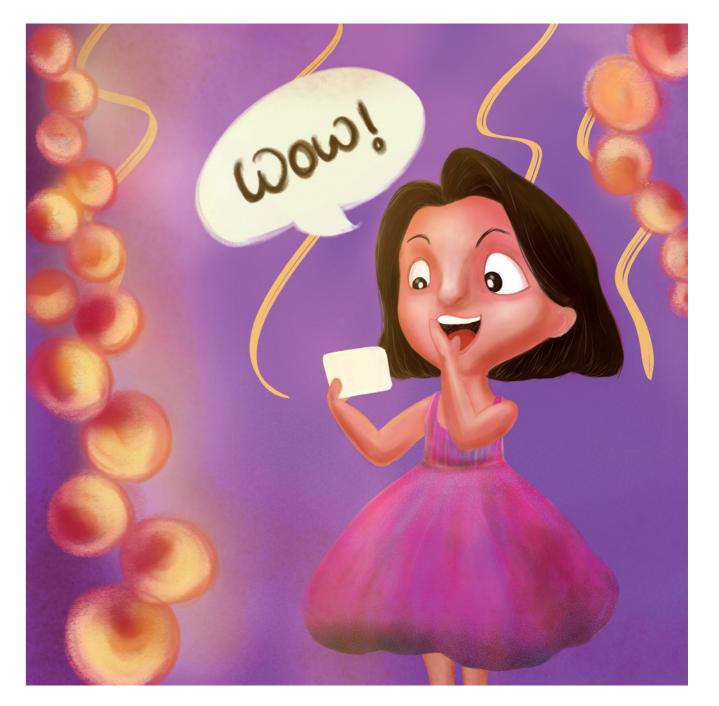
Illustration Design

Charkha Sabarmati Ashram, Ahmedabad, Gujarat

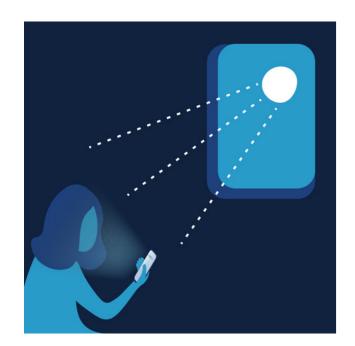
Illustrations made between year 2019 - 21







Storybook illustration(work in progress)













Social media comic





Portrait illustration



A classroom narrativ



Book cover Illustration 5.5" x 8.5"



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