



EMPOWER UI/UX PORTFOLIO

About me

Bhargavi Bakhale
UI/UX Designer

Design is not just what it looks like and feels like. Design is how it works. — Steve Jobs
My name is Bhargavi Bakhale. I love fashion, dogs, and good design.
After finishing my bachelors in Information Technology, I discovered my real passion lay in making beautiful things. Things that make people go WOW!

The path towards finding the right balance of sophistication, without sacrificing simplicity and clarity has taught me a lot about human behaviour and interactions.
While the devil is in the details is undoubtedly true, I also live by the words of Dieter Rams - 'Good design is as little design as possible'.
I'm young, and still finding my way. But I'm also focused, determined, and dedicated.

bhargavi.bakhale.bb@gmail.com



THE CHALLENGE

Brief: The challenge was to create a mobile application to provide quick and reliable transportation facility for the locals in Goa as well as the tourists coming to Goa on vacation with friends and family. As it is very difficult for the locals to immediately find an auto or pilot and they need to go to the pilot or auto stand all the way. This application will enable them to book a ride from any place and they will be picked and dropped depending on the drop location. This application will also help tourists to book bikes, cars or taxis well in advance. It also provides a list of places and images of places that they can visit.

Duration: 2 months **Group size:** 1 person

My role: I did the Analysis wherein I worked on the Case Study, User study and Market Research and created Personas, Empathy Maps and Customer Journeys. I also did the branding and visual design.

Design Process: The five step approach of Design Thinking was used to design this application. It was extremely important that the message could be sent using minimum user interaction. Since this idea was entirely new, there were several iterations as how to carry out the working of this concept in reality.



SUMMARY

Desired Outcomes: The output of the application was to enable the local user to book a ride whether it is a pilot ride or auto from anywhere and save them the trouble of going all the way to the stand. The application helps book the tourists their choice of transport well in advance and they are provided with a bunch of options to choose from. It also provides a list of places along with location as well as images to visit. The option to add your own images and location is also provided. The main aim of this application is to help make travelling quicker and easier.

Process: CASE STUDY, USER STUDY, MARKET STUDY, ANALYSIS, EMPATHY MAPPING, CREATING PERSONAS, CUSTOMER JOURNEYS, FEATURE LISTS, INFORMATION ARCHITECTURE, WIREFRAMES, UI DESIGN AND PROTOTYPING.

Insights- Decisions: In the application, apart from booking rides it gives you the freedom to choose the type of vehicle and proper details about the vehicle and the owner are provide along with all necessary documents and the option of sharing documents like license is provided. It also gives you a list of places to visit and a feature to add your own images.

Results: The local users can easily book rides from any place, they can choose from the local options that are provided. The tourists can book their vehicles well in advance, they are also provided with an option to view documents of vehicle as well as owner details and they can also share their documents like license. The application shows a list of places along with location and images that people can visit. This application will help solve transportation problem in Goa.

Lessons Learned: The most important thing to design any product or service is to empathize with the user. Empathy has tremendous power in it and can create wonders. Further, frequent iterations are important. A Design is never final. It keeps on improving with every iteration.



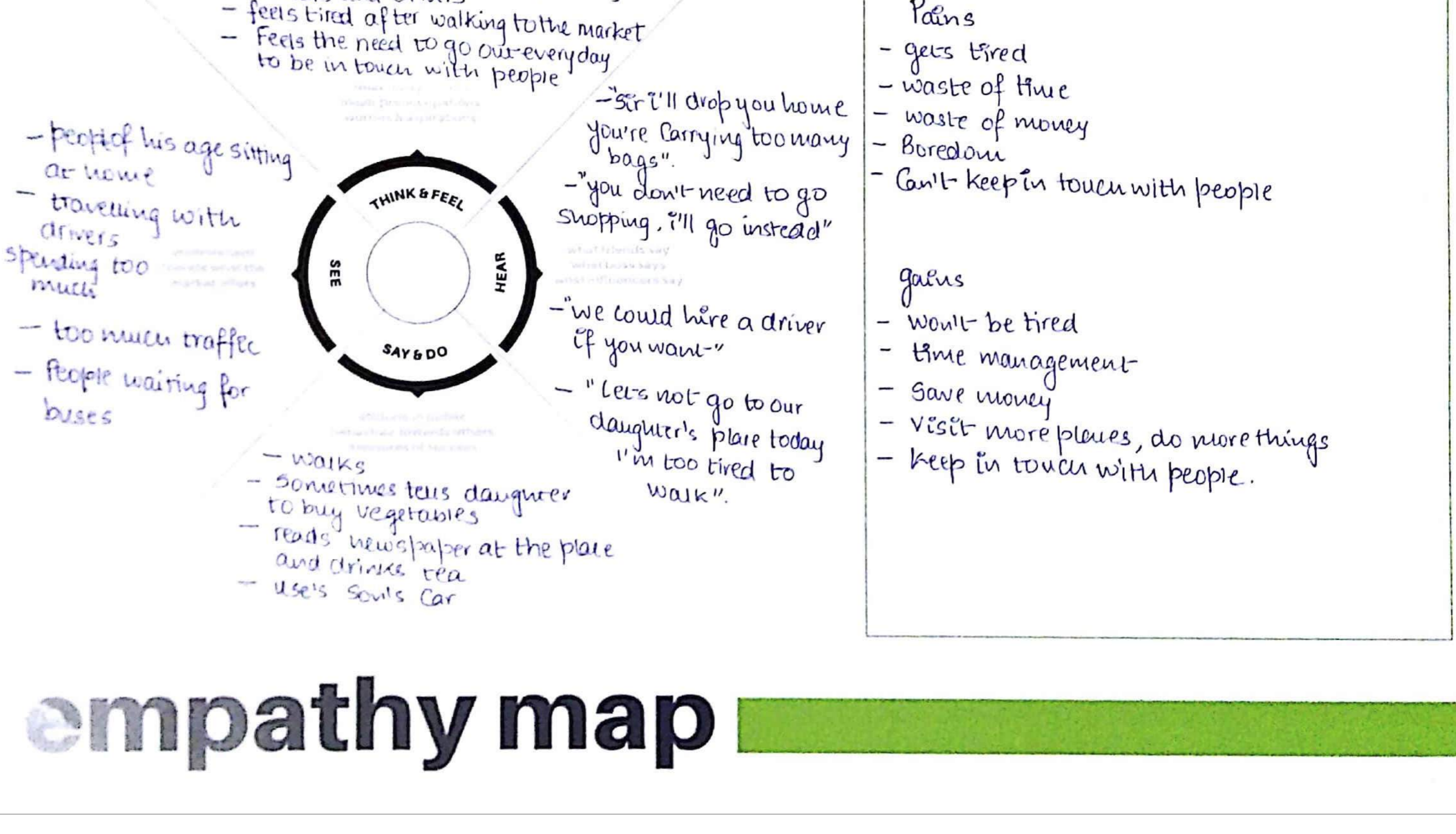
CASE STUDY

USER'S PROBLEM: The local user cannot find a pilot or an auto easily till they go to the pilot or auto stand. Tourists need to contact friends or middleman to book bikes or cars. Sharing of documents is a problem for the user.

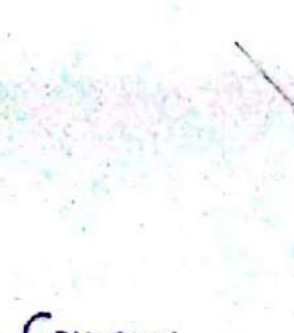
SOLUTION: A platform was designed which would help. The local users can easily book rides from any place, they can choose from the local options that are provided. The tourists can book their vehicles well in advance. They are also provided with an option to view documents of vehicle as well as owner details and they can also share their documents like license. The application shows a list of places along with location and images that people can visit.



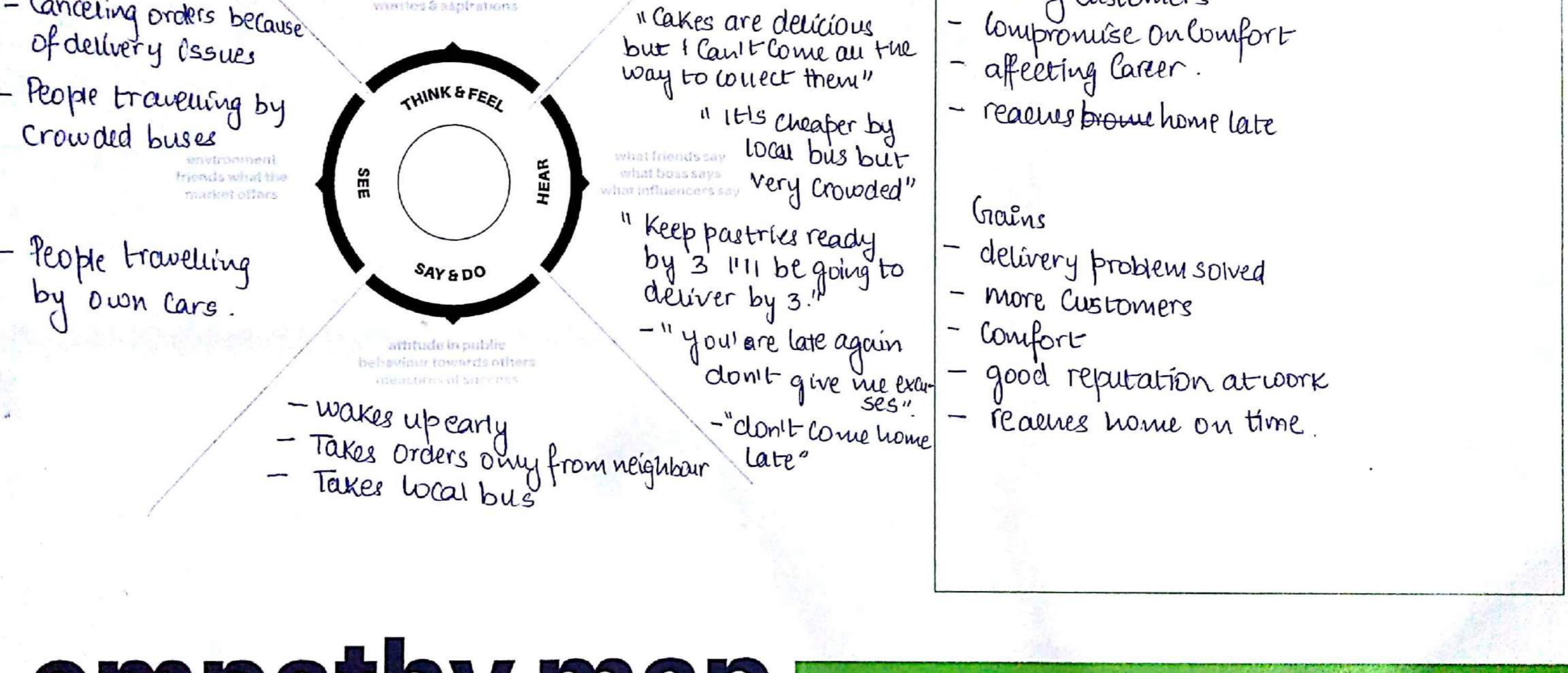
STUDENT NAME: Bhargavi Bakhale PROJECT NAME: Quick trip DATE: 24/5/2018



empathy map



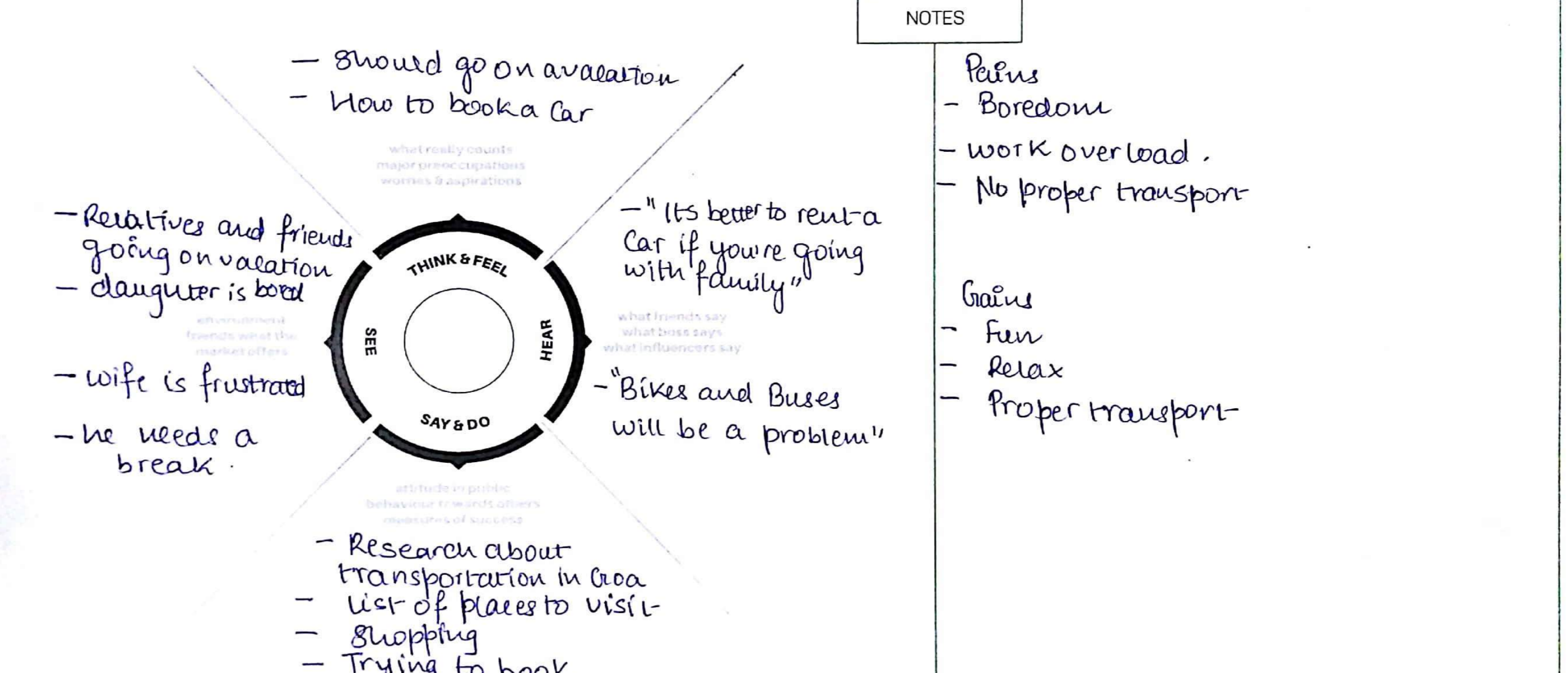
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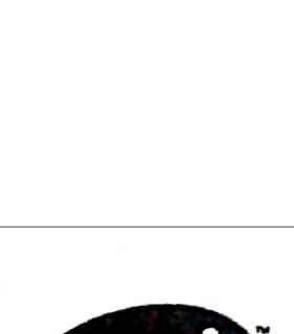
empathy map



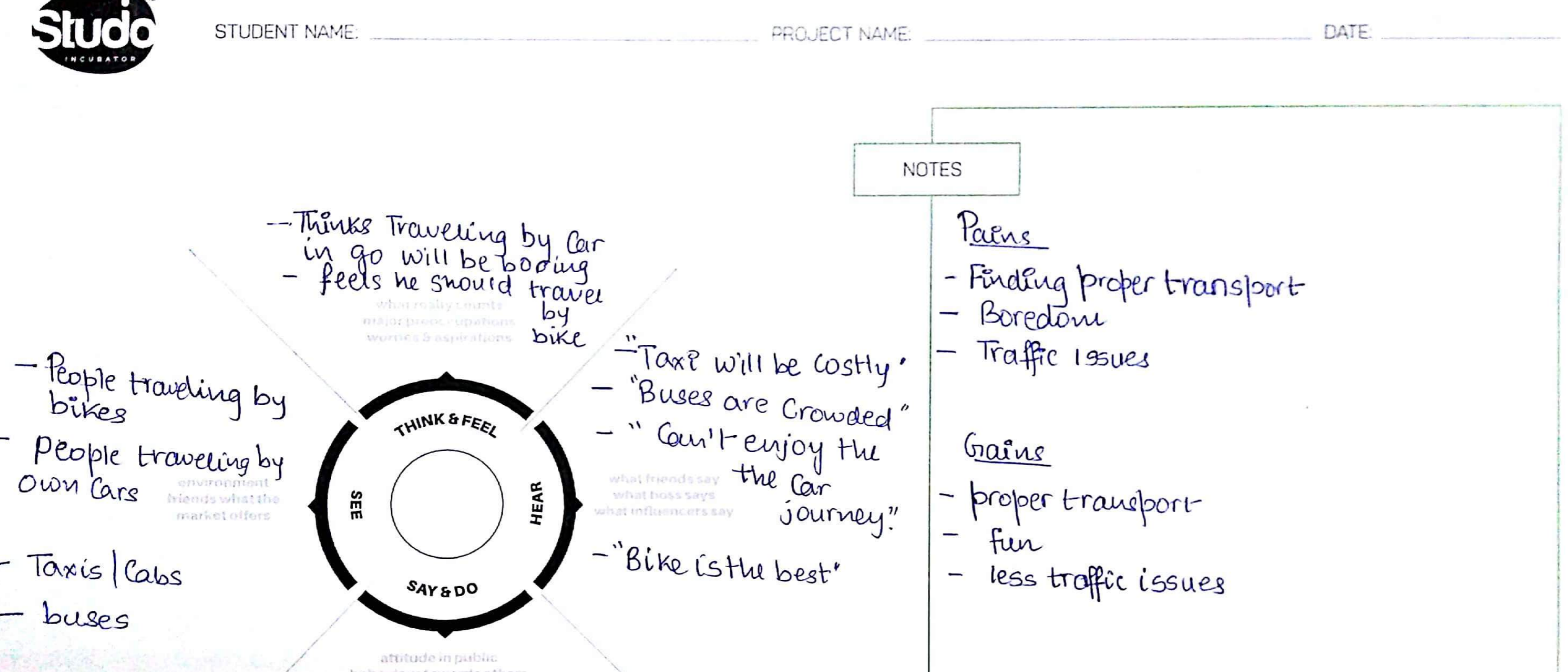
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empathy map



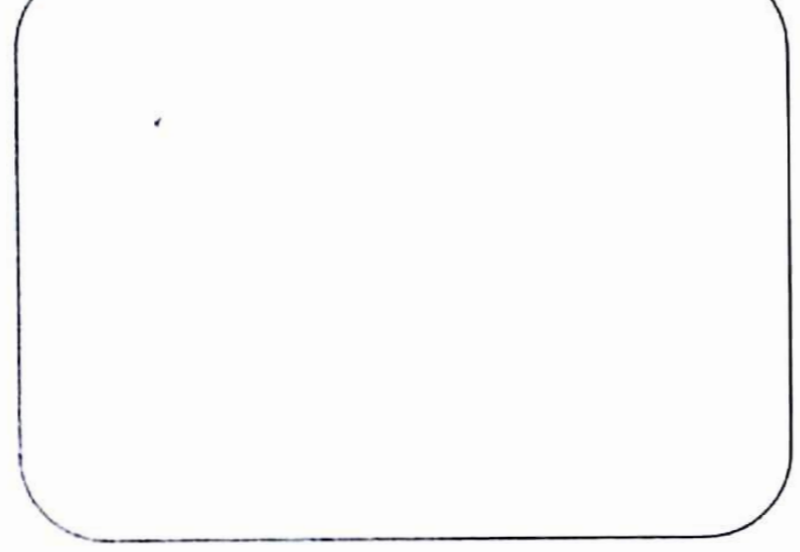
STUDENT NAME: _____ PROJECT NAME: _____ DATE: _____



empathy map



STUDENT NAME: Bhargavi Bakhale PROJECT NAME: Quick trip DATE: 24/5/2018



NAME: Devadas
PROFESSION: Retired Principal
AGE: 75 yrs
PERSONAL BG: was a maths teacher
Completed education in pune
retired has 2 kids and 4 grandkids
lives with son and wife

INTERESTS:

- loves to read
- does household work
- helps other teachers
- watches marathi serials
- learning new technology

NEEDS:

- wants to spend time with family
- wants to teach everyone value of money
- wants to learn new technology

VALUES:

- disciplined
- honest
- caring and helpful
- doesn't waste time or money

POWERS:

- self discipline
- knowledge & reading
- influences students and relatives

BEHAVIORS:

- disciplined
- goes to market everyday
- helps people
- goes to stay updated

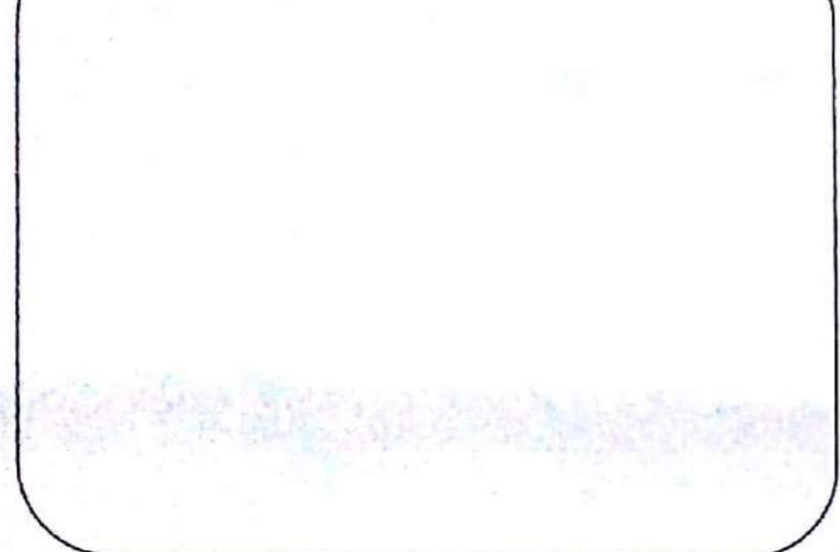
ASPIRATIONS:

- learn new technology
- start her own bakery
- wants family to be happy

persona profile



STUDENT NAME: _____ PROJECT NAME: _____ DATE: _____



NAME: Levindra
PROFESSION: Tester/Baker
AGE: 22 yrs
PERSONAL BG: Loves to bake, look
work on week days
goes to church on weekends

INTERESTS:

- Baking, cooking
- explore new places
- loves cricket

NEEDS:

- wants to start her own bakery
- likes to teach kids
- To do well as a tester in her company

VALUES:

- helpful
- honest
- religious

POWERS:

- friendly
- baking, cooking
- teaches kids in church

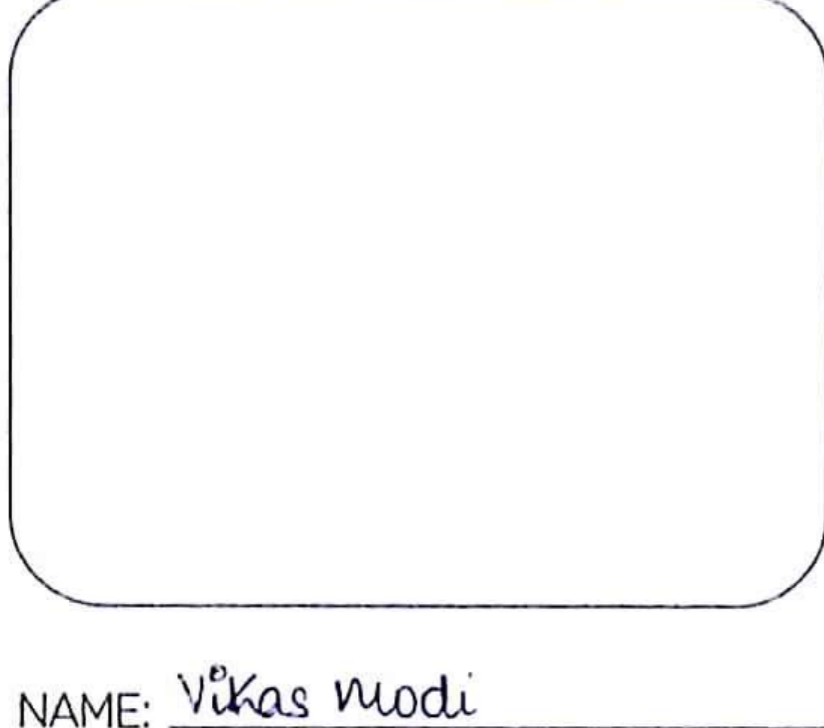
BEHAVIORS:

- job as a tester
- regular Sunday mass
- Bakes
- goes out on weekend.

ASPIRATIONS:

- teach & help others
- start her own bakery
- Do well as a tester.

persona profile



NAME: Vikas Modi
 PROFESSION: Senior Content writer
 AGE: 35 years
 PERSONAL BG: married for 5 years
has a 3 year old daughter

INTERESTS:

- Bob dylan, Beatles
- Likes photography
- Collects postcards, artifacts

NEEDS:

- New experiences in life
- Meet new people

VALUES:

- hard work.
- live and let live.

POWERS:

- team of 35 content writers working under him
- 2 short films nominated at Cannes

BEHAVIORS:

- Loves to own artifacts
- Plays football and badminton
- Liking expeditions

ASPIRATIONS:

- want to undertake one bike expedition to Ladakh
- wants to write a book on a life of typical middleclass Indian man.

persona profile



NAME: Ameya
 PROFESSION: Student
 AGE: 21 yrs
 PERSONAL BG: Friendly, adventurous
Loves sports, outdoors
law student

INTERESTS:

- Is an athlete
- Loves riding sports bikes
- Helping people
- Traveling

NEEDS:

- wants to help people
- Loves to roam
- Sports

VALUES:

- helpful, caring
- hardworking
- Enjoys creating out new plans

POWERS:

- Athlete, very strong
- Can convince people
- makes valid points

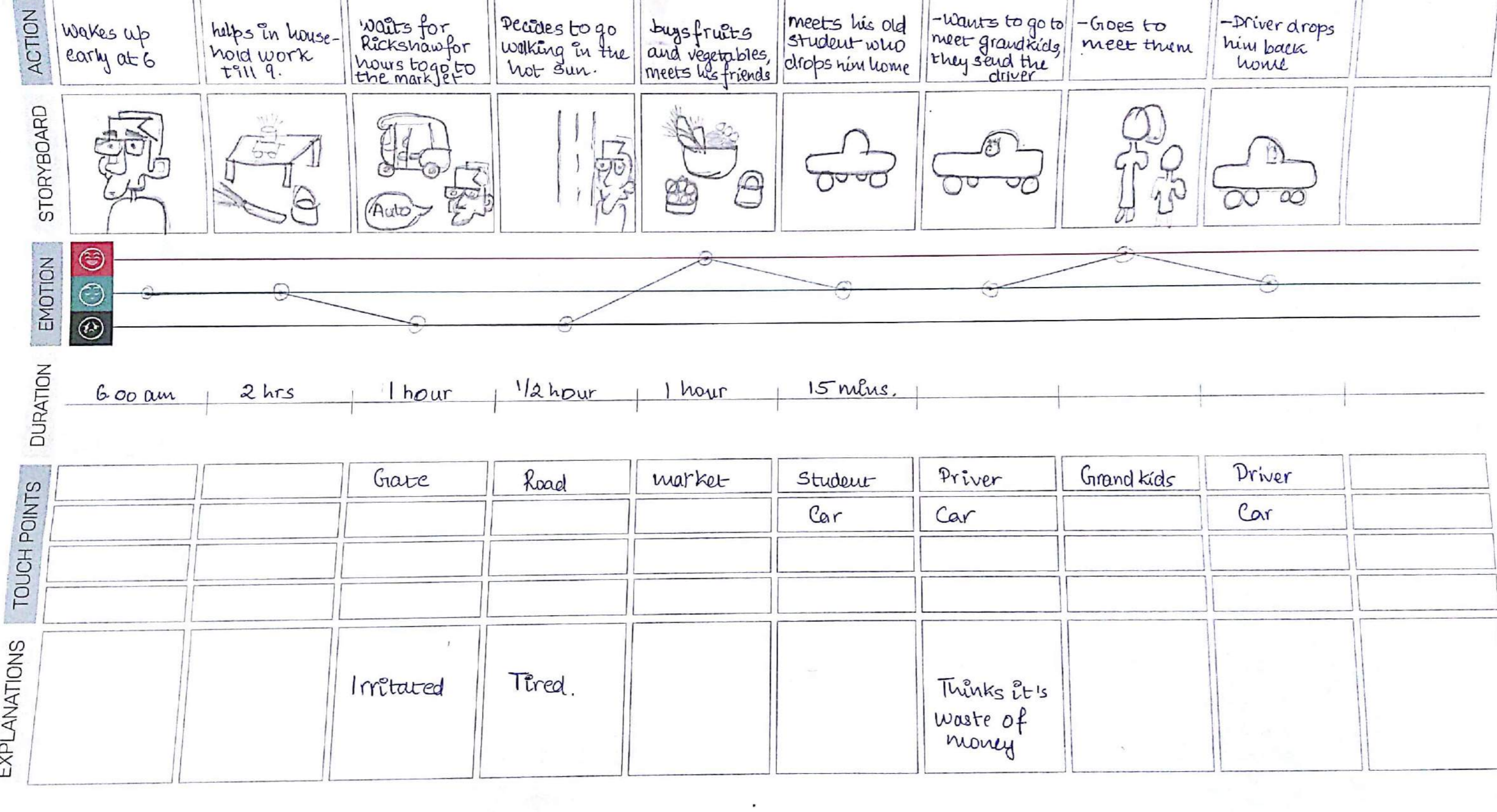
BEHAVIORS:

- Attends college
- Loves traveling
- helps people

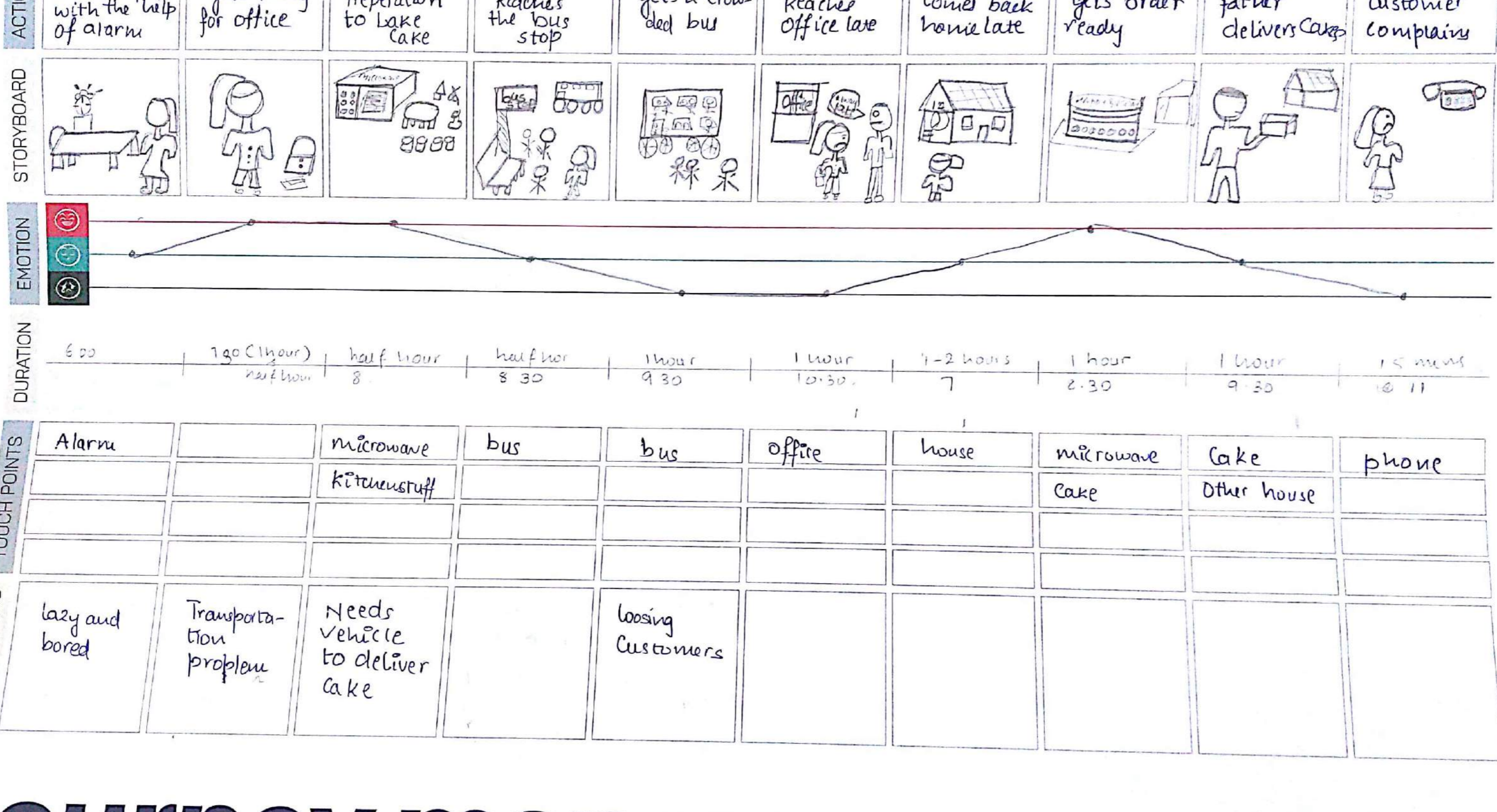
ASPIRATIONS:

- wants to be a successful lawyer
- Counselor
- help people

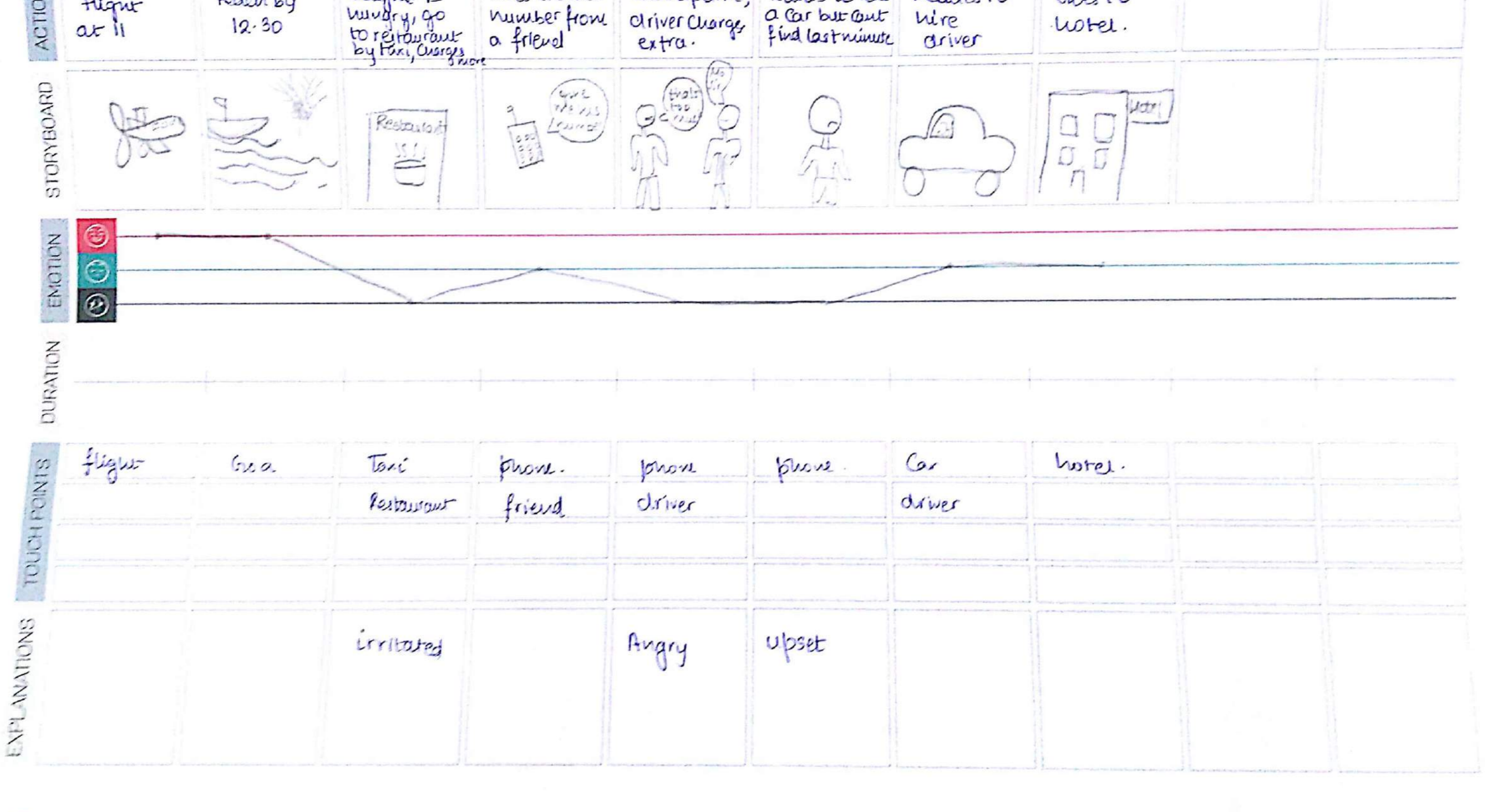
persona profile



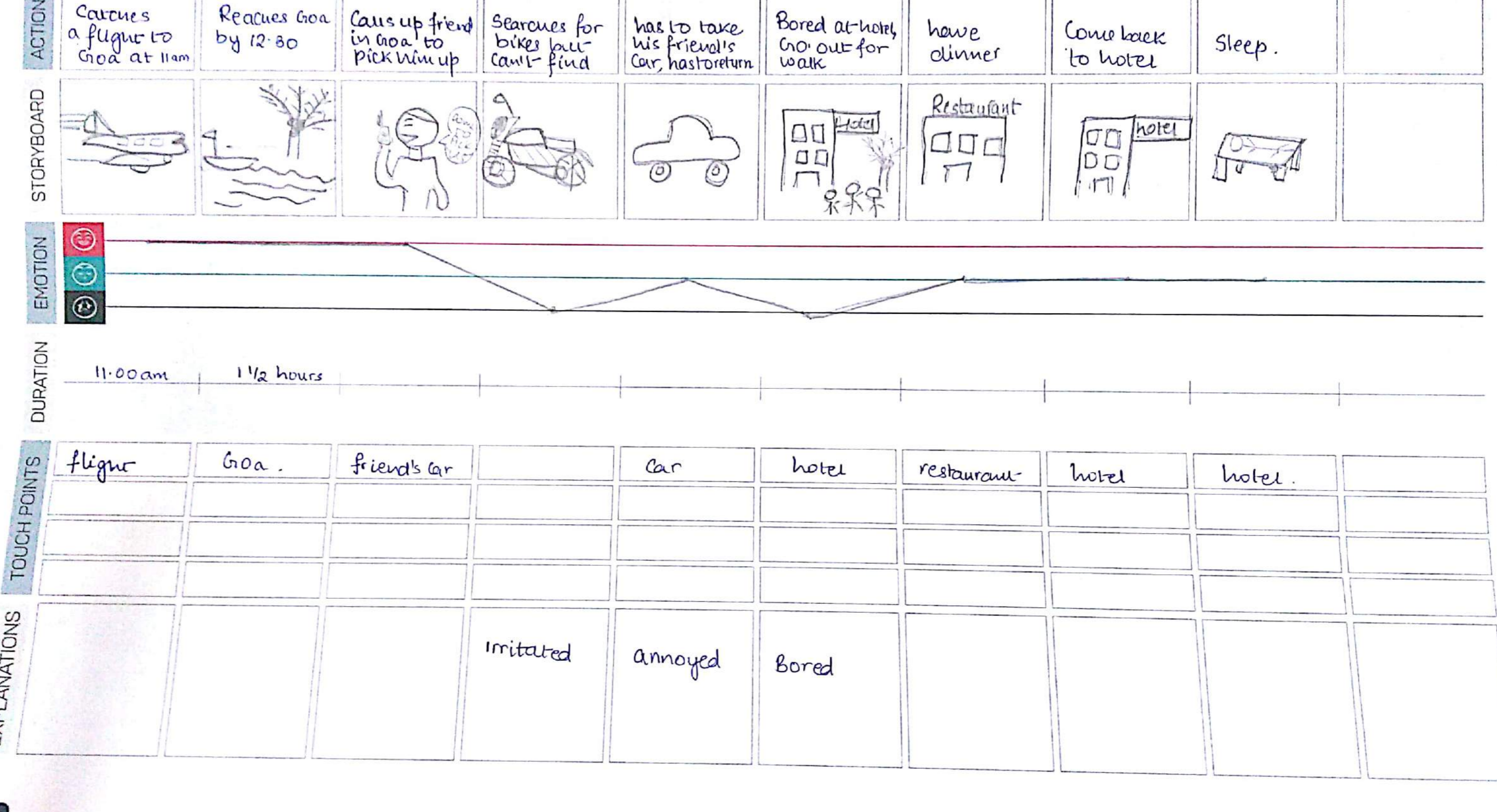
journey map



journey map

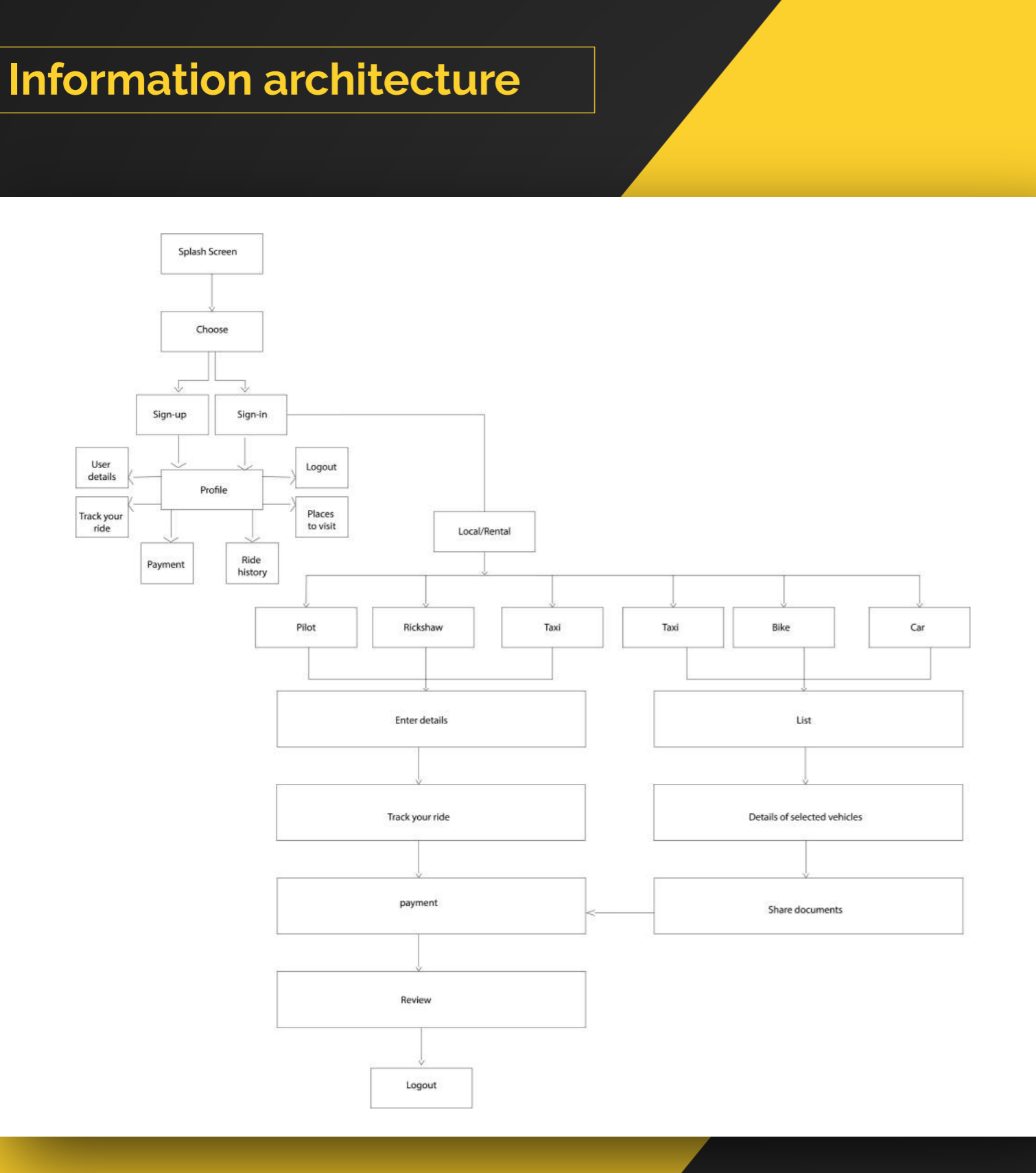


journey map

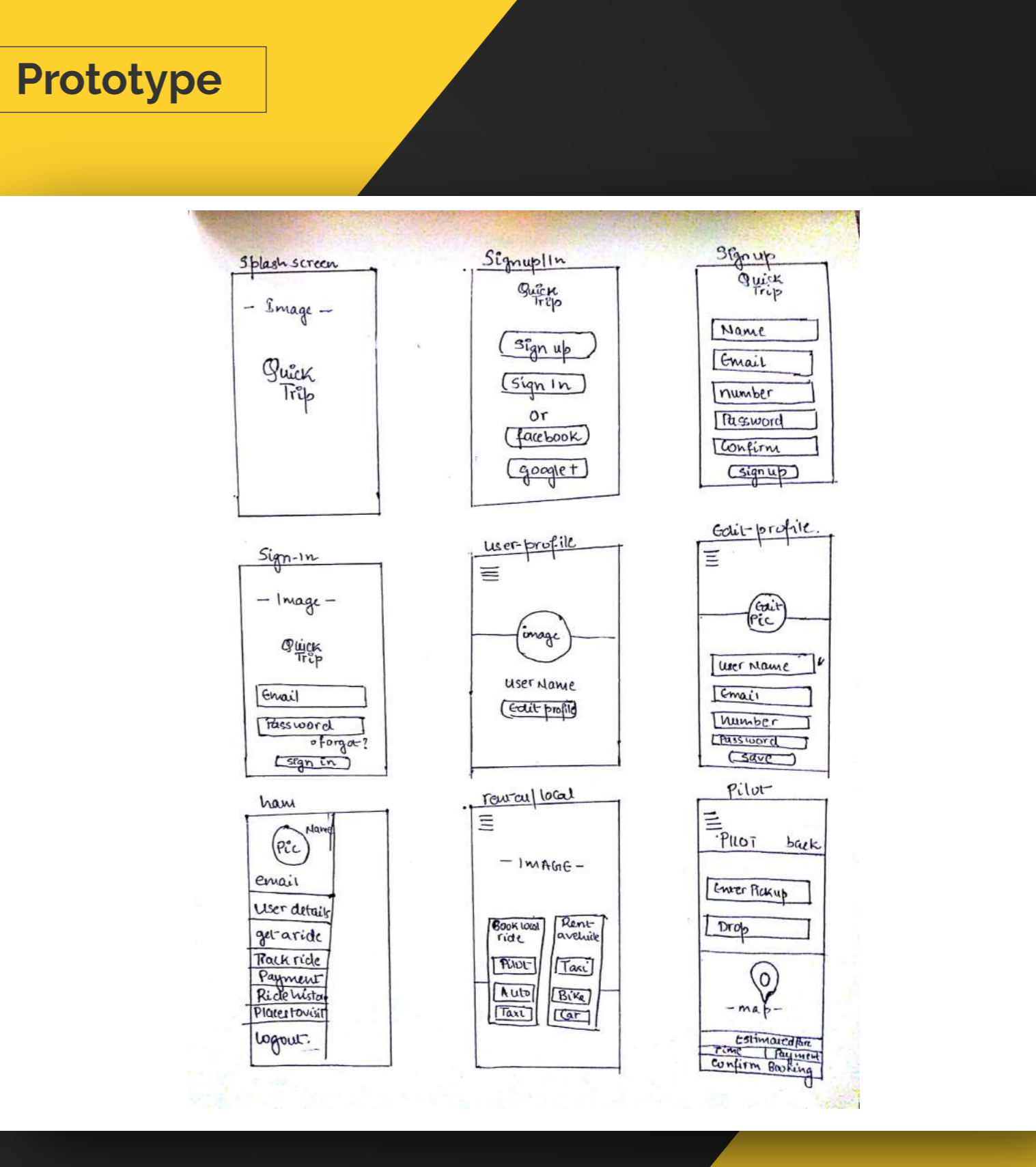


journey map

Information architecture



Prototype



USER INTERFACE DESIGN

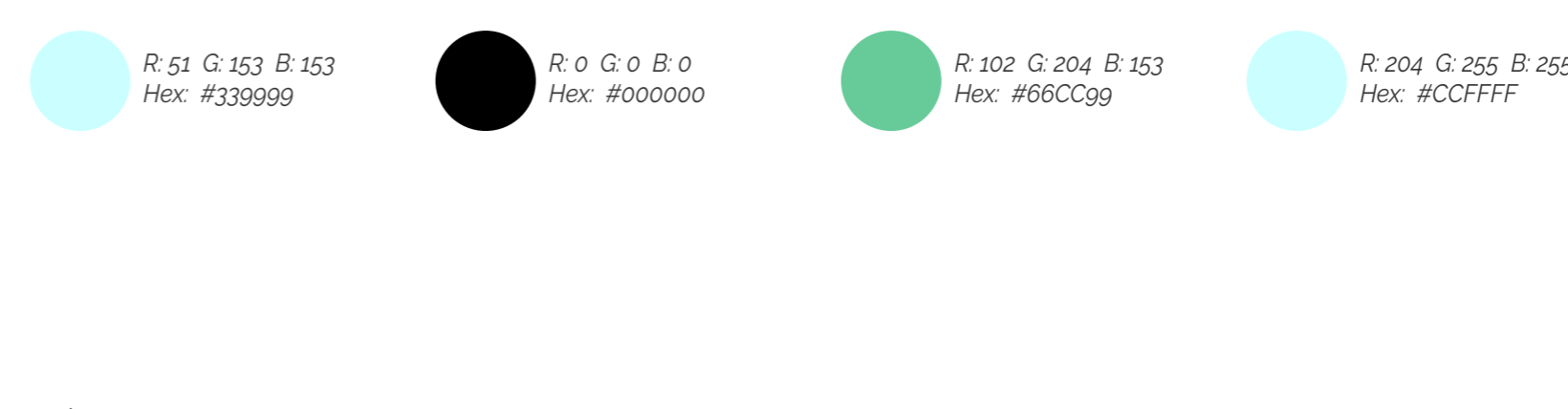
Font family

UBUNTU FONT FAMILY
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Icon style



Color style



Final Design

