SELECTED WORK / RECRUITER READING COLLECTION

From a problem to a considered product.

Srinidhi Bhat / UX Designer

10 design studies with original research and interface concepts.

I care about the decisions between a problem and an interface: what to prioritise, what a person needs to understand, and what the design asks of the system behind it.

Reading this collection

Each chapter explains the challenge, contribution, approach, three consequential decisions, the delivered scope, and the next evaluation. Early concepts are labelled as concepts. Research counts come from original artifacts; product counts describe product scope. Proposed studies are future work, and historical targets are not presented as achieved results.

A note on this edition

These are retrospective accounts written in October 2026. They connect visible decisions in the original artifacts with my current UX analysis. Product stories describe my ideation and design direction; they do not claim code authorship or framework selection. The original design files are preserved separately, and sources are listed in every chapter.

Read the individual stories online

CONTENTS / CHOOSE A STORY

OneSpace / Finding a class file should be straightforward.

uMatter / A clearer first step towards professional support.

MuCoin / Making the first budget less of a form.

GetMetaData / An SEO panel you can actually scan.

Steve Wilson / Let the work lead the portfolio.

Gloria Furniture / A furniture shop organised around the room.

Fun Cruises Goa / Choosing a boat before making an enquiry.

BNI Goa / Meet the chapter. Know how to take part.

IRCTC / The train search comes first.

Nitya Nanda / A photography site that leaves room for the photographs.

Every chapter is also bookmarked in this PDF.

ONESPACE / MICROSOFT DESIGN CHALLENGE · EDUCATION COMMUNICATION

Finding a class file should be straightforward.

A research-led communication concept for students and teachers navigating classes, files, and announcements across disconnected apps.

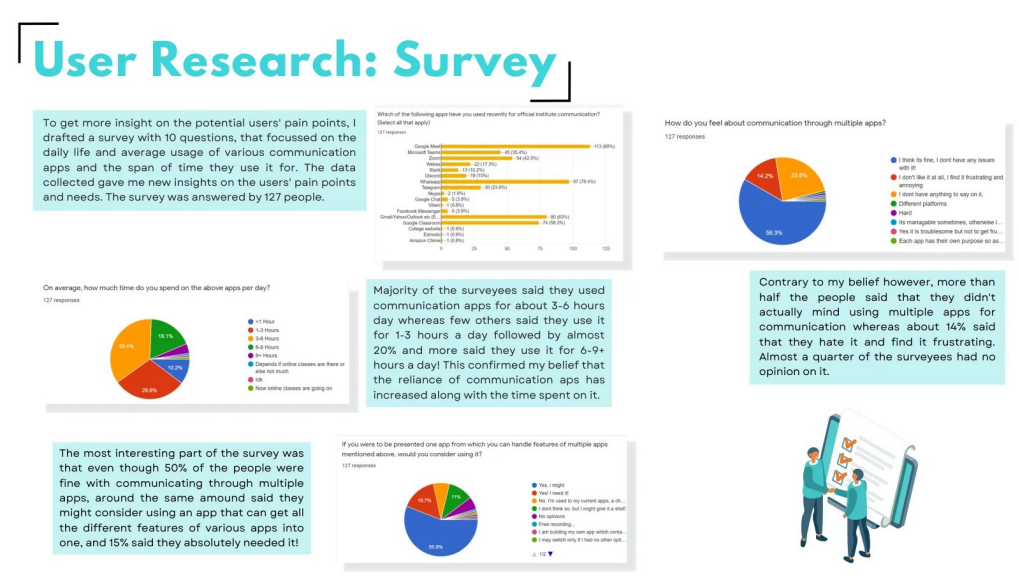
MY CONTRIBUTION / UX research, problem framing, flows & interface design

SCOPE / Design challenge concept

127	5+	Mobile
survey responses	one-to-one interviews	primary prototype

The challenge

During the shift to online classes, students were being asked to follow different teachers across different communication tools. My starting question was whether bringing communication into one place could make collaboration easier. The more useful question became: how does a student find the right resource when they need it?



The original survey: a useful counterpoint to my initial assumption about app overload.

ONESPACE / APPROACH & DECISIONS

How I approached it

I began with more than five one-to-one interviews and a virtual discussion with students from different colleges, then used a ten-question survey answered by 127 people. The interviews exposed an adoption mismatch: teachers chose tools they found comfortable, while students inherited the work of keeping up with all of them.

The survey complicated my original assumption. The deck reports that more than half of respondents did not mind using multiple apps, while about 14% found it frustrating. Interest in an all-in-one tool was therefore a signal to explore, rather than proof that every communication tool needed replacing. I translated the findings into a student persona, four problem areas, information architecture, wireframes, and high-fidelity screens.

01 / Organise around a class, then its conversations

The concept uses spaces and categorised channels, with calls accessible from the chat context.

Why it matters. A class provides a recognisable place to return to; students should not have to remember which external app a teacher chose.

The trade-off. This would require institutional participation. A cleaner student interface alone cannot solve fragmented adoption.

02 / Give files and announcements their own home

I separated a unified file store and an announcements centre from the conversation stream.

Why it matters. These are the items students need to retrieve later. Their usefulness should not depend on scrolling back through chat.

The trade-off. Separating destinations adds navigation; useful defaults and clear links back to the class would be essential.

03 / Treat access as part of the product scope

The prototype explores language support and preferences alongside the core communication screens.

Why it matters. The interviews describe uneven comfort with technology. Familiar structures and understandable language matter as much as consolidating features.

The trade-off. The deck also explores watch support and parental controls. Today I would defer those until the core retrieval journey had been tested.

ONESPACE / OUTCOME & REFLECTION

What came out of it

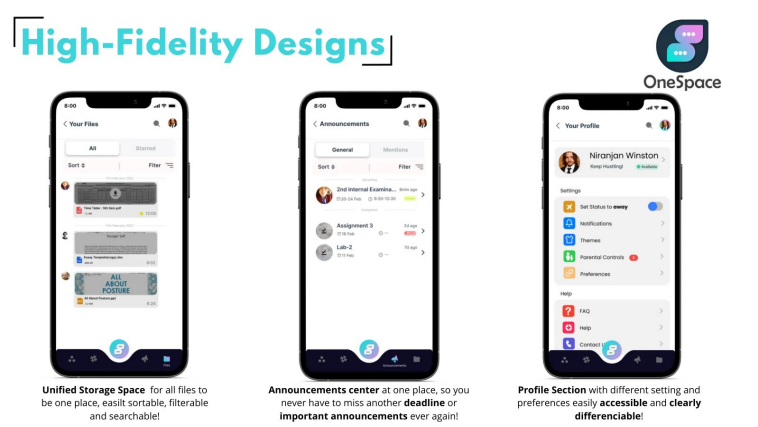
I designed spaces for classes, channels for conversation, and separate places for files and announcements. The prototype covers the wider communication flow, but those two destinations are the part I would carry into a first release. The project stopped at a prototype; usability testing was the next step.

What I would do next

The survey made me question my original all-in-one idea. Being willing to try a new app did not mean students needed every tool replaced. I would start with finding a file and catching an announcement, then test whether those tasks are enough to justify another app.

Proposed study: ask students to retrieve an assignment, identify the latest announcement, and join the correct class; compare task success and recovery with their current workflow.

Proposed scope: pilot one class before adding institution-wide migration, parental controls, or a second device. Include teacher setup effort in the evaluation.



Files and announcements become explicit destinations instead of getting buried in chat.

Artifacts & evidence

Original deck, pp. 2-7
Process, problem statement, interviews, survey and problem identification.

Original deck, pp. 11-17
Information architecture, wireframes, final screens and the proposed usability study.

Original design artifact

Read the individual web case study

UMATTER / TEAM ELEMENTORS · PIXEL PERFECT UI/UX CHALLENGE

A clearer first step towards professional support.

A 14-hour team challenge exploring a more approachable route from mental-health awareness to finding and booking professional support.

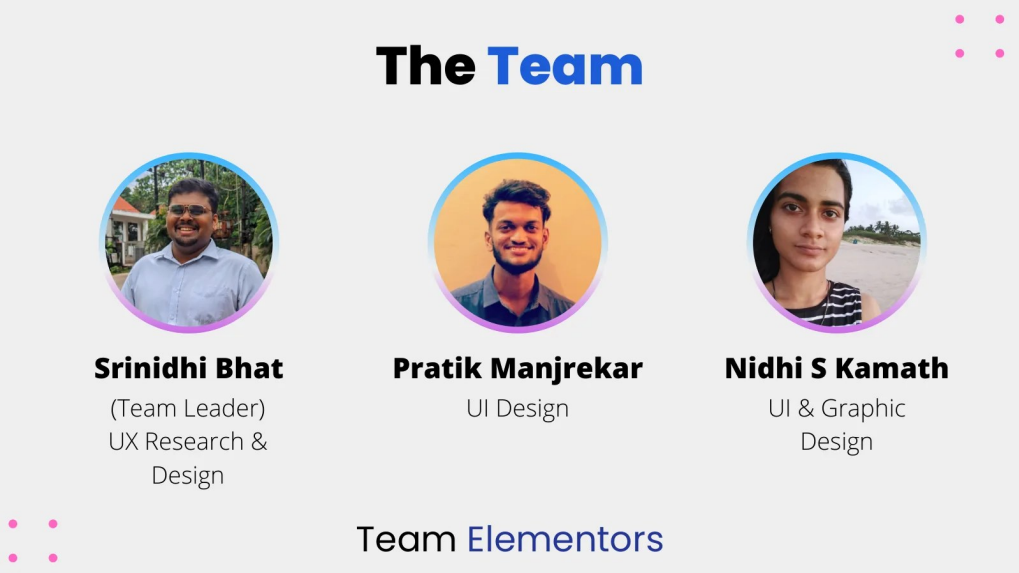
MY CONTRIBUTION / Team lead · UX research & design

SCOPE / Team design challenge concept

14h	65	3
challenge window	survey responses	team members

The challenge

The challenge brief focused on making access to mental-health support more efficient. I led the UX research and design contribution for Team Elementors, working with Pratik Manjrekar on UI design and Nidhi S Kamath on UI and graphic design. Our task was to turn a broad and sensitive brief into a coherent mobile journey within fourteen hours.



The original team slide preserves who contributed what.

UMATTER / APPROACH & DECISIONS

How I approached it

We used a shortened Double Diamond process to divide research, structure, and interface work. Our ten-question survey received 65 responses. The deck reports that almost half wanted professional help while remaining anonymous, and almost 89% had never visited a therapist. Those responses guided the concept toward privacy expectations and an approachable first step.

We supplemented the survey with article research, assembled a persona, mapped the flow, and progressed from wireframes to high-fidelity screens. The sample was exploratory: the deck does not document recruitment, a representative population, or a controlled evaluation. I treat its percentages as directional responses from this sample.

01 / Build a path to support, rather than promising diagnosis

The concept connects expert discovery, an expert profile, appointment selection, and payment.

Why it matters. Breaking access into visible steps gives a person a clearer idea of what happens after they decide to seek help.

The trade-off. Although the challenge brief used the word diagnosis, these screens do not demonstrate clinical diagnosis or treatment effectiveness.

02 / Put trust information before commitment

Expert detail and review-based trust cues sit before calendar booking and payment in the documented journey.

Why it matters. A person needs to understand who they are approaching before being asked to commit time or money.

The trade-off. Ratings alone do not establish professional competence. Credential verification would need its own operational process.

03 / Explore lower-pressure ways to engage

The team added awareness content, stories, and lighter activities alongside the booking journey.

Why it matters. Not every visitor is ready to book immediately. The concept offers a way to explore the topic before taking that step.

The trade-off. More destinations can dilute the primary route to professional support; I would test whether they help or distract.

UMATTER / OUTCOME & REFLECTION

What came out of it

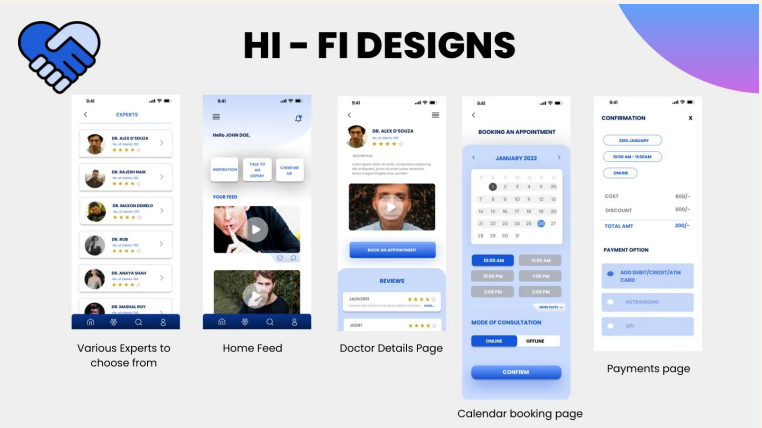
We completed the mobile concept within the fourteen-hour challenge, from onboarding and expert profiles to appointment selection and payment. I led the team and the UX research and design. Pratik Manjrekar contributed UI design; Nidhi S Kamath contributed UI and graphic design. Our final artifact was a prototype, not a clinical service.

What I would do next

The survey raised a question we could not resolve in the challenge: how does someone stay anonymous while booking an accountable professional service? I would work through what is shared at each step before adding more features to the concept.

Proposed validation: test whether participants understand what is private, what a provider can see, and whether the product offers booking or diagnosis.

Proposed iteration: add clear provider credentials, consent and cancellation information, then evaluate the booking journey with appropriate professional input.



The designed route from discovering an expert to viewing details, choosing a date, and payment.

Artifacts & evidence

Original deck, pp. 2-7
Named team roles, fourteen-hour constraint, survey size and reported responses.

Original deck, pp. 10-18
Persona, solution framing, user flow, wireframes and final booking screens.

Original design artifact

Read the individual web case study

MUCOIN / PERSONAL FINANCE · PROGRESSIVE ONBOARDING

Making the first budget less of a form.

A personal-finance onboarding concept that turns income, expenses, and savings goals into a reviewable starting picture.

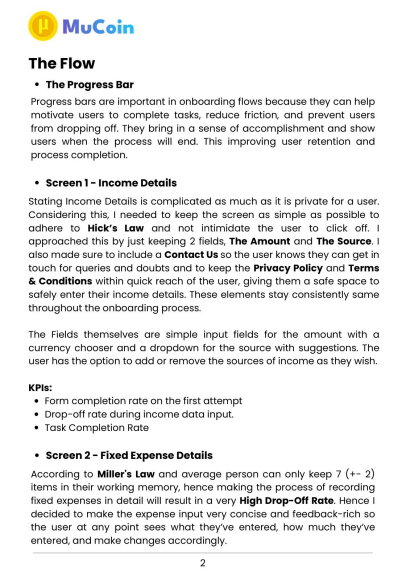
MY CONTRIBUTION / Product framing, onboarding flow & interface rationale

SCOPE / Prototype & design rationale

5	3	Prototype
onboarding stages	review groups	linked in source

The challenge

A useful financial picture depends on personal information that takes effort to recall and can feel uncomfortable to share. I structured MuCoin around a sequence that asks for income, fixed expenses, variable expenses, savings goals, and a final review. The design challenge was to make that effort understandable and correctable.



MuCoin

The Flow

- **The Progress Bar**

Progress bars are important in onboarding flows because they can help motivate users to complete tasks, reduce friction, and prevent users from dropping off. They bring in a sense of accomplishment and show users when the process will end. This improving user retention and process completion.

- **Screen 1 - Income Details**

Stating Income Details is complicated as much as it is private for a user. Considering this, I needed to keep the screen as simple as possible to adhere to **Hick's Law** and not intimidate the user to click off. I approached this by just keeping 2 fields, **The Amount** and **The Source**. I also made sure to include a **Contact Us** so the user knows they can get in touch for queries and doubts and to keep the **Privacy Policy** and **Terms & Conditions** within quick reach of the user, giving them a safe space to safely enter their income details. These elements stay consistently same throughout the onboarding process.

The Fields themselves are simple input fields for the amount with a currency chooser and a dropdown for the source with suggestions. The user has the option to add or remove the sources of income as they wish.

KPIs:

- Form completion rate on the first attempt
- Drop-off rate during income data input.
- Task Completion Rate

- **Screen 2 - Fixed Expense Details**

According to **Miller's Law** and average person can only keep 7 (+- 2) items in their working memory, hence making the process of recording fixed expenses in detail will result in a very **High Drop-Off Rate**. Hence I decided to make the expense input very concise and feedback-rich so the user at any point sees what they've entered, how much they've entered, and make changes accordingly.

2

The source is a written design rationale. Its performance claims are reframed here as hypotheses.

MUCOIN / APPROACH & DECISIONS

How I approached it

The original write-up explains the flow screen by screen, including privacy links, expense summaries, editable goals, and review behaviour. It also defines proposed KPIs for each stage. The design centres on repeatable entry, useful summaries and a review that remains editable.

The source mentions a small user subset when discussing the label Saving Goals, but gives no sample size, protocol, or measured comparison. I treat that as informal input. The numerical completion and drop-off figures in the appendix are targets, not results.

01 / Ask for a small, repeatable unit of information

The income stage starts with amount and source, while fixed and variable expenses use similar entry patterns.

Why it matters. A familiar pattern lets the person concentrate on their finances instead of relearning the interface at every step.

The trade-off. A short form still needs room for irregular income, uncertain estimates, and multiple sources; simplicity cannot mean forcing inaccurate answers.

02 / Show a useful picture before onboarding ends

The expense stages return a chart, summary table, total, and relationship to income.

Why it matters. Summaries create opportunities to notice a missing entry or an implausible total while the information is still fresh.

The trade-off. A chart is only as good as its inputs. It should communicate an estimate when the person is unsure, rather than imply financial precision.

03 / Make confirmation an editable checkpoint

The review groups income, expenses, and goals into three collapsible, editable sections.

Why it matters. Being able to inspect and correct information gives the person control over what they submit.

The trade-off. The old rationale claims review ensures complete task success. That is a hypothesis to test; a confirmation screen cannot guarantee it.

MUCOIN / OUTCOME & REFLECTION

What came out of it

I designed a five-stage setup flow for income, expenses, savings goals and review. The entry patterns repeat, the summaries give something back along the way, and the final review stays editable. The accompanying KPI figures describe targets for a future test, not measured completion or drop-off.

What I would do next

A useful setup should leave someone with a financial picture they understand. I would pay close attention to corrections: noticing and fixing an amount can be a better outcome than finishing the form quickly with the wrong numbers.

Proposed measures: completion per stage, time to a usable summary, errors noticed during review, and understanding of what happens to entered information.

Proposed study: compare a short path with optional detail against the original sequence. Include irregular income and skipped estimates rather than testing only ideal inputs.

Artifacts & evidence

Original write-up, pp. 1-5
Project purpose and screen-by-screen design rationale.

Original write-up, pp. 6-11
KPI definitions and aspirational targets; no measured results reported.

Original design artifact

Read the individual web case study

GETMETADATA / CHROME EXTENSION · SEO INSPECTION

An SEO panel you can actually scan.

A browser-extension redesign exploring information hierarchy for people with different levels of SEO experience.

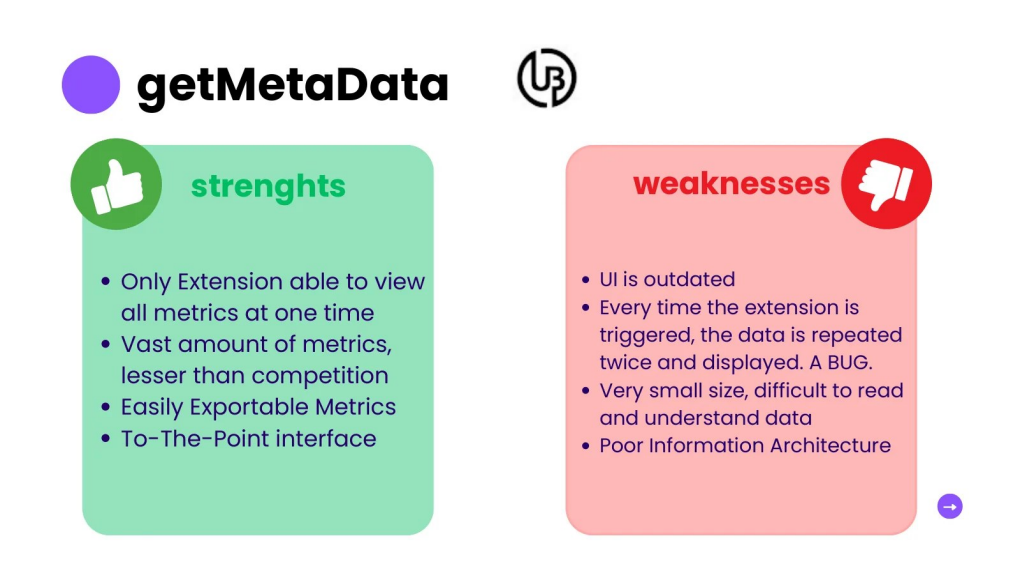
MY CONTRIBUTION / Competitive review, information architecture, wireframes & UI

SCOPE / Redesign prototype

3	1	2
competitors reviewed	shared comparison site	persona perspectives

The challenge

GetMetaData exposes a page's SEO elements, but a dense readout makes it difficult to see what needs attention. The original review describes small text, weak information architecture, and a repeated-output bug. My task was to improve inspection without stripping away the useful detail or export capability.



The original review separates useful capabilities from readability and data-quality problems.

GETMETADATA / APPROACH & DECISIONS

How I approached it

I compared SEO META in 1 CLICK, All in One SEO Analyzer, and Detailed SEO Extension alongside GetMetaData. I used my own portfolio as the common test page and looked at functionality, usability, SEO information, and documentation. This kept the content context consistent, although one website could not represent every page structure.

I then used two persona perspectives-an SEO engineer and a small-business/content-marketing user-to frame different reading needs, before creating wireframes and a high-fidelity prototype. The deck does not document interviews validating those personas, so I use them as design lenses rather than research findings.

01 / Retain information depth, improve the route through it

The redesign explores a clearer hierarchy for metadata, headings, images, structured data, and links.

Why it matters. An inspector should help a person locate relevant evidence before asking them to interpret a full page of metrics.

The trade-off. A more segmented interface can make cross-category comparison harder. Testing should include jumping between related issues.

02 / Compare tools in a controlled content context

I reviewed the competing extensions against the same portfolio page.

Why it matters. Using one common page makes differences in presentation easier to discuss without changing the underlying website at every comparison.

The trade-off. The review is a historical snapshot on one site, not a current market ranking or a large performance benchmark.

03 / Separate interface redesign from a functional repair

The review records duplicated output as a bug, while the deliverable remains an interface prototype.

Why it matters. Making data easier to read would not fix incorrect or repeated extraction. The two problems need separate acceptance criteria.

The trade-off. The prototype can demonstrate hierarchy and navigation; it cannot prove the extraction bug was resolved.

GETMETADATA / OUTCOME & REFLECTION

What came out of it

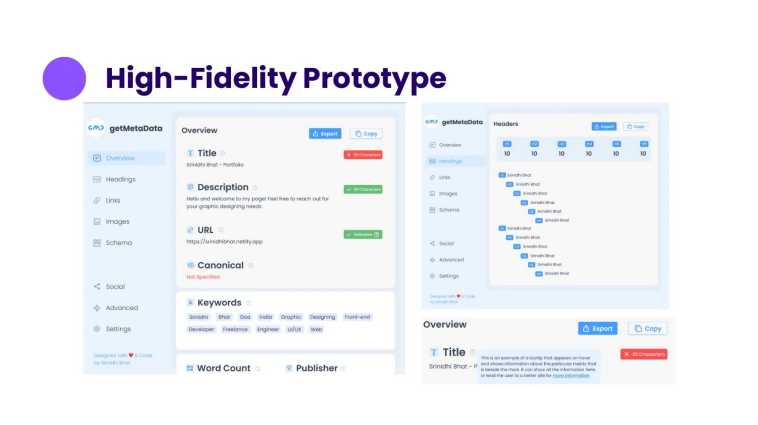
I completed the competitor review, wireframes and high-fidelity prototype. The redesign groups the extension's information into clearer destinations while retaining its depth and export workflow. I recorded the repeated-output bug separately; an interface prototype could not establish whether extraction had been fixed.

What I would do next

The next test should use real inspection tasks: find a missing description, check headings, compare related issues and export the findings. That would tell me more than asking whether the new panel looks cleaner.

Proposed study: ask a novice and an experienced practitioner to locate a missing title, inspect image descriptions, and export their findings.

Proposed acceptance criteria: correct extraction without duplication, clear reading order, and useful handling of a page with unusually long or missing values.



The final prototype provides the visual outcome; task-based validation remains the next step.

Artifacts & evidence

Original deck, pp. 3-9
Problem, comparison method, historical tool observations and comparison mapping.

Original deck, pp. 10-14
Persona perspectives, wireframes and final prototype.

Original design artifact

Read the individual web case study

STEVE WILSON / DESIGNER PORTFOLIO · ARCHIVE RETROSPECTIVE

Let the work lead the portfolio.

An early portfolio concept exploring typography, project browsing, and a repeatable case-study template.

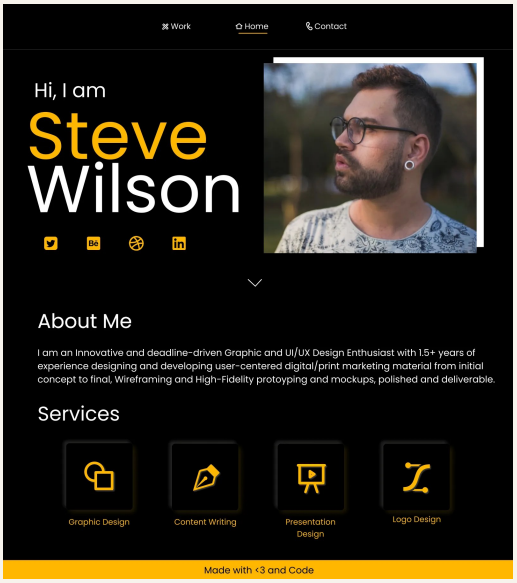
MY CONTRIBUTION / Visual direction, page structure & interface concept

SCOPE / Independent visual concept

3	Type-led	Concept
page types	visual direction	not a client engagement

The challenge

A portfolio has to communicate what a designer does, offer a convincing sample of their work, and make contact straightforward. This early concept uses the fictional Steve Wilson identity to explore that sequence through a home page, work listing, project-detail template, and contact destination.



Original home-page concept: identity, introduction, and services.

STEVE WILSON / APPROACH & DECISIONS

How I approached it

The available evidence is a four-page visual artifact, including a long project-detail template. It contains sample copy, mock project names, placeholder results, and a sample client attribution. Those are layout content, not my client history or achieved results.

I organised the pages so that the introduction establishes the designer's role, the work listing exposes project categories and tools, and the detail template reserves space for the problem, process, outcome, and lessons. No original research or testing record accompanies it.

01 / Use typography to establish the first impression

The concept combines a large name treatment with a restrained dark background and a bright accent.

Why it matters. The visual hierarchy gives the identity a clear point of entry before visitors scan services or projects.

The trade-off. A strong name treatment cannot replace useful positioning copy; I would make the designer's particular value more specific.

02 / Separate browsing from deep reading

The work listing acts as an index, while project details have a longer narrative structure.

Why it matters. Visitors can skim the portfolio before deciding which story deserves more attention.

The trade-off. A listing only helps if its labels explain the work rather than relying on unfamiliar project names.

03 / Give each project the same narrative spine

The template includes role, problem, process, results, takeaways, and final product.

Why it matters. A repeated structure helps a reviewer compare contributions across projects.

The trade-off. In the archive, much of that structure is empty sample content. A template is useful scaffolding, not evidence of a completed case study.

STEVE WILSON / OUTCOME & REFLECTION

What came out of it

I designed a homepage, work index, project-detail template and contact page around the fictional Steve Wilson identity. The exercise helped me explore the difference between scanning a body of work and reading one project closely. Names, client credits and result figures in the original template are sample content.

What I would do next

I would keep the clear browsing structure and rewrite the project pages around actual decisions. A well-proportioned template is useful, but the writing and evidence inside it are what make a portfolio convincing.

Proposed iteration: replace the sample project with one real story, then test whether a reviewer can identify the role, central decision, and outcome in a short scan.

Proposed UI review: verify contrast, keyboard navigation, responsive reading order, and a concise contact path before implementation.



The work list keeps project browsing separate from the longer case-study template.

Artifacts & evidence

Original artifact, pp. 1-4
Home, work list, project-detail template and contact; sample identities and results are concept content.

Original design artifact

Read the individual web case study

GLORIA FURNITURE / E-COMMERCE · ARCHIVE RETROSPECTIVE

A furniture shop organised around the room.

A furniture storefront concept connecting room-led browsing, product comparison, and purchase actions.

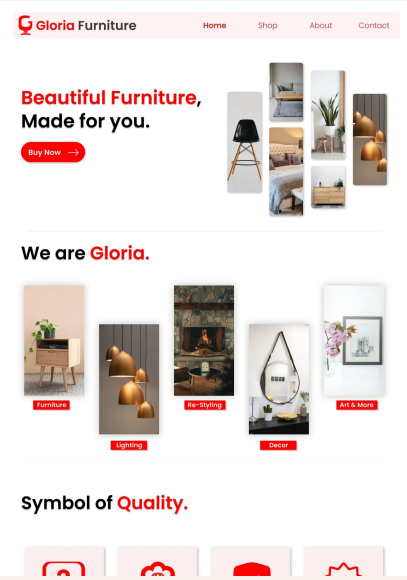
MY CONTRIBUTION / Visual design & storefront information hierarchy

SCOPE / Storefront concept

2	Category-led	Concept
featured product groups	browsing	no sales results recorded

The challenge

Furniture is both a visual and a practical purchase. The original Gloria concept tries to support inspiration at the top of the page, category exploration in the middle, and concrete products with prices further down. The design question is how to make those modes feel like one useful shopping path.



The original hierarchy moves from an aspirational hero to category-led browsing.

GLORIA FURNITURE / APPROACH & DECISIONS

How I approached it

The surviving PDF is a single long storefront design, not a research report. I reviewed its hero, category imagery, quality messaging, product cards, and service links to make the underlying structure explicit. The archived dollar prices, warranty copy, and contact details are sample storefront content, not verified business facts.

This is a retrospective reading of the design. The available artifact does not establish customer interviews, a checkout implementation, or commercial performance.

01 / Start with inspiration, then offer more specific choices

The hero leads into visual categories before the featured Home Decor and Furniture groups.

Why it matters. A shopper can begin with a broad interest and progressively narrow to a product, instead of meeting a full catalogue immediately.

The trade-off. The path would need descriptive category labels and accessible images; atmosphere alone does not tell a shopper where to go.

02 / Make product cards comparable

The featured groups repeat name, price, image, Add to Cart, and Buy Now treatments.

Why it matters. A stable card structure supports scanning across products and makes purchase actions predictable.

The trade-off. Two equally prominent purchase actions can compete. Today I would test a primary product-detail path before offering immediate purchase everywhere.

03 / Keep practical reassurance near the shopping journey

The concept includes a quality band and footer links for stores, warranty claims, and custom requests.

Why it matters. Furniture decisions often require service and fulfilment information as well as appealing photography.

The trade-off. Those claims need real policies and product information. The visual concept alone cannot establish quality or a working support service.

GLORIA FURNITURE / OUTCOME & REFLECTION

What came out of it

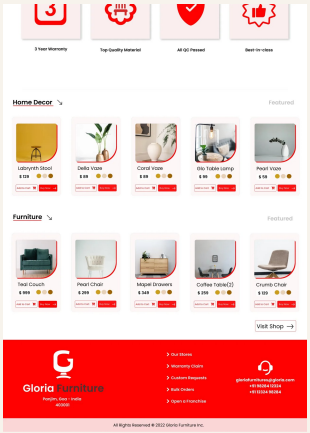
I designed a storefront landing page that moves from room inspiration into categories and comparable product cards. Prices and service information sit alongside the imagery so browsing has a practical direction. The artifact is a visual concept; it does not include a working checkout.

What I would do next

I would next add the details someone needs before buying furniture: dimensions, materials, stock and delivery coverage. Those are more useful at this stage than another promotional section.

Proposed task: find a product within a budget, compare two options, and explain delivery expectations. Record missing information as well as completion.

Proposed iteration: build a product-detail page and a narrow-screen catalogue, using real product data and one clearly prioritised action.



Repeated product cards carry the browsing pattern through to purchase actions.

Artifacts & evidence

Original artifact, p. 1
Full storefront: hero, category browsing, quality messages, featured groups and service footer.

Original design artifact

Read the individual web case study

FUN CRUISES GOA / TRAVEL & LEISURE · ARCHIVE RETROSPECTIVE

Choosing a boat before making an enquiry.

A yacht-rental landing-page concept organised around capacity, price, and the next enquiry.

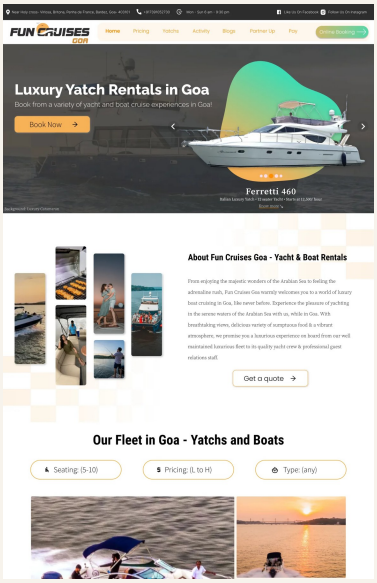
MY CONTRIBUTION / Landing-page structure, fleet browsing & visual design

SCOPE / Website redesign concept

3	Capacity	Enquiry
fleet filter dimensions	visible on listings	core next step

The challenge

A visitor choosing a boat needs to know whether it fits their group and budget before making an enquiry. The Fun Cruises Goa artifact contains the building blocks for that decision: a prominent booking action, a description of the experience, fleet filters, and listings with seating capacity and starting hourly prices.



The upper page connects the experience to a visible booking action and fleet filters.

FUN CRUISES GOA / APPROACH & DECISIONS

How I approached it

I reviewed the original long-page design as a visitor journey from initial interest to a suitable fleet option. The available PDF shows the landing and fleet-discovery surface. It does not include completed reservation, payment, or availability states, so I describe the scope as discovery and enquiry.

The rates, capacities, address, and response-time copy visible in the old concept are historical design content. This case study uses their placement to explain hierarchy, rather than presenting them as current offers.

01 / Bring decision criteria into the fleet list

The design offers seating, price-order, and boat-type controls, with capacity and starting rate on individual listings.

Why it matters. A visitor should be able to rule out unsuitable options without opening every boat's detail page.

The trade-off. Filters depend on consistent inventory data. Empty results and combinations that return no suitable boat would need explicit handling.

02 / Support both ready-to-book and exploratory visitors

The concept has a hero booking action and an enquiry route alongside fleet details.

Why it matters. Some visitors know what they want; others need clarification before committing. The page makes both next steps available.

The trade-off. Booking, getting a quote, and learning more can become competing calls to action. I would clarify which action each listing should lead to.

03 / Use imagery with practical content

Fleet photographs sit beside capacity, starting price, and short descriptions.

Why it matters. The images convey the experience while the text helps establish whether the option is suitable.

The trade-off. A starting hourly price does not communicate the full cost. Minimum duration, inclusions, fees, and availability would need to be explained next.

FUN CRUISES GOA / OUTCOME & REFLECTION

What came out of it

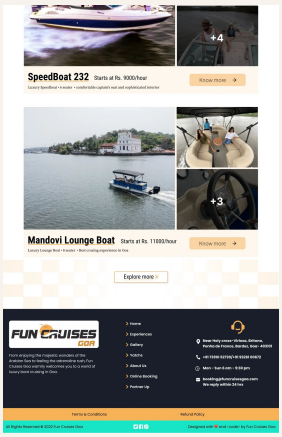
I redesigned the landing and fleet-browsing page around boat type, capacity and starting rate. The imagery introduces the experience, while the listings give visitors something concrete to compare before enquiring. Availability and a completed reservation flow are outside the delivered concept.

What I would do next

An enquiry should not look like a confirmed booking. I would make that distinction explicit, then add the inclusions, accessibility details and cancellation terms needed to discuss a trip. Prices in the original design are historical concept content.

Proposed study: ask a visitor planning for a group to choose a suitable option, explain the expected cost, and identify what remains to confirm.

Proposed extension: add a boat-detail page with availability, inclusions, accessibility information, cancellation terms, and a clear enquiry handoff.



Fleet listings surface practical information next to the experience imagery.

Artifacts & evidence

Original artifact, p. 1
Hero, quote action, seating/price/type filters, fleet cards and contact footer.

Original design artifact

Read the individual web case study

BNI GOA / BNI VICTORY GOA · ARCHIVE RETROSPECTIVE

Meet the chapter. Know how to take part.

A chapter-website concept that connects the organisation's purpose, the people behind it, and a first visit.

MY CONTRIBUTION / Information hierarchy & website visual design

SCOPE / Chapter website concept

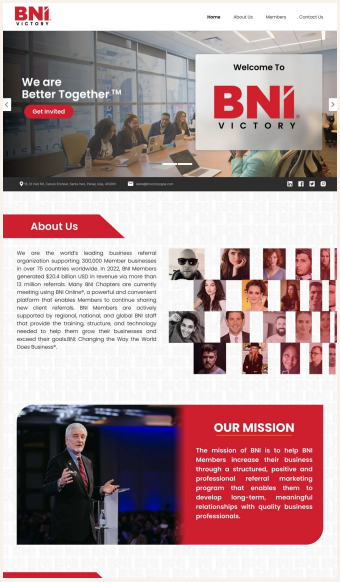
People-led
credibility

Visit
primary invitation

Concept
sample member content

The challenge

A person considering a business network needs to understand its purpose, who participates, and how to take a first step. The BNI Victory Goa design brings those questions into a local chapter website with an invitation, organisation overview, leadership section, member directory, and contact form.



The original chapter introduction connects the invitation to a purpose-led overview.

BNI GOA / APPROACH & DECISIONS

How I approached it

The available PDF is a long-page visual concept. I reviewed the sequence from the hero invitation through purpose and people to contact. The artifact does not contain an interview report, launch evidence, or a membership funnel.

The member cards repeat placeholder identities and informal sample biographies. The overview also contains network-wide statistics. Neither is evidence of chapter growth or my project impact, so those details are not promoted as results here.

01 / Give the visitor a concrete first step

The hero uses a Get Invited action instead of making the organisation overview the only starting point.

Why it matters. An invitation turns interest in networking into an understandable next action.

The trade-off. The next screen would need to explain meeting expectations and eligibility; a button label alone does not establish that service.

02 / Make the organisation visible through its people

Leadership and member-card patterns occupy distinct sections.

Why it matters. The directory can help a visitor understand the kinds of businesses represented and who is responsible for the chapter.

The trade-off. Repeated mock content weakens credibility. Production would require member permission, verified biographies, and a reliable update process.

03 / Keep purpose and contact in the same journey

The page connects the chapter overview and mission to a form and local contact details.

Why it matters. A visitor can move from understanding the organisation to asking a practical question without searching elsewhere.

The trade-off. The long single-page structure would benefit from a tighter summary and explicit links to meeting details.

BNI GOA / OUTCOME & REFLECTION

What came out of it

I designed a chapter-site concept that brings the organisation's purpose, leadership, members and invitation into one sequence. Reusable member patterns give the page a structure that could grow with the chapter. The archived design contains sample biographies and is not a record of actual member results.

What I would do next

Before expanding the directory, I would confirm the local chapter information, member permissions and visitor process. The people and meeting details need to be accurate for the invitation to be useful.

Proposed iteration: replace all sample biographies with verified chapter content and explain the visitor-meeting process before the invitation action.

Proposed evaluation: ask a prospective visitor what the chapter does, whether it is relevant to their business, and what will happen after they request an invitation.

Artifacts & evidence

Original artifact, p. 1
Invitation, organisation overview, mission, leader/member layouts and contact; repeated cards are placeholders.

Original design artifact

Read the individual web case study

IRCTC / TRAVEL BOOKING · NO ORGANISATIONAL AFFILIATION

The train search comes first.

An independent homepage concept exploring the hierarchy between a primary booking task and a large set of secondary services.

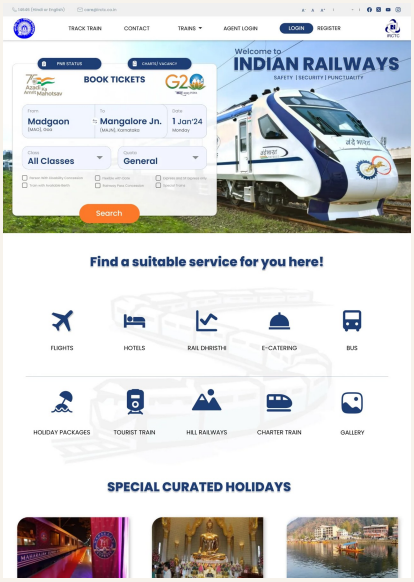
MY CONTRIBUTION / Task hierarchy & interface redesign concept

SCOPE / Independent redesign concept

Search-first	5	Concept
page hierarchy	core journey inputs	homepage scope

The challenge

A railway homepage serves many audiences, but searching for a train is a clear primary task. My independent IRCTC concept places the booking form prominently while retaining entry points for PNR status, vacancies, concessions, and related travel services. The challenge is hierarchy: helping the common task stay visible without erasing important exceptions.



The concept makes the booking form the visual centre while retaining adjacent rail tasks.

IRCTC / APPROACH & DECISIONS

How I approached it

The source is one full homepage design, not a documented end-to-end booking redesign. I evaluated the visible grouping of From, To, Date, Class, and Quota, the surrounding service links, and the separation of holiday content below the search area.

There is no original usability study or live implementation in the provided material. Dates, phone numbers, and offers in the mockup are sample or historical interface content, not current travel guidance.

01 / Keep the core journey fields together

The concept groups origin, destination, travel date, class, and quota in a single booking panel with a visible Search action.

Why it matters. The person can form a complete query in one recognisable task area.

The trade-off. The retained panel still contains many specialised options. Today I would test how to reveal less common settings without hiding essential access needs.

02 / Distinguish a current journey from trip inspiration

Related services and curated holidays appear beneath the primary search region.

Why it matters. A person trying to book a known route should not have to read promotional content first.

The trade-off. The holiday cards remain text-heavy. Visual separation helps hierarchy but does not by itself solve page density.

03 / Retain explicit entry points for adjacent rail tasks

PNR status and chart/vacancy shortcuts remain accessible near the booking area.

Why it matters. People returning to manage an existing journey have a different task from people searching for a new one.

The trade-off. The homepage only establishes entry points. It does not demonstrate those destination flows or their error handling.

IRCTC / OUTCOME & REFLECTION

What came out of it

I created an independent homepage concept with a clear train-search area and grouped entry points for secondary rail services. The work concentrates on the starting task. Search results, changing availability and the rest of the booking flow were not part of this concept.

What I would do next

I would take the same hierarchy into a difficult journey: no seats available, a changed fare or an unsuitable route. A quieter homepage only helps if the following screens make those decisions understandable too.

Proposed test: find a train, check an existing journey, and locate a concession option; compare discovery and mistakes without assuming that a shorter visual scan means a successful booking.

Proposed extension: add no-results, changing availability, route correction, keyboard navigation, and narrow-screen form states.

Artifacts & evidence

Original artifact, p. 1
Independent homepage mockup showing journey fields, rail-task shortcuts, related services and holidays.

Original design artifact

Read the individual web case study

NITYA NANDA / PHOTOGRAPHY · ARCHIVE RETROSPECTIVE

A photography site that leaves room for the photographs.

A photography portfolio concept with a deliberately restrained interface and two clear ways into the work.

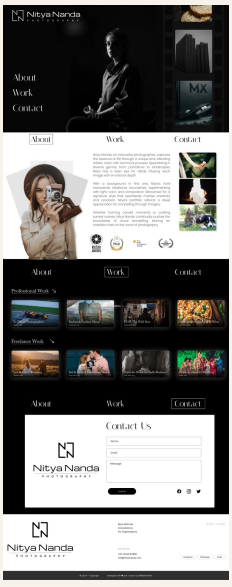
MY CONTRIBUTION / Portfolio structure & visual design

SCOPE / Independent portfolio concept

2	3	Image-led
work categories	primary destinations	visual hierarchy

The challenge

A photography portfolio needs to show the work before asking visitors to read a long introduction. The Nitya Nanda concept explores a restrained structure with About, Work, and Contact destinations, an image-led opening, and separate professional and freelance collections.



The original full-page concept: images carry the story and contact closes the sequence.

NITYA NANDA / APPROACH & DECISIONS

How I approached it

The available source is a single long visual concept. I traced how the page introduces the photographer, groups the work, and leads to the contact form. The listed shoots, locations, and credentials are illustrative portfolio content; the artifact does not substantiate them as real commissions.

This retrospective draws design observations from the page itself. No original audience research, client engagement record, or booking measurements accompany the concept.

01 / Keep the navigation vocabulary small

The page repeats About, Work, and Contact around an image-led presentation.

Why it matters. These are familiar questions for someone considering a creative professional and make the portfolio easy to orient within.

The trade-off. Repeated navigation should help orientation rather than consume space. Today I would test a single persistent version on smaller screens.

02 / Separate two ways of reading the portfolio

Professional and freelance work have their own grouped image collections with captions.

Why it matters. The distinction gives visitors a route based on the kind of commission they are considering.

The trade-off. The grouping is a design assumption. Real enquiries might be better served by subject, service, or photographic style instead.

03 / Give the visual journey a practical endpoint

A short contact form follows the portfolio, with additional work and consultation links.

Why it matters. Someone convinced by the images should have a direct route to starting a conversation.

The trade-off. The concept stops at submission. A complete service needs clear expectations, error messages, and confirmation of what happens next.

NITYA NANDA / OUTCOME & REFLECTION

What came out of it

I designed a restrained portfolio with professional and freelance collections, a small navigation system and a contact destination. The layout lets visitors browse images before deciding to make an enquiry. The biography and photography credentials in the concept are illustrative.

What I would do next

I would spend the next pass on selecting images, writing useful captions and checking loading performance. The interface has already done enough when it helps someone understand the work and find a way to get in touch.

Proposed study: ask visitors choosing a photographer to identify a relevant body of work and start an enquiry; observe which category language they expect.

Proposed implementation: responsive image sizes, descriptive alternatives, keyboard access, and a complete form confirmation and error flow.

Artifacts & evidence

Original artifact, p. 1
Photographer introduction, professional/freelance galleries, contact form and illustrative project captions.

Original design artifact

Read the individual web case study