PORTFOLIO

PRODUCT DESIGN
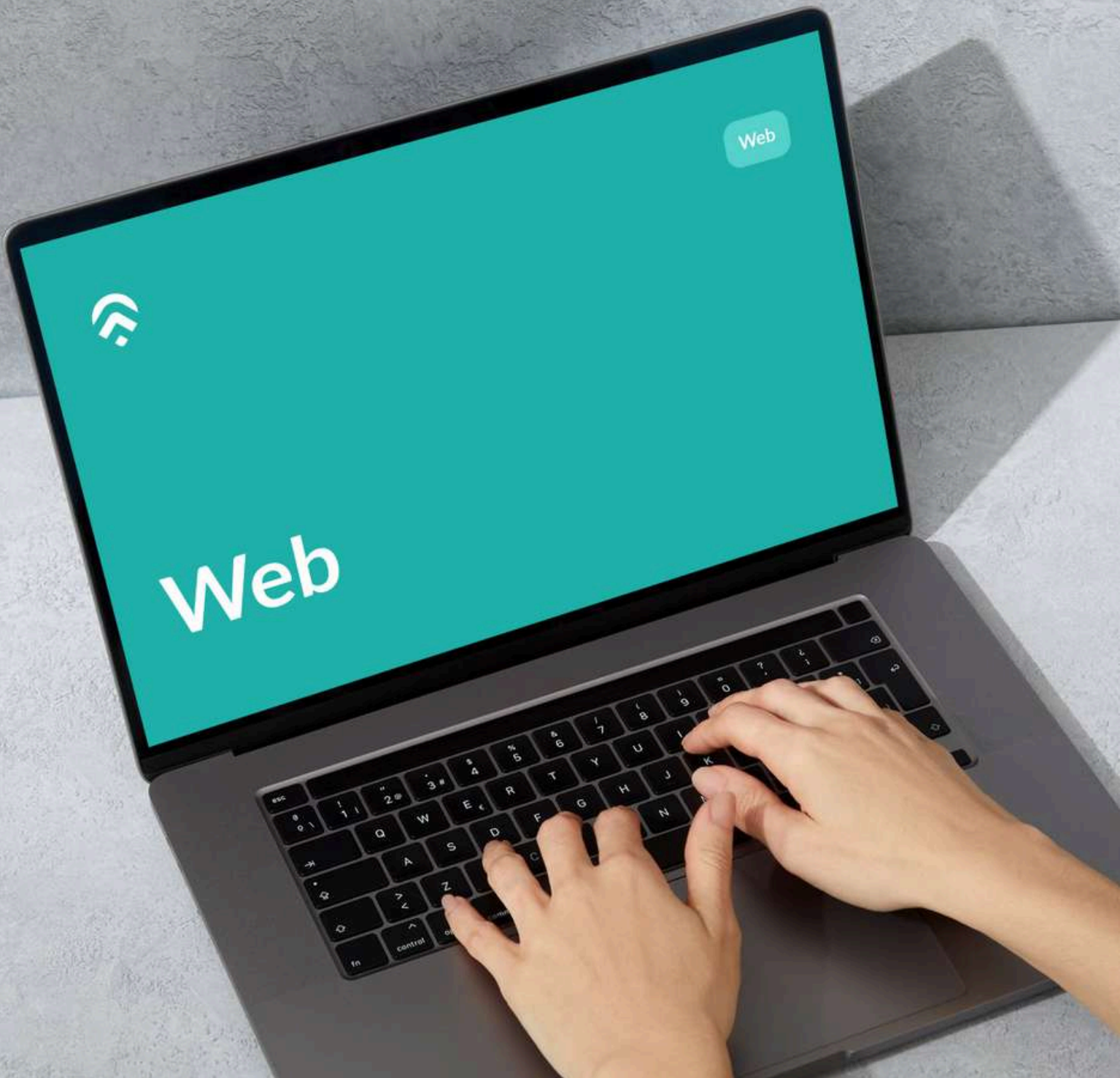
RITWIC SINGH

Aimcast

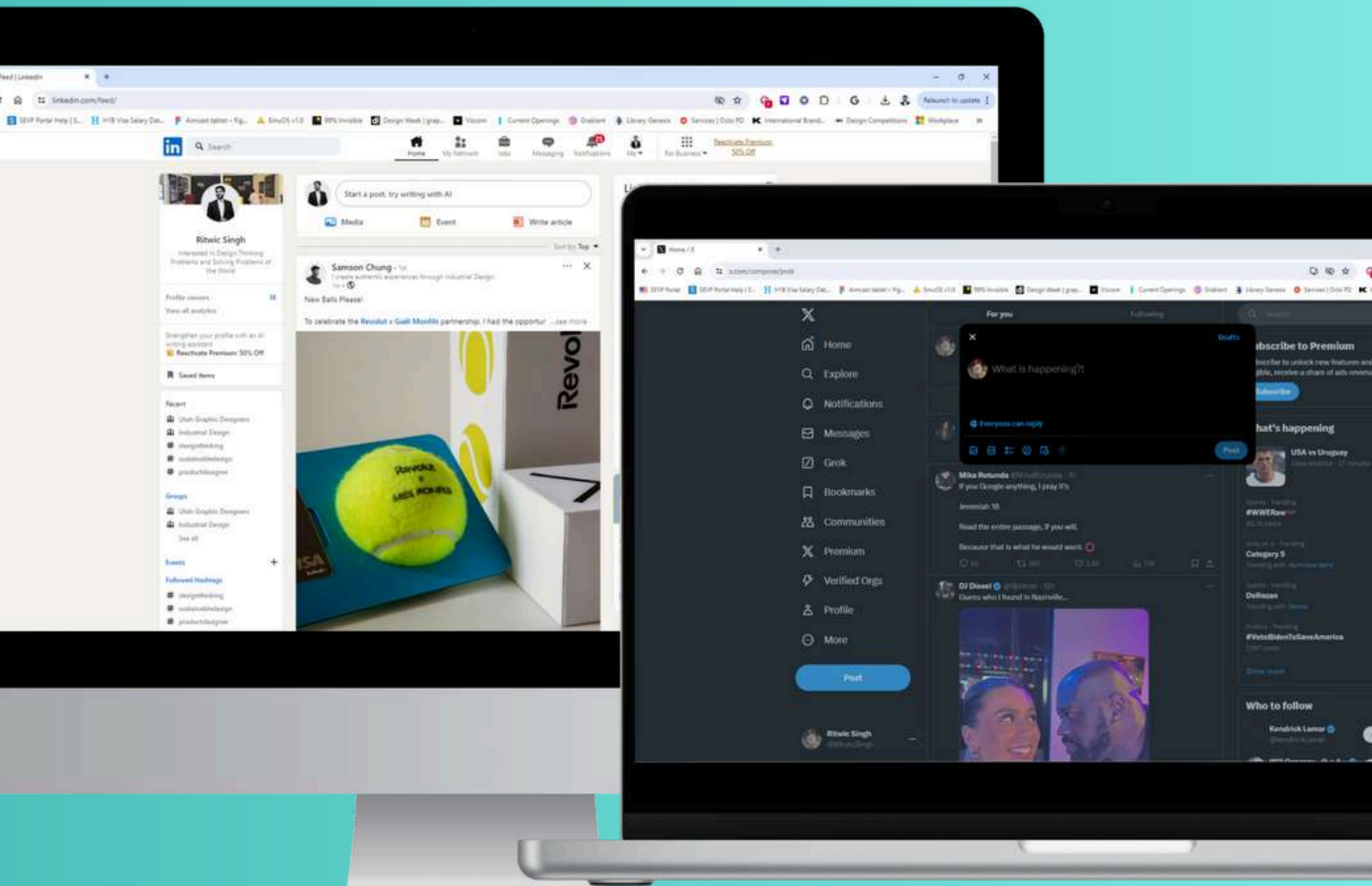A Seamless Project Management Platform

what was I trying to design?

"Developed over **100 wireframes** for **Aimcast**, a feed-based user-generated content platform, including the **UI Kit** and **web components**. "
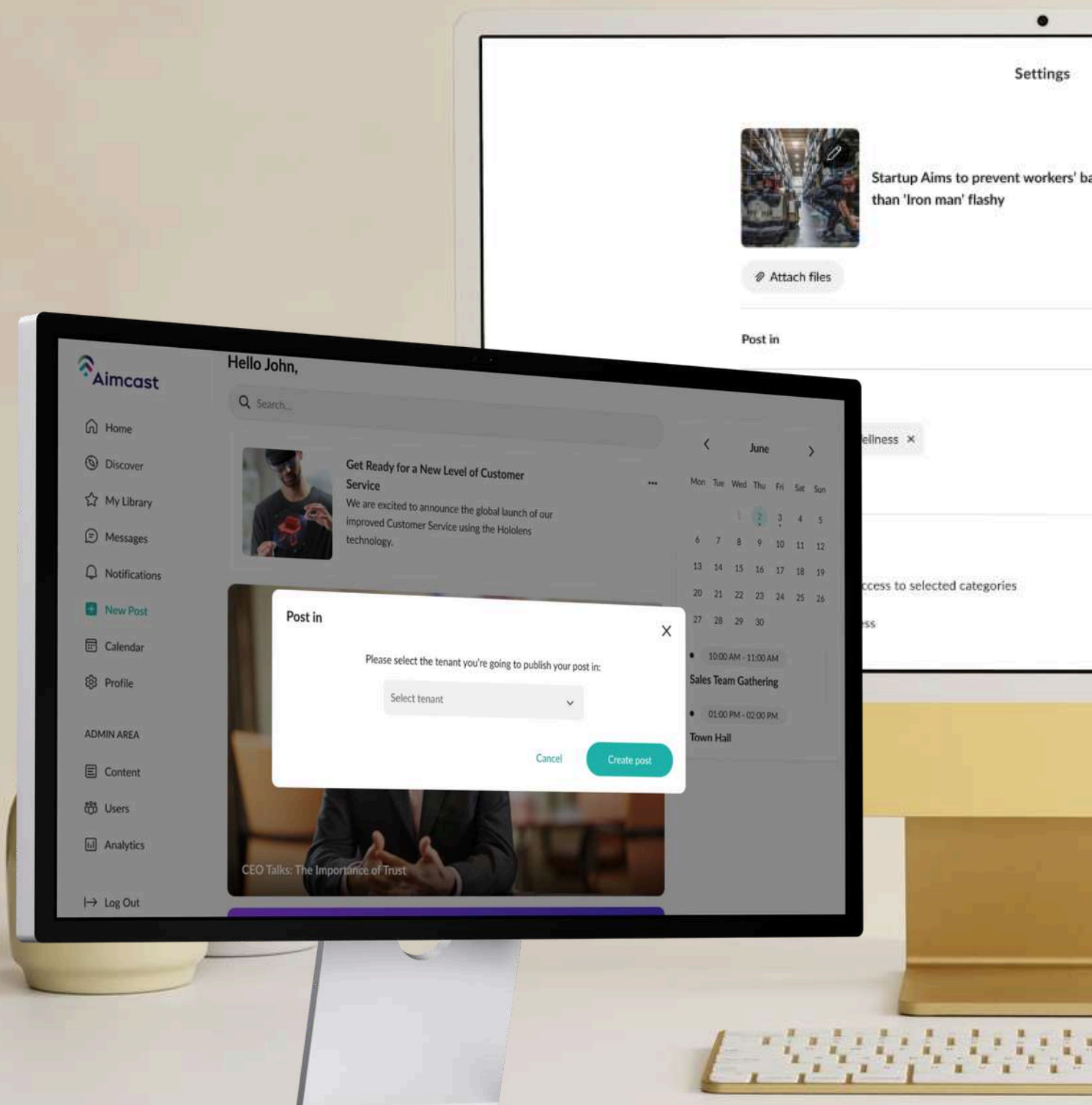
competitor analysis

The interface was designed for a feed-based platform, allowing users to create content through various mediums, including text, video, audio, photos, and documents.
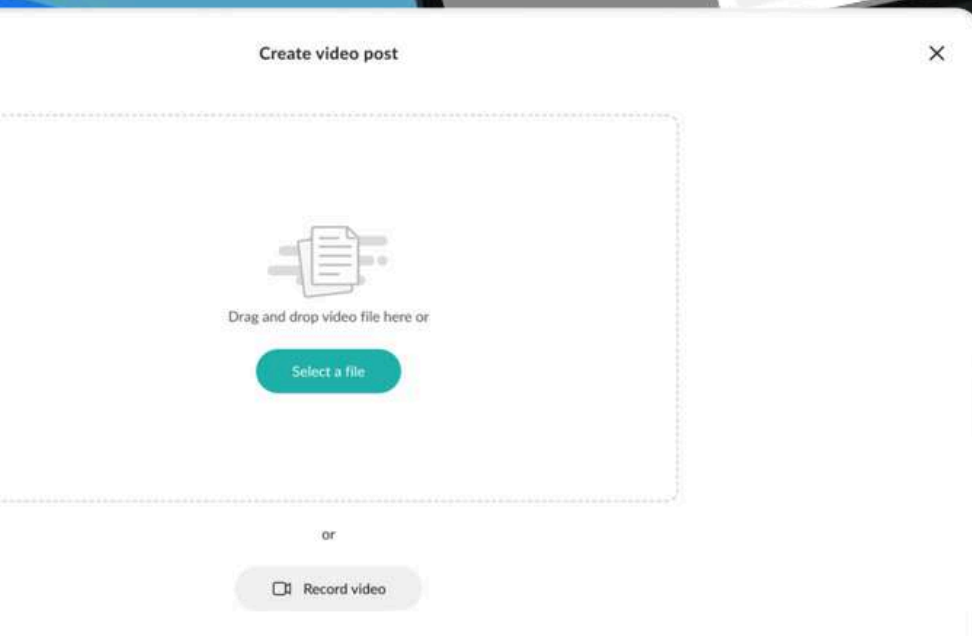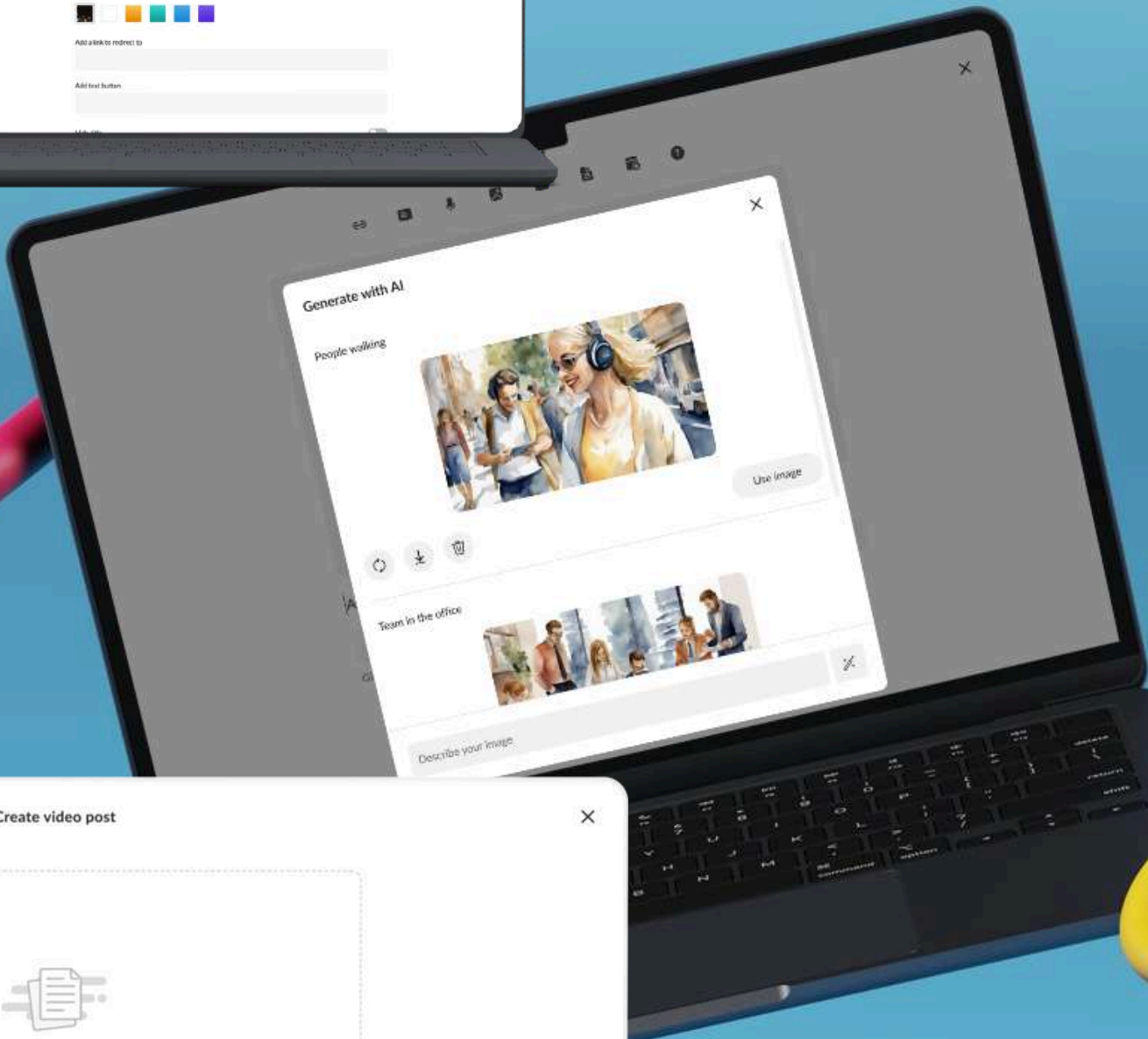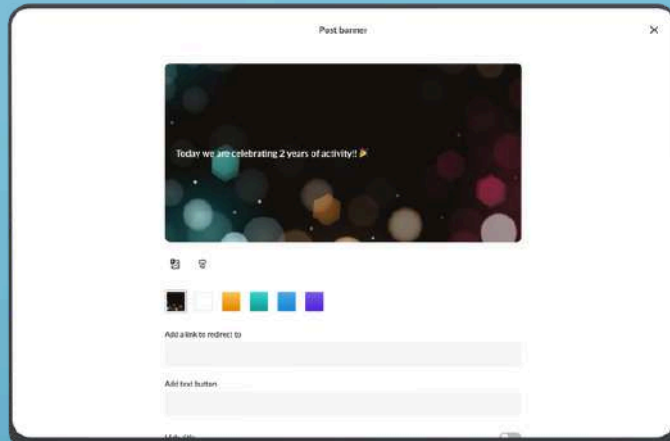
1. **X**: Offered new post and menu inspiration thanks to its ability to prioritize new posts.
2. **LinkedIn**: Enhanced capabilities for new posts, including documents, links, events, and other features tailored for a professional environment.
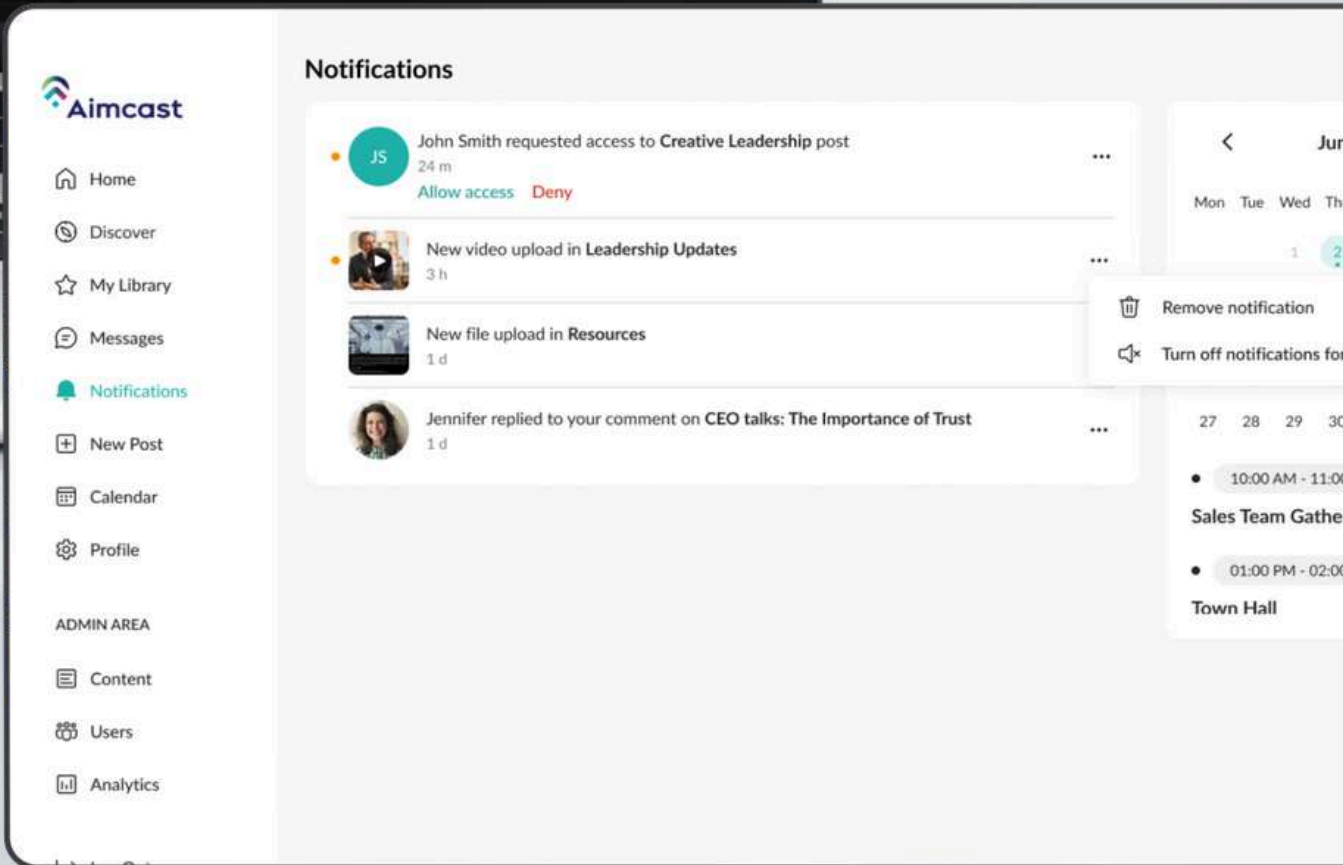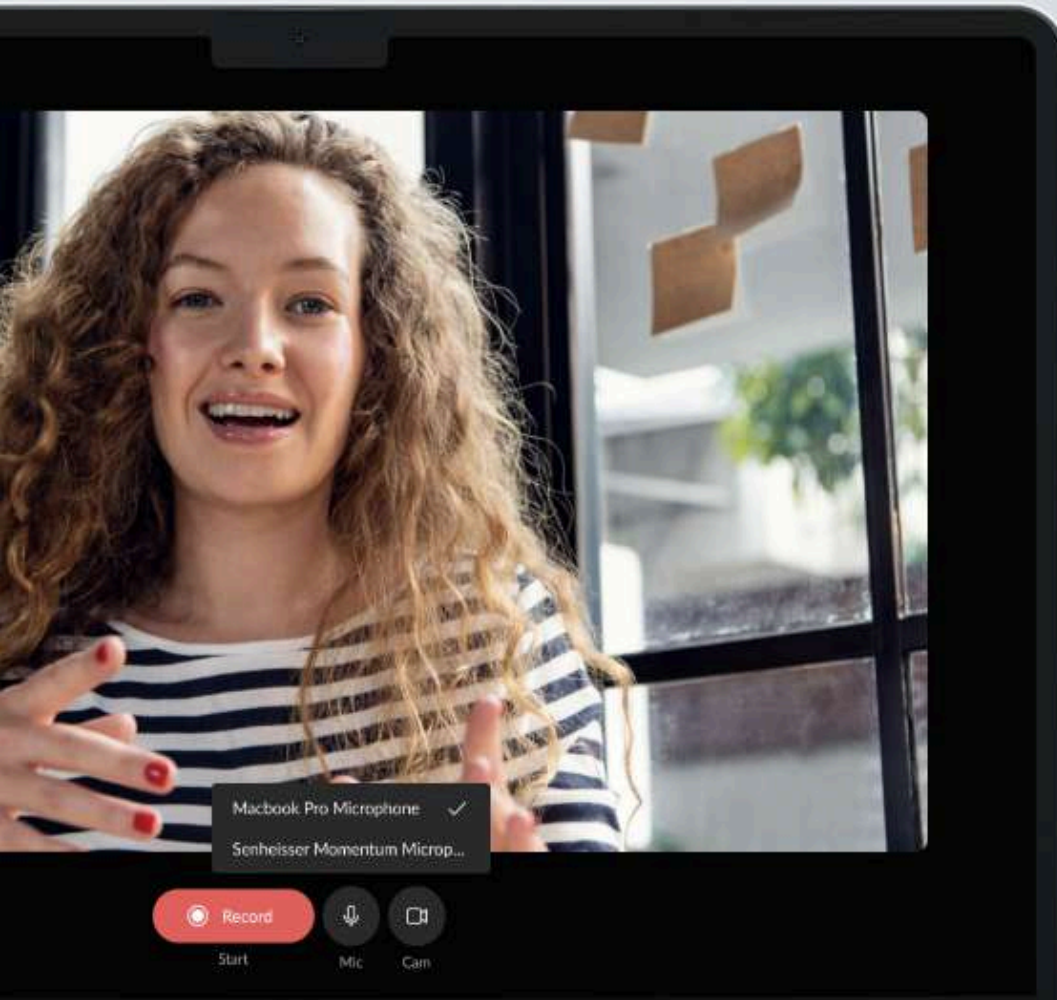3. **Youtube**: Provides insights into video recording.

wireframes

wireframes

wireframes

Macbook Pro Microphone ✓
Senheisser Momentum Microp...

🔴 Record   🎤   📷
Start   Mic   Cam

Notifications

🌀 Aimcast

🏠 Home

◎ Discover

☆ My Library

🗨 Messages

🔔 **Notifications**

➕ New Post

🗓 Calendar

⚙ Profile

ADMIN AREA

▤ Content

👥 Users

▥ Analytics

JS   John Smith requested access to **Creative Leadership** post   ···
24 m
Allow access   Deny

▶ New video upload in **Leadership Updates**   ···
3 h

New file upload in **Resources**   ···
1 d

Jennifer replied to your comment on **CEO talks: The Importance of Trust**   ···
1 d

🗑 Remove notification

🔇 Turn off notifications for

<   Jun

Mon   Tue   Wed   Th

1   2

27   28   29   30

●   10:00 AM - 11:00

Sales Team Gathe

●   01:00 PM - 02:00

Town Hall

ui kit

Colors

Icons

Typography

Web Buttons

Icon Variants

	FLOATING BUTTON	PRIMARY BUTTON	TEXT ONLY B
Initial		Button	Button
Hover		Button	Button
Focus		Button	Button
Disabled		Button	Button
Pressed		Button	Button

ICON ONLY

Initial ...

CONTROLS
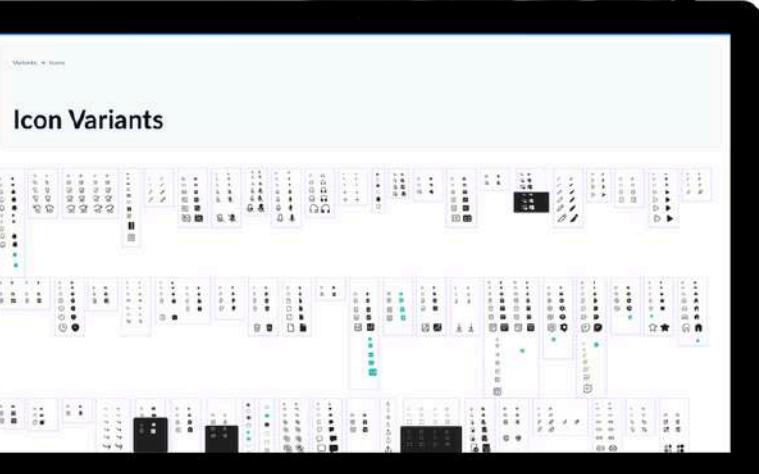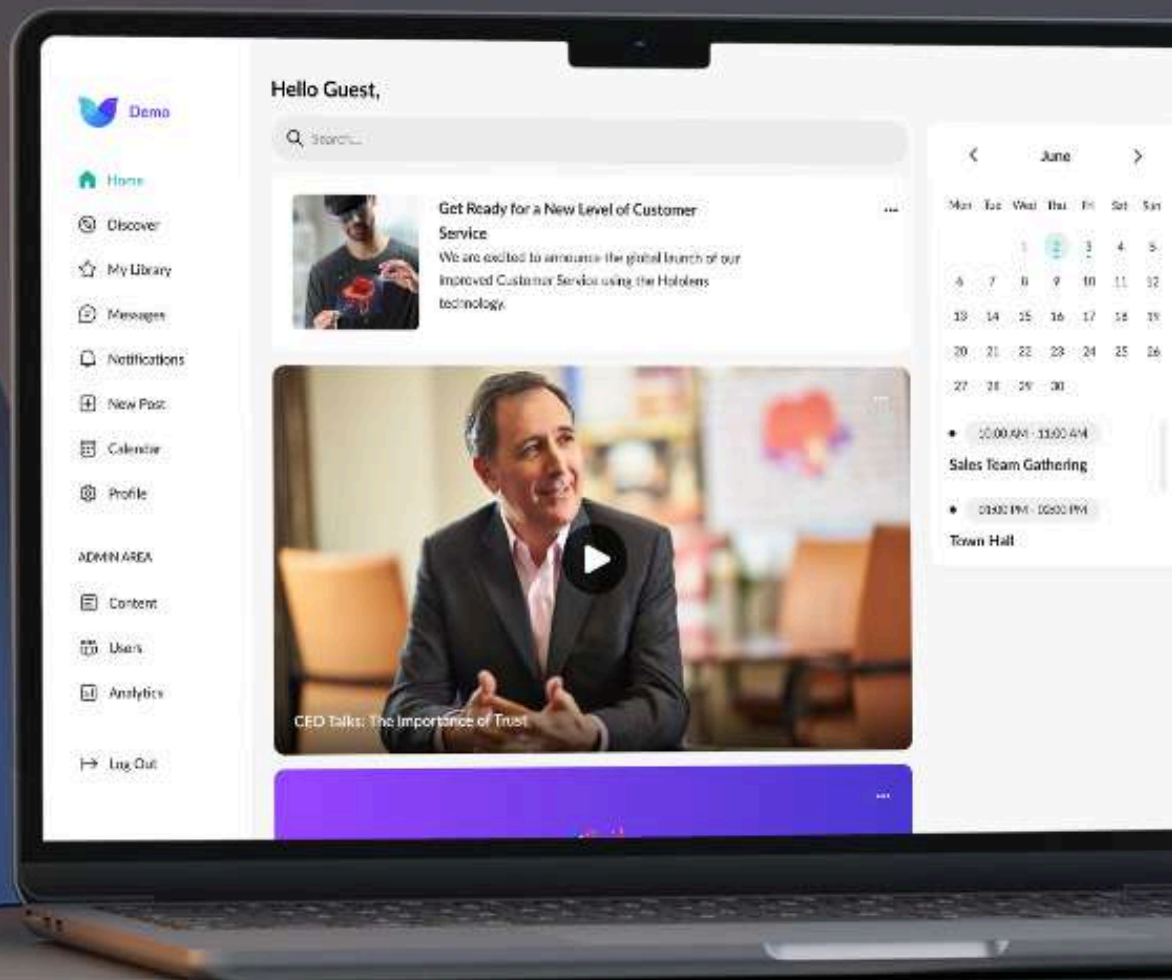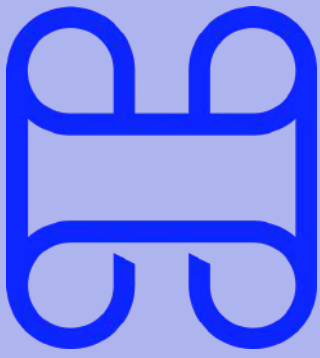
Initial < >

key solutions offered

- **Unified** content generation platform supporting **various media** formats (audio, video, photo, text).

- Static navigation menu for content, enhancing **accessibility** and encouraging user-generated content.

- Designed more than **100 screens** for **Aimcast**.

PROJECT
LOOM

A Seamless Project Management Platform

what was I trying to design?

"To design a **project management** platform that allows remote teams to **efficiently** assign tasks, collaborate in real-time, and track progress with comprehensive analytics, ensuring **improved productivity** and stakeholder satisfaction"

competitor analysis

The competitive landscape for project management platforms includes several robust options, each employing unique methods to streamline task assignment, collaboration, and progress tracking:

1. **Asana**: User-friendly interface and strong task management capabilities.
2. **Trello**: Highly visual approach to task management and flexible project organization.
3. **Jira**: Powerful for software development teams with extensive tracking and reporting features.
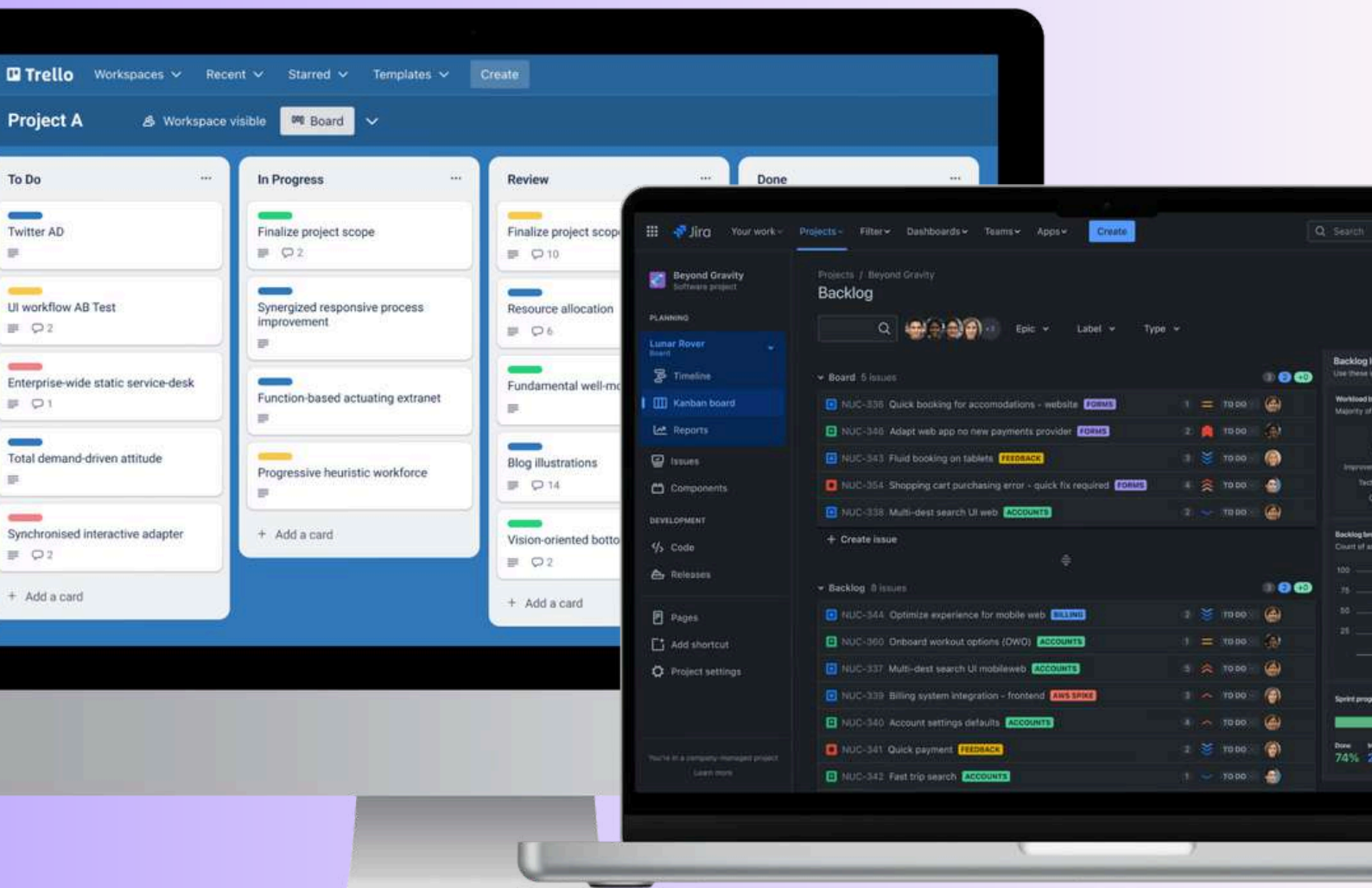
insights

Asana has a user-friendly interface and complex capabilities. It makes it easy for teams to collaborate effectively:

1. Task Assignments and Deadlines:
   a. Simplifies task allocation
   b. Deadline management
2. Project Timelines:
   a. Visual representations of timelines

Trello utilizes Kanban boards providing enhanced visual input.

1. Kanban Boards:
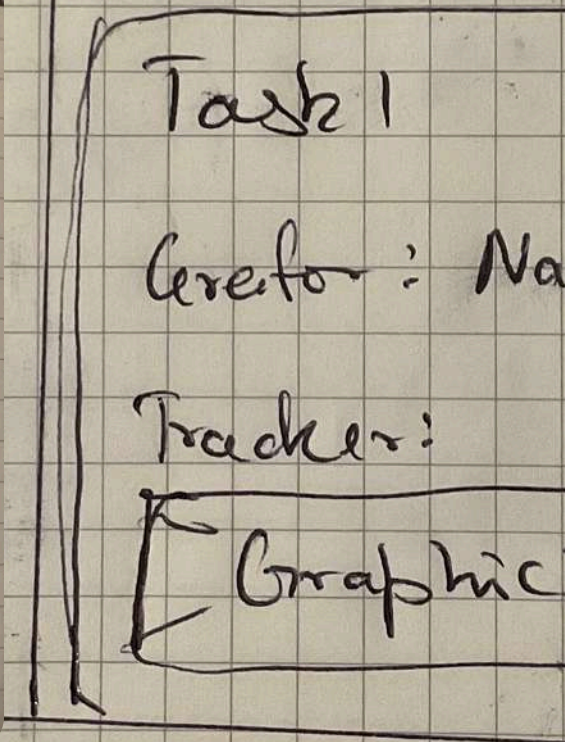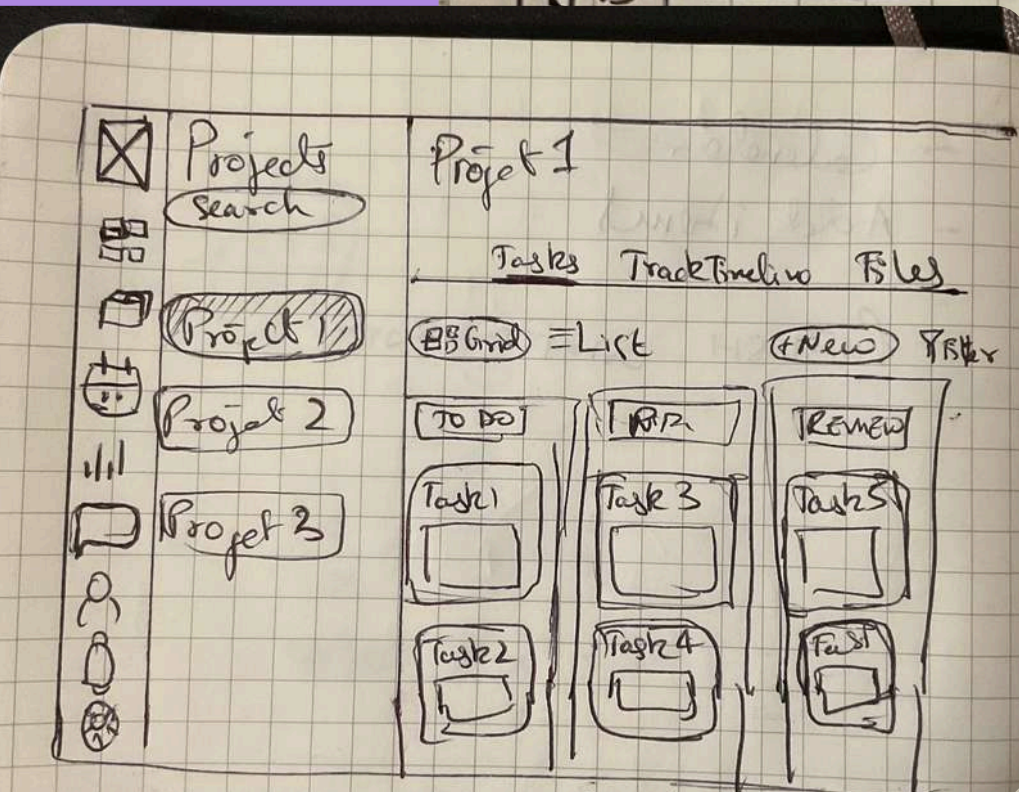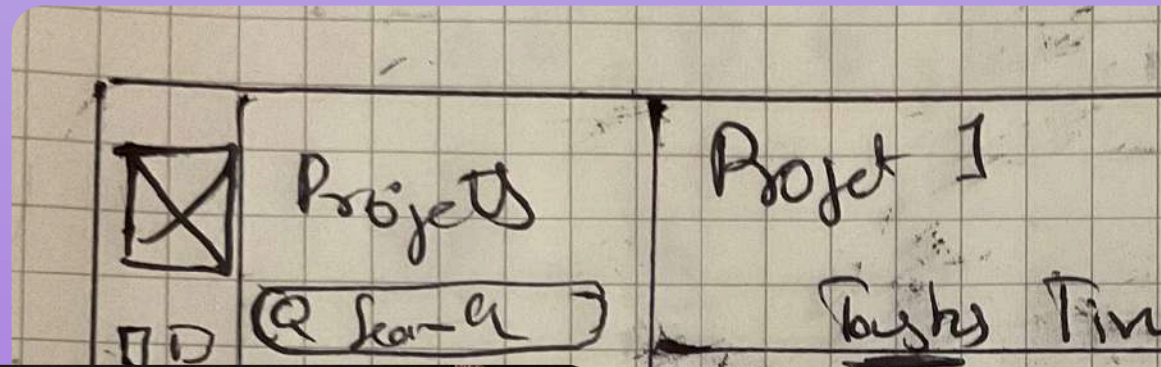   a. Visual task cards and boards
2. Task Cards:
   a. Detailed task cards
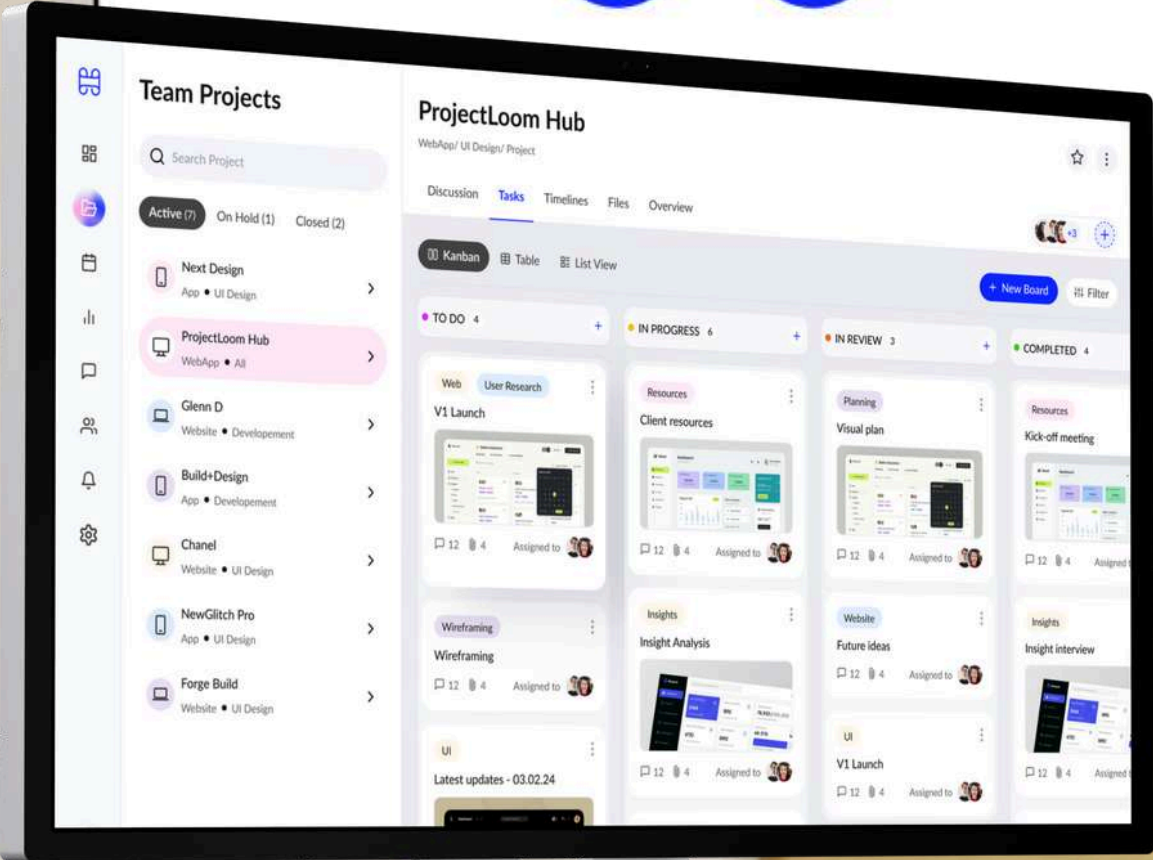
ideation

Focus on:

- Creating user-friendly interfaces
- Implementing visual task management
- Utilizing advanced reporting tools
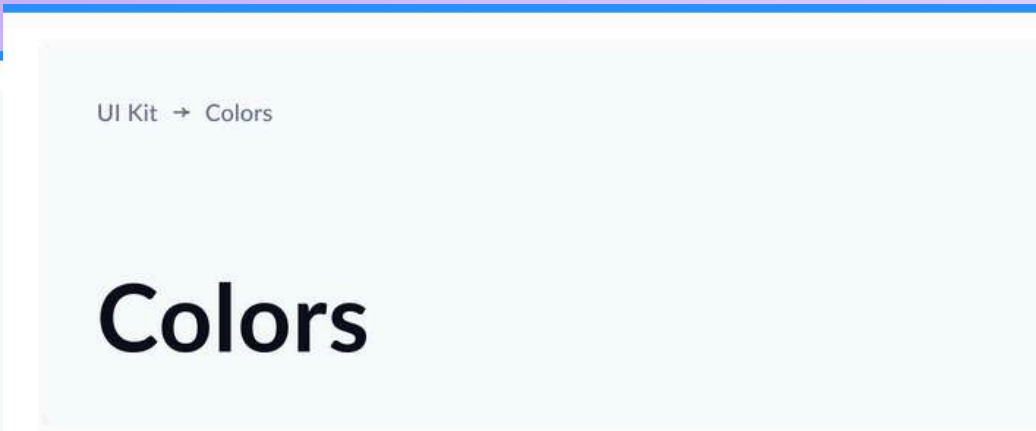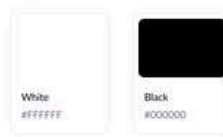- Building design around task cards

the product

ui kit

- Revolving around a clean and concise UI.

- Icons customized to ensure up-to-date design.

- Colors and styles picked to match the desired effect.

UI Kit → Icons

Icons

Main Navigation

UI Kit → Colors

Colors

Base

White	Black
#FFFFFF	#000000

Neutral

50	100	200	300	400	500	600	700
#F7F7F7	#E7E7E7	#DCDCDC	#B3B3B3	#999999	#878787	#5A5A5A	#4F4F4F

Primary

100	200	300	400	500	600
#DEF3F2	#D0F5F3	#A6E0DD	#55D3CC	#20B2AA	#0D25FF

Secondary

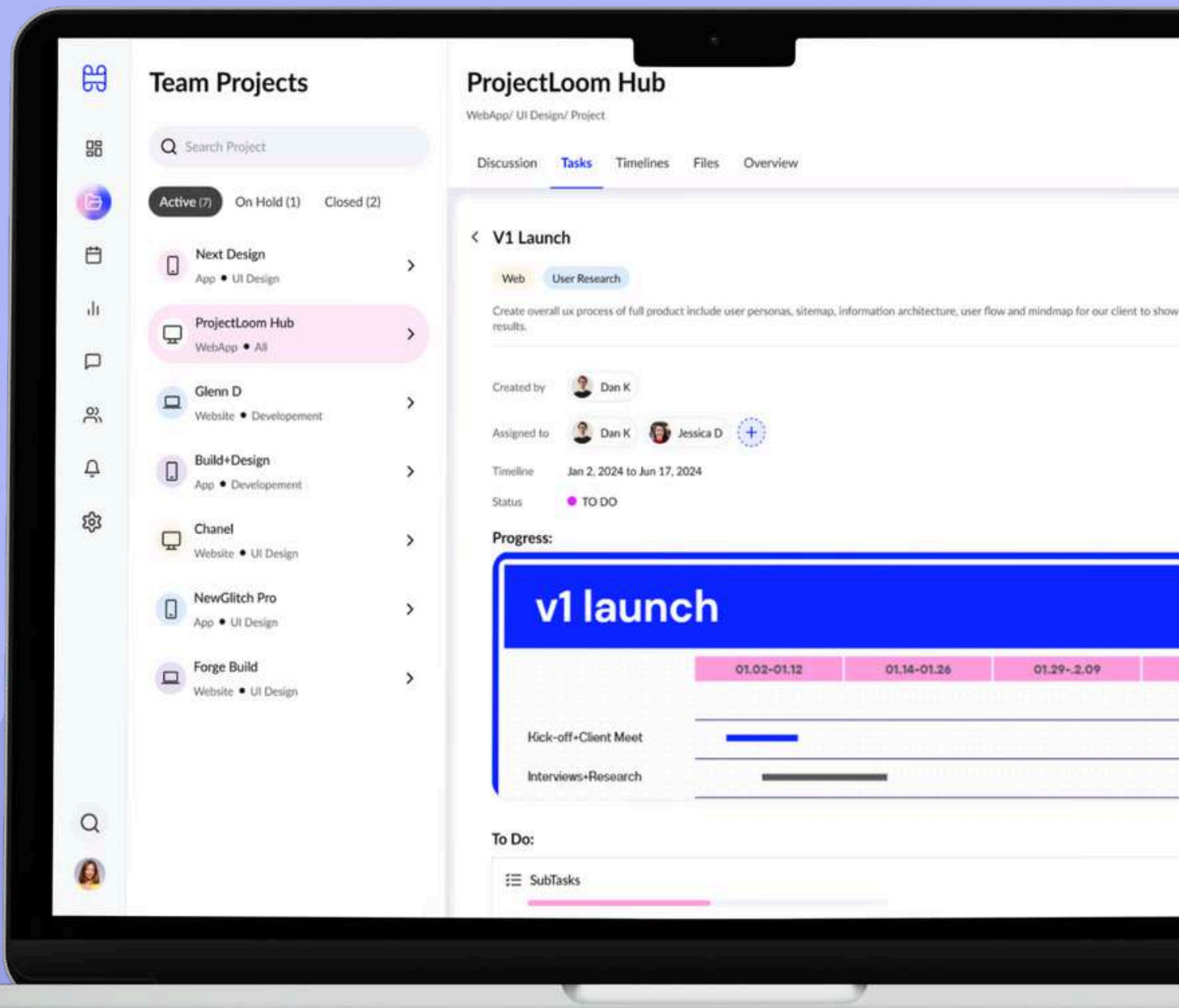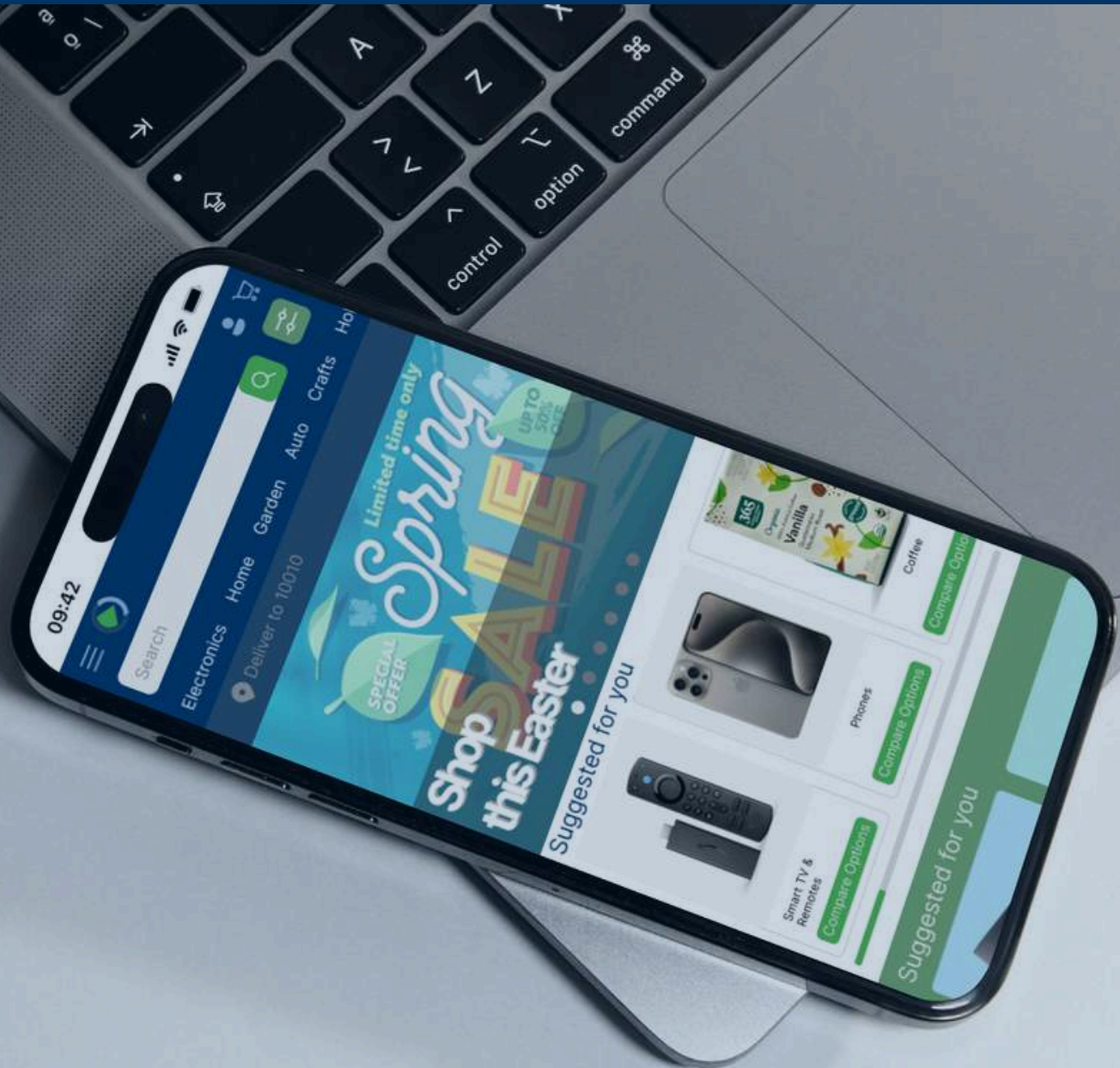| 100	200	300	400	500	600
#FEDDB4	#FECC8F	#FEB65F	#FE9E29	#FF8C00	#FF9DDE

Status

key solutions offered

- Task cards offering visual cues using tags.

- Progress tracking through custom charts and graphs for each task

- Streamlined project management and multitasking

COMPKART

A Comparison Friendly E-commerce Platform

what was I trying to design?

"To design a **<u>seamless</u>** online shopping experience that allows users to compare multiple products side by side, aiding them in making **<u>informed</u>** purchase decisions based on features, prices, and customer reviews."

interviews

Participants:

Connor:

- A seasoned software developer who loves exploring new gadgets.
- Possesses a solid grasp of product specifications and prioritizes high-performance functionalities.

Ankit:

- A dedicated event planner who enjoys selecting meaningful gifts at the right price for loved ones.
- Appreciates product features and emphasizes the importance of a gift-wrapping services.
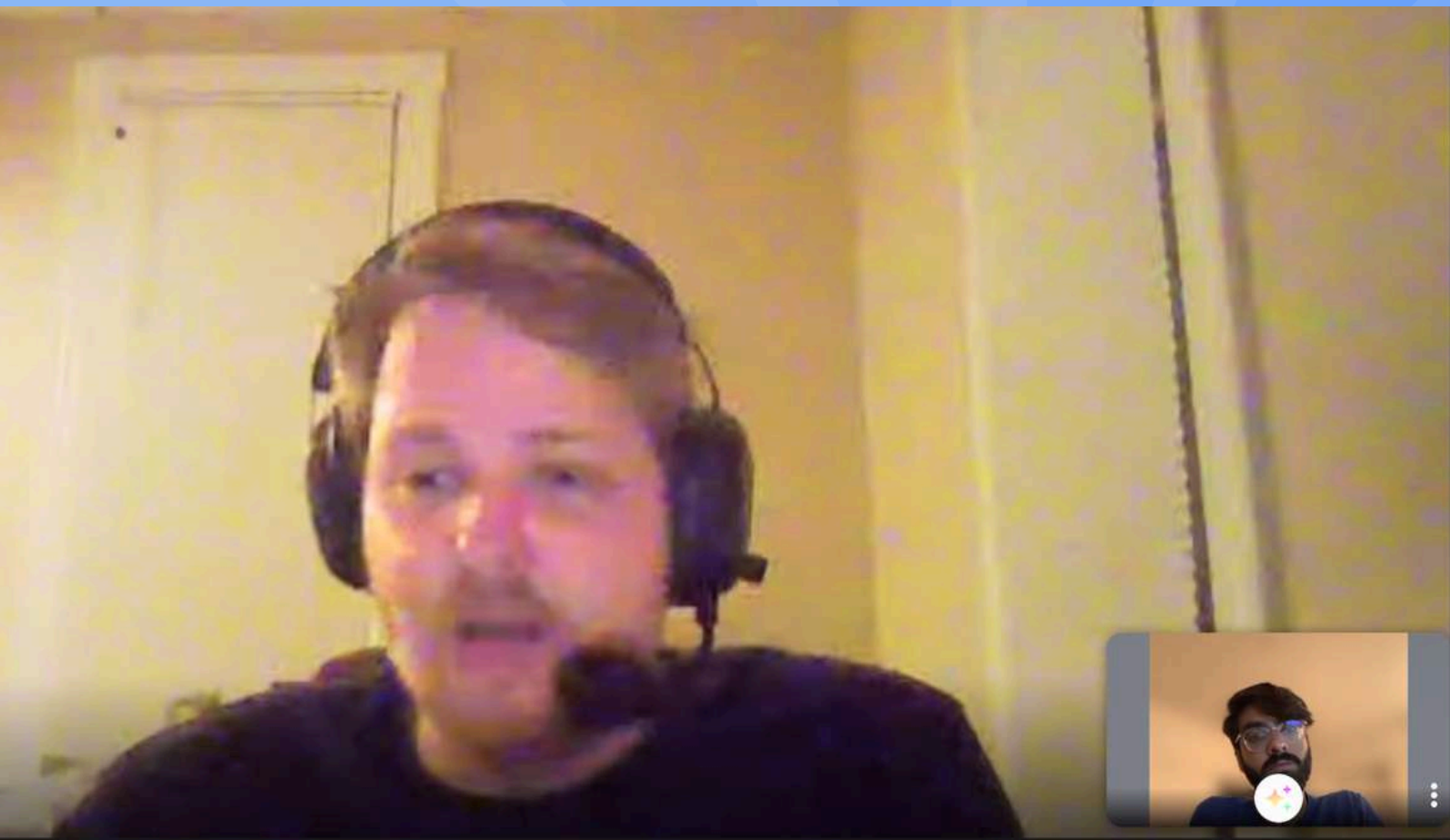
key takeaways

- Bargain hunters like Ankit prioritize value over just the lowest price, considering features and overall customer satisfaction.

- A need to be able to consider factors such as product durability, warranty, and specifications.

- Users value a unified set of comparison metrics, including product features, prices, and customer reviews.

I want a shopping experience that gives me the ability to make efficient decisions based on value, features, and customer reviews.
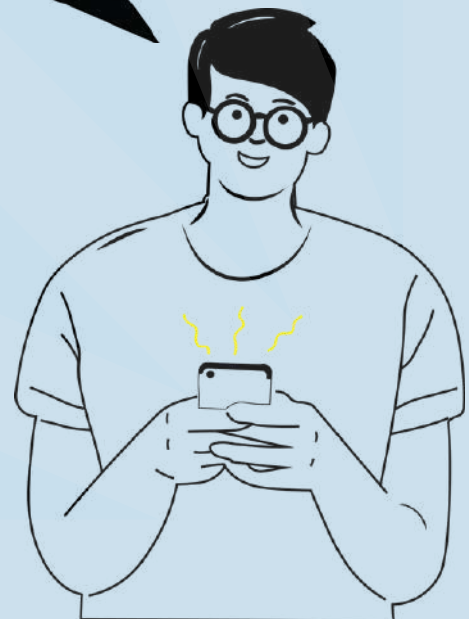
competitor analysis

There were various websites which offered an online shopping experience and employed different methods to compare products

1. **Amazon** - Large scale e-commerce and large variety with resell options
2. **Facebook Marketplace** - Product discovery and reseller platform
3. **Best Buy** - Consumer electronics
4. **Google Shopping** - Advanced filtering and search
5. **Craigslist** - Local classifieds website
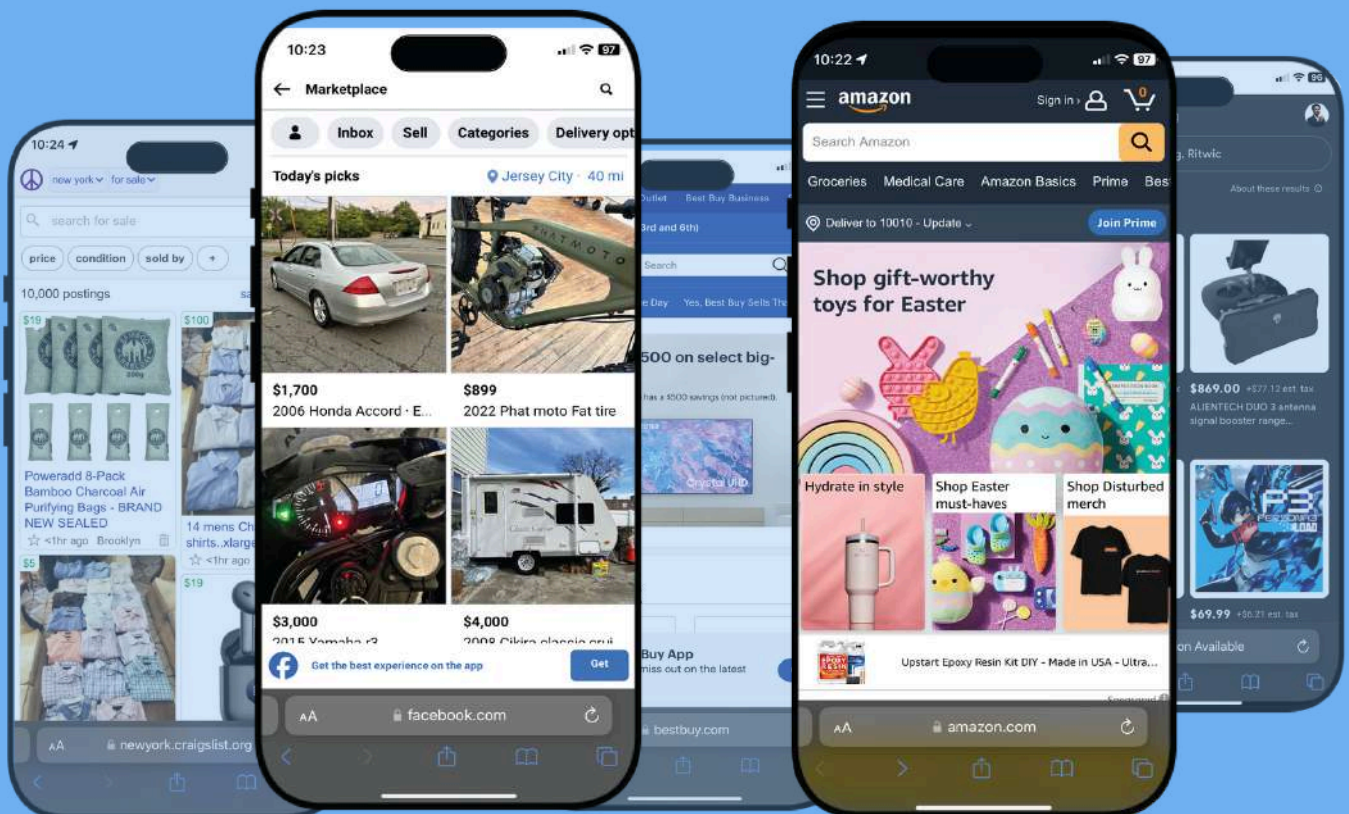
insights

1. **Amazon**:
   a. Pros:
      i. Detailed product specifications and robust filtering options
      ii. Customer reviews and ratings..
   b. Cons:
      i. Cluttered interface.
      ii. Overwhelming information for some users.
      iii. Limited visual aids for quick comparisons.
2. **Google Shopping:**
   a. Pros:
      i. Clear price comparison.
      ii. Broad product selection.
      iii. Simple interface.
   b. Cons:
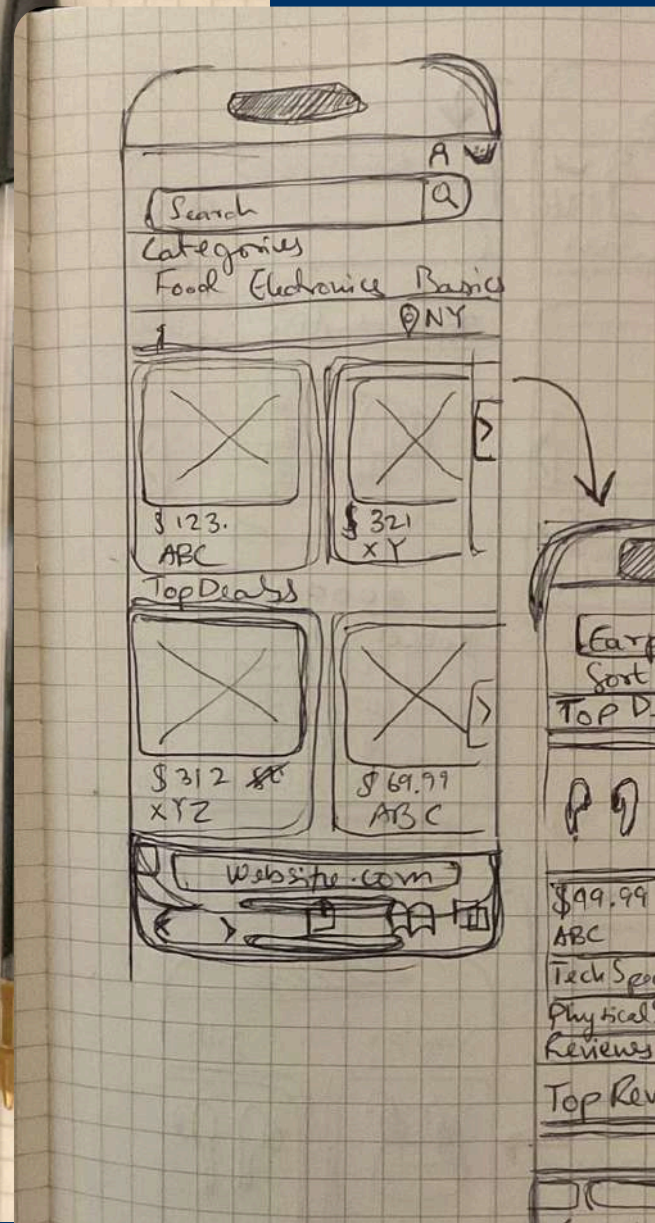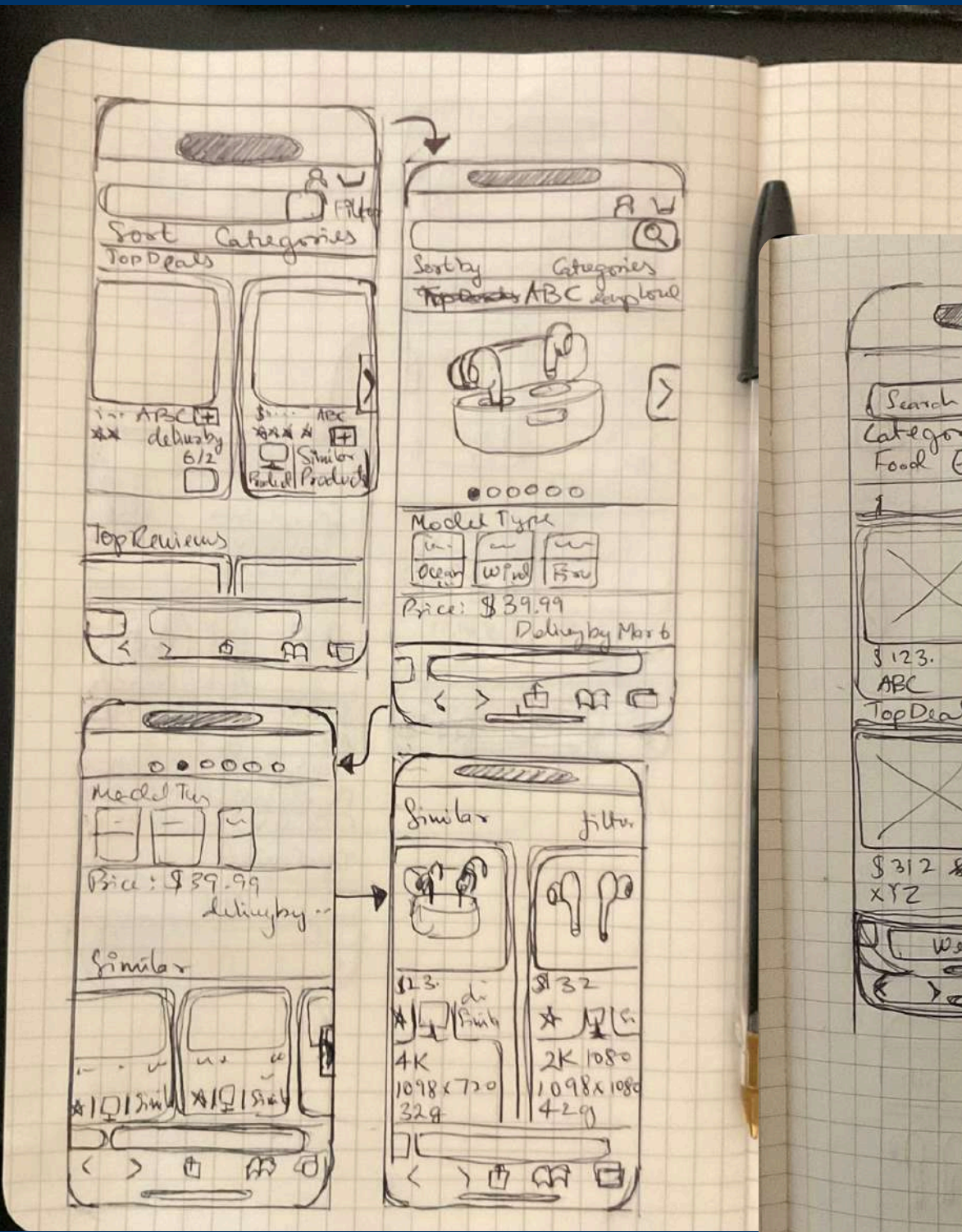   i. Limited focus on detailed specifications.
      ii. Less emphasis on customer reviews.
      iii. Fewer advanced filtering options.
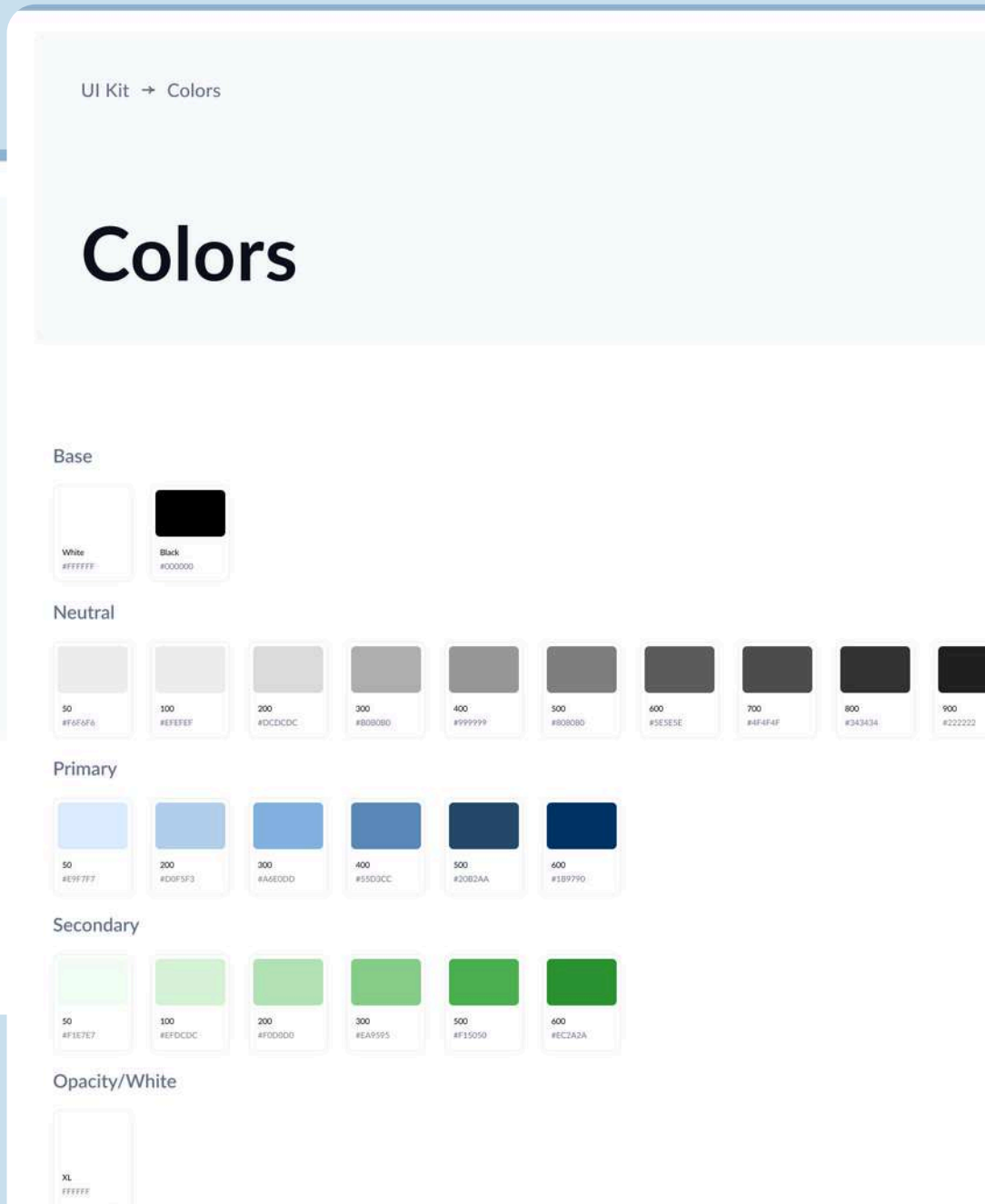
CTA
+
Review Comparison

ideation

- Emphasis on search and shop CTA

- Easy access to product specifications

- User is informed of similar options and specification comparison.

ui kit

- Revolving around a clean and concise UI.

- Icons customized to ensure up-to-date design.

- Colors and styles picked to match the desired effect.

UI Kit → Icons

Icons

UI Kit → Colors

Colors

Base

White	Black
#FFFFFF	#000000

Neutral

50	100	200	300	400	500	600	700	800	900
#F6F6F6	#EFEFEF	#DCDCDC	#B0B0B0	#999999	#808080	#5E5E5E	#4F4F4F	#343434	#222222

Primary

50	200	300	400	500	600
#E9F7F7	#D0F5F3	#A6E0DD	#55D3CC	#20B2AA	#1B9790

Secondary

50	100	200	300	500	600
#F1E7E7	#EFDCDC	#F0D0D0	#EA9595	#F15050	#EC2A2A

Opacity/White
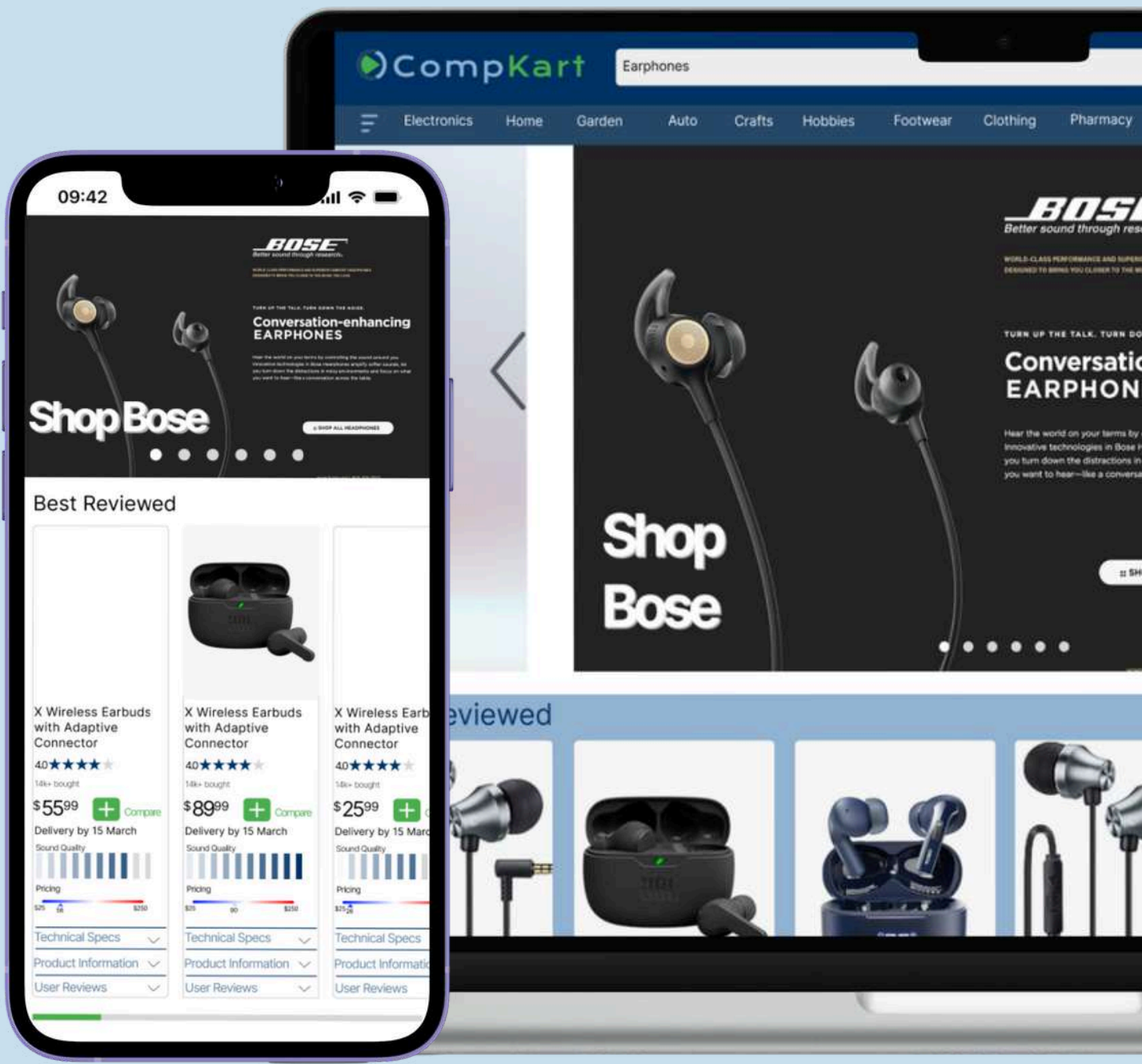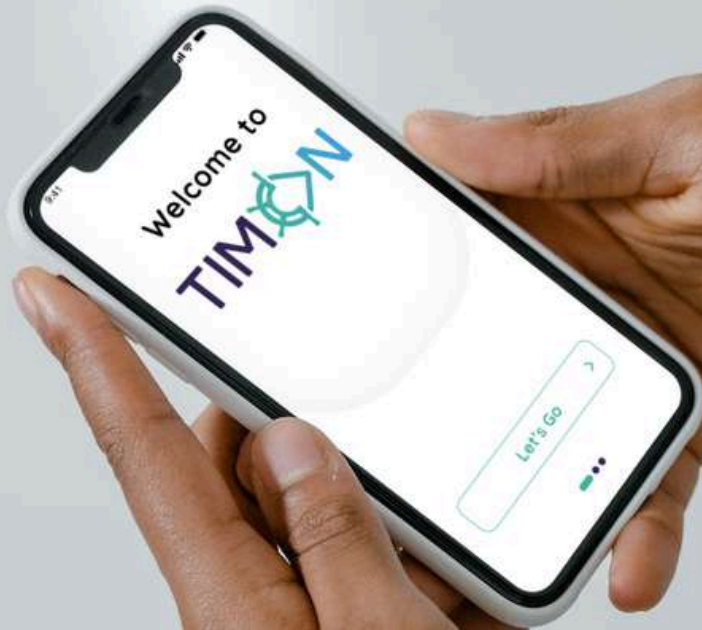
XL
FFFFFF

the product

key solutions offered

- Detailed Product Specifications

- Seamless search, advanced filtering and categorization

- Customer reviews remain a strong focus

TIMON

Networking app designed to provide Senior Citizens the help they need

what was I trying to design?

"A user-friendly mobile app that streamlines the process of **connecting** senior citizens with potential caretakers, ensuring a **secure** and **efficient** matching system with comprehensive user profiles."

competitor analysis

There were a few applications which offered a two way service connecting senior citizens and caretakers.

1. **Care.com** - Connects families with caregivers
2. **Seniorly -** Assists families in finding senior living options and caregiving services.
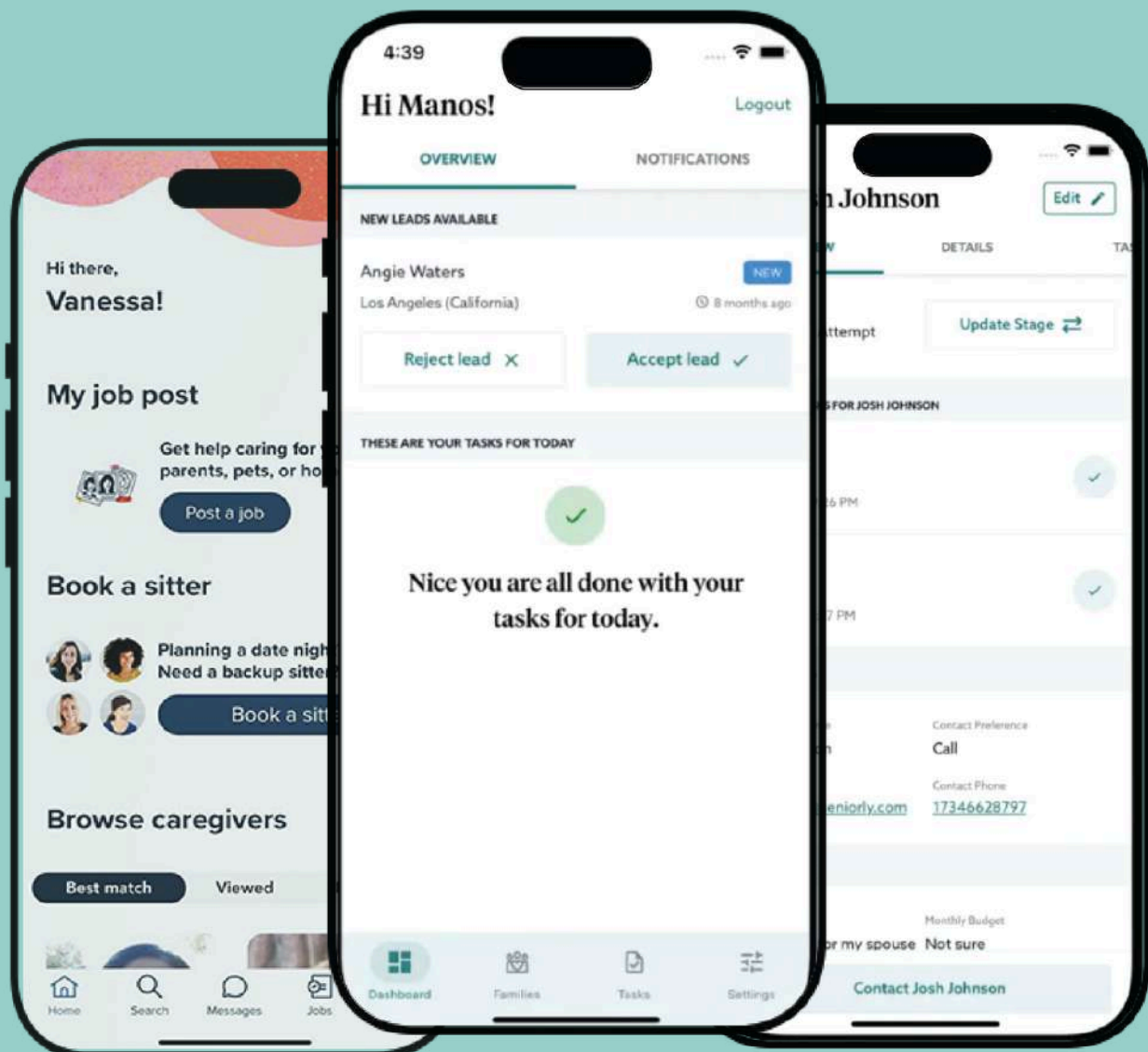
insights

- The caregiver matching feature suggests a user-centric approach, streamlining the process for families to find caregivers that align with their specific needs and preferences.

- Care.com fosters transparency by providing reviews. This feature enables families to learn from others' experiences, contributing to an informed decision-making process.

- Care.com incorporates background checks and reviews, emphasizing the importance of trust and safety in caregiver connections.
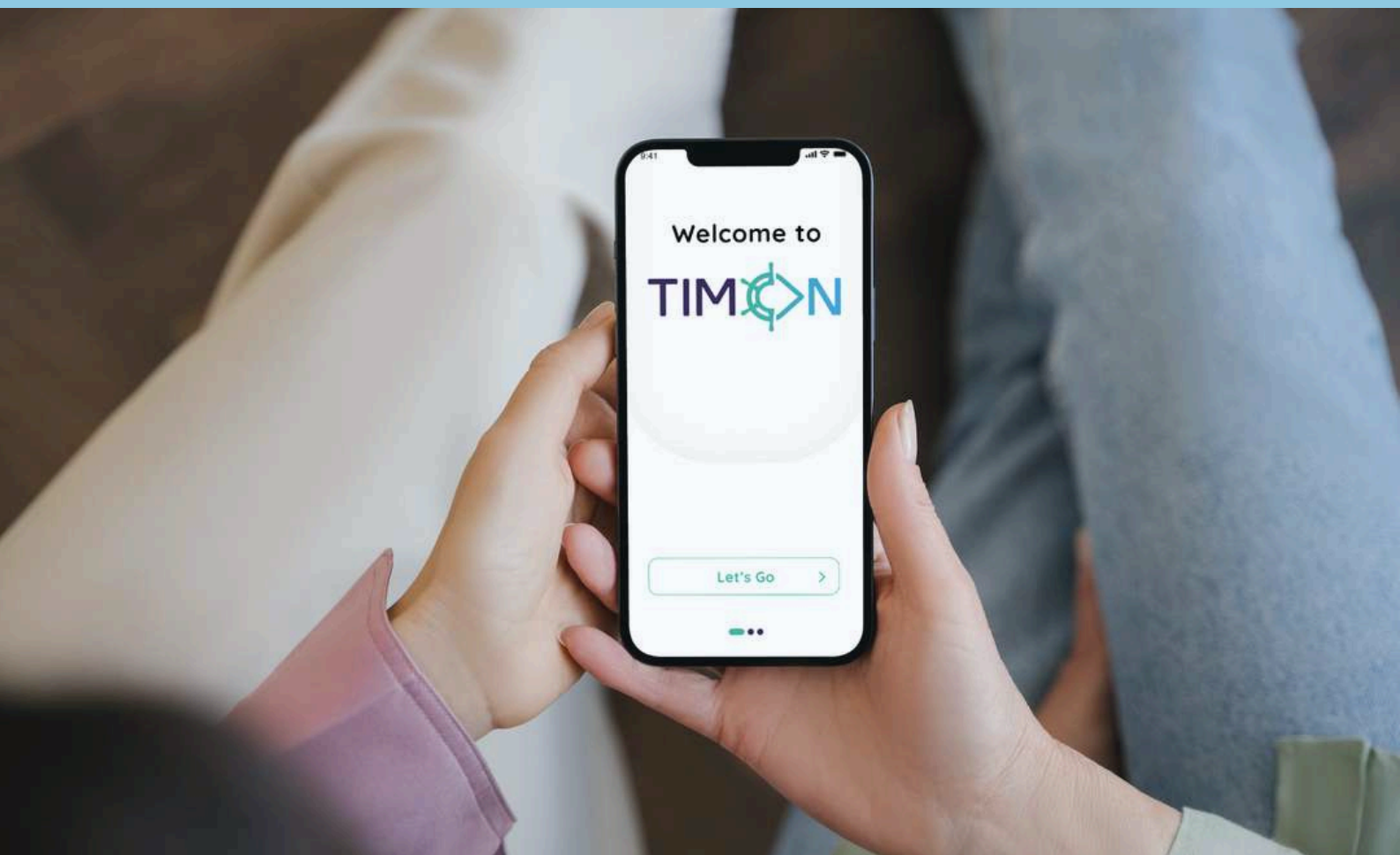
ideation

Important points to improve on:

- Design a clear onboarding process

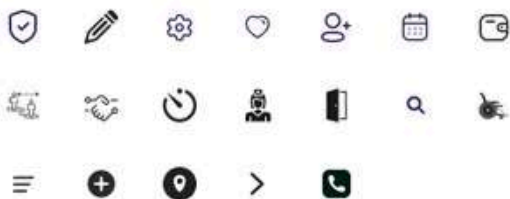- Prioritizing a clean user interface

- Importance on maintaining records
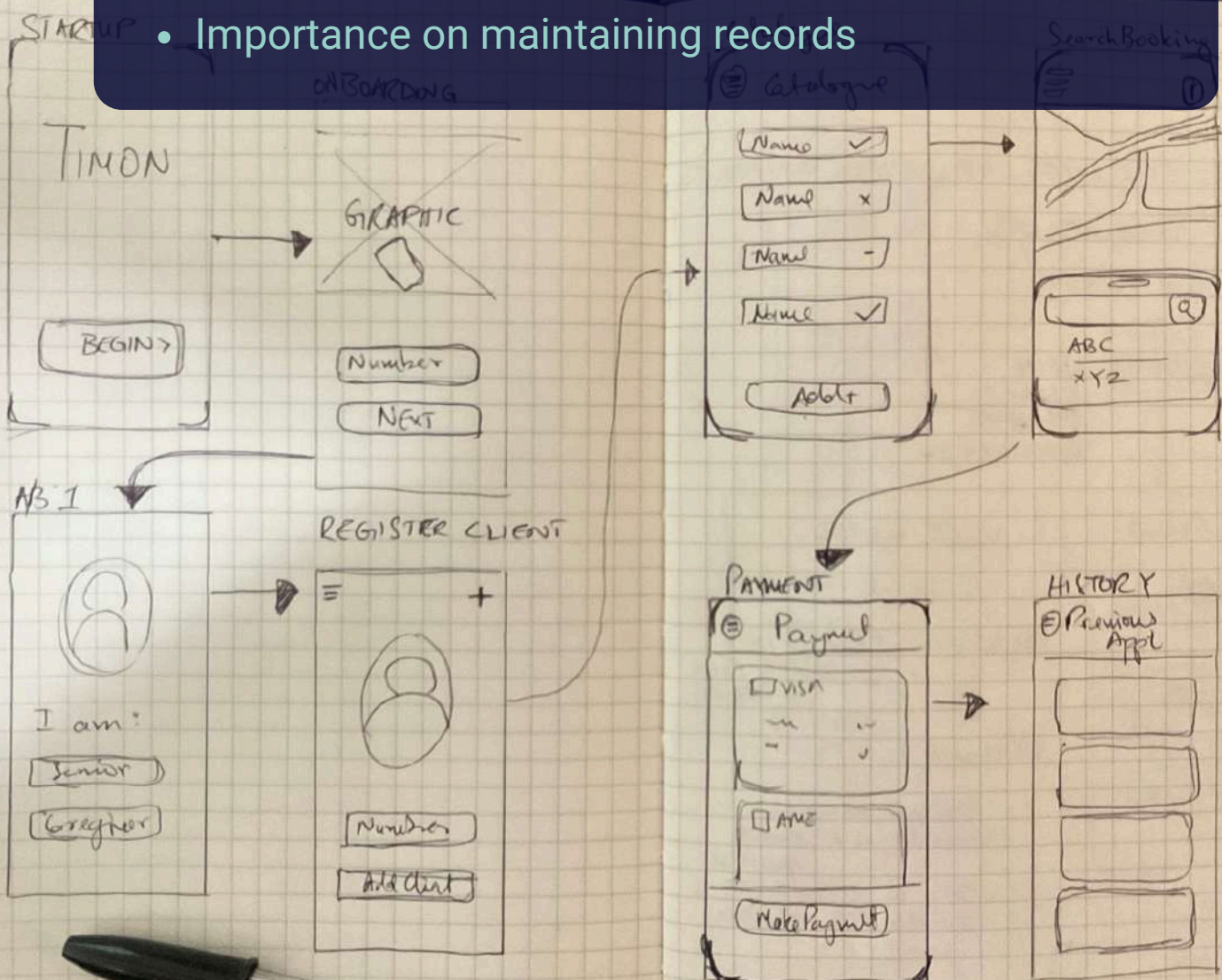
ui kit

- Tokens which merge cleanly with the design.

- Each component was picked to enhance user perception of its function
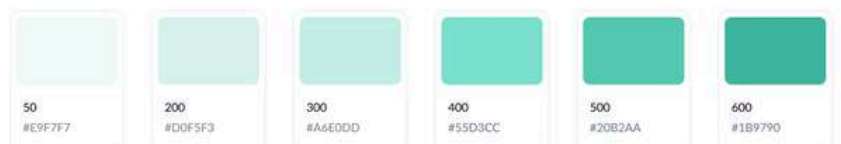
UI Kit → Colors

Colors

UI Kit → Icons

Icons

Base

| White #FFFFFF | Black #000000 |

Neutral

| 50 #F4F2F2 | 100 #EAEAEA | 300 #C4C4C4 | 400 #9C9C9C | 600 #5E5E5E | 800 #343434 | 900 #000000 |

Primary

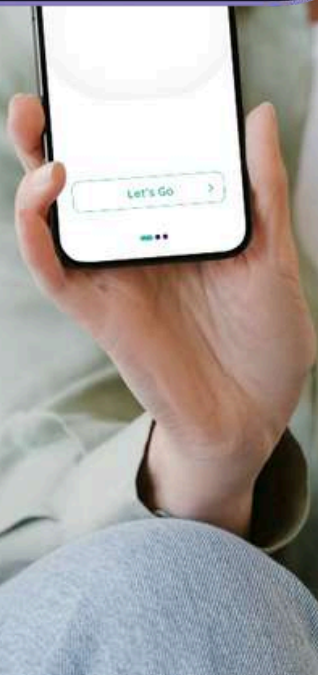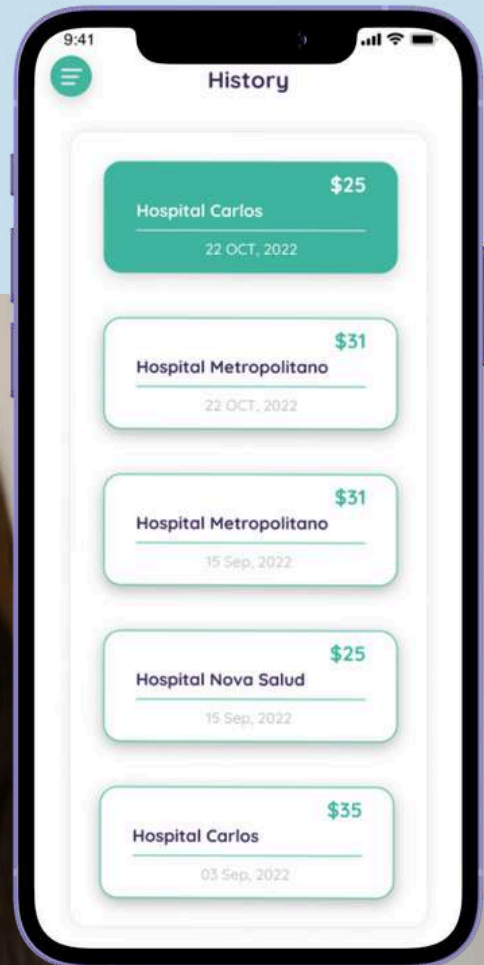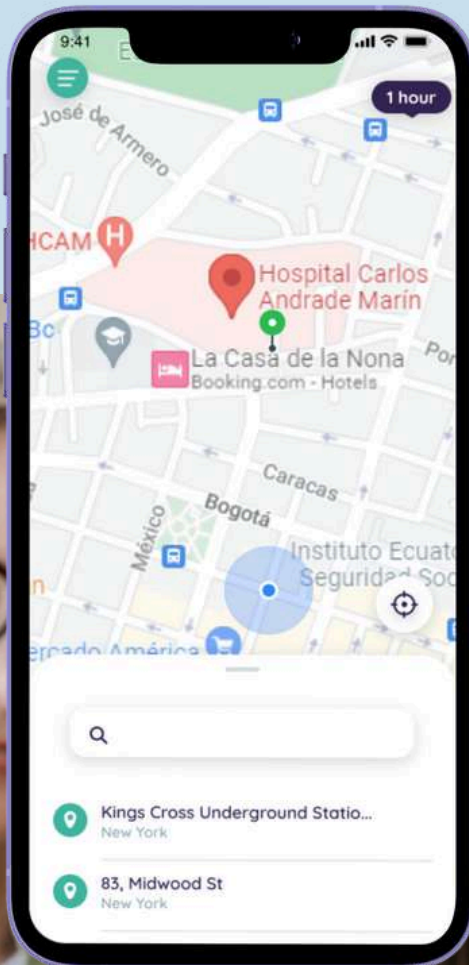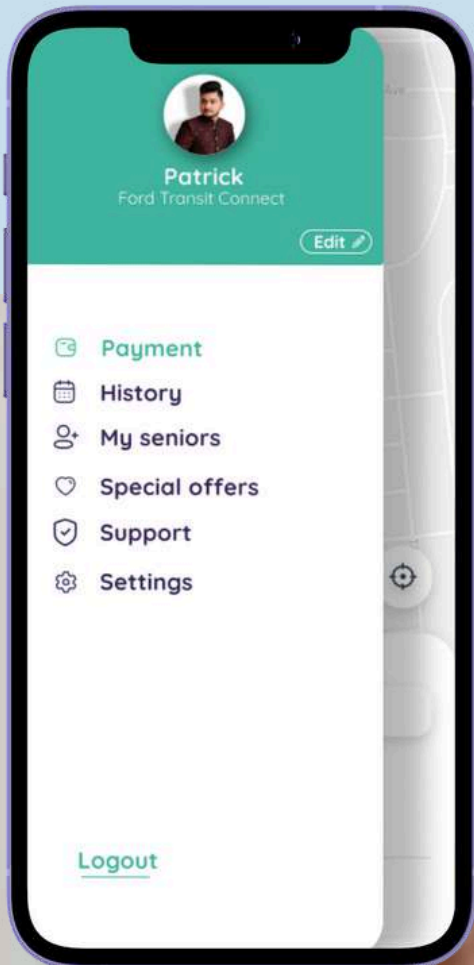| 50 #E9F7F7 | 200 #D0F5F3 | 300 #A6E0DD | 400 #55D3CC | 500 #20B2AA | 600 #1B9790 |

Secondary

the product

- The Timon application focuses on maintaining a record of previous appointments

- Intuitive and quick on-boarding process

- Prioritizes customer reviews
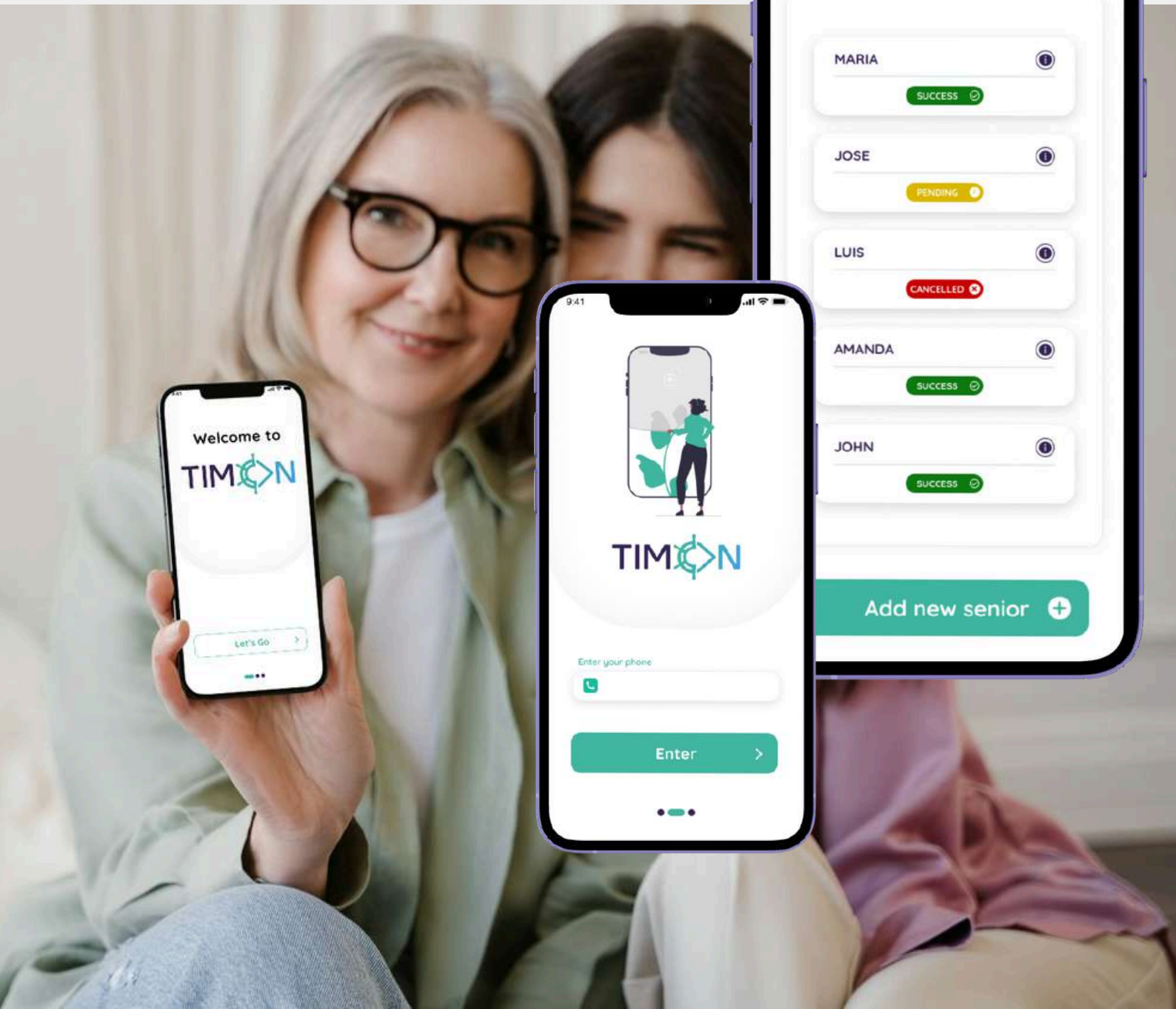
the product

key solutions offered

- Quick and seamless design.

- Map integration along with schedule management

- Strong focus on customer reviews