



Hi, I am Vidhya Appu. I have done my Post Graduation in Interaction Design from the Industrial Design Centre, IIT-Bombay.

Currently, I head Design at Shop101.

Here is a sample of my work. I have thoroughly enjoyed myself while working on these projects!

Hope you enjoy seeing it too!

PORTFOLIO 2018

My stepping stones in Design

Shop101

Pet
Set Go!

Consumer Program
Management
(TCS)

Germin8

Smart
TV App
Samsung

Sarv Samridhi

Tree Talk
(Mobile)

Ubika

Q-Zilch

Board
Games

Social
Media
Analytics
(Web and Mobile)



Shop101

Your instant online store for free

Democratising commerce!

Helps small merchants sell on WhatsApp, Facebook & Instagram by setting up an online store with end-to-end management

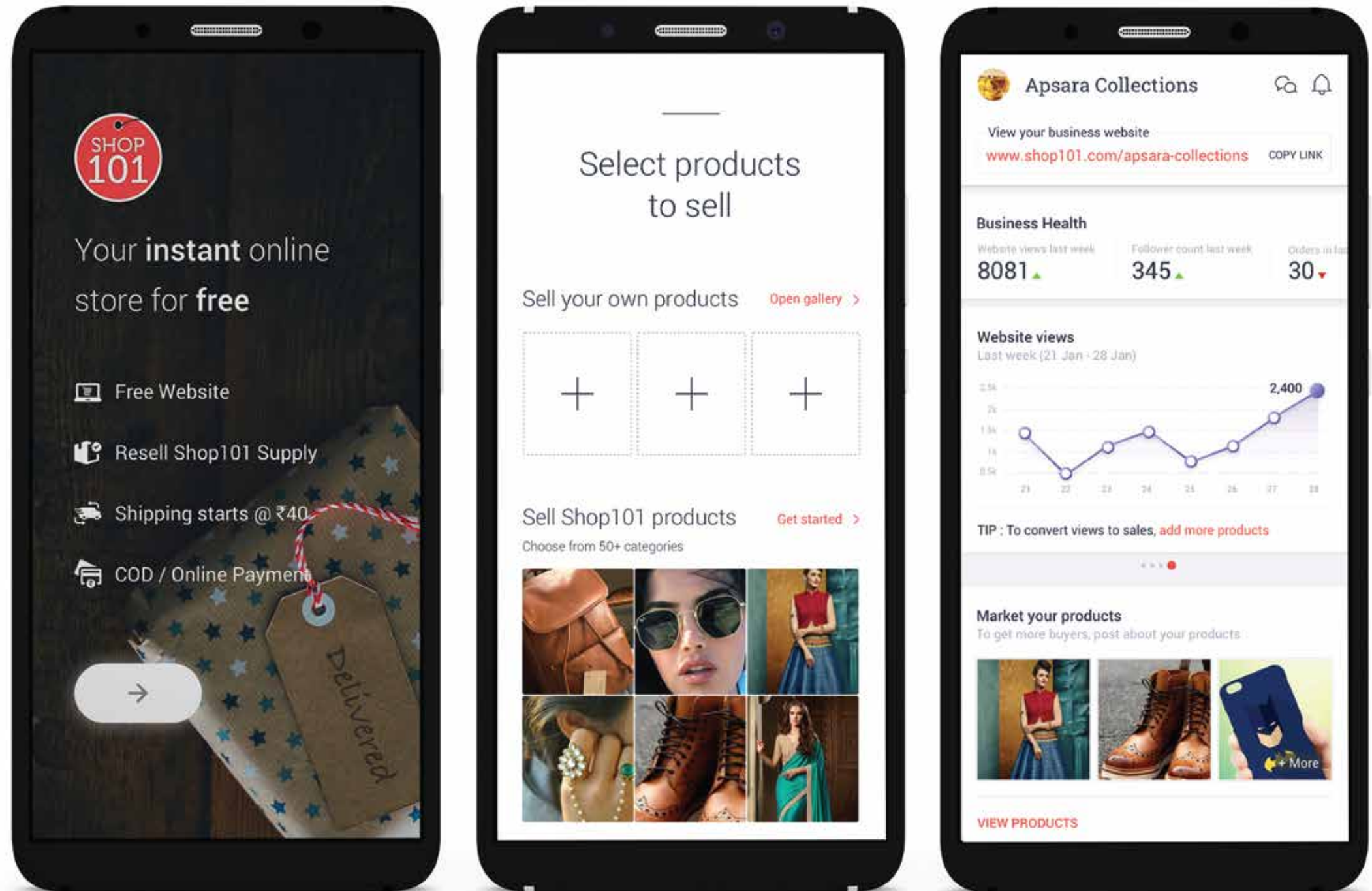
Frictionless instant setup & extremely easy-to-use

Core product is totally free with no upfront investment

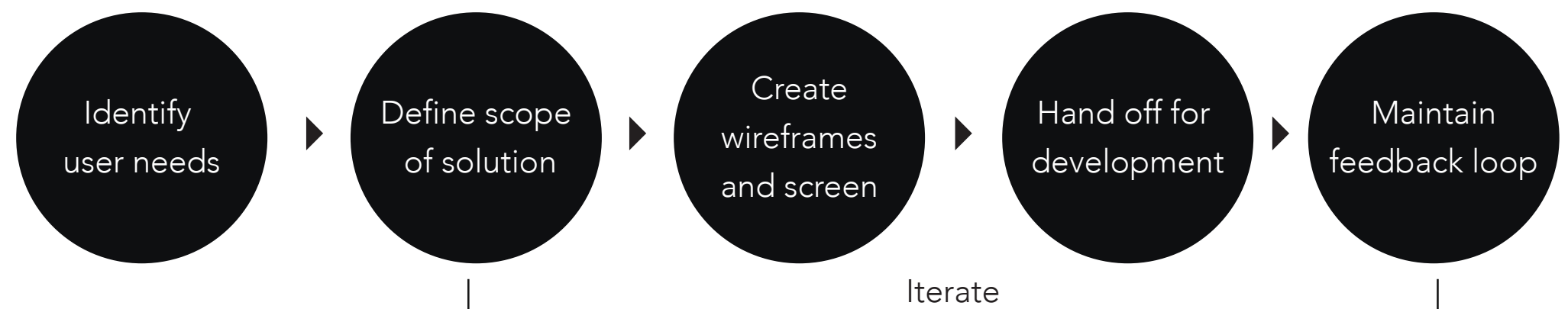
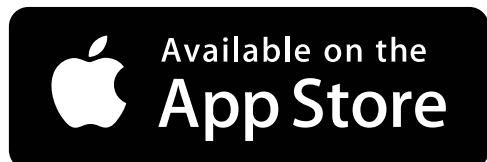
End-to-end solution with pre-integrated services

Pay-per-use & preferential pricing

Merchants need a very simple platform that can enable social commerce

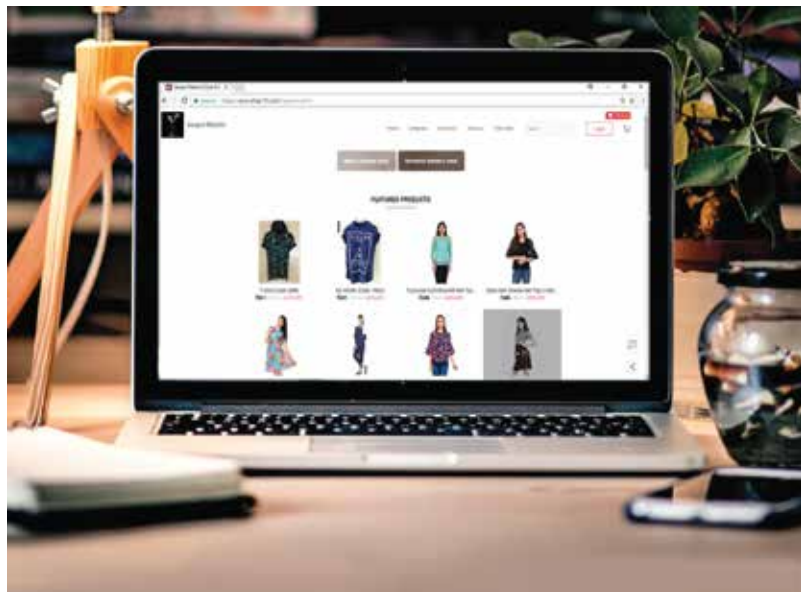


Role: Product building and Design. Identifying user needs and iterating on the solution



The product consists of an app for sellers to set up their e-commerce store and create a website for them. Sellers can share the website link with the customers who can then shop for products. This is huge advantage for sellers who currently work out of WhatsApp or Facebook

Identifying and creating User Personas



Salman, 24, B.Com

"My buyers aren't particularly bright. If it looks good, it sells good. Rest will fall into place"

Core behaviour

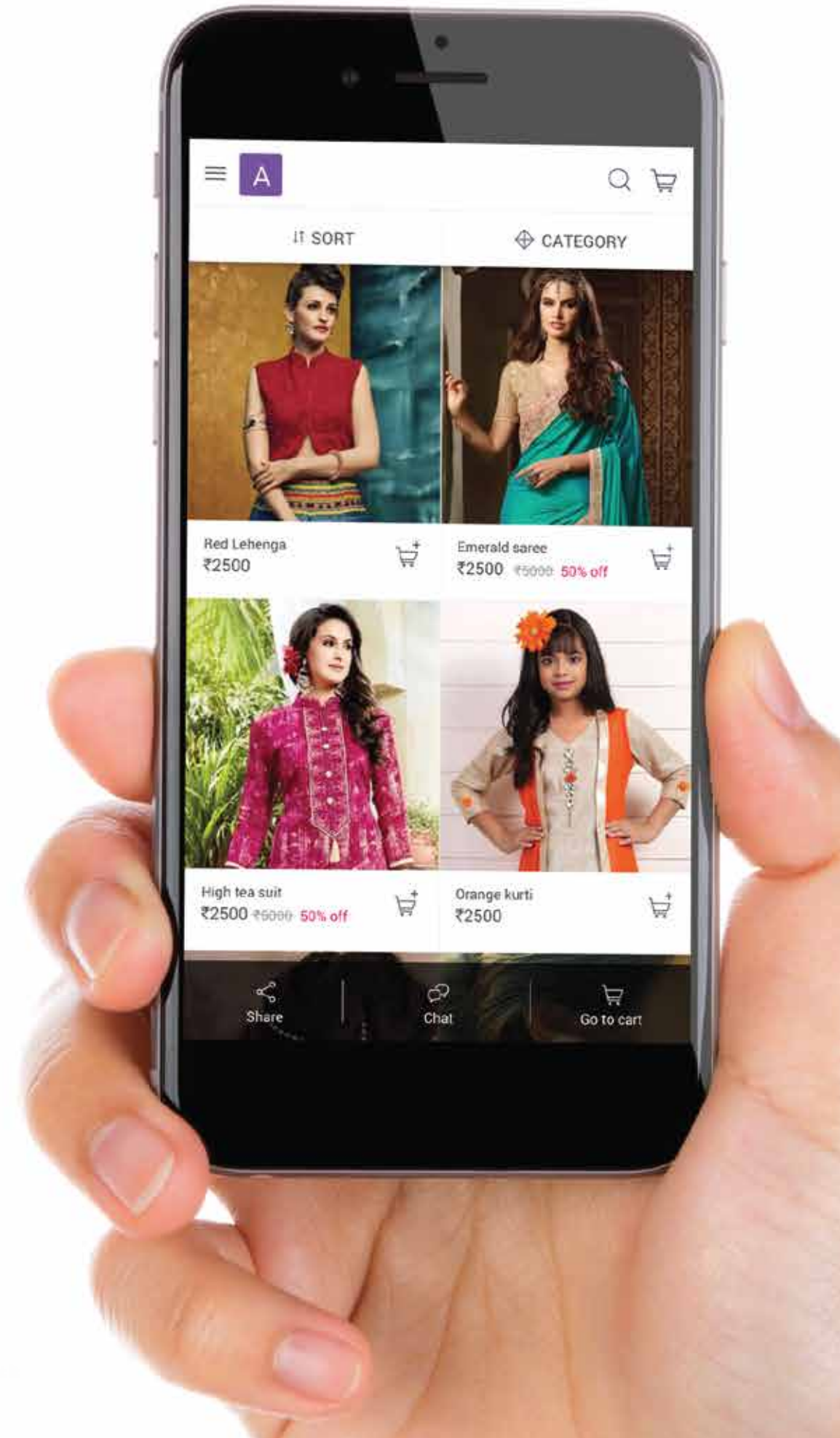
Driven by ambition
Tech savvy and a quick learner, tried his hand at developing his own app
Not employed in main stream work
Active on FB, Insta
Street smart

Goals

Wants to sell the best looking products in the whole of Instagram
Wants to start his own brand
Vying for independence and recognition

Frustration

Makes more money than most of his friends and family but no one knows



Sellers use the app to upload their products, share them on various social media sites. They can also process their orders and ship their products to their customers using the app. The product is an end to end e-commerce solution for small and upcoming sellers



www.shop101.com

"I have to go and setup 2 more people on Shop101. They have been asking me to show the app that I have used to grow my business."

User reviews

100k downloads



A Google user
★★★★★ 8/16/17
For an older version

Ekdam seller friendly..big thumbs up! 👍



Tanzim Qureshi
★★★★★ 2/23/18
For an older version

Nice app great platform



Rajdeep Sharma
★★★★★ 1/26/18
For an older version

Appriciate efforts put on app. Very easy platform to sell and manage orders and customers. Effective design and customer friendly.



A Google user
★★★★★ 11/15/17
For an older version

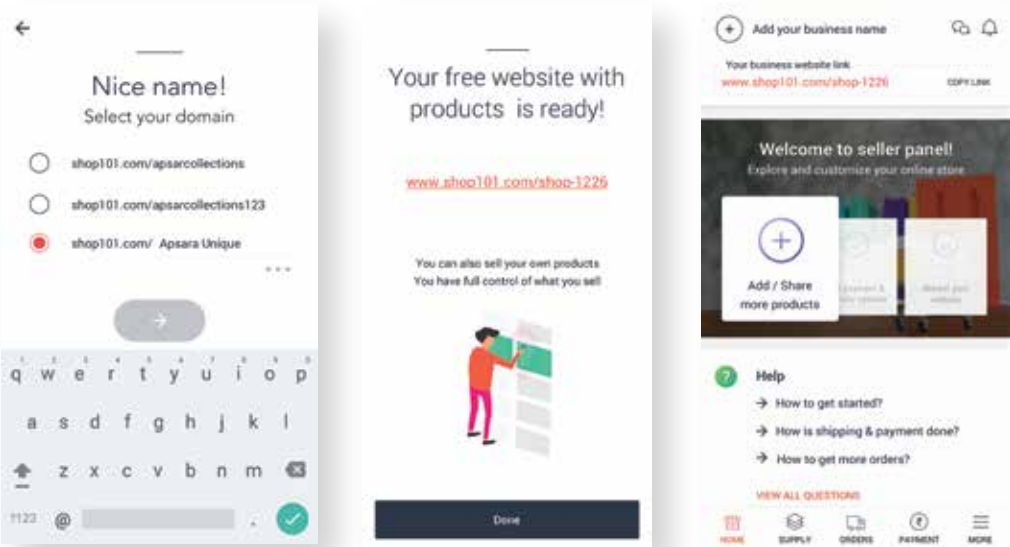
User-friendly 😊👍



Nishanthi Subramani 27 August 2017
★★★★★

It's a awesome online website link. Done it very well.

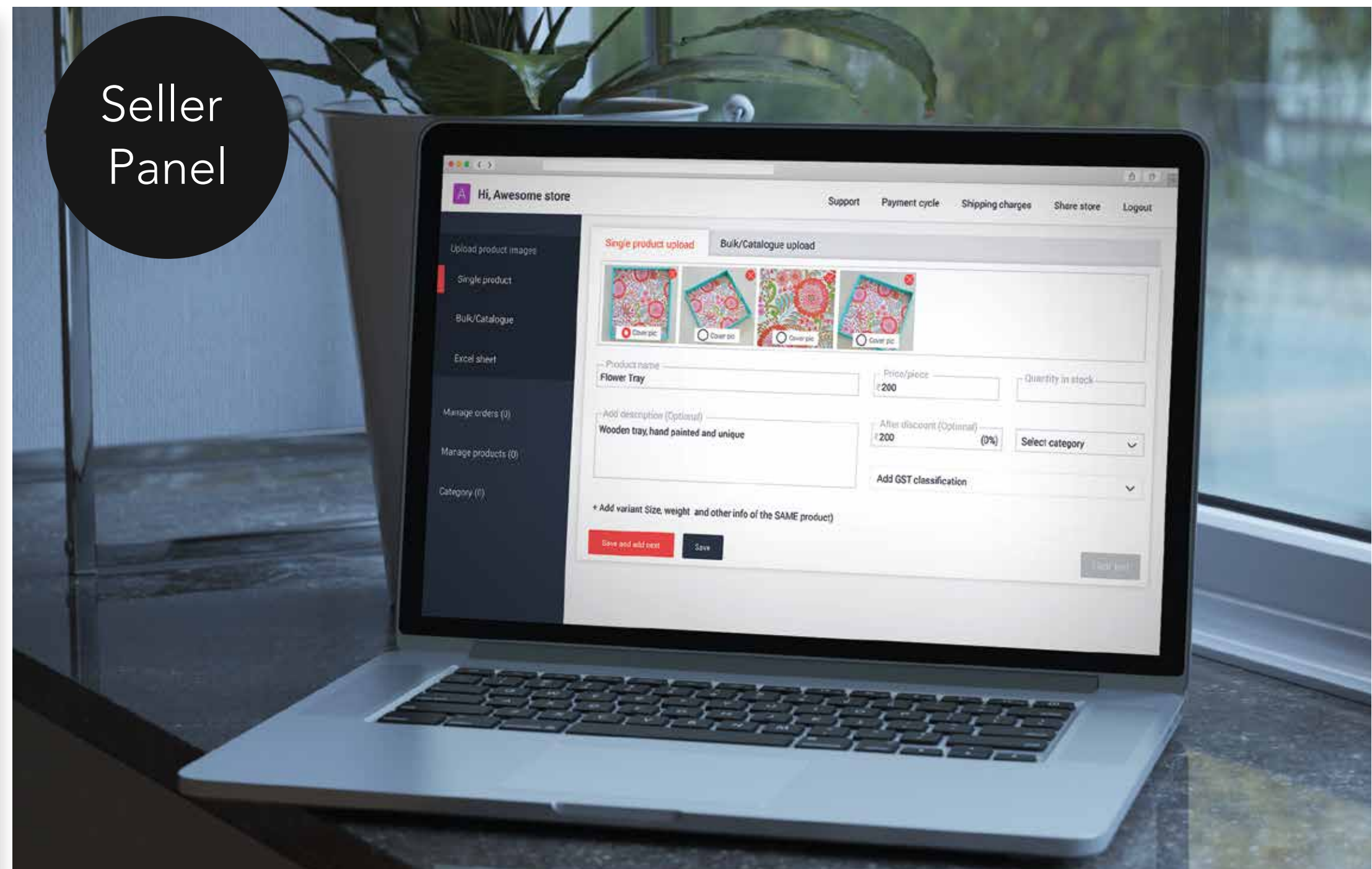
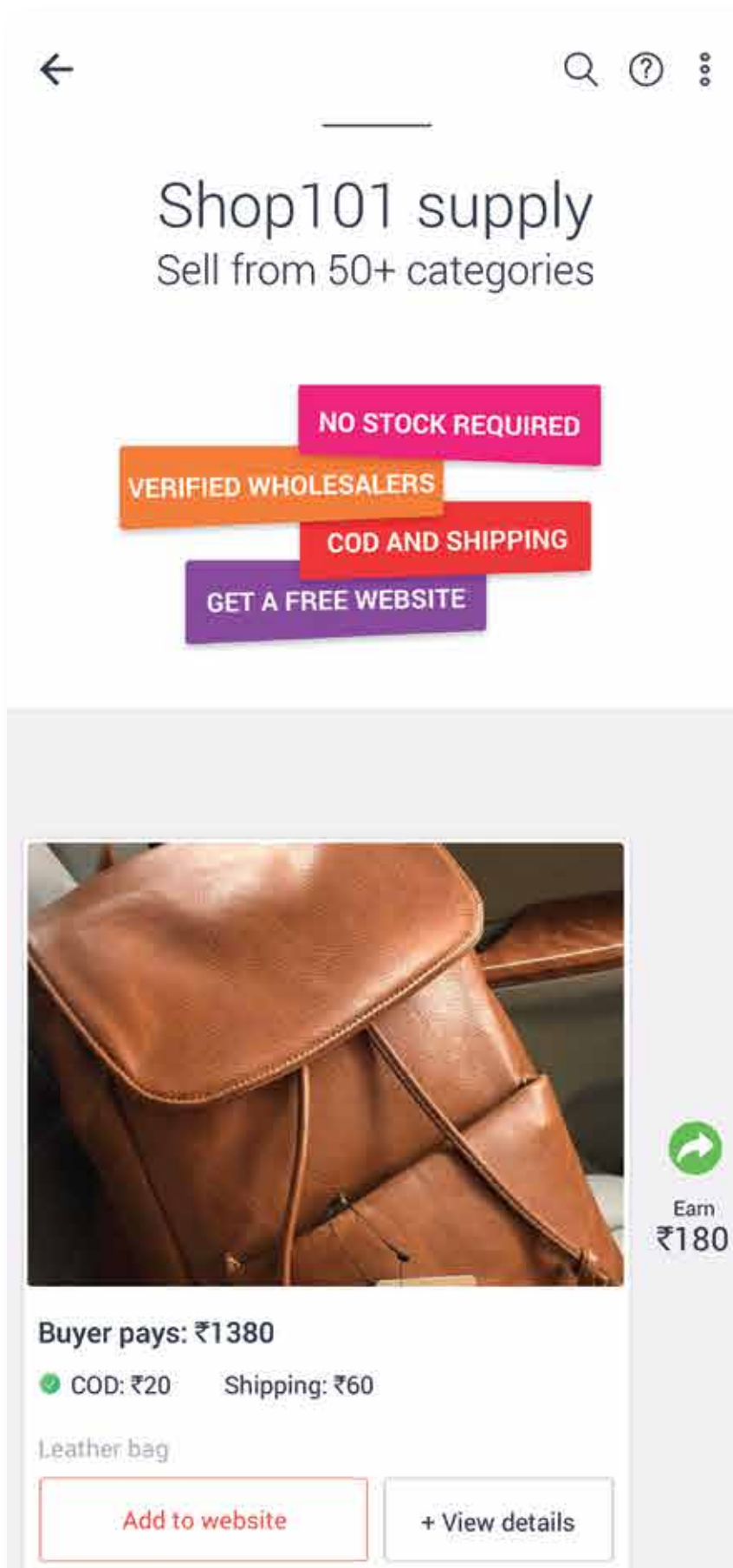
Wire-frames and creating user flows



GCMs and App notifications



The product involved designing of mobile a apps and desktop panel that sellers could use with use ease. Sellers can choose to sell their own product or products from Shop101 supply or combination of both to their end customers



Shop101 Seller Panel

Shop101 has a mobile first approach but also has a desktop version to enable bigger sellers to upload products and process orders in a faster manner, especially in cases where there are multiple

Shop101 Supply

Supply is a feed of products from verified wholesalers. Sellers can simply share products with their customers from the feed and it will automatically get added to their e-commerce website and to their inventory. When a customer places an order, reseller and wholesaler are notified and the wholesaler ships the order to the customers address.

Pet Set Go!

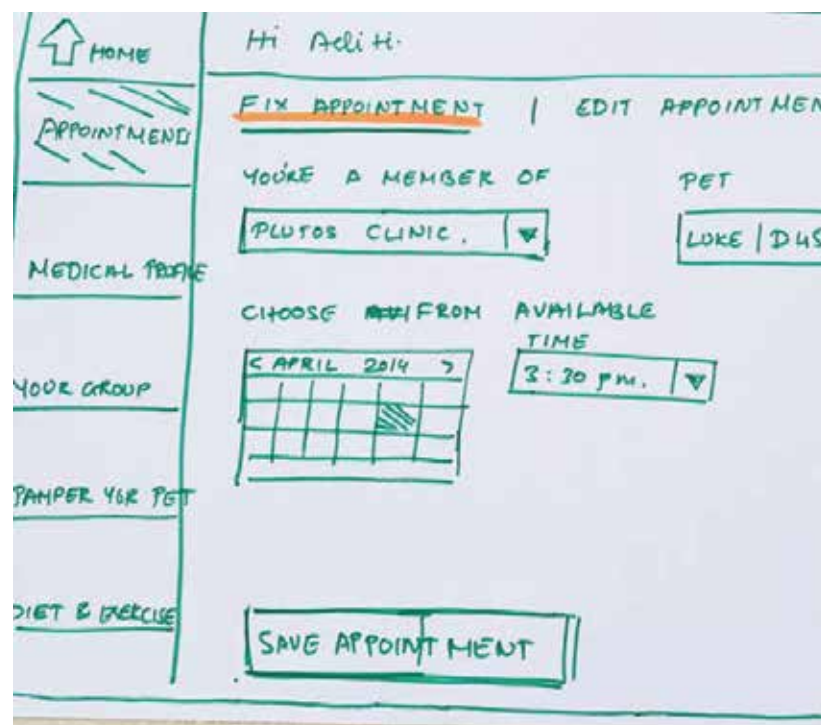
An app to help vets organize their work better

Pet Set Go! Is an app concept to help vets organize their schedule. The persona using this app would be Pet owners, receptionist at the vet and the doctor.

The idea is to help pet owners make and manage appointments, keep track of vaccination/treatment schedules and even buy accessories for their pets.

For the doctor who has a super busy schedule, this app will help him or her plan her day to optimise work.

The receptionist can manage inventory, edit appointments and send reminders to visiting



Persona Identification to build a user story



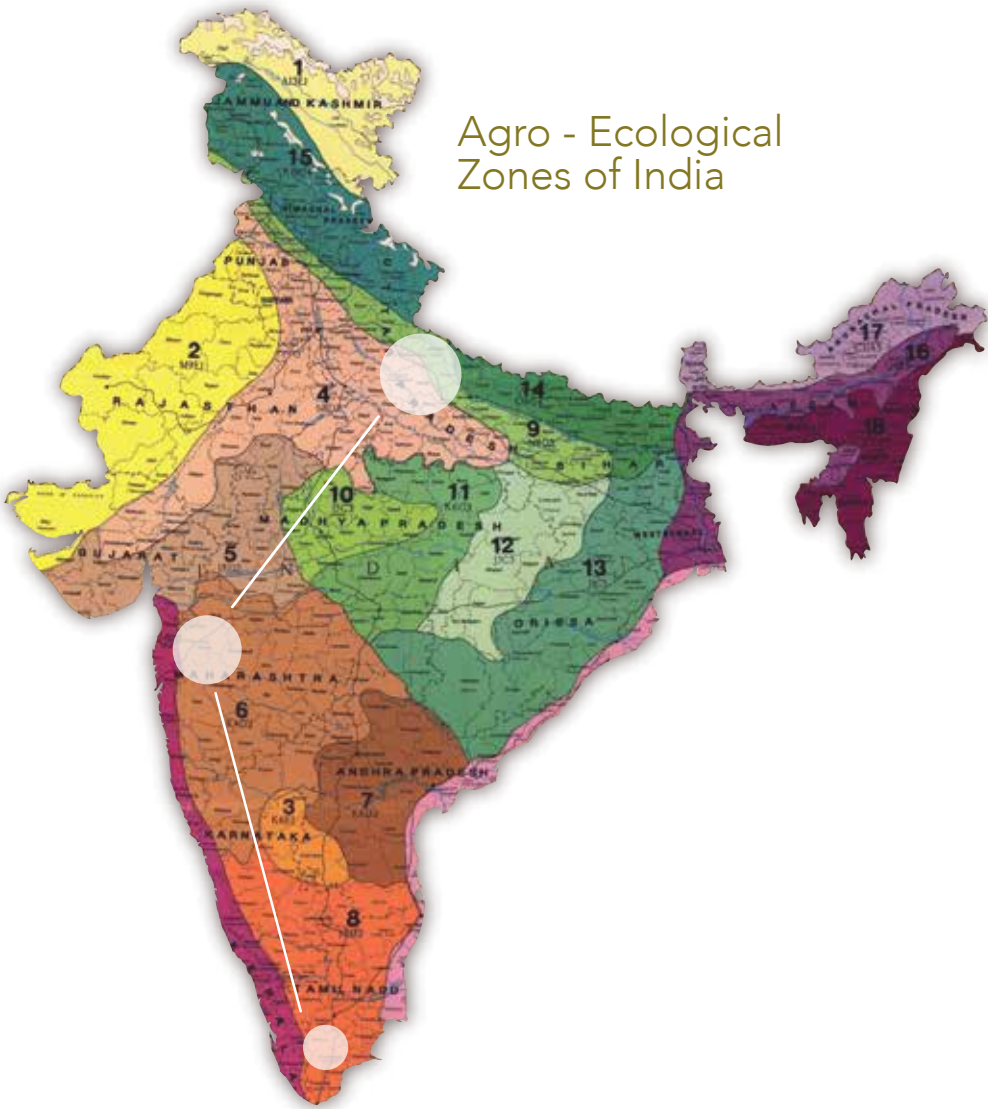
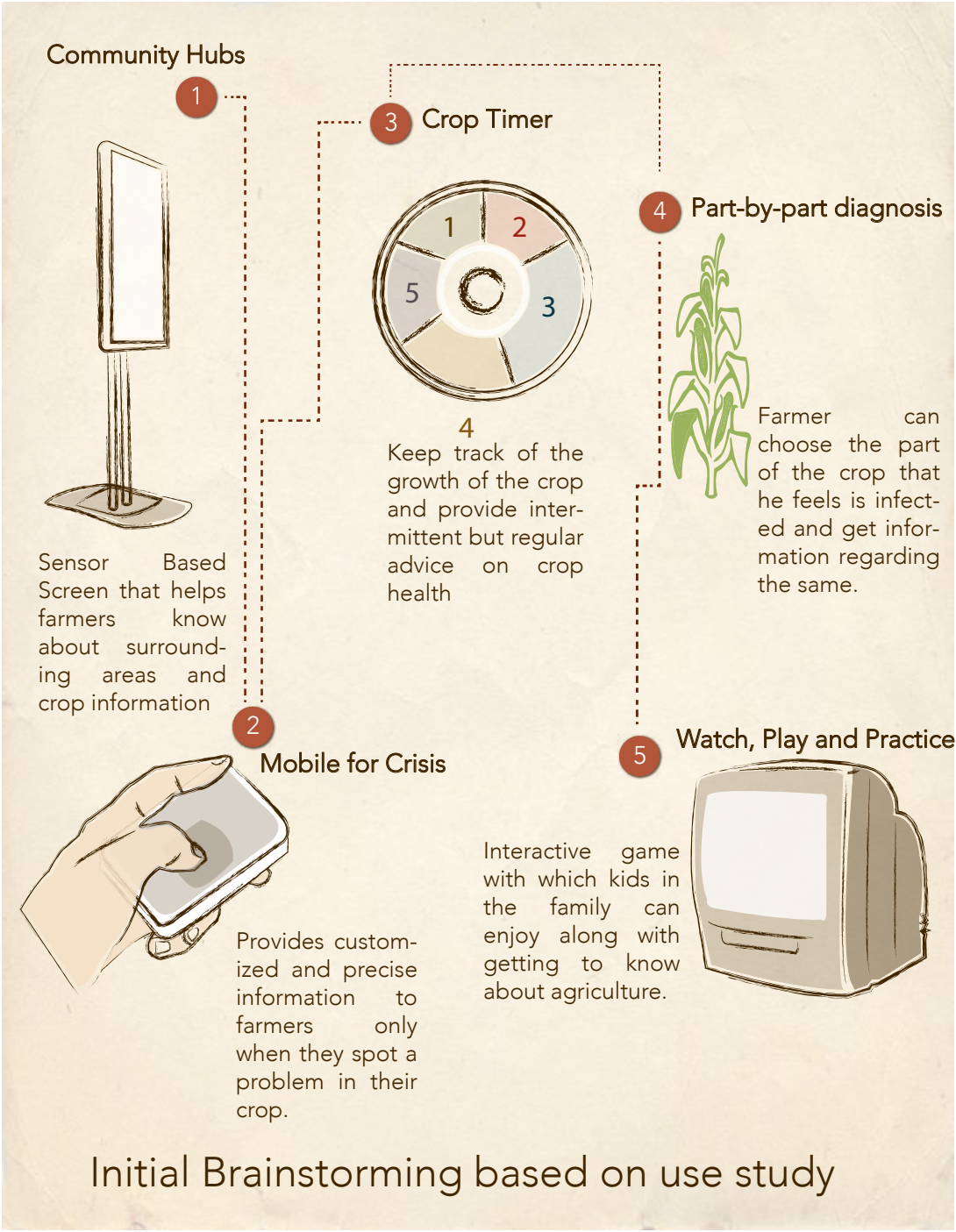
Sarv- Samridhi

Social Media in Agriculture

IIT Bombay and
National University of Singapore

The project aims to design a low-cost , location-based diagnostic tool for symptoms of malfunction (pests, diseases and deficiencies) that is relevant to the farming communities.

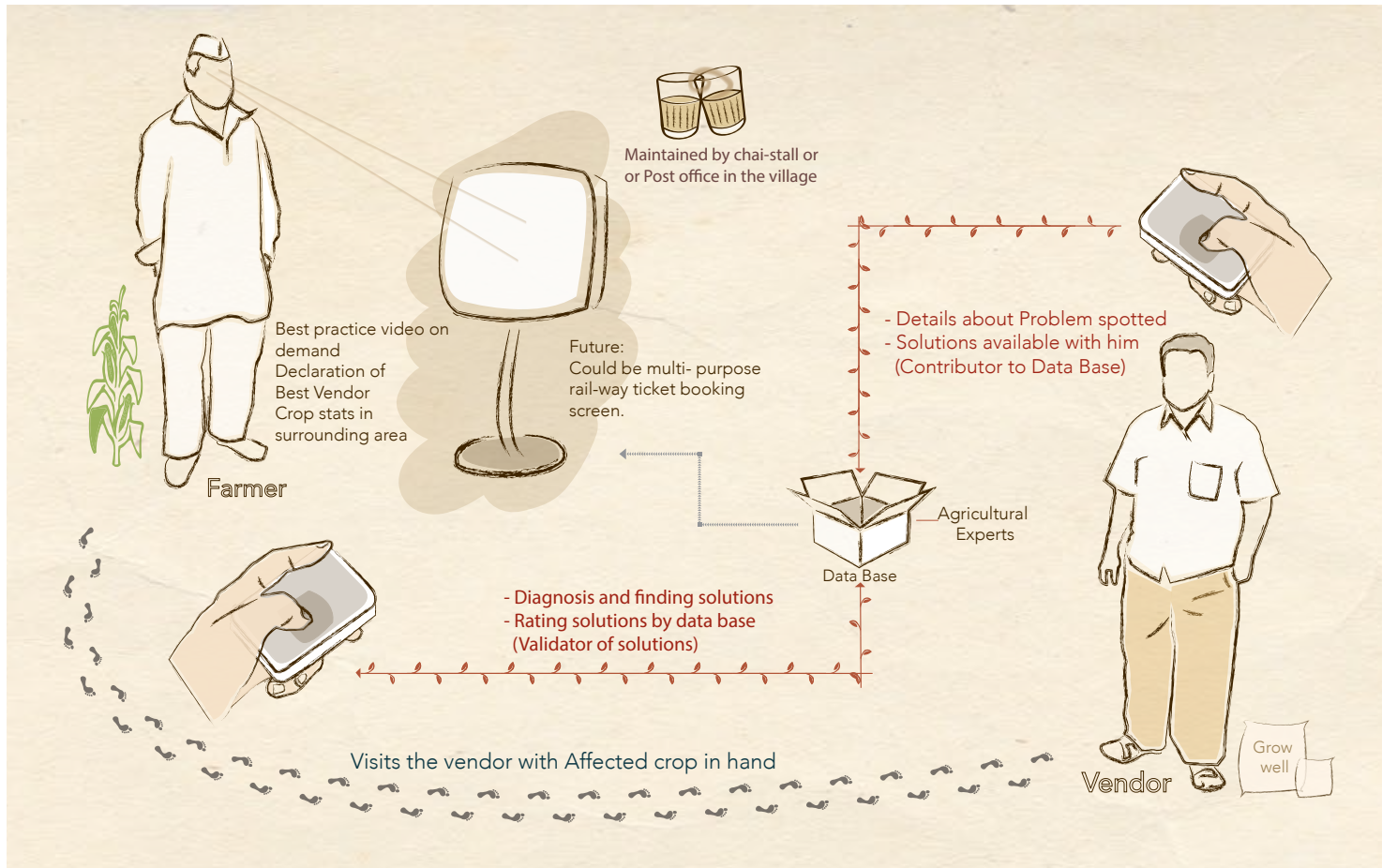
Sarv-Samridhi (Prosperity for All), connects farmers to one another. It also allows farmers to rate vendors in their area and the solutions provided by them. Vendors can display the solutions they have in order to attract more customers. The customers (farmers) can use these solutions or adopt solutions provided by the government. Sarv-samridhi will help exchange and validate information in this way.



The user study was conducted across 3 states in India. Pointers were created prior to visiting the field. Data from the field was converted into insights and then used in the project.



The mock-up is created for the Aakash tablet and low-level smart phone. As these devices can be expected to have greater penetration in rural India. The interface is in Devnagri script in the Marathi language. This interface was tested among farmers, vendors and youth of the village



Tree Talk

Entertainment with a personal touch

Tree Talk uses the voice modulation of a song, conversation or sound created by a user or by other agents to create a game for themselves.

The tree hence formed can be saved as memory for the conversation or one can opt to play.

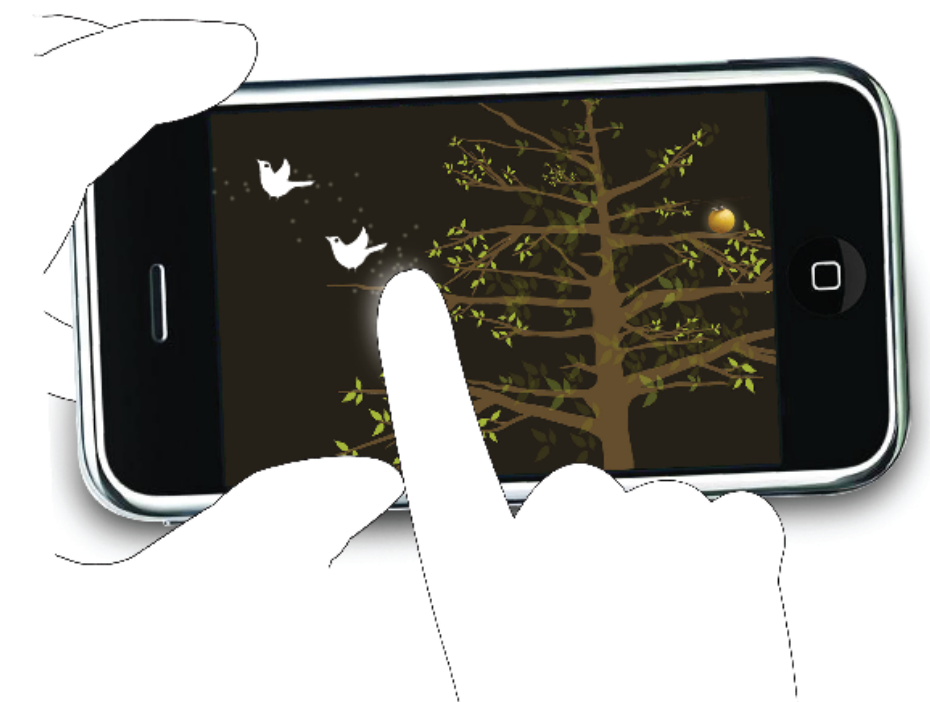
It also has natural elements which make the game realistic and entertaining.



In this application a user creates his/her own "tree" whose branches are created as imprints of the conversation. This results in a unique and personal layout for each game.



Alternative Representations



In the screen shots shown the player is expected to save the fruit by brushing aside branches tilting the phone



In this application , user not only experiences a unique game set up every time he/she play but might also find remnants of an interesting conversation making it self visible in an abstract manner.

TCS Rewardz

Internship

U.I Development for a Tool

Created a Conceptual Model for the flow of the Tool

Created Information Architecture with ease of learning as goal

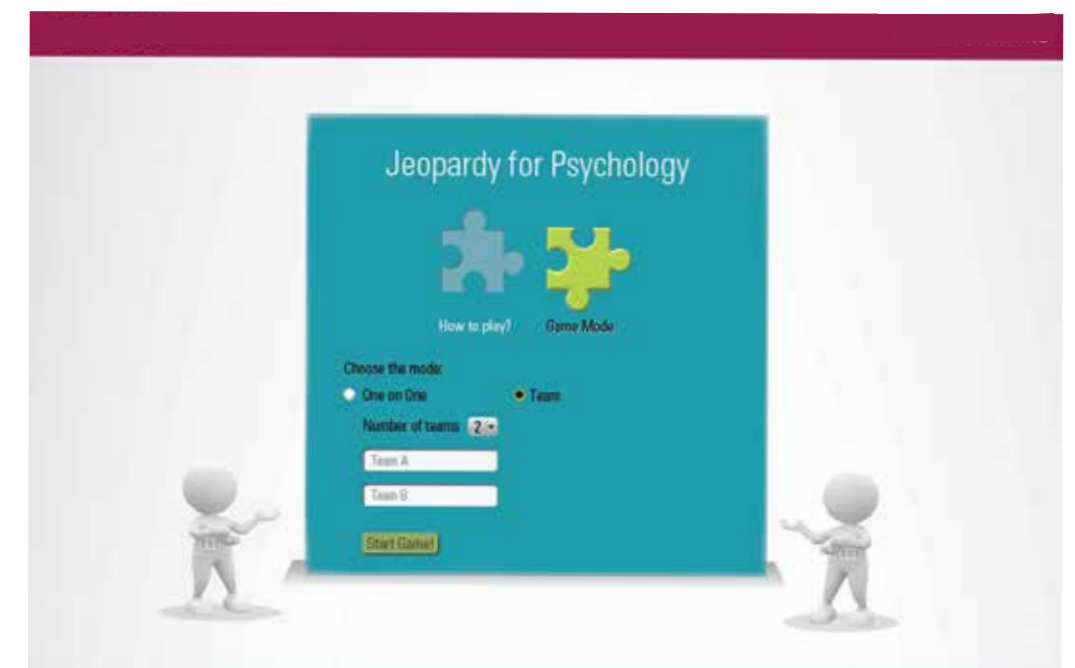
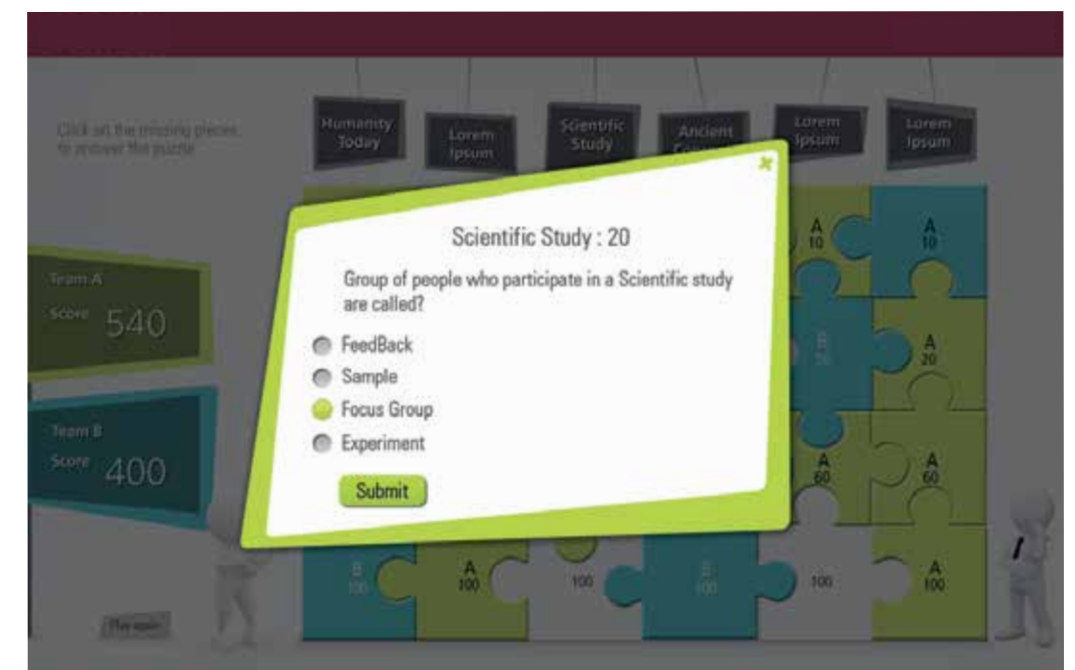
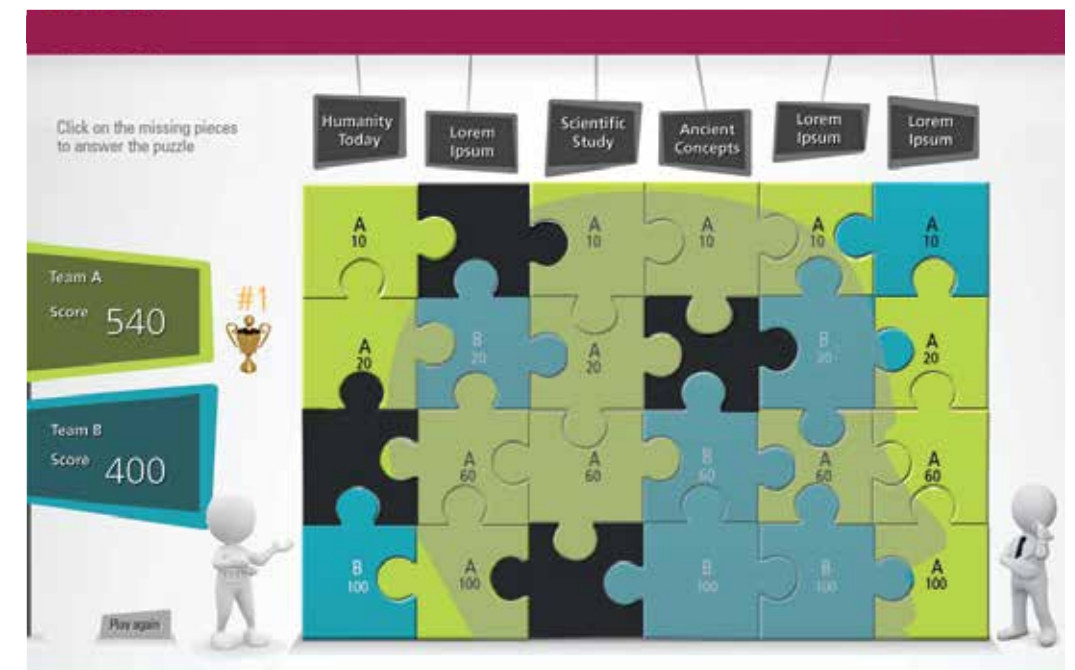
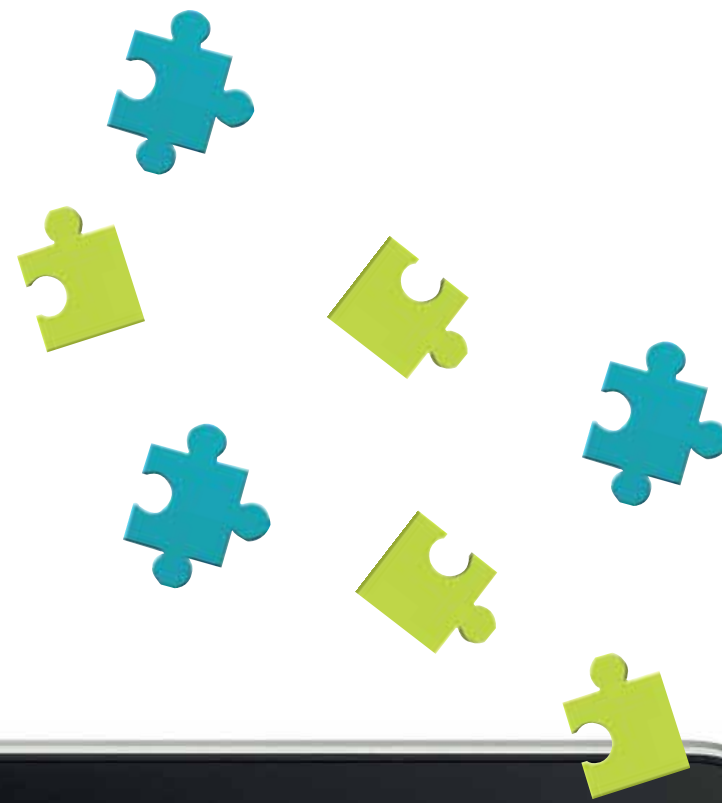
Developed User interface based on study of Usability paradigms



Jeopardy for Psychology

Leading publishing company

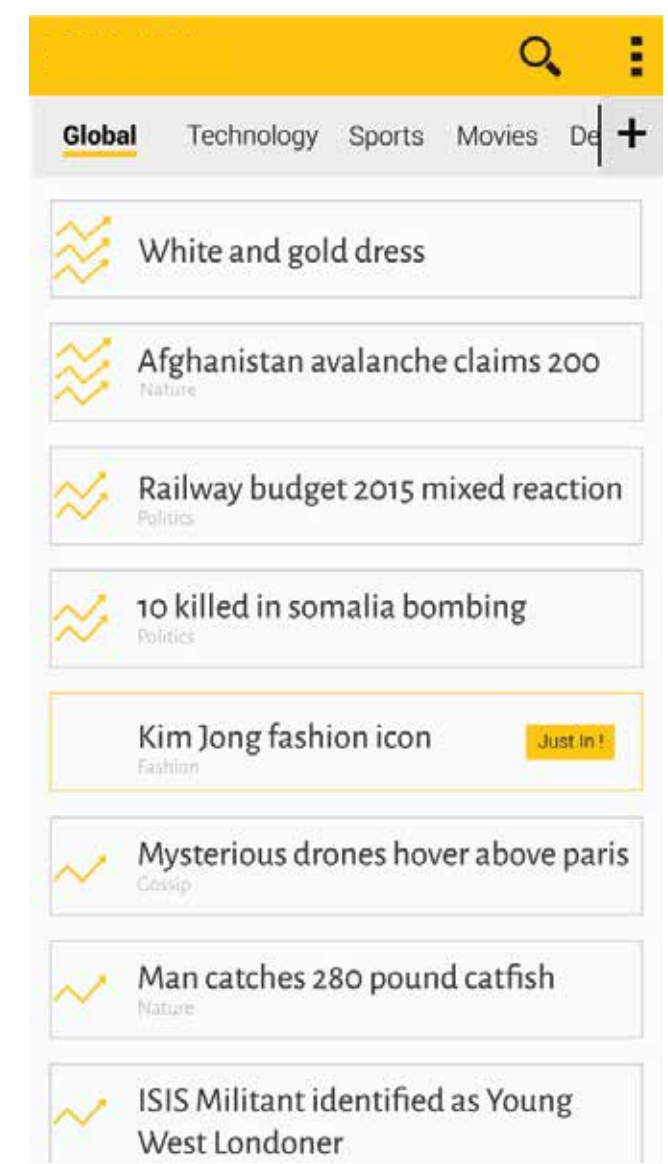
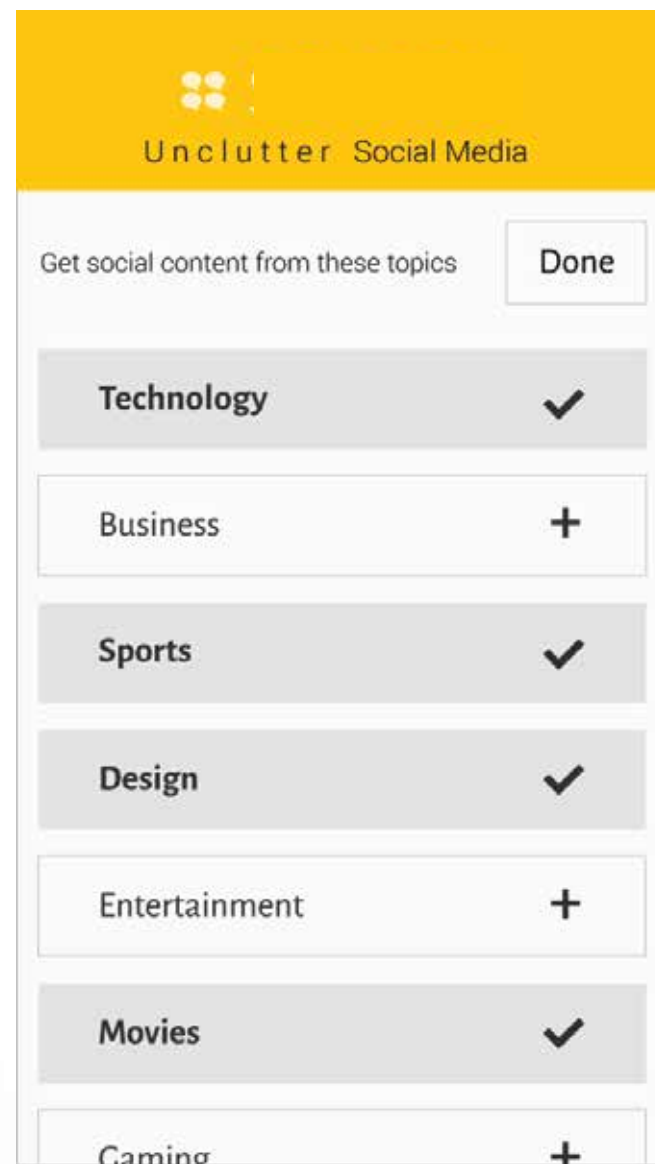
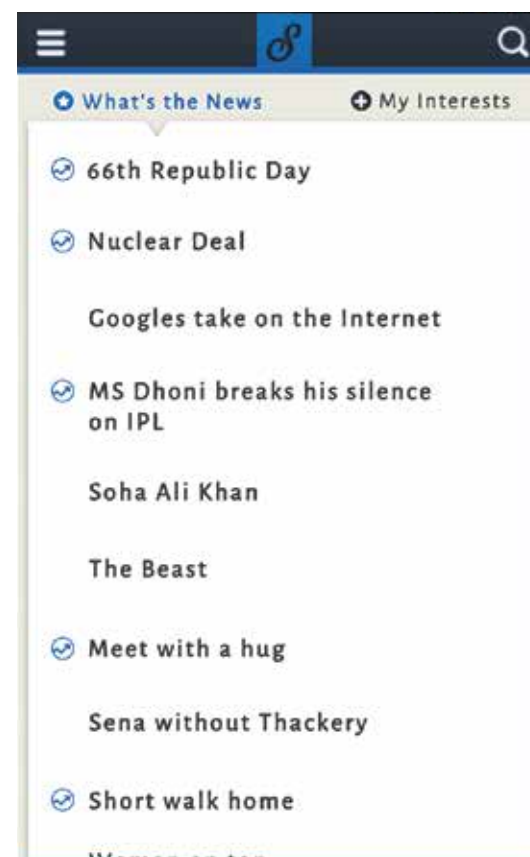
The app is a jeopardy game for psychology students. The puzzle pieces indicate the each question that needs to be answered. Students can register and play in groups. It can also be conducted as a classroom activity.



Social Media Uncluttered

Ever find yourself getting annoyed by all the useless feed in your Facebook feed? This app solves just that.

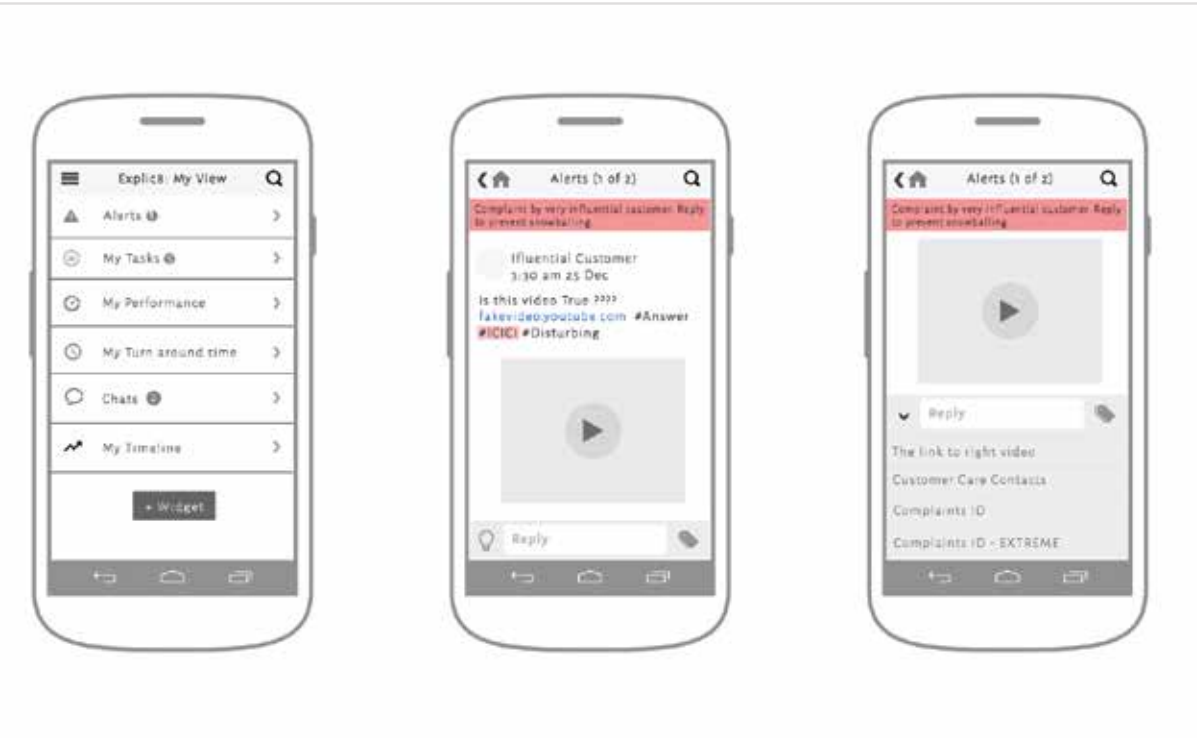
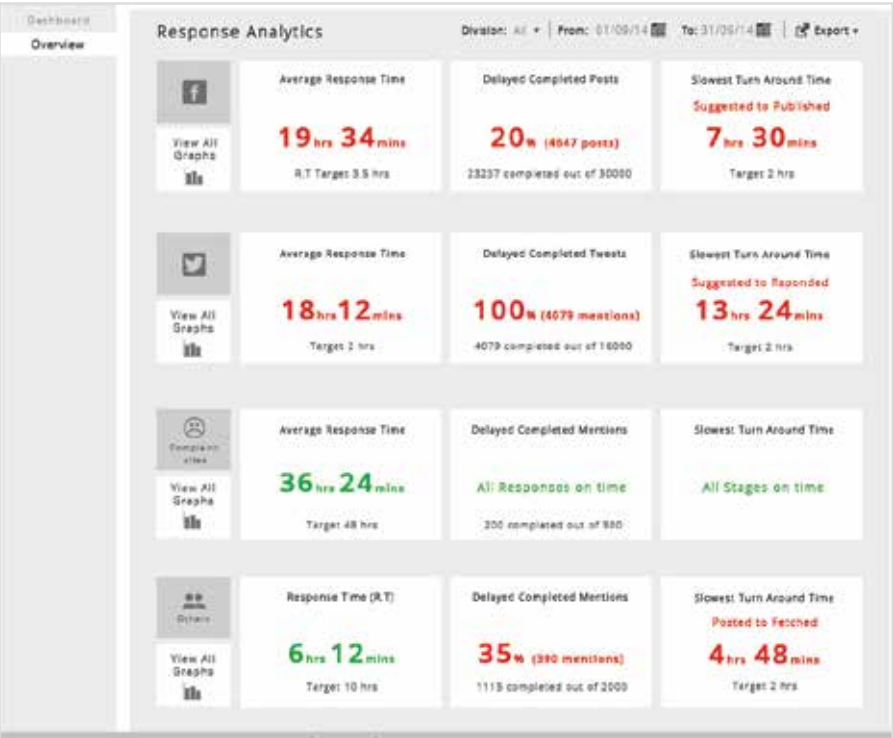
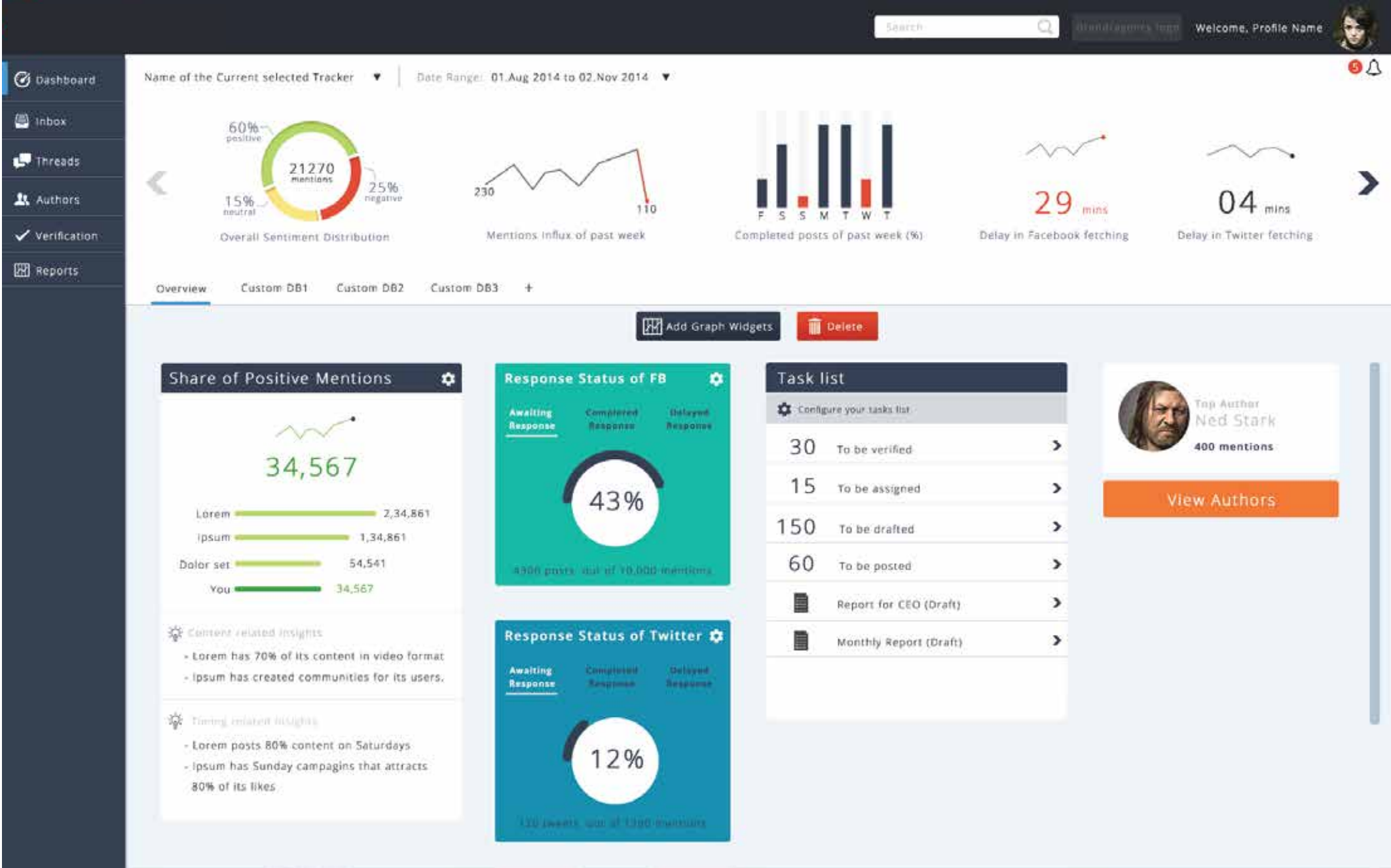
Users can select what topics they are interested in and get trends from across social media platforms on those topics



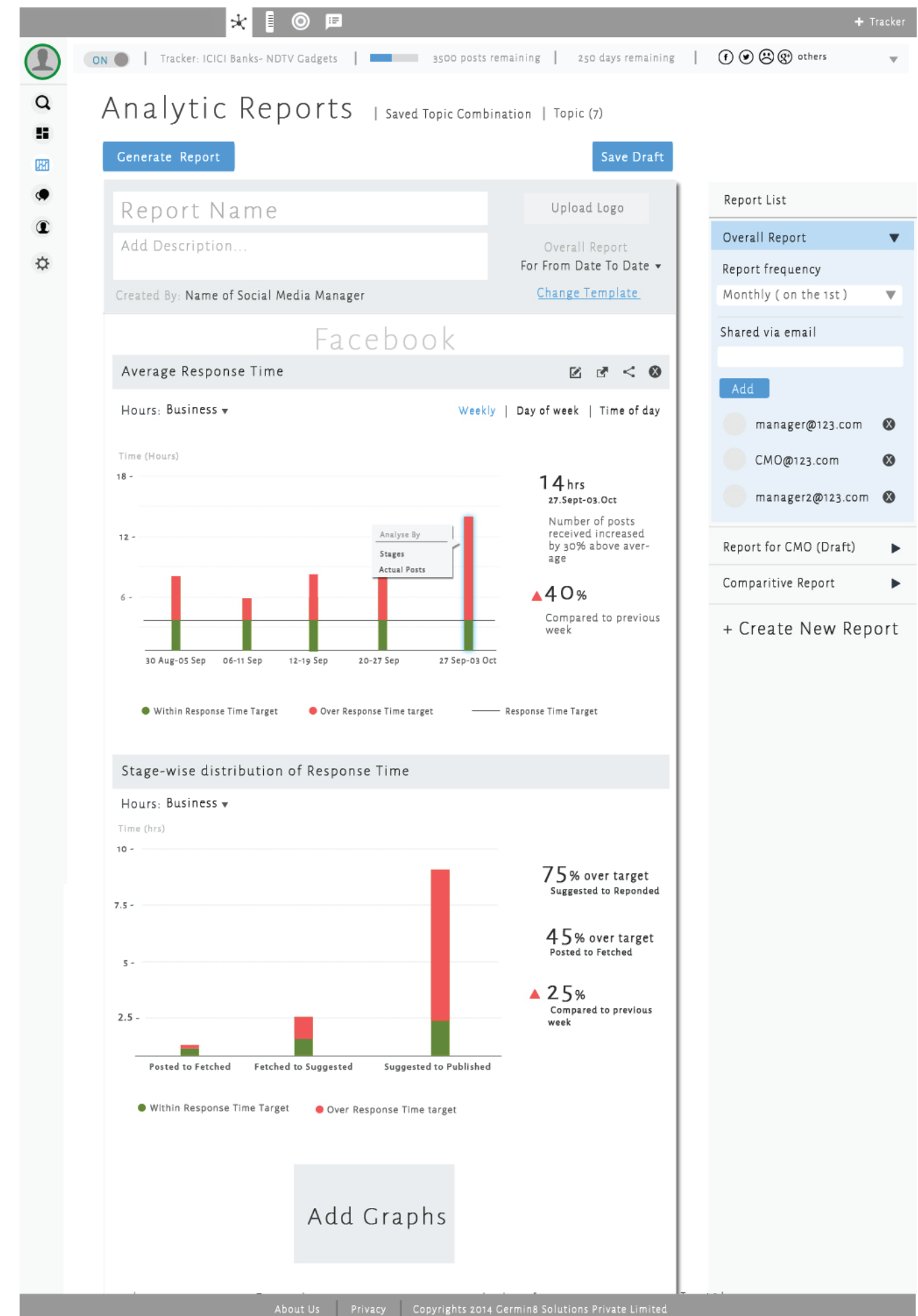
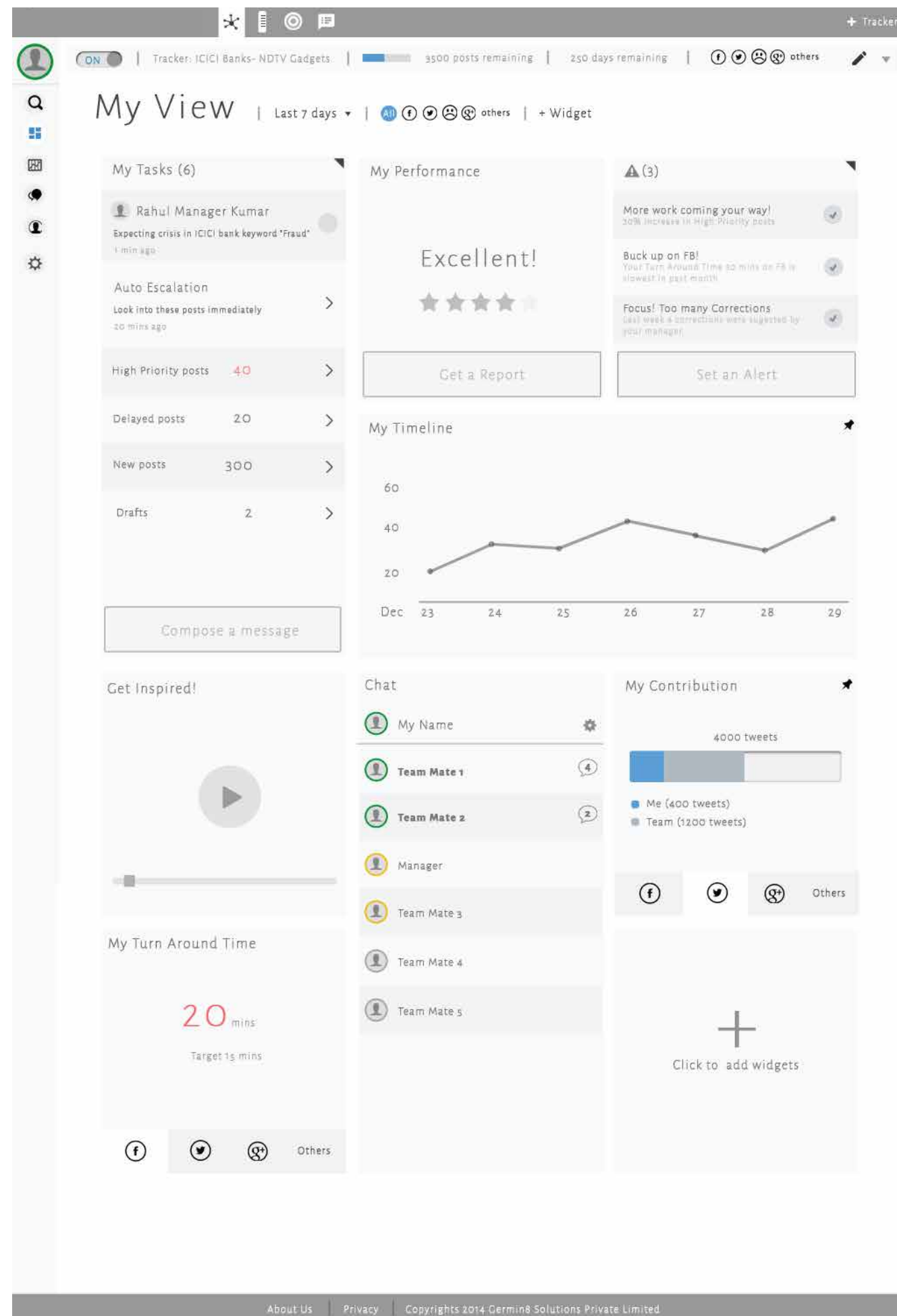
Social Media Analytics

Social media analytics tool covers the entire spectrum from Online reputation management to Customer Care.

This product helps its users determine what is the health of the brand on social media and how the brand can quickly and efficiently manage queries, complaints from its end users.



The process involves creating multiple wire-frames, validating with end user and feasibility of development. It is then converted to high fidelity mocks for development. The navigation and information architecture of the screens are created at this stage



Royal Rescue

Competition

The brief was to design a TV app which could be played with the TV remote and be created for the Indian users in their context.

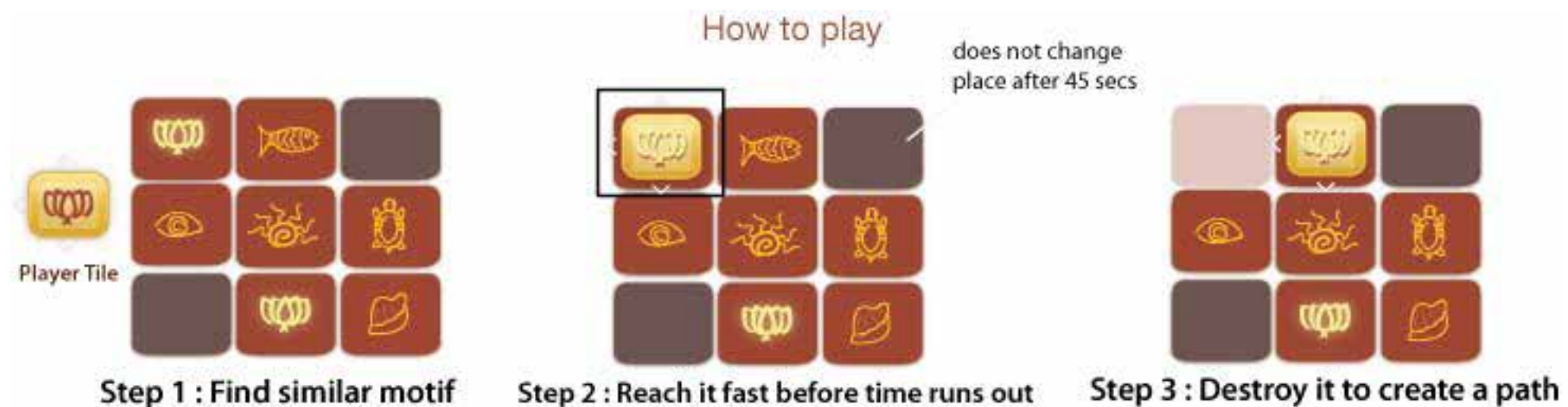
This game involves the story of a princess and her peacock, who has been kidnapped by a

Game Play

The game play, is moving the player tile over tiles that match the tiles on the wall.

Destroying them in the process. The tiles keep changing motifs hence making the game unpredictable and fun.

The aim of the game is to build a path to the peacock and rescue him.



Controls for the game on the TV remote



Can also be played with screen minimized, watching other programs

Board Games Design

Engaging, fun and at the same time requires cognitive effort.

Rahi (traveller)

Aim: Player who visits maximum cities stands winner. The game involves, players taking turns to build the board itself (with the help of the stripes), hence a unique game every time



Rahi: Players strive to reach destinations on the stripes with pawn and die play. The constraint being, on the stripes every time they change their mode of transport (Ship, train or air) they have to give away their tickets. Every time they reach a city they are awarded tickets.

Double Block

Aim: Player who collects maximum pieces wins
The game involves, players drawing 2 pieces from the lot and creating a path on the board. Upon creating a path that connects 2 walls on the board, player collects all pieces



Double Block



DoubleB: Each player draws blocks of colour of their choice. Fix the board by fixing positive and negative pieces. Yellow and blue blocks can only be placed on squares of the same colour

Thank you

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