

industrial experience

at

fractal
ink design
studio

www.fractalink.com

Kaustubh Limaye

136330003

Interaction Design
IDC, IIT Bombay



To whomsoever it may concern

This is to certify that Mr. Kaustubh Limaye worked as an Intern at Fractal Ink Design Studio for the period of 05th of May to the 19th of June 2014.

During his stay with us he worked as a professional and with complete enthusiasm. He is very organized and timekeeping is important for him.

He is highly creative and multi-talented designer. He is well versed and acquainted with necessary tools and software's required for his work. He is a great team player and works well under pressure. I believe that his creative approach to work will ensure him success in future.

We wish him all the best in his future endeavours.

For **Fractal Ink Design Studio Pvt. Ltd.**

A handwritten signature in blue ink, appearing to read 'Geeta Suthar'.

Geeta Suthar

Director

Fractal Ink Design Studio Pvt. Ltd
701, Sai Samarth Business Park
337/1, Deonar Village Road
Deonar, Mumbai - 400088
Ph: +91 22 25558814
www.fractalink.com



fractal
ink design
studio

CIN:U74999MH2011PTC213907

Contents ...

The Studio & My Contribution & Lessons Learnt & Happy Hours

The Studio

the Bosses



Hemant Suthar

Creative Director



Tanay Kumar

Creative Director

ex-IDCian



Priyanka Agrawal

User Experience Director



Geeta Suthar

Business Development
Director

The Studio

the Team ~ 30 young professionals



The Studio

the Work

- Applications
 - iOS
 - Android
 - Windows
- Websites



The Studio

the Work

- Applications
 - iOS
 - Android
 - Windows
- Websites



The Studio

the Work

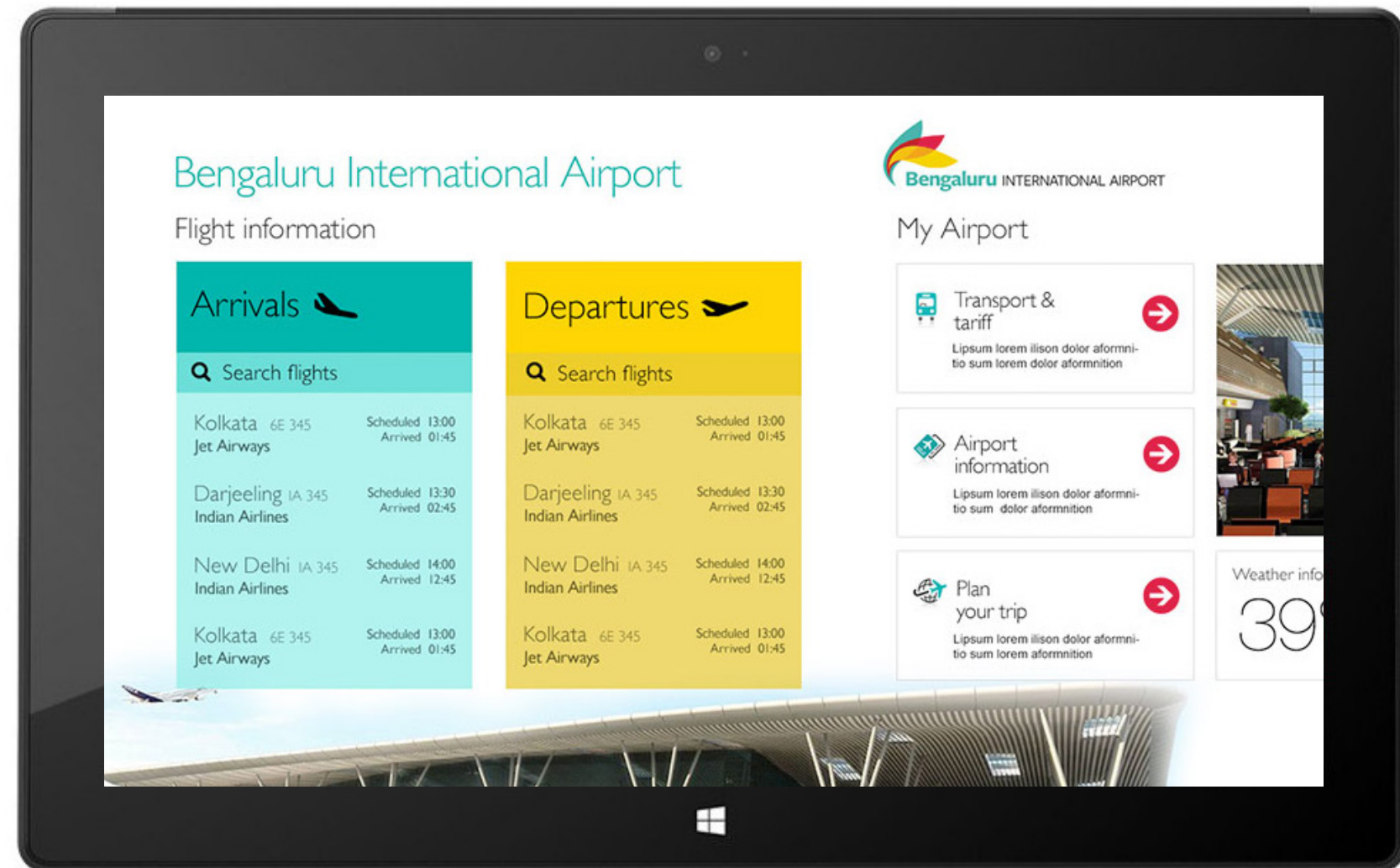
- Applications
 - iOS
 - Android
 - Windows
- Websites



The Studio

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 - Windows
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The Studio

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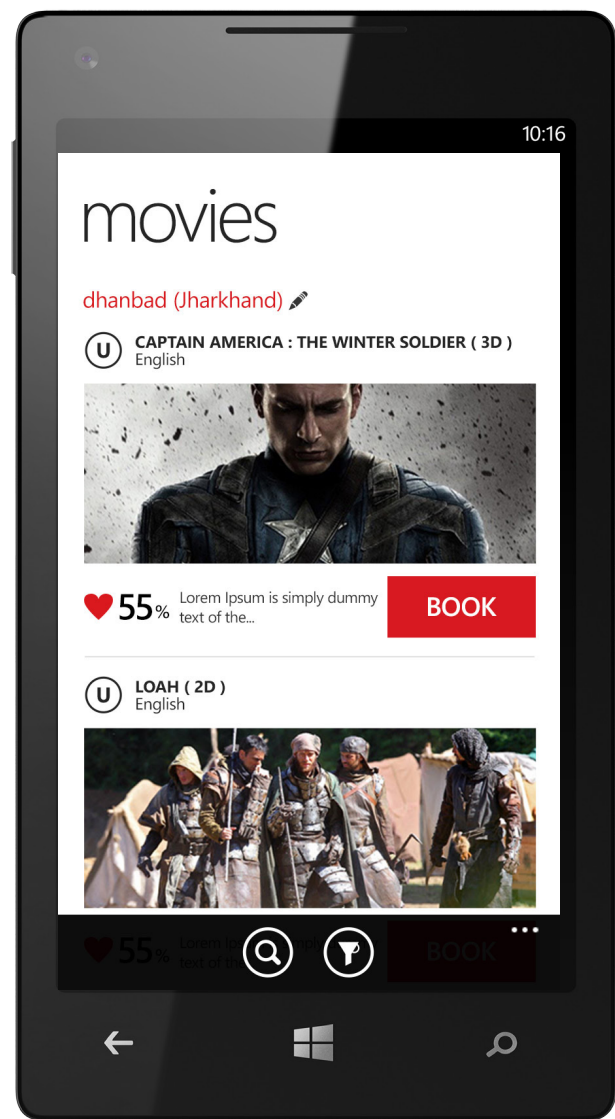


My contribution Summary

- Visual Design ~ Windows Phone, Windows Tablet, Website
- Wireframe ~ Windows Phone

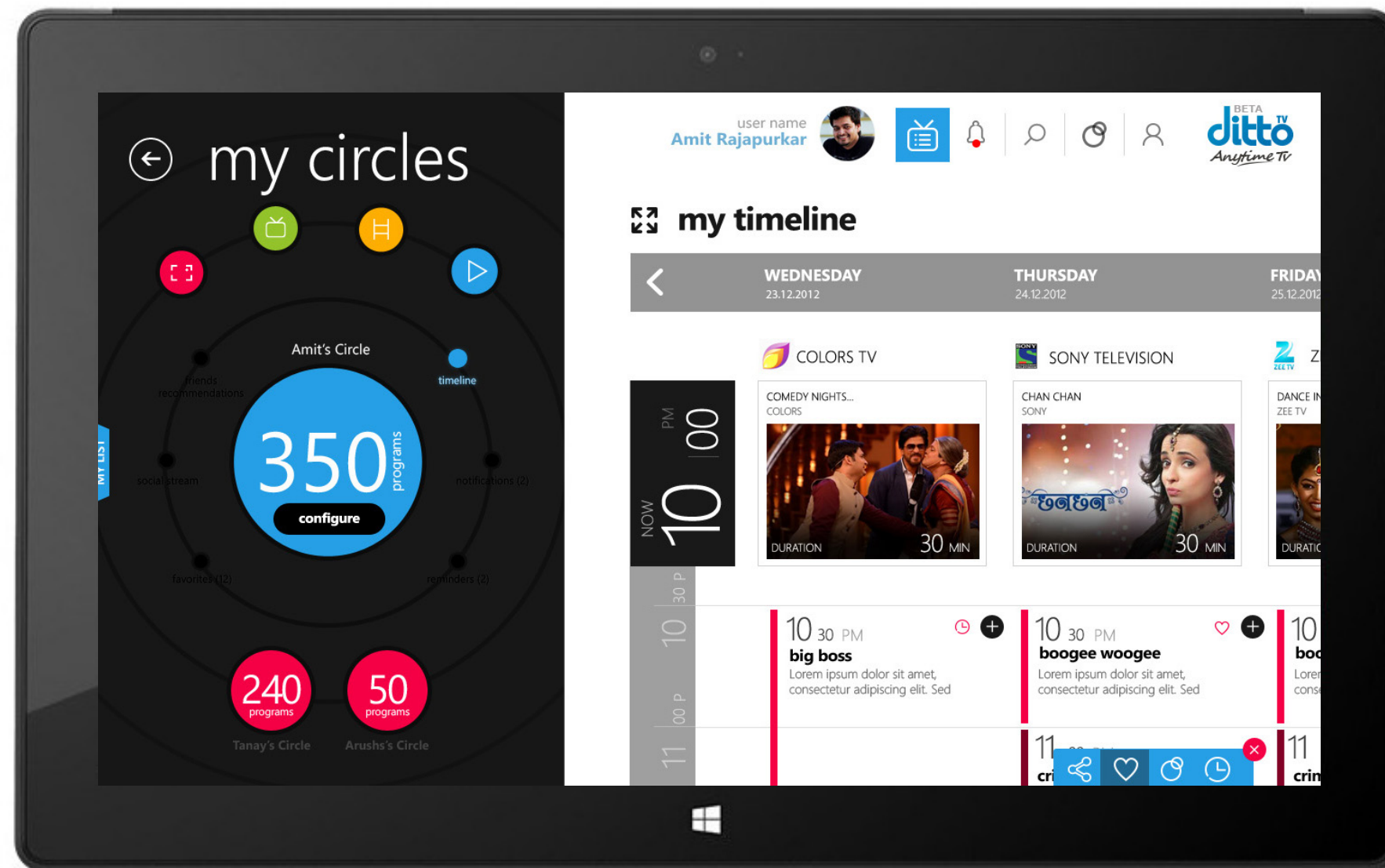
My contribution Summary

Book My Show



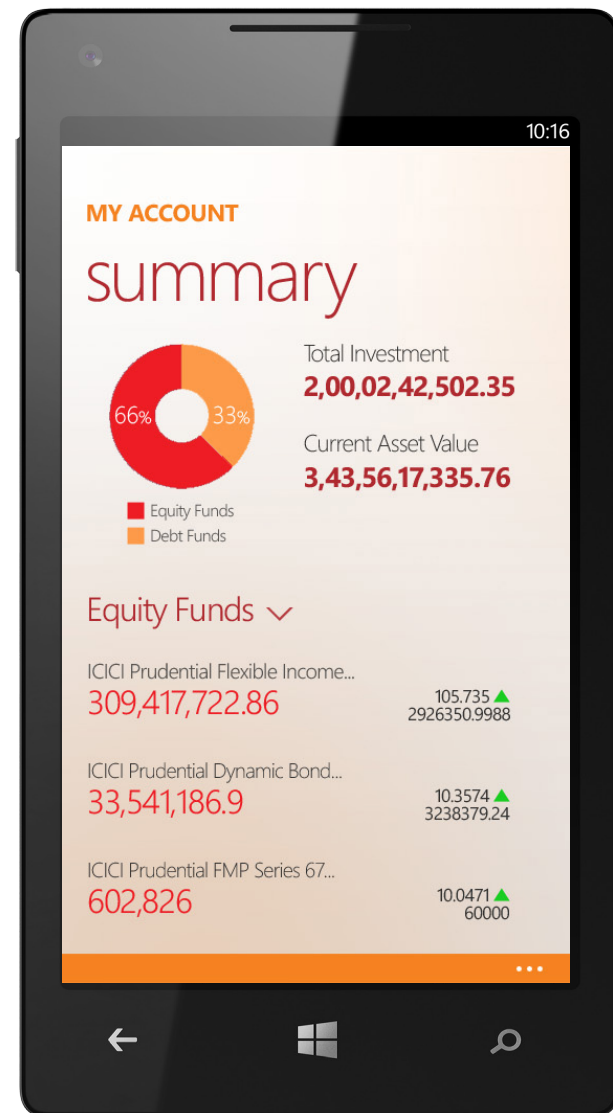
My contribution Summary

Book My Show & Ditto TV



My contribution Summary

Book My Show & Ditto TV & **ICICI Prudential**



My contribution Summary

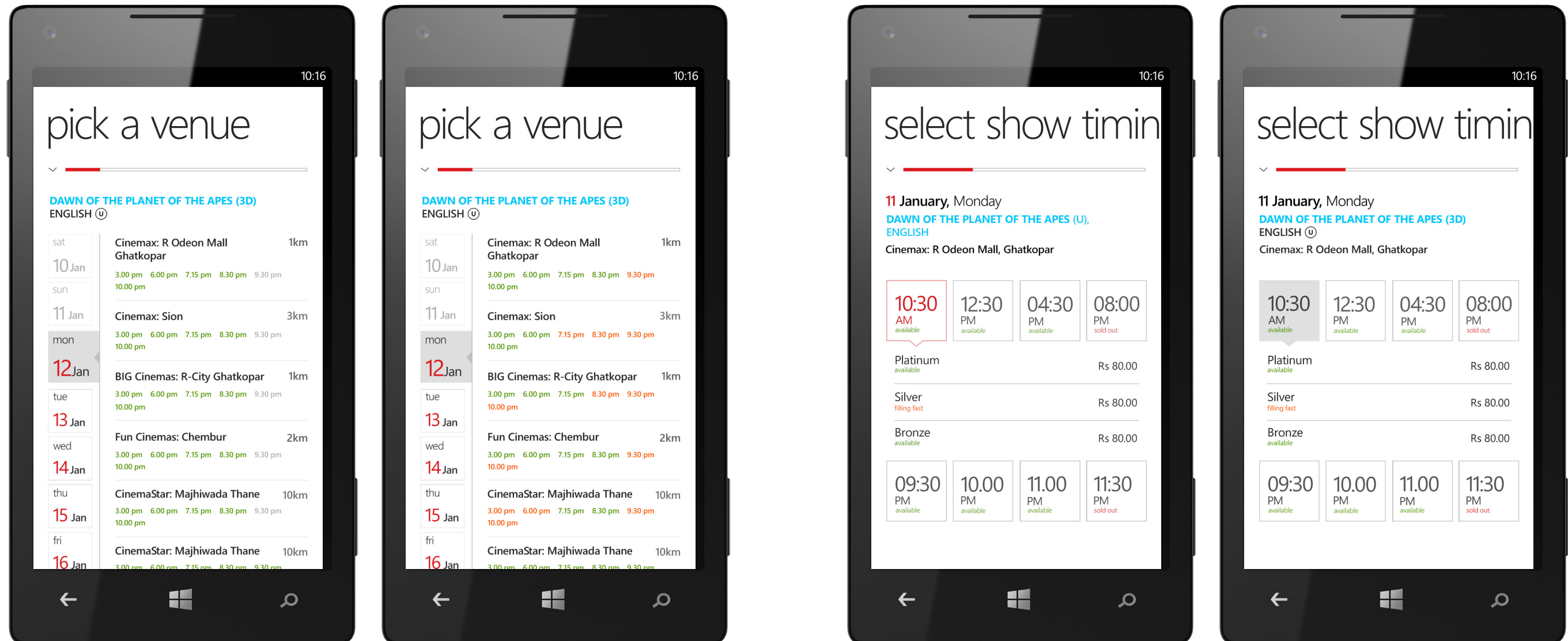
Book My Show & Ditto TV & ICICI Prudential & **Godrej Smarti**



My Contribution

Book My Show

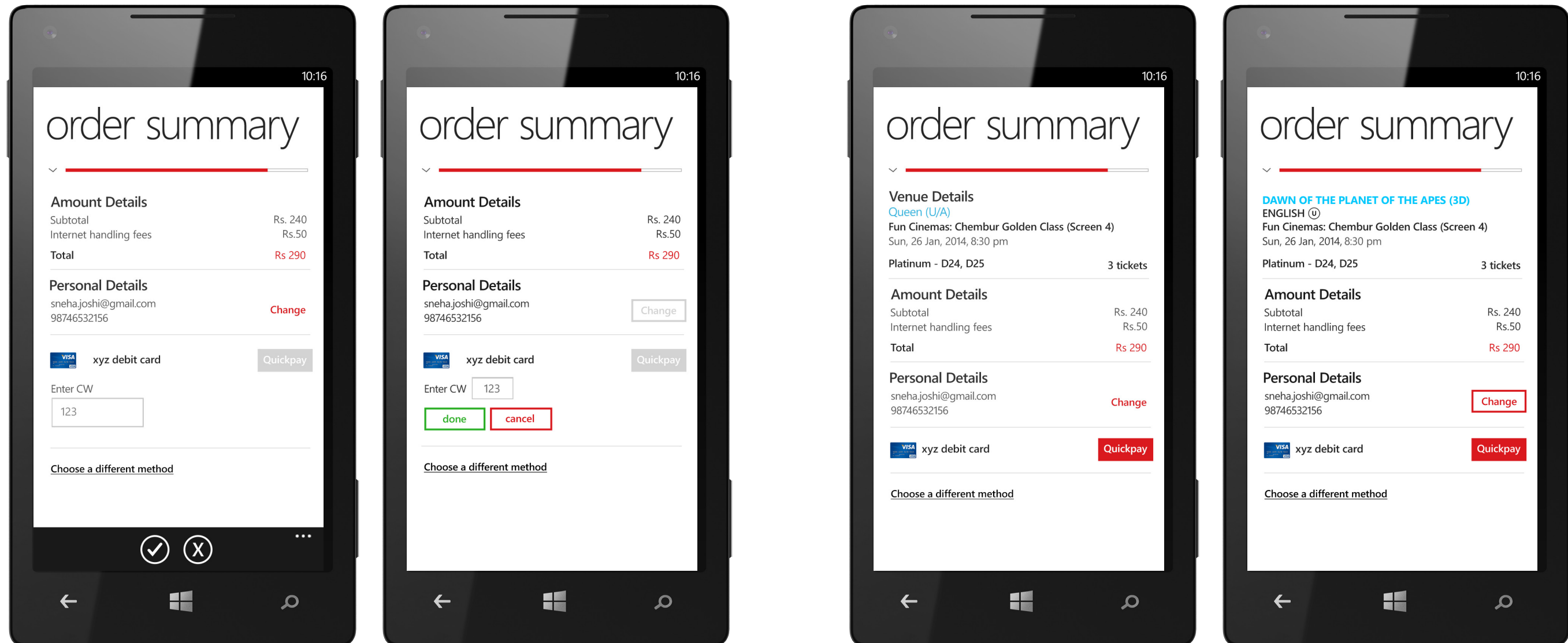
Beginning of the Internship, Minor improvements to screens



My Contribution

Book My Show

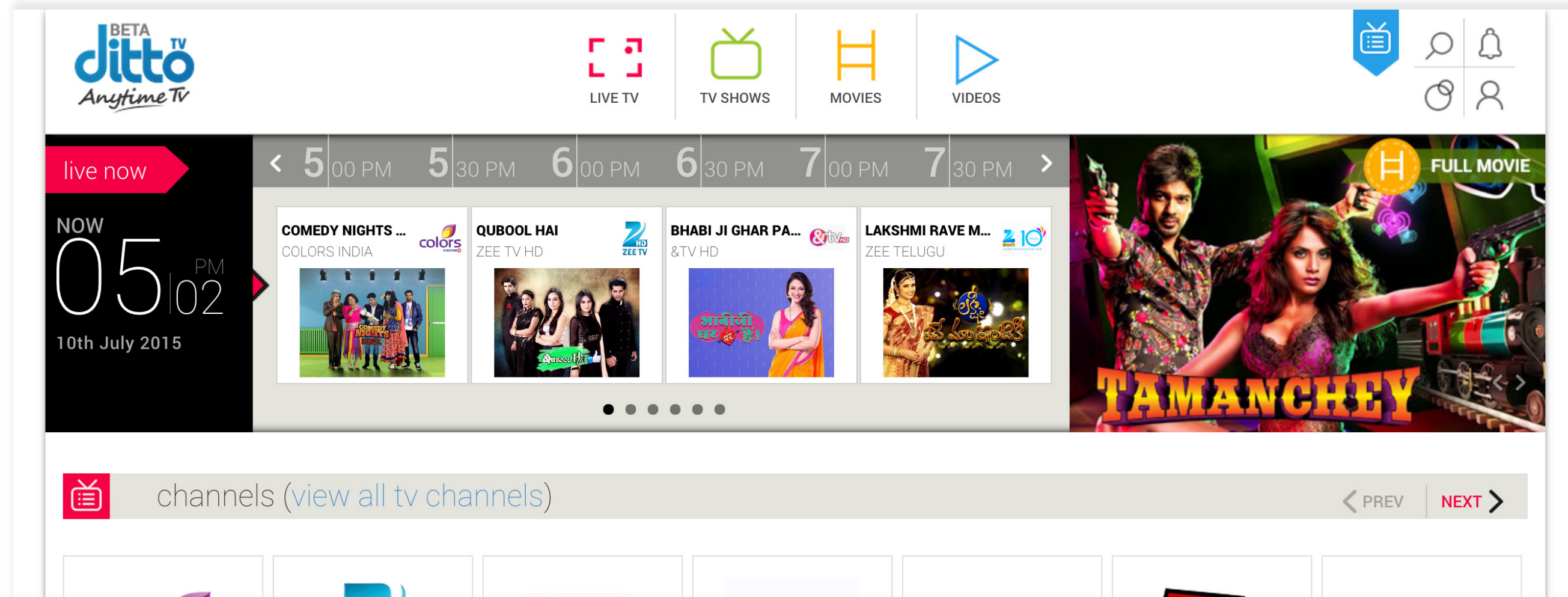
Beginning of the Internship, Minor improvements to screens



My Contribution

Ditto TV

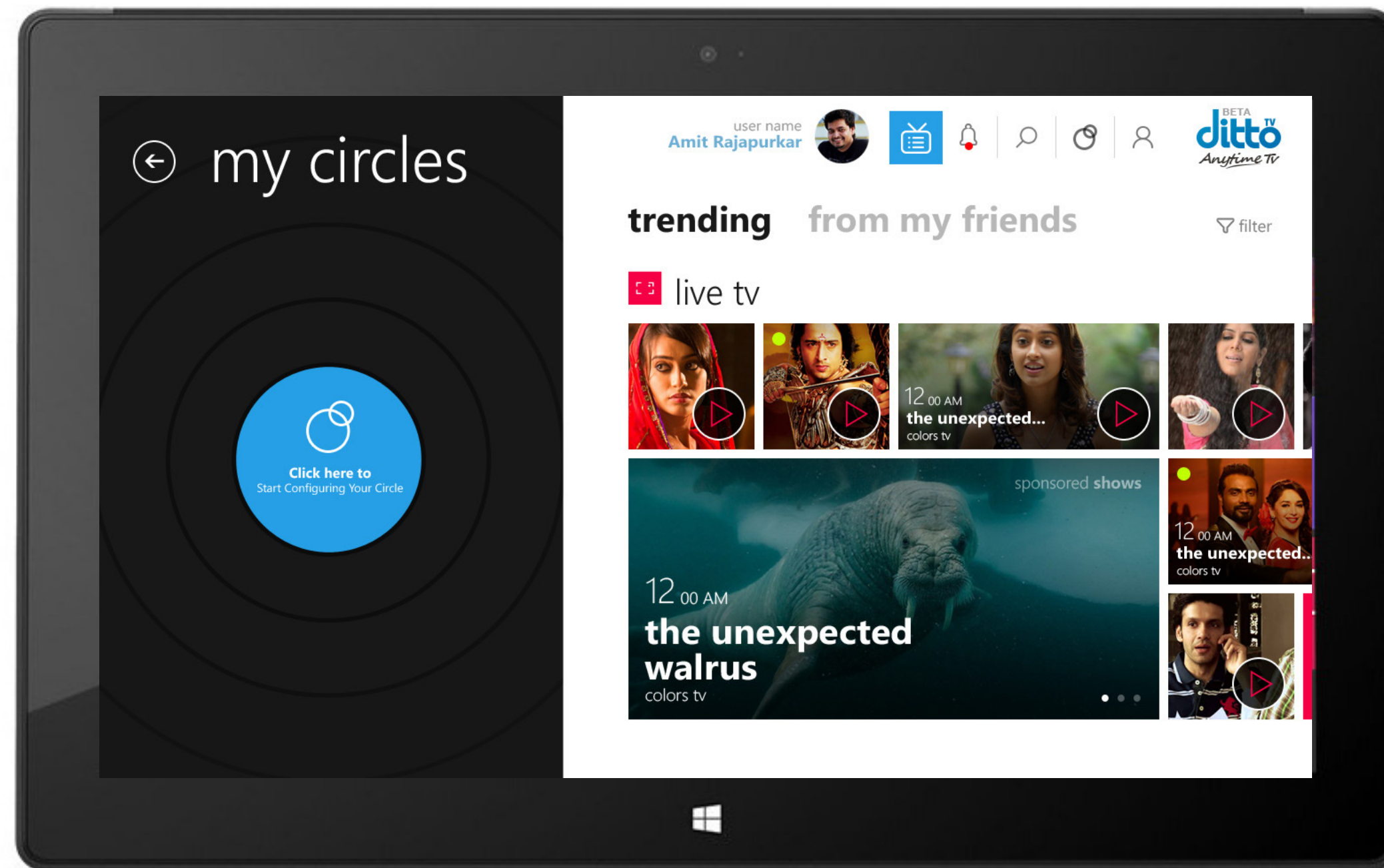
- What is DiitoTV? ~ Paid service for TV viewing on the web
- My contribution: One Module ~ **My Circles**
- Screens for Windows Tablet
- Already done: MyCircles for Android Tablet



My Contribution

Ditto TV

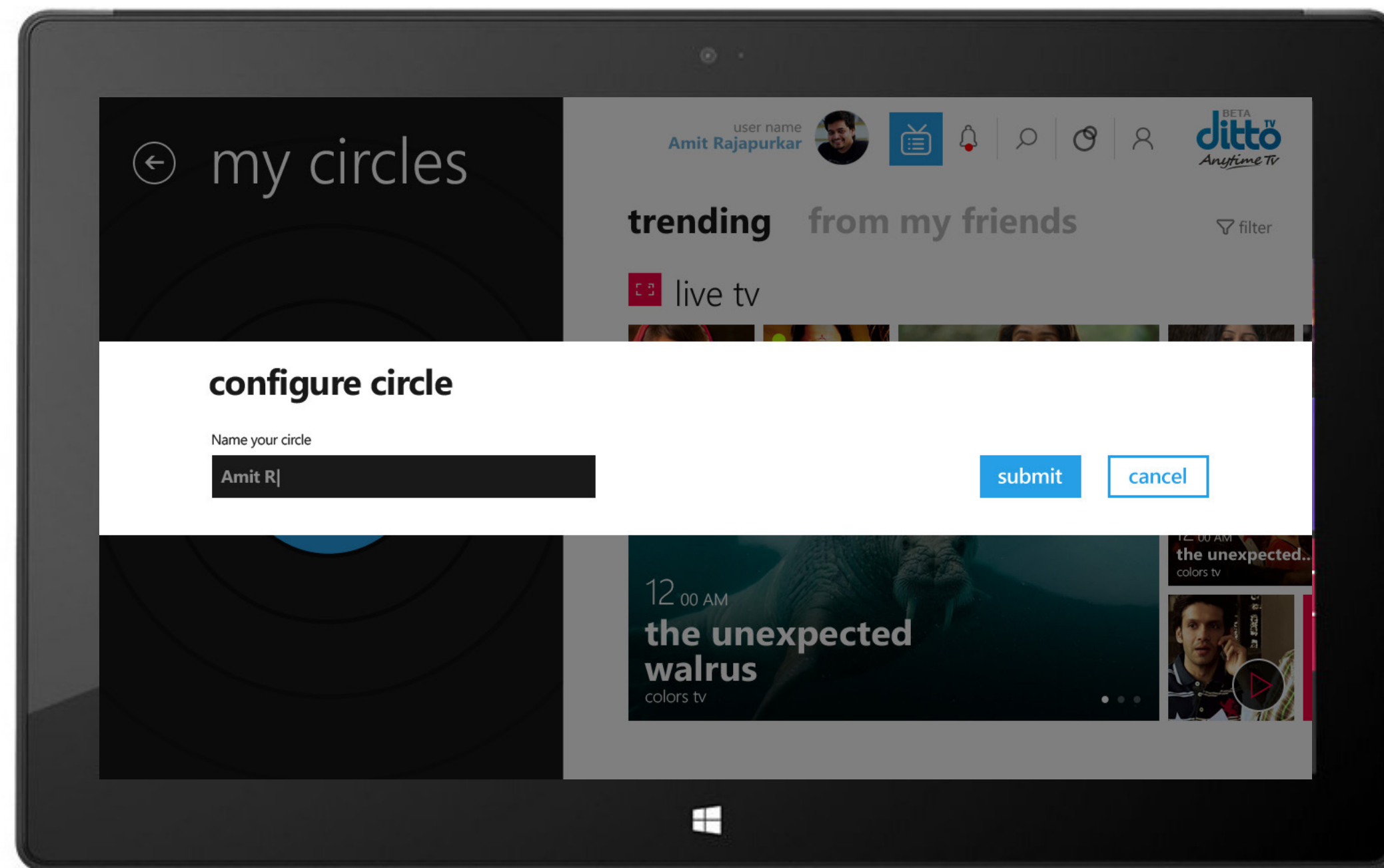
Windows Tablet



My Contribution

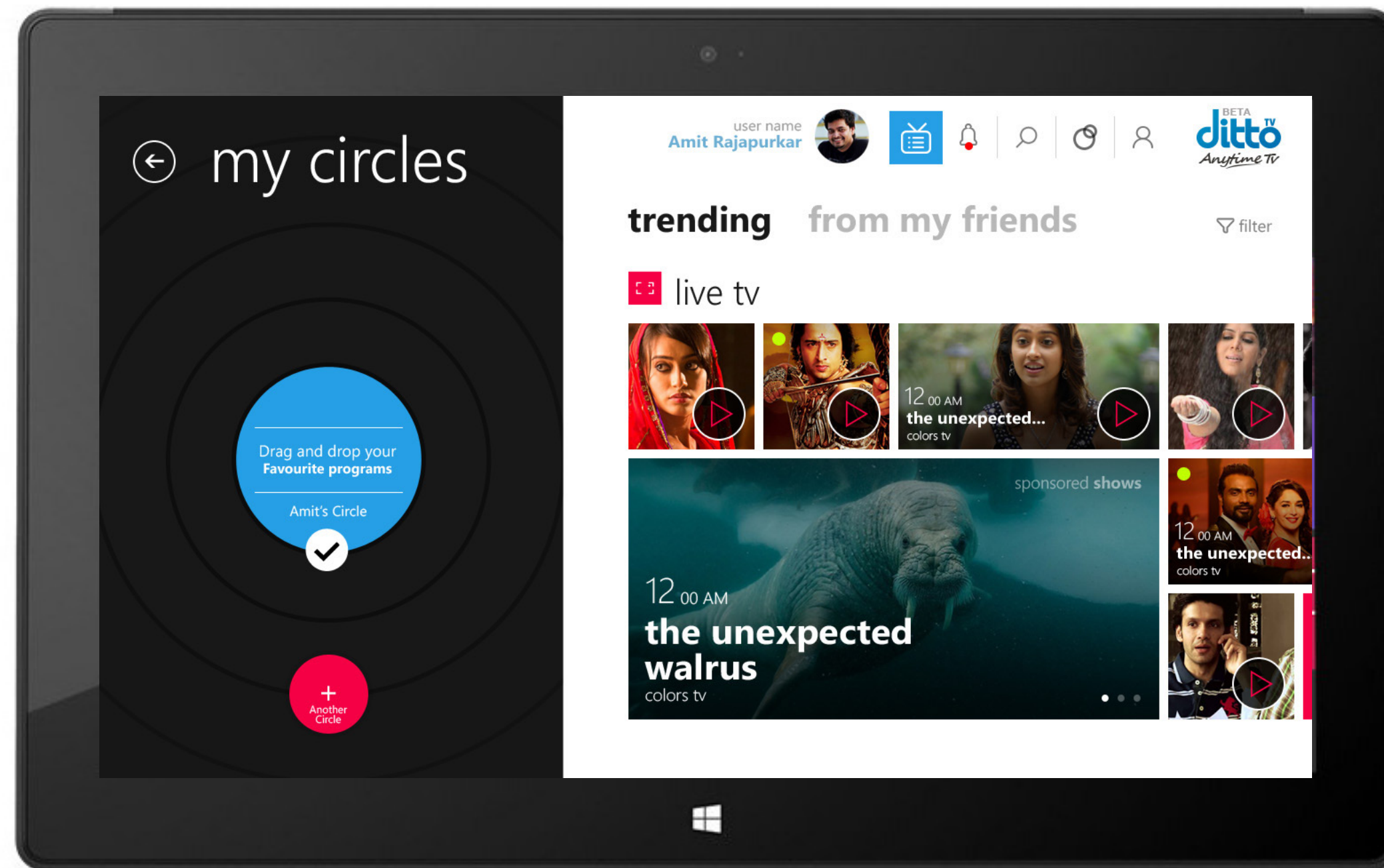
Ditto TV

Windows Tablet



My Contribution Ditto TV

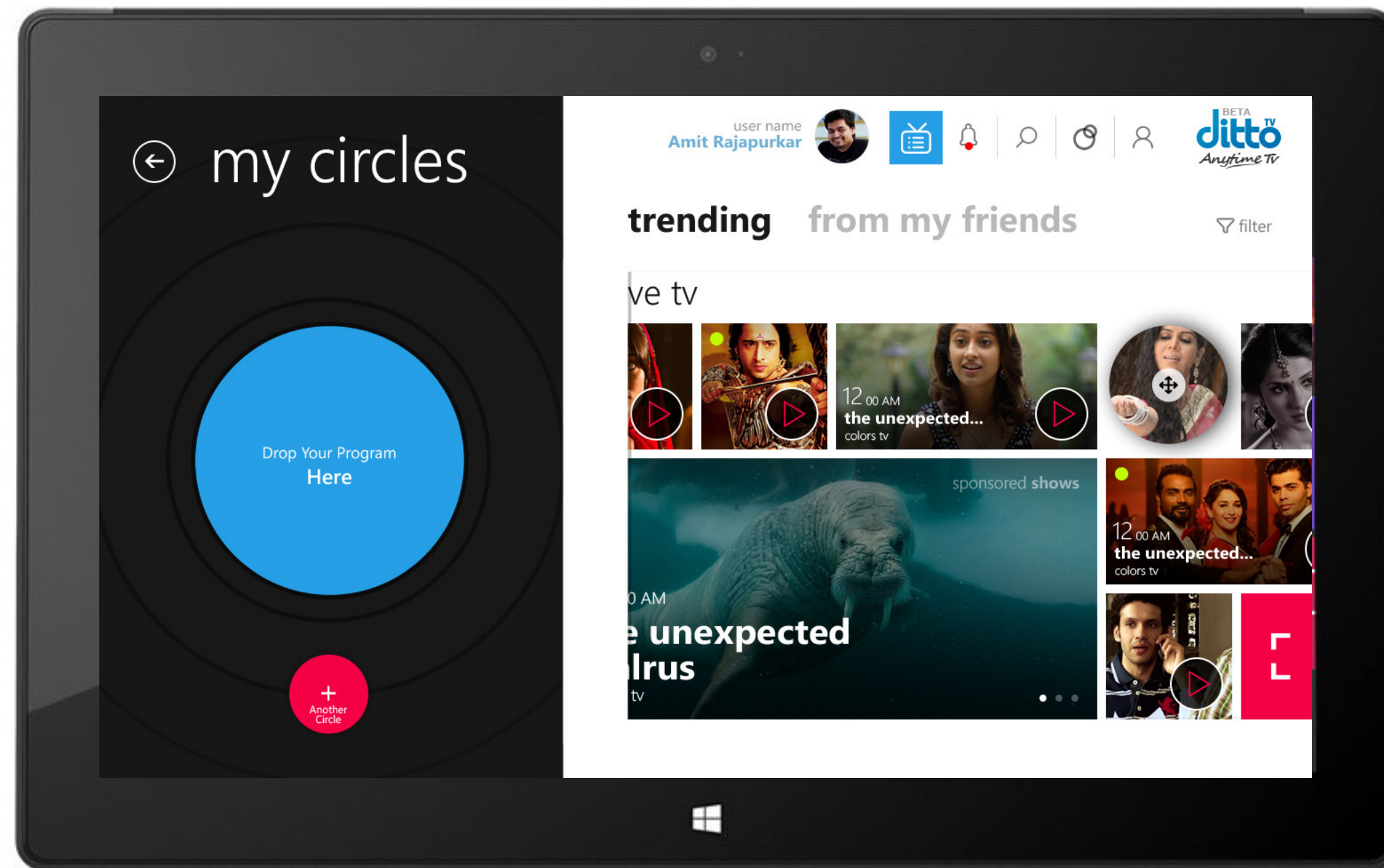
Windows Tablet



My Contribution

Ditto TV

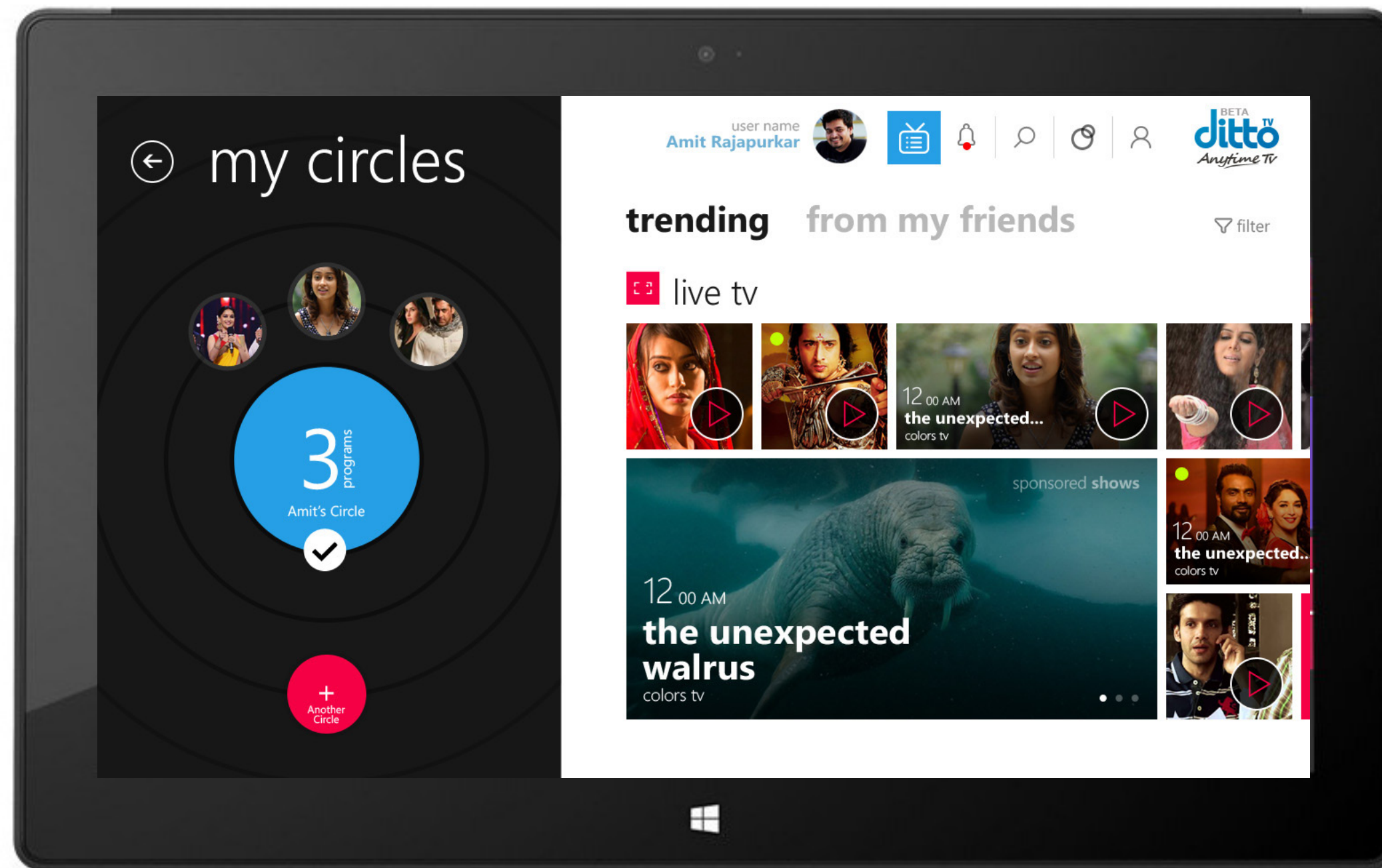
Windows Tablet



My Contribution

Ditto TV

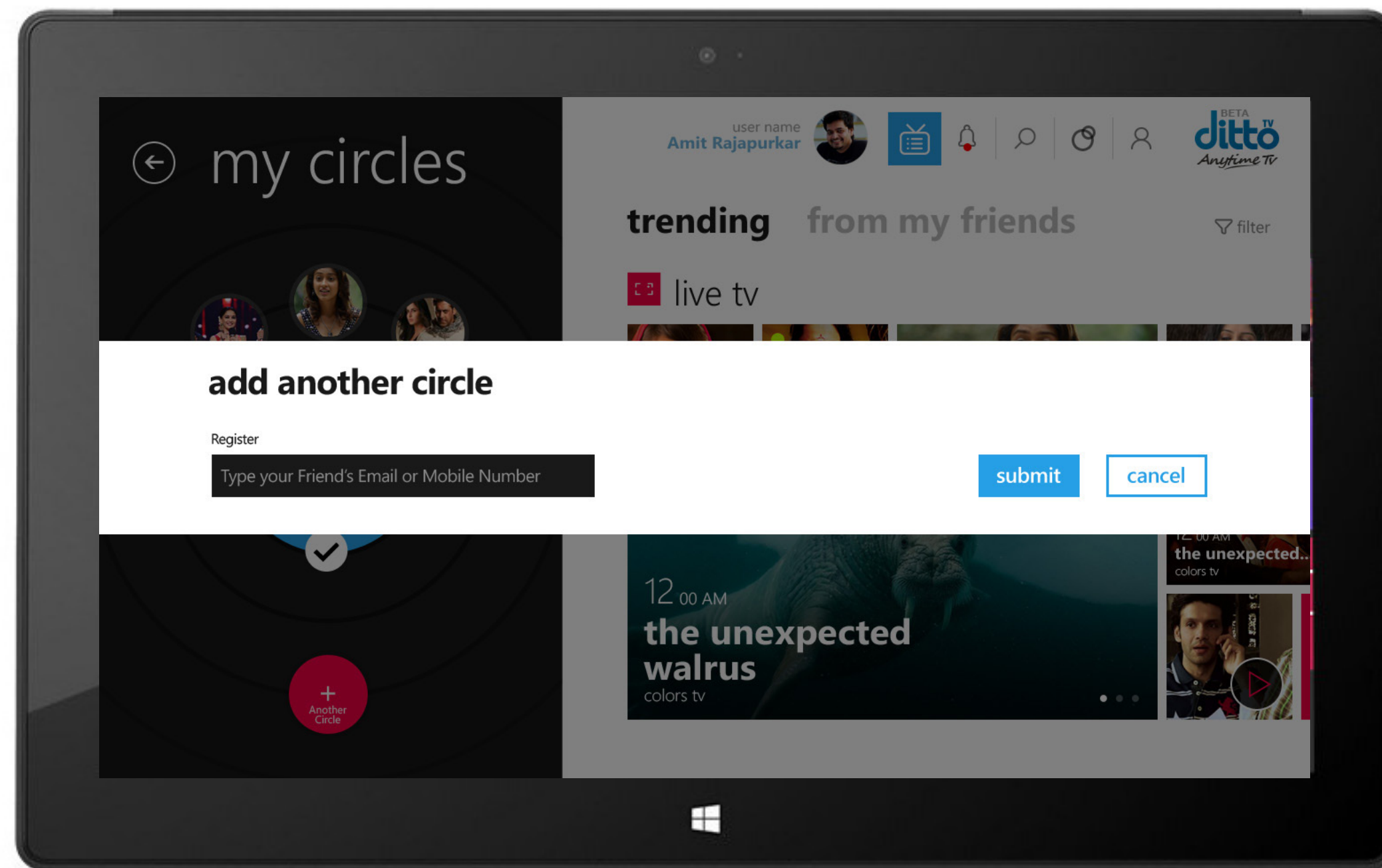
Windows Tablet



My Contribution

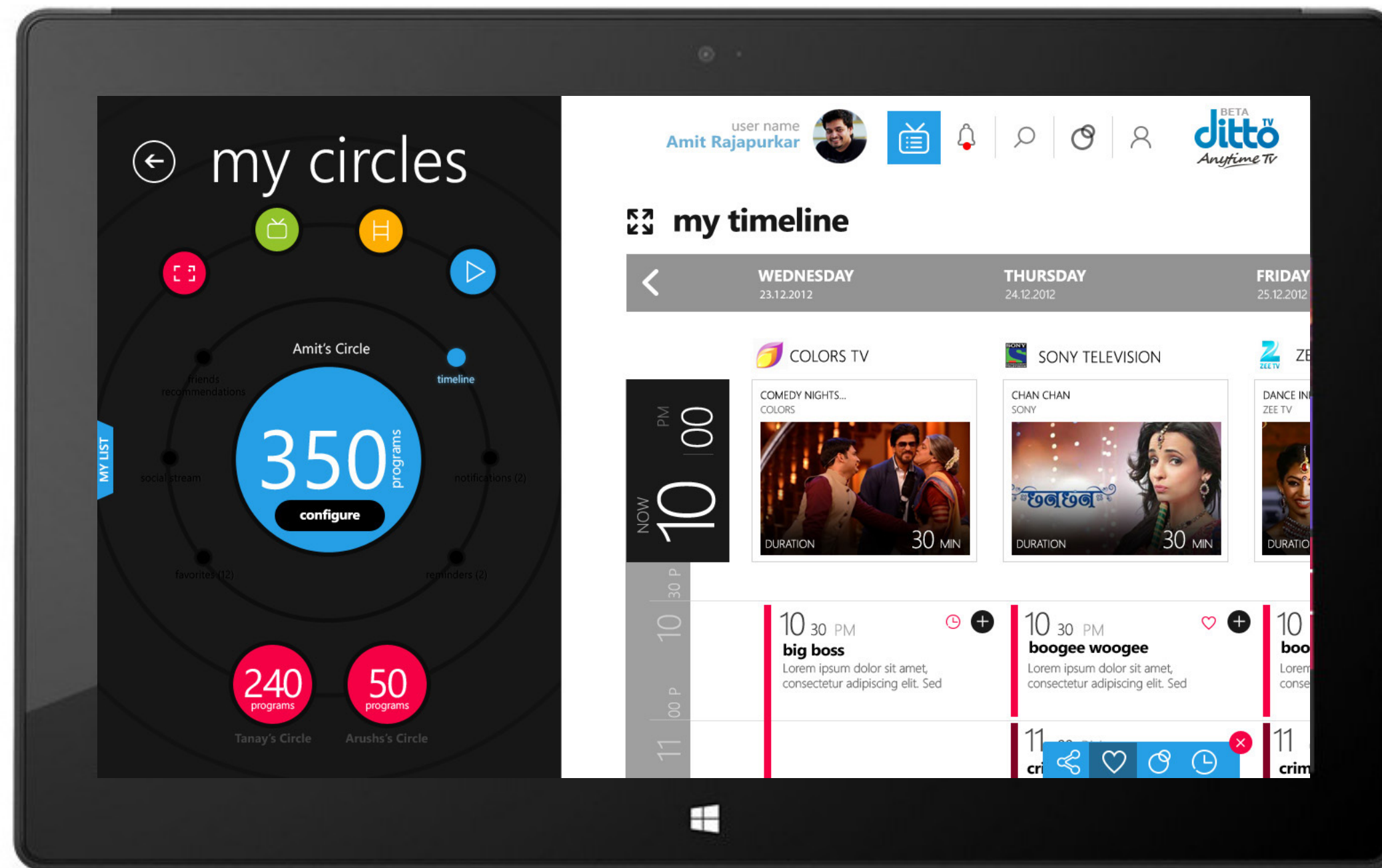
Ditto TV

Windows Tablet



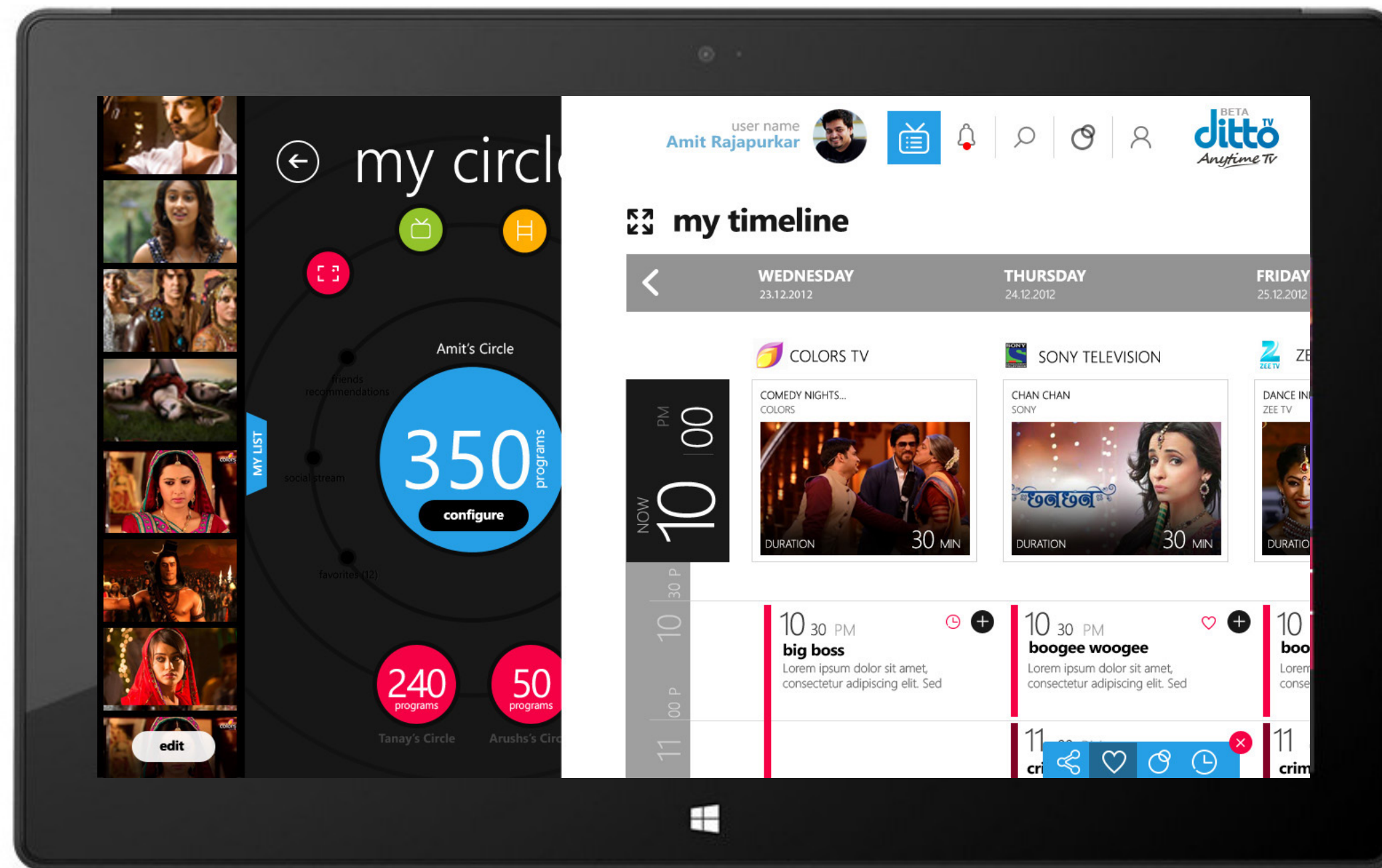
My Contribution Ditto TV

Windows Tablet



My Contribution Ditto TV

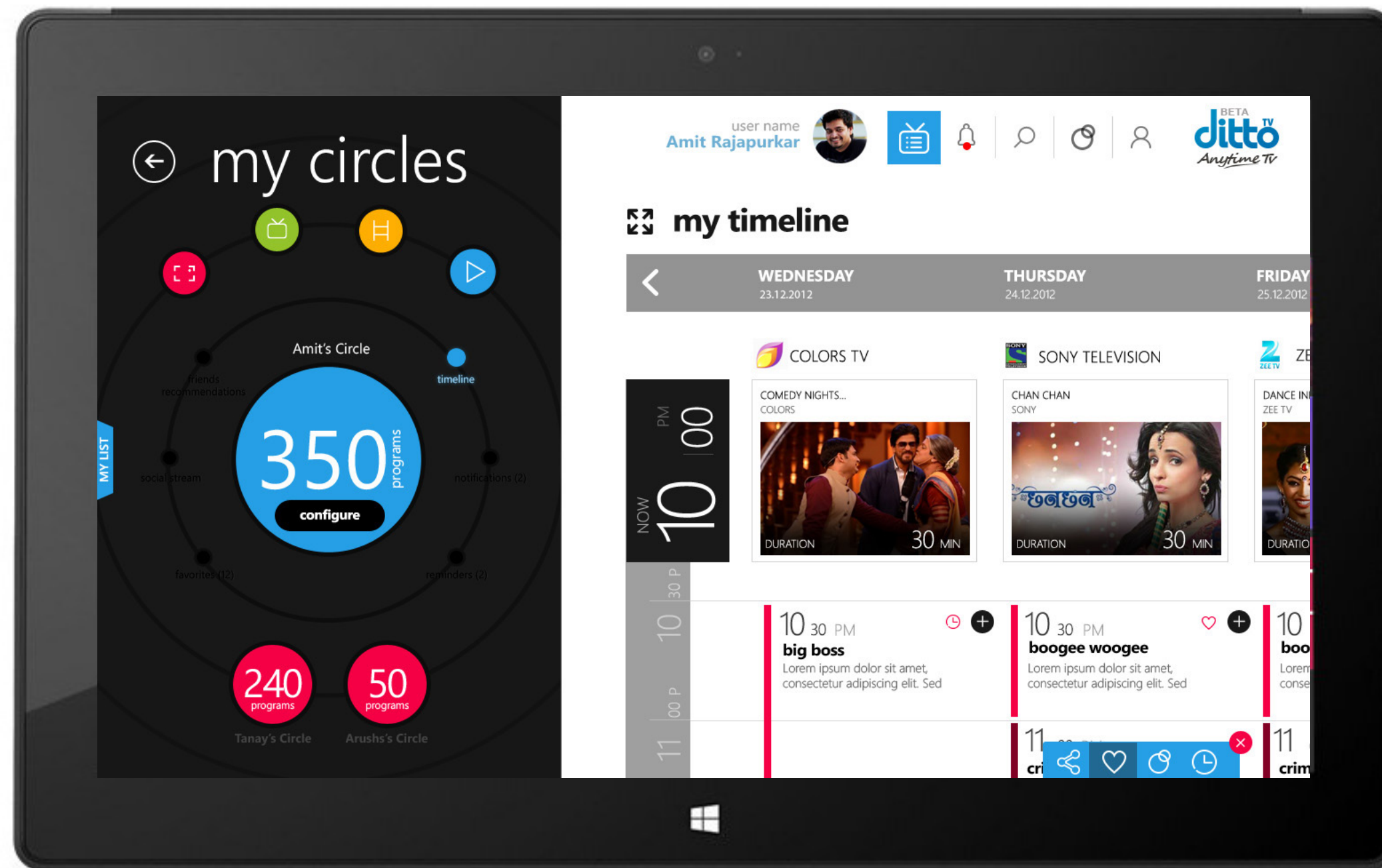
Windows Tablet



My Contribution

Ditto TV

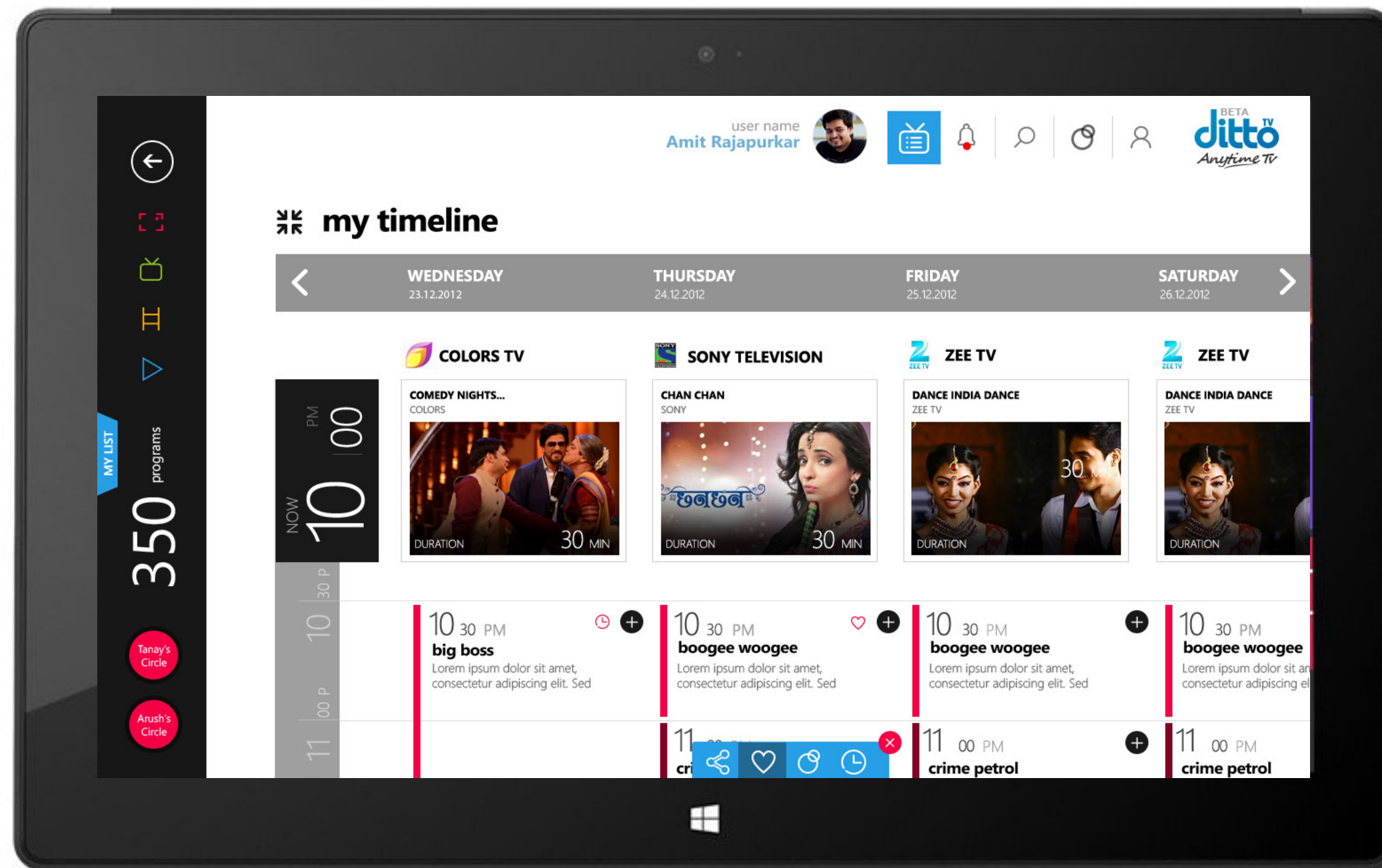
Windows Tablet



My Contribution

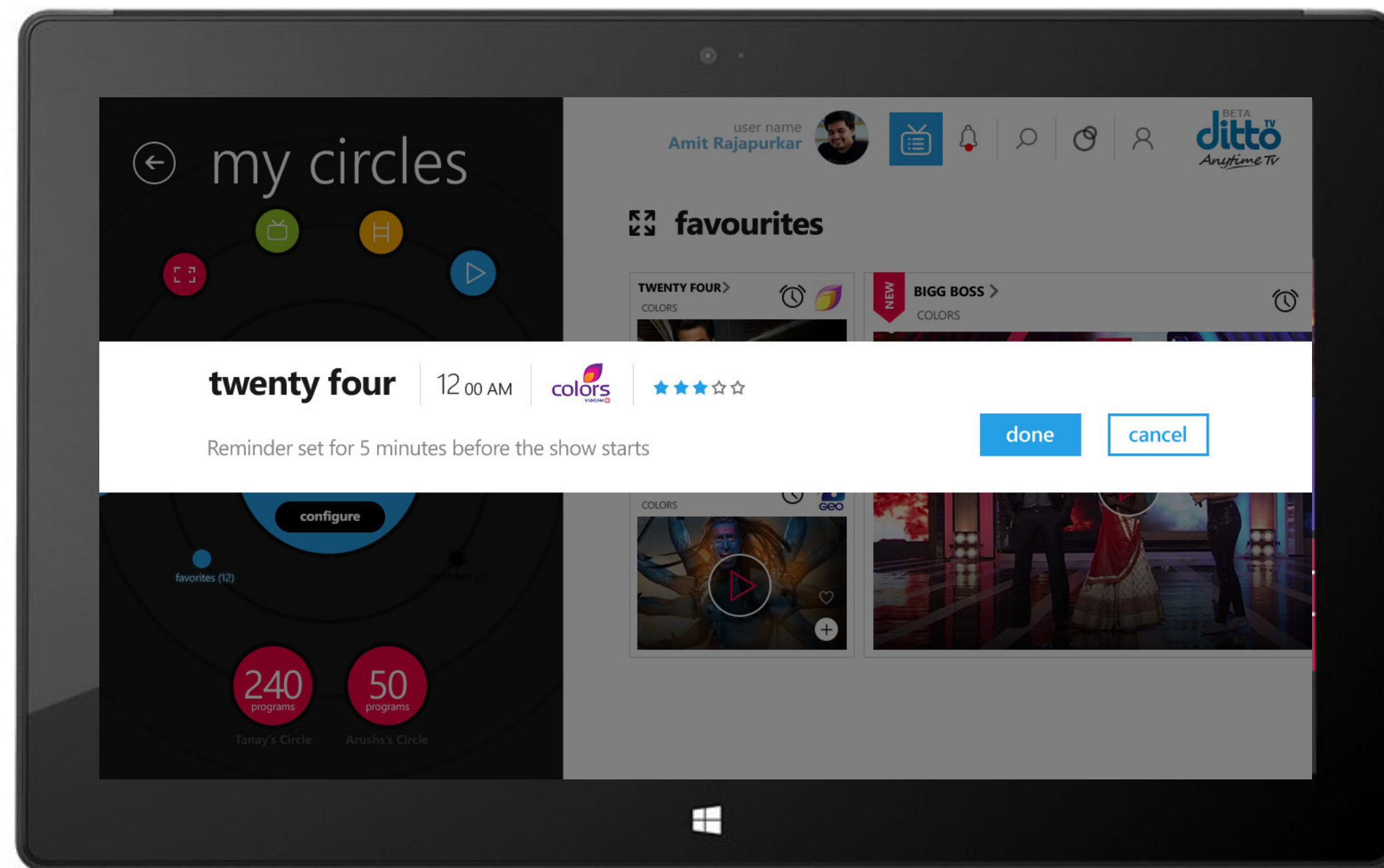
Ditto TV

Windows Tablet



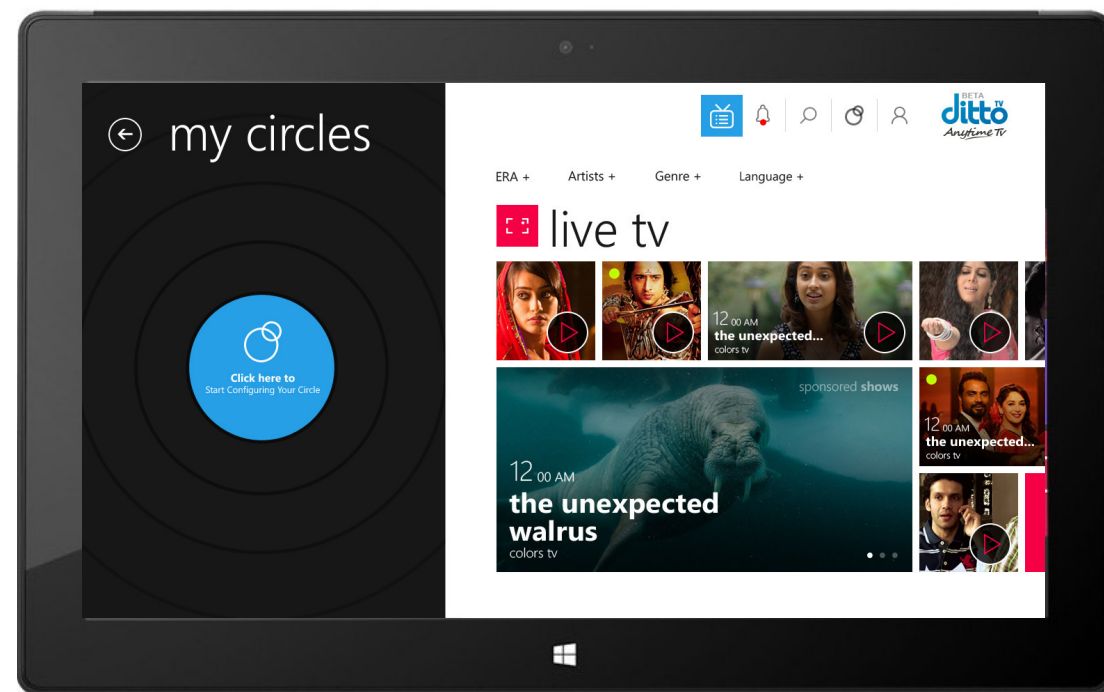
My Contribution Ditto TV

Windows Tablet

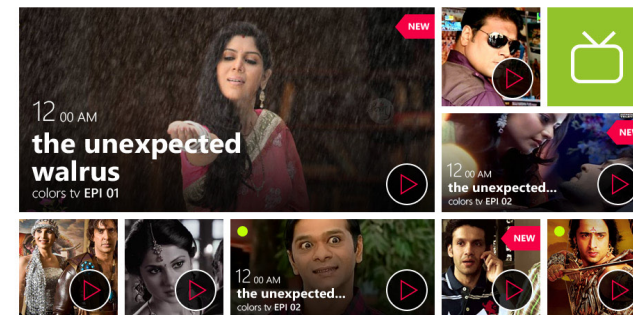


My Contribution Ditto TV

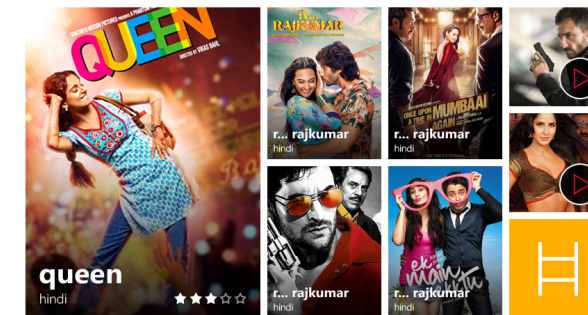
Windows Tablet



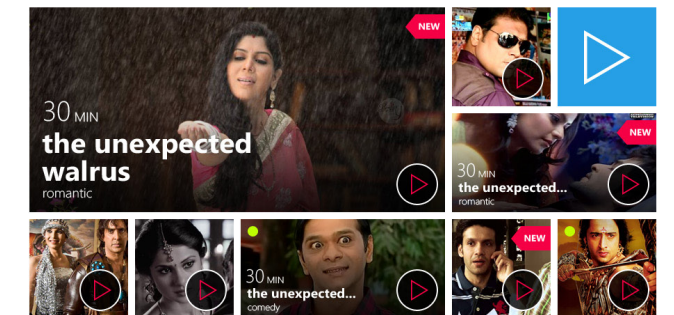
tv shows



movies



videos



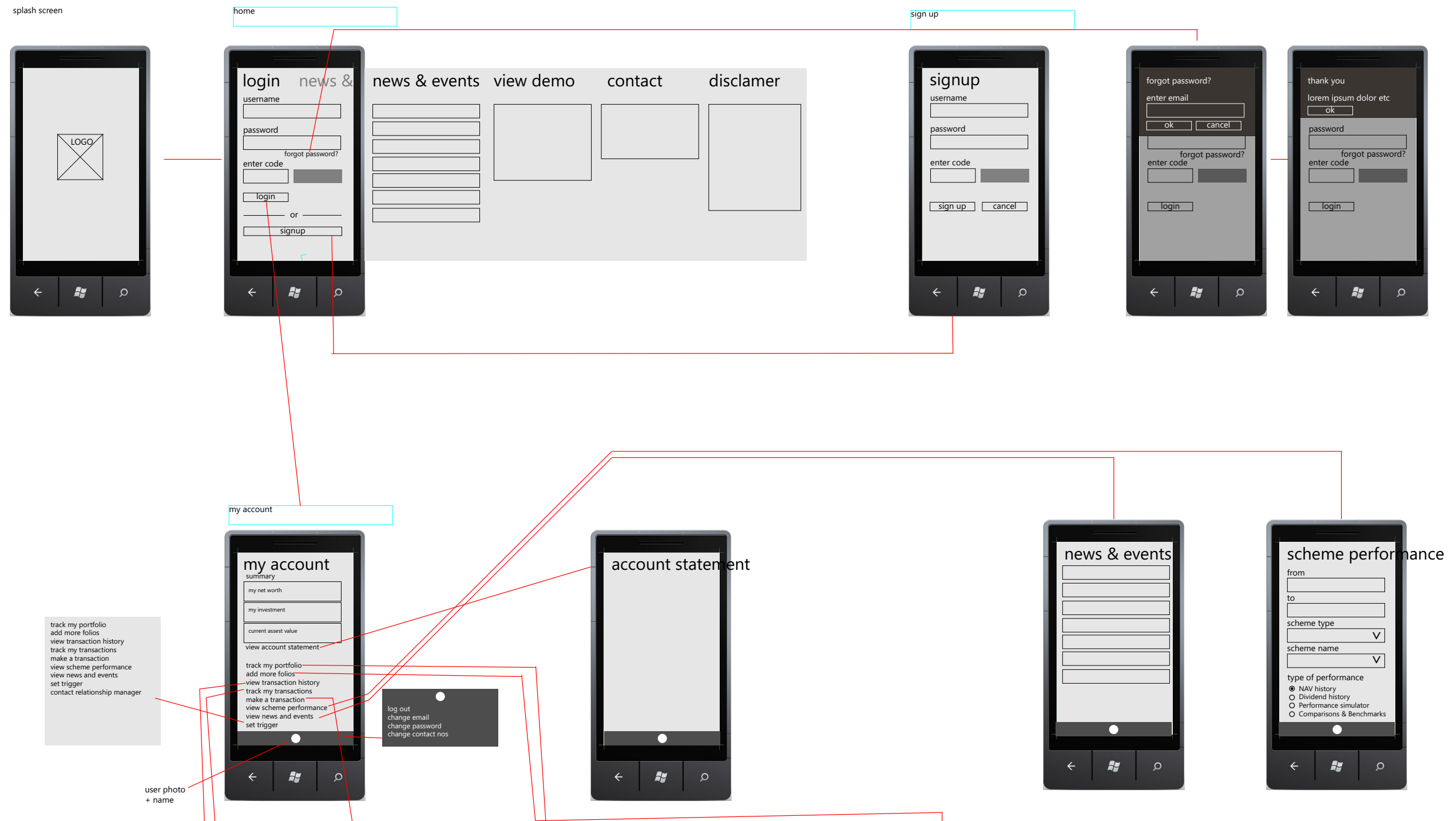
My Contribution

ICICI Prudential

- My contribution: Wireframes + Screens ~ Windows Phone
- Already done: App on Windows Tablet

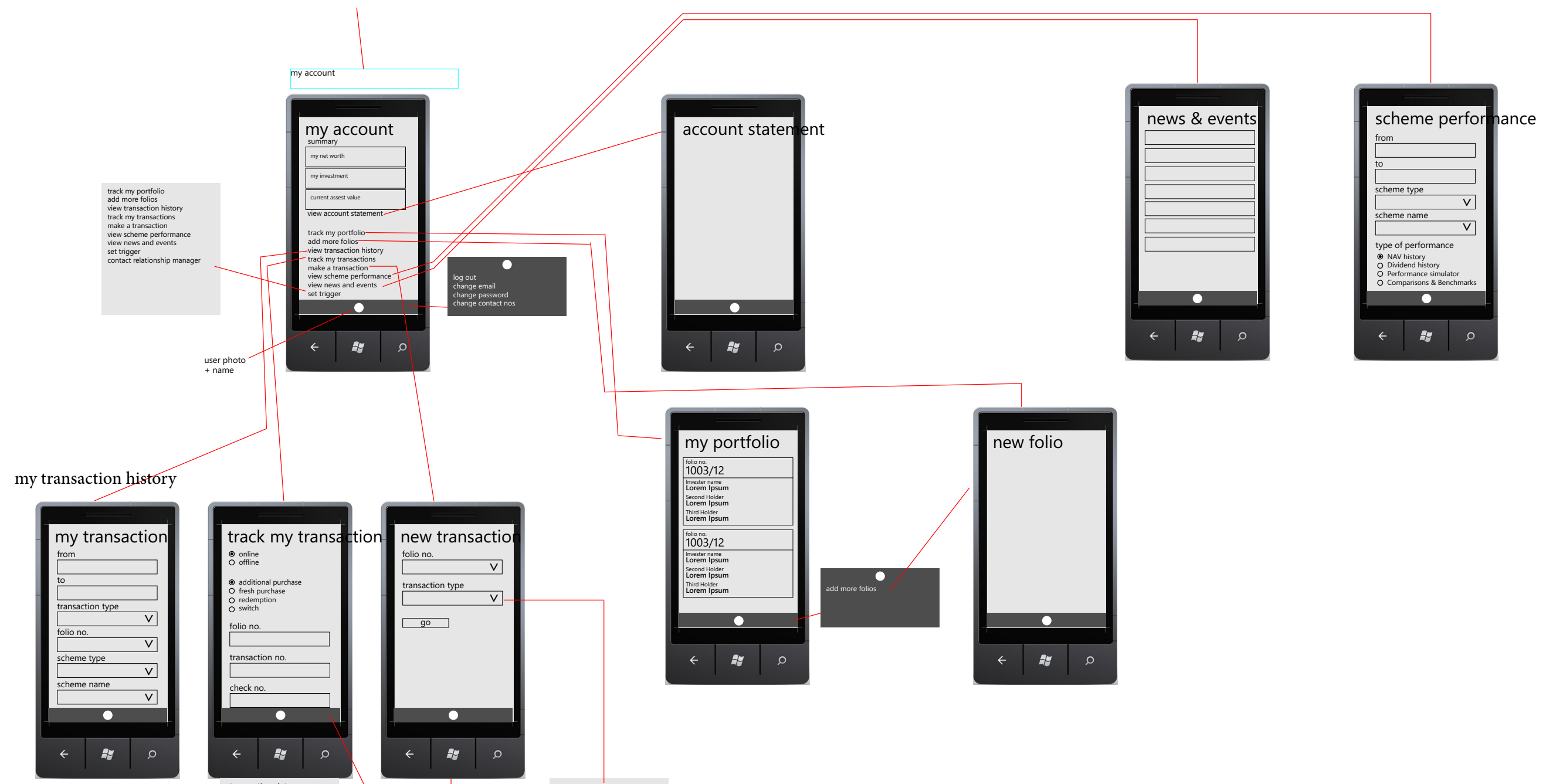
My Contribution ICICI Prudential

Wireframes



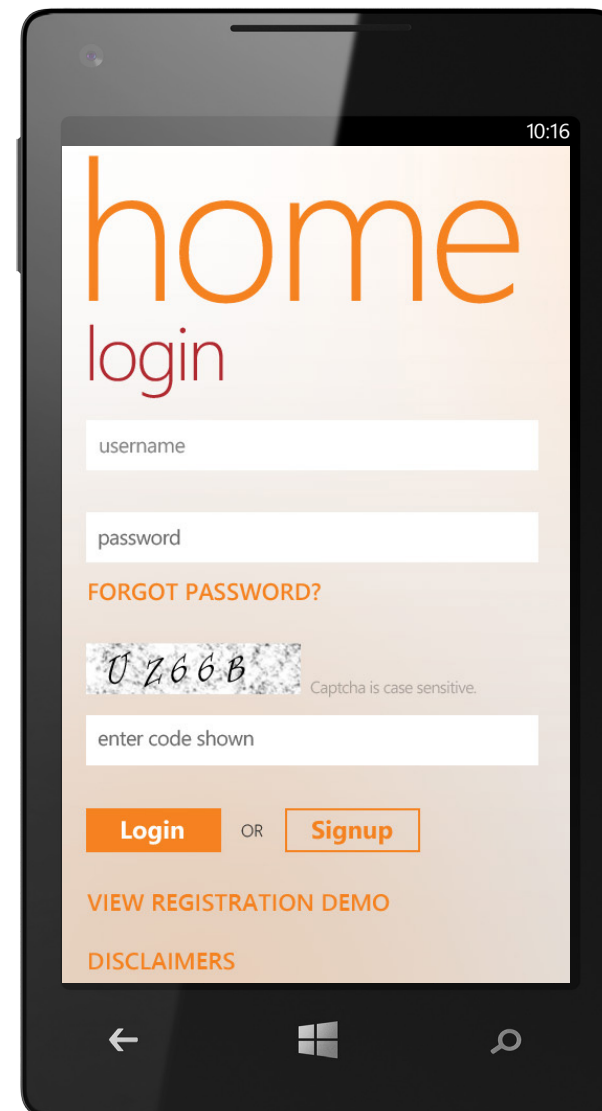
My Contribution ICICI Prudential

Wireframes



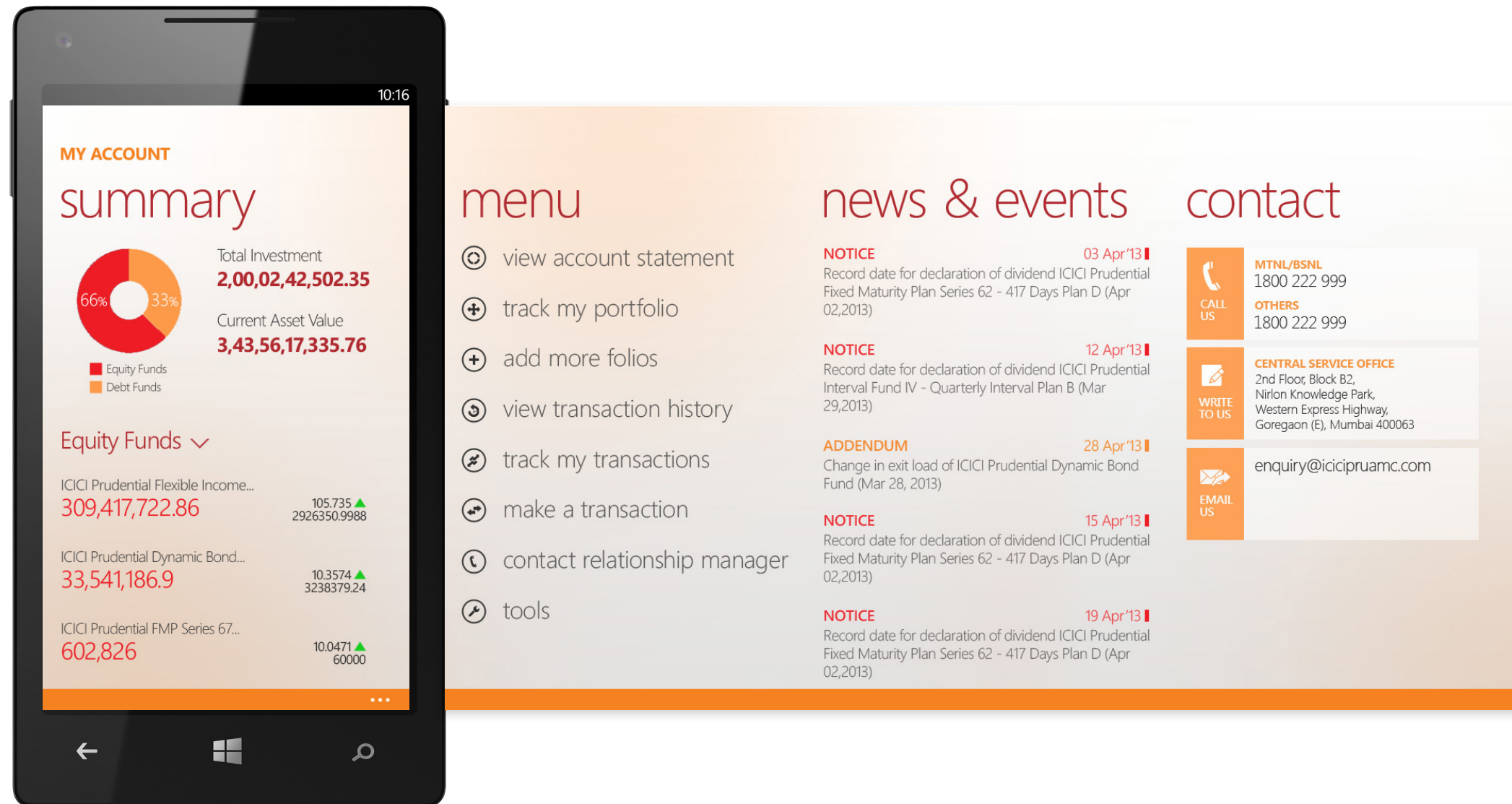
My Contribution ICICI Prudential

Windows Phone



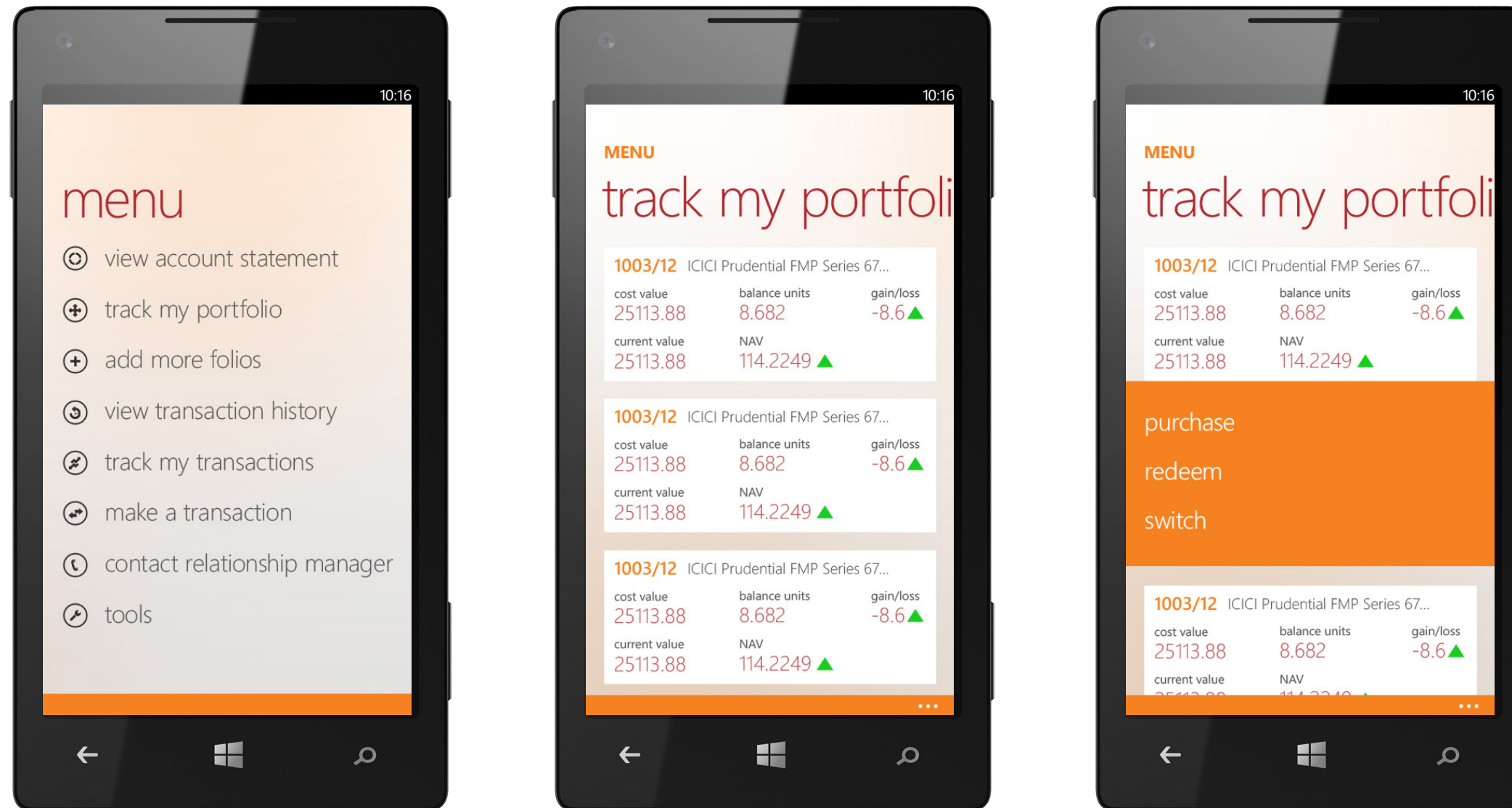
My Contribution ICICI Prudential

Windows Phone



My Contribution ICICI Prudential

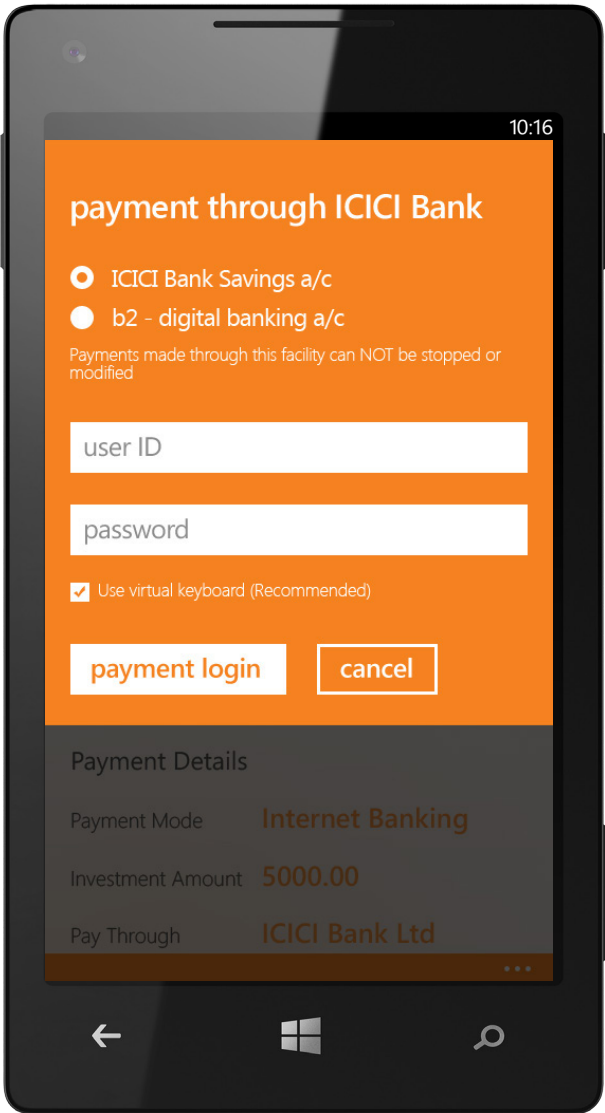
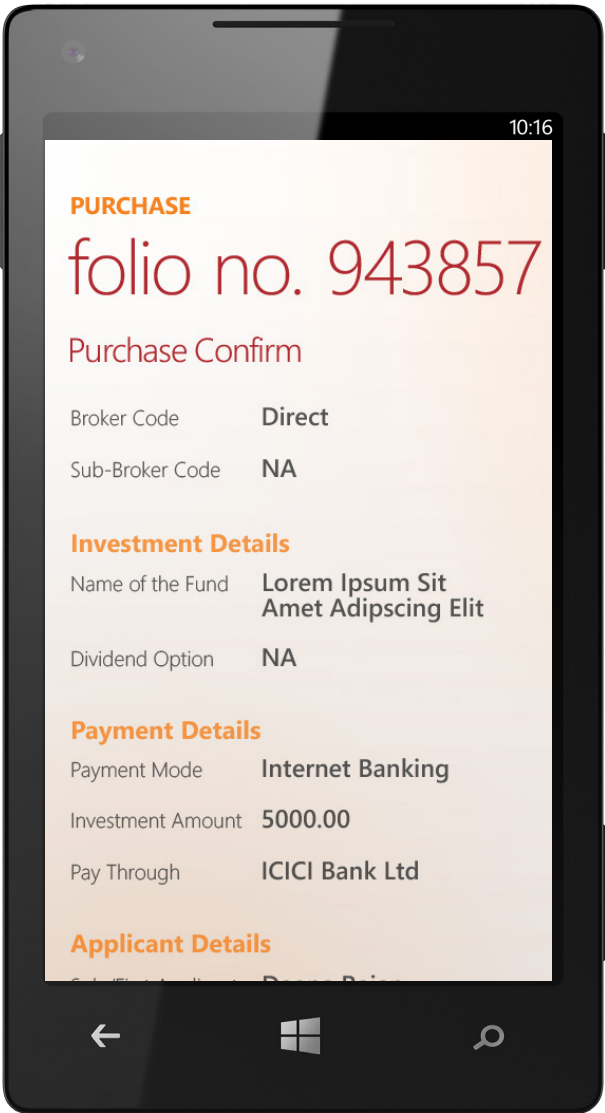
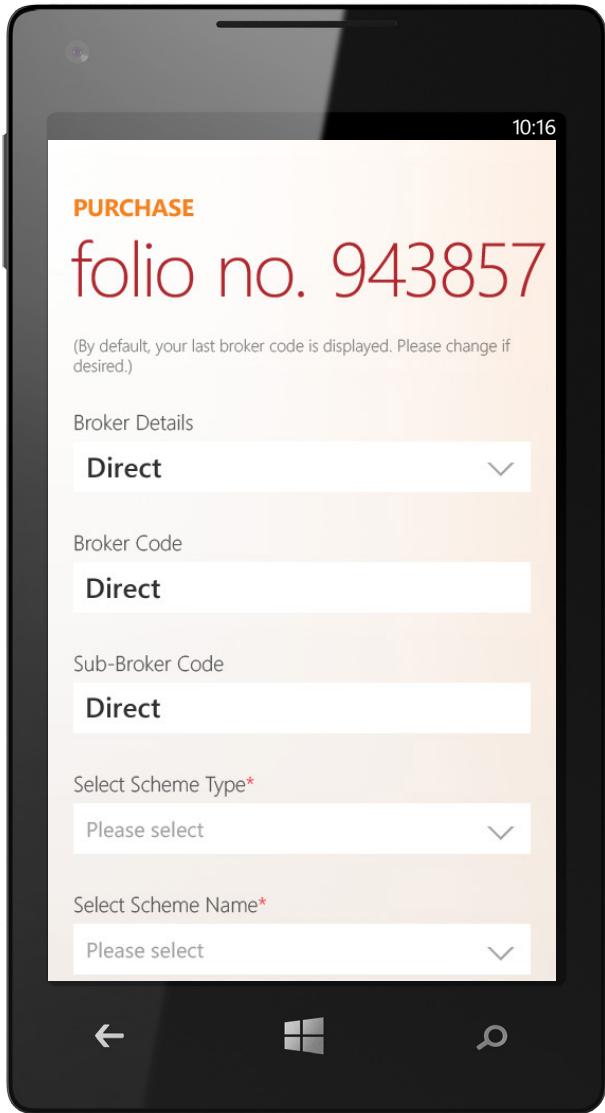
Windows Phone



My Contribution

ICICI Prudential

Windows Phone



My Contribution ICICI Prudential

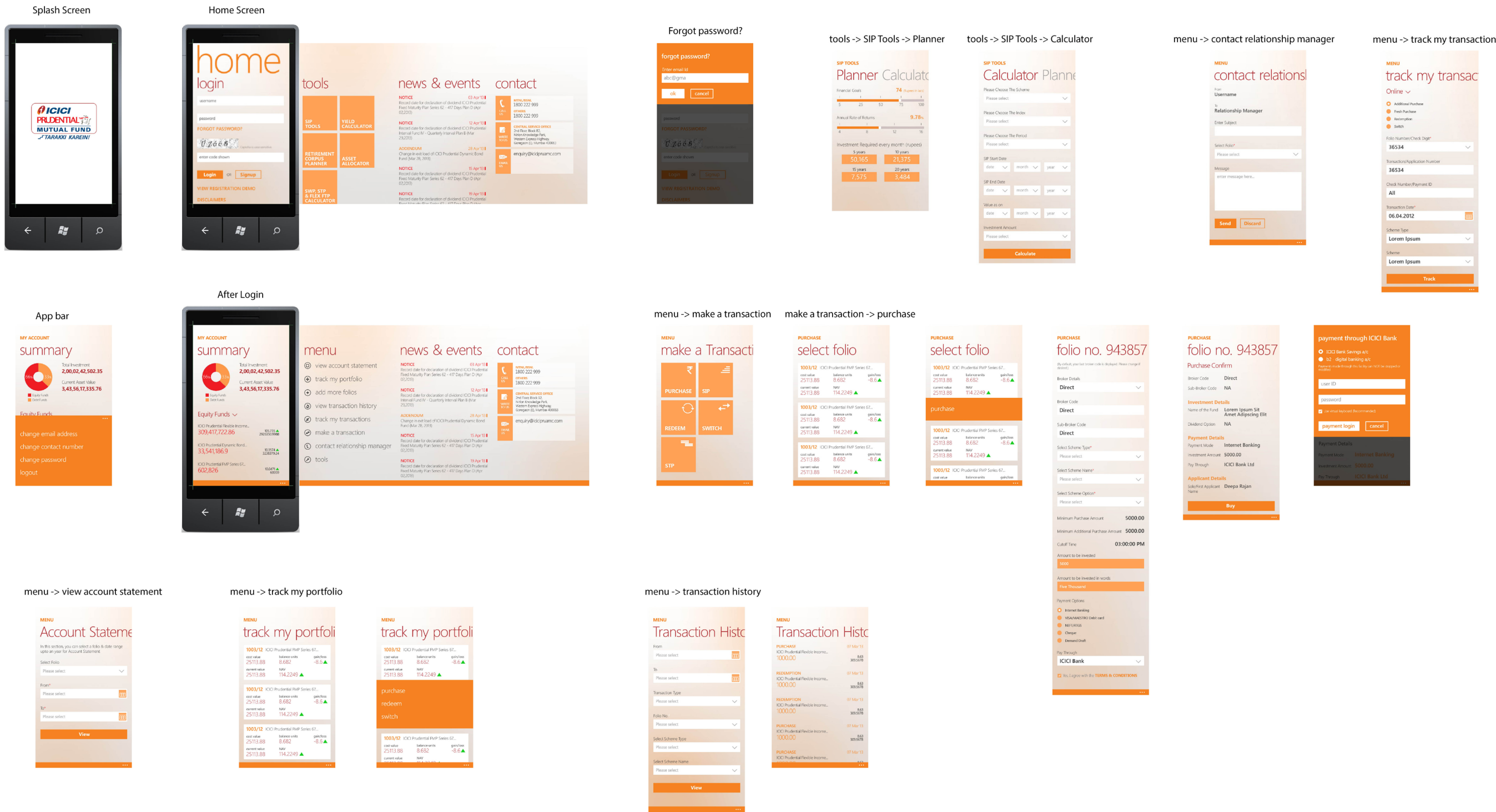
Windows Phone



My Contribution

ICICI Prudential

Windows Phone



My Contribution

Godrej Smarti

- Website for people who shift homes, frequently
- Provides good deals for purchasing daily use products
- Promotes Buy Back feature
- Website screens ~ Team work

My Contribution

Godrej Smarti

Website



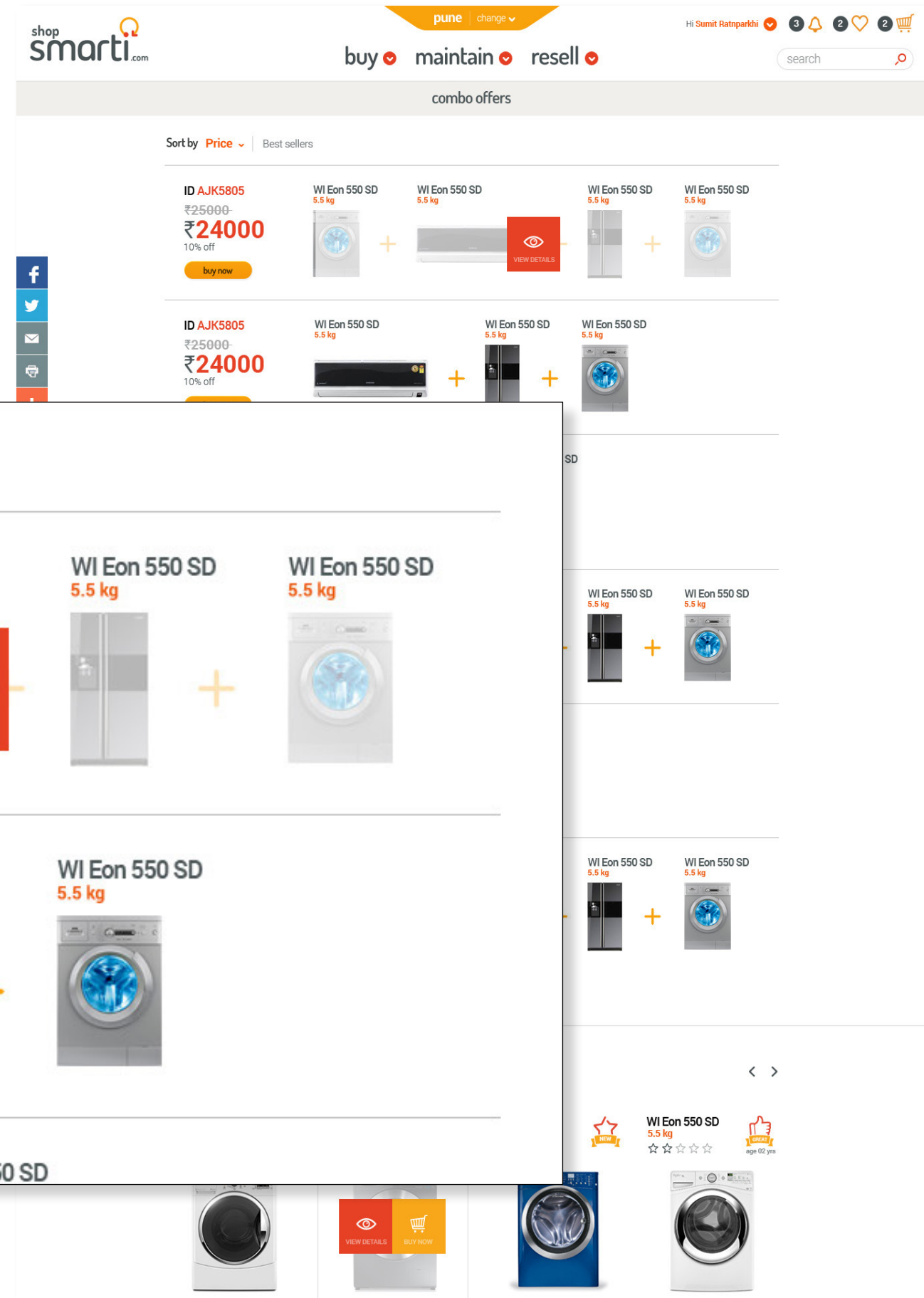
My Contribution

Godrej Smarti

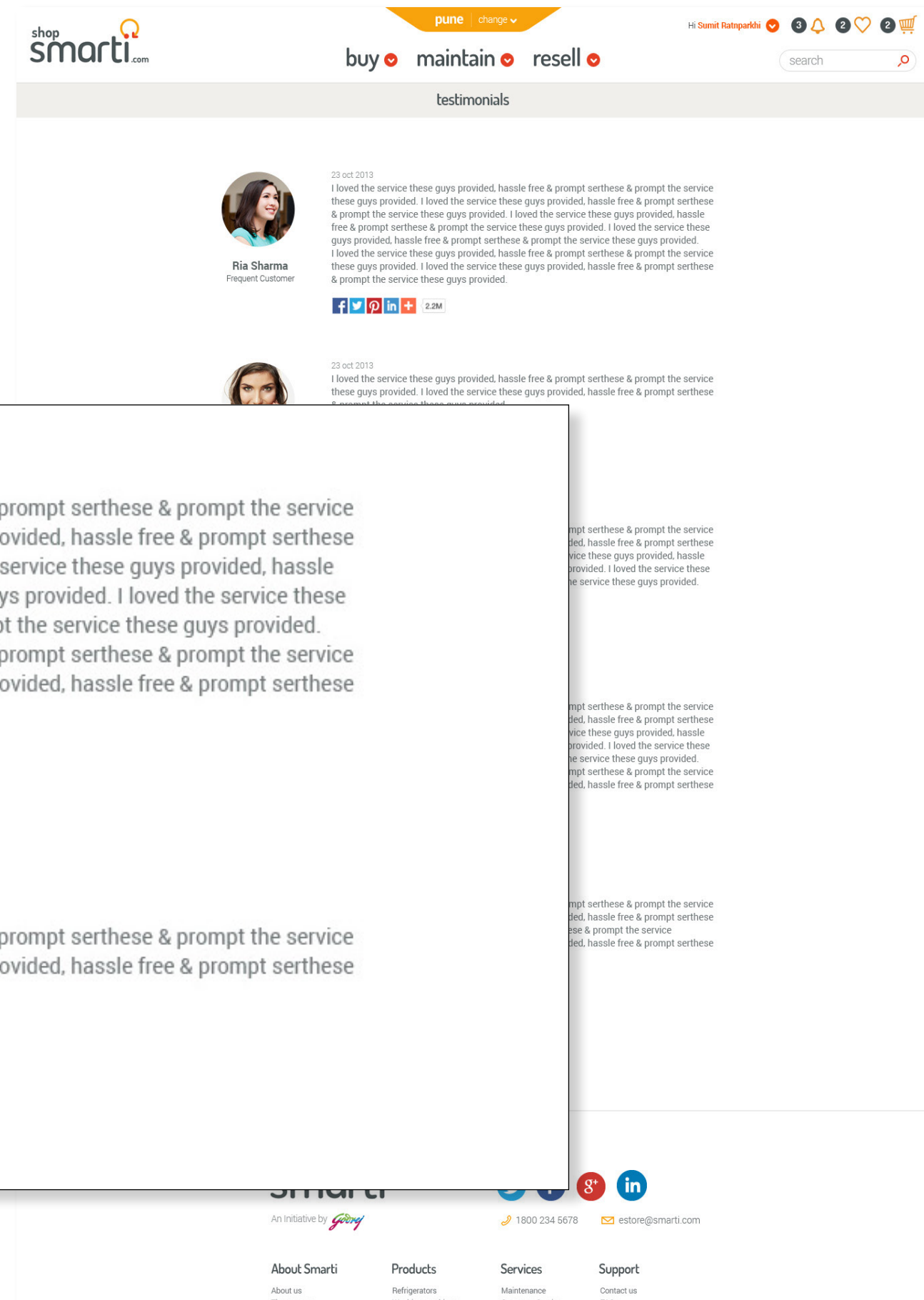
Website



Website



Website



My Contribution

Godrej Smarti

Website



☆☆☆☆☆
3 out of 5 rating based on 2 reviews

current buy back price

₹7000

1 year old

purchase price

₹7000

serial number

AIX573247XGJLOIJKM

date of purchase

23rd oct 2013

washing machines

WT Eon 650 PFH

capacity: 6.5 Kg | S. No: AIQQWER345 1233

average rating by Smarti customers

☆☆☆☆☆
2 out of 5 rating based on 2 reviews



overall rating

☆☆☆☆☆

value

☆☆☆☆☆

features

☆☆☆☆☆

buy back value

☆☆☆☆☆

performance

☆☆☆☆☆

price

☆☆☆☆☆

design

☆☆☆☆☆

shop smarti.com

pune change

Hi **Sumit Ratnarkhi**

3

2

2

search

buy

maintain

resell

my reviews

Smarti overall rating

☆☆☆☆☆



☆☆☆☆☆
3 out of 5 rating based on 2 reviews

washing machines

WT Eon 650 PFH

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performance

☆☆☆☆☆

design

☆☆☆☆☆

price

☆☆☆☆☆

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performance

☆☆☆☆☆

design

☆☆☆☆☆

price

☆☆☆☆☆

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change

Website

Pankhuri Pandey

701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA

9820 274 142
2223 456 723

edit

Tanay Kumar

701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA

9820 274 142
2223 456 723

edit

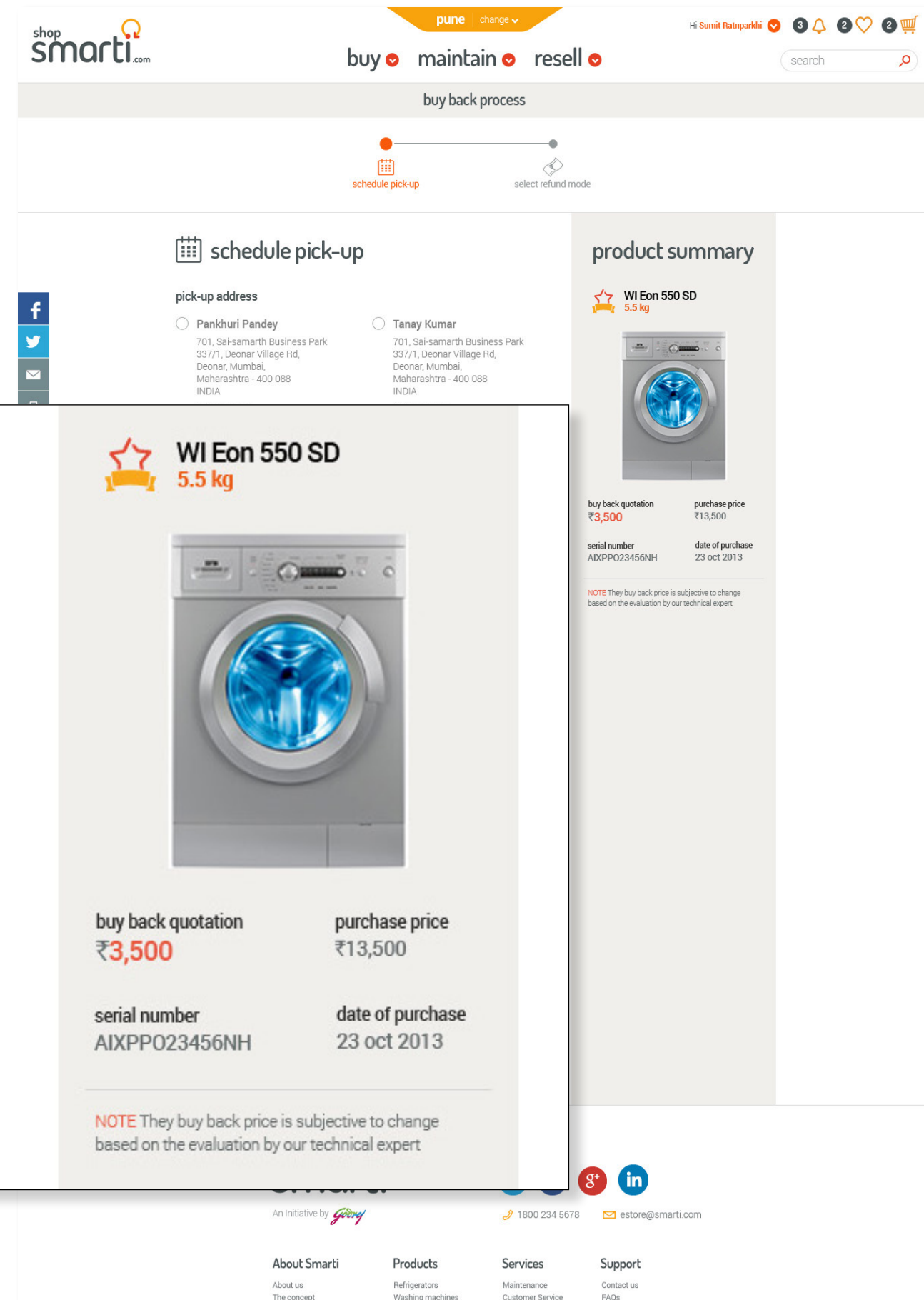
new address

first name *

last name *

address *

WI Eon 550 SD	
5.5 kg	
buy back quotation	purchase price
₹3,500	₹13,500
serial number	date of purchase
AIXPP023456NH	23 oct 2013
NOTE They buy back price is subjective to change based on the evaluation by our technical expert	



My Contribution

Godrej Smarti

Website

shop

smarti.com

punechange

Hi Sumit Ratnarkhi322

search

buy maintain resell

buy back process

schedule pick-up

select refund mode

select refund mode

cash on pick-up

account transfer

select an account

Pankhuri Pandey

email : pankhuri@gmail.com

bank : ICICI

branch : Andheri East Branch

product summary

WI Eon 550 SD

5.5 kg



buy back quotation

₹3,500

purchase price

₹13,500

serial number

AIXPP023456NH

date of purchase

23 oct 2013

pick-up date

16 sep 2014

pick-up time slots

10:00 am to 2:00 pm
6:00 pm to 10:00 pm

pick-up address

Pankhuri Pandey
701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA
9820 274 142
2223 456 723

edit

NOTE They buy back price is subjective to change based on the evaluation by our technical expert

WI Eon 550 SD

5.5 kg



buy back quotation

₹3,500

purchase price

₹13,500

serial number

AIXPP023456NH

date of purchase

23 oct 2013

pick-up date

16 sep 2014

8+in

estore@smarti.com

Support

Contact us

FAQs

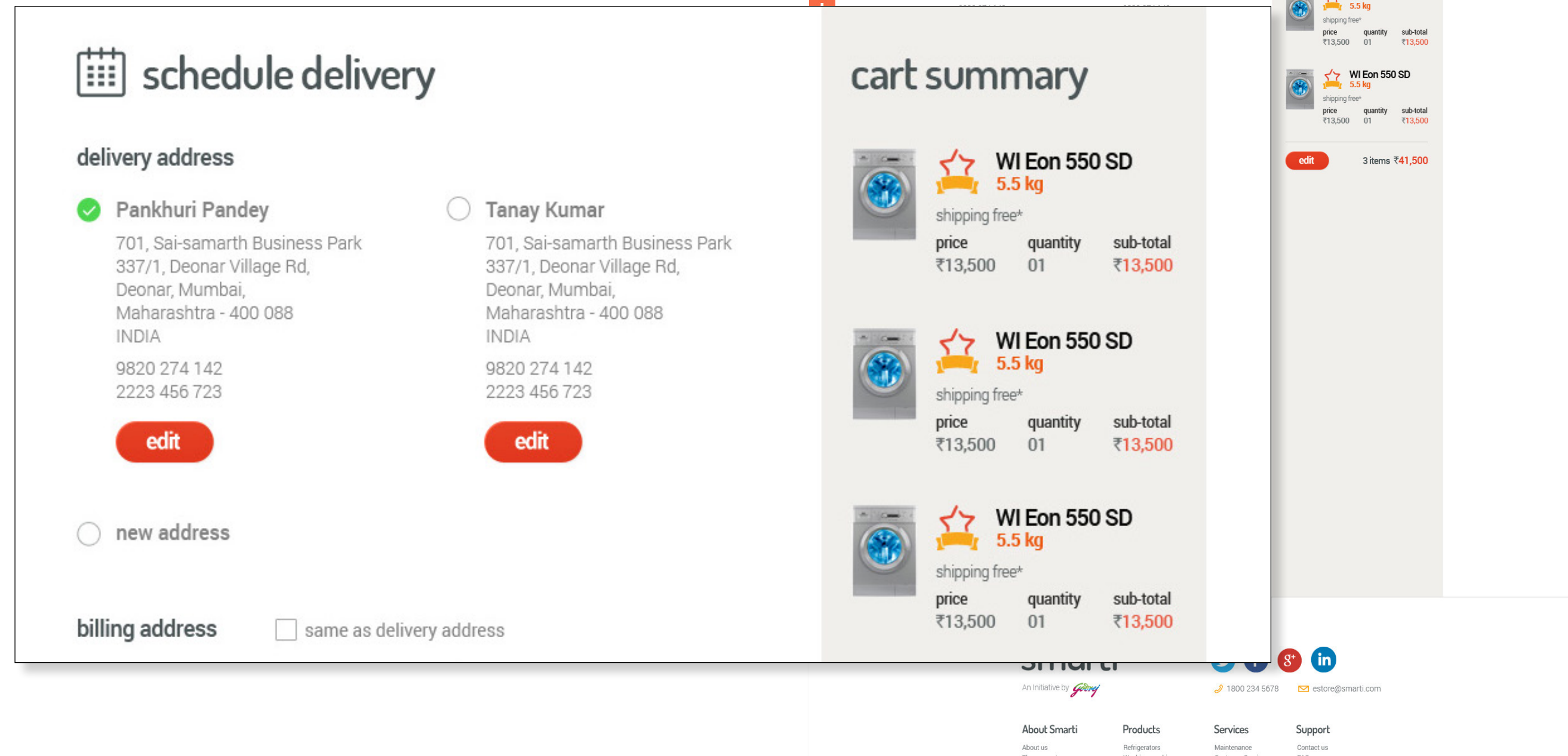
Godrej Smart Care

Still have questions?

My Contribution

Godrej Smarti

Website



Website



My Contribution

Godrej Smarti

Website

shop smarti.com

pune

change

Hi **Sumit Ratnarkhi**

3

2

2

buy maintain resell

search

checkout process

schedule delivery

review order

make payment

f

t

e

p

make payment

payment mode

credit card

debit card

net banking

pay using credit card

new credit card

card number *

name on the card *

cart summary

3 items ₹41,500

edit

delivery details

shipping address

Pankhuri Pandey
701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA
9820 274 142
2223 456 723

billing address

Tanay Kumar
701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA
9820 274 142
2223 456 723

delivery date

23 oct 2014

delivery time slot(s)

2:00 pm to 6:00 pm
6:00 pm to 10:00 pm

edit

g+

in

estore@smarti.com

Support

Contact us

FAQs

Godrej Smart Care

Still have questions?

make payment

payment mode

credit card

debit card

net banking

EMI

pay using credit card

new credit card

card number *

name on the card *

expiry *

mm

yyyy

CVV *

save this account as

cart summary

3 items ₹41,500

edit

delivery details

shipping address

Pankhuri Pandey
701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA
9820 274 142
2223 456 723

billing address

Industrial Experience ~ Kaustubh Limaye (136330003)

My Contribution

Godrej Smarti

Website

net banking

EMI

select a plan

EMI tenure	interest rate	monthly installments	interest paid
☒ 3 months	12%	₹11210	₹620
☐ 6 months	12%	₹11210	₹620
☐ 9 months	12%	₹11210	₹620
☐ 12 months	12%	₹11210	₹620
☐ 24 months	12%	₹11210	₹620

select a credit card

☒ new credit card

card number *

name on the card *

expiry *

mm

yyyy

shipping address

Pankhuri Pandey

701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA

9820 274 142
2223 456 723

billing address

Tanay Kumar

701, Sai-samarth Business Park
337/1, Deonar Village Rd,
Deonar, Mumbai,
Maharashtra - 400 088
INDIA

9820 274 142
2223 456 723

delivery date

23 oct 2014

make payment

payment mode

credit card

debit card

net banking

pay using EMI on credit card

select a bank *

select a plan

EMI interest monthly interest

cart summary

3 items ₹41,500

edit

delivery details

shipping address

Pankhuri Pandey

701, Sai-samarth Business Park
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billing address

Tanay Kumar

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INDIA

9820 274 142
2223 456 723

delivery date

23 oct 2014

delivery time slot(s)

2:00 pm to 6:00 pm
6:00 pm to 10:00 pm

edit

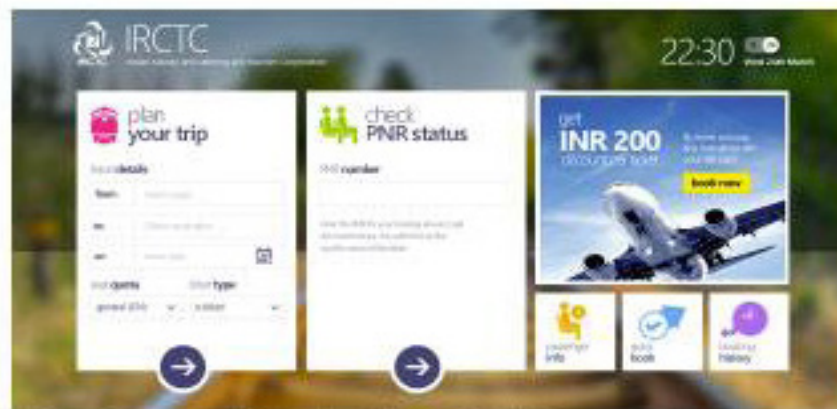
Still have questions?

Industrial Experience ~ Kaustubh Limaye (136330003)

Lessons Learnt

- Visual Hierarchy
- Affordances
- Usability Considerations for Mobile screens
- Wireframing
- Clarity of Thought
- Team work

Happy Hours



UX, Interface & Navigation - Mobile

IRCTC

Client: Microsoft

Brand: IRCTC

Agency: Fractalink Design Studio



fin