

Report

Project 1 (Internship)

at Think Design Collaborative Pvt. Ltd., Hyderabad

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M.Des - Interaction Design

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Industrial Design Centre (IDC)
Indian Institute of Technology - Bombay
May - June 2008



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at Think Design Collaborative Pvt. Ltd., Hyderabad

Report submitted in the partial fulfilment for the award of degree of
Master of Design in Interaction Design from IIT Bombay

By

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Industrial Training Project - INP 615

III semester, M.Des - Interaction Design

Industrial Design Centre

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Acknowledgement

I am greatly thankful to Rama Brahman Aleti for giving me the opportunity to work at Think Design, Hyderabad as an intern and for his constant valuable guidance throughout the tenure.

I am also thankful to Mr. Ganesh, Visual designer; Mr. Uday Nandan, UI designer; Mr. Sumit Kumawat, UI designer for their support and friendly learning interaction during the intern programme.

I thank my parents and other family members at Hyderabad for the continuous support during the hectic working schedules of the internship.

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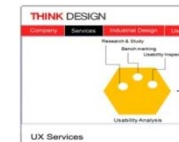
The firm

- Think Design was established in 2004 by two NID graduates Mr. Harikishan Nallan
Mr. Rama Brahmam Aleti
- The firm is head quartered at Delhi with services in Industrial Design offered under the leadership of Mr. Harikishan.
- Hyderabad firm was established under Mr. Rama Brahmam with a view to offer specialized services in User Experience Design and related areas.
- The firm also does projects in Visual design, Brand & Identity.
- Hyderabad design team also comprises of Mr. Ganesh, Visual Designer
Mr. Uday Nandan, UI Designer
Mr. Sumit Kumawat, UI Designer
- www.thinkdesign.in

List of projects handled

The following works were handled during the internship period.

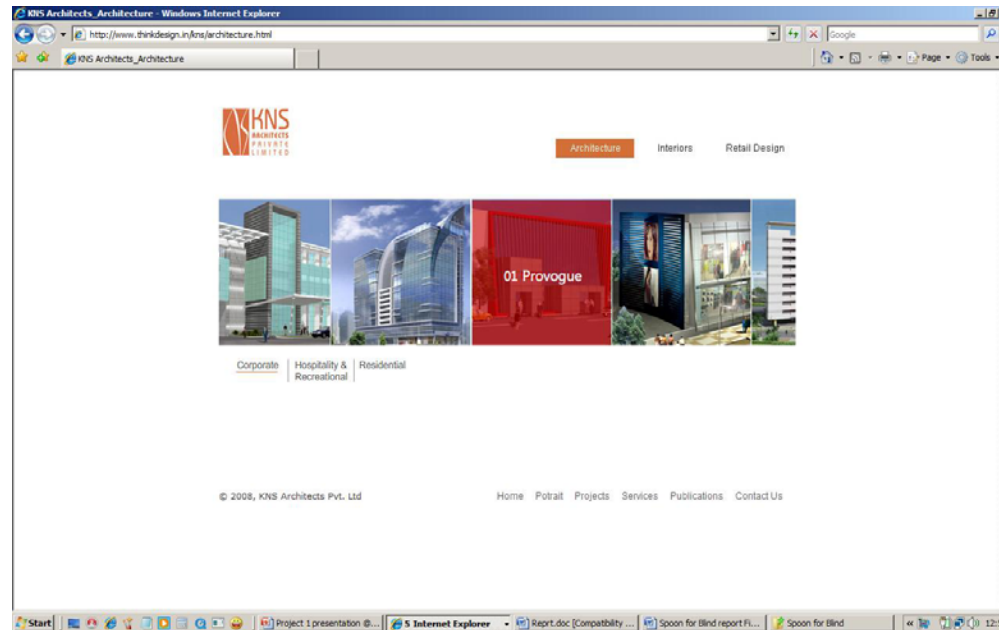
- Navigation design for the Website of KNS architects
- Packaging design for EMPOWER products
- Usability Audit of investment related Social Networking platform
- Alert messages for Base Control Software
- Wireframes drawings and prototypes for Think Design website



KNS Architects website

KNS Architects is a leading architectural firm based at Chennai. Think Design is designing the website for the firm to project it as corporate entity in the fields of architecture, interior design and retail design.

Major design and related aspects of the site were frozen prior only. I have worked on making the slide show for individual project pictures and description. The Flash files were done and embedded in HTML and sent for client's feedback.



Screen shot of the KNS website (Design under process)

I had the opportunity to know the aspects behind designing website for a corporate entity especially in navigation between projects and fine tuning the slideshow to create interest.



Packaging design

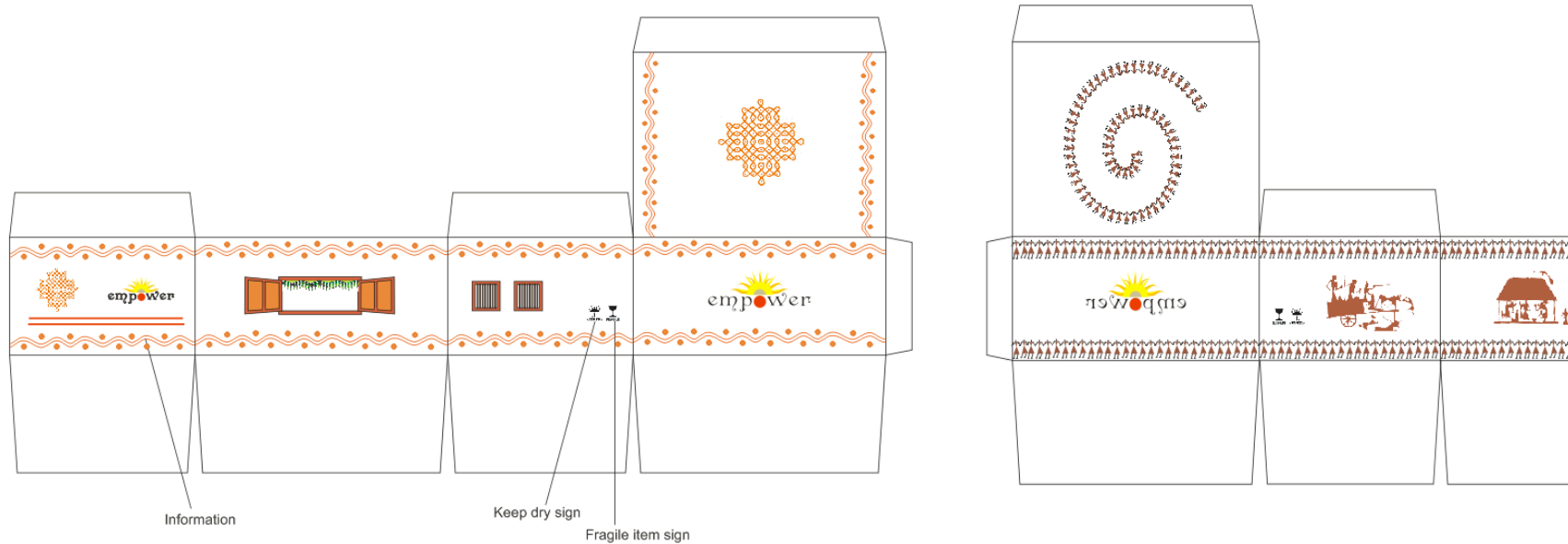
EMPOWER is the initiative of an infrastructure related corporate business house to provide niche market or products made by rural women in AP. Products are toys and games showcasing the exemplary native art & craft of several districts.



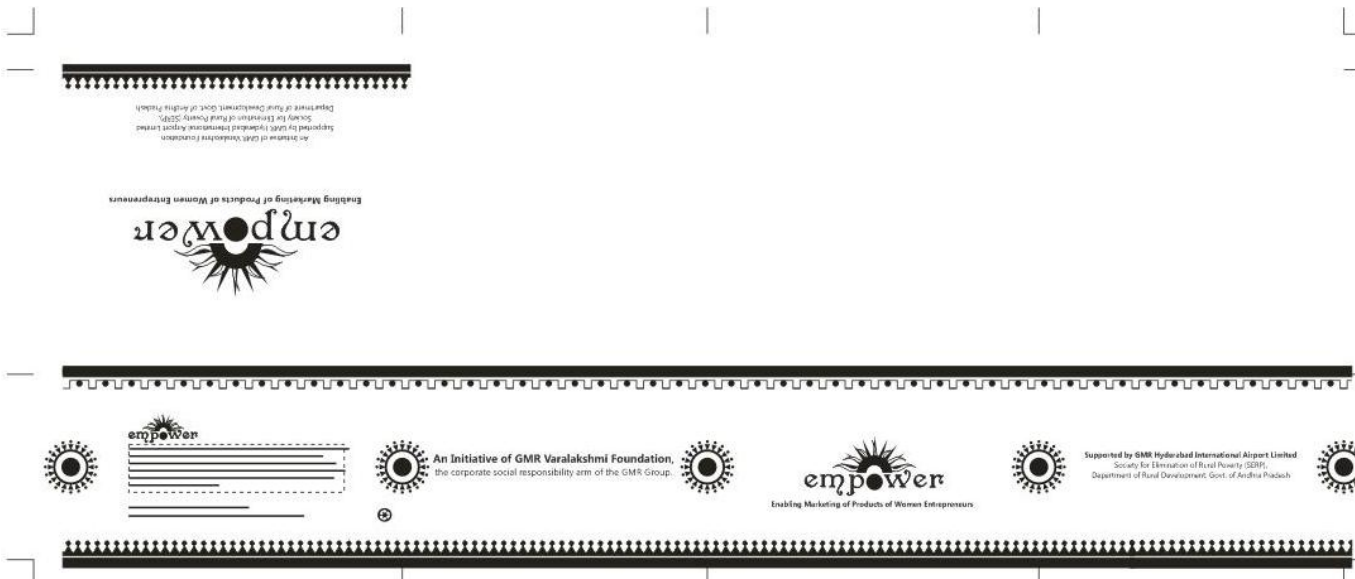
Some of the products made with traditional art & craft techniques of AP by rural women

- ▶ The shop is to be located near departure terminal at International airport at Hyderabad.
- ▶ Targeted customers are foreigners flying away from Hyderabad.
- ▶ Products were of varying sizes & styles yet within the artistic purview of the state.
- ▶ Packaging needs be to of corrugated paper sheets for simplified stacking. Sheets were cut and to be folded at shop.
- ▶ As part of the team I have worked on designing graphics, visuals which are to be displayed on the pack, finalizing packaging sizes and making prototypes of the same.

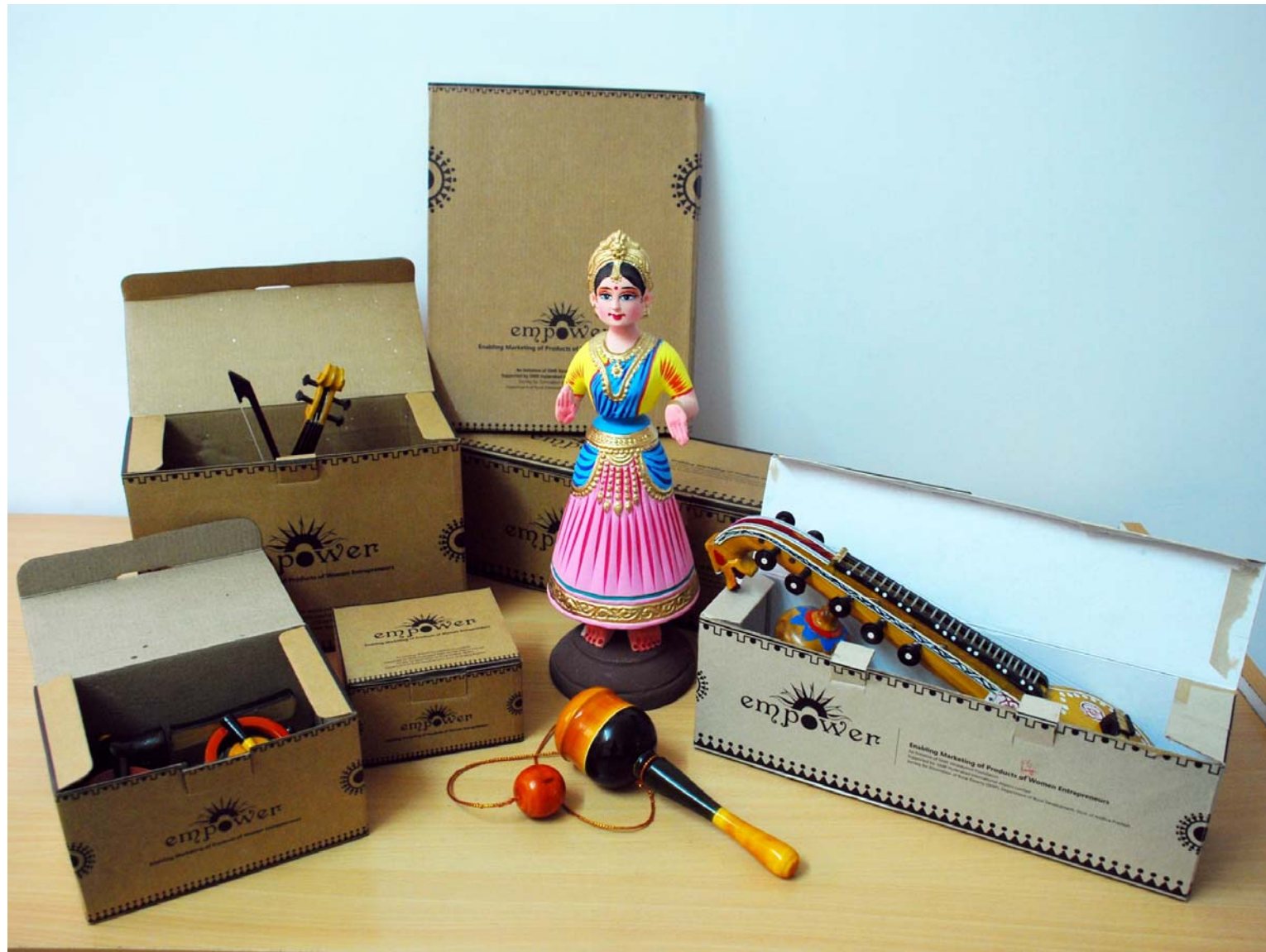
- I have learnt about representing the culture and the collective spirit of rural women in making these products. It was also a good and first time experience in preparing diversified packaging like boxes, folders and pouches.



Preliminary alter natives for the packaging



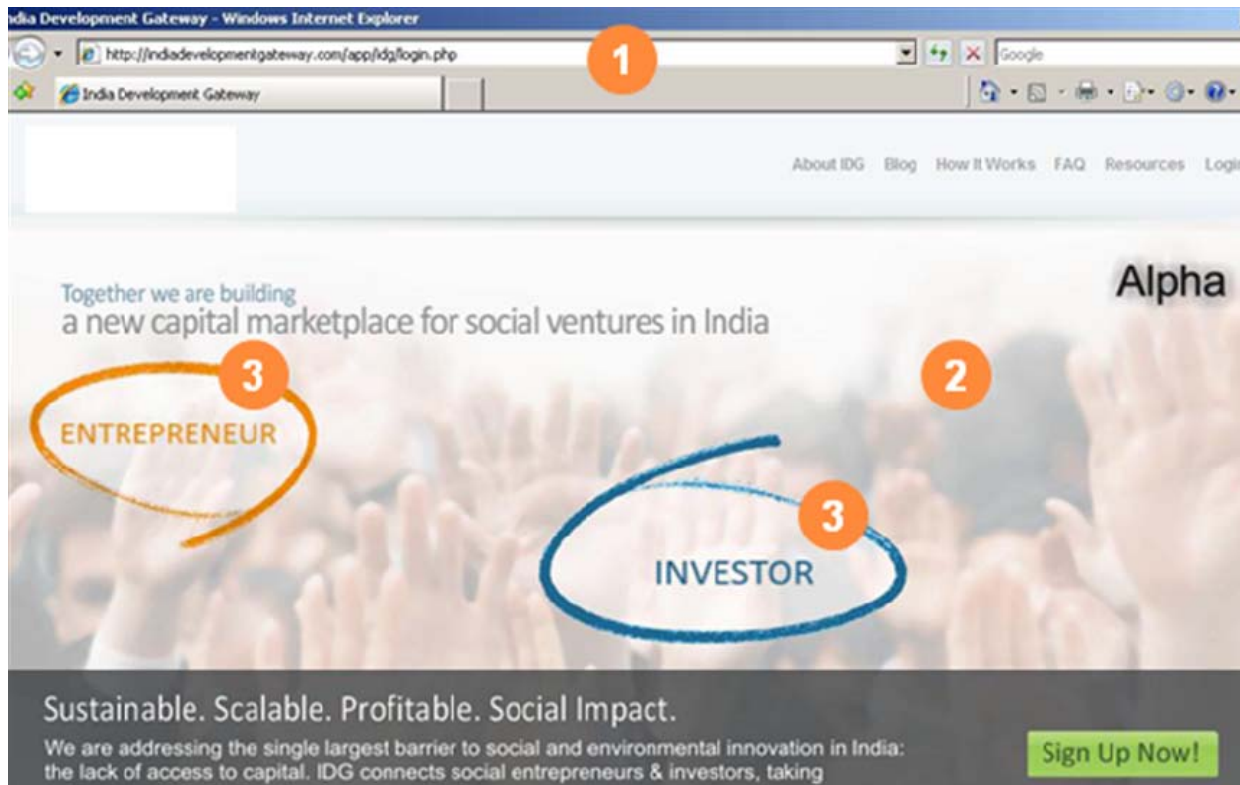
Finalized design for Box of size 12.5 x 11.5 x 7 cm



Packaging boxes with products

Usability Audit

- ▶ The phenomenon of Social networking is also spreading towards creating business opportunities for innovative entrepreneurs.
- ▶ Development Gateway, Washington and Indian Government jointly initiated a platform to encourage partnerships, collaborations between investors and budding entrepreneurs using technology and information systems in India.

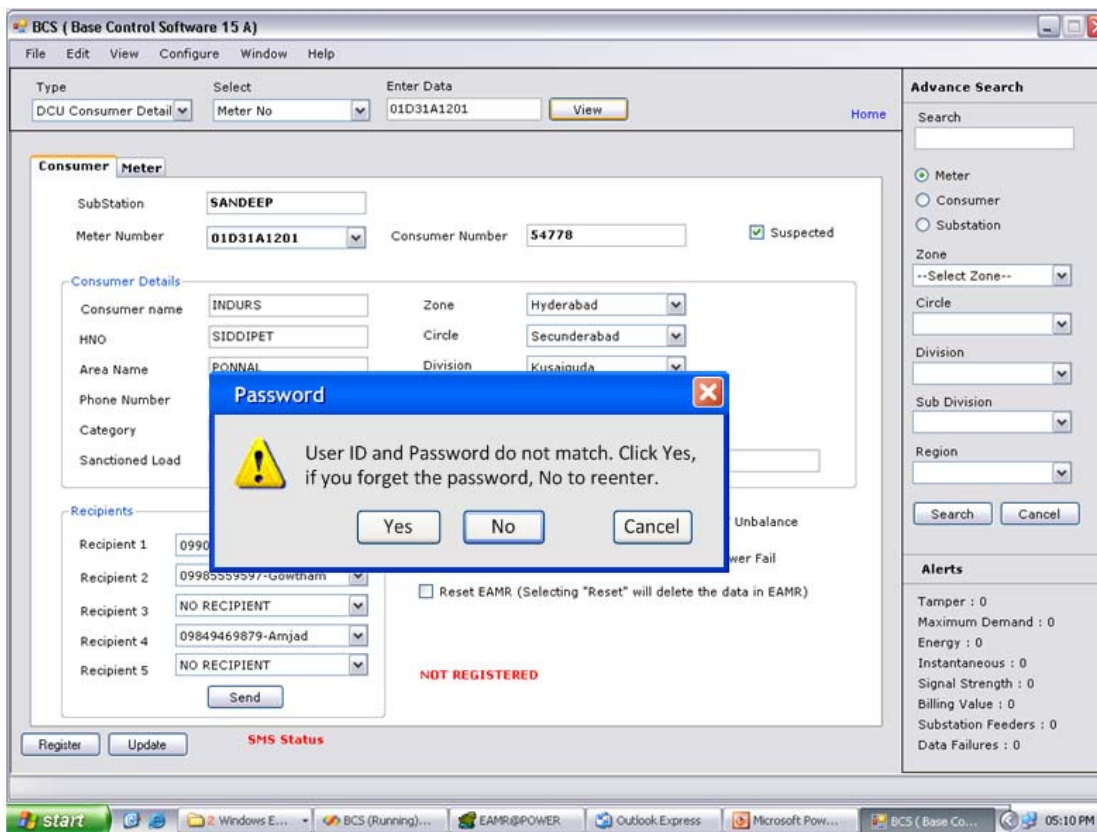


- ▶ The platform is developing a web portal to connect, share business plans and create investment opportunities for business expansion.
- ▶ At present the portal is in Alpha stage of development with some of the links in working condition.
- ▶ I have done the usability audit of the web platform to understand the issues related to navigation, terminology and task flow.

Screen shot displaying the Usability audit identifications at various locations of the site layout

Alert Messages

- ▶ Alert messages are the dialog boxes that appear to alert / inform / notify the user before or after the potential mistake / error / any change while user working on the application.

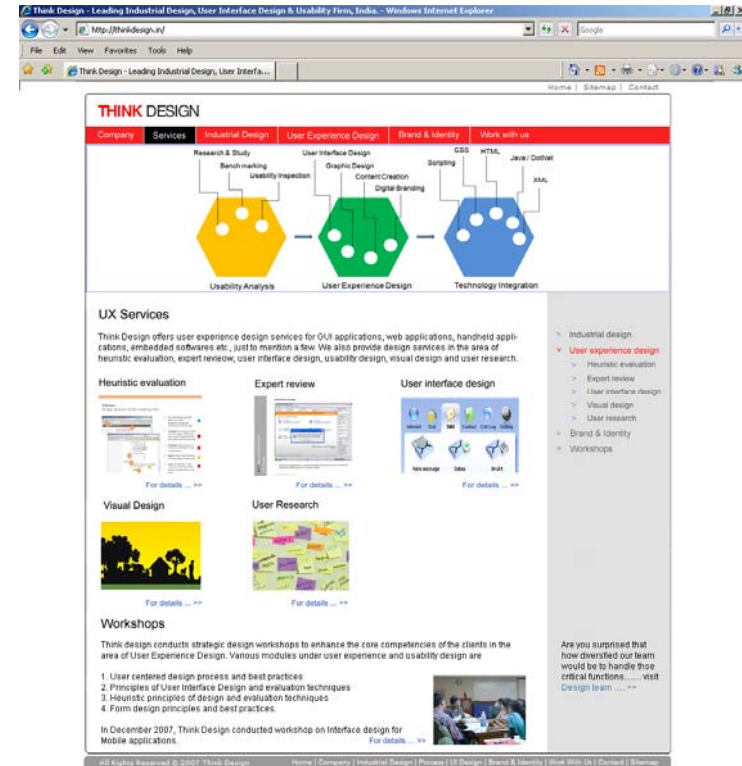
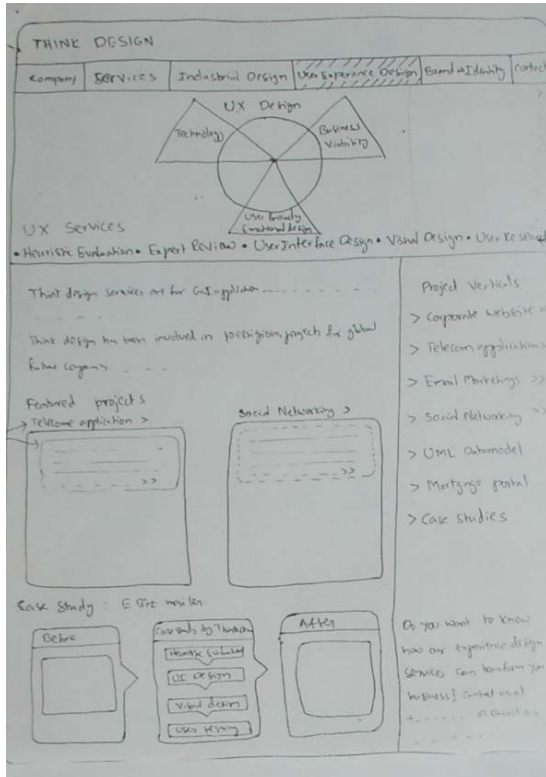


Screen shot of the alert message designed

- ▶ BCS is Base Control Software to be used in server computers of electrical substations to connect with customer's electrical meters.
- ▶ Application informs to servers about any change / tampering happened at the customer side.
- ▶ Application involves lot of data inputting from user side about the connection details like location, type and scheduling etc.
- ▶ Alert messages were designed as per criticality of the action and with a possible solution at every step.
- ▶ I had learnt the way to apply cognitive principles of user's interaction.
- ▶ It was a learning experience to determine where to use Ok, Cancel, Yes, No ..etc.

Think Design website

- ▶ A new section of Services to be added to the existing website and User experience design section is to be modified to make the site more intuitive.



Wireframes & Prototypes for Think Design website

- ▶ The existing visual frame work of the website is to be retained. Wireframes were developed for User experience section and Services section. New inter links were added within the pages to enhance the information flow for the user. On screen prototypes are prepared and design is under process.

Conclusion

- ▶ It was a good experience to work on diversified projects within the short period of 5-6 weeks at Think design.
- ▶ Packaging design, Alert messages and Navigation design were the very interesting and zeal fulfilling projects during the tenure.
- ▶ If the time for internship is more, there could be a better scope for integrated understanding of design process as per practical requirements.
- ▶ The Think Design studio with informal atmosphere and continuous growth has a lot of scope for creative and professional fulfillment.

- All photographs and graphics were prepared / shot by the author of the report.