

# Project - 1

## Summer Intern-ship

**TATA CONSULTANCY SERVICES' (TCS')**  
**Connected Marketing Solutions (CMS)**

**UX Portfolio Intranet Portal:**  
**Visual Design**

13th May, 2013 to 28th June, 2013

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(2012-14)

# Index

- Abstract
- Introduction
- Acknowledgement
- Challenge
- Competitive Analysis
- Existing Wire-frame
- Visual Designs
  - Draft - 1
  - Draft - 2
- Goals for New Design
  - Design Trends
- Strategy and UX
  - Concept Content
- New Wire-frame
  - Visual Design
- Final Designs
- Learnings
- References

# Abstract

I took this project as a challenge to myself. I had never worked in a Corporate IT Company. So, to learn their work culture, methodology in how they apply things and come to a conclusion were all into my learnings.

My project was for total 45 days in which we had created digital identity for TATA Consultancy Services' (TCS') Connected Marketing Solutions (CMS) group. They will be showing their portfolio work through this website. Here, we have achieved this by following current design trends to make it user centred design.

I found out, working in specific time constraints, with limited sources, how to come out with a completely new solution. By designing this website we were trying to bridge a gap between customers and CMS group which would provide design solutions and strategy.

Visual designs for old wire-frame was done initially. Then new concept with new wire-frame was designed. Visual design for new concept was done and after that one final concept was completed with combination of two designs.

# Introduction

**About the Company:** TATA Consultancy Services' (TCS') Connected Marketing Solutions (CMS) are designed to tackle these challenges, while helping the customers leverage the exciting opportunities of the digital space.

The aim of this project was to create a Intranet portal which will create a digital identity by showcasing their portfolio work.

This report presents two design solution on the existing wire-frame, competitive analysis, current design trends by which one concept on new wire-frame and one final design by combining two approach.

## Visual Design

- Initially, they provided us with a wire-frame, for the website including inside-pages.
- Homepage was firstly designed in duration of four days. By designing this they looked upon the some basic approach for the website and how inside-pages would also will be appearing.
- They did not made it clear to us about how a visual design should be adopted from a wire-frame. So, I designed according to my understanding.
- After initial discussions, I found out many navigation, interaction design decisions can also be taken by a visual designer.
- They followed a colour palette in their presentations. Hence, that colour scheme was provided to for new approach.
- More flexibility was provided over the design.
- Emphasis was more on homepage carousal.
- I tried here to showcase their categories in more graphical manner as it is easier to understand, simple, minimalistic and attractive because of its boldness.
- After completing with old wire-frame visual designs, we emphasised on completely new approach was kept in front of them.
- For this, we read the current trends, did competitive analysis, studied what new can be brought in navigation, interaction, illustration style, etc.
- A fresh new design approach we came up with, which has vertical scrolling, interactive info-graphics, and vibrant colour scheme with unique illustration style which will look more like a portfolio showcasing website.
- It was a successful in the way in which we approached it. No such approach was done before.
- In the end, we had two final concepts, so combining the both the final design was done.
- Here we adopted visual clues from each other's designs and created completely new design.

# Acknowledgment

It would not have been possible without the kind support and help of CMS group. I would like to extend my sincere thanks to TCS'.

I am highly indebted to Mr **Sanjay Jambhale** (Head of CMS group) for his guidance and constant supervision as well as for providing necessary information regarding the project & also for his support in completing the project.

I would like to express my special gratitude towards associates of CMS group for their kind co-operation, encouragement, attention and time, which helped us in completion of this project.

My sincere thanks to my colleagues **Vrushali Patil** and **Shweta Kamble**, for being such a great team members.

I am thankful to Industrial Design Centre (IDC, IIT Bombay), which gave me an opportunity to have this experience and complete my project and faculty of IDC for encouragement and always being a support.

I thank to my parents who always supported in my decisions and software Adobe Master Collection Suite, Office.

# Challenge

- To create a powerful web identity, where users can experience company's work methodology.
- Existing approach of wire-frames was more corporate and less interactive, so challenge was to develop interactivity and user centred design.
- To design interface that not only features a pleasant aesthetic but that communicates function and facilitates easy access to its content.
- The key challenge for today's marketers is to provide the right message at the right time through the right channel.
- Maintaining brand consistency, coordinating with multiple internal and external service providers, developing actionable insights that reflect a complete and accurate understanding of the customers and speed-to-market were clear challenges.

## User Group

- Mainly higher management and people from CMS UX team.
  - Users will be provided with user id and password and after that she/he can have access to the portal.
  - Not accessible for public purpose.
- 

## Competitive Analysis

- Competitive analysis helped me better to understand the current trends that are followed.
- In their working methodology I found out they were not following the current interactive methods, navigation methods or visual design.
- So before I start I wanted to study the current trend to fit in that race. It helped me to analyse which is a helpful tool to craft my value proposition.
- Through competitive analysis of portfolio websites I got following insights:
  - Information and navigation flow
  - Simple and minimalistic design
  - Use of icons for features
  - Page layout
  - Content flow
  - UI patterns

# Visual Design

## Draft - 1

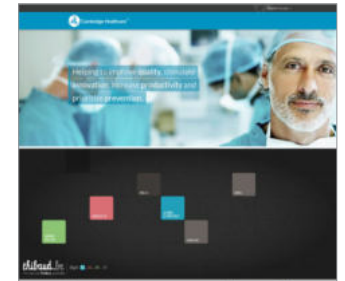
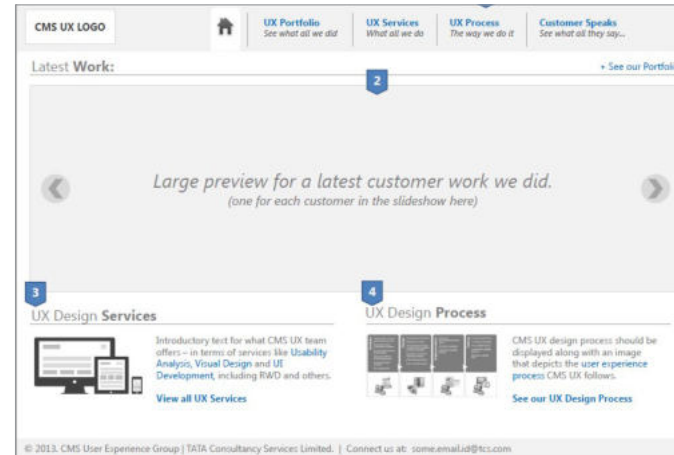
- First approach was simple approach.
- Clean neat design, with flat colours were used.
- Colour indication to separate each category was done.
- One pattern was used to follow a language throughout the site.
- Adaptation of wire-frame to visual design was done. But how much to adapt and changes can be done was not known. This was not made clear to me.
- Only homepage was designed initially.
- This design was created in duration of four working days.

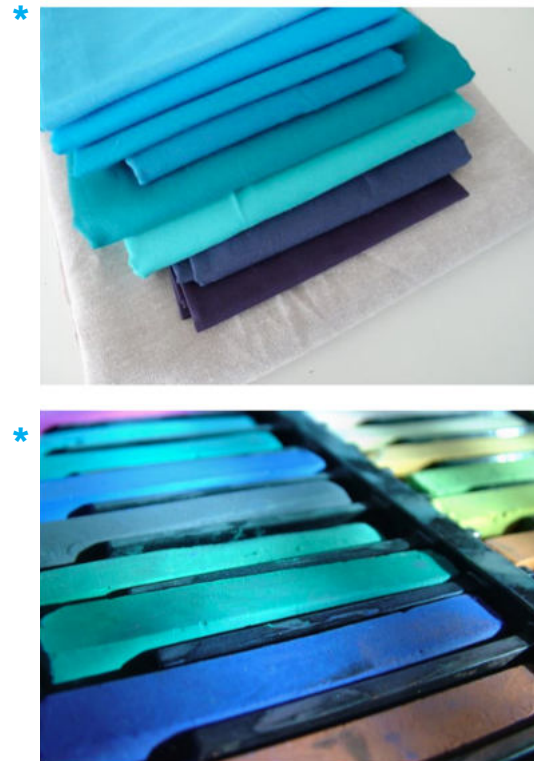
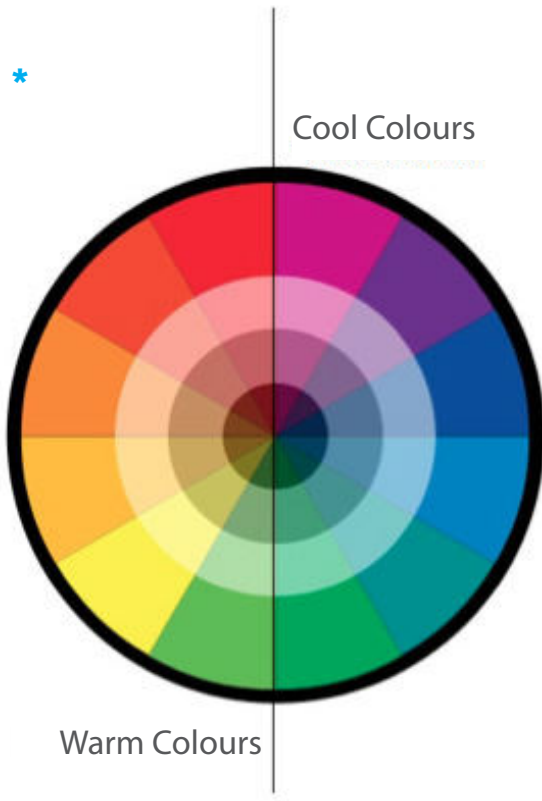
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## Grid

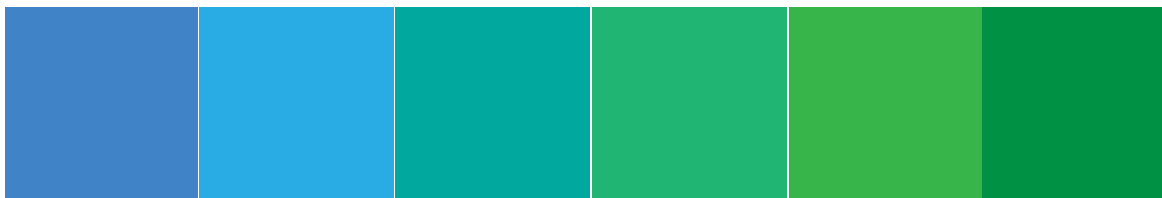
- The need was of flexibility grid so it would be useful in various layouts and helpful when made responsive.
- Total width was 960px.
- The 960 grid system is a very good grid system because of its flexibility.
- It helped me to quickly prototype the layout in any number of columns.

Existing Wire-frame





TATA Blue



Blue to Green

## Colour Palette

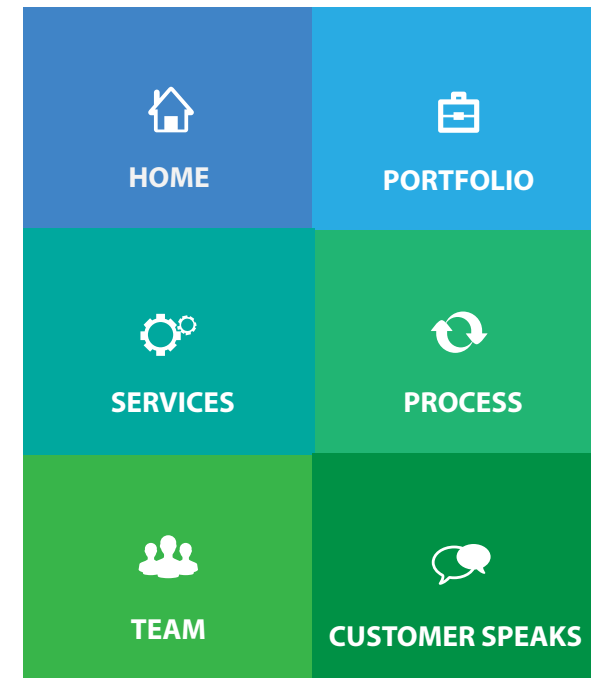
- I took Cool Colour scheme as my colour palette.
- These colours are soothing to eyes.
- Eye moment is linear throughout the site as colours has a connection with each other.
- As the website is about portfolio showcasing and designers, playfulness was also needed.
- It has look of both playful yet a corporate feel a playful approach was needed because it is different group which handles with creative work too. And corporate because it comes under TCS'.
- TATA Blue to Green was the colour palette.

\* Reference Images



## Icons

- Simple, minimalistic drawing easy to understand and easily stand outs in design.
- Each icons represents the specific category in the menu bar.
- Single flat colour for each category to follow the flat colour trend and the same colour can be continued in inside-pages too.
- One has to not read each and every category. By these icons, it will be easily communicated.



## Numbering

- To display 6 things in this website.
- It will be easier for a user to go to a specific category.
- Easy to remember while switching from one category to another.
- Can be used forward to create language.

1 2 3 4 5 6

# Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu-  
vwxyz**

## Typeface

Myriad Pro.

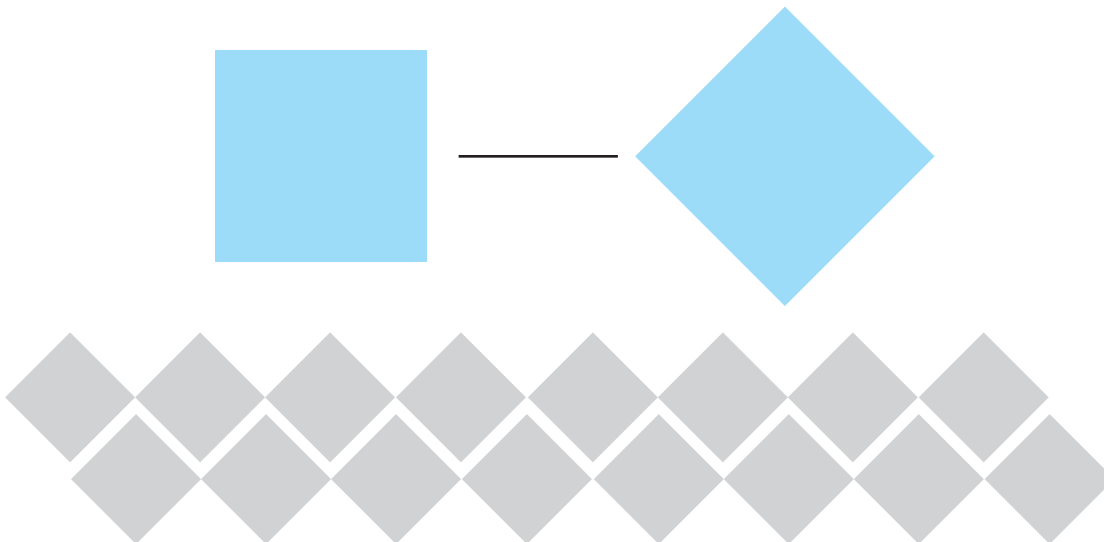
It has clean open shapes.  
It has precise letter fit.  
Extensive kerning pairs.

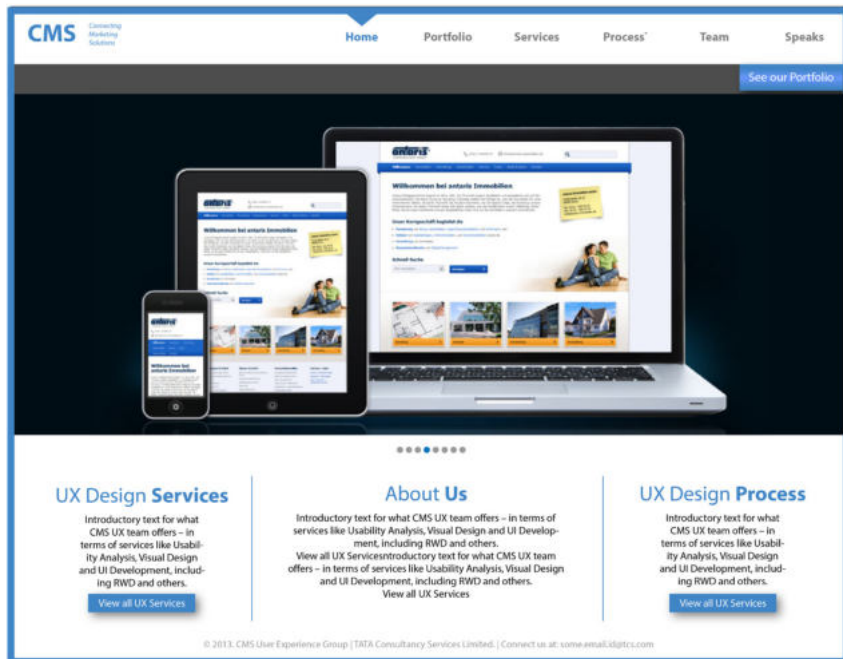
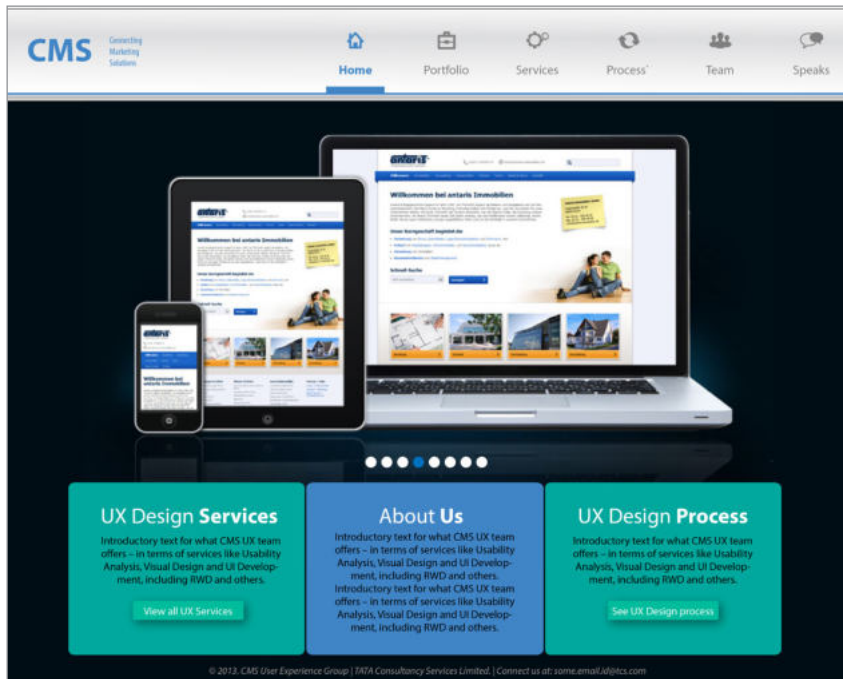
Myriad is TCS's primary typeface and has wide variety of weights and widths. It is used for text and display typography.

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## Language

- Diamond shape language followed.
- It gives a unique look totally which yet looks elegant too.
- It has few properties of square as it is an inverted square.
- It looks different than a regular box.





Landing page/Homepage



1

**CMS** Connecting  
Marketing  
Solutions

**Home**

**UX Portfolio**  
See what all we did

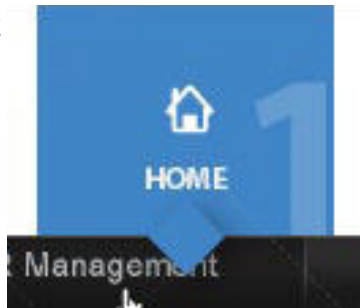
**UX Services**  
What all we do

**UX Process**  
The way we do

**Our Team**  
See who we are

**Customer Speaks**  
See what all they say

2



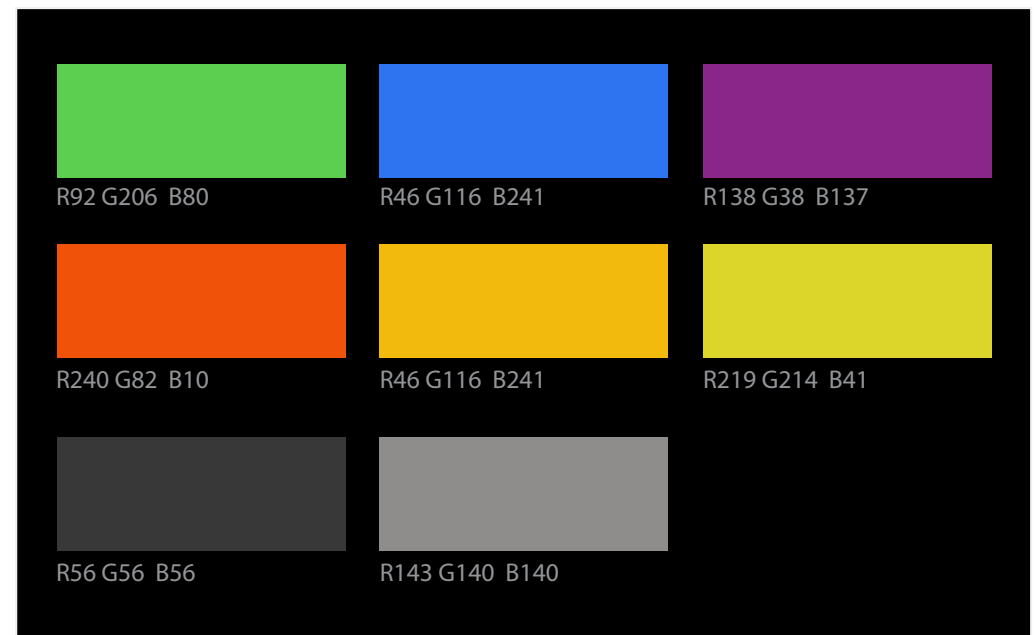
1. Different colours for each category
2. Language followed

# Visual Design

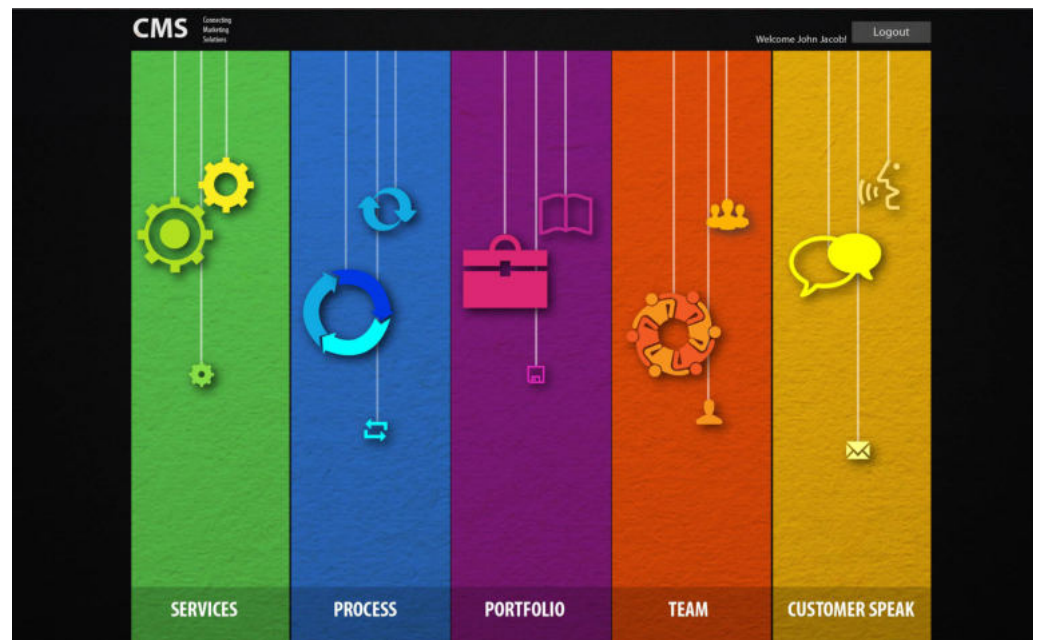
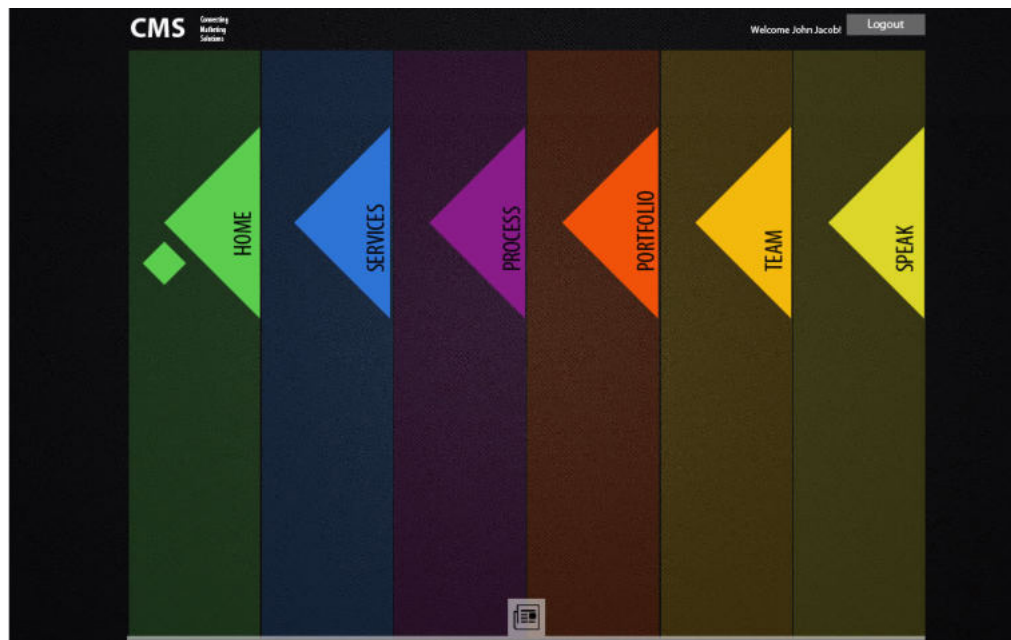
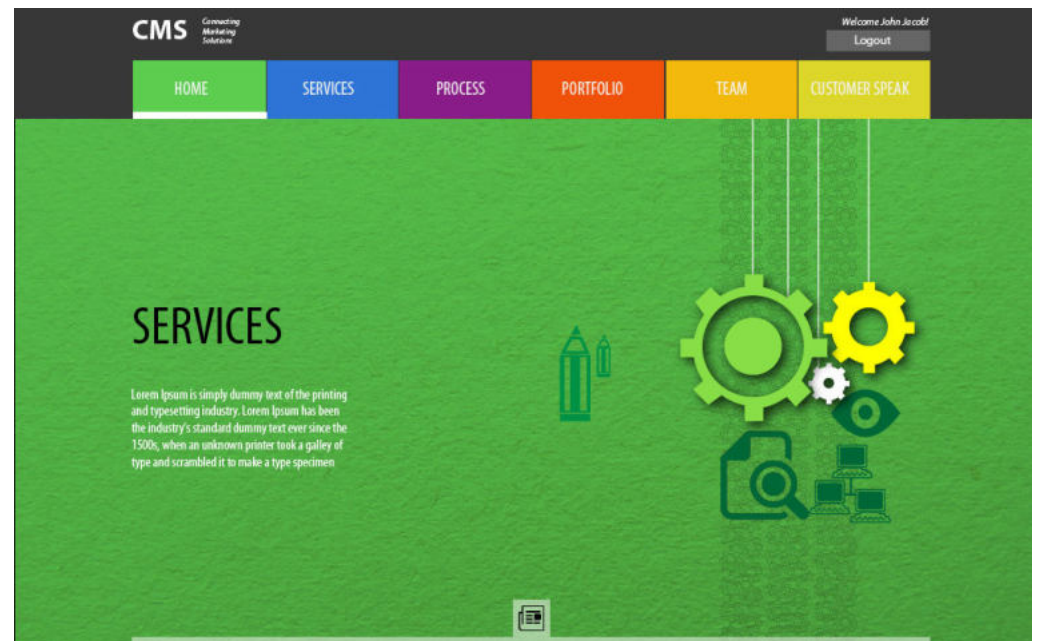
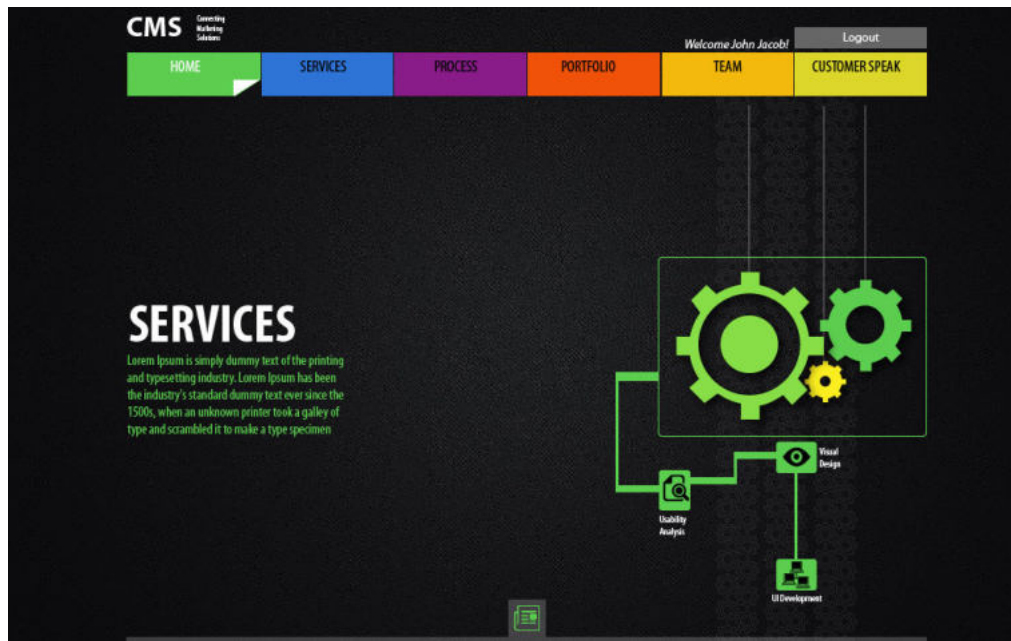
## Draft - 2

### New Approach

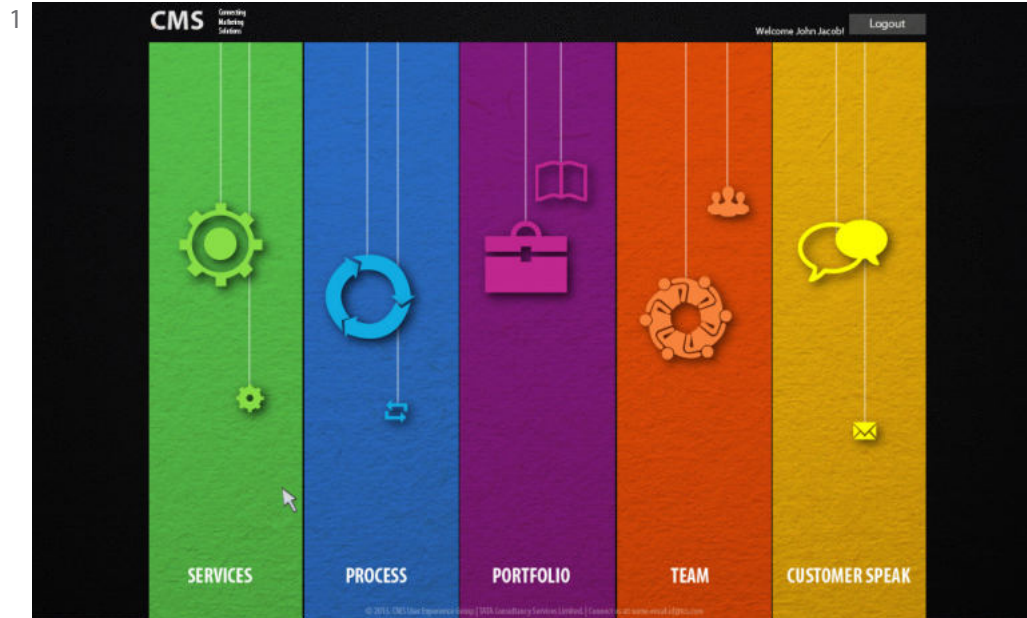
- Exploration on carousal images was needed.
- Colour Palette was provided by the company which they follow in their presentations. They wanted us to apply the same for the continuity in look.
- Different colours on black background, different approach.
- More emphasize on landing-page/homepage.
- Graphical approach on each category was explored here.
- This design was created in duration of four to five working days.
- Here, how to work when constrains like colour scheme is given.
- How can a wire-frame can be adapted in different approached was learnt.



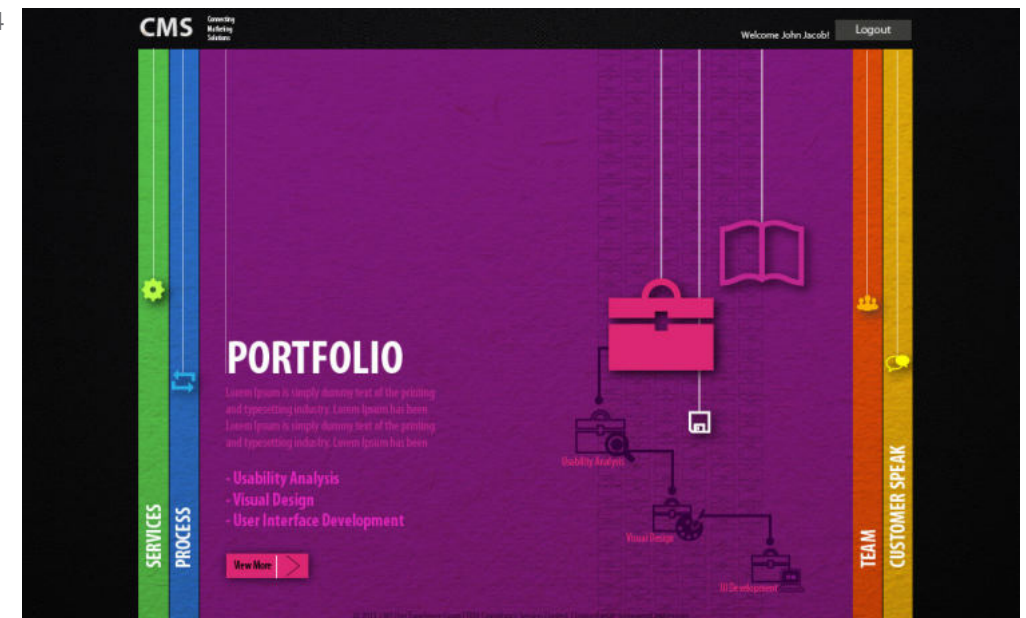
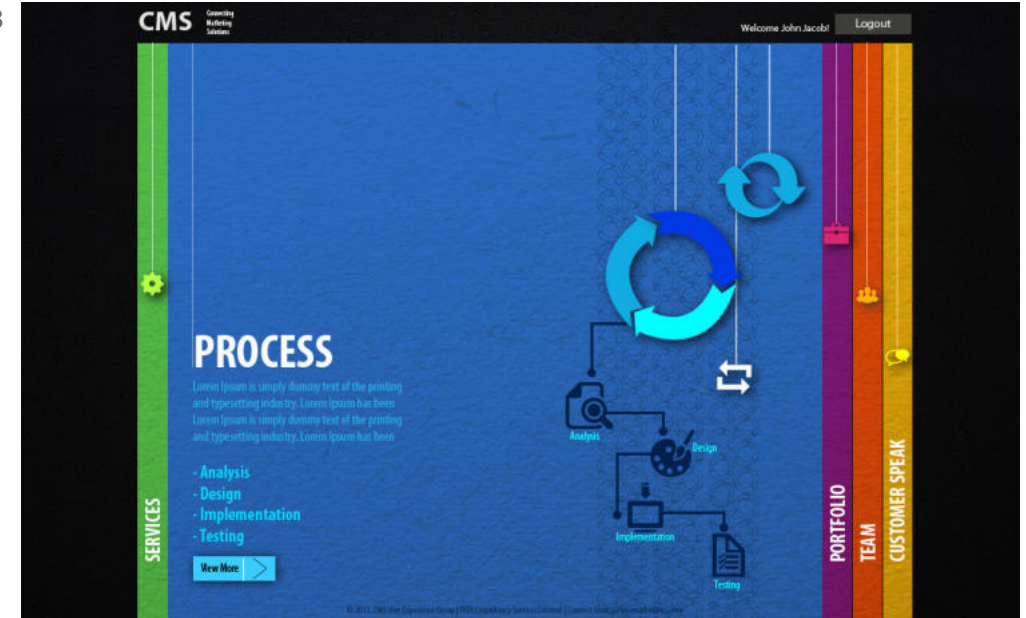




Homepage/Landing page explorations

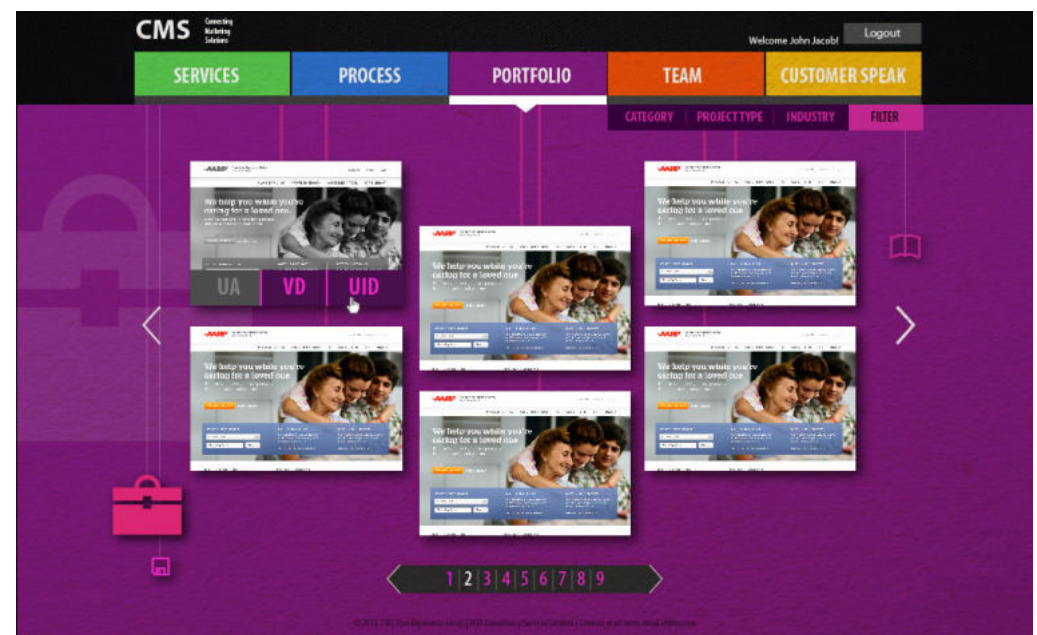
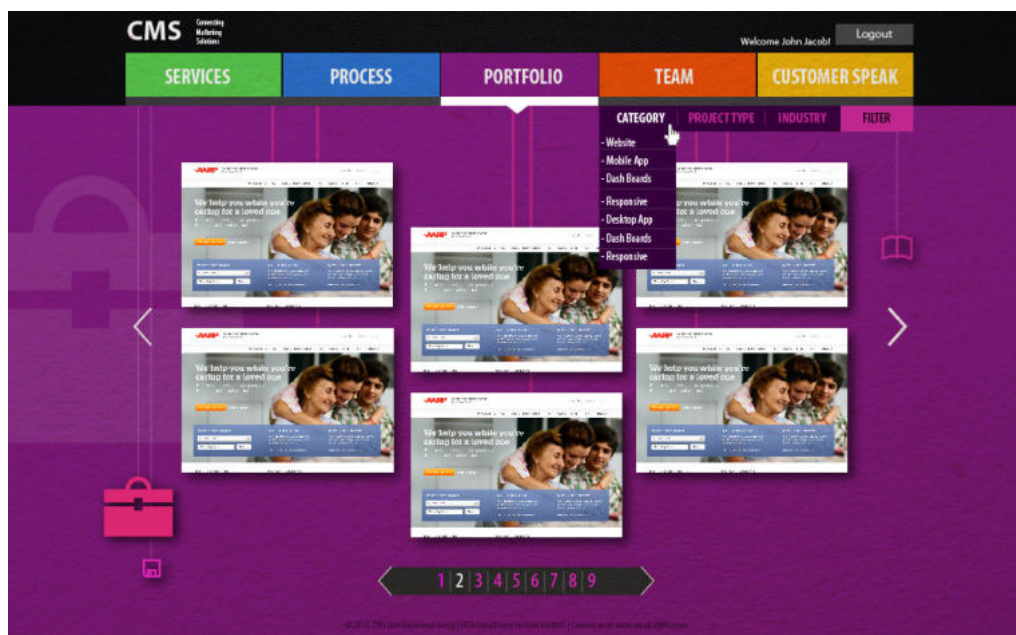
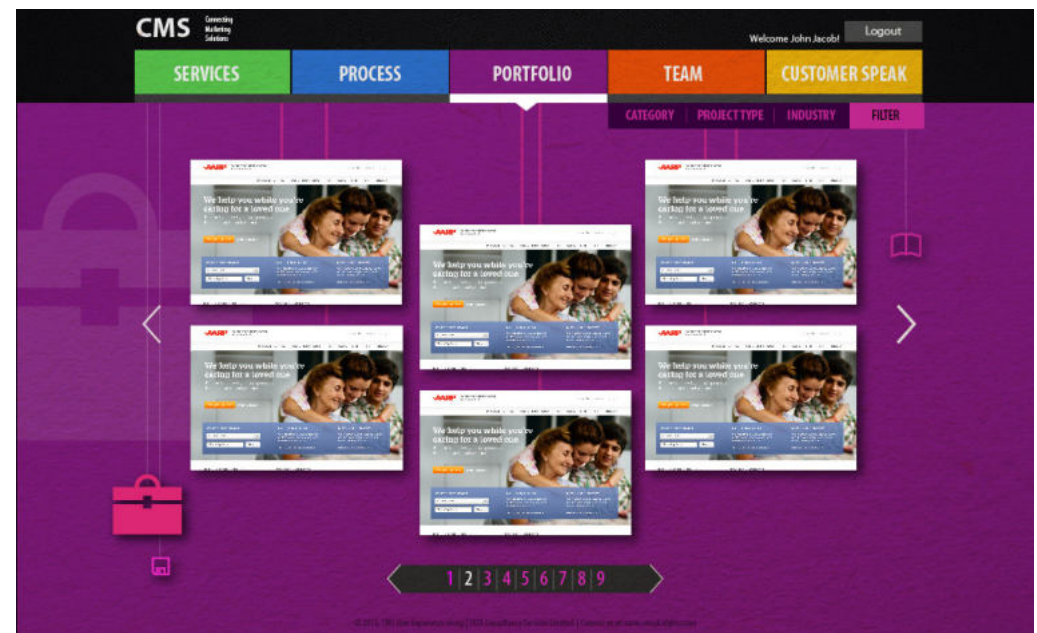
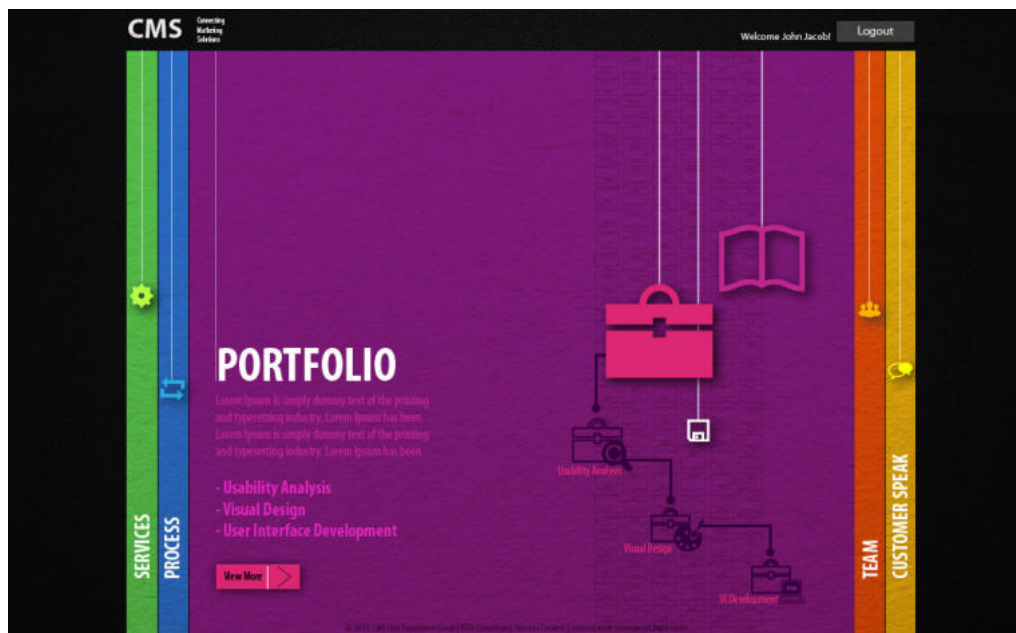


1. Landing Page
2. Carousal image: Services  
On mouse hover, one category will open & others will get minimized.



3. Carousal image: Process  
When one clicks on 'View more' one could go inside.
4. Carousal image: Portfolio





Inside pages: Portfolio

Thumbnail view of projects, filter option below menu bar, pagination at the bottom, mouse hover feature.



# Goals for New Design

- To create design which has different layers of information and each layer can have multiple hierarchies.
- To study current trends and follow them as required.
- Our approach was to solve the problem through interactive info-graphics.
- Vertical scrolling is current interactivity brought in website design. It is seen that after a user enters a site, he has a habit of scrolling more. so, keeping this in mind, website was designed in vertical scrolling.
- Interactivity was brought in by building a story around it. How the whole team works was kept in mind and a story around it was built.
- There was a need of new approach to the way they worked before, so a strong approach on homepage itself was needed.

## Info-graphics

- It's difficult to comprehend complex data or analyse large amounts of information, if we only use words or texts.
- It helps to understand and navigate complex world of facts, figures, directions to finish a task, solve a problem or meet a need.
- To achieve clarity, precision and efficiency.
- It reduce attention span of the reader.
- We can show info-graphical representation of services and processes.

# Design Trends\*

Trends are not only a prediction for 2013. It reflects a natural interest in how all aspects of web design will evolve over the next few years. It's important not just to follow trends, but to think about which design language is appropriate for a specific content or message.

- Content First
- Content Chunk
- Bright Accents
- Typography
- Responsive
- Clear Layout
- Flat Colours
- Parallax
- No Skeuomorphism!
- Design Simplicity
- Colours
- Vertical Scrolling
- Usability

## Content First

- Design without content is decoration.
  - Content leads user to navigate to the website.  
If design doesn't give user the content they need, they'll find other ways to get it.
  - Content should be easily digestible using a simple clear layout.
- 

## Content Chunk

- Chunking helped and organize the present information in a uniform format.
  - Concise chunks of information are better suited to the computer screen, which provides a limited view of long documents.
- 

## Bright Accents

Bright Accents are used. The good thing about this trend is that, they all combine seamlessly with UI considerations, helping to distinguish important elements and break up sections as well as conveying a style or mood.

\*References:

<http://www.awwwards.com/10-web-design-trends-for-2013.html>

<https://creativemarket.com/blog/2013/04/02/2013-web-design-trends>

## Typography

**Slab Serif:** It is bold, unique, authoritative, and familiar. Good for large headlines and announcements.

**Large Text:** Large type on screen easily makes impact, while this has been common for headers in the easy and better readability on portable devices.

Bold typography logo.

Mix and match typefaces.

**White spaces:** This should be considered more of a rule than a trend... Too much crowding around text could make it unreadable and therefore 'UN enjoyable' to website visitors.

Hand written fonts in use.

## Responsive

Design and technology simultaneously getting bigger and smaller respectively. Trend is changing to the mobile website, no more desktop redirects or bare-bones landing pages. It's time to think of the mobile website as every bit as "real" as the desktop website.

Responsive web design has been changing to ultimately come to a threshold where layouts are designed to match all forms of digital media. The idea is to support all devices from laptops, desktops, smart phones, tablets, and anything which would get released in the future.

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## Clear Layout

New trends are following the idea of minimalism. Keep everything simple and focus on your core product. There should be a clear path through web pages from beginning to the end. Single page website allow a content-first approach. These patterns provided an ease into responsive design and less pages to load or clicks to make.

## Flat Colours

Some of the reasons why people are choosing flat web design are:

- Simple
  - Clean
  - Colourful
  - Modern
  - Easy to Navigate
  - Ideal for responsive design
- 

## Parallax

The effect has evolved and is now commonly seen as a part of a scrolling feature of a web pages.

Where multiple backgrounds seem to move in different speeds.

## NO Skeumorphism!

A skeuomorph is a physical ornament or design on an object made to resemble another material or technique.

This is changing design trend, all leading companies are following flat designs, like Apple, Windows 8, Nokia etc.

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## Design Simplicity

Simplicity in web designing means how easily and effectively website can communicate company's messages. It is the look & design of the web-page/s that will communicate to the web surfer about the personality of organization.

- It is easy to understand and interpret a simple layout.
- The website will have a professional look and feel and thus enhances the personality of the company's online presence.
- Design solutions which has more space, less clutter and decoration.
- Clear background, minimalistic representation of icon, bold typography, are all part of design simplicity.

## Colours

Neon colours look great when combined with each other, as sites like this clearly demonstrate. They can also be mixed in with other bright for a look that's just as fun but that has less of a specific visual reference.

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## Vertical Scrolling

On the Web, users expect vertical scrolling. As with all standard design elements, it's better to meet user expectations than to deviate.

When pages feature both vertical and horizontal scrolling, users have to move their viewpoint in two dimensions, which makes it hard to cover the entire space.

One-dimensional scrolling is a simple way to move across content without advance planning where you just keep moving down.

## Usability

- Simplifying website designs can be a great solution to navigation usability problems.
- Interactions with simple, clear steps and few instructions will be completed by more people than a long, wordy alternative.
- Continued Popularity of Vertical Scrolling and Fixed Navigation. Numerous studies, along with the advent of one-page websites and parallax scrolling have helped people see past this myth and recognize that users actually expect to scroll a website.
- As users continue to scroll, drag, and swipe, it's incredibly useful to have the navigation fixed to the page and easily accessible regardless of their position on the page.
- According to a study done by Smashing Magazine, fixed navigation increases user interaction by 22%.

# Strategy & UX

## Concept Content

### **Power of a smart idea**

Can create great identity experience

### **How does it work?**

(Here we can show the services)

### **A smart idea can create...**

(Here we can show the process)

### **Splendid designs**

(Here we can start with portfolio)

### **It comes from smart minds**

(Here we can give link to our team)

### **See what our customer says?**

(Here we can give link to customer speak)

### **Some amazing stuff about CMS**

(Here we can showcase news and updates about CMS)

## Changed Content

### **A design begins with discovering the problem!**

What does industry think? Customer insights  
(Here we can showcase the data gathering, understanding our customer need. 'Customer insights' word will come in info-graphics)

### **What we do?**

We shake the things a bit and add designers into the mix. (Here we can show our services)

### **And How we do it?**

We focused on satisfying need, function and aesthetic.  
(Our process)

### **It can create splendid designs!**

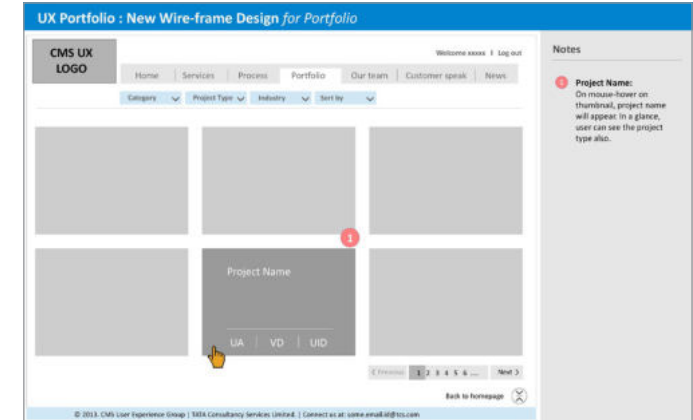
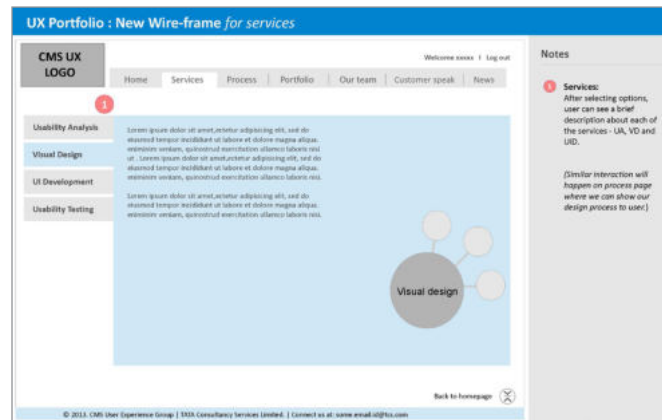
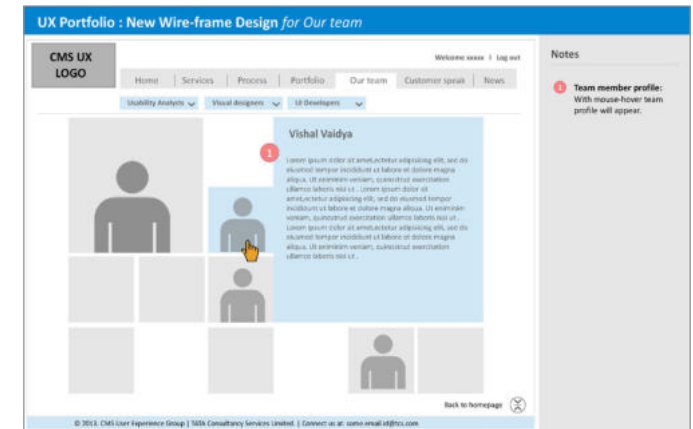
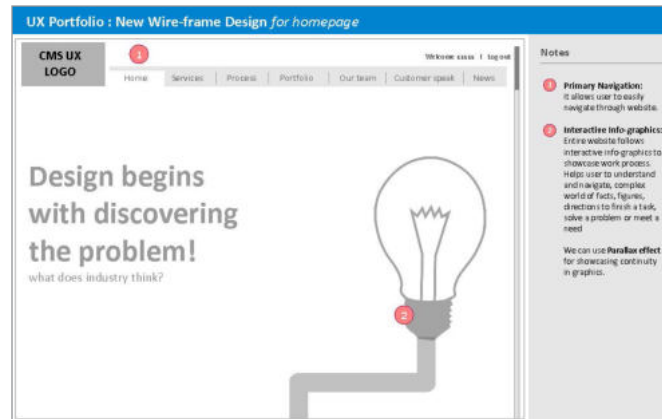
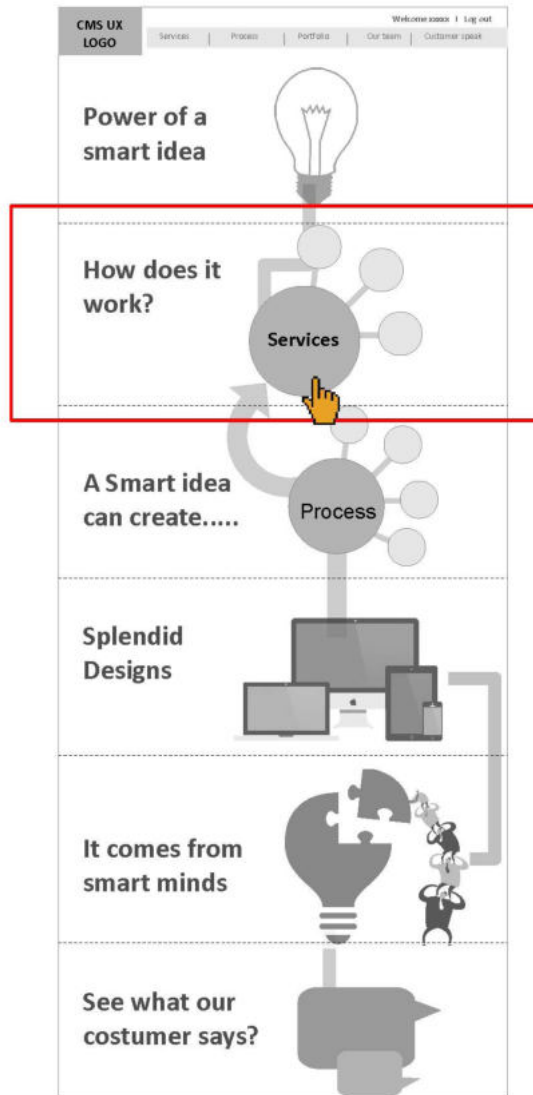
A unique profile for each customer (Our portfolio)

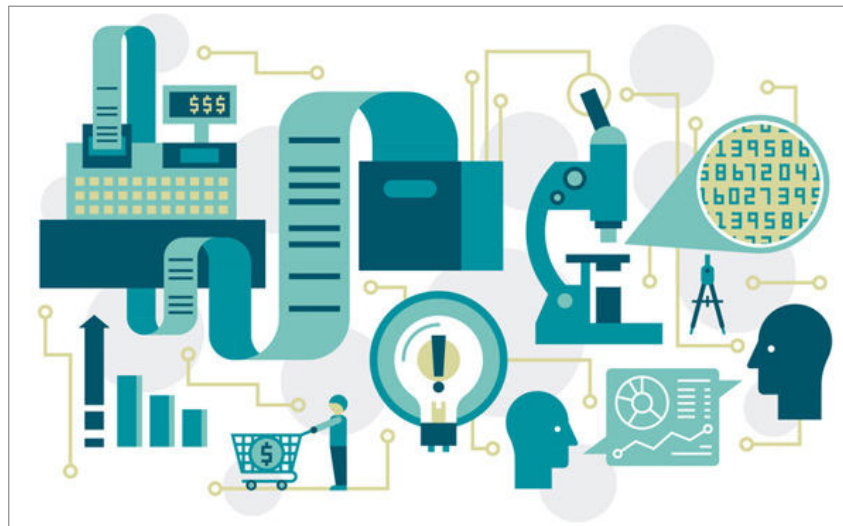
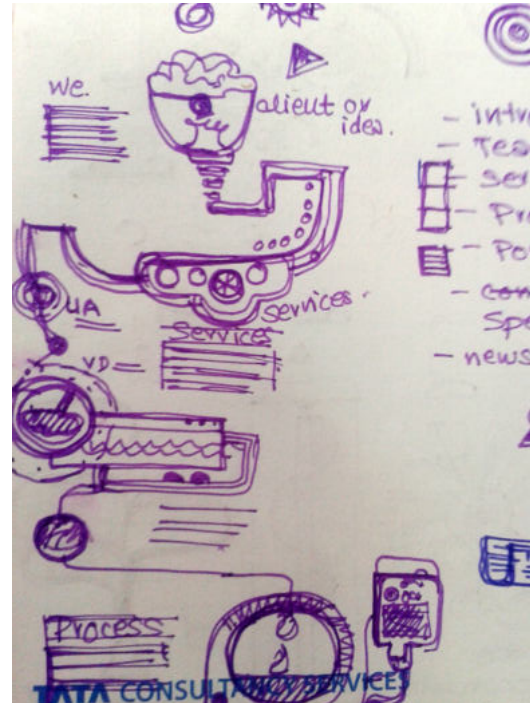
### **It comes from smart minds** (Our team)

### **See what our customer says!** (Customer speak)

### **Amazing stuff about CMS...** (News)

# New Wire-frame





## Design Laboratory

- CMS group is a creative group there among other groups so therefore, a completely new approach was necessary for them to look different from others.
- I have used design laboratory as a metaphor here.
- It will have a series of actions conducive to experimentation, investigation, observation, etc.; anything suggestive of a laboratory.
- By visually I have showcased a process of manufacturing or assembling an 'Idea' and deliverable as 'Project'.
- Single page/vertical scrolling website allowing content-first approach.
- It had vertical scrolling, interactive info-graphic, vector illustrative styling, flat colours, simplification.

It's difficult to comprehend complex data or analyse large amount of information, if we only use words or texts.

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## Form to an 'Idea'

- Here there is use of 'TRIANGLE' as a metaphor.
- The Symbols made of three parts are used to present concepts such as past, present, and future or spirit, mind and body.
- The orientation of a triangle is important to it's meaning.
- A point-up triangle might represent a strong foundation or stability, as it is rooted to the ground through a solid base.
- Combining triangles, a hexagon is created.
- Meaning of hexagon for idea is:  
Communication, Interfacing, Balance, Union



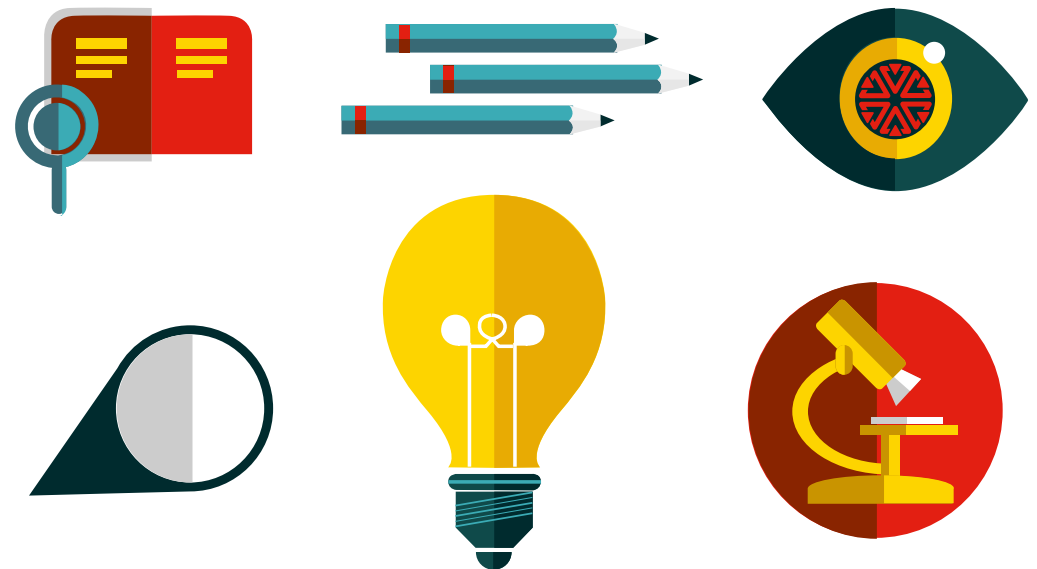
## Illustration Style

**Using Vector Illustrations:** I have used flat colours, which is perfectly suited for vector artwork. Vectors are inherently constructed by flat shapes and clearly distinct areas of colour. By adding some simple vector style illustrations we can accentuate the flat nature of our site.

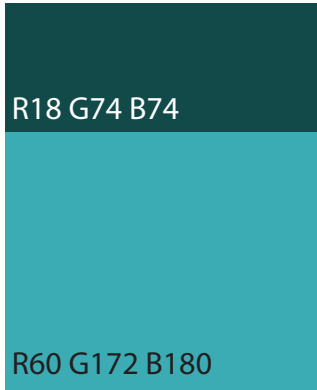
**Flat designs:** Focus on the colour. Flat design schemes often use a lot of vivid colour. From colour blocking and shapes and bars to tints, colour is a key component to making it work.

Use of two shades of a colour to represent the illustration in detail as well as in minimalistic form.

Use of some science laboratory elements to give a look and feel of 'Design Lab'.

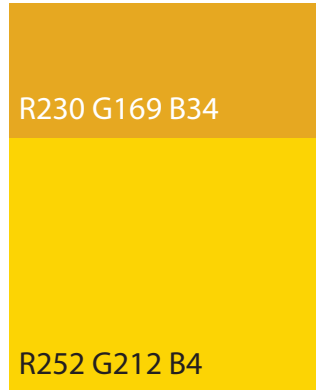


## BLUES



Reliable, Trustworthy,  
Cleanliness, Strength,  
Dependability,  
Coolness

## YELLOWS



Pure, Bright,  
Wisdom

## REDS



Passion, Desire,  
Strength, Leadership,  
Courage

## Colour Palette

PRIMARY COLOUR Scheme:  
Yellow, Red, Blue.

These colour are plain to see, with only a couple of bright hues to draw the eye, it's easy to differentiate important information and interactive elements.

It lends to a softness to playful.

### Museo-700

Aa Bb Cc Dd

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

abcdefghijklm-  
nopqrstuvwxyz

### Myriad Pro

Aa Bb Cc Dd

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

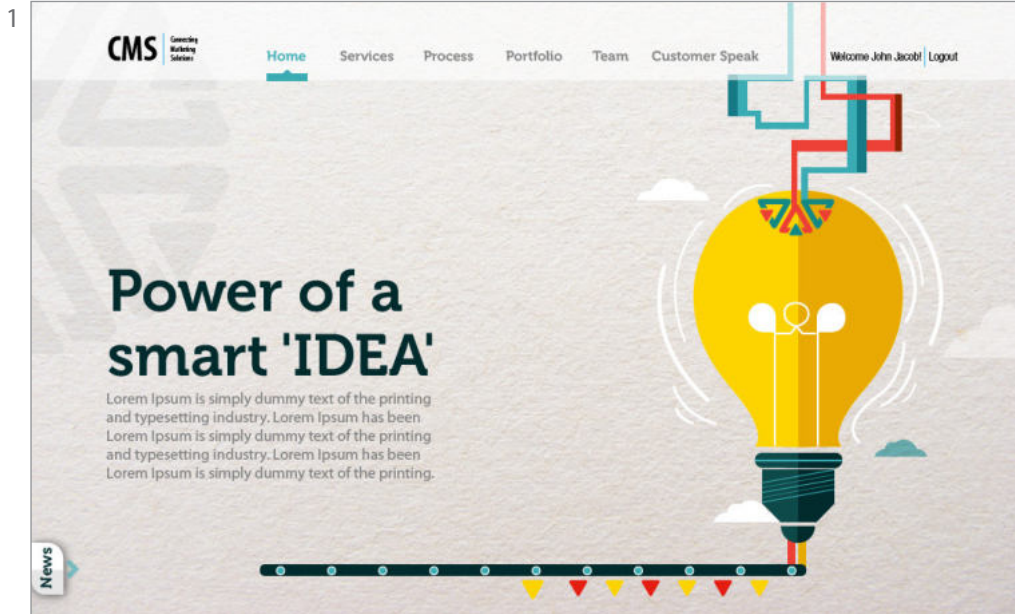
abcdefghijklmnopqrstu-  
vwxyz

## Typeface

Slab Serif font to follow the current typography trend.

Therefore, here there is use of 'MUSEO-700' font which is a slab serif font which is used for headings and headers in the website.

Use of 'Myriad Pro' for body text.

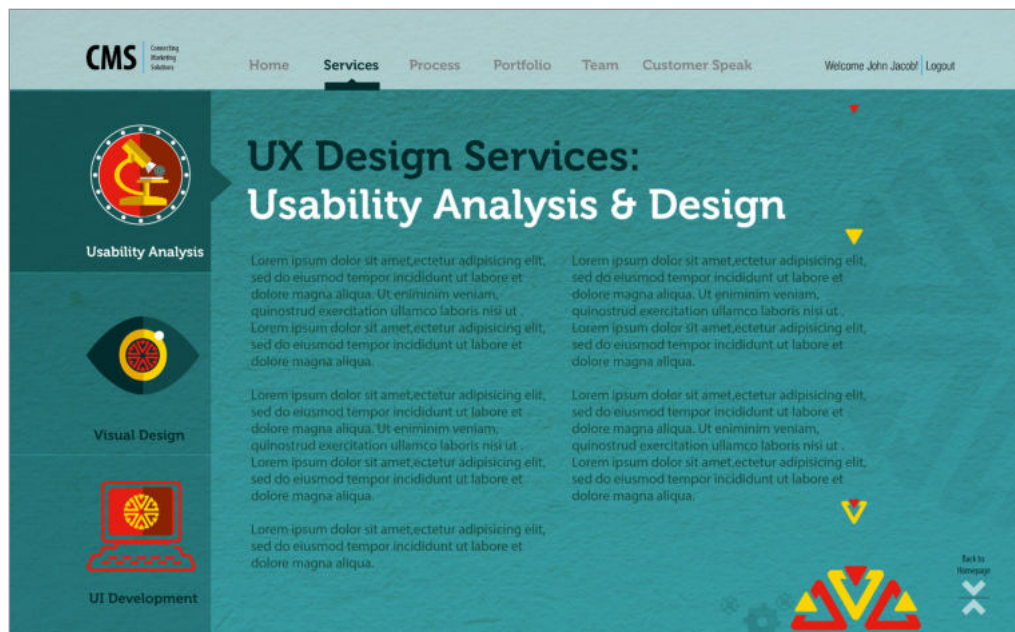


1. **Homepage:** Static menu bar, category gets coloured when selected, 'News' button on left bottom, 'Idea' form dropping inside the bulb.
2. **Homepage: Services:** Idea going in various services provided, 'Go to top' navigation arrow, click-able button which leads to inside pages.



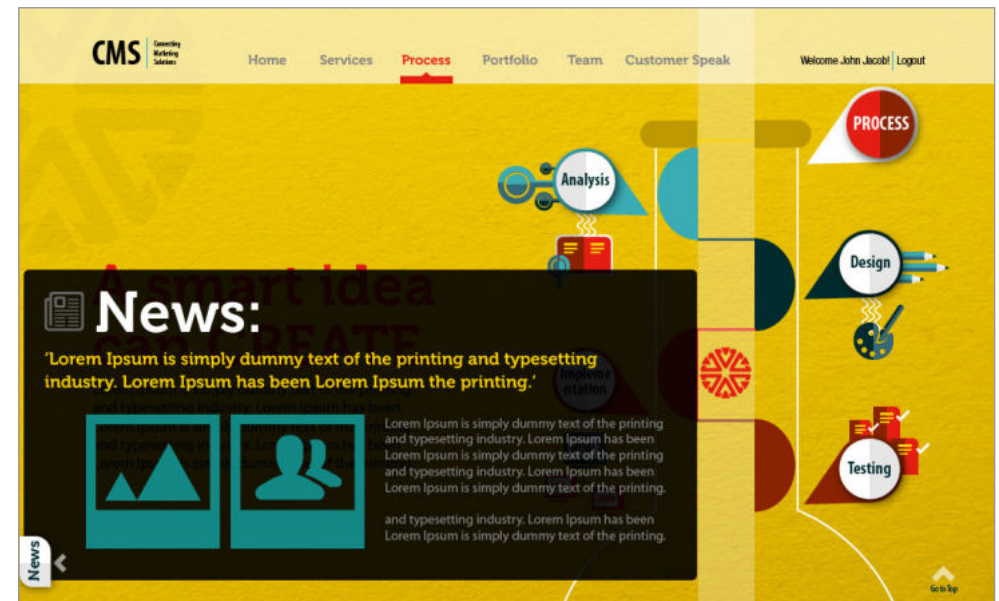
3. **Homepage: Process:** Idea going in various process, will get coloured according to the category, click-able buttons in info-graphic.
4. **Homepage: Portfolio:** Idea will come down and gets converted into three parts.





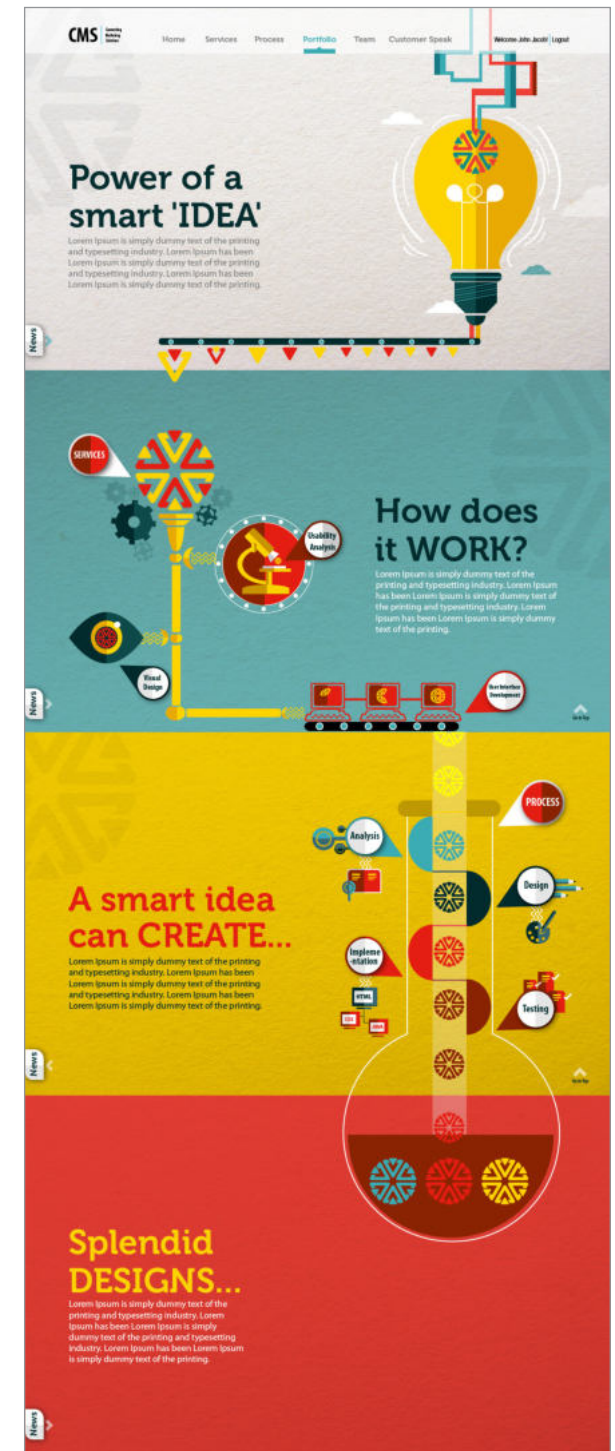
### Inside-page: Portfolio

Three main categories on left side, they are click-able. Design continued from homepage. Detailed information inside about the category. 'Back to Homepage' navigation arrow.



### Homepage: News

Three main categories on left side, they are click-able. Design continued from homepage. Detailed information inside about the category. 'Back to Homepage' navigation arrow. Pop-up information box when one click on 'News' button.



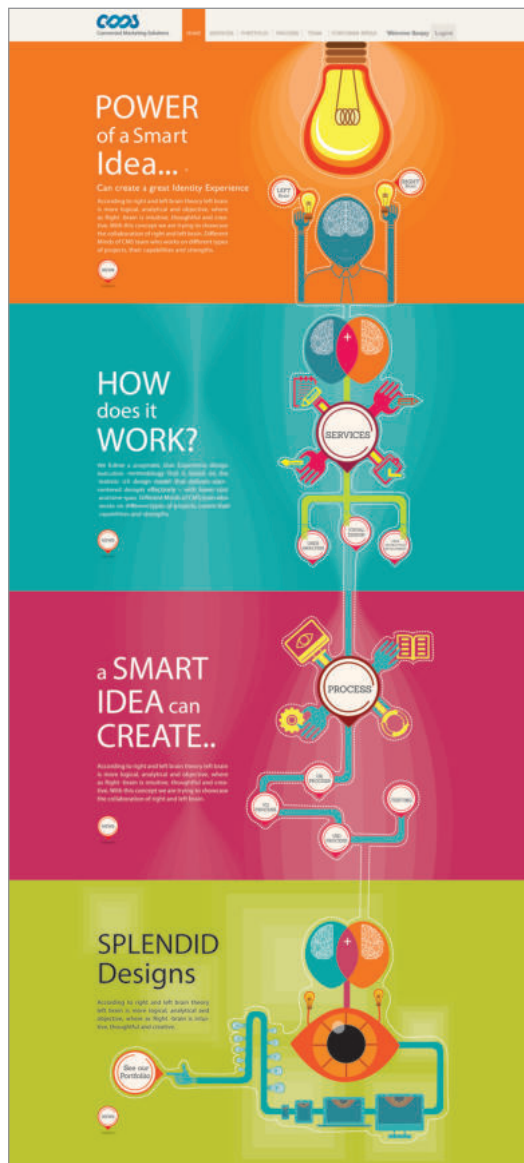


# Final Draft

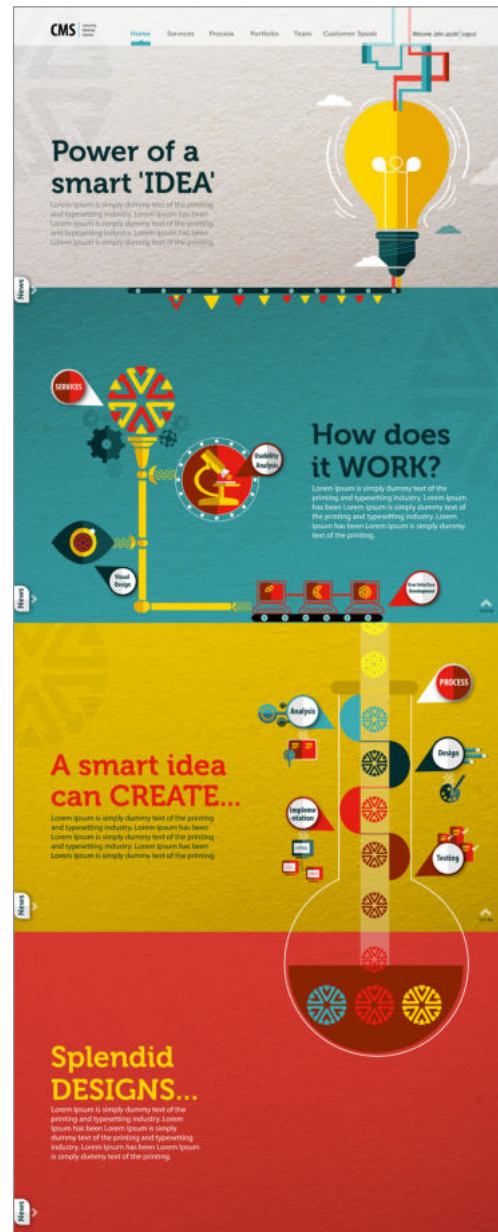
- By combining two designs, one final draft was created.
- After two concepts were finalized, some liked one and some liked the other design.
- Hence, to come up with one final solution, it was necessary for a conclusion, some elements from Design-1 and some from Design-2 were adapted.
- The theme of right brain, left brain was adapted from Design-1, whereas illustration style, typography, colour scheme was adapted from Design-2.
- This design was created in duration of four to five working days.

## The new approach has:

- Background with no texture or gradient
- Less click-able button in info-graphic
- Different content approach
- Simple design, less clutter
- New page added on homepage for 'News' instead of pop-up on homepage
- Corrected design for static bar
- TCS' logo added to the static bar.

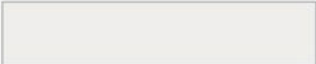


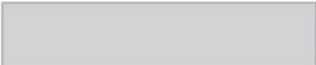










Design -1



Design - 2

## Colour Guide

Whites	Yellows	Reds	Blues
 R237 G235 B232	 R252 G212 B4	 R227 G37 B38	 R60 G172 B180
 R209 G211 B212	 R231 G171 B34	 R138 G38 B27	 R58 G106 B118
	 R216 G141 B42		 R72 G140 B156
	 R205 G153 B43		 R17 G75 B75
			 R3 G43 B45

## Typeface

Museo-700

Aa Bb Cc Dd

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstu-  
vwxyz

Myriad Pro

Aa Bb Cc Dd

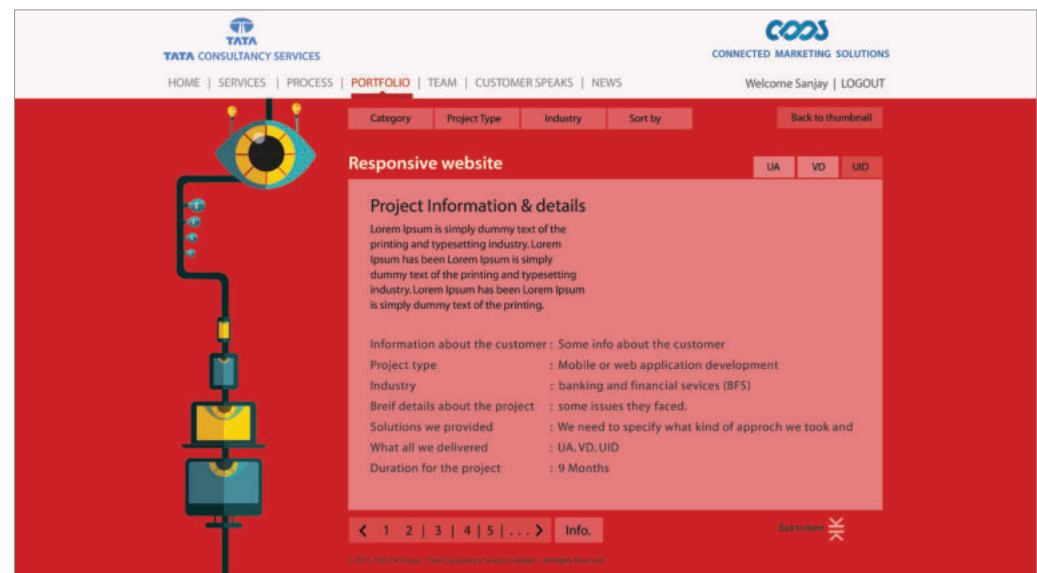
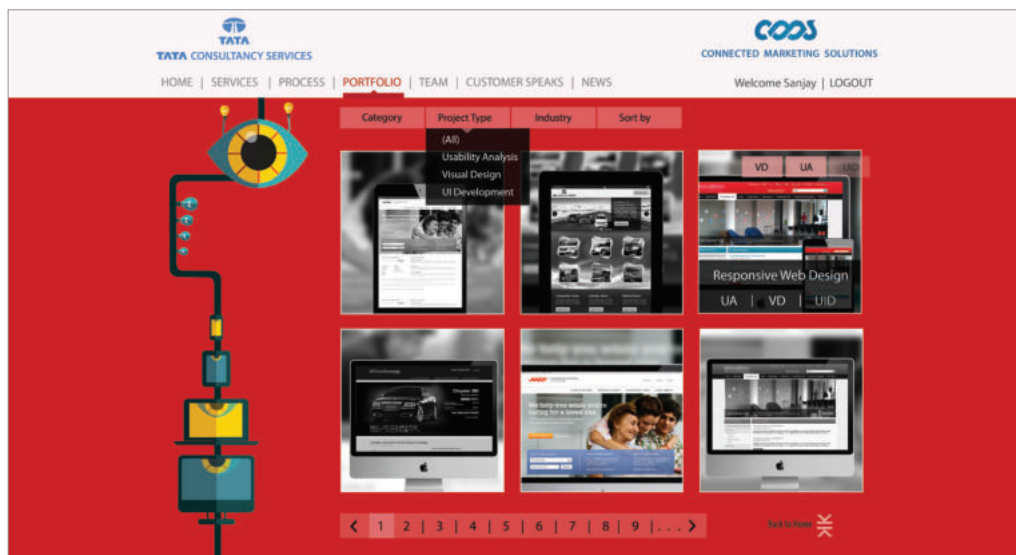
ABCDEFGHIJKLMNOPQRSTU-  
VWXYZ

abcdefghijklmnopqrstu  
vwxyz









Process Inside page,  
Portfolio Inside page

Portfolio Inside page

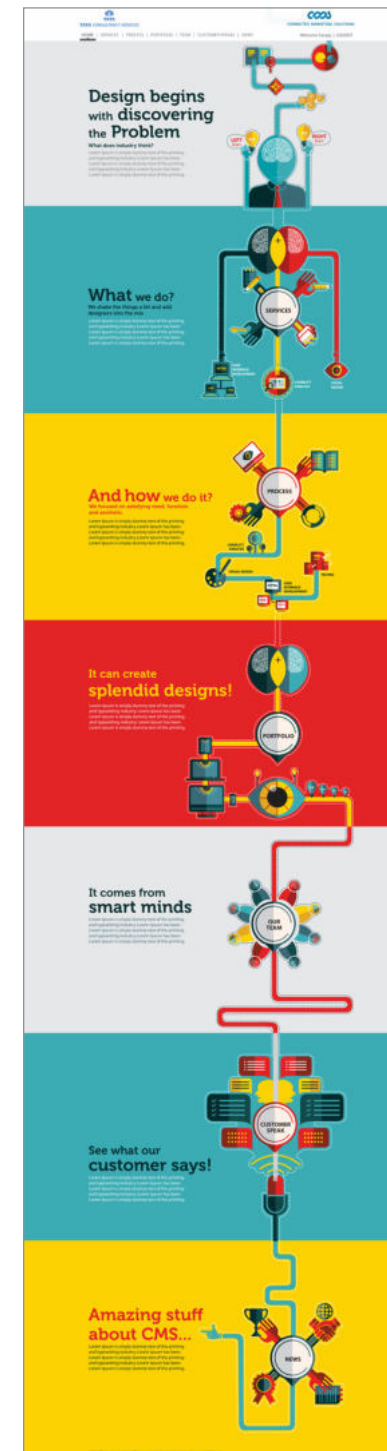
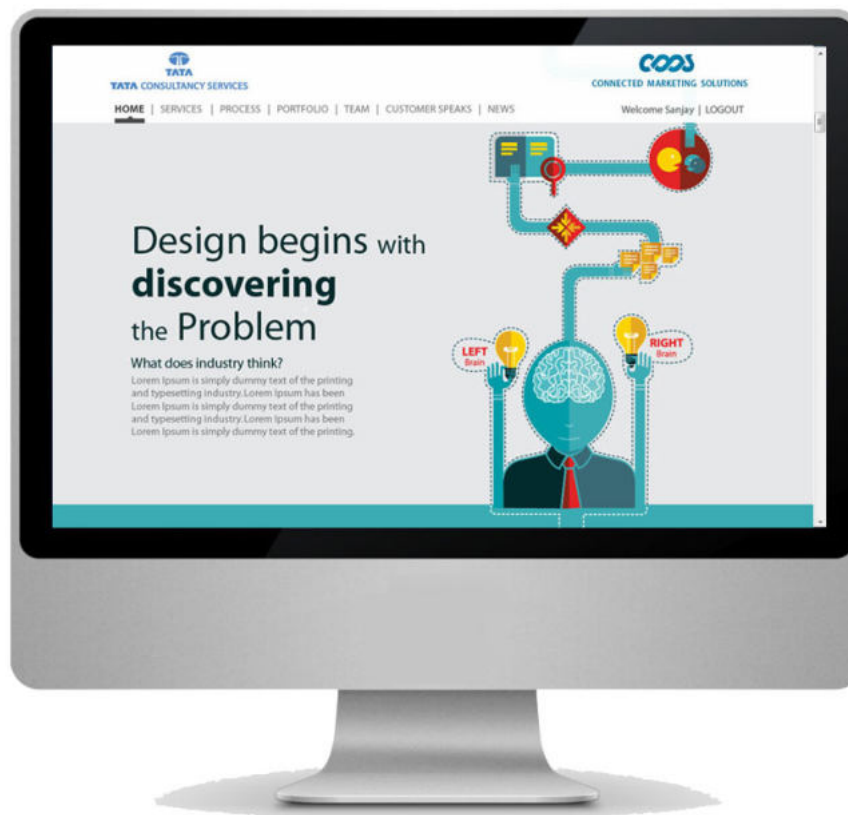


Team Inside page



Customer Speak Inside page,  
News Inside page





# Learnings

- Working in an IT company in limited sources and time constraints. Work culture and process of a corporate industry. Methodologies followed by company.
- Quick and smart way of doing things in little period of time. To create a web identity.
- How to adapt visual design for a website from wire-frame design.
- Design iterations at different stages of work.
- How interactivity can be brought in a design with user centred design.
- When a website is designed, now-a-days it is made responsive too. So, in what design methodology is applied there to make it fit in responsive design.



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## Thank you !