Aritro Paul

Product Design

Portfolio

I am Aritro

I am a Human Computer Interaction student at the University of Maryland, College Park.

I am a CSE graduate from Vellore Institute of Technology, Vellore.

I have a major love for Hackathons, and I have attended about 14 of them.

I have a passion for problem solving and dreaming.

About me

timeline

Winuall 2018-2019
Product Designer

Applutions 2019-2020
Product Designer

AccedoTV 2018
Product Design Intern

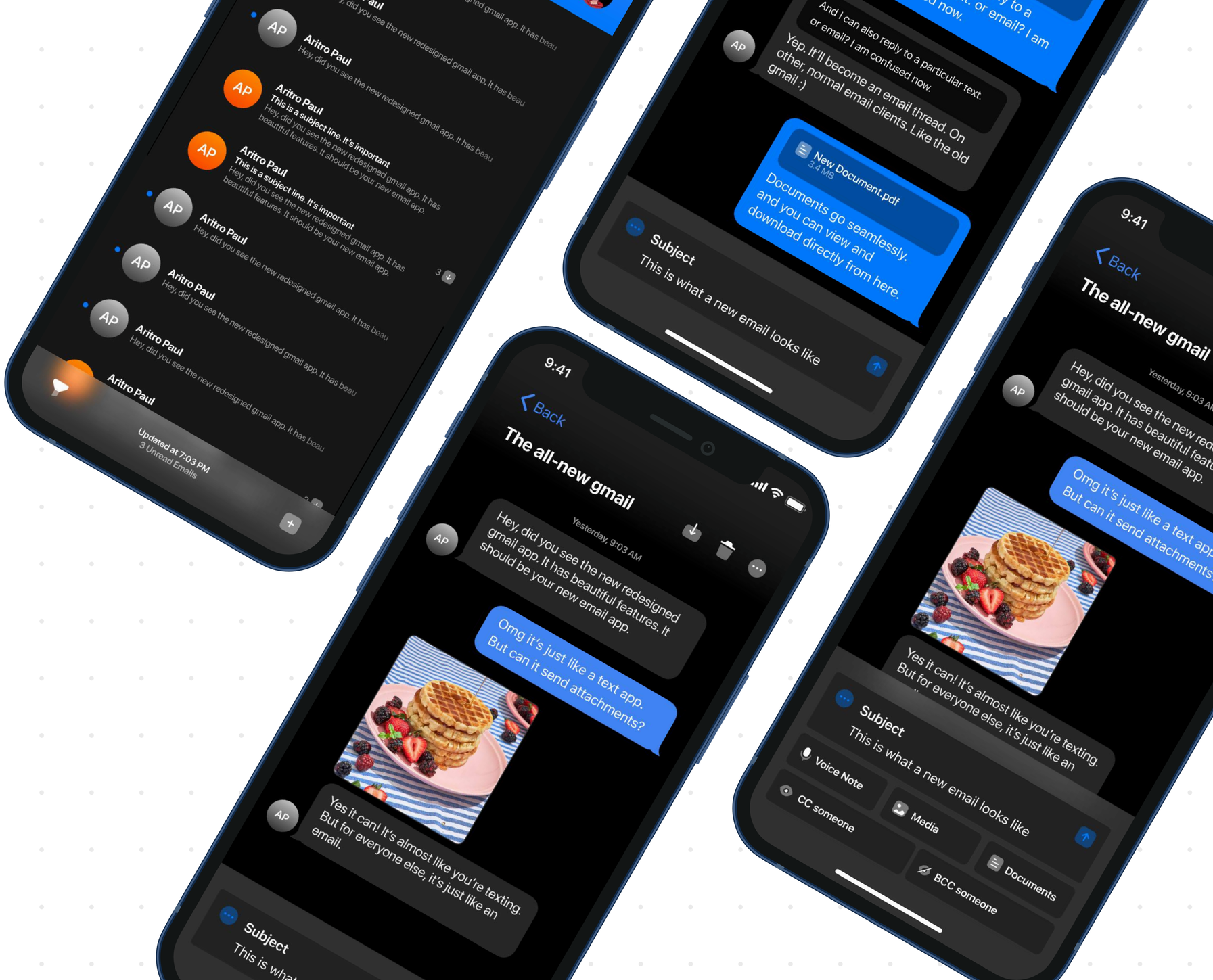
HCIM 2021
University of Maryland

I like building interfaces

Product Redesign

SOLO VISUAL DESIGN

gmail



pain points

Overcrowded

Gmail's web interface is overcrowded with the mailbox and all the 100 additional options it provides.

Grouping

Gmail has a fantastic grouping functionality, but it's confusing and tough to use, so it ends up as not being used to its full potential.

Threads

The whole concept of mails and reply mails is really old now, and the concept of threads is trying to replace it. The threads are very glitchy, and mails and attachments often disappear.

process

redesign goals

Clean up the interface

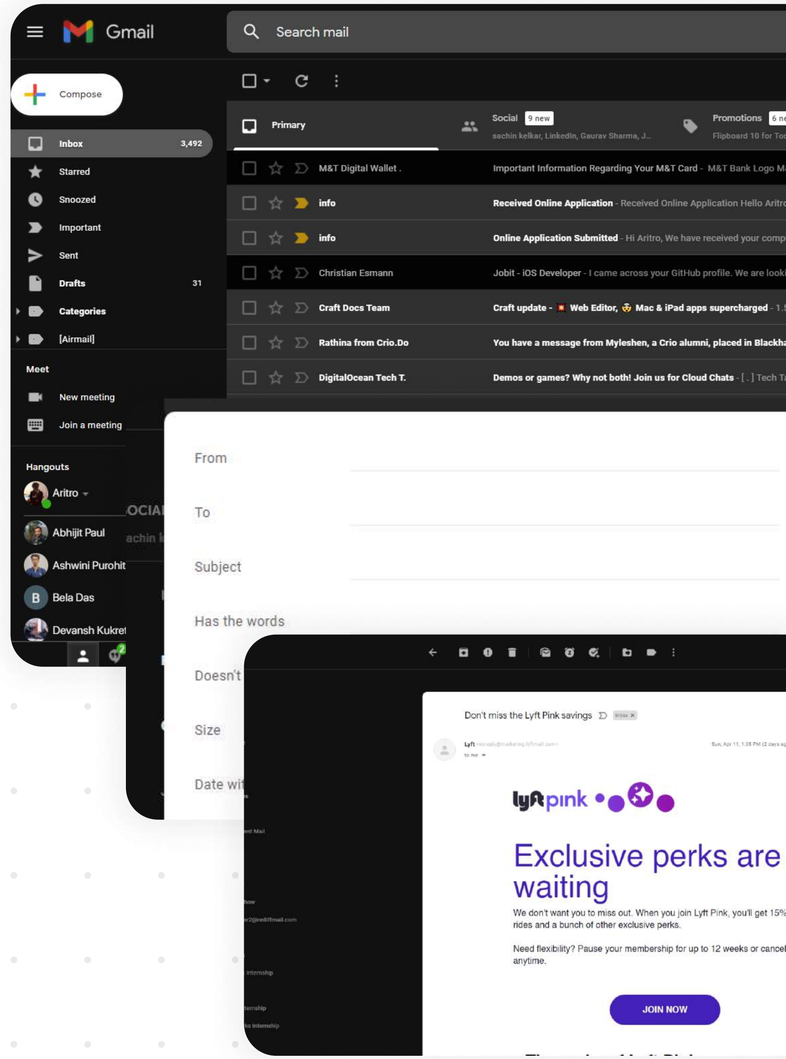
Cleaning out the interface to provide visual clarity and highlight all features properly. This would let users feel out the application more and increase engagement.

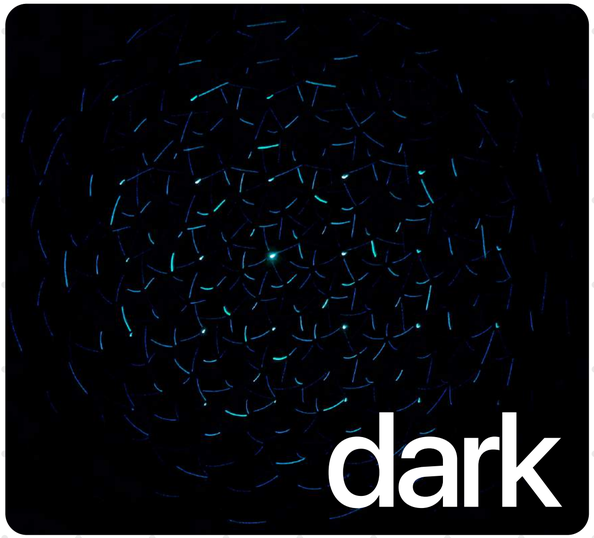
Create extensive grouping options

Utilise the powerful grouping features and expand to help users who regularly have > 10,000 mails in their inbox. Utilise spam detection and smart filters to the maximum.

Emails are nothing but messages

Reimagine email as messaging threads, like iMessage and support all kinds of attachments with proper threads, branches, and replies.





moodboard

SF Pro Display
Header 40 Pt

SF Pro Text
Body 20 Pt

Aa Bb Cc

Aa Bb Cc

typography and color

Google Colors

#34A853 #EA4335 #4285F4 #FBBC04

gmail

visual design

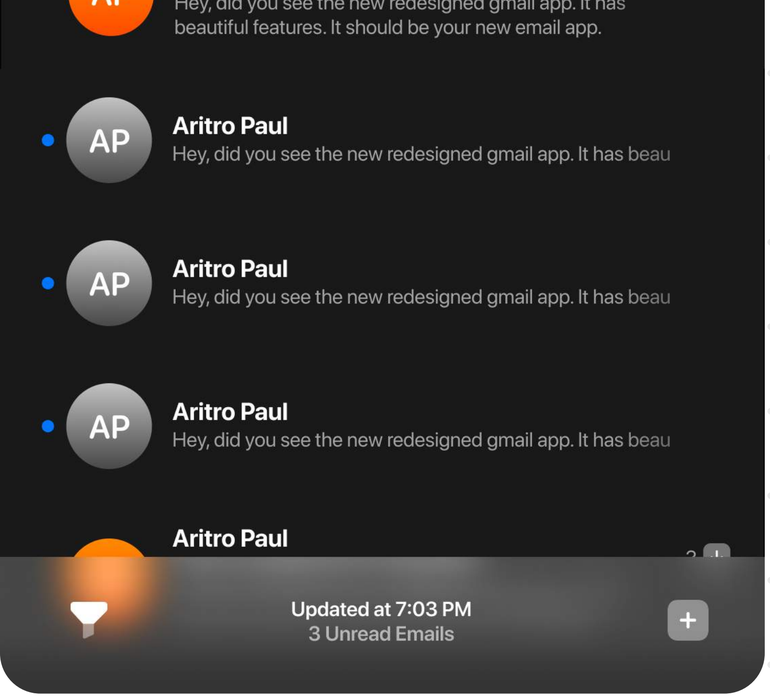
1 mobile application

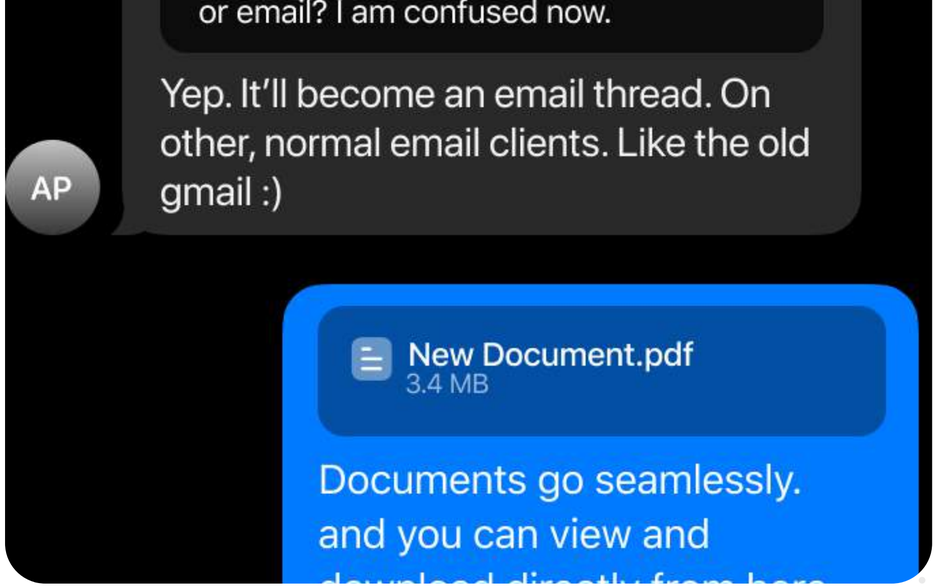
2 carplay application

3 merch

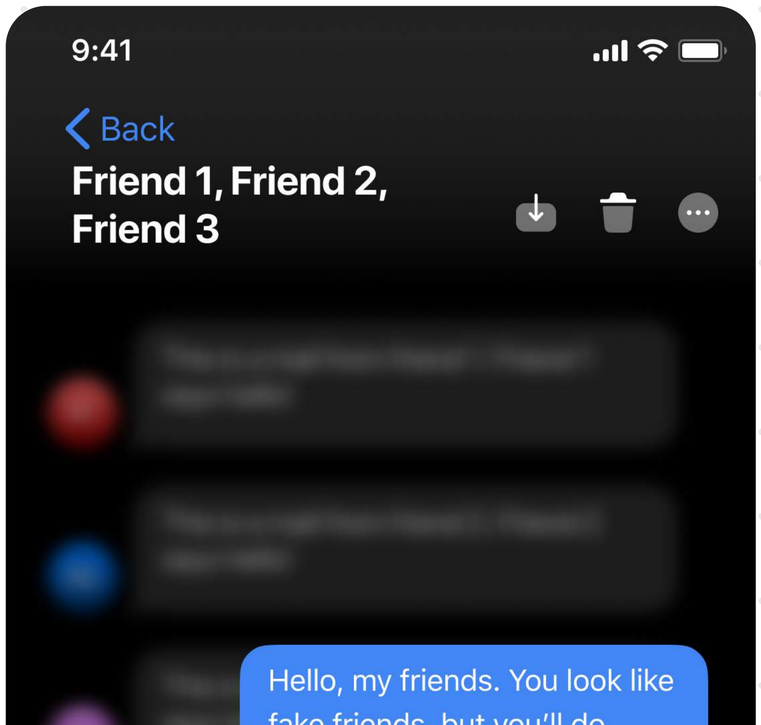
4 snail mail

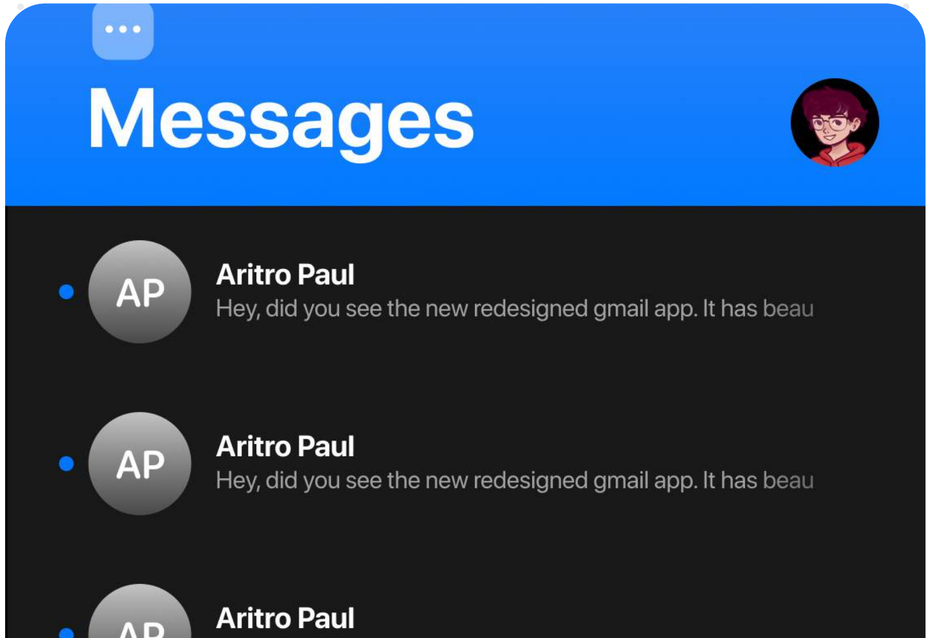
execution goals

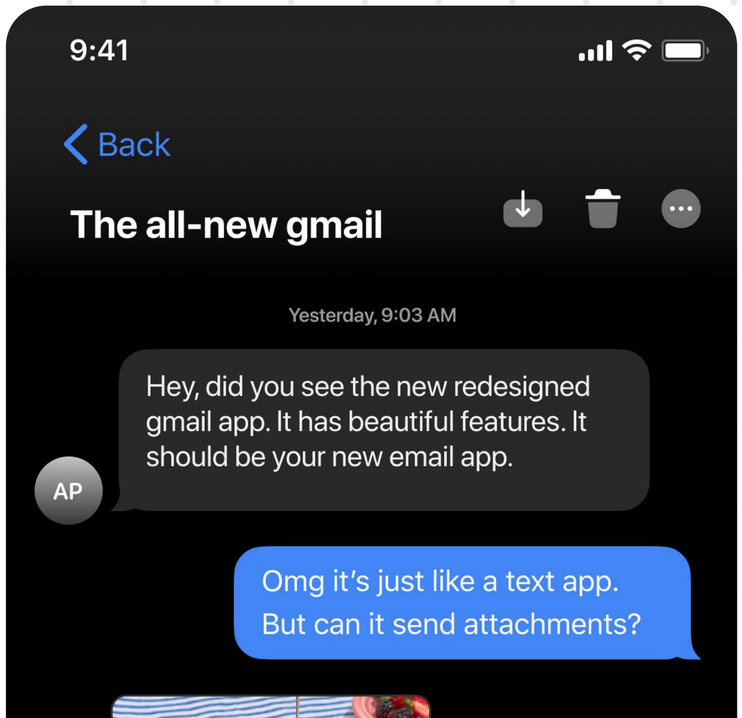




The all new gmail





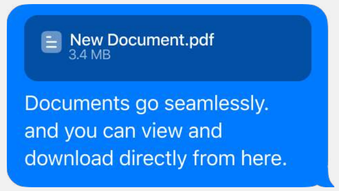


gmail

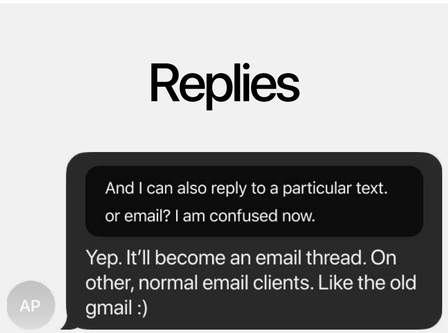
visual design

features

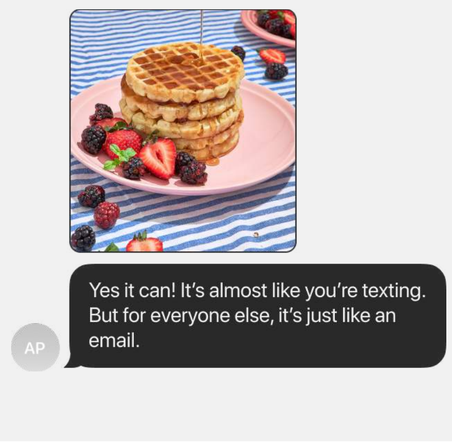
Attachments



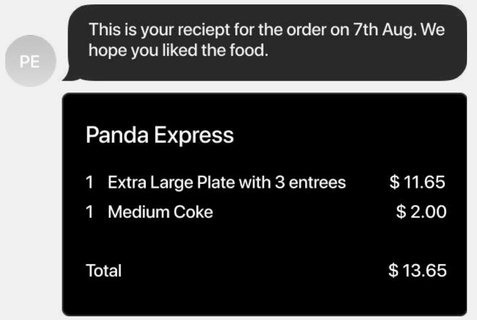
Replies



Media



Transactions

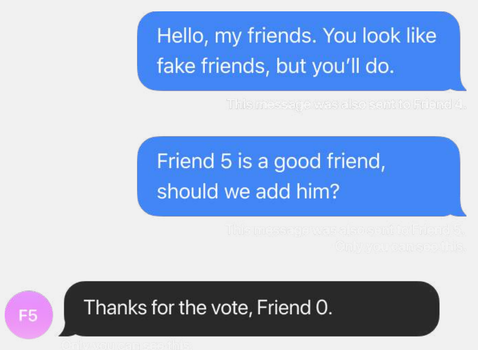


Newsletters

Zero Day

Spies, hackers and the intersection between cybersecurity and national security. (News, analysis, features, investigations)

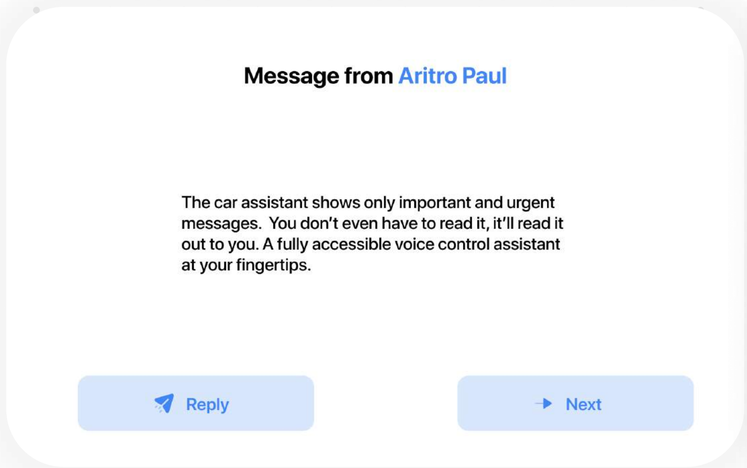
Carbon Copies

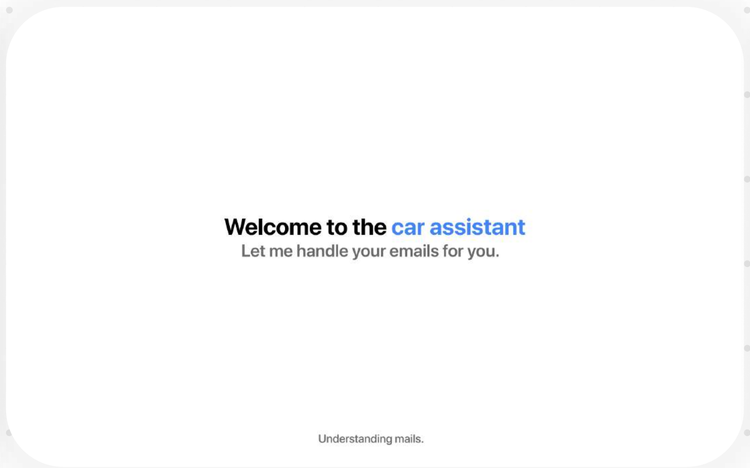


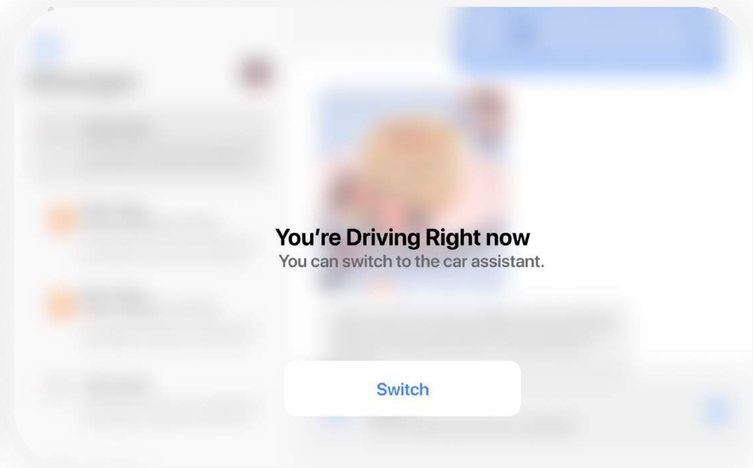
gmail

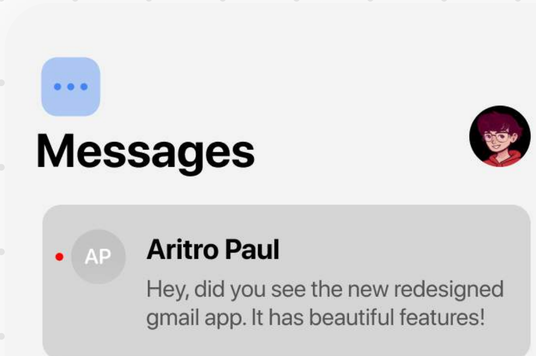
visual design

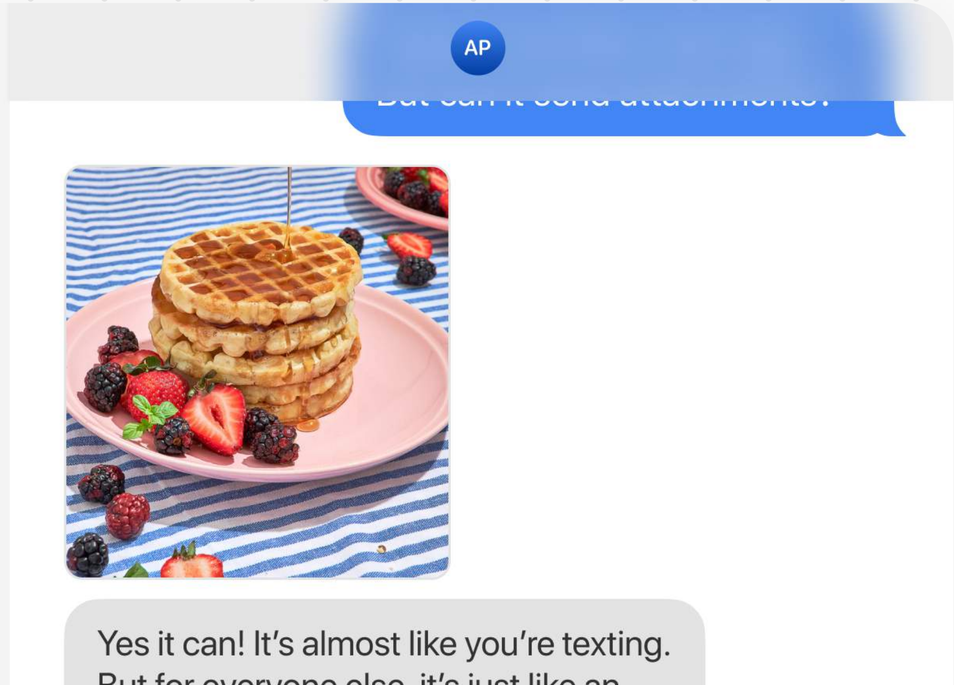
now on the tesla











gmail

visual design

snail mail

Identity Design

GROUP EXPERIENCE DESIGN

infodesign

The College of Information Studies at the University of Maryland wanted us to conduct user research through conceptual design and modeling to create a defined brand identity and messaging for a new upcoming major, Technology & Information Design

problem statement

“This program is for students that are interested or beginning to discover their interests in the intersection of design, information, and technology”

study design

1 Understanding the problem

The first step towards conceptualizing an identity for the Technology and Information Design program was to study how other institutions of prominence employ design to help prospective students effectively conceive what might be suited for them: a generic undergraduate program or a specialized undergraduate program.

2 In-the-wild study

We conducted an in-the-wild study where we briefly asked three questions to students at various locations around the campus in order to uncover current students' perceptions of the program as well as UX professionals, and to understand what the term "Technology and Information Design" represents for different people.

3 Interviews

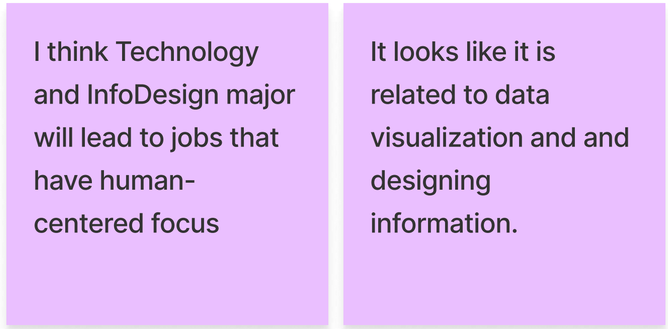
We recruited current students of iSchool for interviews, along with key stakeholders such as administrators and communications team members for their insights.

4 Affinity Mapping

We ended up with two different affinity diagrams, one created using the notes from interviews and social media posts labeled as 'general affinity' and the other one from the in-the-wild study labeled as "perception affinity".

GENERAL AFFINITY HIGHLIGHTS

PERCEPTION AFFINITY HIGHLIGHTS



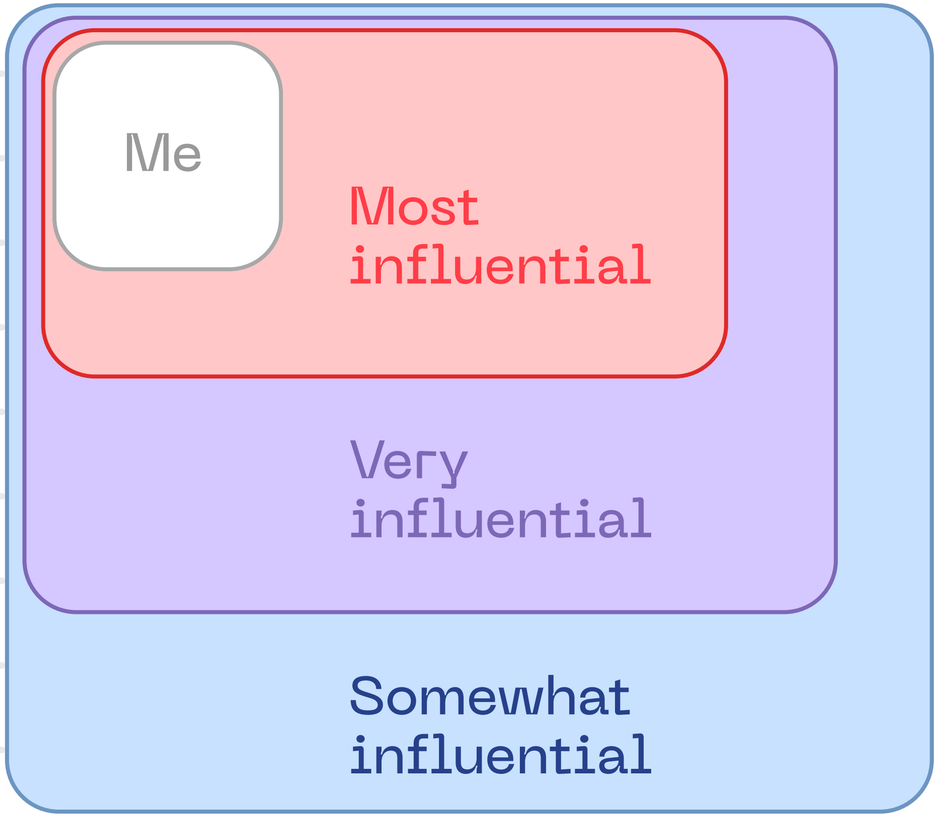
Visionary Vivian
is finding a major that fits her career ambitions

Social Simon
is a sophomore looking to change his major to Information Design

Analytical Adam
wants a good job and make a lot of money in a big tech company

personas

We created three different types of personas: two of them were based off of the interviews we conducted with students and faculty, and one was created based upon the findings from the data collected from the in-the-wild study. We labeled the former as “target personas”, meaning the students in these personas represented what an actual student pursuing this degree would be like. The latter was termed as the “perception persona”, which represented the perceptions that people who were not affiliated with the iSchool held of a person who may want to enroll in the Technology and Information Design program



relationships

We also employed a Relationship model, so as to explore the many ways as well as the degree to which different key people influenced the decision of prospective students to commit to an iSchool program. This helped us determine the most influential people for prospective students, which in turn led us to consider these people while designing our conceptual models. We determined that in order to fully convince prospective students to commit to an iSchool program we would also need to take measures to convey the identity of the program and market it effectively to the most influential key groups of people, which were determined through this relationship model.

core findings

1 Confusing Major Name

We found from our study that people were thrown off by the name of the program Technology and Information Design. The name led them to believe that the program had something to do with Technology and STEM, and therefore the people pursuing the course must be analytical and data driven.

2 Showcasing the major

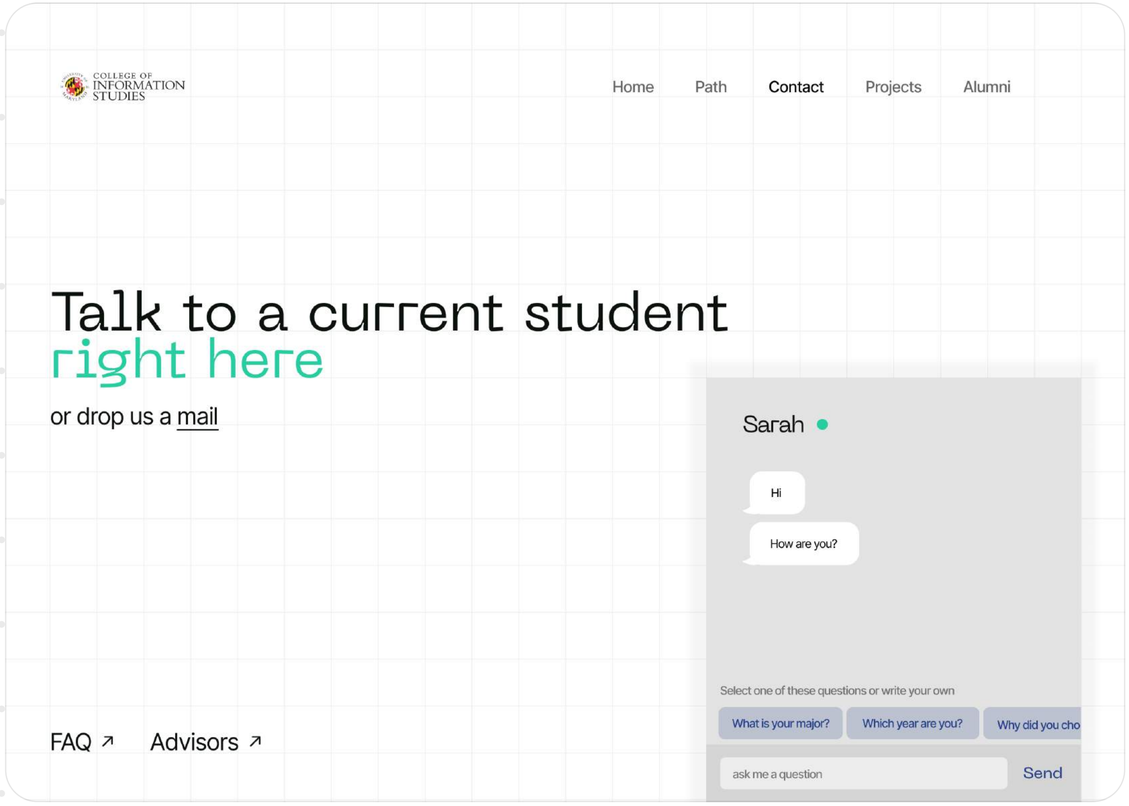
We found that people are skeptical about selecting new majors as their first preference if they don't understand the outcomes of the project. One of the biggest considerations is knowing what kind of work they are expected to deliver.

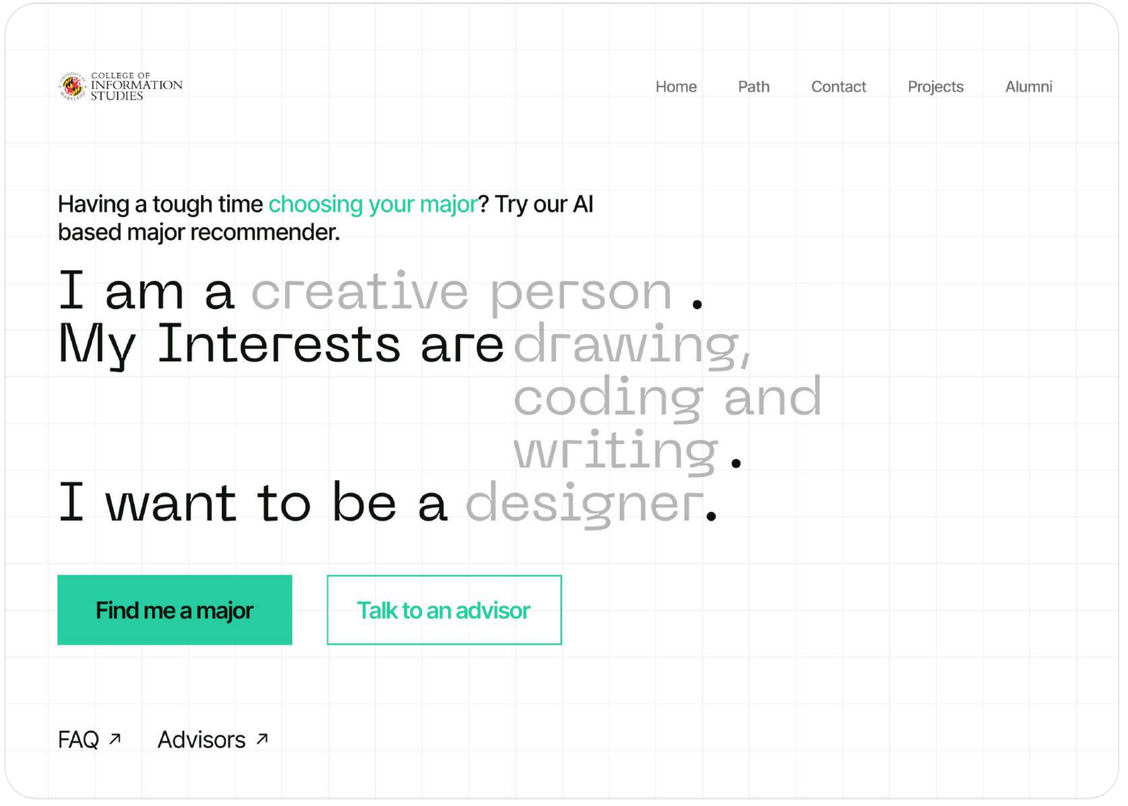
3 Marketing the human side of iSchool

We discovered that what the students appreciated the most about iSchool are its people. A very important part of college experience is daily life, and it was reflected very clearly during our study that students placed a very high importance on this experience.

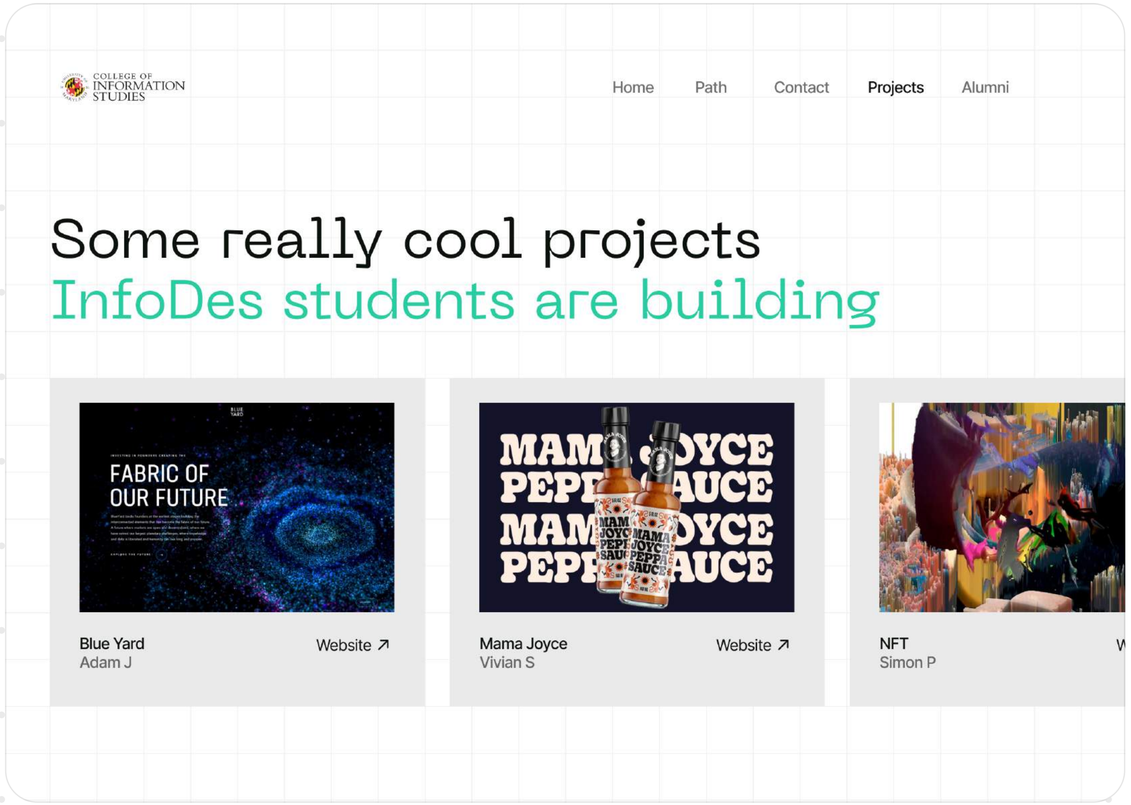
4 Information on career and opportunities.

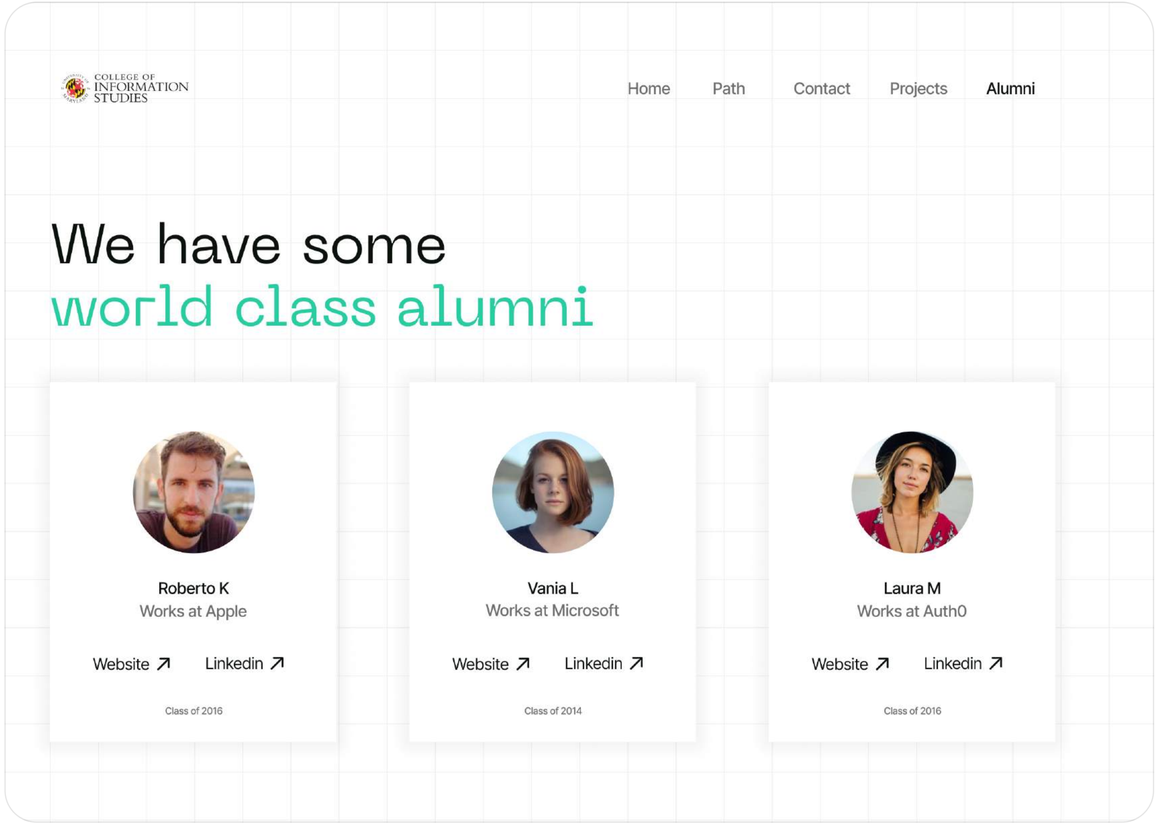
Students placed a major emphasis on the career opportunities a major can provide them with. There were a lot of factors that increased the influence of career opportunities in the decision making process, such as family, prestige, income, etc.





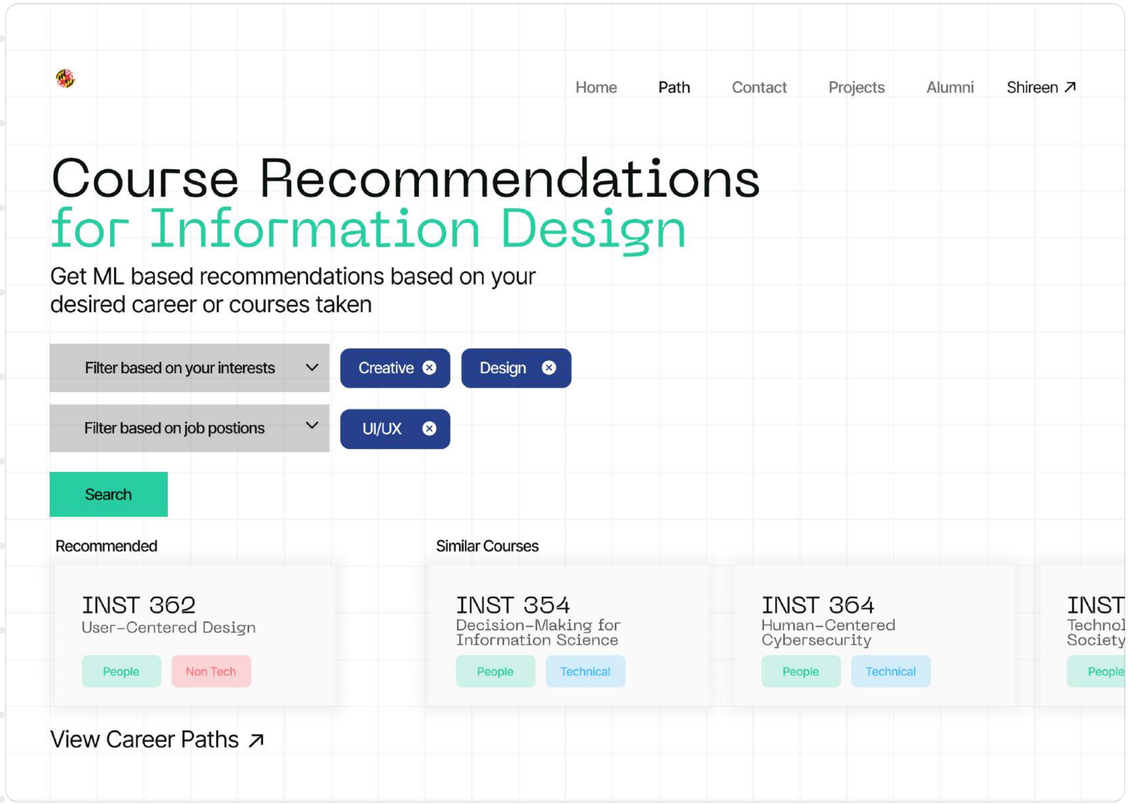
conceptual ideas





conceptual ideas

infodesign



conceptual ideas

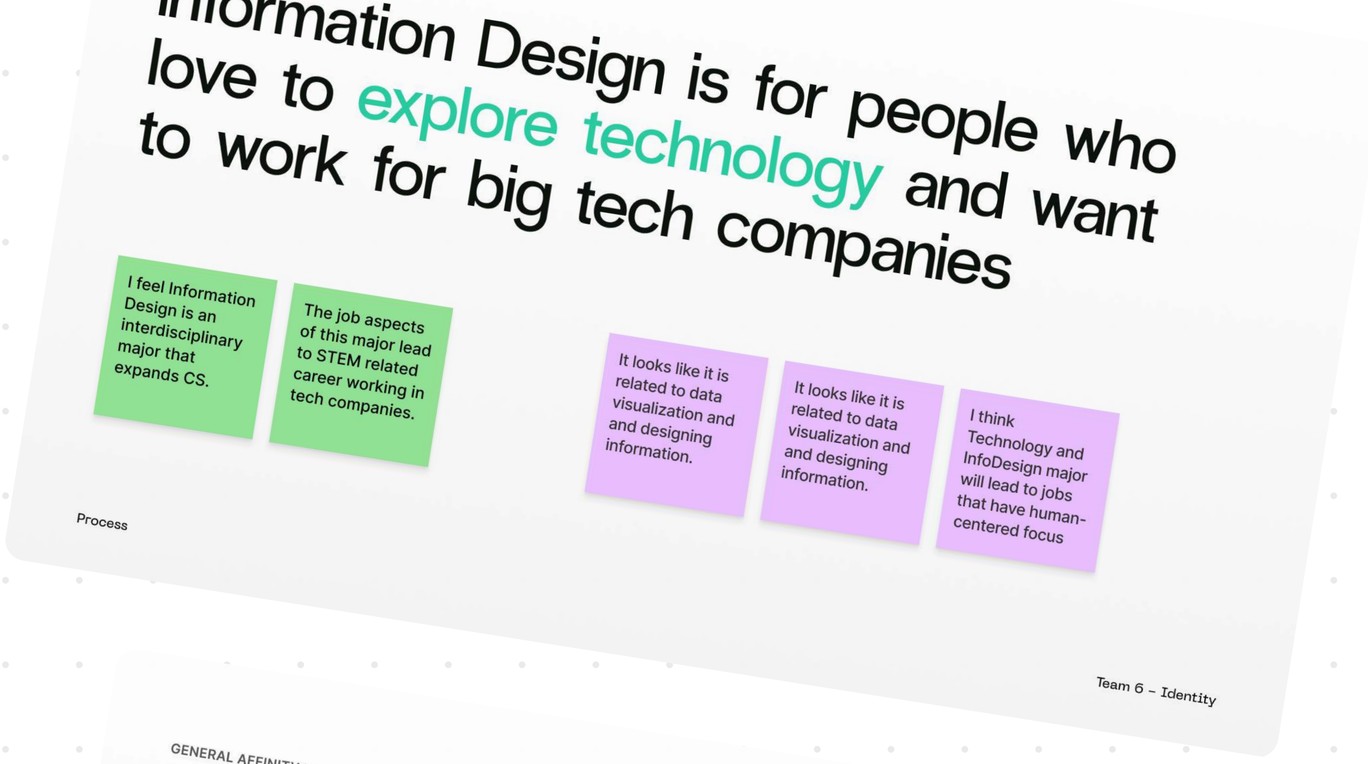
infodesign

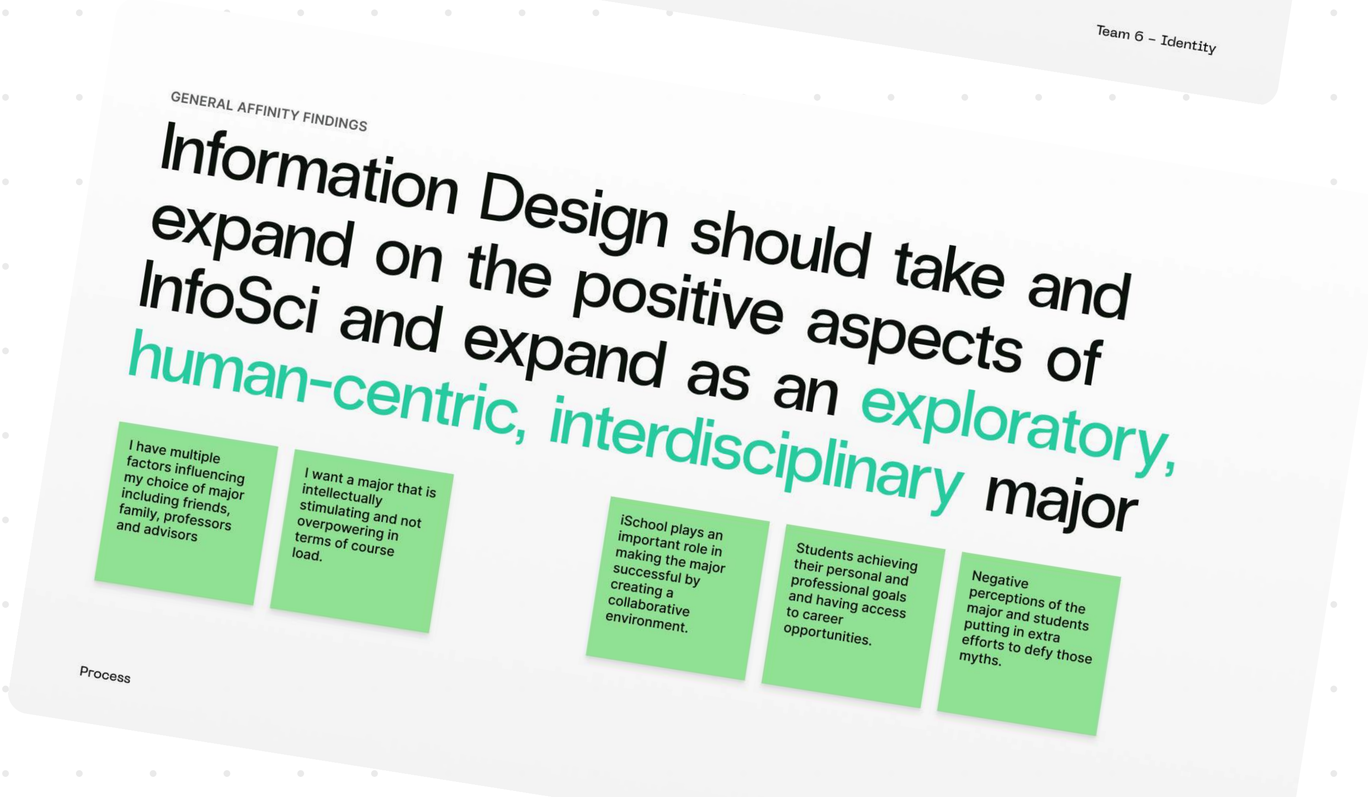
View the boards
ON MIRO

View the designs
ON FIGMA

A lot of our work in detail is on miro and figma. They are linked in here. Please reach out for any more questions!

more





@aritrotwt hello@aritro.xyz aritro.xyz

Thank you for taking the time for going through this portfolio. You can reach out to me through any of the links here!

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