

[see my portfolio website](#) →

Hello, I'm

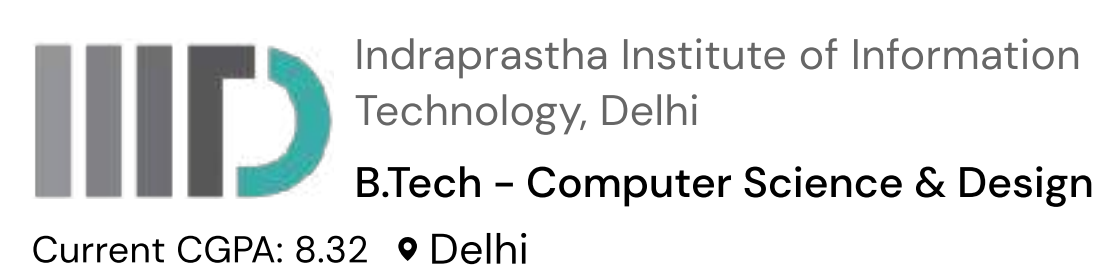
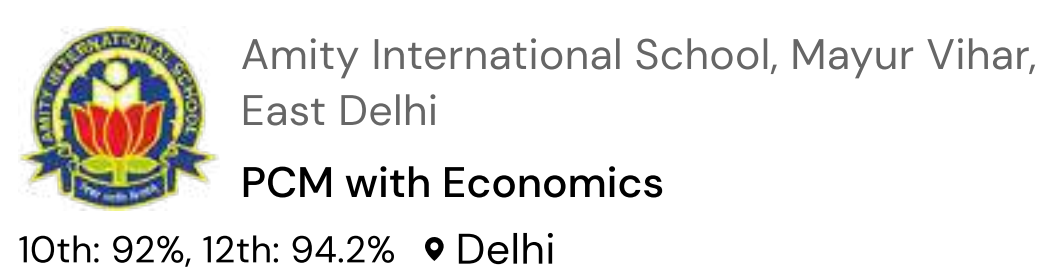
PRAKHAR BHARGAVA

I'm an aspiring UX/UI Designer, Creating Unique and Human-Centered Digital Experiences

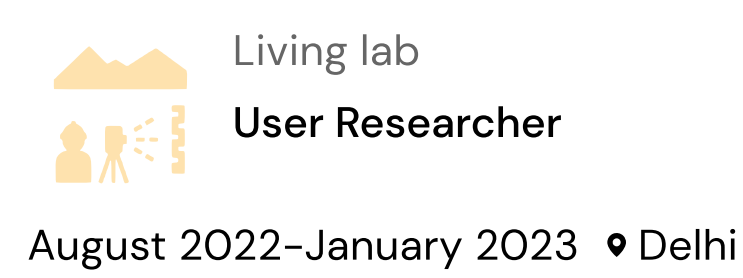
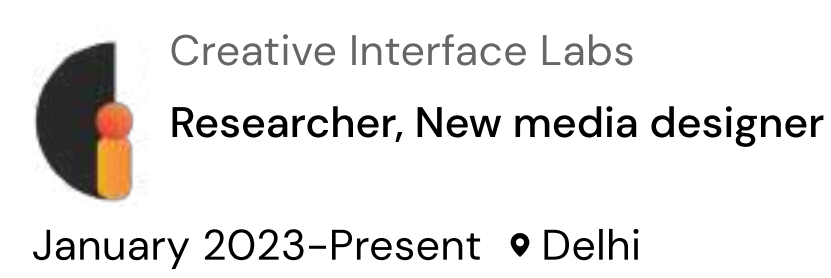
I have strong interest in **UX/UI Design, UX Research, New Media Design, Storytelling**

[behance](#) → [medium](#) → [github](#) → [linkedin](#) → [instagram](#) →

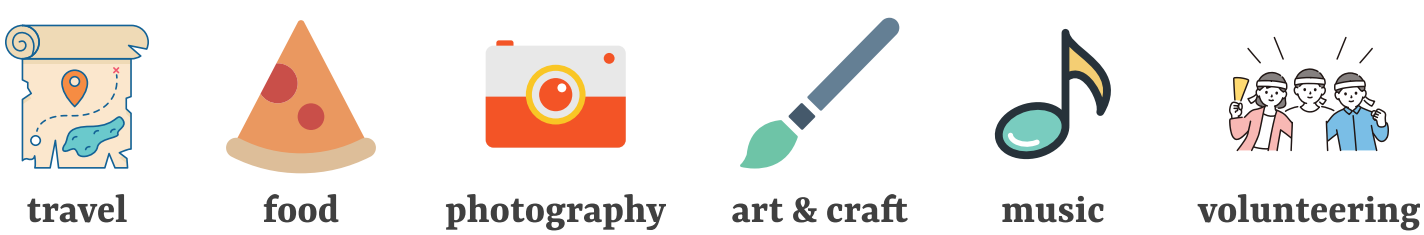
education



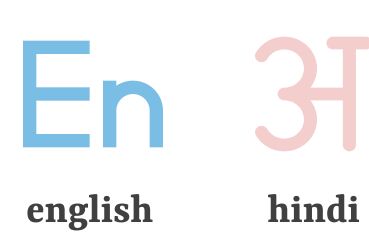
work experience



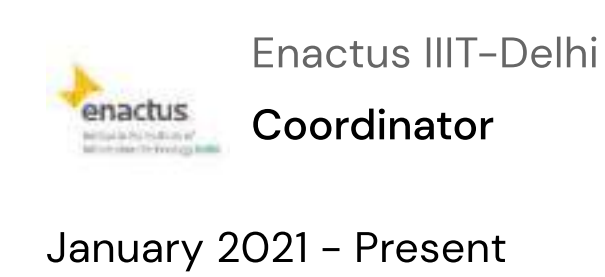
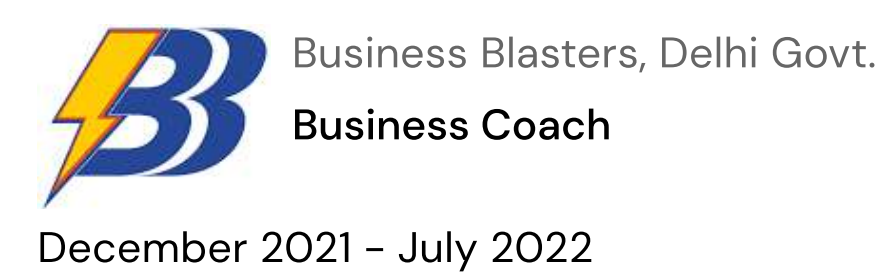
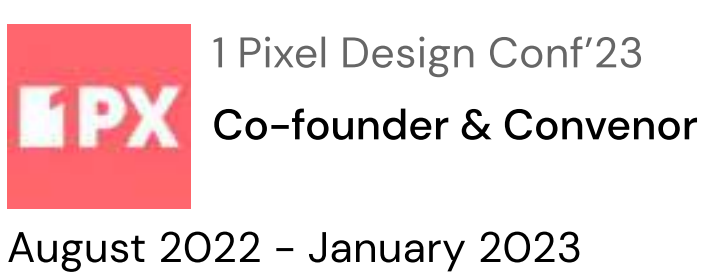
interests



languages



positions of responsibilities



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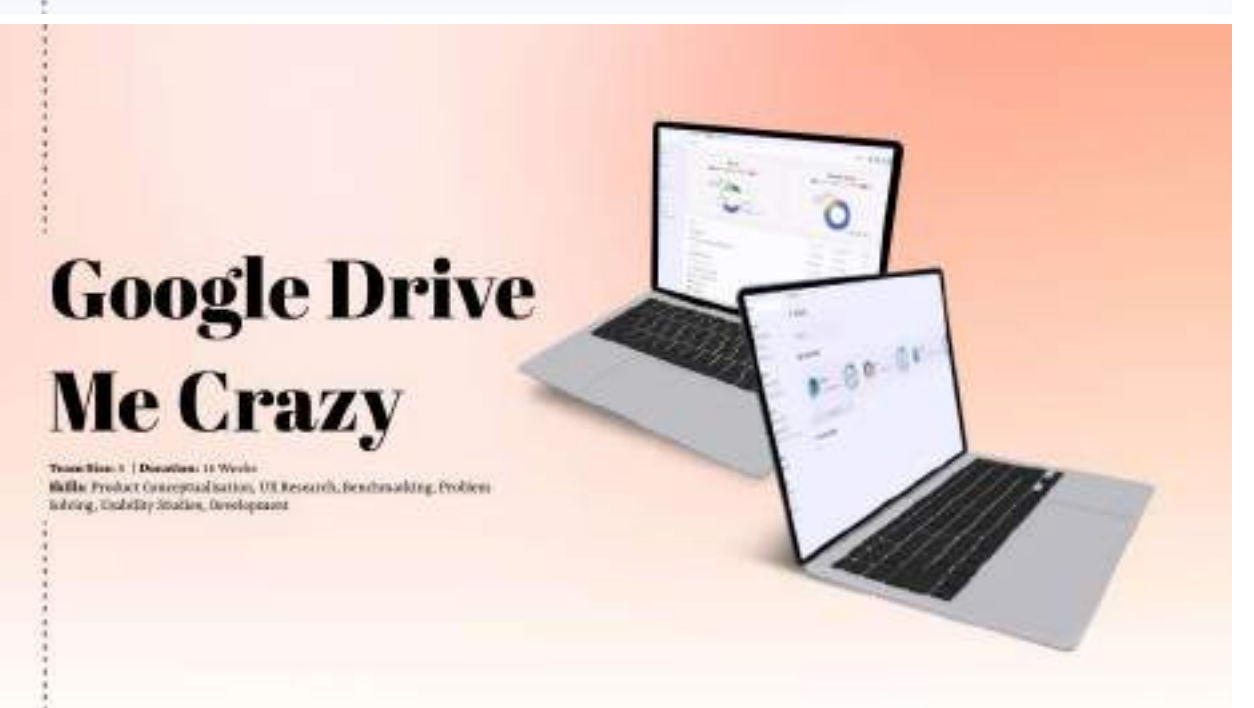
3 Tele-Diagnostics

4 Sehyog

AR Game for food nutrition awareness



Google Drive redesigned & developed as 3rd party service



Tele-diagnostics app design for primary healthcare



app for socially driven individuals willing to bring a change



The Happy Meal App

Team Size: 4 | **Duration:** 8 Weeks
Skills: Product Conceptualisation, New Media Design, Game Design, Research, Unity, 3D Asset Creation



PROJECT 2 The Happy Meal App

Team Size: 4 | **Duration:** 8 Weeks
Skills: Product Conceptualisation, New Media Design, Game Design, Research, Unity, 3D Asset Creation

The Happy Meal app is an **interactive AR game** for kids aged 6-10. It promotes **healthy eating habits** and helps children make **informed choices** about food. With features like recipe centers and **food label scanning**, it teaches kids about nutrition without body shaming or gender stereotypes. It's a **helpful tool** for parents and caregivers to **teach kids about healthy living**.

major challenges

- Designing engaging games for the age of 6-10.
- Involving positive nutrition enforcement tactics.
- Increasing nutrition and health awareness among children.

key learnings

- Designing for augmented reality.
- Scope of learning from games among children (and also adults).
- Designing developer friendly user interfaces.

tools used



problem statement

Picky eating behaviors in children present challenges for parents in promoting healthy eating habits. These behaviors **limit food preferences, discourage trying new foods, and result in imbalanced diets, inadequate nutrient intake, poor growth, and potential long-term health issues.**

focus areas

- ui design
- literature review
- media scans
- interview
- ideation
- augmented reality



design process

discover

Secondary Research
Primary Research

define

Personas
Scenarios & Storyboarding

develop

Userflow & Wireframing
Design & Rapid Prototyping
Development

deliver

Testing & feedback
Customer journey map

Scroll down to know more!

secondary research

6+ research papers | 10+ media articles

literature review

- Game-based Learning with Augmented Reality - From Technology Affordances to Game Design and Educational Science.** (2018)
- Extracting Design Guidelines for Augmented Reality Serious Games for Children.** (2019)
- Augmented reality of traditional food for nutrition education.** (2020)

media scans

- Kids who cook are hungrier for healthy food choices.** (2012)
- FSSAI considers symbol-based nutrition labels for food items.** (2023)
- 81% of Indian mothers consider their child picky eater: Study.** (2023)
- How the Bournvita brewhaha has energised a debate over regulations.** (2023)

Color Quest AR

- Interact with food in AR
- Coloring
- educational content

Awsome Eats

- stack and sort food items
- health tips
- gamified learning

competitive analysis

primary research

interview 4 w/ teachers, parents | 2 medical students (subject matter experts)

Parents

- Expect technology to be used as extension to existing methods.
- kids are fussy eaters and run away from veggies.
- children do not understand the value of food.
- use entertainment as a means to make children eat.

Teachers

- Children showed their meals to teachers with pride.
- children obeyed teachers more than parents.
- children love to have idols / role models who could be involved in giving nutritional advice.

Medical Students

- classification of food on healthy/healthier
- permissible values, RDA values, dietary requirements
- mathematical formulae for nutrition calculations
- junk food and it's consumptions

define stage

persona

- Arma:** pre-primary school teacher, 45 year old, with 20 years of experience. Pain points: not able to get her students to like veggies, children loathed to please. Goals: teach balanced diets, make children like healthy food.
- Ahna:** 7 year old girl, 10 year old girl. Pain points: bored from always eating 'hot rot', always like healthy diet. Goals: make her eat healthy food, make her eat more fruits and vegetables.
- Dinesh:** software developer, 30 year old daughter. Pain points: not enough time to sit with daughter, daughter eats junk food, always runs behind her to eat healthy. Goals: make an easy way to make daughter eat healthy, increase daughter's attention span.

affinity diagram

Parental challenges in dealing with picky eaters	Cultural and domestic considerations in nutrition education	Need for engaging and motivating nutrition education resources	Importance of making healthy eating enjoyable	Eating habits and performance of picky eaters	Impact of daily eating practices and health	Empowering children in making healthy food choices
Time constraints	Traditional food preferences	Lack of interactive content	Fun and gamification	Low vegetable intake	Weight gain/loss	Child autonomy
Knowledge gaps	Religious/cultural beliefs	Limited digital literacy	Visual appeal	Picky eating patterns	Malnutrition	Parental involvement
Behavioral issues	Family dynamics	Accessibility	Personalization	Emotional eating	Food allergies	Consistent messaging

solution

- Veggie Vegetable:** AR-based cooking game, Select healthy ingredients to earn points, Encourages making nutritious choices.
- Cooking Quest:** Offers no-flame cooking recipes for children, Encourages healthy habits, Teaches kids to prepare nutritious meals.
- Nutrient Navigator:** Simplifies nutrient values on food labels, Children can scan packaged food labels, Visualizes essential nutritional content, Promotes informed and healthier food choices.

scenario & story boarding

develop stage

user-flow

```

graph TD
    A[THE HAPPY MEAL APP] --> B[COOKING QUEST]
    A --> C[VEGGIE VEGETABLE]
    A --> D[NUTRIENT NAVIGATOR]
    B --> B1[Select recipes from the list and open it]
    B --> B2[View the recipe details and step-by-step instructions]
    B --> B3[Follow the instructions to make the delicious meal]
    C --> C1[Open app, select 'Veggie Veggies' game from the main menu]
    C --> C2[Presented with a list of ingredients, choose the right ones and try to make the meal]
    C --> C3[Add ingredients by click and drag, meter changes (increase/decrease) based]
    C --> C4[Final meal is delivered, get stars based on recipe healthiness]
    D --> D1[Open the app, select 'Nutrient Navigator' from the main menu]
    D --> D2[Camera automatically opens, click a photo of the label]
    D --> D3[The model analyzes the label]
    
```

wireframes

high fidelity prototype

3D asset creation

development

frontend

- Unity, Flutter
- Language: C#, Dart

```

import 'package:flutter/material.dart';
import 'package:flutter/services.dart';
import 'package:flutter/rendering.dart';
import 'package:flutter/widgets.dart';

class MainActivity extends StatelessWidget {
  @override
  Widget build(BuildContext context) {
    return MaterialApp(
      title: 'Happy Meal App',
      theme: ThemeData(
        primaryColor: Colors.pink,
      ),
      home: HomeScreen(),
    );
  }
}
    
```

backend

- ML Model from Huggingface library
- Server hosted on Google Cloud Platform

```

class NutritionLabel {
  String title;
  double calories;
  double fat;
  double carbs;
  double protein;
  double fiber;
  double sugar;
  double sodium;
  double calcium;
  double iron;
}
    
```

deliver stage

feedback

- Children of age group 5-7 found it difficult to read
- Included nutritional facts step by step and not together
- Text heavy game, less visual aspect
- Issues in navigation in and out of game

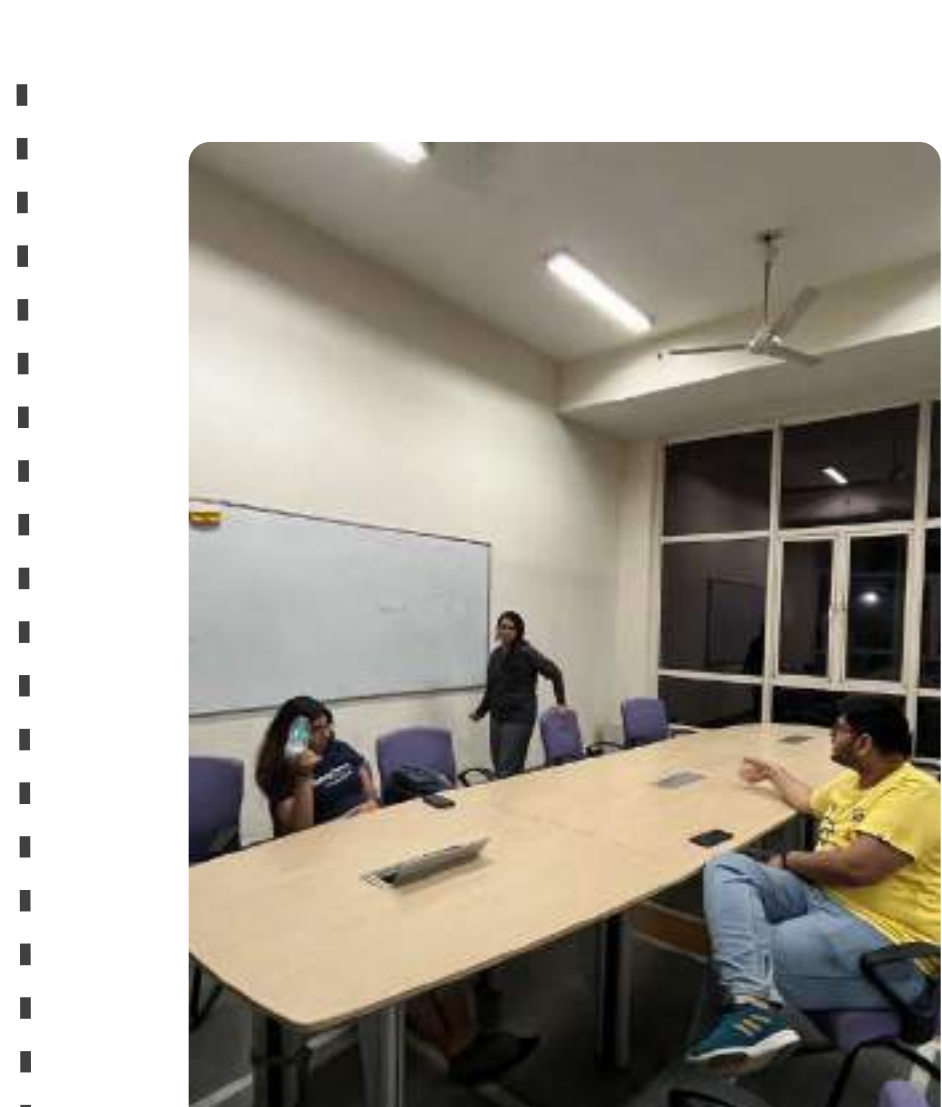
customer journey map

AWARENESS	CONSIDERATION	CONVEYANCE	PROVISION AND ENGAGEMENT	REWARD AND NOTIFICATION	REJECTION & FEEDBACK
Children are aware of the app through social media and family members.	Children are interested in the app and want to try it.	Children are able to download the app and access the content.	Children are able to interact with the app and use the features.	Children receive rewards and notifications for their progress.	Children are able to provide feedback and report issues.

incorporating feedback

- Reduced the text and shifted to more visual feedback.
- Included characters (their role-models)
- Increased the playing age-group to 6-10

reflections



Working on the Happy Meal app deepened my understanding of nutrition and nutrition labels, emphasizing their importance for both children and adults. I learned to read and interpret labels, recognizing their role in making informed food choices. The project sparked my interest in label design and activism. It also expanded my skills in 3D design and video editing. Designing for kids allowed for more creative freedom, and I enjoyed incorporating interactive elements for an engaging experience. Despite team disagreements, they led to a clearer and better product, teaching me valuable lessons in collaboration and problem-solving. Seeking input from various sources broadened my perspective on nutrition's impact on different demographics.

process



Thank you!

Google Drive Me Crazy

Team Size: 5 | **Duration:** 16 Weeks
Skills: Product Conceptualisation, UX Research, Benchmarking, Problem Solving, Usability Studies, Development



PROJECT 1 Google Drive Me Crazy

Team Size: 5 | **Duration:** 16 Weeks
Skills: Product Conceptualisation, UX Research, Benchmarking, Problem Solving, Usability Studies, Development

Google Drive Me Crazy, is a 3rd party web-based service designed to enhance user experience on Google Drive. GDMC aims to make the existing UI more intuitive and user-friendly, ensuring ease of use and improved navigation. By tailoring the user experience to individual needs, it optimizes cloud storage functionality while prioritizing the safety and security of data stored on Google Drive.

major challenges

- Full Stack Design & Development
- Product Development Cycle
- Identifying Key Problems & Solutions
- Ensuring Clarity of Action

key learnings

- Usability Testing & Benchmarking
- User Behavior Research
- Agile Design & Development

tools used



problem statement

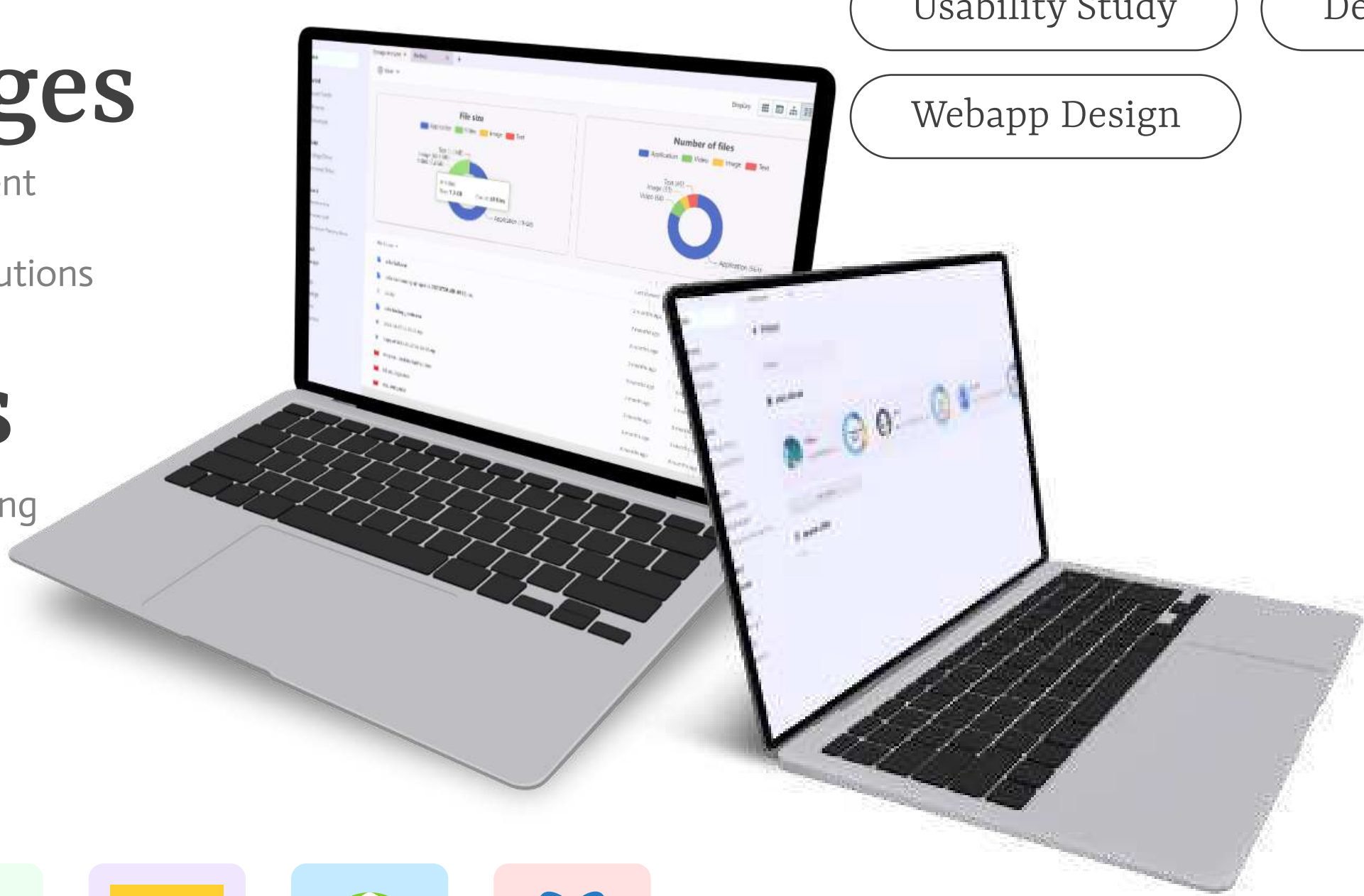
Despite its widespread usage in the digital world, Google Drive faces limitations in ease of use. Users encounter challenges in finding files, managing storage, and organizing files across various workspaces, leading to difficulties in navigating and utilizing the platform effectively. Additionally, the inconsistent User Interface further compounds these usability issues, necessitating improvements in overall user experience.

focus areas

- UX Design
- Benchmarking
- Usability Study
- Development
- Research
- Webapp Design

design process

- discover**
 - Literature Review
 - Heuristic Evaluation
 - Competitor Analysis
 - Survey & Interview
- define**
 - Problem Identification
 - Personas & Scenario
 - Task-flow
- develop**
 - Ideation & Low Fidelity Design & Rapid Prototyping
 - Feedback & Analysis
 - Development
- deliver**
 - Usability Testing



Scroll down to know more!

secondary research 10+ research papers

literature review

OK Google, It's Time for a Change! – Google Drive's Web App Redesign

An Interface Design for Future Cloud-Based Visualization Services

Windows Explorer

- Frequent used files distinctly mentioned
- Good use of breadcrumbs
- Vital folder information on hover
- Plenty view options
- 'Group by' option

Dropbox

- Fast search speed
- Sort w.r.t. various parameters
- Separate tab for media
- Section for file requests

heuristics evaluation

- Tiny UI
- No Dashboard
- Under-utilised space
- limited sorting/filtering options
- Inconsistent search results
- difficulty searching files
- low file loading speed

no actionable storage information

no storage visualiser

No storage manager

competitive analysis

- Mega**
 - Dark theme UI
 - Directory tree structure to find files
 - Dedicated user's page
 - Secure share feature
- OneDrive**
 - Simple UI, folder shows number of files
 - Secure vault feature
 - Separate tab for media

primary research

surveys interview

24 → 10

age 17-23*

Use of Google Drive

Usecases

- uploading/viewing files
- storing data
- file transfer, collaboration

Dislikes

- learning curve
- difficulty in finding files
- non-intuitive UI

Likes

- accessibility
- security
- free-tier model
- ease of file sharing

Desired Improvements

- data visualisation of storage
- short term file sharing
- segregation of files
- advanced file search
- renaming unnamed files
- improved data sorting

Threats

- hesitation in adopting new UI
- trust and security concerns

define stage

persona & scenarios

Karandeep Singh

Deepika Kapoor

problem identification

taskflow

solution

- User friendly, intuitive interface
- Storage analysis & visualisation
- Accessible & inclusive
- File tagging and grouping
- Secure interface
- Fast loading and search

develop stage

wireframes

frontend

- React on top of HTML, CSS, Javascript
- Apache E-Charts (Data Visualisation)

backend

- Google Drive API V3
- Nodes(for Server)
- OAuth 2.0 Framework

user feedback

- drive size
- file size
- show **Total**
- increase **tags, icons** size
- rearrange certain options & buttons
- Clickable graphs

Usability Testing

development

user testing

Task Name	Google Drive	GoogleDriveMeCrazy
Duplicate Files	105s	60s
Copy/Paste file	69s	65s
Largest File	108s	43s
Workspaces	151s	51s

deliver stage

features

- not stay blinded & helpless
- better visualisation of data
- easy visualisation = faster decision
- same level of security
- choose file views
- login from multiple account
- access to clean UI
- arrange files without changing location

accessible & inclusive design

- navigation assistance
- read-along icons
- assistive texts
- tag shared files and folders without paying premium
- better tagging to easily arrange files

SUS Comparison

Google Drive: 42

GoogleDriveMeCrazy: 84

Over 4 tasks performed by 6 participants

reflections

This project was an incredible learning experience as it marked our first encounter with the real problem-solving journey. We started by thoroughly understanding the issues surrounding Google Drive's user experience, which is crucial considering its widespread use. Our primary goal was to enhance the UX and develop a practical solution. Through dedicated design research, we gained valuable insights into user needs and pain points. This project allowed us to appreciate the significance of user experience in product design and how it contributes to a pleasant and efficient user journey. Meeting the project's objectives within the timeline was gratifying, and it truly deepened our understanding of the UX realm.



Thank you!

Tele-Diagnostics



Team Size: 1 | **Duration:** 4 Days
Skills: Primary Research, Secondary Research, Product Conceptualisation, UI Design, Service design

PROJECT 3 Tele-Diagnostics

Team Size: 1 | **Duration:** 4 Days
Skills: Primary Research, Secondary Research, Product Conceptualisation, UI Design, Service design

The telemedicine solution combines **AI-powered diagnostic tools, predictive analytics, and remote monitoring** to enhance patient outcomes. **ASHA workers** will collect essential diagnostic data, and **local support and testing services** will be provided. This approach allows remote diagnosis and treatment by doctors, enabling specialist care in underserved rural areas.

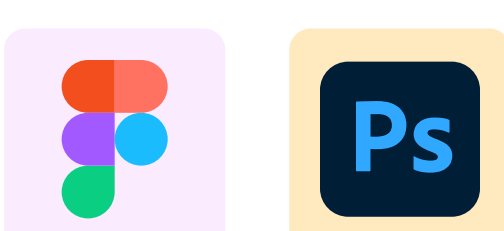
major challenges

- Understanding the context setting of rural areas.
- Designing for areas with low technical literacy
- Understanding the primary healthcare sector

key learnings

- Designing for inclusivity and accessibility
- Principles of service designs - building complete loop services
- Designing for Artificial Intelligence and Indian context

tools used



problem statement

The healthcare system in India faces a critical challenge of providing limited access to quality healthcare, particularly in rural areas. With a low doctor-to-people ratio and a concentration of specialists in urban regions, only a small percentage of the rural population can access primary health centers, sub-centers, and hospitals. An urgent need exists to find implementable solutions to improve access to specialist doctor care for the 70% of the population currently without it.

focus areas

- inclusivity
- design for artificial intelligence
- secondary research
- primary research
- ideation
- design for India

design process

- discover
 - Secondary Research
 - Primary Research
- define
 - Stakeholder Mapping
 - Personas
 - Pain points
 - Problem Statement
- design
 - Solution
 - UI Design
- deliver
 - Service Blueprint
 - Customer journey map



↓ Scroll down to know more!

secondary research 4+ research papers | 7+ media articles

literature review

Digital health for all: importance of digital healthcare in India

Health care in rural India: A lack between need and need

Primary Healthcare in India: Challenges and Key Forward

Rural India is struggling with shortage of doctors, paramedical staff

media scans

India will need 2.07 million more doctors by 2030, says study

Specialist doctor crisis persists in rural India; no change in last five years despite rising seats in medical colleges

Will AI Eventually Replace Doctors?

India's public health system is in crisis. Too many patients, not enough doctors

primary research

interview

medical students

- bad situation in PHCs
- lack of resources
- their college takes care of a lot of tasks, making situation under control
- there are cases of referral as well
- people do not talk in hindi, but their local language
- they prefer not to visit hospital because they might waste time

doctor in govt. hospital

- prefers practicing in urban area (like delhi)
- does not want to leave the comfort of Delhi
- in rural areas, doctors have a lot more responsibilities
- the patients are a lot in rural areas, while pay is less
- need to take care of family as well here in city.

define stage

stakeholder mapping

primary

- doctors
- people living in rural areas
- healthcare staffs
- ASHA workers

secondary

- Regulation Authorities / Policy Makers
- state
- private players in healthcare

problem statement

Healthcare system in India is confronted with a pressing challenge in providing access to **quality healthcare**, particularly in rural areas. This issue arises from a low Doctor:people ratio and concentration of specialists in urban regions, leaving **70% of the population** without adequate access to specialized medical care. The disparity highlights the **urgent need to find implementable solutions** that ensure **equitable healthcare services** for all.

persona

Perspective of a Doctor (in Rural Area)

Perspective of a Doctor (in City)

Perspective of a Person living in Rural Areas

pain points of a patient

short term concerns

- How can I find the basic medicines for cold?
- Will I be alright?
- It is expensive to go back to show reports to doctor.
- Doctor advised me to get blood test. How to?
- Should I go to the other town for checkup?
- I do not find comfortable to talk about 'those' issues.

long term concerns

- Can I still save money while getting treated?
- What if I get prolonged illness?
- Would there be a hospital nearby soon?
- Can I find a permanent shelter?
- How to make ends meet?
- Would the new doctor know about my past health record?

develop stage

solution

- AI powered tele-medicine intervention
- affordable, high quality healthcare
- supported by network of ASHA workers as intermediaries
- AI for remote diagnosis and treatment

Virtual Consultation **Local support & Testing** **AI enabled Faster Diagnosis**

AI Diagnostics + predictive analysis + remote monitoring = effective outcome

familiar icons: emojis (recall from whatsapp)

simple UI

intuitive & user-friendly

usable in rural areas

clear UX writing

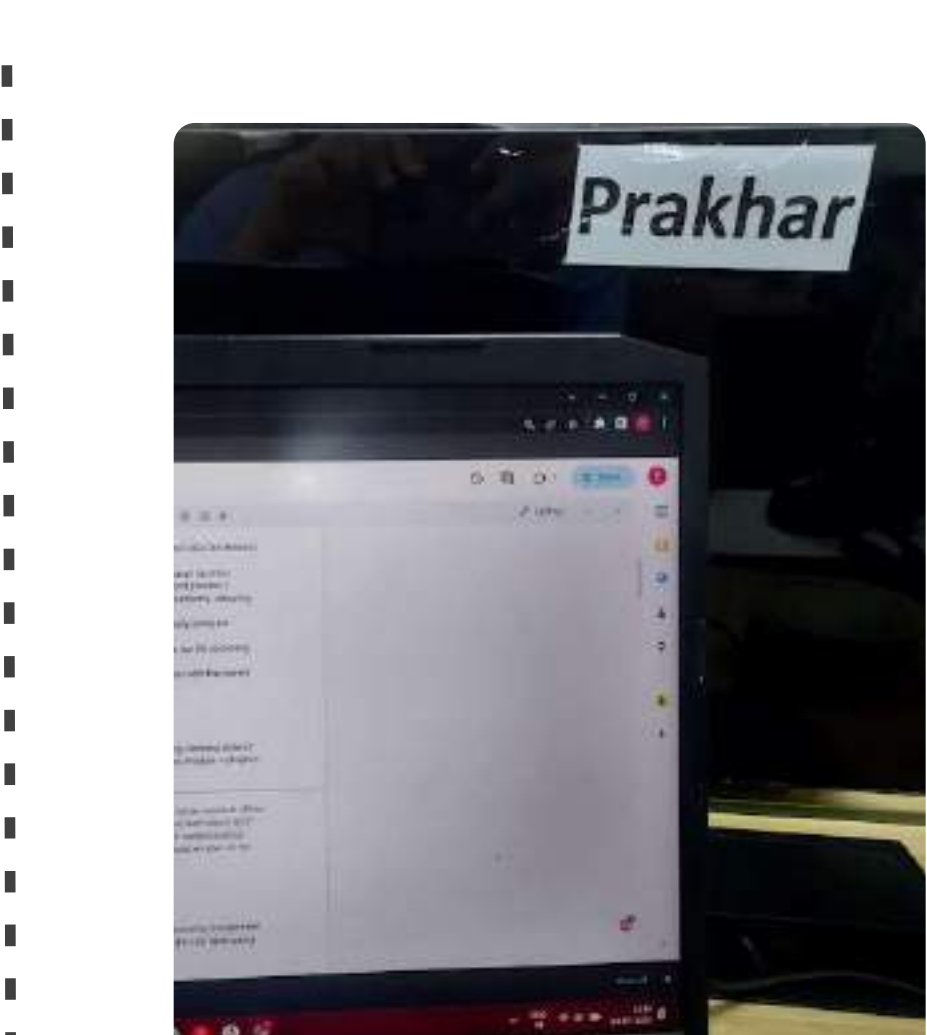
multi-language accessible

user interface

customer journey map

Service Blueprint

reflections



Undertaking this assignment was a rewarding experience that involved extensive research and interaction with healthcare professionals. Despite time constraints, I managed to gather valuable information from various sources. Given more time, I would have conducted further research and connected with more doctors in rural areas. The proposed solution has potential, but some shortcomings require additional analysis. A lack of personal touch and incomplete information about the supply chain and revenue models need to be addressed. A detailed analysis before defining the problem was also missed, which would have improved the project. Moreover, visiting a public healthcare center and interacting with locals would have provided valuable insights.

made for



Through this assignment, I bagged an internship at WadhvaniAI as a UX/UI Design Intern during summers of 2023

Thank you!

Sehyog

Team Size: 5 | Duration: 16 Weeks
 Skills: Product Conceptualisation, UI Design, Branding, visual design, Storytelling



PROJECT 4 Sehyog

Team Size: 5 | Duration: 16 weeks
 Skills: Product Conceptualisation, UI Design, Branding, Visual design, Storytelling

Sehyog is an app designed for 21st-century changemaker, providing a platform to file petitions, raise funds, connect with similar causes, and stay informed about current events. It empowers users to actively engage in social movements, contribute to meaningful causes, and track their impact, bridging the gap between citizens and social initiatives for a more informed and impactful world.

major challenges

- Understanding the context setting of rural areas.
- Designing for areas with low technical literacy
- Understanding the primary healthcare sector

key learnings

- Designing for inclusivity and accessibility
- Principles of service designs - building complete loop services
- Designing for Artificial Intelligence and Indian context

tools used



problem statement

The lack of a proper ecosystem for socially aware individuals working for public welfare has resulted in slower progress towards catalyzing change and various constraints. These individuals seek a platform that allows them to file petitions, raise funds, make contributions to causes they believe in, and stay informed about current events to effectively support others and ensure their contributions are impactful, especially in a world inundated with fake news and paid media.

focus areas

- branding
- visual design
- ui design
- design process
- ideation & product design
- storytelling



design process

- discovery
- survey
- competitor analysis
- analyse
- insight analysis
- persona
- ideate
- brainstorming
- solution
- scenarios & user flow
- design
- branding
- UI Design
- learn
- key takeaways

Scroll down to know more!

research stage

discovery

People Donate ₹ 16 Crore For Mumbai Child Who Needed Most Expensive Drug

At least 42 stories, more than 2.6 lakh people donated enough money to pay for the one-time gene therapy Zimigena for Spinal Muscular Atrophy.

Online petitions work best when you do more than just sign

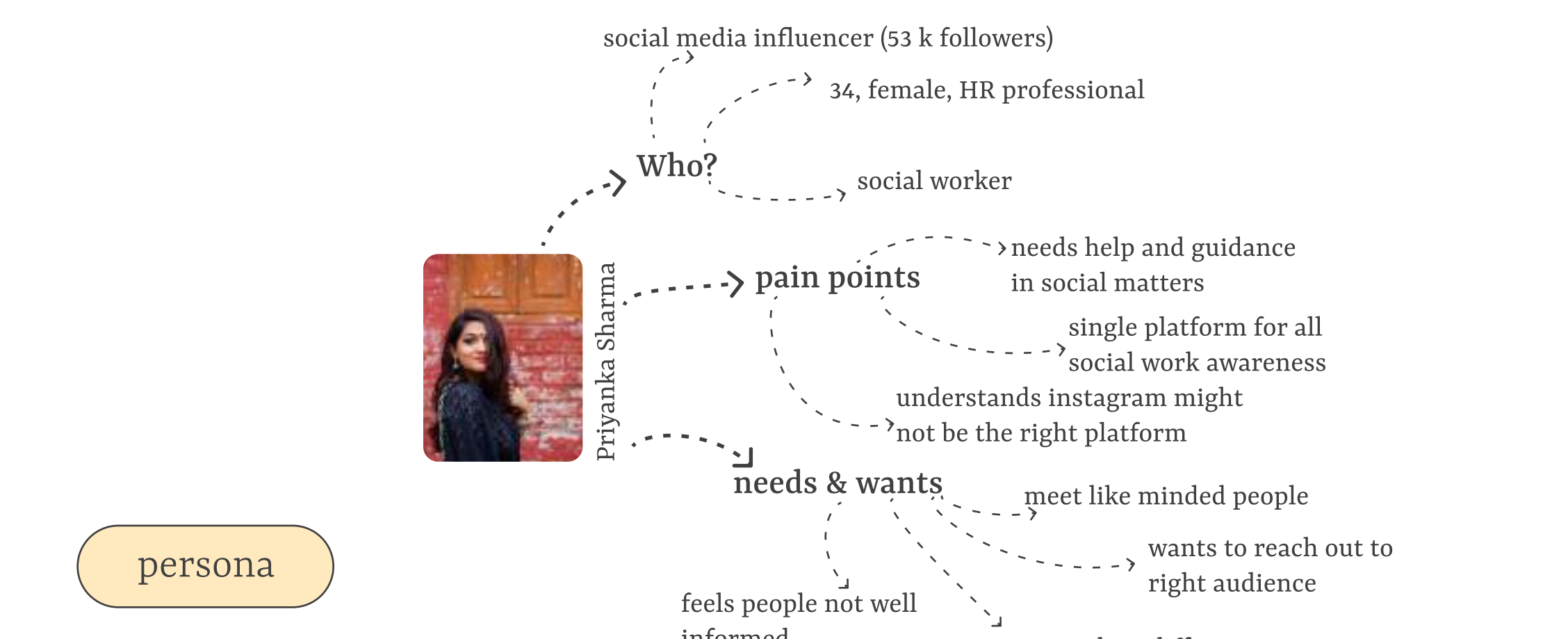
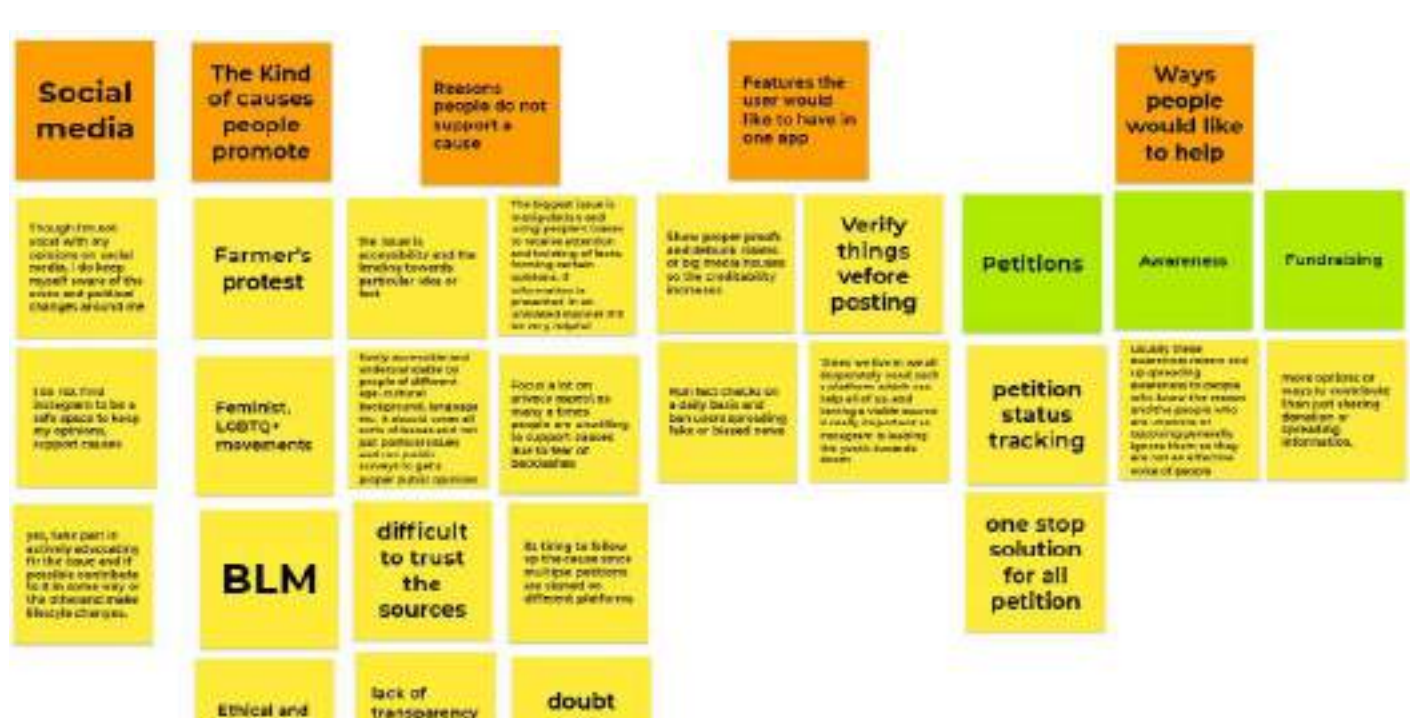
Tinder, TikTok and more: Online activists are finding creative new ways to say Black Lives Matter

survey

Application	spreads awareness	non-cash donation
	✗	✗
	✓	✗
	✗	✗

competitor analysis

insight synthesis



ideate stage

brainstorming

solution

- fundraiser: raise funds for your cause
- watch2pay: watch videos and ads to raise funds
- community petitions: find community petitions and be a part of it
- file petitions: file petitions, send updates to members, run a movement
- atrending section: find trending occurrence
- community updates: find community update, positive news, developments
- post: add updates, apply for fundraiser, make a petition
- forum: chat in a forum and discuss various topics
- chat with changemakers: interact with change makers in 1v1 conversations
- spread awareness about happenings around the world
- talk about issues and reach out to people to connect
- raise funds for social issues
- file petitions to make appeals and requests

scenario & user flow

design stage

attributes

supportive, outward movement, hope, open, change, confident, motivation, calm, trust, community, changemaker, sehyog

sketching

final symbol

Our logo symbolizes change and hope with a dual interpretation. The blue negative space depicts a person in deep thought, while also forming a pair of hands lifting a sun (orange rays) from the depths of the sea towards a brighter future—a sunrise of change and optimism.

Our logo embodies enlightenment and wisdom with radiant orange rays, reflecting dedicated efforts towards others' growth. It symbolizes the dawn of new opportunities and the collective movement for change, as people unite as the fifth pillar of democracy, working together in a clockwise direction.

visual design / branding

The colors symbolize the horizon, motivating us to work for others in need. Orange represents warmth and blue signifies kindness, fostering a more empathetic and promising future.

Developed in the early 20th century, it boasts geometric simplicity, ensuring clear legibility from a distance, making it perfect for posters, logos, and other materials.

Our symbol represents change, designed with a subtle and minimalistic approach to ensure future scalability and easy recognition. It holds deep meaning while maintaining simplicity.

design stage

low fidelity design

mid fidelity design

high fidelity design (old)

*the design was rejected due to its lack of alignment with our desired color scheme and overall branding. Additionally, it appeared excessively bulky and exhibited inconsistency throughout its elements.

final design & prototype

The updated design beautifully complemented our product's branding, boasting a clean and minimalistic aesthetic. It effortlessly directed users' attention to the most crucial tasks, enhancing their overall viewing experience with a lightweight feel.

learn stage

feedback for older design

- Older design: Too bright, disinterested users, wallpaper background poorly received.
- Icons and illustrations: Understood and appreciated for beautifying the design and aiding navigation.
- Navigation: Some users navigated well, others required assistance.
- Mail section: Provision for returning back, but difficulty in understanding how to proceed further from the profile page.
- Task flow: Appears archaic.
- Font color: Some screens need darker font color.

- Profile page: Looks compact and overcrowded.
- Back buttons: Increase their size.
- Login functionality: Should open the menu, not the profile.
- Button size: Most buttons are too small.
- Missing back button: Profile page lacks a back button.
- Positive feedback: Overall interface is very good and pleasing, excellent use of visual aid.
- Improvement needed: Some pages are not understandable.

reflections

Project Sehyog was my first complete design project, where I delved into branding, visual design, logo design, and UI design. Looking back in my fourth year, I realized there were areas for improvement, especially in the app's UX. Nonetheless, this experience helped me grow as a designer and researcher. I've always been passionate about social projects, and this assignment reinforced that passion. Moving forward, I'm eager to apply these lessons and create designs that make a positive impact on society.

process



Thank you!