

*Hello there !
I am Kashish
Panjvani*



COMPANY

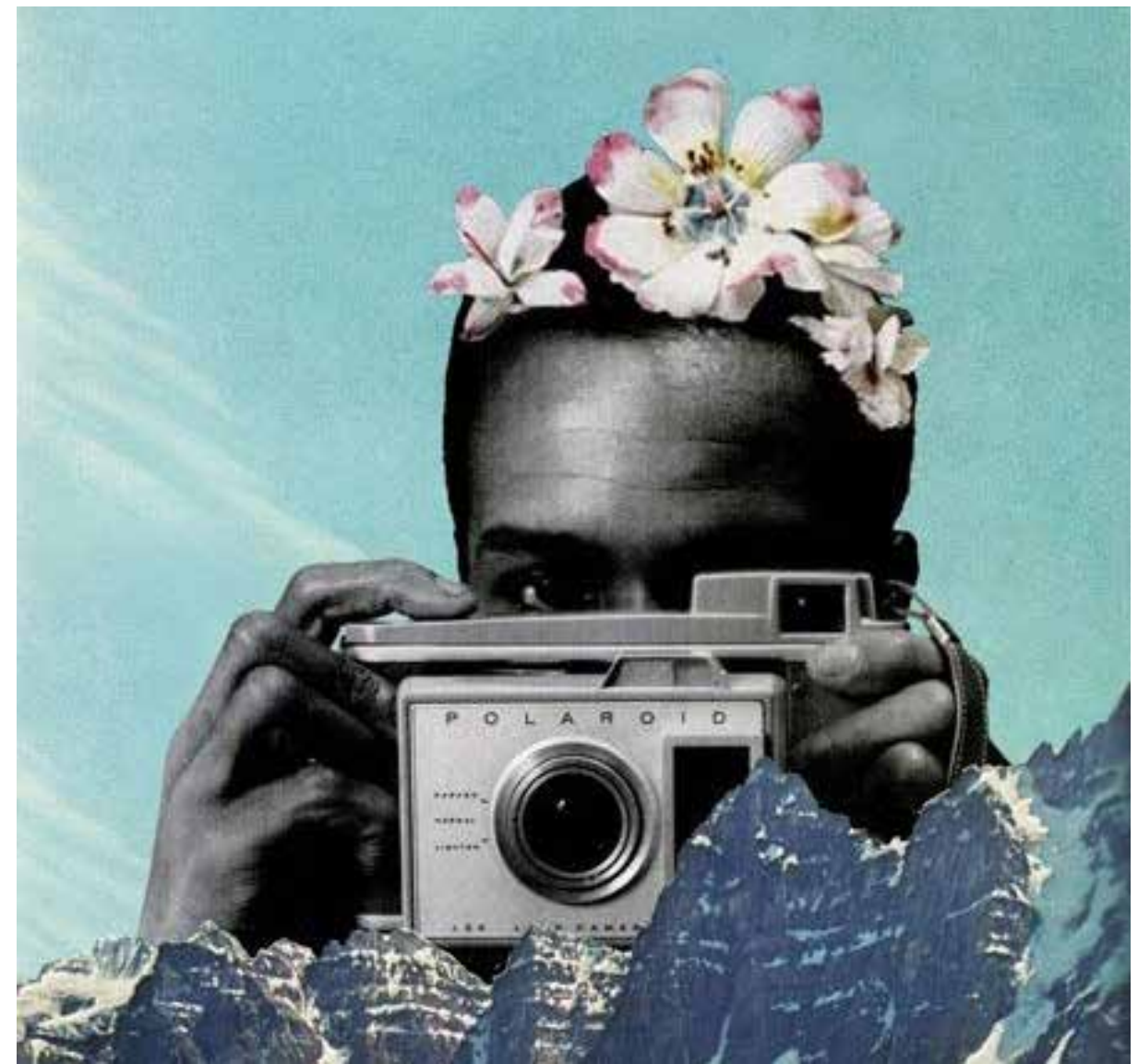
Startup Manufacturing
Cameras Which Click

LIFE-LIKE

images.

Visual Brand Identity Design

Designed identity of a fictional brand named 7real, from researching, defining philosophy and naming to designing logotype and symbol.



HISTORY

Kevin Smith and Stella Smith, the wanderlust *sibling duo*, had a passion for travelling and adventure. Together they roamed all around Europe, with a shared *dream to travel the world*, the seven continents.

In **2010**, *Stella lost her legs* to an infection, which made it impossible for her to tour anymore. Later on, wherever Kevin went, he kept clicking pictures of everything to show his little sister.

One day while showing the pictures to Stella, of a recent trip to *Thailand*, he realised she wasn't actually able to feel it. To *return her lost happiness* he decided to *make a camera* which could capture life, 3D images with real sound and atmosphere. He succeeded in making a camera which could give surreal experience to her. Seeing her *smile*, it clicked to him how many smiles he could make by more such cameras.

This gave birth to *7Real*.

BRAINSTORMING



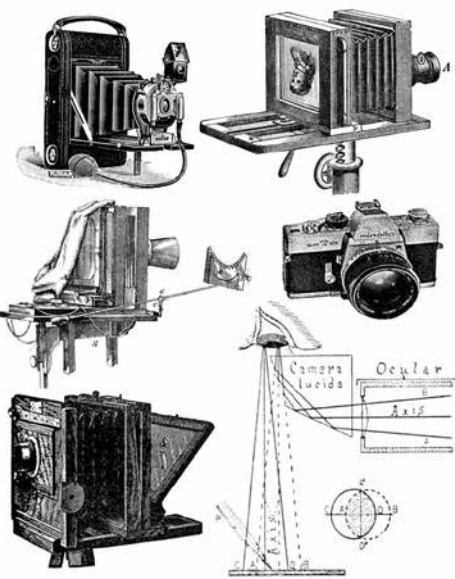
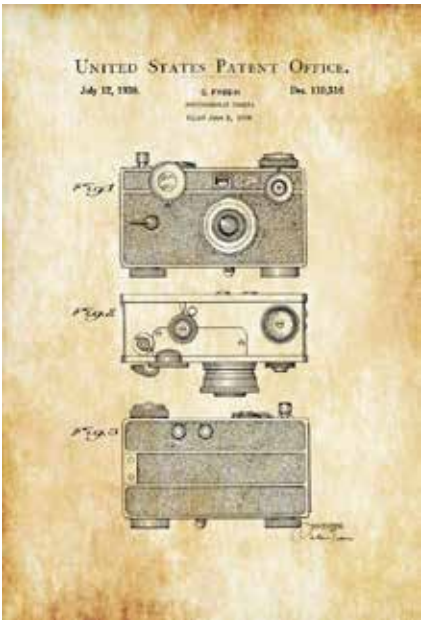
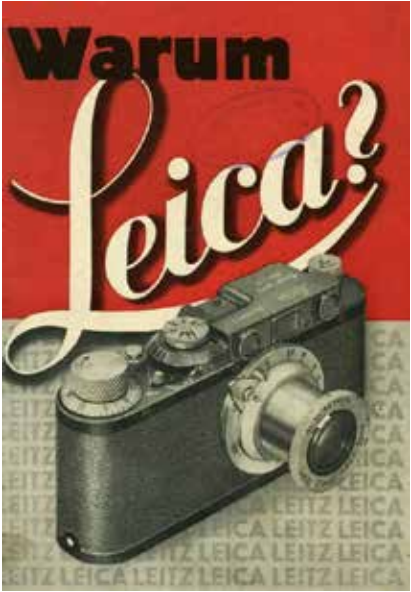
PHILOSOPHY

NAMING

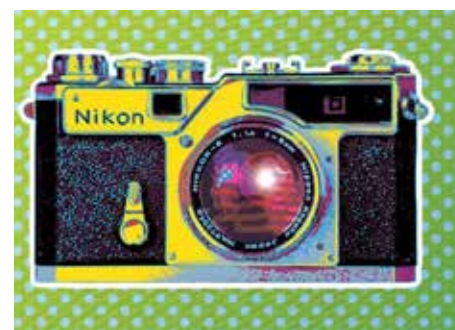
1. NATURALIST
2. ECSTASY
3. COMPASSIONATE

1. 7REAL
2. SMANDER
3. FACTASY

HISTORICAL REFERENCE



CONTEMPORARY REFERENCE



TYPE EXPLORATION

7real 7real
7real 7real
7real 7real



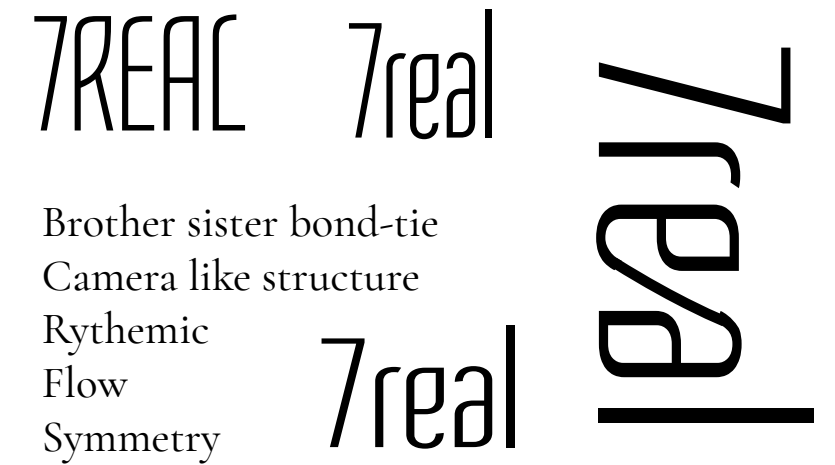
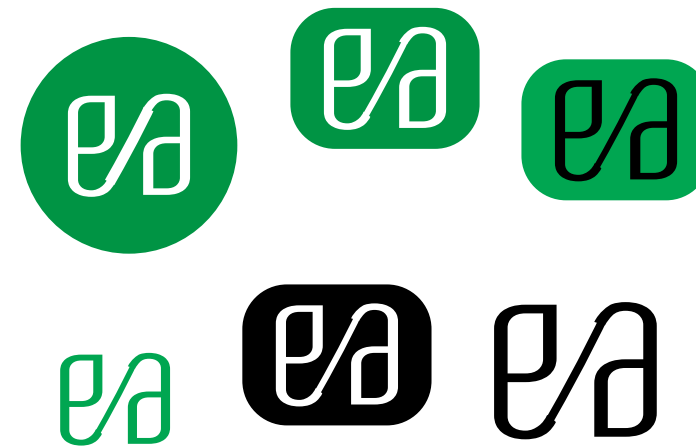
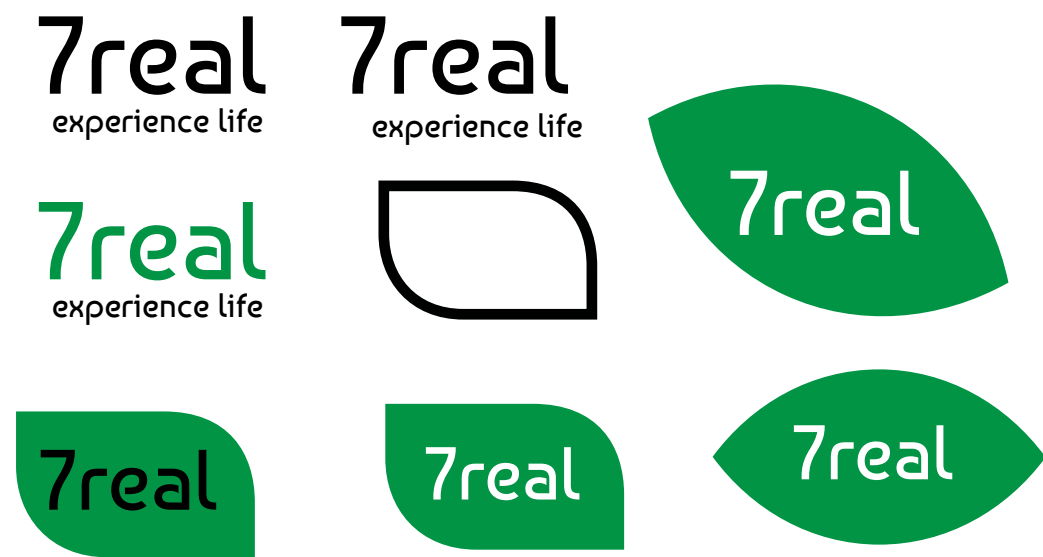
TYPE SKELETONS

7real 7real
7REAL 7real
7real 7real



EXPLORATIONS

QUICK TESTING



COLOUR PALETTE

LOGOTYPE DEVELOPMENT

I wanted my brand to show two core values :

#FF6699- PINK
Compassion, care
and love



#99CCCC- SEA
GREEN
naturalistic feel
and connect



SECONDARY TYPEFACE



Cameras to capture Smiles
Cameras to capture Smiles
Cameras to capture Smiles

PLAYFAIR DISPLAY

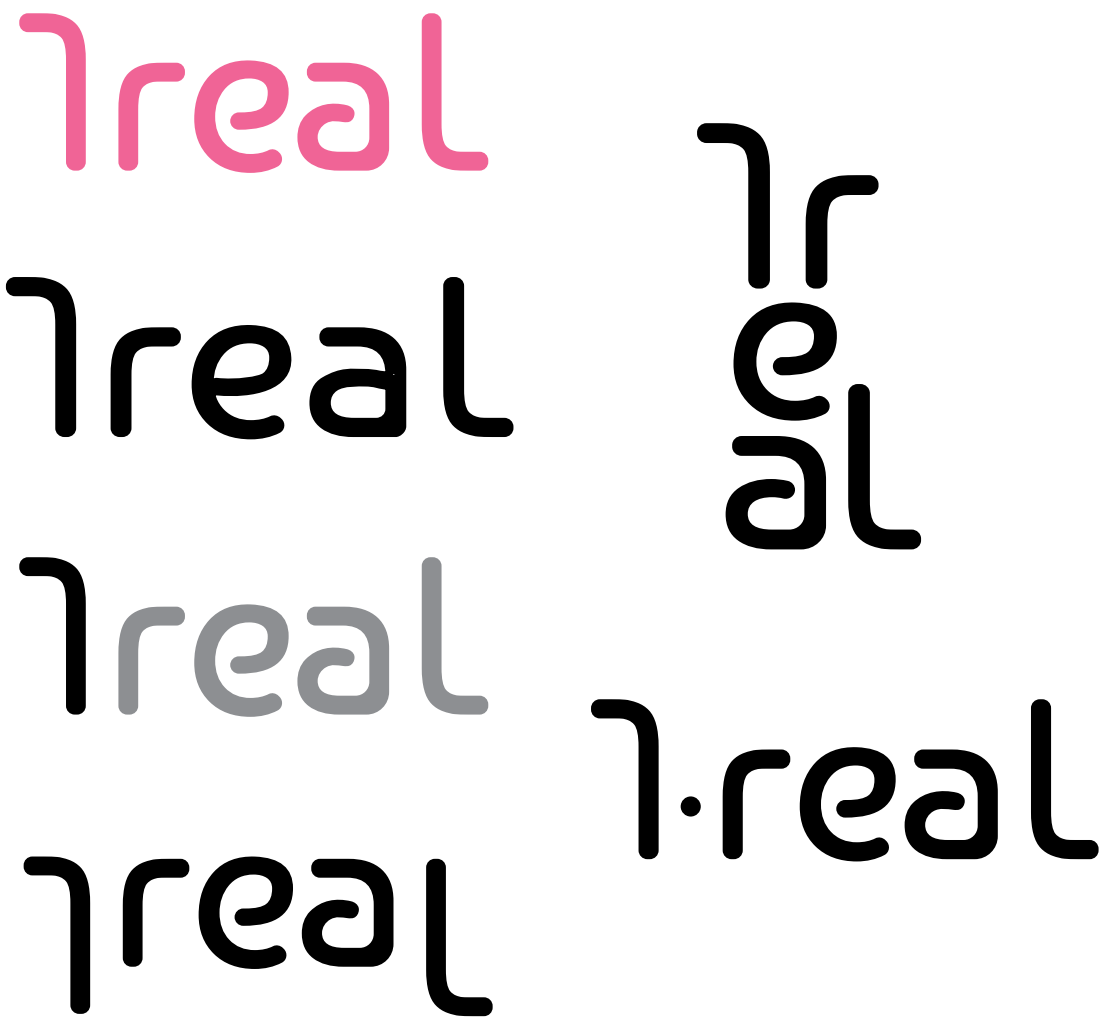
EXPERIENCE
LIFE,
CREATE
HAPPINESS



Cameras to capture Smiles
Cameras to capture Smiles
Cameras to capture Smiles

METROPOLIS

EXPERIENCE
LIFE,
CREATE
HAPPINESS



FINAL LOGOTYPE

Connection through white spaces between e and a- Represent *sibling bond*

1real

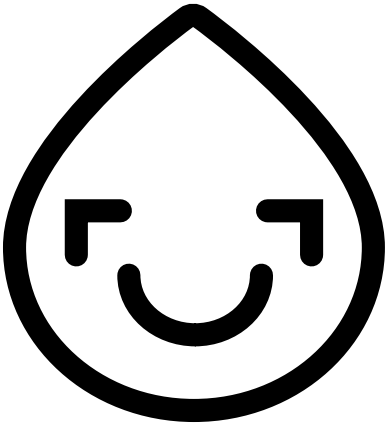
Similiar forms, 7 and r together looks like *tree branches*

Round edges throughout - Soft compassionate feel

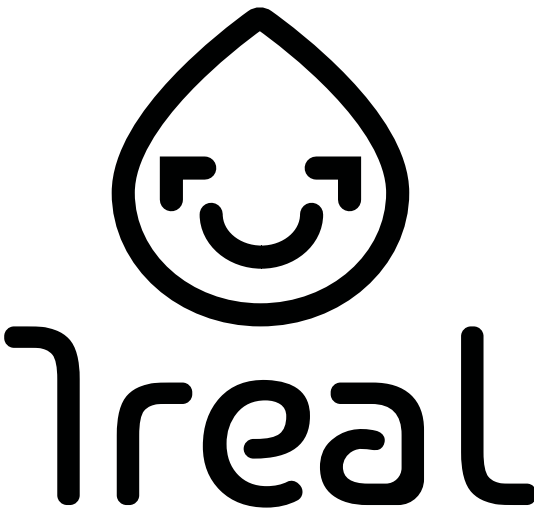
Photographic *crop marks* are used as eyes

MARK

Form is inspired from *natural shapes*, i.e. form of a rain drop, form of leaf



The brand is based on a simple pure thought to make people *smile*



Hostel and Mess User Experience Design

SCENARIO

I found out many problems in my mess and hostel and decided to solve them for the better conduct of activities and communication of Hostellers with the fellow hostellers and Mess Committee.

PROBLEM STATEMENT

The current mode of communication lead to wastage of paper and Improper exchange of information between hostellers and Mess committee. It was also inconvenient for mess workers to check extras and mess offs daily. Checking the mess menu for every meal and doing the Mess off if not having, in order to avoid the wastage of food and also get a better refund was a very lengthy and tiring process. The most asked question in Hostel WhatsApp Group was what's in the meal which had to be adressed in a better way.

HOSTELLERS



MESS COMMITTEE



EXISTING SYSTEM



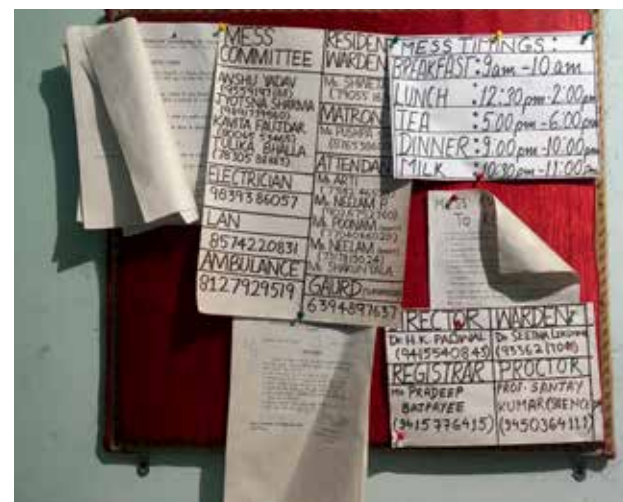
Hostel whatsapp group used for communications



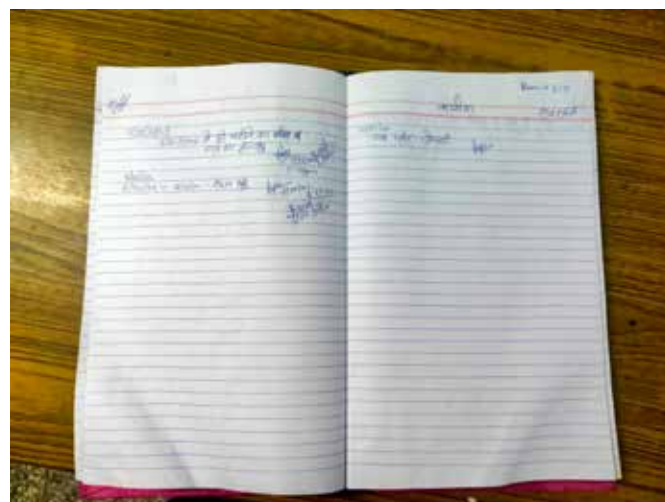
Position of menu in the mess



Diary in the mess, used for writing complaints



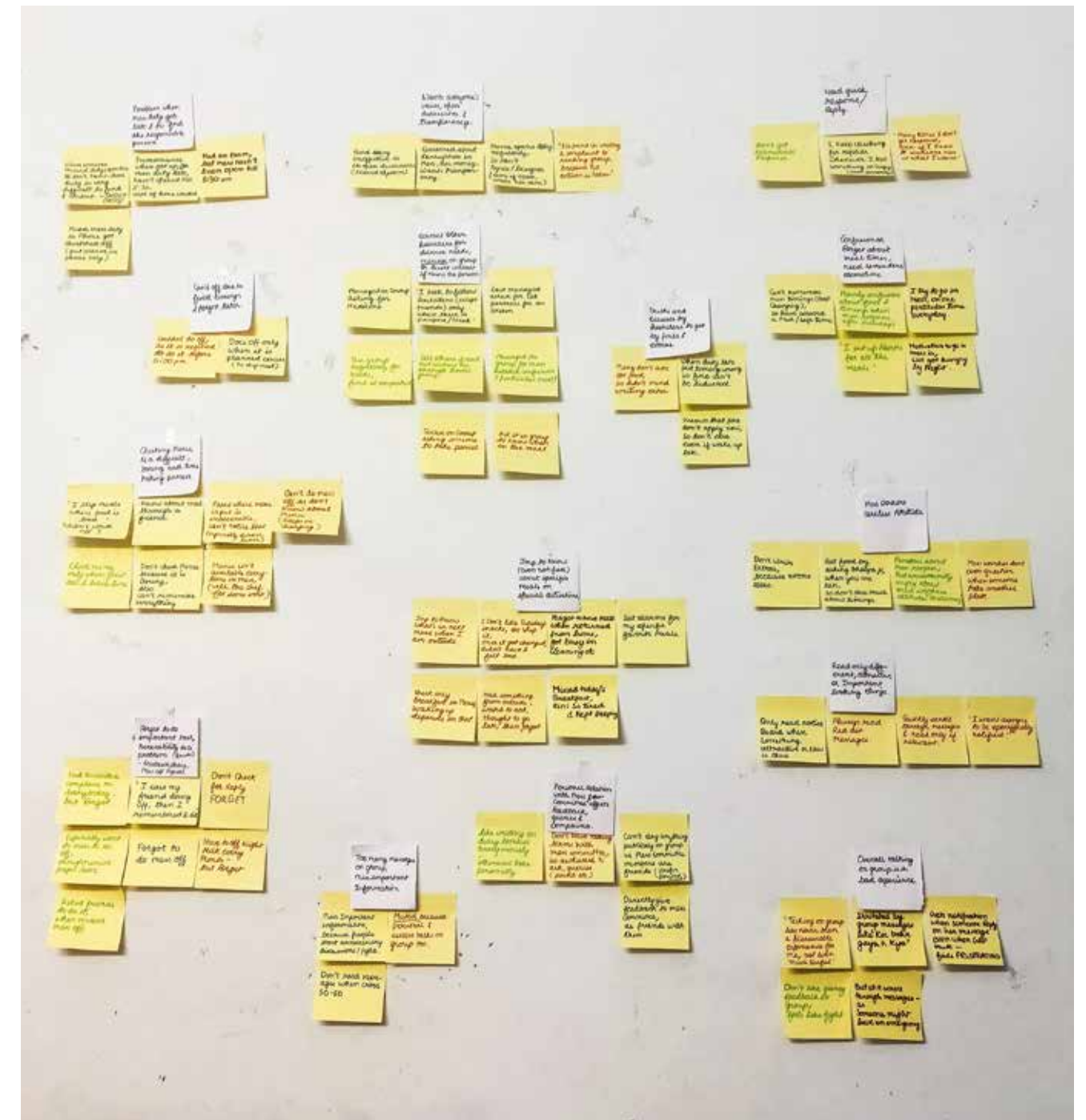
Notice board



Mess register, used for writing offs

ANALYSIS OF DATA

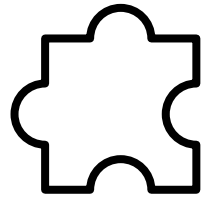
I talked to 5 fellow hostellers and mess committee members to find the *real problems and needs* of users irrespective of my initial biases. Further I sorted the collected information through clusters of sticky notes.



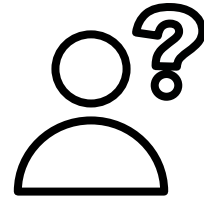
Different colours represent different users

INSIGHTS

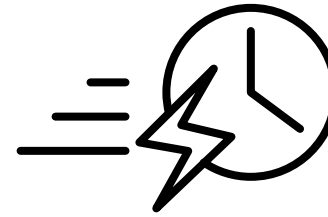
From clustering I reached on 12 major insights i.e. *problems*



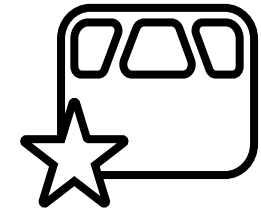
Checking menu -
Difficult, boring and
time taking process



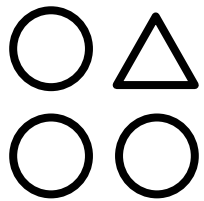
forget to do
important tasks-
mess off and
writing feedbacks



Hostellers need
quick responses



Important to know
about specific meals
on special situations



Read only different,
attractive messages



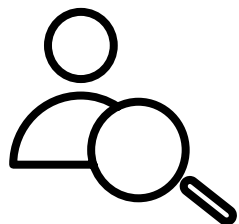
Can't do off due to
fixed timings and
forget later



Personal relations
with mess committee
and others affect
interactions



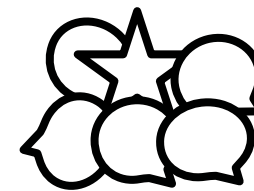
Confusion or forget
about meal timings
need a reminder
sometimes



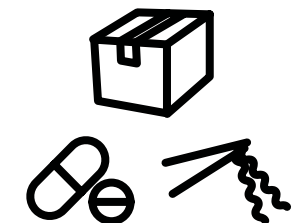
Problems when
mess duty late, find
the responsible
person



Want everyone's
views, open
discussion and
transparency



Too many messages
on the group, miss
important information



Contact other
hostellers for diverse
needs

SKETCHING AND BRAINSTORMING

I pondered, brainstormed and made sketches on each particular problem to define the user flow and make wireframes

Problem ①

Forget to do Important tasks

Mess off, Feedback

Solution

Register only in mess

Should Remember to do when go for food

Otherwise, have to go especially for it to the mess
- lot of work
- decide to do later but forget.

Solⁿ

①



Reminders or Notif

Accessibility problem, can be done through phone.

always accessible anytime when remember

Off history

Select the dates

from to

Break ☐ Dinner ☐

☐ or taking hostel leave

☐ MESS OFF ☐

Can also off particular meals

checkboxes?

Aggr sirf night milk off karna hota hai?
- whole day
- 2hr

specific meals from

Only 1 day Meal

1 day - 1 time

Aggr 6pm k bad to

don't take for next day

day after tomorrow

Select dates
or simply ask is it also hostel leave
Yes No

Select it, mess duty to transfer

(if skip hoti hai kisi k, what happens?)

Or Option off through leaving hotel option

<u>Others</u>	
<u>LEAVING HOSTEL</u>	→

Select dates
From _____
To _____

Your mess will be off for these
days

(mess duty to
block)

Or
me: Meals done → Feedback.
Still to do → Off (except today's.)

Hand-drawn wireframe of a mobile application for a food delivery service. The app has three main screens: a home screen, a menu screen, and a feedback screen.

Home Screen:

- Top: Date selector (DATE, Day, Today).
- Menu - Today: Breakfast, Lunch, Dinner.
- Menu - Tomorrow: Breakfast, Lunch, Dinner.
- Bottom: HOME button.

Menu Screen:

- Top: Date selector (DATE, Day, Today).
- Menu - Today: Breakfast, Lunch, Dinner.
- Menu - Tomorrow: Breakfast, Lunch, Dinner.
- Bottom: Feedback button.

Feedback Screen:

- Top: Date selector (DATE, Day, Today).
- Menu - Today: Breakfast, Lunch, Dinner.
- Menu - Tomorrow: Breakfast, Lunch, Dinner.
- Bottom: Feedback button.

Annotations:

- inactive**: Points to the 'Menu - Today' section.
- active**: Points to the 'Menu - Tomorrow' section.
- not done yet**: Points to the 'Menu - Tomorrow' section.
- would be so easy people will just off it**: Points to the 'Feedback' button.
- Can add attachment**: Points to the 'Feedback' button.
- already**: Points to the 'Feedback' button.
- Click & get response**: Points to the 'Feedback' button.
- at bottom**: Points to the 'Feedback' button.
- Even good na**: Points to the 'Menu - Tomorrow' section.
- less wastage of food.**: Points to the 'Menu - Tomorrow' section.
- already utilizes points**: Points to the 'Menu - Tomorrow' section.
- no need of extra New Card**: Points to the 'Menu - Tomorrow' section.

④ Can't off due to fixed timings (before 6pm)
+ forget later.

- Can't do off after 6pm for next day
 - System won't allow.
- For many days starting tomorrow - off for other days except tomorrow

Date	
Tommorow	
Brey	5
Lin	6
Dein	8
Milk	21
02.03.21	
_____	6
_____	-
_____	-

Dashboard
for the mens Committee
to Review Offs.

→ Can easily & accurately tell bhauji's numbers

Term
March 1, 2021
Breakfast
Room No 215

Time
Time

Not a need.
Small text.

⑥ Contact Other hostellers for many diverse Needs,
Further text on group or direct contact if know
the person.

Communicating Channel divided into
Subsections

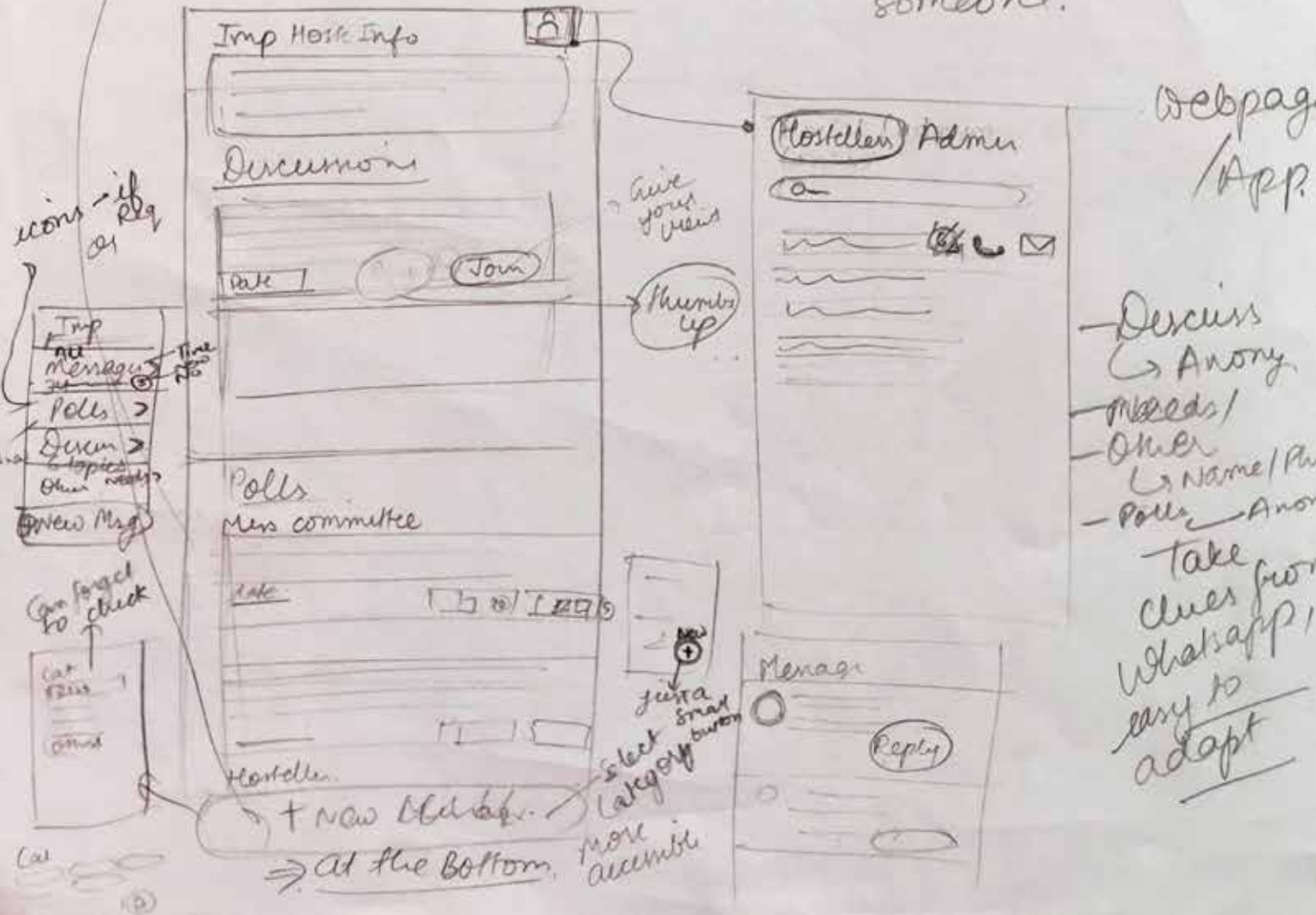
Needs	Lost & Found.	Discussions
Polls	Ask.	Other:

Labels with the messages?

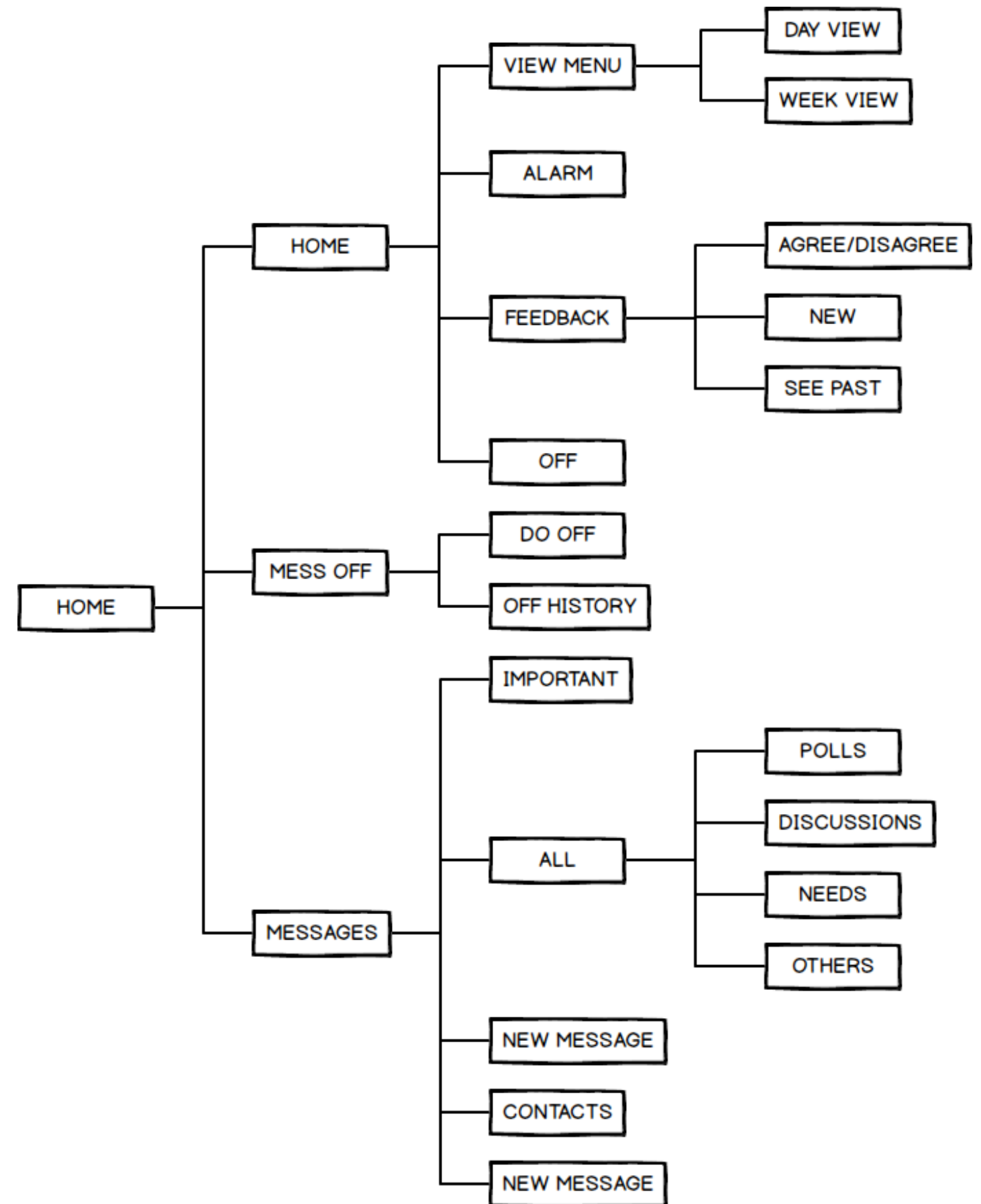
Settings me
Notification On
Switch

New Message. v

Needs Polls Ask Lost & Found Discussions Personal message someone.

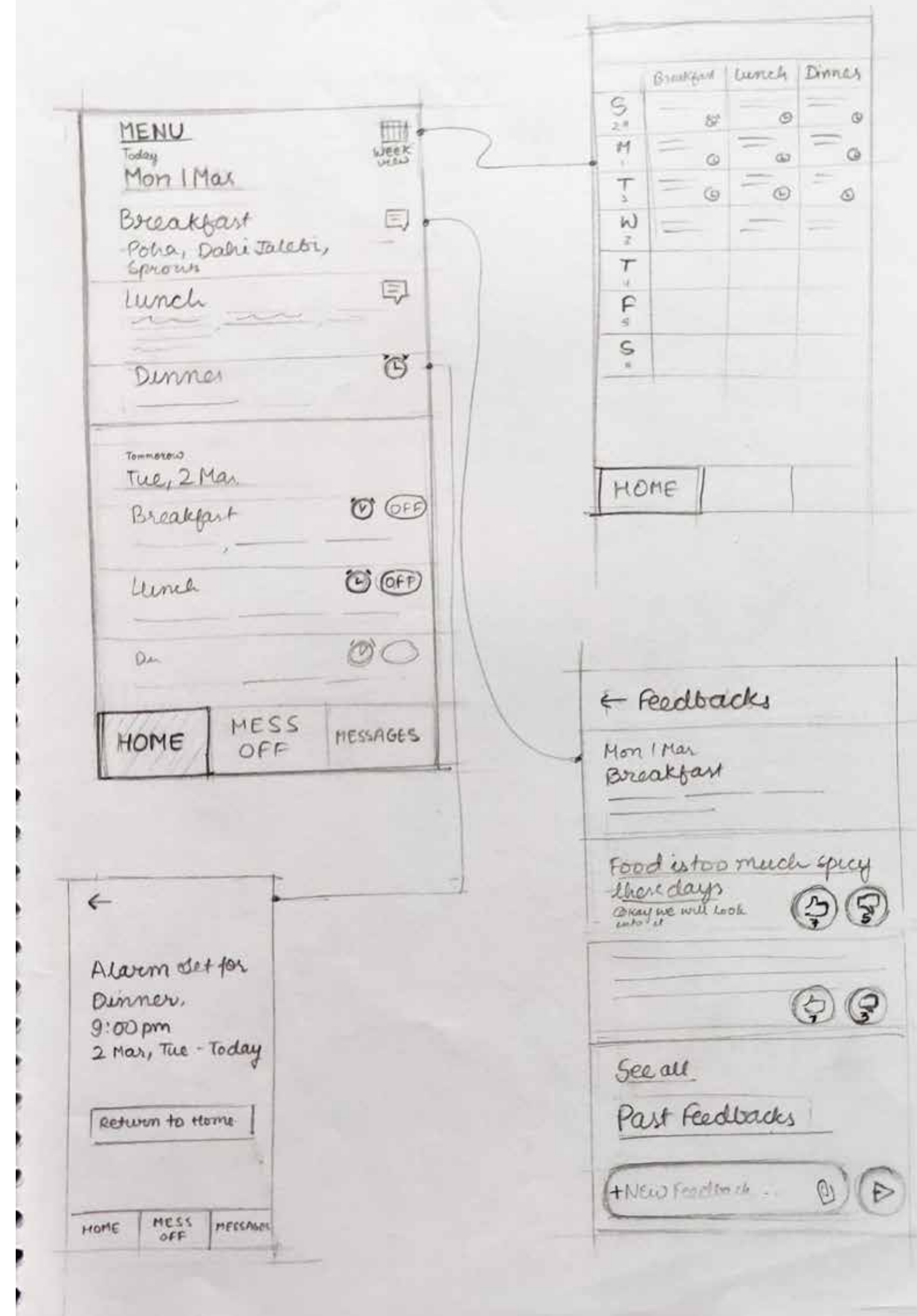


INFORMATION ARCHITECTURE



LOW FIDELITY PROTOTYPE

I sketched the screens on paper, and balsamiq mockup, made prototype through Marvel app and tested it with unique users



Off History

From Tue, 1 Mar Tomorrow

To

Meals to off:

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Night Milk select all

Is it also a hostel leave?

☐ Yes ☐ No

MESS OFF

HOME
MESS OFF
MESSAGES

←

Mess offered for
Night Milk
from 1 Mar, Tue to
31 Mar, Mon.

Off History -

HOME
MESS OFF
MESSAGES

Off History

From Tue 1 Mar Tomorrow

To W 10 Mar

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Night Milk select all

Is it also a hostel leave?

☐ Yes ☐ No

MESS OFF

←

Off History

From Tue 1 Mar Tomorrow

To Tue 31 Mar

Meals to off:

☐ Breakfast

☐ Lunch

☐ Dinner

☒ Night Milk select all

Is it also a hostel leave?

☐ Yes ☐ No

MESS OFF

Under Messages

← Polls

Del Paratha on Sunday

(15) (5)

○○

○○

See Previous Polls + NEW

HOME
MESS OFF
MESSAGES

← Discuss

See all

See Previous discussion

← Off till

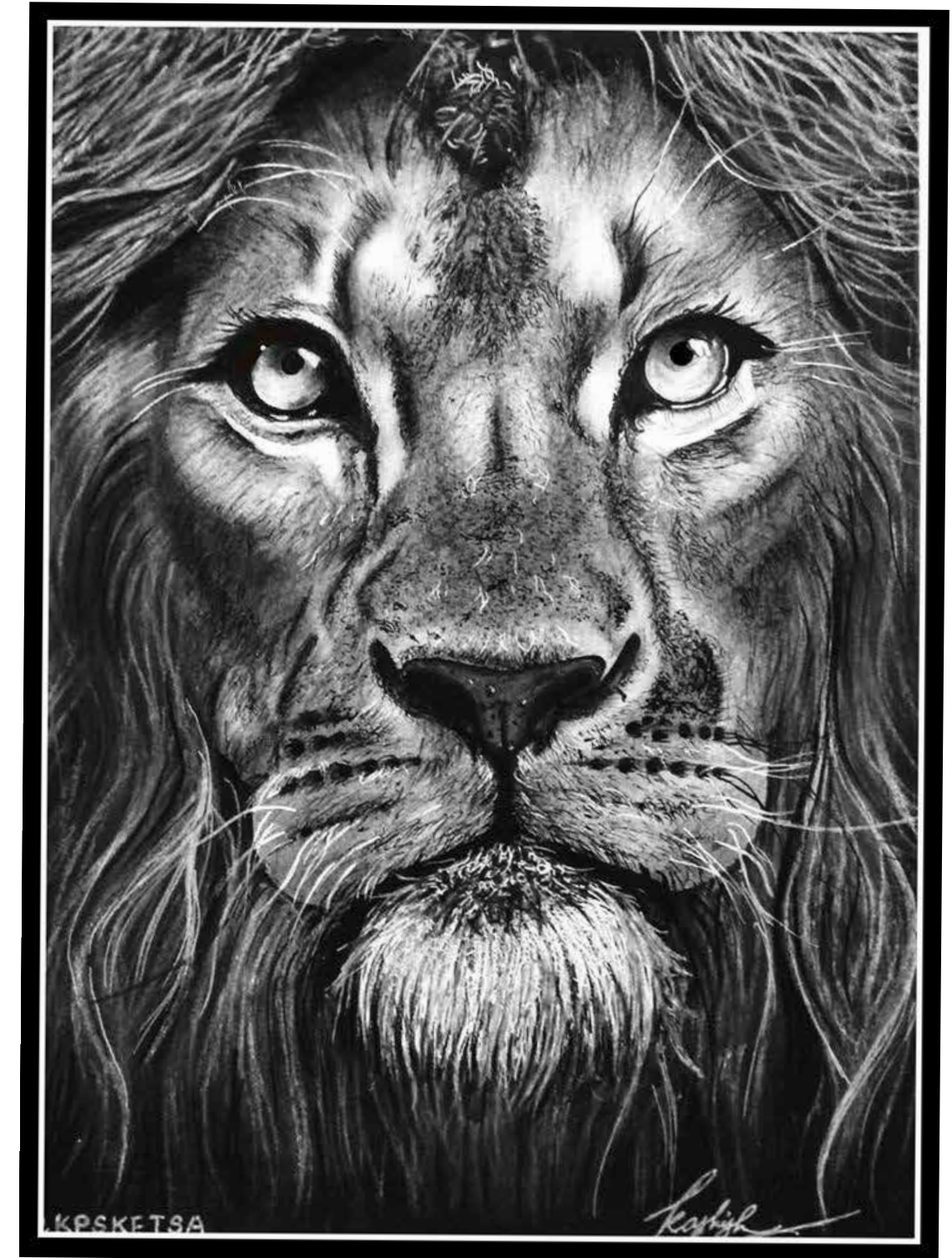
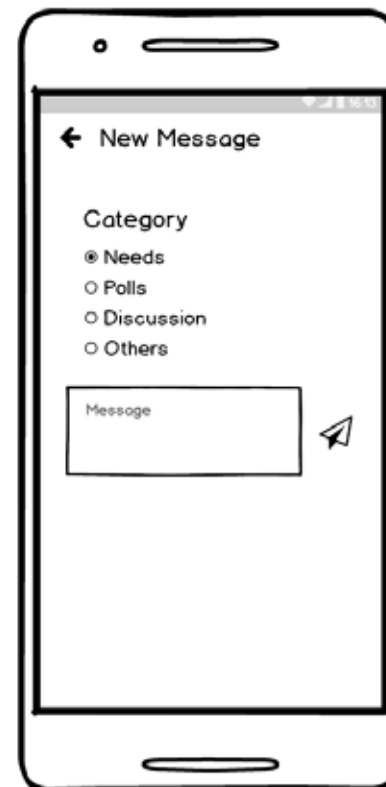
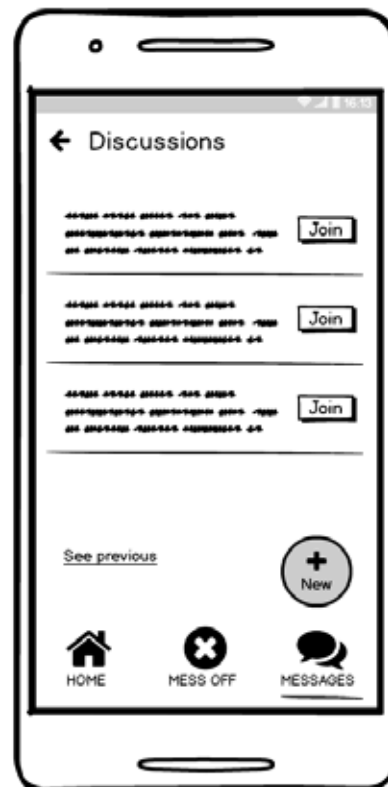
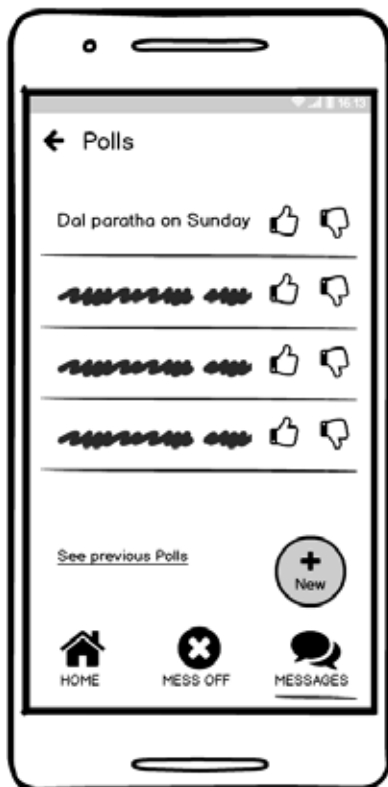
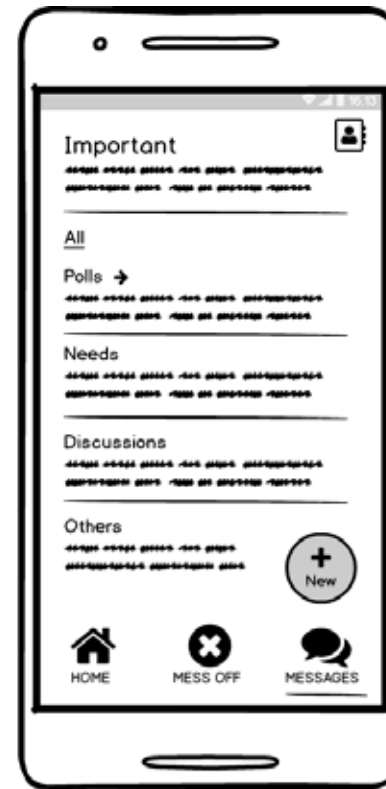
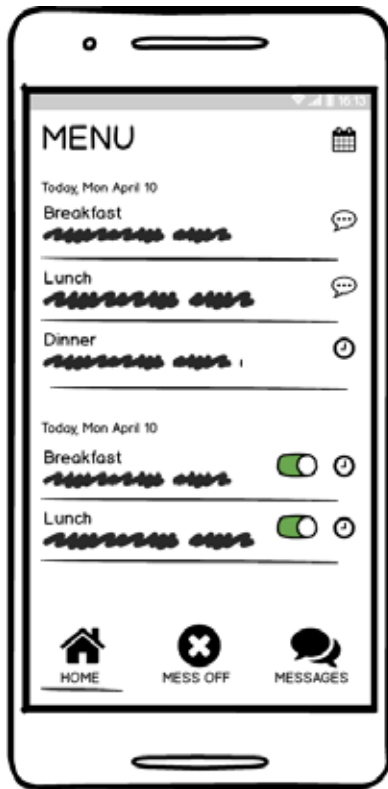
Tomorrow
01 Mar, 20

March 20 ➤

MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

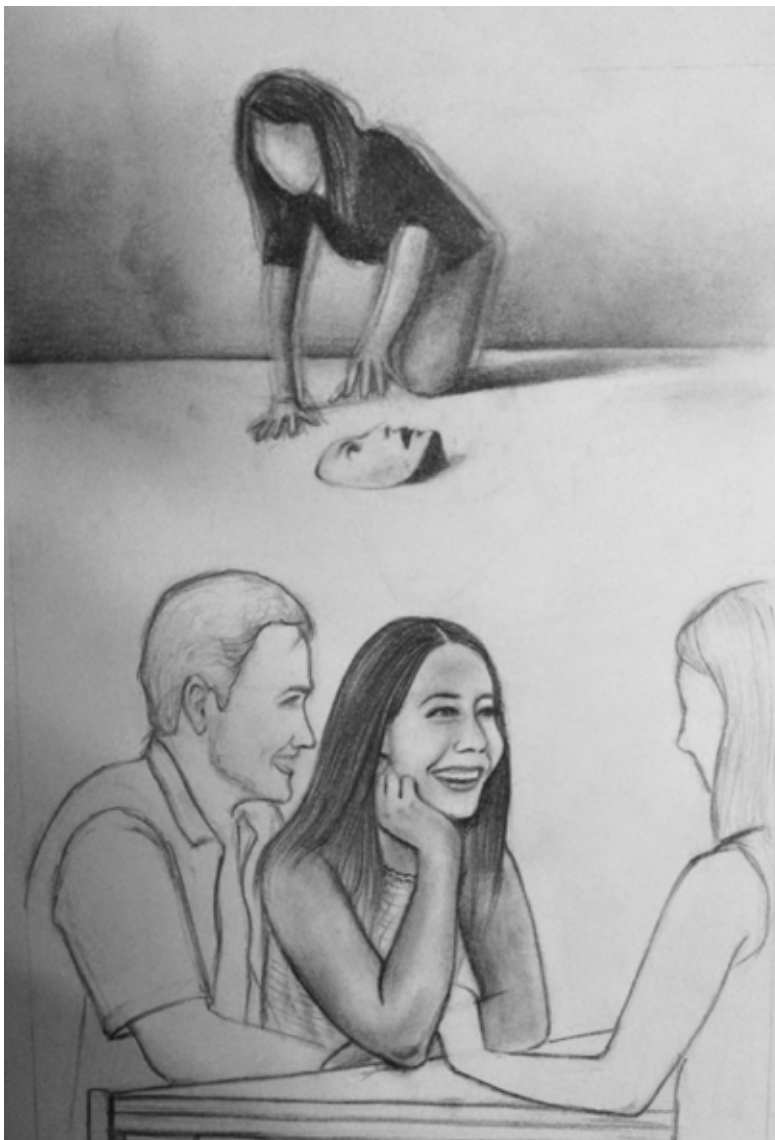
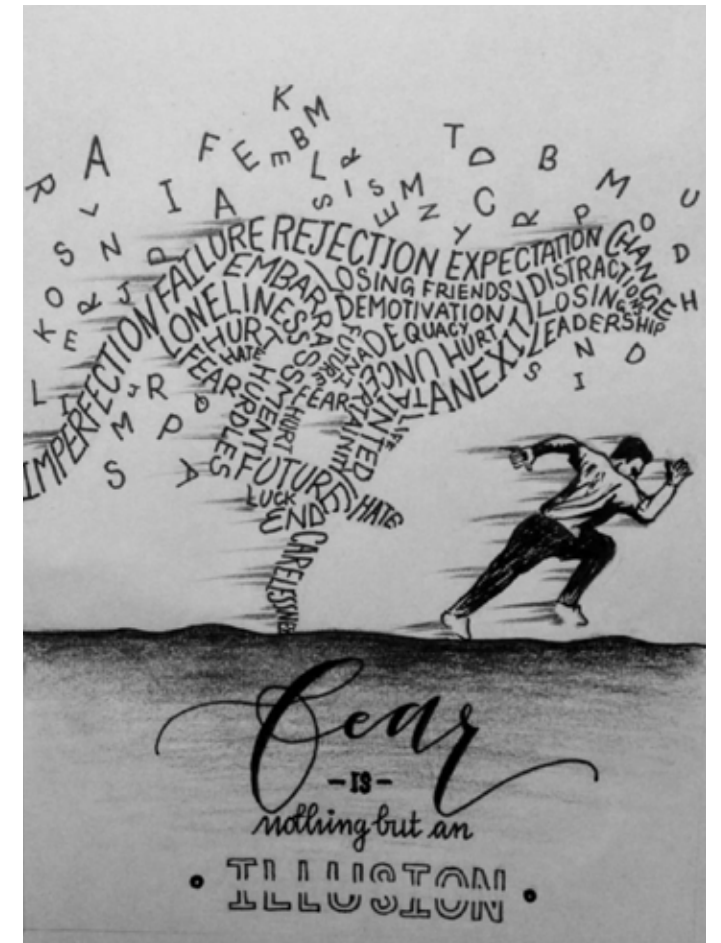
SCREENS

Graphite Sketch



Poetry Book Sketches

Commissioned sketches for a book based on motivational poetries.



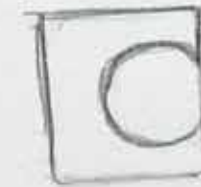
Daily Logo Design Challenge

To improve my quick thinking and idea generation.
Took around 30 min for each logo and used only pencil sketching

Design a Rocketship logo:

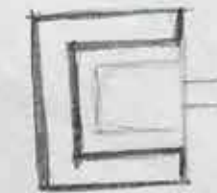
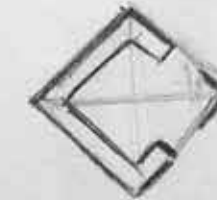
Name Comet

COMET

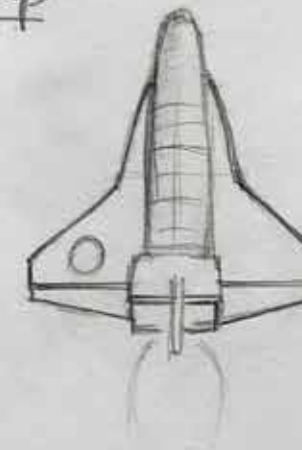


COMET

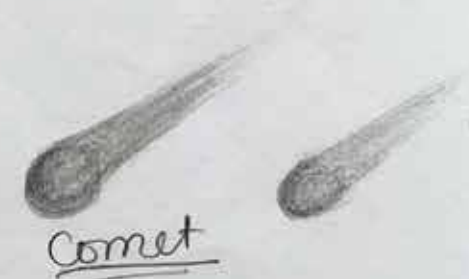
GOMET



Rocketship



WINGS
SPACE → planets
stars etc



Comet

↑ upwards → diagonal direction
— Speed & Motion — Growth

COMET



COMET

planet



Coolest



COMET
nice
detail

DAY-2

HOT AIR BALLOON → logo Prompt

Name → Whoosh!

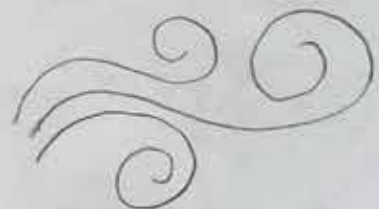
HOT air Balloon -



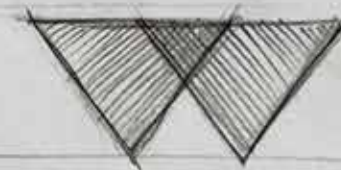
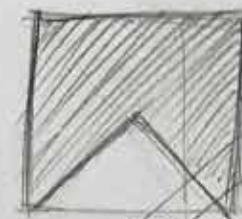
WHOOSH

Enjoyment Whoosh
fun ✓
funky ✓
funny ✓
cute ✓

Air



WHOOSH



WWW



Logo Prompt: Streaming Music Startup.

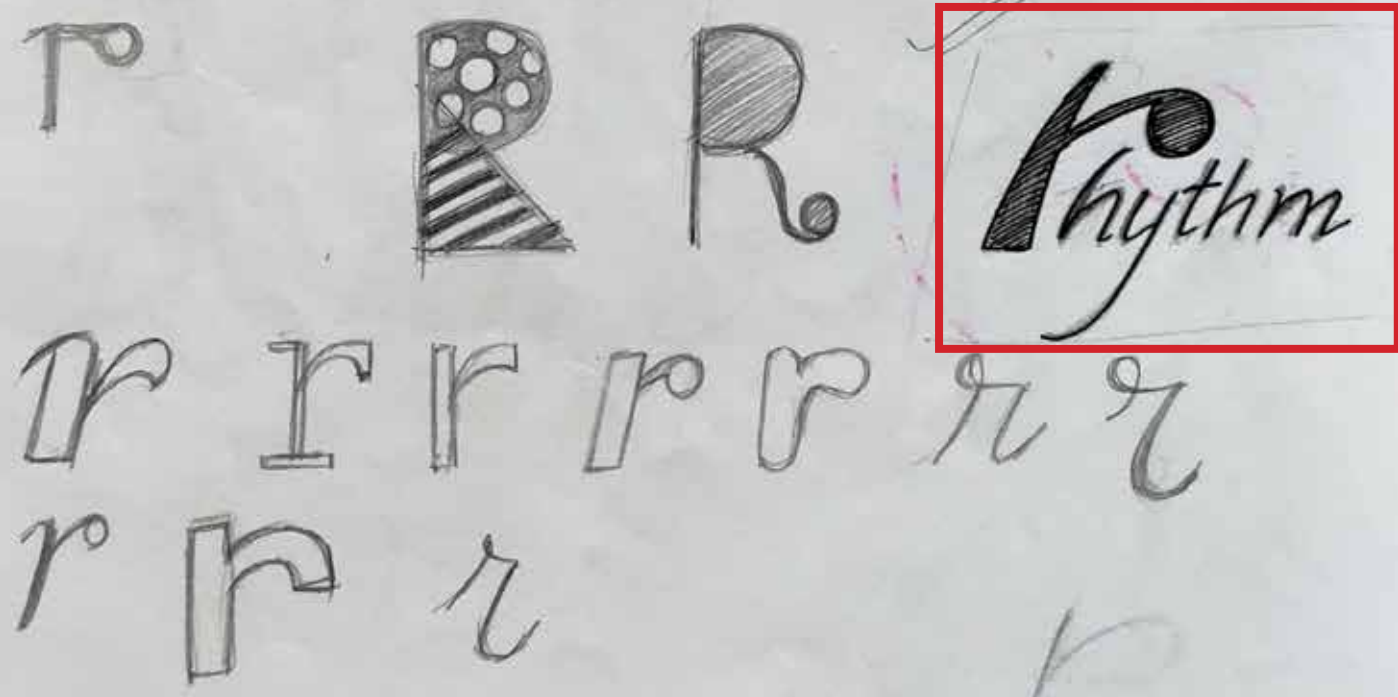
Name: **RHYTHM**

- | | COMPETITORS |
|------------|----------------|
| Green | 1- SPOTIFY |
| Blue & Red | 2- APPLE MUSIC |
| Orange | 3- SOUNDCLOUD |
| Orange | 4- GOOGLE PLAY |

My Palette
Major → ^{hot} PINK (Bright)
Secondary → Black & White + lil Gold.

Indian
Green ← Saavn
Red ← Gaana
Red ← Wynk
& Grey

RHYTHM



PROMPT: Barbershop Logo

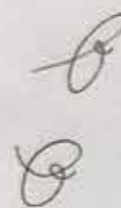
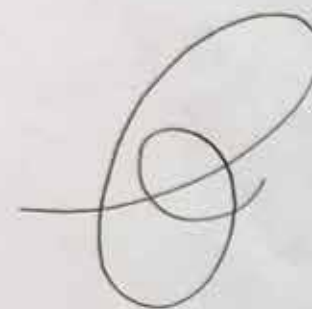
Name: BALLU THE BARBER



Keywords → Hair



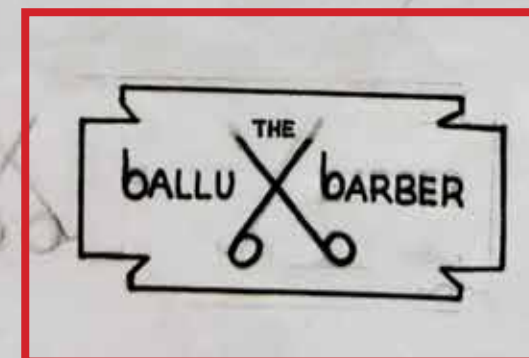
Scissors
Comb



Ballu
THE
barber



Ballu
THE
barber



LUCKNOW city Identity design

- Smile
- happiness
- Nawabi

Lucknow

Lucknow

लखनऊ

Lucknow

मुसकुराईये आये लखनऊ में हैं।



LUCKNOW



लखनऊ

LOVE L
लखनऊ (ल)

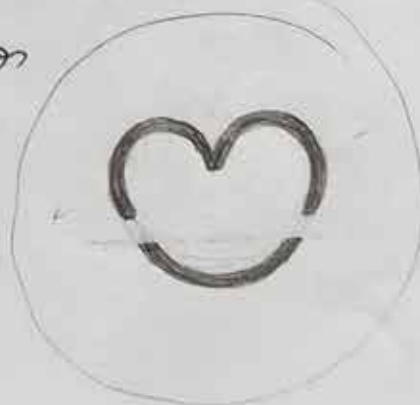


LUCKNOW

LUCKNOW



Lucknow



Day 36

Record label

Name - Spiin

Keywords - Music, Record, fun.
Label

SPIIN SPIIN



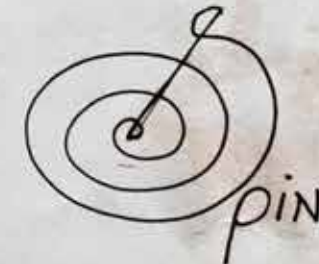
Spiin



lll



II



Spiin

Spiin



Spiin



lll

Spiin

SPIIN



Spiin



ill



SPIIN

SPIIN



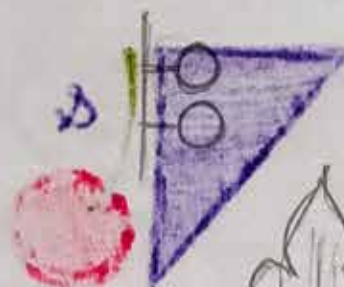
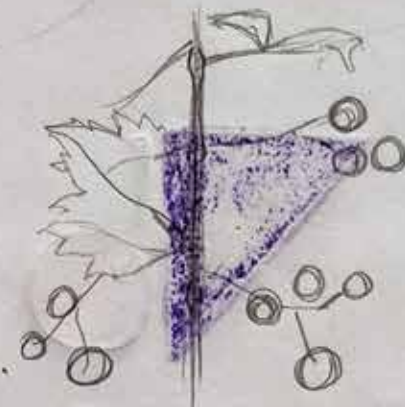
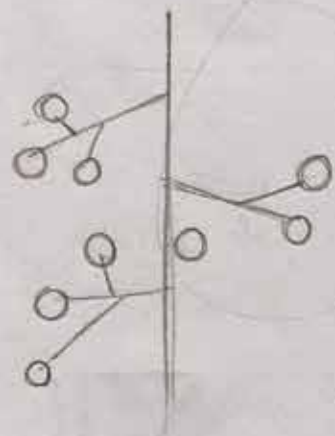
Challenge: Geometric logo
Name Ideas: Vine & Berry, Arc



VINE & BERRY



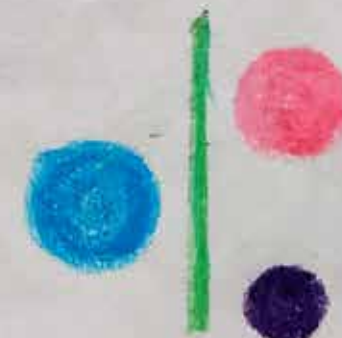
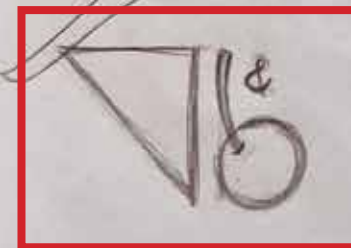
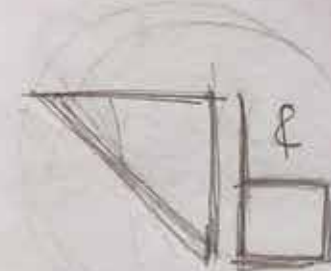
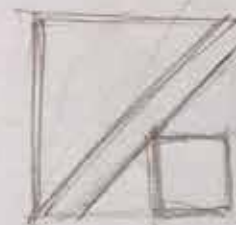
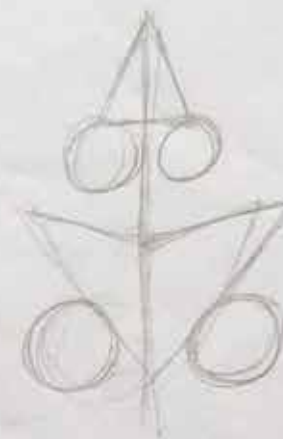
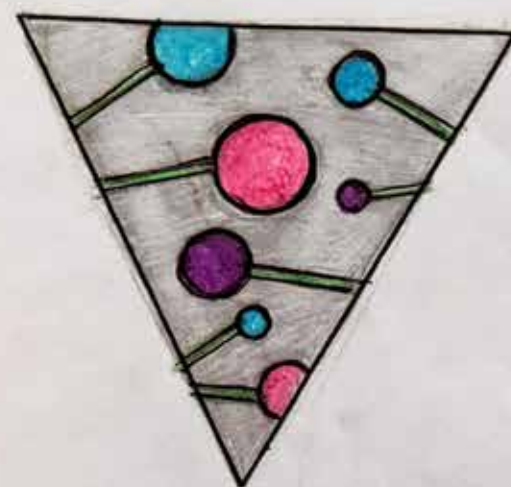
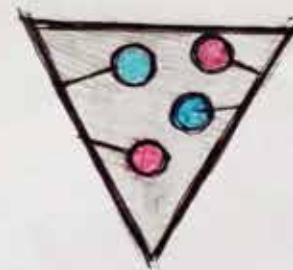
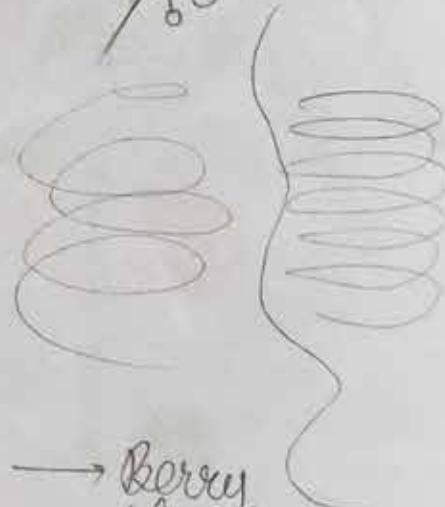
PURPLE
AND
BLUE &
Pink
+ Green



Vine

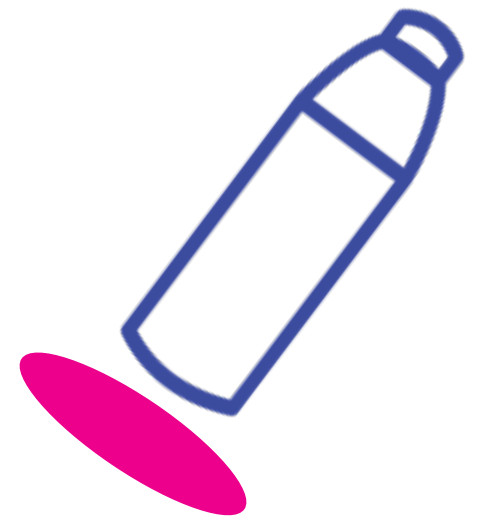


Berry
Vine
leaf



Narrative Pictorial Book

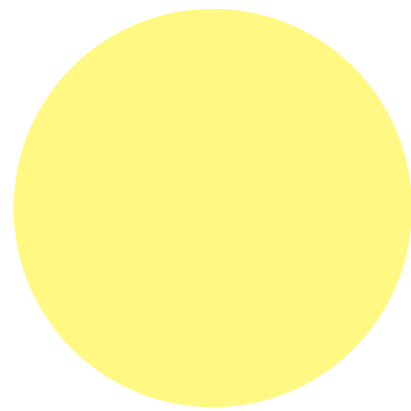
I have used design principles like scale, space, figure ground relationship respectively in the spreads along with consideration of hierarchy to create this conceptual narrative book, which can be interpreted in multiple ways based on personal experience of the viewer











For the back cover, I wanted to make a closure of the book by a sense of peace. It also captures viewers by surprise as a lot is happening through the pages, everything is so cluttered and suddenly there is nothing. I have tried to achieve this by a small yellow circle. During the initial page, it is used to highlight the claws of the eagle which is attacking, i.e. violence. While at the end the yellow circle is highlighting nothing, there is just empty white space. Also as there is a narrative going on throughout the book but there is no definite end, through the white page viewer can imagine his own, based on his own personal experience of going through the book.

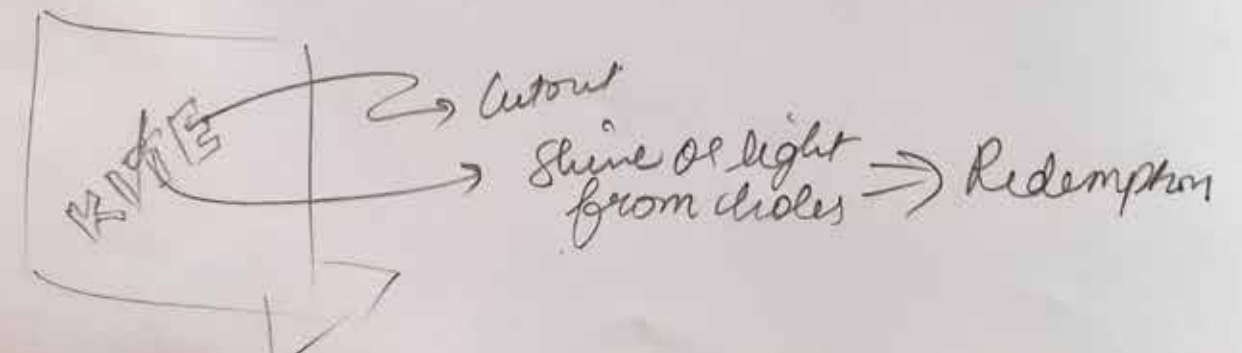
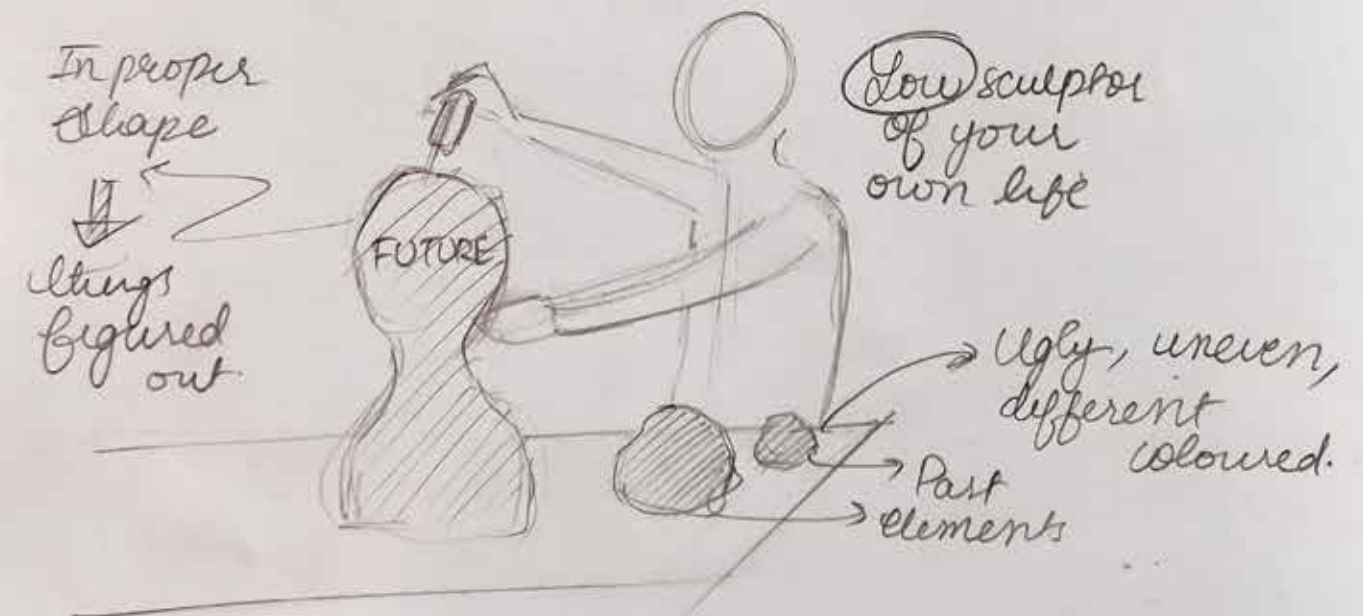
Book cover Design

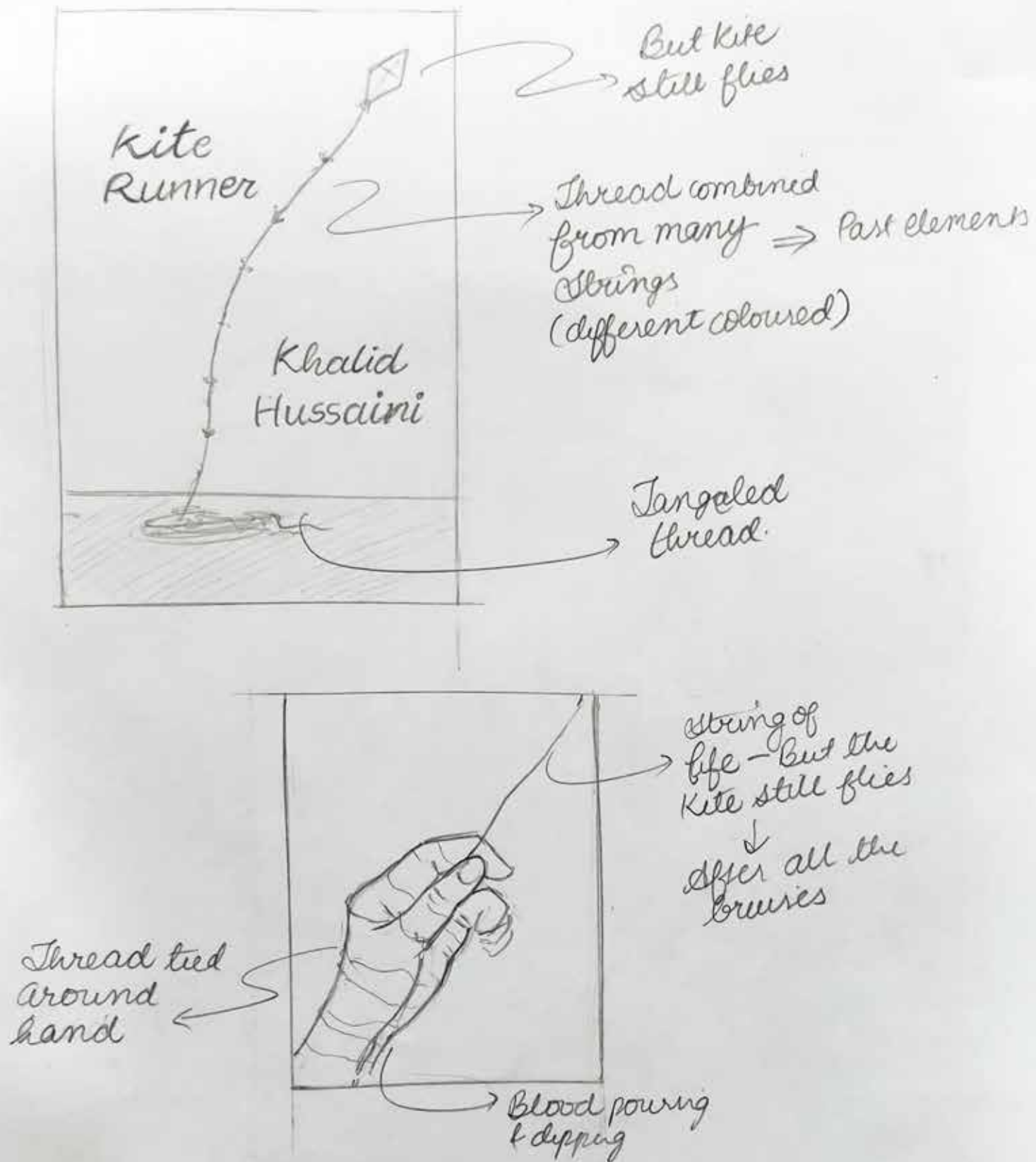
Redesigned the book cover of my favourite novel
Kite Runner by Khalid Husseini

Theme of Redemption \Rightarrow Quest

MAJOR THEMES:

- ① Violence - Cruelty
- ② Betrayal
 \downarrow
lead to guilt & ultimately redemption
- ③ Complex human relationship
- ④ Redemption
 \searrow from darkness to light, from bad to good, fly





#1 NEW YORK TIMES BESTSELLER



KHALID HUSSEINI

The book is about complex nature of human relationships, hence I wanted the cover to feel humane and decided to work with tangible objects. The shine of light from the cutout shows the major theme of redemption. The red colour here represents blood relations, violence (happening at the time in Afghanistan in which novel is based), and it being a story of love and hate. The overall colour palette is inspired from flag of Afghanistan.

Carrom data drawing

Data drawing of the results and analysis of 10 days of carrom games, inspired by the works of designer Georgia Lupi

