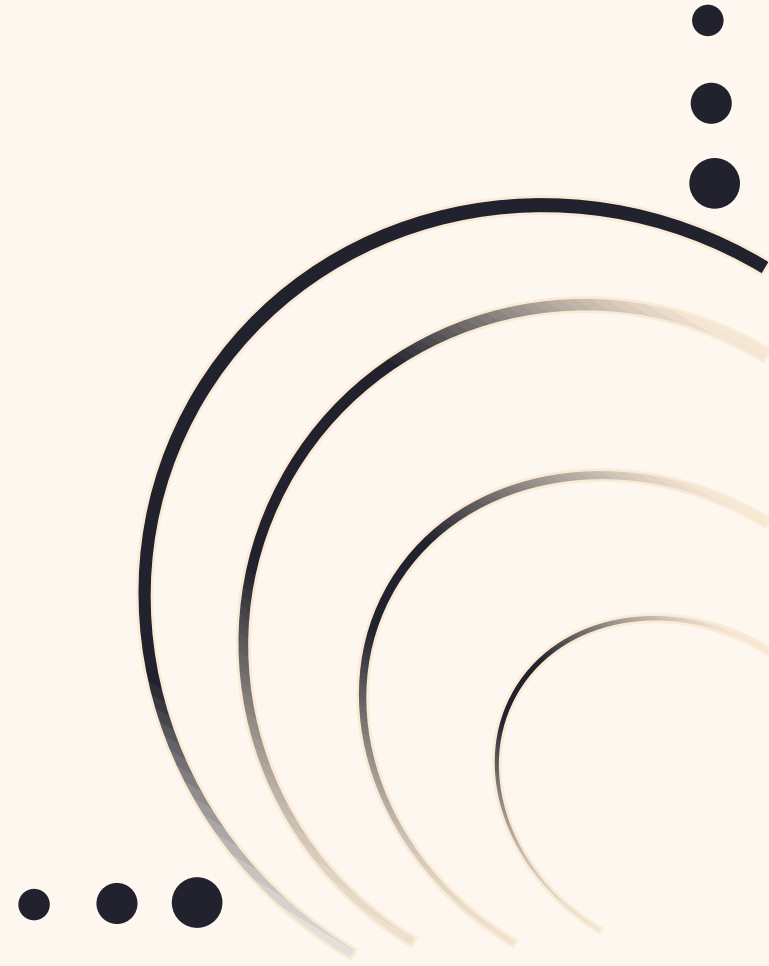




# Other Projects

Building Skills beyond Professional  
Experience





# Table of Contents

1) Developed Android App

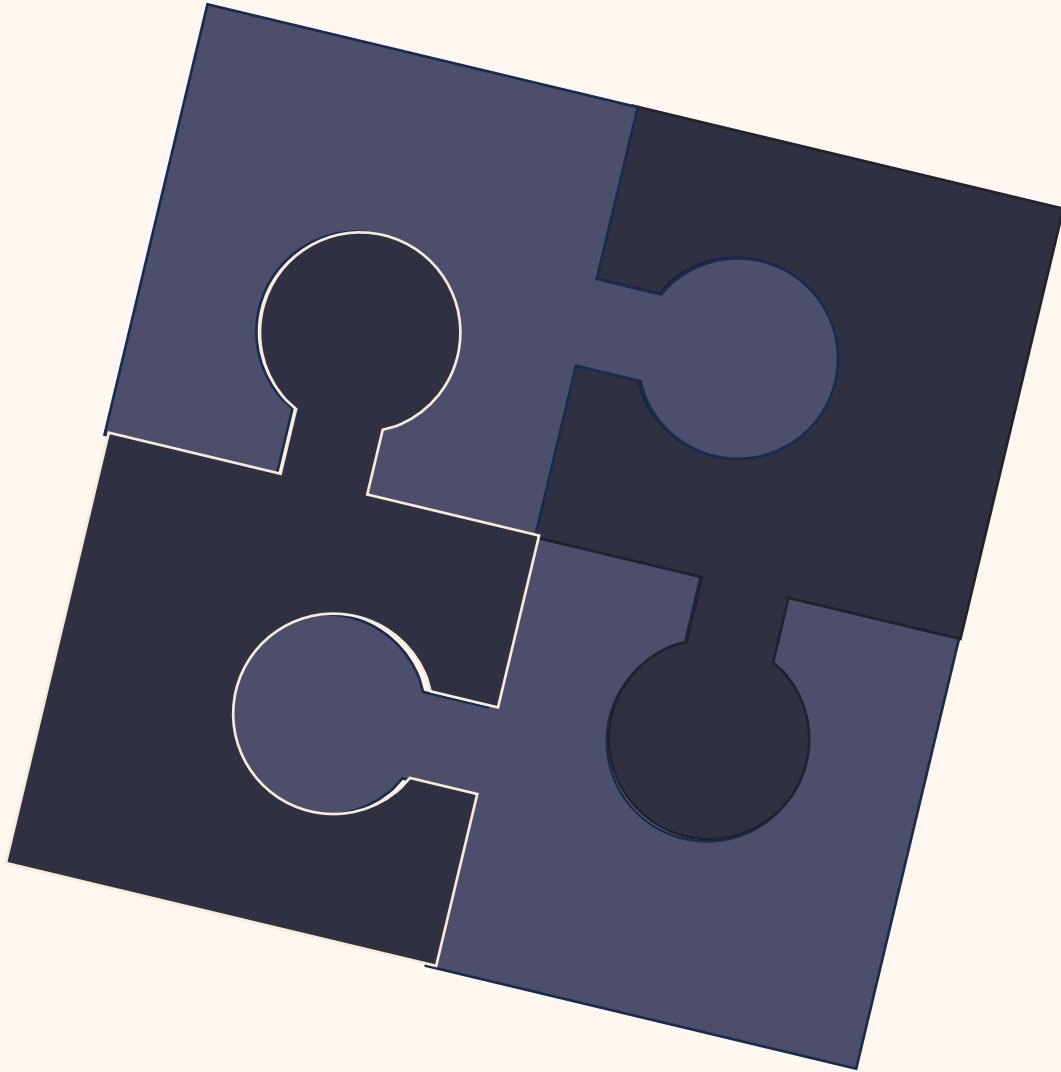
2) Google UX Design Professional Certification

3) Portfolio Website



# Bliss and Me: Android App

# Value Proposition Canvas

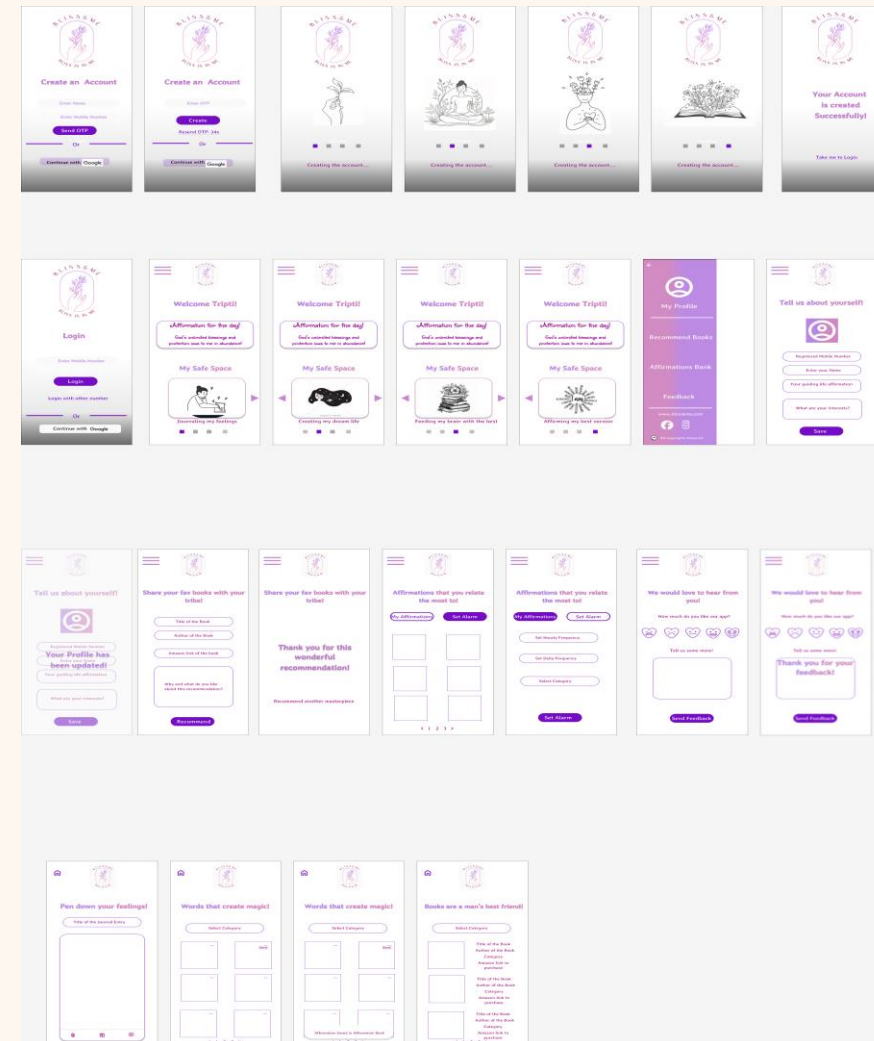


## What benefits does Bliss & Me provides?

- One stop-solution for all personal development and self care needs
- Loaded with features which includes journaling, daily affirmation, affirmation bank and daily book recommendations
- All the features are free to use
- User can also save affirmations that he/she likes
- Can also recommend books and share wisdom with the tribe
- Daily journaling space helps manage emotions and clear one's mind.

# Prototype

- This is High-Fidelity Prototype displaying the Bliss& Me.
- The prototype showcases the login journey and features the customers can use
- Click on 'BlissMeApp-Prototype' to view the prototype.



[BlissMeApp-Prototype](#)

# Statistics



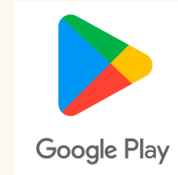
## Instagram Page

- 1,019 Followers achieved in 4 months
- 250K accounts reached in same period
- Highest views on reel was 353K



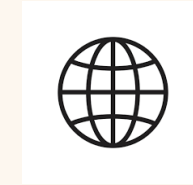
## Facebook Page

- 148 Followers achieved in 4 months
- 27K Views achieved for a post in Dec'24



## PlayStore Page

- Launched the app in Feb'25
- Achieved 10+ downloads



## Official Website

- In Feb'25 achieved 656 website visits



# Google UX Design Professional Certification

# Google UX Design Professional Certification

## Background of the Certification:

This 6 month long certification offered by Google gave learners an in-depth understanding of the product designing process. It focuses on the need to empathize with customers and their needs and solve their pain points by designing products for all.

In this 6 month long course, I undertook three projects, as a part of the curriculum, to design accessible products for the targeted user group. I also created a website to summarize my learning journey. Visit [here](#).



# Google UX Design Professional Certification

## Skills Learned throughout:

- Formulating design sprints
- Writing user stories and user pain points
- Creating user personas
- Drafting customer journey maps
- Conducting competitive audit,
- Conducting user research
- Creating paper and digital wireframes
- Creating low-fidelity and high-fidelity prototypes
- Taking user feedback.

# Google UX Design Professional Certification

## Projects Undertaken:

- **Designing a Mobile App:** , *'Ezy Vyapar'* was a sales tracking app designed for street food vendors for daily tracking their sales in an easy and comfortable manner. The intent was to design products keeping accessibility in mind.
- **Designing a Responsive Website:** *'ABC Bank Ltd.'* is a bank having a very user friendly website for anyone who is opening a bank account for the first time. The intent was to design a fairly simple website for anyone using financial products for the first time.
- **Designing for Social Good:** *'ABC Investment House'* is a firm helping all first-timers to invest wisely and a simple way. It will understand your needs and make investment a very customized yet simple process.

The details of these projects can be accessed on this [website](#) created using Wix.com

# Project 1: Designing a Mobile App



## Problem Statement

The problem statement was to build a product that helps street food vendors to track their daily sales in an easy and efficient manner.



## Pain Points

- In peak times sometimes it becomes difficult to manage and track sales
- At the end of the day, the users want to have leisure time but they get involved in recording sales for the day.
- Most of the apps are too complicated.



## Goal

The goal is to provide an easy and user friendly solution for less tech savvy small vendors to manage and record their daily sales product wise.



## Product

Designed a sales monitoring or a tracking app for street food vendors which was easy and efficient to use

The product was developed for all user personas on the basis of age, gender and geographical needs.



## Accessibility Considerations

- App provided in vernacular languages to it be more inclusive and accessible.
- The App color coding and color scheme is keeping in mind the accessibility.
- Voice Note option will be added. Through Voice the customer can maneuver the app

## Project Deck:



# Project 2: Designing a Responsive Website



## Problem Statement

The problem statement was that the bank wanted to take its bank account opening process online and simplify it as much as possible.



## Pain Points

- Process complications make people visit branches to open an account
- Most of the online banking opening options are hard to find on bank website.
- Online bank account opening options are not built for other platforms.



## Goal

The goal is to provide an easy and user friendly bank account opening which could be accessed in all digital platforms.

Also, create a sitemap for website to find the feature quickly using sitemap.



## Product

Designed a responsive website for a bank outlining the products and online services offered like opening a bank account.



## Accessibility Considerations

The color scheme of the website was kept in mind that is not too distracting for the users.



# Project 3: Designing for Social Good



## Problem Statement

There was no easy to understand investing platform for all age groups, wherein first time investors or even old people could easily understand the products and then invest.



## Pain Points

- Many first-time and overly-aged investors where not aware of the investment products and their appetite to invest.
- Most of the platforms use jargon which is confusing and intimidating



## Goal

The goal is to provide an easy and user-friendly solution for anyone who wants to invest their money into products that they understand, give them returns and are safe to invest into.



## Product

Designed a responsive website and an app for '*ABC Investment House*', a company that makes investment easier for all.

It was a responsive website designed for all digital platforms for easy accessibility.

The product was developed for all user personas on the basis of age, gender and geographical needs.



## Accessibility Considerations

It was a responsive website designed for all digital platforms for easy accessibility.

## Project Deck:





# Portfolio Website

# Portfolio Website

- Built a professional portfolio responsive website to showcase professional experience as a Product Manager and other projects undertaken for skill-building.
- This website is built from scratch using front-end development technologies like HTML5, CSS3 and JavaScript.
- The prototype of the responsive website is developed using Figma tool. The same can be accessed from [here](#).
- This website is hosted on hostinger.com. It can be accessed from [here](#).