

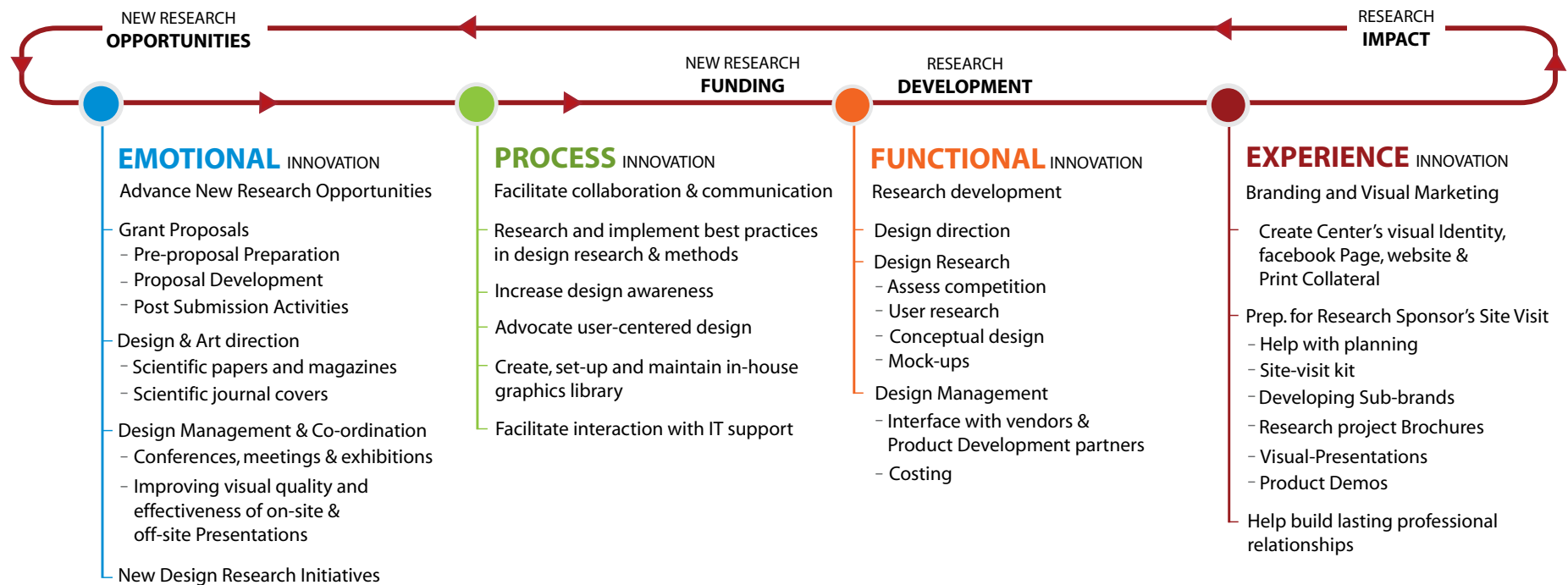
My name is Amol Surve. I am a UX Researcher interested in helping cross-functional product teams to build great experiences through user-centered design.

THIS BOOK CONTAINS:

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UX RESEARCH ROLE

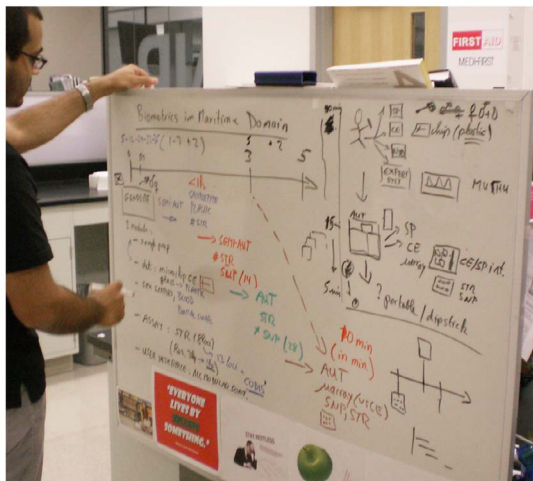
Evolved over 5+ years working with cross-functional product teams



CHALLENGE

Sometimes the information you want to communicate is unstructured or complex. How do you communicate it effectively ?

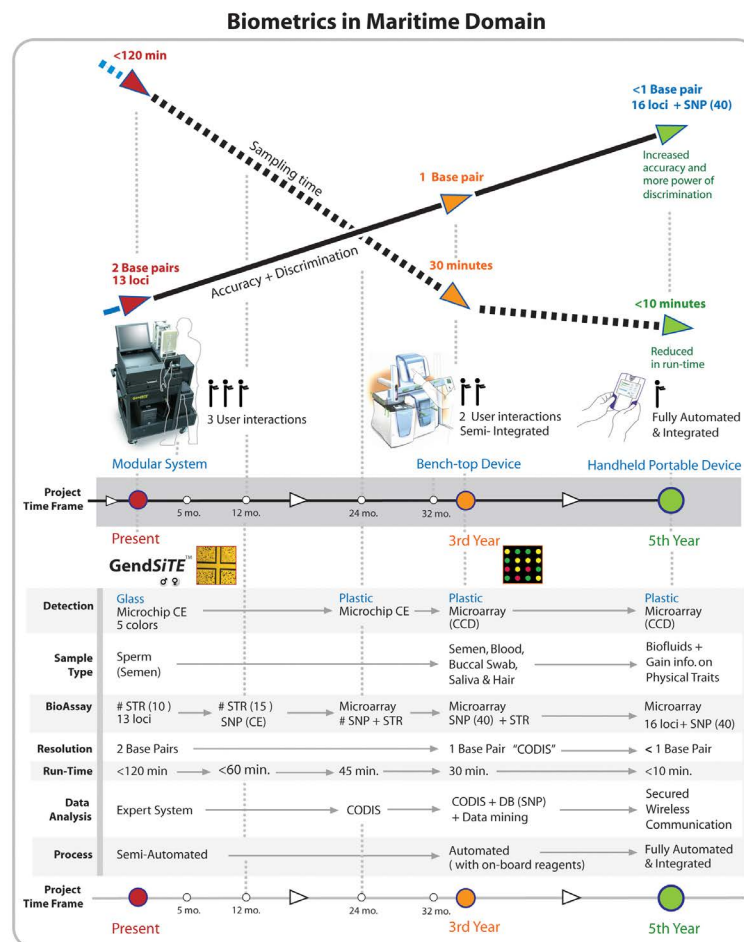
Before



SOLUTION

A visual representation using best practices in information design can express its meaning more clearly to the viewer.

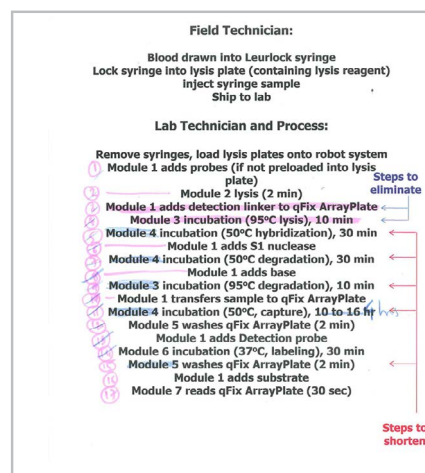
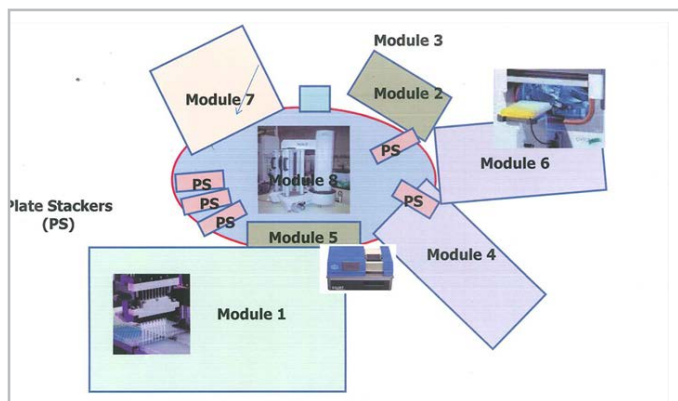
After



CHALLENGE

We all know that graphics are a critical part of a grant proposal and can help us tell a better story and differentiate our proposal. But often we are either running out of time or are so focused on other aspects of the proposal that they often get neglected.

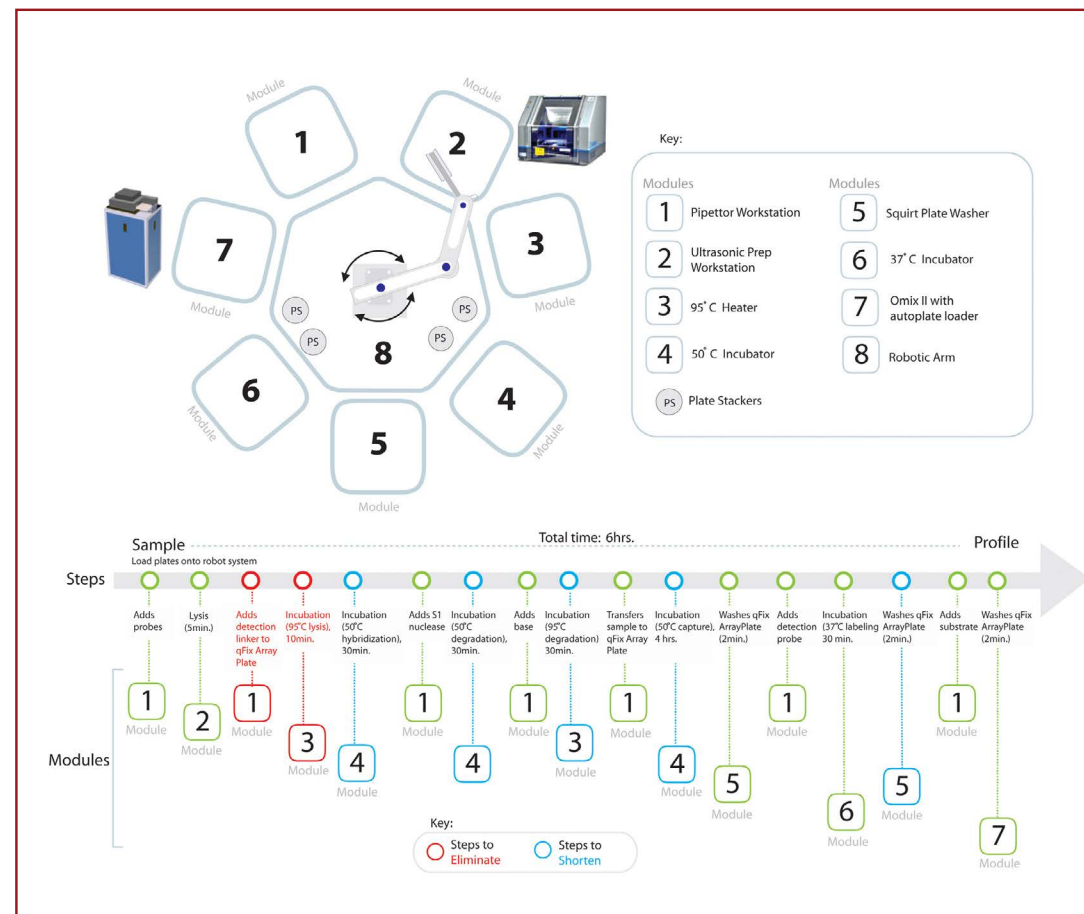
Before



SOLUTION

At ANBM, graphics have become an integral part of our proposal submission strategy. I help create clear, impactful graphics, in collaboration with PI and researchers that are optimized for the available space.

After

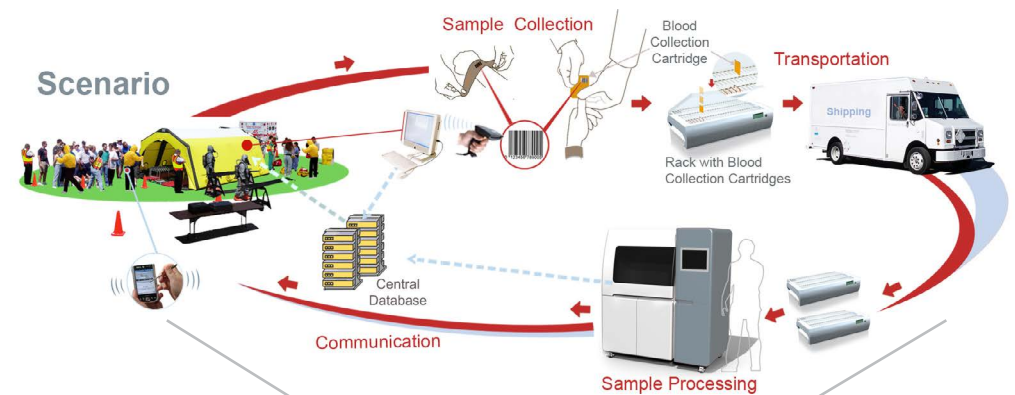


CHALLENGE

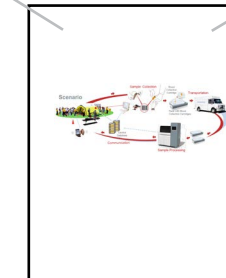
Did you ever feel that just words could not express the impact or relevance of your research? Ever felt that a few extra words could help you tell a better story but you were already over the page limit?

SOLUTION

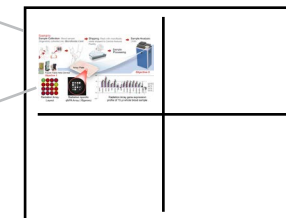
At ANBM, I help create 'visual scenarios' or 'storyboards' to illustrate the most critical and human aspects of our research. These visuals when used in proposals and *quad* charts differentiate us from the other applicants and help us tell a better story. The graphics are clear, impactful, optimized for small spaces and show scale wherever necessary.



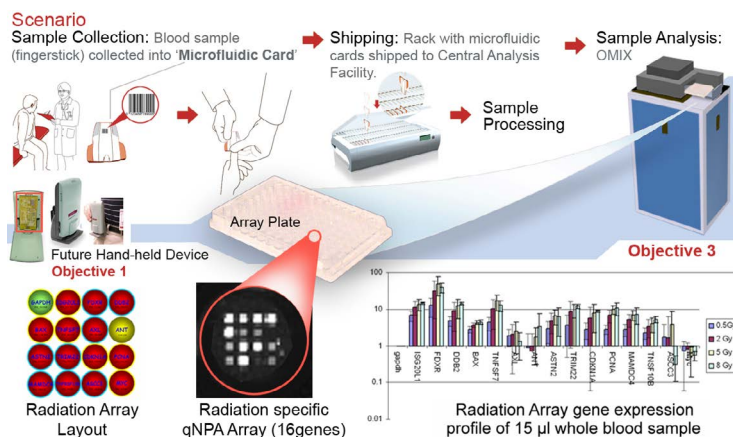
Visual Scenario



Graphics optimized for available page size



Graphics optimized for quad-chart size



Clear and high quality graphics tell a better story

CHALLENGE

Lab tour is a critical post proposal submission activity. But labs are busy spaces and often appear cluttered during site visits, which is not the optimum condition to showcase your research or technology. How do you create an immersive environment for your potential sponsor or collaborator to focus and learn about your research?

SOLUTION

Inspired by consumer Point-of -Purchase (POP) type displays in malls and grocery stores that act as a showcase for products, I helped create similar 'micro-environments' using posters, custom mock-ups and visuals on television screens for maximum impact on a potential high profile sponsor or collaborator.



Before



After



Before



After



Featured in Biodesign Kid's video, 'Get into Science' May 2008

CHALLENGE

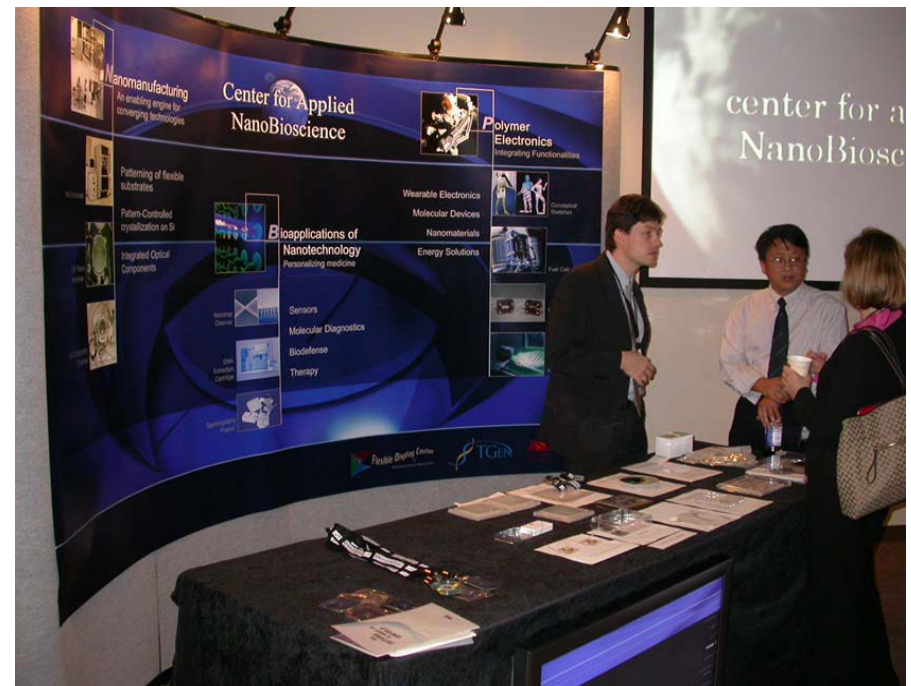
Both Flexible Display Center (FDC) and Center for Applied NanoBioscience (ANBC) were relatively new centers without a visual brand identity. How would these booths be memorable for the event attendees and attract potential sponsors and collaborators?

SOLUTION

I worked closely with Center leaders to establish a visual brand identity by understanding their research, using visual cues from their existing marketing literature and logo design. Instead of creating individual smaller posters like other exhibitors, we created one large cohesive backdrop with emphasis on imagery and large text for attention grabbing impact.



Flexible Display Center (FDC), Arizona State University
Exhibition design for FDC booth at SID (Society for Information Display) San Jose, CA, 2006.



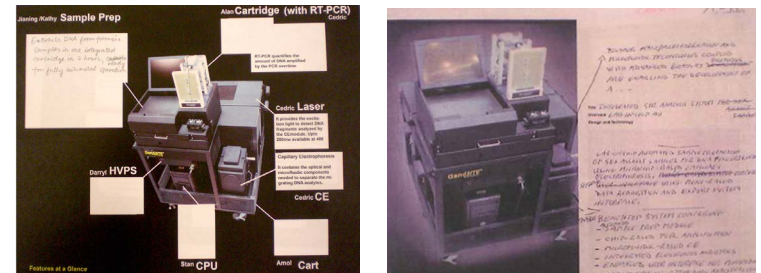
Center for Applied NanoBioscience (ANBC), Arizona State University
Exhibition design for FDC inauguration, Tempe, AZ, 2006..

CHALLENGE

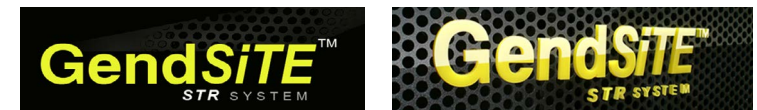
How do you enable a partner to champion their research initiative within their organization that results in continued or new funding opportunities for your research?

SOLUTION

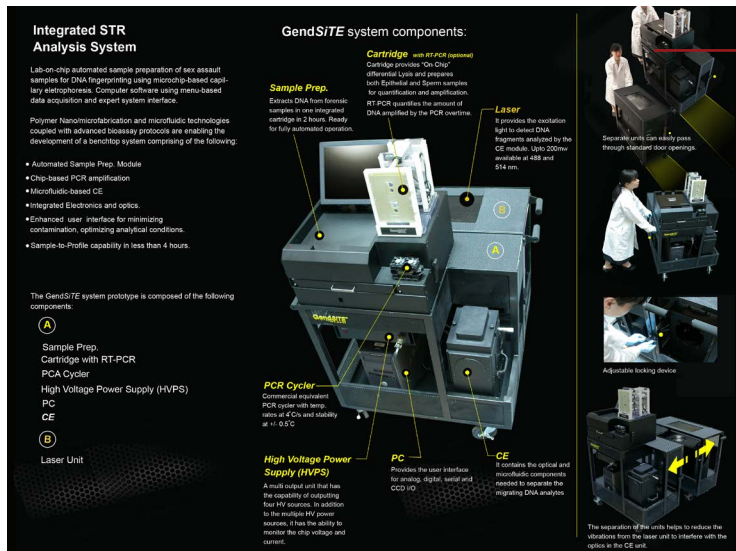
I created a product brochure as part of our final deliverable for Federal Bureau of Investigation's (FBI's) Forensic Science Research and Training Center (FSRTC) that they could share with other groups within the FBI.



Co-creating: Inspiring team members to contribute to the brochure



Identity design based on Design Research*



Inside spread



In-house photoshoot



Outside spread

*Design Research is undertaking research in the process of design

CHALLENGE

Your team produced the required result for the final deliverable. The data is adequate but not exciting. How do you reinforce your commitment to the research and inspire your team and your sponsor?

SOLUTION

At ANBM, I helped create an immersive experience for our sponsor, the Federal Bureau of Investigation (FBI) as well as our team by developing a 'mini-brand' called GendSiTE for the project. It gave a 'tangible' and 'visual' expression to our research and rallied the teams around it.



Teams gathered around the system



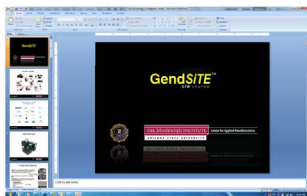
System Design inspired by design research*



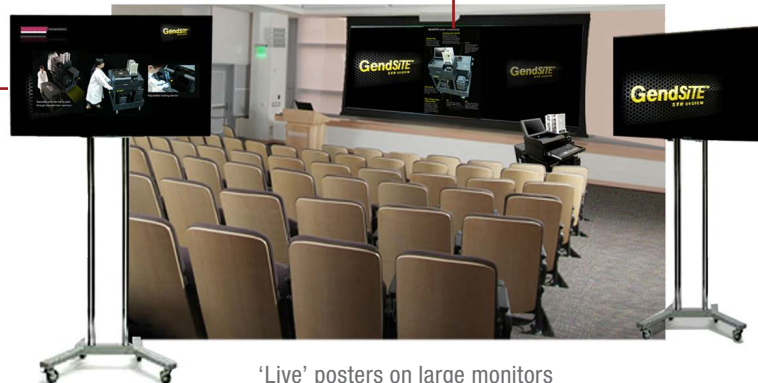
Directional signage



Identity design based on design research*



Presentation slides



'Live' posters on large monitors



Customized Site-visit Kit

*Design Research is undertaking research in the process of design

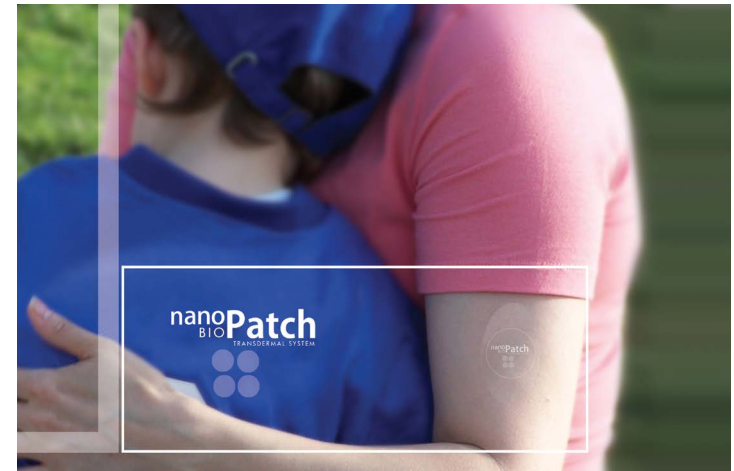
CHALLENGE

How would you showcase your new technology to deliver flu vaccines during a pandemic outbreak, that has the potential to increase compliance and encourage timely vaccination for seasonal influenza as well?

SOLUTION

NanoBioPatch is a painless, patch-based transdermal vaccine delivery system using micro-needles. We focused on the end-user experience throughout the design and development. The result is a vaccine patch concept and mock-up that considers the complete user experience, from mail-out packaging to application that fits a modern users lifestyle. It also lets kids personalize their patch, which encourages compliance and timely vaccination.

Lifestyle design



Pandemic Outbreak Scenario



1 Vaccine patches arrive at the local post office from the vaccine patch producer. Postal workers boxing and loading vaccine patches for delivery.



2 Postal worker wearing protective mask delivers vaccine patches



3 Parents/Guardians administer the vaccine to the kids and themselves.

Seasonal influenza scenario



1 Kids choose from the available online designs for the vaccine patch.



2 'my patch' Interface: Online store to buy influenza patches.



3 Patch delivered home.

Scientific Poster



Package design



CHALLENGE

The Center's name was long and we wanted to aid and promote instant recognition by using the acronym 'ANBM'.

SOLUTION

The Center's new logo is a combination of an icon and textual treatment of Center's name. They are two distinct elements, so the icon can be used solo as well. The letters ANBM are stylized to lightly represent the DNA double helix. The red and blue colors and font establish a strong association between ANBM and University of Arizona. The logo is flexible enough to adapt to every research and business situation.



Logo options



Center's New Logo



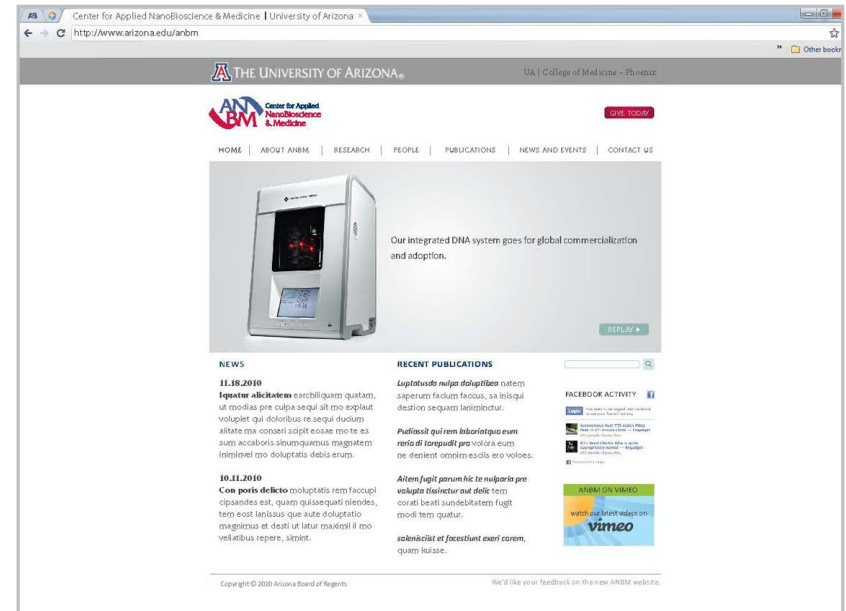
Print Collateral



Signage



Leading social media initiative



Website planning and concept design

BRANDING RESEARCH AND DEVELOPMENT

Diomics is a high tech development company, that spun off from ANBM, innovating eco-friendly, nano-composite materials for the Life Sciences, Recreational and Specialized product markets.



Personas: People connected to the ocean environment through surfing

<p>Richard is 37 years of married and father of a girl. He is a sales executive in a big corporation and loves surfing. He looks forward to the weekend when he can head to the nearest cove with his daughter and wife to teach her surfing, manages to find time to surf during the weekend and is very enthusiastic about his daughter's surfing progress. Someone who has just bought a hybrid vehicle and is looking to bring sustainability to every aspect of his life and his surfing. He has been surfing since 15yrs old and wants to make surfing more meaningful and is looking for ways to do it.</p>	<p>Emily is a 28 year old young professional working with a leading software corporation. She surfs during weekends with her boyfriend of 7 years, Rick who works in the same company and they are going to marry soon. Their company gives them incentives to go sustainable for example to purchase hybrid vehicles.</p>	<p>Roy, 47 years of age, has been surfing since 1962 and is a founding member of the Pedro Point Surf Club in Pacifica, California</p>	<p>Mary is 4yrs old. She is a social worker and a long time surfer.</p>
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Identity, merchandize and advertisement design

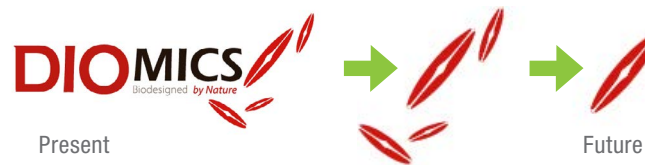
'Personas' were developed to help guide marketing strategy:



A study of the leading surf brands and other 'cool' brands that have monetized merchandising revealed the need for an 'icon' that could replace the entire logo as the brand continues to establish itself in the market.

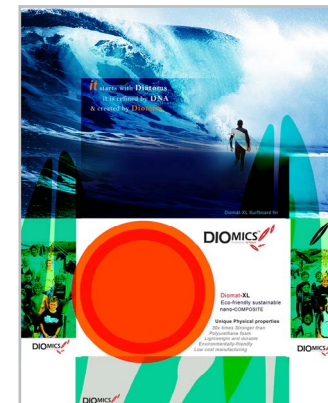


Logo sketches



Diomics logo is designed to be eventually replaced with just its icon.

Package Design



CHALLENGE

UK's market leading forensic science service provider is collaborating with ANBM to develop the world's first fully automated and portable rapid DNA analysis platform. Its success will largely depend on how fast it is able to convince industry and government partners to come on board, invest and collaborate to validate and commercialize this technology.

SOLUTION

We developed a working prototype, that not only performs the desired functions but looks like a market ready instrument rather than a preliminary lab prototype.

I guided the sponsors, Forensic Science Services (FSS) and our team through the critical design phases that set the direction for the 'look' and 'feel' of the instrument, introduced user-centered design early on in the development process and led the branding efforts.

The project was a success. It received buy-in from major stakeholders and potential customers. The device is now in the next phase of validation and development funded by European Union's Seventh Framework Program (FP7) involving world-leading forensic, academic and industrial partners.

MiDAS

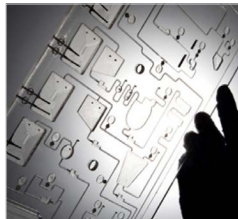
Miniaturized Integrated DNA Analysis System



MiDAS: Miniaturized DNA Analysis System



User Interacting with Touch Screen



Microfluidic Device



Inserting microfluidic device in the system



Why does MiDAS 'look' and 'feel' the way it does?

We defined its 'personality' based on design research insights*
Approachable, Trustworthy, conveys Integrity, Innovative, Precise, FSS branded & Honest

It's personality was then translated into 'design language':
Uncluttered, Fluid, Compact, Minimalistic, Naturally elegant with a small footprint.

Physical properties that lend to the above design language:

Colors:

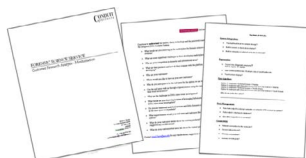
White
 Silver
 Cool gray

Textures:

High Gloss White
 Matte anodized aluminum
 Complementing reflective and transparent surfaces

Materials:

Back painted clear acrylic for high gloss plastic texture.
 Aluminum
 Glass/Plexiglass



*Design Research involved key Stakeholder and End-User Feedback, Aesthetic benchmarking and 'Concept Selection Process'

Feedback related to System Integration, Ergonomics, User-interface, Data Management, Connectivity, Security and Safety, Systems Maintenance and Aesthetics

Sample MiDAS design document:

The following is based on aesthetic benchmarking of competitor products, products from other categories, survey feedback and FSS branding.

Prototype Personality:

Conveys approachability through edges with softer radii
 Compact forms and crisp color palette.

Conveys Integrity:

Trustworthy

Intelligent

High quality

Innovative

Precise

FSS

Honest

Design Language:

Uncluttered

Fluid

Compact

Minimalistic

Natural elegance

Create impression of a smaller footprint

Materials:

Back painted clear acrylic sheet for High Gloss white plastic texture.

Aluminum

Powdercoated sheet metal

Glass / Plexiglass

Colors:

White

Silver

Cool gray

FSS logo as branding element

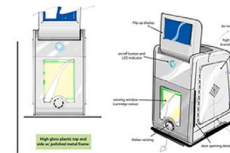
Colored status light (optional)

Textures:

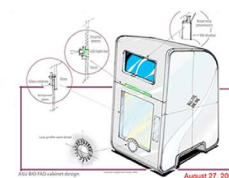
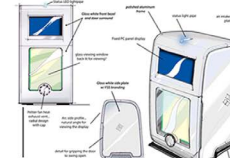
High gloss white

Matte anodized aluminum

Complementing reflective and transparent surfaces*



Couple of initial concepts exploring features and design language. At this stage we are open to both flip up display and fixed display. The final decision would be based on available Panel PC options, achieving compact design and optimal user experience. August 14, 2008.



Oct'2008: Working Prototype
 - SP + PCR
 Milestone 1

2009: Working Prototype
 - CE
 Milestone 2

2010: Working Prototype
 - SP+PCR+CE
 Fully Integrated Prototype



Packaging Design



CHALLENGE

You and your sponsor mutually decide to push the final milestone by a couple of months as your teams were not getting the desired results. You are scheduled for a meeting at your sponsor's location a few days before the Christmas holidays after this decision. How do you reinforce your commitment to the project and celebrate the collaboration in spite of this minor setback ?

SOLUTION

We expressed our holiday wishes and commitment to the research project by creating chocolate boxes that were a scaled down version of the packaging box for the final prototype to be delivered in the next couple of months as per the rescheduling. It became a tangible representation of our collaborative research effort and a very meaningful promotional gift. The boxes were designed and made in-house.



Left: Scaled-down promotional boxes filled with chocolate
Right: Original full size package for shipping final working prototype



Tools for collaboration and co-creation



'Innovation Cart'

Facilitating efficient communication between diverse teams during Pre-proposal preparation



'Visual Meetings'

Utilizing visuals to facilitate effective Pre-proposal team brainstorming and idea collection sessions



'Card Sorting Toolkit'

Helping sponsors visualize systems and use-cases



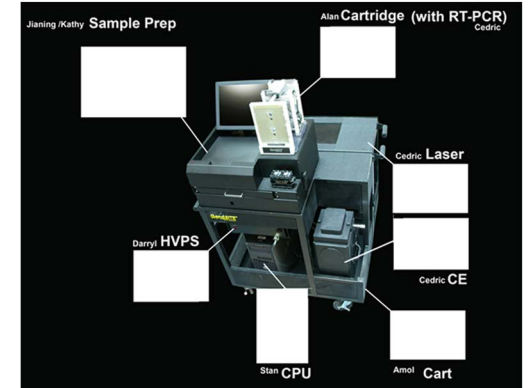
'Quick 3D mock-ups'

Helping diverse teams communicate effectively.



'Post-it Scenarios'

Co-creating scenarios to help identify research opportunities and use-cases



'Fill-in-the-blanks'

Inspiring team to contribute content for research project brochure

This portfolio is also available online at
www.amolsurve.com



Thank you for your time,
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