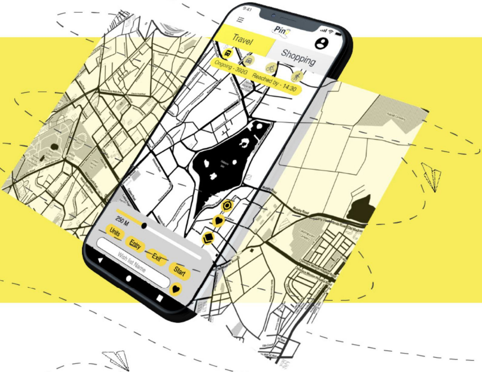
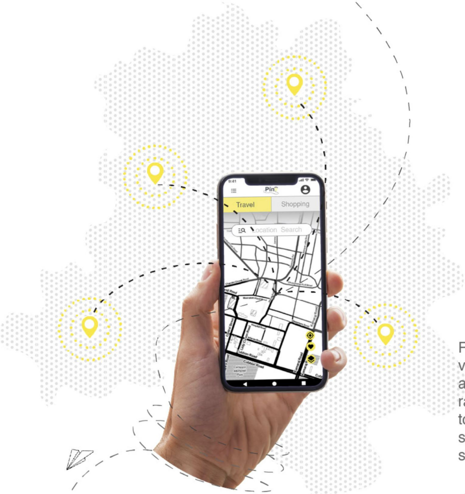
Ping


9:41
Ping
Travel
Shopping
Ongoing - 392G
Reached by - 14:30
250 M
Units
Entry
Exit
Start
Wish list Name


9:41
Ping
Travel
Shopping
Location Search

Ping

Ping application help to pin a location as – choose vehicle from which you travel, set the stop location as ping location, when You come under specific radius it gives you alert. Ping application help you to shop fast in local market as it give you a path by sorting your shopping list . So its become easy for shop , just follow the path.

Scope of work

Tools

Reaserch
UI/UX Design
Illustrations

Adobe XD
Illustrater
Photoshop

Design Process

Empathize	Define	Ideate	Design
Persona Empathy mapping	User goal Frustration Constraints Problem statement	Concept Flow Wire frames Mood board	Color palette & logo Typography Icons User interface Design

Prashant Kumar

Age : 26
Gender : Male
Location : Bangalore

Goals
- Traveling without tension
- Need leisure time during travel
- Easy shopping
- Less time in shopping

Frustration
- Missing destinations during travel
- Mind alertness
- Not finding appropriate shop for required Household item
- Shopping in local market

Persona

Empathy mapping

Scenario 1 - Travel

BEFORE

DURING

AFTER

Doing	“prashant was preparing himself for travel, opening maps and seeing bus stops, where he has to go..”	“ he was watching ouside the window and feeling sleepy, also he was checking again my maps for my destination stop.”	“ he ask conductor why he didn't inform him ... Conductor said that- he was also doing giving tickets to customer and he also forget”
Thinking	“he will reach on time and he will see places during his bus journy, and evry thing will be fine”	“he was thinking to sleep and conductor will wake me up when his stop will come as well as he was tensed in unconsious mind and thinking about his stop”	“ prashant was thinking that he was depending upon other person who dosn't care about it.”
Feeling	“prashant will feeling happy becouse he love to travel in local transport”	“prashant was feeling confused, to be relax or to be alert in travel”	“ prashant was feeling bad , as he missed my station ”

Insights - **We forget many things while traveling as we used to engage with other thing like site seing and we forget the destination. we also depend upon humans and set them as a reminder for us for some important tasks.**

Senario 2 - Shopping

	BEFORE	DURING	AFTER
Doing	“prashant checked list of groceries that his mother sended”	“ prashant was just roaming here and there and also passes same area twice or thrice...”	“ prashant bought all household items”
Thinking	“ Thinking where he can start to buy his household items”	“better to shop from mall, instead roaming, here and there.... in mall as we have know where to go...”	“ To tiring, whole experience of local market shoping, due to unkown market . ”
Feeling	“ feeling of confusion”	“ tensed”	“ like finished a big task, mostly tensed ”

Insights - **prashant go confused in the local market as where to go first , which is the nearest shop and which is farthest. there was no one to guide him. prashant is roaming here and there and passed same shop twice..**

Problem statement

People use to be more alert and due to this alertness they are not able to enjoy their **travel** and **shopping** experience.

How ?

- When they enjoyed their bus/ train ride they can miss there destination.
- If they watch movies while traveling chances of missing their destination increases.

- If they sleep they can miss there destination.
- During shopping groceries they don’t know where to start from.

User Goals

Enjoying travel

making shopping easy

Relax yet alert during travel

travel wished places

Avoid missing destination

Planned shopping

Constraints

Can’t track location all the time

Not familer with shops at new place

Don’t want ask help from others

Frustations

missed destination during travel

Where to buy grocery items ?

Concept

Ping

Mean to poke
Poke to do this or that
Ping to give alert
Ping to guide

Travel

Location Ping

Wish places to visit

maps and routes

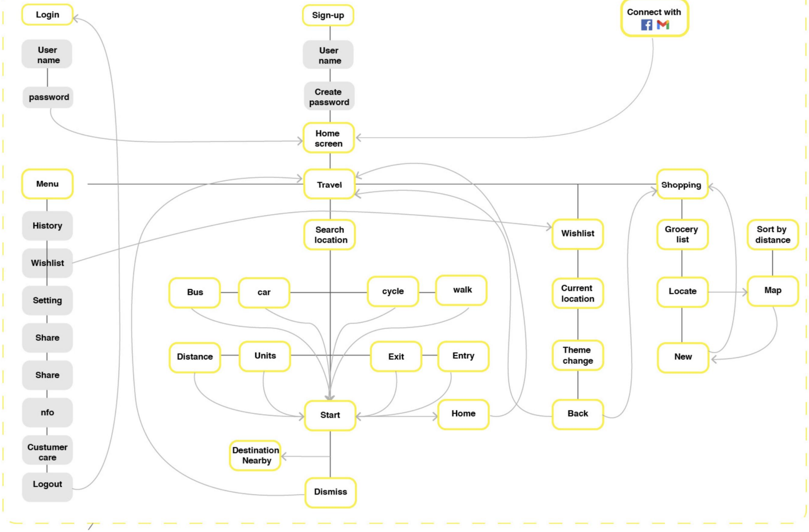
Shopping

Upload shopping list

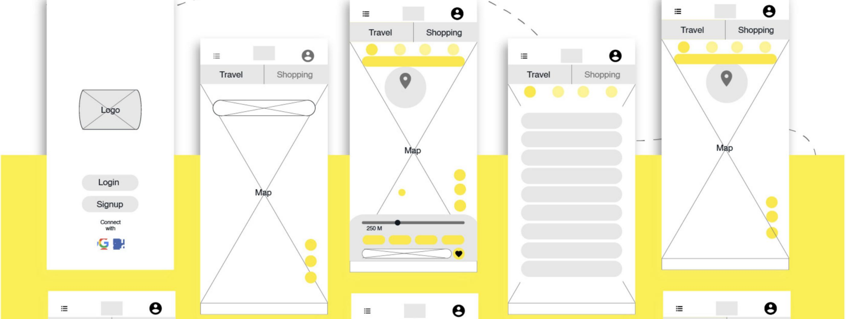
Sorting shop list

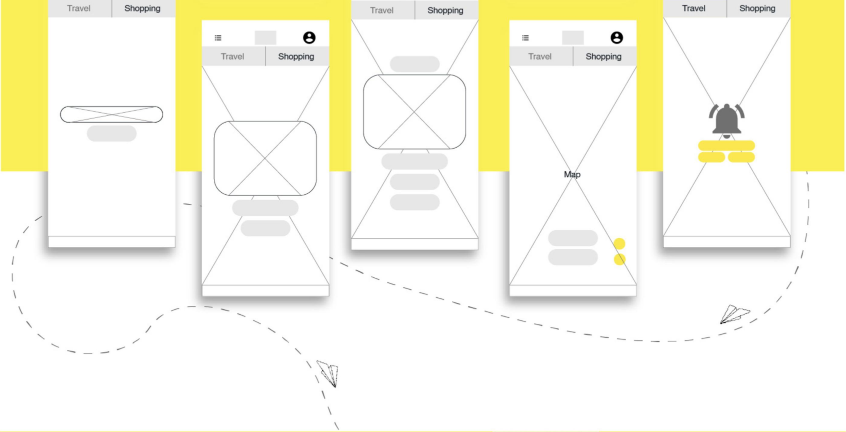
Guided path

Flow

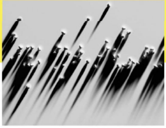

Login
User name
password
Sign-up
User name
Create password
Connect with
Home screen
Menu
Travel
Shopping
History
Wishlist
Setting
Share
Share
nfo
Custumer care
Logout
Search location
Wishlist
Grocery list
Sort by distance
Bus
car
cycle
walk
Current location
Locate
Map
Distance
Units
Exit
Entry
Theme change
New
Start
Home
Back
Destination Nearby
Dismiss

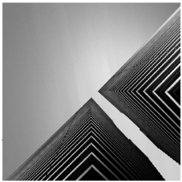
Wire frames

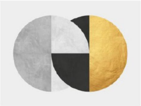

Logo
Login
Signup
Connect with
Travel
Shopping
Map
250 M


Travel
Shopping
Travel
Shopping
Travel
Shopping
Travel
Shopping
Map
Travel
Shopping

Moodboard







Color Palette & Logo

Taking onto account the sensitivity to light in human vision in combination with contrast, black on yellow produces the highest visual contrast. This is why number plates are often yellow with black writing. Most of the user will use the application in sunlight so this color scheme will save there battery life and they can see their screen in minimum brightness.

#FEE715

#101820

#F1F1F1

user Path location Alert Ping

Typography

Helvetica

#101820 #F1F1F1

Heading 1	25 pt
Heading 1	25 pt
Callouts	16 pt
Footnote	14 pt

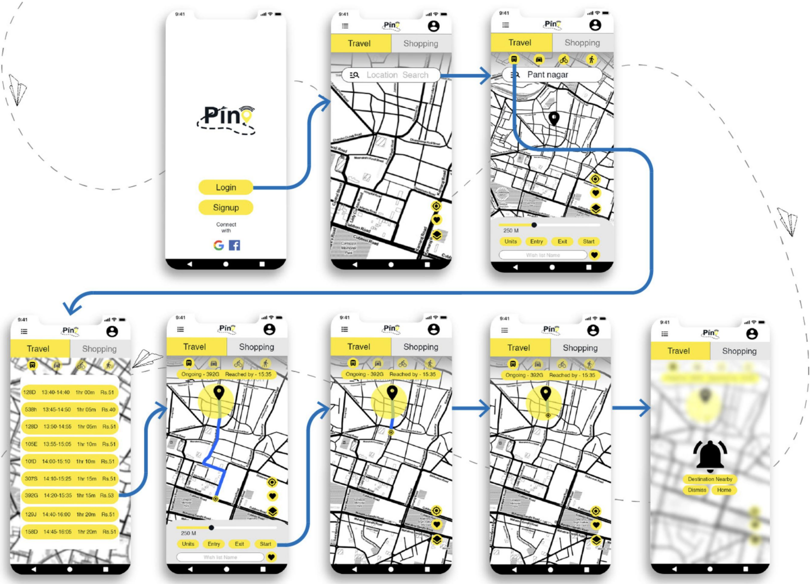
Icons

User Interface

Travel
Shopping
Ongoing : 392G
Reached by : 14:30
250 M
Units
Entry
Exit
Start

Scenario - Ping for travel

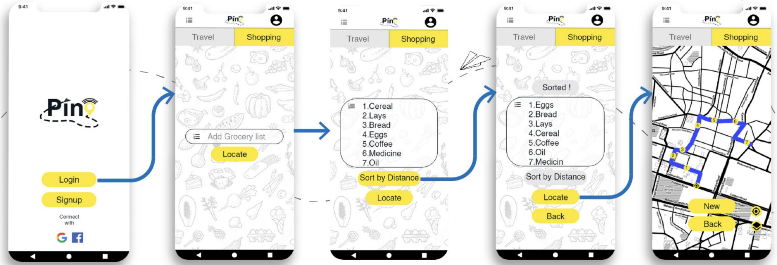
Ping for travel helps us to enjoy our travel , helps us to keep on track . we can set a radius for getting alert when we reach close to the destination.


9:41
Pin
Login
Signup
Connect with
Travel
Shopping
Location Search
Pant nagar
250 M
Units
Entry
Exit
Start
Wish list Name
Ongoing - 392G
Reached by - 15:35
Destination Nearby
Dismiss
Home

128D	13:40-14:40	1hr 00m	Rs.51
538h	13:45-14:50	1hr 05m	Rs.40
128D	13:50-14:55	1hr 05m	Rs.51
105E	13:55-15:05	1hr 10m	Rs.51
10fD	14:00-15:10	1hr 10m	Rs.51
307S	14:10-15:25	1hr 15m	Rs.51
392G	14:20-15:35	1hr 15m	Rs.53
129J	14:40-16:00	1hr 20m	Rs.51
158D	14:45-16:05	1hr 20m	Rs.51

Scenario - Ping for shopping

Ping for shopping helps us to guide you through shops which are near and make a route map for shopping like items that are near and you can buy first like - 1,2,3...


9:41
Pin
Login
Signup
Connect with
Travel
Shopping
Add Grocery list
Locate
Sort by Distance
Sorted !
Back
New

1.Cereal
2.Lays
3.Bread
4.Eggs
5.Coffee
6.Medicine
7.Oil

1.Eggs
2.Bread
3.Lays
4.Cereal
5.Coffee
6.Oil
7.Medicin

Travel
Shopping
Pino
Location Search
Sorted !
1.Eggs
2.Bread
3.Lays
4.Cereal
5.Coffee
6.Oil
7.Medicin
Sort by Distance
Locate
Back
Destination Nearby
Dismiss
Home
Login
Signup
Connect with
New
USER NAME
History
Wish list
Settings
Share
Subscription Info
Ongoing - 392G
Reached by - 15:35
Units
Entry
Exit
Start

Thank you for watching