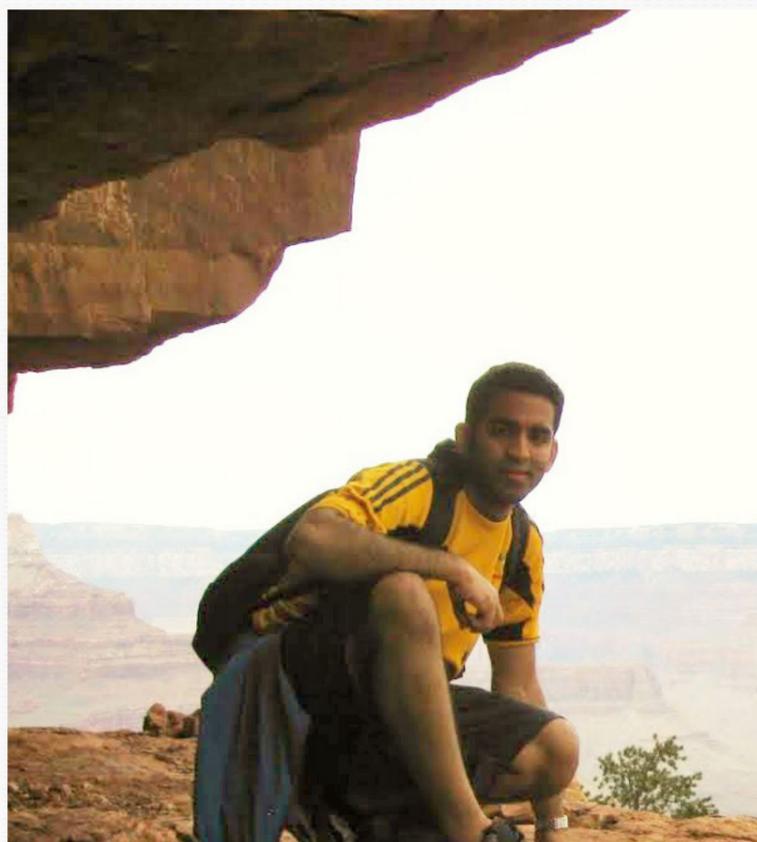


shital vora

expetrac

expetrac is a multi-platform web app for hiking enthusiasts that helps them plan, capture and re-live their expedition through convenience and trending technology. It provides hikers with information about the hike, assists them during the hike and enables them re-live and share the hike after its done.

[View detailed project proposal here](#)



Mustafa - The tech savvy mountaineer

Age: 30yrs

Occupation: Software Engineer

Hometown: Dubai, UAE

Lives in: Fremont, CA

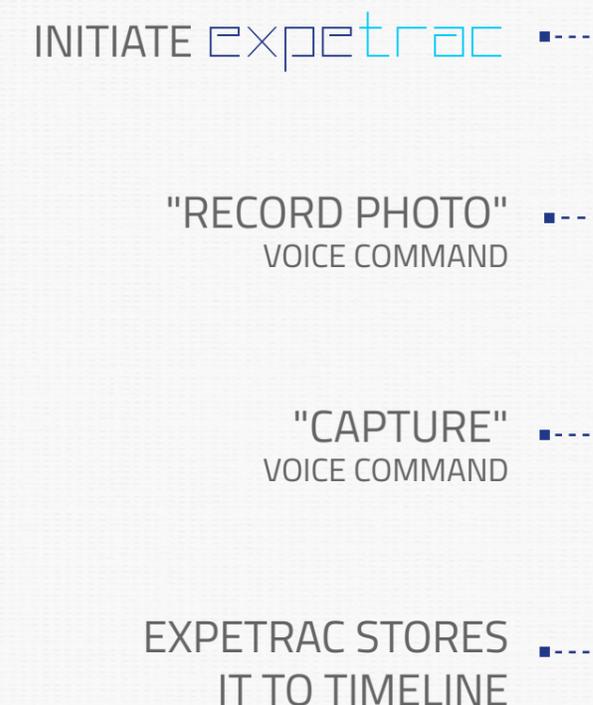
Uses Devices: HTC One Smart Phone, Casio G-shock Sports Watch, Nike Fuel Band

Activities: Mountaineering

Frequency of activity: 3 to 4 times per year

Uses Applications: Facebook, Google+, Picasa

Task Flow



Needs

An easy and hands-free way to record experiences

An easy way to share experiences without writing about them

Get vital information about the surroundings

Goals

Recording and sharing experiences in a convenient fashion

Experiencing the thrill and challenges to the fullest

Being able to use gadgets easily



Problems

"I want to do a challenging hike! It takes so much preparation!"



Solutions

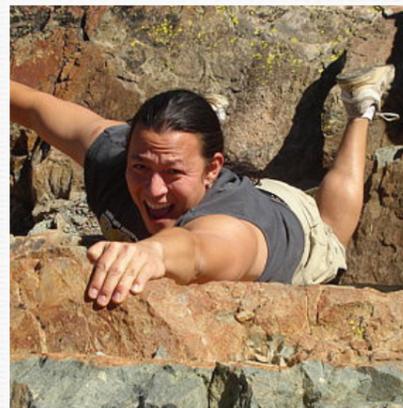
Use 'expetrac' to find a hike and prepare for it from finding all the useful info, creating a list and inviting friends to go with.

"Oh! This is beautiful! But how do I capture it using my camera? My hands are tied up!"



Use 'expetrac' to record photos, videos, and audios of your trip right from your watch!

"Oh! This was an awesome experience! Wish there was an easy way to record this achievement!"



Use 'expetrac' to relive your experience in the form of a timeline.

EXPERIENCE MAP FOR EXPETRAC

	Pre-Hike		Hike			Post-Hike	
STAGES	Research / Planning	Finding Friends	Starting Journey	Logging Experiences	End of Journey	Re-living Experiences	Sharing
Existing Experience							
Experience after ExpeTRAC	<p>"Lot of people underestimate the hike"</p> <p>"Getting together people takes a lot of effort"</p>	<p>"Getting to know where the trailhead is"</p>	<p>"Documenting at the end of the day dilutes experiences"</p> <p>"Using multiple gadgets is difficult"</p>			<p>"Trying to write down what I thought of while doing the activity"</p>	<p>"Share photos, videos and blog seperately"</p>
DOING	<ul style="list-style-type: none"> · Ask people · Get permits · Look up apps for trails · Find friends to go with · Buy food, equipment to take to the hike · Be fit for the hike 		<ul style="list-style-type: none"> · Taking photos, videos · Talking to friends · Keeping on the right trail · Trying to know how far are you from the summit · Trying to keep track of your friends · Calling for help in case of an emergency 			<ul style="list-style-type: none"> · Talk about your experience · Share photos, videos using social media · Write blogs about your experience · Remember the hike and the special moments · Feel the sense of achievement 	
THINKING	<ul style="list-style-type: none"> · Where will I go? · With whom will I go? · How will I go there? · What do I need for the expedition? · Am I fit enough to do the hike? 		<ul style="list-style-type: none"> · Are we on the right trail? · How far are we? · What can I expect to see next? · How do I feel during this trip? · When is it going to be the cables? · Where's my friend? 			<ul style="list-style-type: none"> · How was the experience? · What do I remember about the hike? · How can I share my 'experience' with people? · Do my photos tell a story? 	
FEELING	Stressed Happy		Excited Difficult Satisfied			Thrilled Eager	
OPPORTUNITIES	<ul style="list-style-type: none"> · Find friends to go with on your expeditions thus making it into a group experience · Be prepared to avoid mishaps 		<ul style="list-style-type: none"> · Know whats coming up next · Log your experiences as you feel them · See how much you have achieved · Keep track of friends you are with · Create a beautiful timeline that encompasses your expedition as close to your experience 			<ul style="list-style-type: none"> · Re-live special moments of your expedition · Remember your experiences easily · Share your experiences easily 	

PROOF OF CONCEPT

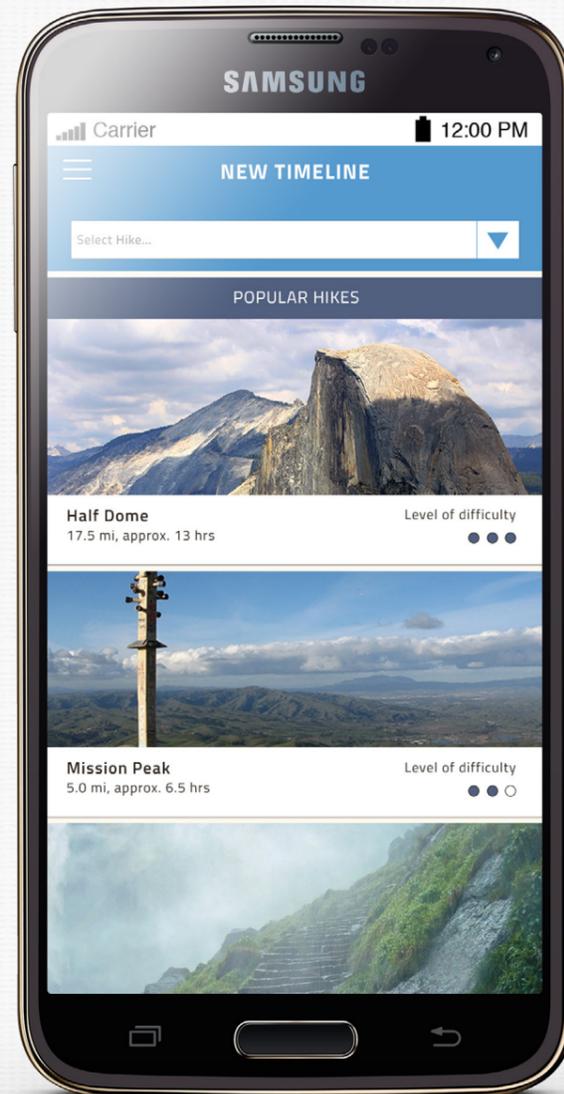


Click to view
the video



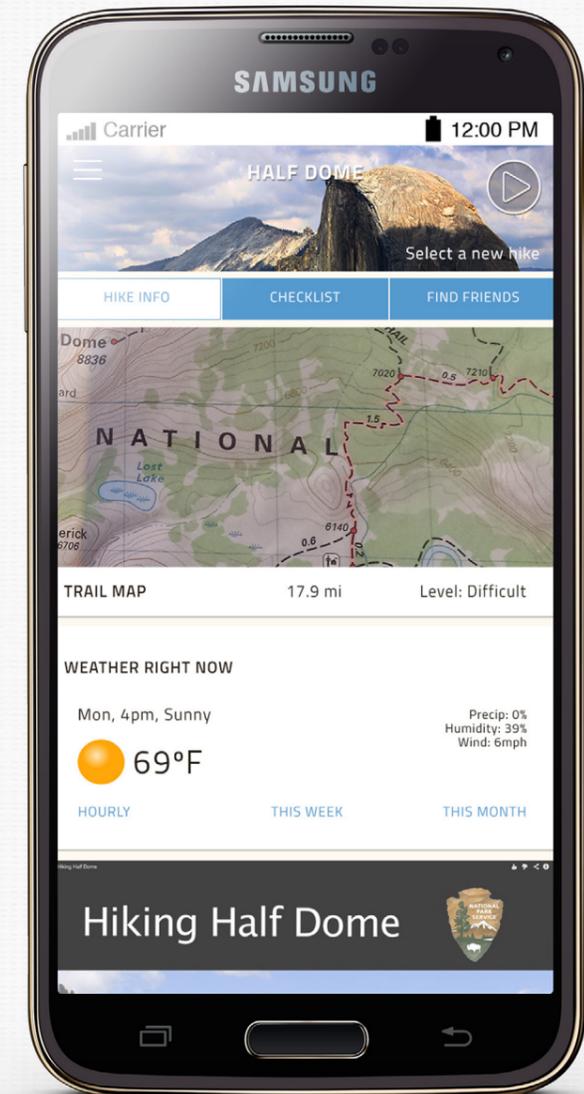
Home

The 2 main call to actions from this page is 'Timelines' - to view your previous timelines, and 'New Timeline' - to start a new hike.



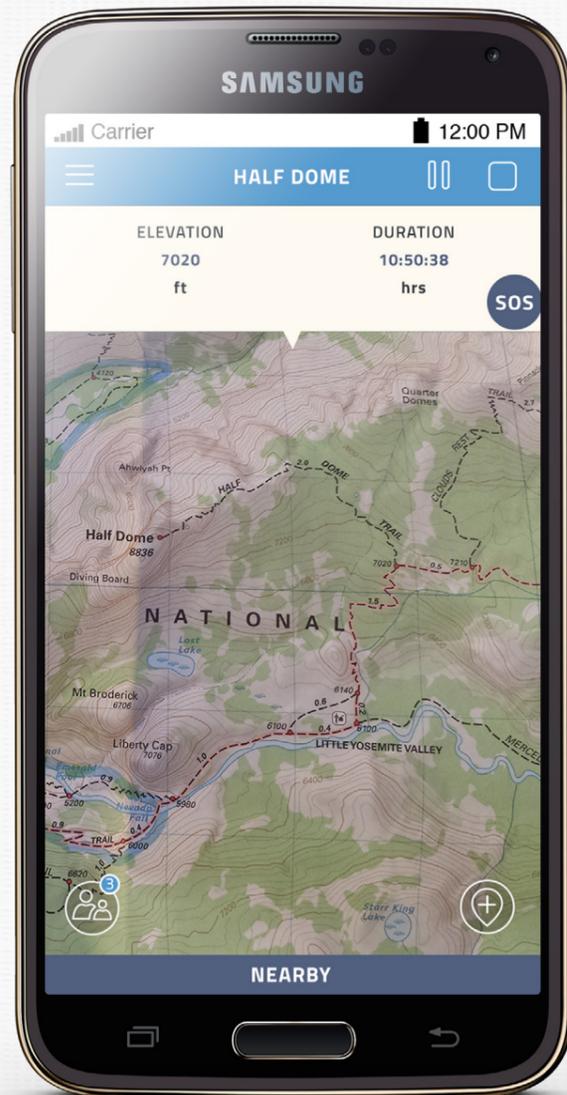
New Timeline

To start a new hike timeline, the user must select a hike from the list provided. Popular hikes are shown on this page.



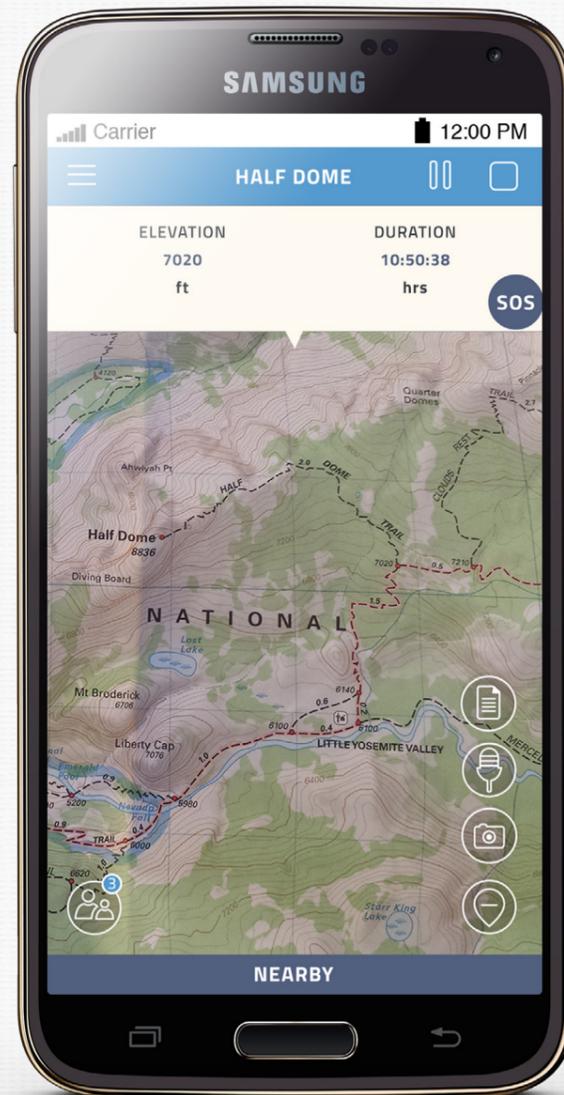
Hike Info

On selecting the hike, the user sees information about the hike, There is a checklist to prepare for the hike and an option to find friends to go with, right from here. After all the preparation, the user can start hike.



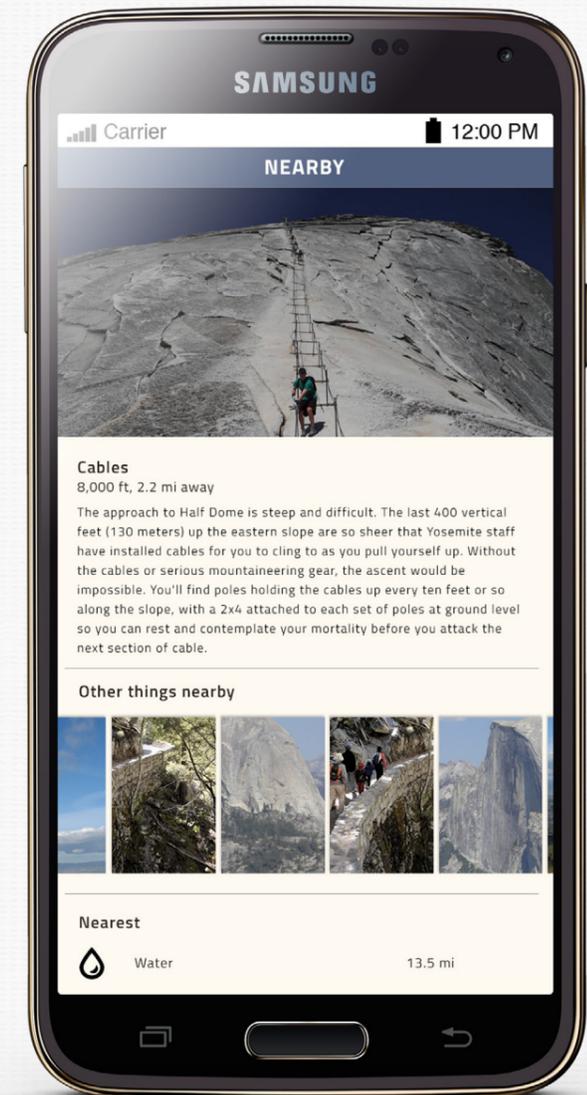
Ongoing Timeline

On starting the hike, the user sees the trailmap for the hike.



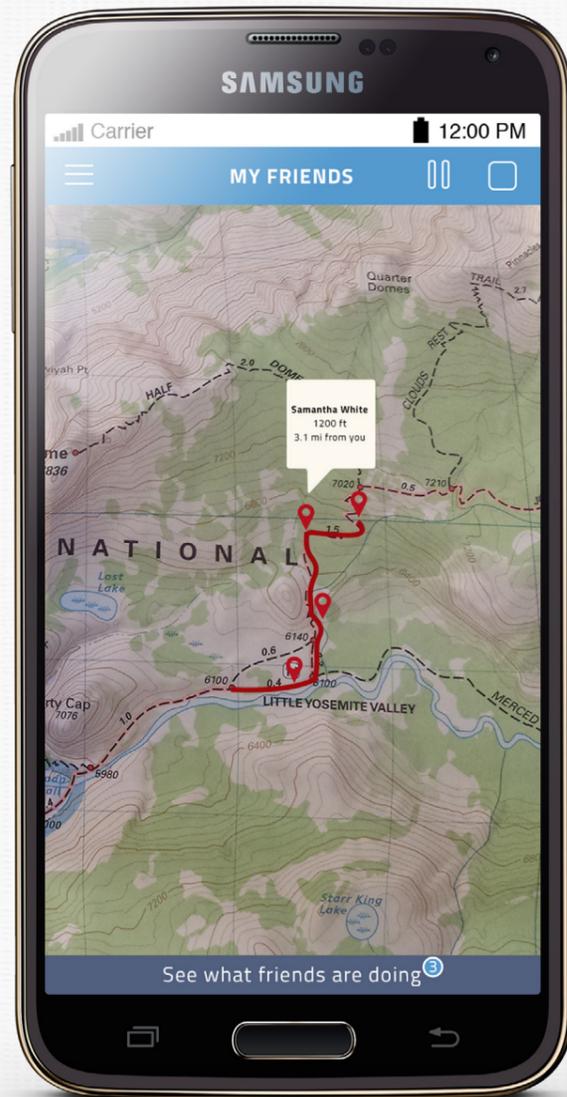
Record

From here the user can record his memories to the timeline in the form of photos, videos, audio and notes.



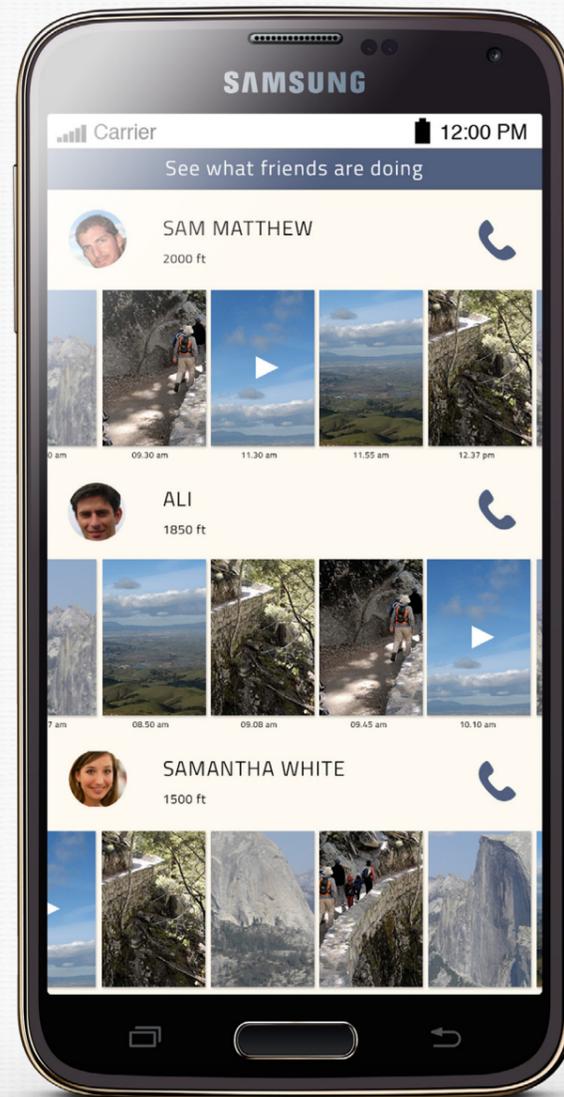
Nearby

From here, the user also has access to information on whats nearby.



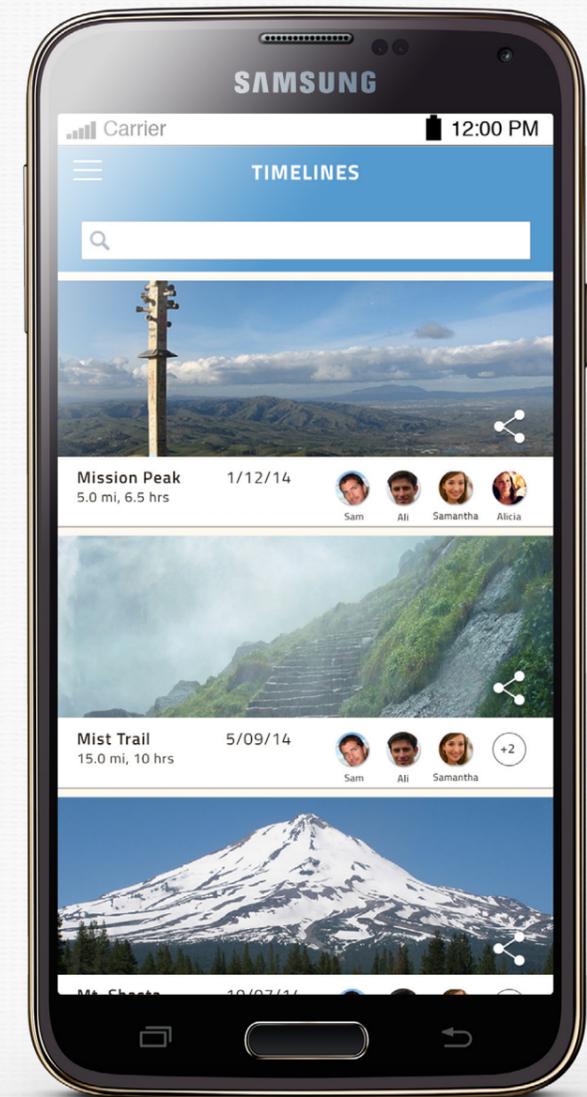
View Friends

View friend's locations on the map.



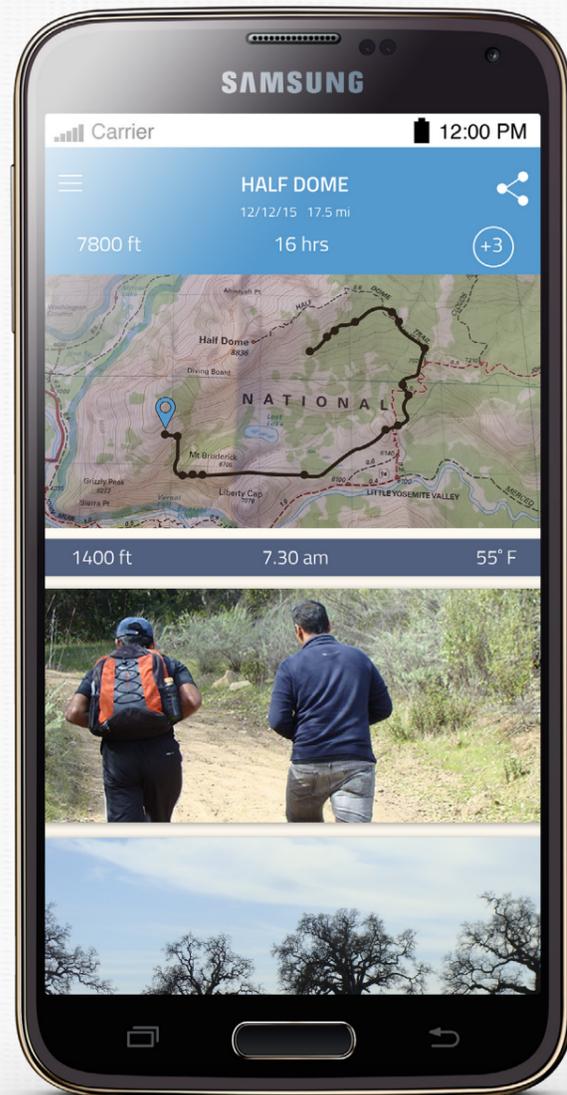
Friends List

There is a list view of all the friends, their timelines and an option to call them.



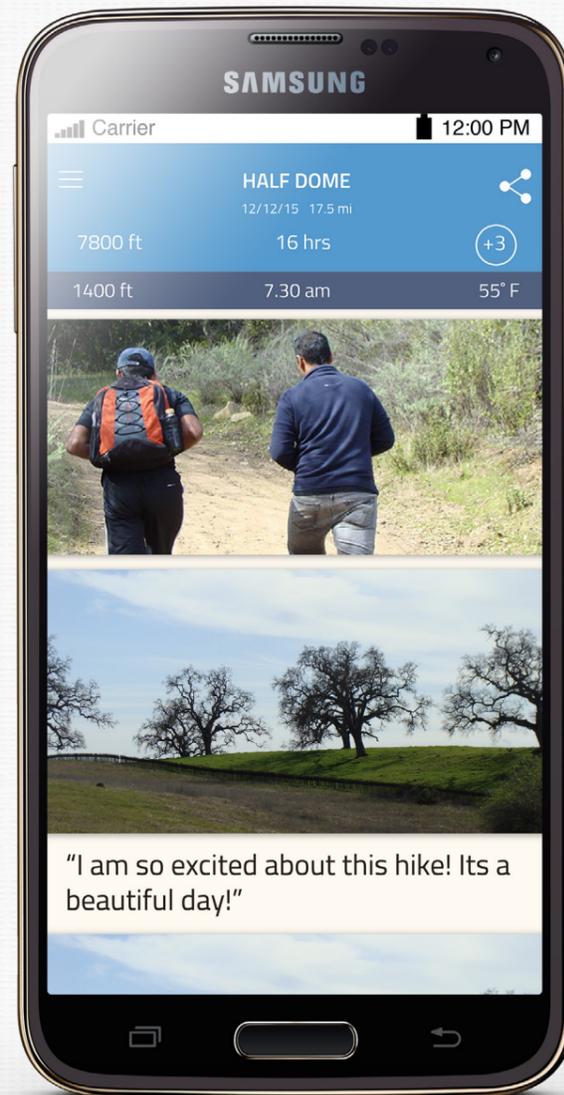
Timelines

A view of all the timelines created by the user.



Timeline

The timeline view of a particular hike - the user can tap through the markers to see recordings of that particular time and altitude.



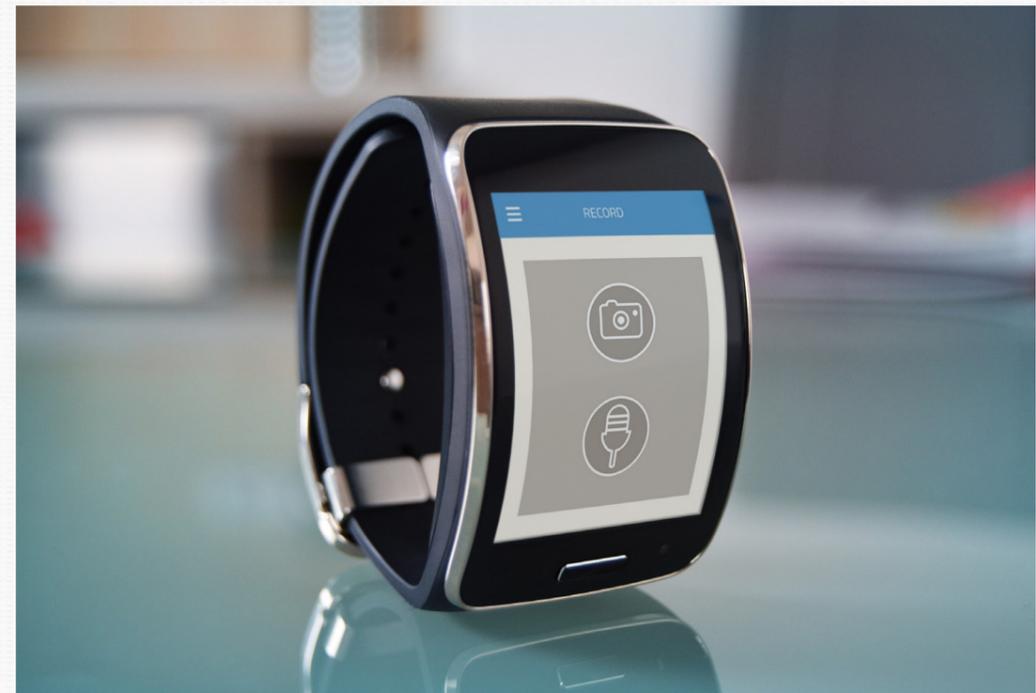
Timeline (2)

The map can be hidden and the timeline can be viewed as one long feed.



Trail Map

View the trail map on the watch. Can pause the timeline from here.



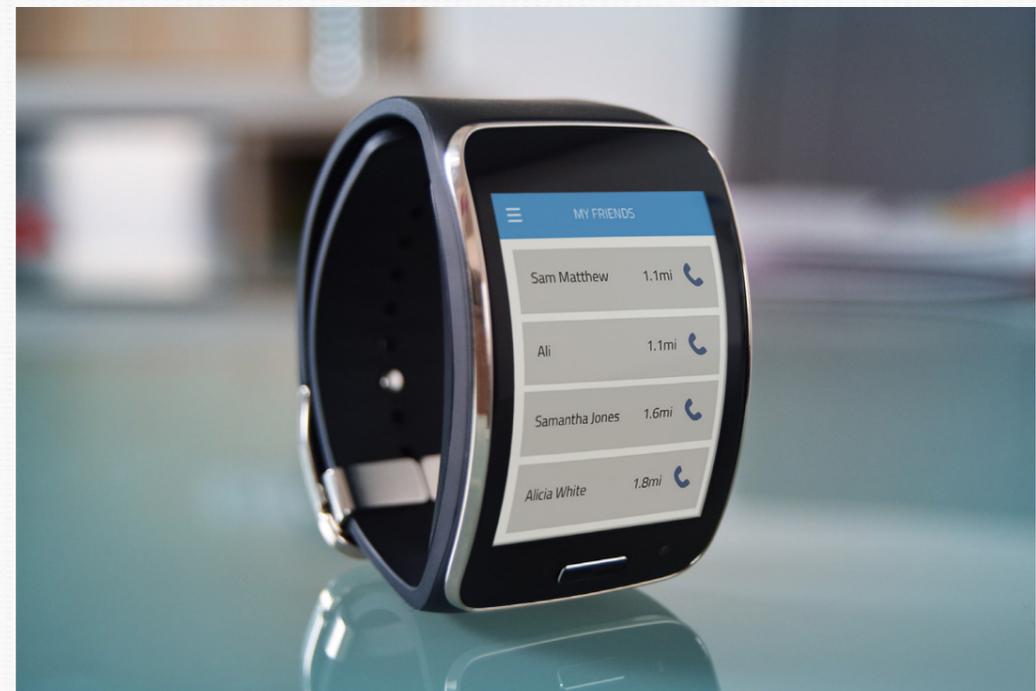
Record

Record using camera or audio.



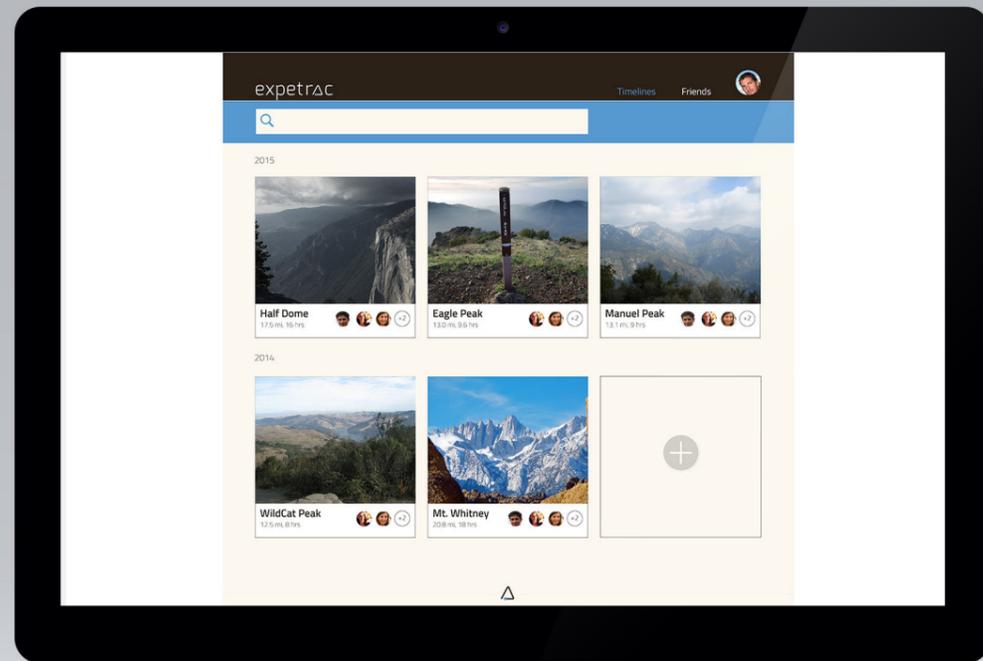
Nearby

Swipe left to view nearby information.



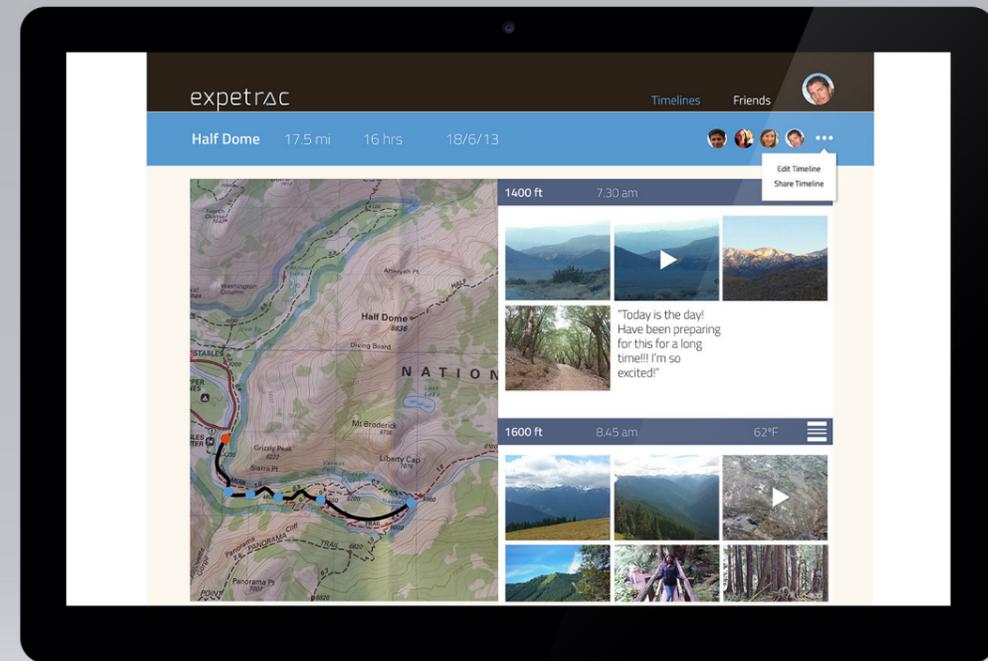
View Friends

Swipe left again to view friends and call them from here.



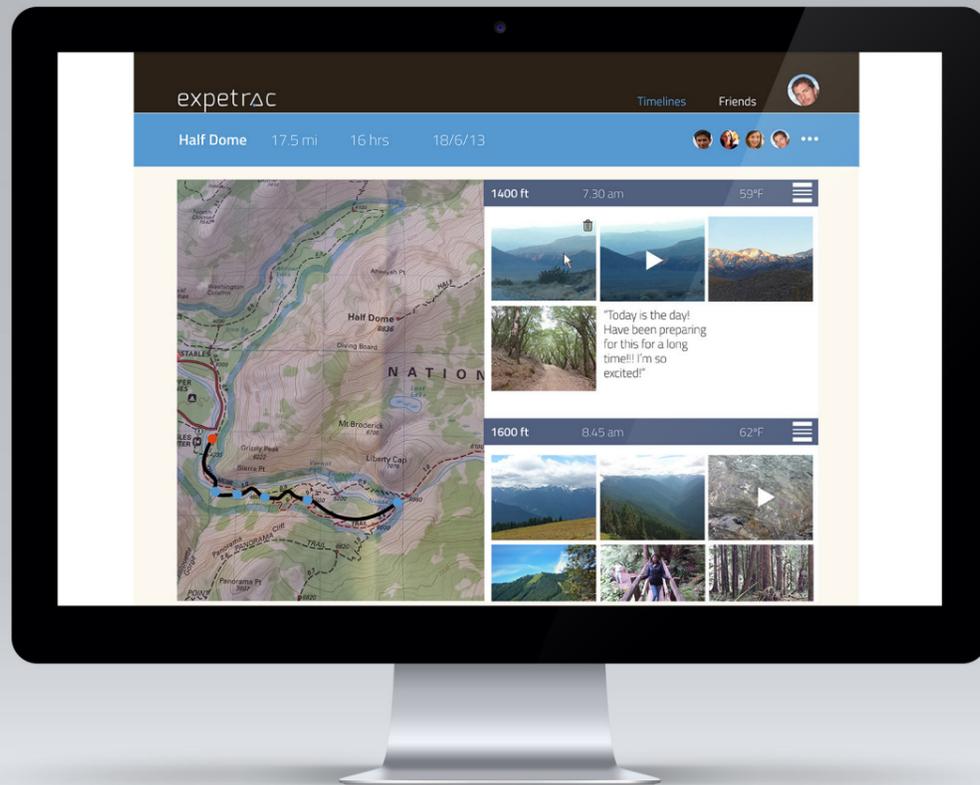
Homepage

The desktop homepage shows all the user's hike timelines.



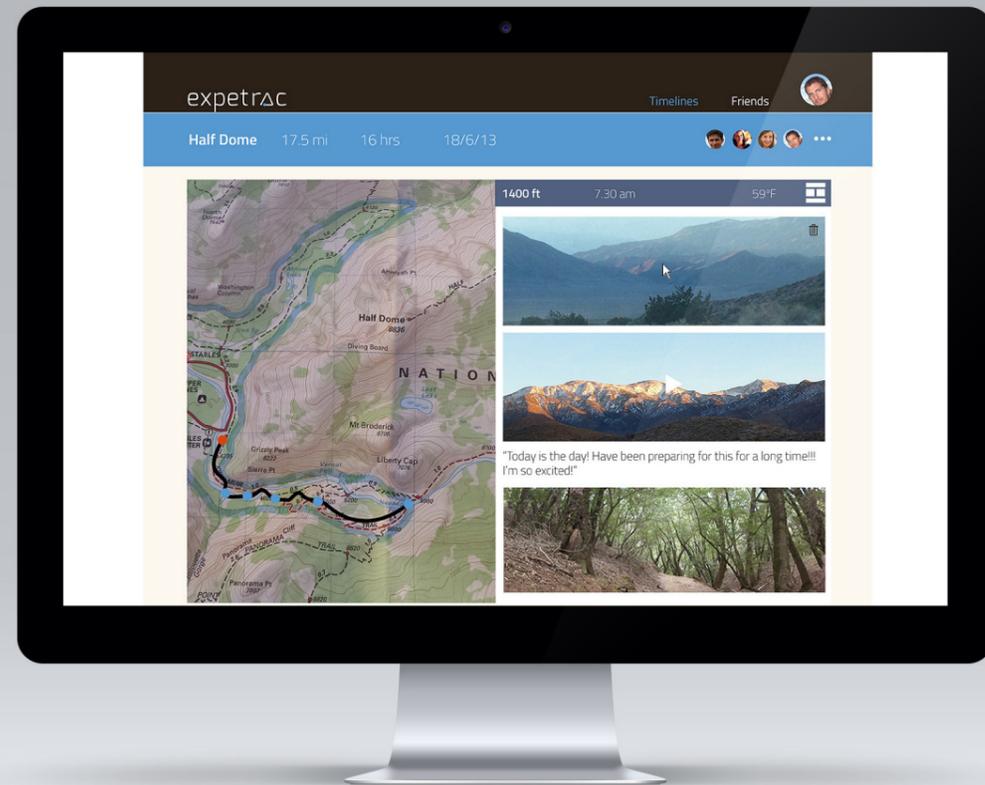
Timeline

On clicking on a timeline, this view is seen where one side shows the trail map, and the other, all the recordings that happened on the trail.



Timeline- edit view

The option to delete a recording is seen by hovering over the image.



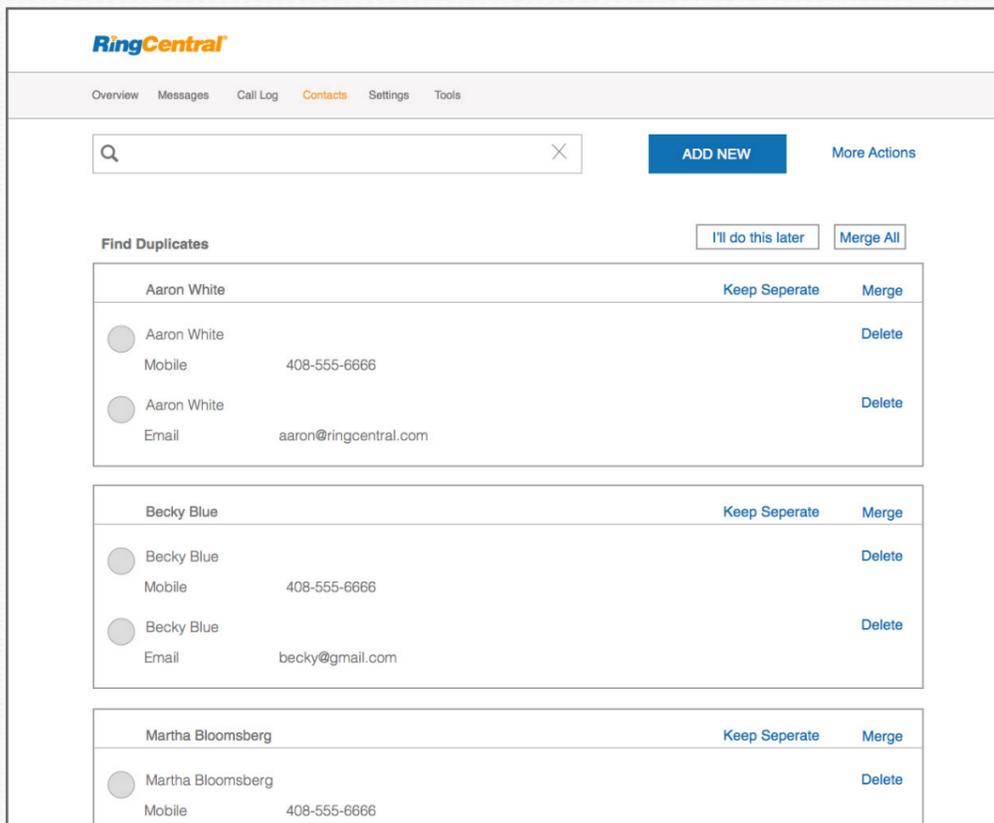
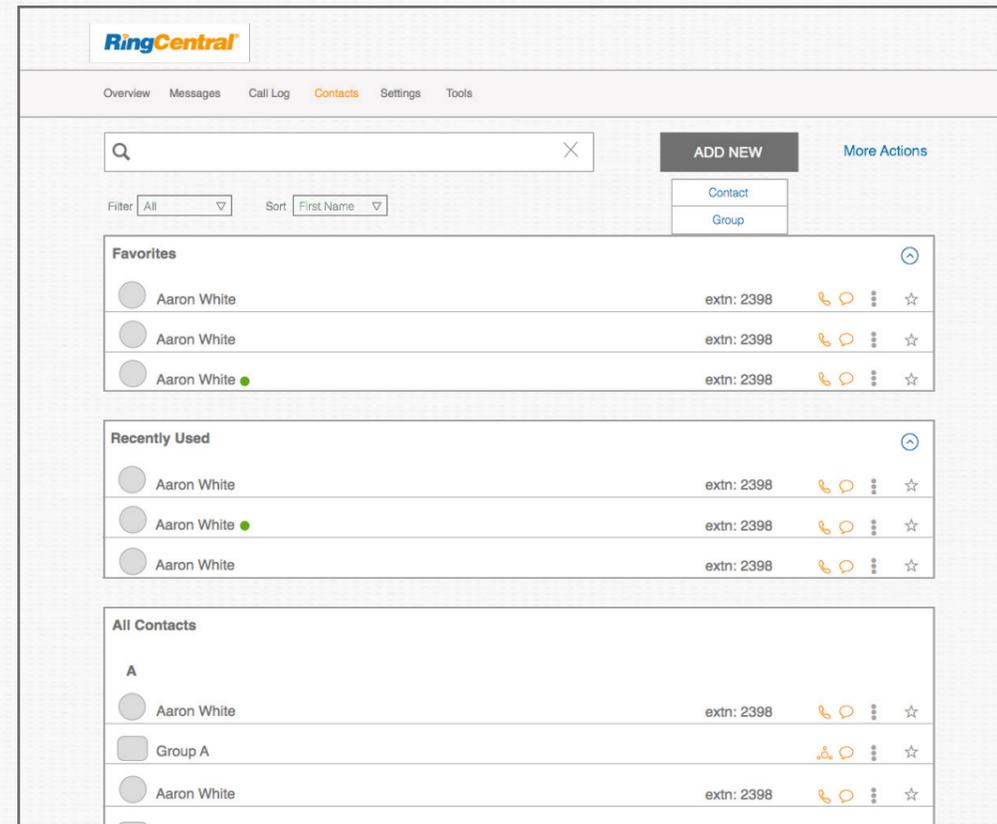
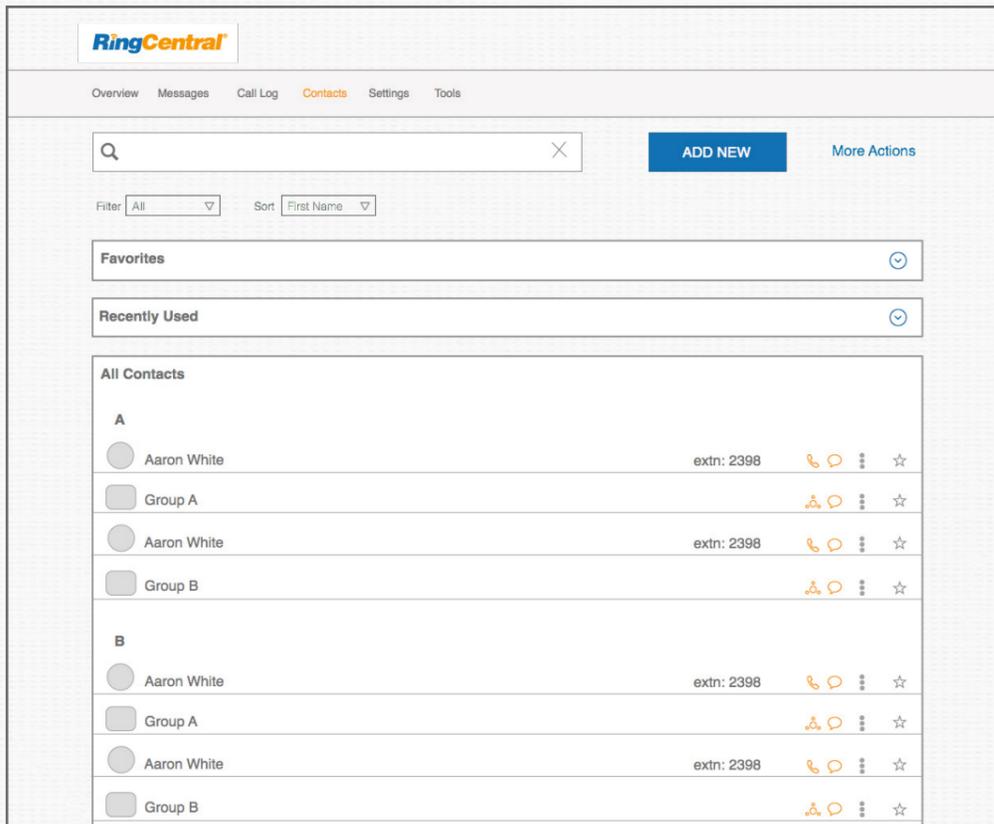
Timeline-list view

The icon to the left enables the user to toggle between summary and list views

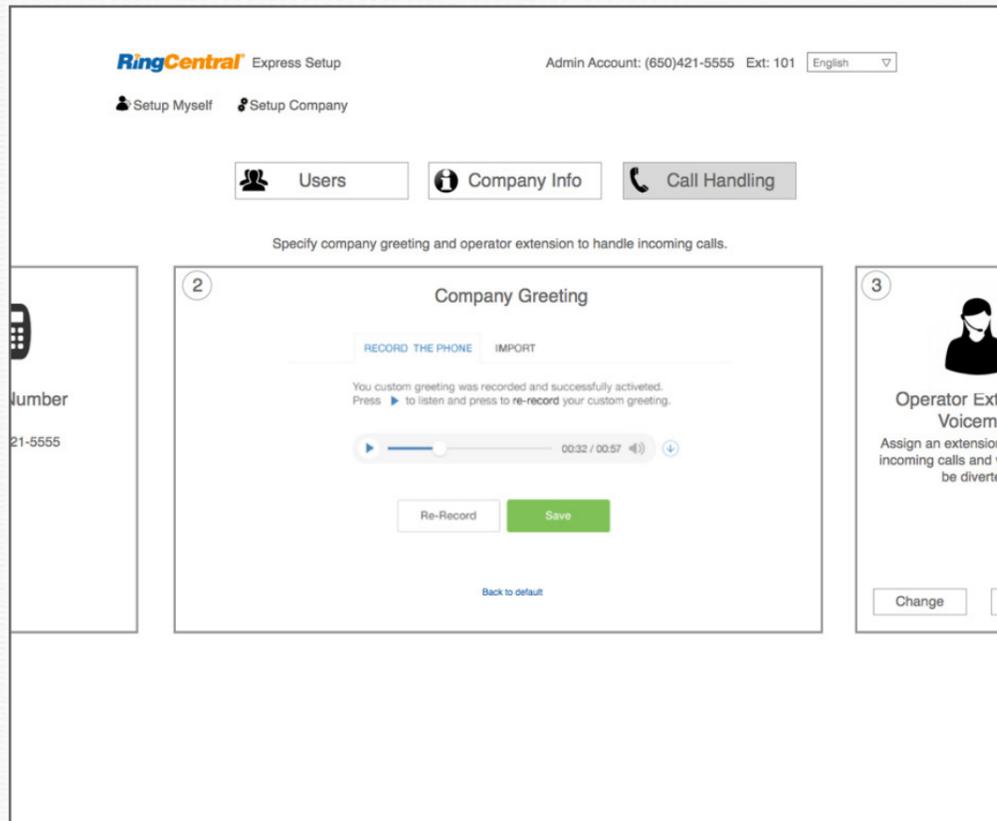
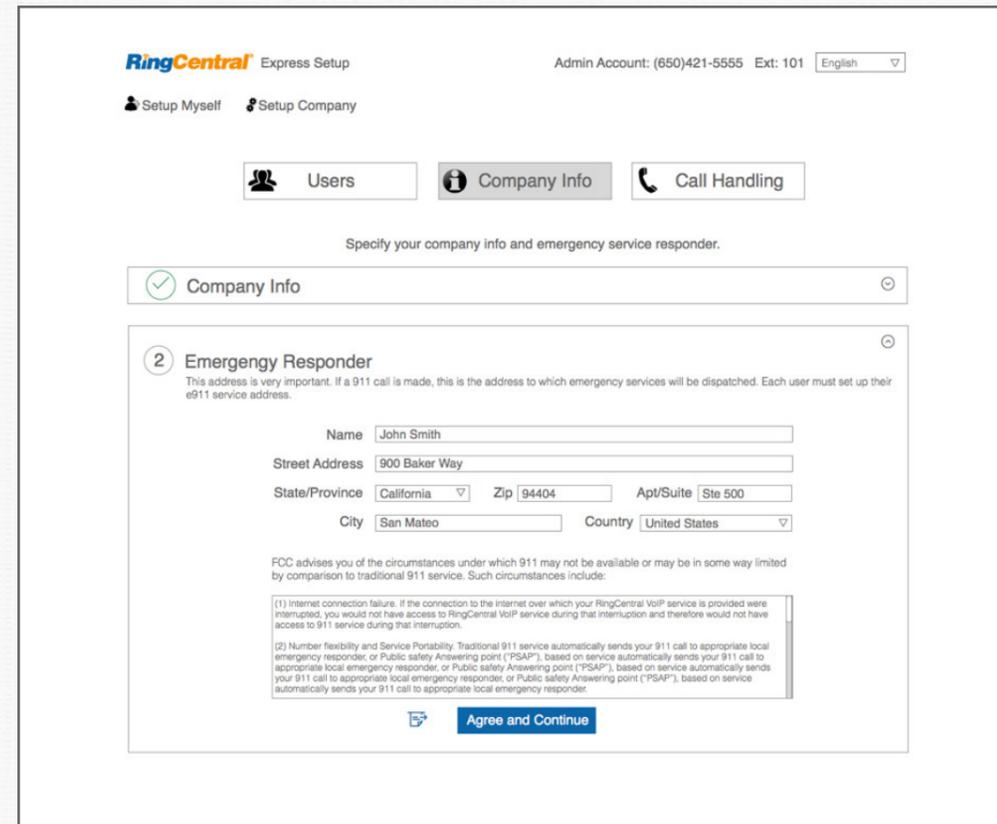
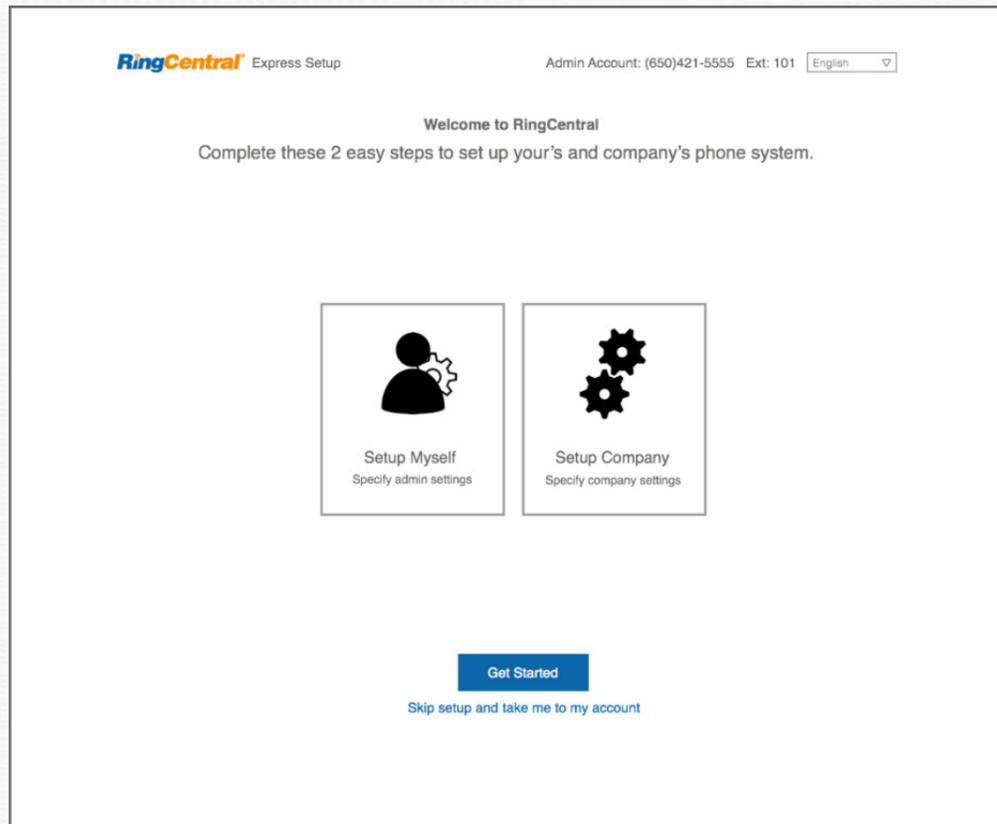
RingCentral

RingCentral provides an enterprise communication system on the cloud.

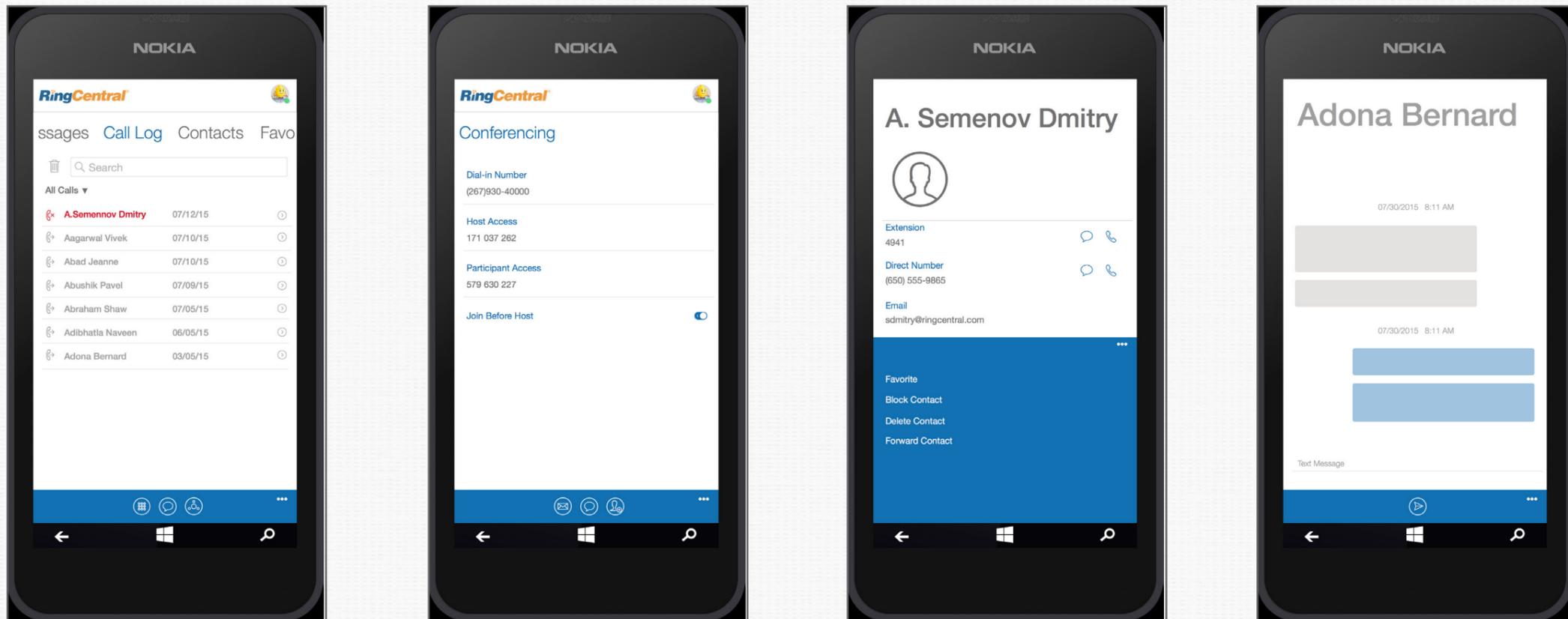
I worked on web and mobile based features of their product. Some of the features I worked on were cloud contacts, express setup (admin view), interface design for windows mobile, and calling rates feature for the mobile app. My role involved research of the product, proposing an information architecture, designing wireframes and testing.



The goal here was to redesign the existing 'Cloud Contacts' to make the contacts easily accessible and searchable. Also to make this a single platform for all your contacts, from all your devices. I started with the existing information architecture of the feature. Proposed a new information architecture which was cohesive to the softphone's cloud contacts. The methodology used was come up with use cases for each call to action. Create task flows based on the use cases, and then design wireframes for each task.



Express setup is for the admin to set up the company's phone systems quickly and conveniently. The targeted companies are small with 1 to 19 phone extensions. The goals were to reduce the calls to the support team, to make the flow intuitive and less time consuming and to make the layout visually appealing. My process included studying the existing flow, analyzing the support call data to pin the pain points, and co-ordinate with product managers and other designers to brainstorm a cohesive and intuitive solution.

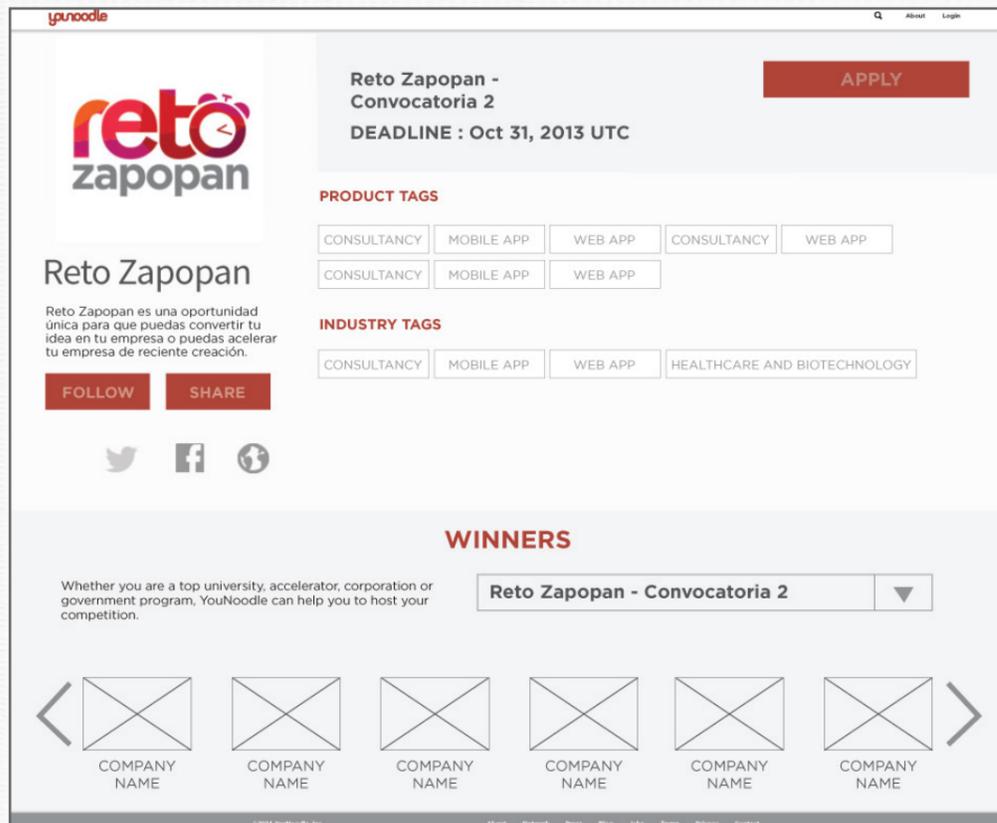
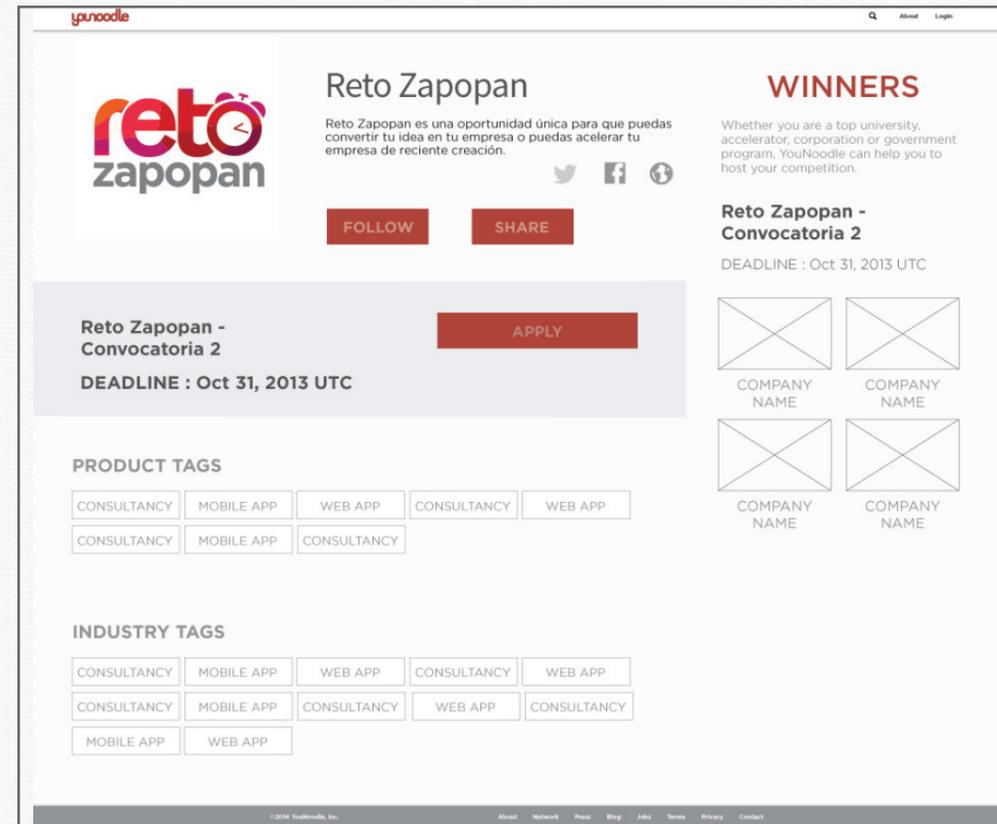
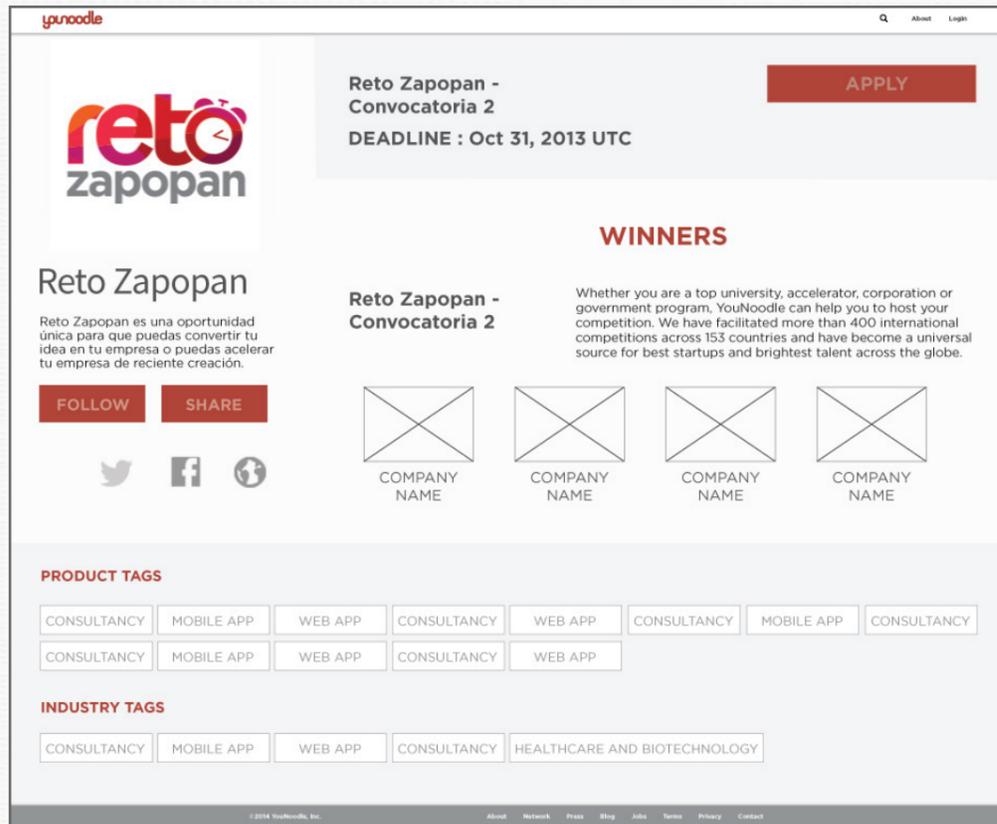


British Telecomm being a big client for RingCentral, required an app for Windows mobile as they are widely used in their offices in the UK. The goals here was to give the existing mobile app the look and feel of a windows interface. Try and have minimum changes to the existing functionality of the app. Design should be such that minimum resources have to be used.

YouNoodle

YouNoodle is a tech startup based in San Francisco that helps startup founders seek advice and opportunities, through their network of startup competitions.

I worked on a number of interface designs for their existing product. My responsibilities included brainstorming solutions to design challenges, sketching layouts, wireframing through an iterative process and applying YouNoodle's brand identity to final designs



The goal here was to redesign the existing 'Microsite' in order to accommodate the winners for each entry round, make the call to action more clear and include all the existing information. This was an iterative process in which I made these three variations using an existing competition, to see which is the best way to fit all the different pieces of information. I decided to give prominence to the call to actions by giving it the YouNoodle red color.



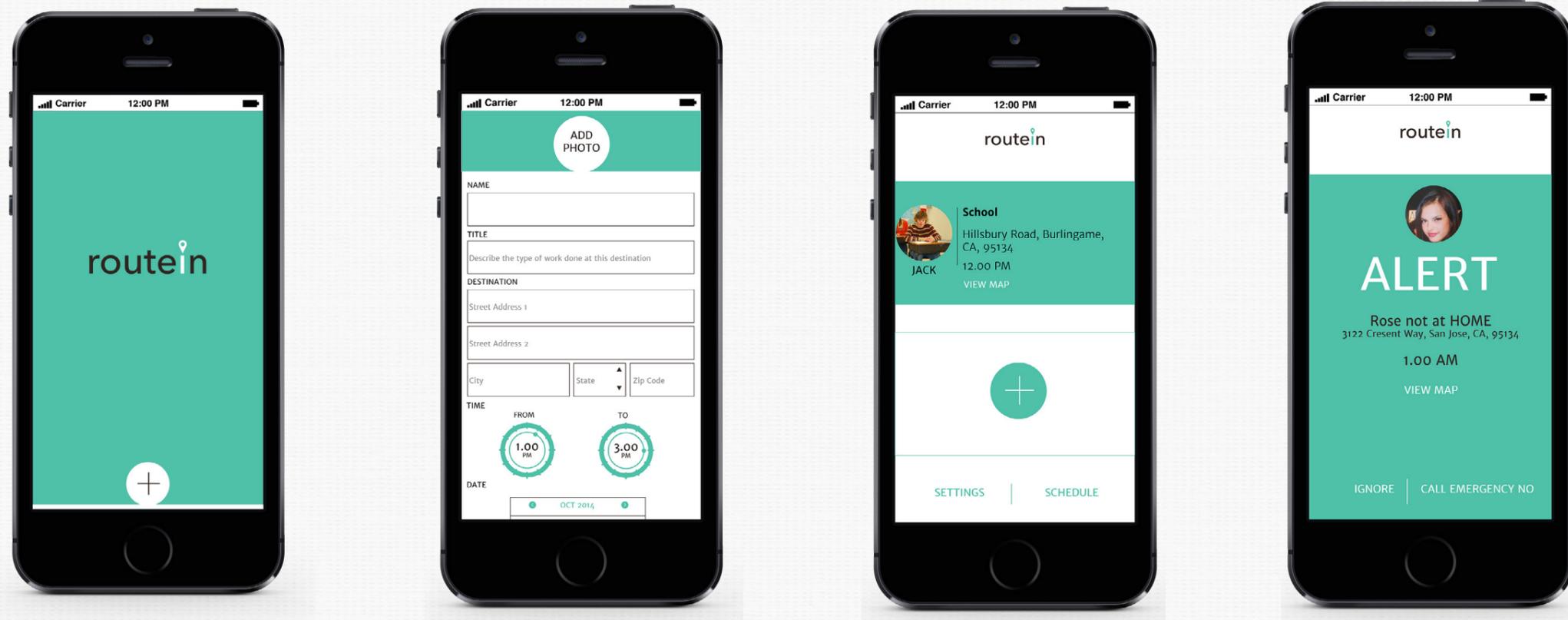
Web Design and Development



ArtWalk

This is a mobile app that uses NFC technology to enable city explorers on foot, get information on art around where they are. My role included conception, identifying the problem, market research, defining the target audience, creating user personas and task flows, logo and NFC tag design, wireframes and final visual design.





routein

This is a mobile app that enables you to track your children's location and generate a schedule of their time. My role included creation of concept, analyzing the target audience, SWOT analysis, creating user personas and flows, logo and interface design, and creating a commercial for the concept.





Click to see an interactive view

Economica

This website is to give information about the web safe font - Economica. I have used HTML5, CSS3 and javascript libraries to create this website.



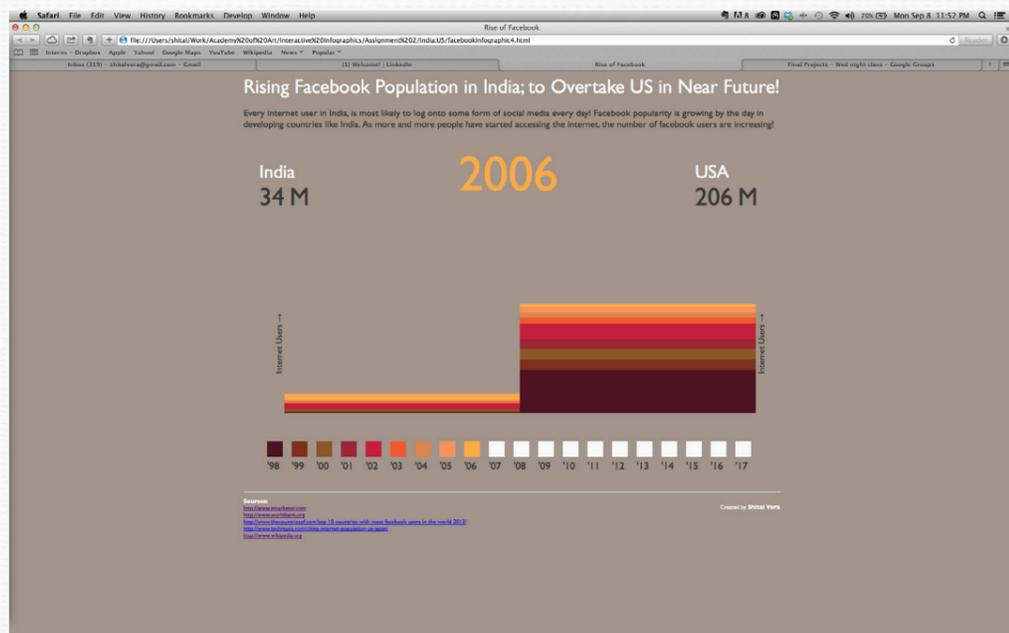
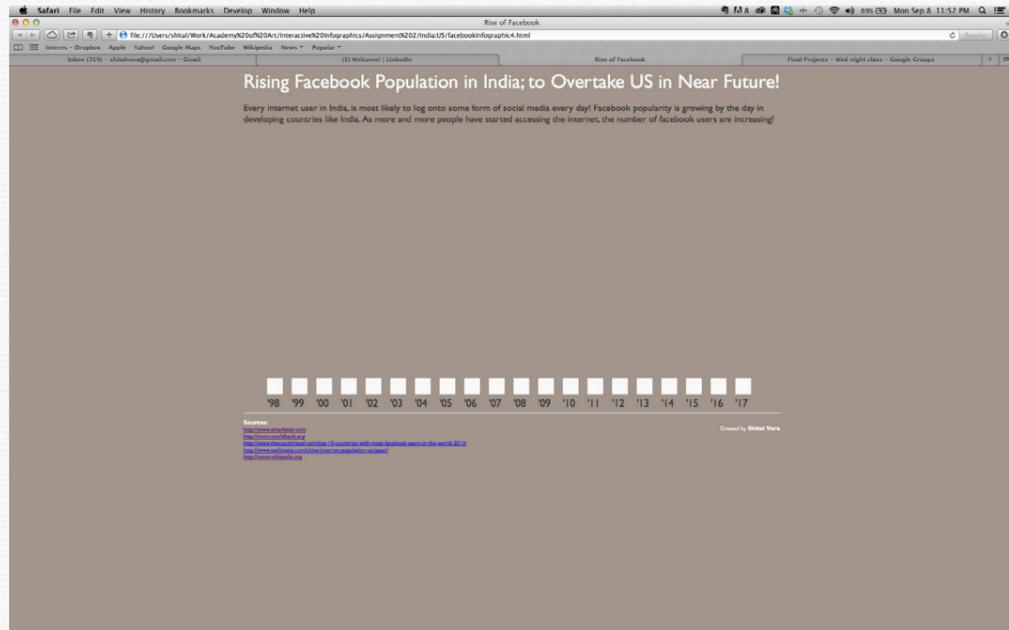
Click to
see an
interactive
view

Hunt Challenge

This is a game based on the treasure hunt concept. It requires a minimum of two players, one to input the challenge and the other to solve it. I created this mobile site with the use of HTML5, CSS3 and jQuery libraries.

Interactive Infographics





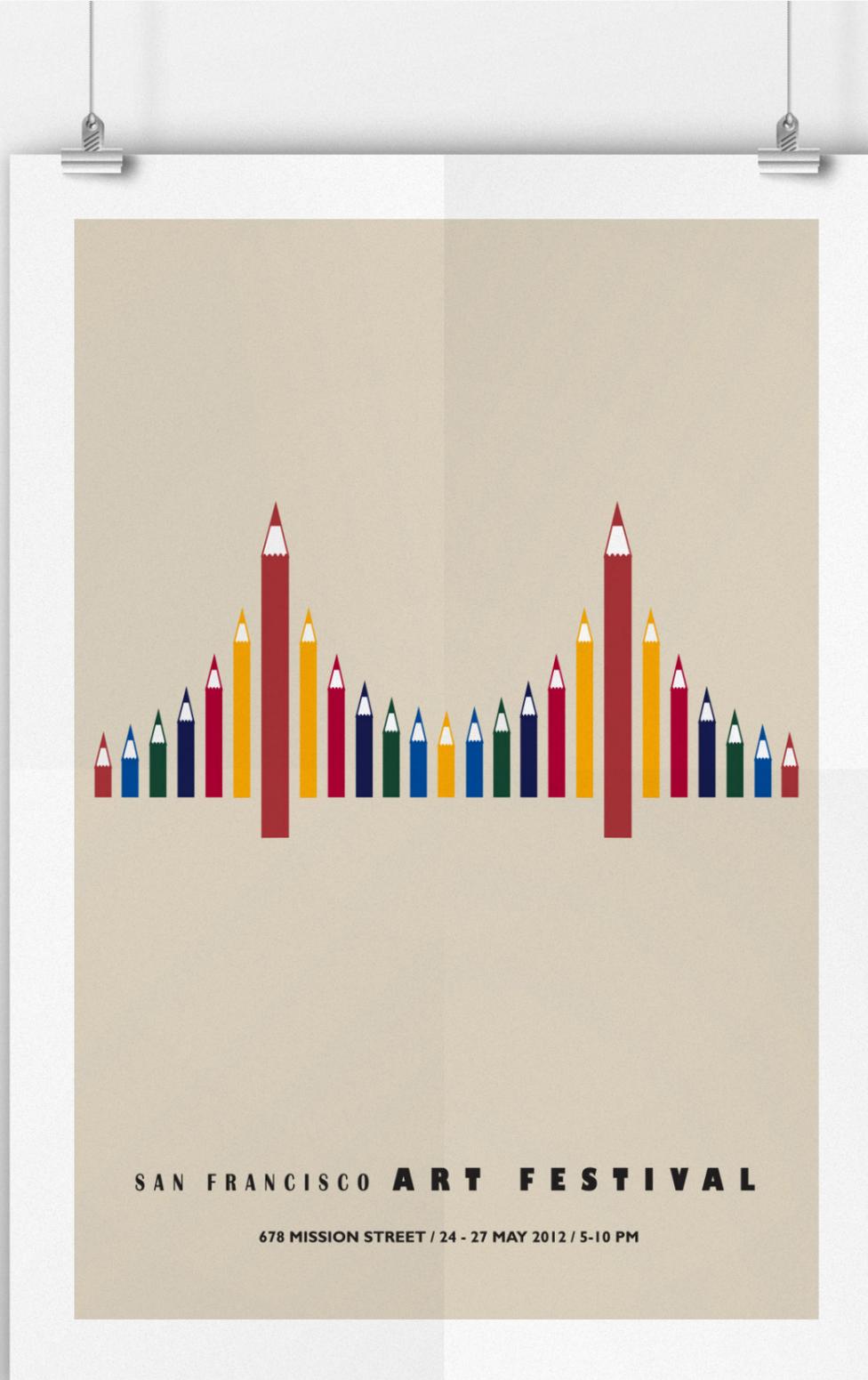
Click here to see an interactive view

Rise of Facebook

The making of this infographic started with research about social media in different countries. This infographic is to compare US and India with their adoption of the internet and the use of social media. It shows the forecast till 2017 when India is expected to exceed on the use of Facebook. HTML5, CSS3 and javascript have been used for this project.



Digital Imaging



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India

and its Monument

Fort, Palaces, Temples, and many more... Some of the ancient and world famous monuments are in India.

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THE LOTUS TEMPLE augue arcu. Vestibulum aliquet augue arcu. Aenean id lacus auctor enim dignissim posuere vitae placerat commodo. Nullam malesuada nibh volutpat justo mattis nec feugiat nibh convallis. Nunc malesuada dolor vel ante pretium blandit. In interdum interdum nulla, et hendrerit ligula eleifend vitae.

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THE PALACE OF UDAIPUR pellentesque. Vestibulum aliquet augue arcu. Aenean id lacus auctor enim dignissim posuere vitae placerat commodo. Nullam malesuada nibh volutpat justo mattis nec feugiat nibh convallis. Nunc malesuada dolor vel ante pretium blandit. In interdum interdum nulla, et hendrerit ligula eleifend vitae.

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The Palace of Udaipur



The Taj Mahal



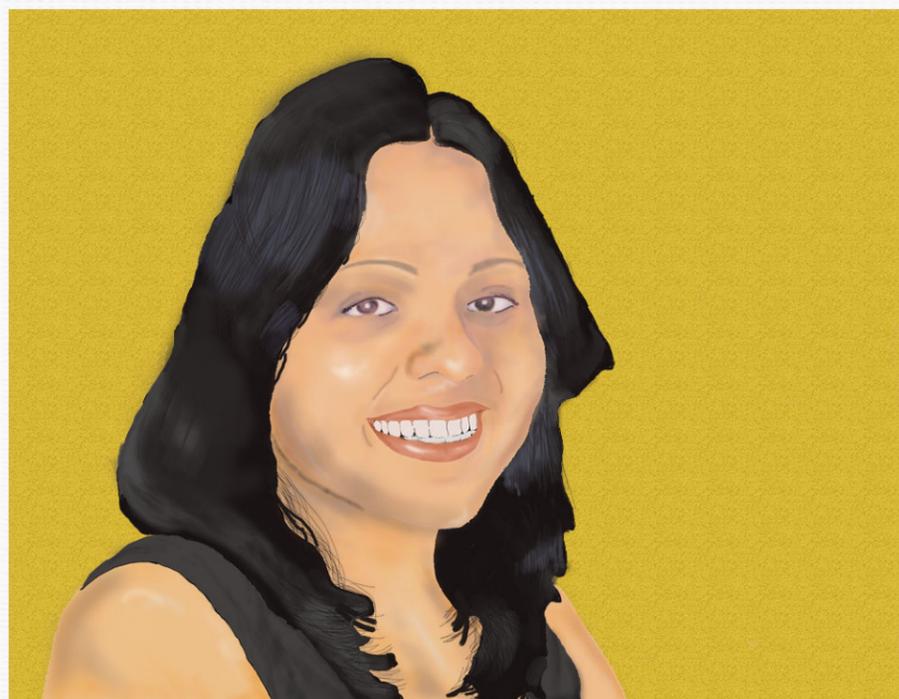
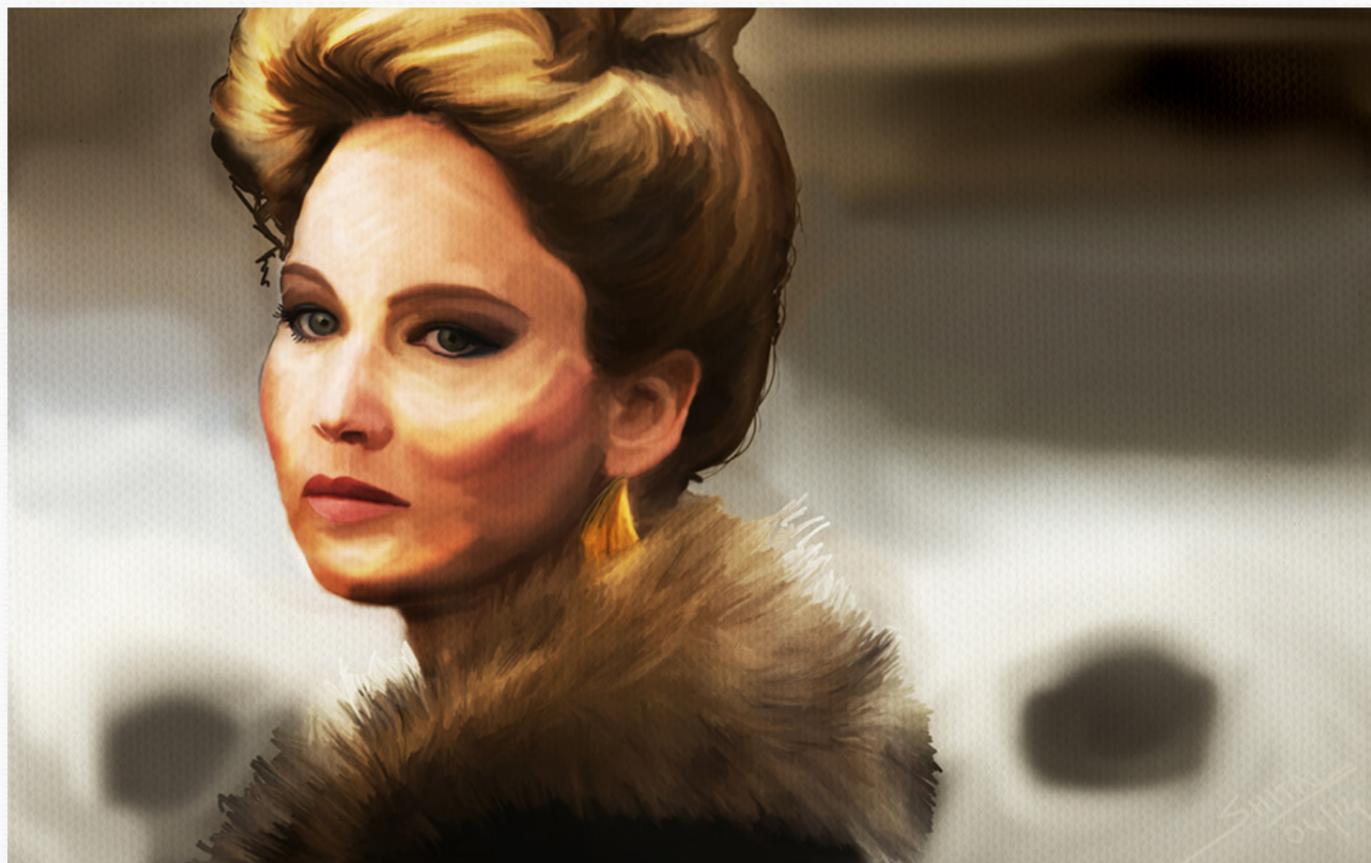
Fort of Rajasthan

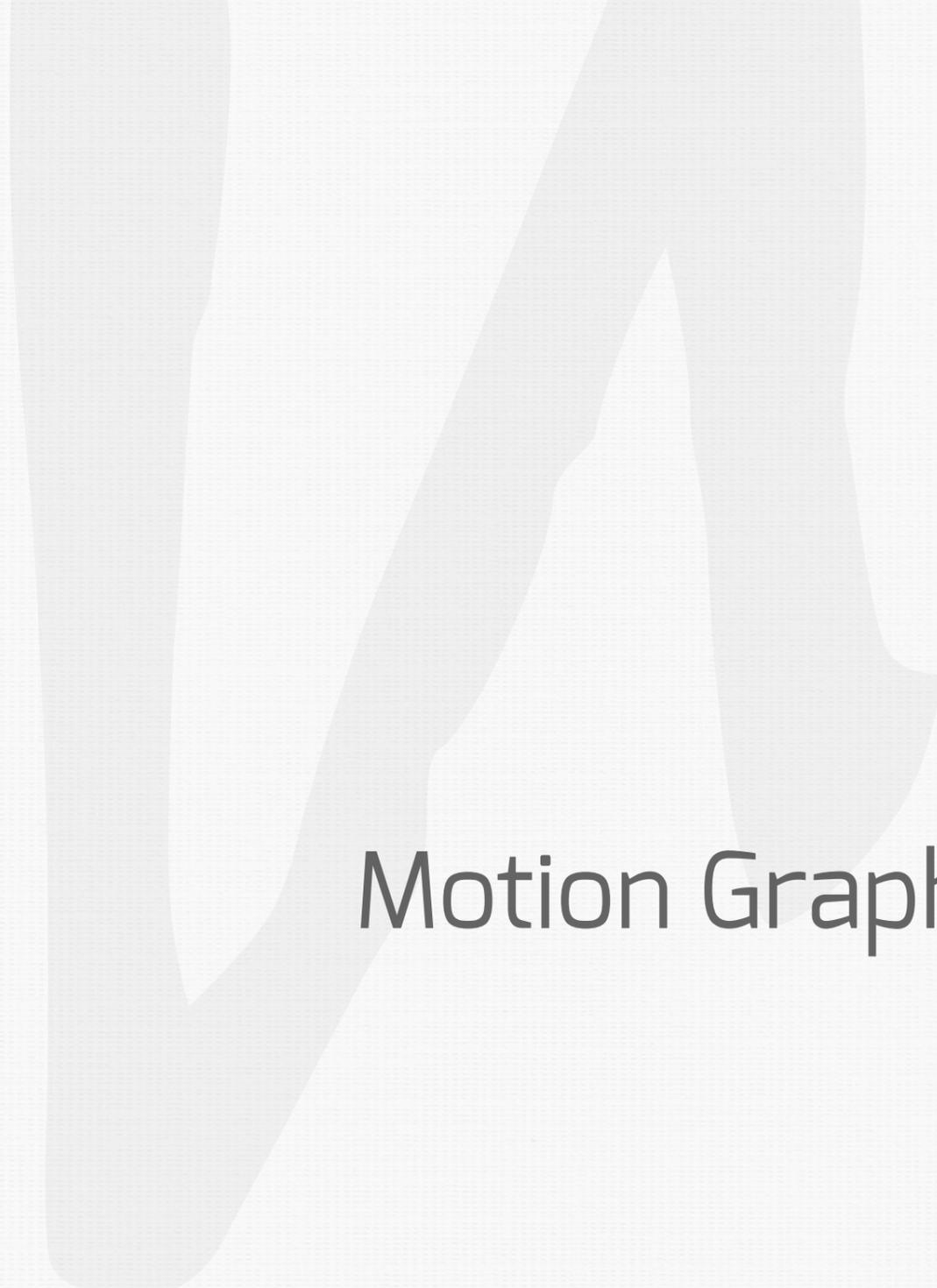
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Continued on page 4







Motion Graphics

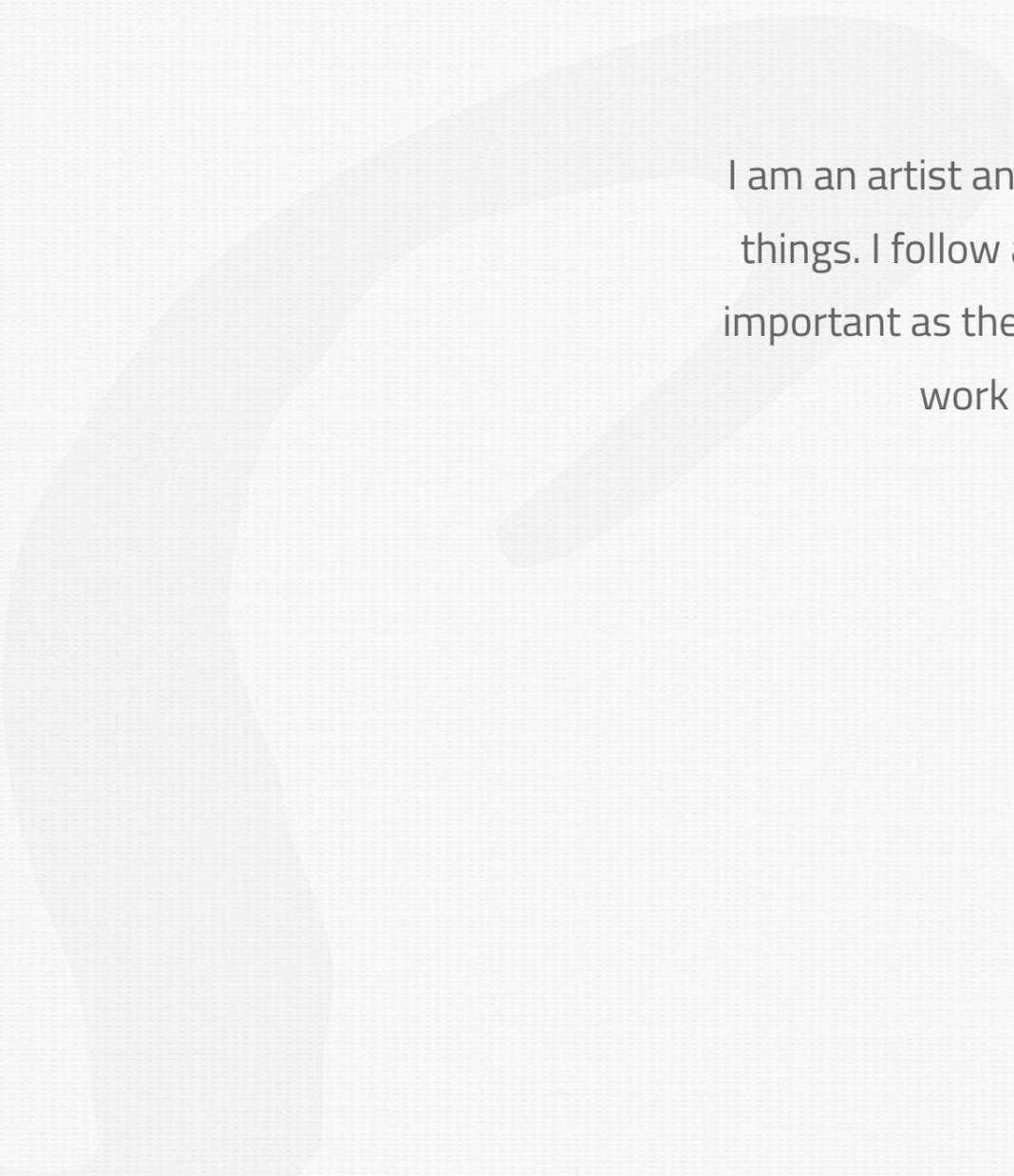


Click to view
the video

SKY NEWS



Click to view
the video



shital vora

I am an artist and a designer. I like to create simple, meaningful and beautiful things. I follow an iterative design process as I believe that the journey is as important as the end goal. Know more about me on [LinkedIn](#), see more of my work on my [website](#) or [email me](#) if you have questions!

Thank You!

