

Meghna James

Software and User Interface designer
National Institute of Design,
Ahmedabad

e-mail: meghna.j@gmail.com

Interface Design:

"A good UI bridges the gap between people and technology by giving it a more meaningful purpose to solve. It involves applying creativity and principles of usability to finally come out with a *simple* solution. I want to work towards developing improved interfaces and making technology a delight to people."

Areas of Interests:

- Interface and Interaction Design for all interfaces (products, applications, games etc.) for all platforms (handheld, desktop, web, etc.).
- Exploring HCI in various contexts and cultures to make technology more meaningful to people.
- Exploring visual design and aesthetics for effective means of communication.

Education:

Post Graduation [2003-2005]: **Software and User Interface Design, National Institute of Design, Ahmedabad.**

Graduation [1999-2003]: **Bachelor of Information Technology, Delhi University.**

Industrial Projects:

At MBT, Pune

Client: Visual Networks (Ongoing) **Brief:** Redesign of 2 modules of the software product 'Visual UpTime Select' from desktop to web based platform.
Did requirements capture and task analysis.

Client: British Telecom **Brief:** Redesign of software application 'Task Force' from laptop to handheld device for Field Engineers of BT.
Did requirements capture, task analysis, idea generation on features, device selection and prototyping.

Client: MBT, Pune **Brief:** Game playability evaluation of a mobile game.
Did heuristic evaluation, user testing and gave final pointers to solution.

Client: Motorola (Ongoing) **Brief:** Designing an interface to access Gamma mediation servers.
Did task analysis and prototyping.

At Veritas, Pune

Client: Veritas (Summer training) **Brief:** Intranet site for carpooling at Veritas.
Summary: Summer training at Veritas made us aware of many factors like market research, return on investment and business process model. We designed an Intranet service to coordinate carpooling among the employees of Veritas. We conducted user studies to understand the importance of carpooling and included 3 types of pools – On-the-fly, Routine and school-pool. We then presented it as a strong business case to them.

At NID, Ahmedabad

Client: HP Labs
Bangalore

Brief: To design a data entry system to facilitate form filling in Indic Scripts.

Summary: We studied the structure and lineage of Indic Scripts and selected 2 languages – Hindi and Gujarati. We conducted extensive user study to understand how handwriting varied under different physical and mental contexts of the various skilled and semi-skilled users. Shot pictures and took videos that tried to capture the flow and direction of forming alphabets. After analyzing the data collected, prototypes were developed based on handwriting and alternate modes of input. Usability testing was conducted for a few selected prototypes. We then formed a set of guidelines for interface, interaction and ergonomics of input devices for Indic Scripts.

Client: Pantaloons,
Mumbai

Brief: To design a promotional web site for Big-Bazaar, a departmental store of Pantaloons.

Summary: We went to Big Bazaar to look around, shoot pictures and got a feel of the place. Brainstorming followed on the words that we associated with Big Bazaar and finally picked “Desire” to depict the feeling that could be explored in the user for the vastness of the store. Prototypes were built for the web-site including the its identity and a promotional campaign.

At TCS, Noida

Client: TCS, Noida
(internship)

Brief: To emulate home/foreign agents on a portable device

Summary: It was a research-based project where I worked with network layer protocols to enable roaming facility in portable devices. It was about keeping the connection intact when a device leaves its home network and enters a foreign network.

Academic Projects:

Project: Handheld
device for war reporters
Course: Interface
Development

Summary: Designed a handheld device “Sol-jour” and its applications for war journalists. The intent was to help her do the job in a better way. Good reporting depends a lot on the reporter’s talent but transmitting the news faster can happen when the task flow of the news delivery can be optimized. Moreover, newer technological innovations in this domain also assist a reporter tremendously in collecting news, for safety, collaboration with nearby reporters, medical aids, etc and LIVE and direct transmission of data. Ergonomic considerations were given to the form and most critical and frequent functionality was kept to one click access.

Project: Library Catalog
Search
Course: Interface
Development

Team: 2 UI students

Summary: To design a web and desktop based interface for all resources in the Knowledge and Management Center of NID. We did user study, task analysis, information architecture, prototyping, built use case document and form and behavior document. The web-site had customizable page for all the favorite and issued books.

Project: Haircut.com
Course: Task Analysis

Summary: A prevailing variety of haircuts and the need to know about them in the campus, gave me a topic for task analysis. I interviewed people to know about the process and factors that influence their decision on selecting a suitable haircut for themselves. On the basis of which I designed an informational site that had an interface for selecting suitable haircut, flashback on trends in haircuts and more.

Project: Interaction at
NID
Course: User Studies

Team: 2 UI students, 2 New Media Students

Summary: The project gave use an opportunity to explore the cause and effects of the existing problems at NID due to sudden changing scenarios. We observed users, conducted interviews, analyzed the data, constructed affinity charts, came up with physical, cultural, artifact models and final design ideas to deal with the issues.

Project: Mall Representation
Course: Data Visualization

Team: 3 UI students, 1 information design student
Summary: We studied a mall in terms of its sales, crowd dynamics, footfall, and space utilization and created a 2D representation of it. It was intended to help the mall owners to capture the growth statistics at a glance.

Project: Edgy
Course: Multi-sensory design

Team: 3 UI students, 1 information design student, 1 new media student
Summary: The aim was to develop a product that responds emotionally to the user. We made a product that receded out of fear to resist touch and came back when curiosity got the better of him.

Project: Booklet on Steve Jobs
Course: Data Visualization

Summary: Made a booklet on the life and work of Steve Jobs, CEO, Apple Computers and CEO, Pixar Animation Studios

Project: Arrange a party
Course: Design Methodology

Team: 4 UI students
Summary: To design a process for arranging a party. We built personas of the role players in a party, developed an interactive time/space matrix where each cell contained the role-players and their relationship, activities and mood.

Project: India 2020
Course: Convocation Installation

Team: 1 UI student, 1 information design student, 1 New Media Student
Summary: India 2020 was an installation to depict scenarios of future in terms of technology. We developed a feedback form for it where the user could give feedback and could look at him/her-self on the screen. On submitting the software could capture user's comments and expressions both.

Paper: Usage of Mobile Phones by Stock Brokers of Ahmedabad

Summary: It was written after an in-depth user study at the stock exchange of Ahmedabad. Patterns emerged within the community based on the various parameters like age, outlook, trust, clients, etc. that influenced the usage level. Various design ideas were generated to enhance the flexibility received from a mobile phone.

Skill Set:

Design Skills:

- User Study, Heuristic Evaluation, Task analysis, Information architecture, Prototyping, building Use cases, making Form and Behavior documents and User testing.

Technical Skills:

[Design Software]

- Photoshop, Illustrator, Flash MX (with Action Scripting), Dreamweaver, Corel Draw.

[Programming Software]

- C, C++, Java, VC++, MFC, ASP, VBScript, XML.

Memberships:

- ACM (Association of Computing Machinery)
- HCI (IDC)
- IxDG (Interaction Design Group)

Conference Attended:

Doors East, Bangalore, Dec'03

Personal Info:

Sex: Female
Date of Birth: 18 July 1981
Address: 1650/7E, Faridabad, 121006 Haryana, India
Mobile Phone: 9890559242

