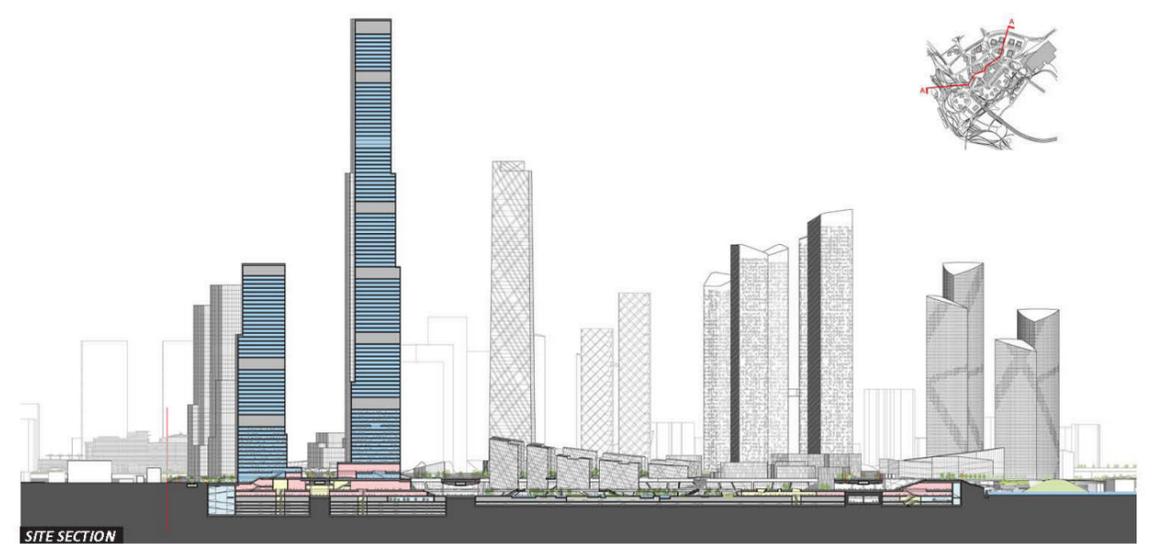
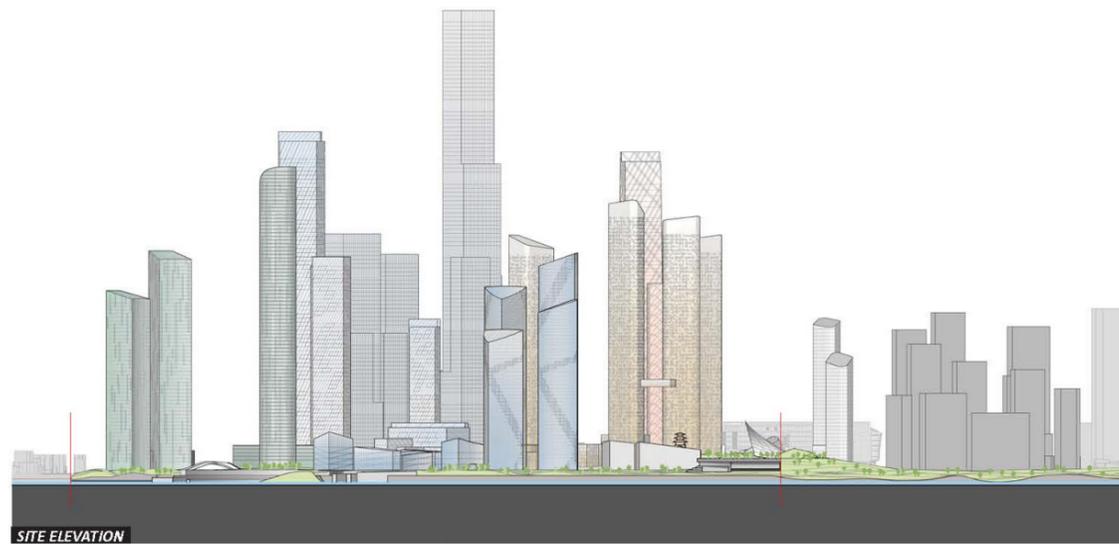
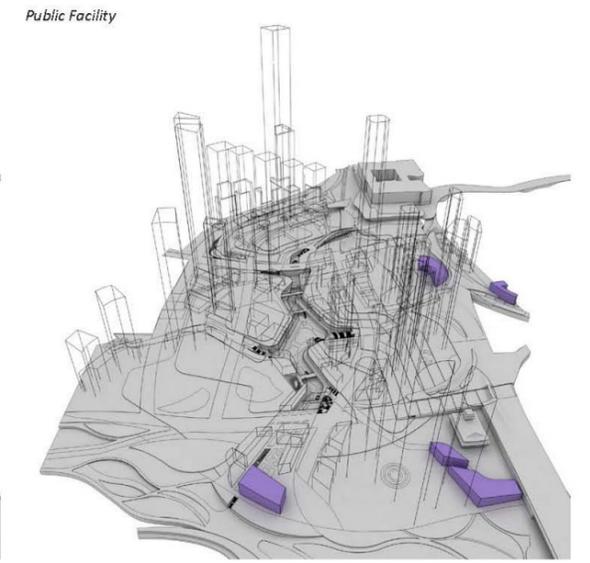
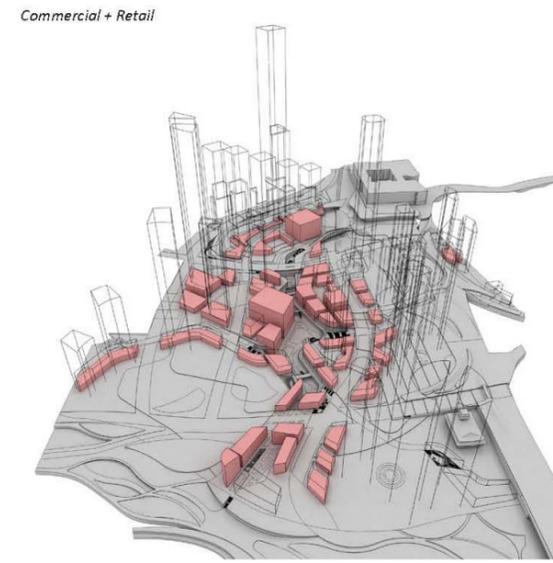
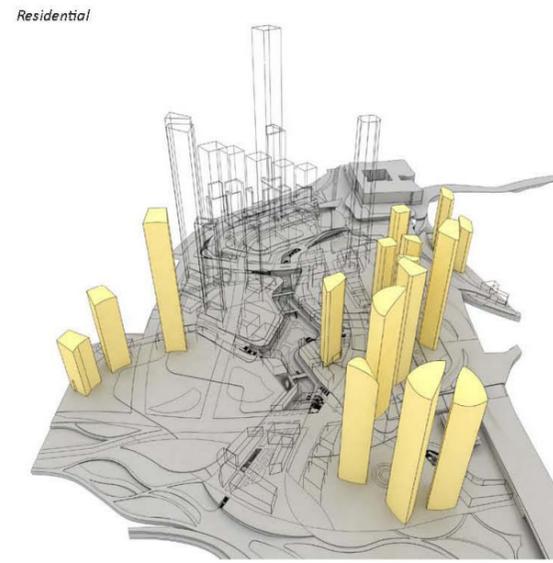
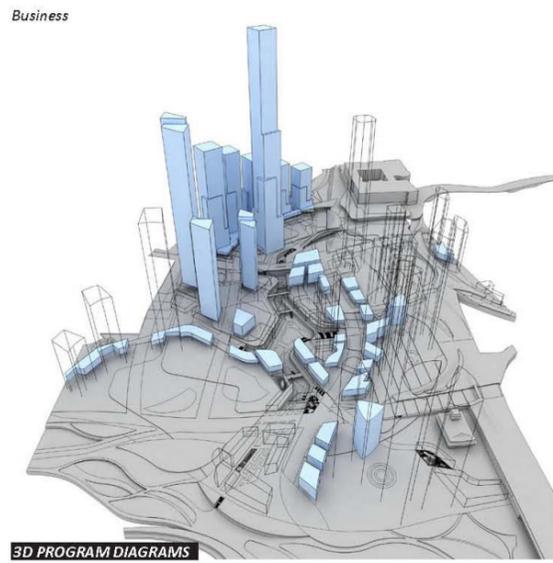
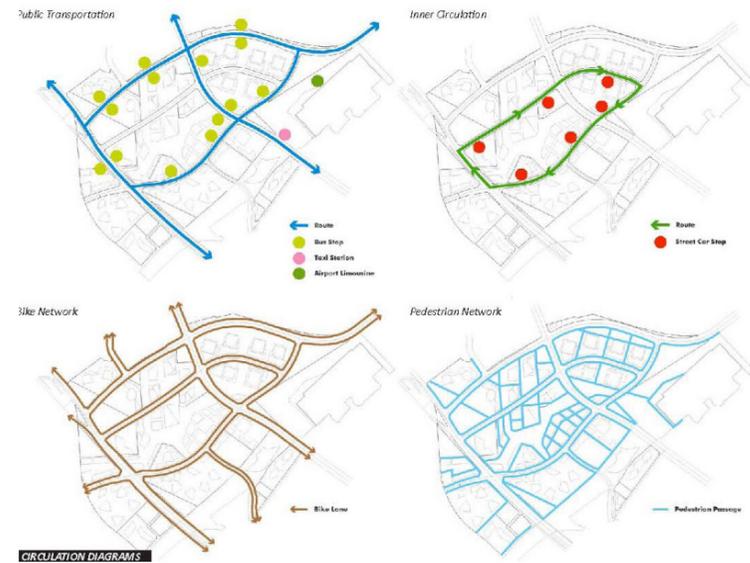


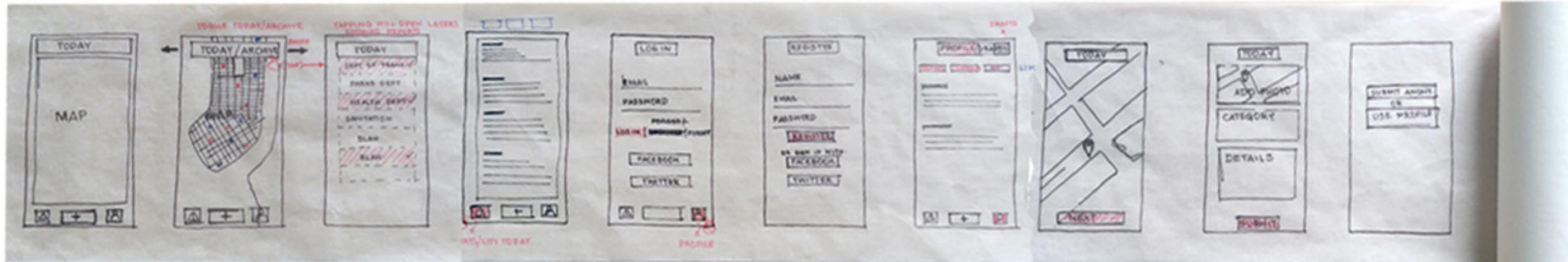
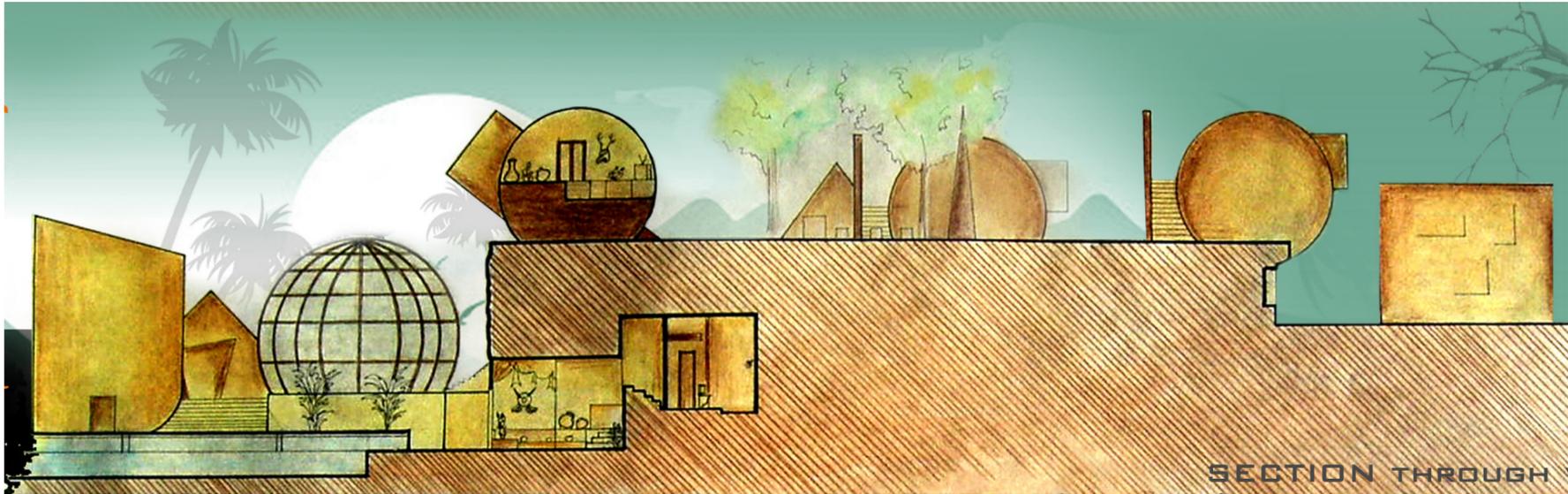
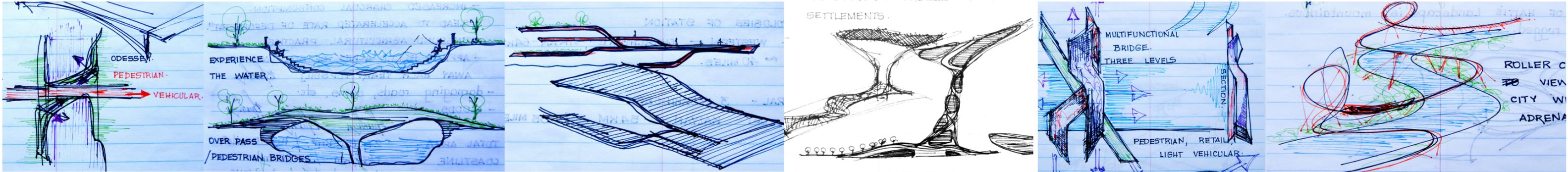
# Hello!

My name is Bhushan Mondkar  
I am a Product Designer  
in pursuit of crafting empowering experiences for people

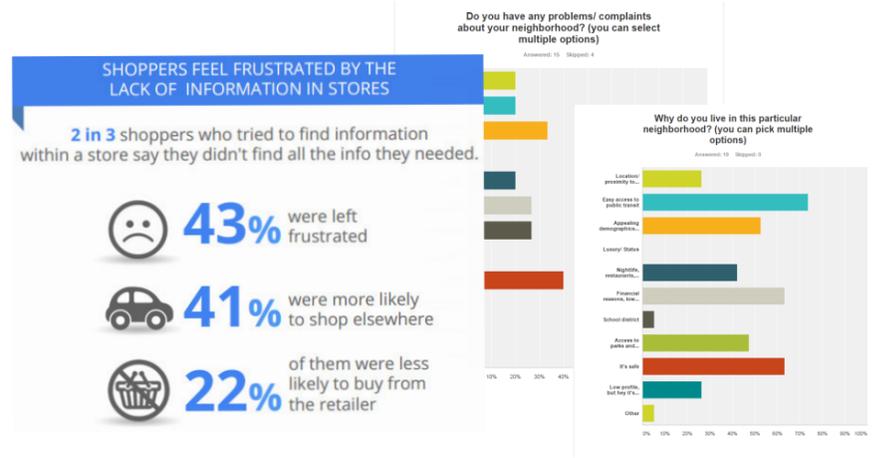
You can reach me at 646-464-5630  
or email me at [bhushan.mondkar@gmail.com](mailto:bhushan.mondkar@gmail.com)



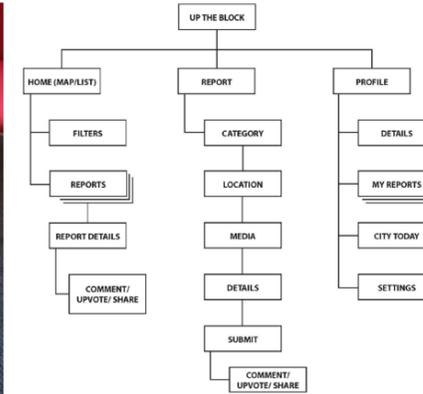
And sketching has always been my most important tool in design thinking



# I am a generalist with a focus on interaction design and product strategy



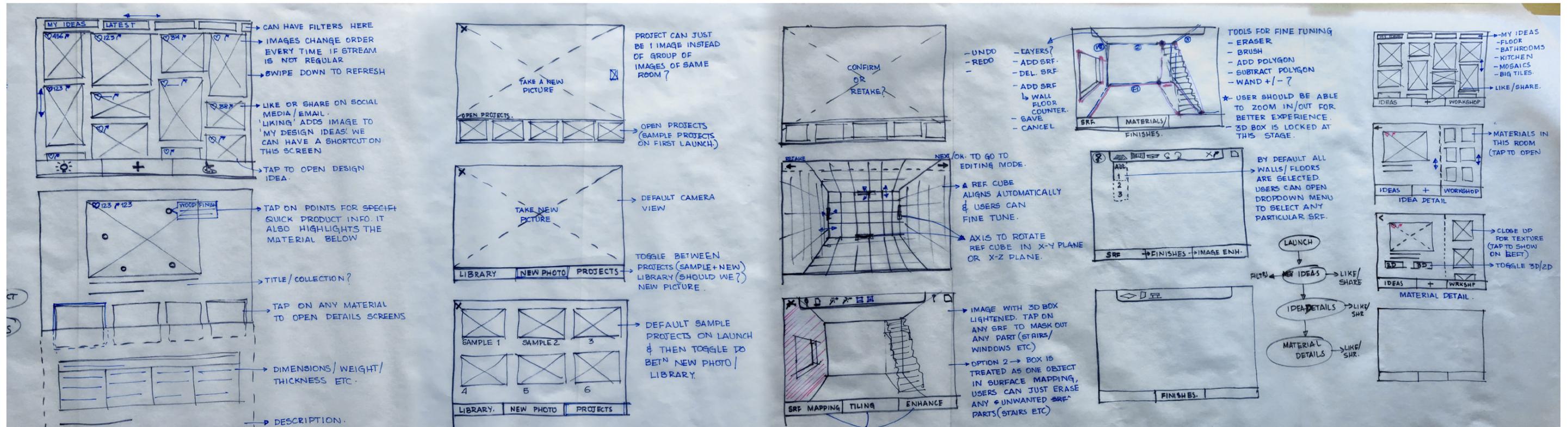
Research and User Interviews



Information Architecture



Visual Design



Interaction Design

And these are a few products I have designed





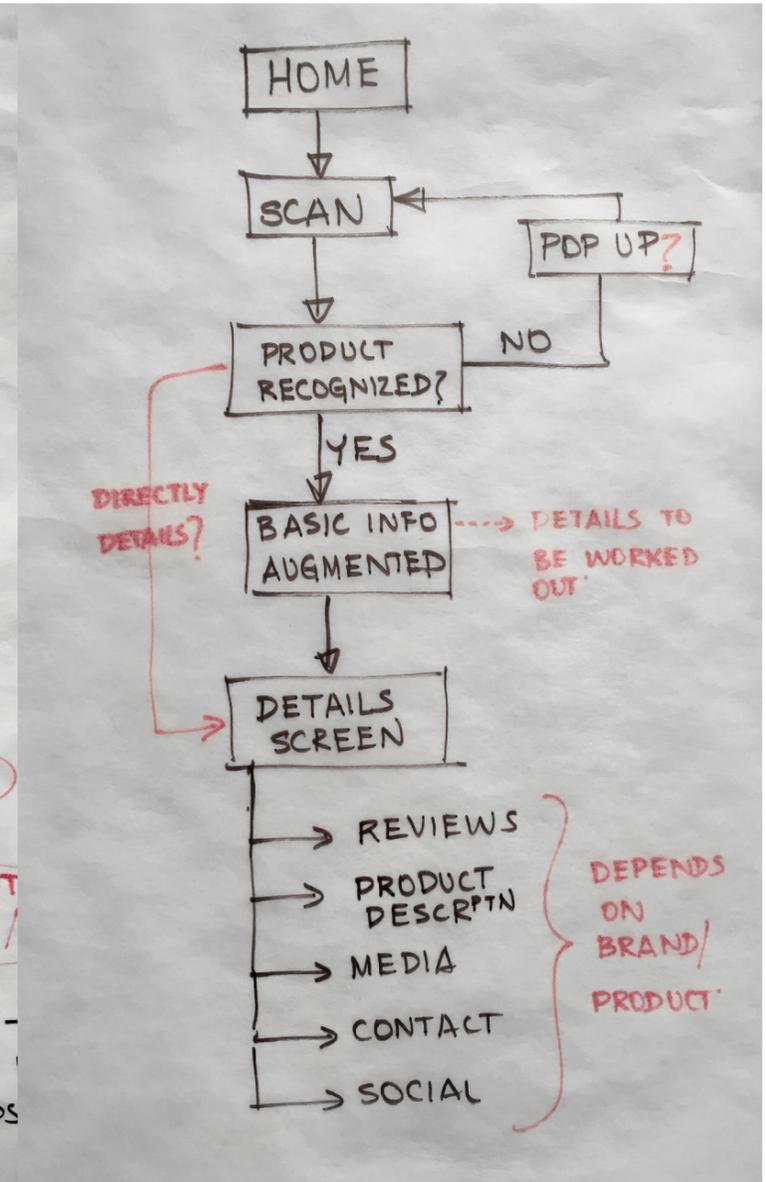
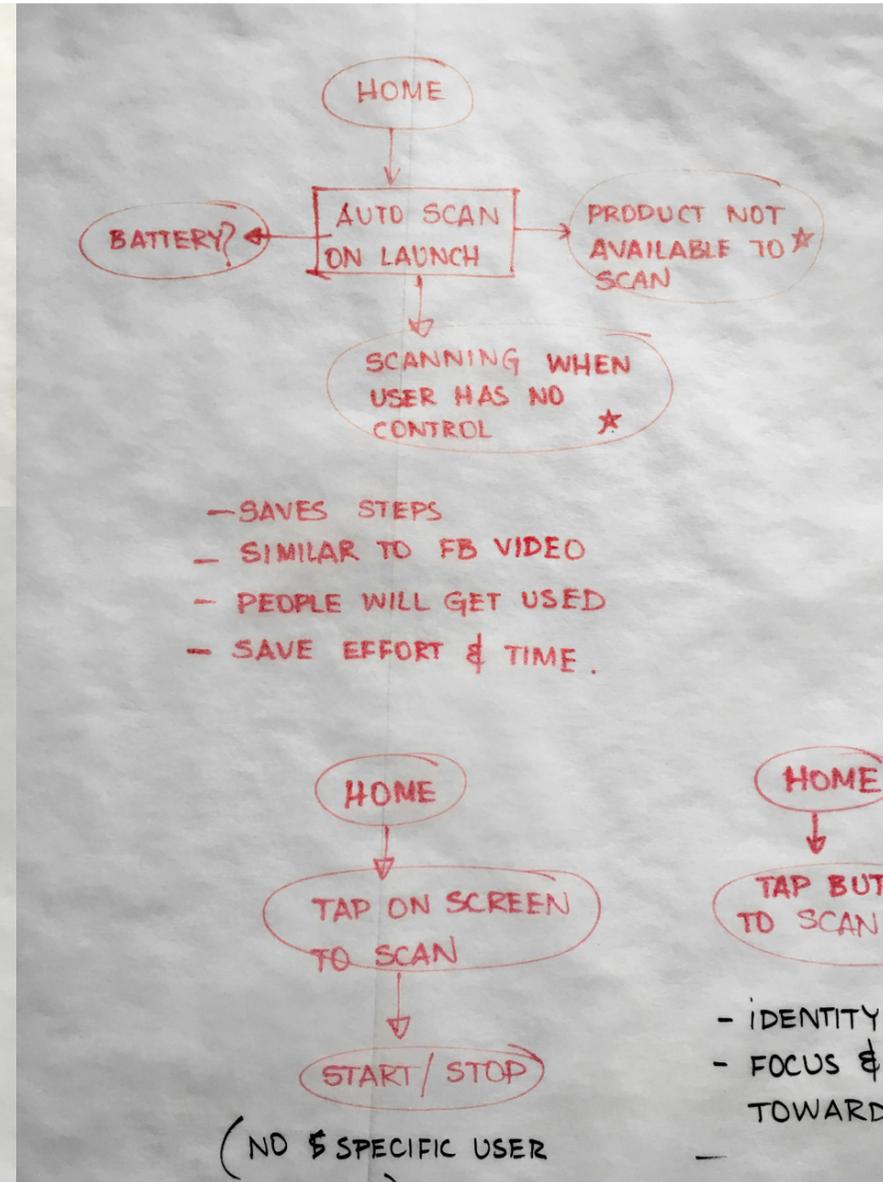
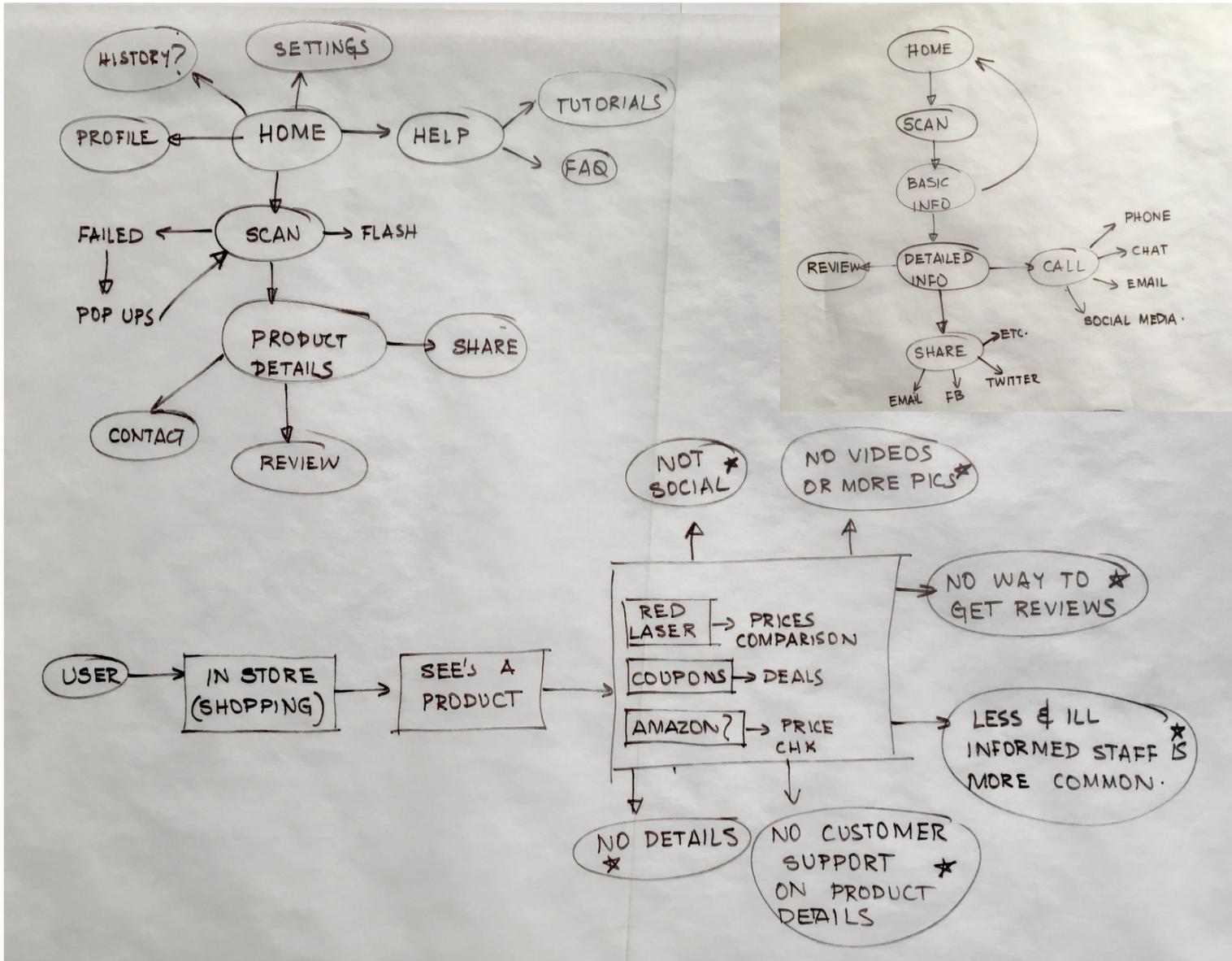
Case Study

## Genie Shopping

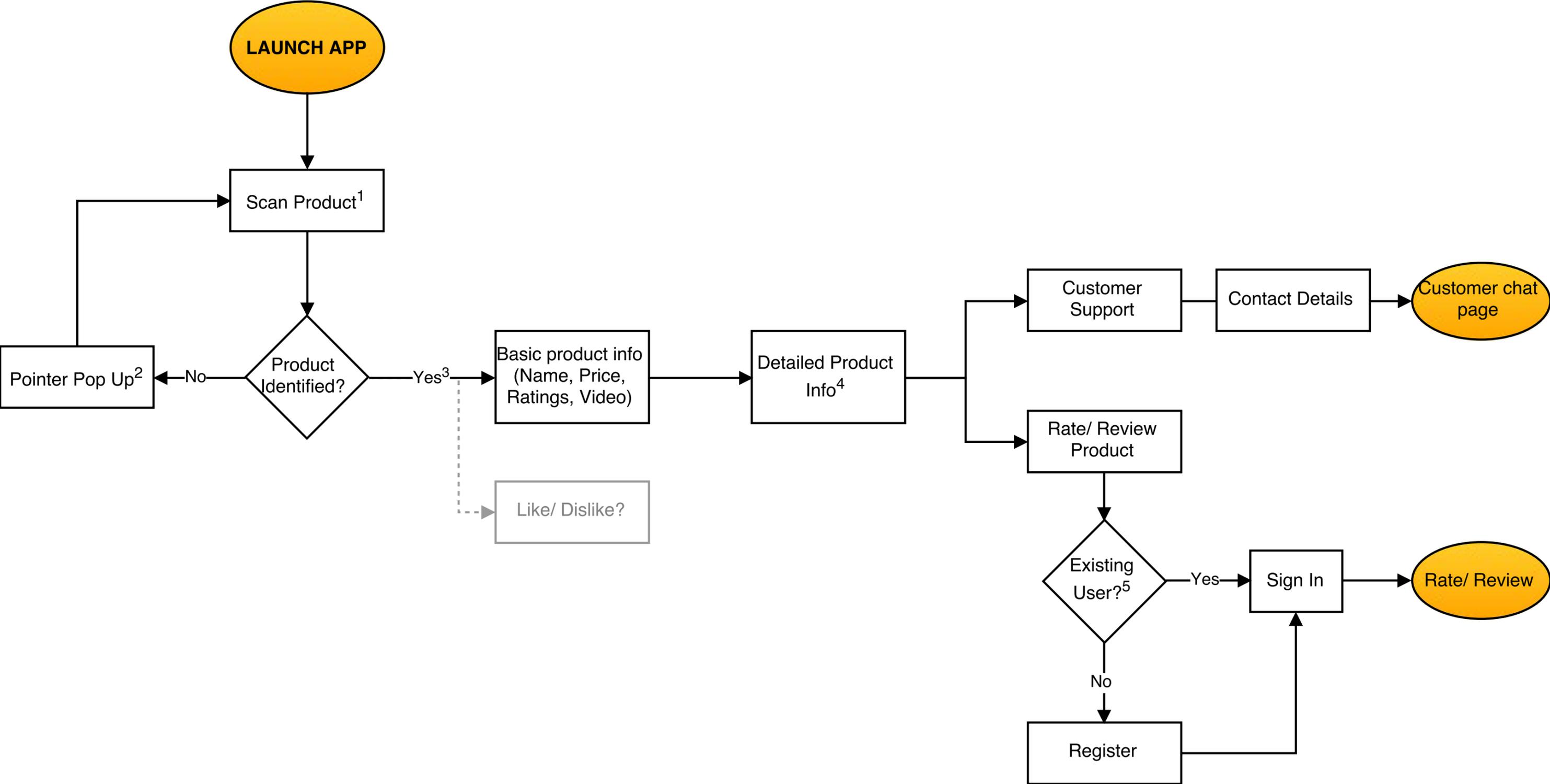
Genie Shopping is an innovative AR retail app that allows users to scan products in stores to get all the relevant product information in real time.

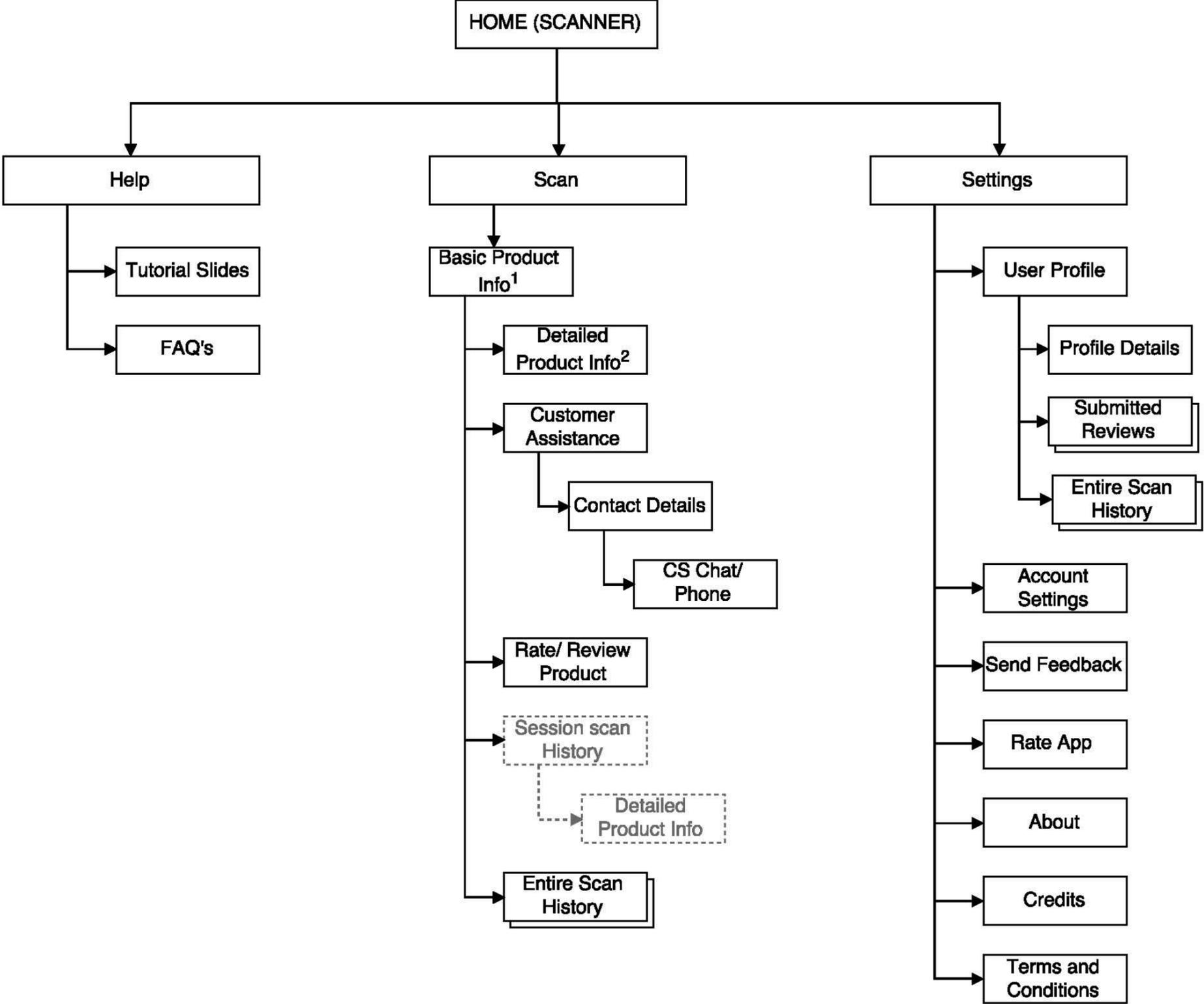


# User Scenarios and Task Flows

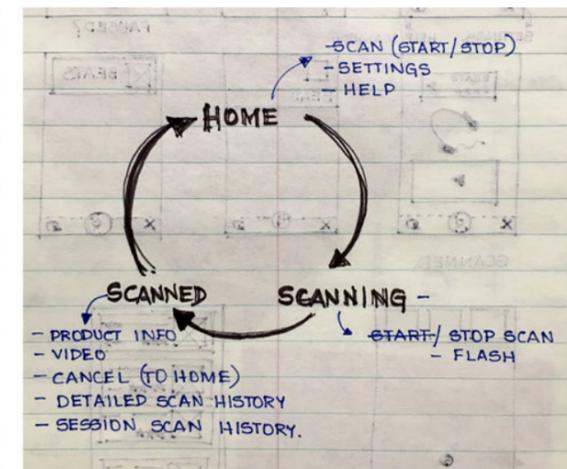
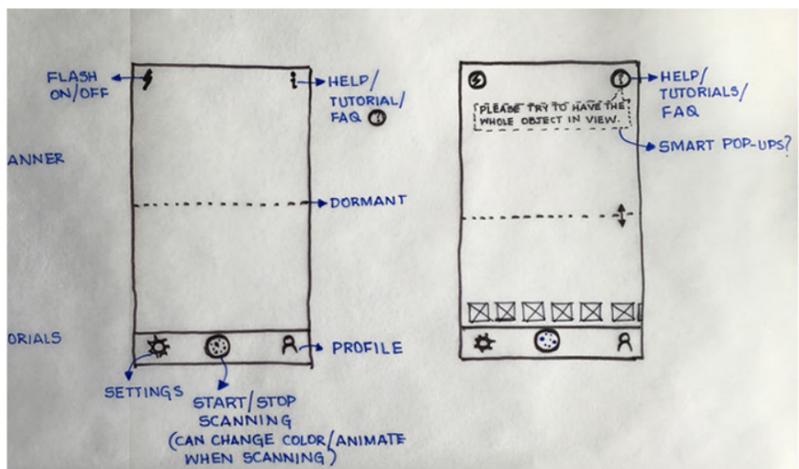
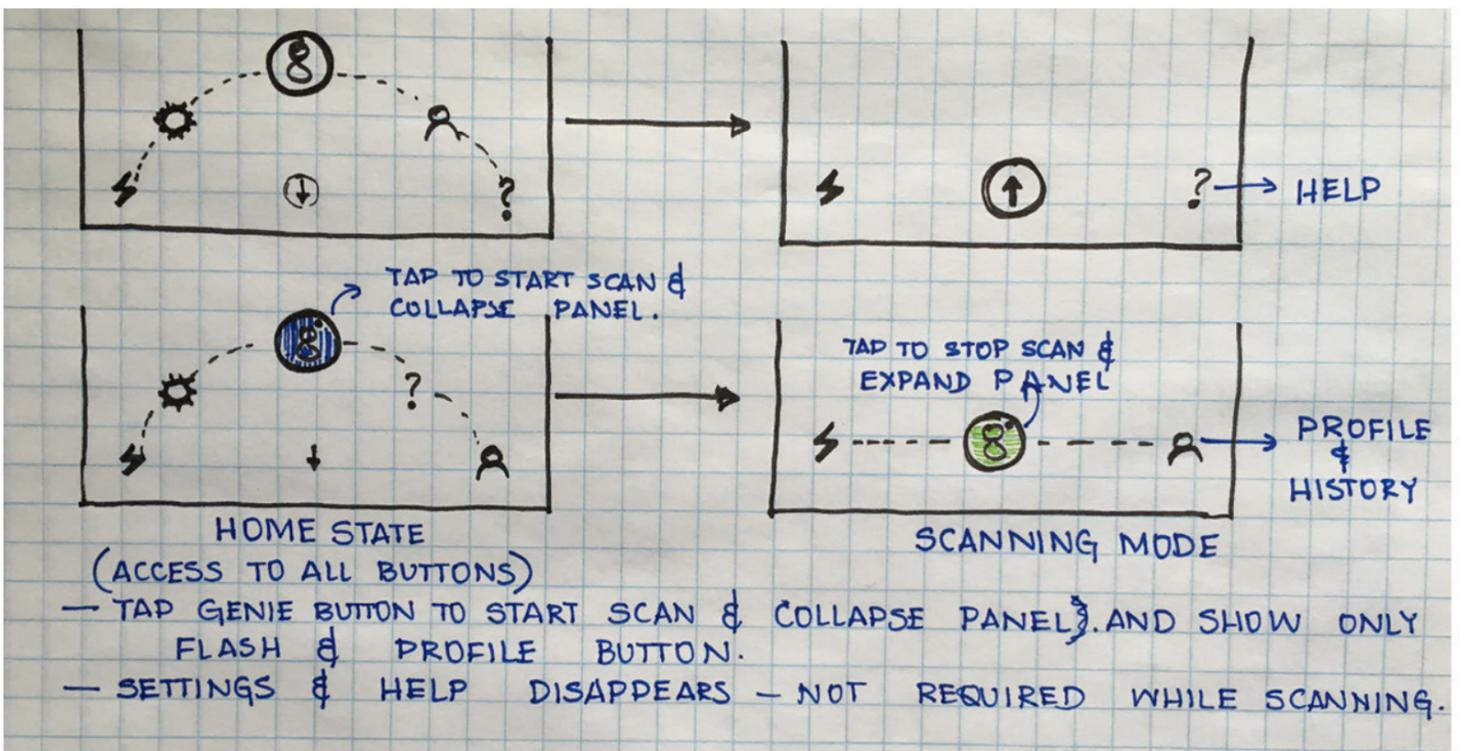
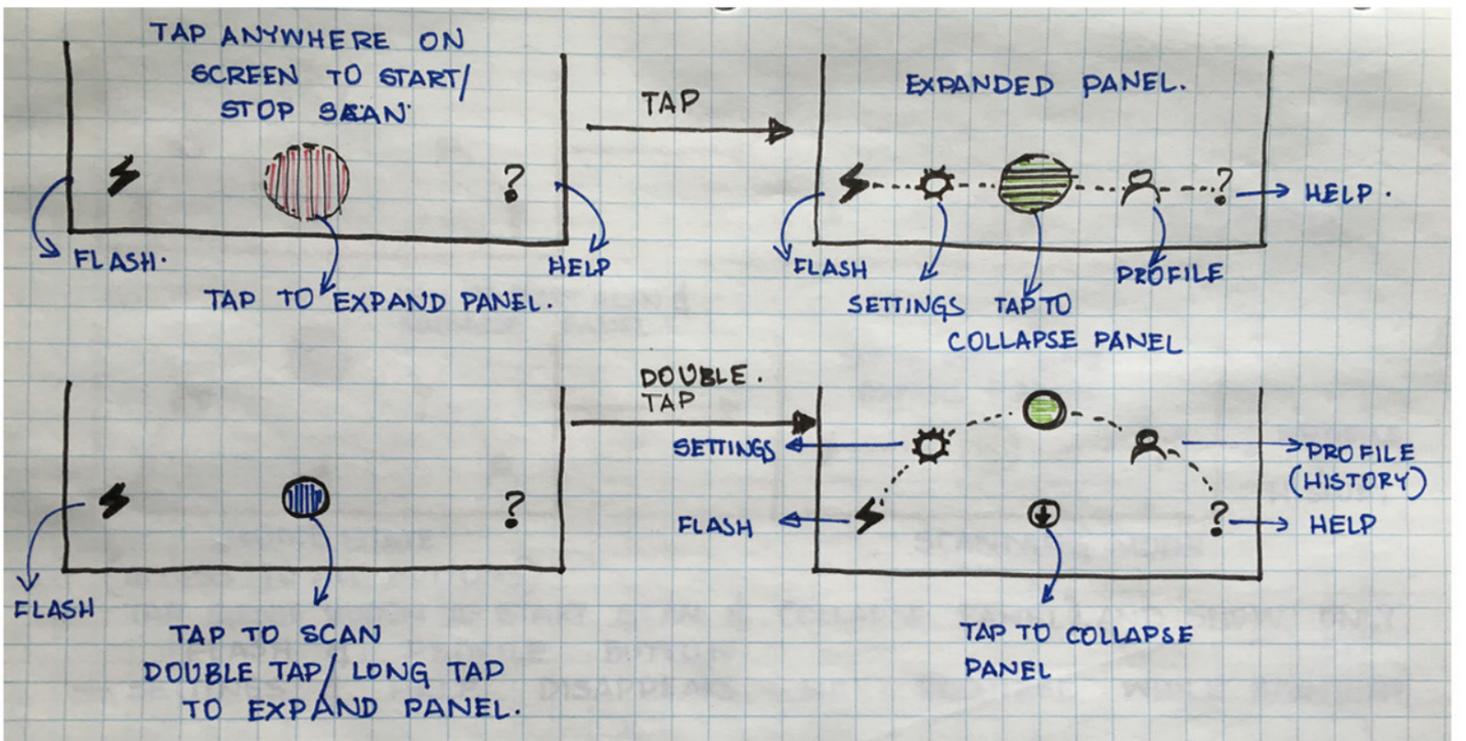
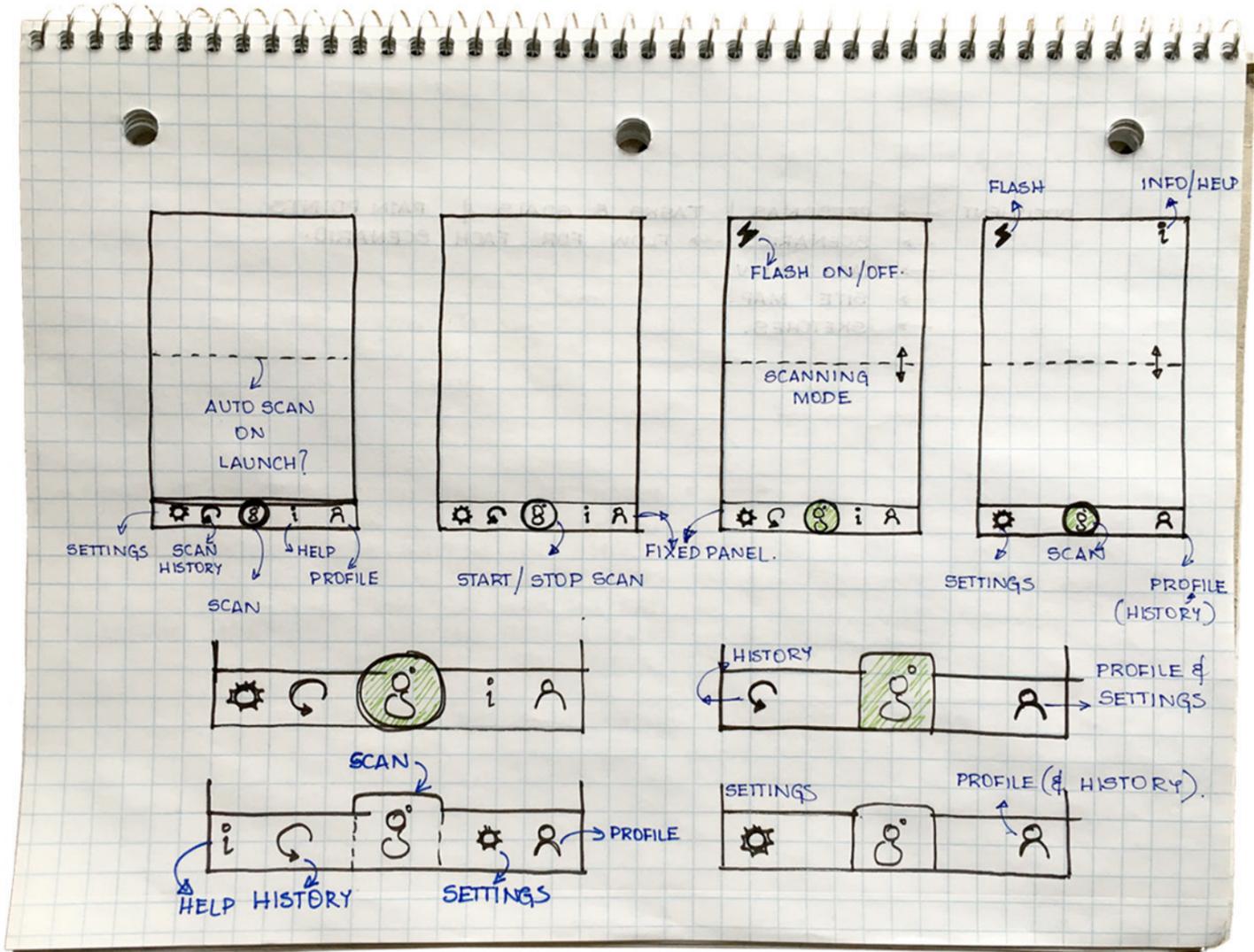


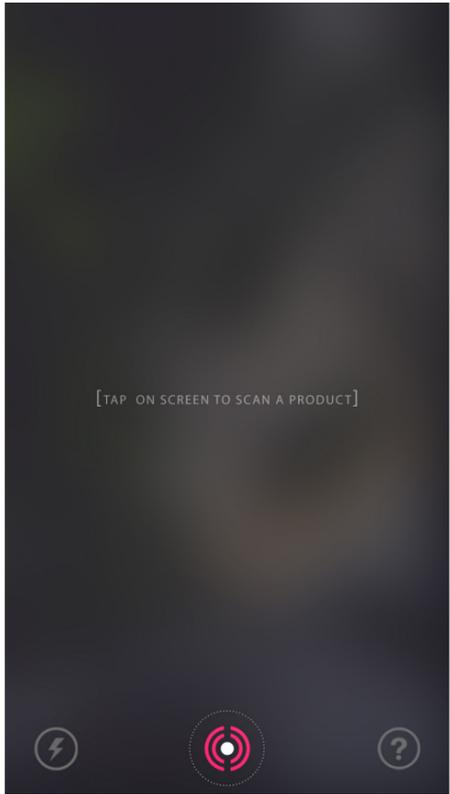
Task Flow: Scanning a Product



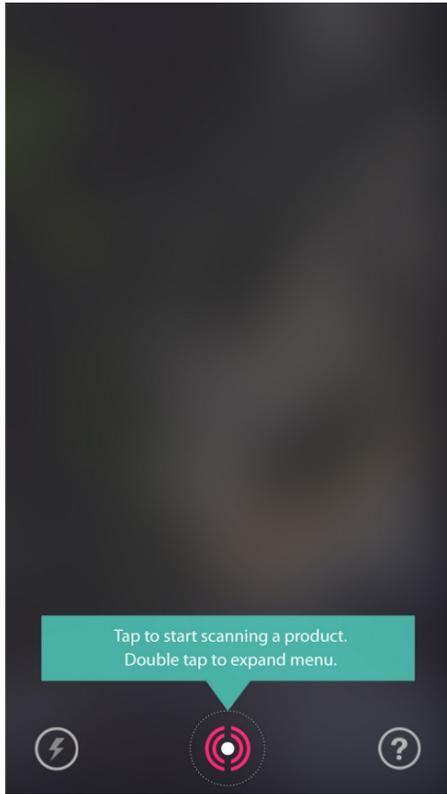
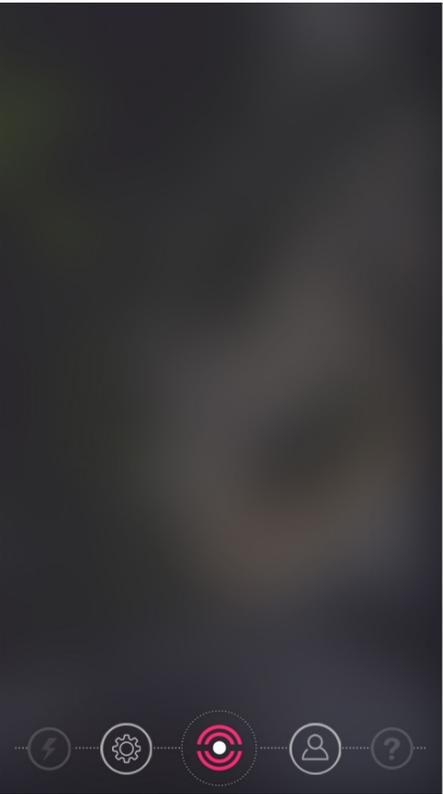


# Design Iterations for Home Screen

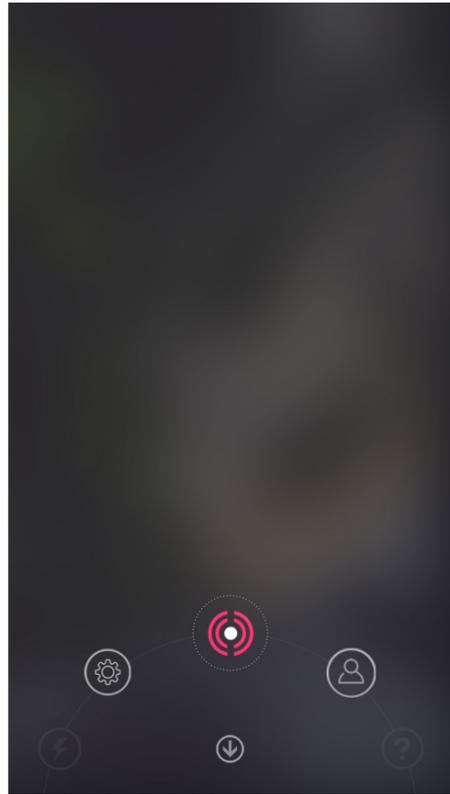




**Option 1**  
(Expandable panel)

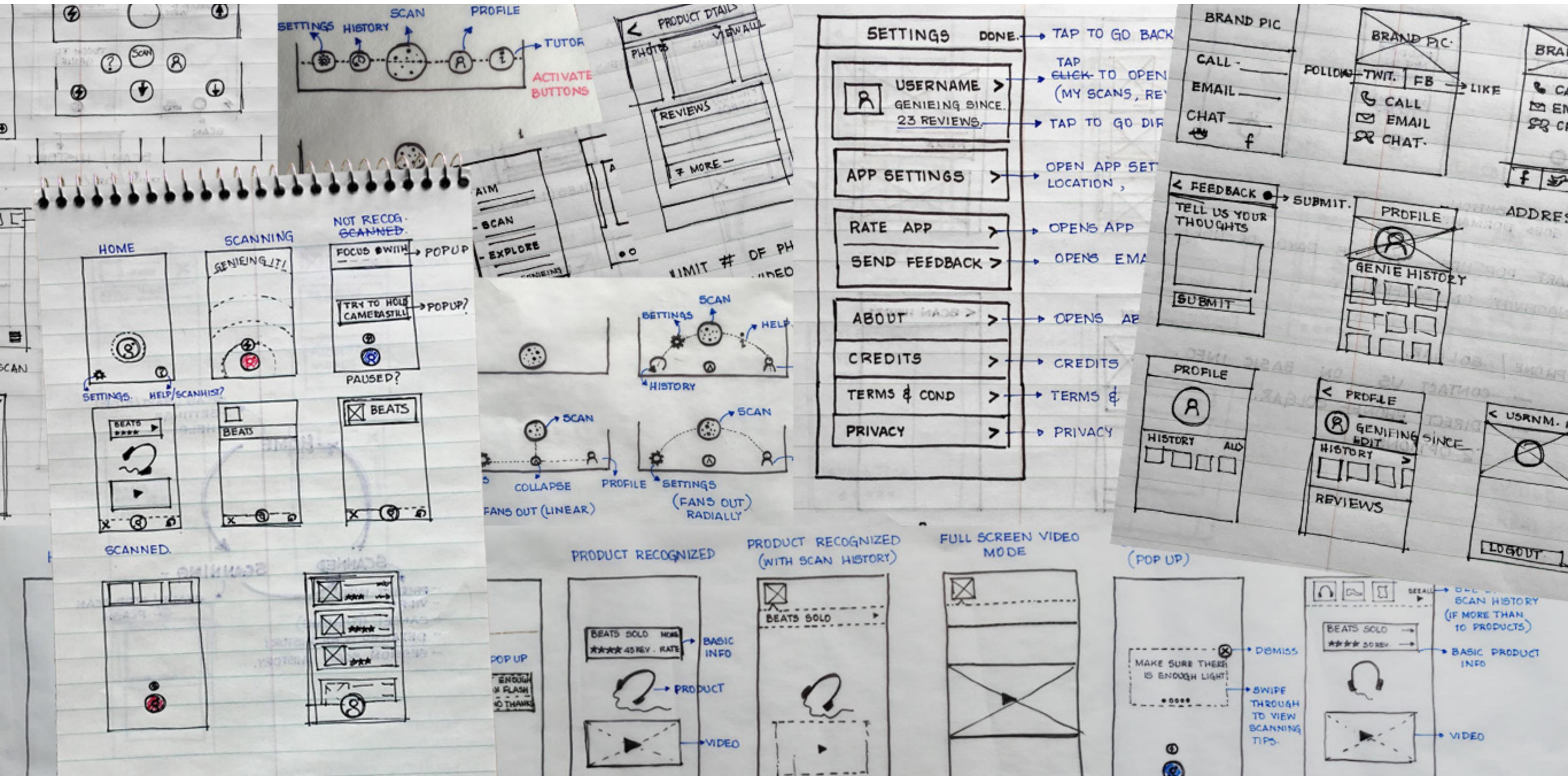


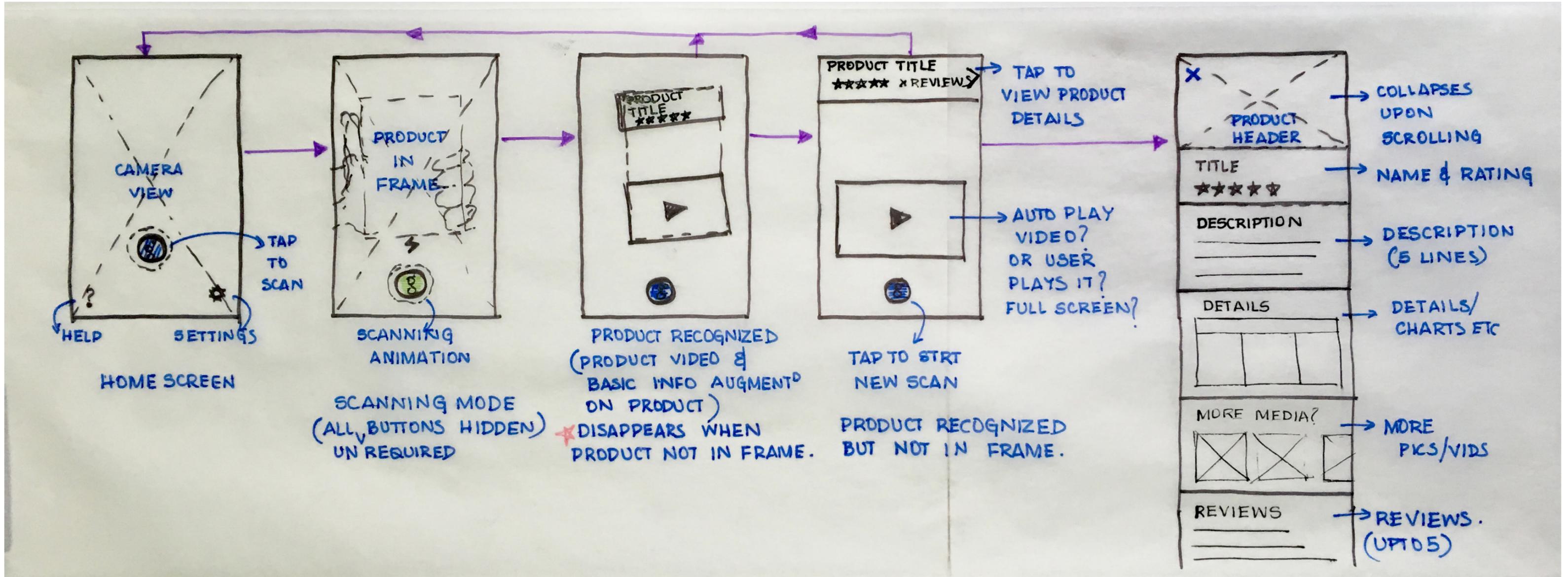
**Option 2**  
(Multi functional button)



**Option 3**  
(Collapsible Panel)







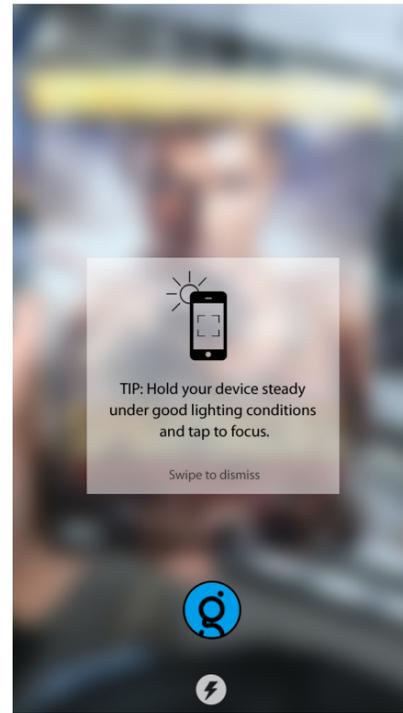
# Quick Prototype (For prospective client presentation)



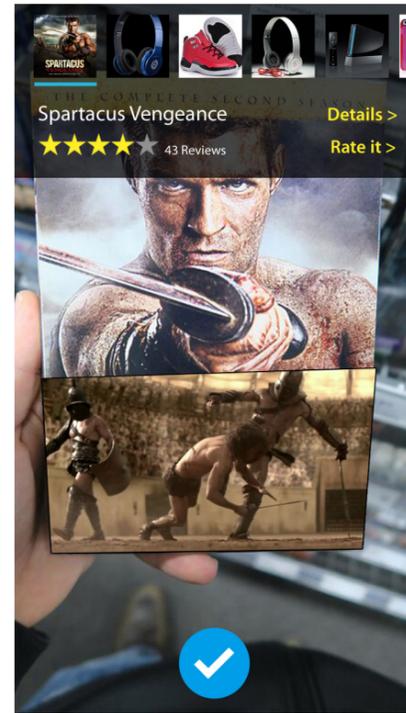
Home Screen



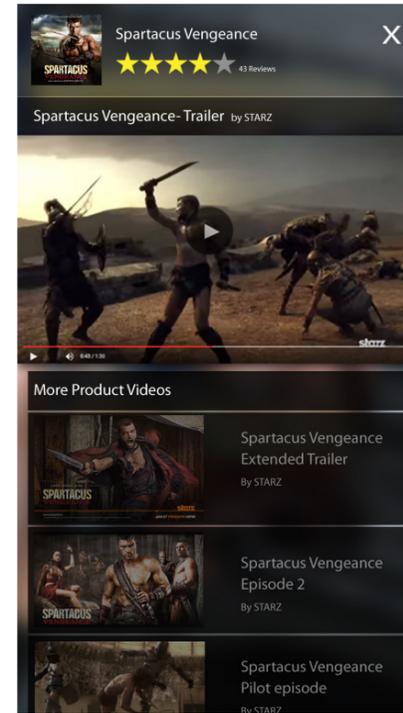
Product Recognized (On a Marker)



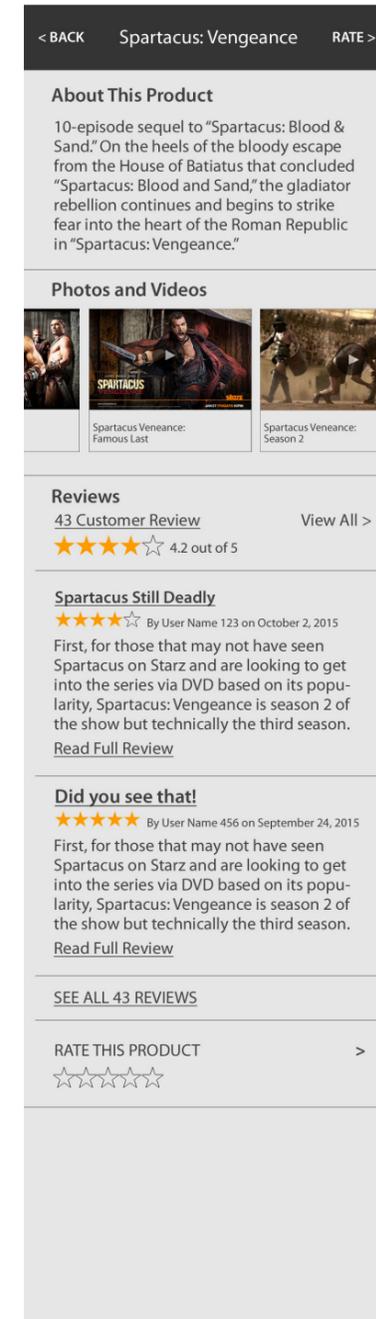
Pop up when scan fails



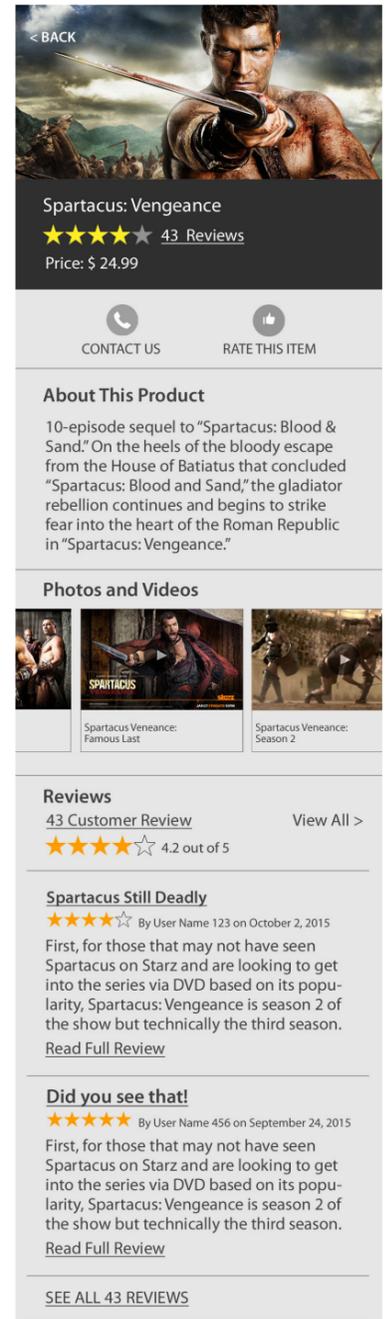
Product Recognized



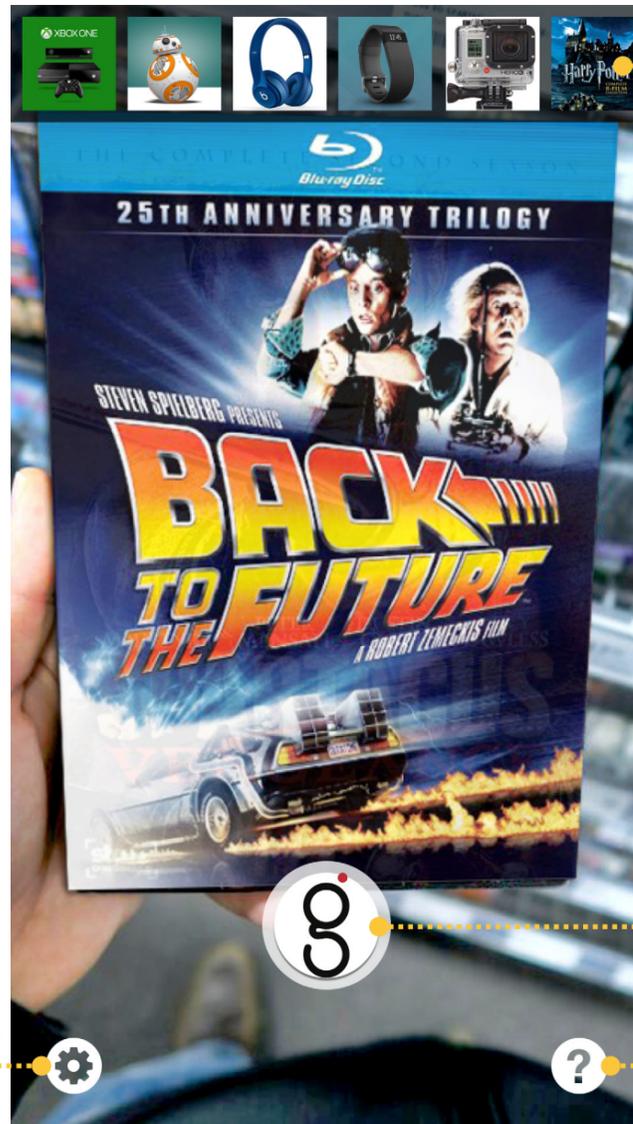
Full Screen Video



Product Details Option 1



Product Details Option 2



Session Scan History (Swipe to view 10 most recently scanned products with option to view entire scan history)

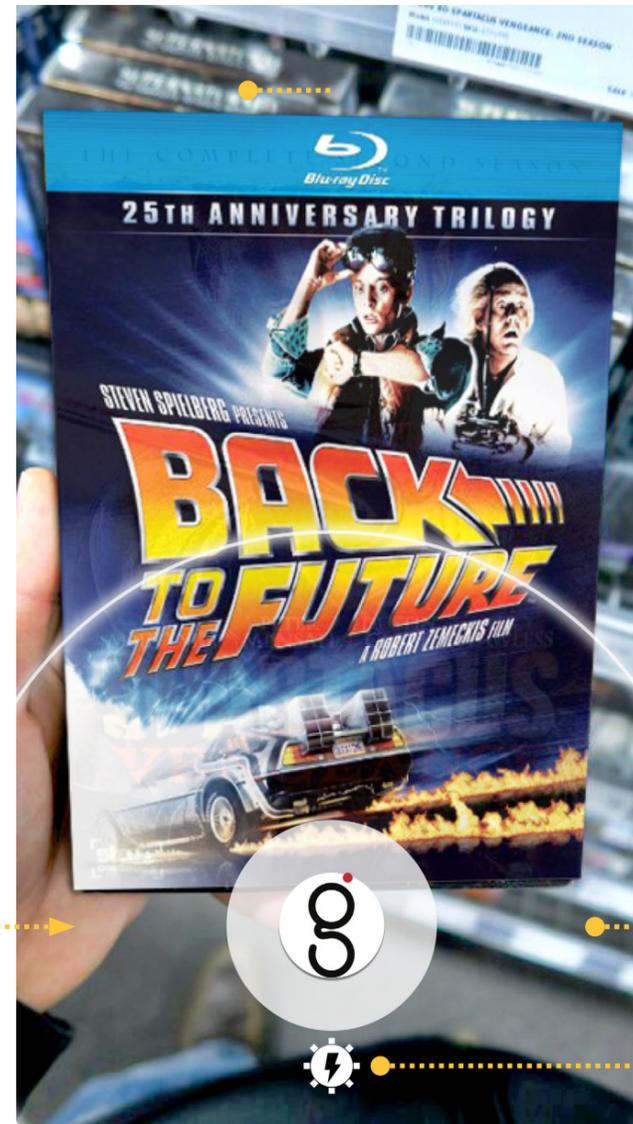
Tap to open settings and user profile

Tap to initiate scan

Tap to view Tutorials and FAQ

### Home Screen

(Tap the Genie button to scan)

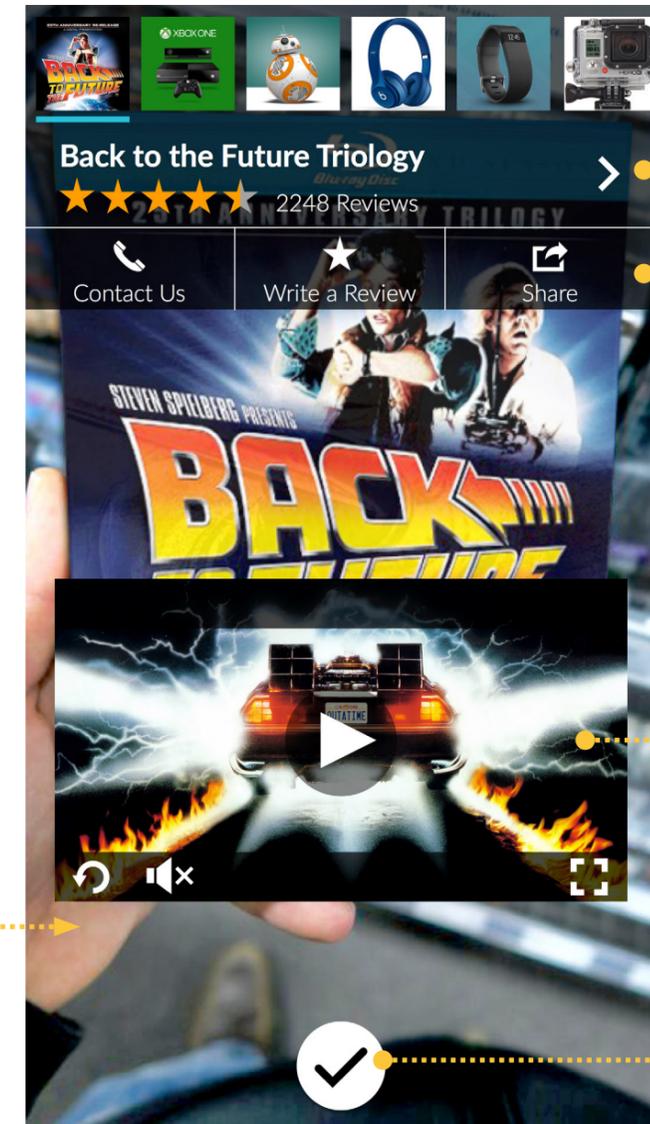


Product successfully recognized

Flash button shows up in scanning mode while scan history, settings and help buttons get hidden

### Scanning a Product

(Turn on flash if necessary)



Tap to view product details

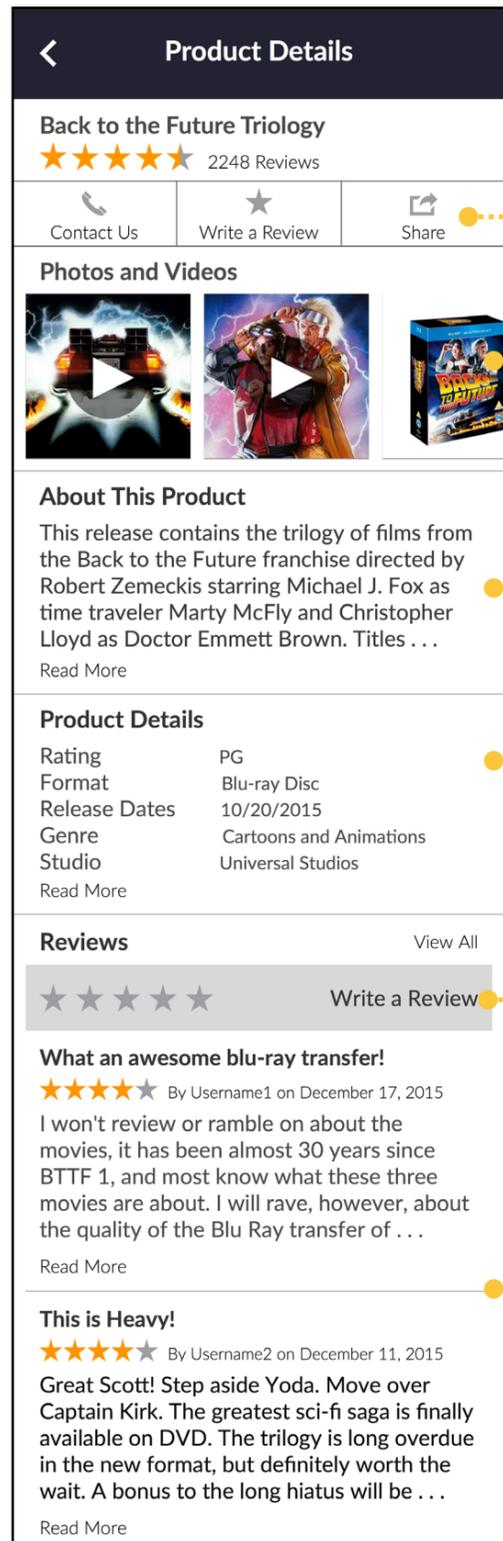
Tap to contact customer support, write a review or share product info

Featured product video plays automatically

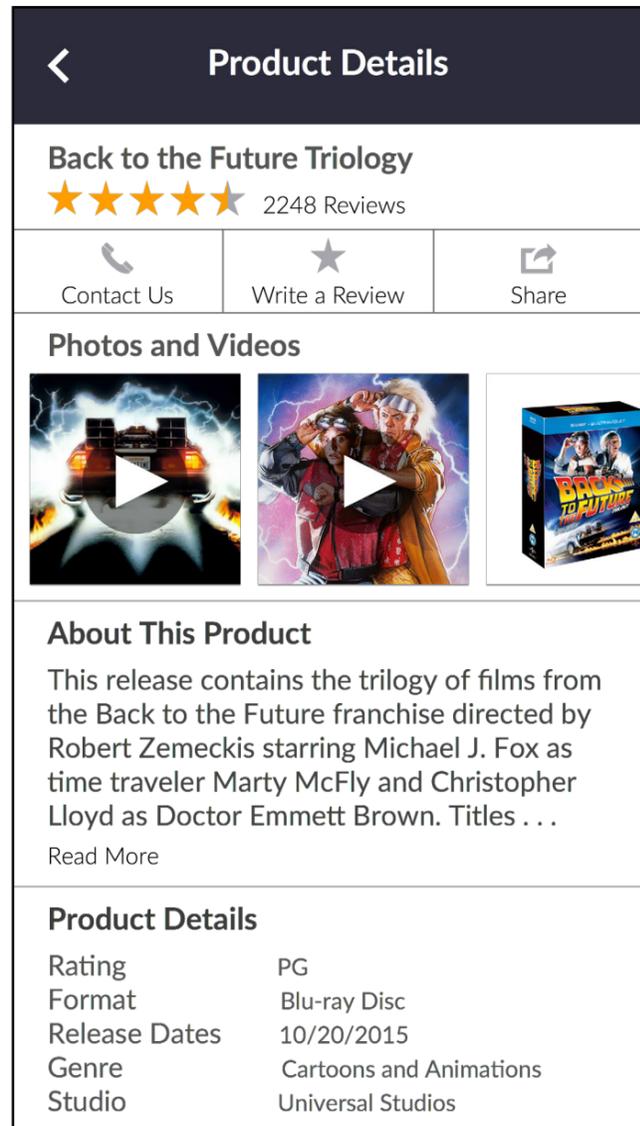
Tap to return to home screen

### Product Recognized

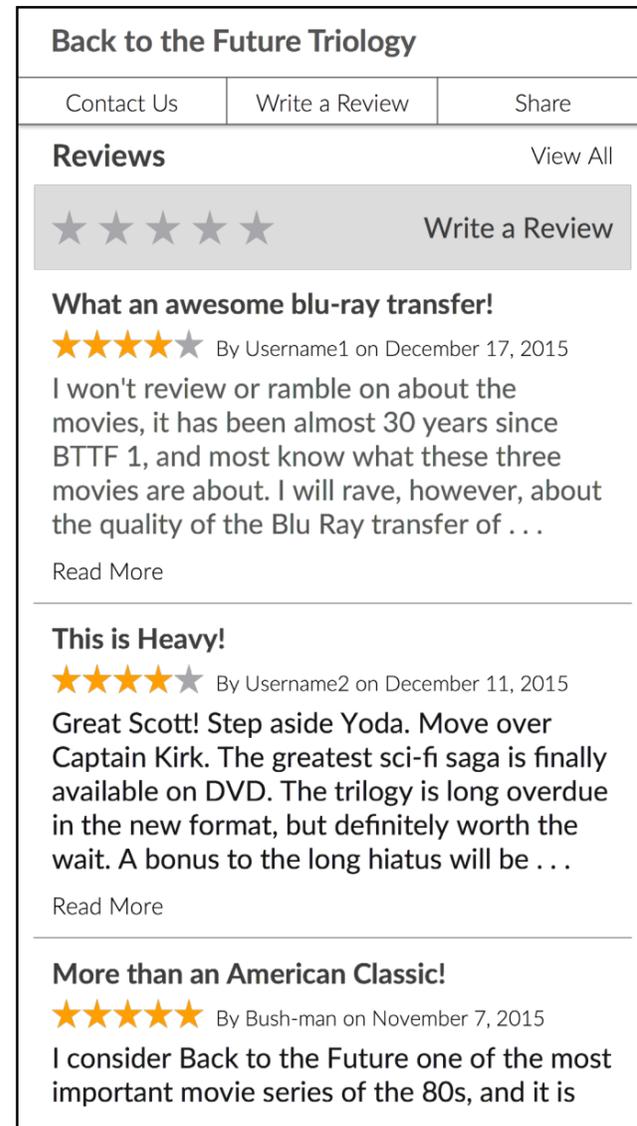
(Tap to go back to home screen)



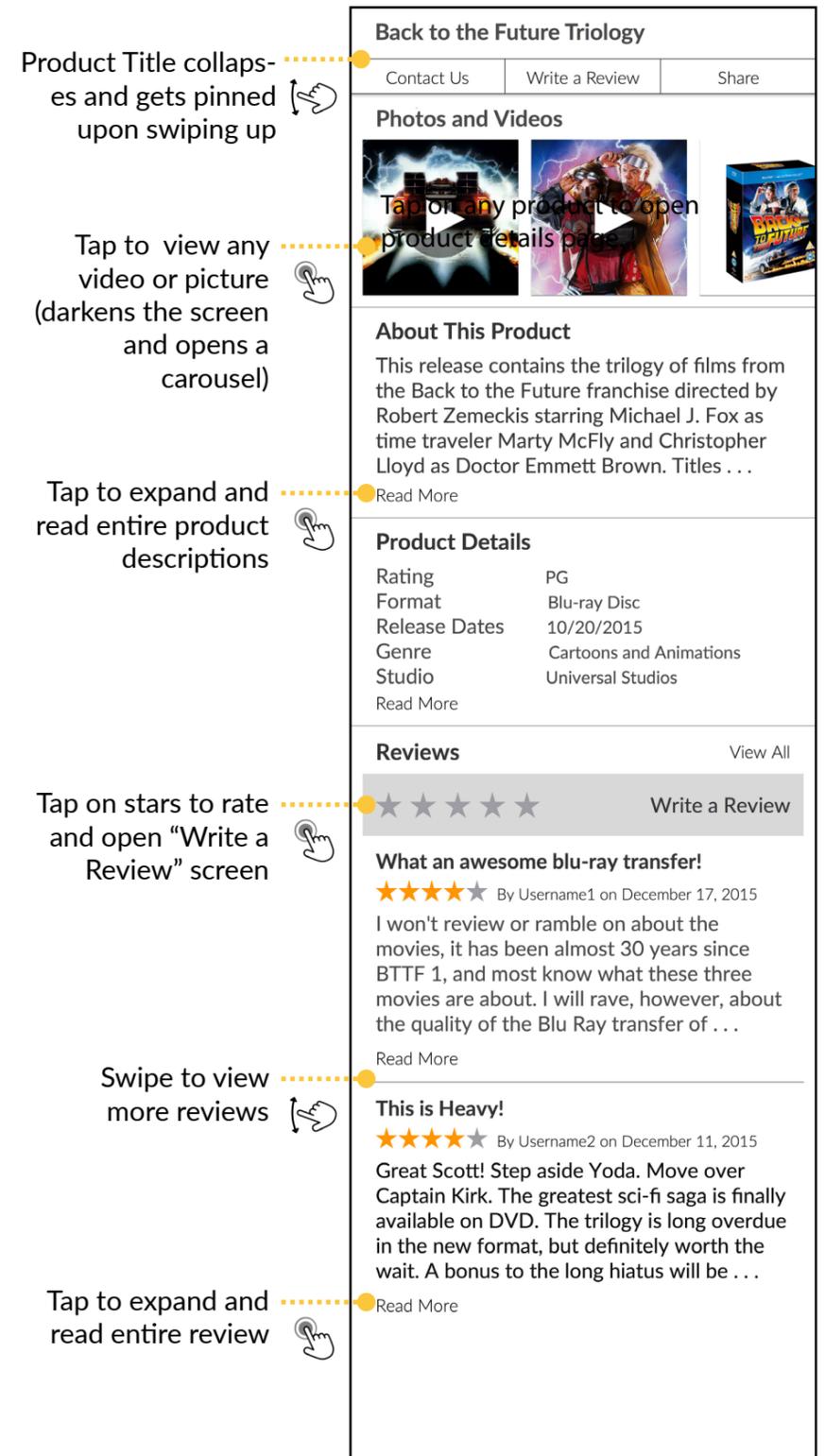
- Tap to contact CS, write a review or share product
- Swipe to view all product photos and videos
- Product description (5 lines by default)
- Product details (5 lines by default)
- Dynamic field- Text changes to "Edit your Review" or "Be the first to Review" depending on scenario.
- Swipe to view more reviews



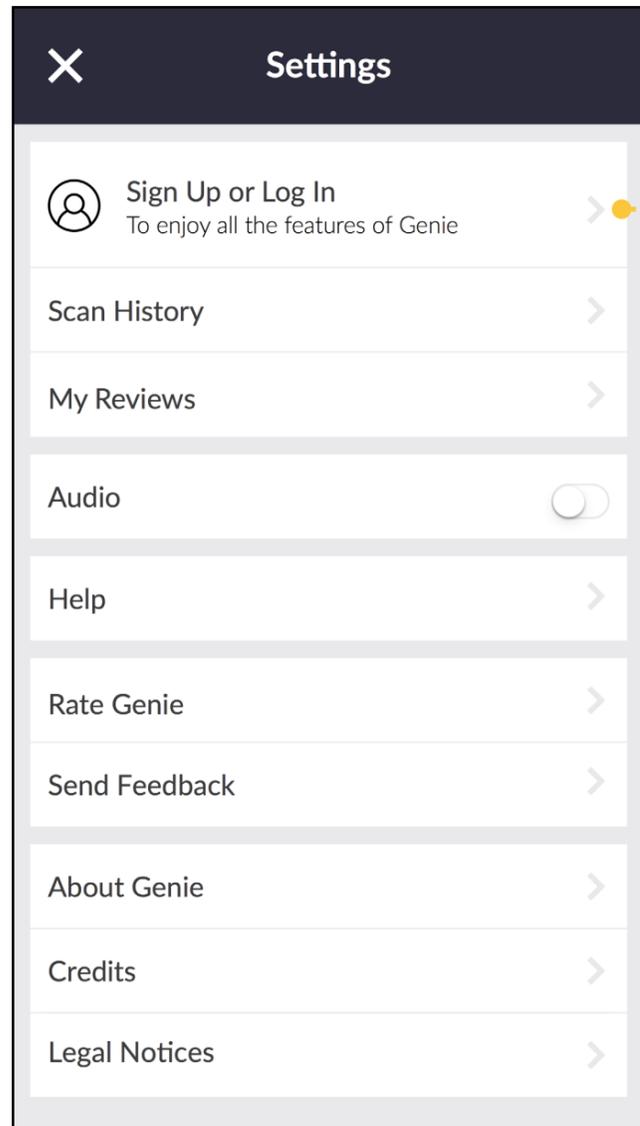
Product Details (Default state)



Product Details (Pinned upon swiping up)

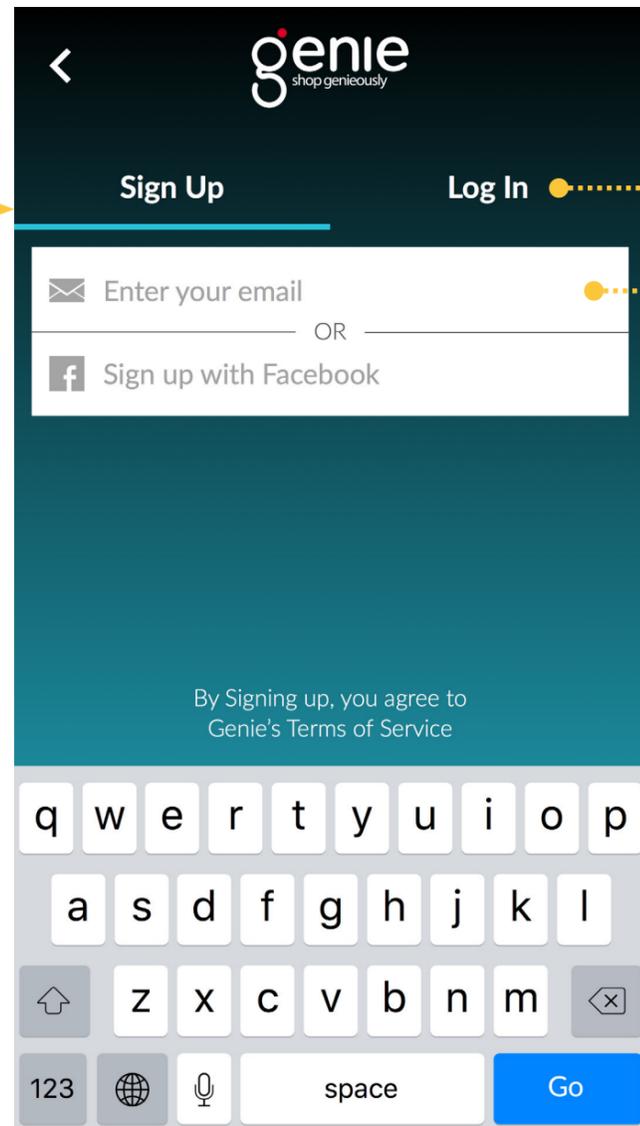


- Product Title collapses and gets pinned upon swiping up
- Tap to view any video or picture (darkens the screen and opens a carousel)
- Tap to expand and read entire product descriptions
- Tap on stars to rate and open "Write a Review" screen
- Swipe to view more reviews
- Tap to expand and read entire review



Settings

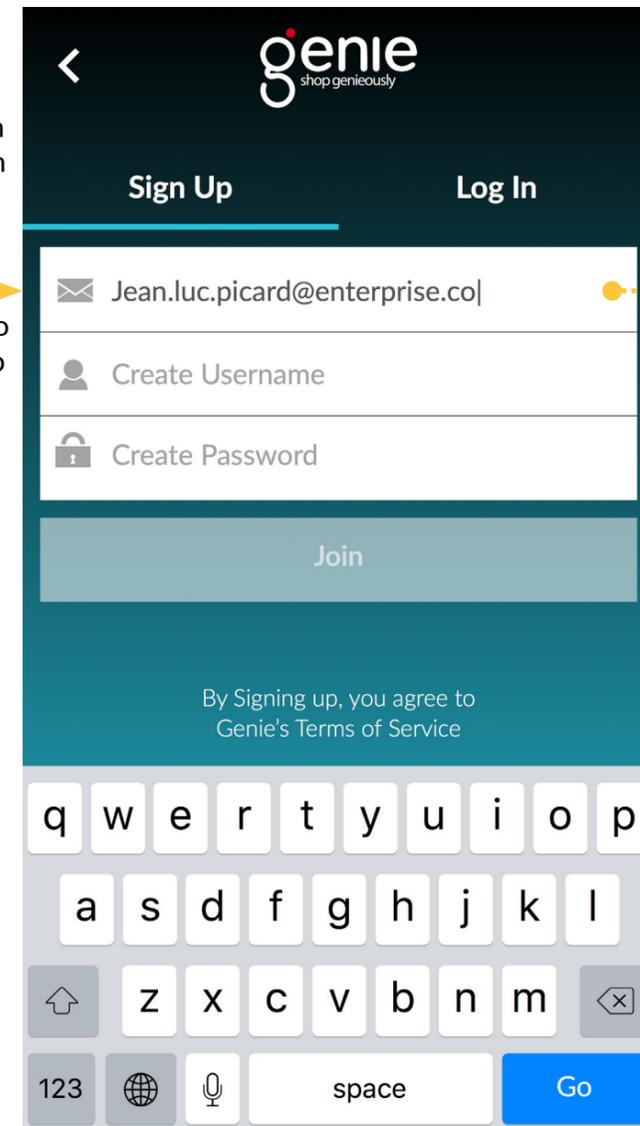
Tap to sign up or Log in



Sign up/ Log in  
(Toggle between sign up or log in)

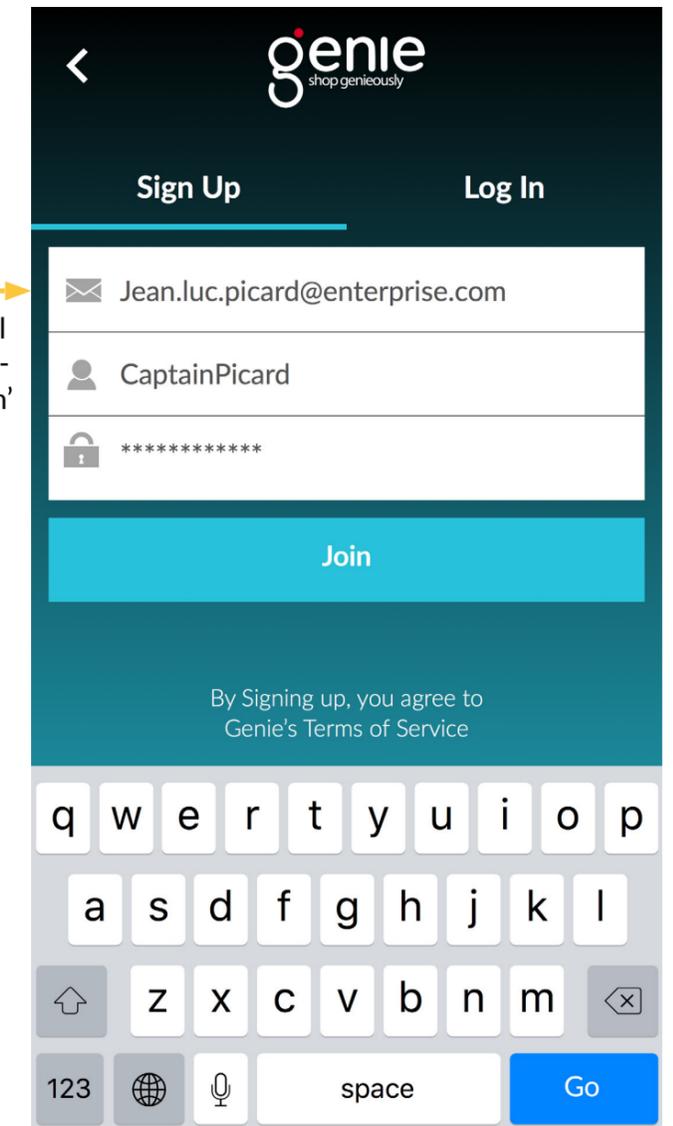
Toggle between Sign Up and Log In

Start typing to reveal sign up fields

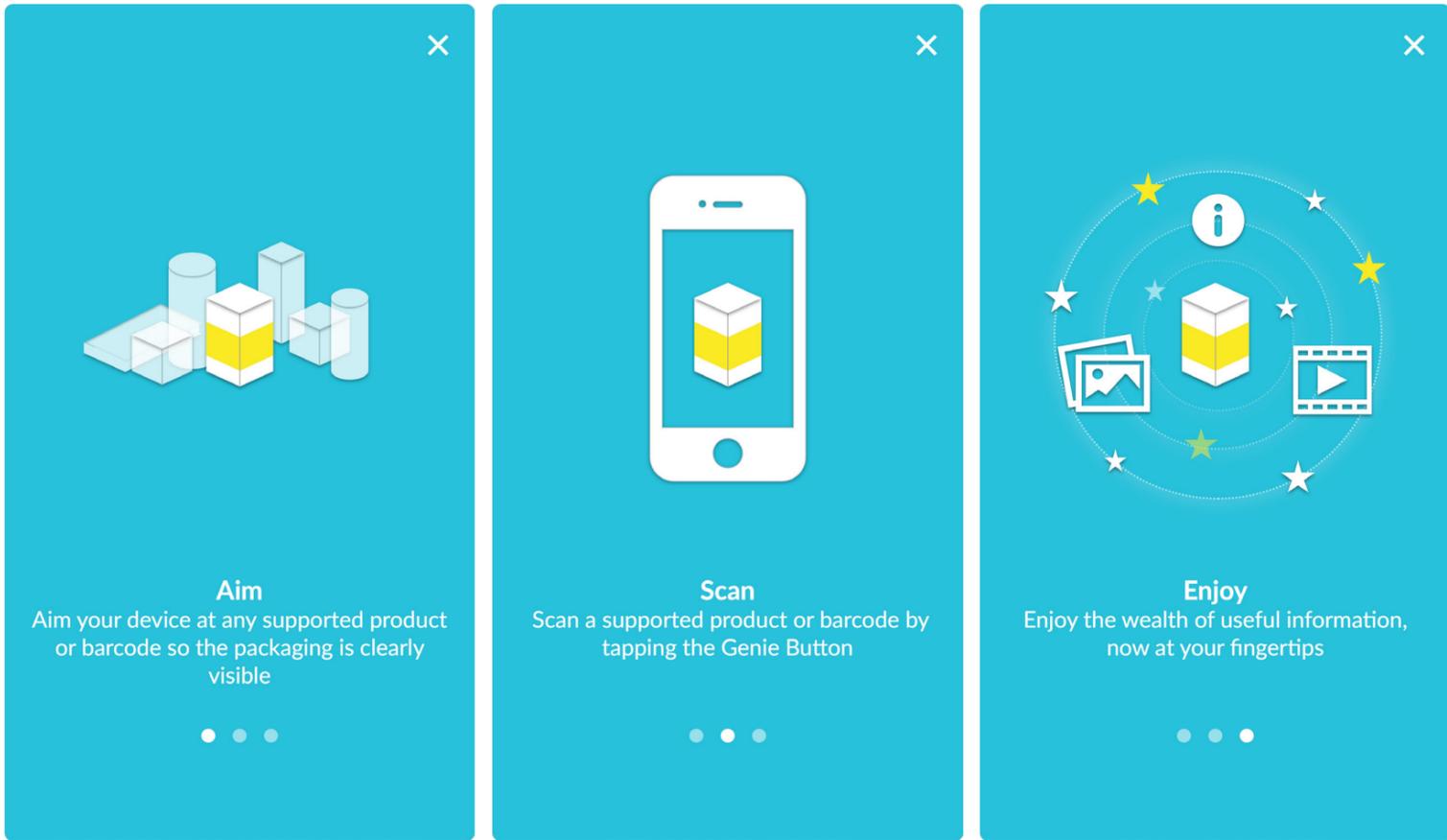


Sign up  
(Tapping reveals other fields)

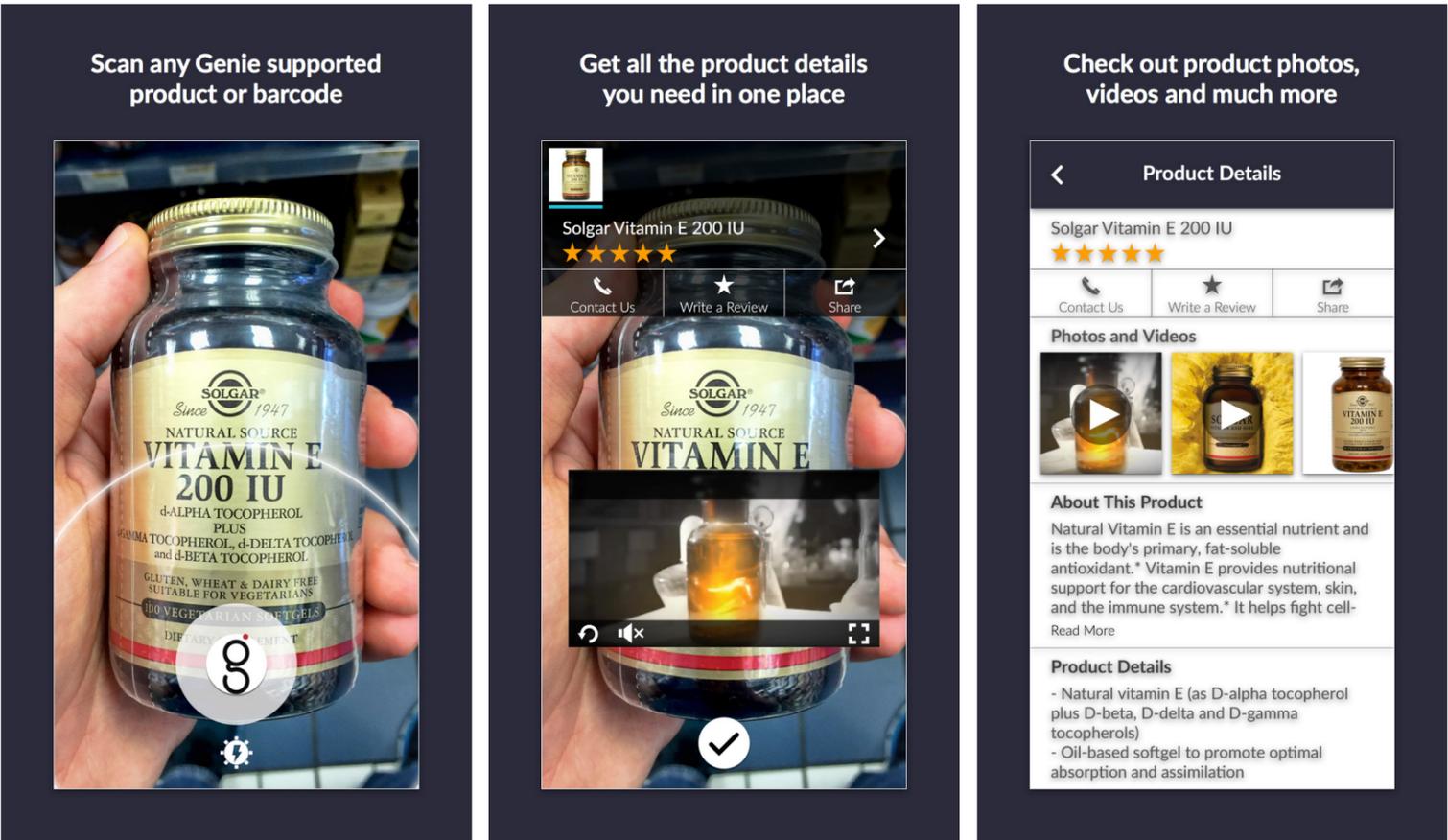
Complete all fields to activate the 'Join' button



Sign up  
(Join button activates when user completes all required fields)



Tutorials



App Store Screenshots

**Genie Typography Guidelines**  
**Font: Lato**

**1. HEADER** ● **Screen Title: 30 pt: Bold**

**2. TITLES** ● **Product Title: 26 pt, Bold**

**3. BODY TEXT** ● Product Description: 24 pt, Regular  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**4. ICON TEXT** ● Icon Text: 20 pt, Light  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dtolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

#FFFFFF

#333333

#333333

#333333

#000000

#FFFFFF

**1. HEADER (30 PT., BOLD)**

Screen titles in Top Nav Bar

**2. TITLES (26 PT., BOLD)**

- Product Titles (on details and recognized screens)
- Titles for all sections on Product Details Page
  - Photos and Video
  - About
  - Product Details
  - Reviews

**3A. BODY TEXT (24 PT., REGULAR)**

- All product descriptions and body text in reviews
- All titles in Settings screen
- All fields to fill (username etc) and all button text (save logout etc)
- All titles on Scan History screen
- Body text in About, Credits, Help, Legal Notices
- Pop up body text

**3B. BODY TEXT (24 PT., BOLD)**

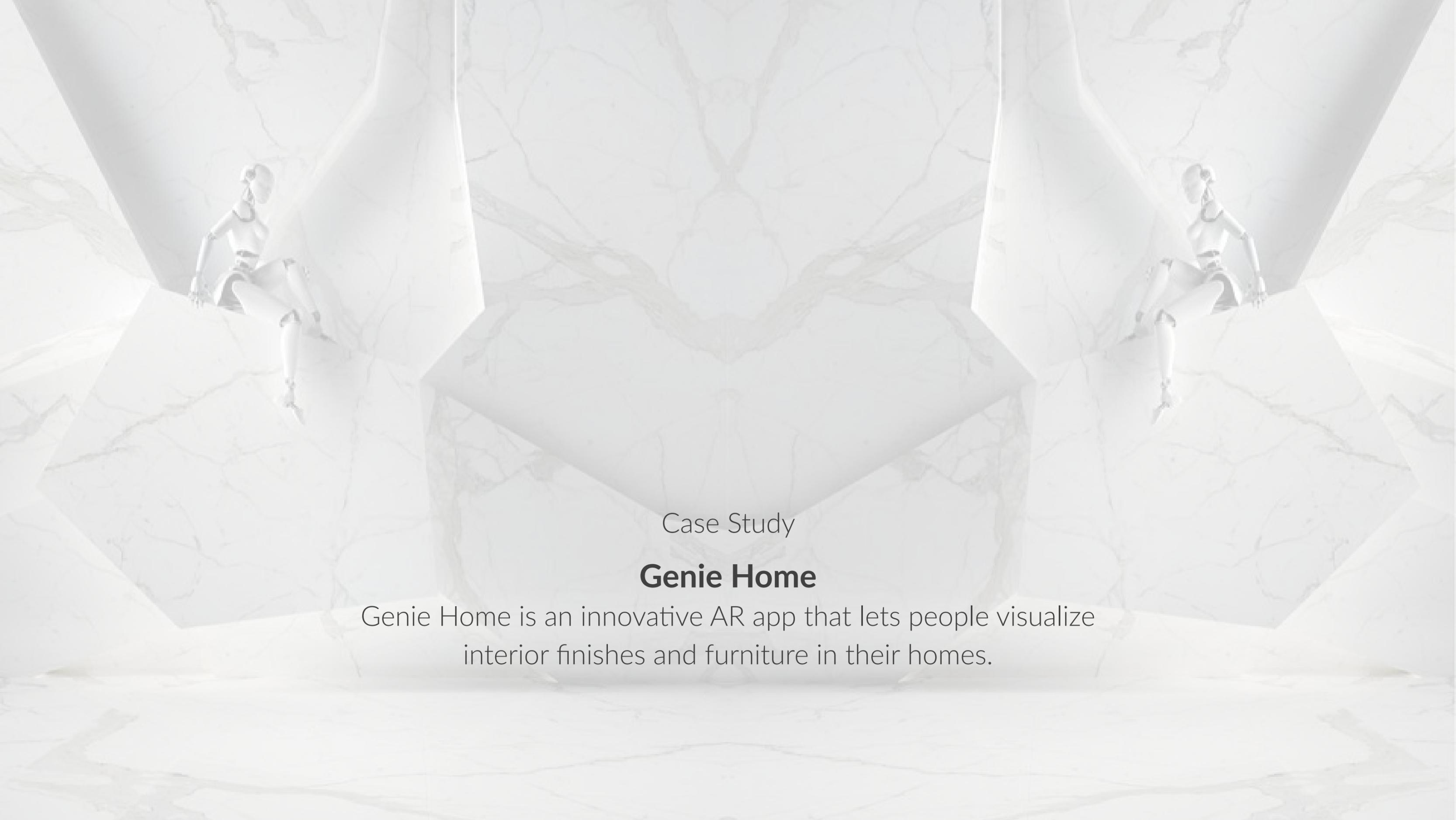
- Review Titles
- Pop Up Titles

**4A. ICON TEXT (20 PT., LIGHT)**

- Text for icons (eg: Contact, Write a review, share)
- Tap to Genie, Read more, Review by..., Show all reviews, forgot password, Tap to dismiss etc

**4B. ICON TEXT (20 PT., BOLD)**

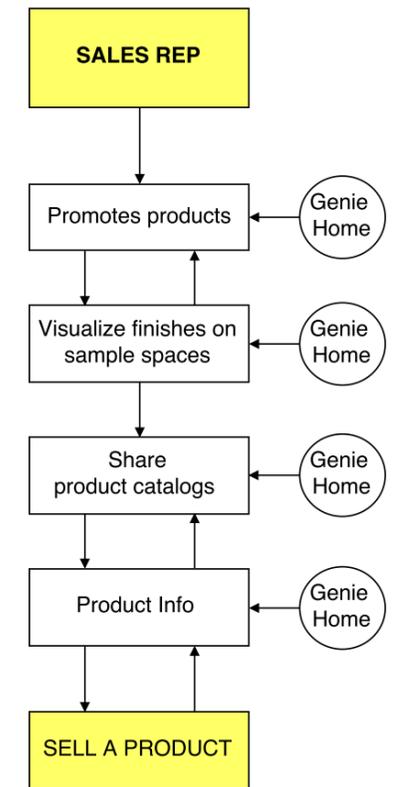
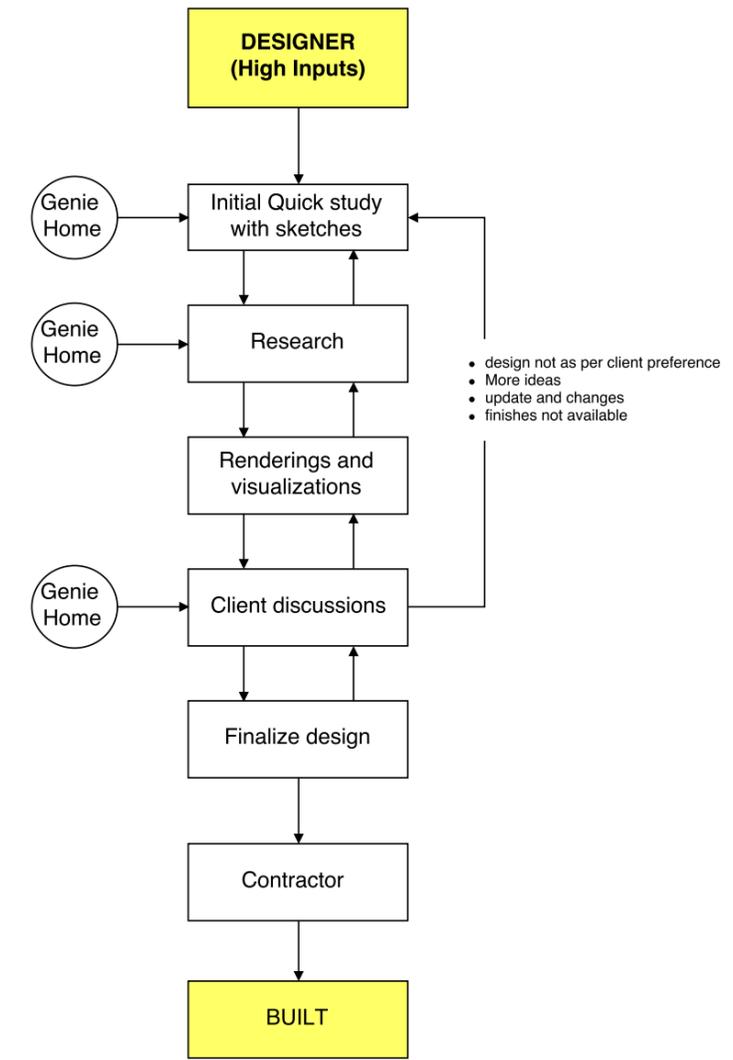
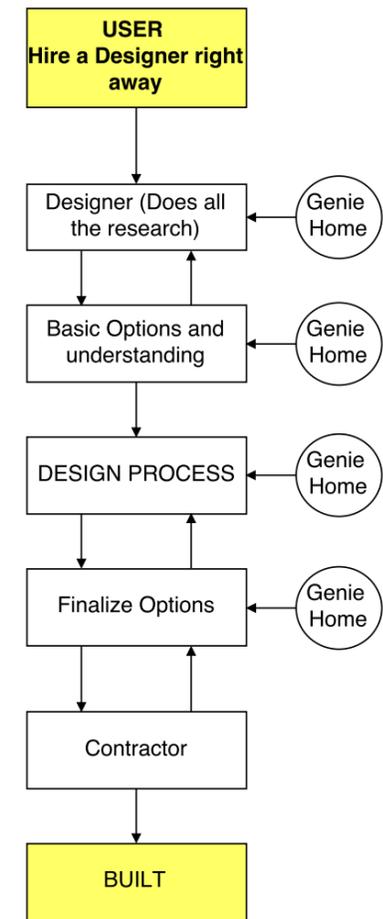
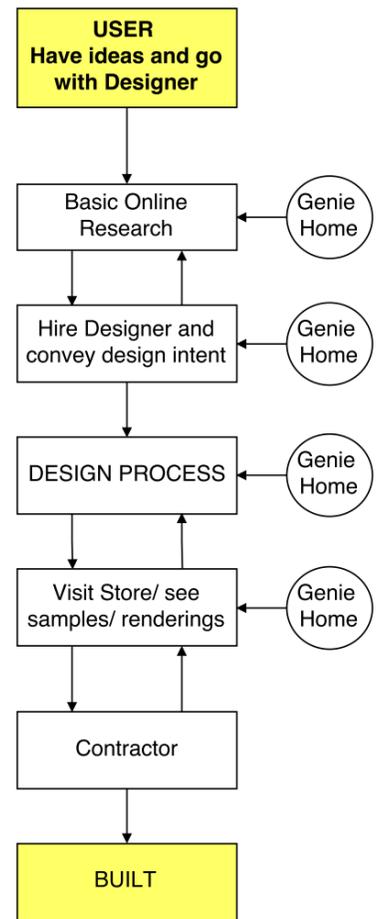
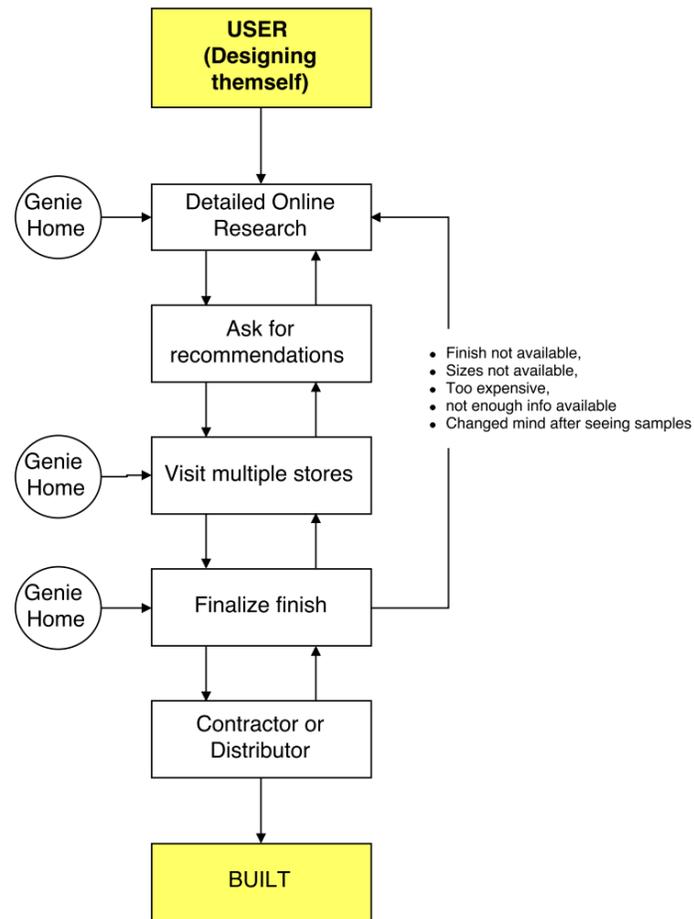
- Button Text for Top Nav. Eg: Submit, Clear all etc

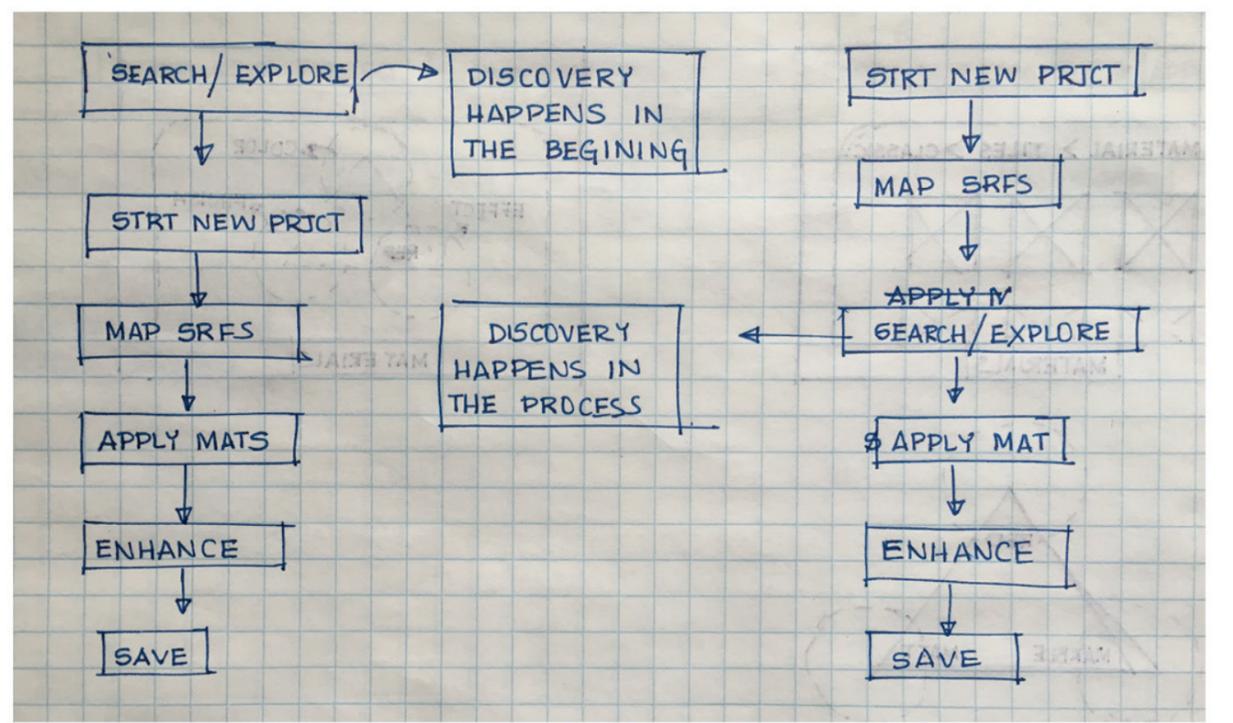
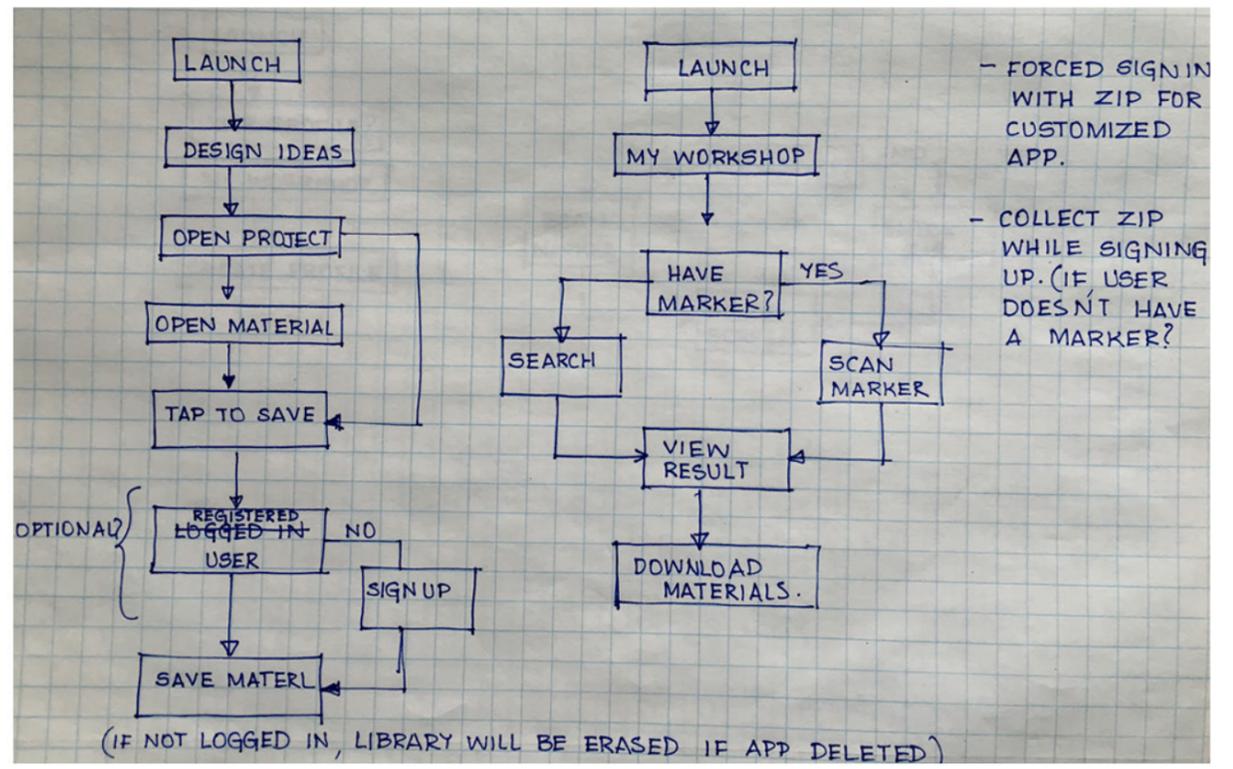
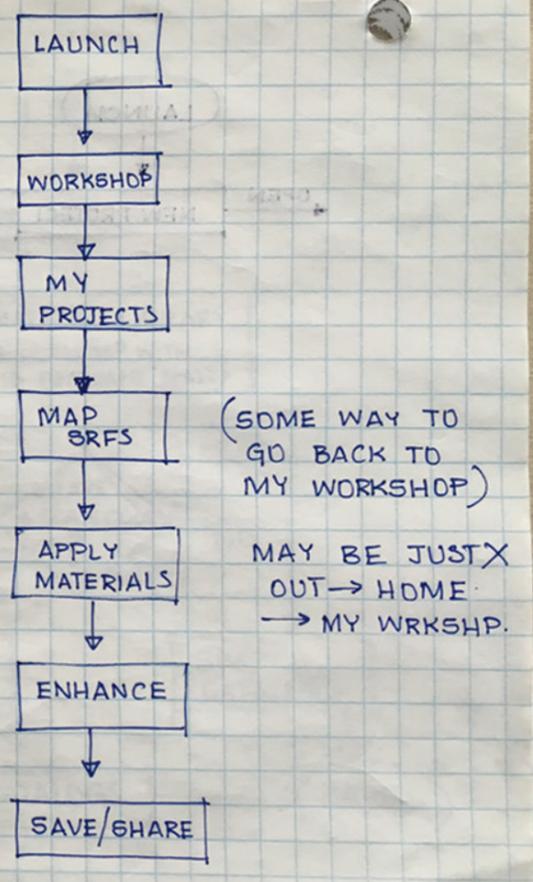
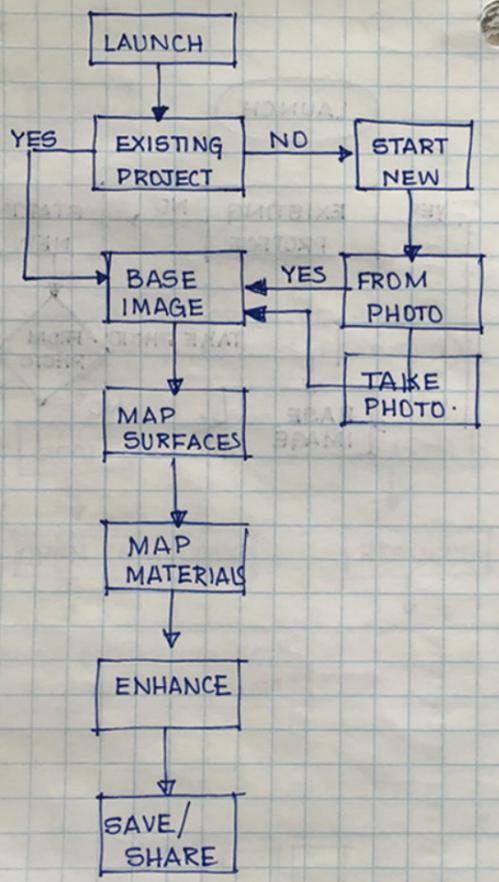
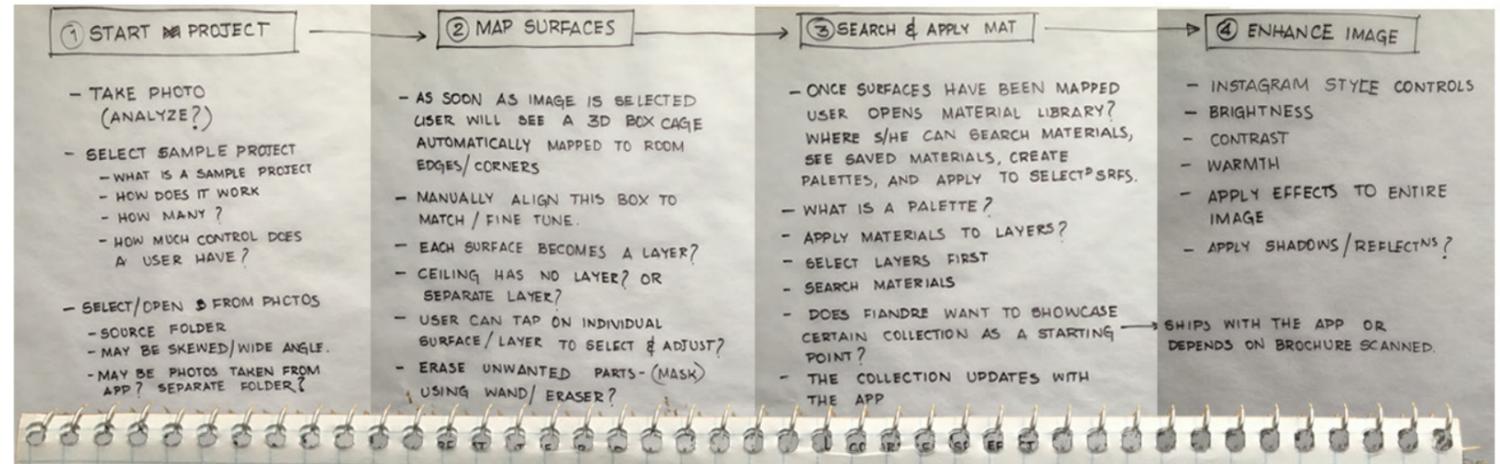


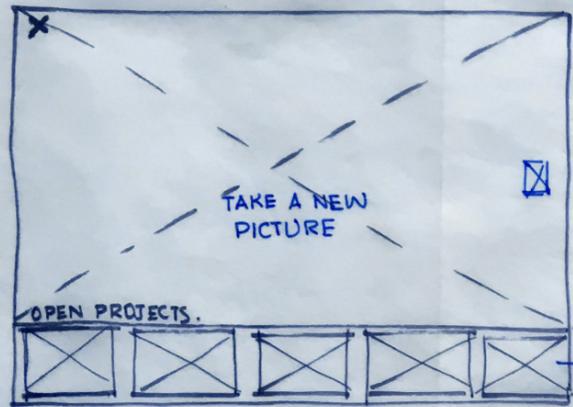
Case Study

## **Genie Home**

Genie Home is an innovative AR app that lets people visualize interior finishes and furniture in their homes.

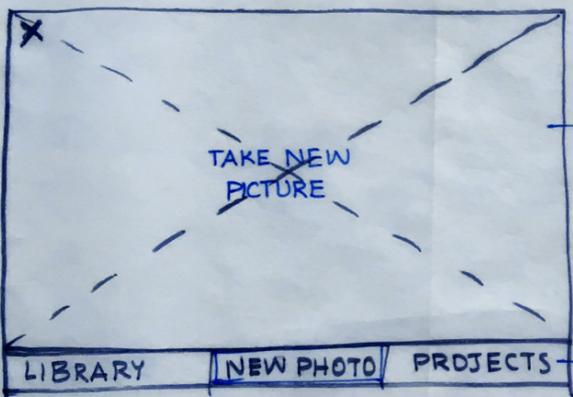






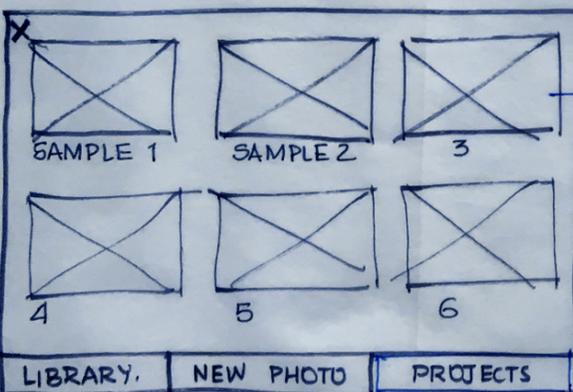
PROJECT CAN JUST BE 1 IMAGE INSTEAD OF GROUP OF IMAGES OF SAME ROOM?

OPEN PROJECTS (SAMPLE PROJECTS ON FIRST LAUNCH.)

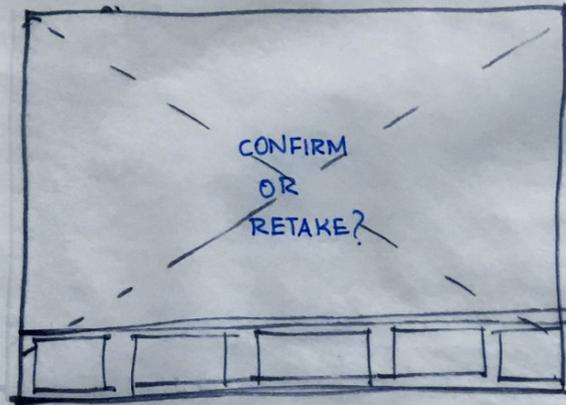


DEFAULT CAMERA VIEW

TOGGLE BETWEEN PROJECTS (SAMPLE+NEW) LIBRARY (SHOULD WE?) NEW PICTURE.

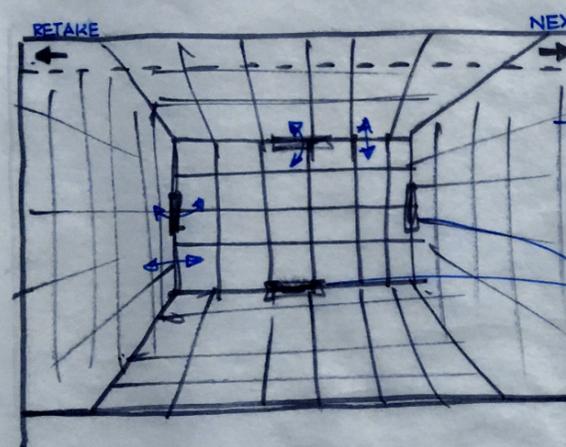


DEFAULT SAMPLE PROJECTS ON LAUNCH & THEN TOGGLE TO BET<sup>N</sup> NEW PHOTO / LIBRARY.



- UNDO  
- REDO

- LAYERS?  
- ADD SRF.  
- DEL. SRF.  
- ADD SRF  
↳ WALL FLOOR COUNTER.  
- SAVE  
- CANCEL



REF. CUBE ALIGNS AUTOMATICALLY & USERS CAN FINE TUNE.

AXIS TO ROTATE REF. CUBE IN X-Y PLANE OR X-Z PLANE.

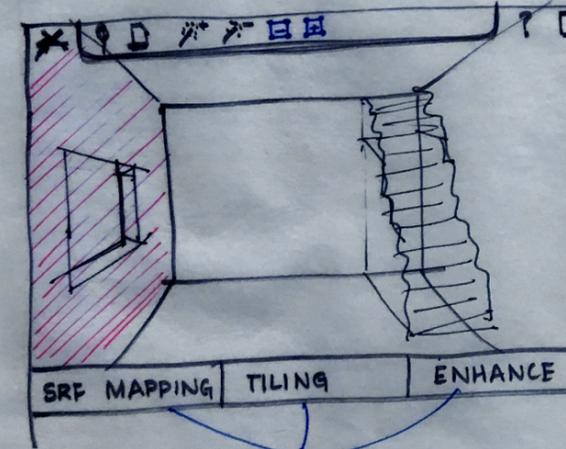
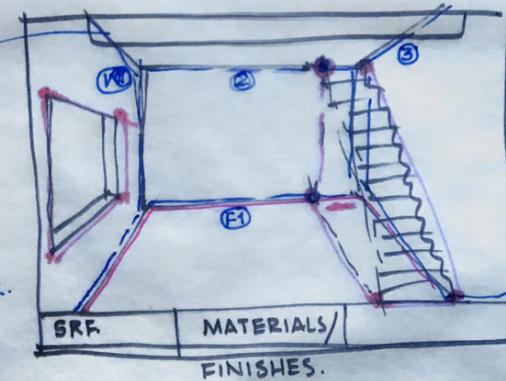


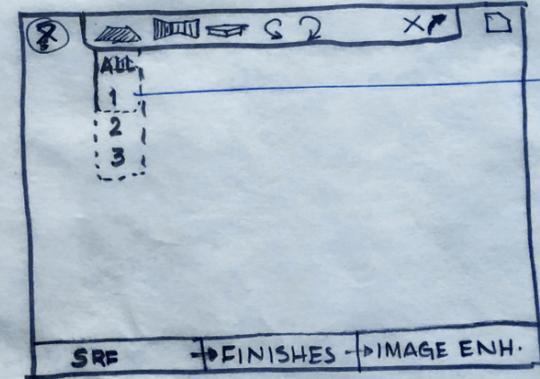
IMAGE WITH 3D BOX LIGHTENED. TAP ON ANY SRF TO MASK OUT ANY PART (STAIRS / WINDOWS ETC)

OPTION 2 → BOX IS TREATED AS ONE OBJECT IN SURFACE MAPPING, USERS CAN JUST ERASE ANY UNWANTED SRF PARTS (STAIRS ETC)

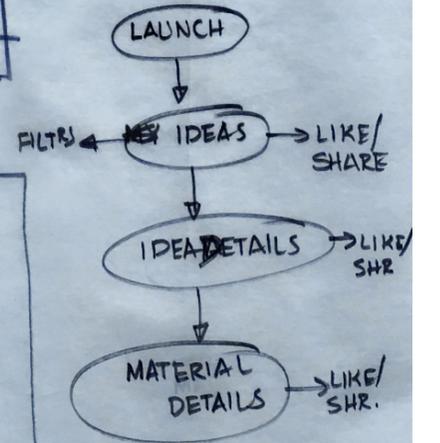


TOOLS FOR FINE TUNING  
- ERASER  
- BRUSH  
- ADD POLYGON  
- SUBTRACT POLYGON  
- WAND +/- ?

\* USER SHOULD BE ABLE TO ZOOM IN/OUT FOR BETTER EXPERIENCE.  
- 3D BOX IS LOCKED AT THIS STAGE.

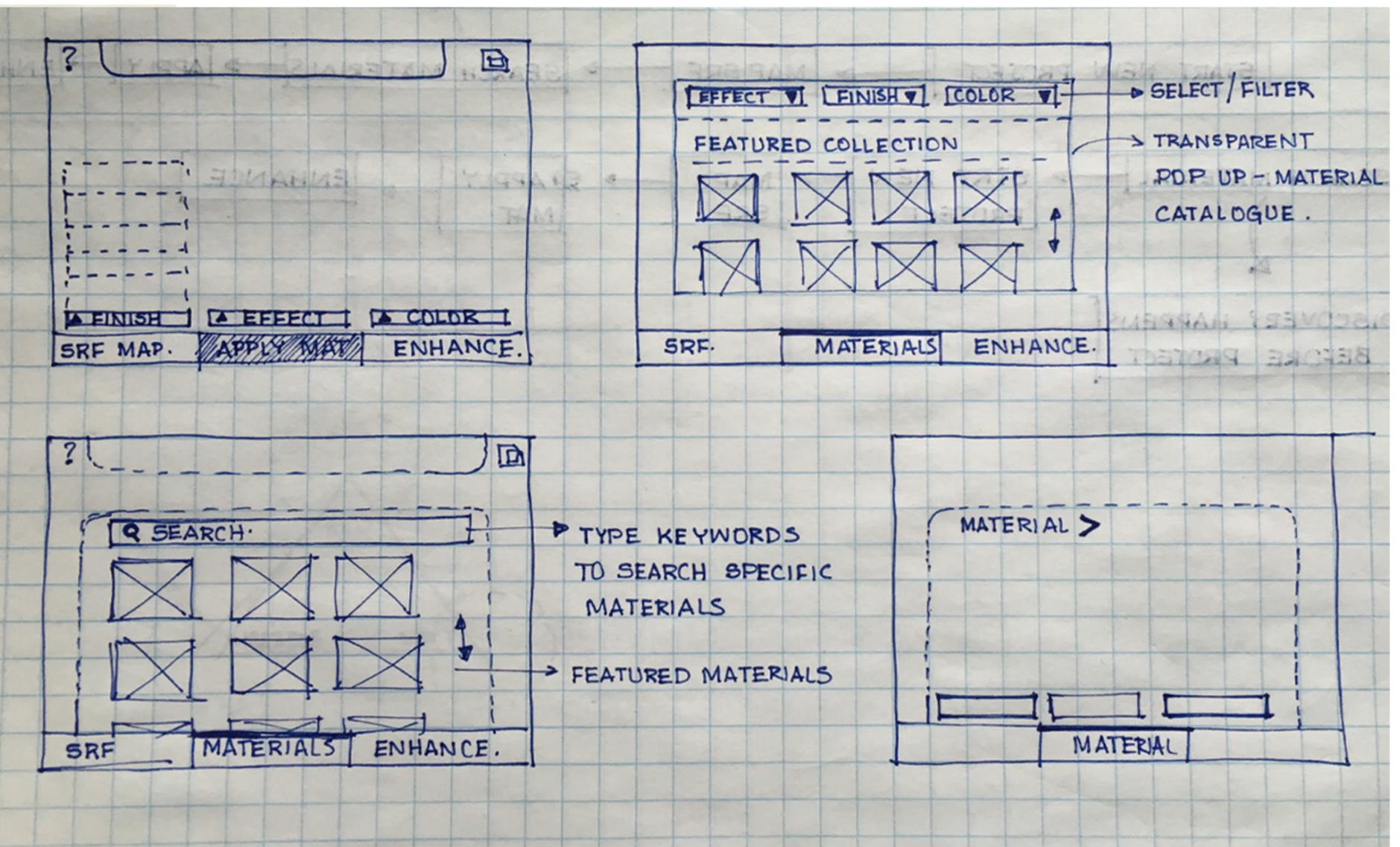
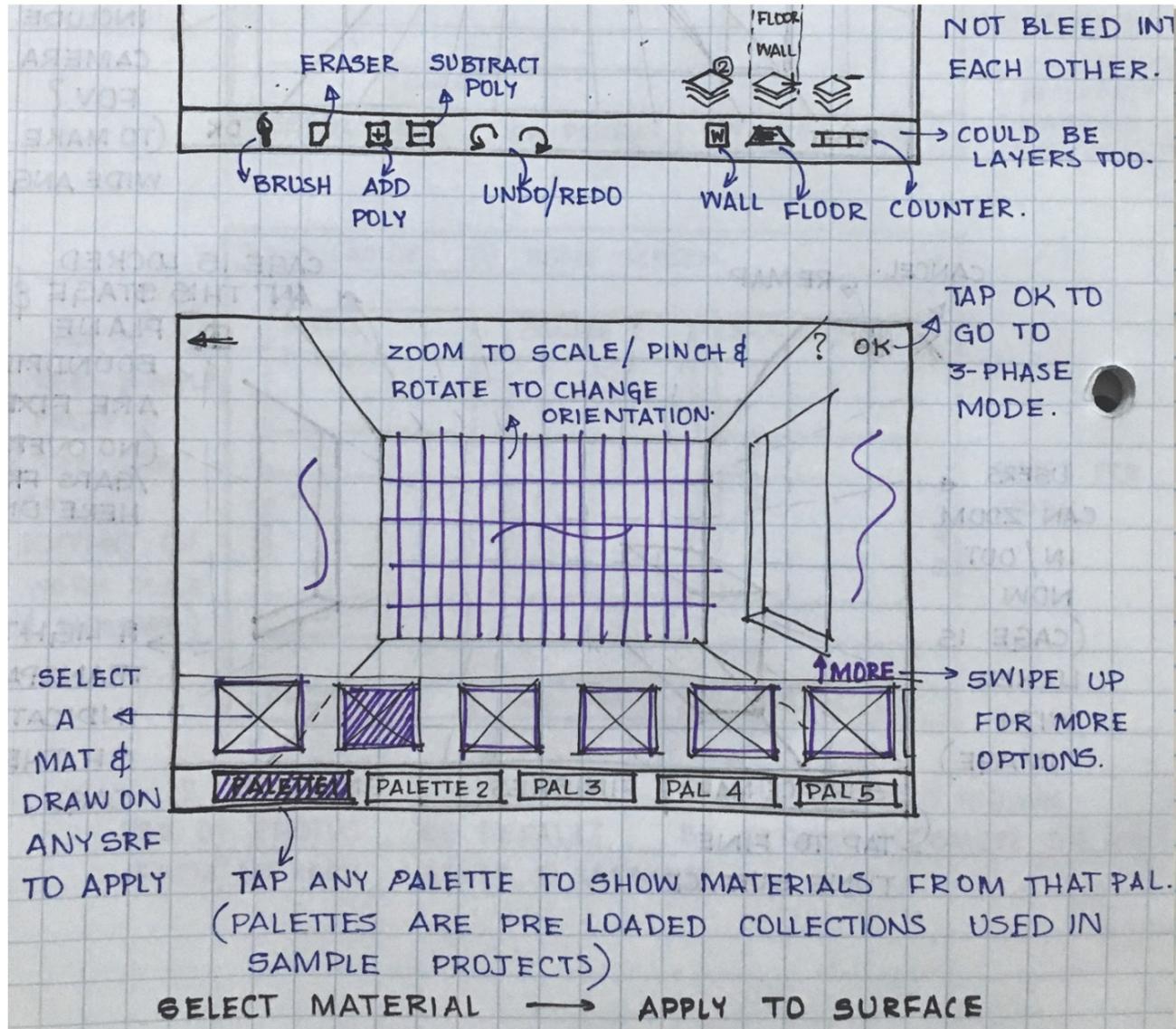


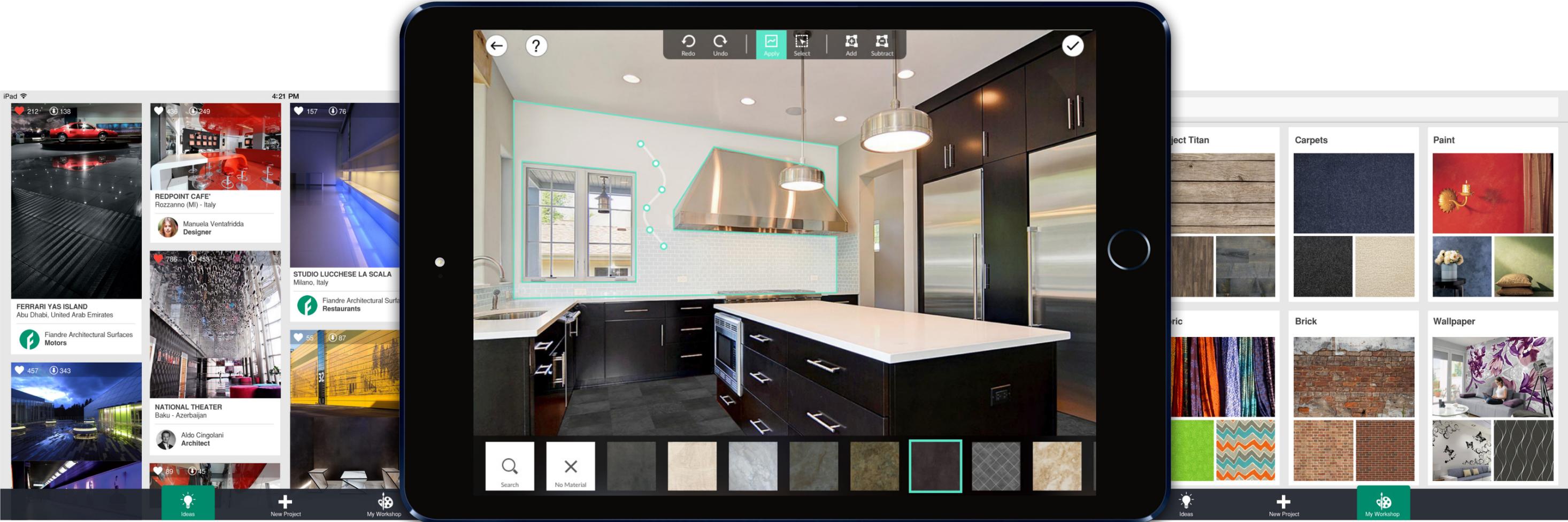
BY DEFAULT ALL WALLS / FLOORS ARE SELECTED. USERS CAN OPEN DROPDOWN MENU TO SELECT ANY PARTICULAR SRF.



- LIKE | SHARE ← IDEAS / MATERIALS  
- FILTERS TO SEE SPECIFIC IDEAS

USERS CAN TOGGLE BET<sup>N</sup>

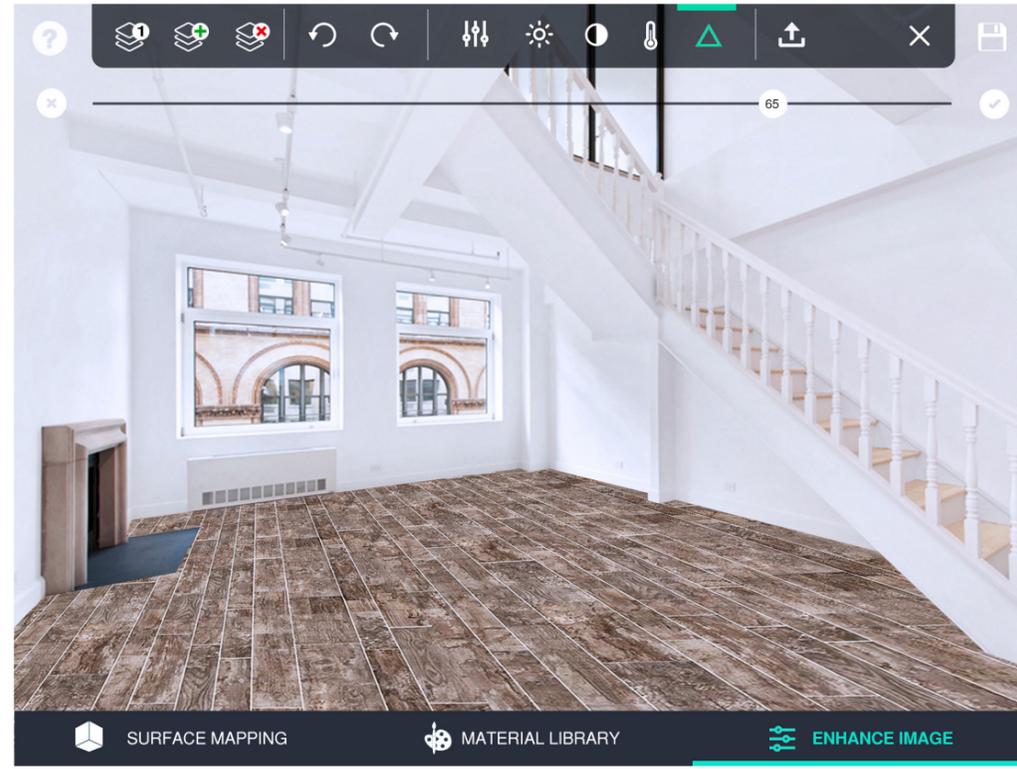
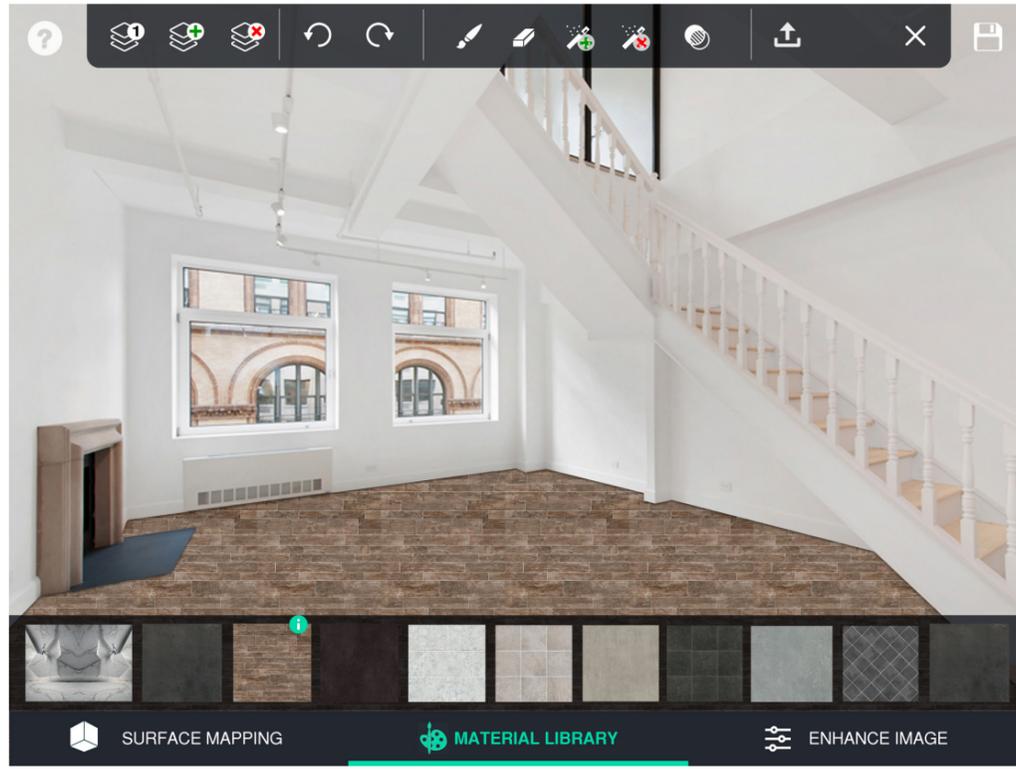
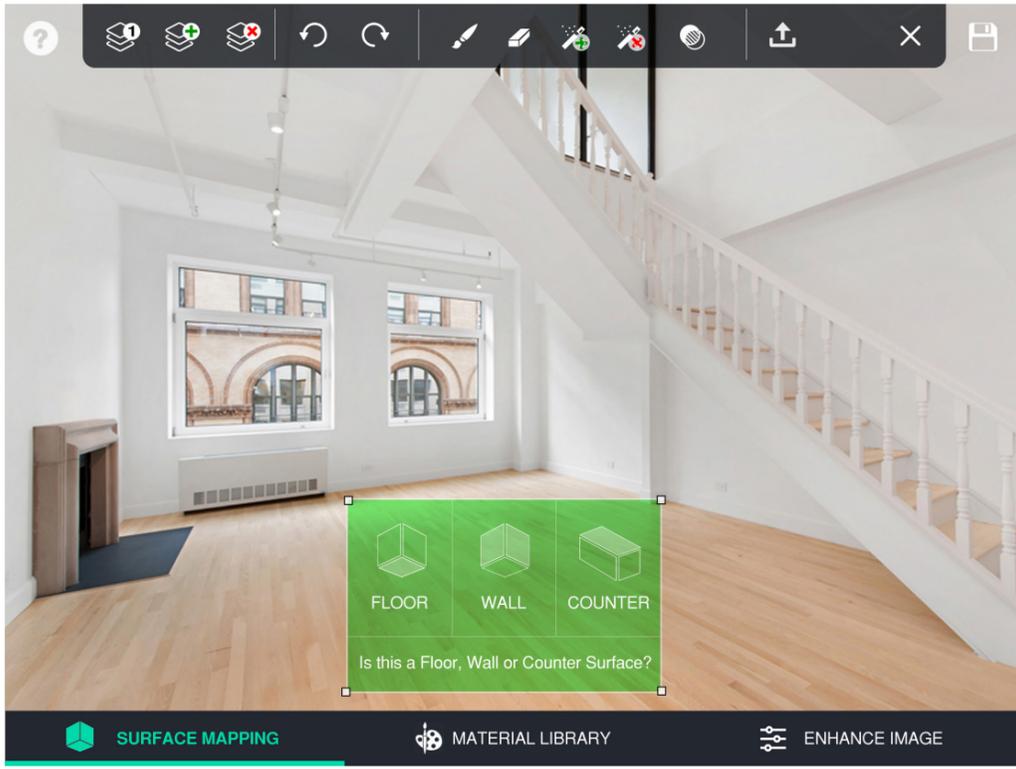




Explore Design Ideas

Visualize products

Material Library



**Map Surface**

(Using control points and tools such as eraser, brush and magic wand)

**Apply Materials**

(From personal material library and control reflections, glossiness etc.)

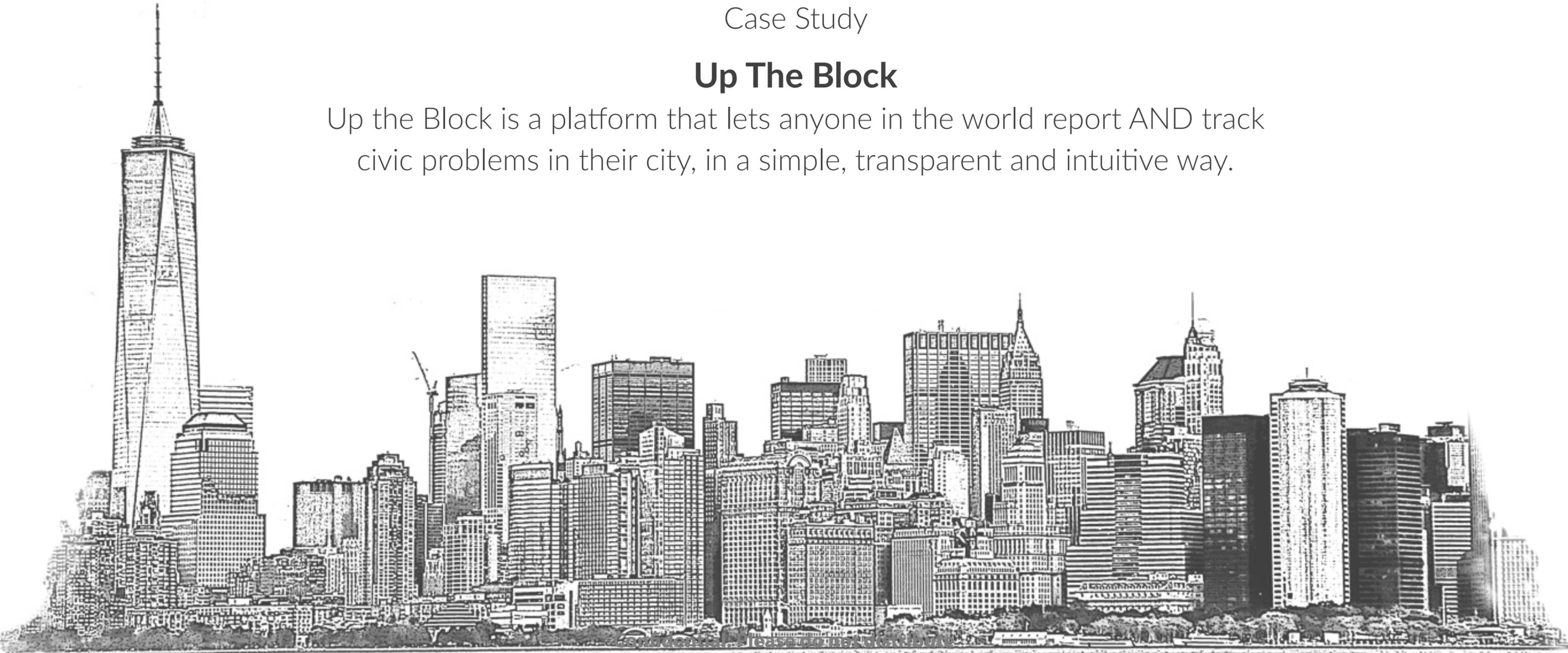
**Enhance Image**

(By applying filters, and controlling brightness, contrast, warmth and structure)

Case Study

## Up The Block

Up the Block is a platform that lets anyone in the world report AND track civic problems in their city, in a simple, transparent and intuitive way.





### **Opportunity**

Record 28 Million 311 contacts in 2014



### **High Cost**

\$3- \$5 Average cost per call!



### **Inefficient**

Multiple reports for the same problem



### **Lack of Transparency**

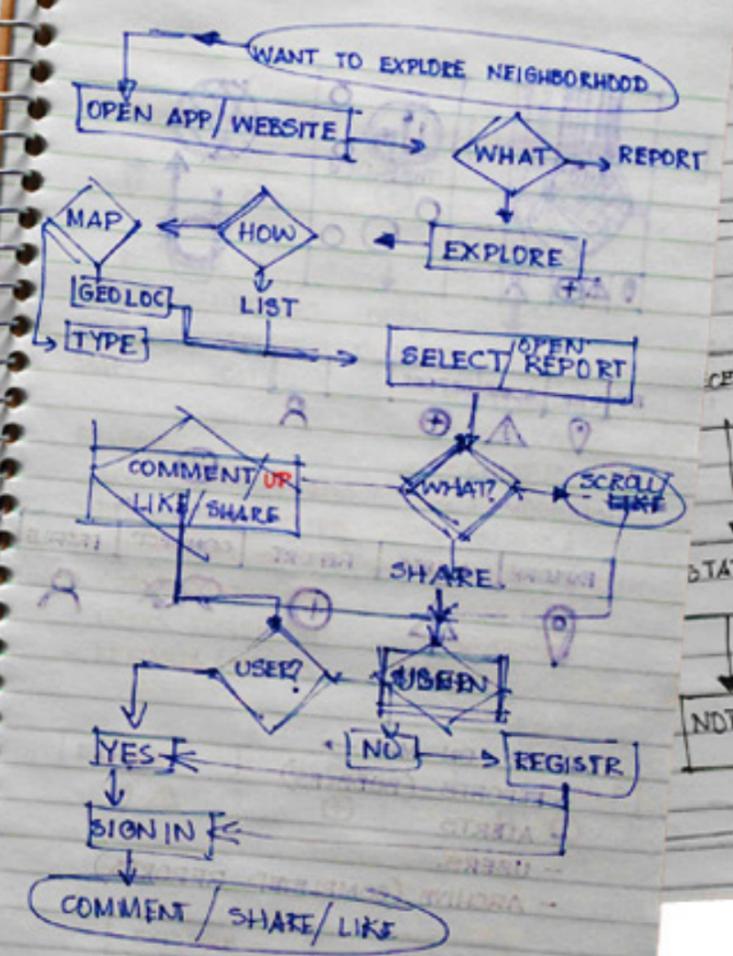
Difficult to access data and track existing reports

**TASKS**

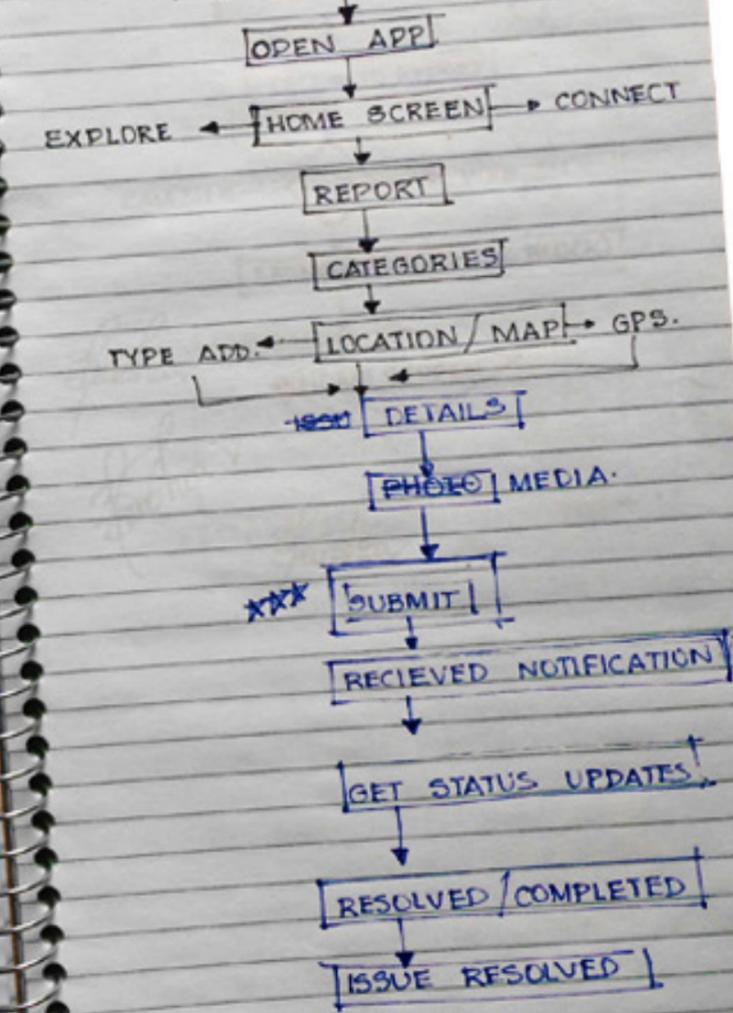
- UPLOAD PHOTOS / VIDEOS / AUDIO.
- SET LOCATION
- TURN MAP LAYERS ON / OFF.
- TYPE TEXT, ANSWER QUESTIONS.
- REGISTER
- SIGN IN
- COMMENT
- LIKE / UP
- SHARE
- SUBMIT ANONYMOUSLY.
- GET ALERTS / NOTIFICATIONS.
- SIGN UP FOR ALERTS.
- TOGGLE BETW LISTS / MAPS.
- GET INFO ABT AGENCIES / CITY.
- CITY DATA FROM AGENCIES.
- GET FUN FACTS ON WELCOME SCREEN.
- INFOGRAPHICS FROM DATA.

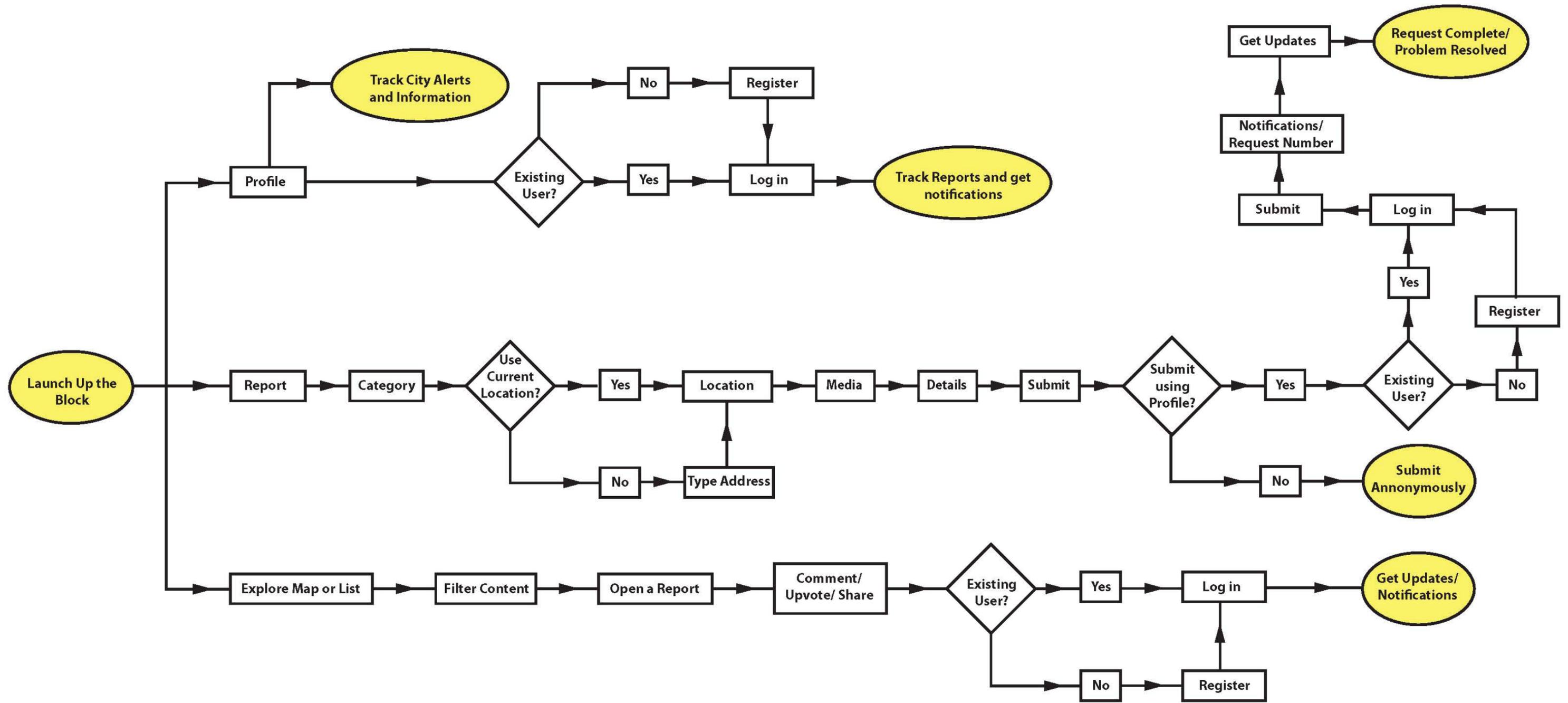
GOAL - REPORT & RESOLVE A CIVIC PROBLEM

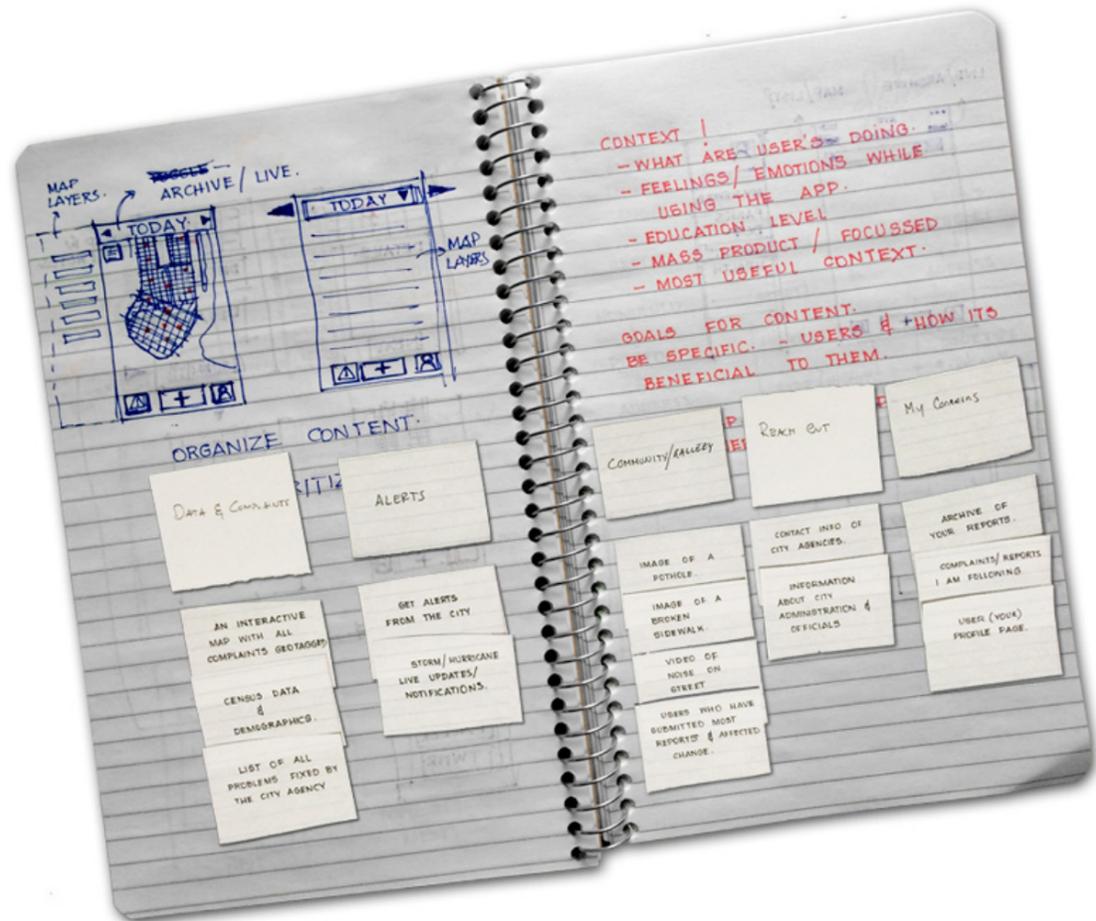
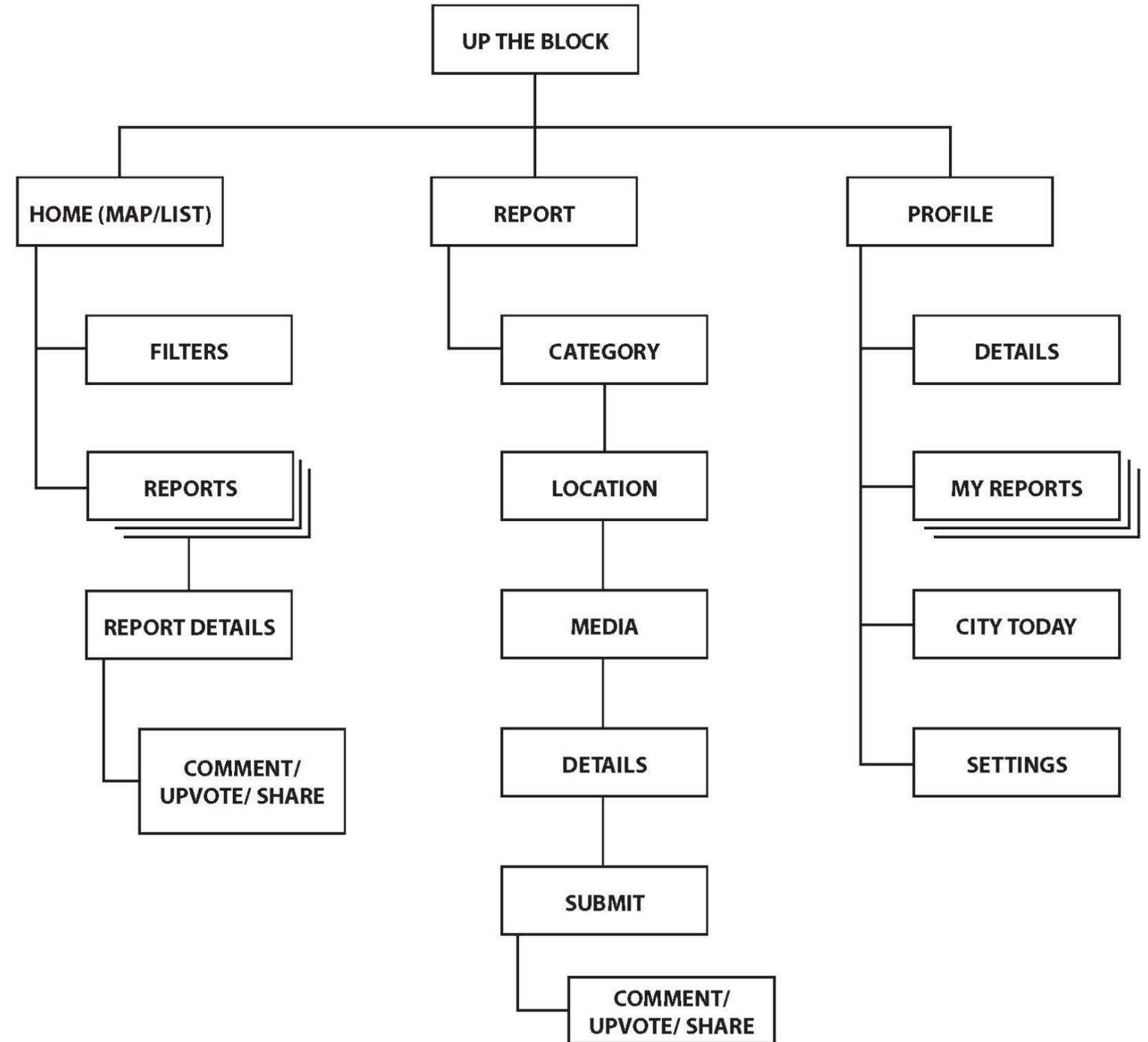
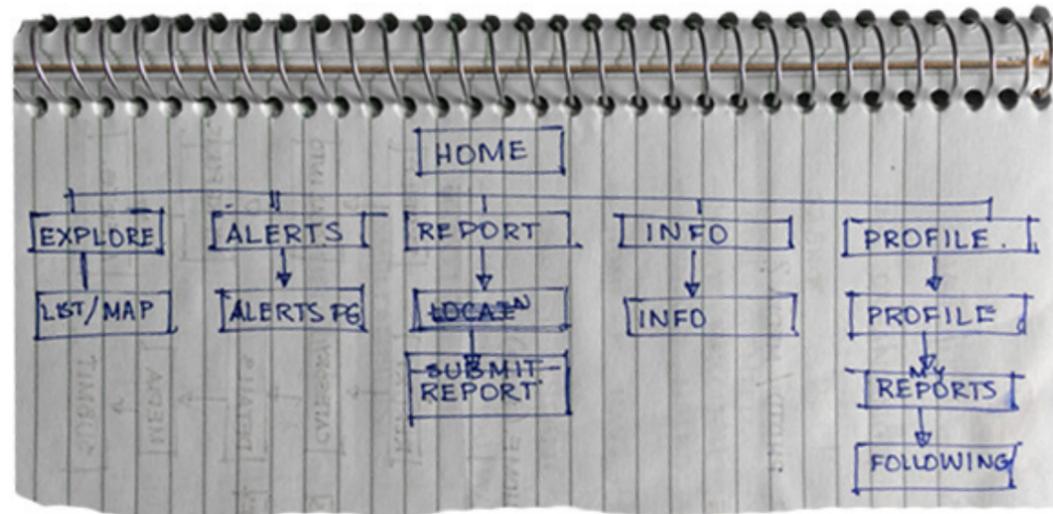
SEE / EXPERIENCE A PROBLEM

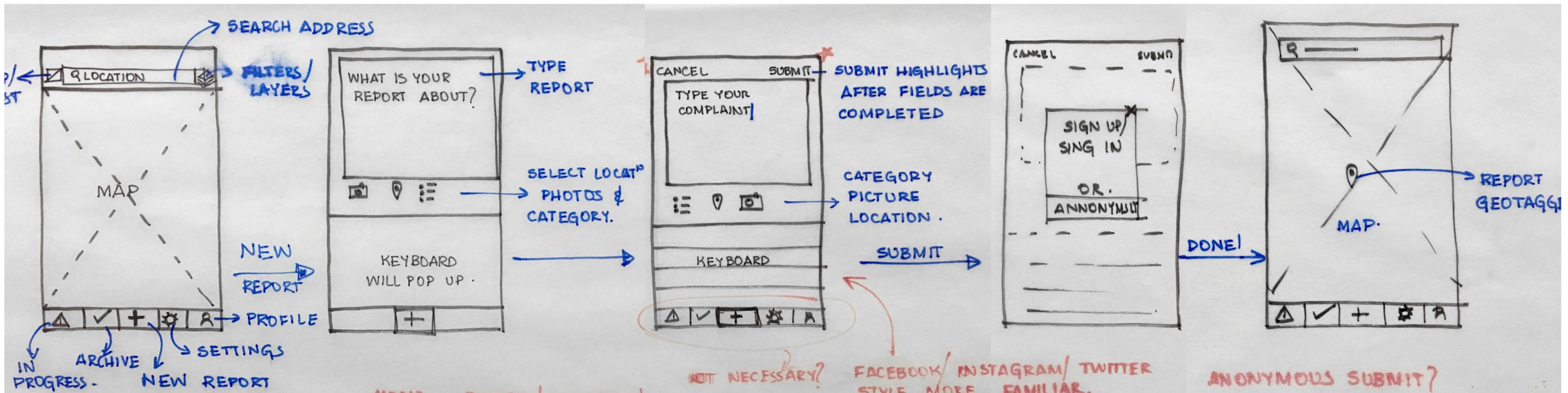
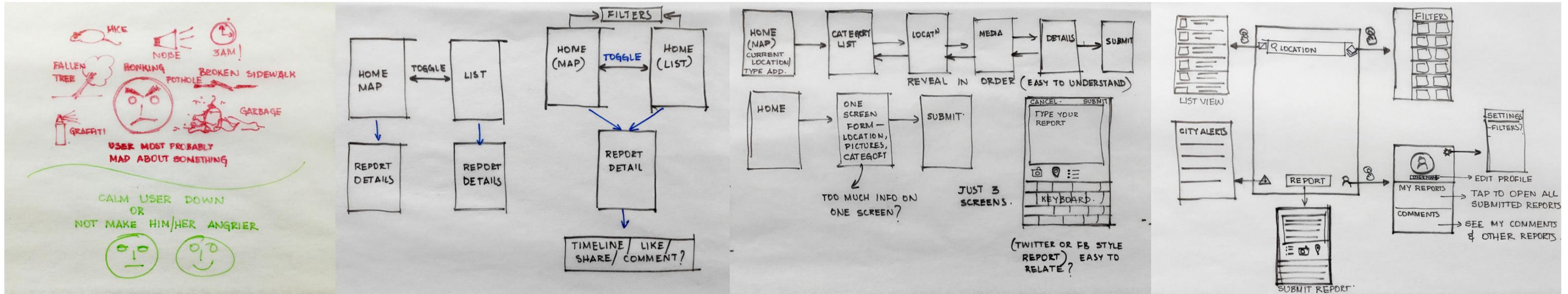


SEE / EXPERIENCE PROBLEM



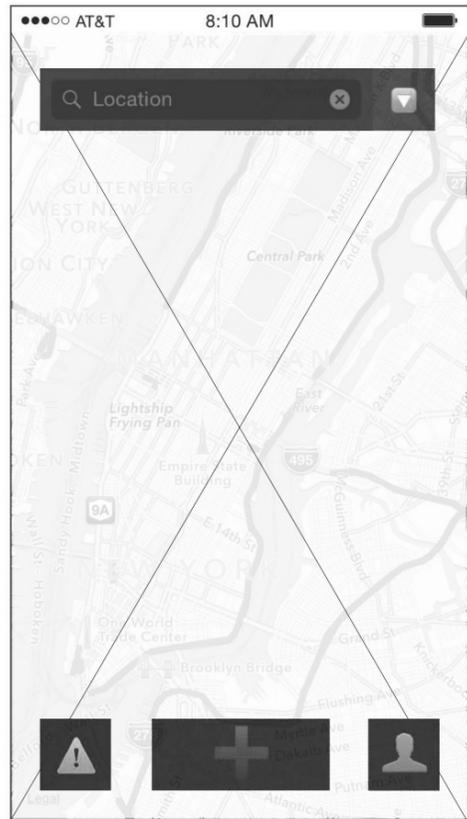




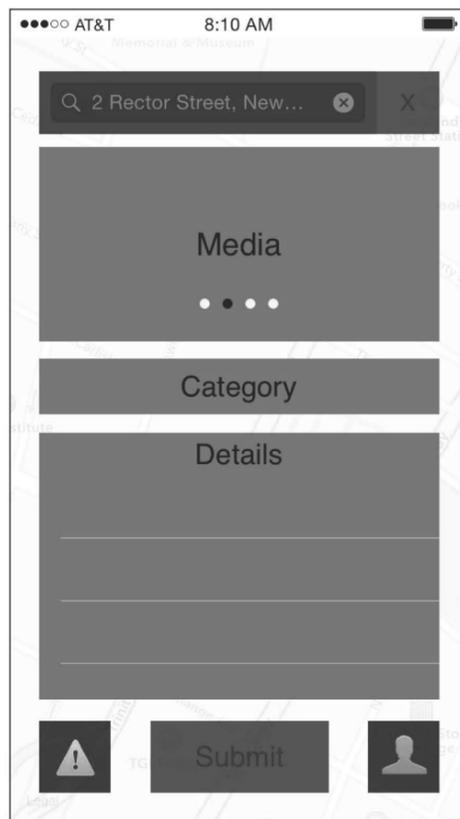




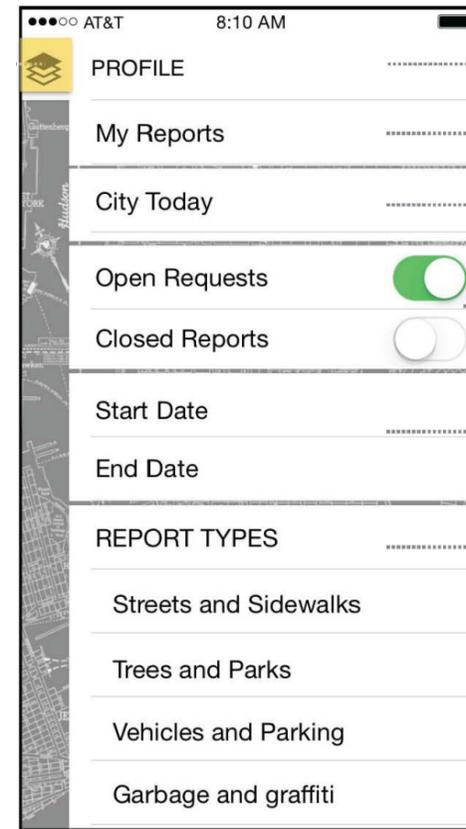
# Home Screen: Iterations and quick prototypes



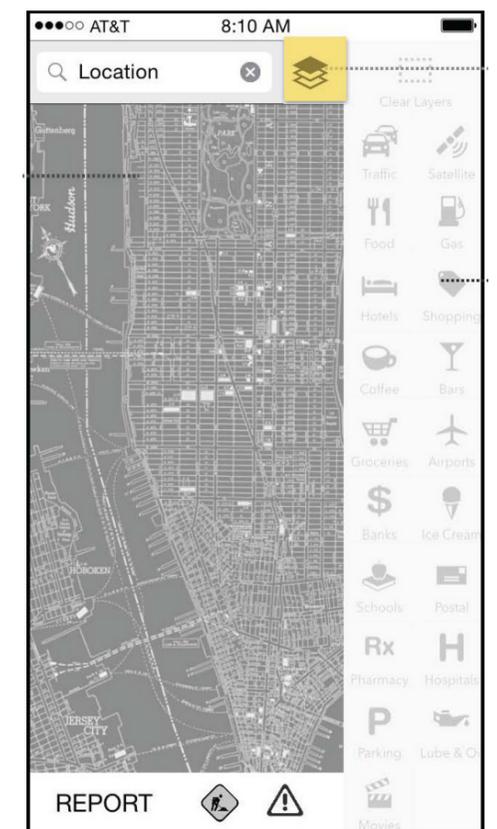
Option A: Full Screen Map

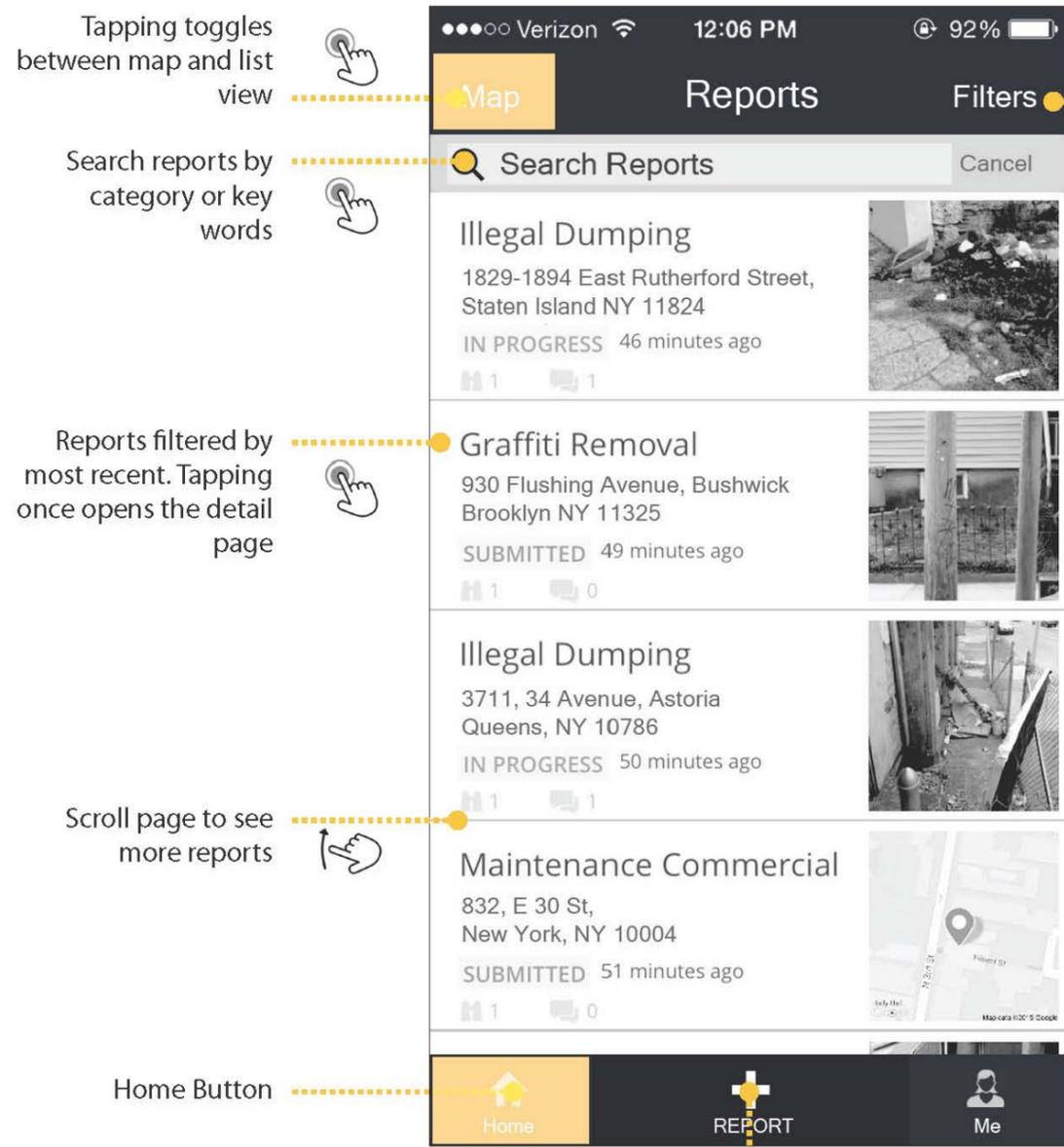


Option B: One Button



Option C: 5 Buttons





Tapping toggles between map and list view

Search reports by category or key words

Reports filtered by most recent. Tapping once opens the detail page

Scroll page to see more reports

Home Button

Tapping the Filter button opens the filter tray where users can control layers of the map. Eg: Report categories, dates etc

Home Screen (List View)



Tapping the Filter button opens the filter tray where users can control layers of the map. Eg: Report categories, dates etc

Search bar to search location. Tapping brings up the keyboard and autofills as user starts typing.

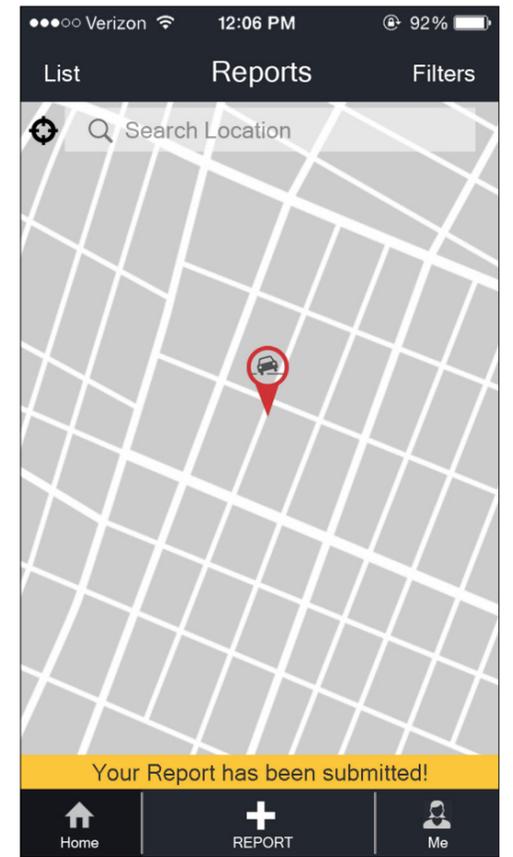
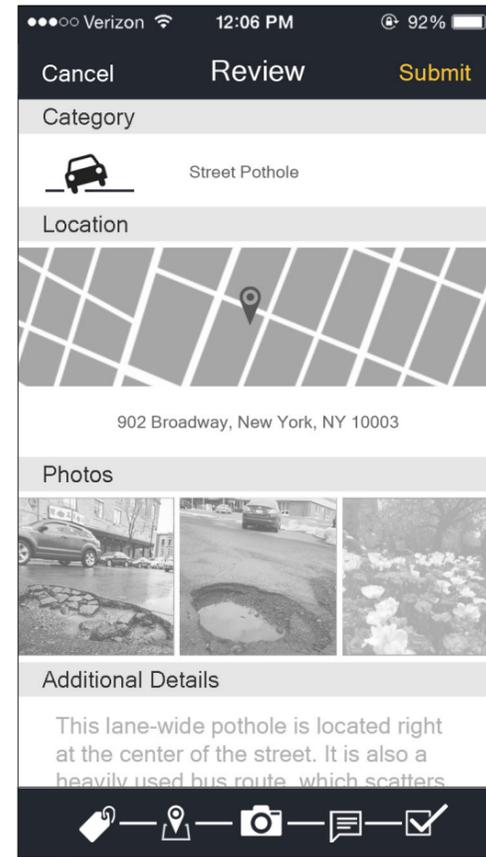
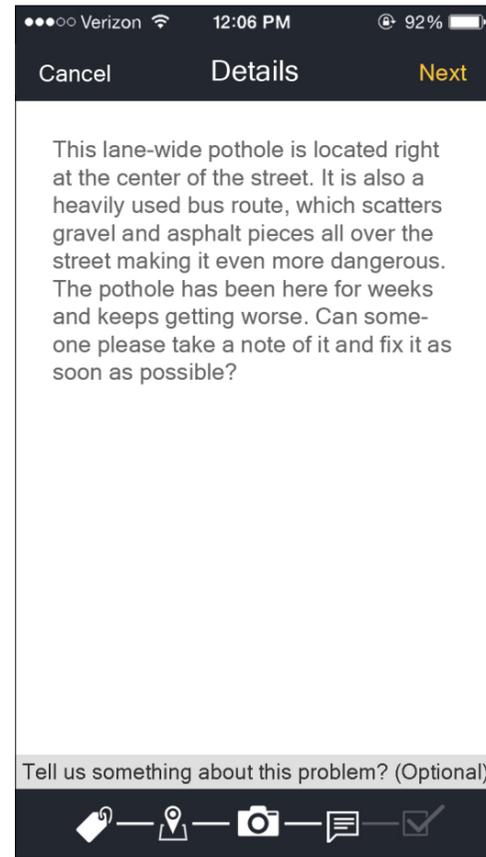
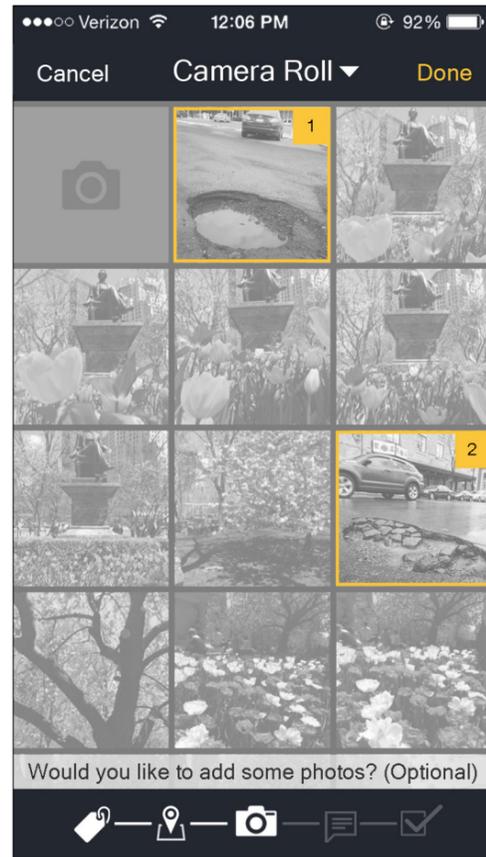
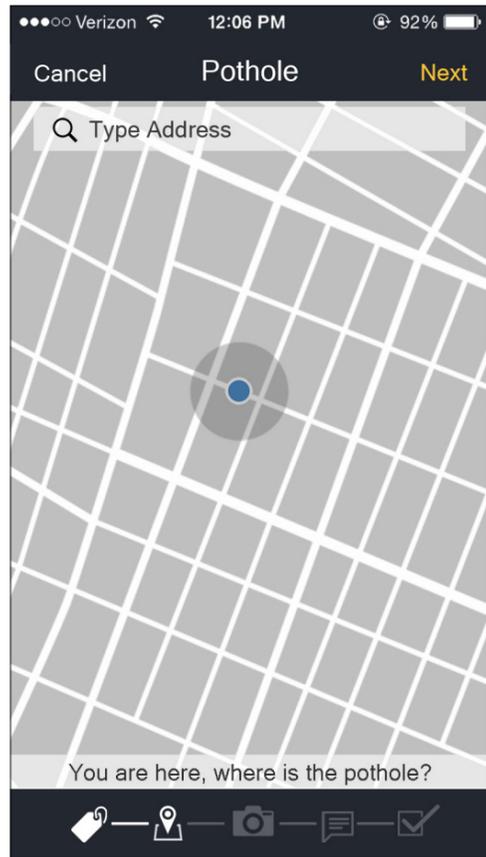
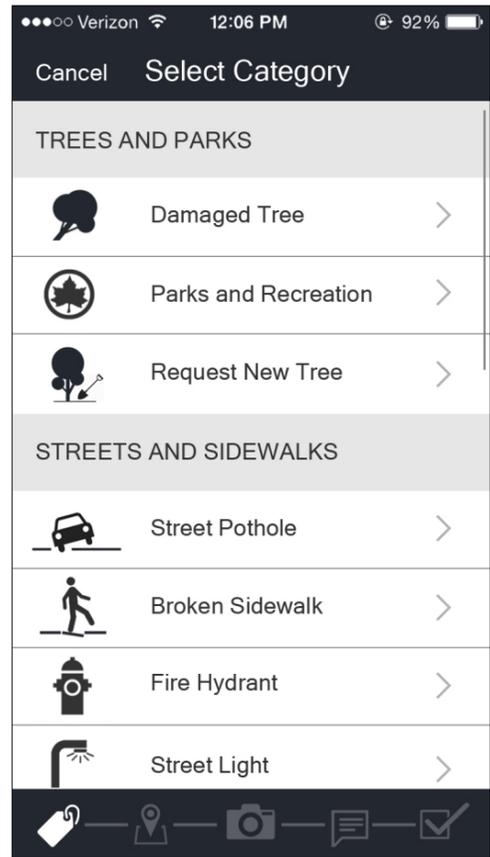
Map with real time reports represented by colored dots, each representing a category of complaint. Zoom in and out by pinching.

Tapping the profile button opens the profile page where users can see their reports, drafts, comments, upvotes and the 'city today' page

Home Button

Tapping the Report button opens the category page, initiating the reporting process

Home Screen (Map View)



**Select Category**  
(Mandatory)

**Select Location**  
(Mandatory)

**Add Photos**  
(Optional)

**Report Details**  
(Optional)

**Review Report**

**Report Submitted**

### Up the Block: An App for Greater Transparency in NYC's 311 System

Posted In Architecture, New York, News 10/30/2015 at 12:00 pm  
by Untapped Cities



An app that lets you report AND track non emergency, civic problems in your neighborhood



New York City's largest civic tech expo - [BigApps Demo Day](#) is happening this Sunday, at the ['Made in NY Media Center](#) in DUMBO. Now in its sixth year, the [NYC BigApps](#) challenge is the premier civic tech initiative of the City of New York and powered by more than 1300 municipal data sets offered through the [NYC OpenData portal](#). Spanning over five months, the 'BigApps' competition challenges developers, designers, and entrepreneurs to create innovative technology to help solve pressing civic challenges our city faces- Affordable housing, zero waste, connected cities and community engagement.

[Up The Block, powered by 311](#), an app envisioned and designed by writer and UX designer, Bhushan Mondkar is one of the fifty shortlisted projects that will be presented on Demo Day. The team, that also includes Untapped Cities founder Michelle Young, Augustin Pasquet, Jessica Faith, and Patrick Mattei, aims to re-imagine certain aspects of the 311 system, while building upon the success of the [current NYC 311 app](#).

### Media Coverage

(Story published on Untapped Cities)



Mashable: This is what building NYC's new subway stations looks like



A Photographic Tour of Manhattan from the Air with New York On Air



Circumnavigate Manhattan on a Architectural Boat Cruise with AIA



4 World Trade Center: Photographic Journey from Ground Zero to 978 ft.



The Great Saunter Explores the Entire Perimeter of Manhattan's Waterfront



Video and Photos of the 2013 Nostalgia Trains and Vintage Swing Party in NYC

And last but not the least, In Fall 2015, I was selected as the Instagram Ambassador of New York City

The Official Website of the City of New York **NYC** Translate Text

311 Office of the Mayor Events Connect Jobs Search

NYC.gov **#AutumnInNYC**

### Join us in congratulating @nycgov's newest Instagram Ambassadors!

From a talented pool of photographers, our judges have chosen the #AutumnInNYC contest winners. In addition to serving as Instagram Ambassadors on the @nycgov account through next spring, the winners will attend special InstaMeets. Check out the winning photos below and make sure to follow @nycgov on Instagram to see new photos from our Ambassadors!

Special thanks to our judges for helping choose these winners!

- Chirlane McCray, First Lady of the City of New York
- Nisha Agarwal, Commissioner of the Mayor's Office of Immigrant Affairs
- Mitchell Silver, Commissioner of the New York City Parks Department
- Penny Abeywardena, Commissioner of the Mayor's Office of International Affairs
- Rob Bennett, Director of Creative Communications, City of New York
- Marty Markowitz, Vice President of Borough Promotion and Engagement, NYC & Company

**Queens**



**Bhushan Mondkar**  
@Bhushan\_NYC

← PHOTO ↻

**NYC** nycgov 4w



♥ 551 likes

nycgov Who set the sky on fire? #AutumnInNYC paints some incredible sunsets. Instagram Ambassador @Bhushan\_NYC caught captured this one on last weeken from a roof in Jackson Heights, as a rather dull and cloudy sky lit up into one the most surreal sunsets in New York

Home Search Post Like Profile

← PHOTO ↻

**NYC** nycgov Queens, New York 5w



♥ 900 likes

nycgov A dramatic moon sets over lower Manhattan as seen from Queens by Instagram Ambassador @Bhushan\_NYC. #latergram 🌕🌃📸

View all 9 comments

Home Search Post Like Profile

← PHOTO ↻

**NYC** nycgov New York, New York 7w



♥ 809 likes

nycgov Our newest #Queens #AutumnInNYC Instagram Ambassador is Bhushan Mondkar aka @Bhushan\_NYC! Bhushan is a UX Designer, photographer, and proud New Yorker. He loves photographing NYC, "from capturing its iconic architecture, to exploring its diverse culture and meeting amazing people, photography gives me the opportunity to document the little yet incredible moments I see everyday." Congratulations, Bhushan! Fun fact: Queens had the most submissions for #AutumnInNYC. Thanks to everyone who participated, and stay tuned to meet the rest of the Ambassadors.

Home Search Post Like Profile

**Thank you for your time and interest in my work!**

These are just a few samples and I hope you liked it.  
I would love to discuss more!

You can reach me at 646-464-5630  
or [bhushan.mondkar@gmail.com](mailto:bhushan.mondkar@gmail.com)