Hello!👋🏼 I am Chinmay Inamdar, a Designer based in India. I am currently working as a **UX Designer** at Simplified

Experience

Jun 2021 - Present
UI/ UX Designer, Simplified

Jan 2021 - Jun 2021
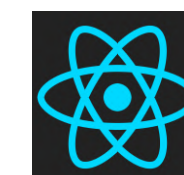**UI and Graphic Designer, LenDenClub**

Education

Aug 2017 - Jun 2021
Vishwakarma Institute of Technology, Pune
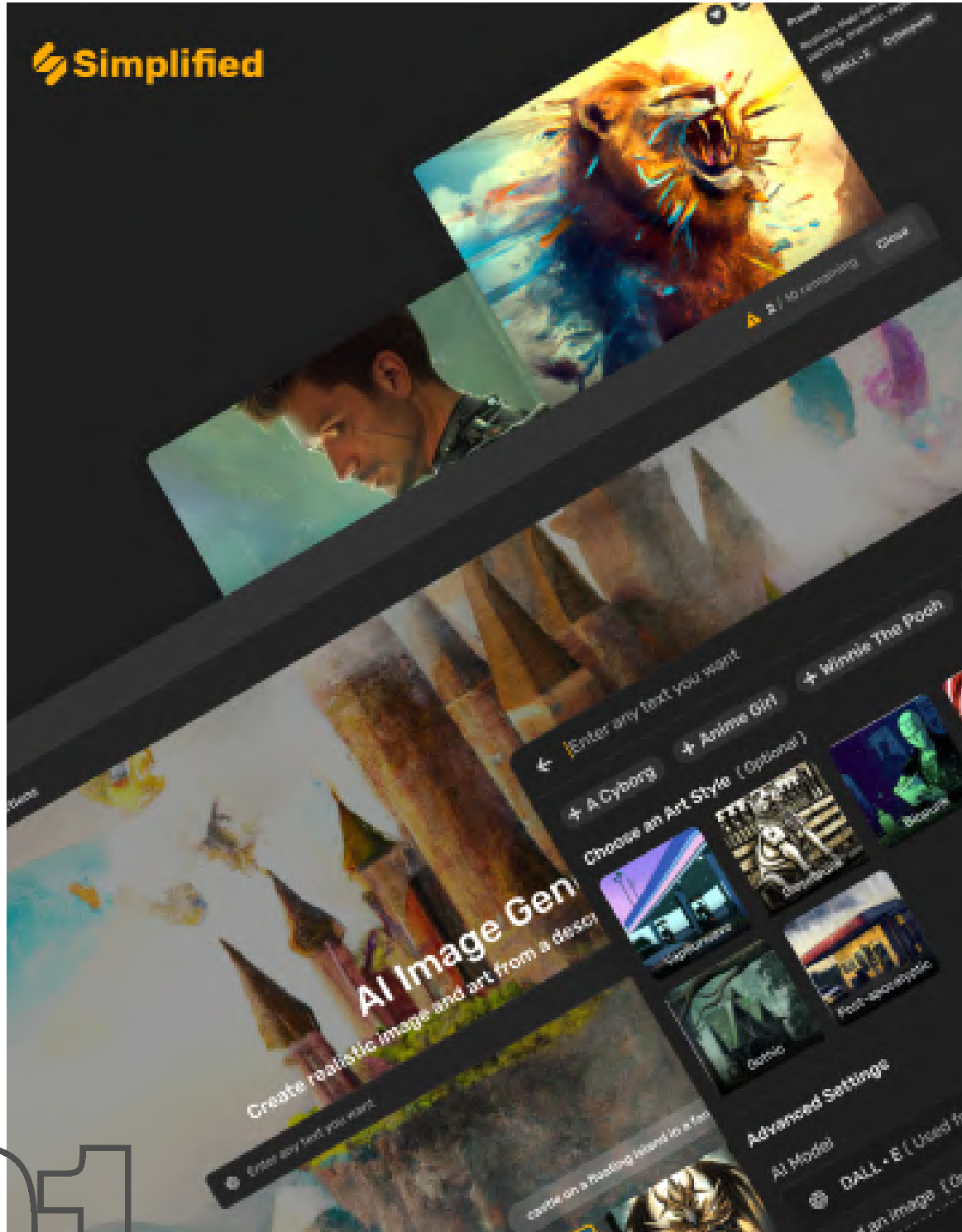B.Tech in Mechanical Engineering, 8.47

Tools

Creative Fields

- User Research
- User Flows
- Experience Mapping
- Lo / Hi-Fidelity Prototyping
- Design System
- Branding

Contents

Simplified

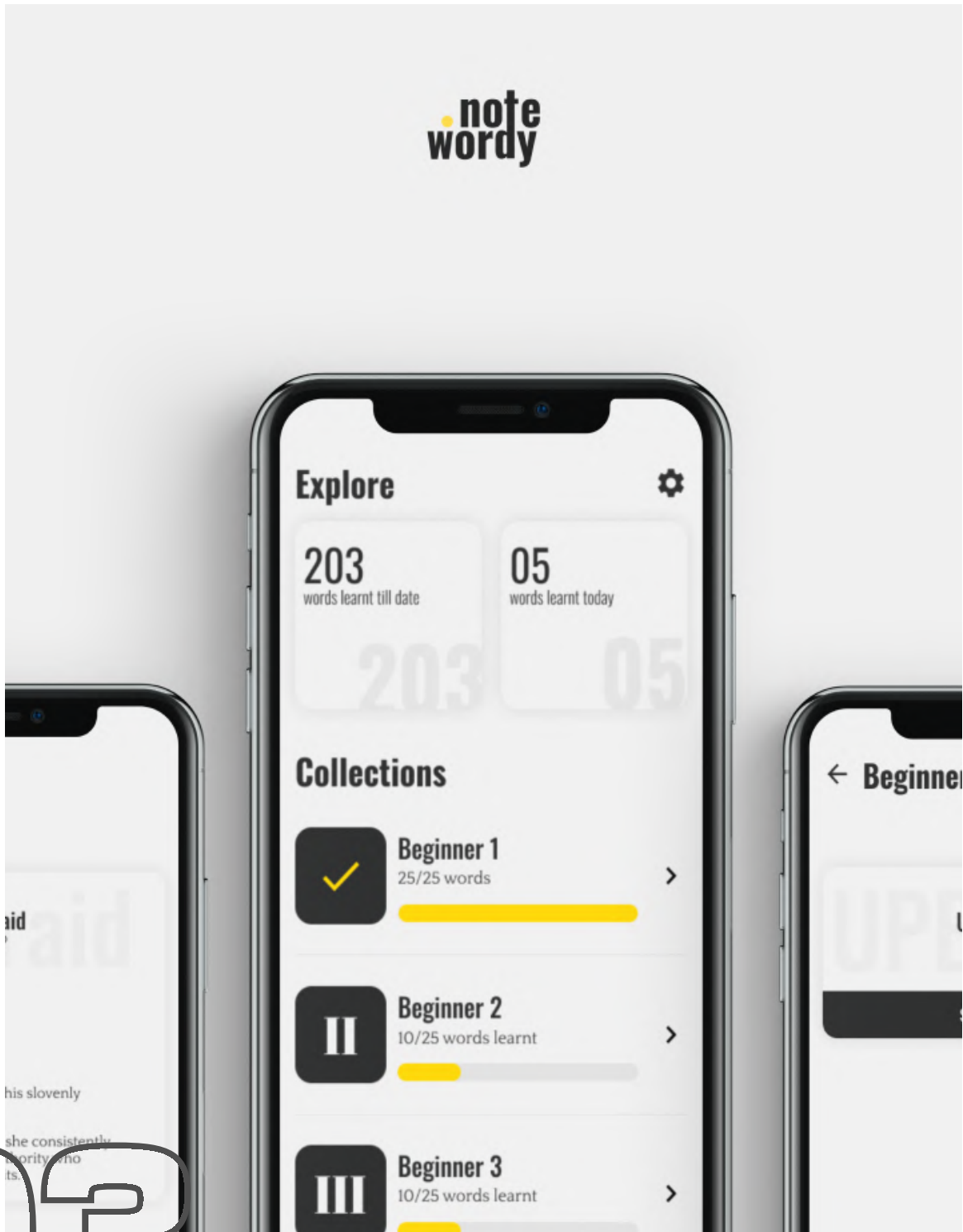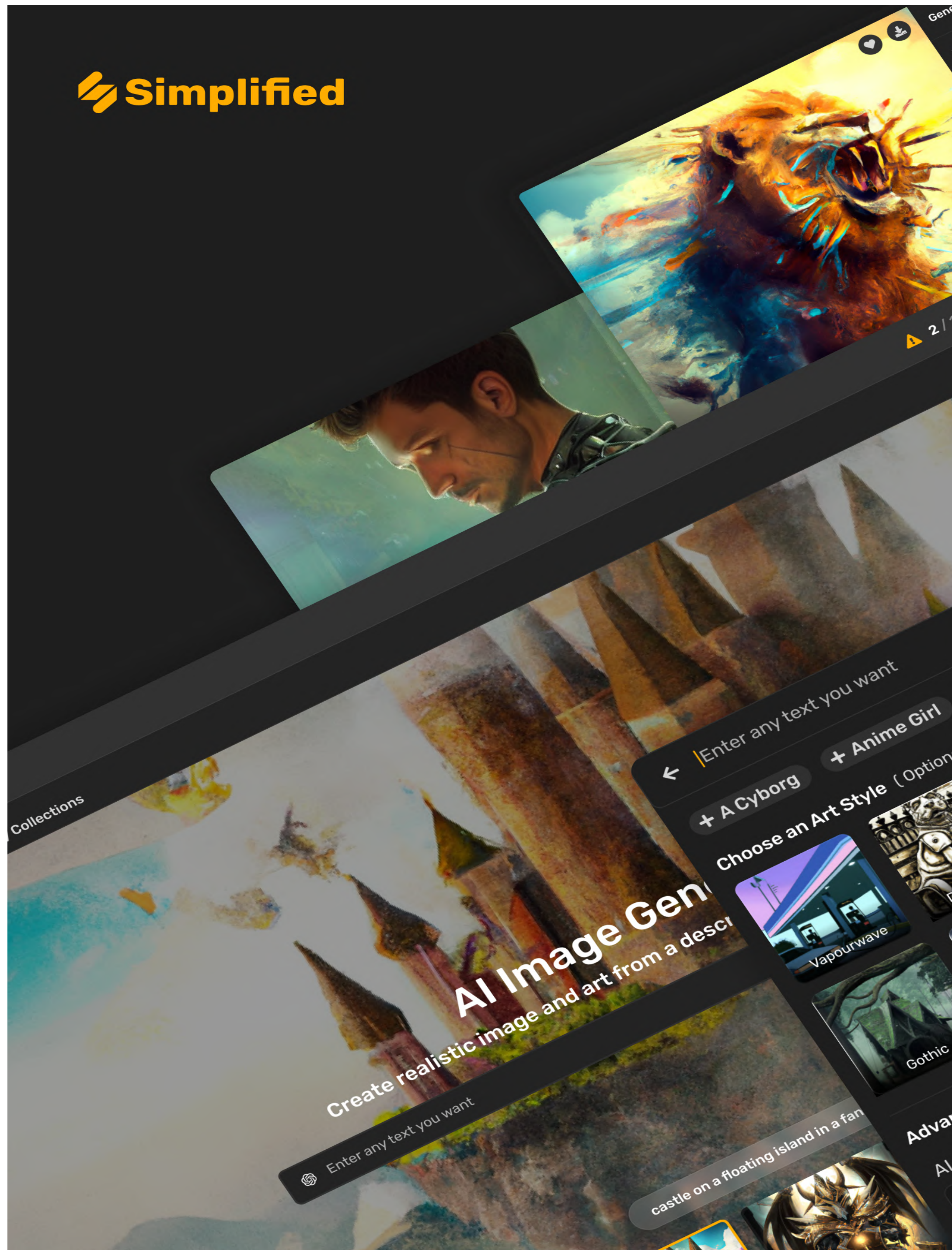# DALL · E integration

I integrated OpenAI's DALL · E with Simplified application. The main goal of the project was to help Simplified users generate personalised images and use generative AI more proactively instead of relying on stock images and creatives. This increased user traction and increased AI sales.

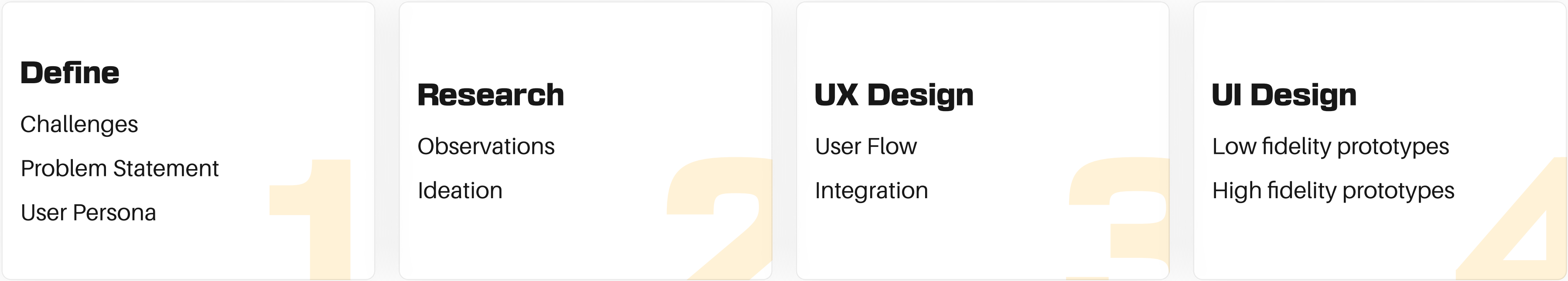Job Project   Research   User Analysis   UI Design
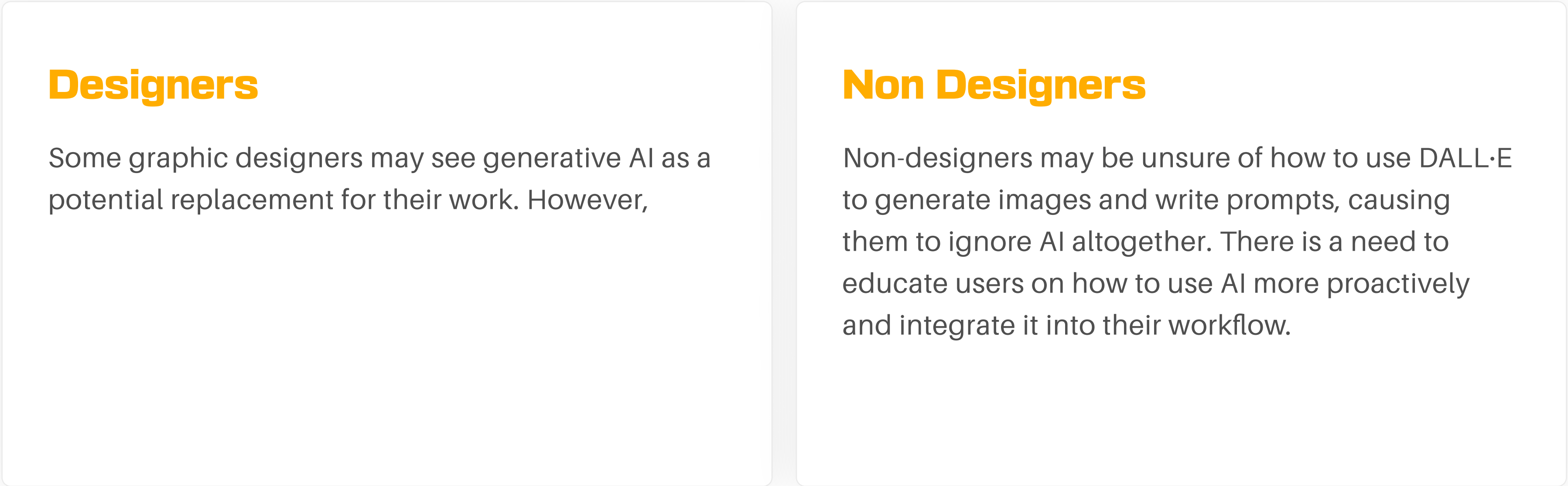
Project Timeline

July 2022 - September 2022

2 months

Process

Define

Challenges

Problem Statement

User Persona

Research

Observations

Ideation

UX Design

User Flow

Integration

UI Design

Low fidelity prototypes

High fidelity prototypes

Challenges

Designers

Some graphic designers may see generative AI as a potential replacement for their work. However,

Non Designers

Non-designers may be unsure of how to use DALL·E to generate images and write prompts, causing them to ignore AI altogether. There is a need to educate users on how to use AI more proactively and integrate it into their workflow.

Plan of Action

DALL · E should be integrated into the current editor flow to provide a more seamless experience. DALL · E should be treated as another way of getting customised creatives, rather than using stock images. This will provide a more efficient solution for designers as well as the non designers.

The writing prompts for image generations can be displayed as a standalone feature to educate users on how to write prompts and also to keep all their creations in one place.
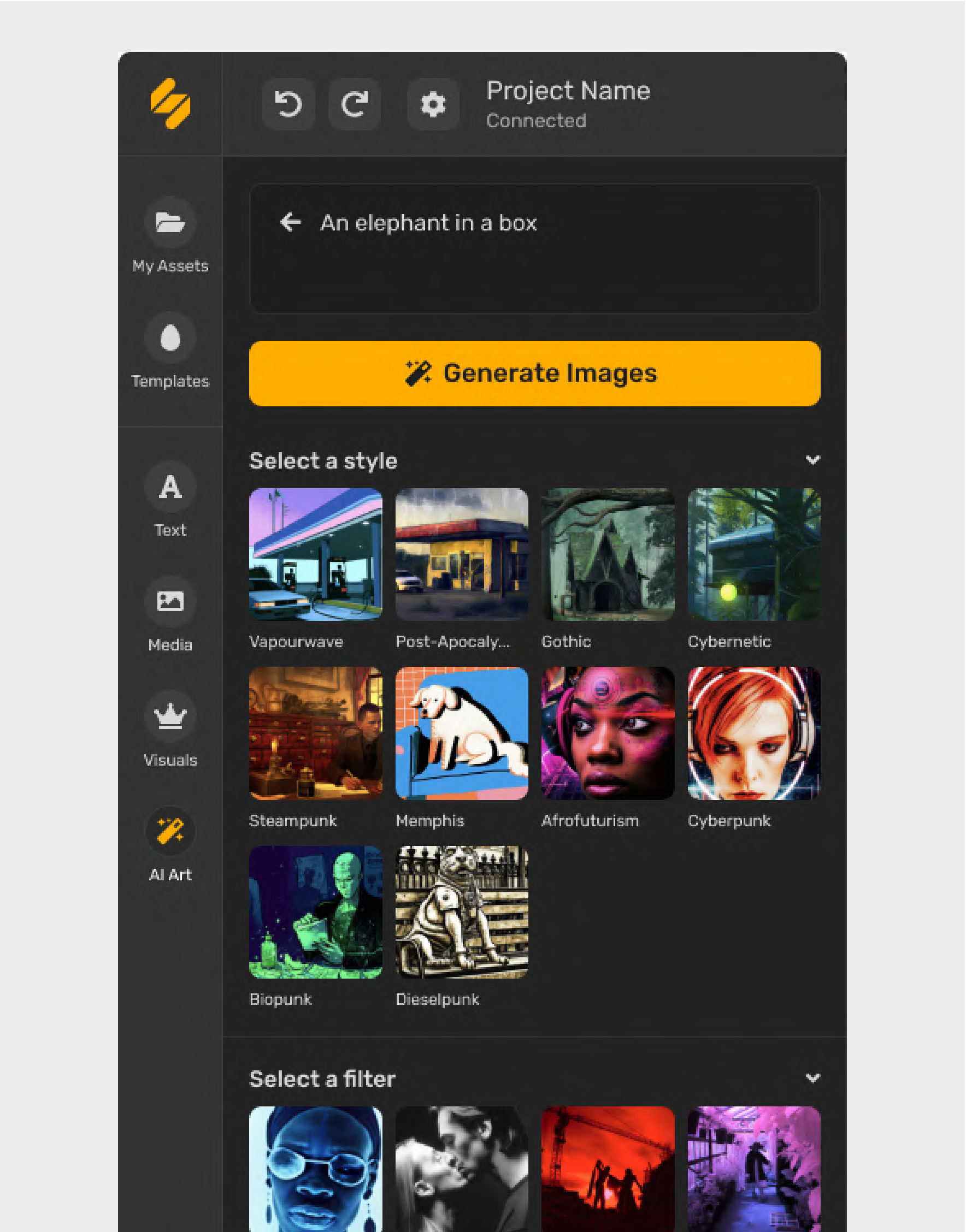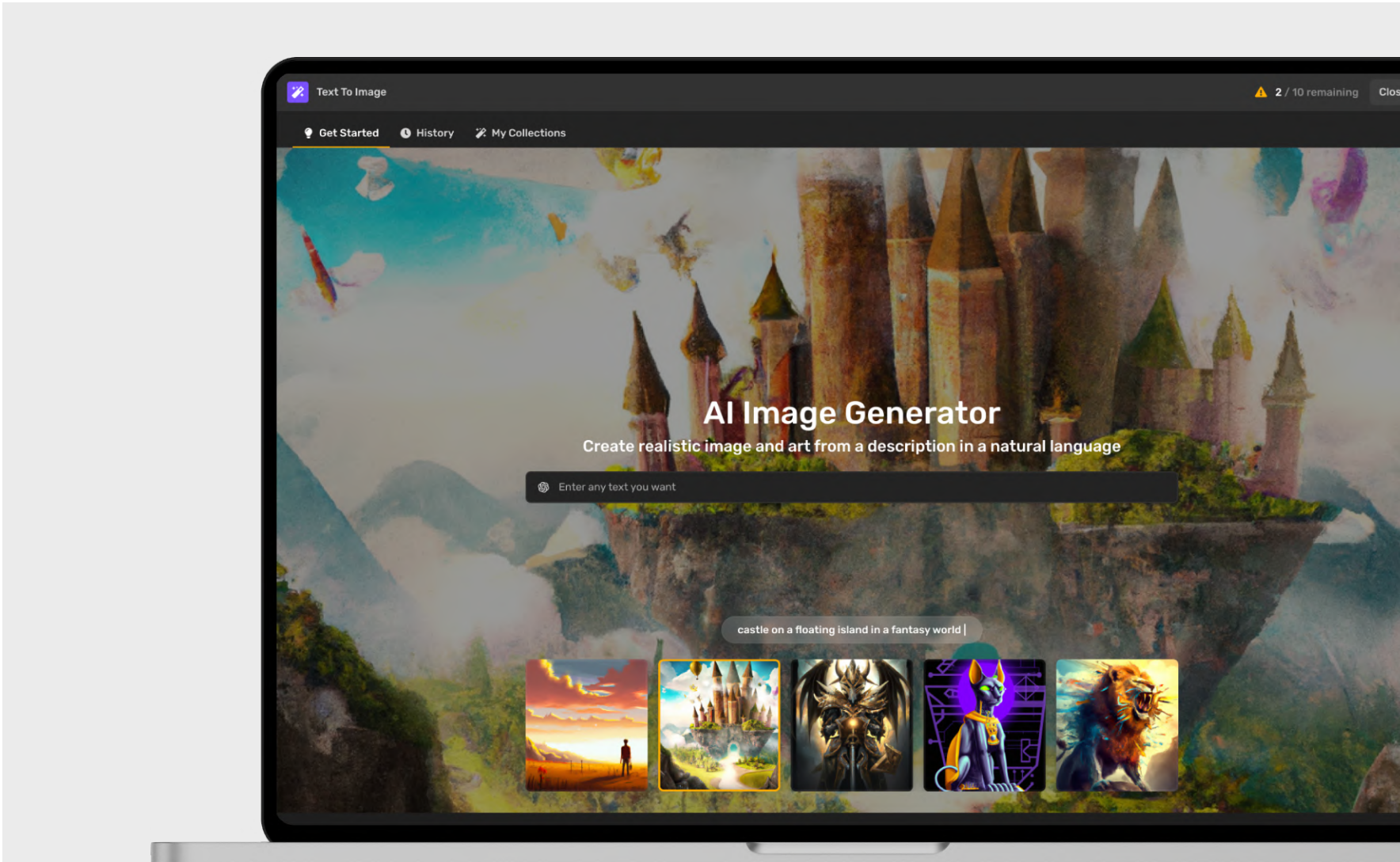
Standalone UI

Integrated DALL · E as a separate product in Simplified where users can experiment writing promps and generating images which can later be accessed in the design editor
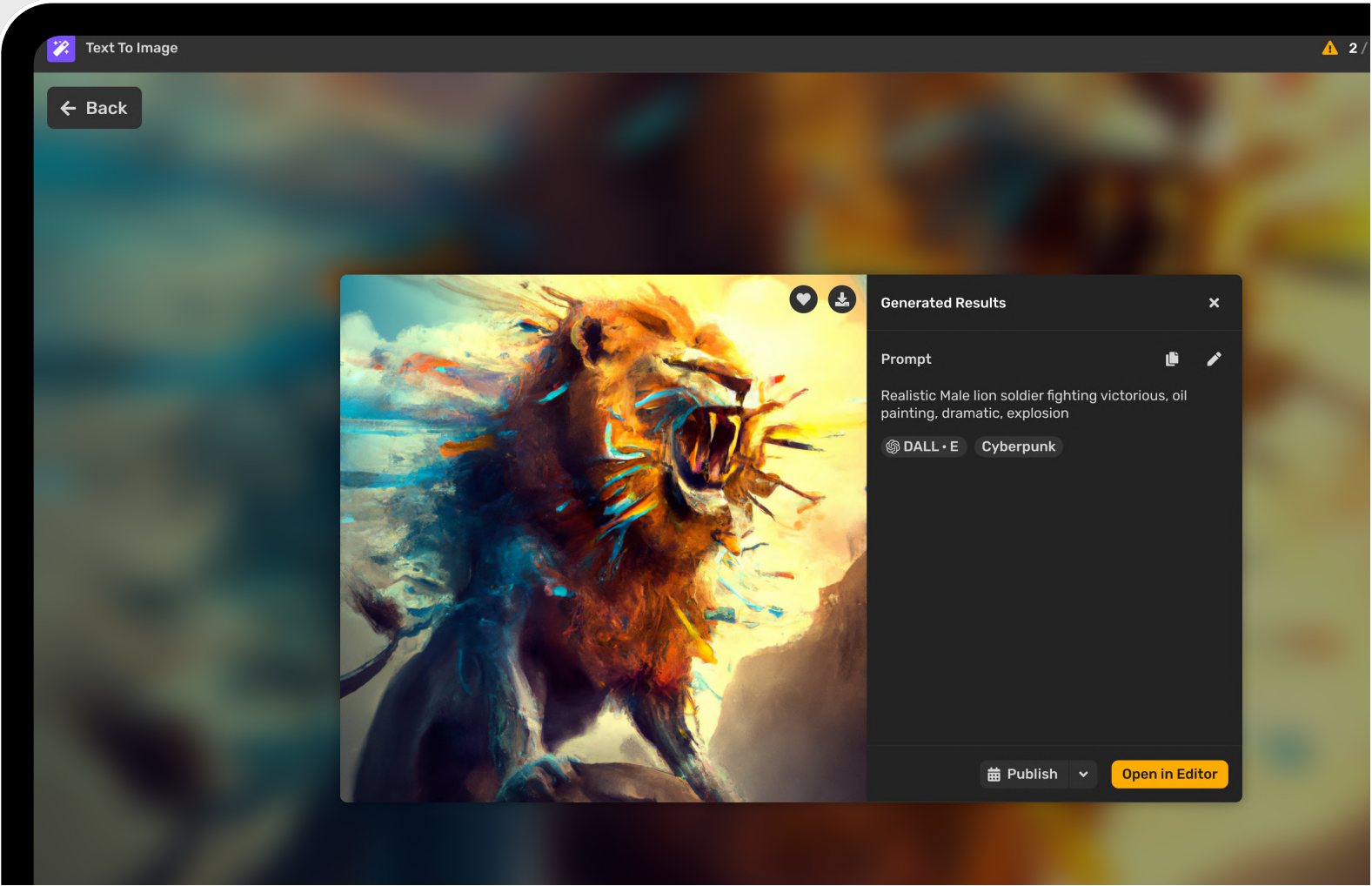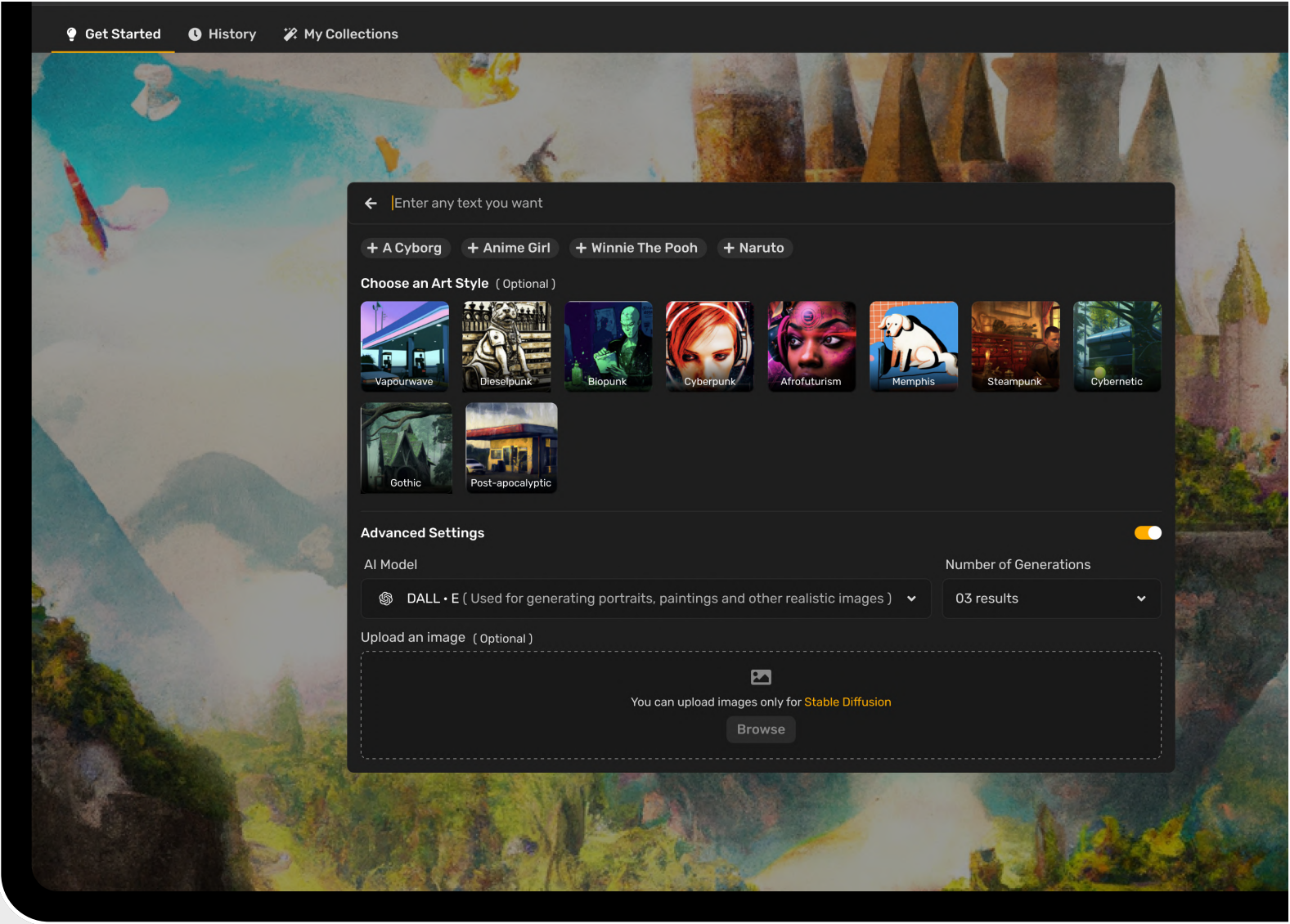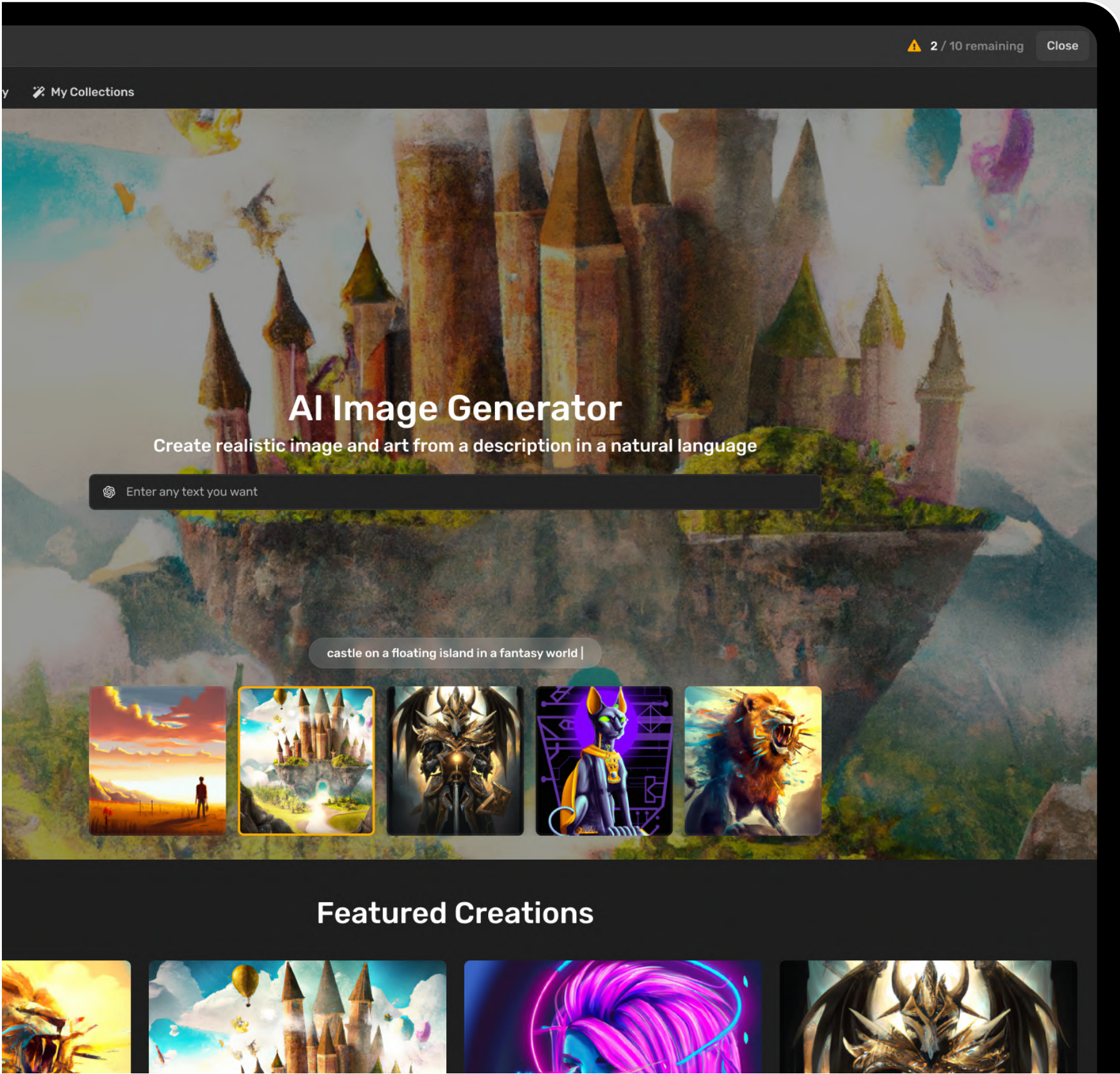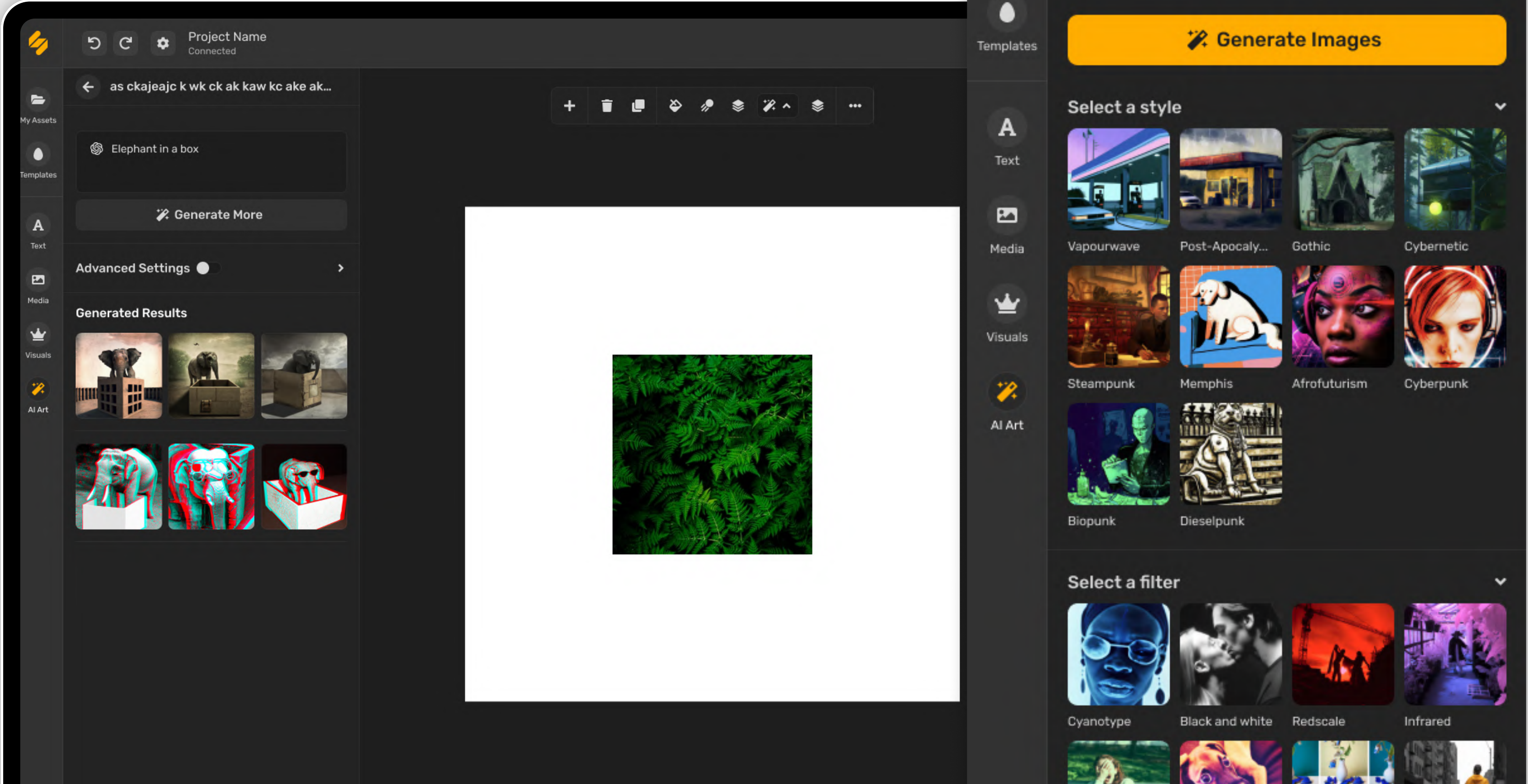
Editor Integration UI

DALL · E can be accessed directly from the design editor where users can generate images and even use the previously generated images in their designs.

zomato
UX Redesign

During pandemic, ordering food online was more important than ever due to many restrictions enforced by the government. So, I worked on a project to redesign the Zomato's online food experience to make it more seamless and easy while helping users make smarter decisions to reduce food wastage.

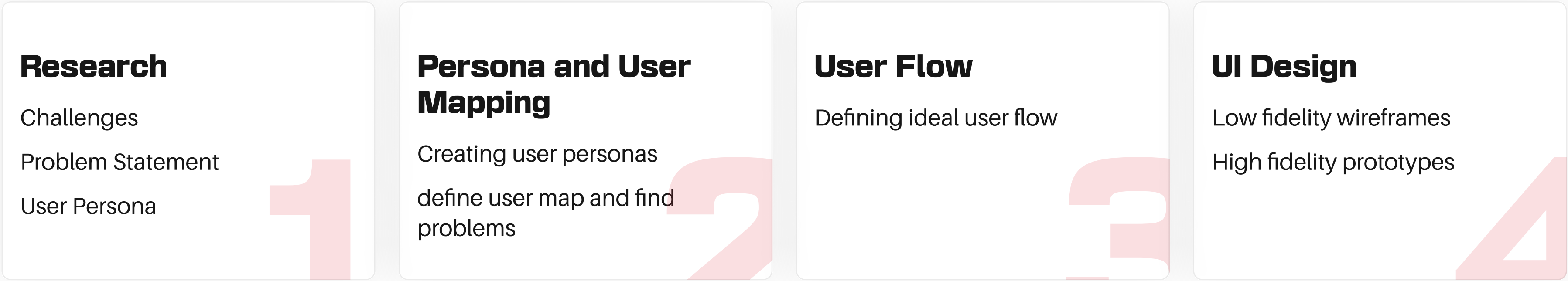Personal Project   Research   User Analysis   UI Design

Project Timeline

July 2022 - September 2022
2 months

Process

Research	**Persona and User Mapping**	**User Flow**	**UI Design**
Challenges	Creating user personas	Defining ideal user flow	Low fidelity wireframes
Problem Statement	define user map and find problems		High fidelity prototypes
User Persona			

Challenges

Problem 1

When you open the app, the homepage shows filters, featured sections, deals, previous orders, etc all at once which causes information overload. Also, you have to select between delivery and dining twice, once on the homepage and once in the restaurant section.

Problem 2

There is no way of knowing whether the food quantity is right for us. Sometimes we end up ordering more or less than expected.
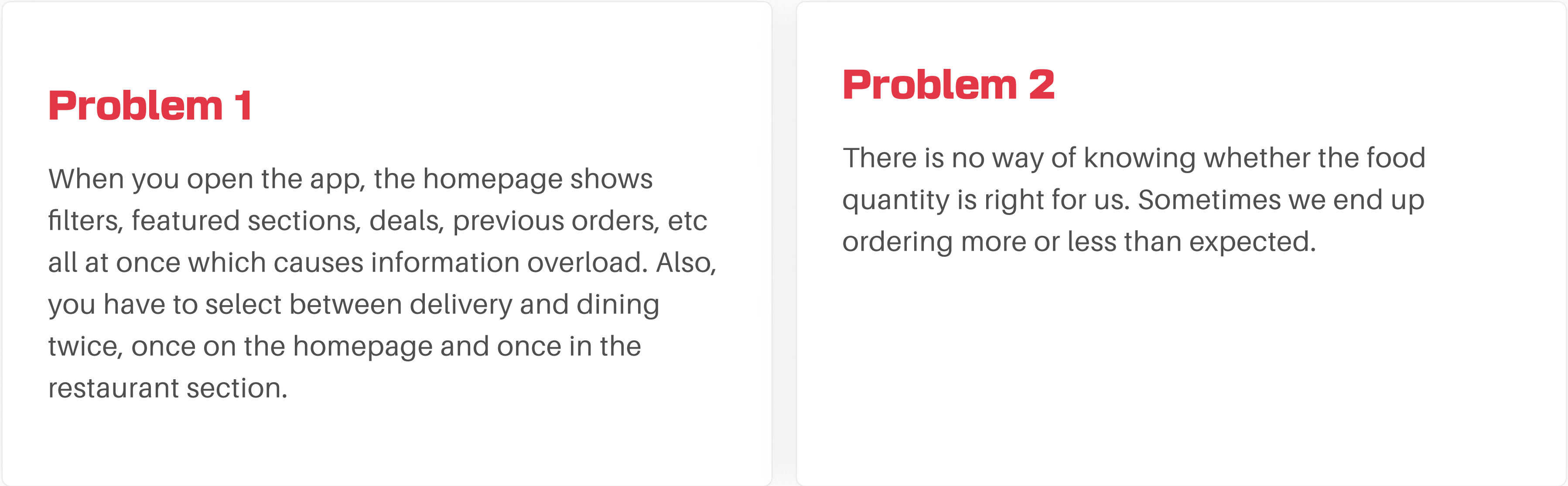
Plan of Action

The whole user flow should be designed keeping in mind the user personas. The home page UI needs to be refreshed to show only necessary information without overcrowding. The bottom navigation also needs to change to make the experience more easy to understand and navigate.

There needs to be some way to show the recommended amount of food while ordering for a specific group to avoid wastage of food.
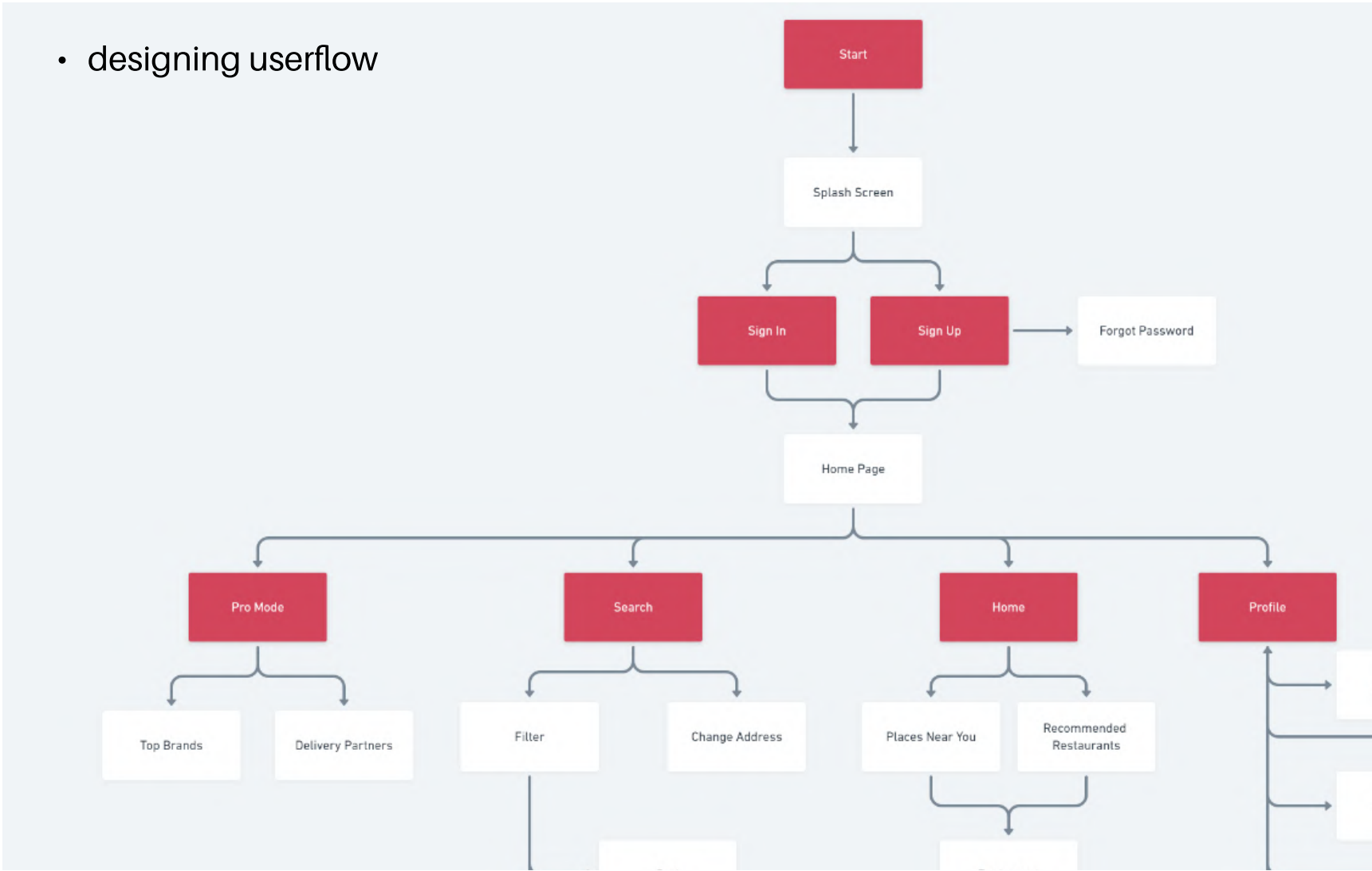
- defining user personas

Melinda Currey

"I would like to order food easily without any extra effort"

Melinda is an engineering student who is very busy with her studies. During group study sessions, she wants to order food so that they can concentrate on their studies. She doesn't like to waste food.

| Age: | 21 |
| Occupation: | Student |

Goals

- Receive discounts easily after paying for membership.
- Explore various new restaurants and their cuisines.
- Quickly ordering food without wasting any time.

Frustrations

- Hate wasting time cooking food
- Very limited budget
- Hates washing dishes after eating.

Ingram Watts

"I like to order f the restaurant

Ingram is a businessm schedule and does not on deciding what to ea order from the restaura most.

| Age: | 45 |
| Profession: | Businessman |

Goals

- Wants to order food fast without wasting time.
- Likes to order food from his favorite restaurants.
- Should get the order at the specified time.

Frustrations

- It can take a very long time for the food to be del
- Can't book an order efficiently.
- Don't have time to prepare his meal.

- designing userflow

- user journey mapping

| ACTION	Get the app	Pick a restaurant	Create an order	Confirm your Order
TASK LIST	1. Download the app 2. Setup your account 3. Confirm location	1. Explore from wide range of restaurants 2. Choose the one that you like	1. Select the restaurant 2. Explore their available dishes 3. Add dishes to your cart 4. View your final order	1. Confirm your location once again 2. Choose a payment option 3. Make payment 4. Wait for the restaurant to confirm your order
FEELING ADJECTIVE	• Excited to order food online	• Overwhelmed by the number of restaurants • Confused	• Confused about serving size of the order	• Relieved after confirming the order
IMPROVEMENT OPPORTUNITIES	Offer pro membership for the discounted prices on the menu of many restaurants	Relevant filters divided into sections and clubbed together without overwhelming the user	Add approximate value for 'Number of people served' for the specified serving size.	Add a popup to confirm your order's location as the order may get sent to my previous ordering location.

Clean Navigation

- Search and filters are combined into one. Anyone can access filters if they want to without any distraction on the home screen.
- Featured carousel instead of multiple cards to see only one offer at a time.
- Dining and Delivery options combined into one (Eat) in the bottom navigation. It is easier to start with a restaurant and then choose whether to dine in or take a delivery
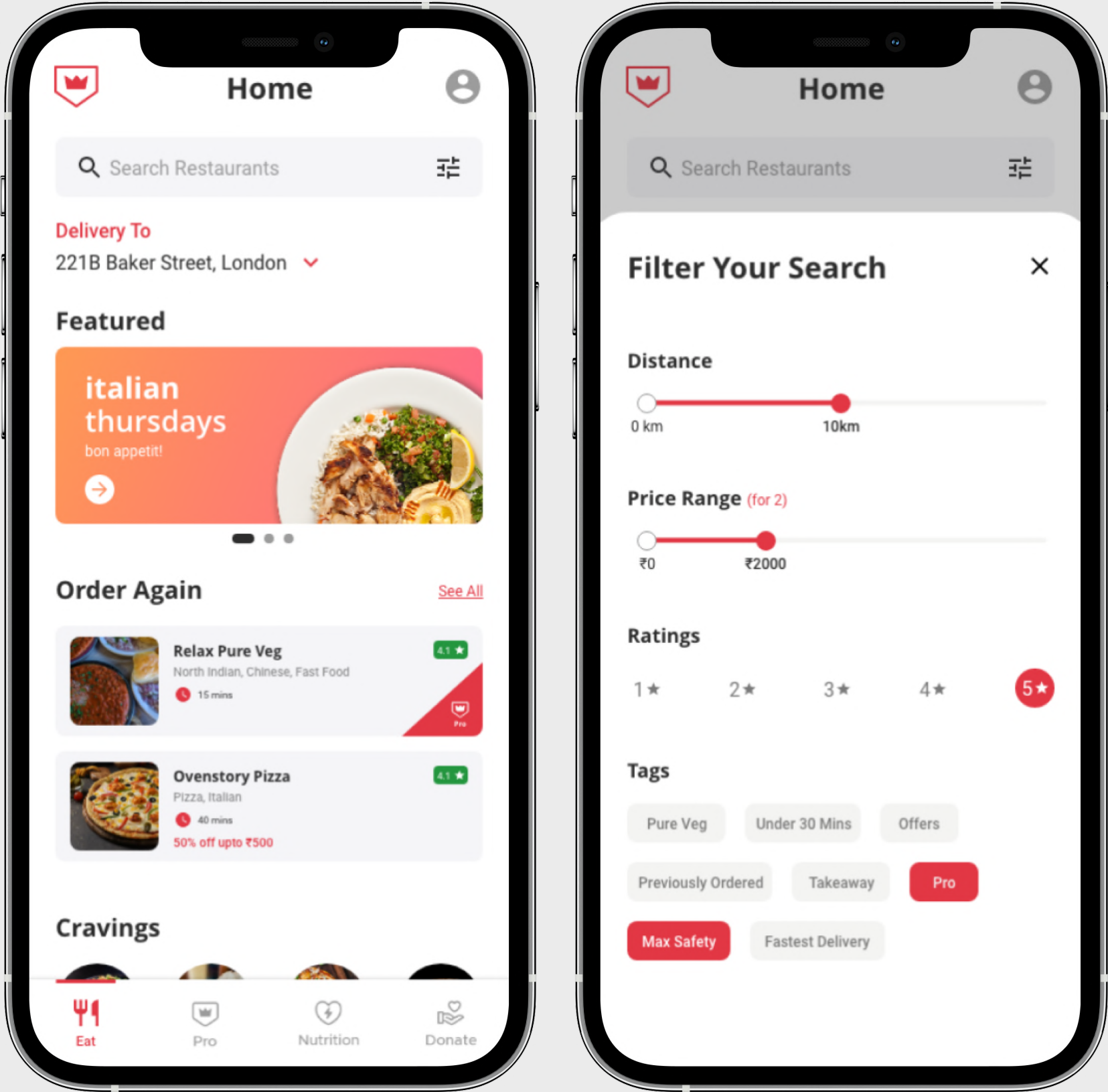
Restaurant Screen Revamped

- Owner's description by the restaurant owner to make it more personalised.
- Images moved at the top which are scrollable. You can click on them to open images in a grid view.
- Menu section added at the top to make it easier to navigate.
- Item descriptions can be accessed by the user if he/ she wants to. Removes unnecessary information.
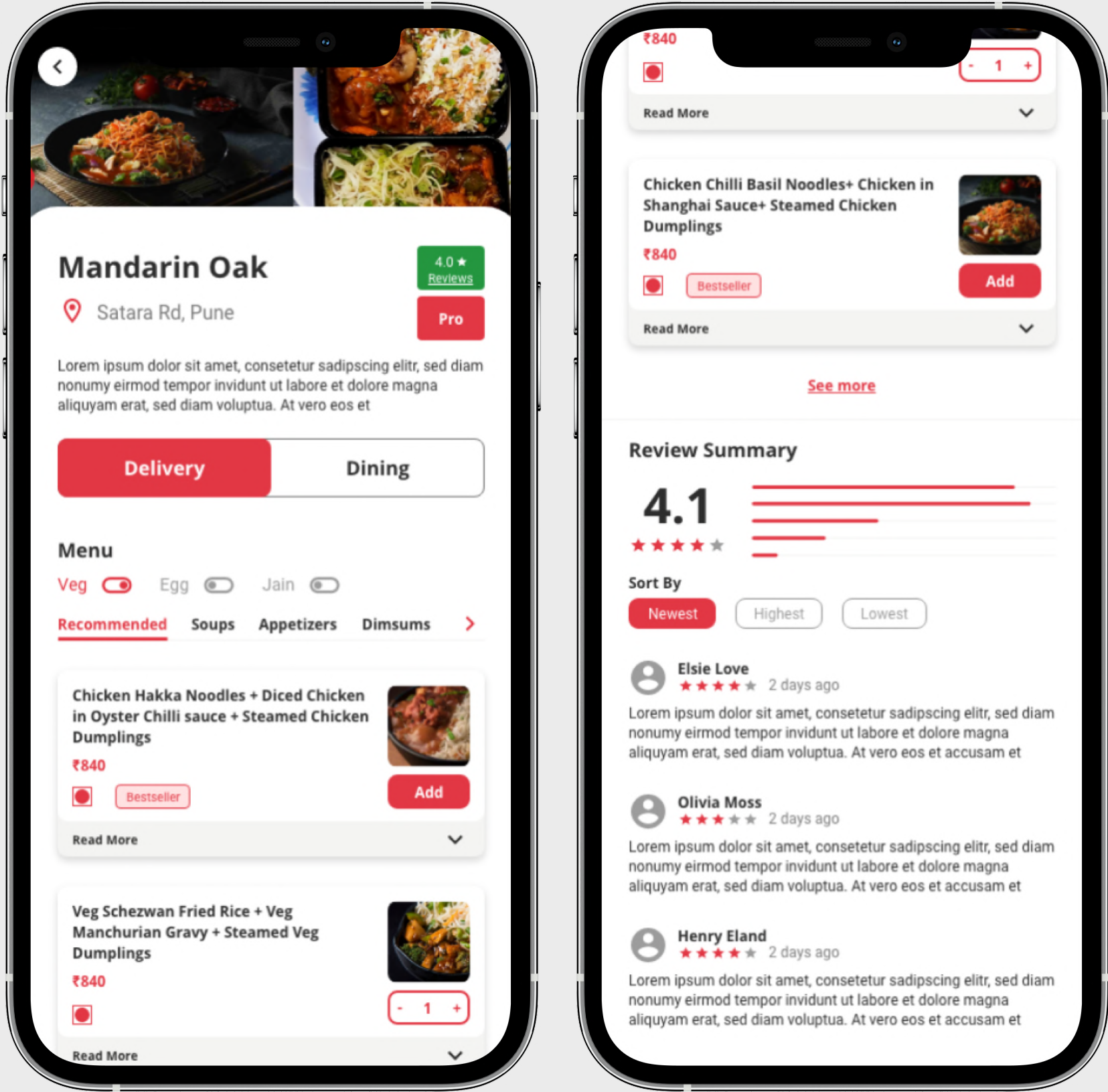
Smart Cart

- Users can enter number of people to get recommendations on each and every item added in the cart. The users can adjust it accordingly.
- Left swipe on an item to remove it completely. This helps to remove items with more quantity size easily.
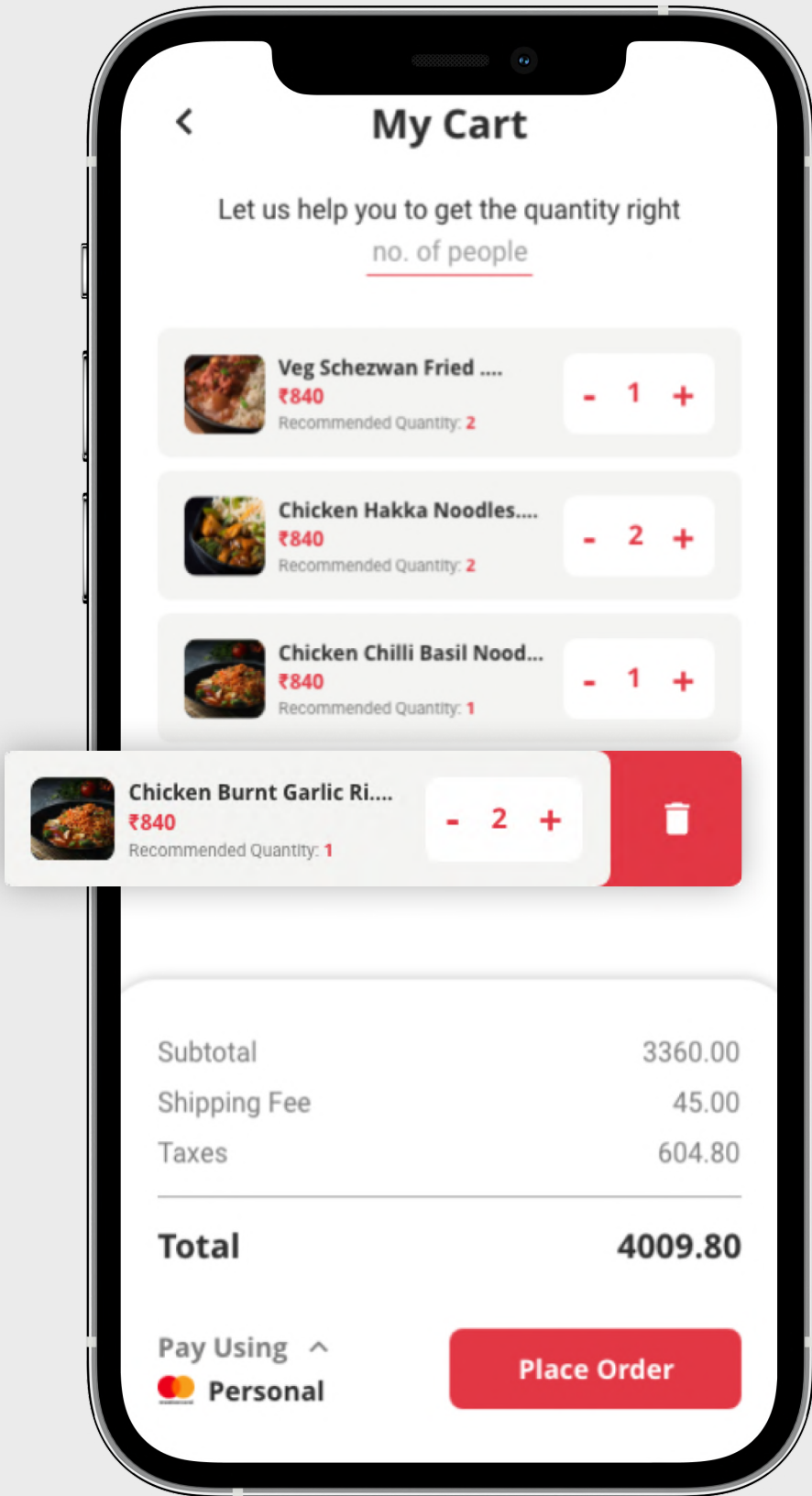
Order Tracking

- Easily track order with detailed yet simple format which shows the map view as well as the task view.
- Get contact information right on the order tracker.
- Estimated delivery always visible so users can plan their other tasks accordingly.

Final UI
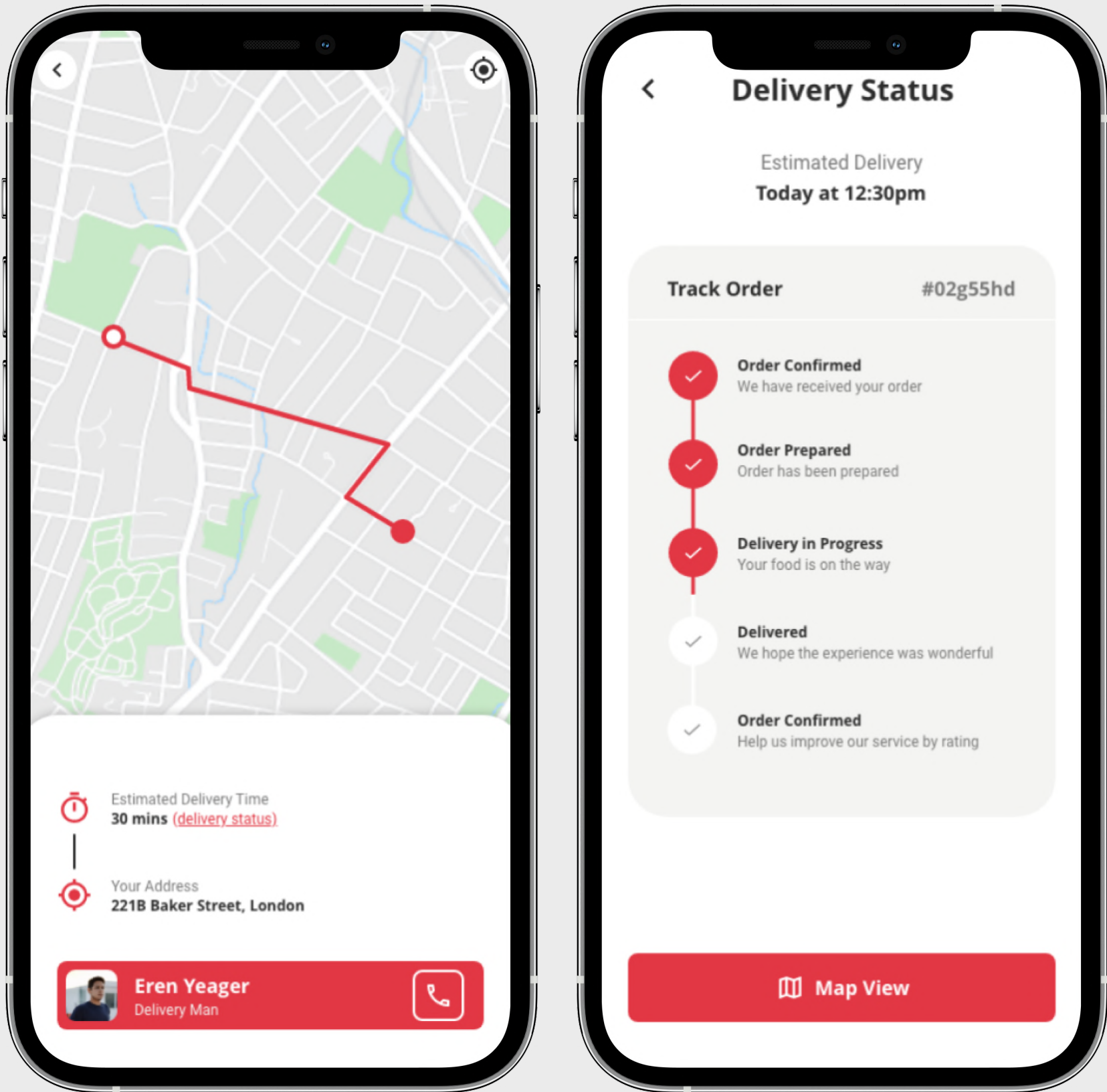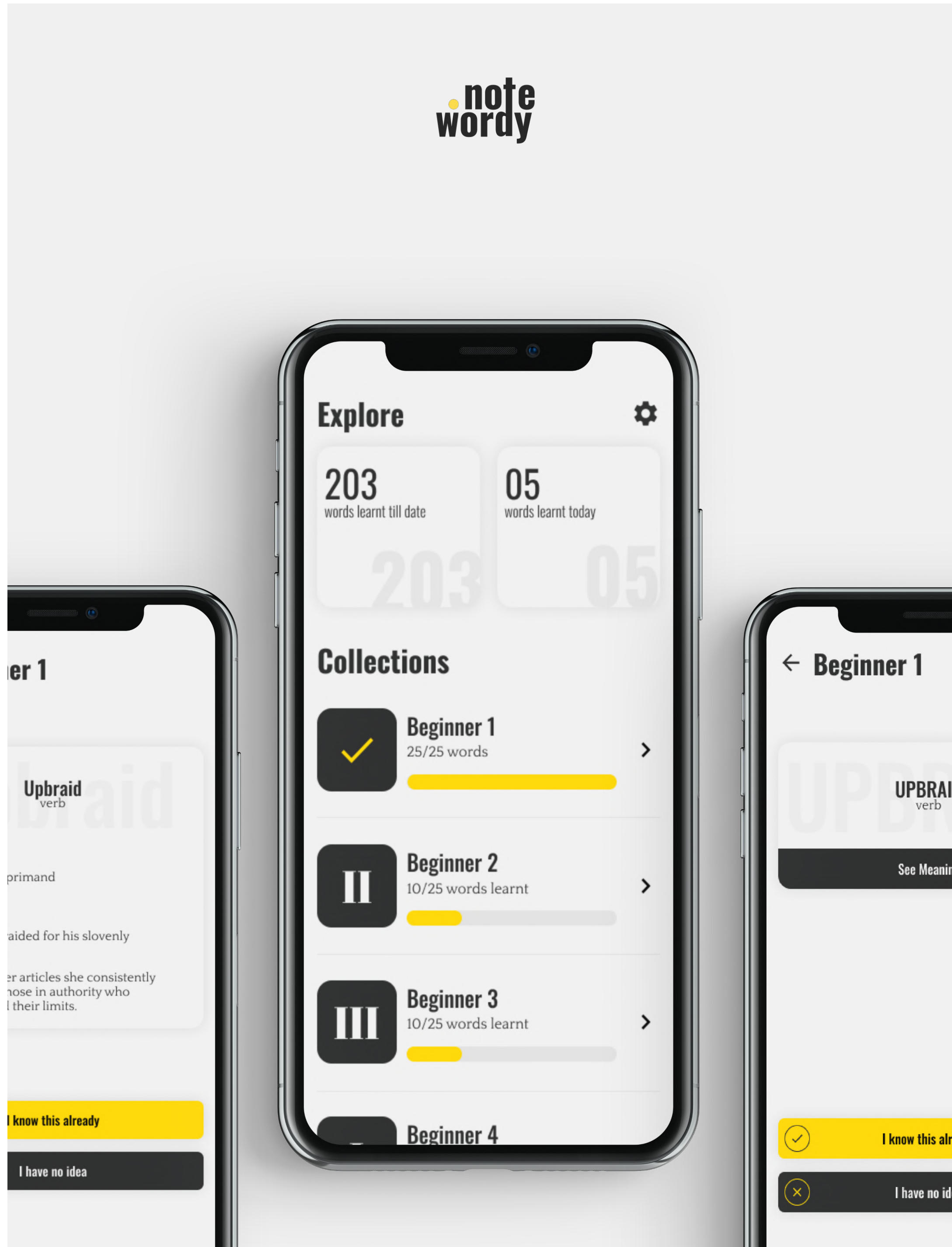
notewordy

A Vocabulary App

I integrated OpenAI's DALL · E with Simplified application. The main goal of the project was to help Simplified users generate personalised images and use generative AI more proactively instead of relying on stock images and creatives. This increased user traction and increased AI sales.

Personal Project · Research · UI/ UX Design

Project Timeline

August 2021 - October 2021

2 months

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noteword

Explore

203
words learnt till date

05
words learnt today

Collections

✓ **Beginner 1**
25/25 words
›

II **Beginner 2**
10/25 words learnt
›

III **Beginner 3**
10/25 words learnt
›

Beginner 4

← **Beginner 1**

Upbraid
verb

...primand

...aided for his slovenly

...er articles she consistently
...hose in authority who
...l their limits.

I know this already

I have no idea

UPBRAID
verb

See Meaning

✓ I know this alrea...

✕ I have no idea

Process

UX Research	User Flow	UI Design	Development
Challenges	Ideal path	Low fidelity prototypes	Learn React Native
User Flow	user journey mapping	High fidelity prototypes	Publish App on Play Store

Challenges

Problem 1

It can be difficult to keep track of your progress when learning vocabulary. You may not know how many words you've learned in a day or how many words you've learned overall. Additionally, it can be tough to revise words that you've already learned.

Problem 2

It can be difficult to find the time to open the app and learn new words every day. Perhaps there could be a way to specify the number of words per day that you want to learn, or some sort of notification system. This would make it easier to fit language learning into a busy schedule.

Plan of Action

An effective vocabulary learning app should be free of distractions and easy to use. Additionally, the app should display information such as the number of words learned per day and the total number of words learned. Keep it simple and straightforward for best results.

The app should send out daily notifications to users with new words and their meanings. There should be an option to customize the time and number of words received per day.
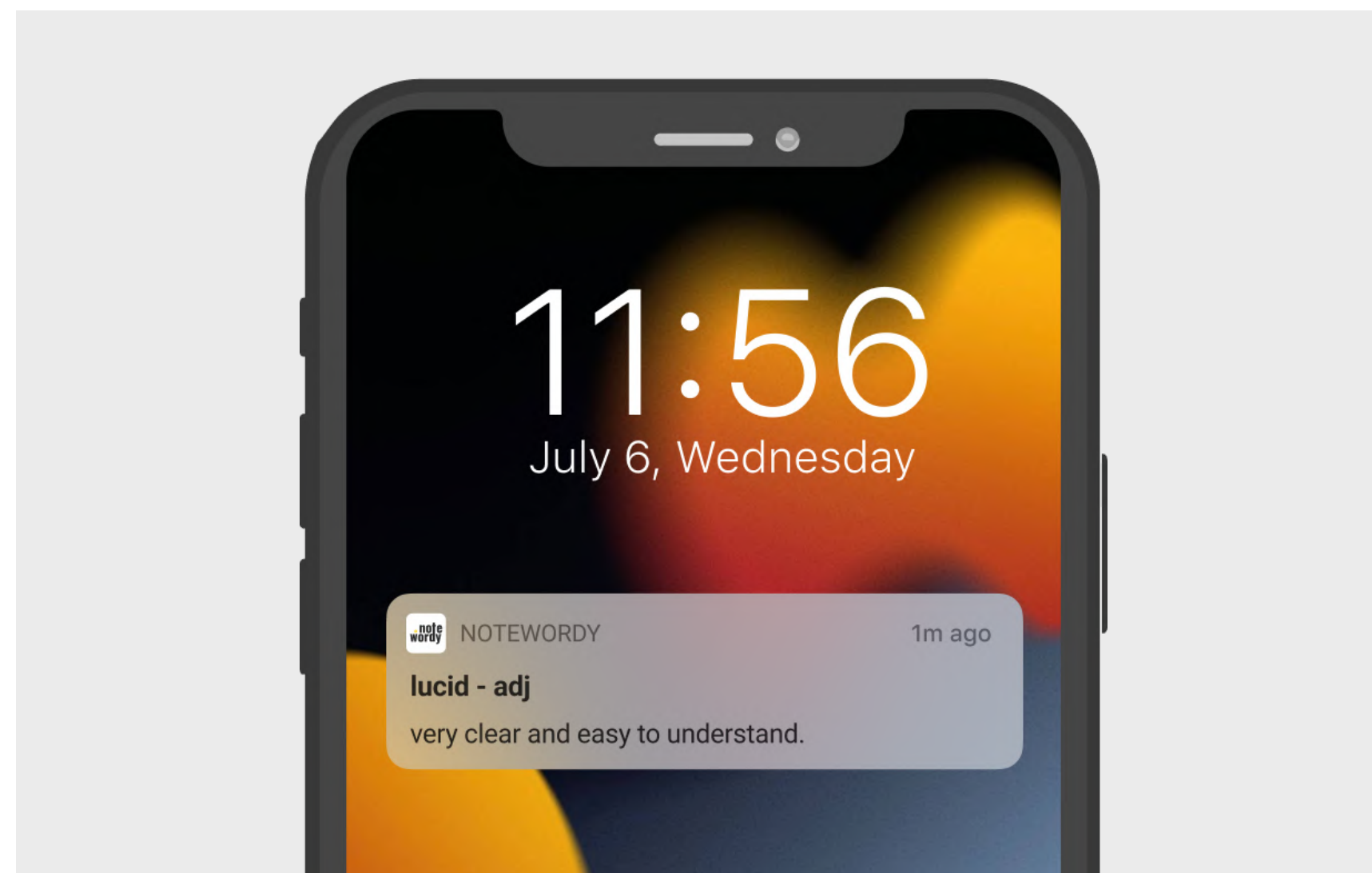
Design and Development

- Designed the final UI for the app
- Developed the application in React Native and published it on the Google Play Store
- Play Store Link: Click Here