

rudransh mathur  
portfolio 2012

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NOKIA APPLICATIONS  
TOP SPY- IPAD GAME  
MOTION GRAPHICS  
BHEJDO- SHOP SMART  
PROJECTION MAPPING  
DREAM:IN (RESEARCH)

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## About Me

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I am currently a fourth year student speciallizing in visual communication at Srishti School of Art Design & Technology, Bangalore (India). Interaction and Motion design is my passion.

I enjoy coming up with conceptual work, be it a system, an installation or an application based on research. I like researching new ways of doing things and technologies that could produce unique experiences.

Here is a selection of some of my work.  
Kindly view in Adobe Acrobat Reader

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# Nokia: Ways of working

MOBILE APPLICATION DESIGN

This client project was done as a course through Srishti Labs where a team of eight students worked on creating mobile applications for Nokia related to the theme of “Being Connected”, “Travel” & “Time Management”.

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I conceptualized and designed 3 applications - Lodestone, Meter Se & Zap. All of these were selected amongst the final eight to be patented and developed by Nokia for their Meego OS. Being under NDA, they cannot be fully showcased here.

# Nokia: Ways of working

PROCESS OVERVIEW

This is a brief overview of the design process that we followed.

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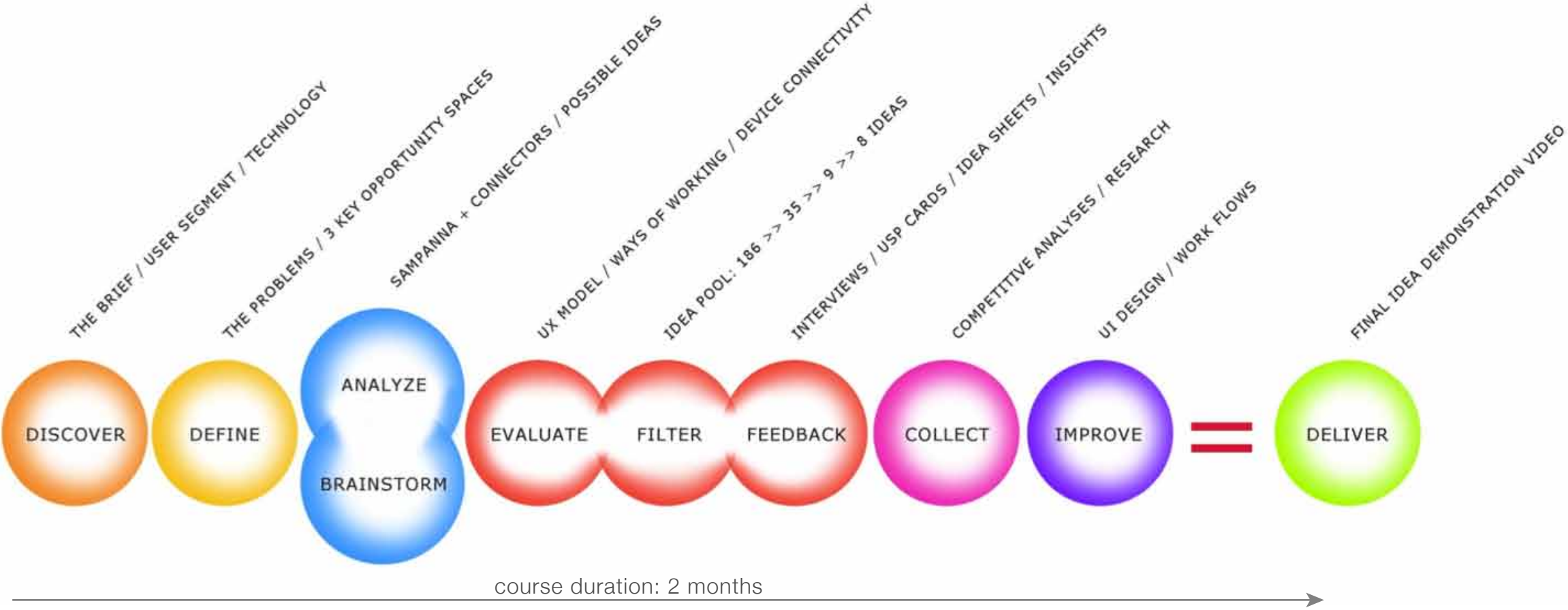
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# Nokia: Ways of working

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We carried out extensive user research through different stages of our project using various research tools. These included personal interviews, mapping out a typical DILO and placing our application cards within it and also conducting competitive analysis.



# Nokia: Ways of working

DEVELOPING WIREFRAMES, WORKFLOWS & SCENARIOS

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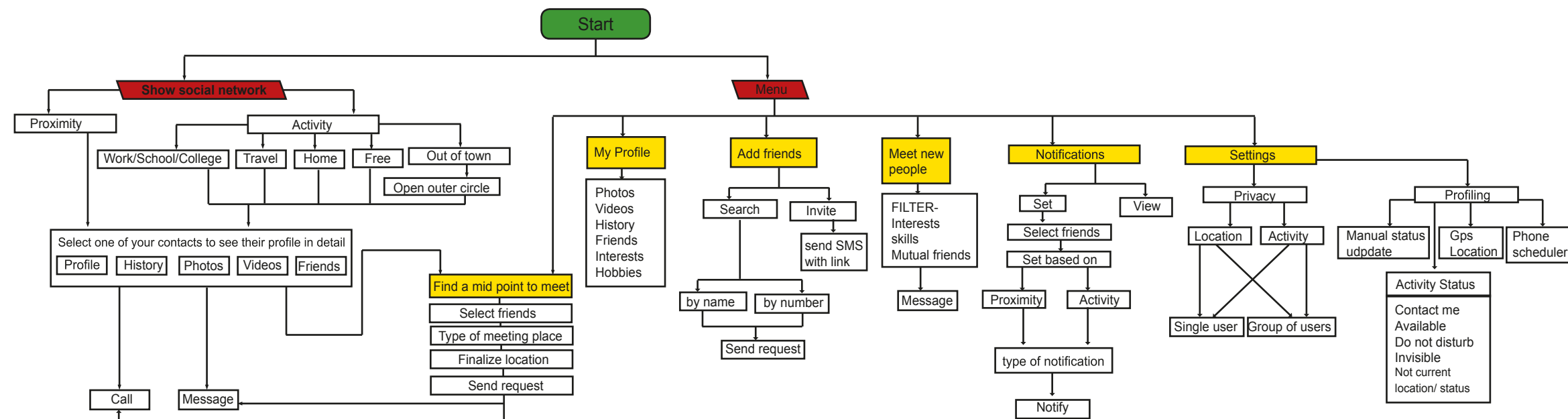
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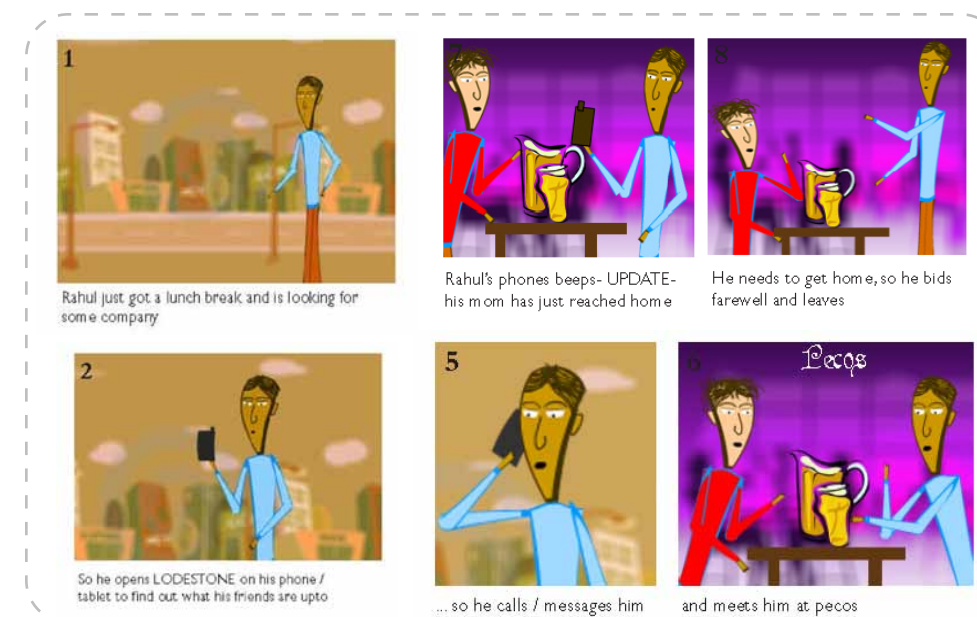
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Workflow diagram for the functioning of my social networking application- Lodestone.

Snippets from a typical scenario in which the application would be used. ►





# Nokia: Ways of working

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FINAL APPLICATION VIDEO

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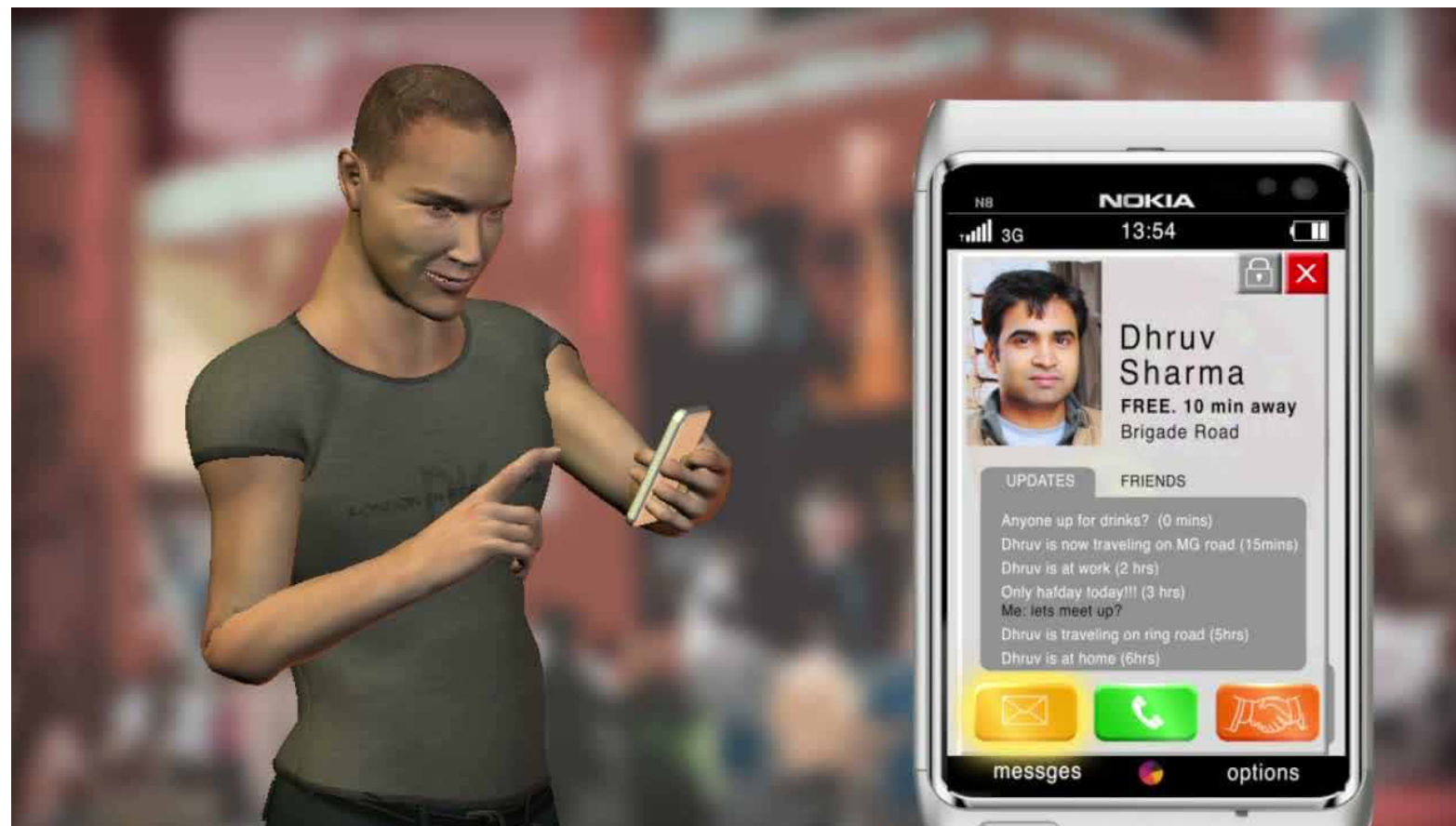
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Please click on the image to view clips from the **final video pitch** that I created for lodestone. The GUI shown in the video is just a rough wireframe to explain the concept of the application.

URL: <http://vimeo.com/30180208>



▲  
Logo design for lodestone

# Top Spy: Ipad Game Concept

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Top spy is an alternate reality game I am currently working on for the iPad and eventually, all mobile devices. It is a multiplayer game that encourages gamers to go out and explore their city as well as interact with other gamers in the real world.

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The gamer becomes a secret spy and part of a large agency. He receives missions through his device which may involve him going to a particular area of the city and solving clues or just chasing down an enemy agent. The game also allows the user to download "weapons" & "tools" which are augmented reality tags which will help him carry out his mission.

**Please click here or on the images to view the game concept video.**

URL: <http://vimeo.com/36478035>

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# Motion Graphics

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Motion graphics and animation have always been one of my primary interests. Please **click on the images** to view some of my works in this field.

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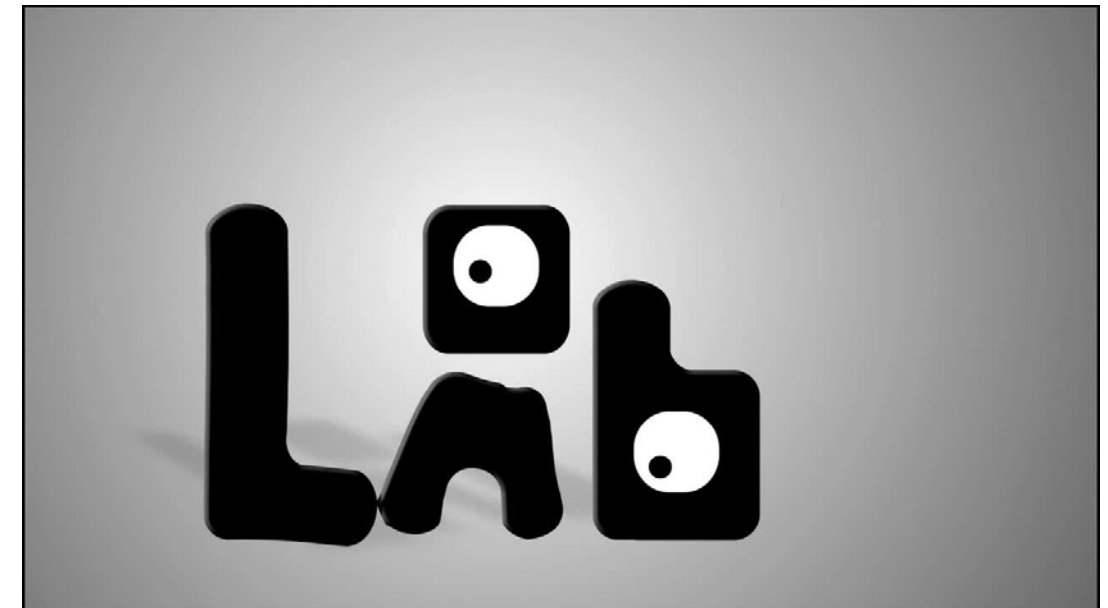
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▲ Logo animation for the LeNS conference on sustainability in design

Logo animation for the Srishti Toy Lab ►

Teaser for Top Spy, an alternate reality game for mobile devices. ►



# Bhejdo: Business / system design

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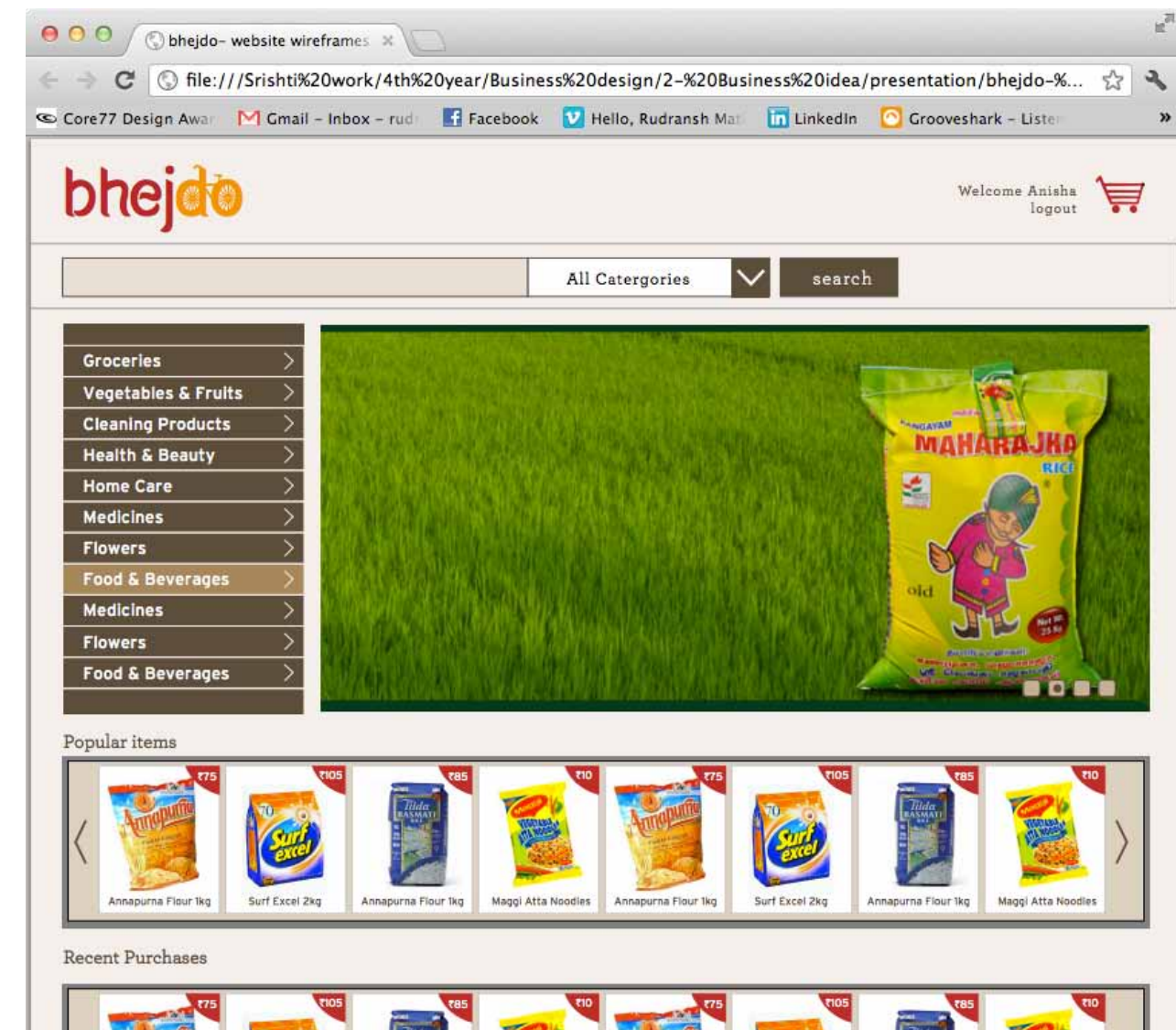
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Bhejdo.com is a India specific online shopping website that allows a customer to browse through and order from a list of products available at various corner stores, chemists, florists, restaurants etc that provide free home delivery in his or her locality.

It is an attempt at tackling the difficulties faced by local vendors and corner shops due to the advent of hyper markets and shopping malls.





# Bhejdo: Business / system design

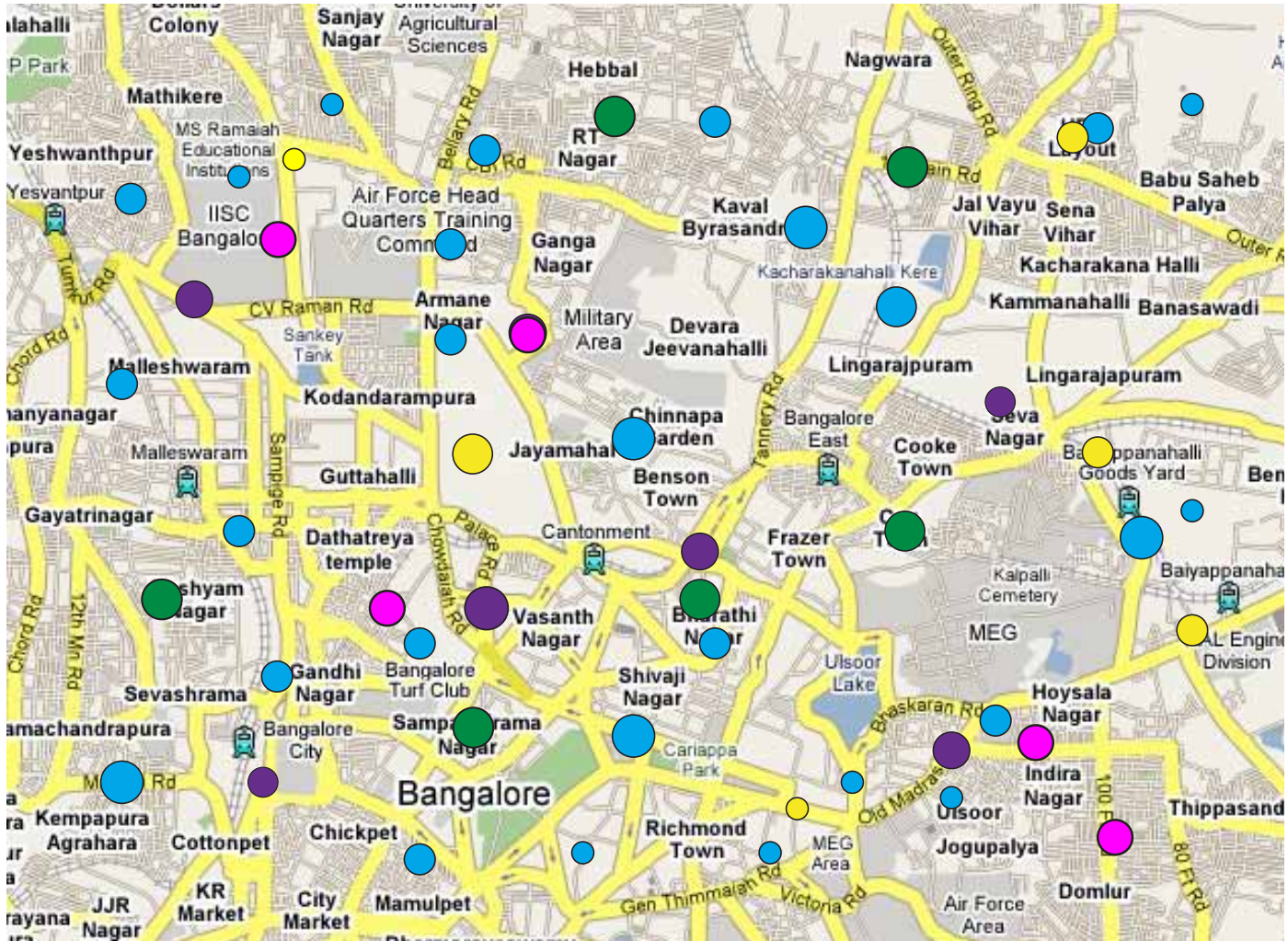
## How It Works

Bhejdo.com has an online database of all products stocked by various kirana stores, chemists, vegetable shops, grocery stores, restaurants, florists and anyone who provides free home delivery

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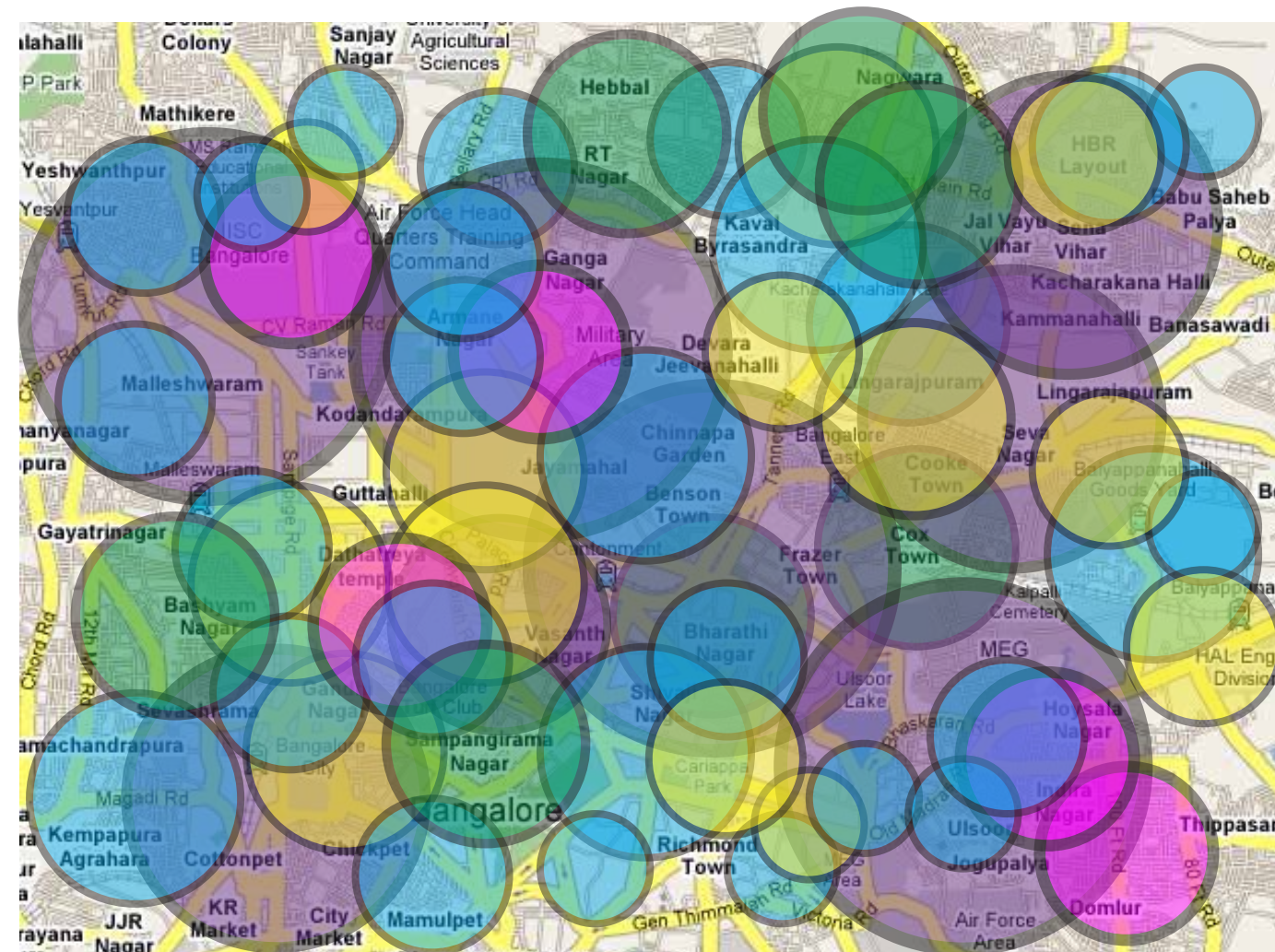
- KIRANA STORES
- CHEMISTS
- RESTAURANTS
- FLORISTS
- VEGETABLE VENDORS








# Bhejdo: Business / system design

## How It Works

It also knows the delivery radius of each shop upto which they provide free home delivery and the minimum amount.



-  KIRANA STORES
-  CHEMISTS
-  RESTAURANTS
-  FLORISTS
-  VEGETABLE VENDORS

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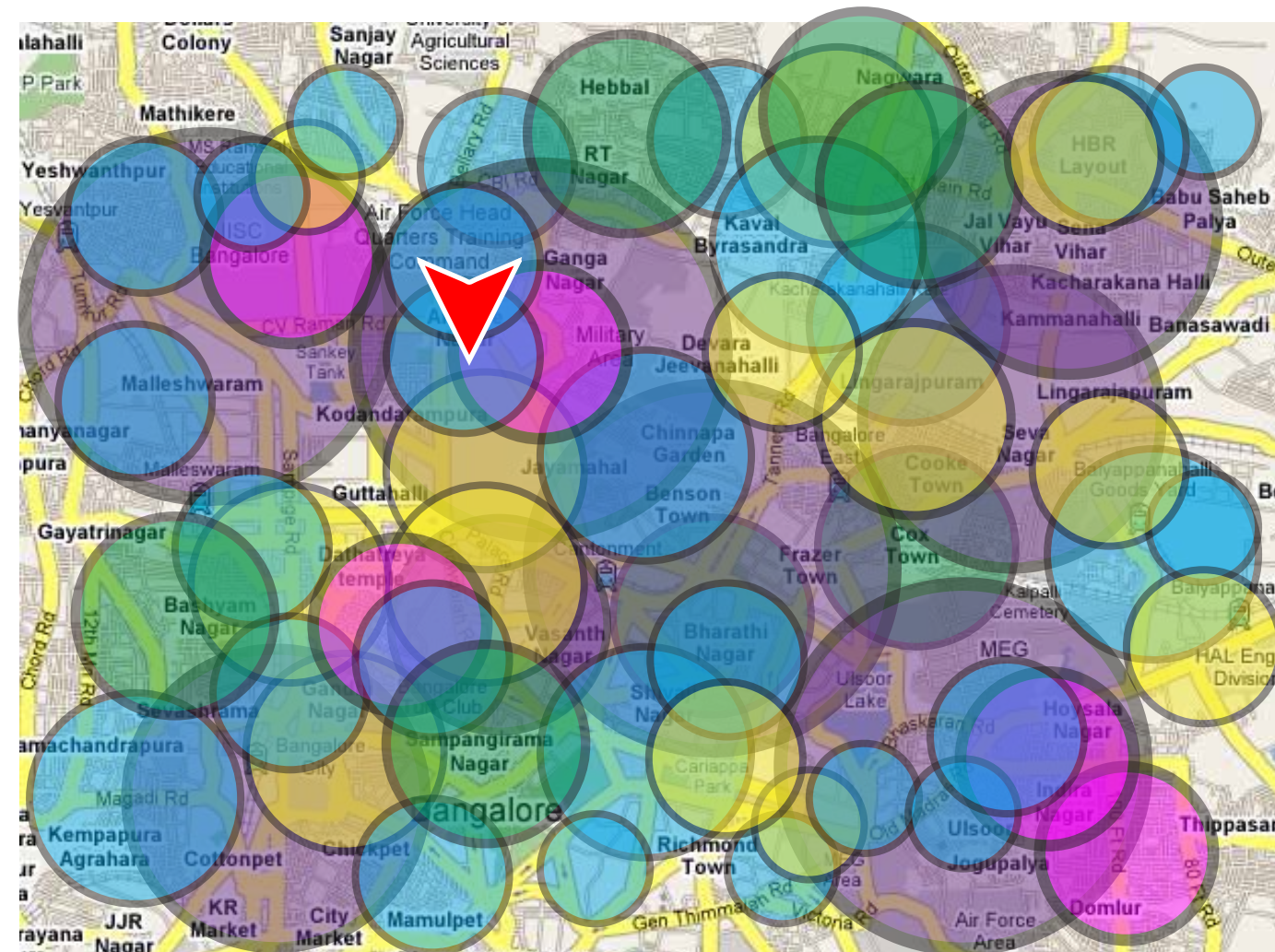
# Bhejdo: Business / system design






## How It Works

A customer has to login with his address. He is then able to browse through and order products available with all shops under whose delivery radius he falls.

The shopkeepers will be notified of the order through an instant SMS.

This enables him to get free home delivery of day to day items with the convenience and organization of a shopping mall.



-  KIRANA STORES
-  CHEMISTS
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# Bhejdo: Business / system design

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## Branding

Bhejdo in Hindi means “send it”. I chose to incorporate a graphical representation of a bicycle within my logo since it is the common means of home delivery of products in India by the local kirana store.



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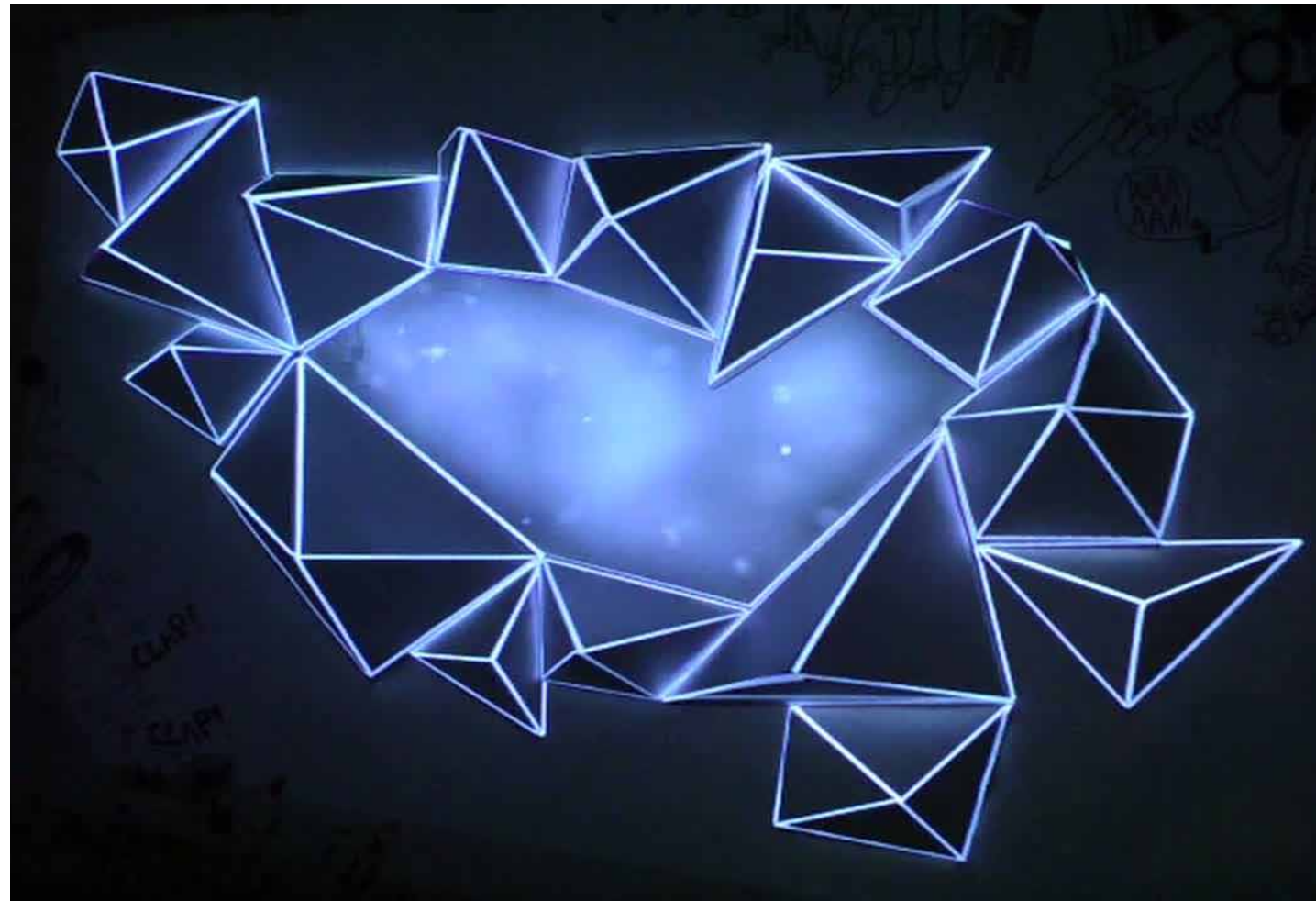
# 3D Projection Mapping

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This is a projection mapping installation that I created along with a batchmate at our Toy Lab Exhibit (Jaaga, Bangalore).

The exhibition theme was “The Land of Lost Toys” and we created a portal using 3D shapes which were then mapped on.

Please **click here** or on the image to view a video of the animated projection mapping.

We are currently working on a project that incorporates gestural interaction along with 3D projection using the Kinect sensor.



# Dream:in Project

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I was lucky enough to be selected as one of the 100 dream catchers from all over the world to travel the length and breadth of India and capture people's dreams in a video interview as part of IDIOM's DREAM:IN journey.

I was further selected as one of the 21 dream scholars who got to participate in the DREAM:IN Conclave. This consisted of a team of people from varied backgrounds- Businessmen, designers, industrialists etc who worked together to create projects based on the dreams captured



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## Contact Me

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You can also check out my website, although it's still under construction:  
**[www.rudranshmathur.com](http://www.rudranshmathur.com)**

Incase you were not able to view the hyperlinked videos in this PDF, please  
do go through my vimeo channel: **[vimeo.com/channels/rudransh](https://vimeo.com/channels/rudransh)**

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