

4 Product Concepts

Project Overview & Impact

Four design-first ideas — each solving a real everyday problem for working professionals and users, designed for a 4–5 member team. Includes overview, pros & cons, user benefits and business impact.

 Construction Waste Reuse

 Commute & Last-Mile

 Event Services Platform

 E-Commerce Redesign

Team size: 4–5 members

Deliverable: High-fidelity iPhone 16 + Web dashboard designs (Figma)

Goal: Portfolio value + real-world usability

01 Construction Waste Reuse — "Rebuild"

Waste management near construction sites · circular economy

OVERVIEW

A platform for construction sites to collect, list and reuse unused materials (sand, bricks, cement, steel, tiles). Contractors & workers can upload leftover material, and other sites can buy it — or exchange it for recycled-brick preparation. Reduces dumping, cuts costs and supports sustainable construction.

● USER BENEFITS

- Saves money — leftover material is resold, not wasted
- Cleaner, safer construction sites
- Lower material cost for small contractors
- Supports green / eco-friendly building
- Simple list → browse → exchange flow

● PROS

- Highly unique social-impact story
- Aligned with govt. circular-economy focus
- Low competition — stands out in portfolio

● CONS / CHALLENGES

- Hardest to demo as pure UI (logic-heavy)
- Multiple user groups (contractor, site manager, buyer)
- Trust & material-quality verification needed

BUSINESS IMPACT

- B2B marketplace with listing & service commission
- Recycled-brick production = product revenue line
- Corporate CSR / sustainability partnerships
- Subscription for contractors & builders

Key screens to design: Site login (contractor/worker) · Material listing upload · Browse/borrow marketplace · Request & exchange flow · Waste-bin tracking on site · Dashboard of savings (₹ / kg).

02 Commute — "GoFlow"

Metro + cab / auto (Ola, Uber, Rapido) in one seamless flow

OVERVIEW

A single journey app that plans, books and pays for the entire trip — metro leg + last-mile cab/auto in one flow. When a user steps off the metro, the next ride is already matched & waiting, cutting waiting time to near zero. One tap, one payment, one journey history.

● USER BENEFITS

- Zero extra waiting after metro exit
- One booking & one payment for whole trip
- Live "arriving at pickup" coordination
- Saves time & money vs. booking separately
- Clear end-to-end fares up front

● PROS

- Relatable — in India nearly everyone commutes
- High visual impact: maps, lines, live status
- Strong, modular flows for team split
- Impressive demo story for reviewers

● CONS / CHALLENGES

- Design-only: real APIs needed for live data
- Competitive space (Google Maps, Moovit)
- Complex coordination logic to communicate

BUSINESS IMPACT

- Mobility-as-a-Service (MaaS) aggregator model
- Commission per matched last-mile ride
- Integrated metro tickets / transit passes
- Corporate daily-commute plans

Key screens to design: Journey planner (origin → destination) · Live multimodal map · Metro + cab match card · Seat/wait status · Unified checkout & wallet · Journey history & receipts.

03 Event Services Platform — "EventKart"

Photography · Mehndi · Decoration · Sound & more in one app

OVERVIEW

One marketplace where users explore, compare and book every celebration service — photographers, mehndi artists, decorators, sound & DJs, caterers — in a single flow. Service providers also publish their work and manage enquiries, growing their business from the same app.

● USER BENEFITS

- No more juggling 6 phone calls / apps
- Compare verified vendors, prices & reviews
- Book everything in one checkout
- Vendors gain visibility & direct enquiries
- Track booking status end-to-end

● PROS

- Richest design surface (multi-vendor flows)
- Proven, validated market (Shata, WedMeGood)
- Clear module split across 4–5 teammates

● CONS / CHALLENGES

- Crowded — established players exist
- Complex B2B + B2C dual flows
- Trust/review system must be designed well

BUSINESS IMPACT

- B2B2C marketplace commission model
- Featured-listing ads for vendors
- Booking fees / secure payments
- Premium vendor subscriptions

Key screens to design: Home + category hub · Search & filters · Vendor portfolio & reviews · Multi-service booking/checkout · Vendor publish dashboard · Order tracking & chat.

04 E-Commerce Redesign — "Sugar Cosmetics"

Website design · product listing · checkout & payment fixes

OVERVIEW

A UI/UX redesign of the Sugar Cosmetics shopping experience — improving product listing, search, cart and the checkout/payment flow to reduce drop-offs and boost conversions. Delivered as clear before/after designs with a design-system foundation.

● USER BENEFITS

- Faster product discovery & shortlisting
- Fewer clicks to complete a purchase
- Clear offers, offers-to-cost transparency
- Fewer payment errors, better confirmation
- Consistent, trustworthy browsing experience

● PROS

- Very clear, achievable scope
- Direct before/after = strong portfolio evidence
- Real brand target, easy reference

● CONS / CHALLENGES

- Redesign = less "original" concept
- Cannot measure real sales data (design only)
- Needs benchmarking to justify changes

BUSINESS IMPACT

- Higher checkout conversion rate
- Lower cart abandonment
- Better repeat purchases via clear UX
- Scalable design system for the brand

Key screens to design: Home & category listing · Product detail (images, shades, variants) · Search & filters · Cart review · Checkout & address · Payment methods & success/error/retry states.

Summary & Recommendation

RANK	PROJECT	BEST FOR	EFFORT
01	GoFlow — Commute	Highest wow-factor, relatable to all reviewers	High (maps + routing)
02	EventKart — Events	Richest flows, proven market	High (multi-vendor)
03	Sugar Cosmetics	Safe, clear, strong before/after	Medium
04	Rebuild — Waste Reuse	Unique social-impact differentiator	Medium (fewer flows)

DESIGN LEAD'S RECOMMENDATION

For a **design-only team of 4–5** judged on **portfolio value + real-world usefulness**:

- **Lead with GoFlow (Commute)** — the strongest demo and most beautiful screens; everyone instantly understands the problem.
- **Balance with EventKart (Events)** — proves complex marketplace UX and deep design thinking.
- **Include Sugar Cosmetics** as the "polish" piece — a clean, measurable redesign adds credibility.
- **Keep Rebuild (Waste Reuse)** as the unique, socially meaningful differentiator in interviews.

Tip: give each teammate one project as lead designer and one module across projects — this creates equal ownership and a bigger portfolio.