



Making Aspiration Accessible

COGNITIVE RESEARCH AND INNOVATIONS PVT. LTD.



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COGNITIVE RESEARCH AND INNOVATIONS Pvt Ltd [CRAI] is a Bangalore based start-up company working towards excellence in the Research & Development space, and believe in pursuing business through innovation and technology. Their team comes with several years of industry experience, and comprise of a highly motivated set of specialists & industry experts.

Acknowledgement ● ● ●

First I would like to thank Mr Suresh Dakarapu, the director of Crai, for giving me the opportunity to do an internship within the organization. For me it was a unique experience to be in CRAI and to work and understand the industry practices. It also helped me to learn to work on fixed timeline and how to handle work pressure.

I also would like all the people that worked in the office of CRAI. With their patience and openness they created an enjoyable working environment.

The goal of the company is to be a leader in the industry by providing enhanced products, services, education, with a strong relationship and profitability.

Introduction ● ● ●

This report is a short description of my Three month internship. The internship was carried out within the organization CRAI. The work was basically concentrated on the better user-experience of the softwares CRAI were developing and aslo developing and creating marketing and intelectual colatrals for the company (such as identity design of the company and infographics for marketing slides.

At the beginning of the internship I formulated several learning goals, which I wanted to achieve:
to understand the functioning and working conditions of a Software organization;
to see what is like to work in a professional environment;
to see if this kind of work is a possibility for my future

career;
to use my gained skills and knowledge;
to see what skills and knowledge I still need to work in a professional environment;
to learn about the organizing of a research project (planning, preparation, permissions etc.)
to learn about research methodologies (field methods/ methods to analyze data)
to get fieldwork experience/collect data in an environment unknown for me;
to get experience in working in different field/with persons from different working culture;
to enhance my communication skills;
to build a network.

This internship report contains my activities that have contributed to achieve a number of my stated goals. This is a reflection on my functioning, the unexpected circumstances and the learning goals achieved during the internship are described. Finally I give a conclusion on the internship experience according to my learning goals.

My Internship ● ● ●

My Role

1. To understand the user experience of the software/app and integrate with back-end developer.
2. To develop wireframes and blueprints for given software/app.
3. To create a mockup for software/app to give a better understanding of flow of the software/app to everyone in the office.
4. Research on the industry trends and how to make organisation's software/app stand alone from design perspective.
4. To create high end front design for software/app
5. To think about new marketing plans.
6. To get the raw data and convert it as an infographic.

Responsibility

1. To make sure everyone in the team are on the same track.
2. To give an oversight of the product before it is developed.
3. To make sure that every identity CRAI is using continues to be used according to the design standards specified.
4. Maintaining a harmony with every design and respective product.

Daily Work

1. Ideation on identity design
2. Giving appropriate images and graphics for there existing website.
3. Creating icons for there existing website.
4. Creating layouts for product specifications presentations.
5. Creating marketing collatral.

Mission & Project

1. Created identity design and marketing collatrls for Kingpin, a team management software.
2. Created identity design for truetraffik, an app for serving all Network Traffic Generation needs.
3. Created identity design, app wireframe and mockups for goquickr. An app for delevering goods.
4. Made a initial layout for there magazine Little Scientist.
5. Made a couple of infographics.
6. Created website collatrls such as images, icons and graphics for there websites for respective products.

Understanding the job

As I had a software background in past there was no such hurdle in understand the job. Nevertheless in the begining I had some issues in understanding some topics like compliance, submittal management etc. It took a couple of days to understand the work culture out there.

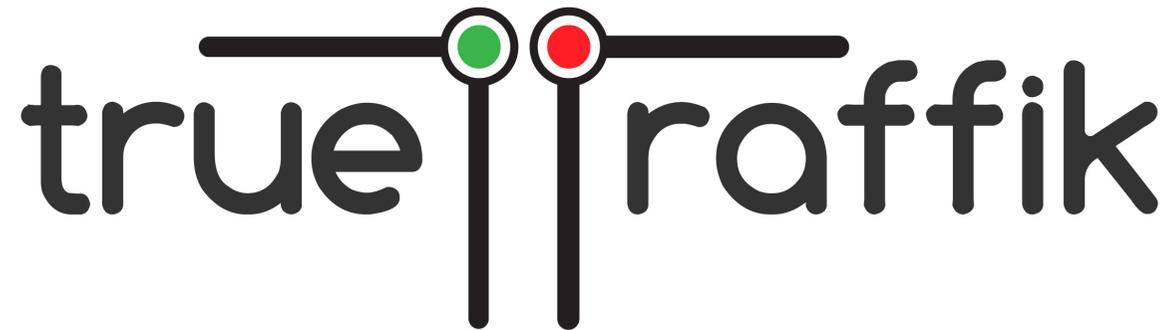
Works and Projects



Go Quikr

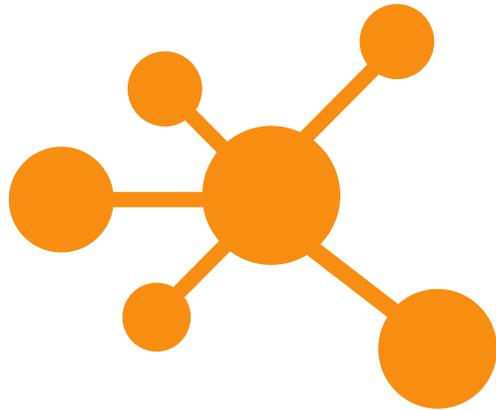
Go Quiker is a goods delivering app, committed to deliver above the user's expectations.

Concept:-Because the name "GoQuikr" symbolises the adjective swift, I took the initial G and turn it into a man running. Infact, when the app is loaded a gif of the logo is shown where the man is running, to show 'loading'.



TrueTraffik is a software to make customer life simple by serving all their Network Traffic Generation needs.

Concept:- I took the the colors green and red to represent a traffic signal. where the red is input and green is output. Basically the logo depicts that the software will take errors, throw exceptions and rectify it .

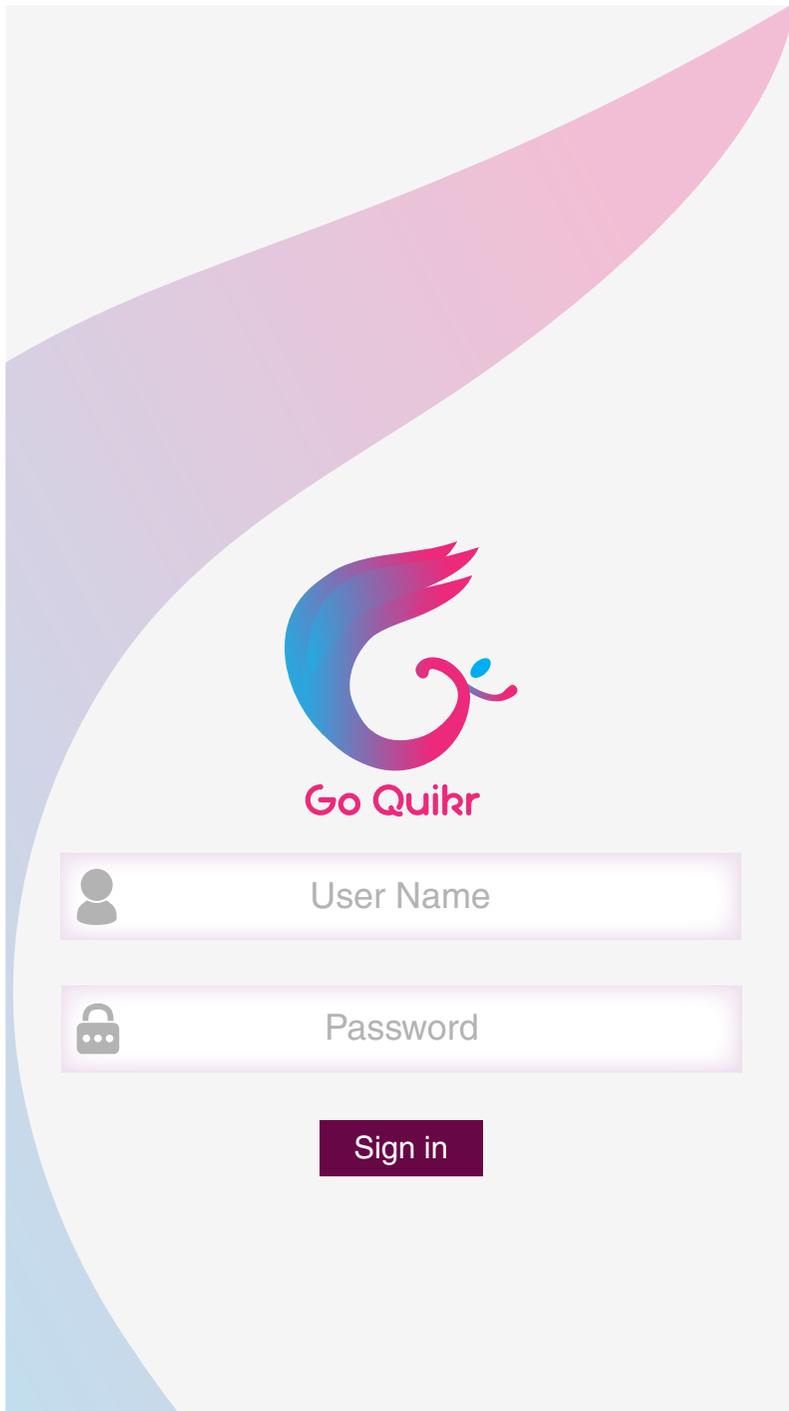


Kingpin

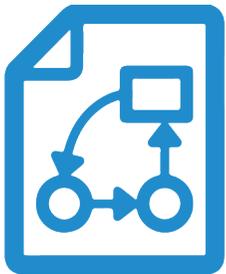
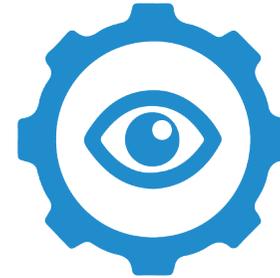
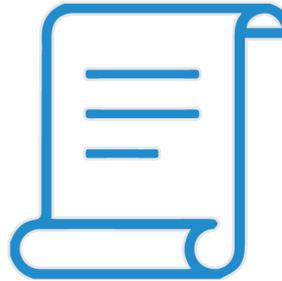
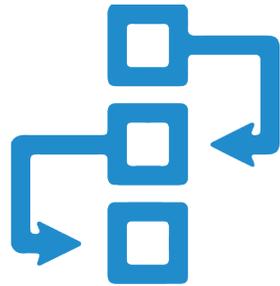
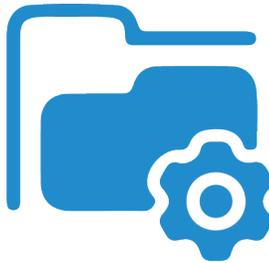
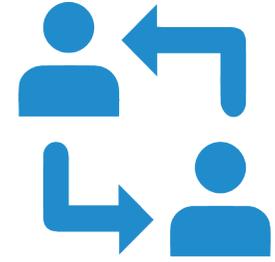
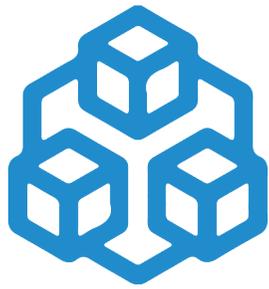
A new paradigm of working in action

Kingpin is a monolithic-software, which solves all kinds of business needs in one place. Buying different software for different business departments involves a lot of cost that you can save through Kingpin. Time management, communication, work-flow and infrastructure dependencies are some problems that Kingpin solves. It also provides solutions for compliance, inspection, audit, procurement and a total of 12 business processes.

Concept:- Connecting People, Process and Technology. Kingpin can understand all forms of collaborative tasks, interact naturally with team, and systems and people, at scale.



Front-end mockup for Goquicker app.



One set of icons I made for existing website www.kingpin.com

Analysis ● ● ●

Being a software company, CRAI has a lack of design aesthetics. The choices of color, shape, elements, fonts etc are very subjective and I couldn't find my design space there. I assume that at CRAI quantity matters over quality, which I now feel applies to most of the startups across India.

However I got the chance to enhance my software skills, learnt how to deal with a client. Learnt how to work in a specific timeline and also learnt about the different types of process management softwares and their functionalities and modules. I also understood just how important the user experience is too.

I learnt how team work is so important to build an extraordinary product. Also importance of artificial intelligence and how it eases our life.

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