

A top-down view of a desk with various items. In the center is a large sheet of paper with technical drawings, including a circular diagram and several rectangular diagrams with lines and arrows. To the right is a laptop. In the foreground, there are several pens and pencils. In the background, there is a calculator, a pen holder with pens, and a notebook. The overall lighting is dim and blue-toned.

*Portfolio*

PRODUCT DESIGN  
ENGINEER

Vinayak Arora

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## Vinayak Arora, 26

Hello | Namaste | Hola, I am a passionate Product Design Engineer from the United Kingdom. My passion lies in both technology and innovation, I enjoy staying up-to-date with the latest developments in these fields. Actively seeking out new ideas. My ultimate goal is to inspire the world through impactful designs that aim to solve problems and are focussed on user experience.

### Analogue Skills

- Sketching
- 3D Modelling
- Design Research
- Prototyping
- Material Handling
- Concept Development
- Product Visualisation
- Design Thinking
- Sustainability Design
- Insight Mining
- Graphic Designing

### Soft Skills

- Detail-Oriented
- Adaptable
- Team Working
- Creative
- Curious
- Problem Solving
- Resilient
- Friendly

### Software Skills

- Inventor
- Fusion 360
- Blender
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Lightroom Classic
- Procreate
- Figma
- MS Office
- Solidworks

### Education

*University of Glasgow & Glasgow School of Art, Faculty of Design,*  
**Product Design Engineering** 2021-2022

*Manipal University Jaipur, Faculty of Engineering,*  
**Mechanical Engineering** 2016-2020

*Amity International School* 2016

### Work Experience

**Glazing Vision Ltd.,** July 2023 - June 2024  
Design & Development Engineer,

**HUSH,** Dissertation Project, 2022  
Product Design Engineering,

**Re-Design for Human Factors,** 2022  
Product Design Engineering,  
Glasgow School of Art

**Sustainability Design Project,** 2021  
Product Design Engineering,  
Glasgow School of Art

**Case New Holland India,** Jan 2020 - June 2020  
R&D Department, Intern

**Honda Cars Pvt. Ltd.,** June 2019 - July 2019  
Quality Department, Intern

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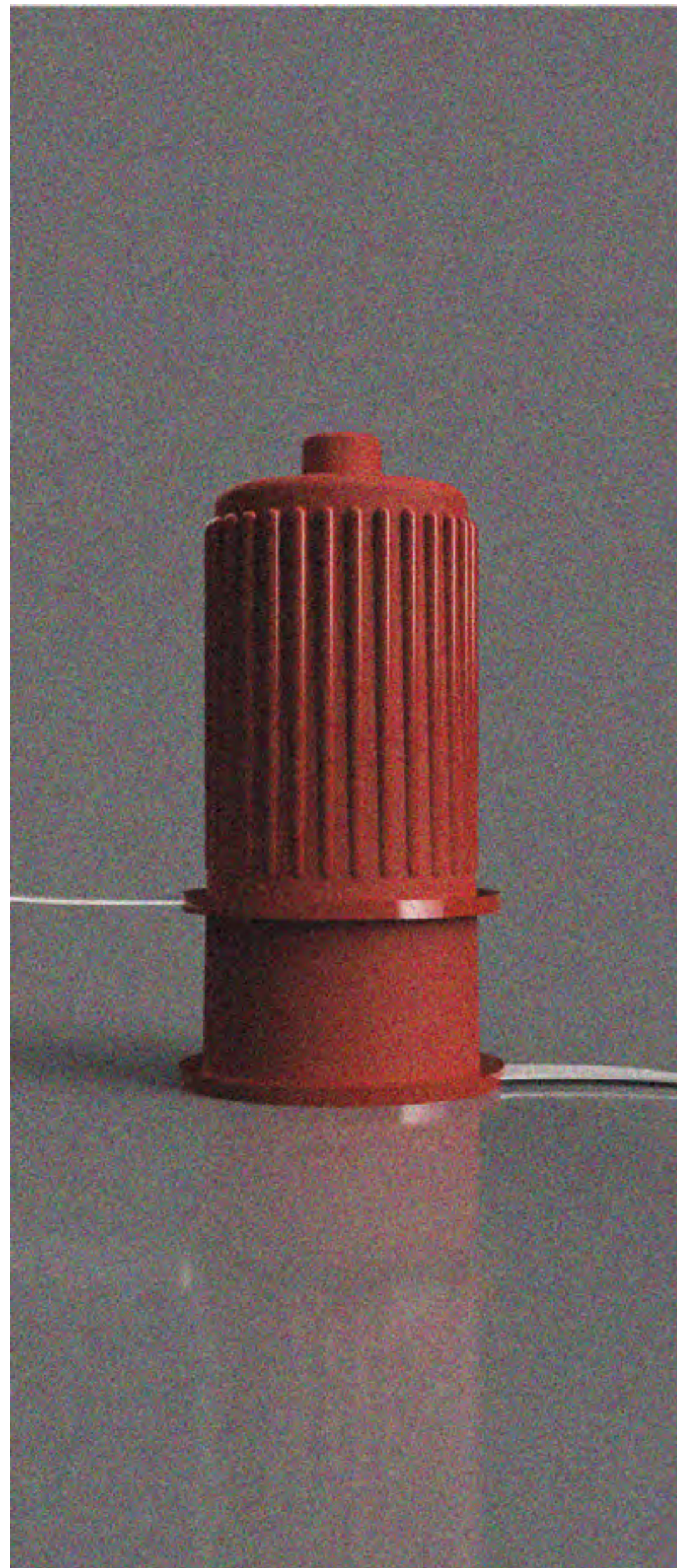


# In this portfolio...

**1 HUSH**  
A modern day Head-Up Display (HUD)



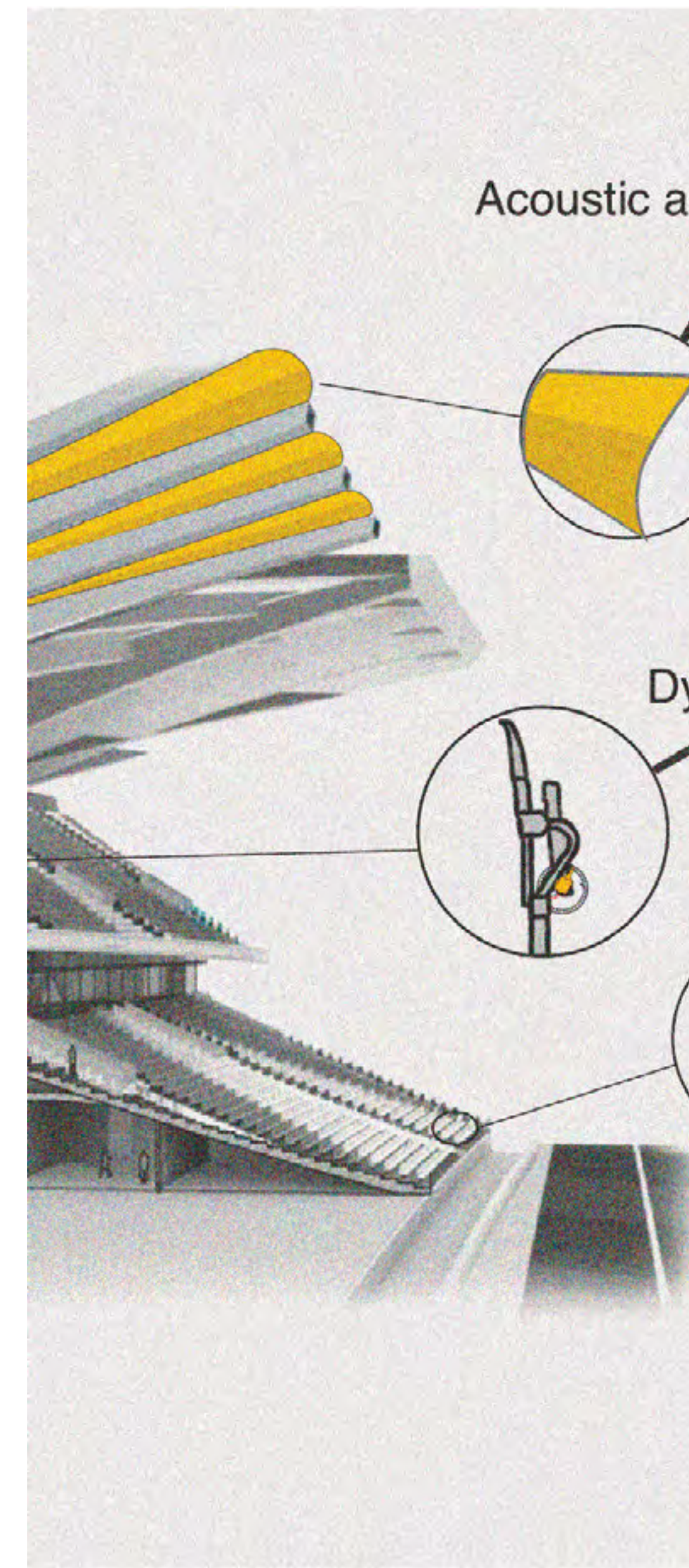
**Mini Food Processor**  
Human Centric approach to Re-Design



**Portable Tyre-Inflator**  
Applying concepts of Integrated Engineering Design



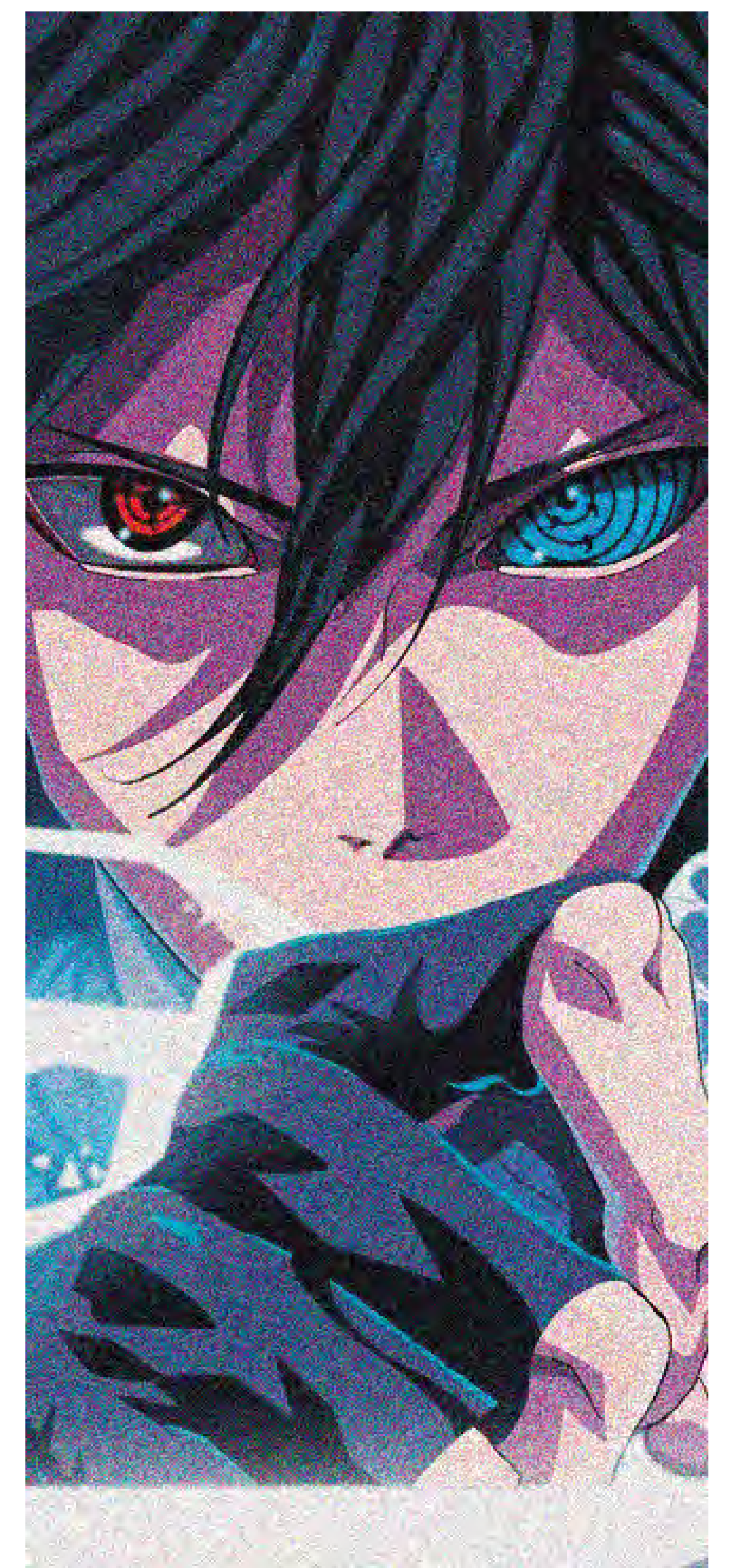
**Crowd Wave**  
Circular Design Economy and Sustainability Design



**5 Superfood**  
Food as a superhero for homeless people easily and comfortably



**6 Extras**  
Digital Artworks and CAD skills





# HUSH

## Heads-Up Show Hielaman

### Heads-Up Display (HUD)

An innovative project to design and develop a cutting-edge heads-up display for automobiles that helps reduce distractions and increases safety of the driver and passengers.



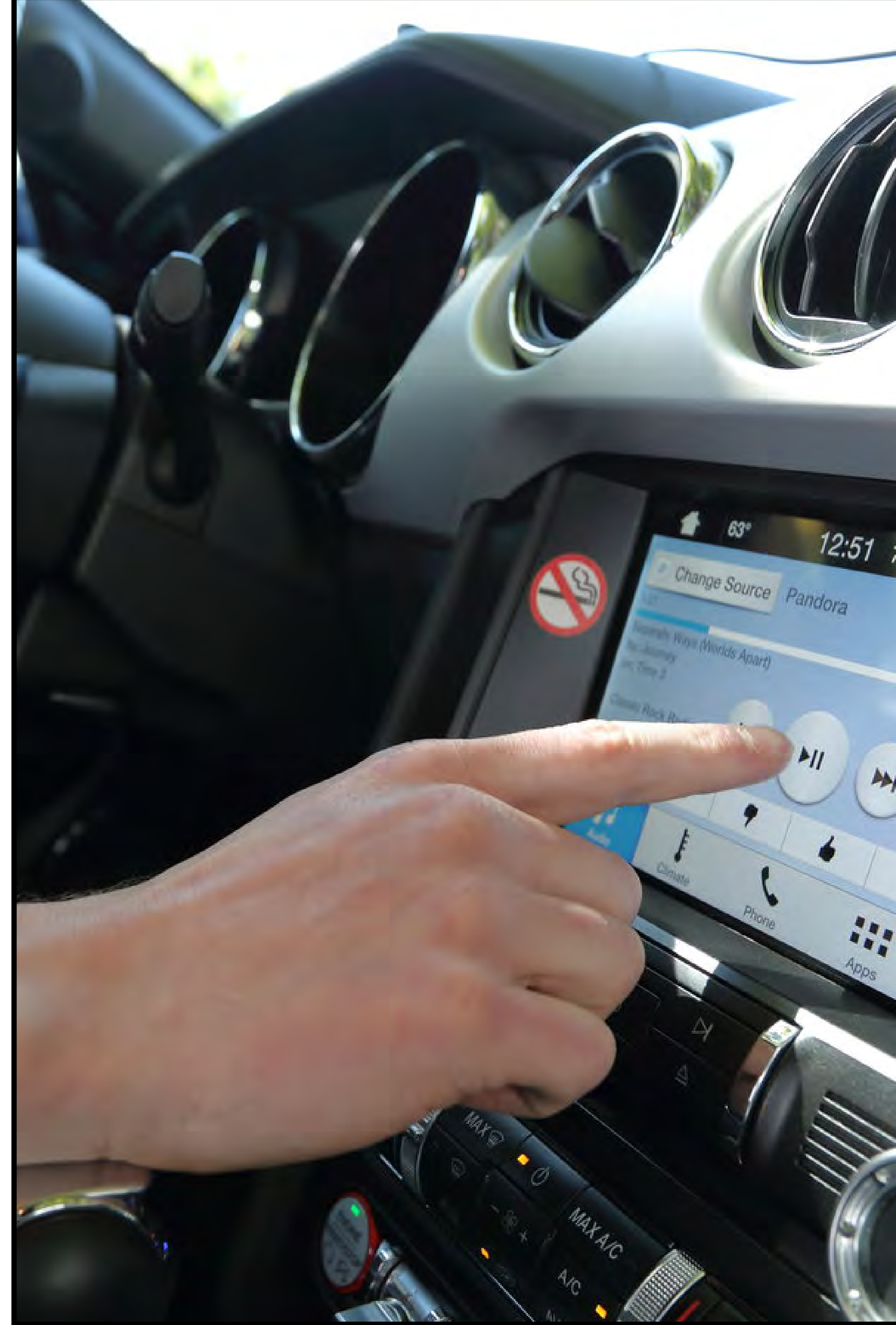
01.  
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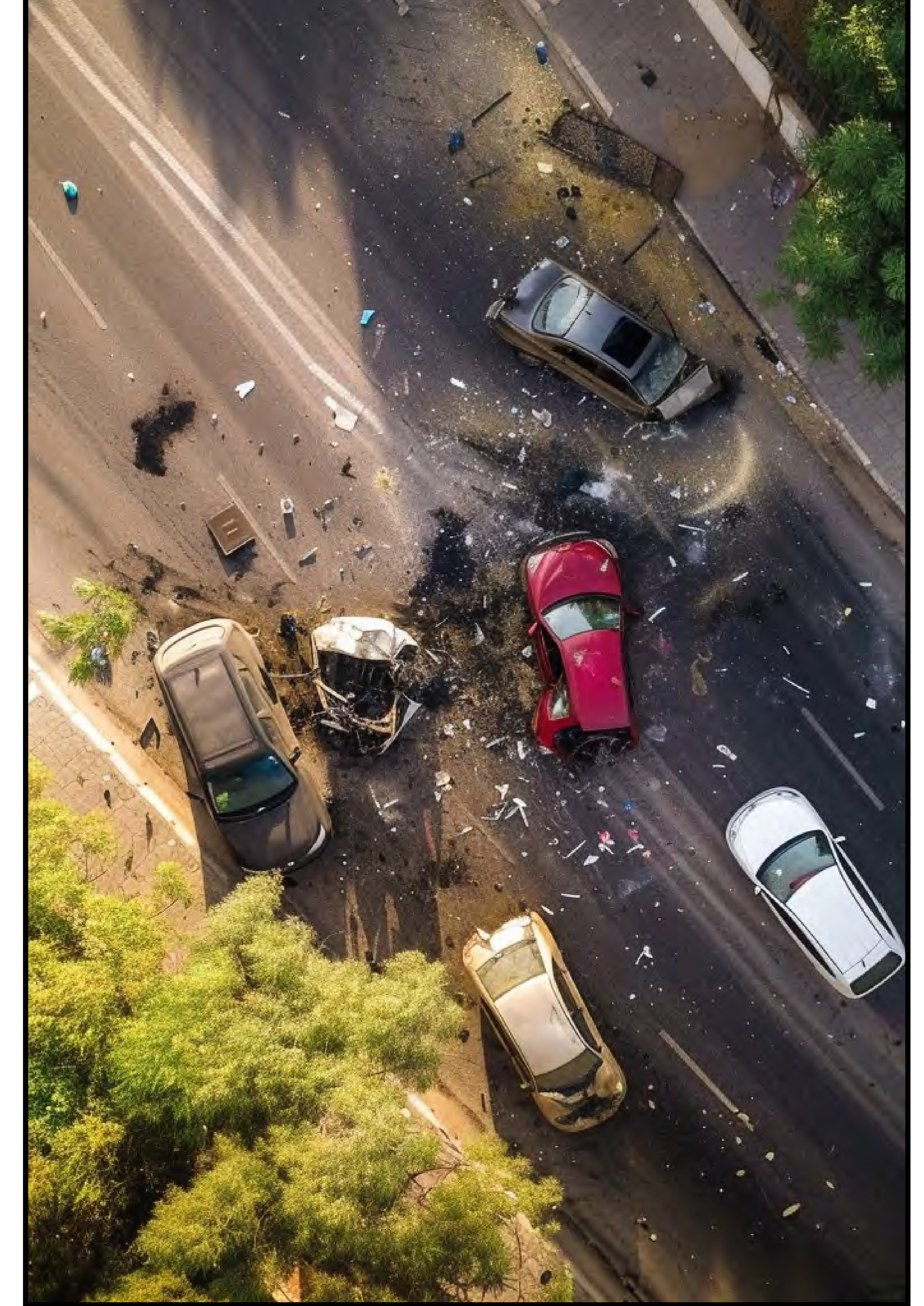
There are multiple distractions inside the car - **mobile phones**, **passengers**, and **other things**.

- ~ 2,563 Road Accidents (2019).
- ~ 78% Crashes & 65% Near-crashes.



**Latest technological updates** inside the car are also adding to the list of distractions for the driver.

- ~ 90% Motor Vehicle Collisions.
- ~ Distractions / Inattention / Fatigue.

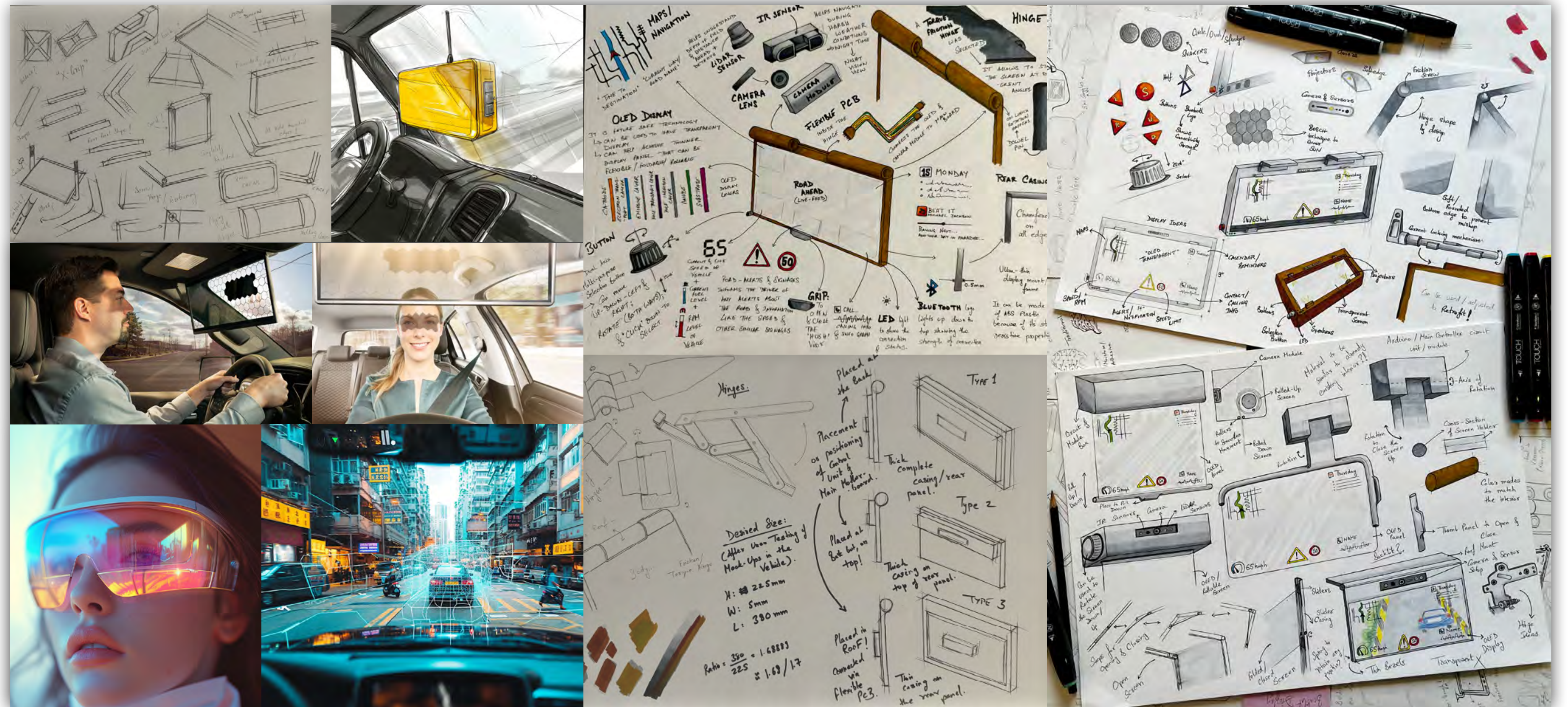


Distractions inside the vehicle can be of different types - **visual**, **cognitive**, and **manual**.

## OBSERVATIONS



# FORM EXPLORATION

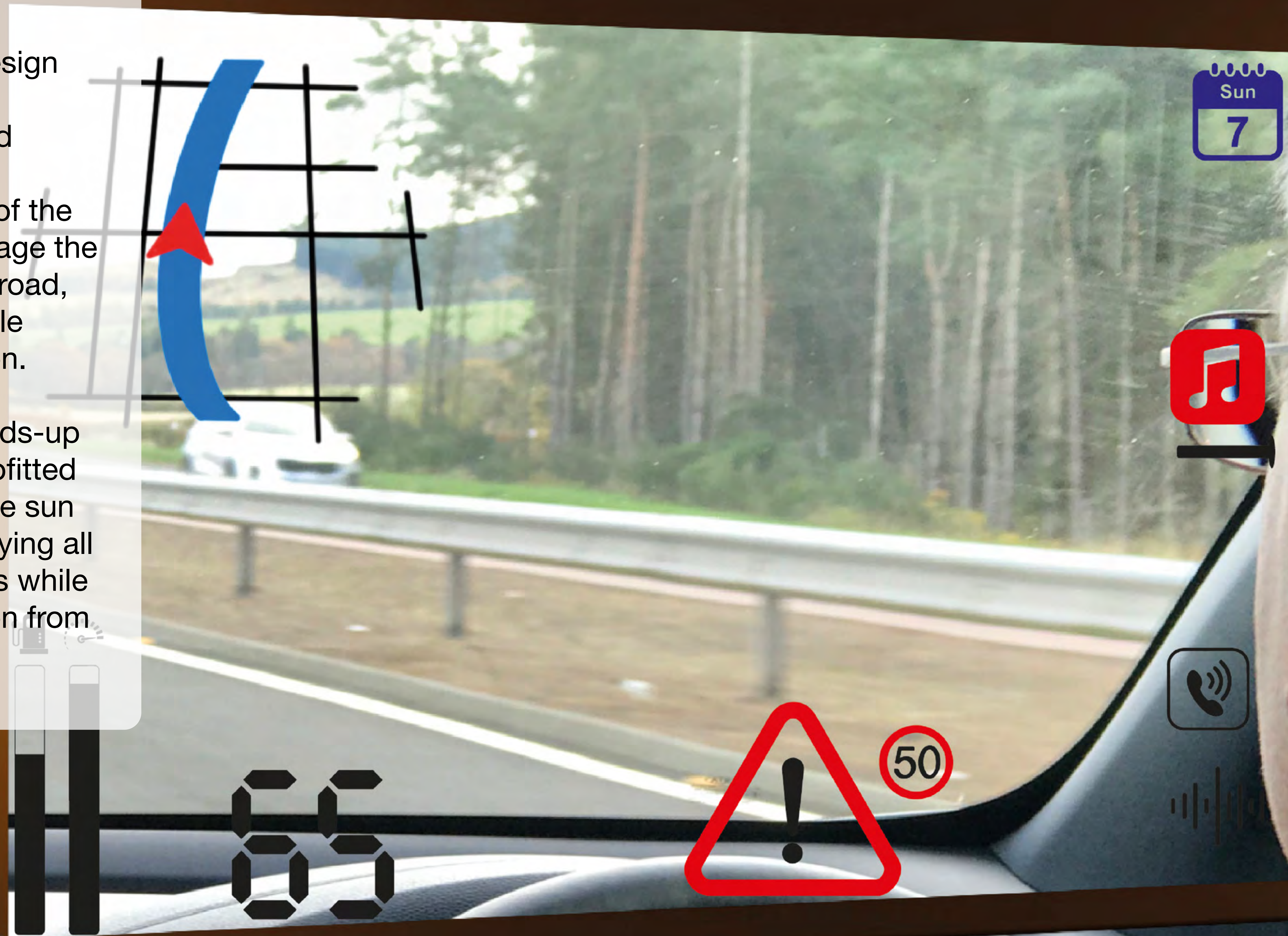




## What's HUSH?

The opportunity here was to design a product that can collate all the information that are deemed necessary, and to display this information in the line-of-sight of the driver. This will not only encourage the driver to keep his focus on the road, but also avoid looking in multiple directions to look for information.

HUSH is a modern take on heads-up displays for cars. It can be retrofitted in all types of cars, replacing the sun visor inside the cars and displaying all the information a driver requires while driving, helping avoid distraction from the road up-ahead.





# Storyboard **without HUSH**

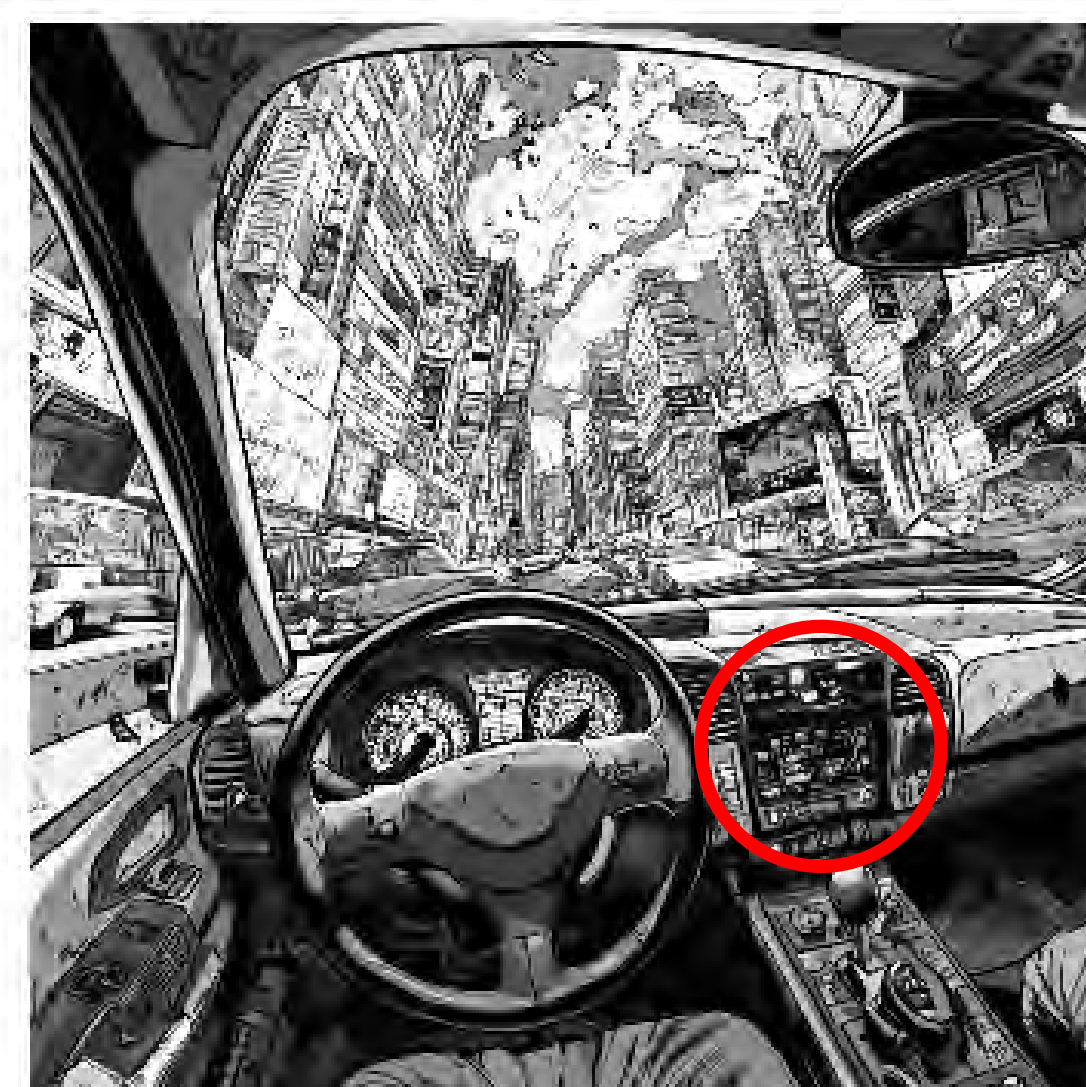
A normal car without incorporating my product HUSH.



Types of distractions:  
1. Looking at HUD / Speedometer



2. Infotainment:  
Notifications & Alerts.  
Temp. / Climate Control



3. Distractions outside:  
Person / Thing.  
Mobile Phone,  
Changing Settings

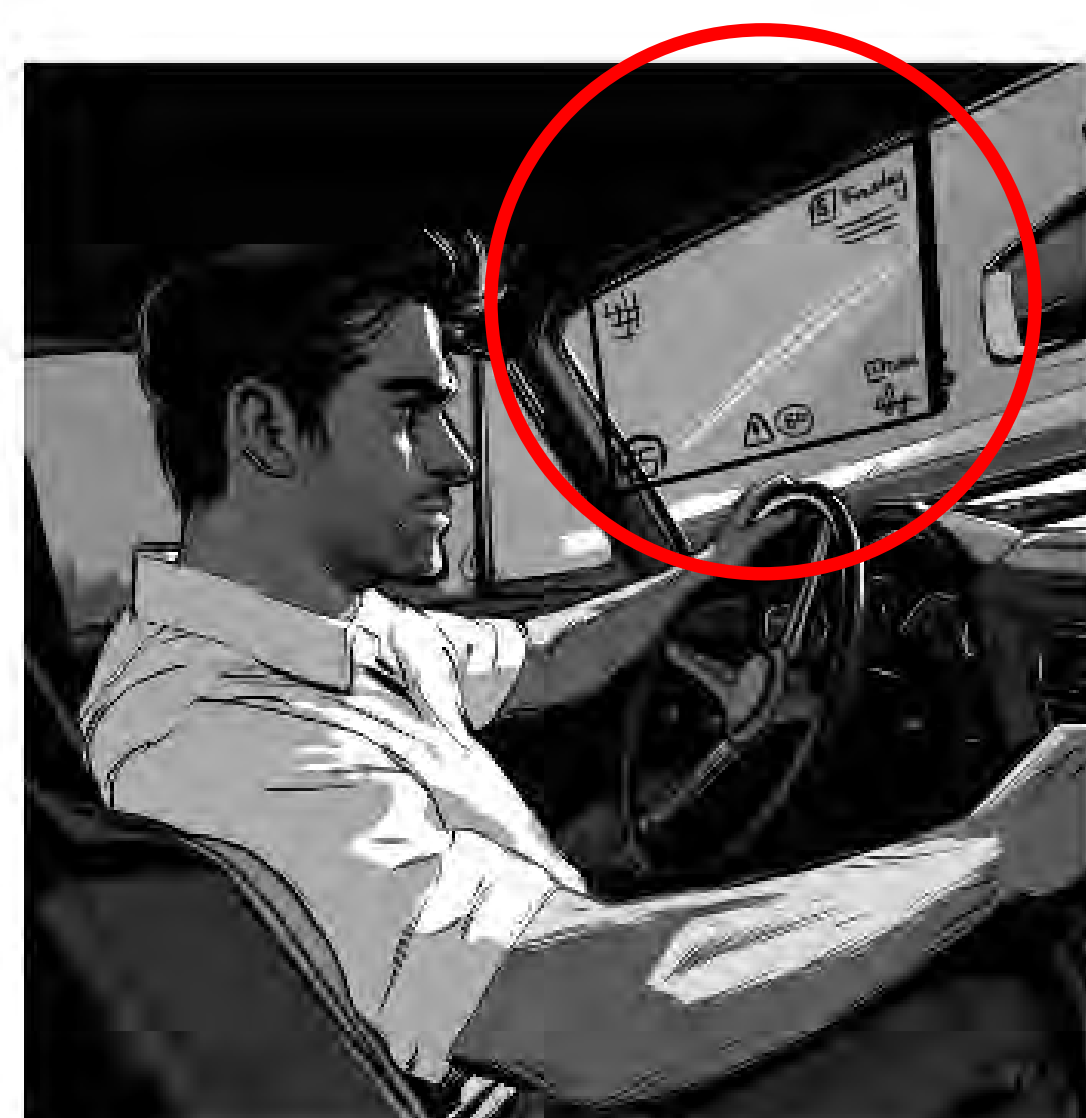


4. They may lead to fatal accidents. One of the biggest cause.

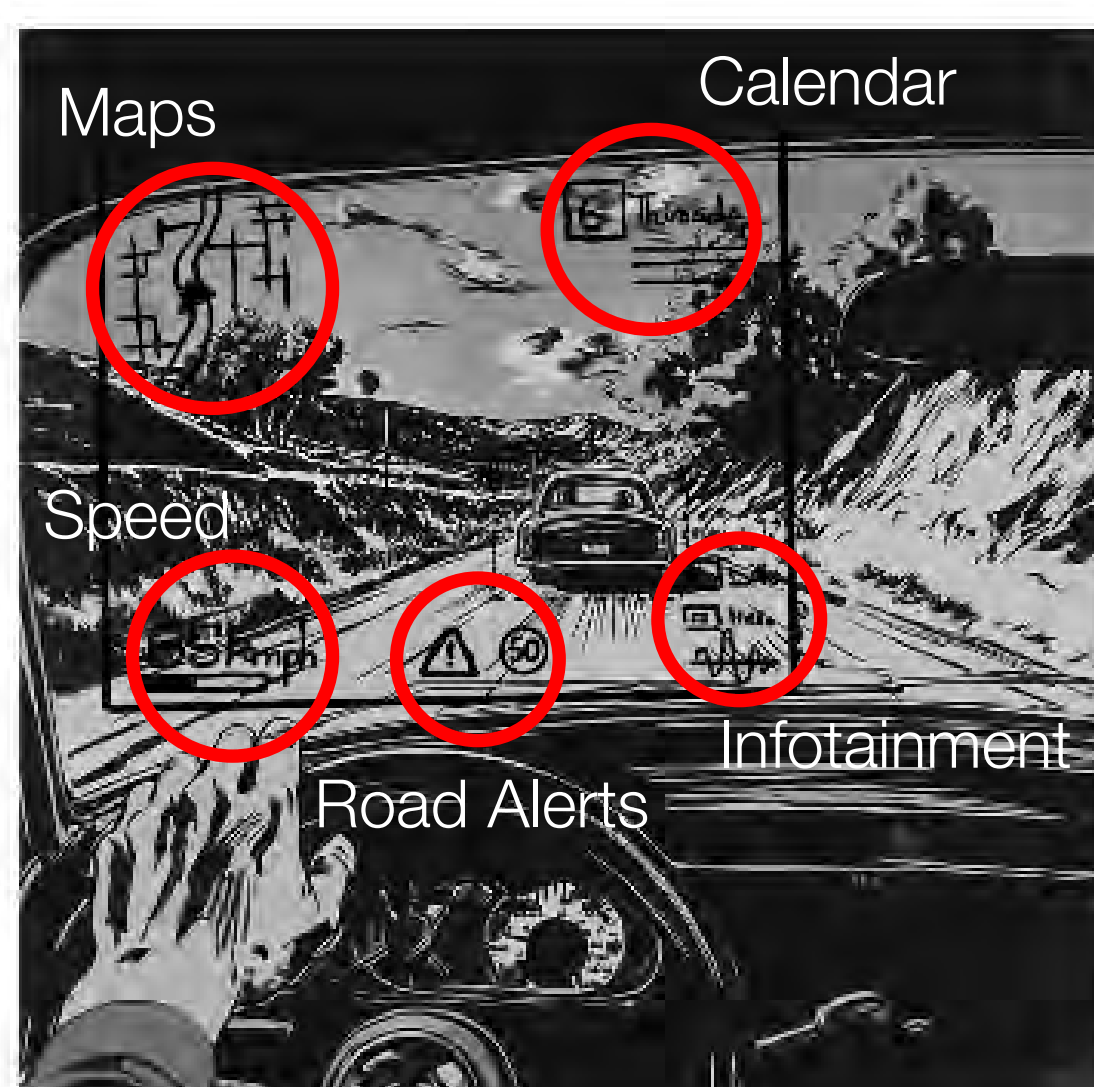


# HUSH

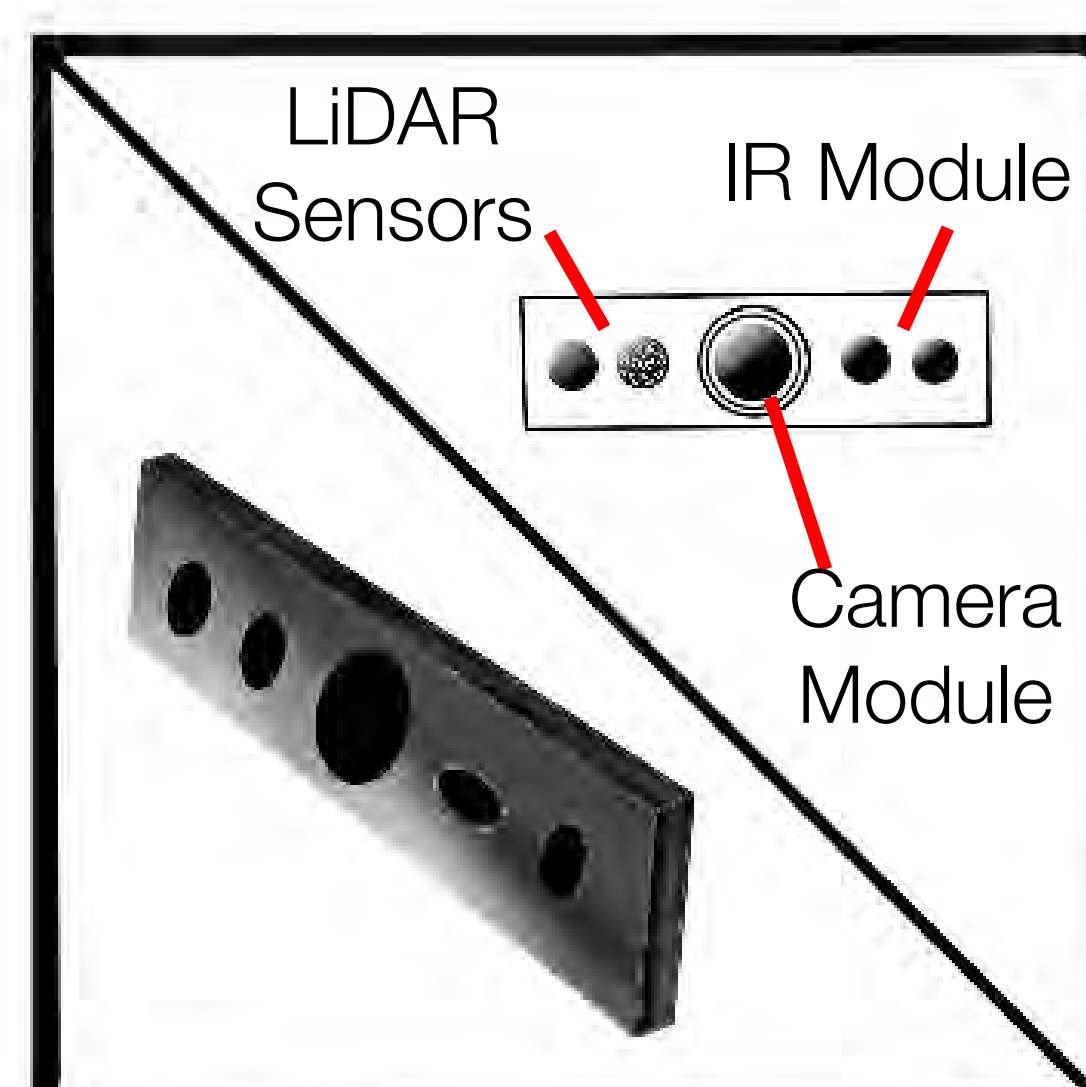
Car with retrofitted HUSH. Smart sun visor instead of a normal.



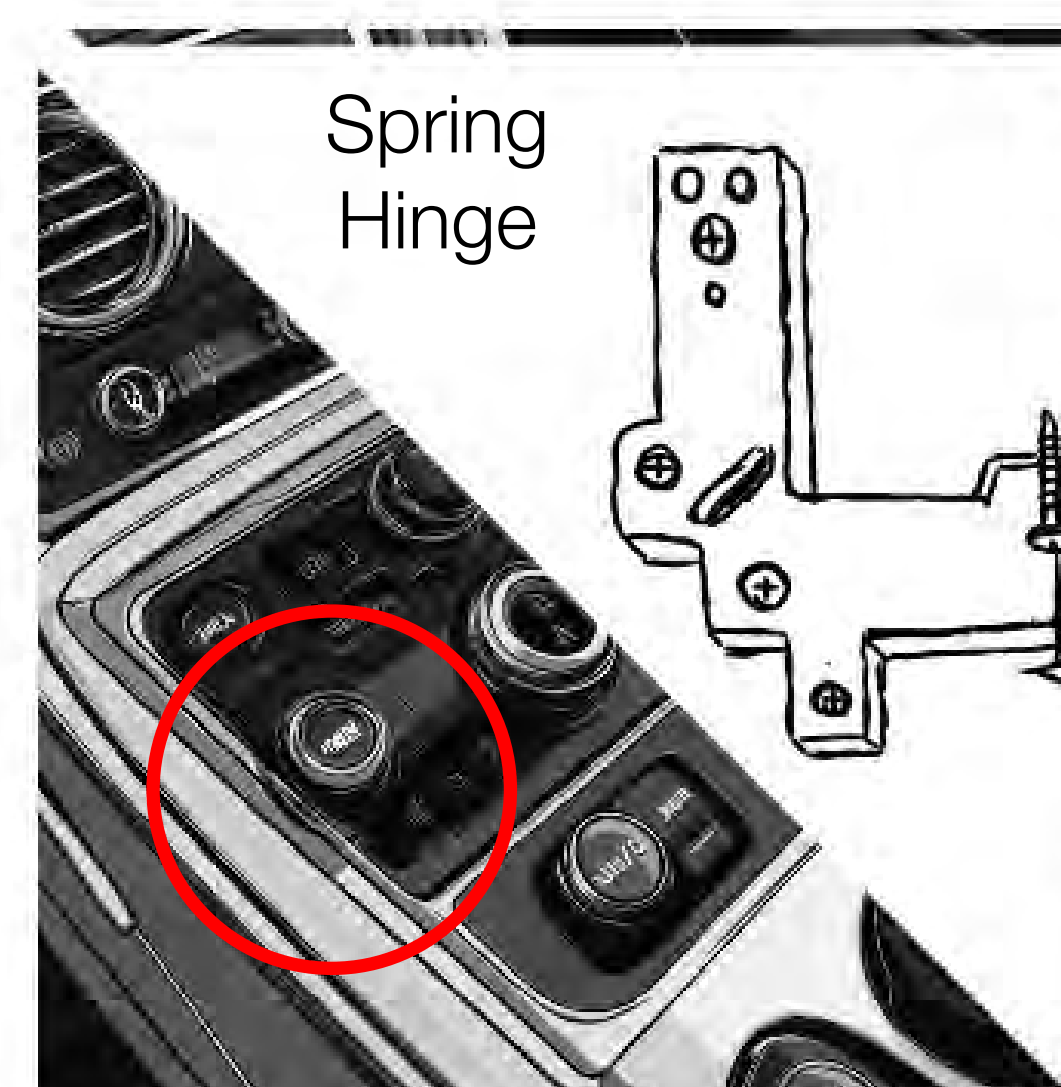
1. Working of HUSH.  
How it's supposed to work and look like.



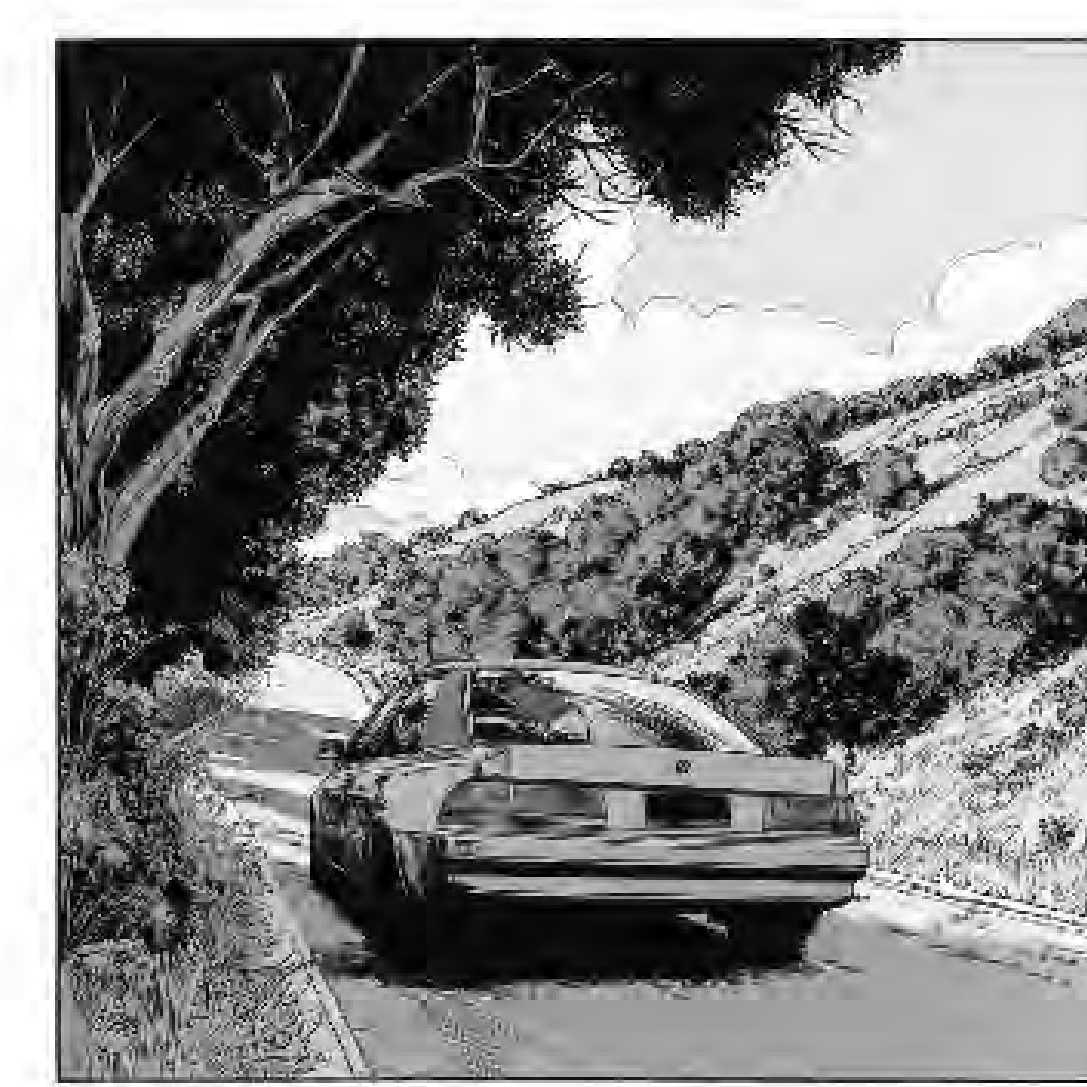
2. Camera module & sensors: IR sensor & Night Vision, LiDAR sensor for depth.



3. Buttons to help control and adjust the HUSH display.  
Hinge option: Laptop.

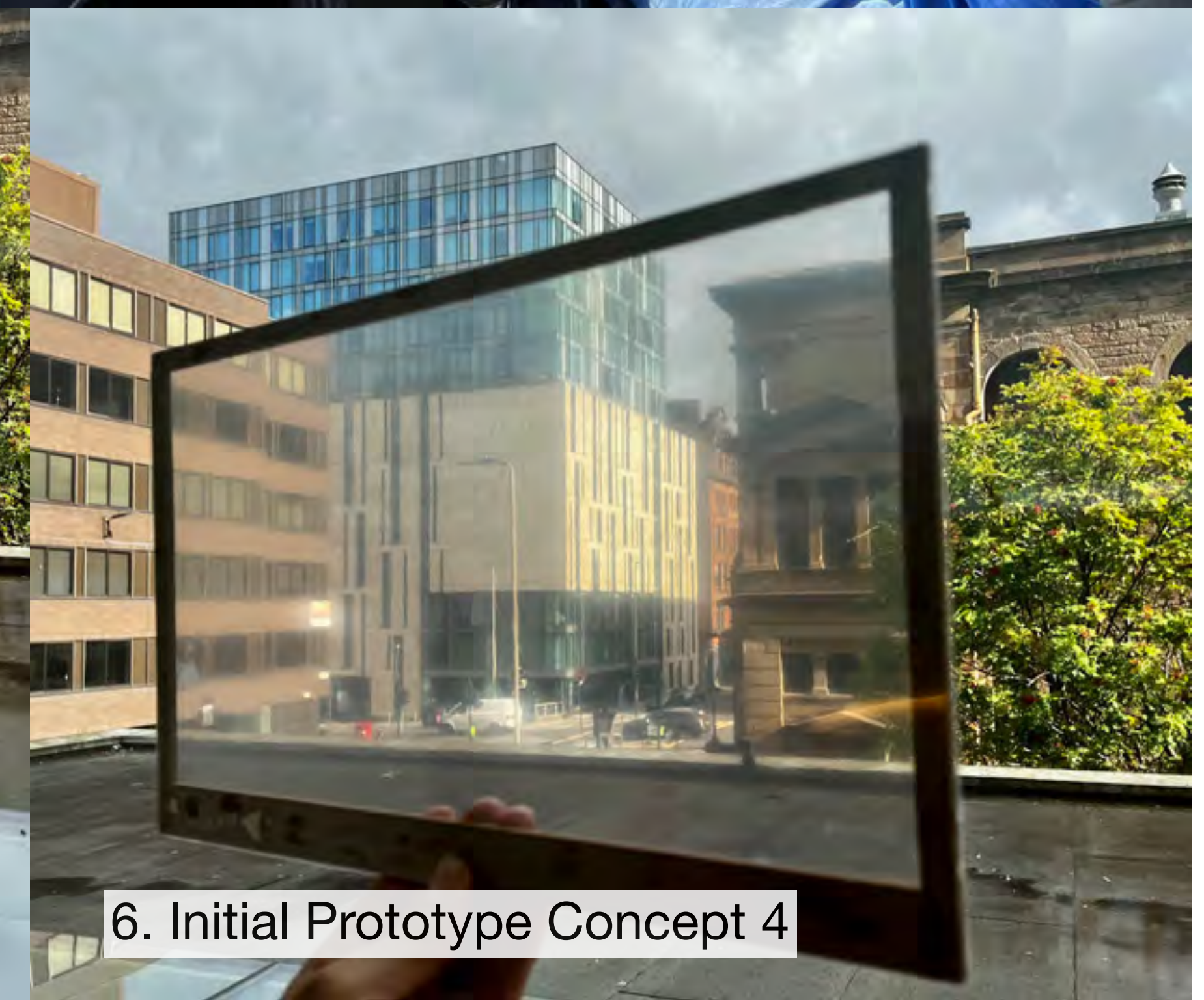


4. It helps deal with visual distractions inside & outside the car.





# PROTOTYPING & TESTING

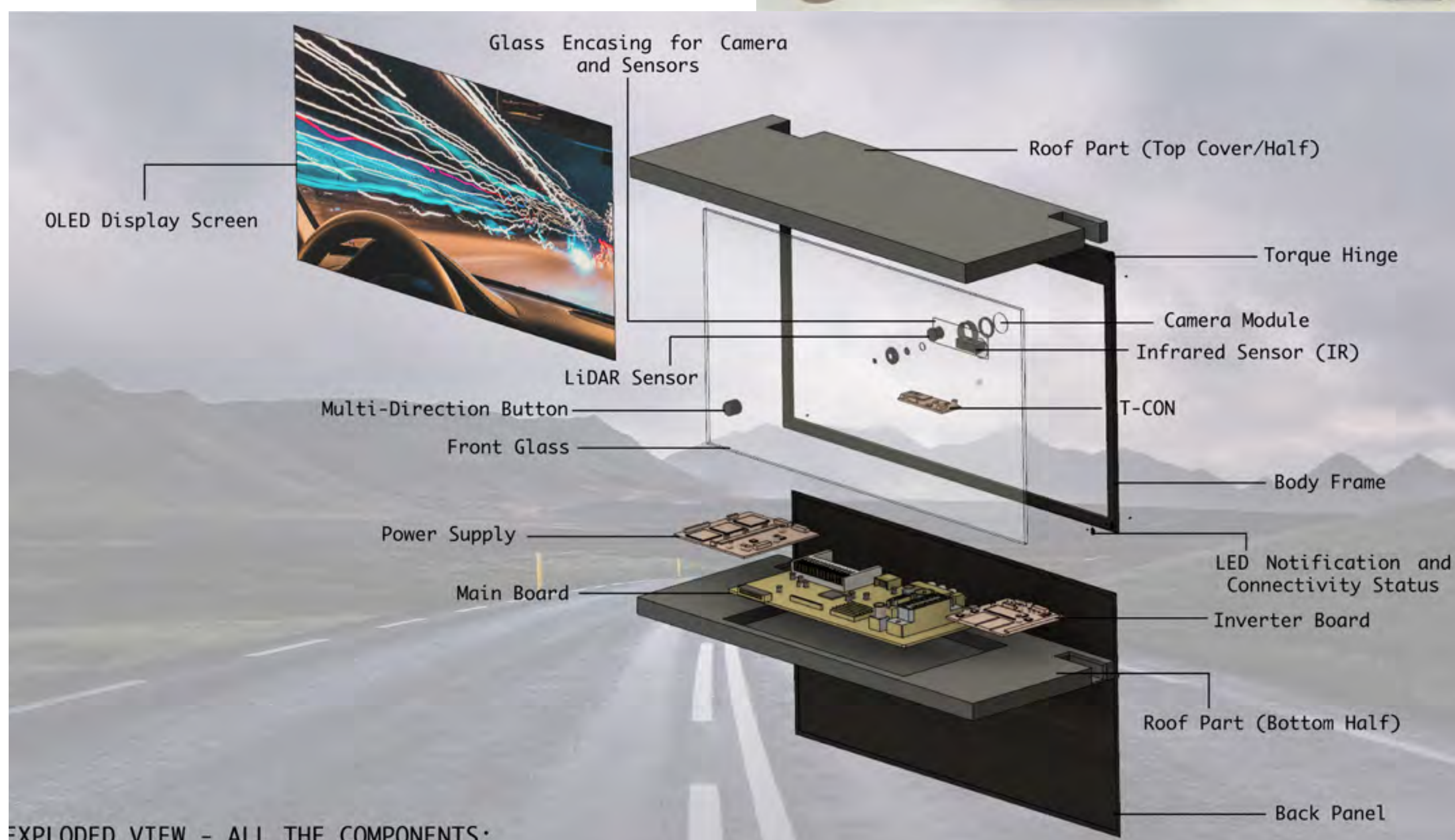






# Finished CAD Model

# Showcase Prototype



EXPLODED VIEW - ALL THE COMPONENTS:

**Features of HUSH:**

The material and texture are chosen according to existing interior of the car.  
Material: ABS Plastic  
Texture: Wood  
Display: OLED Panel.

A multi-direction button is provided to help set-up and navigate the information on the display screen.

LEDs to show the status of the connectivity with the mobile phone and feedback for input from button.

Camera and Sensor Modules, that help scan, detect and the display the result on the screen.

A 'Torque Friction Hinge' is used along the complete length of the screen. It allows for the driver to adjust the display in any position.

**Capabilities of HUSH:**

A full rendered image showing What and How the important information is displayed to the driver as an Overlay on the Camera feed.

HUSH can be retrofitted into current Slots of the Sun Visor thereby removing the Sun Visor from its place.

The Electronics are placed in the Roof and Connected to the Cars' power supply.

These electronics are connected to the Display, Camera modules, and Sensors via the use of Flexible PCB.

# Features & Technical Specifications



# Future Scope



- Augmented Reality Integration
- Artificial Intelligence Capabilities
- Enhanced Navigation & Route Guidance
- Integration with Vehicle Diagnostics & Controls
- Hardware Integration
- Customisable Display & Interface
- Hands-free Voice Control & Commands
- Data Privacy & Security Considerations



# Mini-Food Processor

## Human Factors Project

Identifying Human Factor Challenges users face & redesigning the product to address them, delivering a solution that fully meets users' needs and expectations.



- 01.
- 02.**
- 03.
- 04.
- 05.
- 06.



# TARGET GROUP

“The context within which people interact with products can help designers identify the task & goal.” ~ Bailey, 2017



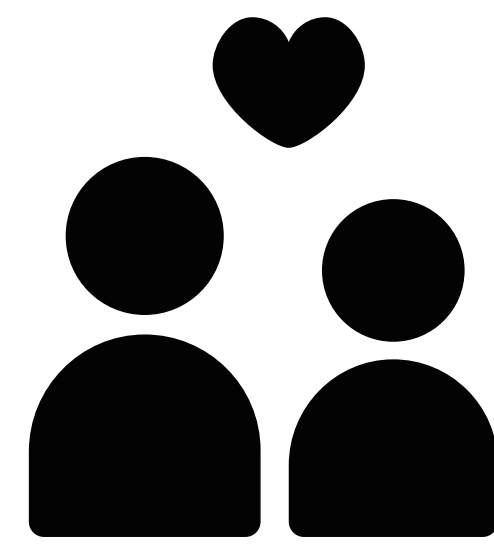
Youths



Singles



Working Class



Couples

This target / focus / user group helps focus on the basic required specifications for the product.

User interviews were carried out after they tested the product out to get a better understanding of their requirements, hopes from the product, and usability feedback.

S.No.	Method	Preference ranking by Users during Test							
1	Simple Turn counter clock-wise to Lock	1	3	3	2	1	3	1	
2	Twist to lock	4	2	2	4	3	4	3	
3	Screw-Thread Mechanism	3	4	4	3	4	2	4	
4	Twist-Feedback Mechanism	2	1	1	1	2	1	2	

User performance chart for the locking mechanism based on the feedback and suggestions from the target group.

# 4 MAJOR PROBLEMS FACED BY THE USERS.

## 1. The Blade Assembly

- While pouring the Blade comes loose and falls into the food/smoothie prepared.
- It has no locking mechanism.
- Users intuitively tend to rotate the blade while inserting in hope to lock it.
- This can be VERY HAZARDOUS for the users and can be fatal.

## 3. Bowl Safety Lock

- The safety lock mechanism is too CONFUSING. The bowl is to be turned in the opposite direction than the lid for engaging safety lock.
- The hook on the lid for locking is confused with lids natural locking mechanism with the bowl.
- Their make is too difficult to rotate and take out the bowl and lid for pouring / cleaning.

## 2. The Button

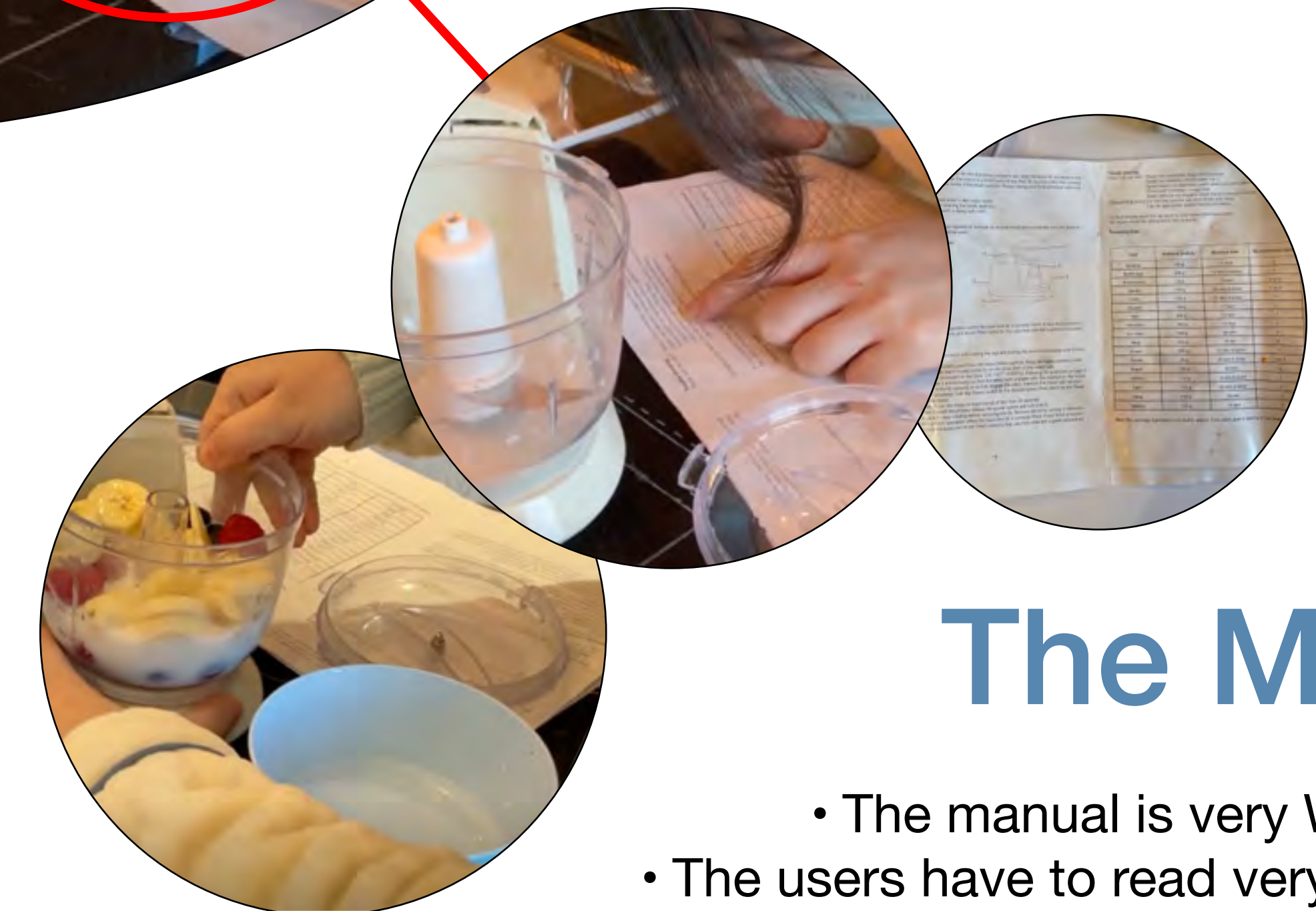
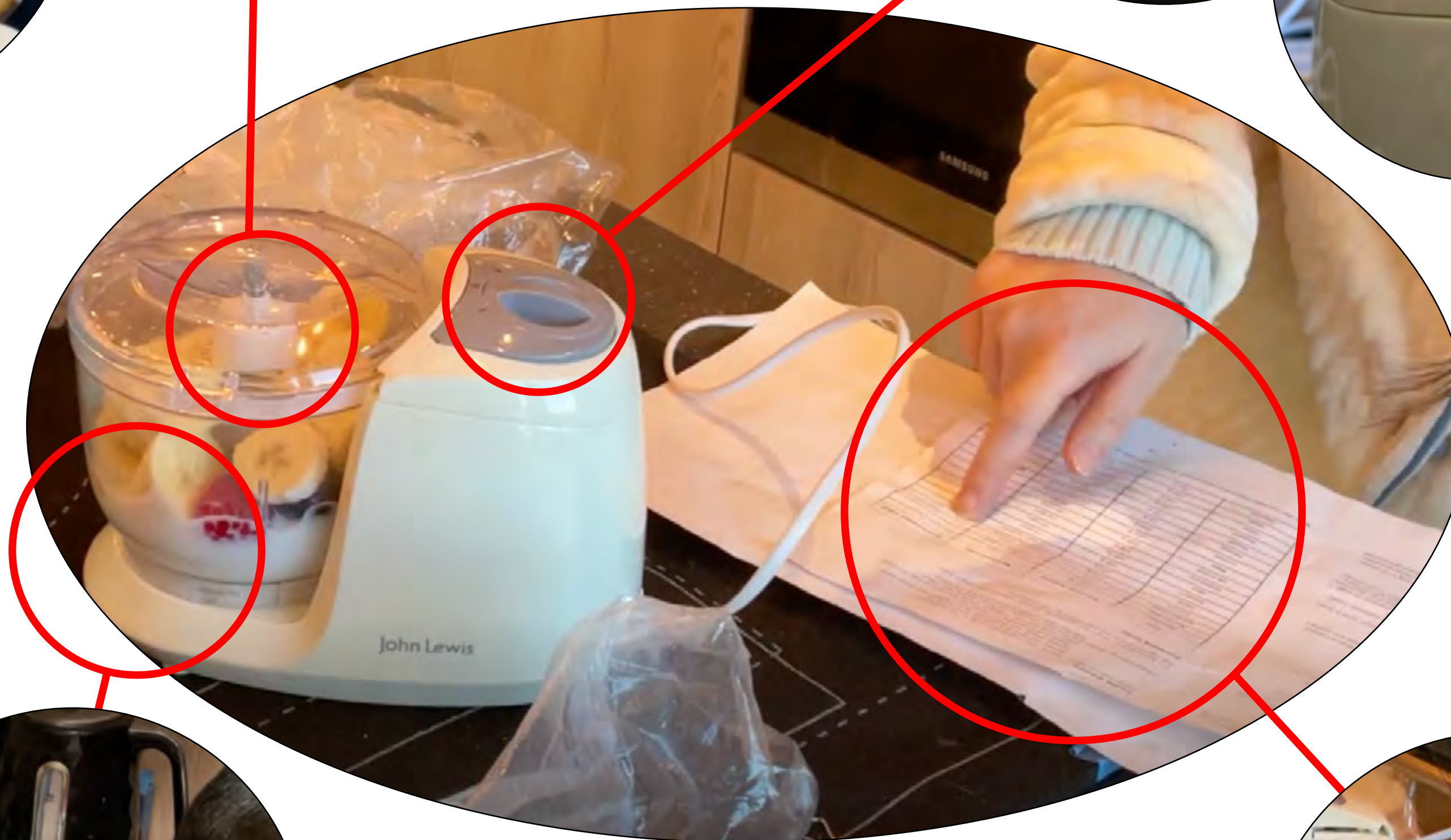
- The button is too SMALL to rotate.
- The Users don't tend to know that the button is supposed to be pressed down and held for the processor to work.
- Users tend to press and hold the button for longer duration than allowed.

## 4. The Manual

- The manual is very WORD HEAVY.
- The users have to read very CLOSELY for searching.
  - The font size is too small to read.
  - No pictorial representations.
- The safety guidelines are very monotonous to read.
  - The probable issues are not very well highlighted.

- Started with testing and understanding the product given to us.
- Next the target group was decided and a user profile was developed.
- Next a task analysis was carried out and a action flow-chart was made.
- Using the flow-chart and task analysis, all the problems or issues faced by the users were listed, out of which 4 major problems are mentioned.

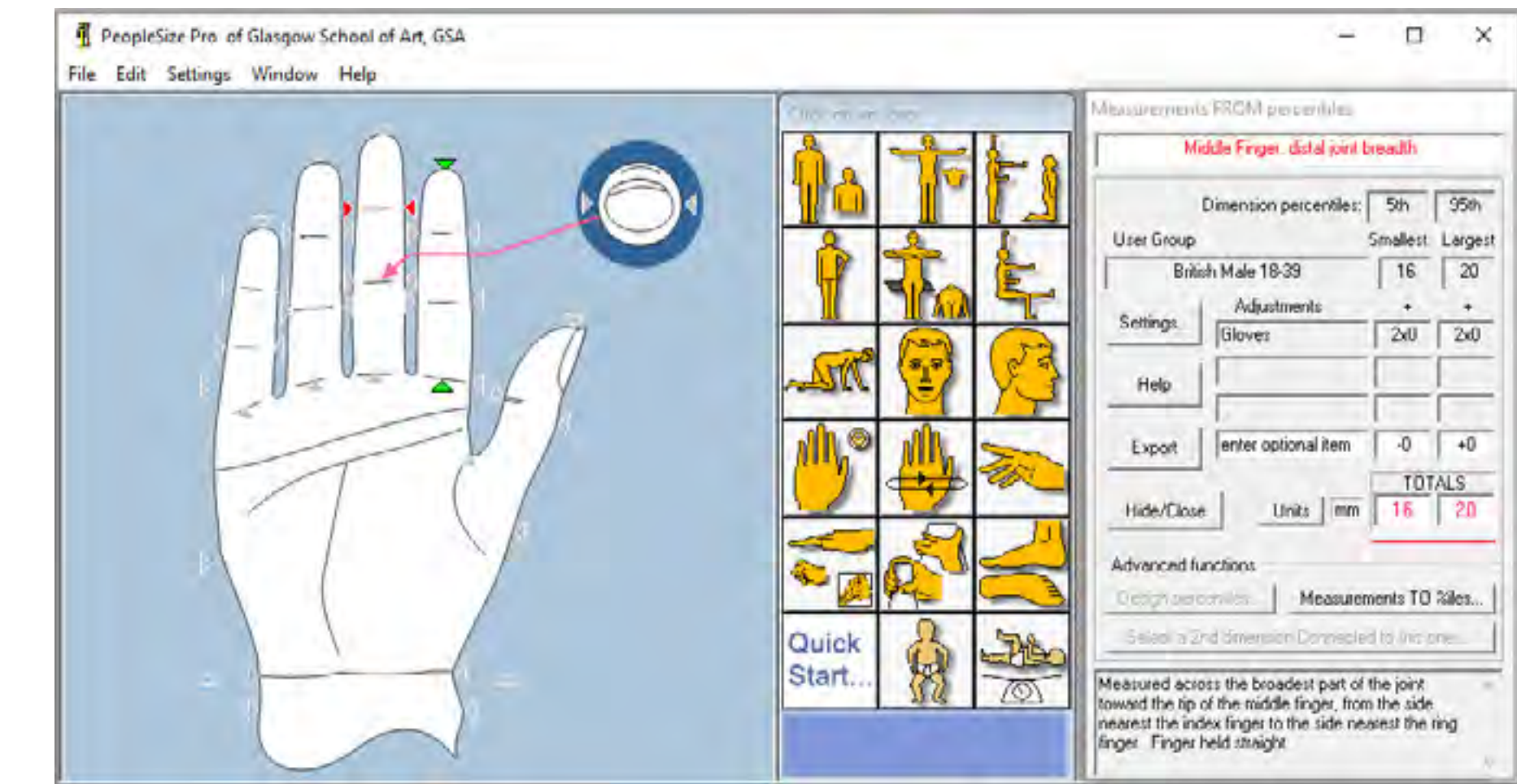
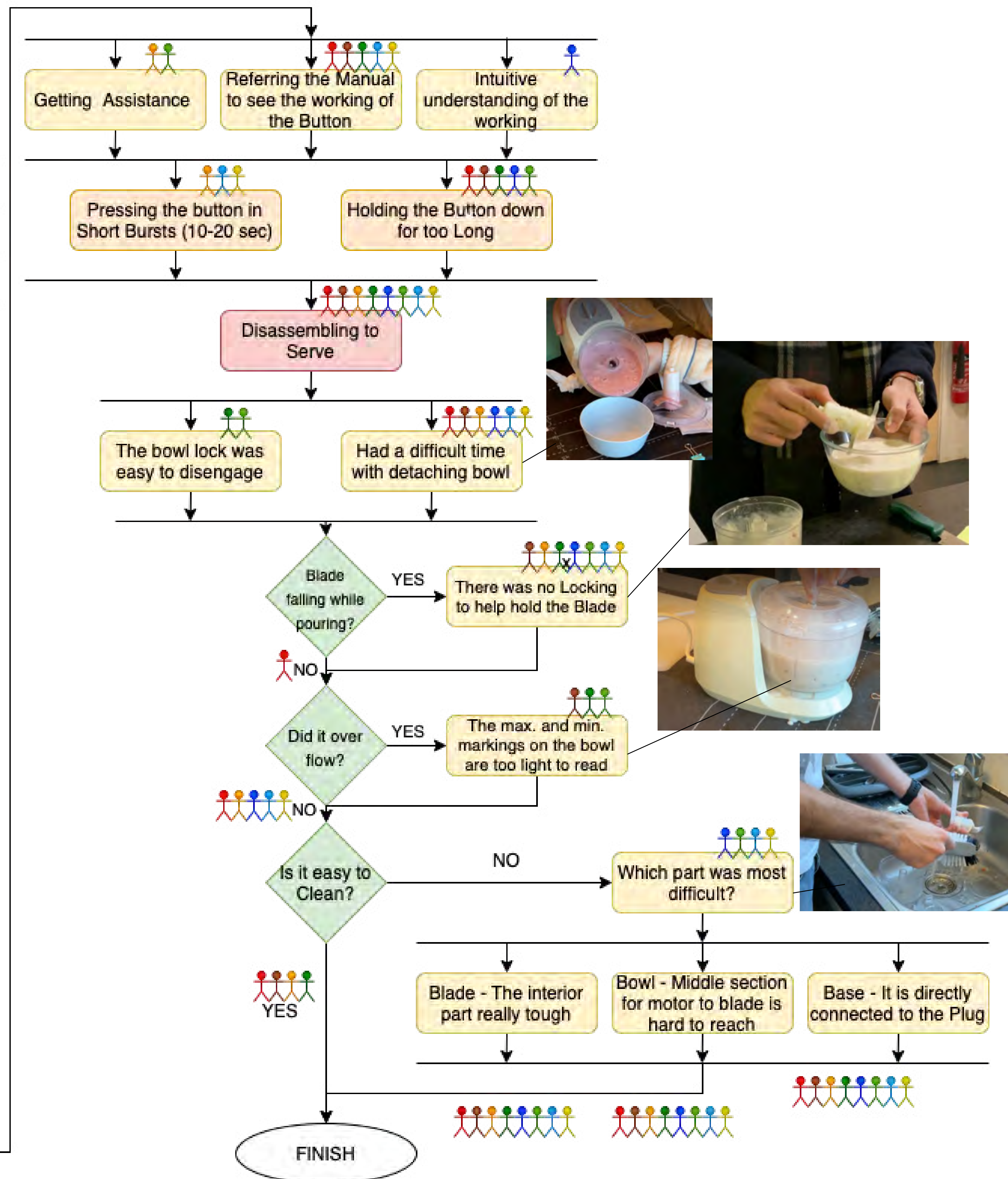
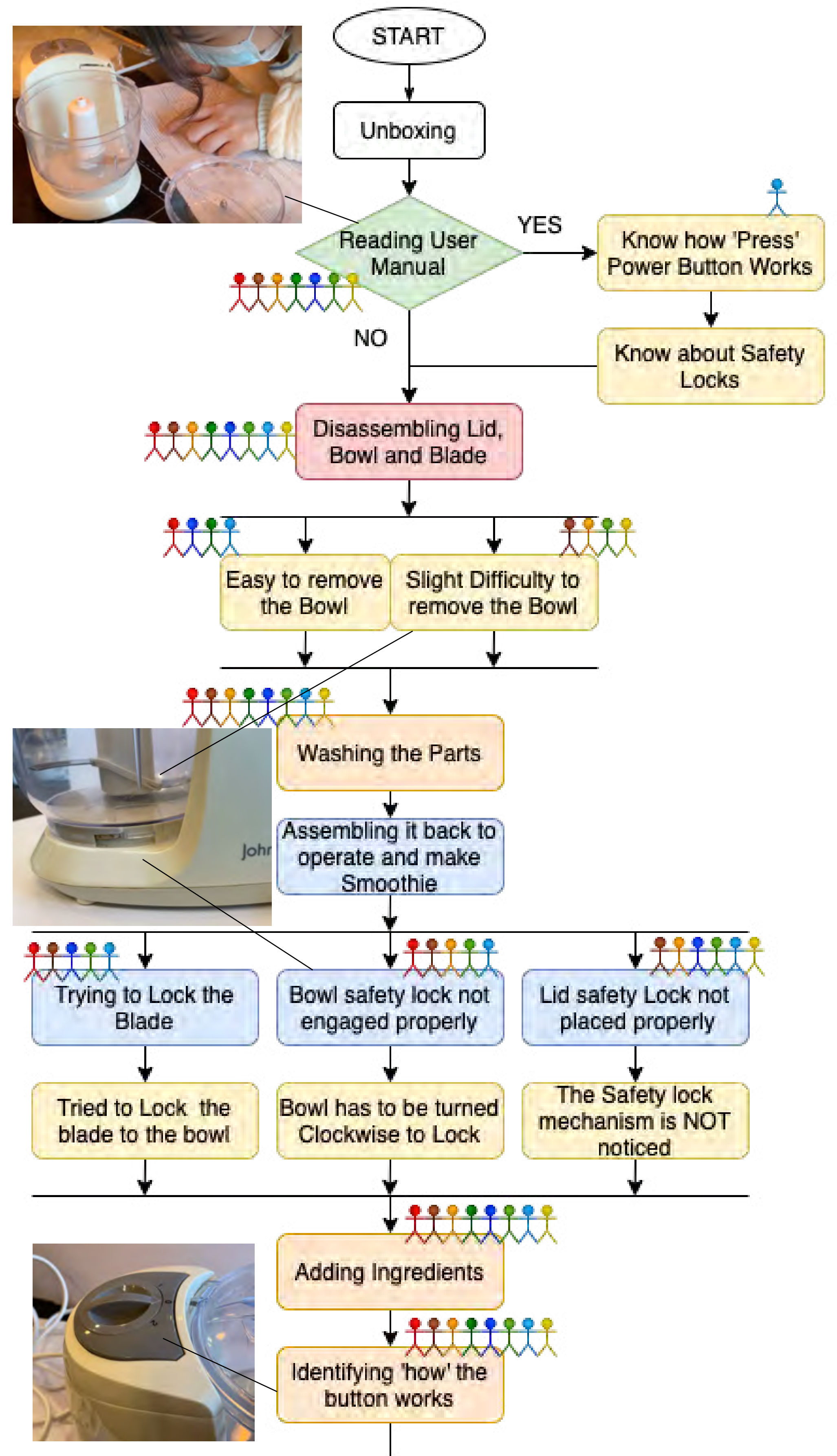
The solutions to these mentioned challenges were developed using and understanding Anthropometric Data.



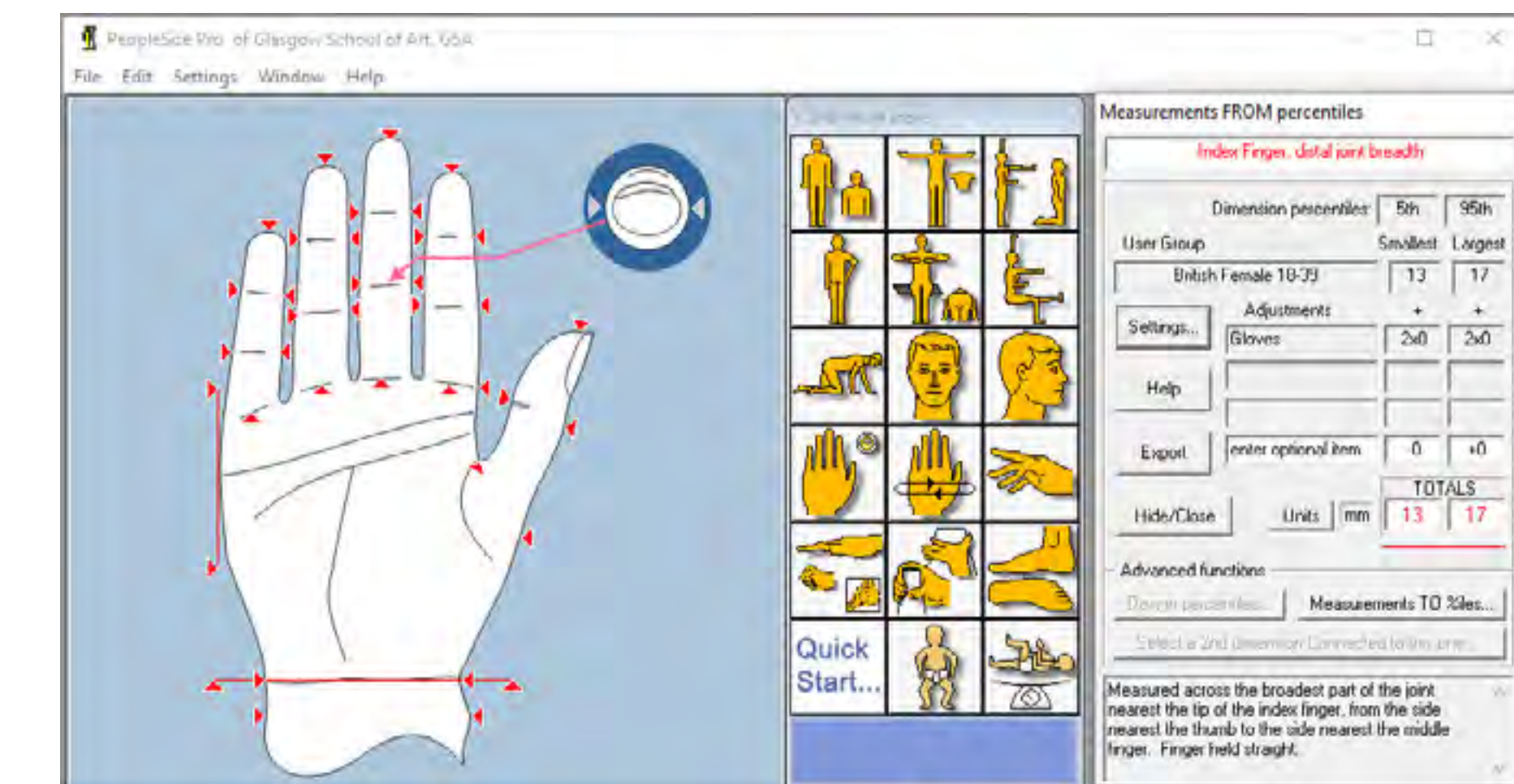


# Action Flowchart

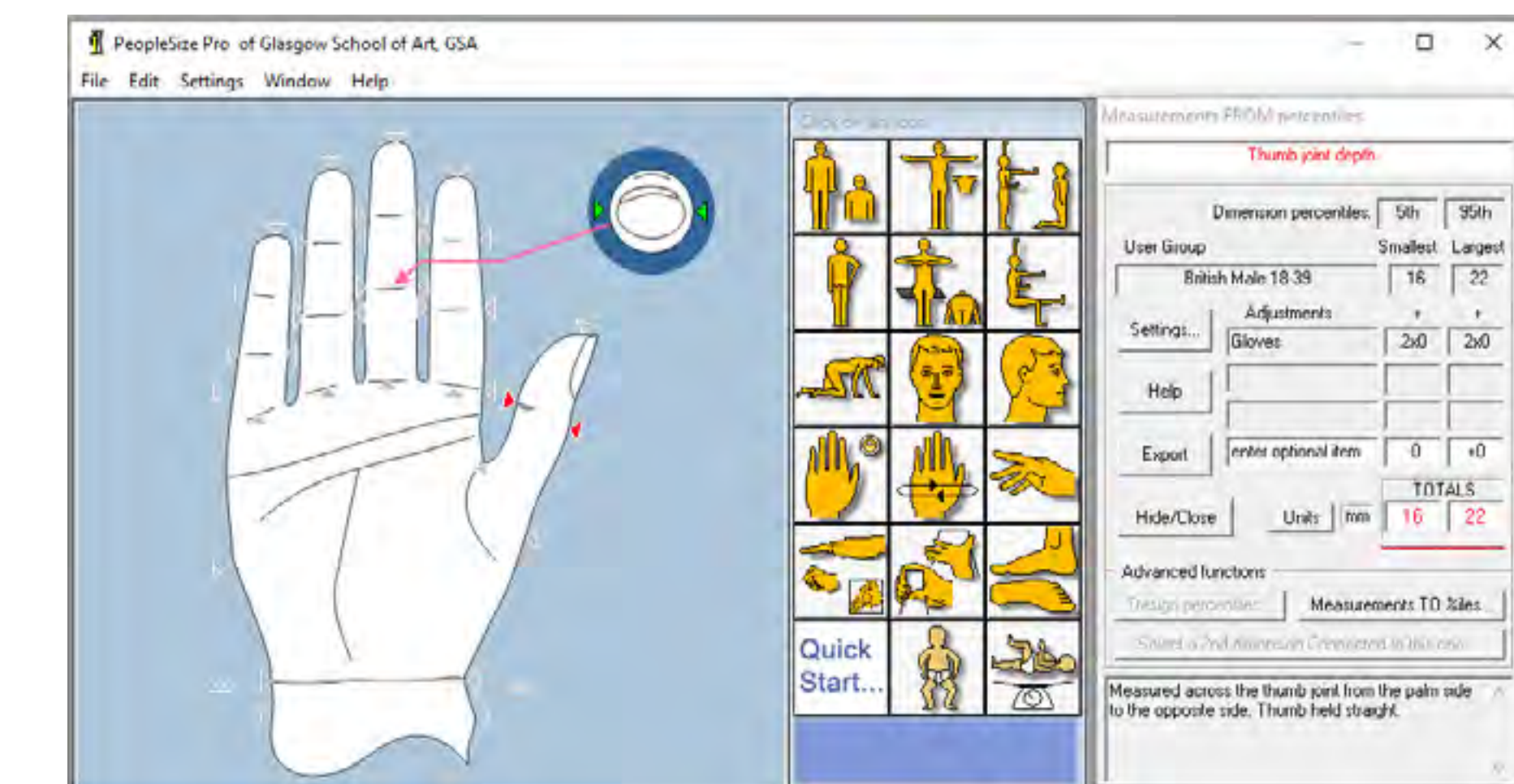
Action flowchart was drawn on the basis of task analysis to understand the issues, their occurrences, and possible reasons.



British Male  
18 - 39



British Female  
18 - 39



British Male  
18 - 39  
(Thumb)

## Anthropometric Analysis - Sample Set

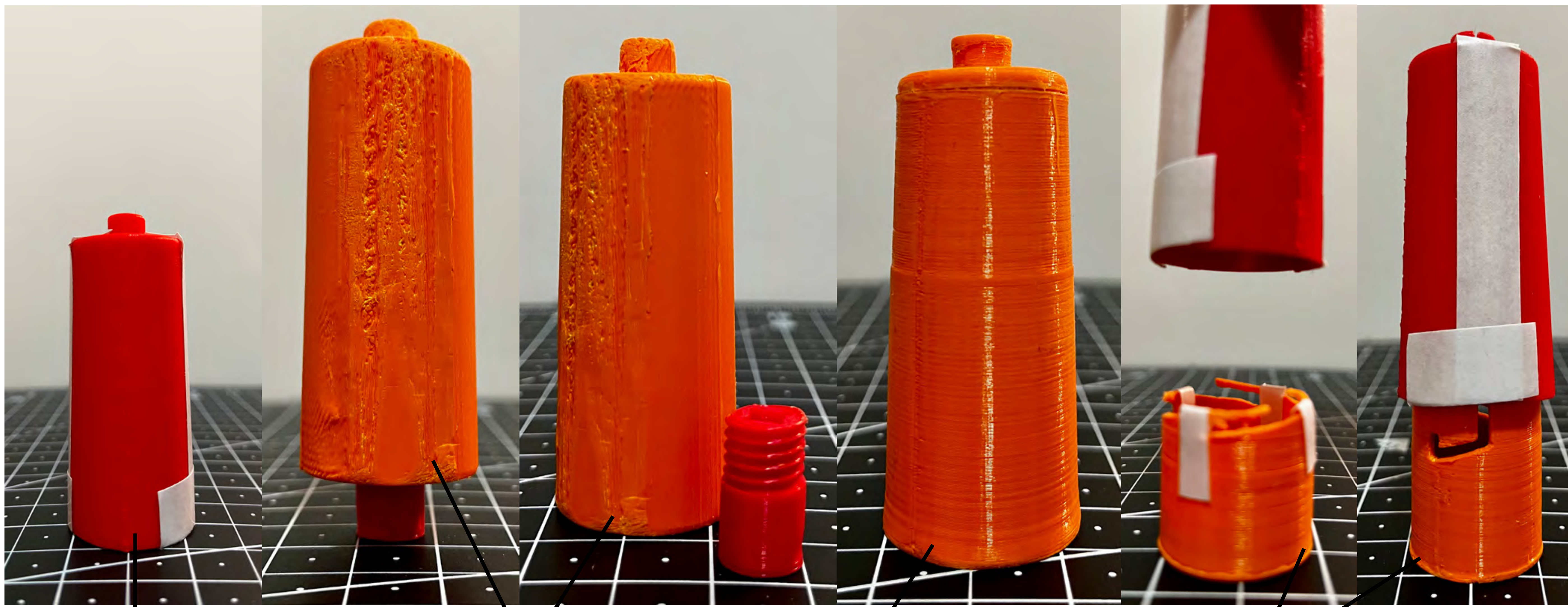






# PROTOTYPING & TESTING

All the prototypes were 3D printed, and tested out in actual (real-test) environments and situations to understand the pros and cons along with the feedback of the test users.

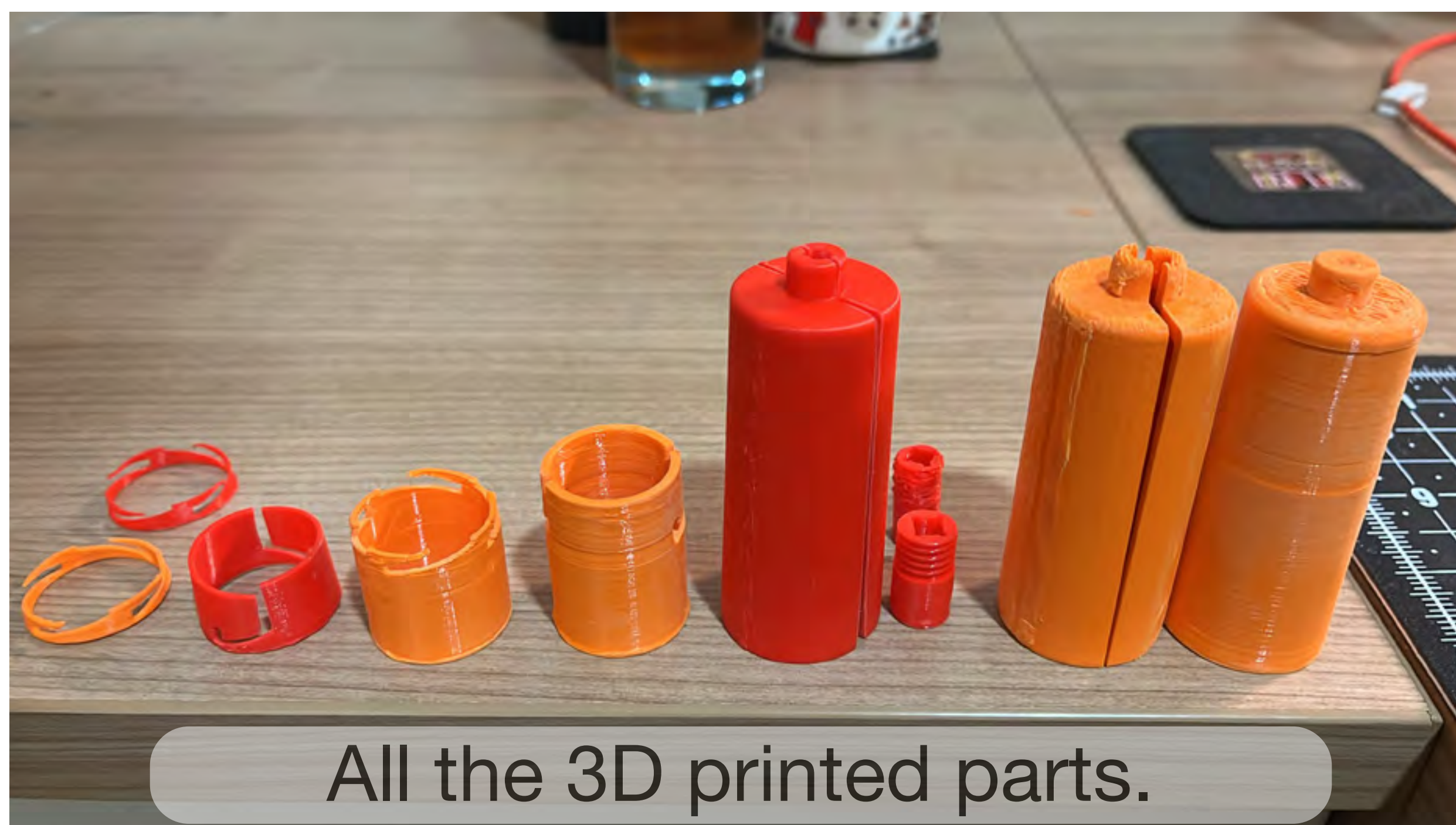
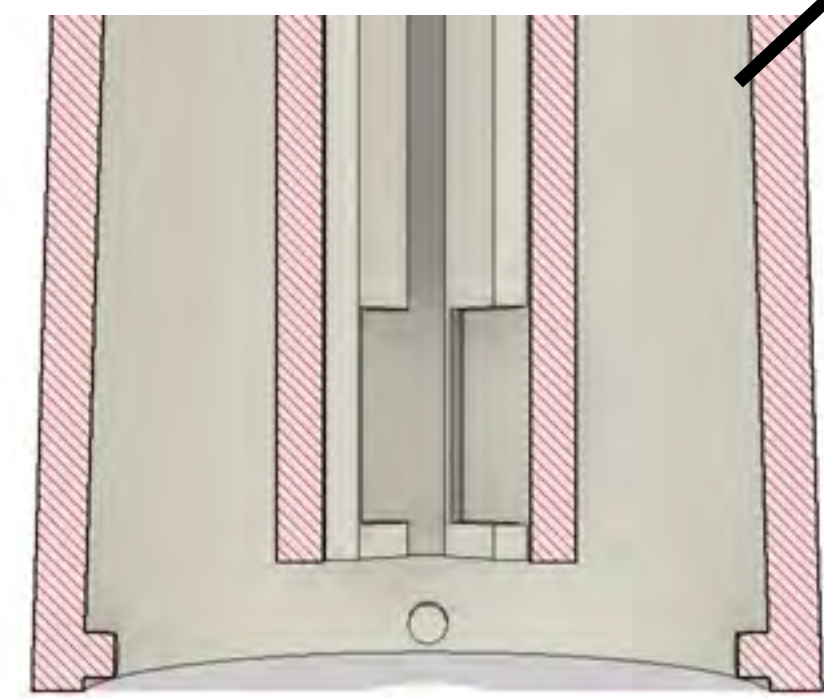
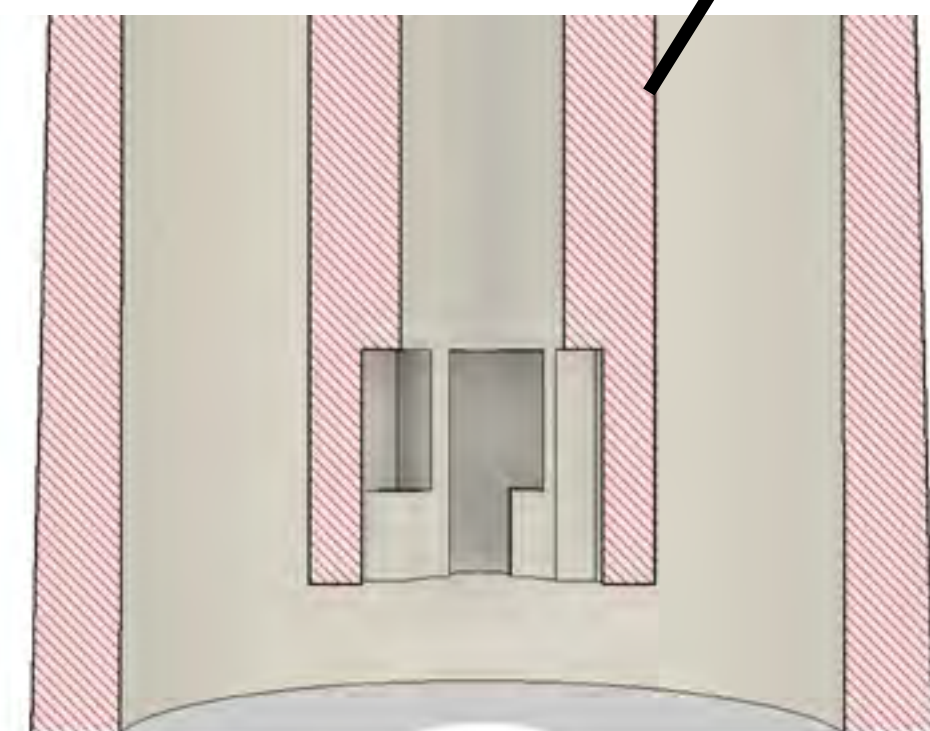
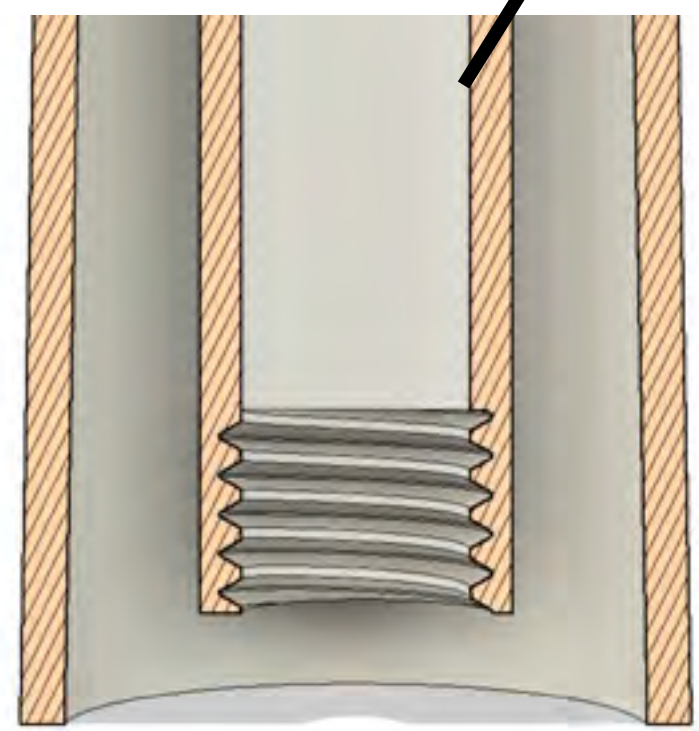
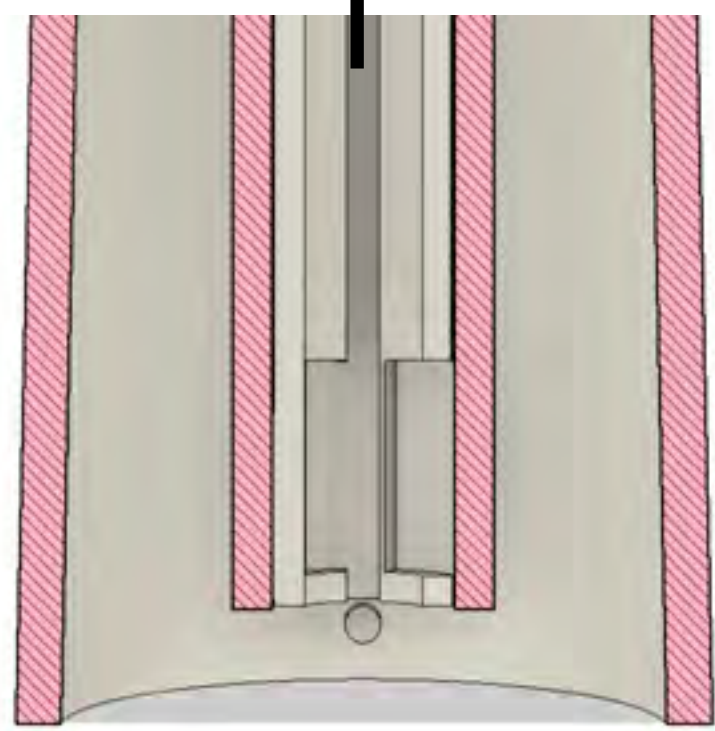


1

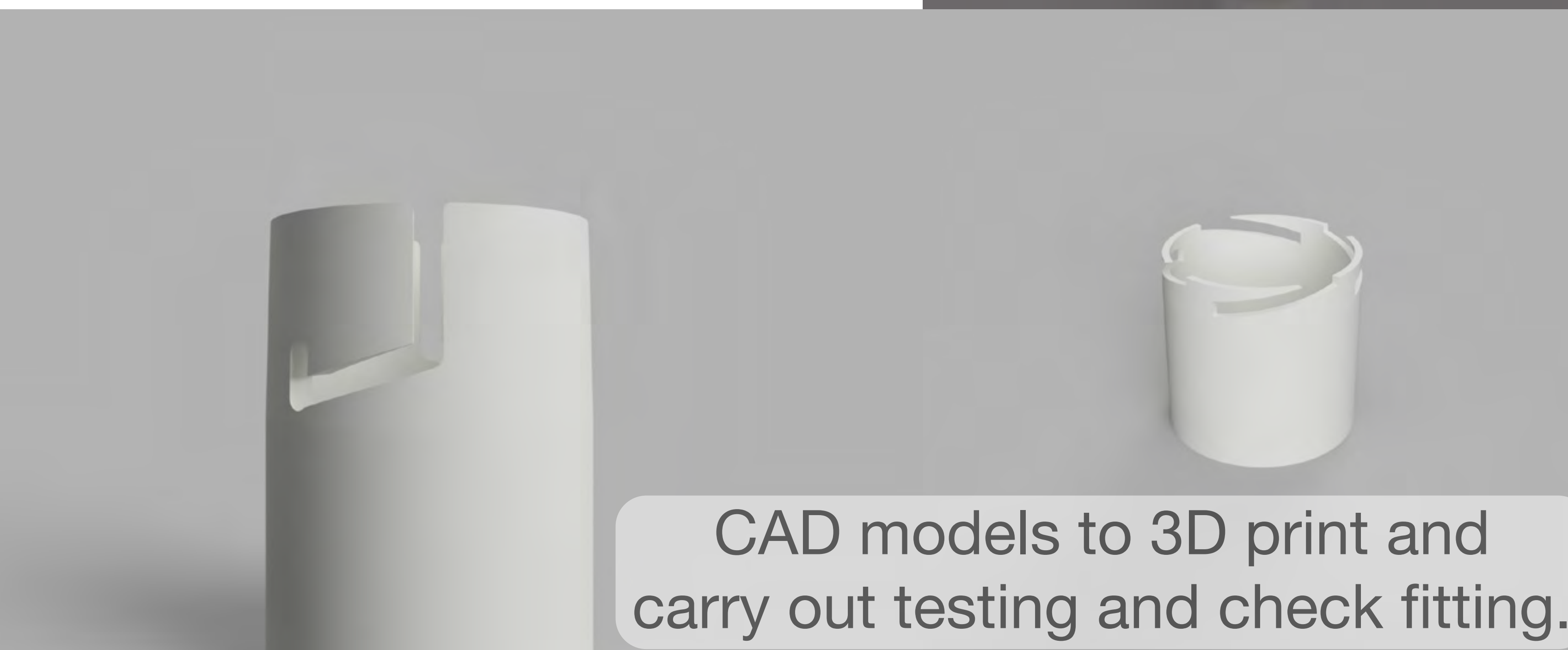
2

3

4



All the 3D printed parts.



CAD models to 3D print and carry out testing and check fitting.

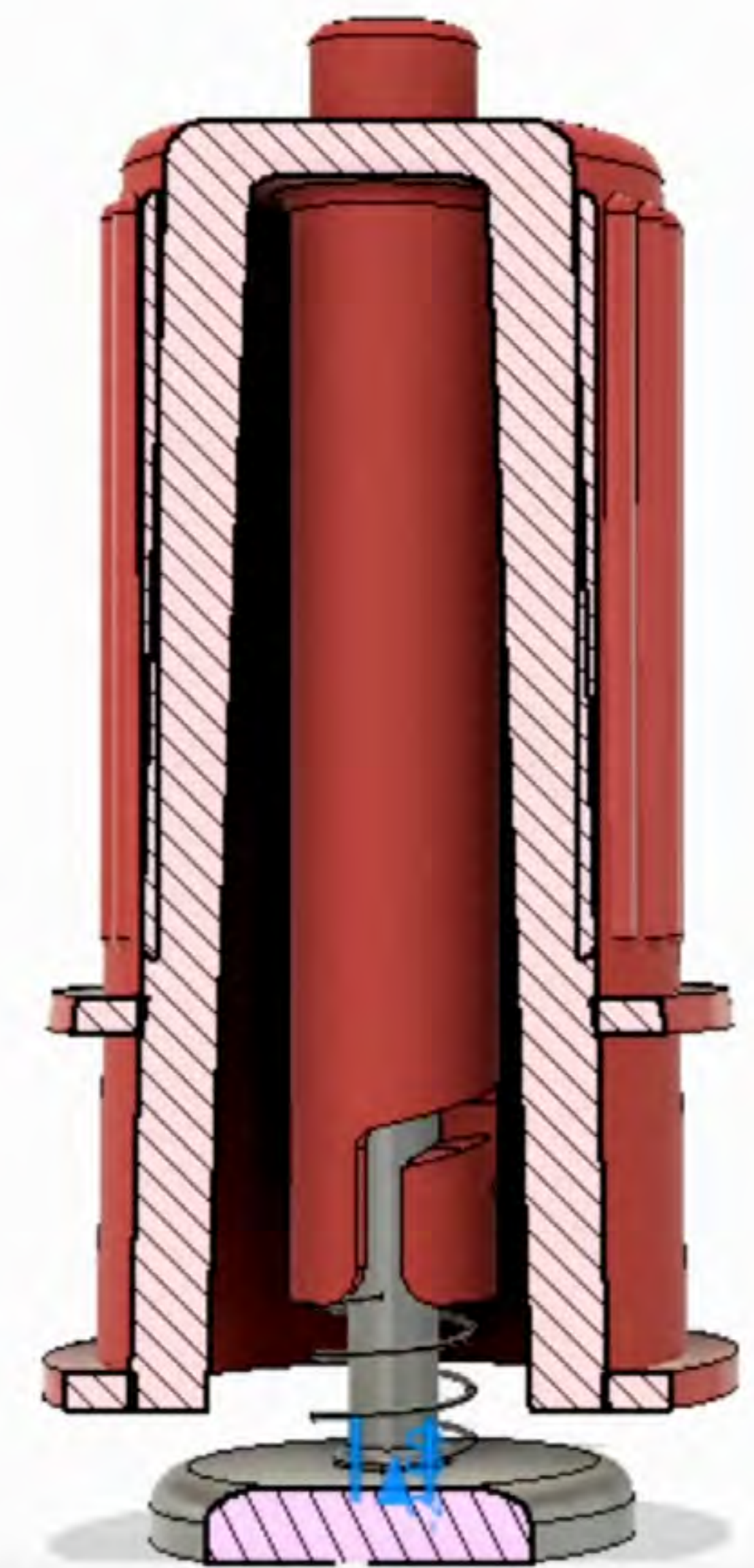


Testing the 3D printed parts in product bowl.



# EMBODIMENT DESIGN

New Button Design



Section Analysis of Assembly

- WORKING:
- Push down on spring.
  - Twist until a contact is felt.
  - Leave it, the spring does the rest.



The protrusions on the shaft were changed to accommodate the new design.

Final Blade Assembly with the Blade, Spring, and the new Shaft



The surface was ribbed to add more grip ability for finger tips.

The blades are now easily replaceable if damaged.

There will be spring on the shaft to lift the Blade Assembly into locking position.

NEW



OLD



Comparing the Old Design vs the New Design







# Cordless Tyre Inflater

01. The project focuses on  
02. 'Connecting Rod' when  
03. designing a portable tyre  
04. inflater.  
05.  
06.

The project is based on research, calculations, and mechanical analysis for designing.

DFMEA, Material Selection, and DFMA along with probabilistic design techniques are implemented to understand and design the connecting rod used in the 'Cordless Tyre Inflater'.





# Our Goal

Design a very compact and powerful tyre inflater that can fit the palm of our hands and is still able to fill-up all the tyres of an SUV class vehicle (biggest tyre sizes in the industry).



Our inspiration for a compact tyre inflater.



Understanding tyre sizing and selecting the range.



Initially a group project, where we researched, calculated and figured out the finer details and specifications for our 'Cordless Tyre Inflater'.

The next part of the project was to select one specific component and carry out mechanical design for that component. I chose the Connecting Rod from our mechanism.

# Requirements



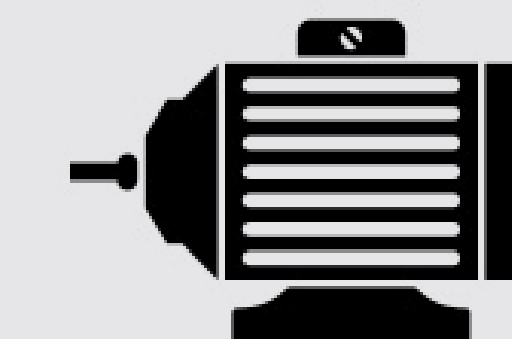
Should be able to fill all 4 tyres, from a small car to a big SUV.



A battery, big enough to back up the requirements.



The size of an air-compressor cylinder to make sure it is quick and easy.



An efficient and effective motor to meet the requirements.

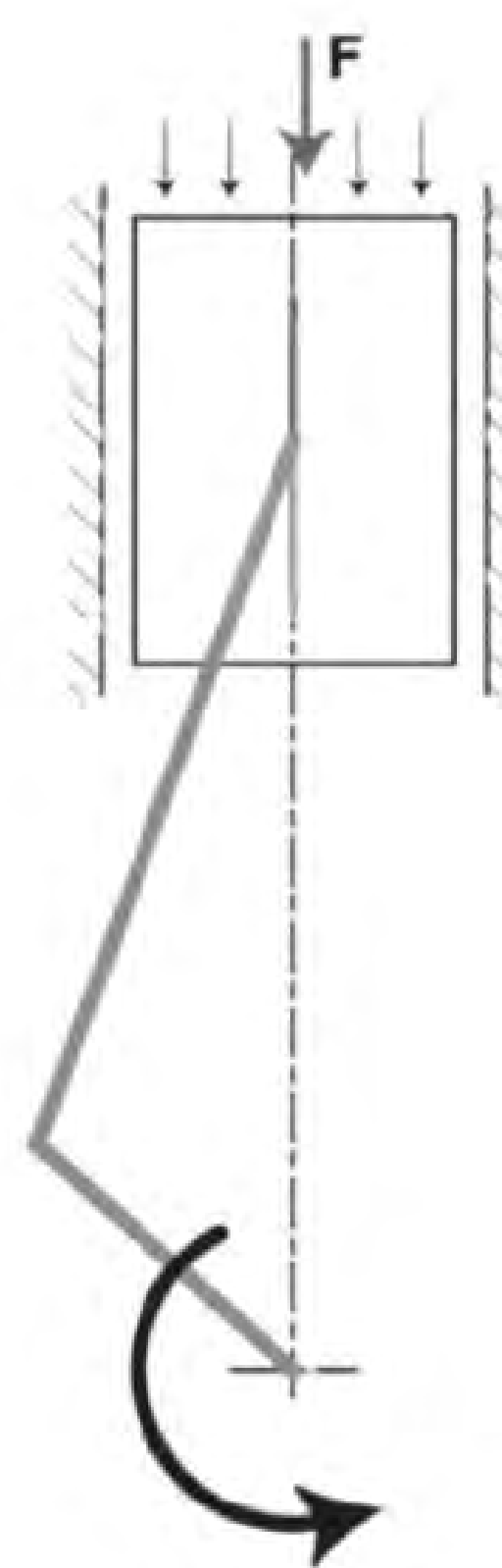


Selecting the right mechanism for a portable size and required capacity.

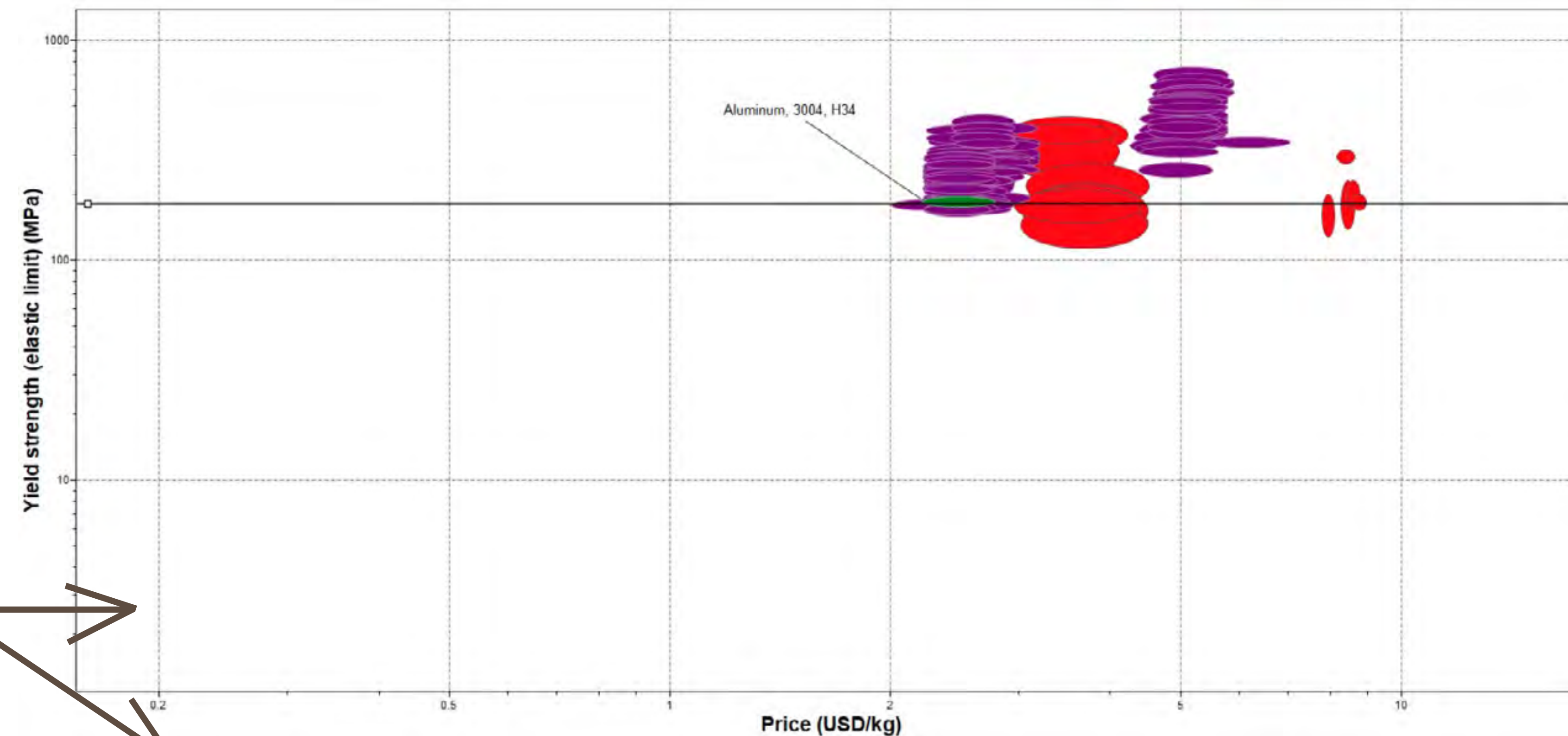


DFMEA - Design Failure Mode and Effect Analysis

Product Title: Connecting Rod		Max. RPN		144	
<b>Function:</b>	Reciprocating Motion - from Gear to Piston Head			Date:	Apr-22
<b>Failure Mode:</b>	Throwing a Rod (Connecting Rod breaking)			Student:	Vinayak Arora
Effect of Failure	Potential Cause of Failure	Detection Method	RPN	Recommended Actions	
Reciprocating Motion Stops	8 Fatigue	3 Fatigue Test on material sample, and Maximum User Load	3	72	Re-consider the endurance limit factor and set allowable stress
	Connecting Rod goes through the cylinder wall or damages the Piston Head				Change the composition/material of the Connecting Rod
	Over-Revving	1 Using RPM sensors	2	16	Re-program the motor controller
	Pin (Piston or Crank) Failure	2 Shear Test on material sample	3	48	No action
	No proper lubrication	6 Increase in Vibration and 'Burrs' can be. Checked visually on the bearing surface.	3	144	Add Lubrication
	Wearing out (galling) of the Journal surface - where the connecting rod rotates	6 Vibrations and Visually checking for wear	4	192	Avoid and clean dust (that might be there because of environment)
					Use of senior grade lubrication
					Attention to filtration and purification of Lubrication
	Journal surface not properly ground and polished - Ferrite Caps	2 Surface Testing	3	48	Improve the design and, grinding and polishing
	Passage or Air locking in cylinder	1 No testing	9	72	No action
	Rusting of exposed areas	5 Corrosion Test	4	160	Change Materials Specification



Material Selection (Edupack)



Limiting Properties	Value
Yield Strength	205.714
Price Range	2 - 4 USD
Fresh Water resistivity	EXCELLENT
Weak Acid resistivity	EXCELLENT
Weak Alkali resistivity	EXCELLENT

Material	Yield Strength	Units
Aluminum 3003-H14	144.8	MPa
Aluminum 3003-H16	172.4	MPa
Aluminum 3004-H32	213.7	MPa
Aluminum 3004-H34	199.9	MPa
Aluminum 3004-H38	282.7	MPa
	1 MPa = 1 N/mm <sup>2</sup>	

$$W_b = \text{Buckling load} = \frac{\sigma_c \cdot A}{1 + a \cdot (L/k)^2}$$
 where,  $\sigma_c$  = Compressive Strength of material  
 $A$  = Area of cross-section of Connecting Rod  
 $L$  = Length of connecting rod.  
 $K$  = Radius of Gyration =  $\sqrt{I/A}$   
 $I$  = Moment of Inertia  
 $a$  = Rankine's constant, depends on material  
 $\Rightarrow$  maximum force ( $F$ , on Piston) = Pressure  $\times$  Area (Base of cylinder)  
 $= 0.248 \times \frac{\pi}{4} \times 30^2$   
 $= 0.248 \times 706.86$   
 $= 175.3 \text{ N}$   
 Allowable Tensile Strength =  $\sigma_t = F/A$   
 $= \frac{180}{3.8} = 51.43 \text{ N/mm}^2$   
 Material Yield Strength =  $\sigma_t \times \text{FoS}$   
 $= 51.43 \times 4$  Factor of Safety = 4  
 $= 205.714 \text{ N/mm}^2$   
 $\approx 205.714 \text{ MPa}$

Calculations - Force on the Connecting Rod

Absolute Pressure = Gauge Pressure + Atmospheric Pressure  
 Gauge Pressure = Ideal Tyre Pressure =  $P(i) = 2.15 \text{ bar}$   
 Atmospheric Pressure =  $1.01325 \text{ bar}$

Ex:  $P(b) = P(i) + P(a) = (2.15 \times 10^5) + (1.01325 \times 10^5)$   
 $= 3.16325 \times 10^5 = \mathbf{316325 \text{ Pa}}$

Volume =  $(\pi \times (0.03/2)^2) \times 0.04$   
 $= 0.000028274 \text{ m}^3$   
 $= 0.0283 \text{ L}$

Total Number of Strokes Required =  $60 \text{ L} / 0.0283 \text{ L}$   
 $= 2122 \text{ Strokes (Approx.)}$

RPM (fill up in 3.5 min) =  $2122 / 3.5$   
 $= 606.286 \text{ rpm}$   
 $= \text{approx. } 607 \text{ rpm}$

Calculations - Battery Size

$W$  - Work Done for 1 tyre  
 $J$  - Energy to be stored in the battery  
 $s$  - Time (in seconds) taken for 1 tyre

$W = J/s$   
 Therefore,  $J = W \times \text{sec} = W \times \text{time}$   
 $= 41.3 \times (3.5 \times 60) \times 10$   
 $= 41.3 \times 2100$   
 $= 86730 \text{ J} = \mathbf{86.73 \text{ kJ}}$

$V$  - Voltage rating for the battery,  $12 \text{ V}$   
 $I$  - Current rating for battery  
 $J$  - Energy stored in Battery

$V \times I \times \text{time} = J$   
 $12 \times A \times 3600 = 86730$   
 $I = 86730 / (12 \times 3600)$   
 $= 86730 / 43200$   
 $= 2.007 \text{ A}$

That is approximately **2.5 Ah**.

Therefore, the required battery specifications are:  $12 \text{ V}$ ,  $2.5 \text{ Ah}$ ,  $86.43 \text{ kJ}$

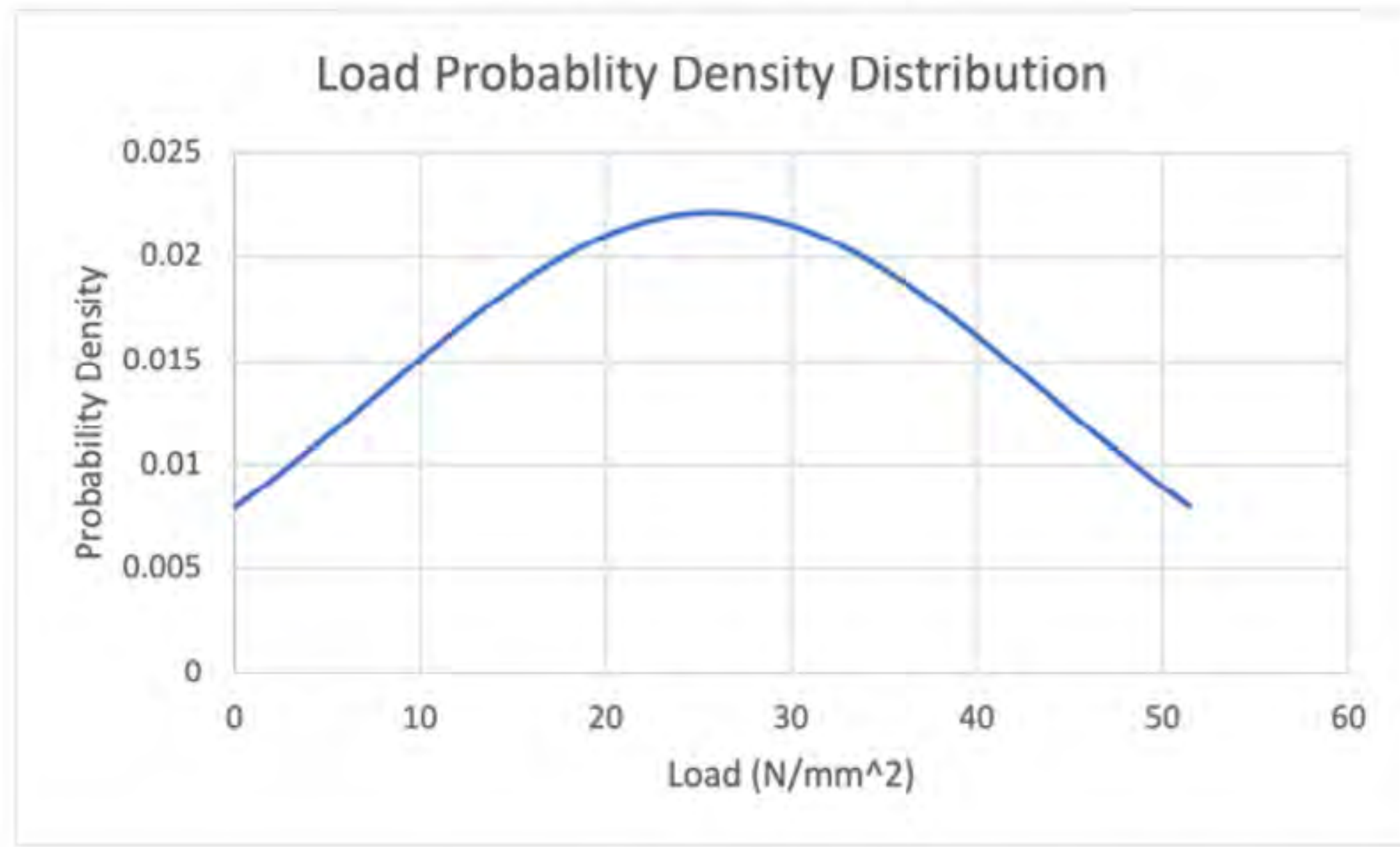
Calculations - Tyre, Air Cylinder, and RPM Required

Example: 275/40R20  
 Width = 275 mm  
 Section Height = 40% of 275 = 110 mm  
 Rim diameter = 20 inches = 508 mm  
 $\Rightarrow$  Rim radius = 254 mm  
 This gives us Inner Radius = 254 mm and Outer Radius = 364 mm  
 Therefore, Volume =  $\pi \times \text{Radius}^2 \times \text{Width}$   
 $= \pi \times ((\text{Outer Radius})^2 - (\text{Inner Radius})^2) \times \text{Width}$   
 $= \pi \times (364^2 - 254^2) \times 275$   
 $= 58730503.86 \text{ mm}^3 = \mathbf{0.0587 \text{ m}^3} = \mathbf{58.73 \text{ L}}$   
 $W(a \rightarrow b) = [P(b) \times V(b) \times \ln\{P(a)/P(b)\}] + [(P(b) - P(a)) \times V(b)]$   
 $= [316325 \times 0.0587 \times \ln(101325/316325)] + [(316325 - 101325) \times 0.0587]$   
 $= -8518.31402 \text{ J}$   
 $= \mathbf{-8.52 \text{ kJ}}$

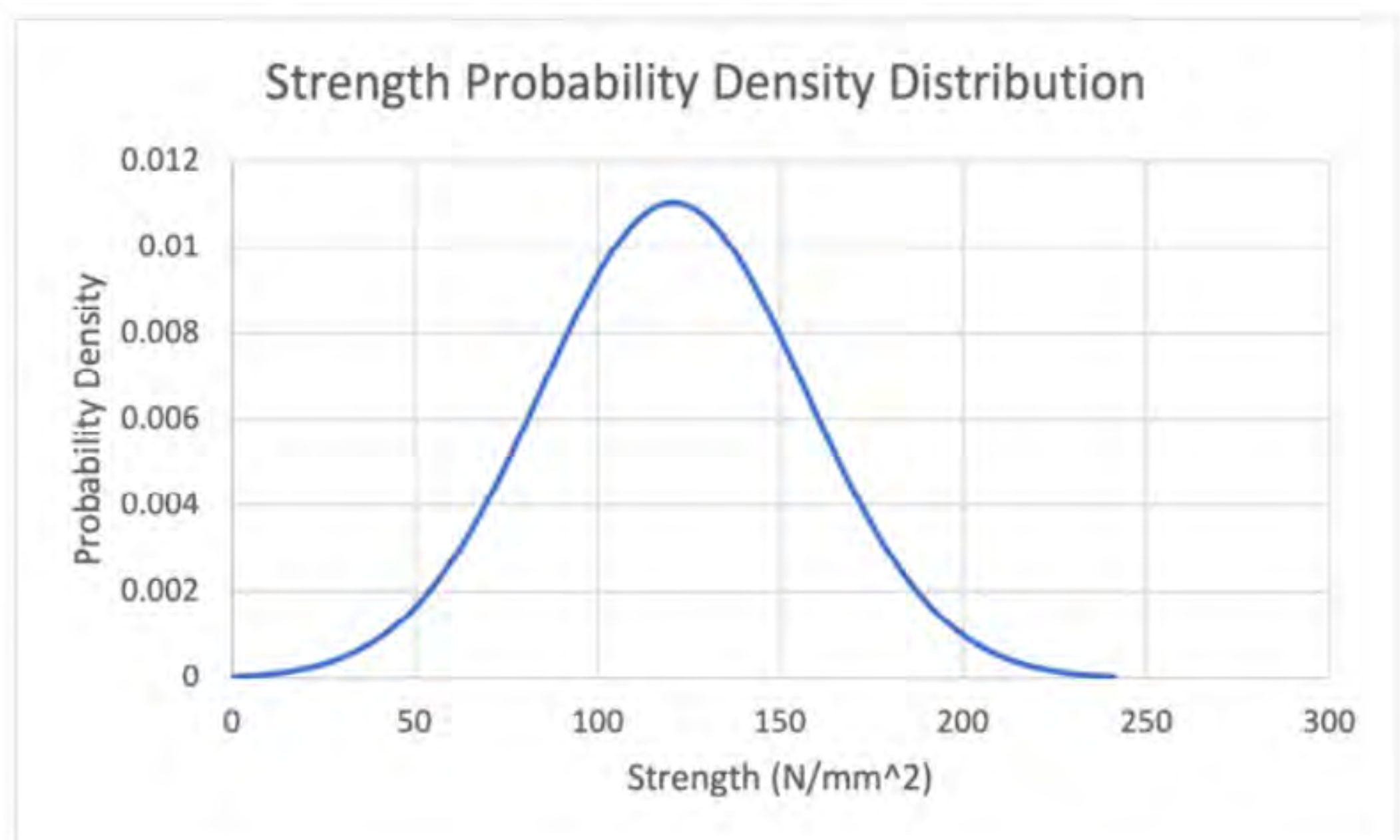


# Load - Connecting Rod

LOAD ESTIMATE		
Area	3.5	mm <sup>2</sup>
Minimum Force	0.35	N
Maximum Force	180	N
Mean Force	90.175	N
Minimum Load	0.0999936	N/mm <sup>2</sup>
Maximum Load	51.42857	N/mm <sup>2</sup>
Mean Load	25.7642818	N/mm <sup>2</sup>
Standard Deviation	18.03499726	N/mm <sup>2</sup>



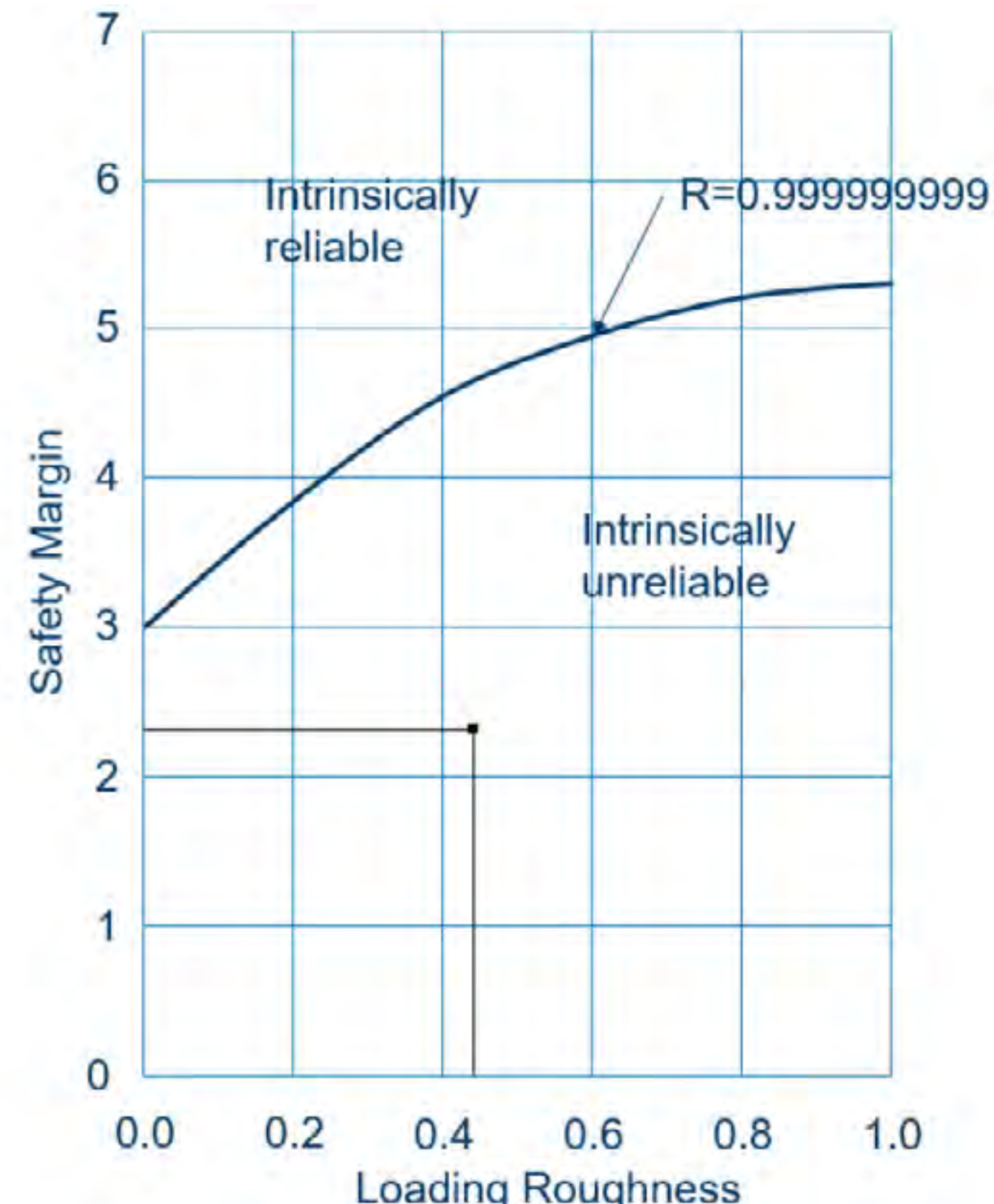
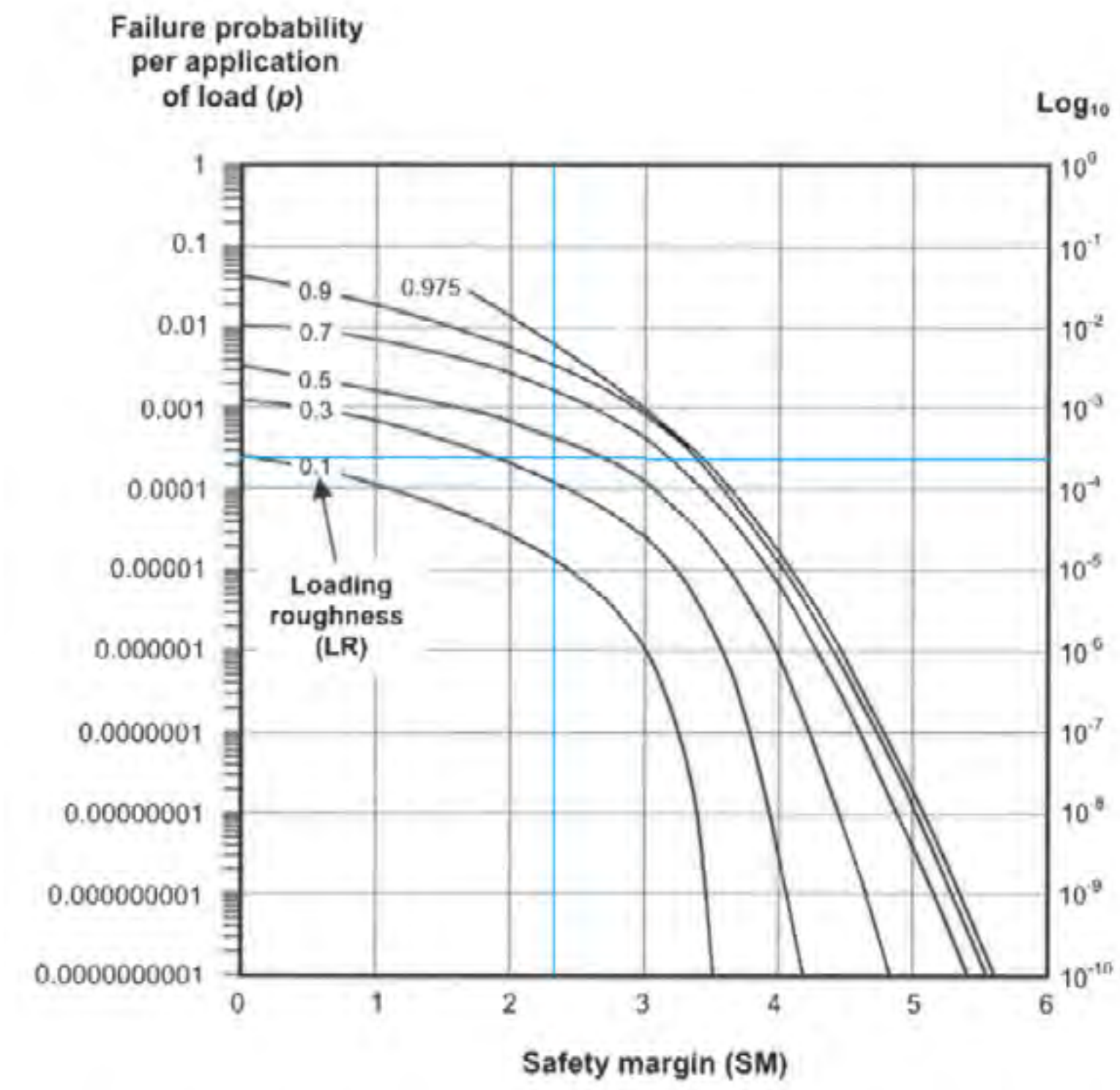
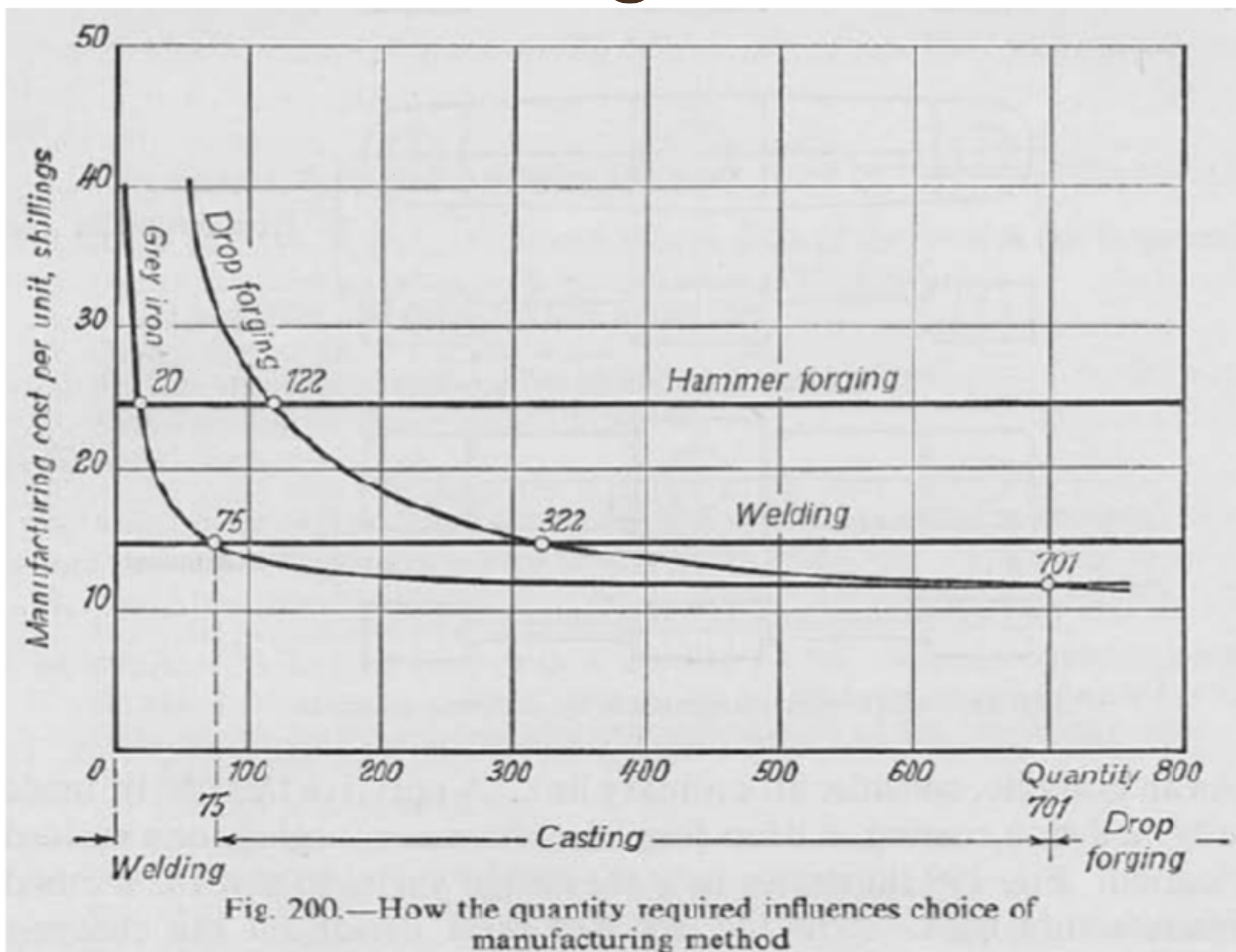
# Load & Strength - Plots



# Strength - Connecting Rod

STRENGTH ESTIMATE		
Minimum Strength	0	N/mm <sup>2</sup>
Maximum Strength	241.3	N/mm <sup>2</sup>
Mean Strength	120.65	N/mm <sup>2</sup>
Standard Deviation	36.195	N/mm <sup>2</sup>

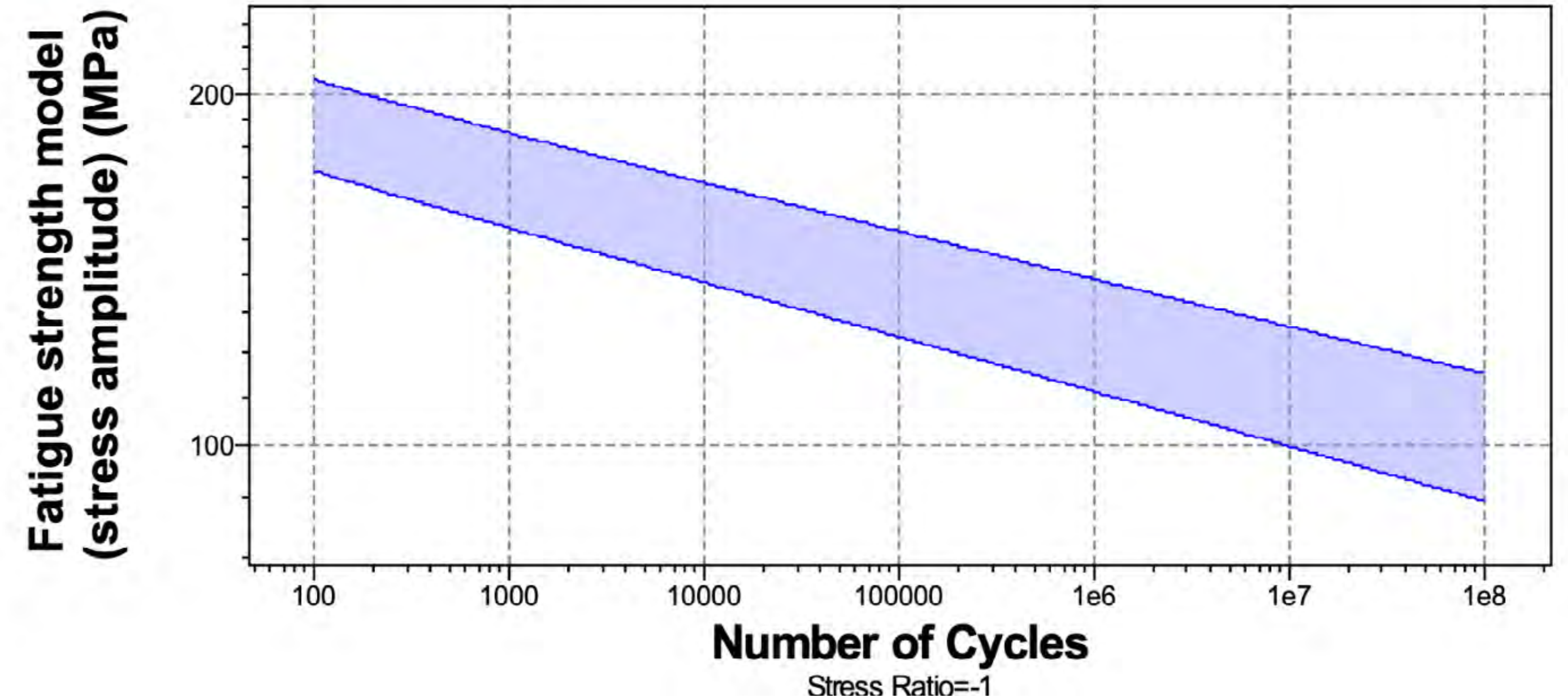
# Manufacturing - Process & Costs



# Fatigue Testing - Cycle Plots

Fatigue strength at 10 <sup>7</sup> cycles	105	-	120	MPa
Fatigue strength model (stress amplitude)	99.7	-	126	MPa

Parameters: Stress Ratio = -1, Number of Cycles = 1e7cycles



# Safety Margin & Loading Roughness - Plots

Calculations - Reliability, Loading Roughness, and Safety Margin

$$R = \phi \left[ \frac{S-L}{\sqrt{\sigma_S^2 + \sigma_L^2}} \right] = \phi \left[ \frac{120.65 - 25.764}{\sqrt{(36.195)^2 + (51.429)^2}} \right] = \phi[2.34] = 0.99036$$

The reliability of the connecting rod is calculated to be 0.99.

$$LR = \frac{\sigma_L}{\sqrt{(\sigma_S^2 + \sigma_L^2)}}$$

For the connecting rod, LR = 0.446. This implies that the Safety Margin had the following formula:

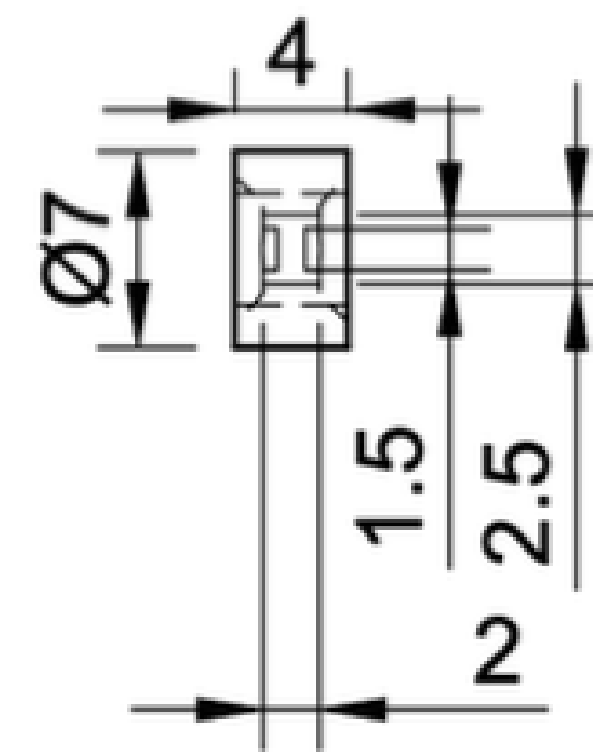
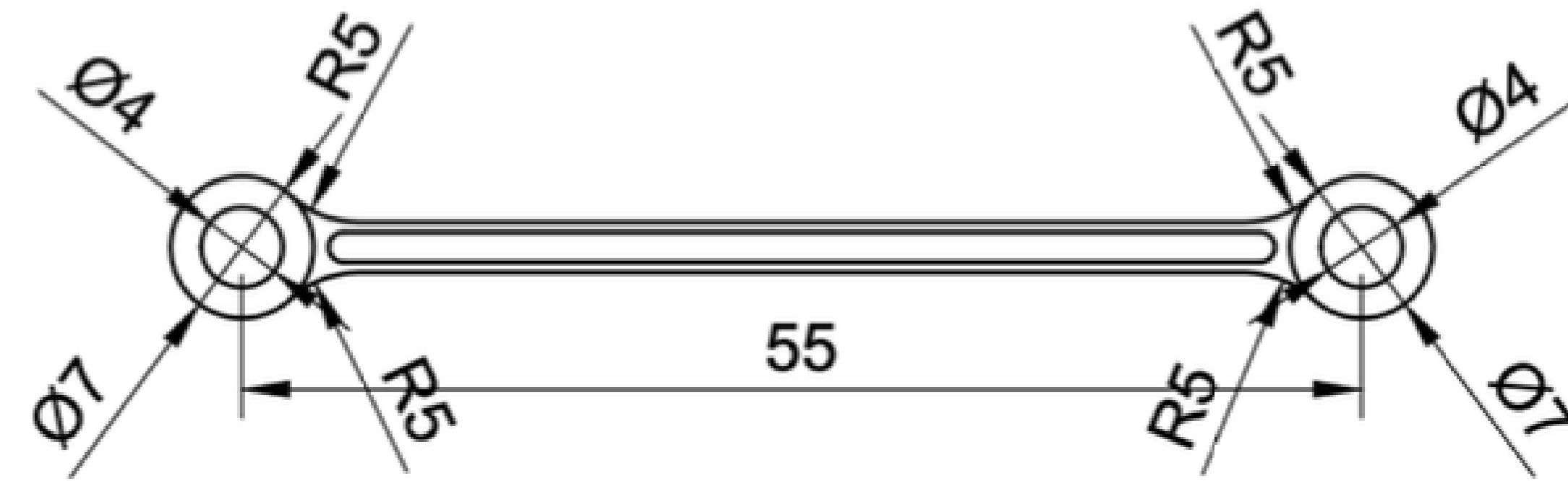
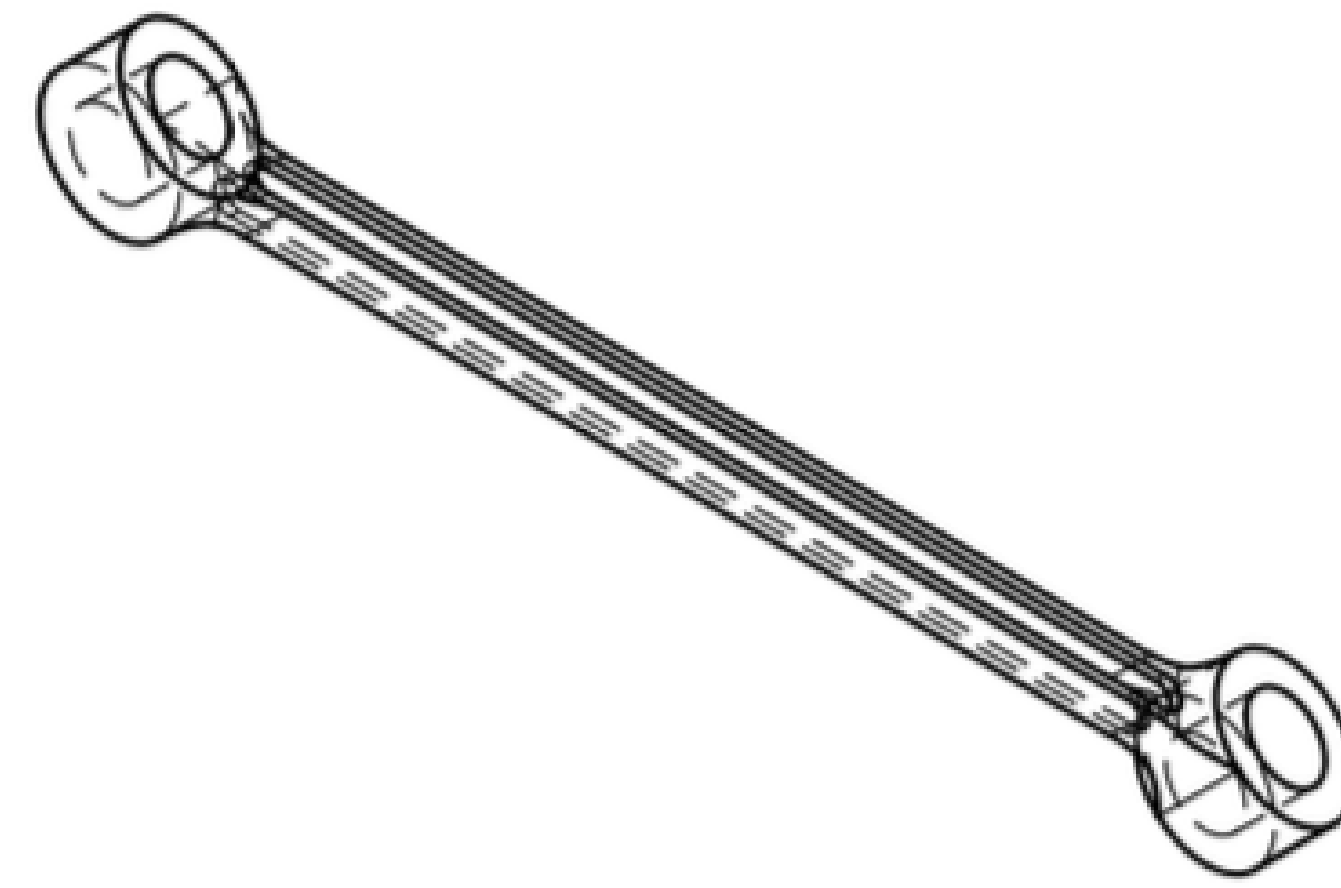
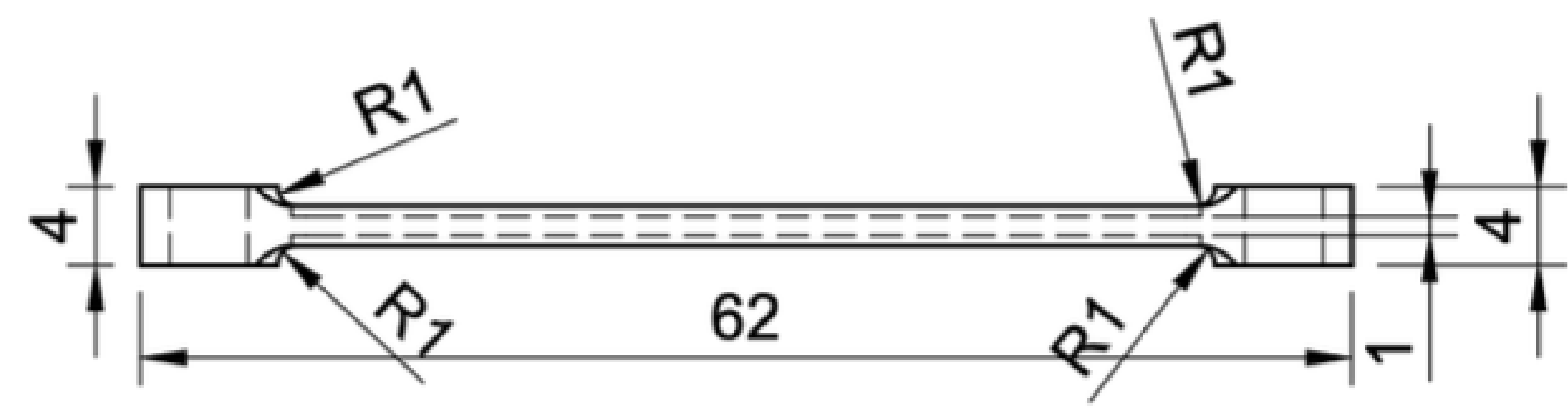
$$SM = \frac{S - L}{\sqrt{(\sigma_S^2 + \sigma_L^2)}}$$

For connecting rod, SM = 2.34.





CAD Simulation - Under Maximum Working Forces



Dept.	Technical reference	Created by <b>Vinayak Arora 19/04/2022</b>	Approved by
		Document type	Document status
		Title <b>IED - Connecting Rod</b>	DWG No. <b>1</b>
		Rev.	Date of issue

Mechanical Manufacturing Drawing - Connecting Rod

Actual Minimum Safety Factor 3.37 ✓

The design is not expected to bend or break with the current analysis criteria. It's a good idea to validate the analysis criteria and also ensure the Safety Factor Targets meet the standards of your company, application and industry.

Safety Factor Targets

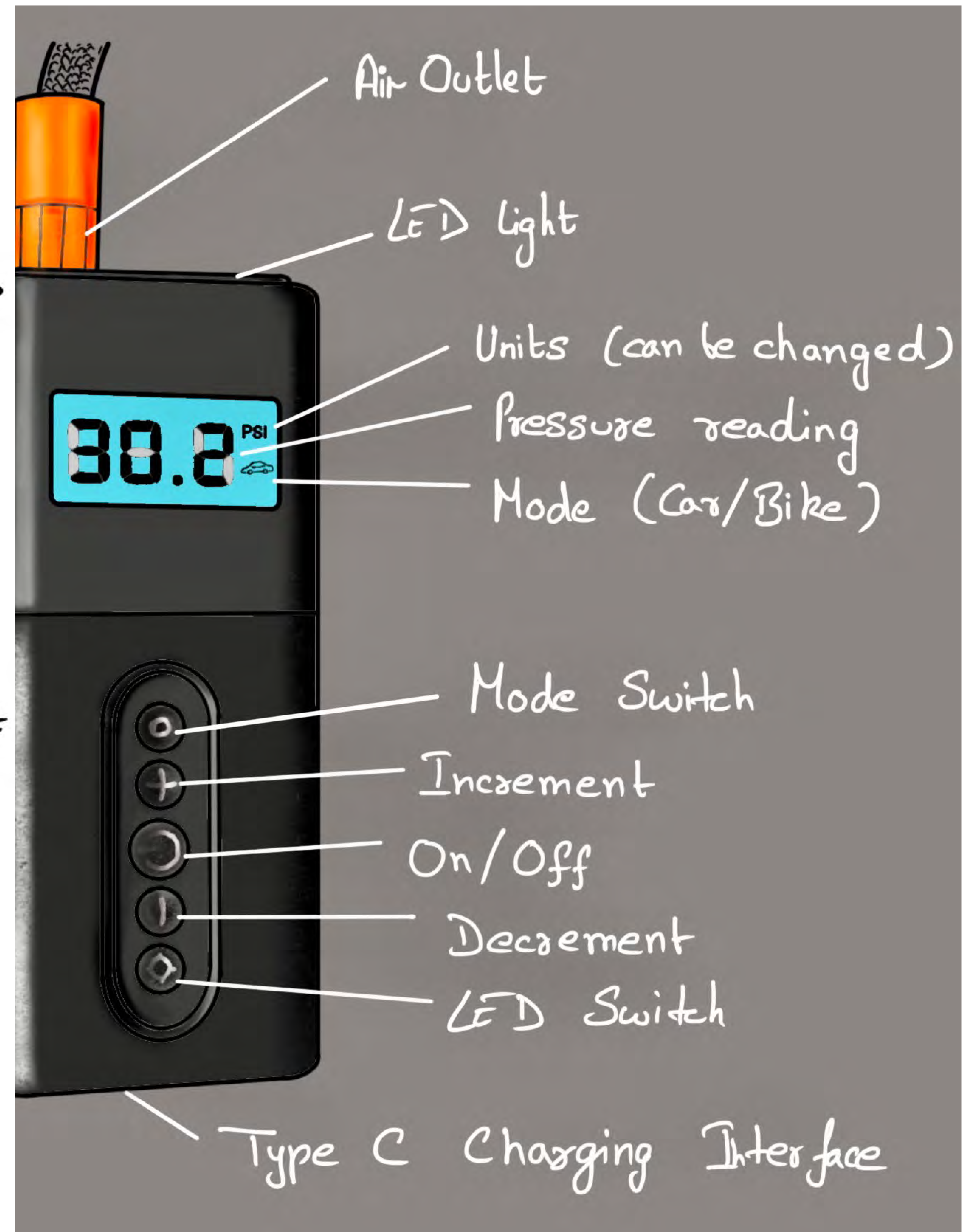
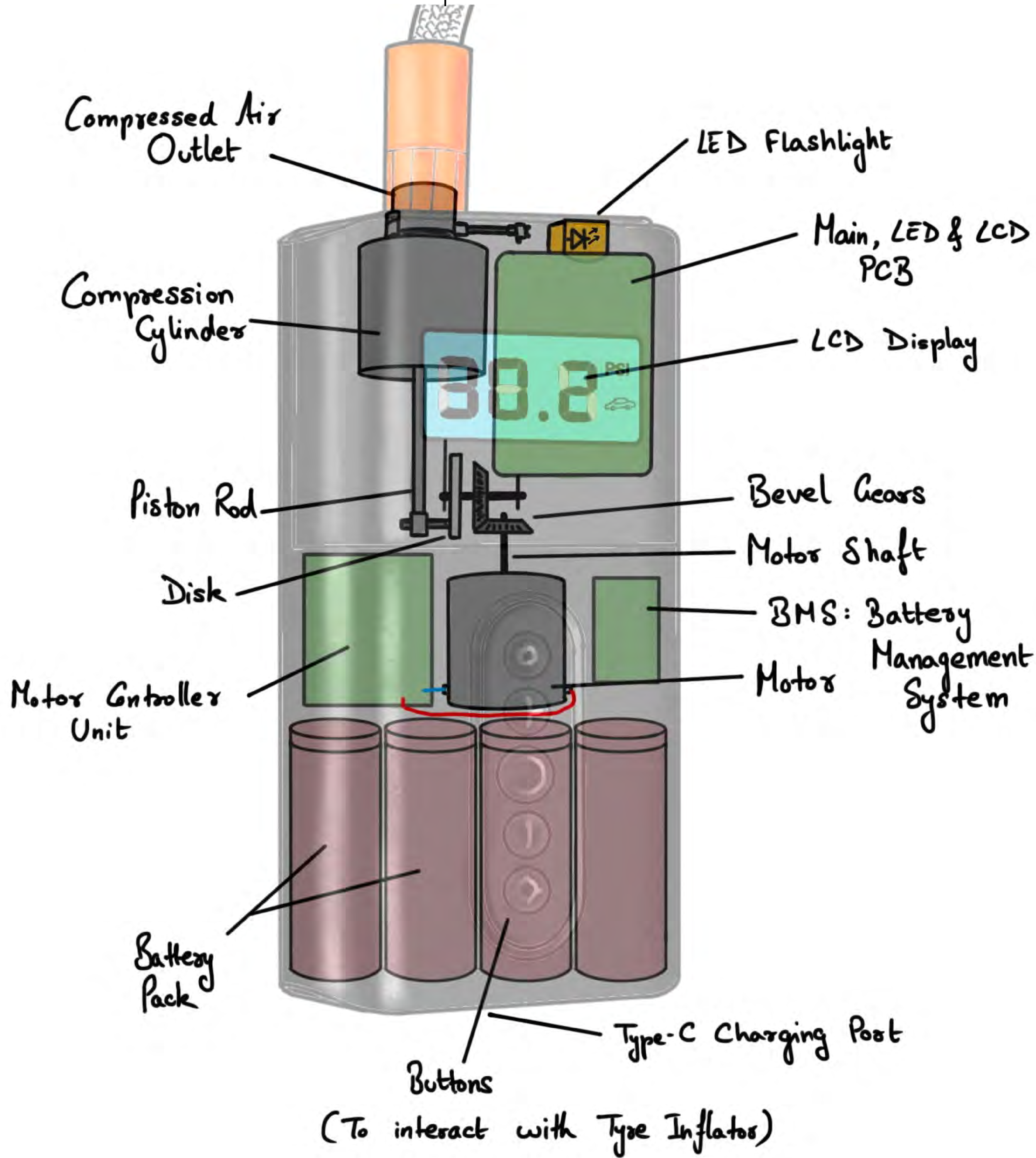
Deformation Scale Actual

Don't show this automatically

Max.: 15



# Final Product - Concept & Features

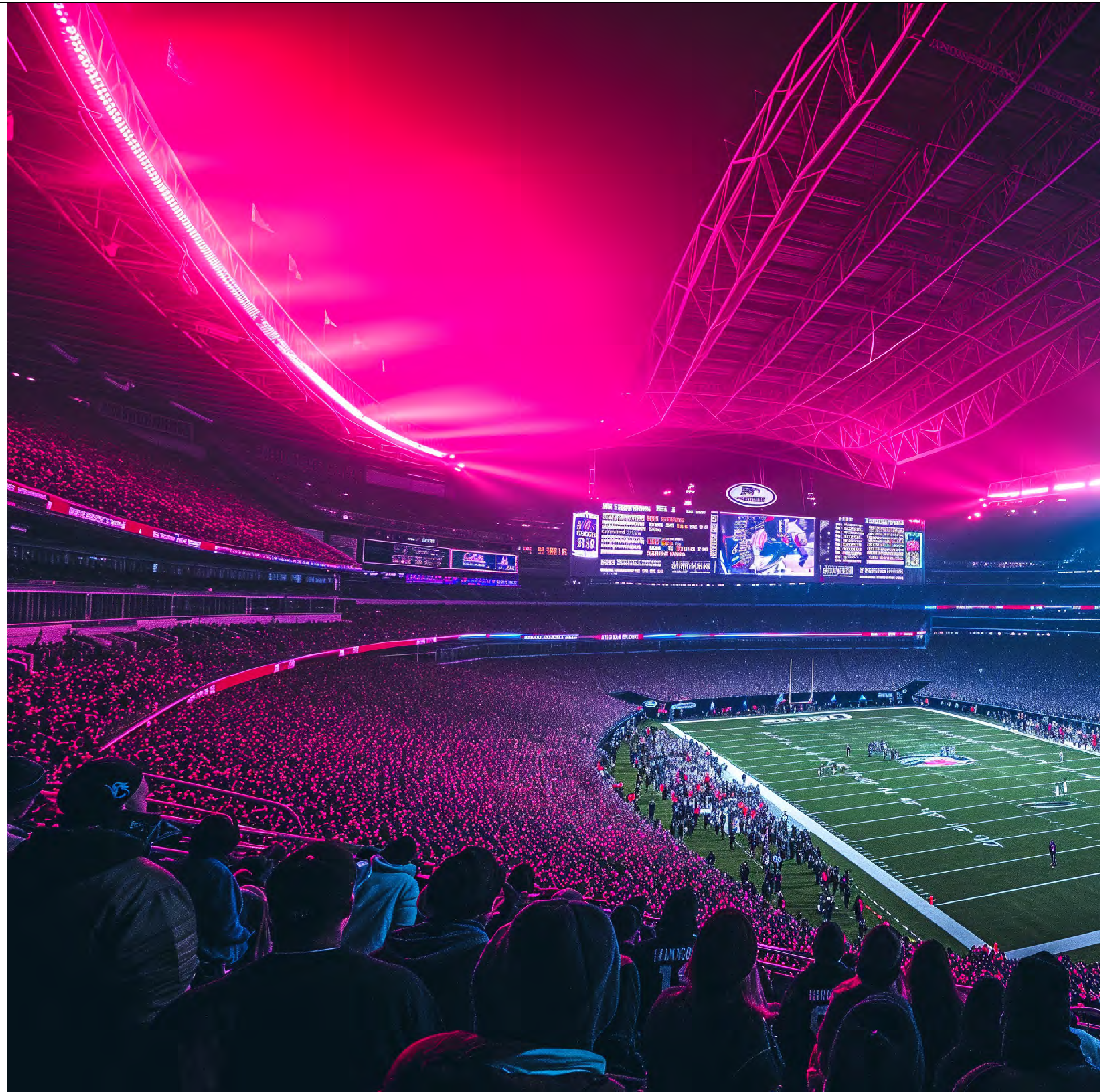




# Crowd Wave

Gathering Untapped  
Crowd Energy

A large scale multi-product project that aims to harness the unused/waste energy from our surroundings at public events and convert it into electricity for use.



01.  
02.  
03.

04.  
05.  
06.



# Objective

To implement Circular Economy principles in public spaces by capturing and reusing wasted energy from venues like stadiums, concerts, stations, airports, nightclubs, and pubs.

This project aims to harness and conserve this energy, improve existing technologies, and develop products that convert waste energy into electricity, contributing to sustainable energy solutions.



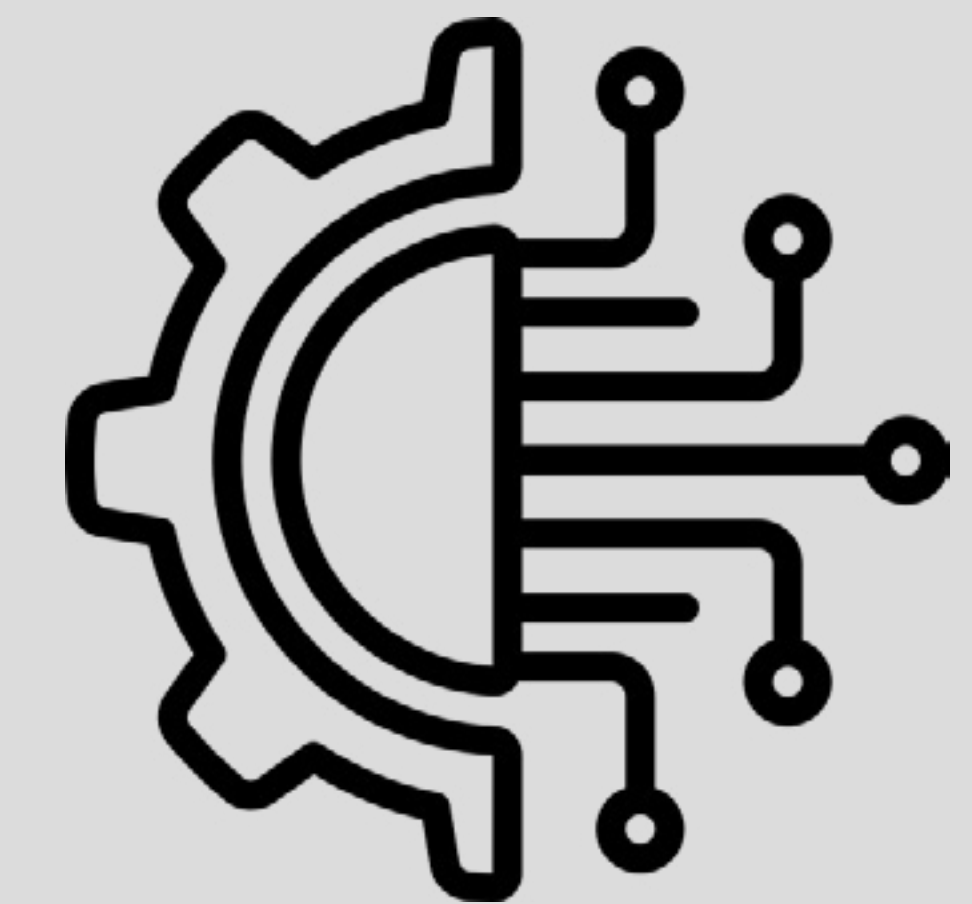
Complicated User Experience



Finding Target Area and Users



Harnessing Waste Energy

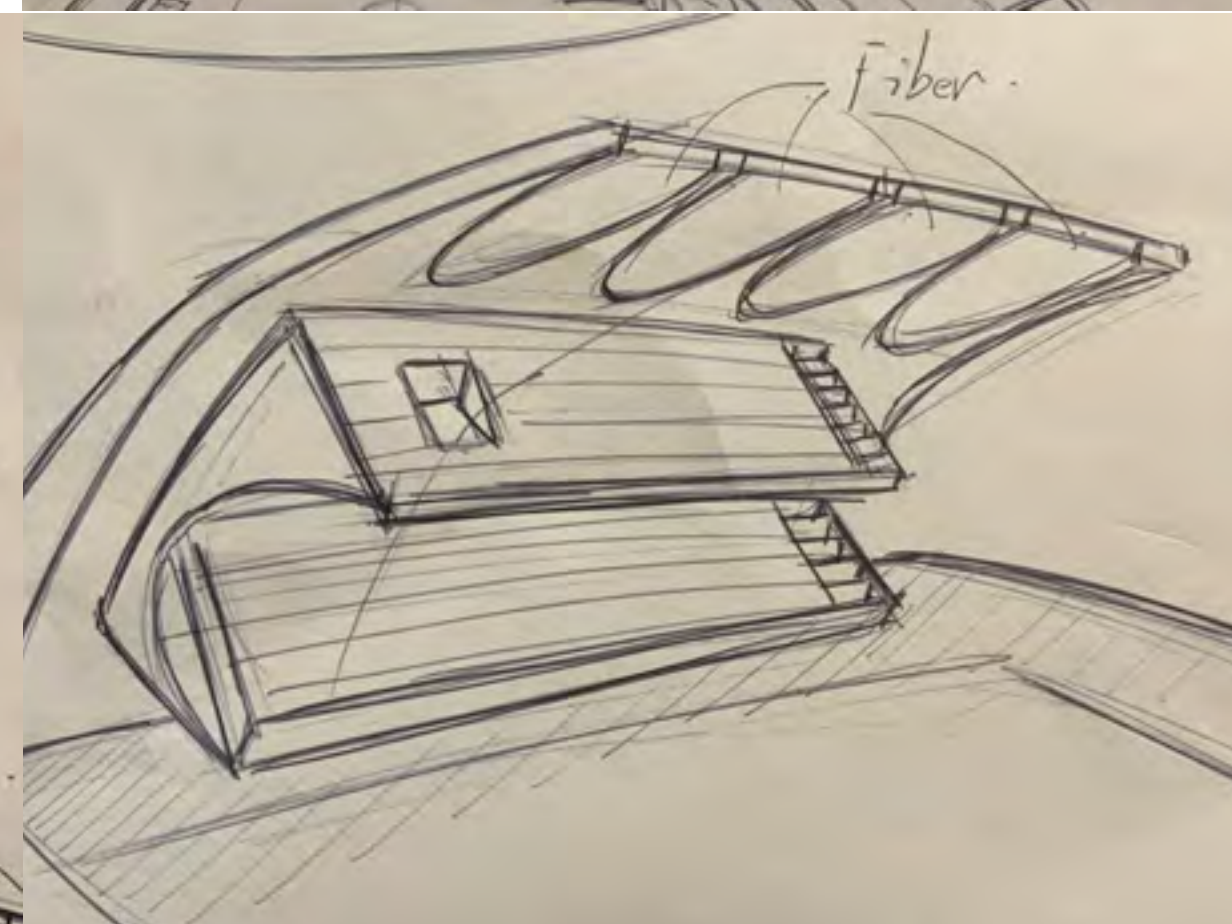
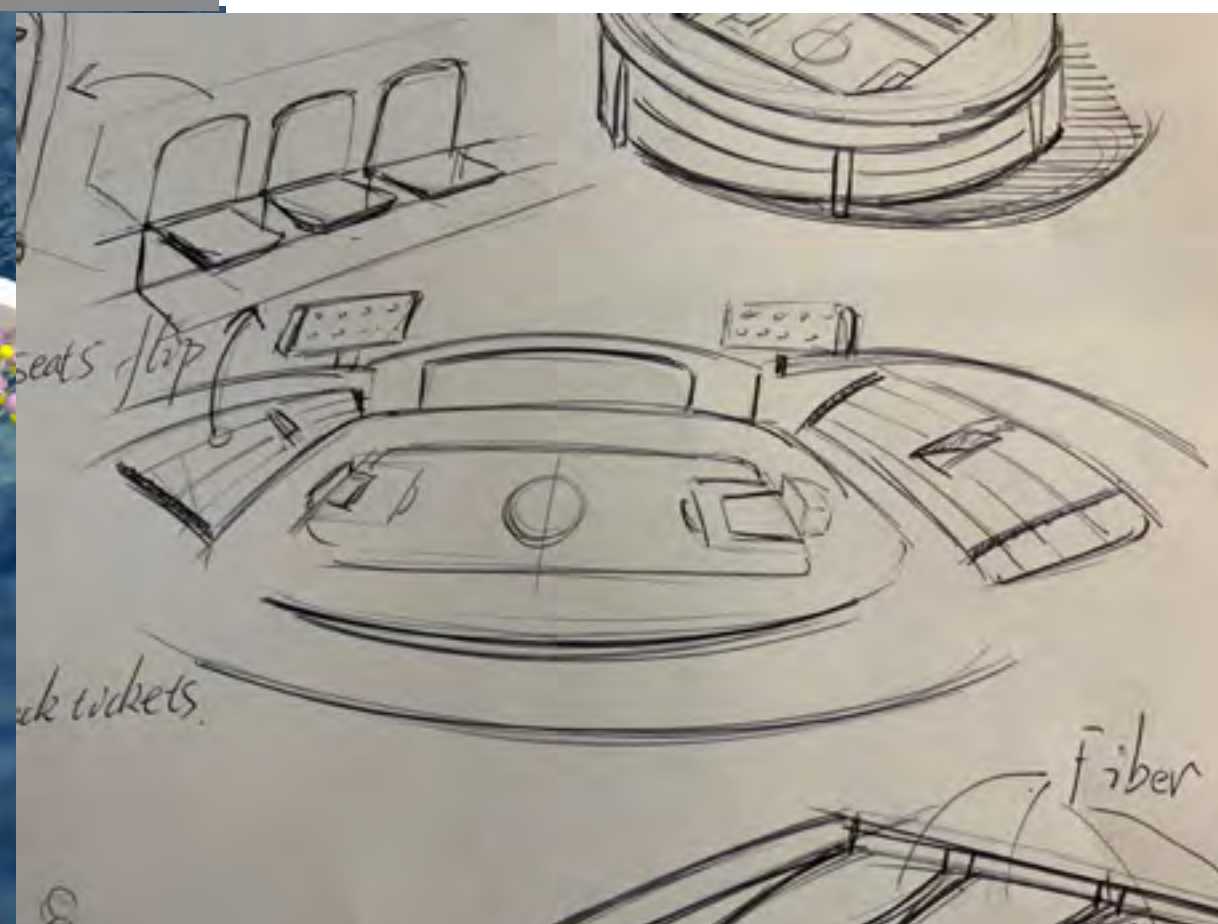
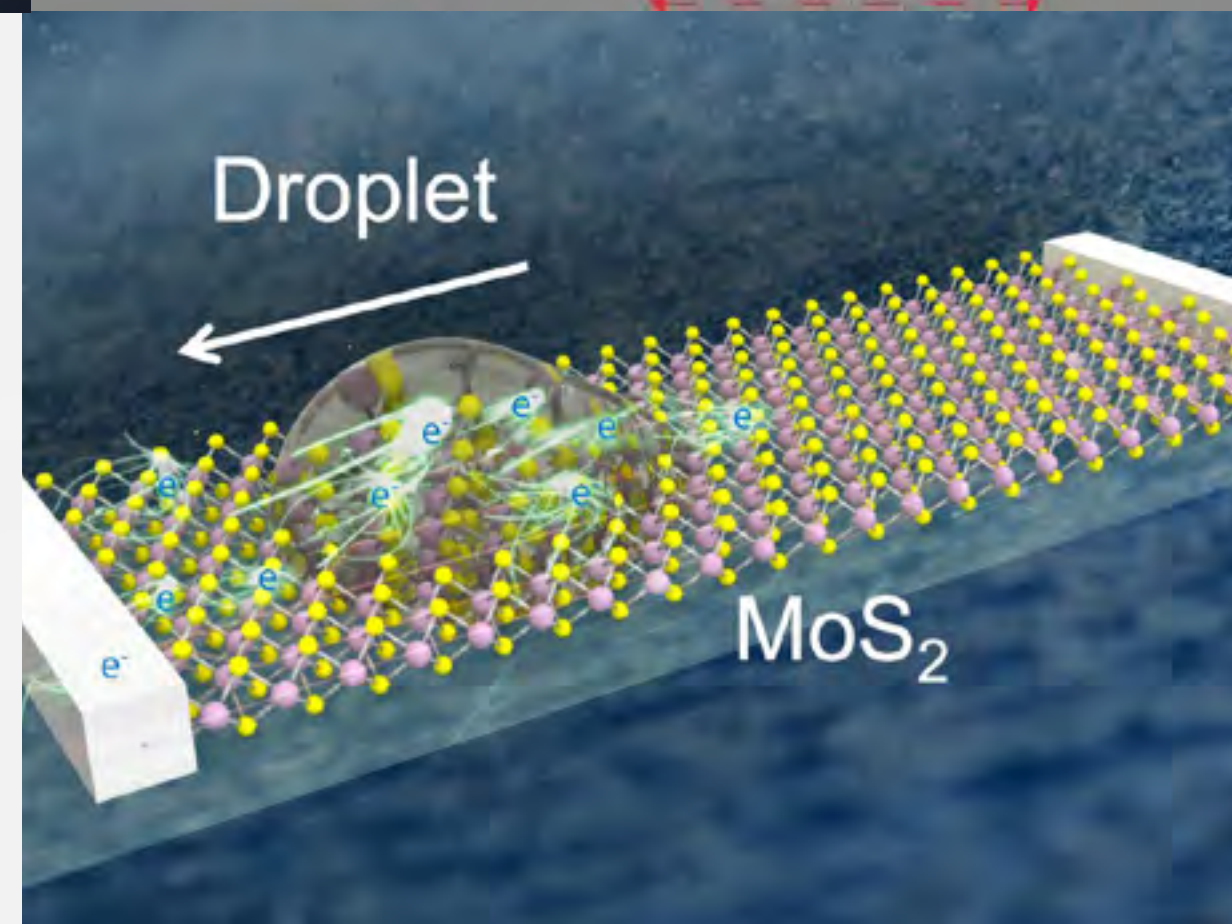
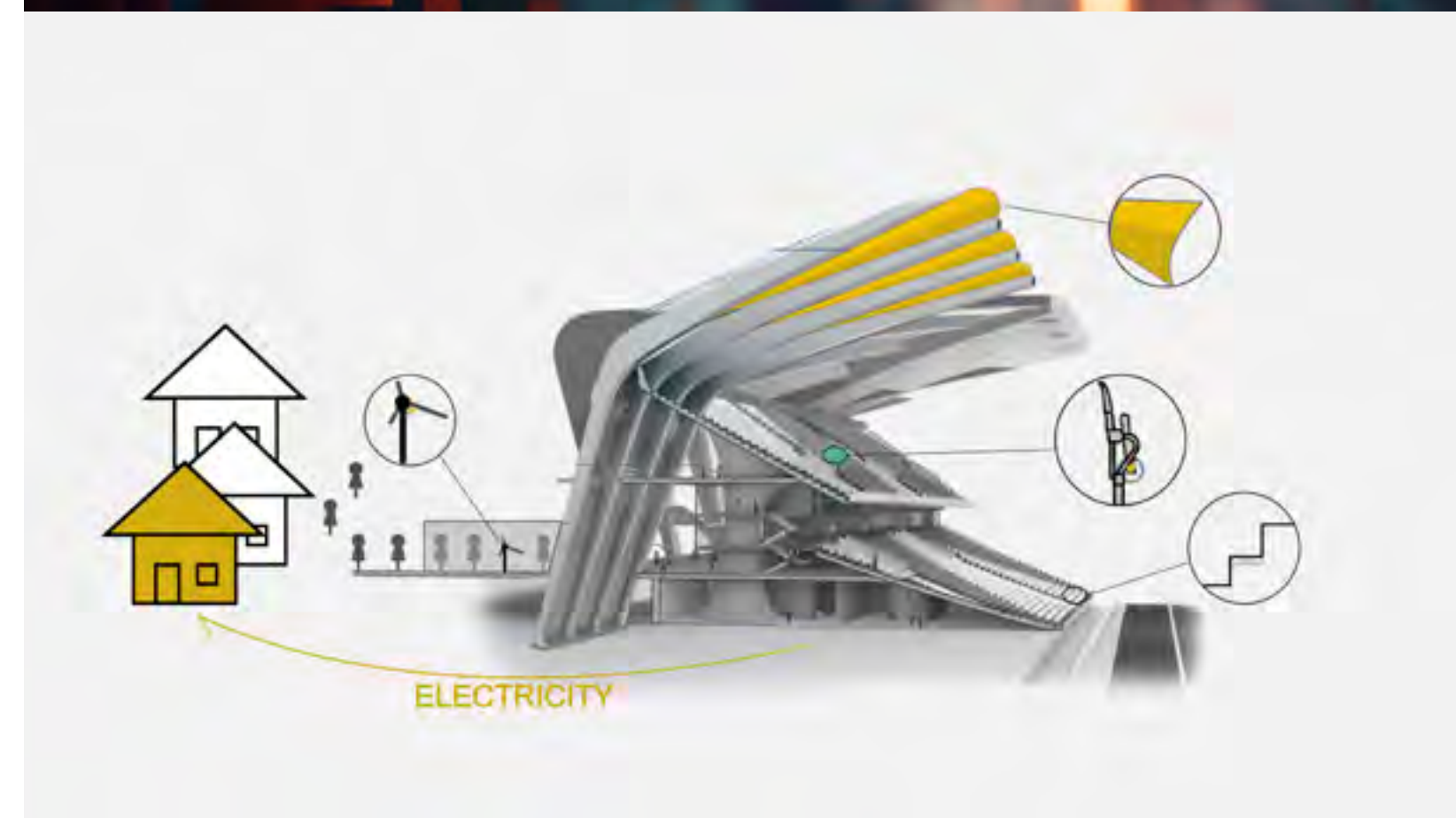
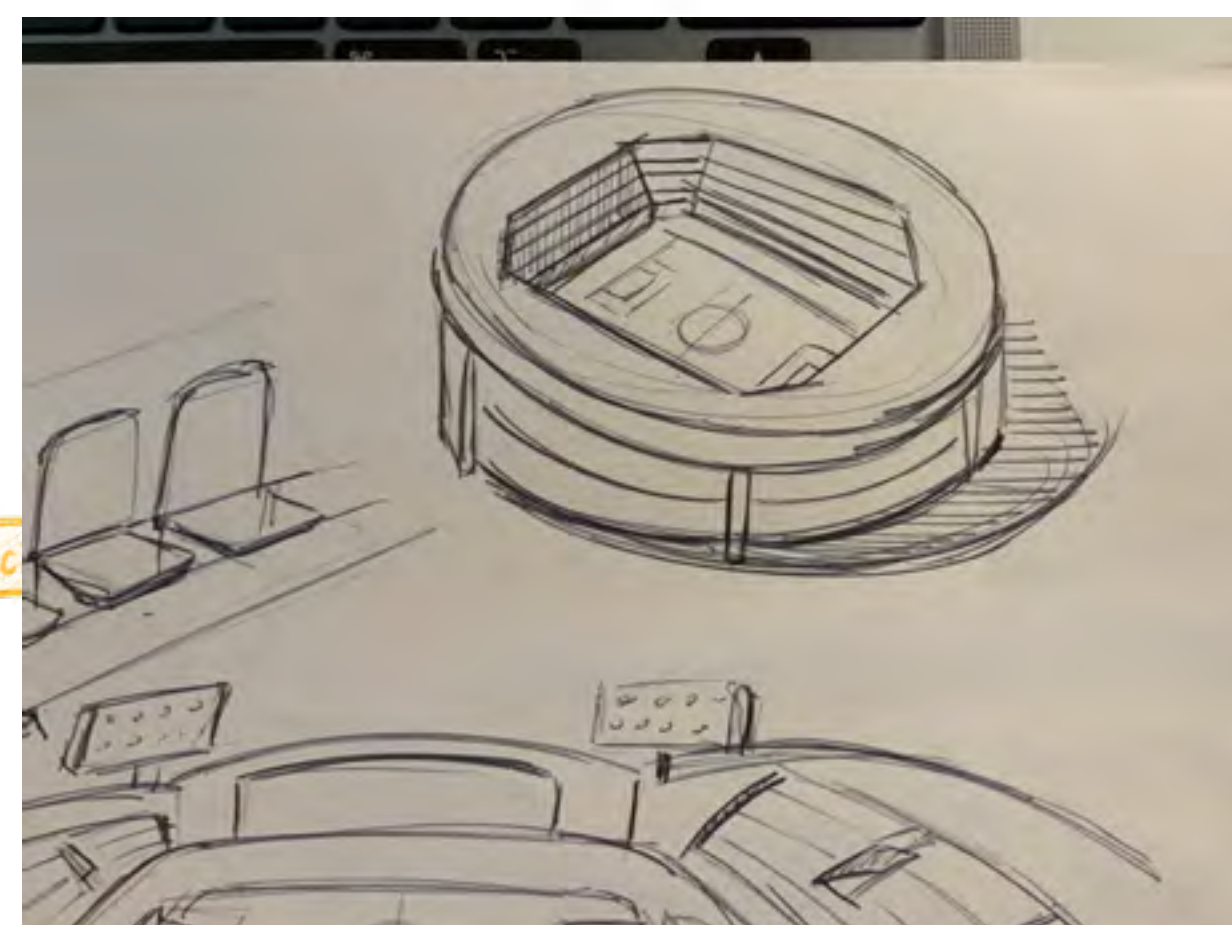
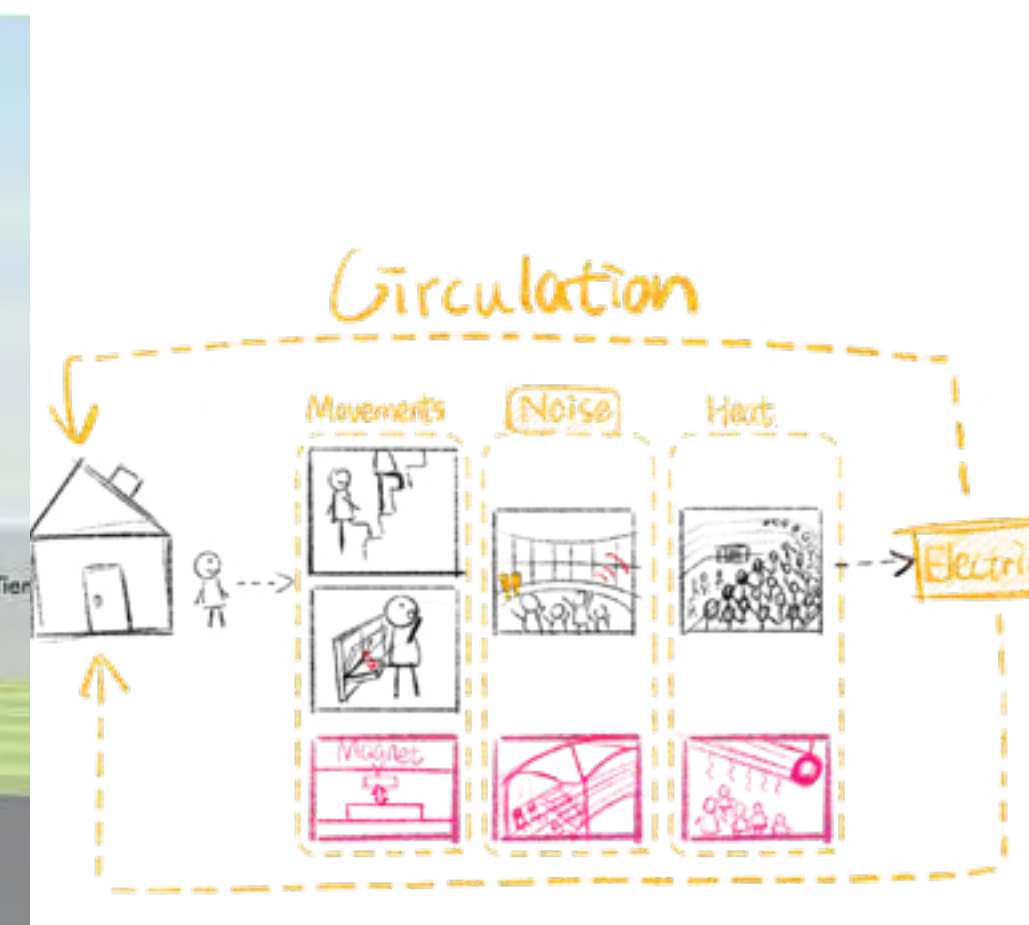
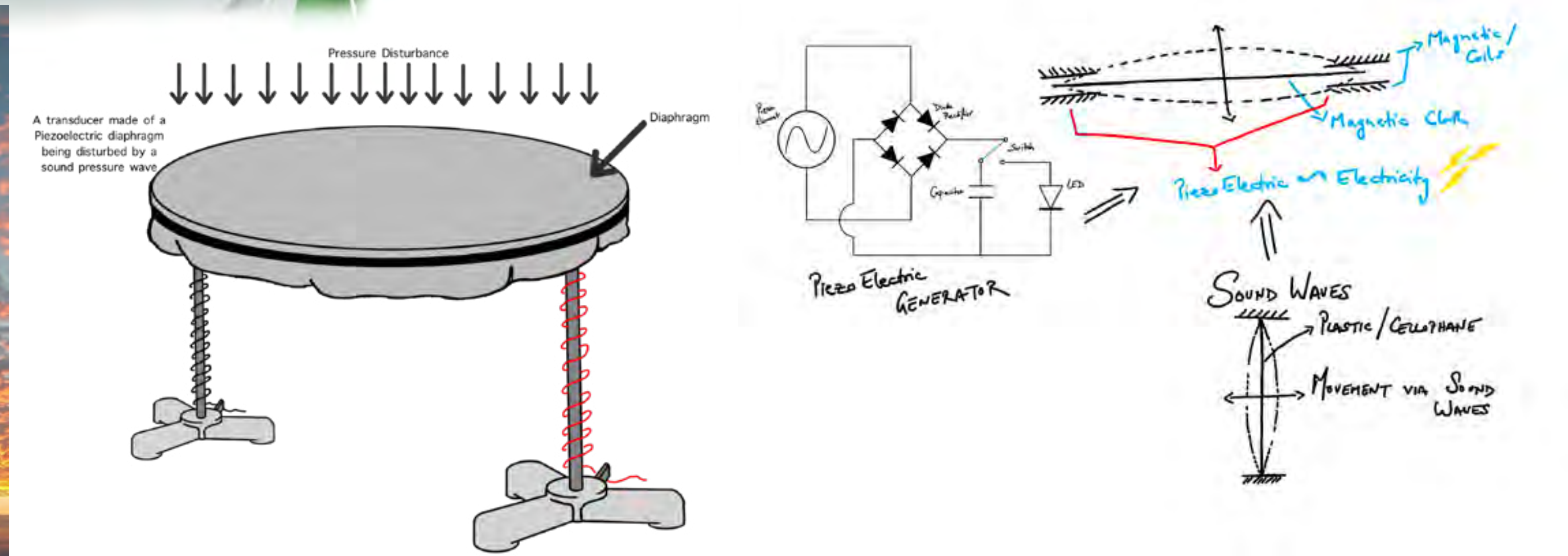
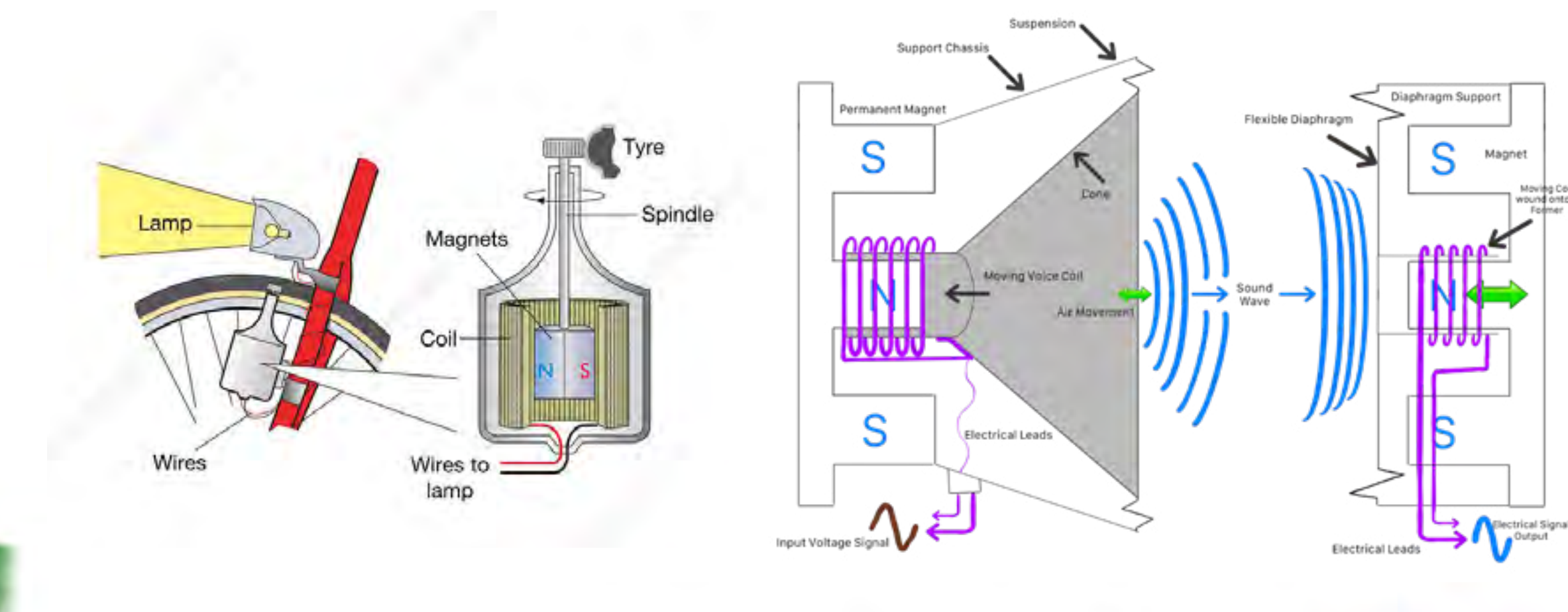
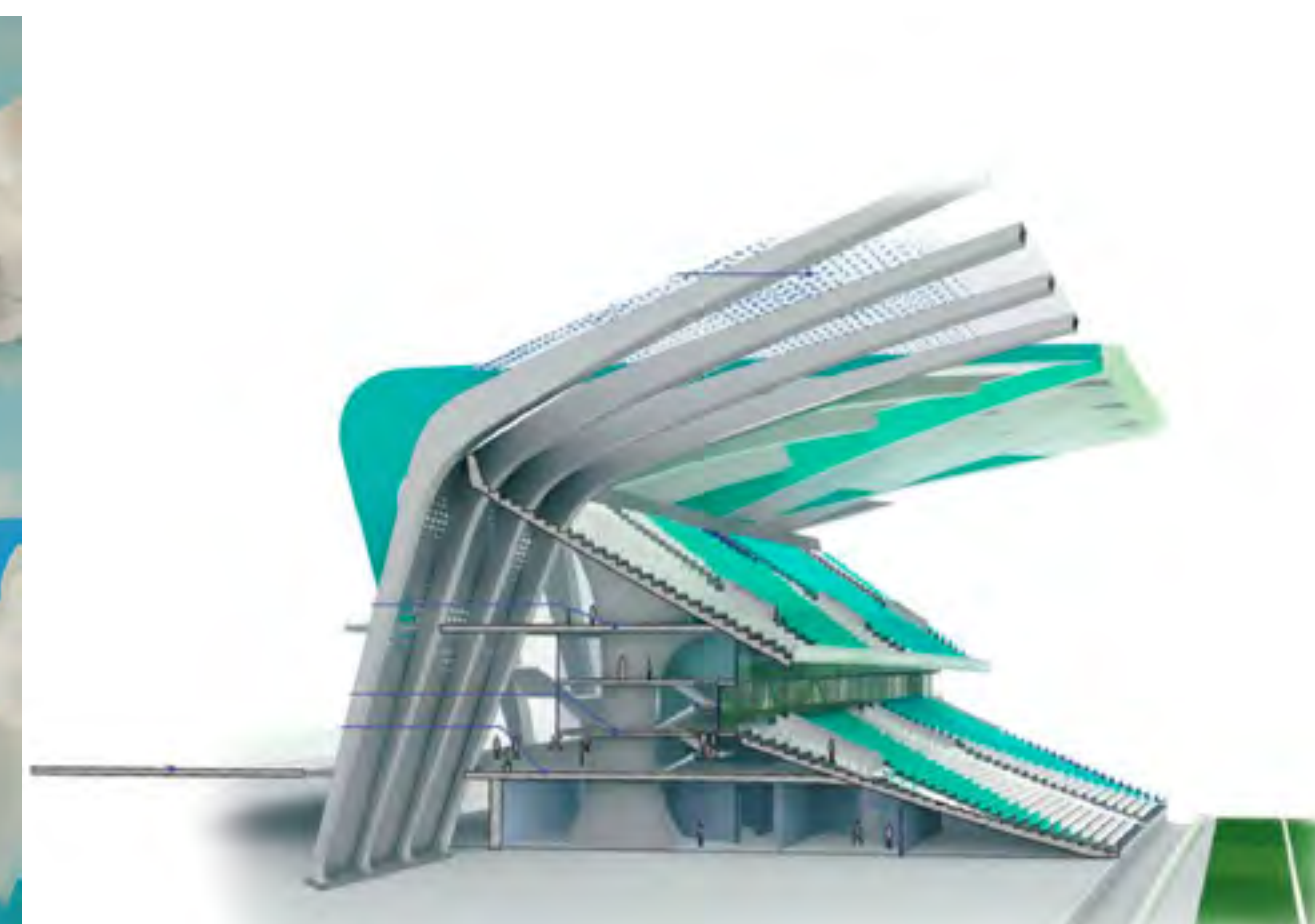


Understanding Existing Technologies

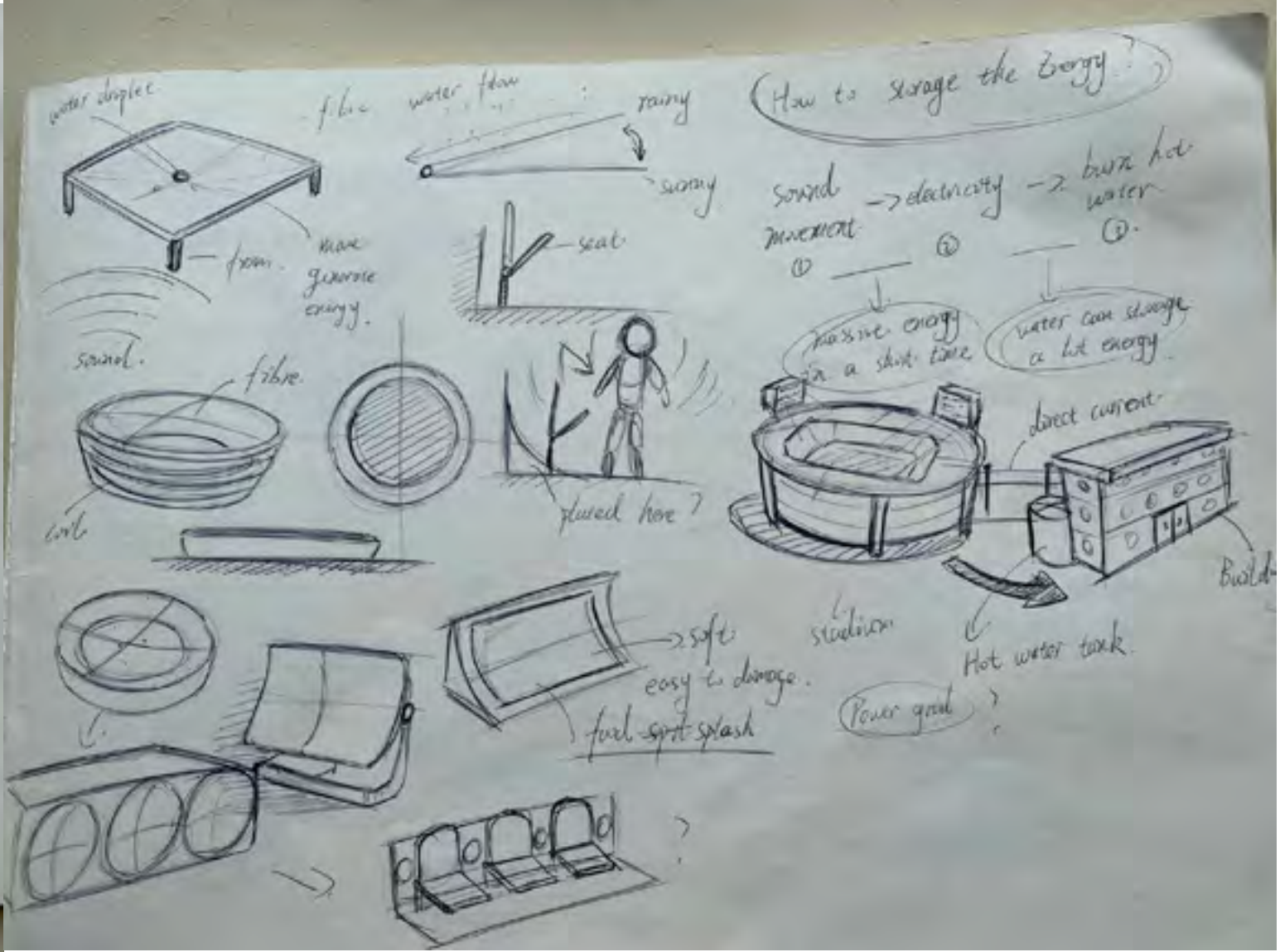
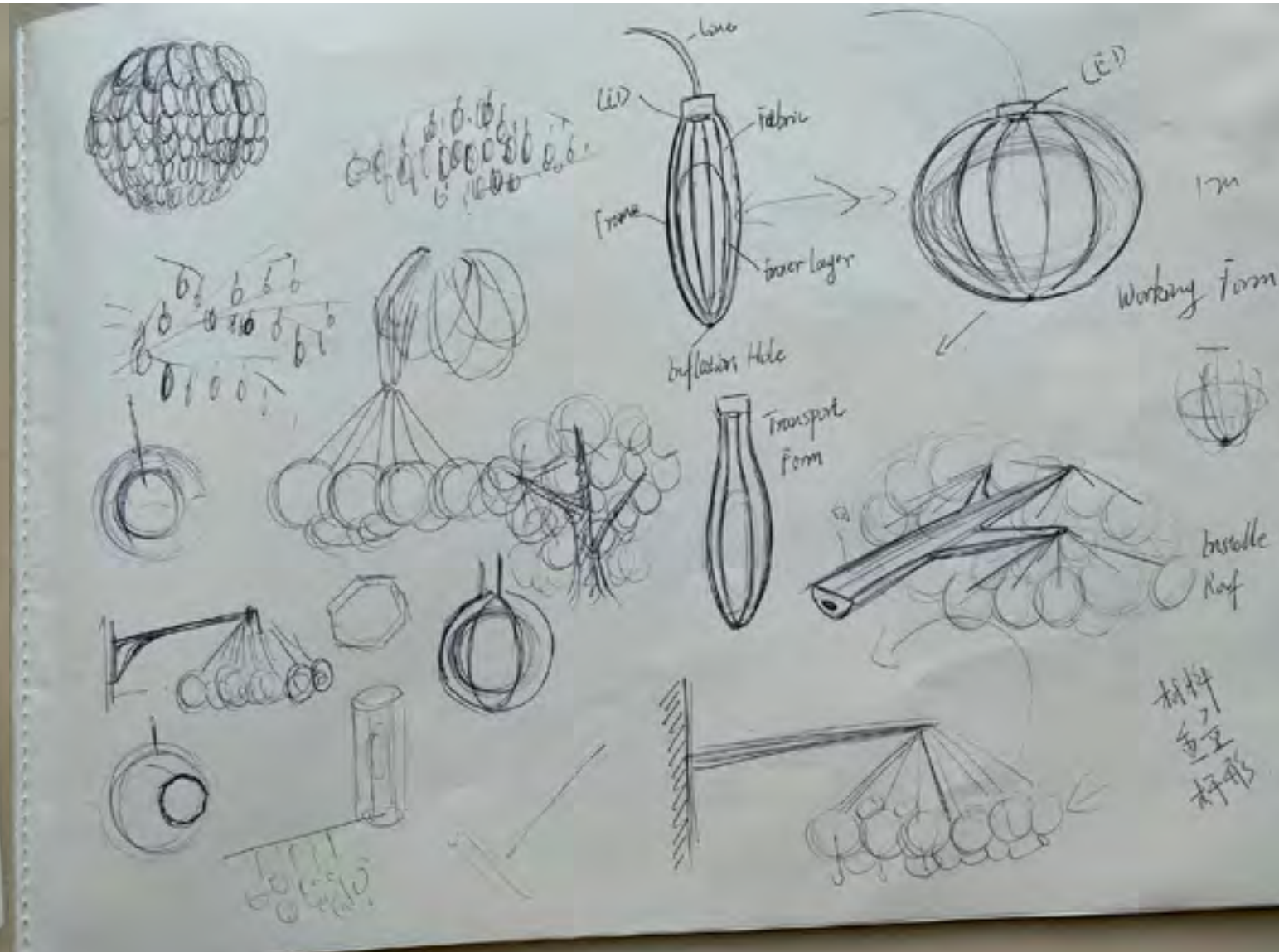
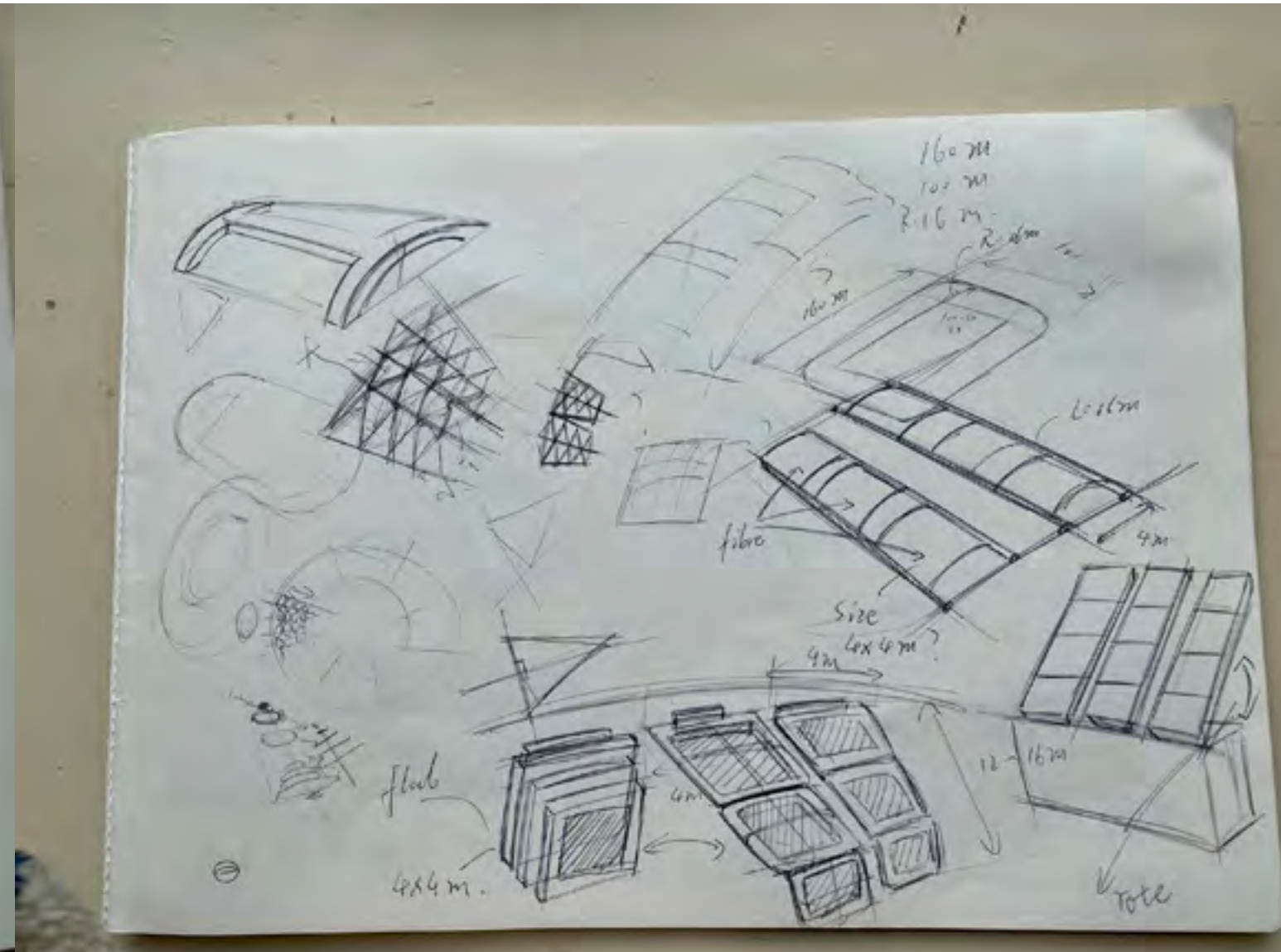
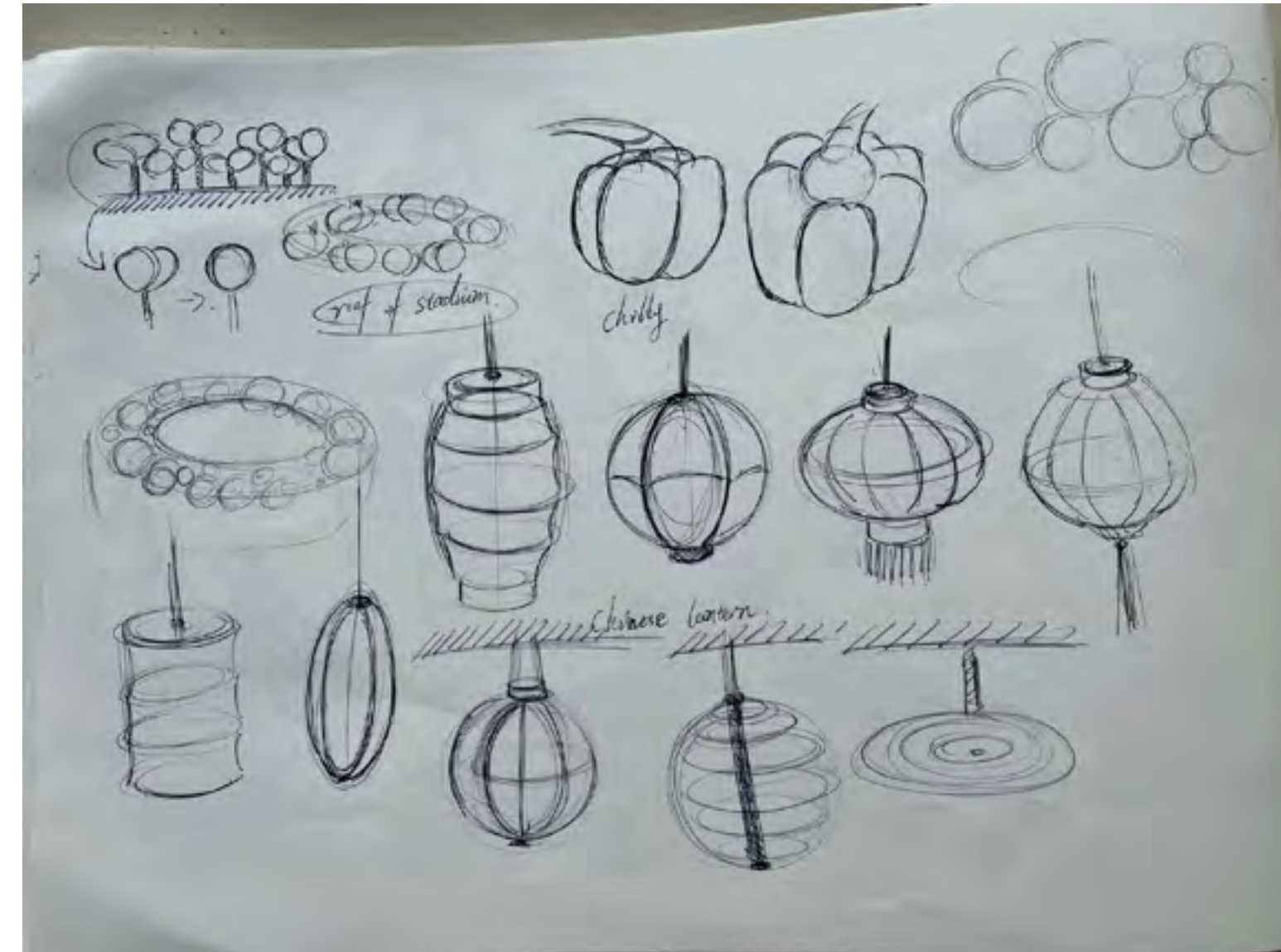
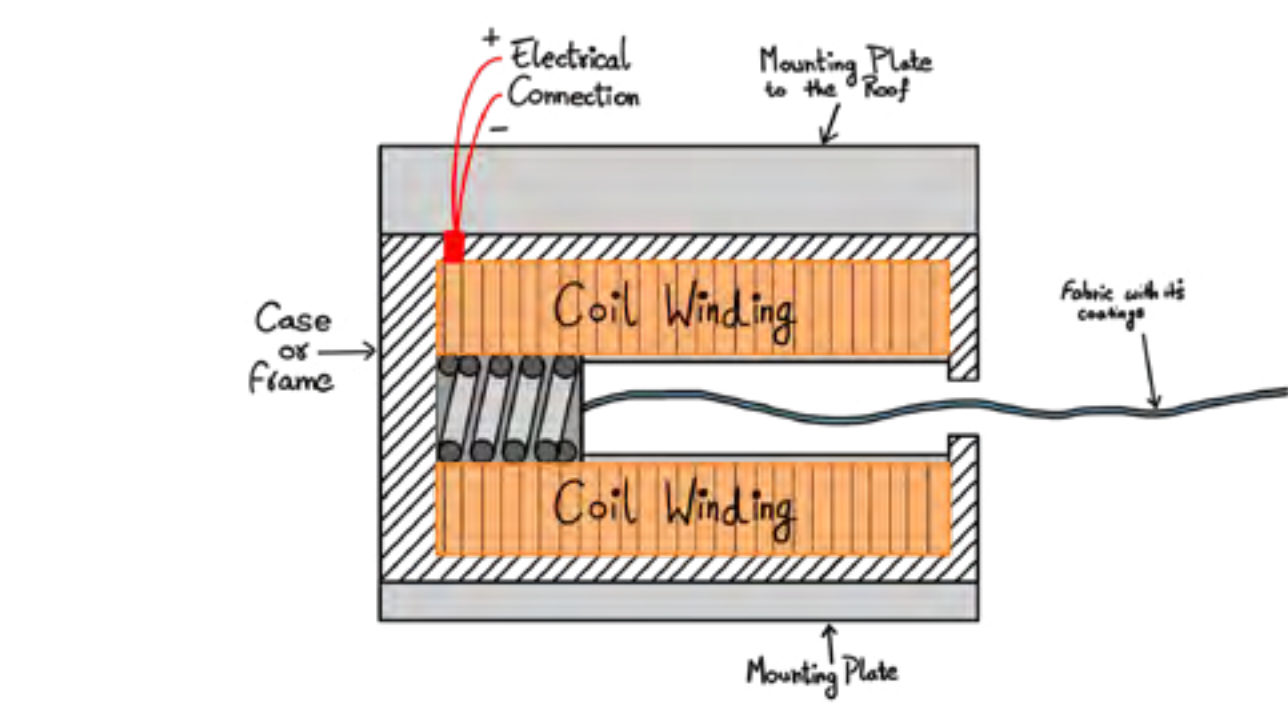
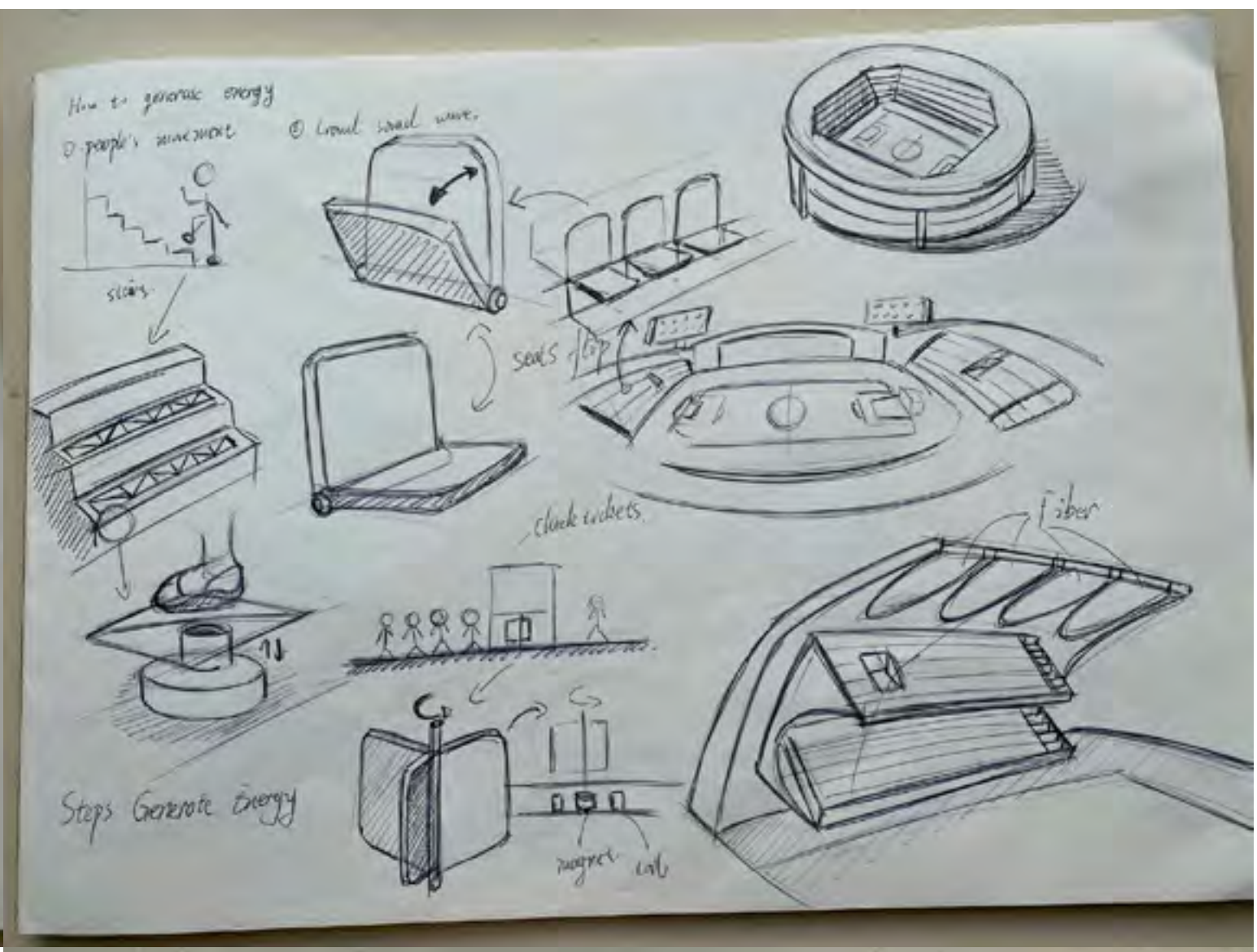
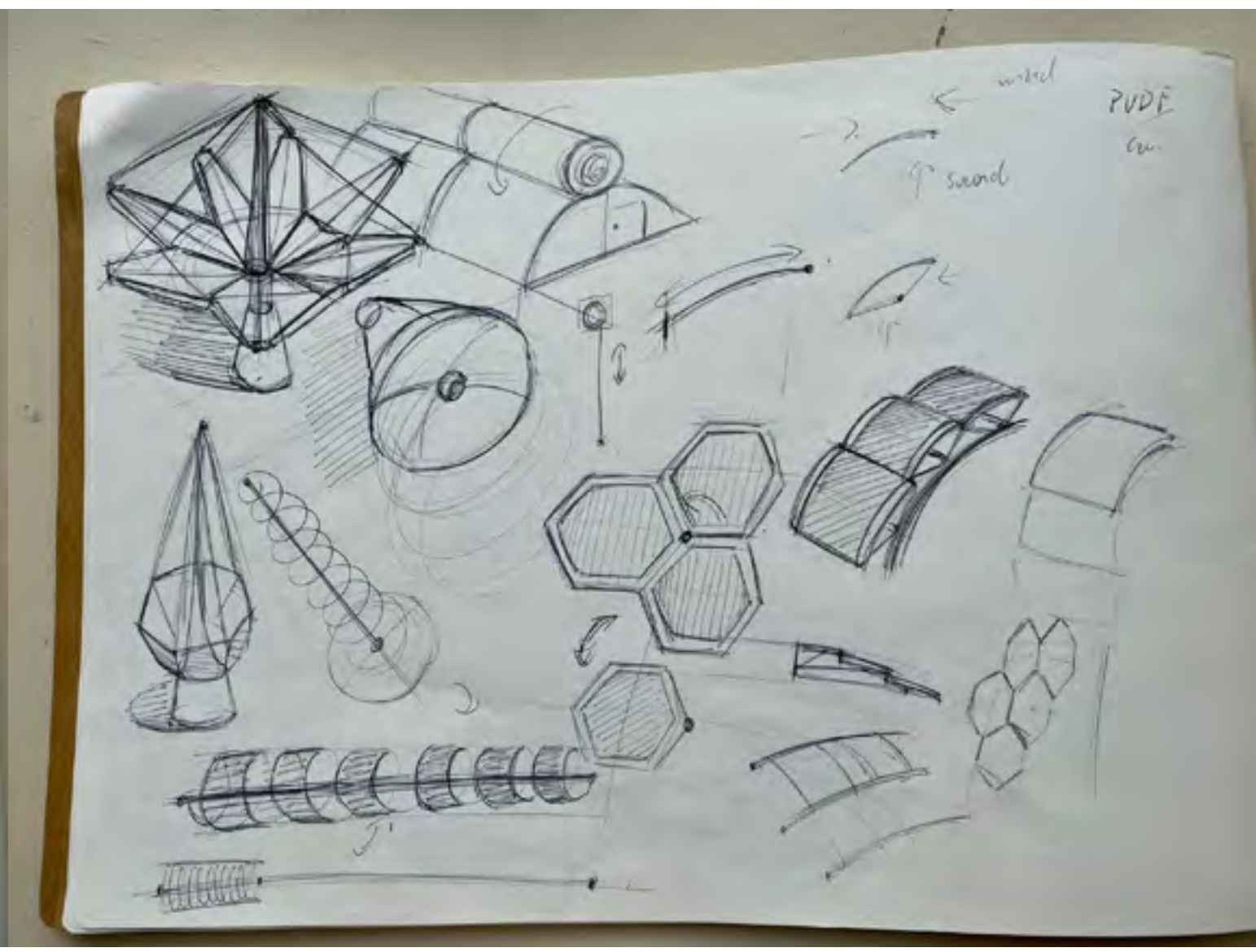
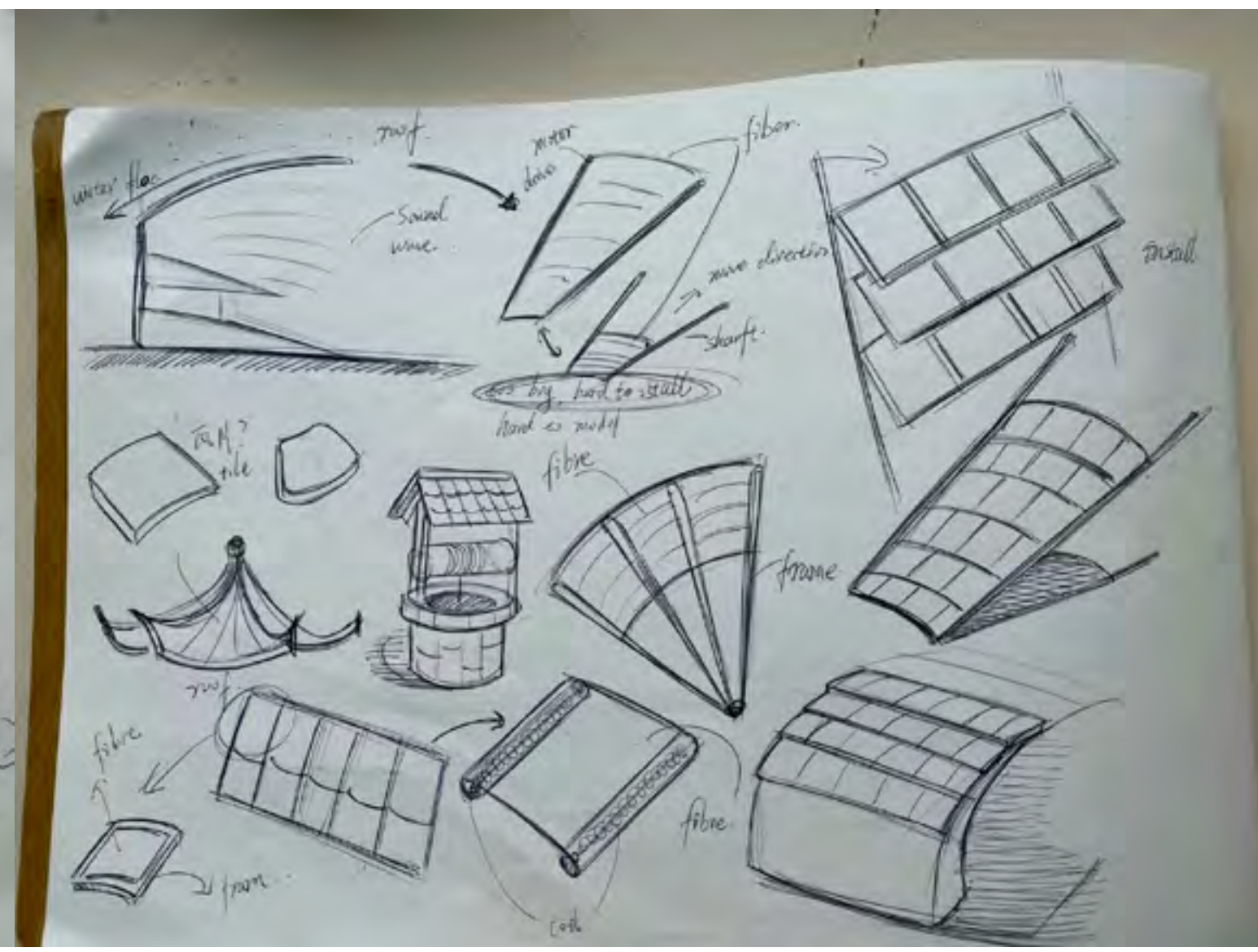
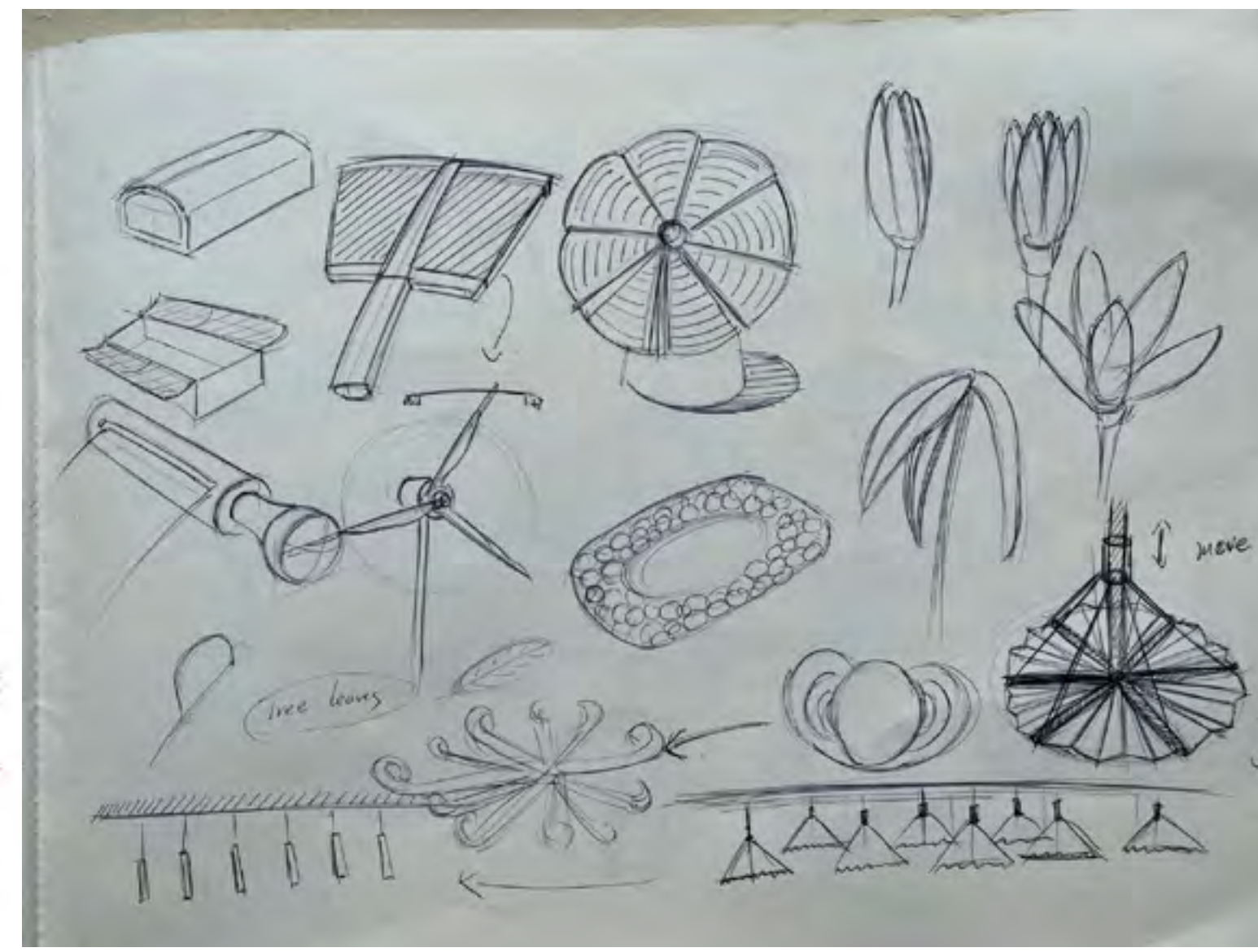
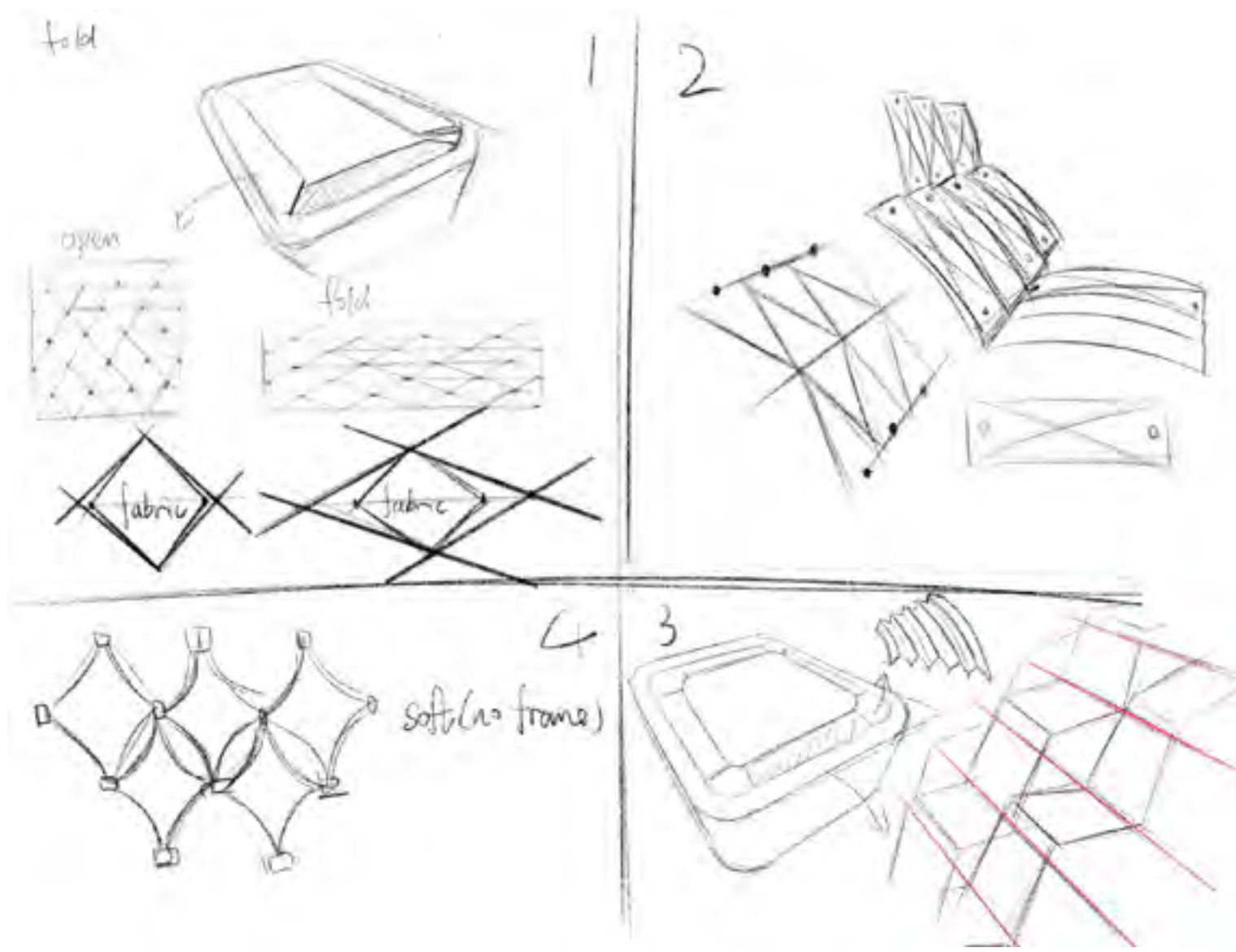
# Challenges



# INITIAL IDEATION







# IDEATION

# OPPORTUNITIES



Everybody has to use **TURNSTILES** to get into stadiums, stations, & concerts.



Attendees use flipping/folding chairs to sit, these chairs flip every time someone sits or gets up.



Everyone has to walk through the entrance.



A lot of sound is created at these events. All of it goes to waste & can be a huge problem for neighbourhoods.

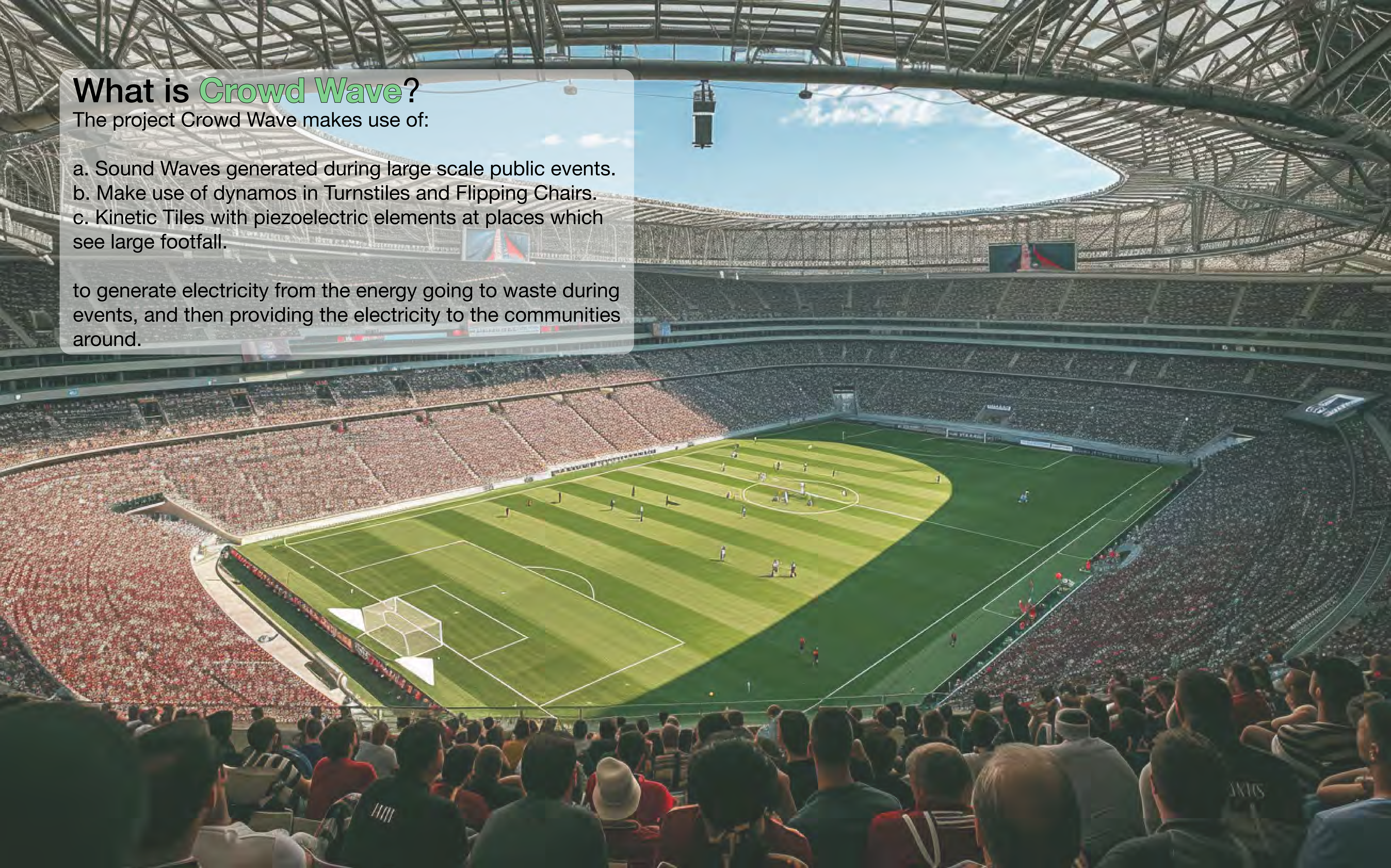


## What is **Crowd Wave**?

The project Crowd Wave makes use of:

- a. Sound Waves generated during large scale public events.
- b. Make use of dynamos in Turnstiles and Flipping Chairs.
- c. Kinetic Tiles with piezoelectric elements at places which see large footfall.

to generate electricity from the energy going to waste during events, and then providing the electricity to the communities around.



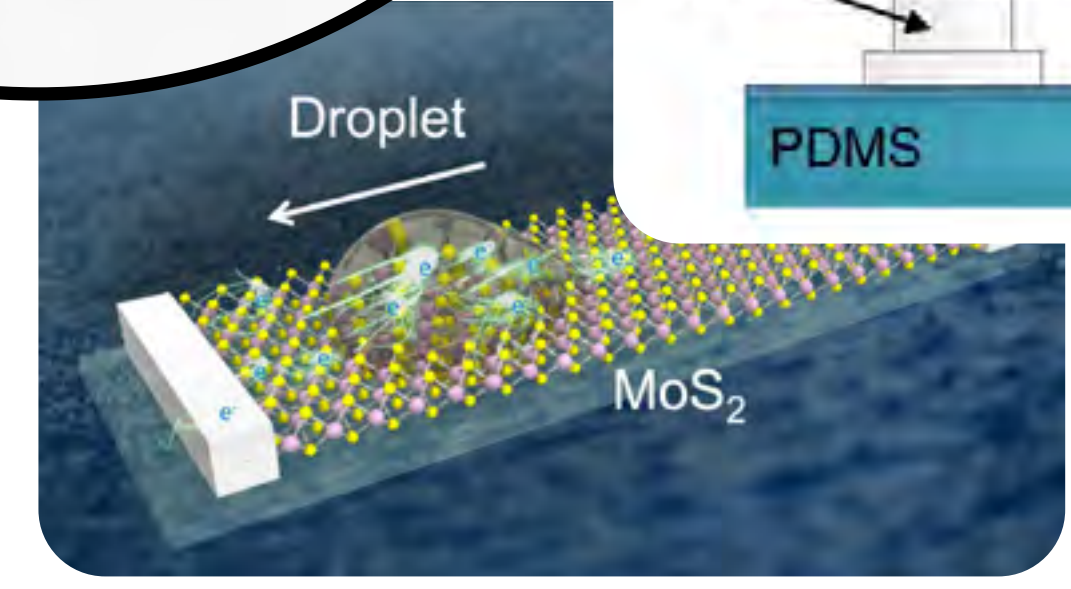
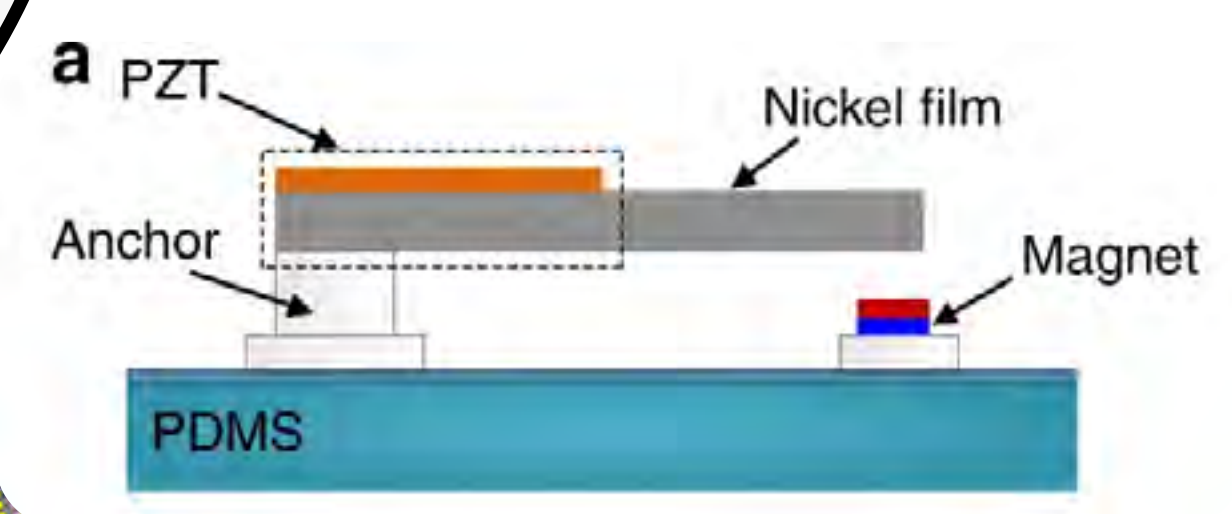
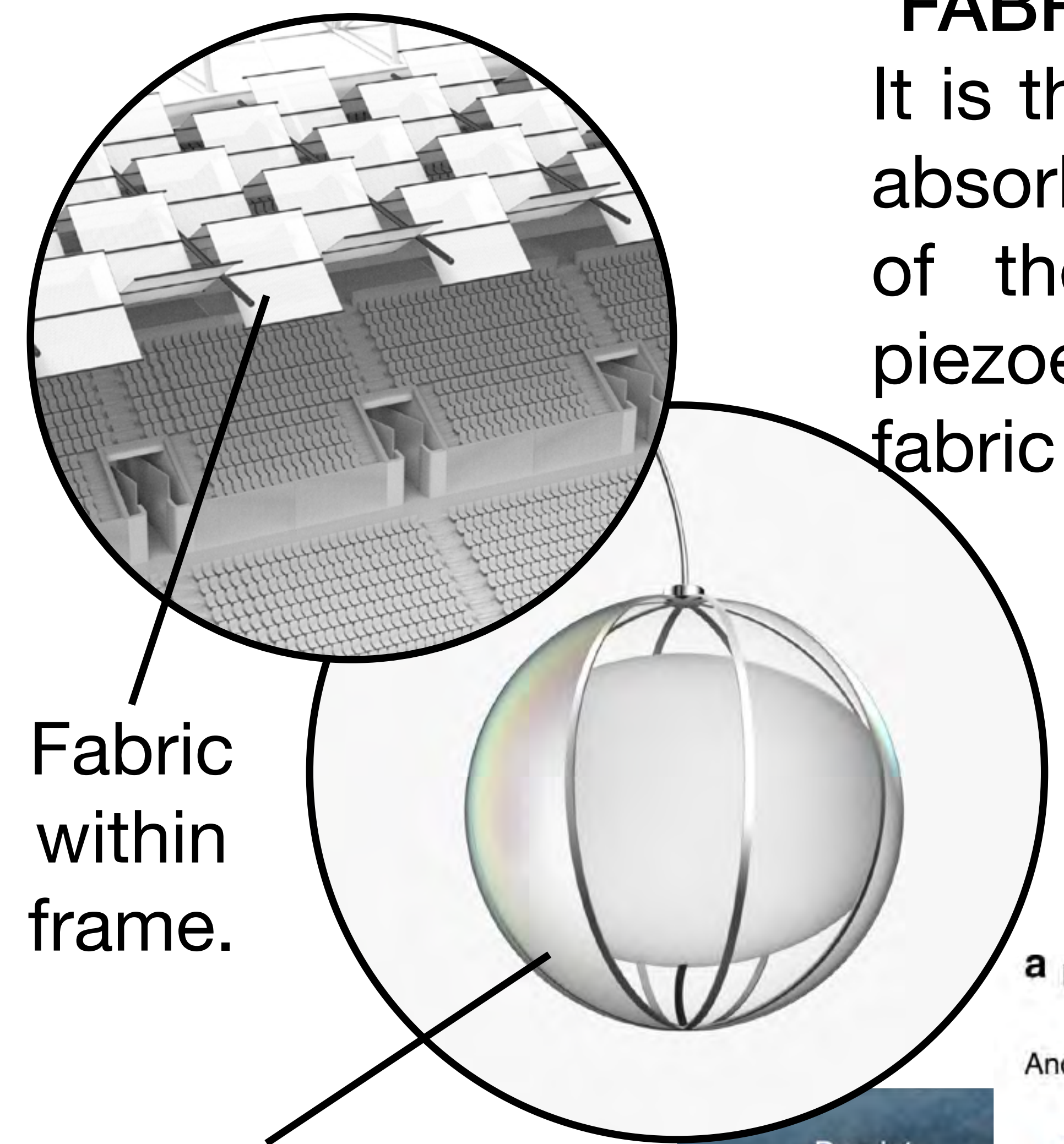


# SOLUTIONS

## FABRIC

It is the main product. The fabric absorbs & vibrates because of the sound waves. Multiple piezoelectric elements on the fabric generates electricity.

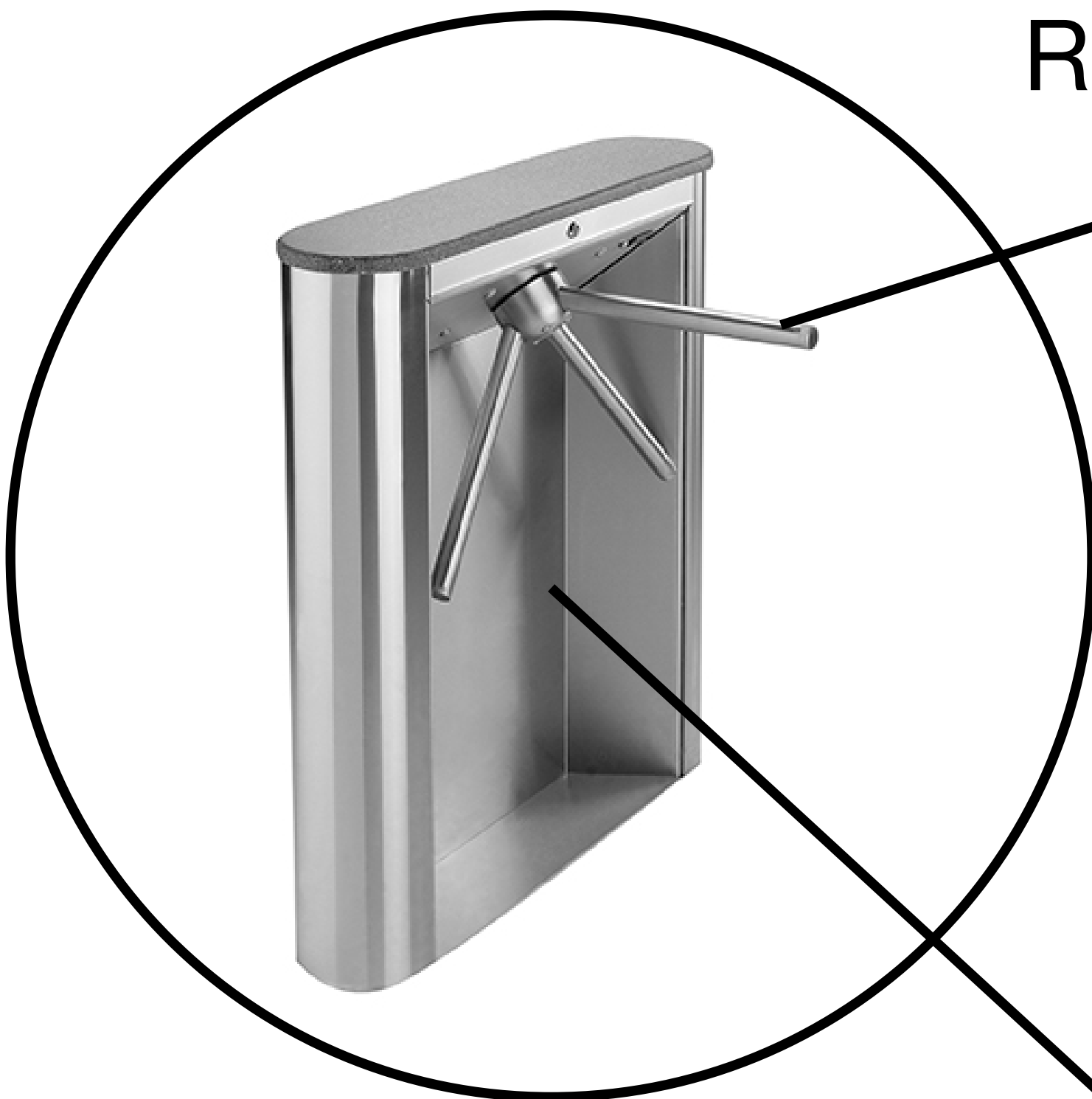
The wind & rain also generate electricity from the linear alternators attached to the fabric.



Rotating turnstiles.

## TURNSTILES

A dynamo attached to the turnstile generates electricity every time a person passes through it.

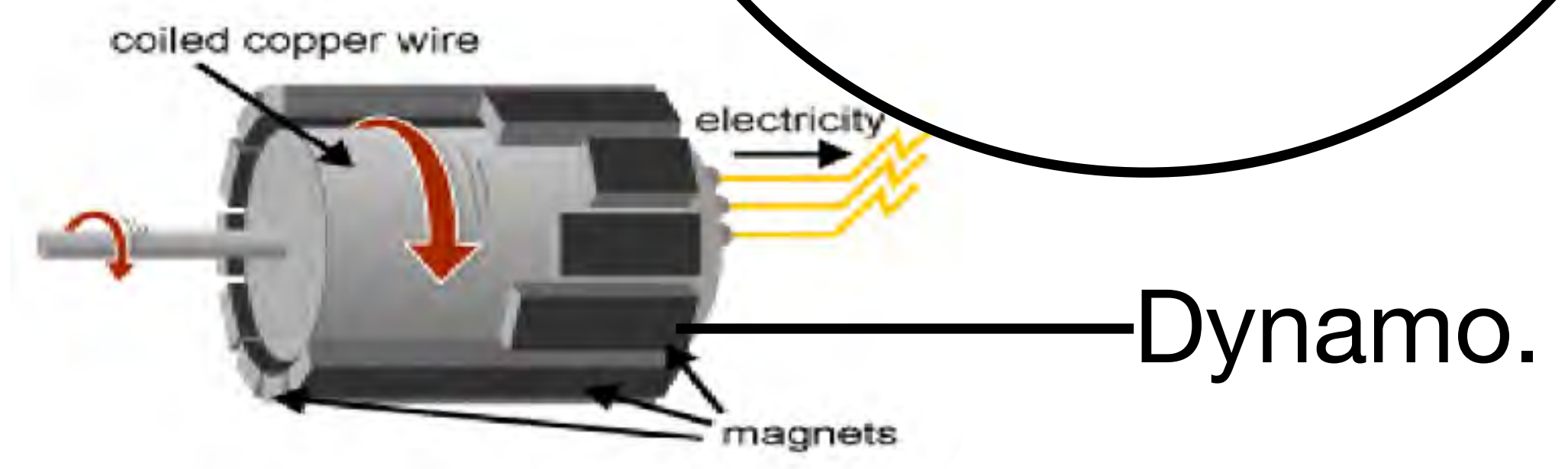
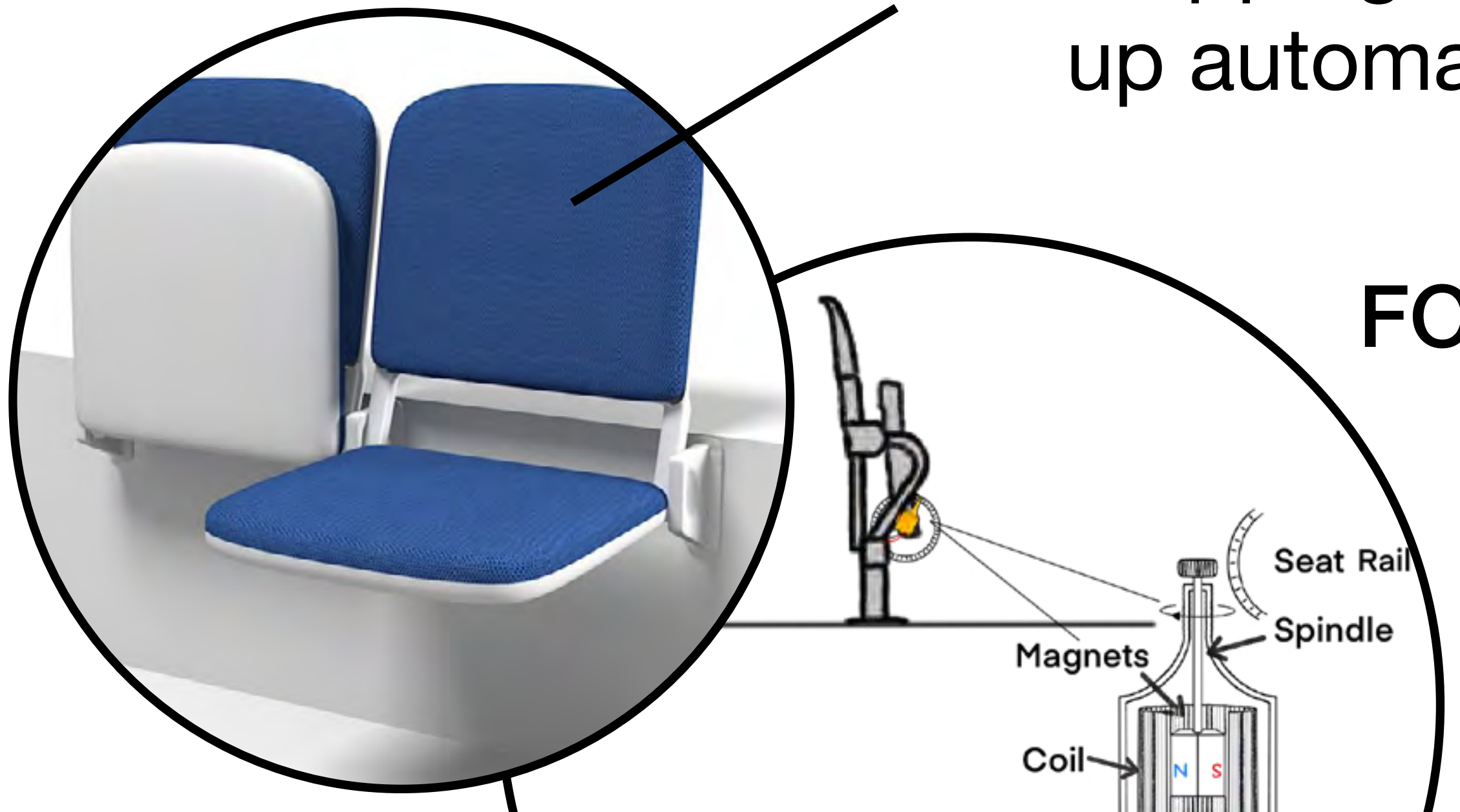


Dynamo can be housed.

The flipping chair folds up automatically.

## FOLDING/FLIPPING CHAIRS

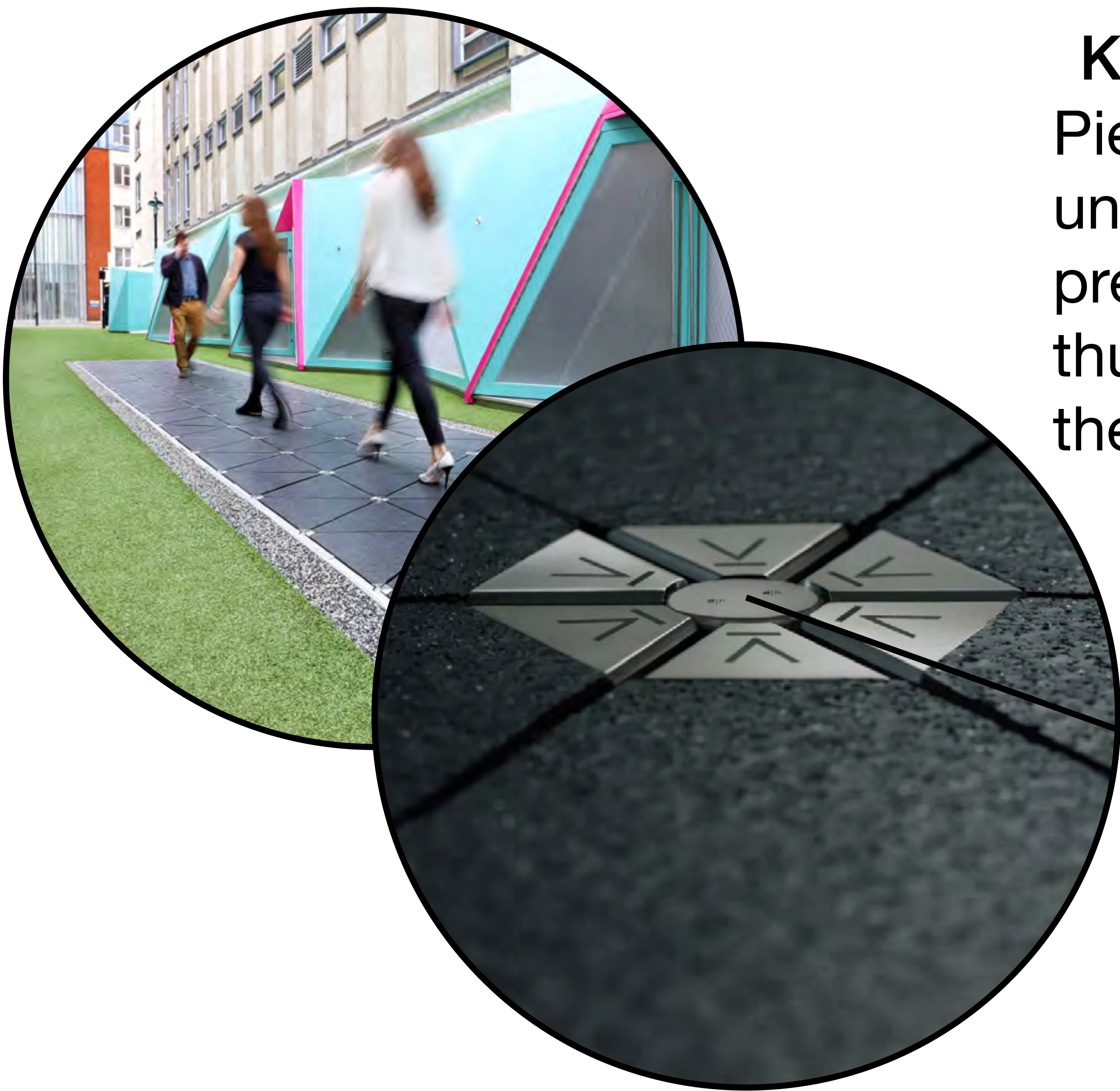
Flipping the chairs, turns the dynamo which in turn converts the rotation into electricity.



Dynamo.

## KINETIC TILES

Piezoelectric element underneath the tiles is pressed by people walking, thus generating electricity in the process.



Piezoelectric element is based underneath these tiles (corners).

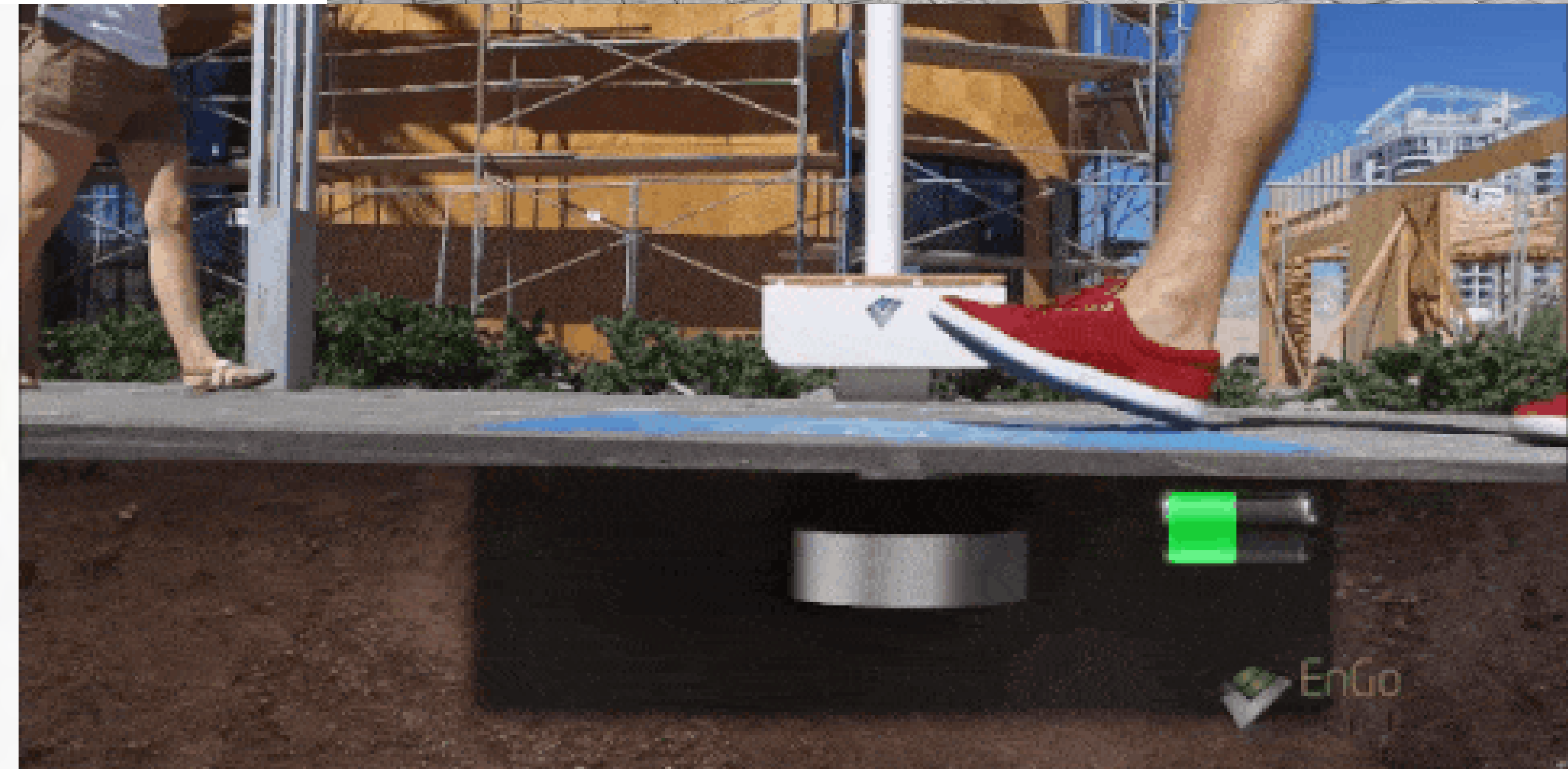
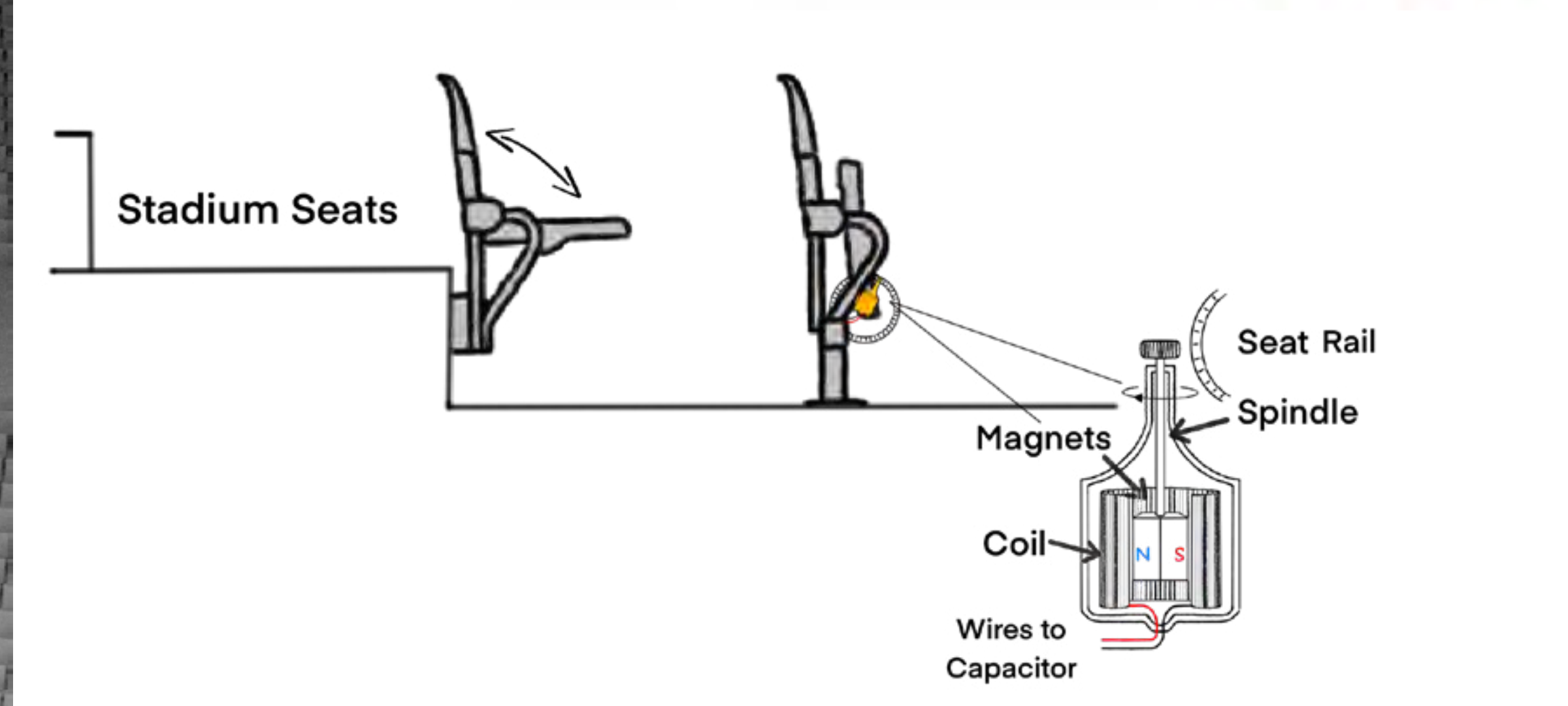
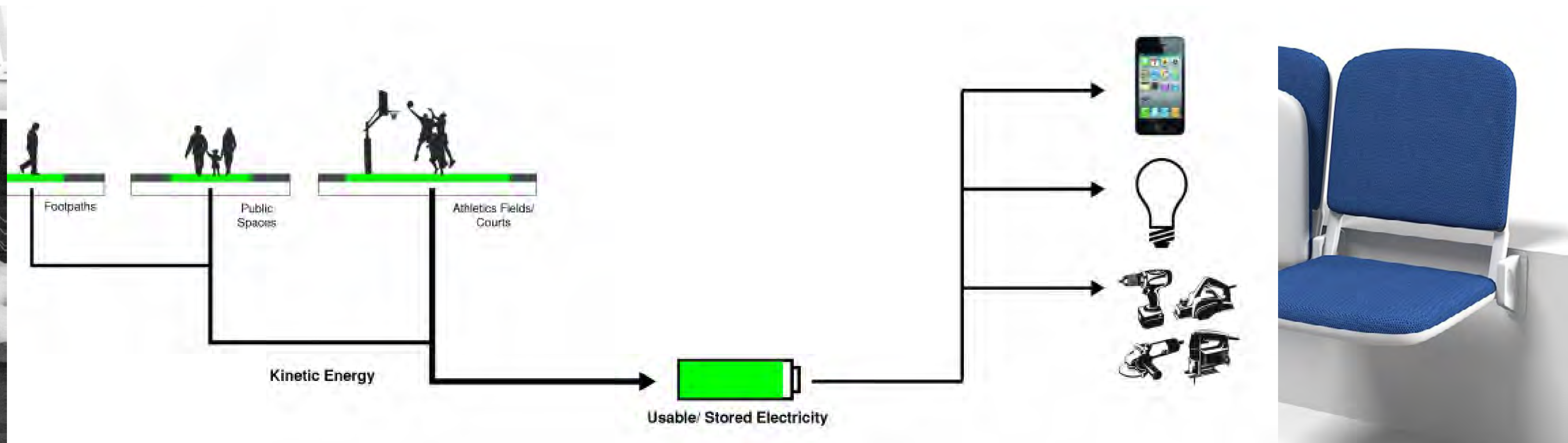
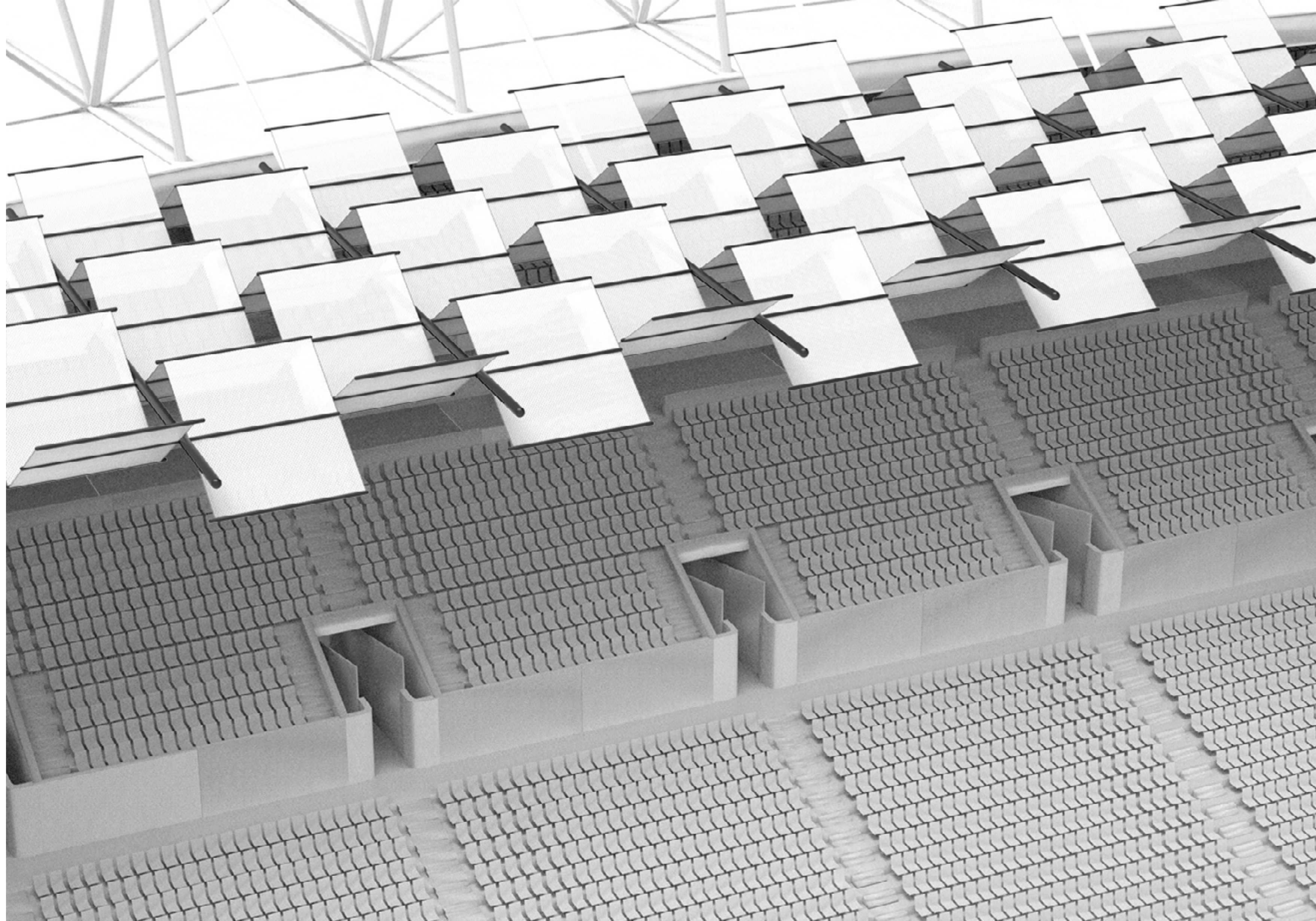
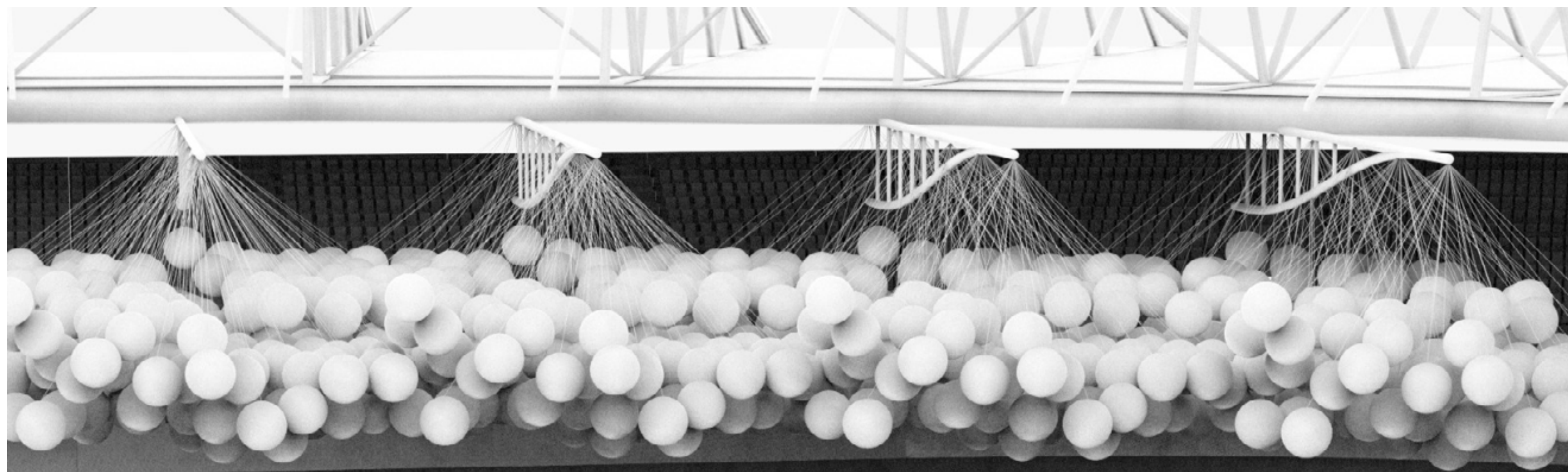




# PROTOTYPING









# Super Food

## Service Design

A 'Service Design' project, where food was identified as a Super-Hero.

The project was divided into two parts, i.e.:  
(a) Research & Critique of current situation.  
(b) Ideation & Proposal for a better solution.



01.  
02.  
03.  
04.

05.  
06.



# Challenges



Lack of food available for Hostles.



Lack of food available for Homeless.



Lack of food available for Respect from local councils, police, and daily passer-bys.



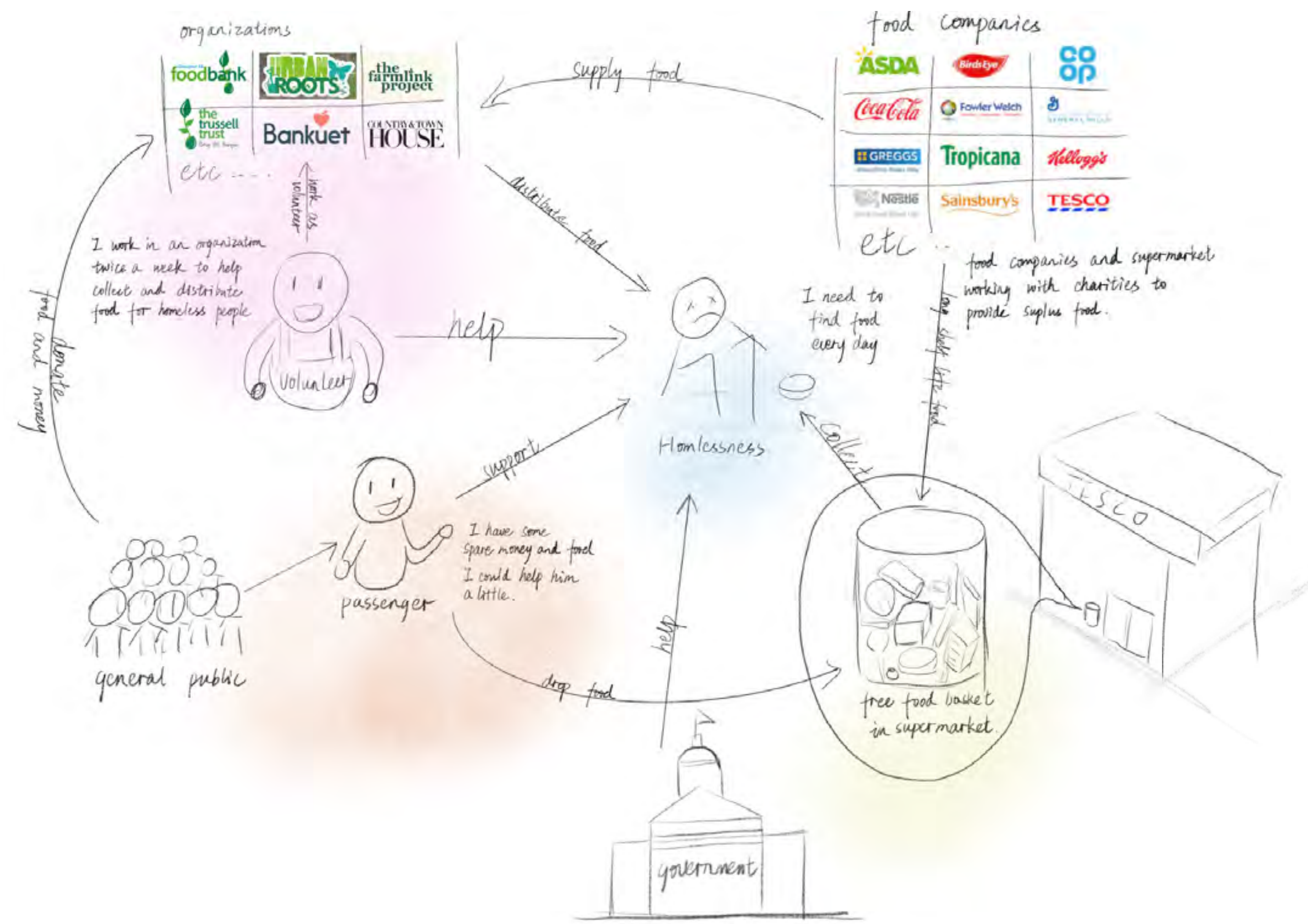
Lack of food available for Sympathy.

# Inspirations

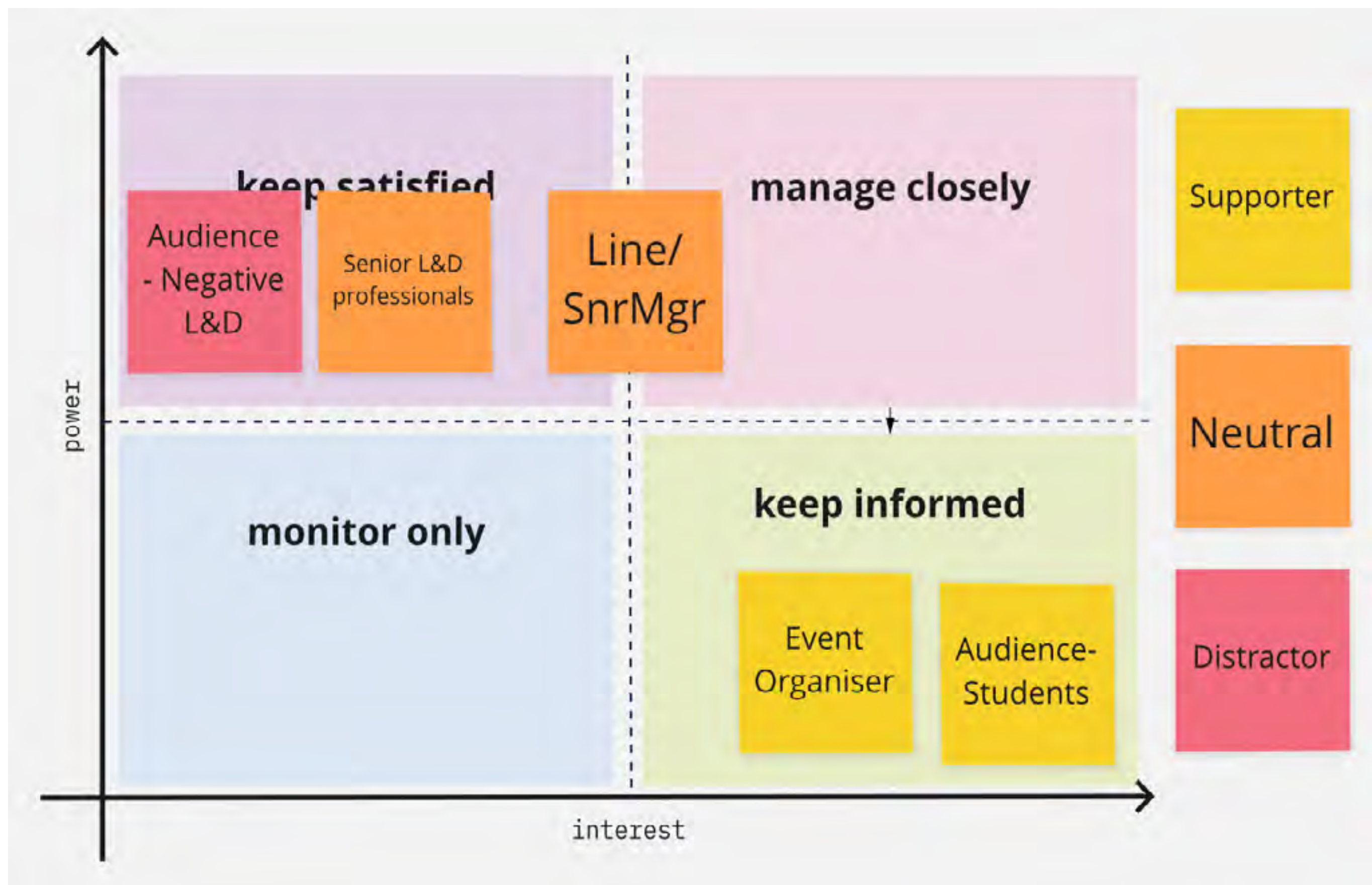




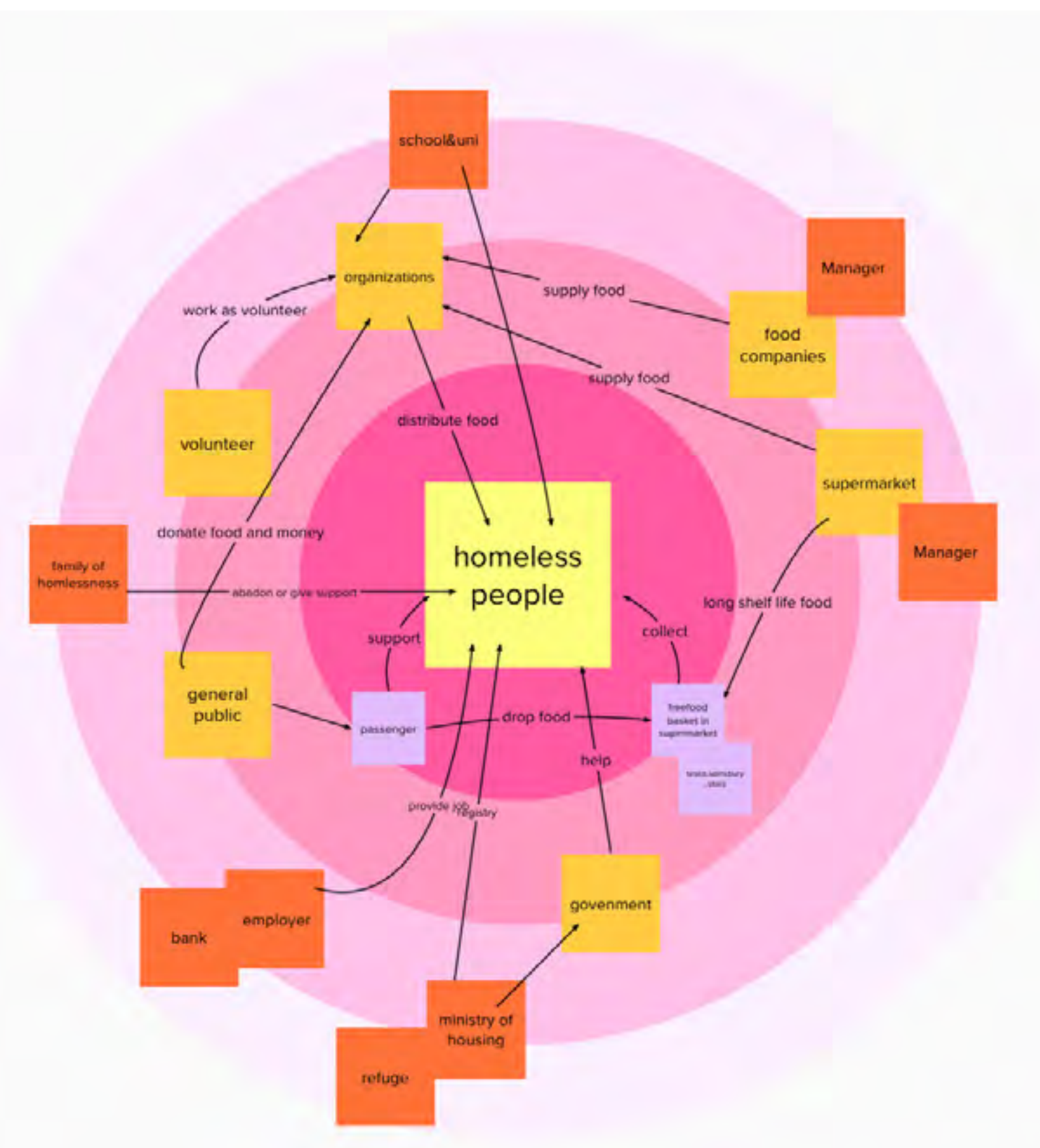
# Stakeholder Mapping



Power v/s Interest Plot



Stakeholder Relation



# User Persona

A couple of persona, based on fictional characters were developed to aid story-telling and communicating the end concept.

These were created by understanding exactly what is required from the service, and by building empathy with target users - the Homeless people.



## Tommy

Volunteers  
 Age 36  
 Gender Male  
 Occupation Volunteers  
 Marital status Getting married  
 Location London

Online location Work and mobile  
 Computers iPhones  
 internet usage 4-8 hours

Cheerful  Negative   
 Confidence  Unconfident   
 Security  Insecure

## Tommy story

TOMMY is a volunteer under a corporate umbrella. The business wants to provide food for the homeless through a venue. By setting up this space. To raise the profile of his business. And TOMMY as a volunteer also wants to help the homeless.

## Tommy situation

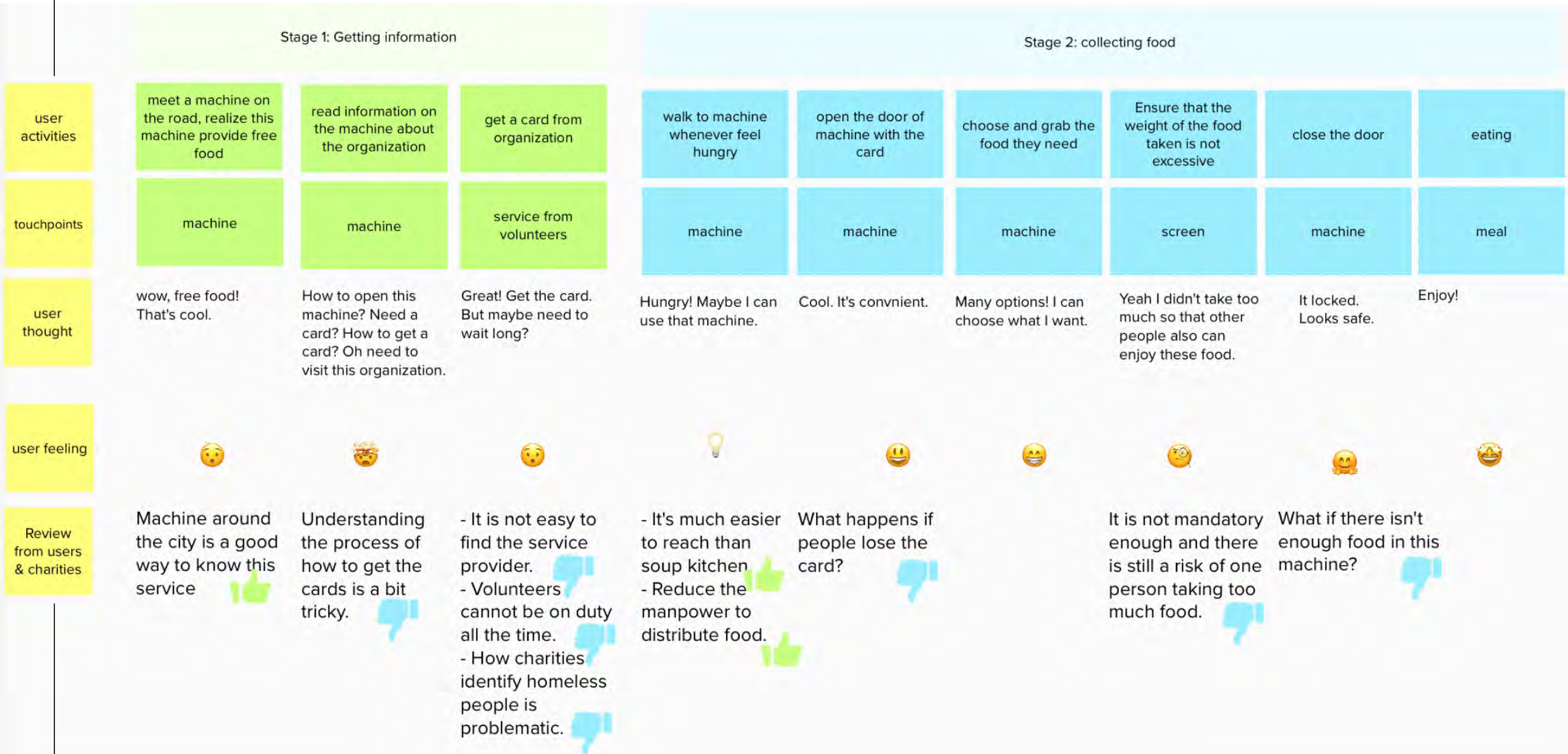
- Goals and motivations
- Increase corporate visibility
  - Helping the homeless
  - Provide a safe and secure environment.
  - Provide food to the homeless

## What affects Tommy ?





# Journey Mapping





For Restaurants ---



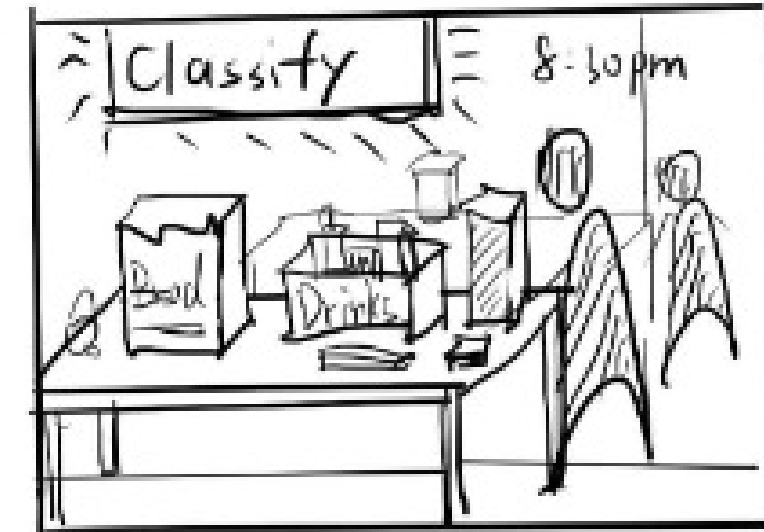
Restaurant closed with leftover food



Waiting for the charity to pick up the food



Charity vehicle delivers food fresh from restaurant to community



Sorting food at a community center

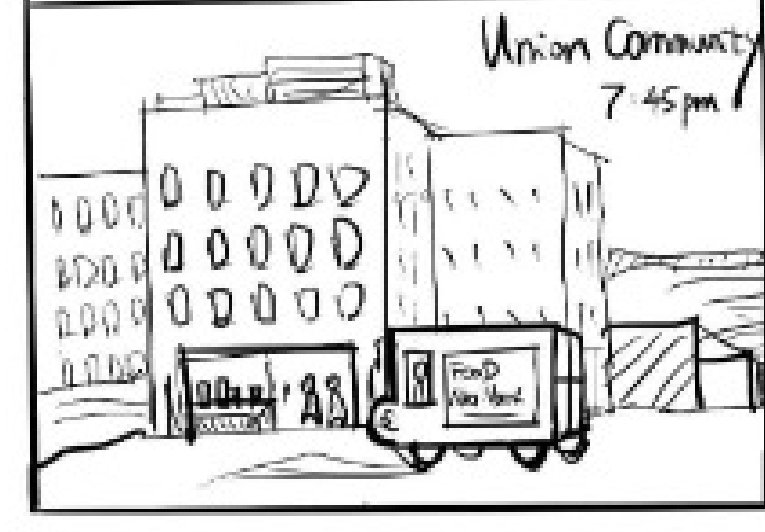
For normal people ---



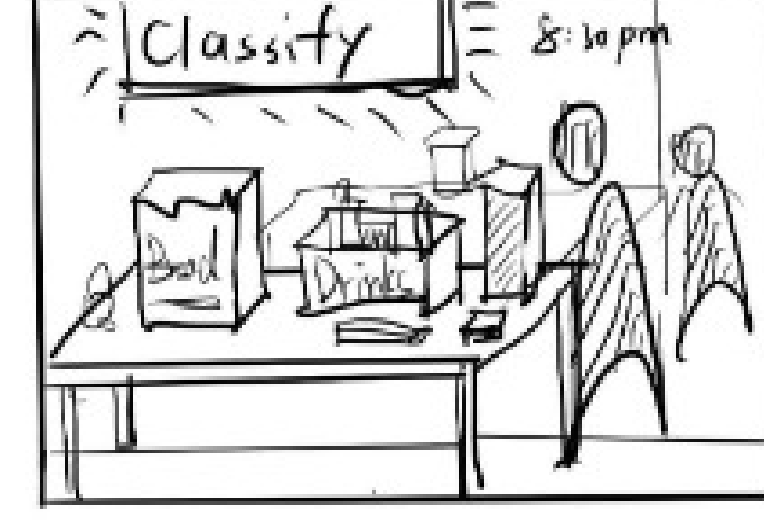
There will also be leftover or expired food at home, if we don't eat it, it will be wasted



Take food to a community collection



The car that collected food from the restaurants also returned



Sorting food at a community center

For Homeless



When it's cold, it's inconvenient to travel far to get food supplies



I was told that I could go to get the homeless card, swipe the card against the new machine FOODMAILBOX, and then I could get the food.

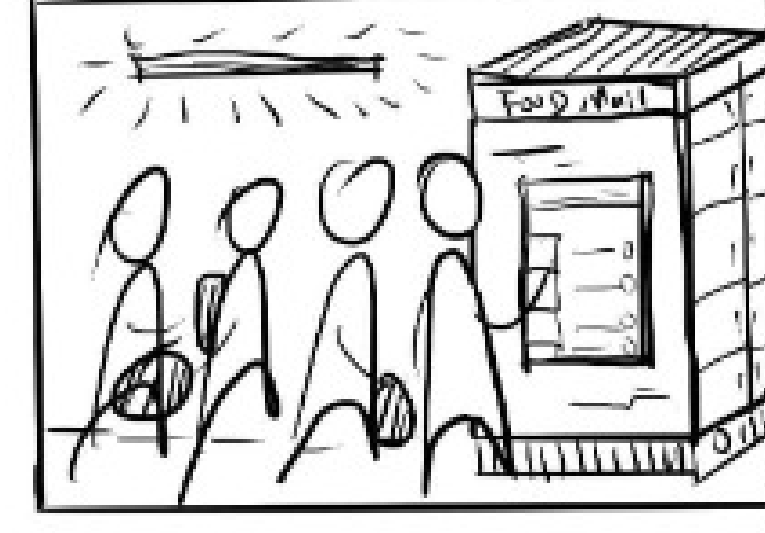
After collection ---



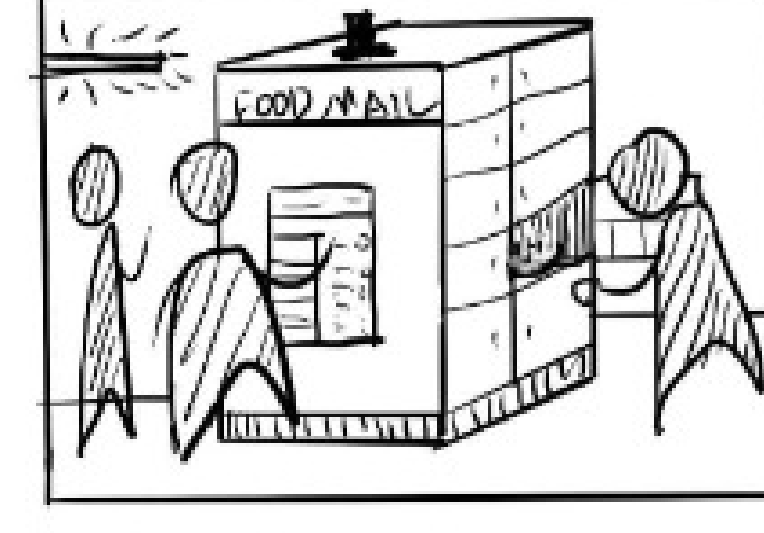
The delivery truck loads the food sorted by hot and cold and sends it to the FOOD MAILBOX in the neighborhood they are responsible for



Take out expired food and put in new food



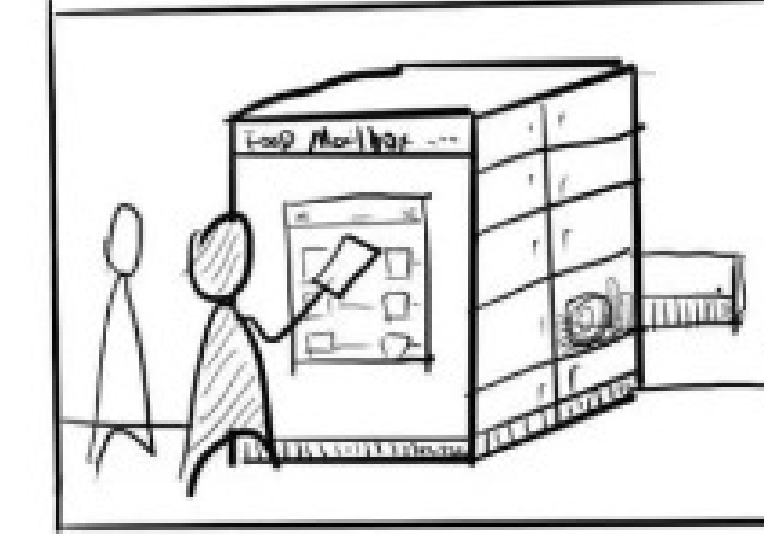
Homeless people in the neighborhood can swipe their cards directly to take out food



The homeless can no longer be hungry without having to experience long waits.

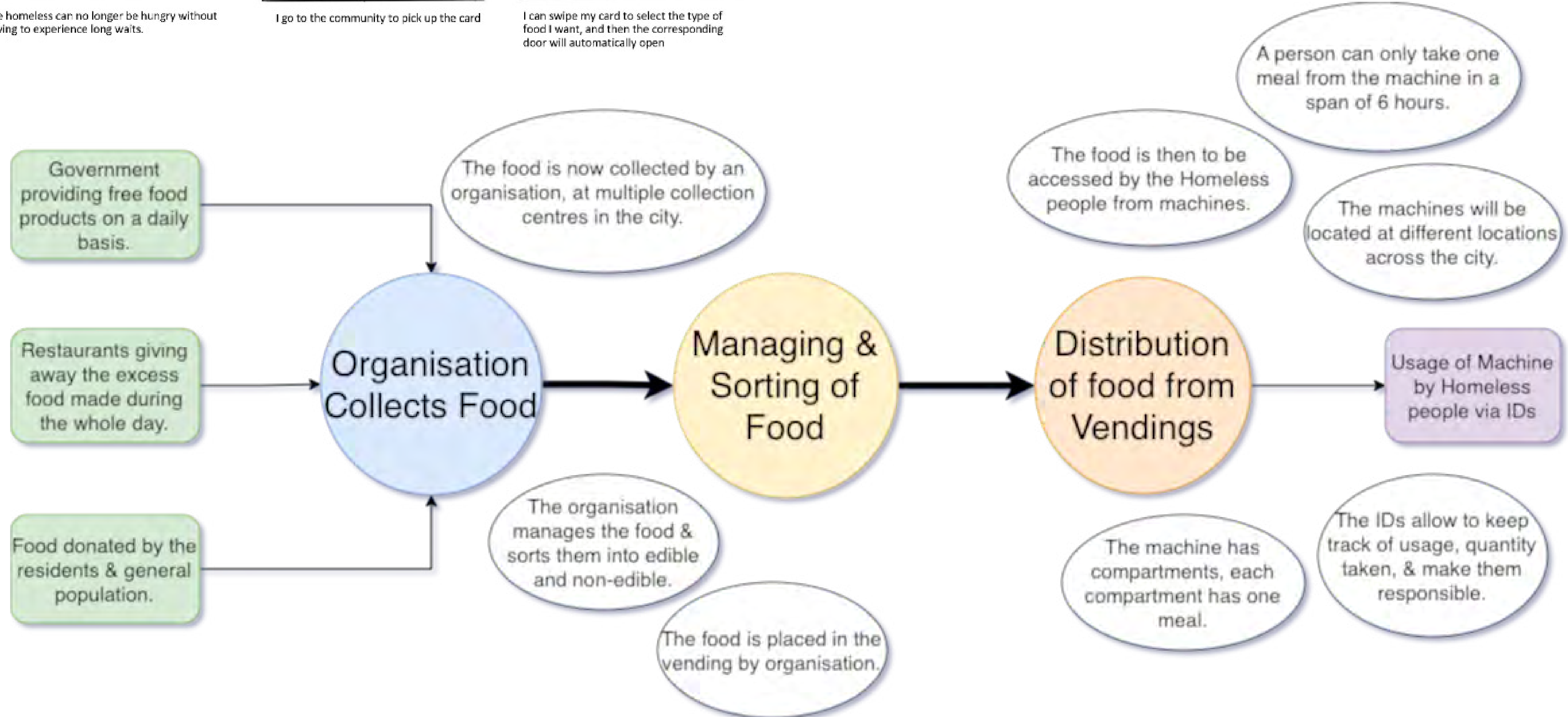


I go to the community to pick up the card



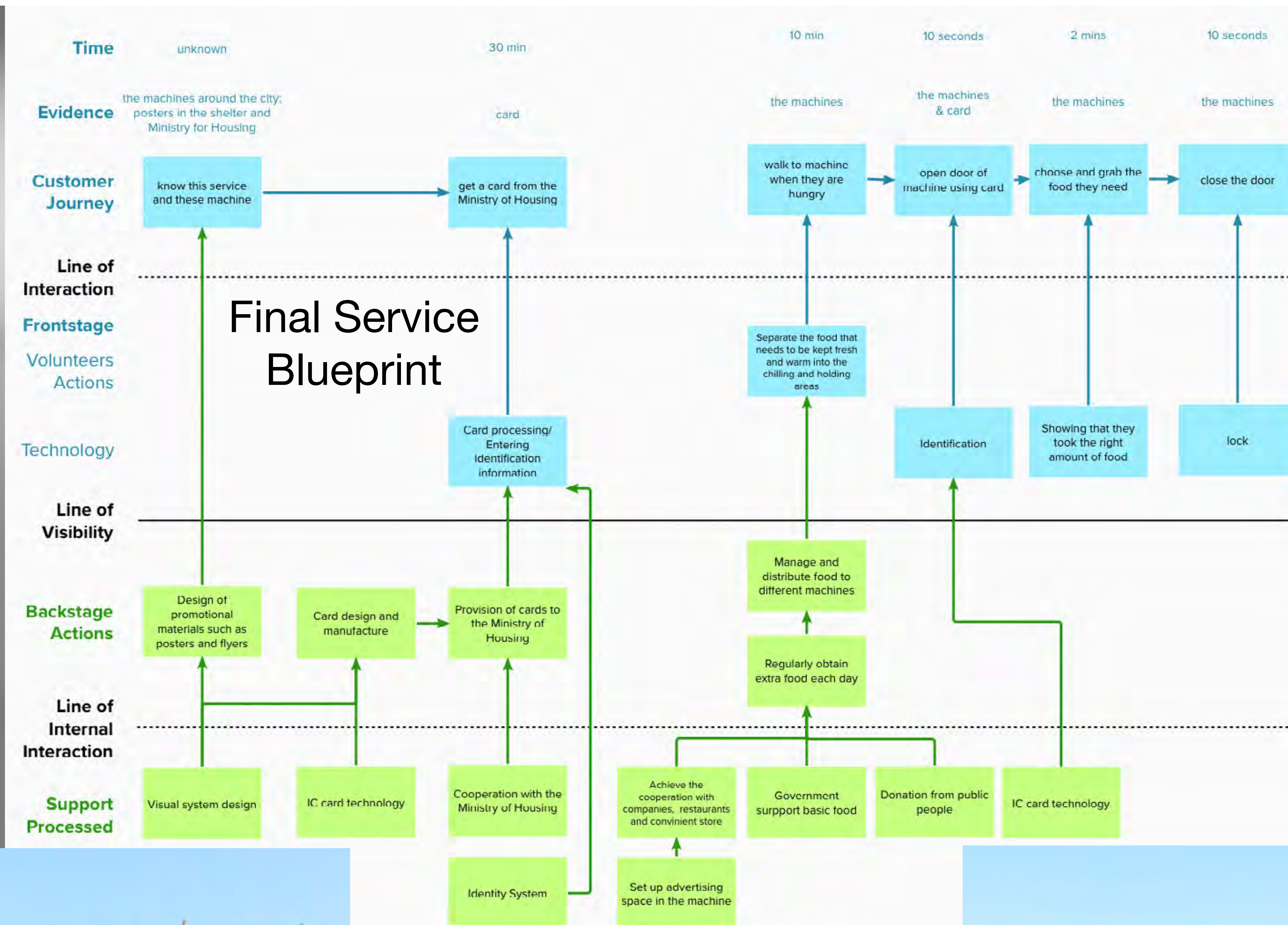
I can swipe my card to select the type of food I want, and then the corresponding door will automatically open

# Proposed Blueprint for the Service



# Storyboard 'How concept works?'





Cards used by Homeless people to gain access to the food.

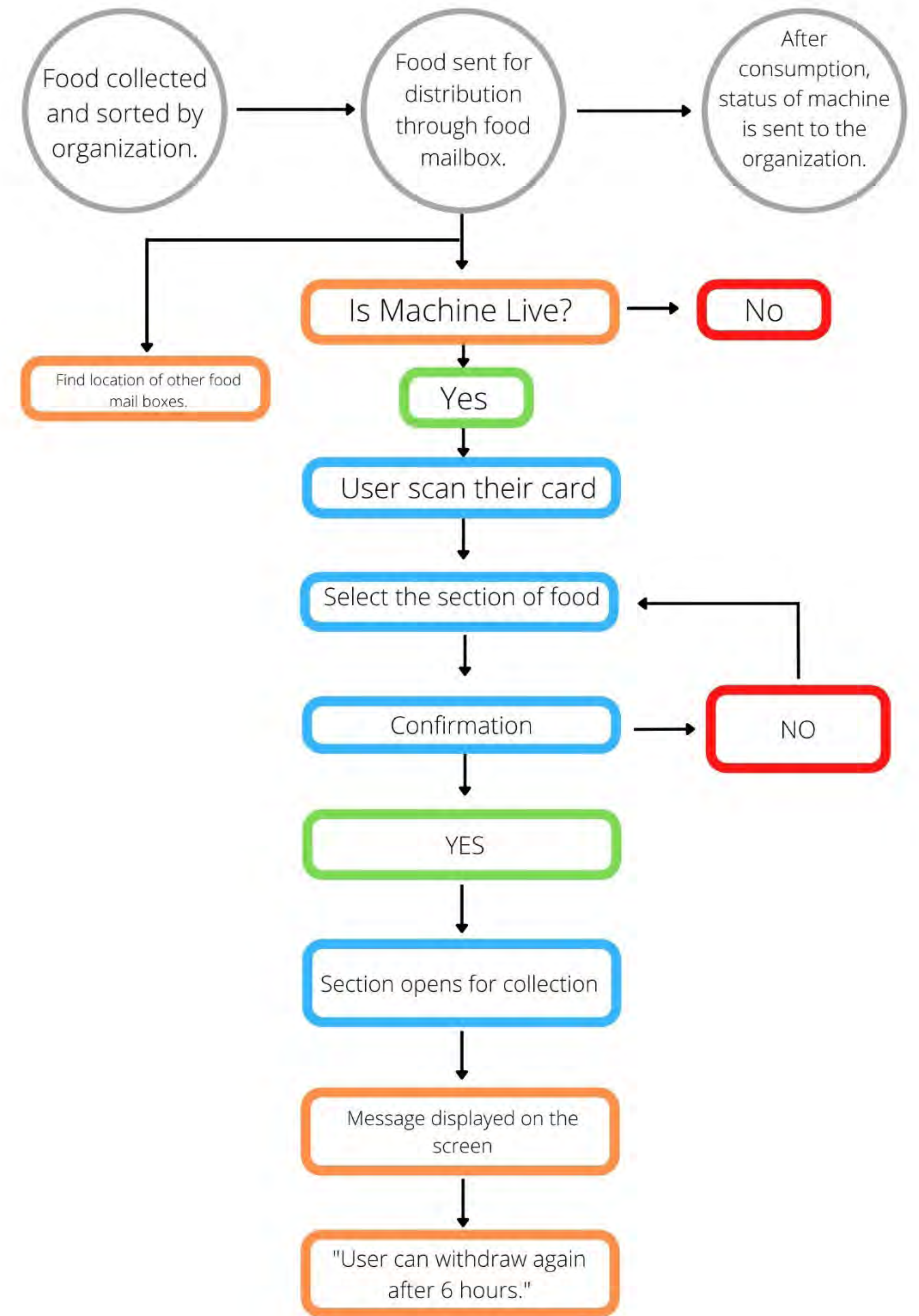
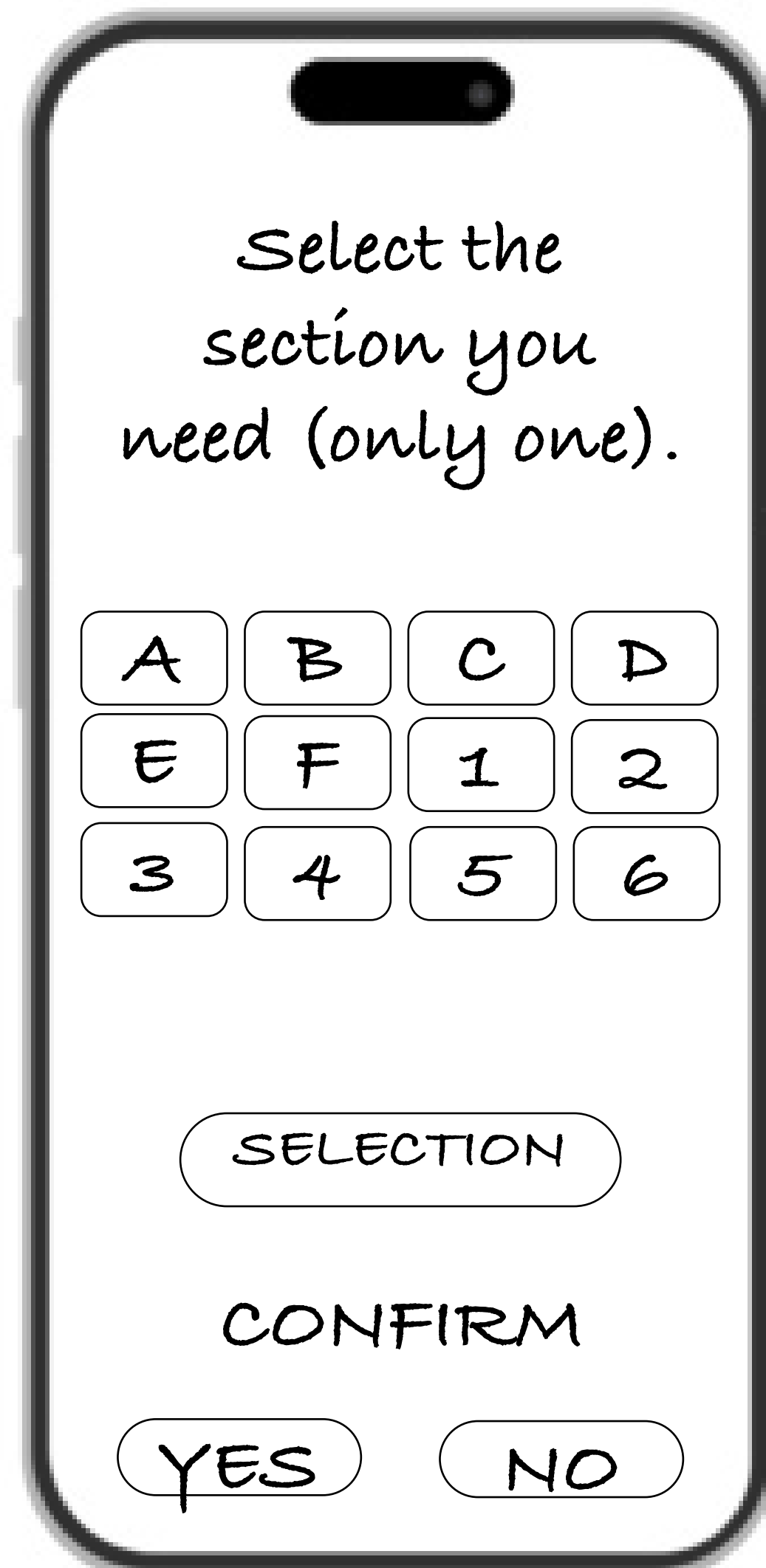
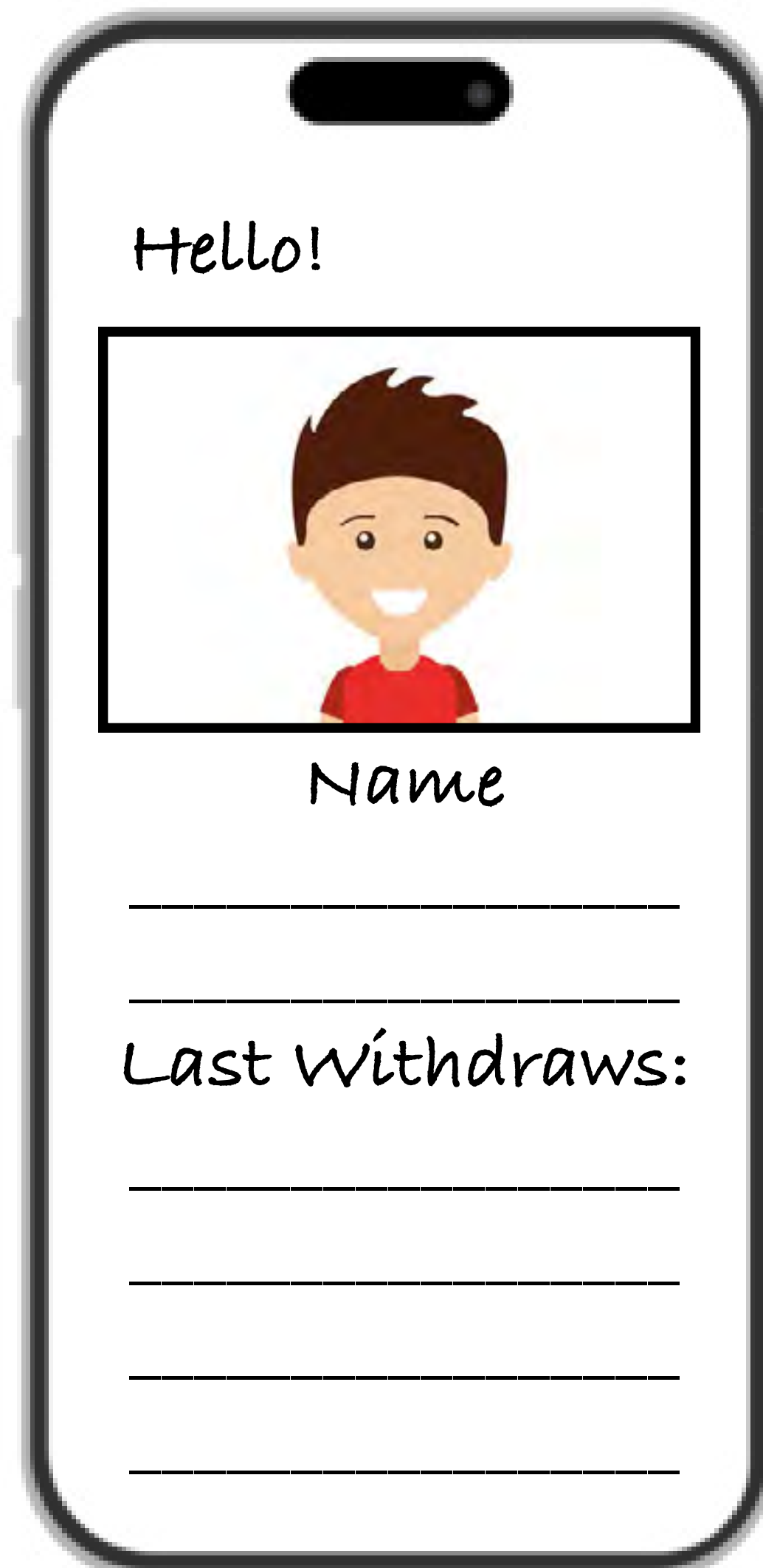
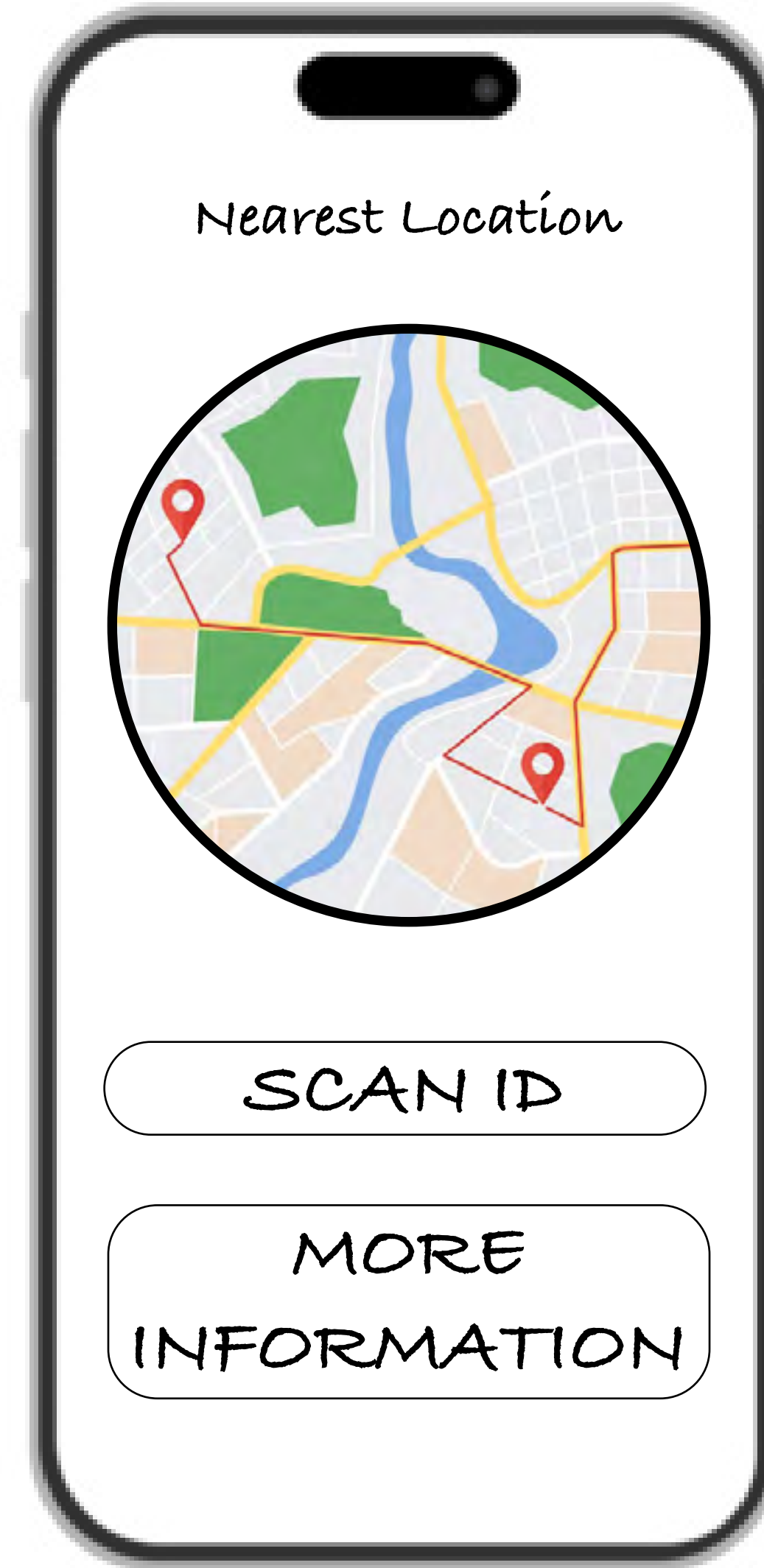
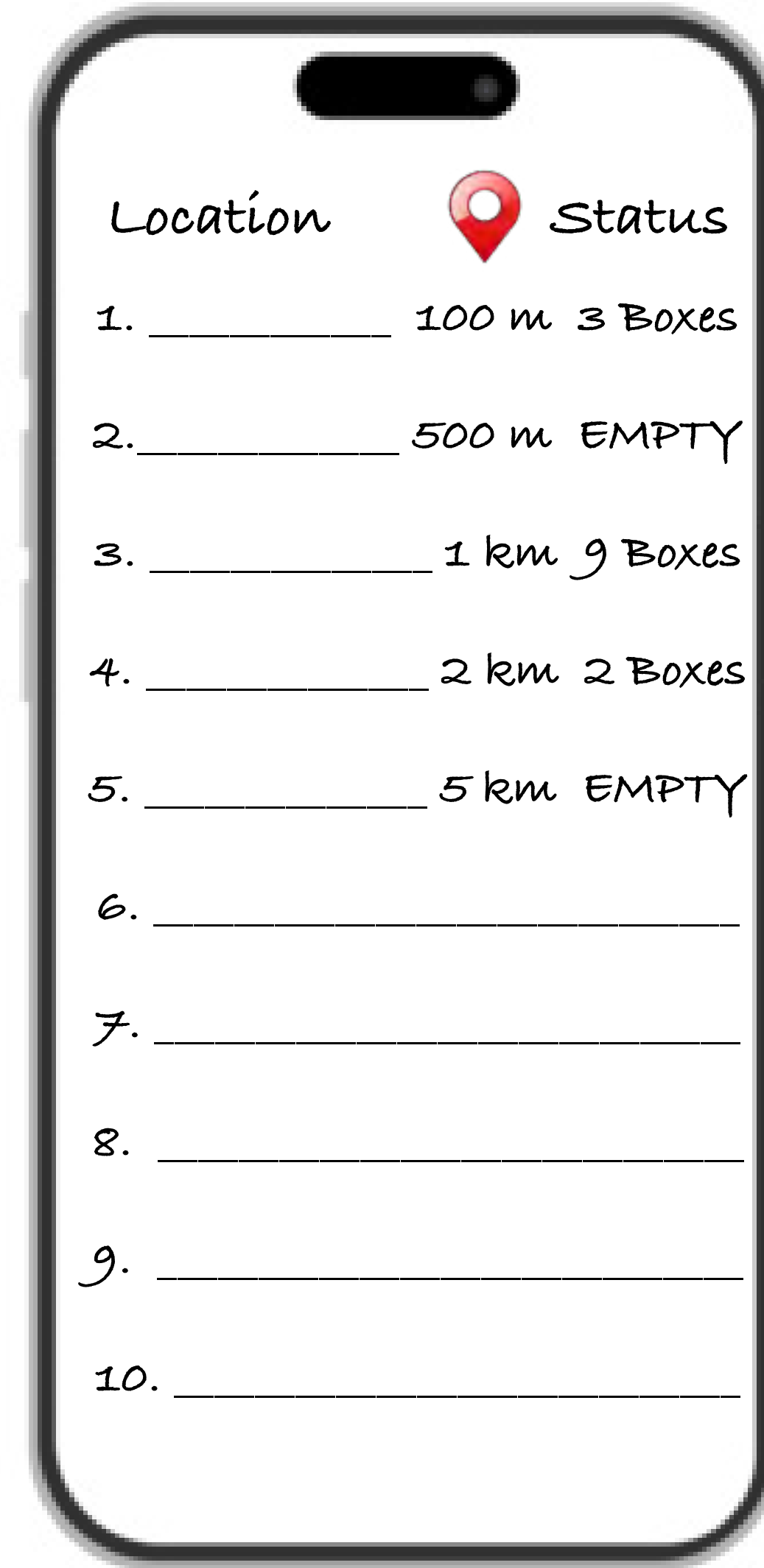


Vending Machine





# User Experience Interface



Interface Working



01.  
02.  
03.  
04.  
05.  
06.

# Sketches & Art

*"Design is the art of planning, and it is the art of making things possible."*

- Paula Scher

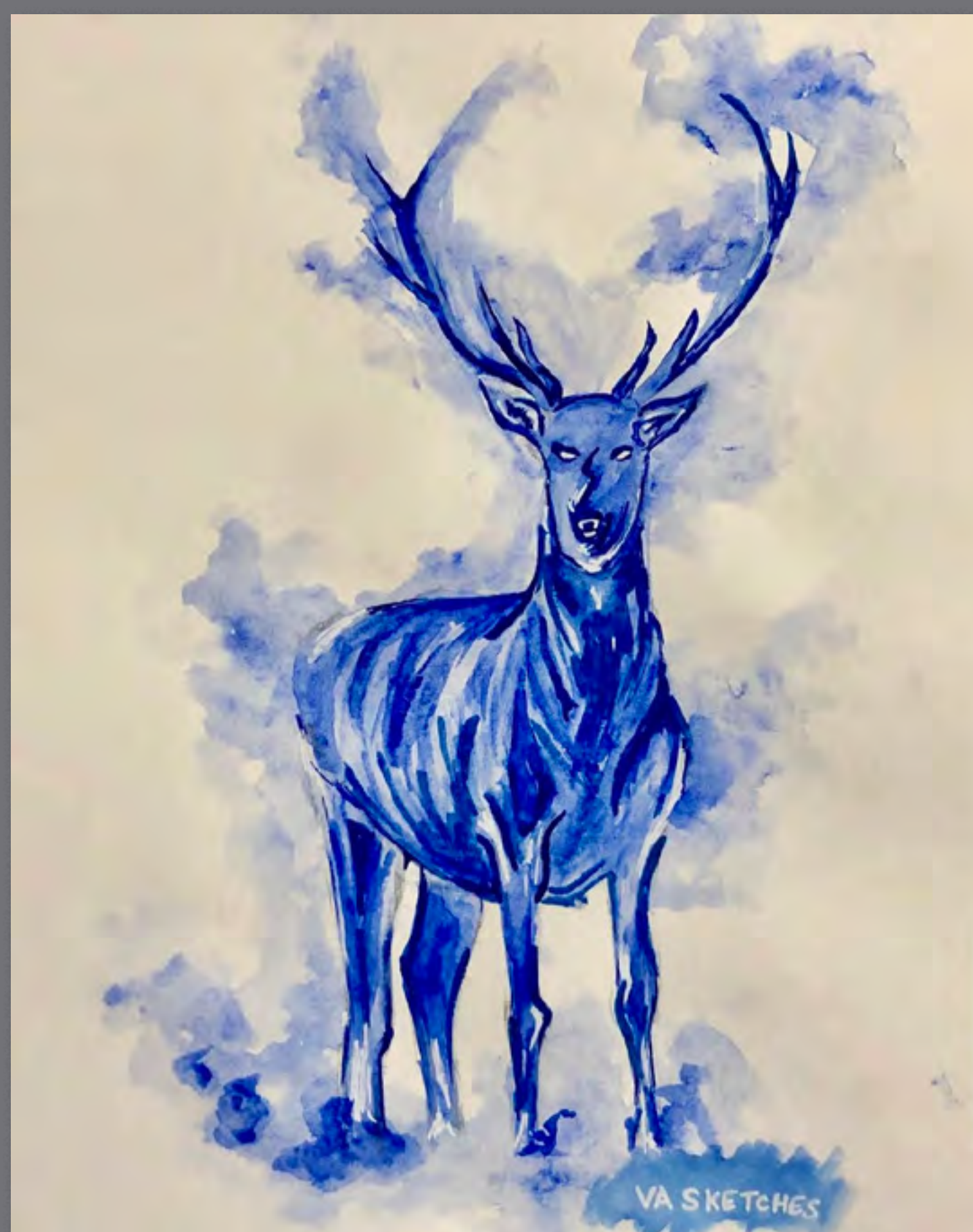
Here are some on my sketches & paintings that I like to work on during my free times.

I also post them on my instagram: @vasketches

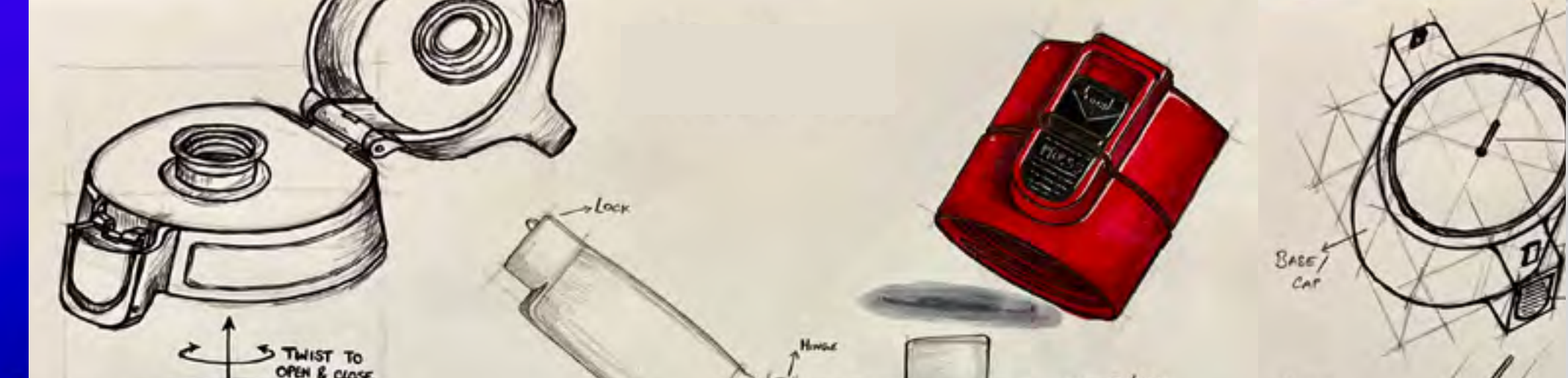


"THE STRONGER ONE WINS,  
THAT'S ALL." - ZORO.





"THE STRONGER ONE WINS, THAT'S ALL." - ZORO.



"I couldn't repair your brakes, so I made your horn louder." - Mater.



After all this time?  
**ALWAYS**



# Thank You!

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