Product, UX/UI Designer

2016-2022

Portfolio

Arghavan Zarei

Hi, my name is Arghavan, and I'm a multi-disciplinary designer with experience in UX/UI and Product design.

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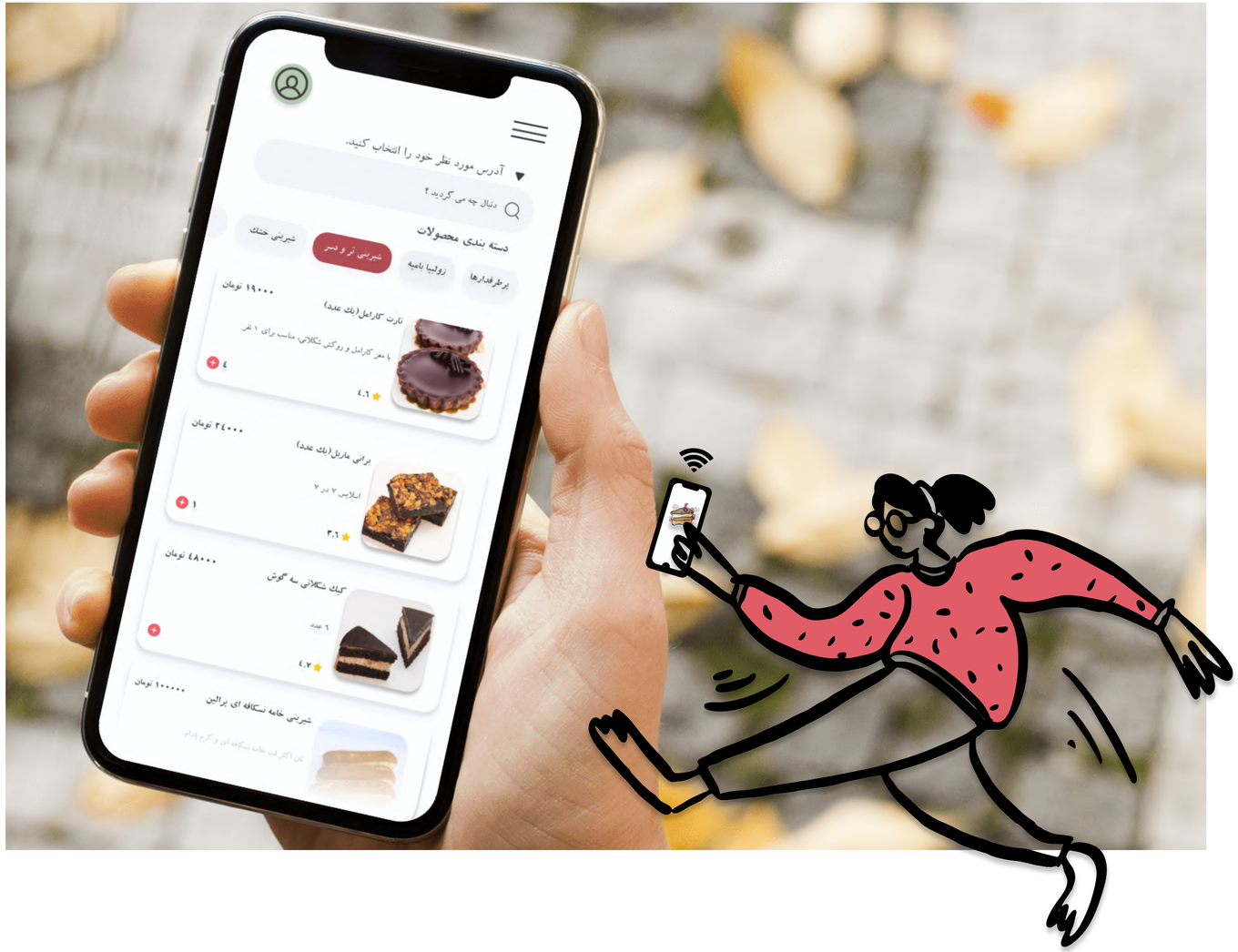
_Content..

Experiences

01 Fard Tavakoli Application, Pastry in Tehran



About the Project:
I designed the first version of an online sales platform for the "Fard Tavakoli" Pastry Shop in Tehran, Iran.

The purpose of the project was to create a mobile platform that maintained the nostalgic personality of the pastry shop and allowed customers across 10 main areas of Tehran to purchase products online.

Nov 2021
Project duration: 3 Weeks
+ UI/ UX design

— Project Overview

The "Fard Tavakoli" Pastry Shop app is an online store for customers, offering a wide range of products across different categories. The app provides a seamless and user-friendly experience, with features such as order tracking and personalized product recommendations based on purchase history.

The design of the app prioritizes organization and visual appeal, allowing customers to easily find and purchase their desired items. Additionally, the app offers secure online payment options, further streamlining the shopping experience.

Logo Design

Previous one

New one

In redesigning the company's logo for its store app, the focus was on maintaining the brand's authenticity while still giving it a fresh look.
The logo was kept mainly unchanged, with only the main color being updated. However, by redesigning the interior elements, the logo now evokes a sense of nostalgia and retro style, creating a unique and memorable design.

Color Style

Typography

الفـآ A Danesh (فونت دانش)

Large Title,	20px
Headline,	16 px
Sub headline,	14 px
Call Out,	11 px
Body,	14 px

Illustration

— The Problem

The "Fard Tavakoli" Pastry Shop lacked an online sales platform, which limited their customer reach and sales potential. The goal of the project was to address this problem by creating a minimal digital product design that provided an efficient and enjoyable shopping experience for customers.

— My role in project

As the designer for the project, I collected data from the store manager and conducted interviews with customers to gather insights and design solutions.
I prioritized the product design process, created UX workflows and wireframes, and developed features from concept to high-fidelity prototypes for the quick implementation phase.

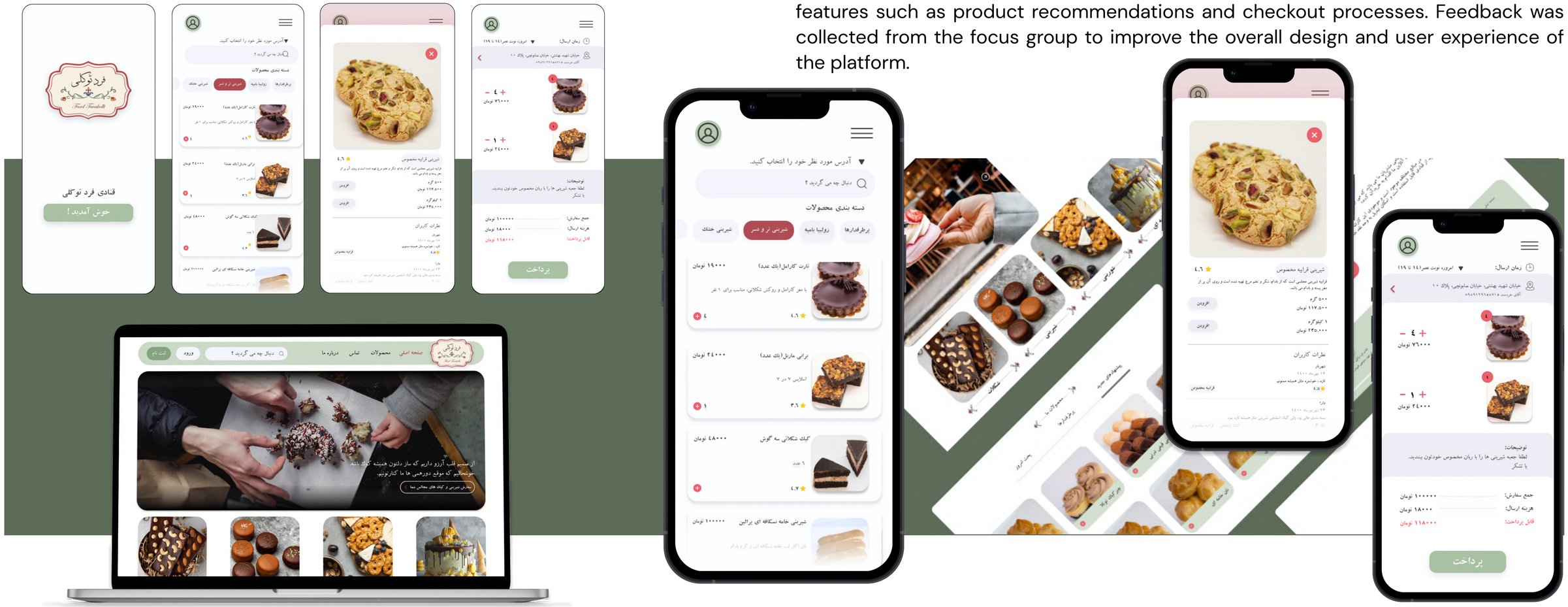
I also conducted user testing with a focus group and evaluated the results to improve the concept for the next version. I used tools such as Figma, Corel Draw, Illustrator, and digital photography to create the final design for the online sales platform.

—Final Design

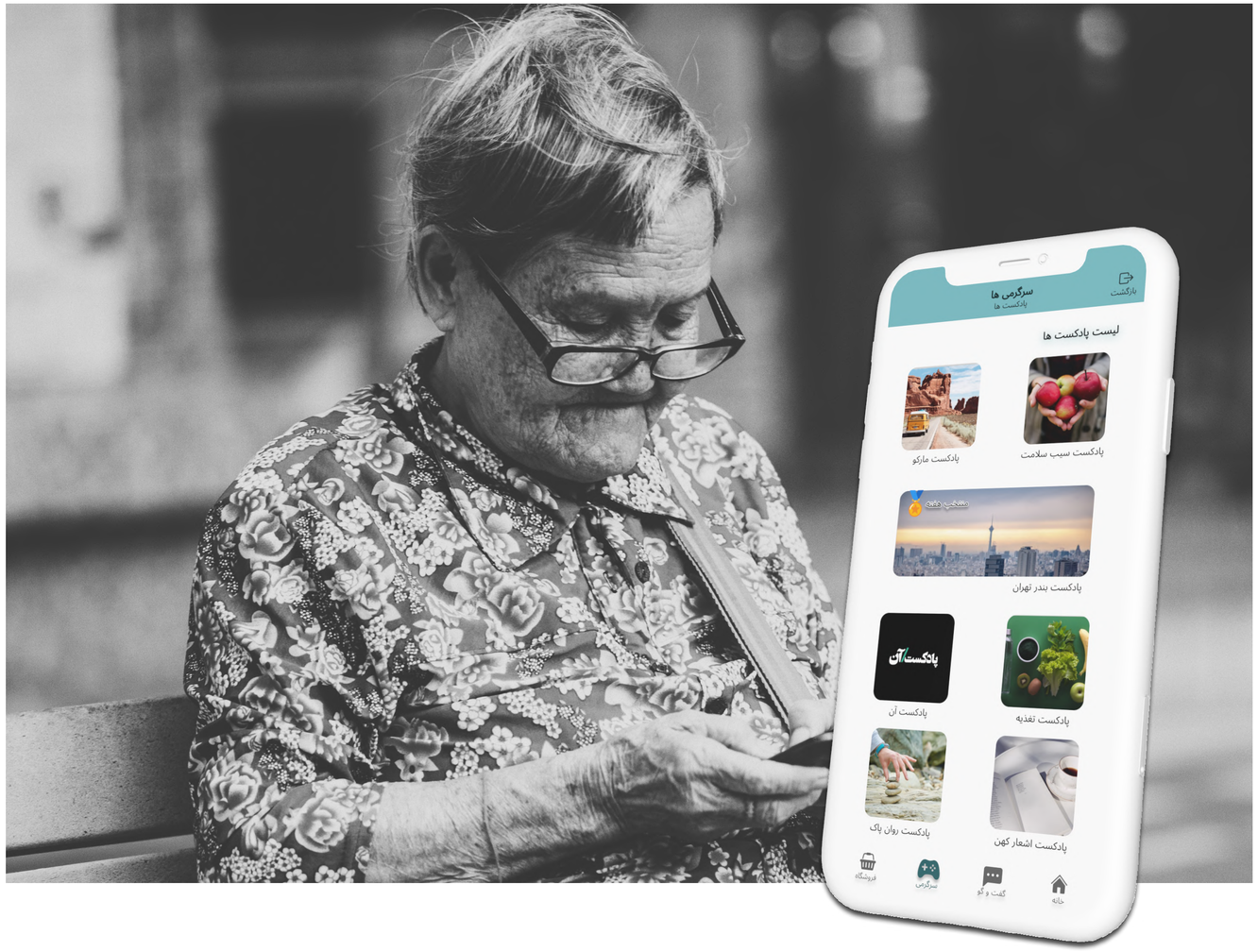
The final design of the online sales platform for the Pastry Shop incorporated a minimalist and user-friendly interface. The design maintained the nostalgic personality of the pastry shop by incorporating soft and warm colors and a vintage typography style. Customers receive push notifications on daily trending products and can reorder from their personal stores. The app also offers quick access to favorite products and allows users to check out reviews.

—Challenges in the Prototype and Testing Phase:

One of the challenges was redesigning the brand character of the pastry shop to suit the digital platform while maintaining its specific personality.
Another challenge was adding online sales to the pastry business plan and preparing the first version in a short time frame to establish direct communication with customers and collect feedback for necessary changes and improvements in the next version.
In the testing phase, the focus was on evaluating the user experience, which included features such as product recommendations and checkout processes. Feedback was collected from the focus group to improve the overall design and user experience of the platform.



02 Yad-Yar App to interact with elderlies



About the Project:
The project involves designing an amusement application called Yad-Yar for people who are approaching old age with the main goal of having a positive impact on their cognitive functions. The target population for this project is people who are 50 years and older.

Yad-Yar aims to prevent the feeling of isolation and exclusion that many elderly people experience by providing them with a platform to interact with each other and learn while doing so. The project was undertaken for startup companies, the Scientific Association of Gerontology and Geriatric Medicine of Iran, and the Alzheimer's Association of Iran.

Jul 2021
Project duration: 8 Weeks
+ UI/ UX design, Digital Art Therapy

— Project Overview

This app was designed for individuals aged 50 and above with the objective of enhancing cognitive performance and reducing loneliness and social marginalization. Yad-Yar offers a comprehensive cognitive improvement experience, utilizing features such as cognitive psychology, brain memory, cognitive abilities, art therapy, and sensory stimulation.

To better understand the needs and challenges of the target population, benchmarking and user research, including interviews and questionnaires, information architecture, and user flow have been done.

Design Brief

Design's Goals

- Create targeted entertainment
- Improving the quality of life in line with successful aging
- Interacting by sharing experiences with each other

Project key outputs

Application provides targeted services and entertainment to improve lifestyle and cognitive functions.

Key Words

- Active aging
- Digital art therapy
- entertainment
- Mental discipline
- Targeted interaction
- Cognitive skills
- Improve lifestyle

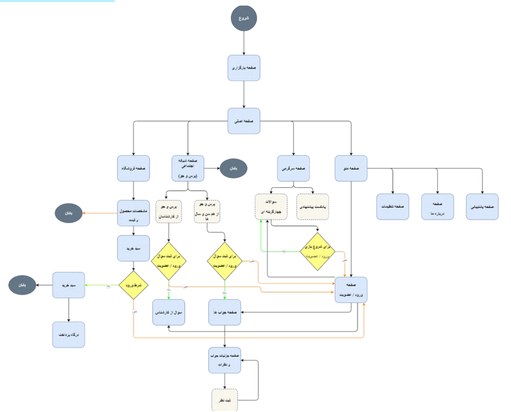
They are people on the threshold of old age between 55 and 64 years old. They are literate and can normally use a smartphone. They are also healthy and do not suffer from cognitive errors.

This application is designed exclusively for Iranian users. It is user-friendly and it becomes a fun space for sharing daily activities based on the needs and interests.

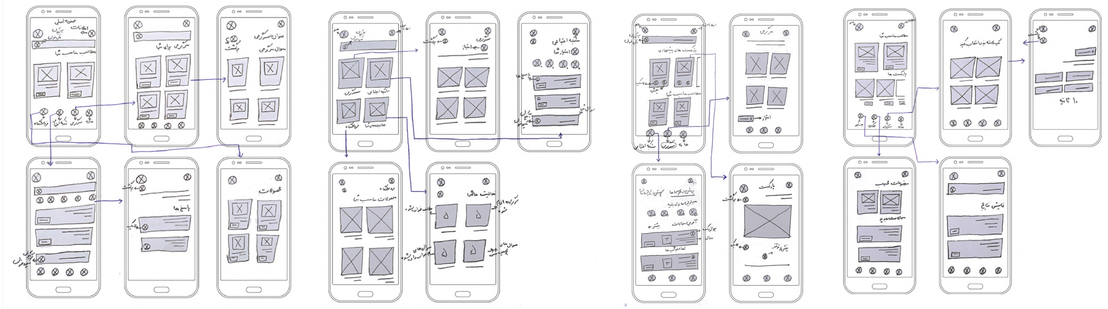
Creative product features

User Journy Map

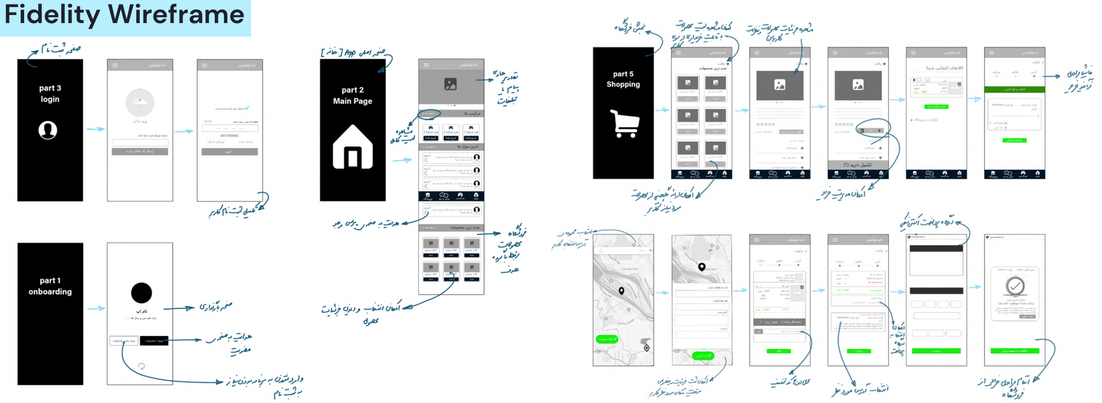
User Flow



Wireframing



Low Fidelity Wireframe

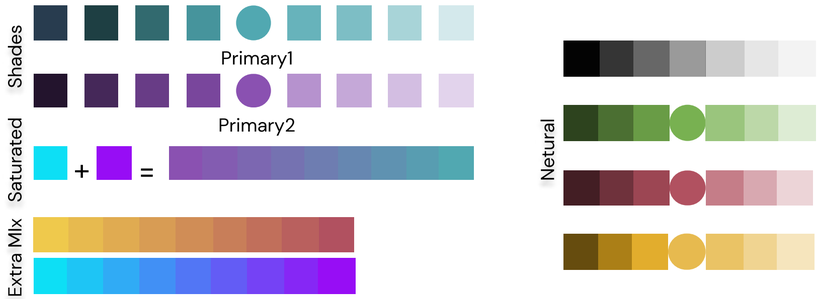


—The Problem

The seniors population often faces isolation and exclusion from society due to age-related factors, such as health issues, and a lack of access to digital spaces. This issue is particularly pronounced in Iran. The project seeks to address this problem by providing an application that elderly people can use to interact with each other and engage in activities that help to improve their cognitive functions.

Logo Design

Color Style



Typography

الف.آ Kohinoor font (فونت کوه نور)

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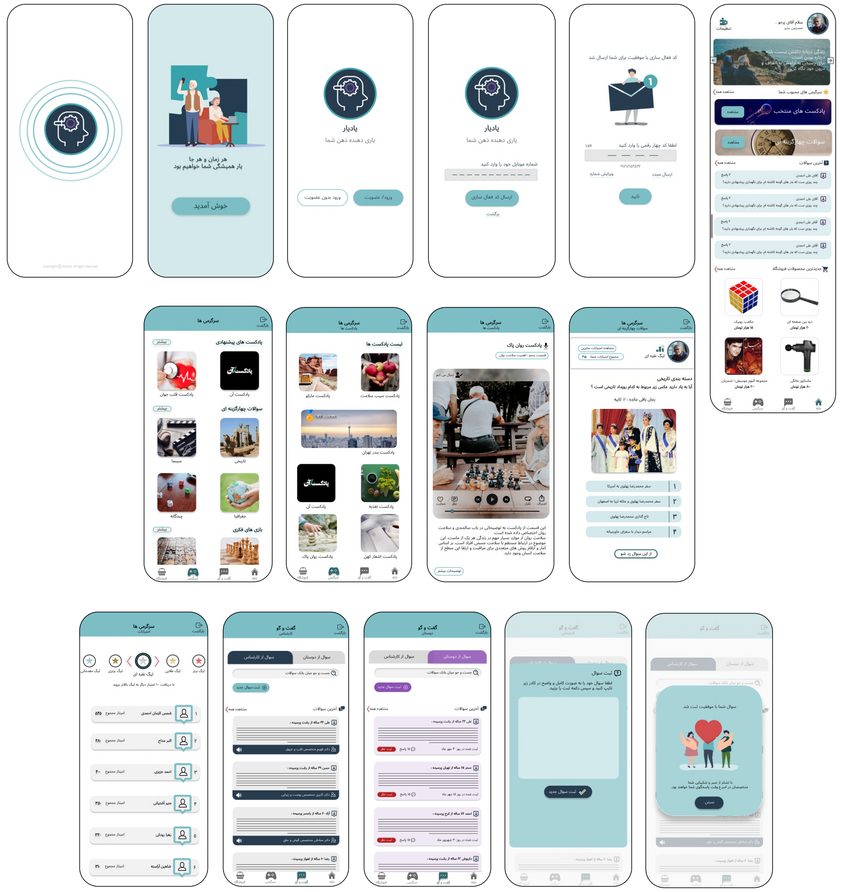
Sub headline,	14px
Call Out,	11px
Body,	14 px

Illustration

— My role in project

I worked in a team that included developers and health specialists. The main goal of this project was to design a digital platform that was suitable for the target population and based on the culture of elderly people in Iran.
It is needed to design a platform that would encourage users to participate directly in the program, provide mental references, and focus on mental files to have a positive effect on improving cognitive functions such as memory. Overall, my role was crucial in ensuring that the application was user-friendly, engaging, and effective in achieving its goals.



—Final Design

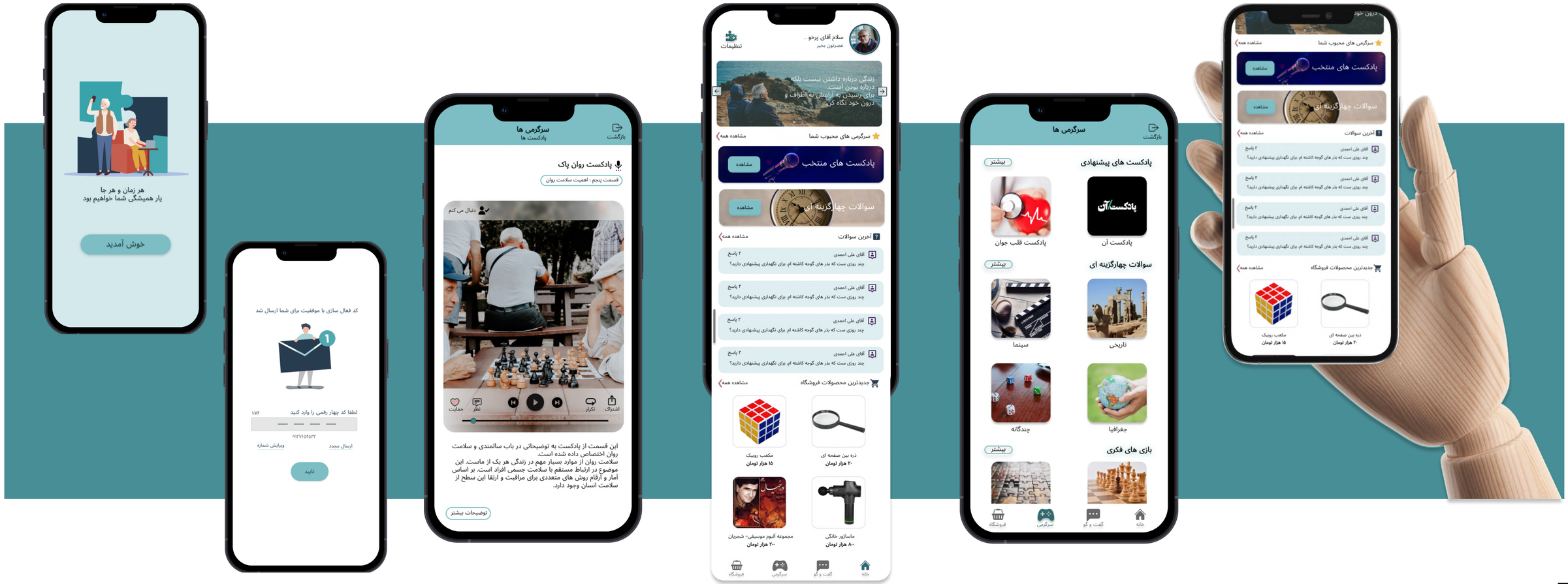
The final design is a an amusement digital platform called Yad-Yar, for people who are 50 years and older. The application aims to prevent the feeling of isolation and exclusion that many elderly people experience by providing them with a platform to interact with each other and learn while doing so.

It is a user-centered product designed according to the user experience design process and incorporates aspects of cognitive psychology, brain memory, cognitive abilities, art therapy, relational, tactile, and sensory features in digital media.

—Challenges in the Prototype and Testing Phase:

The main challenge in this phase was to design a digital platform that was suitable for the desired demographic and based on the culture and shared memories.
Another challenge was to ensure that the application was user-friendly, engaging, and effective in achieving its goals of improving cognitive functions such as memory.

The team also had to benchmark and test other popular similar applications and conduct user research, including interviews and questionnaires, to better understand the needs and challenges of the target population.



03 Smart Faror - Intelligent monitoring system

About the Project:
The Smart Faror project was established with the aim of revolutionizing the IoT industry in Iran. The project was driven by a desire to provide cutting-edge IoT solutions that are both user-friendly and cost-effective. The primary focus of the project was the creation of two innovative products: WeatherBoxTM and Faror Node.

The ultimate goal of the project is to improve Problem-solving processes and enhance the quality of life of Iranian citizens. The project was a success, providing innovative and cost-effective solutions to complex environmental challenges.

Jul 2016- Aug 2017
Project duration: 1 Yr 3 mos
+ Product design, UI/ UX design, Content Creation

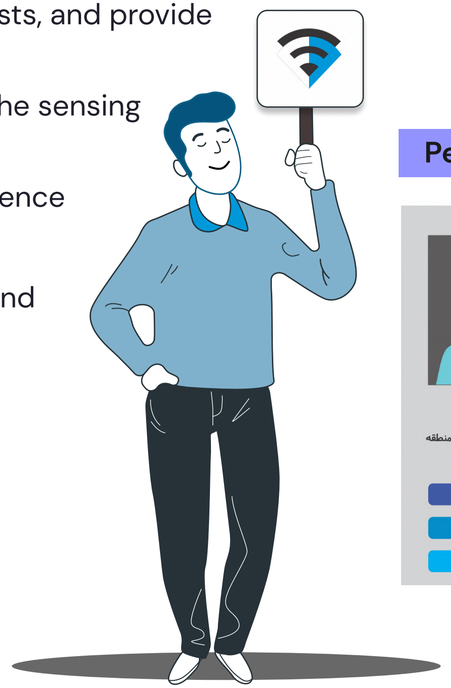
— Project Overview

Smart Faror is an IoT-based solution that aims to improve decision-making processes and everyday activities, providing user-friendly, and futuristic end-to-end IoT solutions for ordinary people, managers, engineers, and economic units in Iran.
The team presented two final products, WeatherBoxTM and Faror Node.

The project successfully provided innovative IoT-based solutions to improve the quality of life of society and strengthen management processes while making a positive impact on the environment.

The solutions provided by Smart Faror:

- Created the PCB designs in-house (Iran) to minimize costs, and provide flexibility for future developments.
- Became partners with advanced local institutes within the sensing technologies field.
- Developed a proprietary algorithm using artificial intelligence techniques to improve the sensitivity of the sensors.
- Implemented extensive web services to store, analyze, and visualize the acquired data.
- Planned to deliver a turnkey solution to our customers, with complete support afterward.



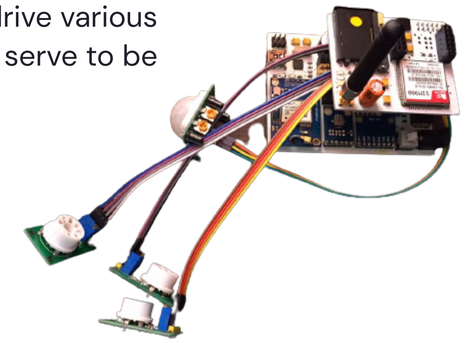
What Smart faror offers:

1. WeatherBox

This product is an end-to-end air pollution monitoring solution that creates continuous (numeric and visual) reports of environmental variables such as temperature, humidity, and concentrations of harmful air pollutants such as NOx, SOx, CO, and small particles in the air.

2. Smart Node

Faror Node is a plug and play device which can drive various types of sensors and send the data to the cloud serve to be monitored over users application



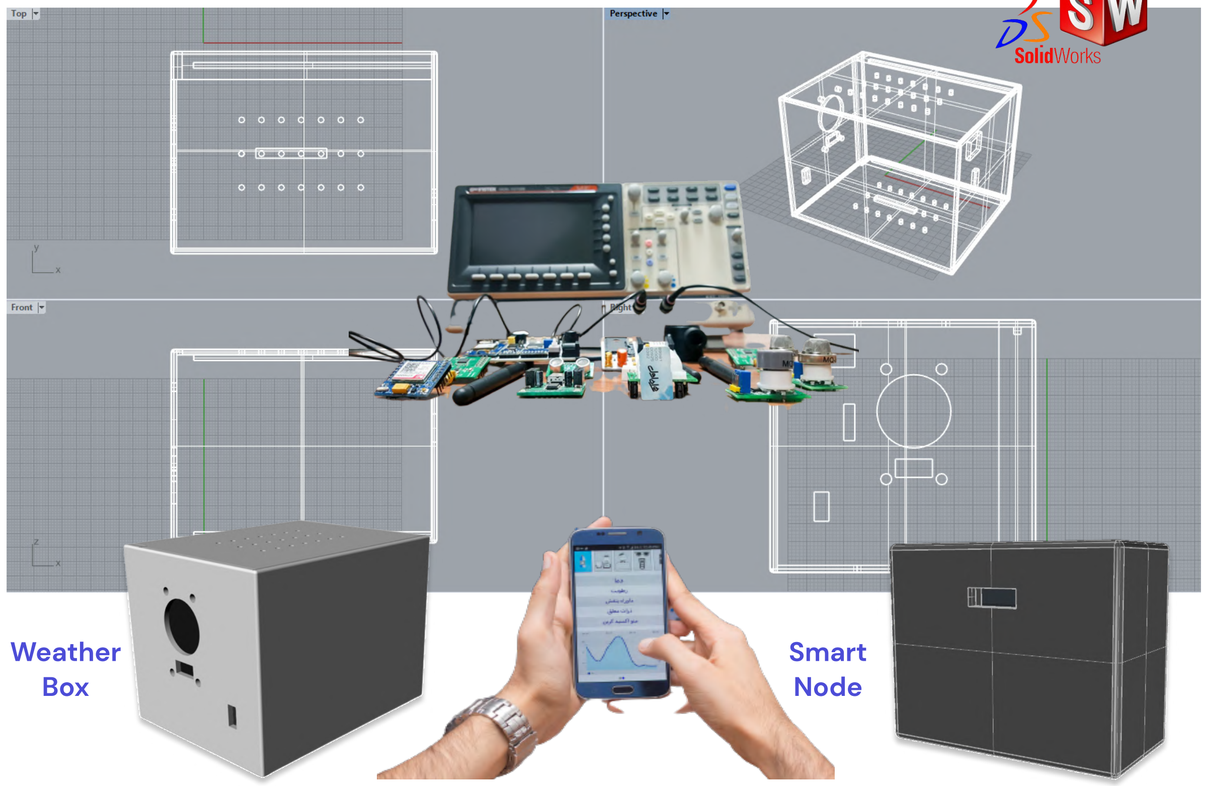
Personas

—The Problem

The main challenge for the project was to provide a reliable and affordable IoT-based solution to environmental resources in Iran. This required the use of advanced technology and low-cost products to meet the needs of the target audience, which included ordinary people, managers, engineers, and economic units.

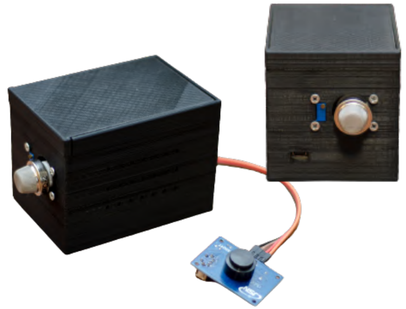
The overarching objective of this project was to devise constructive solutions that could uplift the standard of living within society, enhance organizational management practices, and foster a positive influence on the environment.

3D Product Design



Prototyping

WeatherBox Version.01



WeatherBox Version.02

Weather Box major applications :

- Municipal air pollution monitoring for small and big cities
- Quality monitoring of air within buildings such as gymnasiums and hospitals
- Gas leakage monitoring for public places with a high risk of dangers
- Air quality monitoring for industries with pollution-sensitive process

Smart Faror Node:

Faror Node is a plug-and-play device that let users monitor their surroundings by driving various types of electronic sensors.

It just needs to connect to the wifi and plug in the sensor and then the users can have all the data on their Mobile and Web.

Logo Design

Smart Faror
Smart Living Solutions

Color Style

Shades

Primary 1

Primary 2

Saturated

Typography

A.a Poppins Font

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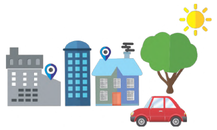
Headline,	16px
Sub headline,	14px
Call Out,	11px
Body,	14 px

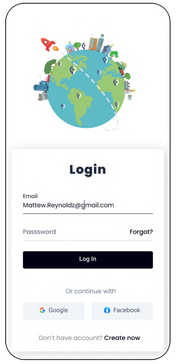
Illustration

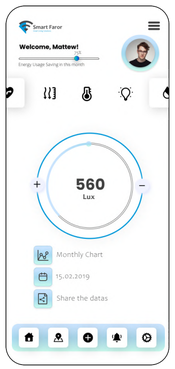


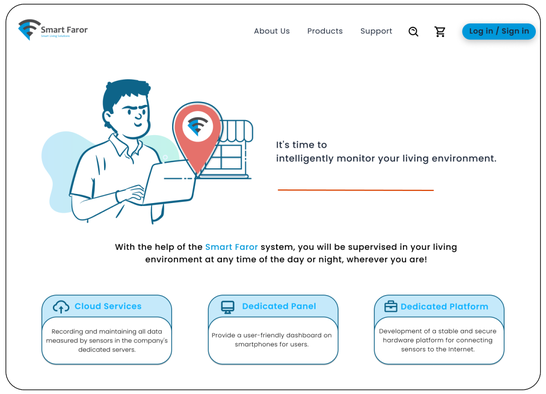
High Fidelity design

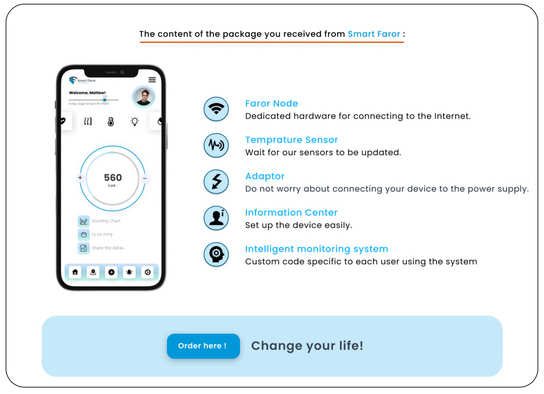
Version 01.

Version 02.









— My role in project

My role in the project was to design two final products, WeatherBoxTM and Faror Node. The WeatherBoxTM is a weather monitoring system that provides real-time weather data for environmental resources.
The Faror Node is a centralized monitoring system that allows managers to monitor and manage multiple environmental resources from a single location. To design these products, I followed a design process that involved user research, wireframing, prototyping, and testing. I used tools such as Sketch, InVision, and Adobe XD to create wireframes, user flows, and mockups, and I conducted usability tests to ensure that the designs were effective and user-friendly.

—Final Design

The final design was created by the Smart Faror project team was designing two innovative products, the WeatherBoxTM and Faror Node. The design process was involved thorough user research, wireframing, prototyping, and testing to ensure that the final products.

Thorough user testing was conducted, and design iterations were made based on feedback to ensure that the final products were effective and user-friendly. Our efforts resulted in innovative IoT-based solutions that made a positive impact on society and the environment in Iran.

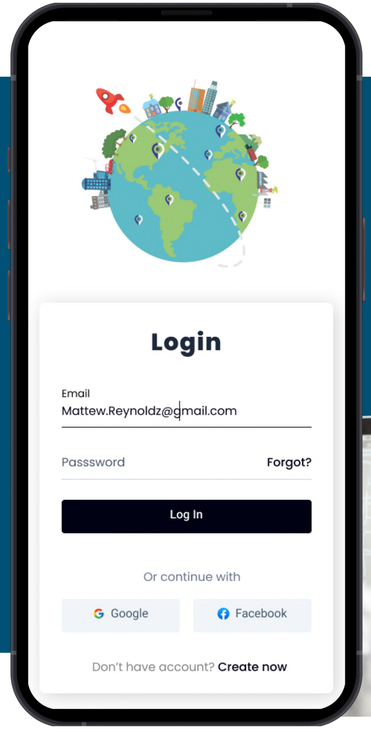
—Challenges in the Prototype and Testing Phase:

The team faced several challenges in designing effective IoT solutions. One of the primary challenges was to provide reliable and affordable solutions that met the needs of the target audience, which included ordinary people, managers, engineers, and economic units.

To overcome these challenges, we implemented advanced technology and low-cost products, created optimal PCB designs, and became partners with advanced local institutes within the sensing technologies field. The team also developed a proprietary algorithm using artificial intelligence techniques to improve the sensitivity of the sensors and implemented extensive web services to store, analyze, and visualize the acquired data.

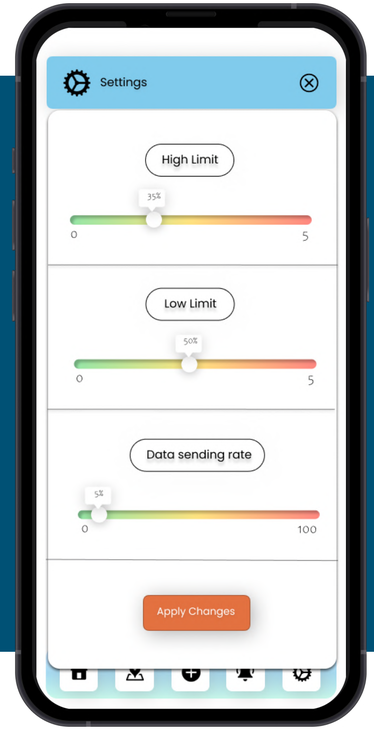
Suggested uses of Faror Node :

- Heating systems Monitoring
- Monitoring a particular object's temperature
- Monitoring specific elements of personal spaces like the humidity of the greenhouse



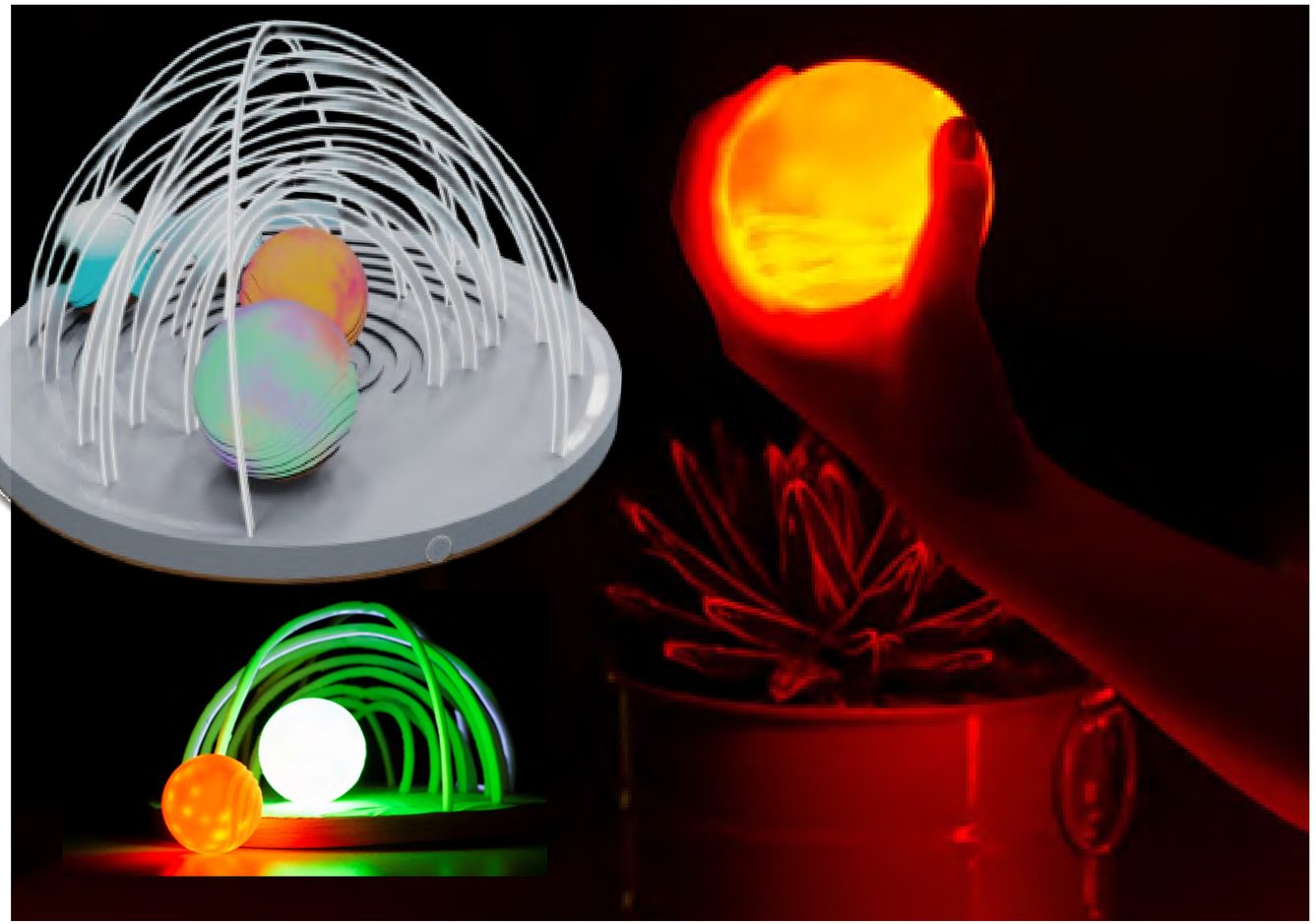
Suggested uses of Weather box :

- Controlling the air quality for people with special needs
- Managing energy consumption in residential/ industrial spaces.
- Prevention of gas leakage/ fire
- Detecting early failure in the engine house



Experiences

04 Interactive interior lighting design



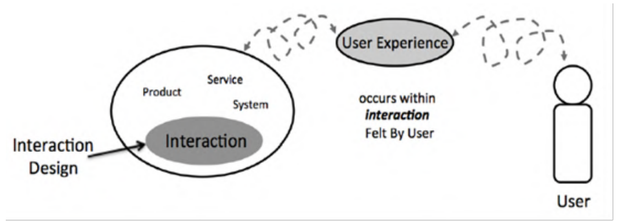
About the Project:
The Interactive Interior Lighting Design Project is a master's thesis completed at the Industrial Design Department of the University of Tehran. The project focuses on designing interactive lighting based on technological applications in interior spaces to enhance people's life experiences.

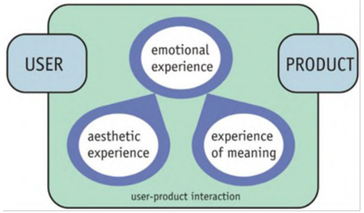
The project aims to create a lighting product that can focus on the user's needs and interests and accordingly influence the user's feelings when interacting and communicating with the user through one or more interactive functions. The project is targeted at start-up companies and lighting equipment manufacturing companies.

Dec 2020
Project duration: 24 weeks
+ Product design, Lighting Design

— Project Overview

The project aimed to enhance people's life experience through the use of interactive lighting in personal spaces. The project aimed to create a pleasant experience by interacting with the lighting product, as well as remote control and personalization of the light source.
The statistical population in this research was 184 people between 20 and 35 years old who were selected as available sampling from among 262 people who were questioned through an online questionnaire.





Creating design goal by 5WH technique :

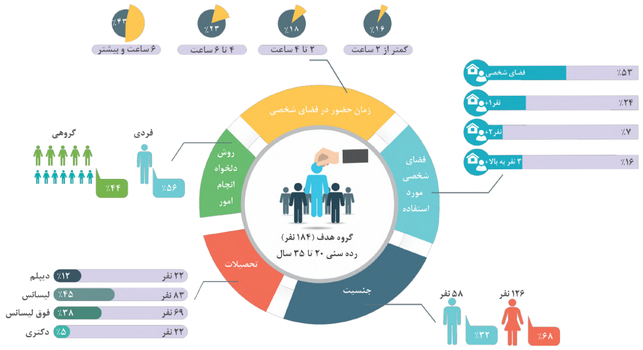
By using this technique and defining appropriate answers in line with the design project, it was tried to analyze the design problem properly so that the designer can get a proper understanding of all its aspects. Questions with themes

- Who will use the product?
- What does interactive lighting design mean?
- When will this product be used?
- Where is the product used?
- What goals does the design of this product include?
- .....

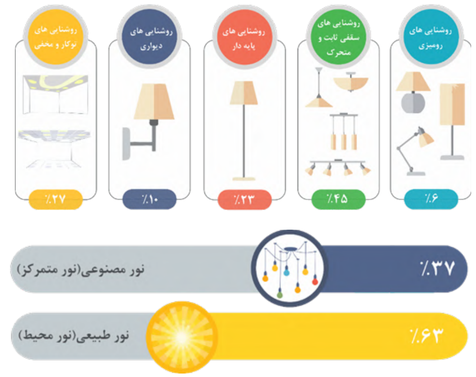
The designer has used the following two techniques to obtain this information :

- Questionnaires
- Follow the object

Questionnaires

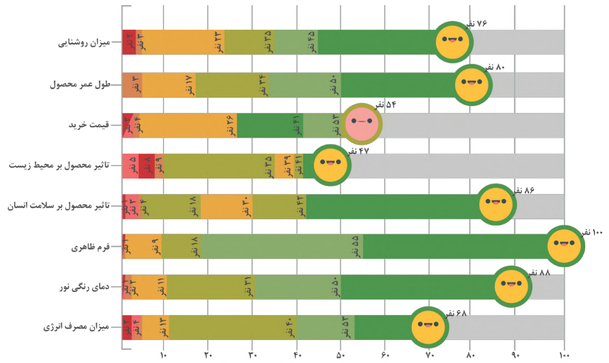


Cognitive information infographic of the target group

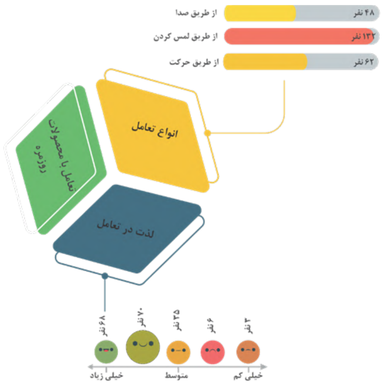


Distribution of the target group's interest in choosing types of lighting products

After obtaining the cognitive information of the target group, questions have been asked to identify the tastes and topics related to their personal space, such as decoration style and color palettes, which are their favorites. The answer of the target group to these two questions is shown in the figure below.



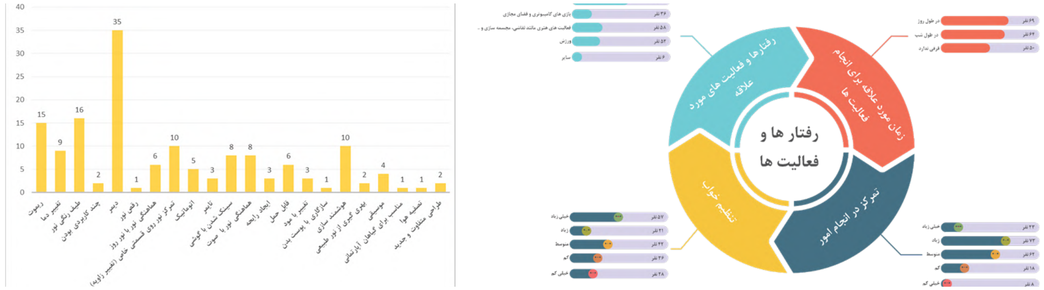
The importance of different lighting product components



The importance types of interaction

—The Problem

The main problem this project aims to solve is the need for interactive lighting that can directly have a positive effect on performance and behavior improvements. The product should focus on the user's needs and interests and influence the user's feelings by communicating with them through one or more interactive functions. Exploratory research techniques were used to understand the scope of the design problem and the nature of the end-users of the product.
The designer considered various dependent components of the interaction between the user and the interactive product, including the concept of use, the type of work, and the type of user, in order to optimize the interaction between the product and the user.

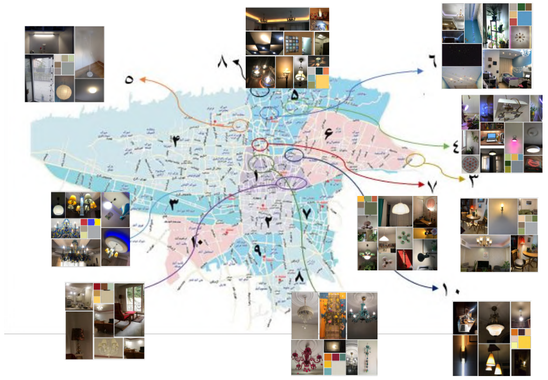


Favorite elements in lighting products according to the target group

Follow the object

This is an ethnographic method with the aim of gaining deep insight into the use of everyday lighting products as well as the behaviors formed by people around them.

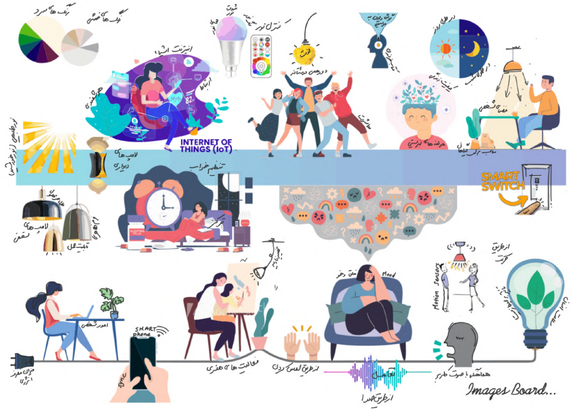
For this purpose, **10** people were randomly selected.



Selected places to perform the technique in Tehran city

Image Boards

It is used as a factor to create more focus and establish a more favorable communication for the designer, as well as a visual reminder and to inspire in the ideation phase.

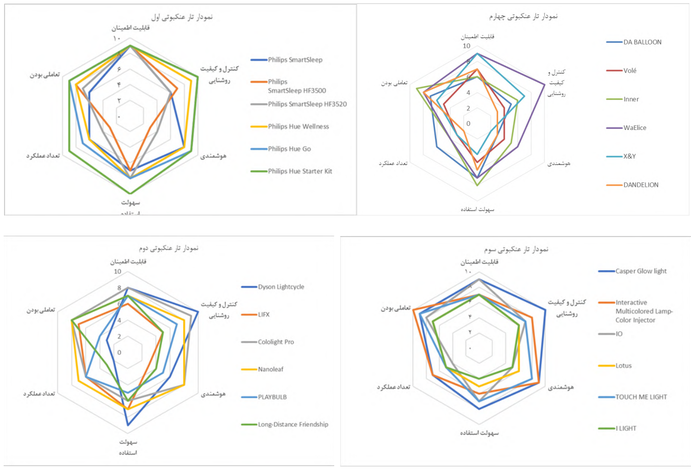


Market Trend Analysis

The main purpose is to gain insight in relation to the scenario and identify the dominant characteristics of the market, and consumer preferences, as well as collect data and market behaviors to predict the strategy of this type of product in the future.

20 items of lighting products are examined and compared with positioning. The listed components are as follows:

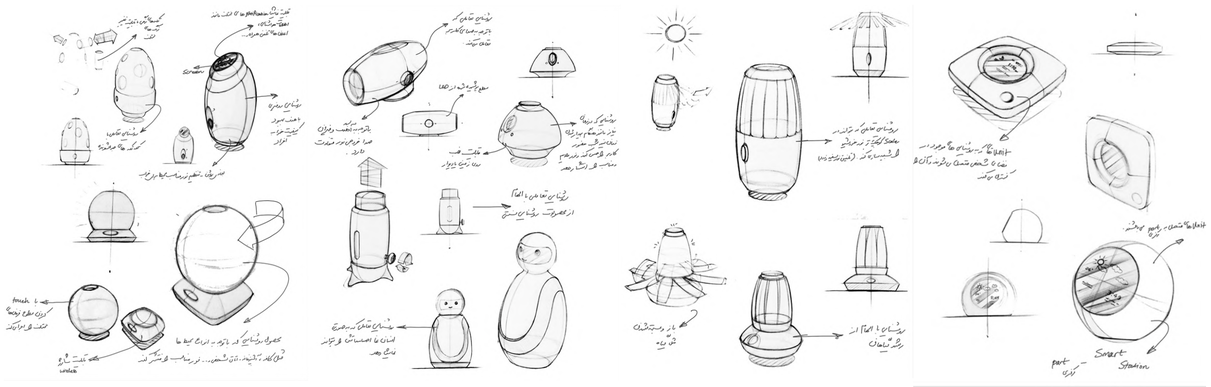
- Reliability
- Lighting quality and control
- Intelligence
- Ease of use
- Number of functions
- Interactivity



— My role in project

My responsibilities included completing various design process phases, from research to idea creation, in order to arrive at the best final idea. This involved conducting research using methods such as questionnaires and follow-the-object ethnographic techniques, brainstorming and visualizing ideas, and contributing to the ideation process through steps such as image boards, market trend analysis, defining criteria and sub-criteria, storyboarding, sketching, and rapid-prototyping.
My contributions helped inform the overall design goals and shape the direction of the project.

Sketeching

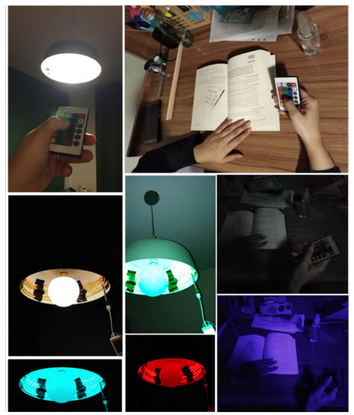


Story Board

After evaluating the ideas the designer reaches the top 3 ideas. In order to create a better connection with the idea and also to achieve a deeper insight into the interaction of the user and the products and finding effective factors between the user and the product, and the platform and design context.

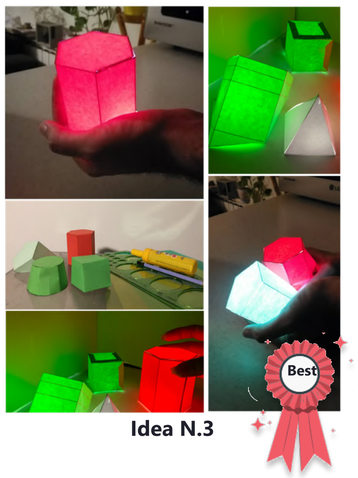
Model Prototyping

After building three interactive samples, each sample was provided to 3 different users. During the interaction with the product, the behaviors and interactions that took place were examined and observed. And people's feedback regarding the use of samples was considered.
The third sample was the most popular among the three samples. Therefore, it was chosen as the best idea.



Idea N.1

Idea N.2



Idea N.3

— Final Design

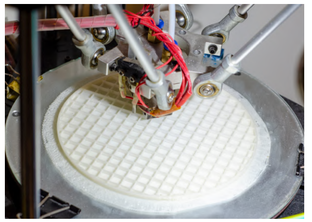
The product is designed to focus on the user's needs and interests and influence the user's feelings when interacting with the product through one or more interactive functions. The outcome of this product is to create a pleasant experience by interacting with the lighting product which users can control and personalize the light source remotely.

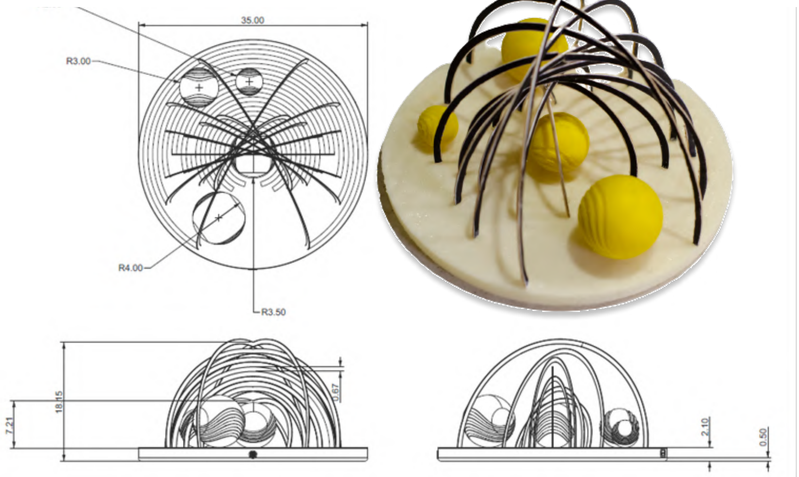
The best idea:

A great idea is to have multi-piece interactive lighting. The topic of the solar system and the placement of the planets and the sun together in the form of a collection was chosen as a suitable platform for the development and presentation of the final design solution. Considering the design criteria, several concepts have been obtained with this chosen topic.

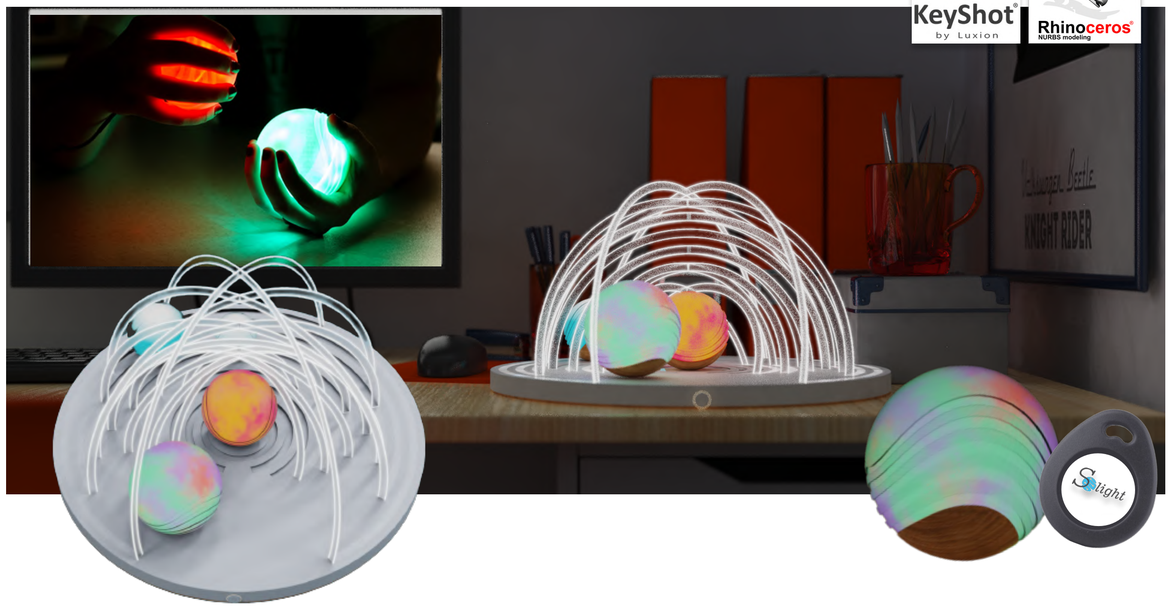
Final designs of the top idea named Solight.

Rapid- Prototyping





3D Design



05 Eco Glow, Lighting design for interaction

About the Project:
This project was an academic interactive daily-use product master design project that aimed to conceptualize an interactive lighting product that creates a pleasant experience and adds value to the user. It focused on gathering customer requirements, identifying leader users, and checking the feasibility of product concepts.

The final product used IoT technology and promoted social responsibility in the maintenance and preservation of plants.

Jul 2019
Project duration: 4 weeks
+ Product design, Lighting design

— Project Overview

The project is a conceptual design of an interactive daily-use product, specifically an interactive lighting product, that creates a pleasant experience by creating added value for the user. The target market is customers with a high average income who can communicate effectively with simple smart products, and the clients are start-up companies and lighting equipment manufacturing companies.

Phases of the general process of product development

- Planning : Marketing, Design, Production, and other duties.
- Concept development : Marketing, Design, Production
- System level design
- Detailed design

*In this design project, the goal was only to complete phases 1 and 2 as a predetermined schedule.

Marketing

1.Product project type category
Improve the experience of using similar existing products

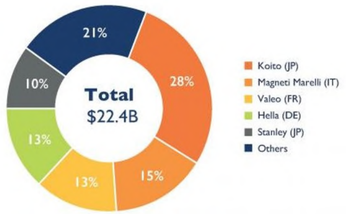
→ Trying to make changes in order to interact more and experience the pleasure of using

2.Competitive Strategy
Focus on the customer

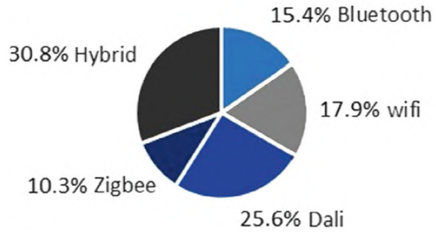
→ Examining the needs and preferences of current and new customers and providing new features

3.Market Research
- Determining the market opportunity
- Market Segments

→ Business model design, Global LED market segments



Automotive lighting market shares 2015

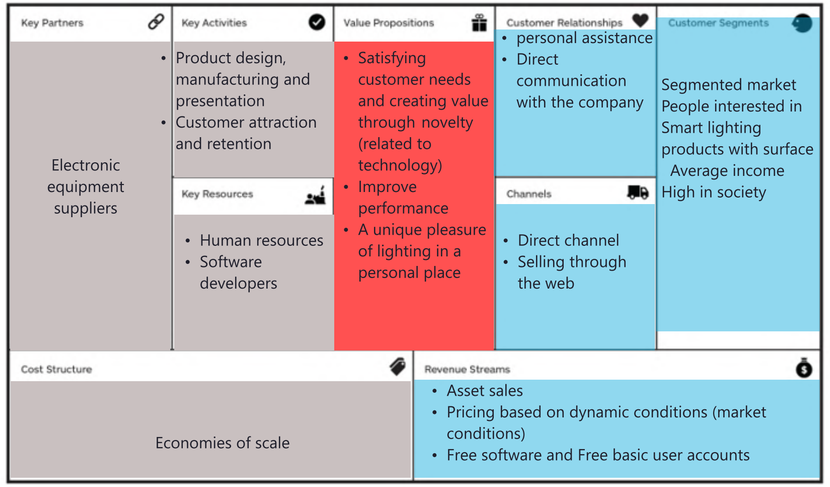


Global wireless smart lighting market share 2015

Business Model Canvas

The topics raised in the business model canvas by the designer can be divided into three main categories:

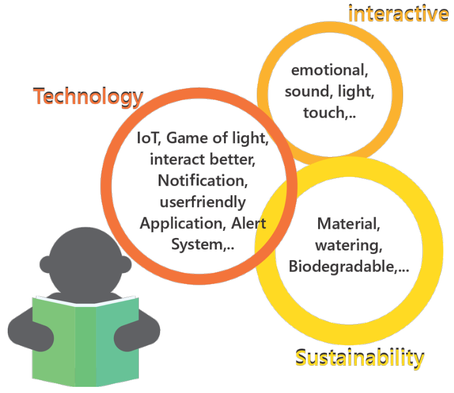
- **The central part of the canvas**: discussions about value creation and business value proposition
- **The Left Area:** Discussions and concerns about the core business space
- **The Right Area:** Discussions and questions related to customer and customer communication



3 Main areas in product ideation concepts :

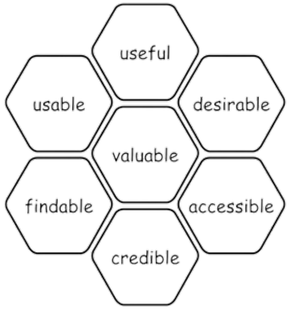
There are 3 main sections with subcategories

- Technology
- Interactive
- Sustaiablity



—The Problem

The objective of the project was to tackle the issue of requiring an interactive illumination device that produces a delightful encounter by offering supplementary benefits to the user, while exhibiting superior efficiency in contrast to other analogous products available in the market.



Key words

Interactive lighting, Houseplants, Technology, Pleasant experience, The effect of light, Light play, Mode change, The price is right.

DFA and DFM

DFM stands for Design for Manufacturing and DFA stands for Design for Assembly. And their difference is in their special focus.

DFM focuses on creating guidelines that are easy to manufacture and cost-effective. DFA focuses on creating guidelines to reduce the number of components and parts required.

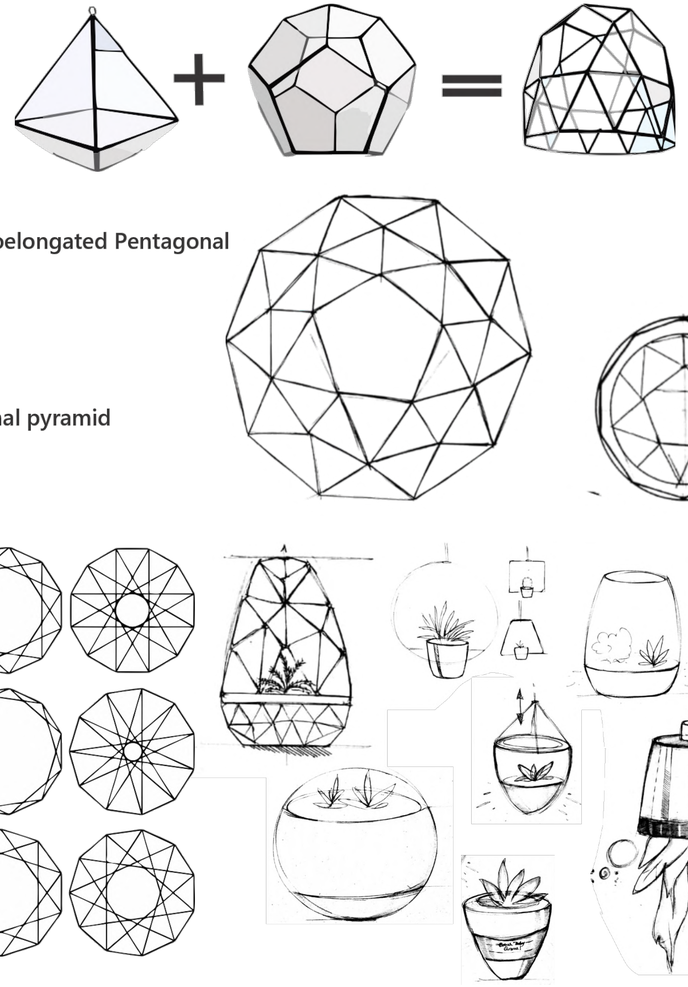
— My role in project

It is involved by passing different steps conducting research, brainstorming and visualizing ideas, and contributing to creating ideas through different actions such as Market Trend Analysis, defining Criteria and sub-criteria, Story Boarding, Sketching, and Rapid-Prototyping. My contributions helped inform the overall design goals and shape the direction of the project.

— Challenges in the Prototype and Testing Phase:

The main challenges in this phase included production feasibility, DFM, and DFA. The technical drawing and dimensions were provided to ensure the product's proper performance, and production constraints were identified to ensure its construction cost estimation.

Sketeches



— Final Design

Features

- Using Internet of Things technology (IoT)
- Design suitable for all types of personal space
- Using available materials (ABS/Plexiglass)
- Reasonable cost
- Application design
- Use of batteries and municipal electricity
- Promoting social responsibility in the maintenance and preservation of plants
- Smart way to better maintain houseplants and interact with a natural phenomenon

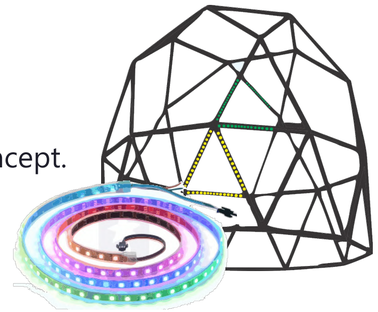
The possibility of turning on desired spaces by the user.

Ability to check soil moisture level and battery life and warn the user in the form of notification

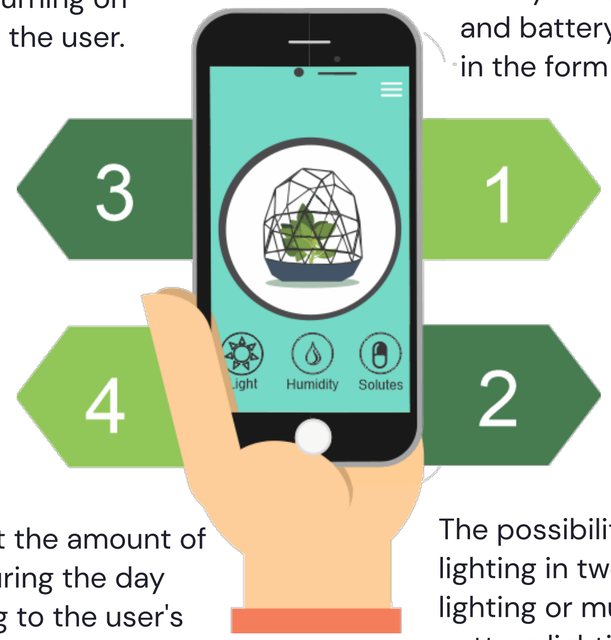
The recommended material for the lower part of the final product is ABS. The reason for choosing the appropriate resistance and also the protection of the technical and electronic parts is the best option available.

The recommended material for the middle and upper part of the finished product is plexiglass which has light weight and good resistance and spreads the light reflected from the LEDs well in the space.

LED filaments have been used in the prototype for quick implementation and presentation of the initial product concept.



RGB LEDs

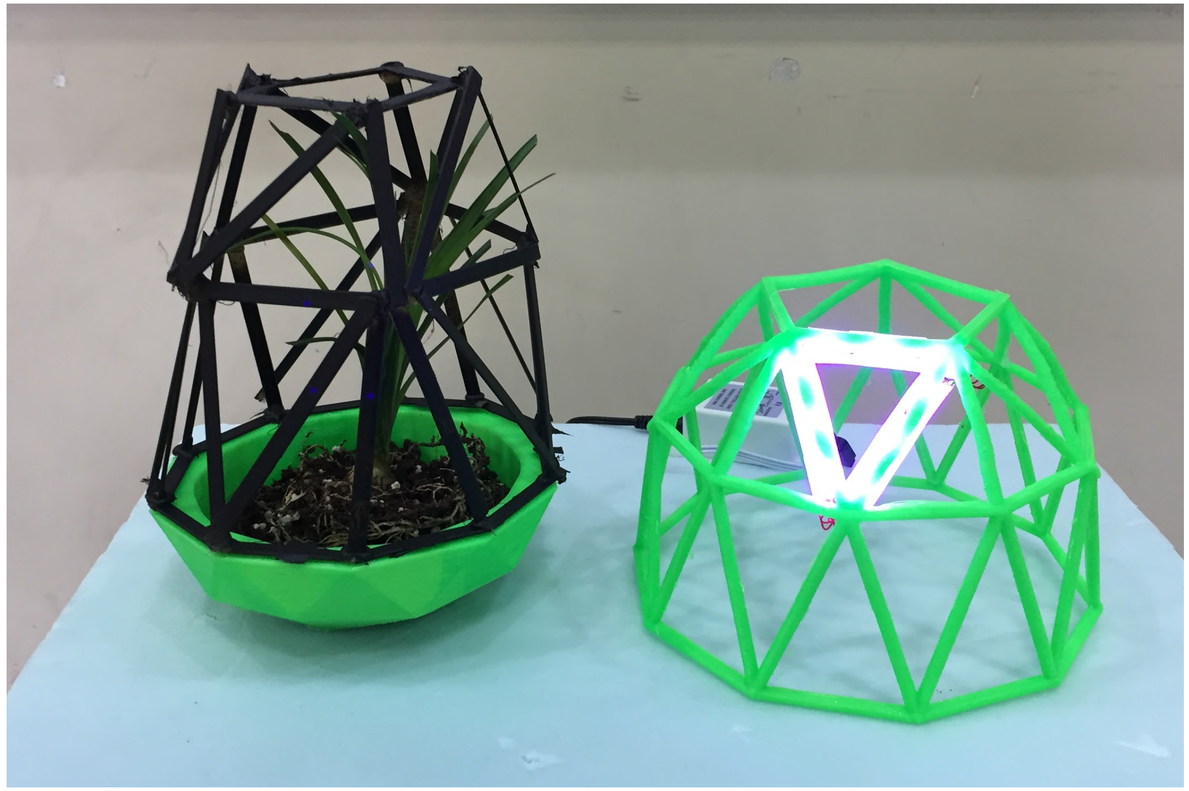


The ability to adjust the amount of light distribution during the day and night according to the user's opinion

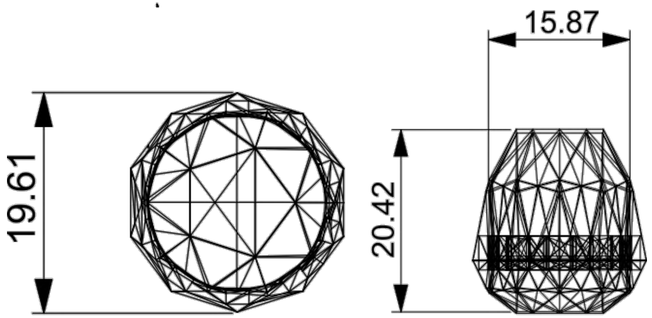
The possibility of turning on and off lighting in two modes of single-color lighting or multi-color geometric pattern lighting

— Final Design

The final concept was an interactive lighting product in the form of a natural plant container that was economical and created a pleasant experience through interaction. It was designed to be suitable for all types of personal space, using available materials (ABS/Plexiglass), and promoting social responsibility in the maintenance and preservation of plants.
It used IoT technology, allowing the user to turn on desired spaces and adjust the amount of light distribution during the day and night and also turn on lighting in single-color or multi-color geometric pattern modes. It also had the ability to check soil moisture level and battery life and warn the user when necessary.



Technical drawing and dimensions



DFA, DFM

Part			
Part Number	Part Name	N	Min Part
	Up Side		
U1	Base Structure	1	Yes
U2	Tri Parts	20	No
U3	RGB LED	1m	No
U4	Touch Sensor	20	Yes

Part			
Part Number	Part Name	N	Min Part
	Accessories		
A1	Charger wire	1	Yes
A2	Battery	1	yes
A3	Adaptor	1	yes

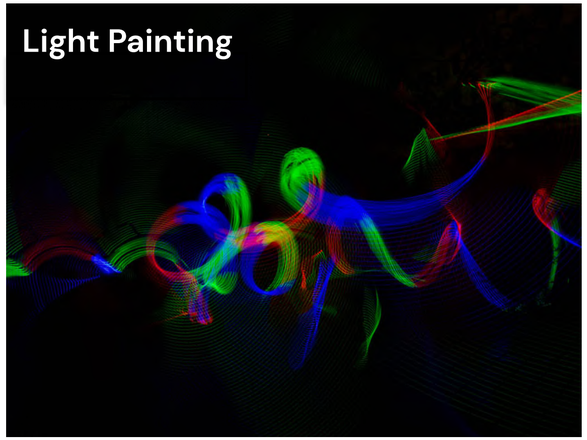
Part			
Part Number	Part Name	N	Min Part
	Down Side		
D1	Base Structure	1	Yes
D2	Soil	100 gr	No
D3	plant	1	yes
D4	USB Port	1	Yes
D5	Power Button	1	Yes
	Inner part		
I1	Battery	1	Yes
I2	Wire	-	No
I3	Electronic Board	1	Yes
I4	LED	1	yes
I5	Humidity Sensor	1	yes
I6	Conductive Sensor	1	yes
I7	Light Sensor	1	yes

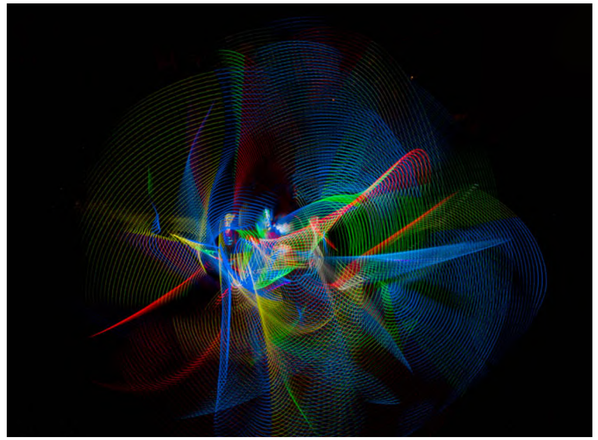
Other Works

Digital Photography

Other Works

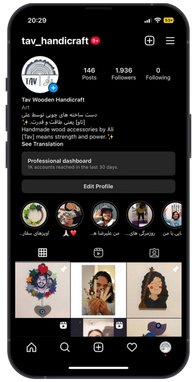
Digital Photography





Other Works

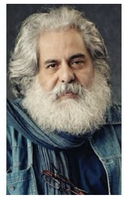
Illustration

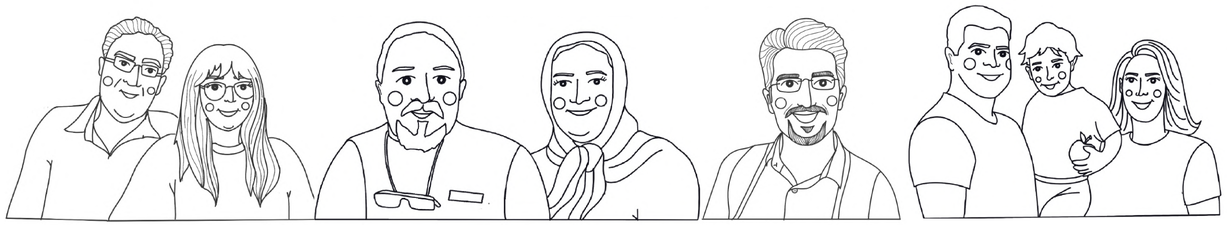


Volunteer visual designer at ***Tav*** which is a hand-made wooden small business. Tav's founder is a person with special needs.

Logo Design

Minimal Character Design :





Digital Painting and Doodle Art:

Other Works

Illustration

Jazz Bar

LEGO, Front Store

LEGO, T-shirts

LEGO, VIP membership card with its packaging

LEGO, Packaging

LEGO, Pattern design