PRERNA

UX RESEARCH PORTFOLIO

From the classroom to the field — designing with real users

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About Me

I'm an IT educator with 10+ years of experience, now building a career in UX Research. I spent years observing how students learn, where they get stuck, and how small changes in explanation or design change their outcomes — the same instincts that drive good user research. I formalized this through the "AI-Led UX & CX Innovation for Leadership" course, where I ran real field research and shipped a full case study end-to-end.

This portfolio walks through that work — starting with my deepest project, Setu.

Case Study 01 — Setu

AI-DRIVEN FMCG LOGISTICS PLATFORM • CAPSTONE PROJECT

Overview

Setu (meaning "bridge" in Hindi) is a platform concept designed to close visibility and communication gaps in India's last-mile FMCG distribution chain — the layer between warehouses, field sales officers, and accounts teams.

My Role

UX Researcher & Designer — led field research, persona development, journey mapping, and wireframing as part of a 5-member team.

The Research Question

> **QUESTION**
> Where do FMCG distributors, field sales officers, and accounts teams lose time, money, or trust — and why?

Research Method

- On-site visits to FMCG warehouses in Ghaziabad and Sahibabad, Uttar Pradesh
- Semi-structured interviews with distributors, sales officers, and accounts staff during live operations
- Direct observation of dispatch, delivery, and reconciliation workflows
- Synthesis of raw notes into affinity-mapped themes, then into personas and journey maps

Personas Built

Persona	Role	Core Pain Point
Surender Tyagi — "The Supply Chain Commander"	FMCG Distributor	No real-time visibility into stock and dispatch status
Ravi — "The GPS-Locked Field Agent"	Sales Officer	Manual, disconnected coordination while on the road
Aakash — "The Human Operating System"	Accounts Manager	Reconciling fragmented information across the whole chain

Frameworks Applied

- Fogg's B=MAP — to understand what would actually motivate each persona to adopt a new tool
- Service Blueprinting — mapping front-stage (user-facing) and back-stage (operational) steps together

- Nielsen's 10 Usability Heuristics — evaluating wireframes for clarity and error prevention
- Dark Patterns Audit (Brignull's taxonomy) — ensuring the design stayed ethical and transparent

Process

- Field visits & interviews → raw notes and observations
- Affinity mapping → identified 3 core personas and their distinct pain points
- Empathy maps & journey maps → visualised each persona's day-to-day friction
- Lo-fi wireframes → tested core flows against the pain points
- Hi-fi prototype → built in Figma with a teal-blue (#1B4965) and amber (#E8A33D) palette
- Stakeholder presentation → 25-slide deck (.ppsx) with a written capstone report

Deliverables

- 3 field-researched personas with empathy maps and journey maps
- Lo-fi and hi-fi wireframes / clickable prototype (Figma)
- Written capstone report + research synthesis report
- 25-slide stakeholder presentation, presented live to the course cohort
- Full dark-patterns audit of the proposed design

Outcome & Reflection

This was my first time doing real field research rather than desk research — sitting in a warehouse office, asking a distributor to walk me through his actual day, was very different from reading about "pain points" in a textbook. It taught me that good research is mostly about listening without assuming you already know the answer — a skill I'd actually been building for years in the classroom, just never named.

Case Study 02 — Cinéra

OTT STREAMING PLATFORM CONCEPT • 5-DAY DESIGN IMMERSION

Cinéra was a fast-turnaround project completed during a 5-day design immersion — built to practice the full UX process end-to-end under time pressure, rather than to go deep on field research like Setu.

Overview

- Persona: Rahul Verma, a time-starved streaming user overwhelmed by content choice
- Introduced two original concepts: "Taste DNA" (a personalized content-preference profile) and "Cinema IQ" (a smarter content-discovery layer)
- Delivered: persona, concept presentation, supporting visual/ad concepts, and a short research summary

What This Project Shows

Speed and range — the ability to take a concept from idea to presentable prototype in a short, immersive sprint, which is a common real-world UX Researcher/Designer constraint.

Upcoming — CurioNest

PLAY-BASED LEARNING PLATFORM FOR AGES 3–6, ALIGNED TO NEP 2020 • IN PROGRESS

This is my next planned project, directly connecting my teaching background to EdTech UX design. It will apply the same field-research approach used in Setu — this time with early-childhood educators and parents as primary research subjects — to design a NEP 2020-aligned play-based learning experience.

This section will be updated with research findings, personas, and wireframes as the project progresses.