

Offering End-To-End Design Solutions, Turquoise Tales Design Studio

## Solving Complex Product & Brand Problems Through Design

Turquoise Tales Design Studio was a team of young and passionate Designers that helped brands and products in building engaging experiences for the users. The Design Studio, inception by my Business Partner Navyata Alekhya Nemali and I, was driven with passion and the sheer will to be able to solve existing problems through design thinking. I was the Co-Founder and a UX Designer working with 3 other UX designers to deliver quality experiences that could aid Businesses with their big ideas to change the world, or at least change few things in our city to start with.

### MY ROLE

- Co-Founder
- User Research, Wireframing, UI Design
- Built Brand Experiences
- Design Lead
- Project Management
- Client Servicing

### MILESTONES

- Pushed 4 Business Ideas Into The MVP Phase
- Effectively Launched 8 Brands Into The Market
- Was Able To Conduct Small Workshops And Hackatons

## THE NEED FOR A DESIGN STUDIO

What started in 2015 as a mere Brand Design Studio transformed into a fully functional UX Design Studio from 2016.

Increased digital penetration in India was followed by the sophistication of innovation. This consequentially lead to an increase in Start-Ups and Big Ideas to build consumer-end digital products.

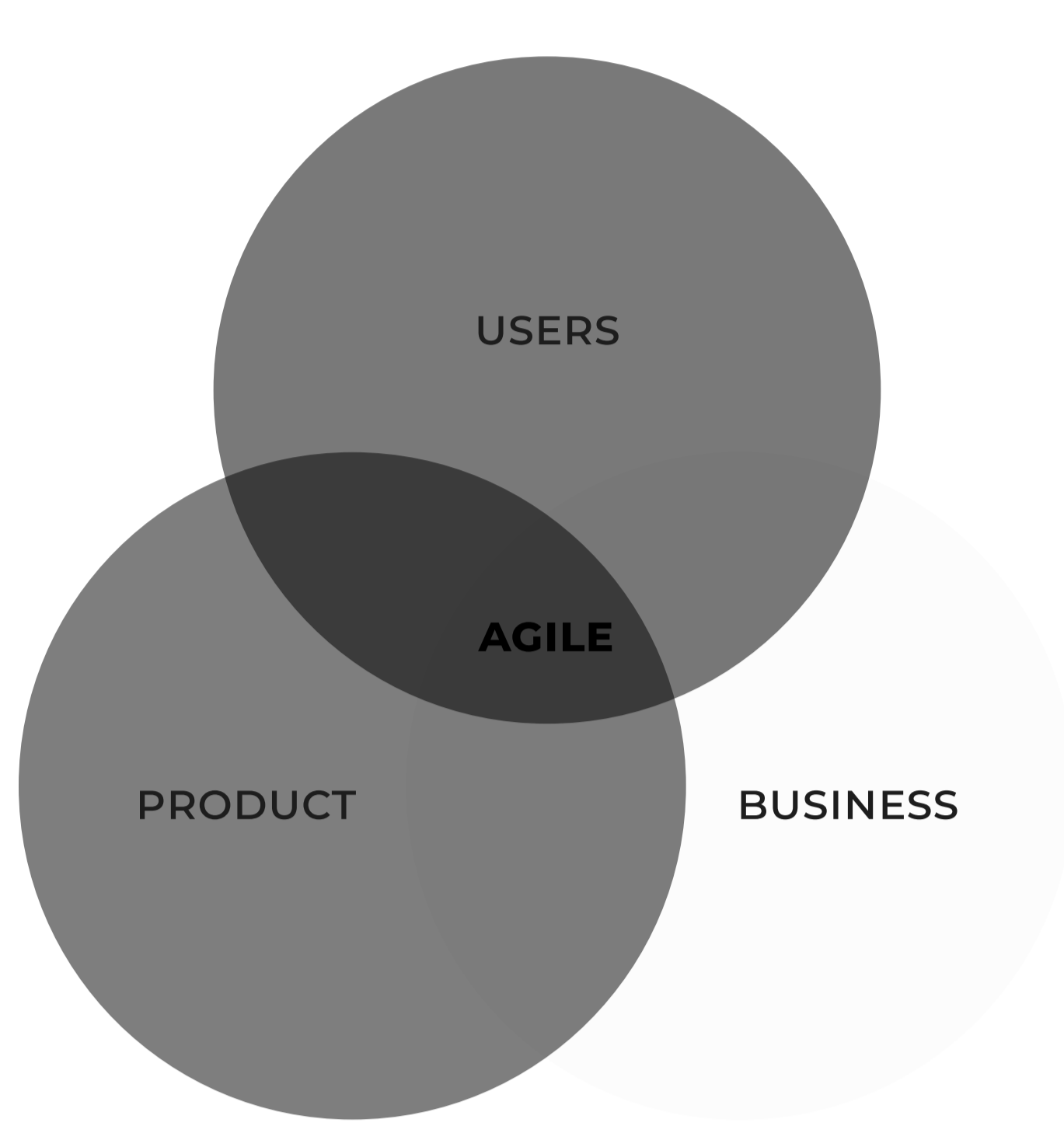
As a Design Studio, we saw an opportunity in the market where small & medium businesses were willing to engage with UX Studios to aid them in transforming their ideas into digital products.

First notable project was launching of a hyper-local delivery service app, Your Genie.

We then explored Pet Nanny, a solution to find the best nearby nannies for pets.

During the Pandemic, helped aid an idea of a potential Alcohol delivery service app, Thekaway.

## OUR APPROACH



We bridged the gap while understanding the needs of the user, business & the product simultaneously adapting Agile work methodology.

## THE DESIGN SPECTRUM

### Product Strategy

- Industry Research
- Product Placement
- Brand Strategy

### Visual Design

- User Interface Design
- Interaction Design
- Brand Design

### UX

- Data-Driven User Research
- Solution-First Approach
- Wireframing

### Project Management

- Design Optimization
- Creating Design Systems
- Design Workshops

## SOME OF OUR WORK

### YOUR GENIE

A hyper-local delivery service, Your Genie existed in Hyderabad at the convenience of the user to be able to pick up and drop anything, anywhere.

Their first operations were only via WhatsApp, hence our task was to create the complete app experience that was market-ready for Your Genie along with establishing extended branding material like Website, Merchandise, Social Media & Marketing Designs. All this while also making sure the business does not lose out on the existing consumer base that they have built through WhatsApp.

### THE OUTCOME

Launched the app in the market and also managed to increase the footfall of orders, creating a holistic customer experience for Your Genie.

### THE DESIGN SPECTRUM

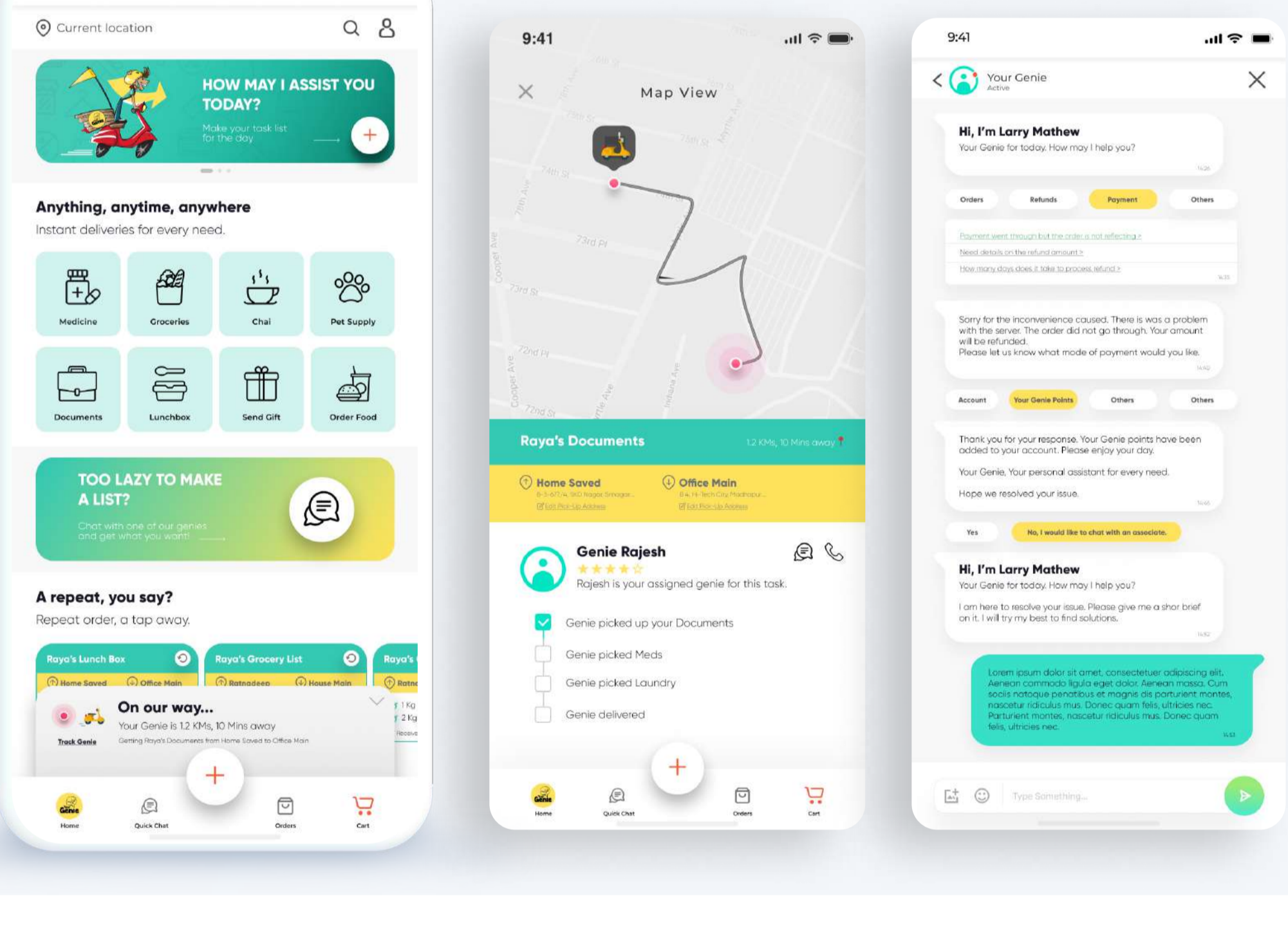
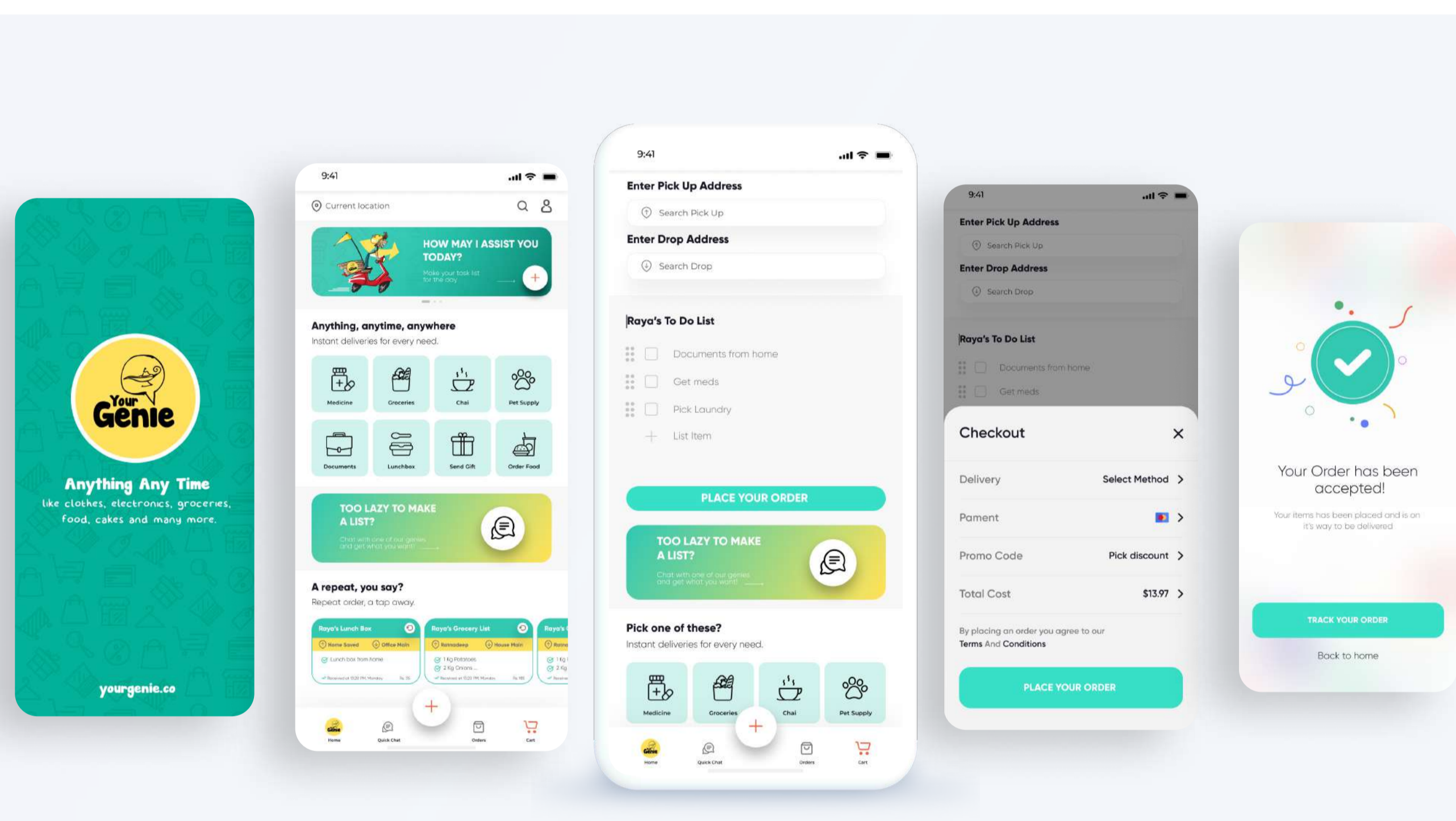
- Industry Research
- Product Placement
- Brand Strategy

- User Research
- User Mapping
- Wireframing

- User Interface Design
- Interaction Design
- Brand Design

### THE TEAM

- Navyata Alekhya Nemali, UI/UX Designer
- Sneha Nemali, UI/UX Designer
- Vishal Balagopal, Visual Designer



### PET NANNY

Finding the best nanny for consumer's best friend - their pet. A location based service that allowed the user to interact and hire pet nannies or find the best boarding places for their pets.

We aided a passionate Entrepreneur in building an MVP version of the concept. To achieve this, we worked on individual product modules breaking down the product to address and the design core functionalities within a limited amount of time.

### THE OUTCOME

Managed to define the product and deliver a first prototype of the app.

### THE DESIGN SPECTRUM

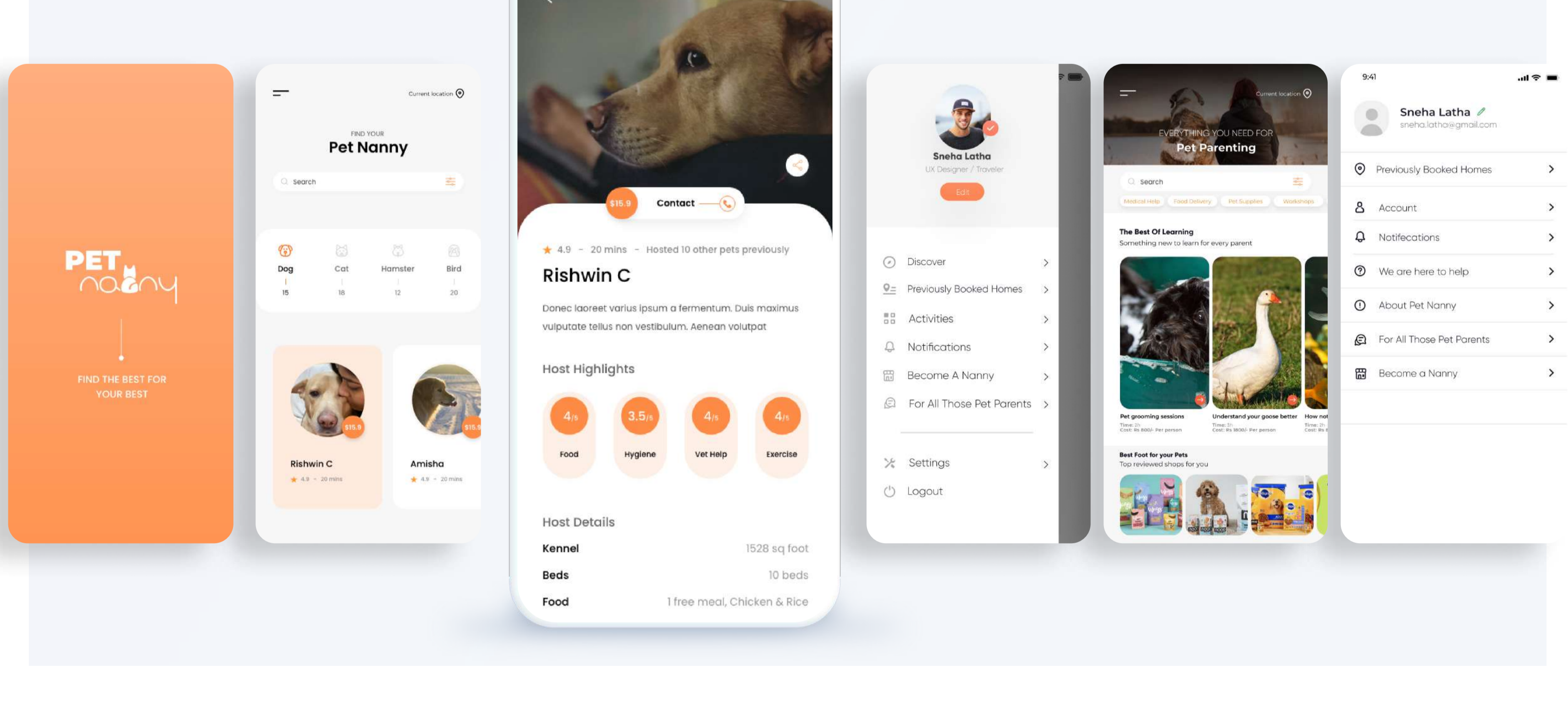
- Product Breakdown
- Industry Research
- Product Placement
- Brand Strategy

- User Research
- User Mapping
- Wireframing

- User Interface Design
- Interaction Design
- Brand Design

### THE TEAM

- Navyata Alekhya Nemali, UI/UX Designer
- Sneha Nemali, UI/UX Designer
- Vishal Balagopal, Visual Designer



### THEKAWAY

A one-stop-shop for all liquor needs, technology meets an educated drinker. A concept that arose from a need to deliver alcohol during the Pandemic saw scope more than that. The platform, Thekaway serves as an online community that enables the user to be more educated of the alcohol they drink. An attempt to enable a subculture for artisanal brews & concoctions.

We aided a Product Developer from a reputed Alcohol Company in India to develop a platform for Thekaway in the form of a website. We strategised for enabling a subculture for artisanal brews and concoctions.

### THE OUTCOME

Managed to define the product and deliver a first prototype of the app.

### THE DESIGN SPECTRUM

- Product Breakdown
- Product Placement

- User Research
- User Mapping
- Wireframing

- User Interface Design
- Interaction Design
- Brand Design

### THE TEAM

- Navyata Alekhya Nemali, UI/UX Designer
- Sneha Nemali, UI/UX Designer
- Aditya Parupudi, Head of R&D, Simba

