Nathaniel
Sam George

Portfolio &
Case Studies

User Experience & Identity Designer

nathaniel.coristel.studio

PROJECT OVERVIEW

Nathaniel
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SCOPE & ROLE

Naming, identity design, branding, UX design of app.

DURATION

1 Month

PROBLEM

Idle money is dead money, there are many new ways to invest money and double the same. People are not aware of a majority of options that are there.

GOAL

To create a web application that will show investment options for the user based on their goals and availability of the services in their country.
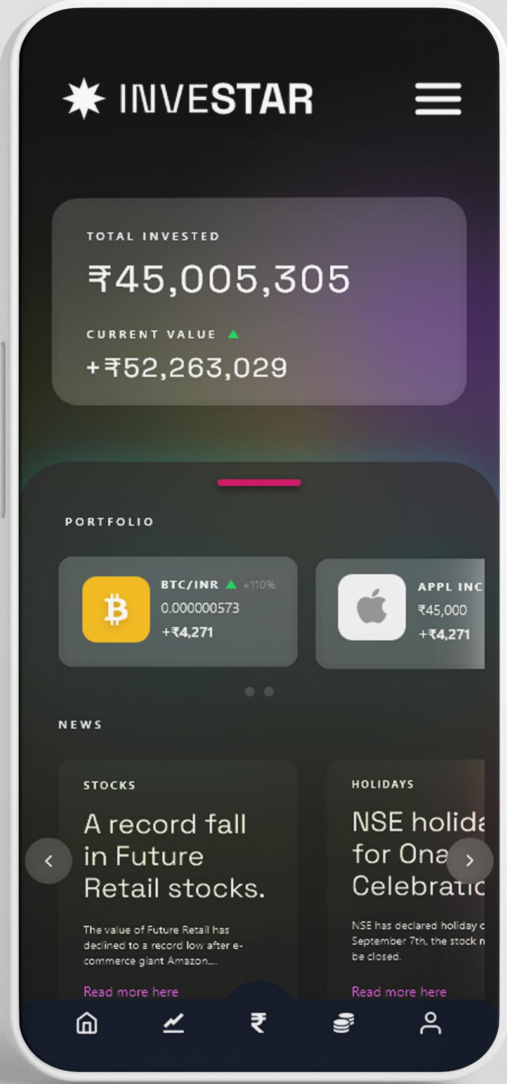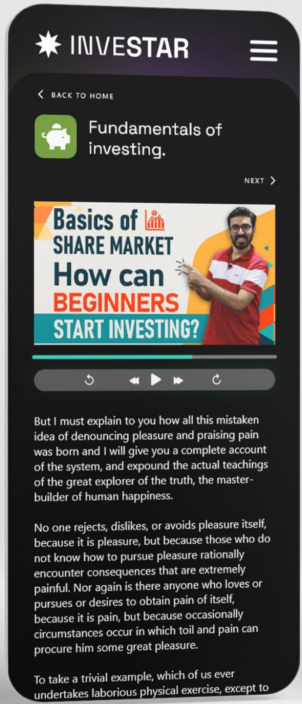
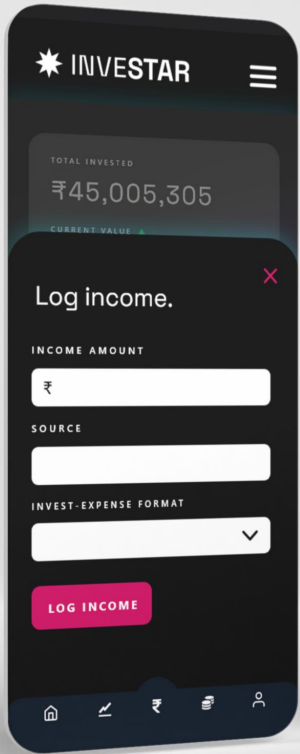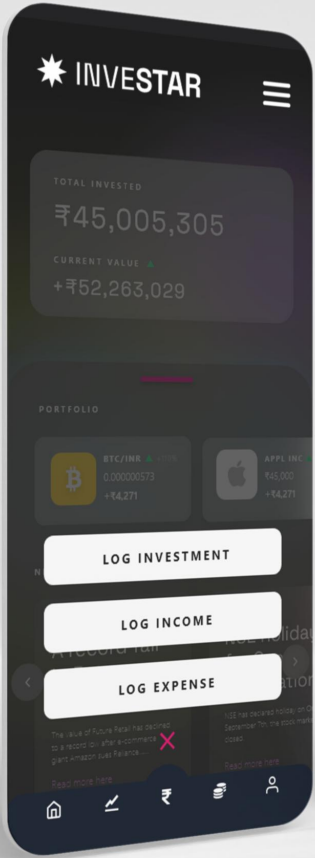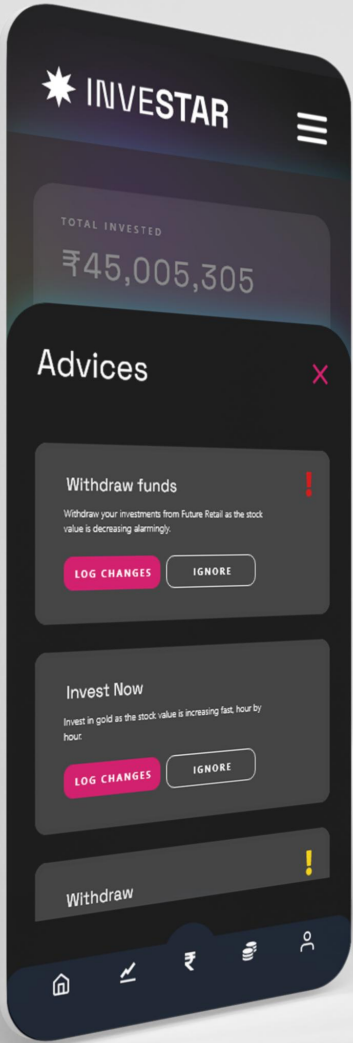**TYPE**

Assignment

RESPONSIBILITIES

- Naming
- Branding
- User Research
- Wireframing
- Visual Design
- Testing
- Prototyping

DELIVERABLES

- Name
- Brand Identity & Guidelines
- Hign fidelity design of product.

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PROJECT

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NAME

Since the app is about investments and helping people become wise investors, the name had to convey same meaning. The goal was to come up with a name that relates to investors and conveys the message of making them proficient. The Investar is a small edit to the word investor by meets the goal!

IDENTITY DESIGN

Since the focus of the word was star, the main influence was from Persian/Islamic geometric designs. The 8 pointed star was a perfect match for the name. The typeface Space Grotesk was used for the mark to reflect modernity.

UX DESIGN

The audience of the app is wide, ranging from children from age 12 to professionals and retired users of age 75. The users mostly are here to learn and have no prior experience in investing and therefore it is important to keep everything in simple and easy to find layout.

The dark theme with gradients was chosen in parity with many apps in this industry and also because dark theme is not harsh on eyes. The app has an LMS and also shows the approximate current value of logged investments.

The advices section is a cool feature that will help users learn how to deal in situations in connection to the ups and downs in the market. The advices are based on the data logged by the user, where the user can log their income, investments and expenses. The buttons are arranged in the assumption of frequency of use. Incomes are limited, investments can be often, expenses are frequent and so frequent operations are kept closer to fingers, to the bottom.

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stapp

PROJECT OVERVIEW

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SCOPE & ROLE

Naming, identity design, branding, UX design of app.

DURATION

1 Month

PROBLEM

It is hard to find the right space to rent, we have to go through many classifieds and listings which is a painstaking process.

GOAL

To create a web application which makes listing and finding living spaces efficient based on geolocation and by making the process easy.
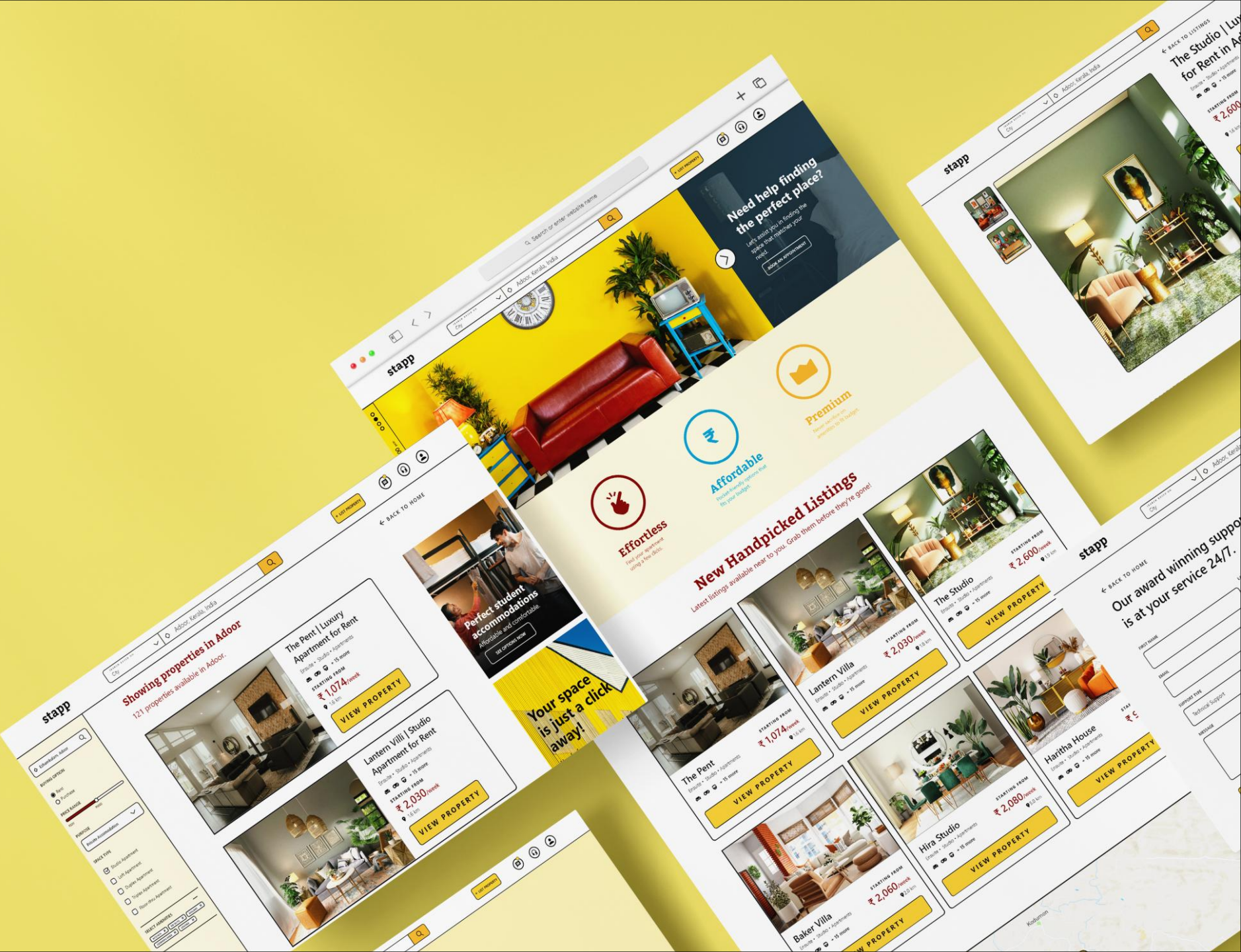
TYPE

Assignment

RESPONSIBILITIES

- Naming
- Branding
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- Wireframing
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DELIVERABLES

- Name
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PROJECT

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NAME

The goal was to create a short and memmorable name for the assignment. The web app helps users find properties online and complete all paperwork online. The name is the short form for "Stay App". The name is easy to remember and short.

IDENTITY DESIGN

The target of the web application are young individuals and creative professionals who wish to move to places with better vibes to keep them creative and active. The slab serif typeface was chosen for the mark as it needed to convey playfulness and boldness at the same time. The brand colour evokes happiness and also makes the user optimistic.

UX DESIGN

The theme for the brand is simplicity and creativity. The user research was conducted assuming that the users are around 21 to 70, who are looking for cozy living spaces in urban areas and want to get all the paper-work online itself. The users would include students, professionals or even long-term tourists who come for various purposes.

The minimalistic yet bold design embelishes the beauty of the spaces - a picture speaks a thousand words, a concept very much needed for the real estate industry . It easily gives users the choice of going ahead with a call, chat or appointment similar to an online shopping store. This helps users take action quickly, thus increasing conversions.

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swarnam

PROJECT OVERVIEW

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SCOPE & ROLE

Naming, identity design, branding, UX design of app.

DURATION

3 Months

PROBLEM

Jewelry designers find it hard to manage clients and orders.
The find it hard to give updates and be up-to-date.

GOAL

To create an app that help designers manage their clients and
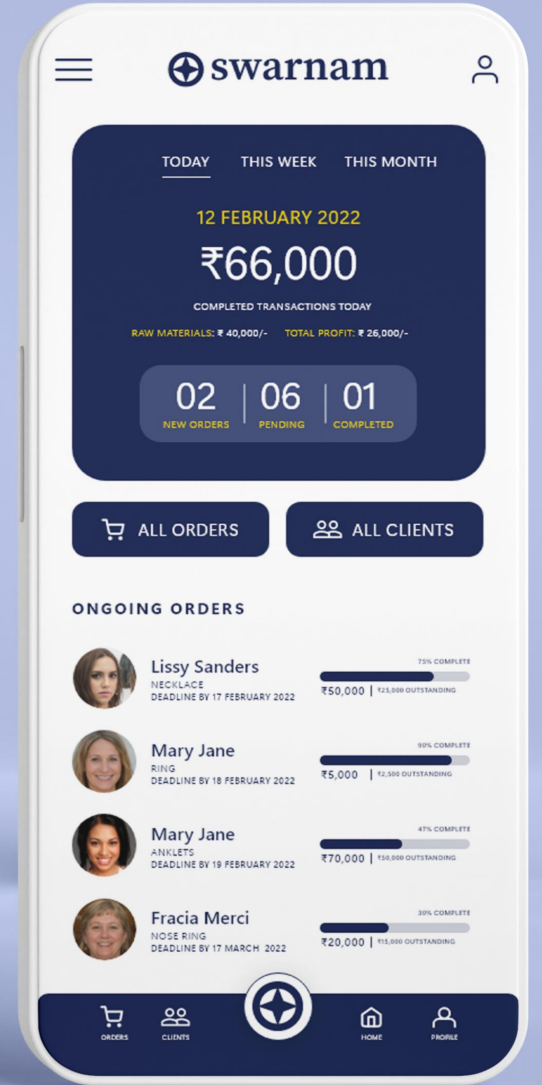also help give clients update about their order.
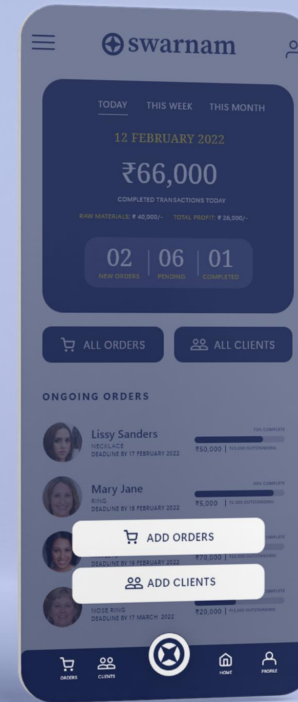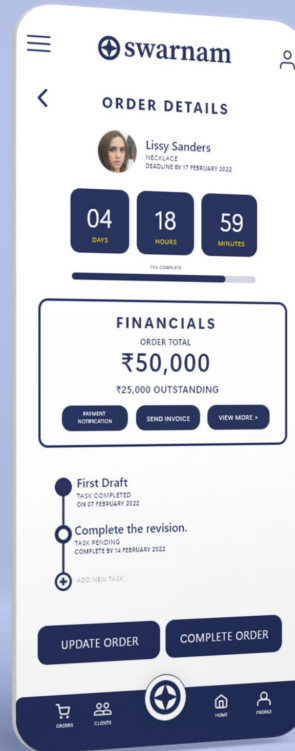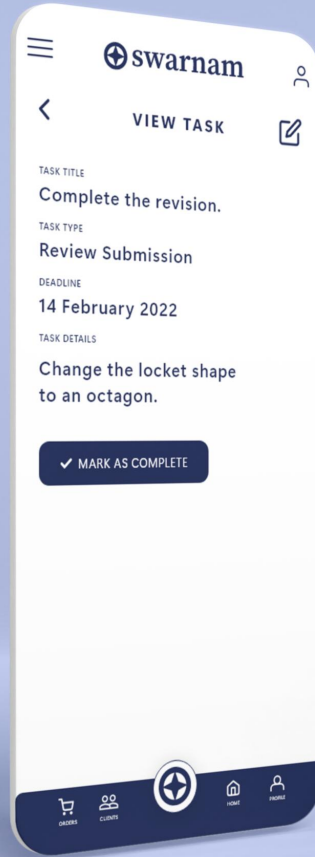
TYPE

Assignment

RESPONSIBILITIES

- Naming
- Branding
- User Research
- Wireframing
- Visual Design
- Testing
- Prototyping

DELIVERABLES

- Name
- Brand Identity & Guidelines
- Hign fidelity design of product.

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PROJECT

NAME

The word "swarnam" means gold in Malayalam/Sanskrit. The name was chosen because the assignment was on jewelry designers and the name sounds luxurious.

IDENTITY DESIGN

Sparkle was chosen as the icon because it resembles the sparkle of many ornaments. The bold serif typeface compliments the icon and ensures visibility in smaller and bigger screens alike.

UX DESIGN

The target audience for the app are jewelry designers. Many in the jewelry in India are traditional craftsmen without technological exposure. The app aims at making the process of making management of their business easy by helping them add clients, manage orders for clients and log the status of each order. The app also lets the designer send the work's files online for feedback and approval.

The app was designed keeping equity in mind so that anyone old or young can use it without much constrains. The process of adding clients and orders are easy and doesn't require much time.

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Cadala™

PROJECT OVERVIEW

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SCOPE & ROLE

Naming, identity design, branding, UX design.

STATUS

MVP, Ongoing

PROBLEM

Businesses face many hindrances to utilize their opportunities to grow with technology : they are inflexibl, they are not aware of the current opportunities, they find it difficult to maintain an online presence in multiple platforms.

GOAL

To create a web application which makes B2B selling easy, affordable and flexible using technology.

ASSOCIATION

Founder

RESPONSIBILITIES

- Naming
- Branding
- User Research
- Wireframing
- Visual Design
- Testing
- Prototyping

DELIVERABLES

- Name
- Brand Identity & Guidelines
- Hign fidelity design of product.

MEDIA COVERAGE

The product was featured in the national news paper, theNew

Indian Express' Edex.

THE NEW INDIAN EXPRESS
MONDAY, AUGUST 9, 2021

edex
YOUR LIFE COACH

Going the big buck way
The total estimated value of the global e-commerce market for the year 2021 is $4.89 trillion. It is forecasted to grow to $6.5 trillion by 2023 with the biggest markets being China, US, Japan and UK

The Indian penchant
The estimated value of the e-commerce market in India is set to be $73 billion in 2022. Currently, the number of online shoppers in India is 190 million which is 13.6 per cent of the total population

Cadala.in is a start-up unlike anything India has seen before. It attempts to streamline the e-commerce platform for buyer and seller alike, discovers **Abhishek Ramesh**

At Cadala, the negotiation would be automated and hassle-free with minimum talk involved for all parties. It's that simple
Nathaniel Sam George

A CADALA FOR ALL

f you own a business that's trying to sell products, then you'll probably agree that the ideal website for sellers does not exist. Well, until now at least. **Nathaniel Sam George** is meticulously working on an ideal solution that would enable a B2B and B2C hybrid platform that mimics the capacities of e-commerce giants like AliExpress. A recent BTech graduate from Providence College of Engineering & School of Business in Chengannur, he registered his start-up **Cadala.in** in January this year. He talks to us about his creation and the potential it holds. Excerpts:

1 What exactly is Cadala.in and how does it work?
It is a B2B and B2C hybrid market place. It would be an avenue wherein manufacturers and wholesale sellers can register and list each and every item they want to sell. After doing so, they can automate the pricing process which means that a certain discount condition could be fixed for a certain customer. What we currently have as a system on market directory websites like IndiaMart is that there will be a deluge of conversation that would need to occur before a sale can take place. This is a huge waste of time for all parties involved. But here at Cadala, the negotiation would be automated and hassle-free with minimum talk involved. It is essentially a place where Amazonesque business can take place but with automated dynamic pricing for wholesale transactions. If there is a need to involve deliberation over pricing, such negotiation can also take place.

2 What are some of the other features of Cadala?
There is a provision for making a super account for the head of a business under which he can make several sub-accounts for the lower level employees, like purchase managers, who are tasked with specific roles in the business' hierarchy. In this way, they can supervise the activities of the business without actually having to do all the dealings. What this would mean is that corruption in a venture can be rooted out since every deal is transparent and supervised.
There is also a feature to enable private labelling capacity — allowing customers to make a deal with sellers so that the former's brand and logo can be placed on the product. There would be no space for redundant conversations here as well. The process is essentially streamlined for much faster transactions.
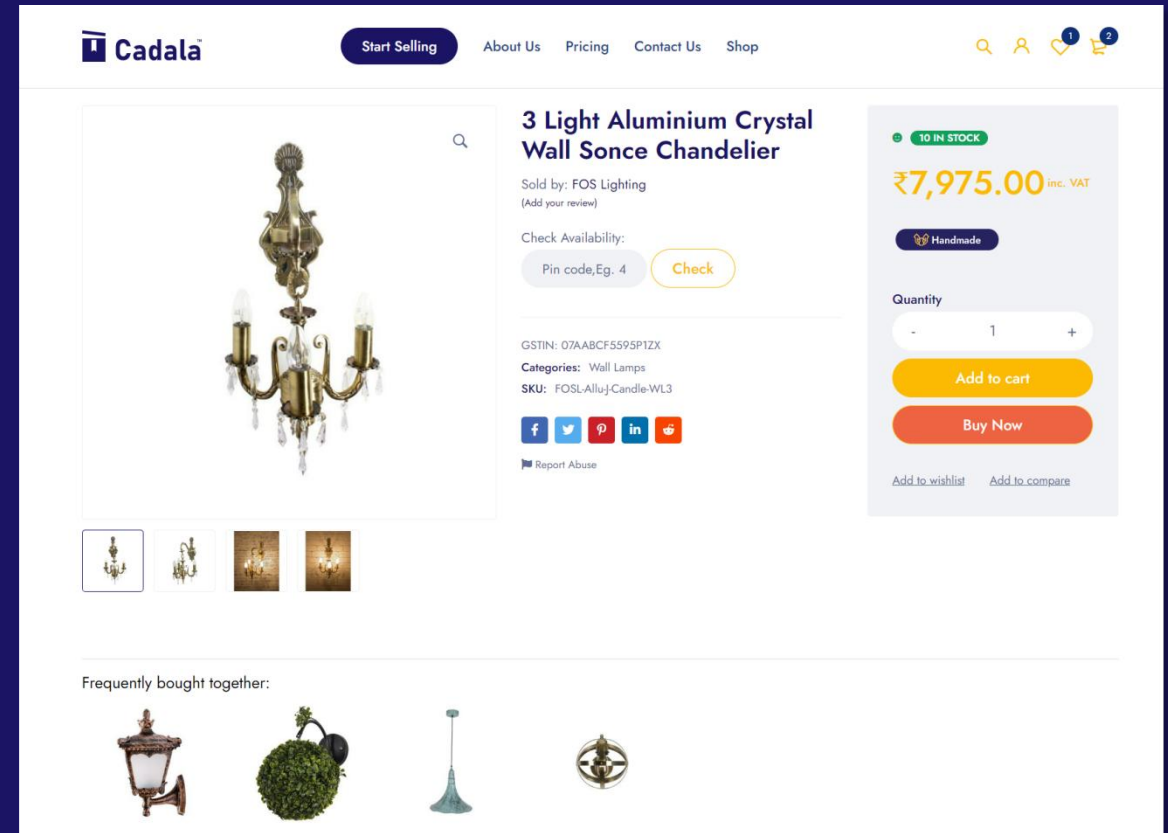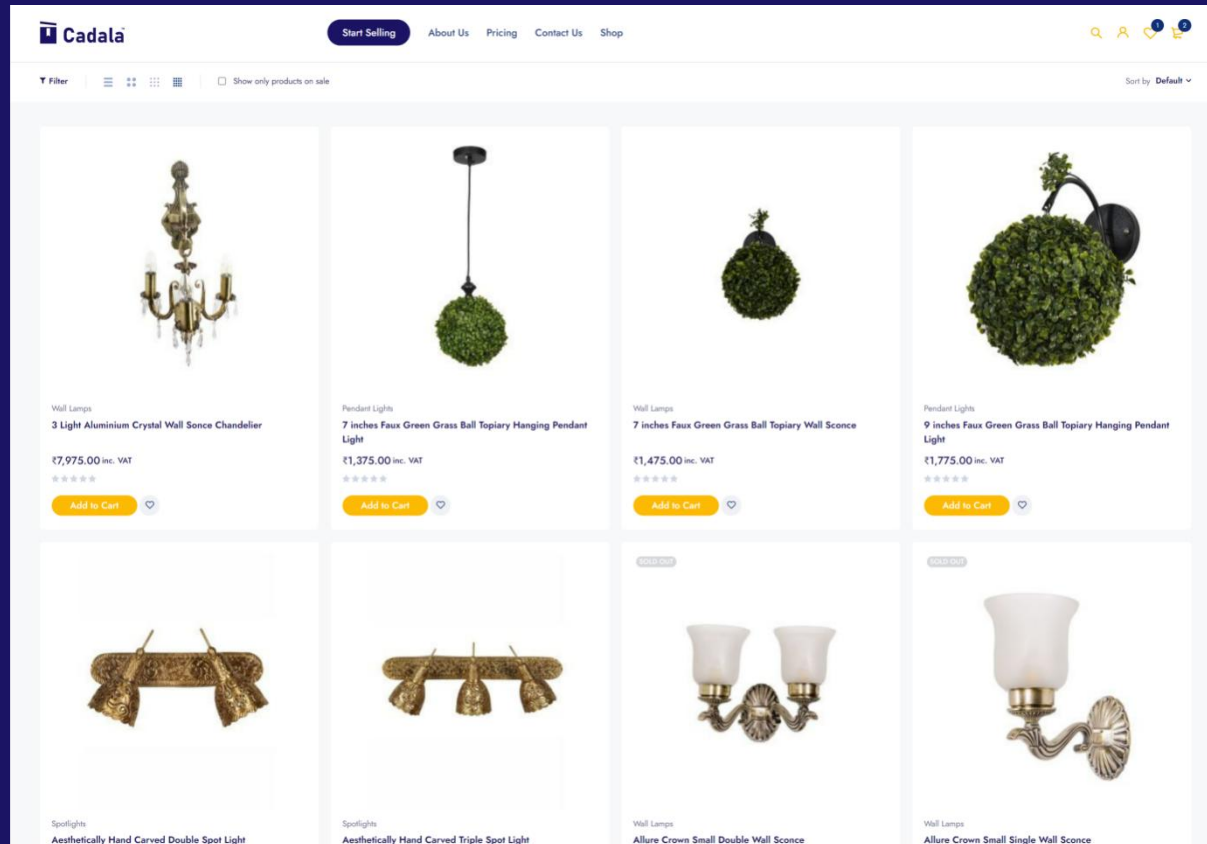
3 Could you tell me a bit more about the inspiration behind Cadala and how it took off?
When I started to monitor AliExpress prices for a single piece product at wholesale value, I found that it cost around $52. Whereas the same product in retail in India cost only around ₹2,000. That's when I realised that there is a huge potential for a market website that can actually enable drop shipping capacities across the whole world from India.

4 In what form does the venture exist as of now? And where is it headed in the next few years?
We are currently in the stage of seller acquisition for our platform. After that, product listing would begin and then, we can begin opening up to buyer accounts as well. That would initiate the cycle of purchase and delivery. It is currently in the form of a website with a mobile application also on the way.

cadala.in

MINIMUM VIABLE PRODUCT

The MVP was built on WordPress.

PROJECT

NAME

The idea was to come up with a name that is simple and easy for common people to say and remember. Kada in Malayalam means shop. Kadala in Malayalam means chickpeas. We wanted to make shops as versatile as chickpeas, a legume used to make sweet and savoury treats! We stylized the name by turning the "K" to "C".

IDENTITY DESIGN

The logo had to convey trust and excitement at the same time to customers. The icon was inspired from gift boxes, that bring so much excitement for opening and exploring. The complimenting sans serif text radiates strength and trust.

UX RESEARCH

The users of the app are sellers (manufacturers), B2B customers and and B2C customers. 95% of the manufacturers we interviewed had no modern means to sell their products online than online directories. Platforms like Amazon and Flipkart are not suitable for their businesses as these are B2C solutions.

The main problem users faced are with inventory and managing, they can't afford to sell products in smaller quantities due to their technological constraints and feasibility issues.

On the other hand, users need a supply chain with flexibility. The constraints take business from India - a manufacturing hub to more flexible competitor, China.

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Danielle Gonzalez Inc.

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PROJECT OVERVIEW

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SCOPE

Identity Design.

CATEGORY

Personal Brand

PROBLEM

To design a monogram that represents the client appropriately in the domains of finance and guidance.

SOLUTION

Symetric geometric shapes bring a very pleasing aesthetic harmony , a hexagon was chosen as the frame of the monogram. Serif typefaces provide a sense of antiquity and trust - two feeling the logo should evoke.

CLIENT

Danielle Farrakhan (maiden name Danielle Gonzalez) is an entrepreneur. She is an author in finance and also runs many brands of her own.

RESPONSIBILITIES

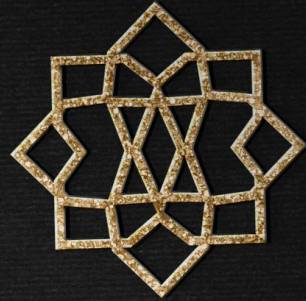Logo Design

DELIVERABLES

Vector Logo

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PROJECT OVERVIEW

SCOPE

Identity Design.

CATEGORY

Personal Brand

PROBLEM

To design a logo that represents the client appropriately in the domains of luxury, textiles and apparels.

SOLUTION

The influence of the symbol is Persian/Islamic geometric patterns. The symbol reflects the imperfections of handmade clothing but provides a posh feel at the same time. The typeface and color brings the feel of premiumness and seriousness.

CLIENT

Surabhi Collections is a boutique textile and apparel shop. They have been in business since 1996 and the shop is upgrading, the focus is now on natural fabric apparels and luxury textiles.

RESPONSIBILITIES

Logo Design

DELIVERABLES

Vector Logo

IDENTITY DESIGN PROCESS

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Empathize

Empathizing with the brand and their users through research and using tools such as personas.

Define

Defining the exact needs of the brands and users. Tools such as brand house is used when needed to clearly define the brand.

Ideate

With the information at hand and requirements, new ideas are generated and few best options are sorted.

Finalize

The options are sent to the client for choice and feedback. Any revisions needed are handled. Brand guidelines are defined and the project is finalized.

UX DESIGN PROCESS

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Empathize

Define

Ideate

Prototype

Test

Empathizing with the brand and their users through research and using tools such as personas.

Defining the exact needs of users after. Tools such as problem statements, user story etc.

With the information at hand and requirements, new ideas are generated by wireframing.

The wireframes are prototyped. Usability study is conducted and improvements are made. The finalized Lo-Fi prototype is converted to Hi-Fi by adding content & media.

The finalized Hi-Fi prototype is tested again for usability. Accesibility and ease of use is analyzed. Design is iterated based on insights. Design is finalized and handed for development.

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Thank You!

Let's talk!

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