

EMPATHY DESIGN

EMPATHY | CARE | TECHNOLOGY

ABOUT US

COMPANY

Brand **SMART NIRVANA** was born with the sole purpose of employing **Empathy Design Principals** of *Stanford D. School's* **Design Thinking** to product and services to assist in **Better Design Practices**.

With the leadership's 50+ years of cumulative experience in user study, experience & product design, universal age responsive design the team is well poised to revolutionize the design facet of any company.

Our **Outlook** and **Goal** is to identify, define and design **Product & Solutions** based on the "Core principal of Empathy" for key stakeholders.



#startupindia
Certified

Trained

Design

Team

















THE **TEAM**

MANAGEMENT

Diya Sur
Founder & CEO
20+ years into user study & product design. Certified in Design

Thinking from Stanford & Digital customer experience from Google. Global Award winner in Inclusive/Universal design principals. Usability, Design Thinking and Accessibility evangelist - Innovation strategist at Oracle, preceded by Capgemini, Satyam and Lintas. Healthcare evangelist and Public health professional from John Hopkins(online)

Aniruddha SurDelivery & Operations

Most part of a 20+ years career into Service delivery, design. Transitioned and successfully delivered Patient Support projects for global pharma majors along with Remote Patient Monitoring, Pharmacovigilance and Regulatory. Selected as core team for prestigious government projects of Parliament museum, Indian Museum

SERVICE LANDSCAPE

WEB & CREATIVE SERVICES

- Encompassing Branding & Logos
- Web Design & Development
- Marketing Collaterals

PRODUCT SOLUTIONS & DEMOS

designing product concepts, visualization, prototypes, UI design and development for companies like HSBC, Oracle

E-LEARNING CONTENT

Responsive technology coupled with high end instructional design provides the required edge for engaging learning



Provide services that enable clients to effectively meet stringent requirements across diverse requirements



Manage end to end design process

HOW WE IDEATE & IMPLEMENT - DESIGN THINKING

Innovation by Smart Nirvana

Problem Area

We observe and document the different real-life situations in any typical ecosystem in order to develop the Need Statement. create a "thick description" of real-world behaviors. This paves the way to 'Identify Needs', 'Problem Areas' and all the stakeholders related to it.

We do extensive User study of the eco system, Empathize (as per Stanford D-School Design Thinking Methodology) with the stakeholders around the problem area/needs, create definite scenarios and personas to 'Deep' understand them and Define.

Ideate

Prototype

Once the problem area and the stakeholders and defined, we ideate the solution keeping the core value of Empathy. We Implement the defined, ideated, empathized solution to bring delight to all products and services.



OUR END GAME

Innovation by Smart Nirvana

DESIGN —— design thinking



individuals



products







experiences



We abide by Stanford D School Design Thinking methodology of Empathize – Design – Ideate – Prototype – Test which produces designs with a strong user and trending market perspective. This helps us to blend seamlessly business needs and user need for greater customer satisfaction and delight.

There is this saying that creativity is mess — "we say not true. It's an Organized Deadline oriented mess". None are experts in this world — everyone is in constant learning mode as we also think ourselves to be. We are forever learning new methods and technologies to create, innovate and design and that's how we grow and keep up with time.



DESIGN THINKING

This is how it all starts – persona, mood boards, design strategy



Leslie

Director, Patient Access and Advocacy Versatile marketing professional with ten years of experience in the pharmaceutical industry, managing patient education,

Leste, age 36, is engaged. She was born in the U.S. where she received her B.A. in psychology. She never to Japan to earn her MBA, and after graduation accepted a position with a Tokyo-based. Pharma company White working on the Patient Advances program in his tast jab, a finally purso-call. saved a lovely diabetic patient's We-this motivated Leslie to work in patient engagement.

adherence and access programs

How existing with my current rate inside this large Pharma, but eventually I want to be a consultant where I fee! I could see things more broadly and not be so managed by the drug sale numbers.

My work has one on the road at least half of the time. For row, I love all of the travel i'm required to do accurd Asia. Rather then returning to Tokyo after business is singled by , I'll often day for the week-ord and toky in the sight. This regist charge when I selfut down.

To se various industry reference sites, but my most valuable information comes from networking. I follow some key companies, registrations, and people on Twitte, and belong to a few industry Linke-diting rough. I have a Fessibility and control, but once it remember the fast time i linguised on, it is for much to keep up with. Instead, I use my phone to send texts and photos to my thends.

On sind of a godget junkle. The get my smart phone, laptop, and just get a new Kindle Fire for my birthday if feel like I'm always synching, and downtoadles, and uploading I can't well for the day when all of this power can be condensed into one or two simple devices that manage themselves and let me. focus on doing what I do best!

- Strategic planning and creation of patient advocacy programs
 Conducting patient advocacy comparisms
 Managed Care in the term of nurse calls for patients as part of the advocacy program

Isolate years to work with clean, evidence-based, analyzed patient data to help better understand patient engagement. Better vend or management will allow her to source patient data when she needs it. Less sees standardized, and constructing individual patient fluckflord gold an across sources as fundamental to the accuracy of her reporting, which directly impacts her ability to confidently plan and create her programs.

"I combine my psychology background with life sciences, which can help change patients' lives."

From My Perspective:



Technology is changing so quickly! The downside of that is that I am constantly hering to update the various given I had around with me, but this into the field is not only fain, the upside is that valuable general industry information to pushed to me but it helps me get a better we my bysiness-sociel networks. If only defing access to date for my day-to-day work was so seamess-hopefully one day!

Staying for the weekend after a

Professional Goals and Challenges
Goals: To work on a more direct process for managing patient data and change the Pharma industry attitude loward a more patient centric marketing approach.

Challenges: There is a dependency on ventiors who help collecting and collating patient data from differant surveys and outcome studies. It's trustrating that most of the time the data is inaccurate or not timely it's difficult making key marketing decisions on the cost-effectiveness and use of resources without this



LOGOS

Creating identity for your start-up, or revamping your identity aligned to the current market scenario





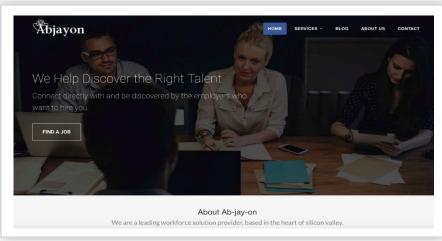




WEBSITES

Couple of our latest projects





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SOFTWARE PRODUCT MPE/ PRODUCT DEMO

Couple of our latest projects







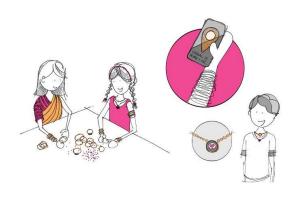
https://www.youtube.com/watch?v=7XNUp9SNOa0&t=1s

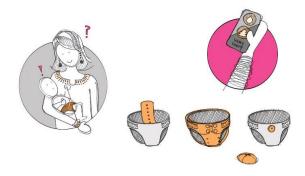
WEARABLE AND ROBOTICS DESIGNS – KIDS IOT WEARABLES





Project(in partnership wi th Trail Studio US) was to design useful wearables f or kid safety(IOT bangles) , health(IOT diaper)





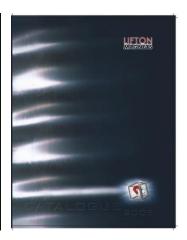
ELEARNING CONTENT DEVELOPMENT

Brochures, Fliers, Posters, Leaflets & more













ELEARNING CONTENT DEVELOPMENT

Building engaging content for multiple subjects



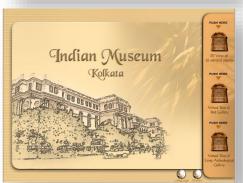


<u>View Demo</u> View Demo

END TO END 3D

Modelling, Texturing, Rigging, Animation, Lighting & Rendering













THANK YOU

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