



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.

SMART NIRVANA



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)

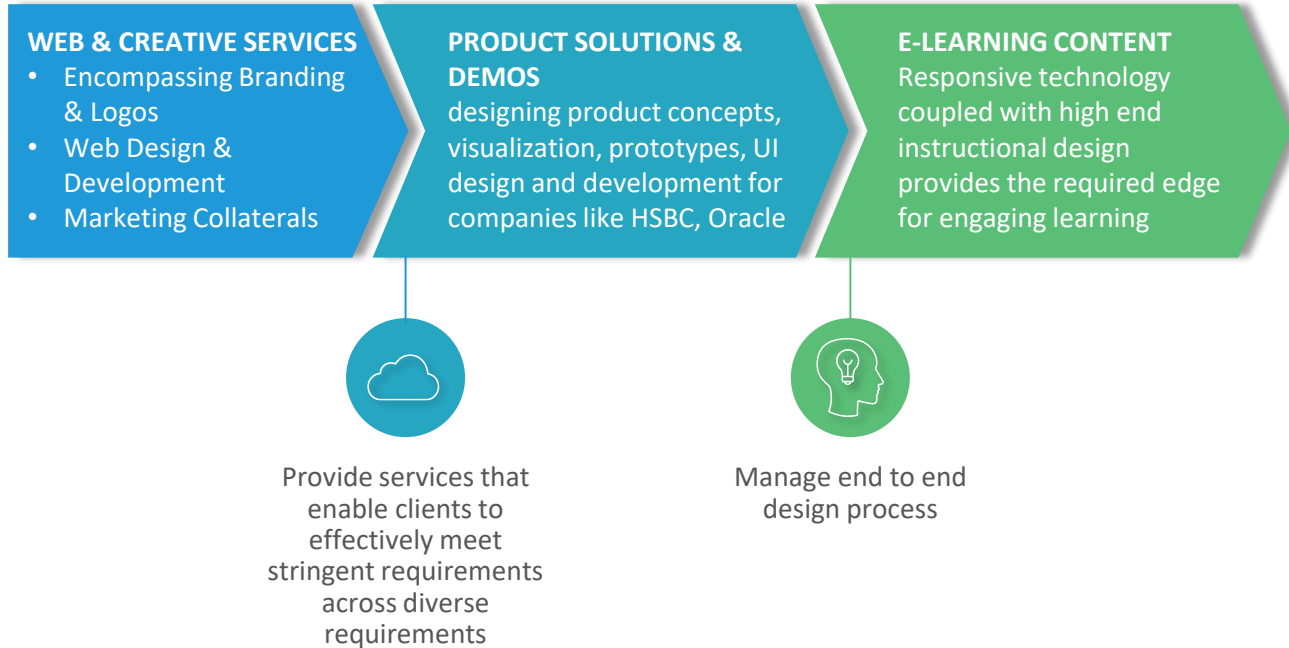


Aniruddha Sur

Delivery & 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



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



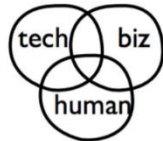
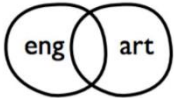
teams



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.

The background of the entire page is a dark, moody photograph of two apples. The apple on the left is a deep red, and the one on the right is a dark green. Both apples have been artistically modified to have realistic human-like facial features, including large, detailed ears and a pair of dark, reflective sunglasses. The apples are positioned behind a white rectangular frame that contains the main text.

Portfolio

SELECTIVE WORK

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



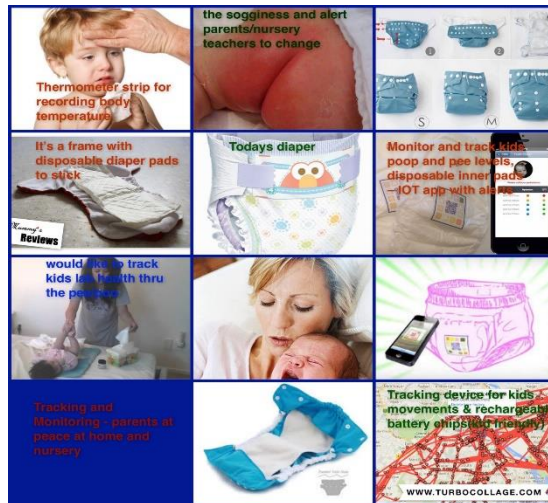
Leslie wants to work with clean, evidence-based, analyzed patient data to help better understand patient engagement. Better vendor management will allow her to source patient data when she needs it. Leslie sees standardized, and consistent individual patient tracking data across sources as fundamental 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."

A collage of three images. The left image shows a laptop on a black chair in a workshop with various tools and materials on the wall. The middle image shows a person in a red shirt standing behind a market stall. The right image shows a person in a red shirt standing behind a market stall.

Technology is changing so quickly! The downside of that is that I am constantly having to update the various gear I haul around with me, but the upside is that valuable general industry information is pushed to me via my business-social networks. It's only getting access to data for my day-to-day work that so seamlessly-became one deal!

Challenges: There is a dependency on vendors who help collecting and collating patient data from different surveys and outcome studies. It's frustrating 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 information.



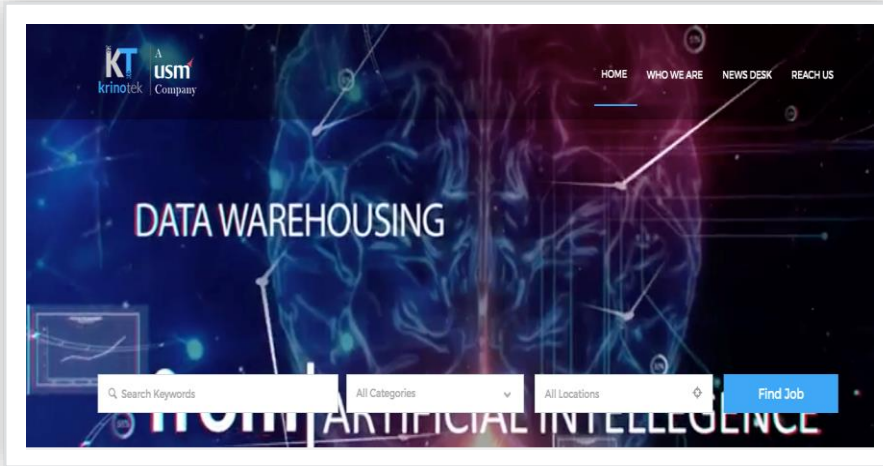
LOGOS

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

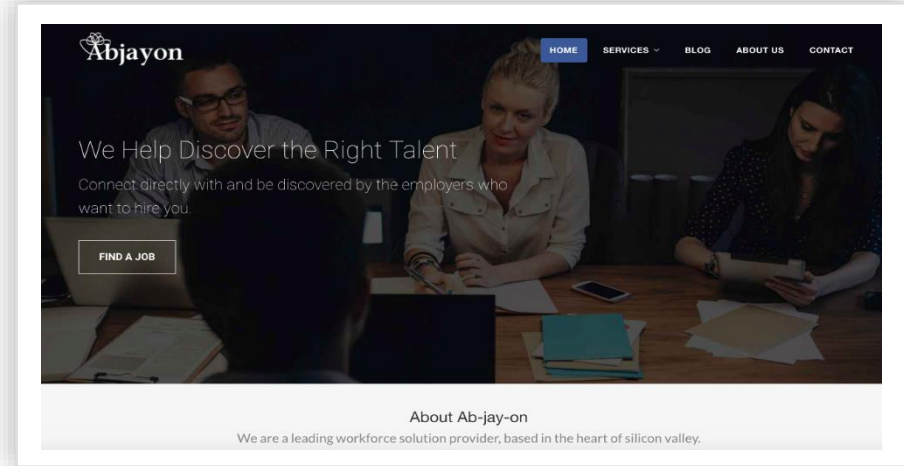


WEBSITES

Couple of our latest projects



[visit site](#)

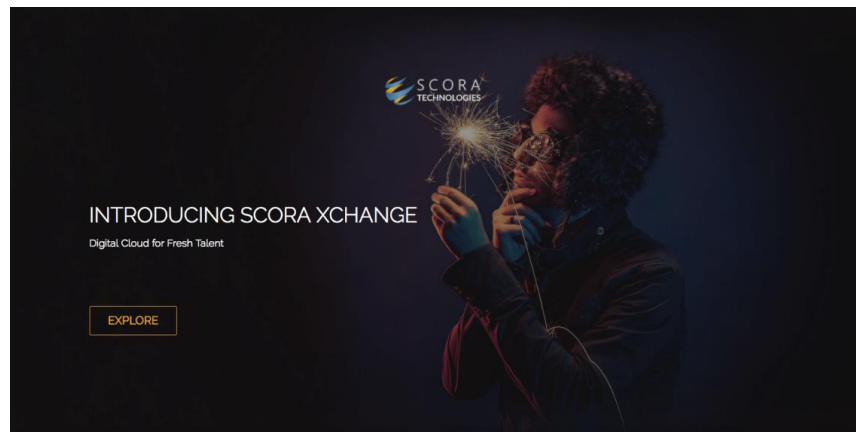


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SMART NIRVANA

WEBSITES

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SMART NIRVANA

SOFTWARE PRODUCT MPE/ PRODUCT DEMO

Couple of our latest projects

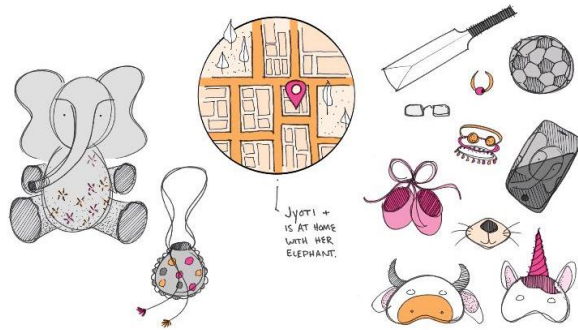


<https://marvelapp.com/3c6b7f1>

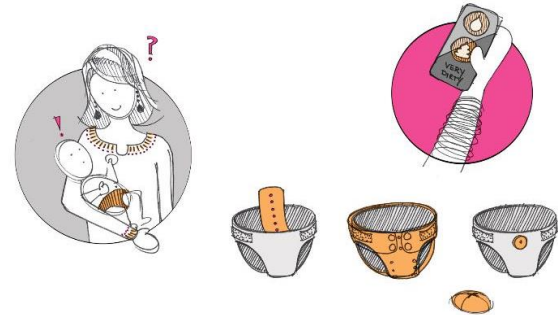
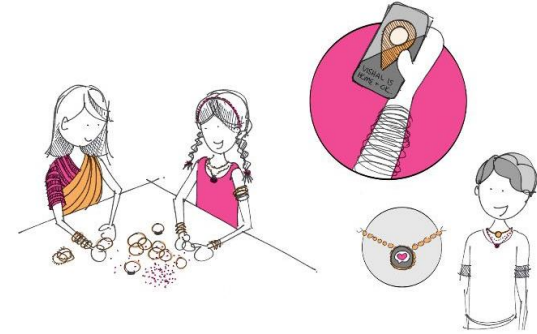


<https://www.youtube.com/watch?v=7XNU9SNOa0&t=1s>

WEARABLE AND ROBOTICS DESIGNS – KIDS IOT WEARABLES



Project (in partnership with Trail Studio US) was to design useful wearables for kid safety (IoT bangles), health (IoT diaper)



ELEARNING CONTENT DEVELOPMENT

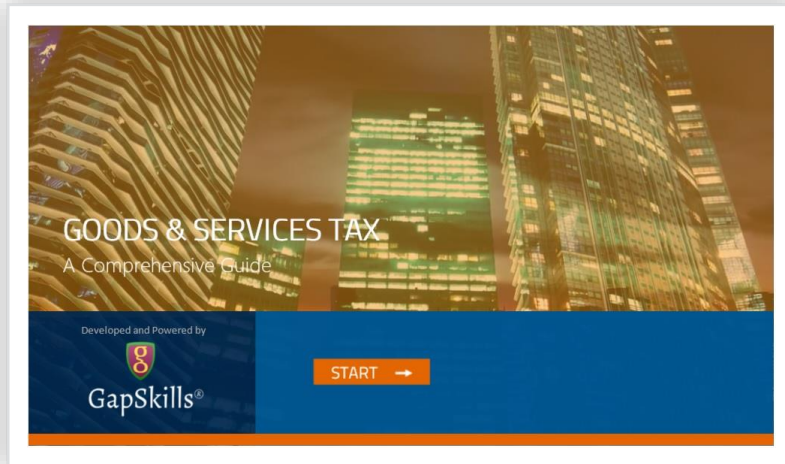
Brochures, Fliers, Posters, Leaflets & more



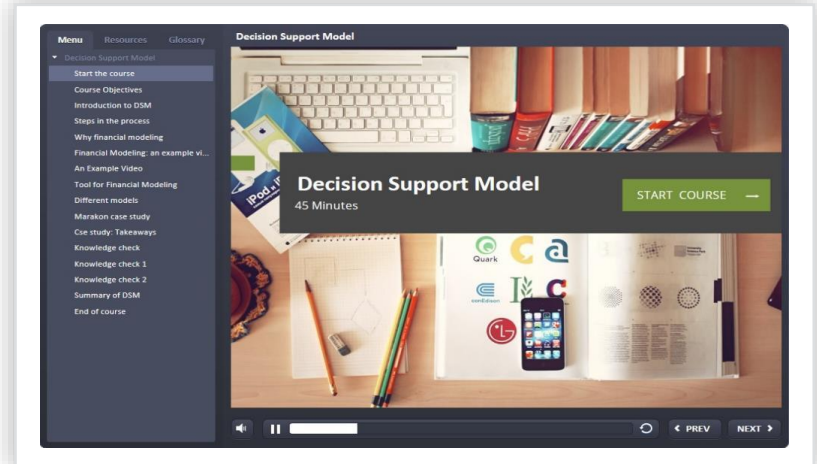
SMART NIRVANA

ELEARNING CONTENT DEVELOPMENT

Building engaging content for multiple subjects



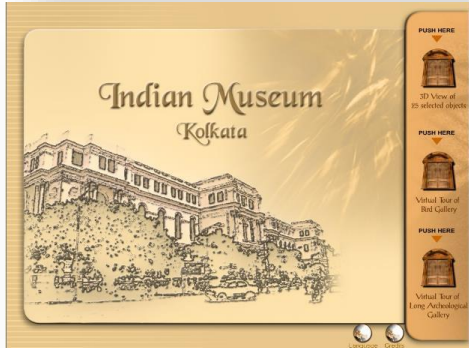
[View Demo](#)



[View Demo](#)

END TO END 3D

Modelling, Texturing, Rigging, Animation, Lighting & Rendering



SMART NIRVANA



THANK YOU



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