# MY 127 DAYS

Intelligent Driving
Experience Center

User Interaction Design Intern

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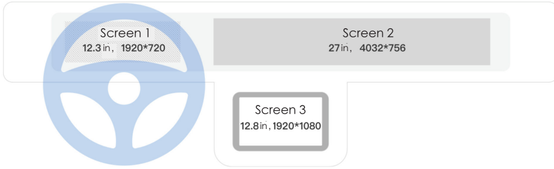
# APPLICATION PROCESS



In around January, I decided that I want to do an internship in China. It took me more than a month to organize my design works and publish my portfolio website. I start applying for opportunities in March.

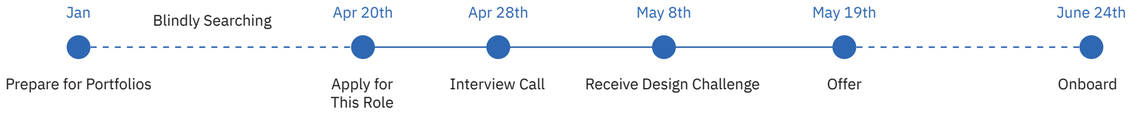
As a DFI student, I don't want to design just for apps, but explore the possibilities of multi-channels interaction.

It wasn't very clear at first what industry could fit my interests. After a month of searching for opportunities and attending interviews, it came to me that designing for the experiences in vehicles can best fit my expectations. So I applied for the position of UX designer at the Intelligent Driving Center of Baidu.




## The Design Challenge I Took

The employer first interviewed me via phone call on 28th April. Later in May, I received a design challenge to design for the triple screens in the cockpit. On 20th May, two weeks after completing the design challenge and by the time I was just landed in China, I was noticed that I got the offer.



# COMPANY PROFILE



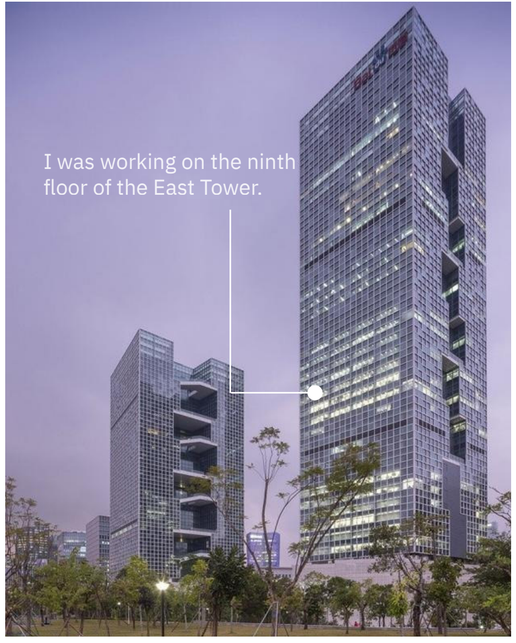
Baidu, Inc., simply known as Baidu and incorporated on January 18, 2000, is a Chinese web services company headquartered in the Baidu Campus in Haidian District, Beijing, People's Republic of China.

Baidu offers many services, including a Chinese search engine for websites, audio files, and images. Baidu offers 57 search and community services including Baidu Baike, an online collaboratively-built encyclopedia, and a searchable keyword-based discussion forum.

**Mission：Make the complicated world simpler through technology.**

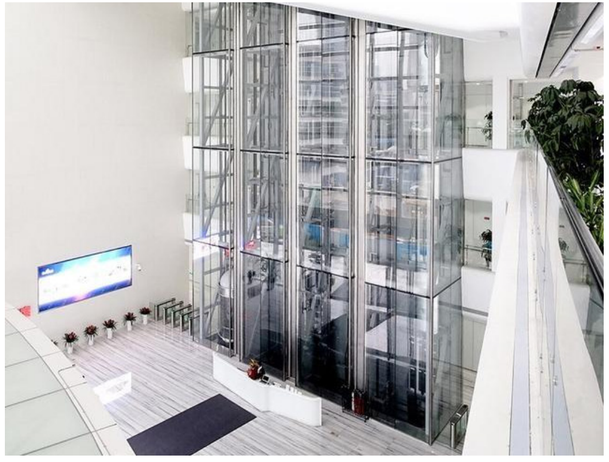
**Vision: To be a top global technology company which best understands users' needs and enables their growth.**


My Badge




Baidu Shenzhen International Buildings

In recent years, Baidu has accelerated the pace its transformation to a technology company, relying on its technology background in the AI field to open up the Internet of Vehicles business. In Shenzhen, Baidu has two buildings, mainly responsible for Baidu's Internet of Vehicles business.



The Interior of the Building

Intelligent Driving
Experience Center

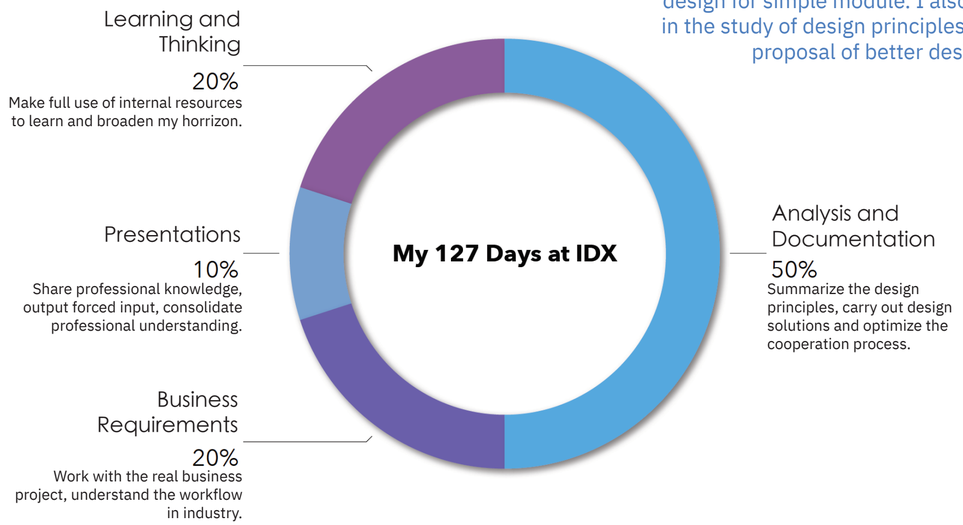
The Intelligent Driving Experience Center (IDX) where I work is responsible for the travel experience in the car, and provides automatic driving system solutions and HMI human-computer interaction platform design to domestic and foreign auto companies.

During my internship, I was involved in the project collaborating with Ford, helping them develop a localized driving system for Chinese market.

List of Some Cooperative Car Manufacturers



Here's an overview of what I have done during the internship. During this internship, I completed task flow and interaction framework design for simple module. I also participated in the study of design principles, carrying out proposal of better design solutions.

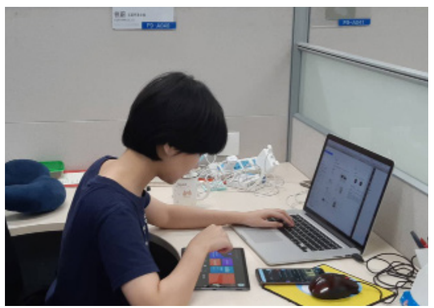



Overview of the Time Distribution

# Analysis and Documentation

## Description

In one of the tasks, I was asked to analyze the differences of media apps on different platforms and the influencing factors, and carry out redesign solutions to optimize the media apps on vehicles.



Comparing the Media Apps Across Different Devices

## Process

With reference to the user needs summarized in the "Research Report on the ideal state of car OS network music function" by IDX user research group, I compared the information granularity of common media applications on Android mobile phones and Android pads.

Then the design optimization and opportunities media applications on vehicles are explored, after which the redesign proposal of vehicle media applications is produced.



## Sample of the Final Deliverables


Comparing the Android Mobile & Android Auto



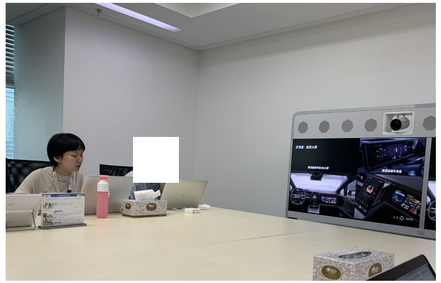
Wireframes of the Redesign Proposal

# Presentations

## Description

During the internship, I have done many presentations within the team to share my research results, experience of studying abroad,  as well as the latest trends in vehicle design.

Through these presentations, I have not only improved my expressing skills, but also consolidated the knowledge I gain.



Doing a Presentation about Beijing International Automotive Exhibition


Presentation about Metaphors in Design


Introduction of the Smart Cockpit in the Automotive Exhibition


Highlights of Beijing International Automotive Exhibition



# Business Requirements

## Description

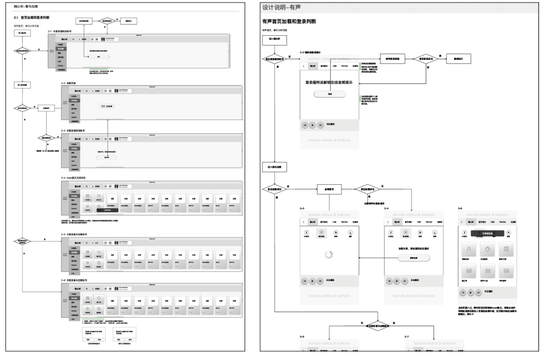
I was also asked to update the design of workflow for some functional modules on vehicles, including the VIP system of media player and the face ID recognition module. I was also responsible for adapted the interface design to different sizes of screens.

When the programmers finished developing these functions, I conducted a walkthrough on the real machine to check whether the function works well or not.

Conducting Walkthrough on the Machine

## Sample of the Deliverables

There are different screen sizes in the vehicles, so we need to adjust the design accordingly.



Wireframes of Media Player Module

## Design for Mobile vs Automotive

The UX design for vehicles differs from that on mobile phones in terms of the screen size, device characteristics, and the user scenarios.

However, media applications on mobile phones have taken richer scenarios into account than that on vehicles do, making them good examples for designing for vehicles. We can optimize the design on vehicles with reference to mobile apps, while taking the hardware differences into account.

## The Working Process

The design process in the Internet of Vehicles is different from other Internet designs. The life cycle is much longer and it needs to solve the engineering problem of how to collaborate better and more efficiently.

Standardization of work processes and methods in the operation process can improve efficiency and reduce the probability of errors.



## What I Gained...

**-Start with the end, goal-oriented**
When doing thesis, start with clearly analyzing the research purpose, and end with an output that is helpful to the practice.

**-Ask for advice with an open mind**
Learn from the experience of others; broaden my mind with different thinking dimensions.

**-Closed loop verification, reflection on iteration**
Think about ways to improve what I didn’t do well, and verify them in practice again and again.

## What I Still Need...

**-Be more initiative**
Actively discover problems, strive for resources, and promote solutions.

**-Actively communicate**
Think hard and ask more questions, improving communication skills.


THANKS
FOR
READING