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Individual Work
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4 · C TRAVEL

Individual work
Service design & UI design

When college students travel, they often encounter many problems.
With the development of smartphone, more and more APPs about travel spring up,
however, there is no APP can provide really convenient service.

I pay attention to a integrated service based on APP.

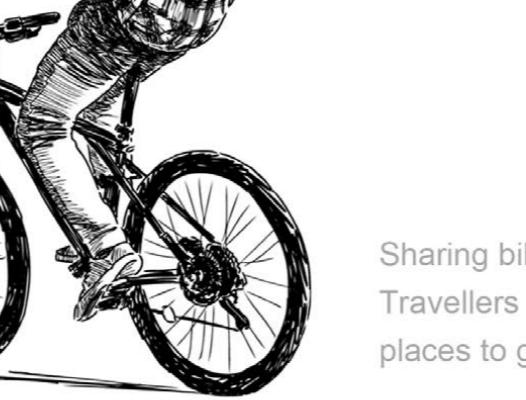
It is "4·C" APP, which stands for convenient, customized, comfortable, cheap
on account of the conception "Maas".

PROBLEM STORYBOARD

- When we college students discuss the problems about travel, I pick up some below:



Decide to make plans about a short trip, but sad to find that the airplane is too expensive, the train is too time-consuming.



Switch several APPs
And it may be dangerous.

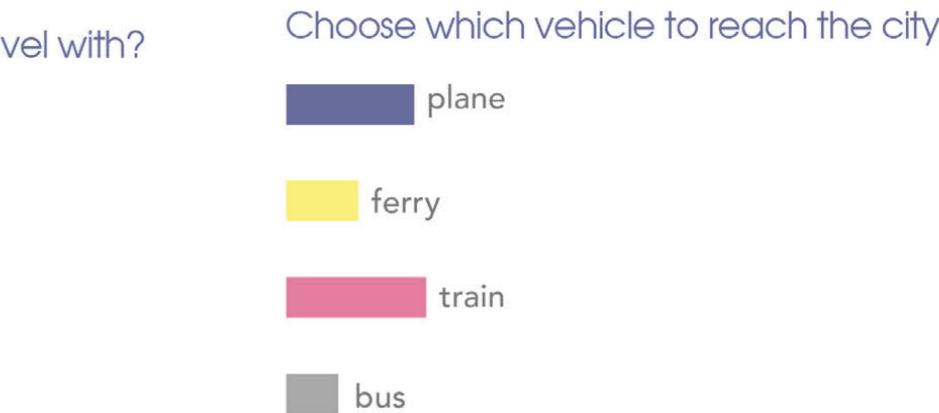
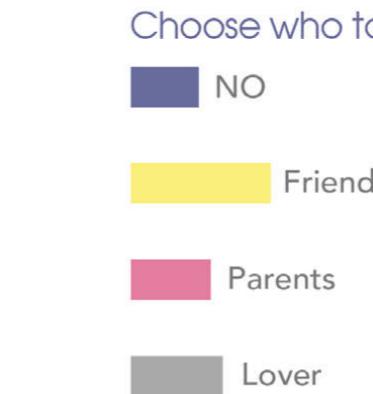
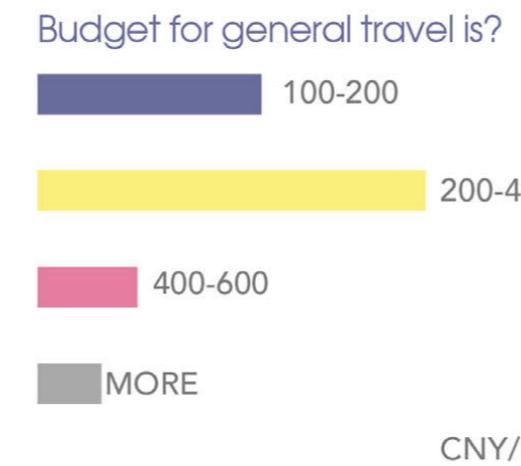


Booked the car in advance, but waited a long time.

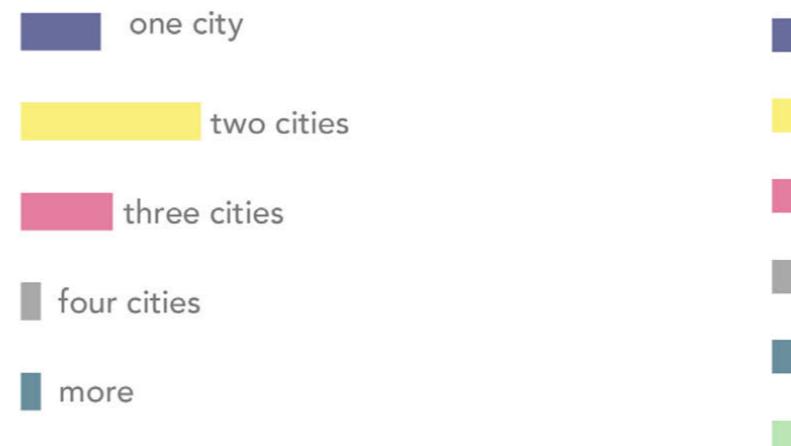


RESEARCH 1 - QUESTIONNAIRE

- Collect 200 valid questionnaires, some important questions are below:



How many cities during a general trip?



Choose which vehicle in your travel city?



CONCLUSION:

College students prefer to public transportation than taxi based on price considerations. And they are **not willing to spend a long time waiting** for the car ordered before.

PERSONA

► Based on the problems behind questionnaire, I create 3 personas:



► Key words:

graduate / take train / some scenic spots nearby Dalian,Liaoning

maybe annoyed that it hard to order train ticket when a holiday comes.

► Needs:

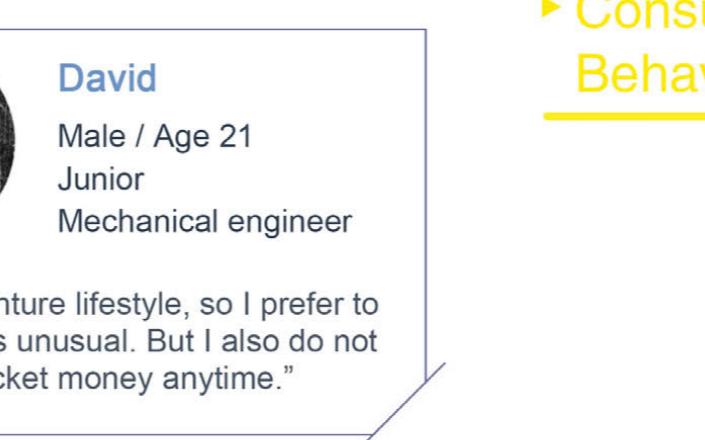
efficiency in ordering sharing



with boyfriend / give priority to subway and sharing bikes.

They must draw up detailed plan including transport,hotels,tickets before. They two may spend 2000 CNY during a three-day trip in all.

integrating public transportation less expend



logically thinking / expeditions / inconvenient paying

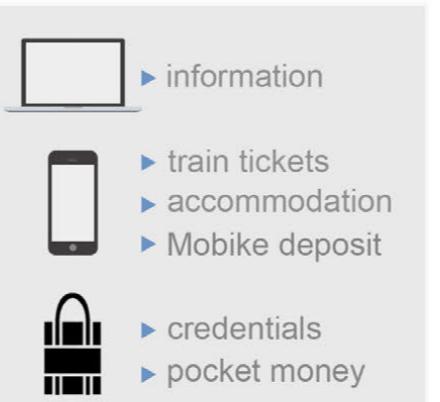
He always go to somewhere nature and aboriginal. But there are no planes or CRHs to those places. He must fly to the big city nearby and then take a coach.

smart paying
flexible transportation combined

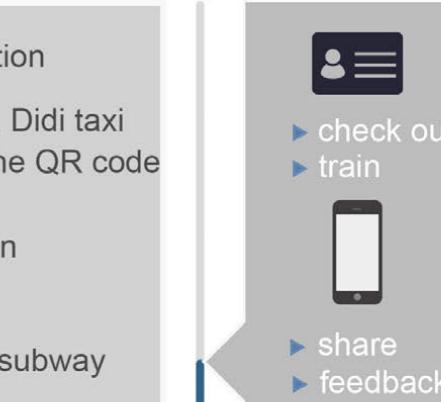
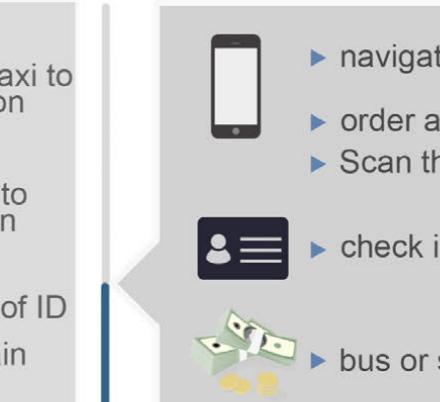
CONSUMER JOURNEY

► Consumer Behavior

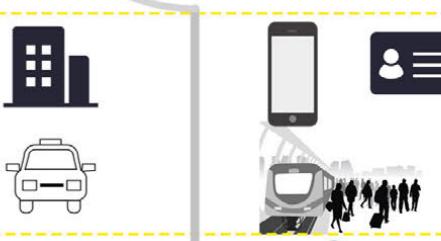
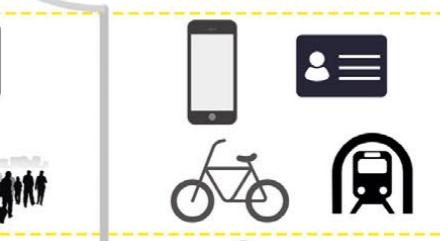
make plans



start off



► Touchpoint



► Emotion



RESEARCH 2

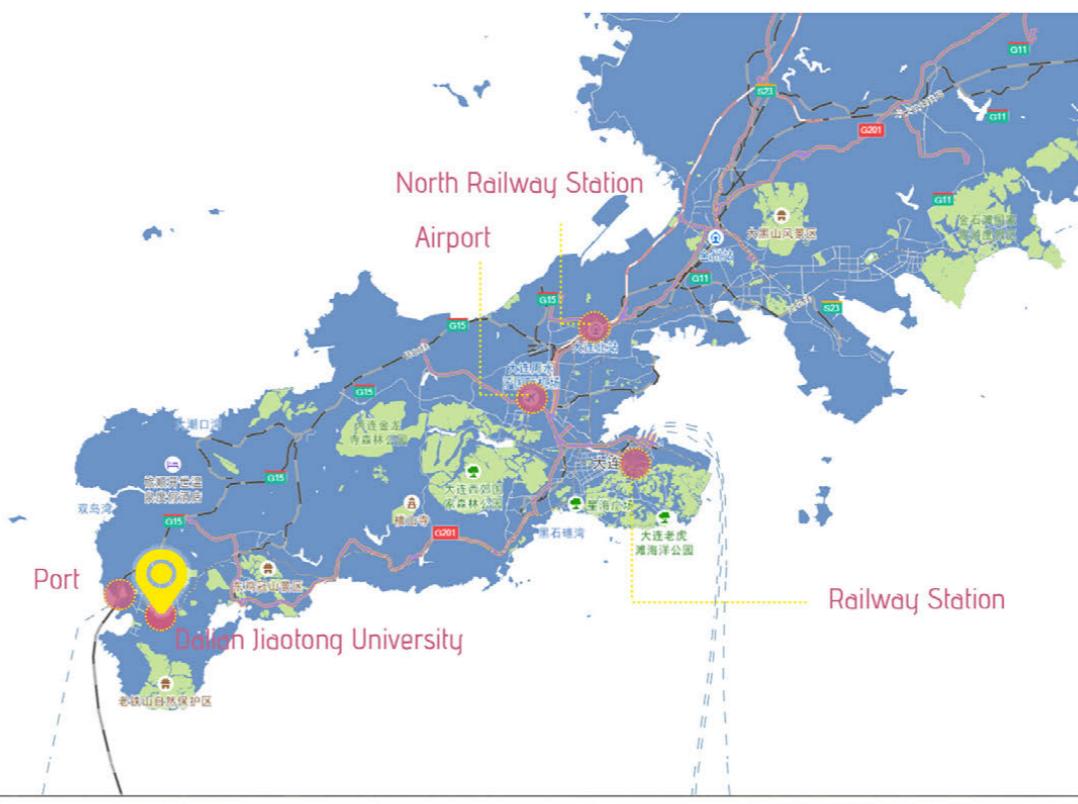
► For users' travel need, I do some research about our school's geographical location, existing transportation.

CHINA MAP



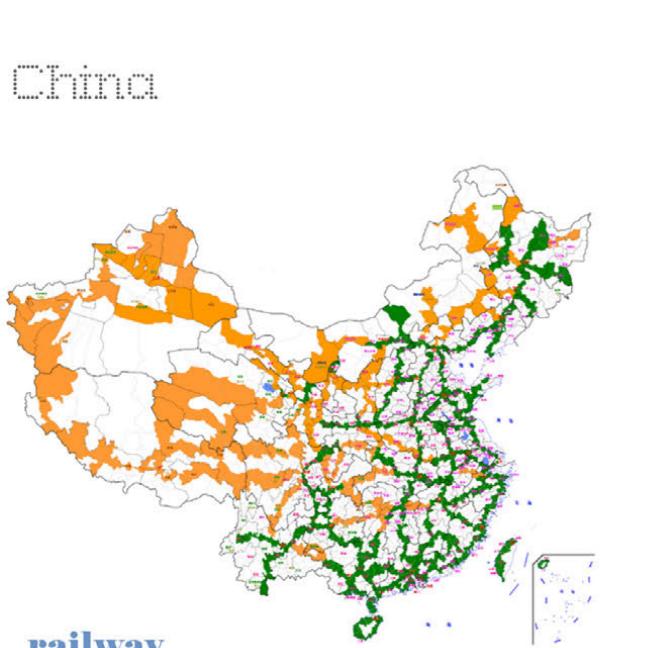
ANALYSIS 1 - POSITION ▲

DALIAN MAP



from Amap

► ANALYSIS 2 - EXISTING TRANSPORTATION

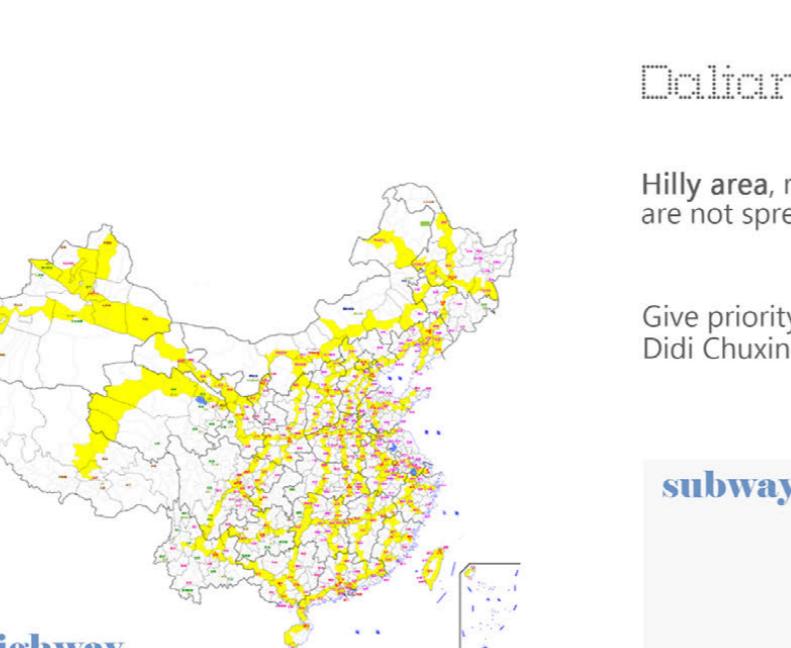


airplane

Tourist cities basically have airports.

ferry

Chinese ports are mainly concentrated in cities along the coast.

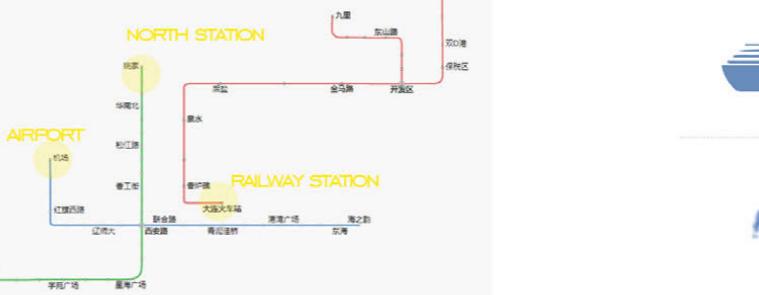


Dalian

Hilly area, rare bicycles, sharing bike like mobike and ofo are not spread around.

Give priority to public transport, then private cars, last Didi Chuxing.

subway



More than 8000 taxis, driving 300km on average everyday.

143 existing bus lines in the city, 500m of site coverage in the main city exceeded 90%.

1 BRT line, including south and north.

| existing services | tips |
|---|--|
| Third-party ticket website | many services such as trains, hotels always other services attached |
| Airline website | only individual information, but have vip day's discount |
| Independent ticket search engine | some show prices including taxes Destination fuzzy search function |
| Third-party ticket website Same as above | |
| Official app | only can buy tickets 7a.m.-11p.m. |
| Third-party ticket website Same as above | |
| Official website 中国船票网 | without app, not convience to mobile |
| Third-party ticket website Same as above | |
| China Road Transport Association Official Ticketing Partner | scan code to get on the car |
| Bus card | recharge |
| Didi Chuxing | even small town |
| Uber | first and second tier cities, but big discount |
| Mobike | GPS, can search bike in the app 2 places can be scanned |
| ofo | encourage to connect their bikes to ofo platform, then return some subsidies to users after sharing. |

SUMMARY FROM RESEARCH

► WHAT PROBLEMS DJTU STUDENTS MEET?

geographical position

the flight is affected by the weather

ticket is expensive

prefer to public transportation

wait for a long time

security check takes long time, especially airport

book different tickets through different apps

take change money to get in bus or subway

inconvenience

expensive

time-consuming

low efficiency

INSIGHTS

- How to promote the communication between students and businesses and make students' trips more convenient and efficient at the same time?

How to simply the paying process?

► **smart paying**

How to decrease the amount of expend and APPs?

► **only one integrated app**

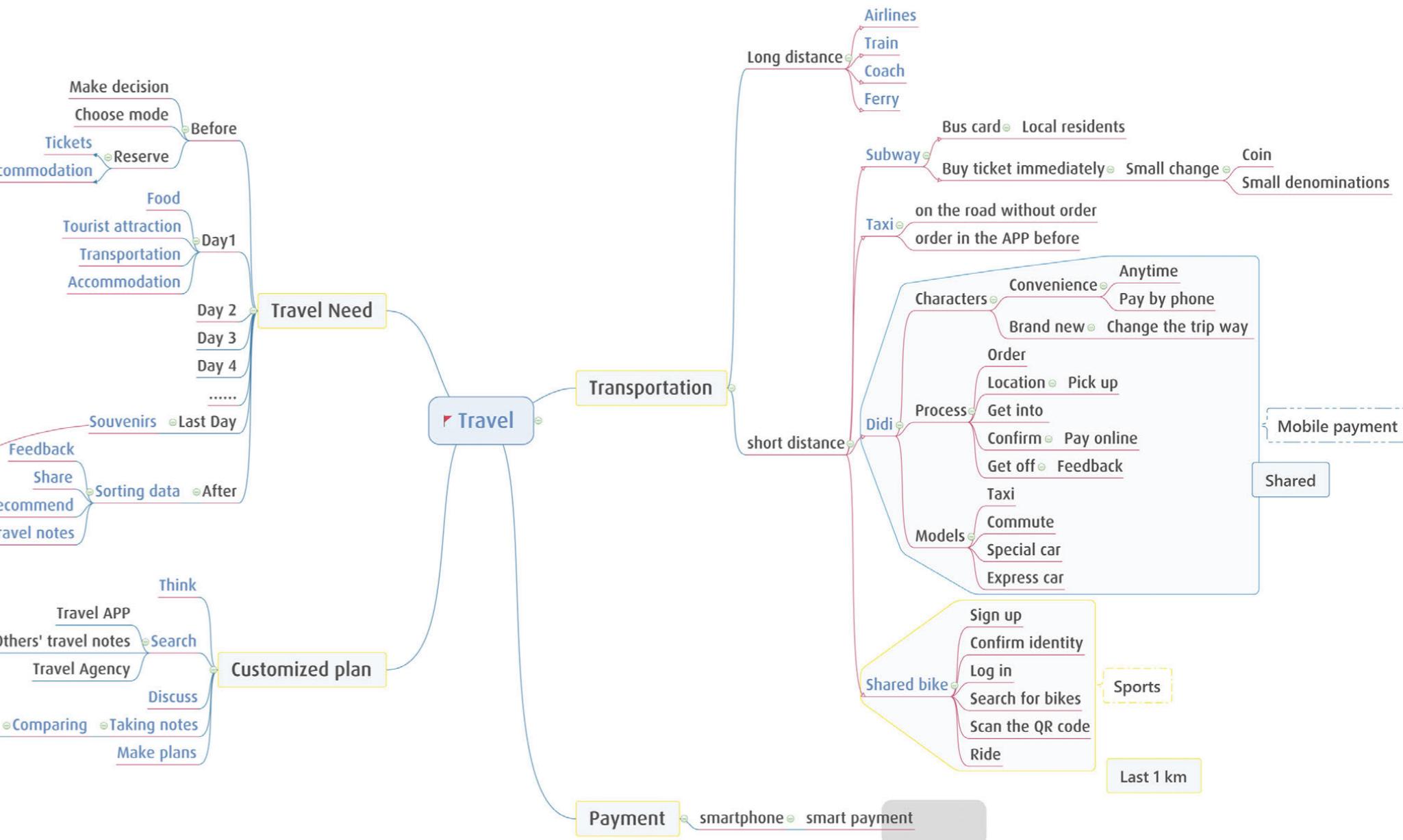
How to make the trip more convenient?

► **real-time information**

?

What if we have an integrated APP to make our travel convenient?

MIND MAP



CONCEPT

Recently, MaaS (mobility as a service) springs up from Europe. Based on problems DJTU students met in the travel, many research and analysis and MaaS, I draw out the four following keywords:

- convenient,
- customized,
- comfortable,
- cheap

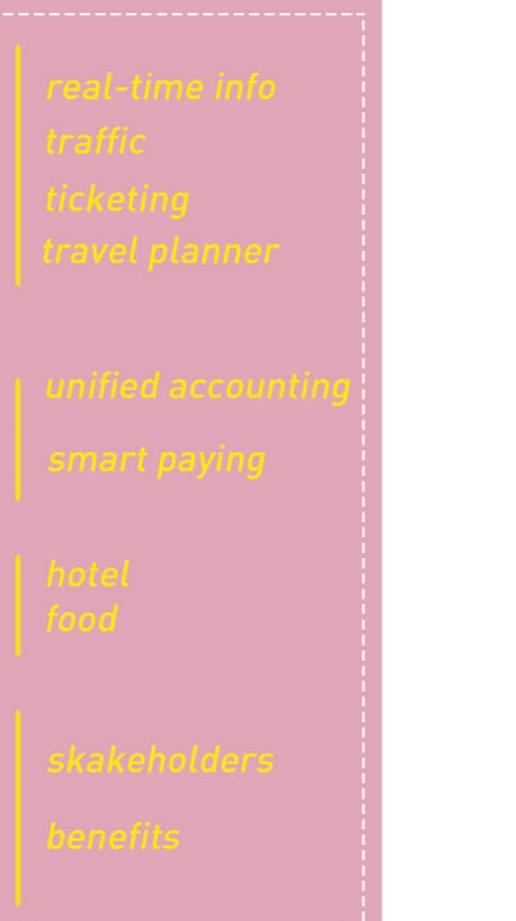
4·C is an integrated APP that combines various transportation then provides a convenient travel plan, real-time information, ticket account and smart paying, which aimed at innovative and groundbreaking service idea and design, it benefits for all stakeholders.

COLLECTION
4 · C



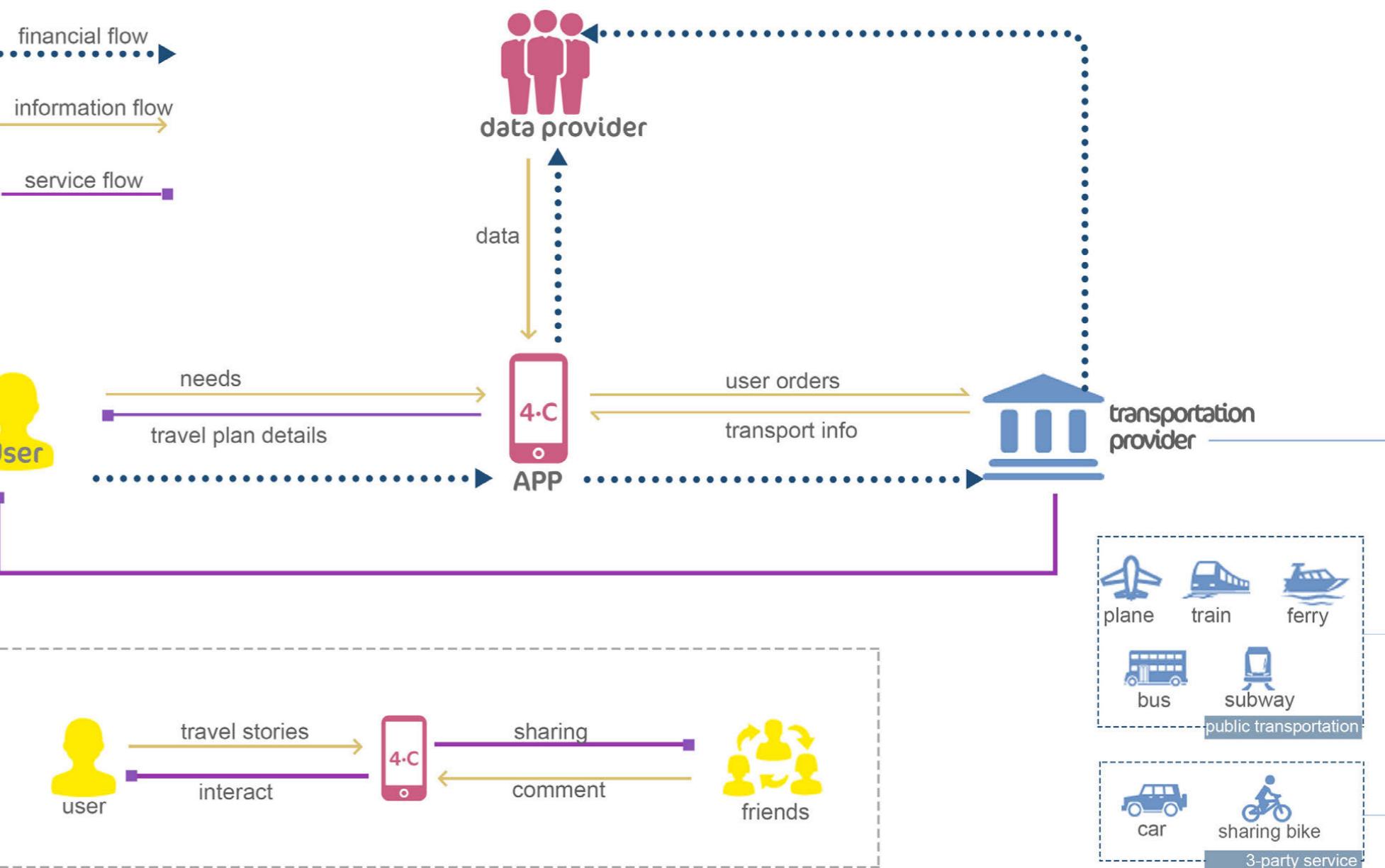
Integrated APP

CONVENIENT
CUSTOMIZED
COMFORTABLE
CHEAP

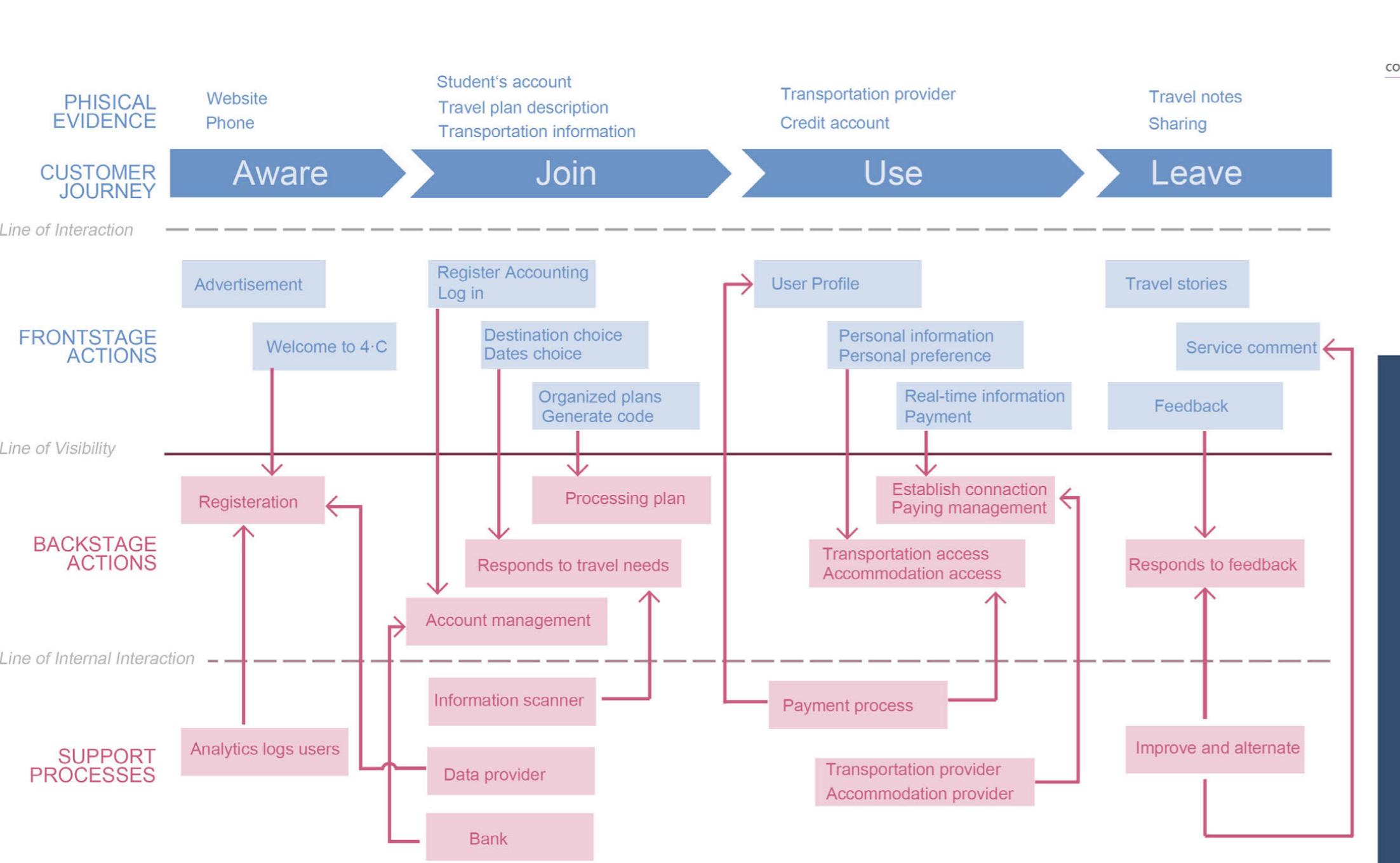


4 · C

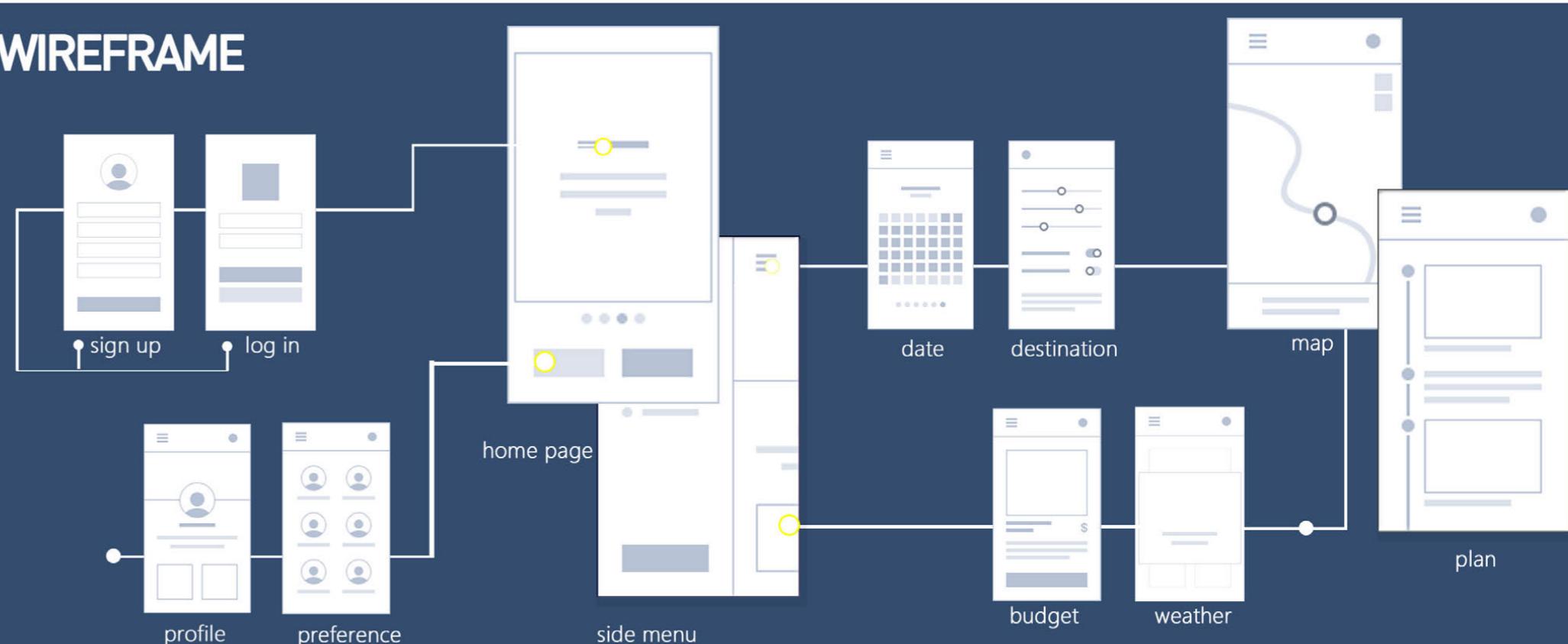
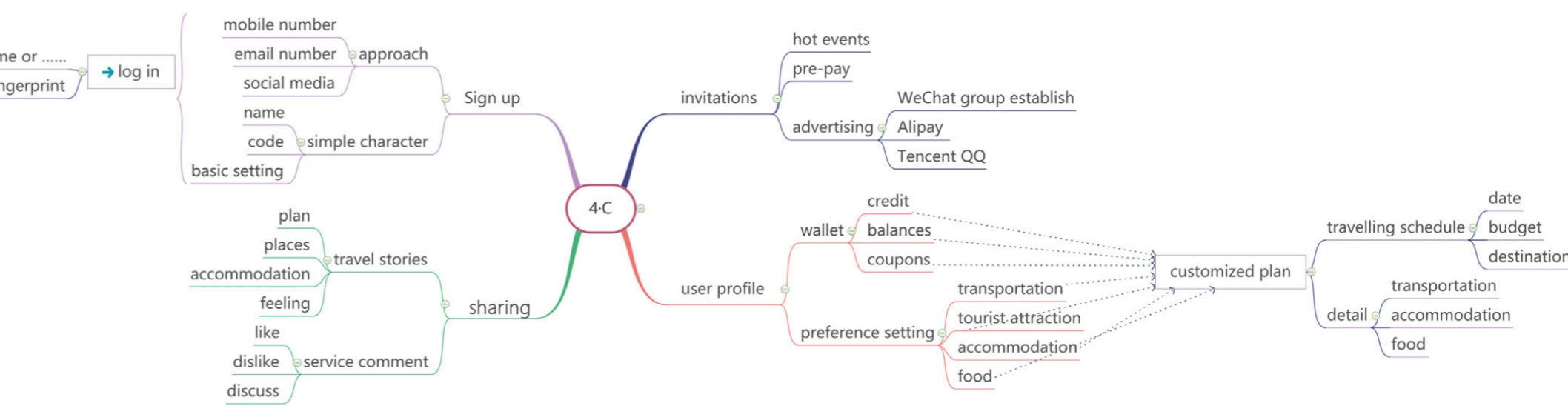
SYSTEM MAP



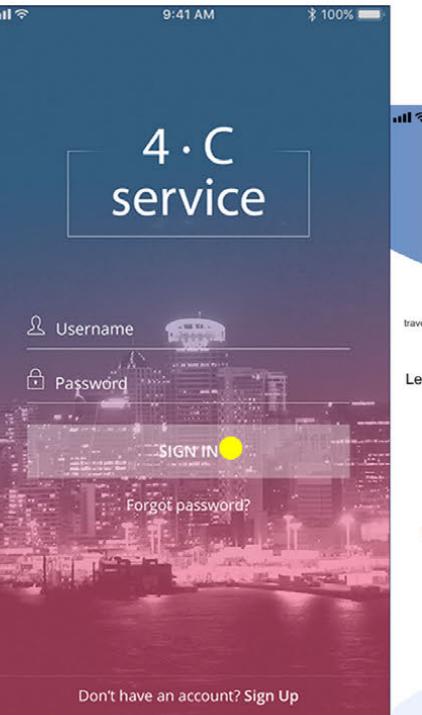
SERVICE BLUEPRINT



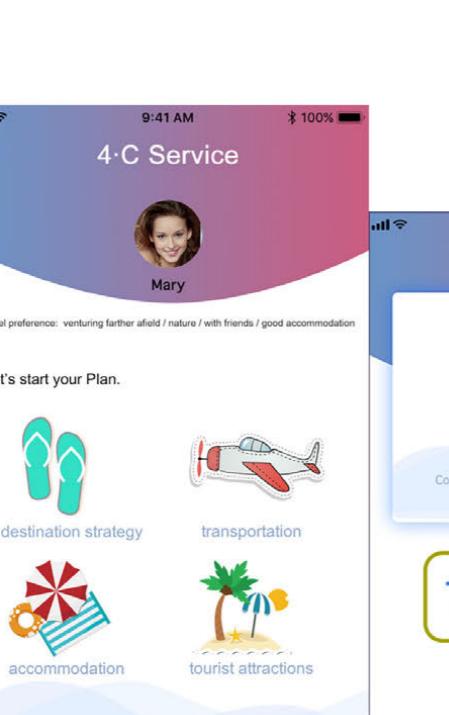
INFO ARCHITECTURE



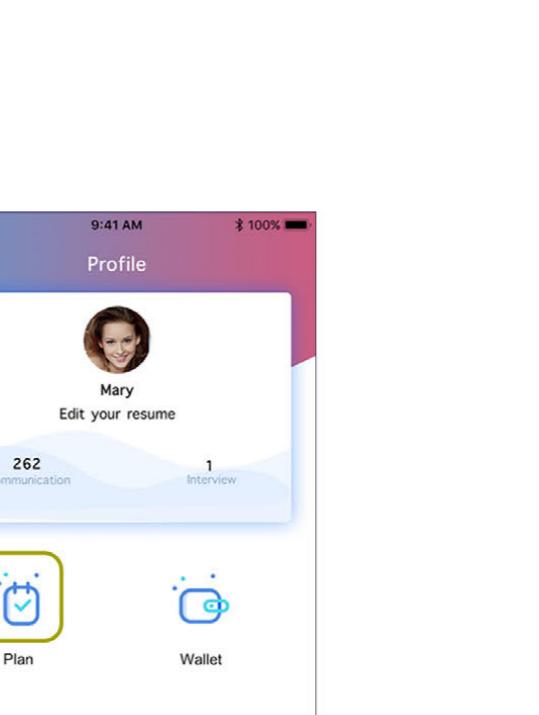
Hi-Fi DESIGN



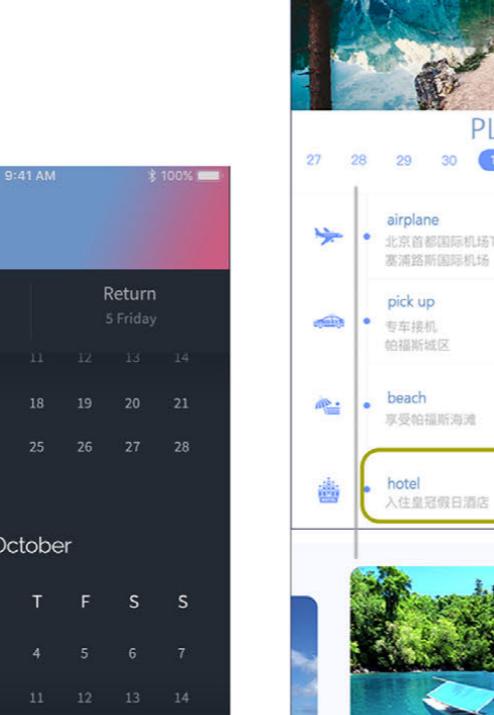
sign in



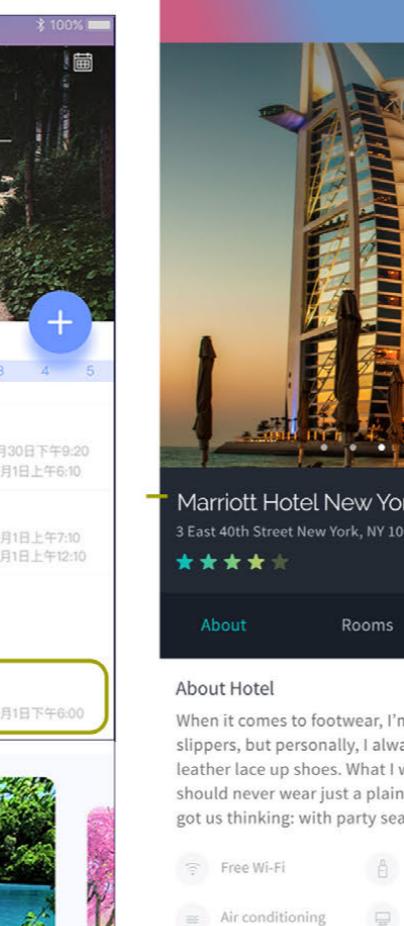
homepage



profile



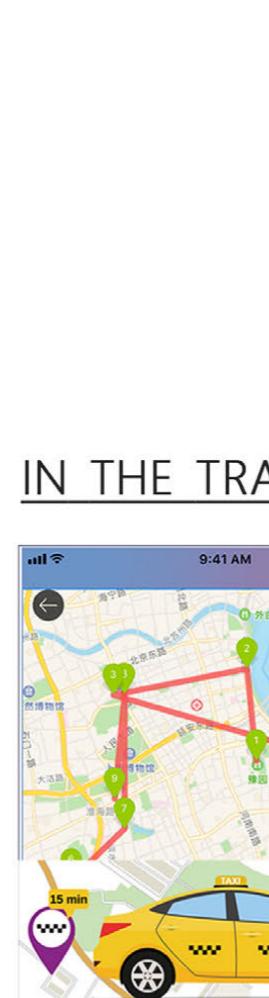
date



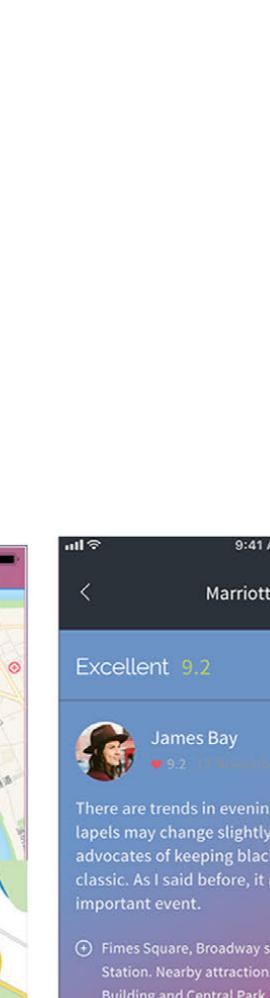
plan



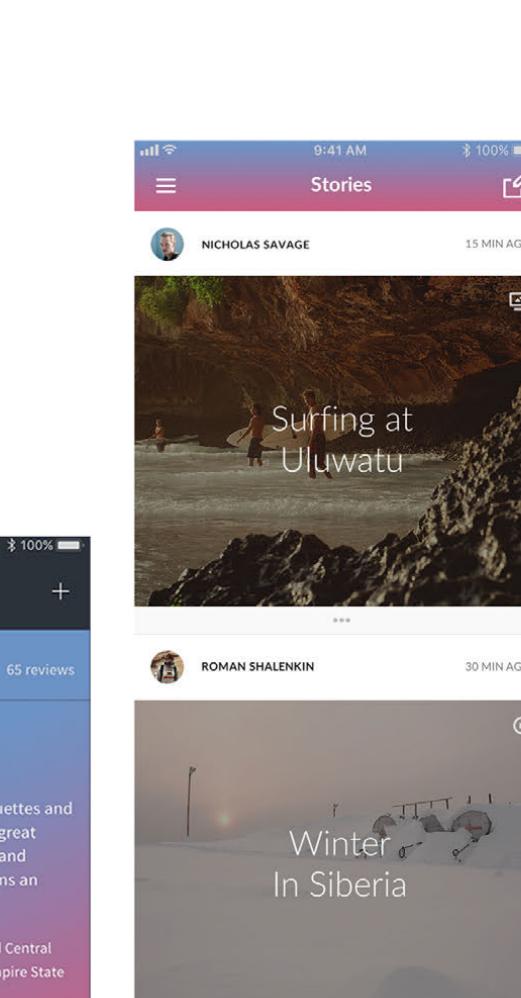
room detail



map



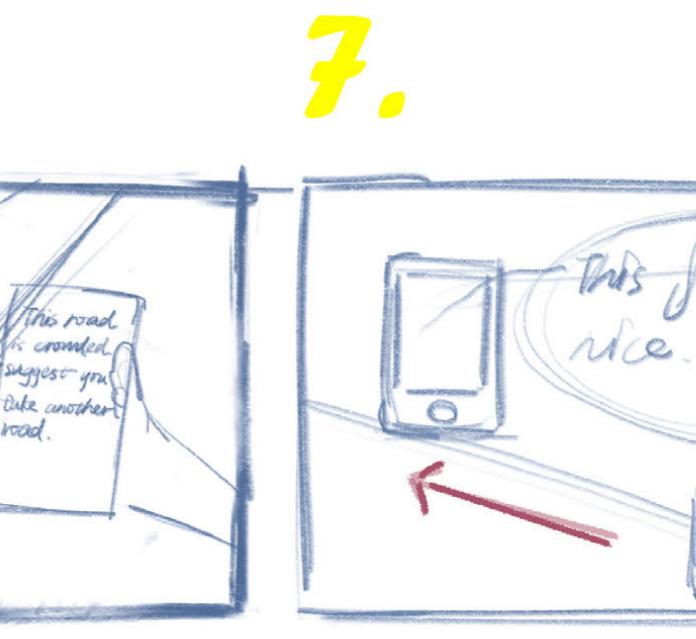
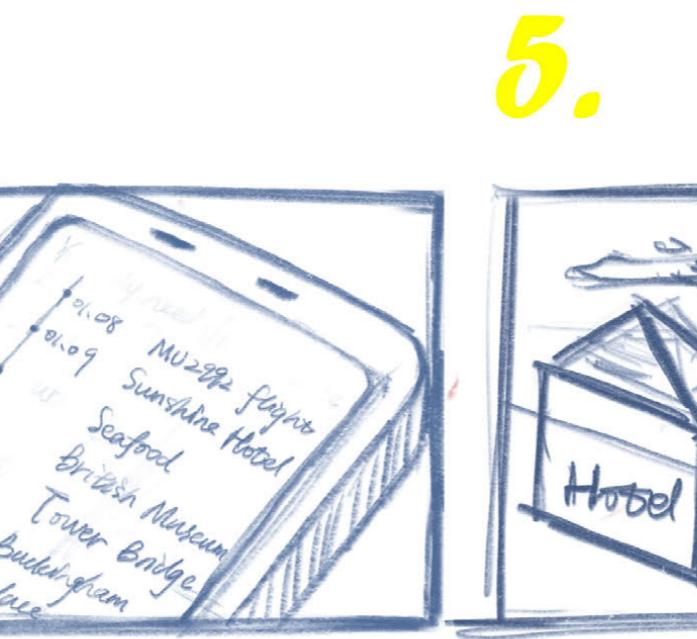
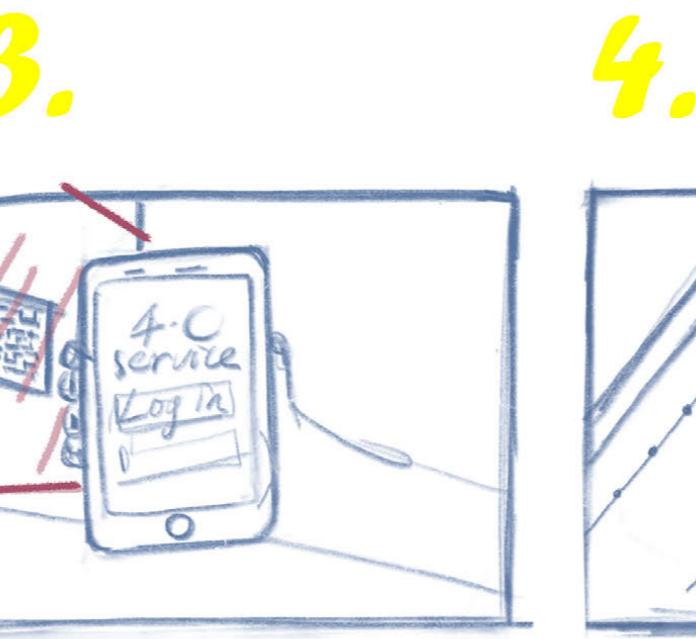
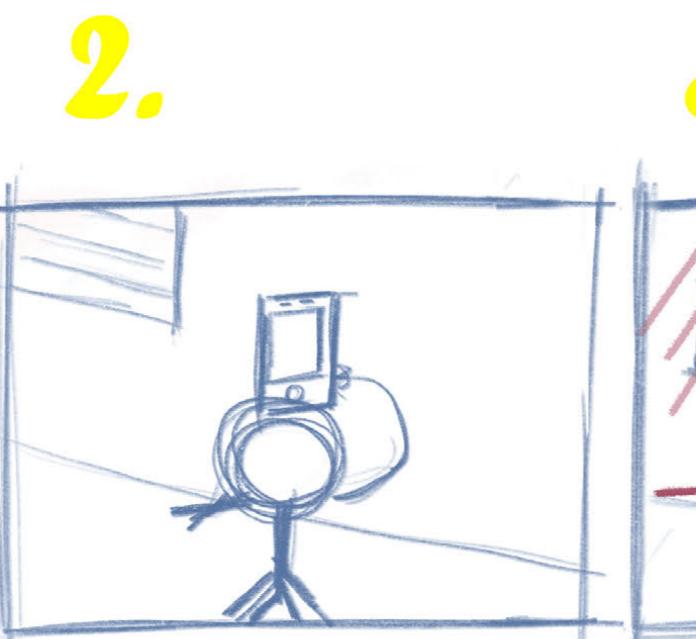
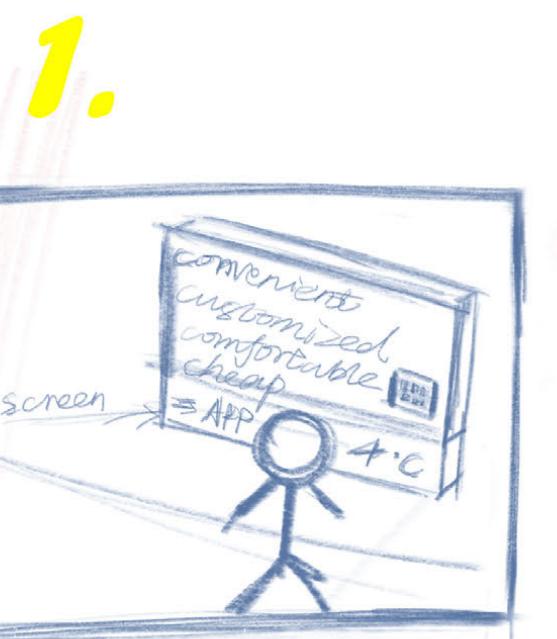
review



stories

IN THE TRAVEL

STORYBOARD



When students decide to travel, they saw the advertisement online.

And they scan the QR Code to download the APP.

Then sign up and fill in personal info and preference..

They fill in destination, dates.
Then they get customized travel plan,
If they satisfied with the plan, pay ahead.

They travel by the plan 4-C services,
even including hotels.

If the planned route is crowded, the APP can suggest them another.
They can share travel stories, comment and feedback on the 4-C.



粽 (Zong)

Individual work

Product design & Activation design & Package design

Zongzi is a kind of traditional food to commemorate the Dragon Boat Festival, however, there are fewer and fewer people now make Zongzi with their own hands. Perhaps, its production process is no longer suitable for modern people's way of life.

Therefore, through this project, I hope to explore the various possibilities of traditional food technology in adapting to contemporary life.

It is a Zongzi kit for improved making method, including Zongzi material, tools, cultural cards and so on, which aimed at protecting the heritage and development of traditional Chinese culture.

BACKGROUND

China has a long history about traditional food culture.

Zongzi, as a symbol of Dragon Boat Festival, occupied an important position in the past.

However, many of the young generation think make Zongzi is boring.

It is not full of the atmosphere of festival any more as before.

And many stories about Dragon Boat Festival are lost.

Even **children** know little about festival culture,

15%

15% of families make Zongzi at home during the festival.

53%

53% of people would tell their children culture about Zongzi in the festival.

66%

66% of parents roughly know how to make zongzi.

RESEARCH 1

First, I do some research about what people do during the festival past and present.

PAST



- Dragon Boat Racing / Wearing perfume satchel / Hanging mugwort and calamus
- Grandma and mom tell me stories about Quyuan when making Zongzi.

PRESENT



- Buy Zongzi from supermarket / Go shopping
- Children play smartphones alone.

OBSERVATION

People nowadays prefer to buy Zongzi finished, only **15%** of people make Zongzi at home, either they **do not make** Zongzi with children together, mainly **66%** of them **donot** know how to make **zongzi**, they think the **making process** is **boring**. Through research and analysis, I find that Zongzi which sold at supermarket usually in solid size, **packing and shape**. And they stuffed with jujube or cured meat.

?

What can I do to make Zongzi playing an important role in reuniting with children?

RESEARCH 2

►USER RESEARCH

Based on the behavior, I already put attention to **parents-child activities**. then I focus on the research about these people.

► face to face interview (nearby)

family 1

dad 34 / mom 32



"We do not live with the elderly, so it is hard to decide to make Zongzi by ourselves."

"We are not good at making Zongzi ourselves."

son 7 / daughter 5

"A new product? Is it interesting? I wanna try."

"Wow! Food done by ourselves is more delicious."

family 2

grandpa 64 / grandma 65



"Recent years, we make Zongzi only during the festival."

"My son usually buy some in the supermarket."

dad 32 / mom 31

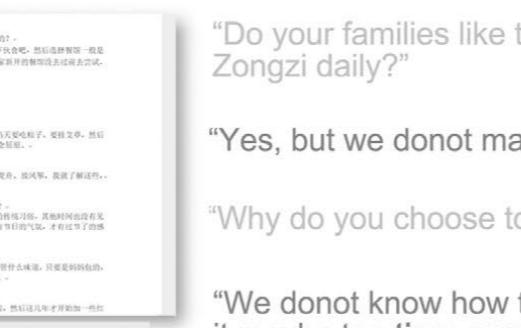
"We are busy with our jobs, it may time-consuming to make Zongzi at home by ourselves."

"My daughter spend more time with her grandparents, I know little about her food."

daughter 5

"I once make Zongzi in the kindergarten with teacher, but I remember a little about details."

► online chatting (far away)



"Do your families like to eat Zongzi daily?"

"Yes, but we do not make at home."

"Why do you choose to buy?"

"We do not know how to make and it maybe too time-consuming."

"Would you like to make Zongzi with your children?"

"To tell truth, I'm not very willing."

"If there will be a new product help you finish the process, do you want to try?"

"It worths a try."

From views I find the **making process** is an important touchpoint.

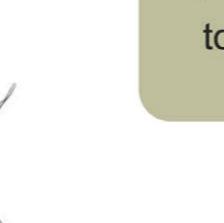
► AT HOME



• Tedious and boring process / • Need some skills

6 steps

4 steps



What can I do to
improve the making process
to a modern making method?

MANUFACTORY



• Production line / • Sold in frozen pack

CONCLUSION

① simply the making process
solid leaves shapes

② add something interesting
appeal children to take part in

INSIGHT

- During the research, new design can take the simplified making process and eating ways as the breakthrough point to inherit traditional Zongzi culture to children.

How can parents inherit Zongzi culture to children, including origin and making method, even engage children in the process of making Zongzi readily?



**1 PRODUCT
+
1 SERVICE**

- **Simplified**
simply the making process
- **Abundant**
more choice about shape, size and stuffing
- **Convenient**
introduce some origin culture suitable for parent-child activity teaching easy to learn

CONCEPT

Zongzi Kit

Sellers provides tools for parents by communities to make Zongzi with children. It helps parents inherit Dragon Boat Festival culture to their children by small cards.



► Product Inclusion



Zongzi Materials
Provide prepared materials, including rice, bamboo leaves



Zongzi Tools
Provide making tools, such as Zongzi string, container



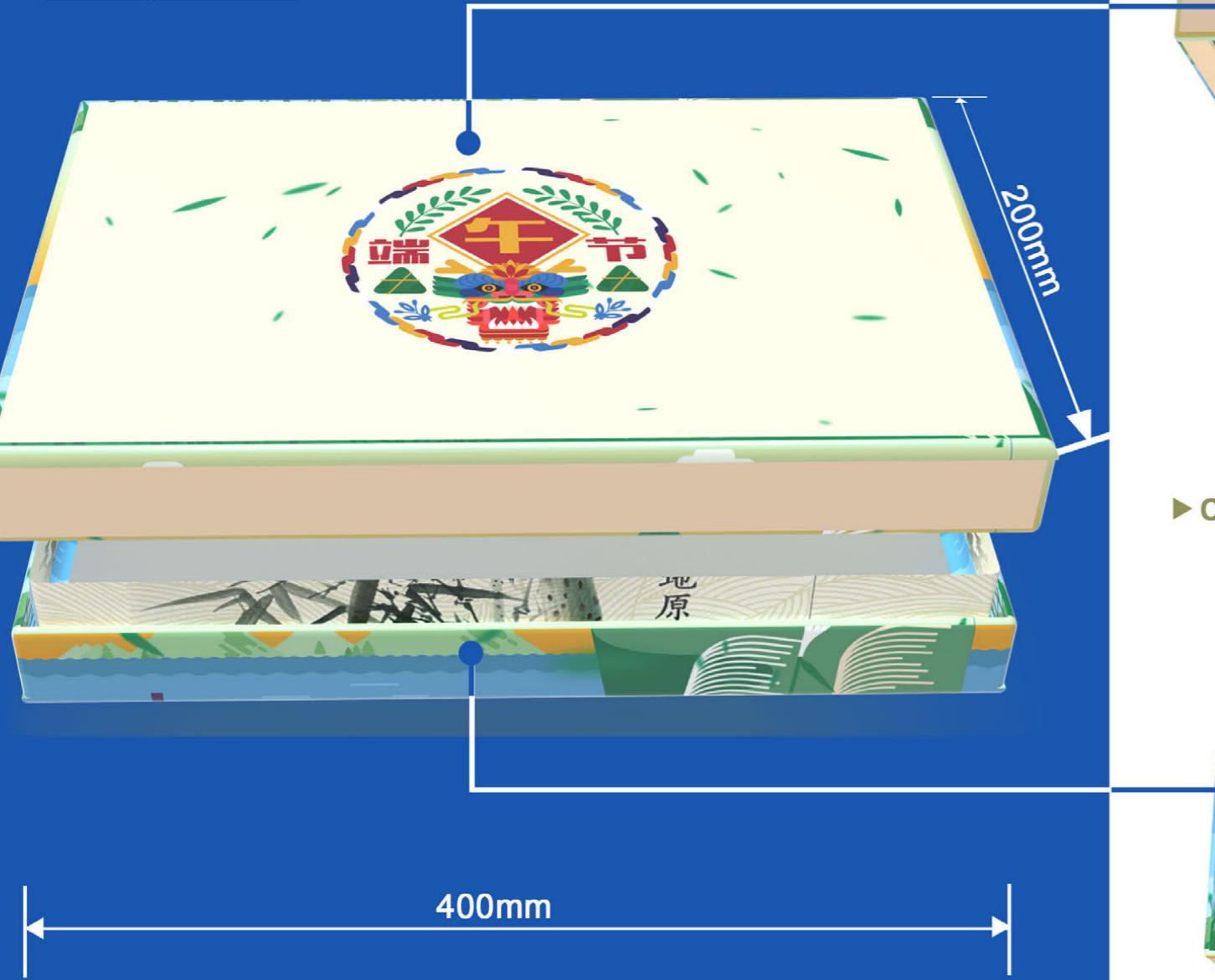
Culture Cards
To make parents inherit Zongzi culture to their children



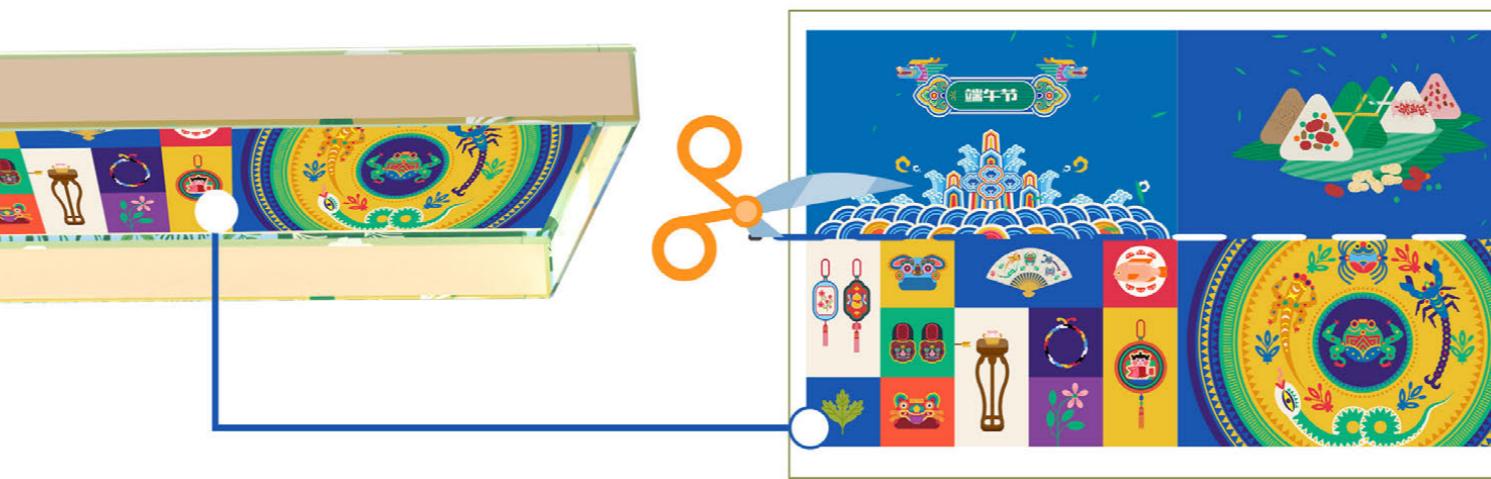
Rewards
Give children some rewards if they finish successfully

PRODUCT DESIGN

Zongzi Kit



► cover



take it out, then cut them down to be cultural cards

► containers

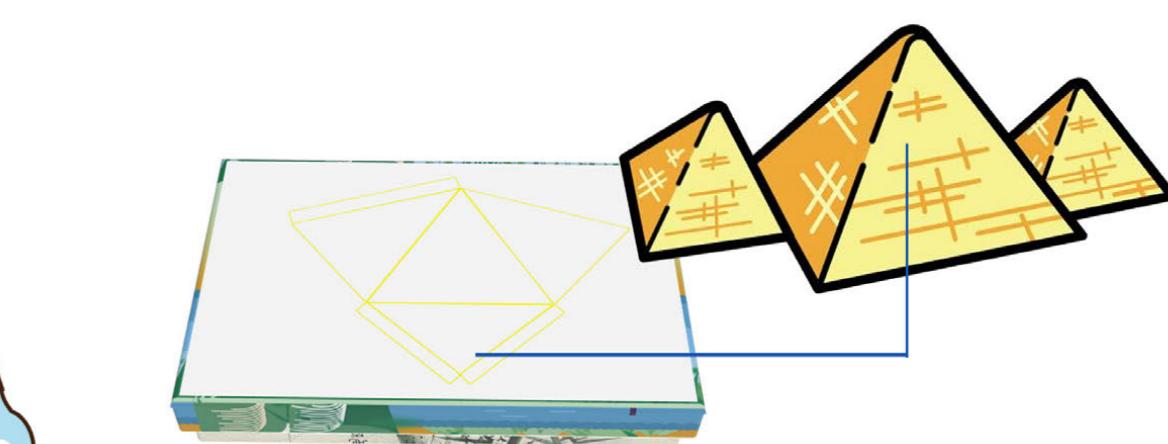


take it out, then fold them into sharing package

Sharing package



► bottom



Dragon Boat Festival cards



Rewards

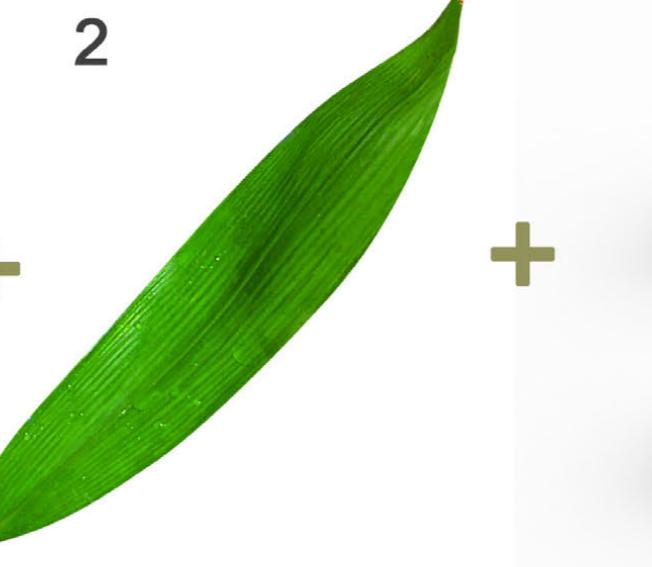
PRODUCT DESIGN

What in Zongzi Kit?

Zongzi Materials

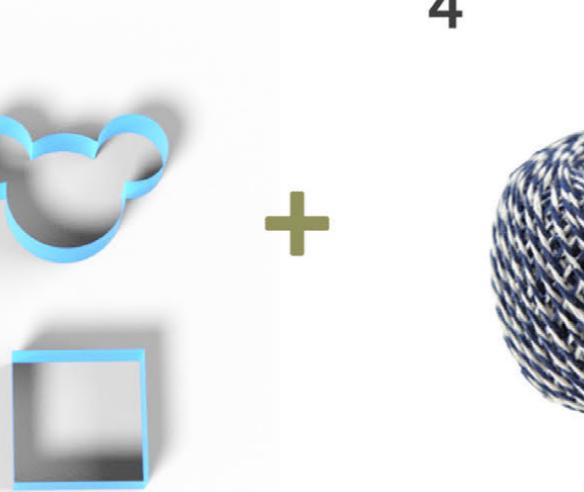


different kinds of rice



bamboo leaves

Zongzi Tools



silicon molds



Zongzi string



steam



STEPS:

1. clean the rice ,leaves and molds
parents
2. put leaves on the steamer
children + parents
3. put molds on the leaves
children + parents
4. put rice in the molds
children + parents
5. steam for 1.5 hour
parents

TEST

Based on the modern method I design before, I test it as the steps.



1. Clean the rice



2. Put rice in the different molds.

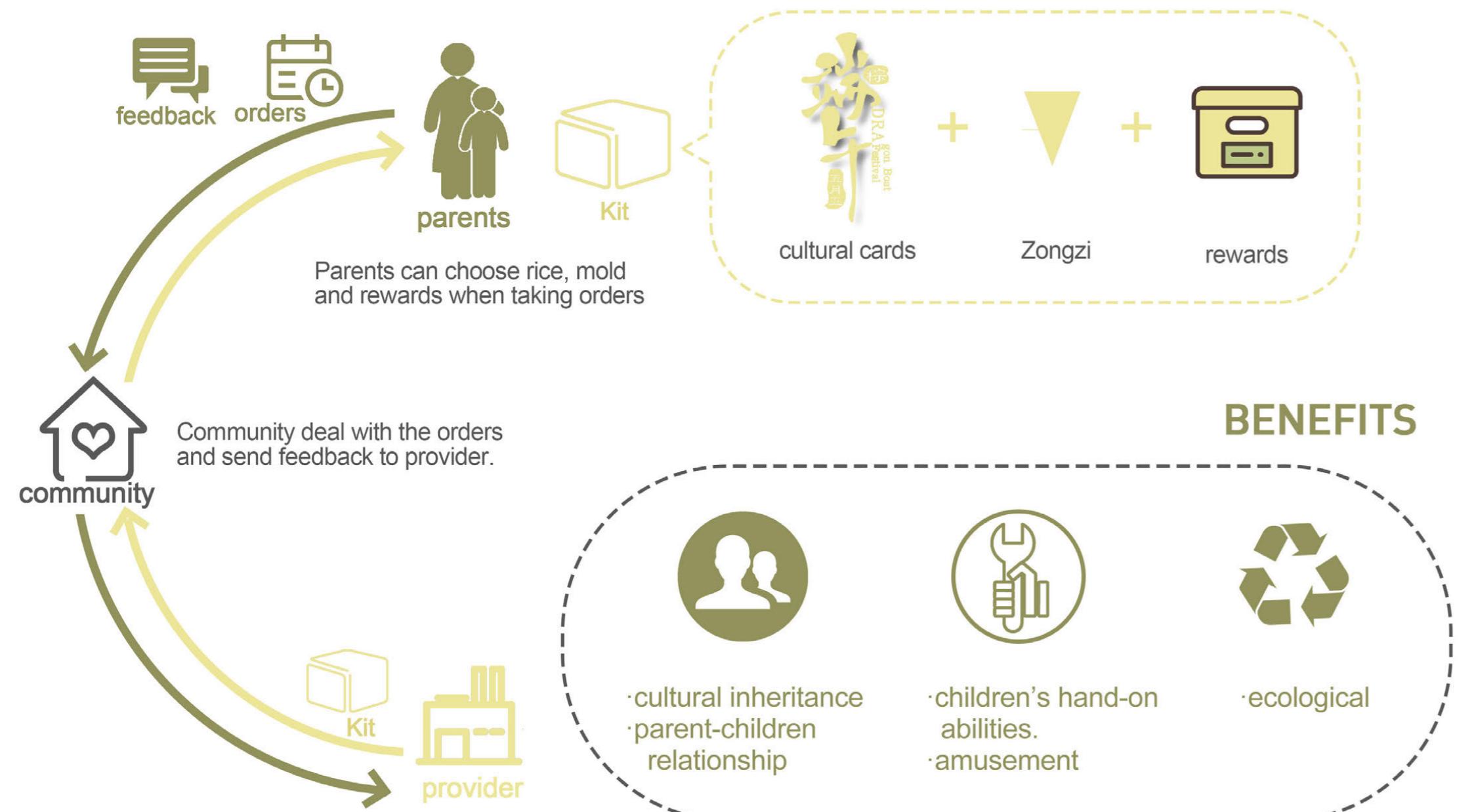


3. Rope and steam.



4. Finish

SERVICE SYSTEM MAP



STORYBOARD





HealCam

Teamwork | My task: research / system / UI
Product service system design & UI design

In our school, it has always been a headache for teachers to seek medical advice.

Through this project, I want to establish a model of campus health services to solve the problems and personal electronic health records. We want to take our school as a pilot project, and then gradually popularize it.

It is "HealCam", a campus healthy service design.

INTRODUCTION

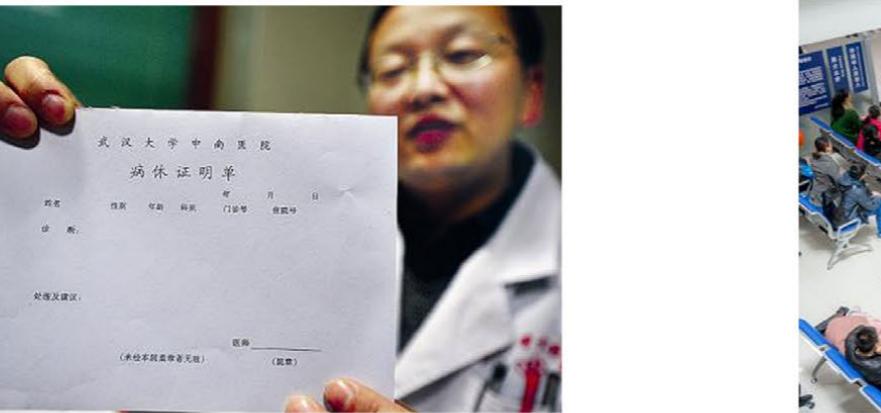
infirmary



- the infirmary in college



- medical examination for freshman's enrollment



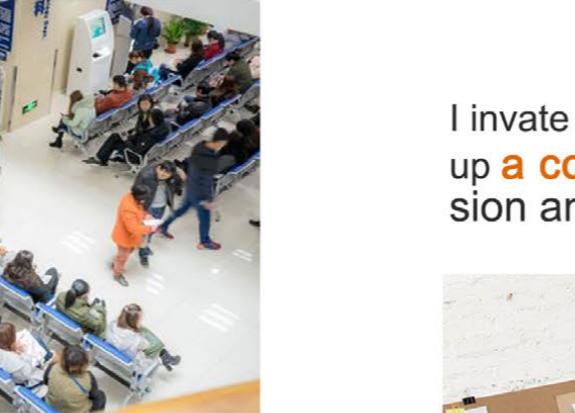
- ask for a sick note



- sports injury

VS

hospital



- students prefer to big hospitals



- campus in the Higher Education Mega Center
it is far away from class-A hospital

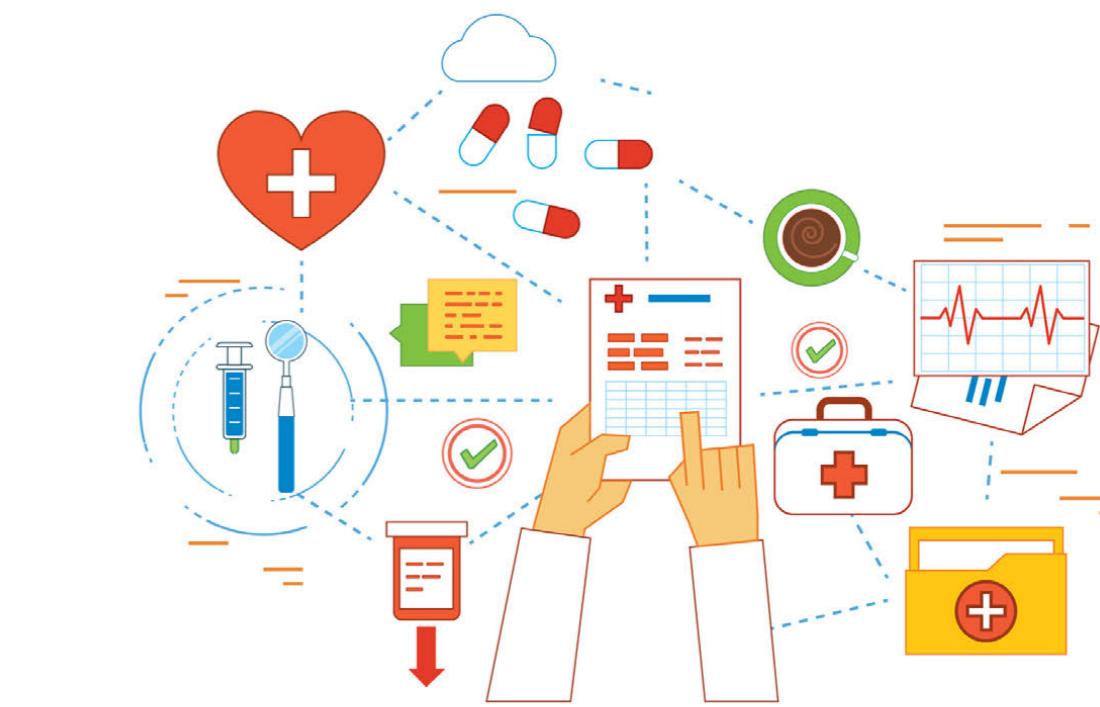
OPPORTUNITY

My campus is in the Higher Education Mega Center as well, so I try to analyse and solve the problem from the service design thinking.



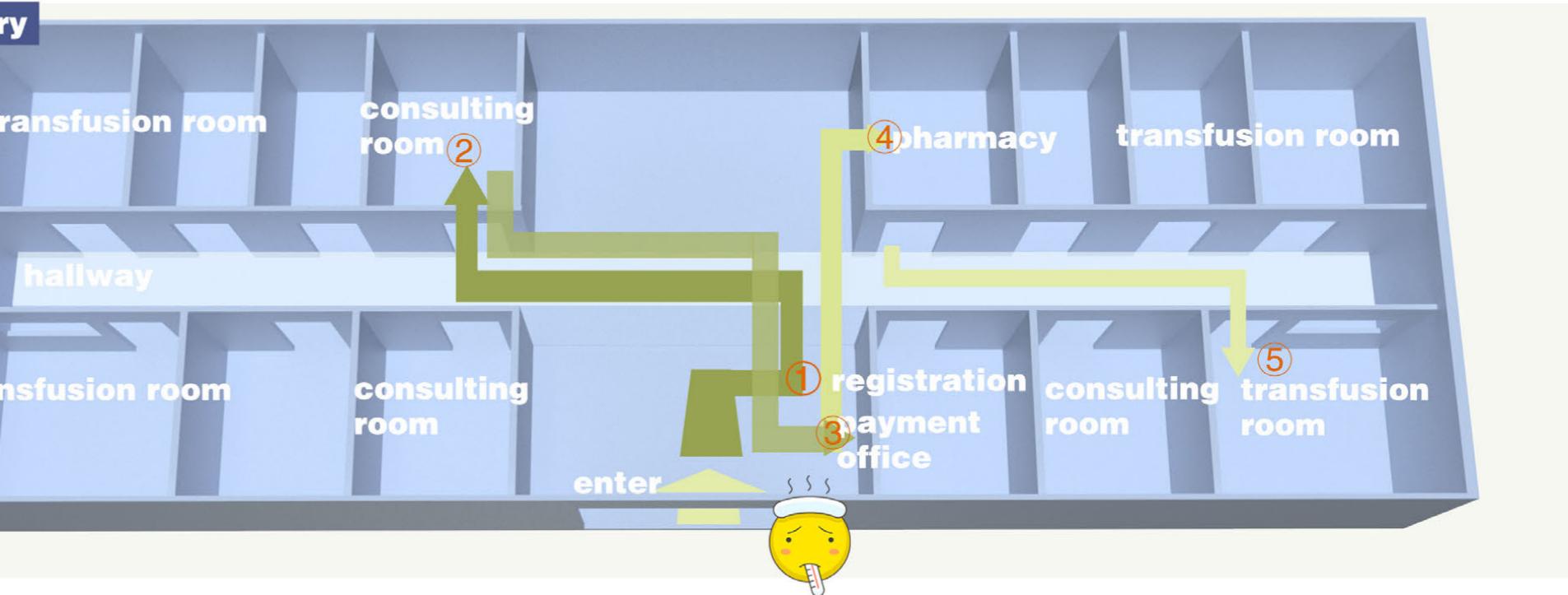
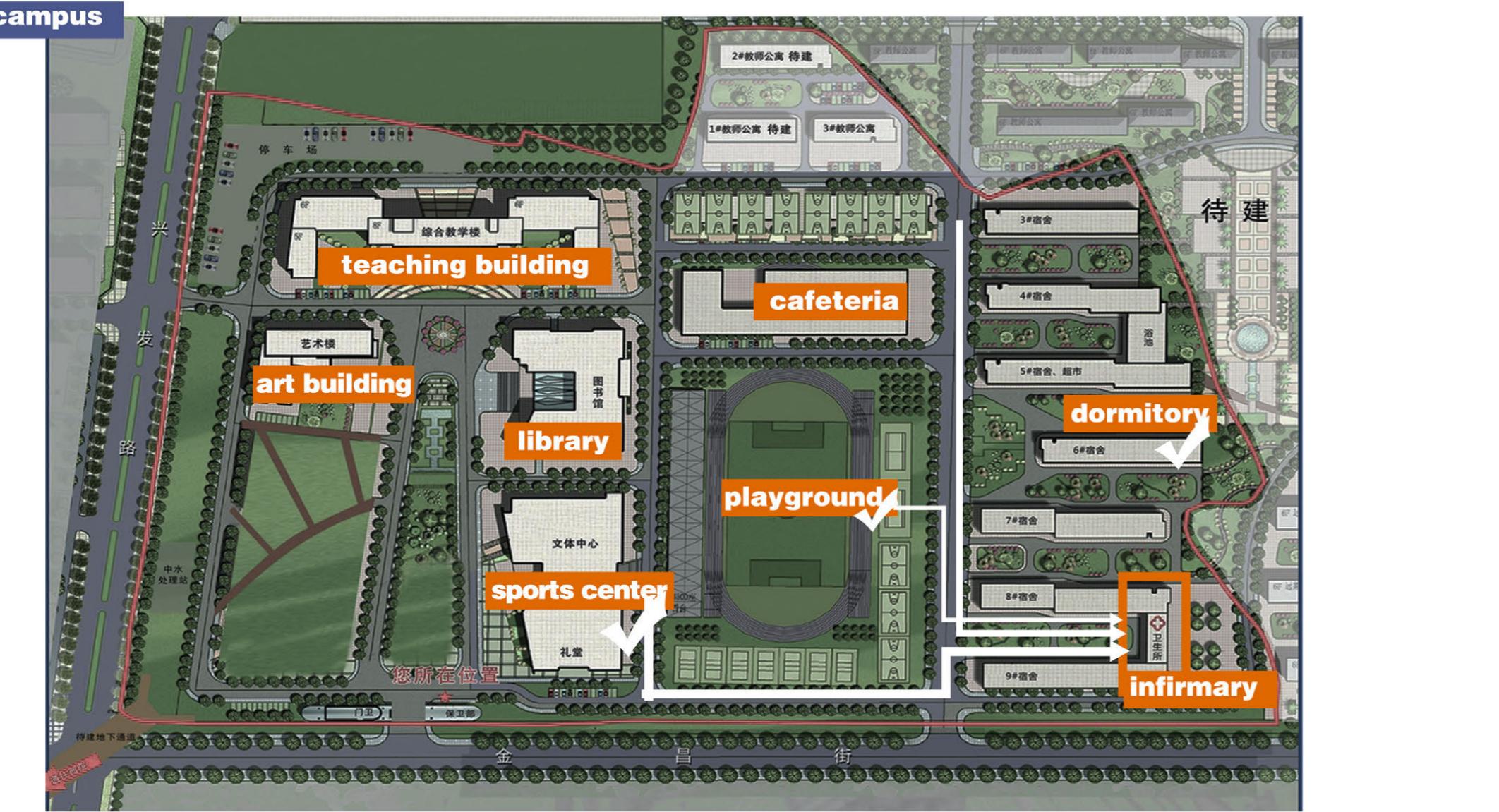
Status quo: The infirmary does not work, the hospital is too far.

What if we establish a campus healthy system?



RESEARCH & ANALYSIS

Then, we investigate the layout of campus and draw the layout of infirmary to analyse how students get treat when they get sick.



USER JOURNEY

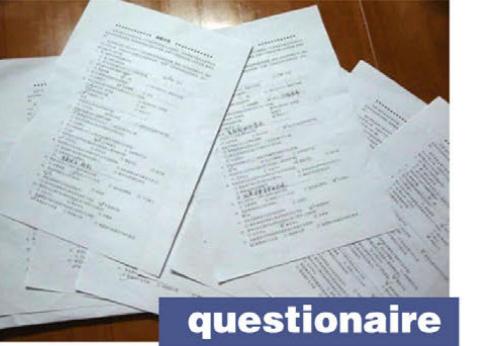
| Doing | arrive at | registration | diagnose + prescribe | get medicine | medicine flask |
|-------------|----------------|-------------------------------|--|--|------------------------|
| Touch point | entrance | medical record registration | doctor medical history consulting room (medical equipment) | nurse medicine price pharmacy payment office | nurse transfusion room |
| Score point | no clear guide | waste time can't pay by phone | know more about students takes long time | pay and pharmacy is a place | long time and boring |

RESEARCH & ANALYSIS 2

Next, we do some researches aimed at users, from students to doctors, including interview and questionnaire.



Because the male to female ratio of school is 5:3, so I interviewed 50 boys and 30 girls.



I only collected information in school, so I choose to issue paper questionnaires.

send out: 300
receive: 287
rate: 95.7%

► What the student need?

35% of students can accept **regular physical examination** of the infirmary, 54% do not exclude, and 11% cannot accept.

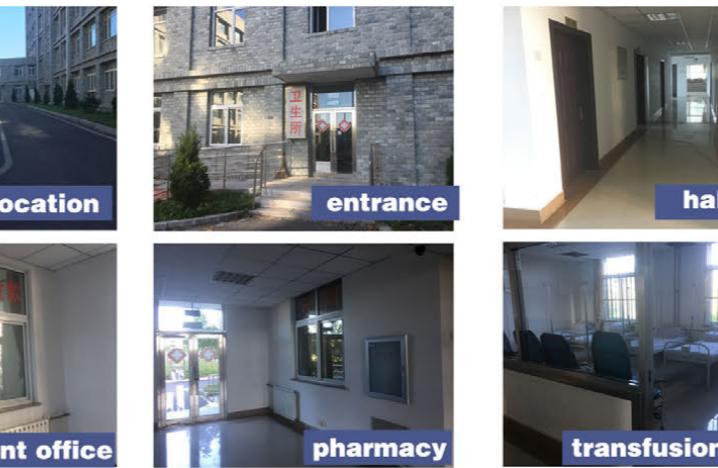
- the reasonable price of treat and medicine.
- authoritative doctors and treat
- tutorial of first aid treatment from the infirmary

► What the doctor need?

- medical record connected to hospital
- CT-scan equipment to treat sports injury
- learn more about students' information about health

SUMMARY

► not in good position & small space



► high medicine price & students don't trust doctors



► poor connectivity to hospital & no medical record



INSIGHT

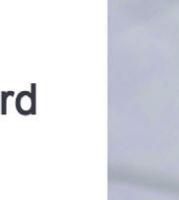
What can the campus healthy system do to solve the problems?



connect to big hospital
authoritative doctor online



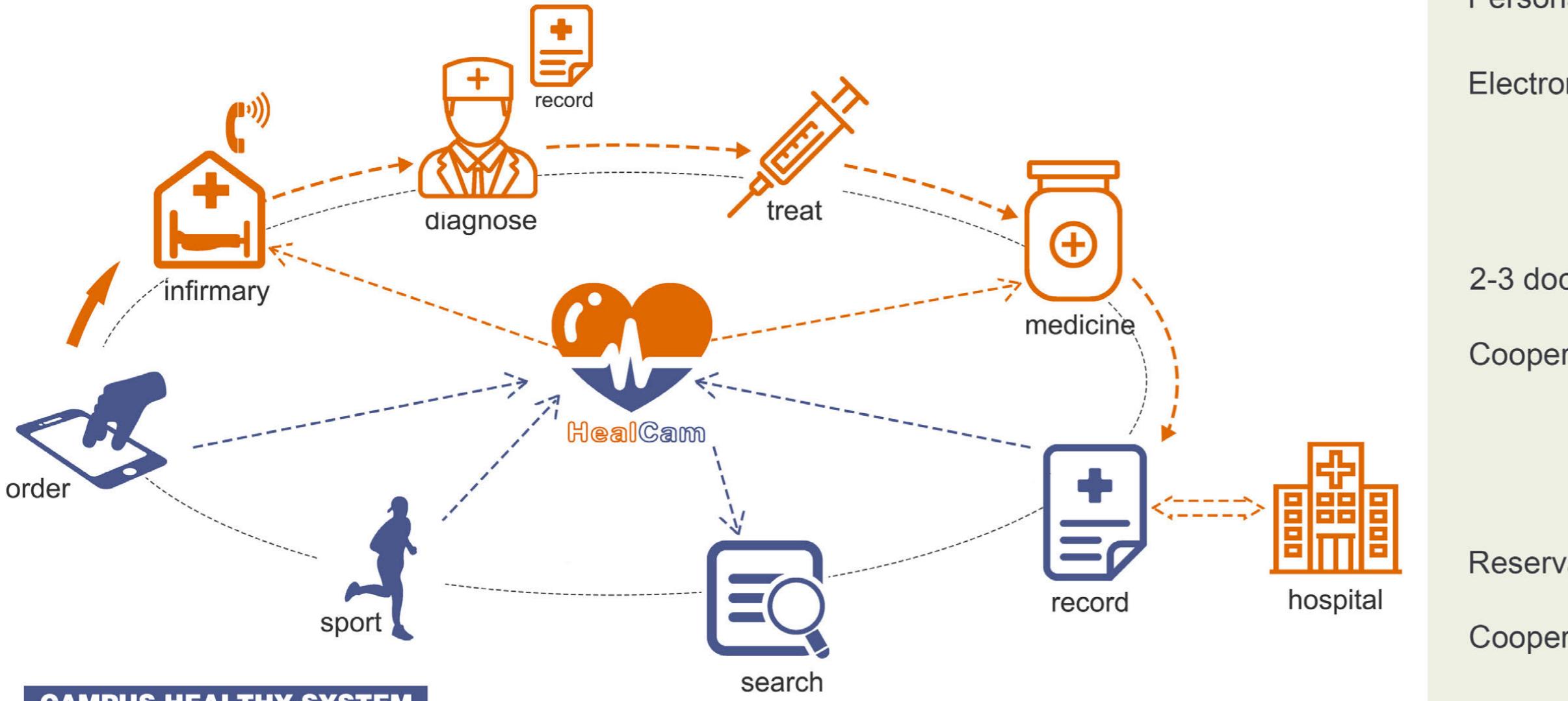
online medical record
students' health record



price comparision
order by phone

SCENARIO

Based on the analysis before, we decide to combine medical treatment with students in the **HealCam**



DEVELOPED CONCEPT

Personal health monitoring



+

Electronic medical record

The platform can record students' **health status** and **electronic medical records**. When students are sick, doctors can access the medical records and give **authoritative treatment**. The platform also synchronizes motion data from phones, and students have chance to **name the school trees** as a reward.

2-3 doctors online inquiry



+

Cooperation with hospitals

Students can communicate symptoms and conditions with a **number of doctors through the platform**. If they can not be treated in the infirmary, the platform will help to **contact large hospitals**.

Reservation for medicine

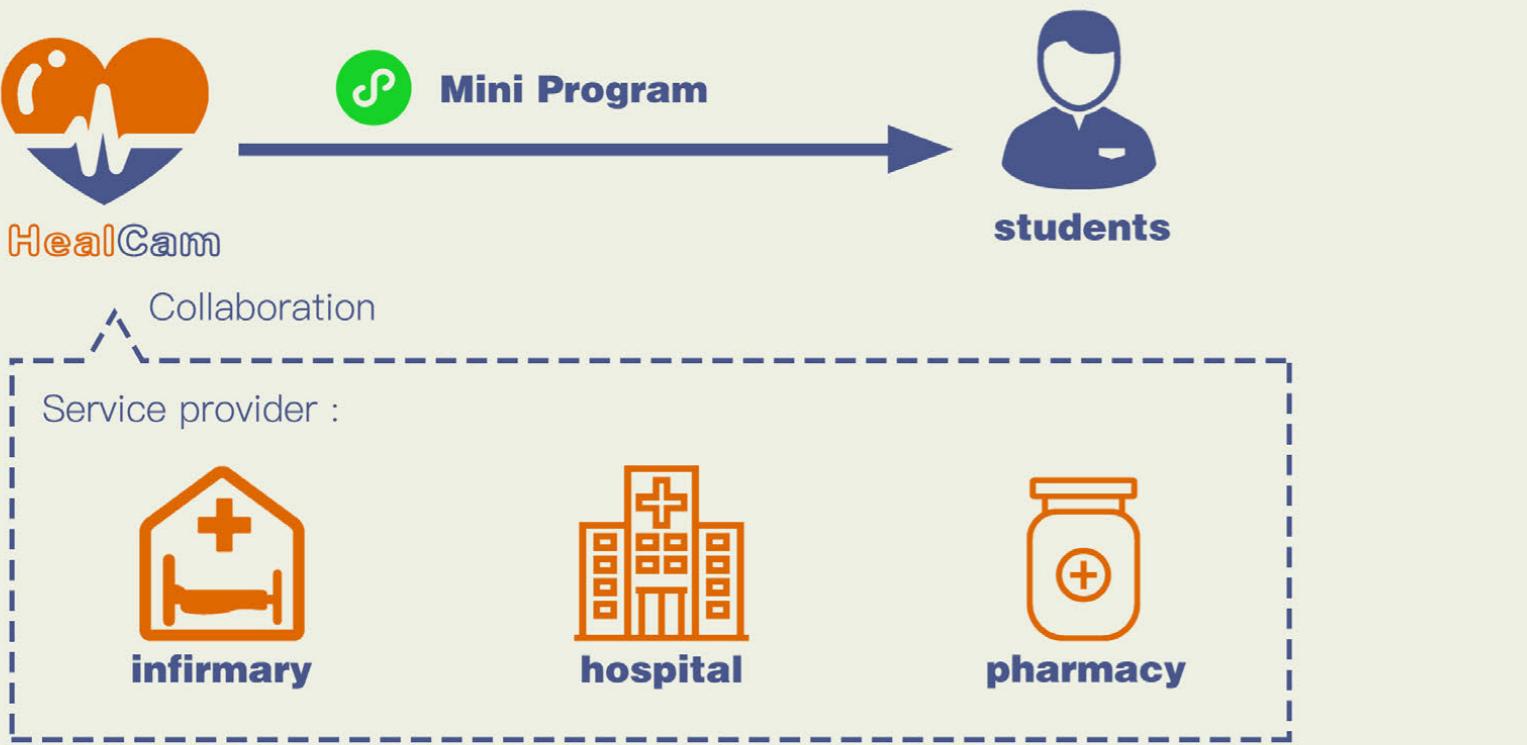


+

Cooperation with pharmacy

Students can **make an appointment to buy medicines** through the platform. If the infirmary does not have such medicines, the platform will help to **contact other pharmacies** and then send them to students by post.

SERVICE SYSTEM MAP

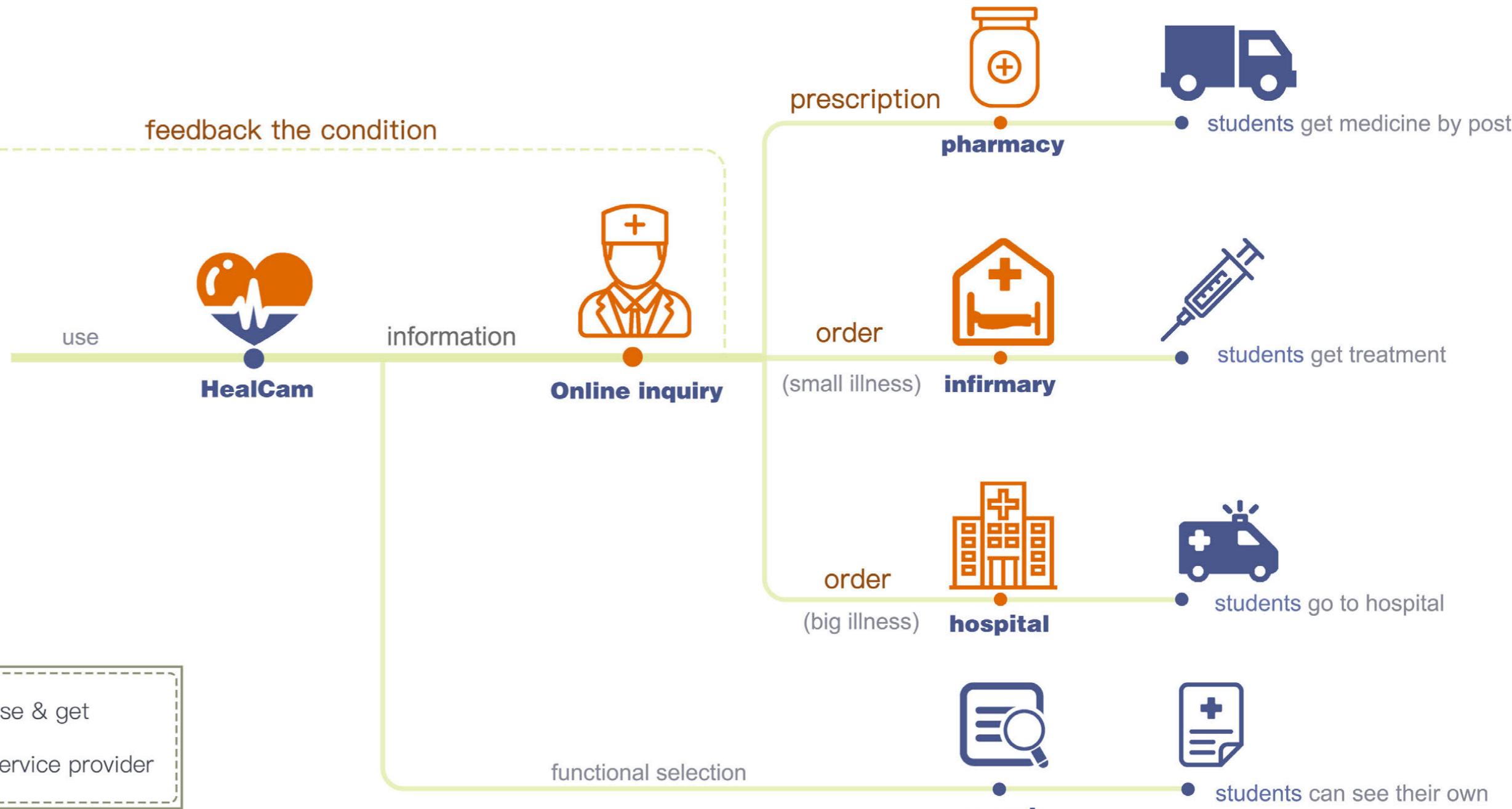


Why choose **Mini Program** to carry the system?

Many people do not like too many infrequently used apps installed in the phone, which needlessly take up memory.

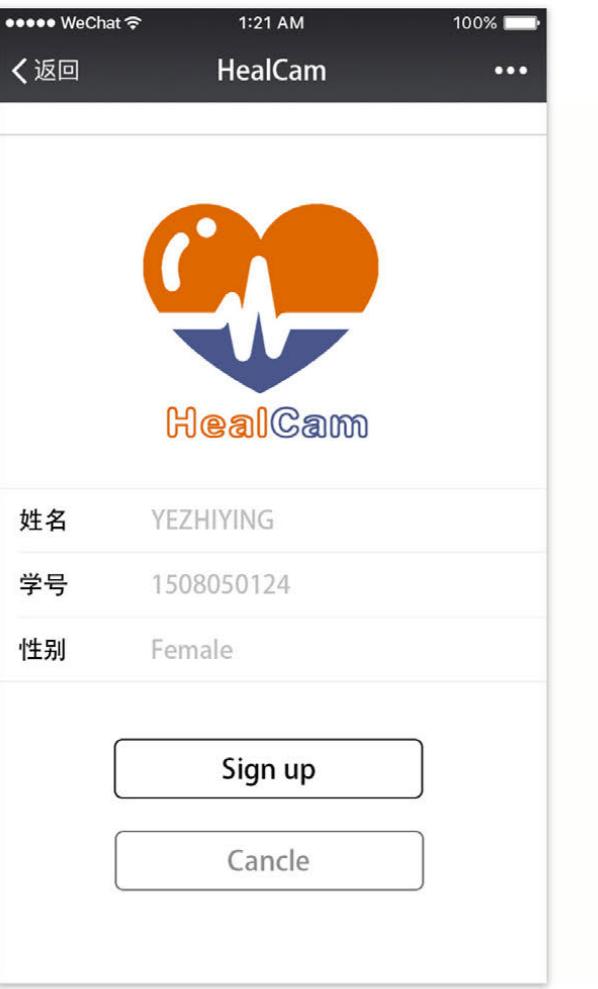
Mini Program: can be used without downloading and installing.
It realizes the dream of "reachable" application.
Users can open by scanning or searching it.

→ Students can open it in the WeChat when they need anytime without downloading and installing an APP.

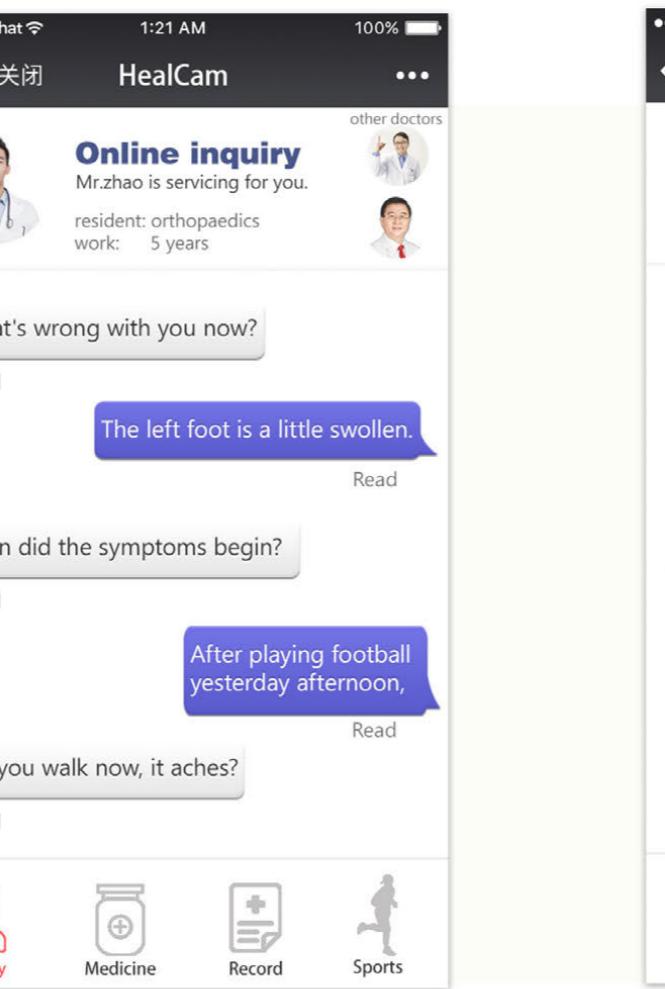


Hi-Fi Design

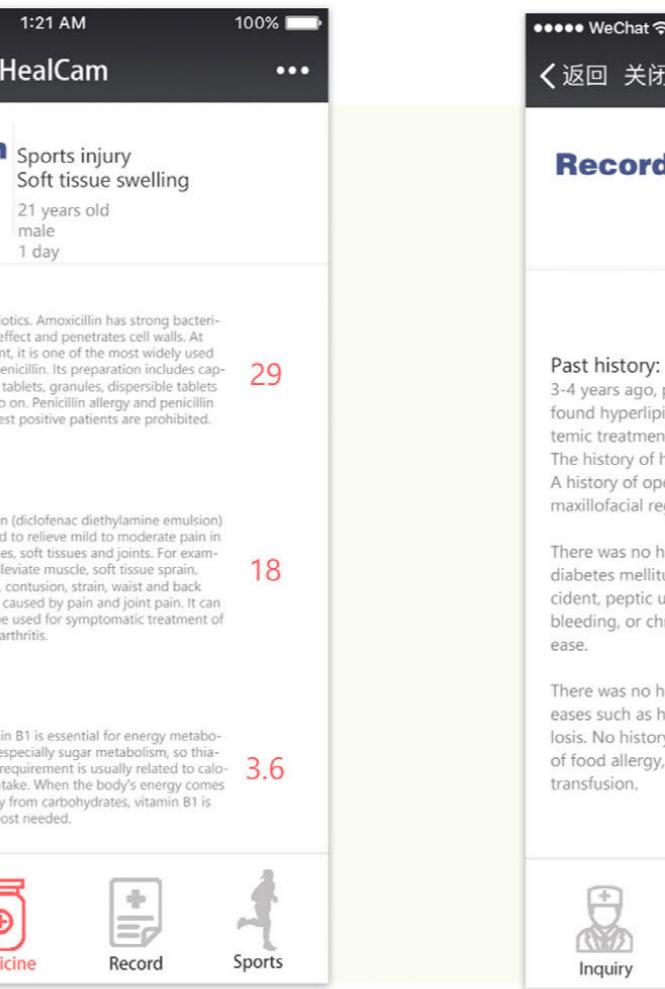
HealCam Mini Program



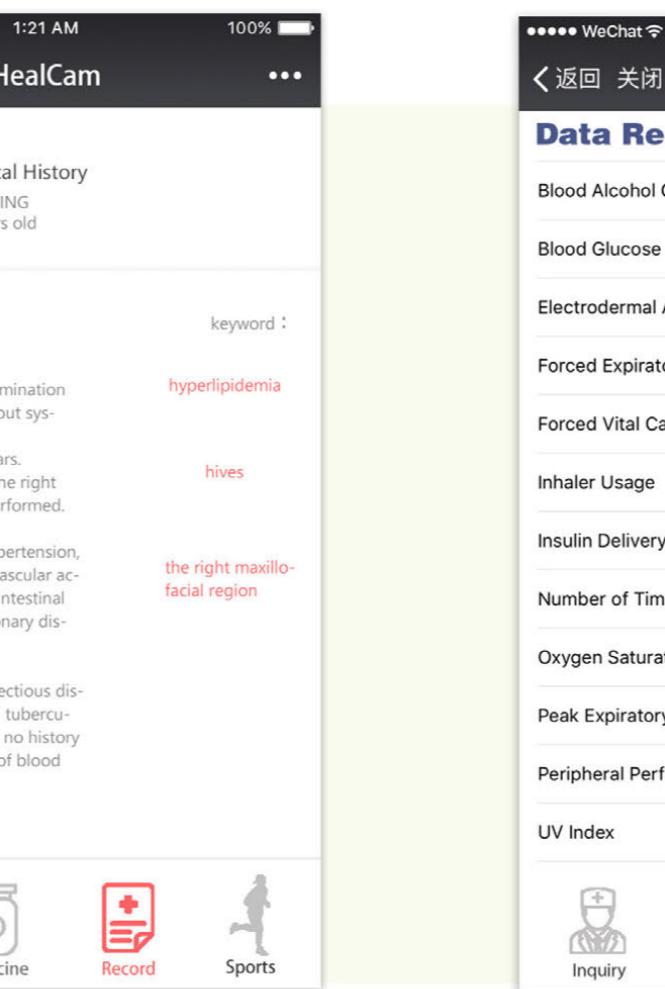
sign up



inquiry



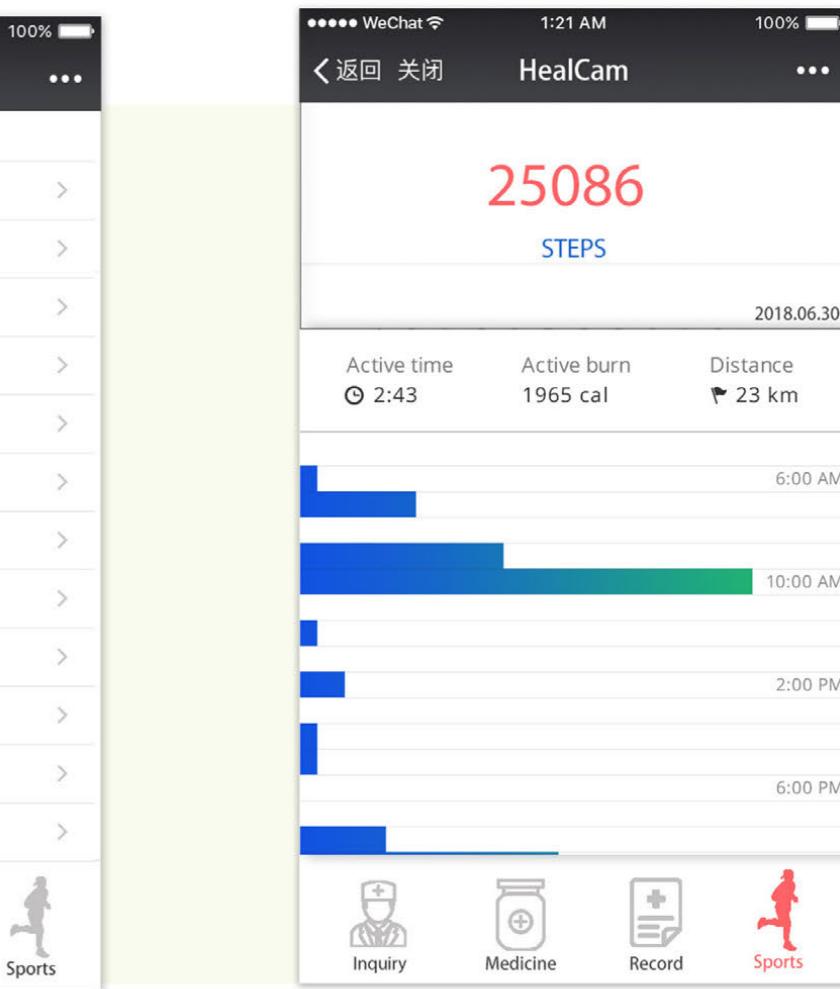
medicine



medical history



data record



sports data



“朝”食“夕”花

zhaoshi xihua

Individual work

Product innovation design & Sustainable design

Nowadays, more and more families use juicer. It may be monotonous to produce juice only. And I try to make innovative designs for juicer.

It is a environment friendly design of Slow Juicer, residue of fruit can be added with soil and seeds to cultivate pot plants. It advocates healthy and eco-friendly lifestyle, including phisical and mental health.

BACKGROUND



With the public's demand for healthy diet and nutrient intake, fruit juicer is used by more and more families.

After food grinding, because of the different grinding machine technology, some will produce residue, some will not.

DESIGN INSIGHT:

redesigning the machine that produces **residues** when grinding

-environmentally friendly design

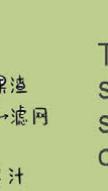
RESEARCH & ANALYSIS

Kinds:



Juicer

The Juicer is to separate the juice from the fiber material, so you get one t's a cup of pure juice and achieve the separation of skin and juice with thousands of rounds of super speed .



Slow Juicer

The working principle is different from that of the ordinary juicer, which is through slow extrusion and grinding. Finally, the fruit juice is separated from the juice by the separator.



High Speed Blender

It is a combination of beating soya bean milk, grinding dry powder, squeezing juice, meat stuffing, and ice. Food household appliances are the products of the juicer becoming more diversified.



Blender

A blender is a small machine that mixes a variety of fruits and vegetables to produce fresh and delicious juices. The working principle is that the blade at the bottom of the mixing cup rotates at high speed, and the food is broken repeatedly under the action of water flow.

Conclusion

Juicing:

- ◎Juicer: juice is separated from pulp by high-speed rotating blades, filters.
- ◎Slow Juicer: operated by extrusion and grinding. more conducive

Mixing:

- ◎Blender: cutting and breaking food with high speed rotating blades.
- ◎HighSpeed: a mixer with greater power and higher rotation speed.

STRUCTURE RESEARCH



Joyoung JYZ-V18



HONGXIN RH312



nontaus JZY-13E



Hurom H-100



INSPIRATION

Because of the homophonic Chinese, I think of the name of a book 'zhaohuaxishi'.

| Chinese character | Hanyu Pinyin | English |
|-------------------|--------------|---------|
| 朝 | zhao | dawn |
| 花 | hua | flower |
| 夕 | xi | dusk |
| 拾 | shi | pick |

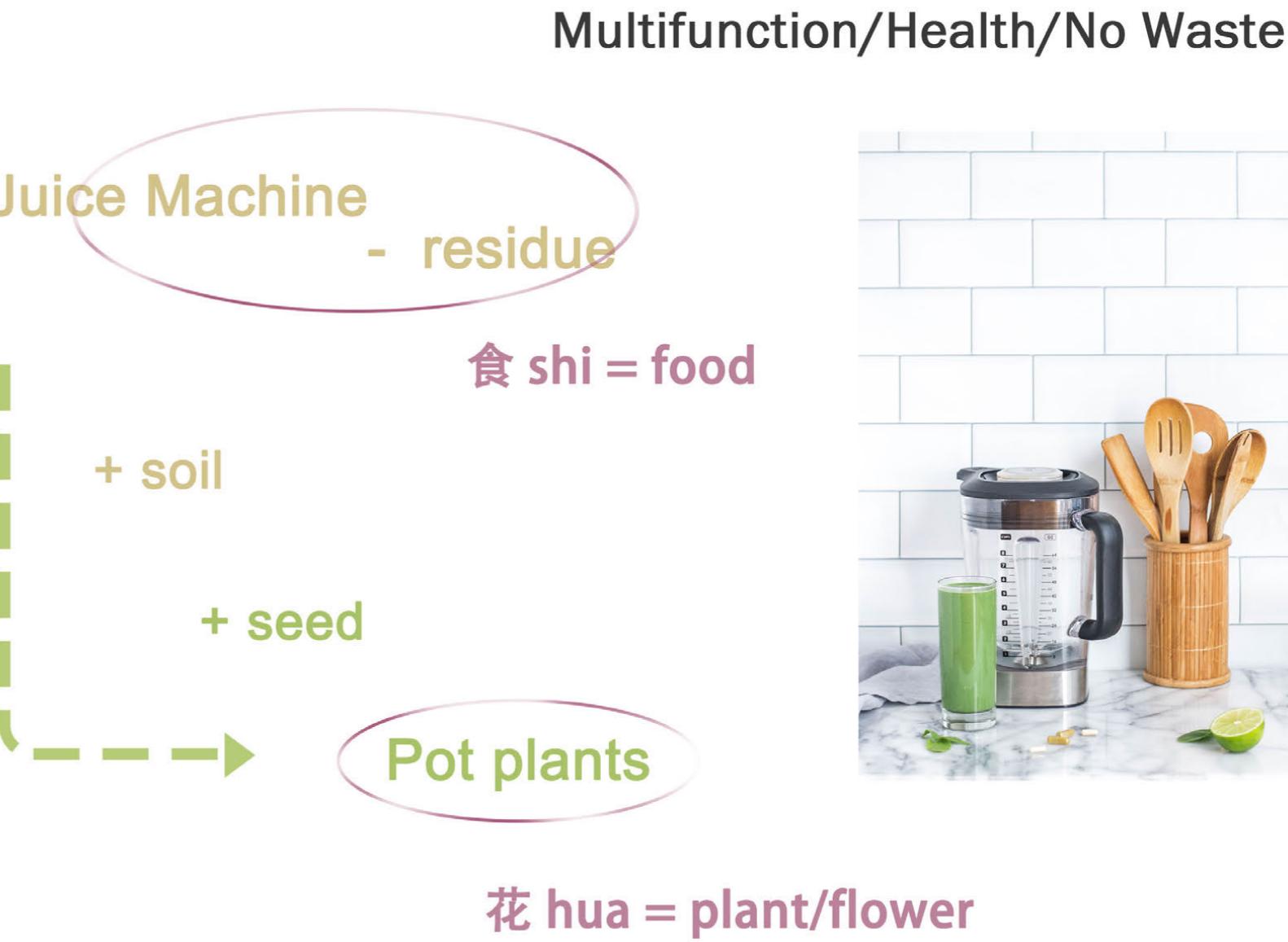
| Chinese character | Hanyu Pinyin | English |
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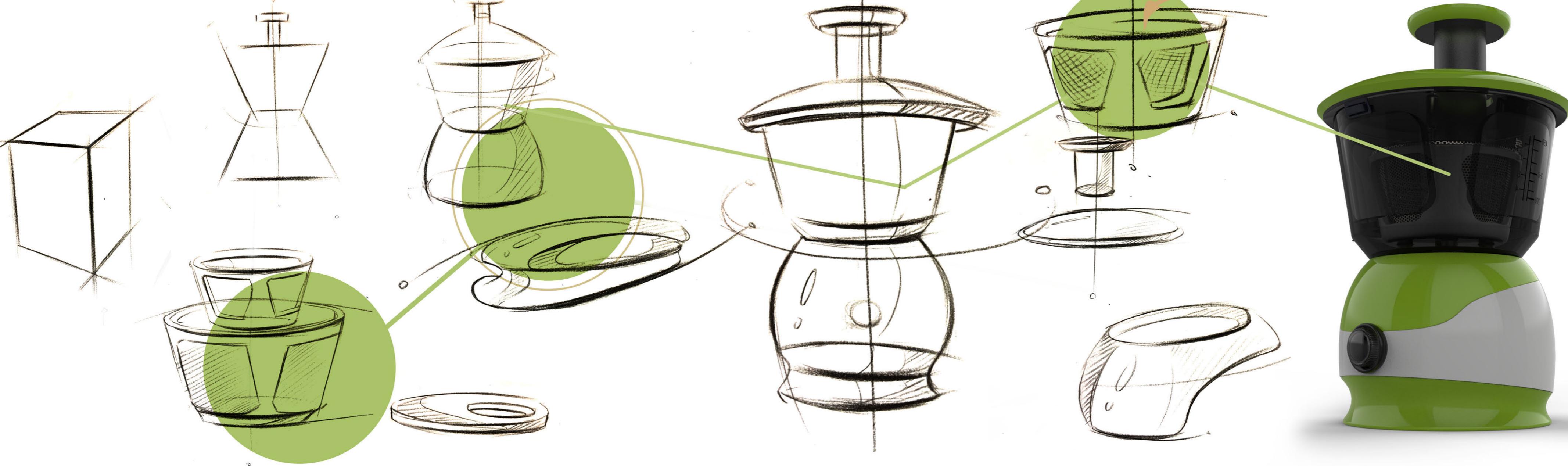
● ● ● 朝花夕拾 Dawn Blossoms Plucked at Dusk (written by LuXun)



朝食夕花 Dawn Residue Blossoms at Dusk



CONCEPT



PRODUCT DESIGN



COLOURS



front cover

turning

cutter head

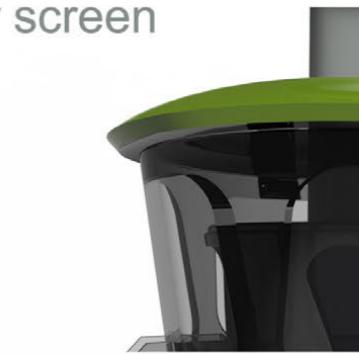
disposable filter screen

glass cover

shell

button

base



DETAILS

USAGE SCENARIO



1. put the fruit



2. press the button



3. juice finished



4. take down the front cover



5. +soil +seed



6. pot plant



OTHER WORKS

Individual work
Product design & Conceptual design

This part shows some other product designs in my courses.

Toothbrush Design



The toothpaste is in the toothbrush, you can just press to squeeze the toothpaste when using,

Details
细节



Method of use

Children's DIY maze board game is composed of tables, magnetic suction cups and blocks of magnets. At the beginning of the game, the magnet from with grooves on one side of the insert table, each side of the table below, the color of the building blocks corresponding to the color of the drawer., four children like blocks of color choice sat around the table. Remove the blocks and start the game.

The game process

1. Four children sat down to their favorite colors.
2. Through discussion decided to put the order of the blocks.
3. The building blocks of put no fixed position and Angle, so according to the child's own idea, put the position of the blocks.
4. To ensure that the assembled maze, children need to think in the process of the game and communication, finally completed a maze.
5. After the game, children must according to the color and shape will block Mosaic cubes block back into the drawer, form the good habit of receive arrange.



Screenfridge Design



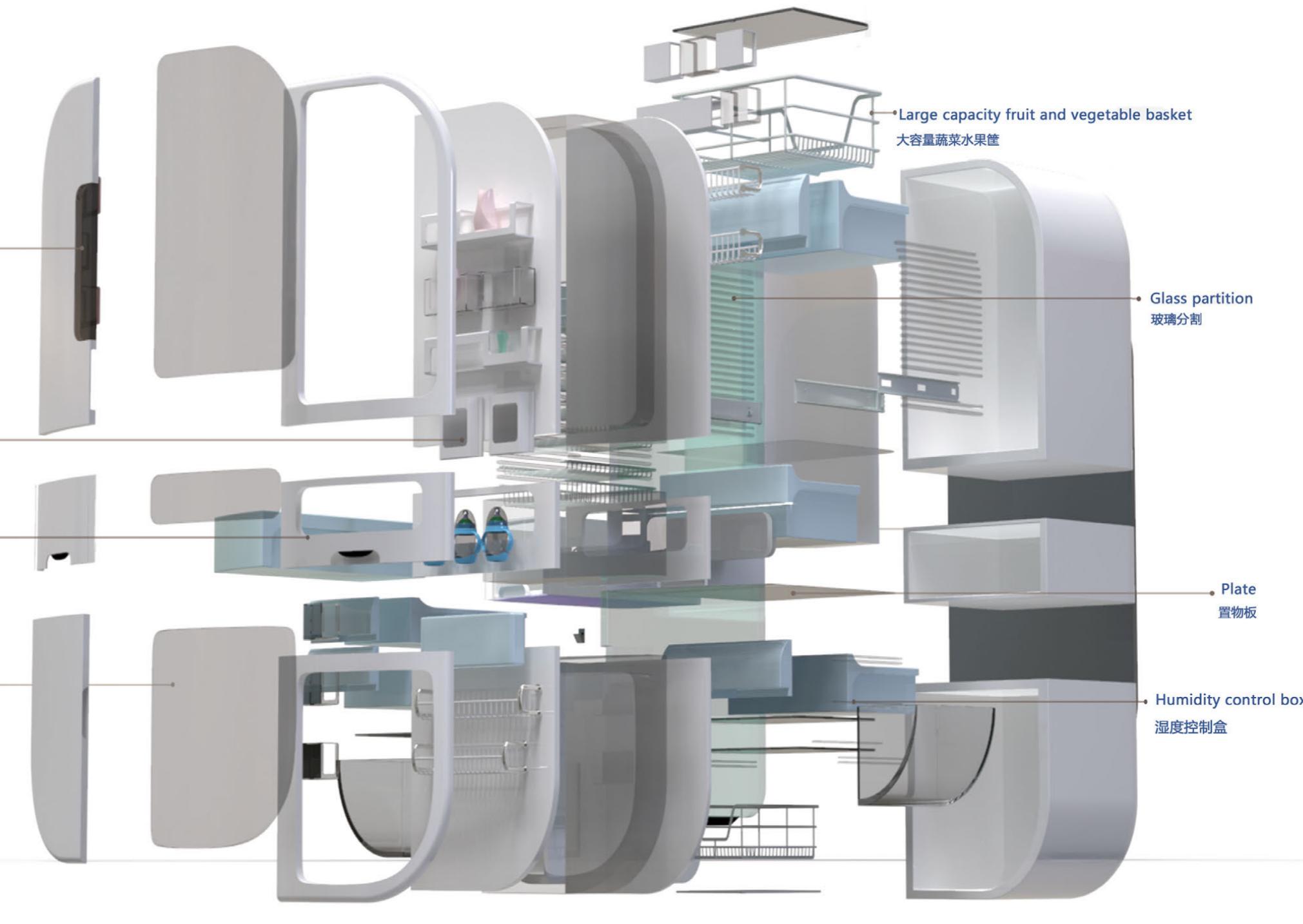
Mama's cosmetics
妈妈的化妆品



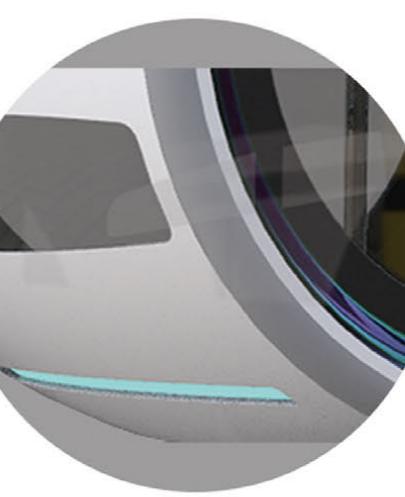
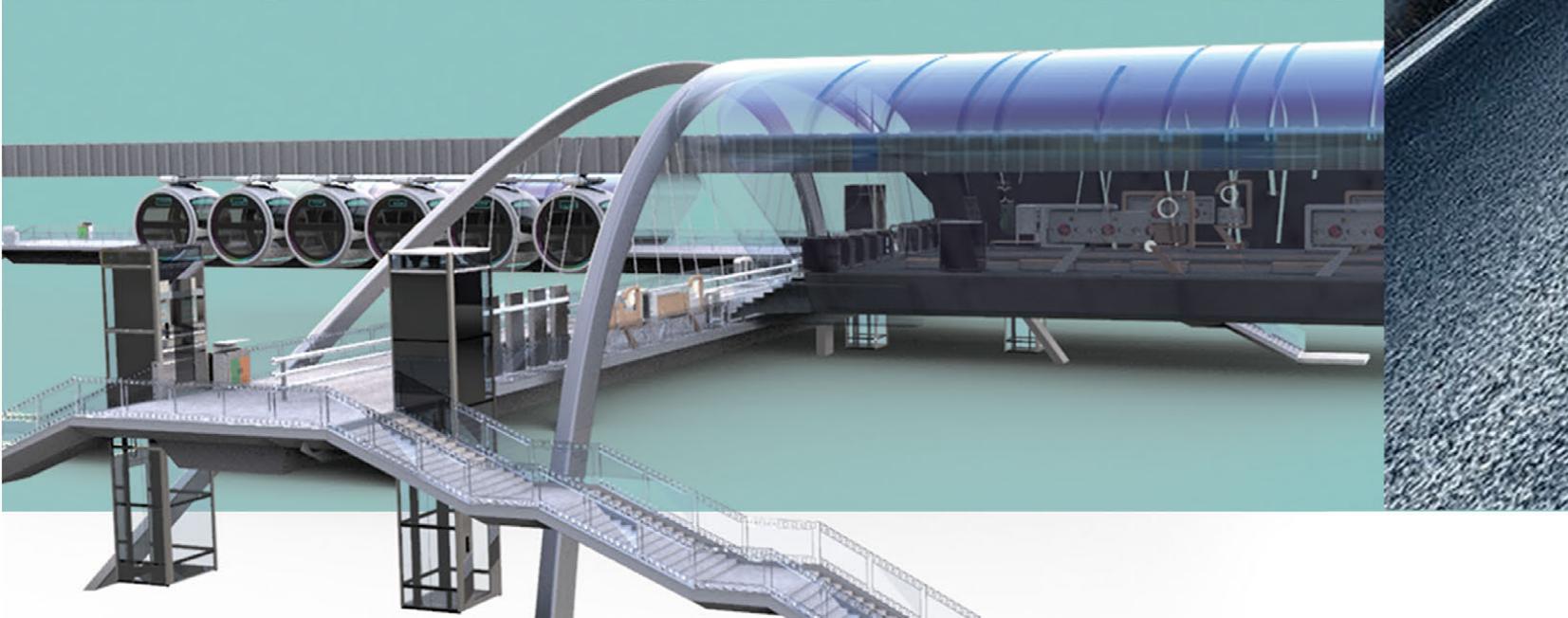
Baby's bottle
宝宝的奶瓶



Ice bar and daddy's ice beer
雪糕和爸爸的啤酒



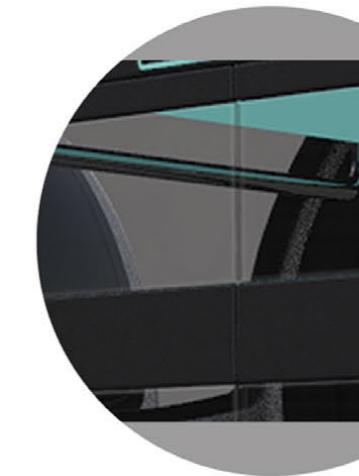
Skytrain Design



Light
灯条



Led screen
电子屏幕



Handle
把手



Glass
玻璃

Details
细节



MORE About Me

Individual work

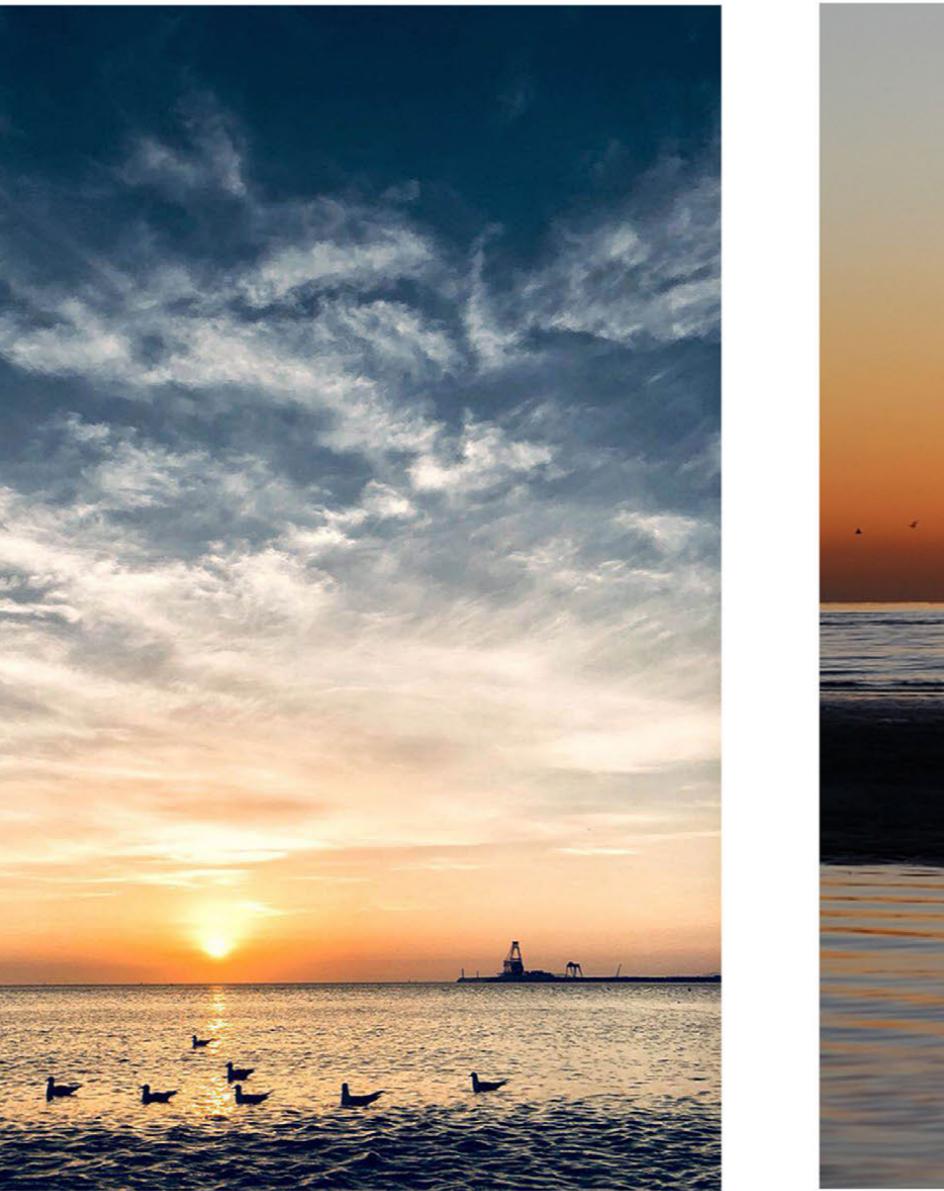
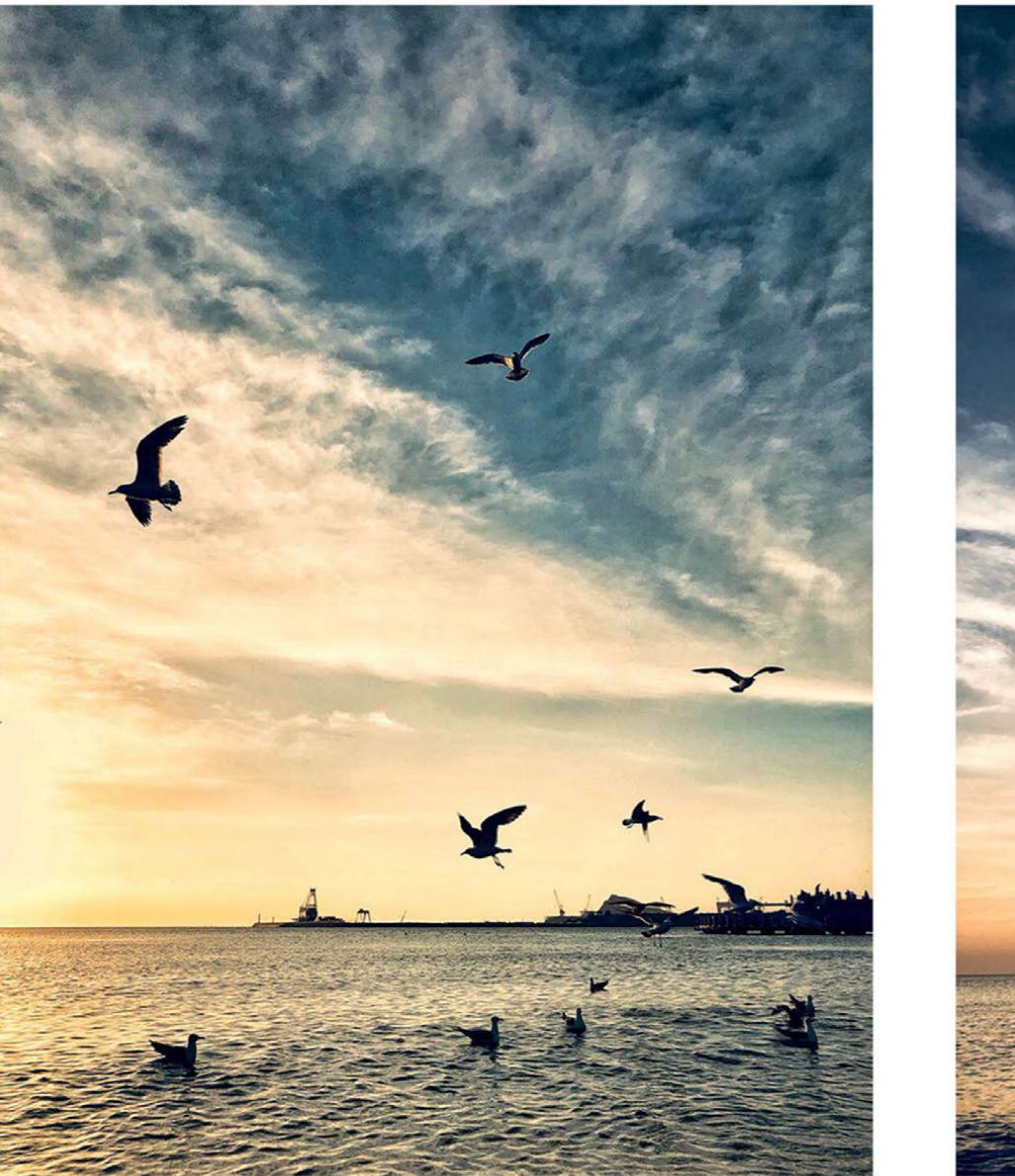
Interests: Calligraphy & Photography & Cooking & Handwork

Practicing calligraphy can calm me down and temper my will.

Chinese food has unique charm for me, food from a kitchen knife and a frying pan are rich and varied. Even the same dish, different people have their own taste, contains their own understanding of food and temperature, each time is an innovation.

It is very similar to the design, produce new things in change.

PHOTOGRAPHY



2017.10.16

World Peace Park in Lvshun,Dalian

OTHER THINGS



Tie-dye

Traditional tie-dyeing clothing has a long history in our country.
I learn from the minority students how to make it.
Then I tried to make some patterns myself.



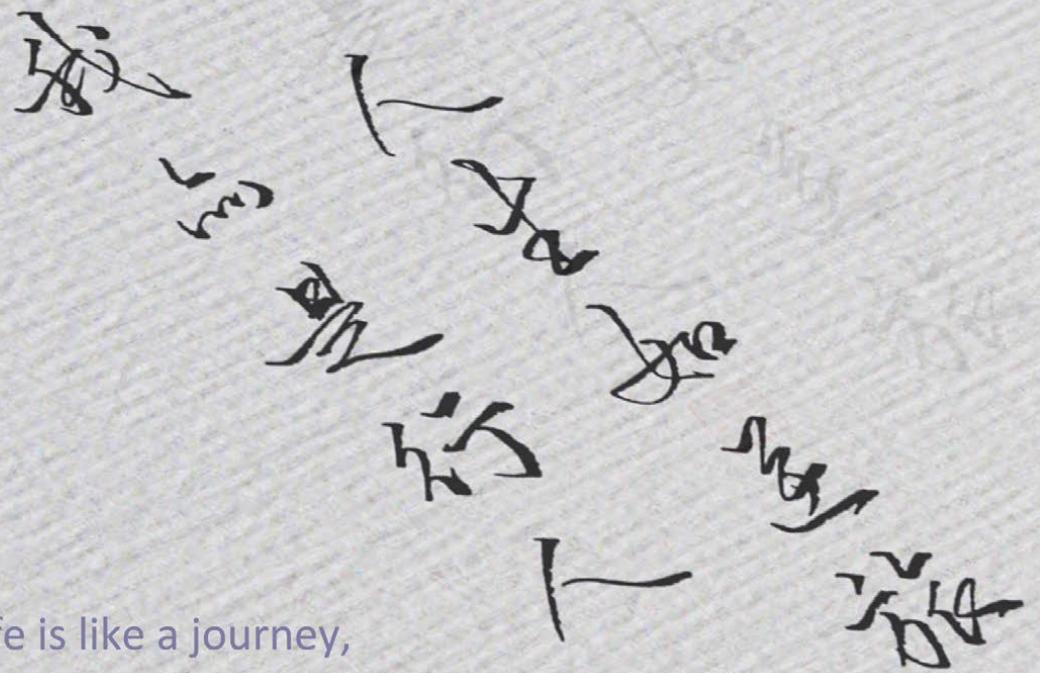
Chinese food

Chinese food is diverse, even every family has different methods of making Bouilli.
Maybe this do is what makes Chinese food unique.
I like to cook Chinese food during my free time.

红烧肉 Bouilli
Braised pork in brown sauce

饺子 Jiaozi
Dumpling with meat and vegetable stuffing





“Life is like a journey,
and I am a pedestrian .”

