



Changyue Gao

1995-02-06
Chengdu, Sichuan, China

Education

University of the Arts London (London College of Communication)
Master Service Experience Design and Innovation

Polytechnic University of Milan
Bachelor Product Design

Contact Info

Email Address: gaochangyue29@gmail.com
Mobile Number: 86-13709046690

Catalog

Project 01 **Digital marketing tool for optical industry**

0-1 Digital product design, 2022

Project 02 **Singapore loyalty coalition program**

0-1 Digital product design and delivery, 2021

Project 03 **Music platform for deaf people**

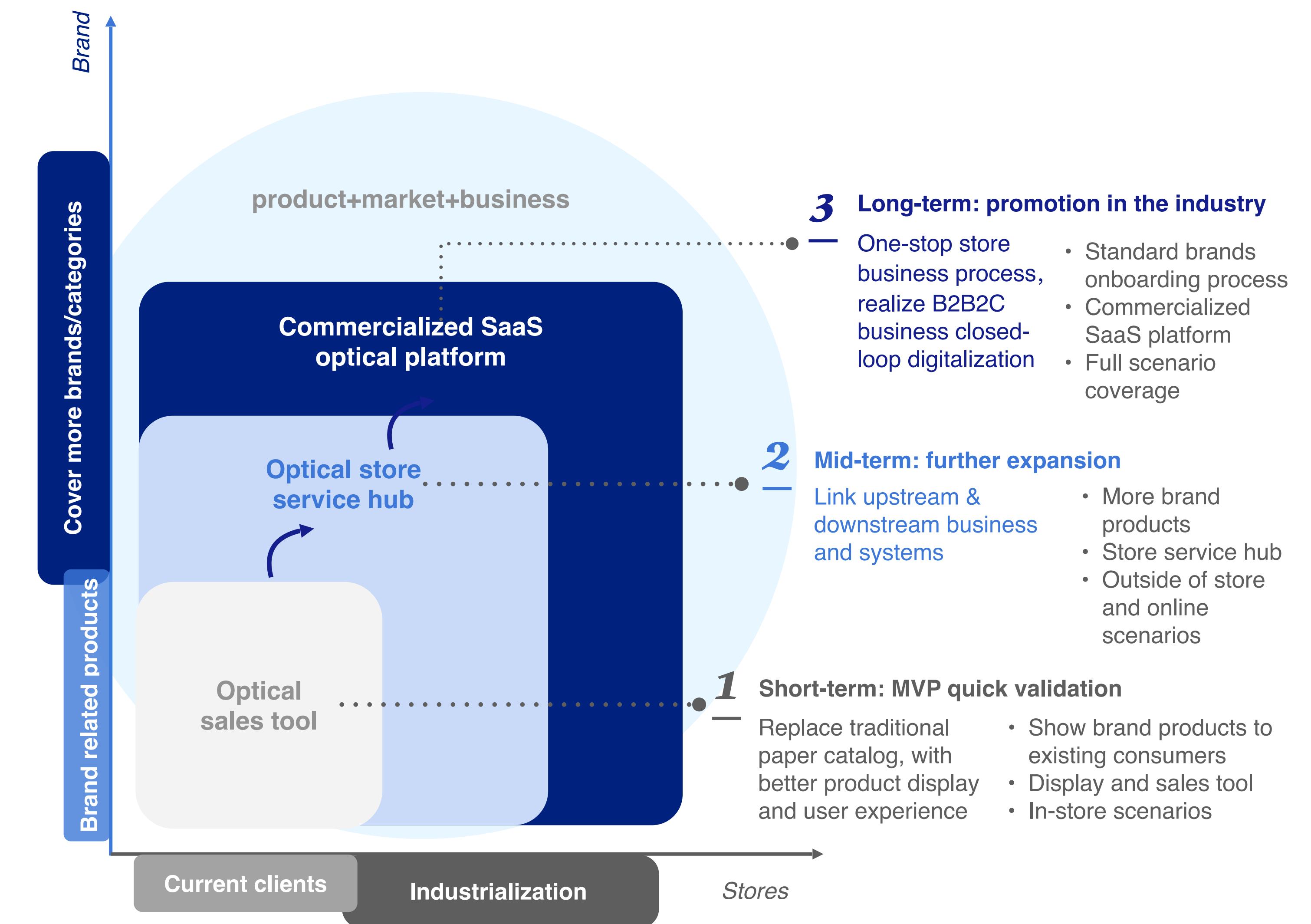
Discovery and design, 2023

Project 04 **TRITONE smart swimming device**

Product design, 2016

Digital Marketing Tool in Optical Industry

Our team worked for one month, came up with a digital marketing tool design concept which replaces the traditional paper catalog. This tool enables end-to-end product release & information display, aiming to be an in-store service hub in the future, linking the upstream and downstream business, and even has potential to become a commercialized SaaS platform, linking all store business processes



Product Positioning

FOR

Consumers/optical stores/optical brands/product owner

WHO NEED

Consumers: quickly select the most suitable product

Optical stores: increase sales efficiency by helping sales to present product info properly

Optical brands: manage product&brand related info in a more efficient and customized way

Product owner: get user feedback to optimize the products

THE

Digital catalog

IS A

End-to-end product information display and management platform

THAT

Consumers: through intuitive, easy-to-understand interactions and content display, help consumers quickly access product information and complete products comparison

Optical stores: select and present the products that meet consumers' expectation simply and quickly; analyze key user behaviors and purchase intentions through data tracking

Optical brands: enhance brand & product information communication efficiency; understand brand sales performance from end consumers

Product owner: analyze the performance of consumers, stores, products and brands through data feedback, in order to understand consumers, market and industry

UNLIKE

Traditional paper catalogs for single brand

OUR
DIFFERENTIATOR

Consumers: more experiential and interactive product information display to help consumers make purchase decisions

Optical stores: improve sales efficiency by more efficient and accurate product recommendation; gain consumers data; reduce operation and maintenance costs (multi-brand information gathered in one platform)

Optical brands: more convenient, personalized and cost-effective brand & product information management; collect end-user feedback

MOS

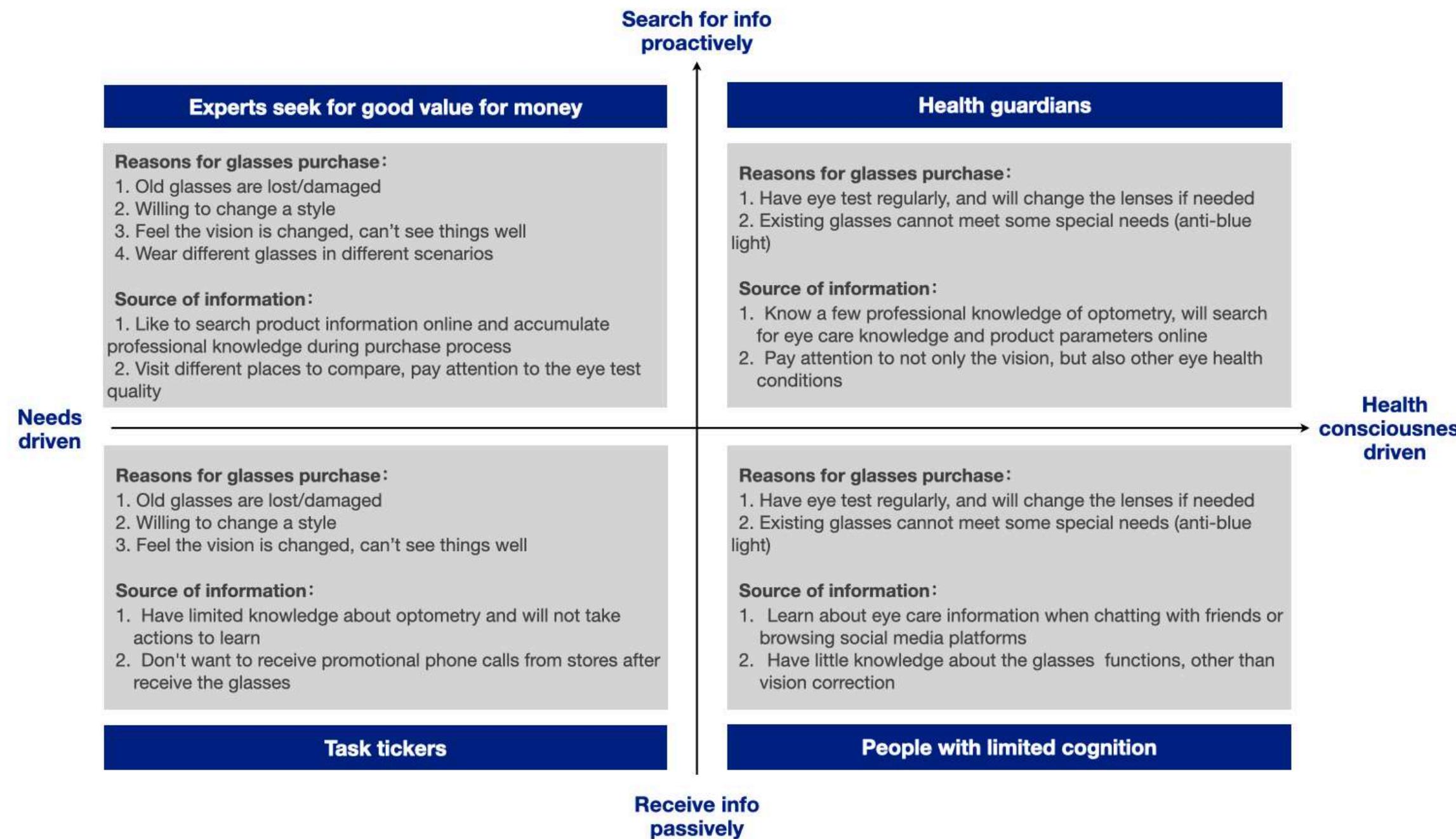
Short-term: validate product value through first seed user testing. eg. XXX user satisfaction and replacement rate of existing paper catalog

Mid-term: achieve XXX store and user coverage with market feedback and feature iteration; achieve preliminary profit

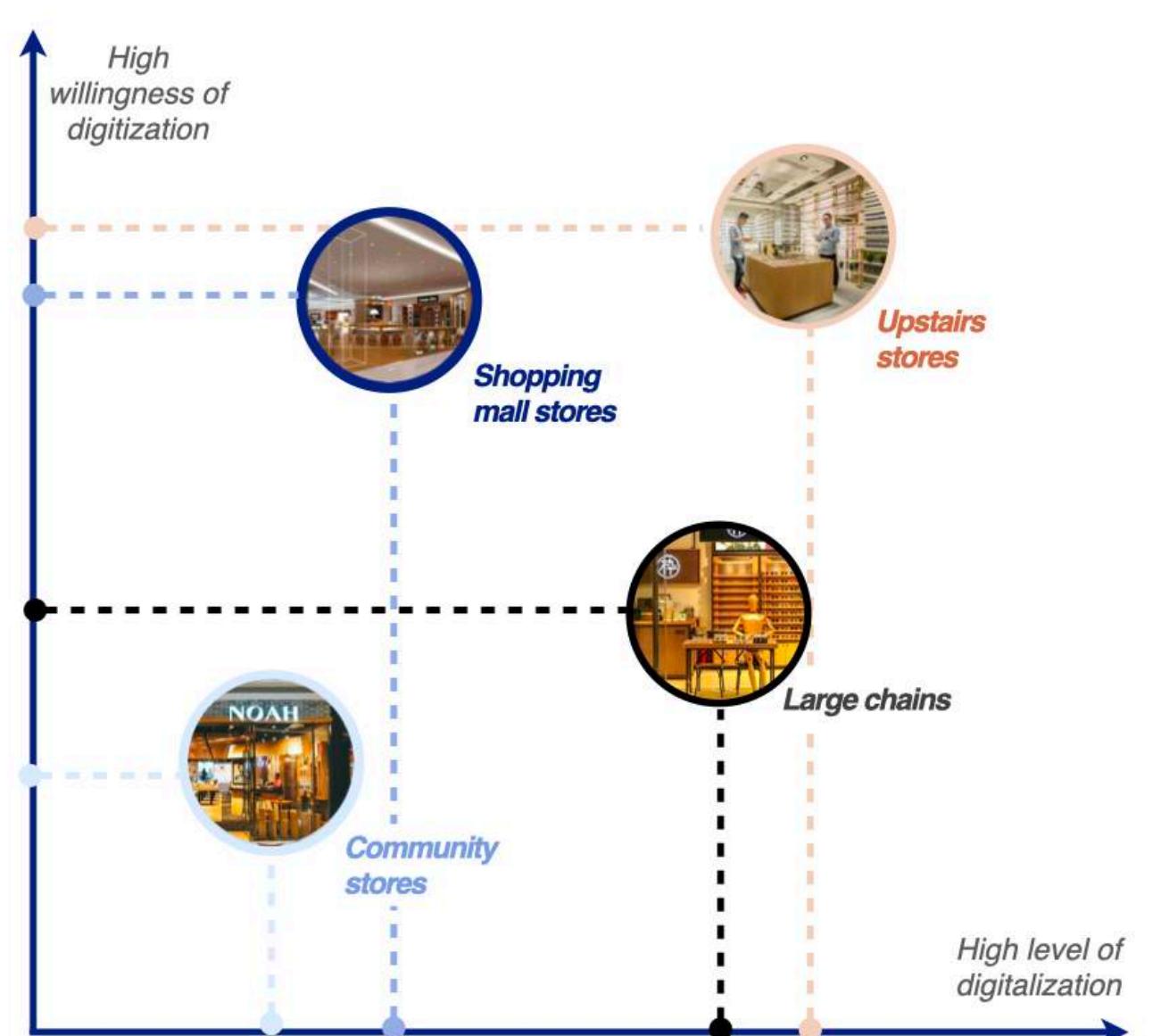
Long-term: complete commercialization and achieve large-scale promotion (customer volume, revenue/profit margin)

User Research

Persona - ToC



Persona - ToB



Optical stores opened in shopping malls, customer acquisition replies on the mall traffic

- Pay attention to the natural flow of traffic in the mall
- Work on how to immediately attract consumers attention and convert natural traffic
- The quality of customers depends on whether the positioning of optical store is consistent with that of the mall
- No professional online operation team

Optical stores are located in residential areas, customer acquisition relies on the surrounding residences

- Rely on sales interpersonal relationships to maintain loyal consumers
- No professional online operation team
- Maintain and activate consumers mainly through the WeChat group
- Consumption level is the same as the one in surrounding residential areas

Optical stores are opened in office buildings, customer acquisition is mainly through online channels

- Focused on online platform customer acquisition and in-store consumer experience
- Most of the customers aim to purchase, so the conversion is easy
- Struggling to stay connection with consumers
- The cost of online traffic is getting higher, so it's necessary to have more cost effective traffic

User interviews

11

High-customer-order stores *4
Medium-sized chain stores *7

5

Family users *2
Brand loyalty users *2
Users with complex visual condition *1

Idea validation

7

High-customer-order stores *2
Medium-sized chain stores *5

3

Family users *1
Brand loyalty users *1
Users with complex visual condition *1

As-is User Journey

Customers glasses purchase journey

STAGE	PRE-SALE					IN-SALE						AFTER-SALE						
CONSUMER ACTIONS	Generate purchase motivation	Get to know glasses info	Select store	Consult online	Go to store	Collect requirements	Optometric test	Try on frames	Select lens	Ask for price	Make payment	Wait for assembly	Pick up glasses	Make subtle adjustment	Maintenance	Do regular eye test	Repurchase	Refer to friends
PAINS	Change glasses because of damage / prescription changes, never think about other using scenarios	Need to obtain eye health knowledge, but the channels are scattered	Want to have the best value for money, but don't know about promotions	Lenses are abstract to the user and hard to have basic understanding just by words	Won't summarize the daily using scenarios, will miss some, if sales don't ask	Sales/ optometrists only care about degree but not eye health	Have interested products/brands before go to store, but can't find them in store	Can't fully understand the specific problems that lenses can solve	hard to understand the differences between products with different price	Anxious about unsure pick-up time		Choose to receive by mail cause don't know the importance of in-store subtle adjustment	Don't know about after-sale service	Won't have regular optometric test, won't realize the prescription is changed until can't see clearly	Recommend to others only when they talk about the needs			
OPPORTUNITIES	There are educational space for second glasses	Build a platform for store activities and product prices			Prefer to go to nearby stores	Guide consumers to recall and talk about their using scenarios	Give consumers more eyes care tips	Help consumers to find alternative products quickly	Help consumers build a basic understanding of the optometry market by having more advertising			Guide consumers to have regular optometric tests, keeping track of their eye condition and building continuous interaction			Maintain old/ existing consumers relationship			

Sales glasses selling journey

STAGE	PRE-SALE					IN-SALE						AFTER-SALE			
SALE ACTIONS	Prepare for stock	Daily operation	Advertising	Manage members	Refer to others	Collect requirements	Optometric test	Help to select products	Make the deal			Make procurement	Notify for glasses pick-up	After-sale service	Receive incentives
PAINS	Hard to quickly respond to consumers needs	Overwhelmed work tasks	Lack of precise marketing tools	Consumers are confused about the benefits of becoming a member	Glasses are not as restaurants, people will give advice when others ask for it	Hard to dig consumers' real needs	Optometry data may not be uniform, so consumers are confused about the results	- Doubt whether sales are professional - Hard to help consumer	Unfamiliar with certain products, inaccurate recommendation	Unable to reserve the products with limited stock	Online channels are direct competitors to stores, some consumers choose to purchase online after eye test	Procurement process is complex and long	Hard to know the exact time for pick-up, so can't give a accurate answer to consumers		
OPPORTUNITIES	Allow stores to select and prepare the stock flexibly	Create topics, shareable content and discussion atmosphere in optical industry		Build integrated membership system in the optical industry	Guide consumers to recall and talk about their needs							After-sale is a good stage to enhance user experience		Task-based, gamified sales reward system	

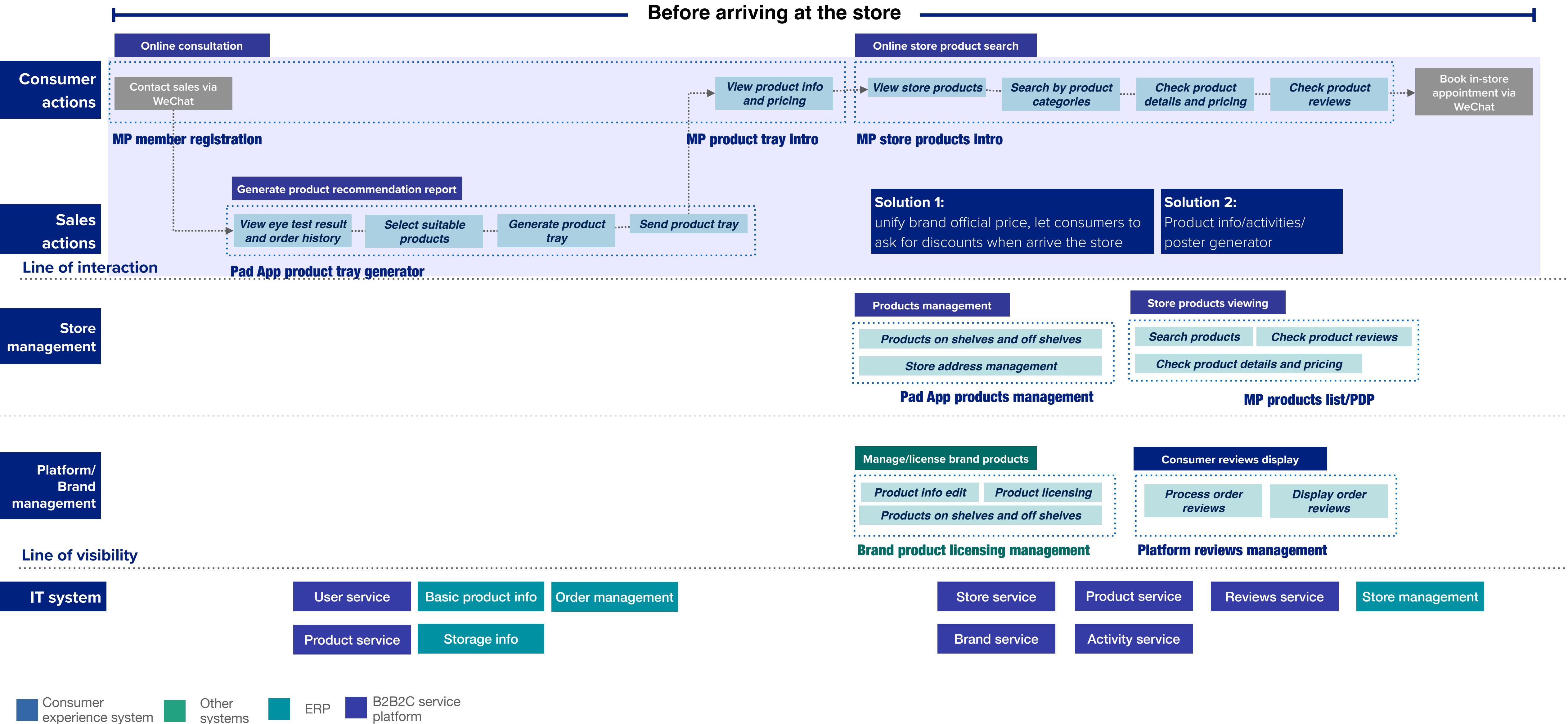
Lean Business Model

Needs Optical stores: <ul style="list-style-type: none">- Improve sales efficiency- Reduce operating costs- Increase consumer satisfaction Consumers: <ul style="list-style-type: none">- Better purchase experience- More professional product recommendation	Solutions Build a service platform that connects optical stores, consumers and brands Brands: <ul style="list-style-type: none">- Real-time product information synchronization- Product licensing management- Get feedback from end consumers, understand consumer profile Brand - stores: Product authorization management, product information synchronization, store procurement, optometric equipment data connection tool Consumers- brand: Sales feedback tool	Value positioning Full process digital solution in the optical industry	Competitive advantages <ul style="list-style-type: none">- Brand/product information licensing (product management)- End-to-end store operation process- Better user experience	Users segments Small & medium-sized chain stores/High-customer-order stores/upstair stores Medium and large optical brands
Competitors <ul style="list-style-type: none">- Essilor catalog- Industry SaaS products (eg. Pengsheng optical management system)- WeChat (user management)	Key metrics <ul style="list-style-type: none">- Onboarded brands- Onboarded stores- Registered consumers- Store satisfaction- Consumer satisfaction	Key customers <ul style="list-style-type: none">- Small & medium-sized chain stores- High-customer-order stores- Upstair stores	Channels ToB: Sales; SEO/SEM; advertisement; referral; salons ToC: Optical stores Brand own channels	
Cost structure Marketing System maintenance Product development and iteration		Revenue streams Sales rebate Software subscription fees Advertisement Fixed income		

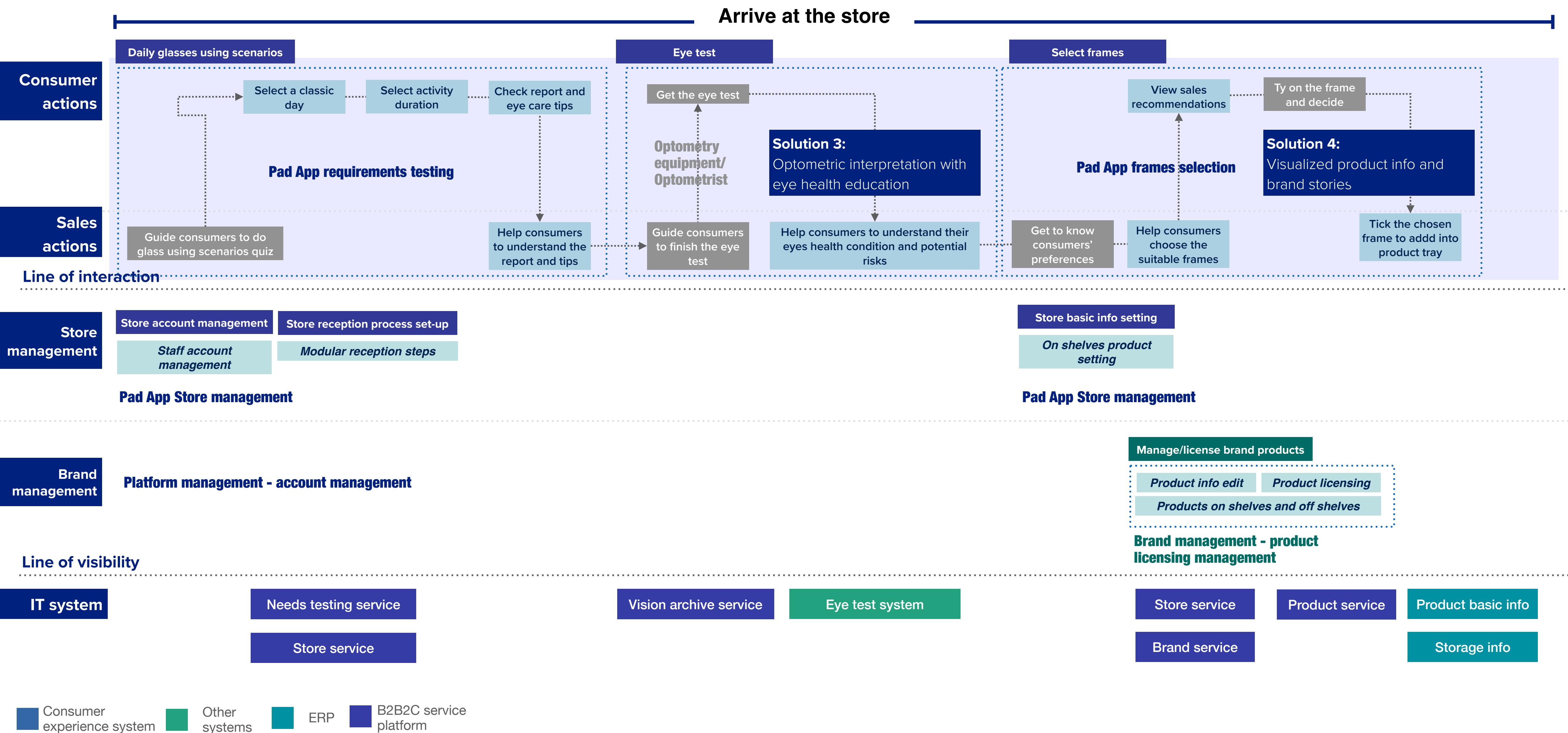
Business Panorama

Consumers MP	Product tray viewing	Store products viewing	Personal info management	Order management	Report viewing	Activities	Content platform	
	View product PDP View product pricing Share product tray View product details & price	Check product list Search by product categories View product reviews View store address Share product/store	Member registration Basic info management	Order history Order status Order reviews	Eye test results Result of glasses using scenarios quiz	Activities viewing Book activities Activities history	Generate UGC material Content sharing	
Stores PAD APP	Product/store management	Product tray edit	Customized activities	Service management	Order management	Nees collection	Lens recommendation	Consumer CRM
	Product management Store address management	Add/delete products Share product tray	View activity history Edit activity rules Generate activity poster View booking info View participation info	Publish after-sale service After-sale order management View after-sale info	Generate order Search order Check order status Renew order status	glasses using scenarios quiz View quiz report	Search by keywords View lens list Reason for recommendation	Search consumers Check register info Check consumer eye test result Check order history
	Product viewing Search for products View product details & price View product reviews			Content platform View content Share content	Consumer reviews Reply reviews Search reviews	Frames recommendation Search/select frames View frames list View frames PDP	Select lens View lens PDP View lens reviews Compare lens	Account management Account permission configuration
	Brand products management	Brand data viewing	After-sale service management					
	Product info edit Product removal Product licensing	Product referral data Product sales data	Configure/publish after-sale service After-sale order management					
	Consumer reviews	Store account management	Consumer CRM	Platform data viewing	Content operations			
	Process order reviews Display order reviews	Add/delete account Account permission configuration	Search consumer View register info View eye test result	Check result of glasses using scenarios quiz Check order history Check activity history	Data dashboard <ol style="list-style-type: none"> 1. Feature data 2. User data 3. Sales data 	Publish content through CRM View content data		
Brand management platform WEB								
Platform management WEB								

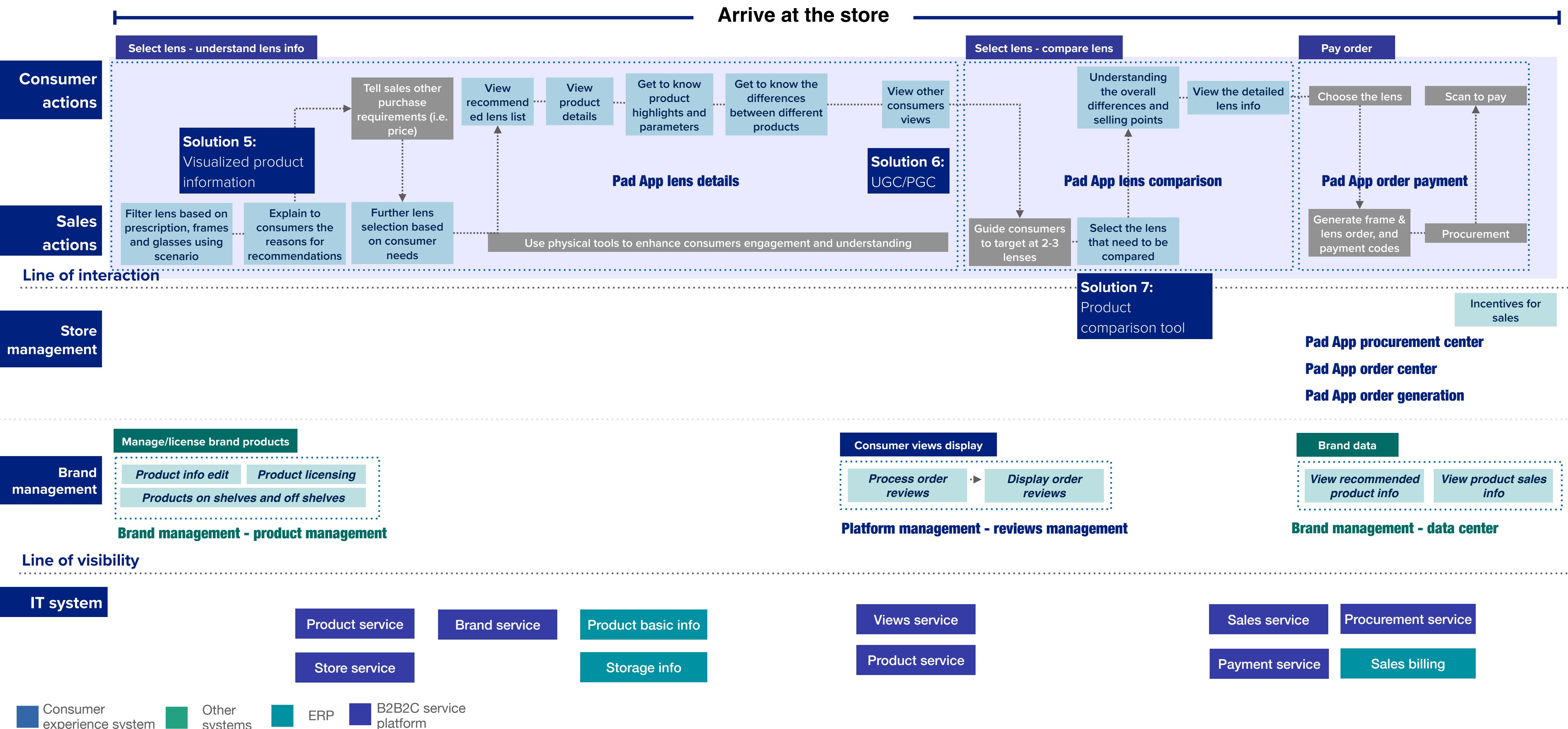
To-be Service Blueprint



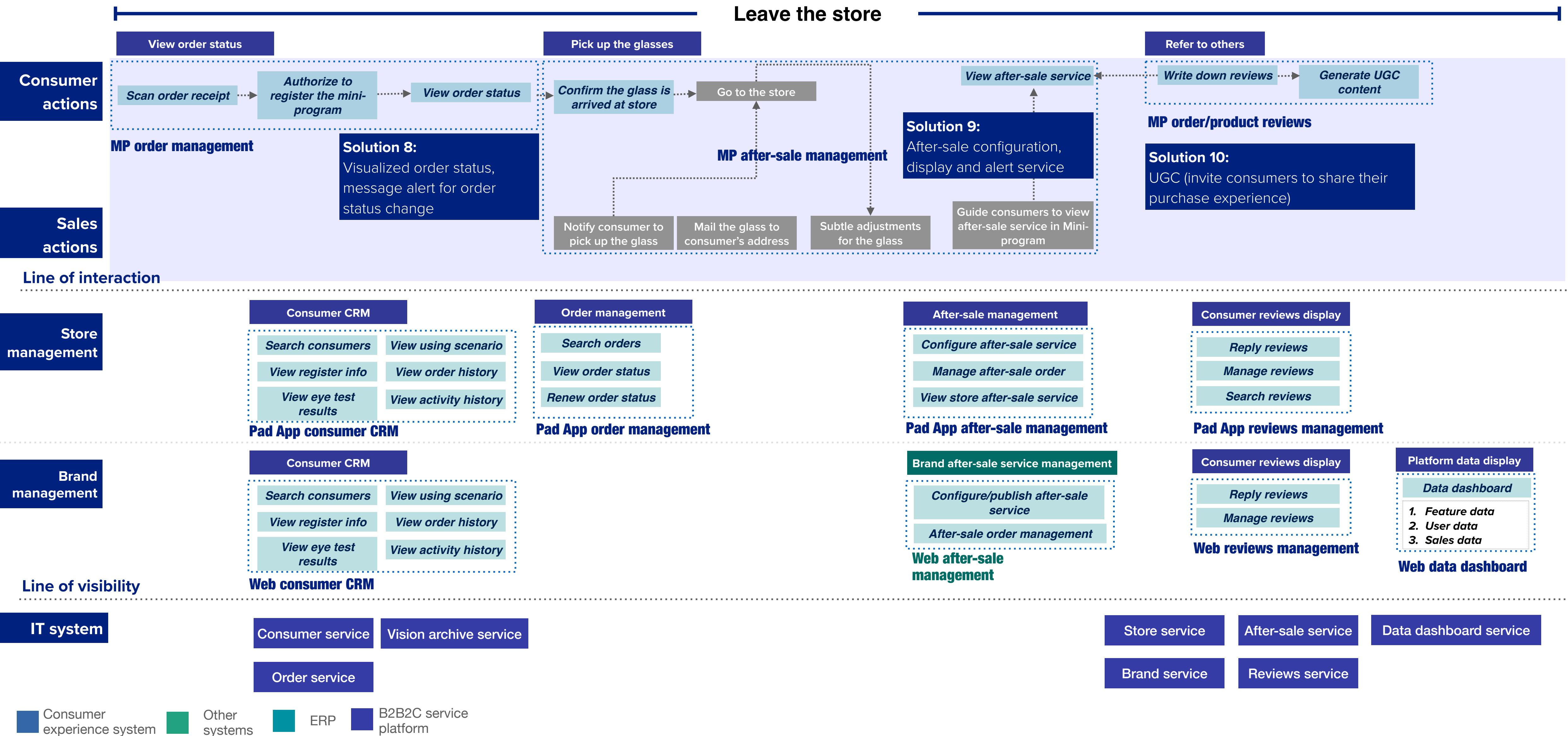
To-be Service Blueprint



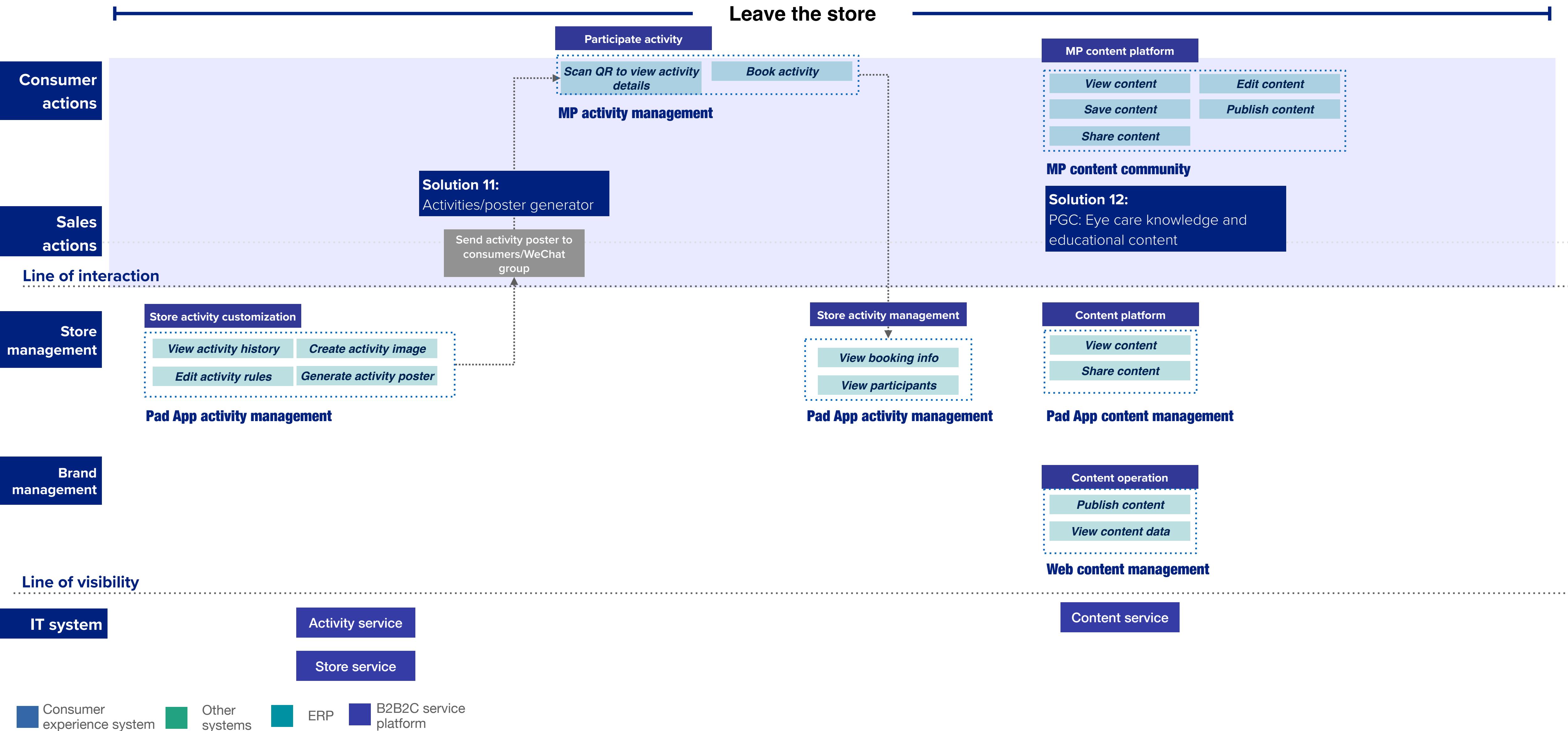
To-be Service Blueprint



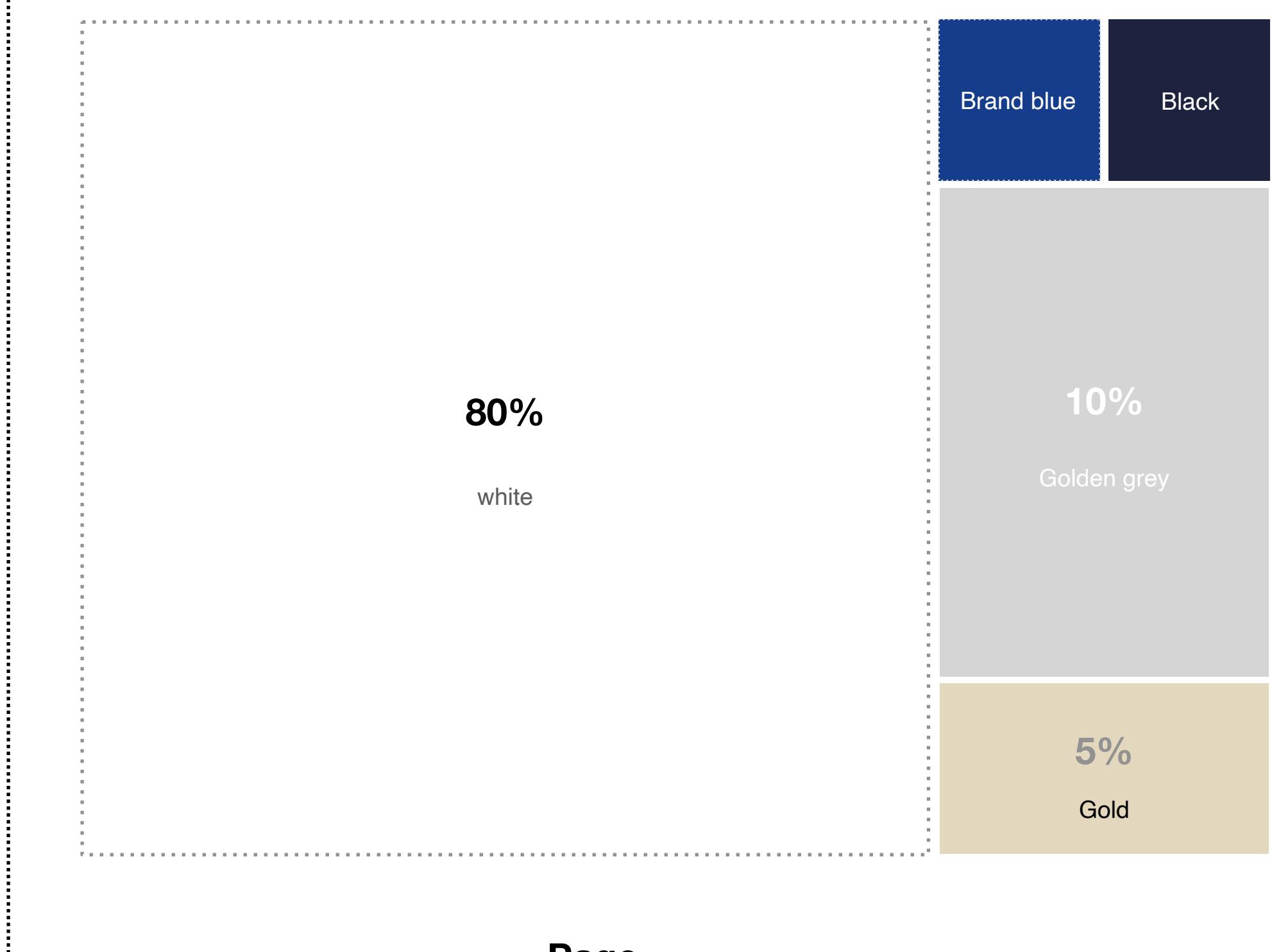
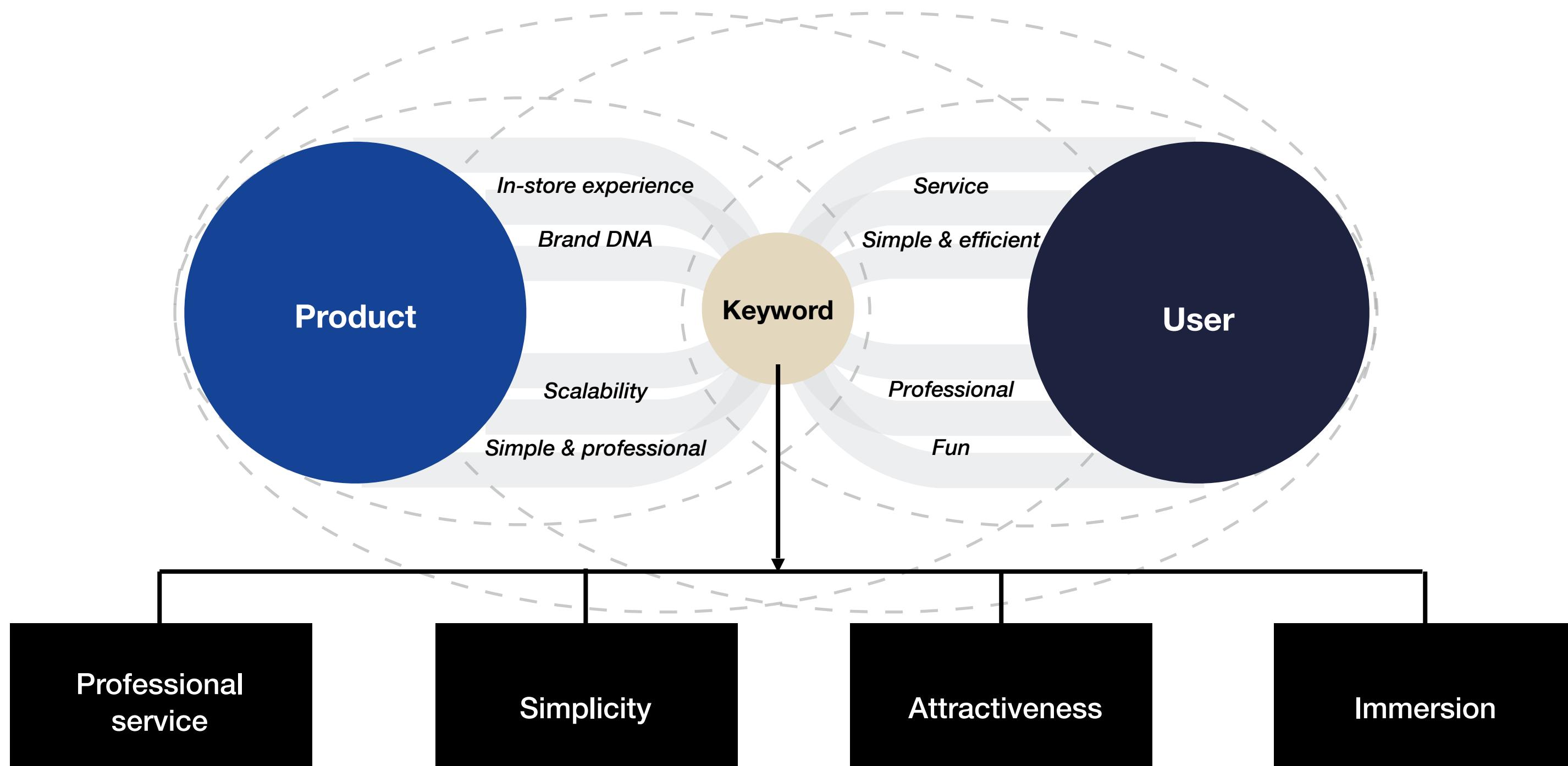
To-be Service Blueprint



To-be Service Blueprint



Design Solution-Visual Style



Design Solution-Homepage

Simple & professional

Attractiveness

Graphical design

Dynamic effect

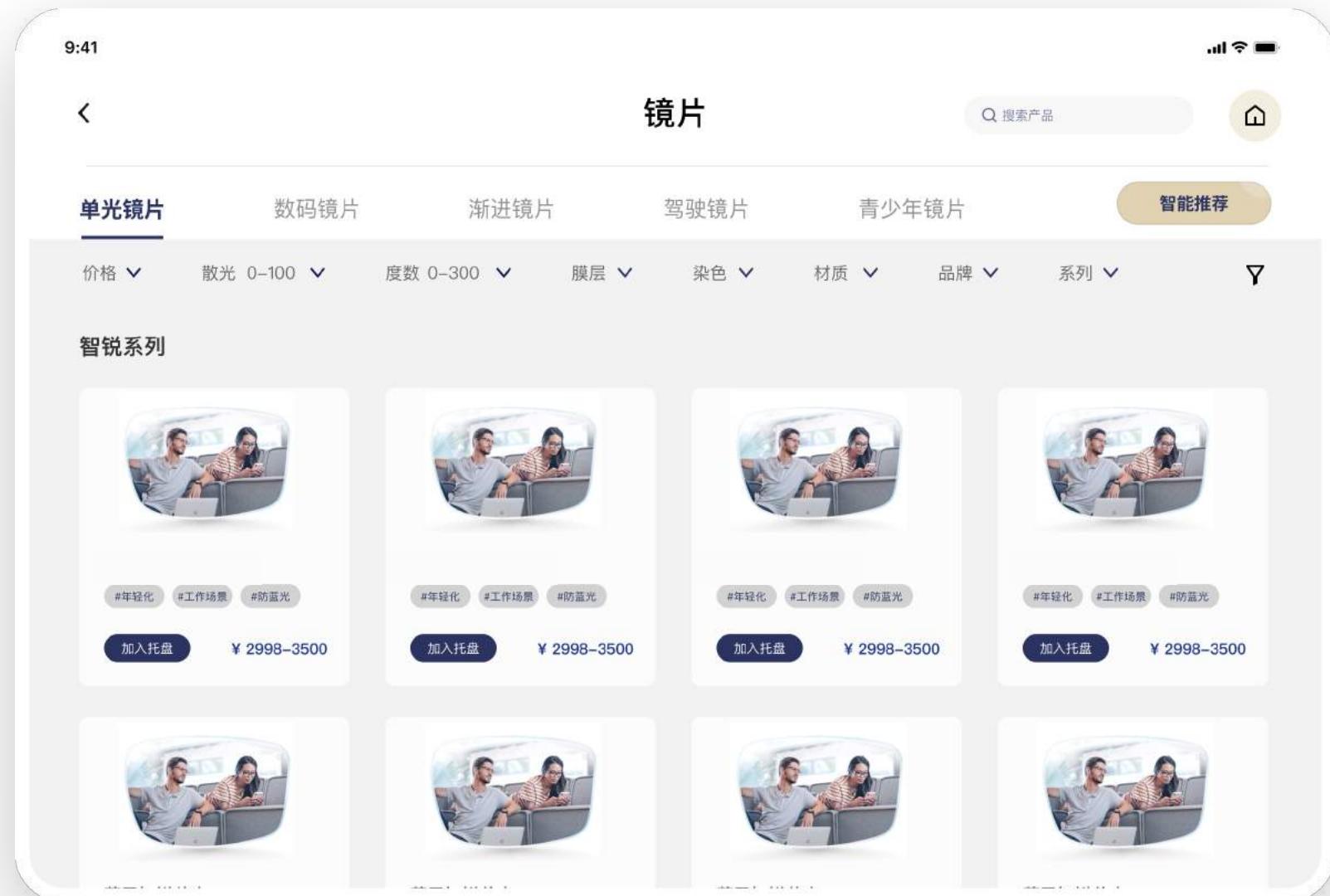


Design Solution

End-to-end product information display platform

Glasses are abstract products, of which the consumers are hard to quickly build perception, and it's difficult for sales to help consumers understand the product using existing catalogs/tools. So we designed a platform where sales can quickly select products based on consumers needs

Product list



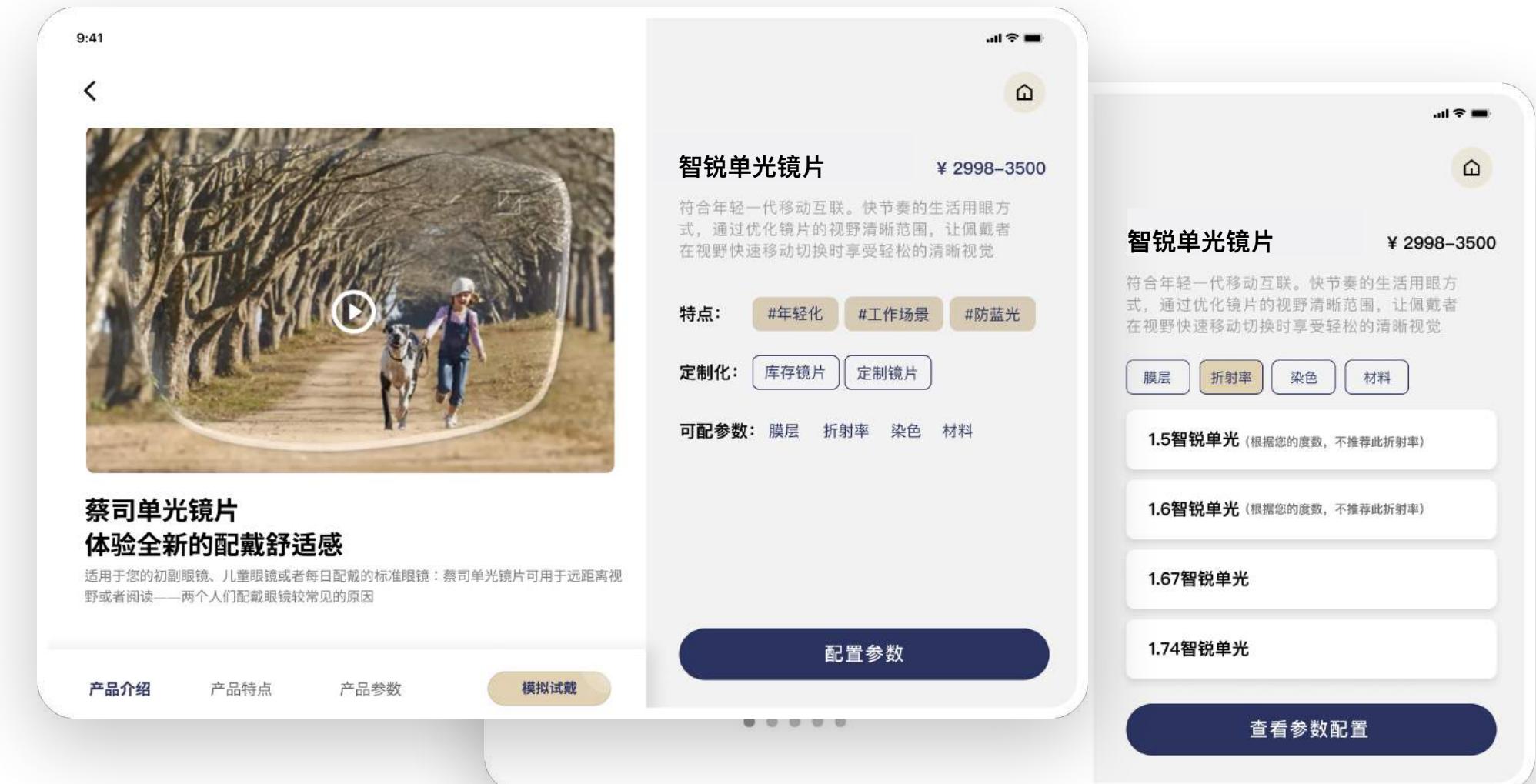
Sales/consumers can filter from category, series to items manually based on their needs, or enable the smart recommendations engine

Virtual try-on



In the try-on page, consumers can view the product highlights and switch scenarios to see the different effects in different light, weather and road conditions

Product details display



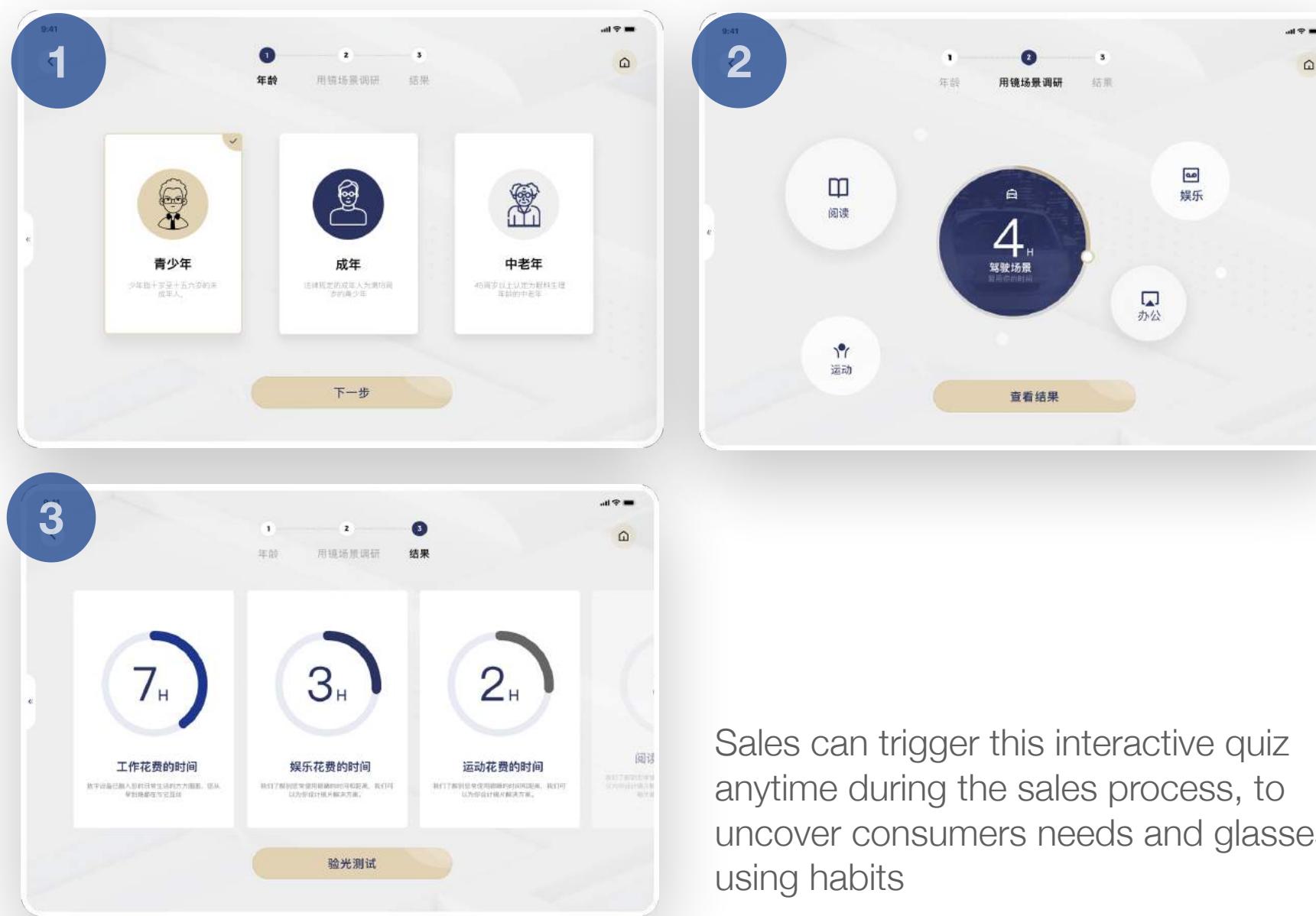
In product details page, users can view item price range, highlights and target scenarios/people, can also configure product parameters manually according to their needs. The system will automatically filter out the unsuitable options based on users' vision

Design Solution

Smart recommendation engine in optical industry

According to research, we found out that consumers are lack of trust in optical store sales, doubting their professional knowledge. So we expect this product to be a sales tool, which helps sales to identify consumers needs and select the most suitable product for consumers

Quiz for glasses using scenarios



Sales can trigger this interactive quiz anytime during the sales process, to uncover consumers needs and glasses using habits

Smart selection based on recommendation algorithm



Based on the eye test result and the glasses using scenarios quiz results, the system will select the most suitable items. Consumers can see the product highlights, the price range and the matching score from big data



Quick comparison



With the "Add to Compare" function, consumers can quickly compare between two lens, check the effect when wearing two lens in the same scenario, or switch scenarios to fully understand the differences

Design Solution

Store operation & product licensing management platform

To better help optical stores with the operation and management, we designed an internal management web platform, which allows store staff to monitor operational data, publish product information, manage product licenses and view market feedback

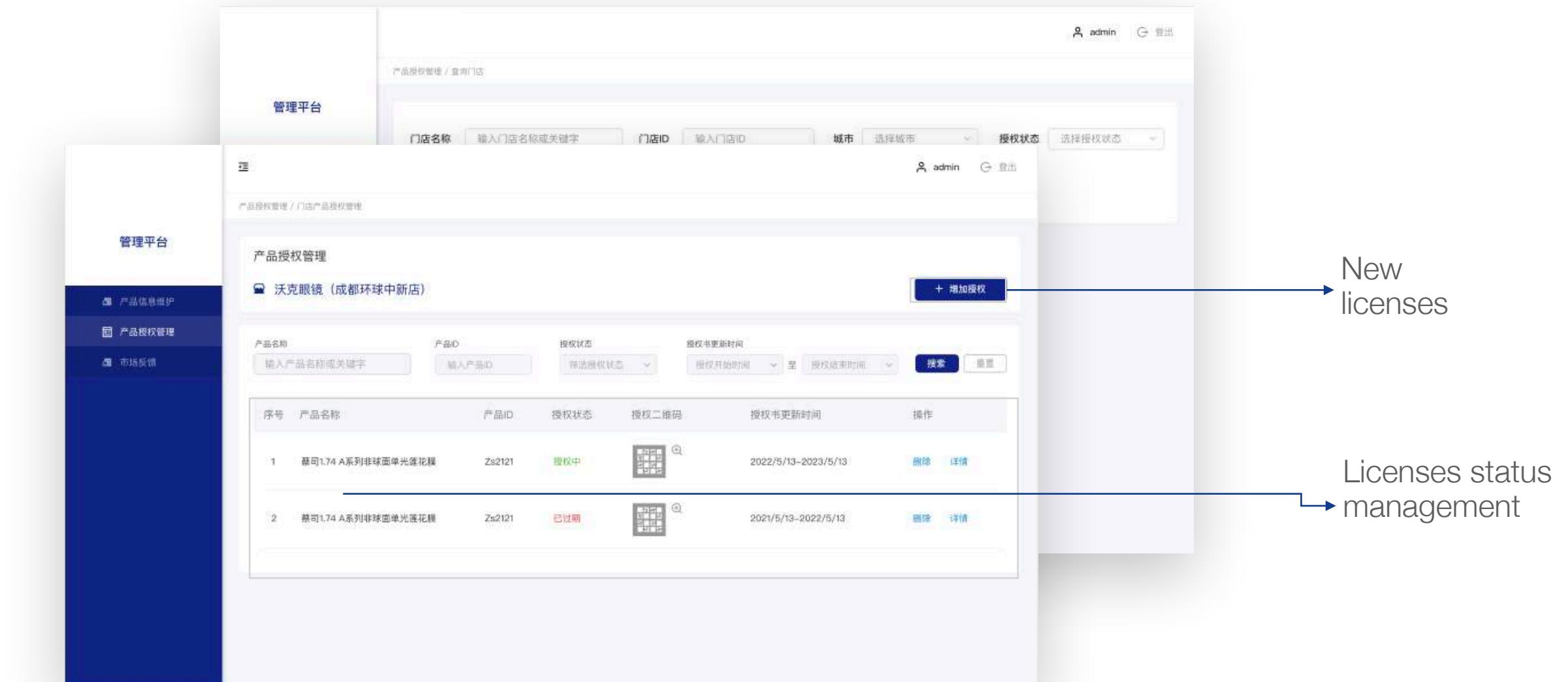
Product operation data monitoring



Market feedback viewing

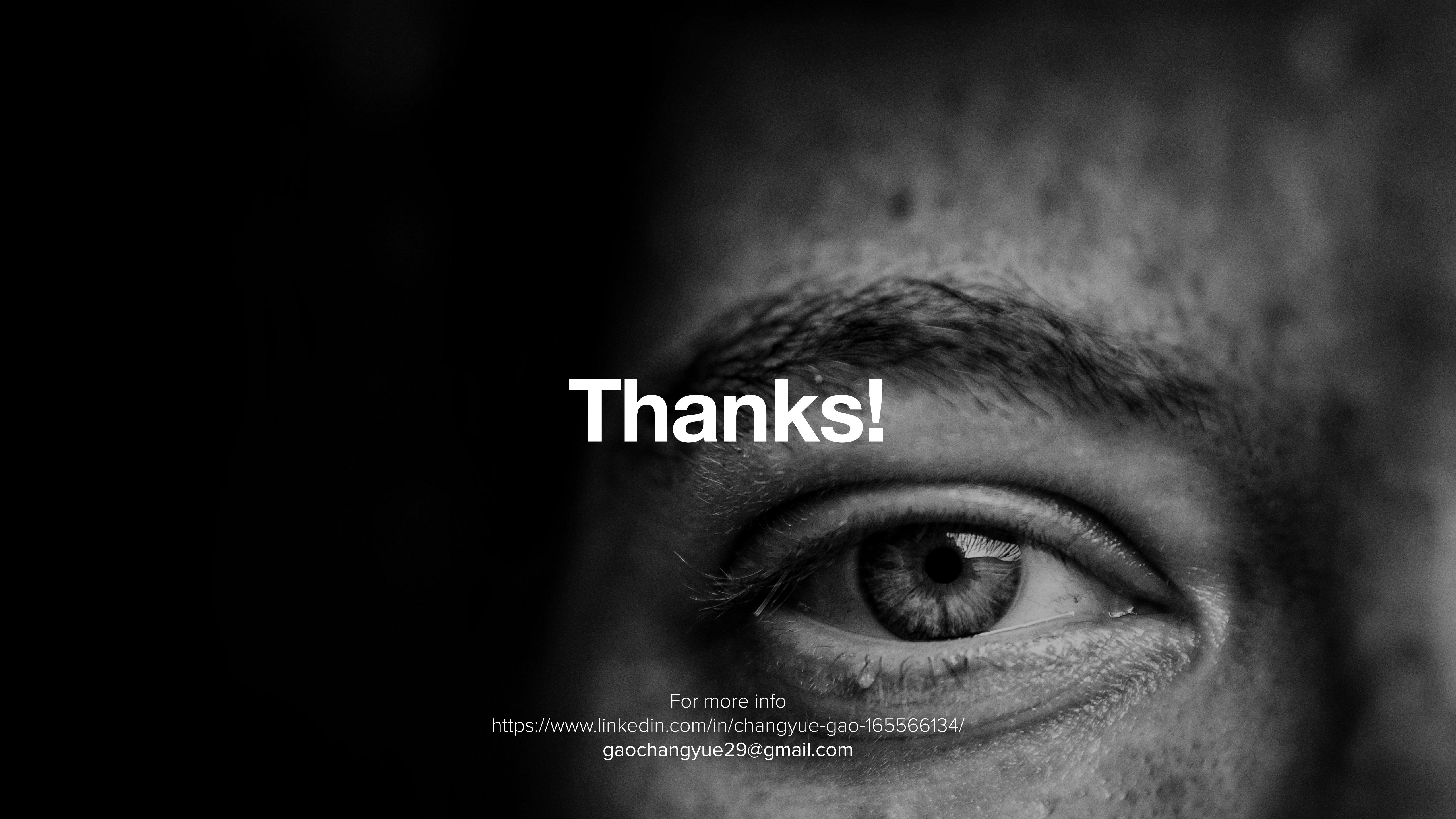


Product license management



New
licenses

Licenses status
management

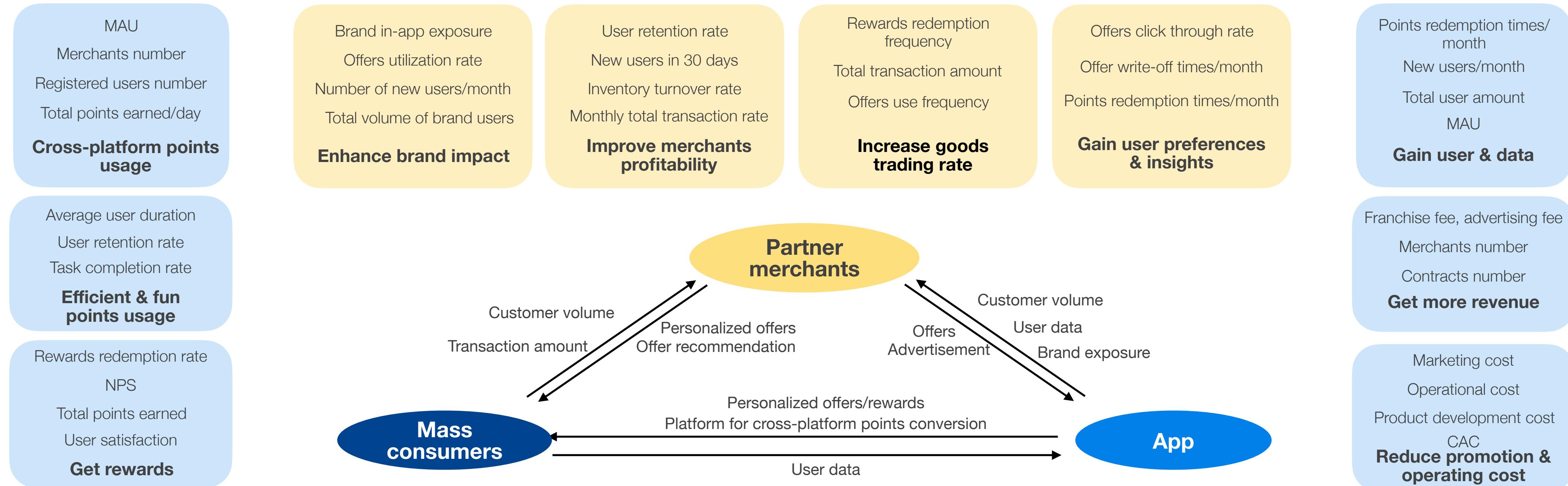
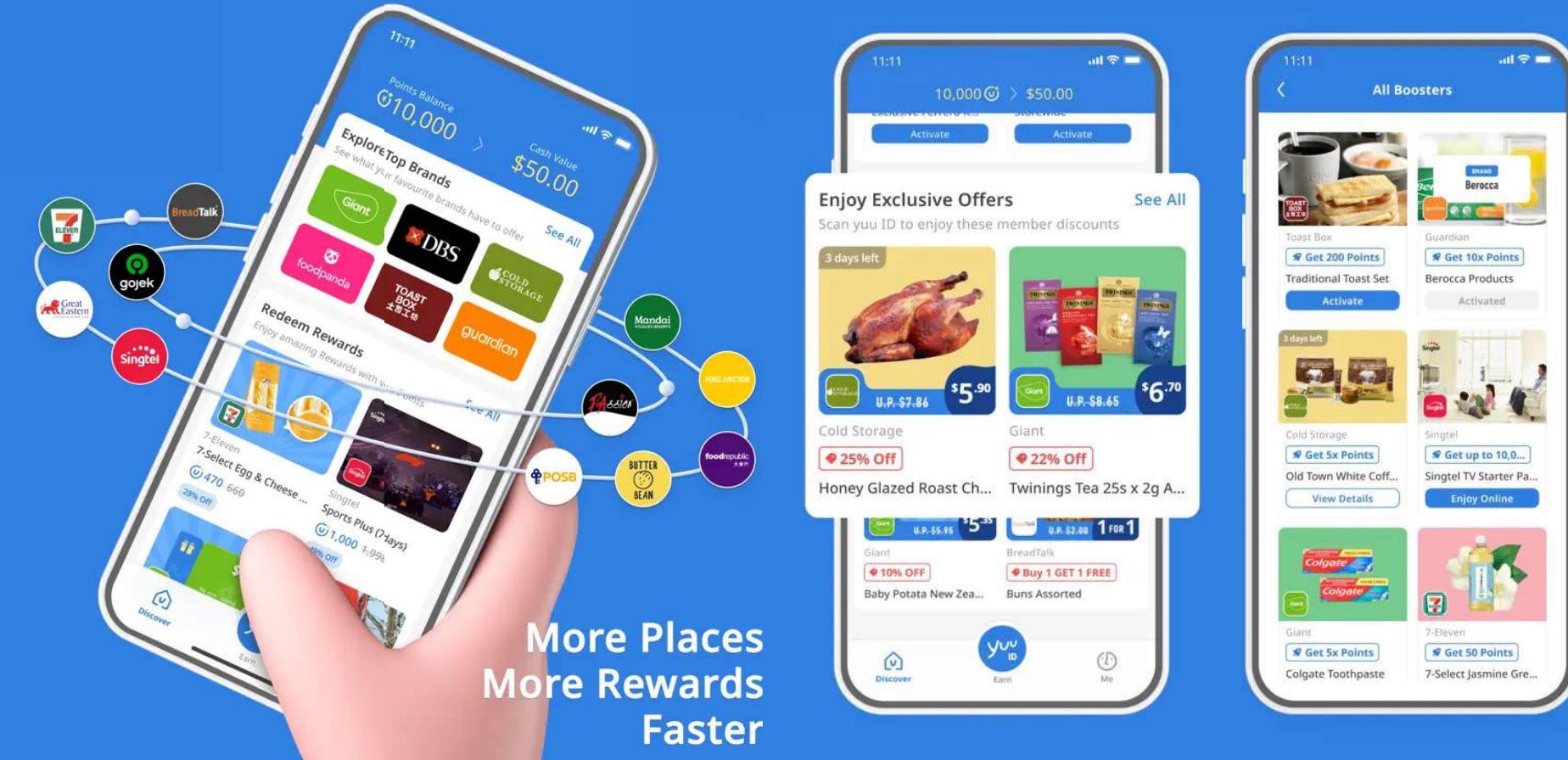


Thanks!

For more info
<https://www.linkedin.com/in/changyue-gao-165566134/>
gaochangyue29@gmail.com

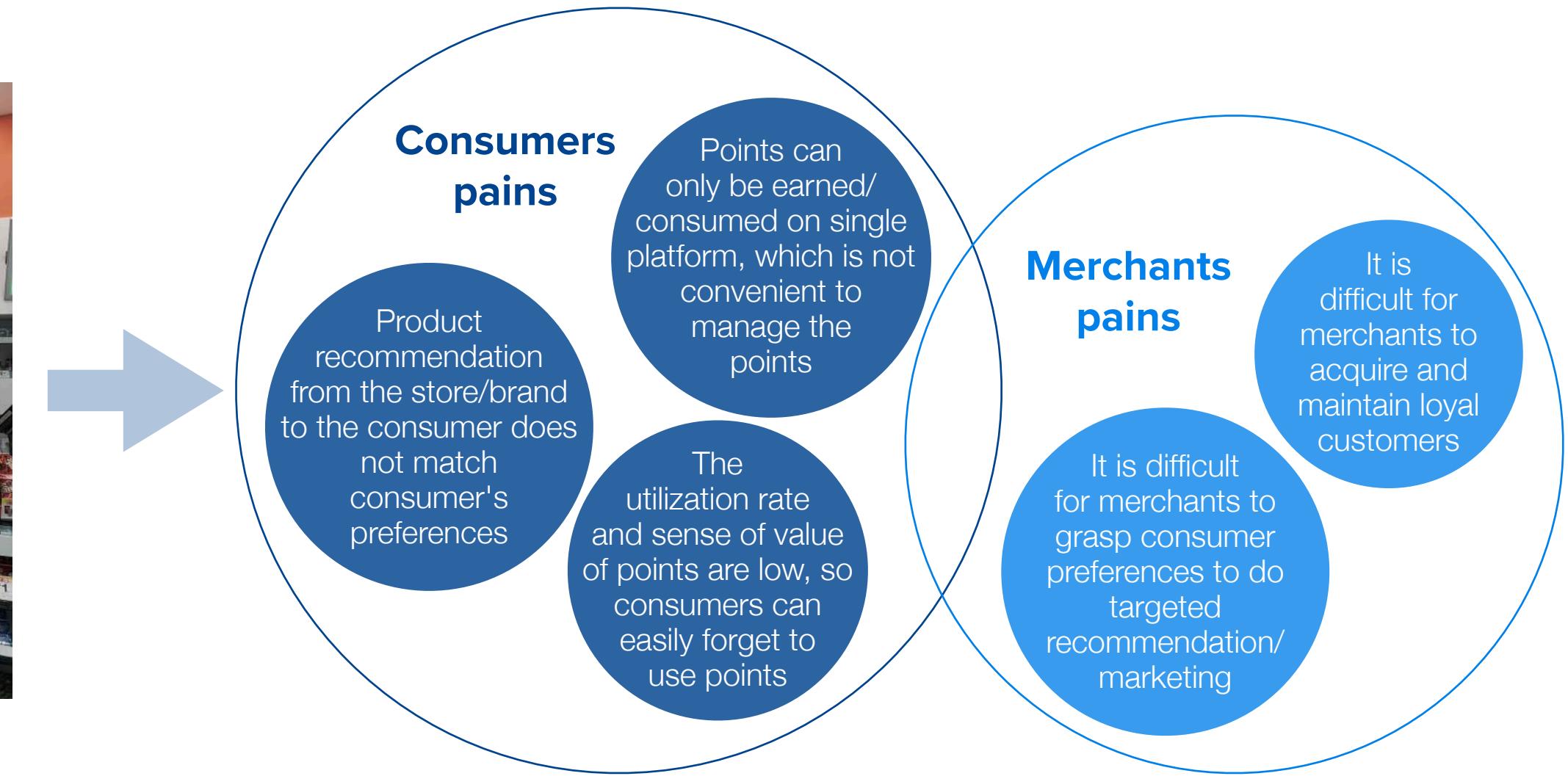
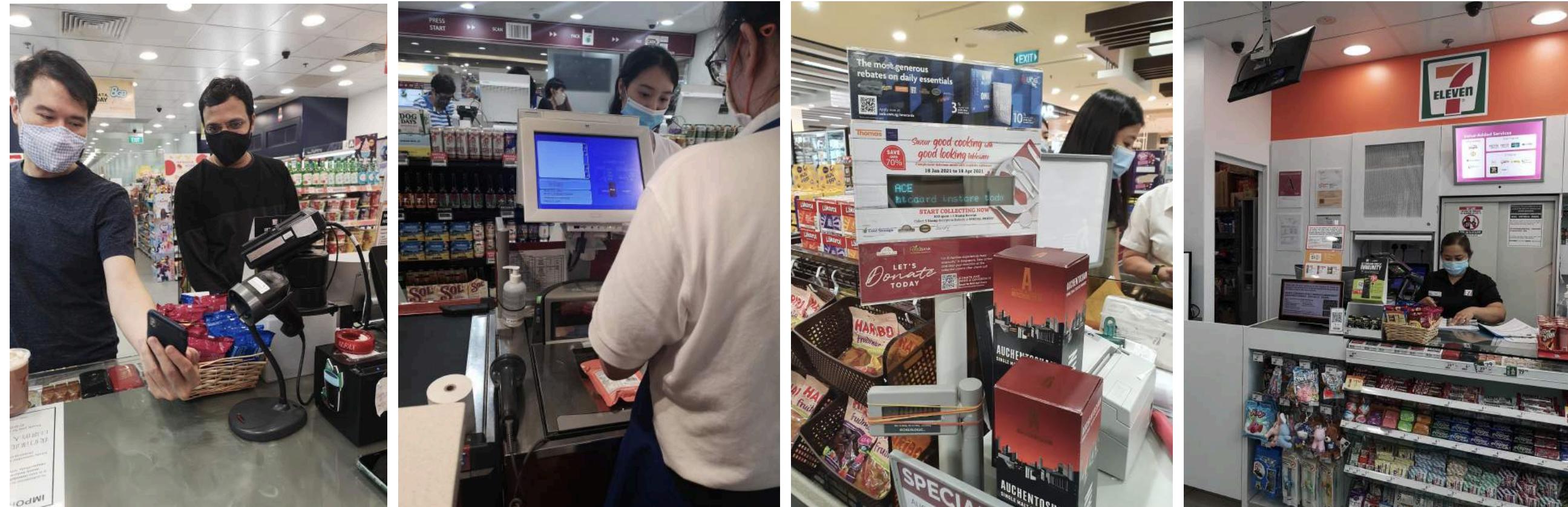
Singapore Loyalty Coalition Program

As a startup company, the client recognized new opportunities in Singapore retail market and decided to incubate a member loyalty platform. Through cross-platform points exchange, a brand new model of consumer attraction can be created to stimulate mass consumption and bring more revenue and consumer data to partner merchants. We helped the client to develop a To-C Mobile App, which is an entry point to open up the integral ecosystem, defined product strategy and business model, built integration rules, digged into user needs, carried out design & development



User Research & To-be Journey

Field research



To-be journey

User acquisition		User activation	User engagement		User retention	User referral	
Stages	Heard about this app	Download the App	Start to use the app	Earn points	Burn points	Link accounts for more points	Recommend to friends and other family members
User goals	Understand what the app is offering and its differentiation advantages	Convenient download channels and methods	Explore app features	Clear and convenient points earning channels	- Enjoy more offers/rewards - Save money	Link with other merchants to earn and manage points	Share the benefits with more people
Touch points	Posters, TV commercials, websites, friends, families	App, Appstore, Salesman, Store QR Code	App, SMS, email, customer service	App, Salesperson, Store, Merchandise, SMS, Mail	App, Salesperson, Store, Merchandise, SMS, Mail	App, physical card for merchants, SMS, email, customer service	App, SMS, email, social software, friends, families
User actions	<ul style="list-style-type: none"> - Hear about the app from friends - See advertisement of the app 	<ul style="list-style-type: none"> - Scan QR code to download the app under the guidance of the store salesperson - Scan QR code on the poster to download the app - Download App in the Appstore 	<ul style="list-style-type: none"> - Register and log in to the App - Get points bonus for registration 	<ul style="list-style-type: none"> Check available offers, use offers while offline shopping, and get points with the member ID 	<ul style="list-style-type: none"> - Check redeemable rewards and confirm redemption - Burn points for offline shopping 	<ul style="list-style-type: none"> - Browse merchants in the app - Select merchant you are interested in and link account with it to earn points - Transfer points from other merchant platforms to the app 	<ul style="list-style-type: none"> - word of mouth - Send screenshots of rewards/offers

Business Model

Based on the project vision, we worked with stakeholders to create a new set of business models, and based on these business strategies and user core values, we identified the key performance indicators in the current life cycle of the product to facilitate real-time tracking of project progress

Value Proposition

Consumers	Partners
Personalized offer recommendation	Access consumer data to help improve business strategy
Cross-platform points management	Save cost of building & maintaining independent points system
Efficient&convenient points conversion	Attract consumers and enhance brand impact

Cost Structure

Design and development cost
Operation cost
Maintenance cost

Source of Revenue

Service fee from partner merchants for points management
Advertising fee
Merchant onboarding fee

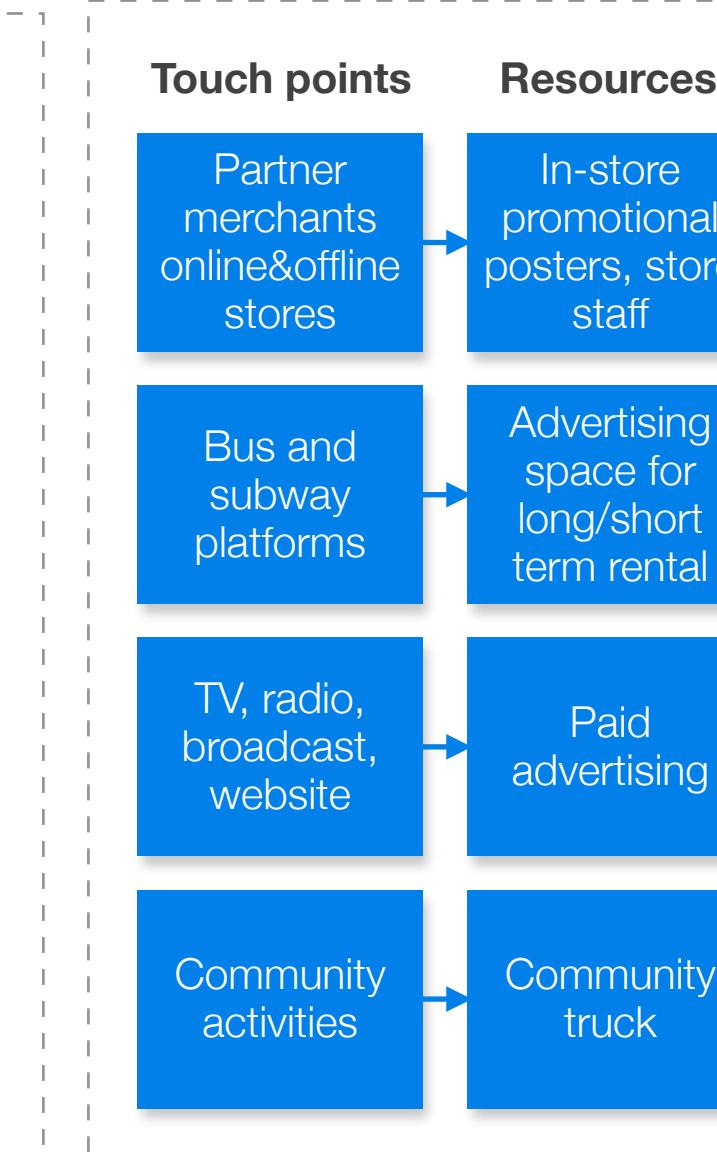
Customer Segments & Needs



Key Activities

Cross-platform points earning & consumption	Points management	Personalized offer recommendation
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Channels



Key Partners

Merchants who joined platform	Other points platforms	Advertisers
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Description

User with more than 3 times points changes per month will be considered as active user

Offers will be seen as written off once they are used offline

Once user burn points in exchange for a reward, this reward will be seen as redeemed

User who has one time points change will be seen as retained user

Other metrics

MAU

Monthly total write-off offers

Monthly total reward redemptions

Monthly user retention rate

North star metric
Monthly transaction users

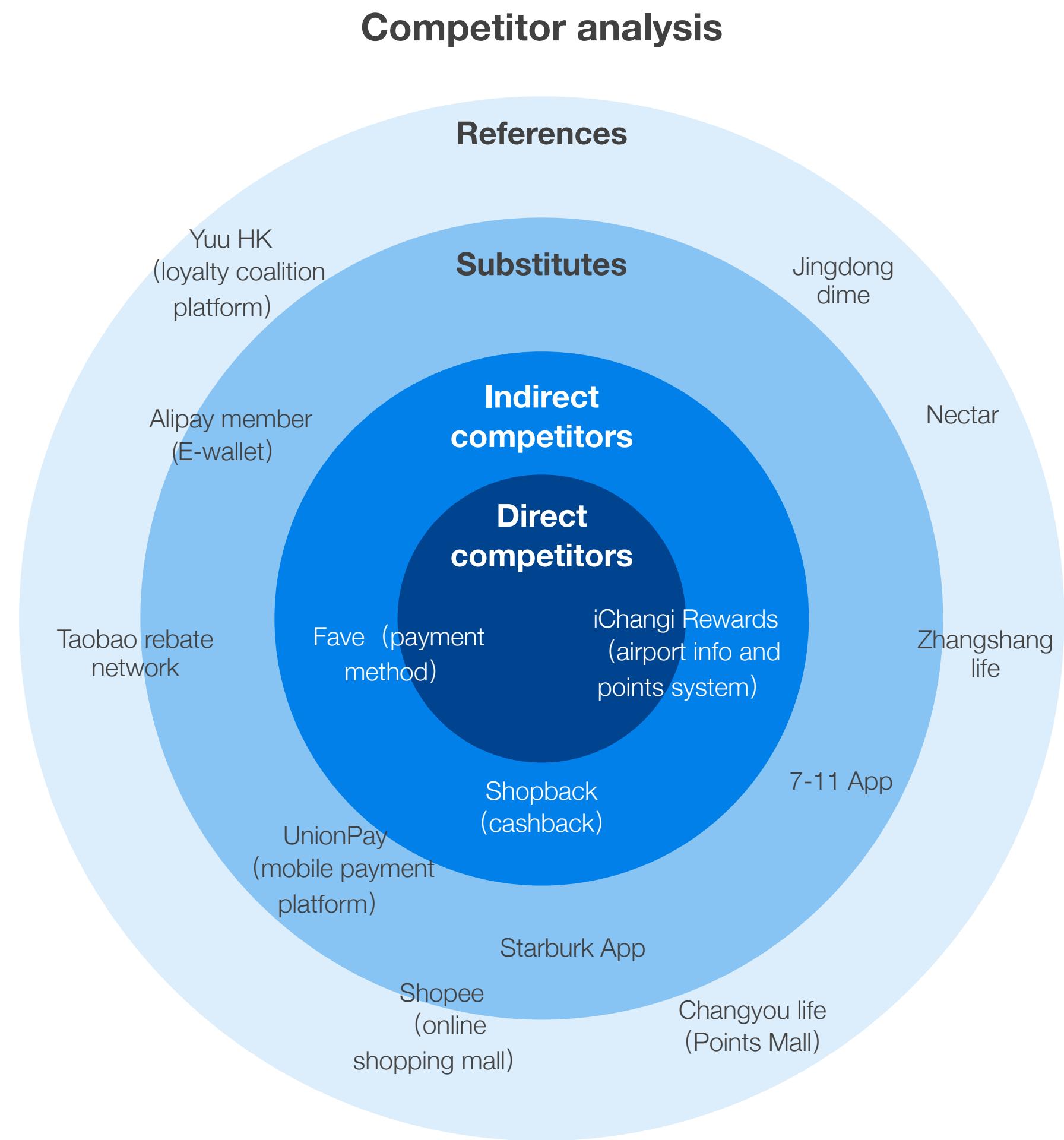
Core values

Create a new consumer attraction model through cross-platform points interconnectivity, to stimulate mass consumption and bring more revenue and consumer data to partner merchants

MoS



Market Research & Analysis



Industry trends analysis

Customer trends

- Increasing demand for better product experience
- Increasing demand for customized product/service
- More channels to access information & professional knowledge

Tech trends

- Rapid development of AI/AR/VR technologies
- Intelligent data analysis technology is widely used

Customer needs

- Increasing demand for personalized and smart services
- Expect interesting and convenient user experience
- Pay attention on personal information security

Uncertainty

Post-epidemic, people's consumption habits and lifestyles have been changed, leading to unpredictable user needs

Economic environment

- Post-epidemic, income and consumption levels are increasing
- Fierce competition among merchants, increasing customer acquisition cost and difficulty
- Rapid development of Internet economy

Competitors

- iChangi App: Introduced a wider variety and number of offers
- Shopback: Introduced attractive new user rewards

SWOT analysis

S

- Product concept is in blue ocean market in Singapore
- Points conversion rate is competitive
- The merchants are popular brands with large customer groups, which makes it easy to gain the trust of the mass consumers

O

- Post-epidemic, income and consumption levels are increasing
- Rapid development of the Internet economy
- AI/AR/VR technologies
- Intelligent data analysis technology
- Competitors lack of good user experience

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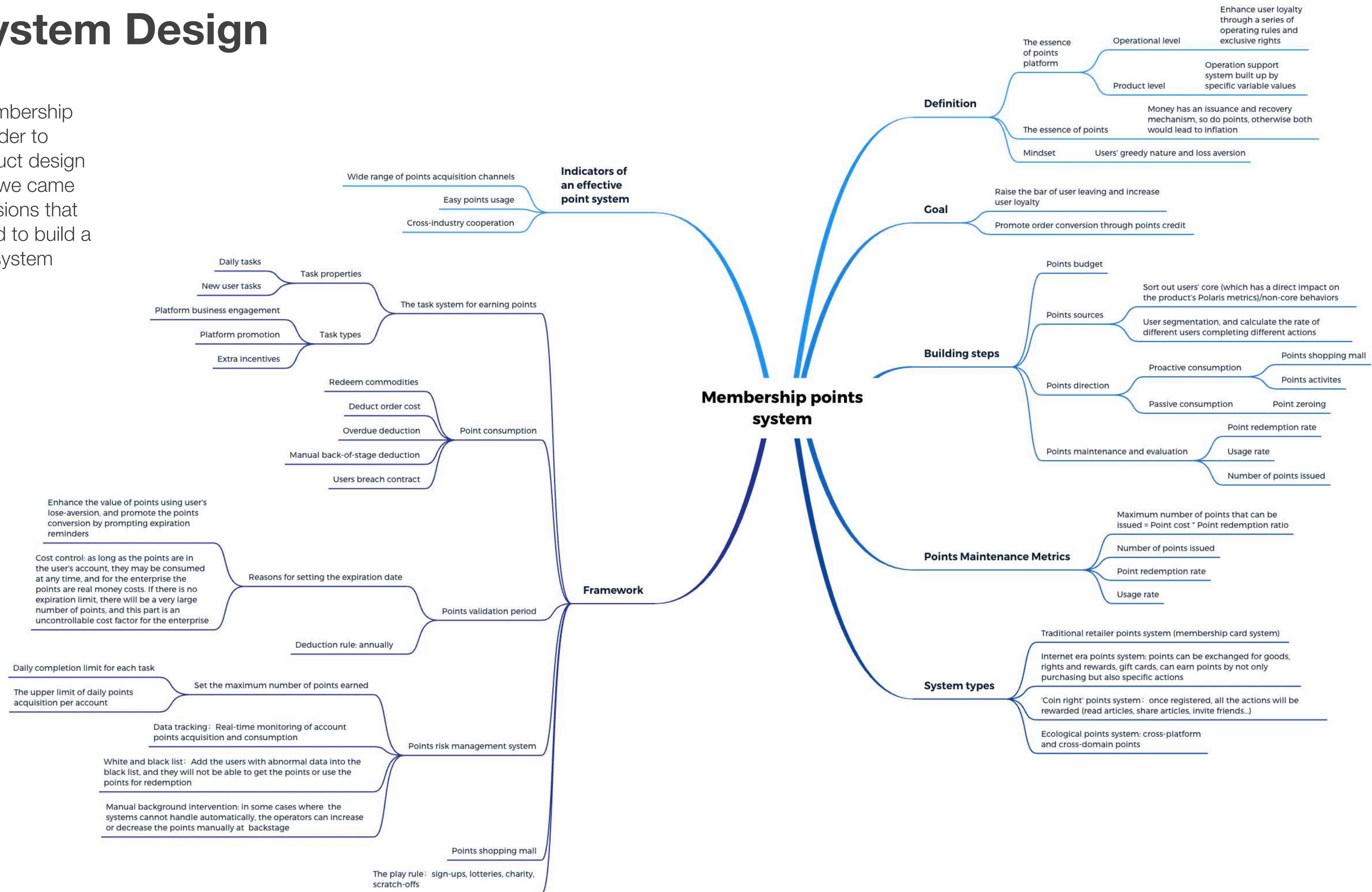
- The current number of partner merchants is small
- No similar UX/data design as reference

T

- Fierce competition among competitors, increasing customer acquisition cost and difficulty
- Post-epidemic, there are changes in consumption habits and style
- User needs are to be verified by the market

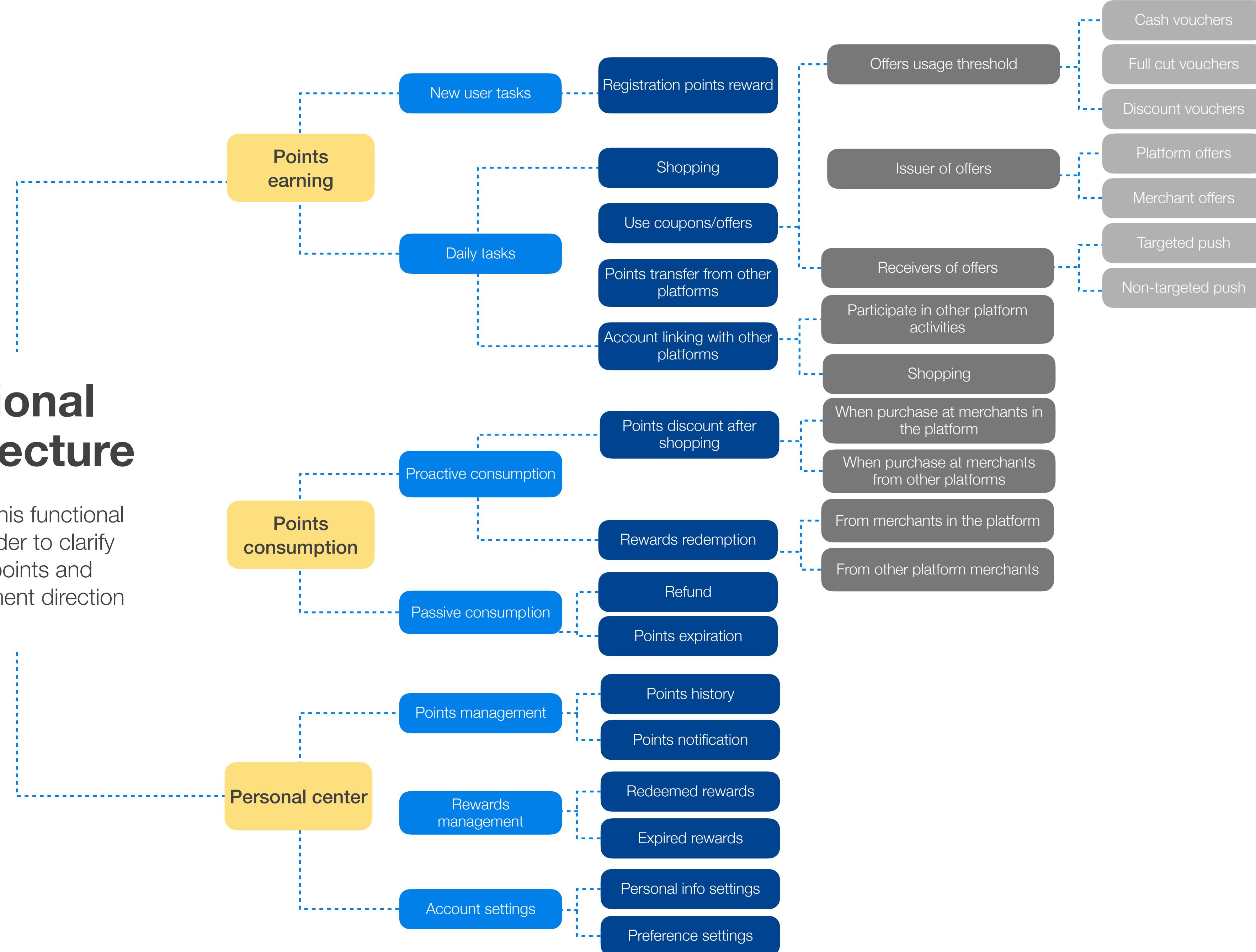
Points System Design

The product is a membership points platform, in order to ensure a better product design & planning process, we came up with these dimensions that should be considered to build a membership points system



Functional Architecture

We mapped out this functional architecture, in order to clarify product's selling points and product development direction



Design System Building

We built the design system, based on brand identity and visual style (simple, pleasant and grounded). Attract users to view offers and redeem rewards through a pleasant visual experience; Thanks to the clear product functional areas, users can earn and burn points easily; Ensure a smooth and friendly user experience with simple interactions

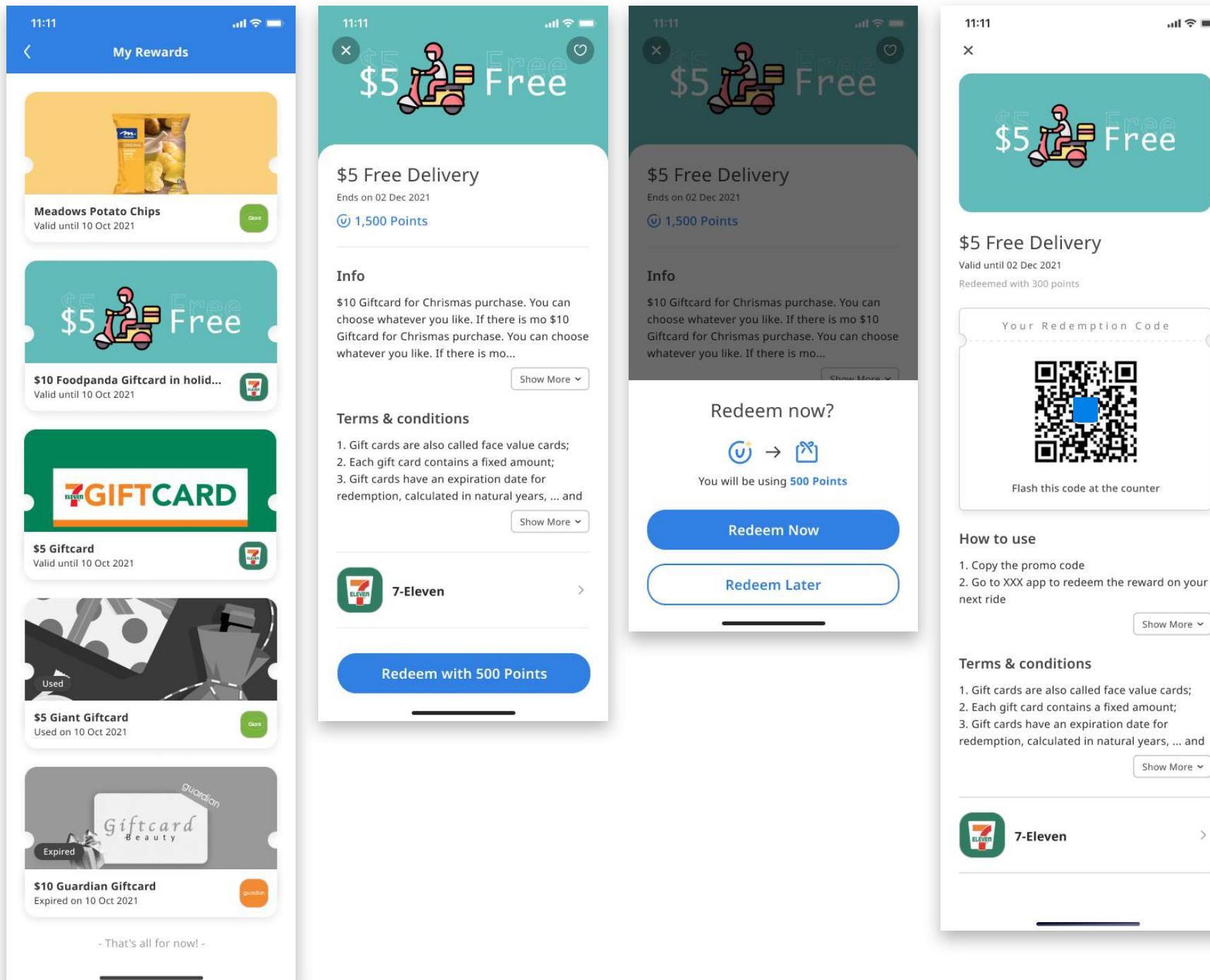
The image displays a grid of 10 pages from a design system, each representing a different component or template. The pages are arranged in two rows of five. The top row contains pages for 'Font', 'Colour', 'Spacing', 'Notification', and 'Module'. The bottom row contains pages for 'Template for operation' and 'Button'. Each page includes a title bar, a detailed description section, and a preview or example section.

- Font:** Describes the use of Noto Sans font with various weight options (Regular, Medium, Bold) and associated spacing rules.
- Colour:** Details the use of 'Brand color' (blue), 'Secondary Color' (red, green), 'Grayscale' (black, white), and 'Marketing color' (highlight).
- Spacing:** Explains the 6-point grid and provides spacing guidelines for notes and pictures, left and right spacing, and module spacing.
- Notification:** Shows examples of notifications like 'Redeem now?' and 'Offer'.
- Module:** Provides details on 'Brand module' (will not change), 'Label', 'Rewards module (adaptation)', 'Brand aspect cover image', and 'Offer module (adaptation)'.
- Template for operation:** Shows examples of 'App Templates for Offer, Reward, Campaign' and 'Campaign Banner template'.
- Button:** Details 'Filled button', 'Line button', 'Two buttons', 'Chip Toggle button', 'Outline button', and 'Small rounded button'.

Core Features

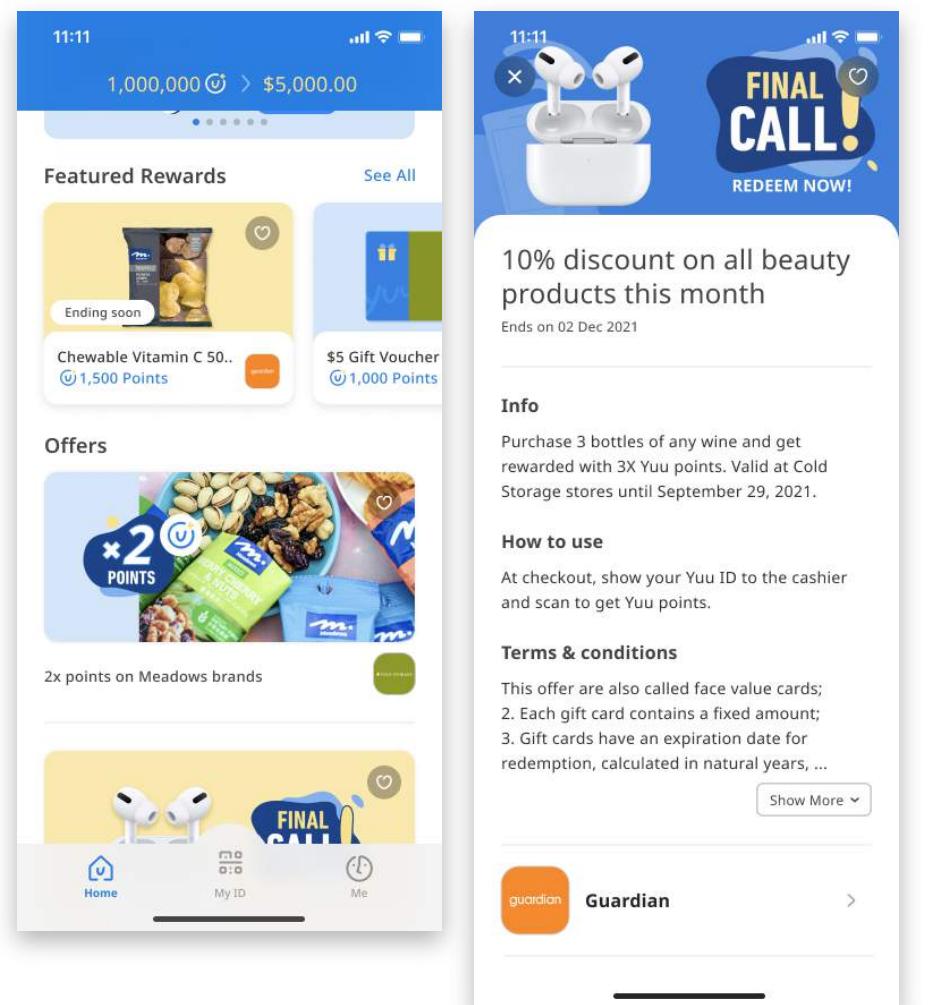
Burn points for rewards redemption

Users can quickly check the rewards they can redeem, and after viewing reward details and conditions of use, users can redeem through one-click



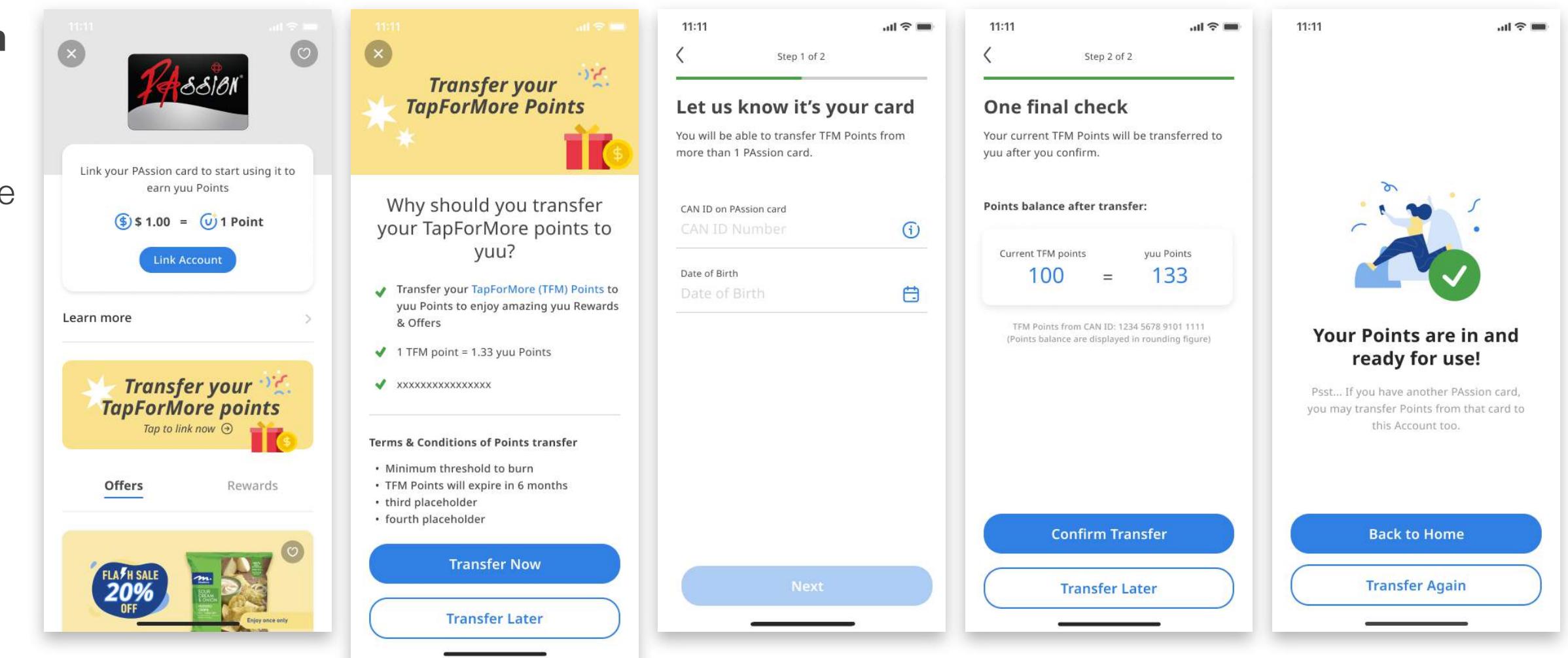
Earn points by using offers

Users receive targeted & personalized offers, which can be used offline



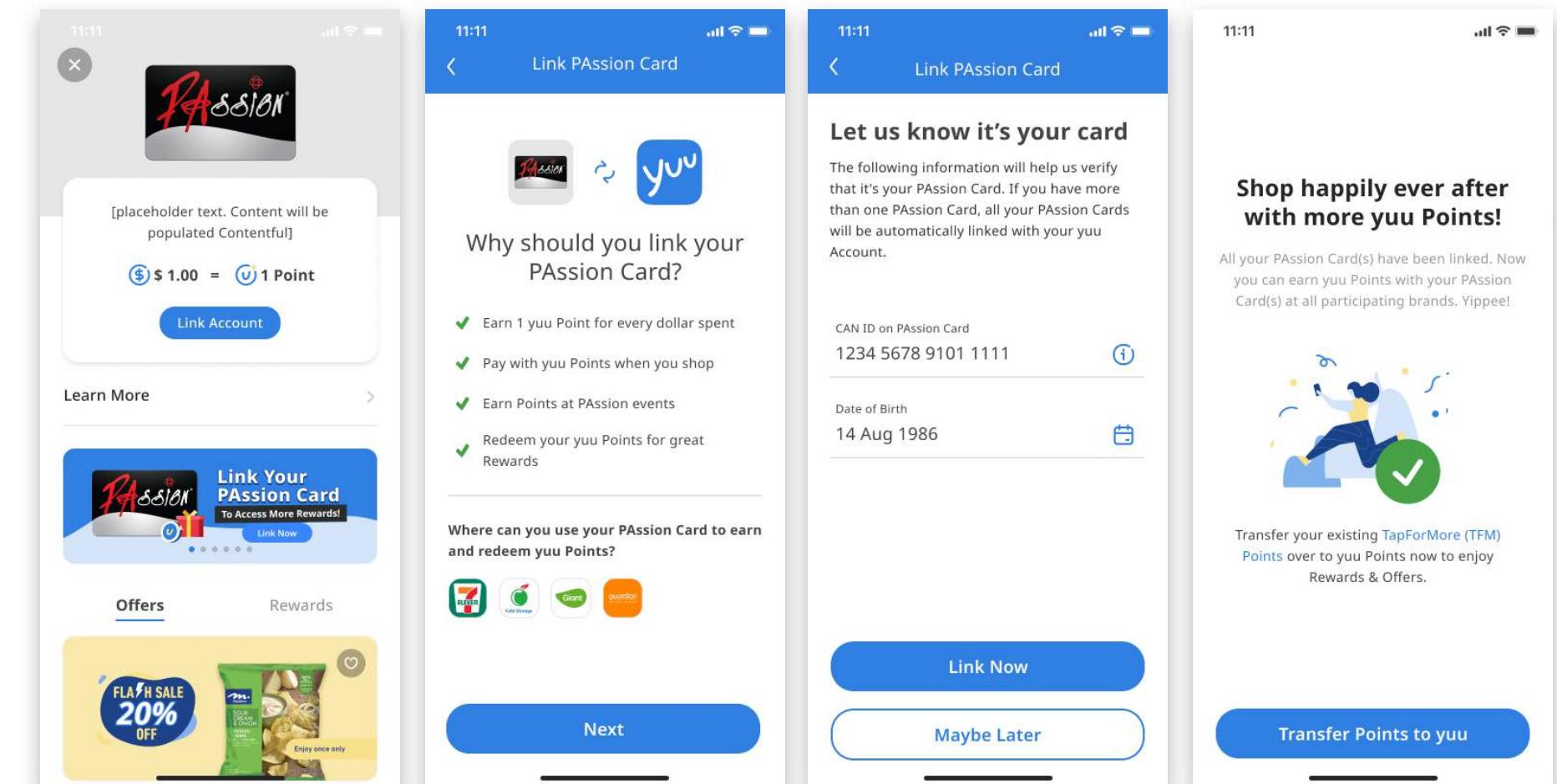
Cross-platform points transfer

After account linking, in order to enjoy more benefits, users can transfer points from other merchants to the app at a certain conversion rate



Earn points by account linking

Users can link with other merchant accounts they are interested in, and earn points while shopping/participating in merchant activities



Usability Testing

Testing scope

- Account linking with other merchants
- Cross-platform points transfer
- Home page activity display

Testing purposes

- Validate user needs and whether the design solution can solve the pain points
- Verify the usability of the interaction design

Testing group

- 3+** Busy&lazy consumers
- 5+** Consumers who focus on exclusivity
- 2+** Points players

Security concerns

"I need to make sure I don't lose points after the transfer."
— Wayne

"The ability to view the burned/earned points history is very useful!"
— Jaylene

Lack of information

"I think the conversion rate was a missing information from the beginning."
— Pei Qi

"I don't feel there is enough information for me to convert my points."
— Bavani

"I don't quite understand the benefits of binding merchants..."
— Bavani

Confusion for labels

"I don't know what the Account ID stands for."
— Jaylene

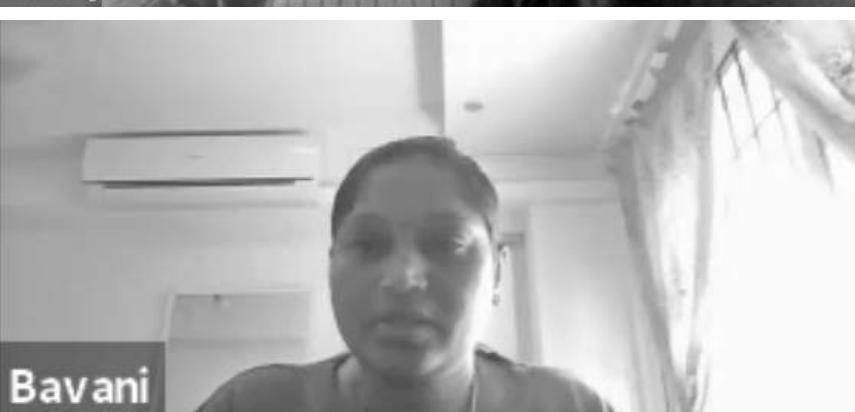
"Does adding another card refer to a bank card or another type of card?"
— Bavani

"The interactions are very easy to understand."
— Giada

"I think this app is reliable, cause there are a lot of big brand logos on the homepage."
— Bavani

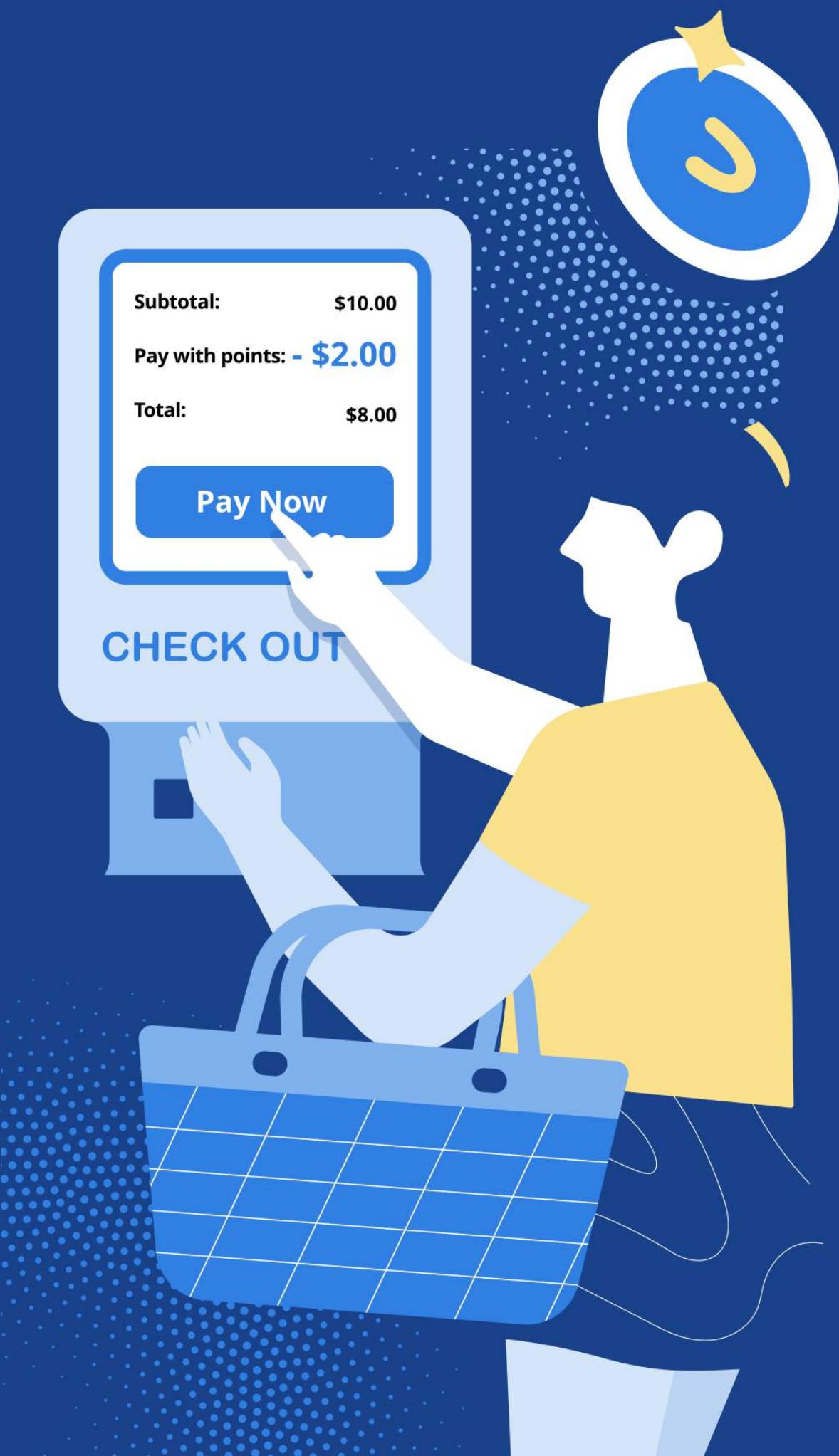
Customization

"I'm not particularly interested in the offers and discounts displayed on the home page"
— Bavani



Thanks!

For more info
<https://www.linkedin.com/in/changyue-gao-165566134/>
gaochangyue29@gmail.com

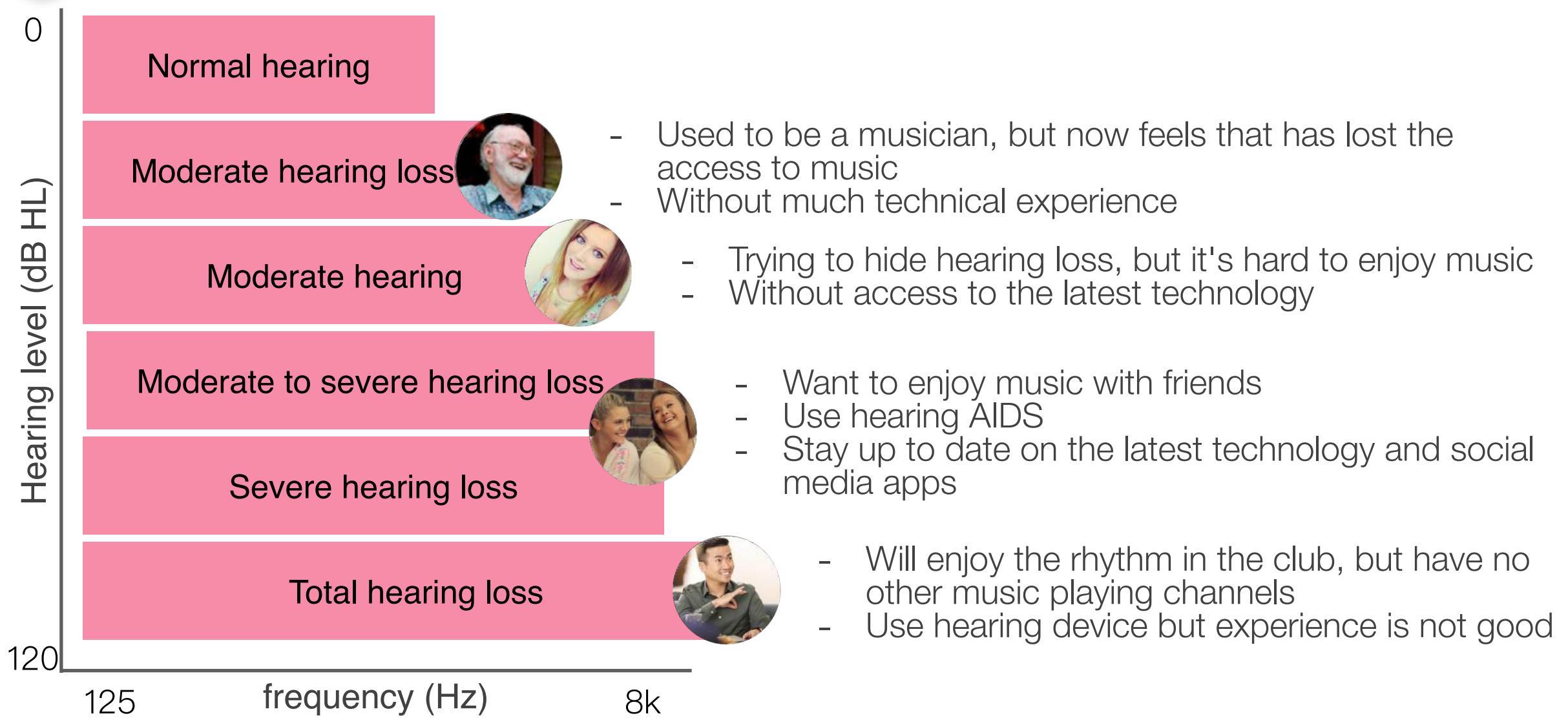


Music platform for deaf people

Currently, one in six Australians experiences some degree of hearing loss. This platform will help these deaf and hard-of-hearing individuals regain the experience of music by not only transforming music into vibrations but also making it visible. Additionally, it customizes the music experience based on varying levels of hearing ability. We assisted our client with user research and prototype testing on a purely charitable basis and developed new design concepts through a co-creation design approach.



Target users



Key activities

30+	15+	3+
Online survey	User interview	Month
14+	8+	3+
Function design	User testing	Design evaluation

User Research & Testing

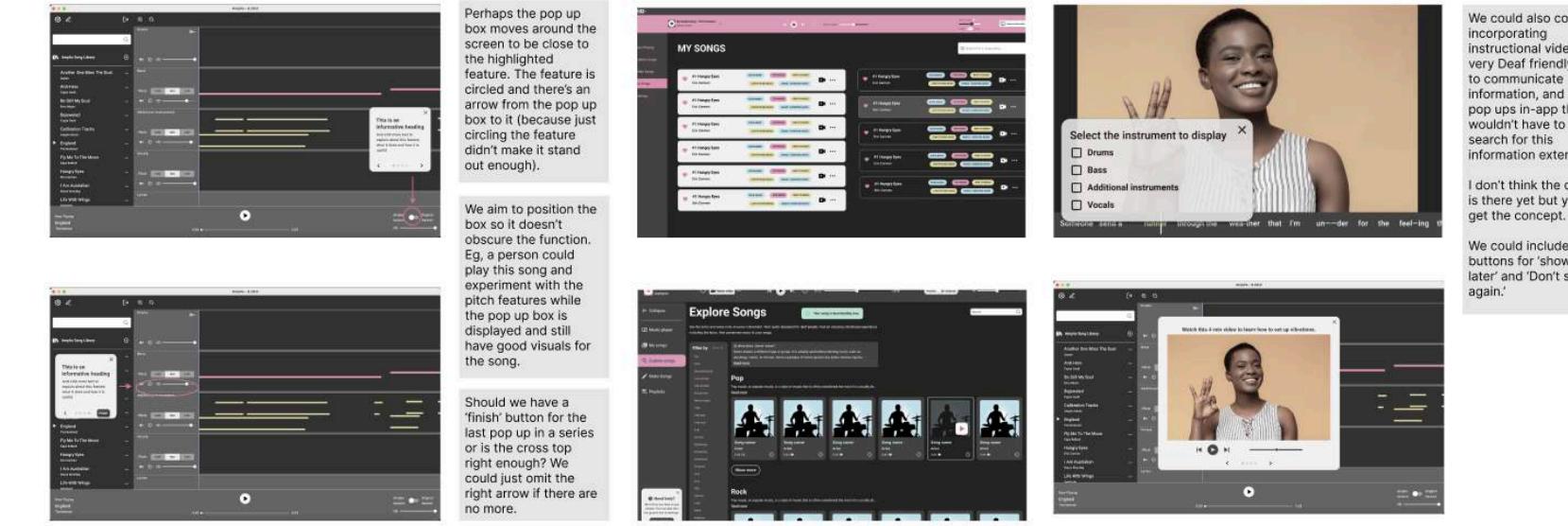
Key design principles for deaf people

	Causes	Results	Principles
1.	Sensitive to Deaf community values	Easily offend or convey on a poor message unintentionally	All the copy and images must be checked for cultural sensitivity by an approved person from the Deaf community before use.
2.	Language deprivation	Easily feel overwhelmed by a lot of content	<ul style="list-style-type: none"> - Ensure uncluttered design, by providing enough empty space - Provide bold and summarized text - Use different colors to distinguish blocks
3.	DeafBlind is a subset of Deaf community	Have both visual & aural difficulties	<ul style="list-style-type: none"> - All images and icons must have alt-text - Design for both dark and light mode
4.	Some of the technical words do not have signs	Hard to express some technical words	Limit the use of overly-technical words, and keep language simple

User testing

Before engaging with ThoughtWorks, the client has already come up with some draft design for the desktop music app player. In order to further enhance inclusive experience, we have conducted user testing.

Online interviews:



Online surveys:

This is a screenshot of an online survey titled "Amplio - Qualitative Survey (Cold survey, No install)". The survey is designed for users of the Amplio software. It includes sections for demographic information, usage details, and feedback. There are several text input fields and dropdown menus for respondents to fill out. The survey is presented in a clean, modern interface with a pink header.

General Insights:

I have a strong sense of trust from partnerships and community.

I'm reluctant to reveal my hearing loss.

We need a place to get to know this music player and check out the subscription plans.

Testing feedbacks:

Video accessibility and awareness is important.

Setting volumes is tied to app enjoyment, but I struggle to set the volumes.

I don't know the difference between original and Amplio versions.

I prefer a more effective onboarding experience, explaining each function or setting.

Haptics recommendations should extend to more than just price or quality.

I would love to know the lyrics and context beforehand.

I think we need both dark and light mode.

Font accessibility means larger and bolder fonts.

Requesting songs is valuable, but needs more information.

Visual Design

Moodboard



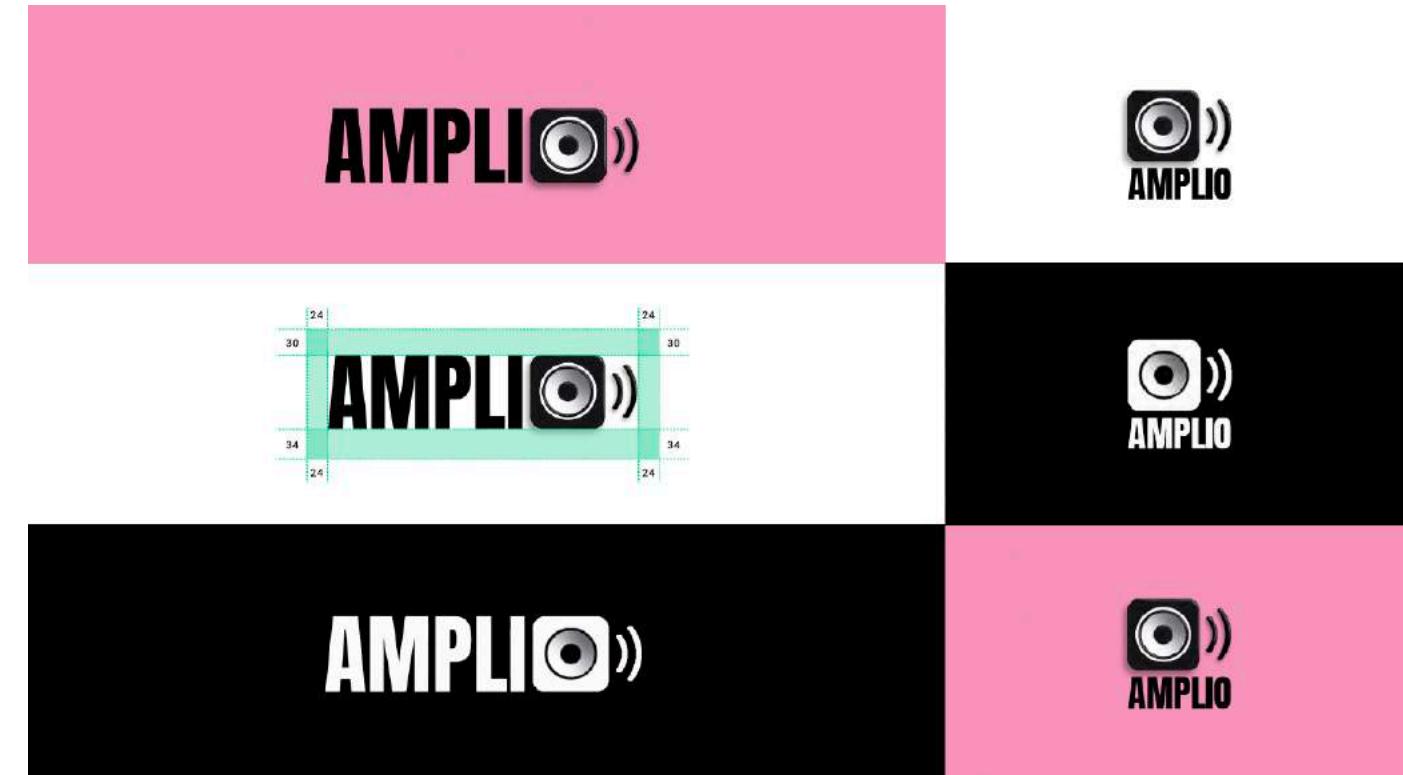
Empathetic

Connected

Stylish

Fun

Logos



Photography

Preferably with sign language or famous deaf people



Woman signing 'perfect!'

Man signing 'rock!'

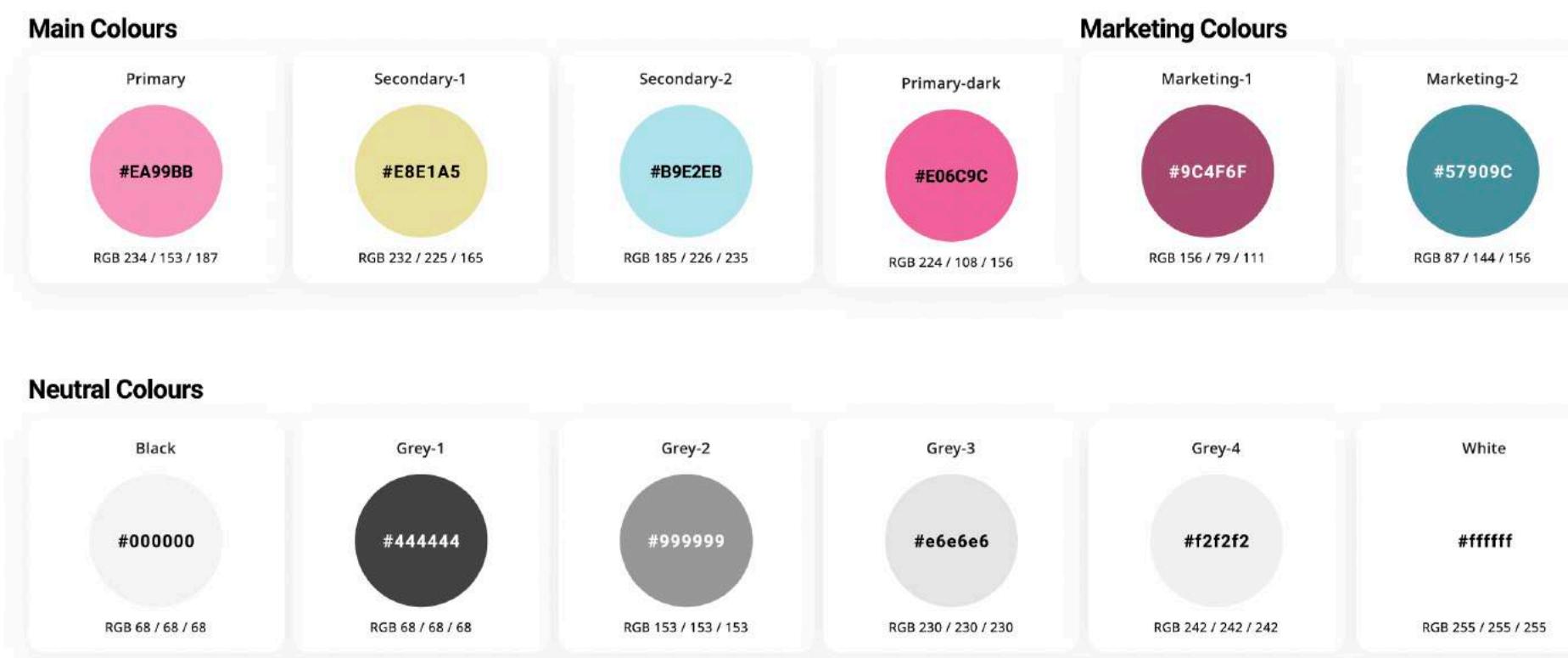


Man signing 'great!'

2 famous Deaf women signing to each other

Colors

The following color combinations are approved and pass the WCAG AAA accessibility requirements



Fonts

The font is Roboto only, no italics, and the title is always in bold

Style name	Font size	Sample
ROBOTO		
h1	96	ROBOTO
h2	60	ROBOTO
h3	48	ROBOTO
h4	34	ROBOTO
h5	24	ROBOTO
h6	20	ROBOTO
body	14	ROBOTO
Caption	14	ROBOTO

Paintbrush

The graffiti style creates an interesting street art feel and add contrast on light/dark backgrounds

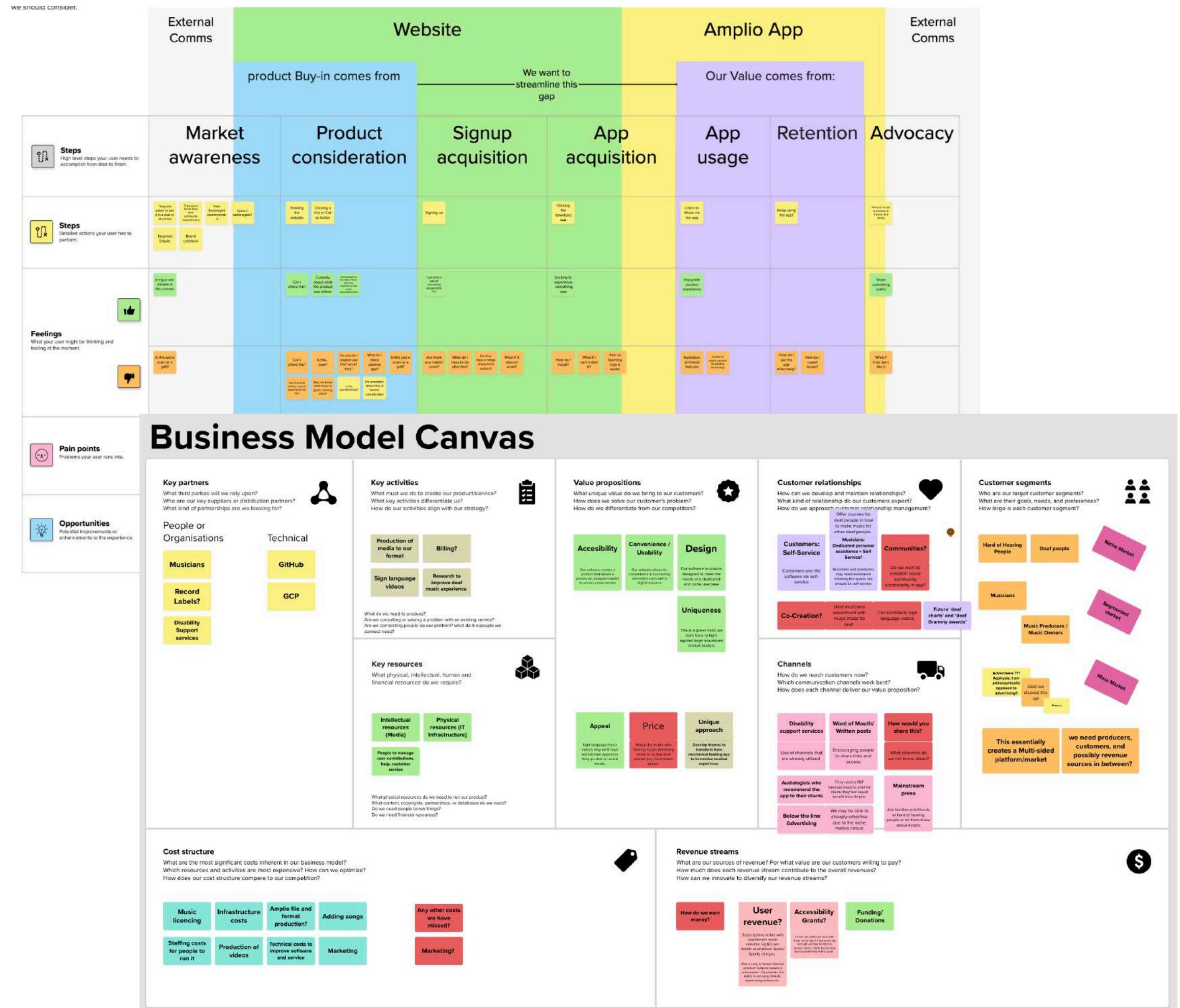


Concept Design

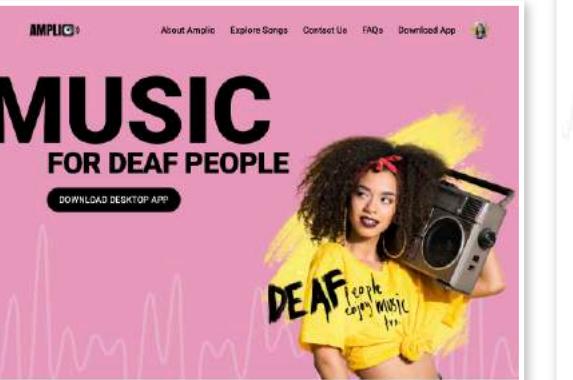
Key web pages concept

Based on the research outcomes, we have planned in the design of a public marketing website, which enable users to know Amplio and its music player.

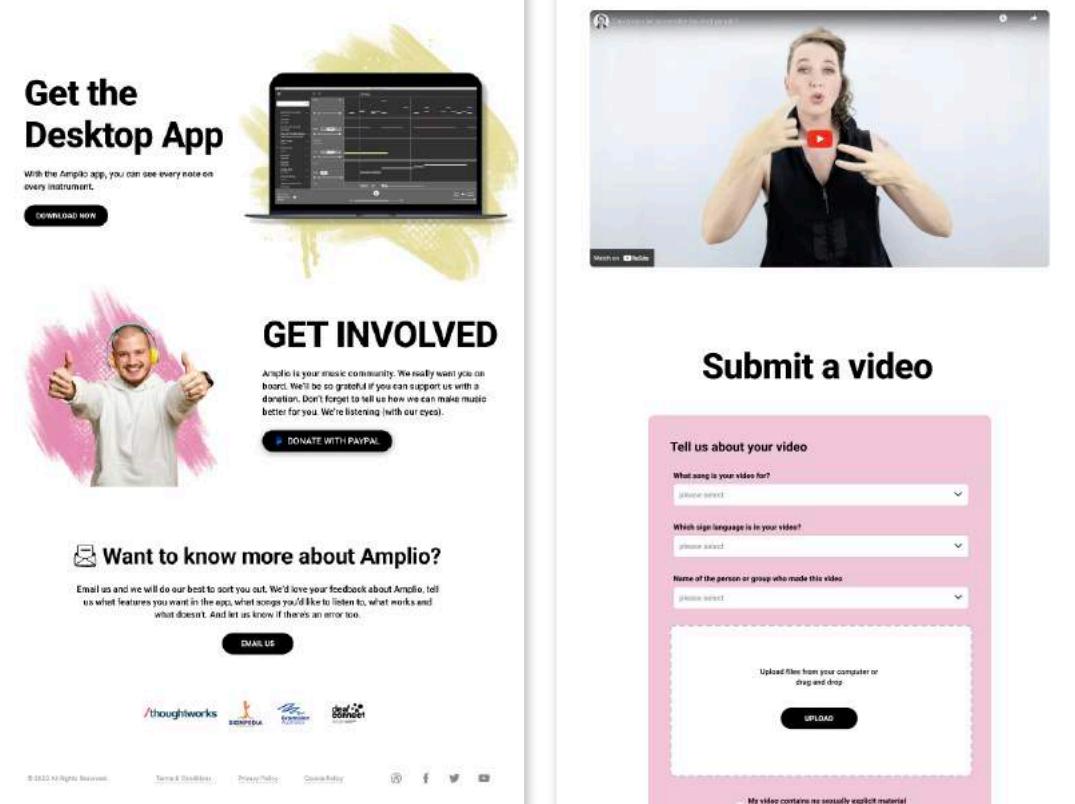
New business and service scenario mapping



Homepage



What is Amplio?
Amplio is like Spotify for deaf people. A library of music is rebuilt from the ground up, made for us. With the Amplio app, see every note in every instrument, hear searches designed for hearing aids and cochlear implants, feel greater vibrations and customize to your hearing needs. Created by the deaf person, Amplio, for service with a hearing loss.



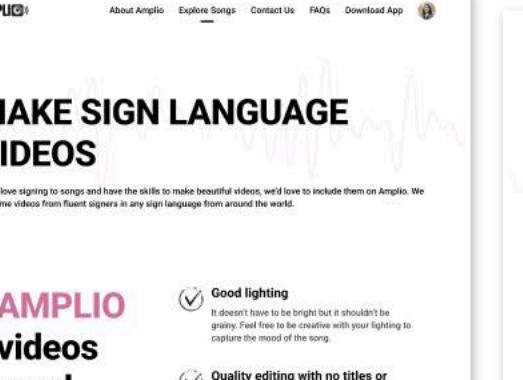
GET INVOLVED
As far as your music community, the deaf want you involved. We'd be so grateful if you can support us with a donation. Don't forget to tell us how we can make music better for you. We're listening! Help our cause!



Want to know more about Amplio?
Email us or we will do our best to sort it out. We'll keep you feedback about Amplio, tell us what features you need in the app, what songs you'd like to listen to, what works and what doesn't. And let us know if there's an error too.

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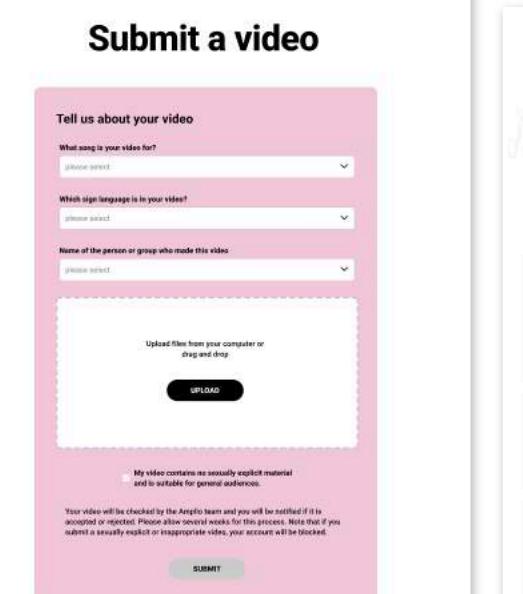
Make sign video



AMPLIO videos need...

- Good lighting: It doesn't have to be bright but it shouldn't be grainy. Feel free to be creative with your lighting to capture the mood of the song.
- Quality editing with no titles or captions: The video should be exactly the length of the song, with nothing extra before or after the music. Do not include subtitles or text in the video as these will be provided by the Amplio app.
- Creative representation of music: We are looking for song interpretations through sign language or other visuals that convey the feeling of the song. Please make sure to match the mood and meaning of the song. Artist interpretations are welcome.

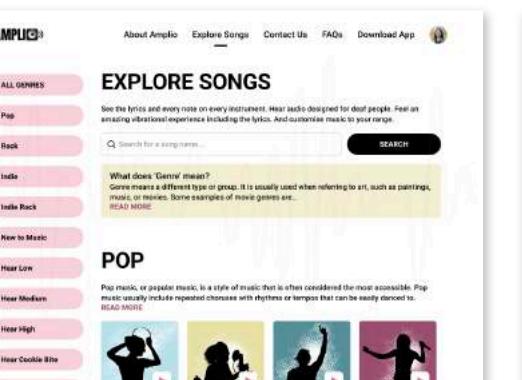
Learn more about making videos for Amplio



Got questions?
We know this is new so if you've outlined us, email us and we'll do our best to help. We'd love your feedback about Amplio - tell us what features you like in the app, what songs you'd like to listen to, what works and what doesn't. And let us know if there's an error too.

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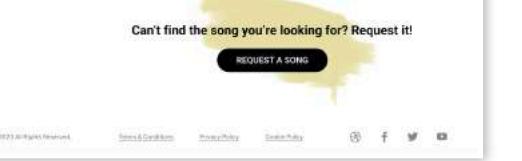
Explore songs



Top 10 songs

Song	Artist	Views
#1 Hungry Eyes	Eric Garner	540
#2 Eyes	Eric Garner	333
#3 Hungry	Eric Garner	300
#4 IT'S YOU (feat. keshi)	Eric Garner	200
#5 Hungry Eyes	Eric Garner	300
#6 Hungry Eyes	Eric Garner	300
#7 Hungry Eyes	Eric Garner	300
#8 Hungry Eyes	Eric Garner	300
#9 Hungry Eyes	Eric Garner	11
#10 Hungry Eyes	Eric Garner	10

ROCK
Rock music, originally known as rock and roll music, is a genre that grew out of America in the 1950s and 1960s. It was inspired by African-American musicians, blues artists, and swing bands. Rock music is characterized by its raw energy, power, and emotional intensity. It's a genre that's been around since the 1950s and has influenced many other genres of music.

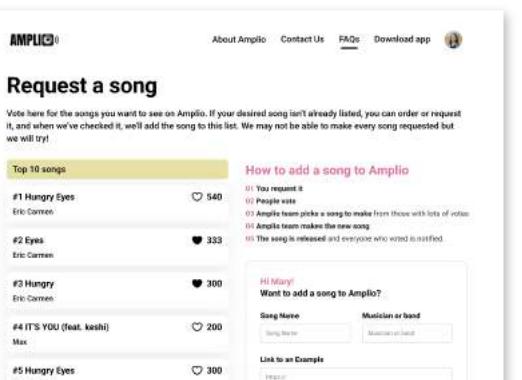


Can't find the song you're looking for? Request it!



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Request a song



How to add a song to Amplio?
You can add the songs you want to see on Amplio. If your desired song isn't already listed, you can order or request it. When we receive it, we'll add the song to this list. We may not be able to make every song requested but we will try!

How to add a song to Amplio
1. You request it
2. People vote
3. Amplio makes a video makes from those with lots of votes
4. The song is released to everyone who voted and is verified



Can't find the song you're looking for? Request it!



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Make donation



Request A Feature
The Amplio app is just a prototype. We want to make sure it meets your needs. Tell us what you want and we'll try to implement it for you. We can't promise we'll implement every feature you request - that depends on the cost and the technology required. But we're listening and doing our best to make the app work for you and the Amplio community.

Want to request a new feature?
Check the box to see if the feature you're requesting is available. If it is, click the link to add your vote. The more votes you have, the more likely we are to implement the feature.



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Thanks!

For more info
<https://www.linkedin.com/in/changyue-gao-165566134/>
gaochangyue29@gmail.com



TRITONE

Smart Swimming Device

Wearable swimming equipment for real-time
heart rate voice broadcast and music playing



2017 ADI Compasso d'Oro Young Start-up Award

ADI Compasso d'oro is the most important international award in the field of industrial design, which is awarded by the Association of Industrial Design(ADI). Every two years, the competition will throw out a world-wide challenge for people to address an issue of vital interest in contemporary life. The 2017 competition has taken sports, articles that accompany sporting activities and services that promote the practice and playing of sports as its theme. Together with my classmate, we won the ADI YOUNG START-UP AWARD of year 2017.

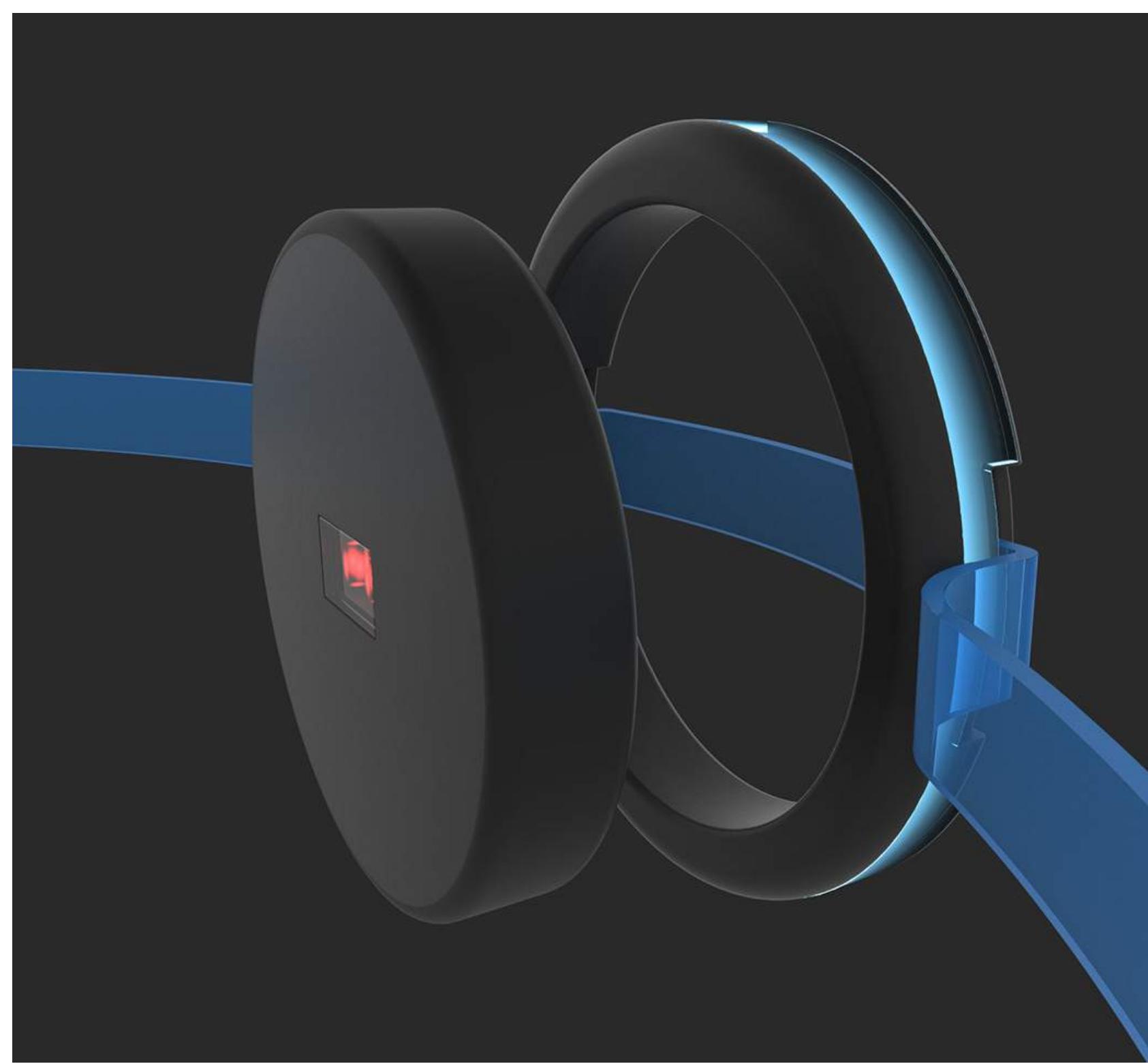
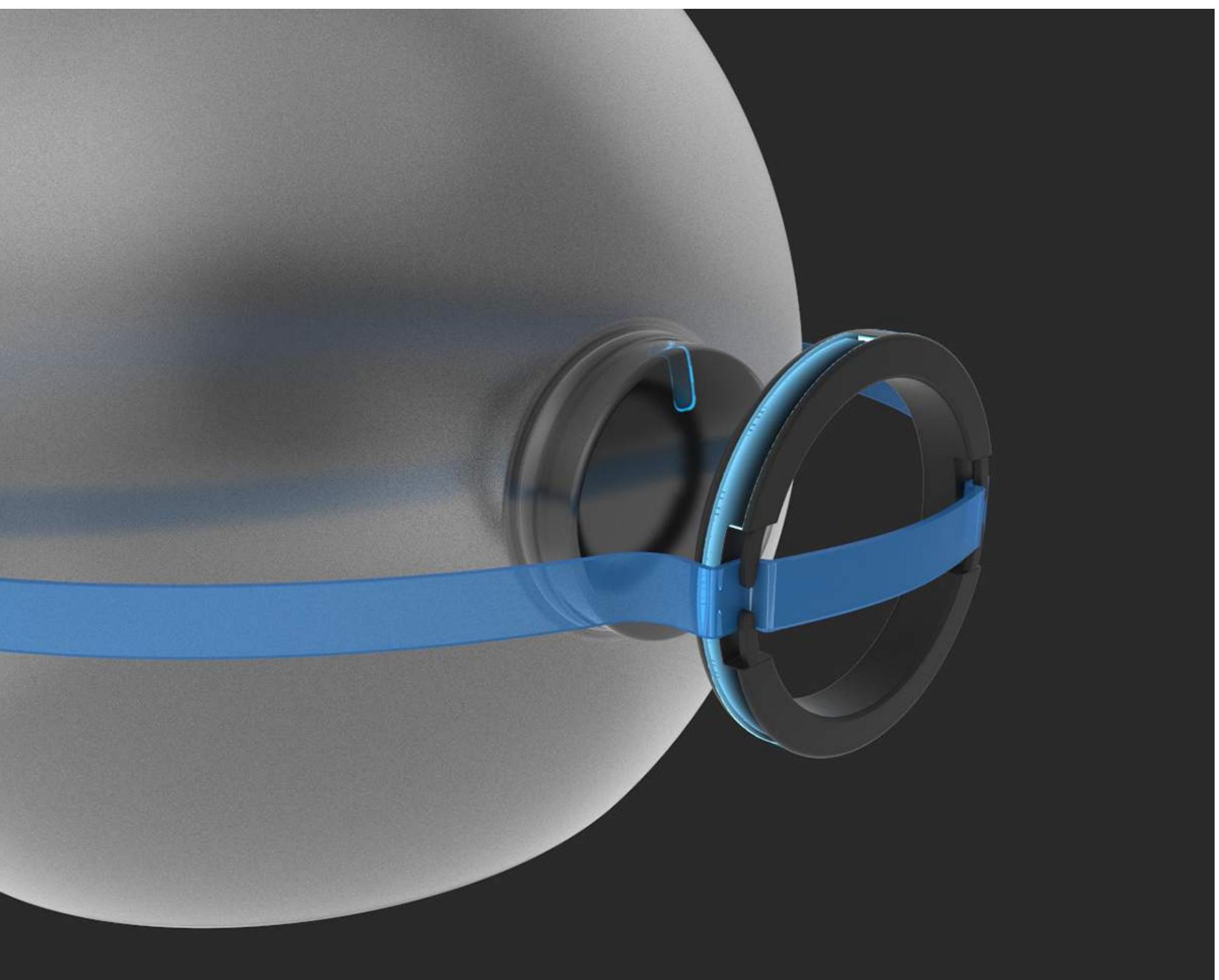


Design Rationale

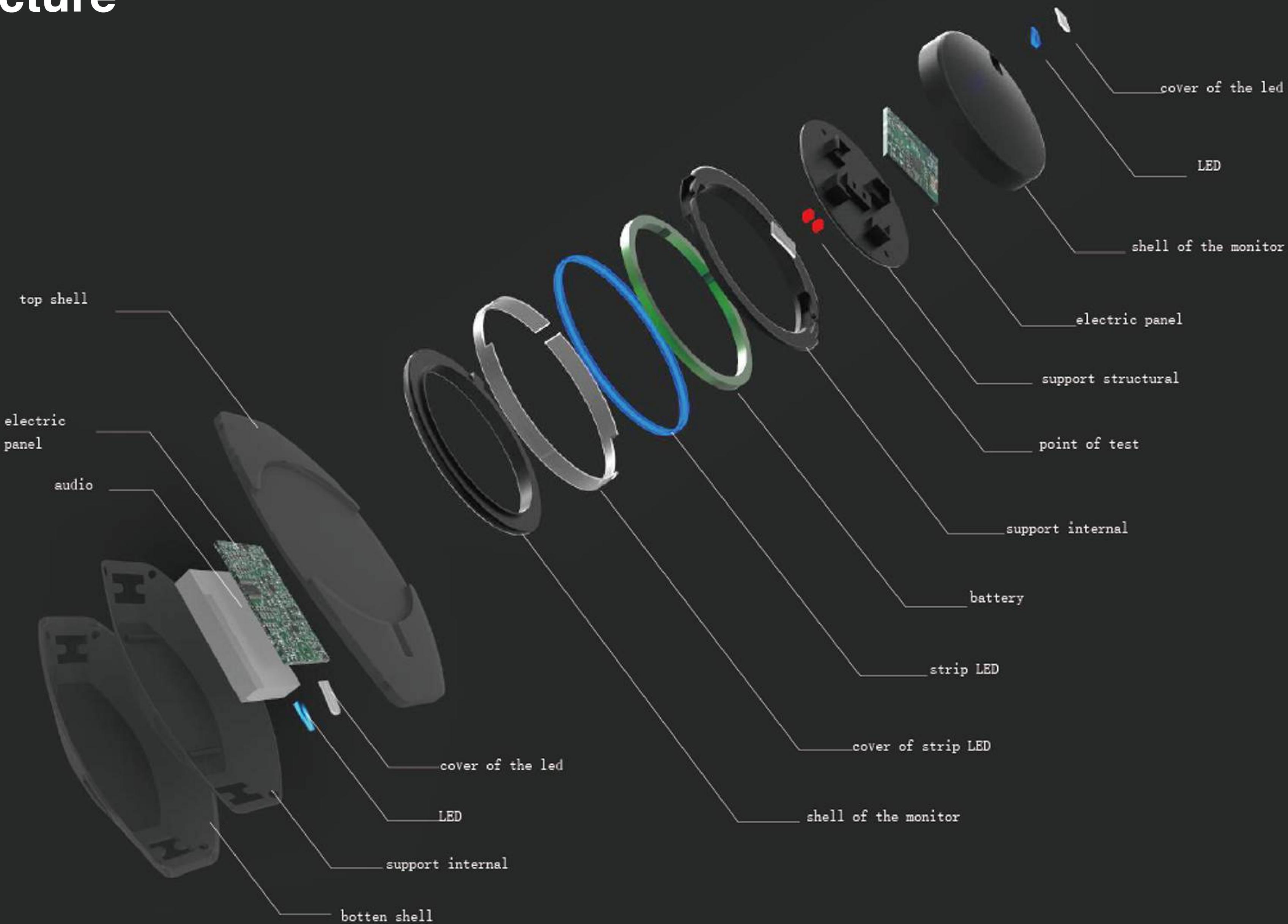
It employs the Photoplethysmography to monitor the heart rate of swimmers in real-time and employs the bone Conduction technology to deliver the data to the users. Meanwhile, the bone conduction technology creates a surround sound effect under the water. The design of its appearance is inspired by the shape of eyes. The curved, streamlined surface greatly reduces the water resistance. In the water, it's like an ocean star when the LED light is turned on



Design Details

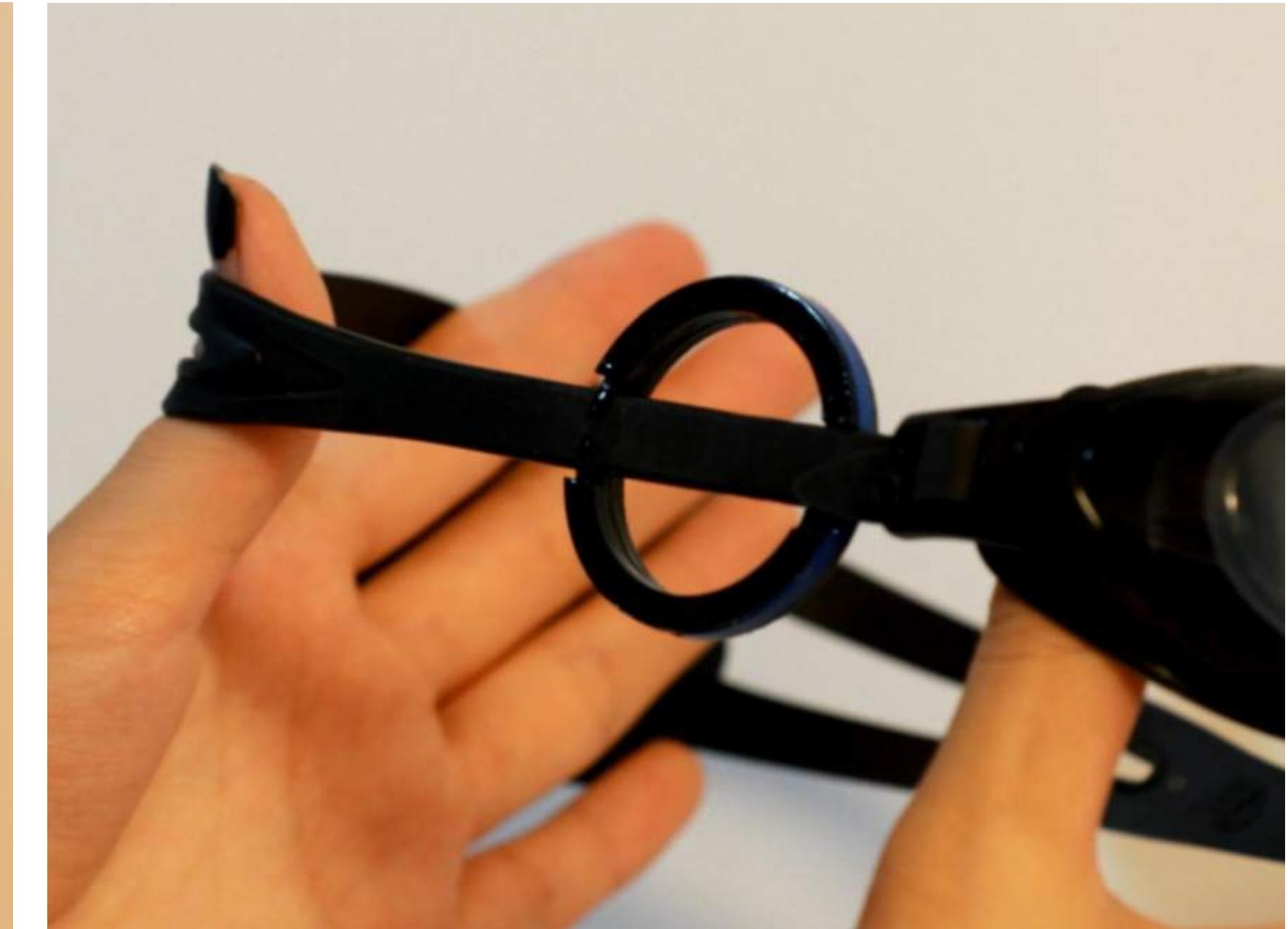


Interior Structure



Usability Testing

To ensure the product usability, we have made the 3D printing prototypes and have invited the real end users to try on while they are swimming. After several rounds of testing, considering about users feedback, we have done a lot of iterations on visual and interaction details.



Thanks!

For more info

<https://www.linkedin.com/in/changyue-gao-165566134/>
gaochangyue29@gmail.com

