

This

Is

Portfolio

2017.

Shengfeng Gu



“ Hi, there! This is shengfeng Gu, a designer and researcher based in Wuxi, China. Thank you for the time and enjoy! ”

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EDUCATION

JIANGNAN UNIVERSITY, WUXI, JIANGSU

Pursuing a Bachelor of Engineering degree in ID
Expected June 2018; Current GPA: 3.22/4; Ranking: 1/28

2015-Present EPII
(Experimental Program of Integrated Innovation Design)
2014-2015 Industrial Design
2013-2014 Mechanical Engineering

Lahden ammattikorkeakoulu, LAHTI, FINLAND

Exchange student, spring semester 2017

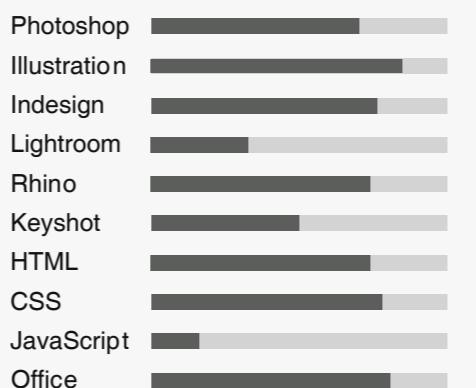
HORNORS

- 2017 Yuanxiang Grant by JNU
- 2017 Erasmus Grant by EU
- 2017 Third-class Academic Award by JNU
- 2016 Third-class Academic Award by JNU
- 2015 Third-class Academic Award by JNU
- 2014 Third-class Academic Award by JNU

ACTIVITIES

- 2017 Writing by design: Strategies for design writing
- 2017 TU Delft Healthcare design workshop
- 2017 Shanghai Jiaotong University design summer camp
- 2017 Design for Mind-body reflection workshop
- 2016 Volunteer, Re-design Design Education conference
- 2016 Desis lab: EV3.0
- 2014 Docent, Design museum, School of Design, JNU

SKILLS



LANGUAGE

Chinese Native Speaker

English B2

CET4 certification
CET6 certification
IELTS band 6.5

PASSION



INDEX.

01 Brux No More

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- / The stool
- / Ceramics design
- / Infographic
- / Experience mapping



Original image from the Internet

.Design as a tool for problem solving

Brux No More

Bruxism Detecting & Hindering Wearable

"Say Goodbye to Bruxism "

Caption

Brux No more is a medical wearable device aimed at monitoring night-time bruxism and hindering the negative behavior by transmitting gentle stimulus to help sufferers with night time teeth grinding get rid of it and live in a healthier way.

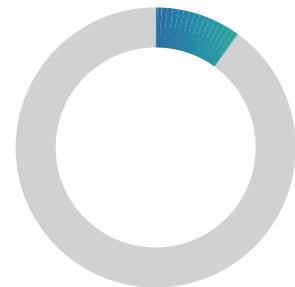
Product System Design

June 2017

Wuxi, China

Individual work

BACKGROUND



Around 8% -10% of the population suffering

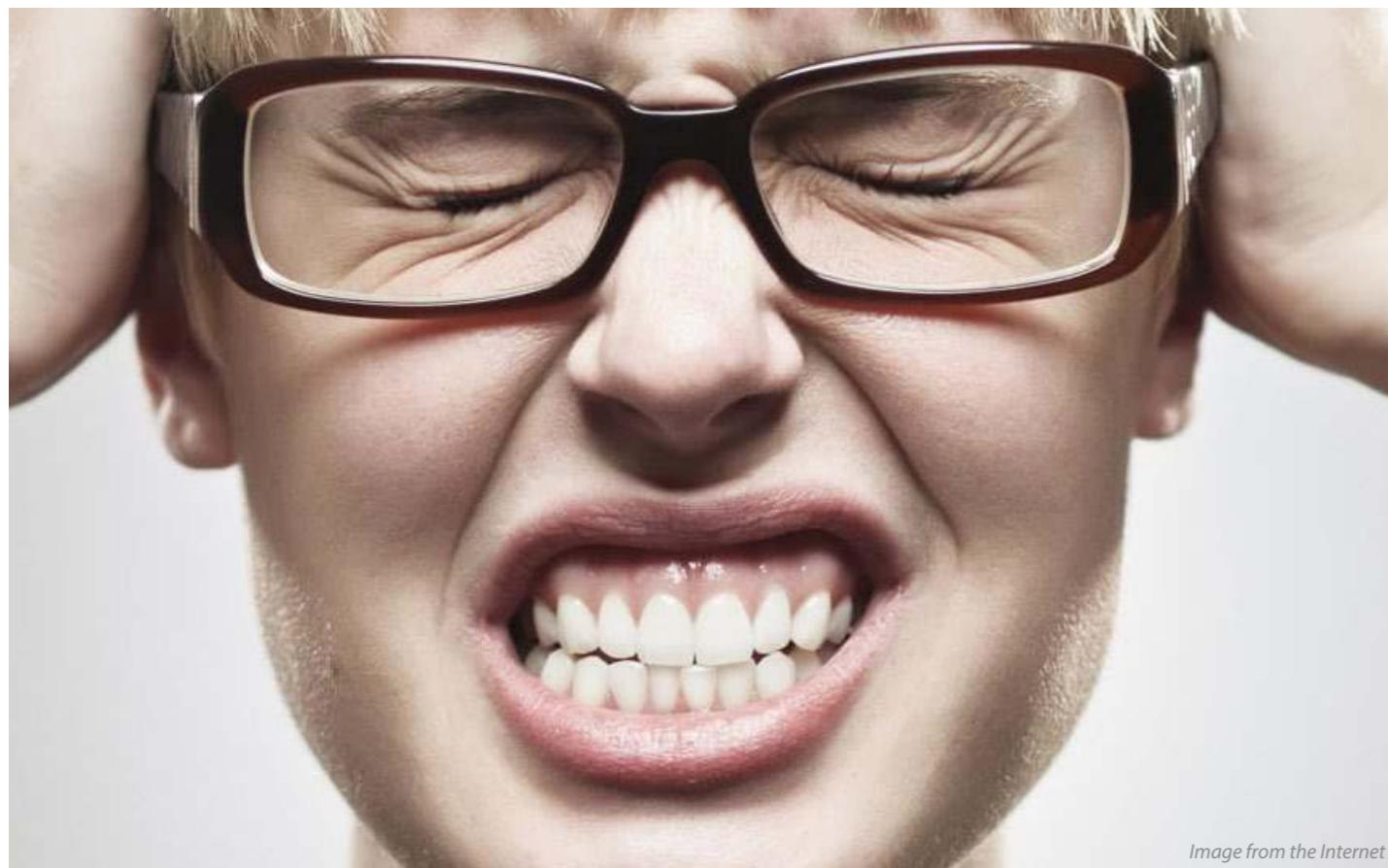


Image from the Internet

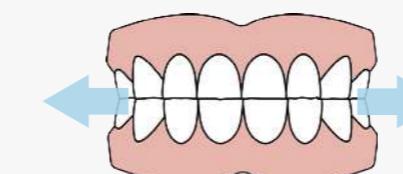
Bruxism is a habit that affects around 8-10% of the population. It is broadly characterised by grinding of the teeth and clenching of the jaw that causes tooth wear and breakage, disorders of the jaw (pain and limited movement) and even headache.

Source from
The Bruxism Association
American Sleep Association

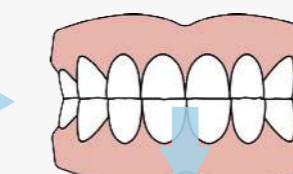
Symptoms

Symptoms of night time bruxism are defined as **Grinding of the teeth, Clenching of the Jaw** and **Noise emitting**. (The Noise made by bruxism has nothing to do with ones health but it annoys others in the same room a lot.)

01 Grinding

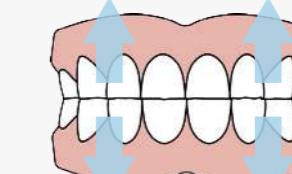


Left and Right



Forward and Backward

02 Clenching



Up and Down

03 Noise



Loud and Harsh

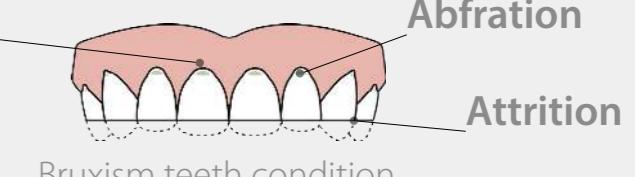
Damages

The damages various depending on the stages of bruxism one is in. Primary, it would be slight **disturbing other** and **teeth wear, breakage**. Moving to the next level, damages could be even worse such as **masster muscle sore and pain, disorder of the Jaw** and **headache**.



Health teeth condition

Gum Recession



Bruxism teeth condition



"Main Causes"

Why bruxism occurs is not always clear. In the dental profession the belief that bruxism and dental occlusion are causally related has been widespread. However there is little evidence to support this belief.



Sleep Disorders

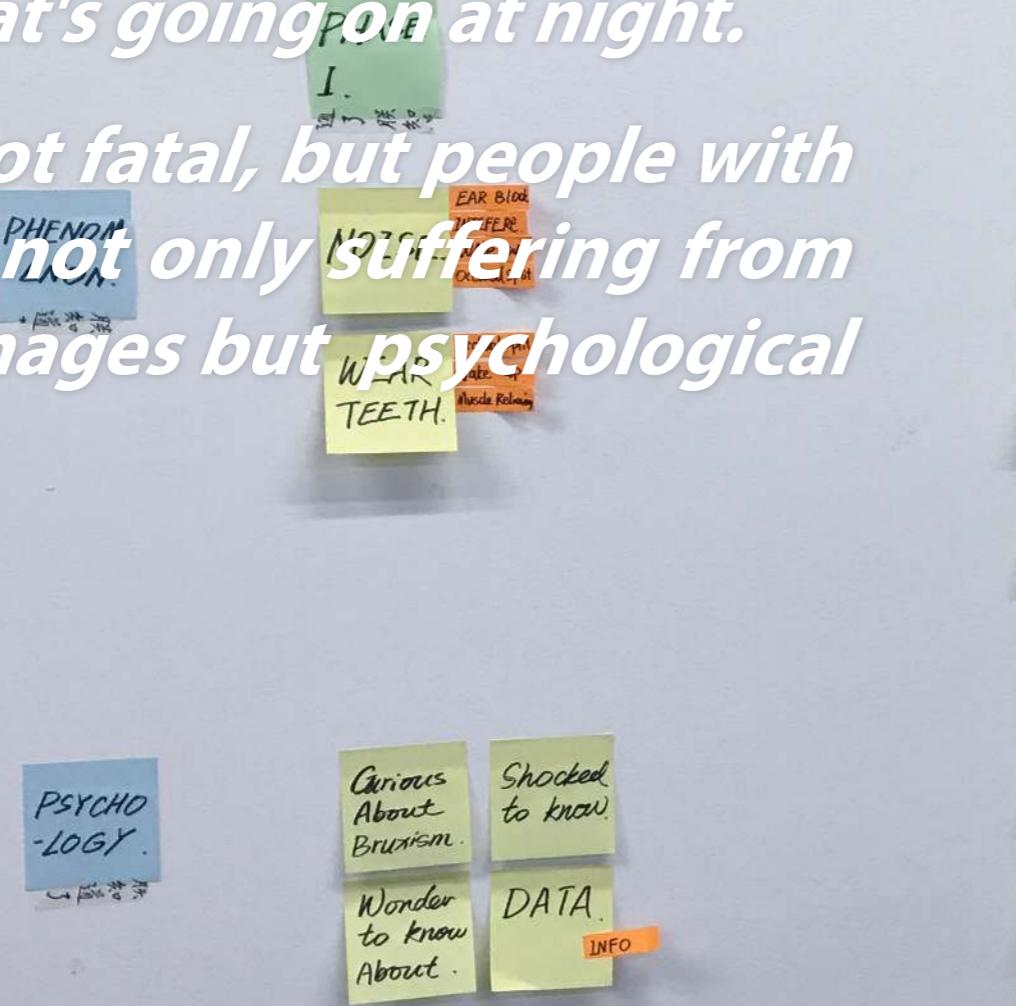
Lifestyle Factors

Stress, Anxiety & other Psychological Components

USER RESEARCH

Bruxism sufferers want to be more aware of what's going on at night.

Bruxism is not fatal, but people with bruxism are not only suffering from physical damages but psychological stress.



Interview with Dentist

I visited a dentist in a local dental hospital pretending to be a patient with bruxism to understand the medical circumstance and professional attitudes relevant to bruxism. What I have found out was that **mouth guard is the only one solution available in China from hospital**, and patients are always **underestimating the damages** it could cause.

Interview with Bruxism sufferer

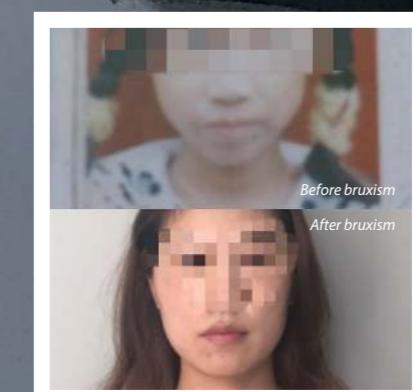
Bruxism sufferers are aware of having Bruxism, but usually **underestimate the damages** it could cause until someone keeps complaining of the noise to them or they start to feel physical sore and pain. They are pretty much **shocked** when they were told it may **cause further health problems**. Based on that, bruxism could be roughly divided into **3 phases** in accordance with the symptoms they are having both in **physical and mental**. Patients in different stages have various needs, but what is common is the **access to their bruxism data, info and an efficient way of communicating with other patients**.

Online Observation

I joined two online bruxism sufferers QQ groups for observing what the members care about the most. It has lasted for few months and what I have found was that **most of the people don't have much knowledge** about it, some of them regarding dentists as incompetent for failing to have their bruxism cured. **Most people were positive** to find solutions for hindering bruxism, but **the attitude goes to the other end when bruxism gets worse**, people would feel desperate about it for no medical solutions could save them from bruxism.



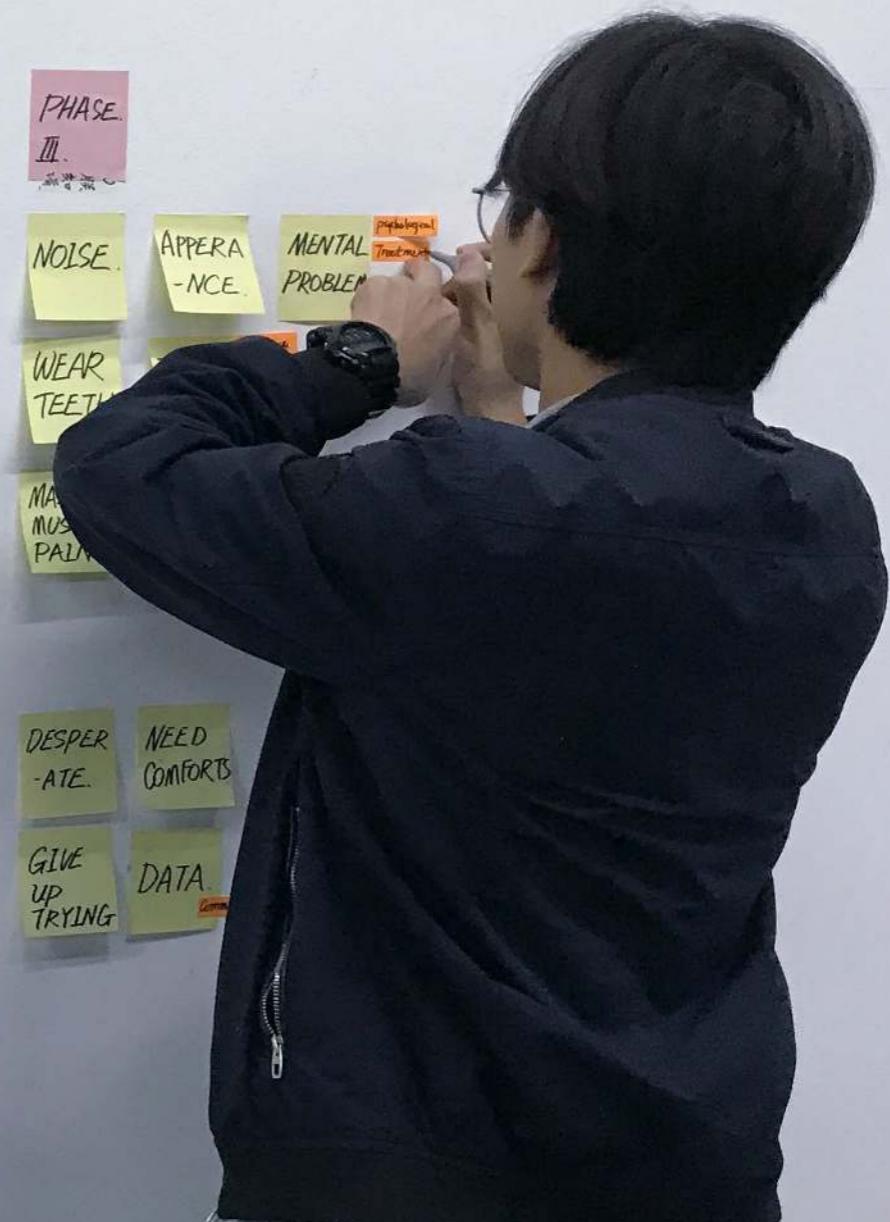
Interview with a dentist



Interview with a bruxism sufferer

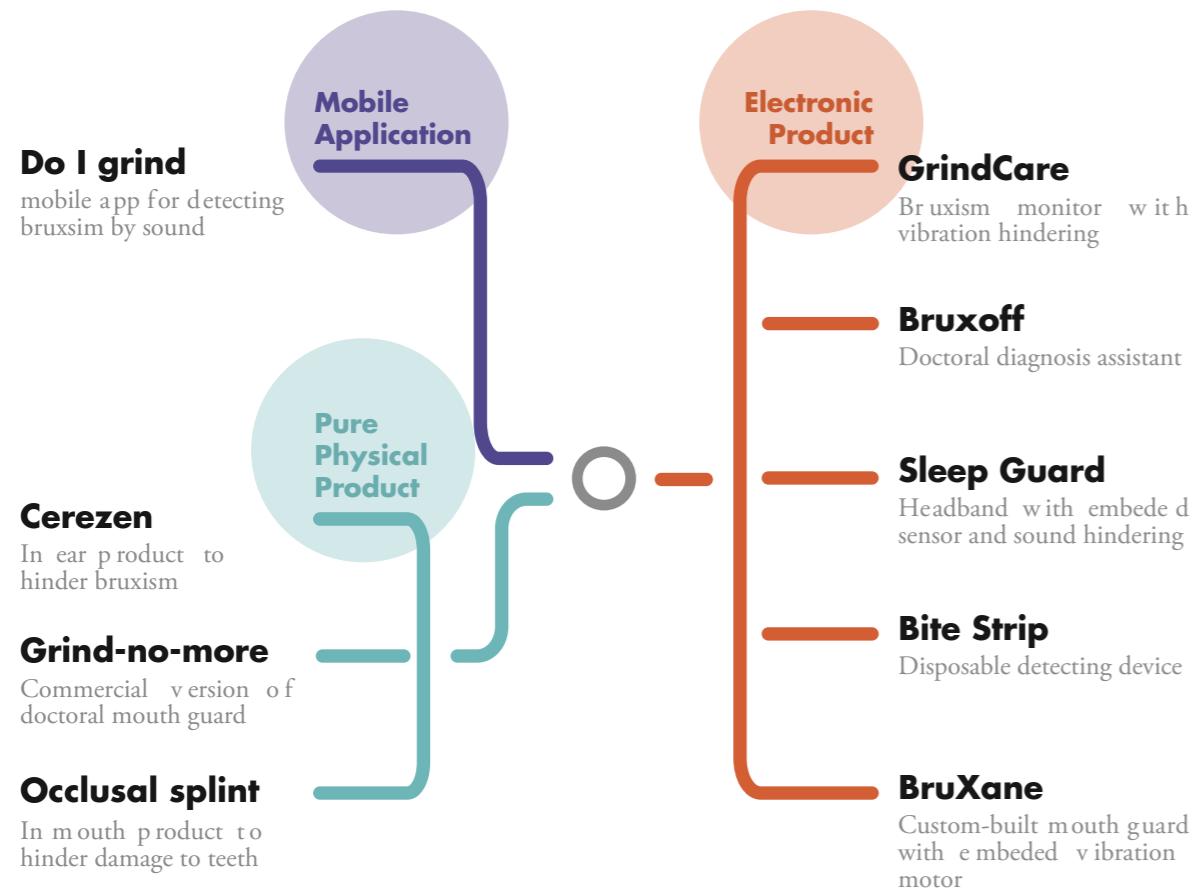


Screenshot of dialogues



MARKET RESEARCH

Available Solutions Classification



Strength & Weakness Analysis

Mobile Application

It is **easy to access** for everyone who ever has a smart phone. It helps people who are suffering from bruxism to **find a rough rythm** of it.

STRENGTH

WEAKNESS

Pure Physical Product

Cheap but expensive if one keeps using it in a long run and **the most efficient way** to reduce the damages so far, but it will **never be of help for bruxism curing**.

STRENGTH

WEAKNESS

Electronic Product

Expensive but **collects accurate data** in a long run and could emit stimuli like sound or vibration to **help users form a responsive habit** which could possibly cure bruxism.

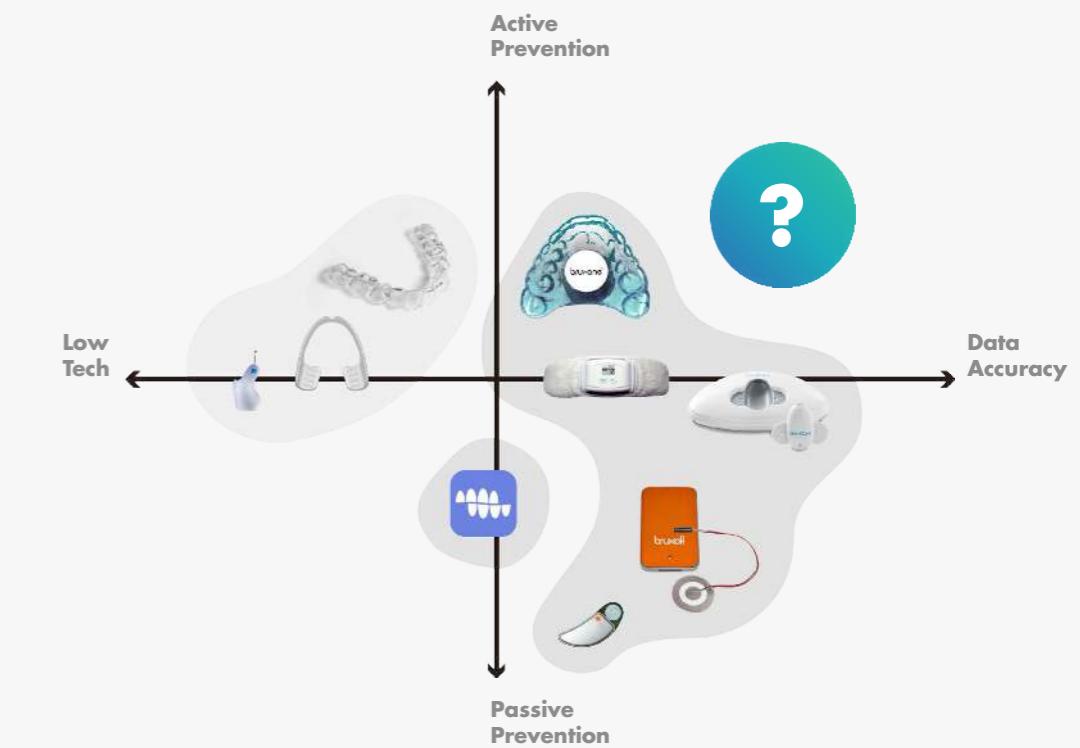
STRENGTH

WEAKNESS

Positioning Map

The positioning map is created to help me find the right position in the future market.

As is shown beside, there is no product providing both accurate detecting and effective preventing. Thereby, what I should focus on is more **accurate monitoring** of bruxism and **high impact** on bruxism curing.



PERSONA



Alex Nielson, 25

.Occupation

Freelancer

.Income

Satisfying

.Marital Status

In relationship

.Passion

Sports / Gadgets
Design / Hi-Tech

.Alex's Goals

01 Wants to track down bruxism data in details

03 Wants to have himself relaxed before sleeping

02 Wants to reduce noise made by bruxism at night

04 Wants to have a community to discuss about bruxism with other sufferers

.Bio

Alex is a moderate patient of bruxism and he has been suffering from bruxism for few years since his mother firstly told him about the symptoms he was having at night, but he didn't really pay much attention to it at that time.

When at university, his roommates were always complaining about the sound made by bruxism to him, which made him eager to find a way out for curing it. He tried several approaches to cure bruxism, but didn't really work out.

.Bruxism Conditions

Alex, for having Bruxism for years, his teeth has been worn to some extent, and sometimes in the day time, he feels a dull pain in the jaw, and he would give it a massage with his hands for relieving the pain. he worries about it pretty much. But what he worries mostly is creepy sound at night disturbs his girlfriend quite much and she always complain it to him.

.Methods Alex has tried

Mobile Application - Do I grind

Satisfaction rate

Mouth Guard

Satisfaction rate

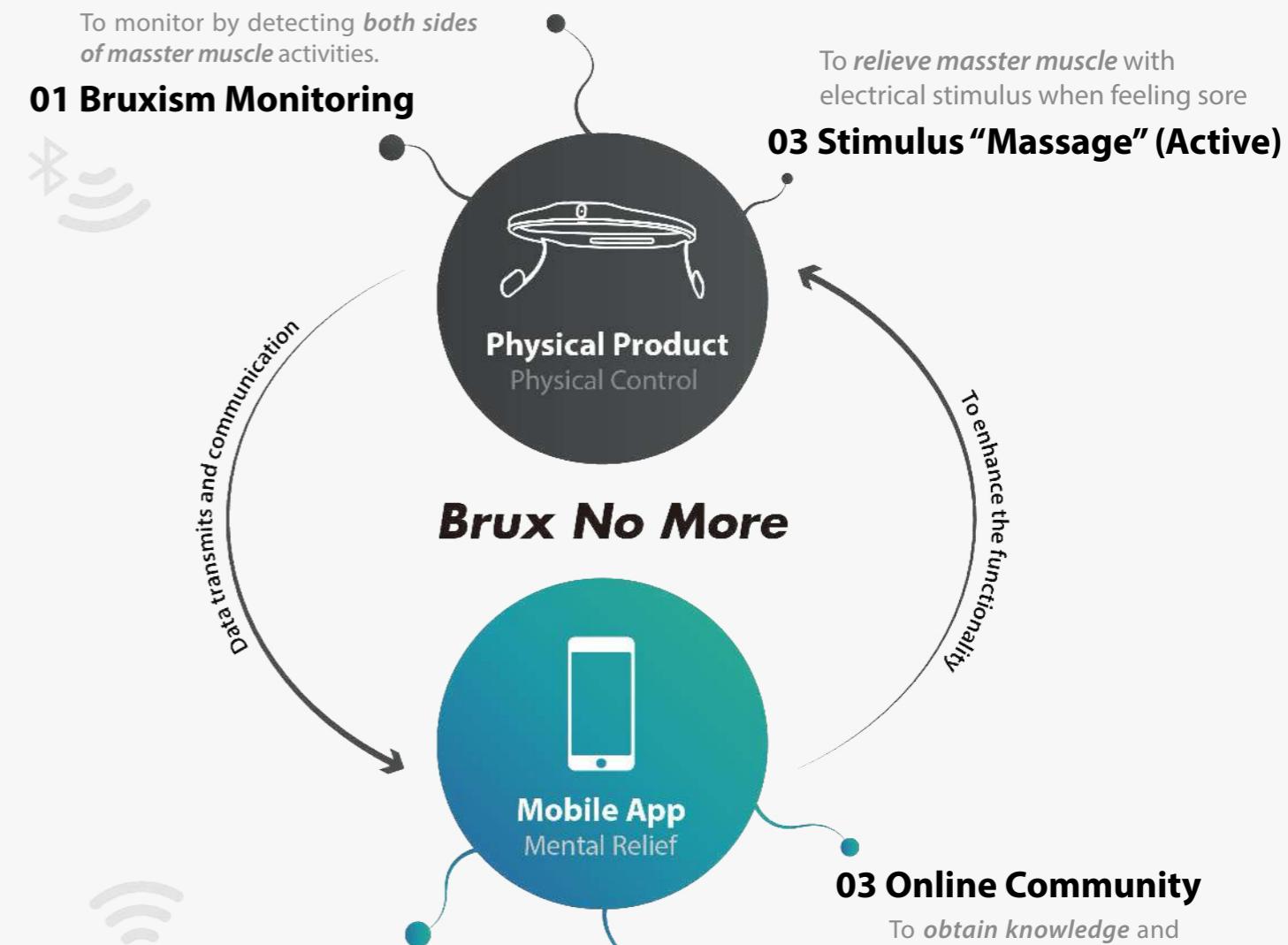
DESIGN BRIEF



Masseter lifts the lower jaw to close the mouth
Image from Internet

To hinder bruxism by generating gentle electrical stimulus to relax the masster muscles depending on muscle activity

01 Bruxism Monitoring



01 Data Visualisation

To show data in a readable and friendly way with charts.

To monitor by detecting both sides of masster muscle activities.

02 Stimulus hindering (Passive)

Masseter lifts the lower jaw to close the mouth

Image from Internet

To hinder bruxism by generating gentle electrical stimulus to relax the masster muscles depending on muscle activity

To relieve masster muscle with electrical stimulus when feeling sore

03 Stimulus "Massage" (Active)

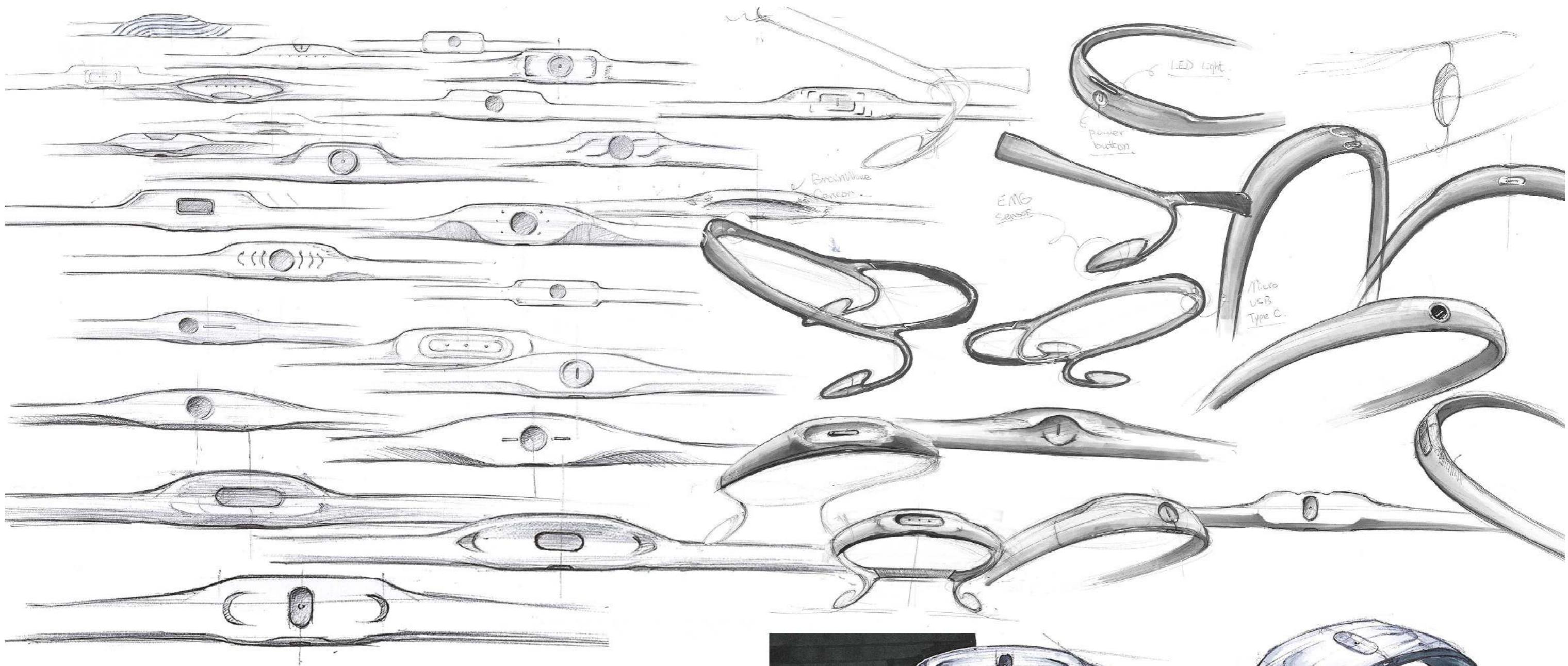
To relieve masster muscle with electrical stimulus when feeling sore

03 Online Community

To obtain knowledge and communicate with other bruxsim sufferers

02 White Noise Library

To relieve stress as a precaution for bruxism prevention.



01 Front to Back



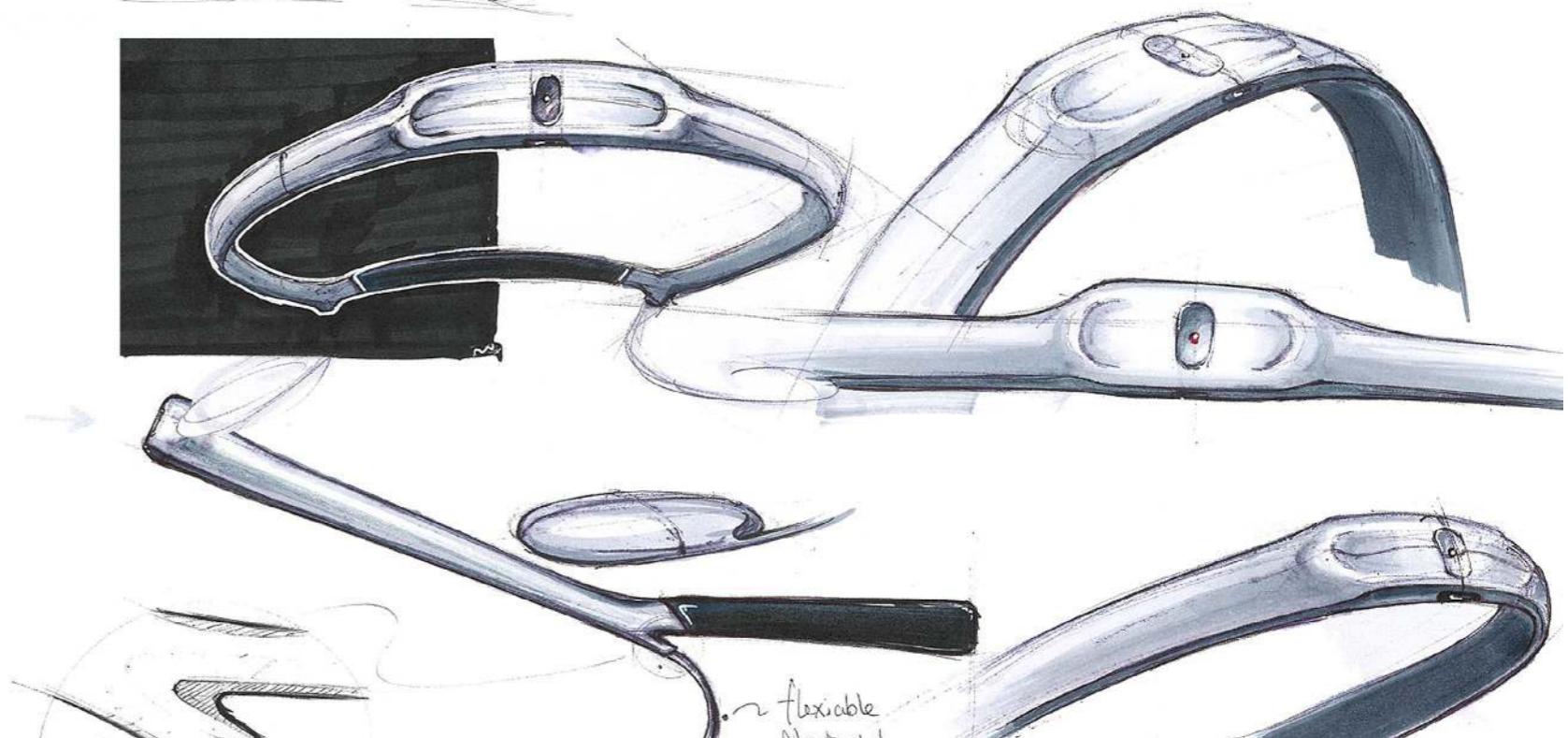
02 Back to Front



03 Top to Bottom

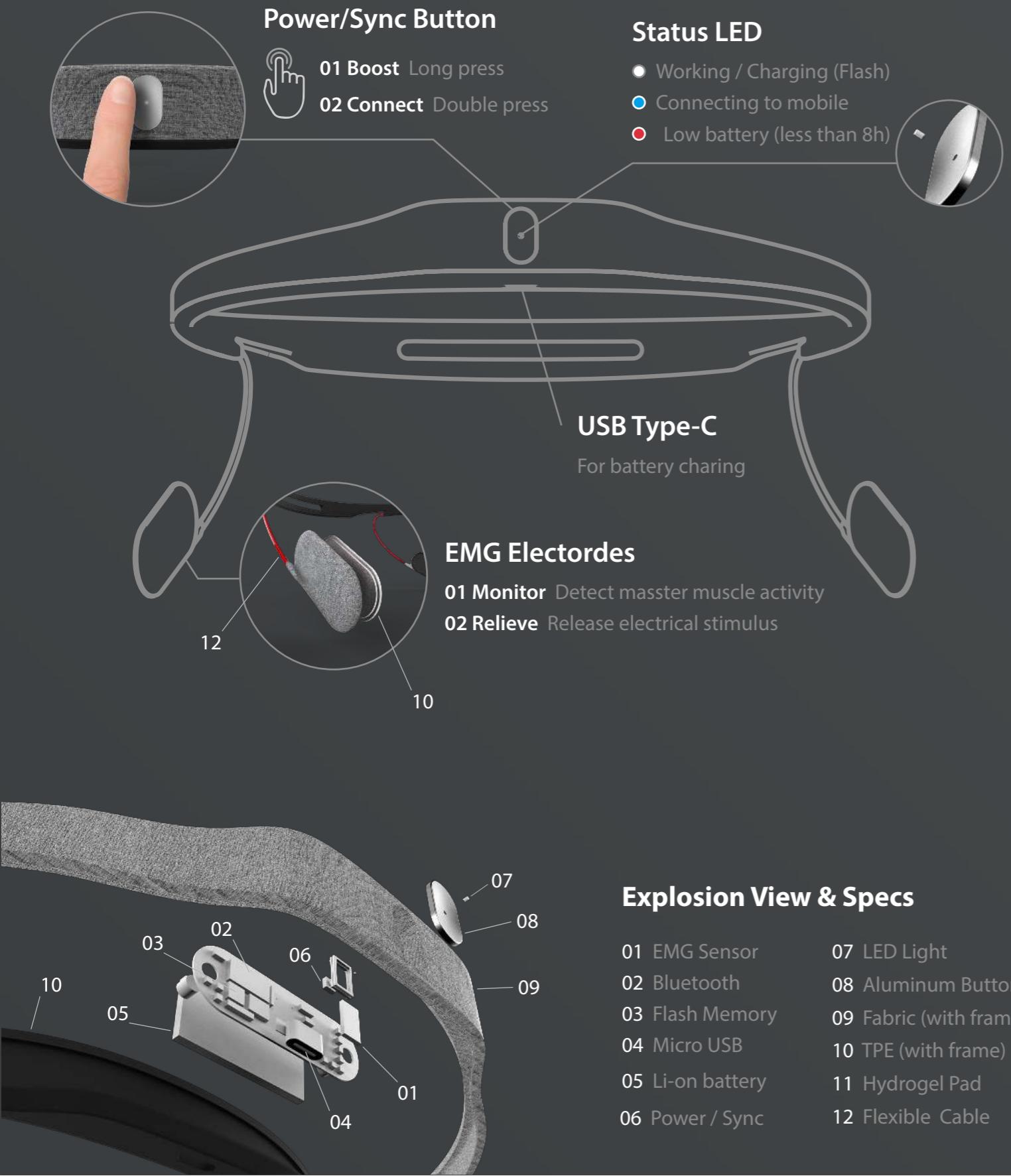


04 All around as a headband



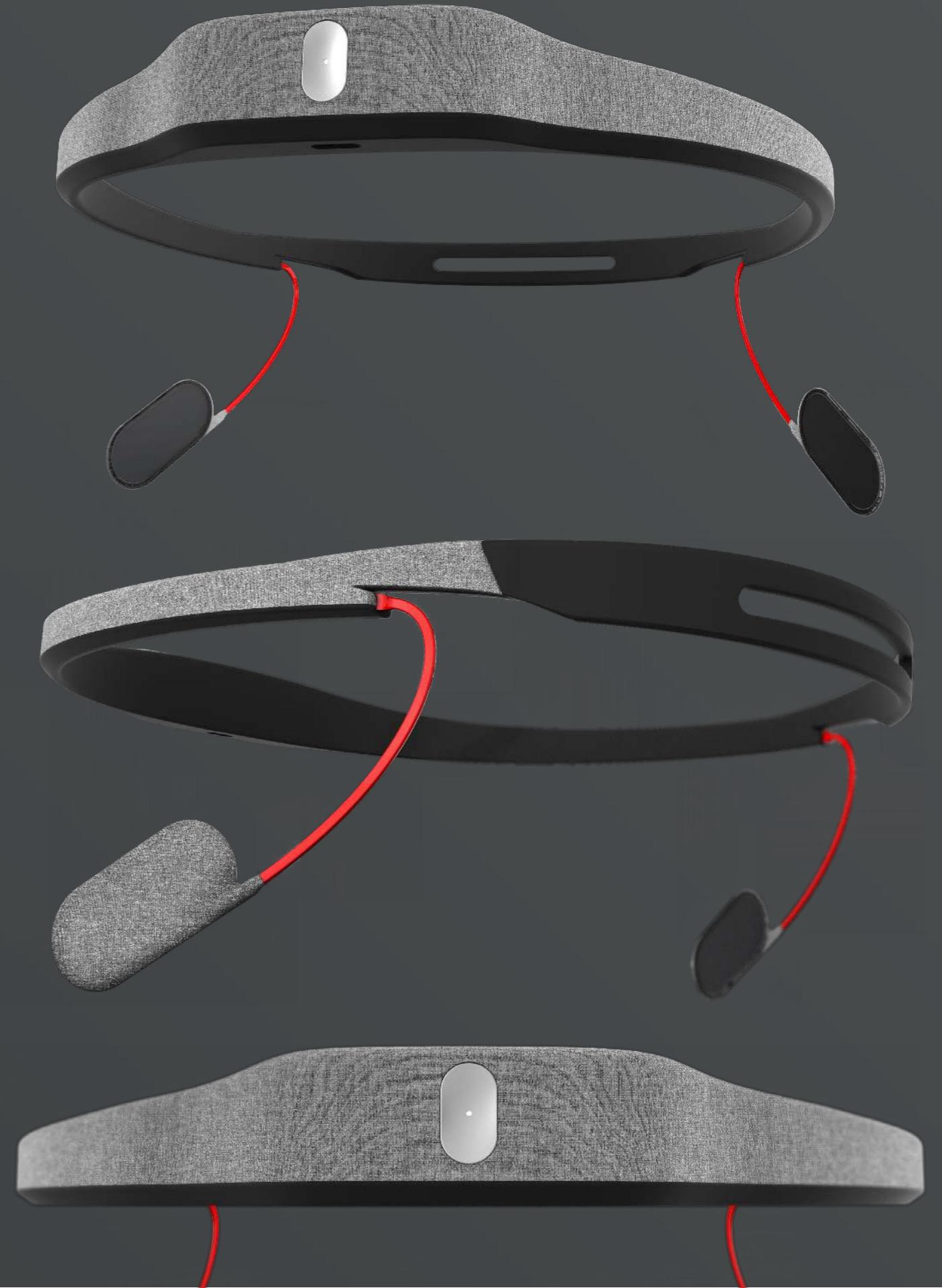
IDEATION

RENDERS



Expllosion View & Specs

01	EMG Sensor	07	LED Light
02	Bluetooth	08	Aluminum Button
03	Flash Memory	09	Fabric (with frame)
04	Micro USB	10	TPE (with frame)
05	Li-on battery	11	Hydrogel Pad
06	Power / Sync	12	Flexible Cable



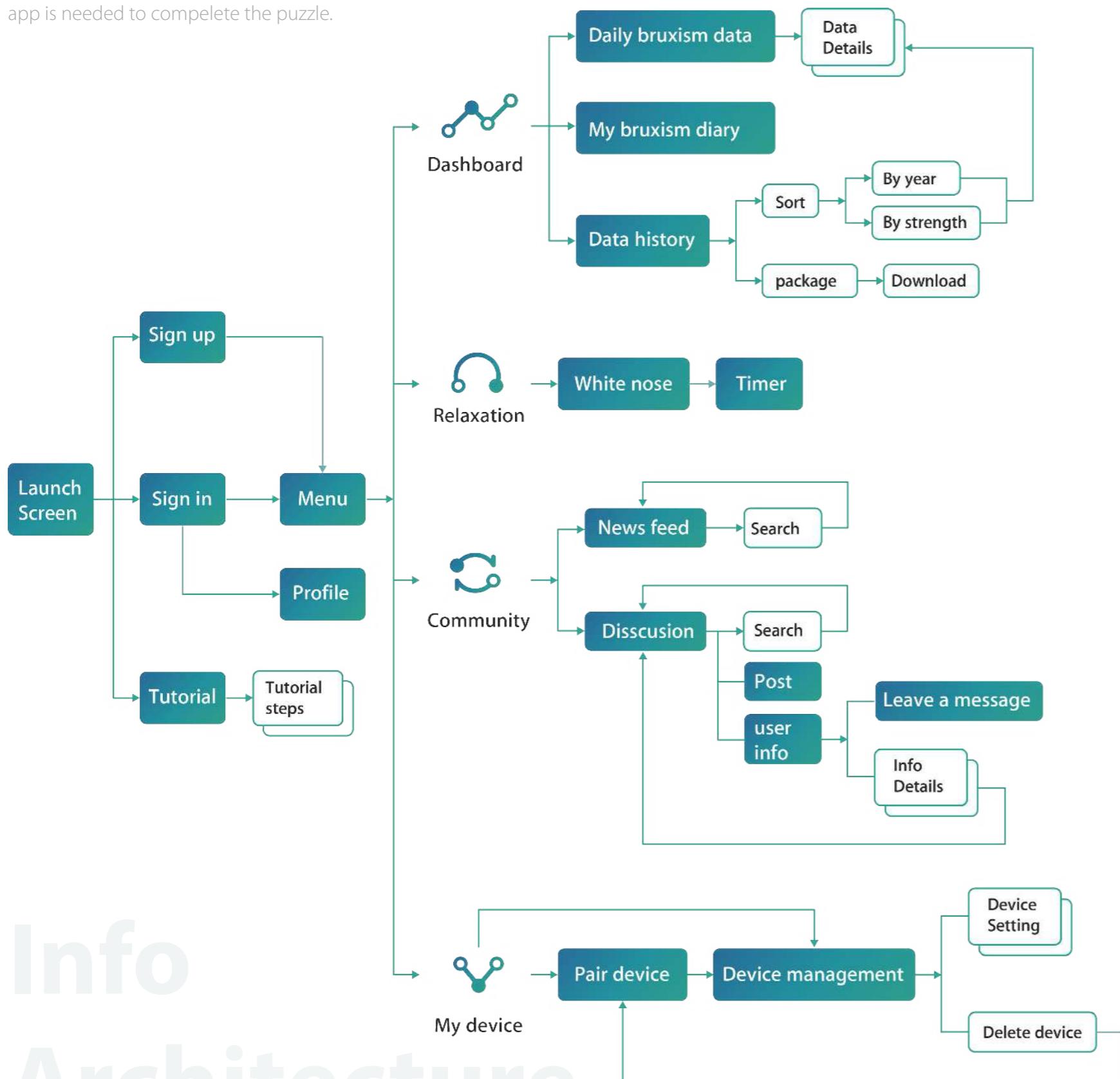
MOCK-UP

Based on 3D printing, the one to one scale model was made with materials and colors simulating the final product in my mind.

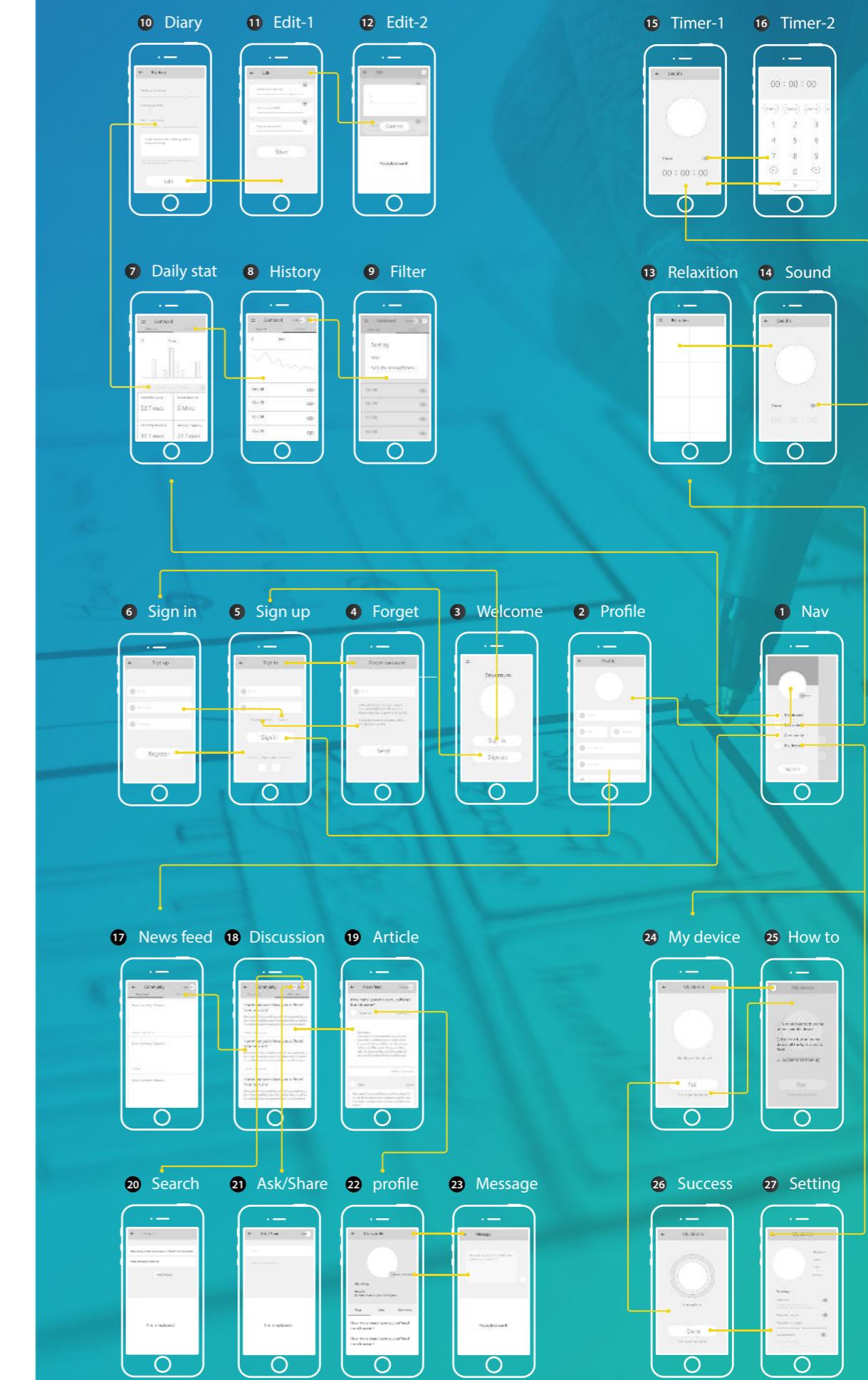


APPLICATION

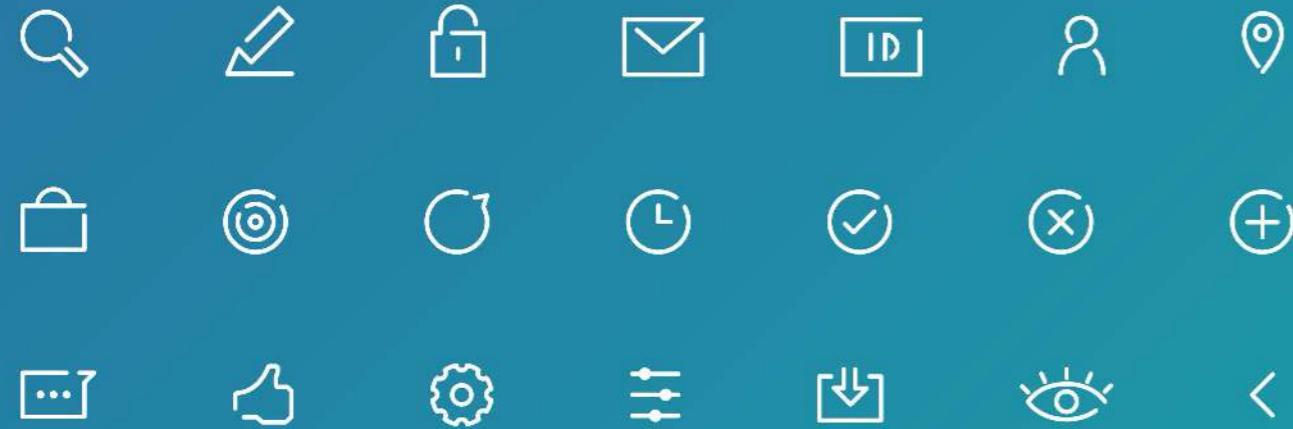
A single product is not enough for supporting most of the user needs. therefore, an mobile app is needed to complete the puzzle.



Info
Architecture



Icon



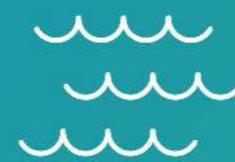
River



Water drops



Woods



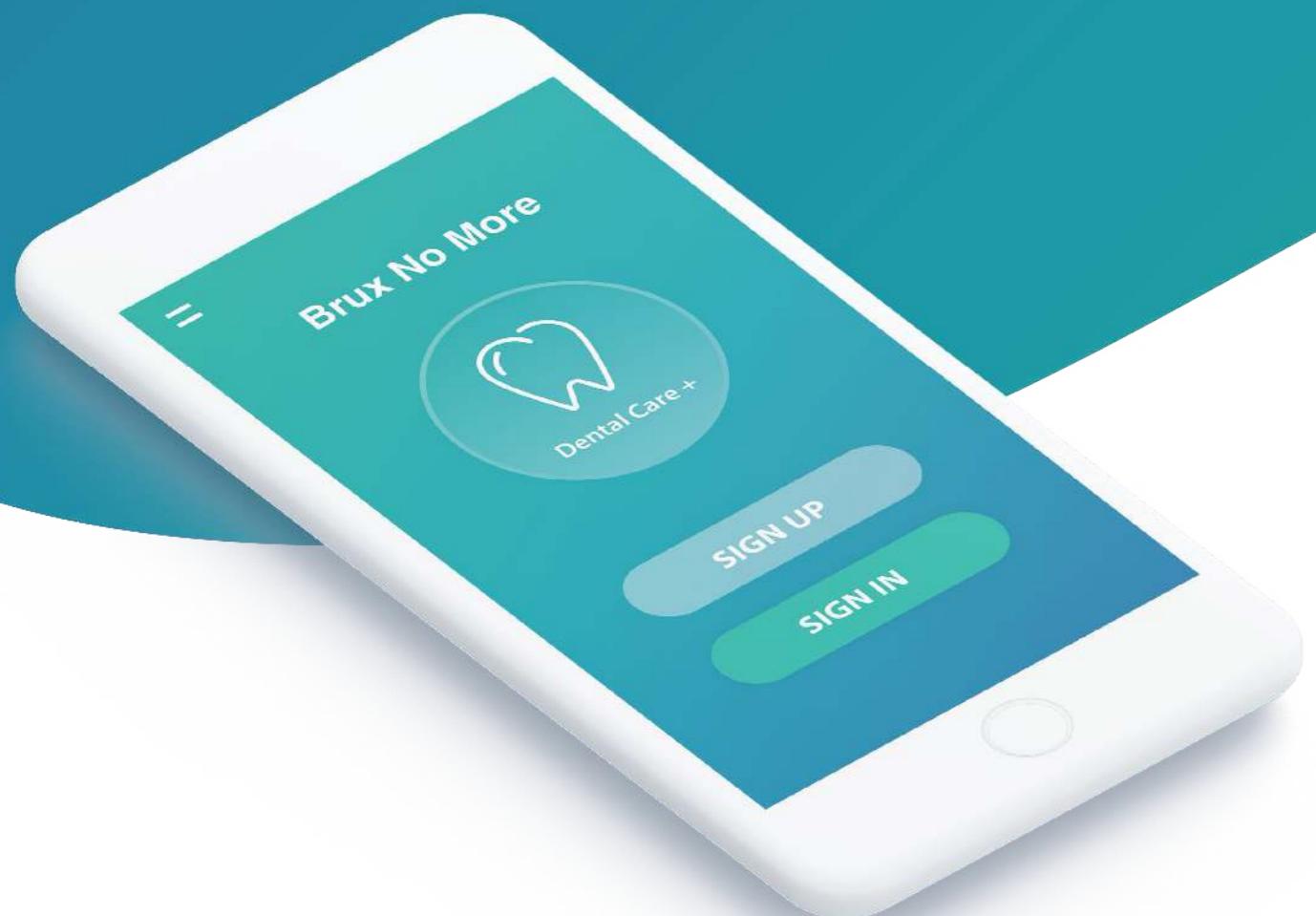
Waves



Fire

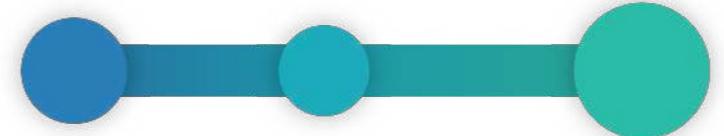


Birds



Color

As Brux No More app is designed for health purpose, Kinda Green is chosen, together with It's Blue and Maybe Blue, to represent the essence of health, aiming to bring the users with the hope of getting rid of bruxism.



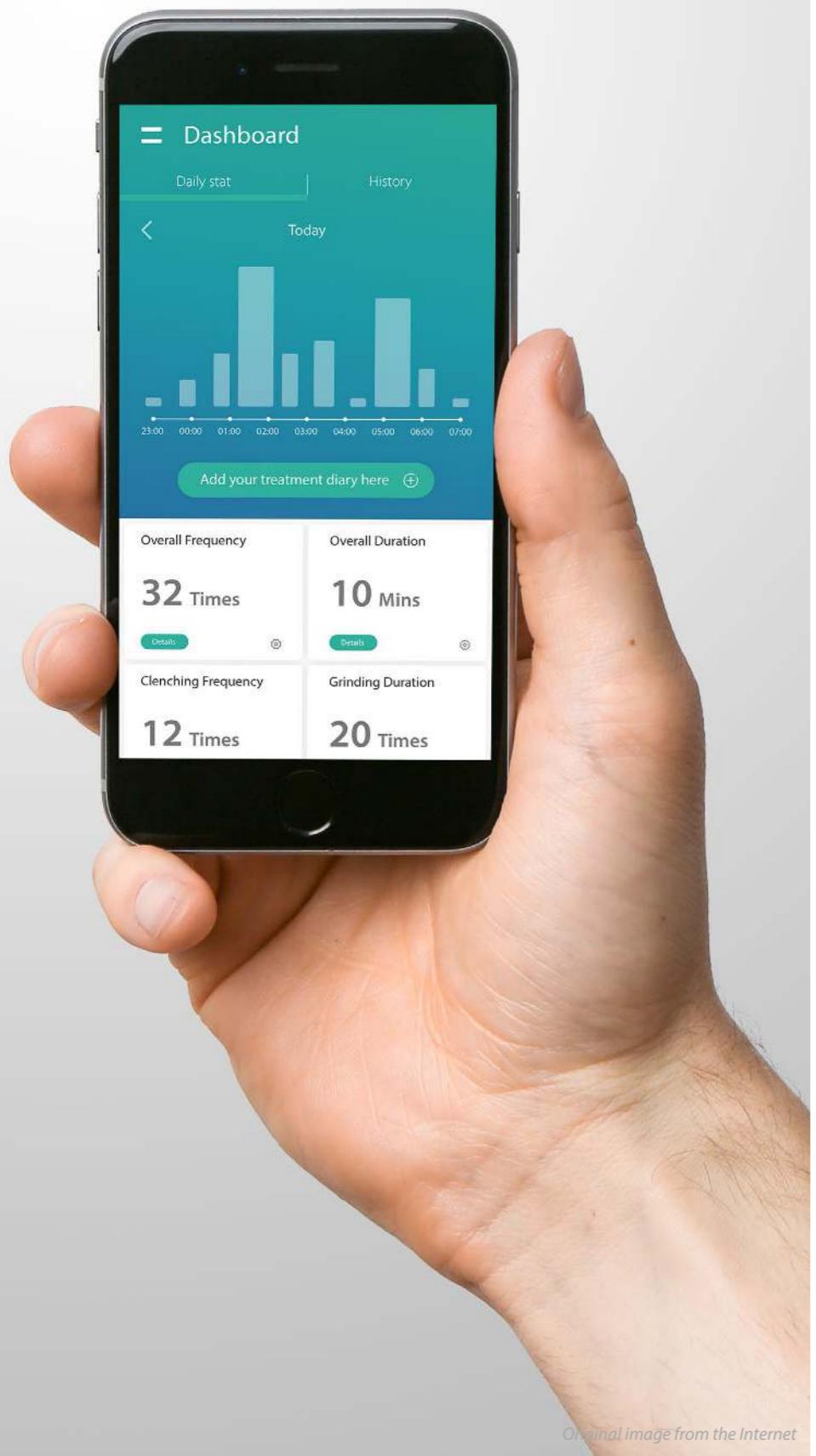
It's Blue

Maybe Blue

Kinda Green

Design Elements

Function Details



Bruxism data by week

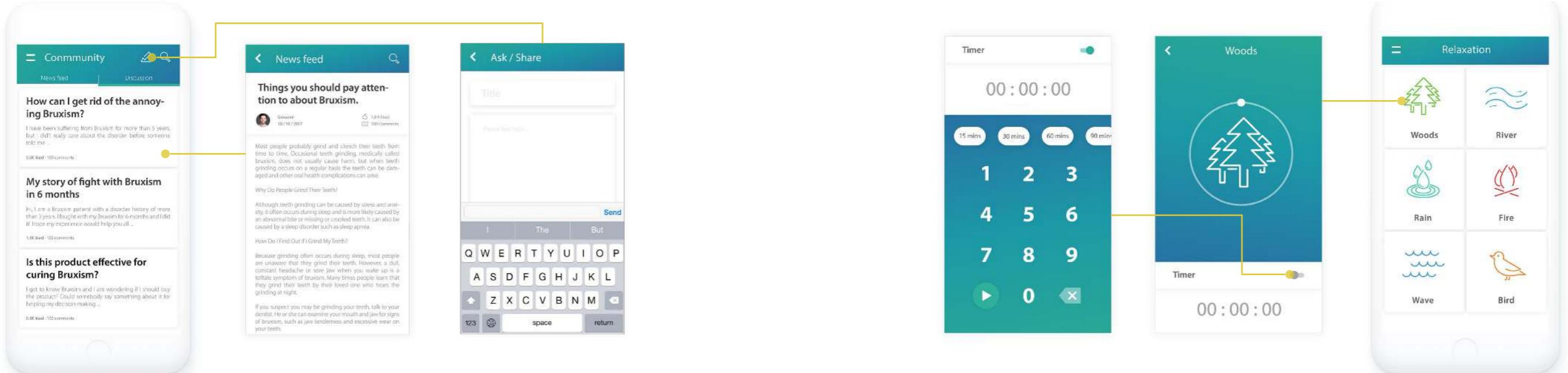
Bruxism Conditions

Bruxism Diary Editing

Dashboard

Dashboard allows users to view their daily bruxsim data as well as diary composing, and all the stats could packed up and present it to the doctors for a better disorder diagnosing.





Community

The Community is where knowledge, news, ideas, stories are being shared about bruxsim by the official operating team and users, aiming to offer the patients a mental shelter.

Relaxation

Relaxation is the paradise for users to get relaxed before sleep by providing high quality relaxing music and white noise and timer is available at the same time.

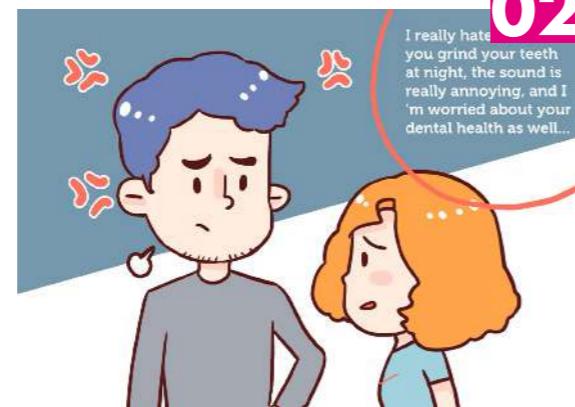


My device

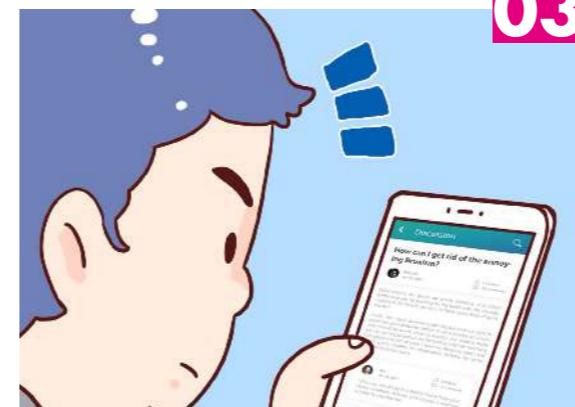
Customize the hardware device by the users' preference and bruxsim conditions.

01

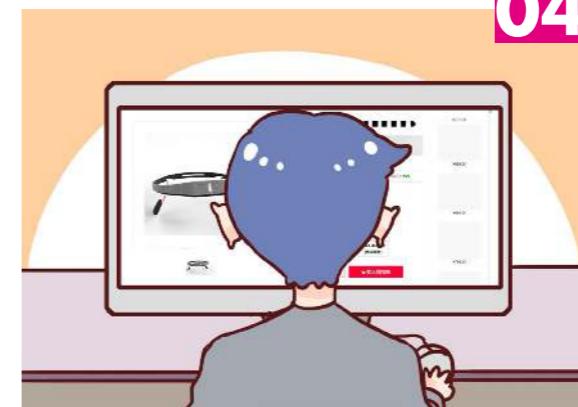
Alex has been suffering from Bruxism for few years with several attempts but all ended up in a failure. He is really upset but would never give up finding a proper solution.

02

Alex is living together with his girlfriend, who always complains about the night time Bruxism to him, which he worries a lot as well...

03

One day, there was an article talking about a Bruxsim victim who successfully cured the disorder with Brux No More.

04

Digging into more about the product, Alex decided to give it a try and ordered one from its official webpage.

05

Next day, the parcel was delivered to his apartment.

06

With simple instructions of only three steps configuring the device, Alex is really looking forward to try it on.

07

At night, Alex pairs the device with the mobile App, and the functions he discovered in the App appeals to him pretty much.

08

On the bed, Alex is trying the function of loosening up his masster muscle where he constantly feel sore.

09

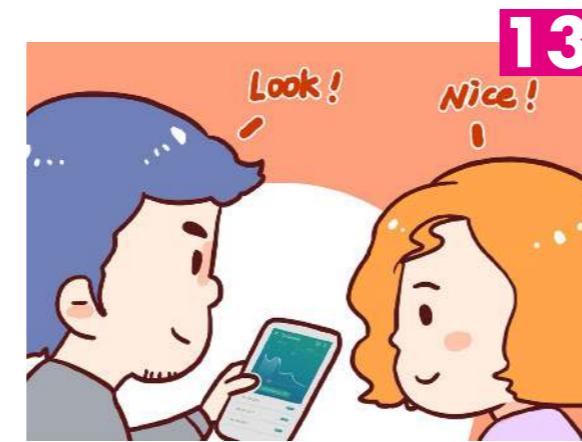
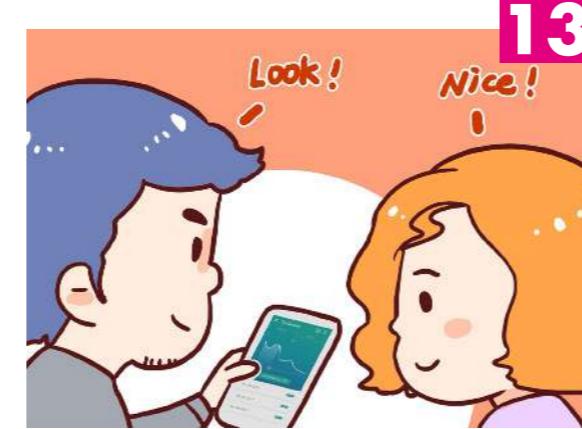
Alex sets an timer of white noise embeded in the App for 30 min. before sleeping to have himself relaxed.

10

At night, Alex started grinding. The device collects his bruxism data via detecting the masster muscle activity and releases a gentle stimulation to have the muscle relaxed.

11

In the morning, Alex checks his Bruxism data on the mobile, which he has always been eagering to know about.

12**13**

Alex shares his Bruxism data analysis infographic of the past one week with his girlfriend, and both of them are quite satisfied about the result.

STORY OF ALEX

The story board tells the journey of Alex curing his Bruxism from the background and his encountering with the product to the detailed usage senarios and the happy ending.



.Design is about experience improving

TH Food Lab

Service design for a Danish food market Torvehallerne

*"Torvehallerne
More than food... "*

Contributions

01 Application design

Information Architecture
wireframe
LoFi & HiFi

02 Space design

03 Wayfinding system
04 Branding posters

Caption

The FoodLab is a service design system that helps to uplift the image of Torvehallerne in the public by adding a new value of connection that links vendor to vendor, vendor to customer and customer to customer. It provides a brand new user experience to the customers with multiple touch points in the system.

Service system Design

Oct. 2017
Wuxi, China
Group work with Hana Lee

BACKGROUND

Food market in Copenhagen, Denmark

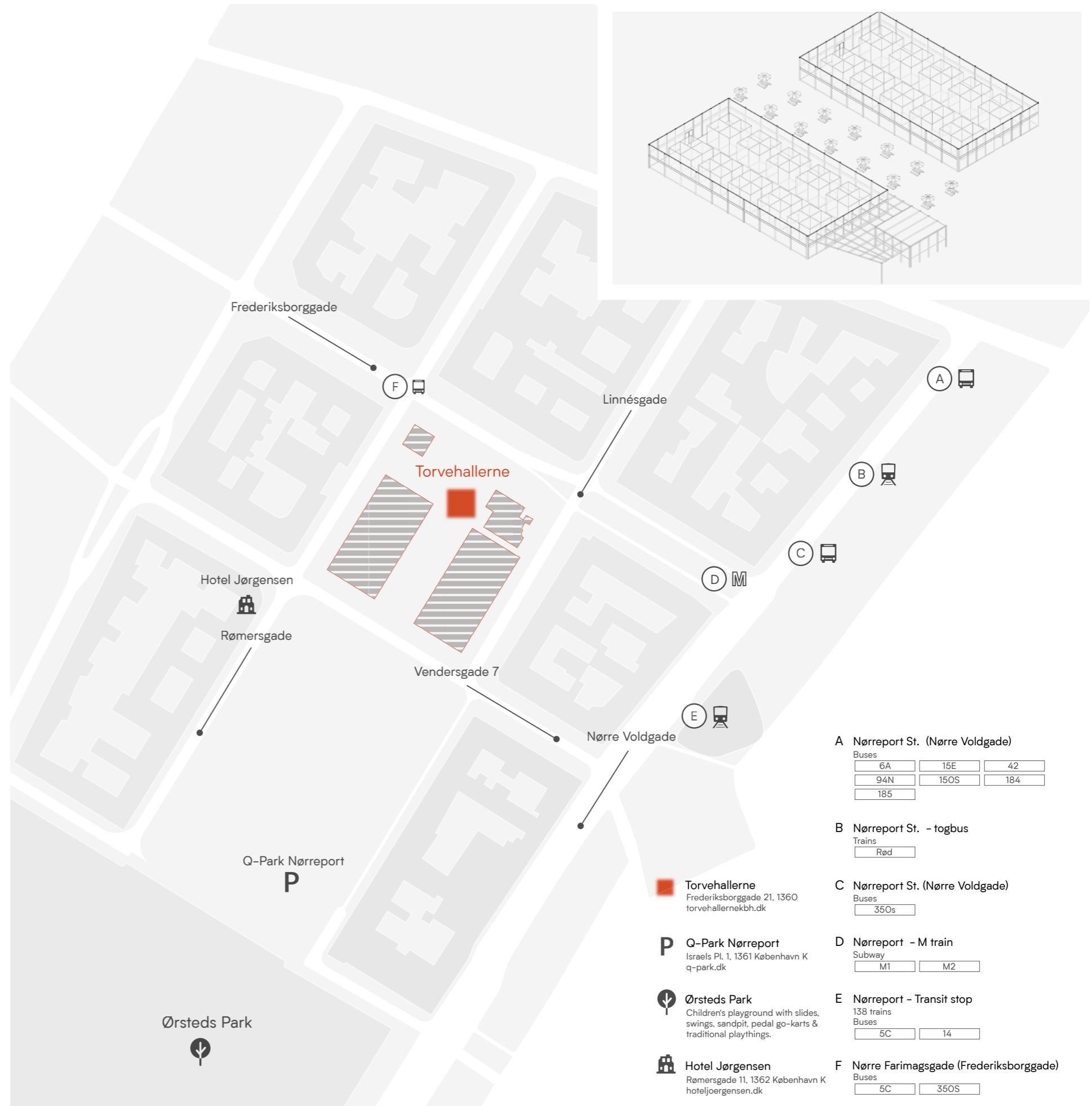
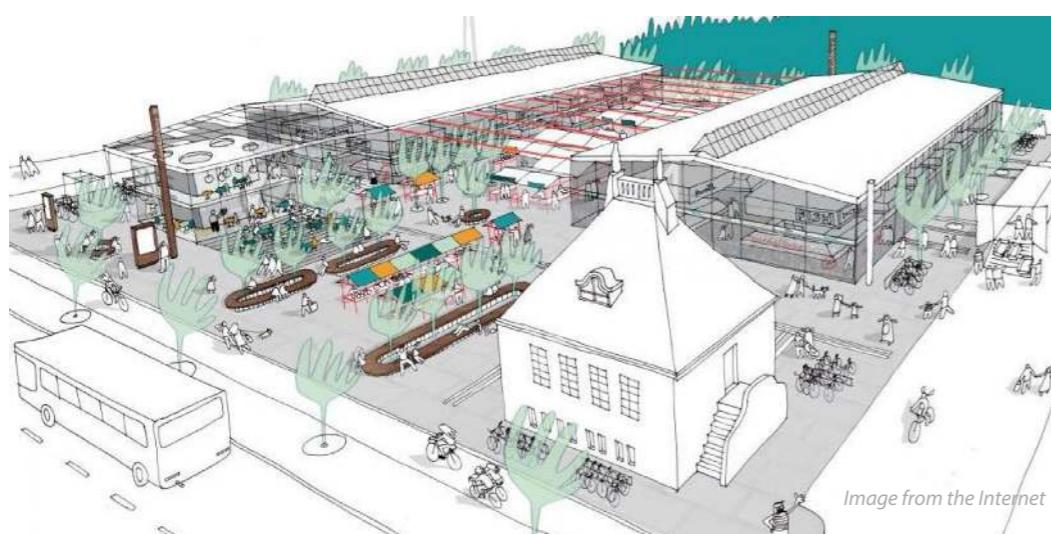
About Torvehallerne

Torvehallerne er hele Københavns spisekammer. Et madmarked, hvor det oprindelige, det nye, det gennemtænkte og det langsomt tilberedte får mere end 115.000 københavnere til at flokkes hver eneste uge. Alt strutter af friskhed. Ikke mindst stadeholderne, der tripper for at byde dig velkommen.

It is not a supermarket, it is a super market. At Torvehallerne in Copenhagen, you will find over 60 stands selling everything from fresh fish and meat to gourmet chocolate and exotic spices, as well as small places where you can have a quick bite to eat.

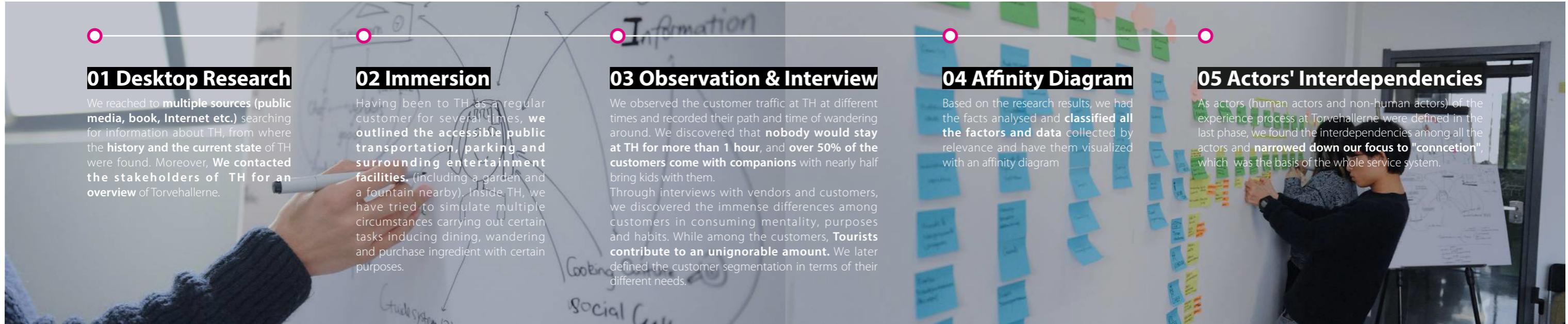
Brand Essence

"**Quality, Freshness and Availability** for the pleasure and benefit of everyone - from producer to consumer. A regular destination for the city dwellers and visitors from near and far."

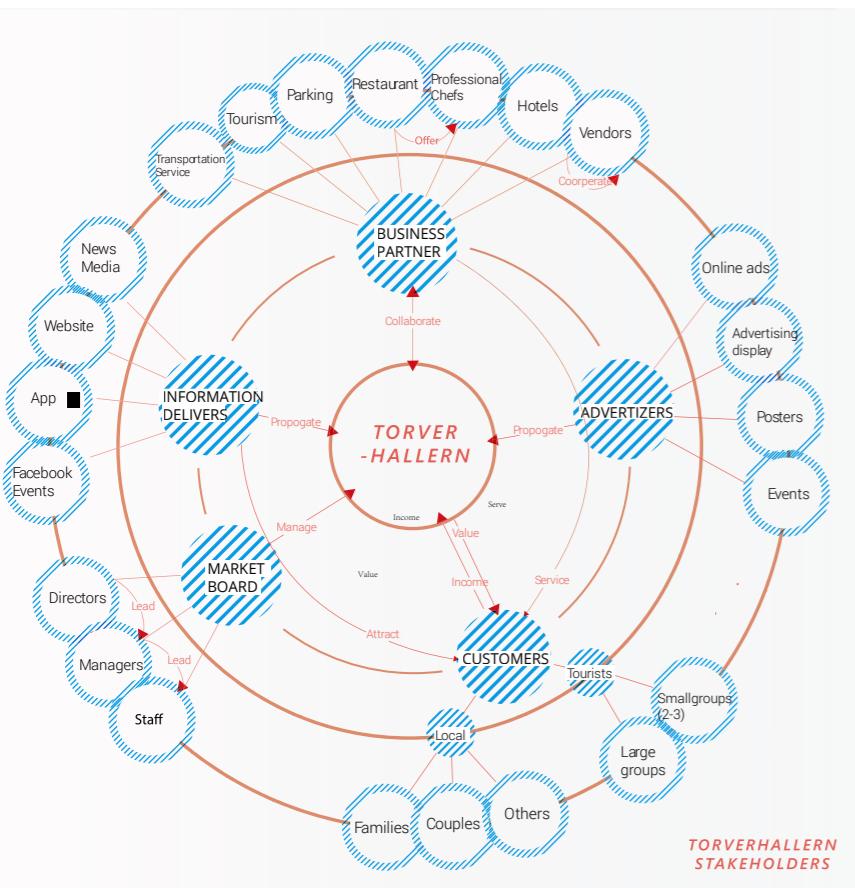


RESEARCH & UNDERSTANDING

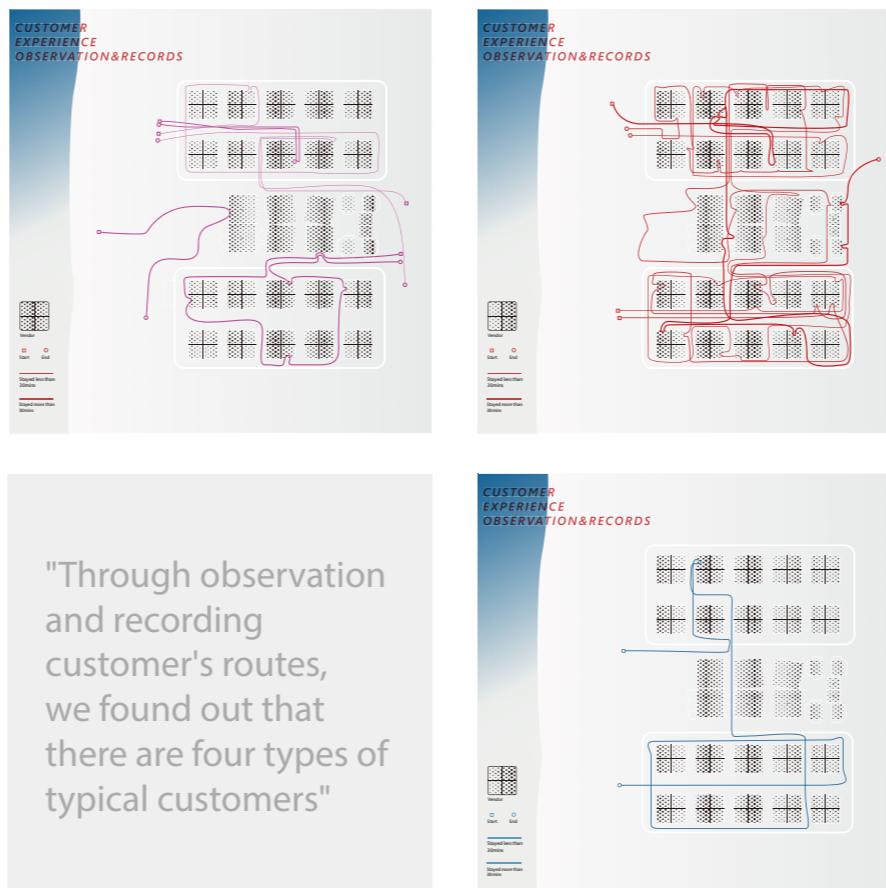
Research Process



Research synthesis - Stakeholder



Customer Route Map



- 01** No idea of what to choose in facing with multiple choices.
- 02** Feeling it time consuming to find specific ingredients.
- 03** Customers always focus on buys certain items, people are willing to explore, but...
- 04** The percentage of tourists in customers is more than estimated.

Insights...

CONCEPTS

01 60 vendors >> One brand

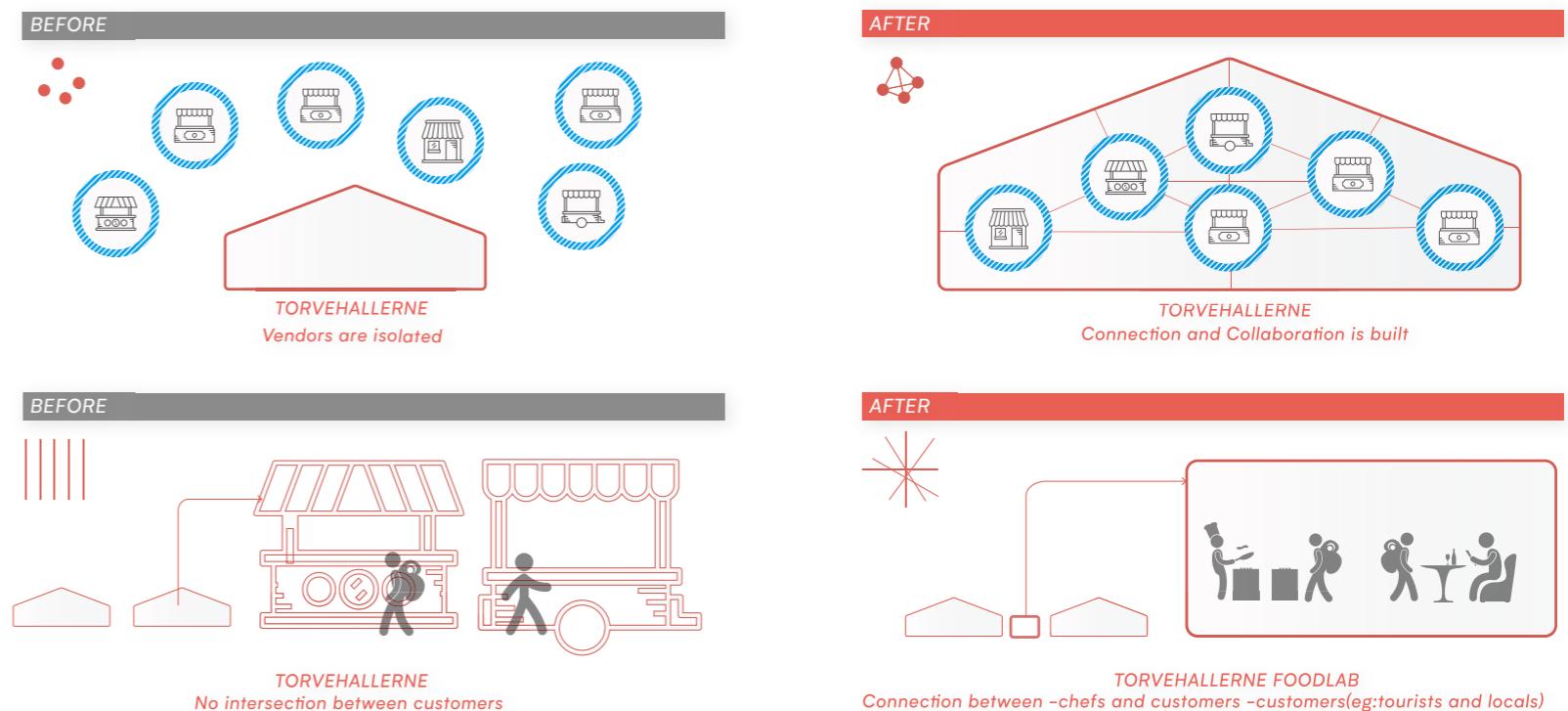
- connection between vendors
- connection between vendor and Torvehallerne

02 No event >> Food Lab

- connection between customers(locals, tourists, families)
- connection between professional chefs and customers

Quality, Freshness, Availability and Connection

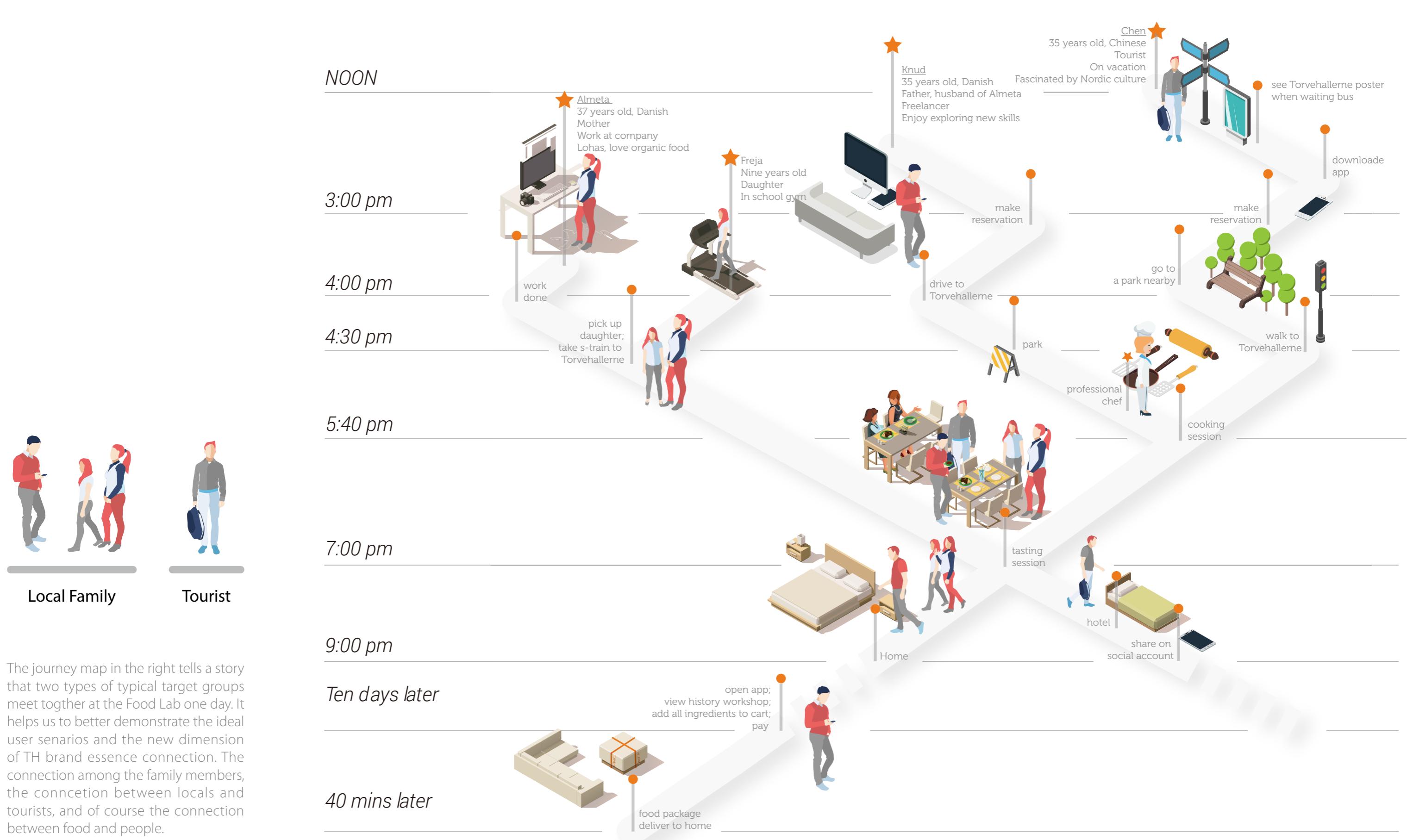
With the solid background research findings and insights we came up with, We reshaped the brand essence by adding a new dimension of connection to the original one. What we want to convey to the public is that it's not just about high quality food at Torvehallerne but finding their link with others, therefore, transform the experience into an unforgettable good memory.



Service Blueprint

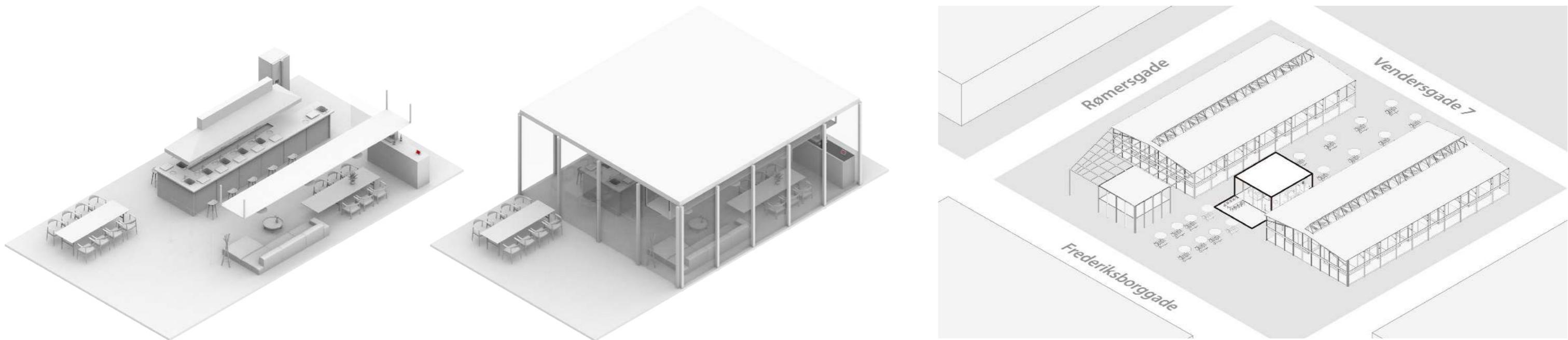
	BECOME AWARE	MAKE ORDERS	FIND WORKSHOP	COOKING SESSION	TASTING SESSION	BROADCAST AND EXIT	PURCHASE ONLINE
Customer Actions	01 Get to know Torvehallerne from Internet, physical advertisement or other people Hear/see relevant information Learn more about Torvehallerne Download app	02 Make workshop reservation (or food orders) on Torvehallerne app and website Choose workshop Pay Get reservation confirm Choose food Add to cart Fill in information Pay Get food package delivered to home	03 During the workshop day, customers go to Torvehallerne and find workshop Arrive at Torvehallerne Find workshop and check in	04 Learn from professional chef and try making cuisine under instruction of chef Get facilities & food material Watch chef cooking Learn from chef Try himself/herself under instruction of professional chef	05 Taste, share and social, enjoy food of high quality and freshness Take food to tasting area Enjoy, share and social	06 After meal, customer offer feedback to workshop, and share their awesome experience. Offer feedback&advice to Torvehallerne Post pictures on social media Buy food baskets to take away Exit	07 If they want to buy the ingredients used in workshop, just find information on app. Customers can also make delivery orders directly on app. Open app and find history workshops Add all ingredients to cart Fill in address Pay Open app and find history food-delivery orders
Channels	Website App Other people	Website App	Email & Text	Map App Arrows & Signs		App Website Facebook & Ins & Others	Webshop on app Webshop on website
Physical Evidences	Advertisement, Propoganda	Website, application, confirmation letter&text	Recommended ways to Torvehallerne Arrows&Signs Guidance&Signs in application	Furniture, food material, professional chef staff, outdoor space	Furniture, cozy space good atmosphere for social	Pictures for attendees, packed food basket Certification for workshop Torvehallerne's stickers, pens or related products	Pictures for attendees, packed food basket Certification for workshop Torvehallerne's stickers, pens or related products
Line of Interaction							
Front of Stage Interactions	Put up posters & other advertisement	Online chat to answer customers' questions	Send confirmation letter & text	Guide customers	Check in	Send out food material & facilities Chef give a live cooking show Offer help to attendees when needed Table setting and other service	Record feedback Staff help record event video and take pictures Sell food baskets for taking away (to-go)
Line of Visibility							
Back of Stage Interactions	Build website and application	Build up information system	Get customers' information Send confirmation letter & text	Connect vendors (Collaboration) Estimate amount of food material according to reservations	Prepare food baskets	Record and broadcast live cooking show on app Keep workshop in order	Categorize feedback and make plans
Value	•The Torvehallerne is seen as a whole brand instead of 60 isolated vendors.	•Torvehallerne offers fresh and high quality food at a fair price	•Enables better experience for customers •Increase sales for vendors	•Provides instruction from professional chefs. •The outdoor workshop itself as an advertisement attracts more customers.	•Provides an active atmosphere and space for social.	•Experience shared on social account as a free advertisement. •Provide an opportunity for tourists to know locals and Nordic culture.	•Lead customers from offline to online. •Increase brand recognition and loyalty. •Provides convenient delivery service.

JOURNEY MAP



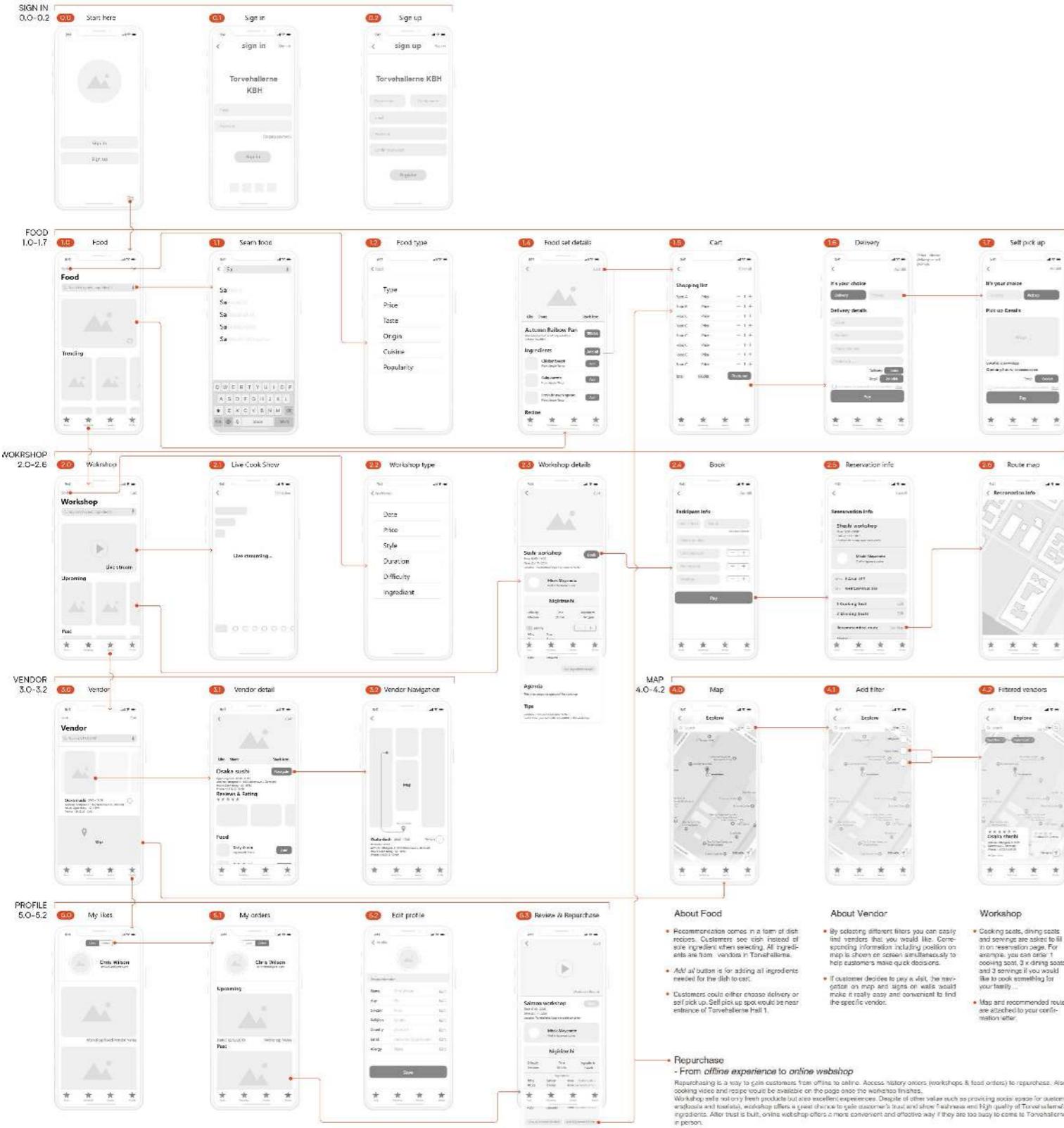
SPACE DESIGN

The food lab is an experience center where events mainly about cooking workshops will be hosted. With the specific space hosting customers all together, it creates the opportunity for people to interact with each other and with Torvehallerne.



MOBILE APPLICATION

LOFI Wireframe



About Food

Recommendation comes in a form of dish recipes. Customers see dish instead of sole ingredient when selecting. All ingredients are from vendors in Torvehallerne.

Add all button is for adding all ingredients needed for the dish to cart.

Customers could either choose delivery or self pick up. Self pick up spot would be near entrance of Torvehallerne Hall 1.

Workshop

Cooking seats, dining seats and servings are asked to fill in on reservation page. For example, you can order 1 cooking seat, 3 x dining seats and 3 servings if you would like to cook something for your family ...

Map and recommended route are attached to your confirmation letter.

About Vendor

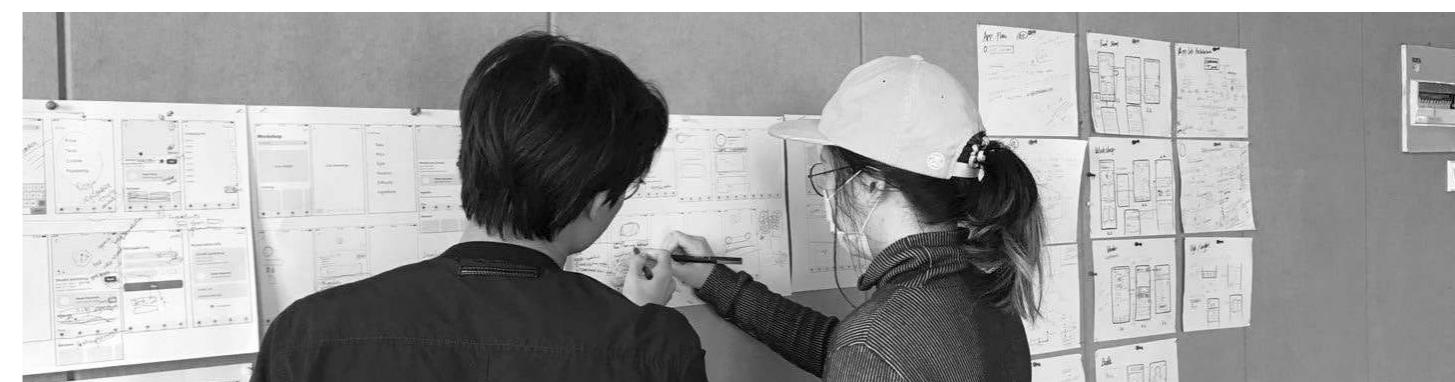
By selecting different filters you can easily find vendors that you would like. Corresponding information including position on map is shown on screen simultaneously to help customers make quick decisions

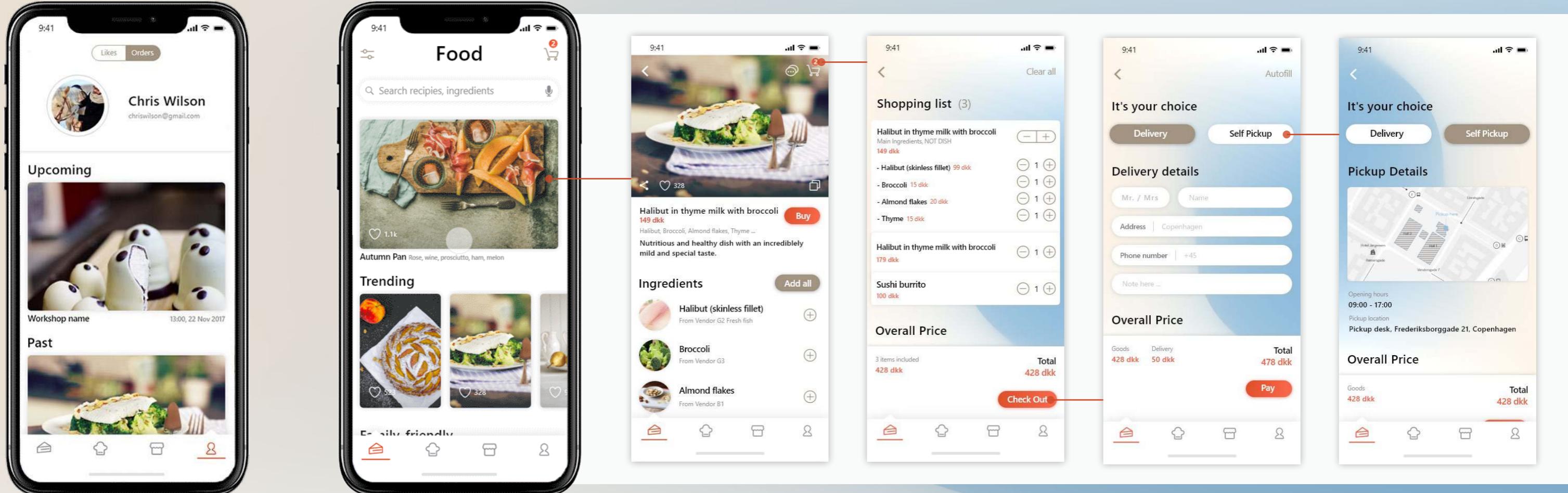
If customer decides to pay a visit, the navigation on map and signs on walls would make it really easy and convenient to find the specific vendor

Repurchase

Repurchasing is a way to gain customers from offline to online. Access history orders(workshop&food orders) to re purchase. Also cooking video and recipe would be available on the page once the workshop finishes.

Workshop sells not only fresh products but also excellent experiences. Despite of other value such as providing social space for customers(locals and tourists), workshop offers a great chance to gain customer's trust and show freshness and high quality of Torvehallerne's ingredients. After trust is built, online webshop offers a more convenient and effective way if they are too busy to come to Torvehallerne in person





Profile

Profile collects the pages users liked and the orders they have had. People can share these pages and repurchase here.



Food

Recommendation comes in a form of dish recipes. Customers see dish instead of sole ingredient when selecting. All ingredients are from vendors in Torvehallerne.



Item details page

The detailed page of certain items, where people could purchase cooked food and add all the raw ingredient of the dish as a package to the cart.



The cart page

Detailed page of the cart with both dishes and ingredients from the TH online store.

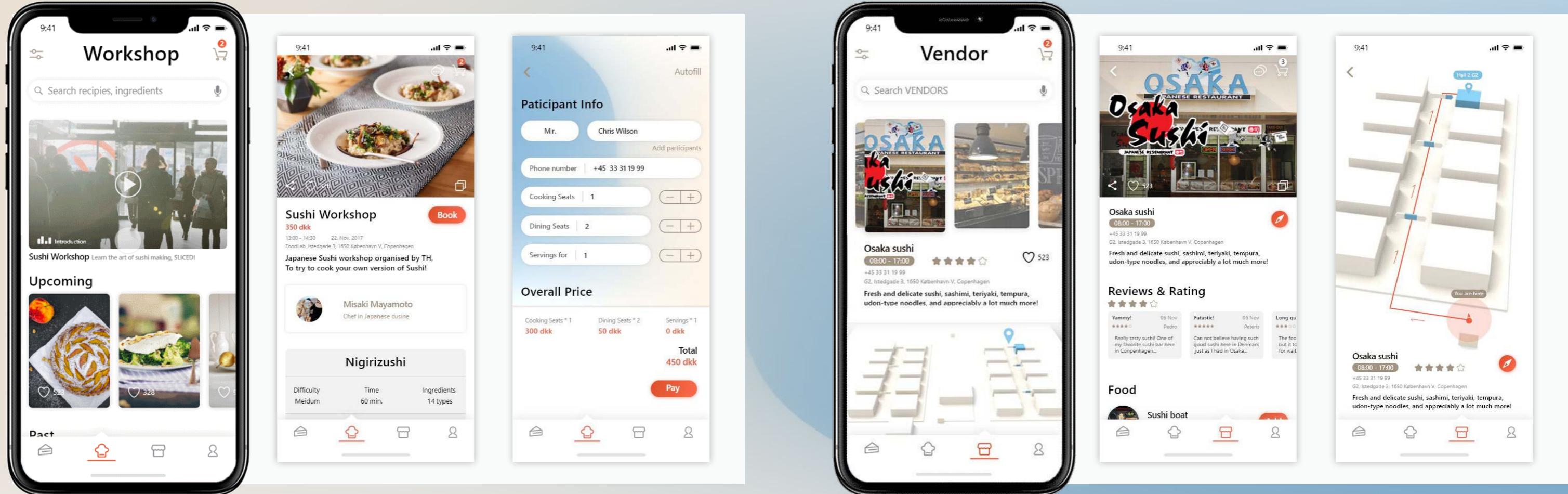


Check out page. Delivery

We offers two options for getting the food people ordered, Customers could either choose delivery or self pick up. A map will be shown to guide customers to the point to pickup what they purchased. Self pick up spot would be near entrance of Torvehallerne Hall 1.



Check out page. Self Pickup

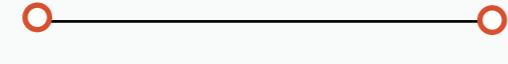


Click here to watch the App demo http://www.shengfenggu.com/html/works/TH_AppDemo.html



Workshop

Worshop is the core of the App, designed for customer to view, watch event live and reserve for the event.



Item details page

The detailed page of workshop events, including the details about the dish which will be taught in the workshop.



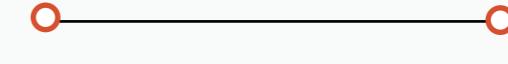
Reservation page

Only few customer info requires to be filled out and there is also a autofill button if users of the application have already filled in their profiles.



Vendor

Bridging all the vendors as a whole within the TH brand. Vendor aimed at enhancing the brand image in the public and help people to find vendors easier and infomation.



Vendor details page

In this page, detailed information about vendors are listed and users can also find what they are selling here, further, purchase what appeals to the customers.



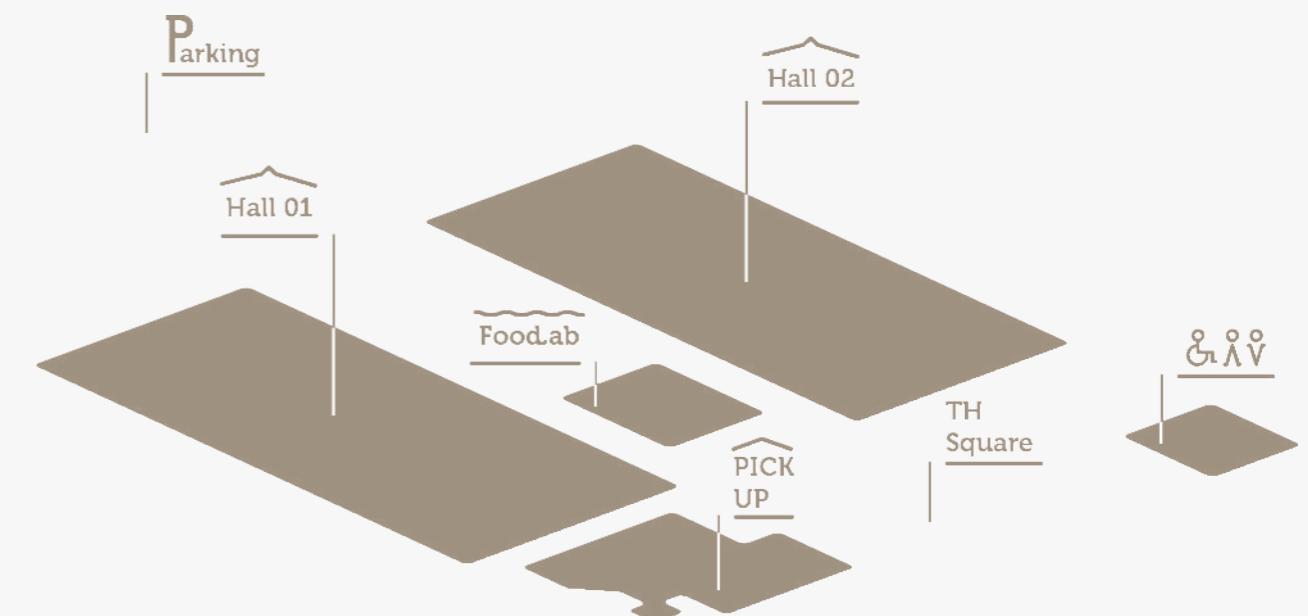
The guide page

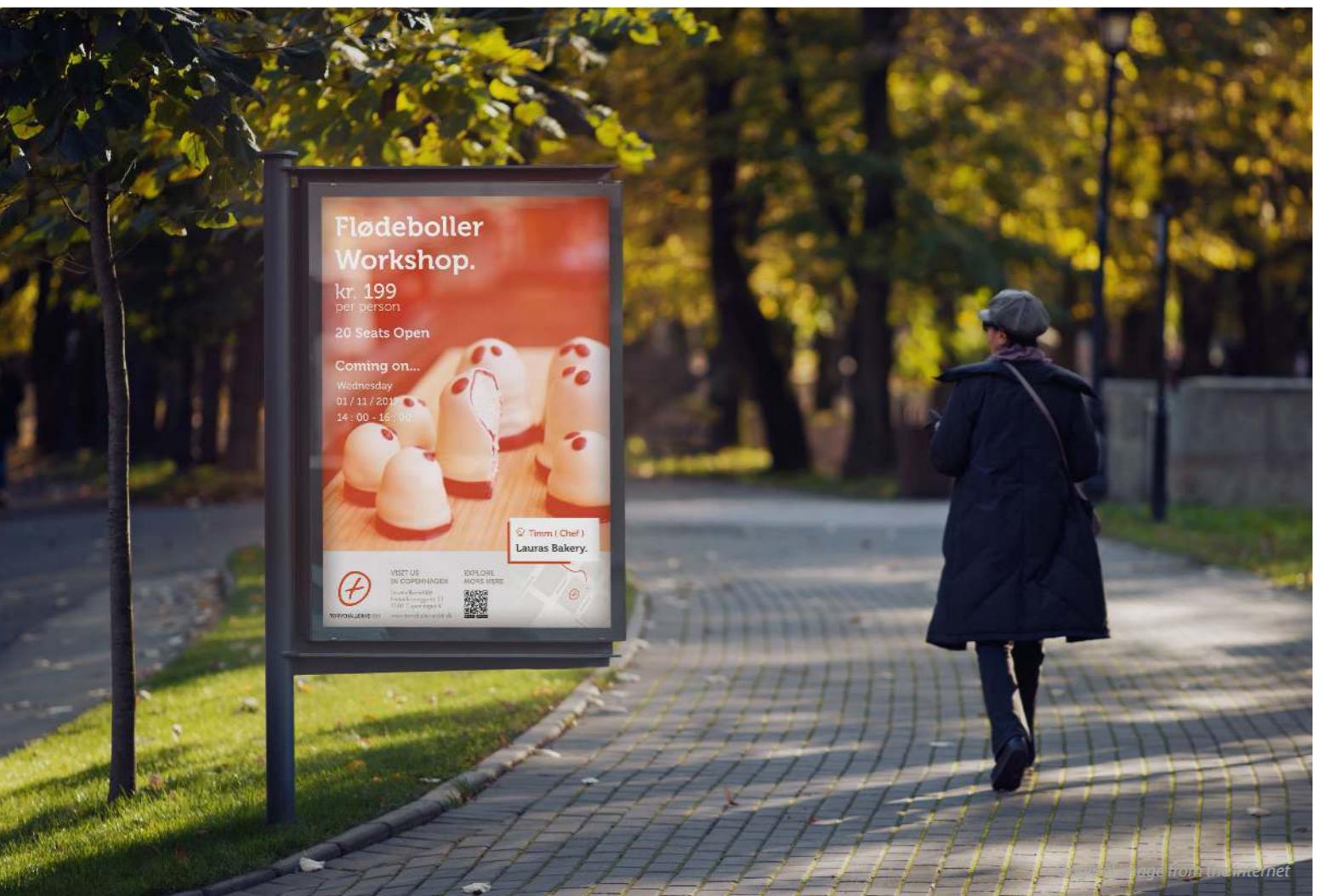
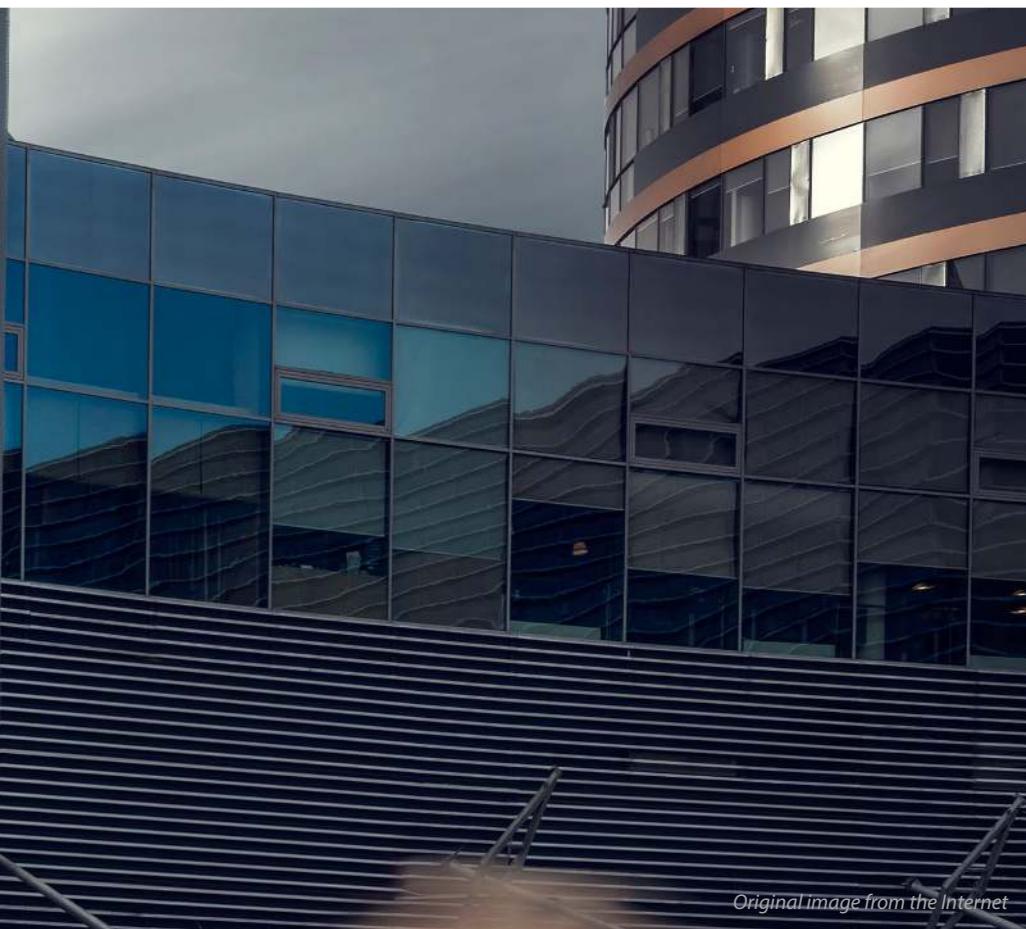
As was found earier in the research part, it is troublesome to find vendors inside TH. Therefore, the function is designed to help finding the way.

WAYFINDING SYSTEM



Wayfinding is always of help for experience uplifting, therefore, a brand new wayfinding system is design to help people better understand the environment where they are with a new visual language based on the original one.





“
Feel
The
Nature
With
Arco



.Design is about lifestyle reshaping

This is Arco

Finnish style clothing stand

“Natural and refreshing ”

Caption

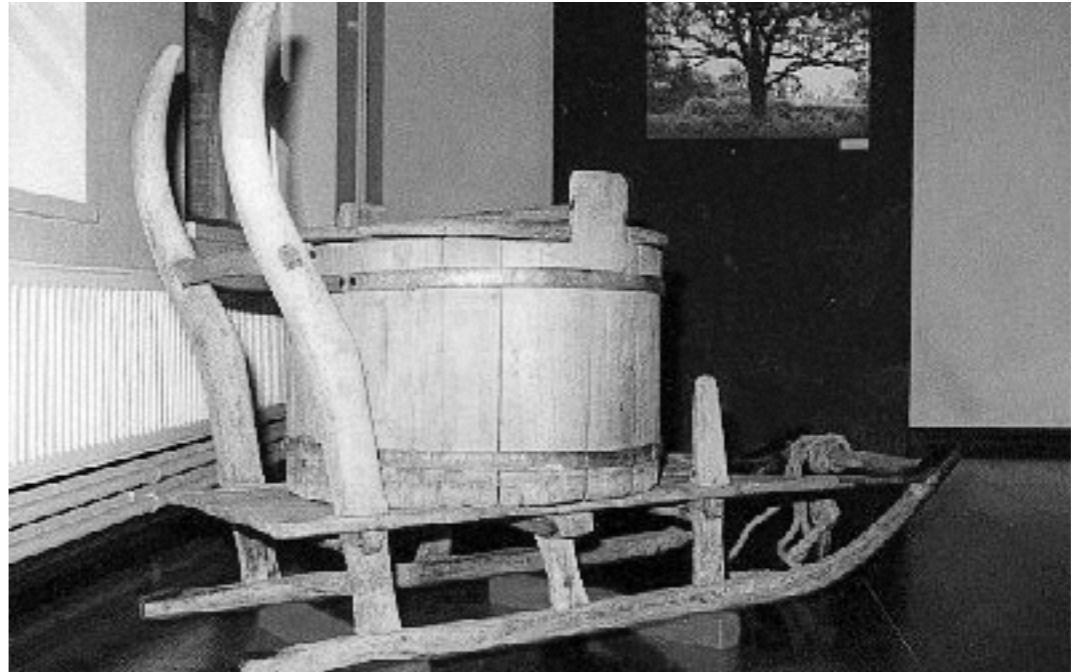
Arco is a clothes stand made out of Finnish birch wood. Inspired by the traditional Finnish wood work and the Finnish nature featured in its lakes and forests, I created Arco with simple cursive lines combining all together with concrete, aiming to convey the nature of Finnish lifestyle to others.

Furniture Design

May 2017
Lahti, Finland
Individual work
Supervisor: Vesa Damski

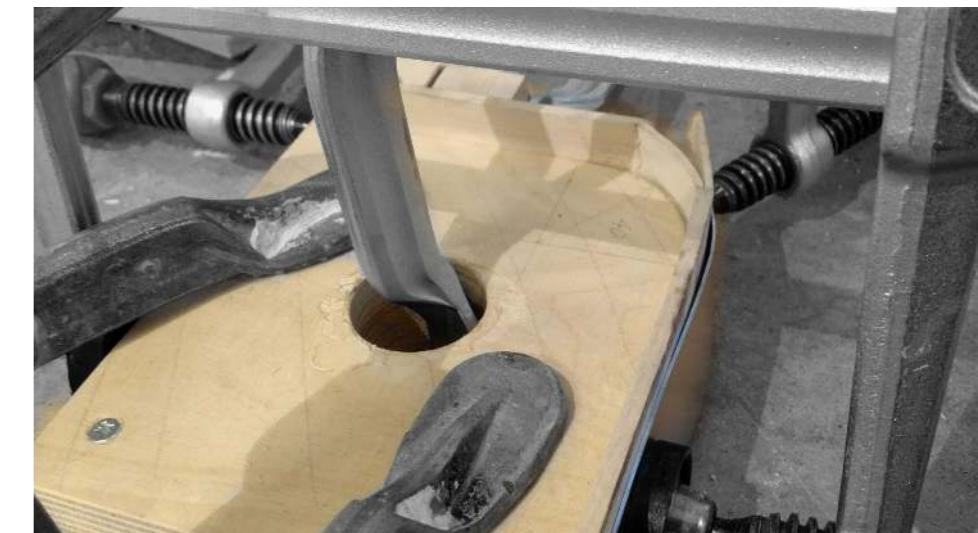
BACKGROUND

Suomi (Finland), known as the land of thousand lakes, has a long history of woodmaking for its huge forest coverage of 71.6%. Finnish people could nearly make everything out of wood as I see when I was having my exchange there. Having been inspired by the traditional Finnish skis, I determined my direction of designing a furniture with simple cursive lines. I wanted to create the thing with the essence of Finnish traditions and its pure nature.



TESTING

I found out three ways of bending wood after research, and I "play" with all the methods with the help of the teacher Kimmo. Based on the knowleage I learned from the experince, I decided to use Lamination bending for its feature which suits my project best.



Steam Bending

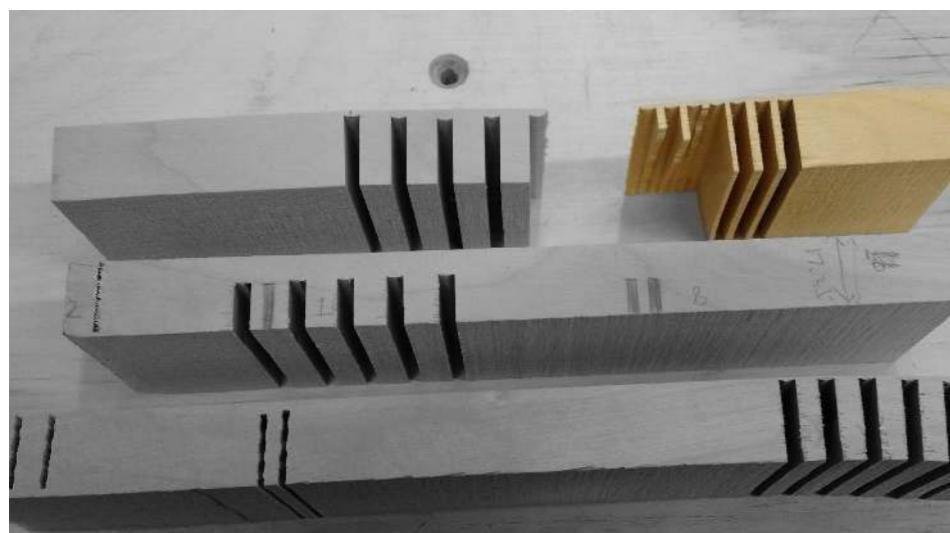
By heating the solid wood with steam in a closed box and bend it with a mold.

Kerf-cutting Bending

By cutting kerfs in a certain distance on the wood.

Lamination Bending

By gluing wood pieces together and bend it with a mold.



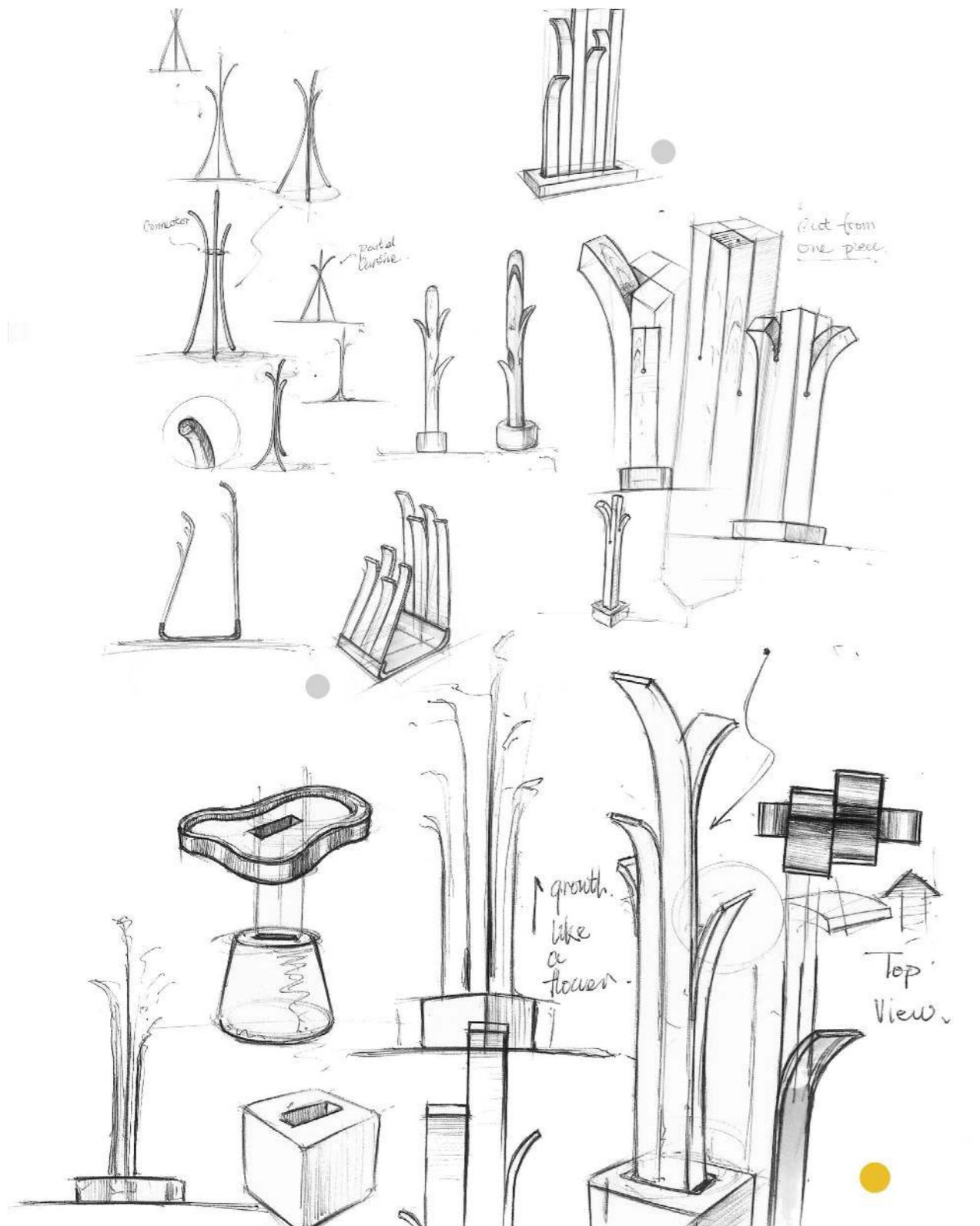
Steam bending test

Kerf-cutting bending test



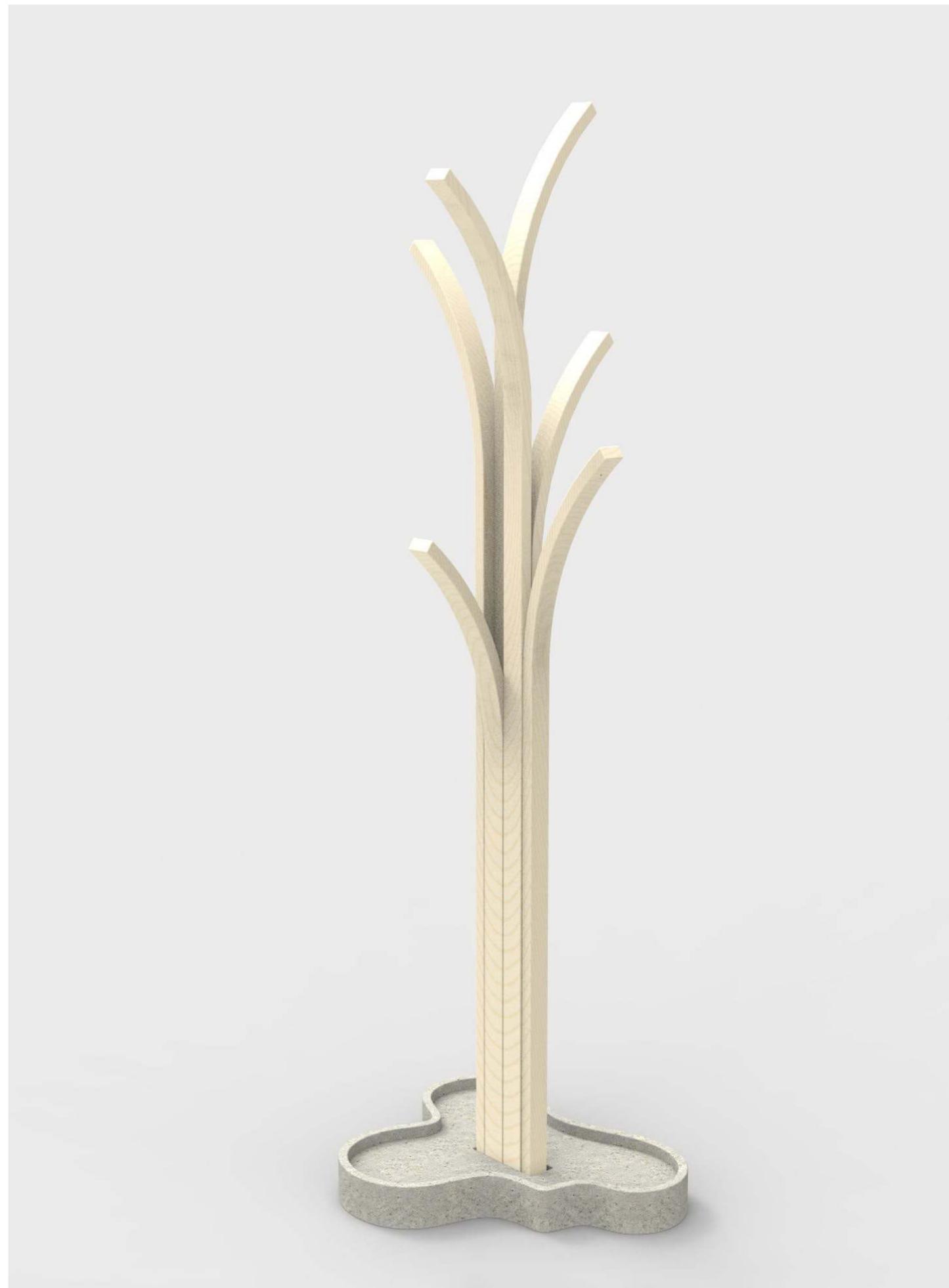
Lamination bending test

After tried other ways of bending wood, I turned to Lamination method for the feature that it is much easier for me as a beginner and more efficient. I could shape the wood in the way I want it to be without waiting for too long or its integrality.



SKETCH & RENDERING

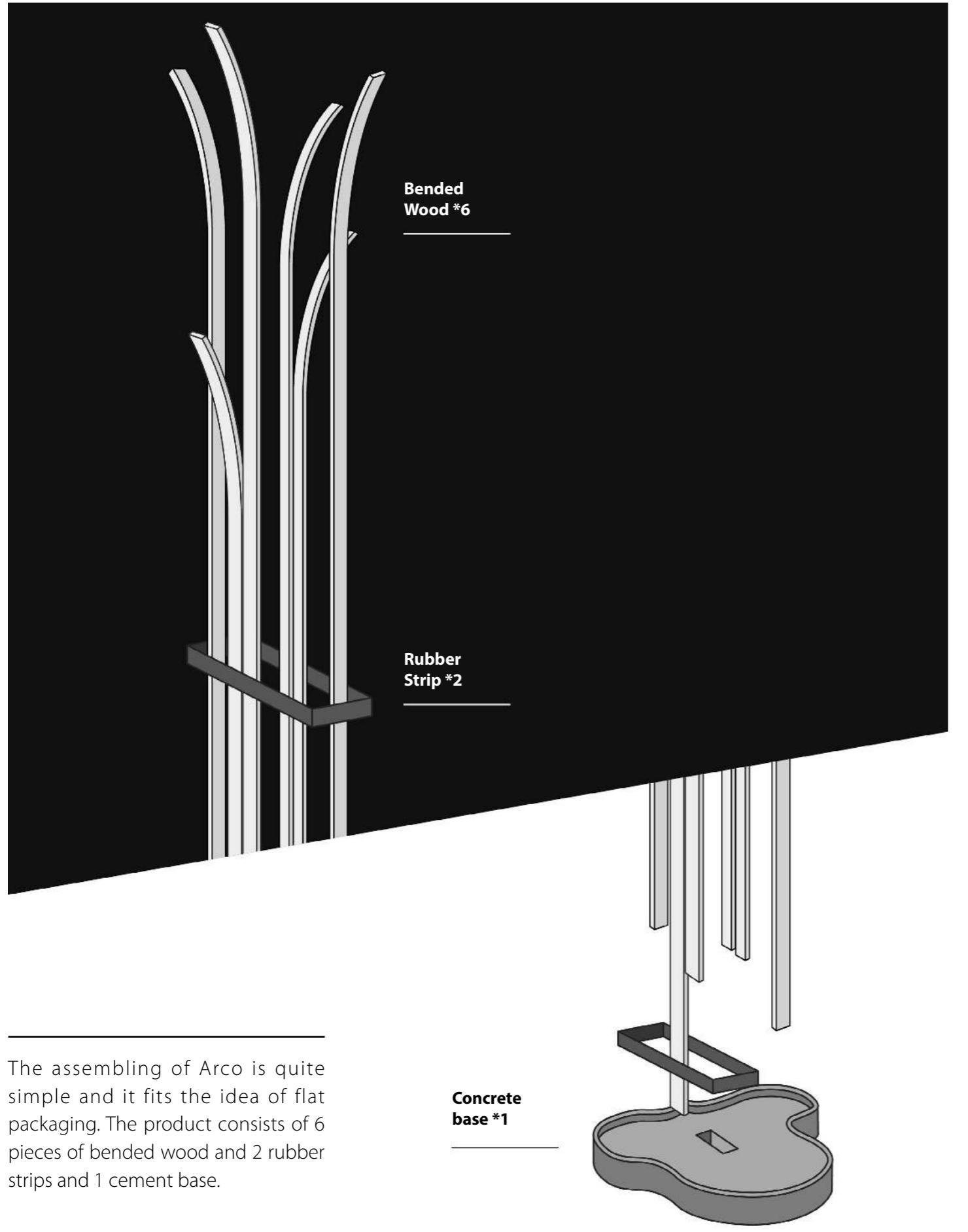
Started with freehand sketch on the paper, I tried to find a balance between elegance and simplicity. Afterwards, I visualized the concept with 3D modelling in rhino.





PROTOTYPING

As I have determined the design on paper and modelling software, I made the 1:1 mock-up by hand from raw materials of birch and cement to find the proper measurement and to feel it in a tangible way.



The assembling of Arco is quite simple and it fits the idea of flat packaging. The product consists of 6 pieces of bended wood and 2 rubber strips and 1 cement base.





“
**Born
In
Nature.**



.Design is about ...

Rice Story

Eco-efficient rice package design

"No more rice waste "

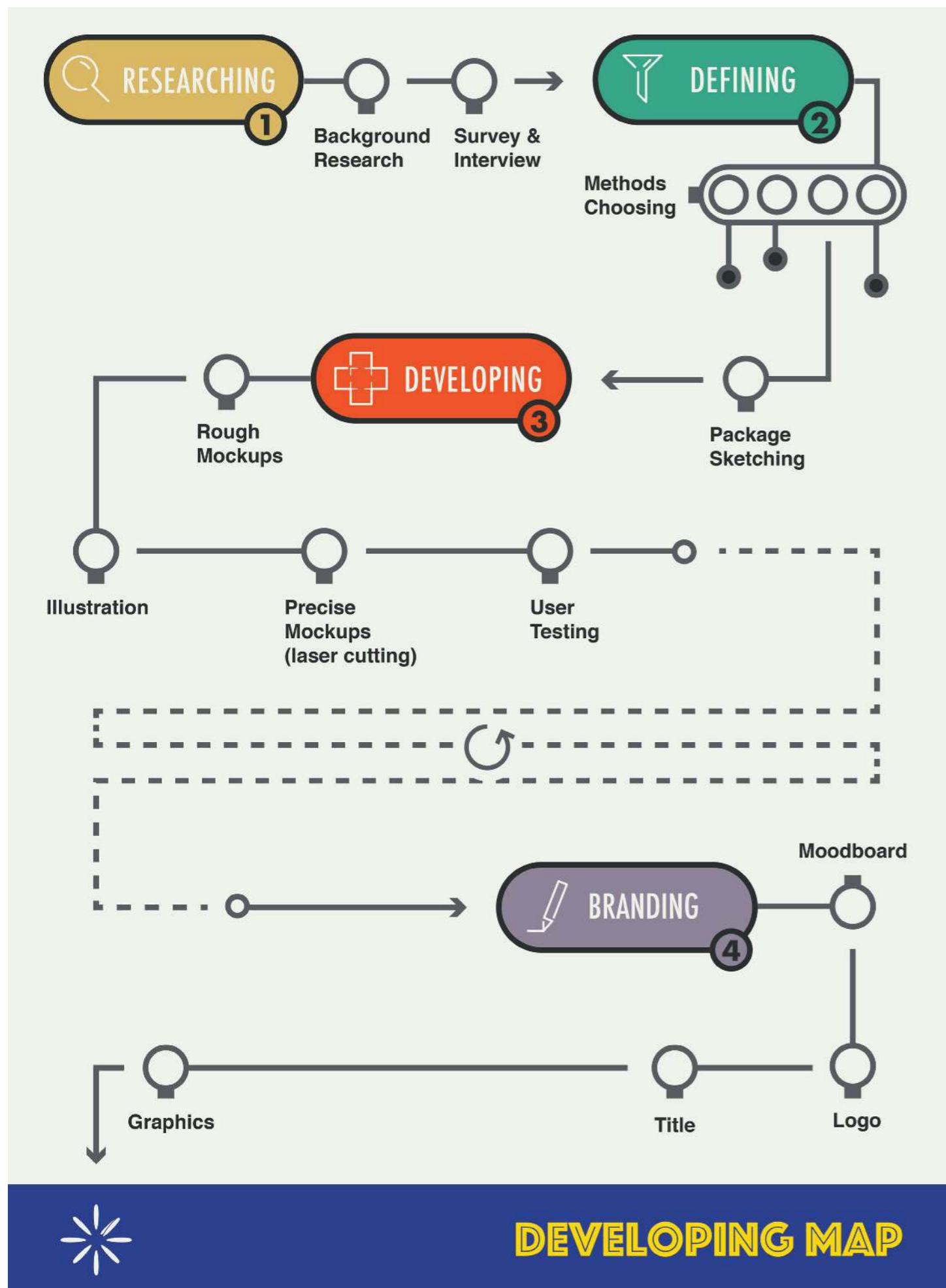
Caption

Rice Story is a rice brand featuring its environment-friendly package with the practical function of weighing suitable proportion of rice for serving, instead of exploring new sustainable materials for packaging.

Package Design

May 2017
Lahti, Finland
Individual work

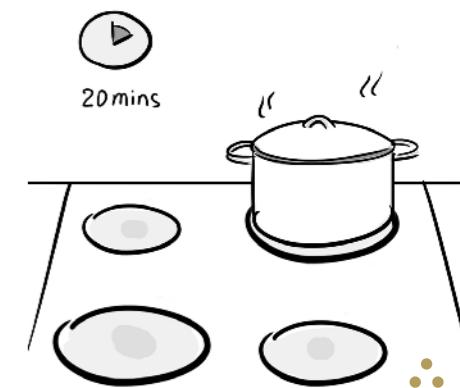
Supervisor: Noora Nylander



"Kinda hungry, I just gonna have some rice for dinner"



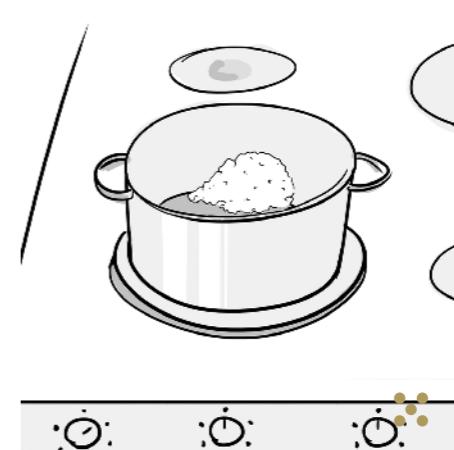
"Measuring the amount of rice is so annoying, I cannot always choose the suitable portion"



"Fine~ 20mins, I will just wait for that."



"Yummy! The rice is so good."



"Ah...I am pretty full already, but there is still some rice left."



"I don't really wanna waste it, but I hate overnight rice."

"Rice waste caused by excessive cooking portion"

BACKGROUND

For people who don't have much cooking experience, it is quite common to have leftovers like rice, causing certain amount of food being wasted. I determined my mind to find a way avoiding such problem from happening.



X



Leftover food (rice)

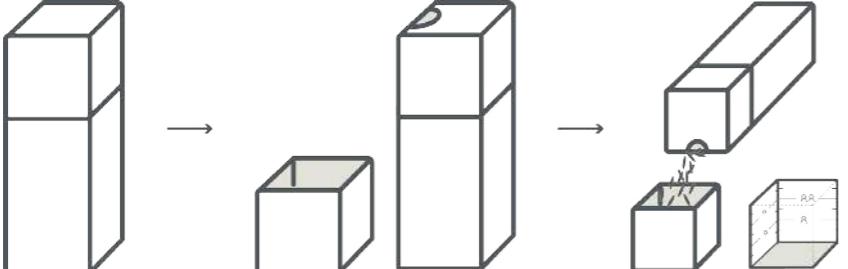
Leftovers are a huge waste of food resources. In order to restrain the waste of food, it's better to help people control the portion of food for serving.

Beginner cook

Beginner cook could be the main focus of the food wasting as their lack of cooking experience.

SOLUTIONS

To use segments inside the package



Lid as a measurer

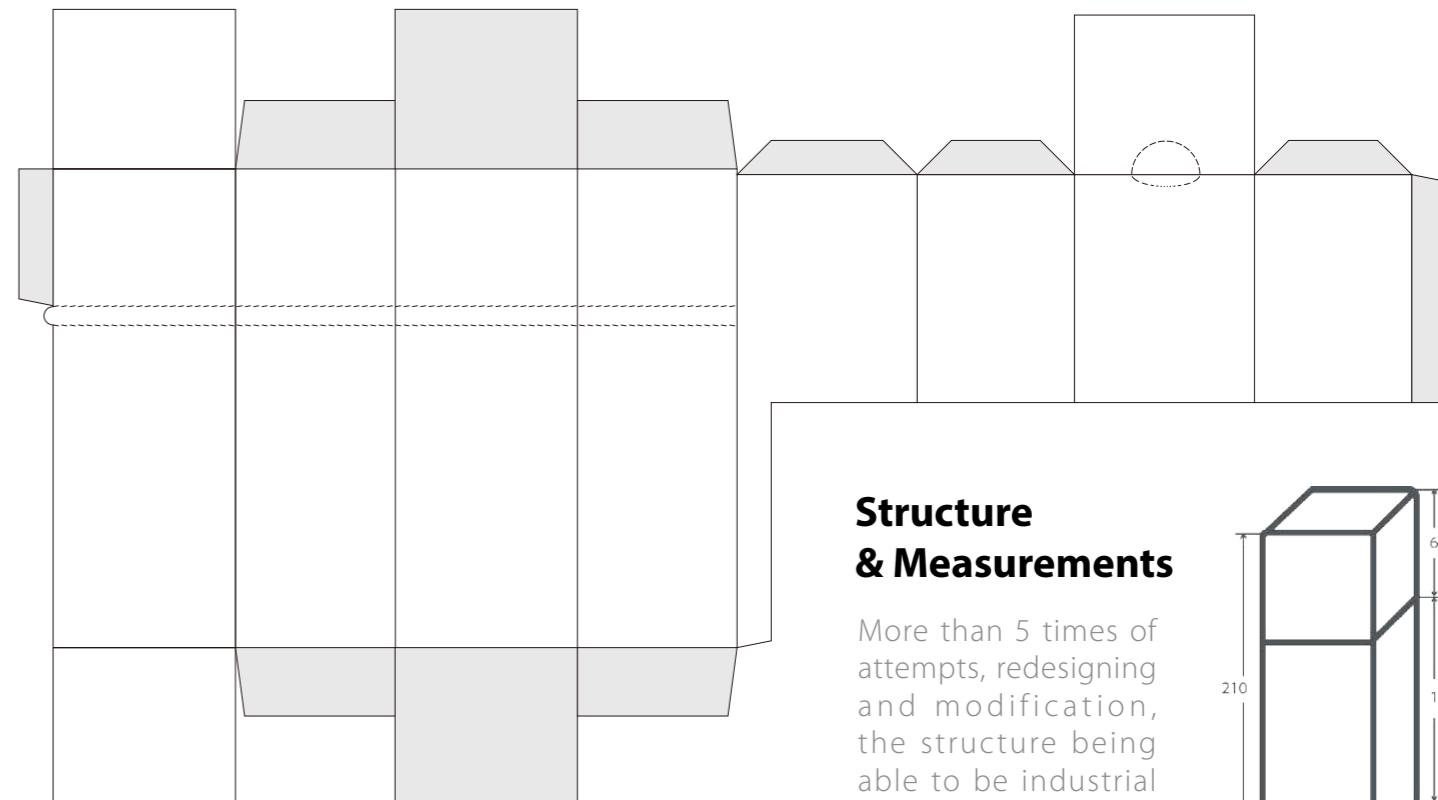
Inspired by the way most people are using for determining the proper portion of rice, a functional part is embedded into the package to help people.

To use child-packages inside the package



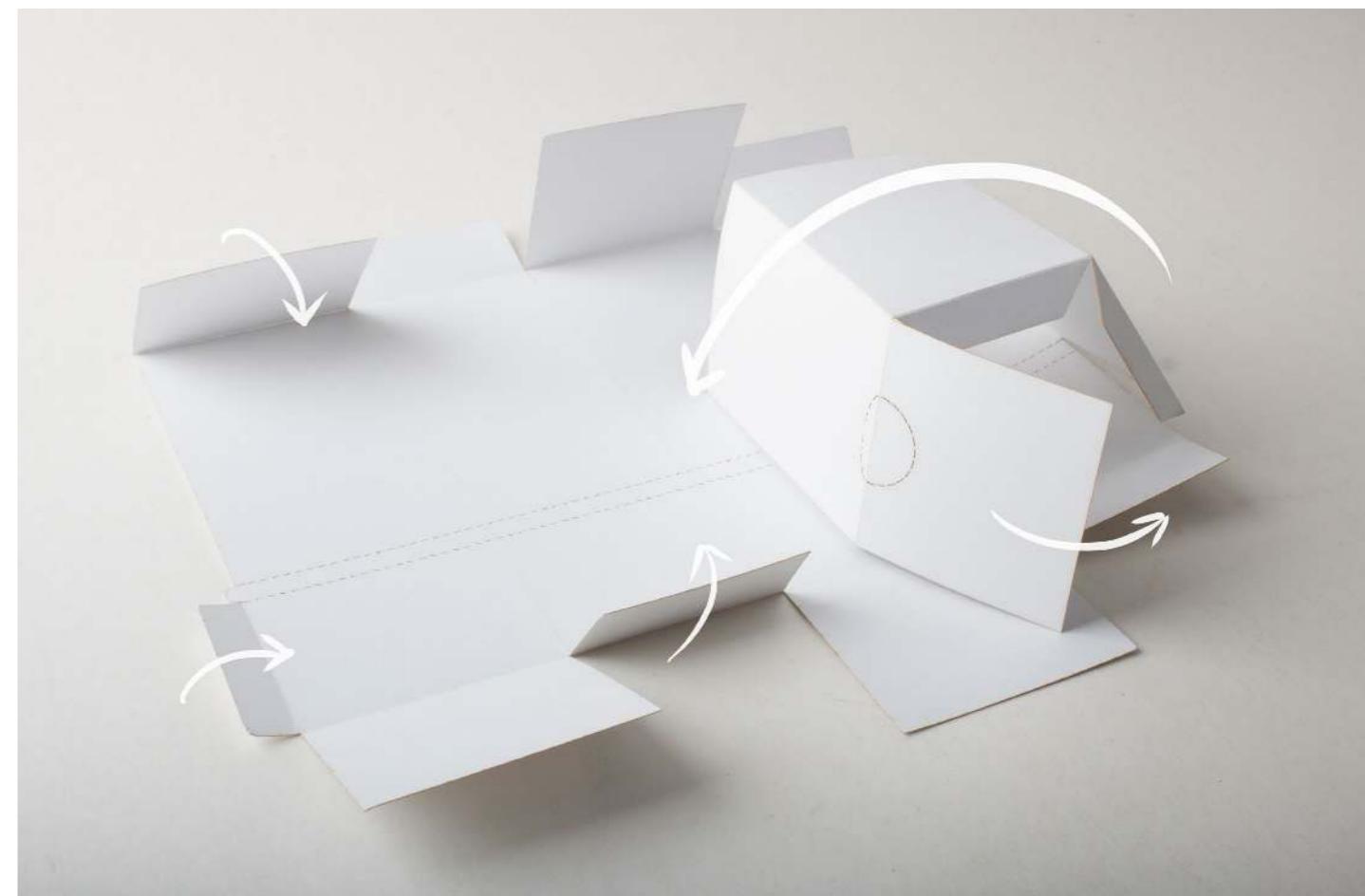
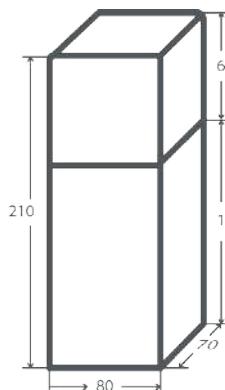
Inspiration

People normally use a cup(any kind of ware could be possible) to decide the portion of rice for serving.



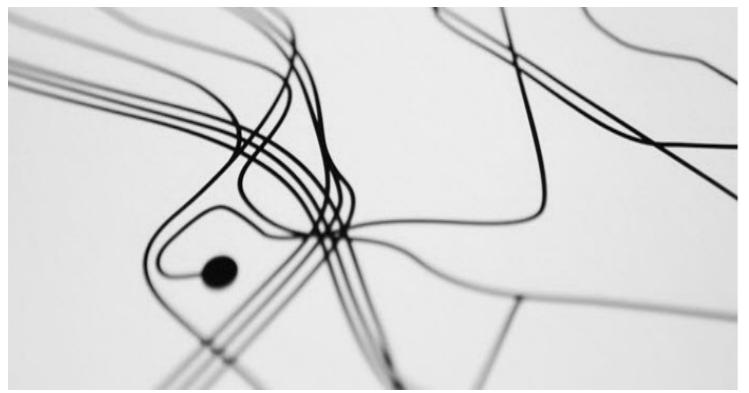
Structure & Measurements

More than 5 times of attempts, redesigning and modification, the structure being able to be industrial manufactured was eventually determined

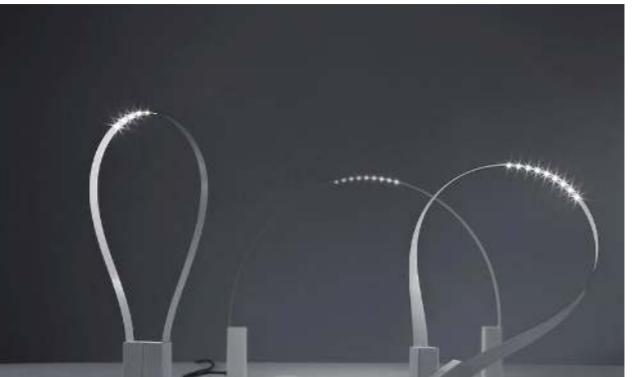


DEVELOPING

After studies, analysis and user interviews, an approach of using a part(the lid) of the package as a measurer is determined, followed by sketching and prototyping.



LESS IS **MORE**



Mood Board

BRANDING

Branding, as an essential part of packaging design, is a vital important tool for conveying the value of the product to the customers. Therefore, a feeling of minimalism is quite accurate as it's an eco-efficient rice product.

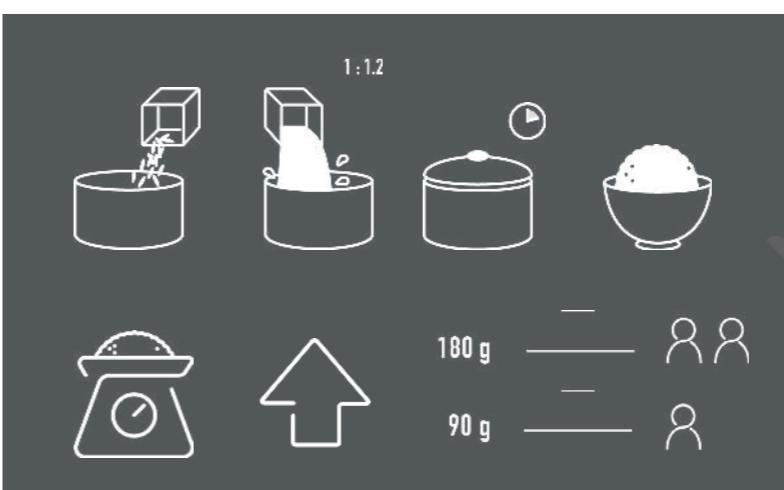


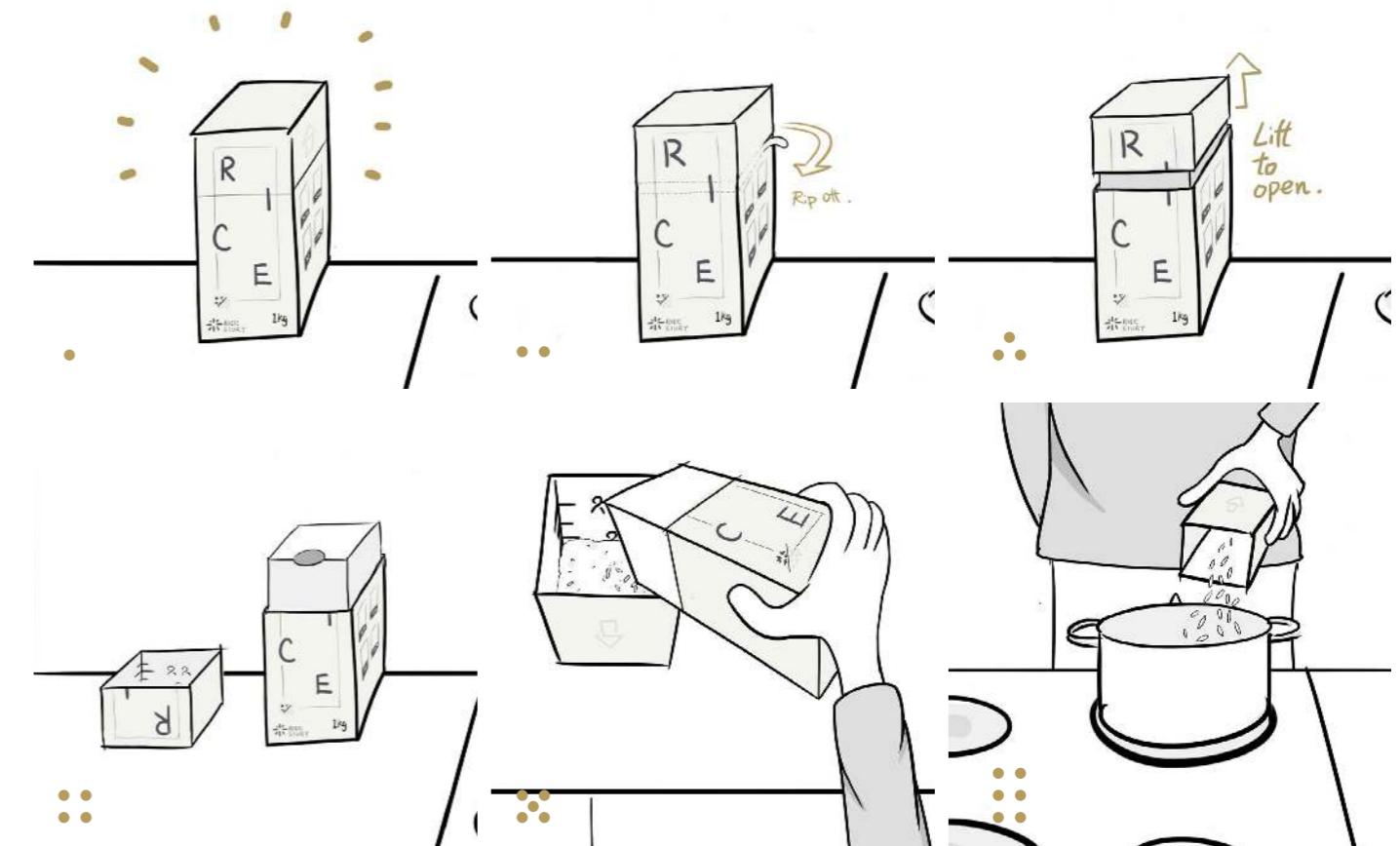
Color reference



Rice Story

Rice story is a brand selling high quality rice with the philosophy of Minimalism. With the sympathy for the hardworking of the farmers, we deeply believe that every grain of rice has its own story, just as what we want to convey to the public that we are not just selling the product but stories.





Usage Instructions

PRINT & USAGE

Remove the rip, lift to open and measure the amount of rice you want, the steps for using this package is just as easy as ABC. With minimalised design, rice story is calling for less food waste in daily life.



RICE
STORY



The Power Bank.

Generates
Power
As
You
Play...

The power bank is a conceptual design inspired by the theory of conduction, it generates electricity which could be stored for charging the power bank as the users entertaining themselves with the maze game on the top.

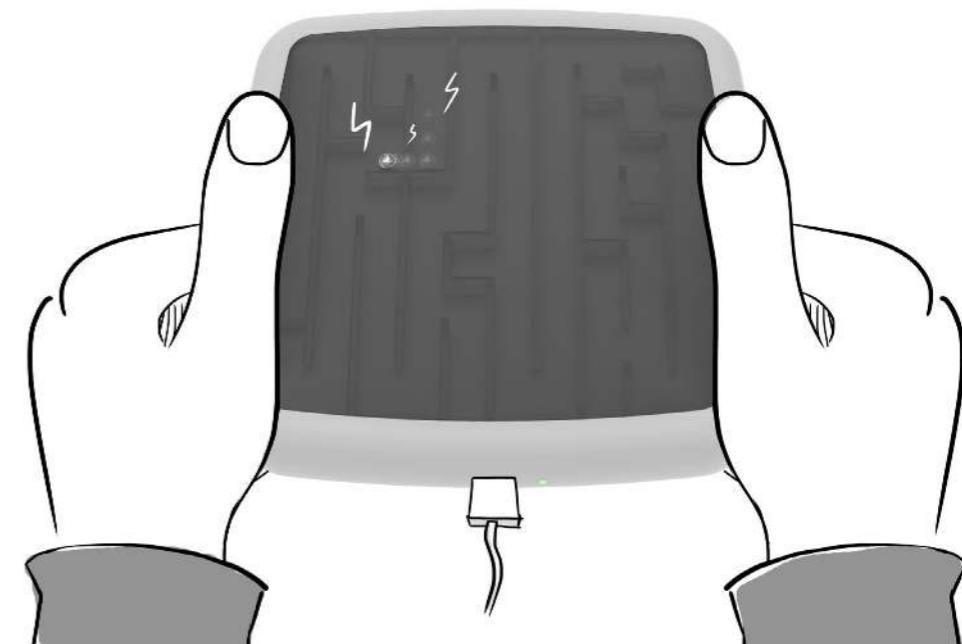


MORE CHOICES!



SIMPLE, COLORFUL, USABLE

We provide more candy colors for the users to choose. you can select whatever they like, and you won't feel bored with it.





The Stool.

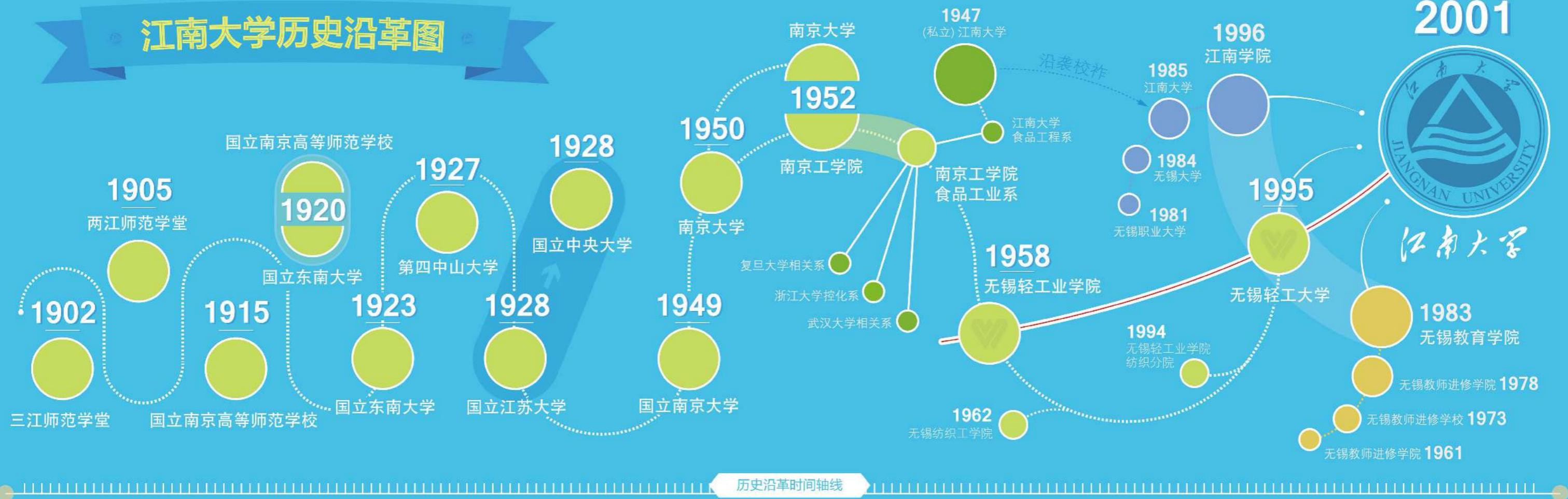
This piece of work is a simple practice of understanding structure for holding one person. It is a totally handmade one with sliced thin wood in one day, from the original ideas to the physical one.



Cremics Design

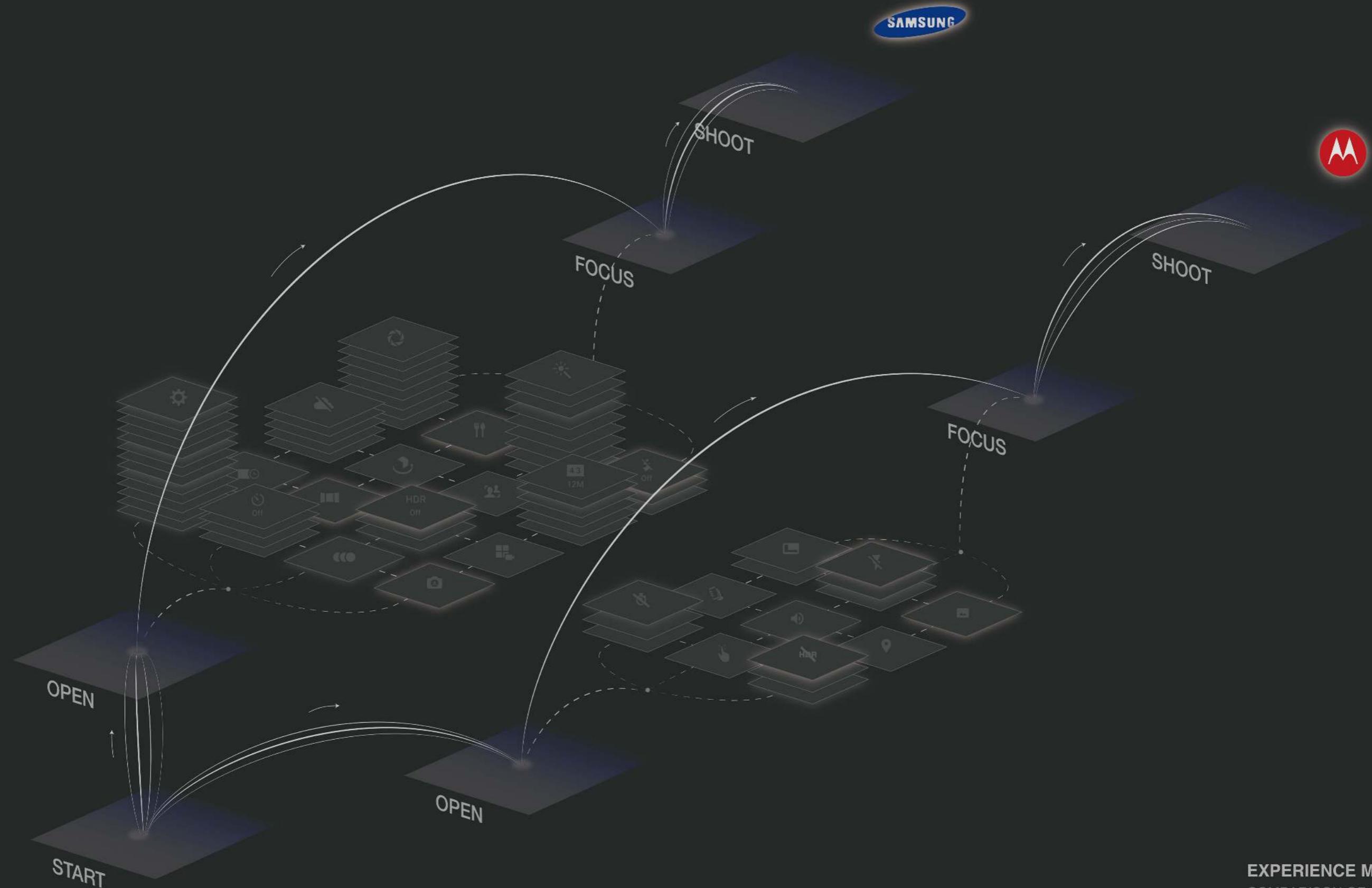


江南大学历史沿革图



INFORGRAPHIC

The illustration was my final project of a course titled information visualisation. Based on the history of JNU I collected from various archives, I have it re-designed with younger and more friendly graphic style, and most importantly, it is much easier for the readers to understand how it evolved.



EXPERIENCE MAPPING
COMPARISON OF CAMERAS
SAMSUNG S7 EDGE VS. MOTO X

CREATOR:
GU SHENGFENG EPI11401

SUPERVISOR:
WEI NA YANG BIN
FENG WEIWEI XIN XIANGYANG



Thanks.

Dank je.

Tack.

Kiitos.

Grazia.

谢谢 .