

Portfolio

Huan Chen

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About me

- Master of computer science
- Experienced in designing both consumer products and enterprise products
- Experienced in designing for web and mobile device.
- Skilled in research and design
- Speak English fluently

My skillset

Research

- Interview
- Questionnaire
- Field study
- Usability testing
- Persona

Design

- Interaction design
- Information architecture
- Prototyping

Front-end dev

- HTML & CSS
- JavaScript

Methodology

- Agile
- Scrum
- Lean UX
- User centered design

Case study

Maodou App: store reservation

We added a store reservation system in Maodou App to bring customer from App to stores

2018.04



What is Maodou App?

Maodou App is an **e-commerce application** which offers people opportunity to purchase a new car with loan.



Maodou has been launching offline stores since 2018

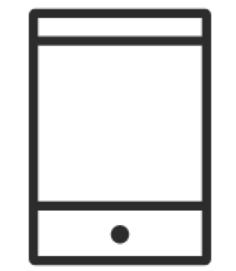
Before 2018, customers of Madou could only browse information of cars online. Since 2018, Maodou has been setting up stores all over China for customers to see cars in reality and communicate with salesman face to face.

The goal

We need to bring customer from Maodou App to Maodou stores

The high level business goals this project should reach are:

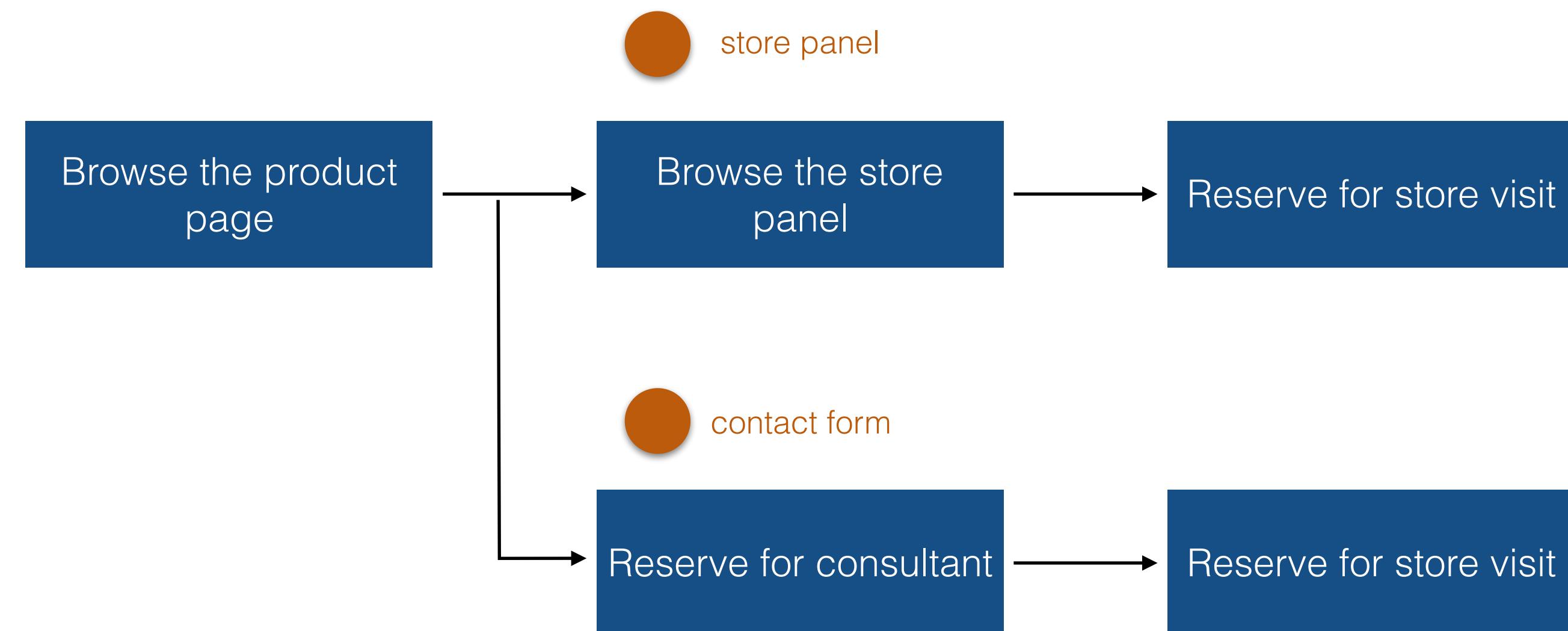
-  Increase customer's awareness of offline stores
-  Get customer to reserve for store visit
-  Provide online service of store visit reservation



The approach

Define the customer journey and touch points

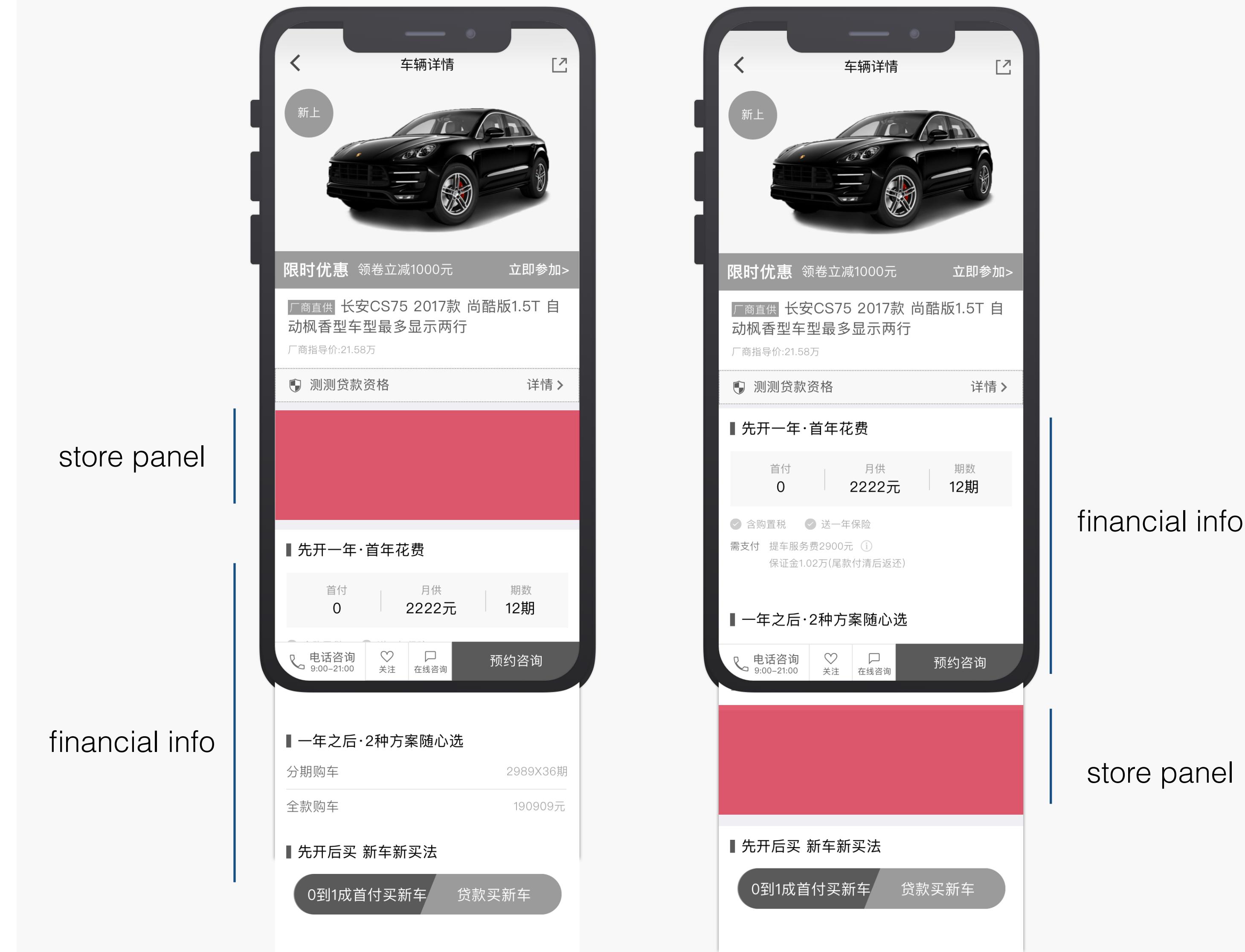
We defined **two key customer journey** that a customer would reserve for a store visit and define **two touch points**.



Touch point 1: Product page

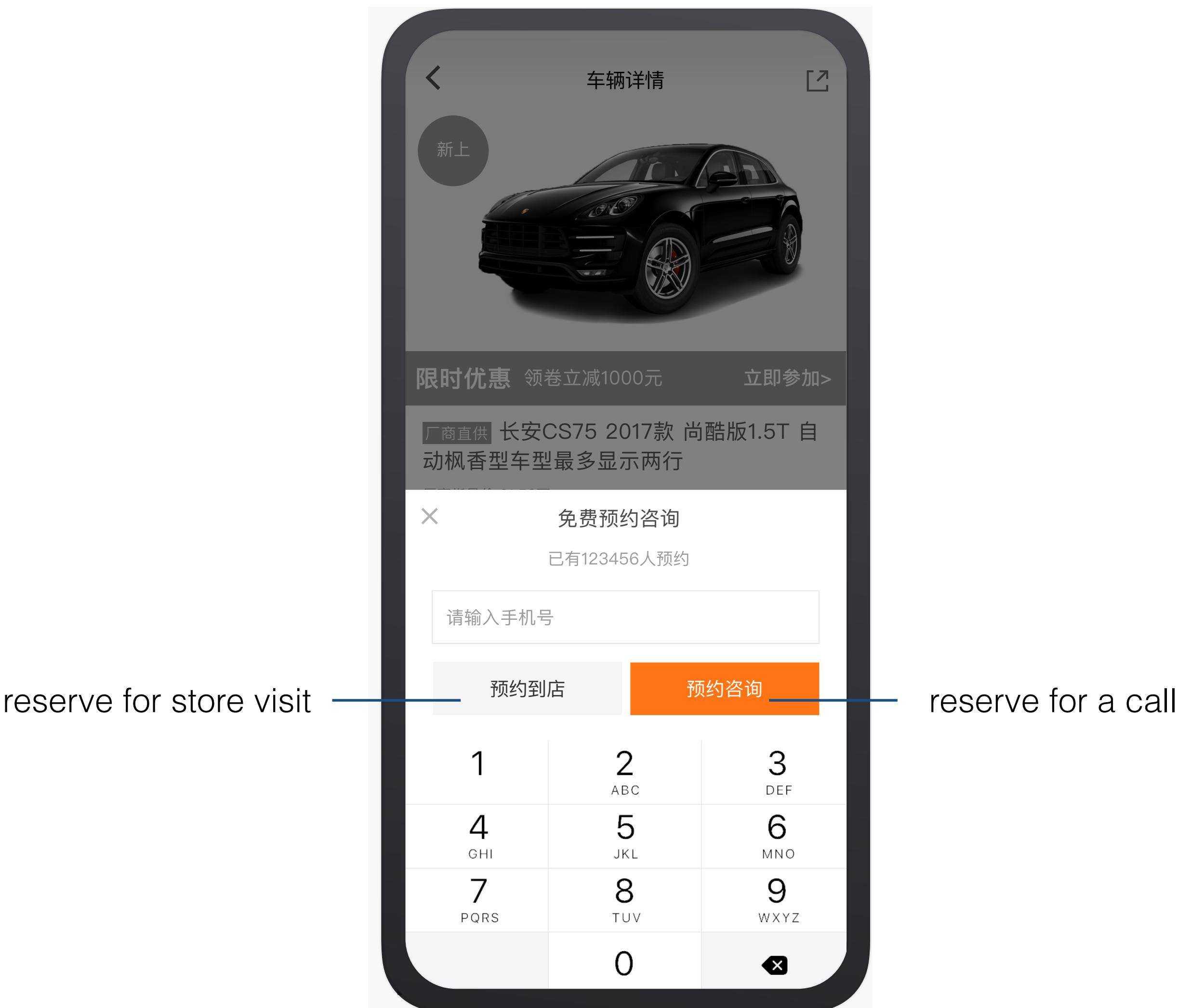
Placing the store panel on **top of product page** would attract attention to the highest extent, but it would make customers annoyed as they have to slide down to check the financial plan, which is the most important thing while considering buying a car.

We placed the store panel **after financial plan**.



Touch point 2: contact form

We gave customer an option of reserve for a store visit while they could reserve for a consultant for a phone call.



The user research

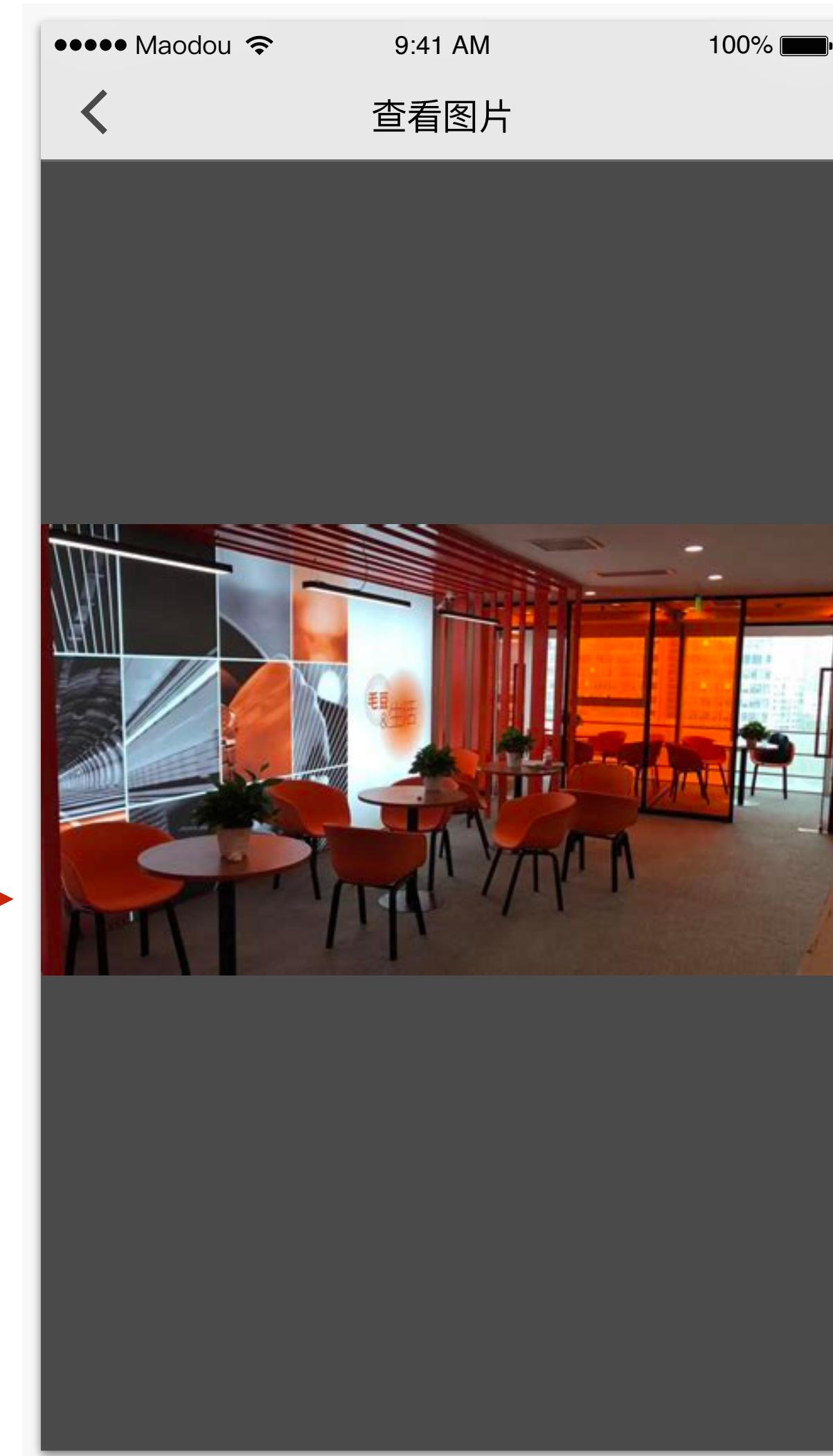
What information a customer would need for considering visiting a store or not?

We conducted **interviews** to people who would like to purchase a car to understand how people would get interested in visit a store.

Key findings

- **distance** is important while considering if visit the store or not
- **photo** can attract more attention

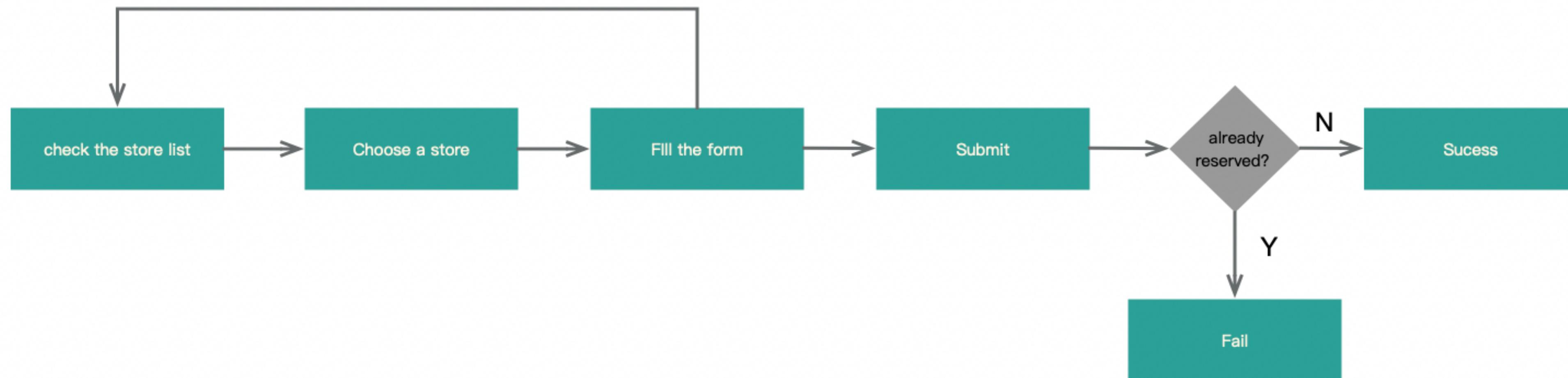
We presented a thumbnail of store and distance on the store panel and customer could click to view larger size picture.



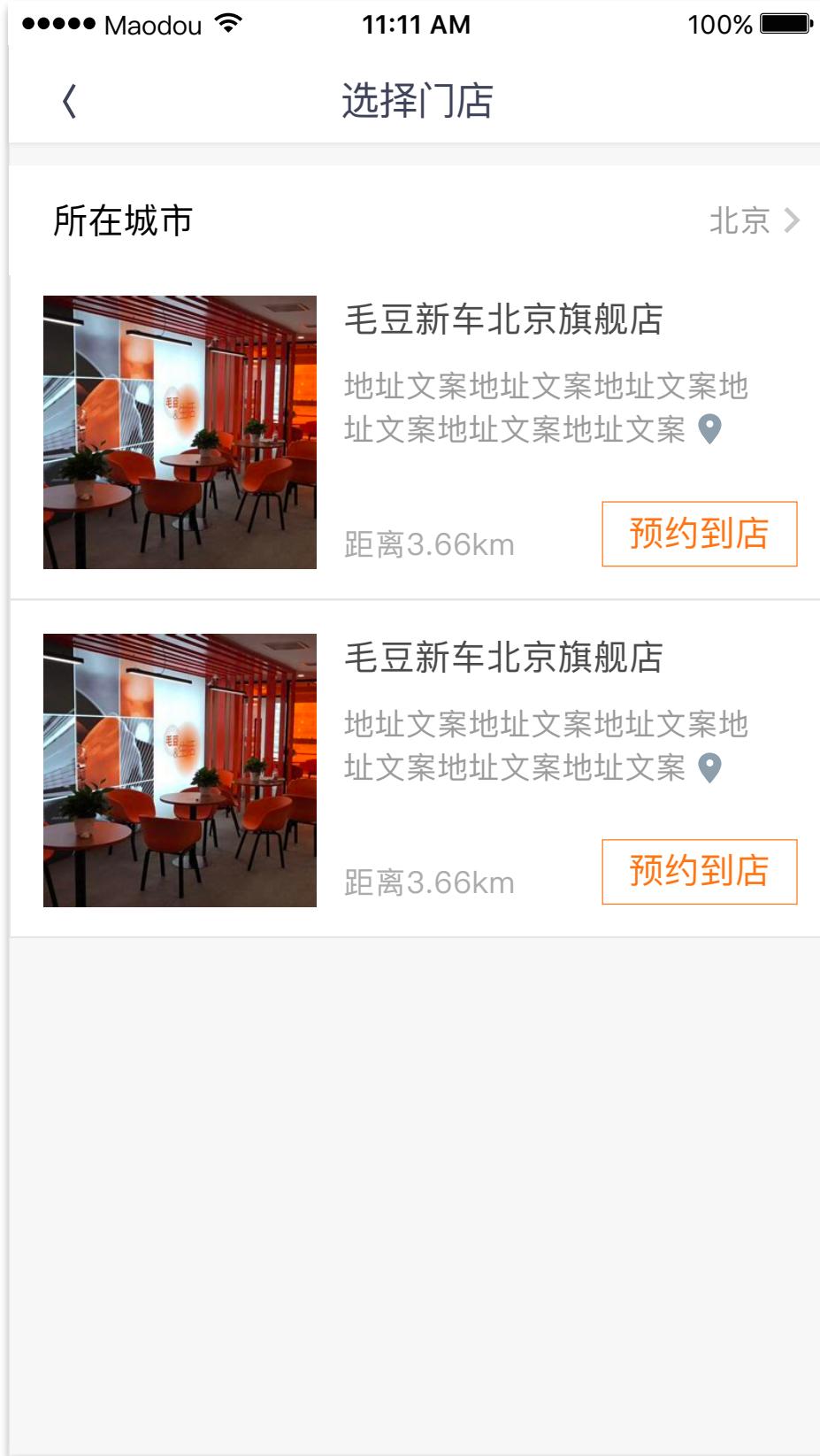
System design

Define the user tasks and interface

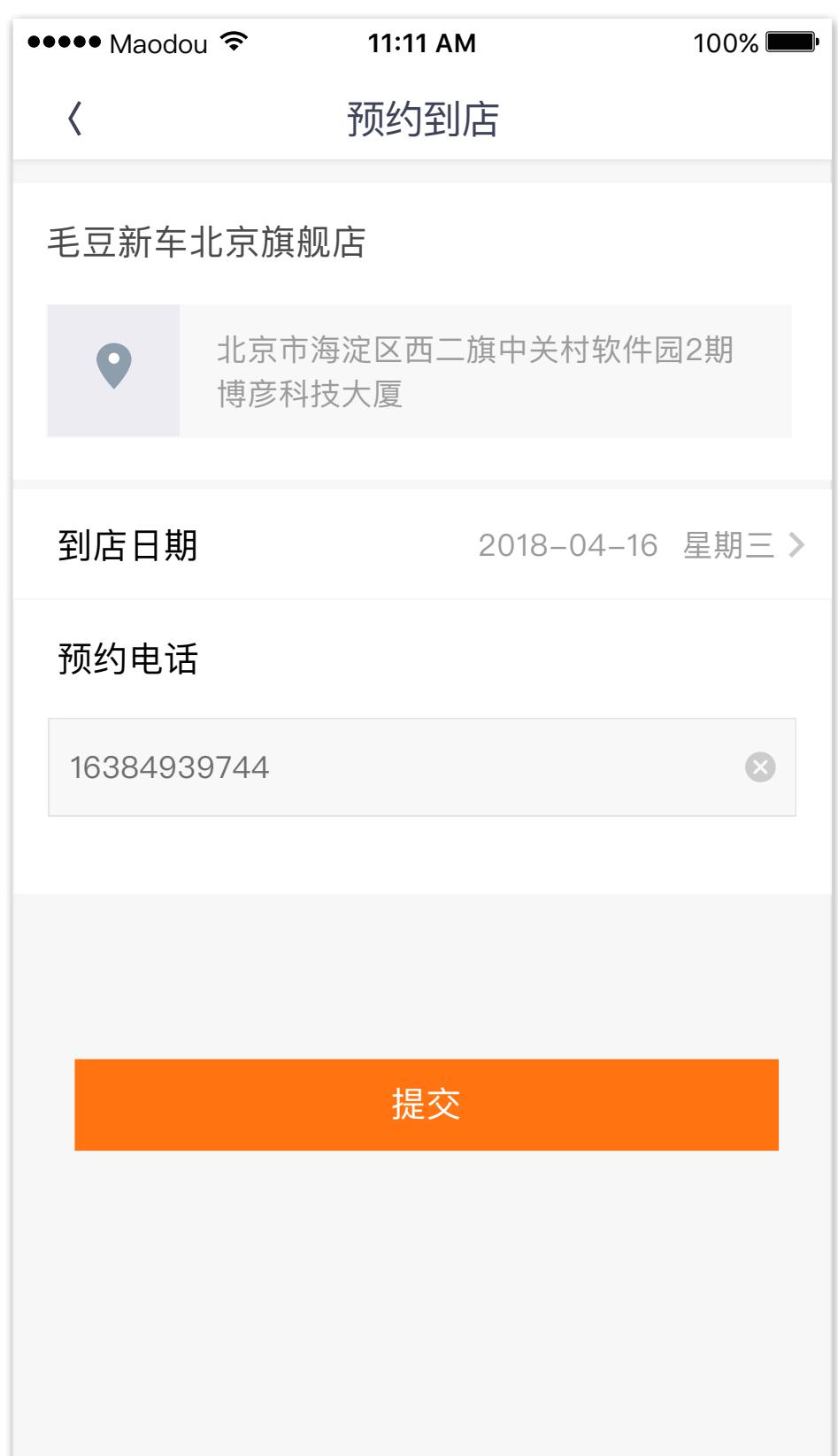
Reserve for a visit



Key screens of reservation process



Store list



Reservation form



Feedback(success)



Feedback(failure)

Tasks after reservation has been made

Valid	Cancel, Modify
Used	Book again
Invalid	Book again



Evaluation

We evaluated design with data

We found that store panel exposed to about **80% of customers** who had been on product page. Reservation had been made from all the touch points.

The data proves that **distance** has influence on customer's decision making.

金融方案

车辆信息

用车说明

一年之后, 随时过户(需结清尾款)

查看全部方案 ▶

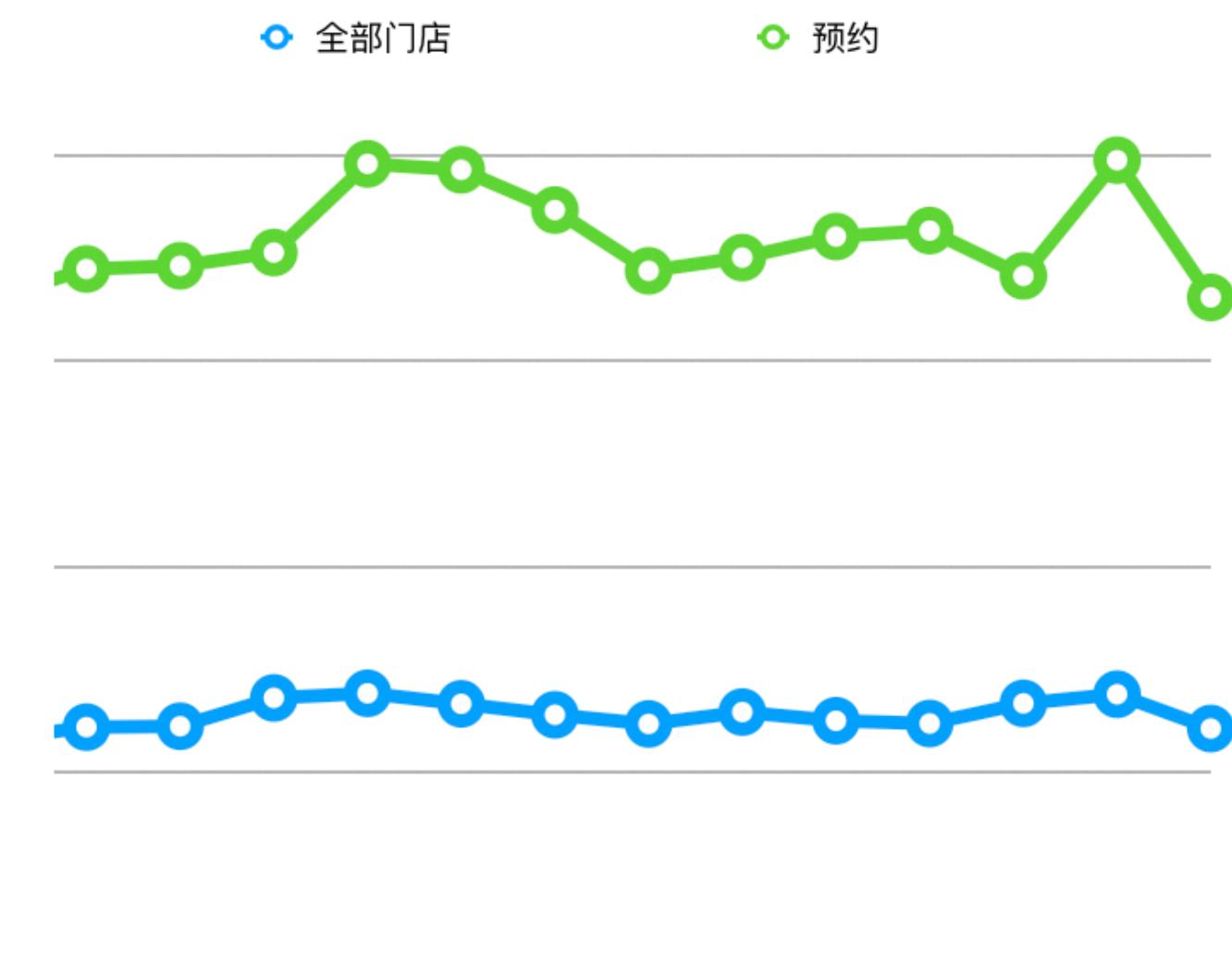
城市门店

北京毛豆新车海淀门店

券 到店有礼, 领券直降

距离2.7km | 海淀

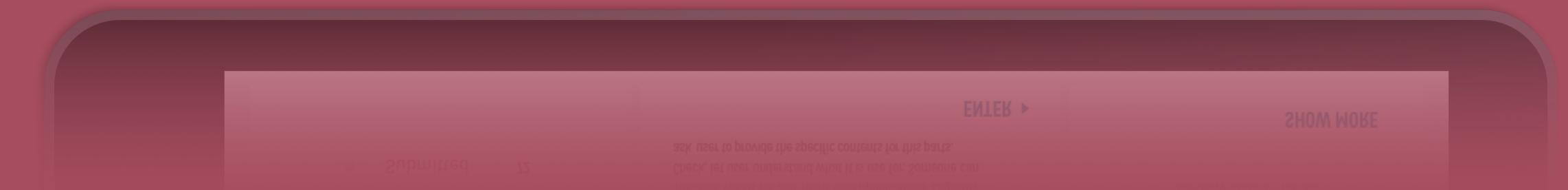
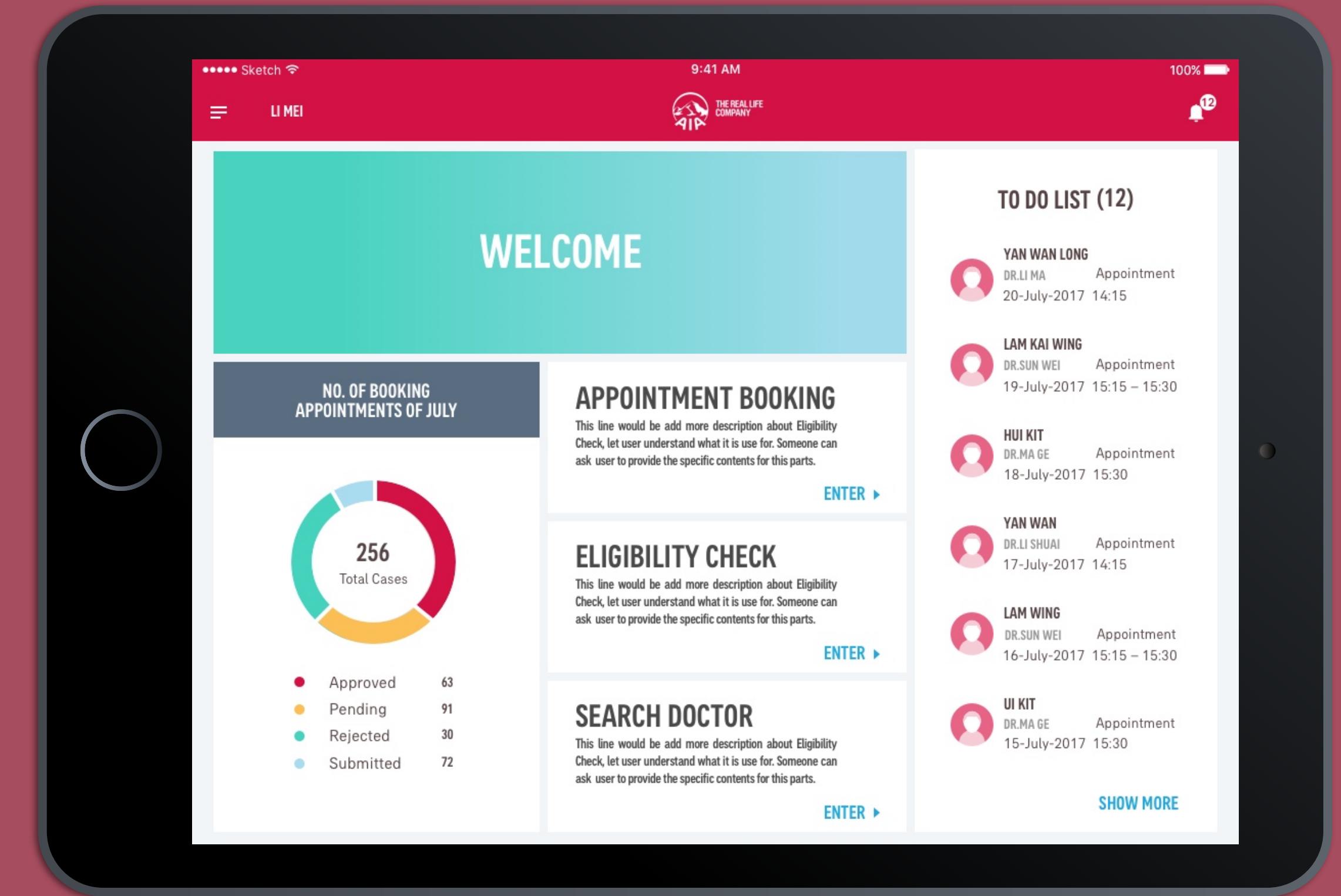
预约到店



Medical insurance management system for AIA



We collaborated with business analysts from AIA HongKong office to design a system for process medical insurance with clinics.



About the project

AIA HongKong intent to build a system for local clinics to manage the appointment booking and money transaction for AIA customer.

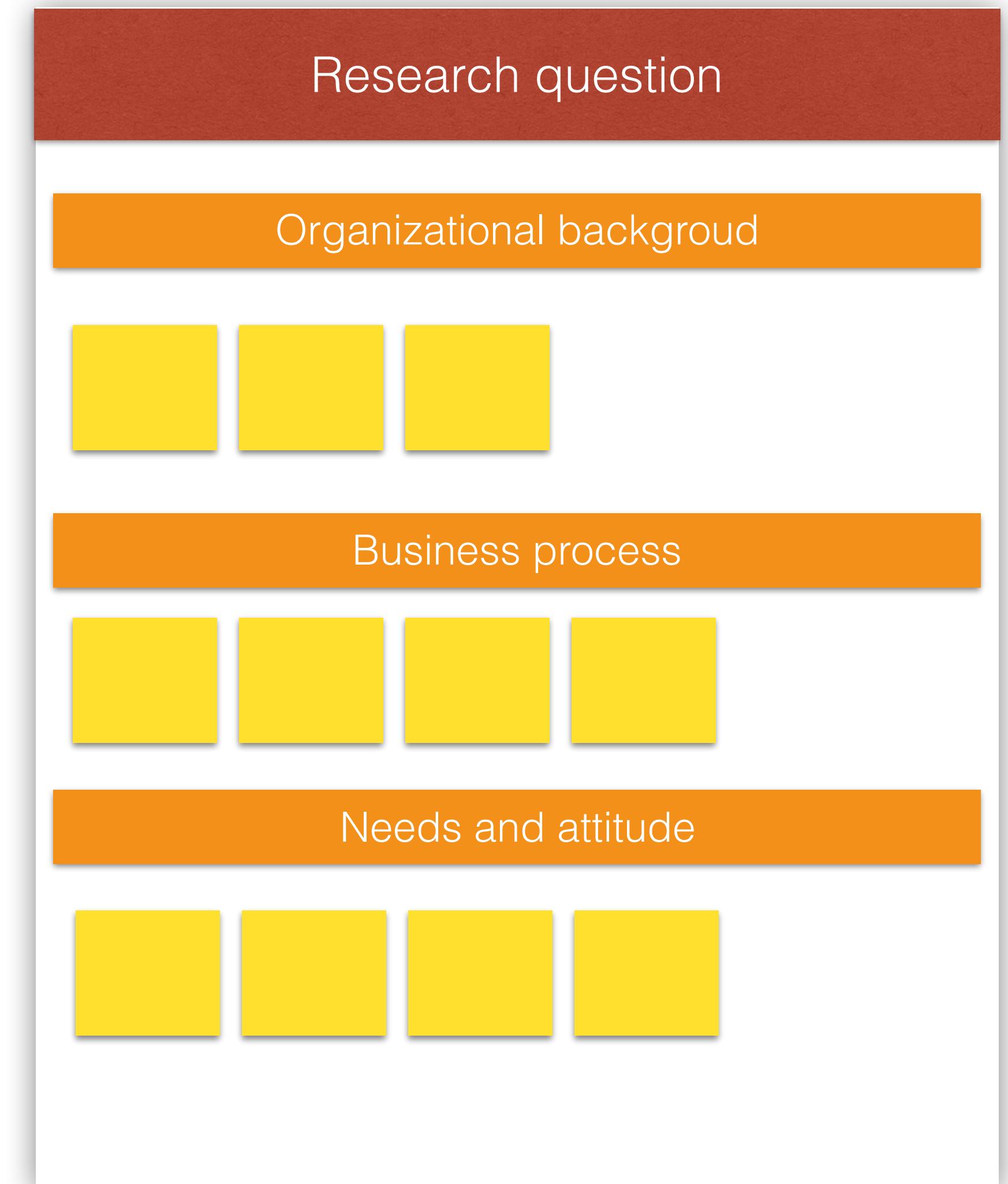
As members of AIA design center, we needed to deliver a conceptual solution for AIA HongKong.

User interview

I designed **four different questionnaires** for **doctor, nurse, agent and AIA stuff**.

Our interviews aim to reach following objectives:

- **Understand how a doctor/nurse/operator/AIA works**
- **Understand how a clinic works**
- **Discover doctor and nurse's motivation and needs in using AIA's system**
- **Explore how a new system can be integrated into clinics**
- **Gather information to our concerns towards the current design of system**

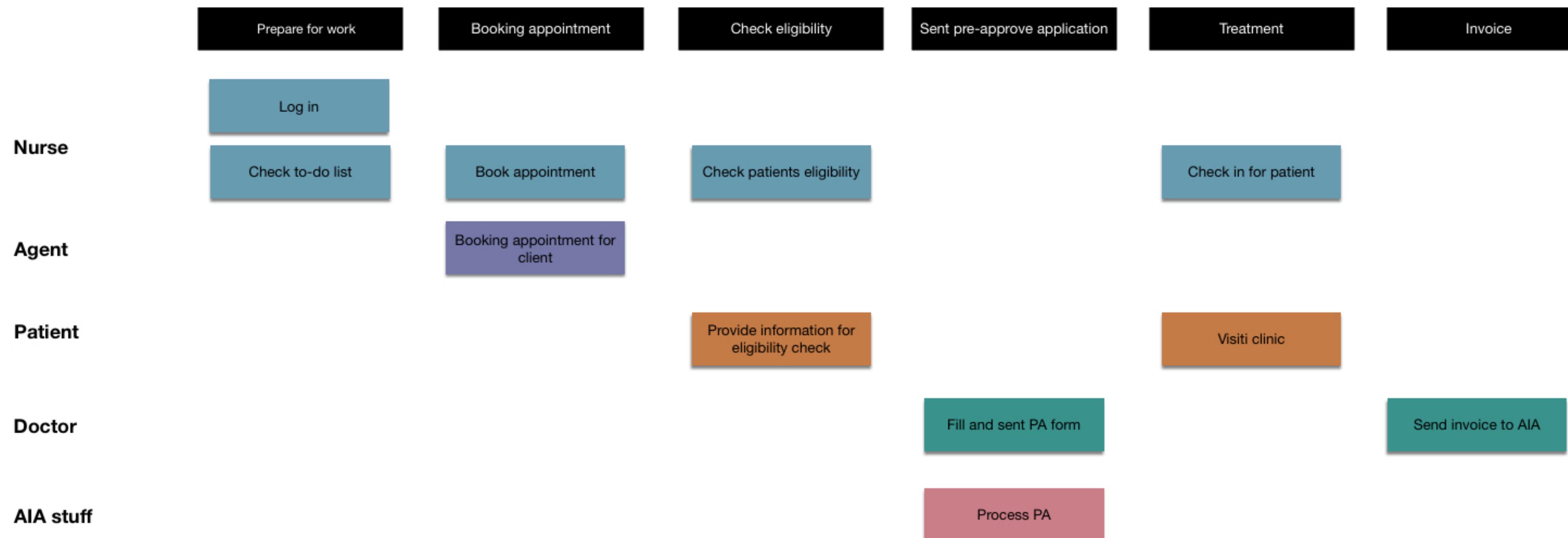


Interview worksheet

Agent				
Participant name				
Location				
Moderator				
Photographer				
Participant Background				
Age		Gender		
Years of working				
Topic	Participant quote	Interpretation	Design consideration	
Work in general				
Appointment booking				
Needs/motivation/attitude				

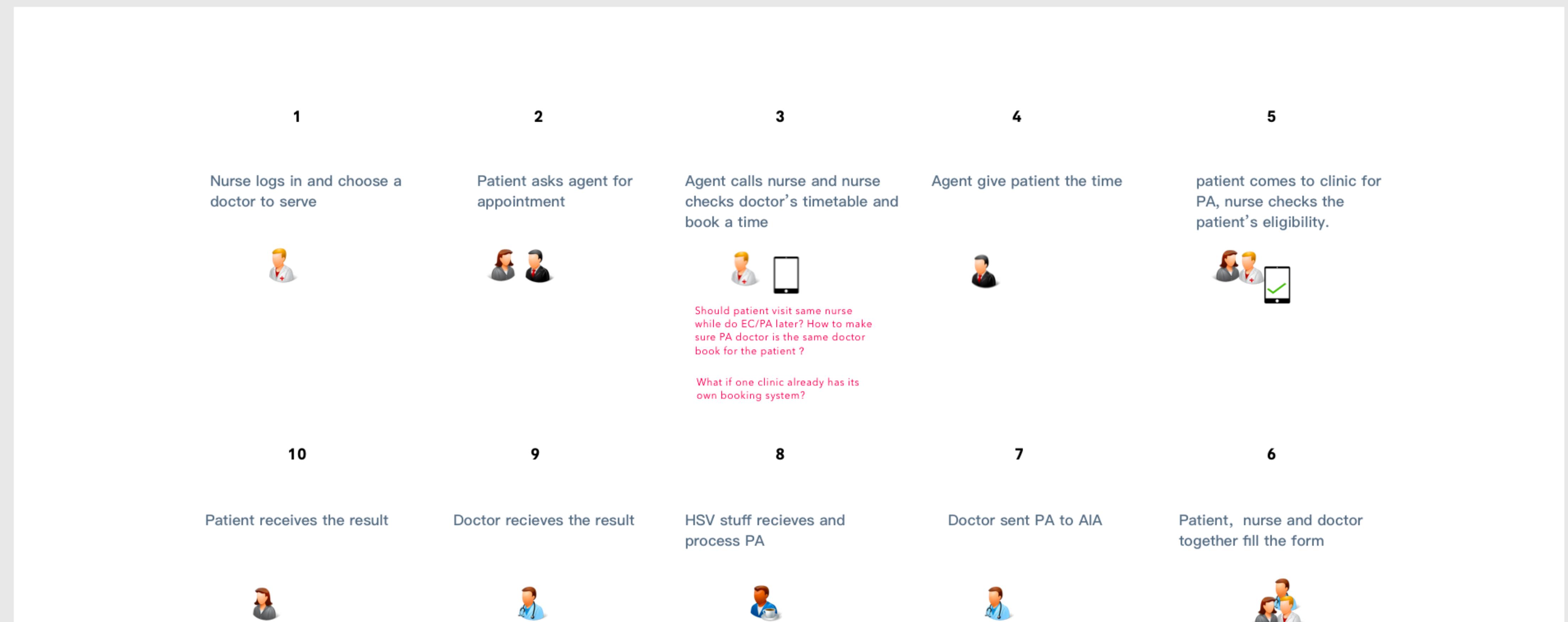
Mapping the user stories

Through mapping the user stories of different users, we gained overview of what users do with system and with each other.



User scenario mapping

I zoomed in to the details of how user would interact with each other and the system in real context and identified features/service the system should offer or to be discussed.



IDEATION

Iterative design process

We designed and evaluate iteratively with following principle:

- Efficient
- Guiding
- Transparent

APPOINTMENT BOOKING

FIND A DOCTOR

Doctor Specialty: General
Preferred Clinic Location: Kowloon
Preferred Doctor: Lam Chi Wan

SEARCH

SELECT	DOCTOR NAME	PORTAL Dr	DISTRICT	MEMBER COVERAGE	DOCTOR GENDER
<input checked="" type="checkbox"/>	DR LAM CHI WAN	Y	Kowloon	SGH	Male
<input type="checkbox"/>	DR LEE KEE	N	Kowloon	CEO	Female
<input type="checkbox"/>	DR LIU MAN	N	Kowloon	CEO/SGH	Male
<input type="checkbox"/>	DR CHI WAN	Y	Kowloon	SGH	Male
<input type="checkbox"/>	DR ZHANG KUE	N	Kowloon	CEO/SGH	Female
<input type="checkbox"/>	DR GUO FU	N	Kowloon	CEO	Male
<input type="checkbox"/>	DR CHI WAN	Y	Kowloon	SGH	Female
<input type="checkbox"/>	DR TEE KEE	Y	Kowloon	SGH	Female

1 / 17 > Jump to BACK NEXT

APPOINTMENT BOOKING

FIND A DOCTOR

CHOOSE AVAILABLE TIME FOR PATIENT

12/10/2017 TODAY

12/11/2017 12/12/2017 12/13/2017 12/14/2017 12/15/2017 12/16/2017 >

09:00 11:00

SEARCH

APPOINTMENT BOOKING

FIND A DOCTOR

CHOOSE A TIME

14/12/2017

12/12/2017 12/13/2017 12/14/2017 12/15/2017 12/16/2017 >

All gender

Lam Chi Wan
Hong Kong Island
M

Lee Emily
Hong Kong Island
F

Wong Peter
Hong Kong Island
M

09:00 11:00 14:00

09:00 10:00 11:00 15:00

09:00

APPOINTMENT BOOKING

FIND A DOCTOR

Need to find a doctor
Have a doctor in mind

Doctor Specialty: General
Preferred Clinic Location: All
Medical Plan: CEO

SEARCH

12/12/2017

12/12/2017 12/13/2017 12/14/2017 12/15/2017 12/16/2017 >

All gender

Lam Chi Wan
Hong Kong Island
M

Lee Emily
Hong Kong Island
F

Wong Peter
Hong Kong Island
M

09:00 11:00 14:00

09:00 10:00 11:00 15:00

09:00

APPOINTMENT BOOKING

FIND A DOCTOR

Need to find a doctor
Have a doctor in mind

Doctor Specialty: General
Preferred Clinic Location: All
Medical Plan: CEO

SEARCH

12/12/2017

12/12/2017 12/13/2017 12/14/2017 12/15/2017 12/16/2017 >

All gender

Lam Chi Wan
Hong Kong Island
M

Lee Emily
Hong Kong Island
F

Wong Peter
Hong Kong Island
M

09:00 11:00 14:00

09:00 10:00 11:00 15:00

09:00

NEXT

Iteration 1

Iteration 2

Iteration 3

SOLUTION

Doctor appointment booking process

User can switch between days and see all available time of available doctors in one page.

The screenshot displays a user interface for appointment booking. At the top, there is a red header bar with a logo and a 'HOME PAGE' link. Below the header, the main interface is titled 'APPOINTMENT SEARCH'.

On the left side, there are search filters: 'Doctor Specialty' (set to 'General'), 'Clinic Location' (set to 'All'), and a 'Name' input field. A 'SEARCH' button is located below these filters.

On the right side, there is a 'CALENDAR JAN 2017' for Hong Kong Island. The calendar shows dates from January 1 to 31, with specific times (09:00, 10:00, 11:00, 15:00) listed for each day. The date '17' is highlighted in blue, indicating the current day.

Below the calendar, there is a 'GENDER' filter set to 'All'.

On the far right, three doctors are listed with their availability:

- Lam Chi Wan** (Hong Kong Island, M): Available at 09:00.
- Lee Emily** (Hong Kong Island, F): Available at 09:00, 10:00, 11:00, 15:00, and 16:00.
- Wong Peter** (Hong Kong Island, M): Available at 09:00.

SOLUTION

Invoice management

User can browser and filter invoices from different status and sources.

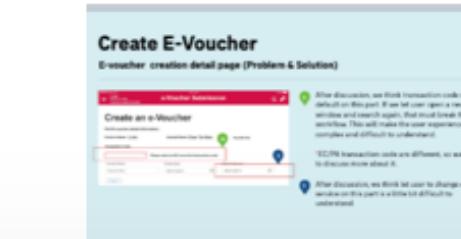
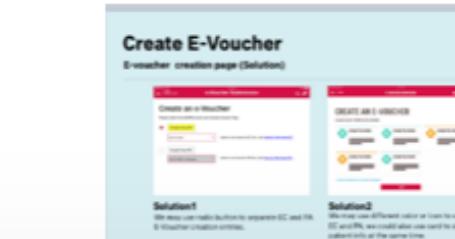
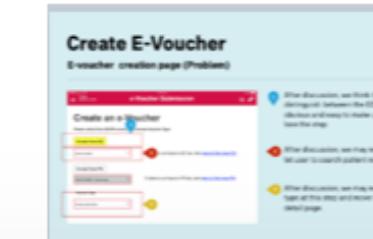
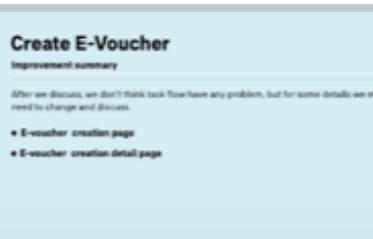
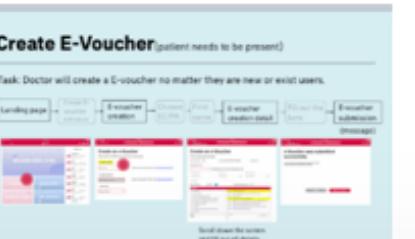
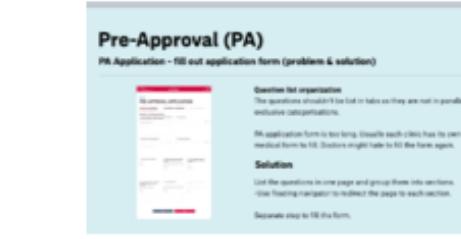
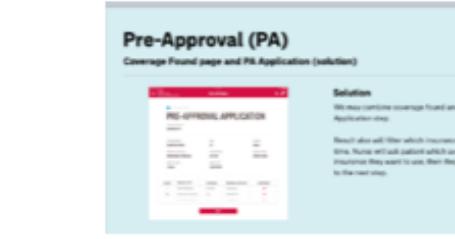
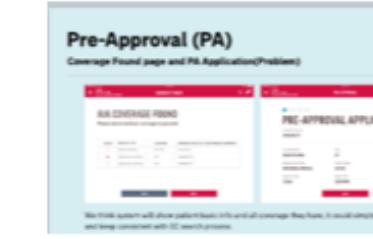
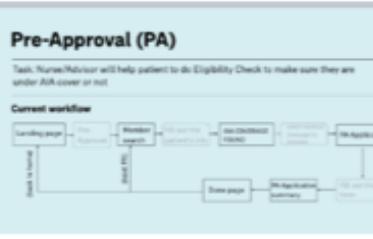
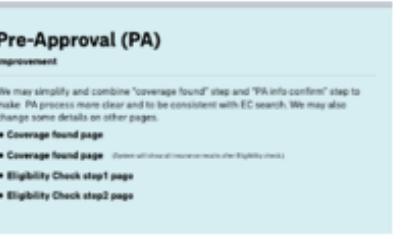
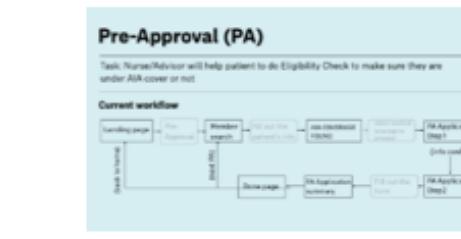
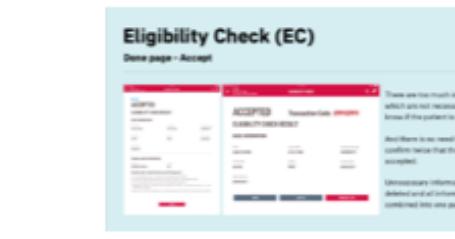
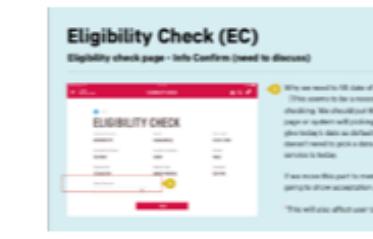
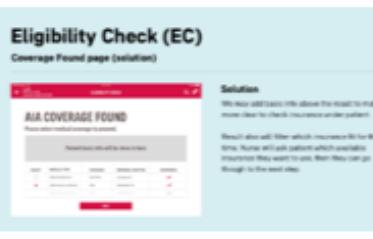
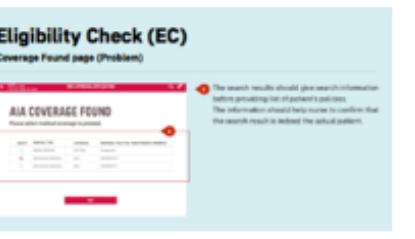
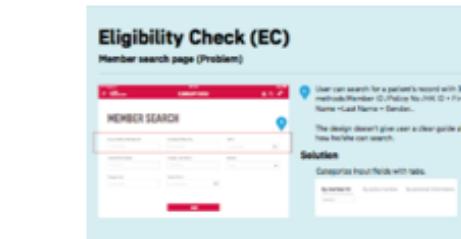
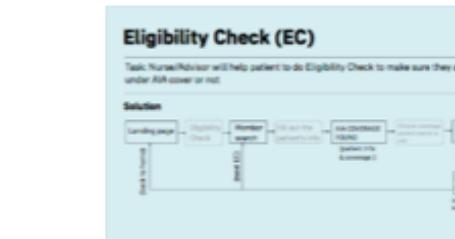
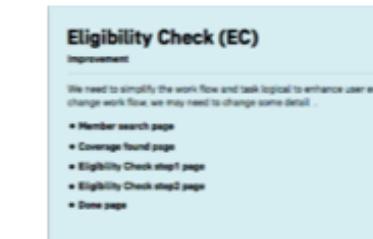
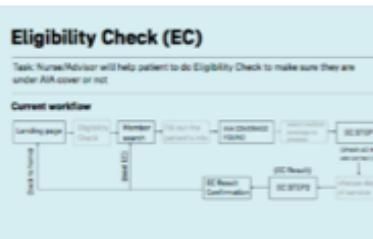
The screenshot shows a mobile application interface for invoice management. The top navigation bar is red with the text 'E VOUCHER' in white. On the left is a back arrow, and on the right are a search icon and a notification bell with a '12' badge. Below the navigation bar, there are three tabs: 'ALL' (underlined in red), 'TO BE PROCESSED', and 'PROCESSED'. The search form includes fields for 'First name' (chan), 'Last name' (taiman), and 'States' (ALL). There are also date range fields for 'Start from' and 'To', and buttons for 'SEARCH' and 'RESET'. Below the search form, there are three buttons: 'ALL' (selected and highlighted in blue), 'FROM PA', and 'FROM EC'. The main content area displays a list of three invoices in a grid format. Each invoice card shows the following details:

Insured Name	Date Of Service	Fee	State	Action
CHAN TAIMAN	12/12/2017	898	TO BE PROCESSED	
CHAN TAIMAN	12/11/2017	123	REJECTED	
CHAN TAIMAN	12/11/2017	323	ACCEPT	

THE SOLUTION

UX REPORT

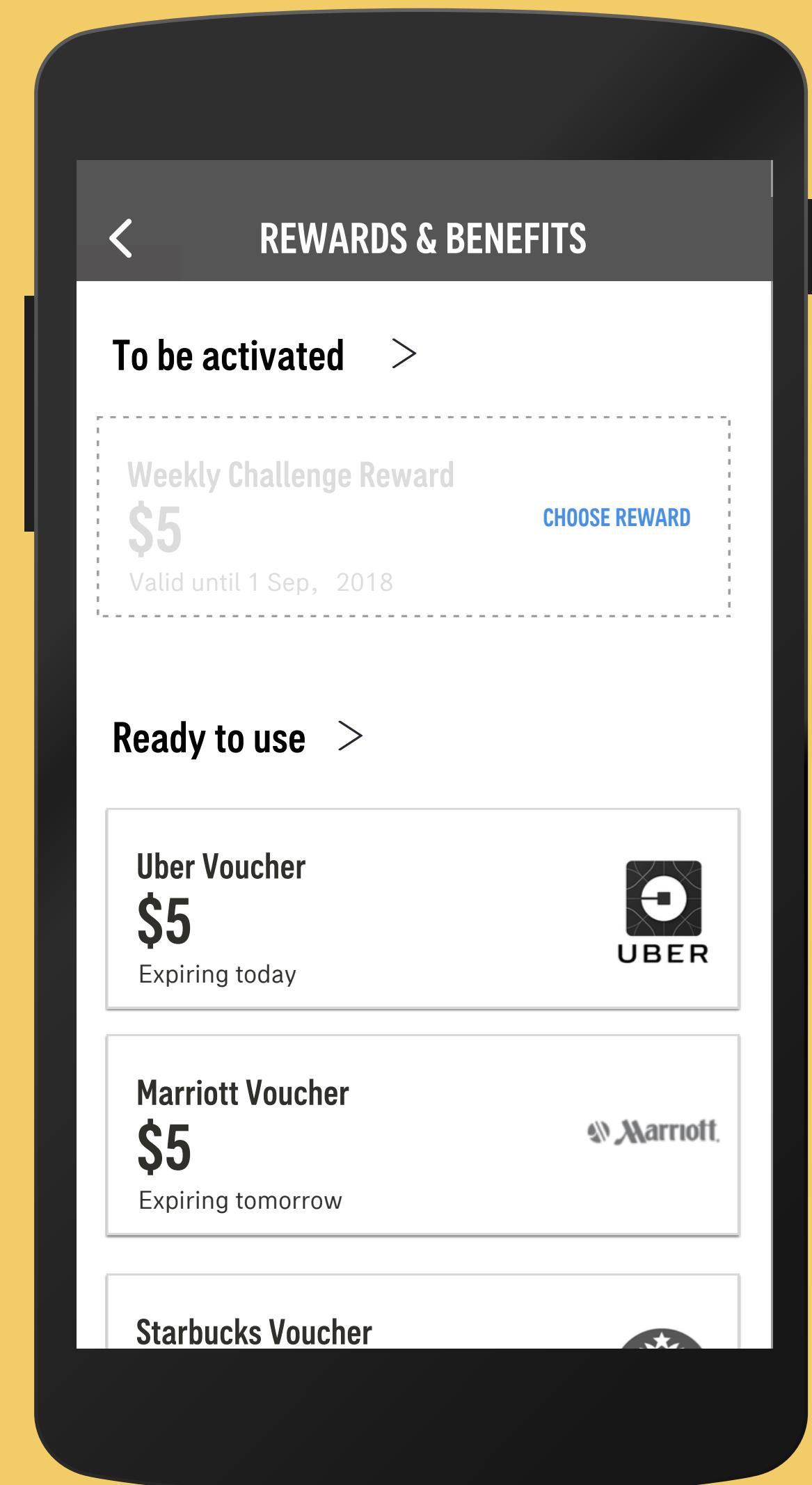
Our solutions and recommendations were documented and delivered.



AIA Vitality App: Reward and Benefits



We added rewards and benefits feature to Vitality Ap.



Background

AIA Vitality is a program that helps users to make positive change to health.

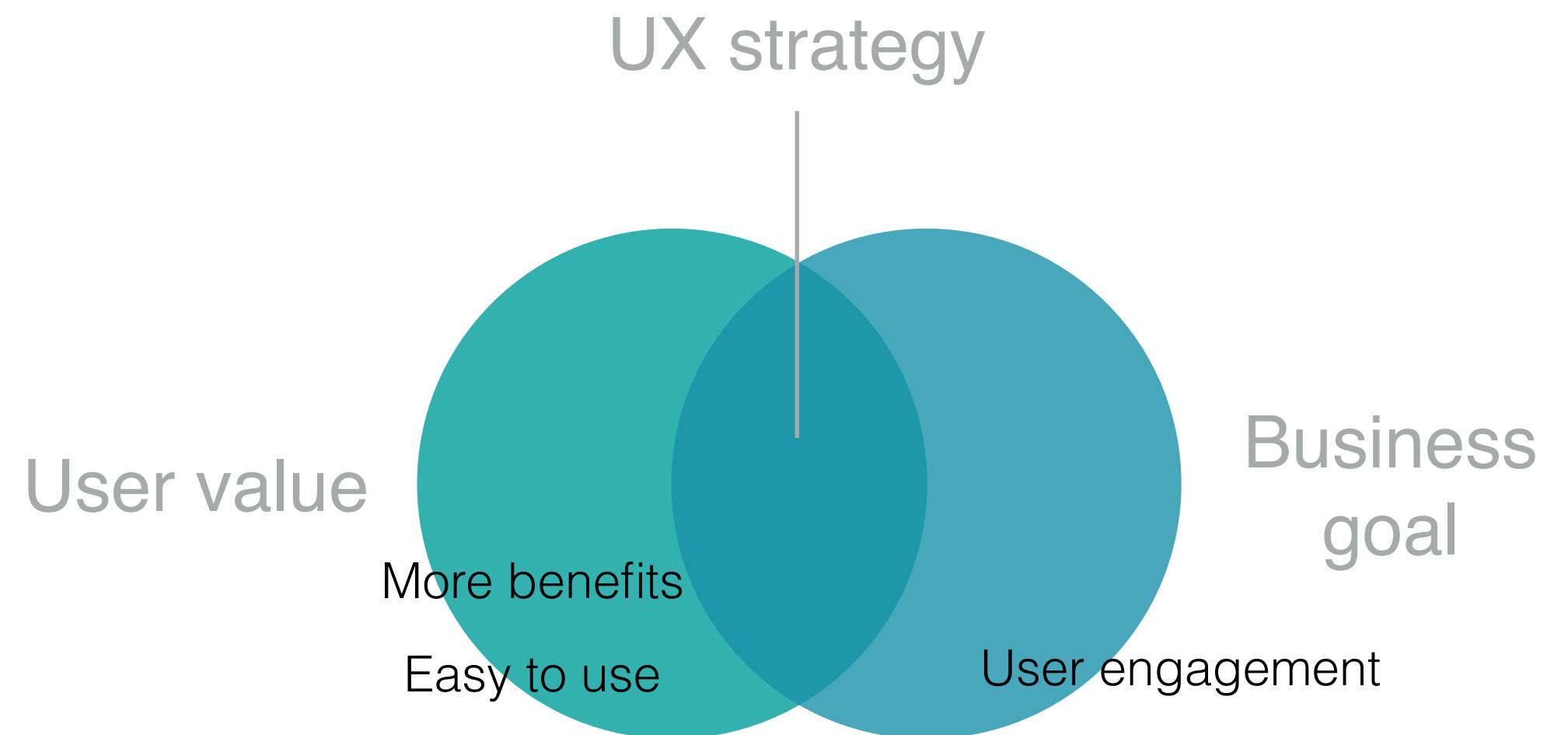
The program provides benefits from partners for active living.

More Points = Higher Status = Better Rewards

Design goal

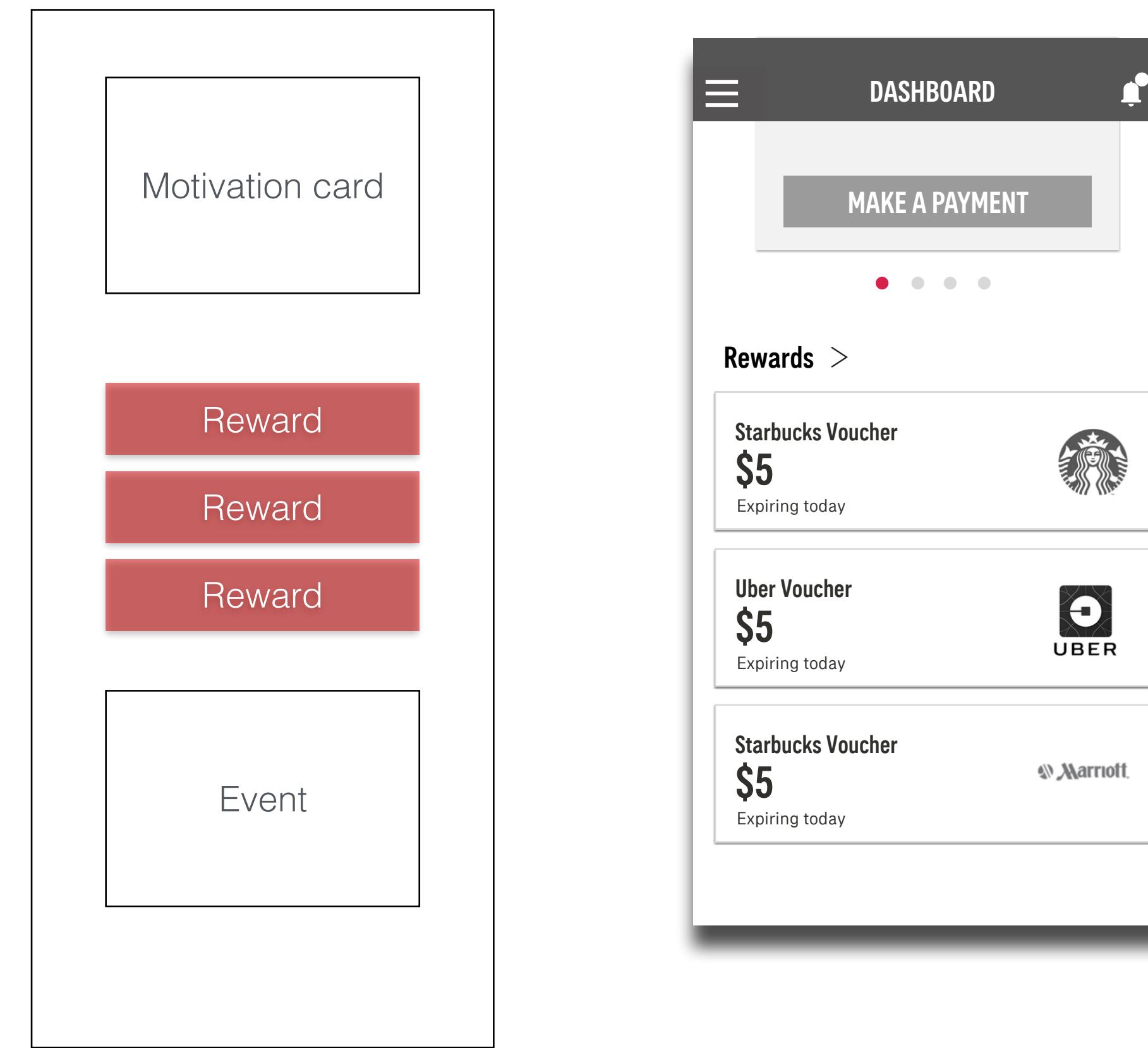
By analyzing business goal and user value, we defined our ux design strategy:

- Visible
- Clear information structure
- Encouraging
- Easy to use



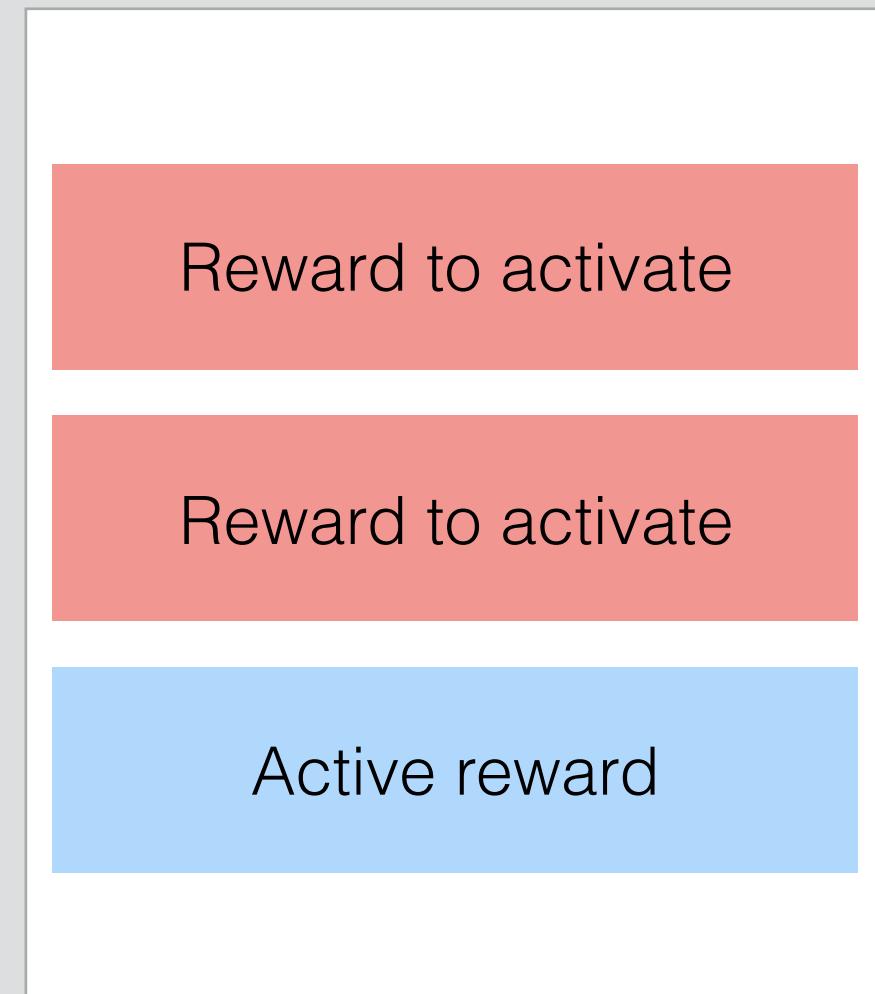
Promote rewards in dashboard

We designed a strategy of pushing reward in dashboard to make the service more visible and encouraging user to use the reward.

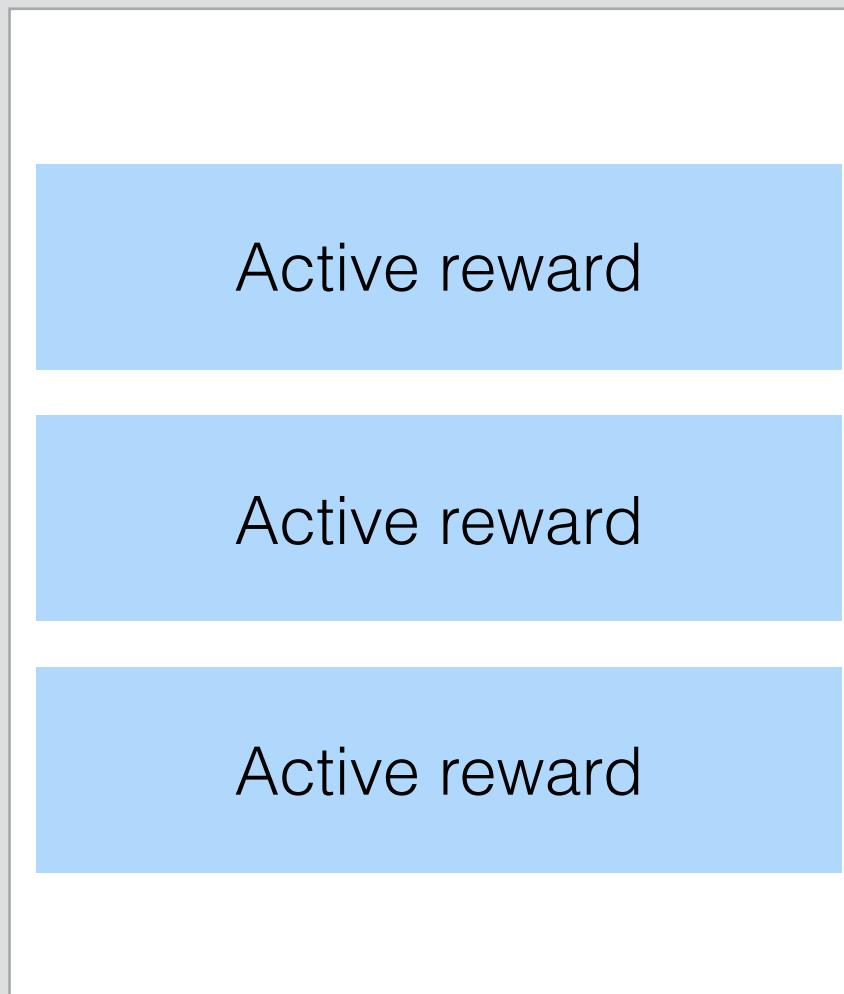


Reward push mechanism

- Display max 3 rewards
- If there is reward to be activated, display max 2 of them by time of expire
- Display active rewards by time of use



With reward to activate

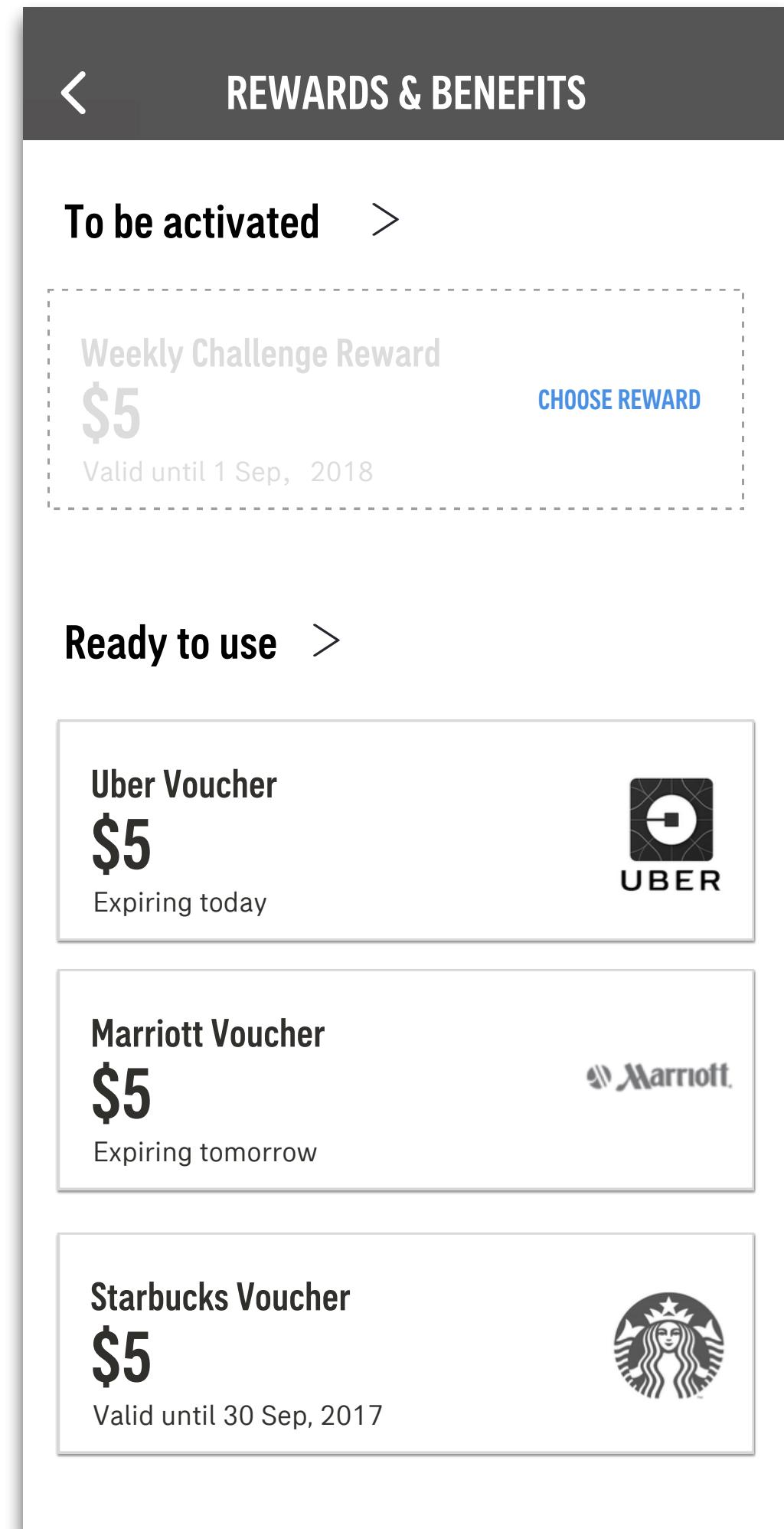


No reward to activate

Rewards home page

We encourage customers to activate their rewards by emphasizing the inactivate status.

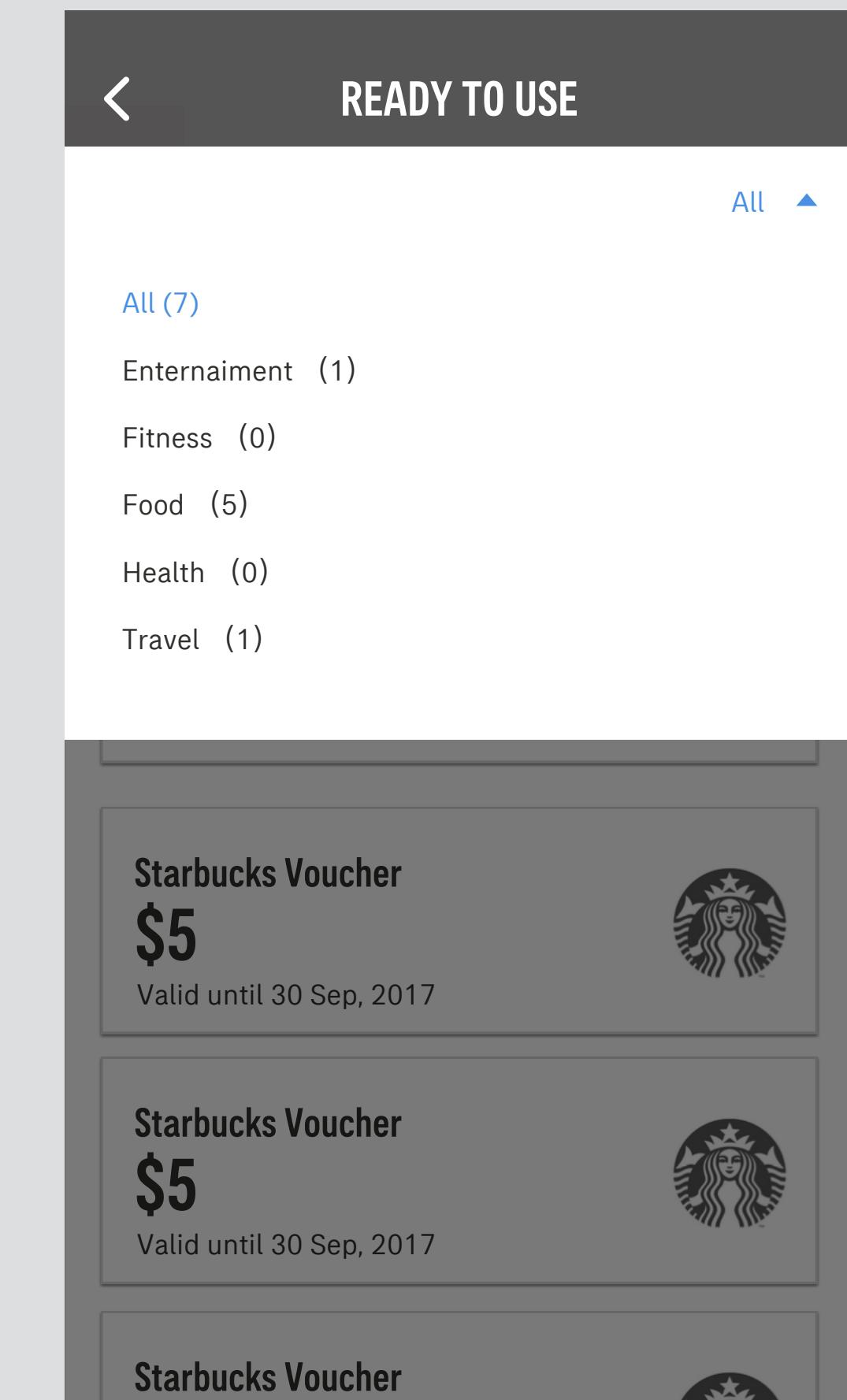
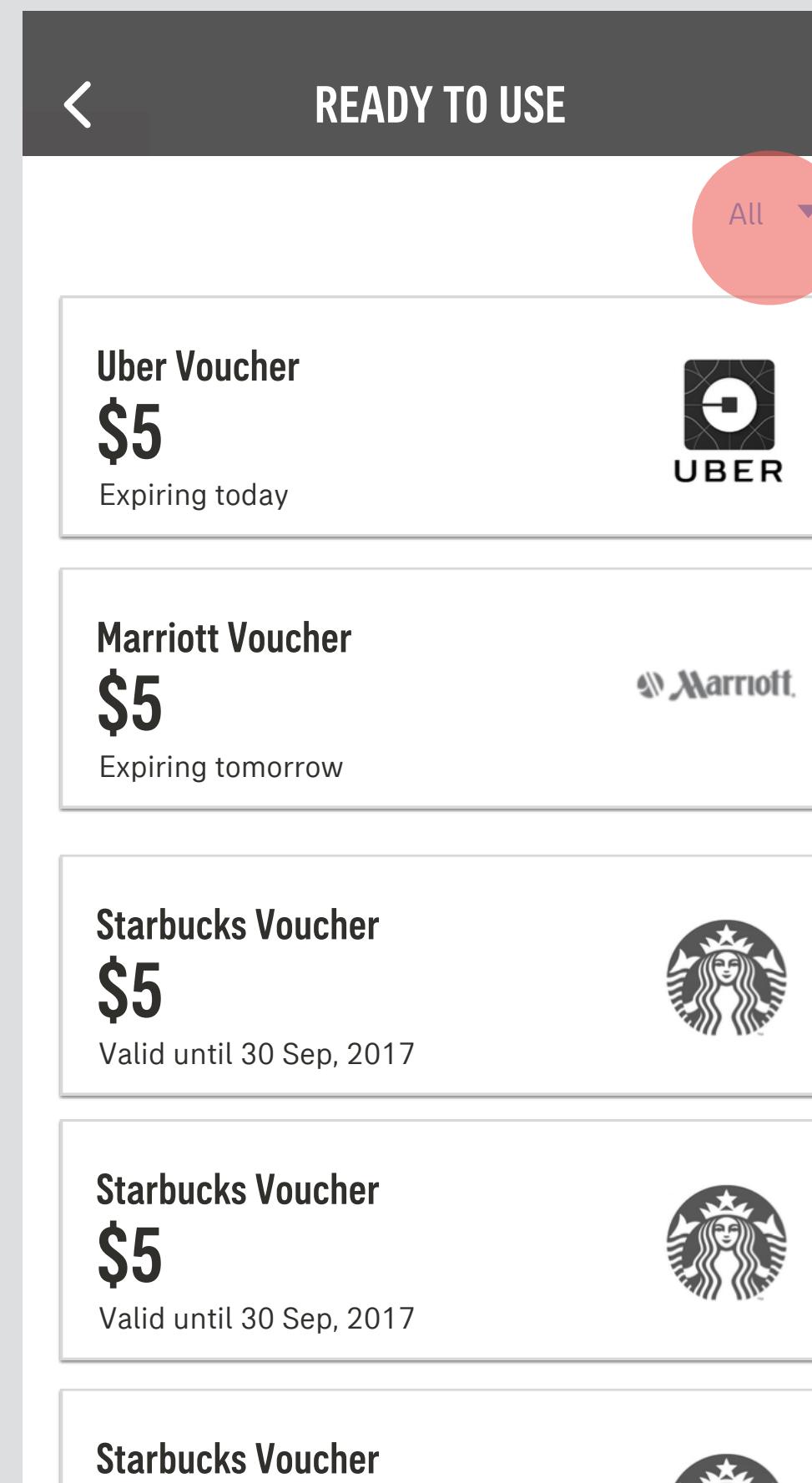
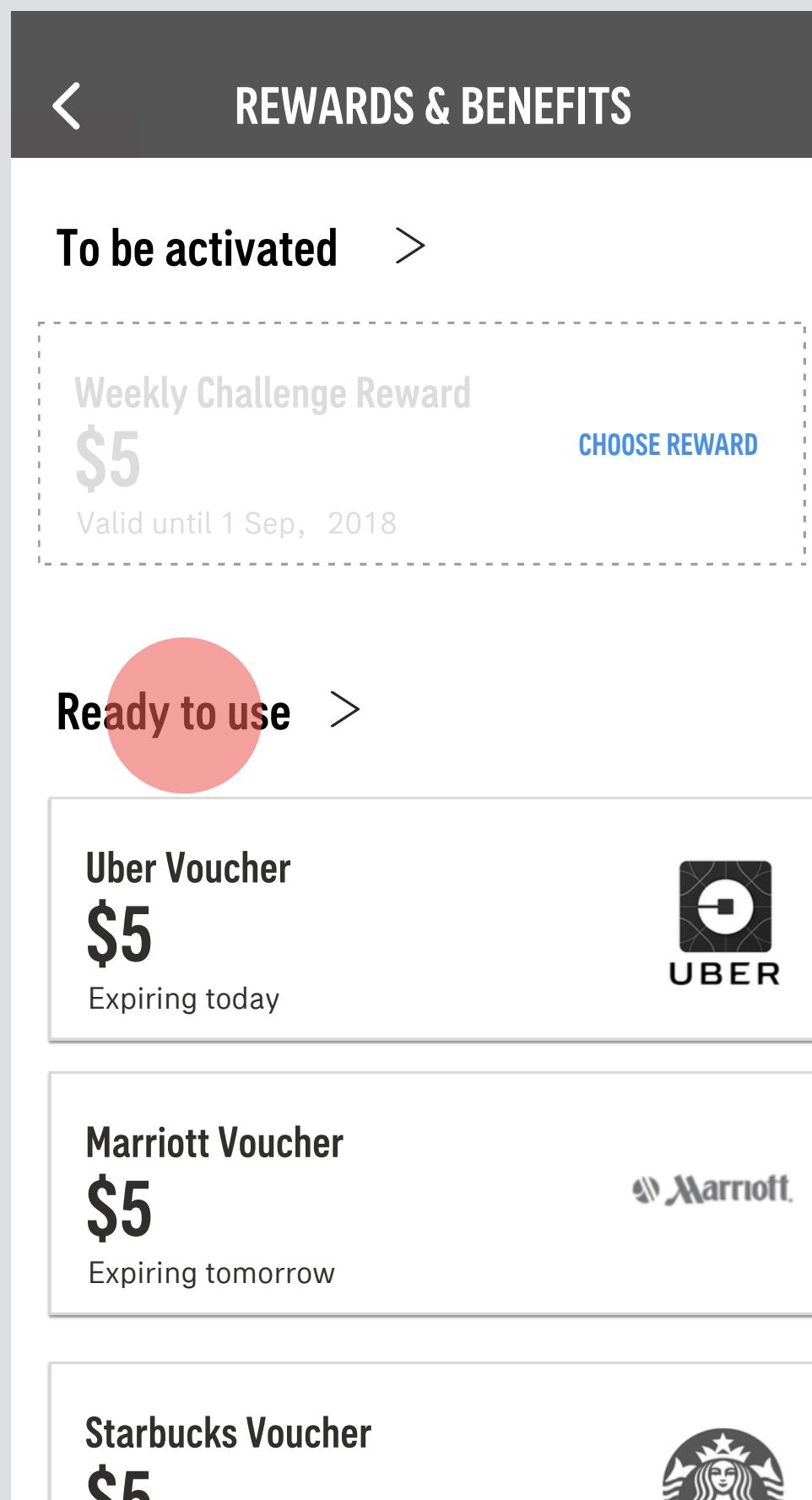
We display the reward by time to expiring date in order for helping customers to use as many rewards as they can.



Task flow

Browse the reward

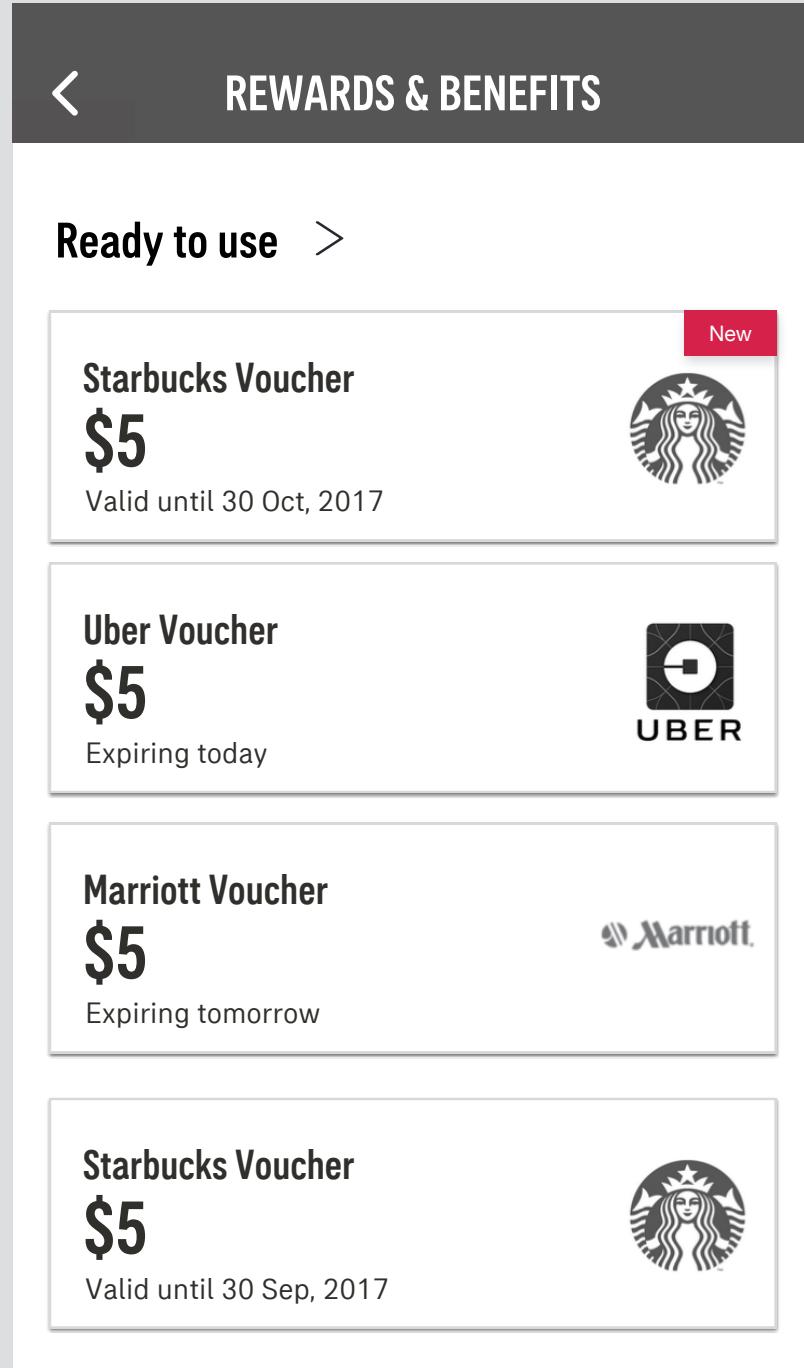
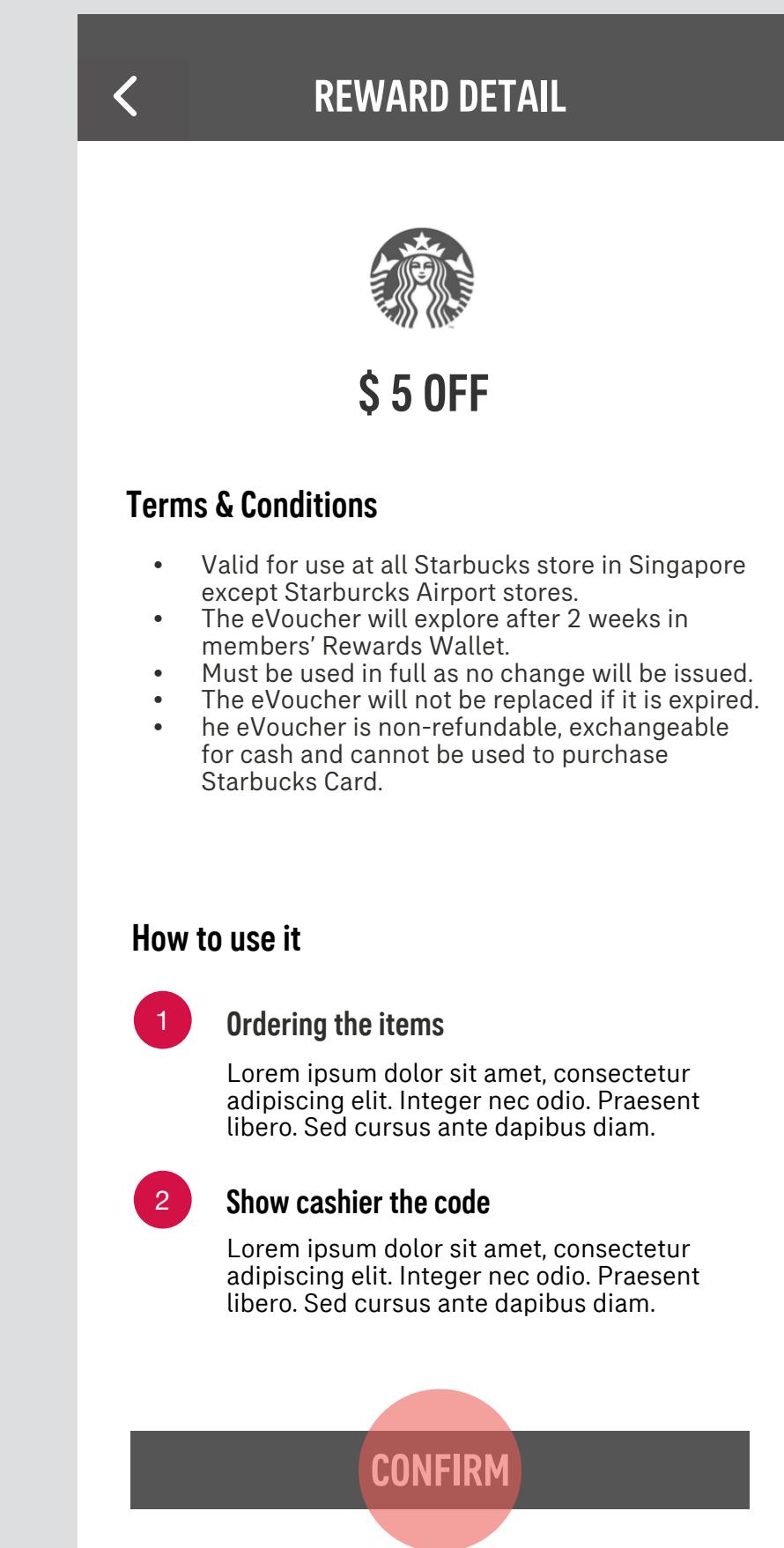
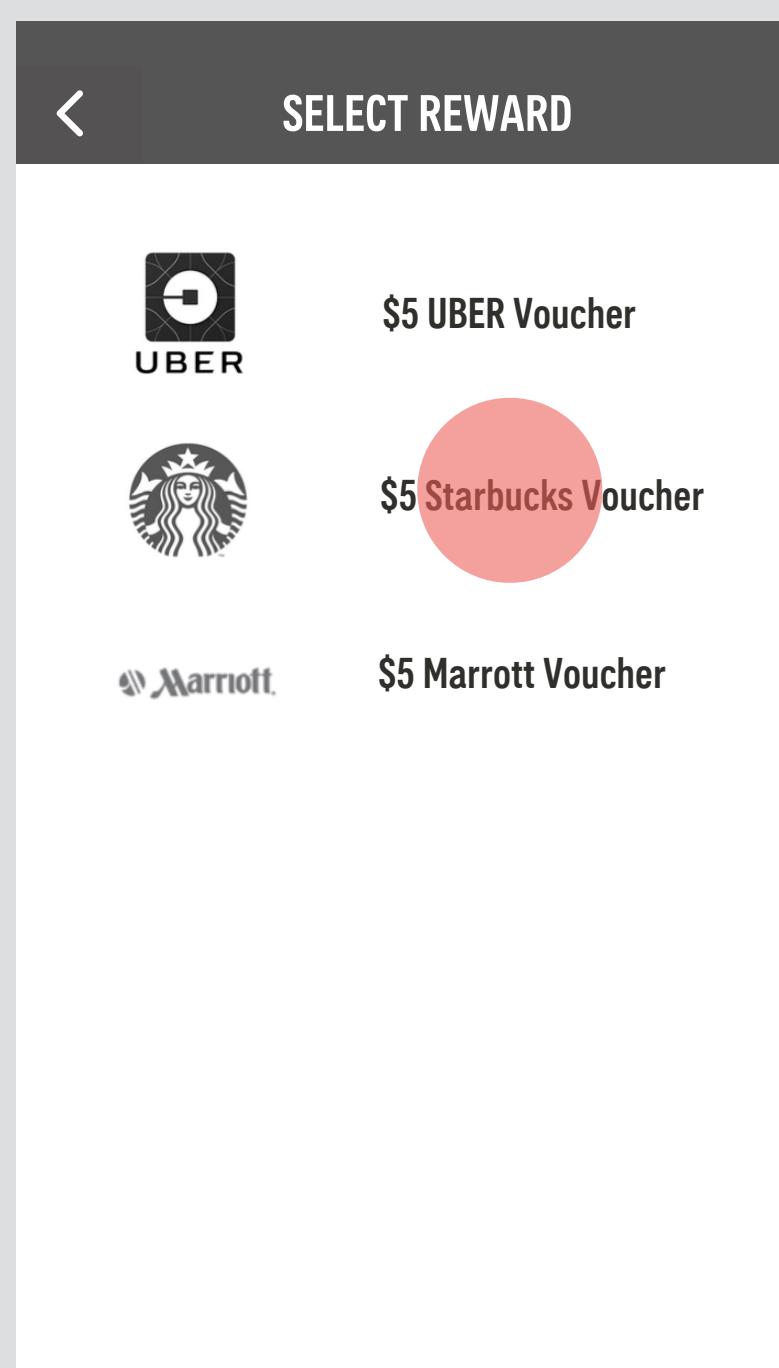
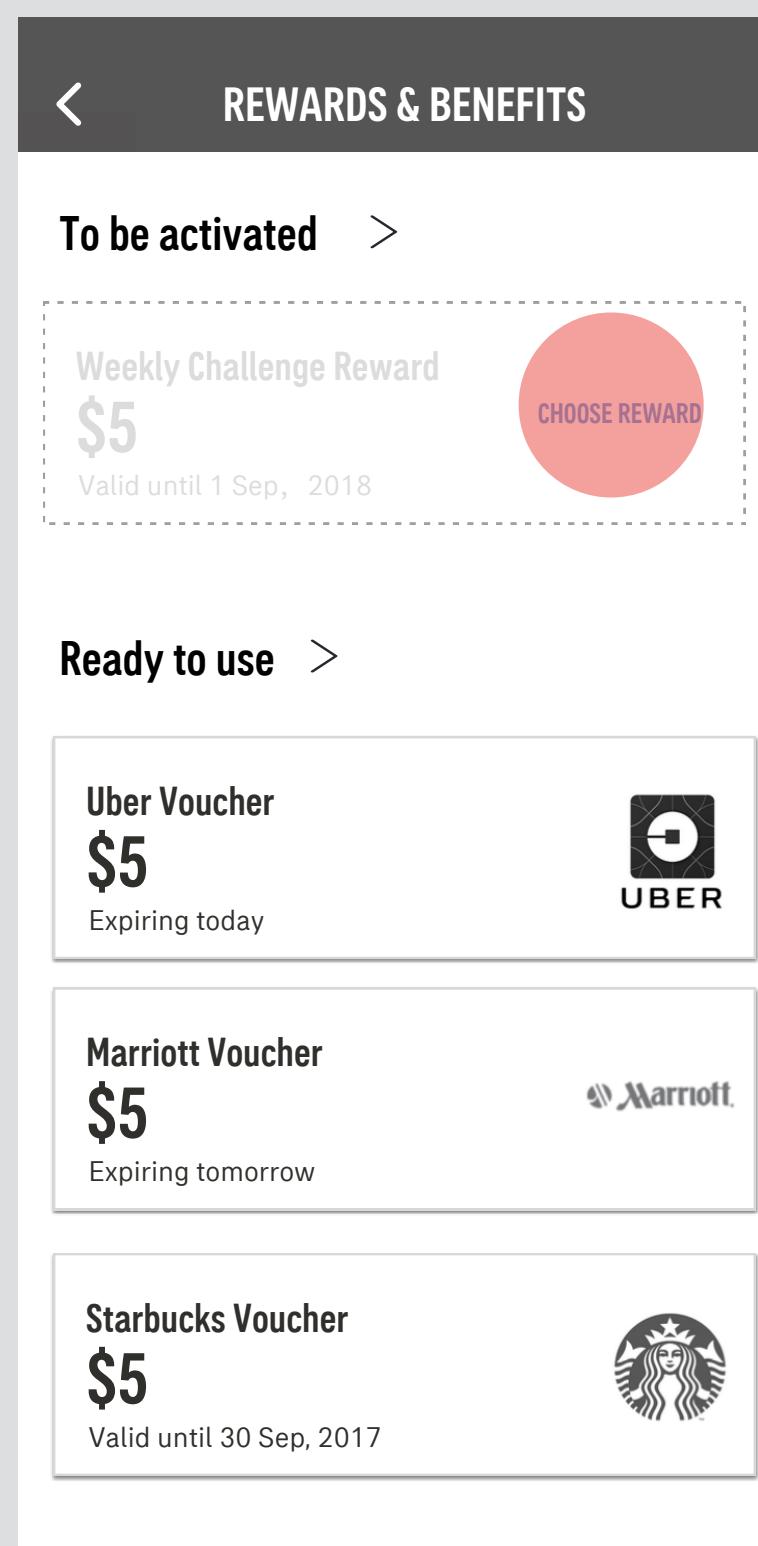
Users can browse the rewards by category



Task flow

Activate the reward

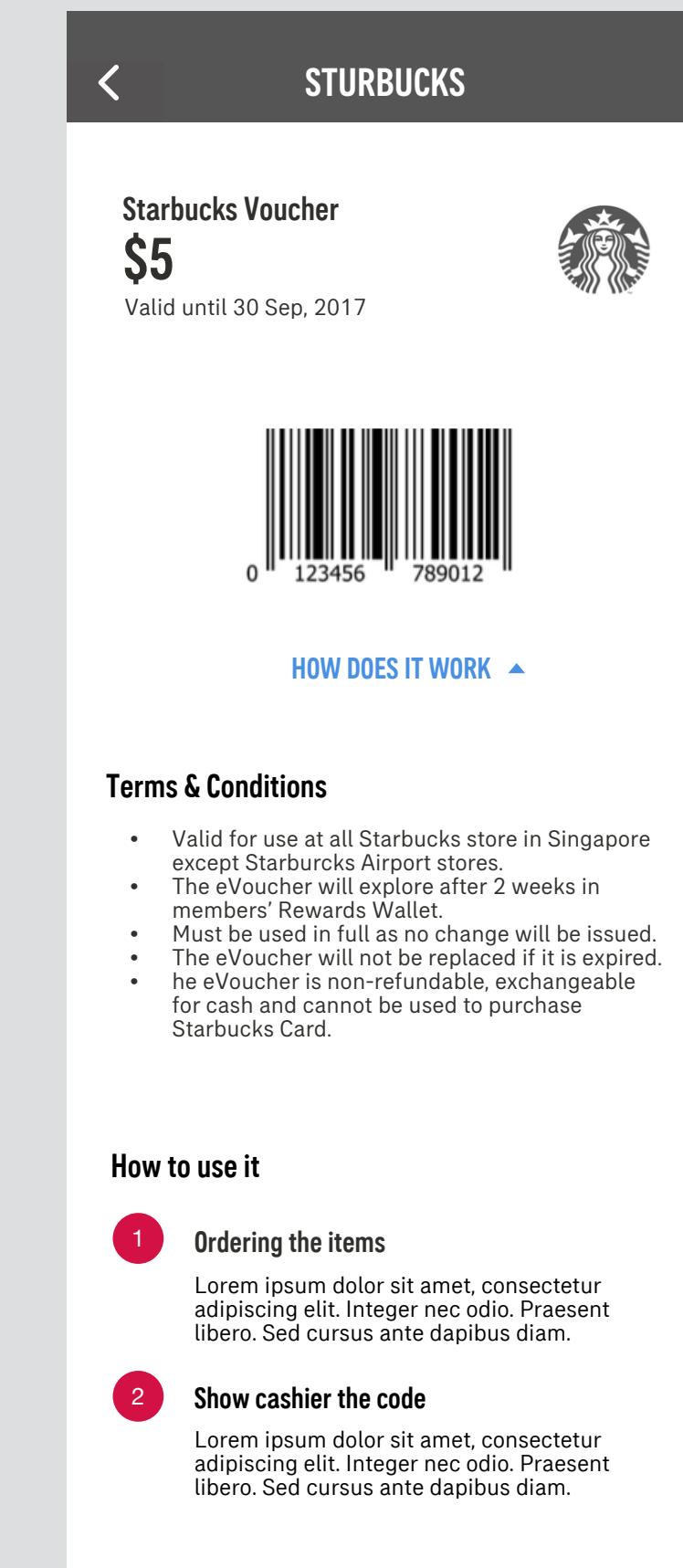
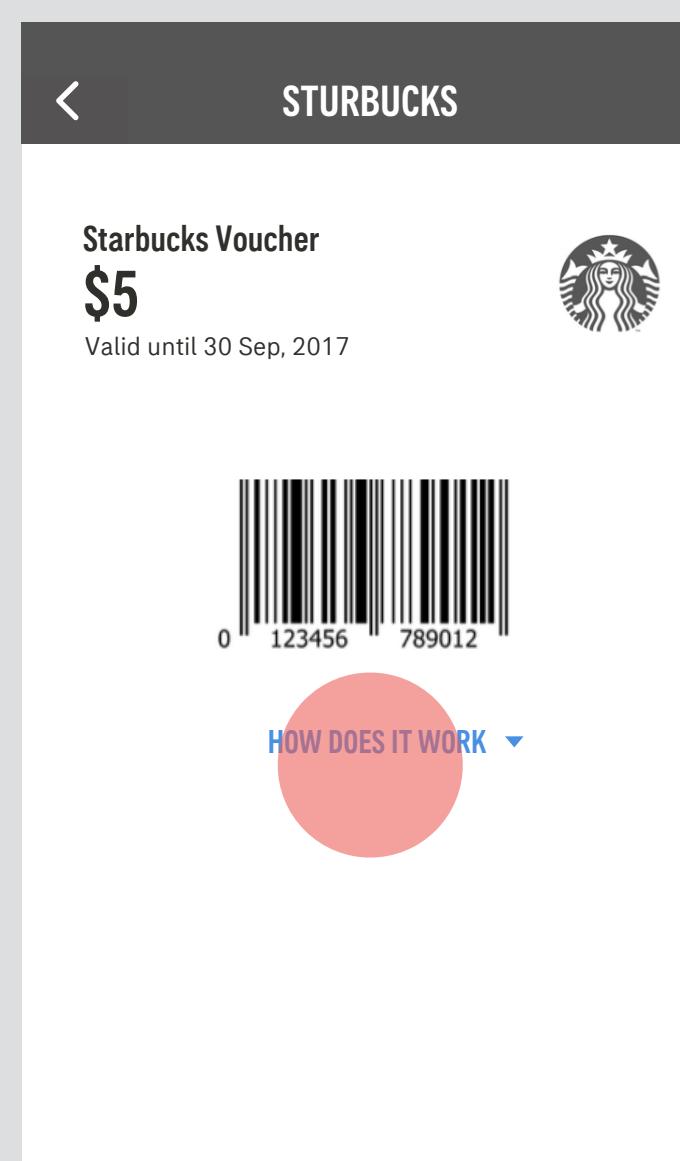
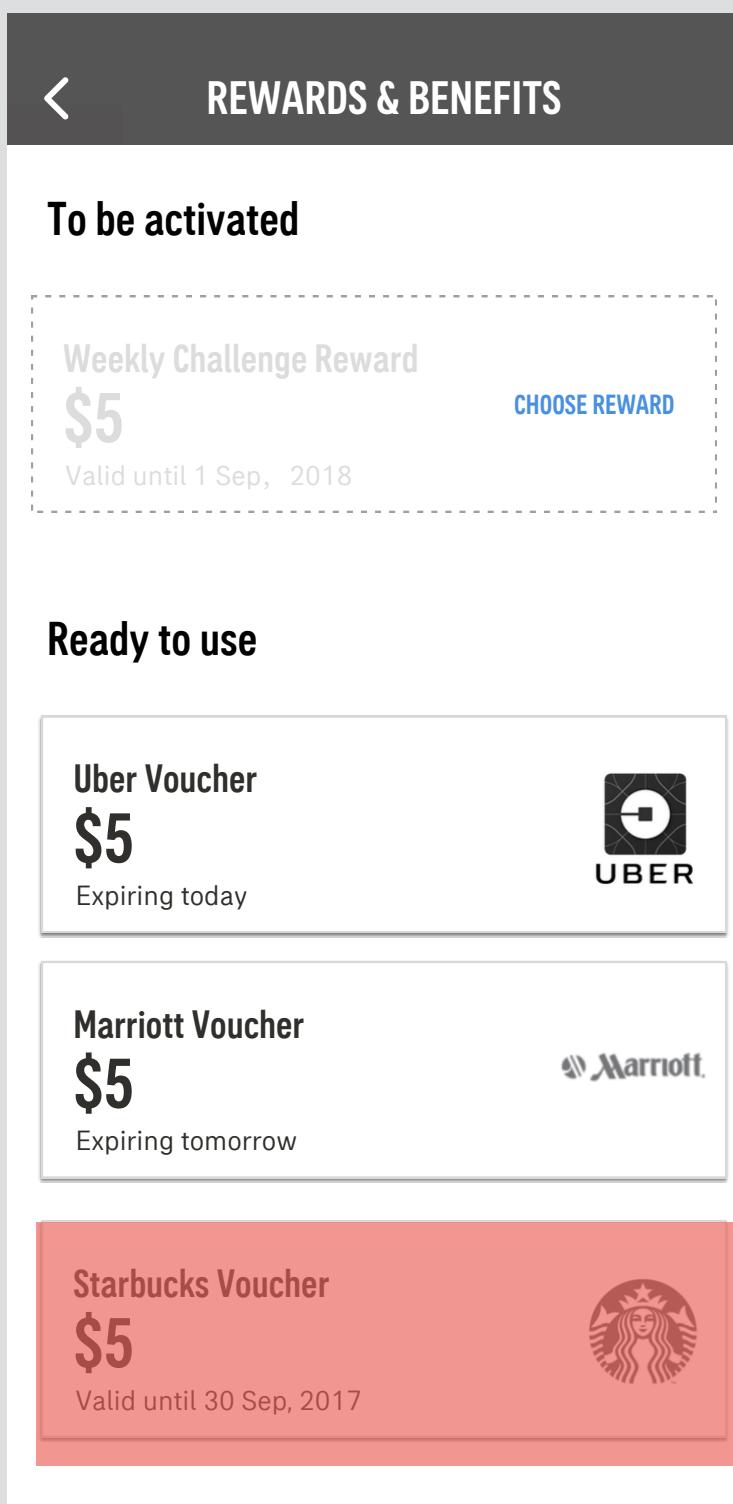
User can activate a reward by selecting a specific voucher.



Task flow

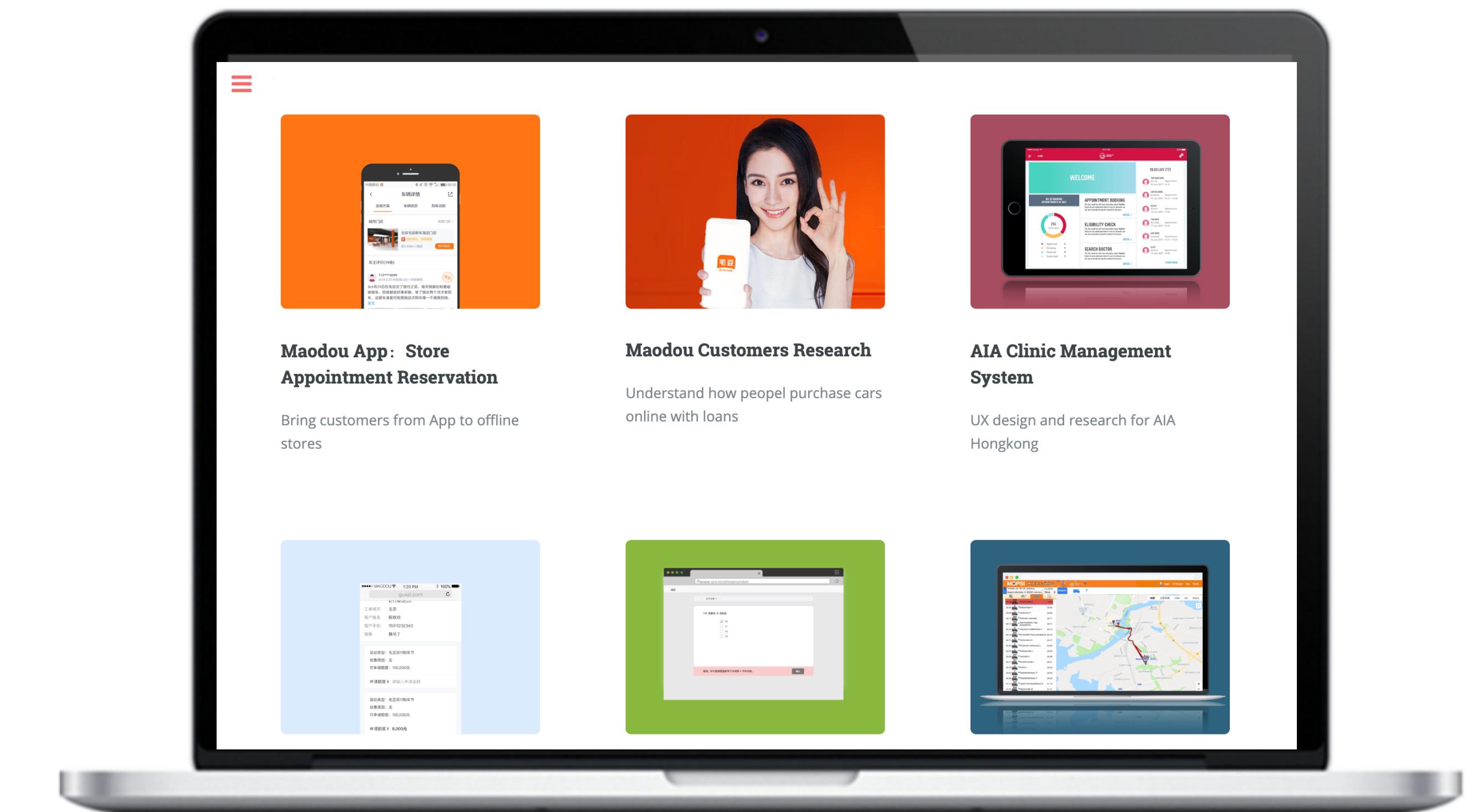
Redeem the reward

User can redeem the reward by showing the code.



More projects

https://huanch.github.io/portfolio_en.html



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