# Hi, I'm

# Jiaying Li

## Product Designer / Front End Designer

Georgia Institute of Technology

香港中文大學（深圳）
The Chinese University of Hong Kong, Shenzhen

Master of Science in Music Technology,
College of **Design**

Bachelor of Engineering in Electronic Information Engineering,
College of **Engineering**
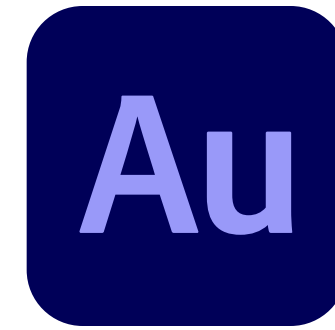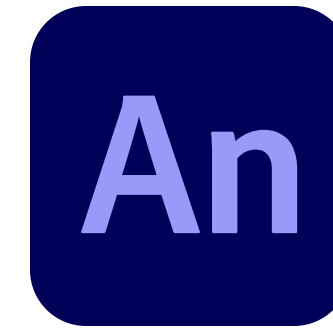Minor in Philosophy, College of **Humanity**

# My Skills

**UI Design**

Figma
Blender
Photoshop
Audition
Animate
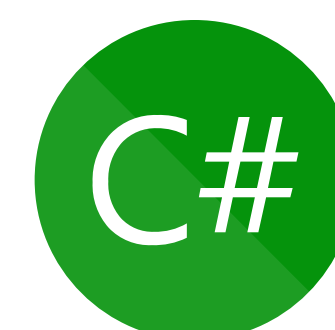After Effects
Premier Pro
Procreate

**Language**

HTML
CSS
Python
C#
JavaScript
Java
R

**Product**

Trello
MS Office
Google Docs
XD

# DJI UX Product Engineer Intern

## Background

As one of the most well-known companies in the drone industry, DJI has launched many series of consumer drones - these drones are lightweight, easy to carry, and much cheaper than traditional cameras. Drones allow people to get amazing aerial photos.

Go to the Attachment Part to View Aerial Photos

## Challenge

How can we expand the target user group beyond the current photographer users and make the product more attractive?

# DJI UX Product Engineer Intern

## Discussion & Brainstorm

- Auditory Interaction
- **Visualized Interaction**

### Auditory Interaction

- Mobile App
- Easier to implement

### Visualized Interaction

- 3D Product + Simulator
- Difficult to implement

### UX Conclusion

Generally, people prefer **visual** feedback because cognitive processes rely on metaphors, analogies, and the memorization of **mental images** rather than auditory information.

## DJI Goggles Idea

An immersive headset / goggles which allow people to experience first-person vision of the flight.
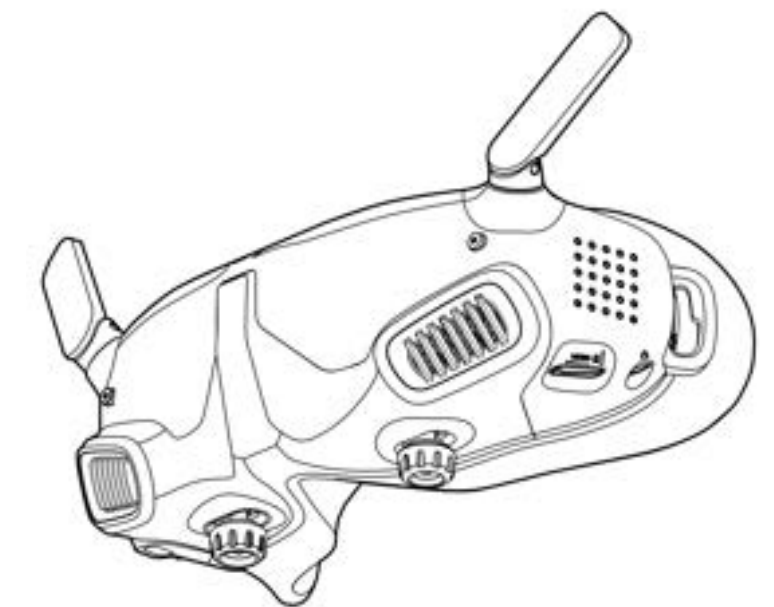
## My Role

Competitor Analysis    UX (Optics)    UX (Ergonomics)    UX (Simulator APP)

# DJI UX Product Engineer Intern

## Work

- Collected and analyze product specifications of **more than 250** competing products;
- Used a timeline to clarify technology development history of headset/goggles in the **past 5 years**;
- Summarized the technologies and functions of mainstream market products;
- Write a **149-page** competitor analysis report.

## Pain Point

### Weight

The weights of mainstream heatsets are over 800 grams. The additional weight added to the head makes it uncomfortable for the user.

### Optics

The use of 3D products (such as VR/AR products) will easily lead to cybersickness and discomfort. At the same time, the screen door effect in the product can easily make the display quality unsatisfactory.

### Instructions

The lack of good tutorials can be very confusing for new users. Excessive learning costs will reduce their interest in using it.

# dji UX Product Engineer Intern

## Work

- Led conducted **more than 10** human-subjected perceptual experiments on **over 200** participants;
- Analyze factors contributing to cybersickness focusing on the optical characteristics of the lens and establishing acceptable product parameter ranges;
- A/B tested on **over 50** participants to find the best tilt angle of the lens;
- Completed **5** sprints during the SCRUM development.

## Experiement Design

### Participants

**Gender**: 30% Female, 70% Male
**Age**: 10% 12-17, 50% 18-25, 30% 26-35, 10% 35+
**Experience**: 50% used 3D products before, 50% haven't used before

### UX Methods & Evaluation

**A/B Test**: Record participants' preferences for two different gradients of lens parameters;
**System Usability Scale**: Record participants' responses of the SUS.

## Result

- Among those who participated in the experiment, the incidence of cybersickness was reduced by **43%**.

# DJI UX Product Engineer Intern

## Work

- Led conducted **more than 20** human-subjected perceptual experiments on **over 80** participants;
- Collaborated with mechanical designers and engineers and conducted A/B testing on over **30** participants to adjust product masks, headbands, materials, structural positions, etc;
- Conducted **15** interviews and applied data analysis to user feedback;
- Completed **12** sprints during SCRUM development.
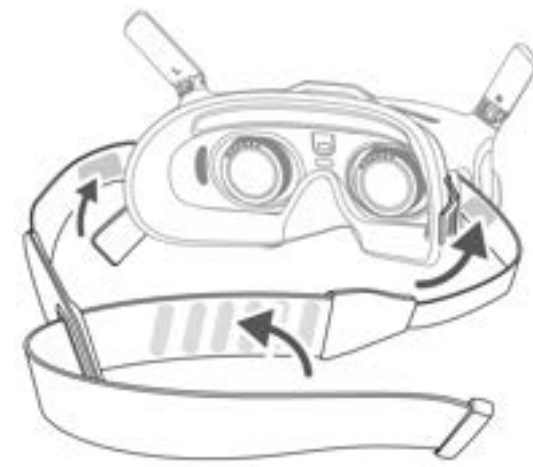
## Interesting Insights

### Touchpad

"I don't like the touchpad, it's tiring and not intuitive at all. Imagine the scenario where I have to use drones outdoors in the winter, it's too cold to use it".
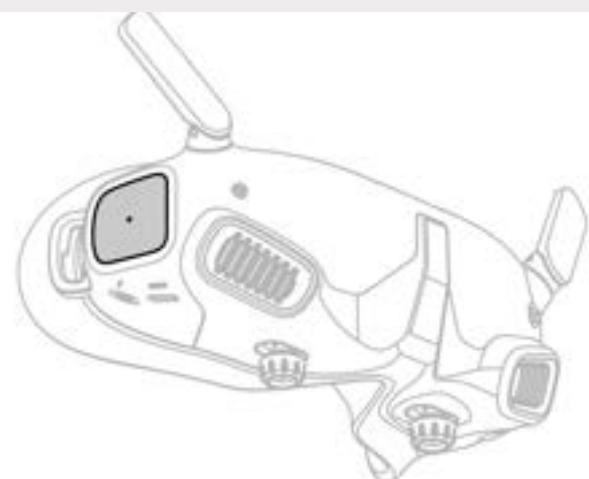
### Headband

"The headband is too tight for me... Why don't you use elastic materials?"

### Lens

"The design of the adjustable lenses for nearsightedness or farsightedness is really great! I hate to wear another pair of glasses under my headset!"
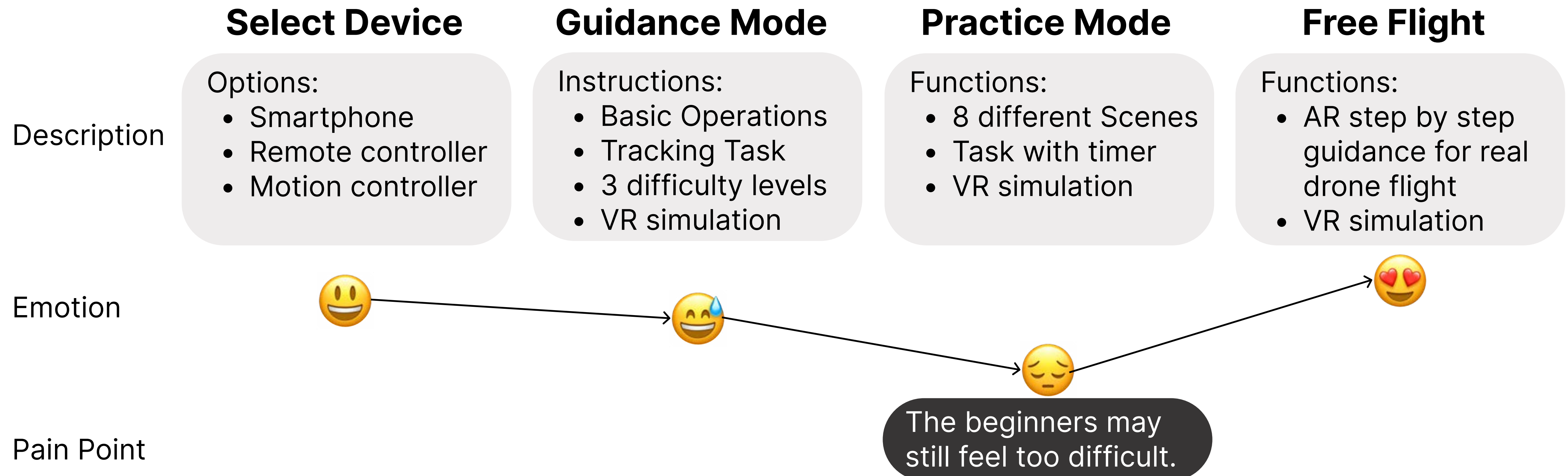
# DJI UX Product Engineer Intern

## Work

- Collaborated in writing User Guide Manual;
- Designed the user flow and user journey for the Simulator APP.

## User Journey Map For Beginners

| | **Select Device** | **Guidance Mode** | **Practice Mode** | **Free Flight** |
|---|---|---|---|---|
| **Description** | Options:<br>• Smartphone<br>• Remote controller<br>• Motion controller | Instructions:<br>• Basic Operations<br>• Tracking Task<br>• 3 difficulty levels<br>• VR simulation | Functions:<br>• 8 different Scenes<br>• Task with timer<br>• VR simulation | Functions:<br>• AR step by step guidance for real drone flight<br>• VR simulation |

**Emotion**

😃 😅 😔 😍

**Pain Point**

The beginners may still feel too difficult.

# Music Entertainment UX Intern

## Background

Kuwo Music is a mainstream music player software in China. In 2020, the company hopes to launch and promote a talk show module.

## My Role

Competitor Analysis

Data Analysis

Product Design

Product Operations

## Challenges

- This is a completely new module and there are no examples for reference;
- Talk shows are not "music" in the strict sense, and users do not have the consciousness to actively seek them out.

## Work

- Completed a sixteen-page competitive product analysis report;
- Extended the Tencent Music database;
- Analyzed the DAU (daily active users), DNU (daily new users), PCU (peak concurrent users), etc.
- Built a regression model to examine the relationship between the number of daily pushes and user performance.

# Music Entertainment UX Intern

## Product Achievement

- Average playback of the Talk Show module reached **3 million+ per year**;
- KuWo Music Company's total revenue **increased by 14.6%**, members' online music subscription revenue **increased by 42%** year-on-year, and the advertising business also achieved **over 100%** year-on-year growth in 2020.

# Attachment

# DJI FPV

Academy

Virtual Flight

Username | Your Name

Gender | Rather not say

Country/Region | China

**Log Out**

Edit

Edit

| | |
|---|---|
| Username | kathleen li |
| Gender | Female > |
| Country/Region | China > |

Log Out

## Gender

Male

Female

Rather not say ✓

Display     Audio     Custom Settings     About

## Aspect Ratio

| Fullscreen | 16 X 9 | 4 X 3 |

FOV                                          120

## Image Quality

| Low | Med | High |

62FPS

Preview

Display　　　　　**Audio**　　　　　Custom Settings　　　　　About

**BGM**

**Volume**

**Aircraft Sound Effect**

**System Sound Effect**

Display   Audio   **Custom Settings**   About

Remote Controller Settings

| Control Stick Mode | > | Remote Controller Instructions | > |

| RC Exp (M Mode) | > | Flight Dynamics Model (M Mode) | > |

| Select Aircraft Model | > |

Display Settings

Display                    Audio                    Custom Settings                    **About**

Language                                                                    English >

**Delete Account**                                                                    >

**DJI Virtual Flight**
Version : 1.4.2

# Tutorial

Get familiar with all the buttons and their functions

**M** · TURORIAL ·

· STADIUM ·

Enter

**Current controll... supported**

**2** FPV Motion C...

**3** Touchscreen

...rrent controller not ...pported

...emote Controller 2

Control DJI FPV with your smartphone only

**Ready to Go**

CONTROLLER

STADIUM

## Practice

Learn to master flying in M mode, starting with basic functions

Enter

1 **Flight Tutorials**

Learn to master flying in M mode, starting with basic functions

**Ready to Go**

## Test

It is recommended to use Manual mode to fly the actual aircraft after passing the test

**Enter**

Manual Mode Test

🔒
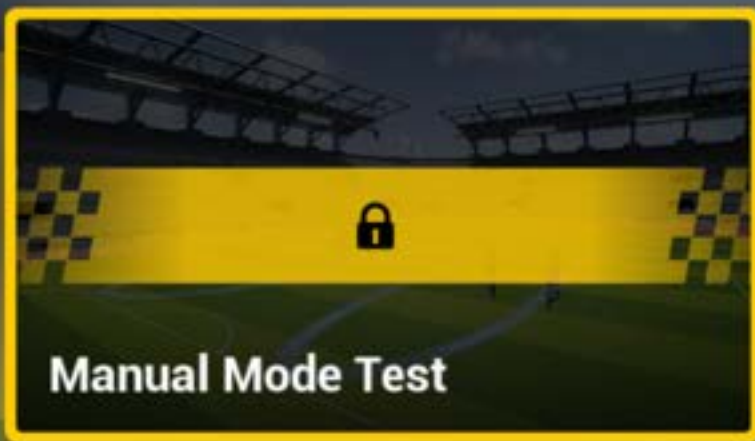
ⓘ Connecting goggles and remote controller required

| Finish the track in 51 s | Ready to Go |

Factory

An abandoned factory. The run-down buildings and tight spaces are great for practicing freestyle tricks

Time Trial

Arcade Mode

Free Flight

Enter