

# PORTFOLIO

LINDA QIN



# GOALS

Contracted by the **Harvard Undergraduate Council** to create a mobile ordering system for their student grilles with HSA DEV

(grilles orders are currently placed in person, on paper)

User-side of the app completed December 2017

**Usability testing** and griller-side development will resume February 2018, with a beta version planned to be released **April 2018**

To create a more **convenient** experience for users to put in grille orders

To allow users to be able to **monitor** their order after it goes into the system

To give the grilles data on item popularity and **user bounce rate**

To allow for promotional blasts to all students across Harvard

To optimize the grilling process by **batching orders** by order type and grille needed

## WEEKS 1-2:

Competitors analysis (UberEats, Postmates, current House Grille system) & user research (in-person and surveys)

## WEEKS 3-4:

Low-fi wireframing & prototyping

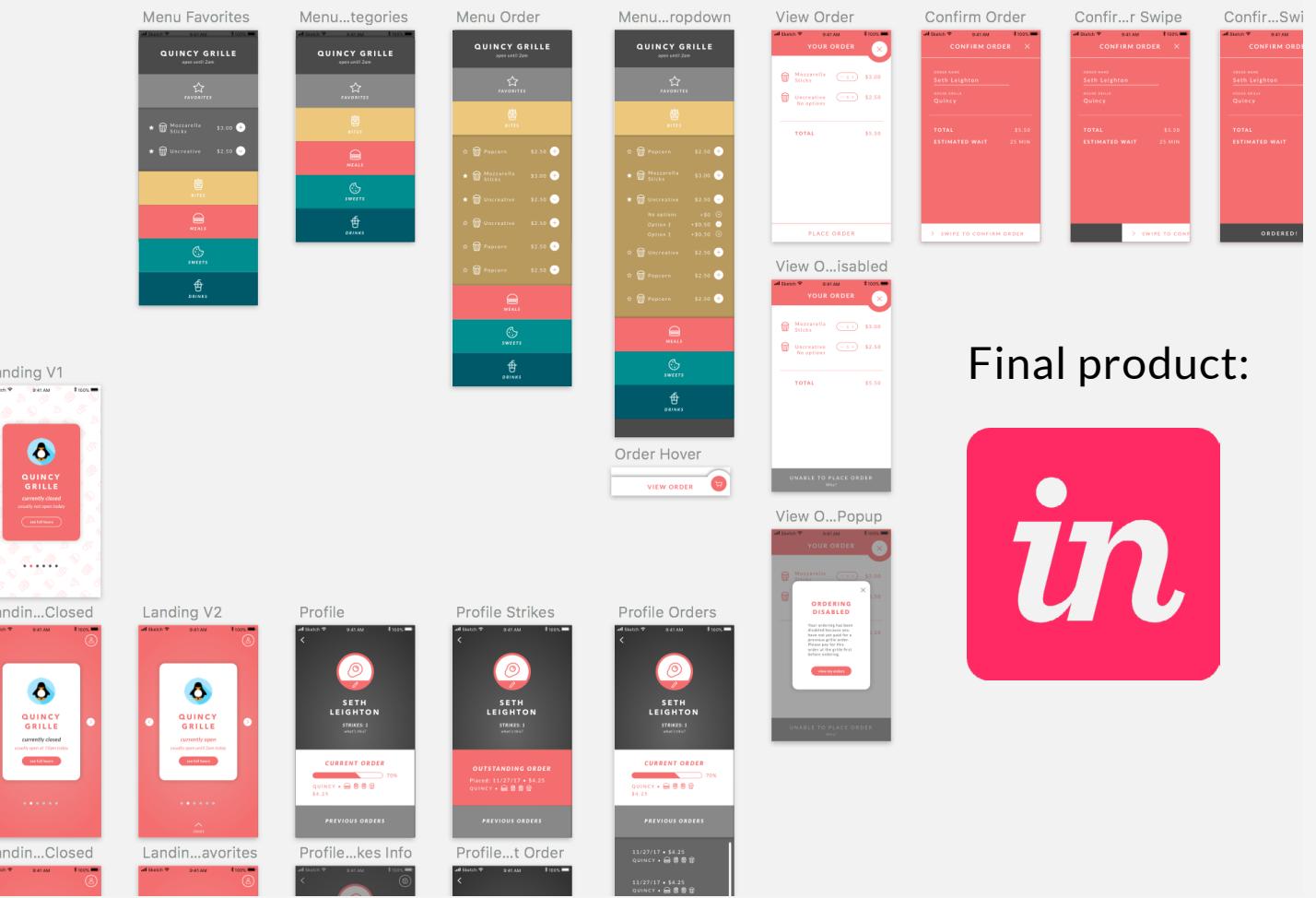
## WEEKS 4-6:

Hi-fi wireframing & MVP creation

## WEEKS 6-8:

Details & bug-testing with developers

# HOUSE FALL 2018 GRILLES

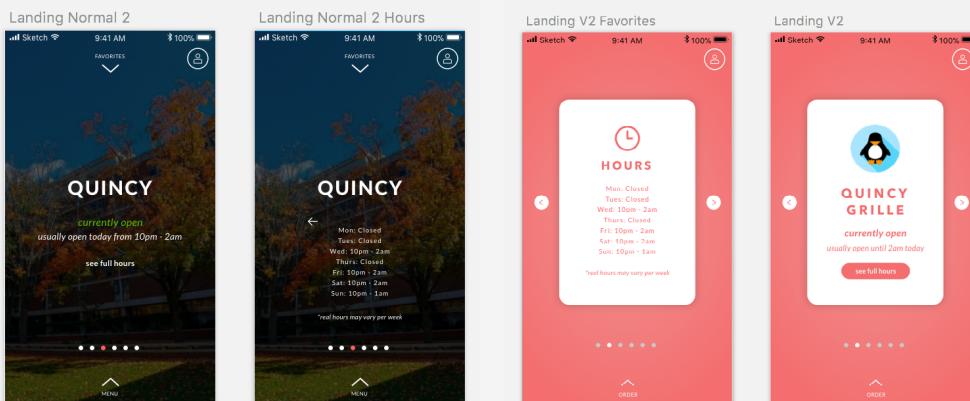
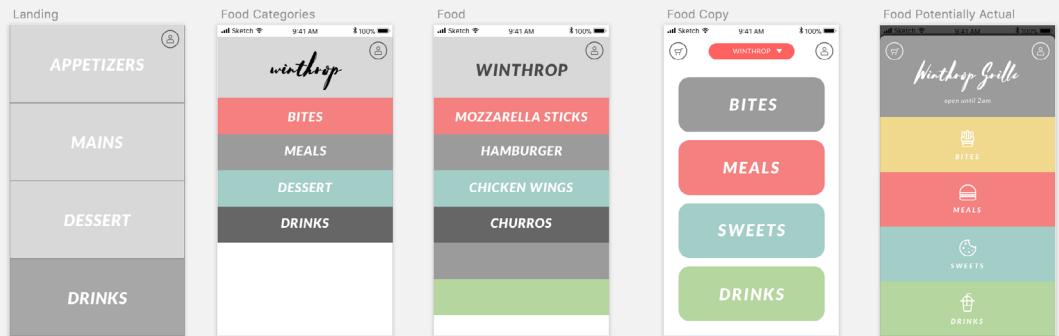


Final product:



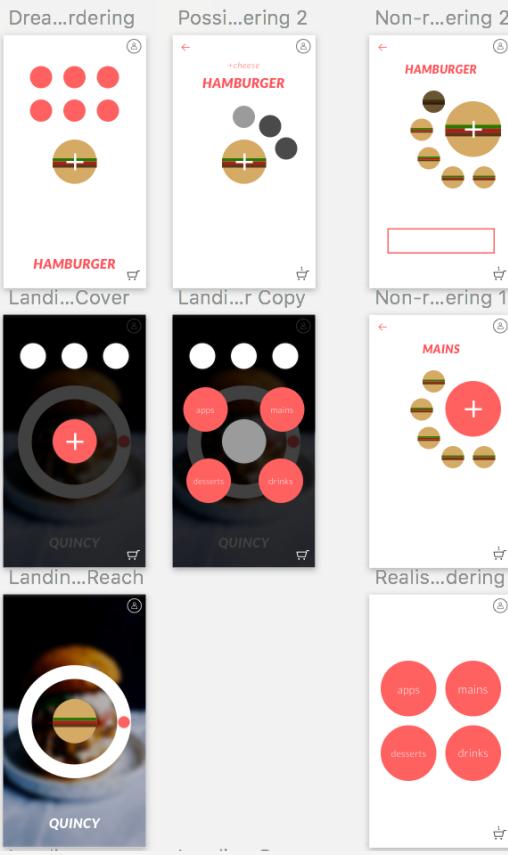
## Development of the menu screen

- curated color scheme to match playful mood of student-run grille
- added clarity on which grille & grille hours



## Evolution of grille listings page

- changed aesthetic from professional to a more quirky look
- added cards to clarify screen affordances
- swipe up for menu action inspired by Snapchat (more intuitive, ease of navigation)

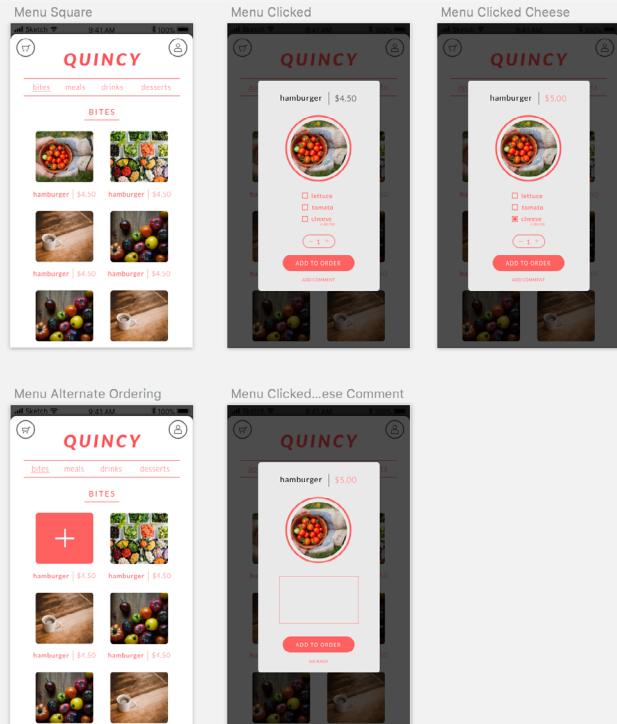


## First iteration / reach goal

- ideal look of house grilles app
- round design to amplify whimsicality vibe
- issues with achievability for developers and lack of affordances/onboarding difficulties, as it does not have the feel of a normal food-ordering app

## Second iteration

- modelled after UberEats and Postmates
- **improvements:** more visually comprehensible, ability to include photographs, prices and options a lot more obvious
- **weaknesses:** further research showed that images would be more detrimental than beneficial, in-person observation showed that there were very few choices/ options for food and that people preferred to just order the item as a whole instead of customizing it



# mem

## SUMMER 2017 PASSION PROJECT

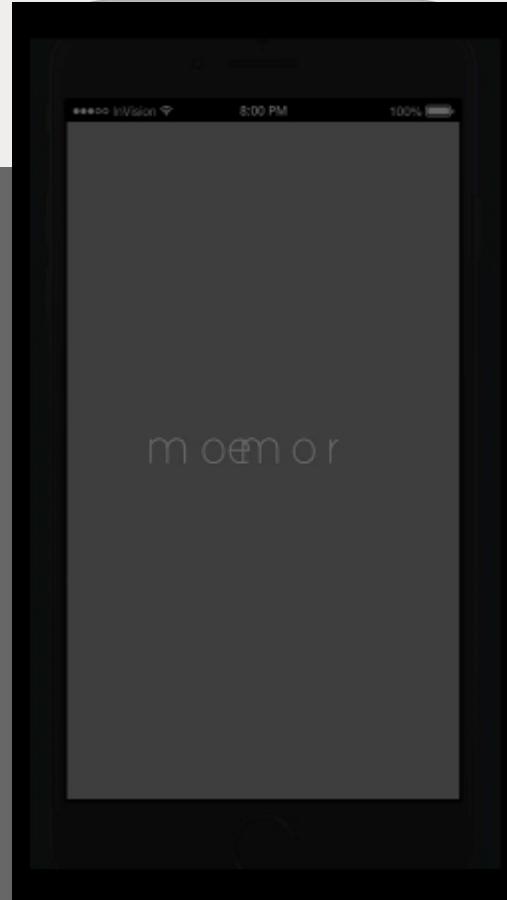
Rethinking the way people journal, targeting users who do not have the time and motivation to write in their journals everyday

- 1 month-long product creation process

- **the problem:**

- hard to consistently write in journal (negative feedback loop where one failure leads to high **discouragement**)
- writing feels **inauthentic**; hard to capture nuances and detail of the moment in words

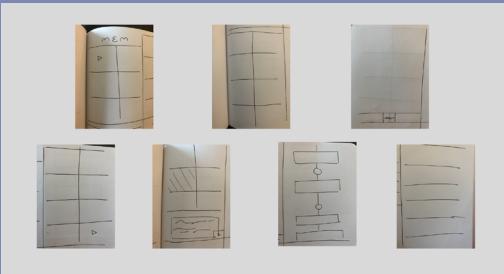
Final  
product:



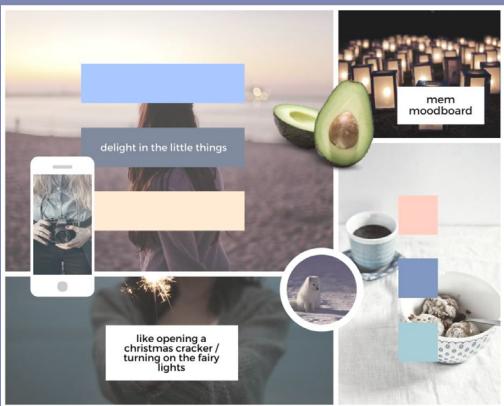
- **the solution:**

- a journal for non-journalers
- a “memory-keeper” based off of photos
- **quick & simple**: 2 taps to add photo
- **visually focused**: very little space for text (photos serve as trigger for memory)
- no dates on main view to decrease daily journalling pressure

# select slides from final presentation



## low-fi mockups & brainstorming



## mem moodboard

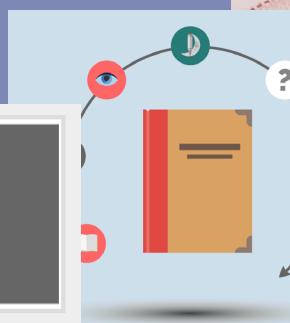
14

benchmarks

15

5

16



**Lily Grobaty**

NYU  
19  
premed  
premed

-Likes to hang out with girlfriends and explore the city on weekends  
-Stays up late at night to finish psets  
-Usually busy but loves to stop by a local coffeeshop & figure out her life  
-Loves to use Insta & snap pics  
-Tries to vlog when she has the time but has not done it for a while.

-Journal quickly & on the go  
-To be able to look back at old memories without scrolling through photos  
-Keep college experiences well documented  
-#aesthetic

## ^ personas | research results v

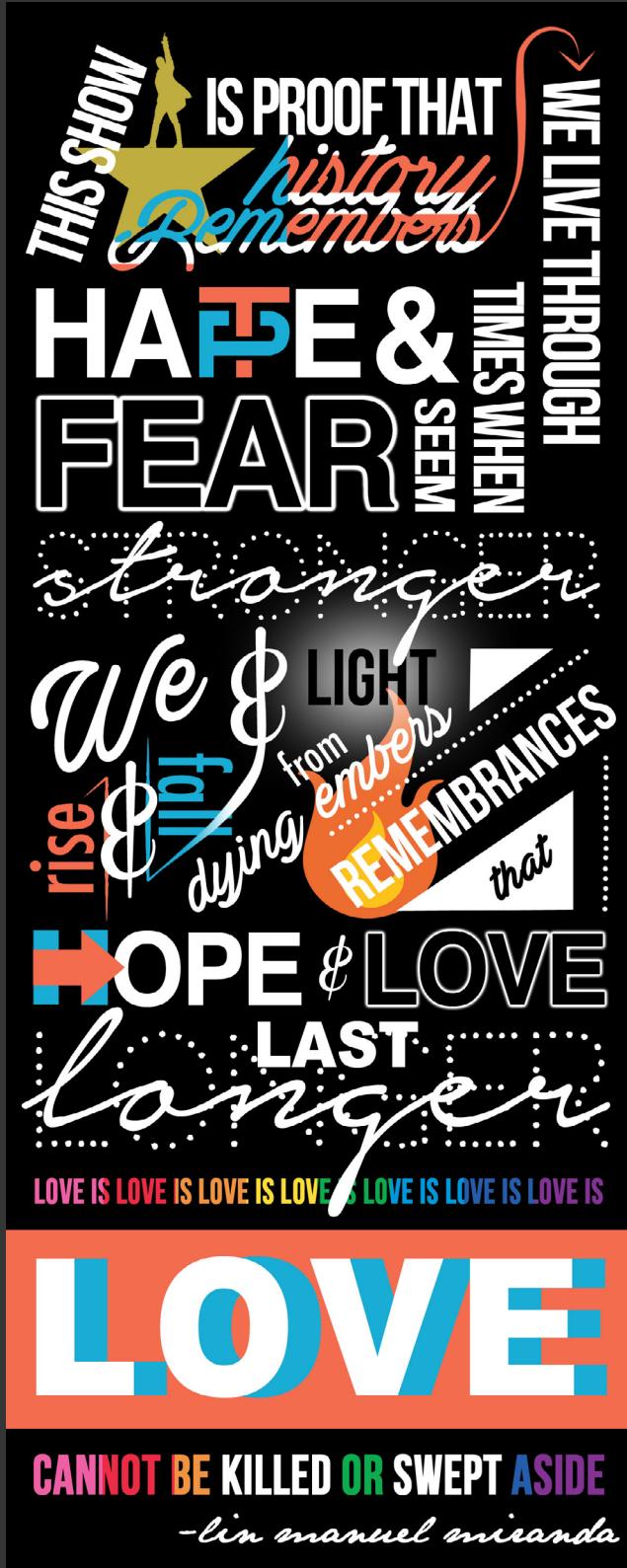
"I feel like it would take up so much time"  
"I'm being lazy I guess"  
"Takes too much time"  
"Don't have the self-discipline"  
"(momentum)"  
"I don't have something important to say every day"  
"I felt too pressured to make everything perfect so I just kind of gave up"

## journey map

easy  
convenient  
reviewable  
personalization  
de-pressurized

short input field  
prompted writing  
few button clicks needed  
easy to see previous posts  
printable version  
handwriting/voice?  
anti-checklist; anti-dates

# OTHER DESIGN WORKS



Landon Q.

@purringthunder

Raps: 2

Lyrics: 4

Battles Won: 1

I've Only Got One Slap >

Last edited: July 17, 2017

Love On The Phone >

Last edited: July 15, 2017

She Said I Don't Care >

Last edited: February 4, 2017

Joy Of My Party >

Last edited: October 13, 2016



**GIRLS WHO CODE. HOOKED. WRITEBOSTON.**

**INNOVATE.  
EMPOWER.  
IGNITE.**

oct 21, 8:30am - 3pm  
northwest labs



THE IGNITING INNOVATION  
SUMMIT ON SOCIAL  
ENTREPRENEURSHIP

**hrmdc presents**

(time)  
**november 9**  
(time)  
**november 10**  
(time)  
**november 11**

**theories**