

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:

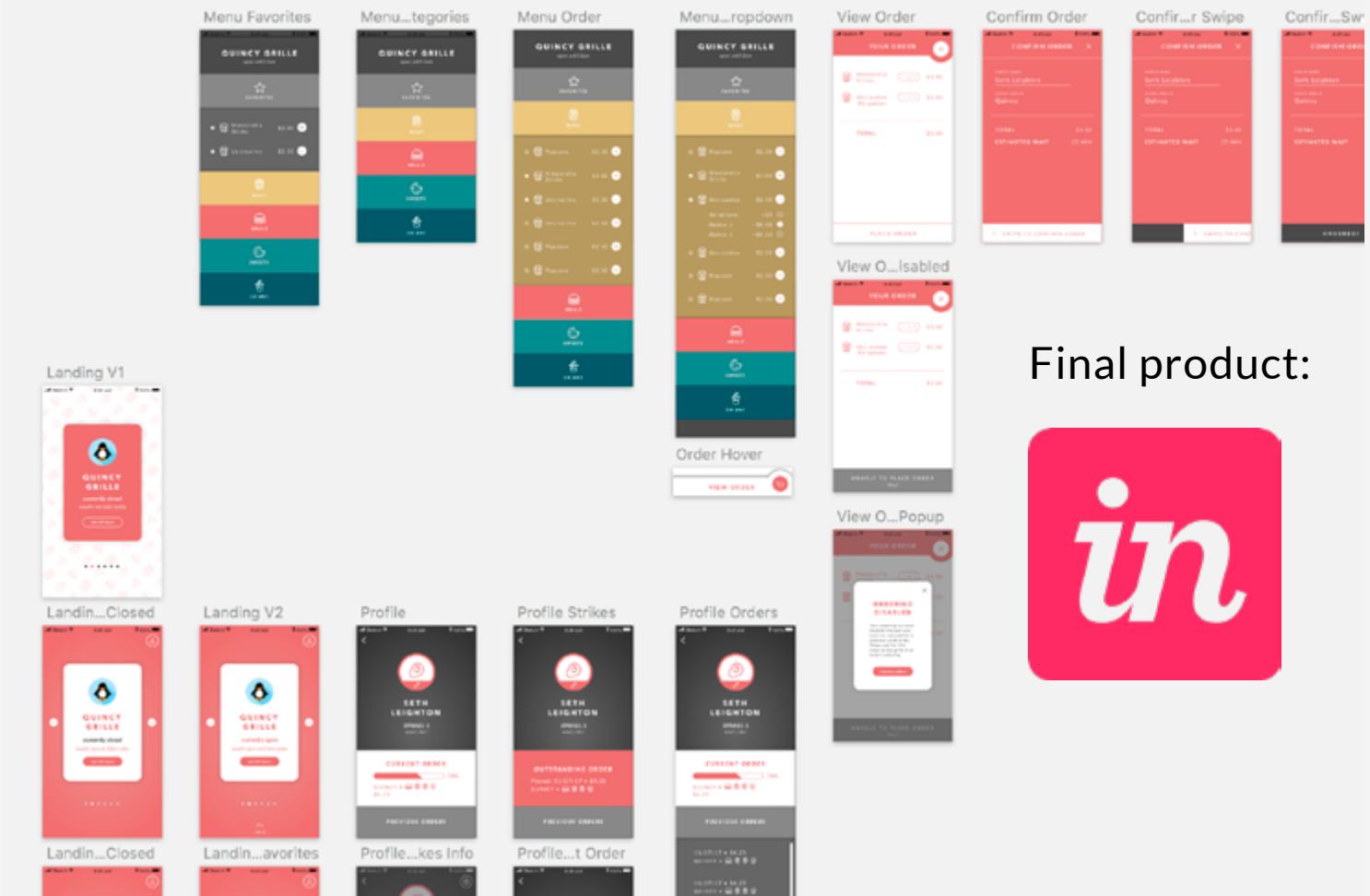
Hi-fi wireframing & MVP creation

WEEKS 6-8:

Details & bug-testing with developers

HOUSE FALL 2018

GRILLES

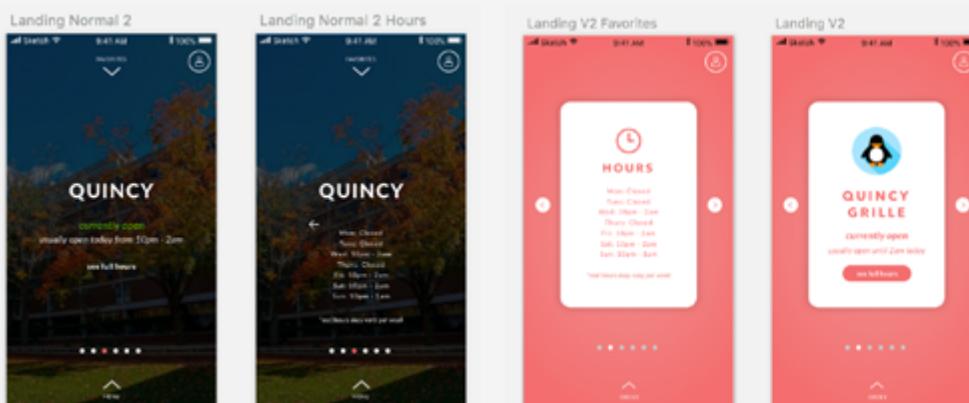
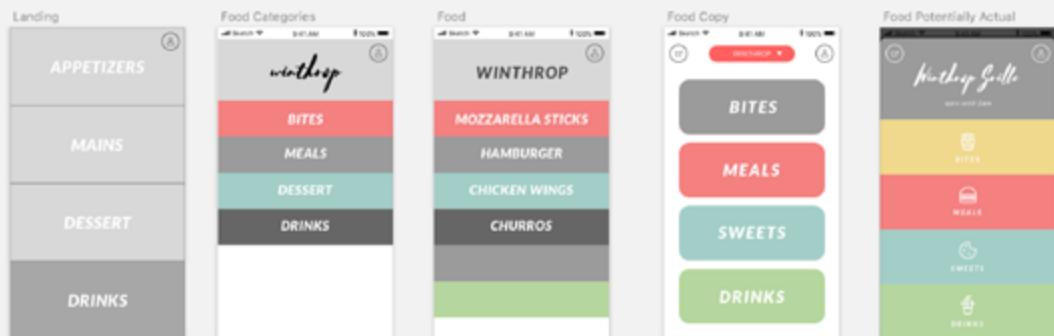


Final product:



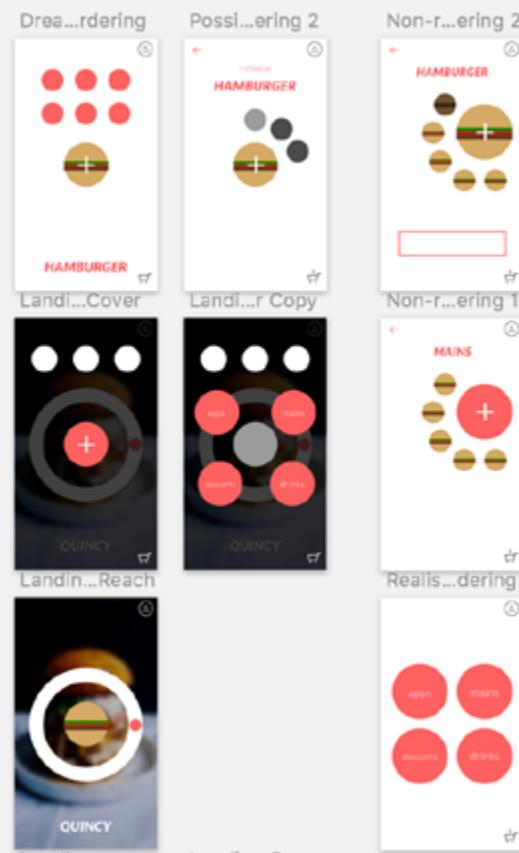
Development of the menu screen

- 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)

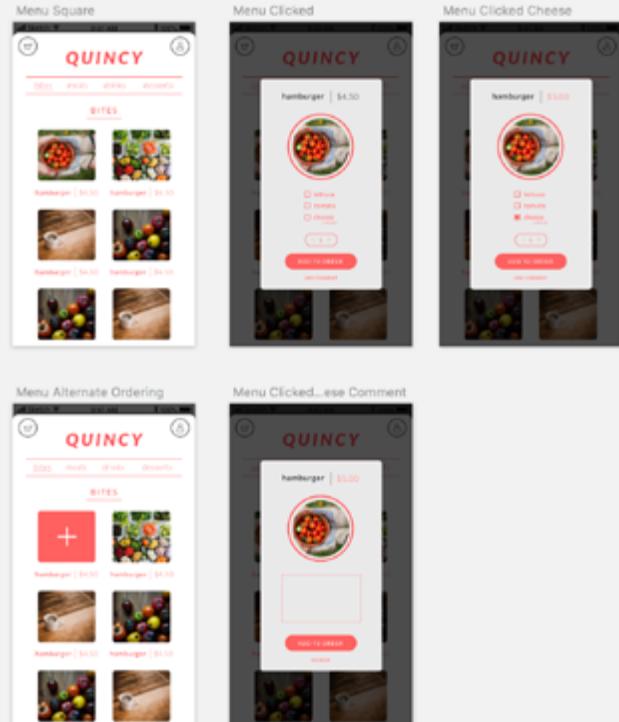


First iteration / reach goal

- 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

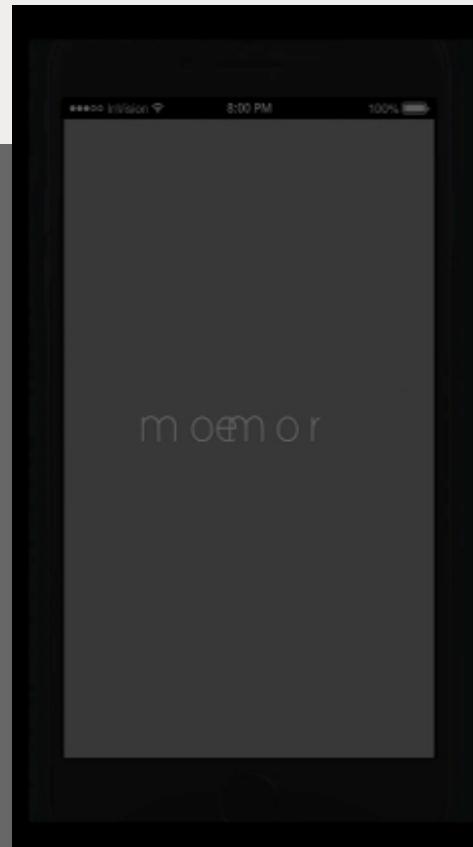
Rethinking the way people journal, targeting users who do not have the time and motivation to write in their journals everyday

- 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

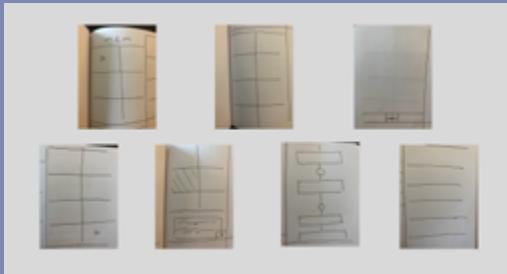
Final
product:



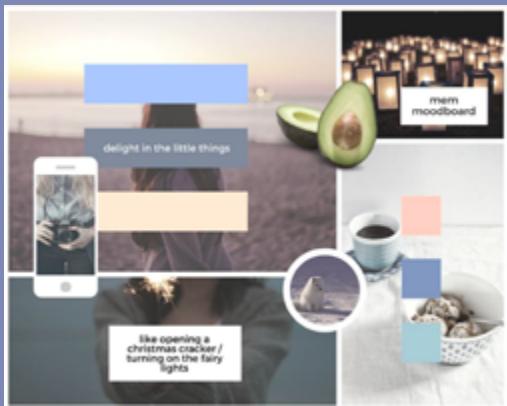
- **the solution:**

- 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

-Likes to hang out with girlfriends and explore the city on weekends
-Stays up late at night to finish projects
-Usually busy but loves to stop by a local coffee shop & figure out her life
-Loves to use Insta & snap pics
-Tries to vlog when she has the time but hasn't 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