

From Eager Beaver to Lazy Bone

Lissa Dai's Design Journey

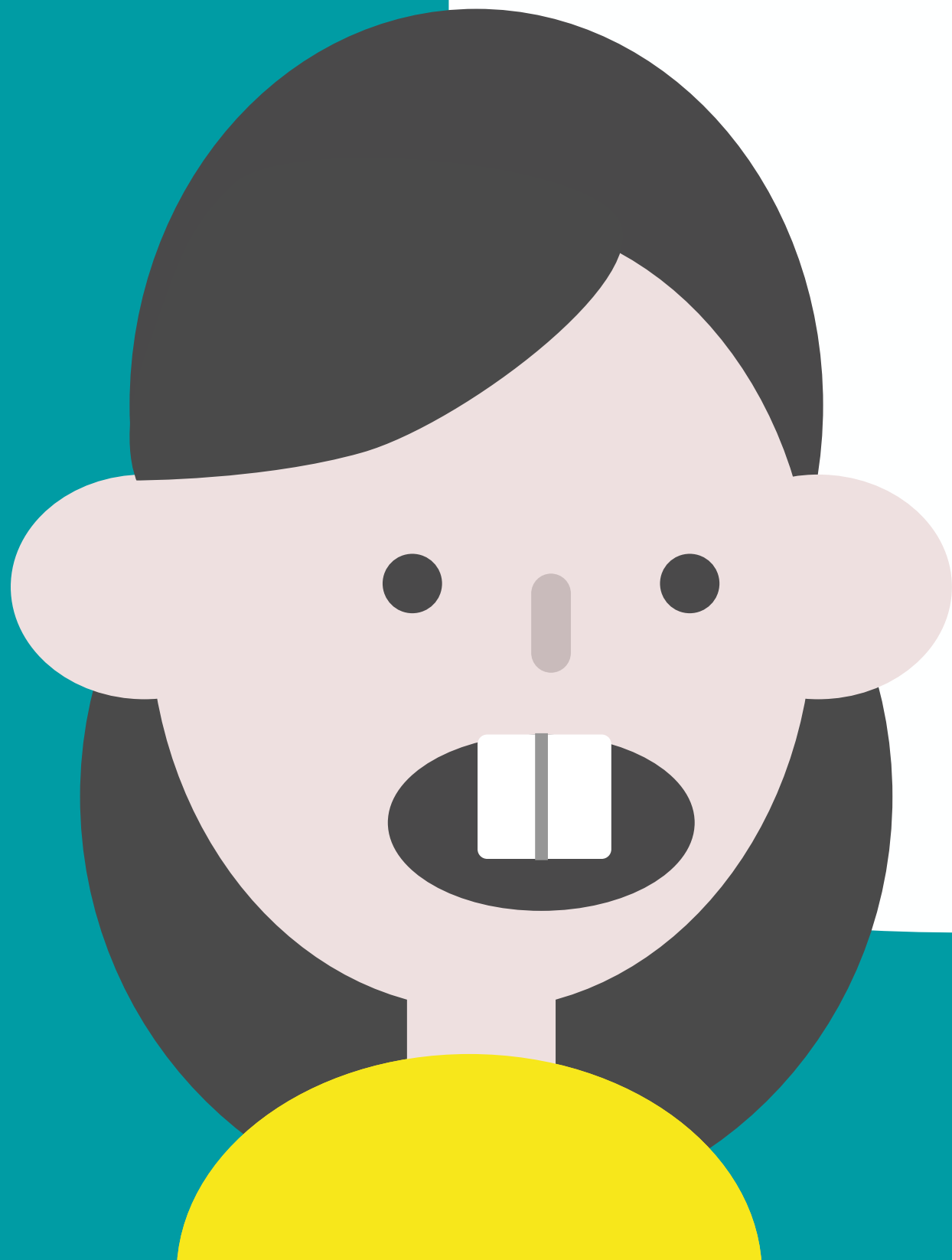


Lissa Dai 戴丽霞



Industrial Design Honor Degree

Intelligence Science and Technology



I used to be
eager at this...




User Experience · 51

 Endorsed by Aaron Marcus, who is highly skilled at this

 Endorsed by 5 of 戴丽霞Lissa Dai's colleagues at CBI China Bridge

User Interface Des... · 46

 Endorsed by Jeremy Xia and 1 other who is highly skilled at this

 Endorsed by 4 of 戴丽霞Lissa Dai's colleagues at CBI China Bridge

Illustrator · 28

P k and 27 connections have given endorsements for this skill

戴丽霞Lissa Dai is also good at...

User-centered Des... · 23

Interaction Design · 17

Photoshop · 15

Graphic Design · 8

User Interface · 6

Axure · 5

Rapid Prototyping · 6

Responsive Web D...

User Research · 6

Final Cut Pro

HTML + CSS

JavaScript · 10

Expression Blend · 3

Expression Web · 3

Dreamweaver · 3

InDesign · 6

After Effects · 3

Rhino · 2

jQuery UI · 1

AutoCAD · 1

3D Studio Max · 1

Hypershoot · 1

Vray · 1

SPSS · 1

Motion Design

Web Design · 1

Cascading Style S... · 1

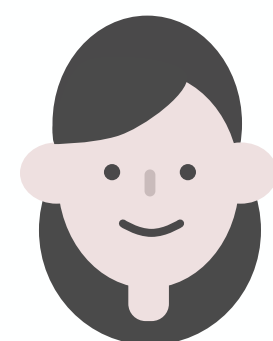
User Experience D... · 1

HTML · 5

Adobe Illustrator · 2



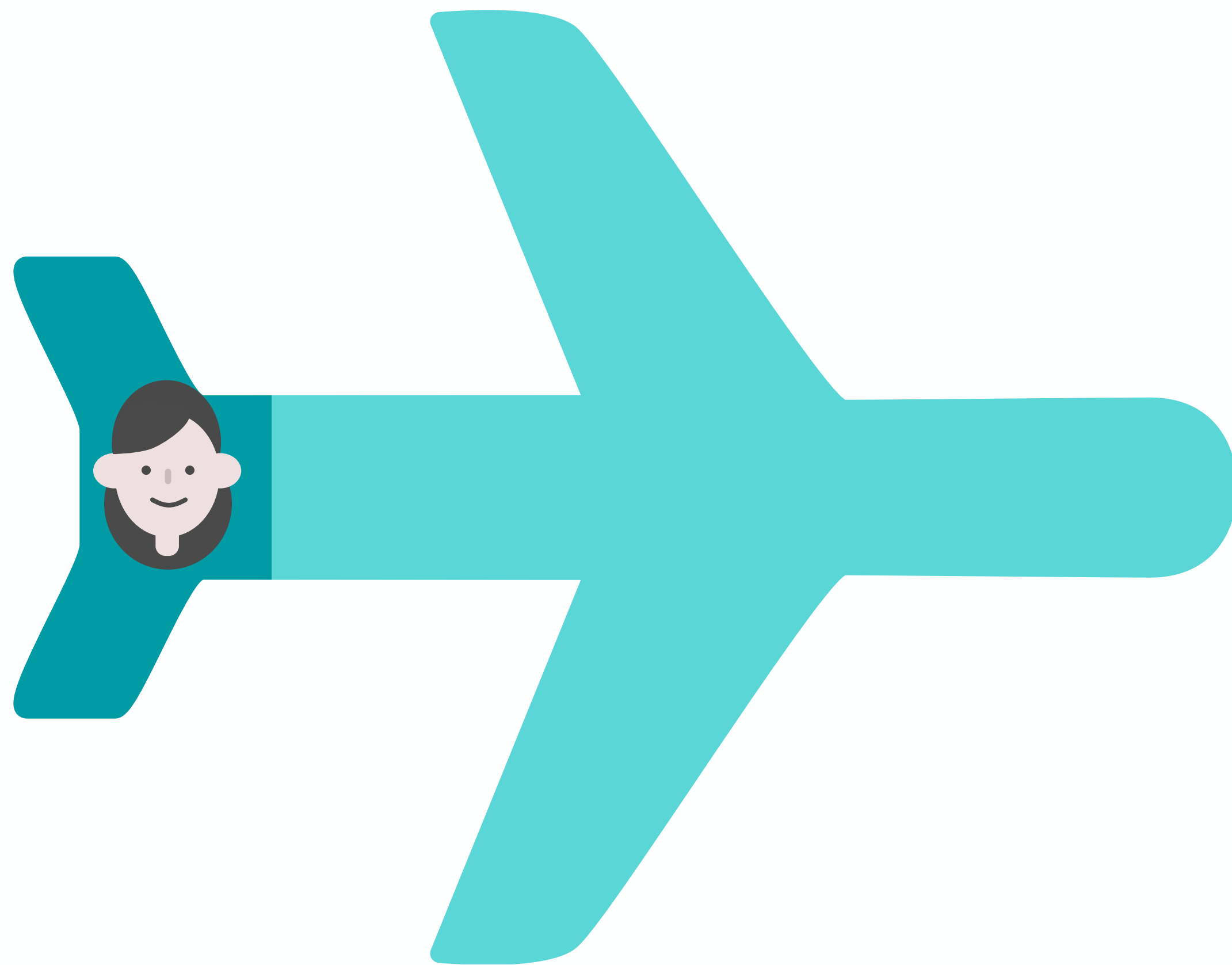
1st
Designer



2014 Experimental
Group



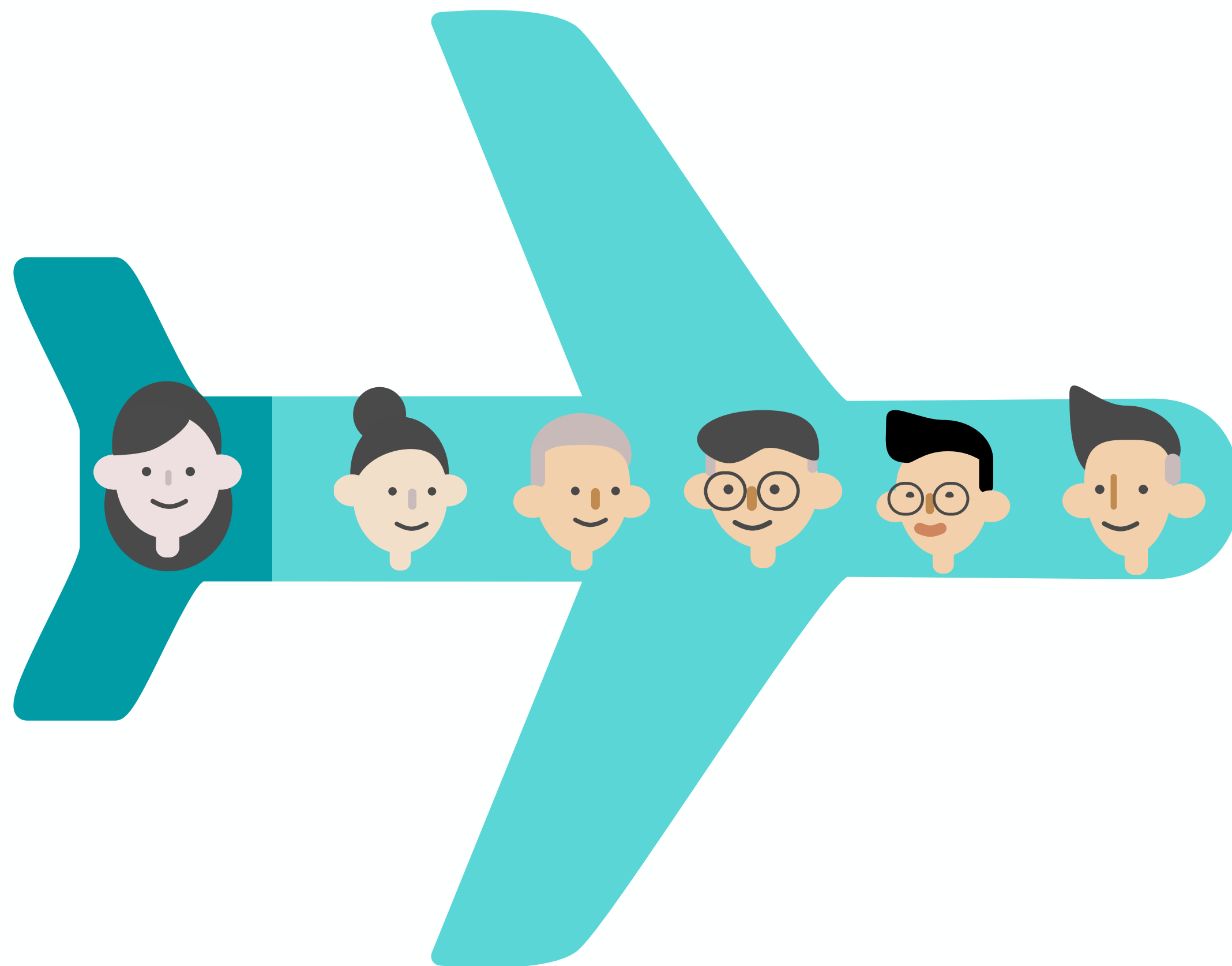
1st
Designer



2014 Experimental
Group



1st
Designer

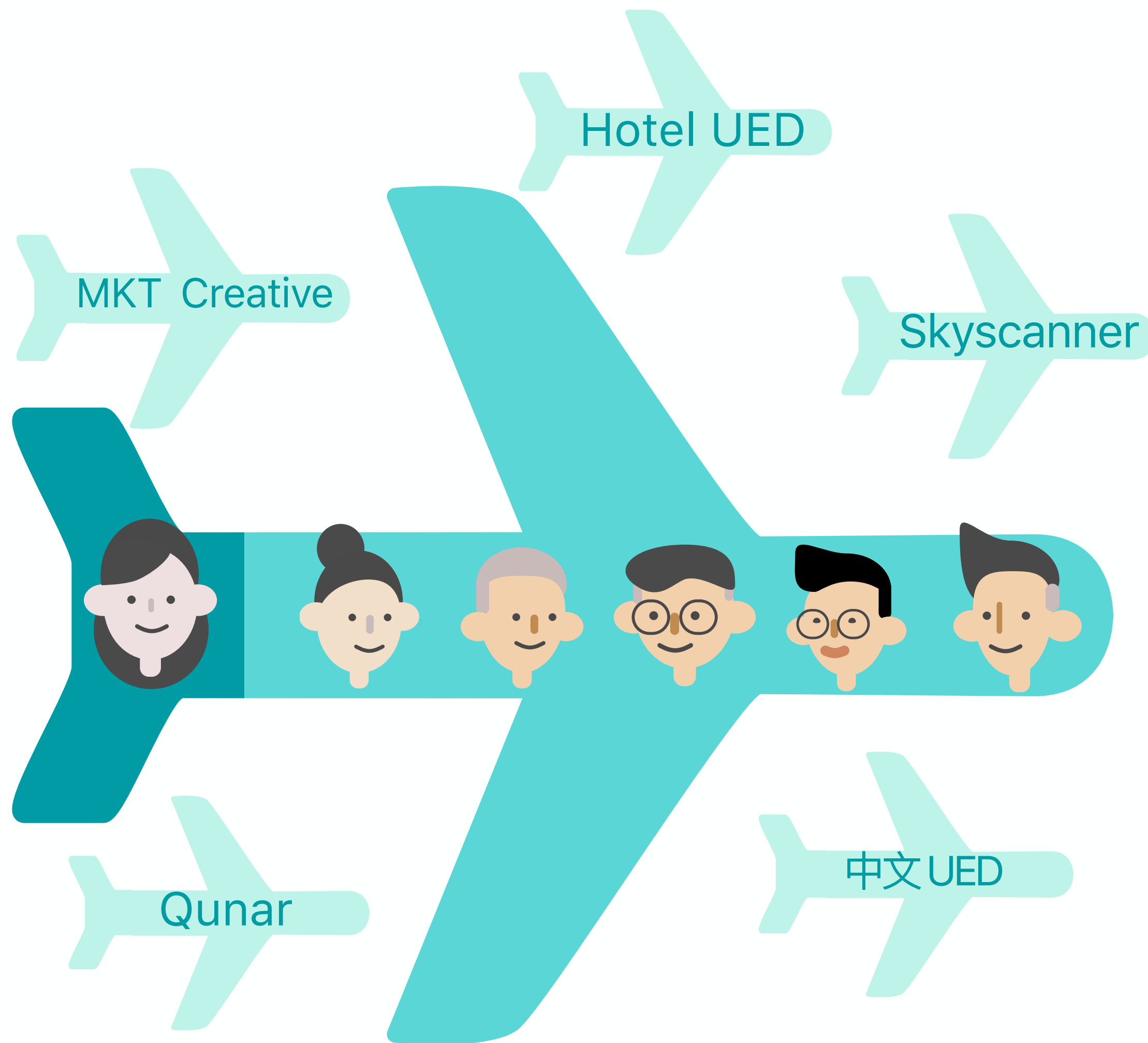


6
Design Team

2014 Experimental
Group



1st
Designer

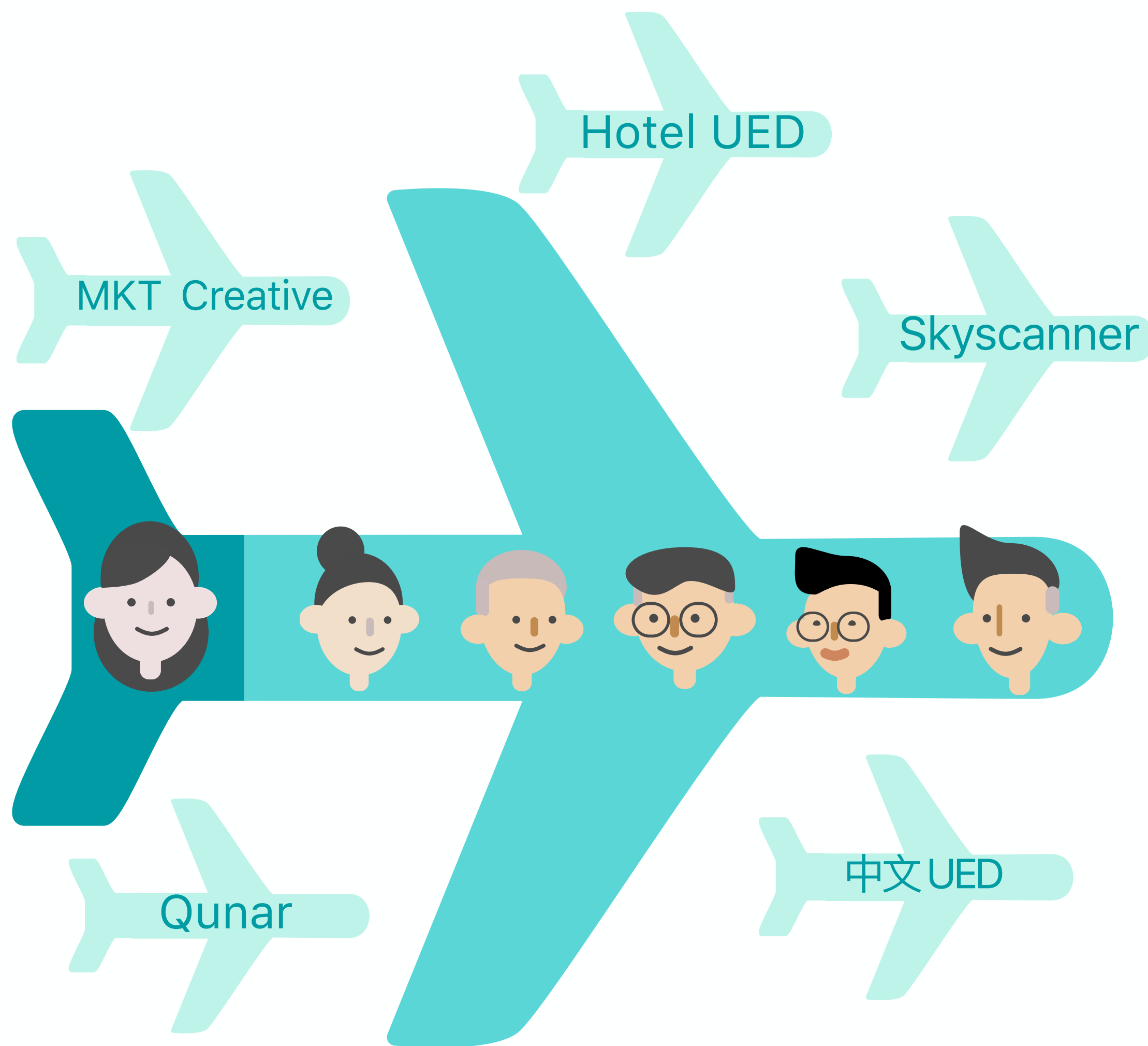


6
Design Team

2014
Experimental
Group



1st
Designer



6
Design Team

2014
Experimental
Group



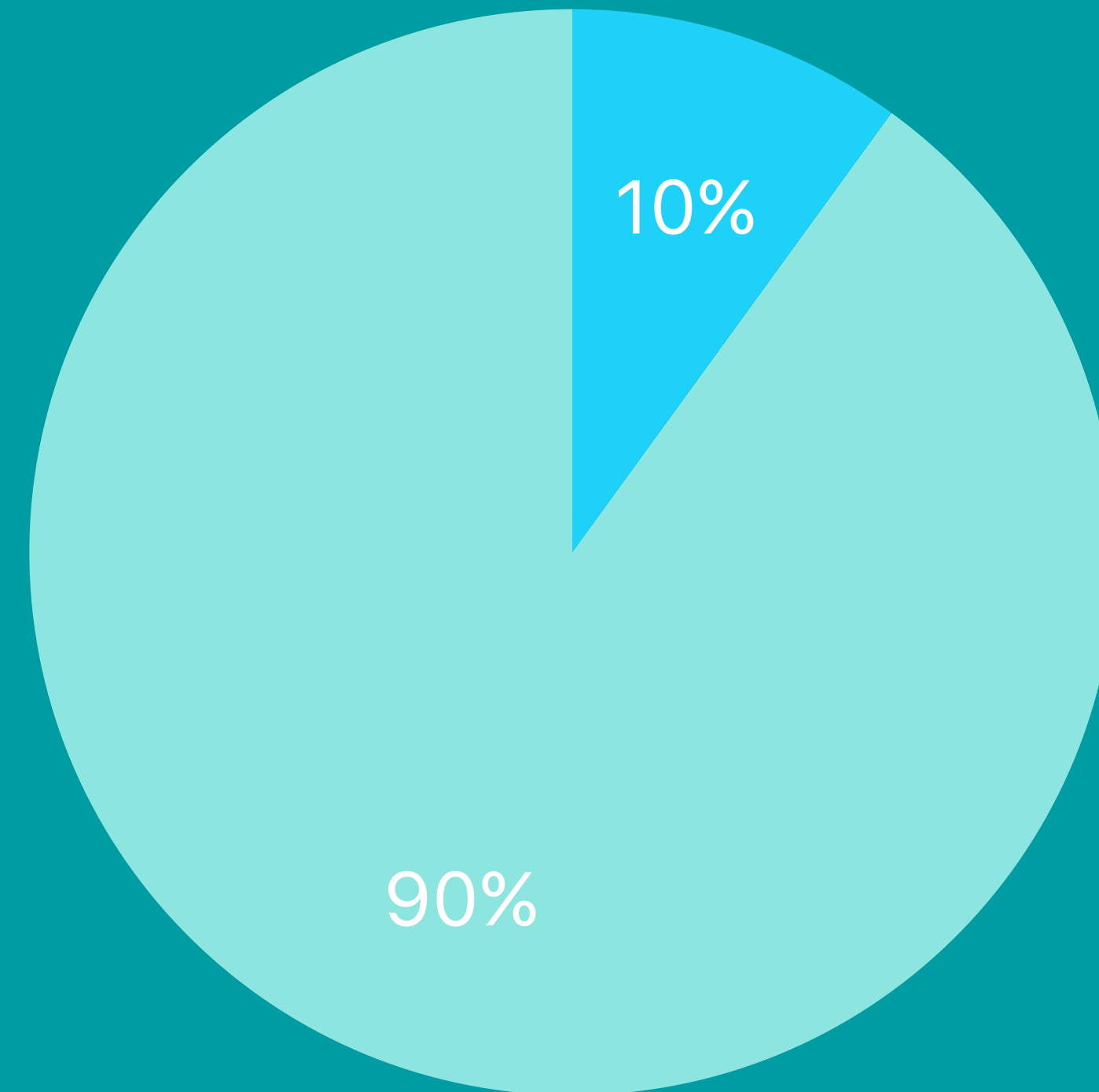
Strategic
Business Unit
Now

When my schedule began to go like this...

星期日	星期一	星期二	星期三	星期四	星期五	星期六
2月26日	二月 27日	初二 28日	初三 3月1日	初四 2日	初五 3日	初六 4日
	13:30 PR Design Screen Meeting: TBD; d4数据周(Lisa Dai) 15:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:30 小米产品发布会 10:30 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	14:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会		10:00 小米产品发布会 10:00 小米产品发布会 10:00 小米产品发布会 10:00 小米产品发布会	
5日	初八 6日	初九 7日	初十 8日	十一 9日	十二 10日	十三 11日
	13:30 PR Design Screen Meeting: TBD; d4数据周(Lisa Dai) 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	10:30 小米产品发布会 10:30 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	15:00 小米产品发布会 15:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:00 小米产品发布会 10:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	14:00 小米产品发布会 14:00 小米产品发布会 15:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	
12日	十五 13日	十六 14日	十七 15日	十八 16日	十九 17日	二十 18日
	13:30 PR Design Screen Meeting: TBD; d4数据周(Lisa Dai) 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	10:30 小米产品发布会 10:30 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	14:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:00 小米产品发布会 10:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会		
19日	二十二 20日	二十三 21日	二十四 22日	二十五 23日	二十六 24日	二十七 25日
	13:30 PR Design Screen Meeting: TBD; d4数据周(Lisa Dai) 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	10:30 小米产品发布会 10:30 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	14:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:00 小米产品发布会 10:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会		
26日	二十九 27日	三十 28日	三十一 29日	初二 30日	初三 31日	初四 4月1日
	13:30 PR Design Screen Meeting: TBD; d4数据周(Lisa Dai) 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	10:30 小米产品发布会 10:30 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 17:00 小米产品发布会 18:00 小米产品发布会	14:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:00 小米产品发布会 10:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	10:00 小米产品发布会 10:00 小米产品发布会 14:00 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会 16:30 小米产品发布会	



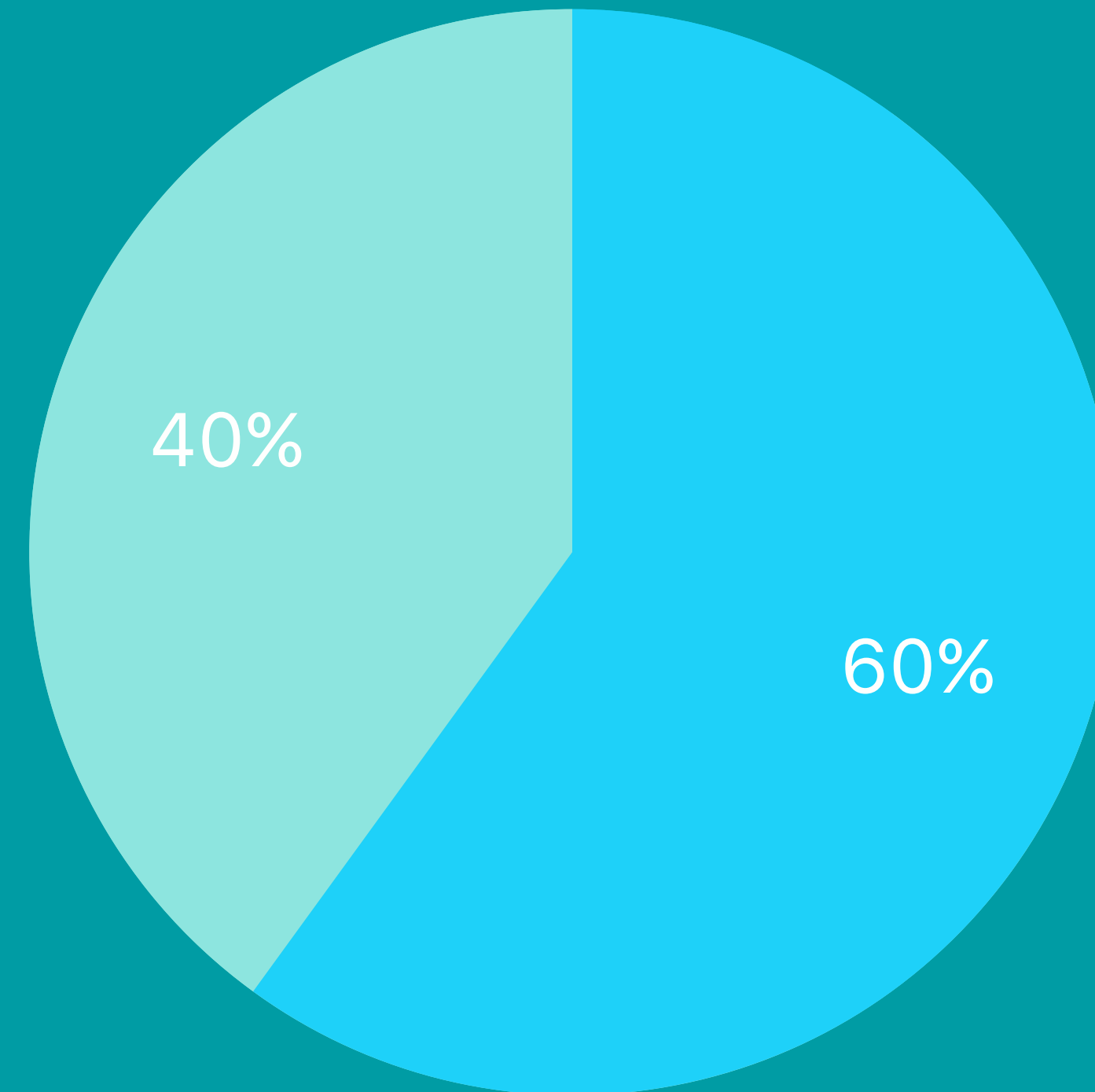
When my schedule began to go like this...



● Meeting ● Design



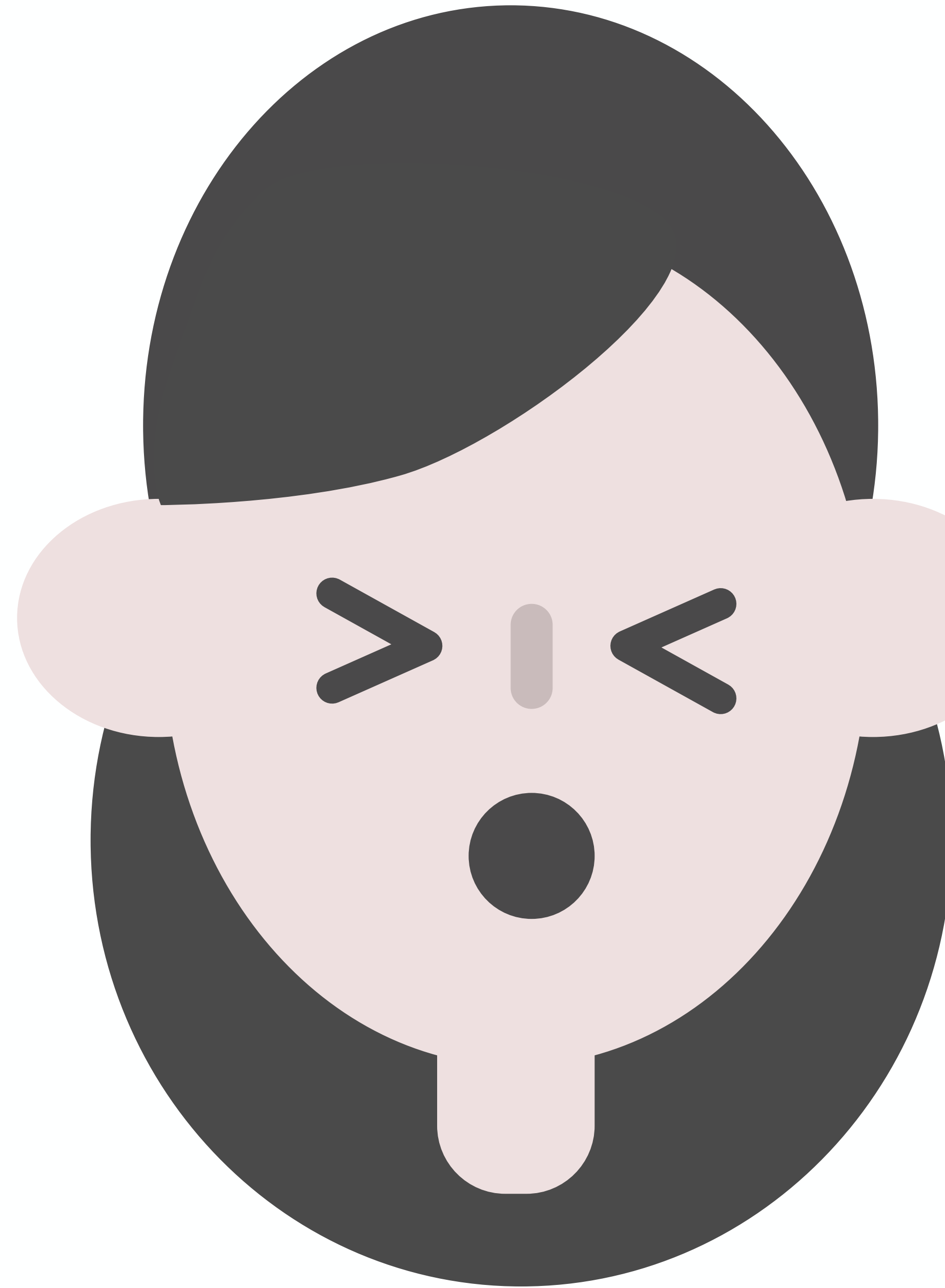
When my schedule began to go like this...



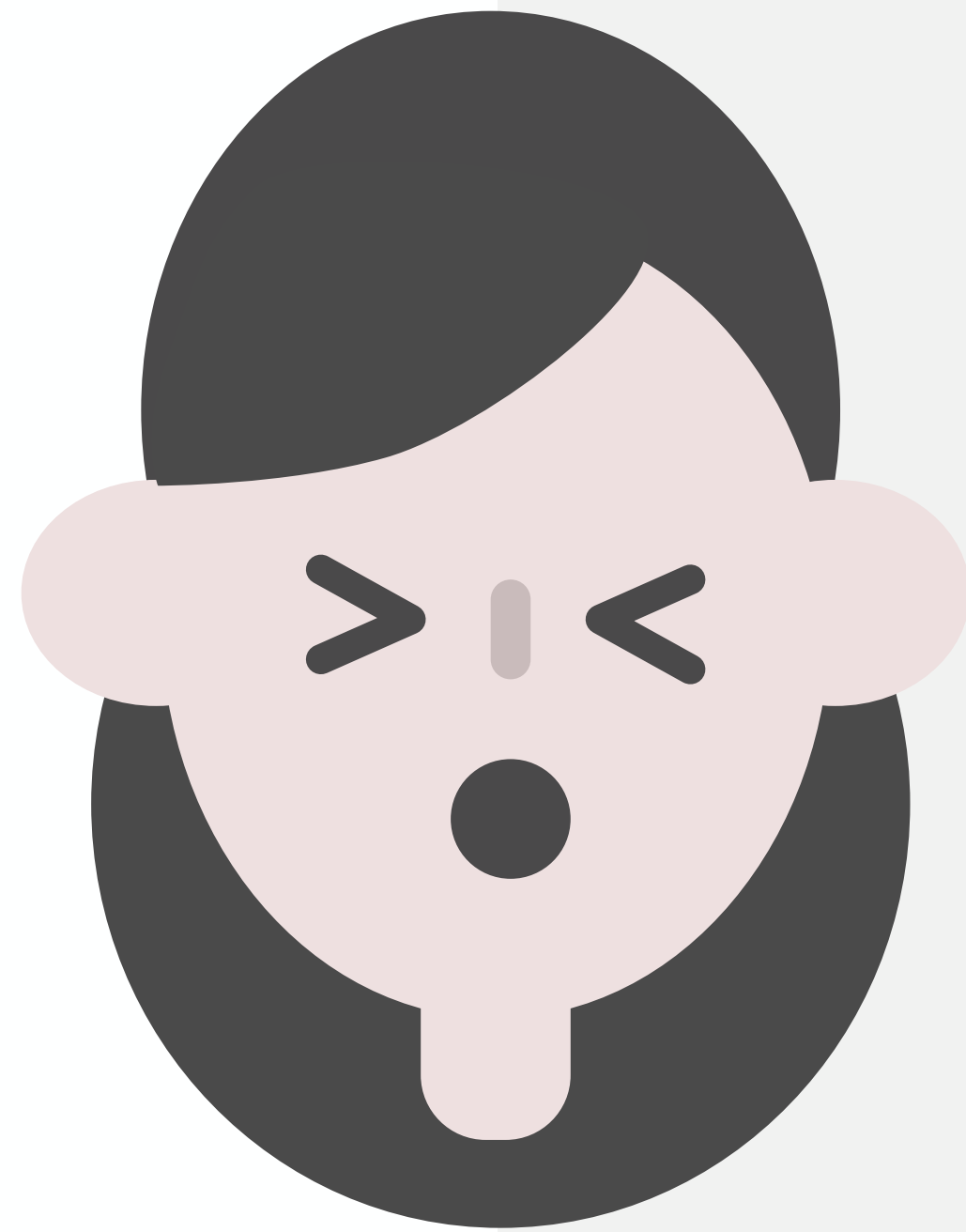
● Meeting ● Design



Eagerness
does not work!



Eagerness
does not
work!



SHORT-SIGHTED Syndrome

INNOVATION Dilemma

EGOCENTRIC Bias

1. SHORT-SIGHTED Syndrome

Focus is OK for assemble line works,
but dangerous for designers.

1. SHORT-SIGHTED Syndrome

Focus is OK for assemble line works,
but dangerous for designers.



Solve Ahead

1. SHORT-SIGHTED Syndrome

Focus is OK for assemble line works,
but dangerous for designers.



Solve Ahead



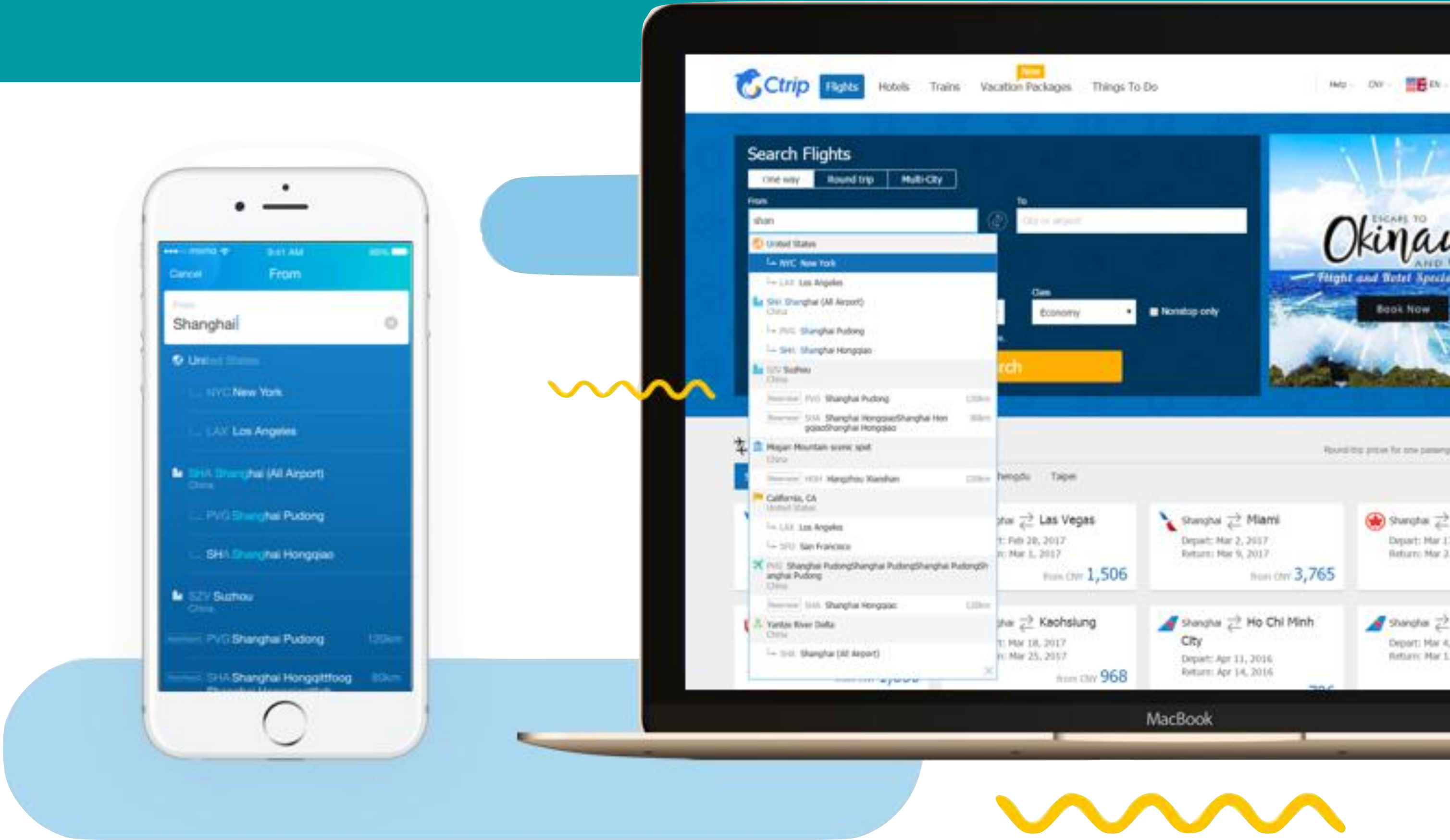
Think Wide

Solve Ahead

Project Name
POI Search

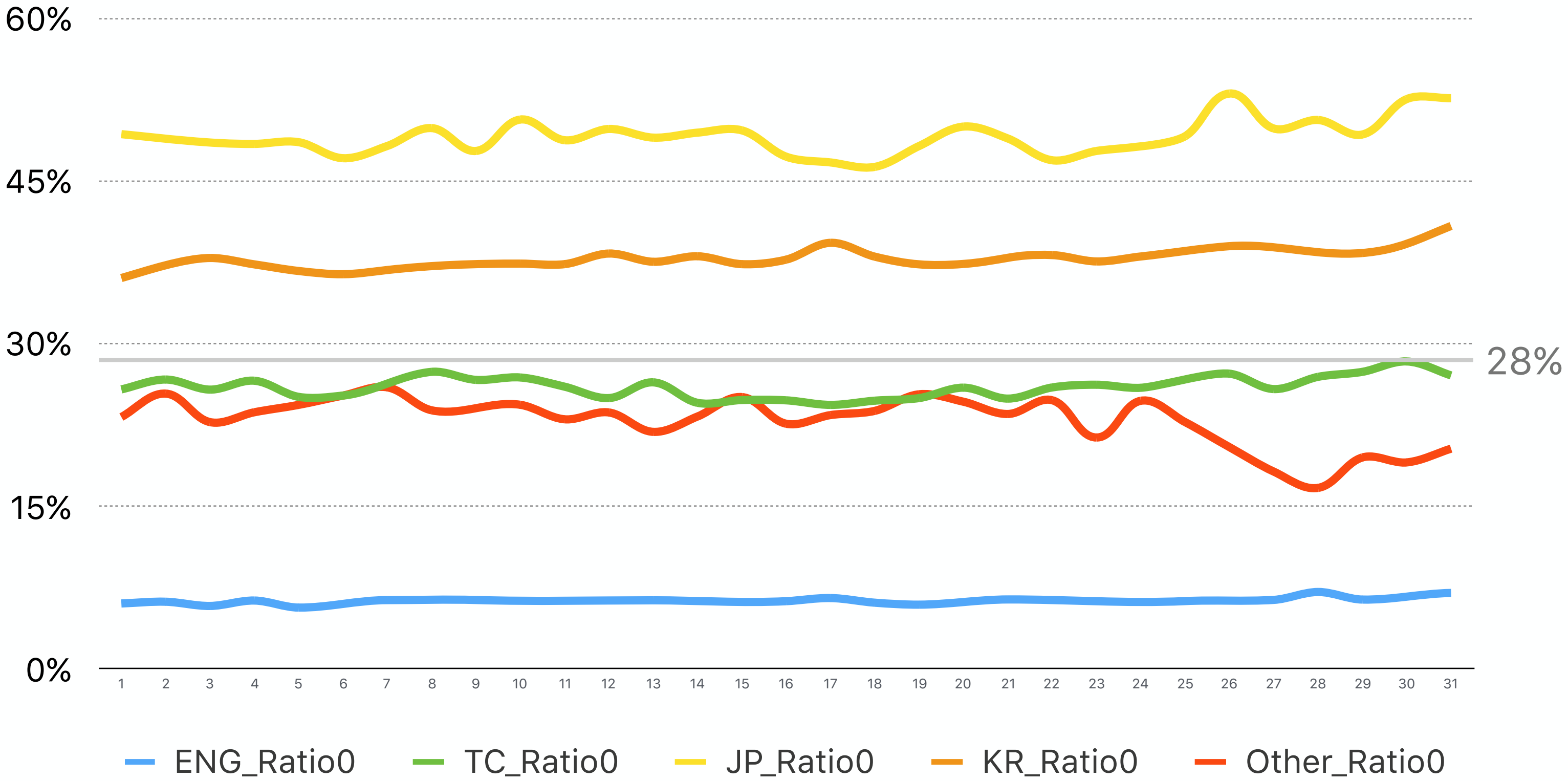
Release Time
2017.2

Platform
Online H5 App





No-result Rate before POI Search



Before Status

28%

Ctrip

25%

Competitor Benchmark

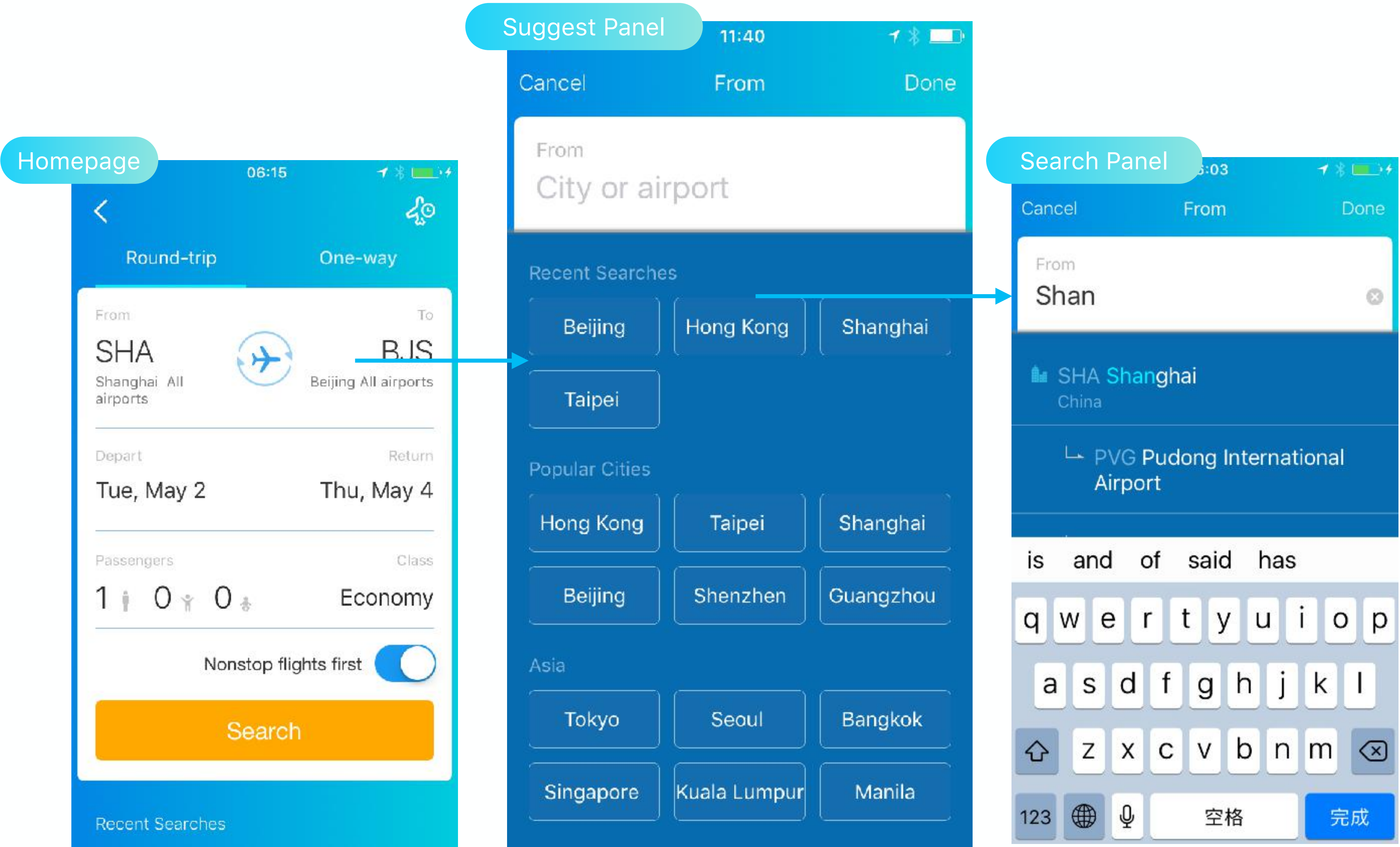
Slow Guidance

Deficient
Data

Low
Compatibility

Guidance Ahead

If user can find the ideal destination easily, why they need to search?



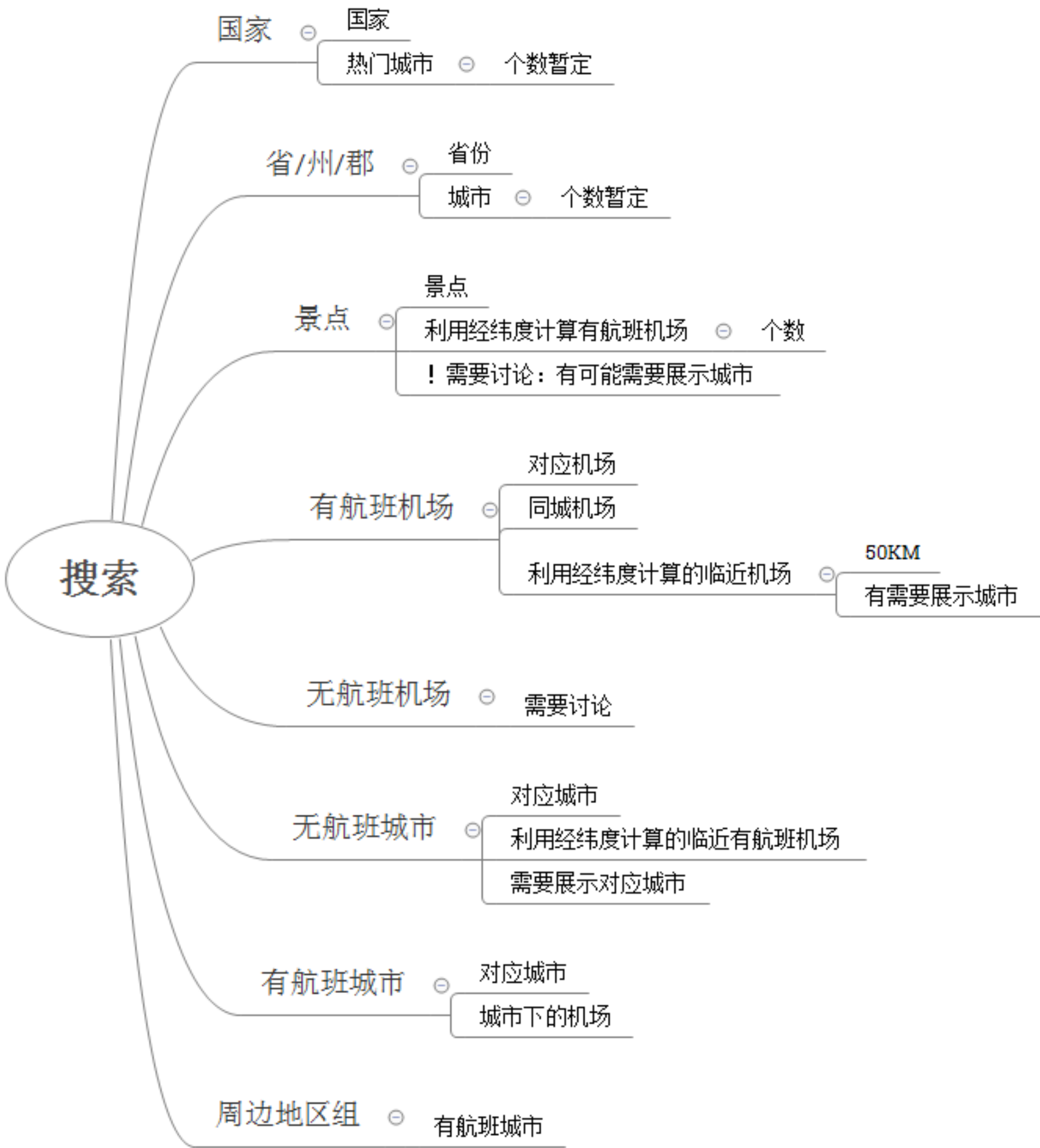
Default and history value

Popular Cities for different region/country.
70%+ coverage

Input and search optimization

Richened data

Design for more data types but less recognition burden



$F(x,y,z)$ →
Dimensionality Reduction

California,CA United States	
L	LAX Los Angeles
L	SFO San Francisco
L	SAN San Diego
L	SJC San Jose
L	FAT Fresno

Output
Mental model

Input
Implementation model

Engineers are users

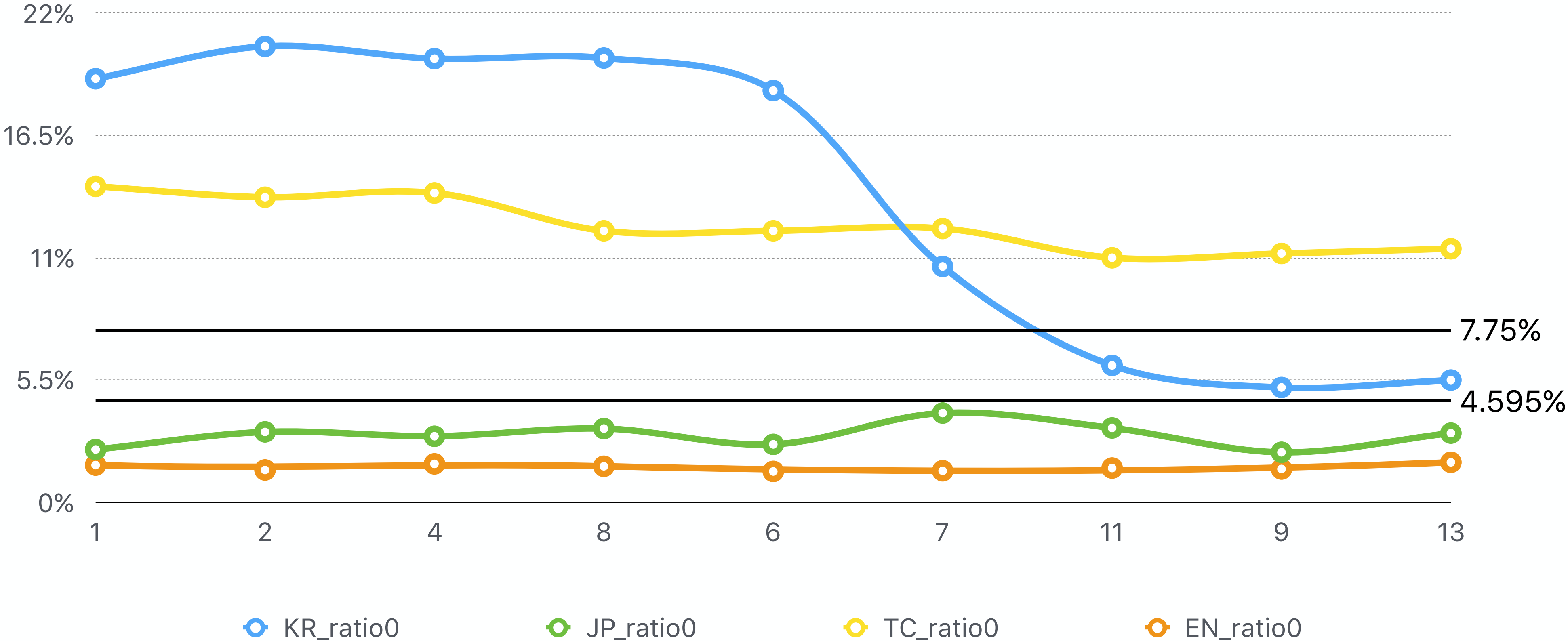
This privilege only works for development!

High structured
and reflected docs
help them be more
efficient and less
buggy!

	结构	示例	下挂	邻近	可选/不可选
国家	<div><div>✕</div><div>国家名</div><div>其他语言</div></div>	<div><div></div><div>United States</div></div> <div>• 国家和省市图标类型可简化处理为一类</div>	热门城市	无	不可选
省/州/郡	<div><div>✕</div><div>省名</div><div>省二代</div><div>国家</div><div>其他语言</div></div>	<div><div></div><div>California, CA</div><div>United States</div></div>	热门城市	无	不可选
景点	<div><div>✕</div><div>景点</div><div>省</div><div>国家</div><div>其他语言</div></div>	<div><div></div><div>Disney land</div><div>Shanghai, China</div></div>	无	有航班机场	不可选
城市	<div><div>✕</div><div>城市码</div><div>城市</div><div>国家</div><div>其他语言</div></div>	<div><div></div><div>SHA Shanghai(All Airport)</div><div>China</div></div> <div>• 增加 All airport</div>	有航班机场	无	可选
		<div><div></div><div>SZV Suzhou</div><div>China</div></div>	无	有航班机场	不可选
机场	<div><div>✕</div><div>机场码</div><div>城市</div><div>机场简称</div><div>国家</div><div>其他语言</div></div>	<div><div></div><div>PVG Shanghai Pudong</div><div>China</div></div>	无	有航班机场	可选
周边	<div><div>✕</div><div>周边景点名称</div><div>国家</div><div>其他语言</div></div>	<div><div></div><div>Yangtze River Delta</div><div>China</div></div>	有航班城市	无	不可选
下挂	<div><div>L</div><div>下挂内容</div></div>	<div><div>L</div><div>PVG Shanghai Pudong</div></div>			可选
邻近	<div><div>邻</div><div>城市码</div><div>城市</div><div>距离</div></div>	<div><div>邻</div><div>PVG Shanghai Pudong</div></div>			可选
	<div><div>邻</div><div>机场码</div><div>城市</div><div>机场</div><div>距离</div></div>				
极端处理		<div><div>邻</div><div>PVG 城市一个很长很长很长很长 50km</div><div>很长很长很长很长很长很长很的</div><div>一个机场</div><div>辅助信息</div><div>其他语言若需超出一行，新起一行完整显示其他语言</div><div>若需超出一行，新起一行完整显示其他语言</div></div>			



No-result Rate after POI Search



28%

Before



7.7%

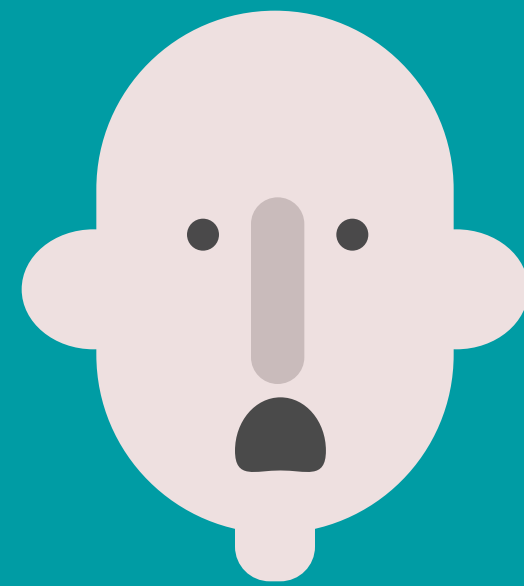
After



Project
Revamp on Booking Detail

Time
2016. 10

Platform
App



Where is my VIP Lounge, I can't check it through my Ctrip App!

Dear Guest, You've booked it through PC, you can only check it on Web.



Sort the scope

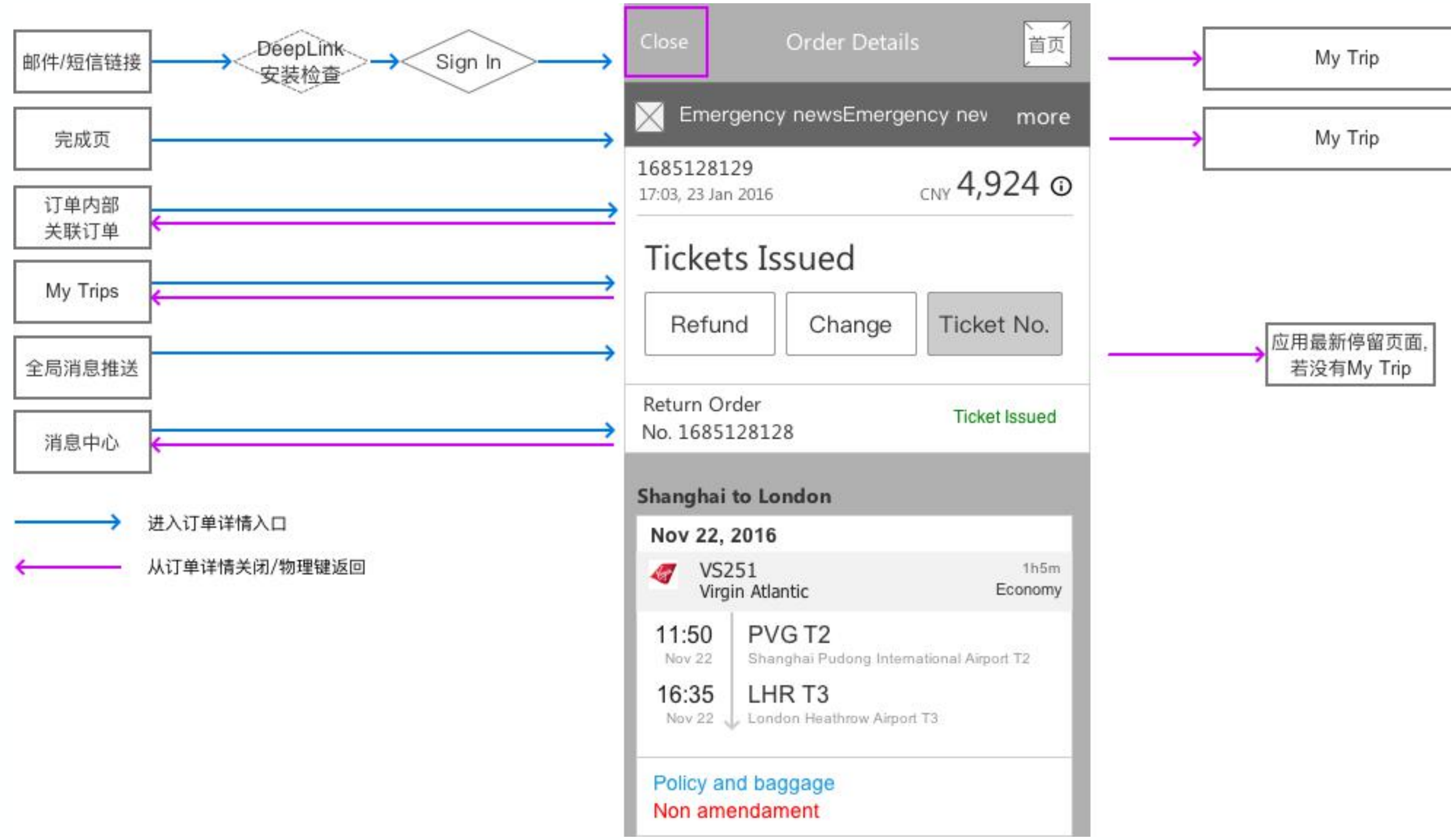
What features comes from other platform?

	App	Online(PC)	H5(Mobile Web)
A	<div></div>	<div></div>	<div></div>
B	<div></div>	<div></div>	<div></div>
C	<div></div>	<div></div>	<div></div>



Close or back

There were more entrances than I thought.



Read-only

Play an vital role on reducing complaint calls.

A

B

C

Ticket No.

Booking Number (confirmation code) for the check-in, seat selection, food purchase or luggage amount, etc.

Jul 27, 2016 Hongkong - Singapore

DAI LISSA

123-4567890123 Refunded

LI NEMO

123-4567890123

DING IRENE

123-4567890123

Aug 01, 2016 Singapore - Hongkong

DAI LISSA

123-4567890123 Refunded

LI NEMO

123-4567890123

DING IRENE

123-4567890123

D

×

日期从近到远排列

A

B

C

D

标题

票号，航司确认码

票号说明

说明航司预订码（PNR）和票号的用途
所给版本为中文现有文案

具体行程的编码

行程日期 + 城市对信息

票号（e-ticket number）

乘机人姓名

票号位数3-4-6 始终占位

票号特殊说明没有不显示

• 特殊说明产品提供
中文有 已使用，已退票，票号限制等

支持长按全选和复制，票号同

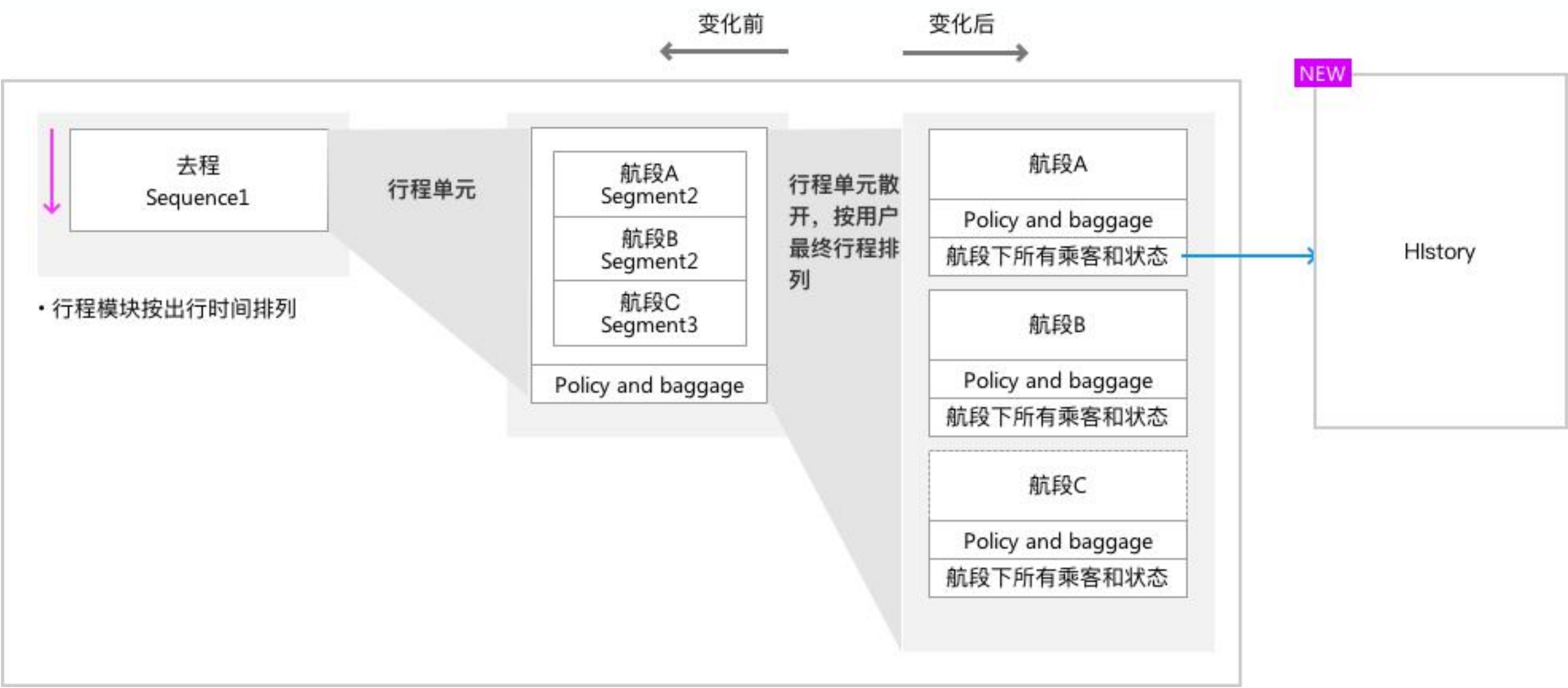
Copy

123-4567890123

再次Tap浮层或关闭按钮解散

Dealing with Changes

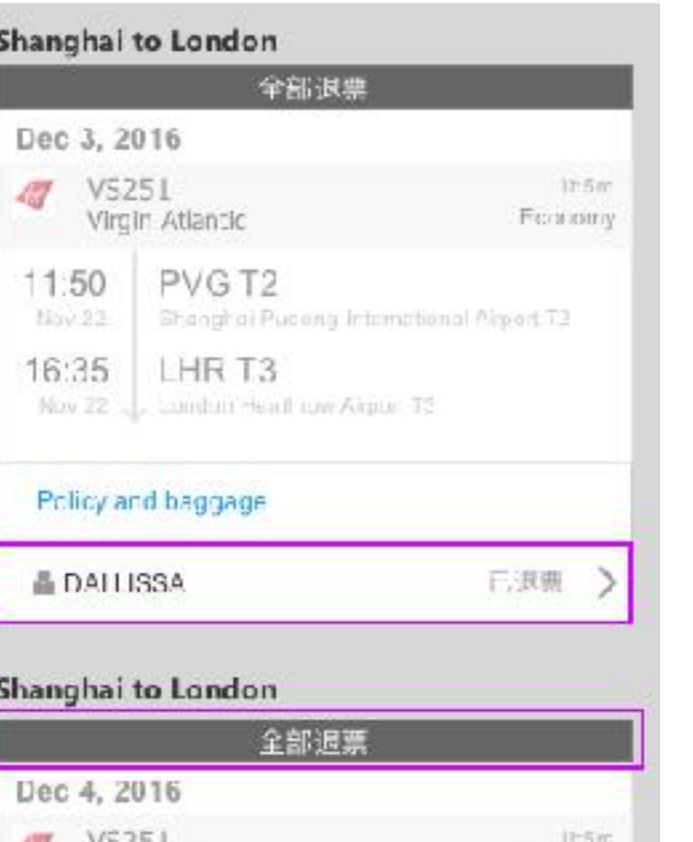
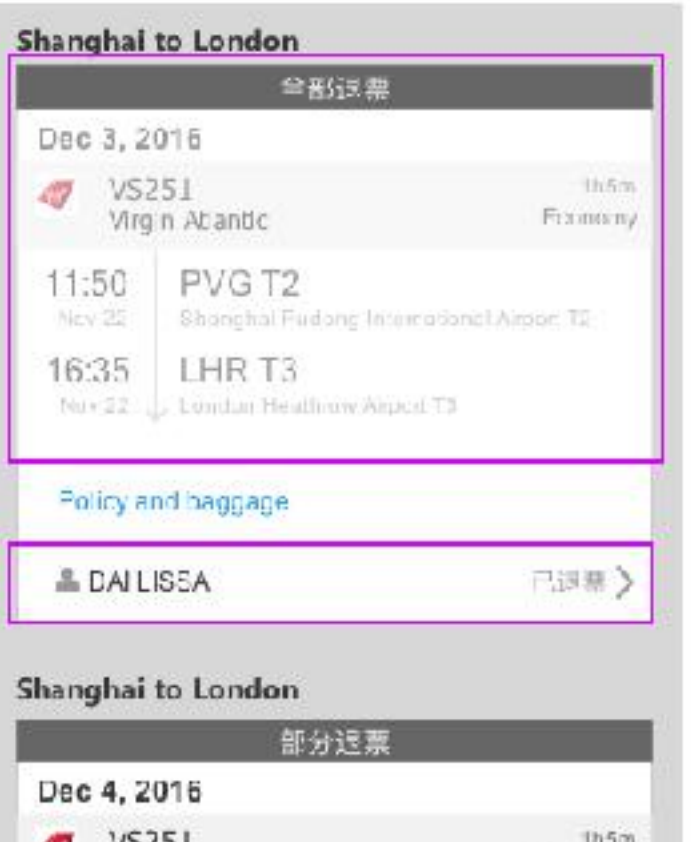
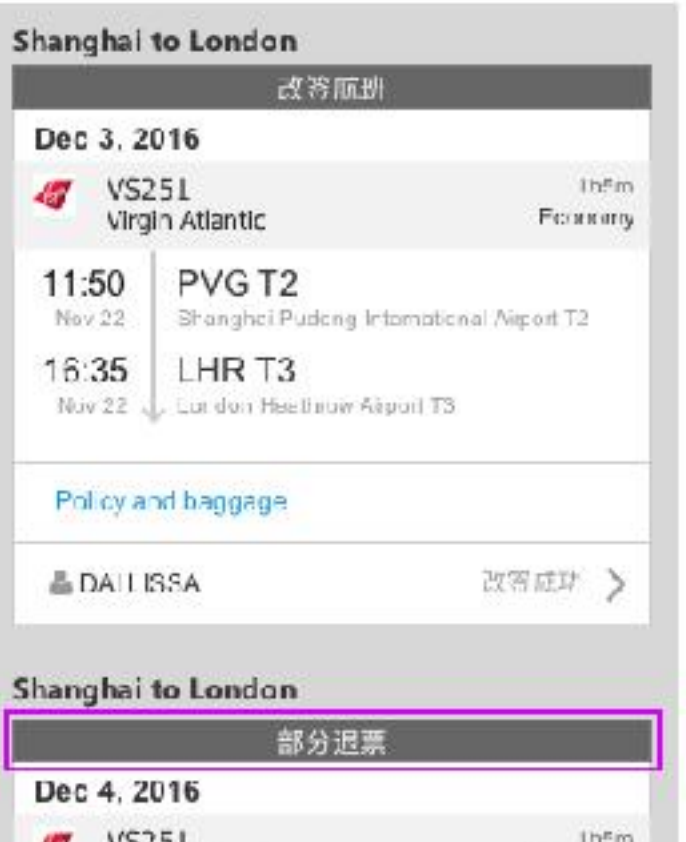
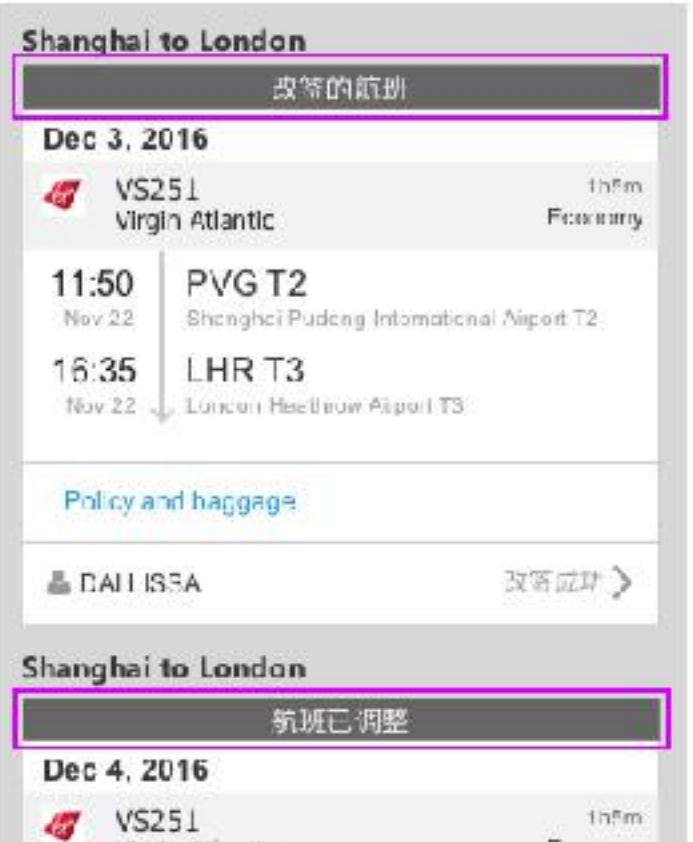
How to display time in a 2-D world?



单程, 没有发生变化 发生航变 部分乘客发生改签 航班已调整中部分乘客退票 改签的乘客退票了 原航班所有乘客全部退票



没发生变化情况下默认所有乘机人都是出行人, 只显示航班信息



2.INNOVATION Dilemma

Degrade to the past or progress to the future,
That's the question.

2. INNOVATION Dilemma

Degrade to the past or progress to the future,
That's the question.



Find the Pivot Point

2. INNOVATION Dilemma

Degrade to the past or progress to the future,
That's the question.



Find the Pivot Point



Grab the Right Slot

Find the Pivot Point

Flight to change

Depart

14 Apr 2017

15:56

Shanghai

→

New York

American Airlines

Return

14 Apr 2017

15:56

New York

←

Shanghai

American Airlines

LI/ZETOR

DAI/LISSA

SI/XIAOJUN

New date

Depart Date

22 May, 2017

Return Date

YY-YY-YY

Search

New Depart

14 Apr 2017 15:56

Shanghai

→

New York

American Airlines

Economy

Modify

Select the new return flight

Change and refund policies: Change and refund policies for the new flight will remain the same

Return Time

00:00 - 06:00

00:00 - 06:00

00:00 - 06:00

00:00 - 06:00

Origin/Depart

Delta Airlines

DL1008

06:39

PVG T1

→

06:39

PVG T1

2h24m

Flight details

Economy

USD

USD1

Delta Airlines

DL1008

DL1008

06:39

PVG T1

Non-stop

→

06:39

PVG T1

2h24m

Flight details

Economy+Business

Free

Select

Delta Airlines

DL1008

06:39

PVG T1

1 stop

→

06:39

PVG T1

2h24m

Flight details

Economy+Business

Unconfirmed

Select

2 Left

Delta Airlines

DL1008

06:39

PVG T1

2 stops

→

06:39

PVG T1

2h24m

Flight details

Business

Unconfirmed

Select

2 Left

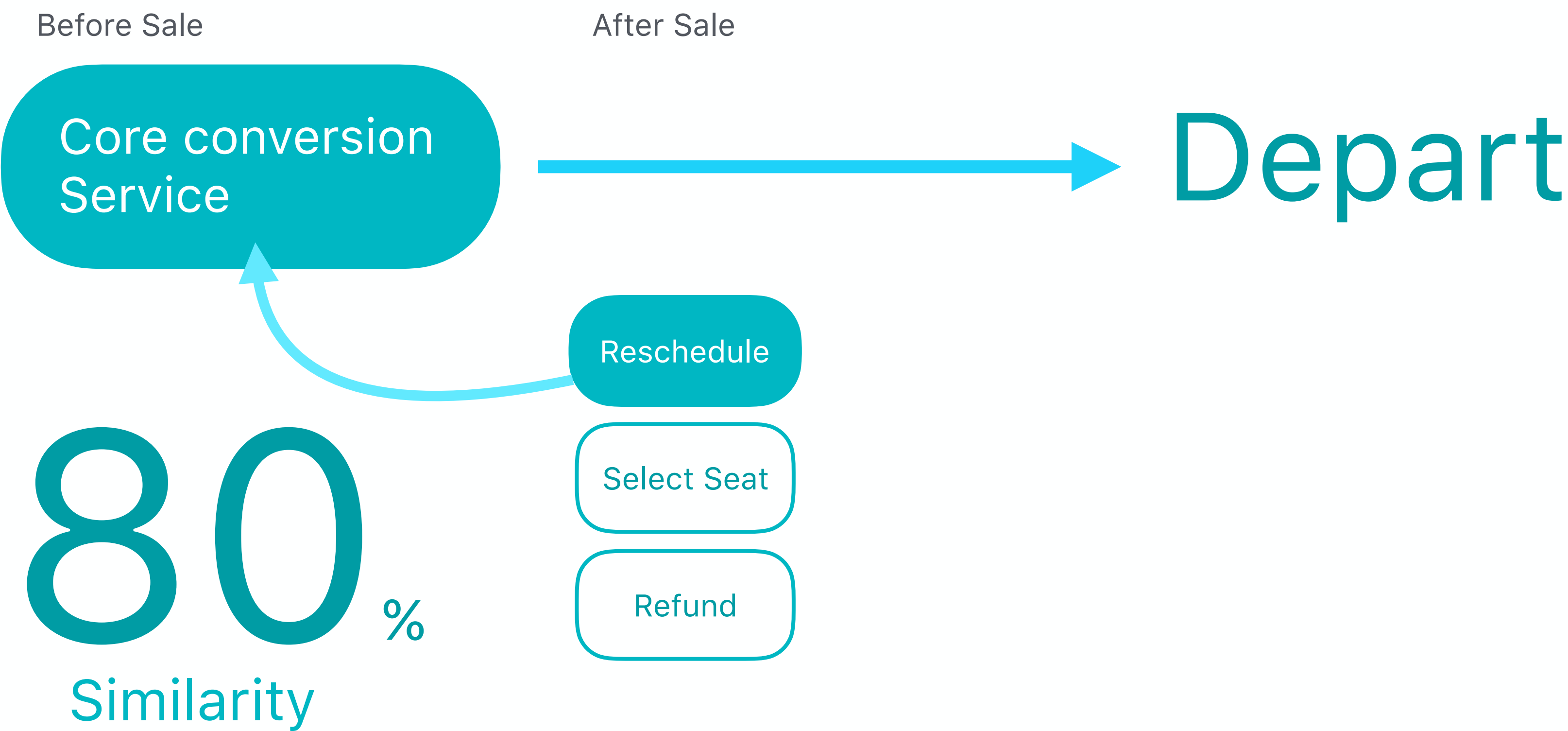
Project
Flight Reschedule

Time
2017. 1

Platform
Online



Consistency is misleading





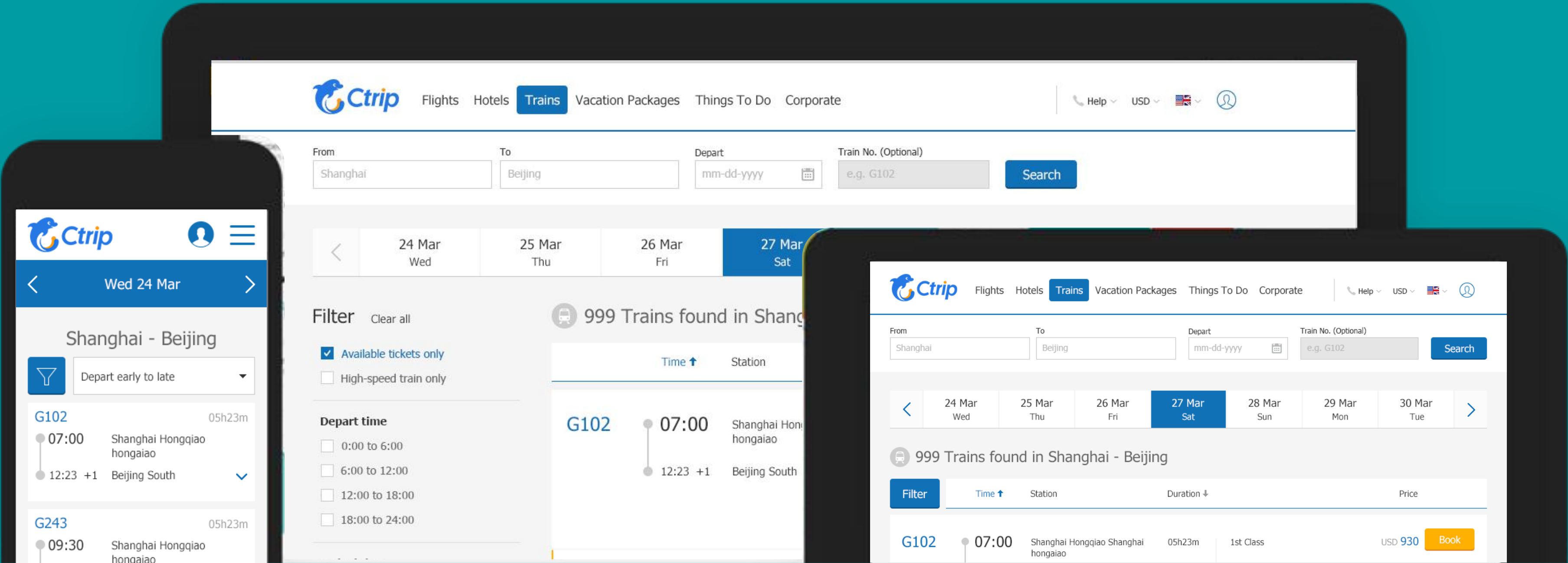
Grab the Right Slot

Project
Responsive Web Design for Train

Time
2015.12

Platform
Online H5

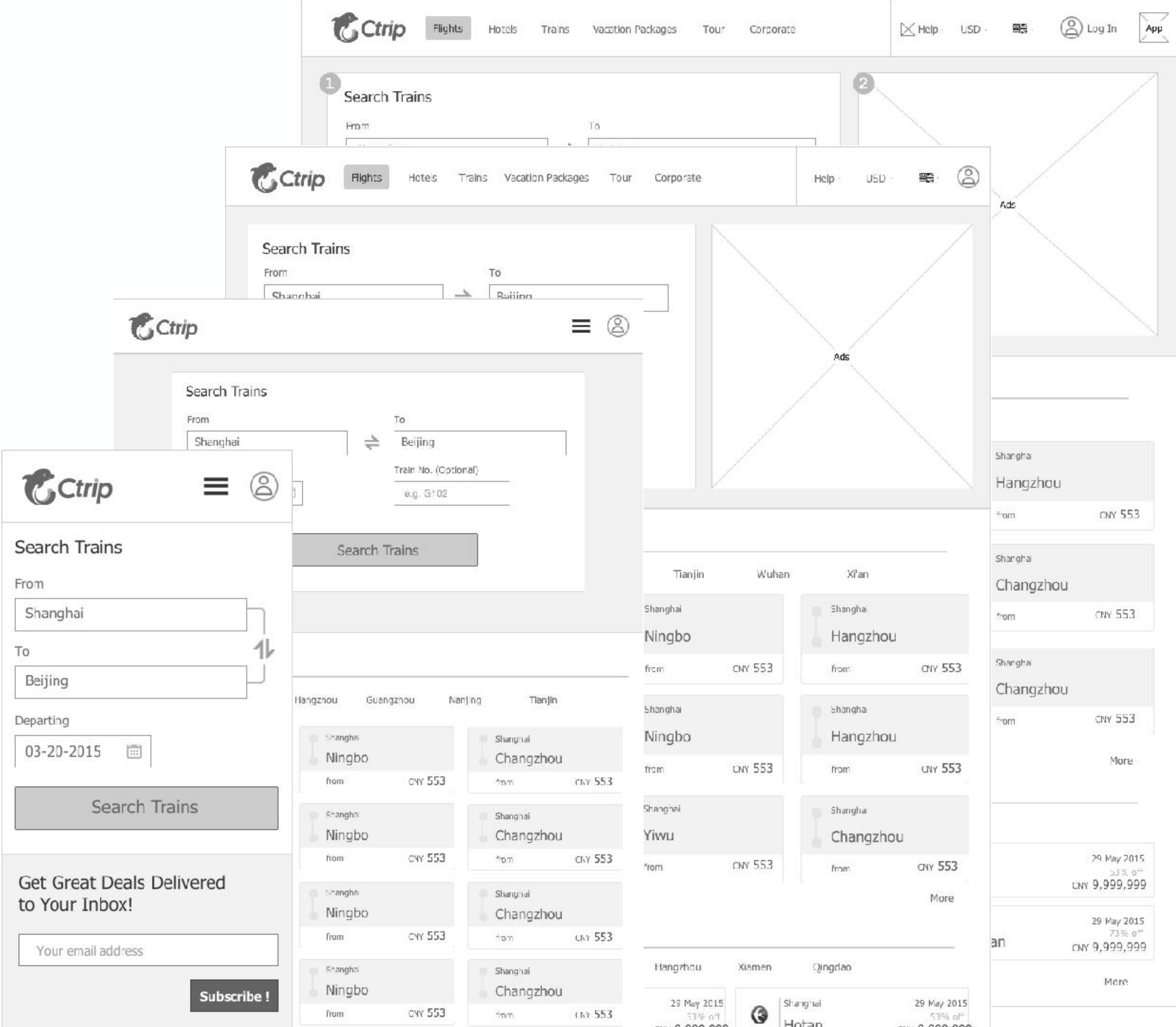
Net Profit / year
5.547,200





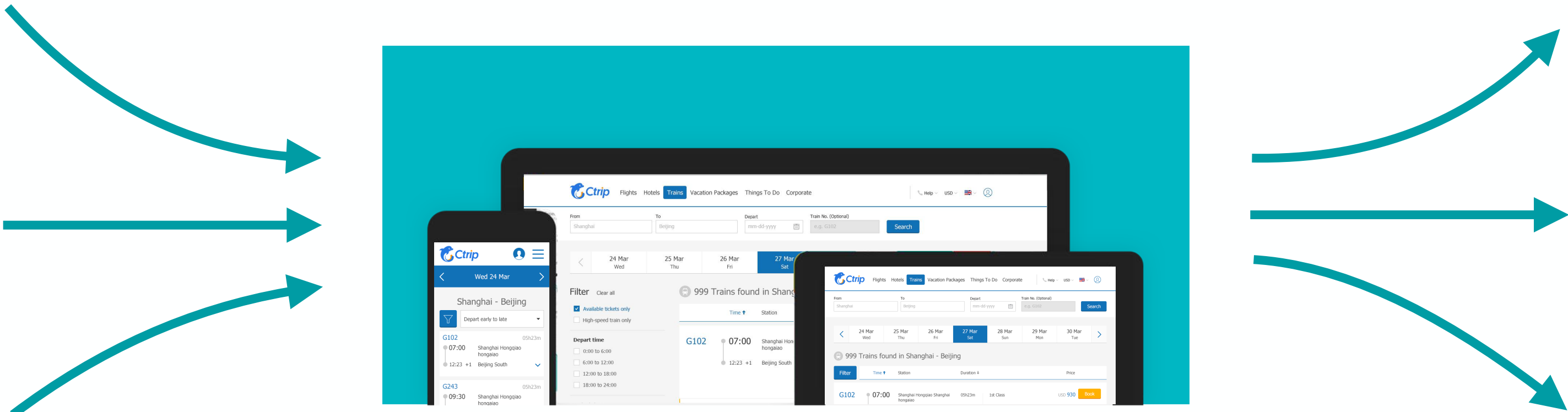
The Biggest Challenge is to make this decision

Trade-off under constraints



Least Challenge is for the New Pages

How to deal with the existing non-responsive pages?



SEO

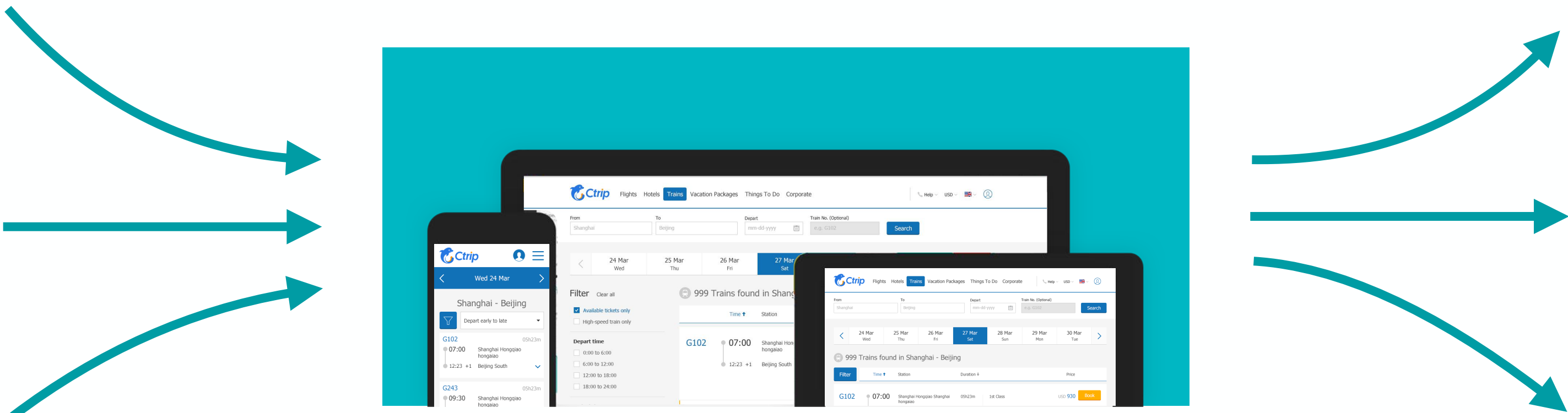
FAQ

Payment

Navigation

Least Challenge is for the New Pages

How to deal with the existing non-responsive pages?



SEO

FAQ

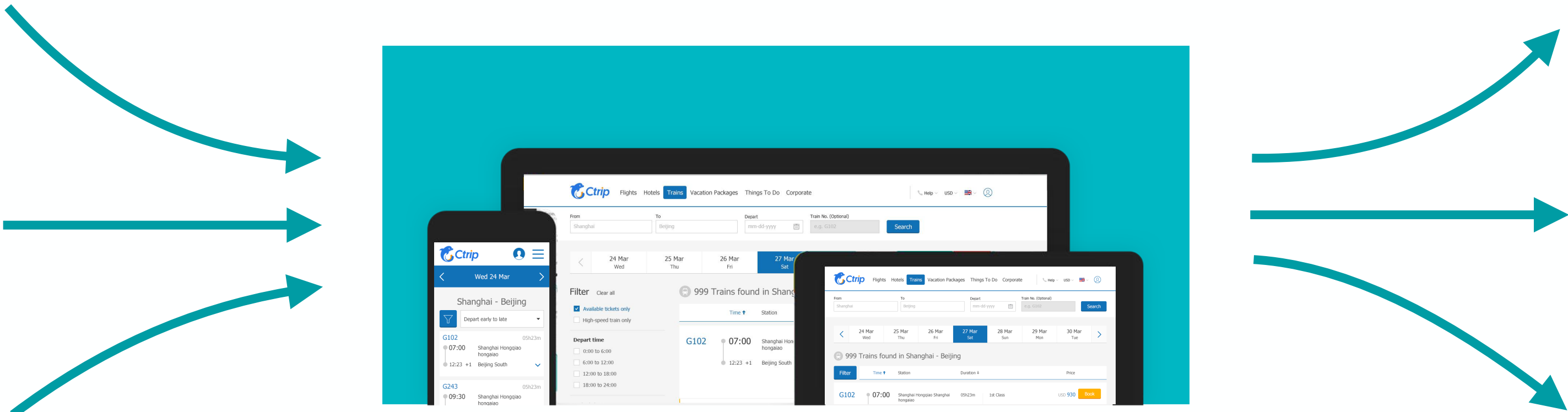
Payment

Navigation

Done!

Least Challenge is for the New Pages

How to deal with the existing non-responsive pages?



SEO

Done!

FAQ

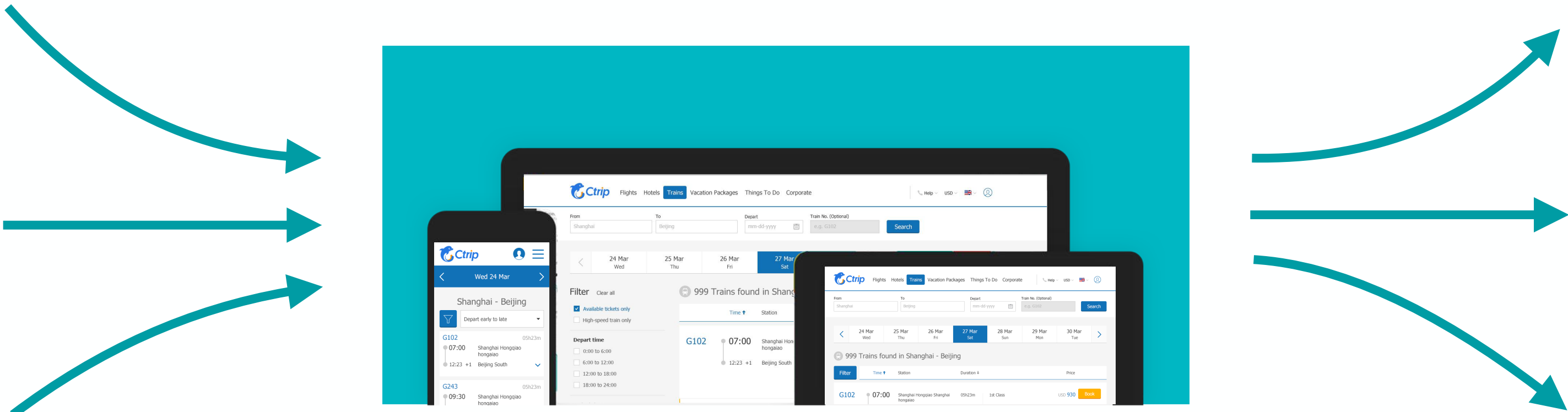
Done!

Payment

Navigation

Least Challenge is for the New Pages

How to deal with the existing non-responsive pages?



SEO

Done!

FAQ

Done!

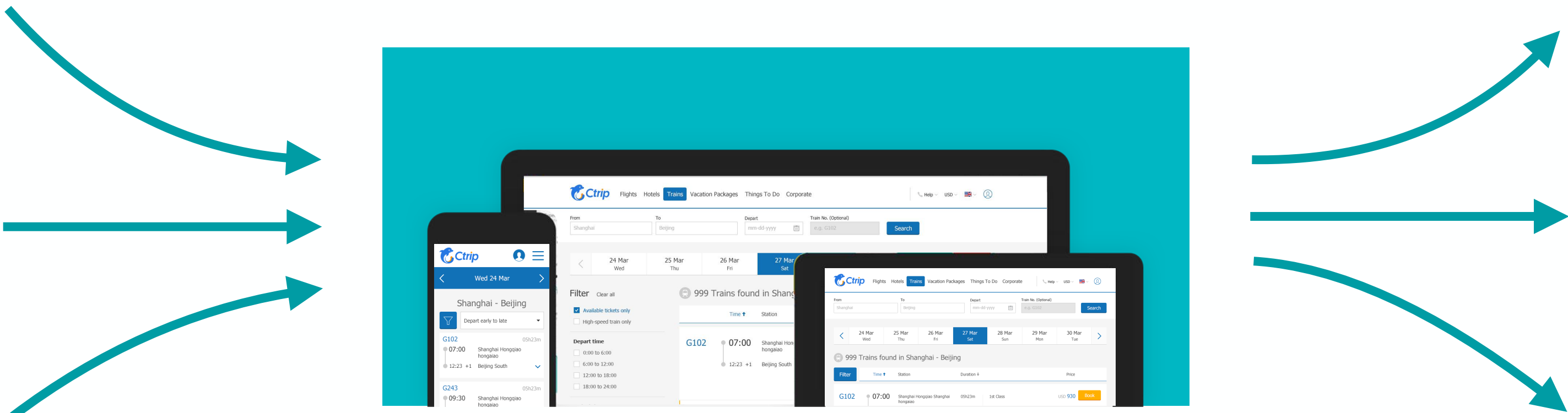
Payment

Done!

Navigation

Least Challenge is for the New Pages

How to deal with the existing non-responsive pages?



SEO

Done!

FAQ

Done!

Payment

Done!

Navigation

Done!

Responsive Controllers

When touch and screen size become the new constraints, Guide for responsive controllers need to be updated.



From

Shanghai

Popular City

Shanghai

Beijing

Guangzhou

Chongqing

Dalian

Qingdao

Chongqing

Shanghai

Beijing

Guangzhou

Chongqing

Dalian

Qingdao

Chongqing

Shanghai

Beijing

Guangzhou

Chongqing

Dalian

Qingdao

Chongqing

PC 及768以上的屏幕

Departing

Return

May 22 2016

Jun 05 2016

<

May 2016

Jun 2016

>

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	26	27	28	29
							30						

May 1 Labor Day

Jun 1 Children's Day

Currency: CNY

Close x

• 今天所在月份之前的月份不可切换

• 切换时内容部分需要有平移动画

• 切换步进单位始终为1个月

双月

May 2016 Jun 2016 → Jun 2016 Jul 2016

单月

May 2016 → Jun 2016

箭头状态

norme click/hove disabl

< < <

年月显示
按照地方站显示规则显示年月，设计说明略

星期标记
• 周日 - 周一 排布 按照地方站规则显示，设计说明略
例：日本需显示 日月火水金木土
• 周六和周日标定视觉上可以和工作日区分

日期单元
• 单元结构节日和低价做占位，待接入资源后更新说明
日期 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
[拓展]节日标记，没有则不显示，具体节日会在日历板块底部显示
[拓展]低价标记，仅机票有，没有则不显示
4位以内正常显示
4位以上取千位之前的，以k代替，例99,999k

• 单元状态，具体样式视觉决定

今天 正常可预订 假期/不可预订 不满一周的填补日期

6 6 6

hover/已选 已选去 区间日 已选回

6 6 7 8 9

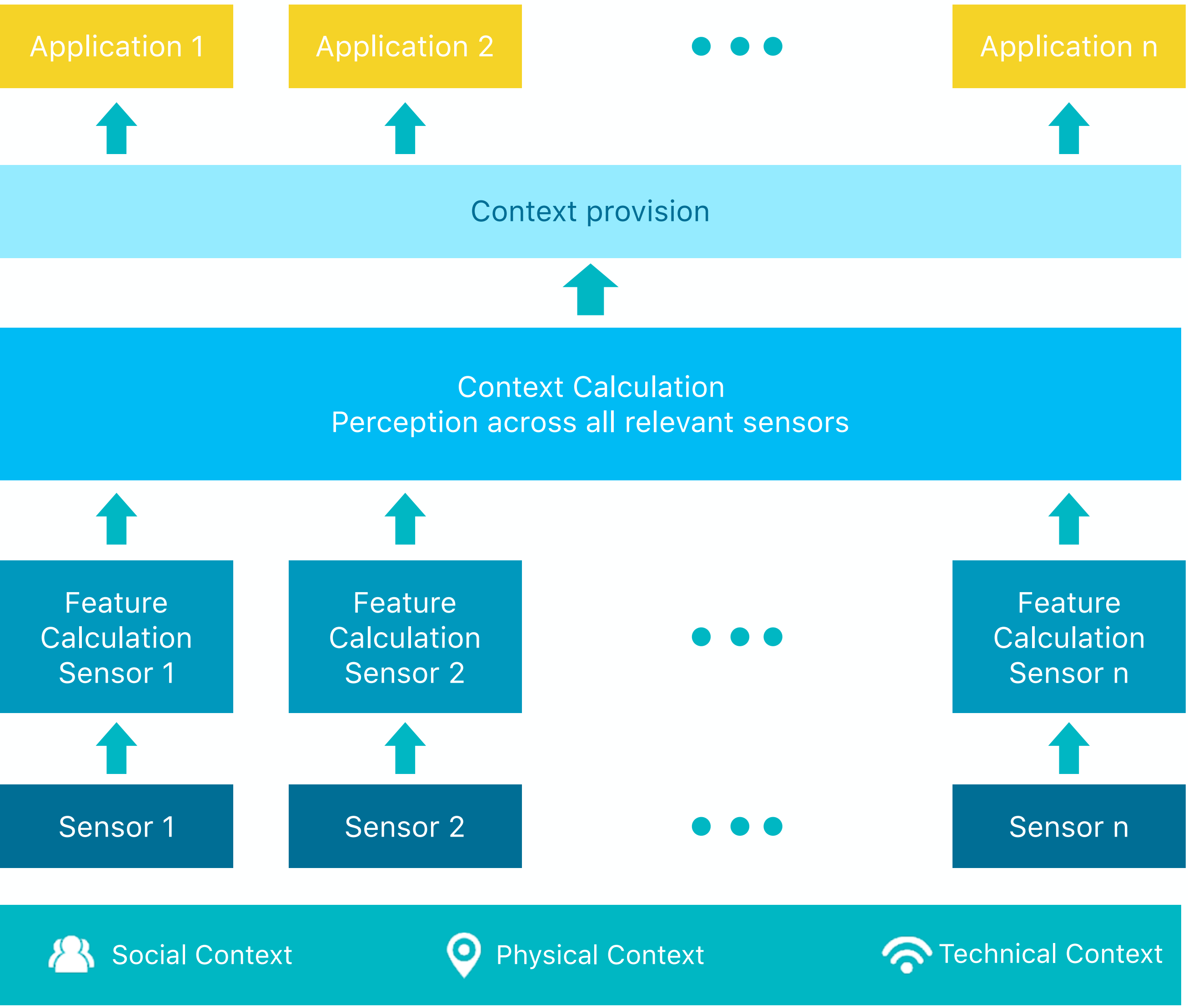
汇率
• 仅日历存在低价的时候出现，其余情况不展示

解散按钮

Response to the User

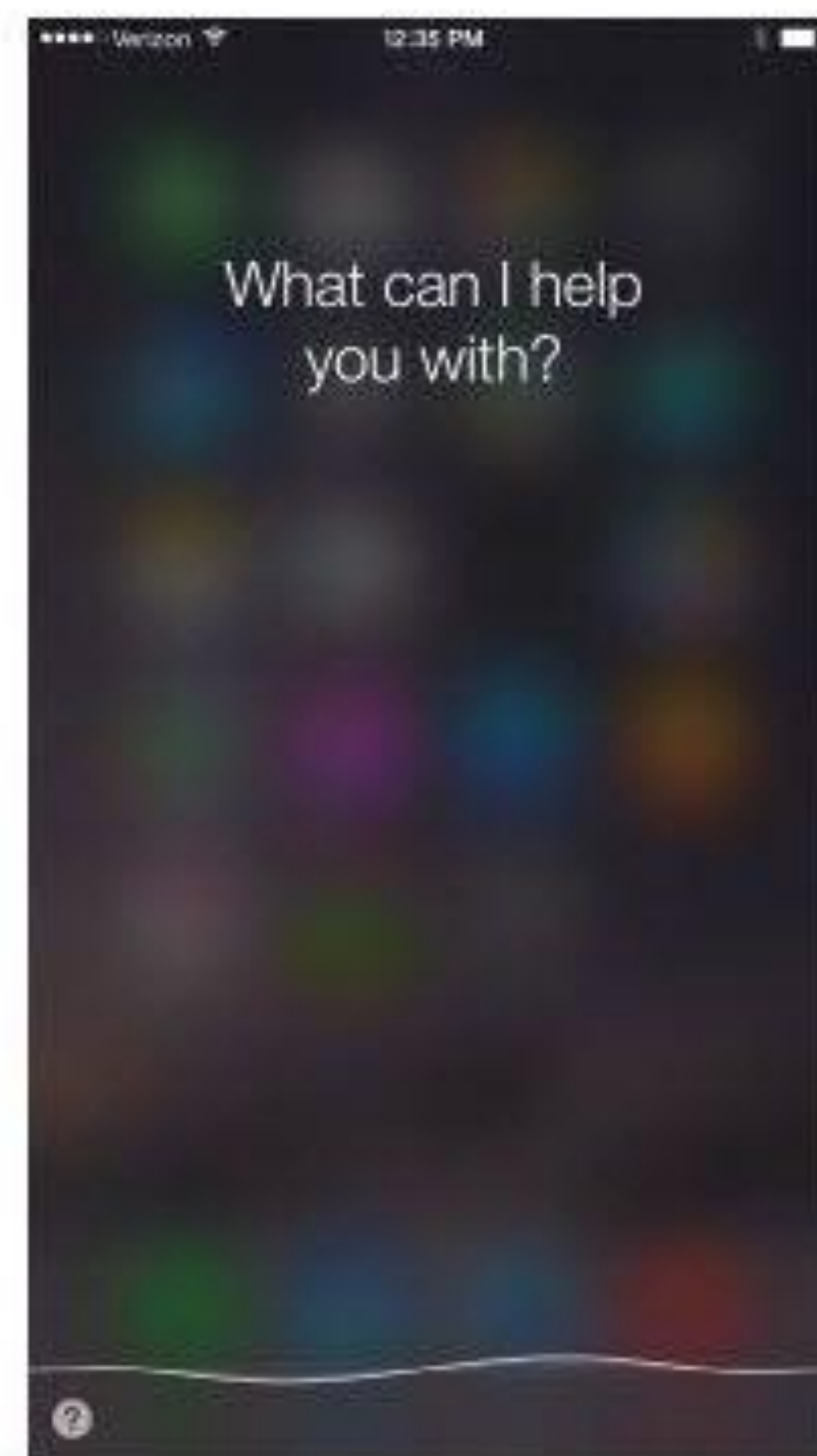


Contextual Design





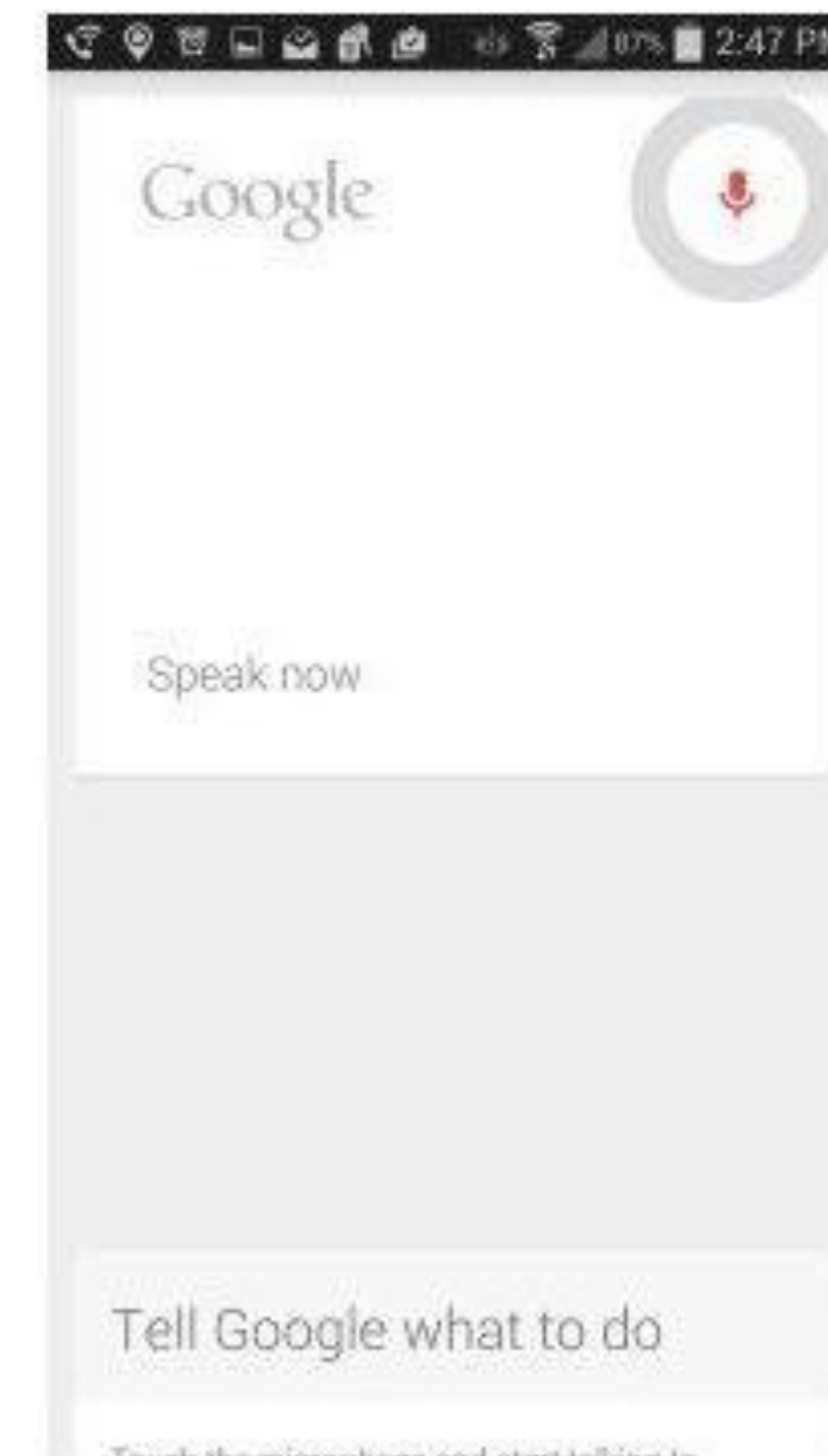
Contextual Design Application



Siri



Cortana



Google Now



It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.

It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.

—— Charles Darwin

3. EGOCENTRIC Bias

From eager solo to lazy chorus!

3. EGOCENTRIC Bias

From eager solo to lazy chorus!



Lazy by Process

3. EGOCENTRIC Bias

From eager solo to lazy chorus!

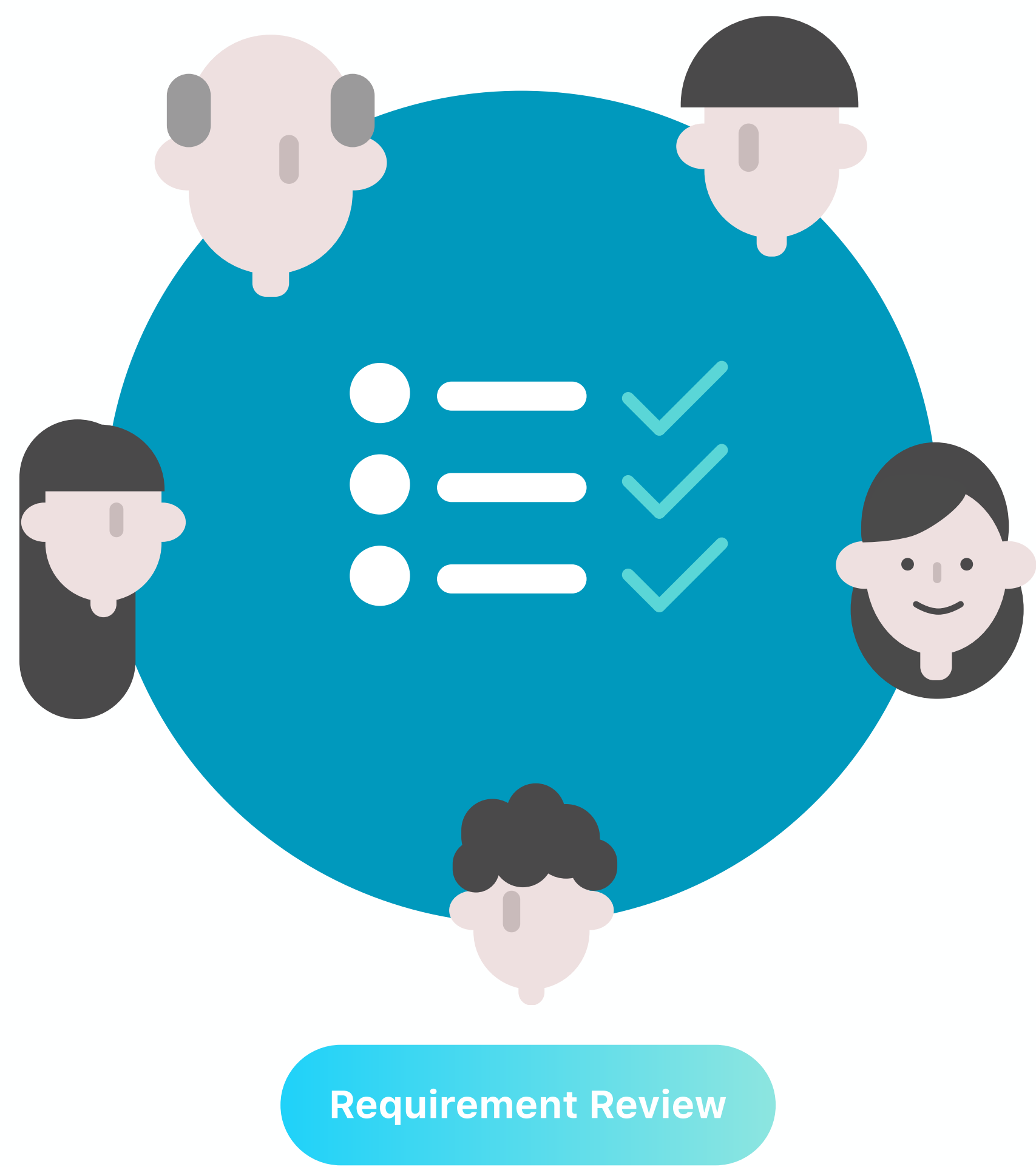


Lazy by Process



Lazy by Deliverables

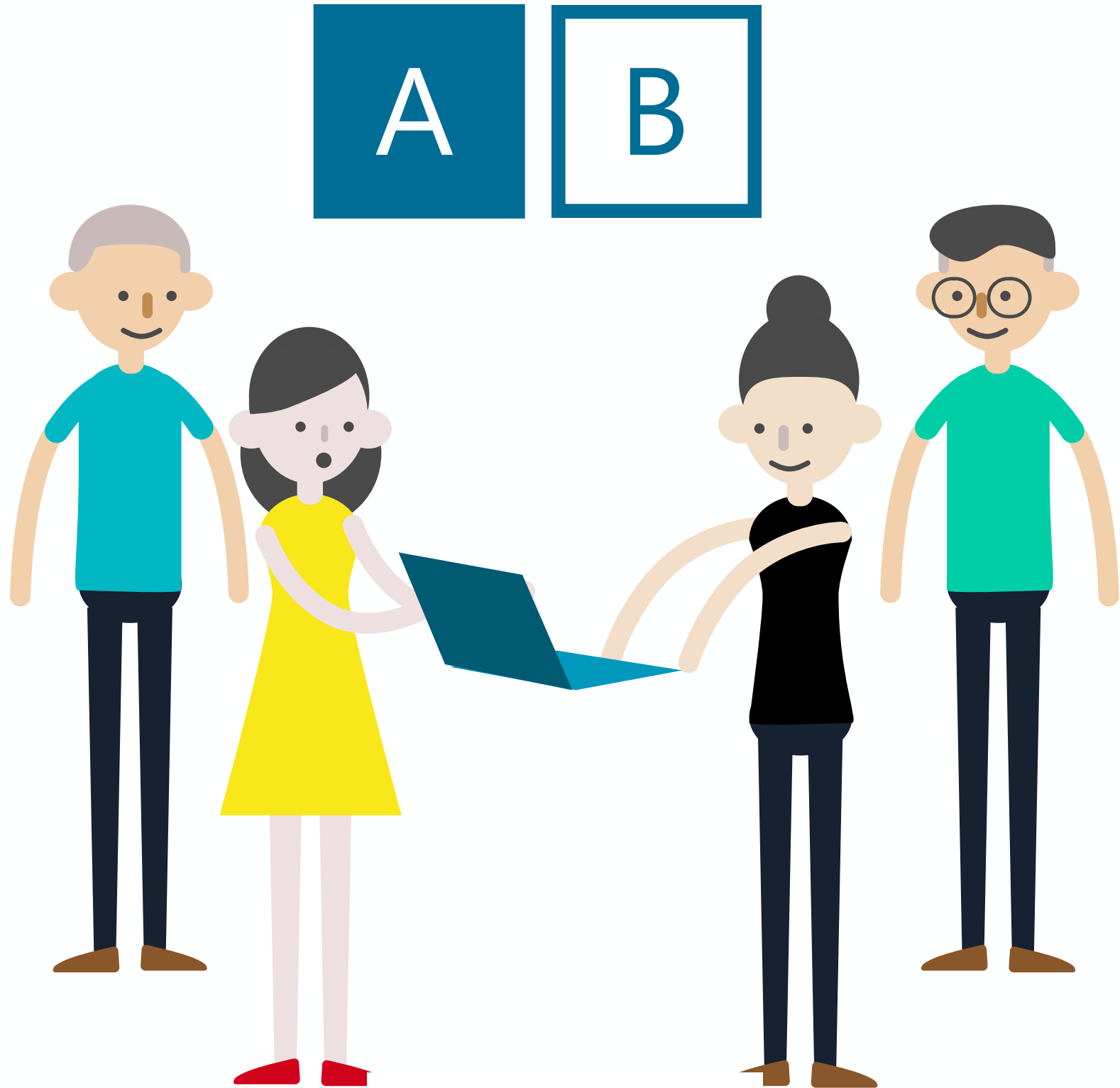
Requirement Review



Inside UED Review

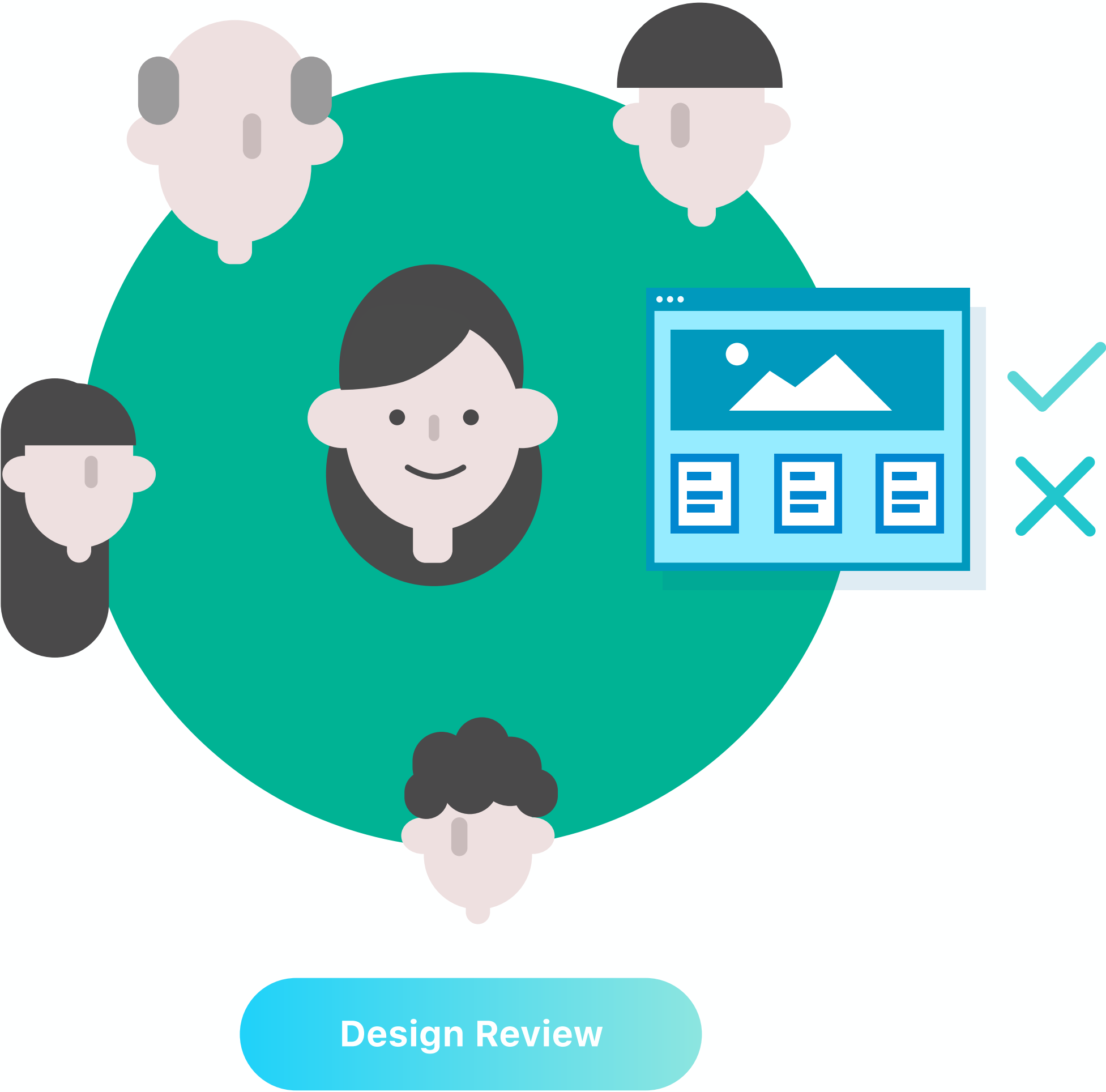


Peer Review



UED Discuss

Design Review



Live Project Tracking

Designers are real
Awkward at reading
and project
management.

Confluence

teambition

Personal project

在个人项目中搜索

+

new

?

mine

calendar

468

Home > IBU F & T Design

task

share it

file

schedule

group chat

15

view

Requirements gathering - diver...

☐

HK JP KR Ticket Product Name Feature Collection

Online

☐

Online Ticket Order Details

Online

☐

App fill page optimization

H5App

☐

H5 policy inside hotel coupon contents trouble investigation about layout

☐

Online fill page tips tips finishing

OnlineCR

+ Add a task

Program schedule · 6

☐

Investigating South Korea's Missing Course

Offshore-AllKR

☐

Ticket App4.4.1

3/13App

☐

No free baggage allowance is missing

☐

Japan and South Korea name fill, strengthen can not be modified

☐

Online City Selector English Station Add Category

+ Add a task

Design - interactive · 5

Offshore-AllKR

☐

H5 ticket page conversion and design strategy

☐

Online international list product description optimization - by ticket time and local station optimization

1/1OnlineAppOffshore-All

☐

KR-T89 Passport and VISA info

☐

China Southern Airlines / Ctrip 400 positioning needs

+ Add a task

Design - Vision 9

☐

CR-SC landing page to take the opportunity to fill in the page -online

1/3

☐

Study the use of Sketch and promote the efficiency of the scene

☐

Korea Calendar Optimization

0/1OnlineKR

☐

Remove the search to the list and update the words

1/2OnlineCRKR

☐

Offline continues to pay

+ Add a task

Design - Front E

☐

Organize the style

☐

Train ticket S optimization

2/2OnlineH5

☒

Reservation r revision perio

EDM

☒

Electronic rei voucher

EDM

☒

H5-SC paym

ProjectH

+ Add a task

Lazy by Deliverables

One-stop Deliverable template

Automized redundant and repetitive works

Version Control

PAGES
Introduction
Search
Introduction
Research(Optional)
User Research
Competitor Analysis
Other (Data Object Visual)
Interactive Design-XXX
Design Brief (Inventory Pageflow)
Page 1
Page 2
Visual Design-XXX
Page 1
Page 2
CSS-XXX
Hi-Fi Html

Project Introduction

This is the UED deliverable template.
The template include 5 parts: Introduction, Research, Interactive Design, Visual Design and CSS.
Please delete the blue text after finish the documentation.

Here writes the name for the project

Project should take the following items into account:
1. Service 2. Platform 3. Scope of the project
e.g. PRJ_App_Domestic Flights add Insurance

Project Team

Role	Name
Project Manager	
Product Manager	
Interactive	
Visual Designer	
CSS Engineer	
Developer	
Tester	
Operator	

Roles could be added by kinds of projects

Project Schedule

Stage	Date
Design	mm/dd-mm/dd
Developme	mm/dd-mm/dd
Testing	mm/dd-mm/dd
Release	yyyy/mm/dd

In order to track the pgress and the

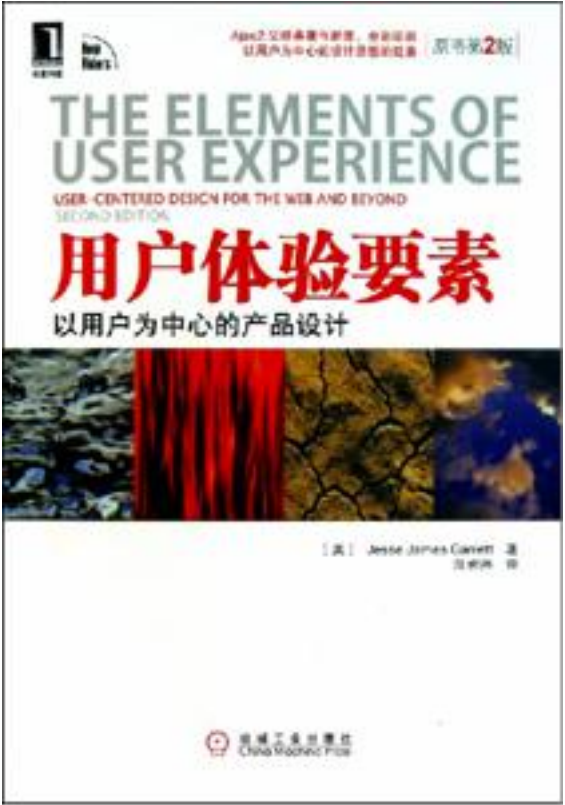
Related Projects

Document Link
PRD
Related Project Link1
Related Project Link2

List the related docs, Include: PRD, Previous projects, data from operation teams etc.

Change H

Time
yyyy/mm



Lazy by Deliverables

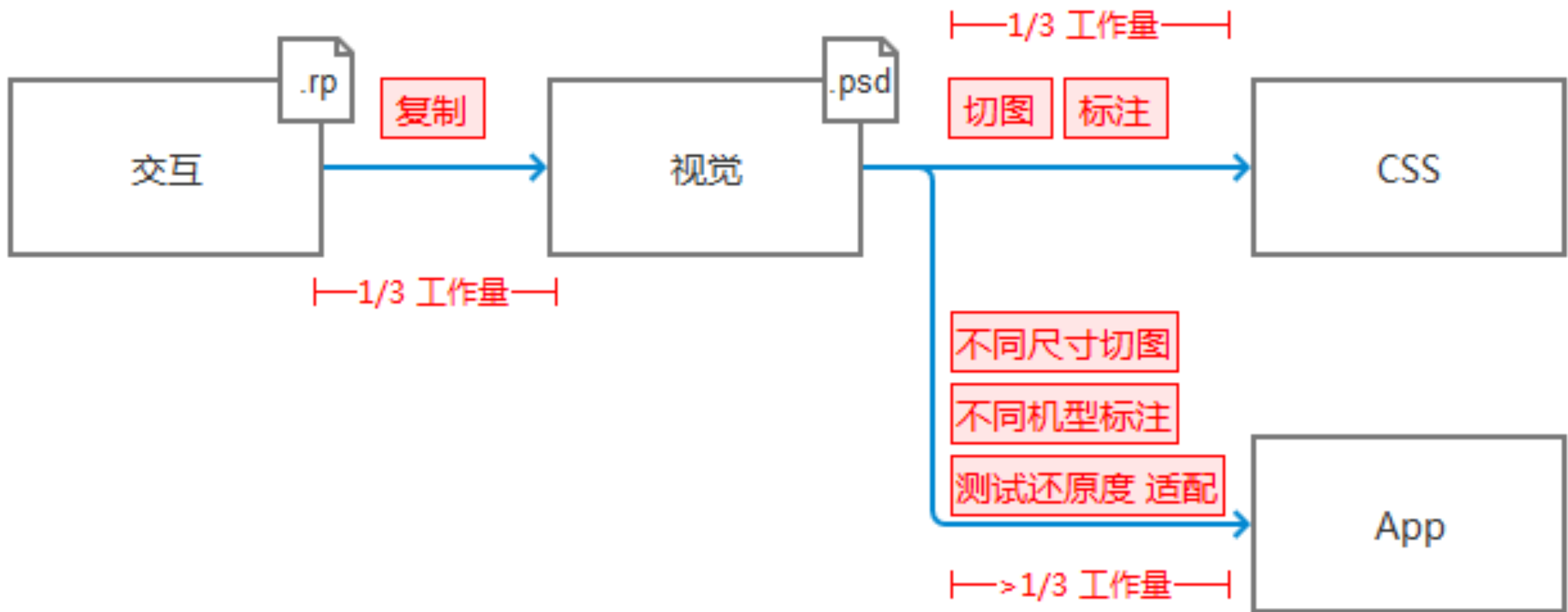
One-stop Deliverable template

Automized redundant and repetitive works

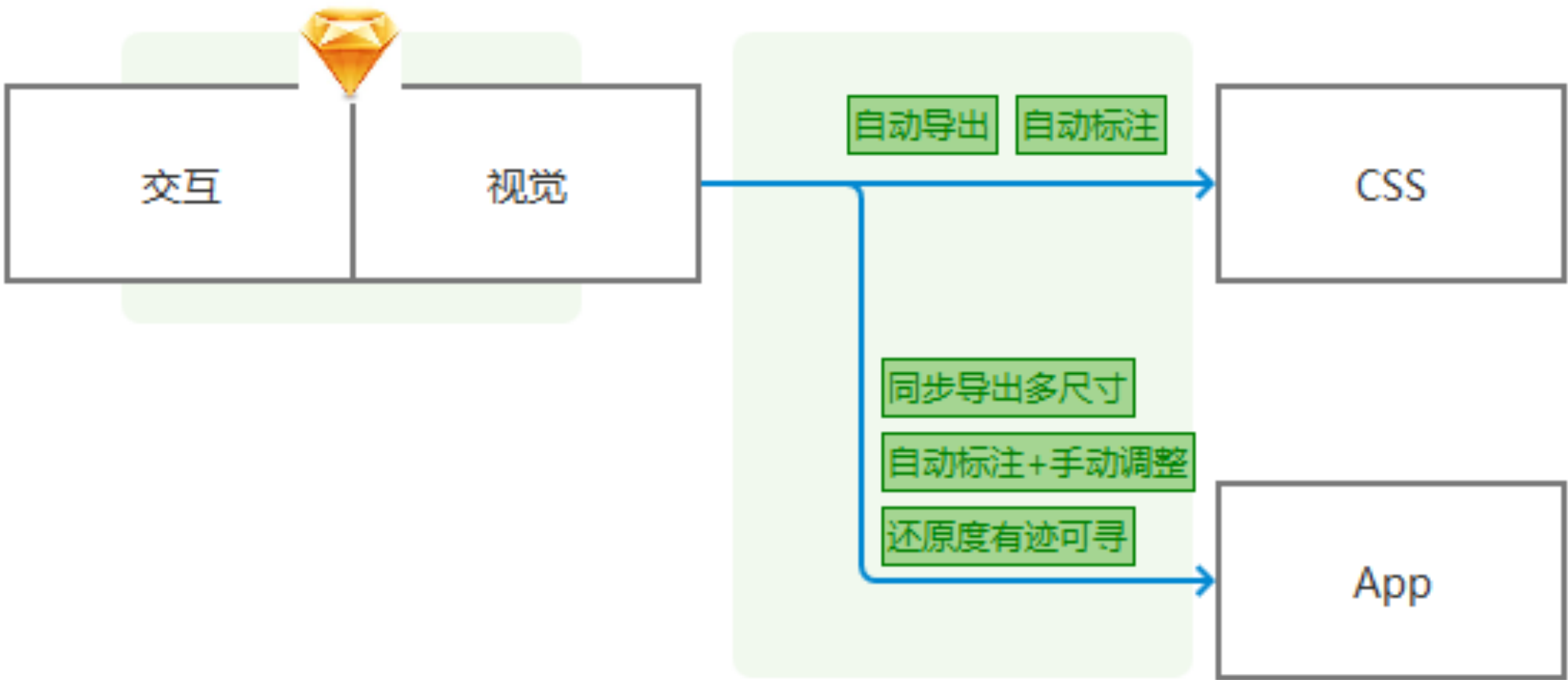
Version Control



现有流程



改进后的流程

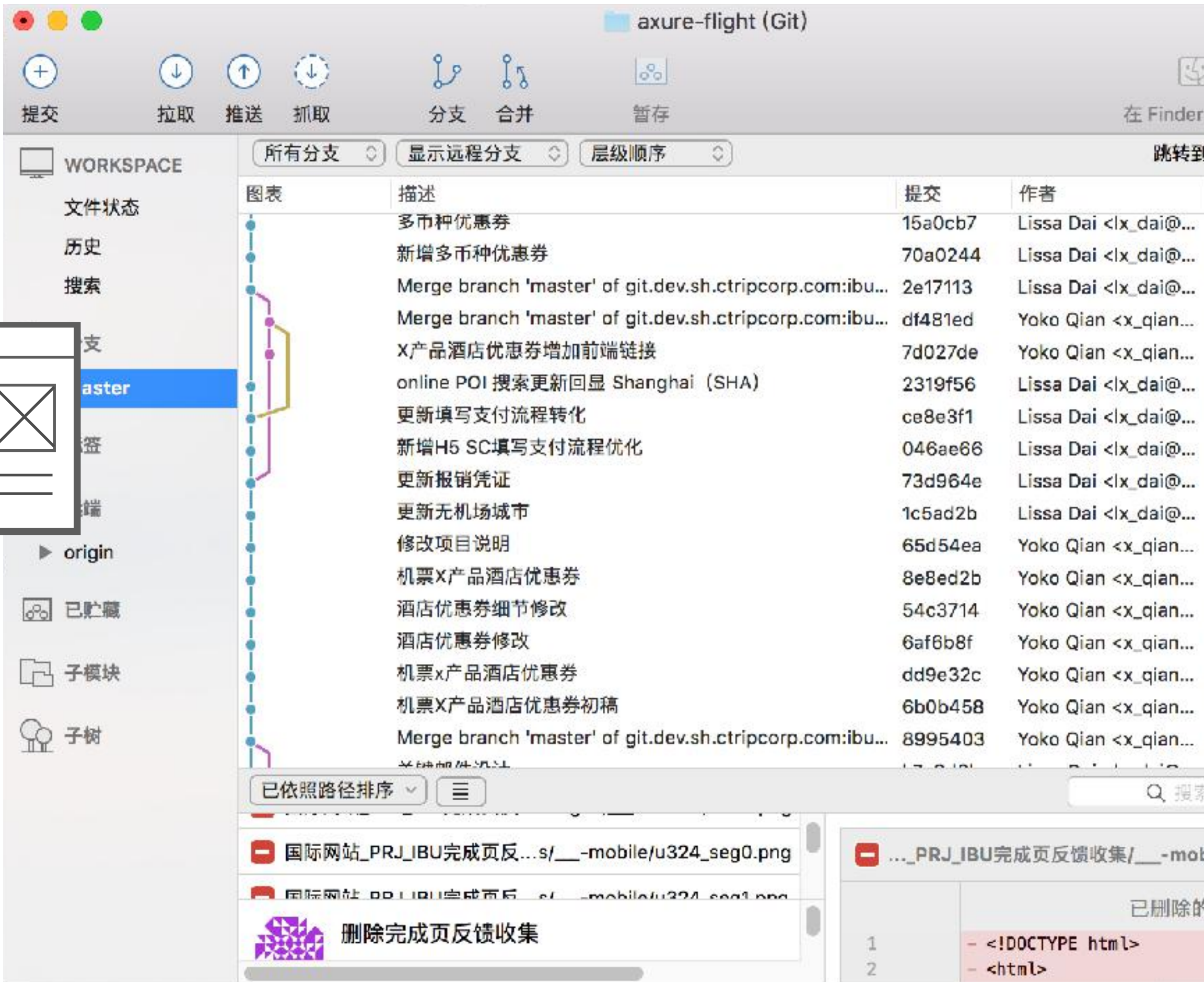
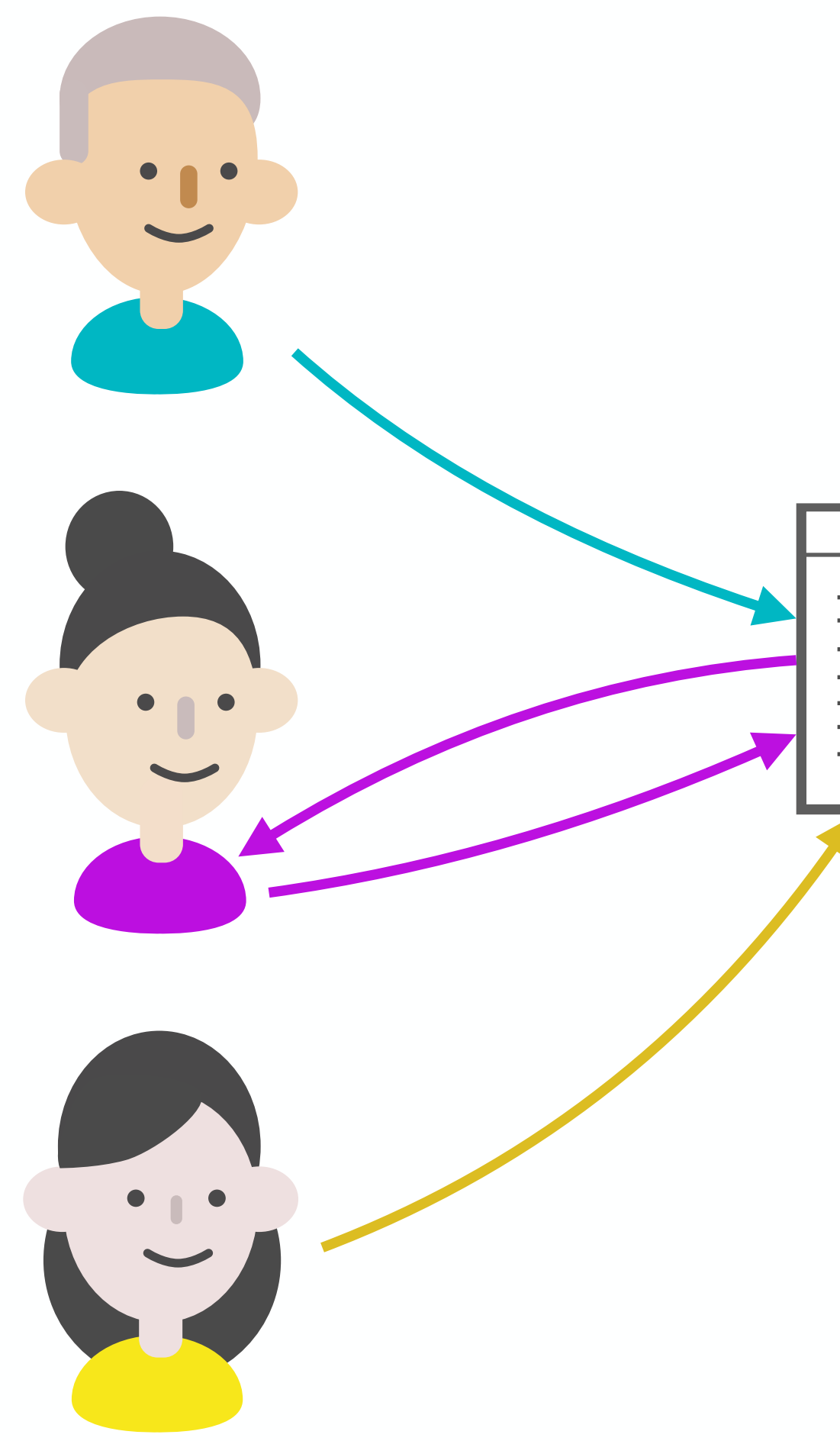


Lazy by Deliverables

One-stop Deliverable template

Automized redundant and repetitive works

Version Control



SHORT-SIGHTED Syndrome



Solve Ahead



Think Wide

INNOVATION Dilemma



Find the Pivot



Grab the Slot

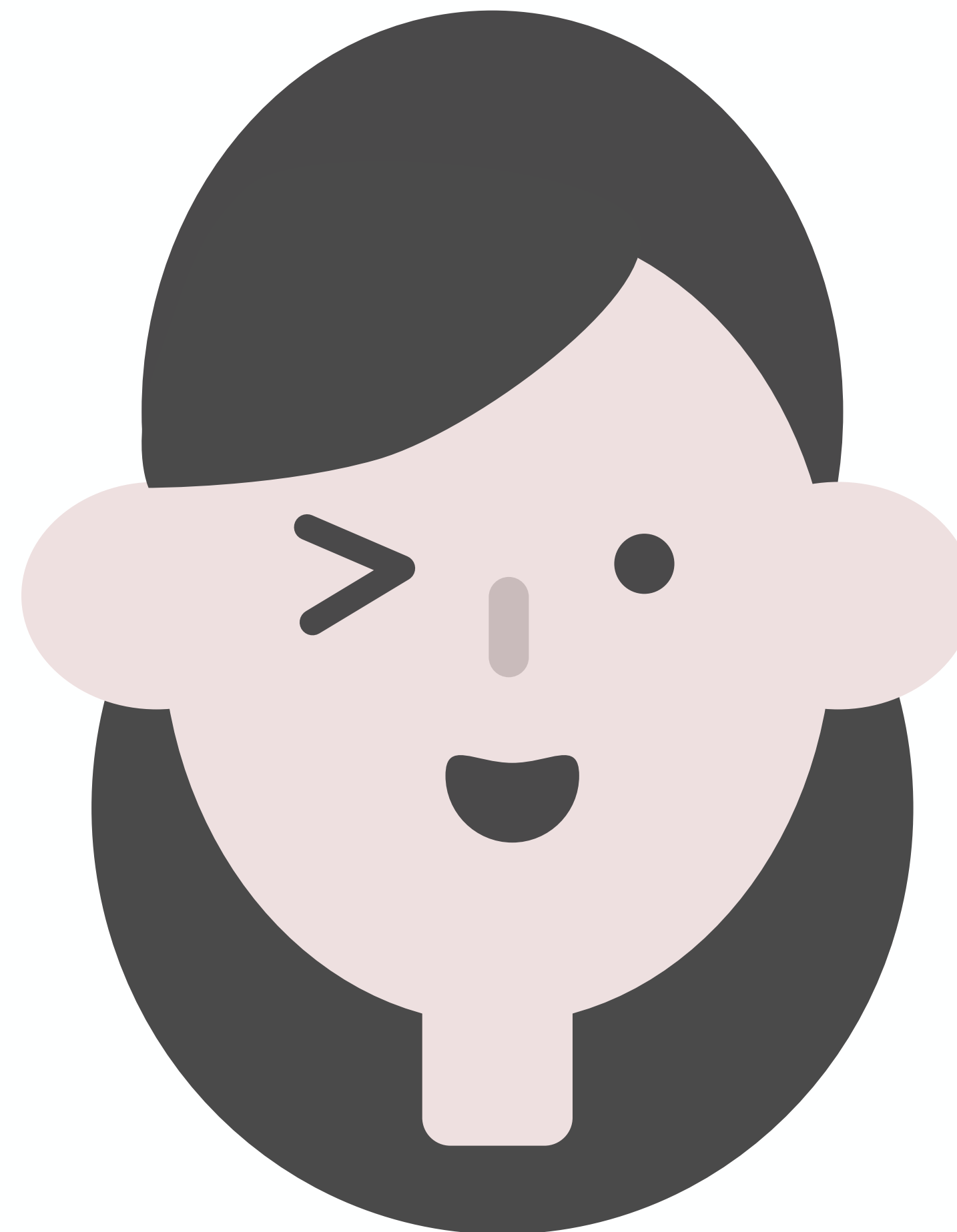
EGOCENTRIC Bias

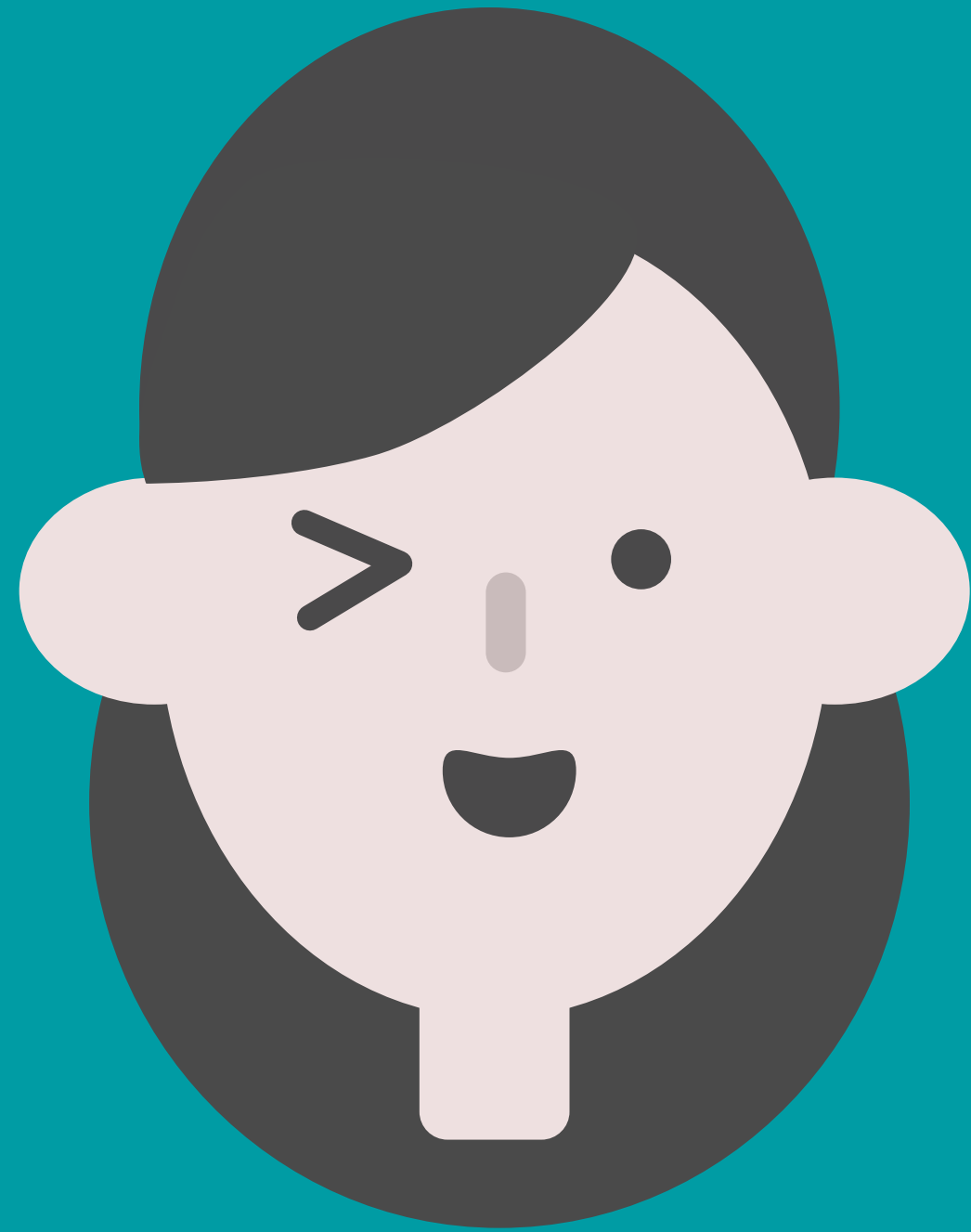


Process



Deliverable





Laziness
do work!



Surprisingly get popular and respect by getting lazy...

DEV



UED's work save us a lot time.
We can't start without their spec.

I'd like to ask UED's
opinions first.

PM



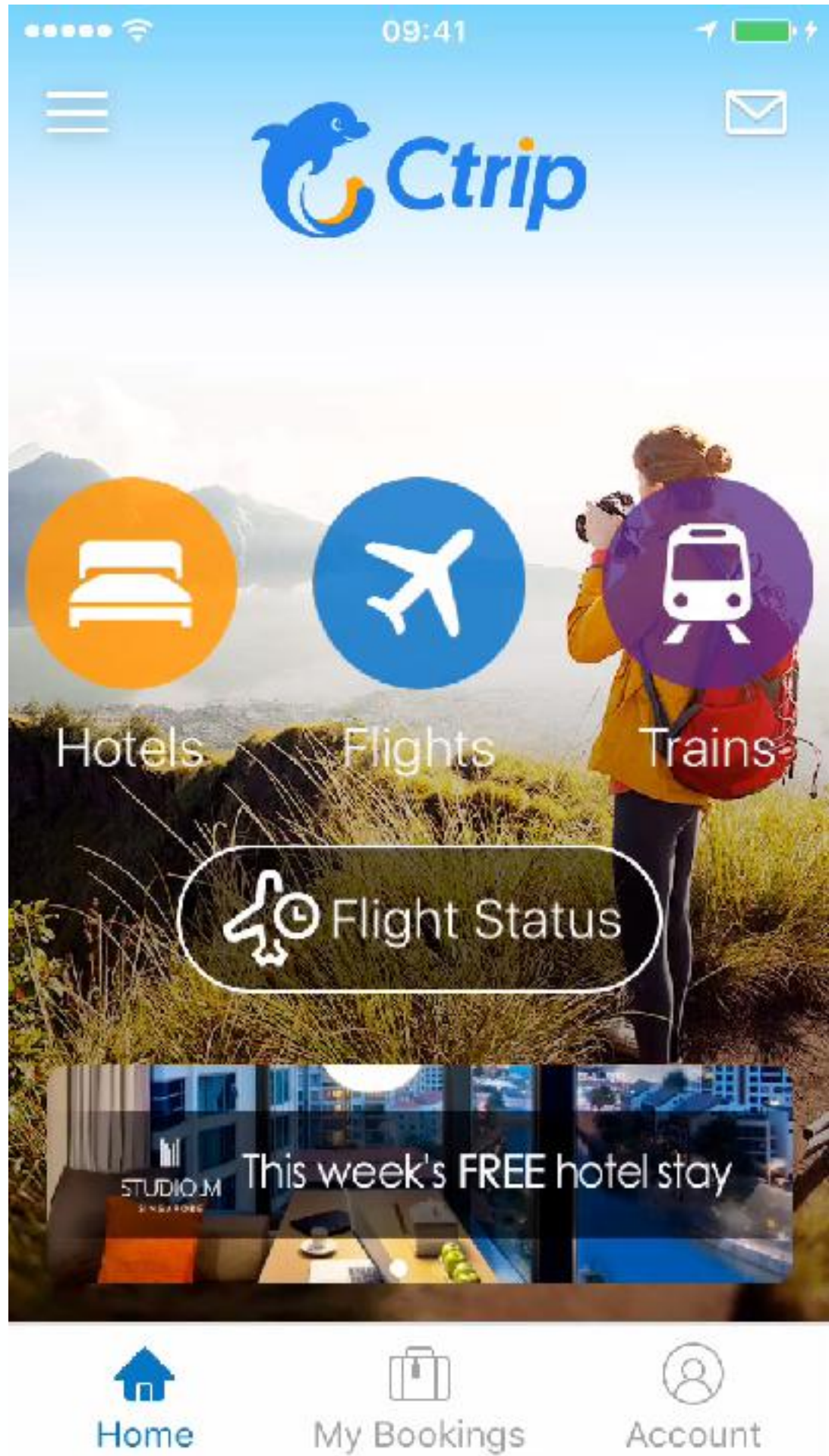
CS



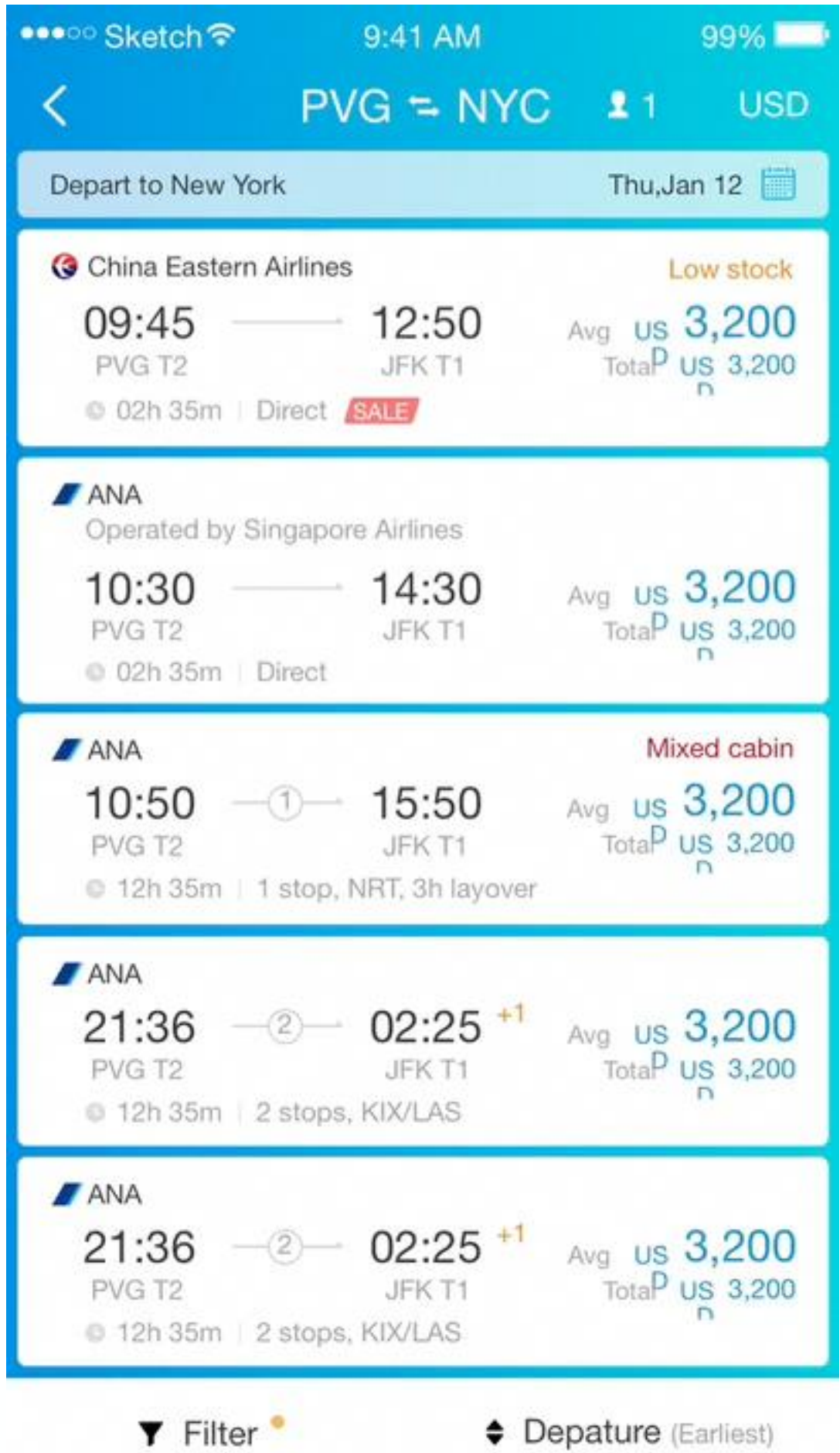
Go to UED, that is the
fastest way.

Spare more time to be lazy crazy...

App Preview



Motion Design



Multi-Lingual Translator

I love Microsoft			
A	B	C	E
	Phrase	Length	Language Codes
Original	I love Microsoft	16	en
Chinese Simplified	我喜欢微软	5	zh-CN
Chinese Traditional	我喜歡微軟	5	zh-TW
English	I love Microsoft	16	en
Esperanto	Mi amas Microsoft	17	eo
French	J'adore Microsoft	17	fr
German	Ich liebe Microsoft	19	de
Japanese	私はマイクロソフトが大好き	13	ja
Korean	나는 마이크로 소프트웨어를 사랑	15	ko
Russian	Я люблю Microsoft	17	ru
Spanish	Me encanta Microsoft	20	es

UX Writing

Banner Automation

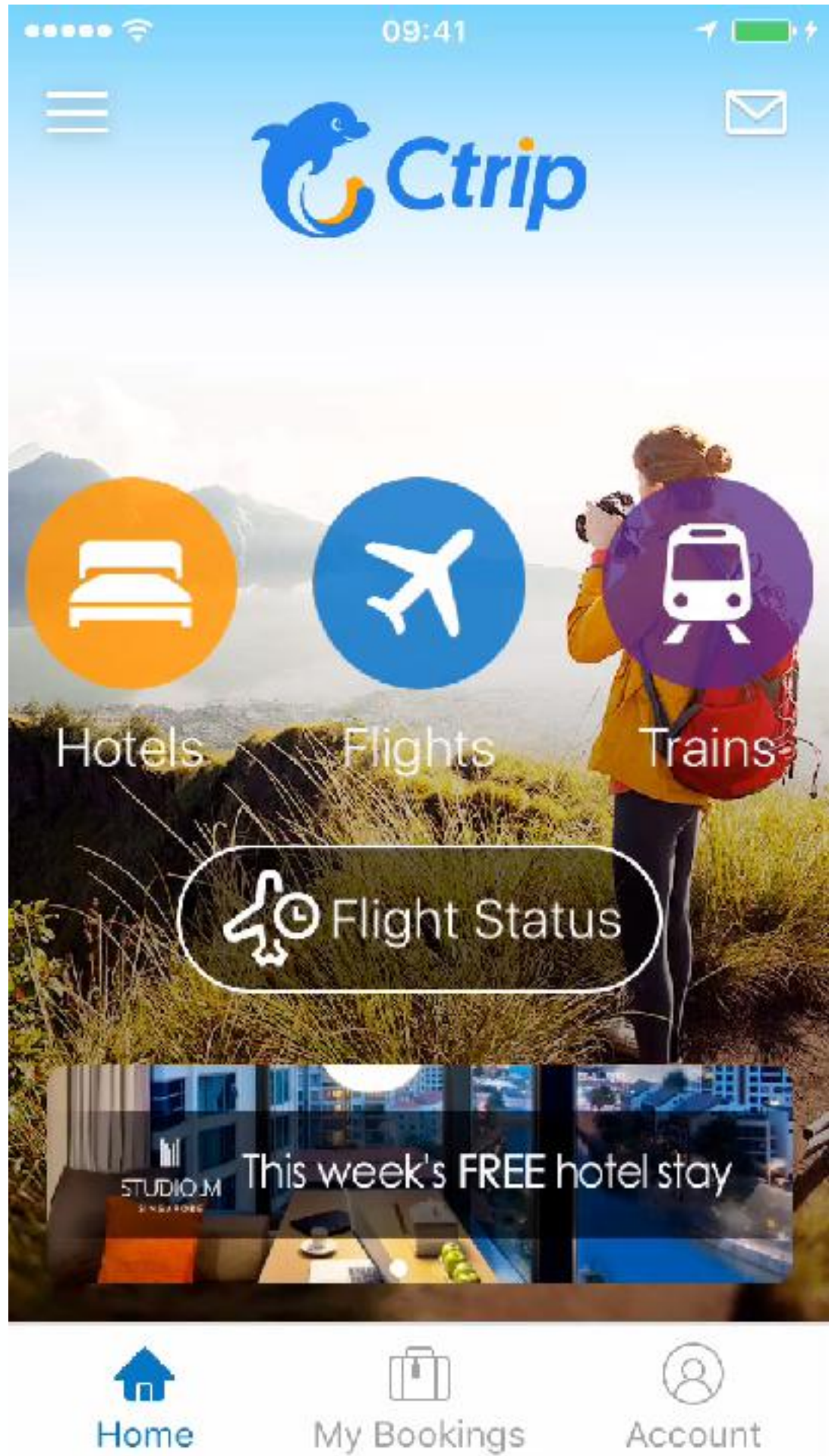
Branding

Atomic Design

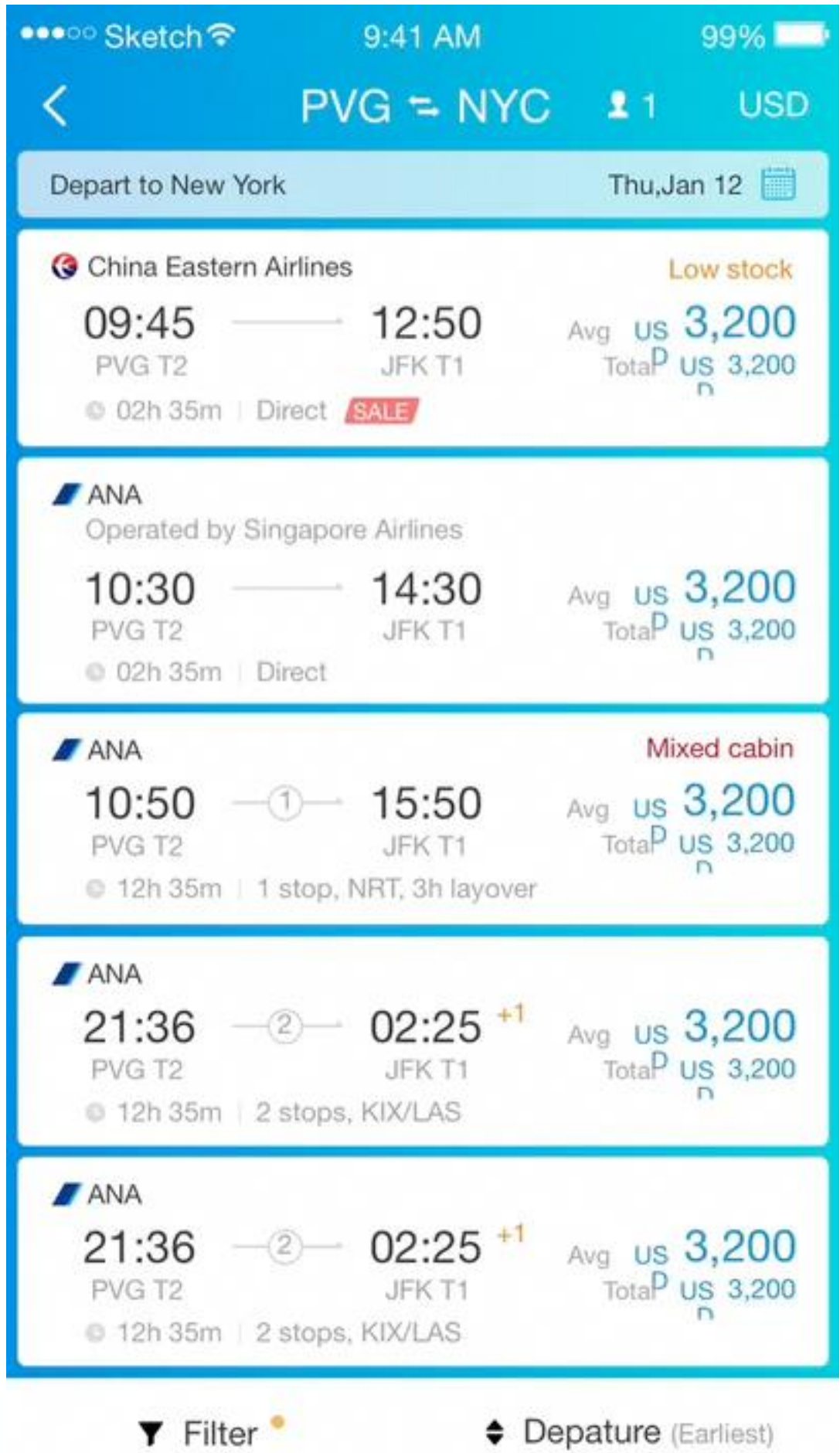
Json for Motion

Spare more time to be lazy crazy...

App Preview



Motion Design



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UX Writing

Banner Automation

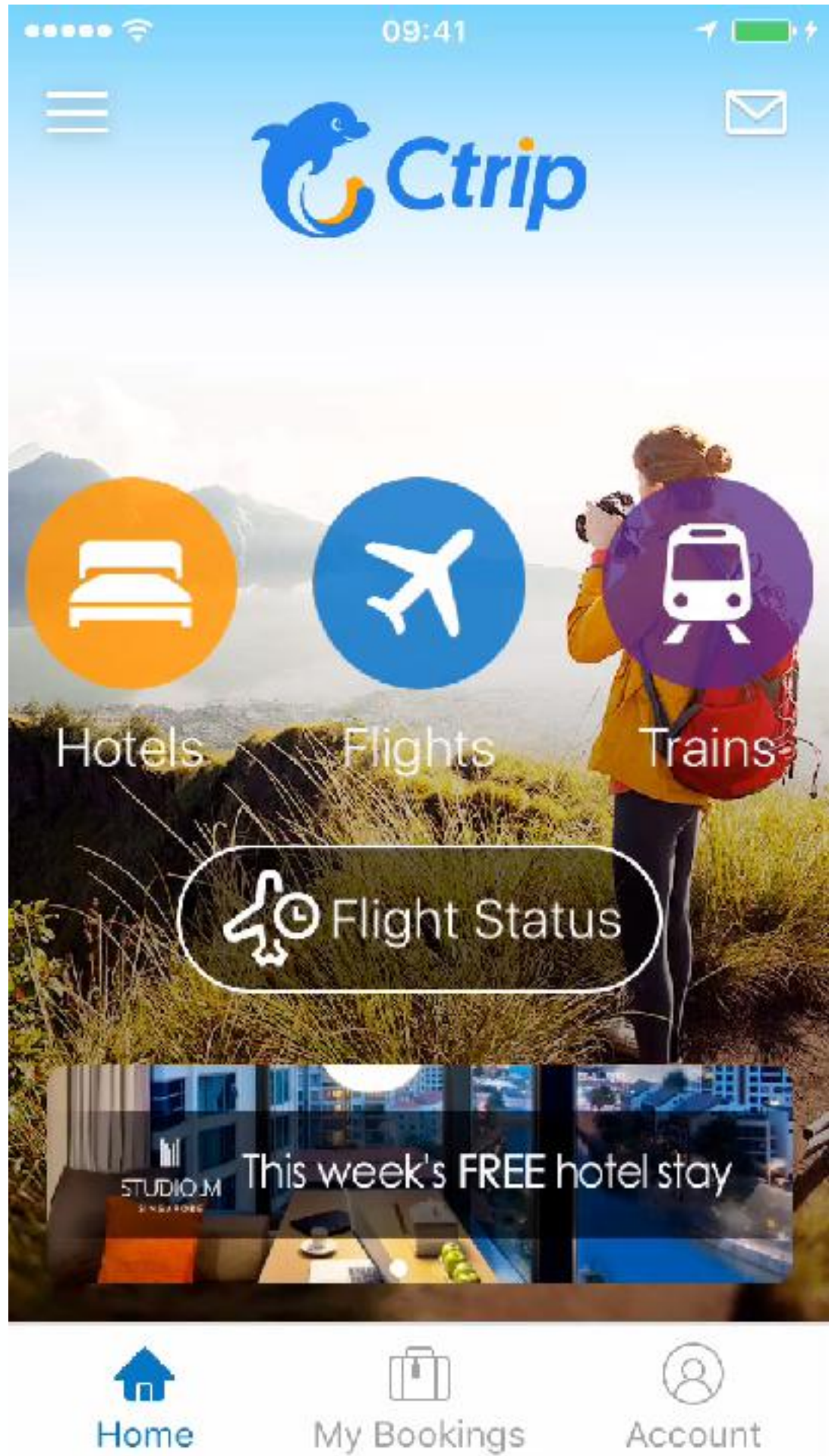
Branding

Atomic Design

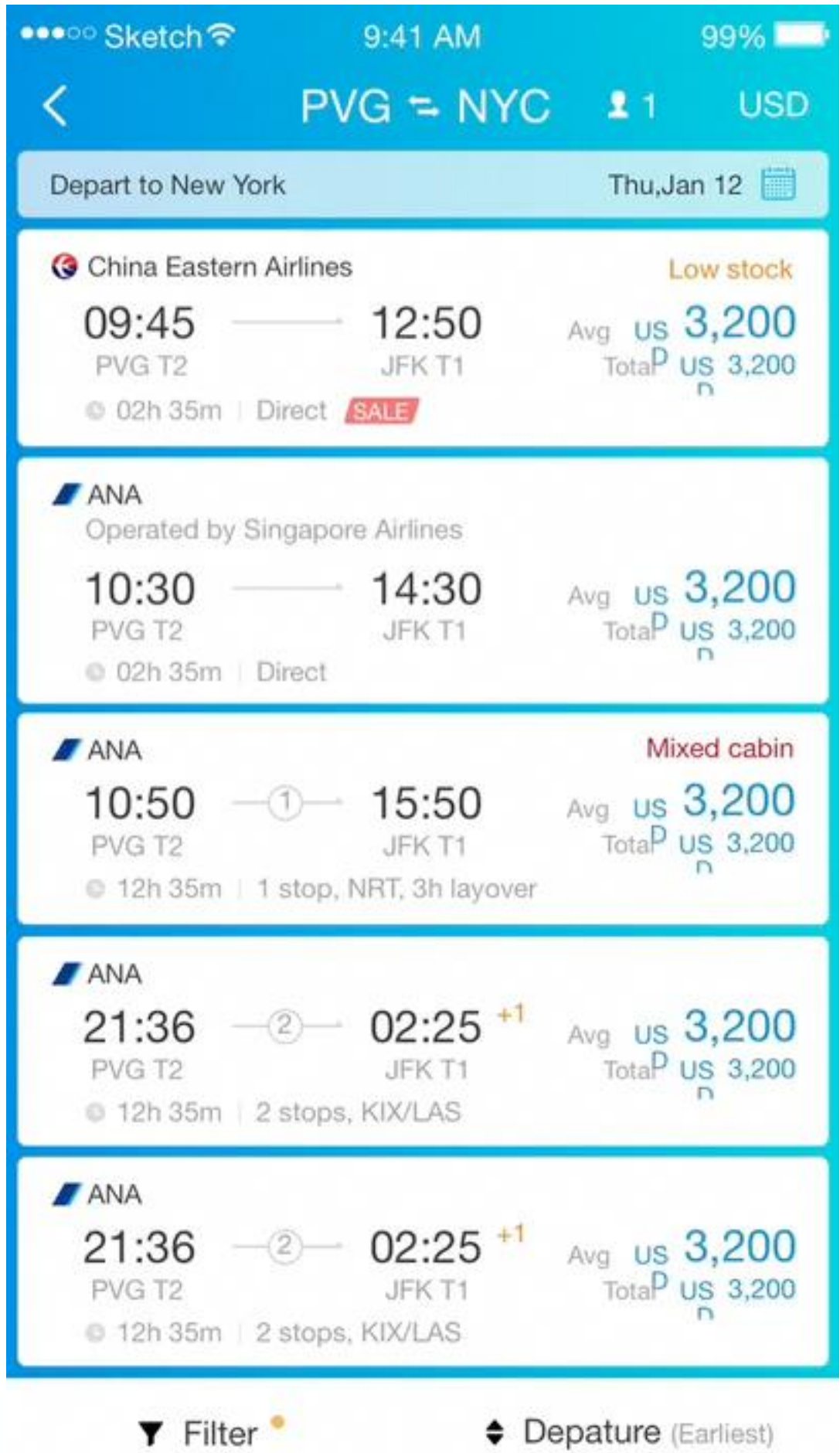
Json for Motion

Spare more time to be lazy crazy...

App Preview



Motion Design



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Korean	나는 마이크로 소프트웨어를 사랑	15	ko
Russian	Я люблю Microsoft	17	ru
Spanish	Me encanta Microsoft	20	es

UX Writing

Banner Automation

Branding

Atomic Design

Json for Motion

I even have time
for marathons...



I even have time
for marathons...



Also, I have spare time to think as a designer...

Eager Lissa

Lazy Lissa

Simple → Complex

Skill sets → Methodology

Individual → Group

Also, I have spare time to think as a designer...

Eager Lissa

Lazy Lissa

Simple



Complex

Skill sets



Methodology

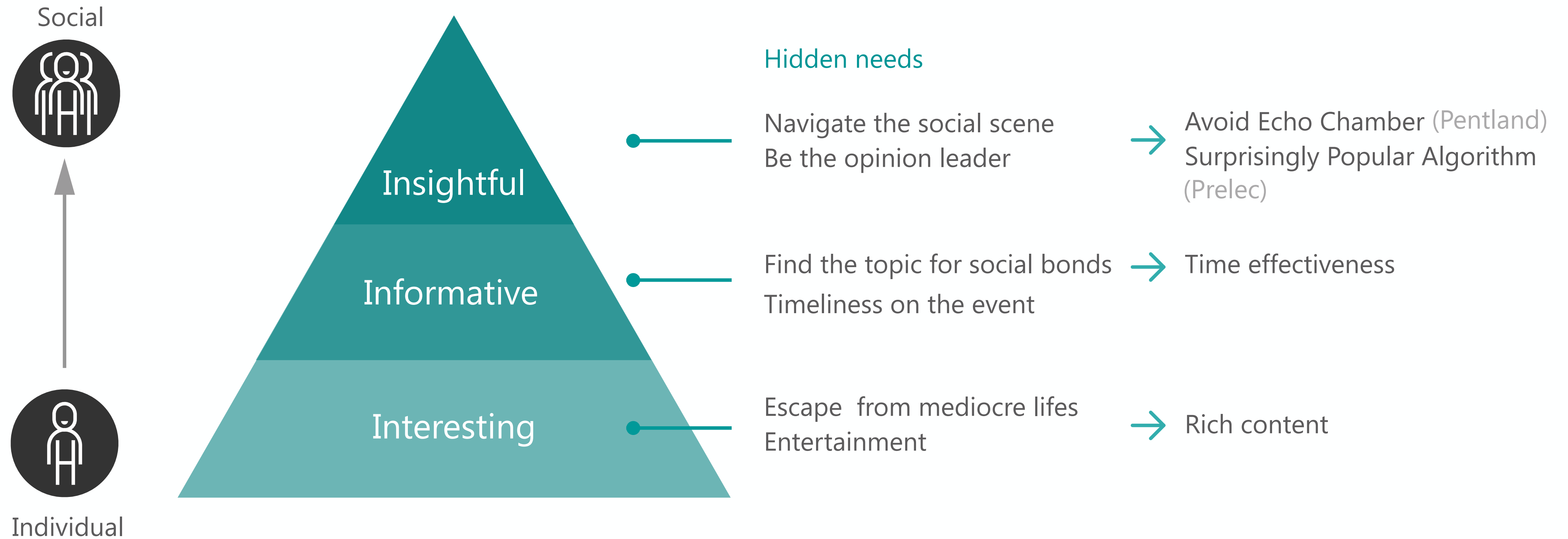
Individual



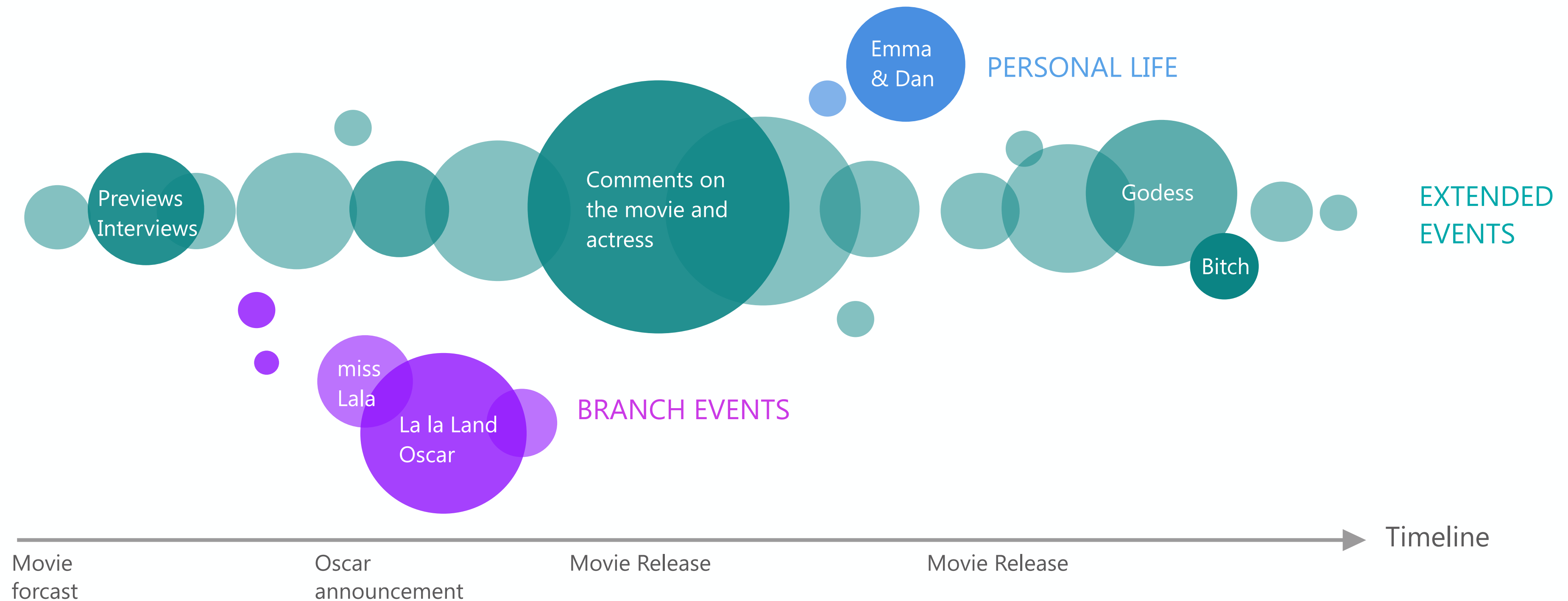
Group

Productivity?

Why People search for Celebrities?



A typical scenario for event-base searching



A simulation model of an event-based search on Emma Watson

The accumulated dots are key topics for a series of events.

The darkness and the size reflect the mentioned volume and frequency accordingly.

People are more curious for the bigger and darker points, which can be predicted and displayed in the design.

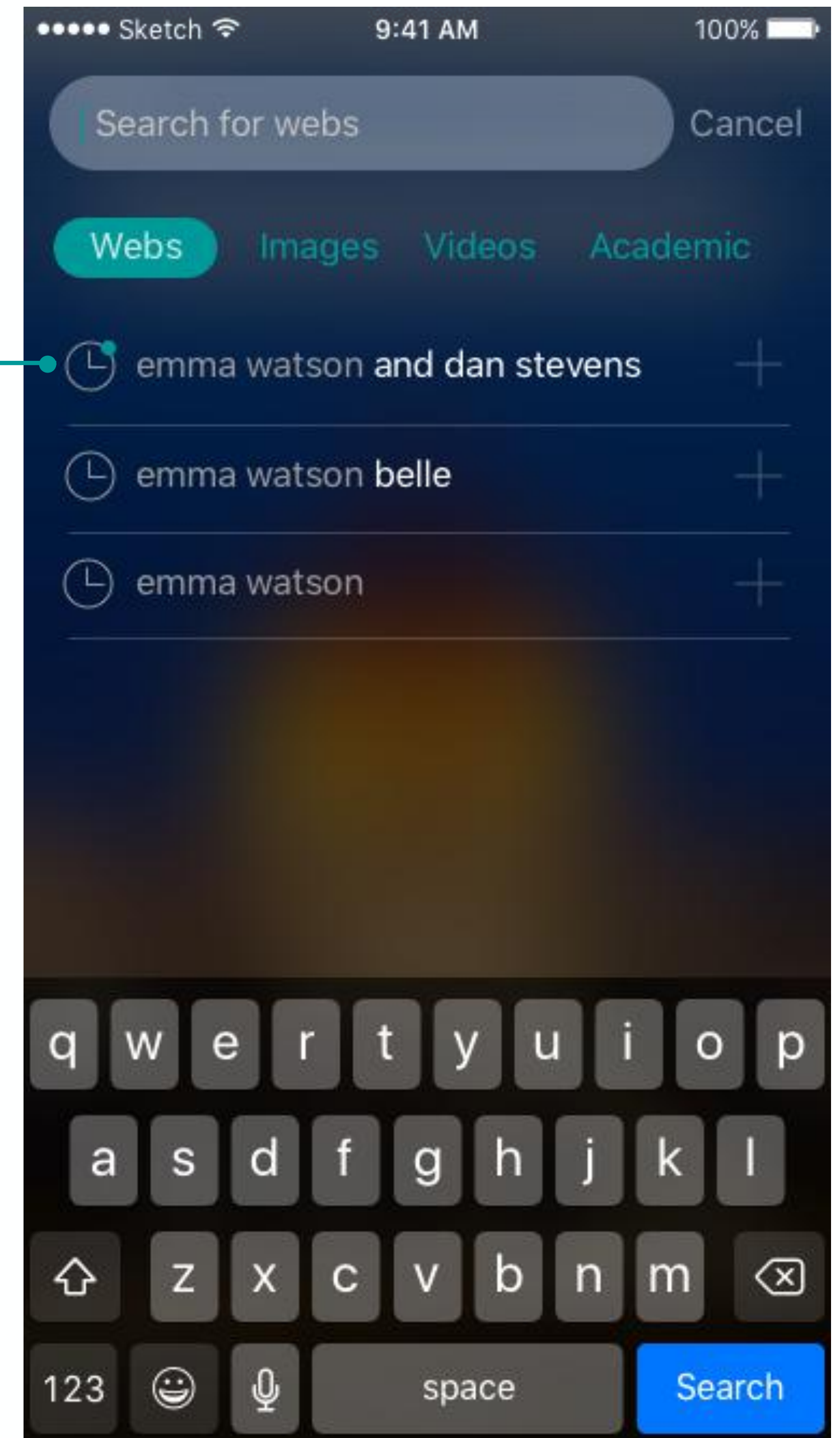
Create a live experience with less repetitive search for mobile users

Search Page

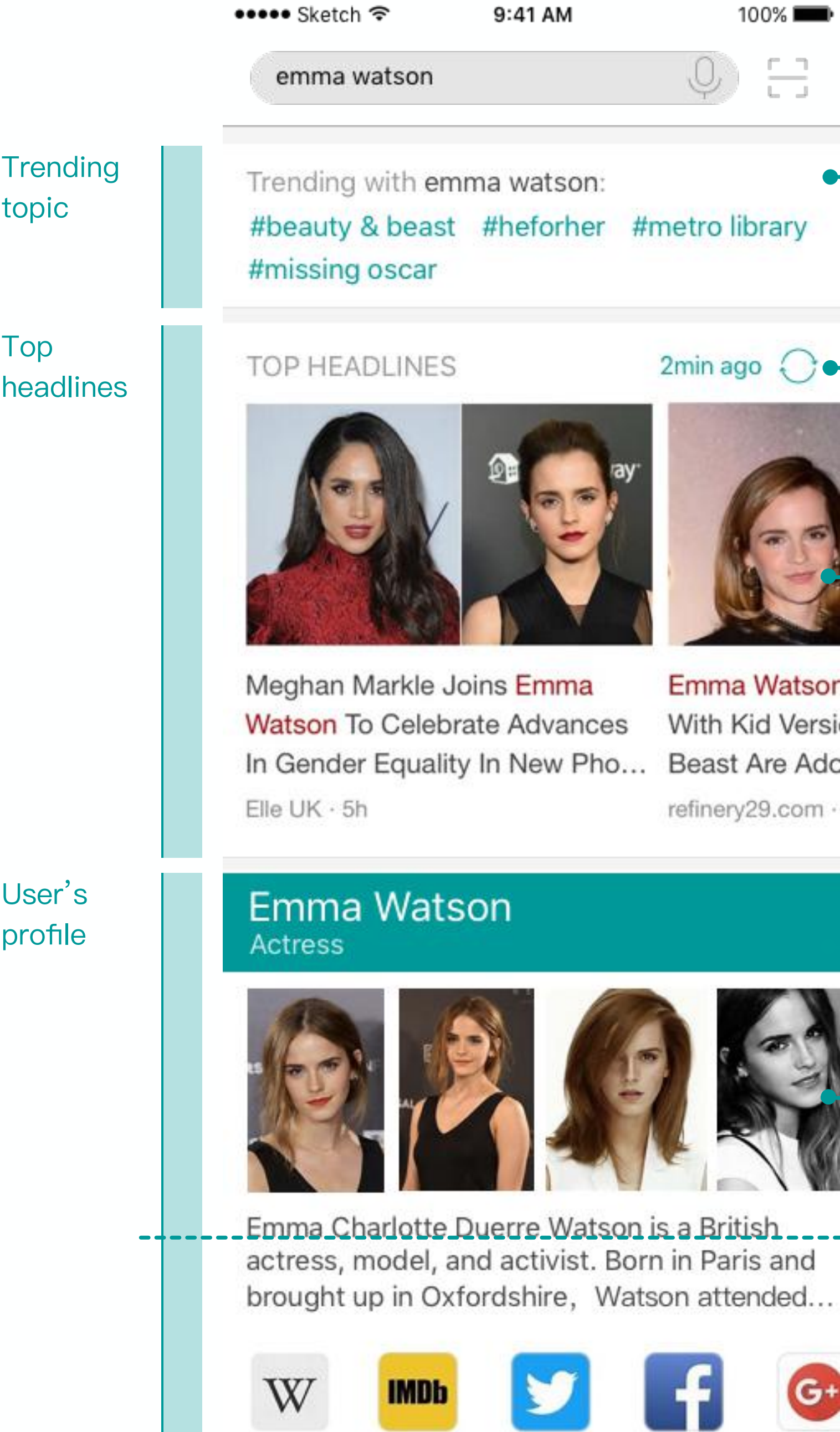
new FUTURE HISTORY

If a user searches for some repetitive queries often than normal frequent. He/she can be deterred as the followers, monitors for the event.

When the user enters the search box again, if there is some big updates rely on his previous repetitive search, there will be a new suggestion on the basis of his history contain the most repetitive words and the topic keywords.



Create a live experience with less repetitive search for mobile users



Result Page

new TRENDING TOPIC #
informed the hottest topic with the celebrity
click as the implemental keywords for a new search query

new LOCAL REFRESH
tap the refresh spin to shuffle headlines with local loading. other sections won't be affected.
display the latest updated time

SKELETON LOADING
preload some info to decrease users' negative waiting time

ORGANIZED CELEBRITY PROFILE
Use Bing's VI color as the title bar, which uncover the source, profile unique sign.
Combine Profile image with photo thus reduce redundant repetitive.

What else to think except productivity?

Democratizing
Human Value
Design Conscience
Inclusive
...



Thanks!

Lissa Dai