



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

28 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

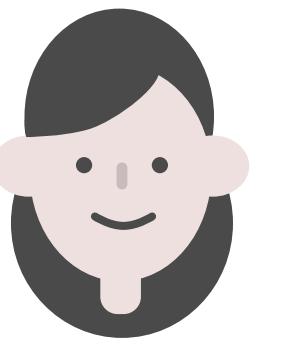
User Experience D... · 1

HTML · 5

Adobe Illustrator · 2



1
st



Designer

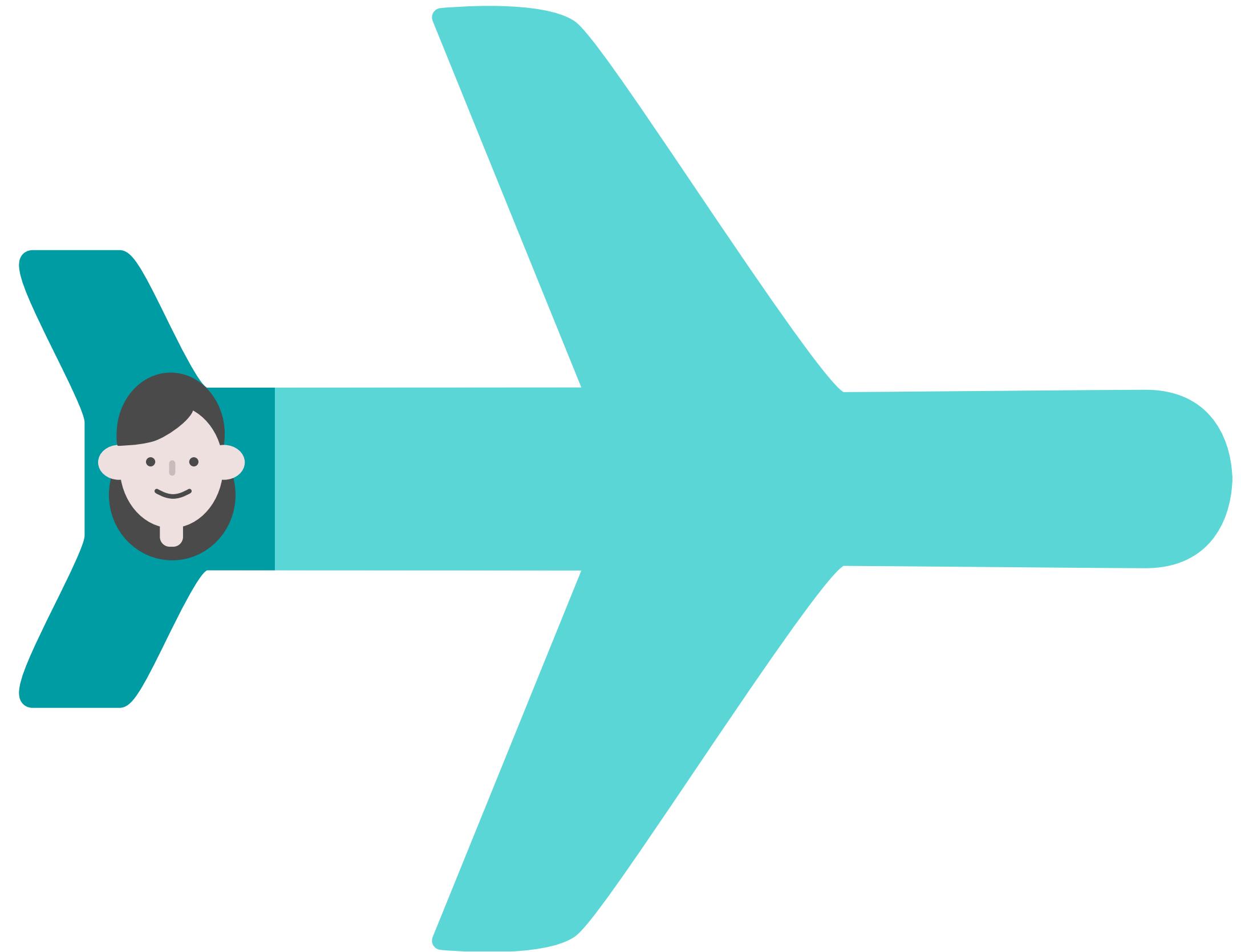
2014

Experimental
Group



1
st

Designer



2014

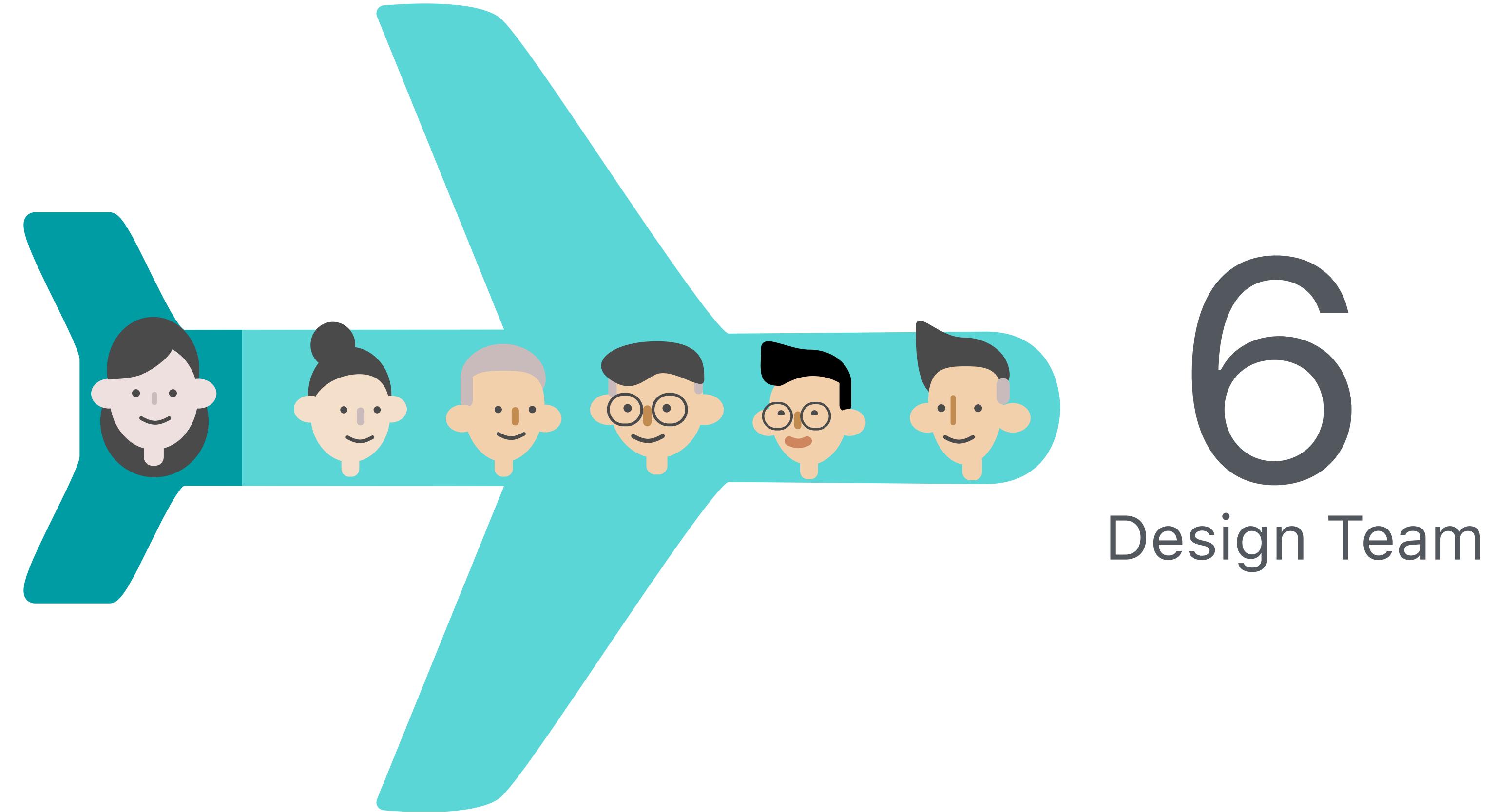
Experimental
Group



2014

Experimental
Group

1st
Designer



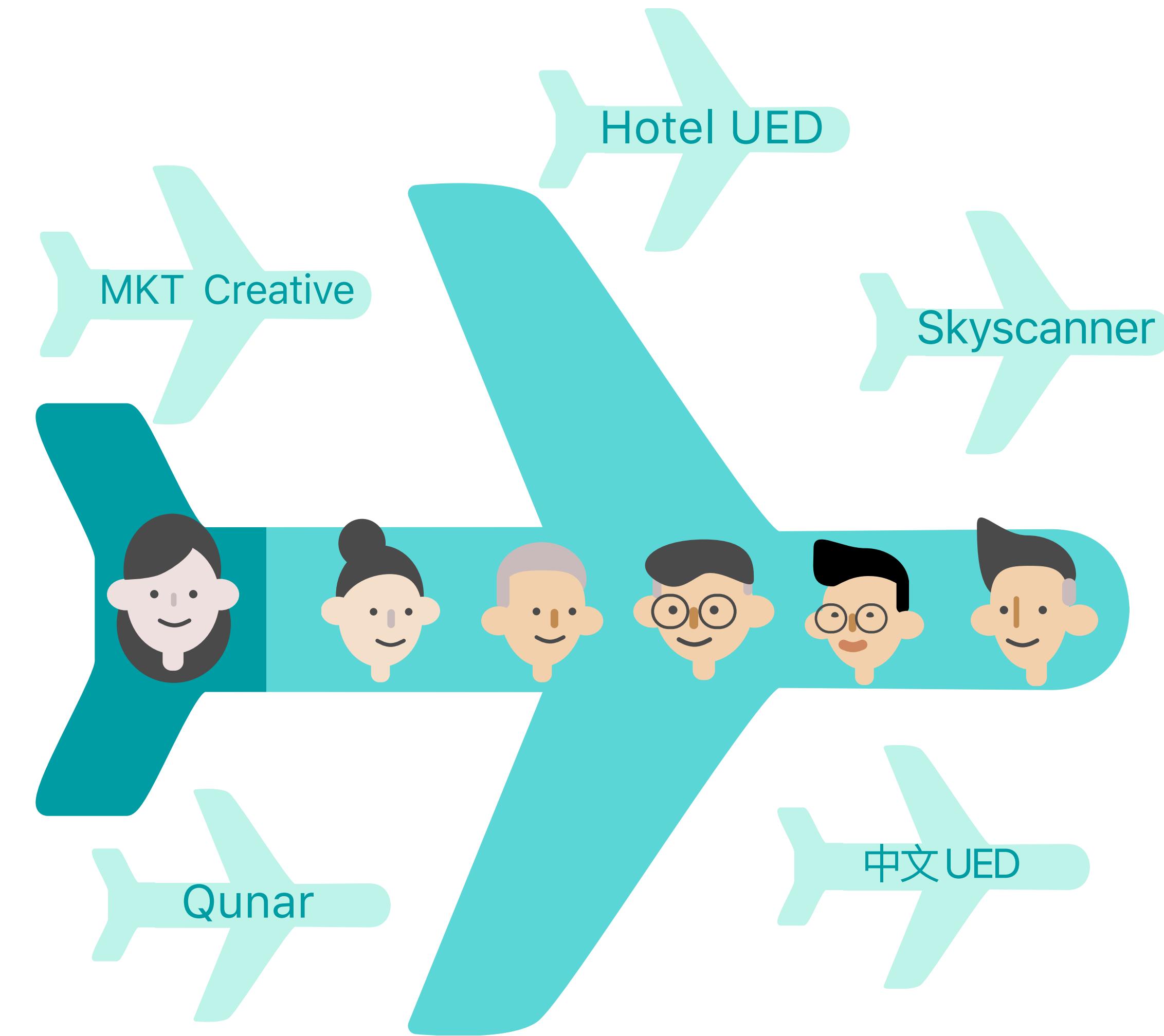


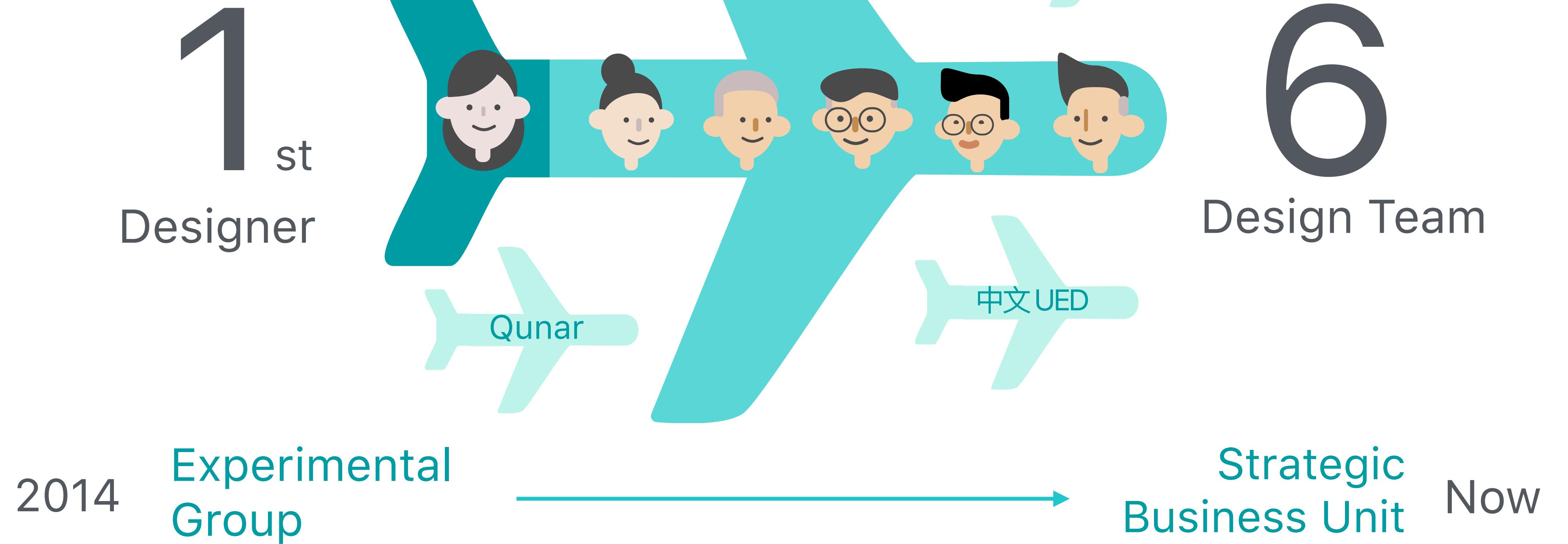
2014

Experimental
Group

1st
Designer

6
Design Team



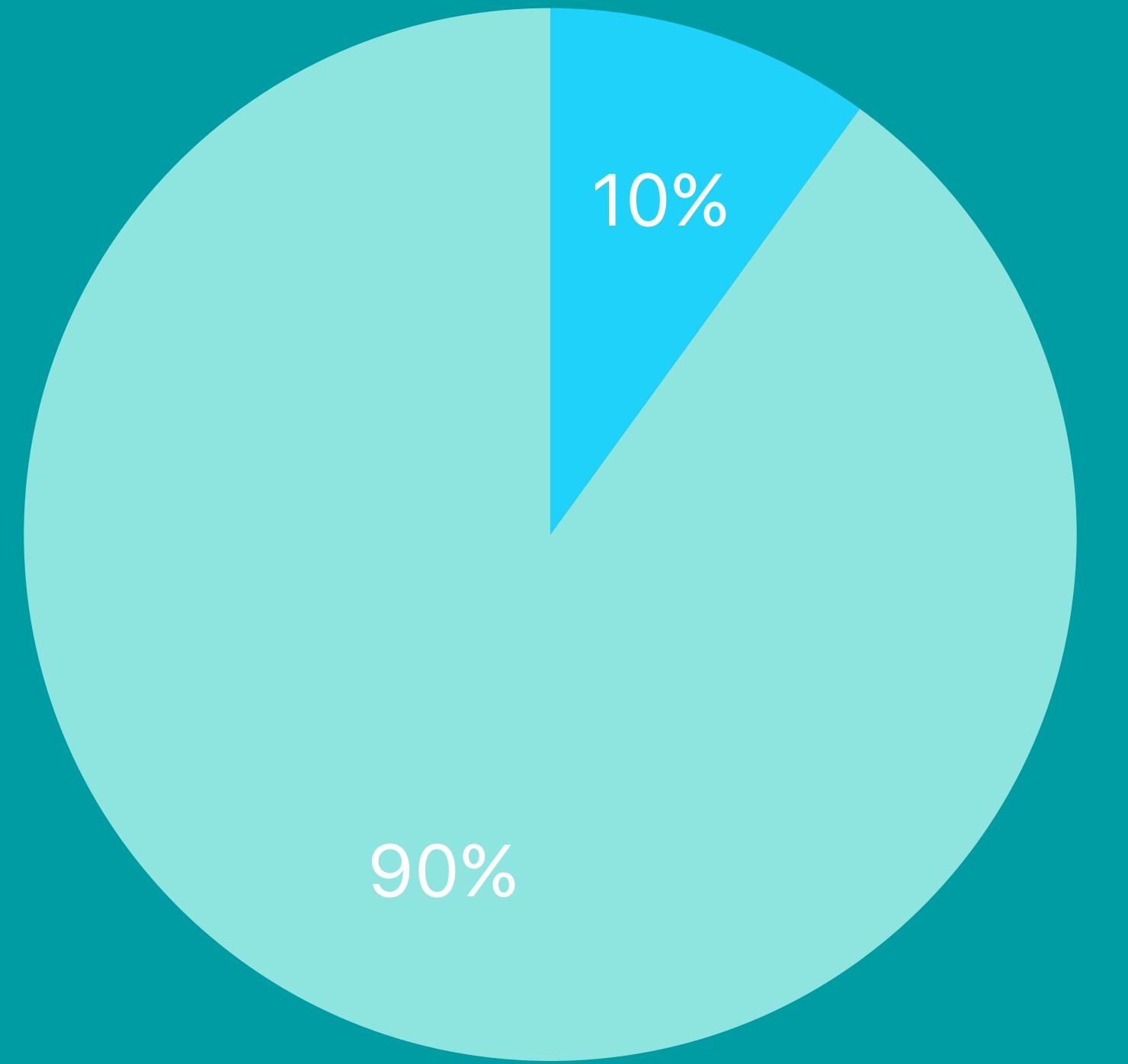


When my schedule began to go like this...

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 29日	初四 30日	初五 1日	初六 2日
		13:30 PR Design Scrum Meetup - TSD (小鹏跟黄Line Del)	10:30 产研会商会议 - SOHO17#10905 聚福苑15...	14:00 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - jpm (刘鹏)PMO	10:30 PR UED Team - Group Meeting - 20170301_09 meeting room: v080508 (Janelle Xu)	
		15:00 产研产品经理会 - SOHO17#10905 小鹏跟黄 (Nic Shen)	17:00 产研产品经理会 - SOHO17#10905 香格里拉...	16:00 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - jpm (刘鹏)PMO		
58	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 Scrum Meetup - TSD (小鹏跟黄Line Del)	10:30 产研产品经理会 - SOHO17#10905 香格里拉 (Sarah Wu)	15:00 PR UED Team - Group Meeting - 20170309_144501...	10:30 PR UED Team - Group Meeting - 20170309_144501...	14:00 PR UED Team 4.8 Meeting - 1044020 104402...
		14:00 产研产品经理会 - SOHO17#10905 小鹏跟黄 (Nic Shen)	17:00 产研产品经理会 - SOHO17#10905 香格里拉 (Sarah Chen)	16:00 产研产品经理会 - SOHO17#10905 jpm (刘鹏)Shelly Yu	14:00 (Tech Talk) 产研会商会议 - SOHO17#10905 ...小鹏跟黄 (Nic Chen)	15:00 FAQ - 产研会商会议 - SOHO17#10905 香格里拉 (Allen Wu)
		17:00 PR App5.0 项目组会 - SOHO17#10905 香格里拉 (Sarah Chen)	18:00 (Tech Talk) 产研会商会议 - SOHO17#10905 香格里拉 (Sarah Chen)	16:00 (Tech Talk) 产研会商会议 - SOHO17#10905 香格里拉 (Shelly Yu)	16:00 PR UED Team 4.8 Meeting - 1044020 104402...	16:00 PR UED Team 4.8 Meeting - 1044020 104402...
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 Scrum Meetup - TSD (小鹏跟黄Line Del)	10:30 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - 聚福苑 (Hawei) - jpm (刘鹏)Shelly Yu	14:00 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - 聚福苑 (Hawei) - jpm (刘鹏)Shelly Yu	10:30 PR UED Team - Group Meeting - 20170315_144501...	
		14:00 产研产品经理会 - SOHO17#10905 小鹏跟黄 (Nic Shen)	17:00 产研产品经理会 - SOHO17#10905 香格里拉 (Sarah Chen)	16:00 产研产品经理会 - SOHO17#10905 jpm (刘鹏)Shelly Yu	14:00 (Tech Talk) 产研会商会议 - SOHO17#10905 ...小鹏跟黄 (Nic Chen)	
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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 Scrum Meetup - TSD (小鹏跟黄Line Del)	10:30 PR UED Team - Group Meeting - 20170321_144501...	14:00 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - 聚福苑 (Hawei) - jpm (刘鹏)Shelly Yu	10:30 PR UED Team - Group Meeting - 20170321_144501...	
		14:00 产研产品经理会 - SOHO17#10905 小鹏跟黄 (Nic Shen)	15:00 PR App5.0 项目组会 - SOHO17#10905 香格里拉 (Sarah Chen)	16:00 PR Cancelled Offline会议 - 香格里拉 (Nic Chen) - jpm (刘鹏)Shelly Yu	14:00 (Tech Talk) 产研会商会议 - SOHO17#10905 ...小鹏跟黄 (Nic Chen)	
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		19:00 PR UED Team 4.8 Meeting - Right 1049020 104902...				
26日	二十九 27日	三十 28日	三月 29日	初二 30日	初三 31日	初四 4月1日
		13:30 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - jpm (刘鹏)Shelly Yu	10:30 产研产品经理会 - SOHO17#10905 聚福苑 (Hawei) - jpm (刘鹏)PMO	14:00 产研会商会议 - SOHO17#10905 聚福苑 (Hawei) - jpm (刘鹏)PMO	10:30 PR UED Team - Group Meeting - 20170331_144501...	
		14:00 产研产品经理会 - SOHO17#10905 小鹏跟黄 (Nic Shen)	17:00 产研产品经理会 - SOHO17#10905 香格里拉 (Sarah Chen)	16:00 产研产品经理会 - SOHO17#10905 jpm (刘鹏)Shelly Yu	14:00 (Tech Talk) 产研会商会议 - SOHO17#10905 ...小鹏跟黄 (Nic Chen)	
		18:00 PR UED Team 4.8 Meeting - Right 1049020 104902...			16:00 PR UED Team 4.8 Meeting - Right 1049020 104902...	



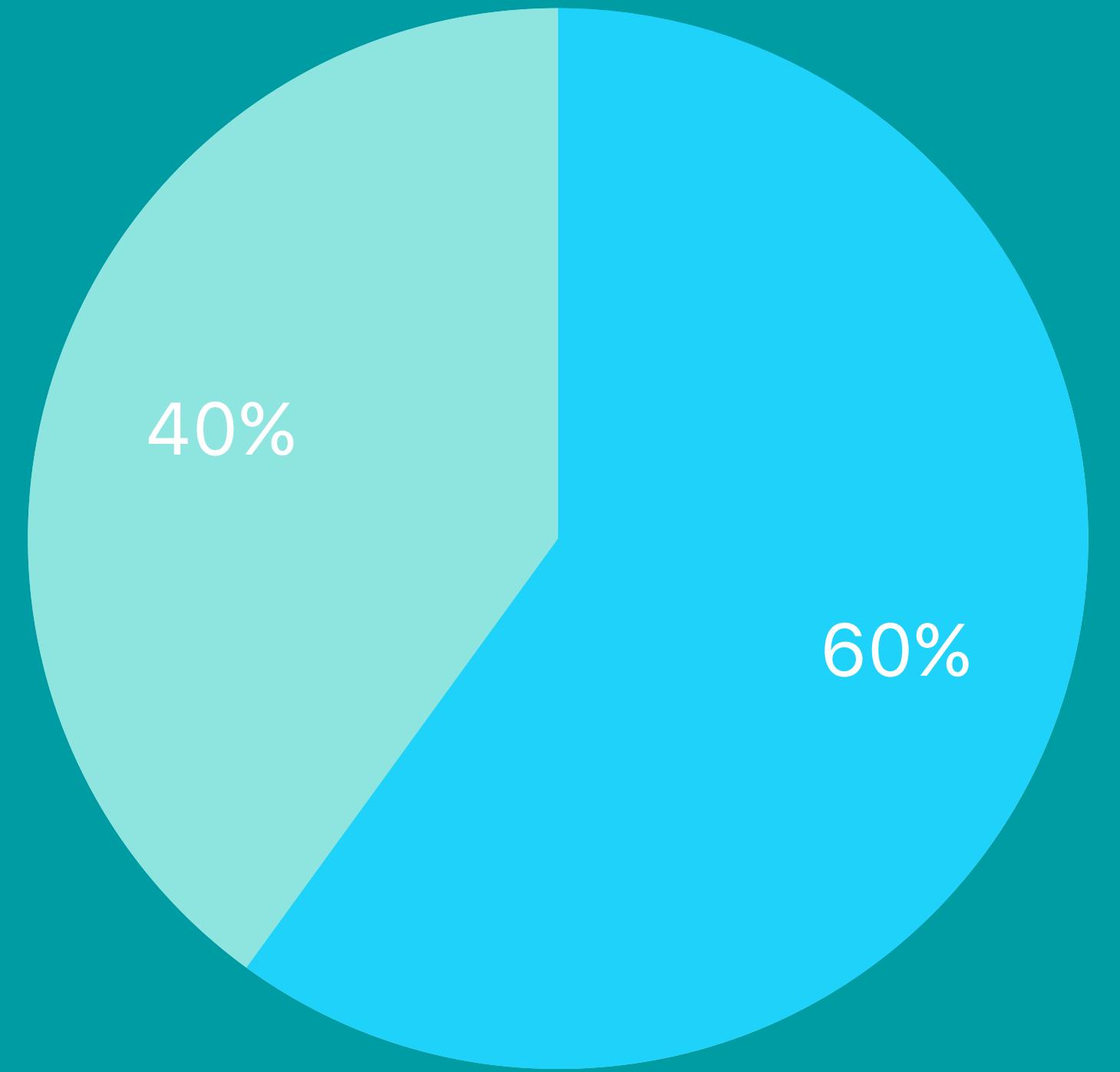
When my schedule began to go like this...



● Meeting ● Design



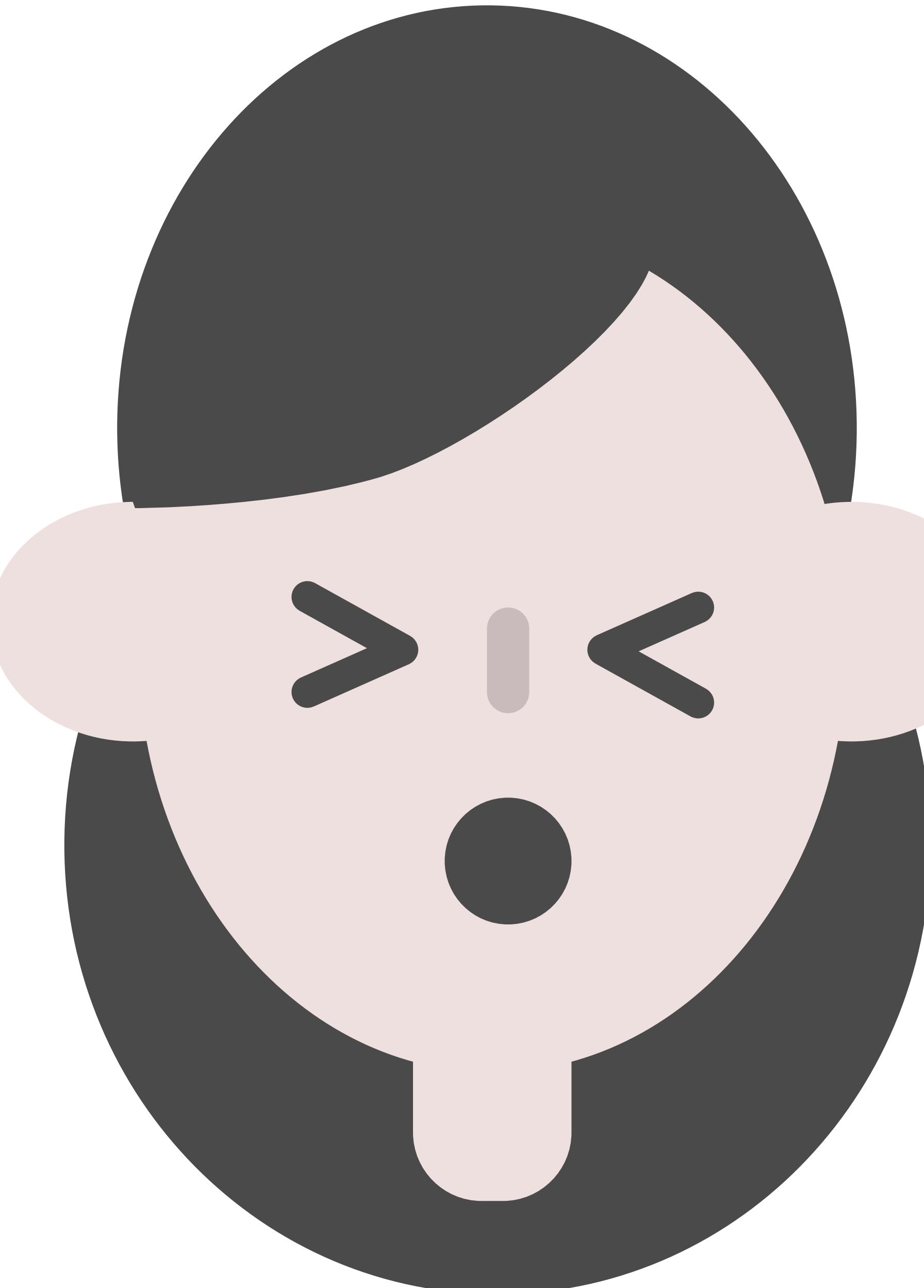
When my schedule began to go like this...



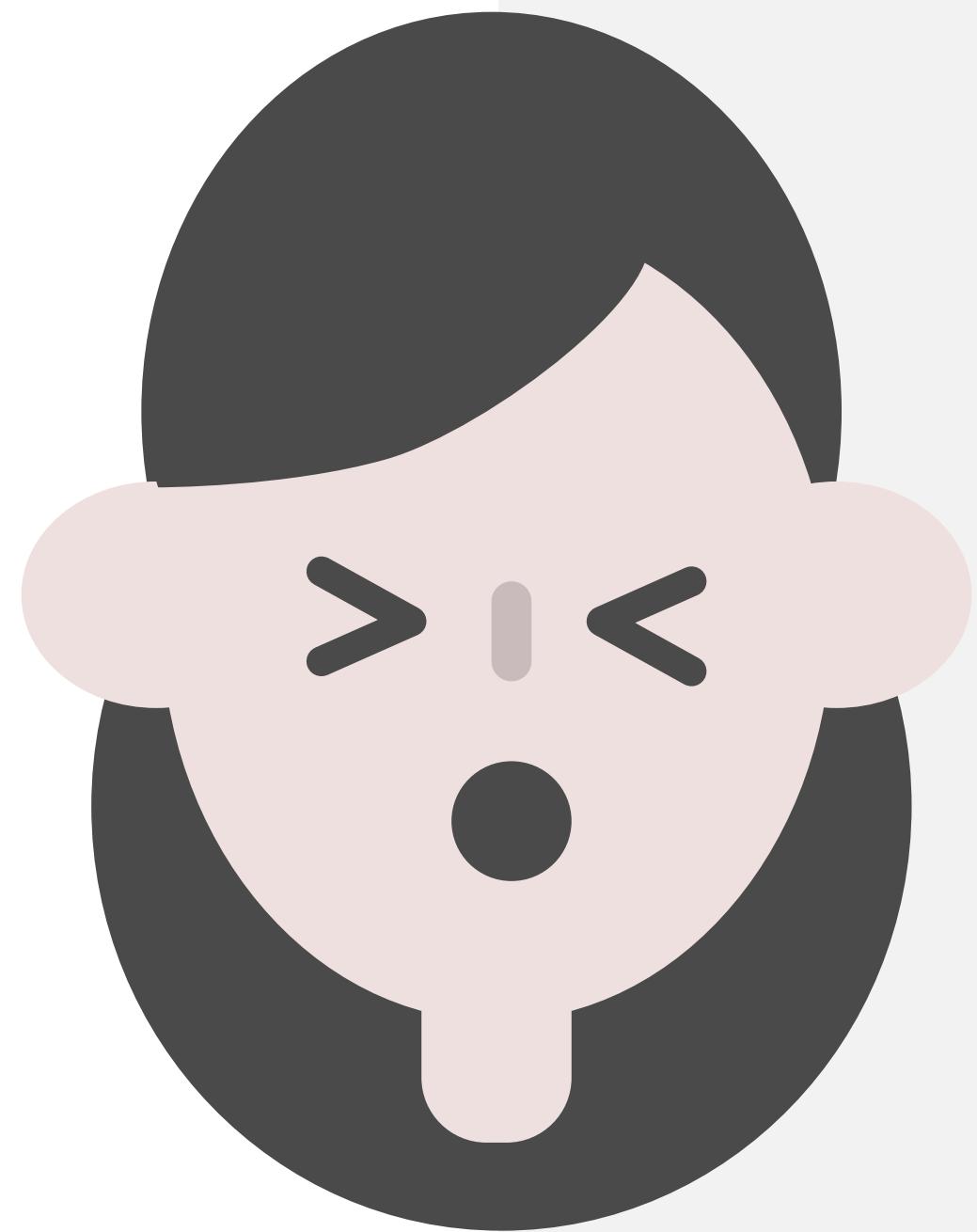
● Meeting ● Design



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



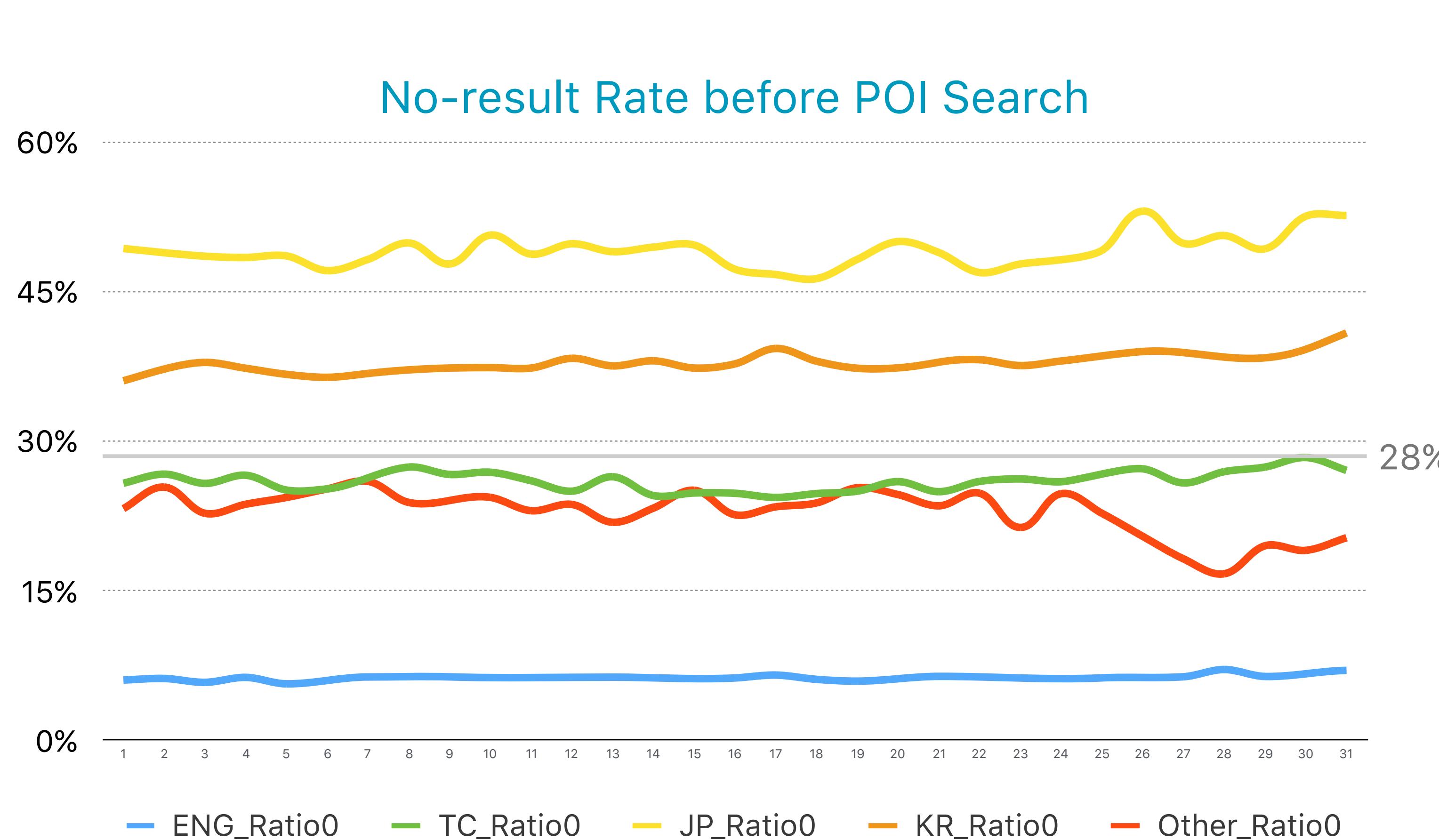
Solve Ahead

Project Name
POI Search

Release Time
2017.2

Platform
Online H5 App

The diagram illustrates the integration of mobile and web platforms. On the left, a white iPhone displays a search interface for "Shanghai" as the "From" location, with results including "United States", "NYC New York", "LAX Los Angeles", and various Shanghai airports (Pudong, Hongqiao, Suzhou). On the right, a MacBook displays a Ctrip flight search page. The "From" field is set to "shan" and the "To" field is set to "Other airport". The search results show flights from Shanghai to various destinations like Las Vegas, Miami, and Ho Chi Minh City, with prices ranging from CNY 968 to 3,765.



Before Status

28 %

Ctrip

25 %

Competitor Benchmark

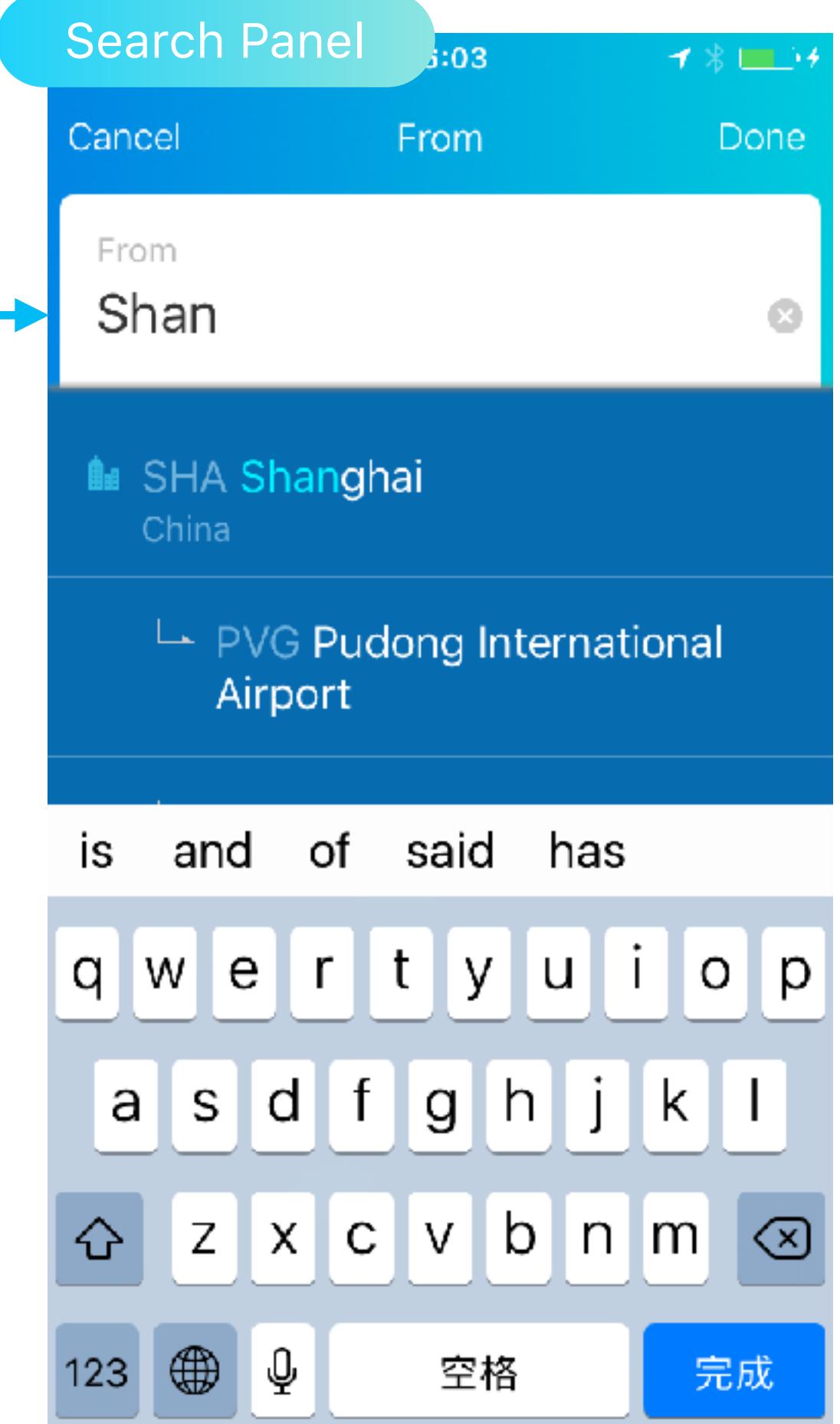
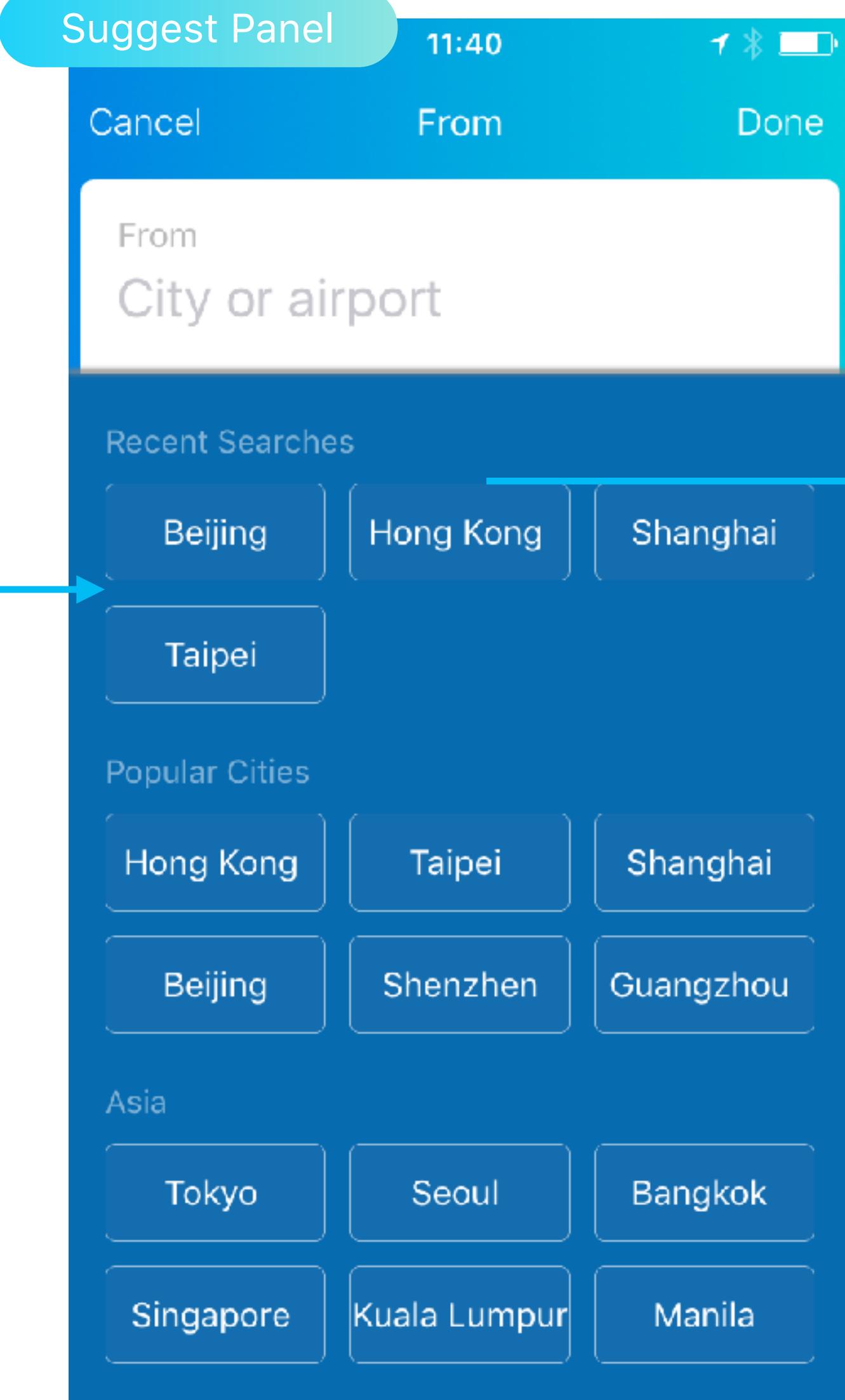
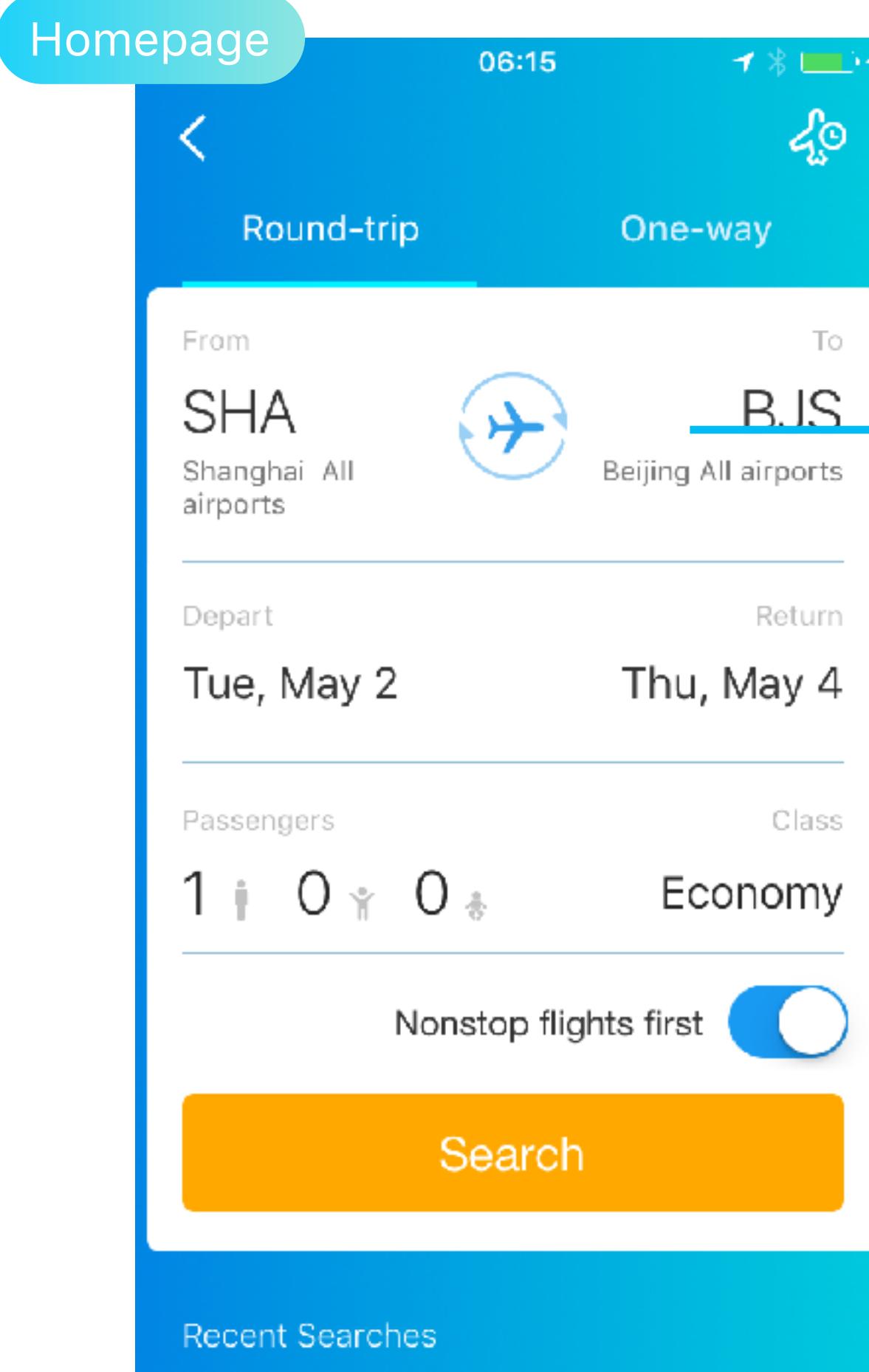
Slow Guidance

Deficient
Data

Low
Compatibility

Guidance Ahead

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



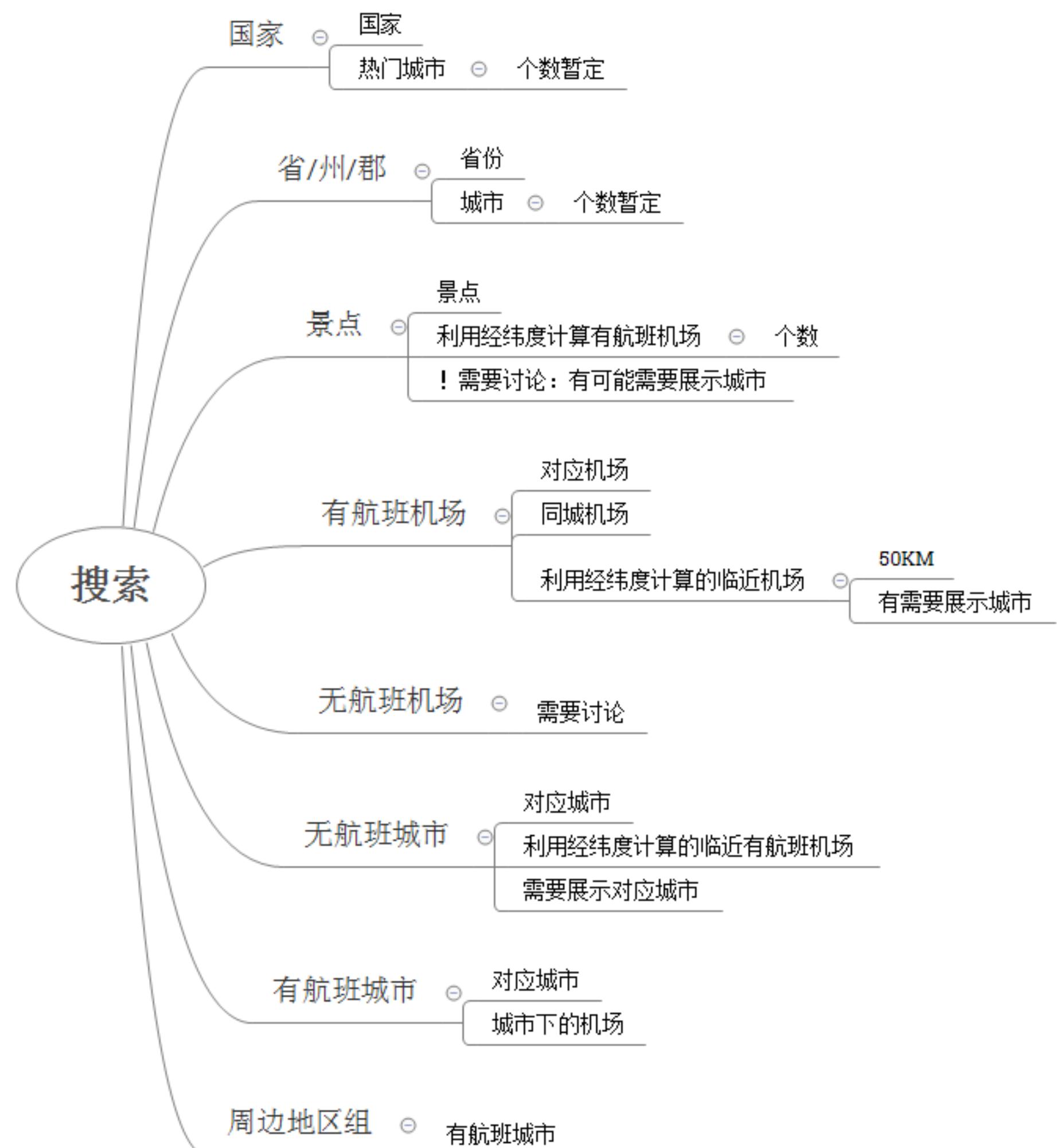
Default and history value

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

Input and search optimization

Richened data

Design for more data types but less recognition burden



$$\rightarrow F(x,y,z)$$

Dimensionality Reduction

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

Output
Mental model

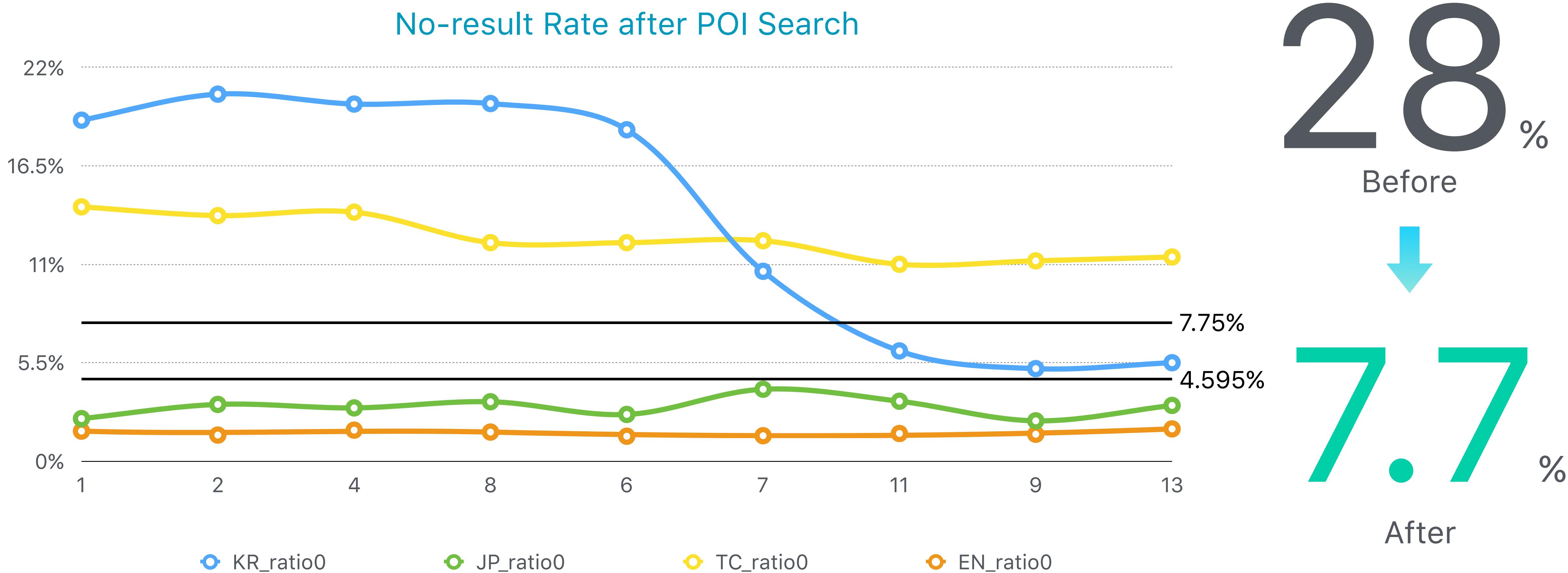
Input
Implementation model

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



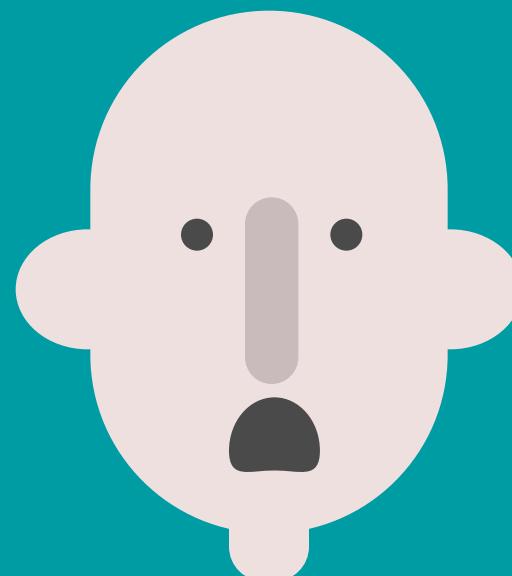


Think Wide

Project
Revamp on Booking Detail

Time
2016. 10

Platform
App



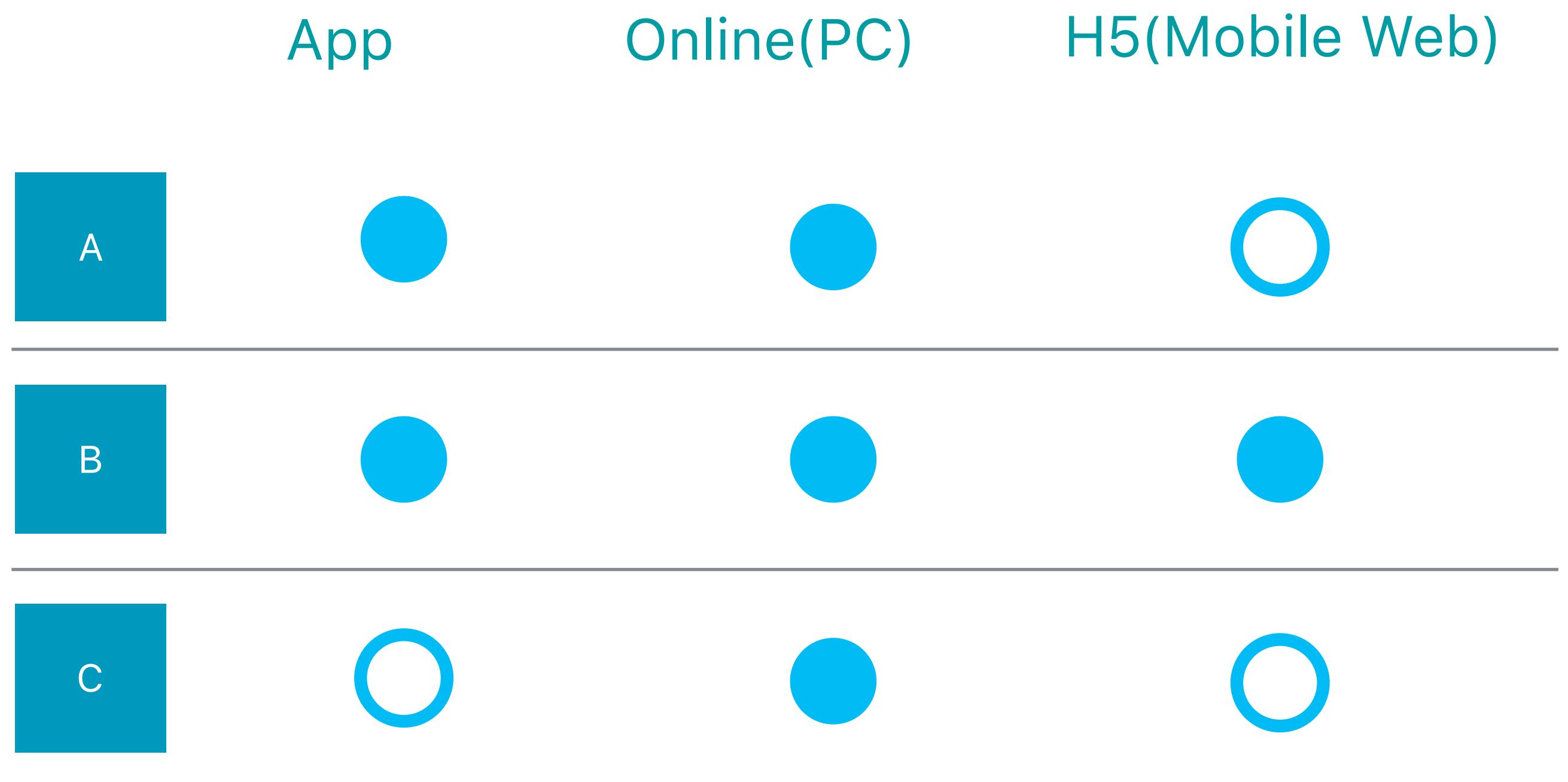
Where is my VIP Lounge, I can't check it through my Ctrip App!



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

Sort the scope

What features comes from other platform?



订单梗概

主要操作

关联订单说明

行程1

对应出行人和记录

行程2

对应出行人和记录

X产品

乘机人详情

联系人详情

特殊要求 (来自online 只读)

邮寄信息 (来自online 只读)

次要操作

附加功能

常见问题

1 订单基础信息

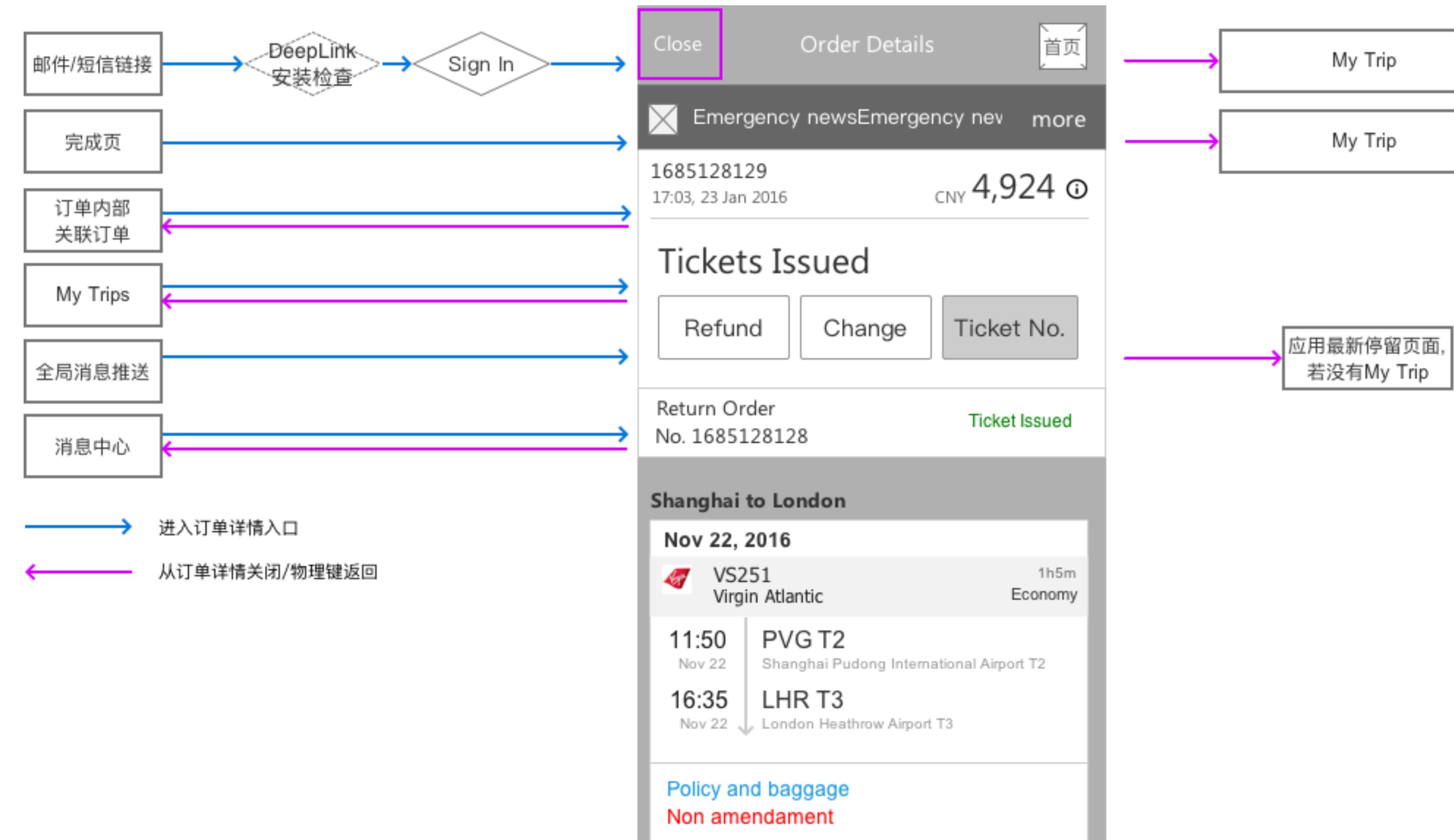
2 出行和购买信息

3 填写记录

4 附加/自助操作

Close or back

There were more entrances than I thought.



Read-only

Play an vital role on
reducing complaint
calls.

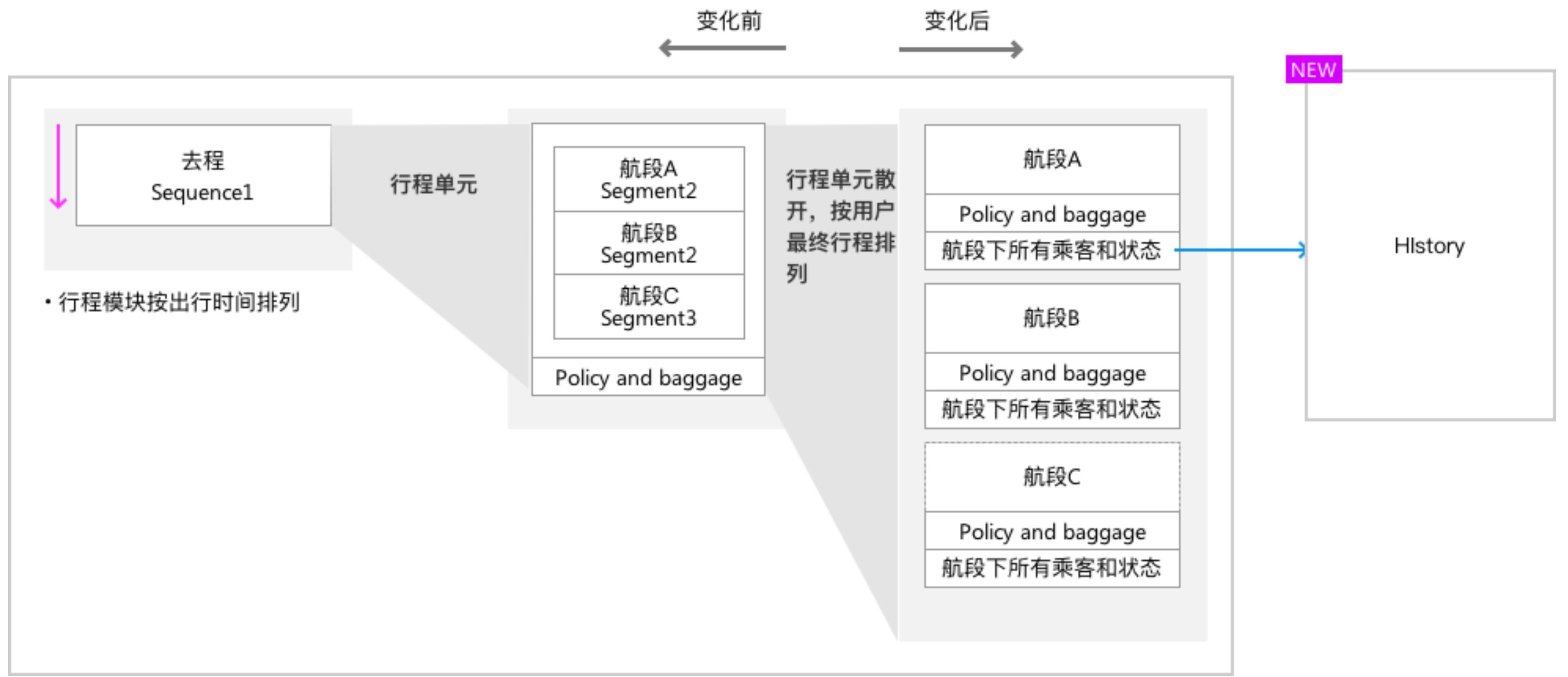
Ticket No.	
A	Booking Number (confirmation code) for the check-in, seat selection, food purchase or luggage amount, etc.
B	Booking Number (confirmation code) for the check-in, seat selection, food purchase or luggage amount, etc.
C	Booking Number (confirmation code) for the check-in, seat selection, food purchase or luggage amount, etc.
<p>Jul 27, 2016 Hongkong - Singapore</p> <p>DAI LISSA 123-4567890123 Refunded</p> <p>LINEMO 123-4567890123</p> <p>DING IRENE 123-4567890123</p>	
<p>Aug 01, 2016 Singapore - Hongkong</p> <p>DAI LISSA 123-4567890123 Refunded</p> <p>LINEMO 123-4567890123</p> <p>DING IRENE 123-4567890123</p>	

日期从近到
远排列

- A 标题
票号，航司确认码
- B 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
- C 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?



The screenshots illustrate the progression of travel changes:

- 单程, 没有发生变化:** Default view showing flight information and passenger details.
- 发生航变:** Flight change is applied.
- 部分乘客发生改签:** Some passengers are shown changing their flights.
- 航班已调整中部分乘客退票:** Passengers are shown checking退票.
- 改签的乘客退票了:** Passengers who changed their flights have checked退票.
- 原航班所有乘客全部退票:** All passengers of the original flight have checked退票.

Annotations below the screenshots:

- Shanghai to London, Dec 3, 2016: VS251, Virgin Atlantic, Economy. 11:50 PVG T2, 16:35 LHR T3.
- Shanghai to London, Dec 3, 2016: 已调整的航班. VS251, Virgin Atlantic, Economy. 11:50 PVG T2, 16:35 LHR T3. 显示乘客 DAI LISSA, DING IRENE, NEMO LI.
- Shanghai to London, Dec 3, 2016: 改签的航班. VS251, Virgin Atlantic, Economy. 11:50 PVG T2, 16:35 LHR T3. 显示乘客 DAI LISSA.
- Shanghai to London, Dec 3, 2016: 改签机票. VS251, Virgin Atlantic, Economy. 11:50 PVG T2, 16:35 LHR T3. 显示乘客 DAI LISSA.
- Shanghai to London, Dec 3, 2016: 部分退票. VS251, Virgin Atlantic, Economy. 11:50 PVG T2, 16:35 LHR T3. 显示乘客 DAI LISSA.
- Shanghai to London, Dec 4, 2016: 全部退票. VS251, Virgin Atlantic, Economy. 显示乘客 DAI LISSA.

Bottom notes:

- 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。
- 发生航变时显示所有乘客信息，显示乘客状态。
- 部分乘客发生改签时显示改签成功的乘客信息。
- 航班已调整中部分乘客退票时显示部分退票成功的乘客信息。
- 改签的乘客退票了时显示已退票的乘客信息。
- 原航班所有乘客全部退票时显示全部退票的乘客信息。

2. INNOVATION Dilemma

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

2. INNOVATION Dilemma

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



Find the Pivot Point

2. INNOVATION Dilemma

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



Find the Pivot Point



Grab the Right Slot



Find the Pivot Point

Ctrip

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	② 2h24m Flight details
				Economy USD USD1
				Departure Earliest
				Departure Earliest
				Departure Lastest
				Price Earliest

Delta Airlines DL1008 06:39 PVG T1 Non-stop 06:39 PVG T1 ② 2h24m Flight details Economy+Business Free Select

Delta Airlines DL1008 06:39 PVG T1 1 stop HKG 2h25m 06:39 +1d PVG T1 ② 2h24m Flight details Economy+Business Unconfirmed ① Select 2 Left Operated by China Eastern Airline

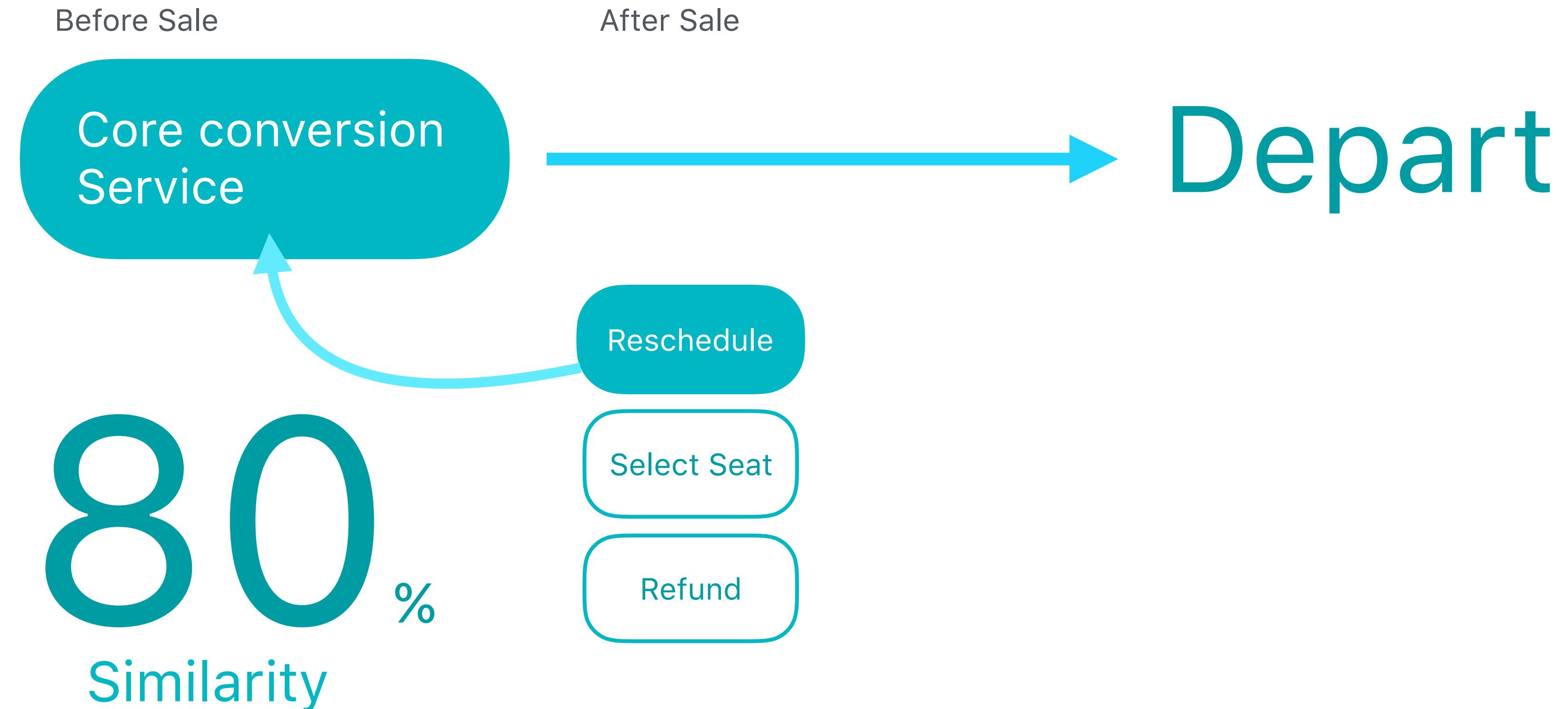
Delta Airlines DL1008 06:39 PVG T1 2 stops DPW LAX 06:39 +1d PVG T1 ② 2h24m Flight details Business Unconfirmed ① Select 2 Left Operated by China Eastern Airline,Quatar Airline

Project
Flight Reschedule

Time
2017. 1

Platform
Online

Consistency is misleading



Grab the Right Slot

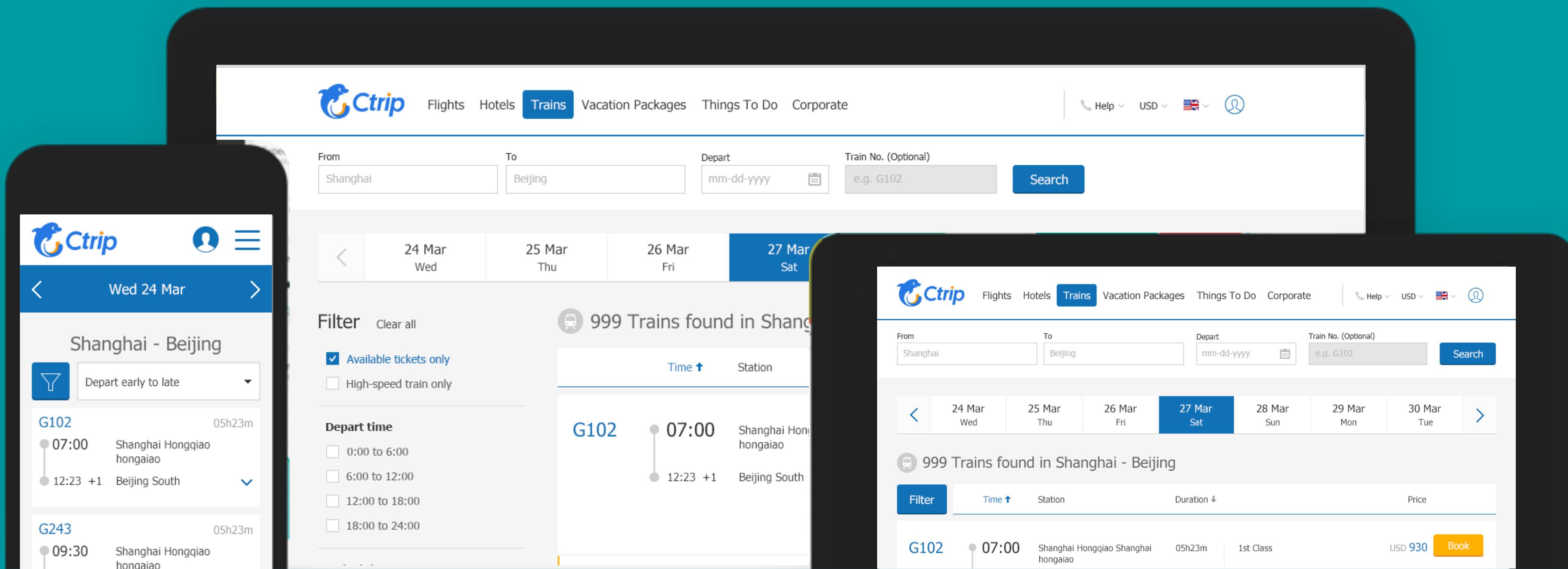


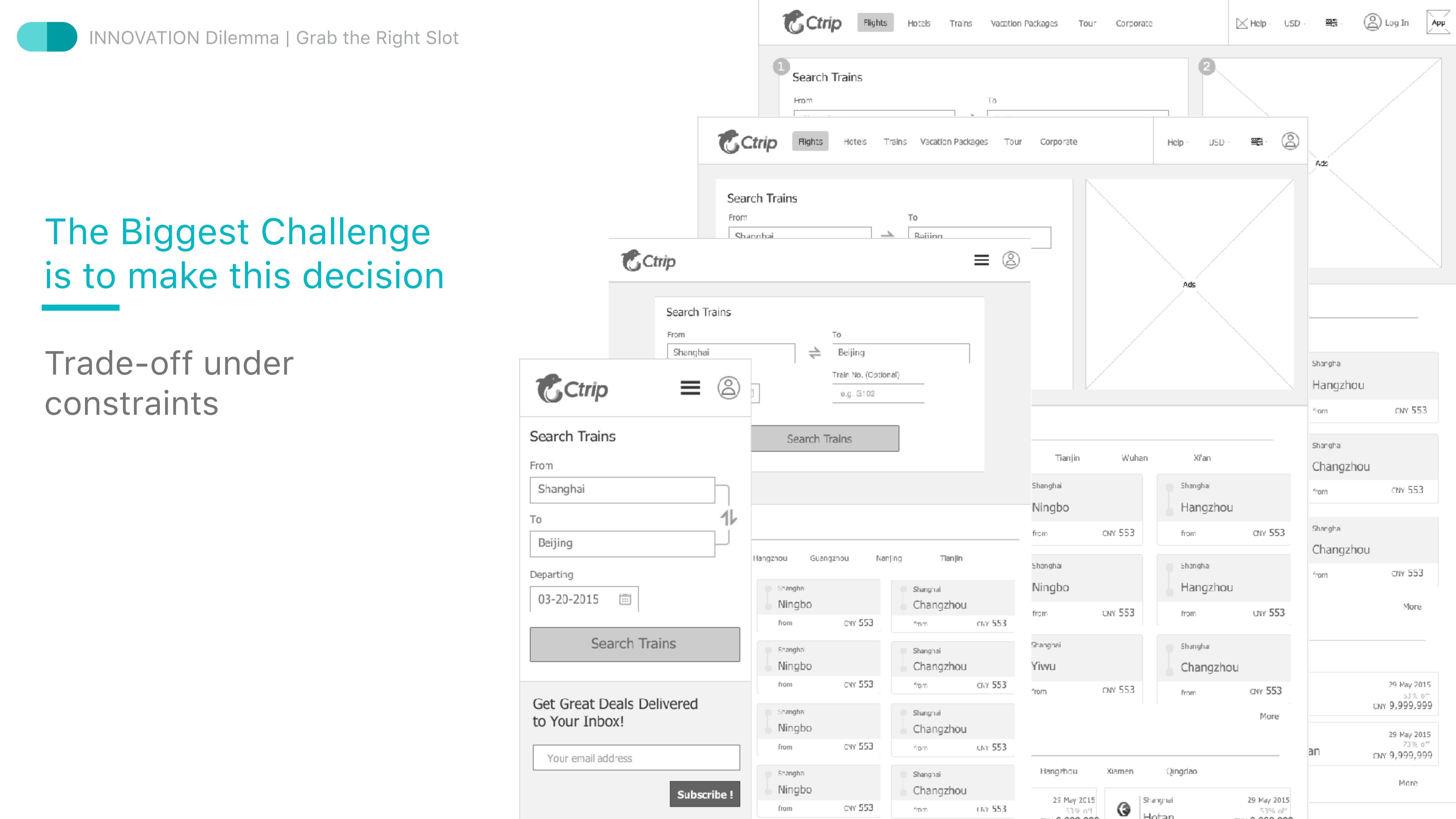
Project
Responsive Web Design for Train

Time
2015.12

Platform
Online H5

Net Profit / year
5.547,200



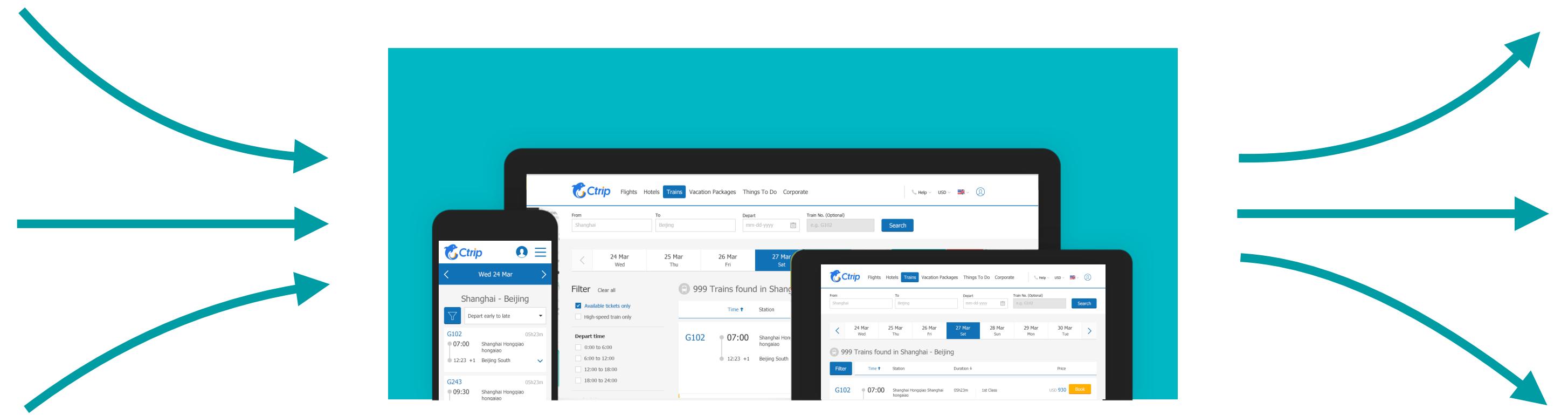


The Biggest Challenge is to make this decision

Trade-off under constraints

Least Challenge is for the New Pages

How to deal with
the existing non-
responsive pages?



SEO

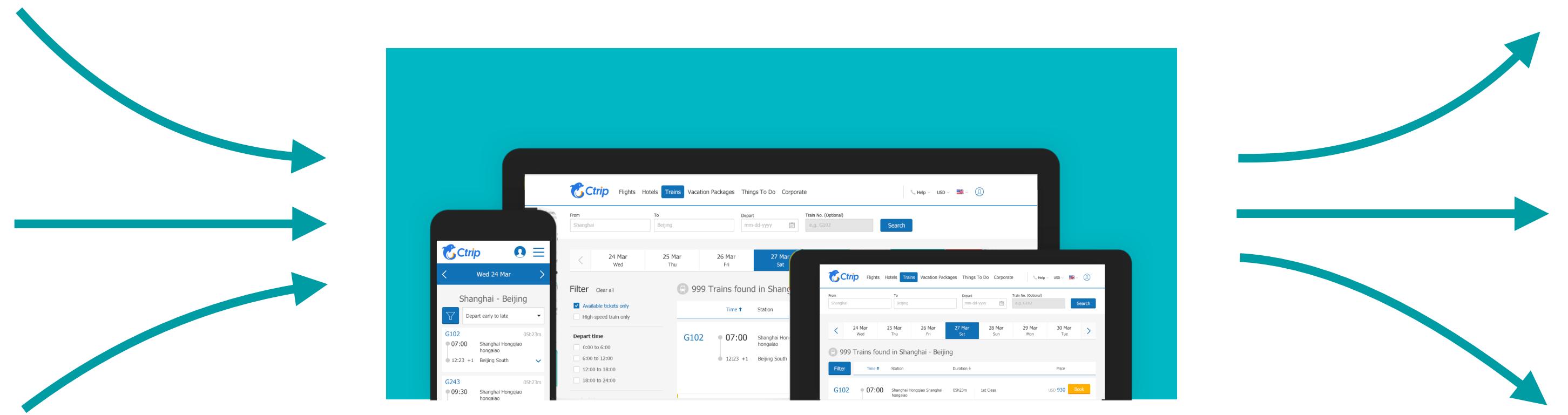
FAQ

Payment

Navigation

Least Challenge is for the New Pages

How to deal with
the existing non-
responsive pages?



SEO

Done!

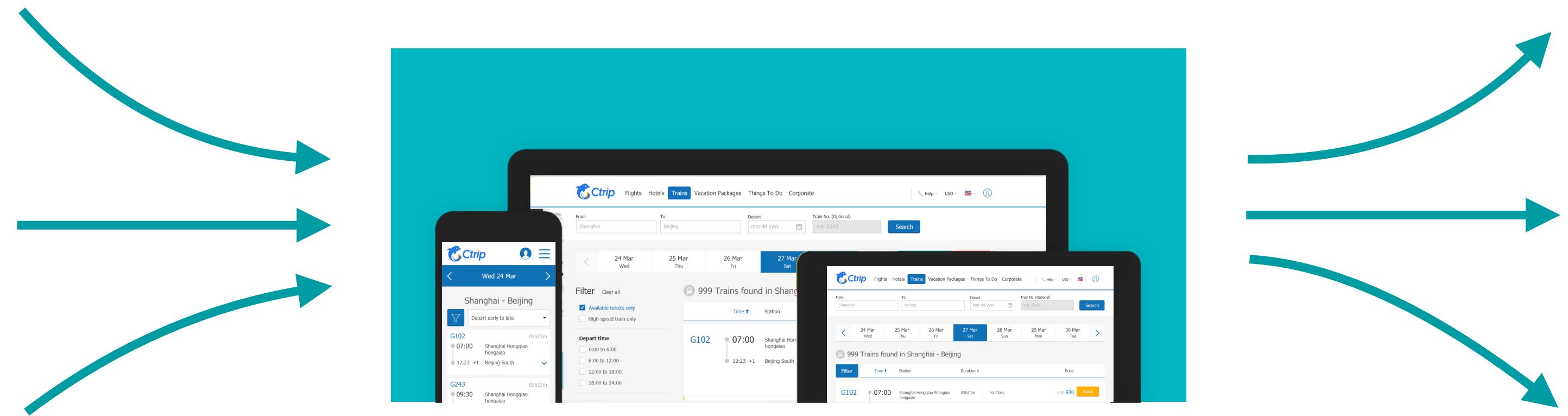
FAQ

Payment

Navigation

Least Challenge is for the New Pages

How to deal with
the existing non-
responsive pages?



SEO

Done!

FAQ

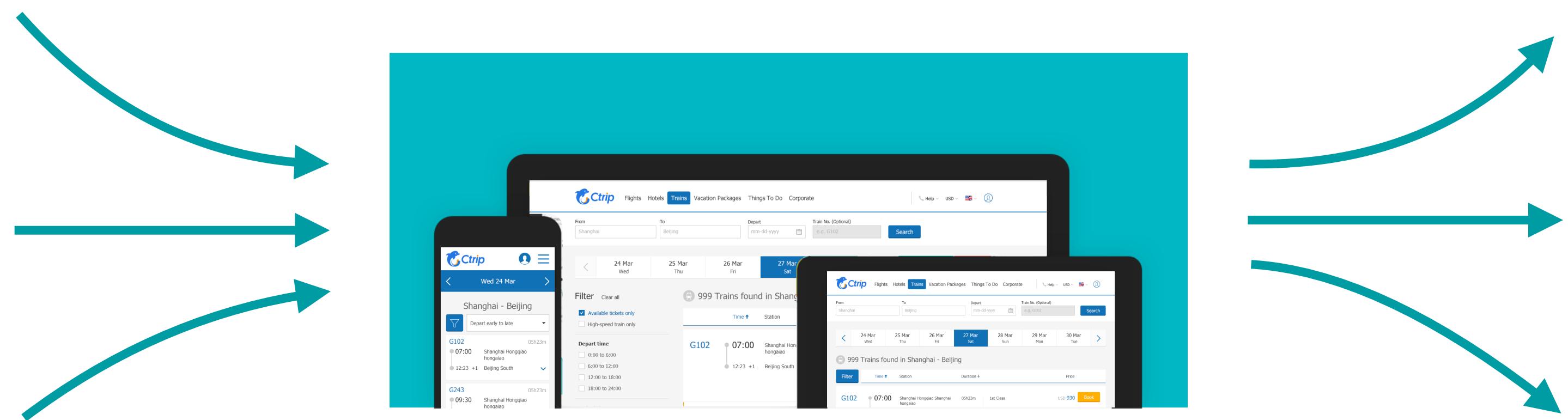
Done!

Payment

Navigation

Least Challenge is for the New Pages

How to deal with
the existing non-
responsive pages?



SEO

Done!

FAQ

Done!

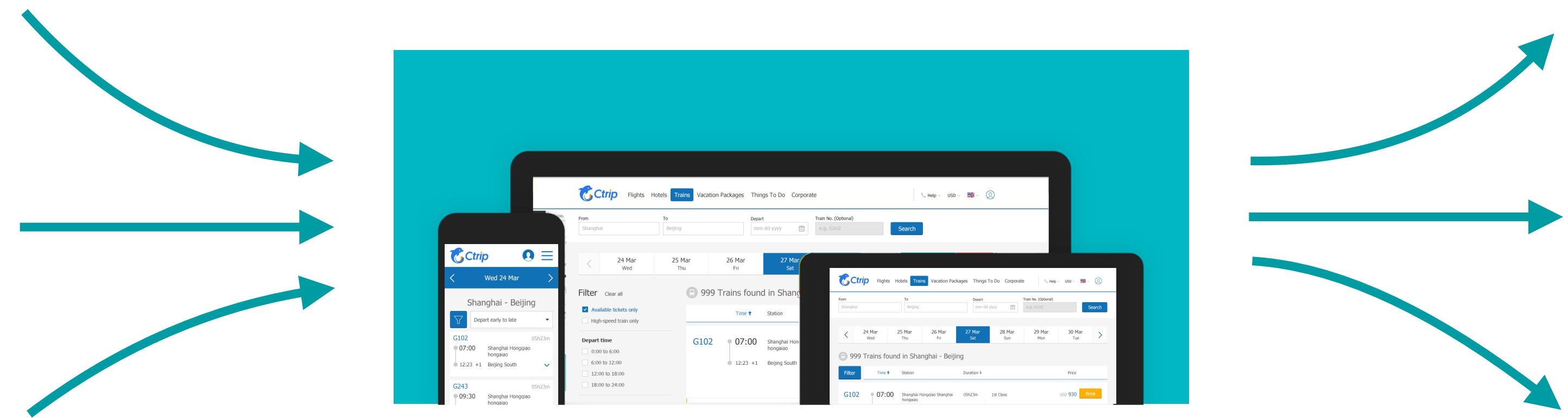
Payment

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	Shanghai
Beijing	Beijing
Guangzhou	Guangzhou
Chongqing	Chongqing
Dalian	Dalian
Qingdao	Qingdao
Chongqing	Chongqing

PC 及768以上的屏幕

Departing: May 22 2016 Return: Jun 05 2016

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 9,999 [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: 6 正常可选日: 6 过期/不可选日: 6 不满一周的填补日期: 6

hover/已选: 6 已过去: 6 区间日: 6 已选回: 6

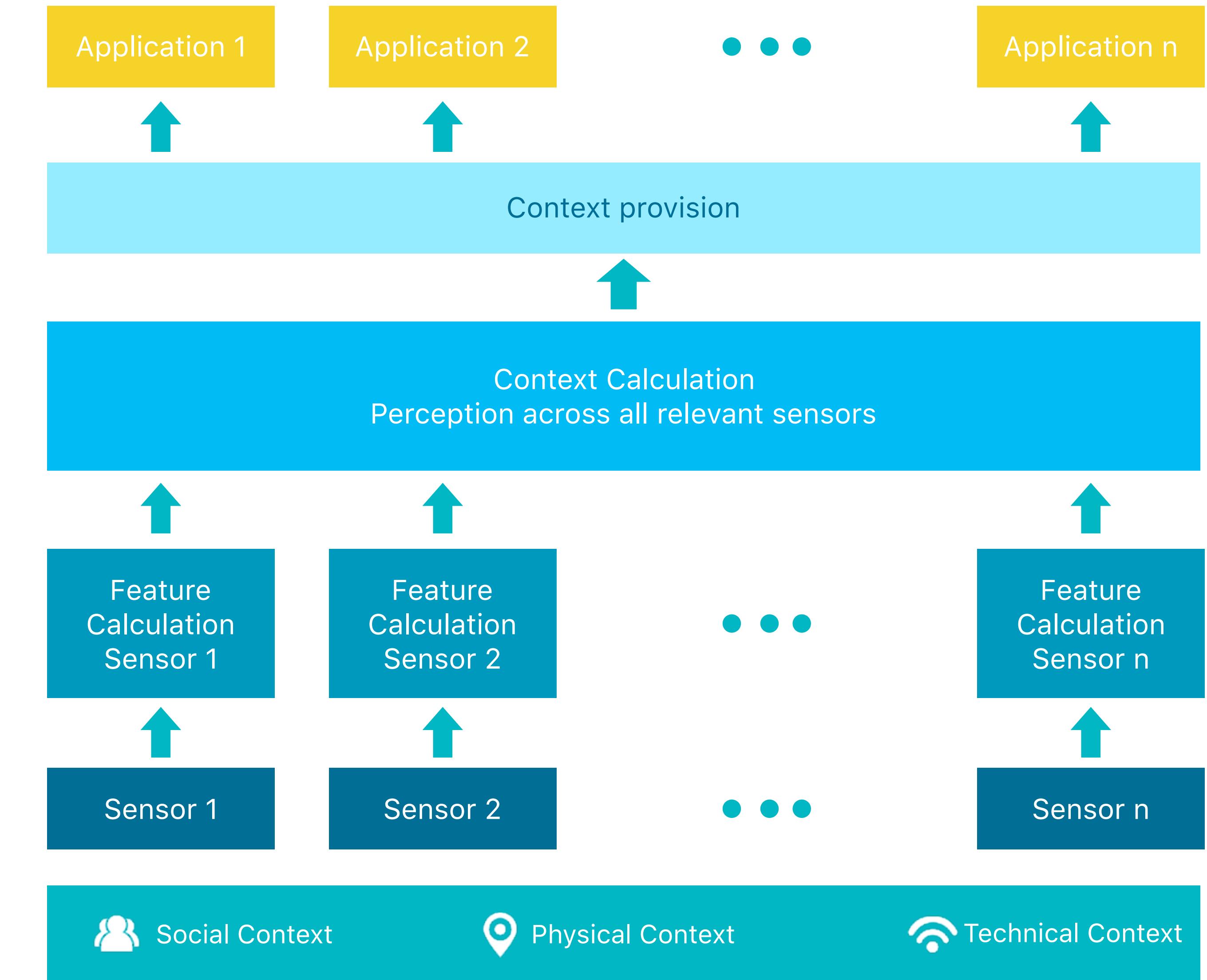
汇率
• 仅日历存在低价的时候出现，其余情况不展示

解散按钮

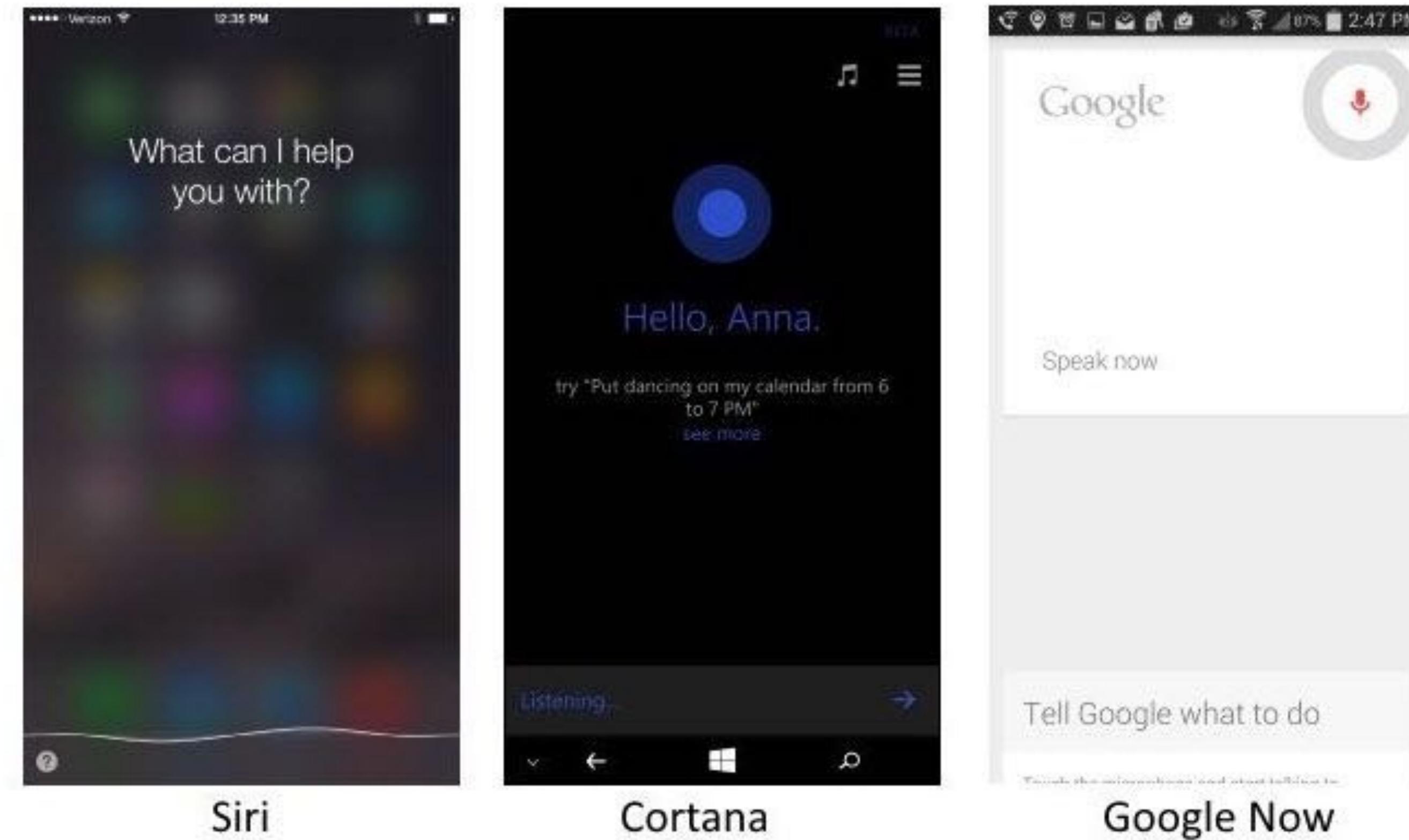
Response to the User



Contextual Design



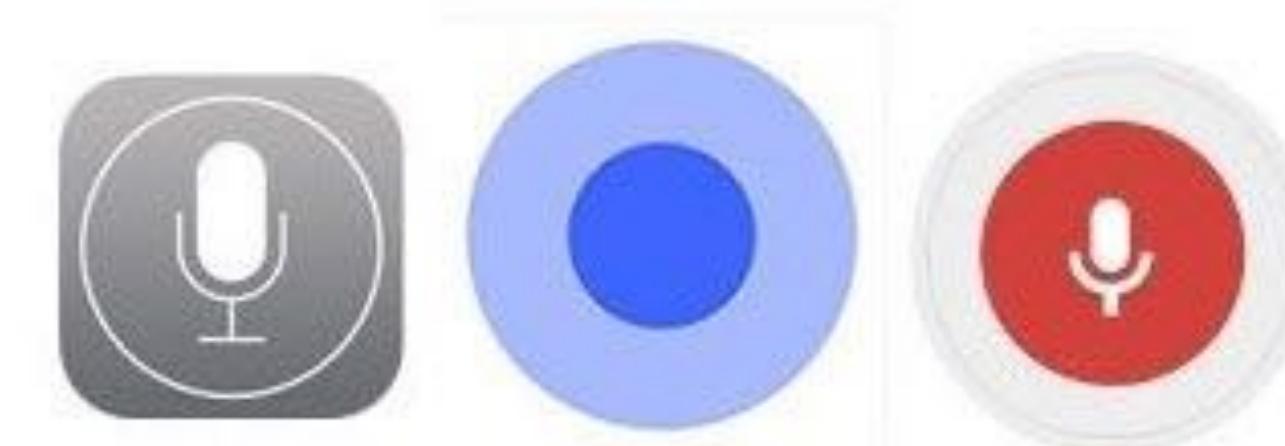
Contextual Design Application



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



Requirement Review

Inside UED Review



Peer Review



UED Discuss



Design Review



Design Review

Live Project Tracking

Designers are real
Awkward at reading
and project
management.

The screenshot shows a Confluence teambition interface with a navigation bar at the top. The main area displays a task board with several columns:

- Requirements gathering - diver...**: Contains 5 tasks, all of which are incomplete (indicated by an empty checkbox). Examples include "HK JP KR Ticket Product Name Feature Collection" and "Online Ticket Order Details".
- Program schedule · 6**: Contains 6 tasks, all incomplete. Examples include "Investigating South Korea's Missing Course" and "Ticket App4.4.1".
- Design - interactive · 5**: Contains 5 tasks, all incomplete. Examples include "H5 ticket page conversion and design strategy" and "Online international list product description optimization - by ticket time and local station optimization".
- Design - Vision 9**: Contains 9 tasks, all incomplete. Examples include "CR-SC landing page to take the opportunity to fill in the page -online" and "Study the use of Sketch and promote the efficiency of the scene".
- Design - Front E...**: Contains 10 tasks, all incomplete. Examples include "Organize the style" and "Train ticket S optimization".

Each task card includes a small profile picture of a person and a status indicator (e.g., Online, Offline). At the bottom of each column, there is a blue "Add a task" button.

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 prgress and the

Related Projects

Document Link

[PRD](#)

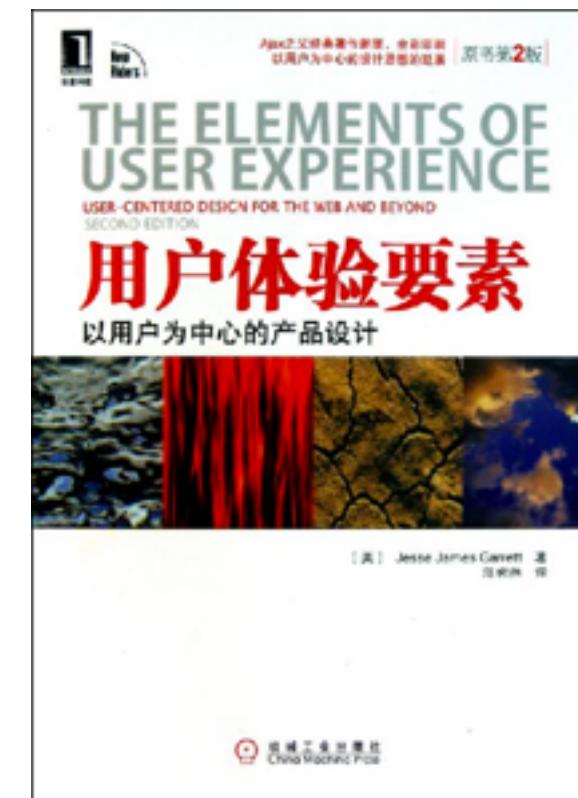
[Related Project Link1](#)

[Related Project Link2](#)

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

Change History

Time	yyyymmdd
------	----------



Lazy by Deliverables

One-stop Deliverable template



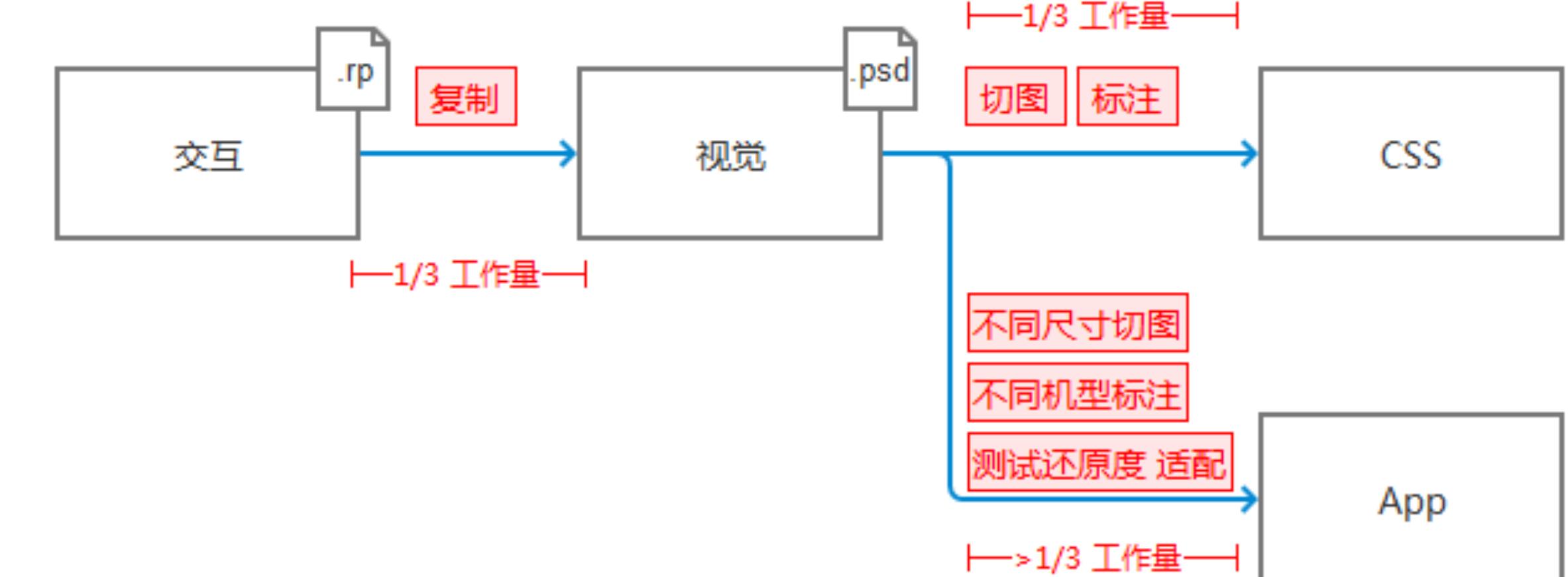
Automized redundant and repetitive works



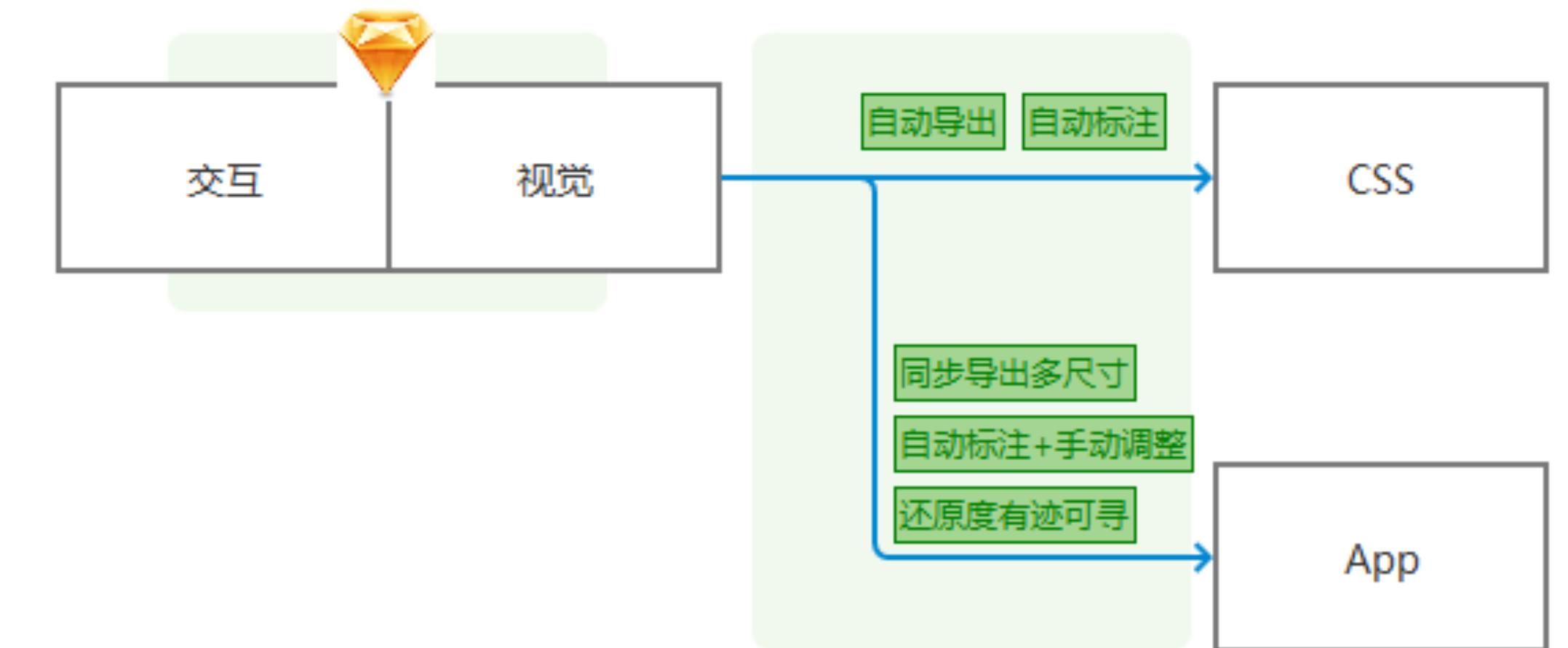
Version Control



现有流程



改进后的流程

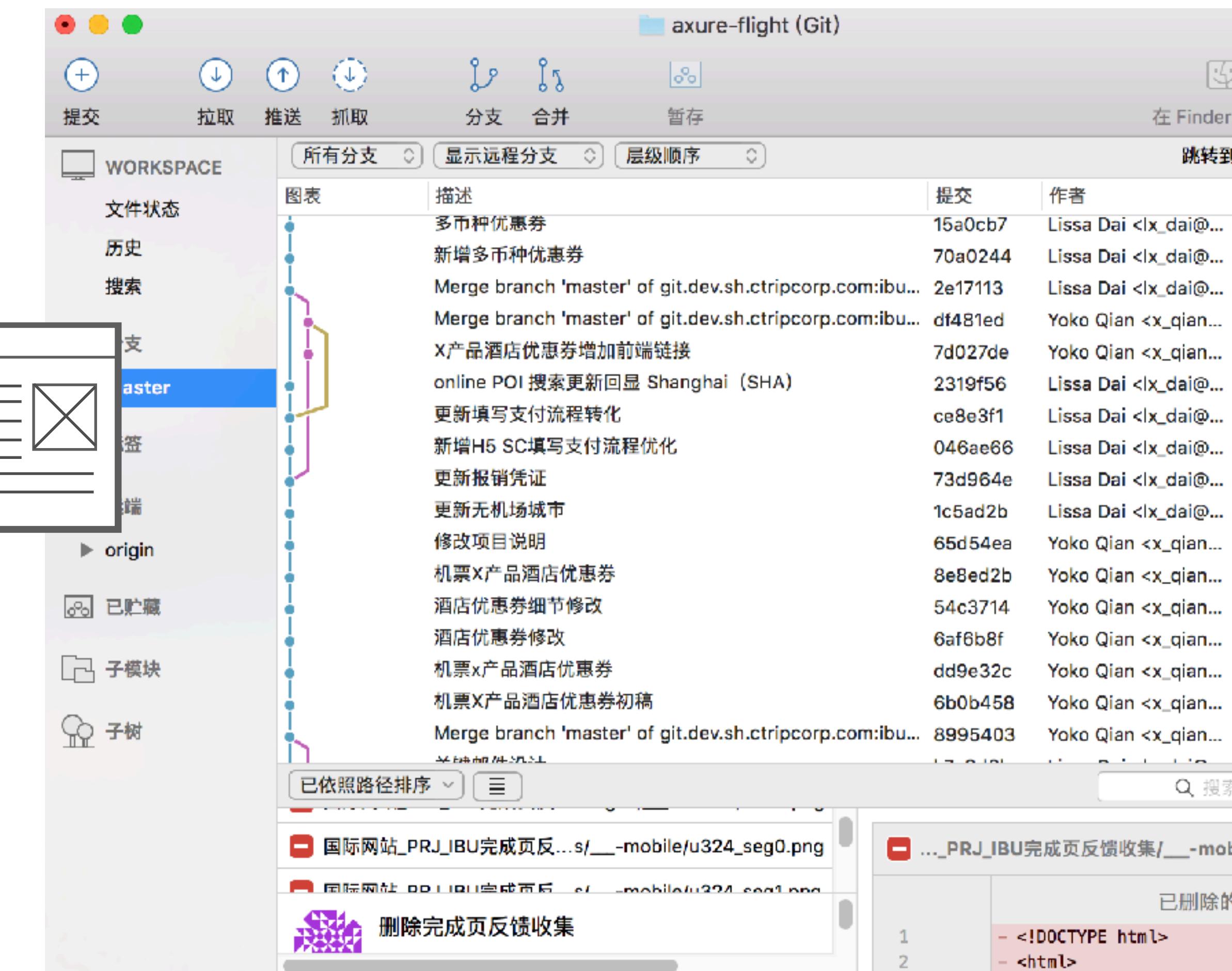
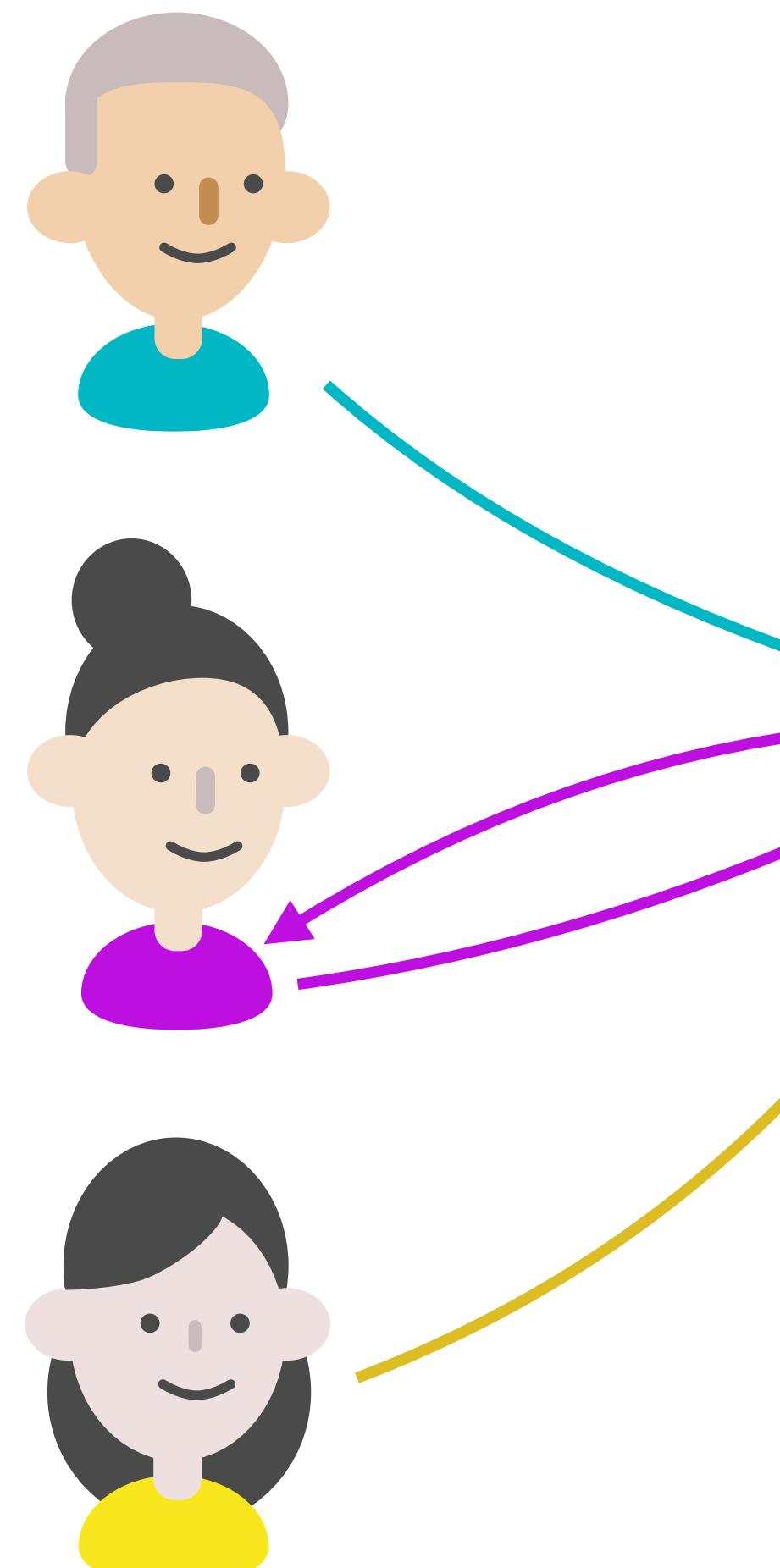


Lazy by Deliverables

One-stop Deliverable template

Automized redundant and repetitive works

Version Control



SHORT-SIGHTED Syndrome

Solve Ahead

Think Wide

INNOVATION Dilemma

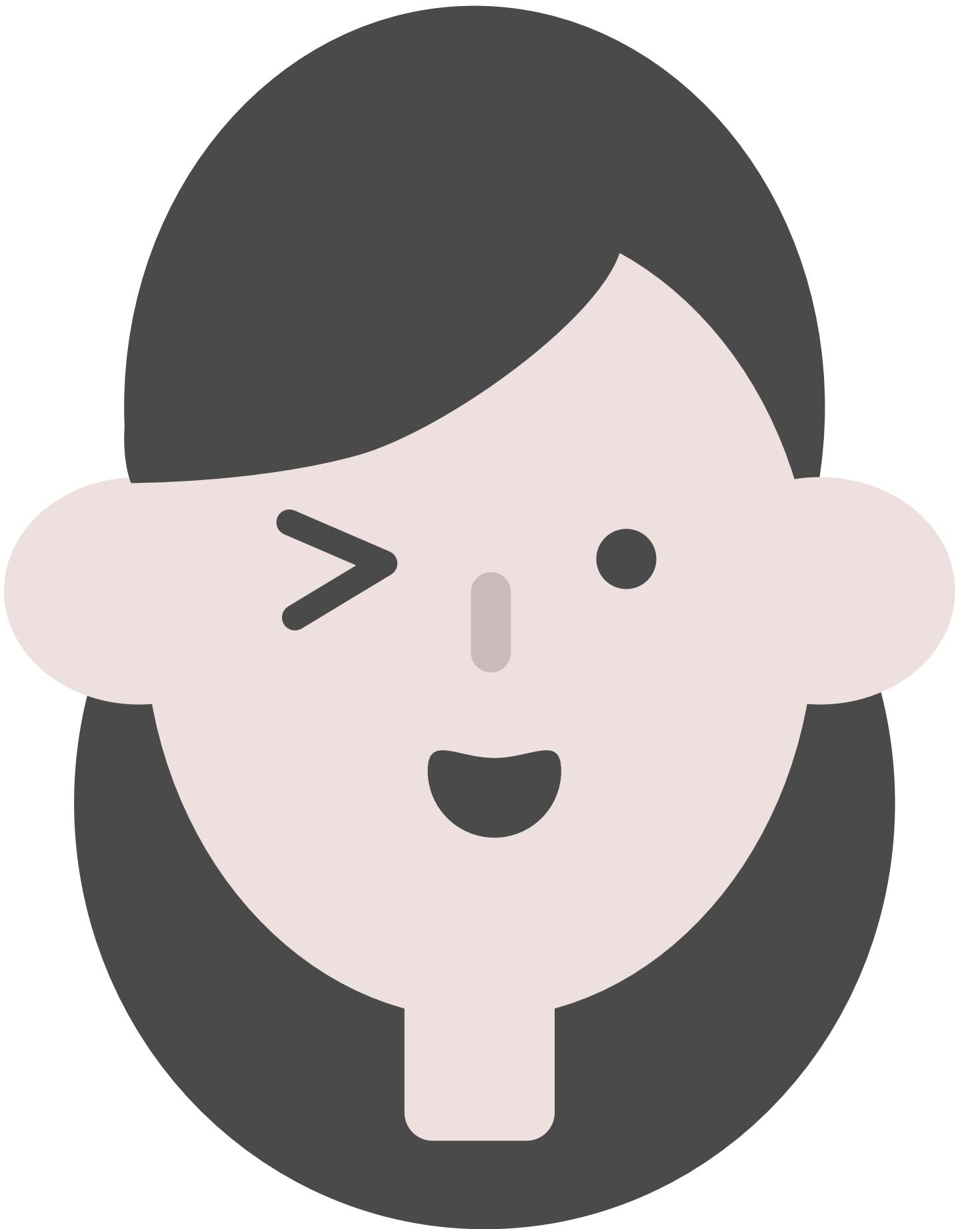
Find the Pivot

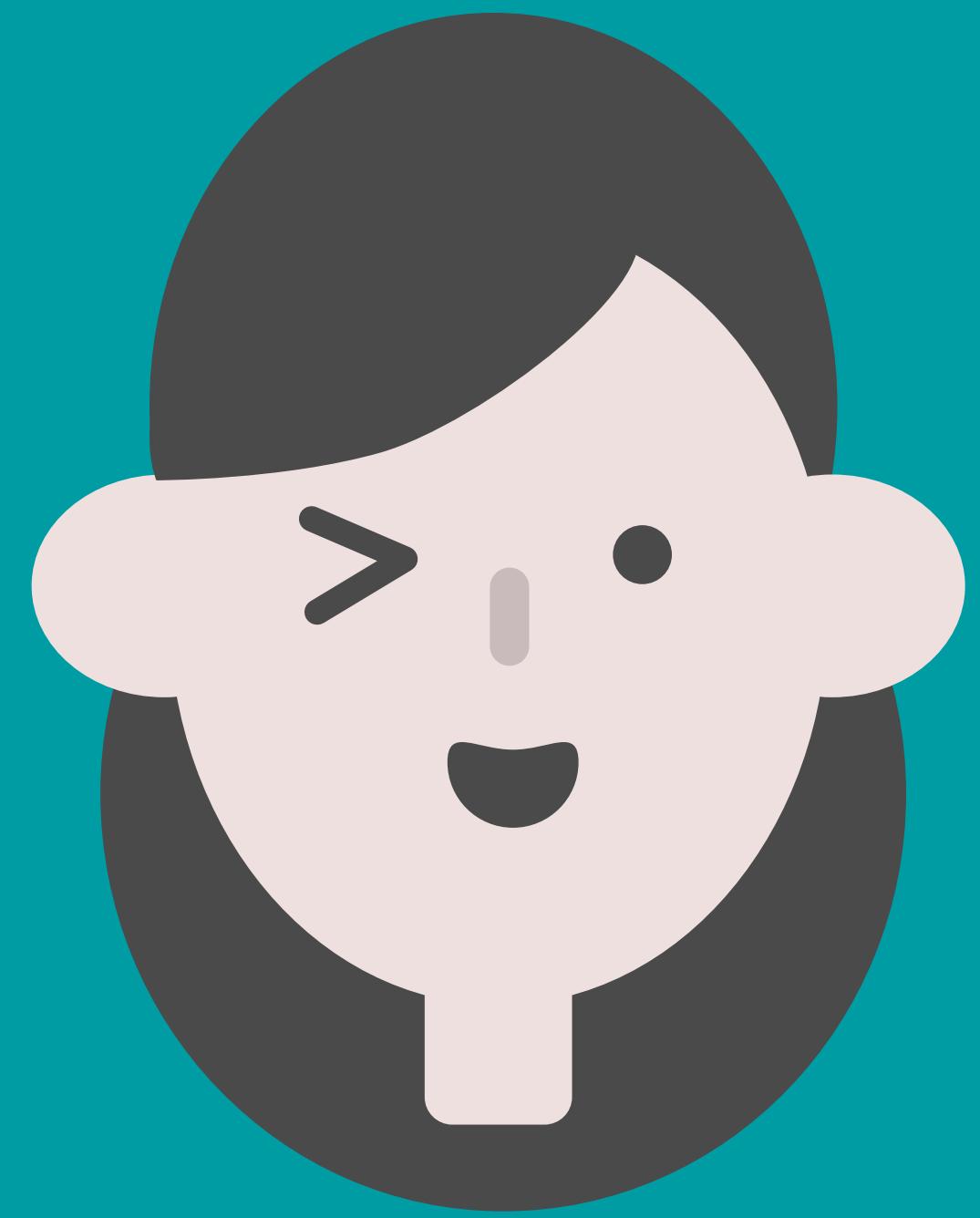
Grab the Slot

EGOCENTRIC Bias

Process

Deliverable



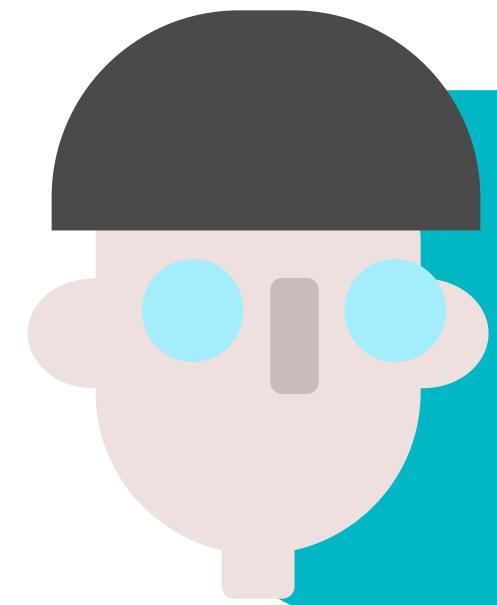


Laziness
do work!



Surprisingly get popular and respect by getting lazy...

DEV



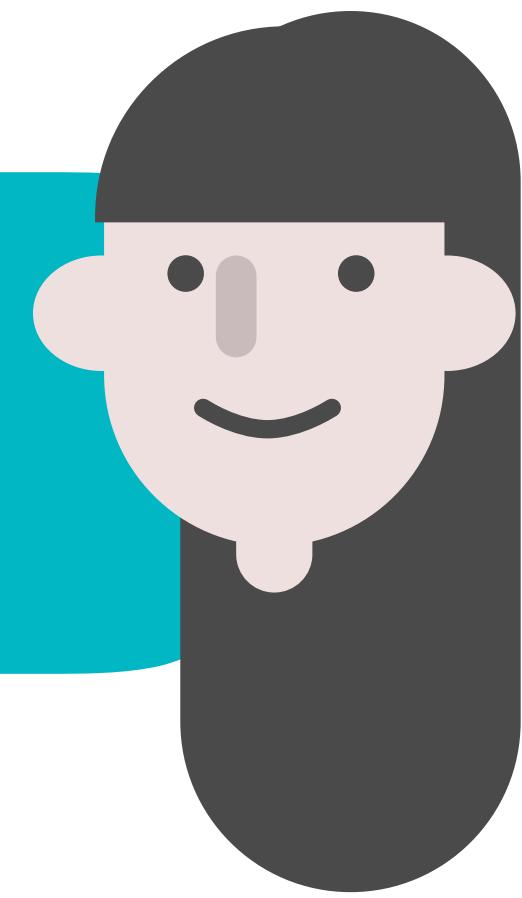
UED's work save us a lot time.
We can't start without their spec.

CS



Go to UED, that is the
fastest way.

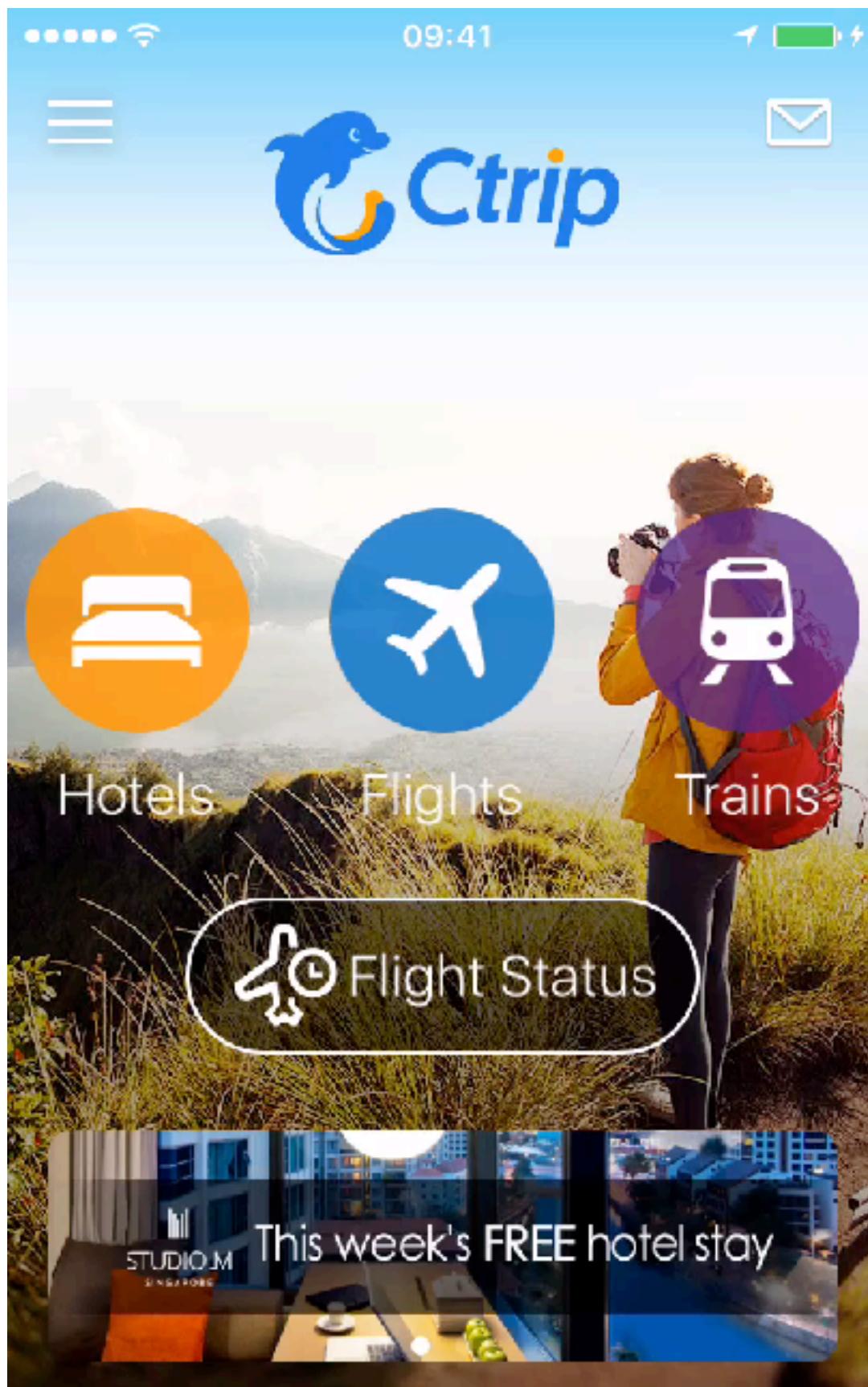
PM



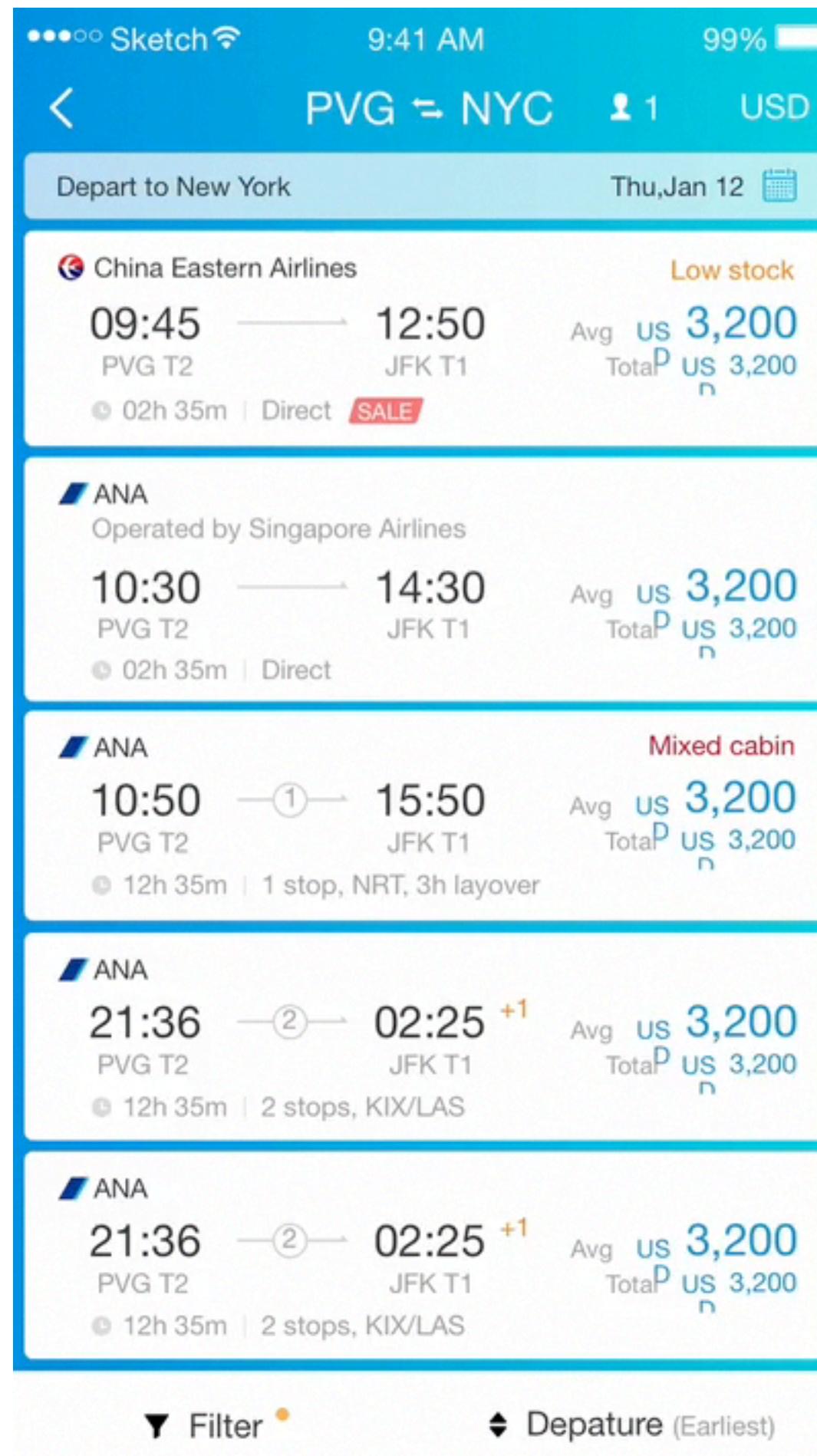
I'd like to ask UED's
opinions first.

Spare more time to be lazy crazy...

App Preview



Motion Design



Multi-Lingual Translator

I love Microsoft				
A	B	C ↺ ↴ E	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 소프트를 사랑		15	ko
Russian	Я люблю Microsoft		17	ru
Spanish	Me encanta Microsoft		20	es

UX Writing

Banner Automation

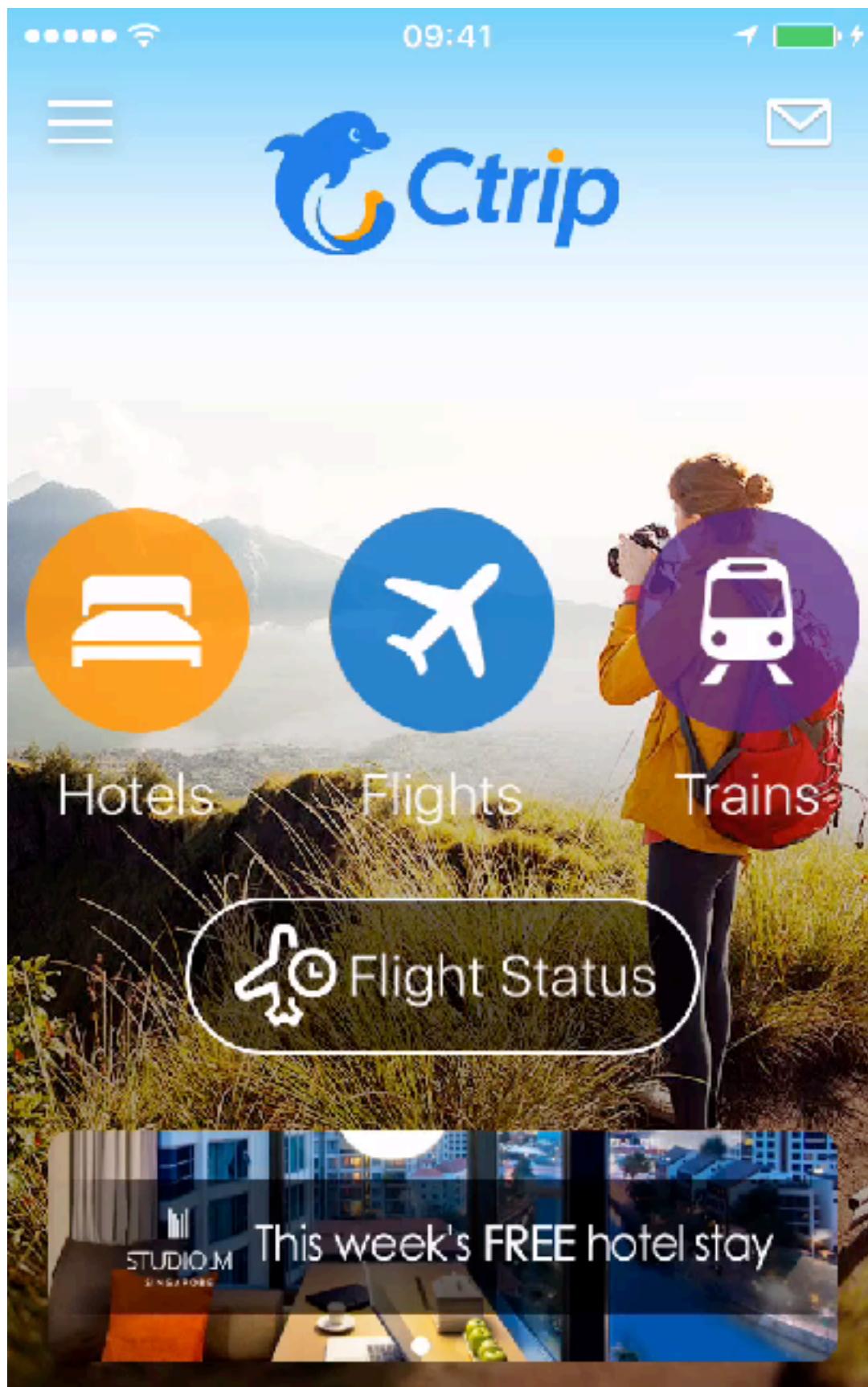
Branding

Atomic Design

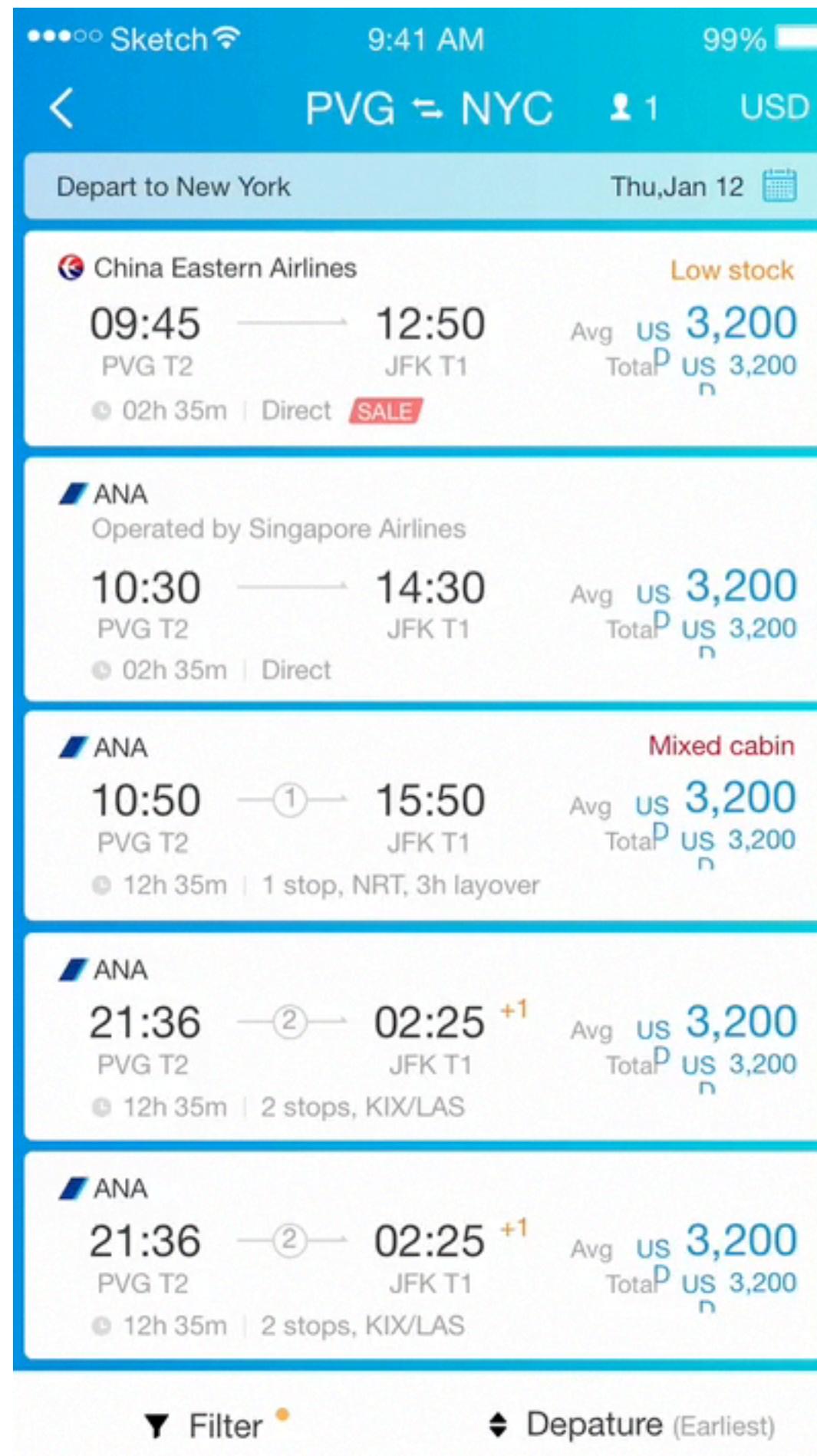
Json for Motion

Spare more time to be lazy crazy...

App Preview



Motion Design



Multi-Lingual Translator

I love Microsoft				
A	B	C ↺ ↴	D ↺ ↴	E
Original	Phrase	Length	Language Codes	
	I love Microsoft	16	en	
Chinese Simplified	我喜欢微软	5	zh-CN	
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Russian	Я люблю Microsoft	17	ru	
Spanish	Me encanta Microsoft	20	es	

UX Writing

Banner Automation

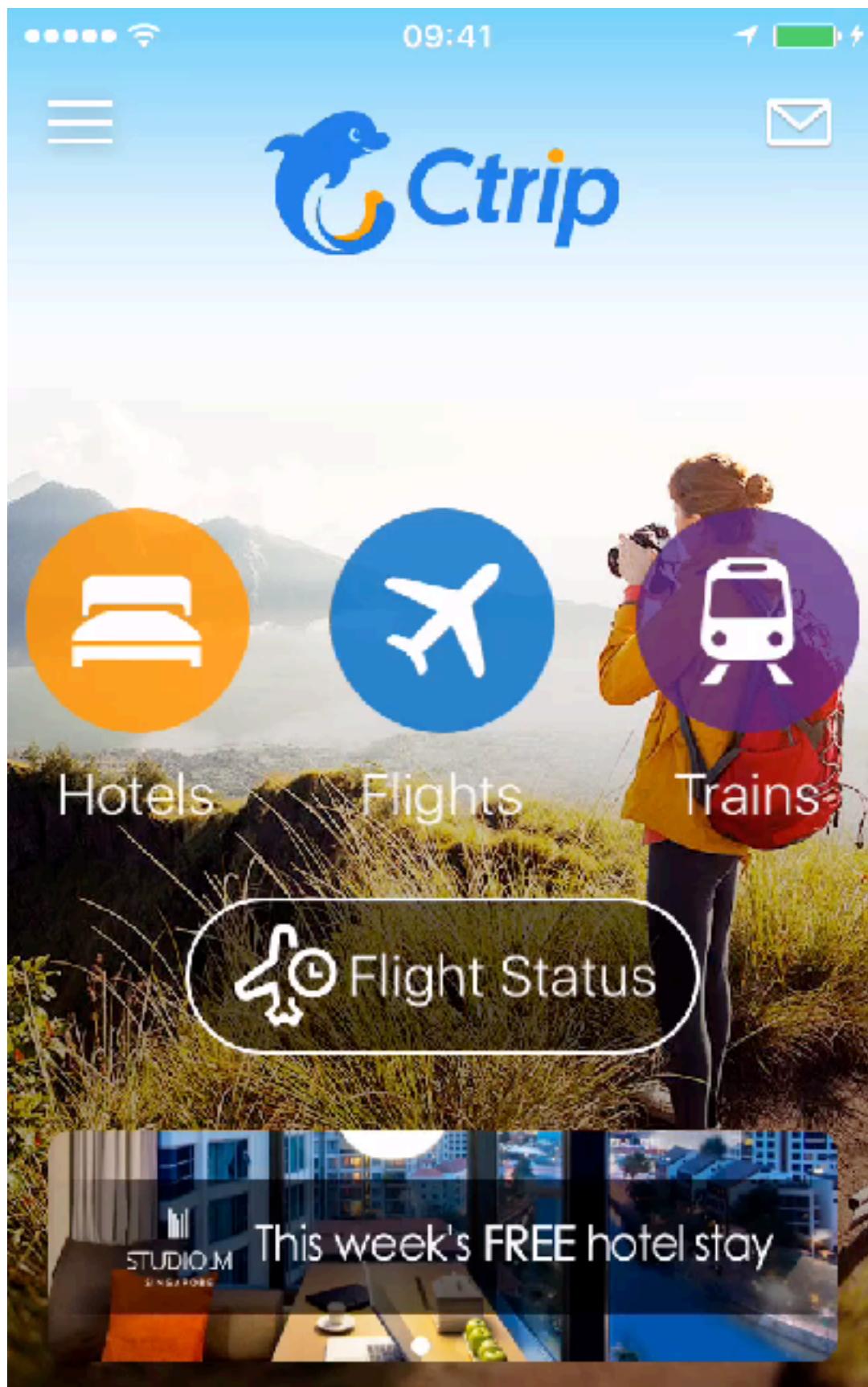
Branding

Atomic Design

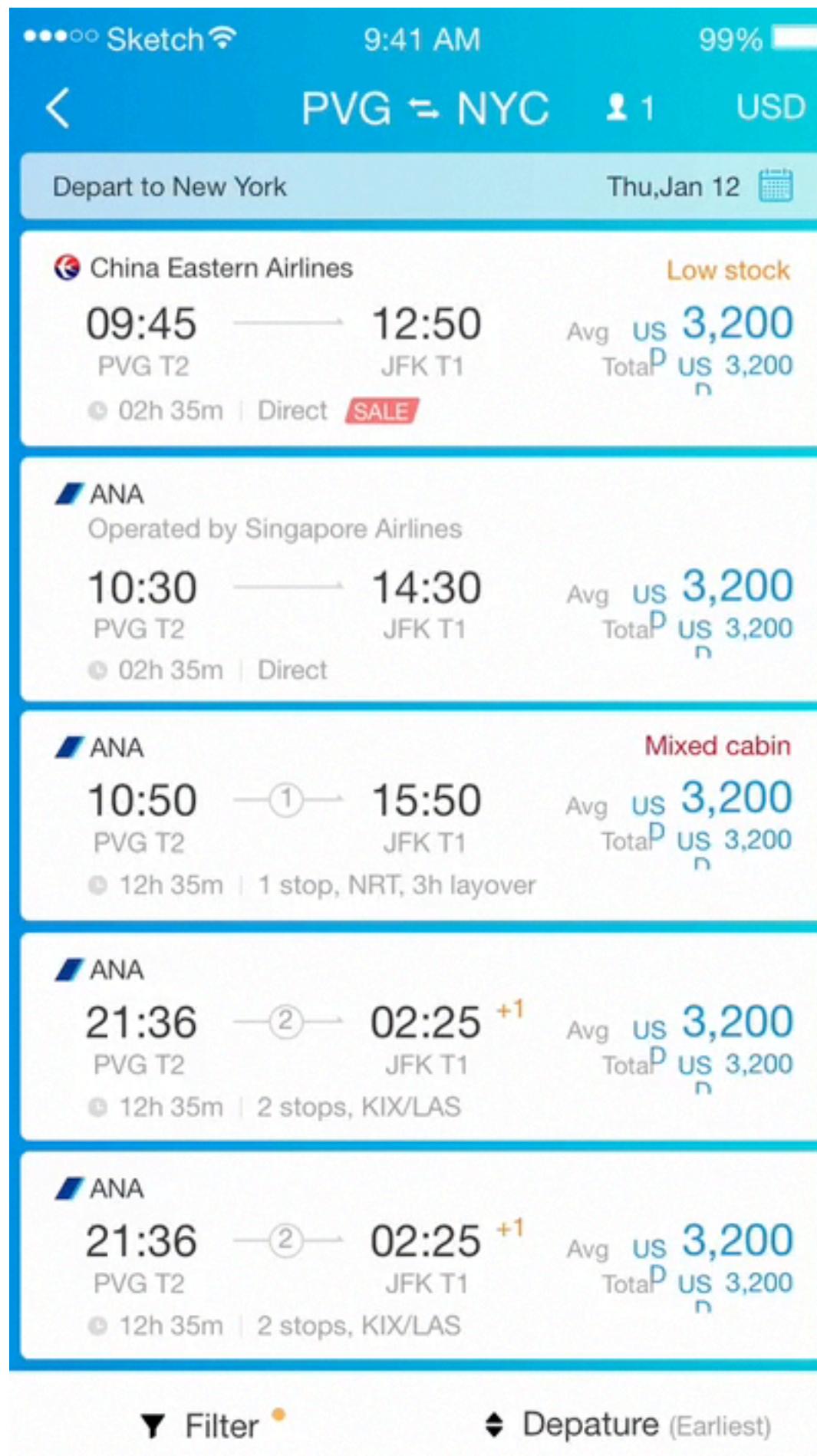
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App Preview



Motion Design



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Korean	나는 마이크로 소프트를 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

Simple → Complex

Skill sets → Methodology

Individual → Group

Lazy Lissa



Aha Moment

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

Eager Lissa

Simple

Lazy Lissa

→ Complex

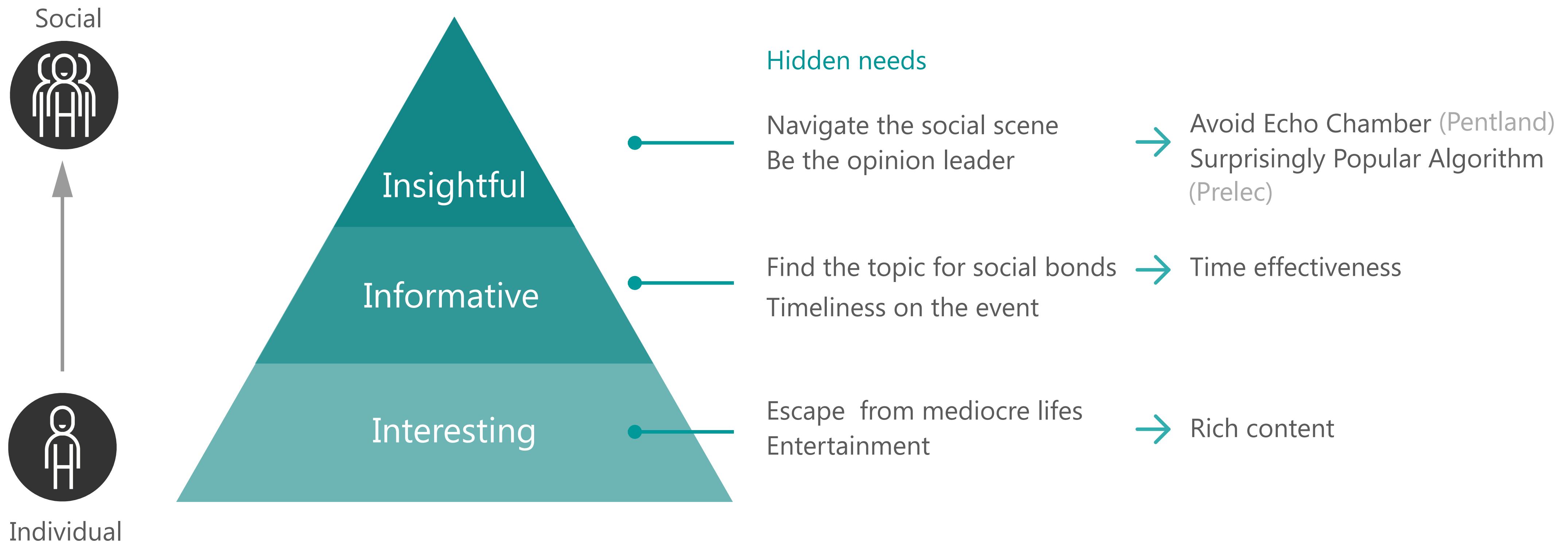
Skill sets

→ Methodology

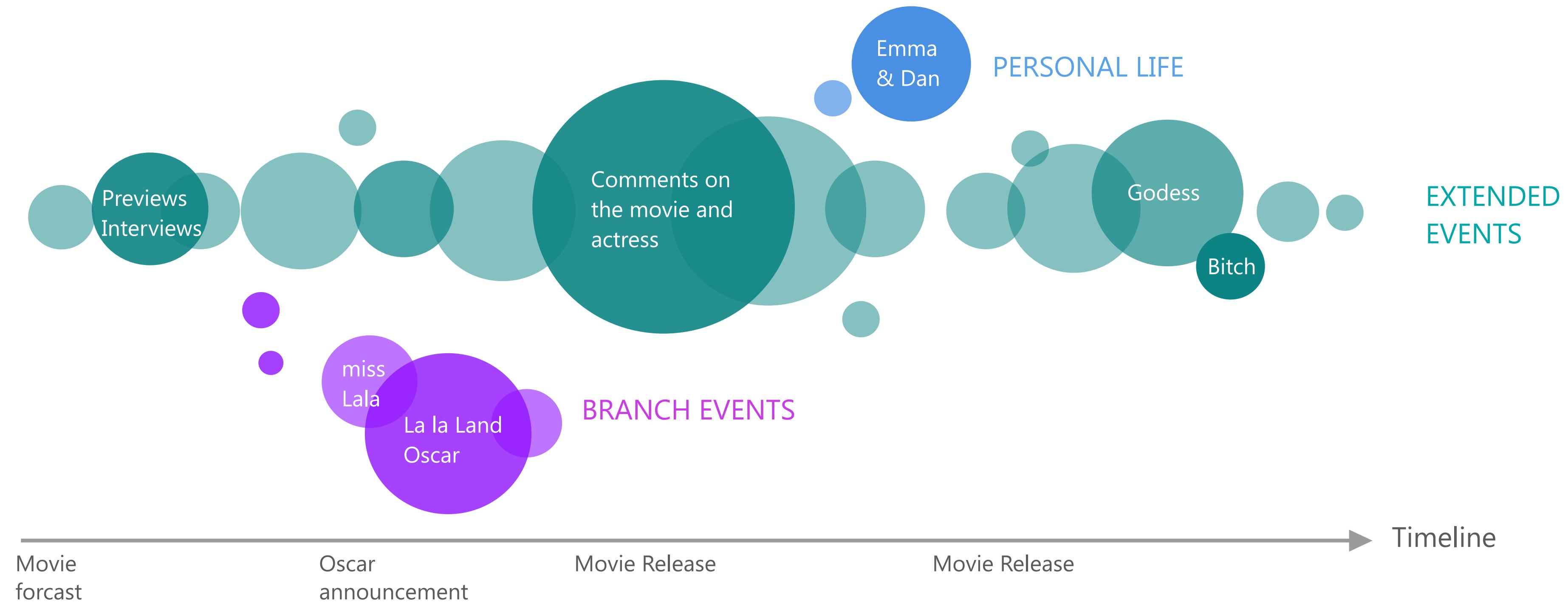
Individual → Group

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.

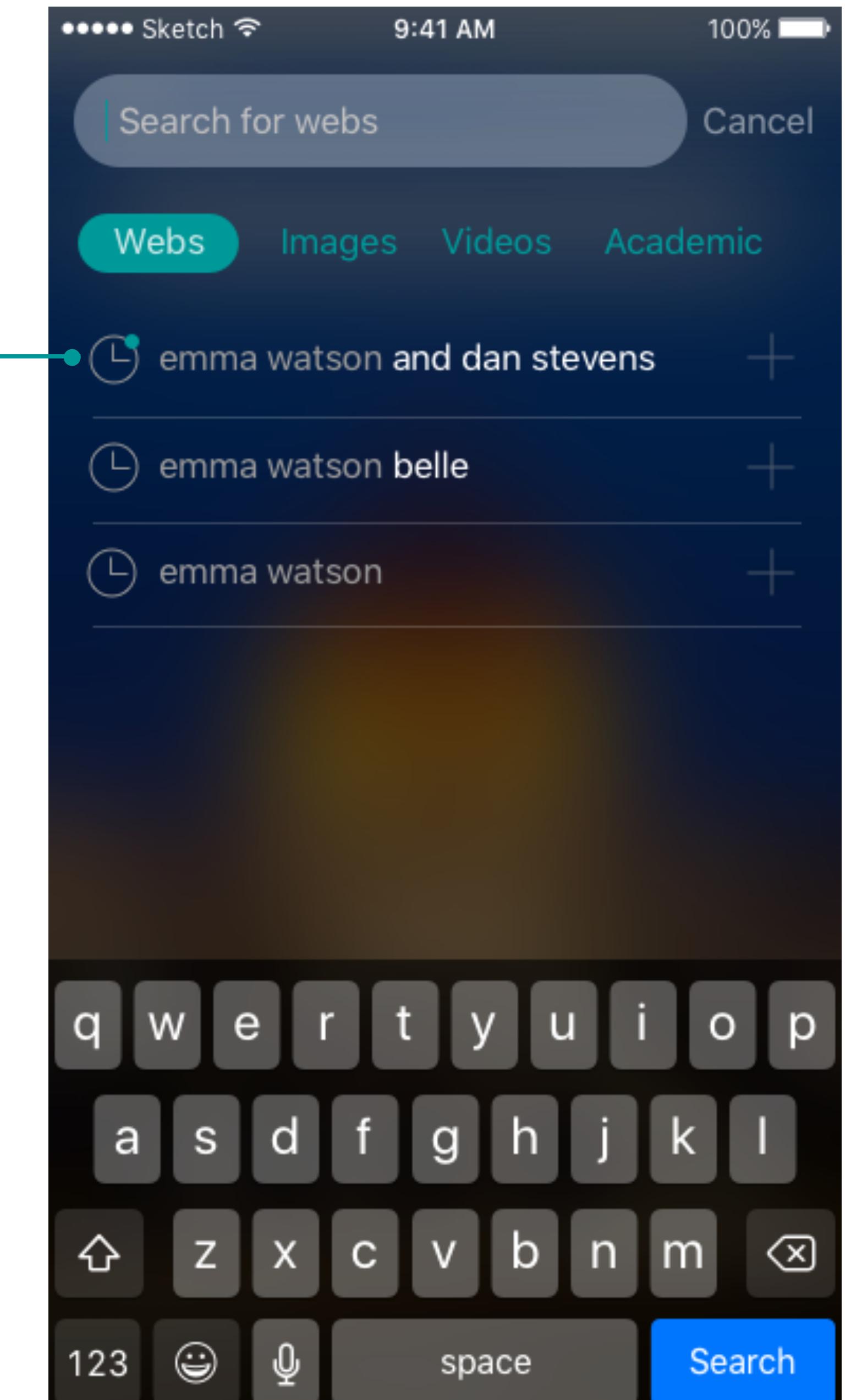
Create a live experience with less repetitive search for mobile users

Search Page

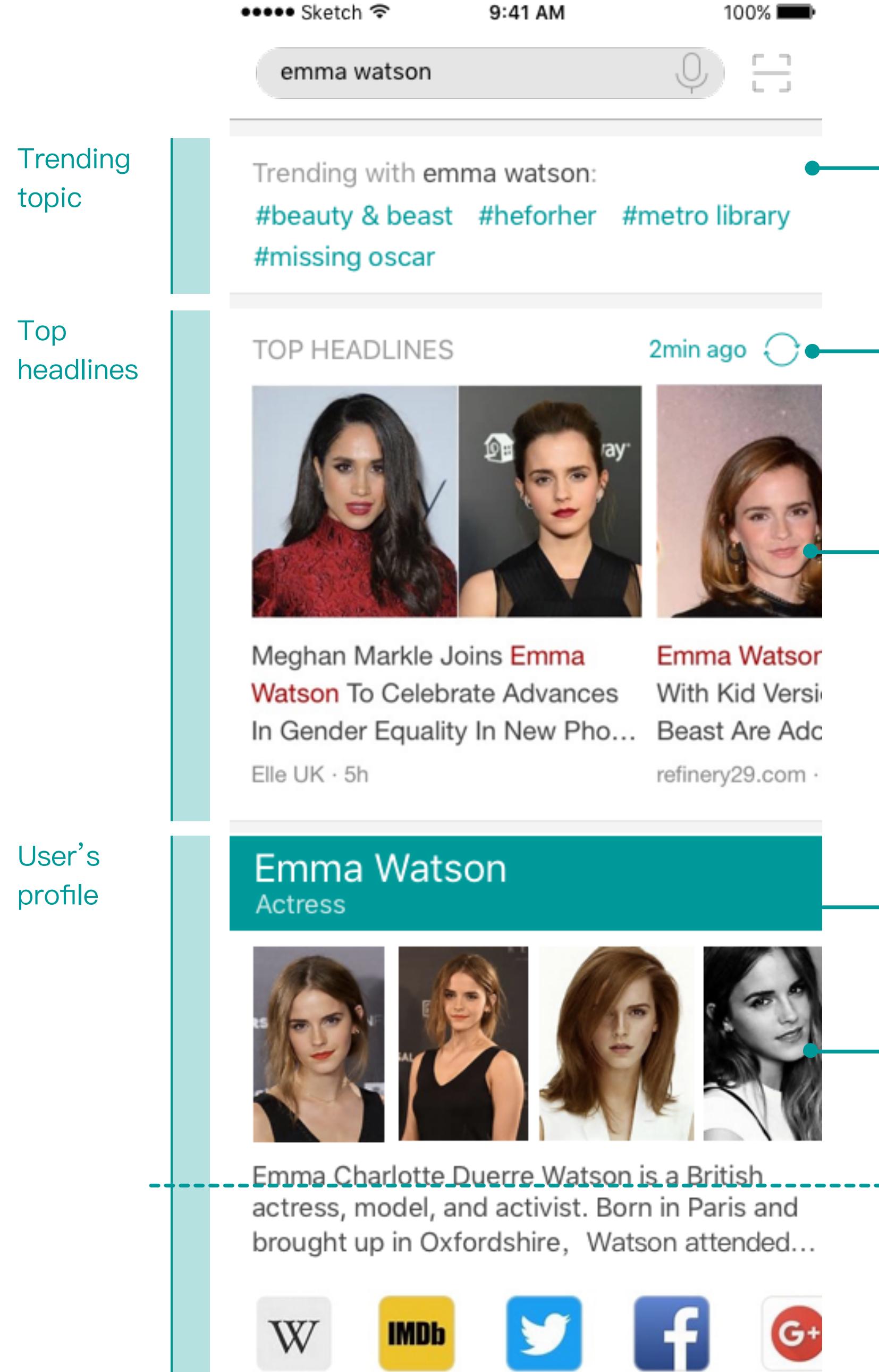
[new] FUTURE HISTORY

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

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