

Portfolio ▾



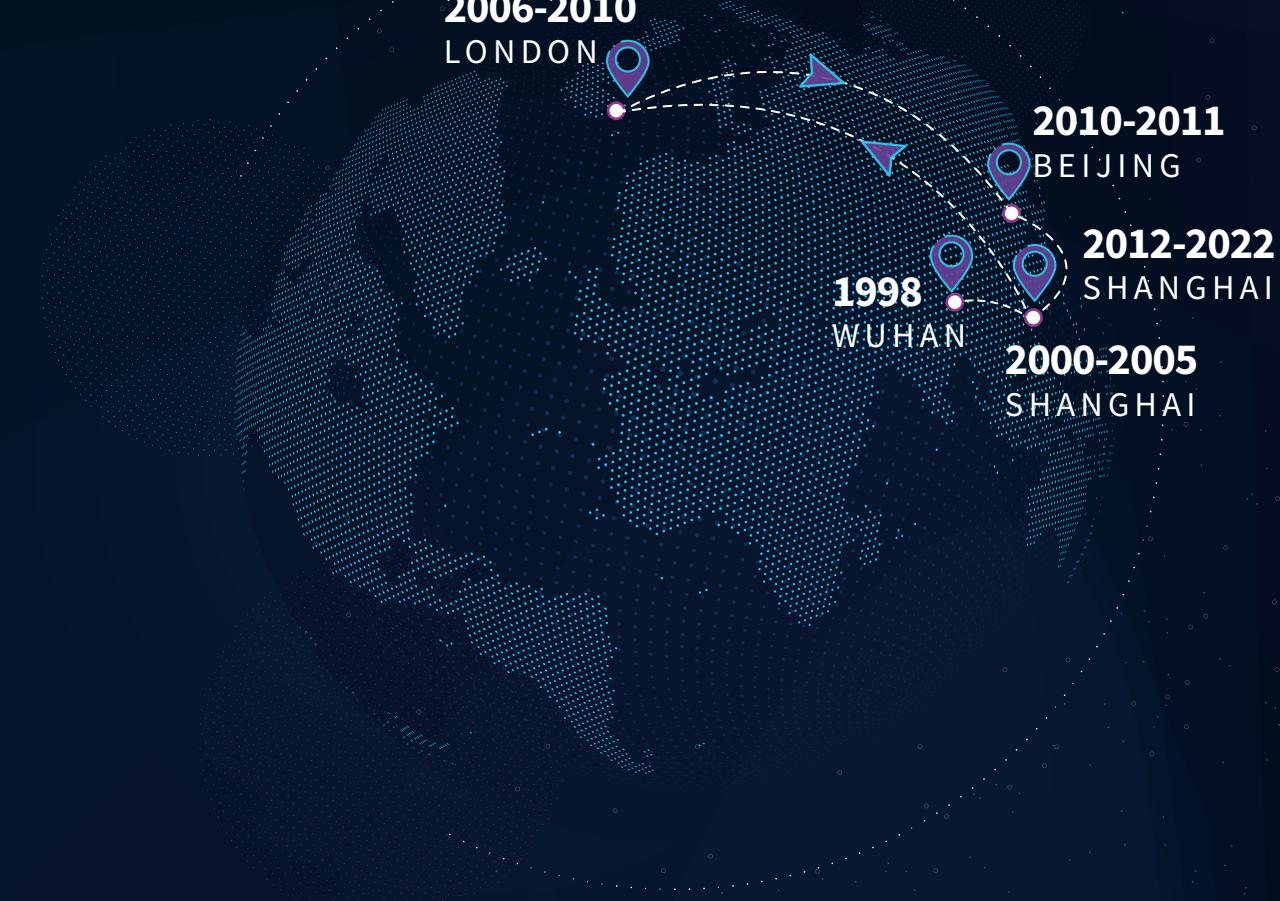
MANDY ZHANG



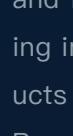
UXUI Design & Industrial Expert

EID: m.l.zhang

Email: m.l.zhang@accenture.com



About Me



PERSONAL PROFILE

With 16 years professional experience of creative works in 4A and digital agencies. Serviced for diversity clients especially focus on Automobile (Traditional, PHEV and EV), IT and Electronic, Banking, Tourist, FMDG industry. Included eminent transnational brands and famous local or state-owned enterprises. Majoring in innovation design which involves digital products planning and developing.

Be a proficient in UXUI design of APP, AR/VR tech,

E-commerce, CRM, social platform operation, web design, be able to produce users' road mapping, wireframes, Telematics(HMI) system, Smart Cockpit hardware and software research, as well as info-graphics design of data driven platform and integrated service design solution. Provide quality users research and basic data analysis, competitors research, innovation ideas and delivery works for proposal and ongoing engagement.



SELECTED PROJECT-EXPERIENCE

2021-2022, Tech Arch Delivery Manager / The Innovation Tech Arch of Enterprise, Accenture.

- To participate VW Anhui DSSO Agency Management proposal BD on stage 2, be responsible for customer journey roadmap design and aftersales management, driving throughput and monitoring data visualized display platform.
- Joined a Newly EV premium Auto brand of China to develop European marketing strategy consult project and SCRM Management proposal BD, took the duty of European customers Research and Persona, user journey road mapping design, SCRM operation planning. Otherwise, to collect Dynamic 365 case study of AC global works.

2022.1-2022.10 A major expert in an Electronic Vehicle Auto Program, Smart Cockpit/HMI UXUI/ product research & planning.

- To take a backbone role in New EV HMI design project. Be responsible for deeply research of the trend of cockpits, HMI design industry.
- To analysis competitor's products, extracted the core merits and shortages to support the holistic design project . Finally, to cooperate with project manager finishing all UXUI delivery works and further stage tech developing proposal with Unity or Unreal solution .

2021.5-2021.12, A major expert in a Newly Electronic Vehicle Auto Program.

- To organize car owners joining centralized conducting user experience design research, branding culture explore, original APP UXUI diagnosis and usability testing, with design thinking and strategic guidance.
- To guide UXUI design team completing co-operation workshops with clients, UXUI design works: wireframes, prototypes, customer journey roadmaps, documentation, reported to clients with frequency presentations and deliveries . Had created the implemental solutions for intelligent sales store and after sales service center by innovation and infographic design.

2016-2020, Digital Creative Director/ UXUI Design Manager/ Serviced for A Germany Auto Group in China.

- 2016 The New TG-SUV AR Project of V-Training platform.
- 2018 Class B-and TR-SUV Centralized V-training H5 and WeChat Mini-Program.
- 2019 V-group Conference Center Booking System On WeChat Mini-Program .
- 2019 V-Training, SUV, T-C class/ A class PI-plus, New Pt and PHVE, integrated project.
- 2016-2018 S Brand, totally 7 Auto Products integrated Digital marketing projects /Online Videos/H5 etc.
- 2018-2020 S Brand, E-learning Platform E-training courses / website UXUI design/ interactive games.
- 2018 The Esstential Training E-learning course project UXUI design of China E-Airlines .
- 2019 The S Brand, Big Data Project of RSE Management System.

2014-2015, Digital Creative Director / A Worldwide 4A Agency Auto Brand Creative Department

- Be responsible for an International Auto brand products creative works included A-class, Hatchback and City SUV integrated campaign.

2012-2014, Smart Cockpit/HMI/ Product Planner, UXUI Designer/ A High Tech of Telematics Co., LTD

- Engaged profound research tasks for cockpits, HMI and Telematics marketing volume, HMI /App products planning, architecture, UXUI prototype, and innovation ideas, as well as to support business development department.
- 2012 The Luxury Automotive brand official E-commerce platform website design pitch project.



FUNCTIONAL SKILLS

Research And Persona

Smart Cockpit/HMI/APP

Automotive&Vehicle

FMDG Industry

Big Data Analysis/ Infographics

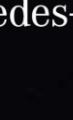
Platform/APP Operation

Products Planning

Fashion&Luxury

Financial

IT Industry



COMPETENCIES

- Specialized in 21 skills of 4 aspects included Automotive, Digital Design Service, Product Innovation And Operation as well as Strategic Innovation Service. (Accenture Experience)



EDUCATION & LANGUAGES

- MA Degree of Infographic Design, University of the Arts London, UK.

- English, IELTS 7.0 (E1)

滚滚长江东逝水

PROJECT 1/01



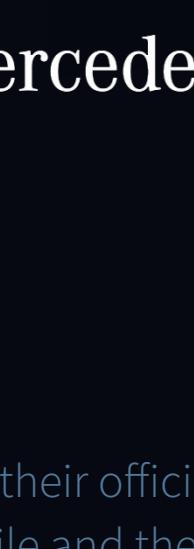
Mercedes-Benz

3D Creative Works of Mercedes-Benz

Official E-commerce Website

2012-2013





Mercedes-Benz

→ Background

Bercedes-Benz China would like to set up their official e-commerce platform in Chinese marketing in 2012, this was a huge project of Automobile and the milestone in Bercedes Benz's history as well. Finally, his project hung on by European head office cause the business developement strategy of global planning in the next year.

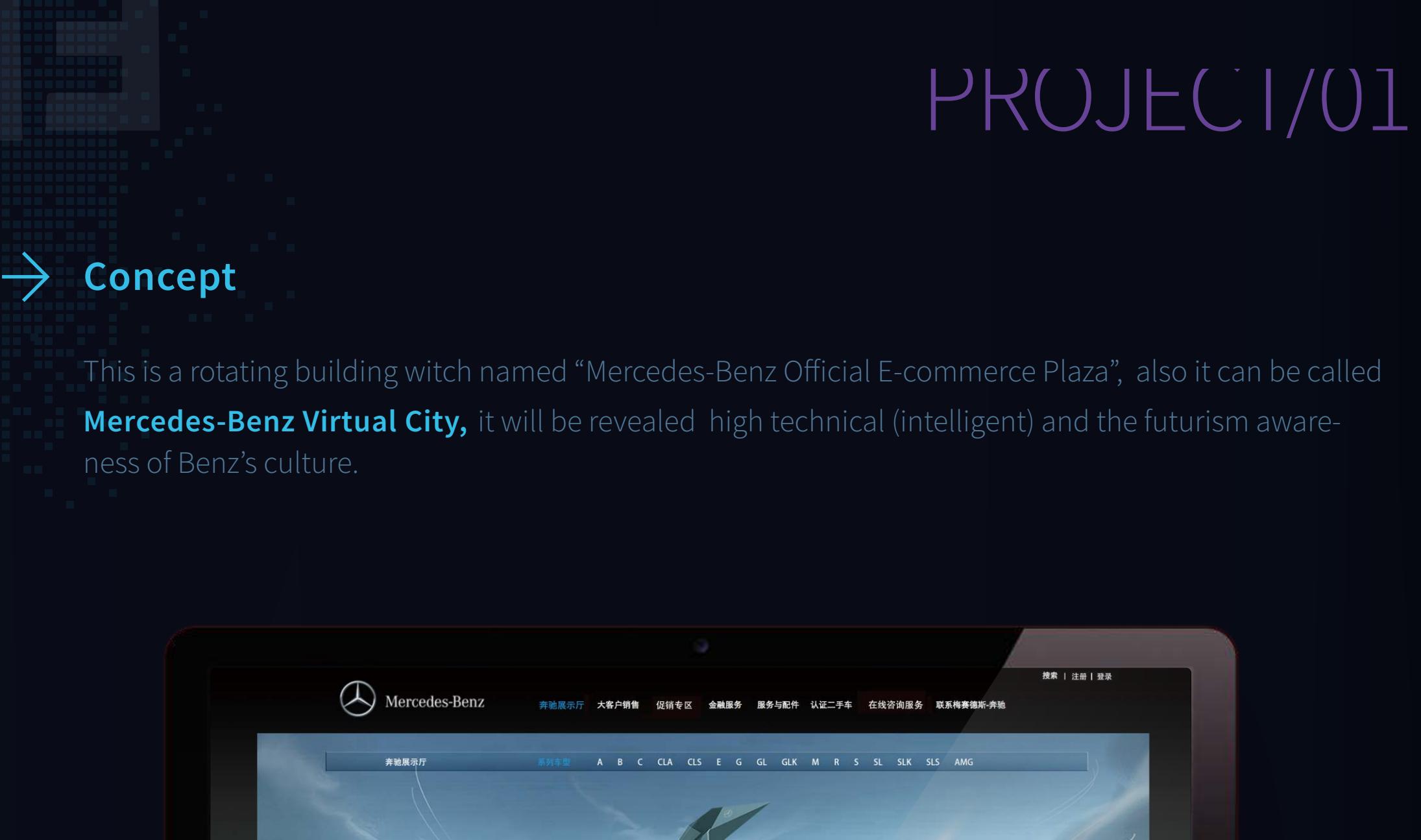
→ Challenges

- > Automobile e-commerce does not has any recognition in the mind of consumers, but they are already familiar with Apple's experience store network direct sales model;
- > In 2011, Mercedes-Benz SMART sold 100 cars on Taobao's Double Eleven Campaign for online sales "test water", based on the promotional price with substantial discounts, there is no more experience to learn from related projects;
- > Automobile e-commerce has brought great impact to traditional dealers and agencies, the market trend and future direction are not clear. Especially as the leading brand of BBA, is Mercedes-Benz China's bold attempt a risk?

→ Design Thinking

Mercedes-Benz has always been committed to shaping a leading, forward-looking high-tech pioneer, its brand influence and appeal are beyond doubts. To build an official e-commerce sales platform for a brand, the first thing to think about is how to attract customers to login the online showroom to explore cars, and make customers stick with it through a good user experience, until they place an order to buy a car, at the same time to bring high-quality images communication brought by the brand.

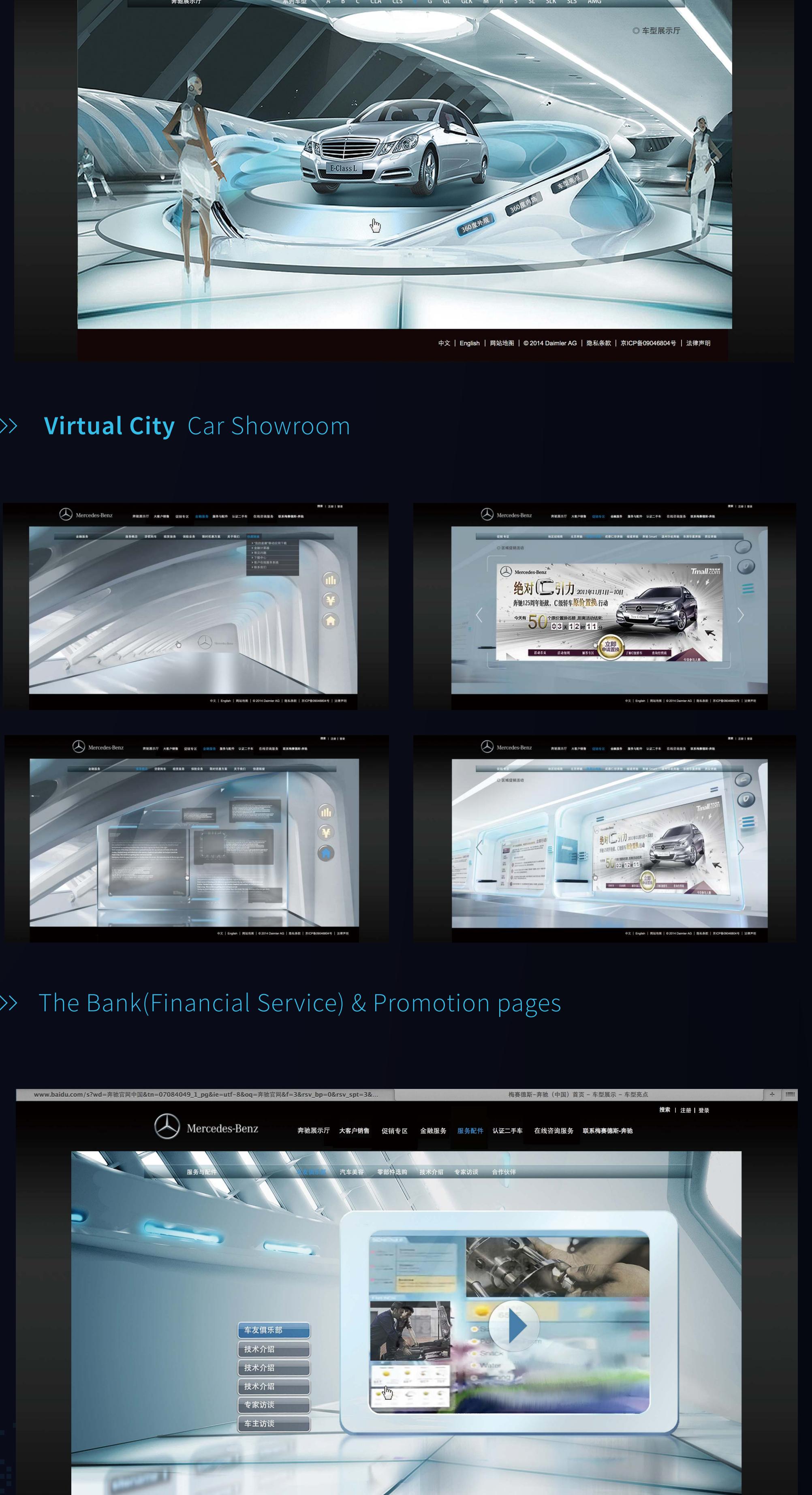
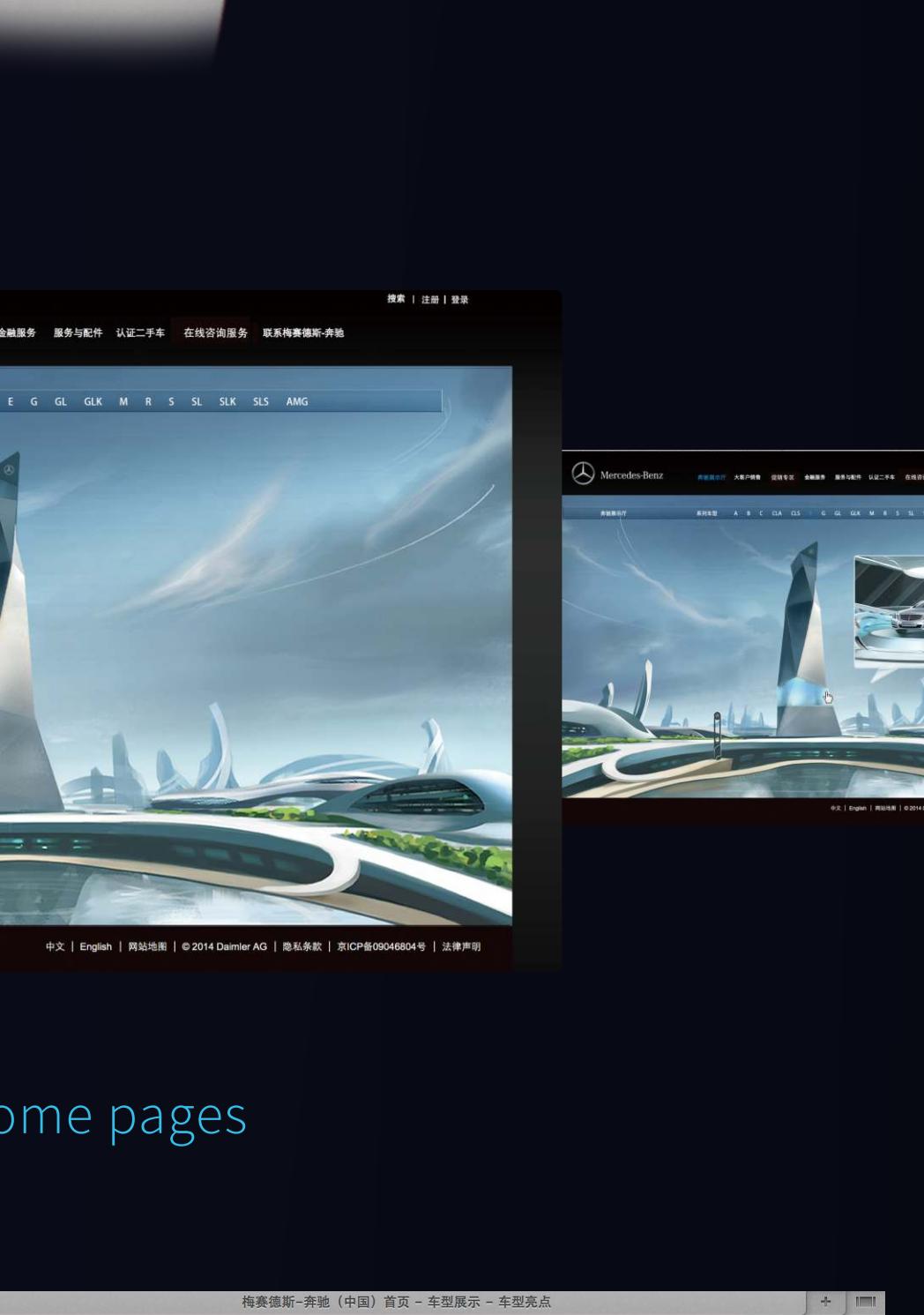
→ 5W&1H Model



PROJECT 1/01

→ Inspiration

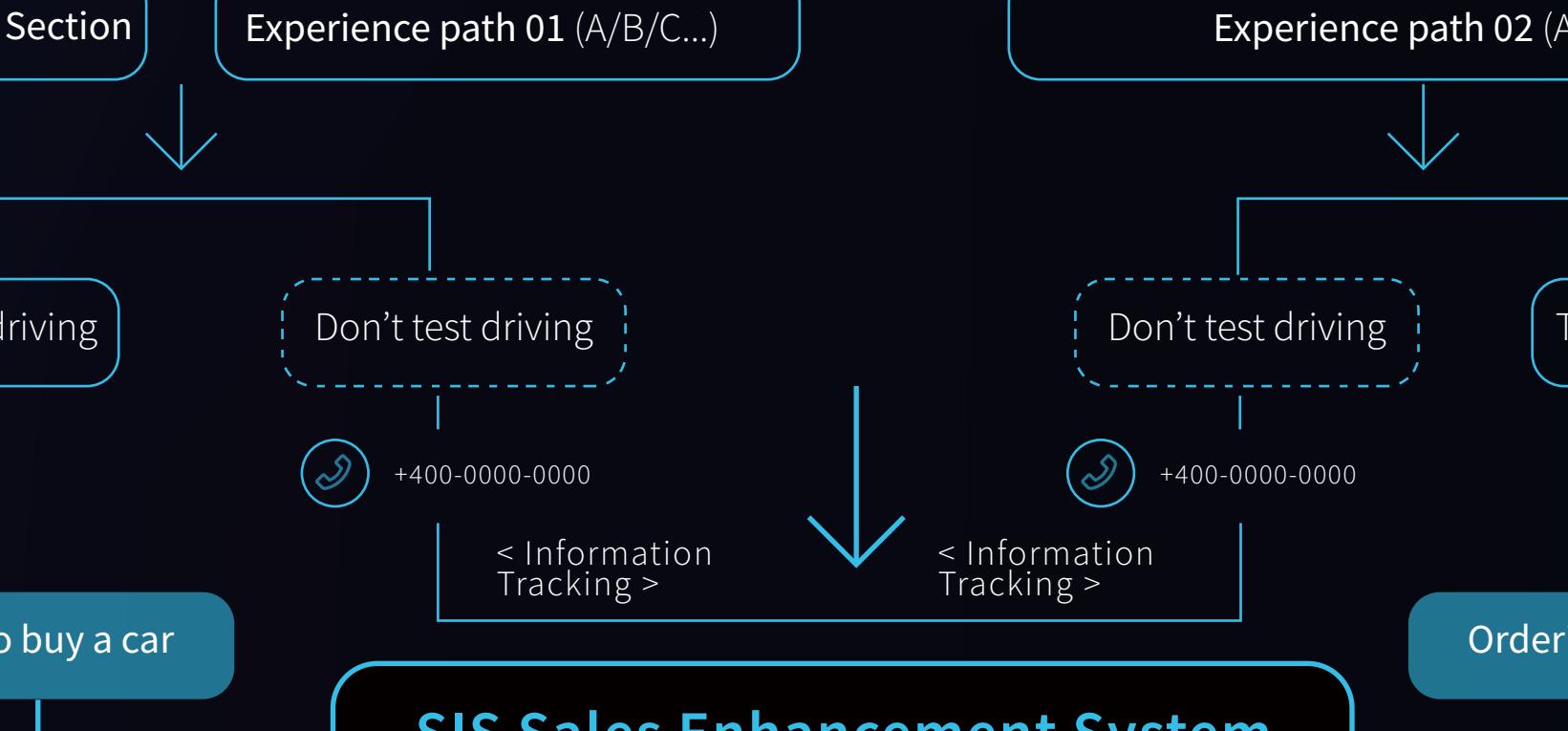
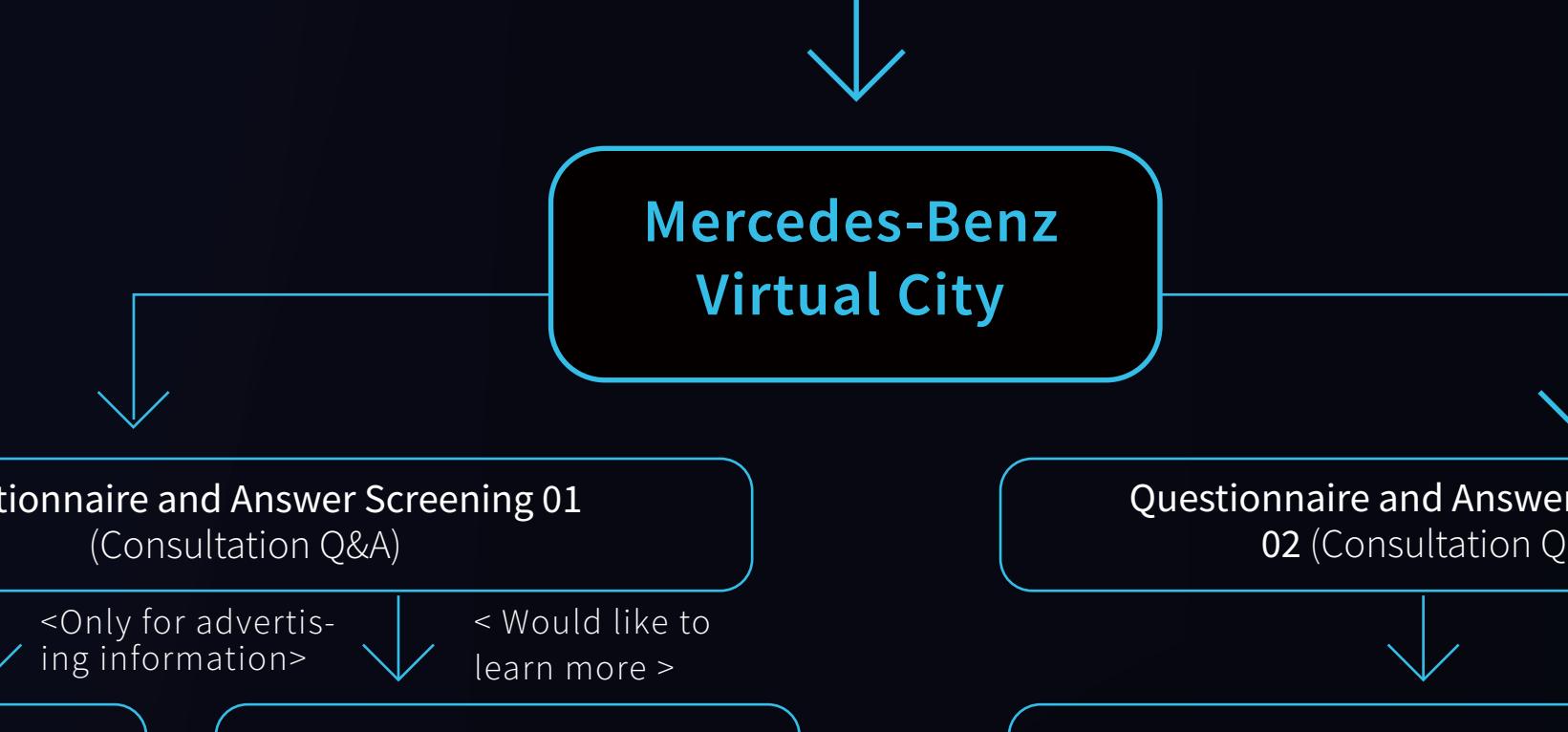
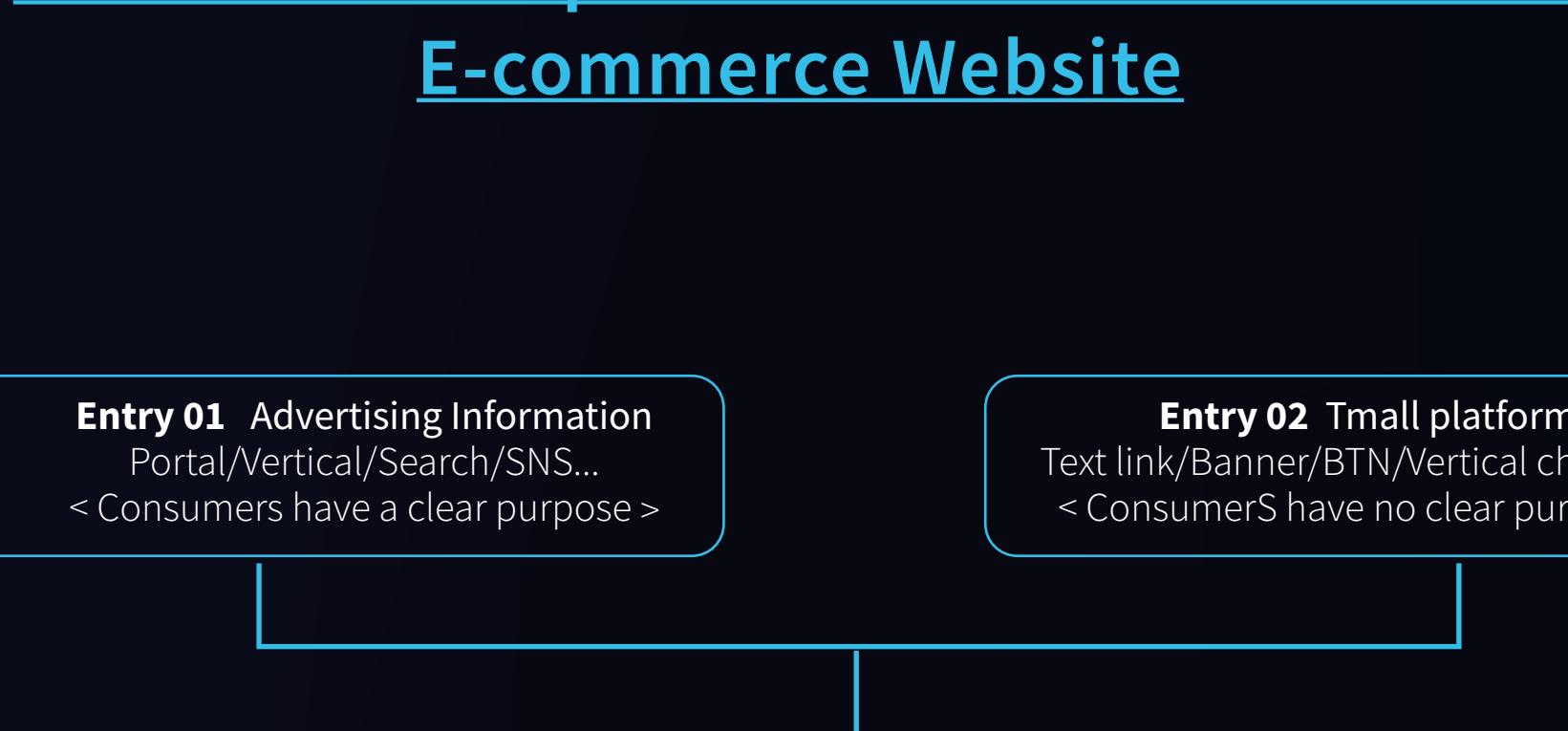
How to quickly get inspiration for a two-week pitch project? Our creative team started several brainstorming meetings after receiving the brief. However, a good idea came in a flash. After lunch, my partner-colleague and I passed by the misplaced geometric design of an office building. We were inspired to design a virtual dynamic future city. The main thing is that the whole building can be rotated including indoor and outdoor spaces...



PROJECT 1/01

→ Concept

This is a rotating building which named "Mercedes-Benz Official E-commerce Plaza", also it can be called **Mercedes-Benz Virtual City**, it will be revealed high technical (intelligent) and the futurism awareness of Benz's culture.



PROJECT 1/01

» Mercedes-Benz Virtual City Home pages



PROJECT 1/01

» Virtual City Car Showroom

PROJECT 1/01

» The Bank(Financial Service) & Promotion pages

PROJECT 1/01

» Mercedes-Benz club & Experts interviews pages

PROJECT 1/01

→ SOLUTION:

Our solution is to integrate the Mercedes-Benz virtual city platform and the official website through a multi-channel, dual-entry user journey. The platform will be divided into full model showrooms, spare parts e-commerce, financial policy services, event promotions, BENZ clubs, expert interviews, driving-tests and other modules. So that, we can collect integrate data from each touch-points into the SIS system. Through background registration information, user footprints, customer service tracking sale-leads in a timely manner, and inviting users to take a test drive, etc., Finally, we can provide 1-to-1 service to customers.

Users' Roadmap Of Mercedes-Benz Official E-commerce Website

PROJECT 1/01

» SIS Sales Enhancement System (one-to-one sales follow-up)

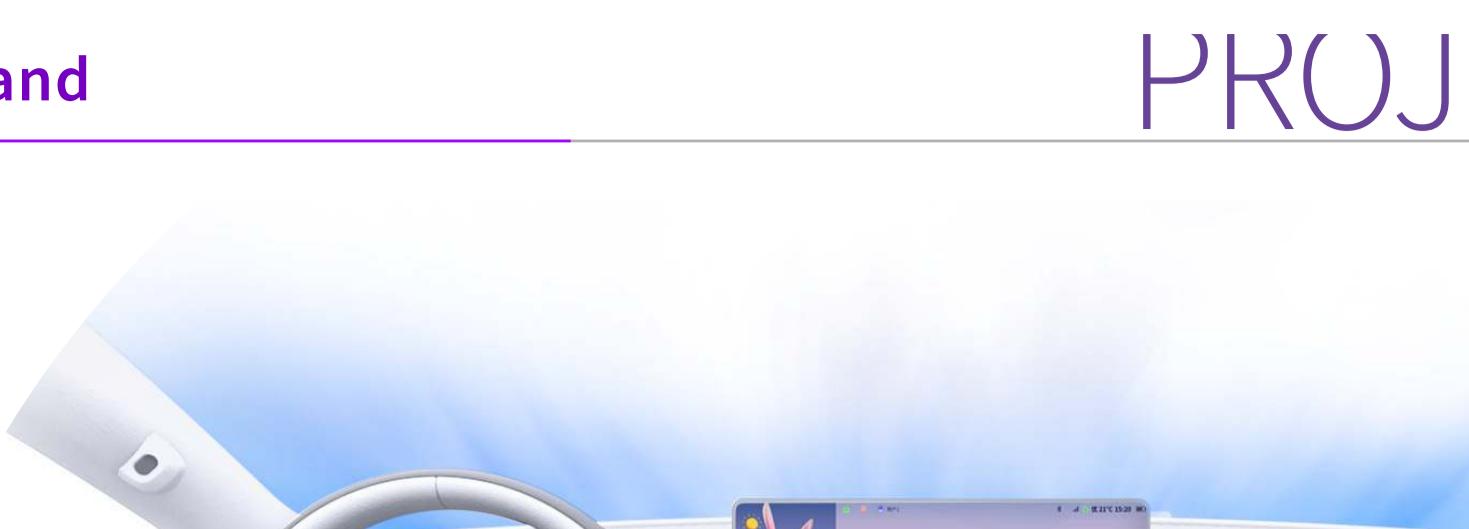
PROJECT 1/01

» Information Tracking

PROJECT 1/01

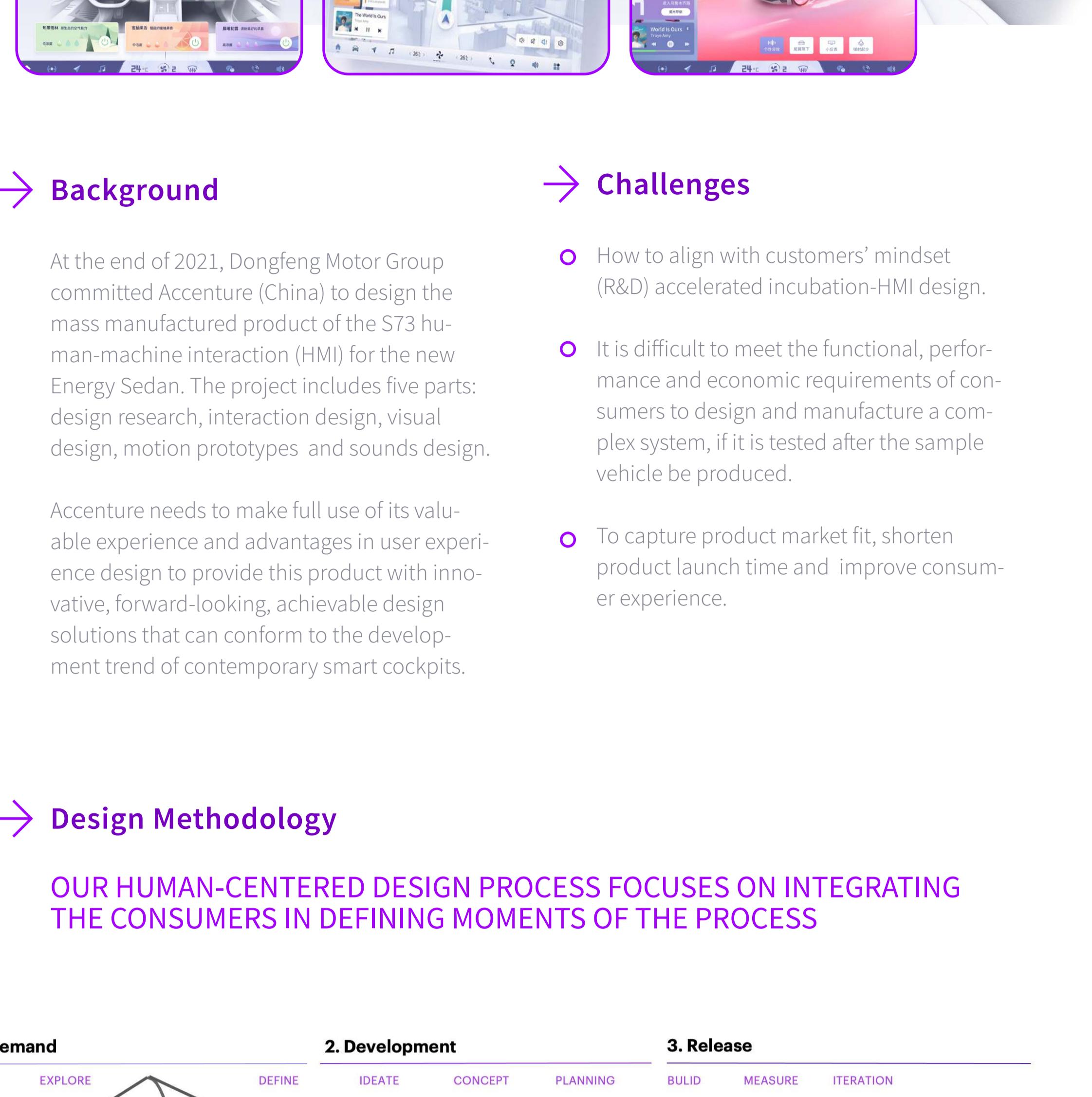
» Feedback Loop

S73 HMI UI Design



Demand

PROJECT 1/02



Background

At the end of 2021, Dongfeng Motor Group committed Accenture (China) to design the mass manufactured product of the S73 human-machine interaction (HMI) for the new Energy Sedan. The project includes five parts: design research, interaction design, visual design, motion prototypes and sounds design.

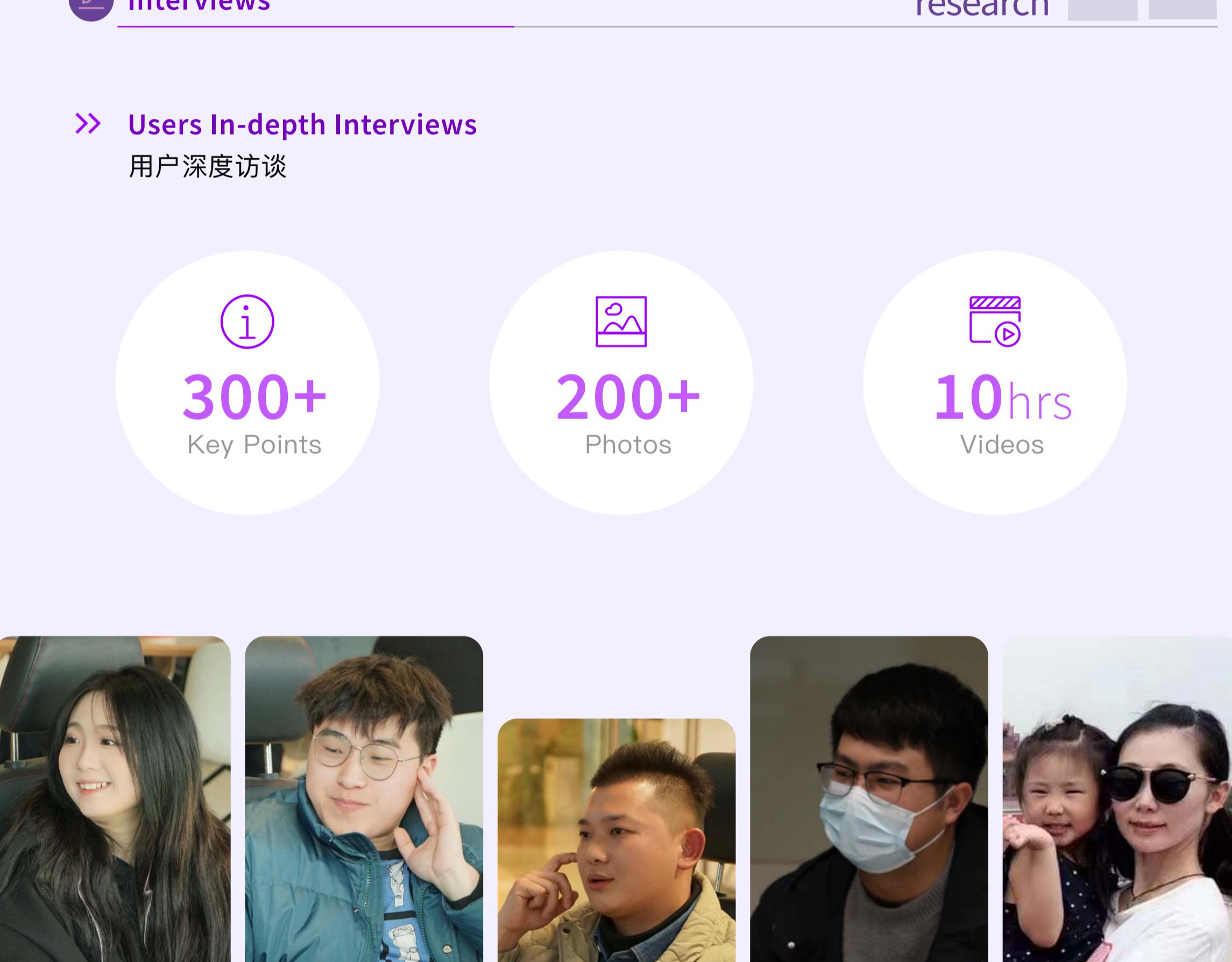
Accenture needs to make full use of its valuable experience and advantages in user experience design to provide this product with innovative, forward-looking, achievable design solutions that can conform to the development trend of contemporary smart cockpits.

Challenges

- How to align with customers' mindset (R&D) accelerated incubation-HMI design.
- It is difficult to meet the functional, performance and economic requirements of consumers to design and manufacture a complex system, if it is tested after the sample vehicle be produced.
- To capture product market fit, shorten product launch time and improve consumer experience.

Design Methodology

OUR HUMAN-CENTERED DESIGN PROCESS FOCUSES ON INTEGRATING THE CONSUMERS IN DEFINING MOMENTS OF THE PROCESS



PROJECT 1/02

Index

- | | |
|---|---------------------------------------|
| 01 PLANNING (Timeline) | 05 CONCEPT(Ideate) |
| 02 EXPLORE(Users research&competitors
Research, design trend analysis & strategy) | 06 BULID(UXUI deisgn, Prototype) |
| 03 DEFINE(Value of Opportunity , Persona) | 07 MEASURE(Experts or users' testing) |
| 04 IDEATE(Workshop) | 08 ITERATION(Further development) |

step 01 Timeline

There are 3 milestones in client's schedule: Explore(users research&competitors Research, design trend analysis & strategy), Measure(Experts or users' testing), Bulid(UXUI deisgn, Propotype) Delivery. Totally, all research and design works covered 6 months.



Interviews

» Users In-depth Interviews

用户深度访谈

300+
Key Points

200+
Photos

10hrs
Videos



实用性与趣味性兼顾的驾车体验

智能化判断用车场景，进入不同模式

智能规划出行的需求，考虑更多细节

汪小姐 小鹏P7车主
姓名：汪秦晴
年龄：22岁
工作状态：
公司行政总助，工作半年，没有经济负担
生活状态：
单身，与父母同住

诸先生 飞凡ER6车主
姓名：诸屹杰
年龄：26岁
工作状态：
当兵退役，现在在国企物业
生活状态：
已婚无孩，与配偶同住

余先生 长城摩卡车主
姓名：余亚杰
年龄：30岁
工作状态：
幼儿教育摄影，工作比较自由，随意
生活状态：
情侣，与父母同住，没有压力。

应先生 小鹏p7车主
姓名：应少彤
年龄：25岁
工作状态：
互联网运营经理，会开车见客户
生活状态：
即将结婚，与父母同住

王女士 传祺埃安S Plus车主
姓名：王茜玲
年龄：25岁
工作状态：
金融保险行业内勤，每周2-3次开车到邻城办公室
生活状态：
已婚有孩，与配偶同住，生活稳定

性格：满足，开心，自信
消费习惯：喜欢逐流购买轻奢，看重服务感受与用车体验
用车场景：通勤，周末看展，在渡口和车友爱好者玩乐。除了小鹏P7还有一个宝马M4

性格：积极阳光外向，喜欢展示自己，追求刺激感
消费习惯：驾驶体验与性价比兼顾
用车场景：通勤，与车友会认识的固定朋友外出露营

性格：理性，务实，追求掌控感
消费习惯：需要满足核心需求，不会为新鲜感买单
用车场景：所有外出都会用车，不管距离远近，不介意停车困难

性格：佛系，有主见，喜欢游戏
消费习惯：会购买娱乐类的电子产品
用车场景：通勤

性格：轻松舒适幸福
消费习惯：性价比和实用性非常重要，会为旅游体验买单
用车场景：日常通勤，每周末近郊游

» In-context Interviews

连贯式访谈

At first, We talk with users about their home and favorite items, aesthetics, and feel the user's preferences and needs for life consumption.

我们先和用户从家里，喜欢的物品谈起，感受用户对生活消费的喜爱与需求。用场景沉浸的方式，引导用户回忆用车旅途，挖掘需求。随后我们一起去参观用户的车，聊用车体验和痛点。

Use the way of scene immersive scenarios to guide users to recall the car journey and explore their needs. Then we went to visit the user's car and chat about the car driving experience and HMI design pain points.

Key Insight

Value of Opportunity

机会价值

主动服务 Initiative Service

驾控场景化体验 Driving Experience With Control in Scenarios

一键场景 One Key Scenarios

空间感知 Sense of space and scene control

多感官体验 Multi-sensory Experience

完美驾驭 Perfect Driving Experience

社交展示 Social Media Function

个性化场景 Personalised Scenarios

情感连接 Emotion Contact

愉悦自己与他人 Enjoy Oneself & Please Others

驾校体验 Driving Experience

即时协助 Instant Assistance

个性与隐私 Personality And Privacy

高效工具化体验 Efficient Tool Experience

低成本交互 Low-Costs Interaction

智能推荐 Intelligent Driving 智能驾驶

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step 03

Define

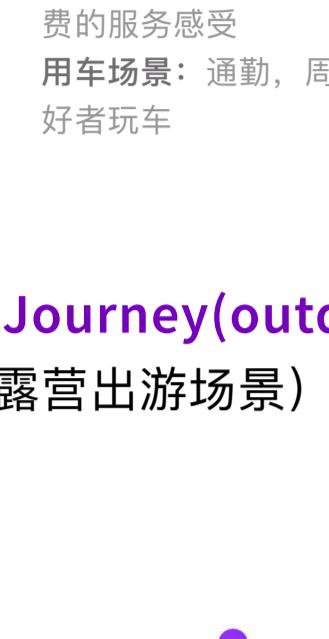
PROJECT 1/02

Finally, we defined the target users between 22-28 years old, those who pursue fun and stick to their dreams, and the key words of the design style are driving fun, youth, and technology.

» Persona

用户画像

Persona A



姓名: XX小姐
年龄: 22-27岁
性别: 女
工作状态:
公司职员或公务员, 工作经验1-5年,
没有经济负担
生活状态:
单身, 与父母同住, 二、三线城市
月收入: RMB3000-6000元
学历: 大学、大专毕业
性格: 满足, 开心, 自信, 喜欢游戏,
看电影、展览等新鲜事物
消费习惯: 喜欢逐流购买轻奢, 看重消
费的服务感受
用车场景: 通勤, 周末出游, 和车友爱
好者玩乐

Persona B



姓名: XXX先生
年龄: 23-28岁
性别: 男
工作状态:
国企管理、公司职员、教师, 工作经验
1-5年, 或自雇的创业者
生活状态:
已婚无孩, 与配偶同住, 二、三线城市
月收入: RMB3000-8000元
学历: 大学、大专毕业
性格: 积极阳光外向, 勇敢、果断, 喜
欢展示自己, 追求刺激感, 偶尔玩游
戏, 更爱户外运动
消费习惯: 驾驶体验与性价比兼顾
用车场景: 通勤, 与车友会认识的固定
朋友们外出露营

» Customer Journey(outdoor camping scene)

用户旅程 (露营出游场景)

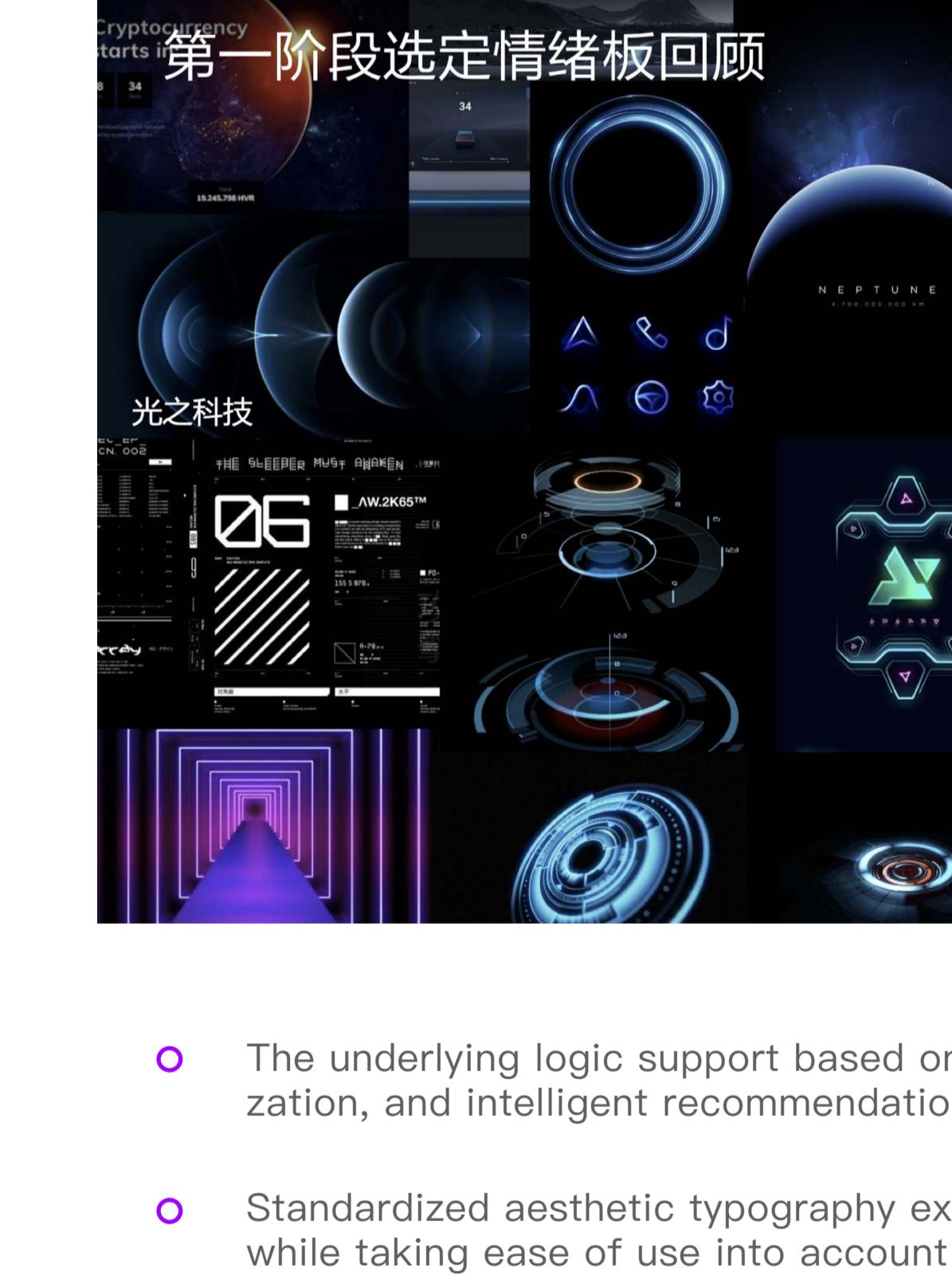


step 04

Workshop

» Co-operated Innovation Workshop

概念共创工作坊



- 核心用户场景 Core User Scenarios
- 交互体验旅程图 Interactive Experience Journey
- 创新点子与概念 Innovative Ideas and Concepts
- 概念总汇, 排序, 投票 Concept Summarization, Sorting, Voting
- 设计概念UX原型 Design Concept UX Prototype
- 用户体验场景故事版 User Experience Scenario Storyboard



step 05

Concept

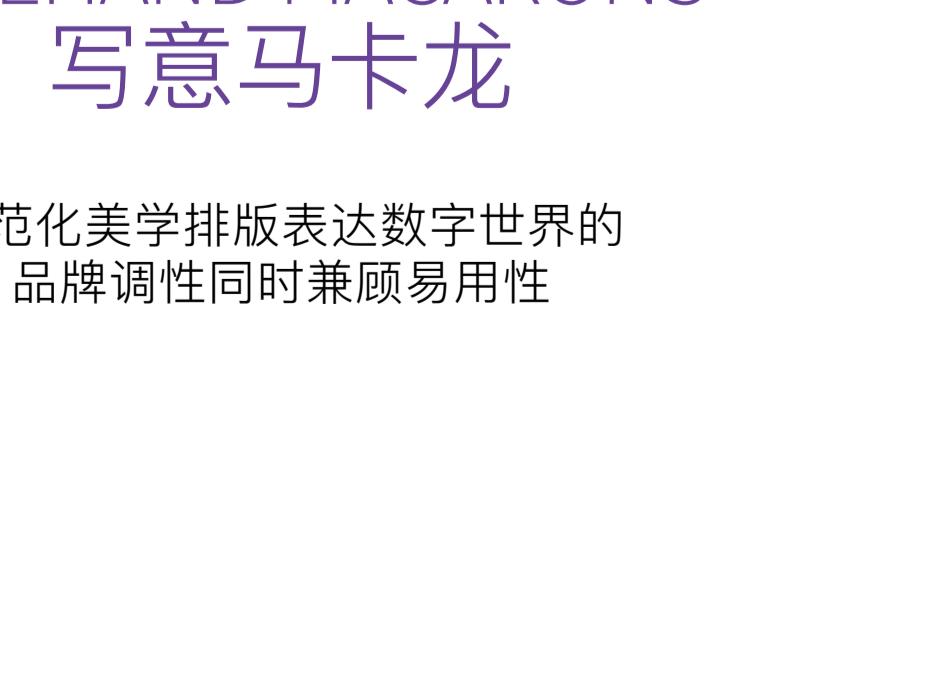
PROJECT 1/02

» Concept Co-creation

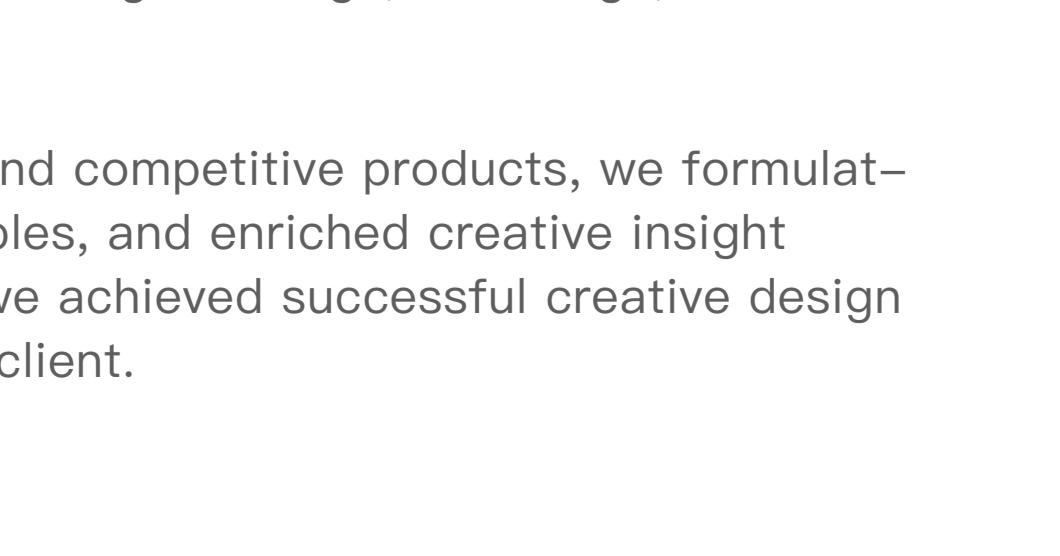
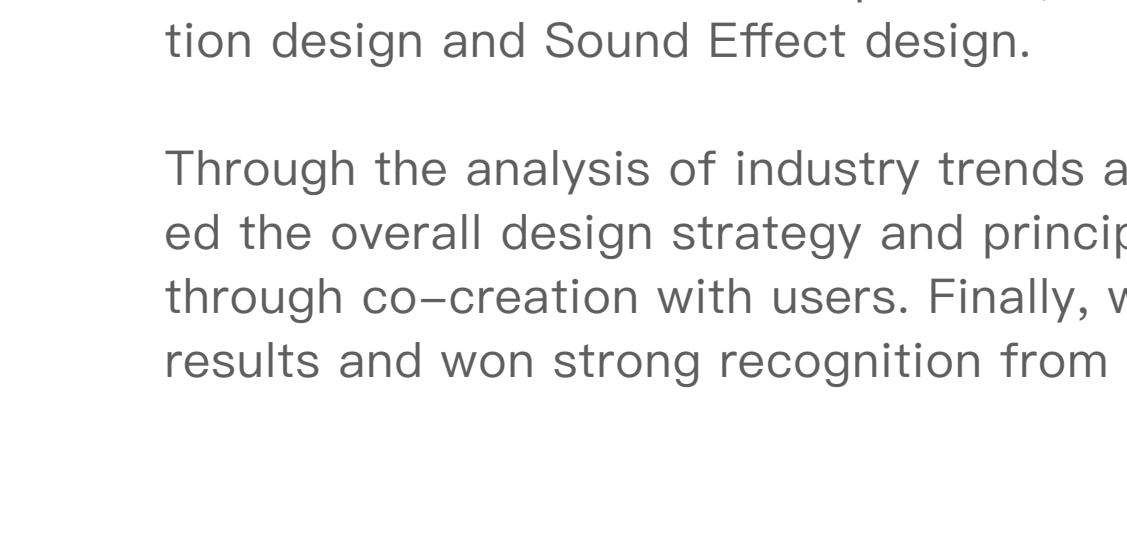
概念共创

Fragmented Digital World

The LED neon lights that can be seen everywhere, the advertisements are full of passion, and the digital world with potential infinite opportunities and possibilities is booming with the blessing of the Metaverse. The future vitality...



• Concept Mood Board

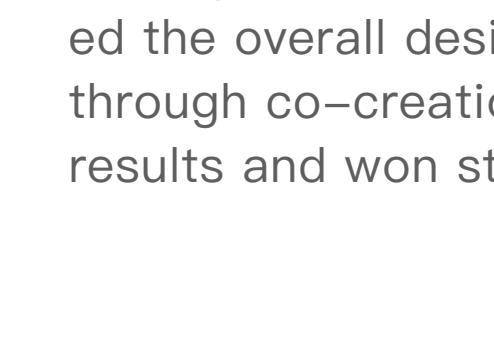


- The underlying logic support based on user usage frequency, personalized customization, and intelligent recommendation

- Standardized aesthetic typography expresses the brand tone of the digital world while taking ease of use into account

- Two-dimensional elements, three-dimensional animation, throughout the page browsing, expressing the "sense of life"

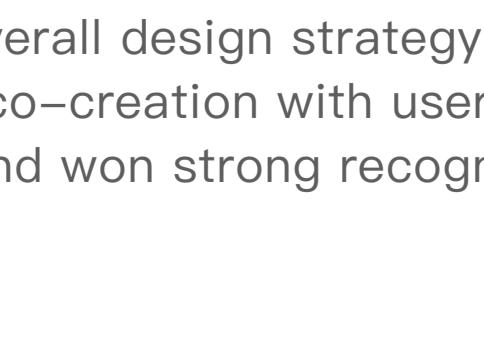
• Conceptual Theme



1

TECHNOLOGY OF LIGHT 光之科技

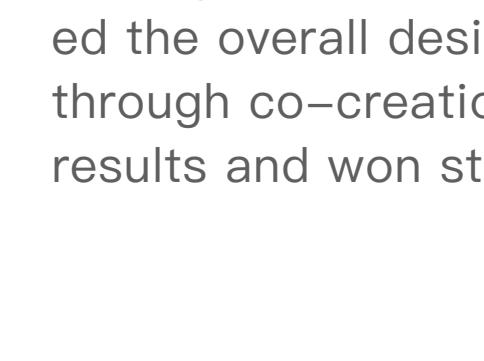
基于用户使用频率、个性化定制、
智能推荐的底层逻辑支撑



2

SPACE MATRIX 空间矩阵

二维元素, 三维动画, 贯穿
页面浏览, 表达“生命感”



3

FREEHAND MACARONS 写意马卡龙

规范化美学排版表达数字世界的
品牌调性同时兼顾易用性

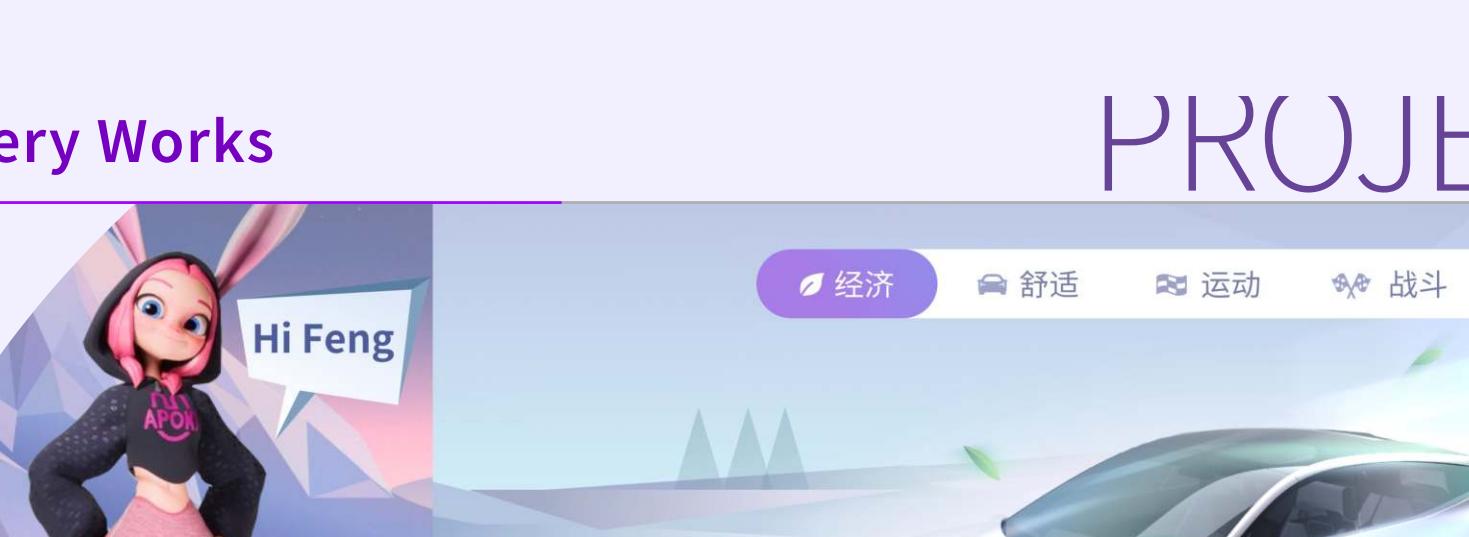
→ Solution:

In this project, we designed and developed an in-car HMI system for a NEV model from one of China's top OEMs, including UI design, UX design, Animation design and Sound Effect design.

Through the analysis of industry trends and competitive products, we formulated the overall design strategy and principles, and enriched creative insight through co-creation with users. Finally, we achieved successful creative design results and won strong recognition from client.

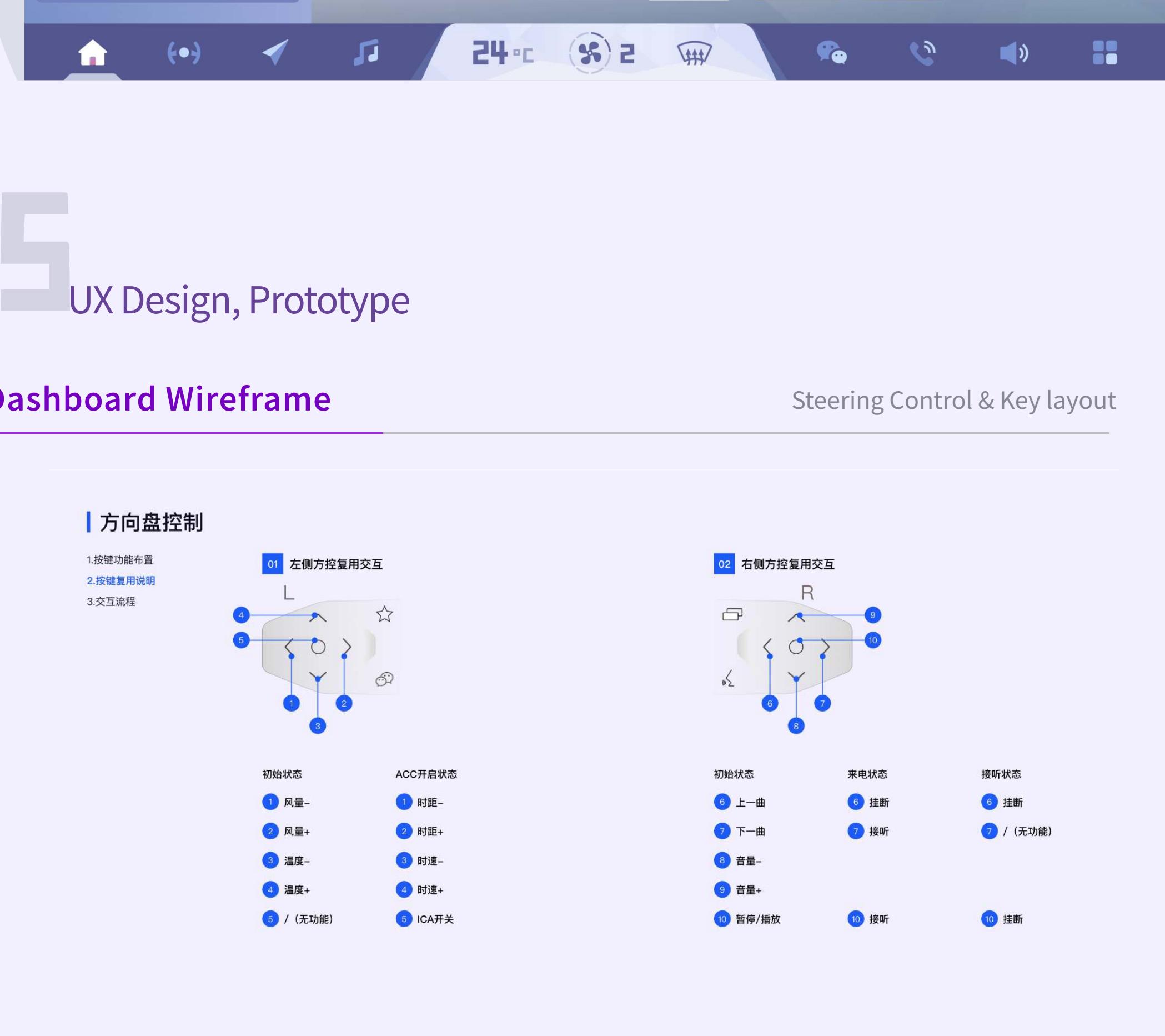
PROJECT 1/02

S73 HMI UI Design



Delivery Works

PROJECT 1/02



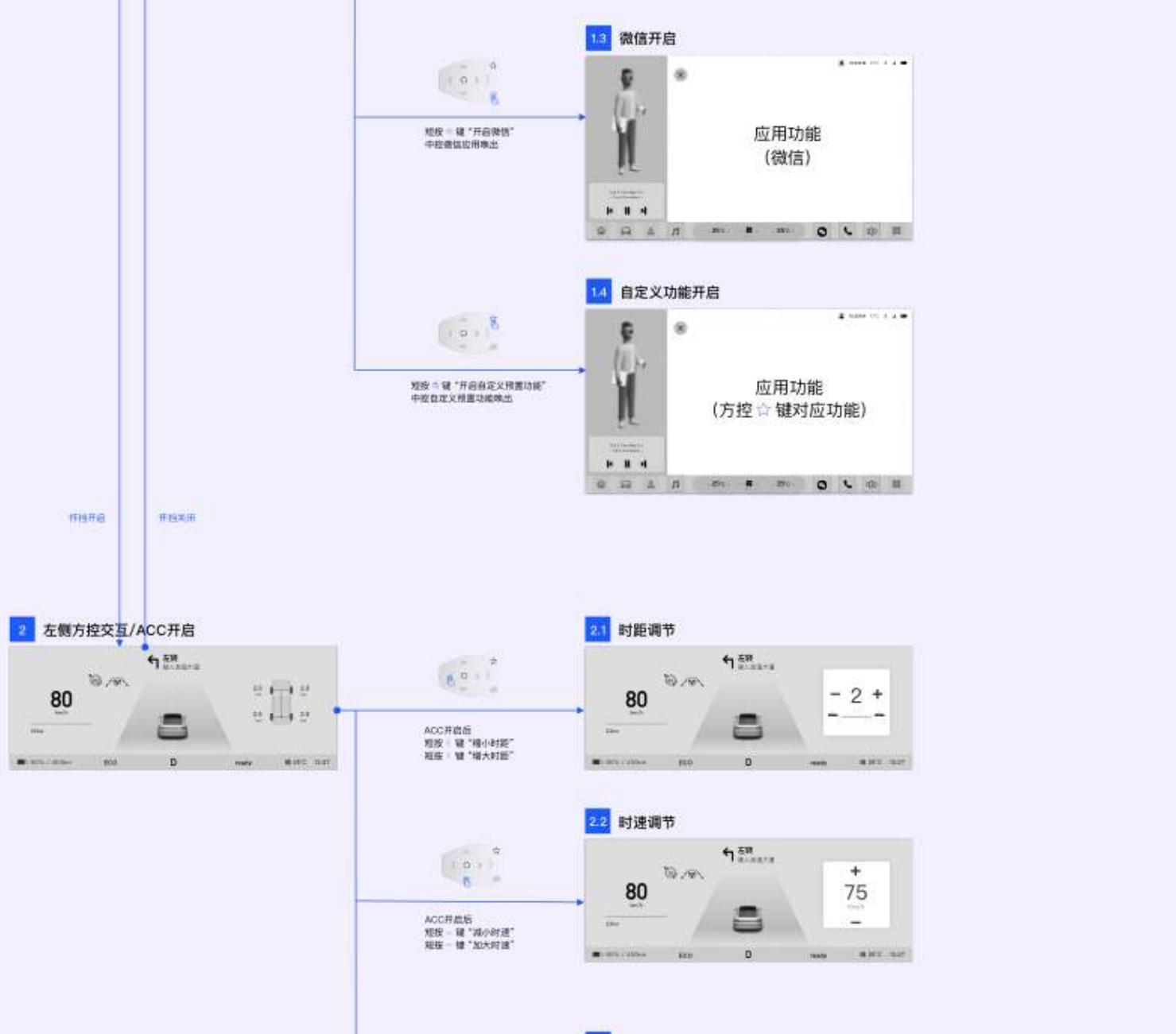
step 05 UX Design, Prototype

Dashboard Wireframe

Steering Control & Key layout

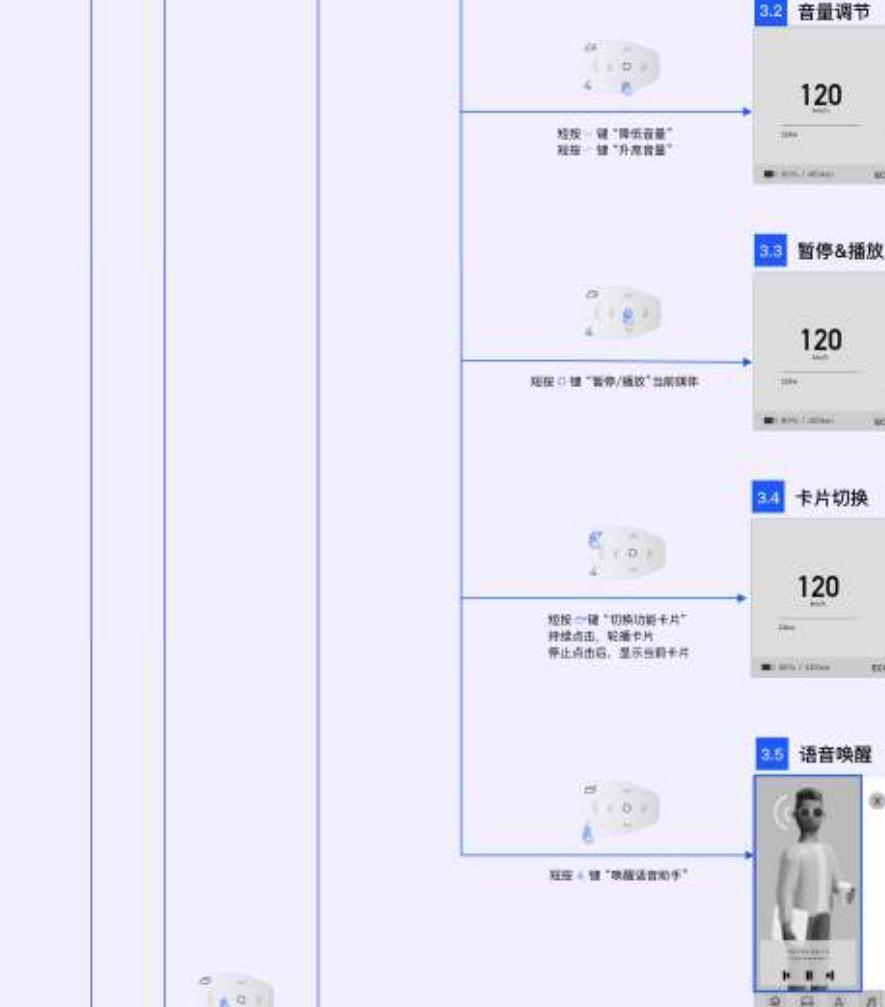
方向盘控制

- 1.按键功能布置
- 2.按键复用说明
- 3.交互流程

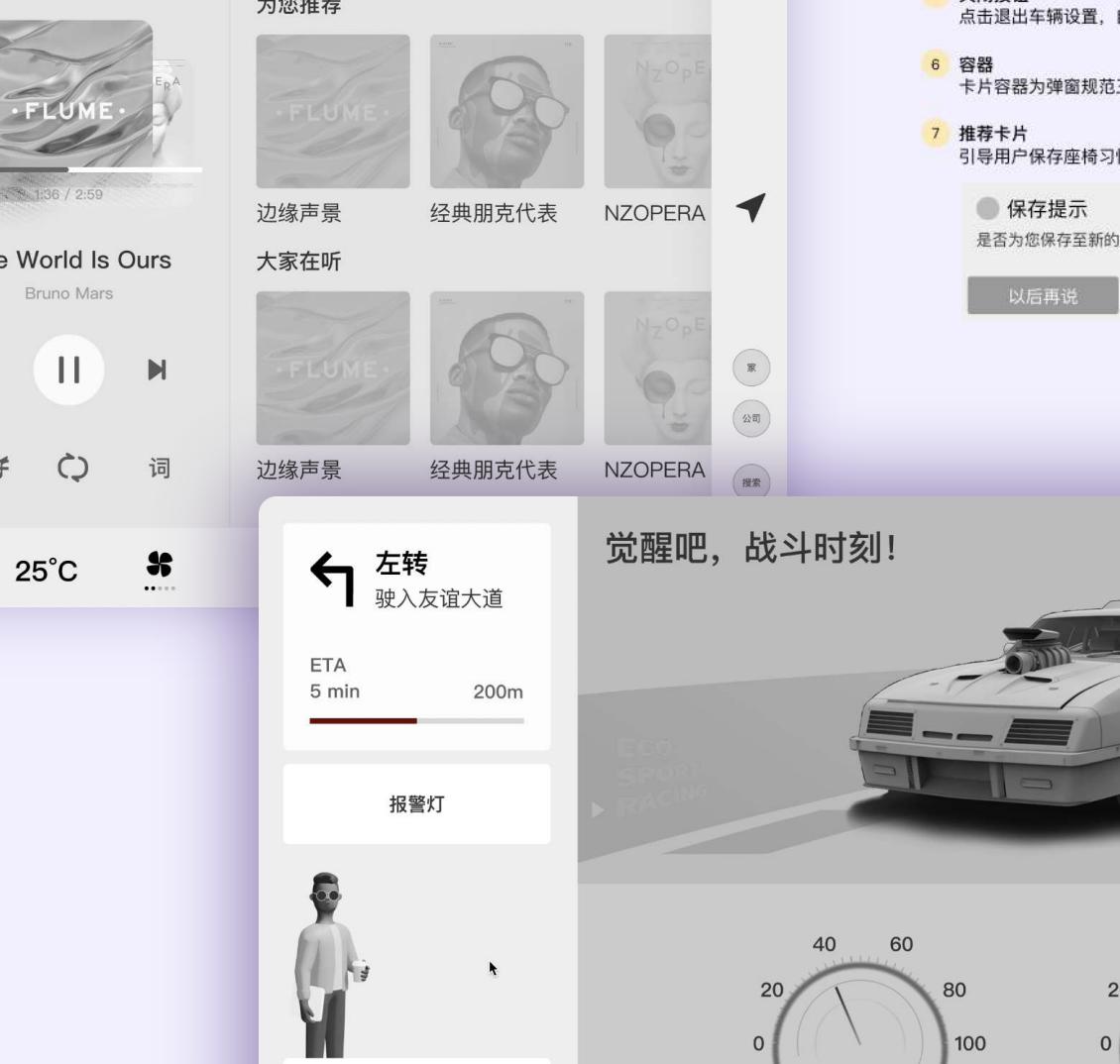
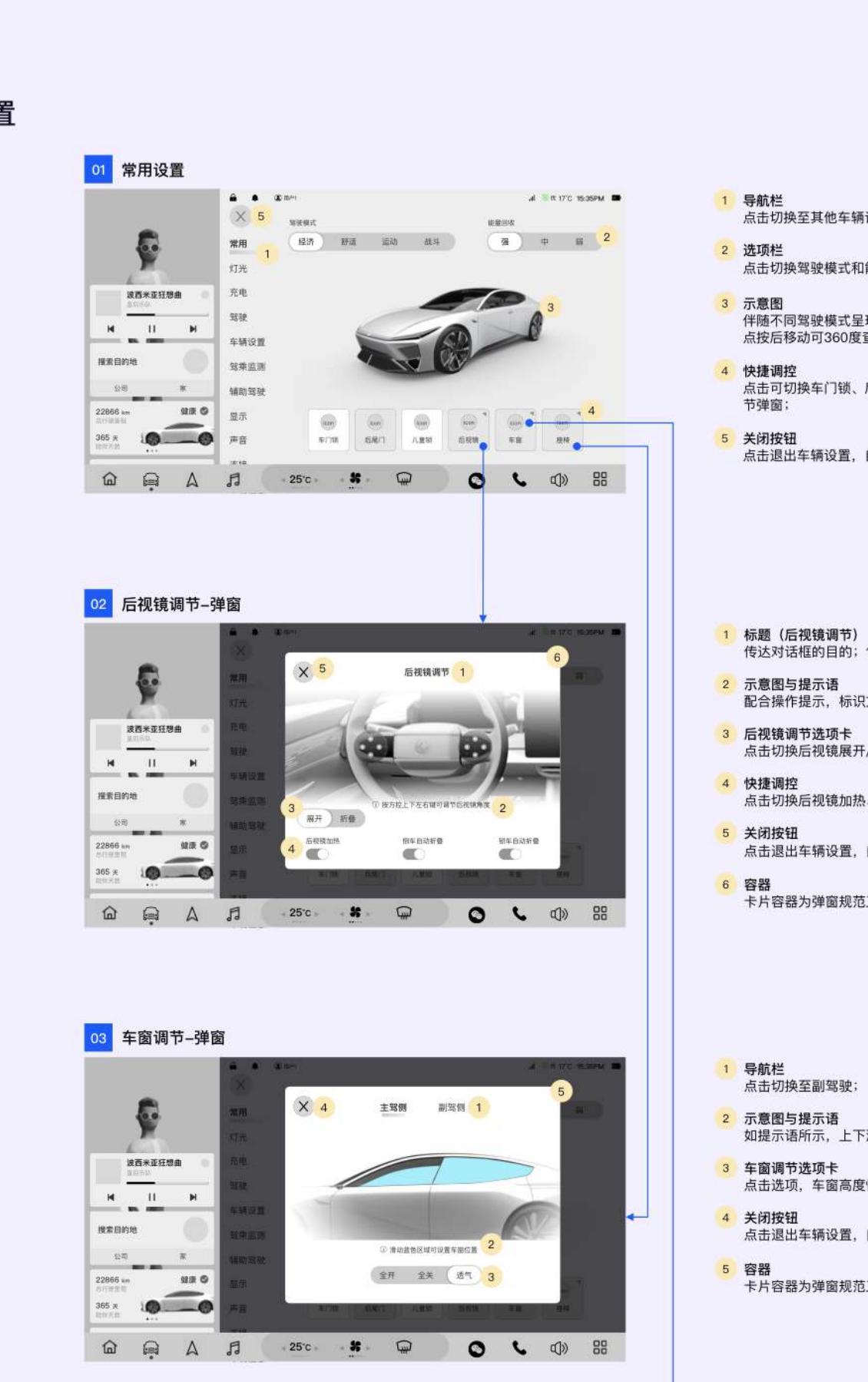


仪表主框架

- 1.页面框架
- 2.功能布局
- 3.卡片分类
- 4.报警布置



- 1.按键功能说明
- 2.按键复用说明
- 3.交互流程



IVI System Wireframe

Car Settings

车辆设置

- 1.常用
- 2.灯光
- 3.充电
- 4.驾驶
- 5.车辆设置
- 6.驾驶检测
- 7.辅助驾驶
- 8.显示
- 9.声音
- 10.连接
- 11.车辆信息



1. 导航栏
2. 语音操作与提示语
3. 后视镜调节
4. 快捷控制
5. 关闭按钮
6. 音器

成功保存 (暂态-持续3s)

备用车 ()

操作提示

常态化存在，提示用户保存座椅习惯操作方式。

关闭按钮

点击退出车辆设置，自动保存当前设置项；

音器

卡片音器为弹窗规范三；

推荐卡片

引导用户保存座椅习惯；

保存提示

是否为保存至新的座椅习惯？

以后再说 立即保存

立即保存

成功保存 (暂态-持续3s)

备用车 ()

操作提示

常态化存在，提示用户保存座椅习惯操作方式。

关闭按钮

点击退出车辆设置，自动保存当前设置项；

音器

卡片音器为弹窗规范三；

推荐卡片

引导用户保存座椅习惯；

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成功保存 (暂态-持续3



UI Component

Fonts & Icons

>> Type Guidelines

| 02 文字规范

- 1.字体
2.字号
3.字体颜色

字体的大小和字重在车载环境起着不可忽视的影响力，合理的字体大小和层级设计使页面清晰、舒适。常用文字字体为思源黑体、Quantico。



| 02 文字规范

- 1.字体
2.字号
3.字体颜色

常用的字体梯度为：20px 22px 24px 28px 30px 50px 64px 100px
S73HMI使用思源黑体为显示字体，用medium字形

类别	大小	示例
数值显示	medium 50px	我是字体
一级标题	medium 30px	我是字体
二级标题	medium 28px	我是字体
按钮文字	medium 24px	我是字体
正文	medium 22px	我是字体

# 字体样式对齐表		字体类型		字号		行高		字体样式		文字示例	
Display1	100pt Bold	1.3 line height (1.28)	文字示例 文字示例 文字示例	我是字体	我是字体						
Display2	64pt Bold	1.3 line height (1.33)	文字示例 文字示例 文字示例	我是字体	我是字体						
Display3	50pt Bold	1.3 line height (1.33)	文字示例 文字示例 文字示例	我是字体	我是字体						
Title1	30pt	1.3 line height	*****	*****	*****	*****	*****	*****	*****	我是字体	我是字体

| 02 文字规范

- 1.字体
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3.字体颜色

常用的字体梯度为：20px 22px 24px 28px 30px 50px 64px 100px
S73HMI使用思源黑体为显示字体，用medium字形

类别	色值	透明度
特殊字号	#333C67	100%
一级标题/正文	#333C67	100%
二级标题/内容文字	#101320	100%
不可选文字	#101320	100%
重点文字	#171D3E	100%
彩色背景文字	#FFFFFF	100%
彩色背景说明文字	#FFFFFF	50%
Body4	22pt Regular	1.3 line height (1.2) 28px
Caption1	20pt Regular	1.3 line height (1.2) 24px

>> Color Definition

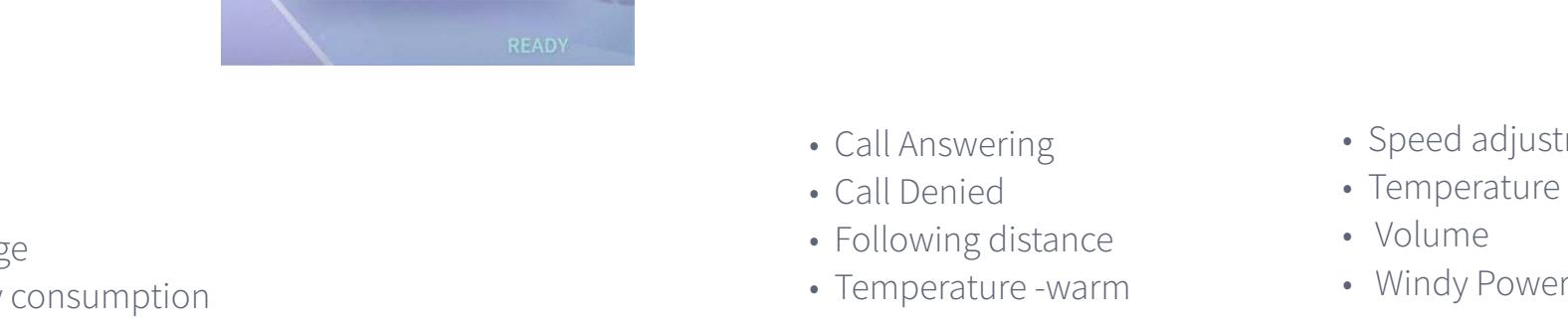
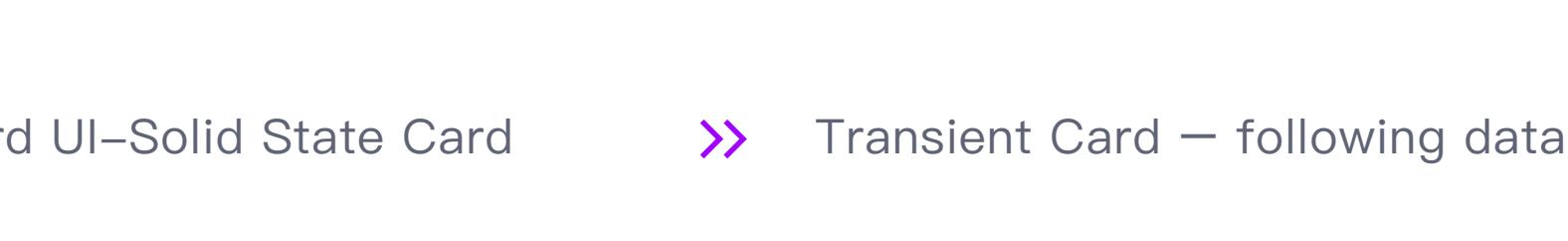
| 03 颜色定义

- 1.颜色定义

此规范作为仪表 & 中控正常模式用色规范使用，颜色时可大体参考目前已有界面去规范用色，细节上可灵活调整及变化，比较特殊的状况可单独另拟其他颜色使用。



>> Icons



>> Buttons

| 05 按钮

- 1.按钮组件规范
2.按钮组件设计形式

以下为按钮组件规范，需内部所有按钮组件遵循以下规范进行设计，按钮尺寸及圆角根据具体场景可灵活变动，不同底色下的按钮组件以以下标准进行设计，其他特殊按钮组件需根据具体需求在此种基础上进行灵活设计。

- * 选择样式
* 单选样式
* 打开样式
* 递进条样式
* 递进条样式

| 05 按钮

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- * 选中样式
* 未选中样式
* 选中样式
* 未选中样式

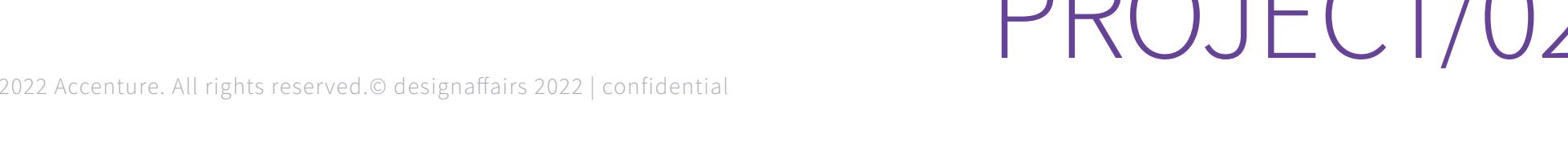
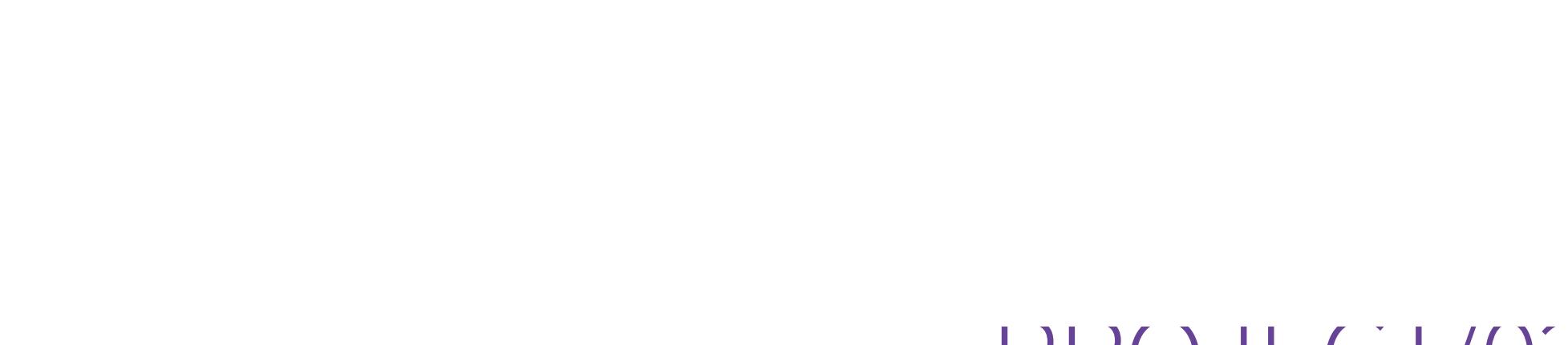
Main Pages



UI Design

Main Pages

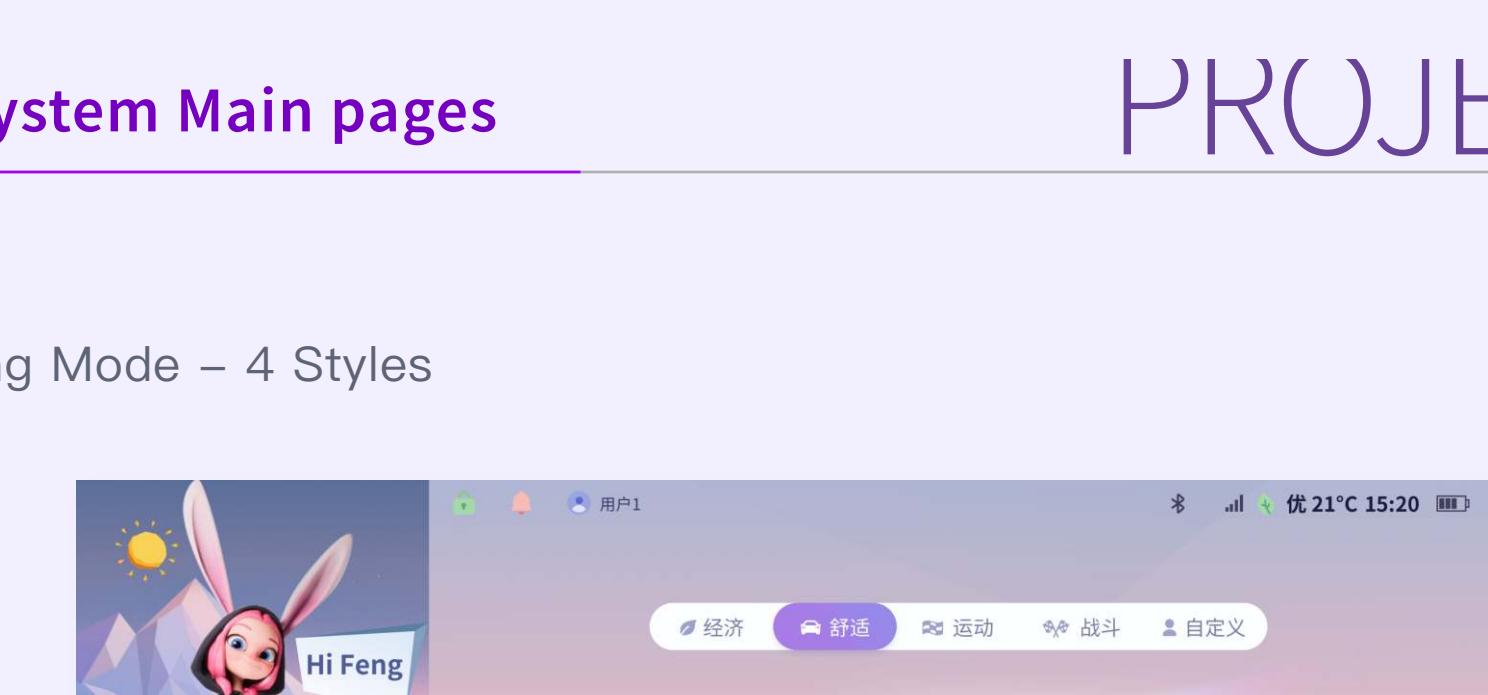
>> Dashboard UI Design—Driving Mode – Comfort



>> Dashboard UI—Solid State Card

>> Transient Card — following data

S73 HMI UI Design

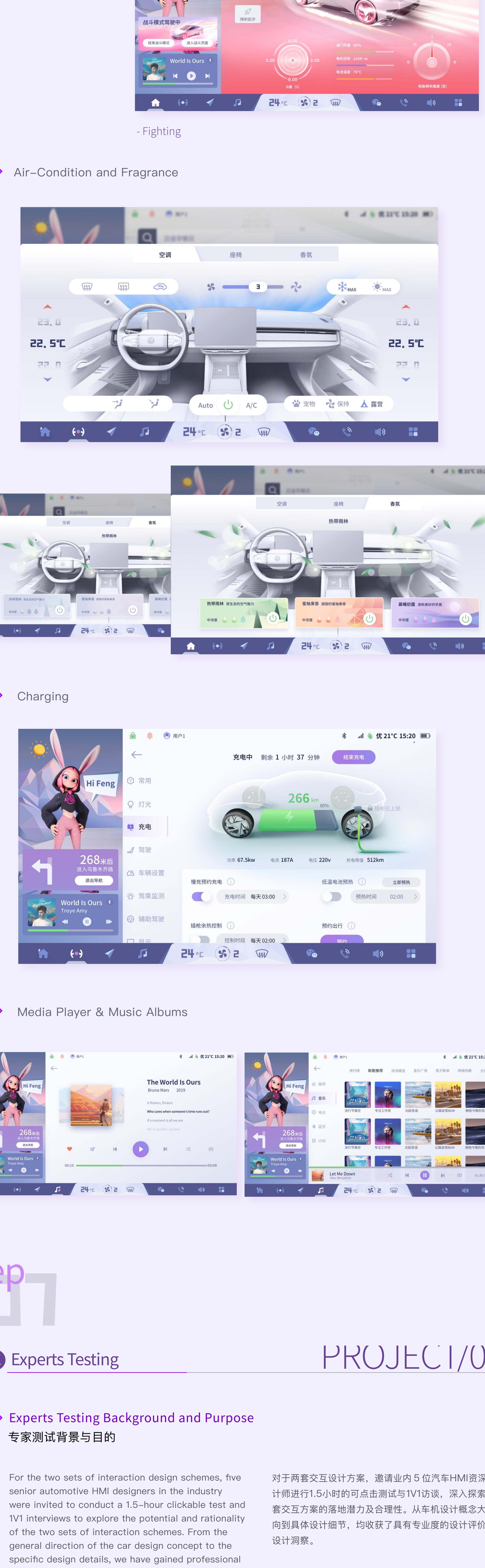


step 06 UI Design

I VI System Main pages

PROJECT 1/02

» Driving Mode – 4 Styles



» Air-Condition and Fragrance



» Charging



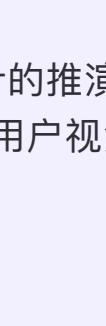
» Media Player & Music Albums



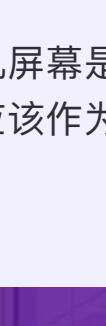
» Testing Process

专家测试流程

1) Free exploration and understanding
专家有五分钟的时间自由探索整个交互逻辑，整个过程主持人不进行讲解。



2) Function task operation
专家执行主持人提出的功能任务，并提出自己的疑问和反馈。



3) Discussion on special scenarios
针对两套方案的特殊场景进行重点探讨，从用户的角度评估方案的优点缺点。



4) Evaluation, scoring and suggestions
专家根据提供的标准打分并给出理由和后续改进建议。

1. 自由探索理解



2. 功能任务操作



3. 特殊场景讨论



4. 评价打分与建议



» UX Program Experts Scoring Results

专家评分结果

The statistics of the sub-scores and total scores of the five experts are as follows. Considering that each person's full-score standard will also have individual differences, a summary with the highest and lowest scores removed is added to help you make comprehensive statistics and analysis.

交互方案一：魔术空间

方案一 魔术空间		Anan	邓帅	Tian	Xiong	朱高祺	均分	去掉最高最低
智能高效	功能布局合理性	10	8	8	8	7	8.2	8.00
	信息结构合理性	10	7	8	8	6	7.8	7.67
	操作流畅度	10	7	8	10	7	8.4	8.33
	操作安全	9	7	8	9	6	7.8	8.00
	操作效率	10	7.5	8	10	7	8.5	8.50
	学习成本	10	8	8	10	5	8.2	8.67
总分		59	44.5	48	55	38	48.9	49.17
情感化		9	6	7	10	6	7.6	7.33
		8	7	9	8	7	7.8	7.67
		10	6	7	8	7	7.6	7.33
		10	5	8	9	5	7.4	7.33
	总分	96	68.5	79	90	63	79.3	78.83

PROJECT 1/02

» Experts Suggestions

未来迭代方向建议

Focus on the special scenarios of the two solutions, and evaluate the advantages and disadvantages of the solutions from the perspective of users.

针对两套方案的特殊场景进行重点探讨，从用户的角度评估方案的优缺点。

Experts score based on the provided criteria and give reasons and suggestions for subsequent improvement.

专家根据提供的标准打分并给出理由和后续改进建议。

1

综合用户及产品视角

Integrated users and product perspective

设计的推演需要依靠对产品策略及用户视角的持续跟进与迭代

2

充分考虑自动驾驶技术的发展阶段

Fully to consider stage of autonomous driving technology development

车机系统体验的好坏，决定于对驾驶的状态与核心任务的正确理解

3

整体座舱风格的协调统一

Overall cockpit style harmonize

车机屏幕是座舱完整的一部分，不应该作为单独的部件进行设计

4

用户自定义的价值与交互成本的平衡

The balance of user customized value and interaction cost

用户自定义的自由度应该适度，避免增加交互逻辑的复杂度



Essential Training Courses BOEING B787-9

In order to further realize the replacement of long-journey with wide-body aircrafts and expand the long-journey routine network; To improve the company's long-distance route management capabilities and promote the implementation of internationalization strategies; Meanwhile, to continue optimizing the passengers' flight experience, and to provide more comfortable air travel services for the majority of passengers at the same time. On April 28, 2016, China Eastern Airlines and Boeing signed the "Agreement on the Purchase of B787 Series Aircraft" in Shanghai, China. The company had purchased 15 B787-9 aircraft from Boeing. In August 2018, Boeing began to deliver these new 787-9 models to China Eastern Airlines.



Section



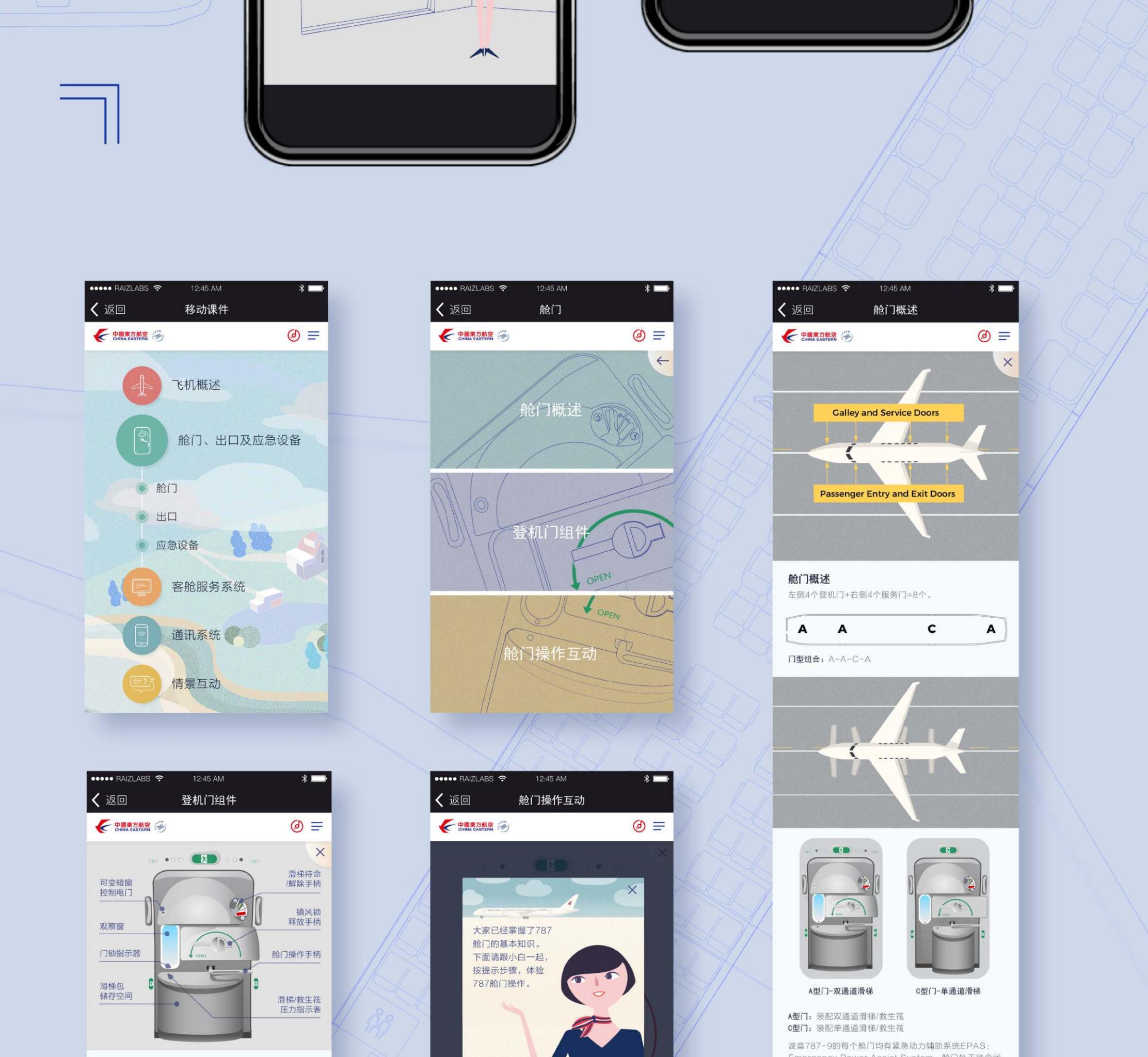
>> PROJECT SUMMARY

At the beginning of 2018, we won the courseware development business of the E-Learning platform for the company's cabin crews and flight attendants to conduct internal training. Including aircraft overview, cabin doors, exit and emergency equipment, cabin service system, communication system, scene interaction and other five major sections. The UXUI design works of this project is dominated by the mobile and web version both of H5 pages, and it can also be applied to the WeChat Mini program. Hence, the crew members and all others staff can easily study the essential training course of Boeing B787-9 anytime and anywhere.

>> UI COMPONENT-ICONS



>> CABIN COMPONENT - ILLUSTRATION



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Essential Training Courses BOEING B787-9

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Section

PROJECT 1/03

>> ESSENTIAL CONTENTS

Cabin doors, exit and emergency equipment, cabin service system, communication system, scene interaction and other five major sections.

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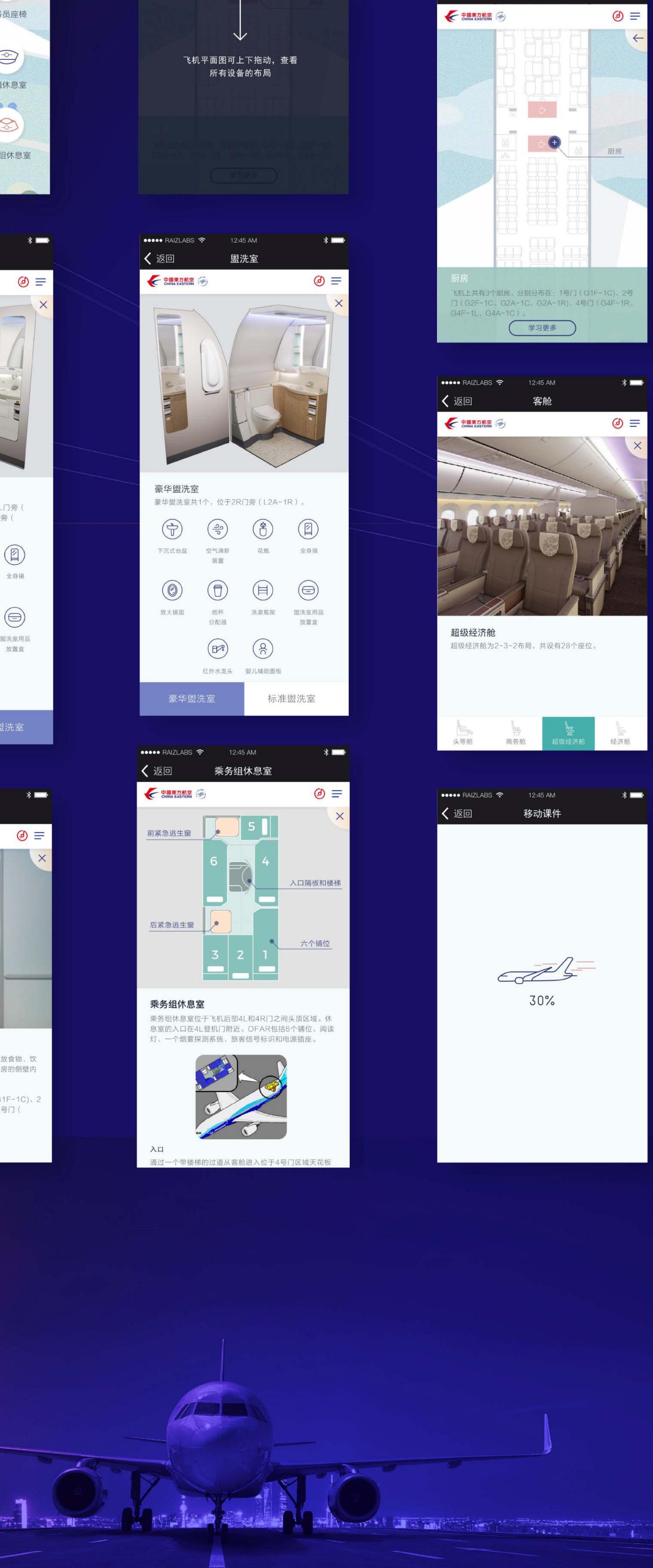
Essential Training Courses BOEING B787-9

PROJECT 1/03

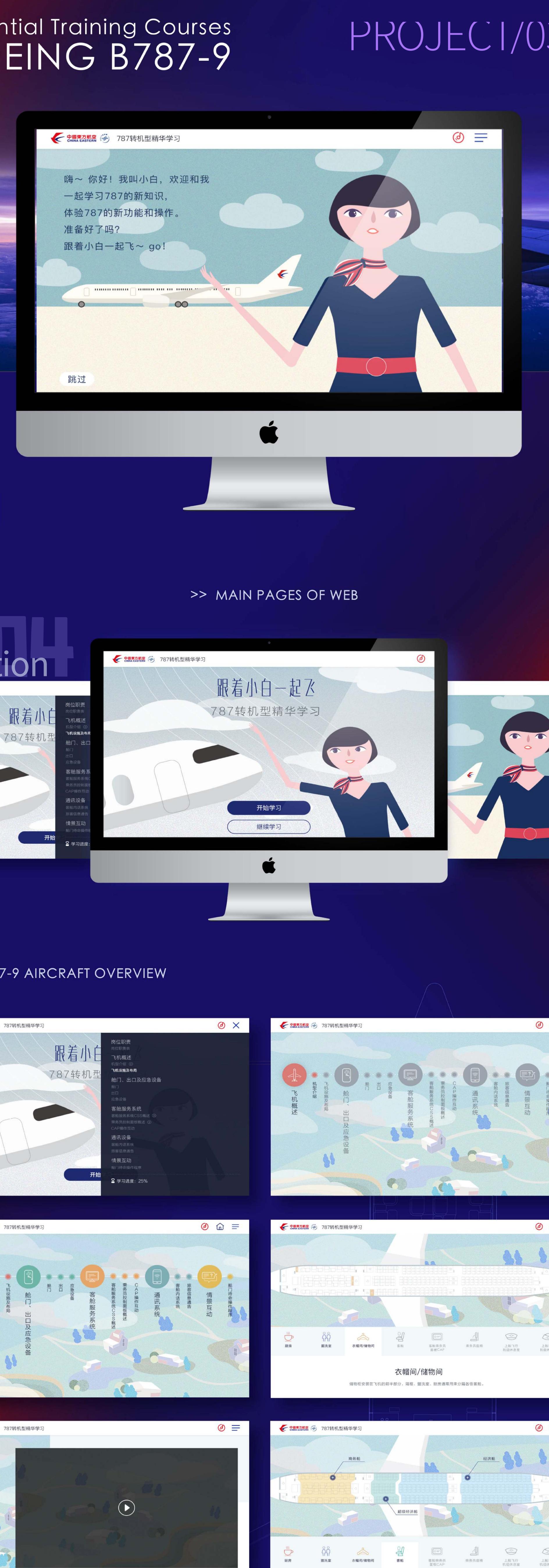
Section 3

>> MAIN PAGES OF MOBILE

Concept: Let's follow Miss Xiaobai to fly...



>> B787-9 AIRCRAFT OVERVIEW



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Essential Training Courses BOEING B787-9

PROJECT 1/03

Section 4

>> MAIN PAGES OF WEB

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