Minyu Chen

Portfolio

2015 - 2020

Minyu Chen

"Innovation pursuing interaction designer who is engaged in exploring the most convenient, reasonable, and amusing solution for the users."

Education

NORTHEASTERN UNIVERSITY
Master of Professional Study in Digital Media

COMMUNICATION UNIVERSITY OF CHINA,NANJING
Bachelor of Art in Digital Media

Work Experience

JIANGSU WISEDU INFORMATION TECHNOLOGY CO.Ltd
Interactive Design Intern

Background

SOFTWARE SKILLS

Ps Ai XD RP Dw Fl Ae
Axure Mockingbot Brackets Meida Composer Fl studio

SOLID SKILLS
User research, Market Research, MVP, User interface, User experience, Frontend coding(website)

HONORS
Grade scholarship College cheerleader

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https://github.com/Minyuc1208
www.linkedin.com/in/minyu-chen-40419b197/

01 S- Link //

An app connected to the smart freezer makes daily cooking easier for families.

02 One Fifth //

An app helps to decrease loneliness of elderly by encouraging them taking part in the activities.

03 How Would I Look //

A mirror offers the historical museum visitors an opportunity to experience history by wearing a costume of several historical periods.

04 History & Nanjing //

A device makes the historical museum more attractive to children set in the history museum.

05 Other Works //

The illustrations in the Storyboard are all drawn by myself.

S — Link

An app connected to the smart freezer makes daily cooking easier for families.

Background

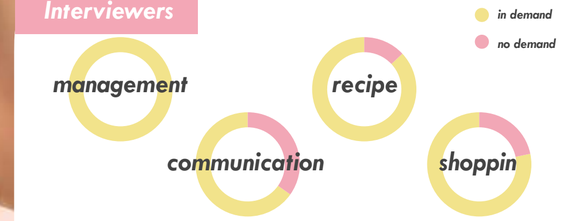
What should I cook for dinner?

We can hear mums asking their family or friends this question a lot. And they usually open the freezer and stare for a while.

Opportunity

Finding a way to make cooking become easier for families. People can get ideas and manage their freezer anywhere.

23 Interviewers



Users ' needs of smart freezers and daily cooking

Market Research

	✓	✗
🍎 💰	Foods management Freezer temperature control	Manual input Simple function modules Low practicability
菜 厨	Recipe recommendation Food Store	Users needs to buy the foods shown on the recipe

Design Map

Tendency

Smart Freezer will become the center of the family in the future

Conclusion

Make the family cooking become more smart

Users' need are gradually increasing as the intelligent requirements of refrigerators are increasing. As the future center of the family, users hope it can offer more pragmatic functions, such as detailed and suitable recipe, paying by one click and communication.

SWOT analysis

S

Each person who takes charge in the family meals have been beset by the question what should they cook.

W

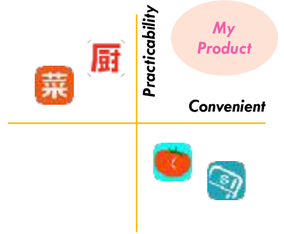
Most of app has separated the freezer and recipe functions while freezer is the most important one that stores food in a family.

O

According to the foods in the freezer to create a recipe, people don't need to buy other food for the meals.

T

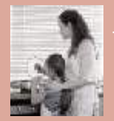
Many companies have realized that freezer is playing an important role in a family. Not only it related to the family food, but also it is the only one which opened for 24hours a day



INSIGHT

When it comes to food , freezer may be easily ignored before. My product will be aimed to connect not only the freezer and recipe, but also the kitchen and the outdoor scenes. What's more, there should be a function that can record the member's likes and dislikes.

Scenario



With kids

'What do you want to eat?'

Dinner at home

Not sure about everyone's eating choice

Clean up

Lost of food is out of time / Some important foods is out of use

Problem

The one who takes responsibility for the meals is annoyed by these questions.

Opportunity

Finding some ways to make daily cook become easier.

Interview

When mentioned to prepare dinner for family, they showed their views.

Lena *30*

*" I have to figure out what I can cook for each meal, and most of time I totally **have no idea** after thinking so many times."*

Tony *34*

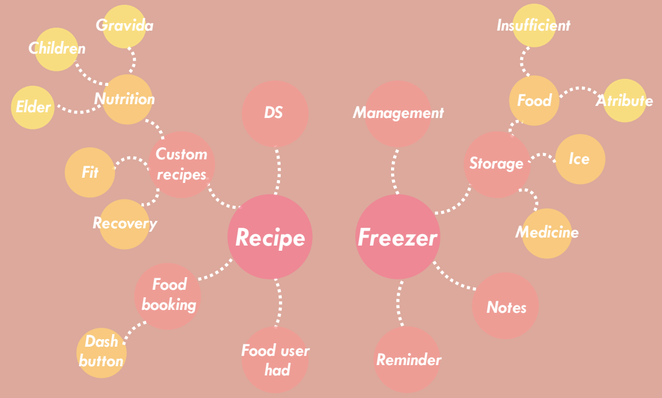
*" Sometimes I can hear my family complain about the food I make, because they have **changed** their favorites or found some food cause **allergy** to them."*

Maggie *39*

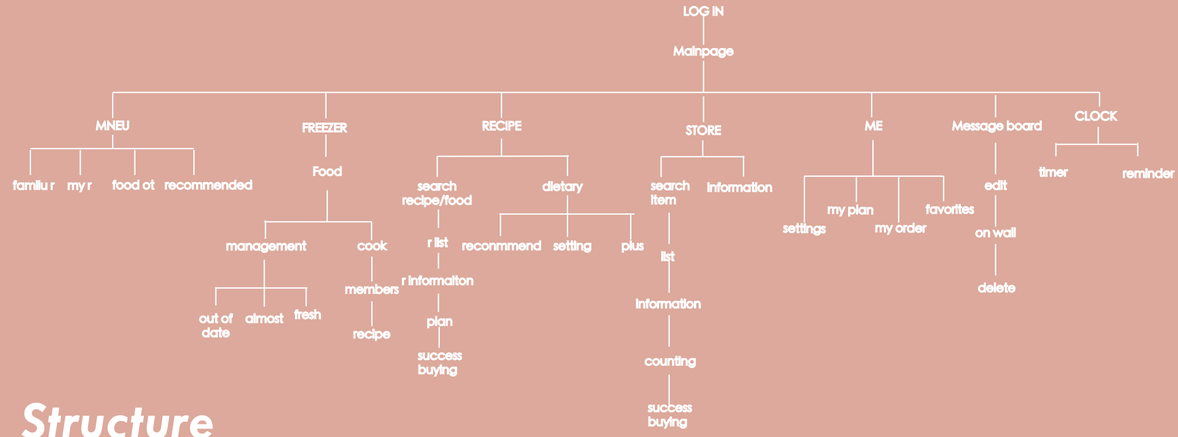
*" I am kind of busy in my work, so I usually can't remember what food I have sent into the freezer. And when I have to cook, the food I need have already **expired**"*

Mind Map

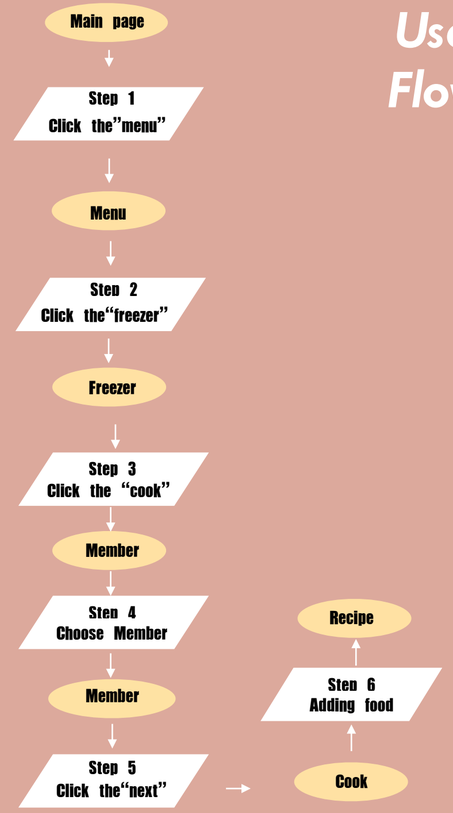
Daily food recommend, one key order, make kitchen become more convenient



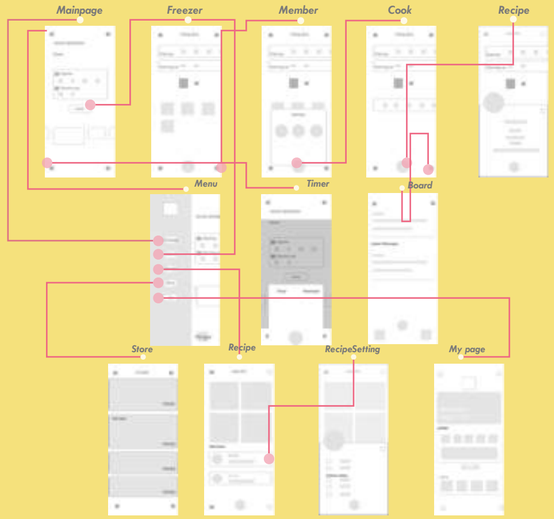
Structure



User Flow



Wireframes



Logo

Color

#DA6277

#F4E0E5

#E8ABB7

#FFFFFF

#D23C43

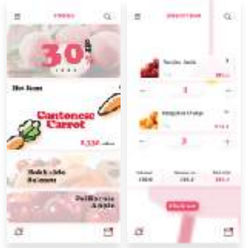
Icons

Final Outcome

01 Choose food to order and cook

02 Recipe settings

03 Store



04 Other pages

Storyboard

The function "board"can be an effective way for users to communicate between kitchen and other scenes

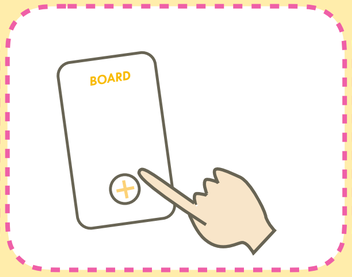
01

02

03

04

07



06

05

Improvement

- *When making a choice about the family meals, there should be an effective way to ask other members' opinions.*
- *When picking food to cook, it should have a more distinct classification for users to find food.*
- *A function for members to type in what they want to eat that day should be present in the app.*

Decreased the elderly loneliness by encouraging them to take part in the activities.

Background research

More than 1 in five people is an elderly person in Nanjing.

During a project research, a group of elderly people were often found walking birds in the vicinity of the museum, and I have some interviews with them.

- AGE ABOUT 65
- FEEL LONELY
- LIVING WITHOUTS KIDS
- MOVING TO NEW CITY WITH KIDS
- CHANGE SOCIAL CIRCLE

3 reasons

interviews people choose birds to walk with

1 making friends & relaxing

2 birds in cage are easier to control

3 keeping birds can be one of their topics

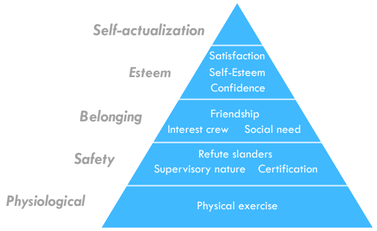
Opportunity

Through interactive design, creating a platform for older people finding partners based on interest to increase their happiness.

Conclusion

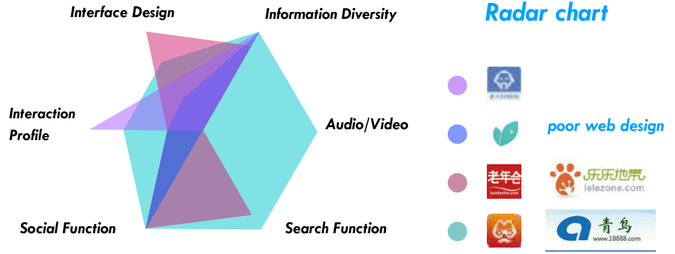
We found most of them always feel lonely. They need social identity and groups based on their interest.

Market research



Maslow's Hierarchy of needs

Users' needs

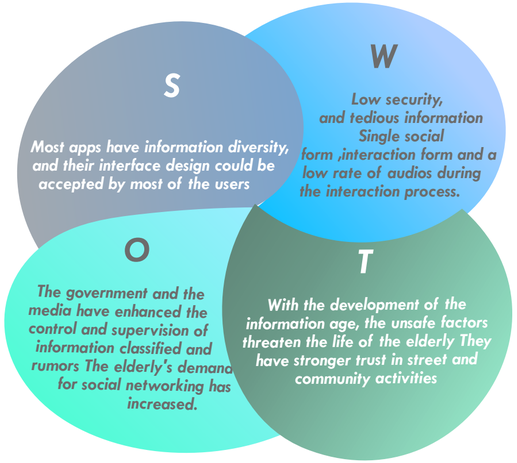


Radar chart

poor web design

My choice

As more and more elderly trying to use smart phone, I decided to design an app with an elderly friendly interaction style to show my idea.



SWOT analysis

INSIGHT

My product will focus on standardizing information and providing a green interest dating platform for the elderly.

Scenario

AT HOME

Watch TV Use Smart phone Feel lonely & bored

COMMUNITY

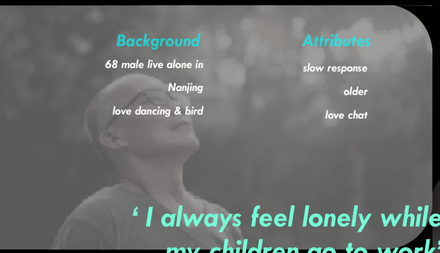
Real/Virtual Expand social circle Chat

IN THE PARK

Walking the pet bird Sports and dance Chat

Problem	*Lonely*	*depends on the geographical position not the interest*	*can't get the all information of each circle*
Opportunity	*Internet and Smart phone are more popular*	*Virtual circle and reality circle combination*	*A social approach based on the elderly's hobbies*

Persona



Background

68 male live alone in Nanjing

love dancing & bird

Attributes

slow response

older

love chat

Customer needs

social interest group

' I always feel lonely while my children go to work'

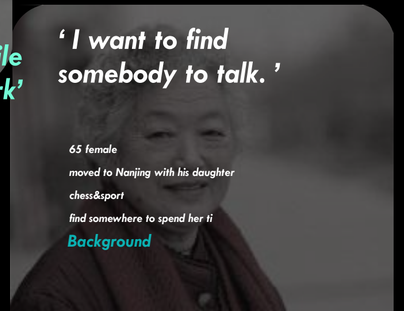
social interest group love chat

Customer needs

alone

need friend

Attributes



' I want to find somebody to talk. '

65 female

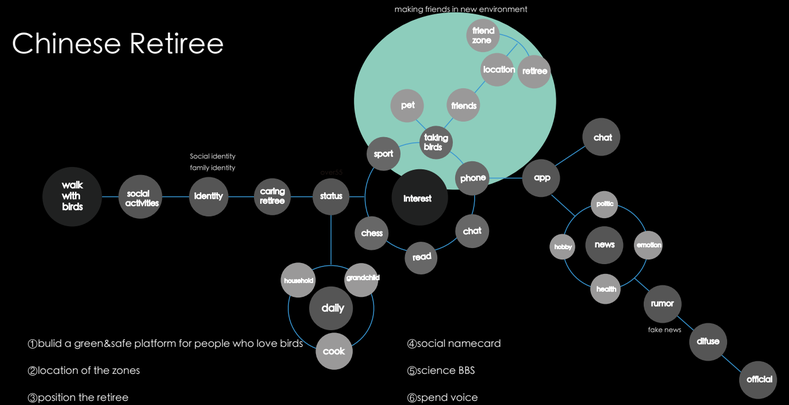
moved to Nanjing with his daughter

chess&sport

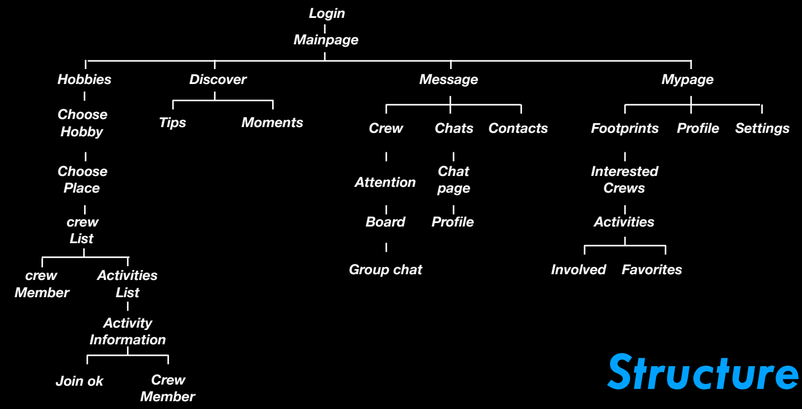
find somewhere to spend her ti

Background

Mind Map

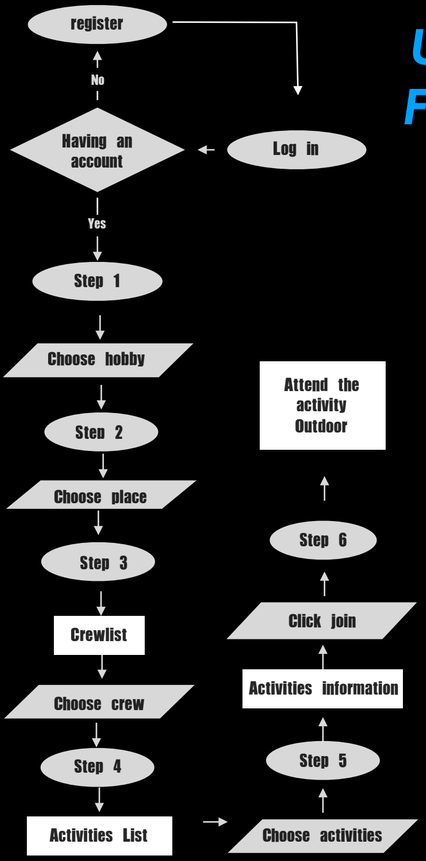


Structure

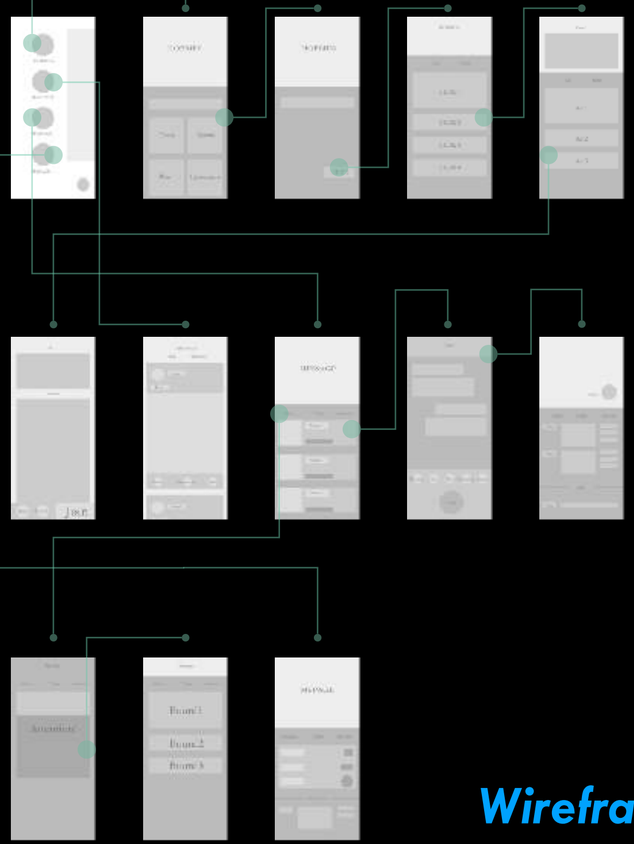


User Flow

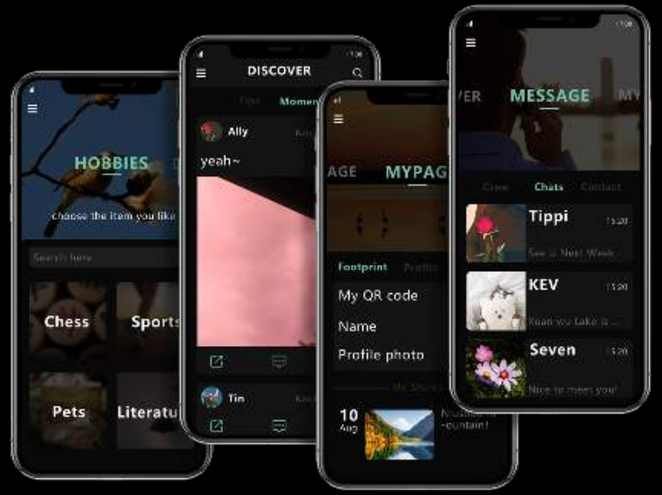
1、Using the app at home



2、Attend activity outdoor



Wireframes



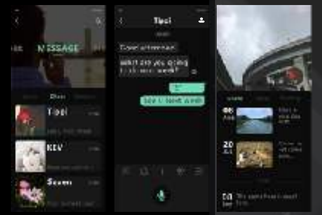
Logo

Color

- #8CC6AF
- #FFFFFF
- #999999

01 Find crews

02 Messages



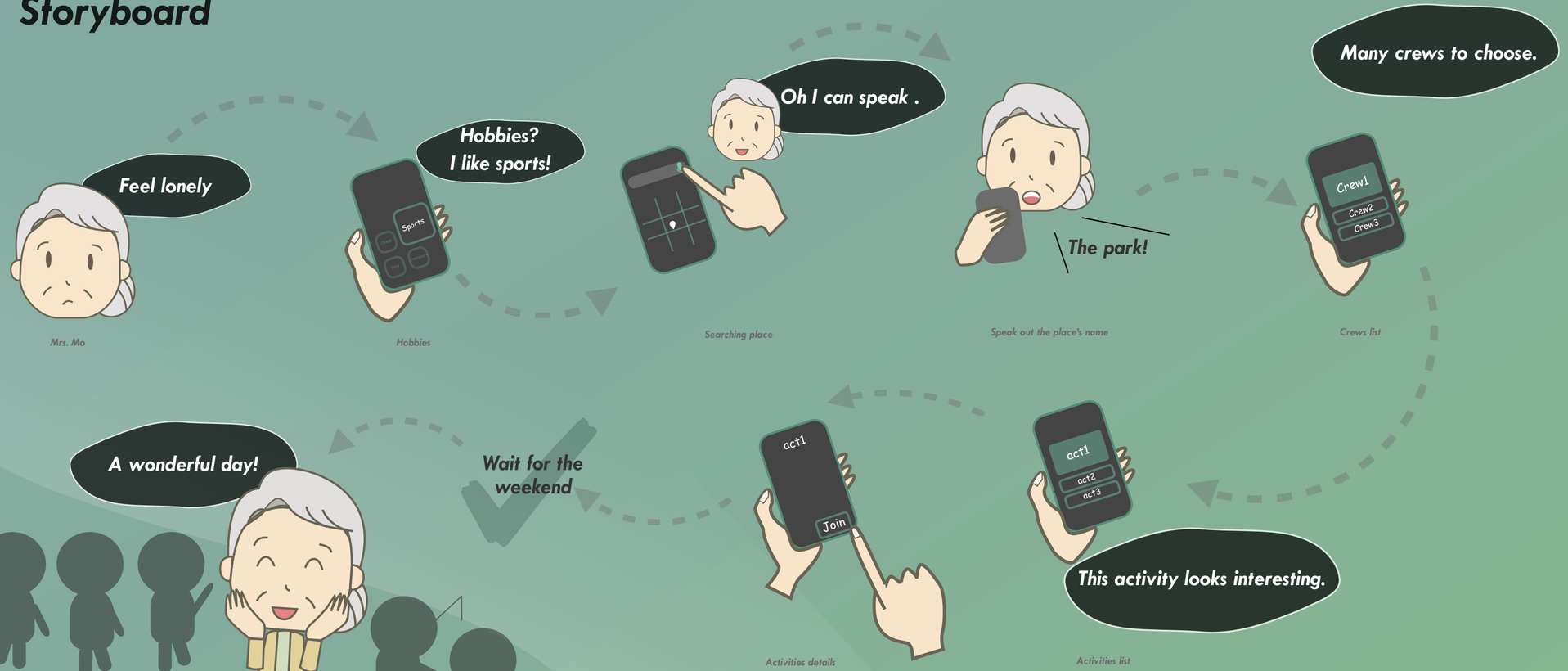
03 Attention! & crew board

04 Other pages

Visual effect

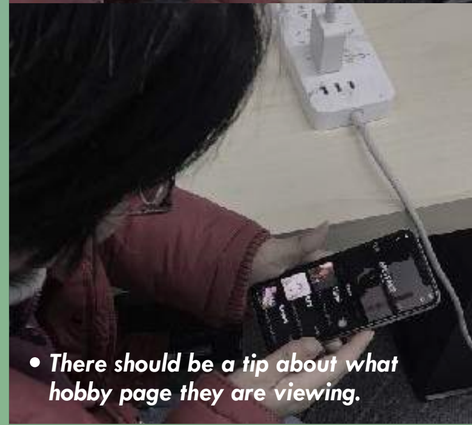
For eyesight of the elderly, the color and the size of both fonts and the layout need to be considered

Storyboard



Improvement

- The interaction and module should be more simple and directly for the elder.



- There should be a tip about what hobby page they are viewing.

How would I Look

Background

History Museum, always refers to a place with lots of words, pictures and antiques.

Opportunity

Many museum designers are trying to add new display forms into the museum to help people have better understanding and experience.

20 interviewers

2 3 6 9

The interaction forms that people want to try in the Museum.

Conclusion

Interaction related to body motion

Market research

	✓	✗
	direct effect on visitors themselves	rigid sense of environment a little extractable information
	immersive experience	effect on users themselves a little extractable information

Tendency

Haomaiyi Smart try-on

B612 Camera

Design Map

SWOT analysis

S

Most dressing projects can easily attract the visitors by its direct&easy pattern of manifestation

W

Most of the project focus on the display effect, and thus, add a little value information in the project

O

There are many kinds of information in the historical museum that can be used and mixed into the interaction project

T

Many museum curator are now thinking of adding more elements to their museum in order to attract more visitors.

Using motion capture and the mirror to see the display effect and the differences directly.

INSIGHT

Now the display effect is better and better. My project will be aimed to add more value and interesting history information in the process of experiencing the interaction. To make the visitors get some unforgettable feelings during the experience process.

Scenario

Touch & saying

a normal interaction type

Wear a device

technique
Very interesting

Body motion

technique
very interesting

Problem

It's hard to balance the enjoyment and the information.

Opportunity

Increase the creativity to make the historical museum more attractive.

Persona

Background

22
female
under-graduated student
seldom go to the historical museum

Attributes

highly fickleness
love technology

' I want to see the history be displayed at a more technical way. '

Customer needs

Be interested in visiting the historical museum

' I want to be surprised when visiting the museum in a new way. '

40
male
usually go to all kinds of museum

Background

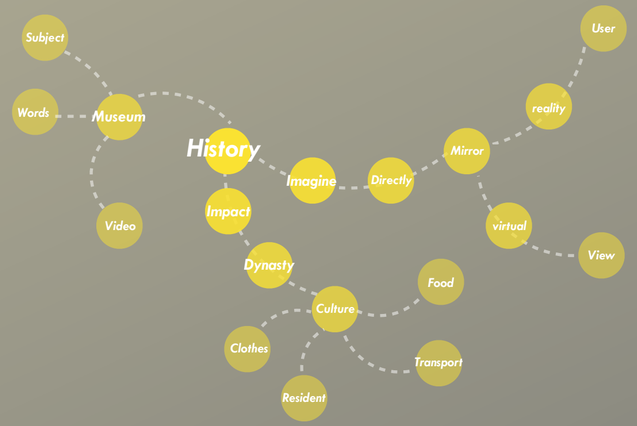
Something special in the museum

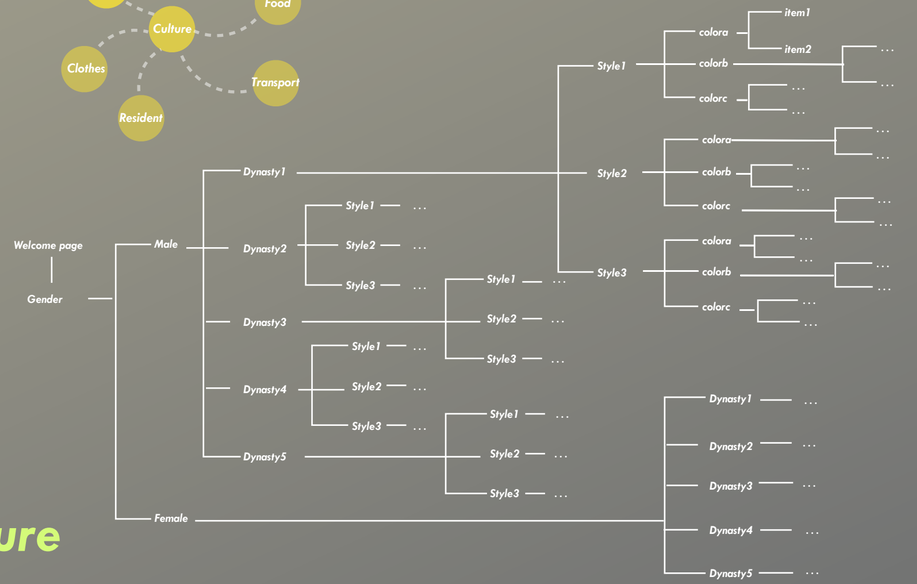
wide experience & knowledge
love to try

Customer needs

Attributes

Structure

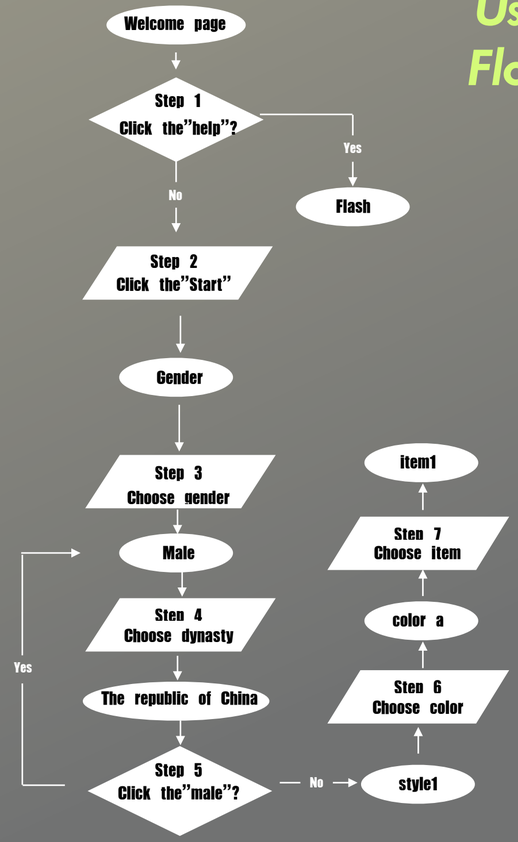


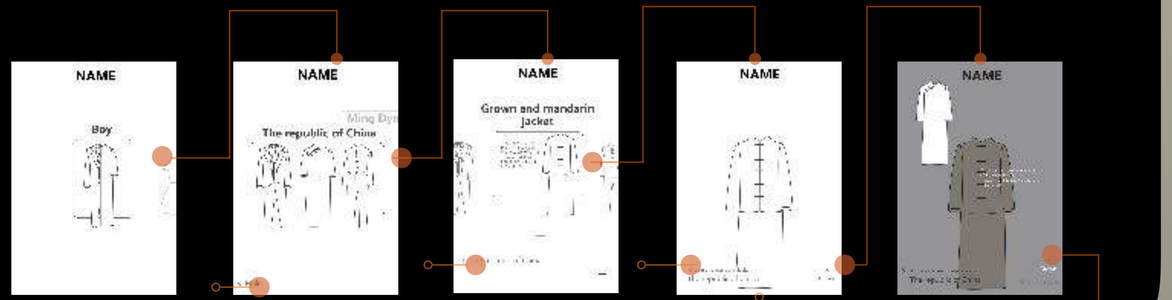


Mind Map

Using mirror as the media to show the effects of visitors wearing ancient clothes.

User Flow





Wireframes

Dynasties choice

Clothes

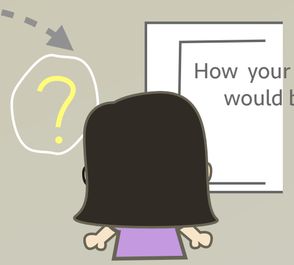
Visual effect

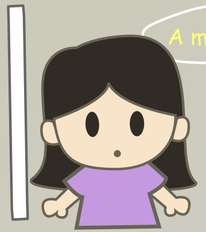
01 Choosing Process

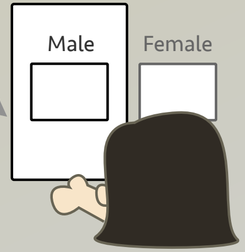
02 Real Effect

03 Other Dynasties

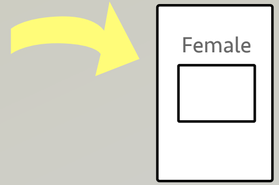
Storyboard

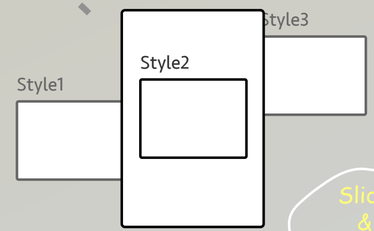




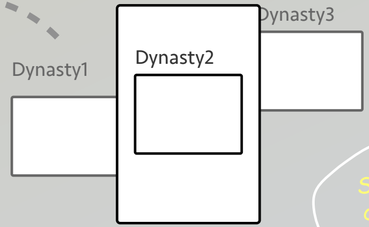


Choose gender

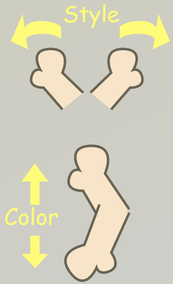




Choose style & color



Choose dynasty



Slide & Choose

Slide to change.

History & Nanjing

A device makes the historical museum more attractive to children set in the history museum.

Background

History itself is an abstract word; while exploring in the museums, we are able to learn the strength of time directly. However, in such space, children can quickly lose their patience and interest as they haven't acquired the ability to comprehend the meaning behind it.

Opportunity

The historical museums are expected to be more attractive to children.

3 ways

interviews

The ways people use to gain information in the historical museum

Conclusion

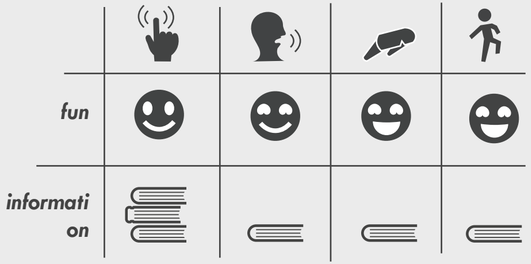
Fun & knowledge

Target user

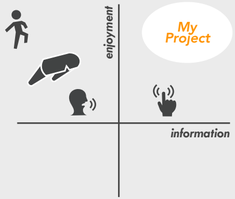
4~9 -year-old comprehension

Curiosity about everything

Market research



Design Map



Tendency

Point-touch Screen

My choice

Using the point-touch method, as it's a more effective way to combine study and play.

Make the historic museum more attractive to children. Not only focus on the interesting, but also the useful knowledge.

SWOT analysis

S

Most interaction projects can easily attract the children who are hyperactive. And most of the objects in the historical museums are not allowed to touch

W

Most project can't find a best way make the balance between information and enjoyment

O

Change the words into a visual form, which could be a picture that is easier for children to read.

T

More and more interesting interaction projects are introduced into the historical museum

INSIGHT

My project will focus on balancing the quality of enjoyment and information.

Scenario

At Museum

Learning by parents explanation

At Home

Learning knowledge the app through Pad/PC

In the class

Learning knowledge through games

Problem

The single mode could easily make the children feel boring

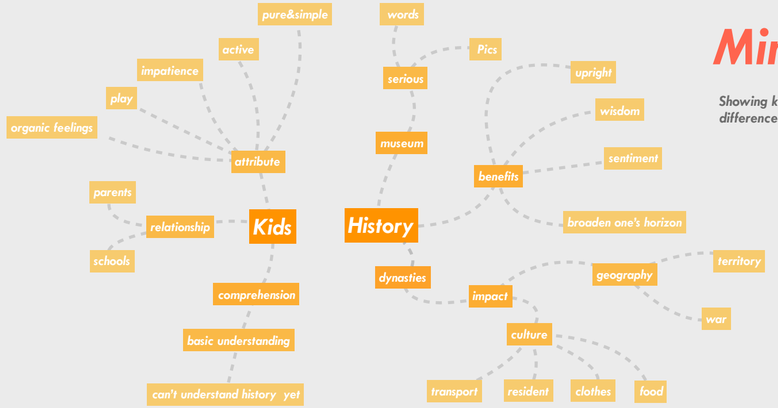
Opportunity

Try some new display forms to make the historical museum more attractive to children

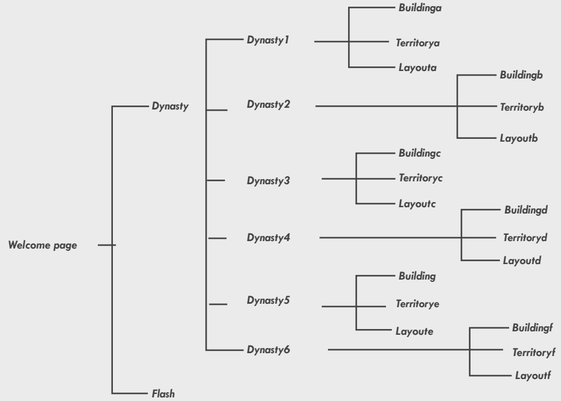
Persona

Mindmap

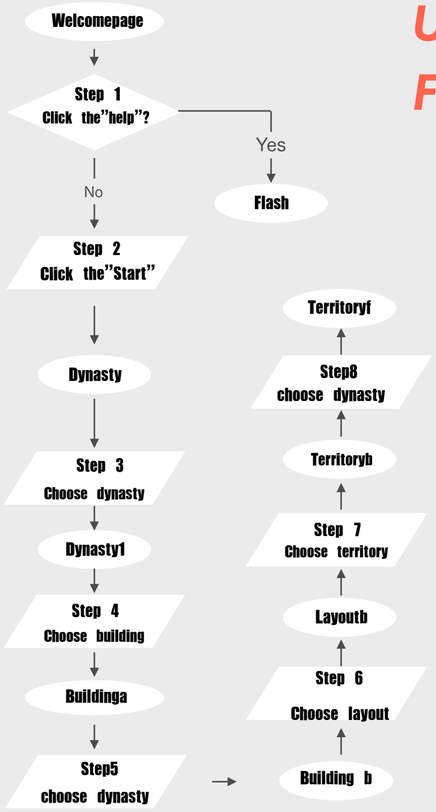
Showing kids history by showing the differences between the dynasties

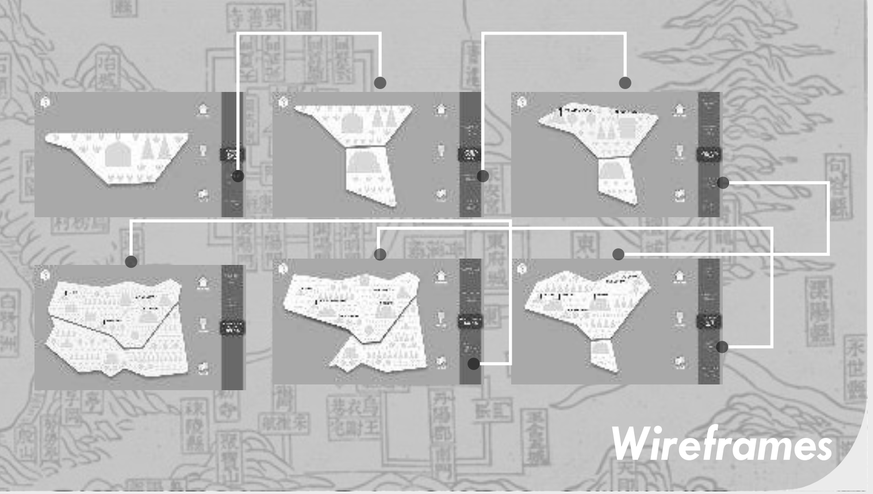


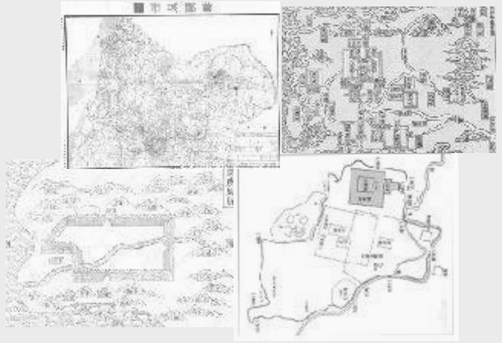
Structure



User Flow

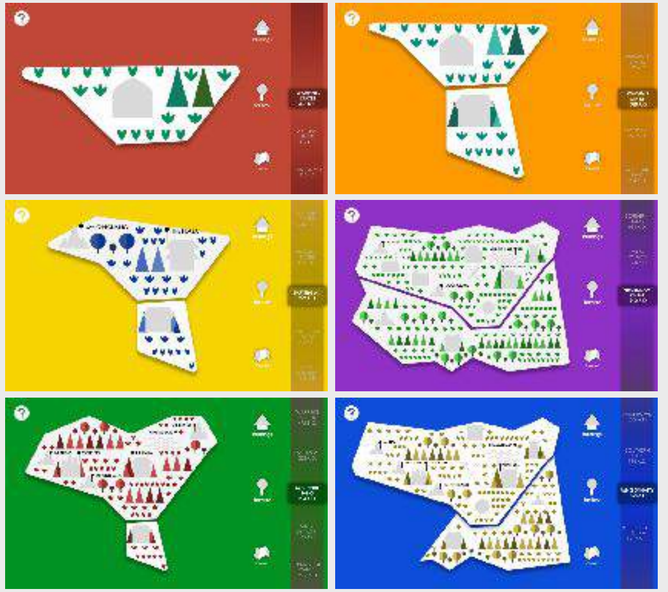






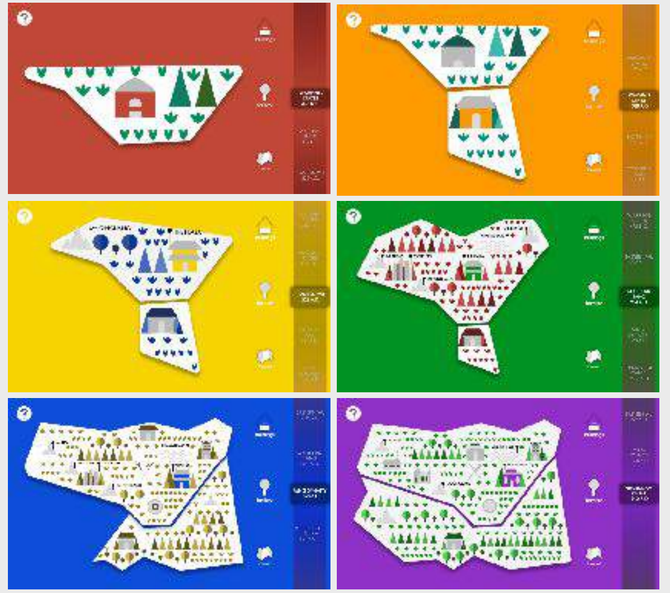
Visual effect

01 Initial States



02 Button ON

Building

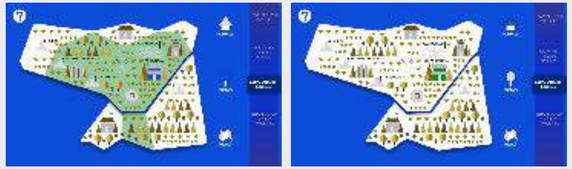


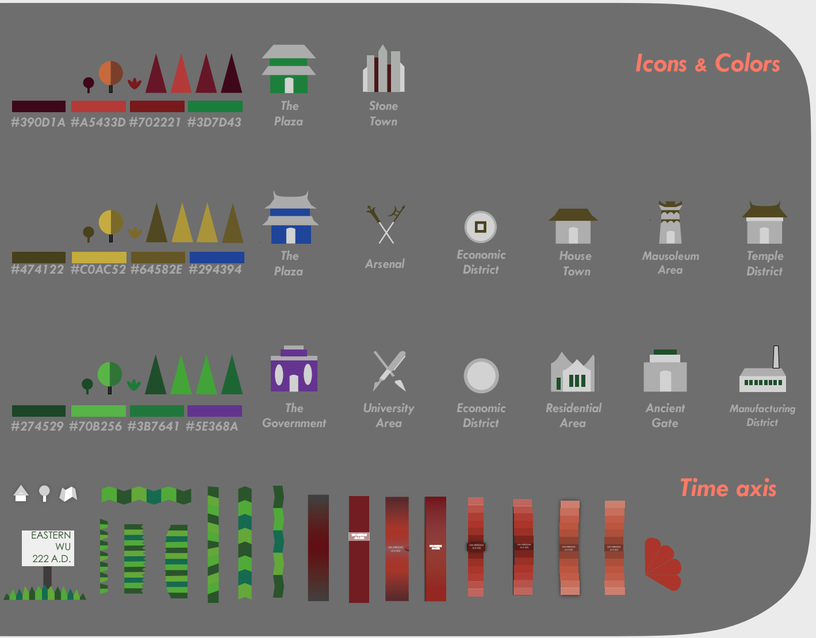
03 Button ON

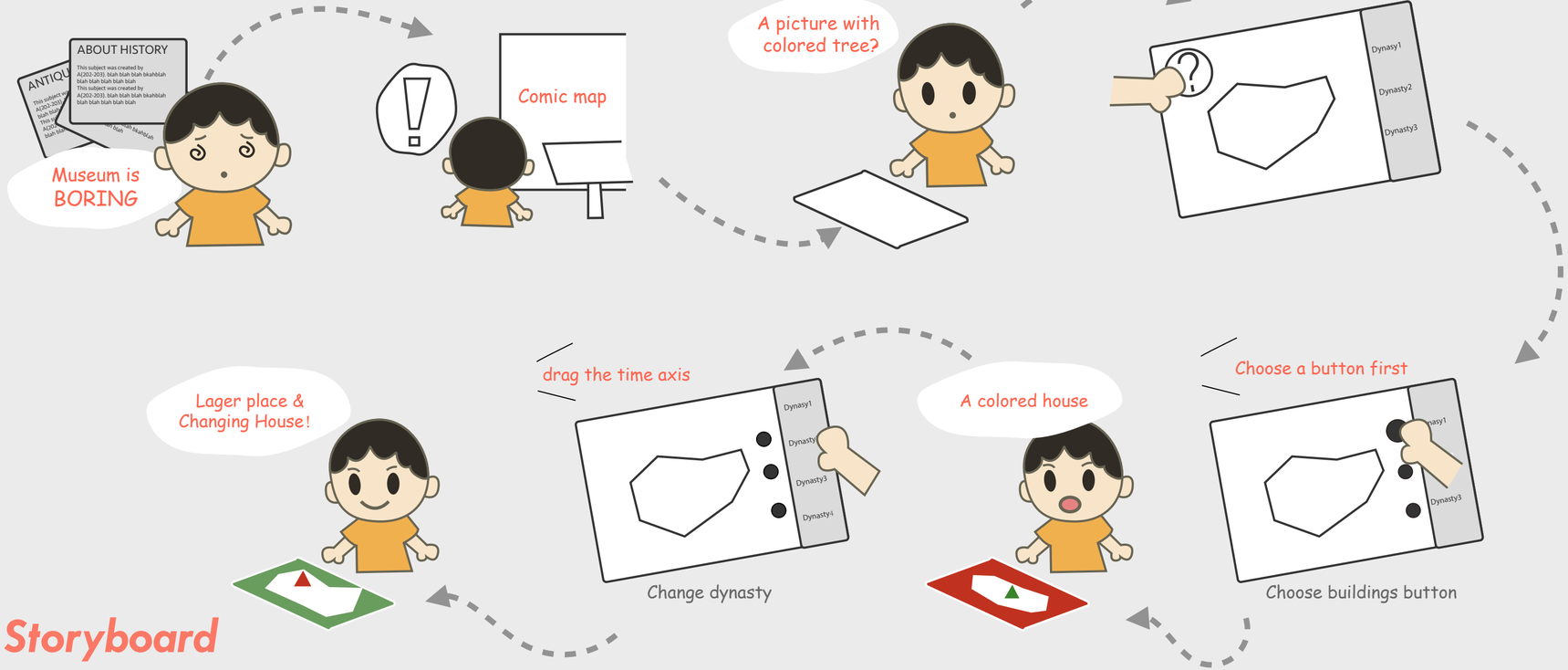
layout / territory

04 Change

buttons on & drag the time axis time



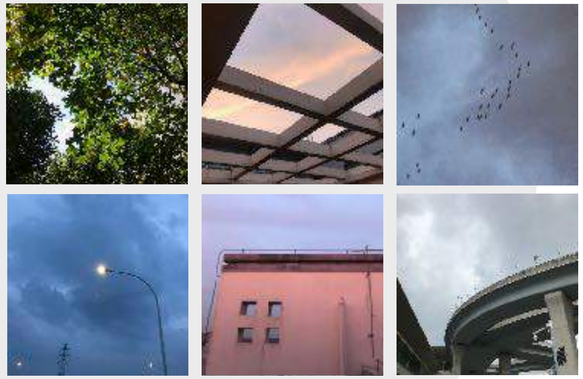

Icons & Colors
#390D1A #A5433D #702221 #3D7D43
The Plaza
Stone Town
#474122 #C0AC52 #64582E #294394
The Plaza
Arsenal
Economic District
House Town
Mausoleum Area
Temple District
#274529 #70B256 #3B7641 #5E368A
The Government
University Area
Economic District
Residential Area
Ancient Gate
Manufacturing District
Time axis
EASTERN WU
222 A.D.


ABOUT HISTORY
Museum is BORING
Comic map
A picture with colored tree?
Dynasy1
Dynasty2
Dynasty3
Choose a button first
Choose buildings button
A colored house
drag the time axis
Change dynasty
Lager place & Changing House!

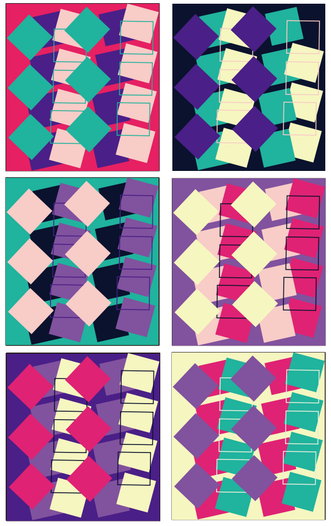
Storyboard

Other works

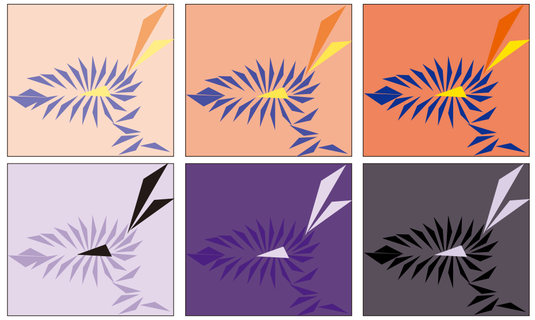
01 Photographic Works



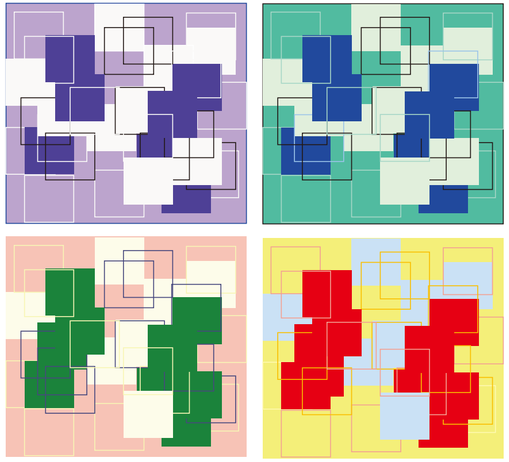
02 Color reconstruction



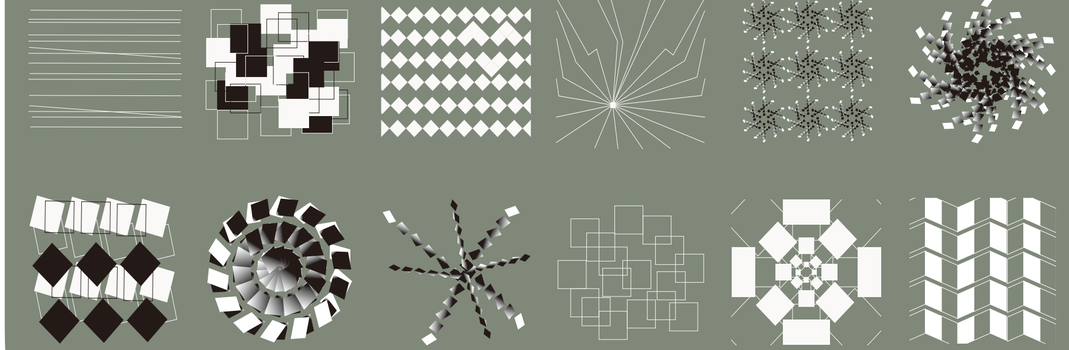
03 Purity and Lightness



04 Hue



05 2-D Planar Composition



06 Sketches