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Planip

An ongoing user experience design project

Project Description:

Planip is a trip planning app. It aims at providing users with the most efficient way to plan a trip.

By cooperating with multiple third-party traveling apps and websites, Planip helps users to collect and sort information and thus create customized trip plans. Users can create a plan from scratch, or choose to generate a plan accordingly or get recommended trip plans. Furthermore, users can share plans with their friends, and everyone can plan their trips together at the same time.

Planip is a group project in which I cooperated with Phyllis Fei; both of us play an equal role in user research, interaction design, and future visual design.

Research

Goals:

- Learn about common behaviors of individuals when go traveling, including relevant information gathering, preparation before travel, habits during and after a trip.
- Determine users' needs and frustrations when planning for a trip.
- Identify areas of the planning experience that could be improved.

Methods:

- *Quantitative*: conducted surveys among different age groups and received 243 valid responses.
- *Qualitative*: interviewed 5 people--three people who are students from various universities and two people who are already in work.

Findings:

- Users need well-categorized traveling information for their reference.
- Users value efficiency over conciseness when planning for a trip.
- Users need apps to assist them in planning a trip with others.

Persona Creation

Lia Cui



"I do not want to go backwards."

Age: 20

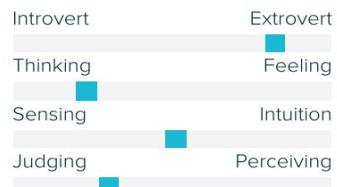
Work: Student

Family: Single

Location: Shanghai, China

Character: The leader in team

Personality



Goals

- To spend more time on the attractions instead of on the traffic.
- To enjoy the most of her trip.

Frustrations

- Detouring during the trip.
- Hard to plan the route efficiently based on the locations.
- Manually tagging and planning the route is time-consuming.

Bio

Lia always takes leadership when she travels with her friends. She is in charge of planning the trip for everyone, and she also loves planning. However, she struggles with planning the best route so that they don't need to turn back when traveling. She expects her traveling solution to be efficient and shareable among her friends.

Efficient

Organized

Friendly

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Persona Creation

Yang Zhang



"Living in the moment."

Age: 33
Work: Accountant
Family: Married, 1 Child.
Location: Tianjin, China
Character: Easy-approaching

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- To plan a child-friendly trip.
- To leave a remarkable family memory.

Frustrations

- The travel plans are not suitable for kids.
- There are not many recommendations for a family trip.
- The current attraction recommendations are not sorted by travelers' age.

Bio

Yang Zhang is a mom who loves family road trips. She always drives to different cities with her husband and kid. However, she finds it difficult to plan a trip that is both entertaining for her and her kid. Also, she wants the traveling schedule to be flexible so that they can always adjust it according to their current situation and location.

Characteristics

Flexible, Casual, Practical, Energetic

Motivation

Incentive, Fear, Growth, Power, Social

Brands & Influencers



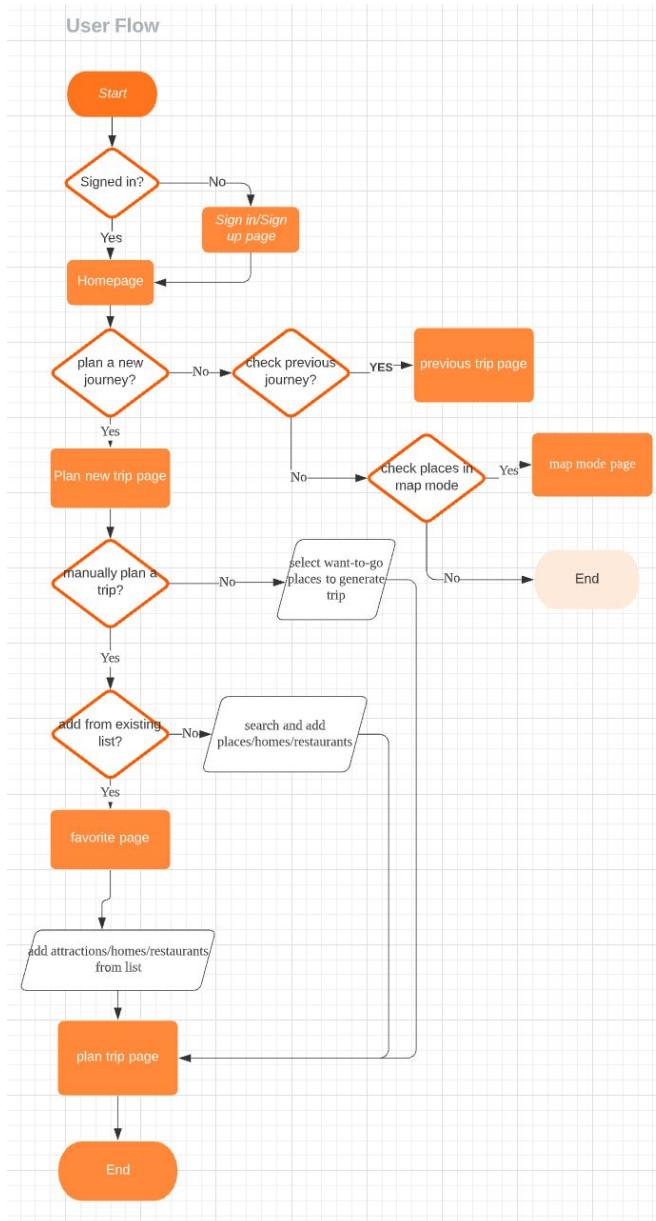
Ideation

Based on previous user research, we decided to create three scenarios and thus provide three entrances accordingly.

First is when users know how to plan the trip and choose to plan everything manually from scratch.

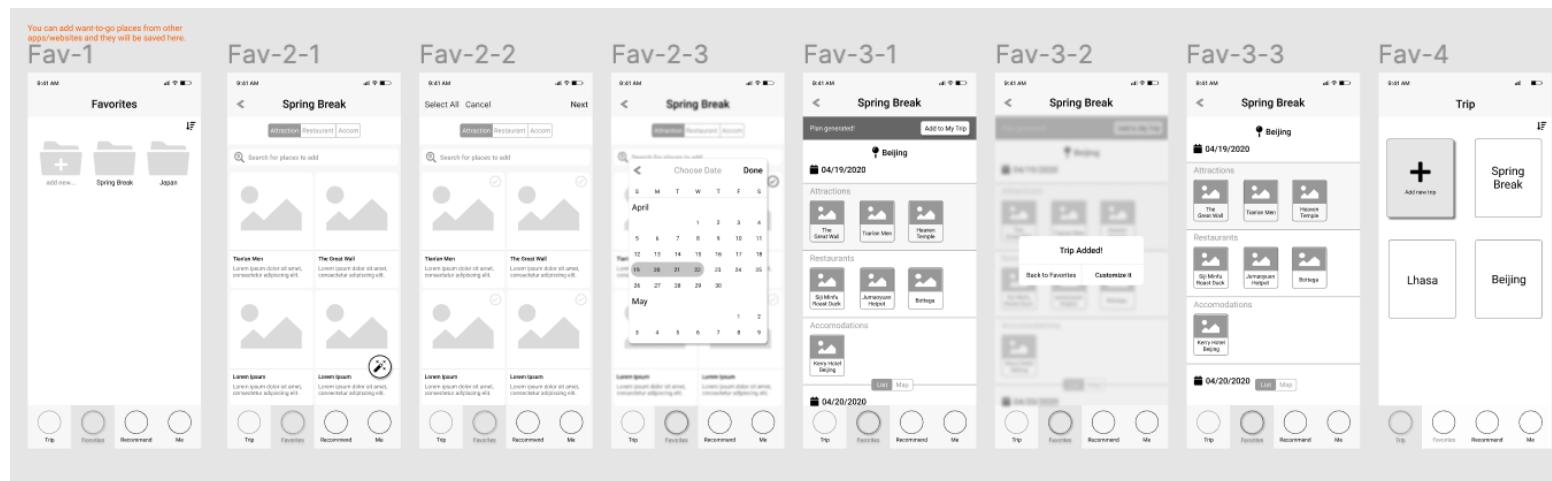
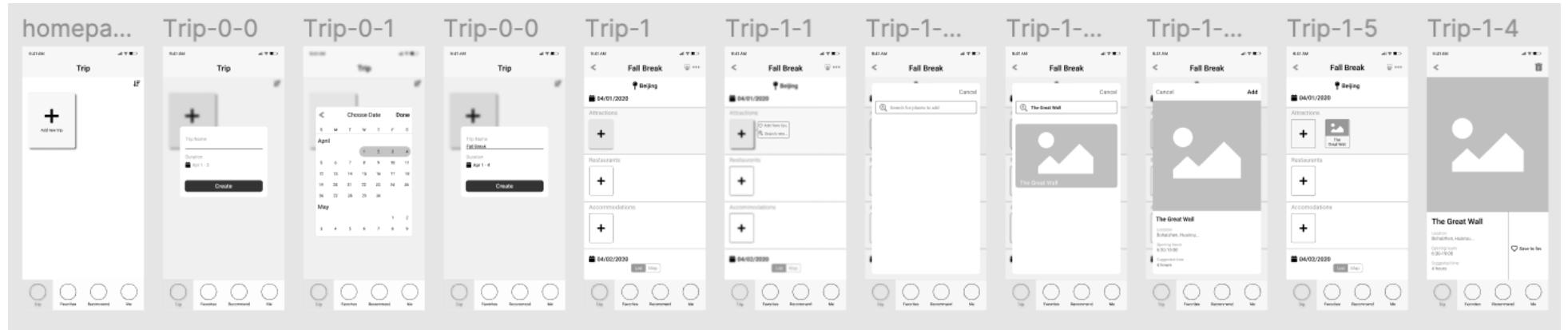
Second is when users have a list of places they want to visit but want the app to generate the most efficient route for them.

Third is when users want a direct recommended route based on their interests and traveling companions.



Basic User Flow

Wireframes--ongoing



Wake Up

A web-based video art project

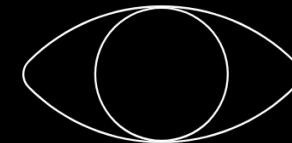
Project Description:

Wake Up is a web-based video project. By using point-of-view shot, it constructs a subjective experience for the audience. This project asks the audience to interact with the video to move the plot forward. In terms of the subject, it touches the sexual coercion matter often happening in college.

Wake Up is a group project of four people. We all participated in the shooting part, while I was in charge of building the website and the other three made the editing.

Plot

You wake up, finding yourself in an unfamiliar room and cannot remember anything, so you get up and see the bottles on the floor; after you click on them, you will see a flashback: a man entered this apartment with these drinks. Then you move on and see a phone on the table. There is a message--you will hear a voicemail someone left. Then you move forward and open the purse on the floor and find a picture of the same guy. You then see the process of you taking that picture. Then you look up and see the dead body lying on the floor. You then see the scene in which he tries to have sex with you but you really do not want to; you are fighting with each other and finally, he died. Then it is your face that shows up on the screen with the words "Hi killer".



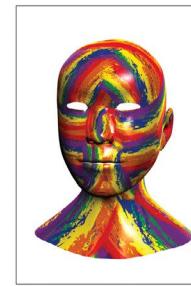
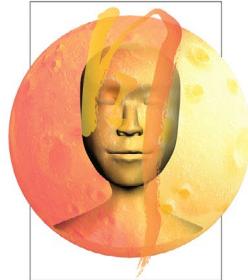
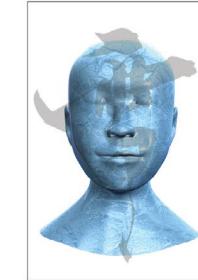
"WAKE UP"

*Click to see the full demo.
Password: 2w19*

Myself: a 14-line poem

Case Study

*We are all part of the nature.
But what are we in nature?*



Myself
a 14-line poem
Yiqi Chang
We are all part of the nature. But what are we in nature?
风花雪月
和它们的衍生物

Project Description

"Myself: a 14-line poem" is a 3D modeling and texture projection design project utilizing Maya and Mudbox.

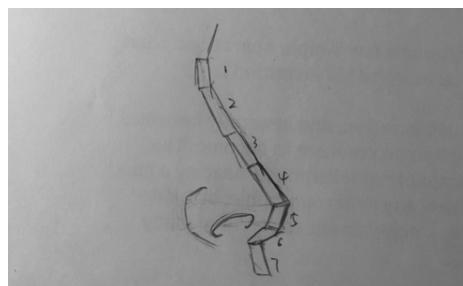
I sculptured a 3D model based on my head and designed the texture projection so that the model can convey something special about "me".

There is a famous idiom in Chinese called "风花雪月" (which can be translated literally to wind, flower, snow, and moon) to describe four representative scenery in my hometown--Yunnan Province. I, therefore, are inspired to use these four images to represent my identity. I divided the 14 projection models into 4 categories responding to four scenery accordingly.

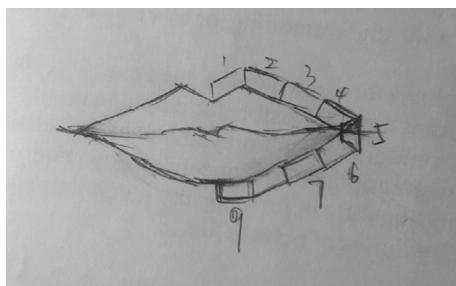


Process--3D Modeling

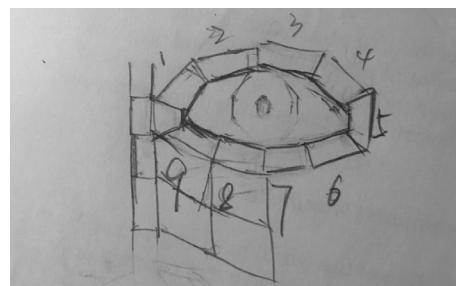
Nose



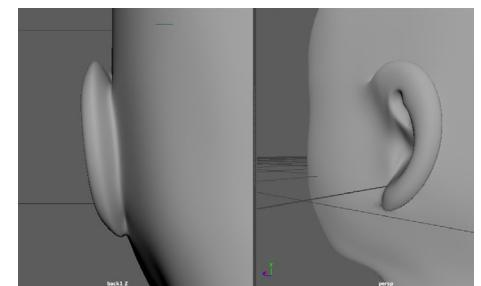
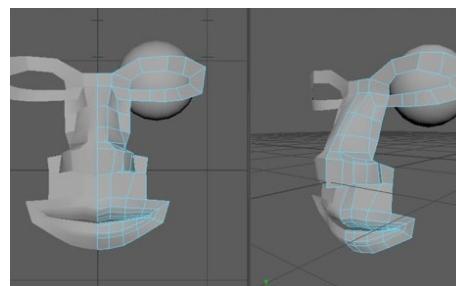
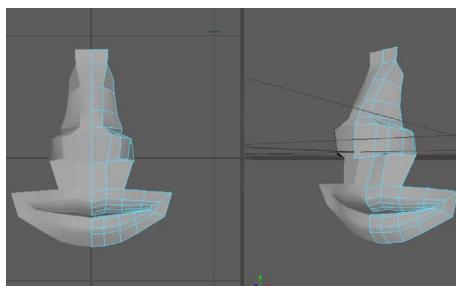
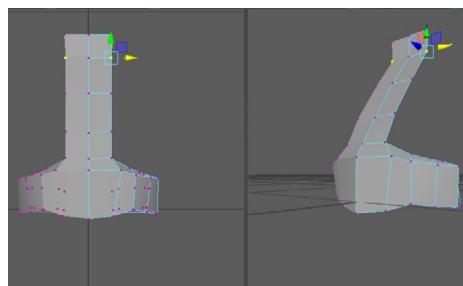
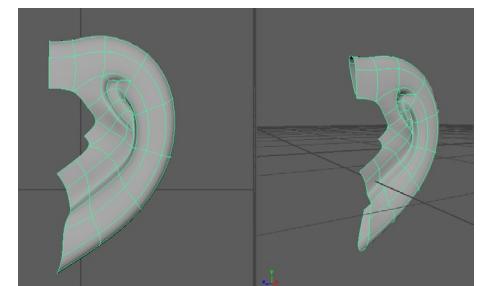
Mouse



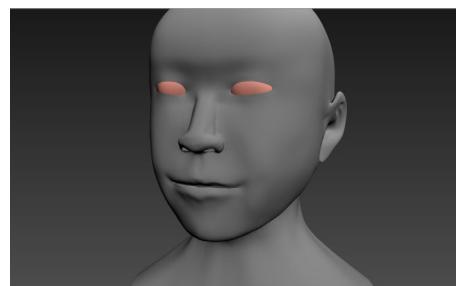
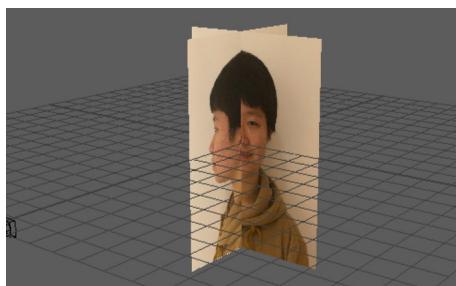
Eye



Ear



Final Version



Process--Texture Projection

For the wind category, I used four different natural weather elements.

Wind -- Wind

I struggled a lot about how to embody wind as a dynamic element in a static way. The approach I decided to take was combining it with sand to present its fluidity.

Wind -- Mist

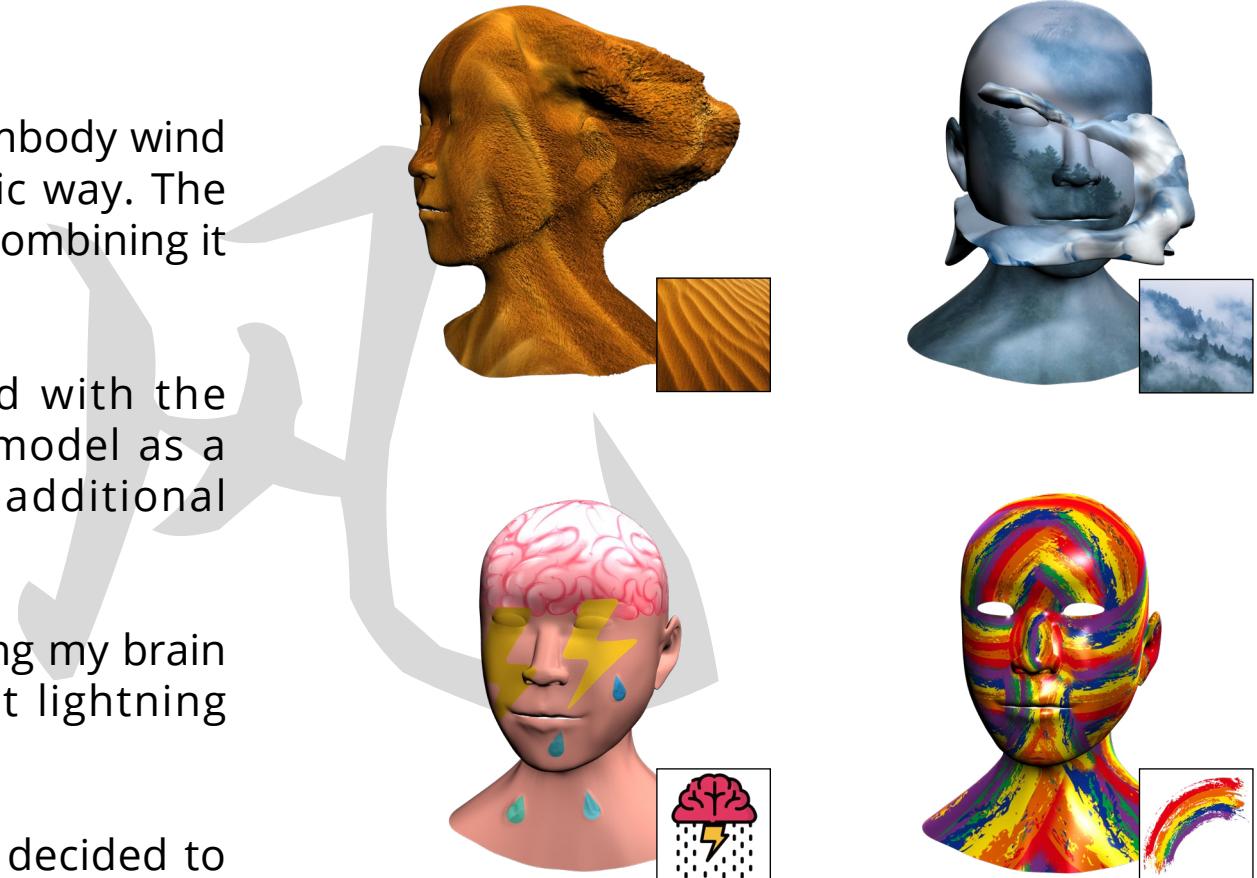
Mist, as it is often associated with the mountain, I treated my head model as a mountain and sculptured an additional layer on it to project mist.

Wind -- Lightning

I was inspired by the idea of using my brain as the cloud and then present lightning along with raindrops.

Wind -- Rainbow

Rainbow was the easiest one, I decided to simply project the image on the head model as a bold statement of my identity.



Process--Texture Projection

For the flower category, I used four different kinds of flowers and had experiments of combining flowers with sugar-skull.

Flower -- Camellia

I chose camellia because it is one of the most famous varieties of flowers in China and it is also the "city flower" of Kunming, which is my hometown. I deliberately adjusted the material so that the head model looks more fragile and vase-like.

Flower -- Magnolia

Magnolia, or "Yulan", is the city flower of Shanghai, the city I currently live in.

Flower -- Peony/Rose

I am a fan of sugar-skull since I was a kid. I think it is a truly fascinating pattern so I explored how to combine it with the flower theme. I sculptured the curve lines of sugar-skull directly on my face and then attached the flower image on my eyes to recreate a sugar-skull of my own.



Process--Texture Projection

For the snow category, I used snow-ice, fire, and soil as they all belong to the fundamental natural elements in the Chinese "Wuxing"(Five Elements) theory.

Snow -- Ice

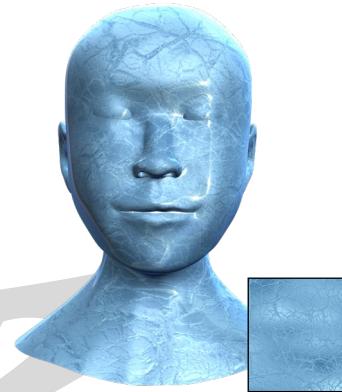
Since ice itself is a reflective material, apart from projecting the image on the head model, I also adjusted the material to make the head model looks more ice-like.

Snow -- Fire

To better display the dynamicity of fire, I sculptured another layer on the top of my head representing the flame.

Snow -- Soil

For soil, I thought the ideal way to present it is by making the crack effects. Thus, apart from projecting images, I also sculptured directly on my face following the image reference so that the cracks look more real.



Process--Texture Projection

For the moon category, I used three different planets--moon, earth, and Saturn.

Moon -- Moon

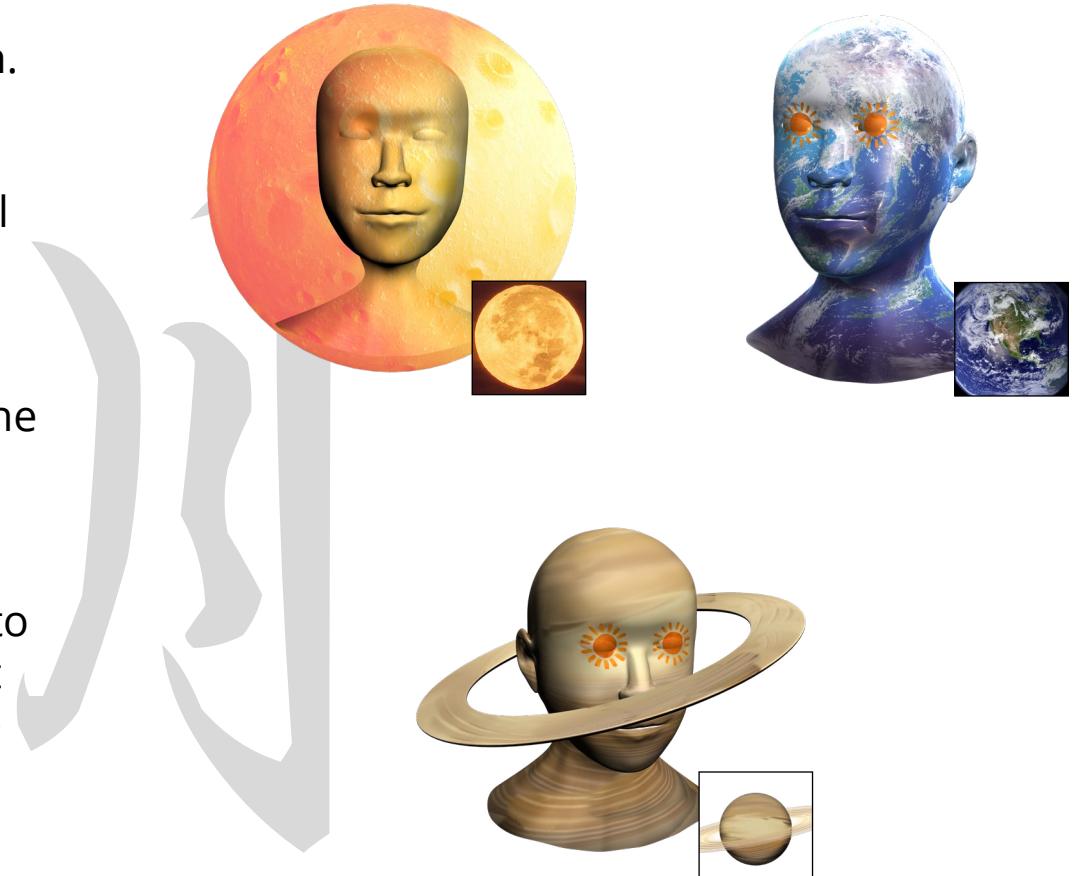
Moon is a mysterious symbol in traditional Chinese perceptions and there are lots of myths about goddess living in the moon. Thus, I tried to deify the head model by adding another circular shape to convey the idea of a goddess-like character.

Moon -- Earth

Apart from projecting the earth's image, I also used two suns attaching on the eyes to show the idea of how the sun is important to the earth just as how eyes are critical to human beings.

Moon -- Saturn

I added another ring shape surrounding the head model to better follow the characteristic of Saturn.



Consciousness

Can you espare from your own consciousness?



Project Description

Consciousness, collaborated with Emma (Ren) Tao, is a VR escape game in which you need to read your memories and find clues to escape from the "digital slavery". It is inspired by the TV series "Black Mirror: White Christmas", which introduces the concept of creating a personal assistant by your own consciousness. Thus, this VR game sets the player as a "consciousness" who is trapped in a room--the personal assistant device. The players need to go back to their memories to find the password to escape from it. When the players touch certain objects, they will be able to travel between different memories.

We used MagicaVoxel to build all the models and scenes, and Unreal Engine 4 to design the game and interactions.



Click to see the full demo.

Game Design

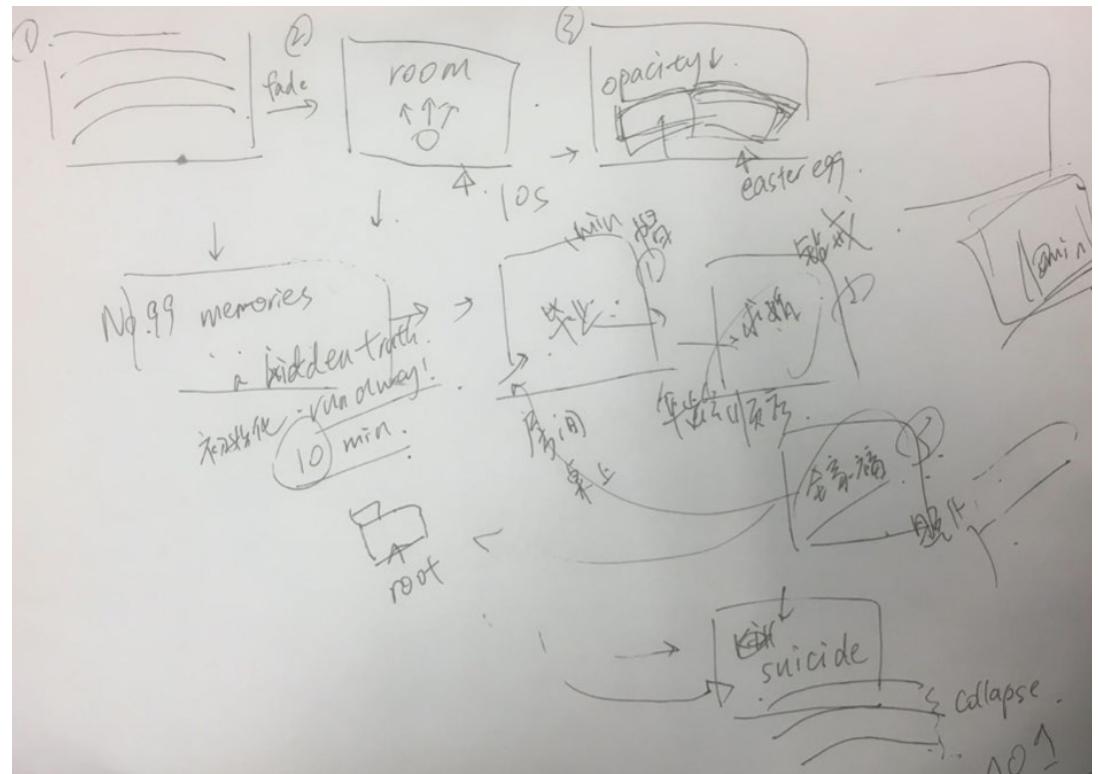
The Story:

You are in a house—your house. But there is something wrong.

The surrounding—the lamp, the desk and everything are extremely huge for you. Then, there is a voice saying that you are a personal assistant of yourself, and starting to give you orders.

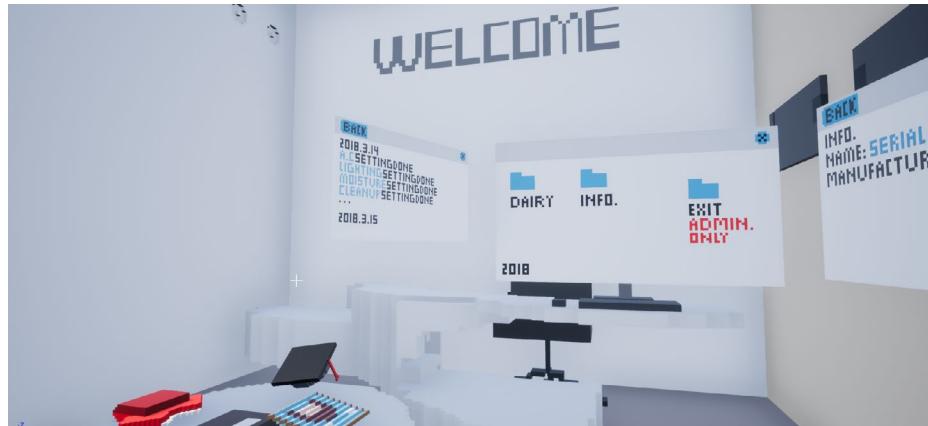
You notice a folder called “exit” on a wired screen floating around you all the time, you try to open it but it requires a three-number password.

You decide to figure out who you are and what is going on. By touching several special objects inside the room, you get closer to the password and the truth...



Game design map

Visual Design

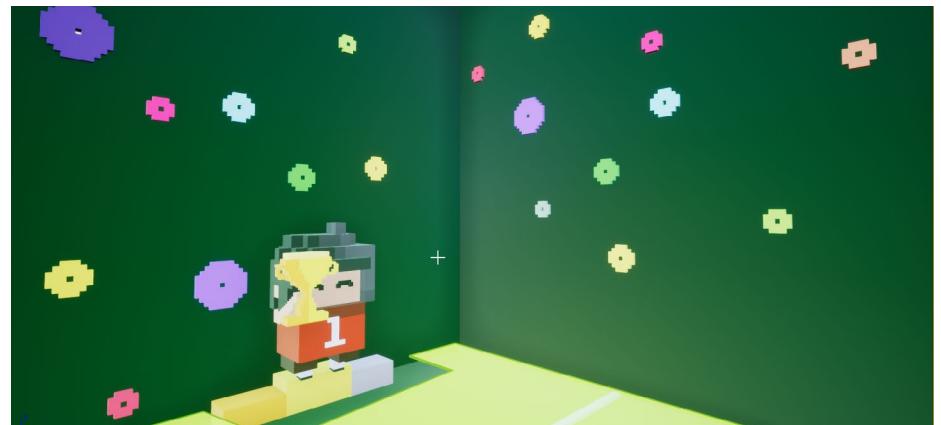


Scene 1: the main room

To fit with the fictional concept, we decided to use a pixelized visual style so that the visual is more consistent with the theme and it is easier for the user to get a sense of the setting.



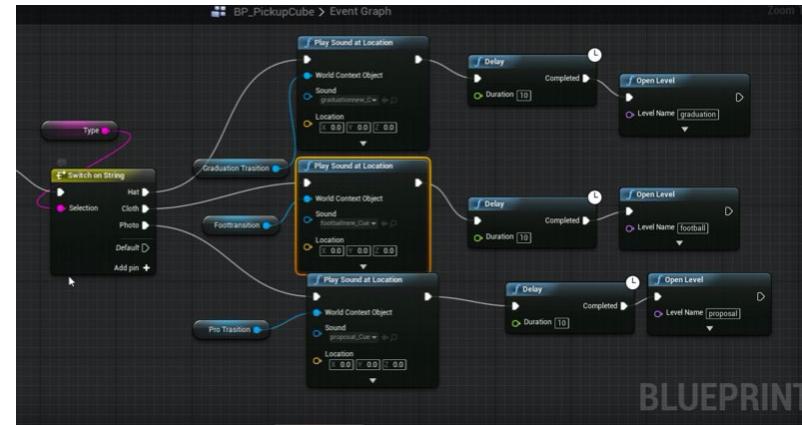
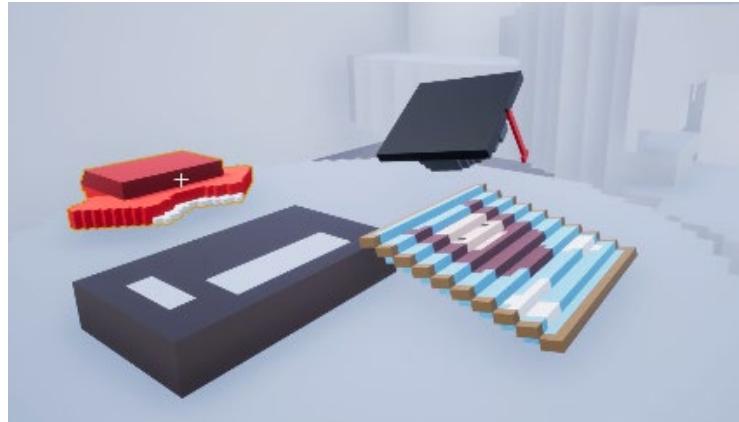
Scene 1: the awarding scene



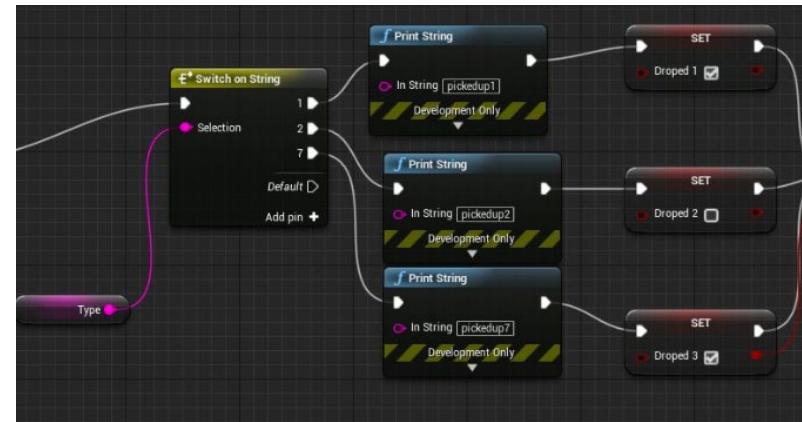
Scene 3: the proposal scene

Selected Interaction Design

Visual Coding in Blueprint



Pick up objects to trigger the memories--jump to another level.



Grab the texts as password in order and jump to the ending.

Data Zine

How addicted we are to our phones.

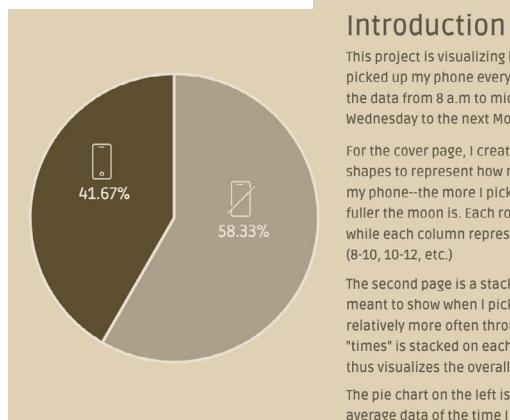
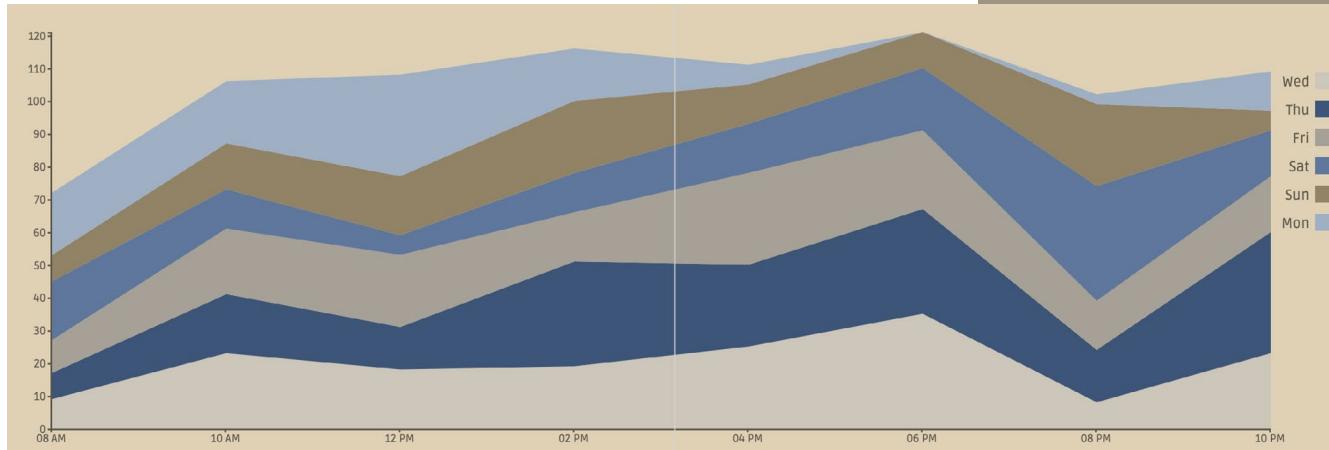
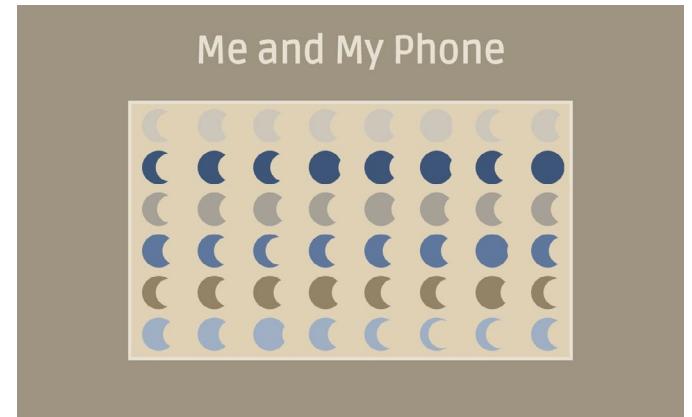
Project Description:

This project is a data visualization using d3.js. I recorded how many times I picked up my phone every two hours from 8 a.m to midnight for 6 days. It is meant to show how addictied I am to cell phone.

I tried different ways to represent data in this project, including crescent moon shapes, stacked area map, and pie chart.

Code can be found [here](#).

Work



Poster Design

A love letter in the martial arts world.

Project Description:

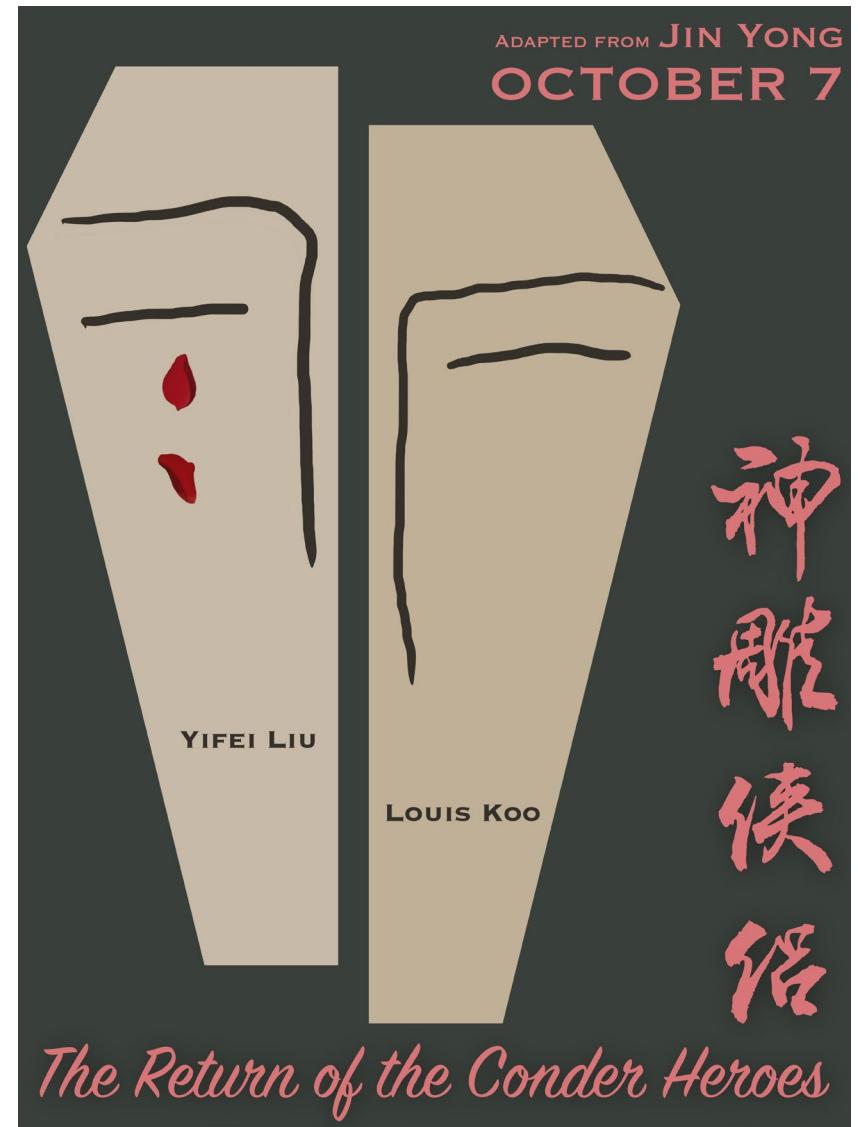
This project designed posters for a Chinese fiction novel called *The Return of the Condor Heroes* (神雕侠侣), which can be literally translated to "The Giant Eagle and Its Companion". The story revolves around the protagonist, Yang Guo, and his lover and martial arts master, Xiaolongnü, in their adventures in the jianghu (the community of martial artists), where love between master and apprentice is seen as taboo. They originally live in a cave--which is also a grave--together and are forbidden to go to the outside world. After Yang Guo grows up, they decide to leave that cave and thereafter have gone through lots of adventures together.

I used the "love flower" from the book, which sets apart the two protagonists for a long time because of its toxicity, as the key element that connects the teaser poster and the full version. Because it is love that bonds the two protagonists together; but it's also love that brings all the grief and sorrow.

Work



Teaser



Full version

Generative Art

The beauty of angular system

Project Description:

The work uses Java Particle System. By combining with angular system, it generates art works in different shapes and forms. Also, since there is noise to affect the pattern, the outcome would differ every time the program runs.

I am always interested in the angular system and the pattern it would create. Thus, I wanted to use the particle system and sin/cos wave to recreate and form an angular pattern. The basic system is a particle system where I add particles following the sin wave. After creating the basic system, I continued trying different shapes and see which form suits the corresponding shape the best.

Code can be found [here](#).

Work

