

Hi, this is Yiqi.

Planip

Me: A 14-line Poem

Consciousness

Overview

Traveling is free,
but planning trips are not.

Booking tickets, finding the best local restaurants, or planning the most efficient travel routes--there are always plenty of things you need to be prepared for before you can enjoy a wonderful trip.

Our team, **Phillys** and I, try to design an app **Planip** that can serve as your all-in-one trip planning station. Planip will help to make the planning process less worrying and more satisfying.

Role

Product Designer

User Research

User Flow

Interaction Design

Visual Design

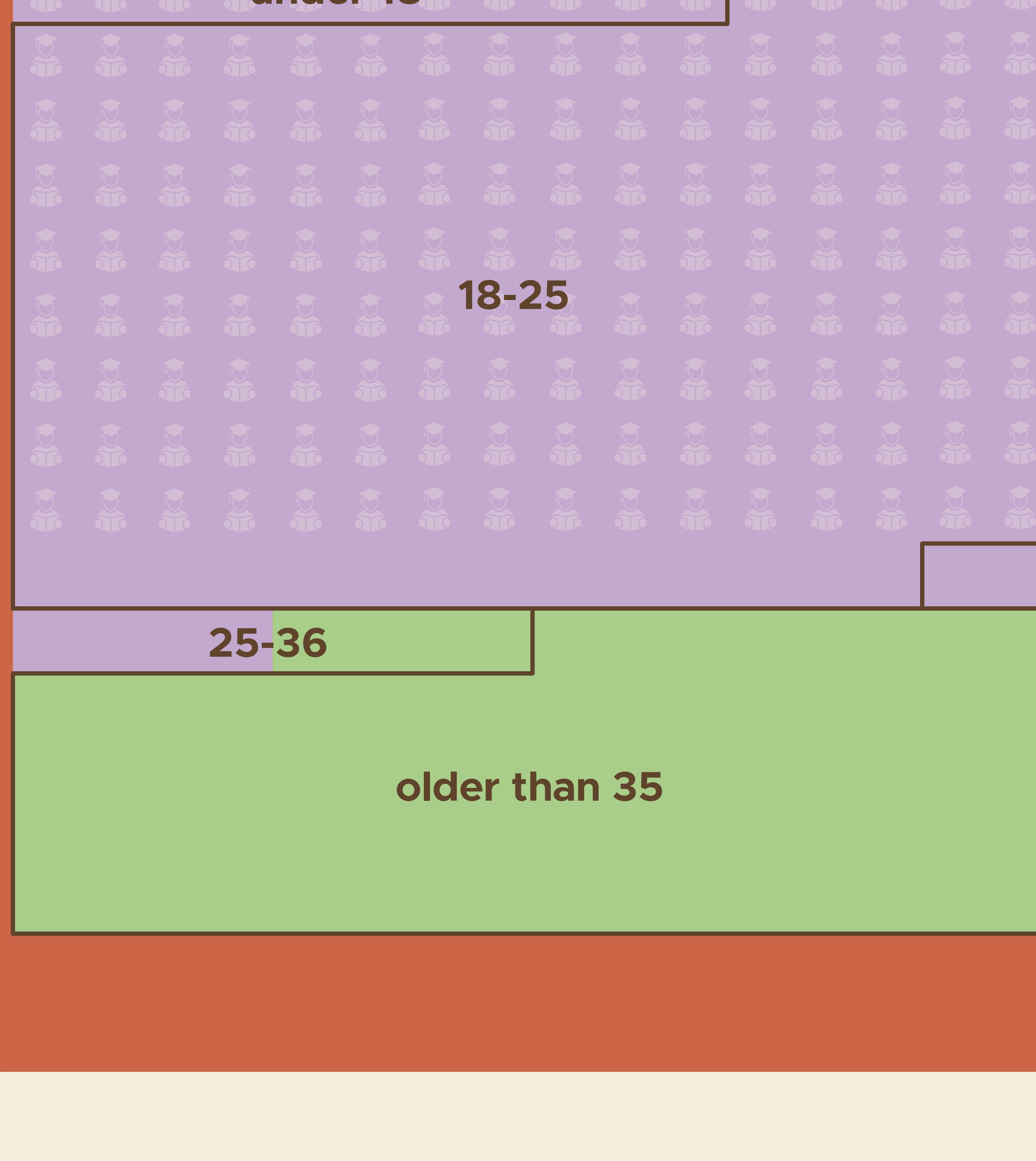
Prototyping & Testing

Work Division

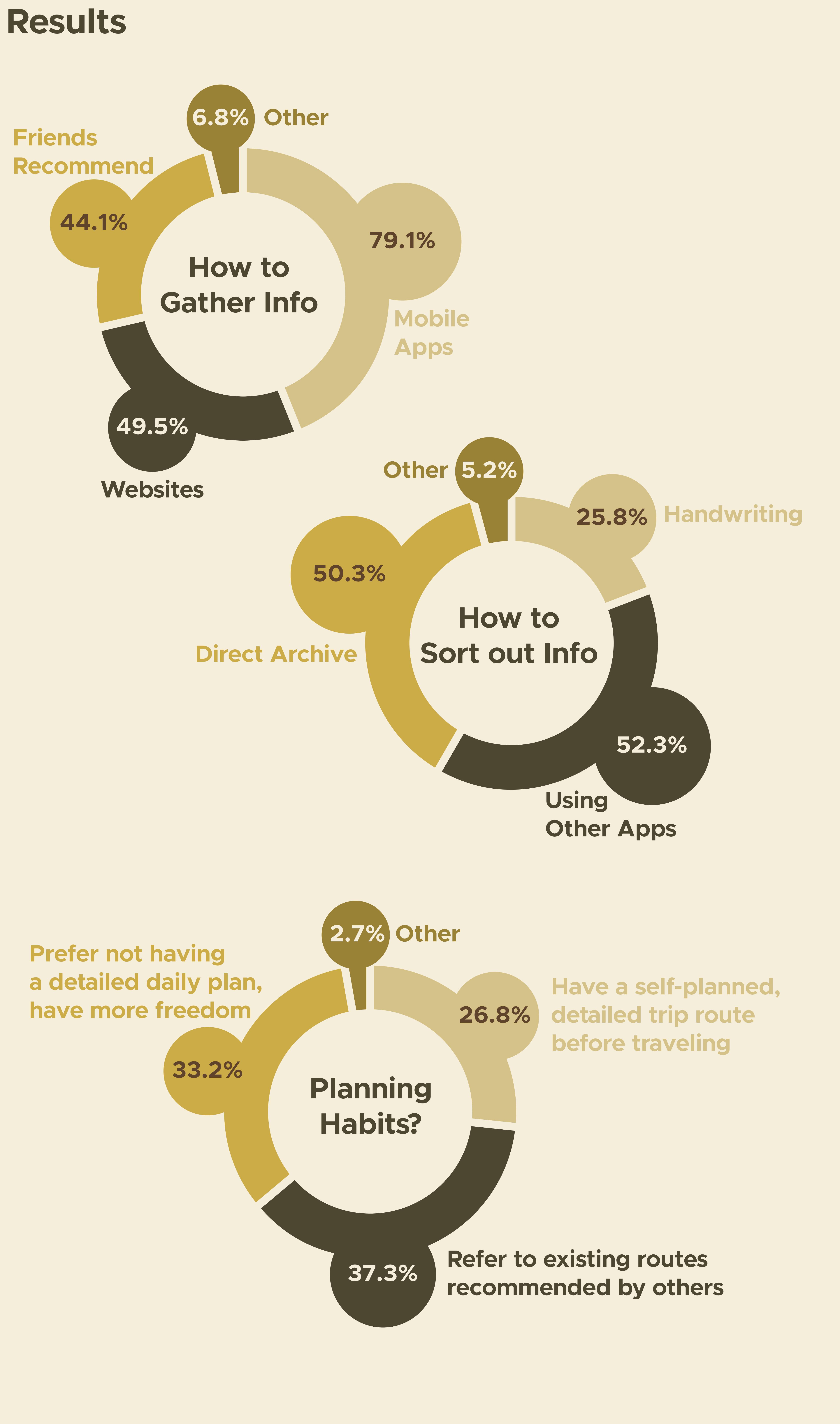
- Phyllis
- Yiqi

User Research

Questionnaire



We collected responses from a total of 240 participants. 75% of them were female; 60% were students; the largest age group was between 18 and 25 years old.



User Research

Interview

We asked:

- △ Steps of trip-planning;
- △ Factors they consider while planning;
- △ Apps they use to find travel-related information;
- △ Functions they wish an app to have to simplify the planning process.



We had interviews with
6 college students
and a young mom.

User Research

Findings

- △ People do not make too detailed plans and are quite flexible in following the schedule;
- △ People expect to be able to integrate all information collected from different apps/platforms into one app;
- △ People expect to view trip plans in “map mode”;
- △ People expect more customized trip recommendation.

User Research



Lia Cui
"I don't want to go backwards"

About

- 👤 20
- 💼 Student
- ❤️ Single
- 📍 Shanghai, China

Goals

- △ Have an efficient traveling solution without spending too much time.
- △ Co-edit want-to-go places among friends to plan a route that satisfies everyone's needs.

Bio

Lia is a college student at NYU Shanghai. She is a travel enthusiast and loves traveling with her friends. Lia loves planning; thus, her trips always follow detailed plans. Before departure, she takes the leadership to plan the trip for everyone.

Personality

- Passionate
- Organized
- Efficient
- Leading
- Giving

Influences

Social Media	• • • • •
Travel Blogs	• • • • •
Mapping Service	• • • • •
Online Travel Agents	• • • • •

PERSONA



About

- 👤 26
- 💼 Marketing Consultant
- ❤️ Married
- 📍 Shanghai, China

Bio

Lei is a marketing consultant with a very tight schedule. In her spare time, she likes traveling with different partners--sometimes friends, sometimes family members. When it comes to traveling, she is always seeking for uniqueness. She doesn't have time to plan for detailed trip schedules, so she wants ready-to-use trip recommendations for quiet and elegant places rather than hot spots.

Personality

- Caring
- Unique
- Classy
- Vigorous
- Resolute

Goals

- △ She can have trip recommendations based on traveling situations to visit tourist attractions with partners accordingly.
- △ She wants to avoid the crowd and enjoy some classy time.

Frustrations

- △ The current trip recommendations are too similar and lack of classification based on traveling situation.
- △ Agencies that provide personalized trip plans charge way too much.
- △ Traveling-related information scatters at different platforms, which makes it impossible for her to plan trips.

Influences

Social Media	• • • • •
Travel Blogs	• • • • •
Online Travel Agents	• • • • •

Lei Wang
"I don't want to go backwards"

Solution

Planip Three Major Functions



Search

Users manually search for places/restaurants/stays on Planip and plan accordingly.

[View Details](#)

Recommend

Users use recommended read-to-use trip plans and customize them according to their needs.

[View Details](#)

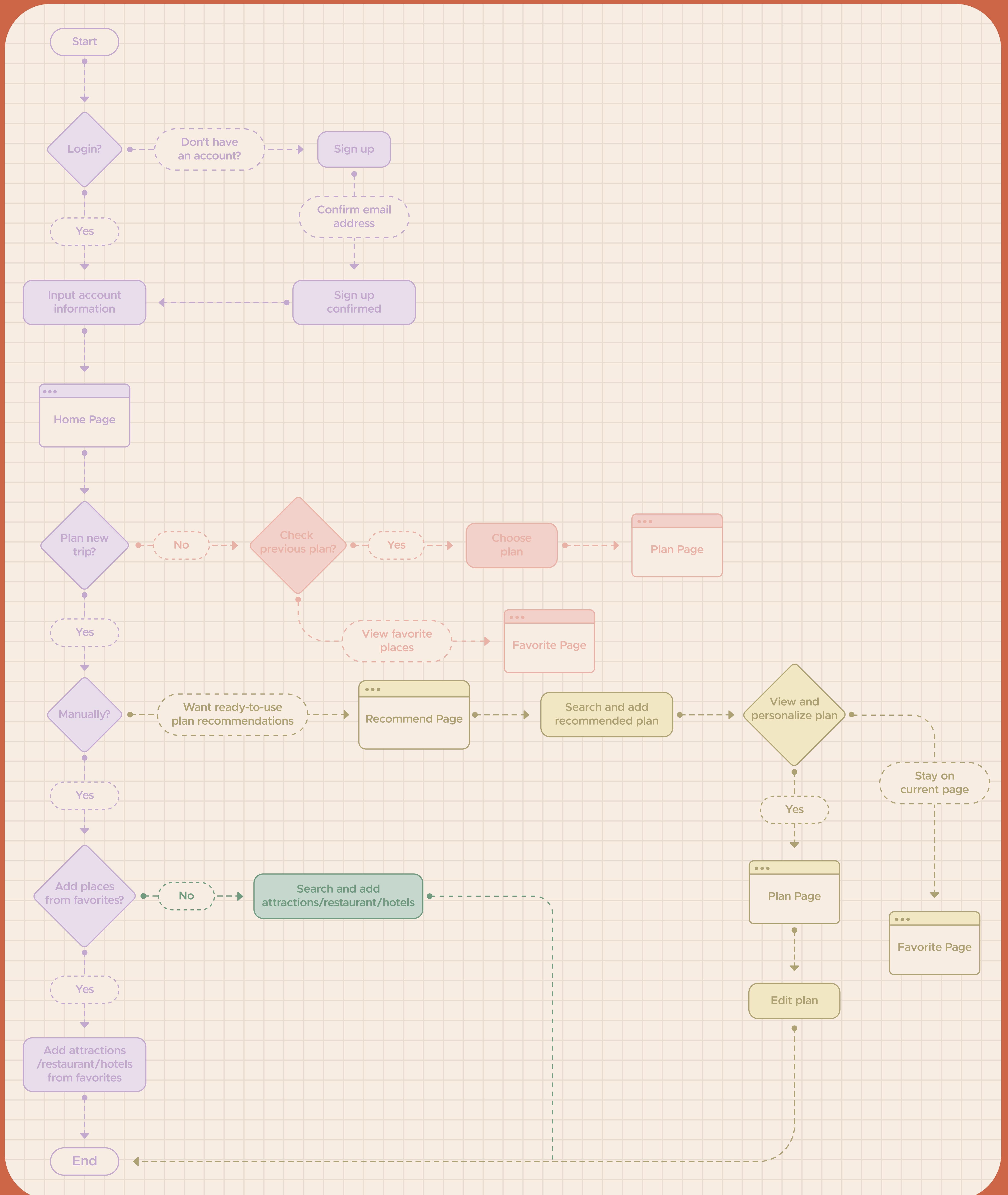
Generate

Users generate trip plans with information gathered from third-party platforms.

[View Details](#)

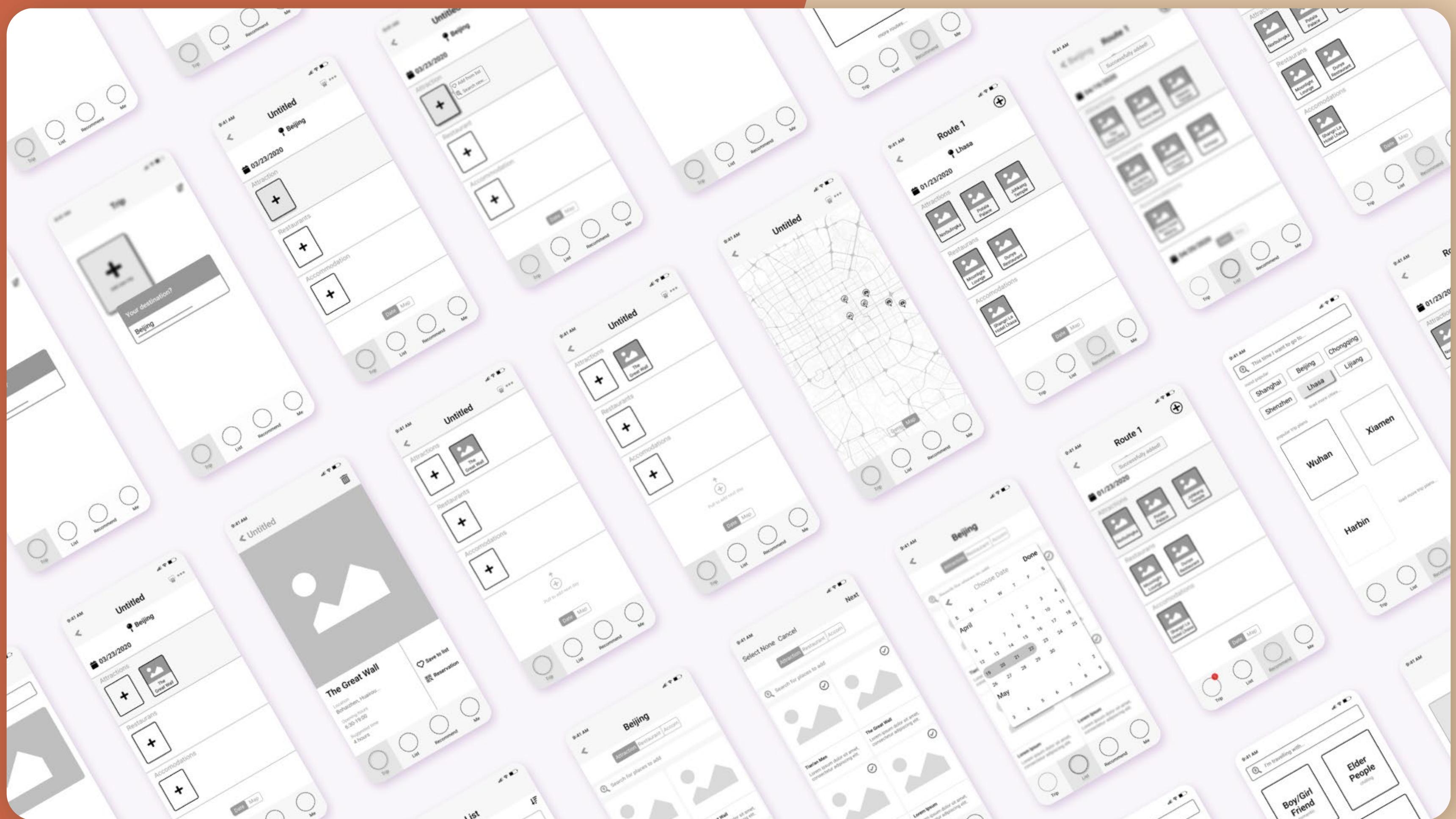
UX Design

User Flow



UX Design

High Fidelity Wireframe



UX Design

Usability Test | Goal

- △ To successfully have the user navigate within the app to their own personal trip plans, and to have the user create a new plan manually;
- △ To have the user import a trip plan from recommendations and customize the trip;
- △ To have the user navigate easily to their favorites place list and generate a plan accordingly.

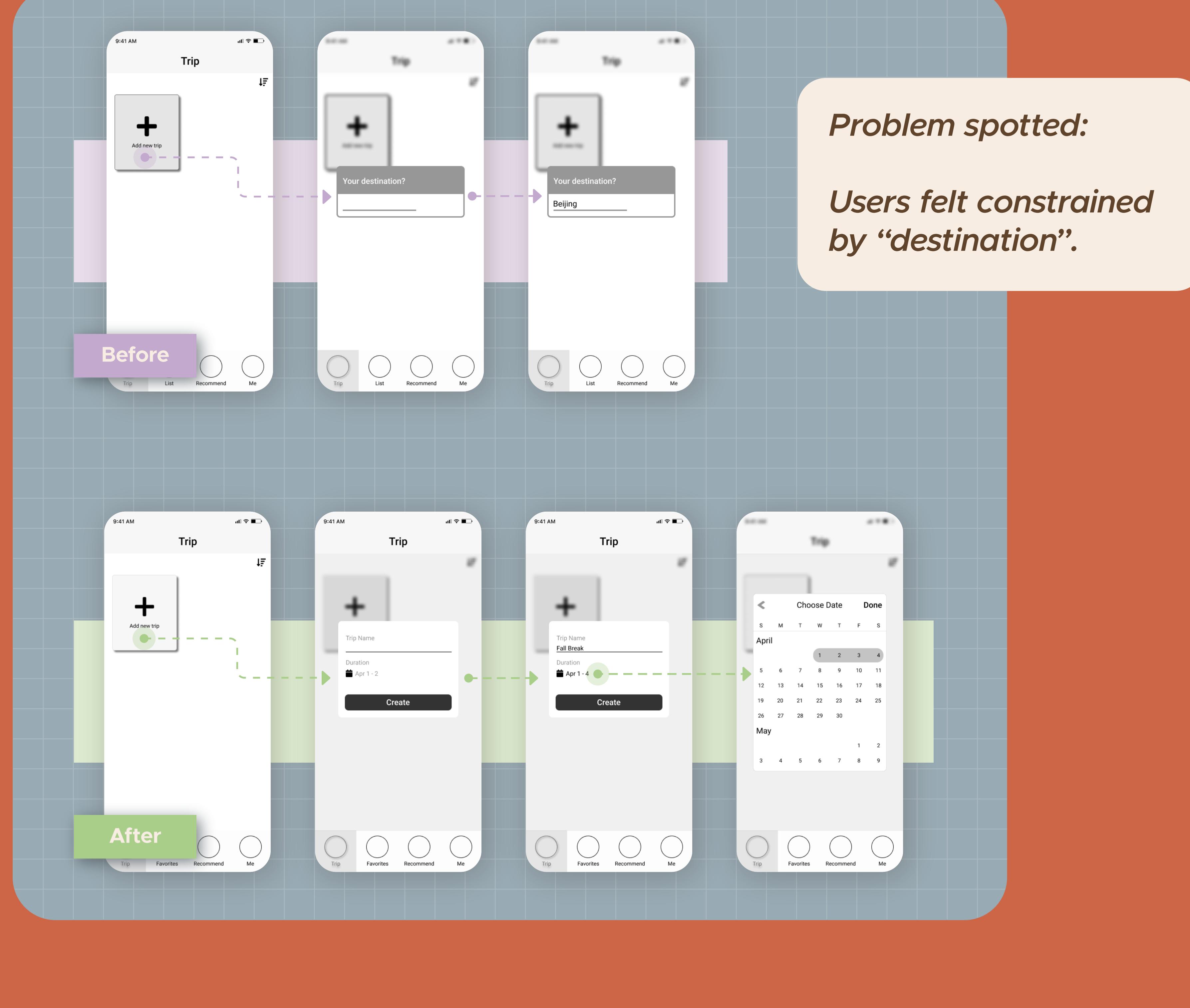
Usability Test | Methodology

- △ The usability test consisted of three users and a set of tasks to be followed by the user.
- △ We applied the think-aloud method and kept notes while users were testing the wireframes.

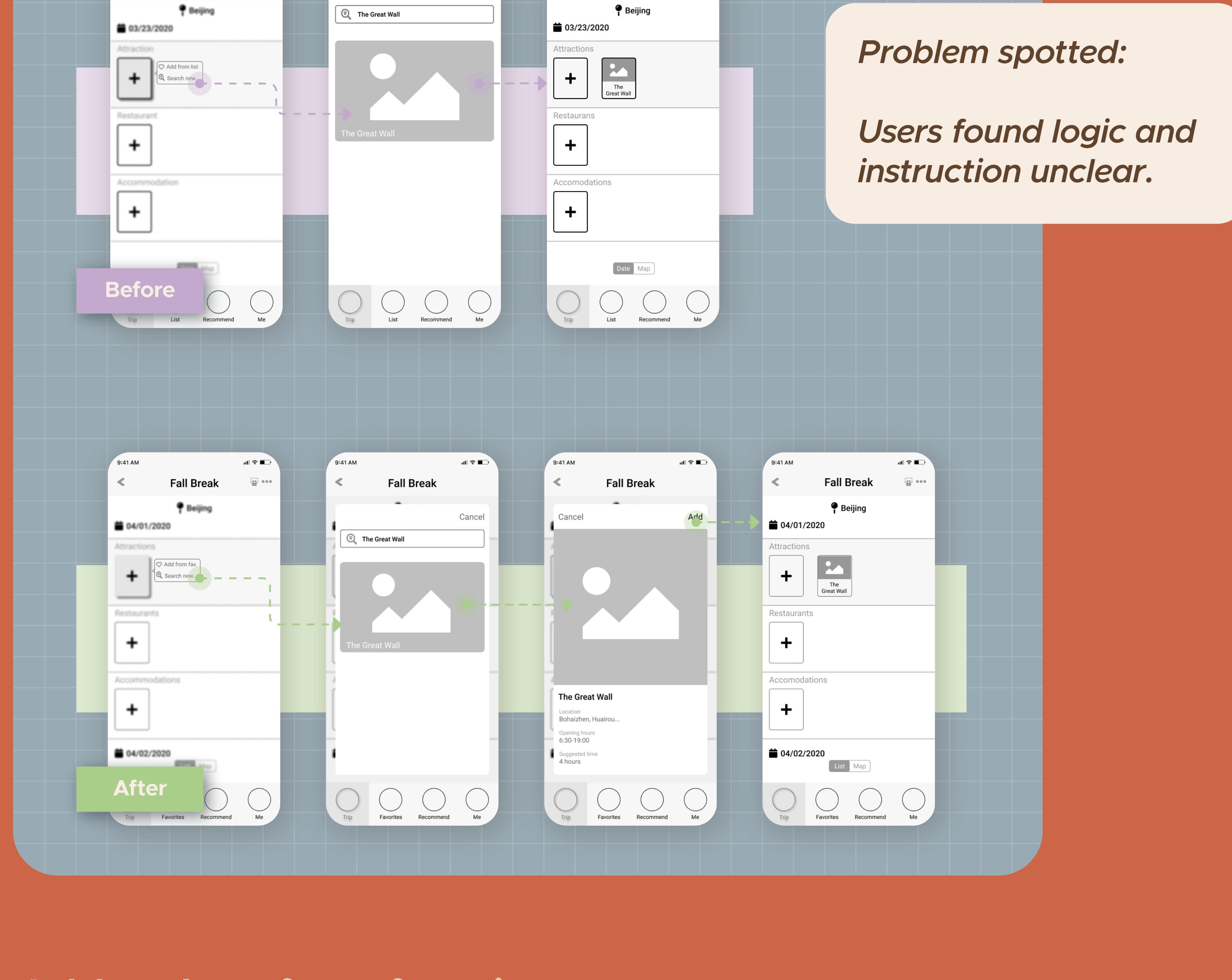
UX Design

Scenario | create a trip plan by adding want-to-go places manually

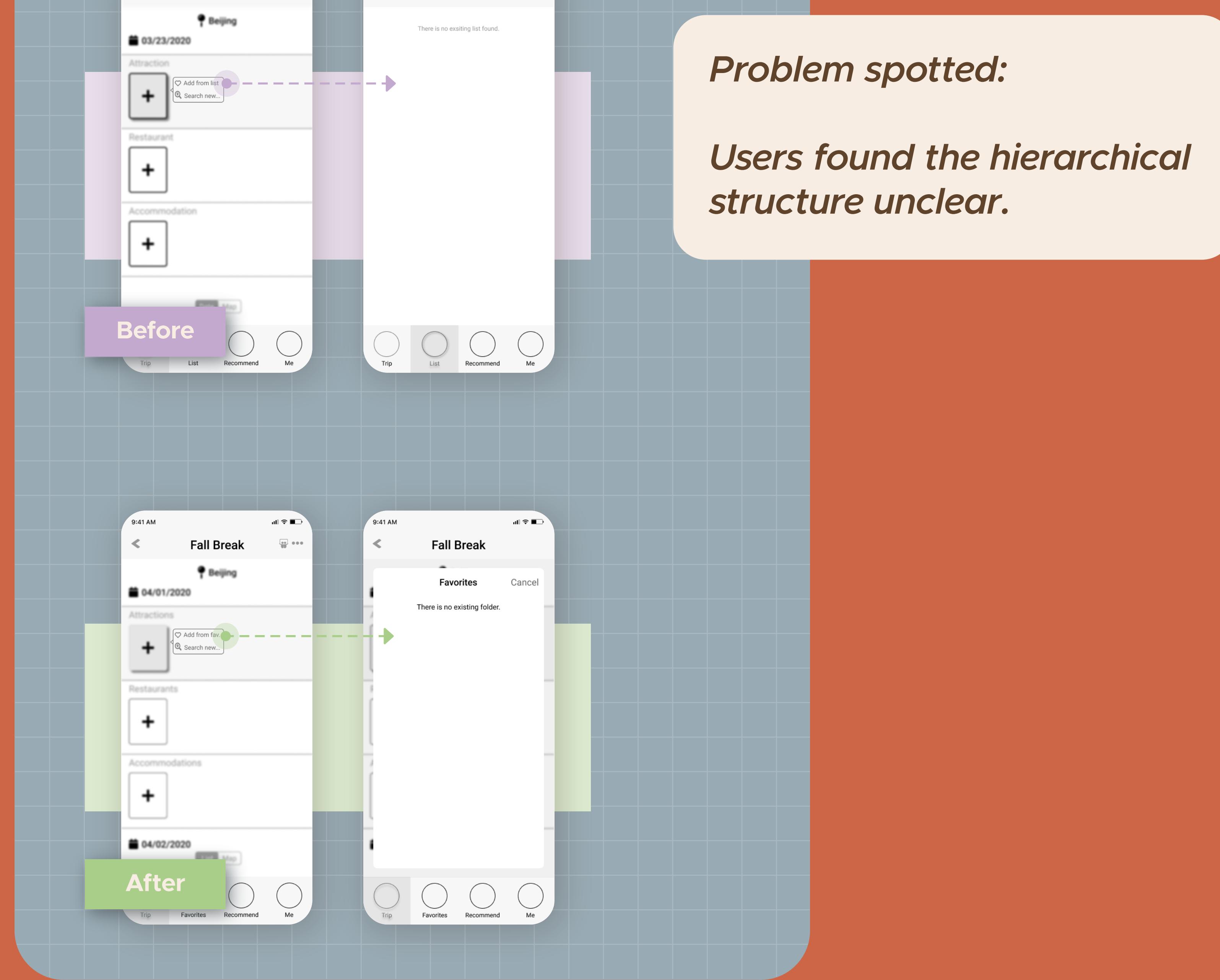
△ Add a new trip.



△ Add a place by searching.



△ Add a place from favorites.

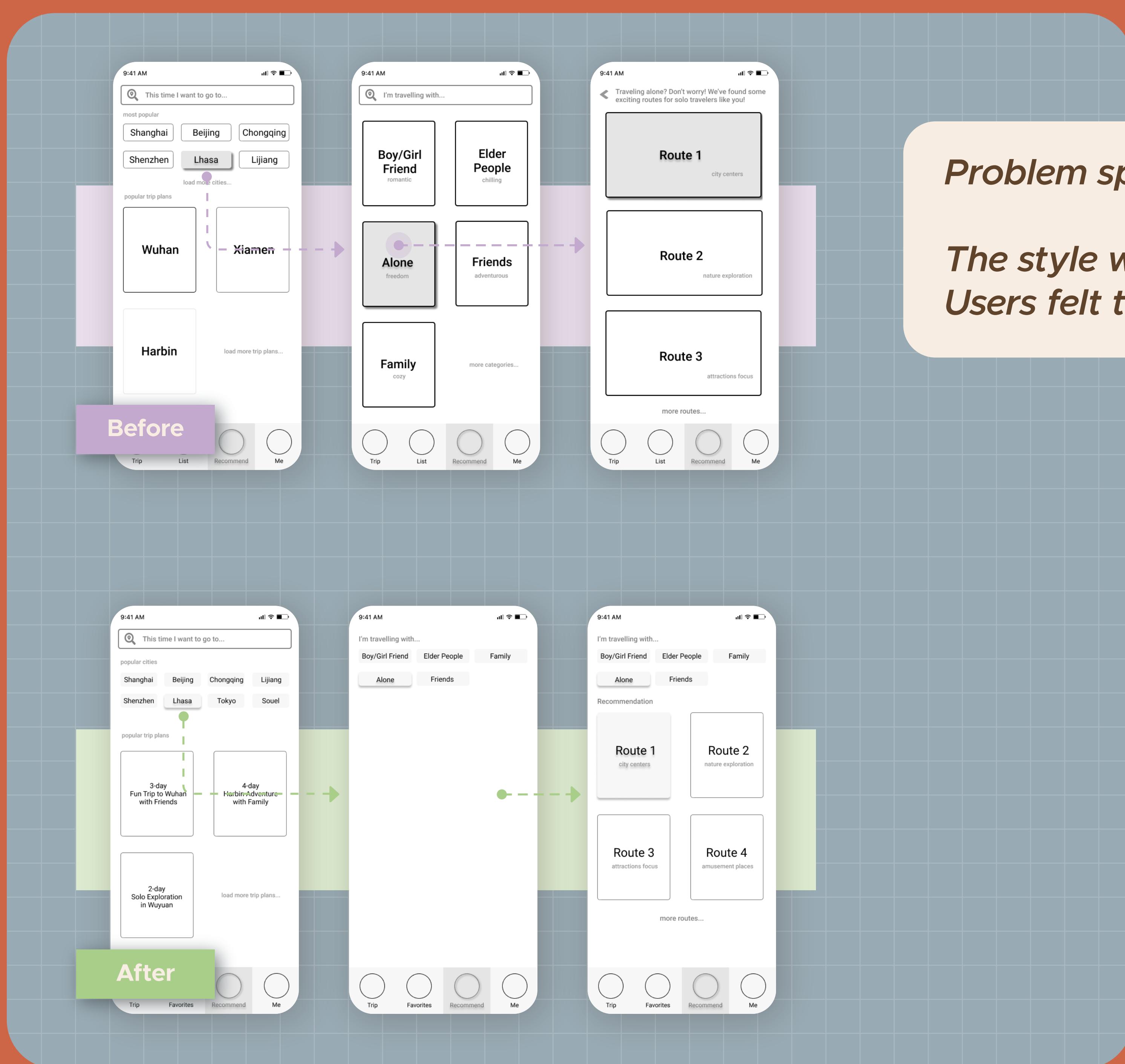


UX Design

Scenario | choose a recommended route

△ Search for a destination.

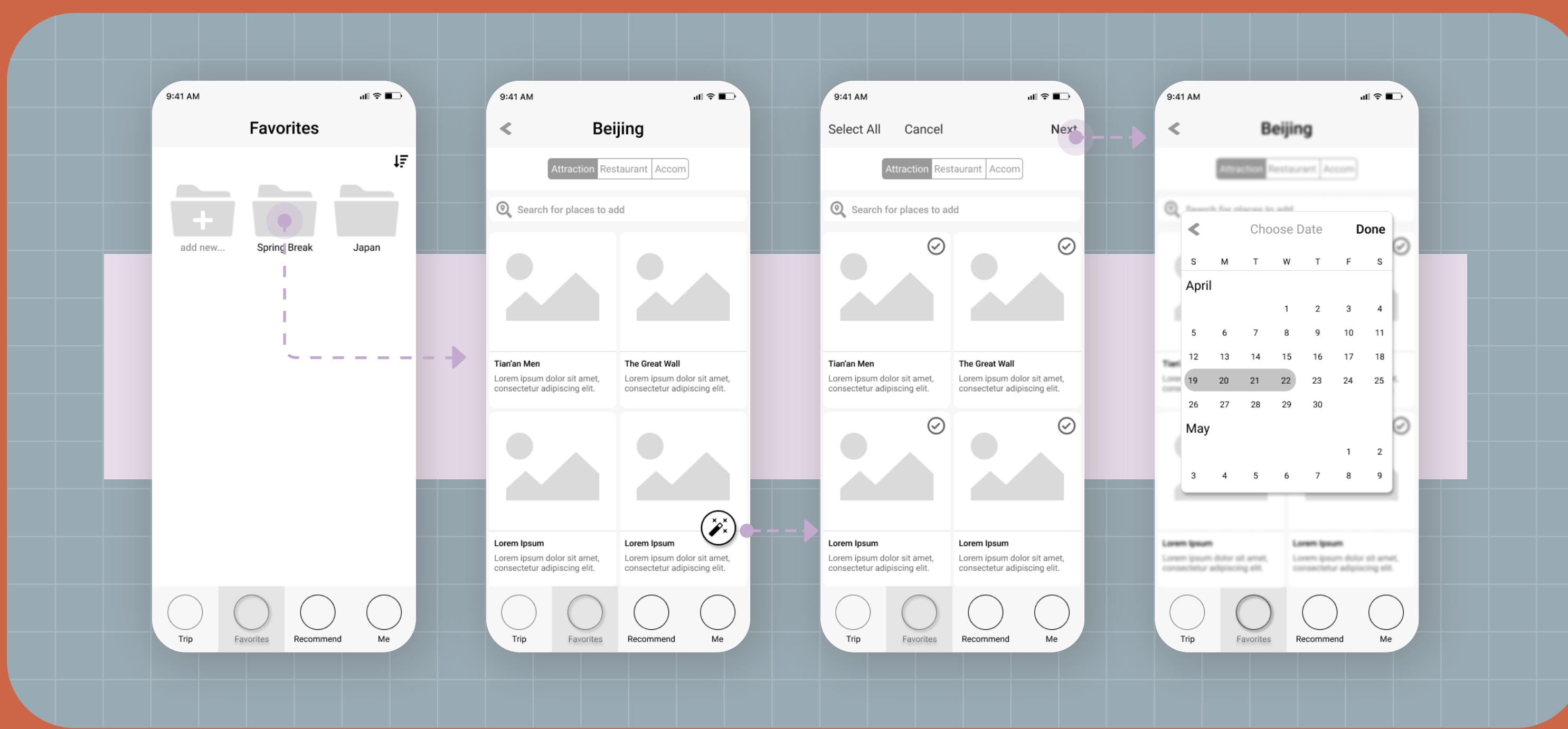
△ Choose accompany and preferred route.



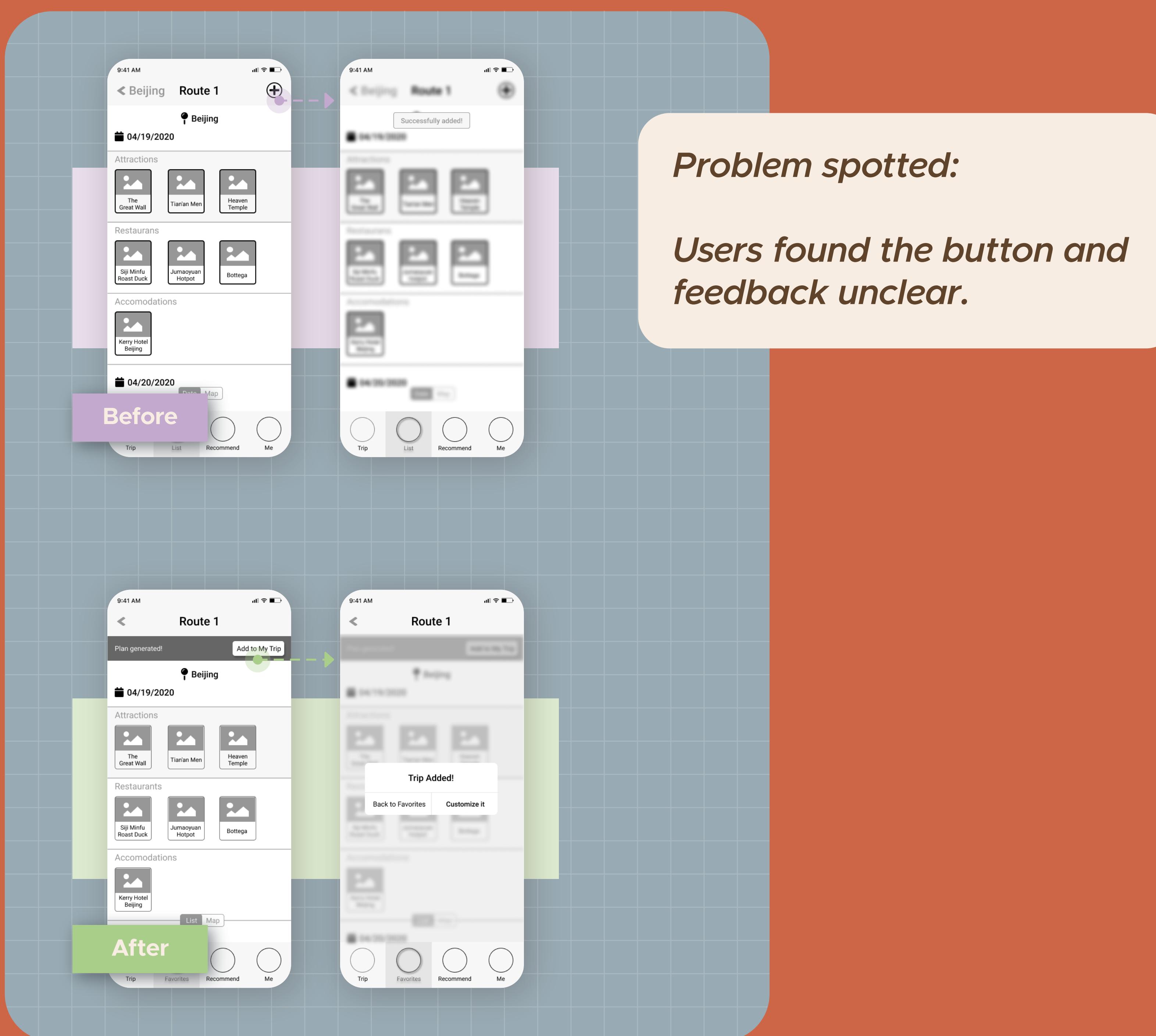
UX Design

Scenario | generate a route consists of favorite places

- △ Choose the desired folder and pick places to include. Then, input the travel duration.



- △ Add the system-generated plan to trip.



UI Design

Style Guide

Text

Title 1 - 72 pt

Title 2 - 48 pt

Bold - 36 pt

Semi Bold - 36 pt

Bold - 28 pt

Medium - 28 pt

Regular - 28 pt

Regular - 24 pt

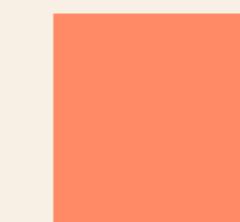
Color



#4DB6AC
Primary color



#333333
Title text



#FF8A65
Secondary color



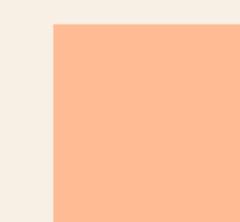
#4E4E4E
Paragraph text



#82E9DE
Secondary light



#888888
Citation



#FFBB93
Secondary light



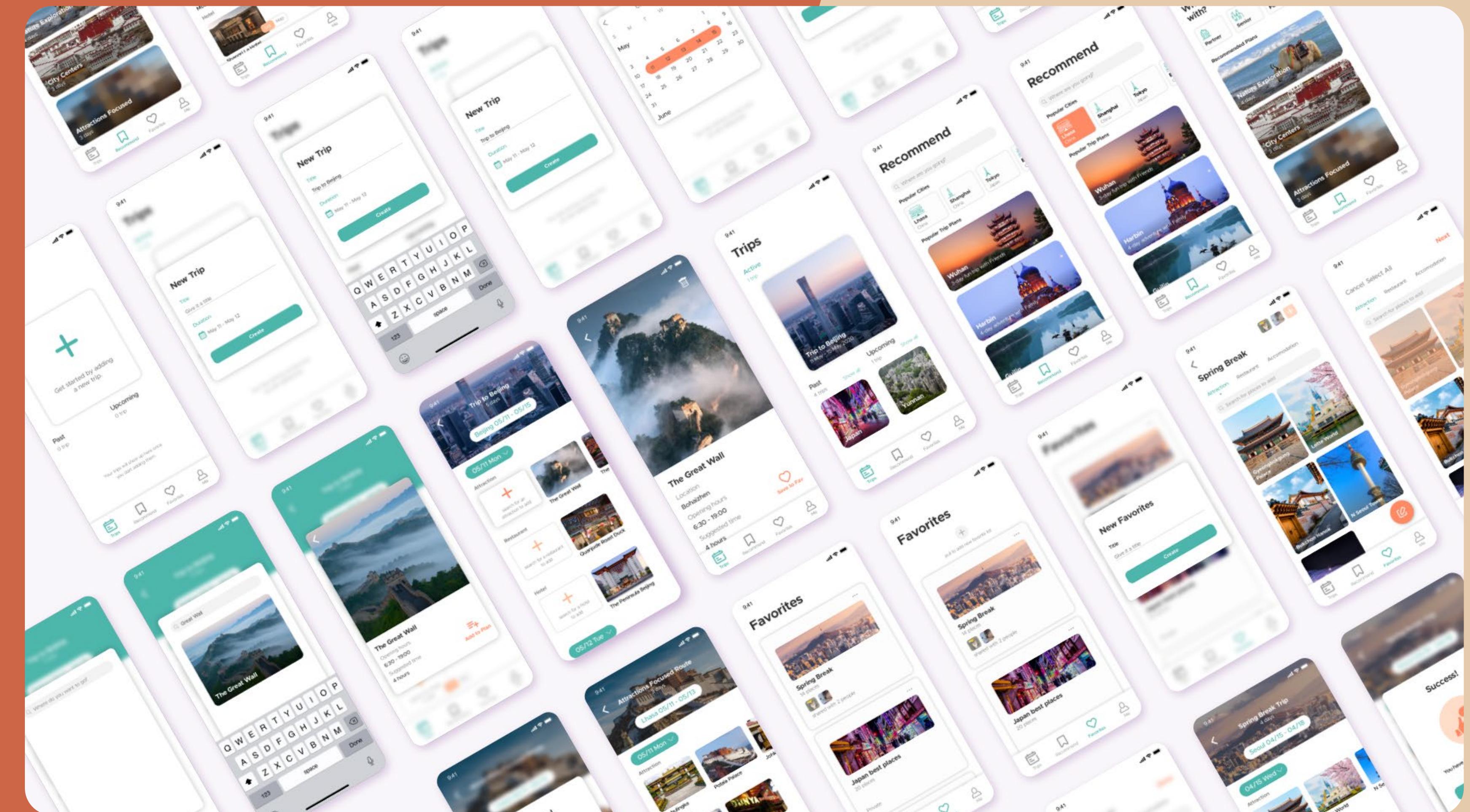
#00867D
Secondary dark



#C75B39
Secondary dark

UI Design

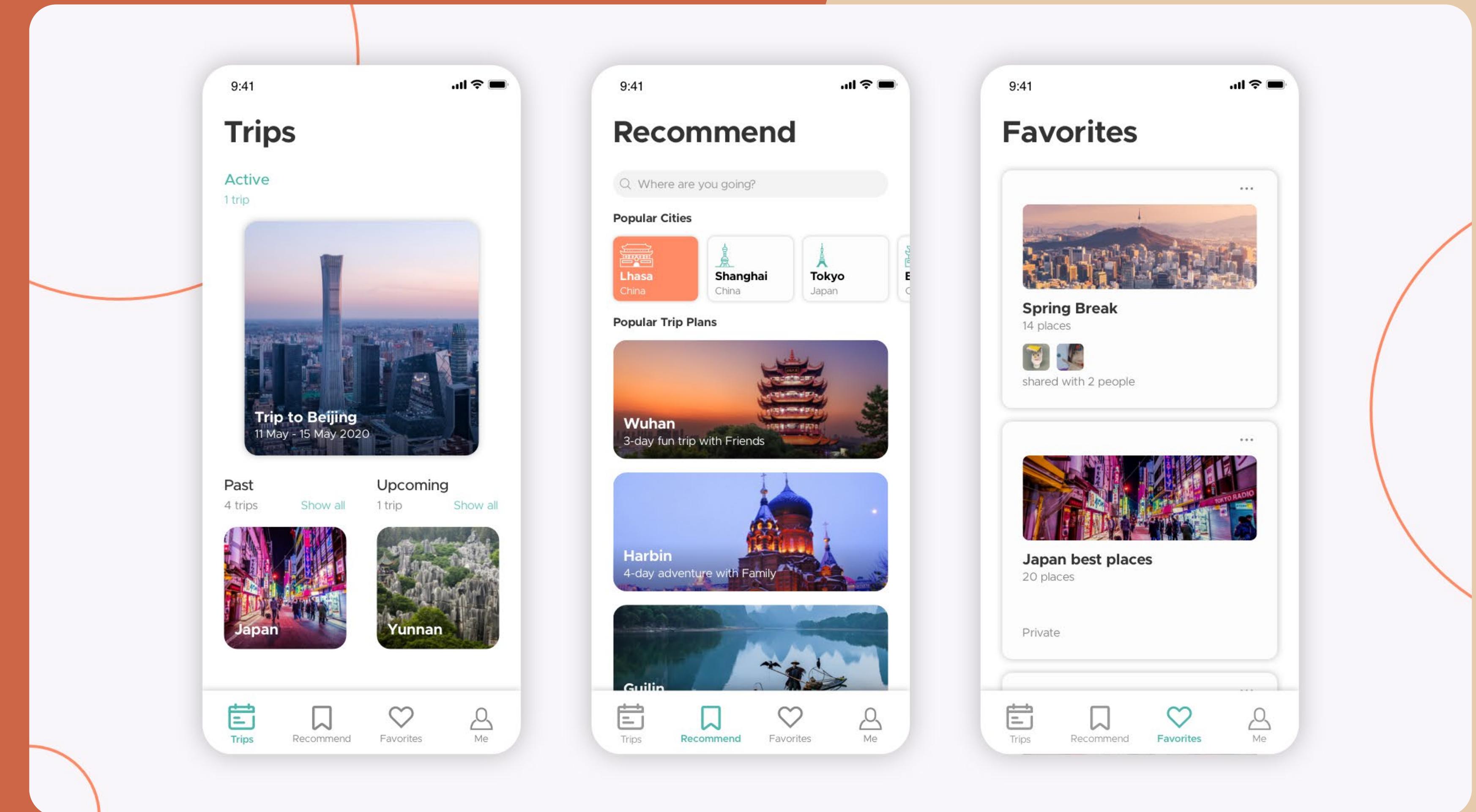
Final Work



UI Design

Prototype

Click to see
the prototype video



Planip

Me: A 14-line Poem

Consciousness

Overview

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

“Me: 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”.

Inspiration

Being asked to express “me” through this 3D modeling project, I started finding something special about my identity.

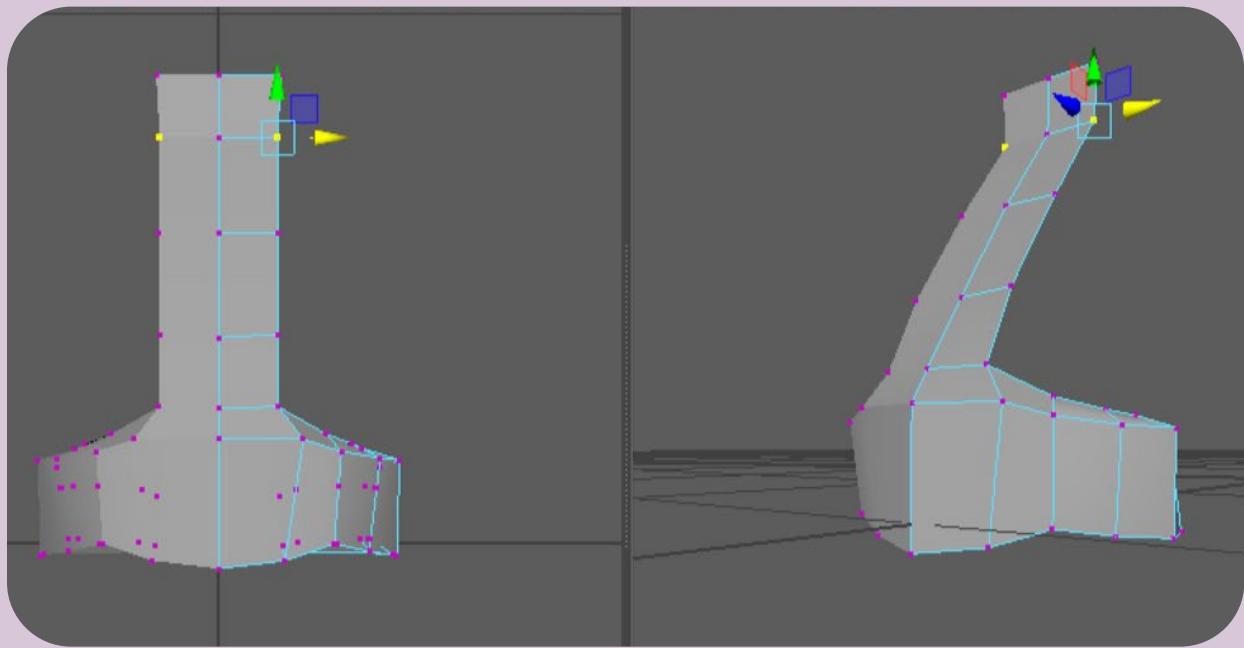
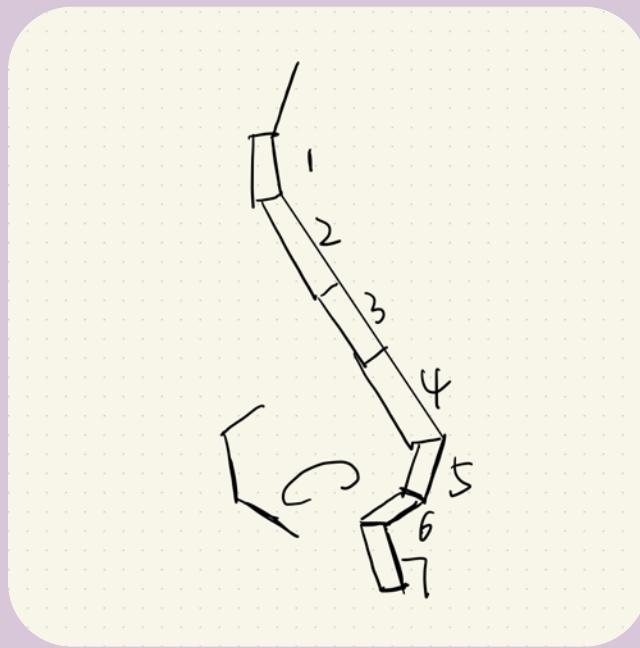
I was born and raised in Yunnan province, famous for its spectacular and numerous natural landscapes. There is a Chinese idiom called “风花雪月”(which can be translated literally to wind, flower, snow, and moon) referring to the representative scenery in Yunnan.

Thus, I decided to use these four scenes to represent part of my identity. I divided the fourteen projection models into four categories responding to these four landscapes accordingly.

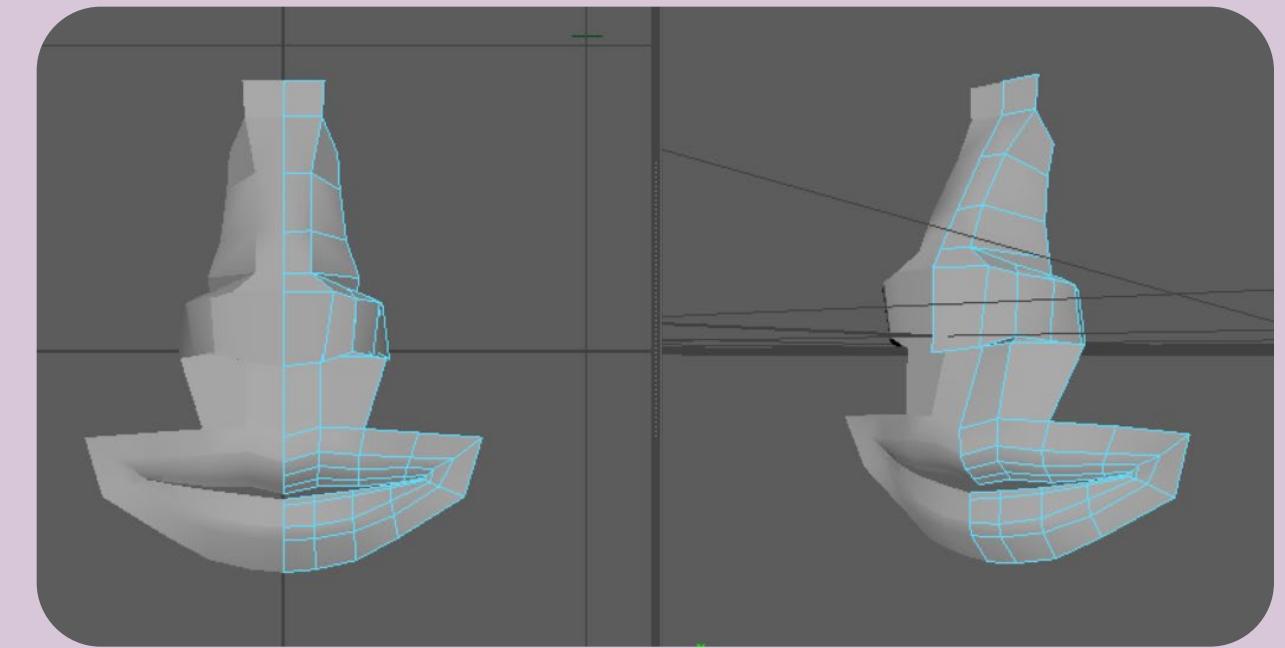
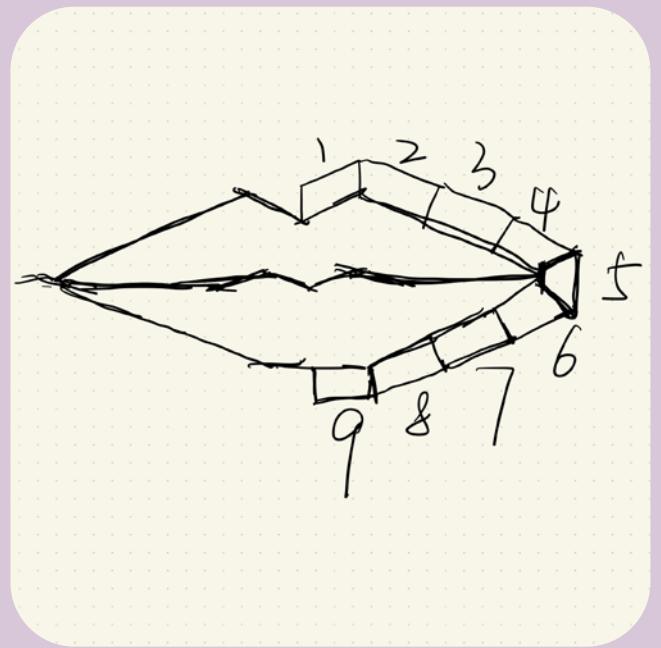
Process

3D Modeling

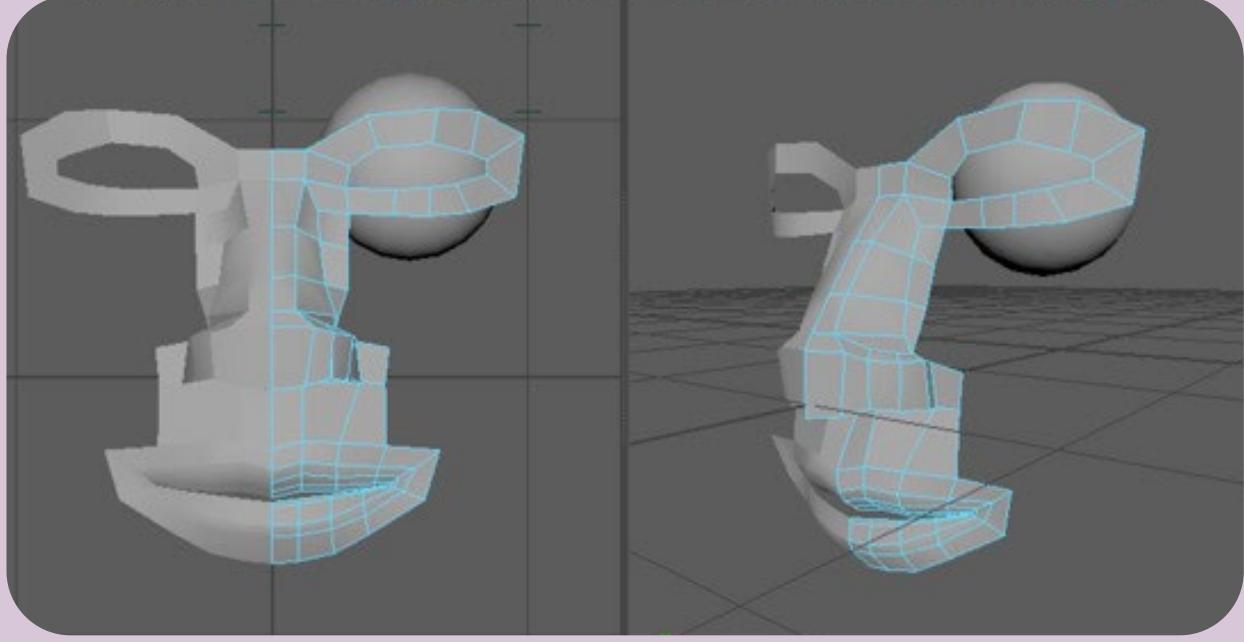
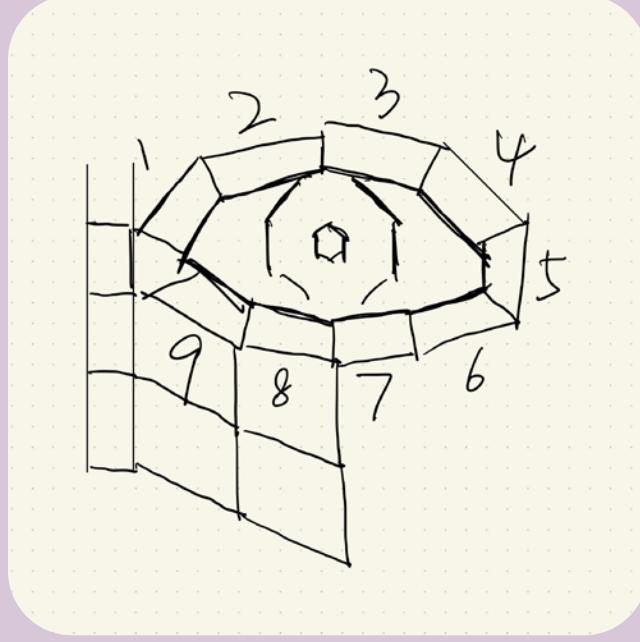
nose



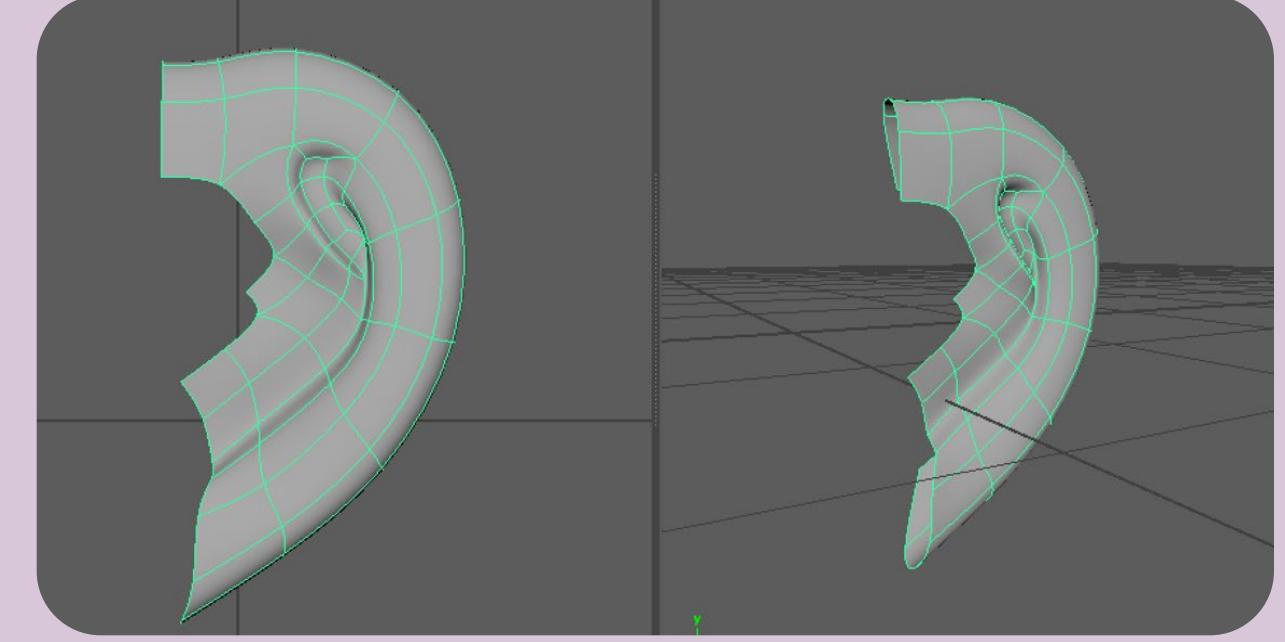
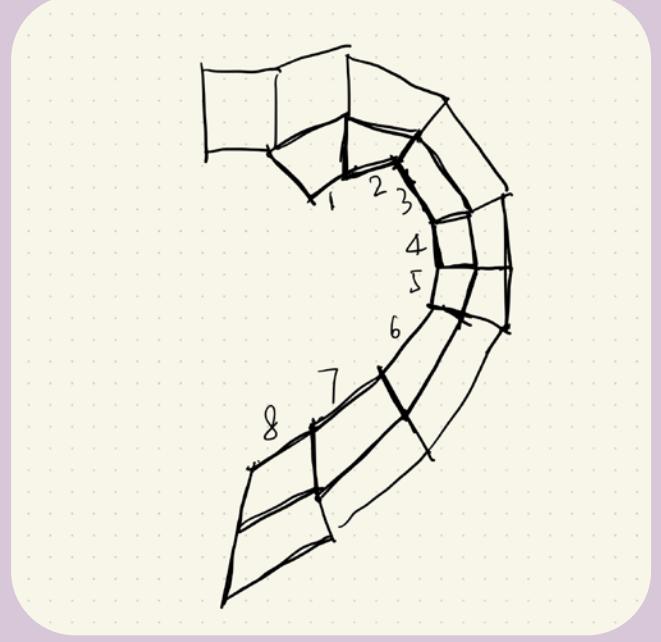
mouth



eye

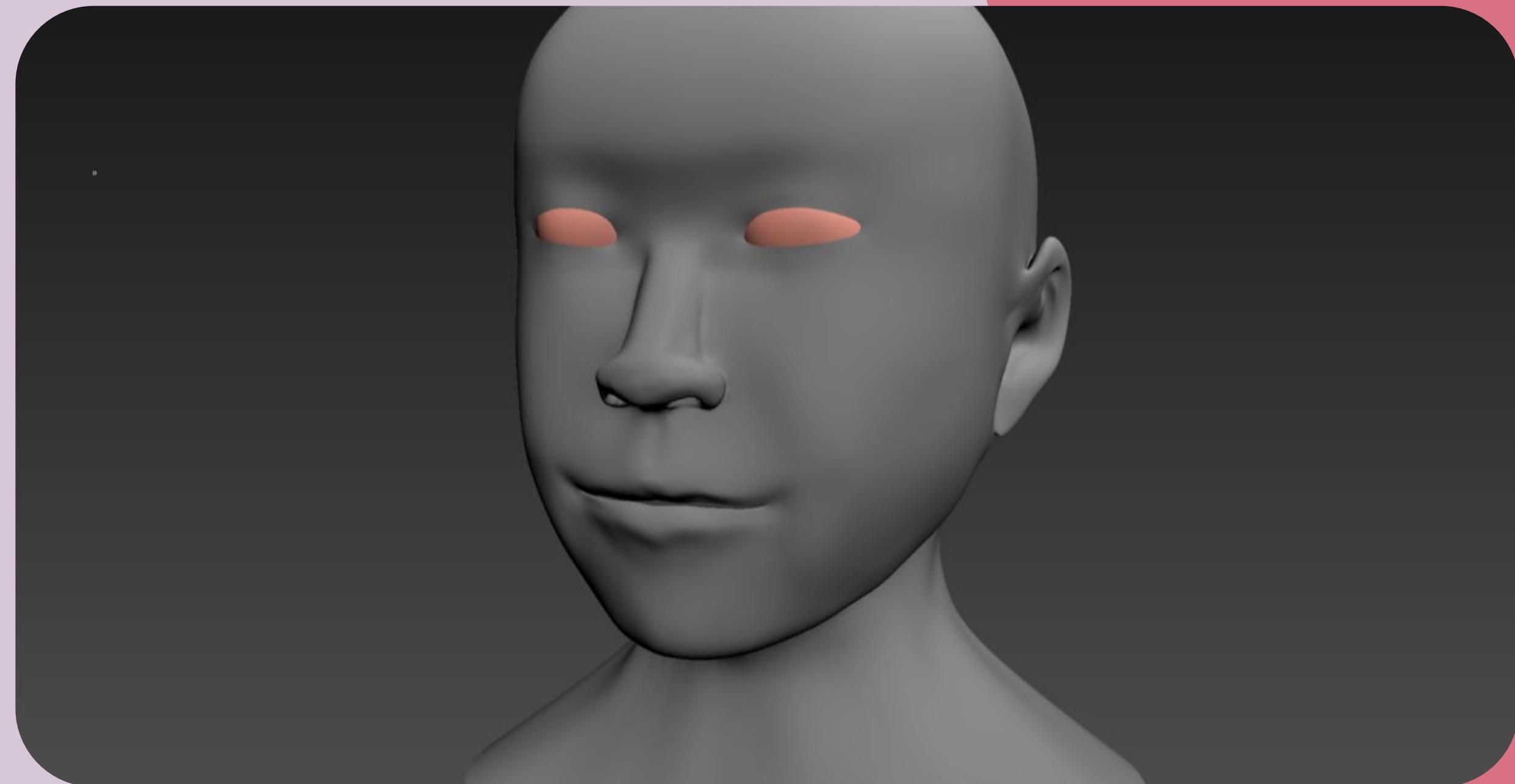


ear



Process

3D Modeling



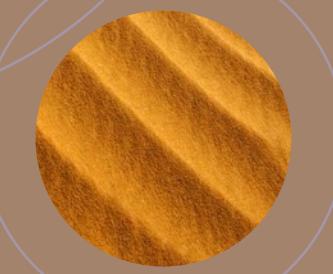
Final Sculpture

Projection



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.



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.



Lightning

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



Rainbow

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



Projection



Camellia

I chose camellia because it is one of the most famous flowers in China. It is also the “city flower” of Kunming--my hometown. I adjusted the material so the head model looks more vase-like to match the concept of flower.



Magnolia

Magnolia, or “Yulan”, is the city flower of Shanghai, the city I currently live in. I used the same method as the camellia one to make it more fragile.



Peony

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 sugarskull directly on my face and then attached the flower image on my eyes to recreate a sugar-skull of my own.



Rose

Projection



Ice

Since ice itself is a reflective material, apart from projecting the image on the head model, I adjusted the material to make the head model has the same reflective nature.

Fire

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

Soil

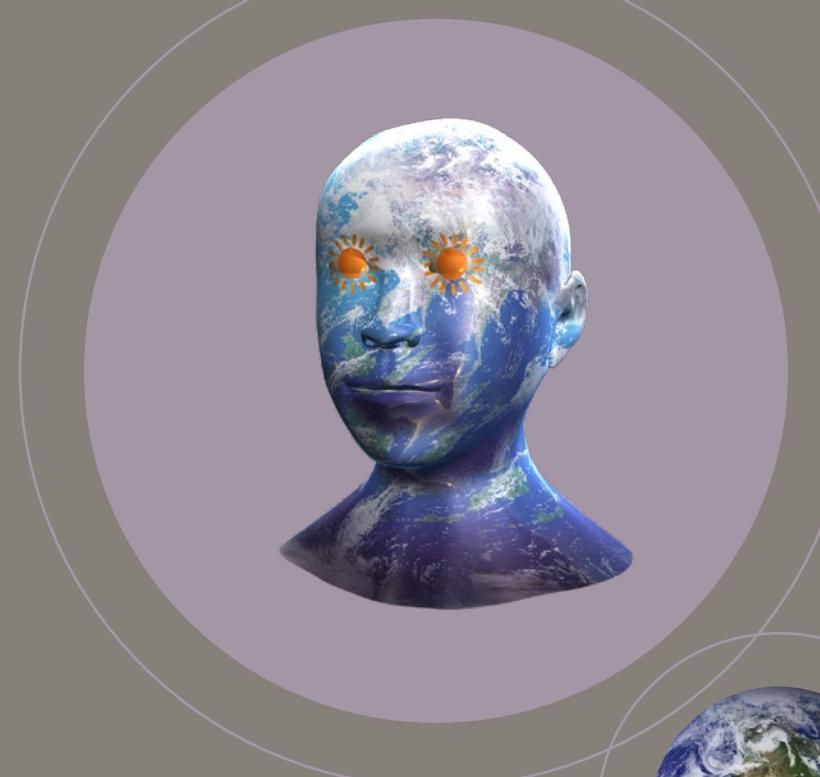
For soil, I decided to make some crack effects to better embody it. Thus, I sculptured directly on my face following the image reference to make the projection more authentic.

Projection



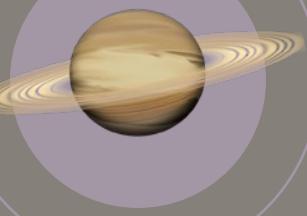
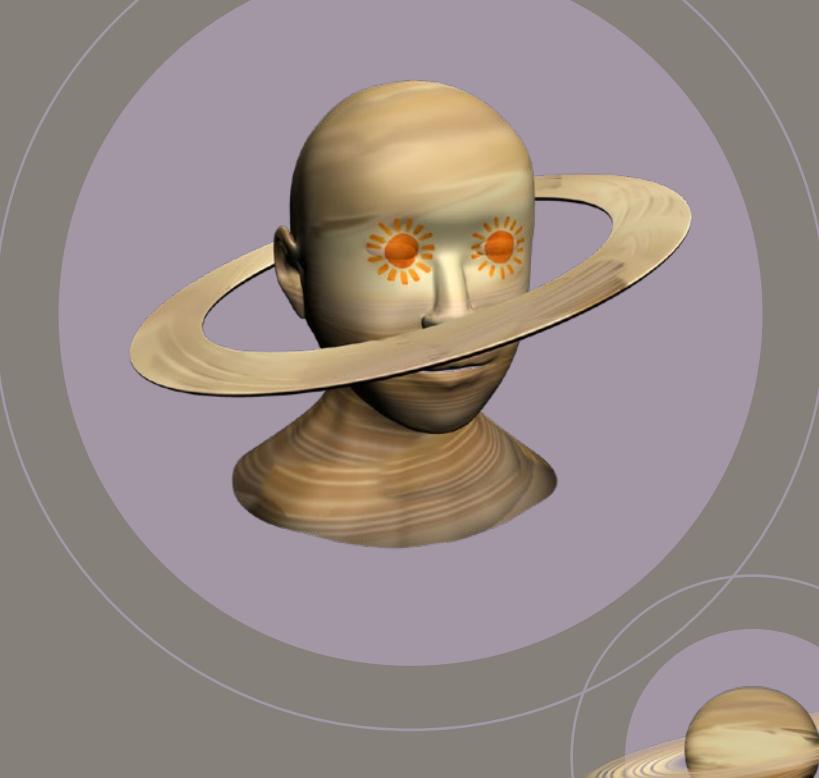
Moon

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



Earth

Apart from projecting the earth's image, I also attached images of sun on the eyes to show how the sun is important to the earth just as how eyes are critical to human beings.



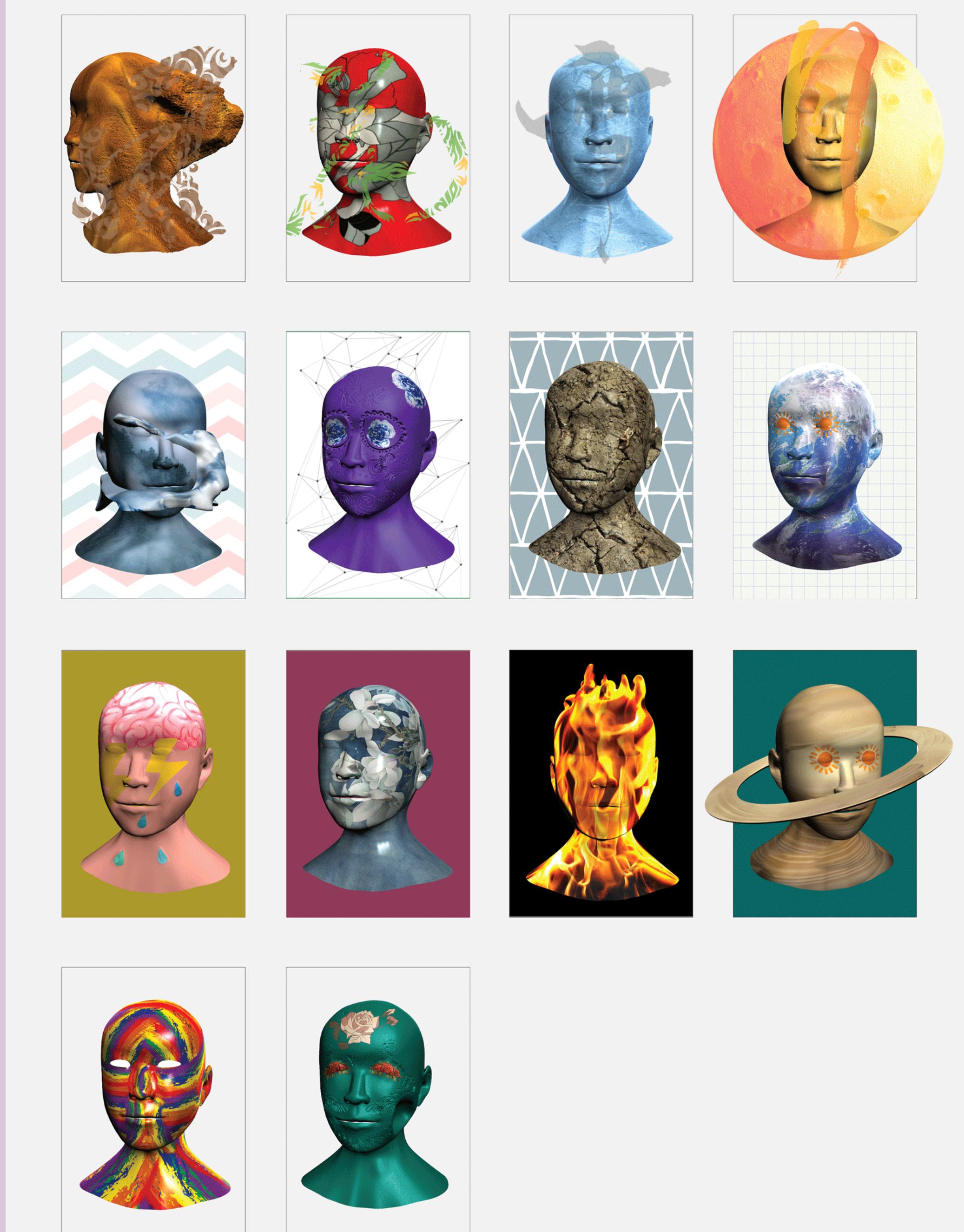
Saturn

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

Poster

Me
a 14-line poem

风花雪月
和它们的衍生物



Planip Me: A 14-line Poem

Consciousness

Overview

Consciousness, collaborated with **Emma Tao**, is a VR escape game where 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.

Story

You wake up in a house--your house. However, there is something wrong. The surroundings--the lamp, the desk, and all the decorations--are enormous for you. Then, there is a voice saying that you are a personal assistant of your own, and it starts to give you orders.

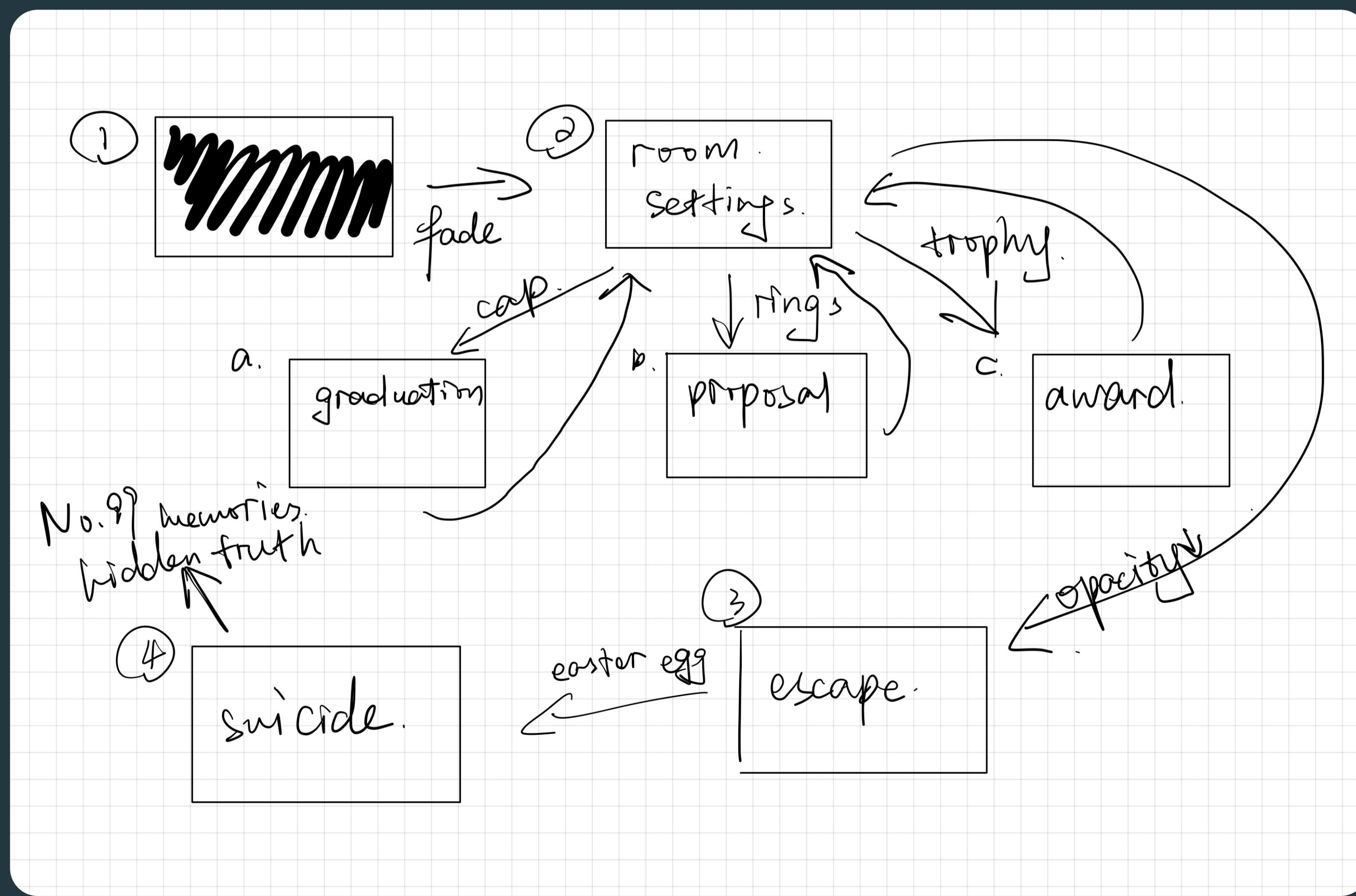
You notice a folder called “exit” on the wired screen floating around you. You try to open it, but it requires a three-number password.

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

Game Design

How to Win

To “win” this game, you need to go through all three memory scenes and find password hidden in them. After coming back to the main room, you need to choose the right number to escape.



Design Map

Visual Design

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 easier for the user to get a sense of the setting.

Emma used MagicaVoxel to create all the characters and settings.



*scene 1
main room*



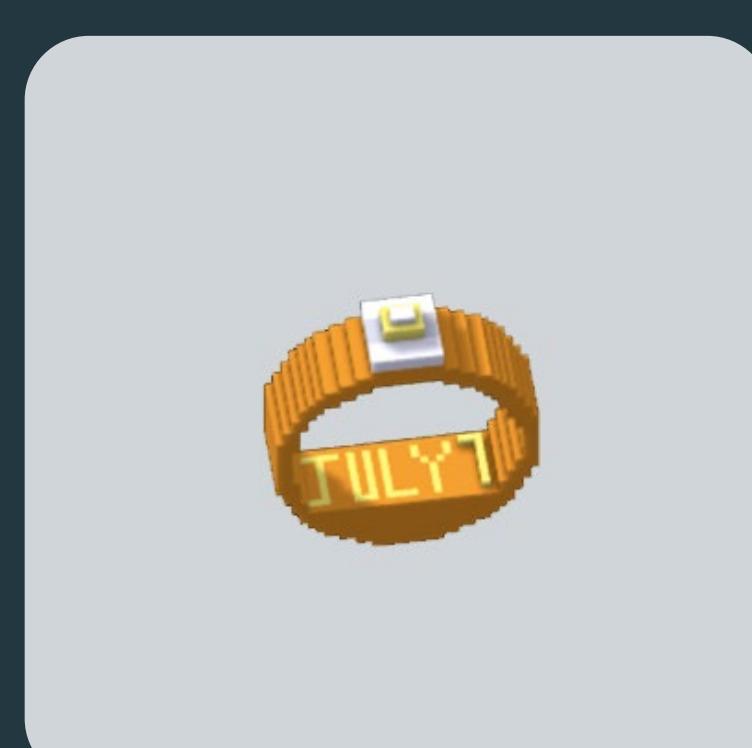
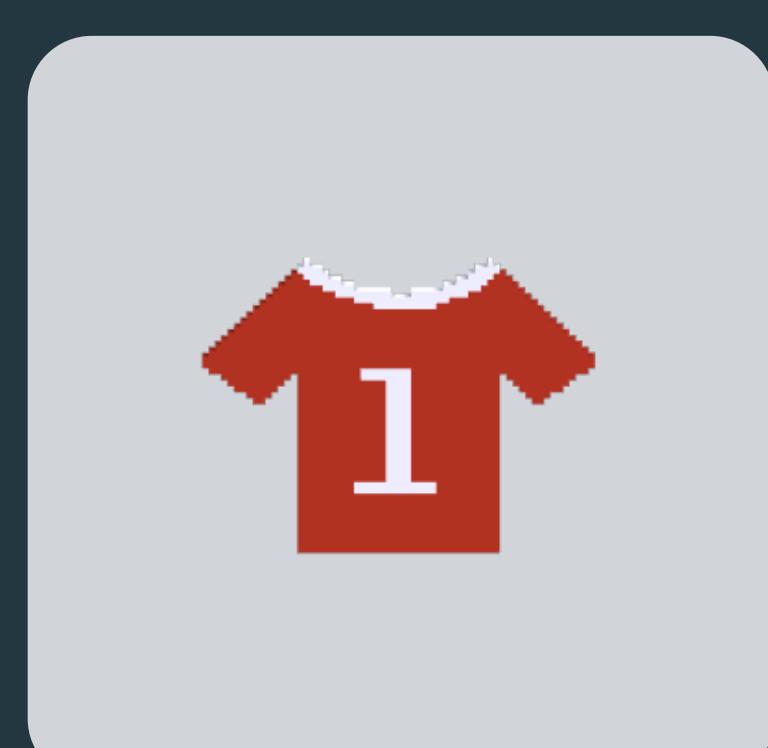
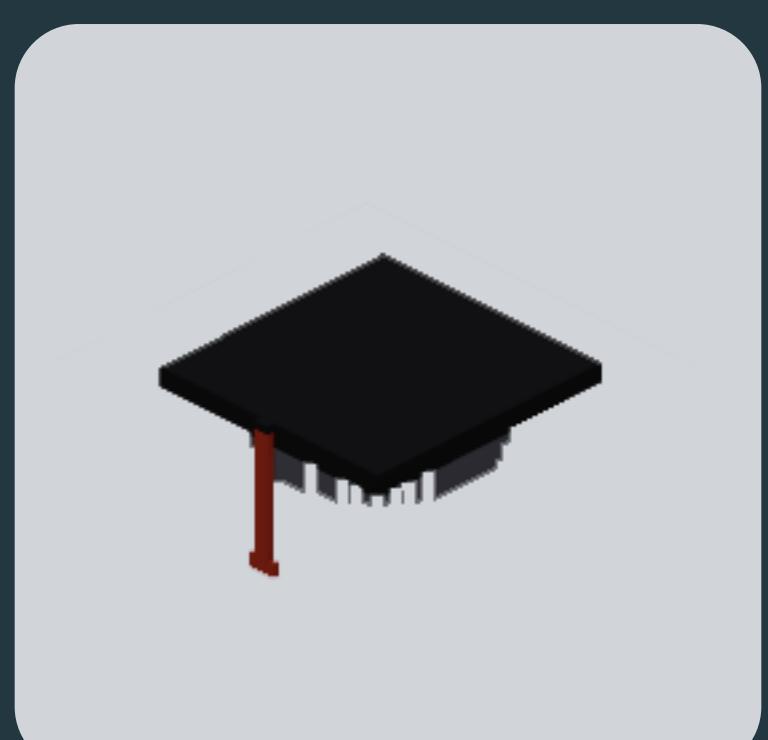
*scene 2
awarding*



*scene 3
graduation*



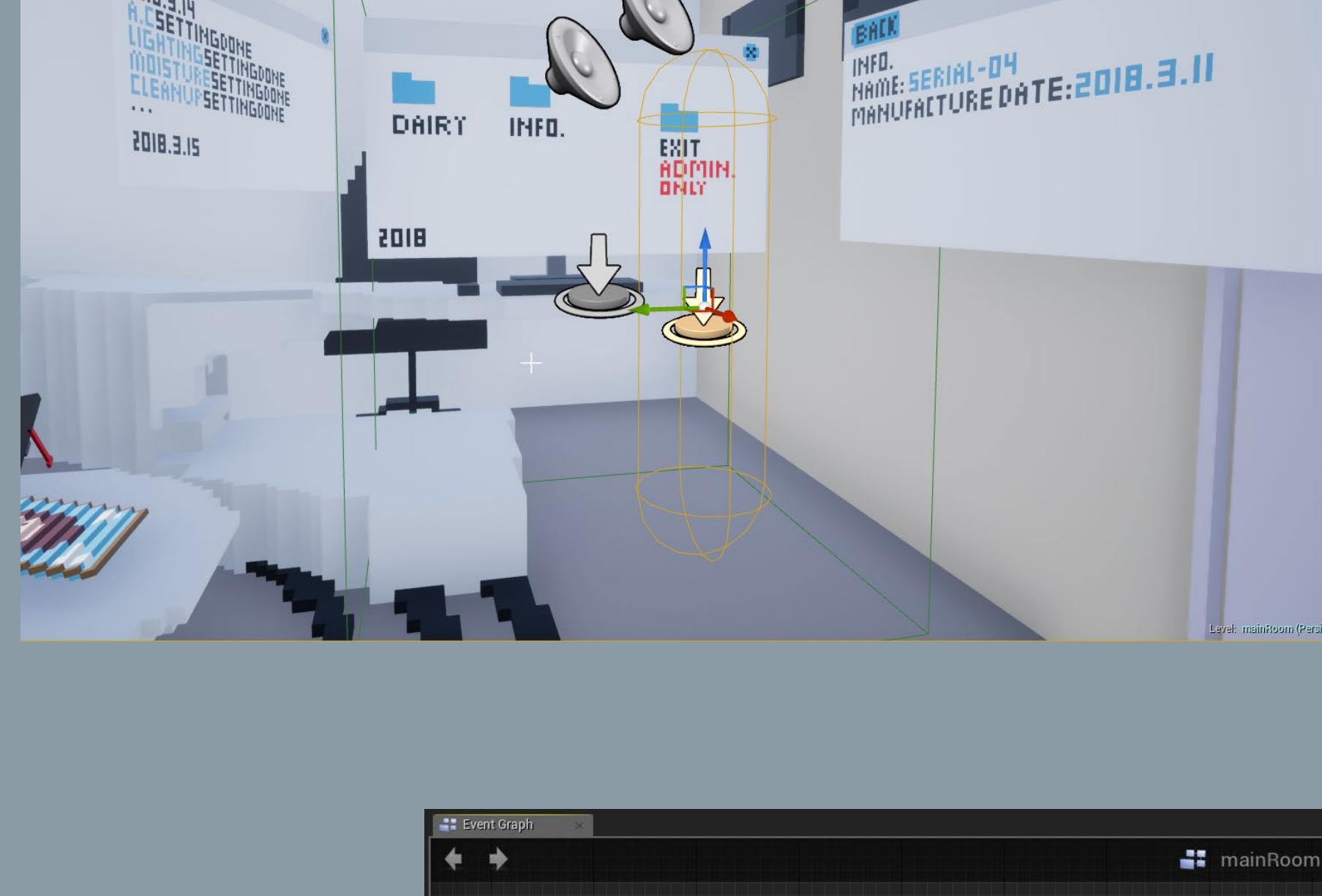
*scene 4
proposal*



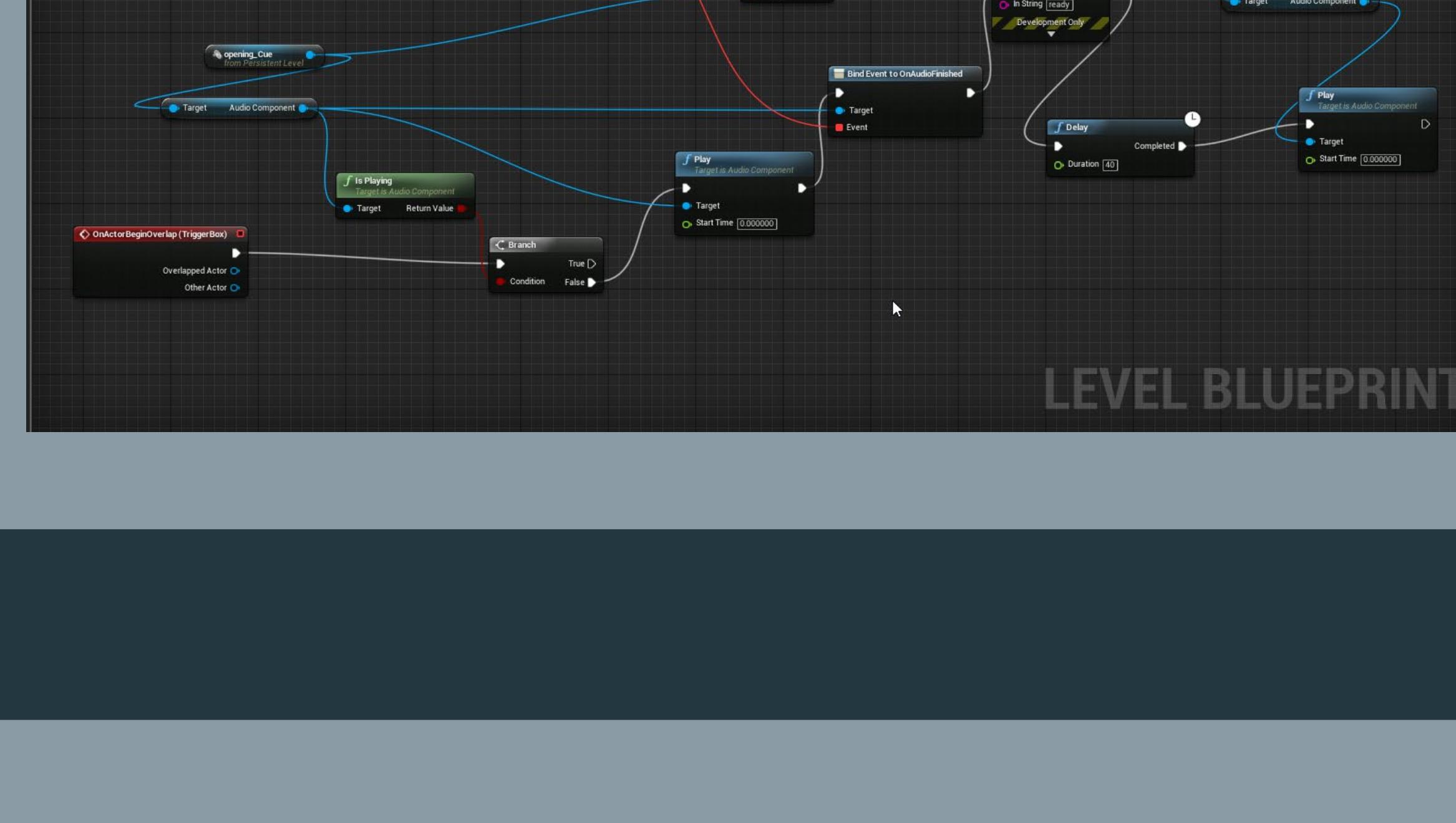
key objects

Interaction

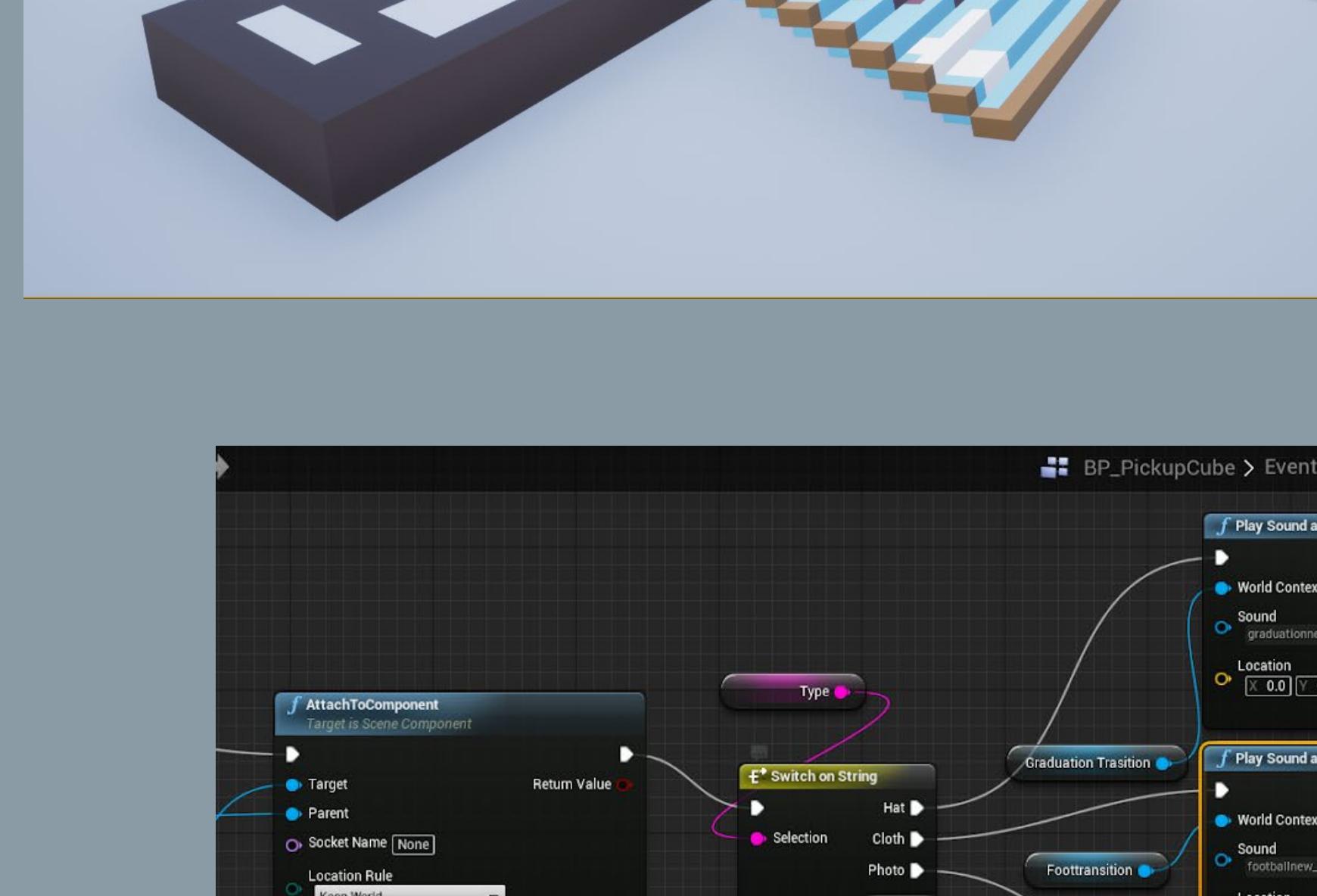
I built the VR environment in Unreal Engine 4. Utilizing visual coding in Blueprint, I implemented four major interactions.



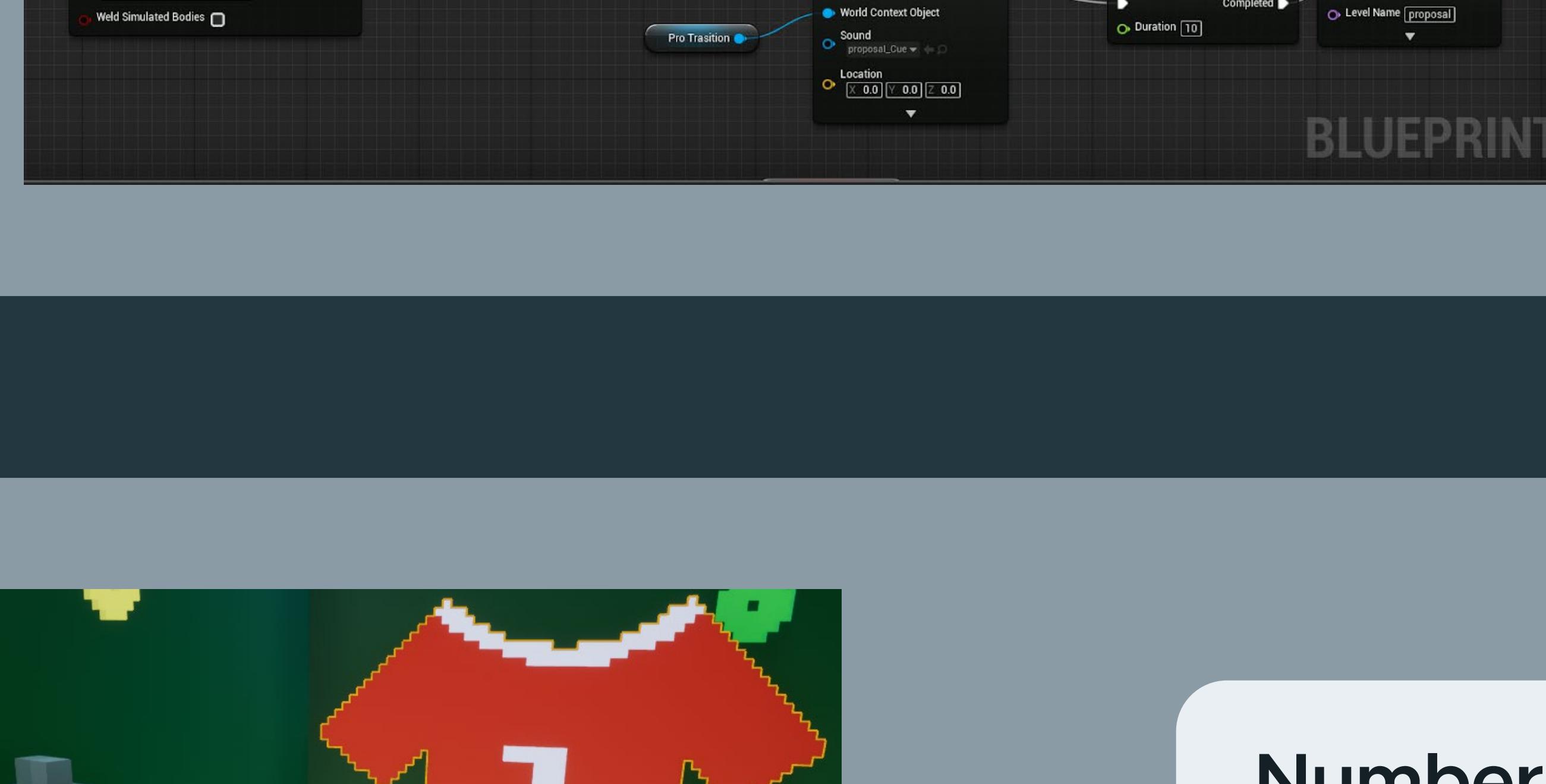
Trigger floating windows to play instruction audios.



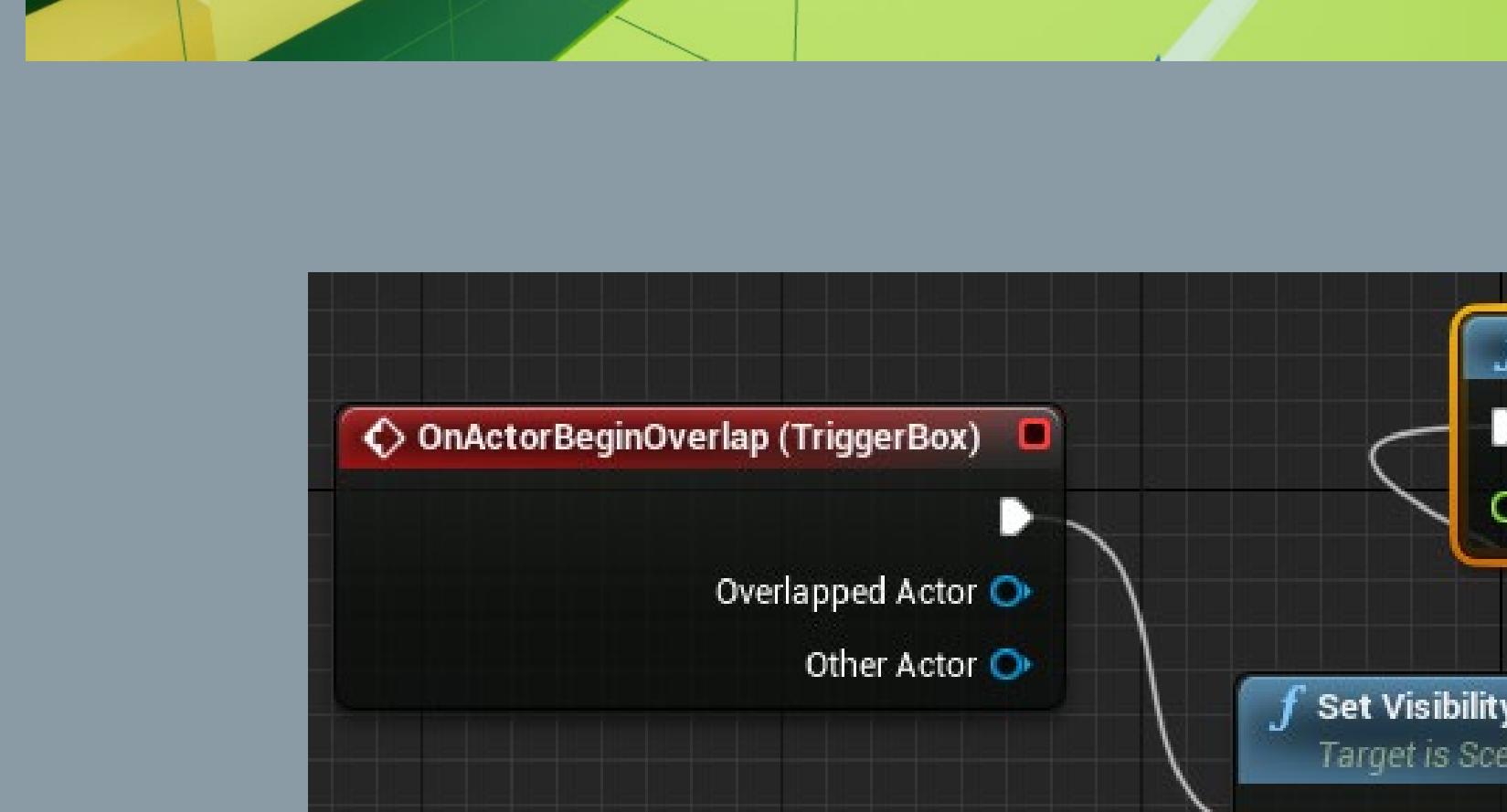
LEVEL BLUEPRINT



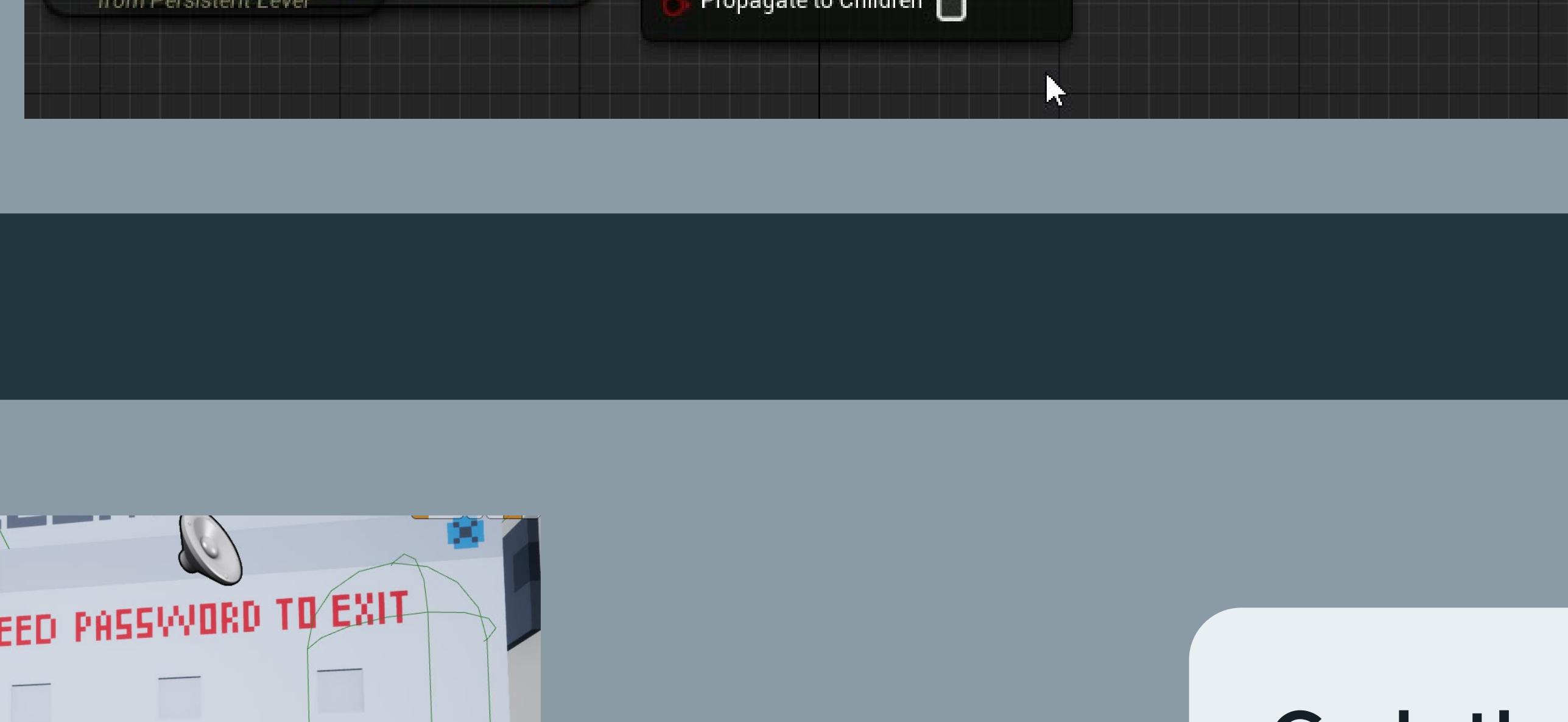
Pick up objects to trigger the memories and jump to another level.



BLUEPRINT



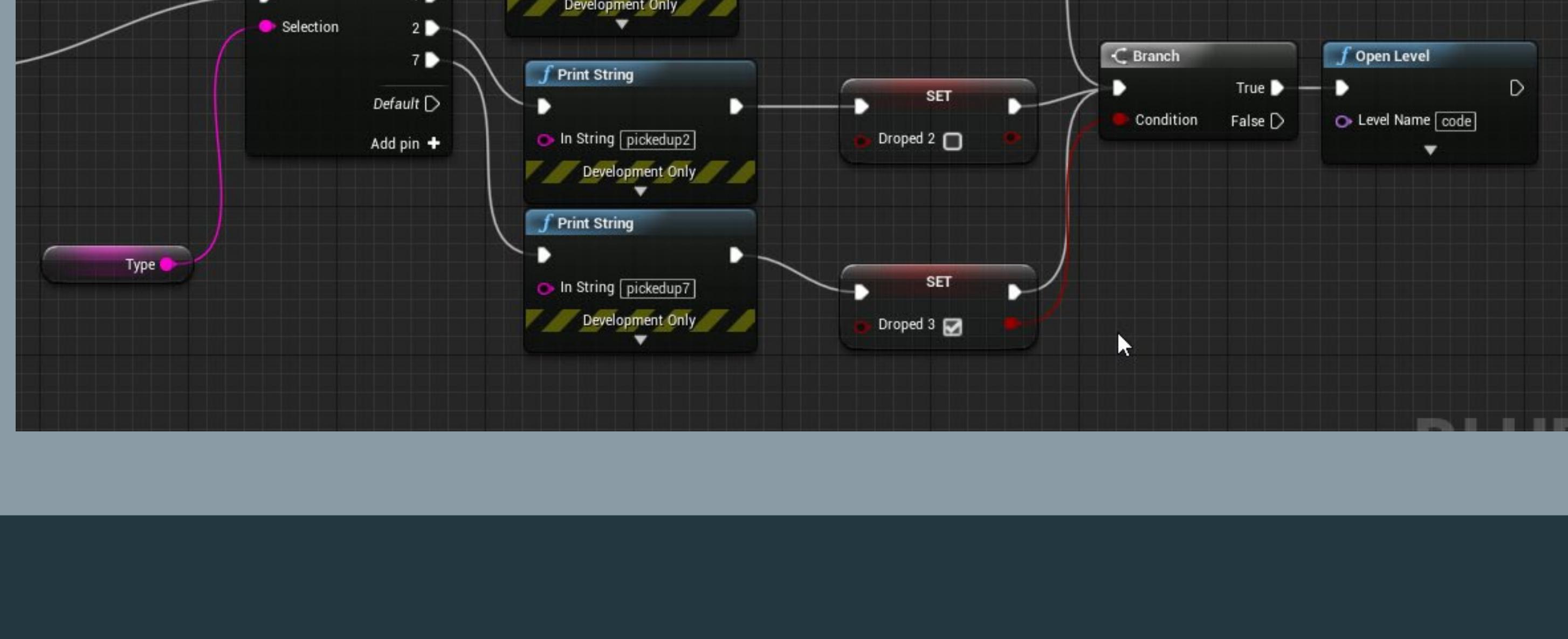
Numbers pop up when players get close to assigned objects.



BLUEPRINT



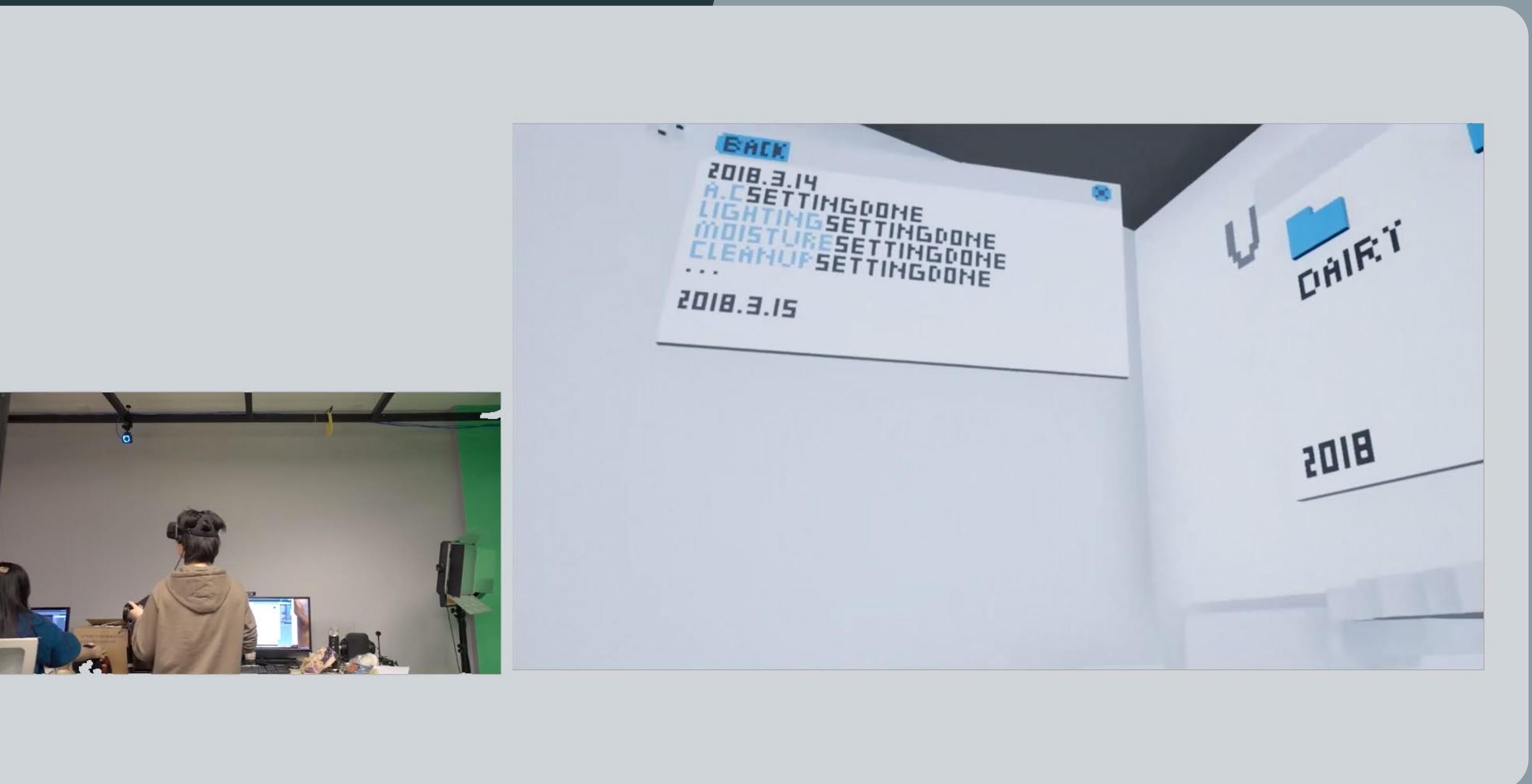
BLUEPRINT



BLUEPRINT

Demo

*Click to see
the full demo*





Thank you.