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PORTFOLIO



yttl.co

# IN- DEX

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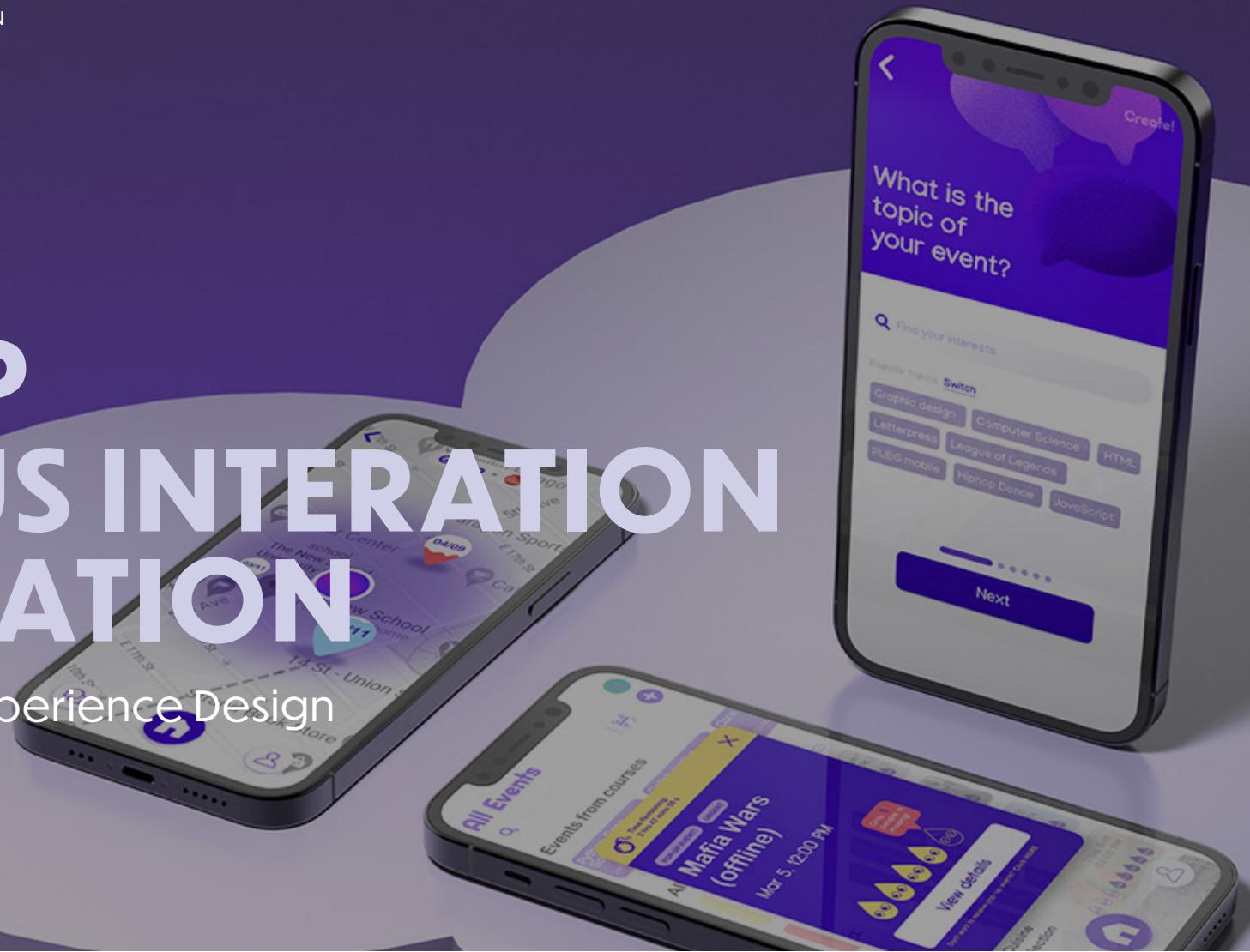
yttl.co (Click to View)

I certify that the work included in this portfolio is my own original work. Work included which was conducted as a part of a team or other group is indicated and attributed as such the other team members are named and a true description of my role in the project is included.

# GROOP CAMPUS INTERACTION APPLICATION

User Interactive/ Experience Design

April, 2021 - May, 2021

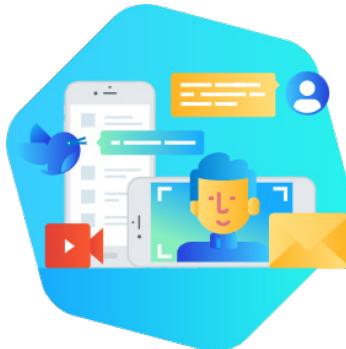


This project is to design a mobile phone user interface for college students to socialize in the post-pandemic era. The purpose of this application is to encourage students to hold events and activities in campus-based for their studies and entertainment in the situation of

being isolated because of the Covid-19. With this application, students can have meetings and all types of events base on their course codes, and meet with students and faculties in the same course without having their contact information.

# Problem Statement

1



College students in the U.S. communicate to the community by using various applications from all sites headed by Canvas. However, complicated communication systems lead to communication and appointment being more complex and always make people spend more time adapting to various software.

2

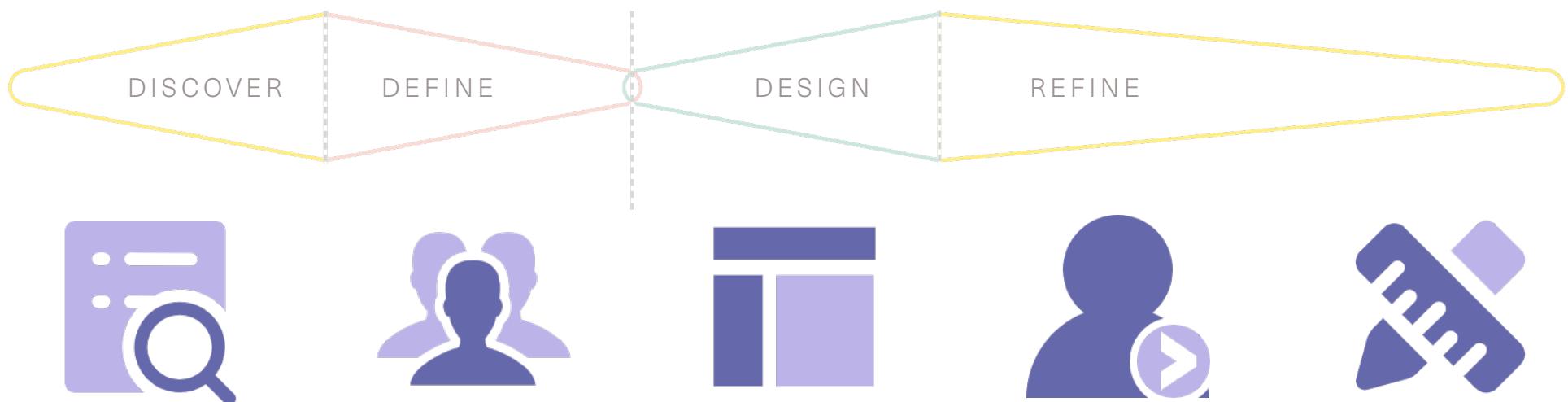


The epidemic caused by the Covid-19 in 2020 decreases the interaction on the campus significantly. Students and school faculties were forced to transfer their studies to any online platform and used existing online procedures to schedule appointments. Students have also reduced the opportunity to participate in the colorful campus activities. These have led to the lack of whole campus life at school.



In the post-pandemic age, the campus in the U.S. needs an integrated mobile application to facilitate students and faculties to conduct scholarly communication and organize activities.

# The Process



## #1 User Research

This step is to find out user's situation and need from different dimensions under certain occasions.

## #2 Persona

After analysing the research data, it is helpful to make a persona to build a target user for my application.

## #3 Prototype

Base on the user demands and expectation, I created wireframes prototype for my application to specify its functionalities.

## #4 User Testing

Step four is for testing out the logic and usability of the application by giving user tasks to complete without instructions.

## #5 Visual Output

Visual output is always the last step when all the functions were confirmed by user testings, which includes more delicate details.

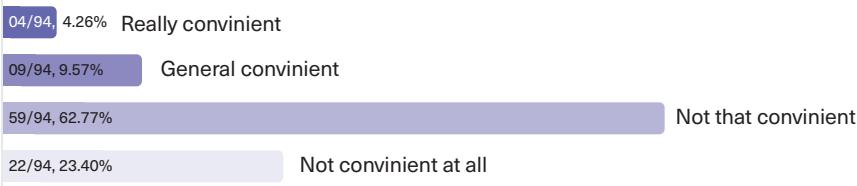
# User Research

To better understand our users, I conducted surveys and interviews.

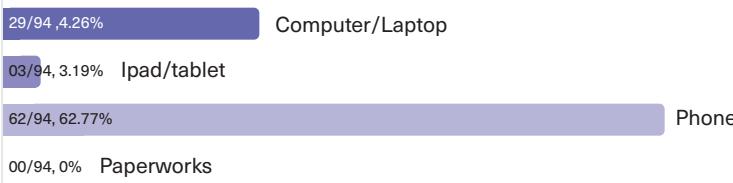
## Surveys

I conducted surveys on **94** Parsons & CMU students

How convinient you rate for campus applications?



What platform you prefer for making appointment/events?



Do you wish to have one campus application to unify all campus needs?



## Interviews

I had interviews with **13** Parsons & CMU students

## WHAT DID PEOPLE SAY?

**“** There are **too many applications and websites** for all the events and activities at the school. Why don't they just create something that can organize everything?

**“** I hate emailing people to inform others about new events, while not everybody likes using email.

**“** I want a platform to know all the events from different departments that won't limit me to only attempting my own department's activities.

# Persona Analysis



Amy

Age: 19

Current Status: Student

Education: Business

Technology: Iphone X

**“** I am an undergraduate student at CMU, major in business, minor in drama.

## Bio

Since her first day at CMU, Amy has always had to use multiple on-campus applications. She has to make an appointment with TA by email but with professors through Canvas. There is also no platform for Amy to know more people from her two-hundred-student lectures. She is suffering by learning and hanging out to any on-campus activities that she wants to socialize and be involved in her student career in the CMU.

## Goals

- One on-campus application only
- Make appointments with TAs and professors simply
- Need a unified school event platform
- Create & join school events easily
- Meet new people during the events
- Knows whether any events are holding nearby

## Behaviors

- Mainly use iPhone for social access - prefer using laptop for work
- Very active in social media including Instagram and Snapchat

# Wireframes Development

**Home**

**Pop-up Event**

**Event Map**

**Class Events**

**Message**

**Search**

**Search Result**

**Filters**

**Event Detail**

**Create Event**

According to the result of the user research, I made 34 wireframes of the Groop application with ten main sections. The main functions of these interfaces are:

- 1) Home page
- 2) Pop-up event
- 3) Event map
- 4) Students' events in their curriculum
- 5) Campus events
- 6) Search events
- 7) Creating an event
- 8) User profile page
- 9) QR code scanning function for entering the event page
- 10) Event details

After designing these wireframes, I did the user testings and created another version of the wireframe design for AB testing to get the optimal strategy.

# Usability Testing

To verify my revision and new prototypes, I did some usability testing.

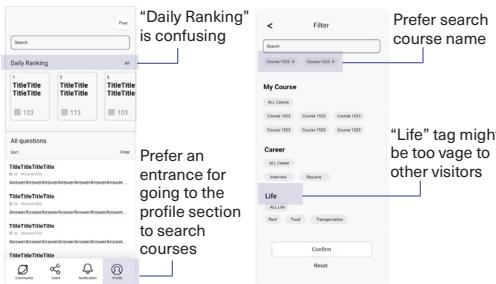
## Think-aloud Testing

I designed 5 tasks for users to figure out the functions of the application.

### User Testing Tasks

Introduction to the session  
Hi, thanks for joining today. We're going to do a fun session that takes about 10 minutes. We'll be recording the session for our note-taking purposes...

Tasks	User problems	Finish time	Memo
Post (question)		02' 54"	
Find topics:			
Post comments:	prefer half screen for question with long text	06' 20"	prefer half screen for question with long text
Chat:			
Notifications:			



## A/B Test

To simplify the procedure, I integrated the different steps and rearranged information to elaborate the user flow.

Hand-writing scripts

### A+B TEST

#### PARTICIPANT 1:

(A) Time : 14.04S + 10.09S + 02.90S  
problem: - cannot remember course No. that cannot differentiate courses by codes.

Memo: like how we categorize questions into 3 tags:  
↳ and “coffee” & “bar” into living section

prefers course name instead of course code

(B) Time : 01.20S + 02.11S

problem: - not sure about the “daily ranking” section

Memo: rename “daily ranking” into “trending questions”

#### PARTICIPANT 2:

- comment: half-screen + still see where I'm at

on answer

- home page : ↳ don't know what is “daily ranking”

↳ prefer 3 sections at menu

↳ “daily ranking” & “all question” are confusing

↳ “events near me” more attractive

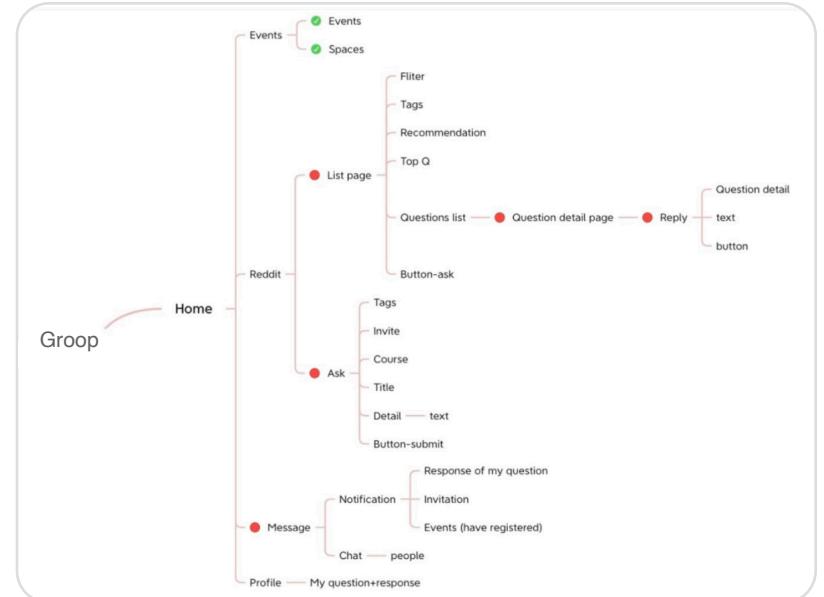
#### PARTICIPANT 3:

- Time : 03.36S + 08.41S + 01.35S

- memo: prefer half-screen comment → does not have to go back to see the questions if he/she forget the content

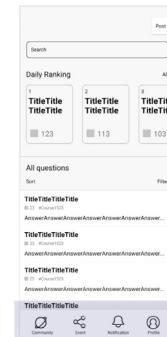
- Question : “living” tag might be vague to other users + not sure what it means specifically

- suggestion: ↳ maybe makes “living” more accurate into specific details  
e.g. underground on-campus lifestyle, etc.)



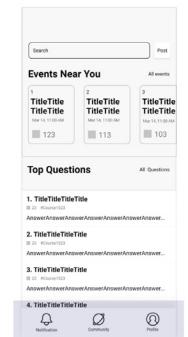
1

Daily Ranking and All questions are repeated."



2

Users can see more interesting things at a glace.



3

Users can see where they are replying at.



0

Occupying too many spaces.



# Design Elements

# Aa

Proxima Soft

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



**Success!** Create!

Please  
describe your  
event in detail!

Temmie

Events from courses

[Back to home page](#)

League of Legends  
Ranking Games

Sed turpis pretium at non lobortis ut.  
Maecenas tortor enim quisque blandit et  
lectus. Ac erat viverra et, ullamcorper purus.  
Et sem nec elementum ac fames. Sit cras.

lemmie123@newschool.edu

Tailwind Black off (400), 40px

**Title (XXX-Large),  
40px, black**

Proxima Soft, 36px

**Title (XX-Large), 36px, Semibold**

Arial Rounded MT Bold, 32px

**Title (X-Large), 32px, Bold**

Arial Rounded MT Bold, 24px

**Title (Large), 24px, Bold**

Proxima Soft, 18px

**Title (Medium), 18px, Semibold**

Proxima Soft, 16px

**Body (Medium), 16px, Regular**

Arial Rounded MT Bold, 12px

**Body (Small), 12px, Bold**

**Tag (Regular), 12px, Bold**

Color

Theme Color: #622BD9

Background Color: #FFFFFF

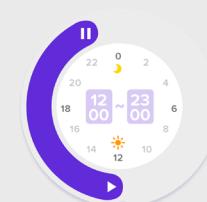
Primary Color

#FFFFFF  
#B5B5B5  
#737373

Assistant Color

#E9FEDF  
#D16464  
#C7B4E7  
#BEACD0  
#F3C1E2  
#F3B0E4  
#B6E1FF  
#35CF10

Buttons



[Cancel](#) [+](#) [Switch](#)

[View details](#)

[Request to join](#)

Search

Find your interests

Say something...

Library

Camera

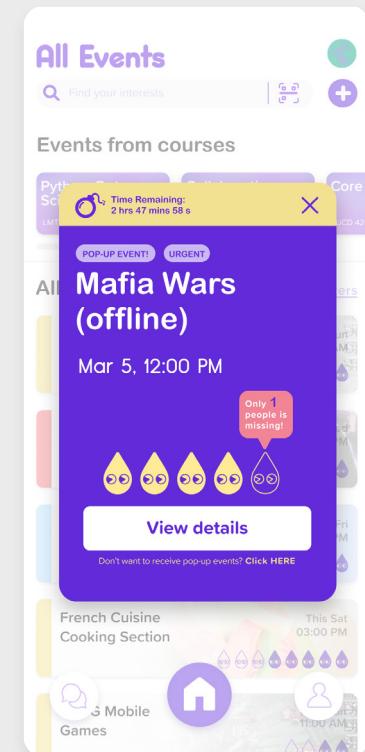
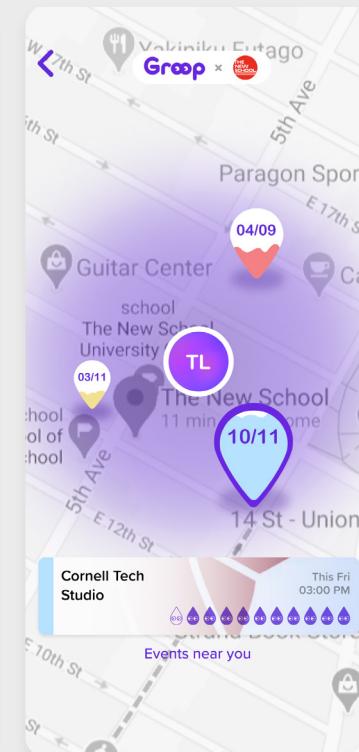
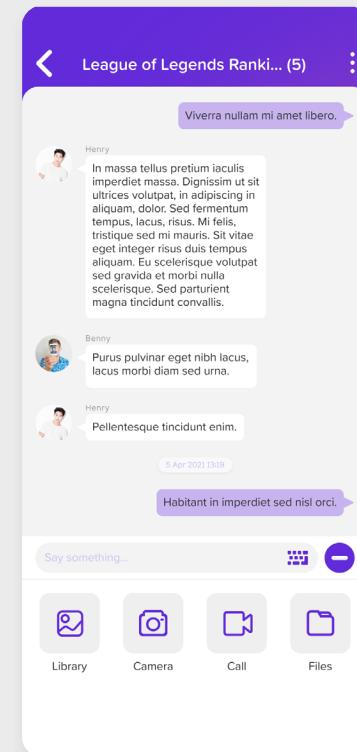
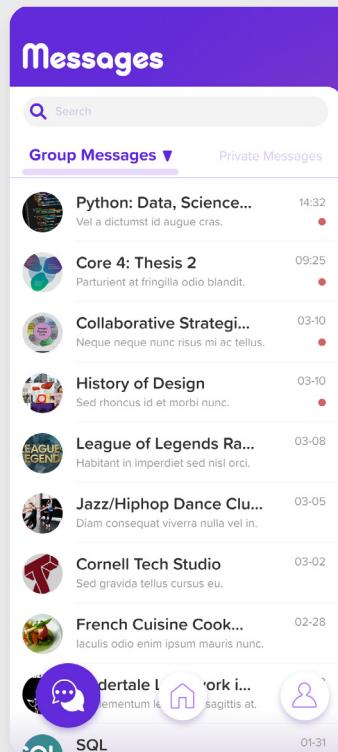
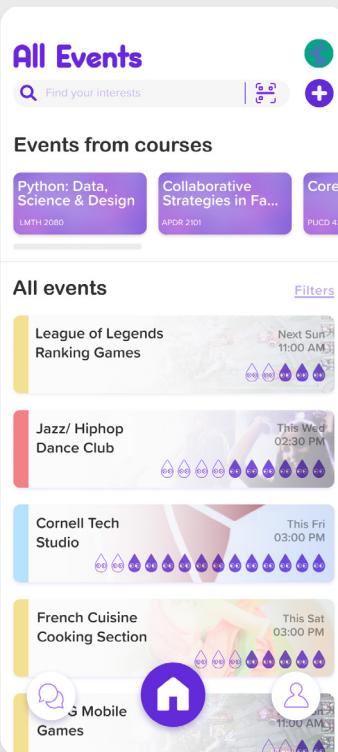
Call

Files

Icons



# Visual Design



Home

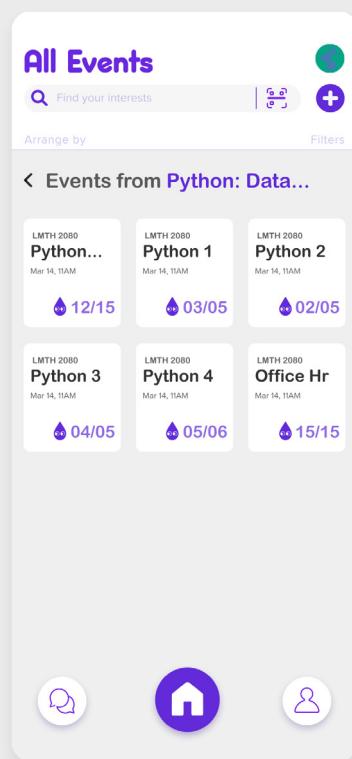
Message

Chat room

Events Near You

Pop-up Event

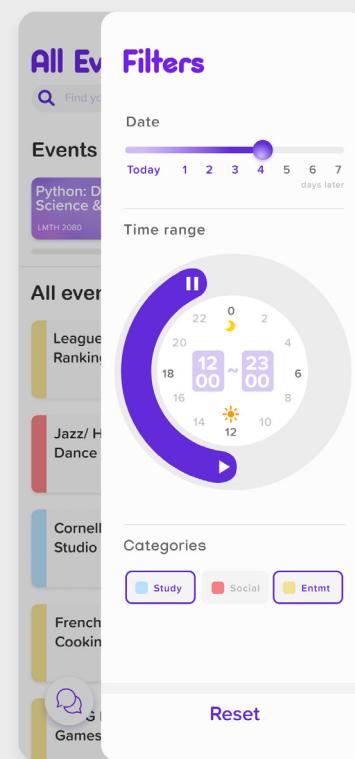
# Visual Design



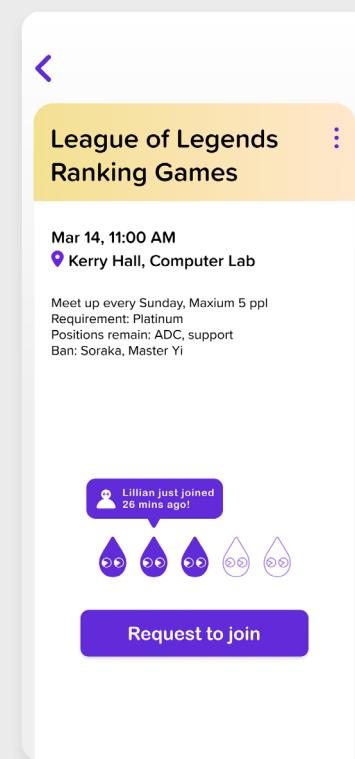
Course Events



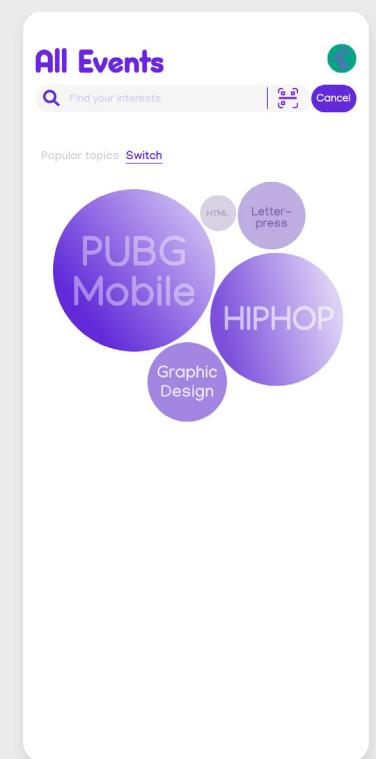
QR Code Scanning



Filters



Event Detail



Search

# XIAOMI SMART HOME APPLICATION

User Interactive/ Experience Design

November, 2020 - December, 2020



This project is to design a mobile phone user interface for Xiaomi Smart Home software. Xiaomi Smart Home is a complete set of closed-loop experience composed of smart hardware products of Xiaomi Eco-Chain Enterprise. The Xiaomi Smart Home APP is a unified device

connection portal, deeply integrated into the MIUI system, and the lock screen interface integrates the device control center to simplify the operation process and facilitate users to quickly connect and use Xiaomi smart hardware devices with one click.

# Branding Requirements



## Xiaomi Smart Home Application

Xiaomi Smart Home Products (also known as Mi Ecosystem products) are products released by third-party manufacturers who have partnered with Xiaomi. These products are managed by Mi Home app.



### 1. Cozy feeling.

This software focuses on smart homes. The purpose is to let users experience the warm feeling of home while they are using.

### 2. User-friendly.

The software has a broad audience - both male and female; the youth and the aged; the tech-newbie and the expert. So the software interface should be in explicit language and inclusive to all the target users.

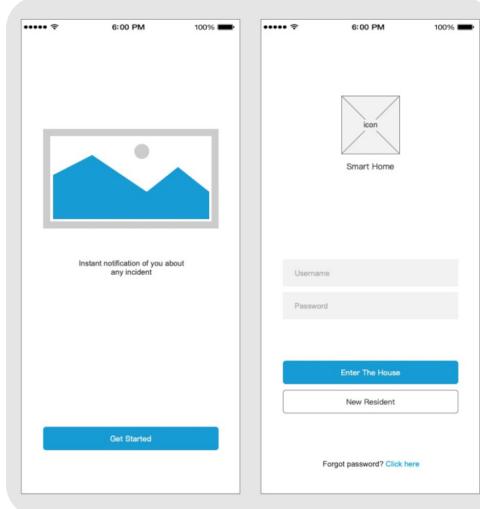
### 3. Follow the trend of design.

Recent design trends are characterized by flatness and roundness.

### 4. The use of colors should conform the brand's positioning.

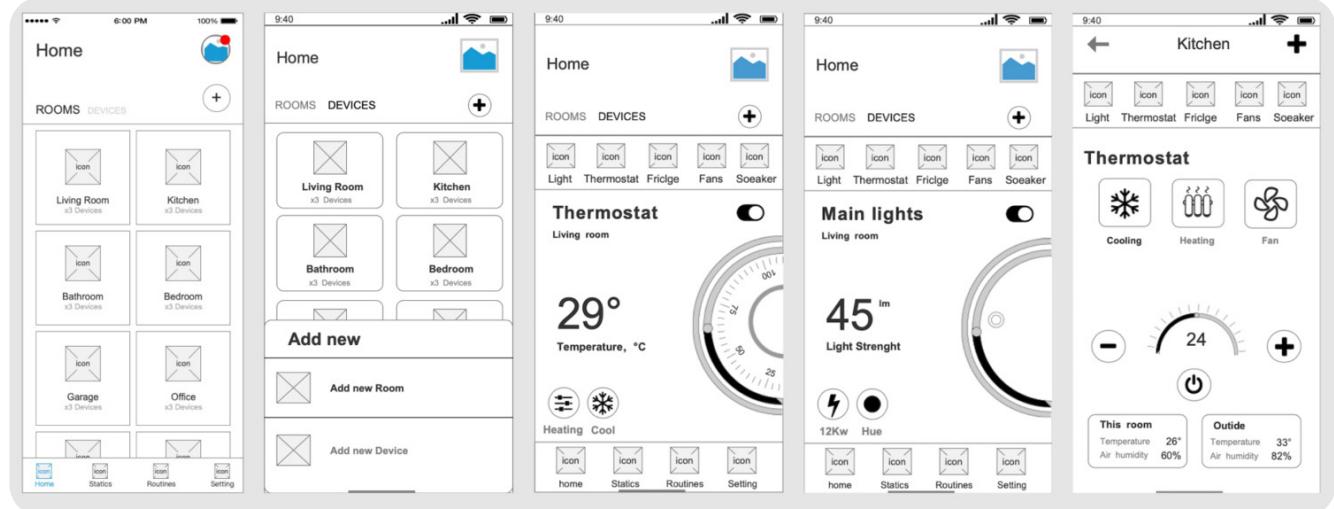
# Wireframe Design

\* This section of content was done with the cooperation with User Interaction team members in Xiaomi Tech.



## #1 Initial Interface

These two interfaces are the interfaces displayed when the software launches. The one on the left is the buffer interface, and the picture in the middle will be placed with illustrations or advertising banners. On the right is the interface for the user to log in to the software.



## #2 Home Interface

These five interfaces are the "Home" page:

1. **Room display:** Because this software aims to facilitate the use of smart homes, the room options are displayed when the software launches. Users can view the smart home appliances in each room by clicking on each thumbnail/card.
2. **Add button:** Users can add a new room or new device by clicking the plus sign in the upper right corner.
3. **Equipment display #thermostat:** This display is the exclusive setting page of the thermostat. The user can control the tem-

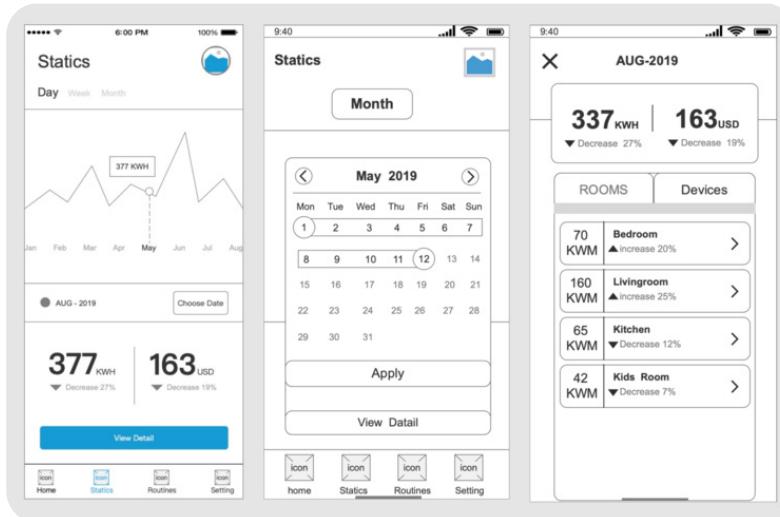
perature through the dial on the right. There are buttons to control cooling, heating, and settings in the lower left corner.

4. **Equipment display #main lights:** This is the exclusive setting page of lights. The user can control the brightness of the light through the dial on the right. There are buttons on the lower left corner to control the bulb's wattage and adjust the color of the light.
5. **Equipment display #thermostat setting interface:** This shows the thermostat setting page. Users can control the cooling, heating and fan buttons through the upper

part. There are plus and minus buttons on the left and right sides to control the temperature. Shown below are indoor temperature and humidity and outdoor temperature and humidity.

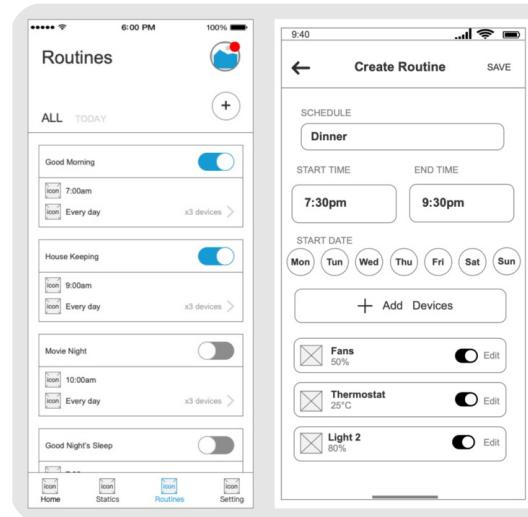
# Wireframe Design

\* This section of content was done with the Cooperation with User Interaction team members in Xiaomi Tech.



## #3 Statics Interface

These three interfaces **display the data of the room**. The software will automatically record the data. Users can view past data records through the calendar. In the view detail interface, the user can see the specific data of each room and each device.



## #4 Routines Interface

These two interfaces are for setting daily plans. Users can **add a routine through the plus button** in the upper right corner to let the smart home automatically start at regular intervals. On this main page, the user can choose whether to turn on the device through the toggle button.



## #5 Setting Interface

The user can set the software on this interface. The top one is the user's avatar and name. The user can **set personal information on the edit button** on the right. The middle column is the three most-commonly-used control buttons. Below are some less-frequently-used settings for the software.

# Design Elements

## TYPOGRAPHY

Aa

Roboto

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



TYPEFACE - 96PX

**Body (XXX-large),  
96px, regular**

TYPEFACE - 48PX

**Body (XX-large), 36px, regular**

TYPEFACE - 36PX

**Title (X-large), 36px, Medium**

TYPEFACE - 30PX

**Title (large), 30px, Medium**

TYPEFACE - 24PX

**Title (medium), 24px, Medium**

TYPEFACE - 20PX

**Title (medium), 24px, Medium**

TYPEFACE - 16PX

Subtile (medium), 18px, regular  
TITLE (SUB), 16PX, REGULAR, UPPER CASE  
Body (medium), 16px, regular

TYPEFACE - 12PX

Tag (medium), 12px, regular  
Tag (small), 10px, regular

## COLOR

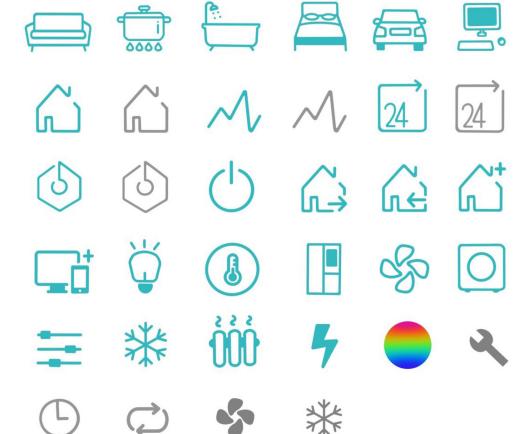
Primary Color: #32BAC0

Background Color: #E6F3F8

Primary Color:  
#CECECE #969696 #818181 #5F5F5F

Assistant Color:  
#FFFFFF #96DADD #9CDDDF #3BA0A5  
#E3EEEF #CADFE0 #98CDCC #94BEC0

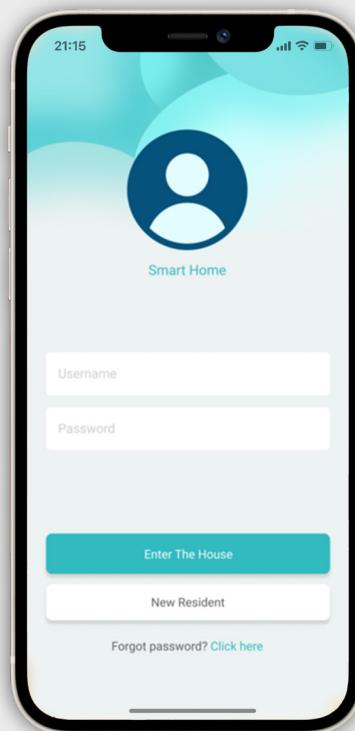
## ICONS



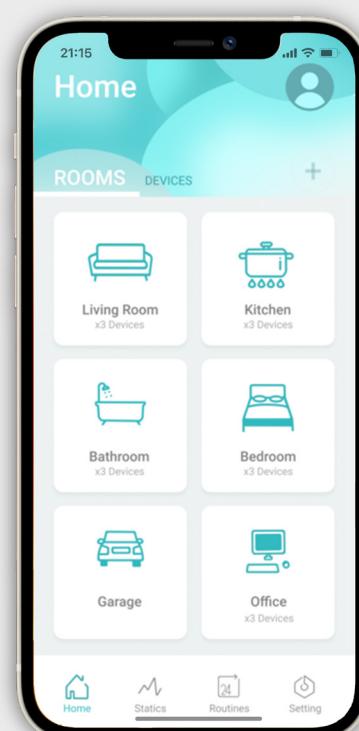
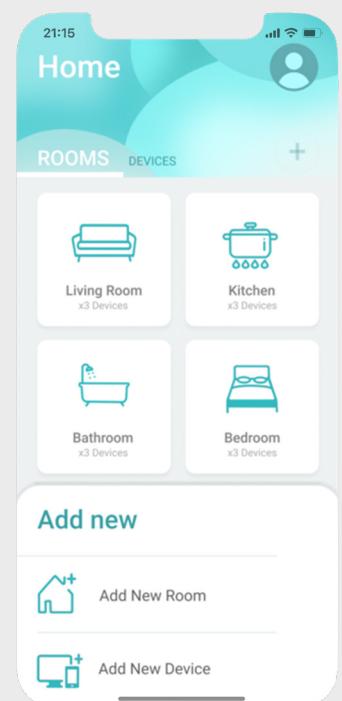
## BUTTONS



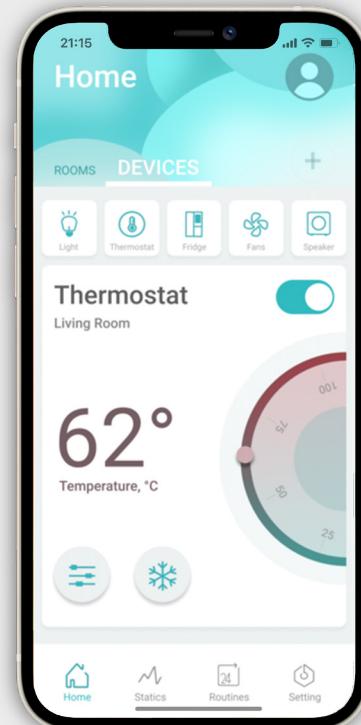
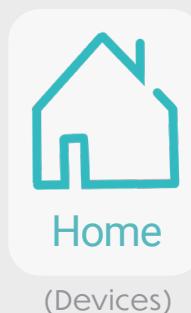
# Visual Design



Log-in interface

Home interface  
(room)Home interface  
(add new)

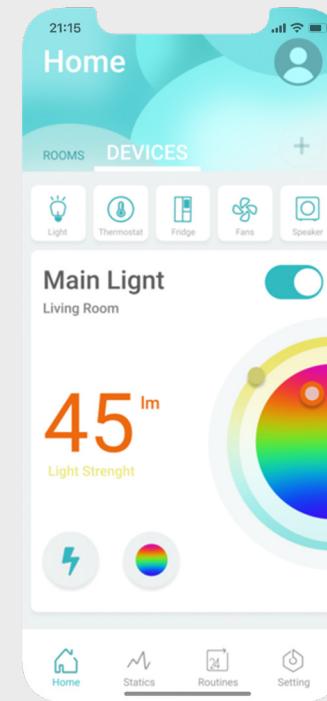
# Visual Design



Home interface  
(devices - thermostat)



Home interface  
(devices - thermostat  
-settings)



Home interface  
(devices - main light)



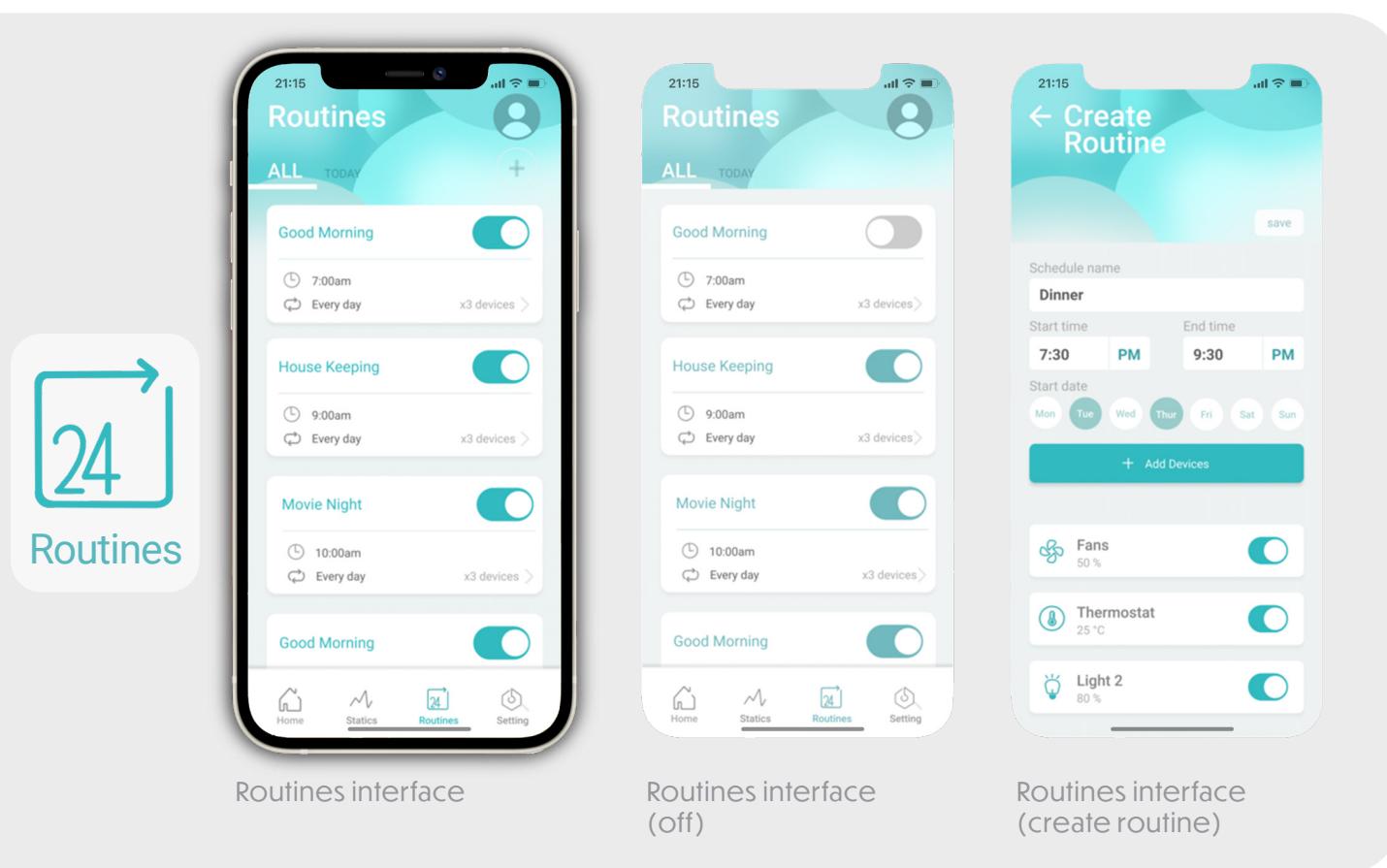
Home interface  
(devices - fridge)

# Visual Design

The image displays four mobile application screens from the Xiaomi Smart Home app, arranged horizontally. Each screen includes a small icon and a descriptive caption below it.

- Statics interface (day)**: Shows a line graph for energy consumption over a month, with May highlighted. Below the graph are two summary KWH values: 377 KWH and 163 KWH. A "View Detail" button is at the bottom. Icons for Home, Statics (selected), Routines, and Setting are at the bottom.
- Statics interface (day - view detail)**: Shows detailed energy consumption by room: Bedroom (70 KWM, increase 20%), Livingroom (160 KWM, increase 25%), Kitchen (65 KWM, decrease 12%), and Kids Room (42 KWM, decrease 7%). A "Choose Date" button is at the bottom. Icons for Home, Statics (selected), Routines, and Setting are at the bottom.
- Statics interface (month)**: Shows a calendar for May 2019. Below the calendar are "Apply" and "View Detail" buttons. Icons for Home, Statics (selected), Routines, and Setting are at the bottom.
- Setting interface**: Shows user profile information (Hello, Lonnie Murphy) and various settings options: Off Energy, Left Home, Came Home, My Home, Message, Family Access, Change Password, Support, and Sign Out. Icons for Home, Statics, Routines, and Setting are at the bottom.

# Visual Design



- The overall color is in line with Xiaomi's smart home positioning.
- In order to create a cozy feeling, all patterns and panels are curved, giving a soft feeling
- The software style conforms to the trend of the recently updated software system style
- All icons are composed of simple dots, lines and planes  
Added smooth page transition animation
- The color of the interface changes slightly according to the characteristics of the product
- The color matching is not complicated, and ambient colors are used.
- Fonts and navigation bar are simple, and the font and color can be clearly distinguished from the background color.

# HONEY FRAGRANCE PROJECT



User Experience/Product Design

April, 2020 - May, 2020

## Branding Characteristics

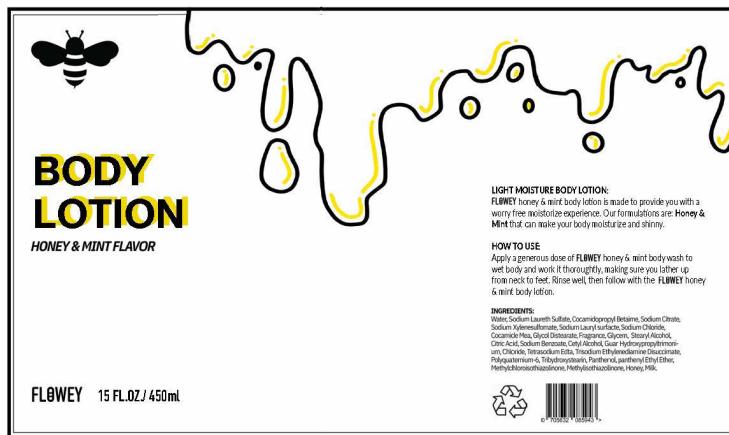
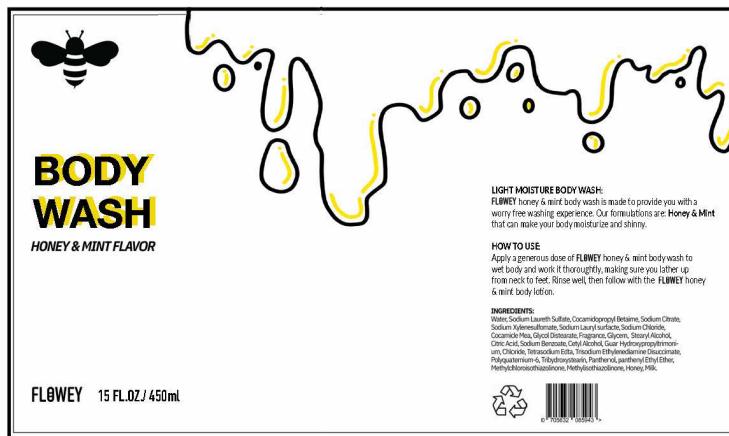
The goal of this fragrance project is to use honey to create a series of aromatherapy products, naming it as FLOWEY because honey comes from flowers, and honey has the characteristics of fluidity. So I combined

"flower" and "flow" and named "FLOWEY", and added the iconic stripes of bees to the letter "O". I also implemented "liquidity" in the packaging design of the entire series, adding flowing honey.

## Target

- Consumer age range: 16 - 26
- Target market: European and American
- Sale at the mid-market supermarket (e.g., Trader Joe's)
- Price range: USD \$20 - \$50 per product

# Highlights of The Design



## 1 Positioning rejuvenation.

Since this brand's target group is younger, I used vibrant yellow and comic-style black lines in the design style.

## 2 Unique labels.

Each set of products has its own label. The label displays the product name and ingredient list in a comic style.

## 3 Simple design.

There is an illustration of honey flowing on the top of each product, and the rest of the design is the product label.

## 4 Low in cost.

The packaging materials selected for this series of products are relatively simple and low in cost. Since this series aims at young people, the pricing of products is affordable for them. According to the target price, plastic bottles are chosen for body wash and skincare lotion, glass bottles without much craftsmanship are chosen for perfume, and plastic is also chosen for the soap dispenser.

# Catalogue



Body Wash &  
Body Lotion



Scented  
Soap



Eau de  
Parfum



# Galleries

## FLOWEY COLLECTION



# CHOCOLATE BAR PACKAGE DESIGN

User Experience/Product Design

January, 2020 - February, 2020

## Branding Characteristics

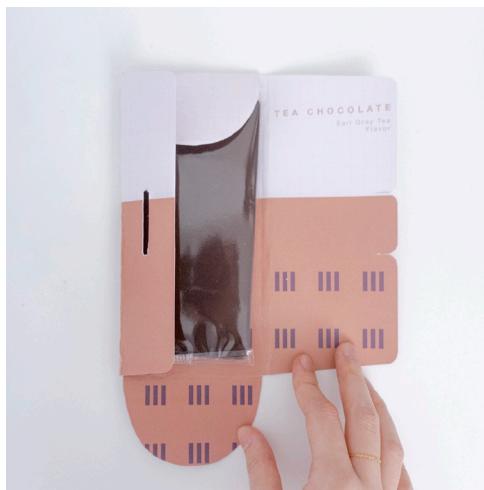
The purpose of this project is to design the packaging for a set of customized chocolates. The chocolate I designed has four flavors, namely bubble tea flavor, Thai milk tea flavor, matcha flavor, and Earl Grey tea flavor. The

chocolate brand is designed around "tea" as the highlight of the packaging and has different illustrations according to tea's different flavors. The series includes chocolate packaging design and brand logo design.

## Target

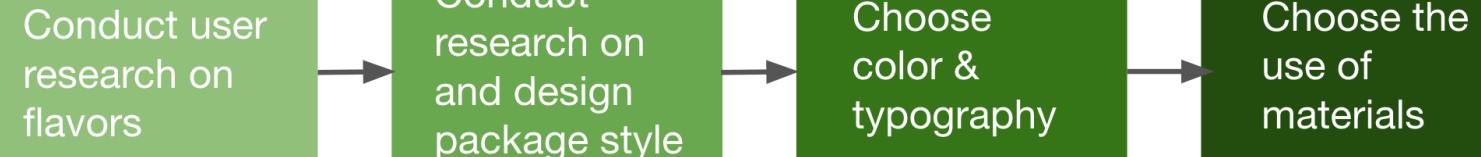
- Consumer age range: 16 - 26
- Target market: European and American
- Sale at the mid-market supermarket (e.g., Trader Joe's)
- Price range: USD \$6 - \$8 per bar

# Highlights of The Design



- 1 Snap closure design:**  
Convenient to store when divided into
- 2 Double-sided printing, the middle and lower parts of the front and back have the representative color corresponding to the taste.**
- 3 The digital pattern on the front of the package is the latitude and longitude coordinates of the source:  
I distinguish each chocolate by the geographical location of its birthplace.**
- 4 The back of the package tells the origin of each tea drink's beverage and  
Each set of products has its own label.  
The label displays the product name and ingredient list in a comic style.**
- 5 Inside the package is an illustration of a tea drink corresponding to the taste,  
with simple geometric shapes.**

# Process



## Step 1: Decide flavors

I use four kinds of tea as the taste of my chocolate brand because of the rise of milk tea in the European and American markets, and even caused an upsurge among young people. So as a milk tea lover, I decided to use tea drinks as the theme.

Before brainstorming, I made a questionnaire for people between 16 and 26 years old to investigate their favorite tea drinks. A total of 45 people participated in my survey. I learned from the questionnaire that 35% of people chose bubble tea, 21% chose matcha, 18% chose Thai milk tea, and 14% chose Earl Grey tea. So I decided to make chocolate with these four flavored tea drinks.

## Step 2: Design package style

I have researched three packaging methods, namely the most common top opening and closing, innovative tear strip opening and closing, and unenclosed opening and closing. I discussed the pros and cons of the three with my classmates and teachers:

(img. 1)

The one on the left is the most common top opening and closing. The advantage of this kind of packaging is that most buyers know how to use it, and it is convenient for multiple times of storage. The disadvantage is that it appears widely on the market and is relatively common.



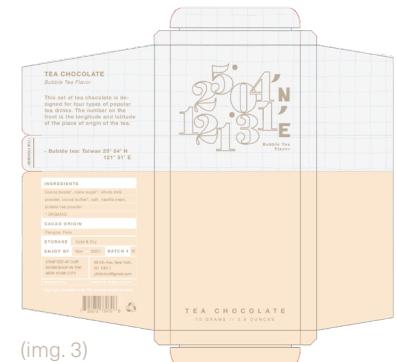
(img. 1)



(img. 2)

(img. 2)

The middle is an open opening and closing. The advantage of this opening and closing is convenient storage, and the inside of the package can also be decorated with illustrations. The disadvantage is that the opening and closing method is more complicated than the first one.



(img. 3)

(img. 3)

The tear strip is torn open from the middle of the package. After the middle of this package is torn open, and the bottom forms a cup shape. After tearing it open, customers will see a cup of tea when looking inside. The advantage of this idea is that the concept is novel, but the disadvantage is that it is inconvenient to use multiple times and excessively complicated.

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Based on our many discussions and testing the practicability of various models, we all agreed that the second model (middle image) is the most suitable for my chocolate theme.

# Process

- Conduct user research on flavors
- Conduct research on and design package style
- Choose color & typography
- Choose the use of materials

## Step 3: Choose color & typography



Based on the characteristics of each tea drink, I designed a set of color and geometric patterns to indicate:

- **Bubble-tea flavor:** light warm-tone color, with brown circles on averagey, indicating bubbles.
- **Thai-tea flavor:** orange base with gradient color change at the bottom to indicate tea sediment of the Thai tea.
- **Matcha-tea flavor:** a thin layer of light green on top with irregular white circles to indicate bubble top of green tea.
- **Earl-gray flavor:** kermesinus color base with groups of mulberry color stripes, which indicates tea leaf of the earl gray tea.

FONTS	
0 1 2 3 4 5 6 7 8 9	
• NEW	Text font - Helvetica Neue
USE OF COLORS	
Bubble Tea Flavor	C0 M10 Y19 K0 #ffe6cc C0 M32 Y43 K22 #cb9777
Thai Tea Flavor	C0 M31 Y47 K0 #ffbb8a C0 M58 Y56 K20 #ca705a
Matcha Tea Flavor	C35 M11 Y70 K0 #afc172 C10 M0 Y19 K0 #e5f1d6 C3 M0 Y7 K0 #f5f9ee
Earl Gray Flavor	C0 M44 Y44 K27 #be7d68 C12 M40 Y6 K68 #624858

I made the color usage table for this design. It contains the color parameters I used for each flavor and the geometric figures with their style. The table also includes the fonts, and a set of font designs for numbers and punctuation specifically designed for the latitude and longitude for the front surface.

## Step 4: Choose the use of materials

Based on the package's cost, I decided to use 350g white pearl card paper, to have higher durability of the package, which has its unique glossy color to shine the illustrations on the package.

I also add embossment texture on the title of the front surface to highlight

# Galleries

