Hi, I’m Valerie

I specialize in both exploratory and usability research, and I am familiar with identifying the most suitable methods to uncover user insights among various methods. Strong logical thinking help me defining and solving problems efficiently. Moreover, excellent communication and collaboration abilities enable me to work effectively with teams.

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Usability Evaluation of a New Insurance Platform

Nanshan Life Insurance

We conducted 2 usability tests.

1. **First test:** Through task testing, interviews and observations, we verified that whether this platform meets needs, expectations of target users. User opinions were collected and suggestions for subsequent design improvements were also provided.

2. **Second test:** To verify whether the participants can smoothly use this platform adjusted after the first test, that is, they can complete the entire process without guidance. In addition to checking whether previous issues have been resolved, other usability issues are also raised.

6
usability sessions

6
usability sessions

What I did?

Execute the first test. Lead the second test.

1. Confirm requirements research goals with stakeholders and propose the research plan.
2. Prepare and execute usability sessions.
3. Invite stakeholders to view usability sessions, and ask them to write observation notes.
4. Conduct recaps after every session and communicate directly with stakeholders to ensure consistent views on research insights.
5. Write research reports (raise and prioritize usability issues).
6. Discuss with designers in our department to propose design improvement strategies for user flow and interface.
7. Track subsequent adjustments and improvements.

Impacts & Key Takeaways

Significant Improvement in Task Completion

In the first test, **all participants** (n = 6) relied on guidance to complete the task.

In the second test, **5 out of 6** participants were able to complete the task on their own, showing that findings from the first test successfully made improvement to the design.

Increase in stakeholders' trust in our UX department

At first, the stakeholders were assertive and less willing to listen to us.

However, we continued to communicate with them, encouraging them to observe the usability sessions. This helped deepen their understanding of user needs, increase overall engagement, and build their trust in us.

Preliminary Research for the Redesign of an Insurance Platform

Nanshan Life Insurance

We conducted survey & interviews to understand:

What are agents' experience (main users) of the original platform and what are their pain points?

What are agents' needs and expectations for new features?

How to increase usage rates?

What I did?

1. Confirm requirements and research goals with stakeholders.
2. Define research questions.
3. Design quantitative questionnaire.
4. Planning interviews and designing interview questions.

***The internship ended before the distribution of survey and the execution of interviews.**

SOP of Usability Testing

Nanshan Life Insurance

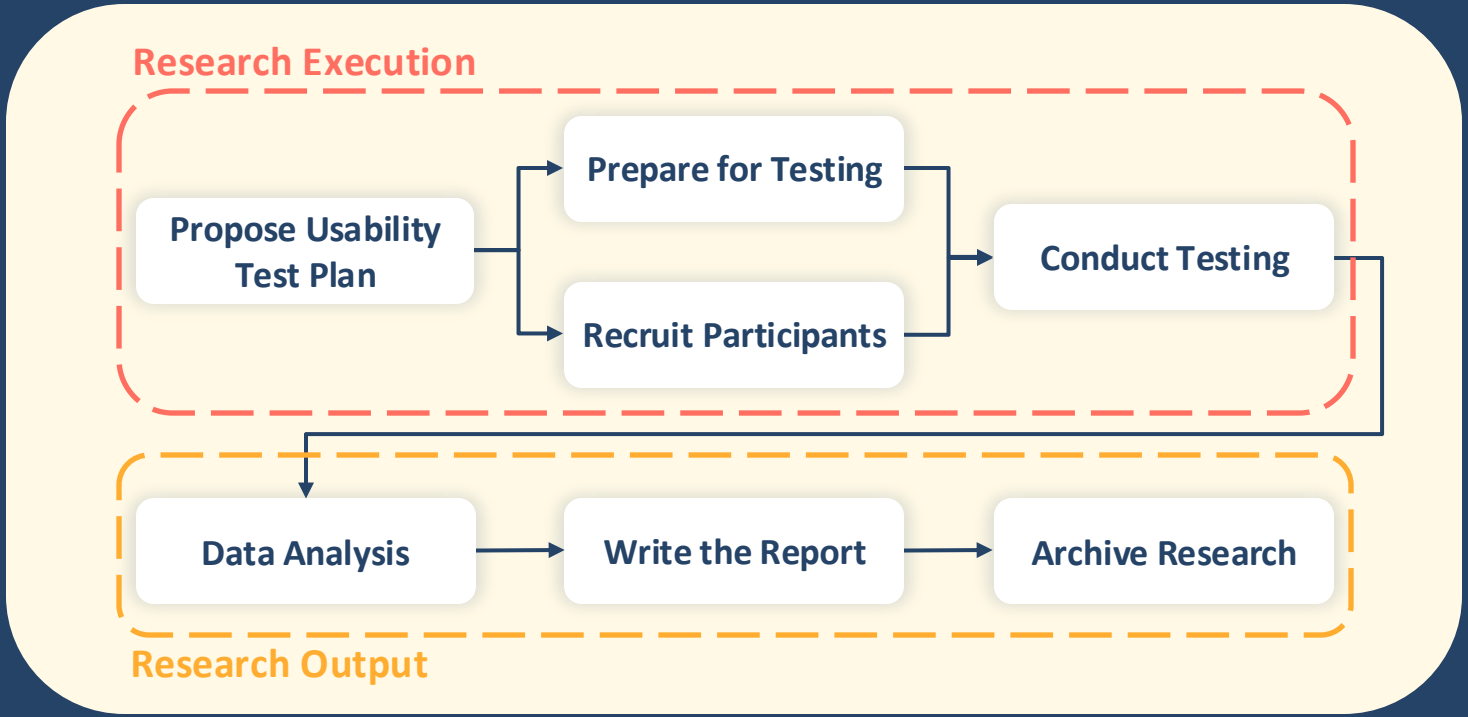
Main Goal

The purpose of establishing the usability test SOP is to allow new researchers or other non-UX members to quickly understand the execution and output process and details of usability testing at Nanshan Life Insurance through this SOP. It also allows for consistency when performing usability testing.

What we did?

1. Interview with each researcher to know about the situation and process of usability testing at Nanshan Life Insurance.
2. Draw flowcharts and write down the execution details of each process.
3. Collect the required documents and modify them into templates.
4. The usability test led by me is conducted in accordance with this SOP, and the process and details of the SOP are modified based on the actual implementation.
5. Ask Researchers, designers, and non-UX colleagues to review the SOP to see if they have any questions, and we iterate base on their questions and suggestions.

We standardized the execution and output process of usability testing.



Business Model Analysis of Music Streaming Platform

Selected School Projects

Wen-Ning Chen, Yu-Hsin Lin (2023, June). *Learn from the world: Business model analysis of music streaming platform.* Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.

What are the differences between Taiwan’s local music streaming platform and the world’s top five?

1. Adopt the Business Model Canvas to explore the similarities and differences in the business models of Taiwan's local music streaming platform (taking KKBOX as example) and the top 5 most used music streaming platforms (Spotify, Apple Music, Amazon Music, Tencent Music, YouTube Music) in the world.

2. Propose suggestions for the future development of Taiwan’s music streaming platform.

We conducted document analysis method.

1. Sources: the official websites and financial reports of each music streaming platform, newspaper and magazine reports, industry reports, and third-party data.

2. In order to avoid the nine blocks of the business model canvas being too complex when presenting the results, they are integrated into Value Propositions, Consumer Market, Key Elements, and Financial Structure.

Key Insights

Provide More Personalized Services

Strengthen the personalized recommendation system and accurately recommend songs based on user preferences.

Increasing Interactivity

Create more diverse ways to interact with users and further promote the brand through personalized marketing.

Enriching the Music Library

The types of songs are still more inclined to Chinese, Japanese and Korean, and their music library should be diversified.

關鍵合作夥伴

誰是關鍵合作夥伴?
誰是主要供給者?
哪些關鍵資源需要從合作夥伴獲得?
合作夥伴從事哪些關鍵活動?

關鍵活動

完成價值主張、通路、目標客群、收益流各自需要哪些關鍵活動?

關鍵資源

完成價值主張、通路、目標客群、收益流各自需要哪些關鍵資源?

價值主張

企業為客戶提供了什麼價值?
企業為客戶解決了什麼問題?
企業為各個目標客群提供了什麼產品和服務?
企業滿足了哪些客戶需求?

顧客關係

顧客期望企業與他們建立和保持什麼樣的關係?
企業建立了哪些關係?

通路

企業透過哪些管道接觸目標客群?
企業現在如何與顧客聯繫?
企業如何整合管道?

目標客群

為誰創造價值?
誰是最重要的顧客

成本結構

在商業模式中，最主要的成本是什麼?
哪個關鍵資源是最貴的?
哪個關鍵活動是最貴的?

收益流

當前的顧客願意為什麼價值而付款?
顧客通常付多少錢?
顧客目前是如何支付的?
顧客喜歡如何支付?
每個收益流對總收入的貢獻是多少?

四大構面	九大區塊	Spotify	Apple Music	Amazon Music	騰訊音樂	YouTube Music	KKBOX
價值主張	價值主張	可及性 客製化 便利性 價格	可及性 客製化 產品性能 價格	可及性 產品性能 價格	新穎	客製化 便利性 價格	可及性 客製化 產品性能 新穎 價格 品牌
消費市場	目標客群	多邊 市場		多邊市場		多邊市場	
	通路	直接網路銷售	直接網路銷售	直接網路銷售	直接網路銷售	直接網路銷售	直接網路銷售
	顧客關係	自助式 社群 自動化	自助式 社群	自助式	個人協助	社群	自助式 個人協助
關鍵要素	關鍵資源	實體資源 智慧資源	實體資源 智慧資源	實體資源 智慧資源	實體資源 智慧資源	實體資源 智慧資源	實體資源 智慧資源
	關鍵活動	平臺/網絡	平臺/網絡	平臺/網絡	平臺/網絡 內容生產	平臺/網絡	平臺/網絡 內容生產
	關鍵合作夥伴	規模經濟 取得特定資源	規模經濟 取得特定資源	規模經濟 取得特定資源	規模經濟 取得特定資源	規模經濟 取得特定資源	取得特定資源
財務結構	收益流	訂閱會員費 廣告制	訂閱會員費	訂閱會員費 廣告制	訂閱會員費	訂閱會員費	訂閱會員費
	成本結構	固定成本 變動成本 音樂版權費 規模經濟	固定成本 變動成本 音樂版權費 規模經濟	固定成本 變動成本 規模經濟	固定成本 變動成本 規模經濟	固定成本 變動成本 規模經濟	固定成本 變動成本

Semantic Network Analysis on Social Media during COVID-19

Selected School Projects

Yu-Hsin Lin (2023, Nov.). *A semantic network analysis of Taiwan government's crisis response strategies and public response on social media during COVID-19*. Paper presented at 2023 Annual Conference of Taiwan Academy for Information Society, Taipei.

During COVID-19 outbreaks, what are Taiwan government's crisis response strategies, and public opinion?

In Taiwan, COVID-19 has peaked in 2021 and 2022. I conducted mix-methods research to understand:

1. What are the similarities and differences between the crisis response strategies used by governments on social media?
2. What are the similarities and differences among public opinion regarding the crisis response strategies adopted by the government?
3. Will public sentiment change regarding the crisis response strategies adopted by the government?

I conducted semantic network and sentiment analysis.

Data Collection

- The contents of the **Central Epidemic Command Center** daily press conferences in three different stages during the 2021 and 2022 COVID-19 era, as well as the corresponding 77002, 26496, and 54426 messages.
  - 2021 Level 3 alert
  - 2021 Level 3 alert downgraded to Level 2
  - 2022 Omicron outbreak period
- Web crawling using Python packages.

Semantic Network Analysis

Use the Quanteda package of R language for word segmentation processing, and then draw the semantic network diagram in Gephi and find out the most important cluster distribution.

Sentiment Analysis

Use the positive and negative word lists in CSentiPackage as the basis, and use Python to analyze the proportion of positive and negative words and the sentiment ratio (P/N) of public messages in three stages.

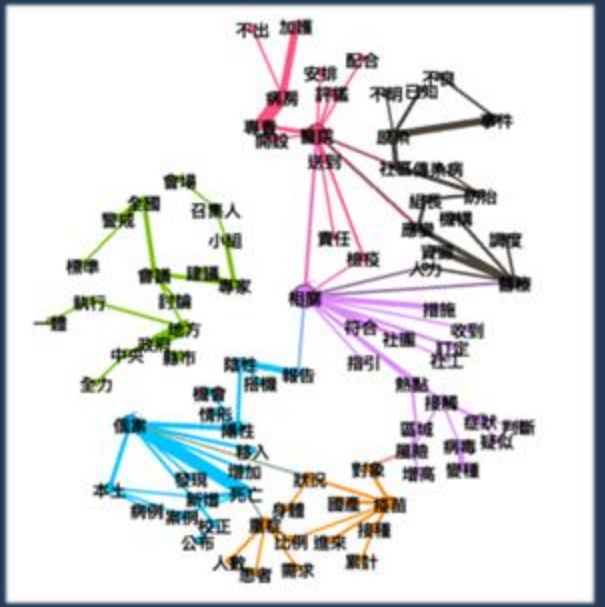
The government's crisis response strategies and public opinion vary at different stages.

1. Crisis Response Strategies:

Overall, the government has adopted the “instructing information" strategy to express various actions taken to protect the public and stakeholders, and the "adjusting information" strategy to express care and reduce negative impacts.

2. Public Opinion

No matter which stage, the positive sentiment ratio (P) of message words is **significantly lower** than the negative sentiment ratio (N). Overall, the sentiment ratio shows a trend of first increasing significantly and then decreasing.



Semantic network diagram at 2021 Level 3 alert stage

Dating APP User Research

Selected School Projects

Quantitative study is from:

Yu-Hsin Lin (2023, June). *The more you use it, the more "trust" and "well-being" you get? Exploring well-being and trust of users in the context of dating apps based on Social Penetration Theory and Media Richness Theory.* Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.

Will the level of anonymity and media richness of dating APP affect users' willingness to self-disclose?

There are more and more online scams on dating apps, thus, many users have begun to pay attention to the authenticity of dating apps. However, there are dating apps that focus on anonymity to attract users. In addition, an increasing number of dating apps are introducing novel features aimed at simulating face-to-face communication experiences for users.

I conducted mix-methods research:

1. Quantitative: I conducted a survey to validate the research hypothesis which are about the relation between variables of anonymity, media richness, self-disclosure, well-being, and trust.
2. Qualitative: Based on the results of the survey, I further conducted semi-structured interviews.

First, I conducted a online survey.

Data Collection

Survey was distributed on social media. Users with experience in dating apps were sample sources. After screening, 325 valid samples were obtained.

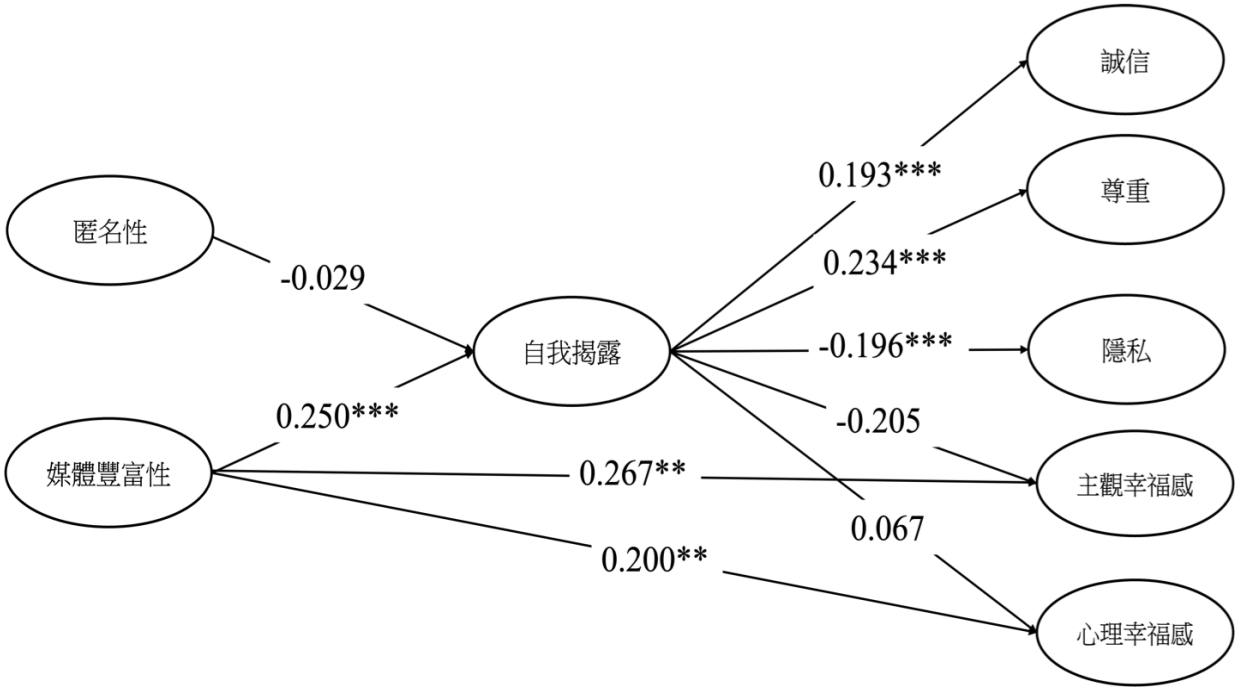
Questionnaire Design

An online questionnaire by Qualtrics, divided into 8 parts:

1) filter question
2) dating app usage habits
3) anonymity
4) media richness
5) self-disclosure
6) well-being
7) trust
8) demographic variables

Data Analysis

- The precision of the scale and the consistency of the questions in each aspect (reliability) are measured through R.
- Using PLS (partial least squares) for hypothesis testing.



*$p < 0.05$, **$p < 0.01$, ***$p < 0.001$

Key Insights

1. Anonymity in the dating APP is not significantly related to users' self-disclosure.
2. Self-disclosure in dating apps is not significantly related to well-being.
3. Self-disclosure in dating APP can enhance users' trust in each other.
4. The media richness of dating APP will promote users' self-disclosure.
5. The media richness of dating apps will increase users' well-being.

Based on the results of survey, interviews were conducted to explore:

How do users view anonymity and authenticity in dating apps environment?

What's users' experience of self-disclosure, and how do they feel after disclosing?

Next, I conducted semi-structured interviews.

Participants

According to the 2020 Pew Research Center study, the group with the largest growth of dating APP is the 18-25 year old group. Therefore, this study defines the research subjects as 18-25 years old.

Recruitment

Recruitment is posted on Facebook college student clubs. Participants requirements are: 18-25 years old, long-term and frequent use of dating APP.

After screening, 3 participants were 21, 22, and 24 years old respectively, and had all used dating APP for more than a year and 2-4 days a week.

Interview design

Ask questions about dating apps and allow participants to expand their discussion freely. The questions are divided into following dimensions:

1) Motivations for dating APP
2) Experience on dating APP
3) Thoughts and feelings about relationships etc. after using dating APP.

Key Insights

Concerns About the Authenticity of Chat Partner

Due to the hardness of identifying the chat partner's true identity, uncertainty about their motives, and lack of mutual connections, participants expressed that they are more cautious about sharing personal information, fearing potential scams from their chat partners.

Negative Feelings from Unreciprocated or Pressured Self-Disclosure

Participants noted that after engaging in deeper and more frequent self-disclosure, if the chat partner suddenly stops responding or shows a lack of interest in building a relationship, it leads to feelings of frustration. Moreover, when the chat partner attempts to quickly establish closeness or expects them to share more, they feel pressured.

ChatGPT User Research

Selected School Projects

How do students use ChatGPT for learning purposes?

When ChatGPT had only been launched for a few months, some schools already discovered that many students were using it to help with assignments. Consequently, they began banning the use of ChatGPT, fearing it might negatively impact students' learning. Conversely, some teachers believe that completely banning ChatGPT is extremely difficult and argue that university students are capable of making judgments. With the proper understanding of how to use it responsibly, they believe that ChatGPT can actually support students' learning.

I conducted mix-methods research to understand:

1. How do students use ChatGPT to assist in discussions or assignments?
2. What difficulties do students encounter when using ChatGPT? What are their concerns?

First, I conducted 3 field studies to observe how students use ChatGPT to write homework, make reports, and discuss.

Using **naturalistic observation** to observe a group of college students discussing in a library discussion room.

Observing the other two college student and graduate student through **method of shadowing**. During the observation, questions were asked about their behavior. Each observation lasted approximately 30-60 minutes.

How findings guide my next step?

Results of field study indicate that students do use ChatGPT for assignments and discussions; however, they often question or distrust the information provided and rarely adopt its content fully. Some also have concerns about being noticed using it.

Therefore, conducting interviews could provide a more in-depth and multifaceted understanding of their motivations, interactions, challenges, and perspectives regarding the use of ChatGPT.

Next, I conducted semi-structured interviews.

Participants

According to research questions, participants are target to college students and graduate students.

Recruitment

Recruitment form was posted on the Facebook NYCU student board. Participation requirements are: currently a college or graduate student; ChatGPT is "often" used when doing any knowledge-related activities.

After screening, 3 participants consist of graduate and undergraduate students, and they use ChatGPT for every assignment or group discussion.

Interview design

The questions are divided into following dimensions, and allow other comments.

1) The usual process of doing homework.
2) Motivation for using ChatGPT.
3) Experiences and how to interact with ChatGPT .
4) Problems encountered and how to deal with them.
5) Reasons for continued use.
6) Use ChatGPT to bring changes in learning or life.

Preliminary Design Implications

1. It's crucial to inform that content ChatGPT generates may be wrong.

(*This design suggestion is the same as the later design of ChatGPT)

Participants encountered situations where ChatGPT-generated content or answers seemed accurate but were, in fact, completely incorrect or fabricated. Without further verification, it's easy to trust these responses as true, which could negatively impact learning.

2. Clearly inform users about how ChatGPT works.

A Participant noted that, initially she assumed the answers from ChatGPT were all reliable, but understanding how the model functions helped her realize that responses may sometimes be inaccurate.

3. An age restriction mechanism for ChatGPT should be established.

One freshman participant fully accepted ChatGPT's responses without questioning their accuracy. If university students demonstrate this reliance, younger students, like high schoolers or below, may face an even higher risk of unquestioningly believing ChatGPT's answers.