

Youhan Guan

PORTFOLIO

2014-2016

UI/UX/Graphic Design • Web Development
youhanguan.com

Framework / User Flows

Working based on required features, designed the framework and user flows of the applications, including ICM Web, ICM Mobile and more.

Selected works for ICM Comp Plan Reports (Web):

The screenshots illustrate the ICM Comp Plan Reports (Web) interface, showing various report overviews and tag group details.

- Report Overview:** Shows a bar chart, a line chart, and three donut charts with values \$365, \$280, and 78 Units Per Month. Below the charts are buttons for Transaction Value, Earnings Type 2, Earnings Type 3, Total Cost, and Budgets.
- BIG REPORT:** A section with descriptive text and a long string of placeholder text.
- Tag Group Details:** A panel showing a tree structure for 'Earning Type 2' and 'Tag Group Structure' for 'Earning Type 2'.
- Report Overview:** Similar to the first one, showing a bar chart, line chart, and donut charts with values \$365, \$280, and 78 Units Per Month. Buttons for Transaction Value, Earnings Type 2, Earnings Type 3, Total Cost, and Budgets are present.
- Report Overview:** Shows a bar chart, line chart, and donut charts with values \$365, \$280, and 78 Units Per Month. Buttons for Transaction Value, Earnings Type 2, Earnings Type 3, Total Cost, and Budgets are present. A 'Tagging to Object' dialog is open, showing a list of calculation methods and their corresponding fields.
- Report Overview:** Similar to the fourth one, showing a bar chart, line chart, and donut charts with values \$365, \$280, and 78 Units Per Month. Buttons for Transaction Value, Earnings Type 2, Earnings Type 3, Total Cost, and Budgets are present. A 'Tag Group Details' panel shows transaction value and tag group structure details.

Selected works for ICM Presenter:

The screenshots illustrate the ICM Presenter interface, showing Admin Component Weights and Admin Layouts.

- Admin Component Weights:** A 'Take a Tour' section with a video player and a 'How to create Layout' button. Below it is a 'Start with a Template' section showing icons for Printable/Bordable, One-screen, and Report Type components. A 'Create Your Own' section includes 'Launch Layout Wizard' and 'Create Layout' buttons.
- Admin Layouts:** An 'Untitled Layout' window showing a blank canvas with layout tools at the bottom: Add Component, Split Vertically, Split Horizontally, Split 2 x 2, Split 3 x 2, and Stack. Buttons for Preview, Discard, and Save are at the bottom right.

Selected works for ICM Presenter (Continue):

The screenshot shows the Admin Component Weights application interface. On the left is the 'Component Palette' containing sections for Basics (Add Text, Add Image, Add Map), Data (Add Numeric Value Display, Add Date Value Display, Add Text Value Display, Add Data Grid, Add Fixed Grid, Add Single Series Chart, Add Multi-Series Chart), and Others (Add Text Control, Add Pick List Control, Add Signature Control, Add Submit Button, Add Workflow Dashboard). The main area is titled 'Untitled Layout' and contains a large empty canvas. A 'Layout' panel on the right provides tools for splitting tiles (Split Vertically, Split Horizontally, Split 2x2, Slice Tile) and adjusting tile size and border style. At the bottom are 'Preview', 'Discard', and 'Save' buttons.

Functions were designed according to the nature of the application.

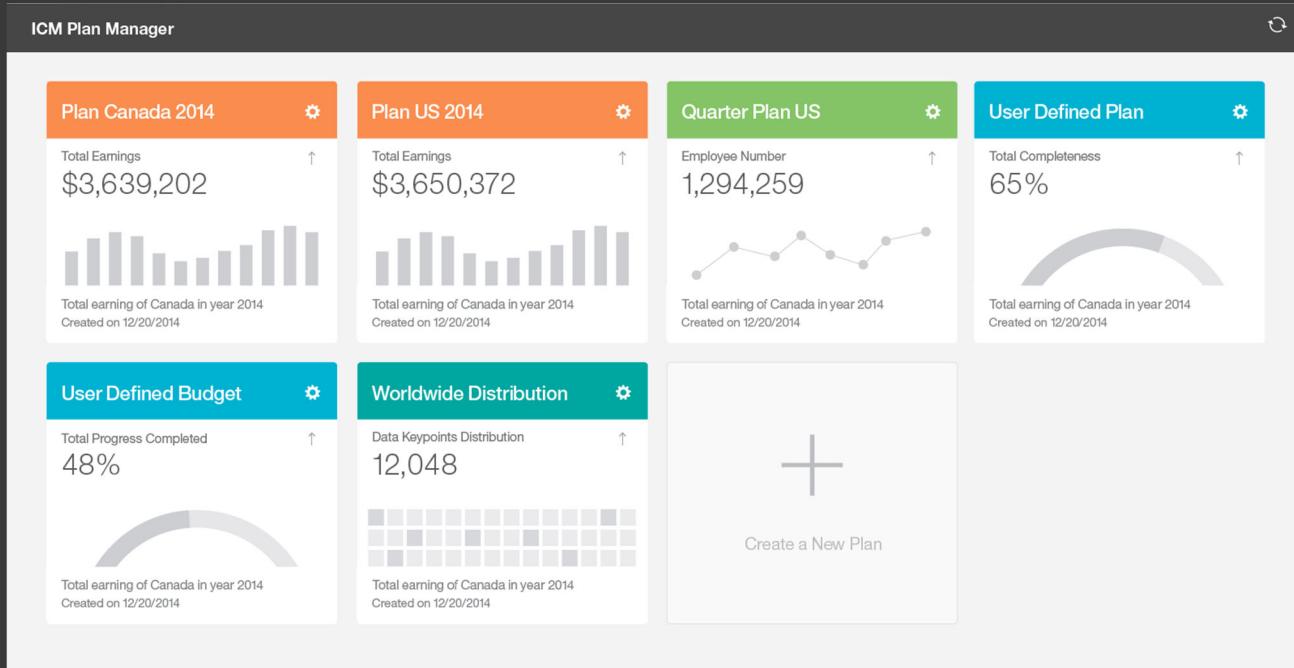
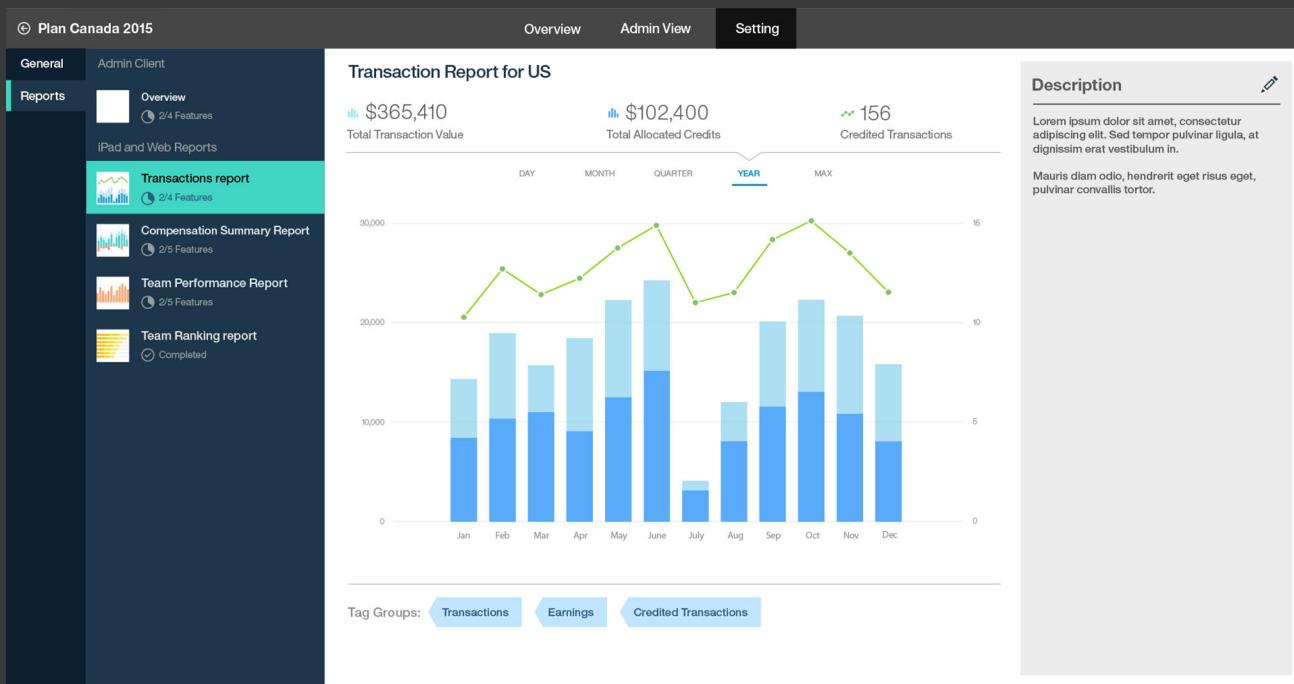
The image displays four screenshots of the Admin Component Weights interface, each showing a different step in the configuration of a Data Grid:

- Screenshot 1:** Shows the 'Data Grid' configuration panel where a 'Select Data Source' dropdown is open, listing various tables and fields such as 'Comp of arc comp plan weights', 'src comp plan weight', 'Adjusted Incentive Target', 'Manager', 'Payee', 'Tentroy', and 'New Form Source ds comp weights'. The main layout area shows a 2x2 grid structure.
- Screenshot 2:** Shows the 'Data Grid' configuration panel with the 'Grid Details' section expanded, showing 'Column 1' set to 'Payee ID' and 'Column 2' set to 'Value'. The main layout area shows the 2x2 grid structure.
- Screenshot 3:** Shows the 'Text Editor' configuration panel, which is a modal window for editing text content. It includes settings for 'Font' (Arial), 'Colour' (black), and 'Alignment'. The main layout area shows the 2x2 grid structure.
- Screenshot 4:** Shows the 'Data Grid' configuration panel with the 'Grid Details' section expanded, showing 'Column 1' set to 'Payee ID' and 'Column 2' set to 'Value'. The main layout area shows the 2x2 grid structure.

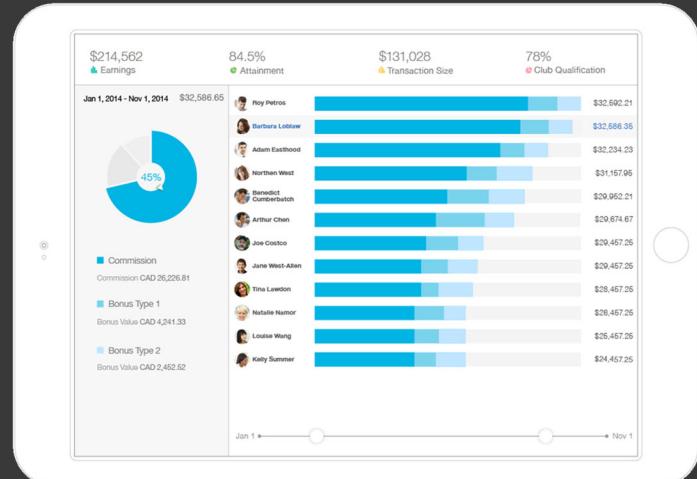
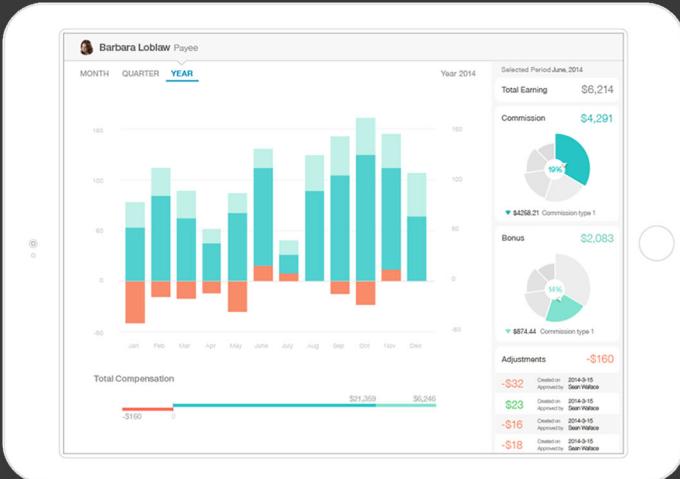
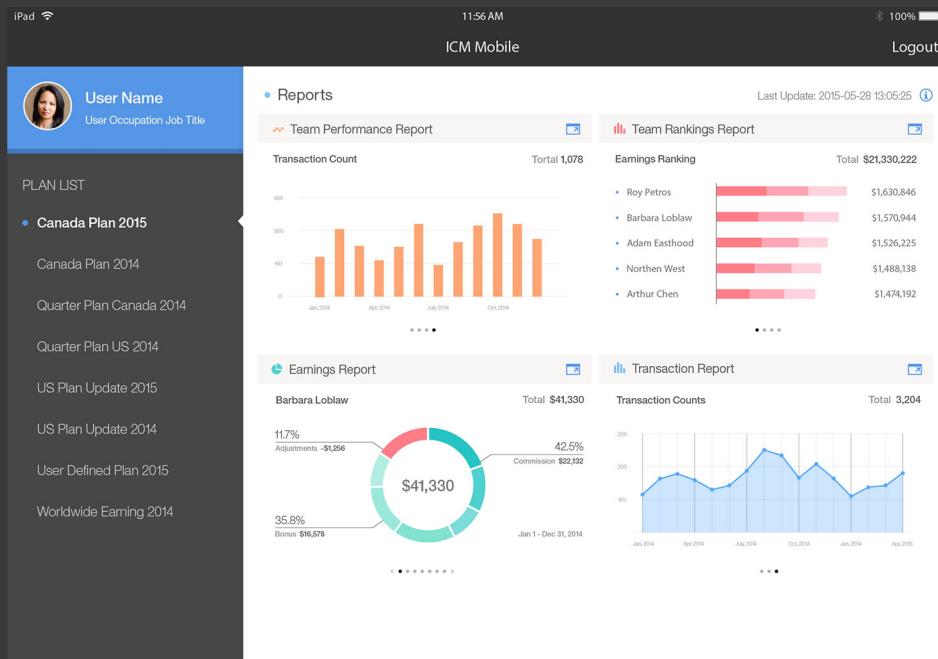
Visual Design

Designed and visualized the UI elements, color, text and then generated the visual mockups for the applications such as ICM, PLCM and more.

Selected works for ICM Comp Plan Web/Desktop:

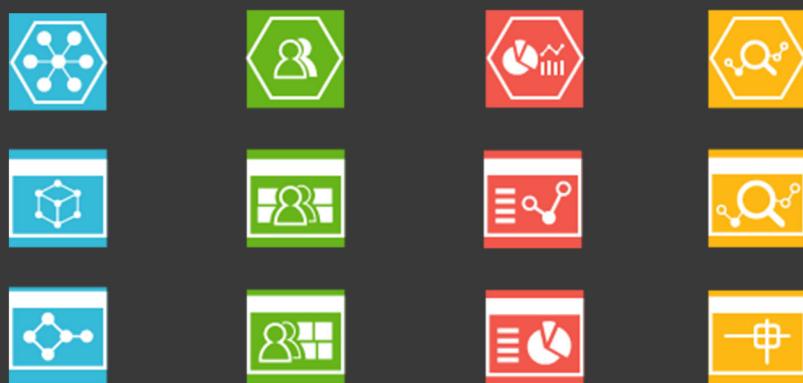
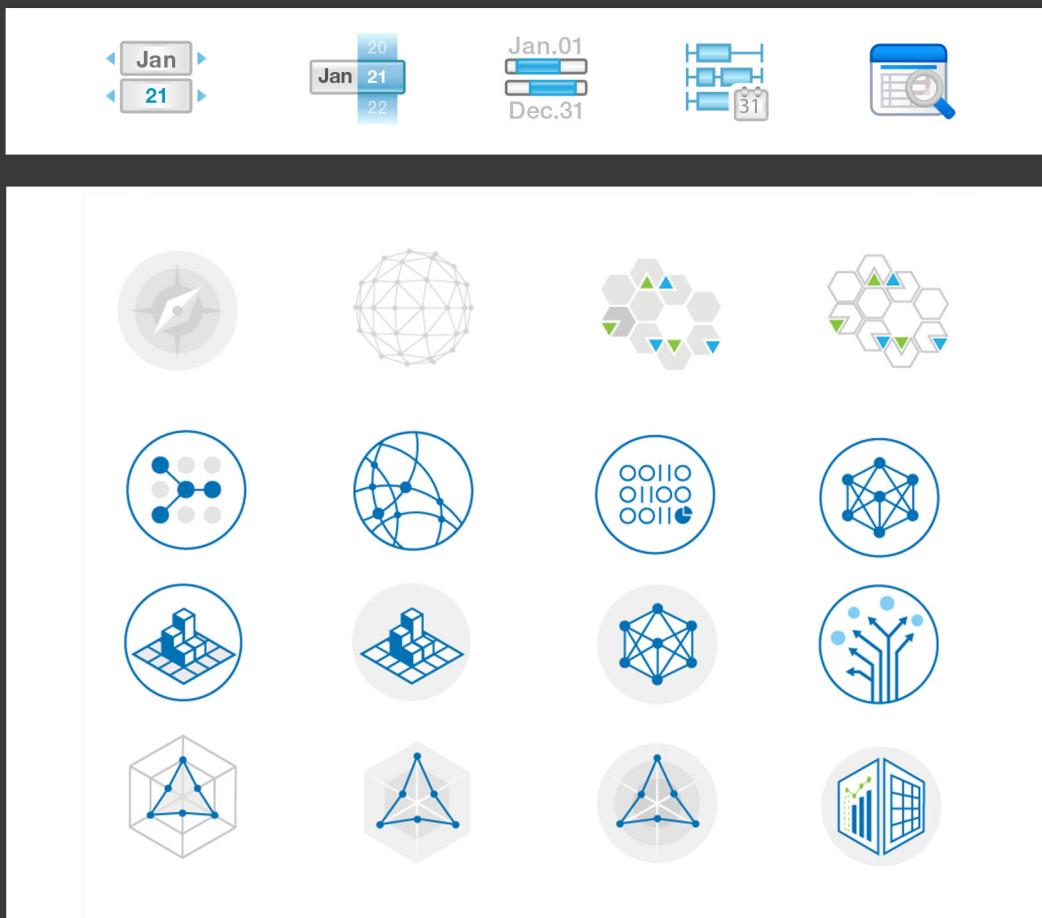


Selected works for ICM Mobile:



Icon/Graphic Design

Selected works for ICM, Waston and more:

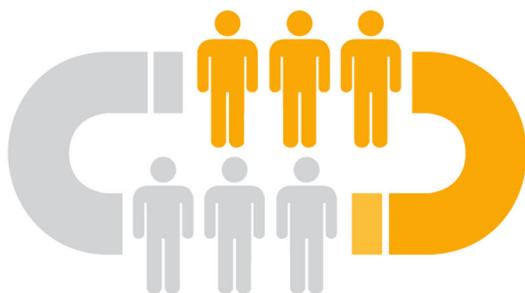


Selected works for ICM, Waston and more (Continued):

Our Solution

Sales Performance Optimization

Anticipate performance gaps, analyze current conditions and alternatives, and then optimize outcomes for predictable sales performance.



Customer Acquisition Optimization

Customer acquisition optimization improves effectiveness and efficiency in sales departments by predicting which customers will respond to various campaigns. Predictive analytics provides value by increasing the quality of leads and the likelihood of response while reducing costs by efficiently targeting the right customer.

Demand Planning

Enhance planning and decision-making processes with predictive insights to balance demand and product supply and link production and supply-chain operations with business goals, operational planning and financial planning.



Programming, Web Design and Development (Selected School Works)

Food R Us

Food R Us is an e-commerce website developed in MVC structure based on APACHE Server, coded in Java. The website features full functionality of B2C online shopping, user analysis, user authentication, and a B2C-B2B middleware providing purchase order report files to food supplier. This project has been ranked the 1st place in the course EECS 4413, Building eCommerce Systems, 2015, at York University.

The image displays four screenshots of the Food R Us e-commerce application:

- Home Page:** Shows a wooden cutting board with various food items like onions, berries, and a knife. Categories include Meat, Cheese, Ice Cream, and Cereal. A search bar says "Search for items".
- Product Details Page:** Shows two products: "Semi-Cheddar Cheese by JC" and "Provolone Cheese by RI". Each product has a "VIEW PRODUCT" button.
- Shopping Cart:** Shows a table with one item: "Semi-Cheddar Cheese by JC" at \$4.26, quantity 1. Subtotal is \$4.26, HST is \$0.55, and GrandTotal is \$4.81. Buttons include "CONTINUE SHOPPING", "UPDATE", and "CHECKOUT".
- Checkout Page:** Shows a table with the same item. Subtotal is \$4.26, HST is \$0.55, and GrandTotal is \$4.81. Buttons include "CONTINUE SHOPPING", "CANCEL ORDER", and "CONFIRM".

My Role: Implementing models, views and controllers using Java, Jsp, and designed the visual
IDE: Eclipse

Design Research (Mobile HCI Study)

An Implementation and Experience on Human-Computer Interaction
User-friendly Switching Song-Playing Methods Study

Button Tap Version



Tap on the **◀** button to switch to the previous song.



Tap on the **▶** button to switch to the next song.



Tap on the **⏸** button to pause the playing.

Single Swipe Gesture Version



Use single finger to swipe to left on the screen to switch to the previous song.

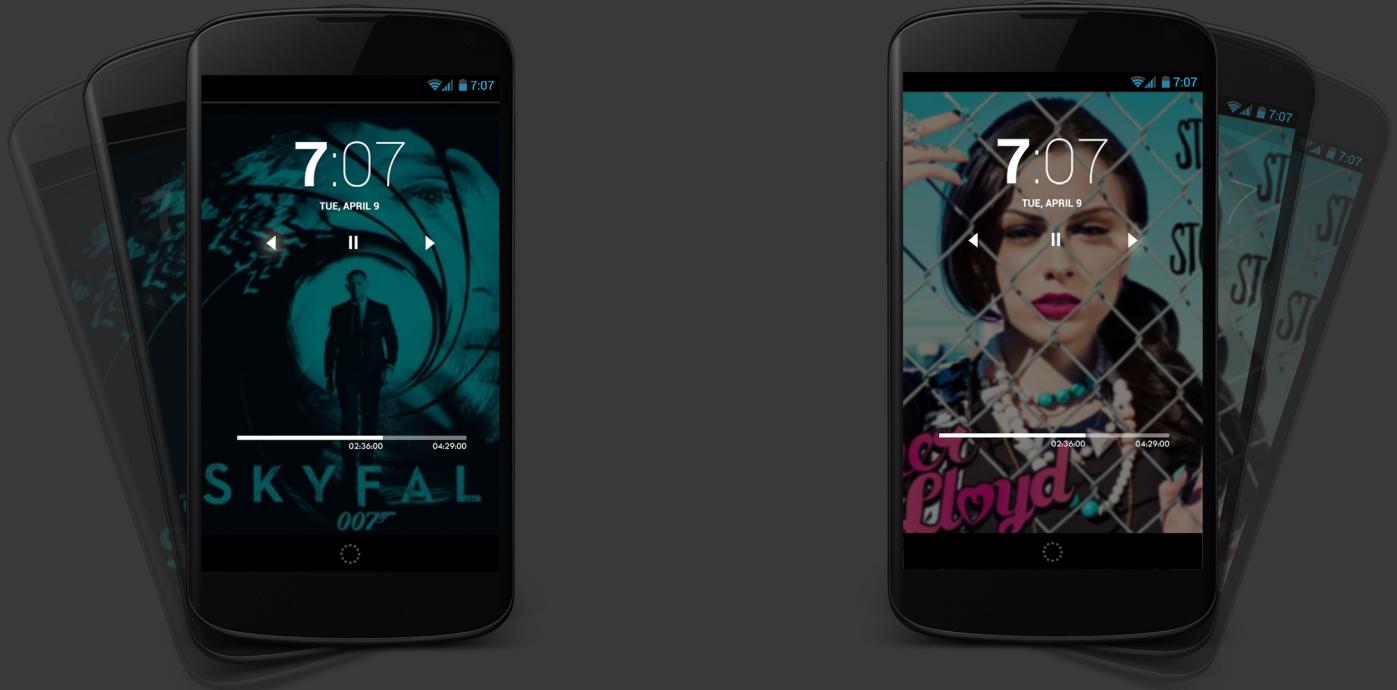


Use single finger to swipe to right on the screen to switch to the previous song.



Tap on the **⏸** button to pause the playing.

Tilt Version



Tilt to the left to switch to the previous song.

Tilt to the right to switch to the next song.

Result

Our Team did experiments on 20 people who are randomly chosen through the campus. For each experiment, we asked the user to switch songs using all three methods without looking at the screen. for each method, we asked the user to test it in two different moving modes: walking and sitting steady. We recorded the data of users' wrong switching actions and correct switching actions based on what they were asked to do (switching forward / switching back). It turned out in the situation of not looking at the screen (when they are walking / sitting steady), the misoperation rate is button mode > swipe mode > tilt mode.

So we get the result that the Tilt mode may be a more user-friendly method to accomplish this action when the user does not need to concentrate on it. Thought the wrong direction tilt may happen, the misoperation rate may decrease after the user get used to this method.

In this project, I designed the control elements and the visual effect of the application, and assisted finishing the implementation of the app using Java.

Graphic Design (Posters)

Main Tool: Adobe Illustrator and Adobe Photoshop

Selected work for York University Chinese Students and Scholars Association and Digital Media Student Association:



For more graphic design work and interaction design projects, please visit:
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