

Portfolio by Shengjie Zhang
June, 2016 Version

The work presented in this portfolio only
contains selected projects

A website version is being built out right now
and will come alive soon

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Hi, I am Shengjie Zhang,

a **User Experience Researcher** obsessed

with reasons behind phenomena, and building beauty upon them

| Little Facts about Shengjie

Work

Design Researcher at Samsung Research American Mobile Innovation Lab, since June 2015
UX Research Intern at Samsung in 2014, and at the UM Cancer Center in 2013

Education

Master in Human-Computer Interaction, University of Michigan, Ann Arbor
Bachelor in Literature and Digital Art Design, Tsinghua University, China

Methodology

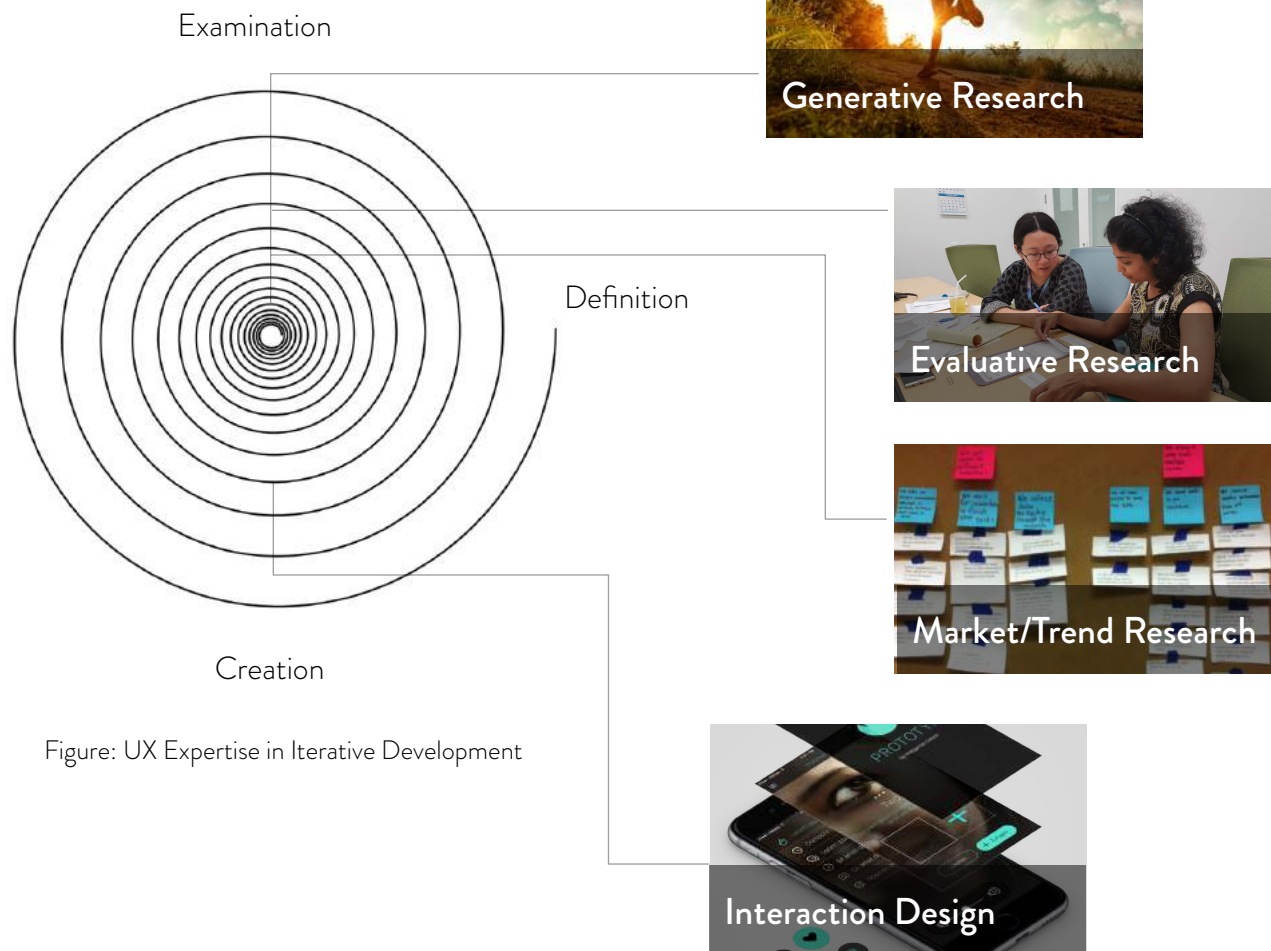
Proficient in qualitative methods, such as in-lab & field interview, usability testing, focus group
Working understanding in survey, competitive analysis, desk research
Familiarity in quantitative methods and tools, such as statistical analysis, R, Python

Areas I have worked on

Consumer Health App (S-Health), Clinical Health System, Gear S Safety Service, Connected Car & IOT
Ideation, Mobile Video Streaming App (Milk Video)

Work Characteristics

Closely working with the product team, agile and flexible, good presentation skills (experience of presentation to Samsung's C-level managers), a researcher who can design and code



| Core UX Expertise

Generative Research

I have performed generative research to understand people's behaviors and needs in the early stages of projects. Methodologies I used include field study, contextual inquiry, in-depth interview, focus group, survey, and comparative analysis.

Evaluative Research

When the team starts to develop concepts and features, I do iterative evaluative studies like concept testing interview, usability testing, card sorting, low-/mid-fi prototyping, and participatory design to inform further design directions.

Market/Trend Research

Doing quick literature/secondary research to understand the market and the trend is part of my job to help the team understand the big picture of a certain area.

Interaction Design

I am a researcher who can design. I co-design with the team in the product definition and iteration phases. I am proficient with Illustrator, sketch, and InVision.

Generative Research



Example 1

S-Health: Identify Target Users & Market Trends

Example 2

Connected Car: Understand Behaviors & Pain Points

Example 3

Clinical Trial System: Pinpoint Needs & Breakdowns

Generative Research Example 1

S-Health: Identify Target Users & Market Trends

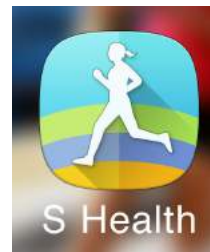
Methods: focus group, competitive analysis, desk research, personas

Project	Role	Research	Time
S-Health Redesign	Lead Researcher	5 rounds in total	March - Present 2016

| Identify Target Users & Market Trend: 1st Round Research of Project S-Health Redesign

The Objective

To identify the user architypes of the S-Health app, their behaviors and needs, and the consumer health market trends, so as to help the product team scope down



WHO & WHAT
to design for?

1.5 Weeks
to identify users



Large User Base:
Google Play Installs
~ 500,000,000

The Challenge

- 1) **Limited timeframe**: only 1.5 weeks allowed for this stage of generative research
- 2) **Lack of data** of the current S-Health users
- 3) **Broad user base** of consumer health apps

| Identify Target Users: 1st Round Research of Project S-Health Redesign

The Work

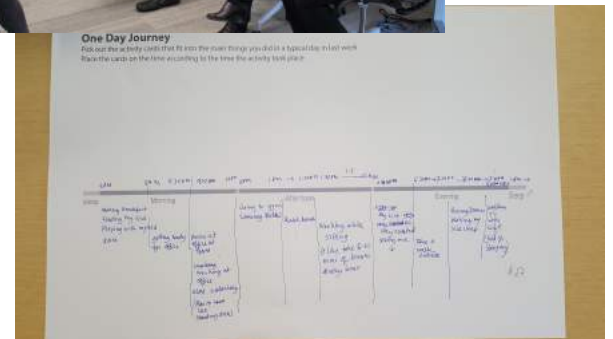
1) 2 **focus groups**, 1.5 hours each, 8 participants in total

- Participants: mix of gender, age, professionals (2 home maker and 2 students included), levels of fitness activity

- Each participant mapped out a typical weekday, as well as their physical/fitness activities, the tool they used, and pain points they experienced during that day

2) **Desk research** of market segmentations and behavioral theories

3) **Comparative analysis** of the current consumer health apps



TARGET USER DEFINITION

We identified three types of consumers in the current health market:



Susan Challenged yet Mindful

Susan is a 38-year-old stay-at-home mom who drives to her 9-year-old child's school for her kids. She spends her days tending to her home and/or children, and wants to stay healthy and active for them. As she prioritizes her family's care, she lacks time and motivation to add the most challenging and time-consuming activities. She does not always know the kind of exercises that's best to do when she is busy.

Demographics:
Gender: Female
Age: 38
Profession: Stay-at-home mom
Family: Married with 2 children
Education: Bachelor's Degree
Location: Suburban

Active consciousness:
Susan is a health-conscious person who is always looking for ways to stay healthy and active. She is motivated by the idea of being healthy and active for her family.

Technology usage:
Susan is a tech-savvy person who uses various health apps and devices to track her health and fitness.



PERSONA

Clara Healthy and Engaged

Clara is a 28-year-old fitness enthusiast who is highly engaged with her health. She regards fitness as a part of her lifestyle and identity, and is always seeking the next challenge. This year, she plans to start a triathlon, and she is looking for ways to stay motivated and healthy in order to qualify for it. She wants to know how her performance compares to people who share similar goals and interests to her.

Demographics:
Gender: Female
Age: 28
Profession: Marketing executive
Family: Single
Education: Master's Degree
Location: Urban

Active consciousness:
Clara is a health-conscious person who is always looking for ways to stay healthy and active. She is motivated by the idea of being healthy and active for her family.

Technology usage:
Clara is a tech-savvy person who uses various health apps and devices to track her health and fitness.



The Outcome

1) 3 consumer health **personas**, and the **user** needs statements of each, including 1 main target persona and 2 for the niche market

Impact: the personas and needs statements became the foundation of the later design concepts

2) **Comparative analysis report** of 10 comparative products, including their strength, limitations; identified out **two of the current consumer health app trends**: personalization & insight driven

Impact: these two trends later became the two aspects of the product's unique selling propositions

Generative Research Example 2

Connected Car: Understand Behaviors & Pain Points

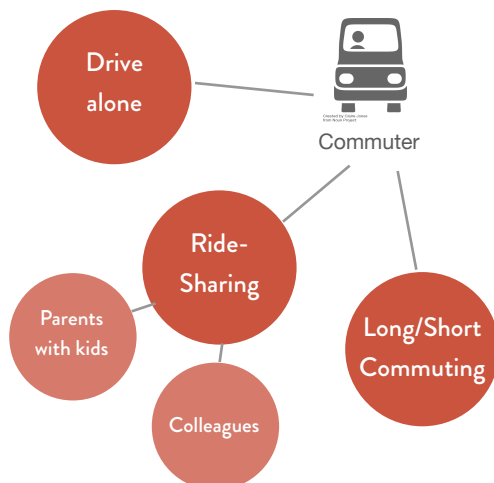
Methods: contextual inquiry, in-depth interview, survey, user journey

Project	Role	Research	Time
Connected Car	Researcher (2 Researcher in total)	2 rounds in total	September - November 2015

| Understand Behaviors & Pain Points: 2nd Round Research of Project Connected Car

The Objective

To understand the potential users (commuters) of connected car technology, including their routines and pain points that will be best addressed by connected car technology



The Challenge

- 1) **Limited timeframe**: only 2 weeks allowed for this stage of generative research
- 2) **Various car-riding scenarios**: commuters' driving scenarios are full of possibilities (single, car sharing, with kids, etc.). So how to make sure the research would cover and distinguish pain points in different scenarios became important.

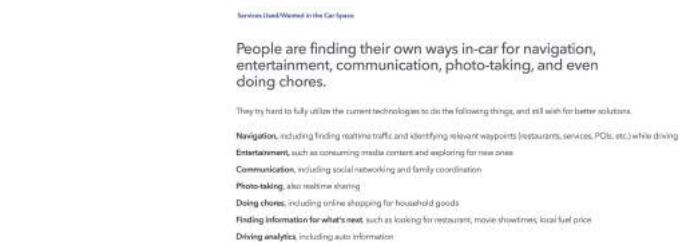
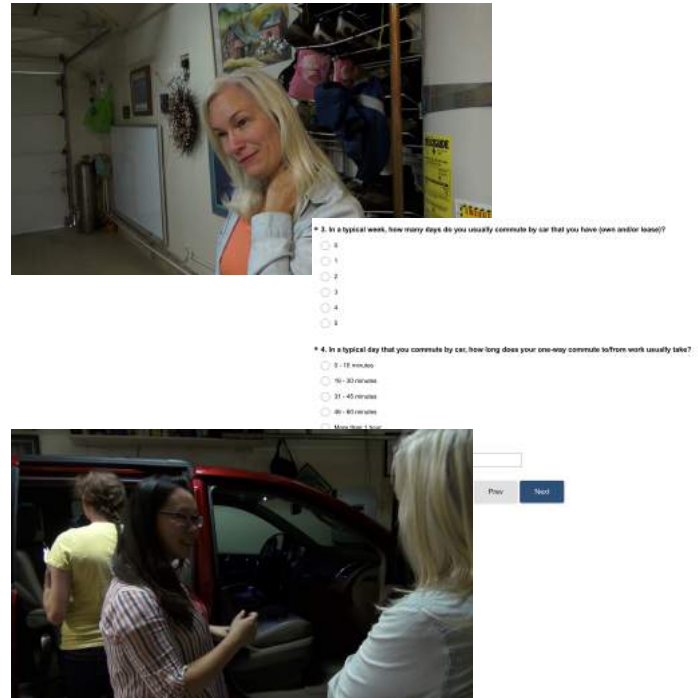
| Understand Behaviors & Pain Points: 2nd Round Research of Project Connected Car

The Work

1) 3 sessions of **contextual inquiry** with 3 participants, 1.5 hours each, (6 participants in total for the study)

- Participants: all commuters; mix of gender, age, commuting time, usual mode of driving (ride-sharing, with kids, etc.)
- Visited participants' home and observed in-car artifacts, and then conducted 1-1 interview about their daily driving routine, in-car behaviors & pain points with/without technologies on weekdays/weekends

2) **Survey** with 121 respondents supplementing the contextual inquiries to understand the target users' usage of in-car technologies, needs and preferences



User Behavior & Challenge: Meet Media

Media is a big thing. People are striving for the most fluid media consumption experience to avoid boredom and to achieve personal growth.

Interruption and disconnection are not allowed

People hate anything that will interrupt the current media flow, such as ads, signal loss, or the need to disconnect & connect.

Personalized content is expected

To help people to achieve personal growth in small moments, to set the mood to prepare for what's next, or to simply relax.

"Help me find new stuff"

People are now manually changing radio stations/playlists to explore new stuff and currently controlling/changing music is a pain



The Outcome

1) **Connected Car Research Report** with 11 insights statements and detailed explanations about the target consumers' in-car behaviors and needs backed by both the interviews and the survey data

2) **Commuter journey infographic** illustrating commuters' driving experience in a typical weekend

Impact: The research insights and commuter journey infographic served as a foundation for Samsung MIL's ideation workshops with a big automanufacture to generalize initial design concepts of Samsung's connected car products

Generative Research Example 3

Clinical Trial System: Pinpoint Needs & Breakdowns

Methods: field visit, shadowing, information flow model

Project	Role	Research	Time
Clinical Trial System Redesign	Lead Researcher	2 rounds in total	October - November 2013

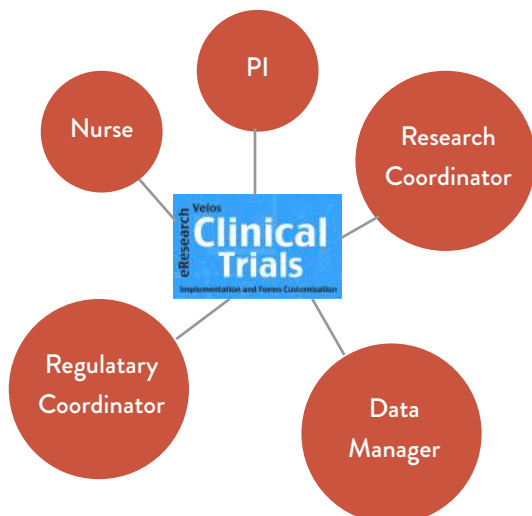
| Pinpoint Needs & Breakdowns: 1st Round Research of Clinical Trial System Redesign

The Objective

To uncover the breakdowns the end users (nurses, the research/financial departments, etc.) experienced with the UM Cancer Center's Clinical Trial Management Systems so as to inform the systems' redesign



What's the need?
What went wrong?



The Challenge

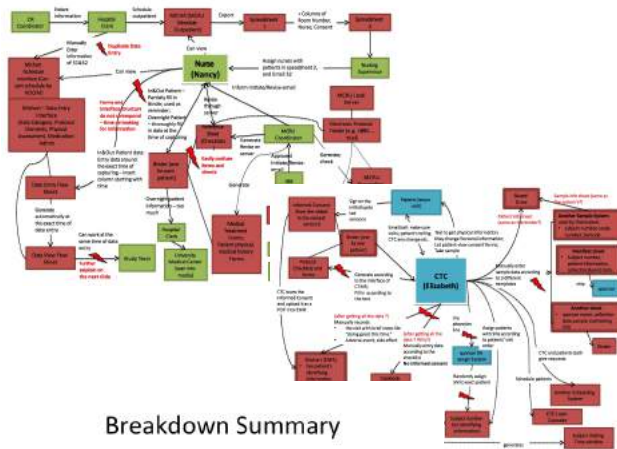
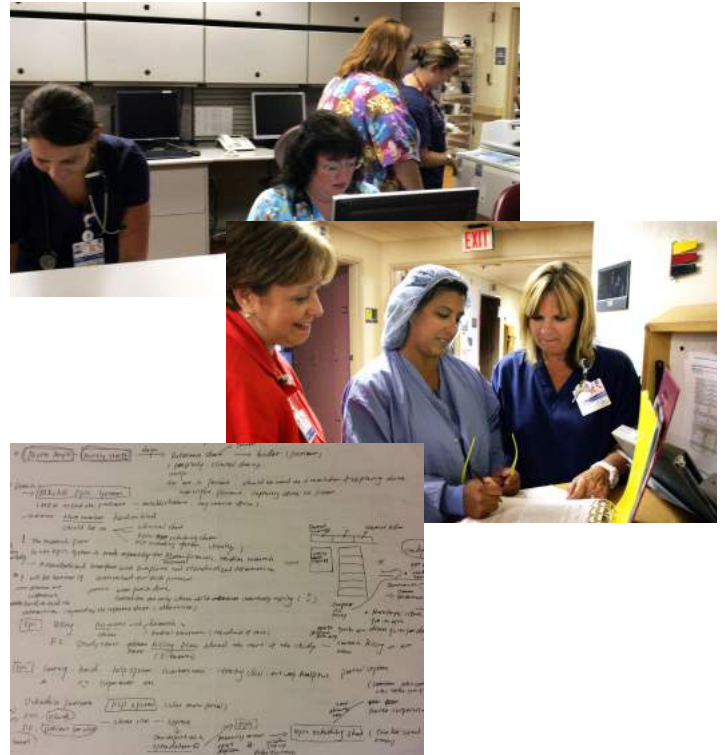
- 1) **Unfamiliar & complex field**: the clinical research field is complicated with countless terminologies and intricate relationships between different professional roles
- 2) To **shadow and gather relevant information** from **hectic health professionals** without much intrusion
- 3) To **guage and synthesize research insights** from **tons of irrelevant information** got from shadowing

Pinpoint Needs & Breakdowns: 1st Round Research of Clinical Trial System Redesign

The Work

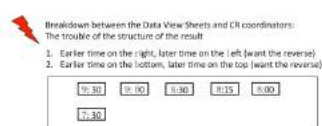
7 field visits & shadowing sessions, 4 hours each, 10 participants of 5 different roles in the UM Health System

- Participants: Clinical Research Coordinator, Research Nurse, Regulatory Coordinator, Data Manager, Specimen Lab Coordinator
- Each participant was shadowed for 4 hours in the morning/afternoon when they were at work. I observed their work environment, how they interacted with co-workers, and how they used the clinical trial systems
- Questions relevant to my observation were asked during or after the shadowing session



General breakdown:

- Too many systems and too many passwords – questionnaire websites, CT scan system, Data Entry System, IVOS (drug expense) System. Some systems require her to change the passwords every 30 days.



 General Insights:

- General Insights:**
1. Nurses are not quite "master" of computer and systems – need thorough and careful training on the detail of the system
 2. Time to put the data in the system if the exact time of capturing is limited:
Reason:
 - 1) too many patients and I do much information
 - 2) The Eoc system data entry interface is not customized according to different protocols and studies. It has sufficient kinds of data entry blanks for almost every study, but its structure is not corresponded to forms and checklists (which are generated by each protocol/study), so it takes time for nurses to find data on the paper and put it into the system.
 3. Nurses welcome the systems – lighten their workload

The Outcome

- 1) 6 **flow models** that revealed the information flow among the end users and between the end users and the systems, the breakdowns within the flow, and the user needs

Impact: helped the product team and the business level understand the general working environment, the needs, and the pain points of the end users

- 2) Research finding report that summarized the insights of over 30 breakdowns between the end users and the system

Impact: Directed the product team to the 30 breakdowns of the system that the team needed to improve on

Evaluative Research



Example 1

S-Health: Concept Testing & Requirements Gathering

Example 2

Gear S Women Safety: Usability Testing

Example 3

Samsung Milk Video: Design Versions Comparison

Evaluative Research Example 1

S-Health: Concept Testing & Requirements Gathering

Methods: in-depth interview, Microsoft Emotional Reaction Words, card sorting, paper prototyping

Project	Role	Research	Time
S-Health Redesign	Lead Researcher	5 rounds in total	March - Present 2016

| Concept Testing & Requirements Gathering : 3rd Round Research of Project S-Health Redesign

The Objective

To gather users' feedback on the app's design concepts, including their mental models, desirability, and preference of contents, tones, and visual elements of different variations to inform design directions



What users desire?
Why?
What's the mental model?



No Working Prototype



Only 1 Researcher



Tone Testing

The Challenge

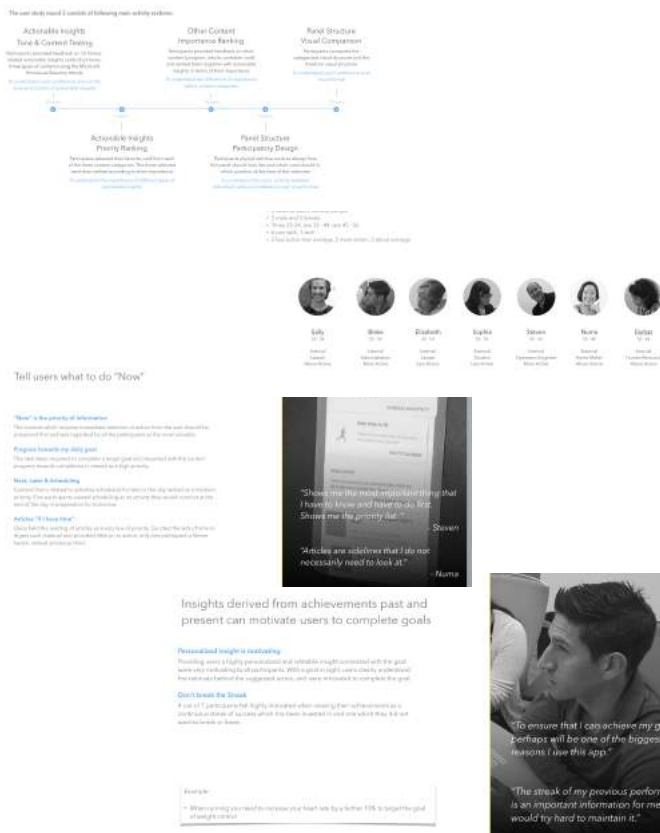
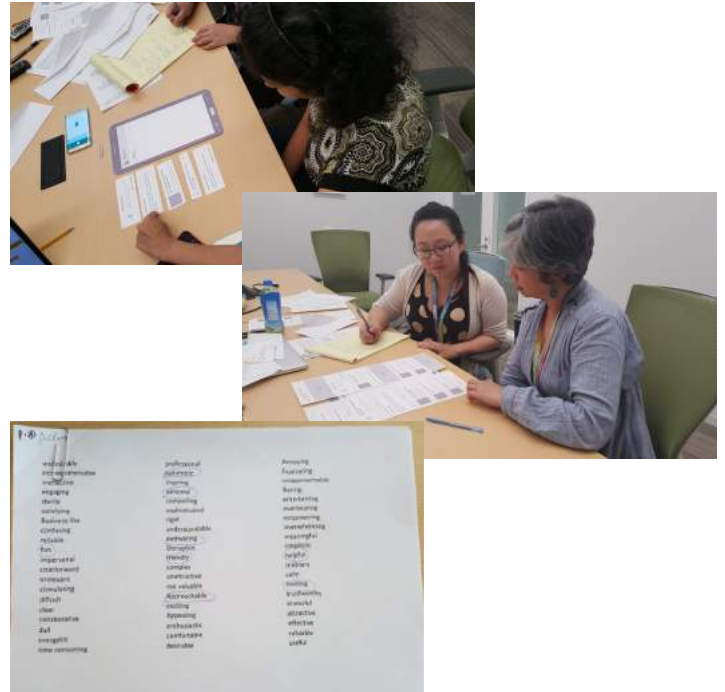
- 1) App concept testing without an actual working prototype could easily fall into the pitfall where users' attitudes such as "I like this/ that..." were gathered rather than objective findings such as their real feelings & behaviors
- 2) The tone of the content language is essential to the design, while tone testing is a novel ux research area to me and the team
- 3) Lack of research resources: I was the only researcher assigned to the project

| Concept Testing & Requirements Gathering : 3rd Round Research of Project S-Health Redesign

The Work

1) 7 in-depth concept testing interviews, 1 hour each, 7 participants in total

- Participants: mix of gender, age, professionals, levels of fitness activity
 - Activities included: participants provided feedback on the tone of the language using the **Microsoft Emotional Reaction Words**, indicated their preferences of the content and visual formats and their real life needs (the why underneath the preferences) by **card sorting and participatory design**
- 2) **Engaged the product team into the research process** from paper prototyping to interview and then to research synthesis



The Outcome

1) **Concept testing report/deck of 26 pages** that was quickly synthesized and compiled (2.5 days) in the way deep but glanceable. The report answered the product team's questions regarding users' preferences over the tone/content/visuals and the underlying reasons

Impact: guided the product team to decide on what tone of the language to use with which words, the contents and their priority levels, and the visual format

2) Formal presentation to the Korean Headquarter to introduce users' perspectives and what they valued

Impact: persuaded the headquarter to maintain the feature that catered to users' needs instead of the company's immediate monetary gain

Evaluative Research Example 2

Gear S Women Safety: Usability Testing

Methods: usability testing, interface tour interview

Project	Role	Research	Time
Gear S Safety Service	Lead Researcher	2 rounds in total	November - December 2015

| Usability Testing: 2nd Round Research of Women Safety Service on Gear S

The Objective

To test out 2 prototypes of the women safety service on Gear S, to evaluate the usability of the interfaces, the flow, and the physical interactions, so as to inform the next iteration of the design



What worked?
What did not work?



Common Product
Usage Context



Gear S Safety Service
Usage Context

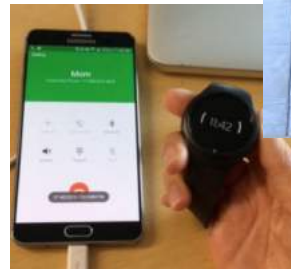
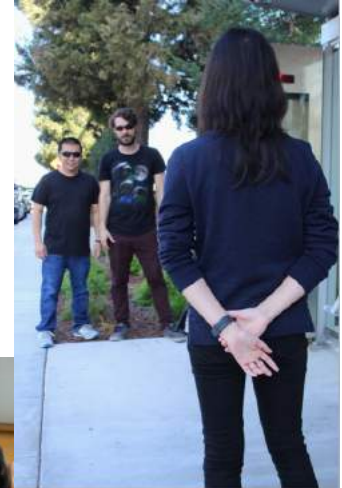
The Challenge

Context simulation: the safety service on Gear S (Samsung wearable) is designed for special situations when users already face or sense the danger and may be in unusual postures (standing, running, fighting, etc.). So to test out the prototypes required the simulation of the situation while avoiding unnaturalness

| Usability Testing: 2nd Round Research of Women Safety Service on Gear S

The Work

- 1) 6 usability testings, 1 hour each, 6 participants in total
 - Participants: female, mix of age from 18 - 34 (the age with highest safety risk statistically), mix of professionals
 - The first half session of each testing was conducted on streets. Participants were presented with 2 prototypes one by one and asked to complete 3 tasks. The completion rate, error rate, and time were recorded.
 - The participants then went through an interface tour in-lab and explained their expectations and feedback of the interfaces
 - Finally the participants were asked to recall the gestures to trigger the safety services



+ Recommendations

Prevention is the core for the peace of mind

The control over my own safety

The capability to provide the participants the peace of mind and their control over their own safety is important in terms of empowering the users and gaining trust from them.

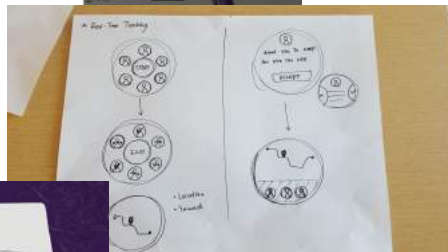
4 participants out of 6 indicated that the fact they feel they are taking precautions making them more confident when an actual situation really happens.

Focus on the prevention solutions

In order to give participants the peace of mind, prevention solutions should be sought out, as safety does not only mean "in moments," but also a period of peace of mind and the husband control over their own situations.

Possible solution: Watch the Home

Many products currently available in the market connect the users with their trusted areas when the users are concerned about what is going to happen. Social connection and before the moment can be a decision to go for.

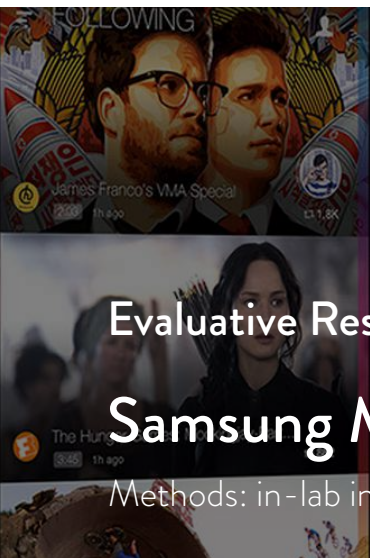


The Outcome

1) Usability testing report that was quickly synthesized and compiled in 2 days with actionable bullet points. The report presented the general user feedback of the concepts and the interfaces/flows that required revision because of usability errors and unmatched user expectations

2) Revised the interfaces/flows together with designers and provided my own wireframes

Impact: informed the design team what worked and did not work in terms of features, interfaces, and flows; incorporated the research findings into design by revising the interfaces together with designers



The Next Big Thing in Video



MILK VIDEO

Evaluative Research Example 3

Samsung Milk Video: Design Versions Comparison

Methods: in-lab interface tour interview, post-interview questionnaire

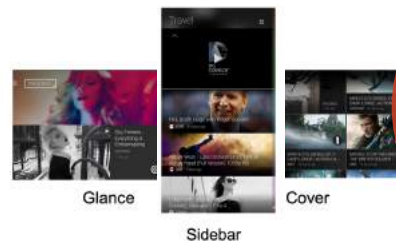
Get the most talked about online videos of the day, delivered right to you

Project	Role	Research	Time
Samsung Milk Video (Shipped in 2014)	Researcher (2 Researchers in total)	2 rounds in total	July - August 2014

| Design Versions Comparison: 1st Round Research of Samsung Milk Video

The Objective

To test out 3 design versions of Milk Video and identify likes, dislikes, wants, needs, and concerns so as to inform the next iteration of Samsung Milk Video



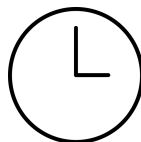
Which one to go for?
What worked?
What not?

The Challenge



Young Participants

+



Limited Interview Time

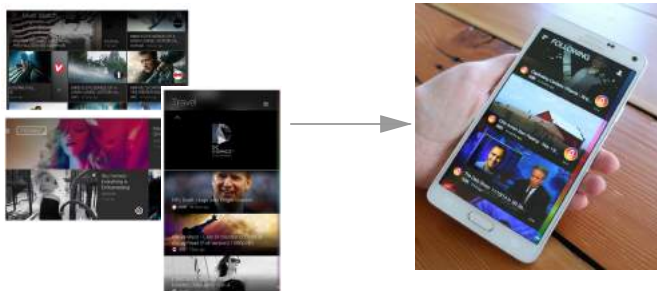
- 1) **Young study participants**: the initial target users' age was from 10 - 25, a young market segmentation that I was not familiar with, so how to communicate effectively with the young participants was challenging
- 2) **Limited interview time**: within 1 hour, we needed to test out 3 versions of design which was rich with visual elements, so it was critical to utilize the time efficiently

| Design Versions Comparison: 1st Round Research of Samsung Milk Video

The Work

1) 5 **interface tour interview**, 1 hour each, 8 participants in total

- Participants: mix of age from 10 - 25 (the initial target users' age range), mix of gender, all watched videos on mobile phones at least once per day
- Each participant played with all the 3 prototypes in different orders in a half-guided-half-self-exploratory manner. Along the way they were asked to think aloud and provide their expectations and feedback of the interfaces and the features
- Finally the participants completed brief **questionnaires** regarding their preference on versions and features



The Outcome

User research report that synthesized user needs and concerns in six aspects with six concise and glanceable statements like "be personal; be private"; Likes and dislikes/pain points about each design version were also explained in the report in detail

Impact: directed the product team to decide on which design version of Milk Video to go for and what user pain points to solve; four out of the six user needs statements became a part of the design principles



Market/Trend Research



Example 1

Trend Study: U.S. Lifestyle Handbook

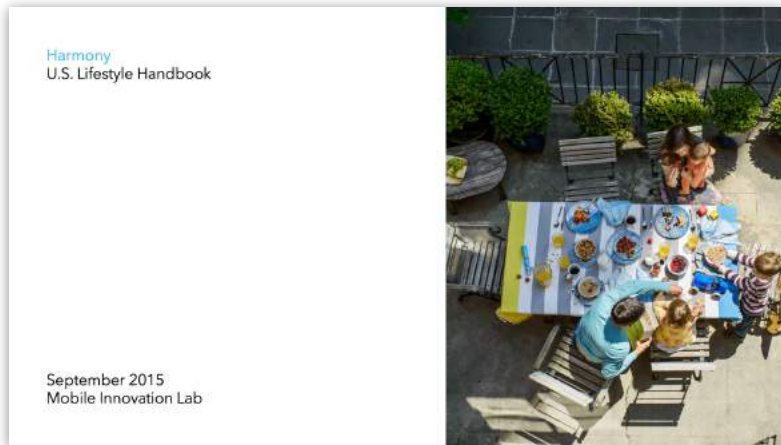
Example 2

Market Study: Connected Car Report

Example 3

Agile Market Testing: 7inch Smartphone Study

Trend Study: U.S. Lifestyle Handbook



Project Connected Life

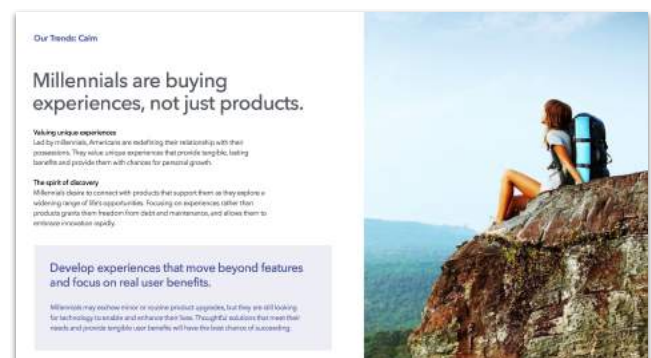
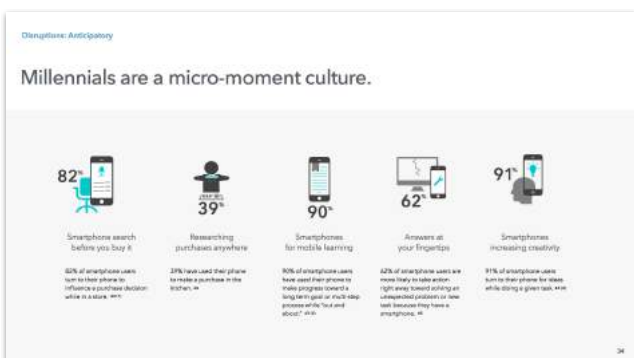
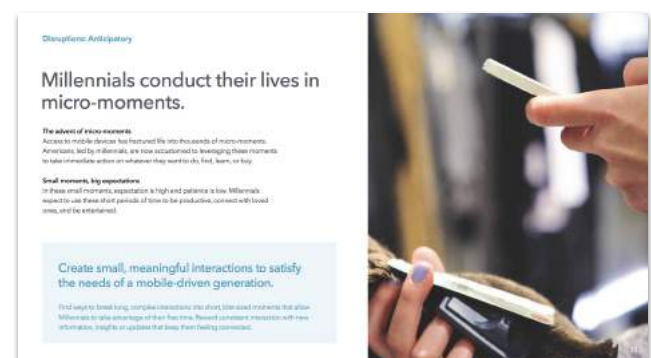
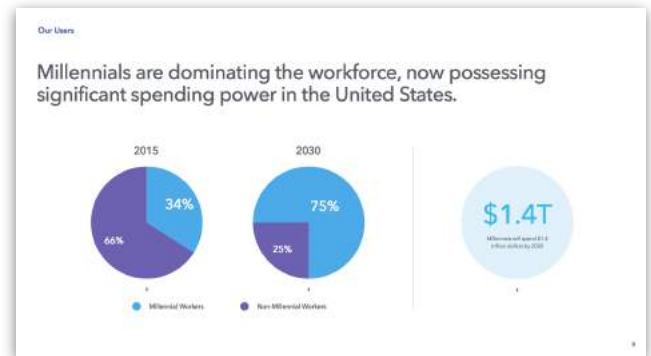
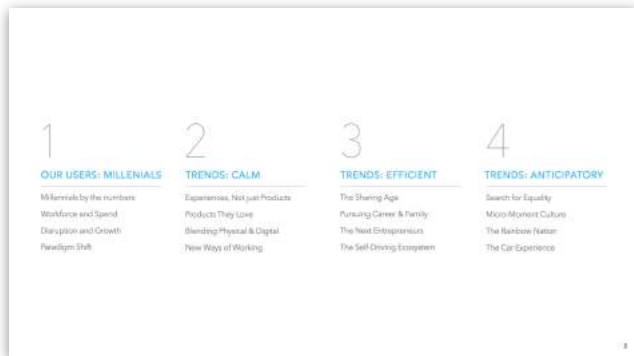
Role Researcher (2 researchers in total)

Time July - August 2015

Methodology Desk Research, Affinity Wall

Length 46 pages

Topic The lifestyle trend of Millennials; 12 key trends were identified and summarized into 3 UX principles



Market Study: Connected Car Report

Connected Car

Prepared by Shengjie Zhang
UX Mobile Innovation Lab
June 2015

Project Connected Car

Role Sole researcher for market study

Time September 2015

Methodology Desk Research

Length 48 pages

Topic Connected car landscape, including market potential, technology trends, aftermarket products review, and automaker products review

The Future Ecosystem

€140 increase (€30 billion to €170 billion) of the value of the connectivity components and services from today to 2020 while the total cost of vehicle ownership remains stable

73% of passenger vehicles sold will be connected by 2022

77 million units of the connected passenger vehicles sold annually in 2022

11.8 million self driving cars sold in 2035, up from 253,000 in 2025

40% connection share in cellular M2M connections dominated by OEM Telematics and Aftermarket Telematics by 2019

26.7 million over the air (OTA) - update enabled vehicle sold in 2020, up from 2.6 million in 2014

65% new car intenders would prefer a radio or infotainment system that was designed by Apple or Google

How are you managing the complexity of the connected car? PwC Automotive, 2014
OEM and aftermarket telematics expected to increase 40% of cellular M2M connections by 2017. ABI Research, 2014
What's driving the connected car? McKinsey, 2014
The "connected car" is creating a massive new business opportunity for auto, tech, and telecom companies. Business Insider, 2015

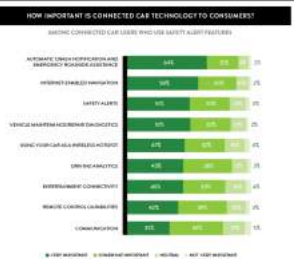
Service Preference

Safety is a predominant value among consumers
79% feel safe because of vehicle's safety feature

Understanding car's performance & connecting to the Internet are important
Driving analytics (46%)
Wireless hotspots (41%)

Entertainment is also popular

Marginal willingness to pay for the connected service
35% new-car buyers would spend an additional \$100 for smartphone integration
21% were willing to pay for subscription-based connectivity services



The car is the information superhighway. Business Insider, 2014

Auto Information

- Auto Status Information**
Tires, Brakes, Battery, Oil, Engine, Filter
- Maintenance Notification & Service Shop Locating**
- Decoding Engine Problems & Mechanics Locating**
- Where Car Parked**

Products:
Vinli, Automatic, Fuse, FIXD, OpenBay, Mojo, Anagog (crowdsourcing parking)



See Appendix for aftermarket product landscape

Driving Behavior & Contextual Awareness

- Trip Information**
Route map with distance, time, MPG, the cost of gas
- Manage Gas Cost**
By improving driving behavior, monitoring fuel market
- Driving Fatigue & Distraction Prevention**
- Affects Insurance quote**

Products:
Android Auto, Automatic, Fuse, GoFar, Mojo, SeeMachines, Snapshot (Progressive)

*What if...
Your car learns your current condition, schedule, tastes, and even your moods - it becomes aware, and makes smart decisions*



See Appendix for aftermarket product landscape The OMA 10: Future of driving, OMA, 2010

Corporate Competitors: Android Auto

Featuring in Smartphone Integration:
Information Overview, Map, Music, Communication, Voice Control, Access to Apps

- Strength:**
- Accurate voice recognition and voice control
 - Simple interface with customizable short menu listings
 - Integrating "in" and "out" driving experiences
 - Contextual aware feedback
 - Bring the right information to you at the right time

Partners (30):



https://www.androidauto.com/usa/

Aftermarket Multi-Sided Products Landscape

	Android Auto	Apple CarPlay	V2X	Automatic	Mojo	Fuse	FIXD
Core Value	The Right Info for the Road Ahead	Phone integration on your vehicle	Open vehicle connectivity	The App for Every Driver	Real Car, Real Smartphone	Real Car, Real Data	Letter to Your Car
Format	Smartphone Plugin	Smartphone Plugin	Diagnostic Port	Diagnostic Port	Diagnostic Port	Diagnostic Port	Diagnostic Plugin
Publisher	3M Automotive	3M Automotive	3M	Apple, Mobile	3M	Exxon, Cloud2X	3M
Web Integration	Yes	Yes	Connect any car to web	Yes	Yes	Yes	Yes
Connectivity	Cloud-to-Cloud App Based	Yes	No	Safety, diagnostic, entertainment, social, parking, etc.	Business, convenience, safety, security, performance	No	No
Navigation	Yes	Yes	No	Yes	Yes	Yes	Yes
Accident Notification	Yes	Yes	Yes	Manually notify 911 & insurance	Automatic notify 911 & insurance	Yes	Yes
Available Assistance	Yes	Yes	Yes	See company website	Yes	Yes	Yes
Safety	Real Road Information	Yes	Yes	Yes	Yes	Yes	Yes
Fuel Efficiency	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Traffic Prediction	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Agile Market Testing: 7inch Smartphone Study



Project 7inch Smartphone

Role Lead researcher

Time January 2016, 1 week

Methodology Agile Concept Testing, Survey

Length 23 pages

Topic To understand the opportunity area of a 7inch smartphone in the U.S. market

OVERVIEW REASONS

User Study Insights

Americans expect to carry and use their smartphones anytime, anywhere, the 7inch device does not fulfill the mission.

- 1 Limited Pocket-ability**
A 7inch device is not fully pocketable and has limited portability. The alternatives (in fact all) are well-built, have cameras, and are less expensive.
- 2 Unstable Grip**
A 7inch device is unstable and requires big screen in people's hands. People feel insecure and uncomfortable when holding it.
- 3 2-Handed Use Only**
A 7inch screen is uncomfortable in the one-handed use case. People will not give up one-handed use solely for a bigger screen.
- 4 Social Embarrassment**
A 7inch device is perceived as a tablet and "hard" to be a primary smartphone. Market acceptance rate may be slow.

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OVERVIEW REASONS

Market Research Insights

Bigger does not necessarily perform better in the market.

iPhone 6 Plus | iPhone 6

4X
iPhone 6 market share was 4 times of iPhone 6 Plus market share by October 2015

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OVERVIEW DESIGN & RESEARCH RECOMMENDATIONS

Design Recommendation

Consider seamless foldable screen as the new form factor

- Big screen has its value. People want big screen for media consumption, gaming, and productivity.
- Foldability endows big screen with pocket-ability and grip-ability.
- Innovative UX empowers people in both one-handed and two-handed use cases. A seamless foldable screen can be designed to be usable in both tested and untested conditions so that people can enjoy both quick accessibility and an immense screen.

Research Recommendation

Further research is needed if 7inch is still the direction to go

- Conduct longitudinal user studies across the U.S. with the real device. The real device, or at least a working prototype to close as possible to the real device, should be used and tested out by people of a wide demographic spectrum across the U.S. for at least one month to understand its value to consumers.
- Conduct market research to gain a comprehensive understanding of the current available 7inch smartphone sales performance in the market.

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7INCH USER STUDY FIRST IMPRESSION

A 7inch device was perceived as a tablet, lacking the affordability of a smartphone.

"Tablet" was the first impression
Around 63% of participants perceived the 7inch device as a tablet. Another 26% of participants found the identity of the 7inch to be vague - neither a tablet nor a smartphone.

Low motivation to buy
As perception isn't the device as a smartphone in the first place, the motivation to use a 7inch device as their primary device will be affected.

What do you perceive it as?

Tablet | Smartphone | Other

"It feels like putting a tablet next to the ear." (when he talked through the device)

"It looks too huge to be a smartphone, but too small as a tablet."

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7INCH USER STUDY PAIN POINTS

A 7inch device was not fully pocketable, affecting its portability anywhere, anytime

Poor pocket-ability
75% participants have a confirmation when carrying their device in their pockets. A large portion of the device sticks out from the pocket, so that the device has a high risk of falling out. The poor pocket-ability largely influences the portability of a 7inch device anywhere, anytime.

Unfamiliar alternative solutions
Alternative ways of carrying a primary device is to either hold it in hand at the time, or put it into a purse. However, these solutions are too used and unfavored, so around 60% of the participants carried their smartphones in the pocket.

How do you carry your primary device?

Hand | Pocket | Purse | Bag | Other

"It is dangerous to carry it in pocket - it will fall out."

"I feel insecure to carry it in pocket."

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7INCH USER STUDY EXECUTIVE SUMMARY

The user study was conducted on Thursday, January 27th, by two user researchers of the WSJ lab. 27 internal Samsung employees (the product confidentiality of the products were showcased on the Mountain View campus. Each interview was 15 minutes.

Each participant was tested on a low fidelity prototype of a 7inch smartphone and a real 7inch smartphone. The prototype was modified up to be as close as possible to the 7inch smartphone shown in Samsung HQ, taking into consideration the look and the weight.

The three tasks (swiping, zooming, making a phone call) participants completed using the 7inch smartphone are the top three solutions Americans do with their smartphones, alone, respectively.

Participants are mainly aged from 25 - 44 (age groups: 18-24 (14.81%), 25-34 (55.56%), 35-44 (23.27%), 45-54 (13.7%), 55-64 (13.7%) with 2/3 to be male.

Device Tested:

7inch Smartphone Prototype | Real 7inch Smartphone

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Interaction Design



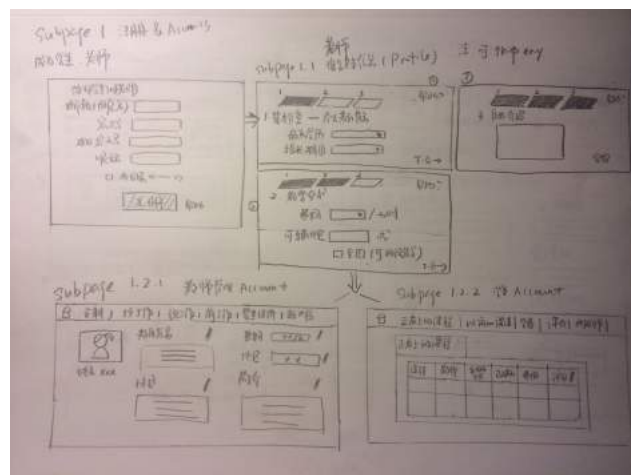
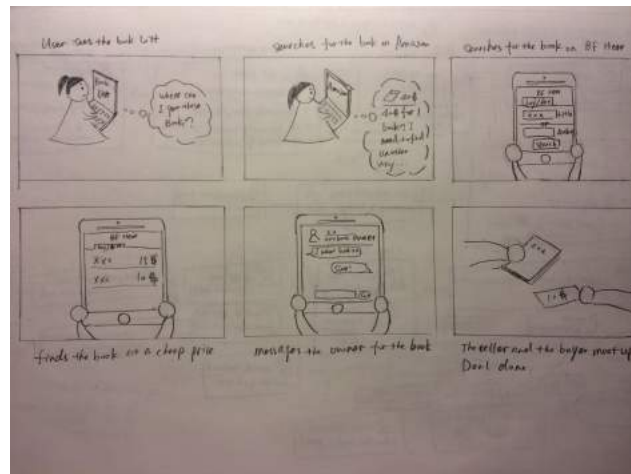
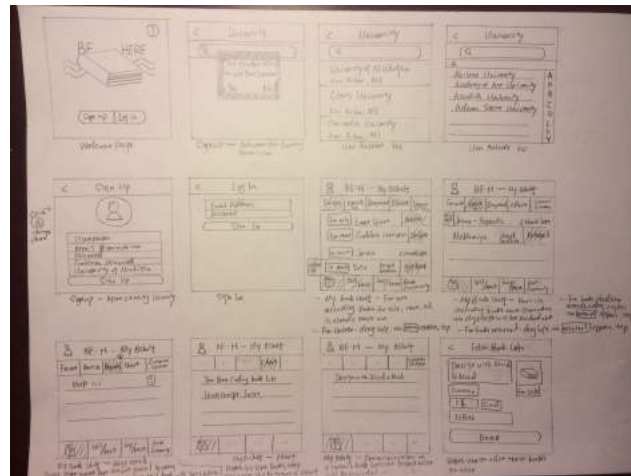
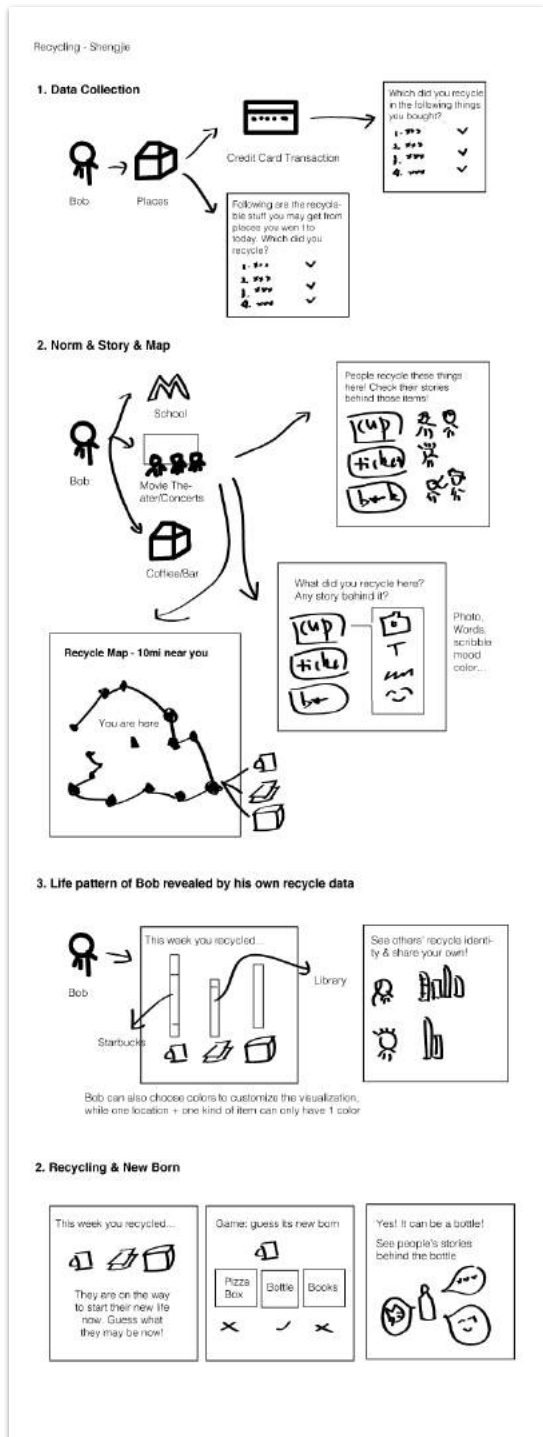
Example 1

Wireframes & Storyboards

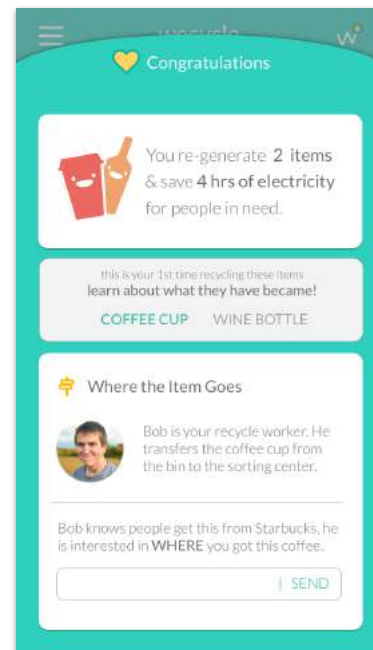
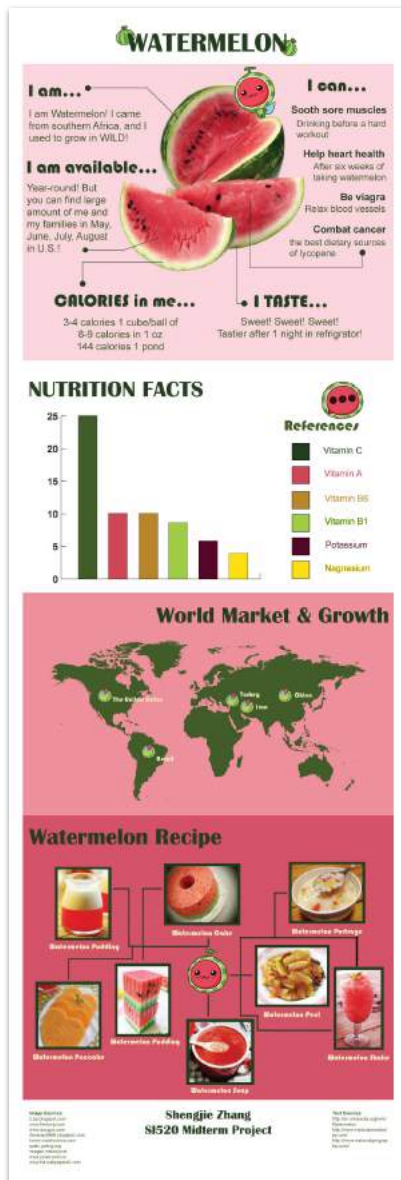
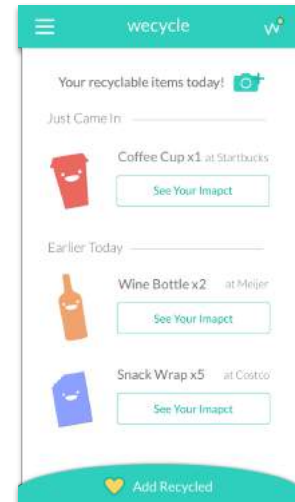
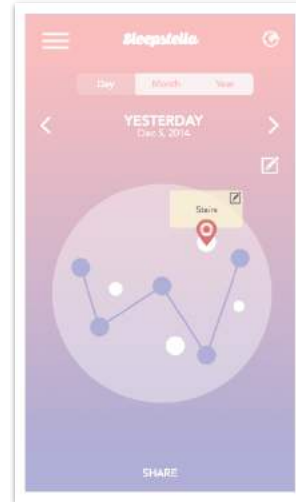
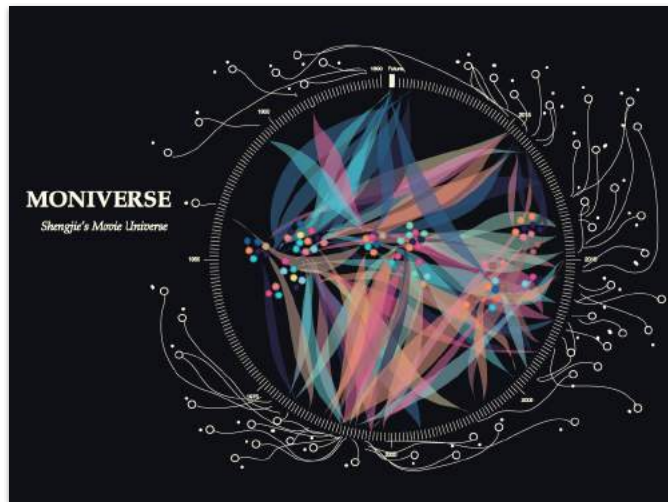
Example 2

Mid-fi Screens & Information Visualizaiton

Wireframes & Storyboards



Mid-fi Screens & Information Visualization



Thank you.

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