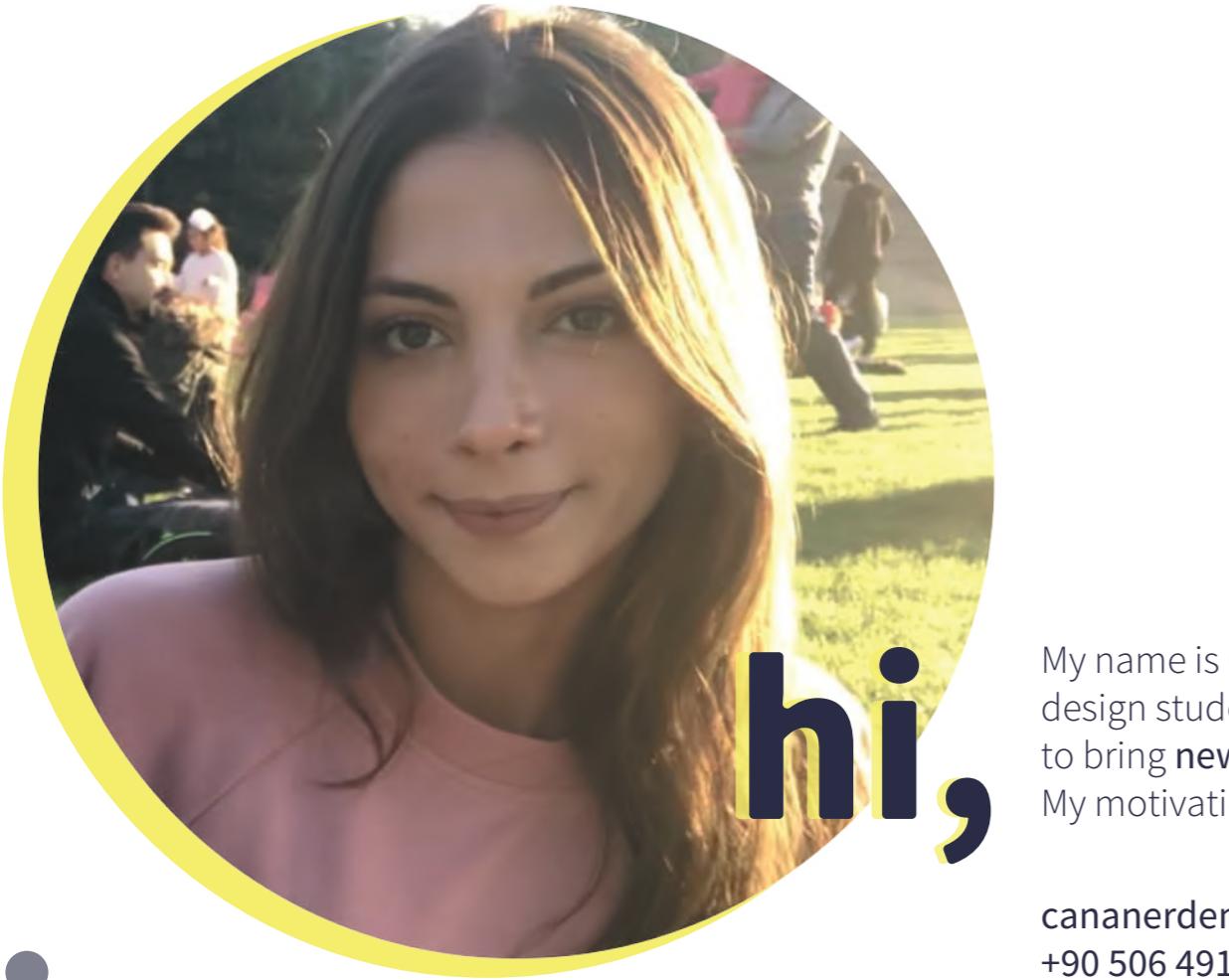




*design portfolio*  
2021

**canan erdem**

# CV



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My name is **Canan Erdem**, I am a third-year industrial design student. Through my projects, I put my best effort to bring **new perspectives to solve existing problems**. My motivation is to explore during design processes.

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+90 506 491 3861

## education

Middle East Technical University  
Industrial Design  
2017-ongoing

İzmir Karşıyaka Lisesi  
2010-2014

## experience

İzmak Turizm San. Tic. Ltd. Şti.  
Manufacturing Internship  
July-August 2019

Computer Literacy in Design  
Summer internship of making 3D models  
2018

## certificates

Asset Creation and Management  
Coursera / Unity

Lighting, Reflection, and Post Processing Effects  
Coursera / Unity

## skills

Adobe Illustrator



Adobe Photoshop



Figma



Adobe XD



Autodesk Fusion 360



Keyshot



Rhinoceros



Unity



HTML / CSS

Model Making

Laser Cutting

3D Printing

Sytrefoam | Clay | Wood

## language

Turkish native

English advanced

Italian beginner



# art'fri

A platform for the children at the age of 7-9  
which functions as **social art class**.  
It's main goal is to promote the feeling of  
collaboration while developing imagination.

*ui/ux design*

ID301 Industrial Design Studio 2020 Fall  
Group Project

# research

In order to reduce social interaction during corona virus pandemic, broad scale lockdowns are implemented by states all over the world. Although education, one of the most affected social institution, is supported by online instruments, infants who have never been in school before suffered more.

## affinity diagram

In our research we examine their **online education experiences** through interview with **students**, their **parents** and **teachers**. We gather information from interviews and literature search and came up with some conclusions.

### Environment

Attending classes in unsuitable places and postures

Practical lessons such as drawing are not fully efficient

### Social

Distractions make it difficult to follow lessons at home

Lessons may be interactive to keep the child in it

### Technical

Limited time for in and out of class activities

Communication between teacher and students is not sufficient

Not being able to do activities they normally do during breaks

Children cannot play or talk with their friends

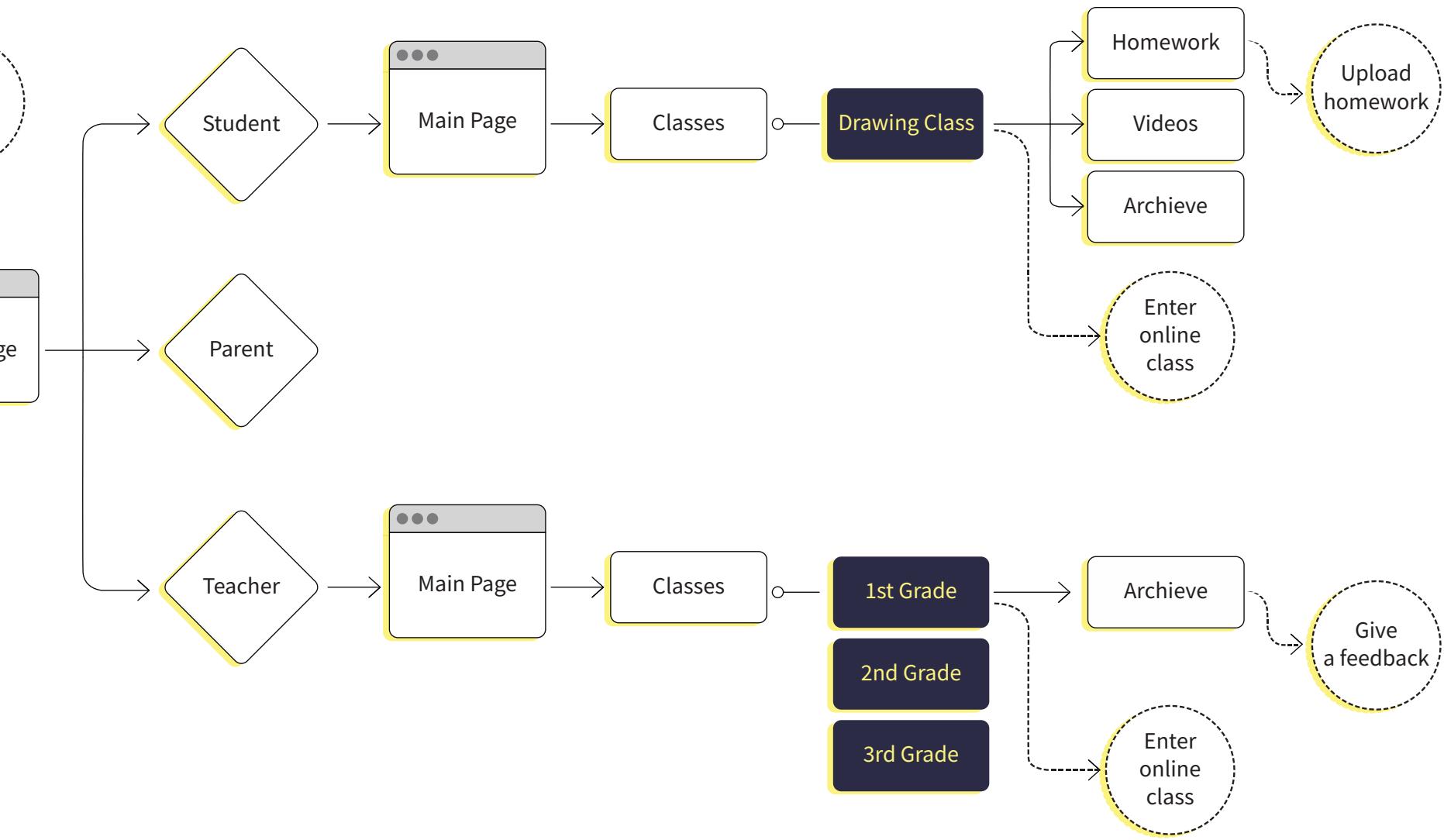
Internet connection problems

There is no simpler way to submit the homework

# ideation

## user flow

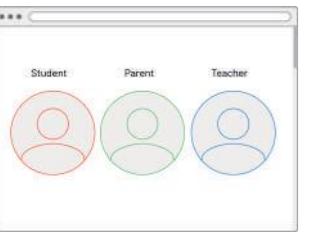
The next step was to create user flows of our users to visually represent avenues that can be taken when using our platform.



# ideation

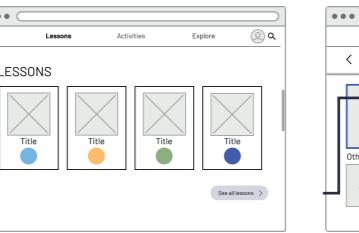
To quickly visualize our ideas, we made paper sketches to represent the skeleton of the interface, which allowed us to brainstorm further.

log-in page



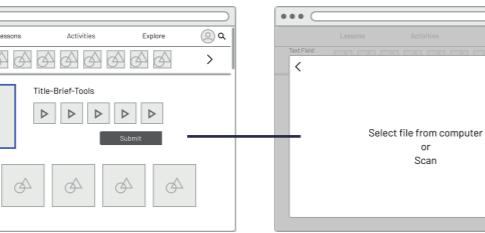
The application allows log-in for different types of users.

lessons



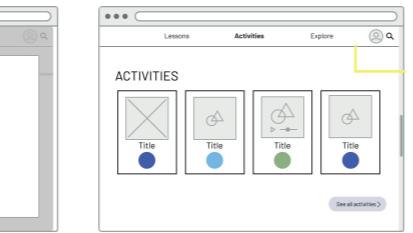
Students can view lessons on landing page.

selected lesson



Lessons are recorded and uploaded weekly with step-by-step videos.

submit page



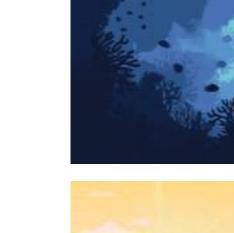
Students can submit their works with different ways.

activities



There are activities outside of class to support their education.

profile



They can see their progress on their profile.

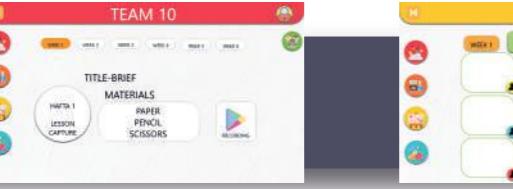
High fidelity wireframes are helpful to visualize and test the concepts.

landing page



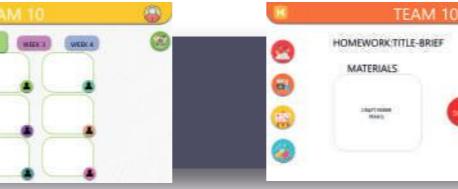
The landing page allows children to easily access other pages.

lessons



Pre-recorded lessons appear under the selected week.

artboards



Drawings uploaded by students appear on the artboards page.

homework



Homework is updated weekly by the teacher.

activities



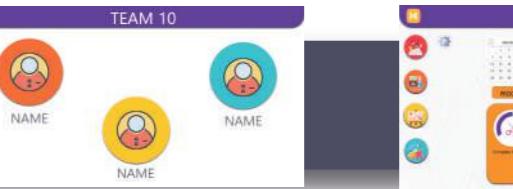
They can participate in activities outside of class.

notification



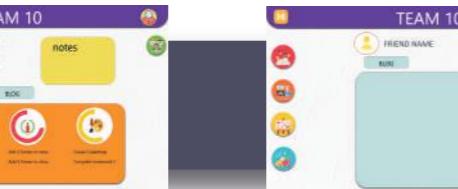
The notification pops out before the online class.

log-in page



The application allows log-in for different users.

profile



Students can track schedule, progress and add drawings to profiles.

friend's profile



They can see their classmates drawings on profiles, also can talk with them.

scan page



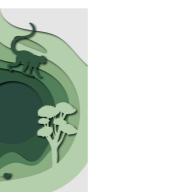
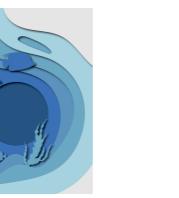
They can submit their works via scanning.

## environments

## color palette

## themes

## icons



## badges



## typography

Aa

PrimarySchool

art'fri

ART'FRI

## logo



Weekly changing themes and characters help children to dive to the environments.

# final product

## lessons and activities

By gathering the class in online activities, the design promotes collaboration among kids.

landing page



lessons



artboard



activities



Animated characters provide guidance for manuals and a friendly reminder.

Weekly updated lessons ensure continuity.

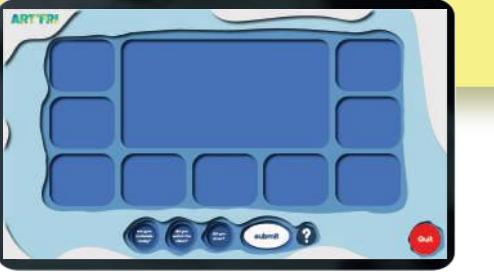
Artboard functions as exhibition for kids to see each others drawings.

Activities available for kids to enhance their imagination and raise synergy.

## online class

The design submits the feeling of actual lectures by gathering teacher and kids all together.

meeting



video source



creating story



feedback



Students and teachers meet simultaneously.

Before drawing they watch video about the theme.

They create story one by one, and draw randomly selected frames.

After finished their submit, they give feedback each other.

## personalization and socialization

Give users a chance to create their own pages and to submit individual achievements.

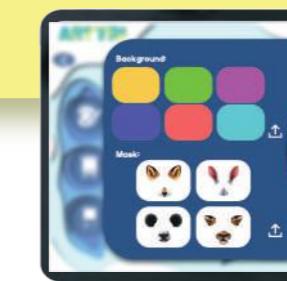
log-in page



profile



settings



friend's profile



It provides access for multiple user accounts.

A place to create personal blogs and a show stage for achievement badges.

Personalization of profiles by pictures is an option.

Kids can surf among friend's profiles and get in touch with each other.

# drip & brew

The **manual coffee brewing set** offers users the opportunity to brew both **cold** and **hot** coffee with the dripping technique.

*product family design*

ID301 Industrial Design Studio 2020 Fall  
Individual Project



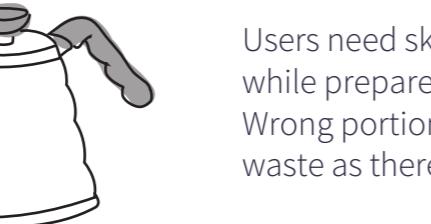
# research

## problem

Looking at the products which is used to make coffee with the dripping technique in the market, they have deficiencies during brewing, serving and storage. Also, many by-products are needed and some difficulties can be observed while brewing.

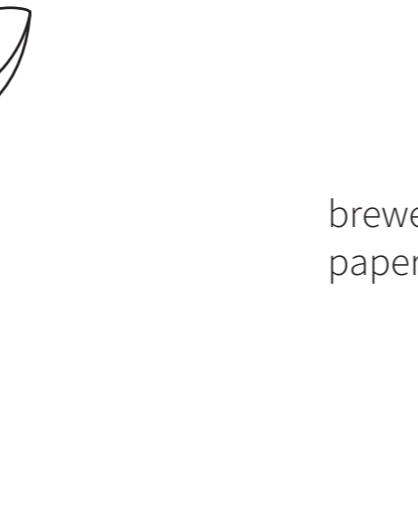


While brewing coffee with V60, users can only prepare single portion. It is not suitable for a large group. A cup is also needed to store the coffee.



Gooseneck  
Kettle

Time is wasted at both of them as it is necessary to pour the water slowly with the gooseneck kettle. They do not offer the option of brewing cold coffee.



Chemex

## persona



Ceren

28, Working, Coffee lover

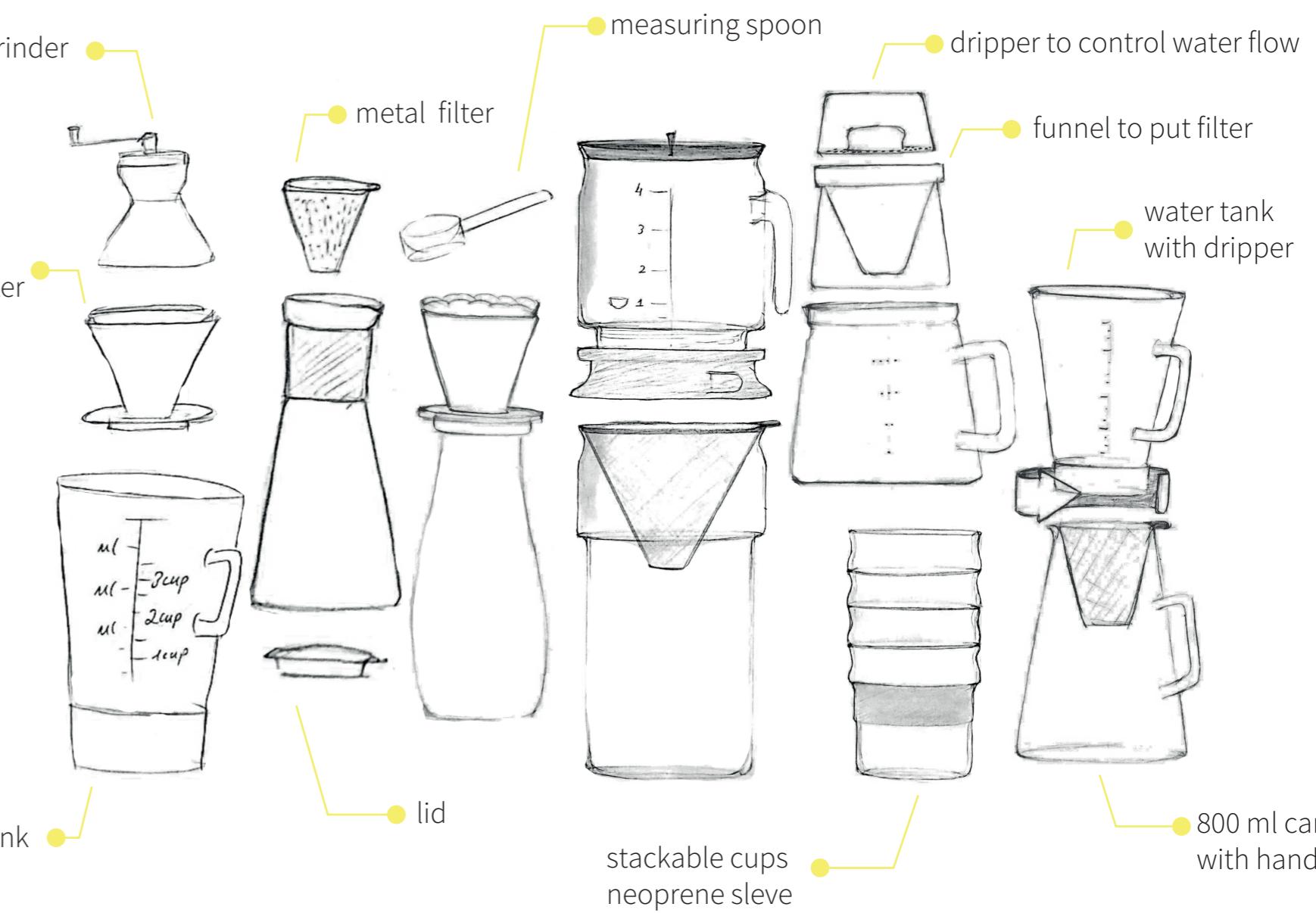
- interested in coffee for many years
- likes to discover new coffee flavors and share them with friends

### wants

- to prepare her coffee easy and effortless
- to have control over her coffee
- to share her experiences with others and benefit from the experiences of others

# ideation

## sketches



# ideation

## 3D mockups



The coffee making set with the dripper to control flow rate while brewing the coffee.



The manual coffee brewing set offers users the opportunity to brew both hot and cold coffee.

# concept development

## product details

Drip and Brew is a manual coffee-making set with the dripping technique which provides hot and cold brewings. It ensures sustainable design solutions with a product family supported by accessories that enhance the coffee experience for brewing, storing, and serving.



### Funnel

Acts as a container for coffee and water. Prevents waste by scaling on it. Thanks to the filter under it, the design may prevent the use of paper filters. Saves time and energy by pouring the water directly on it.



### Carafe & Cups

Used as a measuring cup provides convenience to users and avoids waste. Double-walled glass structure provides safety and keeps the temperature longer of the coffee inside.



### Lids

Assist in brewing, serving and storing coffee.



### Cold Drip Plate

Thanks to the hole on it, it allows users to brew cold coffee by dropping one drop per second without the need for a valve and adjustments.



### Hot Drip Plate

The plate controls the flow rate of water through the holes on it. It ensures the water flowing from a kettle drips evenly on the coffee.

# final product

## usage scenario

### Hot Brew



The carafe is used as a measuring cup.



Coffee is poured.



Paper filter is placed.



After hot plate is placed, hot water is poured onto it.

### Cold Brew



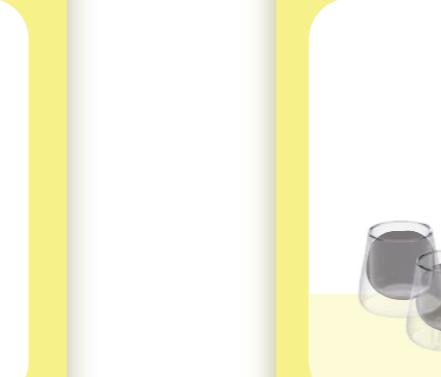
Coffee is poured to funnel.



The funnel is placed on the carafe.

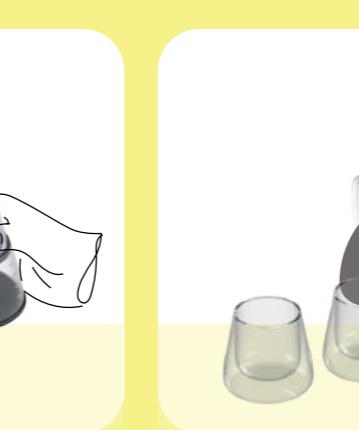


After cold plate is placed, water is poured.



After the lid is closed, coffee is brewed drop by drop.

### Serve



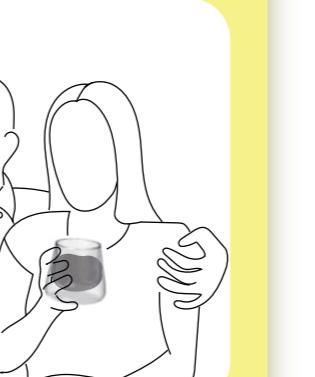
Funnel is put on the counter upside down



The lid is closed to keep the remaining coffee warm.



The coffee is served.



Enjoy :)

### Cleaning & Storage



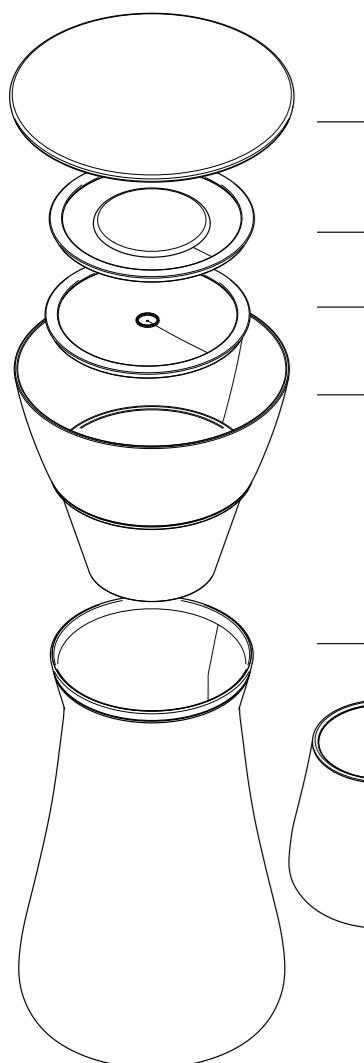
All parts are dishwasher safe



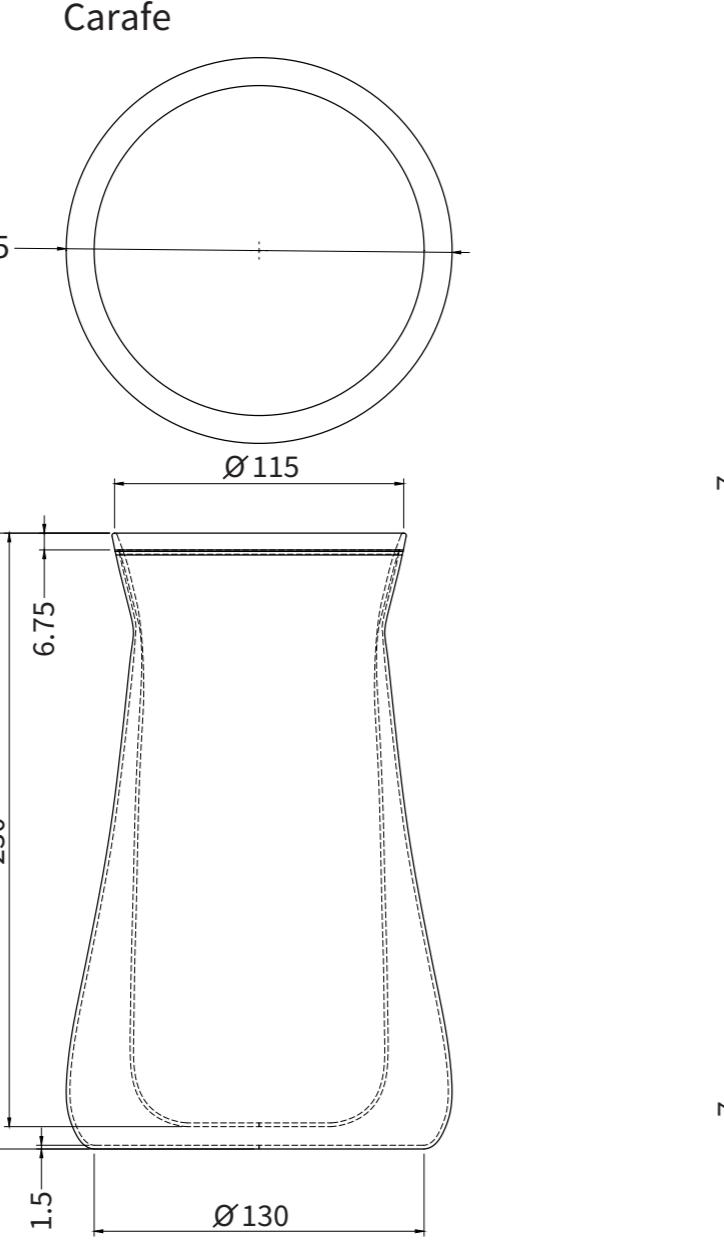
It can be stored in the cabinet in full assembly with cups.

# final product

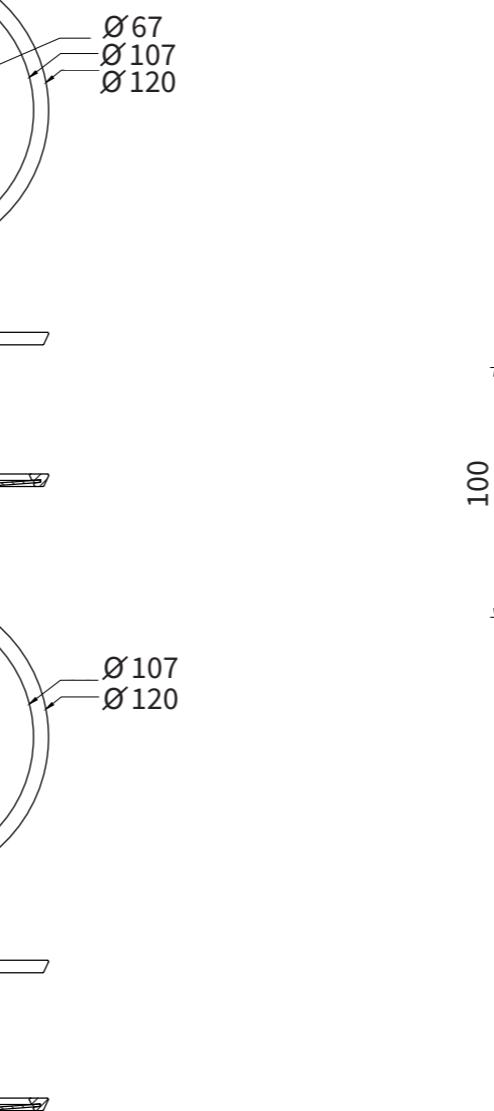
## technical drawing



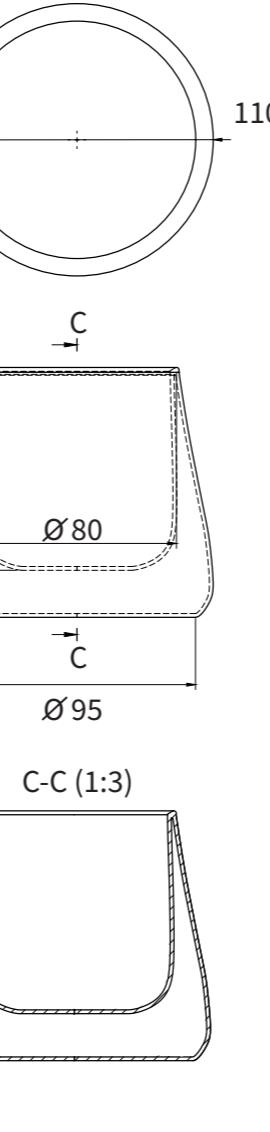
Carafe



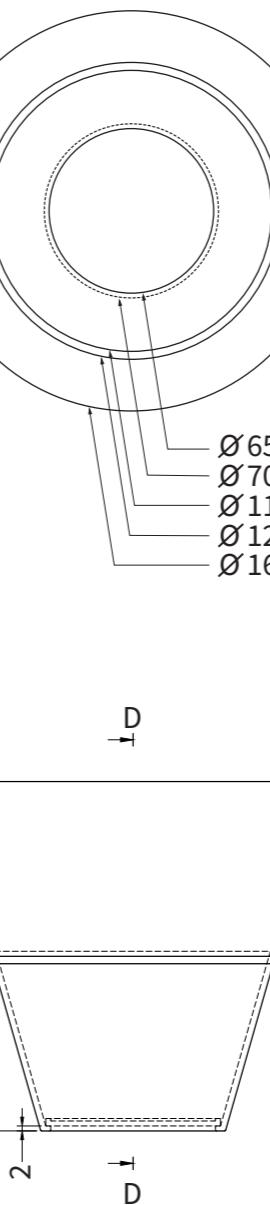
Hot Drip Plate



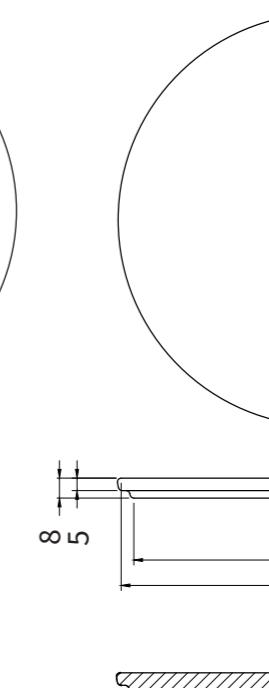
Glass



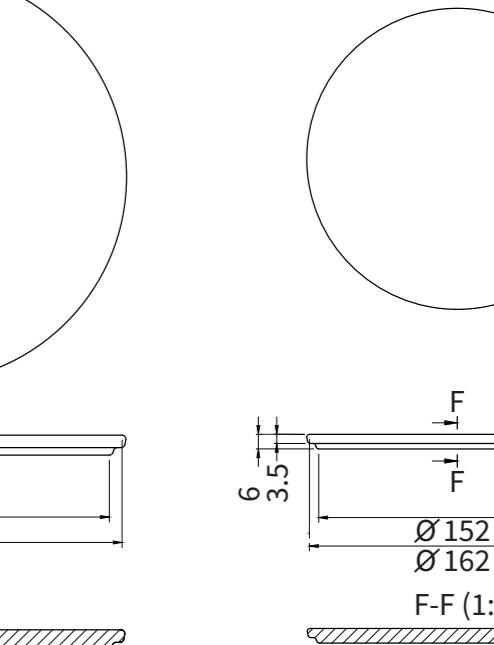
Funnel



Funnel Lid



Carafe Lid



A - Lid	BPA Free Plastic
B - Hot Drip Plate	Stainless Steel - Plastic
C - Cold Drip Plate	Stainless Steel - Plastic
D - Funnel	Borosilicate Glass
E - Carafe	Double Walled B. Glass
F - Glass	Double Walled B. Glass

## *product family design*

ID202 Industrial Design Studio 2019 Spring  
Individual Project

# mica

A hand blender that provides ease of use and different usage scenarios.



# research

## findings

After the survey and user experience observations, insights and problem areas can be determined about **hand blenders and their attachments** during the use and storage.

### Attachments

It has various attachments for different user needs. Separating the attachments from each other with the button may not be suitable for possible uses in the kitchen. Also they can contaminate the counter after use, so need to be easy to clean.



Storage

Separated attachments allow it to be stored in a smaller place.



Whisk

Having a long shaft reduces splashing.



Blender

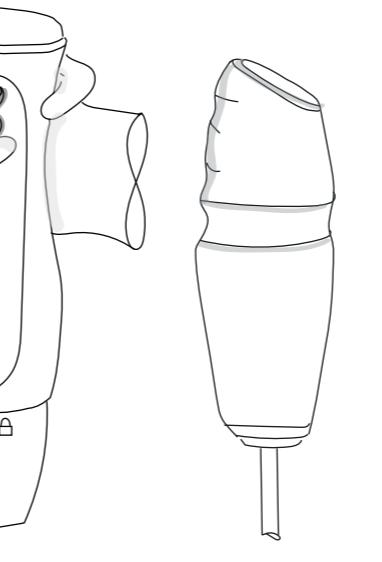
Cable outlet can cause problems.



Chopper

Having a rubber grip provides an ergonomic use.

## sketches



## 3D models



## mock-ups



### Speed Adjustments

Two different speed settings are not enough. That the speed settings are made with different small buttons , causing difficulties and pain for users during use.

# final product

## usage scenario



## product details

### Easy to Use



The power cord from the top prevents tangling.

Intuitive variable speed setting and turbo boost **in one button** provides convenience during use.

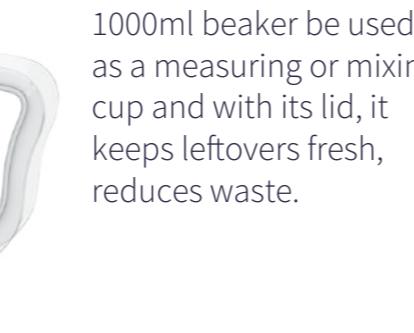
### Prevents dirt and damage



A non-scratch guard which protects pots and pans from scratching.

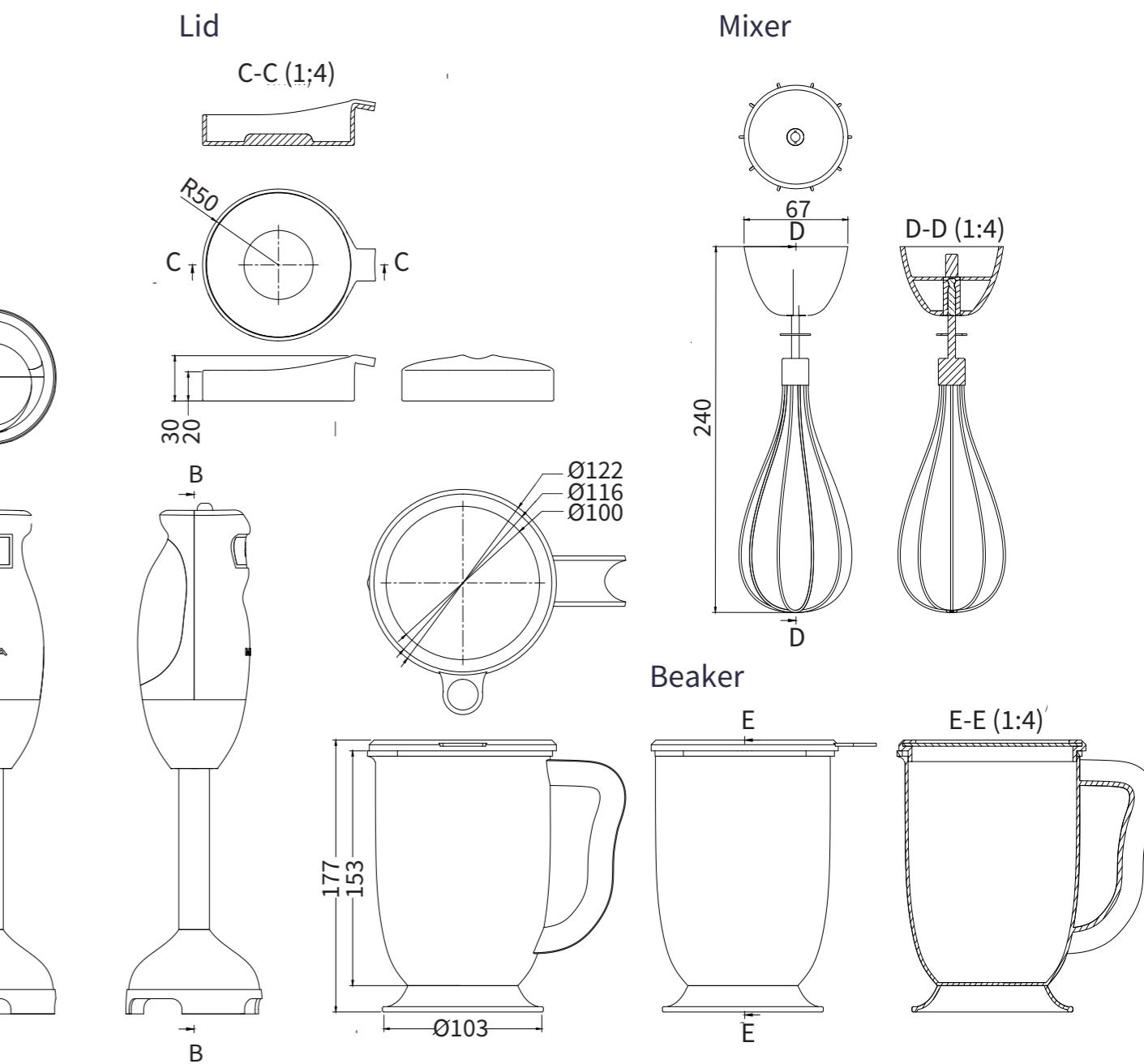
The lid of blender ensures that the **counter does not get dirty** while preparing food, it also **provides security** after use.

### Sustainable



1000ml beaker be used as a measuring or mixing cup and with its lid, it keeps leftovers fresh, reduces waste.

## technical drawings





# food a'round

A product that facilitates menu, order and payment for restaurants.  
With a digital innovation the design is a solution uncondutive economy.

*product design*

ID314 Interactive Multi Media Design 2020 Fall  
Group Project

# research

## findings

In restaurants, the experiences of the customers take place in communication with the employees from the entrance to the exit of the restaurant. While this process paper is used in most steps.

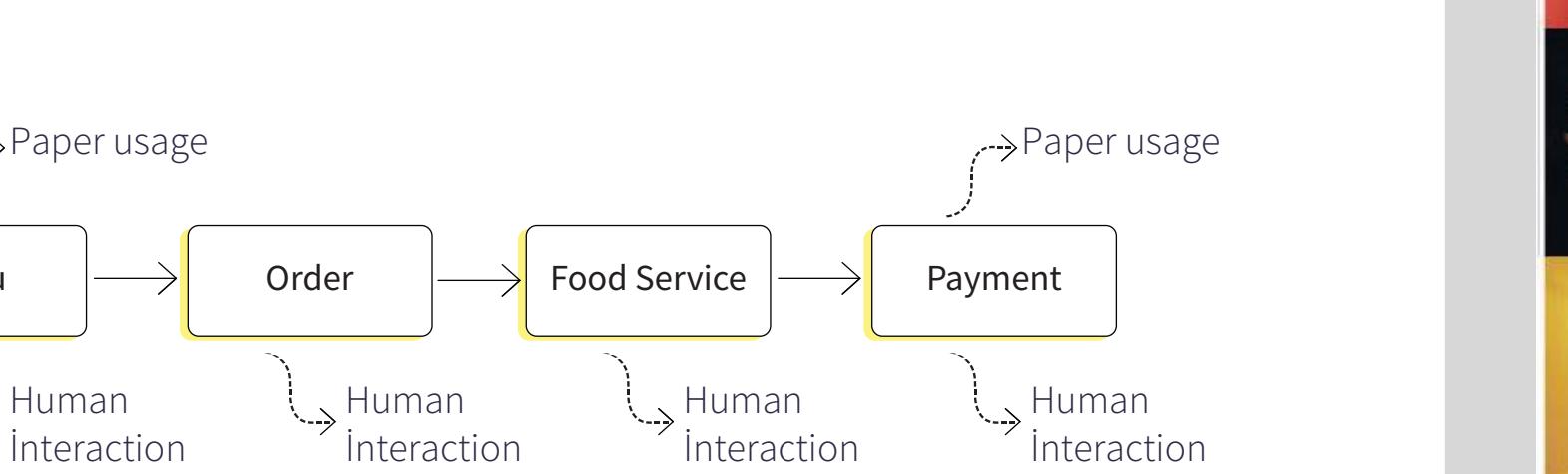


## problems

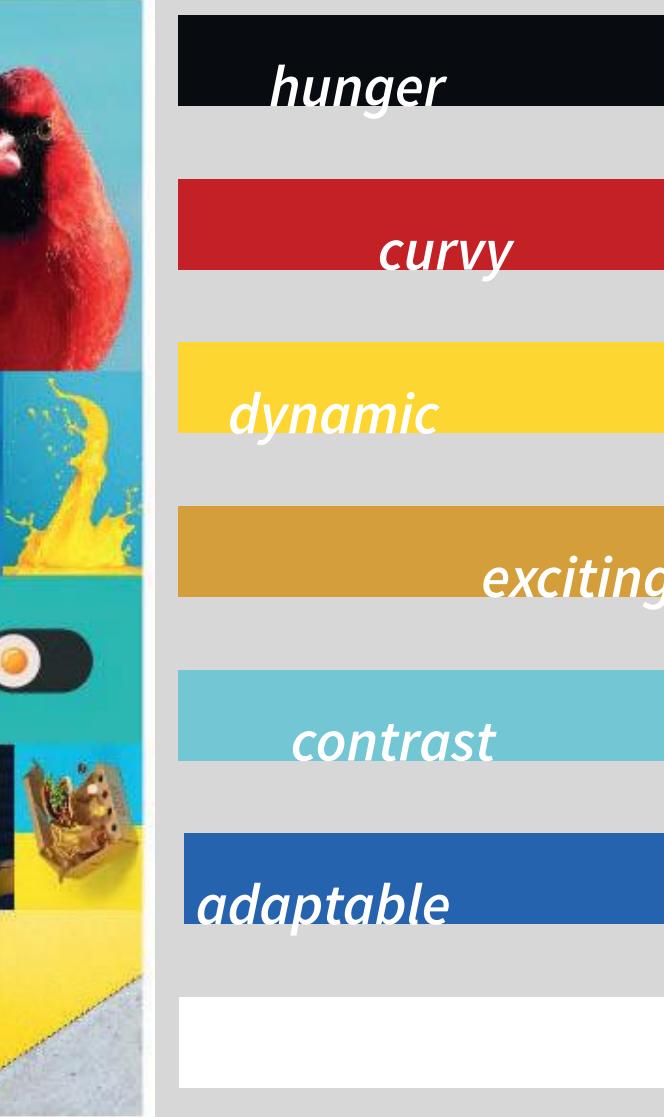
These interactions can cause time waste.  
Glitches, human errors and problems may occur at any time.  
Payments made by card lead to wastage of paper.  
Changes to be made in the menu cause waste of a lot of paper and cause expense for restaurant owners.

## solutions

By reducing human interaction, errors and time waste can be minimized with digitalization.  
Waste can be avoided by making contactless payment without a receipt.



# ideation



# final product

## product details

With its round design, it allows users around the table to access the menu.



## user interface

The user sees the categories in the menu above.



User touches to add to order to add the selected dishes to basket.



If there is more than one page, user can see more by scrolling down.



The menu can be integrated for different restaurants.

In the my order section, users can see all the dishes added to cart.



The user can pay all the meals with the pay them all option.



By pressing on, users can make them pay what they want.



After selected meals are paid, the remainings appear on the screen.

# thank you!

*contact*

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+90 506 491 3861