



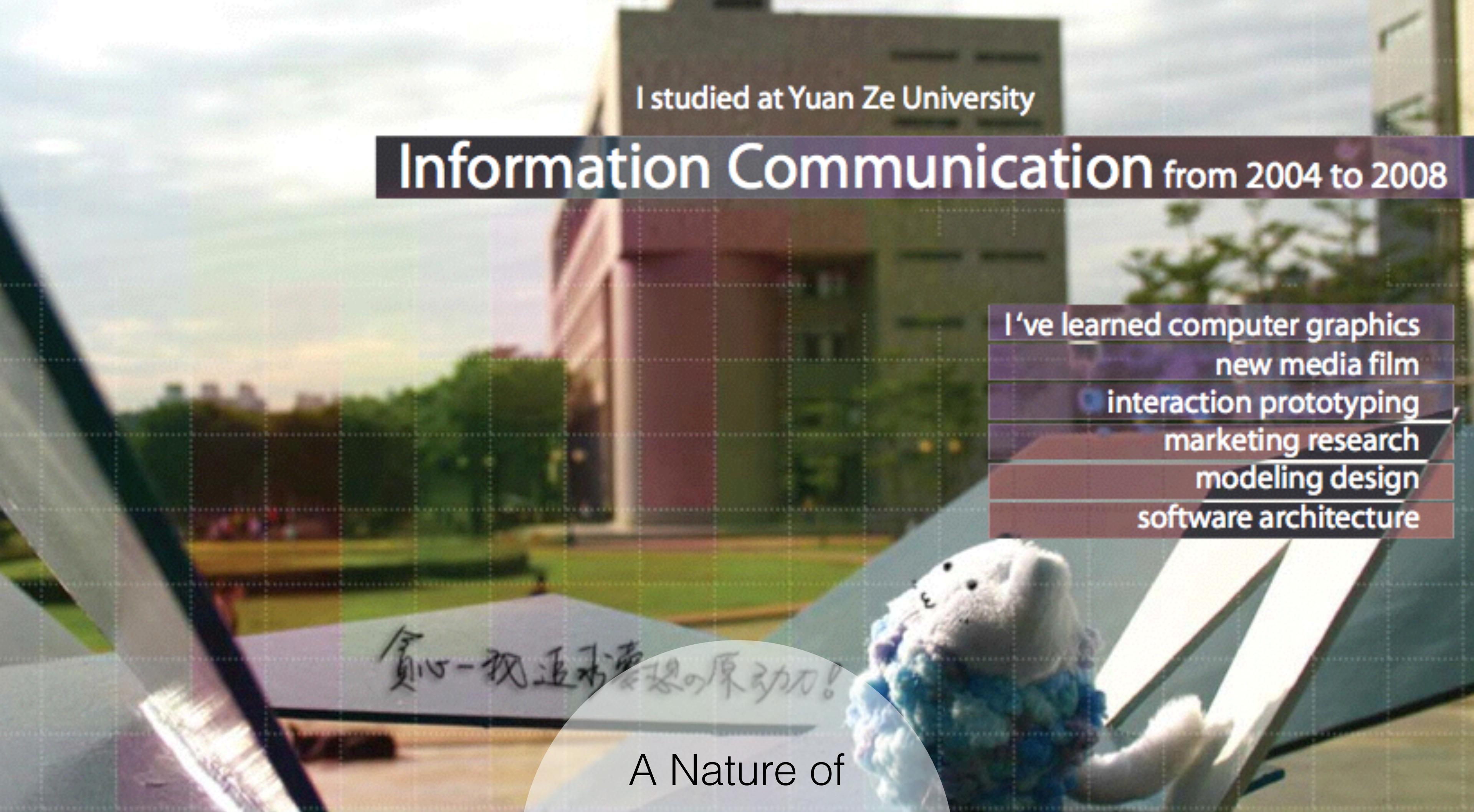
中華電信 Sharing

企業內部創新的設計渲染力
郭藺瑩 (Lydia Kuo)

2016



I'M LYDIA



I studied at Yuan Ze University

Information Communication from 2004 to 2008

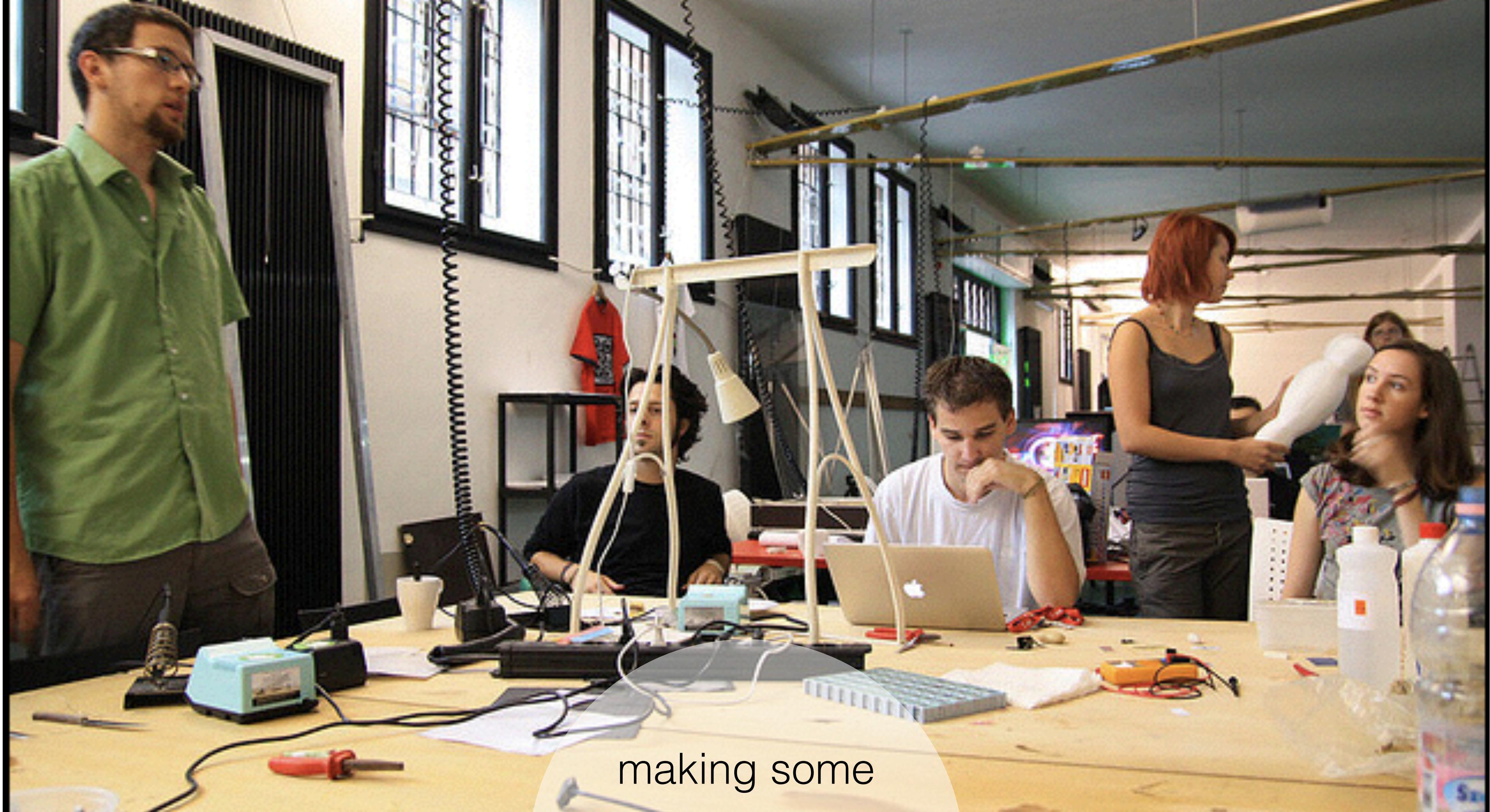
I've learned computer graphics
new media film
interaction prototyping
marketing research
modeling design
software architecture

A Nature of

MAKER



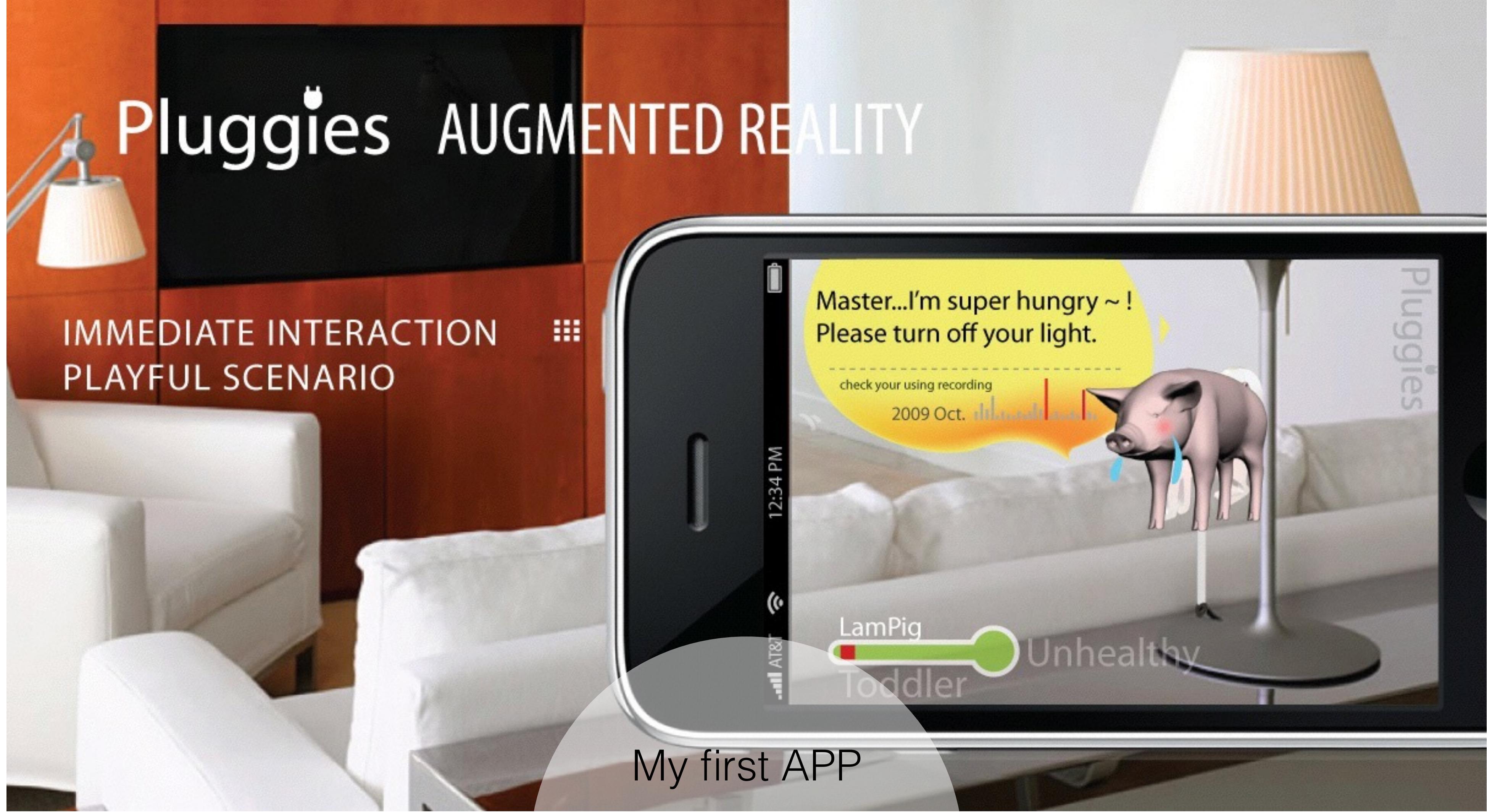
INSTALLATIONS



making some
INSTALLATIONS



LIVE CODING



My first APP

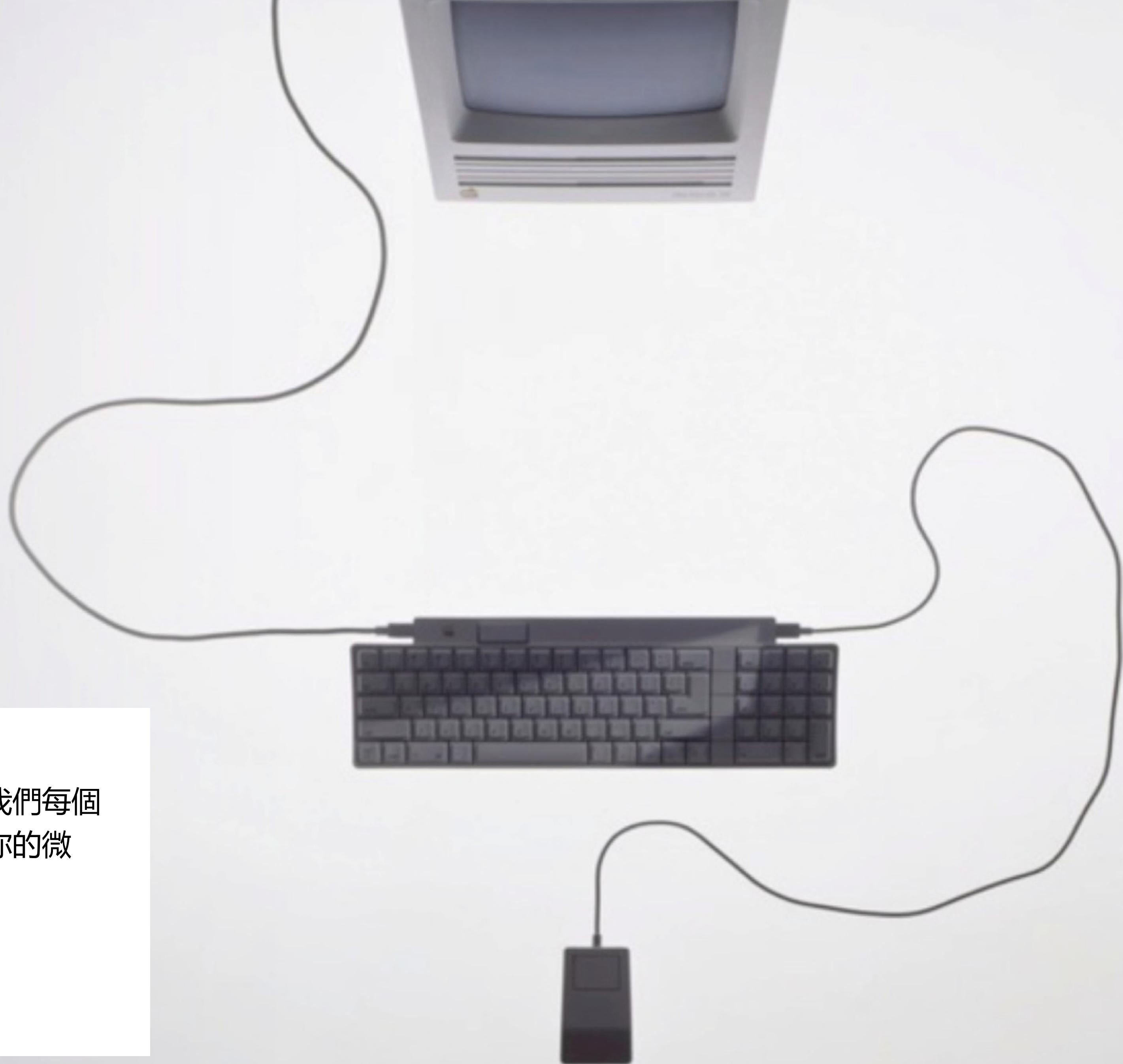
PLUGGIES

And the first patent

design
changed
the world

“人類登陸月球，年輕人試著改變世界，我們每個人都希望做出改變，而我希望用設計換取你的微笑。”

Hartmut Esslinger, 1969





facing it by
PASSION



AÌ [Ad]
𠙴
* NÓNG [Naong]
* SUỐ [Saw]
* CHUÀNG [Chong]
* frog

INDIA 2012



Meet our Personas



Deepak

THE AMBITIOUS BACHELOR

"I'm a fan of new technology but I'm way too busy to mess with mediocre solutions."



Parul

THE CHATTY HOUSEWIFE

"I'm still getting used to my daughter's old smart phone - but I do love that my kids send me messages on it everyday!"



Subhash

THE RESPONSIBLE PATRIARCH

"Help me enjoy relaxation time with my family without the headache of figuring the technology out."



Harshal

THE SERIOUS GRADUATE STUDENT

"My smart phone is old but it gives me Google and WhatsApp - I don't need more."



Anjli

THE CONNECTED TEEN

"My friends are number one. We are always in touch, chatting and sharing - either in person or online."



Jenil

THE FAR- AWAY FATHER

"I'm miles away from my family and I can't afford to call home as often as I'd like - even though my job has lots of downtime."



#孟買 #Anjli



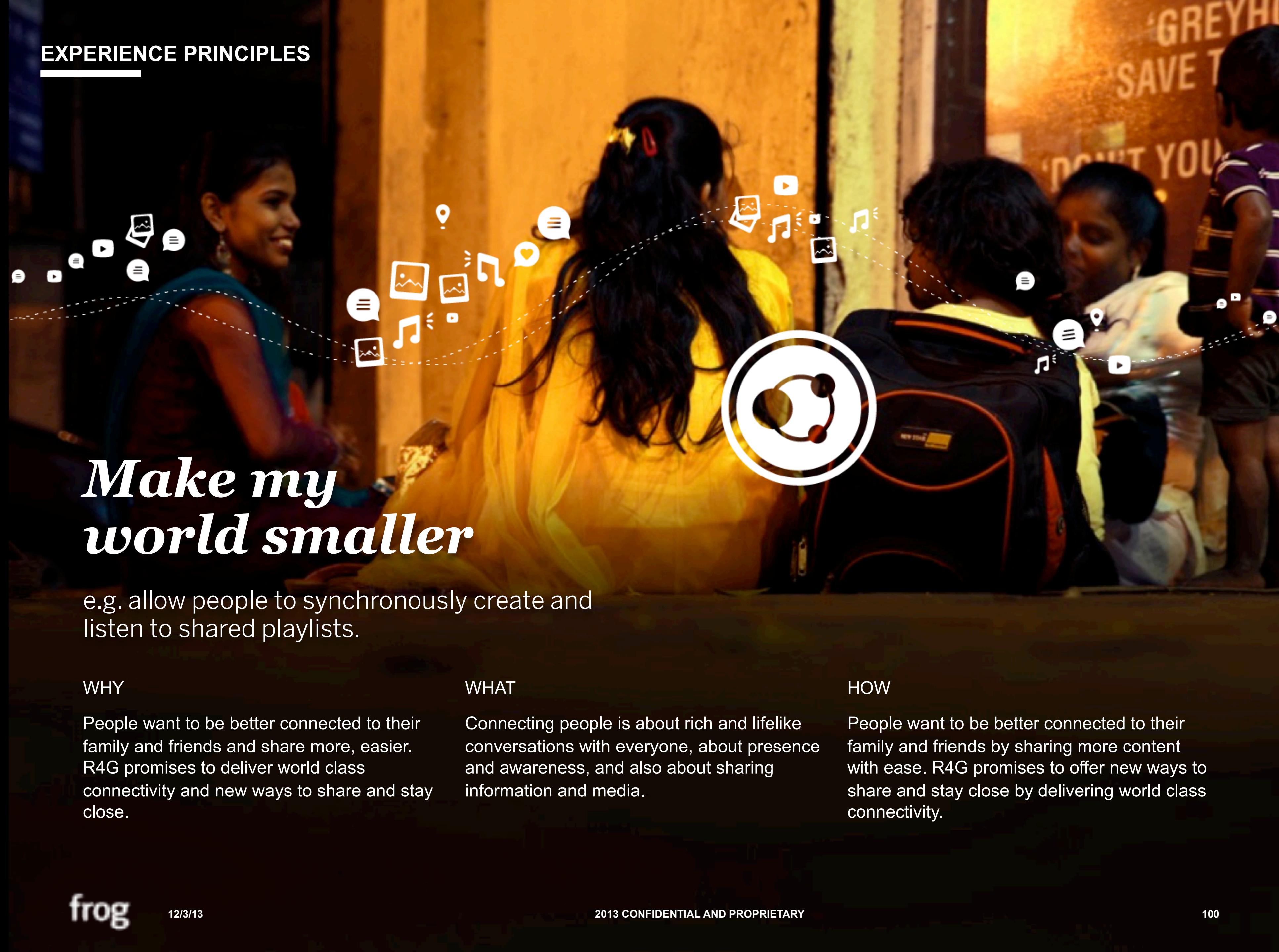
#孟買 #中央車站



#孟買 #舊城區



#孟買 #舊城區



Make my world smaller

e.g. allow people to synchronously create and listen to shared playlists.

WHY	WHAT	HOW
People want to be better connected to their family and friends and share more, easier. R4G promises to deliver world class connectivity and new ways to share and stay close.	Connecting people is about rich and lifelike conversations with everyone, about presence and awareness, and also about sharing information and media.	People want to be better connected to their family and friends by sharing more content with ease. R4G promises to offer new ways to share and stay close by delivering world class connectivity.

frog

12/3/13

2013 CONFIDENTIAL AND PROPRIETARY

100

Live TV

Today, Tue, February 18

Now

HBO: Balika Vadhu EP. 15: It's Party Time (In Watch List)

HBO: Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: News... Econo... Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: News... Econo... Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

HBO: Balika Vadhu EP. 15: It's Party Time (Scheduled To Record)

Anamika

3:04 / 4:20 Full Screen

Dil Chahta Hai 2011 - 183 min ★★★★★

Kahaani 2011 - 183 min ★★★★★

Dil Chahta Hai 2011 - 183 min ★★★★★

Kahaani 2011 - 183 min ★★★★★

Dil Chahta Hai 2011 - 183 min ★★★★★

Subhash Gupta

Watchlist 5 New Episodes

Friends

LiveTV

Shows 5 New Episodes

Movies 2 New Releases

History

Saath Nibhana Saath... (Season 1)

Information Season 1 Season 2

Pause Full screen

Ep. 1: It's in the f... 02/16/2013 - 55 min ★★★★★

Ep. 2: Once in th... 02/16/2013 - 55 min ★★★★★

Ep. 3: Running Wi...

Anamika

Information Recommended

Pause Full screen

2001 - 183 min ★★★★★

Genre: LOVE CRIME

Cast: Minissha Lamba Dino Morea Koen Mitra

Director: Anant Mahadevan

International cricket ...

Information Recommended

Pause Full screen

India vs New Zealand 8:00 - 14:00 ★★★★★

Sport: BASEBALL

India and New Zealand international team play in sombre conditions at the Palam Ground, Delhi.

- + 互動設計實戰經驗
- + 使用者調查 & 概念設計
- + 客戶關係



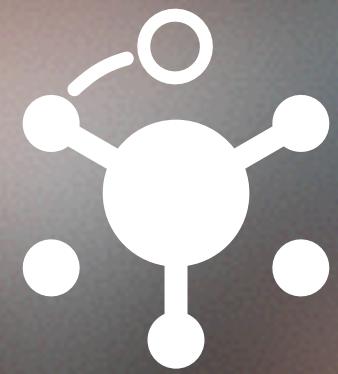


The background of the image is a photograph of a city skyline, featuring several modern residential or office buildings. In the foreground, there are large, semi-transparent colored panels that overlap the text. The top panel is blue, the middle panel is brown, and the bottom panel is white.

Engineers
Design
Product

10

Interaction
Designers



9

Visual
Designers



1

Researchers



6

Product
Managers



25

Engineers



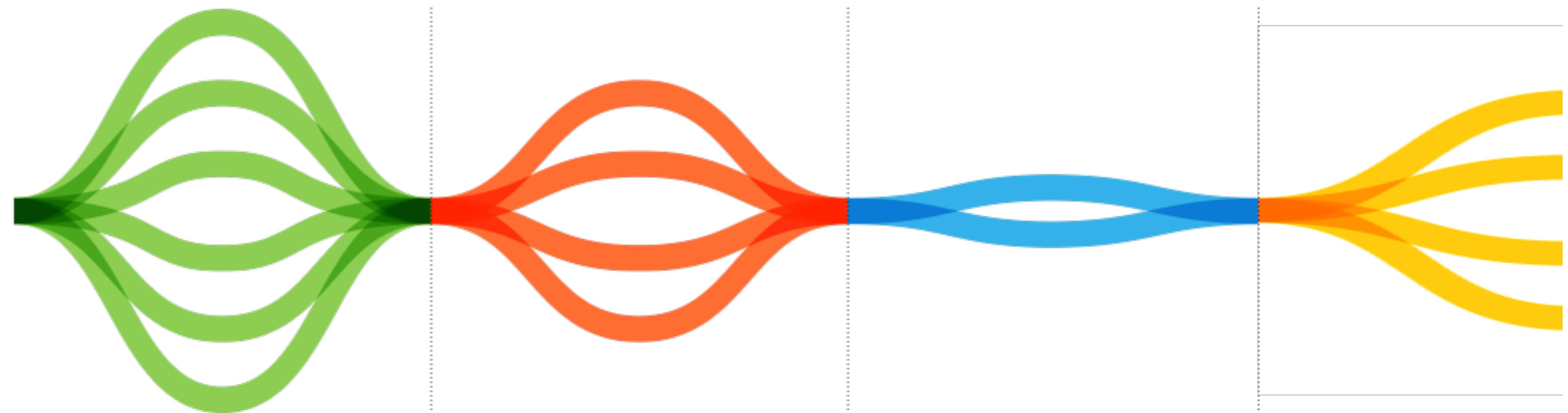
Yahoo! APAC Mobile team
Taipei



Yahoo! APAC Mobile team

Taipei

A flexible and proven process for innovation.



Discover
Analysis Becomes
Insights

Design
Insights Become
Ideas

Development
Ideas Become
Products

Deploy
Products Become
Reality

UCD

User Centered Design
使用者中心設計

商業策略
strategy

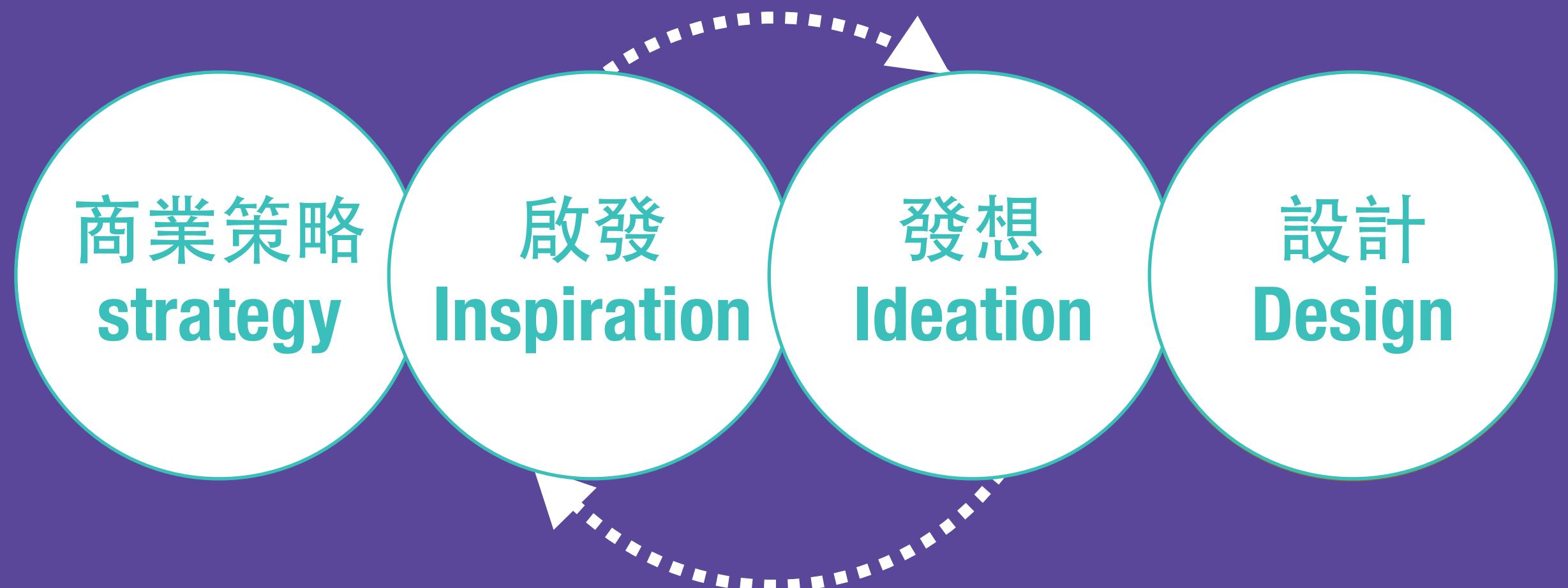
願景
Vision

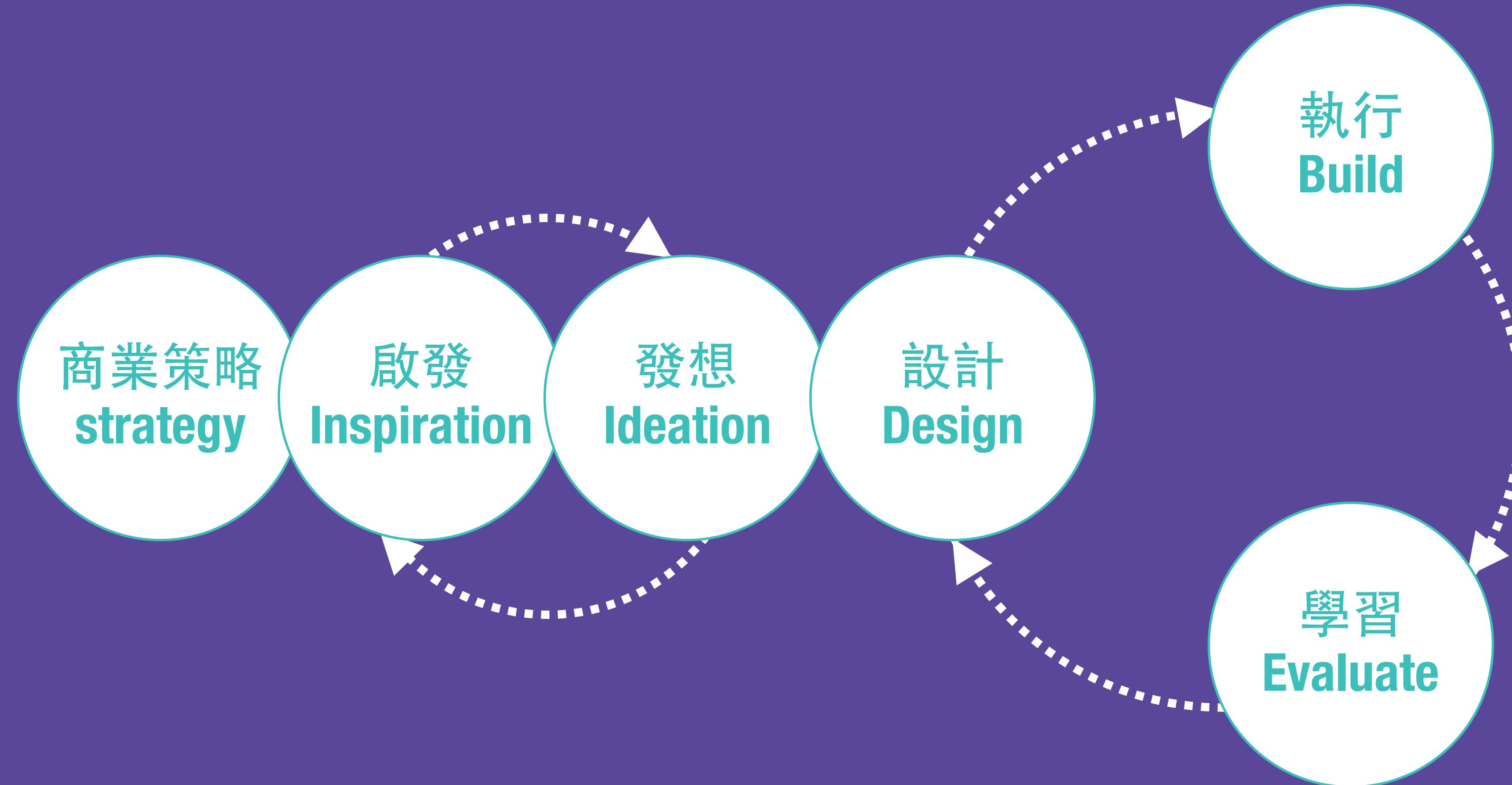
商業策略
strategy

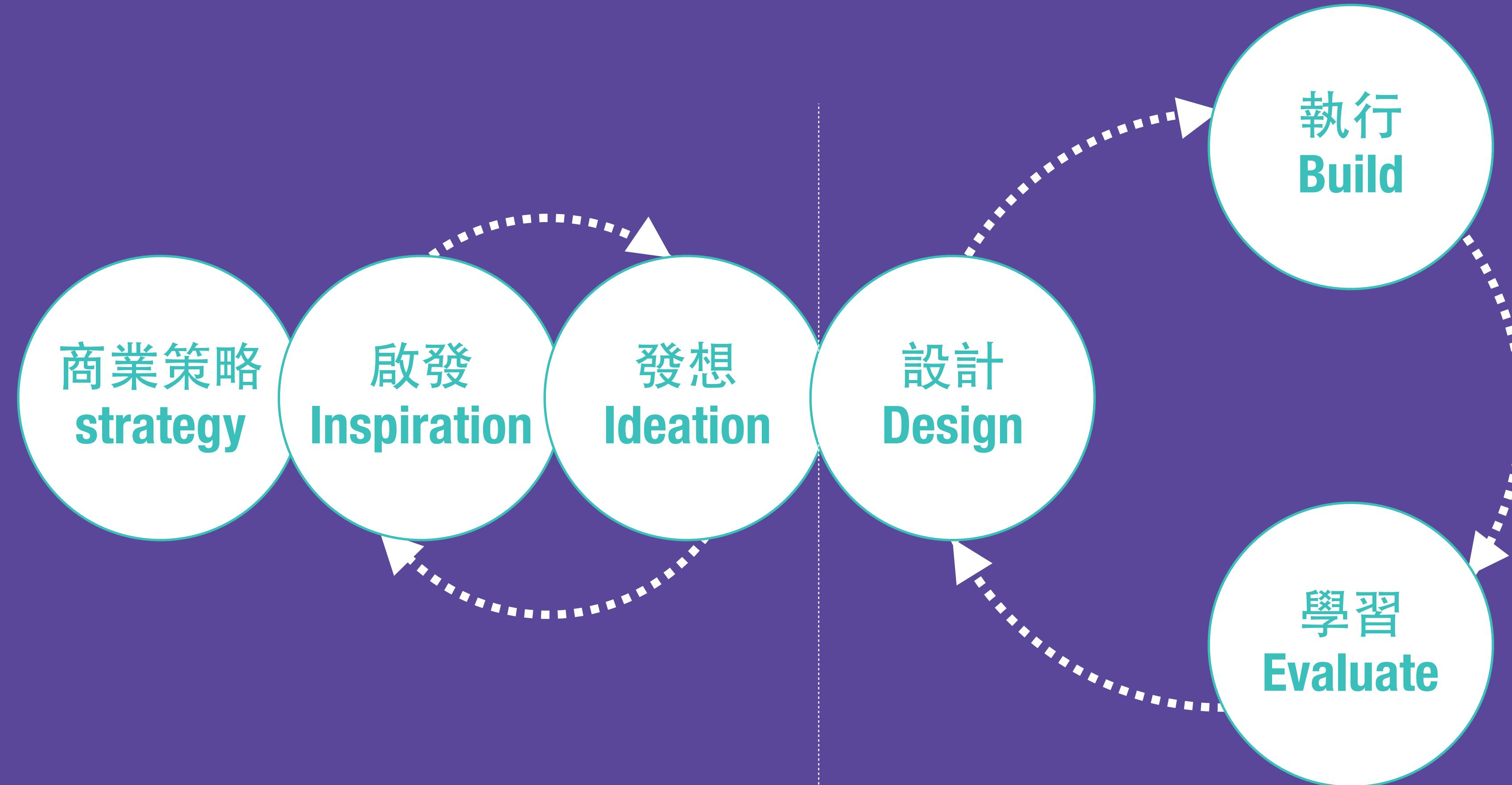
啟發
Inspiration

發想
Ideation

設計
Design







proactive
learning

reactive
learning



Walk into their daily lives

visit their favorite spots





do their favorite activities

A candid photograph of a group of young people in what appears to be a backstage or storage area. In the foreground, a woman with long brown hair, seen from the back, is looking down at a large pile of clothes. Behind her, three other women are laughing and smiling. One woman has her hand raised in a high-five gesture. They are surrounded by stacks of folded laundry and clothing items. A man is partially visible on the far left. The background shows a wall with a "TRANSFORM" mural and some equipment.

immerse in the context



快速

Convenience

快速刊登、立即購買

群眾

Community

對話功能、最愛賣家

安心

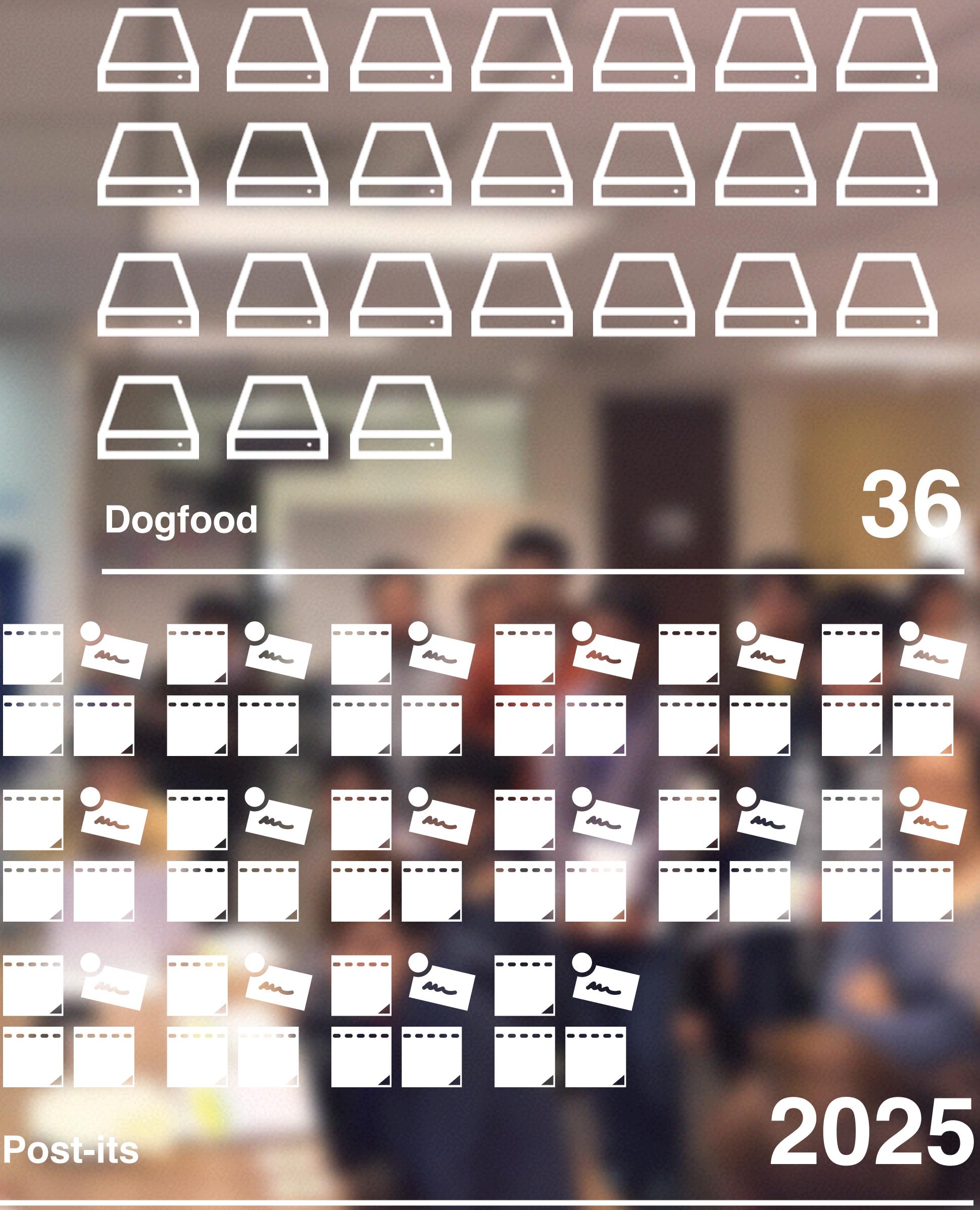
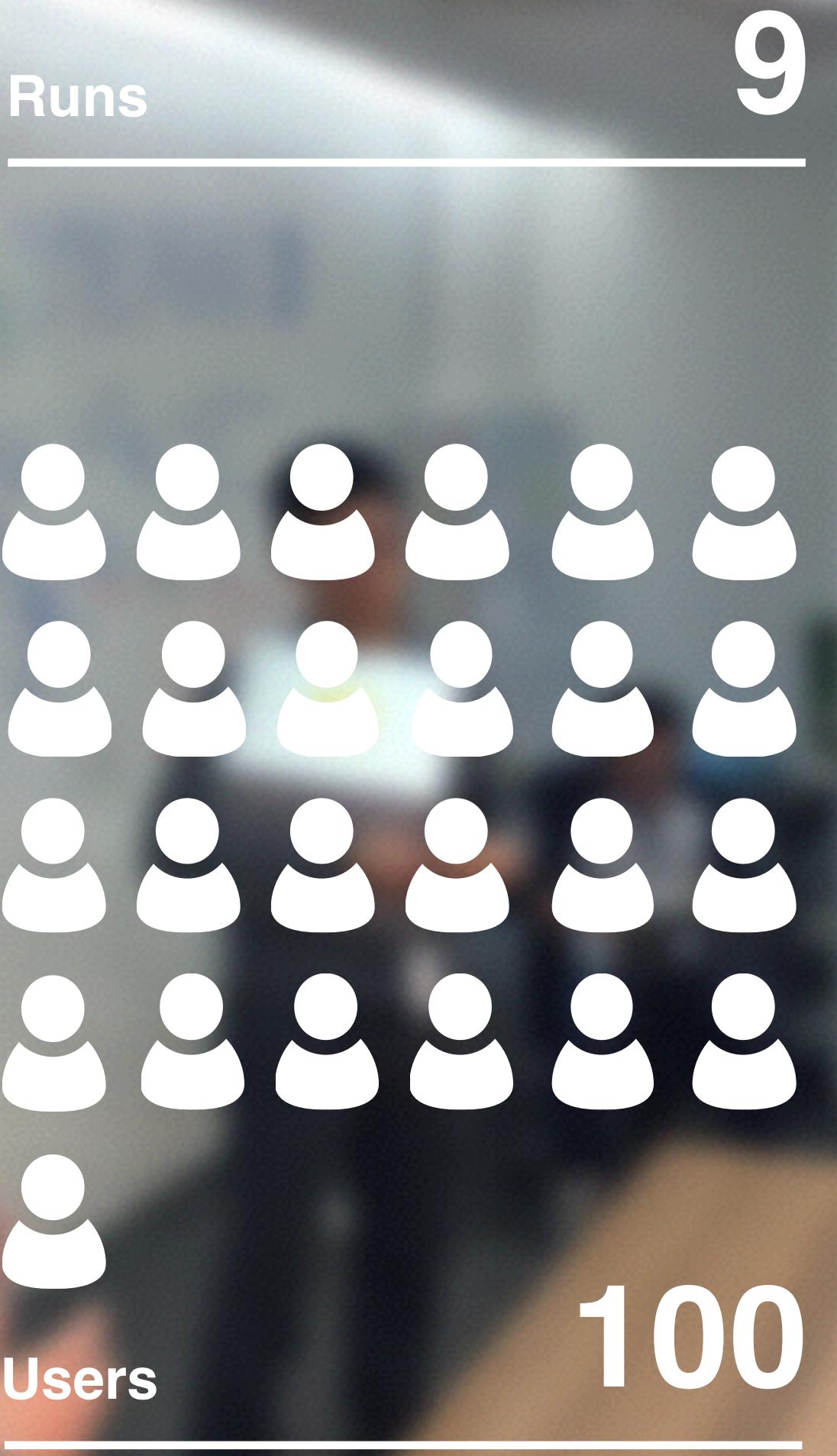
Trust

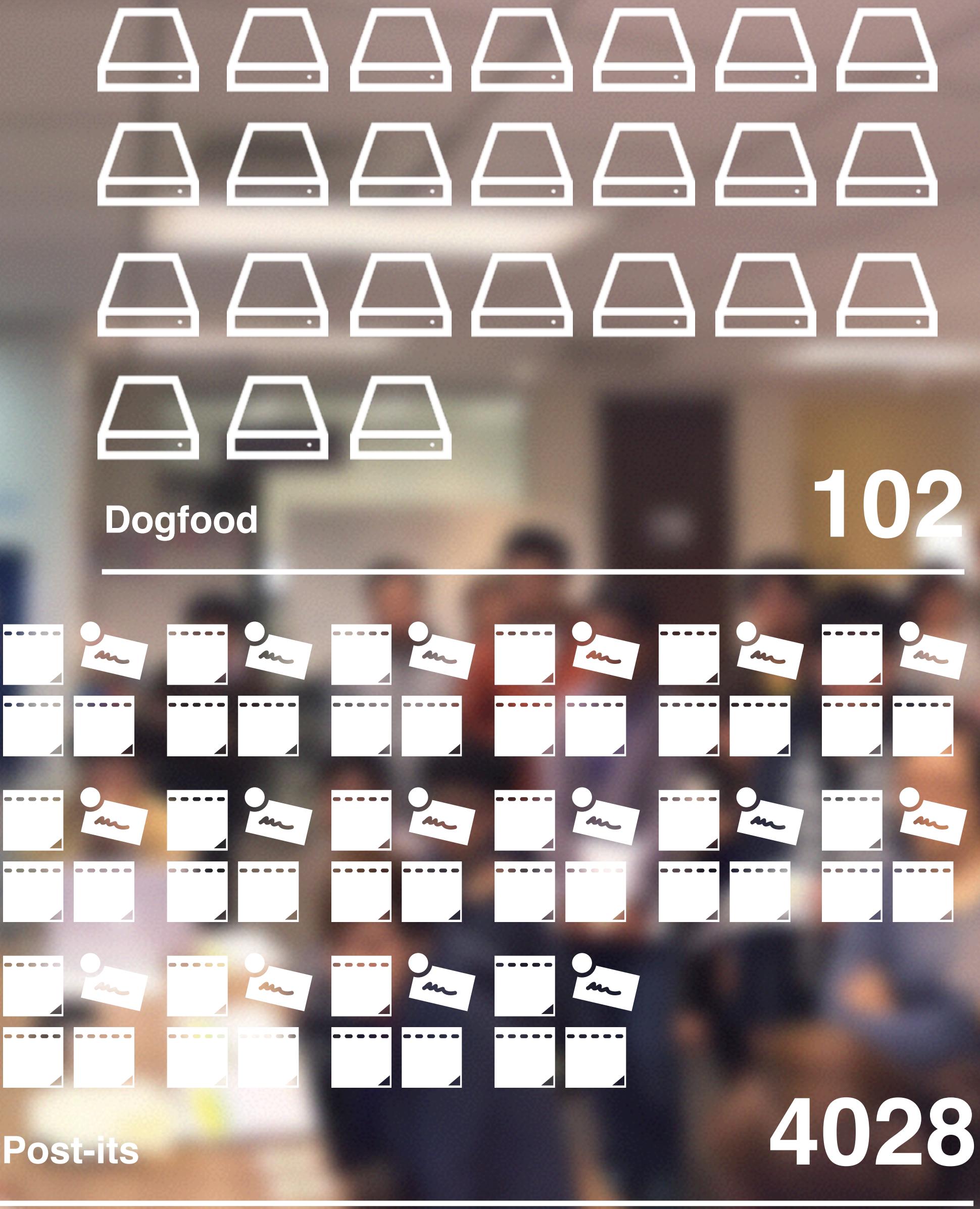
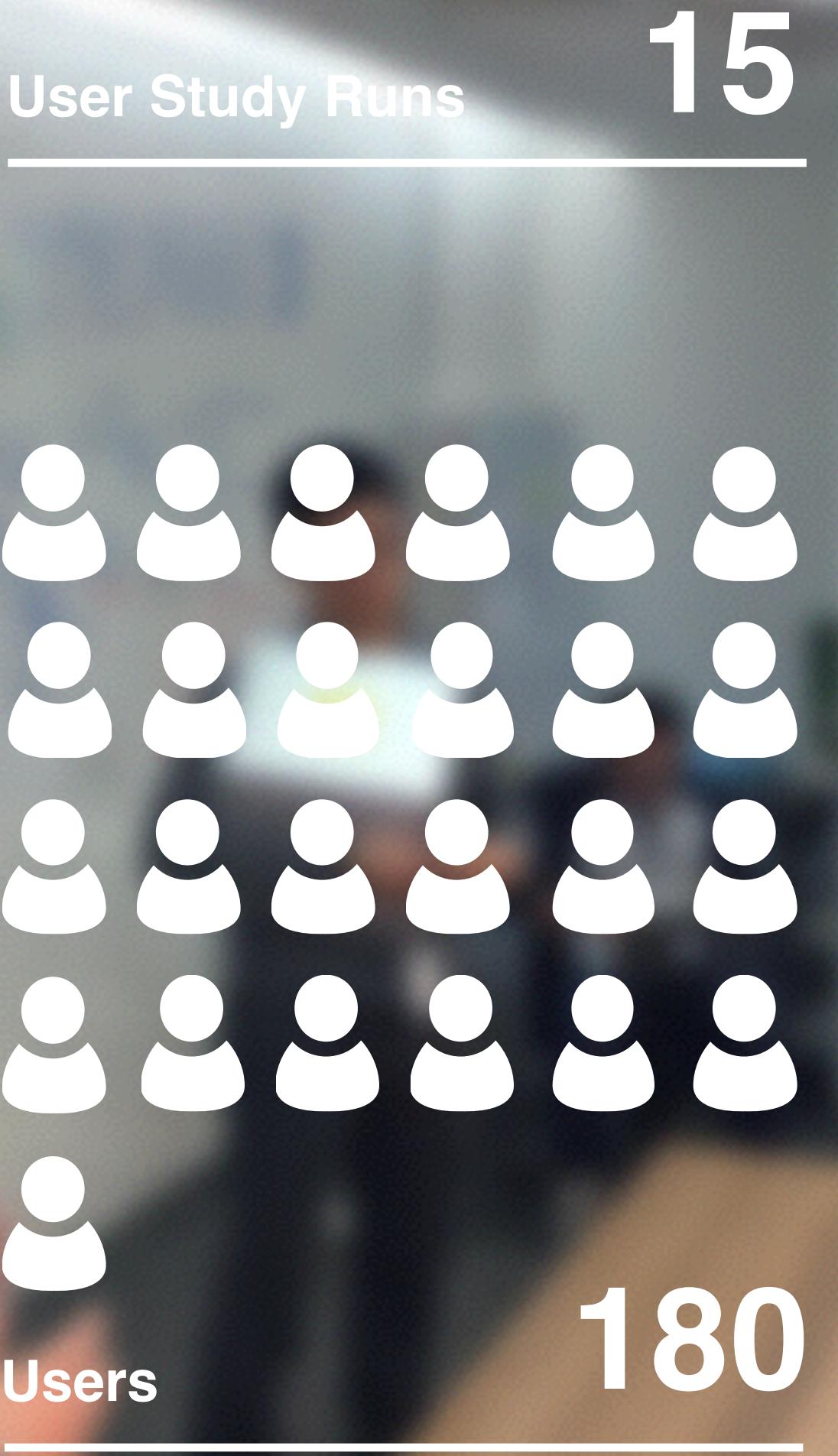
平台交易有保障

滿足

Satisfaction

隨時掌握商品人氣





實際案例分享

Auction App Posting

拍賣手機刊登：從零到上線的全新功能

Inspired by *Users*



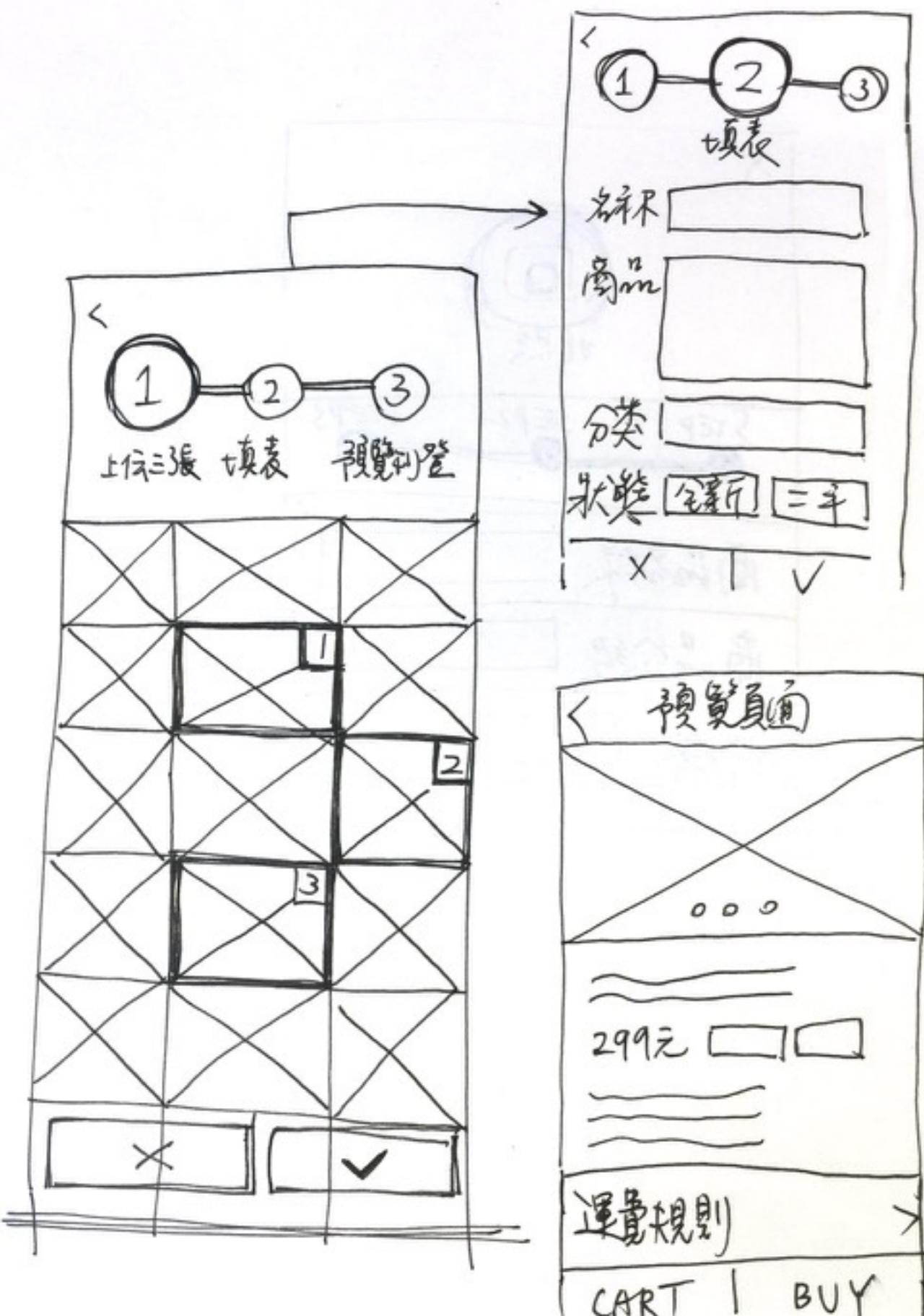
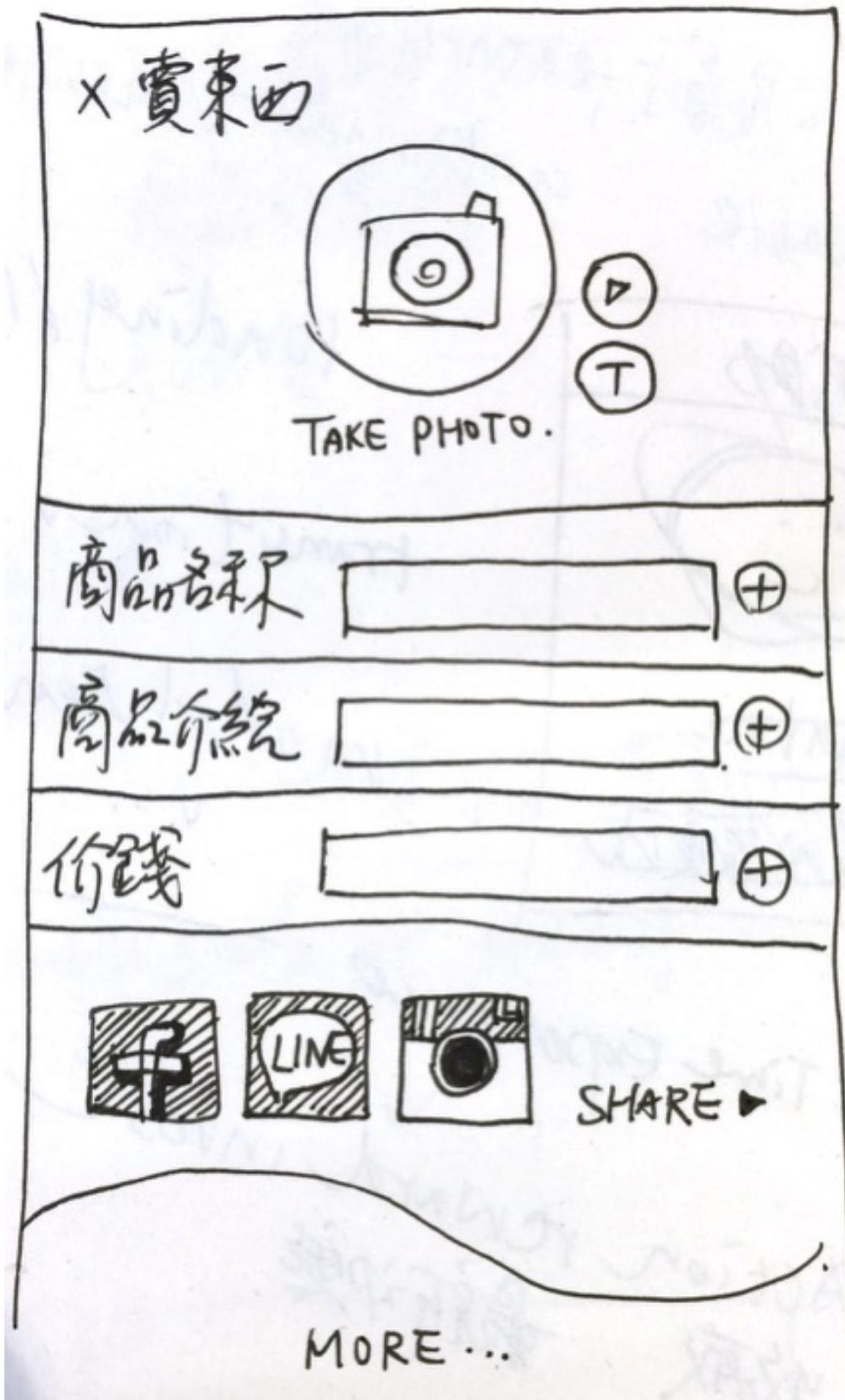
希望刊登東西就像PO FB一樣快速，如果還可以簡單修圖，我就不用再拿出單眼相機了！

- User night，業小姐，大學生

太過複雜

年輕消費者普遍覺得Yahoo拍賣PC不夠方便。介面繁瑣、複雜，不夠效率。對於流程上的使用，覺得說明文字太多、生硬，沒有耐心看完。

Sketch UI ideas



在專案的初期，利用白板、Post-it 快速跟專案負責人、開發人員確認流程與構想。

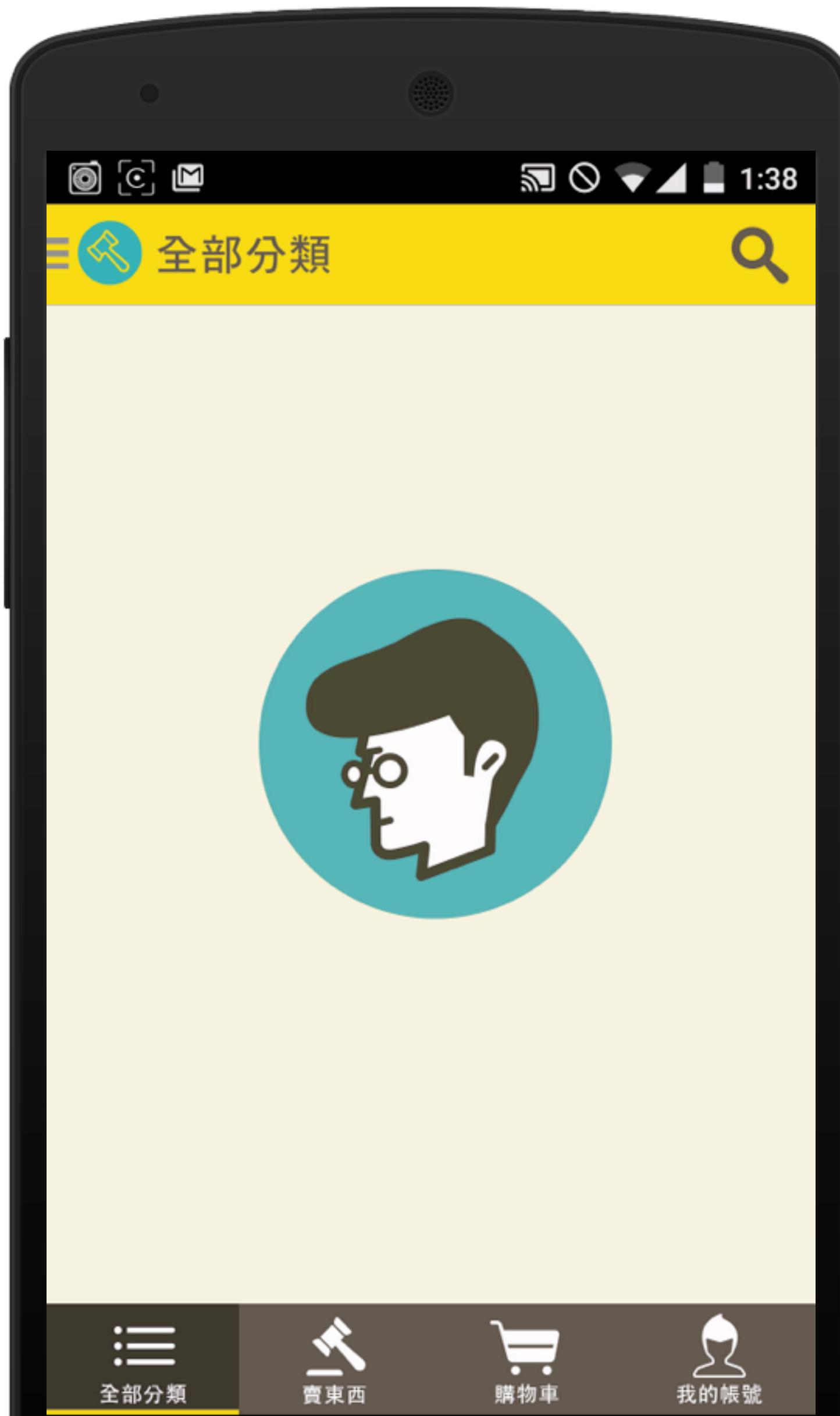


成員參與度高
流程推演越多越好
效率高



避免太多細節
無需完美的手稿表現

Prototyping Concept & flow



利用快速原型設計軟體，將簡單的Design放入手機，與User進行第一次接觸。



6 位內部使用者
快速理解User在意的部分
AB 版型測試的有效時機
提供使用者夠完整的情境設定



避免太多細節
無需完美的Visual表現
不要考慮過多技術可行性

Prototyping Design

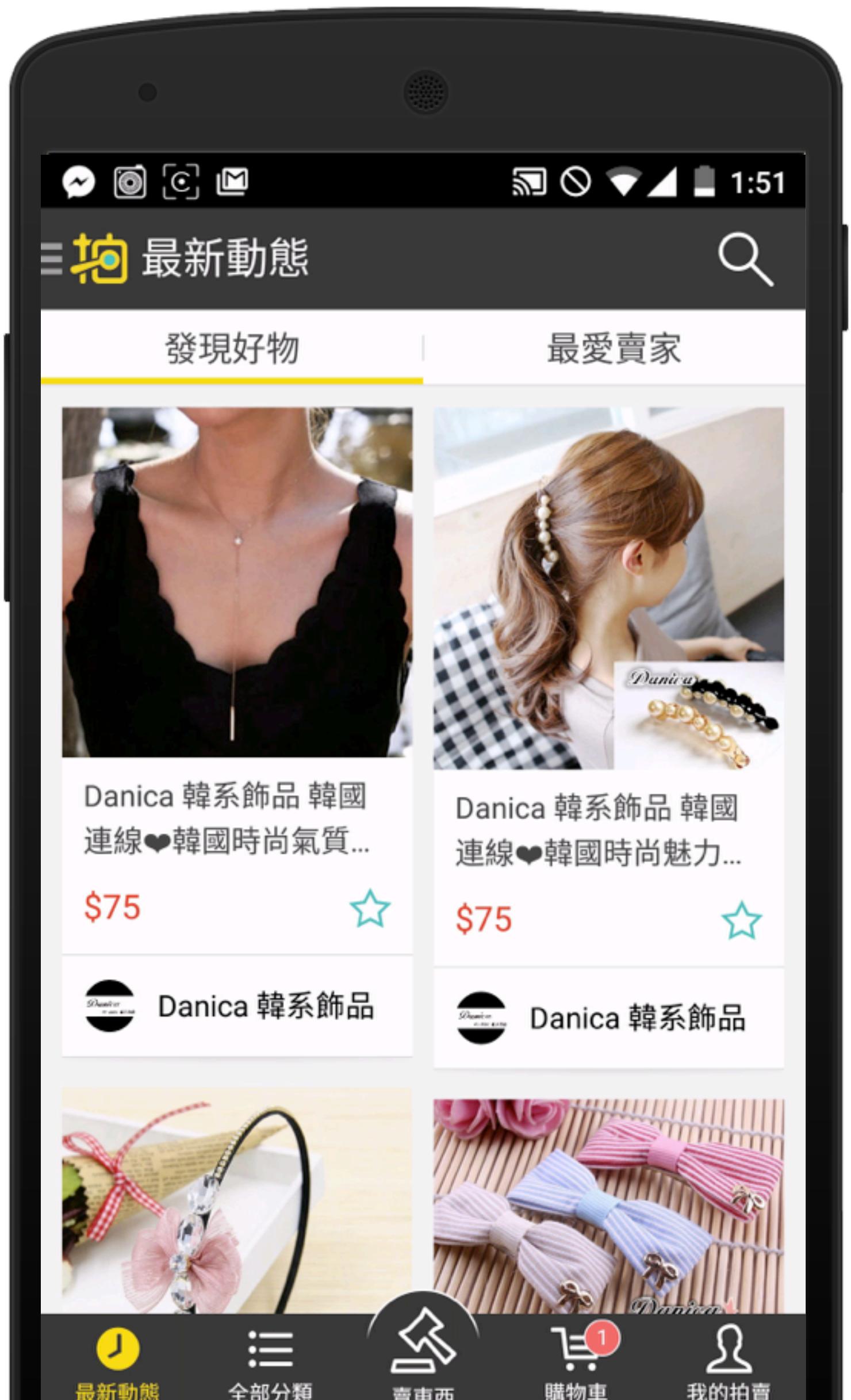


將設計好的Mocks盡可能的模擬完整流程，與工程師討論執行性，並邀請User測試細節。

 8位外部使用者
紀錄並探討User不滿意的細節
盡可能的使Visual表現完整
在測試過程中，即時改變版本，
並立即測試

 不應仍存有太多假設與未知
測試者需接近真實上線的主要用戶

Design Refinement & Spec



進行最終版的定稿、進行動畫、視覺細節的設計，並與工程師保持高度交流。

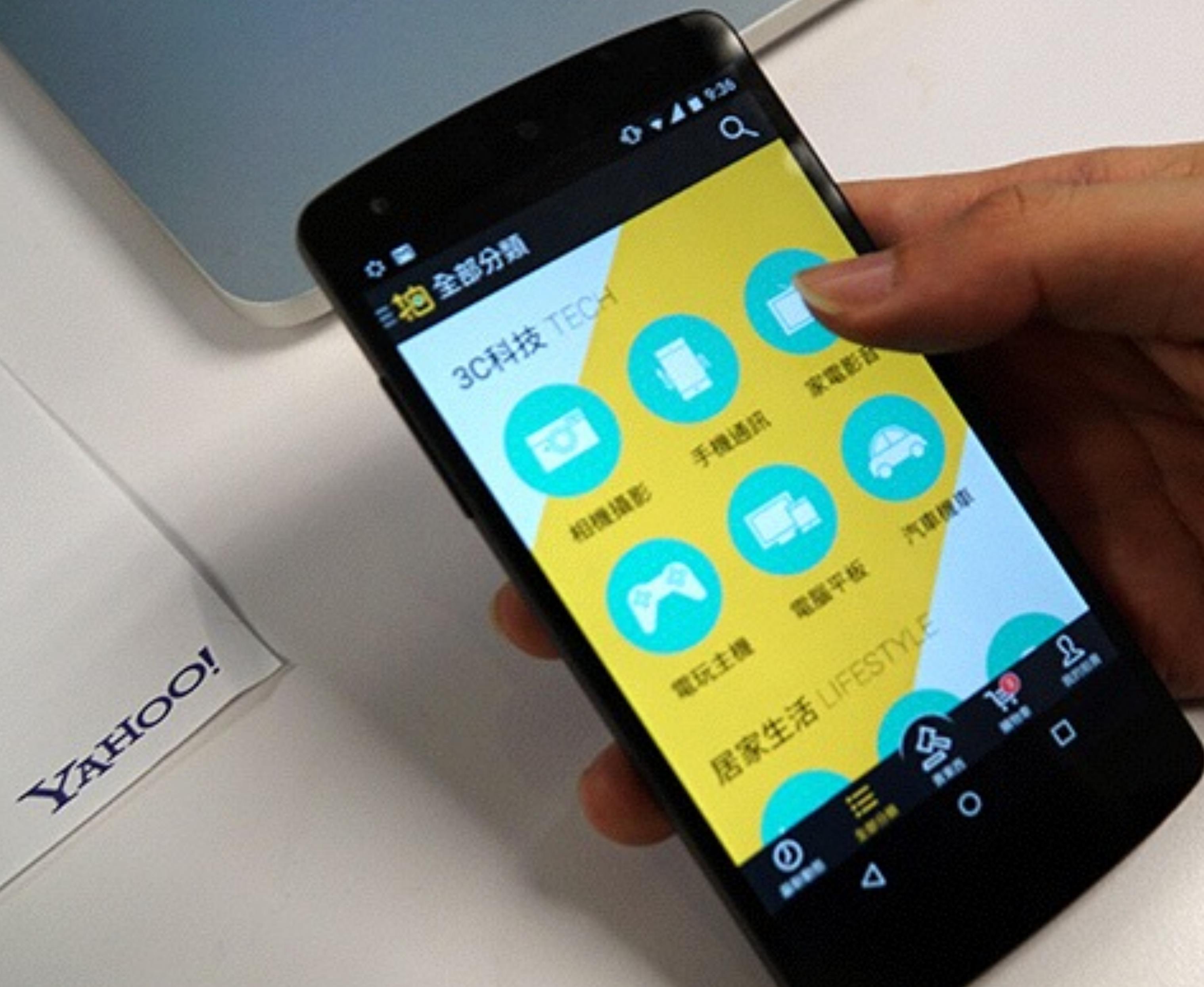


工程師同步已進行完整評估
將互動、動畫細節特別highlight
使用最適合精準溝通的工具



避免被工具侷限，適當調整

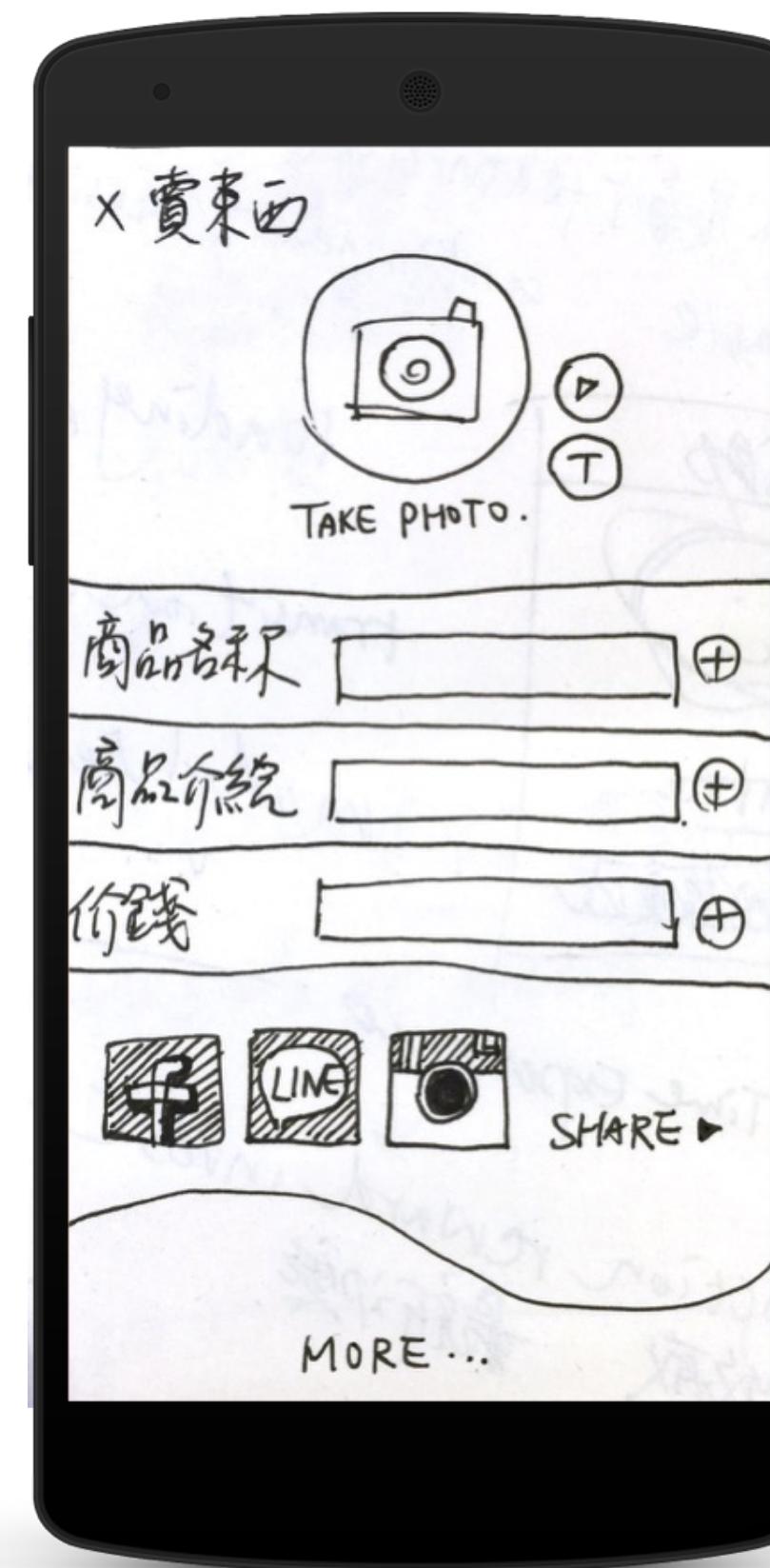
Internal Dogfood testing



在上線前測試各種flow、
帳號狀態，並持續幾天。

Insight to idea to real product

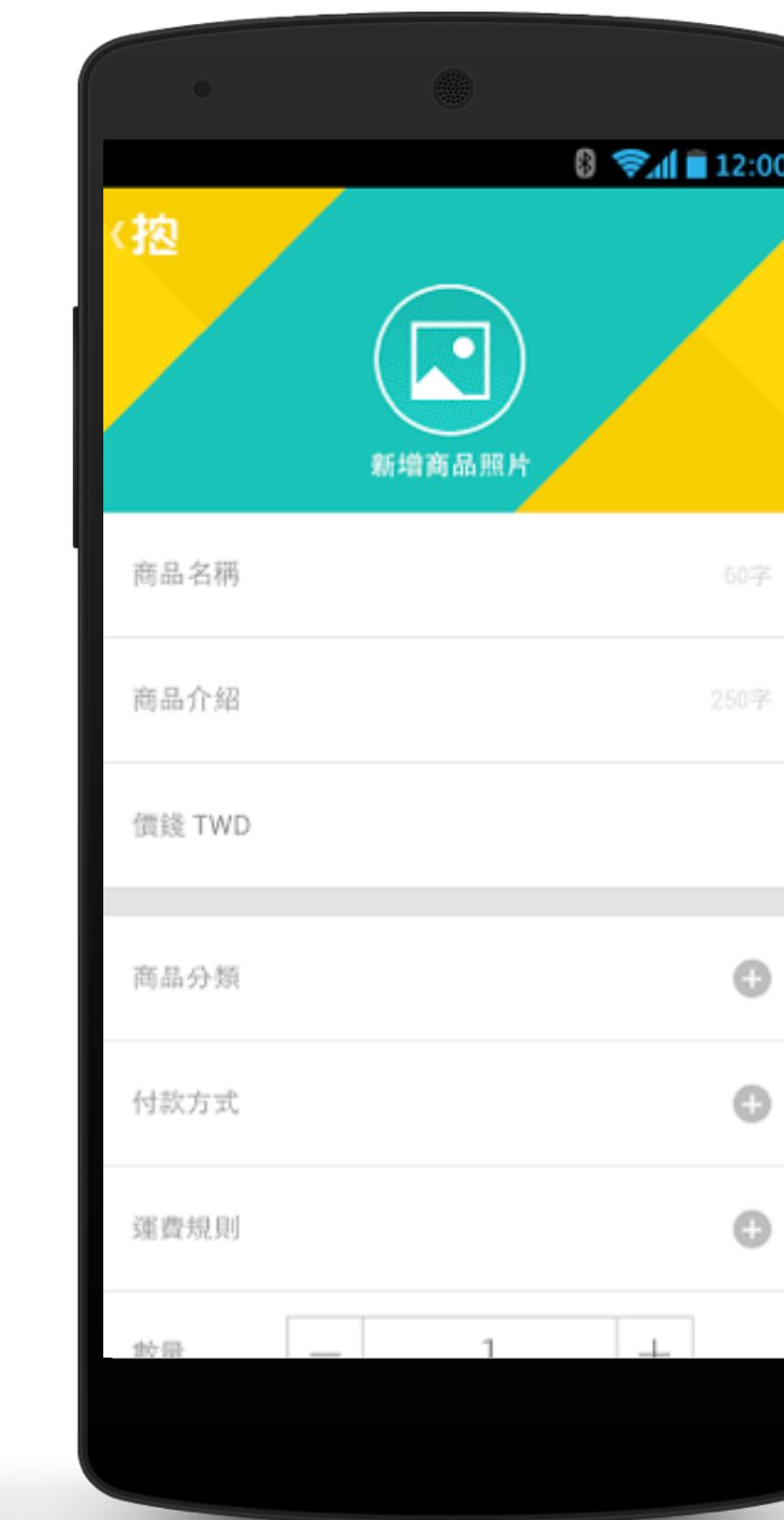
跟使用者一起打造一個快速、流暢的刊登經驗



Sketch ideas



Concept evaluation



Usability testing



Online

實際案例分享

Auction App Discovery Stream

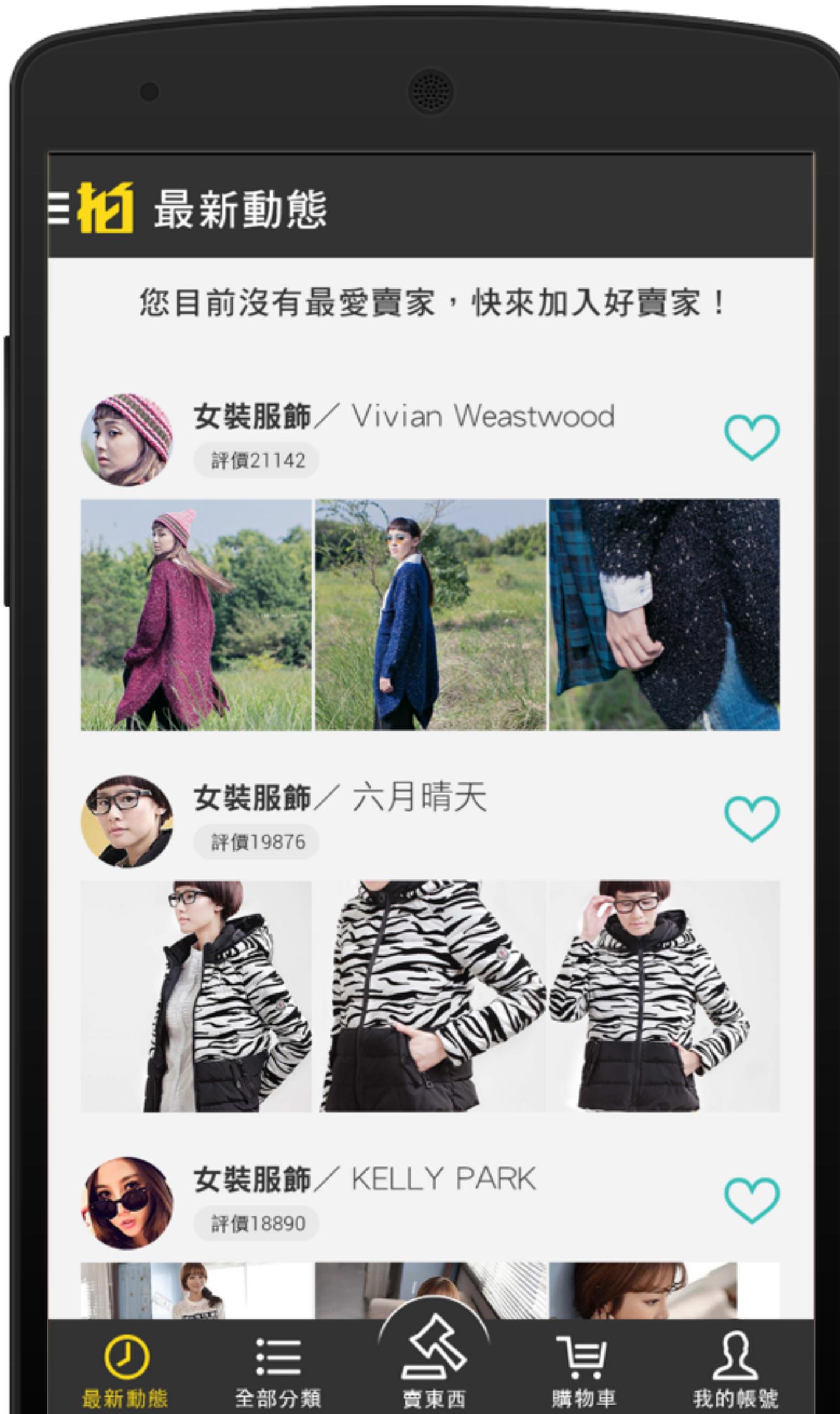
拍賣手機首頁：開發中期策略規劃與上線觀察

希望有個動態的首頁～

這個首頁應該要符合我們
‘全民賣家’的概念

那我們讓這個首頁來
推銷好賣家好了！

How user Guide our design



6個internal users

希望動態可以快點看到商品

不會想在一開始加賣家耶

加入賣家的好處是？

Find Signature trigger point



可自行編輯喜愛分類



最愛賣家動態



推薦曾經給過正評的賣家為最愛賣家

Online Bucket testing



2倍

實際案例分享

Auction App Bargain

拍賣手機議價：上線後的新功能增加

Align Goals and Objectives

目標

快速幫助賣家賣出商品
買賣雙方更多互動

Seller

Benefit

快速成交
可以以量制價，促進團購
營造特定老顧客的人情味
了解市場價格，找到賣不掉的原因

Risk

更多經營成本，更多的問與答、議價待處理
定價策略更多層次需要思考

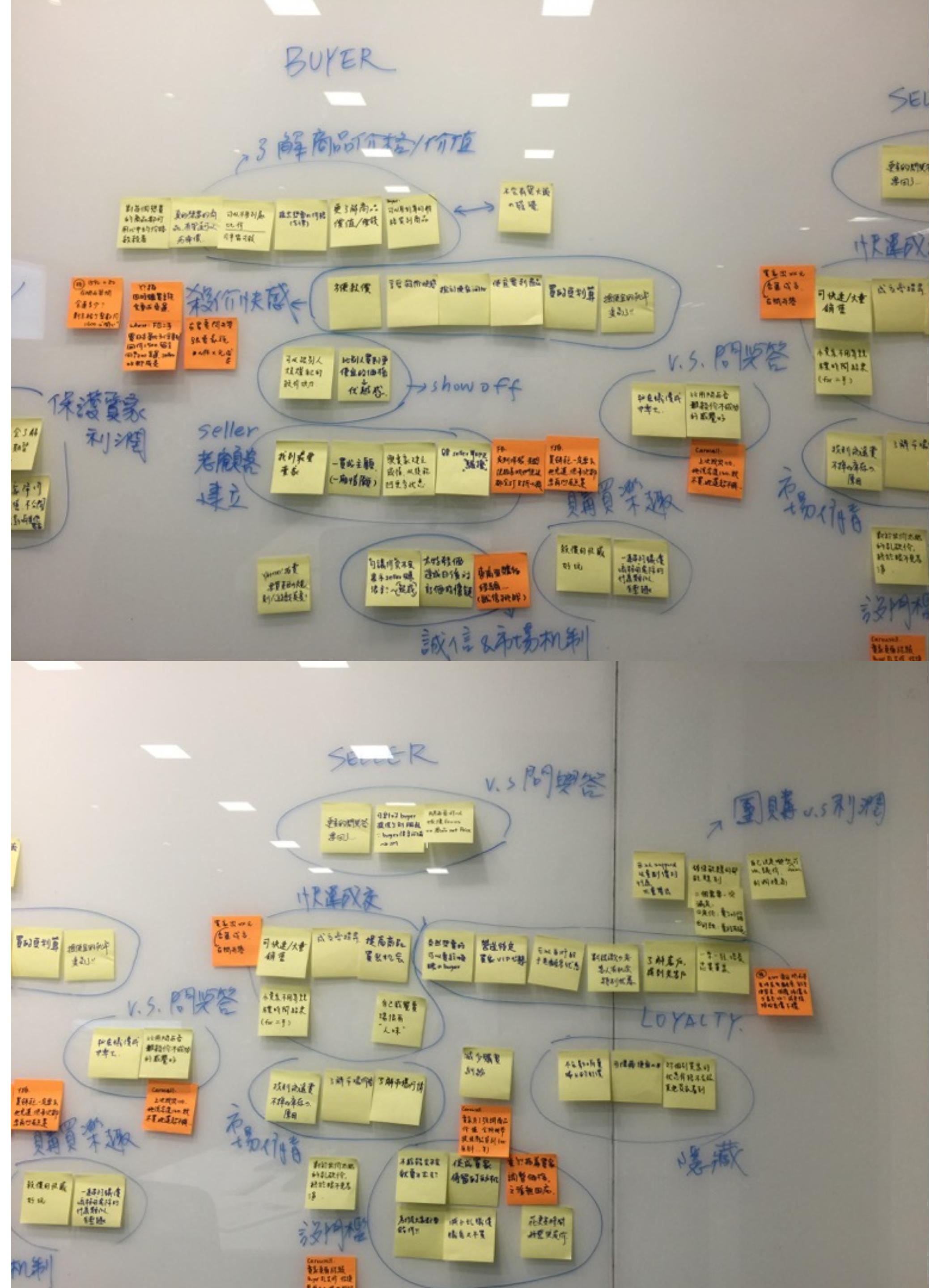
Buyer

Benefit

了解商品價格
以更便宜的價格購入商品
殺價的快感
一買成主顧，找到最愛賣家
建立誠信與市場機制

Risk

買東西的規則與流程變多（多樣）



Concept Explorations

Card View

idea 1 - 以價格為主



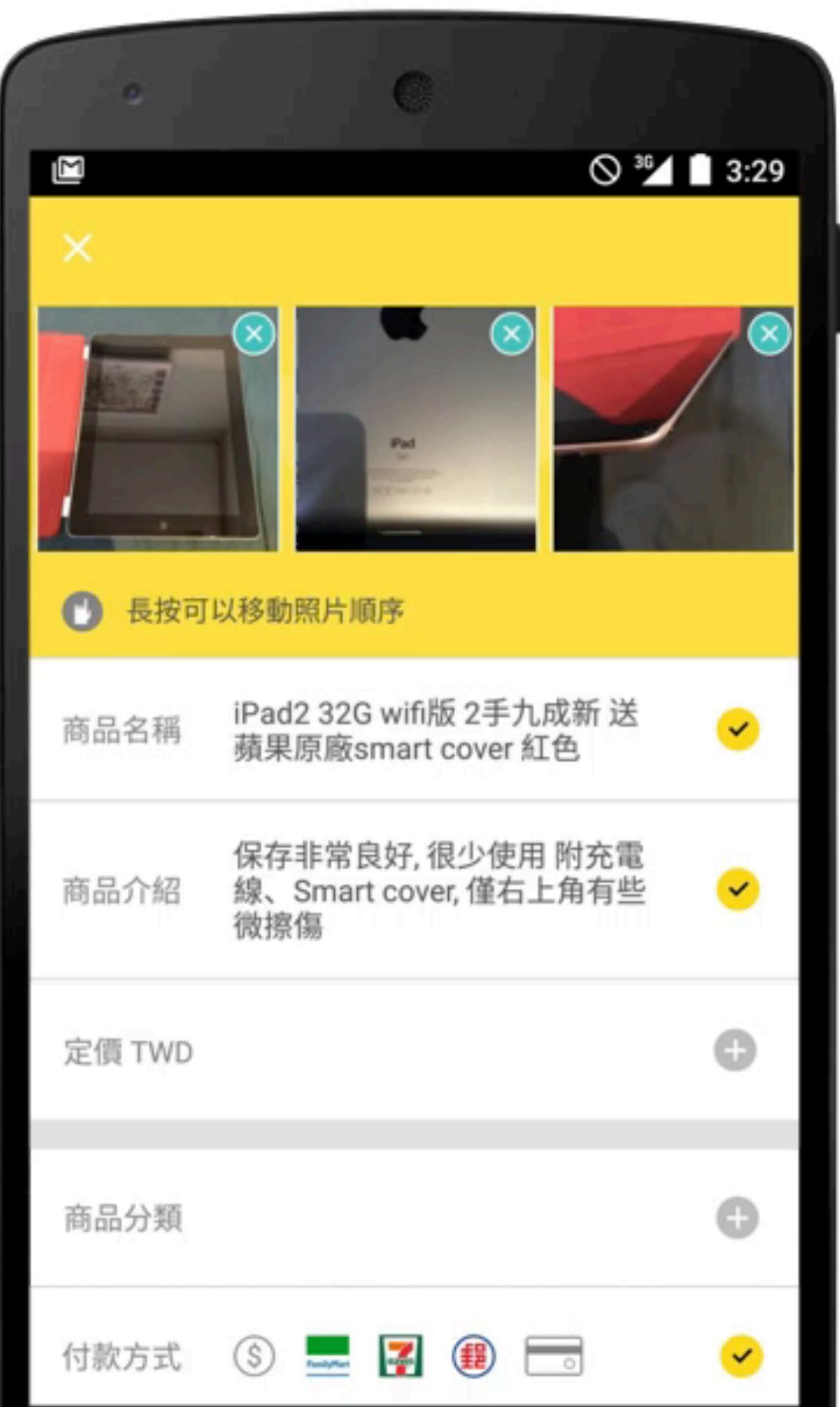
Chat View

idea 2 - 以留言為主



Concept for 議價刊登

Seller



Wireframe
Communication

Concept for 議價商品頁

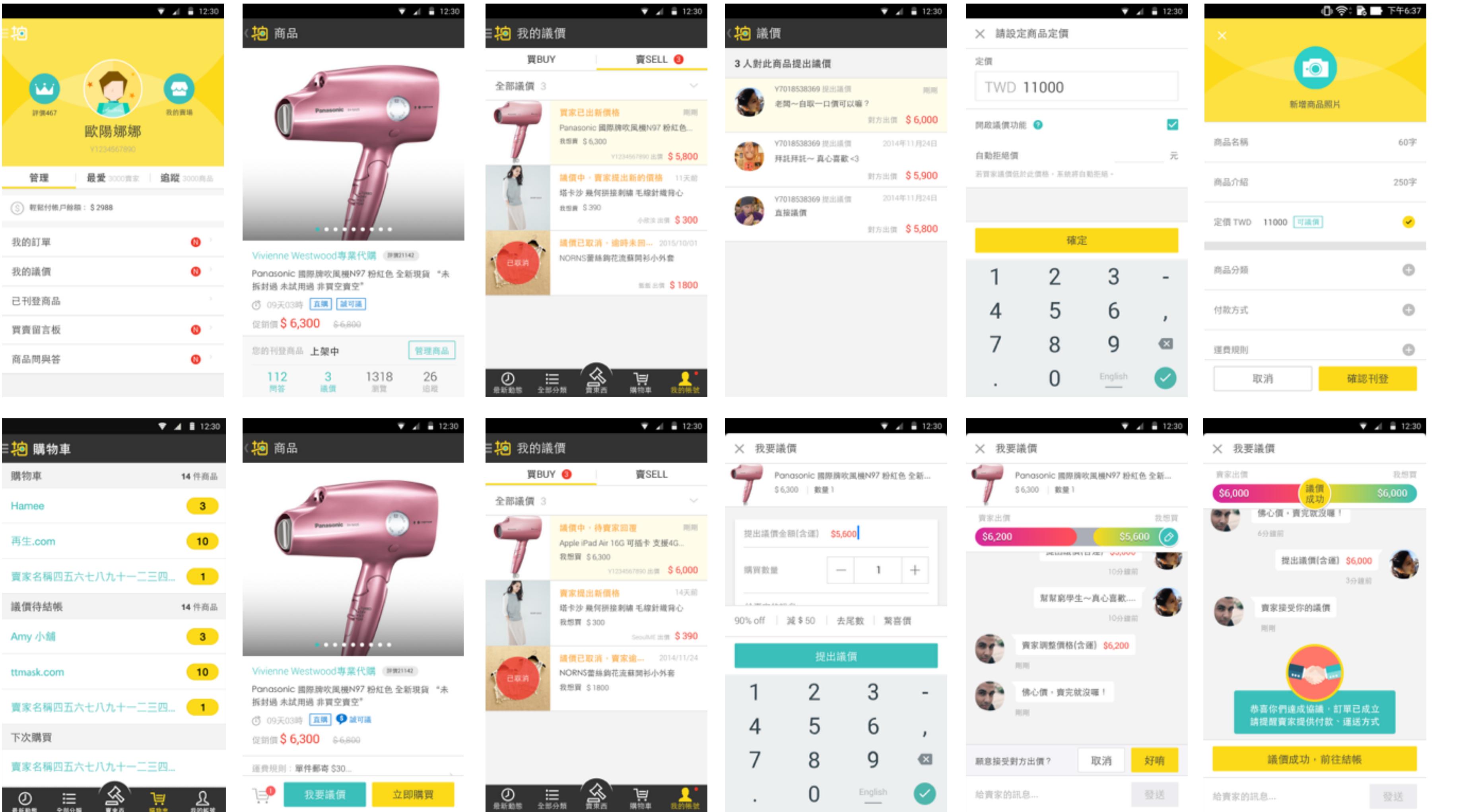
Buyer



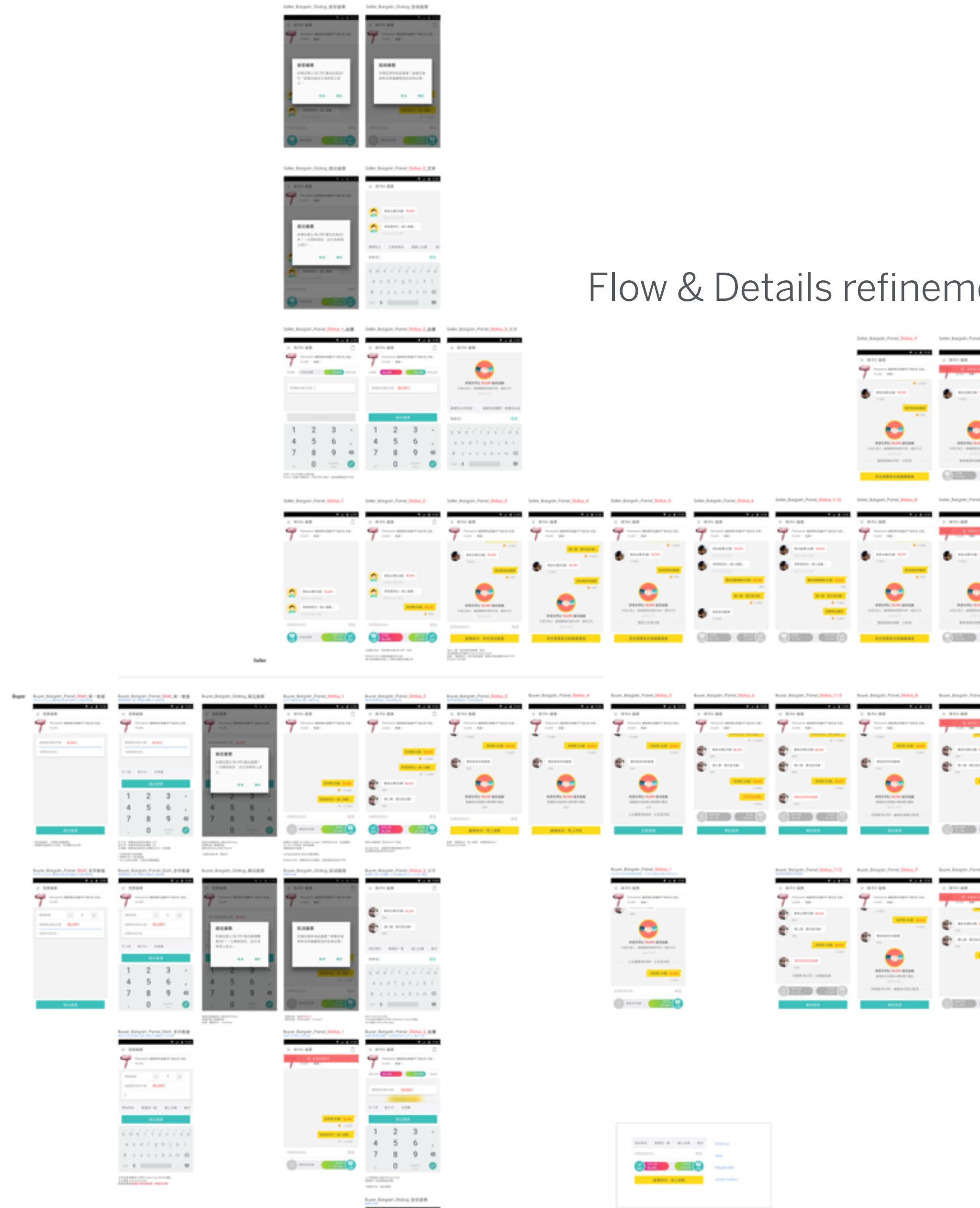
Mocks
Simulation

議價上線前的測試 & 議價整體策略觀察

Buyer & Seller, 6 users 1-3 Lab



Bring The user voices



Flow & Details refinements

PC synchronization



認明議價標籤
看到這個標籤就表示此商品可以議價！



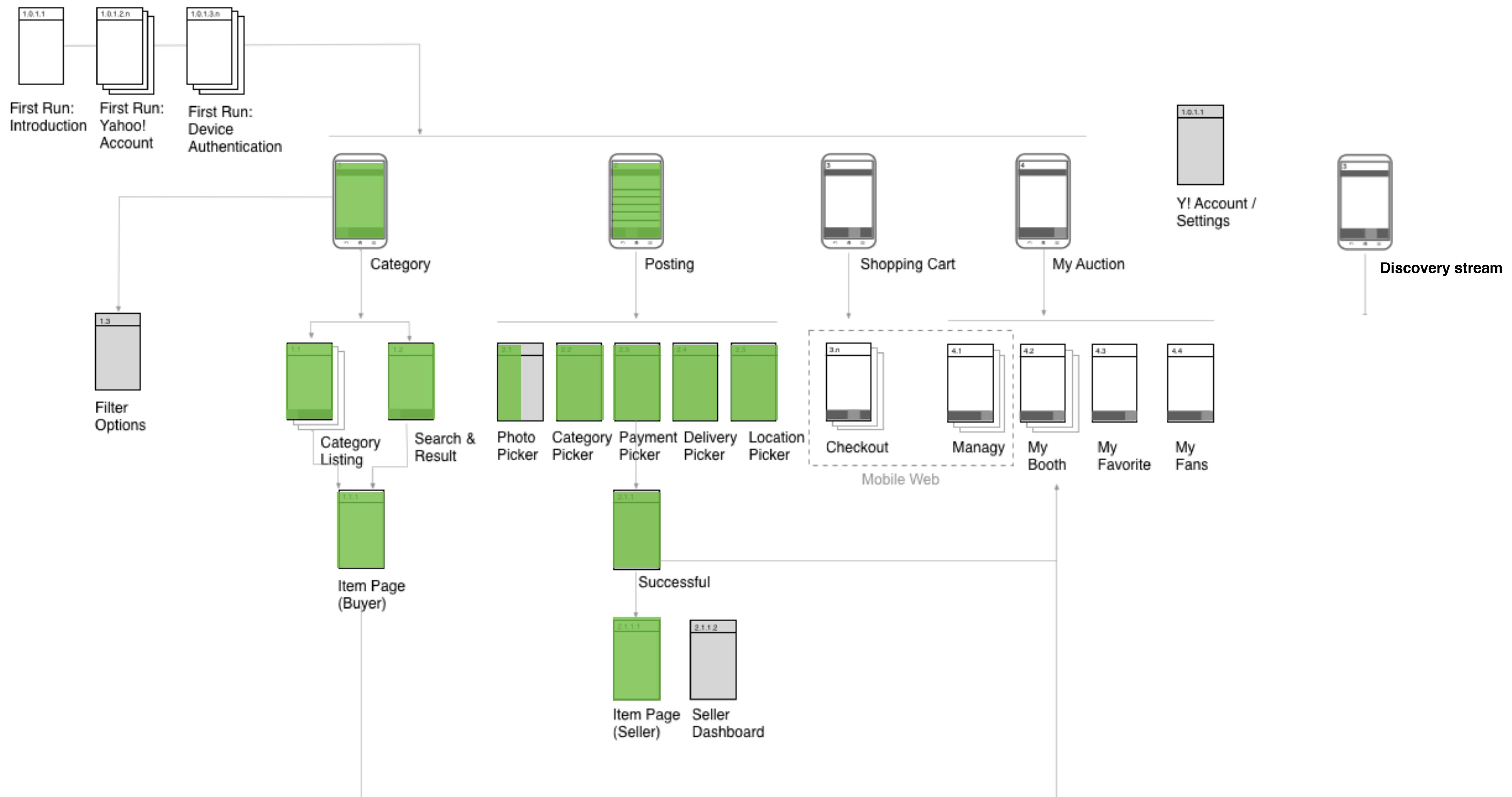
Go to market plan

實際案例分享

Design Language System

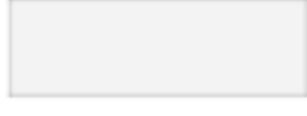
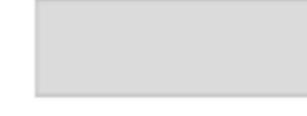
製作可重複使用的元件：更快速的開發新增頁面

Information Architecture:

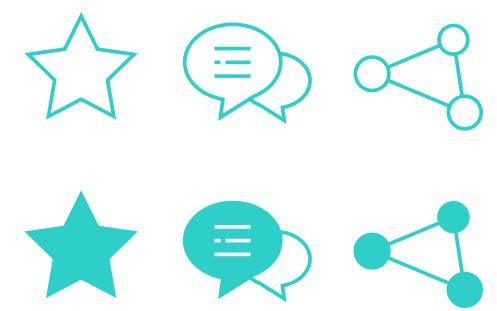
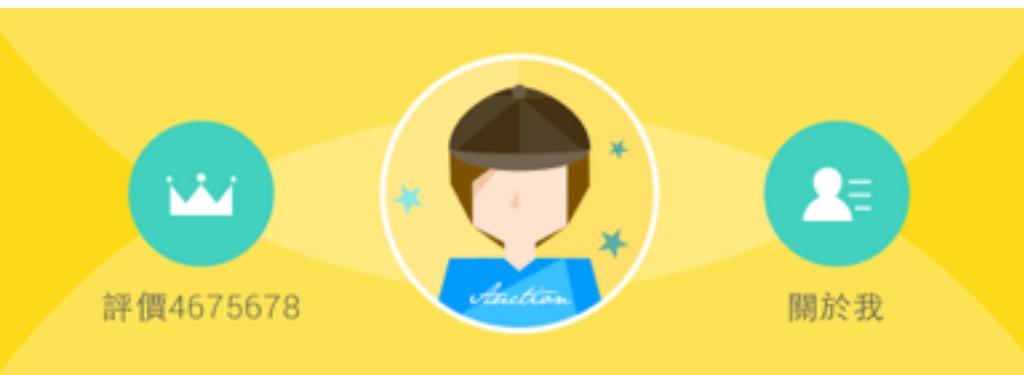


Visual system / **Color**



TEXT	BACKGROUND-COLOR	SOLIDE	ICON
 #888888	 Category page #F3F3F3	 Arrow #dbdbdb	 #3ac0ba
 #575757	 posting / item page #E3E3E3	 #bebebe	 #2dcfc8
 #ff8a00	 Rating #E9E9E9		
 #ed3729	 #FFFFFF		
 #1a998e			

Visual system / ICON



實心背景色 + 實心造型

用於功能型的符號表現，在互動之後會切換頁面。
應用於：category icon / My auction

框線造型 -1

用於功能型的符號表現，在互動之後會有填色的反饋，輔助 user 可以理解有過的操作。
應用於：Tab bar / Filter / Item page(已問答，已分享，已收藏) / Search(篩選條件)

框線造型 -2

用於功能型的符號表現，在互動後無改變。
應用於：Filter - 檢視切換 (大圖.小圖.列表) /
Search

Visual system / Transition



頁面轉場

用於換頁的分類表現，在互動之後會切換頁面。

應用於：Category icon / Splash

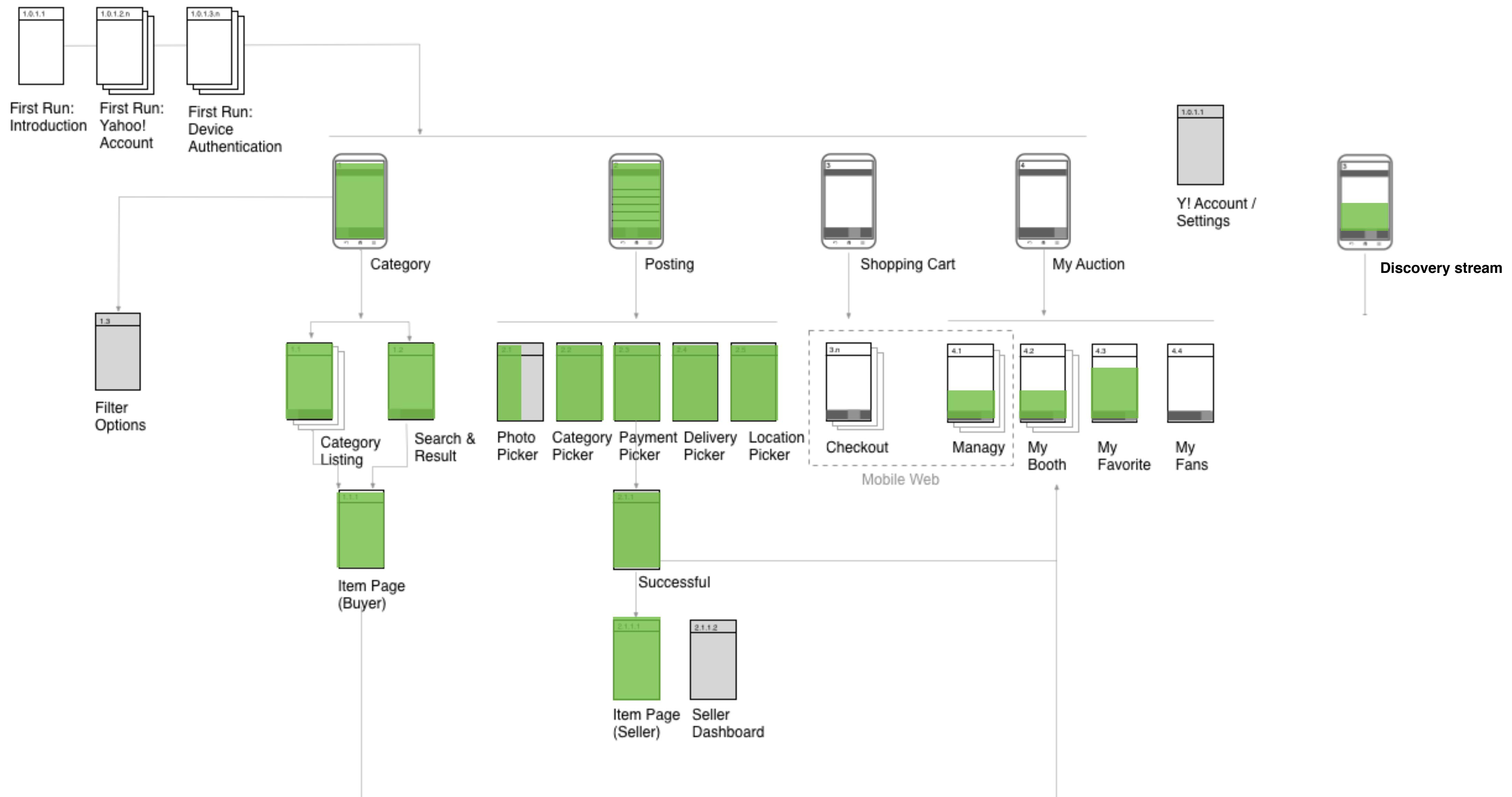


按鈕 / 刪除

用於功能型的按鈕表現，在互動後有指引動畫

應用於：選單

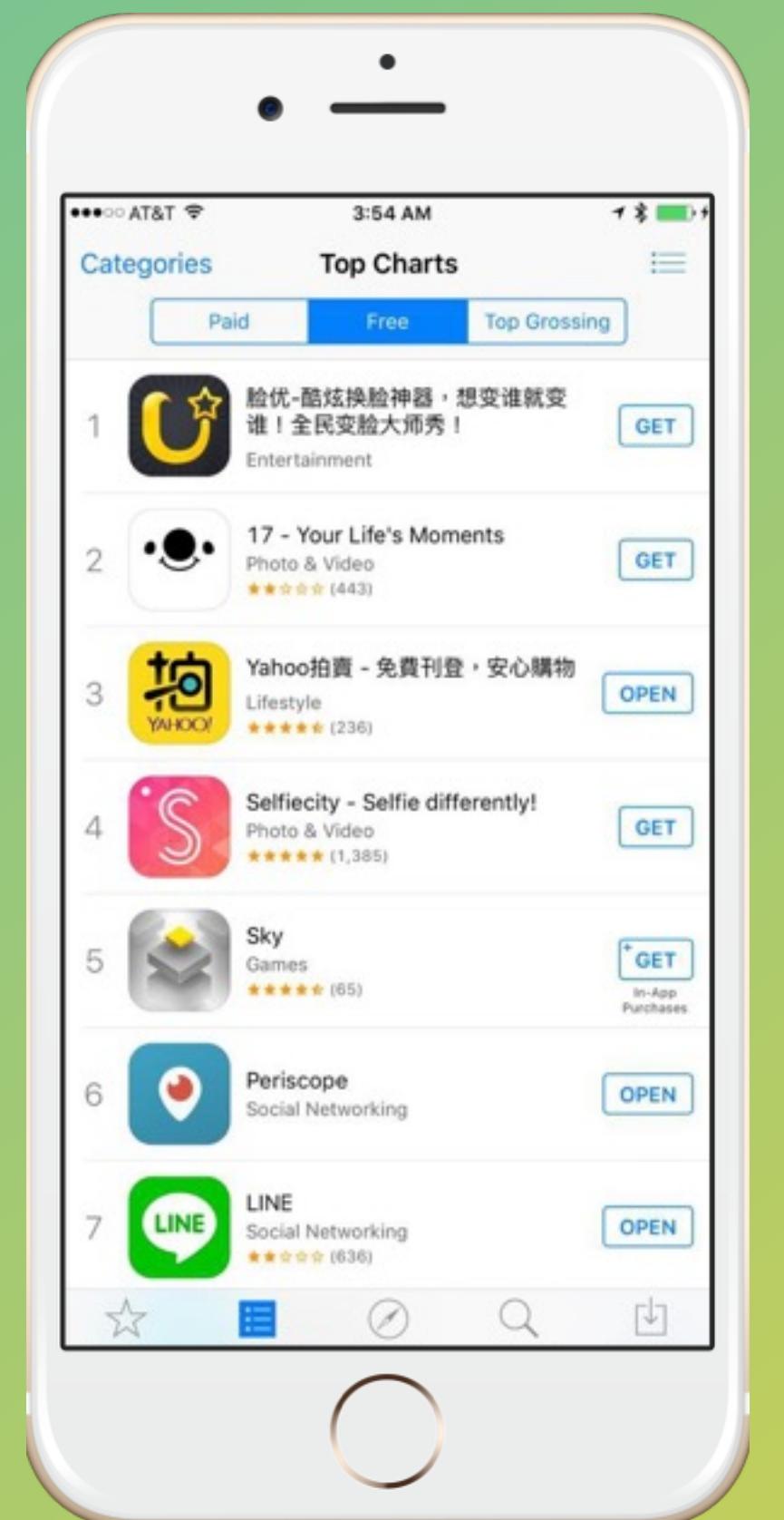
Information Architecture:



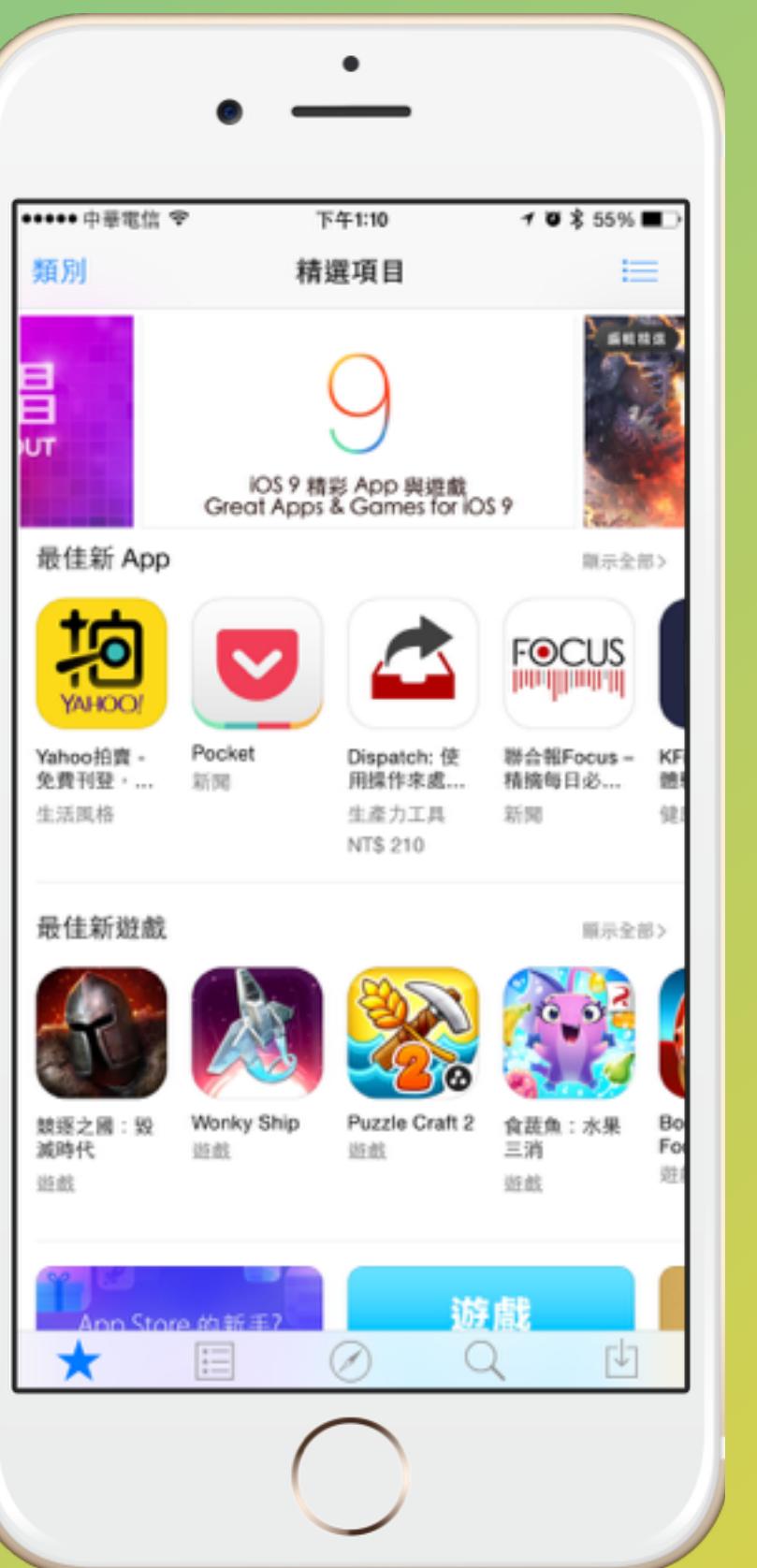




Top free app



Best new app



10 x 10 Best local app





Lydia
UX Designer



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Linkin: Lin Ying Kuo