PORTFOLIO

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identities

IDENTITIES

Showcasing stories through spectacle placemaking with a digital art installation

COMPANY
The University of Sydney
(student project)

TIMELINE
March - July 2018

DELIVERABLES
User research
Interactive physical installation

BACKGROUND
We were tasked with reimagining a part of the University of Sydney campus to create a more meaningful, exciting interaction between the space and the people. This project is response to a study conducted by Danish architect Jan Gehl, which focused on urban spaces as “public interfaces” in which social interactions can be facilitated through design.

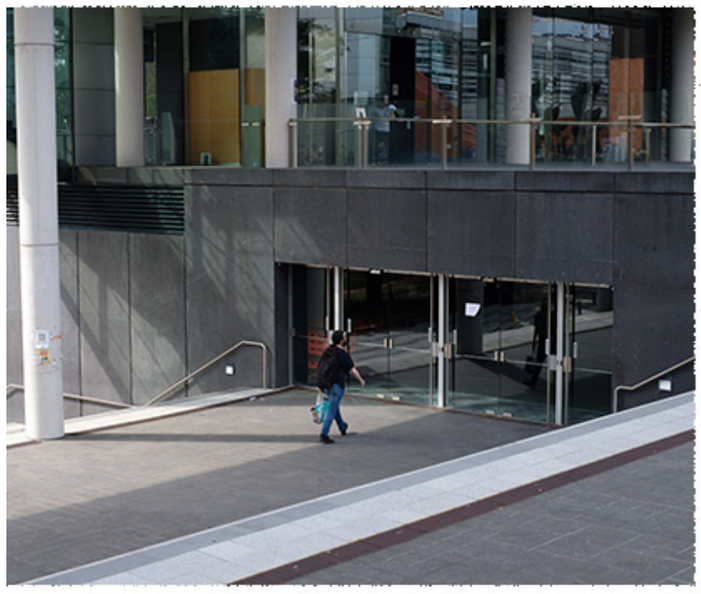
MY ROLE
Together with a partner, I developed user research questionnaires and interviews, conducted a diary study and field observations, and interviewed participants about the topic of “identity” for the video featured on the installation. I created paper prototypes, sketches, Photoshop prototypes and helped build the final installation out of timber and other materials. I was also responsible for all photography and video production throughout the project.

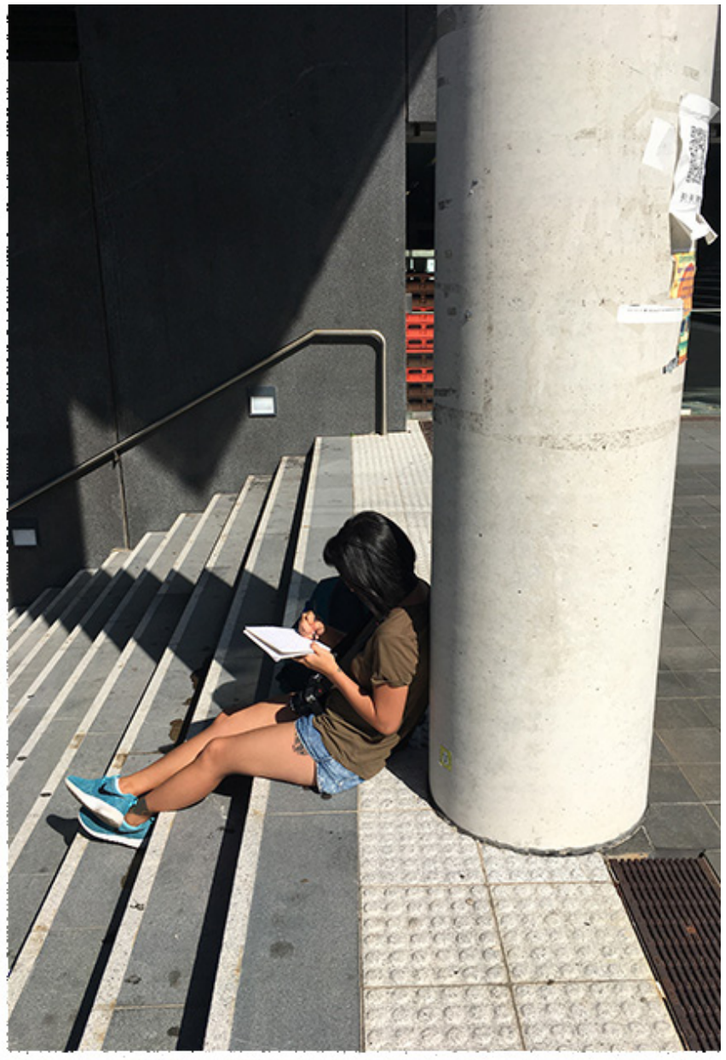
RESEARCH + DISCOVERY

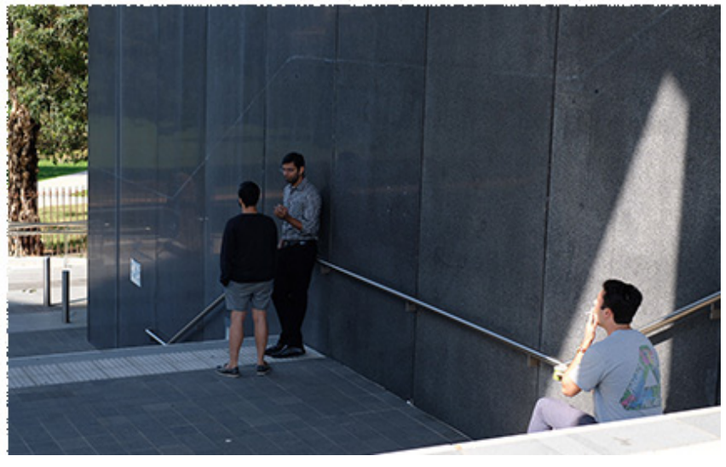
In order to understand the public perception and usage of the space, we adopted UX research methods including 6 hours of observations and over 60 questionnaires and in-depth user interviews.

I then conducted a design sprint with the team to distill the insights from the user research and begin conceptualising ideas to reimagine the space. Affinity diagrams were employed to identify expressed and latent needs, issues, and constraints.

We found that many users thought of the space as uninviting, but some have tried to use the space to relax and have a reflective moment alone. Thus, we tried to create a design that respected this balance.







PROCESS TIMELINE

DISCOVER + DEFINE

Research
Primary research
Background research

Design sprint
Distilled user needs and key insights from research
Developed potential solutions addressing the user needs

Identified project objectives

DEVELOP AND REFINE CONCEPT

Second design sprint
Developed possible solutions for the interactive component of the installation

Decided on projection mapping

Identified materials and develop construction strategy

DELIVER HIGH-FIDELITY PROTOTYPE

VERSION 1
Working with Kinect
Explore different motion capture techniques with the Kinect

Creating content
Recreated particle system Processing sketch that responds to human motion
Held interview sessions for the "I am" feature video

1 | 2 | 3 | 4 | 5 | 6

Research
Further background research to explore design precedents and technical aspects
Pre-development questionnaire to determine people's perceptions of signage
Initial research of materials

Rapid prototyping
Small and big paper prototypes
Role play in location

Technical experimentation
Experimented with LEDs

Decide on words "I am"

Research
Further background research focusing on concept precedents

Revisited design goals
Aligned current concept with previously identified user needs and design objectives

Finalised overarching concept
Developed feature video for non-interactive part of the installation

Construction
Built our letters in the fabrication lab

Iterations
Continued to test different aspects throughout

VERSION 2
Refining the interaction
Brainstormed a new interaction to create a more integrated system

Testing our system
Dry runs
Refined and finalised the system
Edited our feature video

Exhibition and user evaluation
Created and executed installation plan
Observed and interviewed users to gain insight on the placemaking qualities of our installation

CONCEPT + PROTOTYPE

I AM

We took on the theme of identities as it connects to key user needs that we identified such as creating connections between the space and people and increasing comfort and engagement. The space is a new entryway into campus that used to be fenced off from the community, and we feel that “I am” was particularly well suited for an artwork that celebrates identity and the diversity of the University of Sydney. Together with a partner, I interviewed nine people from various backgrounds and religions. We invited them to explore how they define themselves and fill in the blank: “I am...” and displayed this as a short feature video on the “I”. The “AM” was interactive and responded to users movements through use of Kinect and Processing.

I AM EXHIBITION NIGHT + PROCESS VIDEOS
(HTTPS://YOUTU.BE/HT1ULZWQNI0)
(HTTPS://YOUTU.BE/VPO6SQZ6TZC)

WOOLWORTHS CHAT

A concept to manage customer issues in online grocery shopping with a chatbot

COMPANY
The University of Sydney
(student project)
Woolworths
Wunderman-Bienalto

TIMELINE
July - November 2017

DELIVERABLES
User research
Interface design for
desktop and mobile
applications (iOS and
Android)

THE CHALLENGE
Tackling a real client brief, we looked at customers' current online grocery shopping experience with Woolworths. We know that customers choose to shop online for convenience and to save time, however the lack of a brick-and-mortar store poses some unique problems with the experience.

MY ROLE
I was responsible for creating a high-fidelity mockup and interactive prototype for the desktop web platform. I also led a mini design sprint during the ideation process and created a stickersheet for our concept following Woolworths' visual style, conducted usability tests and a heuristic evaluation.

RESEARCH + DISCOVERY

OUR APPROACH

To further understand our potential users and how they shop online for groceries, we conducted online ethnographic research, competitor analysis and gathered information from other references.

Our research revealed that two key problems faced by customers are missing items in their order, and items being replaced with products they don't actually want. We also discovered that customers expect a more personalised experience with an online grocery shopping service. These two insights defined the final concept we developed as a group.

USER STORIES

I used this service because ***it's supposed to save time and for the convenience (I have 2 kids)****. Having to check over the items every time & then having to call for the missing items and then apply for a refund - the amount of time I spent on the phone...*

These problems have included items being replaced without authority, missing bags of food, *supplying bags of food to me that I had not ordered*

USER PERSONA SNAPSHOT

Created by Phduet - Freepik.com

Jessica, 36 years old

"I don't like the company replacing products in my order"

Jessica is a tech-savvy woman who is happily married with 2 young children.
On top of having a highly demanding job, she also lives an hour's drive from the city centre which leaves her with limited options for grocery shopping.
She is an avid multitasker and heavily relies on her mobile phone and laptop to get things done.

IDEATION

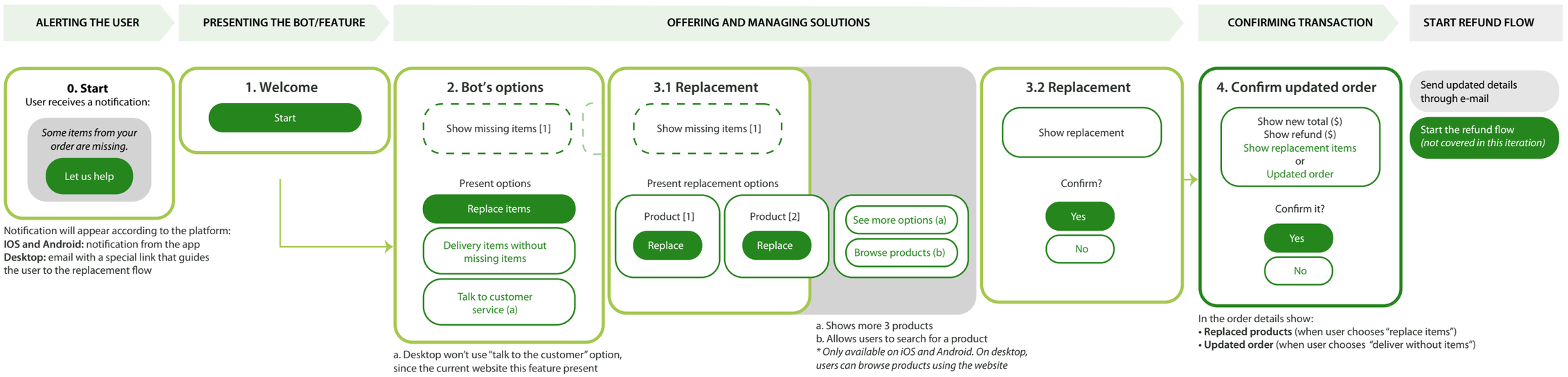
REFRAMING THE PROBLEM

We gathered our research and reframed the problems as questions to develop a solution. Considering our time-poor user persona who would avoid spending a long time on the phone to customer service if they encounter problems with their order, we chose a chatbot as a platform. The vision was that it could help manage customer problems and provide the customer with some decision making power in amending their orders.

OBJECTIVE

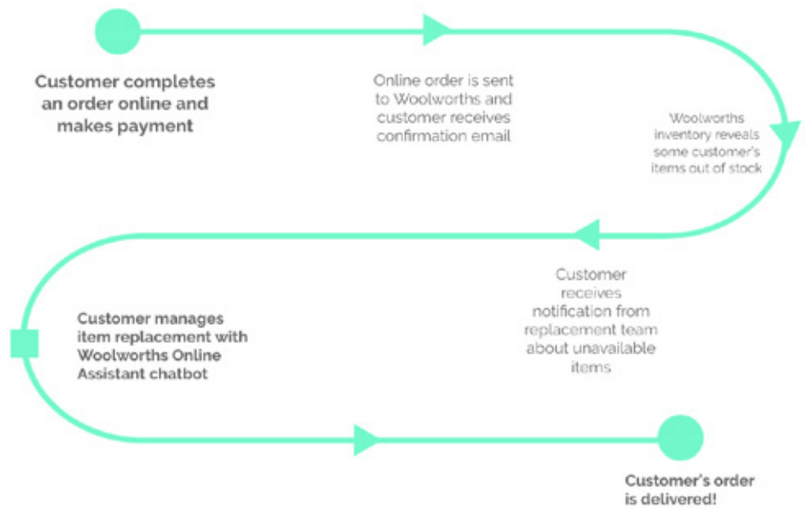
Many customers often feel they are being scammed when they perceive corporations are making decisions without their consent (such as replacing items in their order). The aim was to create a solution empowering customers to manage any issues with their online grocery order.

INITIAL SKETCHES/WIREFLOW



WIREFLOW

Then, we considered where our solution would sit in the purchase flow. Based on our research, trying to troubleshoot once the order has been delivered is a pain point for customers.
Our chatbot would be introduced after order confirmation, but prior to order delivery. Our solution would offer the customers several options on how to manage their order after missing items has been detected.



DESIGN

FINAL CONCEPT NOTES

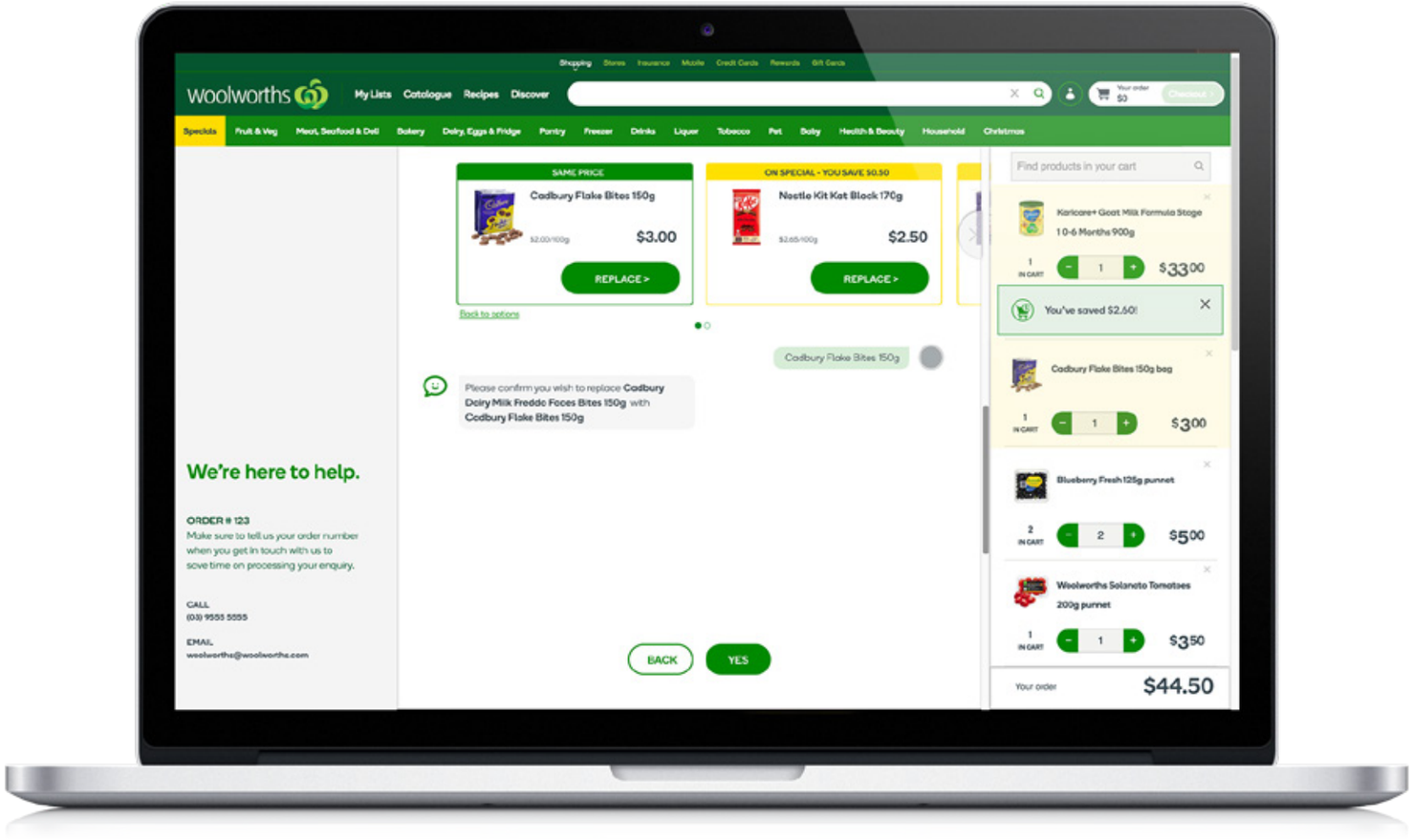
One of the main challenges was making the chatbot inviting to use rather than a distraction on an already cluttered homepage. A dedicated page would allow users to better focus on the task. I also repurposed the current shopping cart as as a feedback tool during the replacement process.

IMPLEMENTED FEATURES

- Predetermined response buttons to save time and minimise uncertainty
- Item replacement cards allowing quick selection and follows a format familiar to Woolworths customers
- Confirm action buttons after each task
- “You’ve saved” banner in cart on the desktop web platform to give timely and relevant feedback to users

USABILITY TESTING INSIGHTS

- Immediate confirmation highlighting the price difference between old and new order
- Guide users to the desired action by having better undo/redo options



Interactive prototype: https://invis.io/S2EF0GTTP
Video screen recording: https://youtu.be/Q8XPR4r85e4

MEDIBOX

An automated pill box concept that educates the patient about their medication

COMPANY
The University of Sydney
(student project)

TIMELINE
July - November 2017

DELIVERABLES
User research
Concept proposal

BACKGROUND
As patients get more involved in their treatments, there is an ever-increasing need for patients and their healthcare providers to work together more efficiently. It is well-known in the health industry that both health practitioners and patients simply do not have the time or resources to cater to every single aspect in a treatment plan.

MY ROLE
My role in this project was interviewing a number of healthcare professionals, leading a How Might We exercise and generating a persona walkthrough. I also created a paper prototype of our idea, to be used in user interviews and usability testing.

RESEARCH + DISCOVERY

OUR APPROACH

I interviewed health practitioners including doctors, nurses and psychiatrists to determine specific problems they are facing in managing coordinated care. Through this research, I uncovered a number of issues, the most glaring of which revolved around communication between healthcare professionals across the industry as well as doctor-patient communication.

INSIGHTS

Integrated care needs to work around people. Some of the pressing needs and issues we found included:

- Healthcare professionals need an objective way to communicate among themselves and with patients
- Manual processes take up a lot of time, so more efficient methods are required
- Patients often don't completely understand their treatment or are non-compliant with their treatment plan because they find it interfering with their daily lives

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OBJECTIVES + IDEATION

OBJECTIVE

The objective is to adopt new technologies to create a human-centred solution that can be integrated and support the existing health services, while increasing the efficiency and effectiveness of integrated care. It should be something readily accessible for both healthcare professionals and patients. The team pooled together the issues we found and transformed them into questions. We decided to work on a solution that would give more independence to patients with multiple health problems in managing their health.

USER PERSONA SNAPSHOT

Amber, 69 years old

"It's hard for me to remember it all"

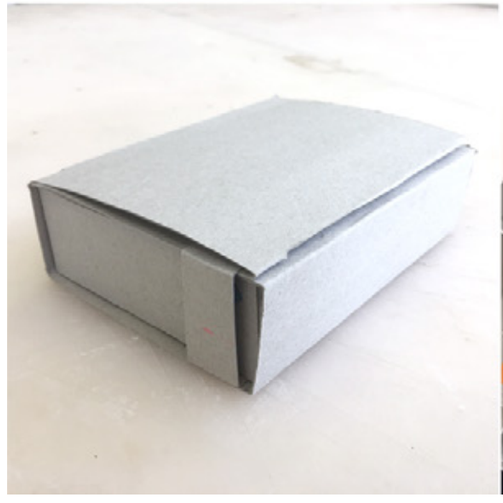
Amber is a retired secretary with multiple health problems and needs to constantly stay on top of her prescribed medications. She wishes she had more support and resources regarding her diseases outside of appointments and what she can find on the Internet. She finds it difficult to understand her medication and treatment plan.

CONCEPT/PROTOTYPE

HOW THE DESIGN HELPS COORDINATED CARE

As medication is a significant part of a patient's treatment, we brainstormed ways to empower patients to stay on top of their treatment plan and provide additional support for people with multiple health problems.

The final concept, dubbed the Medibox, is a pill box featuring a screen and will have information loaded onto it relating to the patient's medication and health issues. By having this available directly on the Medibox, we aim to be able to provide as many relevant resources as possible for the patient in one convenient device.



INTERFACE PROTOTYPE

FEATURES

• A **Smart Grabber** selects the medicine and places them in the centre cup for the user to pick up at the time when they need to take it
• A **MediCalendar** is hosted on the homepage as a widget, which the user can see their medication schedule for the day. Users can click on this to view a more in-depth calendar. The box also alerts the user when it is time to take their medicine
• **MediMap** that shows a digital layout of pills in the box with the corresponding information
• **User profile** where users can adjust settings
• **Information** section with videos where users can find out more about their medication and illnesses

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