

# MAY ΔN N

MAY-ANN (GRAY) WONG

Hi there! I'm May-Ann Wong (I also go by Gray), and I am a recent graduate of Stanford University with a B.S. in Symbolic Systems and a concentration in Human-Computer Interaction. I am interested in marrying user experience, design, and computer science together in ways that emphasize human connection and encourage community.

## CONTACT

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1.

When I create, I use a grayscale approach—I strip a problem down to its core to understand its simplest components and the relationships and touchpoints involved. While researching, I especially target extreme users and users who are typically overlooked and left out, as often my most valuable insights come from this demographic.



2.

To do so, I inspect the mental models and core assumptions of users and probe areas of friction and anything missing from existing solutions. To me, it is vital to understand how users interact with a product and their relationship with it in order to design more effectively and efficiently.



3.

I build from this foundational knowledge, adding details and features to scaffold over gaps in existing solutions. For each scaffolding, I research and test and evaluate their efficacy in bringing about a comprehensive experience and user flow. This results in an end product that truly understands and supports its users while still having the typical aesthetically pleasing cosmetics to engage users.



# Progre



Meet our mascot and basic avatar.

## AT A GLANCE:

### Overview

- CS 247S: Service Design
- Jan. - Mar. 2021
- Project management, user research & experience, product design, prototype iteration, testing

### Needfinding & Synthesis

- 9 interviews total
- Interviewed 3 types of stakeholders
- Created 3 user personas and persona/empathy maps
- Formed overall grounded theory and sub-theories per actor type

### Prototyping

- 2 rounds of brainstorming and ideation based on How Might We questions
- 1 round of rapid experimentation with 3 participants
- Created mood boards, style tiles, and more for prototype branding

### Testing

- 3 rounds of RITE testing with 3 participants per round

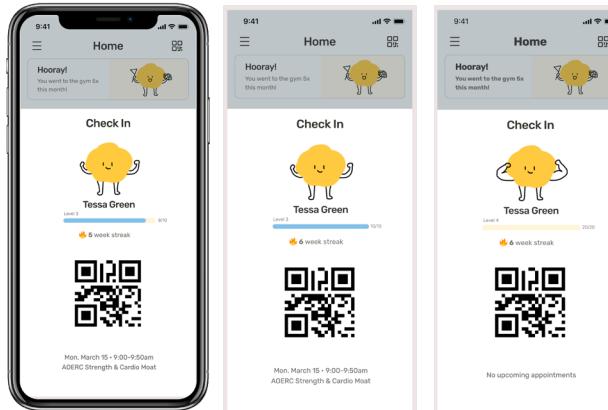
With the onset of COVID-19, Stanford Recreation & Wellness enacted new policies to ensure that gym-goers would be safe while staying fit. Most prominent is the shift to a gym reservation system that limits how many people can use the facilities in one-hour time slots. However, gym-goers have found that the high demand for and limited number of reservations make it difficult to book, and those that do reserve coveted spots often fail to show up due to Stanford "flaking" culture. One Stanford student we interviewed recalled their frustration upon seeing empty swim lanes on days that were fully-booked.

Additionally, many gym-goers we interviewed felt that there was a lack of community; those who made it to the gym could not exercise with their typical group of workout buddies, who often kept them accountable and motivated. The support groups that gym-goers relied on basically dissolved, leaving in its wake isolation and a lack of connection.

As it stands, Stanford's current gym-booking system overlooks the social and emotional aspects of personal fitness and gym attendance. With Progre, we propose a newly-designed gym-booking app that creates a virtual space for positive affirmation, communal support, and friendly competition.



An example of how an avatar might evolve with reliable gym attendance. By foregoing a humanoid avatar, we can be more inclusive, avoiding body image triggers, remaining gender neutral, and more.



Go to the gym with your avatar to help it evolve based on gym activity and arriving on-time to reservations.

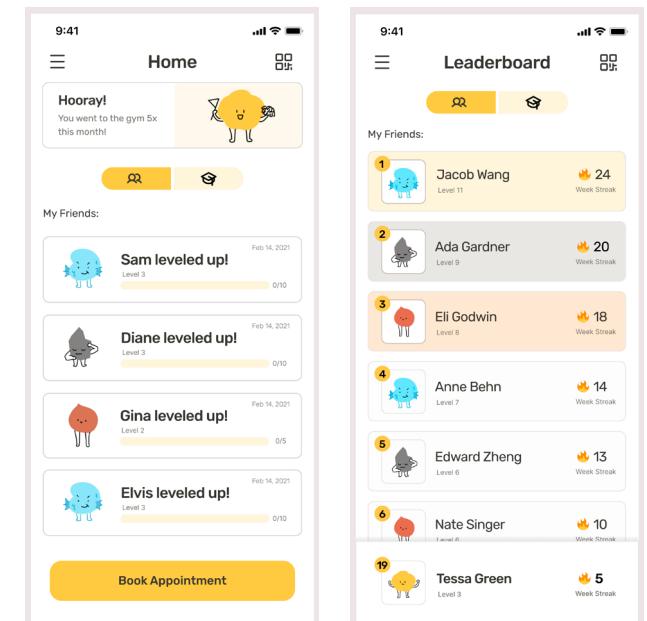


## AFFIRM YOUR PROGRESS.

We decided that a core tenet of Progre is the idea of positive affirmation and rewards to encourage reliable gym attendance, applying the idea of operant conditioning and positive reinforcement in place of punishing bad behavior that might dishearten users and disincentivize going to the gym.

## ENGAGE WITH YOUR COMMUNITY.

To bring community back to the gym-going experience, we introduced an activity feed and leaderboard, with options to toggle between a friends view and community members view. These features help users stay updated with their gym buddies and reintroduce accountability while encouraging friendly competition.



The features on the Home and Leaderboard screens help users feel connected to others through their fitness endeavors during a time of isolation.

## GROW WITH YOUR AVATAR.

Avatar growth with each on-time gym check-in visualizes a gym-goer's progress in their fitness journey and helps them feel connected to and invested in their avatar. This feeling of personal investment is leveraged to provide motivation to show up to reservations.

# SOUTH BRONX UNITED

After over a decade of offering soccer, education, and support to youth in the community, South Bronx United (SBU) needed to redesign their website to match their progress and vision.

The home page features a large banner with three players in blue jerseys. Below the banner, a section titled "OUR IMPACT" shows statistics: 1,300 youth reached annually, 100% high school graduation rate, and 94% college matriculation. A video player shows a thumbnail for the "South Bronx United 2019 Youth Impact Video". A "PERSONAL QUOTE/ANECDOTE ABOUT SOUTH BRONX UNITED" section is present at the bottom.

## AT A GLANCE:

Develop For Good  
2021 Winter Cycle.  
Jan. - Mar. 2021.  
Prototype iteration  
and product design.

Adjusted information architecture and site-map for cleaner, more intuitive navigation.

Led visual direction of redesigns, adding visual motifs to create a more unique branding and feel.

Modified and transferred designs from Figma to Squarespace for ease of client use.

## HOME

The redesigned home page features a large banner with three players in blue jerseys. Below the banner, a section titled "OUR PARTNERS" lists logos for Barclays, Google, Adidas, and Nike. A "PERSONAL QUOTE/ANECDOTE ABOUT SOUTH BRONX UNITED" section is present at the bottom.

## ABOUT US

The redesigned "ABOUT US" page features a large banner with three players in blue jerseys. Below the banner, sections include "STAFF" (with profiles for Andrew So, Caitie Adams, Josh Guerra, and Bridget Hillin), "BOARD OF DIRECTORS" (with profiles for Nicole Faurot, Zachary Rubin, Christopher Fletcher, and Pranav Sanjana), and a "MISSION" section.

## Branding, design elements, and abstraction.

### PICTURES

Pictures tell a thousand words, giving a sense of the environment, interactions, and growth that happens at SBU. The redesigns place a heavier emphasis on this visual storytelling, helping to pace users through content and grab attention when necessary. It also adds a more personal, intimate touch to the website.

### CIRCLES

SBU provides a community for youths through the field of soccer and with it, a sense of belonging and unity. The circle motifs serve as an abstraction of this idea while also acting as a visual breadcrumb trail for where the eye should anchor next while browsing.

### LEGACY & REPETITION

From its many years of service comes the idea of supporting generations and generations of scholars. This idea of legacy is echoed through the visual element of repeated "South Bronx United" text. Often used in the background, this repetition also brings rhythm and texture to the page.

### COLOR SCHEME

While the original sticks to a modest color palette, the redesign reinvigorates pages with a bold color scheme that boasts a wider range of values to capture attention, but not distract.

Overall, we sought to prioritize the idea of the redesign being sleek, organized, modern, and intimate as a way to affirm the integrity of South Bronx United.

# Hearth Heart

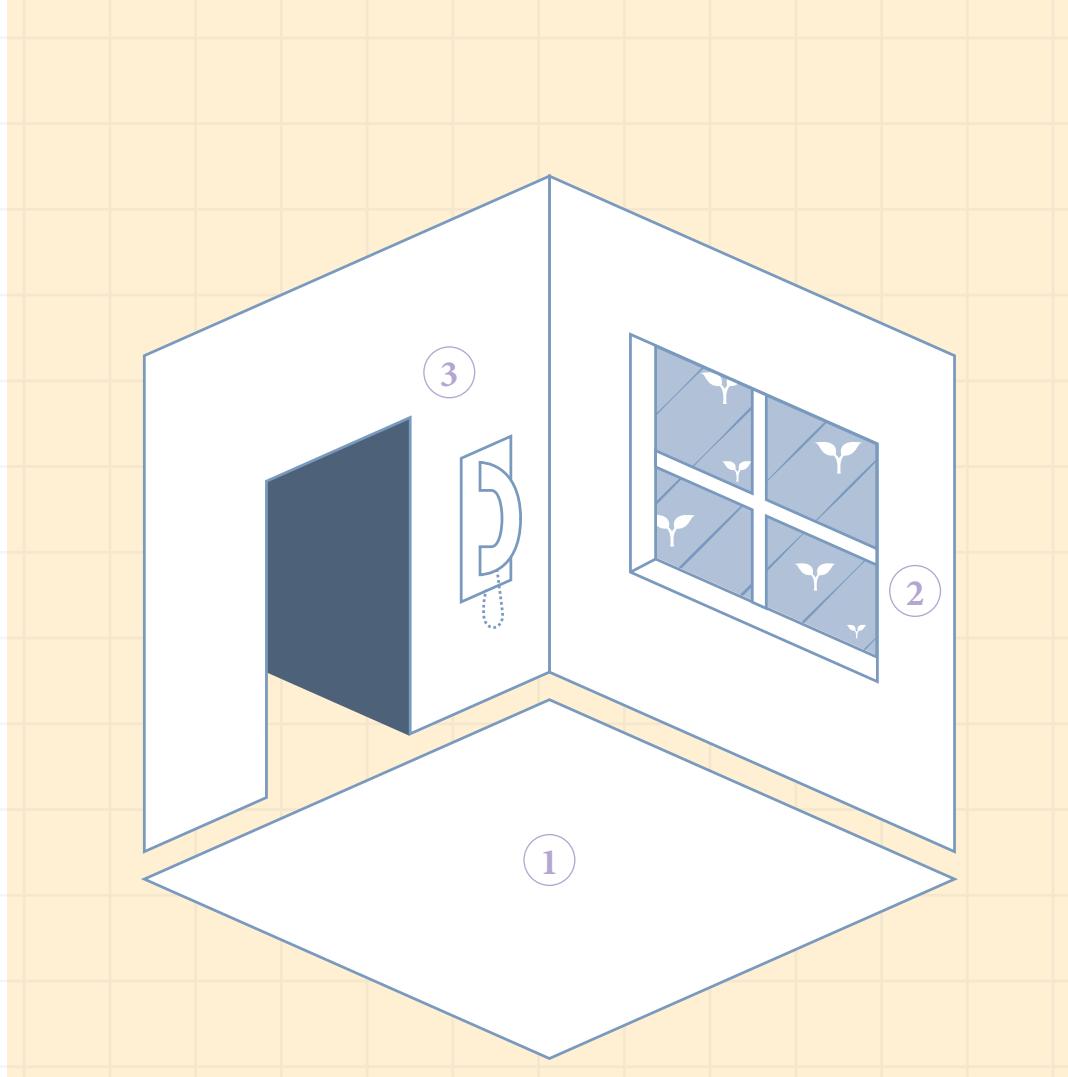
A research-driven exploration of wellness.

**At a glance**  
Independent project  
(under Christina Wodtke)  
Jan. - Mar. 2021  
User research & experience,  
prototype iteration, testing

## Overview

With the increasing isolation of social distancing and pandemic policies, mental health and wellness has come to the foreground, bringing about the rise of wellness apps. I myself have used some fleetingly, although in most cases, my engagement and usage wane until I eventually forget about the app and uninstall it.

This independent study looked into the successful and unsuccessful aspects of wellness through a comparative analysis of 6 existing apps and through 4 needfinding interviews (3 of which self-identified as struggling with mental health). Synthesizing findings and forming How Might We statements, I came up with Hearth Heart, a digital wellness space to declutter mentally and connect with yourself. I tested the efficacy of its two primary features (1 and 2) through 1 round of rapid experimentation each (3 participants per round). Moving towards implementation, I drafted a few mood boards and a style tile to inform the overall look and feel of the prototype and have begun translating designs into 3D models in Blender for future use with Unity.



### 1. Your Own Space

"A woman must have money and a room of her own if she is to write fiction," Virginia Woolf wrote in her "A Room of One's Own" (1929), however this holds true today, for all. While Hearth Heart cannot provide money, it can provide a digital personal space to devote to wellness, a space that you have all the rights to take up and indulge in and own, which is not something that every individual has access to. It is a very literal translation of the idea of making space for yourself, allowing yourself to grow and develop within the digital confines of this room.

### 2. Progress Garden

Peering outside the window, users have access to a digital garden that tracks everyday progress and serves as a more visual to-do list and habit tracker where each item is represented as a seed planted (not yet done) or a growing sprout (done). This visual representation serves as a way to keep your mind clear, focused, and decluttered.

Rapid experimentation results showed that participants enjoyed this garden interpretation due to its associations with growth and the calmness that real plants give. It also provided an easy way to get an overview of the day and evaluate your own progress.

### 3. Call a Friend

From needfinding, 1 participant mentioned the importance of comfort through company, which I sought to implement through calling and inviting friends or Hearth Heart characters to your room. Doing so allows for a "verbal journaling" session, where dictation and voice-to-text create a log of the session. Calling characters will have them to listen to you, and as it does, it will transform your words (e.g. gobble up negative entries) as it processes speech to text.

Results from rapid experimentation sessions showed that participants enjoyed the fact that they knew someone on the other end was listening, even if that person was just a passive listener, and I sought to reinforce that.

## Research

4 needfinding interviews  
Comparative analysis  
with 6 wellness apps

## Synthesis

Created 3 guiding principles for design  
Formed 3 main HMW statements to shape brainstorming

## Prototyping

2 rounds of ideating, refining to arrive at solution  
Created low-fidelity wireframes and sitemap to organize interactions  
2 sessions of rapid experimentation to analyze efficacy of prototype features  
Created mood boards and catalogs to inform product design

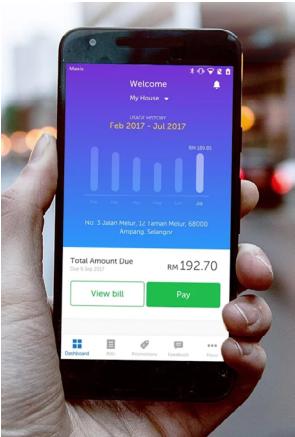
## Development

3D mock-up models in Blender for room and sample character  
Future implementation through Unity

# ACCENTURE INTERACTIVE

Design intern | Jun. - Aug. 2019

Usability testing, QA testing, copywriting, and communications; graphic design, needfinding, and synthesis

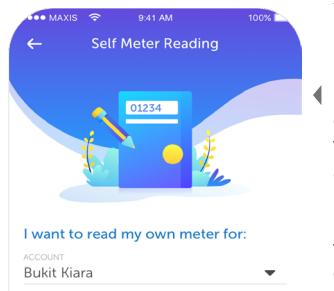


## TENAGA NASIONAL BERHAD

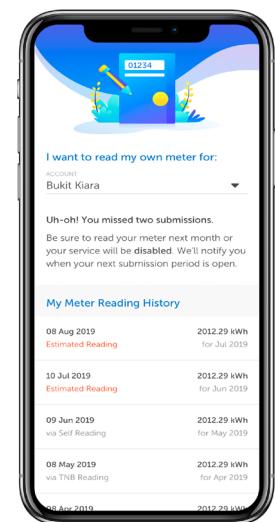
Tenaga Nasional Berhad, Malaysia's sole electric utility supplier, enlisted Accenture Malaysia to revamp their mobile app and portal for their services.

I joined the project during the implementation phase, resulting in quality assurance testing to identify possible bugs and areas of confusion for end users. Namely, I ensured that Sketch and InVision designs and interactions were replicated in the app to maintain an overall sleek look and feel.

When we transitioned to the more in-depth, formal user testing phase, I helped to contact and recruit appropriate participants, while preparing the agenda, script, and necessary materials for 2 types of UT sessions: 1 round of individual testing and 2 rounds of group UTs. This culminated in post-UT synthesis and brainstorming to revise our prototype and align user mental models with the interactions the design team had in mind.



I also left my mark through managing and proofing the copies in the app, ensuring that copies were consistent and easy to comprehend. My work in copywriting later led to the creation of a brand tone of voice playbook, which defined the style and voice of communications and compiled examples of what to aim for and what to avoid.



For this project, my efforts were split between testing the prototype and developing the brand tone of voice for communications within and about the app. Overall, my role was to maintain the quality standard of the app so that it aligned with Tenaga's image and prestige, while presenting a charming and seamless experience of the end product.

## TRULY REIMAGINED EXPERIENCE

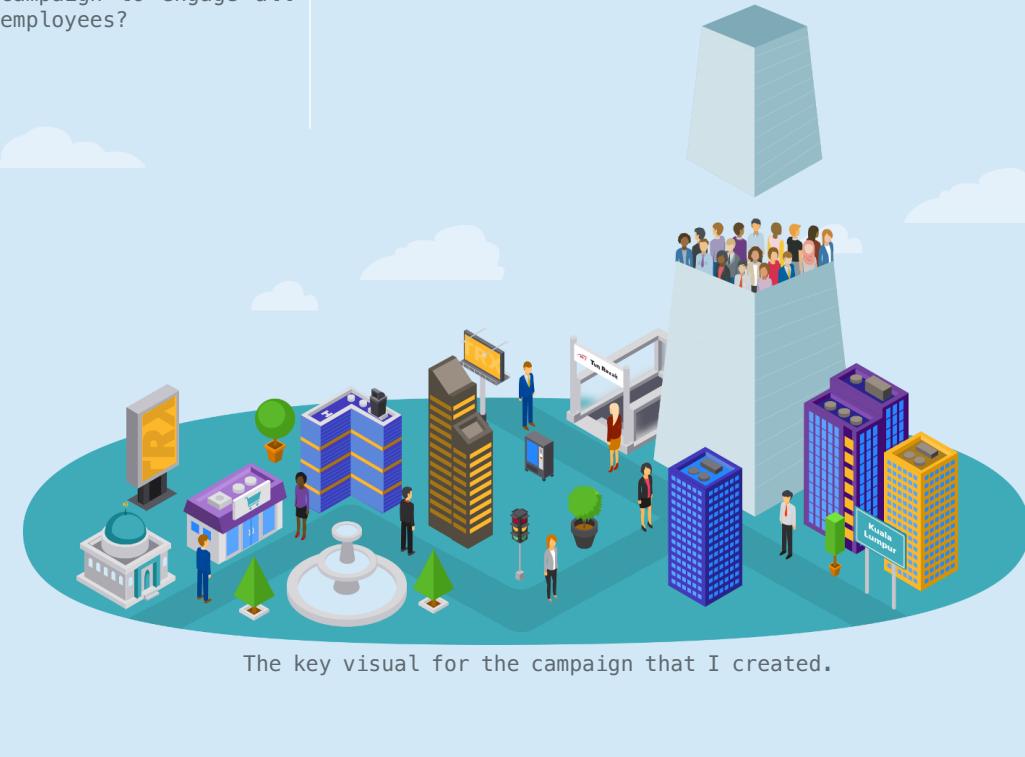
Accenture Malaysia was relocating to a new office, and what better way to celebrate it than with an internal campaign to engage all employees?

Moving from its headquarters in The Gardens to Tun Razak Exchange meant a brand new office with the ability to style it in a fresh, reinvigorating way. But at its heart, the new design must ultimately appeal to Accenture employees and clients and accommodate them, thereby kickstarting the needfinding process to better understand the people of Accenture and their needs. Here is how I helped:

I crafted and publicized a company-wide needfinding and screener survey, yielding 163 responses across 14 Accenture organizations to understand overall pain points and needs while recruiting interview subjects.

I headed 14 one-on-one and group interviews with employees across all arms of Accenture to achieve depth and background on those general needs and to understand employee relationships with the office space.

Finally, I synthesized survey and interview findings into a slide deck for presentation to Accenture executives, adorning it with a snappy key visual and campaign roadmap.



The key visual for the campaign that I created.



# Old Hastings Manor

a chilling new narrative puzzle game.



*What secrets lie behind the frozen-shut door?*

## At a glance:

CS 247G: Introduction to Game Design

Sept. - Nov. 2020

Game design, scenario creation, user research & experience, testing, prototype iteration, visual direction, and asset creation

Welcome to the Old Hastings Manor, the original residence of a once-powerful baron in 1800s New England. Long ago, you served as the baron's esteemed advisor. The baron was a cruel, greedy man, but no one ever stood up to his dastardly plans. Not even you.

Now, curiously, you find yourself back in the manor, but in the body of a squirrel. For it's not a manor at all, not really—it's your personal purgatory.

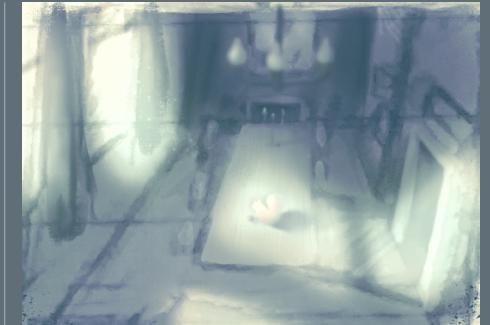
As a squirrel, you must navigate the once-familiar manor as you piece together clues and unlock flashbacks littered around the estate—items and echoes of the past—that slowly begin to remind you of the human you once were. Why are you a squirrel? Who is the Baron, really? And why is everything frozen?

Solving puzzles throughout the manor will unlock the answers you seek, as you travel from room to room, and experience more of your memories, slowly unveiling the dark truth of your past life.

## Playtesting and Iteration

We ran our work-in-progress game through 3 rounds of playtesting (3 players each), making revisions accordingly. Here are our key takeaways:

A little contrast goes a long way. After our first round, we noted visibility issues with the color and positioning of the squirrel. To fix this, we added an orange hue to contrast all the blues and spawned him closer to the broken window to make him pop from the environment.



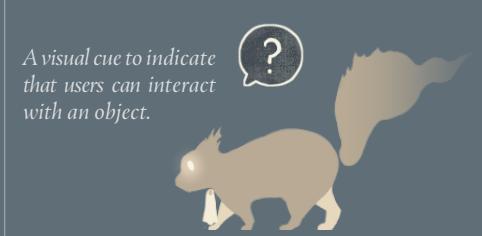
Concept art for our game. The slight orange helps our character pop while not being too distracting.



A still of the cutscene of past events at the manor.

Providing more explicit direction in the beginning helps pick up momentum. From our second playtest, we realized that players felt unsure of how to begin. For this, we added player onboarding icons and a cutscene that acts as a catalyst and gives clues for the puzzle.

Visual cues can help inform interactions. From our third round, we noticed that players were often unsure of how to use an object and when exactly they completed the puzzle. For this, we make use of a floating "?" icon to demonstrate players can interact with something and more visual markers of puzzle progress, such as the iced door defrosting.



# DESIGN GALLERY

Design is often difficult to learn, especially for untrained eyes. How might we make design more intuitive, then? We break it down to the basics and share student journeys; we try to turn the abstract into something more concrete.

Design Gallery builds off of the idea of vicarious learning, which allows students to learn through the experiences of others in a similar context. In the Design Gallery lens, we provide past students' design iterations and received critique along with ratings of how well a design did on a core design concept. This allows the gallery to turn the abstractness of design into more concrete tenets (termed principles) that are easier to digest for novices.

By compiling all of these into a gallery that can be filtered and sorted for convenience, we then provide beginners with a tool through which they can access the learned knowledge of those before them and improve through assisted exploration and relevant examples.

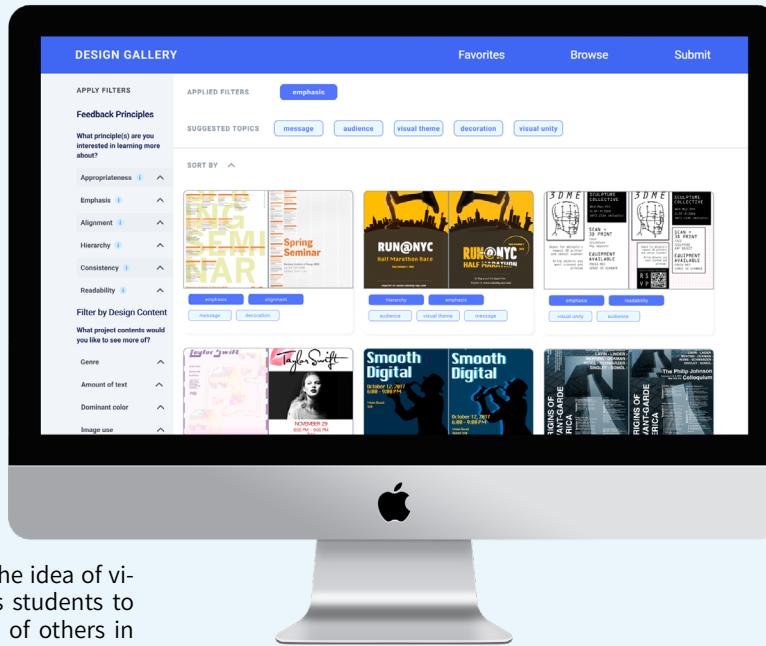
This research project is still ongoing, however we hypothesize that by providing an education-focused design gallery, learning design (and other such abstract disciplines) may become more intuitive and easier by better scaffolding the learning process.

## ATA GLANCE:

Internship w/ the UCSD Design Lab under Prof. Steven Dow & Dr. Grace (Yu-Chun) Yen

Jun. - Sept. 2021

Project management, user research & experience, wireframing, product design, prototype iteration, usability and pilot testing

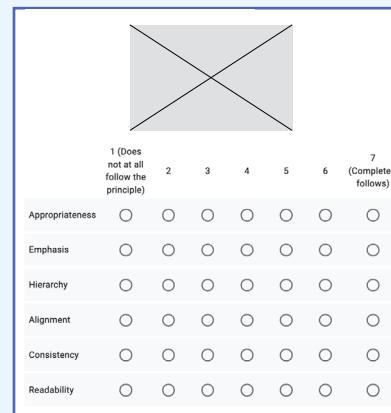


## DESIGN GALLERY FEATURES:

- First and final iterations of past student work
- Feedback categorized and tagged by design principles and sub-topics
- Expert ratings and critique to understand why students made the changes they did
- Content filtering, sorting, and suggestions to find relevant examples easily
- Favoriting and note-taking systems to allow for active self-reflection while browsing
- Submission system to contribute your own work to the vicarious learning experience

## QUANTIFYING DESIGN KNOWLEDGE

To assess the progress of novice designers through gallery usage, we developed a design knowledge survey to understand how fluent participants were with design principles. Through the survey, we asked participants to weigh how well sample designs exemplified each design principle, rated on a seven-point Likert scale.



This knowledge test was validated by recruiting design experts connected to the university and novices recruited through Mechanical Turk, and we used t-tests to confirm that experts and novices indeed performed differently on the survey. From this, we were able to create 17 questions that we split between a pre-study and post-study survey in order to test the efficacy of the Design Gallery.

## TESTING, TESTING, TESTING

I led two rounds of user testing to ensure an intuitive interface so that the design iterations and feedback could take center stage in the design learning process. I also conducted one round of the pilot study in order to improve upon its structure and iron out any areas of friction.

We found that, in comparison to a normal design repository (such as Behance), participants struggled between finding context-relevant designs and creative ones. Participants struggled to find helpful feedback related to a design, if there even was any, and mainly fixated on designs and details that they thought were aesthetically pleasing. Both of these findings support the hypothesis and speak to the need for a different design gallery experience.

# Thank you!

Feel free to reach out to me if there  
is anything else that I can provide.

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