

KAY YONEHARA

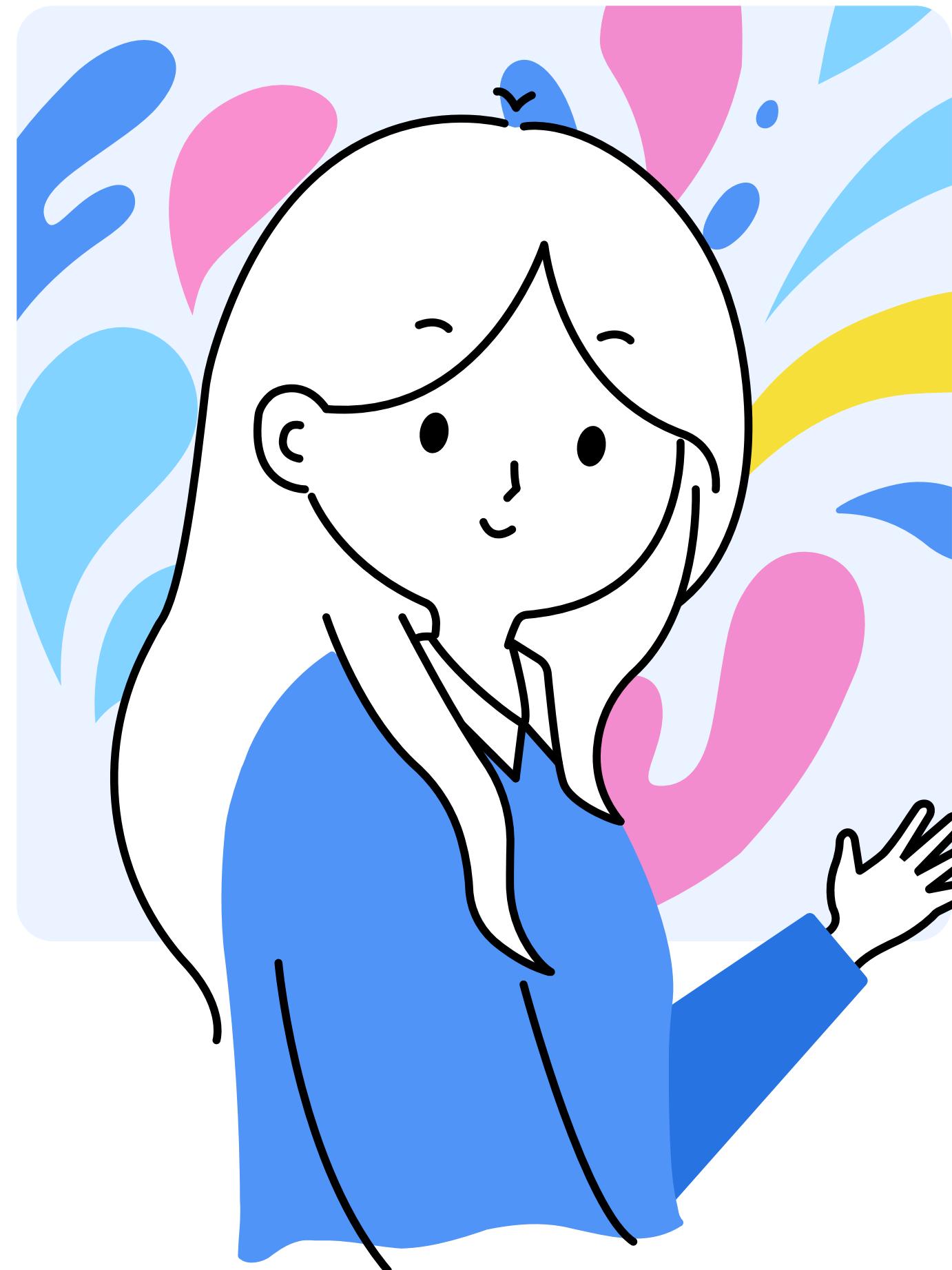
Portfolio

UI/UX
Interaction
Motion



Kaysha N. Yonehara / 米原ケイシャ夏美

UI/UX Designer currently in Tokyo



ABOUT

I was born and raised in Hawai'i and came to Tokyo in 2012 for university. While my university studies were mainly focused on marketing and business strategy, I eventually pivoted to a career focusing on UI/UX design. My background in marketing has helped me to create designs that balance and meet both business and user needs.

ハワイで生まれ育ち、2012年に大学進学のため東京に移り住みました。大学での勉強は主にマーケティングとビジネス戦略に焦点を当てていましたが、最終的にはUI/UXデザインに焦点を当てたキャリアに軸足を移しました。マーケティングの経験は、ビジネスとユーザーの両方のニーズをバランスよく満たすデザインを作成できるようになりました。

EXPERIENCE

2021.04 - Present Solariant Capital
illuminarean

2019.09 - 2021.01 netwise

2018.03 - 2019.08 WAN-TOMO

2017.08 - 2018.03 Marketing Applications
dataSpring

QUALIFICATIONS

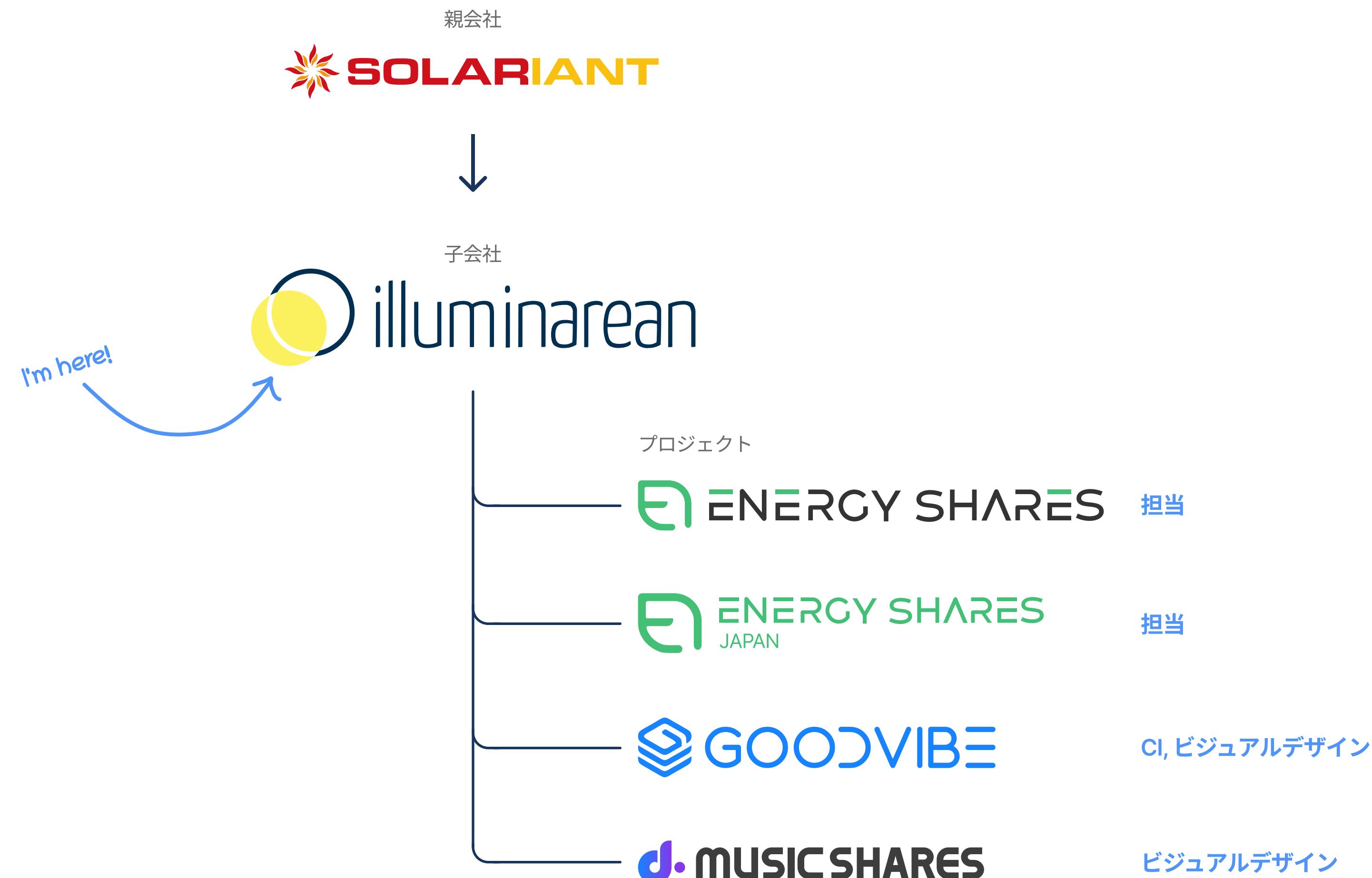
2022 Georgia Tech HCI Professional Certificate
(in-progress)

2021 Google UX Design Professional Certificate

2019 IBM Enterprise Design Thinking Practitioner

2017 Sophia University Undergraduate Degree

What I'm currently working on...



03

PRODUCT LAUNCH

While at illuminarean, I lead the UI/UX, as well as visual direction of our product Energy Shares (US & JP markets).

Energy Shares (米国および日本市場) のビジュアルディレクションとUI/UXを担当しました。

CLIENT

Solariant Capital
illuminarean

ROLE & TEAM

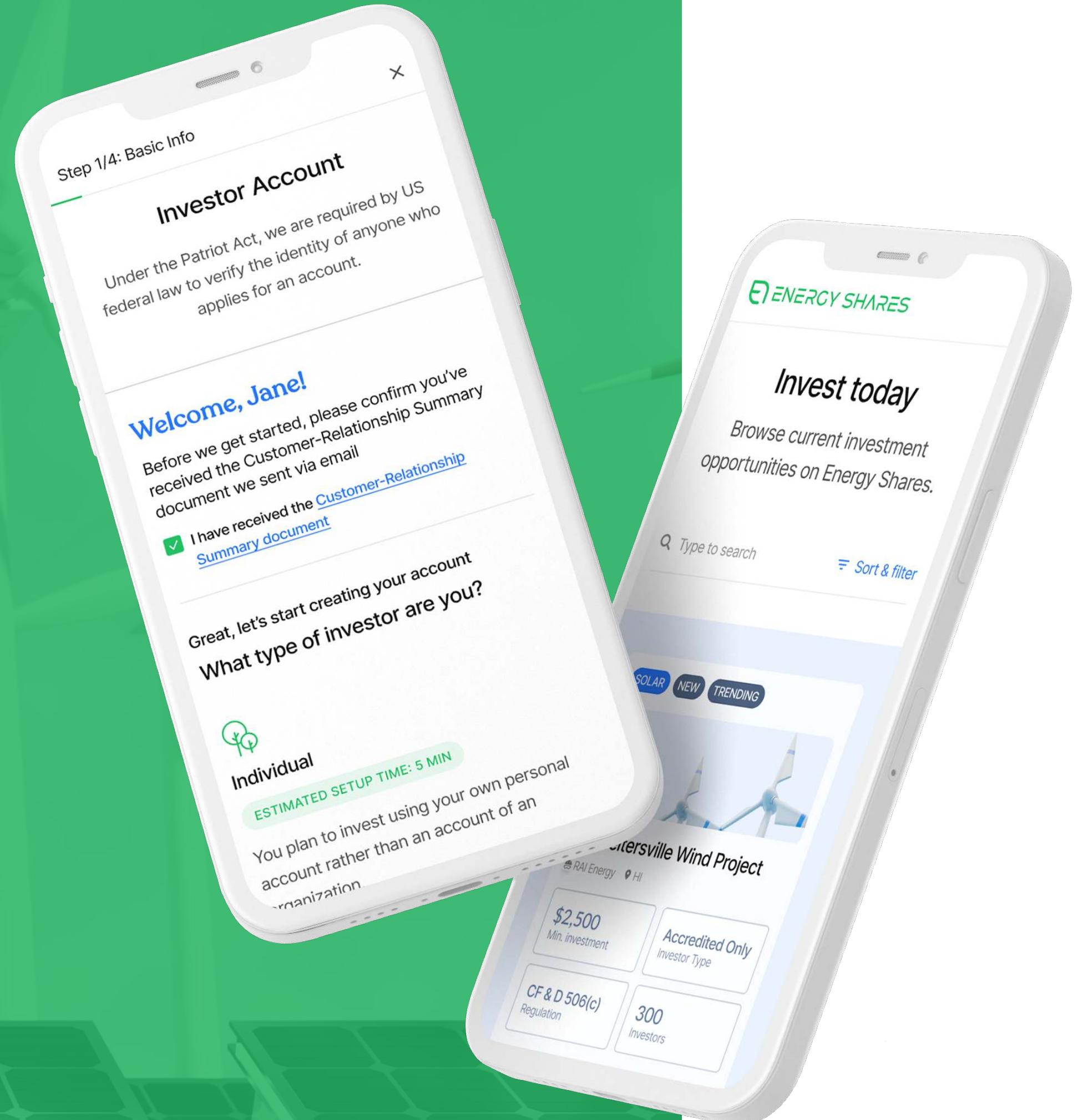
Lead Designer,
Lead team of 2 UI/UX designers
and 1 motion designer

INDUSTRY

Fintech
Crowdfunding

PROJECT PERIOD

14 Months



ENERGY SHARES

For Investors Listings For Developers Knowledge Base About Us [Start Investing](#) [Login](#)

Hydro Project A

Regulation: CF [i](#)

This is a Hydro Project

Solar technologies convert sunlight into electrical energy either through photovoltaic (PV) panels or through mirrors that concentrate solar radiation.

[Learn more about Solar](#)

2,256 Investors **28** Days to go

\$2,534,975 raised [i](#)

75% of minimum goal

[Invest Now](#)

\$10,000 Minimum Investment

[Highlights](#) [Team](#) [Financials](#) [Updates](#) [Discussion](#) [Bookmark](#) [Invest Now](#)

Rewards

Invest

\$500

Receive:

- 5% Bonus shares
- Invite to issuer's exclusive launch party in NYC with other major investors

Invest

\$1,500

Receive:

- 5% Bonus shares
- Invite to issuer's exclusive launch party in NYC with other major investors

Invest

\$150,000

Receive:

- 5% Bonus shares
- Invite to issuer's exclusive launch party in NYC with other major investors

[≡](#) **ENERGY SHARES** [JD](#)

Hydro Project A

Regulation: CF



This is a Hydro Project

Solar technologies convert sunlight into electrical energy either through photovoltaic (PV) panels or through mirrors that concentrate solar radiation.

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Invest

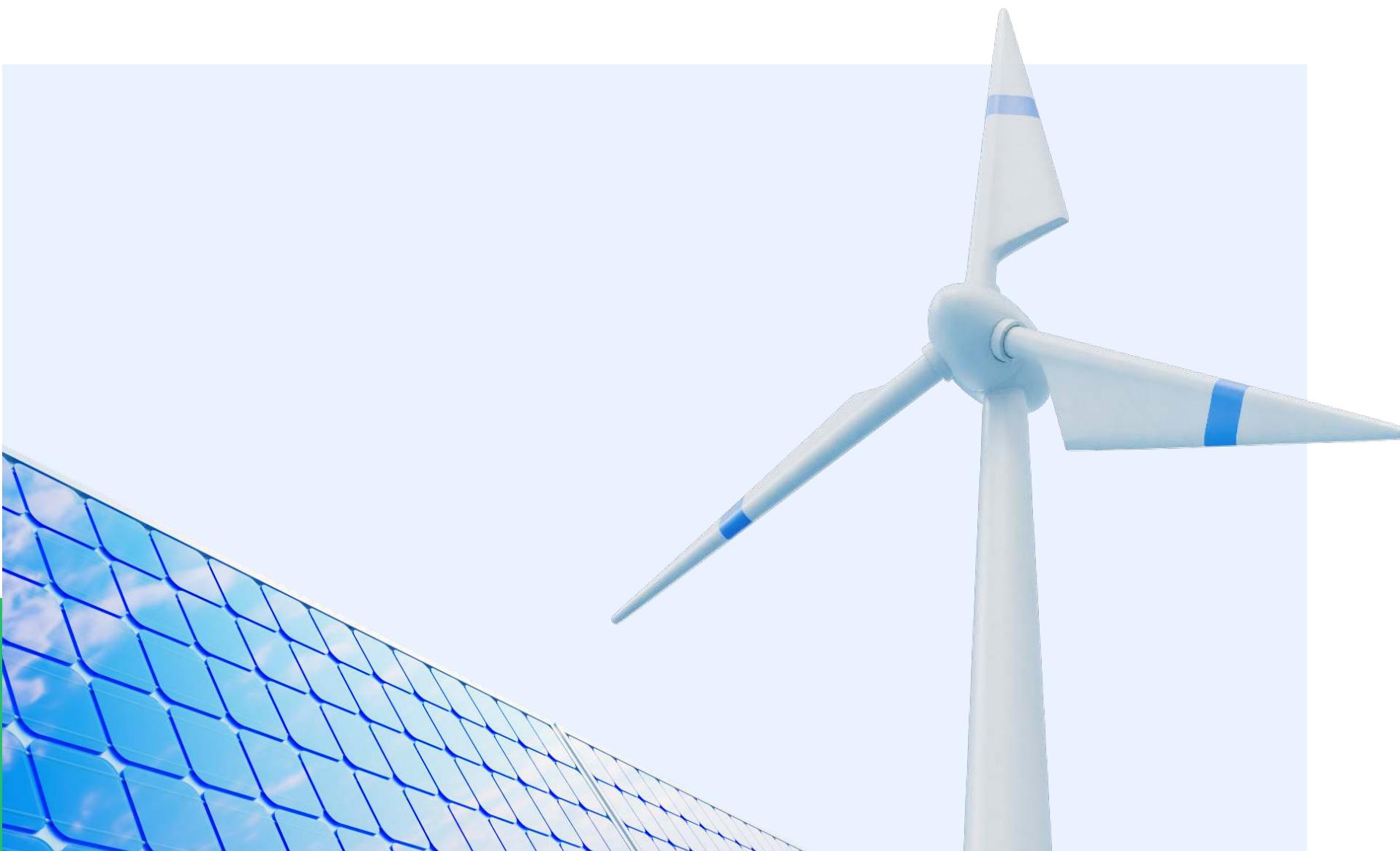
\$

Receive:

-
-

[Invest Now](#)

How might we make our new to market crowdfunding platform for renewable energy projects trustworthy?



SCOPE

The Energy Shares US (ESUS) Project kicked off in Sept. 2021, and set to launch in Nov. 2022.

Built from scratch, ESUS is a renewable energy crowdfunding platform for the US and Japan markets.

Our team consisted of:

- 1 UI/UX designer (eventually 3)
- 1 motion designer
- 1 product owner (eventually 3)
- 3 developers (eventually 5)

範囲

Energy Shares US (ESUS)プロジェクトは 2021 年 9 月に開始され、2022 年 11 月に開始される予定です。

ゼロからESUSは、米国および日本市場向けの再生可能エネルギークラウドファンディングプラットフォームです。

チーム：

- UI/UXデザイナー1人 (最終的に3人)
- モーションデザイナー1人
- プロダクト1人(最終的に3人)
- 3人の開発者 (最終的に 5人)

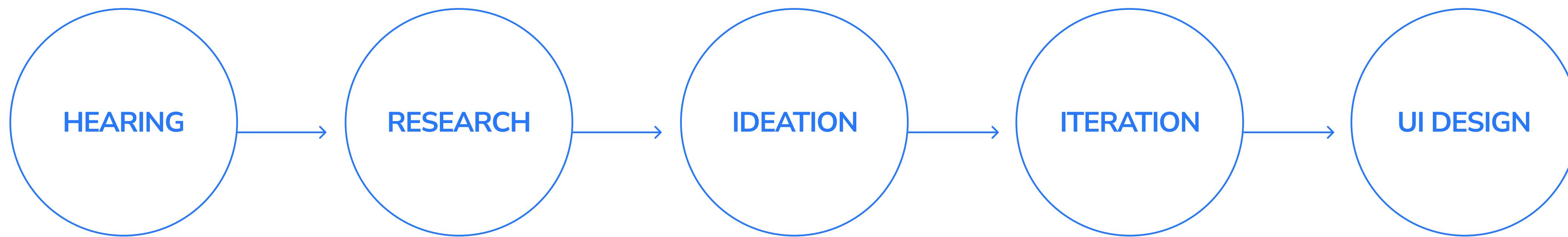
CHALLENGE

Crowdfunding for renewable energy would be a completely new concept for both the US and Japan markets. This left my team without any previous reference products to research. The biggest challenge for us was to figure out how to create a product from 0 that will be easy to use and trustworthy for users.

課題

再生可能エネルギーのクラウドファンディングは、米国と日本の市場にとつてまったく新しい物です。これにより、リサーチとなる以前の参考プロダクトがチームにはありませんでした。私たちにとって最大の課題は、ユーザーにとって使いやすく信頼できる製品を0から作成する方法を見つけることでした。

PROJECT PROCESS



プロジェクトに対するCEOの
ビジョンと期待、そしてCEOの
理想的なユーザーを理解する

市場、競合他社、市場における現在
の問題点を理解する、ペルソナを
作成する

インサイトを収集し、調査に
基づいてデザインの機会を見つける

ワイヤーフレームを開始し、
デザインに関するユーザーの問題を
解決する方法を考え出す

ビジュアルディレクションと
デザインシステムの確立

CEO HEARING

I want to democratize renewable energy investments

Our ideal user will be an experienced and affluent investor

But we will also try to reduce the min. investment price to attract millennials

I want to increase the adoption rate of renewable energy

RESEARCH OBSERVATIONS

Why do all these sites ask for so much personal information?!

I want my investments to reflect my personal values.

I want to invest in projects with promising returns.

In crowdfunding, you'll get limited information.

I want to see the impact/updates of my investment

Investors want transparency

Investors want high returns for retirement, family, etc.

Investors want transparency

COMPETITOR RESEARCH

The competitor research phase was spent searching for direct and indirect competitors, as well as what designs looked like within the fintech/crowdfunding space.

At this phase, it was important for our team to figure out how the sign up and investment flows worked and if there were any features or third-party tools we wanted to consider.

競合調査

競合他社の調査段階では、直接的および間接的な競合他社、およびフィンテック/クラウドファンディング スペース内でどのようなデザインが見えるかを行いました。

この段階では、登録流れと投資流れがどのように機能するか、使用したい機能やサードパーティ ツールがあるかどうかを把握することがチームにとって重要でした。

Reference sites

Reference Sites

Crowdfunding - Energy Investment

StartEngine	https://www.startengine.com/	https://www.startengine.com/equity-crowdfund/
EnergyFunders	https://www.efmarketplace.com/	
One Planet Crowd	https://www.oneplanetcrowd.com/en	
Citizen Energy	https://citizenergy.eu/	
LeihDeinerUmweltGeld	https://www.leihdeinerumweltgeld.de/	
Econeers	https://www.econeers.de/	
Go Parity	https://goparity.com/	
Trine	https://www.trine.com/	
Lendpolis	https://www.lendopolis.com/	
Renewables	https://renewables.org/	
GridShare	https://gridshare.com/	
Raise Green	https://www.raisegreen.com/	*Article

Crowdfunding - General/Etc.

The CrowdSpace	https://thecrowdspace.com/
Go Fund Me	https://www.gofundme.com/
Kickstarter	https://www.kickstarter.com/
Indiegogo	https://www.indiegogo.com/
Patreon	https://www.patreon.com/
Seed Invest	https://www.seedinvest.com/
Crowdfy	https://www.crowdfy.net/
MakeStar	https://www.makestar.co/
CitizenZenith	https://invest.citizenzenith.com/

Reference sites

Reference Sites

Crowdfunding - Reg D Specific

Fundable	https://www.fundable.com/
Energy Funders?	https://www.energyfunders.com/
Forge	https://forgeglobal.com/
Netcapital	https://netcapital.com/ *Non-Accredited OK
Wunder	https://www.wundercapital.com/ *No fees charged to investors
RealCrowd	https://www.realcrowd.com/
Holdfolio	https://holdfolio.com/
FundersClub	https://fundersclub.com/ *No opportunities listed :(
Small Change	https://www.smallchange.co/
UpStart	https://www.upstart.com/ *Ex-Google, P2P focus
RoyaltyExchange	https://www.royaltyexchange.com/
Republic	https://republic.co/

Green Energy Investment

Clim8	https://clim8invest.com/
Pyse	https://pyse.in/
Circa5000 (Tickr)	https://circa5000.com/
Green Growth	https://greengrowthinvestments.co.uk/
Sugi	https://sugi.earth/
ecoshare	https://ecoshare.my/
EcoFund	https://www.ecofund.org/

The screenshot shows a navigation menu for 'EnergyShares US'. The menu items include 'Home', 'About', 'Invest', 'Contact', and 'Archived pages'. Below the menu, there is a section titled '[Reference] Republic' which is highlighted with a light gray background. Other items in this section are '[Reference] SeedInvest', '회의록' (Meeting Minutes), '개발팀' (Development Team), 'SRS(작성종)' (SRS), '회고록' (Meeting Minutes), '방법 문서' (Method Document), 'Adalane 공유 문서' (Adalane Shared Document), and 'Disclosures'. At the bottom, there is a link to 'Archived pages'.

[Reference] Republic

Created by 김고은
Last updated: 2022/02/22 · 5 min read · 11 people viewed

Republic was referred by our legal consultant as a highly compliant crowdfunding broker-dealer platform. This page is intended to provide an analysis of Republic (flow, pages, features and design) for reference purposes only.

Points

Go to → [Republic demonstration Video](#)

- [Investor Flow](#)
- [Sign up Page](#)
 - [Email Verification](#)
 - [Complete Investor Profile](#)
- [Login Page](#)
- [Invest Page](#)
- [Learn](#)
- [Raise Capital - for Issuers](#)
 - [Apply to raise](#)
- [Product Detail Page](#)
 - [Comments](#)
 - [Updates](#)
 - [Reviews](#)

DEMOCRAPHICS (프로필)

- Name: Jane
- Age: 54
- Occupation: Business Owner
- Income: \$200K-400K
- Attitude: Skeptic

GOALS (목적)

- Maintain financial position
- Increase wealth - want more money for family and retirement
- Easily withdraw money

INVESTING HABITS (투자 습관)

- Skeptical of "crowdfunding" but willing to try
- Conservative risk tolerance
- Prefers to use desktop
- Is the sole decision maker for investments (not using an advisor)
- Invests as individual - keeps company funds separate

"I want something that has high returns and low risk."

FRUSTRATIONS (불만사항)

- Receiving too many marketing emails
- Not enough transparency - where is the money going? Why am I being asked so many sensitive questions?
- Finding good investments as an accredited investor is difficult
- Some of the new platforms require high digital literacy

SOLUTIONS (솔루션) & DESIGN OPPORTUNITIES (디자인 기회)

- Offer visualization for environmental impact
- Larger font size (?)
- Offer visualization for potential money that could be made
- Offer transparency, especially for highly sensitive information (ie. SSN)
- Make sure Jane is aware of the product's security measures and that we take security seriously

DEMOCRAPHICS (프로필)

- Name: Ernie
- Age: 48
- Occupation: Contractor
- Income: \$100K-150K
- Attitude: Optimistic

GOALS (목적)

- Diversify portfolio
- Find new spaces to invest in
- Find reputable and promising investments

INVESTING HABITS (투자 습관)

- Uses multiple platforms to invest
- Politically and socially conscious
- Prefers multiple sources for research before investing

"I want to invest in projects with promising returns."

FRUSTRATIONS (불만사항)

- Modern platforms require a high level of digital literacy
- High concern for security and having to provide SSN, etc.
- Wants to know why certain questions are being asked (needs transparency)
- Sign up processes often take long

SOLUTIONS (솔루션) & DESIGN OPPORTUNITIES (디자인 기회)

- Offer the why when asking for highly personal questions
- Make the sign up process feel like it is short
- Show the vetting process for issuers somewhere easily accessible

DEMOCRAPHICS (프로필)

- Name: Tim
- Age: 30
- Occupation: Educator
- Income: \$50K-75K
- Attitude: Cautious

GOALS (목적)

- Invest in things that reflect their values
- Increase wealth, get returns as early as possible
- Wants to find investments that are trustworthy
- Easily check and keep up to date with portfolio changes

INVESTING HABITS (투자 습관)

- Not ready to invest too much yet, wants to try small amounts/different platforms first
- Reads websites and blogs/forums like Reddit to gather information
- Sees crowdfunding as an alternative way to increase wealth

"I want my investments to reflect my personal values."

FRUSTRATIONS (불만사항)

- Has trouble deciding where to invest
- Not knowing when/how to get money back when there is profit
- Financial jargon difficult to understand
- Main fear is losing their savings

SOLUTIONS (솔루션) & DESIGN OPPORTUNITIES (디자인 기회)

- Simplify jargon where possible
- Offer visualization for environmental impact
- Offer visualization for potential money that could be made

USER RESEARCH & PERSONAS

User research was done by first speaking with the C-suite and asking what kind of customers they would like to target. From the start of the project it was clear the C-suite was hoping to target experienced investors with more capital - which usually skewed to an older demographic.

I also checked investment related forums, competitor social media, and indirect competitor social media.

From all of this, I created 3 personas and explained their frustrations and how we could use these frustrations as design opportunities within our product.

This was shared with the product team and from there we created the different flows and processes of our product and where we could utilize the design opportunities.

ユーザーリサーチ & ペルソナ

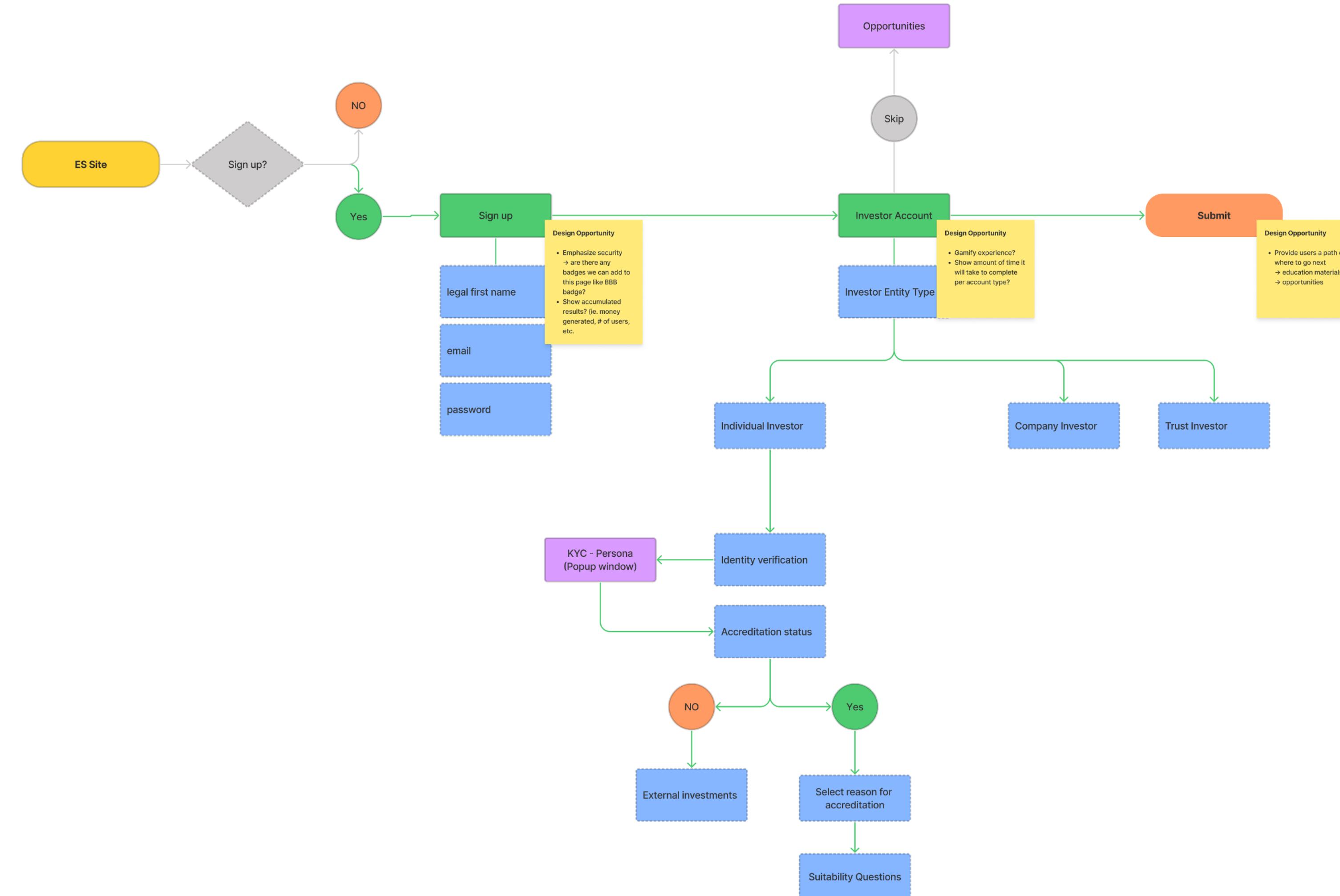
ユーザー調査は、最初に経営陣と話し、どのような顧客をターゲットにしたいのかを尋ねることによって行われました。プロジェクトの開始時から、経営陣が経験豊富な投資家をより多くの資金でターゲットにしたいと考えていることは明らかでした。これは通常、高齢層に偏っていました。

また、投資関連のフォーラム、競合他社のソーシャルメディア、間接的な競合他社のソーシャルメディアもチェックしました。

このすべてから、3つのペルソナを作成し、彼らのフラストレーションと、これらのフラストレーションを製品内のデザインの機会としてどのように利用できるかを説明しました。

これは製品チームと共有され、そこから製品のさまざまなフローとプロセスを作成し、設計の機会を活用できる場所を作成しました。

Sign up Process_220111



FINDING OPPORTUNITIES

Within each flow, we chose different points of design opportunities based on our earlier personas.

Since we learned that our personas main concern was data security as well as the time needed to sign up and invest, we focused on these aspects for our design opportunities.

DEFINING FLOWS

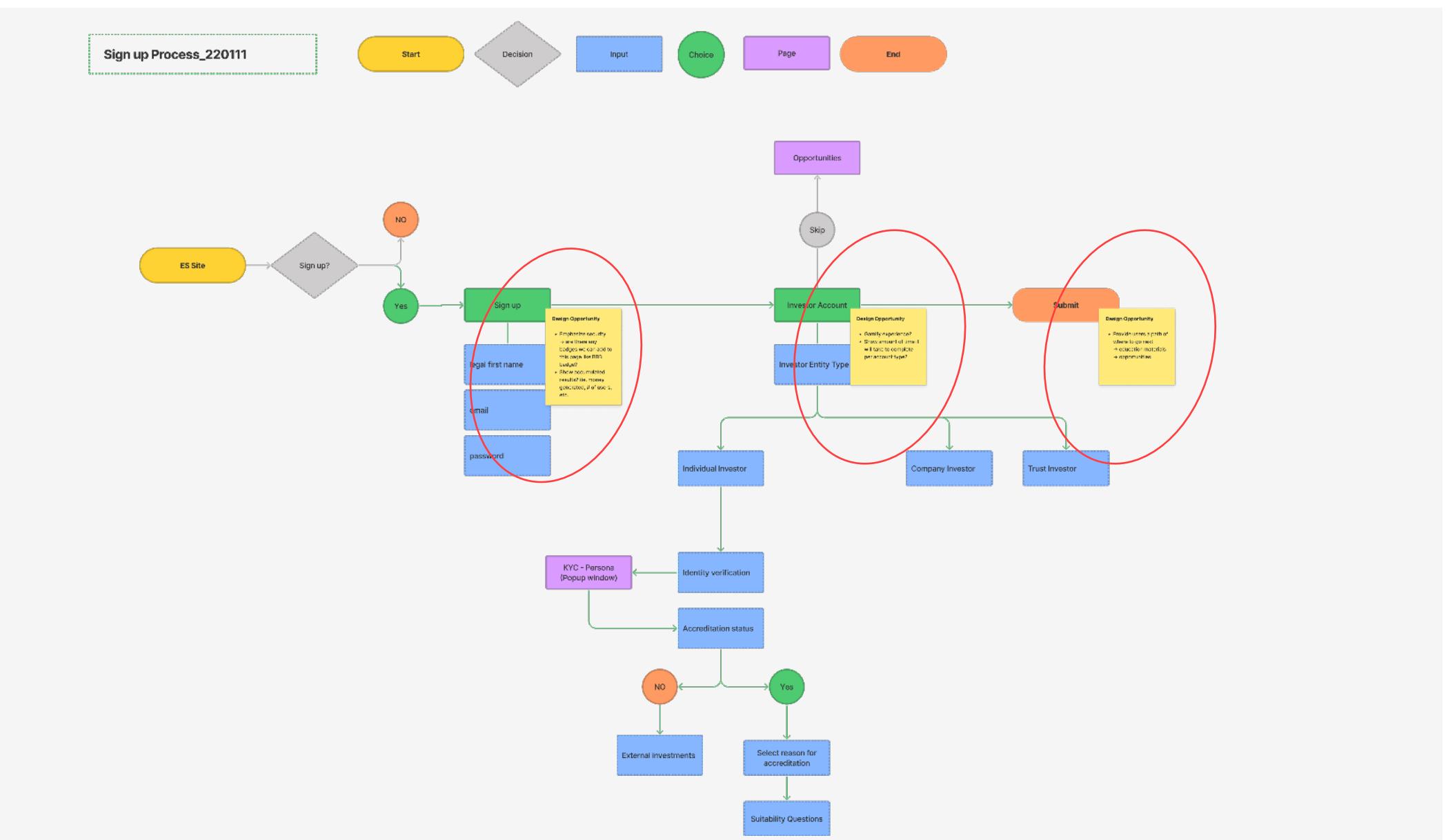
Working with our compliance officer, we mapped out each of the most important processes for our product: the sign up and investment flows.

Especially for the US, we had to make sure we asked the required information via FINRA.

機会を見つける

各流れ内で、以前のペルソナに基づいて、さまざまな設計機会のポイントを選択しました。

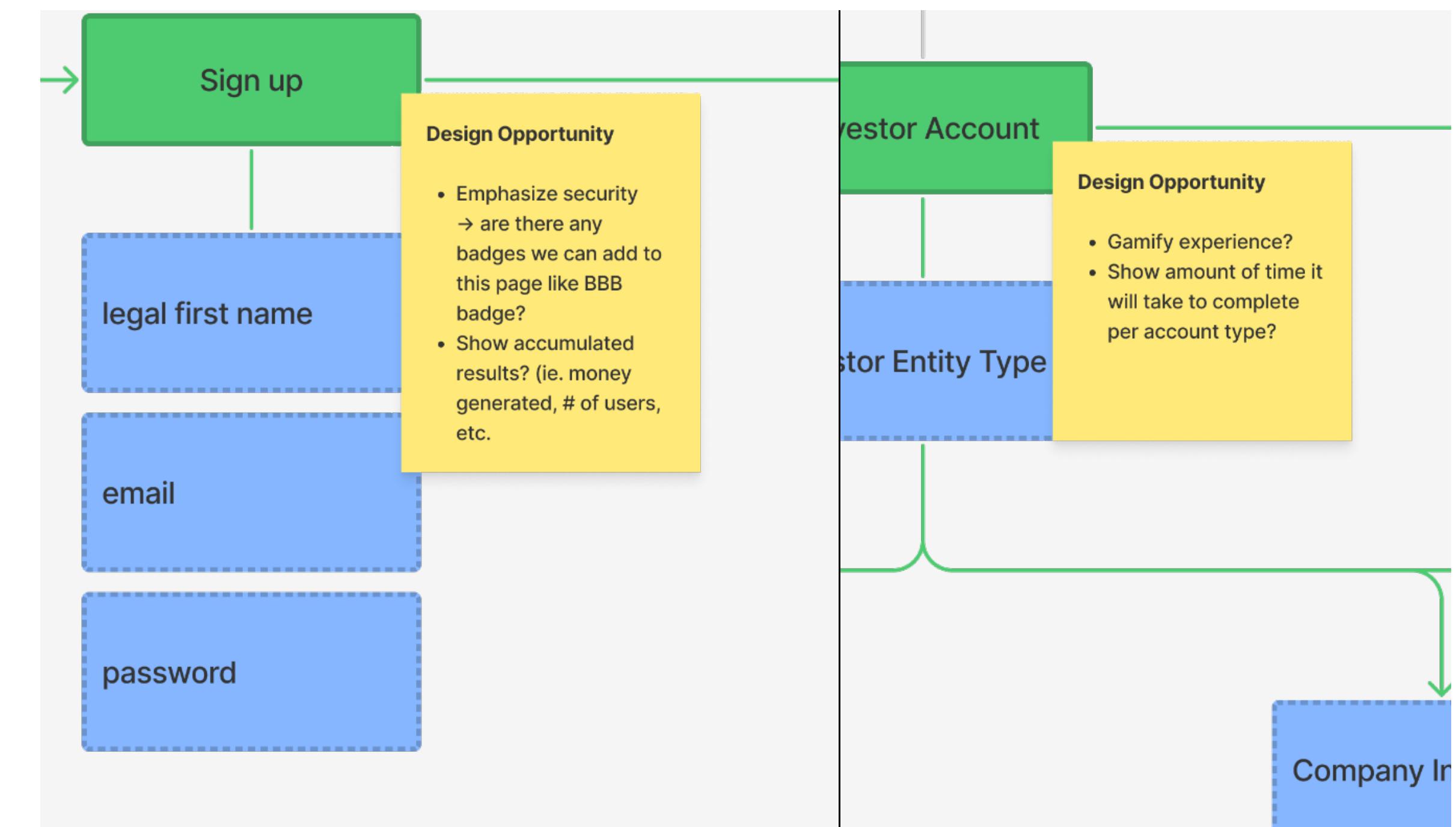
ペルソナの主な関心事は、登録と投資に必要な時間だけでなく、データセキュリティであることがわかったので、これらの側面に重点を置いて設計機会を設定しました。



流れを決める

コンプライアンス担当者と協力して、製品の最も重要な各流れである登録と投資フローを計画しました。

特に米国のは、FINRA経由で必要な情報を確認する必要がありました。





Investor Account

Under the Patriot Act, we are required by US federal law to verify the identity of anyone who applies for an account.

Welcome, Jane!

Before we get started, please confirm you've received the Customer-Relationship Summary document we sent via email

I have received the [Customer-Relationship Summary document](#)

Great, let's start creating your account

What type of investor are you?



Individual

ESTIMATED SETUP TIME: 5 MIN

You plan to invest using your own personal account rather than an account of an organization.

[Start an Individual Account](#)



Company

ESTIMATED SETUP TIME: 7 MIN

You are an individual or group of people that is investing as a separate legal entity as a company.

[Start a Company Account](#)



Trust

ENERGY SHARES

- For Investors
- Listings
- For Developers
- Knowledge Base
- About Us

JD Jane D. ▾

Jane D.
Individual Investor

- Home
- Activity
- My bookmarks
- Investor profile
- My investments**
- Payment methods
- Manage entities
- User settings
- Email notifications
- Logout

My investments

Your investments are equivalent to
6.22 tonnes in carbon offsets
≈1,644 trees planted

≈100 trees

Summary

Invested total: \$2,200

Month	Amount
Jan	\$400
Feb	\$200
Mar	\$200
Apr	\$1,000
May	\$200
Jun	\$200

Capital deployment over time 2022

Investments

Project	Amount
Manta Biofuel	\$200

16% Manta Biofuel

Investor limits

Reg CF limit:
\$1,800

Reg A+ Tier 2 limit:
\$4,000

[Update limit](#)

Investments list

Date	Project	Amount
Jun 4th, 2022	RAI Energy	Investment document \$200.00
Apr 4th, 2022	Manta Biofuel	Investment document \$200.00

ENERGY SHARES

JD

Jane D.
Individual Investor

My investments

Your investments are equivalent to
6.22 tonnes in carbon offsets
≈1,644 trees planted

≈100 trees

Summary

Invested total: \$2,200

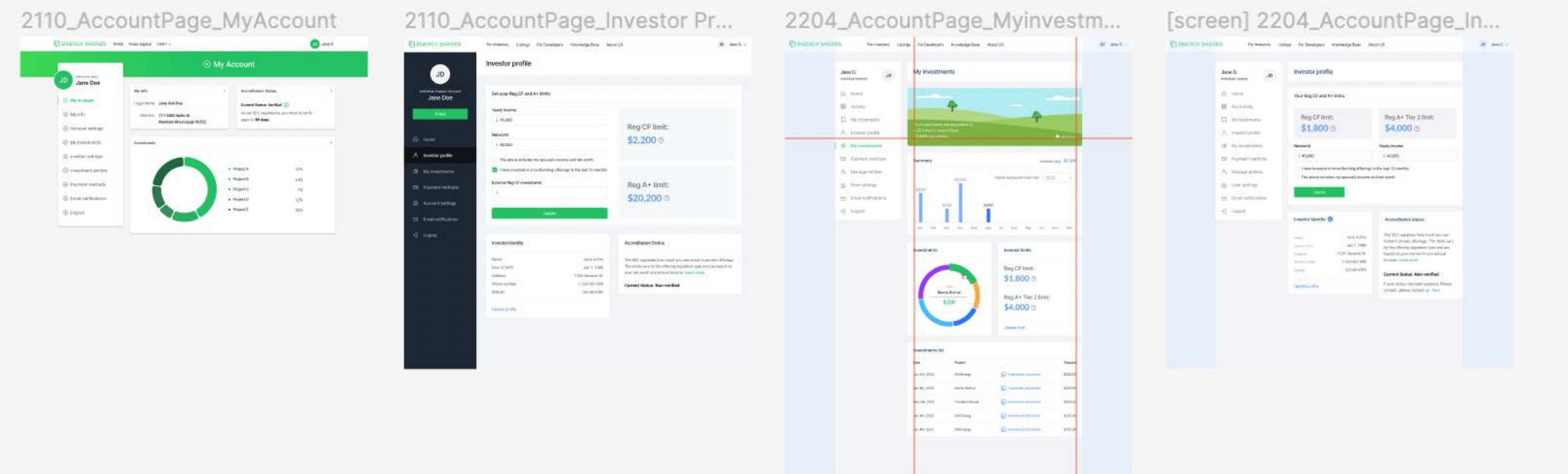
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May	\$200
Jun	\$200
Jul	\$200

Capital deployment over time 2022

Investments

Project	Amount
Total Investments	\$2,200
Manta Biofuel	\$200.00
Terraformation	\$100.00

User account pages



Product cards



ITERATIONS

Many of the pages have gone through several iterations. Sometimes from compliance feedback, sometimes from dev team feedback, and sometimes feedback from our C-suite team.

反復

ページの多くは、数回の反復を経ています。コンプライアンスのフィードバックから、開発チームのフィードバックから、経営幹部チームからのフィードバックから得られることがあります。

VISUAL DIRECTION

During our kick off meeting, the CEO mentioned that ESUS will be the first broker-dealer to be able to offer renewable energy projects to retail investors in the US market (exciting stuff!).

With that in mind, we really wanted to show something futuristic yet organic to drive our “eco” image.

We settled on 3D assets as a way to show something very futuristic, but we also tried to make the assets more photo-realistic so they don't look too childish.



アートディレクション

キックオフミーティングで、CEOは、ESUSが米国市場の（一般的）個人投資家に再生可能エネルギー プロジェクトを提供できる最初のブローカーディーラーになると述べました（エキサイティングです！）。

それを念頭に置いて、私たちは「エコ」イメージを推進するために、未来的でありながら有機的なものを見せたかったのです。

非常に未来的なものを表示する方法として3D要素に落ち着きましたが、子供っぽくなりすぎないように要素をよりフォトリアリスティックにすることも試みました。



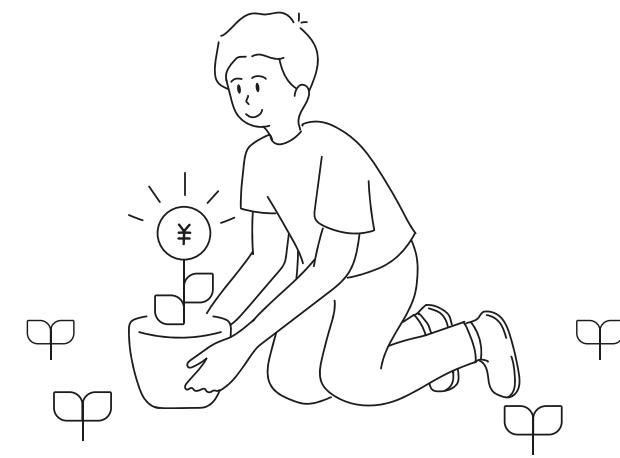


One of my first projects at illuminarean was to re-design our Energy Shares Japan site.

Since there was no data I could rely on for the pages, I worked closely with the marketing team where we decided that we wanted a clean friendly, approachable look and feel using hand drawn illustrations with thin lines and updated content.

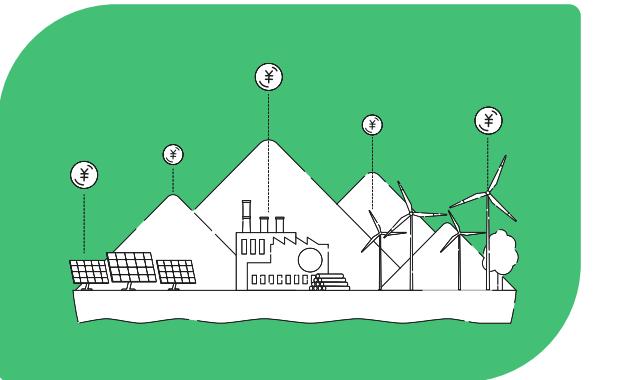
illuminareanでの私の最初のプロジェクトは、Energy Sharesジャパンのサイトを再設計することでした。

ページについて信頼できるデータがなかったため、マーケティングチームと緊密に協力し、細い線と更新されたコンテンツを含む手描きのイラストを使用して、クリーンでフレンドリーで親しみやすいルック アンド フィールが必要であると判断しました。



今日から資産運用 ESG投資で地球の未来を 応援する

新規会員登録



WHO WE ARE エナジーシェアーズとは?

エナジーシェアーズは再生可能エネルギー投資プラットフォームです。エナジーシェアーズに登録された投資家なら誰でも、再生可能エネルギー関連プロジェクトへ投資し、次世代が生きる未来の地球を創るプロジェクトと共にすることができます。

詳しく見る

GREEN ENERGY INVESTMENT

グリーンエネルギー投資とは?

安定した売電収入によるインカム重視の資産運用。事業売却による値上がり益重視の資産運用。グリーンエネルギー(太陽光・バイオマス・風力など)から作られるエネルギー投資では、どちらのタイプの商品もお選びいただけます。市場が一時的な混乱に陥っても時価評価による負の影響を受ける可能性が小さい、無理のない資産運用です。

詳しく見る



WHY US エナジーシェアーズの魅力



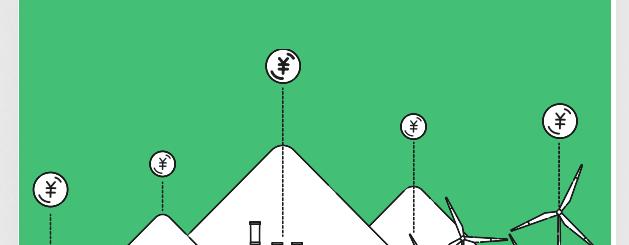
RECOMMENDED FUNDS お勧めのファンド



新規会員登録

WHO WE ARE エナジーシェアーズとは?

エナジーシェアーズは再生可能エネルギー投資プラットフォームです。エナジーシェアーズに登録された投資家なら誰でも、再生可能エネルギー関連プロジェクトへ投資し、次世代が生きる未来の地球を創るプロジェクトと共にすることができます。





 ENERGY SHARES

Enter the Code We Provided

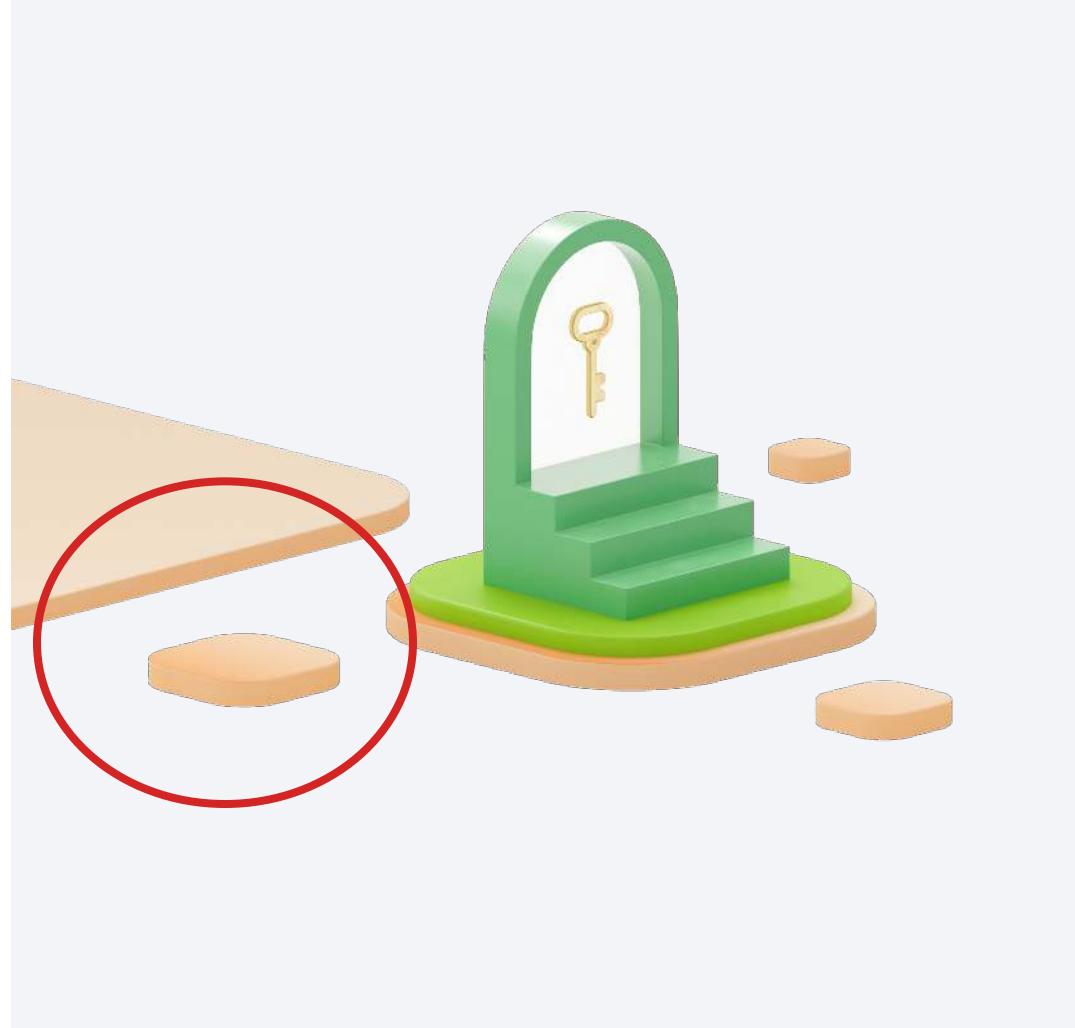
We sent an authentication code to a*****z@gmail.com. Enter the code here login.

1 2

- This code will expire in **9:59**
- Didn't receive the code? [Resend](#) or [Send to your phone](#)

[Next](#)

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 ENERGY SHARES



Password Updated!

Your Energy Shares password has been updated.

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Selected Screens

[Design System ↗](#)

[Hubspot Pages ↗](#)

[Product Pages ↗](#)

[Brand Guidelines \(PDF\) ↗](#)

LEARNINGS

Communication and organization are the foundations to a successful project

With our only-remote, fast-growing team, I had to be a lot more communicative with team members to ensure everyone was on the same page.

I also had to go through our figma files and ensure that we were using components and a clear design system to make sure we presented a consistent design across all our pages.

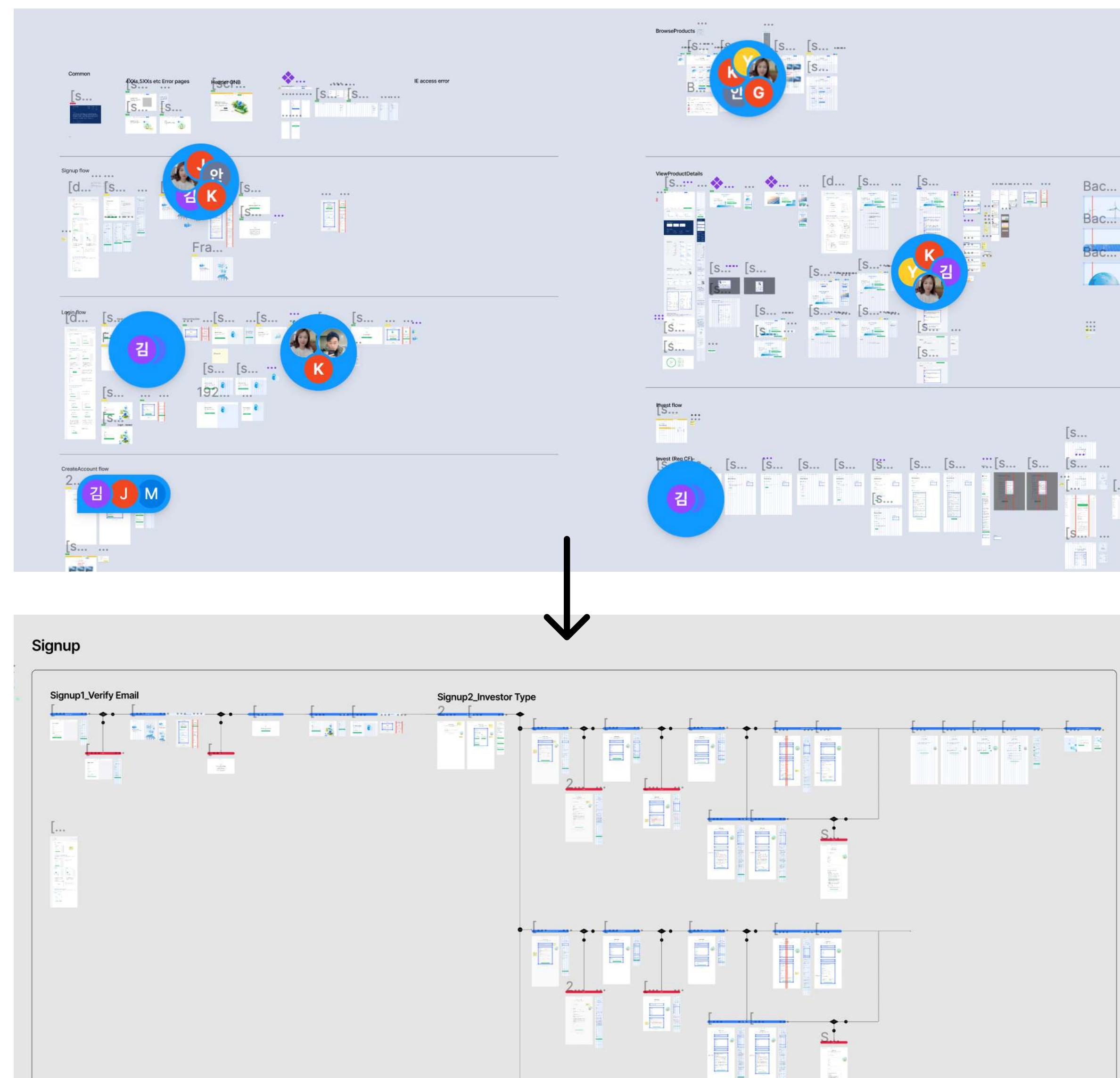
学んだこと

コミュニケーションと組織は、プロジェクトを成功させるための基盤です

在宅勤務のみ、急速に成長するチームでは、全員が同じページにいることを確認するために、チームメンバーとより多くのコミュニケーションを取る必要がありました。

また、figma ファイルを調べて、すべてのページで一貫したデザインを提示するために、コンポーネントと明確なデザインシステムを使用していることを確認する必要がありました。





LEARNINGS

Finding a scalable way to document design updates & documentation

As we progressed through the project, we went through 3 compliance officers, each bringing their own (different) handful of changes to the product.

Then, with the addition of our marketing officer, who made more changes, we needed a way to document design changes and updates to ensure that even a completely new person could quickly get up to speed with what has been done and what needed to be done next.

Given the frequent changes and additional designers and product managers, we needed to find a way to get people up to speed even if they were seeing the Figma space for the first time.

We opted to make use of status tags as well as combine our figjam boards that explained the yes/no flow along with our screens.

学んだこと

更新とドキュメントを文書化するスケーラブルな方法を見つける

プロジェクトの進行に伴い、3人のコンプライアンスオフィサーがそれぞれ独自の(異なる)いくつかの変更をもたらしました。

その後、さらに多くの変更を行ったマーケティングオフィサーが加わったことで、デザインの変更と更新を文書化して、まったく新しい人でも、完了したことと次に行う必要があることをすぐに理解できるようにする方法が必要でした。

変更が頻繁に行われ、デザイナーやプロダクトマネージャーが追加されることを考えると、初めてFigmaの空間を見た人でもすぐに理解してもらえる方法を見つける必要がありました。

ステータスタグを利用することに加えて、yes/noフローを説明するfigjamボードと画面を組み合わせることにしました。

THIS IS THE LAST PAGE

Thank You!



Please feel free to let me know if you have any questions!
ご不明な点がございましたらご連絡いただければ幸いです。

