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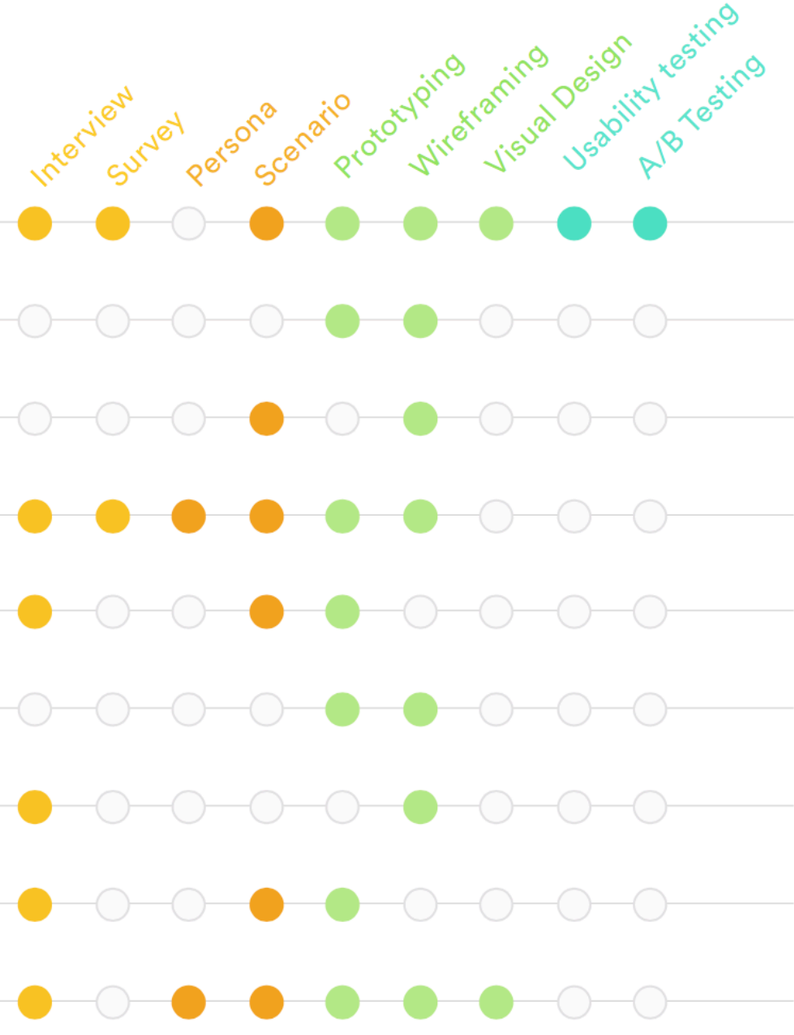


01

VisMorn: A Goal-oriented Alarm Clock

Personal, Nov 2016 - Dec 2016

Role
User Research, UX/UI Design

Domain **Platform**
Productivity Mobile

I designed a morning alarm clock app for people who struggle to wake up at a scheduled time. Instead of setting a single time to wake up as other alarm clocks do, my prototype provides two different times to set up, one for waking up and another for doing another task (e.g., go to work). The app focuses on achieving a high-level goal as waking up on time is often only a part of reaching the goal. That is, it emphasizes the time gap between wake-up time and task time to encourage a user to be more aware of the goal when setting the times and hitting the snooze button.

coursera UC San Diego

Design Process

Needfinding
Observation
Interview
Evaluation results

Ideation
Inspiration boards
Brainstorming
Storyboards

Prototype
Paper prototype
Wireframe
Functional Prototype

Evaluation
Heuristics Evaluation
Usability test
A/B test

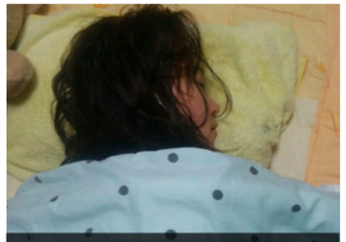
Point of View

> How can I help people, who used to fail to wake up at planned time, be puntual on their schedule?

Main Research Questions

1. What do you do to wake up at the ideal time before you sleep and after you awake?
2. Why do you fail to wake up at the ideal time?
3. What point is your breakdown while using alarm clock app?

Semi-structured Interviews



JUNGEUN (26)

Social Welfare Worker

- Just starting out in a career
- A sleepyhead who unconsiously snoozes

HYEGYUNG (56)

Office Worker

- Strict at appointment times
- A preliminary plan in advance

NAM (31)

Ph.D Student

- flexible schedule
- Variation of wakeup time according to the daily workload

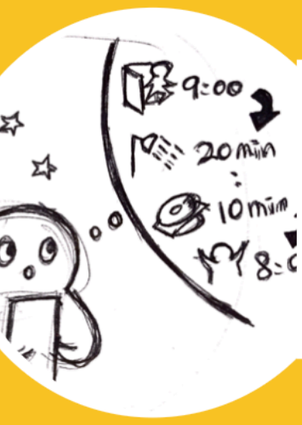
Key Insights

1

The gap between
the time you want to wake up
and
the time you actually wake up

2

Habitual snooze



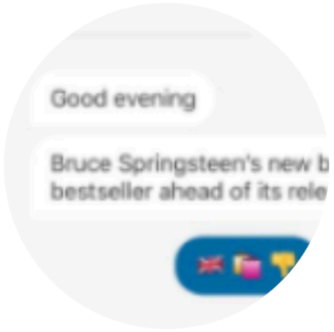
3

Cumbersome to
calculate and check
an alarm time every night

Inspiration

Pebble

Smart Watch



Quartz

News Media
Mobiel App

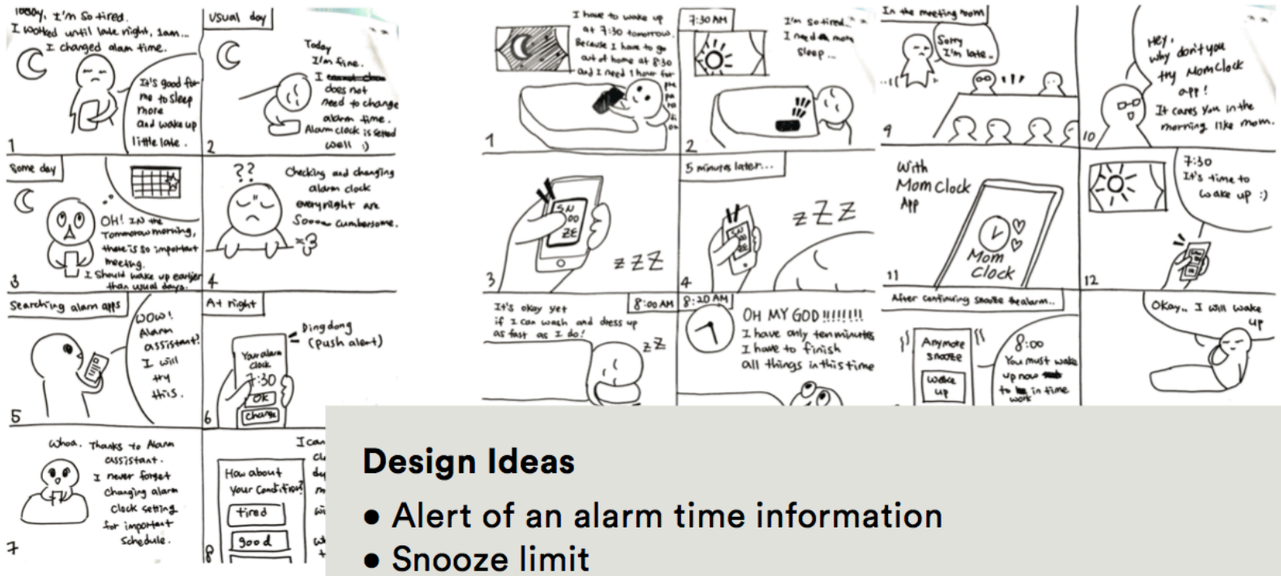
Ruggie

Alarm Mat

Smoke Alarm

Personalized
Parent Voice Alarm

Storyboards

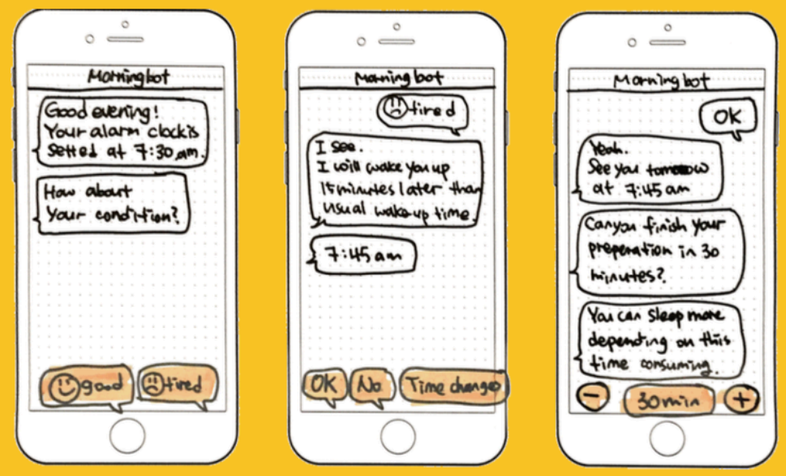


Design Ideas

- Alert of an alarm time information
- Snooze limit
- Information to allow people to spontaneously wake up

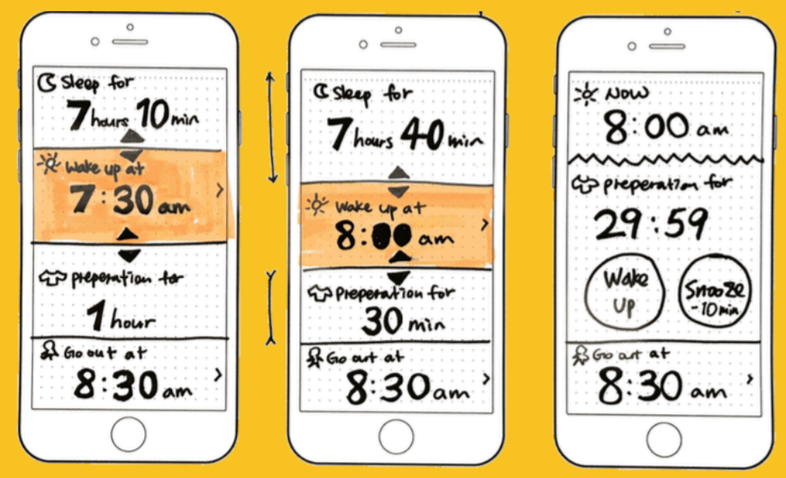
2 Paper Prototypes

A *Message Bot*



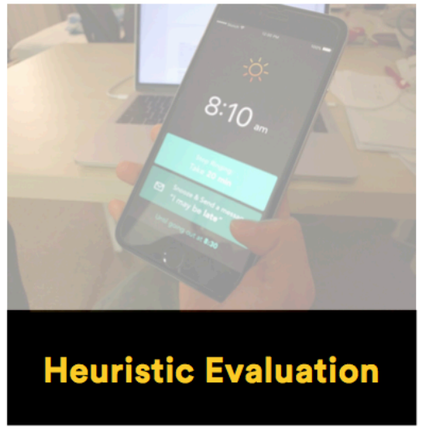
A conversational agent can personalize an alarm time by communicating with users through conversational messages.

B *Visualization Time*



The area and place of each card represents the duration and time respectively. Users can change the alarm time by dragging up and down to change the size of the area.

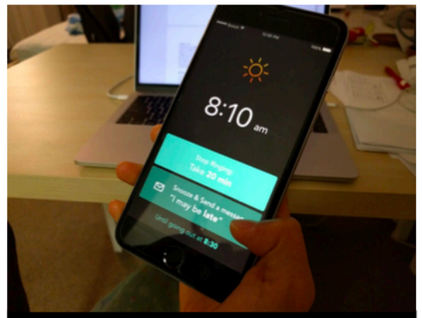
Evaluation



Heuristic Evaluation

> Chose main prototype depending on heuristic violation severity

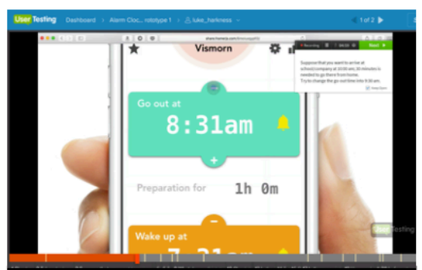
> Combined two prototype's function idea



Usability Test

> Improved critical time control usability

> Added functions to set detailed options



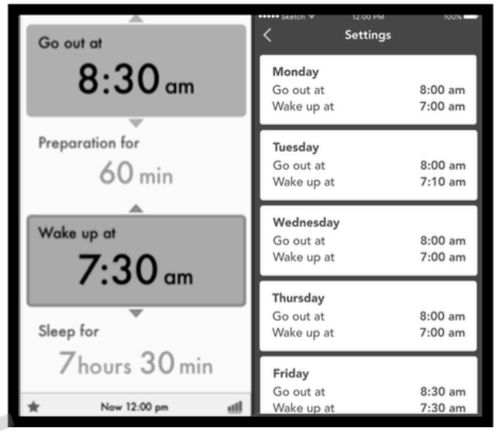
A/B Test
(usertesting.com)

> Compared different ways to set time to find more effective one

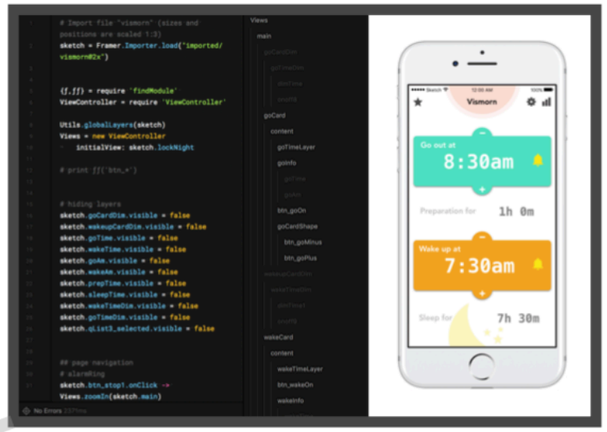
> Provided initial guide

Develop

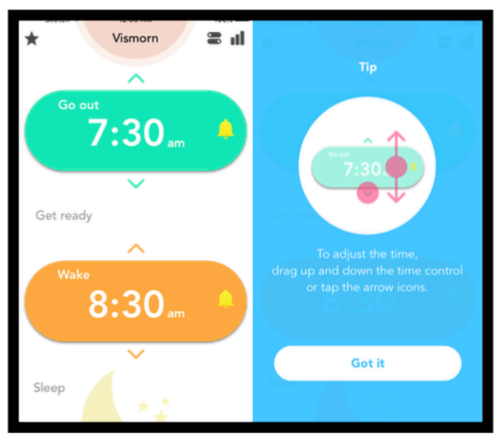
1st Functional Prototype (InVision)



2nd Functional Prototype (Framer.js)



3rd Functional Prototype (Framer.js)



02

LG Signature Washing Machine

Personal, Jan 2015 - Mar 2015

Role
UI Design

Domain
Lifestyle

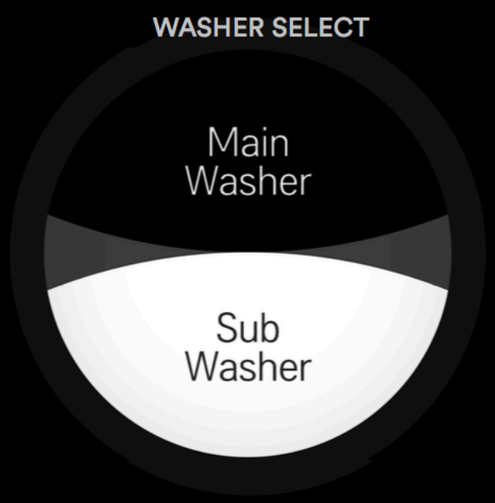
Platform
Home Appliance

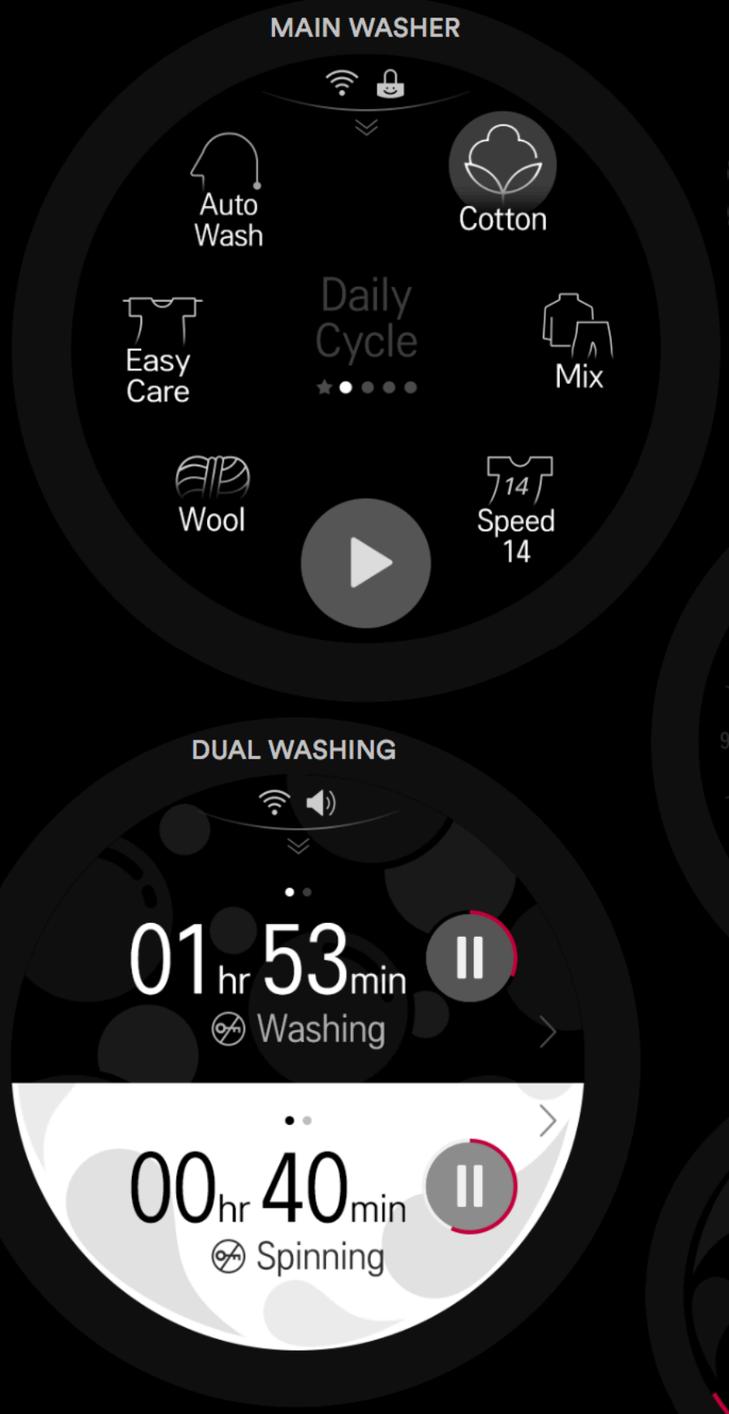
The goal of this project is to design a user interface for controlling both main and sub washers. The main challenges were small circular touch display and two washers in one machine. We took analogies from familiar circular objects such as moon phases and clock to tackle the challenge. The final deliverables include wireframes and motion graphics, demonstrating interaction scenarios.

Recognitions

GOLD AWARD 2016 · reddot award 2016 winner · CES INNOVATION AWARDS 2016

LG Electronics





Design Concept > Wireframe

03

Commax
Smart Home Products

Processional, Nov 2016 - Dec 2016

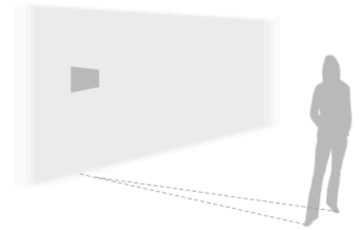
Role
UX/UI Design

Domain
Smart Home

Platform
Wall Pad, Mobile

We designed wall pad and mobile interface designs for a home automation app monitoring and controlling various devices. Our goal was to minimize redundant controlling tasks and maximize accessibility by providing useful and friendly information in different contexts. We investigated the needs of users in different situations and identified problems during the course of user actions. Our design focuses on providing context-aware information and revealing appropriate features in different moods and places. The deliverables include service journey maps and wireframes.

COMMAX

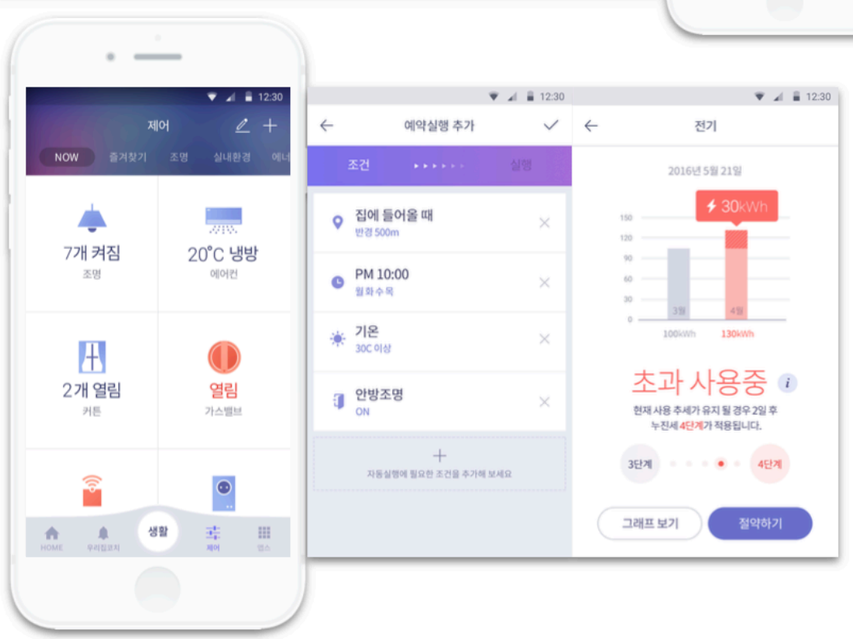


Provide inside and outside information about living

1 10-foot Display Screen Saver

2 One-touch Home Environment Setting

Control a set of devices according to specific situations (mode) and spaces



Create condition rule for automatic execution of mode, check current device usage and electricity usage report

3 Detail Control & Content

04

Groovers High-resolution Music Service

Professional, Nov 2016 - Dec 2016

Role
User Research, UX/UI Design

Domain
Music

Platform
Web, Mobile

A high-level goal of this project is to develop a design strategy for developing a high-resolution music services. A major challenge was to identify the needs of general users as the market currently targets a niche of music enthusiasts. We conducted interviews both regular music users and audiophiles. By coding and clustering the results of the interviews, we developed personas of potential high resolution music users. Based on the personas, we further developed a prototype to demonstrate a design strategy for a high-resolution music service.

Publication
Three Personas of Potential High-resolution Music users
ACM CHI 2016 Extended Abstract

SK telecom

Focus Group Discussion > Survey > User Research > Persona > Scenario > Design Strategy > Wireframe Sketch > Prototype

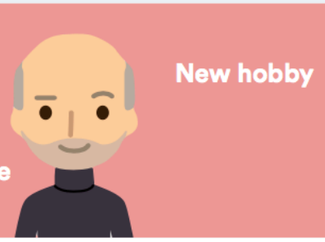
Interview Questions

1. when, where, and how you listen to what music
2. rationale behind purchasing hi-res music
3. entry barriers to hi-res music audios

Persona

Leisurely Listner

Yamato
42, Married
Manager at bank

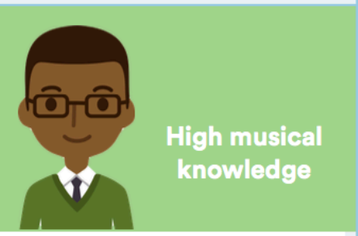


> *Listening to music is my new hobby. I want to enjoy music in the best way possible as I can affor it. I may listen to hi-res music* ***if it enriches my hobby in any possible manner.***

- Possessive about music resources
- Active in exploring new music
- Passionae in learning music knowledge

Music Explorer

Hayao
34, Single
Business consultant



> *I like to learn stories behind music or histories of artists. I am not really into high-quality audio. I may listen to hi-res music* ***if it helps me expand my musical landscape.***

- Possessive about music resources
- Active in exploring new music
- Passionae in learning music knowledge

Artist Maniac

Naomi
20, Single
University student

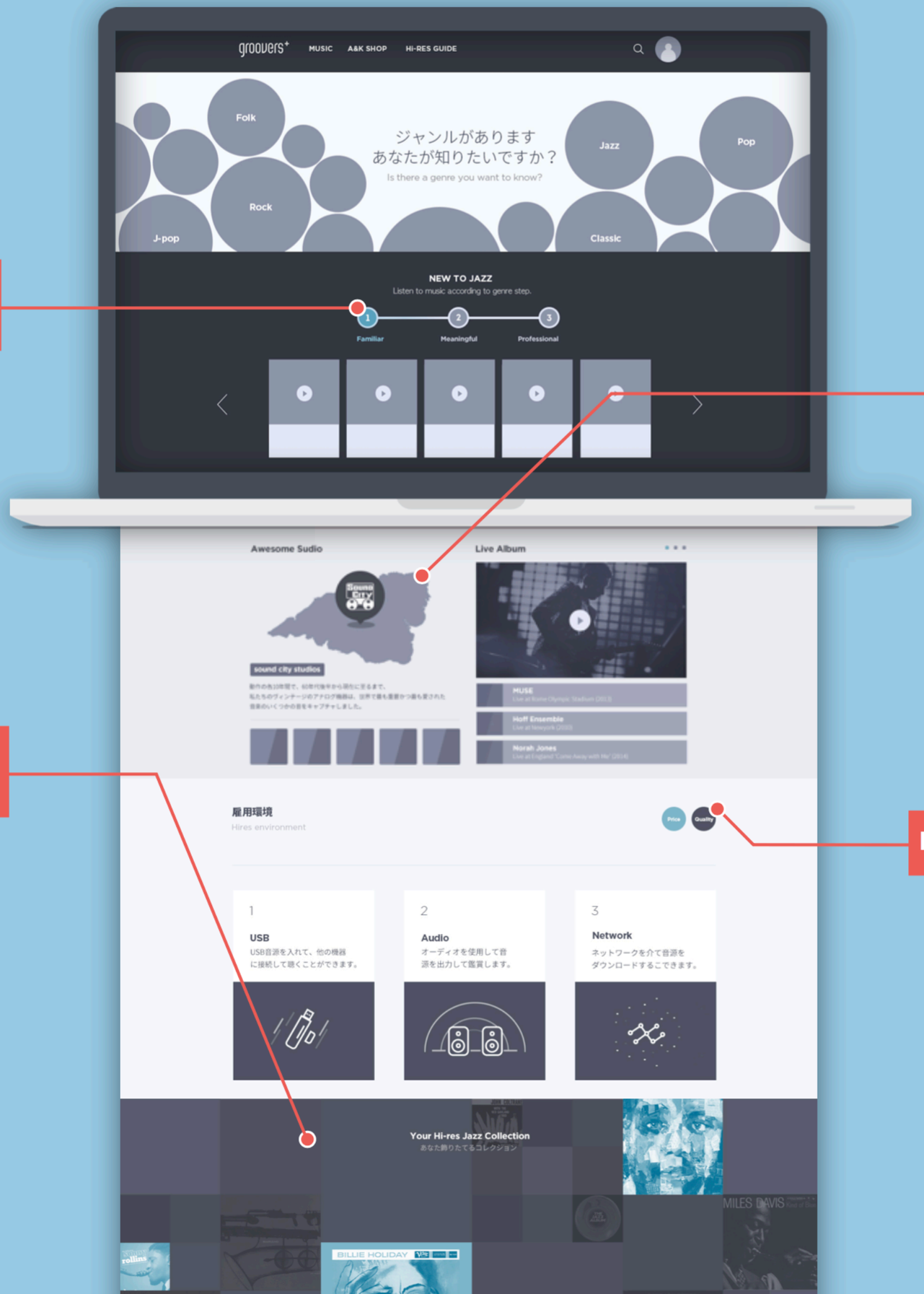
> *I would have never known about hi-res music if my favorite artist did not release a hi-res album. I may listen to hi-res music* ***if it helps me better connect with my favorite artist.***

- Possessive about music resources
- Active in exploring new music
- Passionae in learning music knowledge

Key Findings & Framework Prototype

Providing Easy Accessibility to New Genres

Improving Digital Experience of Hi-Res Music



Music Curation Based on Auditory Experience

Lower barriers to hi-res music

05

Transparent Flexible Display

Professional, Nov 2016 - Dec 2016

Role
User Research, Interaction Design

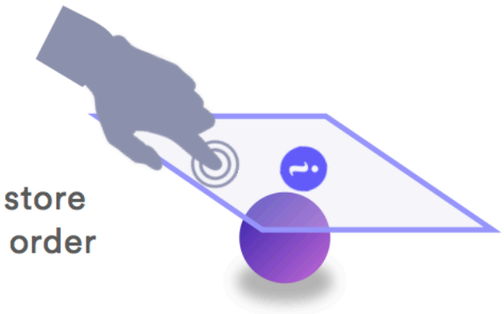
Domain
Store

Platform
Public Display

We developed user scenarios demonstrating the usefulness of transparent flexible display. Through ideation workshops and role-plays, we investigated potential needs in various places and situations where the display could be useful. We delivered videos demonstrating possible user cases and interactions.

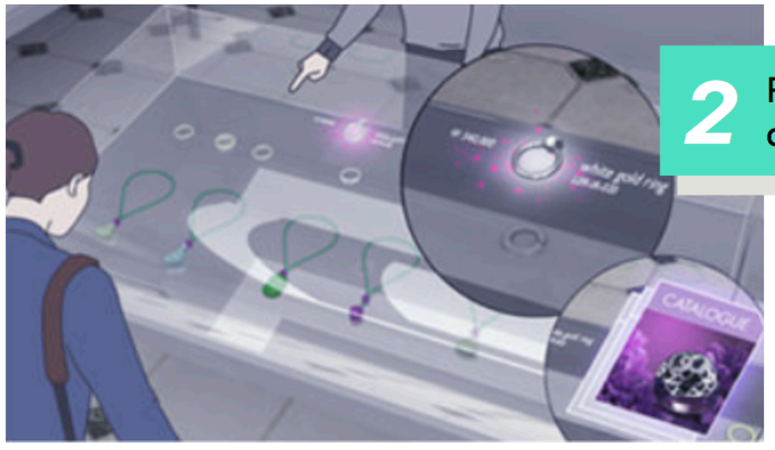
Context Research > Ideation > Concept Modeling > Scenario > Prototyping

1 Touch an item beyond the display



Place: Sandwitch, icecream store
Context: Material selection, order confirmation

Eye tracking Tangible UI

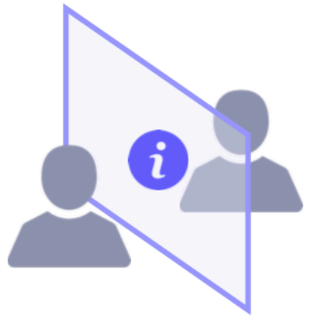


2 Place the item on the display

Place: Accessories, cellphone store
Context: Providing detail information of products that you should take out one by one

Tangible UI

3 Check common information with the other side of the display



Place: Ticket box
Context: Providing and checking information during communication

Gestrue interaction Head tracking

LG Display

06

Samsung Intranet Service Mobile App

Professional, Nov 2016 - Dec 2016

Role
UI Design

Domain
Interanet

Platform
Tablet, Mobile

MySingle is an intranet service used across Samsung, supporting various work-related tasks. We redesigned the service to provide personalized interfaces based on the different positions and fields of users. We attempted to minimize navigation depths and screen transitions by enabling users to accomplish tasks in the main page as much as possible. The deliverables include wireframes and interaction workflows.

More time to work important things, less time to manage things to do

1 Easy Customizing

2 Focus on High-priority Work

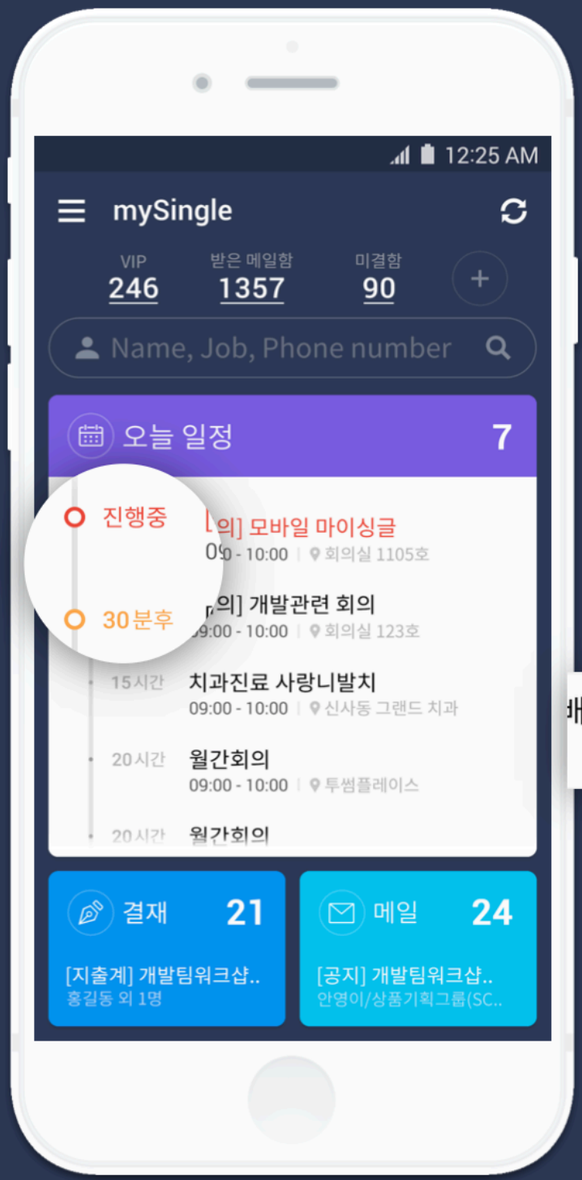
3 Quick Work Progress

Hub Home Type

Simple confirmation of new mails and approvals

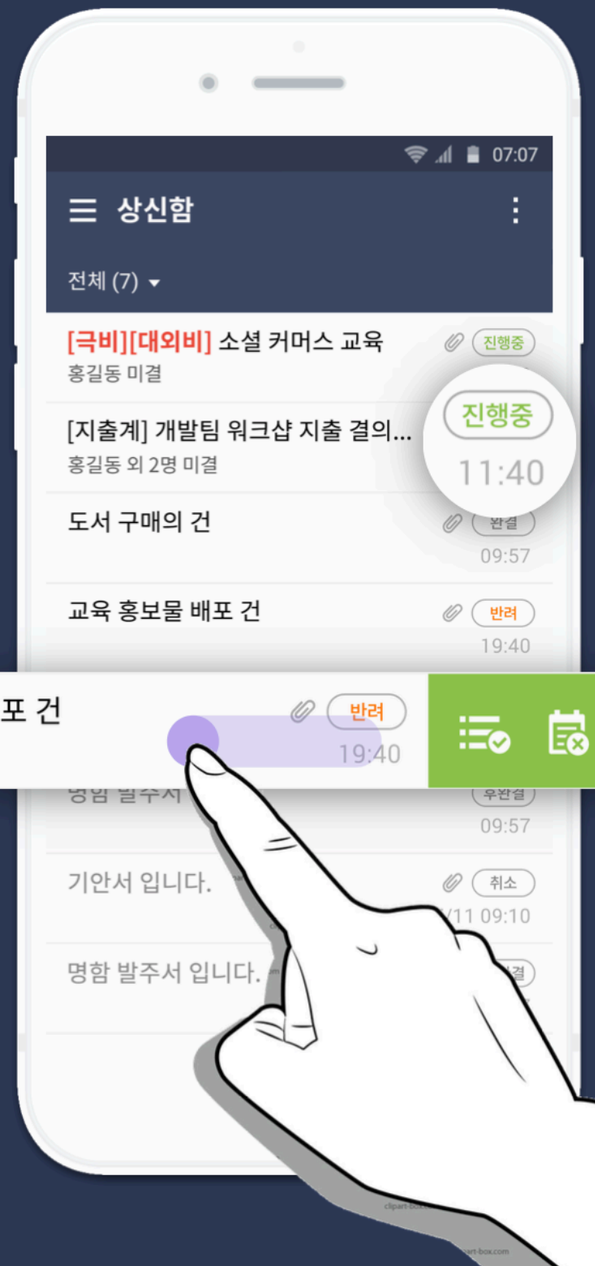
Preview Home Type

Previewing one of the main tasks in the meeting schedule, payment, and mail



List (Mail, Approval, Todo)

Checking the important status or contents and doing business in the list



SAMSUNG

07

Samsung Smart TV UI Guideline & UI Improvement

Professional, Nov 2016 - Dec 2016

Role
UI Design

Domain
Smart TV

Platform
Wall Pad, Mobile

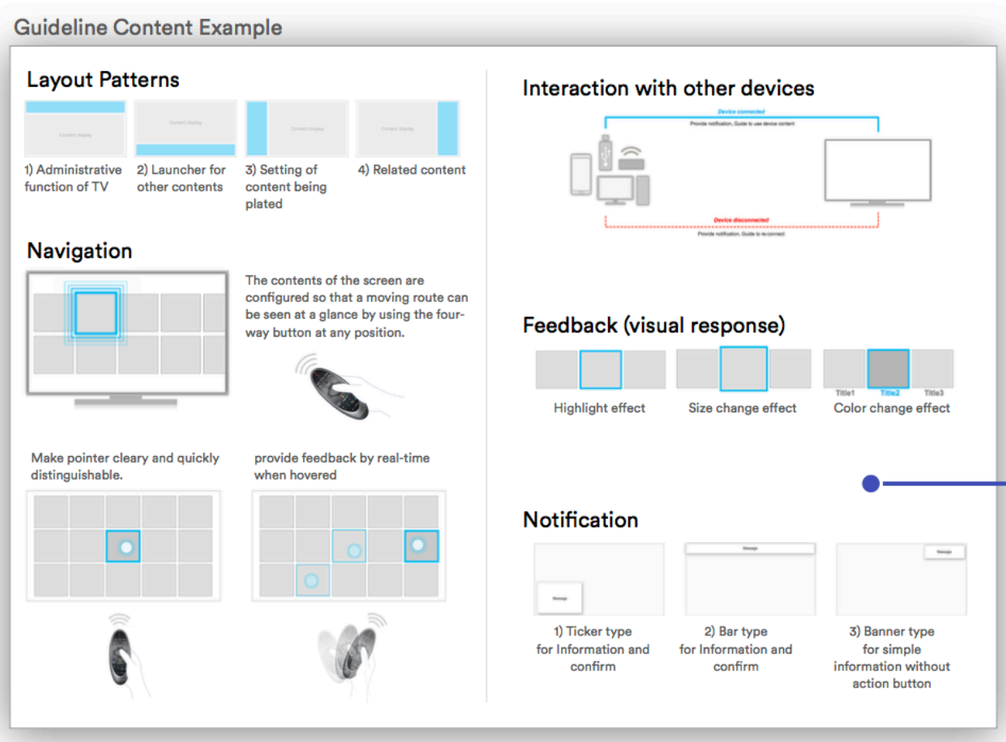
The goal of this project is to make a intergrated smart TV UI general guideline as a communication tool to design consistent interface for designers and developers in Samsung smart TV visual team. The main challenge was to make a well-applicable guidelines that is not too much abstract or not too much detailed so that allows practitioners to apply them flexibly in a consistent direction. We provided a design guide considering end user's behavior and context, reader, and brand philosophy.

SAMSUNG

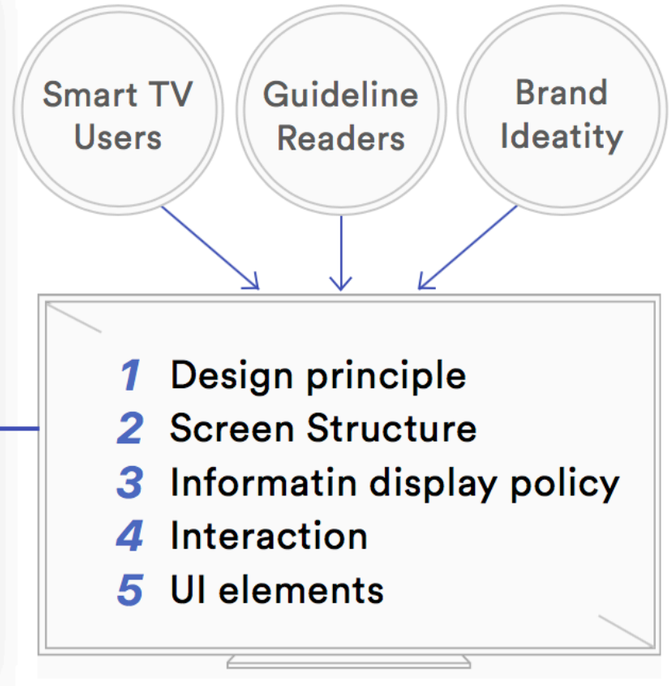
2015 Smart Hub UI Improvement

1. Ensuring UI Consistency
2. Reflect design trends

Smart Hub
a single menu to access the Samsung Smart TV features from Samsung Apps to user's video or photo content.



Samsung Smart TV UI Guideline



08

Grooovy
Easy Beat Maker

Personal (Team), Nov 2016 - Dec 2016

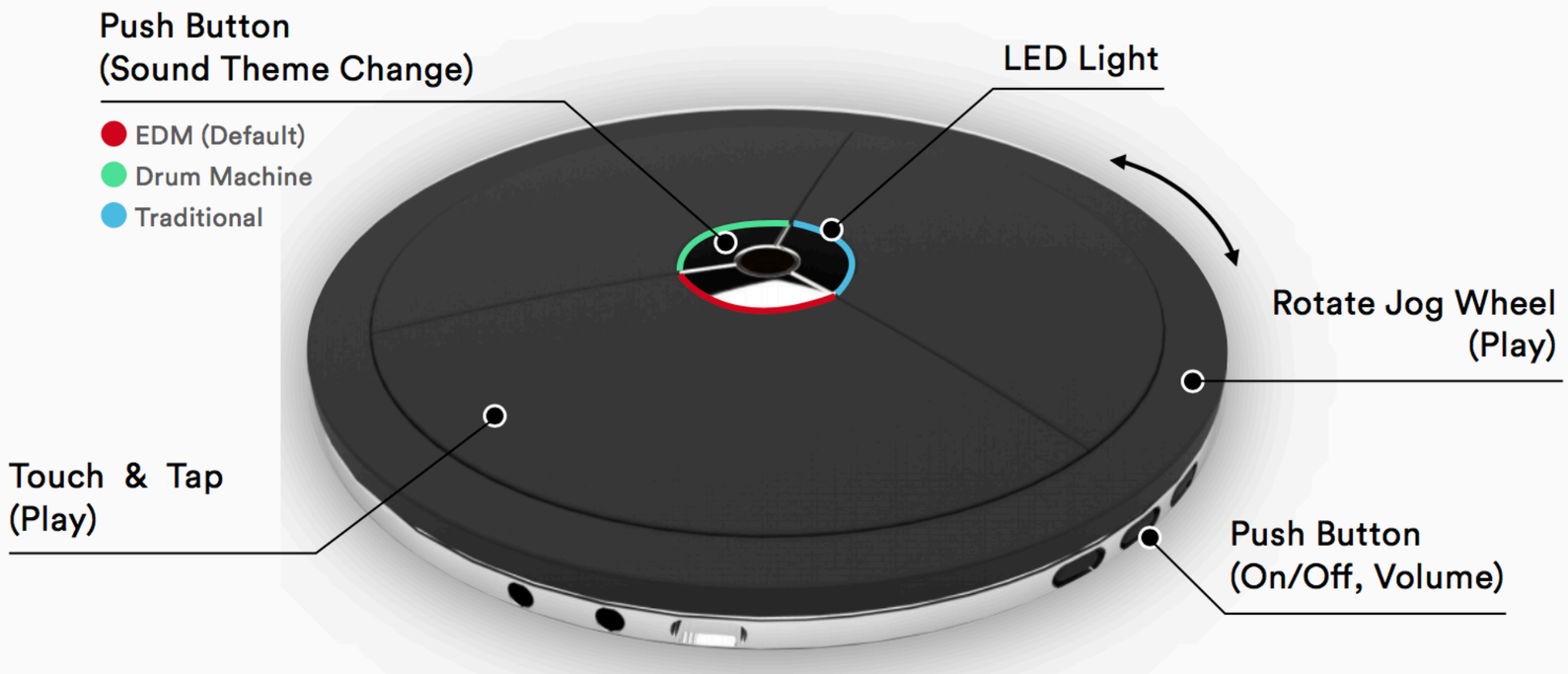
Role
User Research, UX Design

Domain
Music

Platform
Digital Instrument

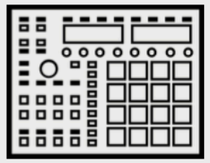
The goal of this project is to make a digital djembe for kids and adults that can play customizable sounds like launchpad for EDM music. My role in this project was making interaction scenario as finding breakpoints and needs. The main challenge was to make intuitive use experience of product that can allow novice player to easily play and learn how to play without expert skill. We made a prototype using 3D printer.

grooovy



Product Concept

Easy to use **Portability** **Hero Experience**

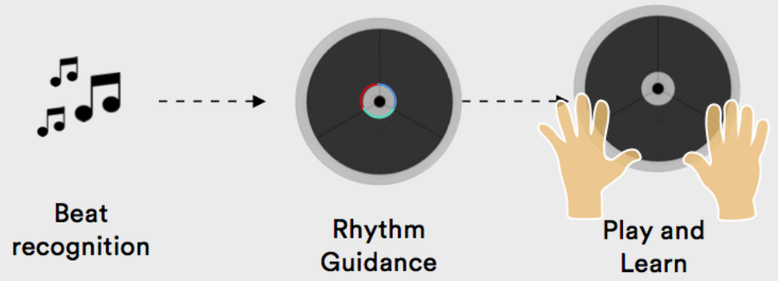


Launchpad
Digital instrument
+ various sound (make & remix)
+ easy to share

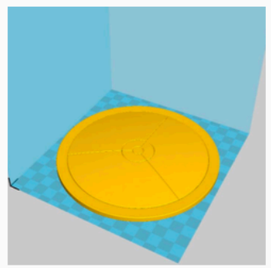
+

Djembe
Traditional instrument
+ high accessibility
+ low learning cost

Interaction Scenario



Prototype



09

Time Trancendence

Personal, Nov 2016 - Dec 2016

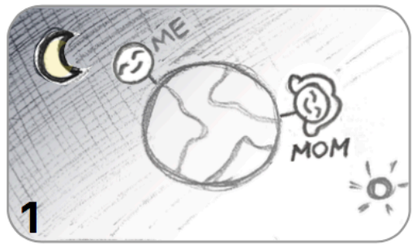
Role
Concept modeling, UX/UI Design

Domain **Platform**
Communication Mobile

The goal of this project is to strength the relationship between people who live in different time zone as helping them not to miss communication opportunities. When we live apart from the family, love one, or friends, we would like to always talk to them whenever we want. However we sometimes postpone sending messages or doing phone calls to avoid interfering with them. I would like to solve this problem and make them in strong relationship although they live in different time and region.

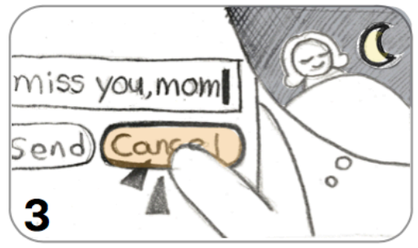
Problem

Observation < Ideation < Concept Modeling < Wireframe < Visual Design



My mom and I live in the different time zone

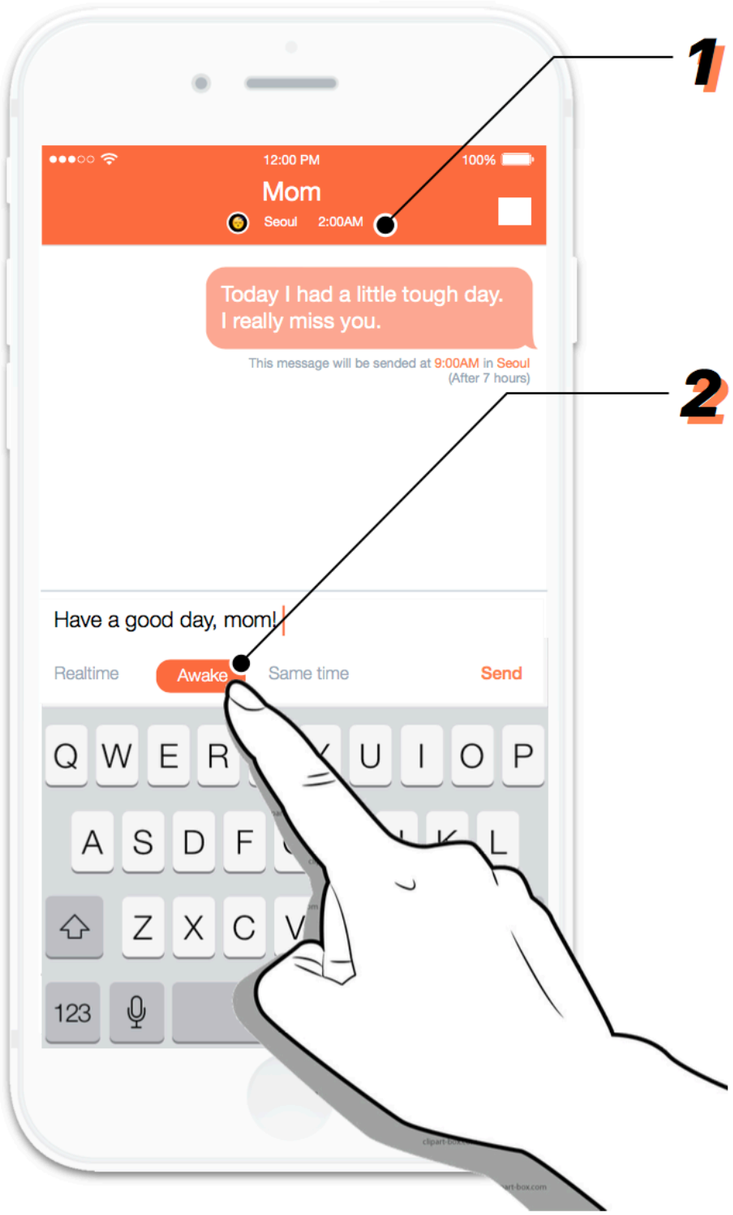
I always miss mom but especially in the afternoon



Mom usually in deep sleep at that time so I give up to send a message not to wake her up

My mom never know my hearts

Solution



1 Sleep/Awake Status & Time Information

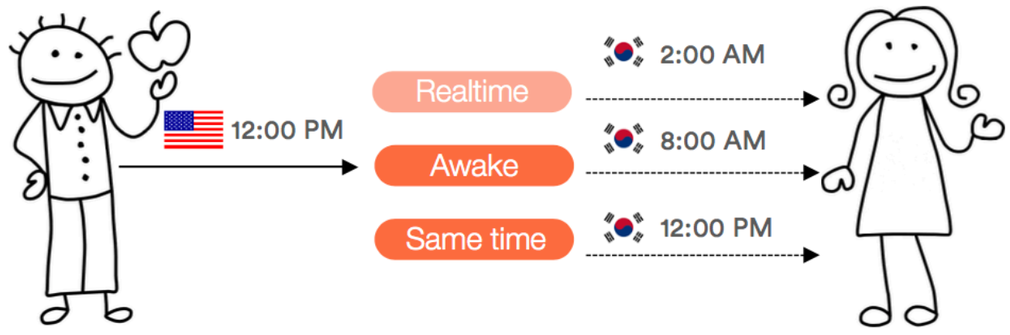
User can check an awake status and time of a partner before sending the message.

Sleep Seoul 2:00 AM

Awake Boston 12:00 PM

2 Sending Time Options

User can set the time to send the message according to the status of the other partner. Simply send it at awake time, or send it at the same time user send the message.

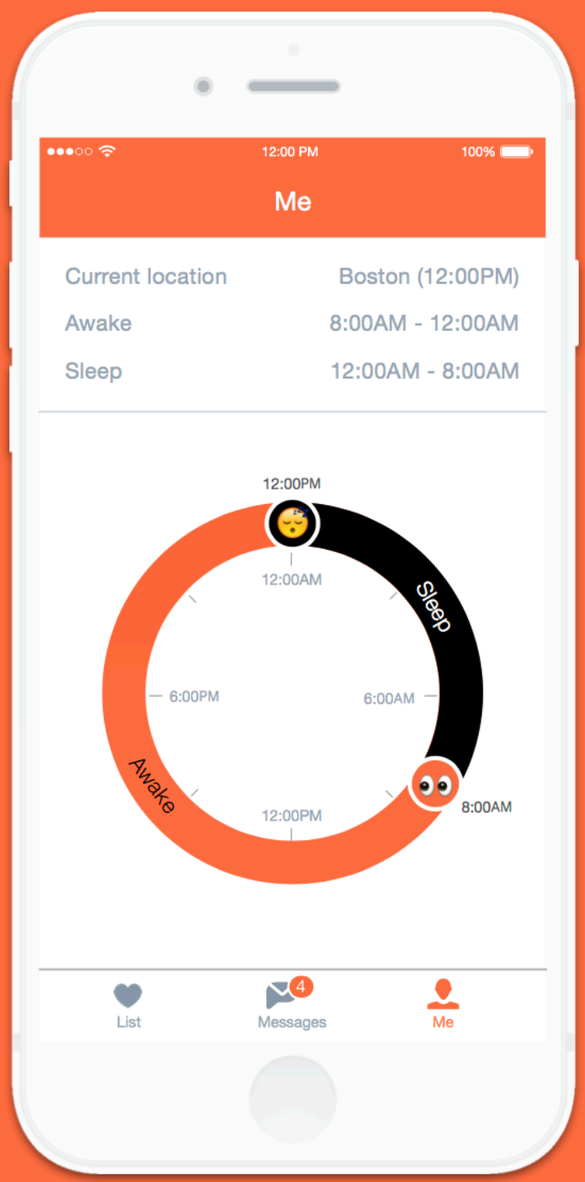


Design Value

- Express my interest without interrupting partner's break
- Preventing misunderstandings in the absence of communication
- Relationships that get close even if they are apart

3 Awake Time Setting

Set activity time and current location to be displayed to others



4 Heart Beat

Multiple hearts can be represented at once to simply express interest to others instead of messages

5 Heart Time Correpond

Identify the point at which they expressed interest