



HYEJIN IM

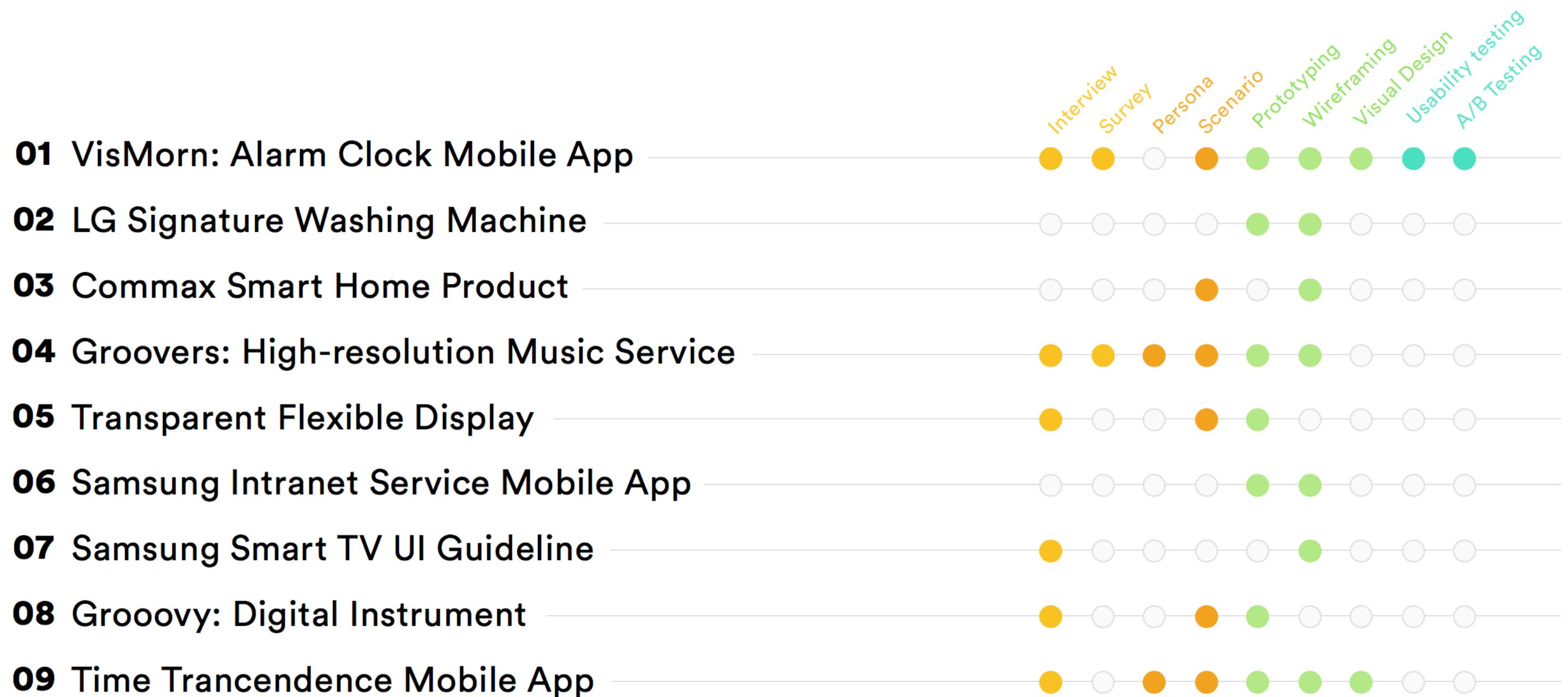
User Experience Designer

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Table of Contents

Project Range

- Research
- Analysis
- Design
- Evaluate



01

VisMorn: A Goal-oriented Alarm Clock

Personal, Nov 2016 - Dec 2016

Role
User Research, UX/UI Design

Domain Productivity Platform 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.



Needfinding > Ideation > Prototype > Evaluation

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 punctual 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?

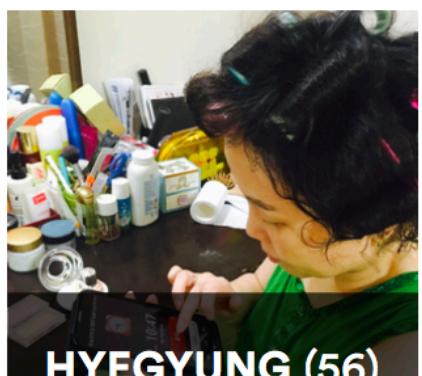
Semi-structured Interviews



JUNG EUN (26)

Social Welfare Worker

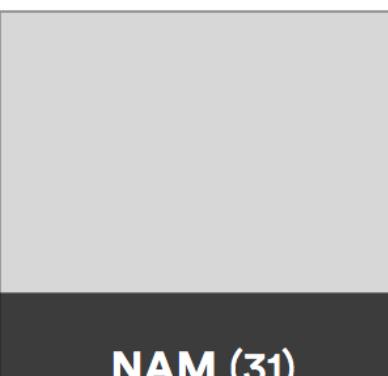
- Just starting out in a career
- A sleepyhead who unconsciously snoozes



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



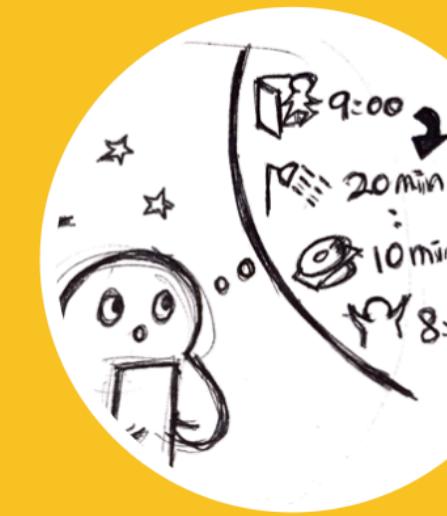
The gap between
the time you **want** to wake up
and
the time you **actually** wake up

2



Habitual snooze

3



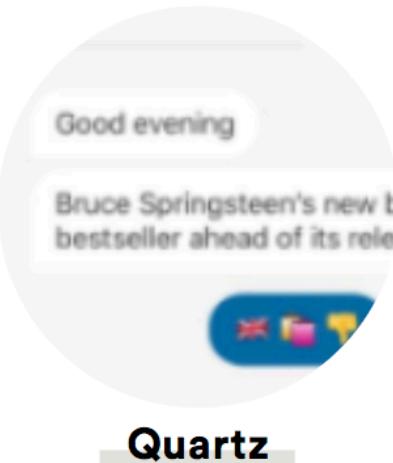
Cumbersome to
calculate and **check**
an alarm time every night

Inspiration



Pebble

Smart Watch



Quartz

News Media
Mobiel App



Ruggie

Alarm Mat

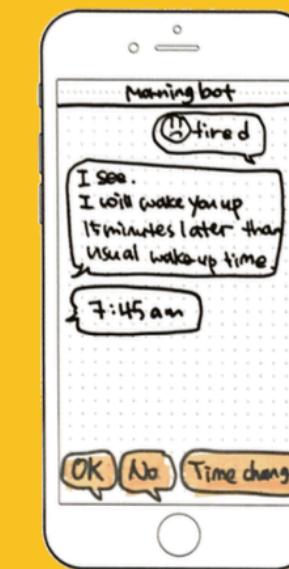
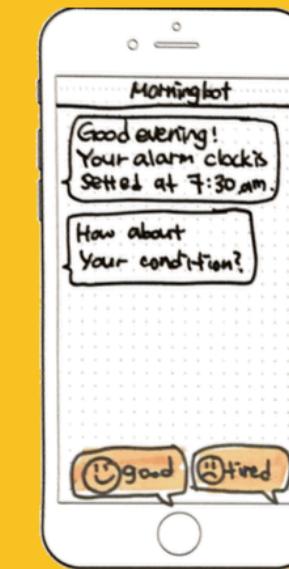


Smoke Alarm

Personalized
Parent Voice Alarm

2 Paper Prototypes

A Message Bot



OK

Yeah.
See you tomorrow at 7:45 am

Can you finish your preparation in 30 minutes?

You can sleep more depending on this time consuming.

- 30min +

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

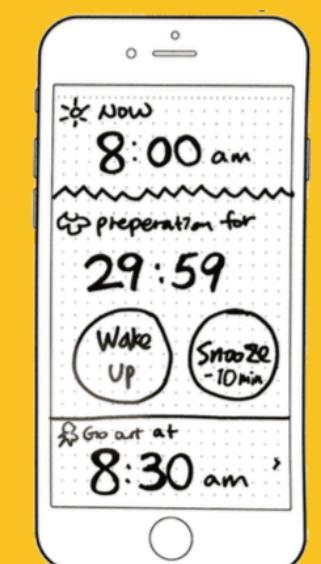
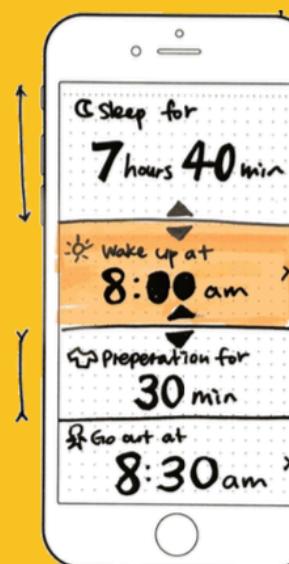
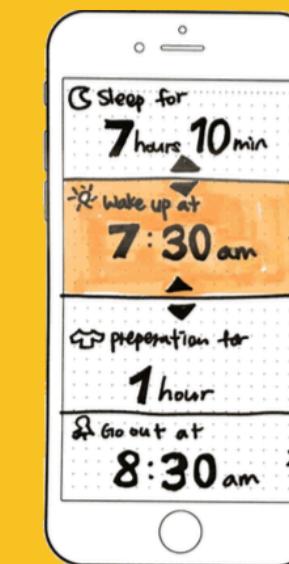
Storyboards



Design Ideas

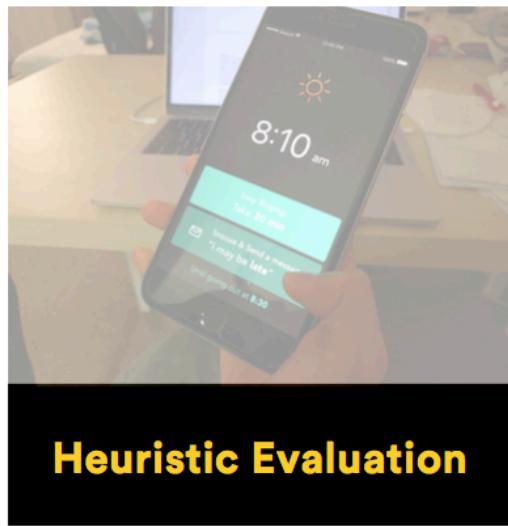
- Alert of an alarm time information
- Snooze limit
- Information to allow people to spontaneously wake up

B Visualization Time



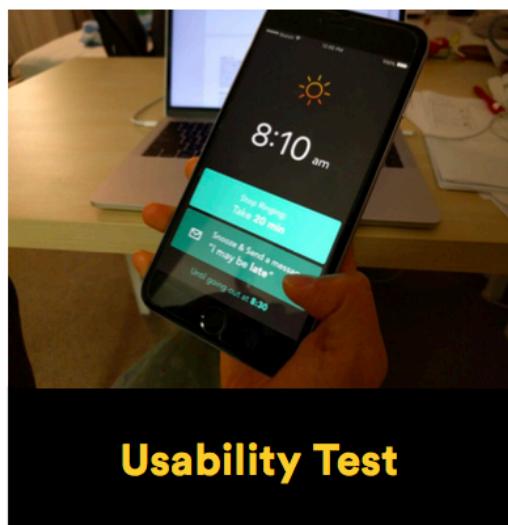
The area and place of each card represents the duration and time respectively. Users can change the alarm time by dragging up and down to change the size of the area.

Evaluation



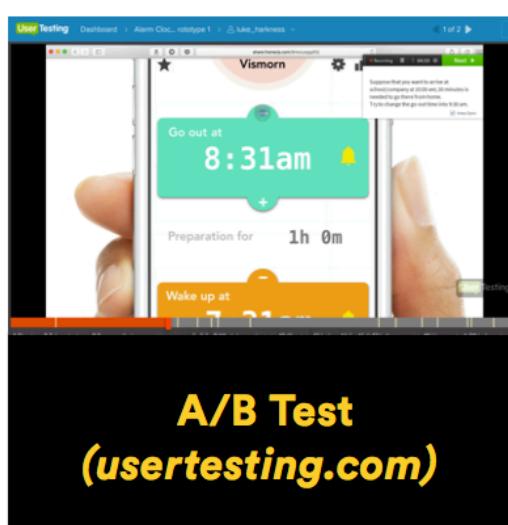
“ Chose main prototype depending on heuristic violation severity

“ Combined two prototype's function idea



“ Improved critical time control usability

“ Added functions to set detailed options

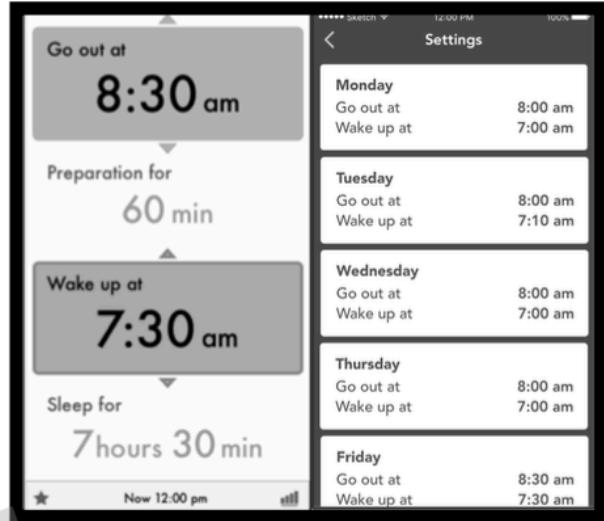


“ Compared different ways to set time to find more effective one

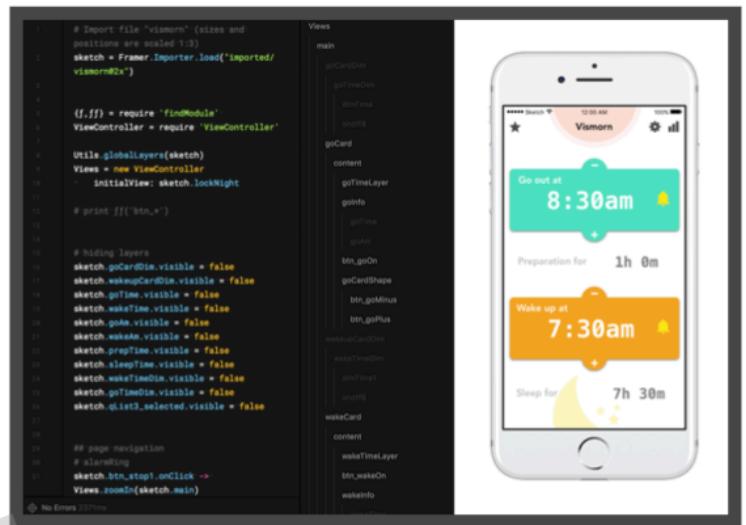
“ Provided initial guide

Develop

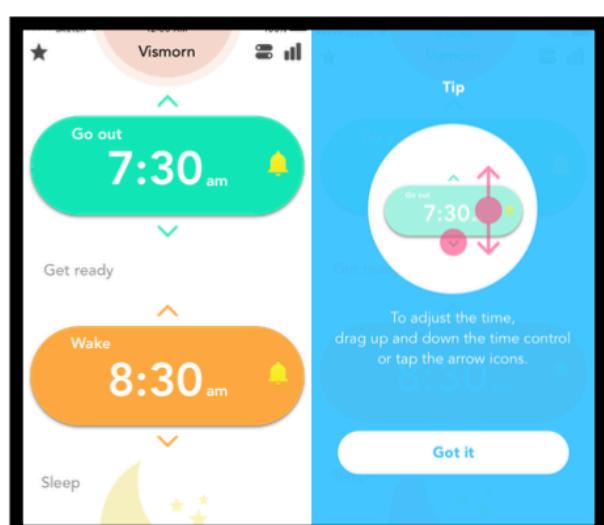
1st Functional Prototype (InVision)



2nd Functional Prototype (Framer.js)



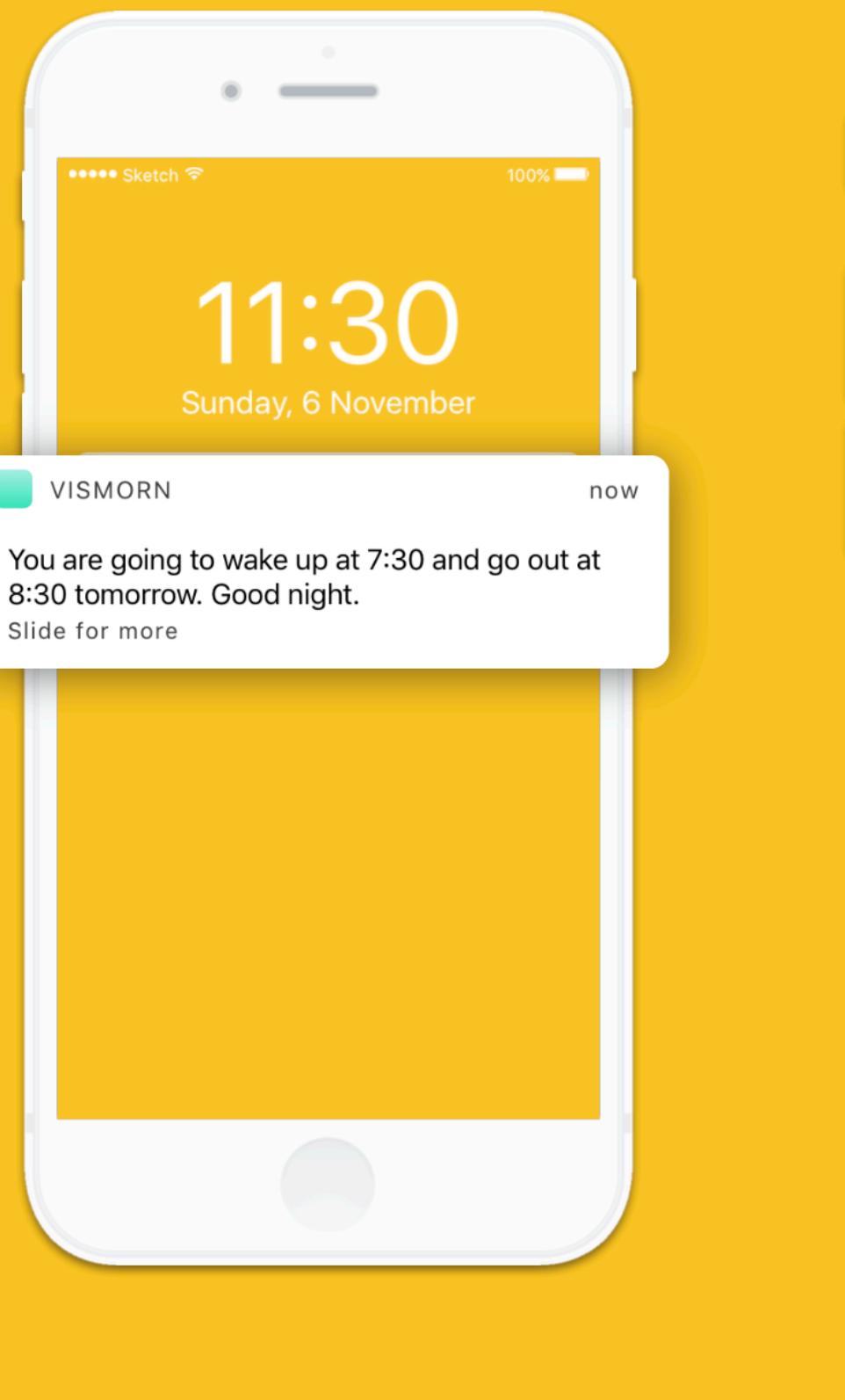
3rd Functional Prototype (Framer.js)



Design Results

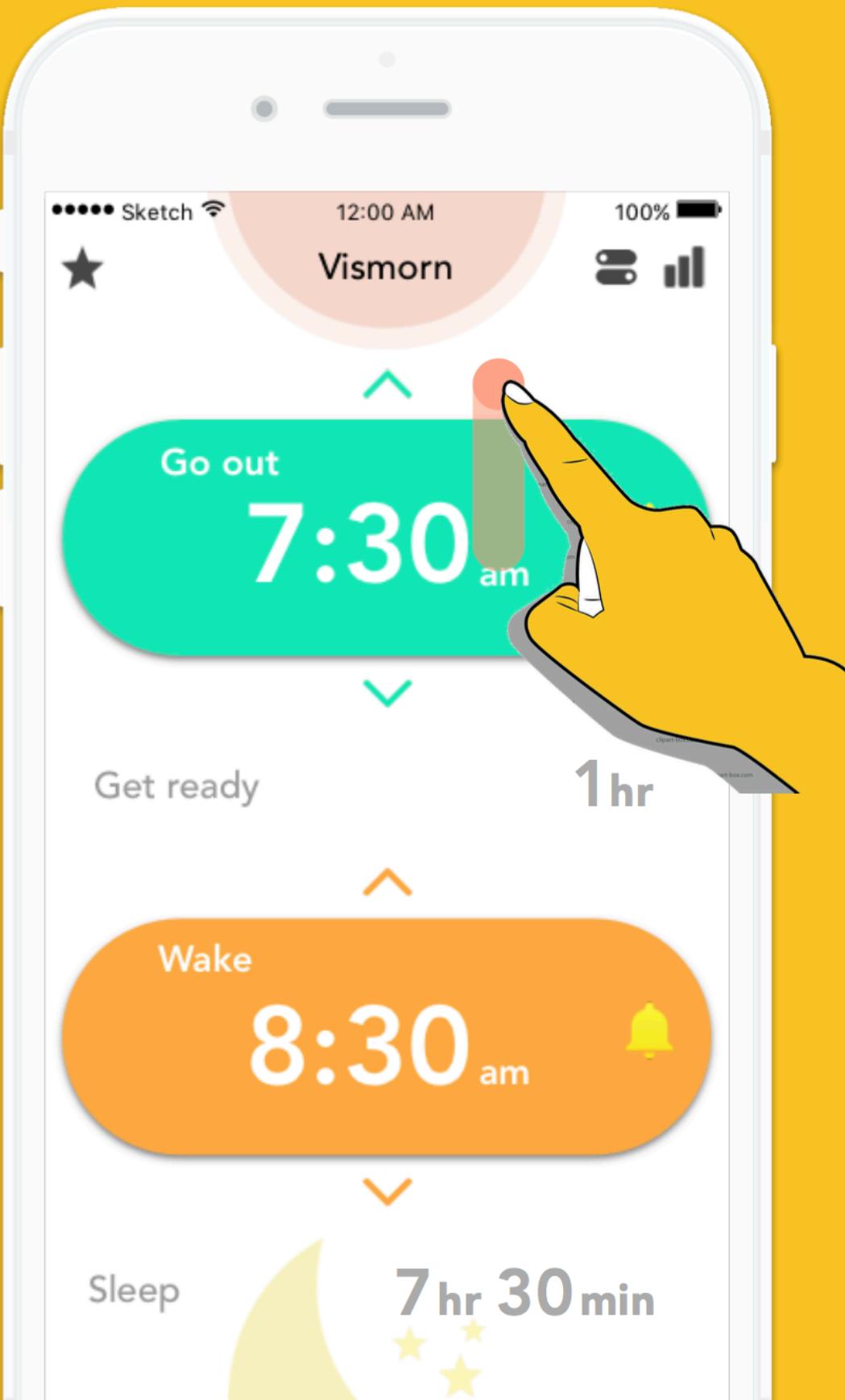
1 Alarm Brief at night

Push alert helps user to remember to change or set the alarm time.



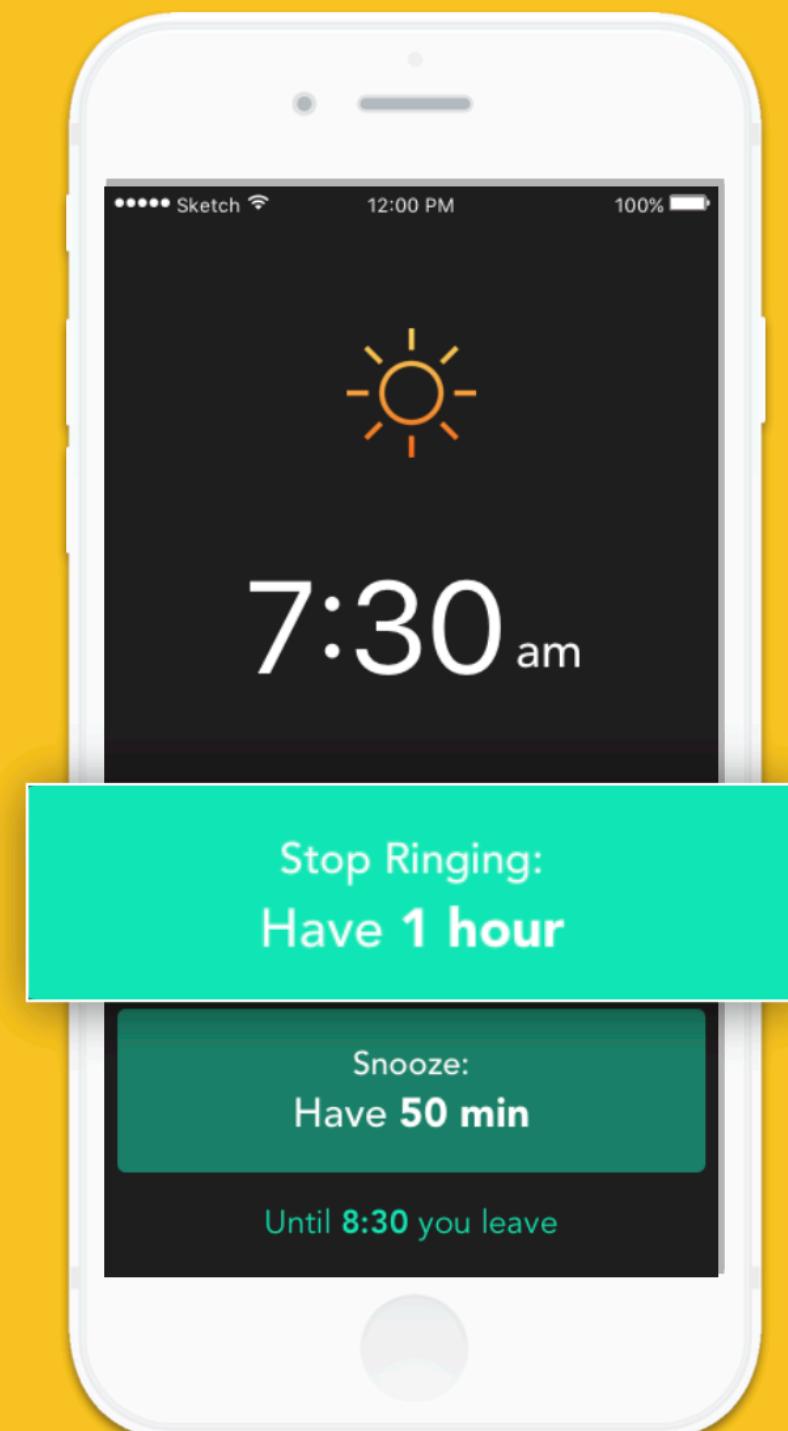
2 Goal-oriented Alarm

User set the time to leave home by dragging up and down the time controller. The time user has to wake up will automatically change. The time it takes to prepare and the sleep time is provided to help user better manage your time.



3 Showing Results for your action

The remaining time information until the user has to leave the home is provided with snooze / alarm end button.



Design Value

Heart Spontaneously get up
X Struggle out of bed

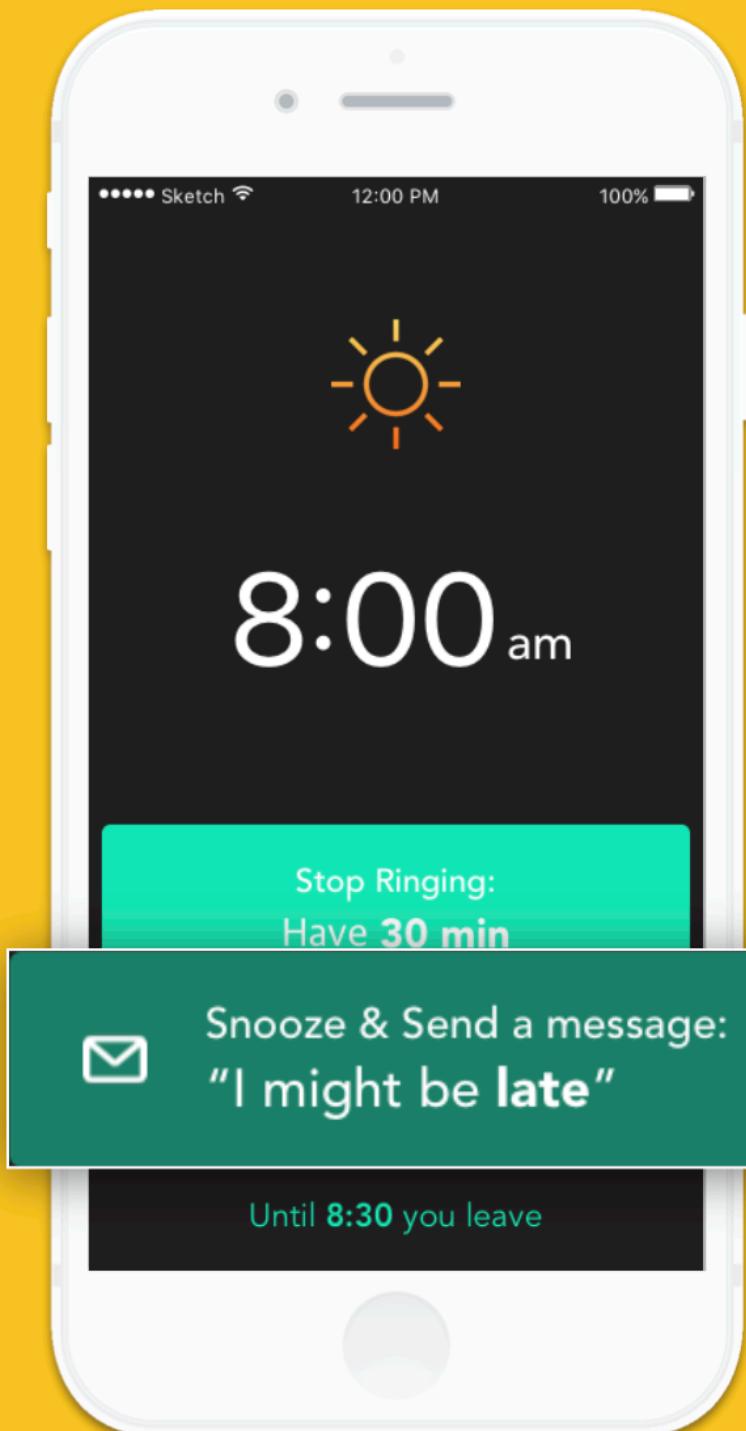
Heart Feel manageable morning
X Rush in the morning

Heart Follow planned schedule
X End up late



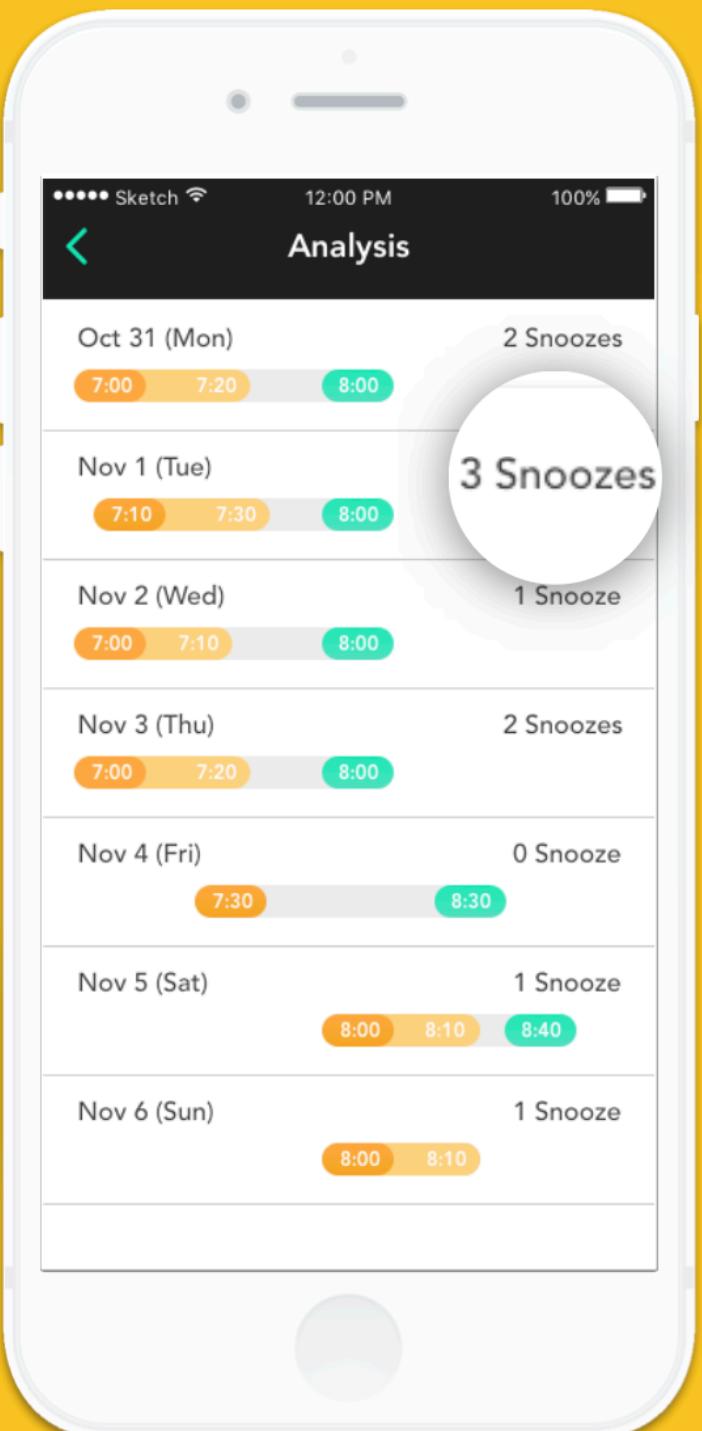
4 Snooze Prevention

If user snooze until snooze limit time, the app will give the message 'I'll be late' to others.



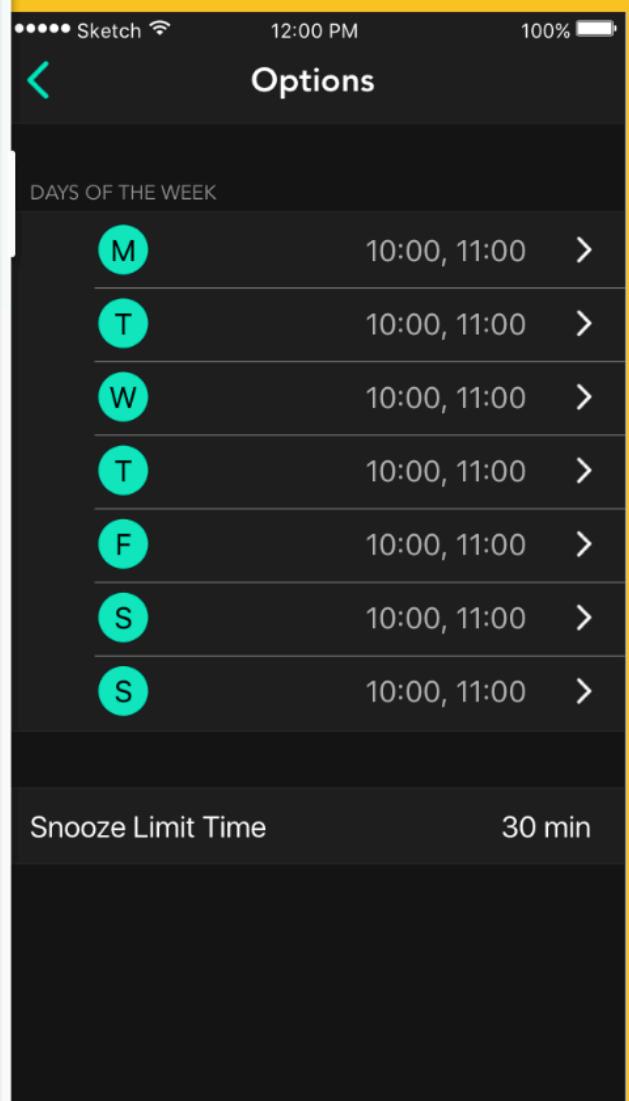
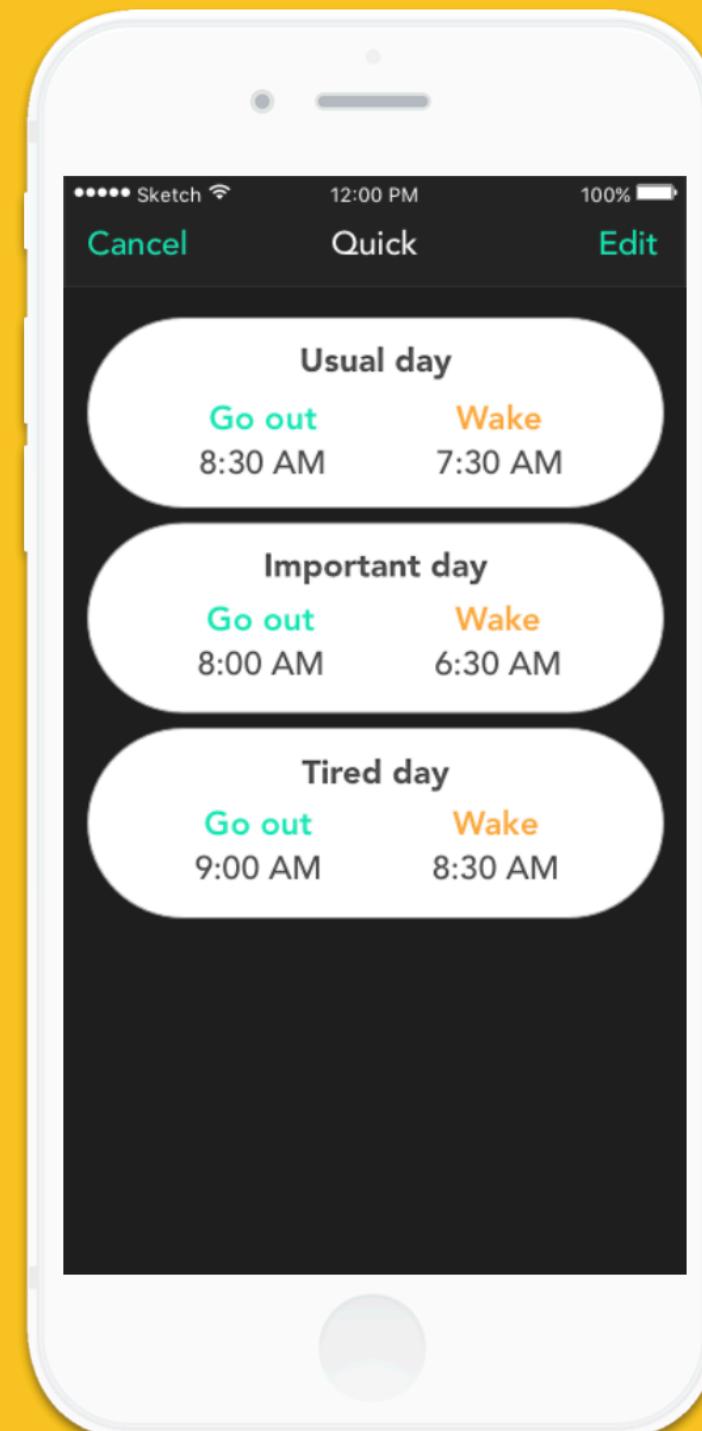
5 Reflection

User can check their waking habits by viewing the last alarm and the snooze history.



6 Routine Pattern

Conveniently set the alarm according to the pattern of the user's routine by specific situation and day of the week.



02

LG Signature Washing Machine

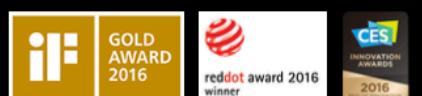
Personal, Jan 2015 - Mar 2015

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



Design Concept > Wireframe

SUB WASHER

MAIN WASHER

DUAL WASHING

PRESET TIMER

WASHING

03

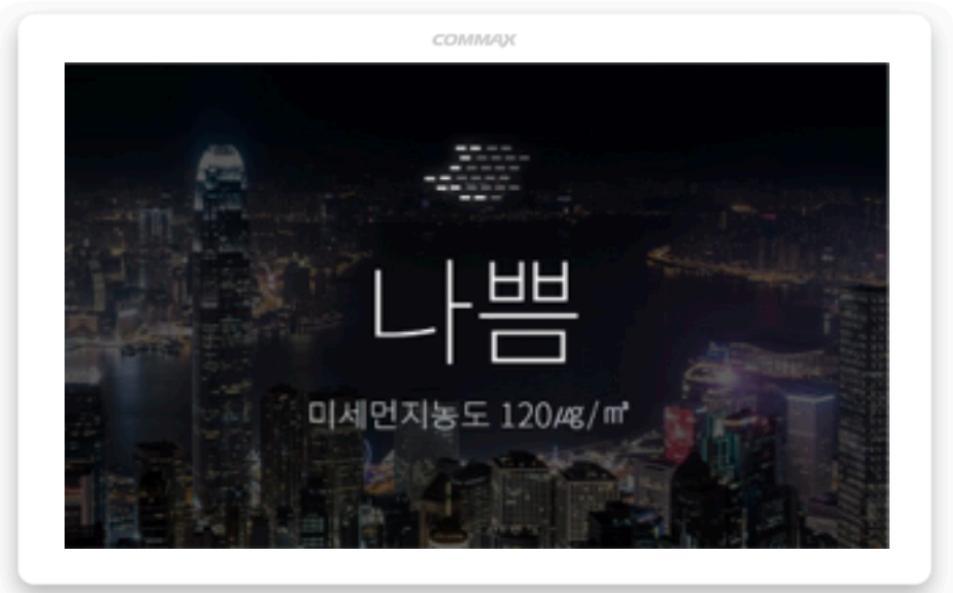
Commax Smart Home Products

Procesional, 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.



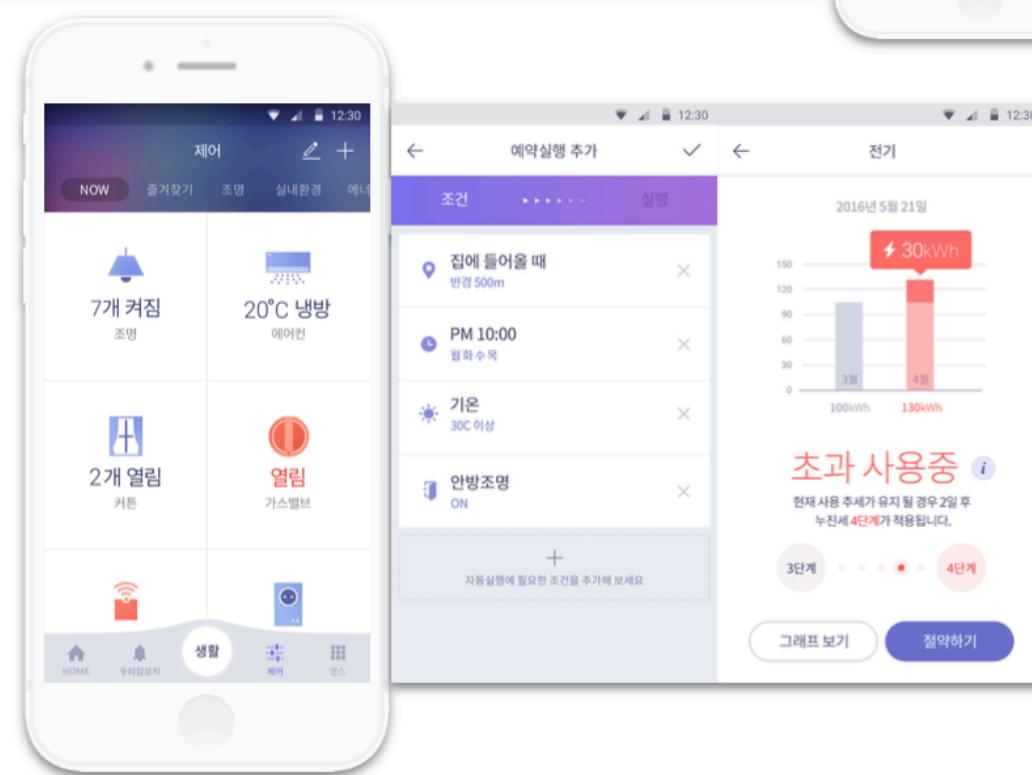
Scenario > Design Strategy > Wireframe

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



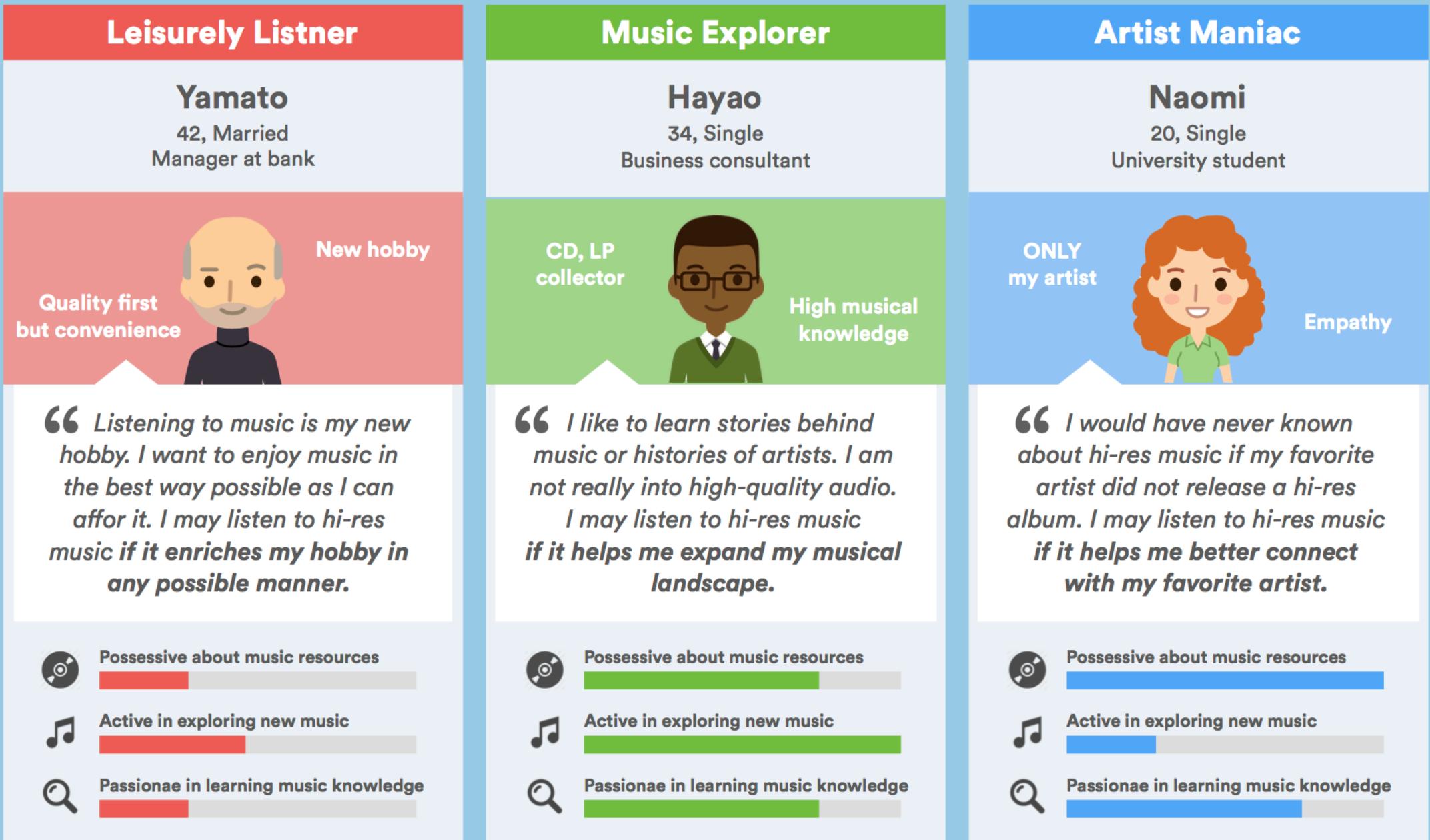
Focus Group Discussion > Survey > User Research > Persona > Scenario > Design Strategy > Wireframe Sketch > Prototype

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



Key Findings & Framework Prototype

Providing Easy Accessibility to New Genres

Music Curation Based on Auditory Experience

Improving Digital Experience of Hi-Res Music

Lower barriers to hi-res music

The image displays two mobile application prototypes. The top application, 'groovers+', has a dark-themed interface featuring a grid of genre bubbles (Folk, Rock, J-pop, Jazz, Pop, Classic) and a central text box asking 'Is there a genre you want to know?'. Below this is a 'NEW TO JAZZ' section with a three-step guide (1 Familiar, 2 Meaningful, 3 Professional) and a series of five play buttons. The bottom application, 'Awesome Studio', has a light-themed interface. It shows a 'Live Album' from 'sound city studios' with a thumbnail of a person playing a guitar. Below it is a 'Hires environment' section with three numbered steps: 1 USB (illustrated with a USB icon), 2 Audio (illustrated with a speaker icon), and 3 Network (illustrated with a network icon). At the bottom, there's a 'Your Hi-res Jazz Collection' section with album covers for 'MILES DAVIS - Kind of Blue' and 'BILLIE HOLIDAY - Verve Masters'. Red lines with callout boxes point from the text labels to specific features in each app's interface.

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.

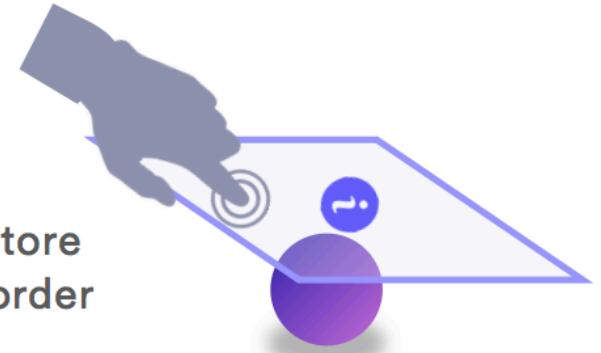
Context Research > Ideation > Concept Modeling > Scenario > Prototyping



1 Touch an item beyond the display

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

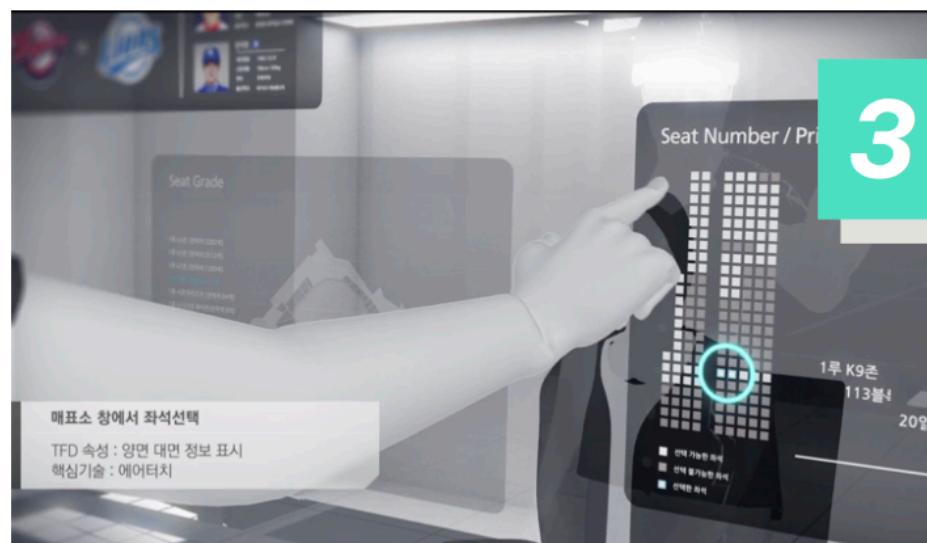
Eye tracking Tangible UI



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

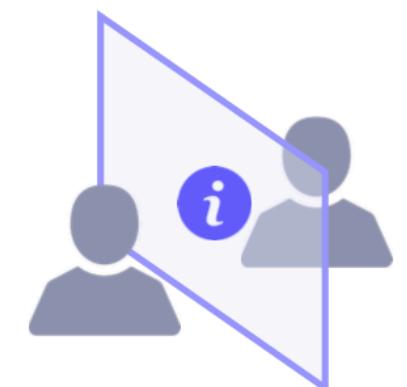
Tangible UI



3 Check common information with the other side of the display

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

Gesttrue interaction Head tracking



06

Samsung Intranet Service Mobile App

Professional, Nov 2016 - Dec 2016

Role
UI Design

Domain
Intranet 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.

SAMSUNG

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



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 integrated 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.

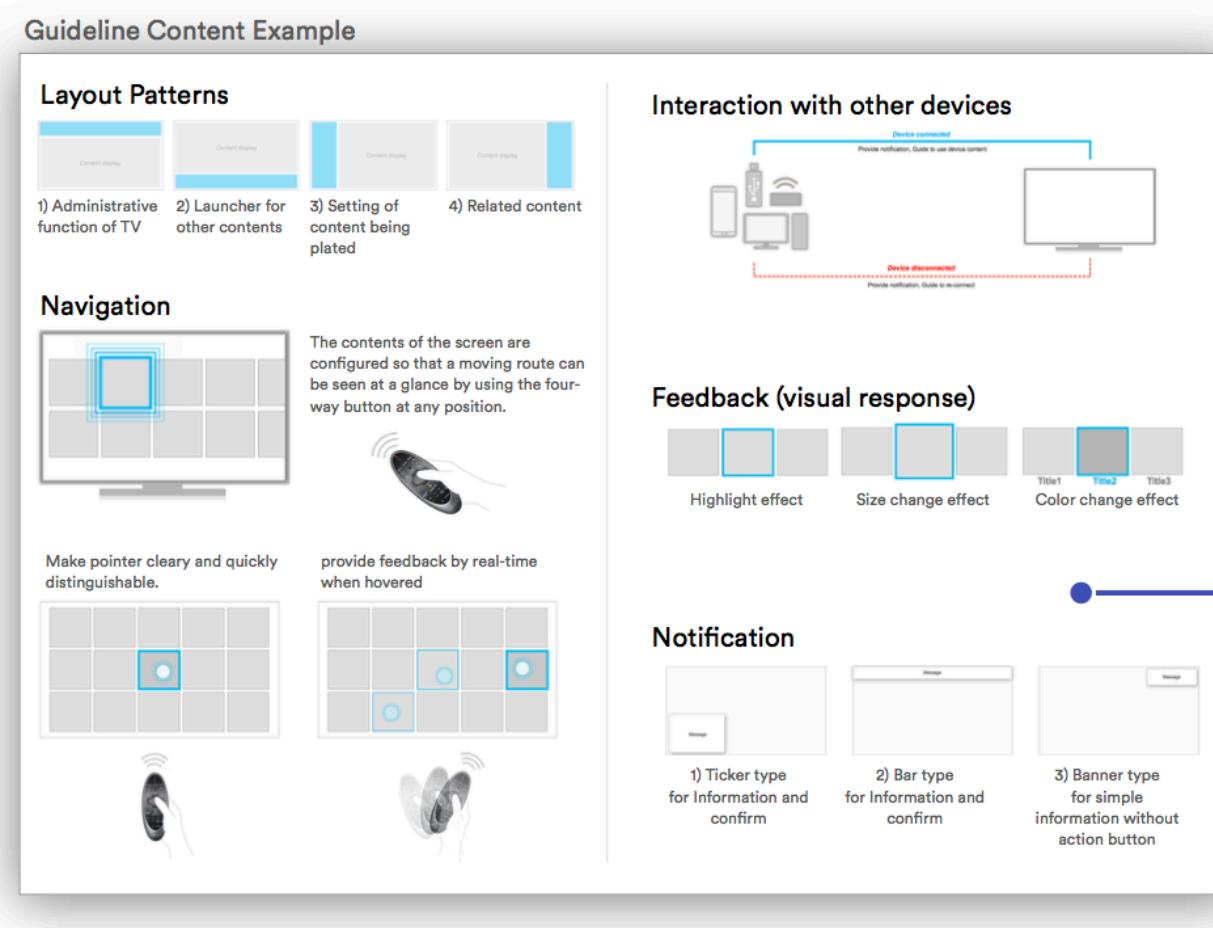


2015 Smart Hub UI Improvement

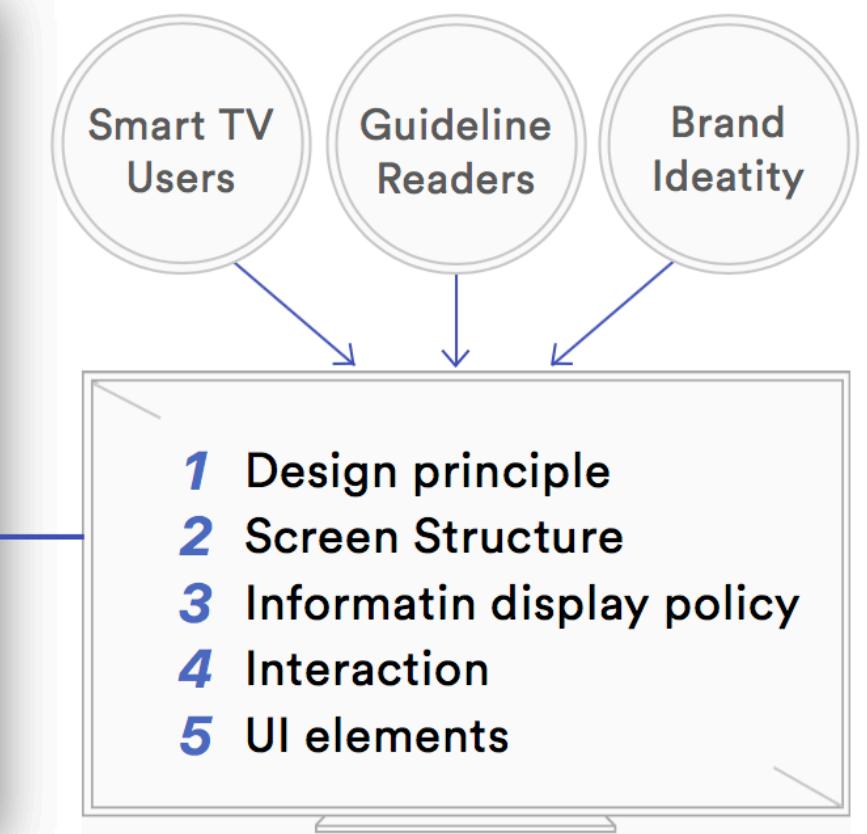
- 1 Ensuring UI Consistency
- 2 Reflect design trends

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

Groooovy Easy Beat Maker

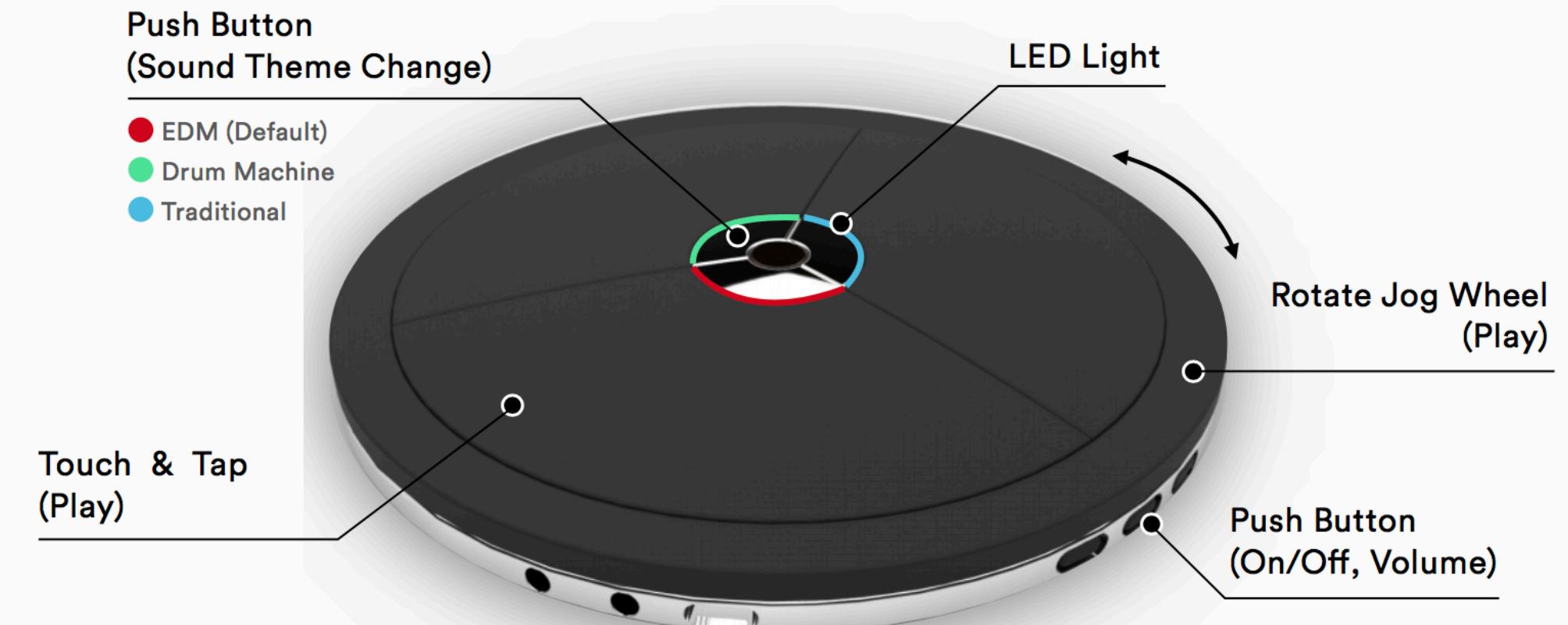
Personal (Team), Nov 2016 - Dec 2016

Role
User Research, UX Design

Domain Platform
Music 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.

User & Market Research > Ideation < Concept Modeling > Scenario < Prototyping

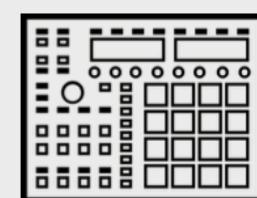


Product Concept

Easy to use

Portability

Hero Experience



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



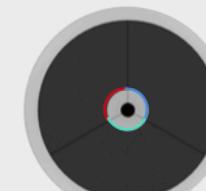
Djembe
Traditional instrument
+ high accessibility
+ low learning cost

groooovy

Interaction Scenario



Beat
recognition

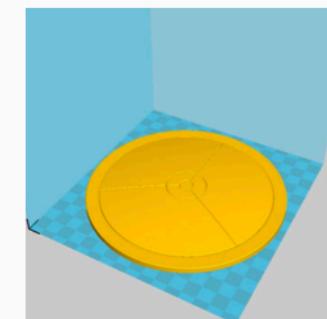


Rhythm
Guidance



Play and
Learn

Prototype



09

Time Trancendence

Personal, Nov 2016 - Dec 2016

Role
Concept modeling, UX/UI Design

Domain Communication **Platform** 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.

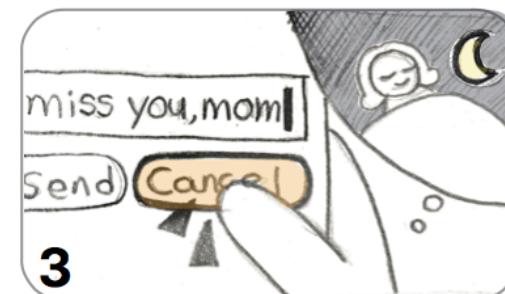
Problem



1 My mom and I live in the different time zone



2 I always miss mom but especially in the afternoon



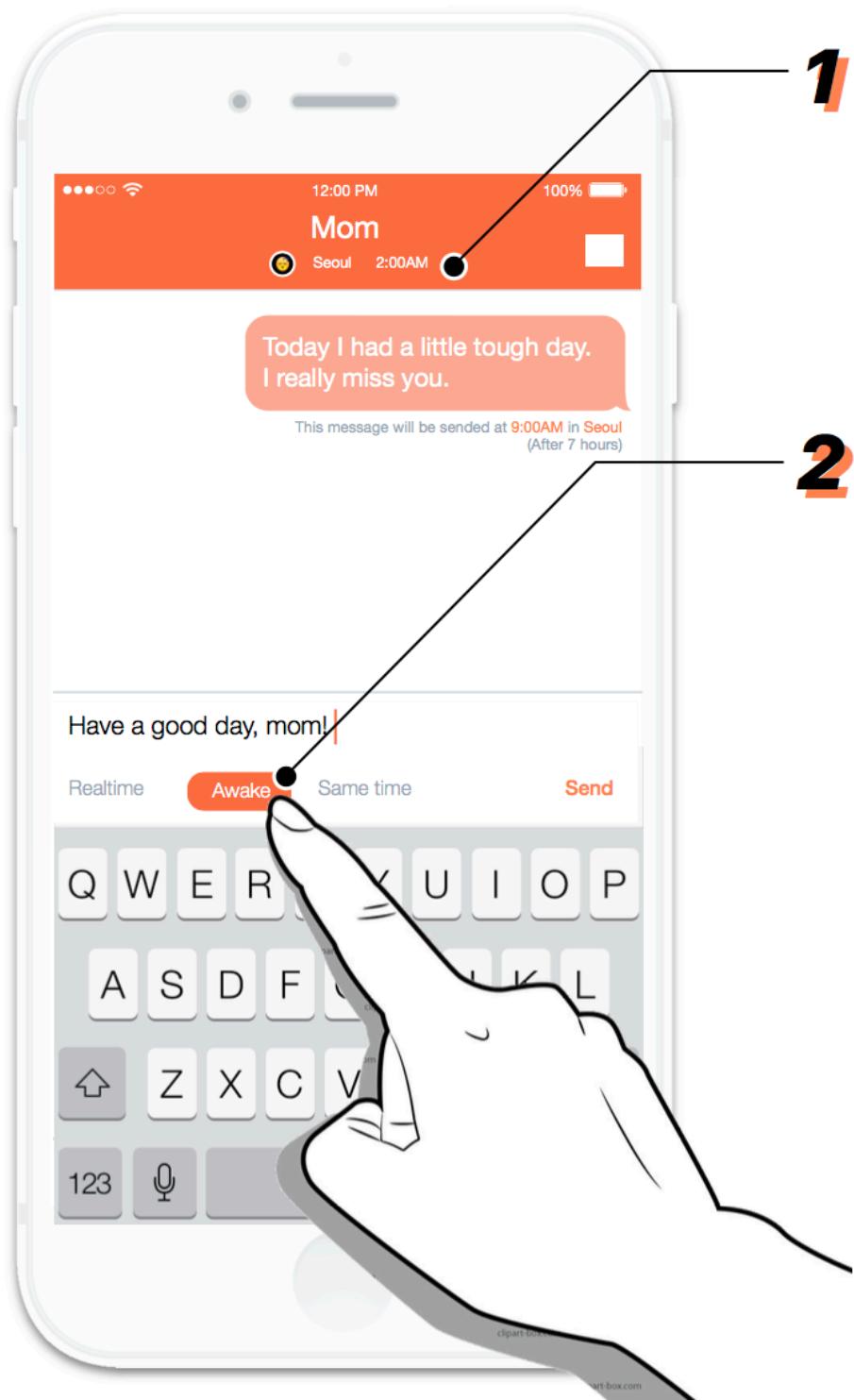
3 Mom usually in deep sleep at that time so I give up to send a message not to wake her up



4 My mom never know my hearts

Observation < Ideation < Concept Modeling < Wireframe < Visual Design

Solution



1 Sleep/Awake Status & Time Information

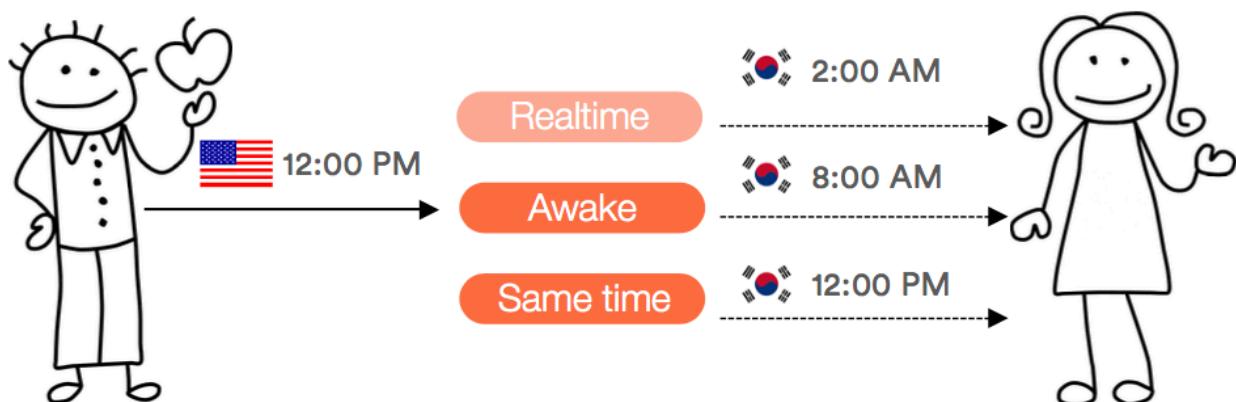
User can check an awake status and time of a partner before sending the message.

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.

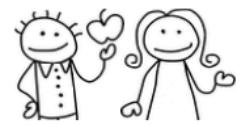


Design Value

Express my interest without interrupting partner's break

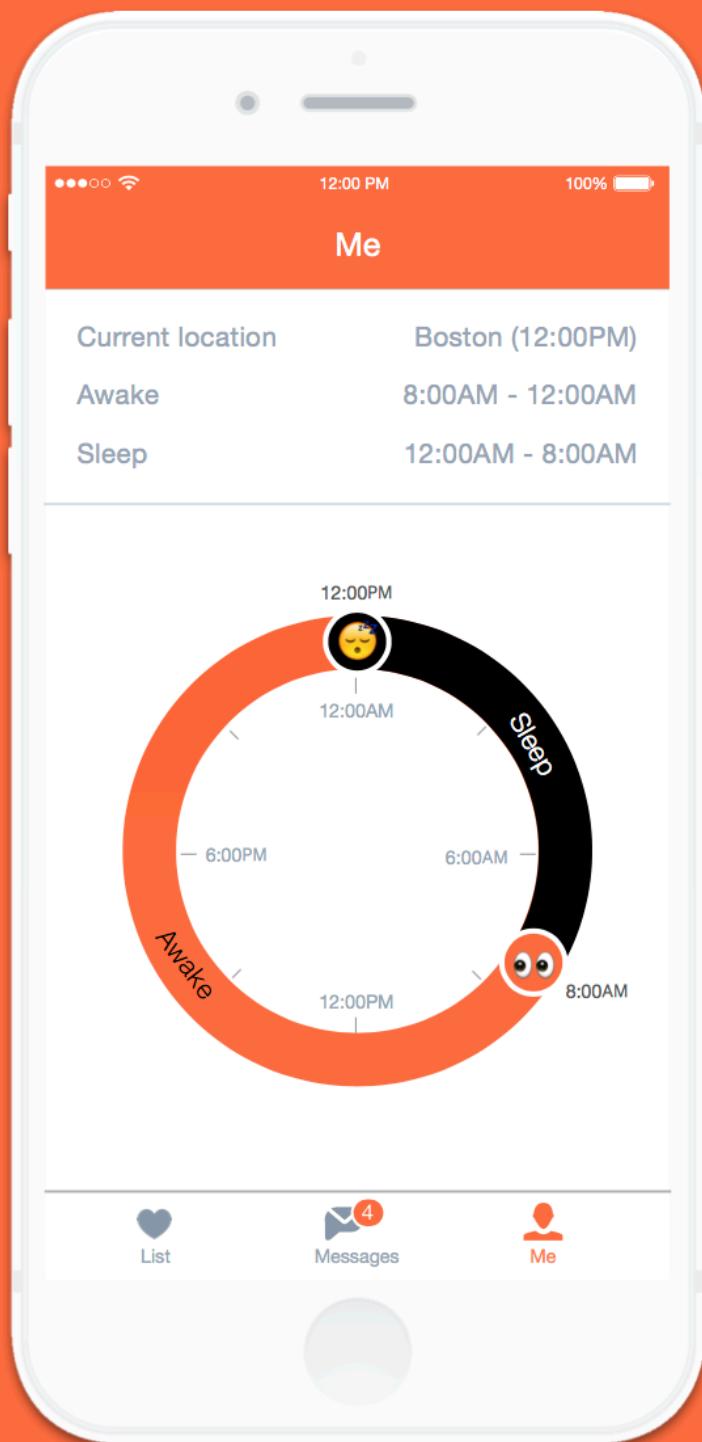
Preventing misunderstandings in the absence of communication

Relationships that get close even if they are apart



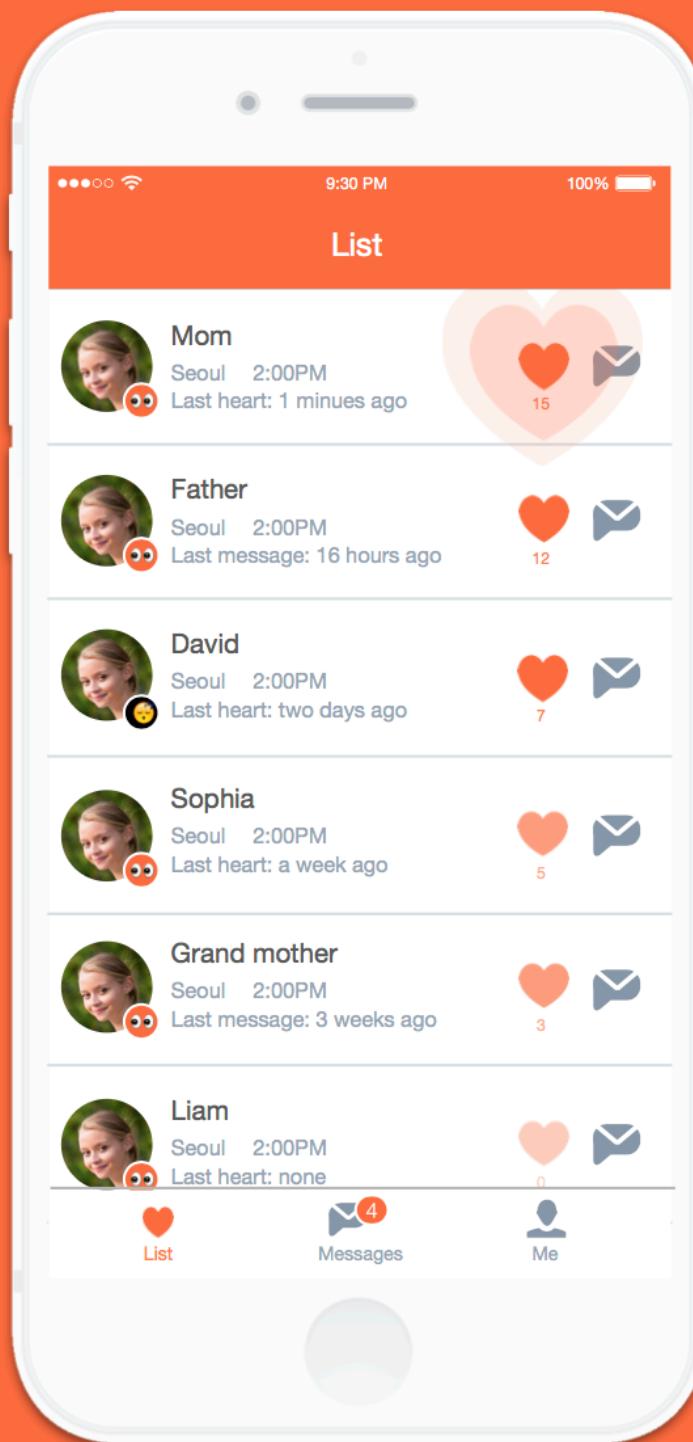
3 Awake Time Setting

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 Correspond

Identify the point at which they expressed interest

