



HYEJIN IM

User Experience Designer

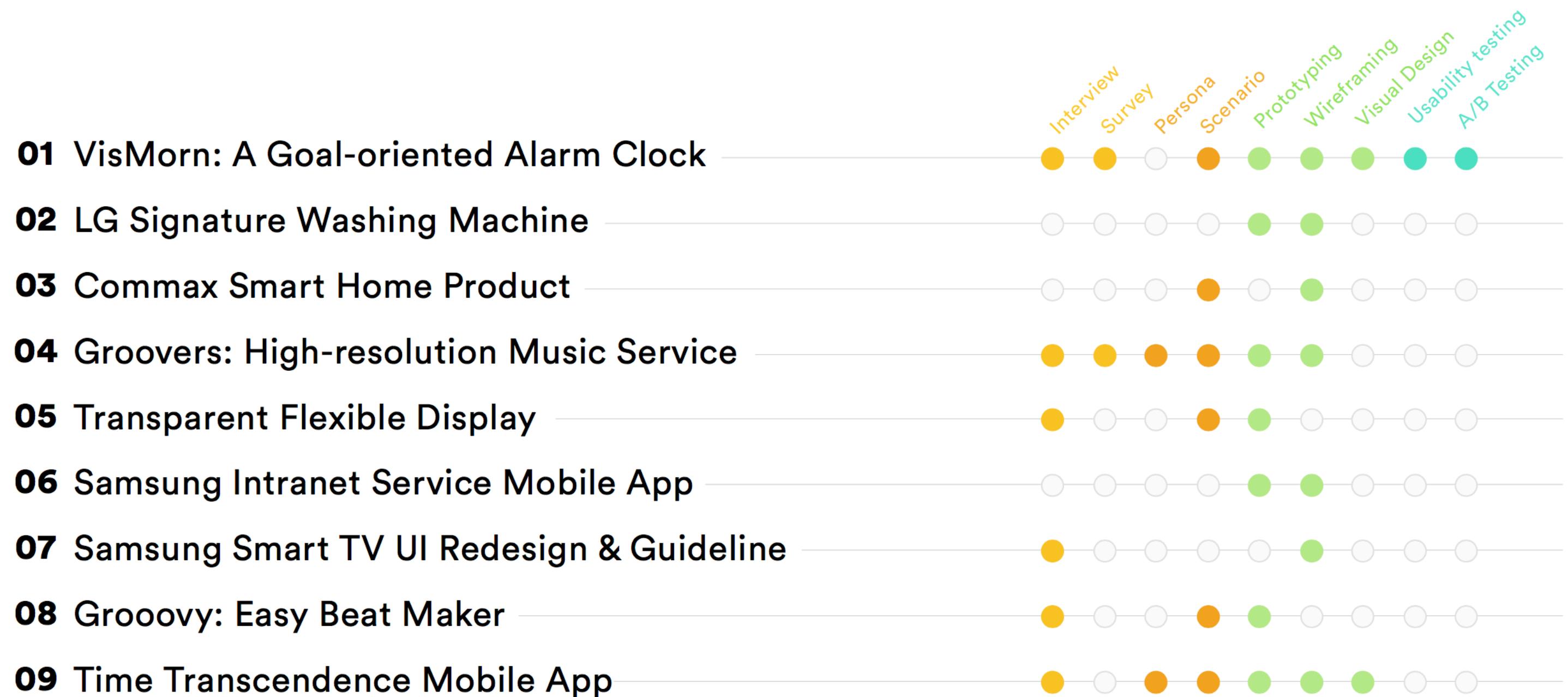
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Table of Contents

Project Range

- Research
- Analysis
- Design
- Evaluate



01

VisMorn: A Goal-oriented Alarm Clock

Personal, Sep 2016 - Nov 2016

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.



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

Research Question

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

Interview Questions

- 1 What do you do before sleeping in order to wake up on time?
- 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



April (26)
Social Welfare Worker

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



Leslie (56)
Office Worker

- Strict at appointment times
- Multiple alarm times just in case.



Ron (31)
Ph.D Student

- Flexible schedule
- Variable wake-up times according to daily workload

Key Insights

1



2



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

3



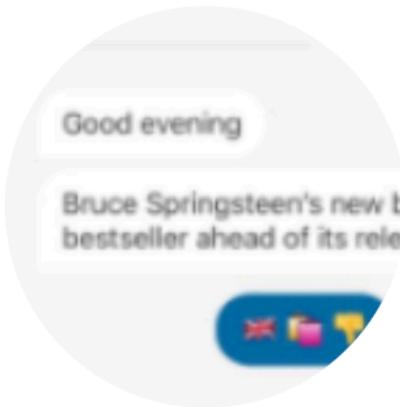
Cumbersome to
calculate and **check**
an alarm time every night

Inspiration



Pebble

Smart Watch



Quartz

News Media
Mobiel App



Ruggie

Alarm Mat



Smoke Alarm

Personalized
Parent Voice Alarm

Storyboards

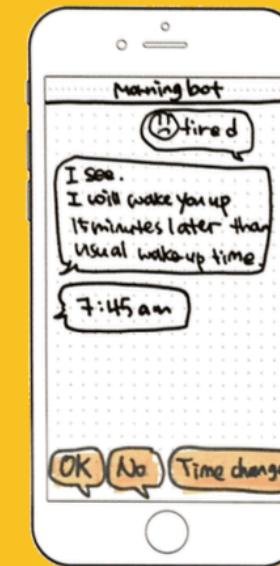


Design Ideas

- Notify alarm time before sleeping
- Limit the ability to snooze after a certain time
- Show rewards for not postponing the wake-up time

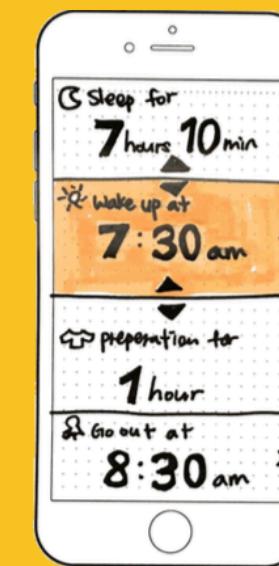
2 Paper Prototypes

A Message Bot



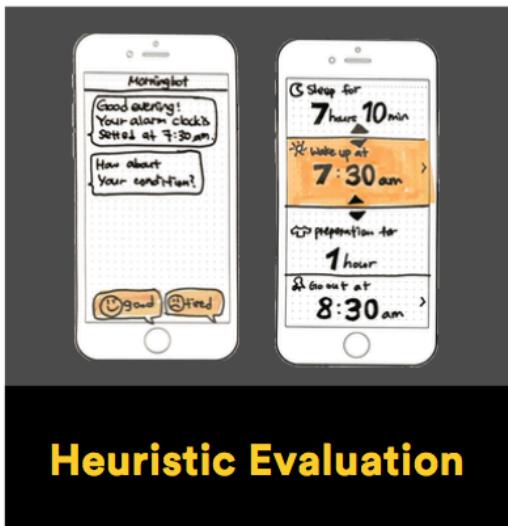
A conversational agent can personalize an alarm time by communicating with users about wake-up setting information.

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.

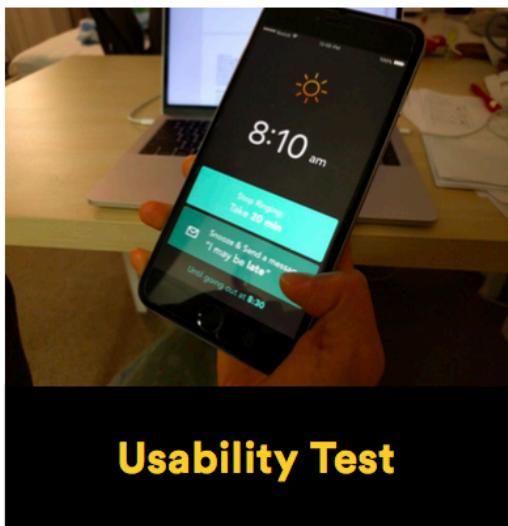
Evaluation



Heuristic Evaluation

“ Evaluated two paper prototypes based on heuristic evaluation

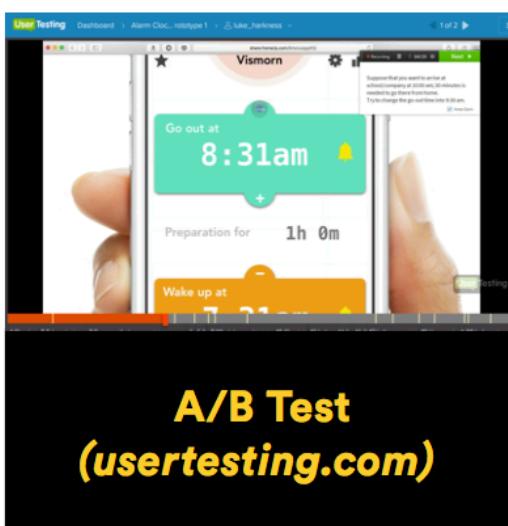
“ Merged the best of the two prototypes into one design



Usability Test

“ Improved the usability of time control interface

“ Added options for different time settings



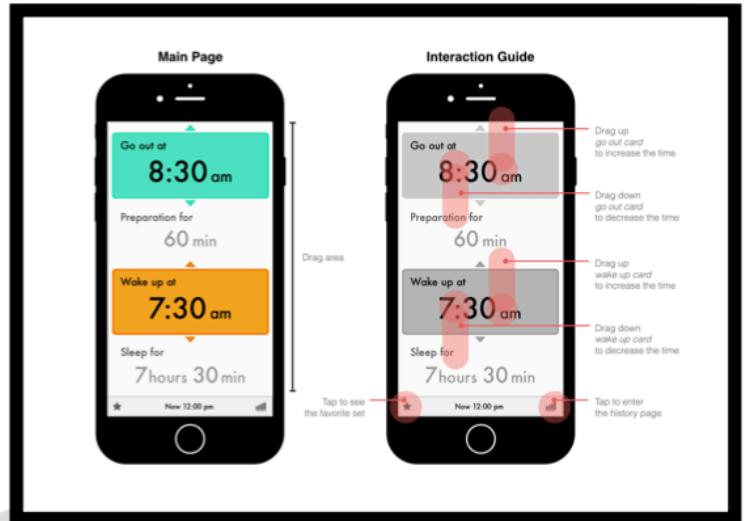
A/B Test
(usertesting.com)

“ Compared different design alternatives through user testing

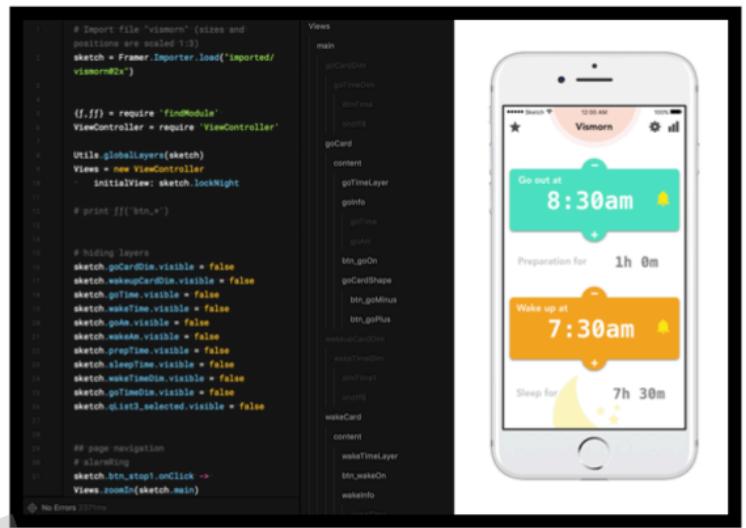
“ Added a tutorial for controlling time setting interface

Develop

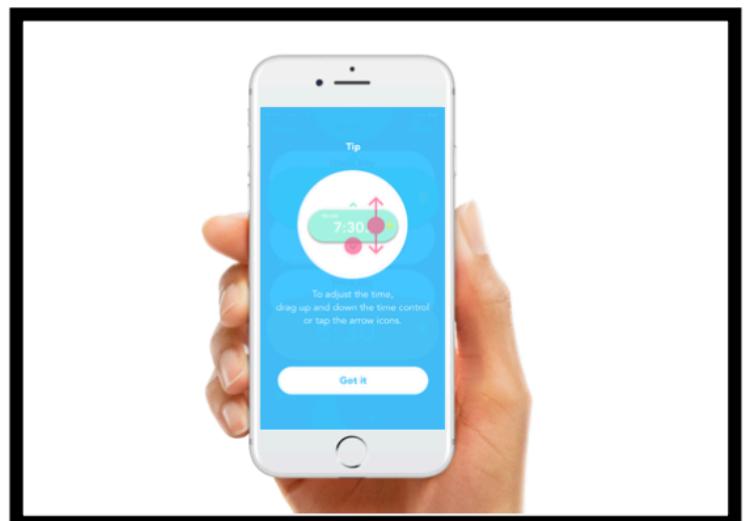
Wireframe Sketch & Functional Prototype



2nd Functional Prototype



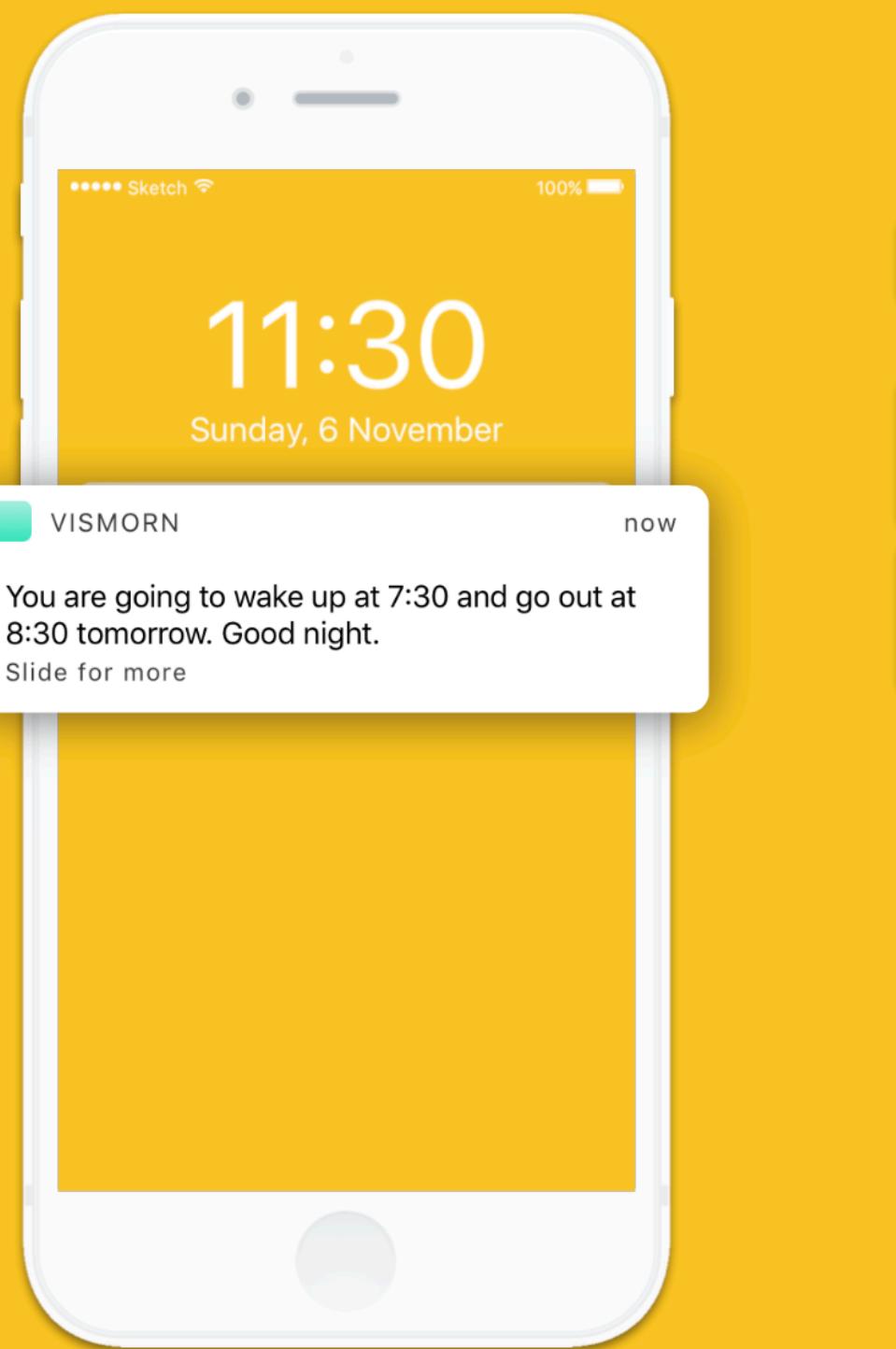
3rd Functional Prototype



Design Results

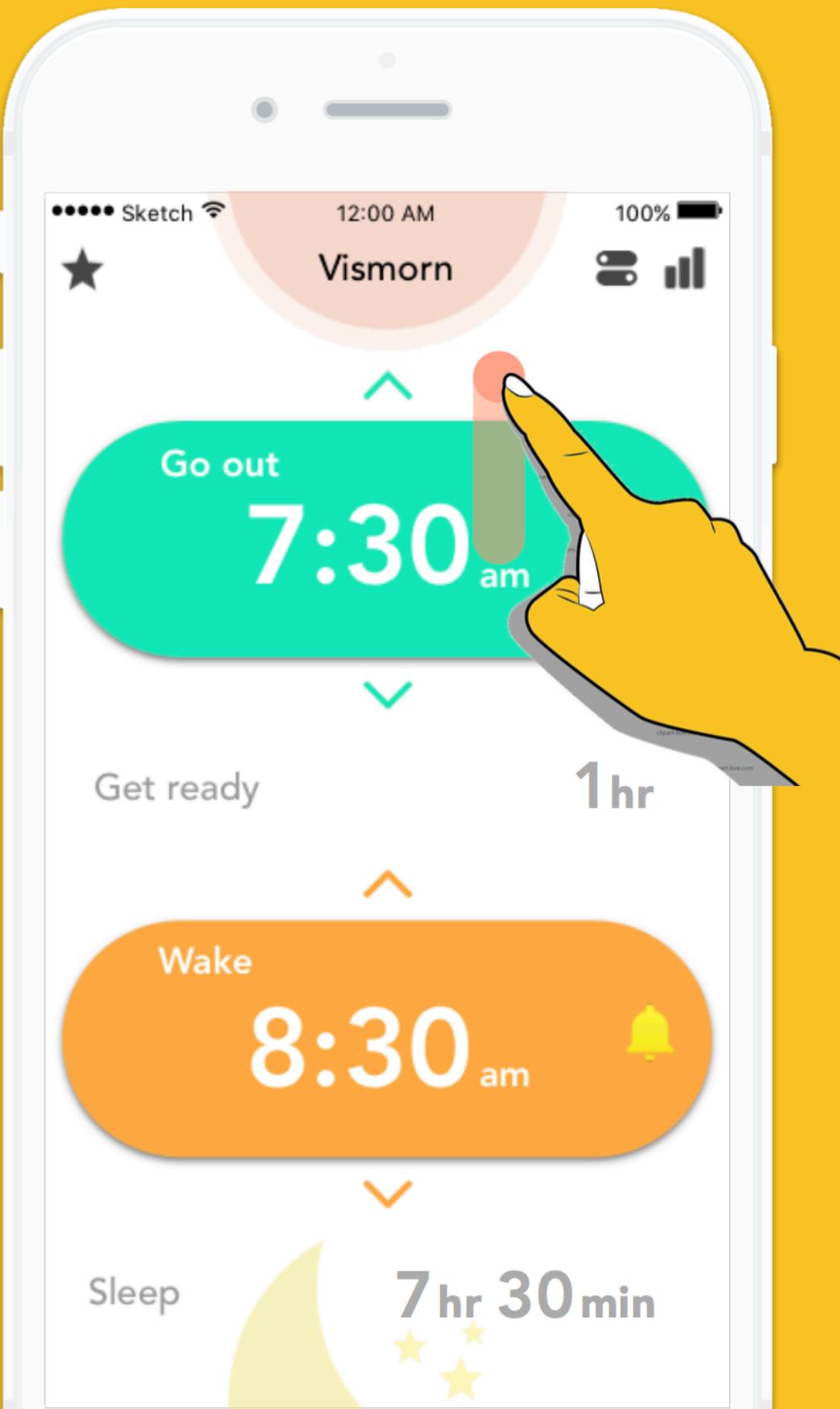
1 Alarm Brief at night

Remind a user of her alarm time



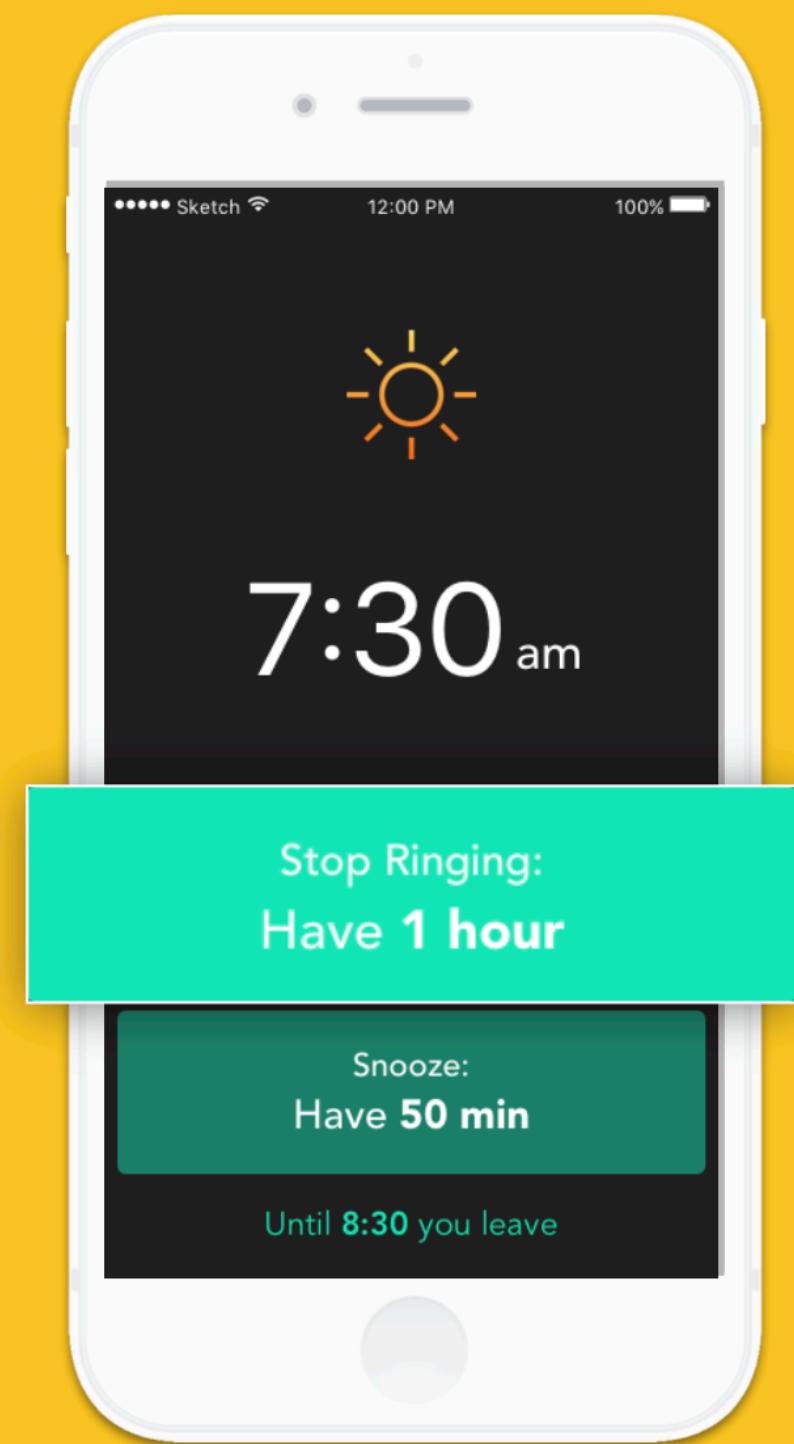
2 Goal-oriented Alarm

Set each time by dragging up and down and show the difference between the wake-up and goal time



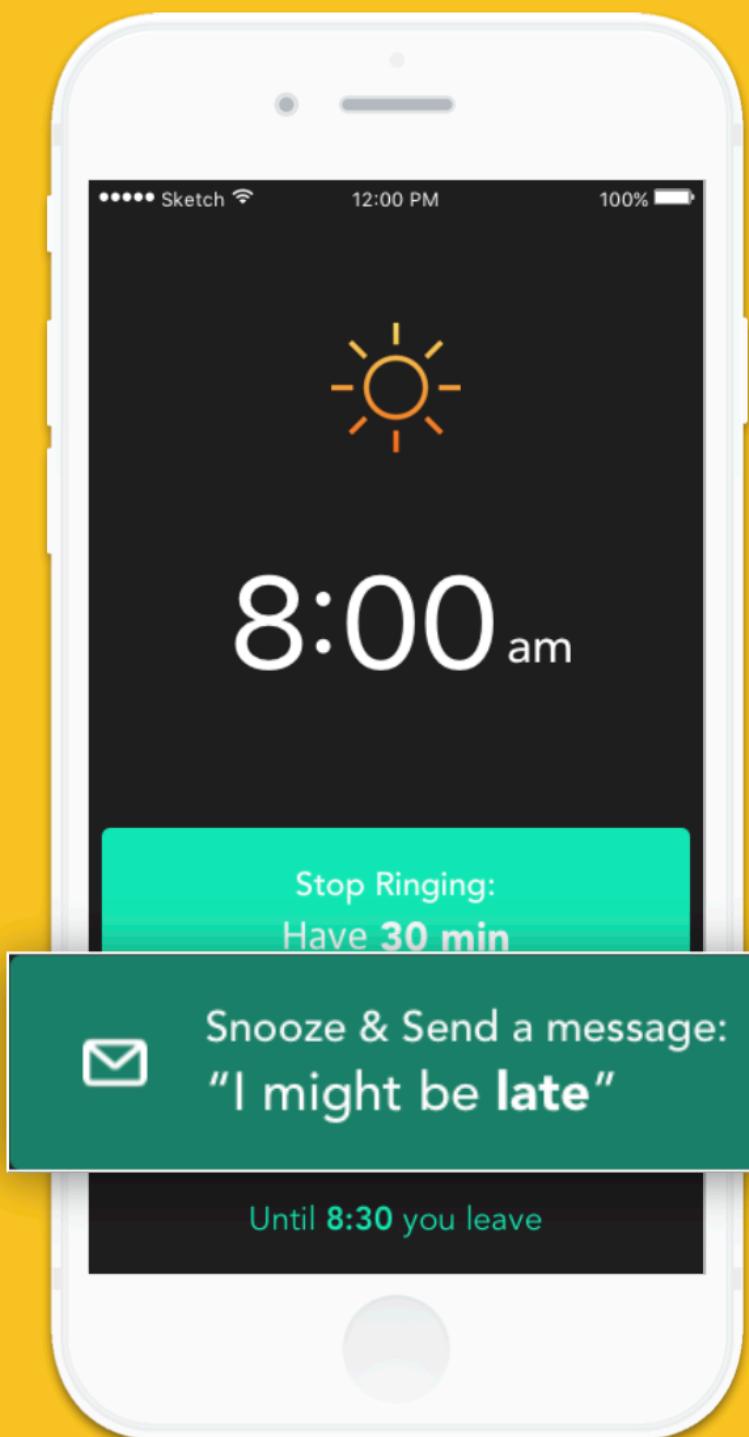
3 Context-aware time info

Show the remaining time information when snoozing and waking up now



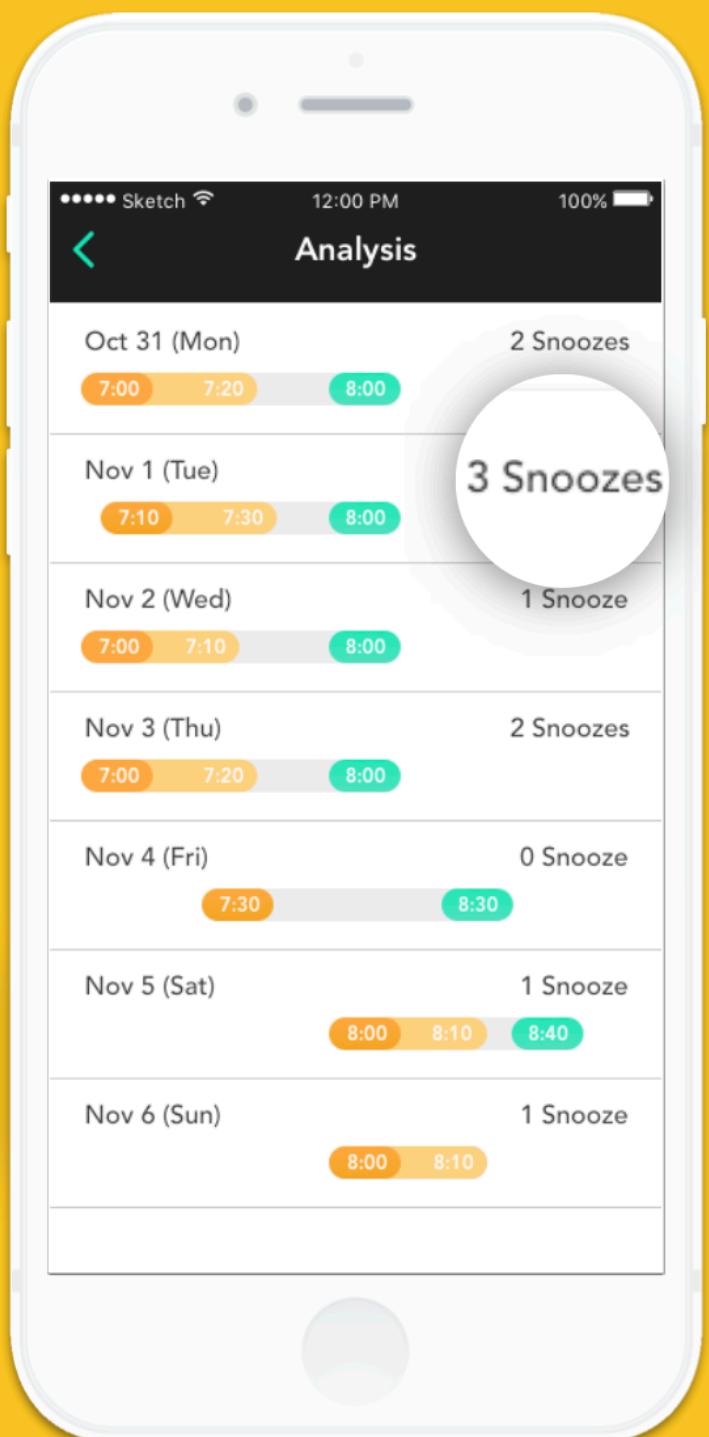
4 Snooze Warning

Give a warning after passing the snooze limit.



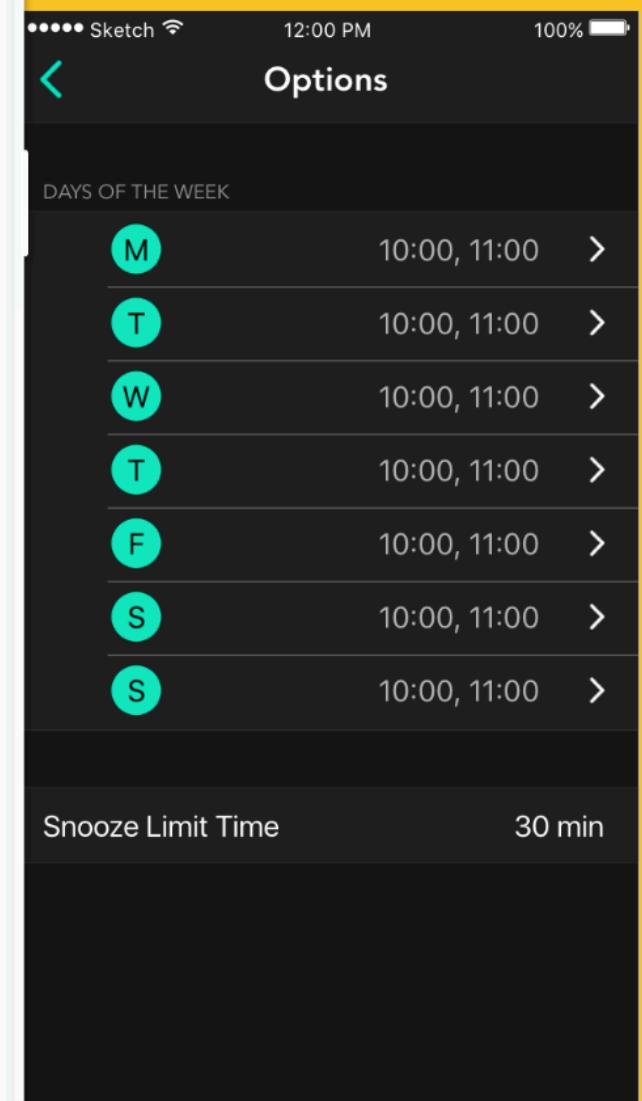
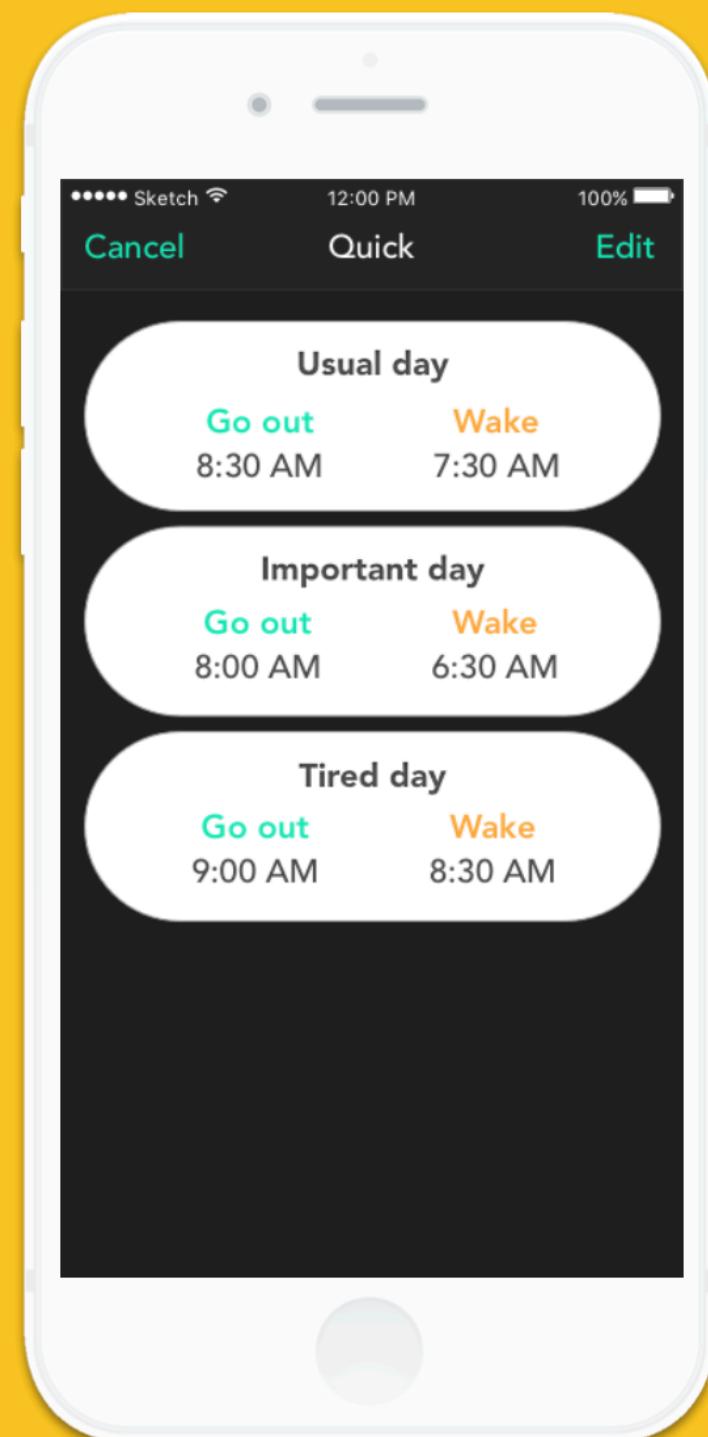
5 Wake-up History

Show the past history of wake-up patterns



6 Setting a Routine Alarm

Preset a reoccurring alarm according to different situations and contexts



02

LG Signature Washing Machine

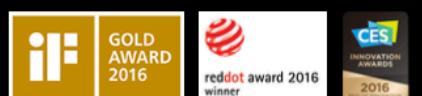
Professional, Jan 2015 - Mar 2015

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



Collaborators

Dongho Kim (PM), Yooli Jung, Seoyeon Kim

LG Electronics



Design Concept > Wireframe



03

Commax Smart Home Products

Professional, Jan 2016 - Apr 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.

Collaborators
Sookil Jang (PM), Yooli Jung, Kahyun Lee

COMMAX



Scenario > Design concept > Wireframe > Visual design

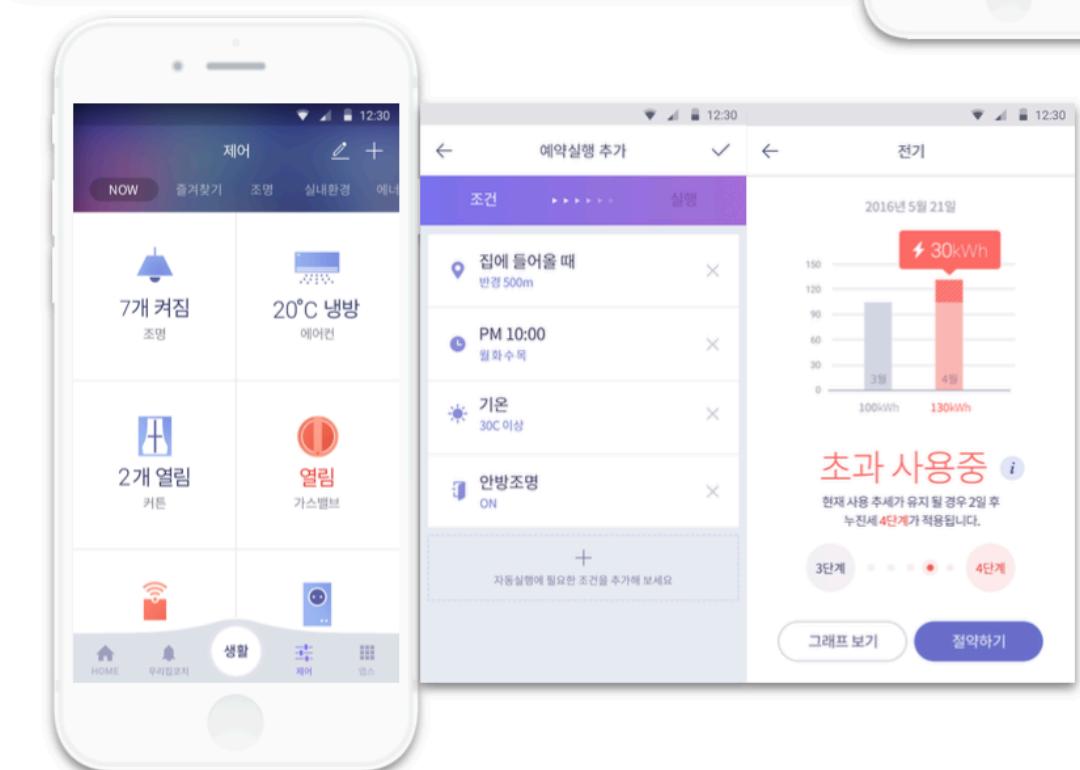
Provide context-aware information based on a user's environment

1 10-Foot Ambient Information Display



2 One-touch Home Environment Setting

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



Support user-defined control logics for home automation

3 On-demand Detailed User Settings



04

Groovers High-resolution Music Service

Professional, Apr 2015 - Jun 2015

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. We conducted interviews both regular users and audiophiles. By coding and clustering the results of the interviews, we developed three 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 Abstracts

Collaborators
Sookil Jang (PM), Yesong Jin, Soyoung Jung



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

Interview Goals

- 1 Music listening context
- 2 Motivation for high sound quality
- 3 Entry barriers to hi-res music

Persona Development Process



Personas

Leisurely Listener

Yamato

42, Married
Manager at bank

New hobby
Quality first but convenience

“ Listening to music is my new hobby. I want to enjoy music in the best way possible as I can afford 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

Passionate in learning music knowledge

Music Explorer

Hayao

34, Single
Business consultant

CD, LP collector



High musical knowledge

“ 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

Passionate in learning music knowledge

Artist Maniac

Naomi

20, Single
University student

ONLY my artist



Empathy

“ 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

Passionate in learning music knowledge

Key Findings & A Service Prototype

Provide Easy Accessibility to New Genres

Interface to control the level of music recommendation based on the difficulty of genres

Improving Digital Experience of Hi-Res Music

Show personalized information such as how much a user experienced music in a certain genre



Music Curation Based on Auditory Experience

Present a variety of curated music such as based on recording studios and remake or live versions



Lower barriers to hi-res music

Provide a tutorial for enjoying hi-res music such as setting up a quality listening environment

05

Transparent Flexible Display

Professional, Oct 2013 - Dec 2013

Role

Context research, Ideation, Scenario

Domain Platform
Commerce Transparent 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.

Collaborators

Sungi Kim, Minha Jung

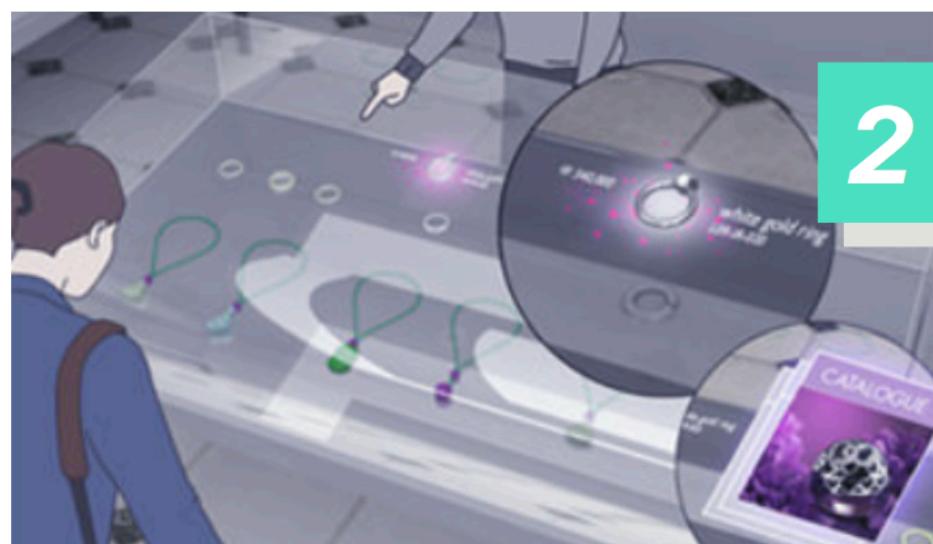


1 Select an item beyond display

Select ingredients and confirm order in a food store

Eye tracking

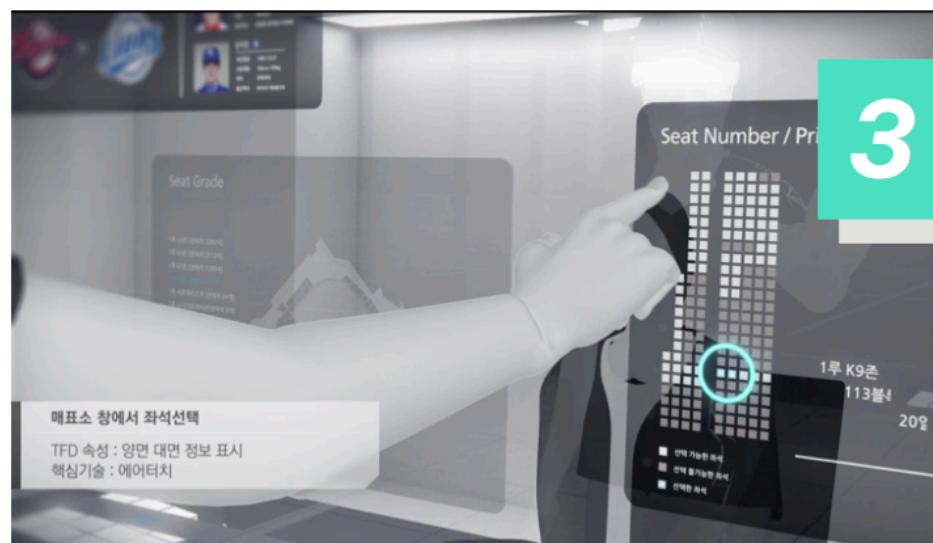
Tangible UI



2 Show details about an item on display

Confirm item information or compare multiple items in a jewelry store

Tangible UI

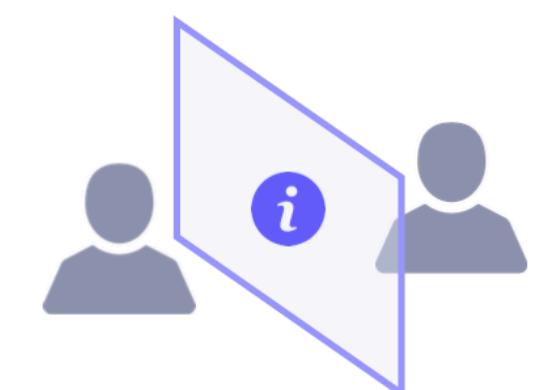
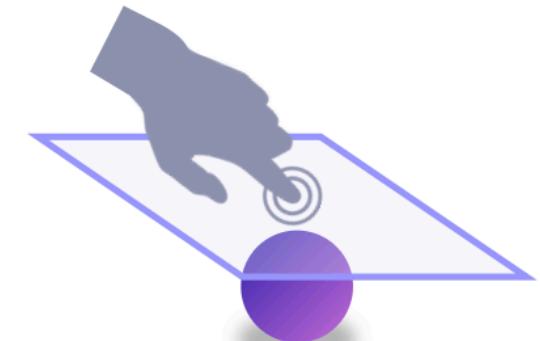


3 Share information through display

Provide and check seat information in a ticket box

Gesture interaction

Head tracking



06

Samsung Intranet Service Mobile App

Professional, Jun 2015 - Oct 2015

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.

Collaborators
Sejung Lee (PM), Yooli Jung, Dongwoo Choi

SAMSUNG

Design concept < UI design < Visual design

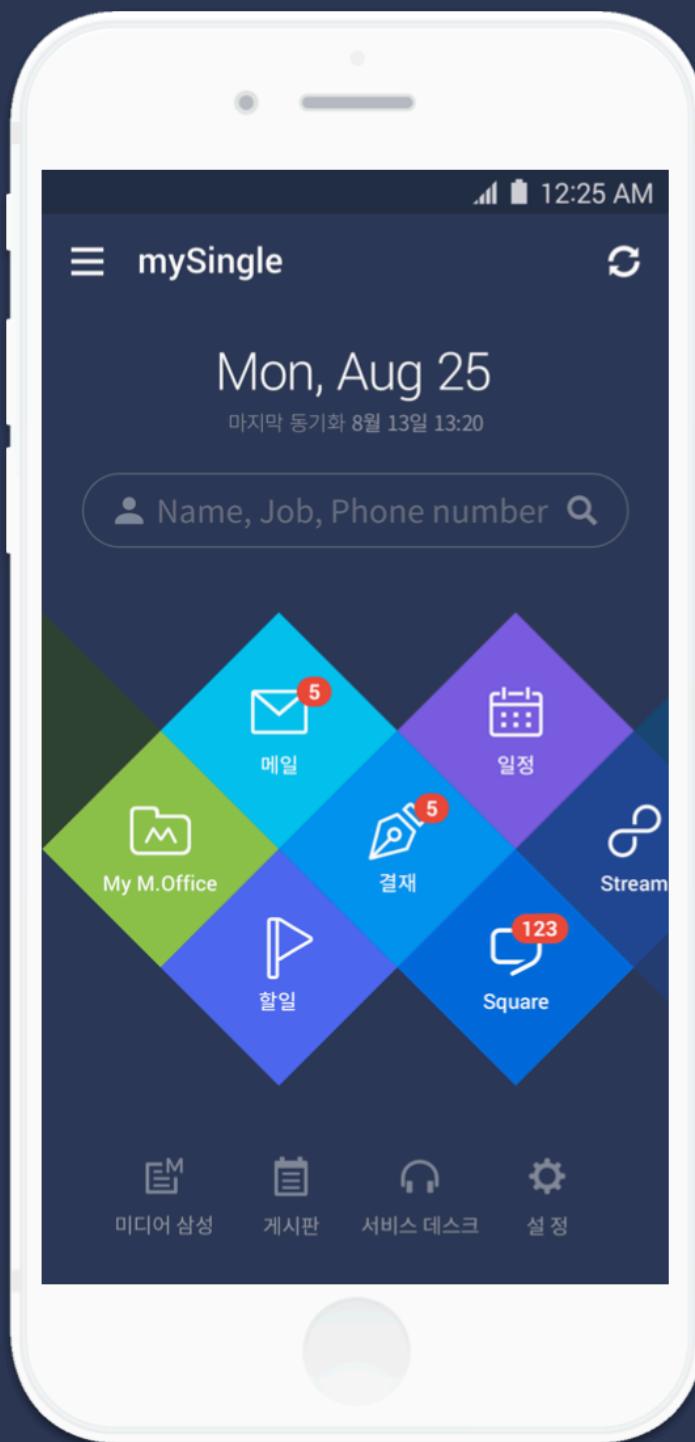
1 Efficient information filtering and at-a-glance dashboard

2 Personalization based positions and task types

3 Enhanced workflows through shortcuts and previews

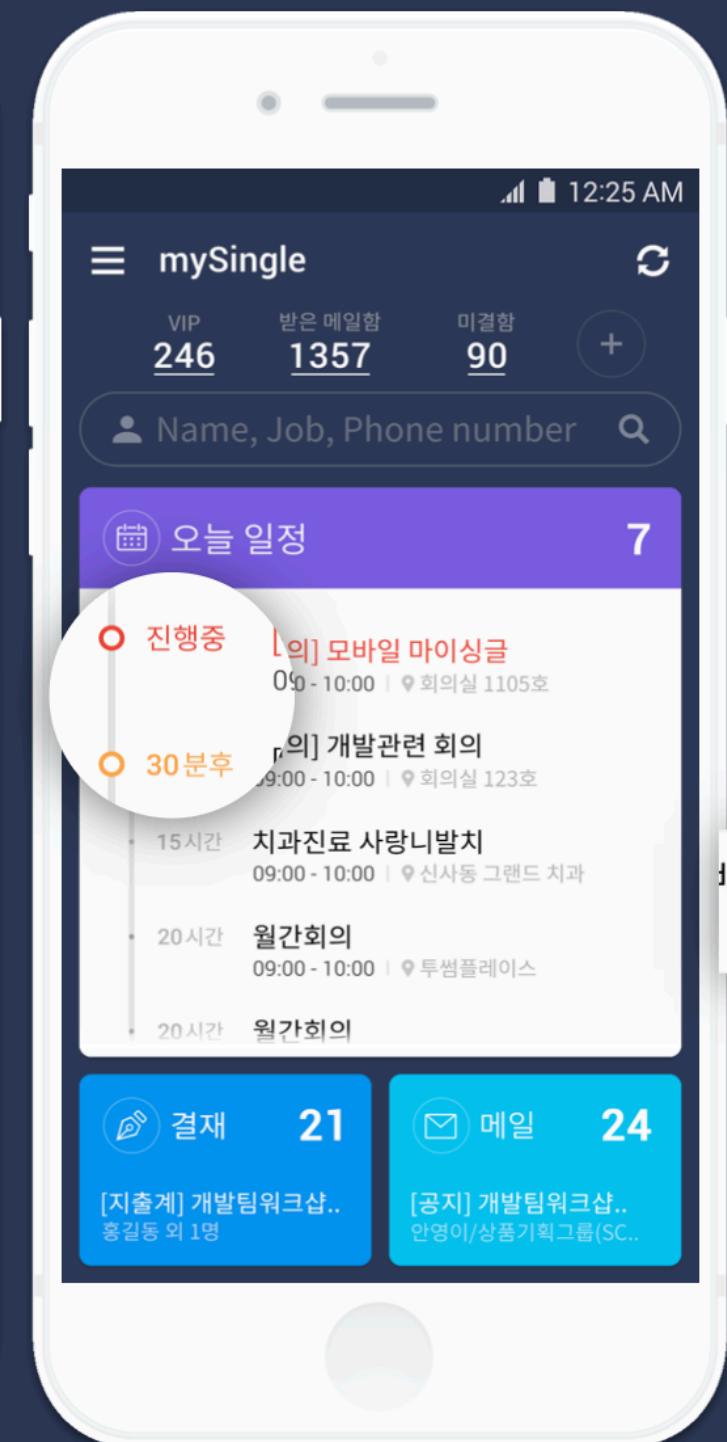
mySingle Main Hub

Display menu items and notifications and provide an integrated search



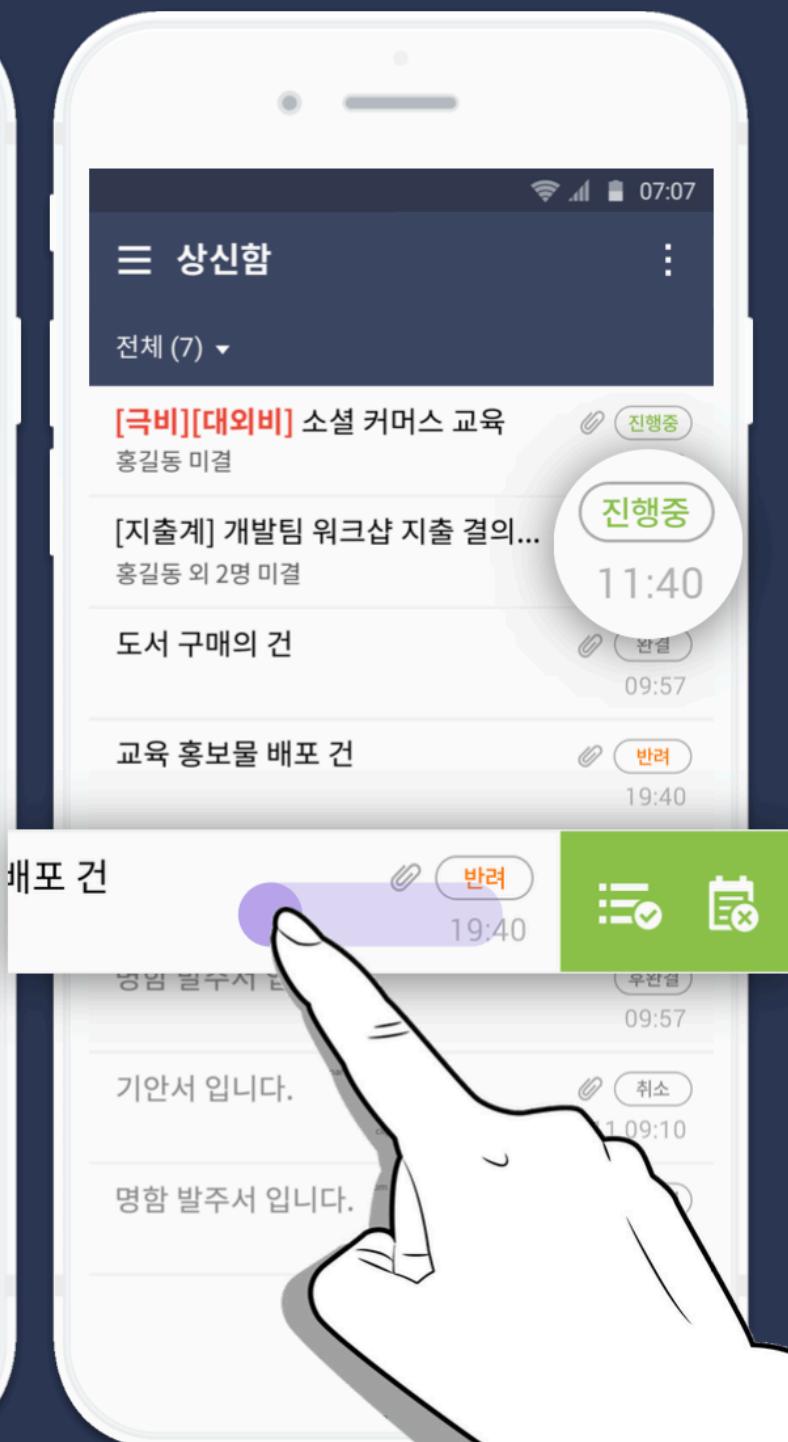
Overview Task Information

Show summary of schedule, approval, and mail information in temporal order



Detailed Task Information

Present a list view of task items and support shortcut actions on demand



07

Samsung Smart TV UI Redesign & UI Guideline

Professional, Jun 2014 - Dec 2014

Role
UI design, Guideline

Domain Electronics **Platform** TV

We improved the user interface of the Samsung Smart TV'14 and developed an integrated UI design guidelines for future releases. At that time, multiple teams at Samsung had used different design principles for different components of the interface. We grouped UI elements based user scenarios and derived common design principles focusing on providing improved user experience.

Collaborators
Dongho Kim (PM), Yooli Jung, Seoyeon Kim

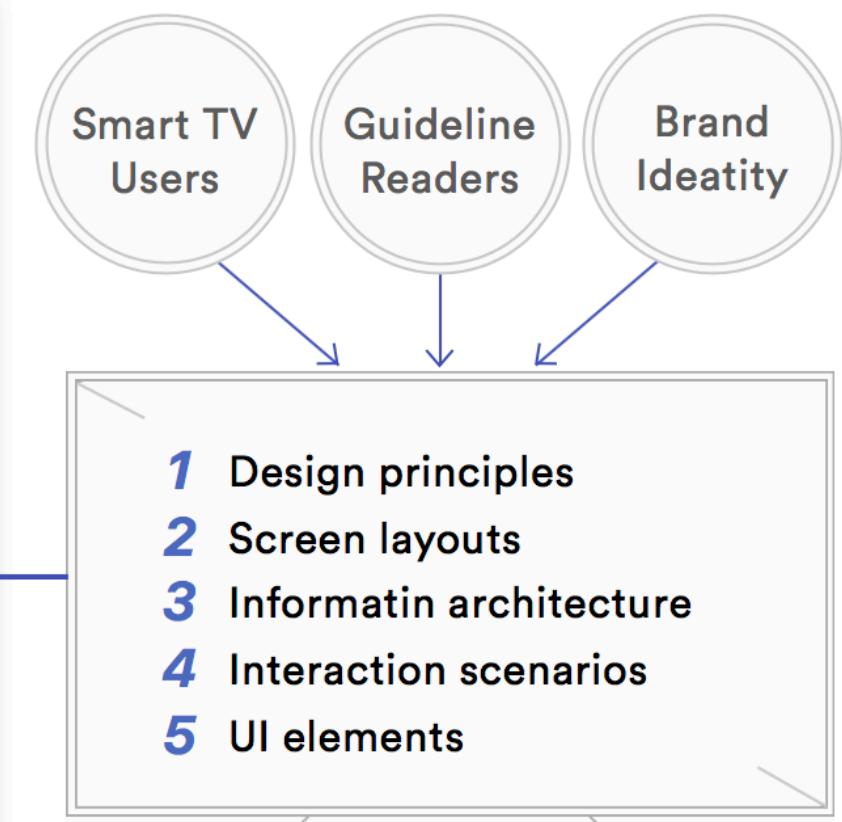
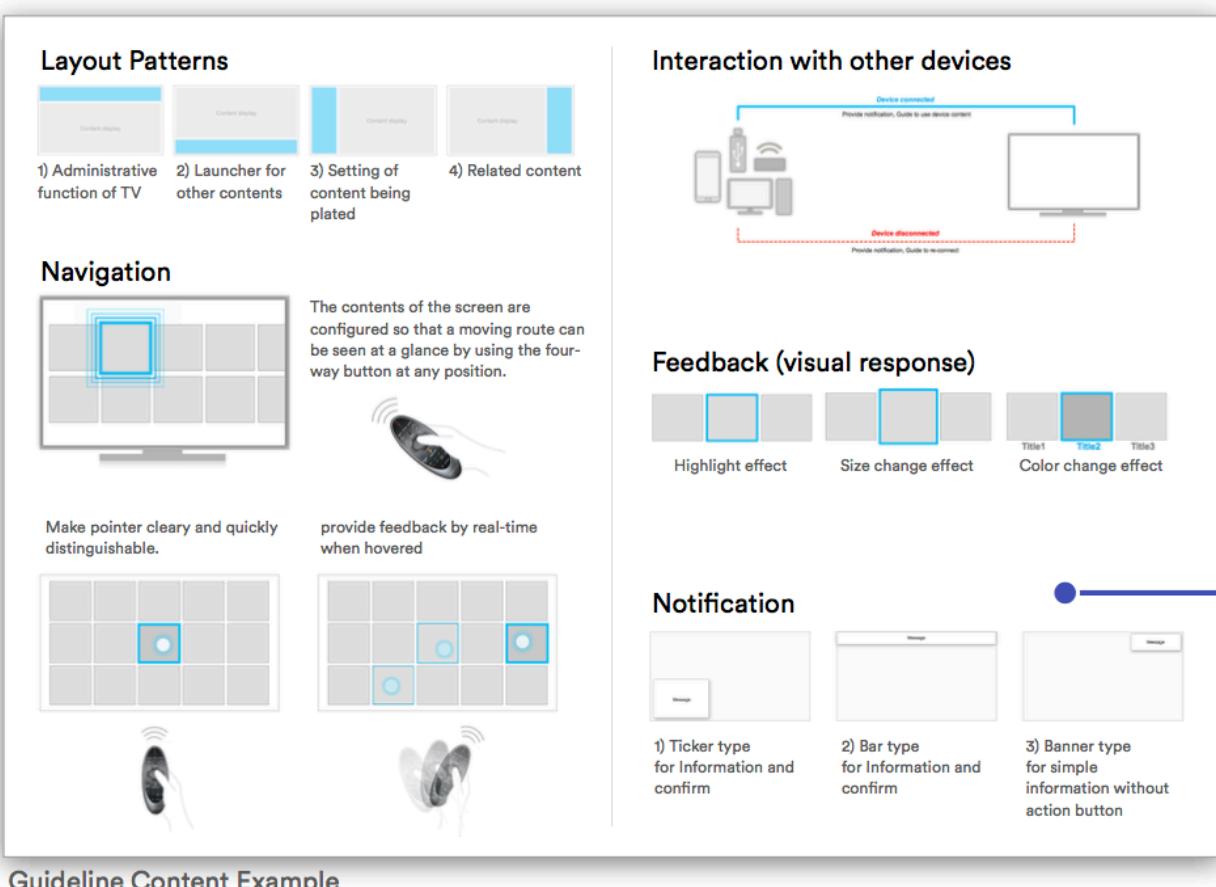
Smart Hub UI Redesign



- 1 Improved interaction scenarios
- 2 Designed consistent UI elements

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

Samsung Smart TV UI Guideline



08

Groovy Easy Beat Maker

Personal (Team), Nov 2015 - Apr 2016

Role
User research, Concept modeling,
Interaction scenario

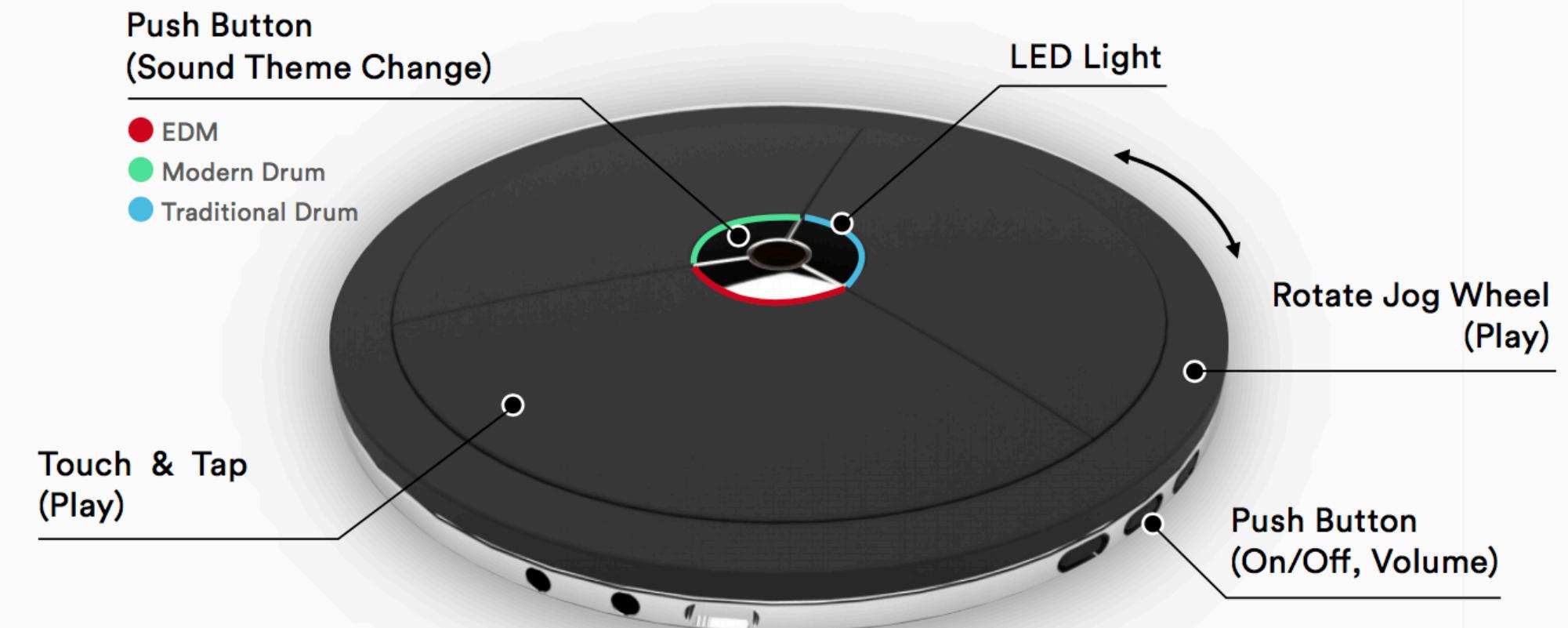
Domain Music **Platform** Digital Instrument

Groovy is an easy-to-use and portable digital djembe, supporting customizable sounds with three different configurations including EDM, modern drum, and traditional drum like djembe. It can recognize beats in background music and guide tap timings. My role in this project was to define user needs and develop appropriate interaction scenarios. We developed a working prototype using Arduino and 3d printing.

Collaborators
Hyunjoon Kwon, Intak Joo, Minyoung Yoo

groovy

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

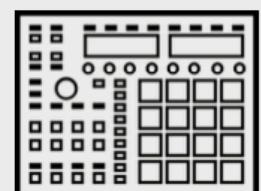


Product Concept

Easy to use

Portable

Playful



Launchpad

Digital instrument
+ customizable sounds
(make & remix)

&



Djembe

Traditional instrument
+ high accessibility
+ low learning cost

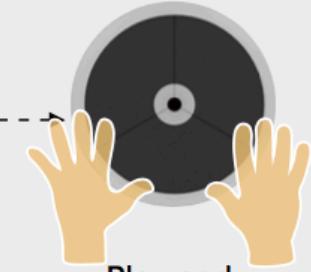
Interaction Scenario



Beat
Recognition

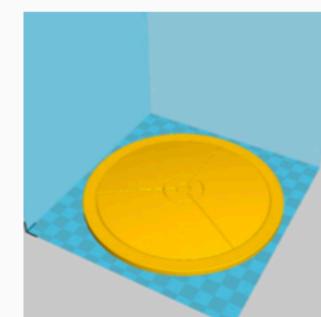


Rhythm
Guidance



Play and
Learn

Prototype



09

Time Transcendence

Personal, Dec 2016

Domain
Communication Platform
Mobile

I started this project with the idea of supporting communication between people living in different time zones. People want to be connected with their beloved ones especially when they are separated in remote places. But sometimes they postpone sending a message or calling to avoid interrupting the others in different times. In addition, it is also difficult for them to keep aware of exact time differences. My design addresses the issues with time-aware messages to help maintain healthier relationships.

Problem



1 My mom and I live in a different time zone.



2 I always miss mom but especially in the afternoon.

Needfinding < Ideation < Concept modeling < Wireframe < Visual design

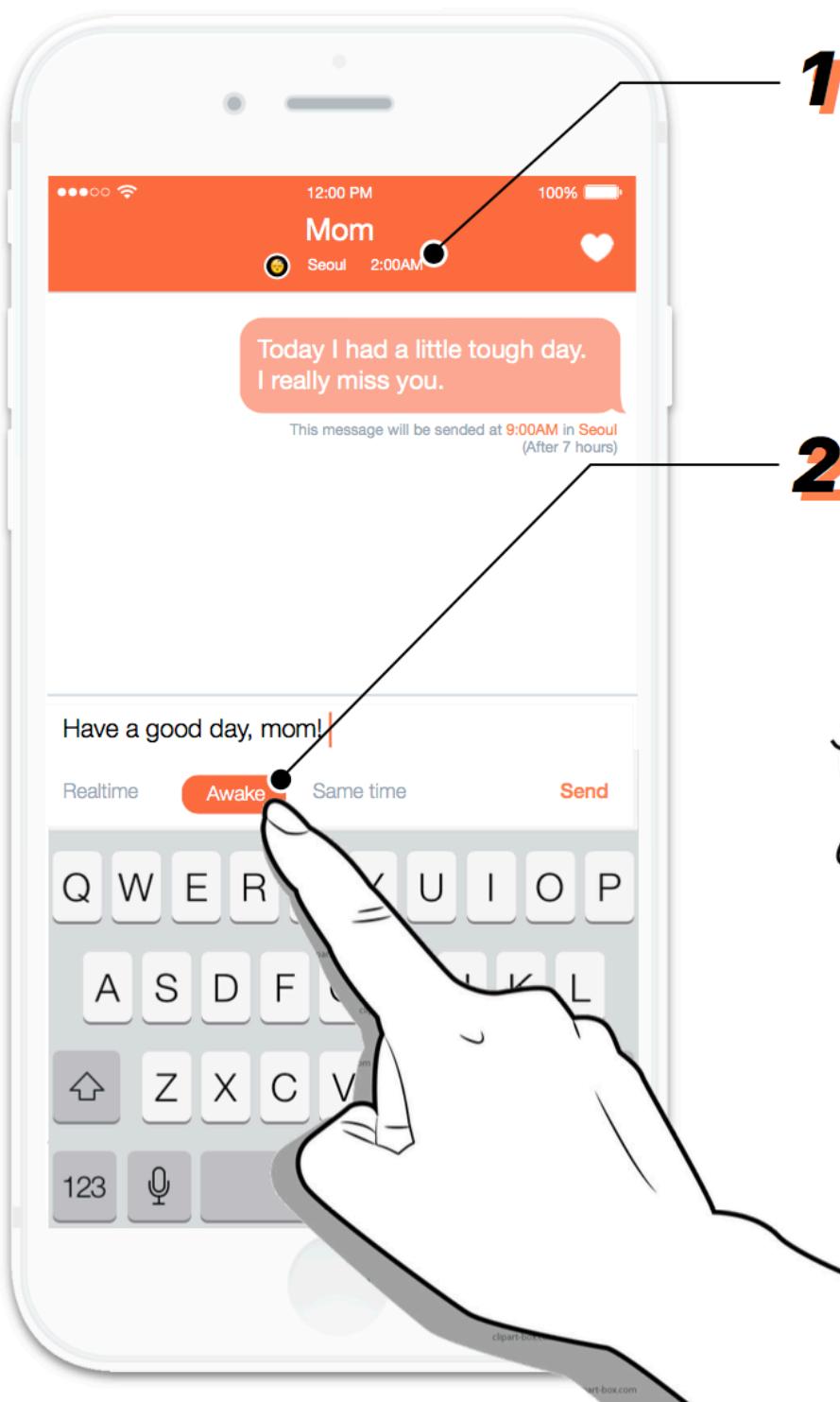


3 Mom usually in deep sleep at that time so I avoid sending a message not to wake her up.



4 My mom never know my caring love for her.

Solution



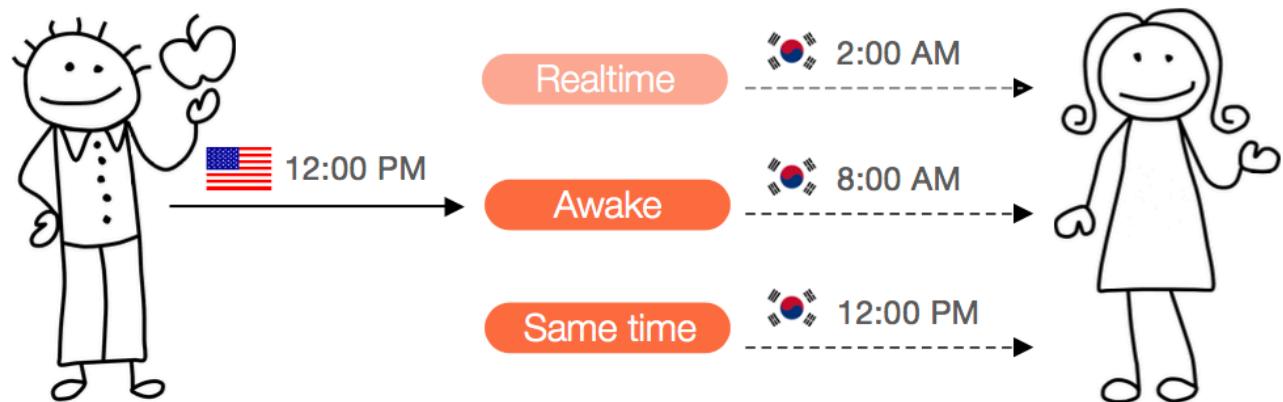
1 Sleep/Awake Status & Time Information

A user can check an awake status and time of a receiver before sending a message.



2 Sending Time Options

A user can set the time to send a message according to the status of the other person. The message will be then delivered at the specified time.



Design Value

Expressing care without interrupting others

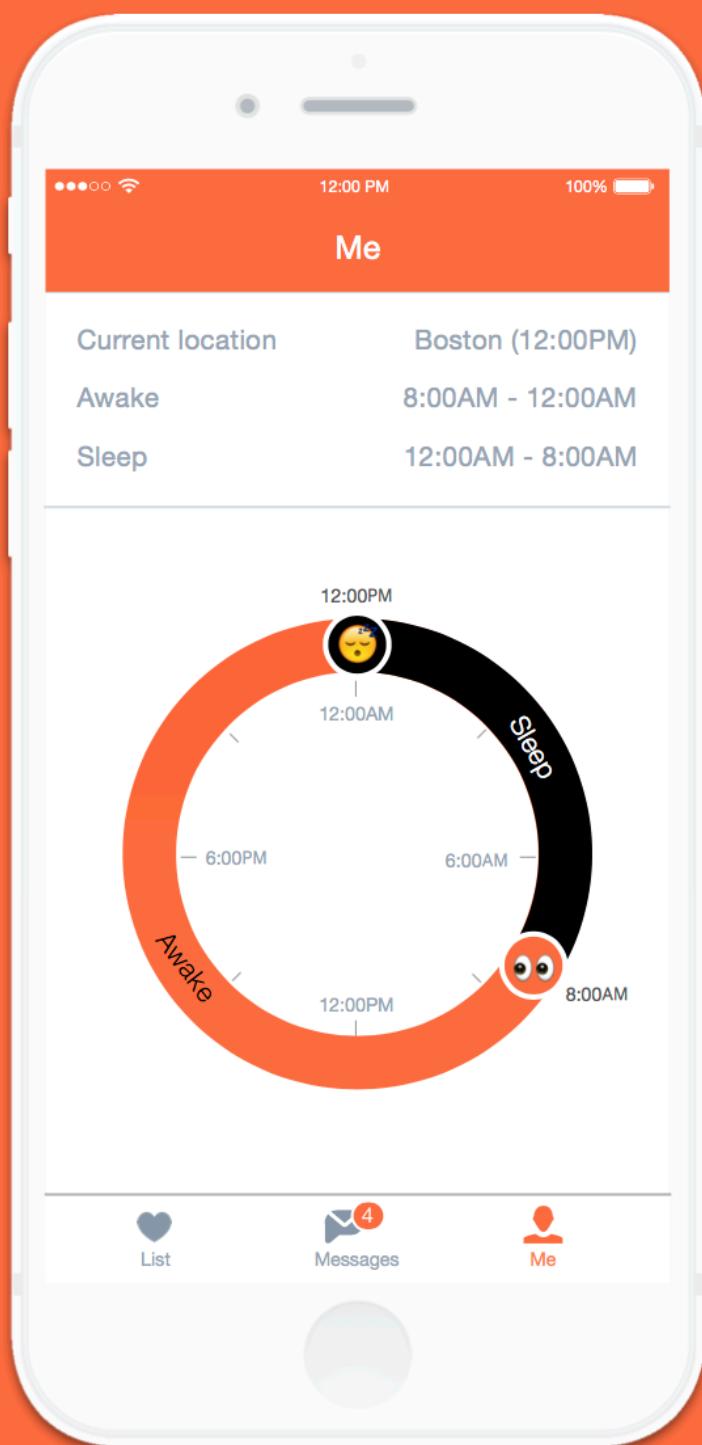
Alleviating concerns in the absence of communication

Staying connected even if being remotely located



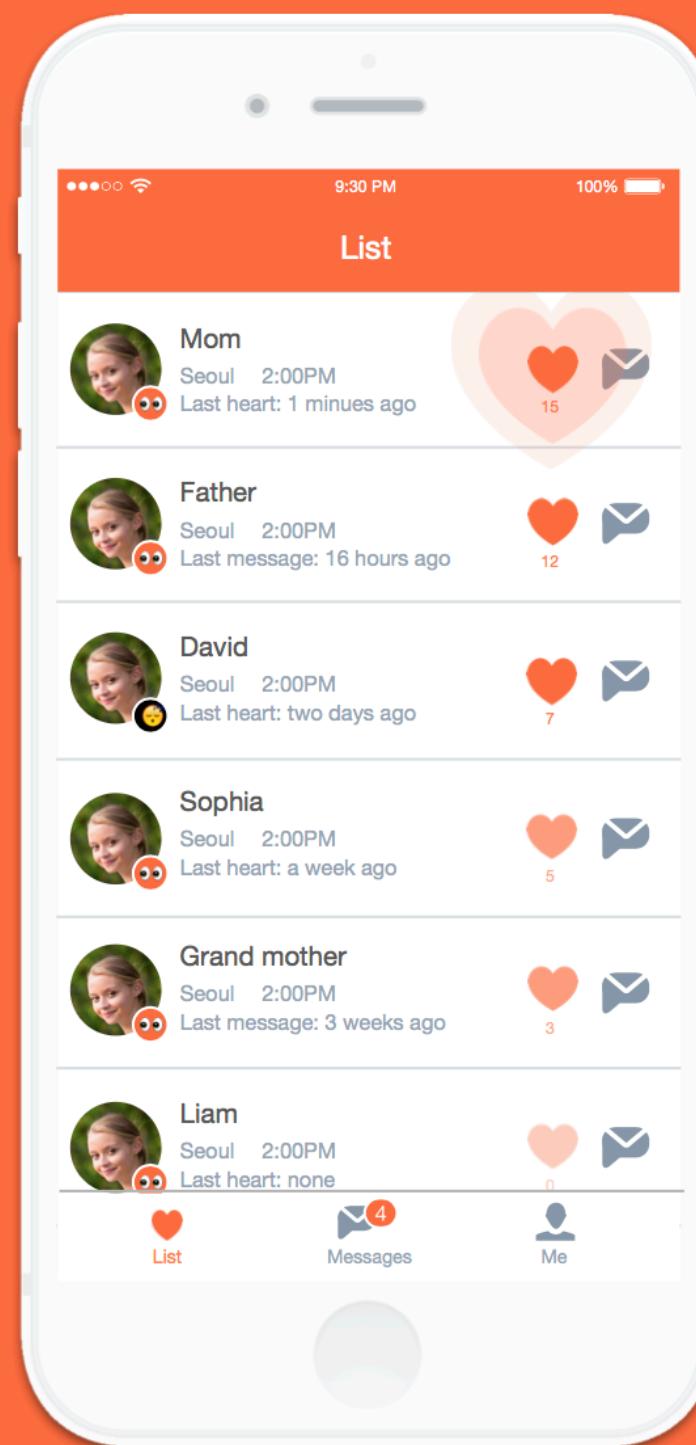
3 Set Up Daily Cycle

Set times when awake and when sleeping



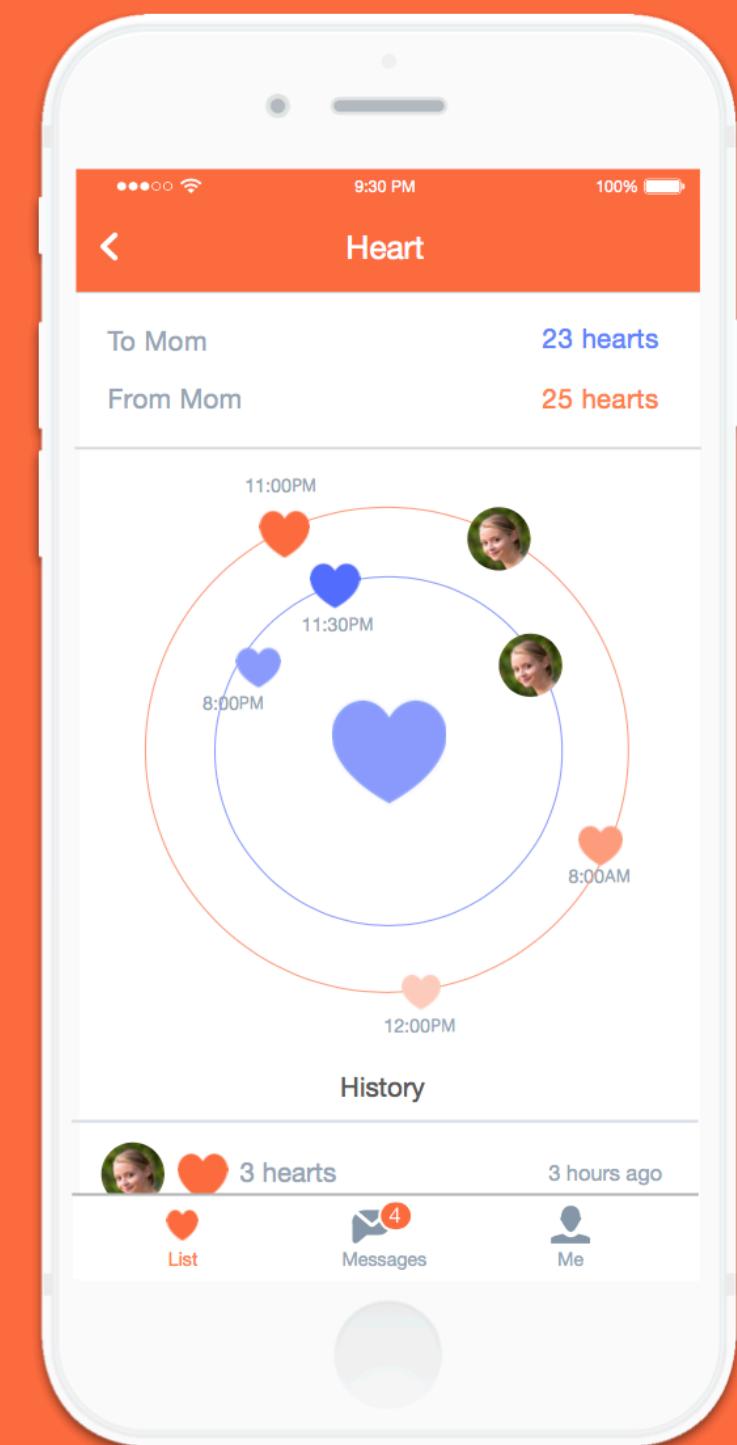
4 Express Care with Heart

Easily show a great love with simple clicks on a heart icon



5 History of Hearts

Display timelines of when users communicated hearts





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