



HYEJIN IM

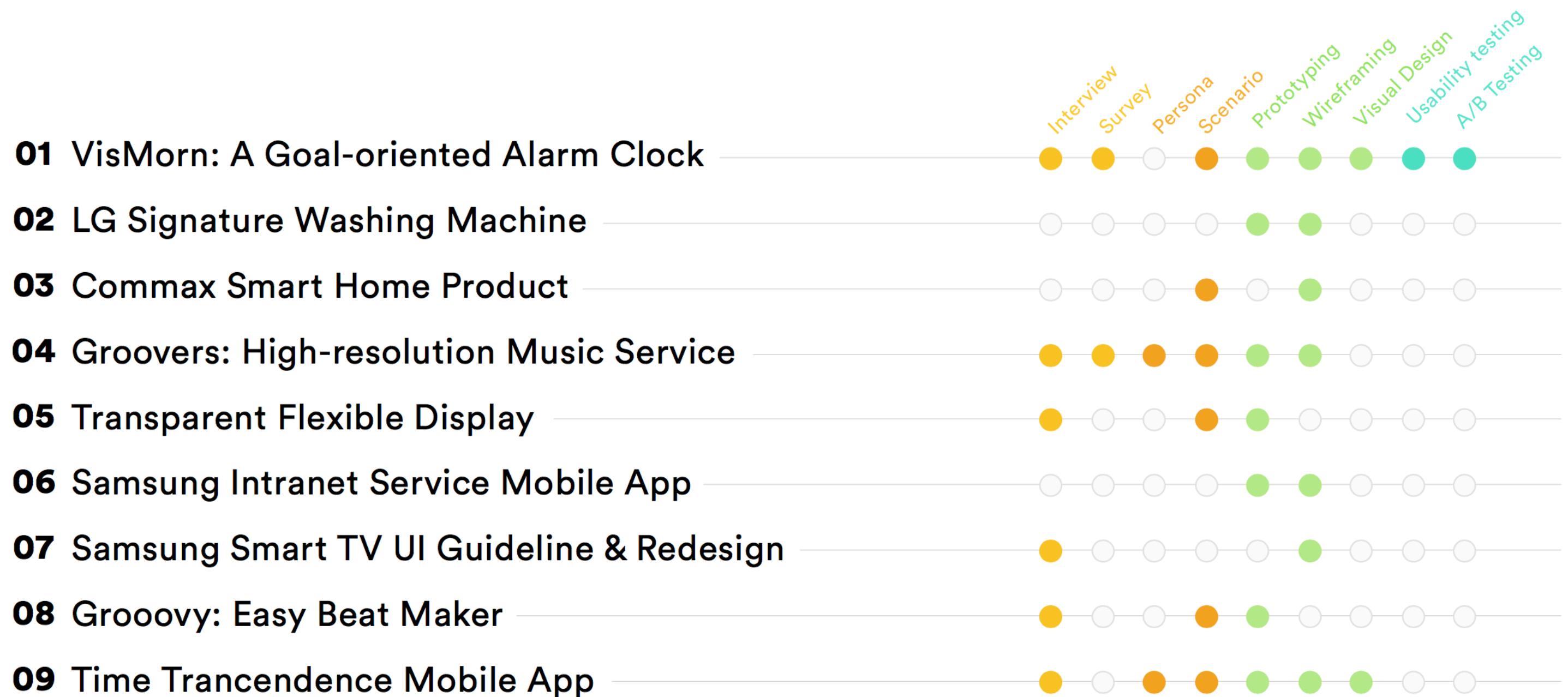
User Experience Designer

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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

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

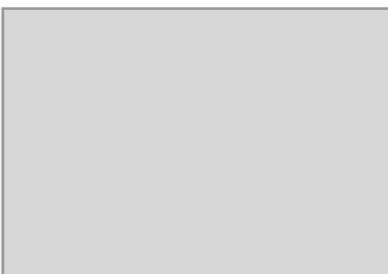
- Just starting out in a career
- A sleepyhead who unconsciously snoozes



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



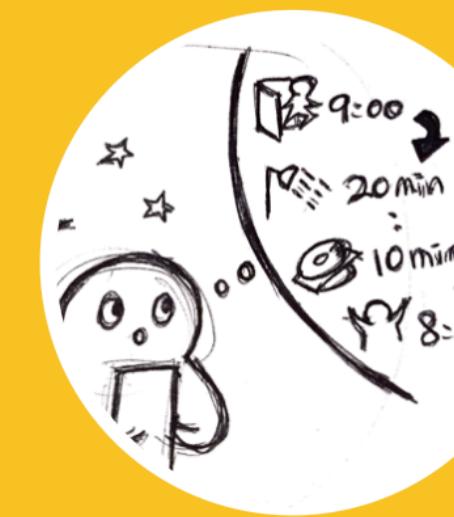
The gap between the time you **want** to wake up and the time you **actually** wake up

2



Habitual snooze

3



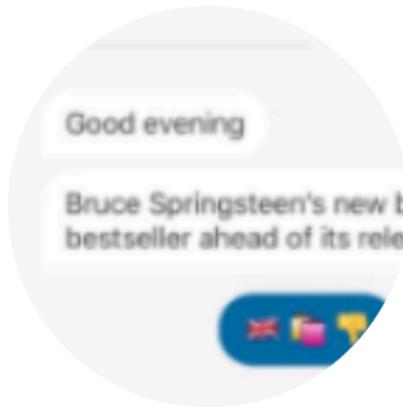
Cumbersome to calculate and check an alarm time every night

Inspiration



Pebble

Smart Watch



Quartz

News Media
Mobiel App



Ruggie

Alarm Mat



Smoke Alarm

Personalized
Parent Voice Alarm

Storyboards

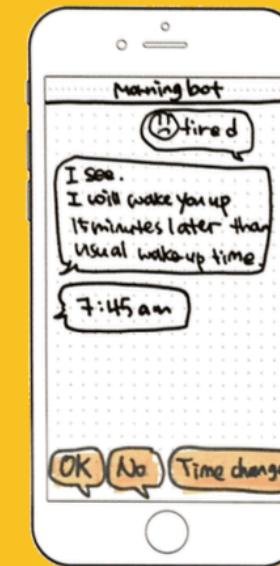


Design Ideas

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

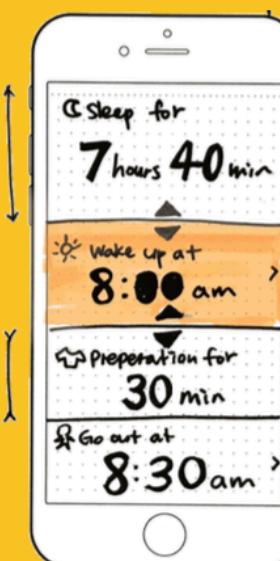
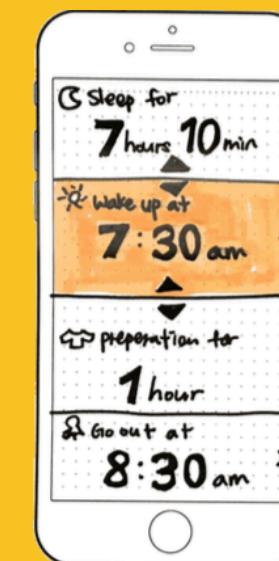
2 Paper Prototypes

A Message Bot



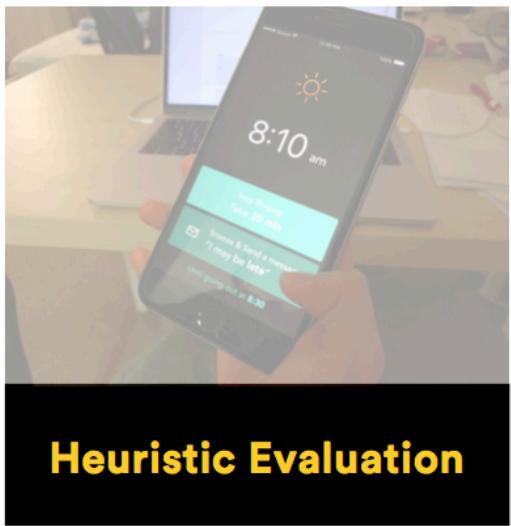
A conversational agent can personalize an alarm time by communicating with users about wake-up setting information.

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

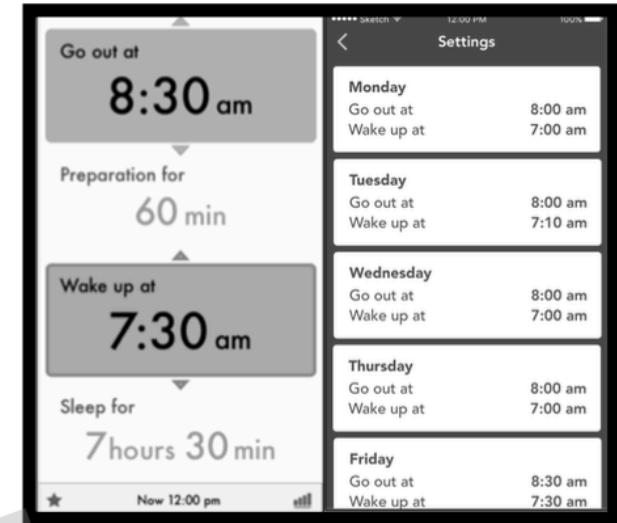


“ Chose main prototype depending on heuristic violation severity

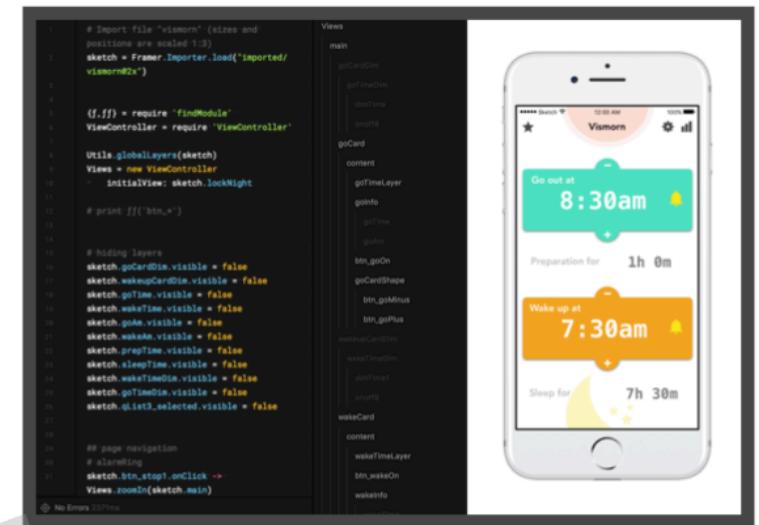
“ Combined two prototype's function idea

Develop

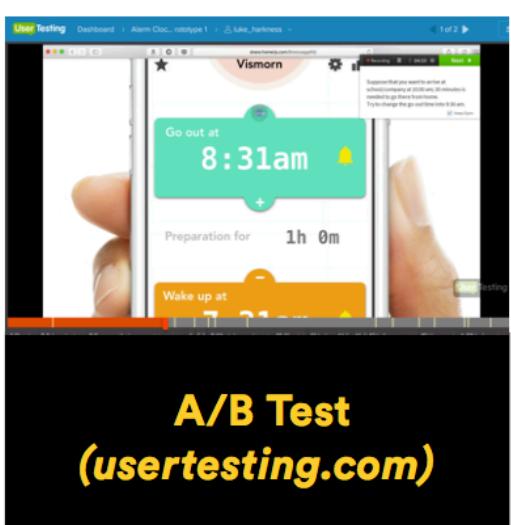
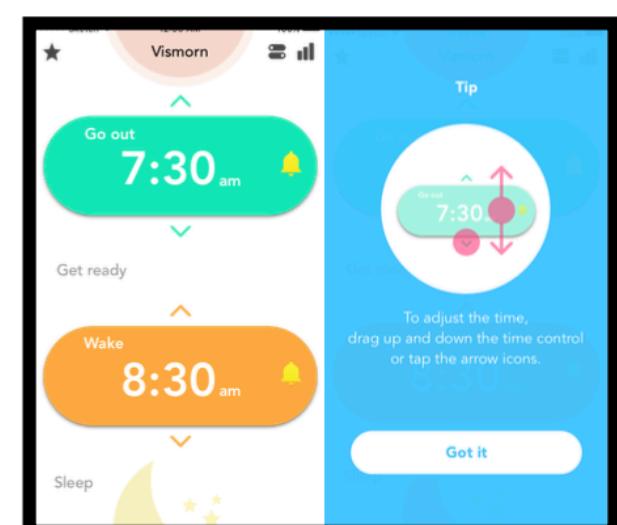
1st Functional Prototype (InVision)



2nd Functional Prototype (Framer.js)



3rd Functional Prototype (Framer.js)



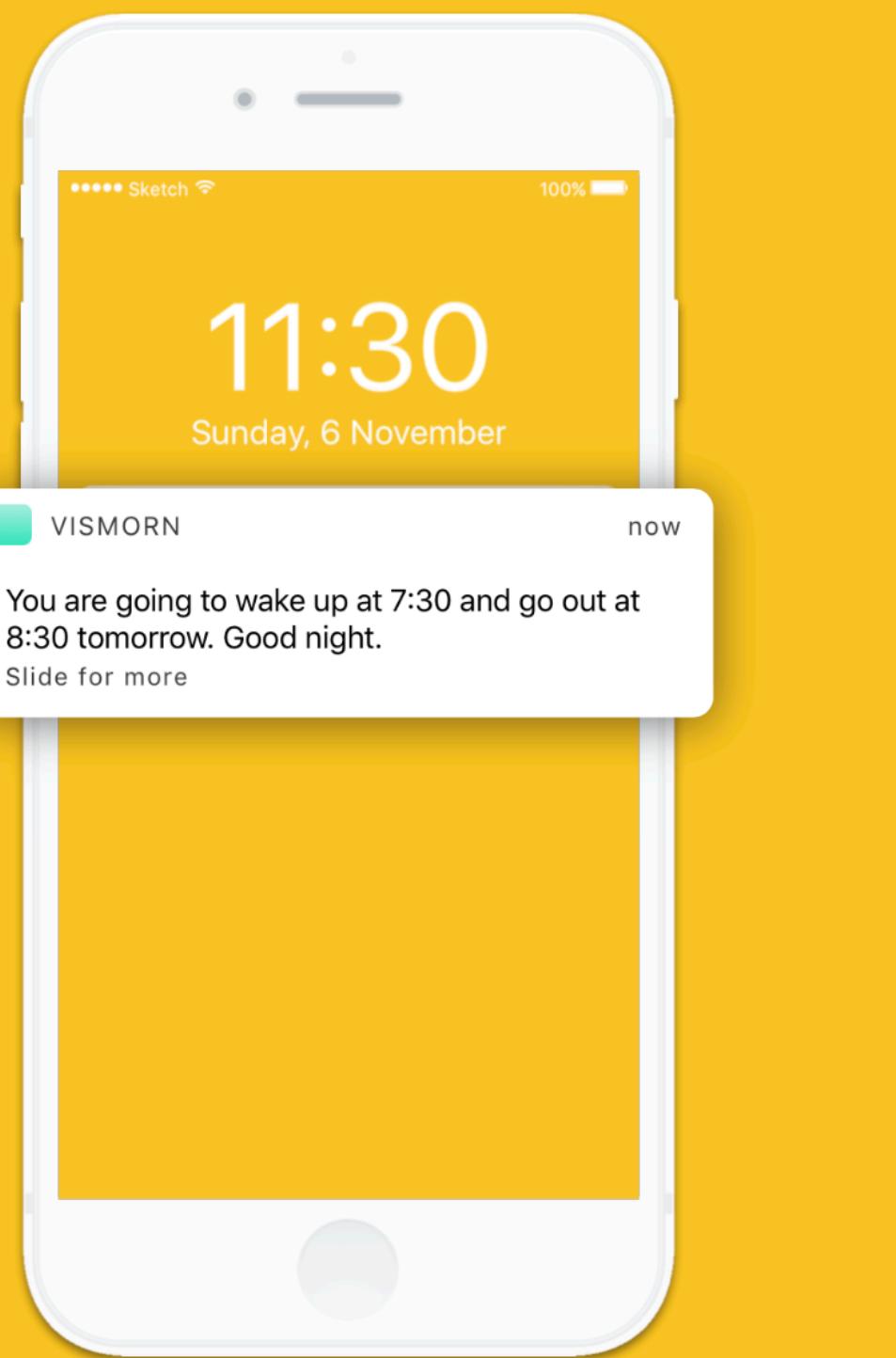
“ Compared different ways to set time to find more effective one

“ Provided initial guide

Design Results

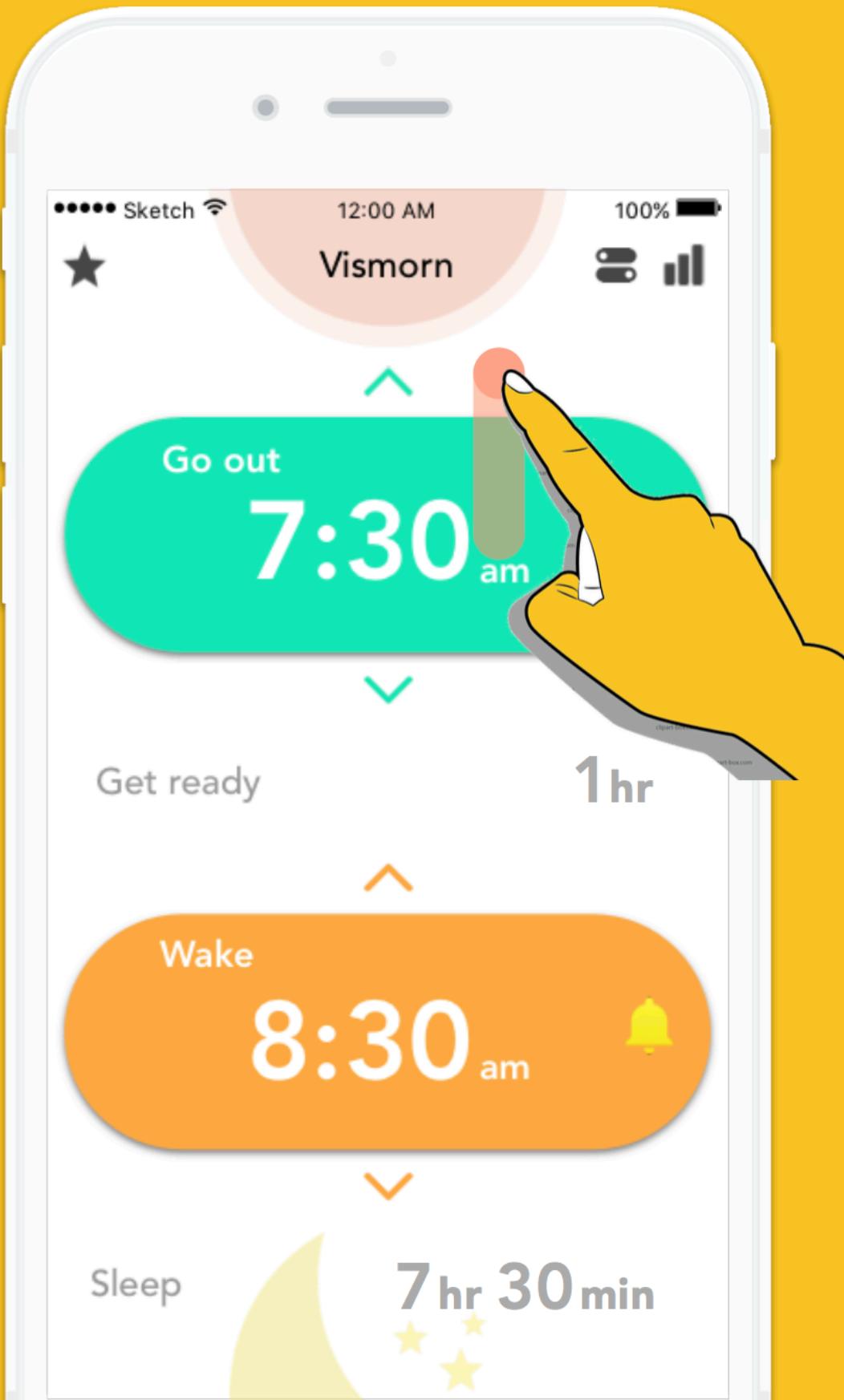
1 Alarm Brief at night

Remind a user of her alarm time



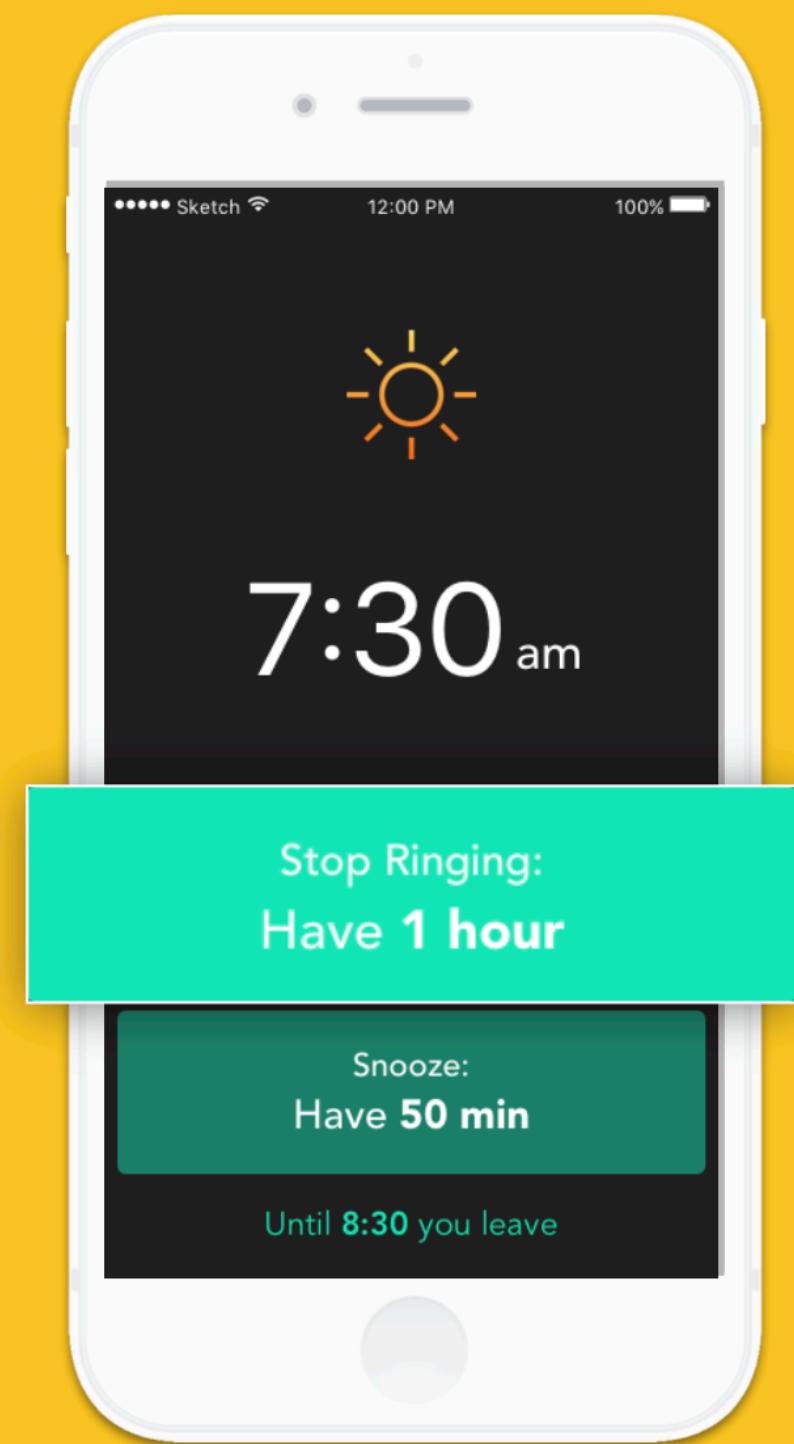
2 Goal-oriented Alarm

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



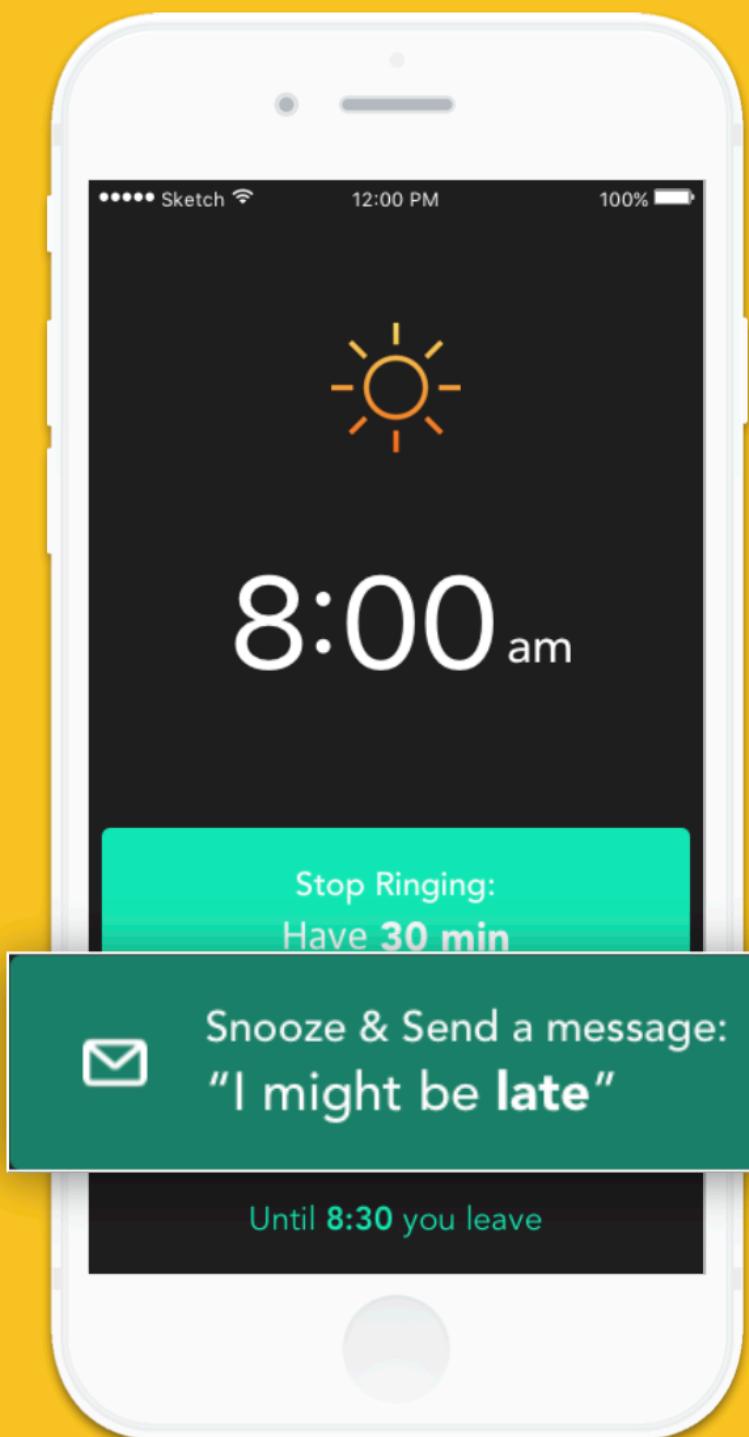
3 Context-aware time info

Show the remaining time information when snoozing and waking up now



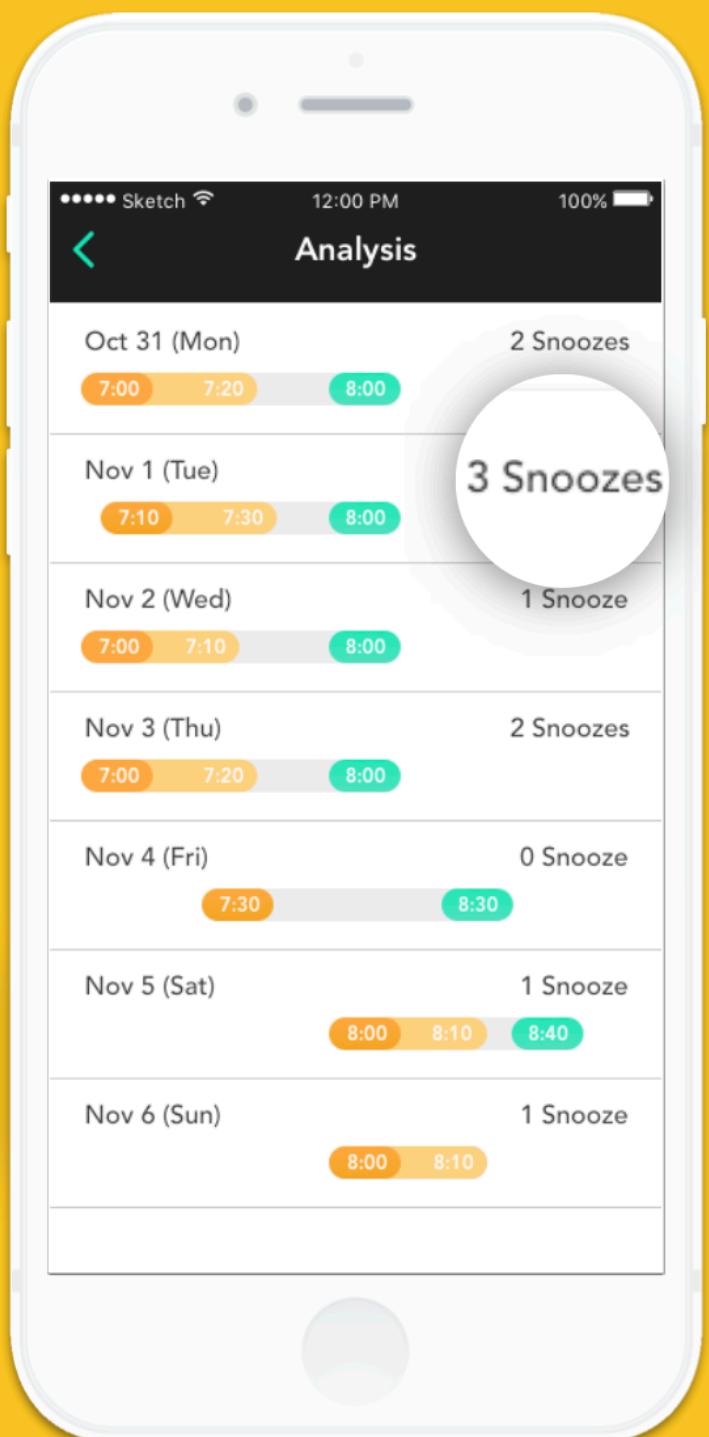
4 Snooze Warning

Give a warning after passing the snooze limit.



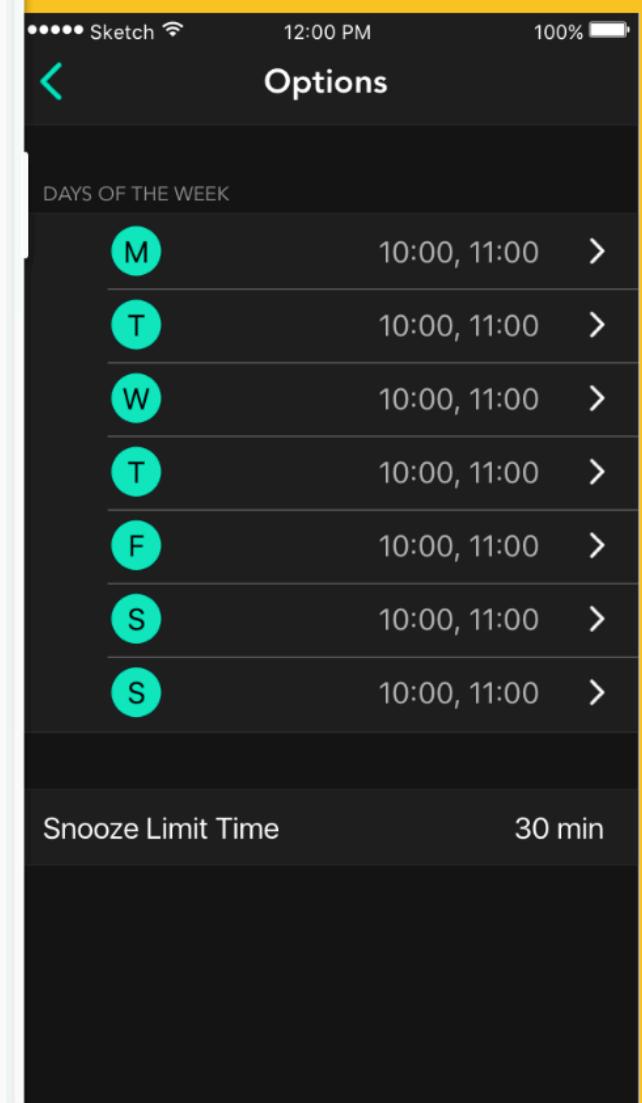
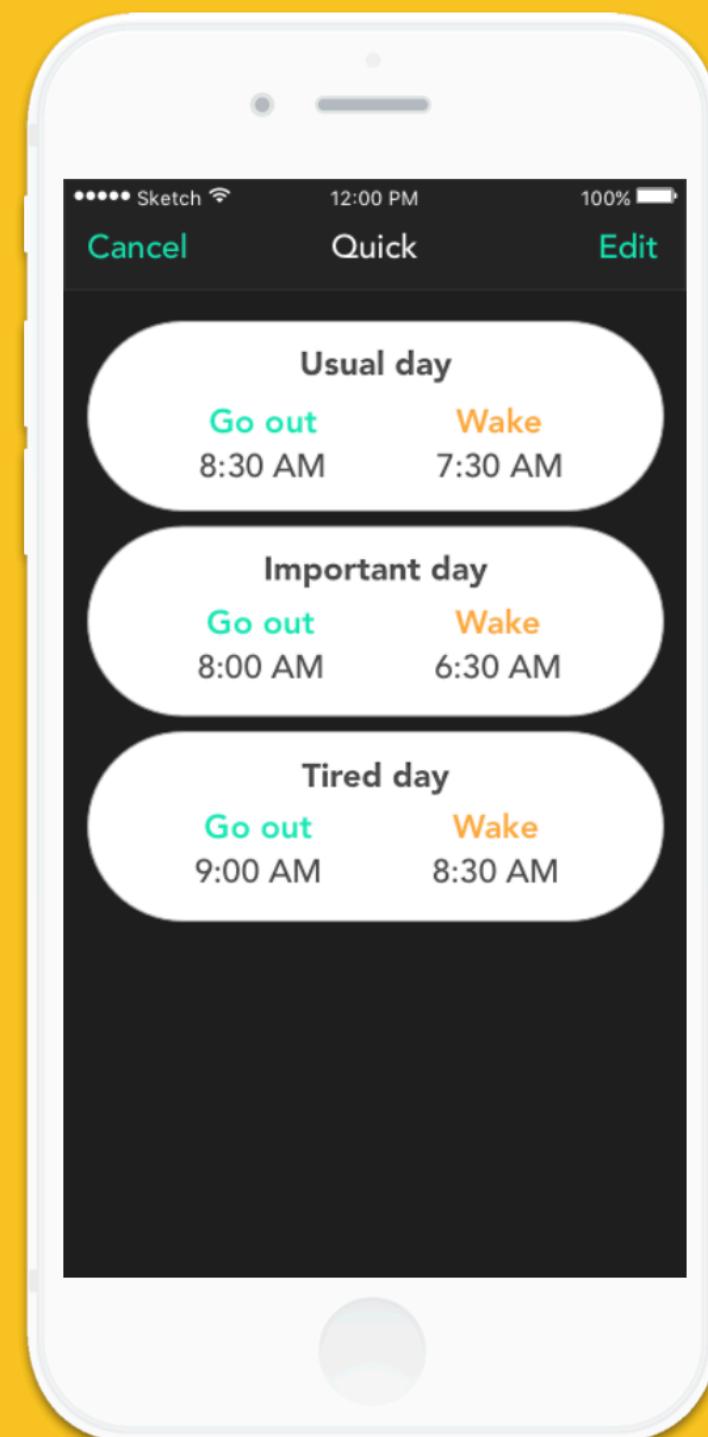
5 Wake-up History

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

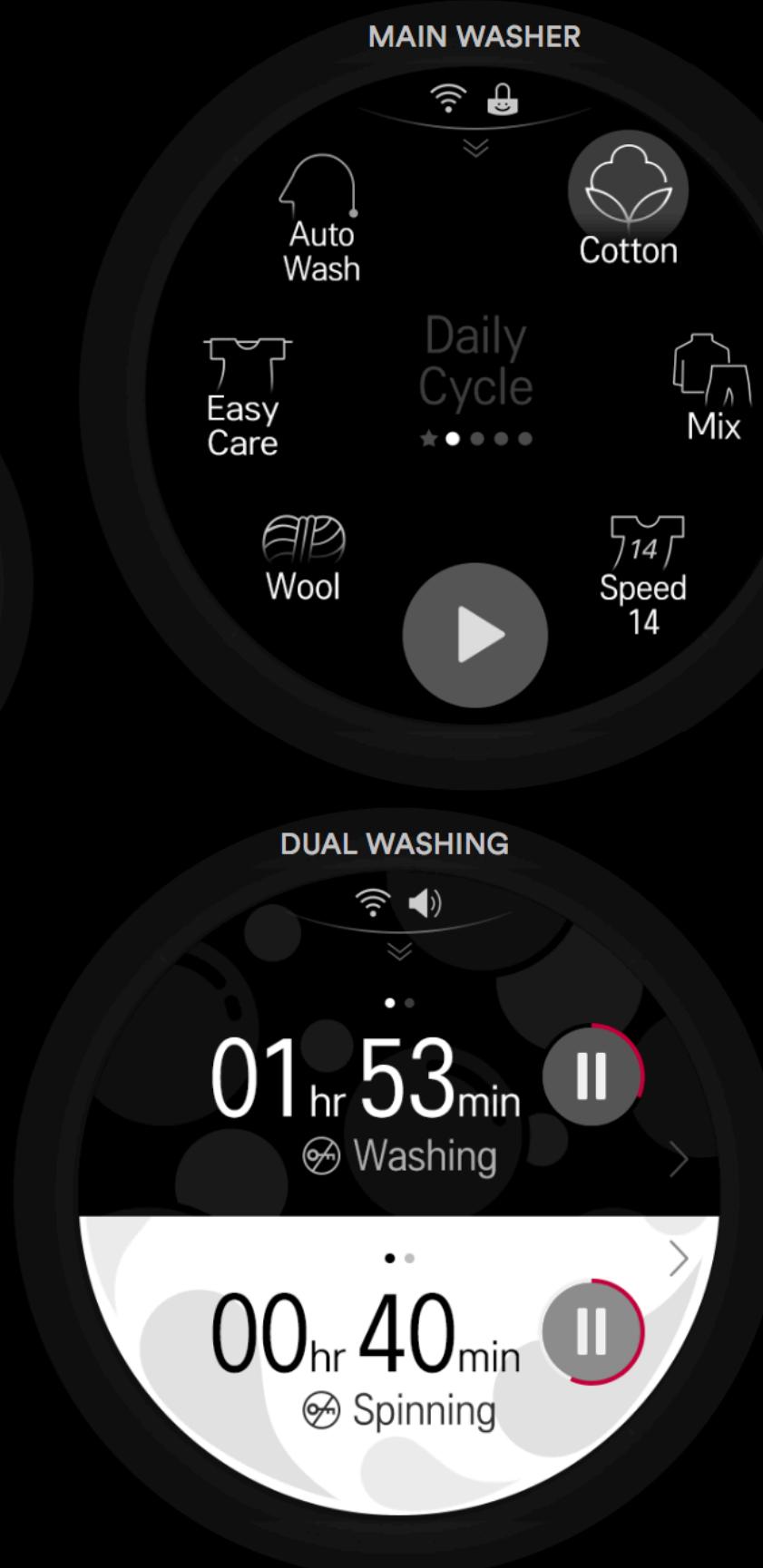
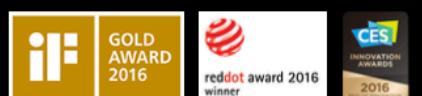
Personal, Jan 2015 - Mar 2015

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



03

Commax Smart Home Products

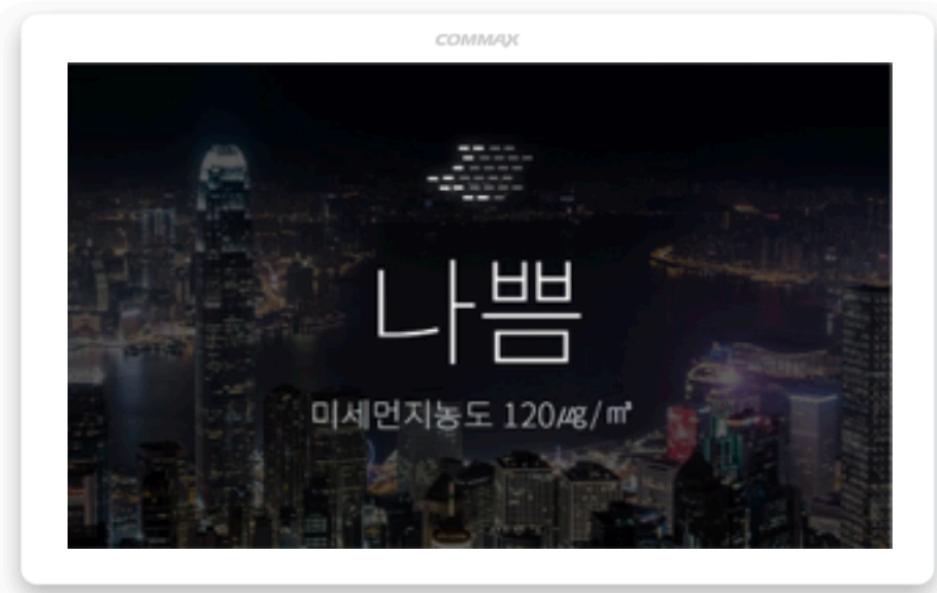
Procesional, Nov 2016 - Dec 2016

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.

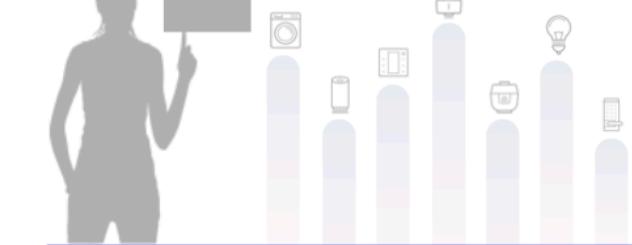
COMMAX



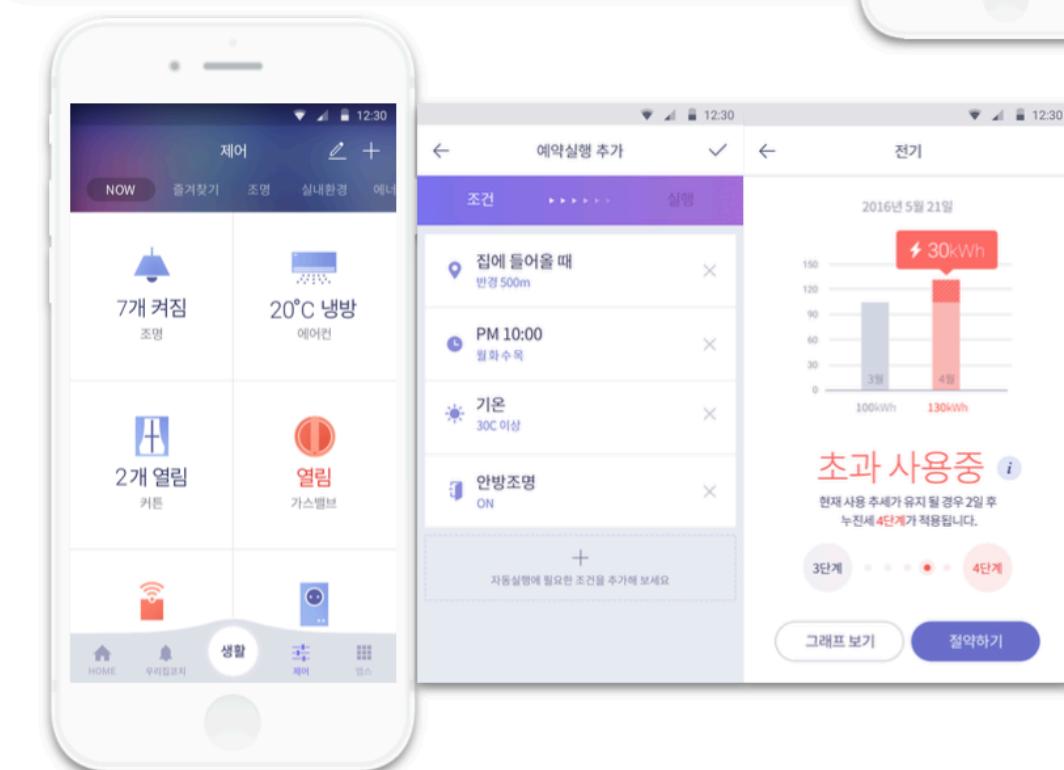
Scenario > Design Strategy > Wireframe

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, 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. 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 Abstract



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, 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 Select an item beyond display

Select ingredients and confirm order in a food store

Eye tracking

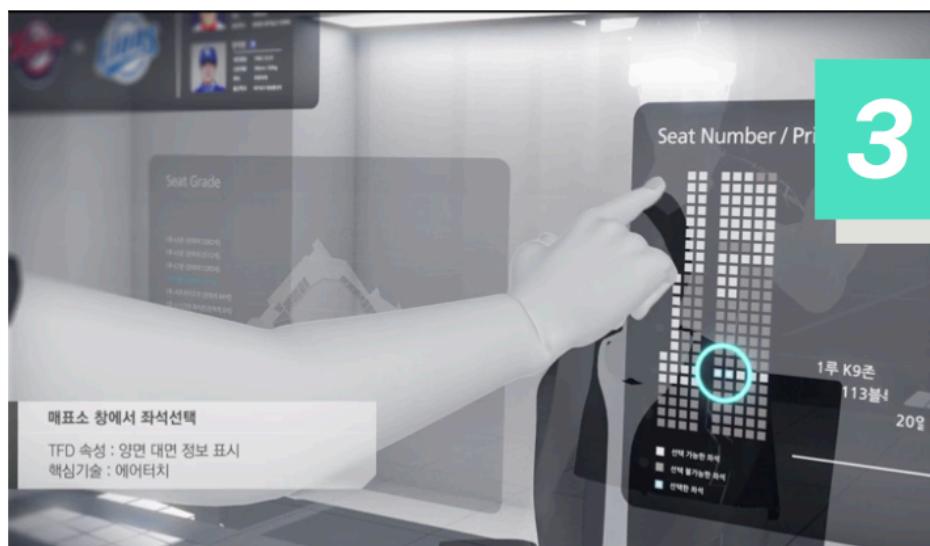
Tangible UI



2 Show details about an item on display

Confirm item information or compare multiple items in a jewelry store

Tangible UI

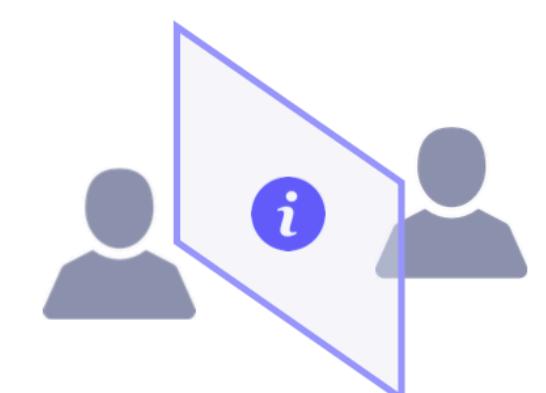
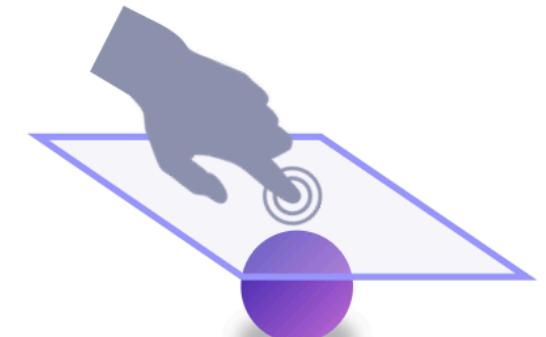


3 Share information through display

Provide and check seat information in a ticket box

Gestture interaction

Head tracking



06

Samsung Intranet Service Mobile App

Professional, Nov 2016 - Dec 2016

Role
UI Design

Domain Intranet **Platform** Tablet, Mobile

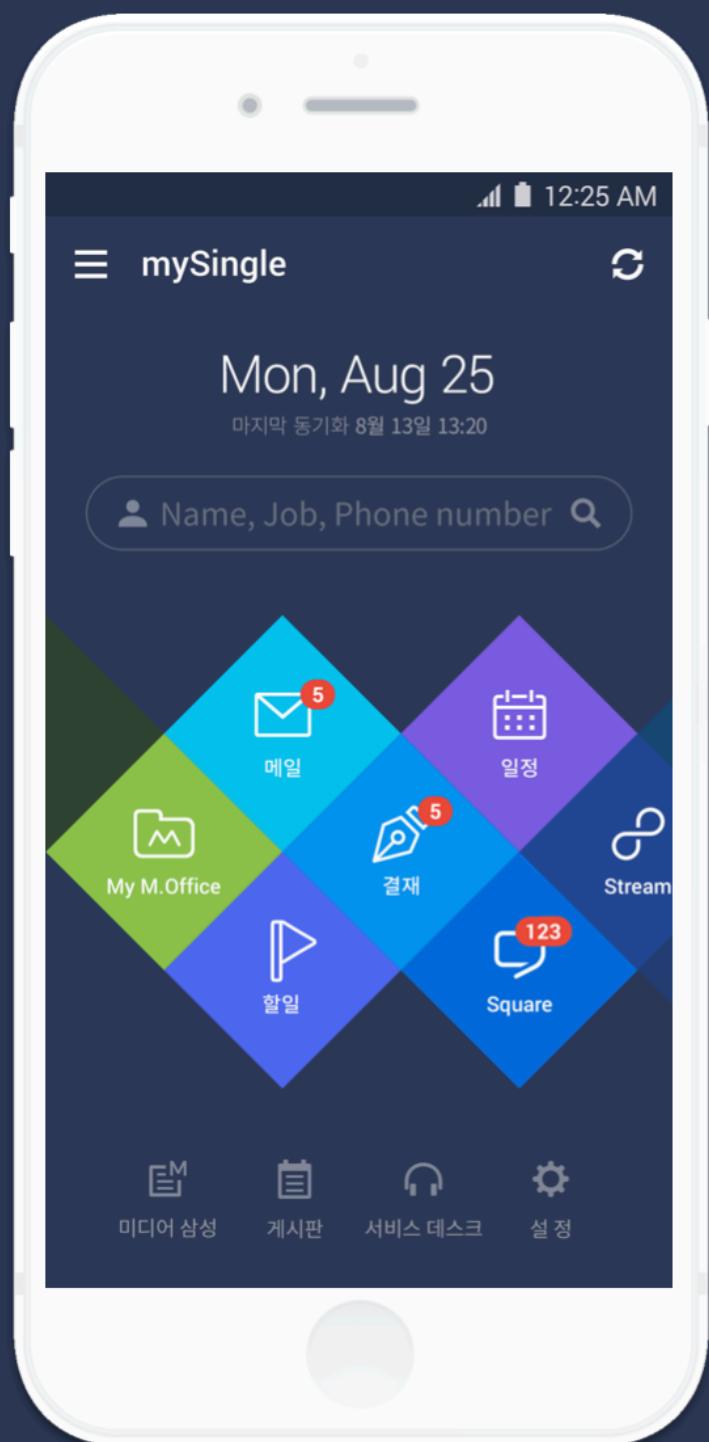
MySingle is an intranet service used across Samsung, supporting various work-related tasks. We redesigned the service to provide personalized interfaces based on the different positions and fields of users. We attempted to minimize navigation depths and screen transitions by enabling users to accomplish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

SAMSUNG

1 Efficient information filtering and at-a-glance dashboard

mySingle Main Hub

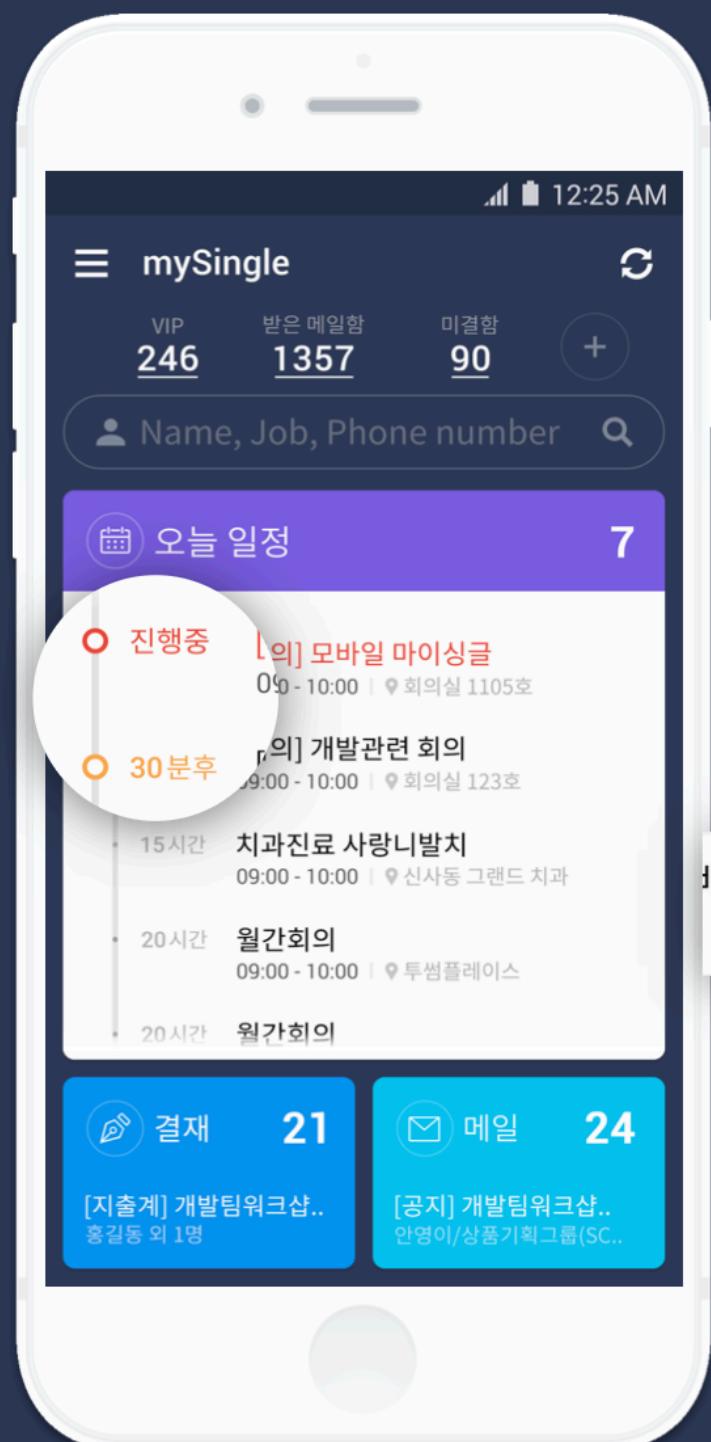
Display menu items and notifications and provide an integrated search



2 Personalization based positions and task types

Overview task information

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



3 Enhanced workflows through shortcuts and previews

Detailed task information

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



07

Samsung Smart TV UI Guideline & UI Redesign

Professional, Nov 2016 - Dec 2016

Role
UI Design

Domain Platform
Electronics TV

We improved the user interface of the Samsung Smart TV'16 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.

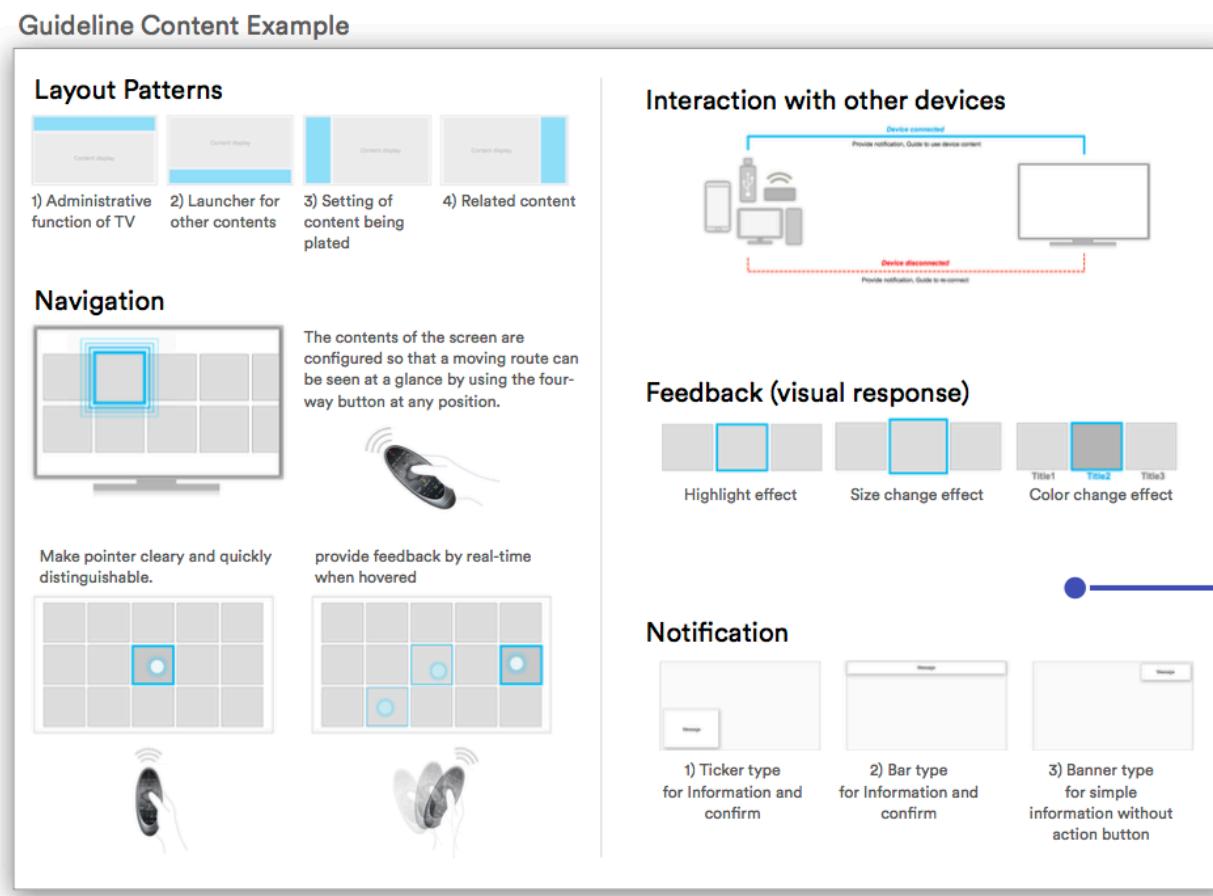


2015 Smart Hub UI Redesign

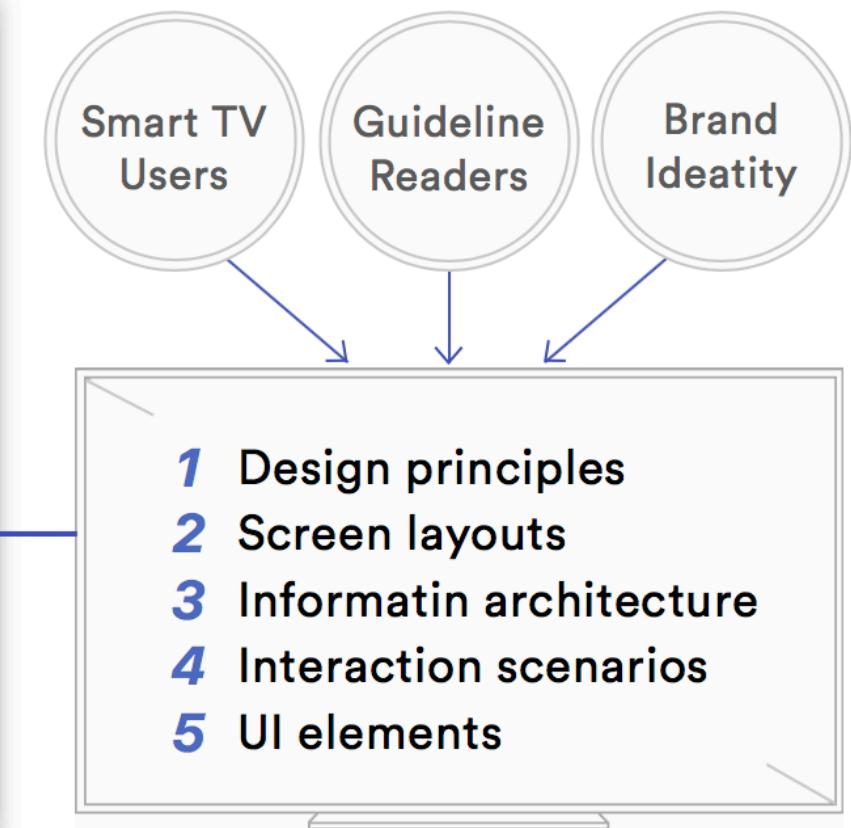
- 1 Improved interaction scenarios
- 2 Designed consistent UI elements

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

Groooovy Easy Beat Maker

Personal (Team), Nov 2016 - Dec 2016

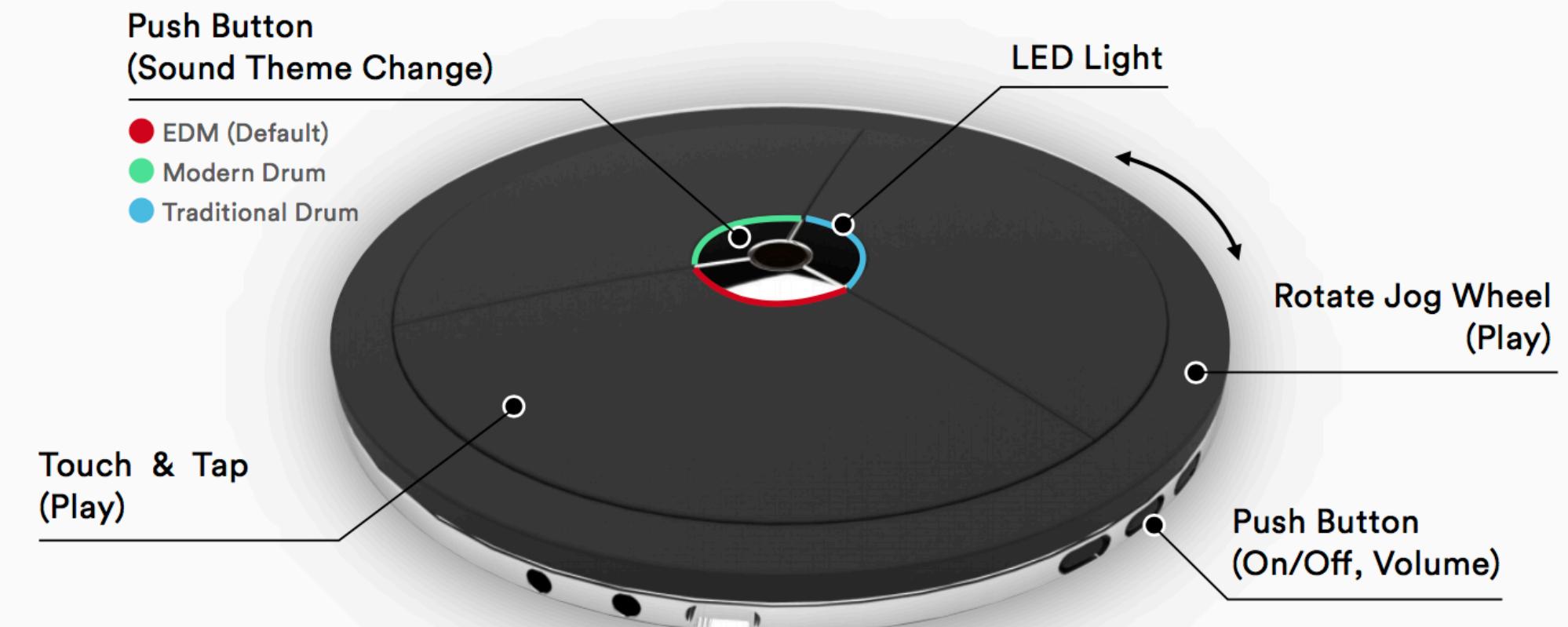
Role
User Research, UX Design

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.

groooovy

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

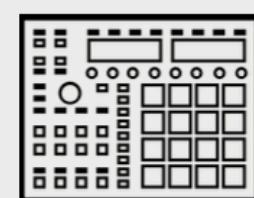


Product Concept

Easy to use

Portable

Playful



Launchpad
Digital instrument
+ customizable sounds
(make & remix)

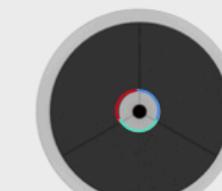


Djembe
Traditional instrument
+ high accessibility
+ low learning cost

Interaction Scenario



Beat
recognition

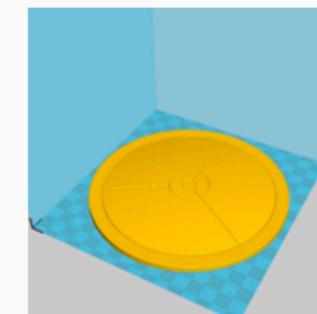


Rhythm
Guidance



Play and
Learn

Prototype



09

Time Trancendence

Personal, Nov 2016 - Dec 2016

Role
Concept modeling, UX/UI Design

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

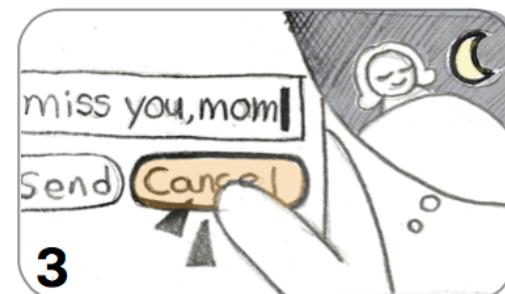


1 My mom and I live in a different time zone.



2 I always miss mom but especially in the afternoon.

Observation < Ideation < Concept Modeling < Wireframe < Visual Design

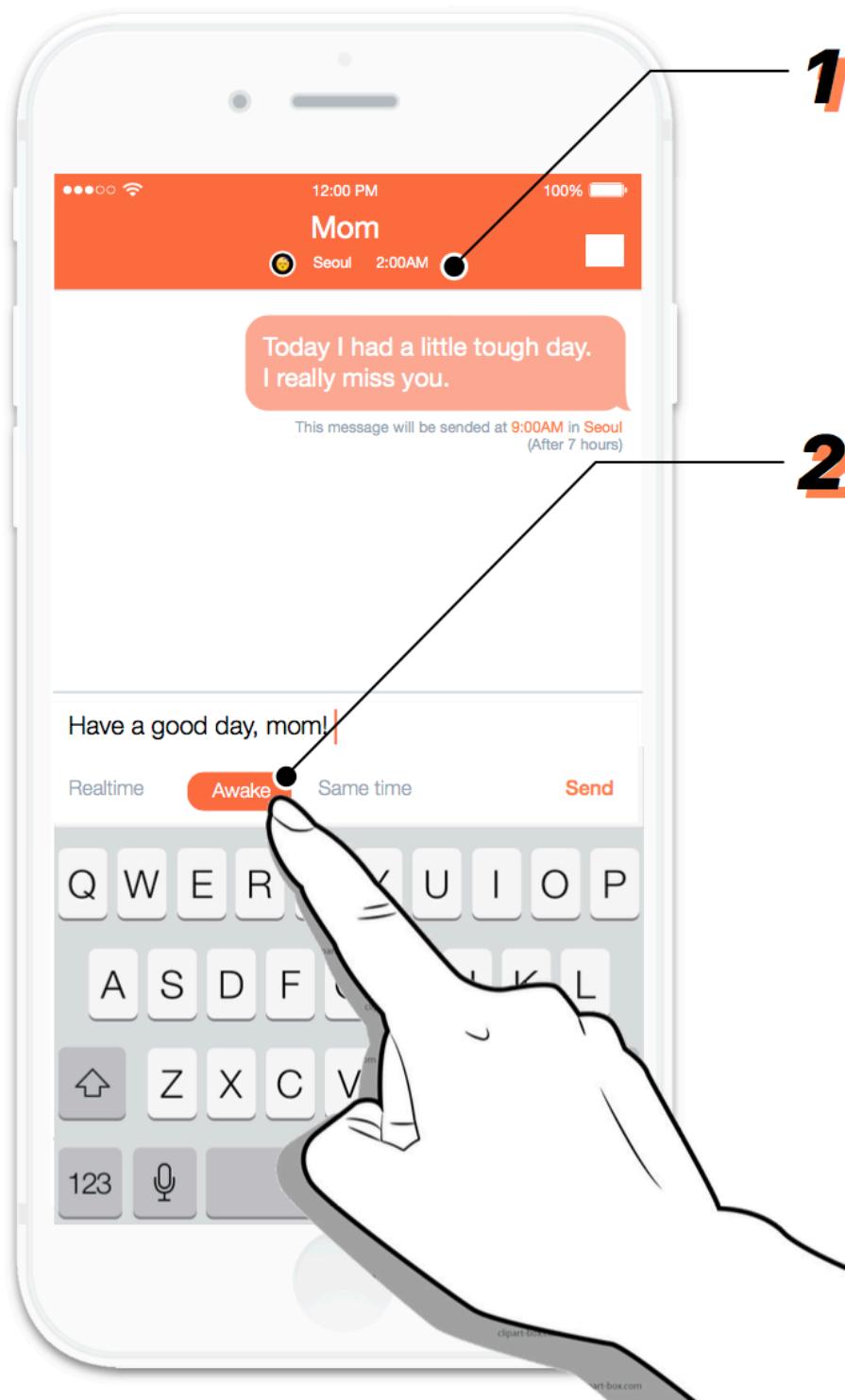


3 Mom usually in deep sleep at that time so I avoid sending a message not to wake her up.



4 My mom never know my caring love for her.

Solution



1 Sleep/Awake Status & Time Information

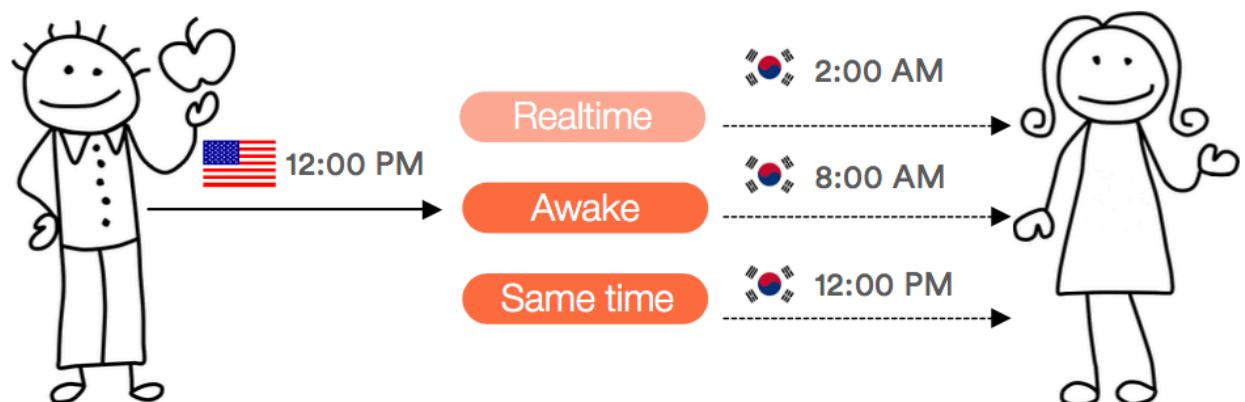
A user can check an awake status and time of a receiver before sending a message.

Sleep Seoul 2:00 AM

Awake Boston 12:00 PM

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

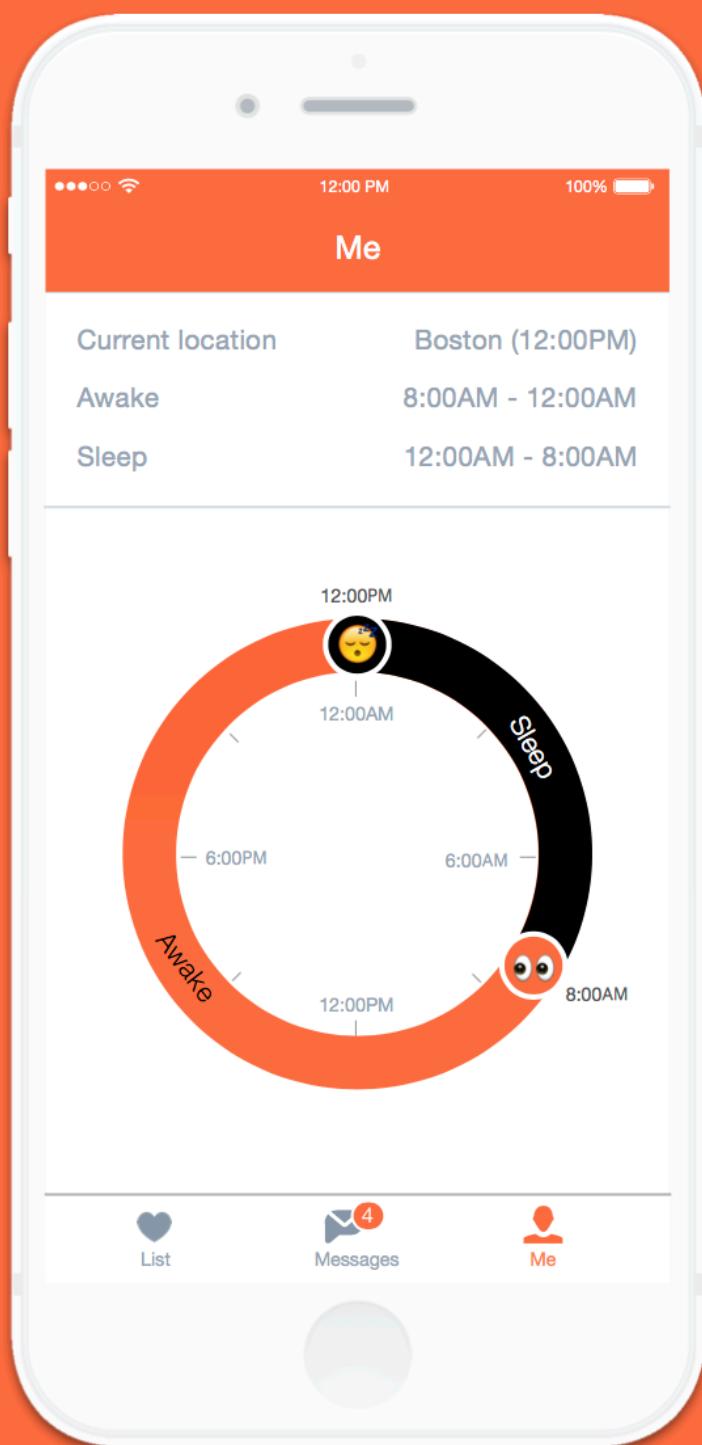
Alleviating concerns in the absence of communication

Staying connected even if being remotely located



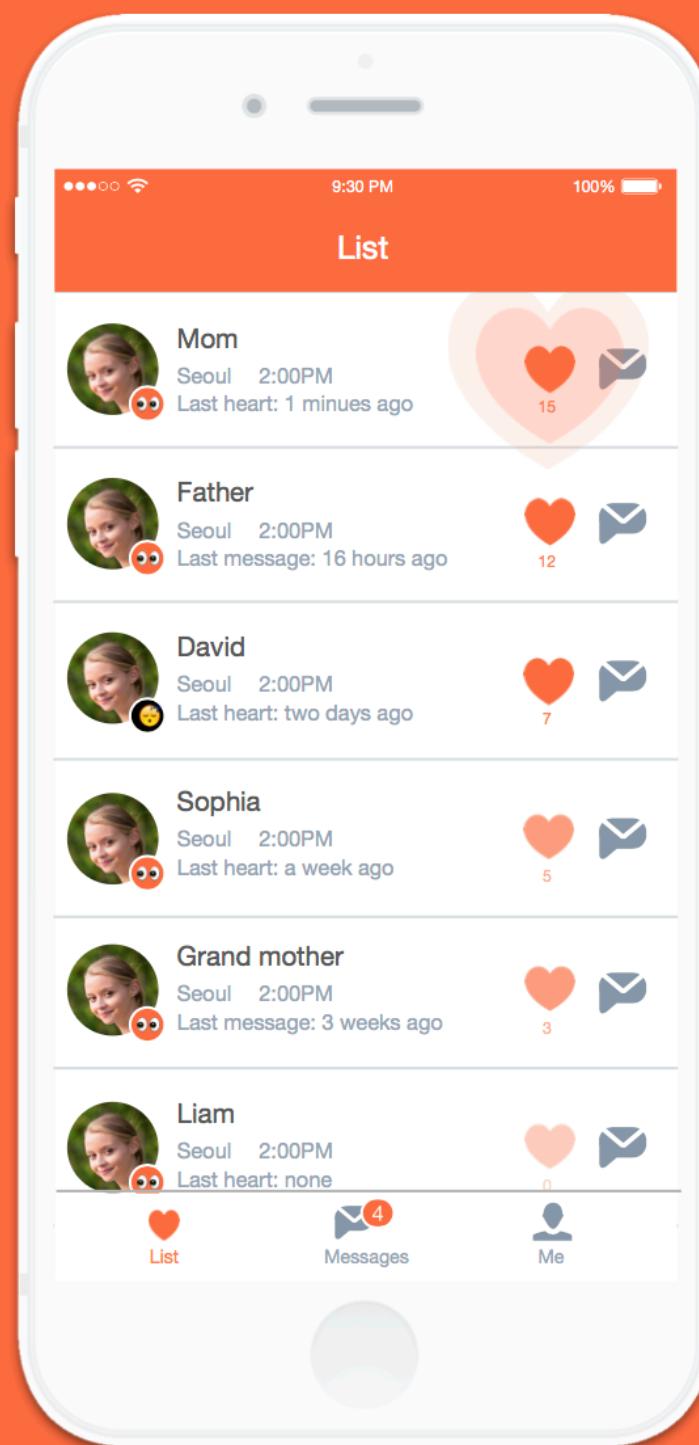
3 Set Up Daily Cycle

Set times when awake and when sleeping



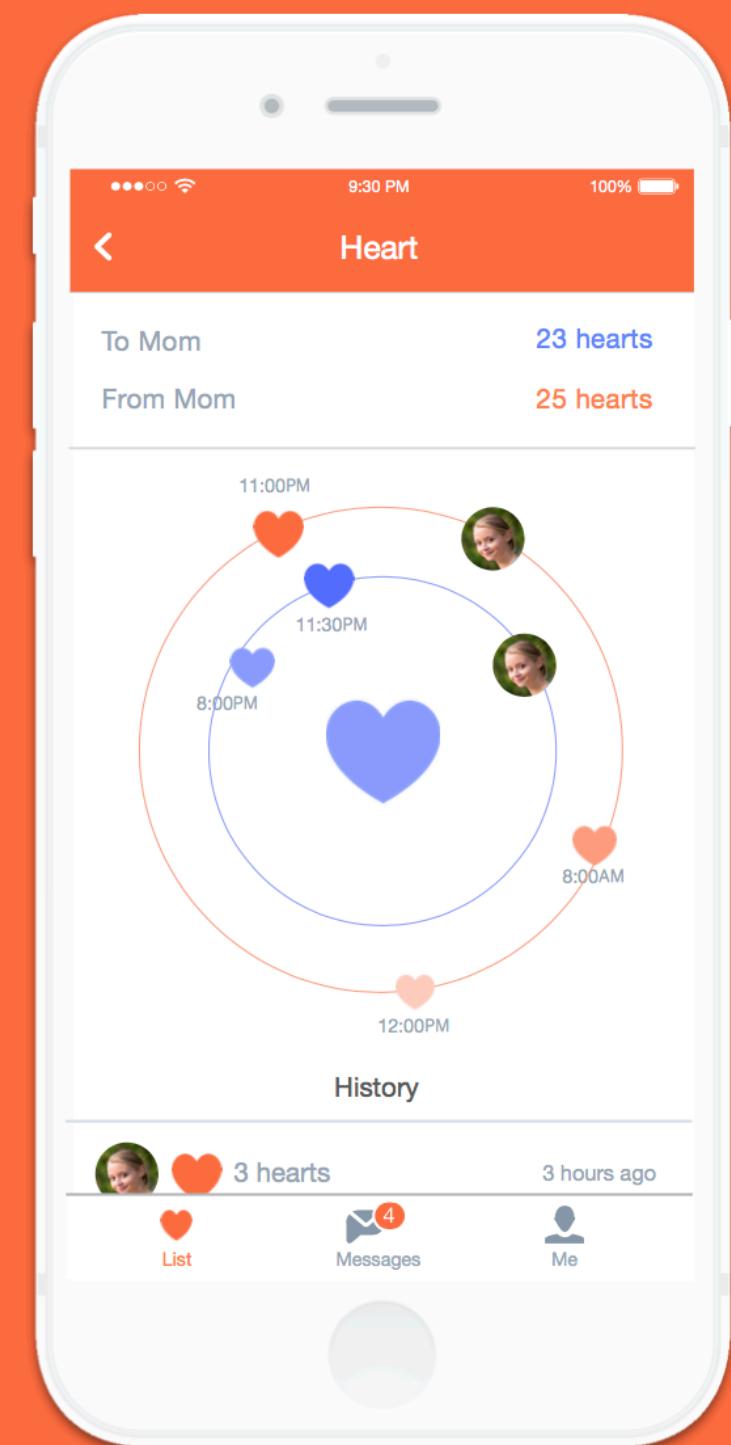
4 Express Care with Heart

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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