

PORTFOLIO

JANICE TJAN

HELLO!

I am **Janice Tjan**, a designer that collaborates with blue-sky thinkers by encapsulating their big ideas into personal experiences.

Complex ideas do not need to be complicated!
I believe in creating well designed objects and experiences that...

... respect people. Good designs respond to different levels of experience and make a good faith effort to help them understand big ideas.

... retain nuance. Good designs prevent misinformation and disinformation that comes with over-simplification.

... delight and excite. Good designs inspire users to invest in learning about and exploring big ideas

In this portfolio I have included projects that demonstrate my design philosophy, showcase my skills, and represent my expertise.

02 - 06
07
08 - 10

**LISTENING IN
HEAR WE ARE
AISLE ASSIST**

Check out my other platforms and social media:



LISTENING IN

AN EXPLORATION OF FORM FOR HEARING AID DESIGN

How may we look to **redesign hearing aids to transform their appeal**; remake them into devices that people look forward to using, rather than dread having to consider?

SPRING 2022

Thesis Advisor: Marcelo Coelho

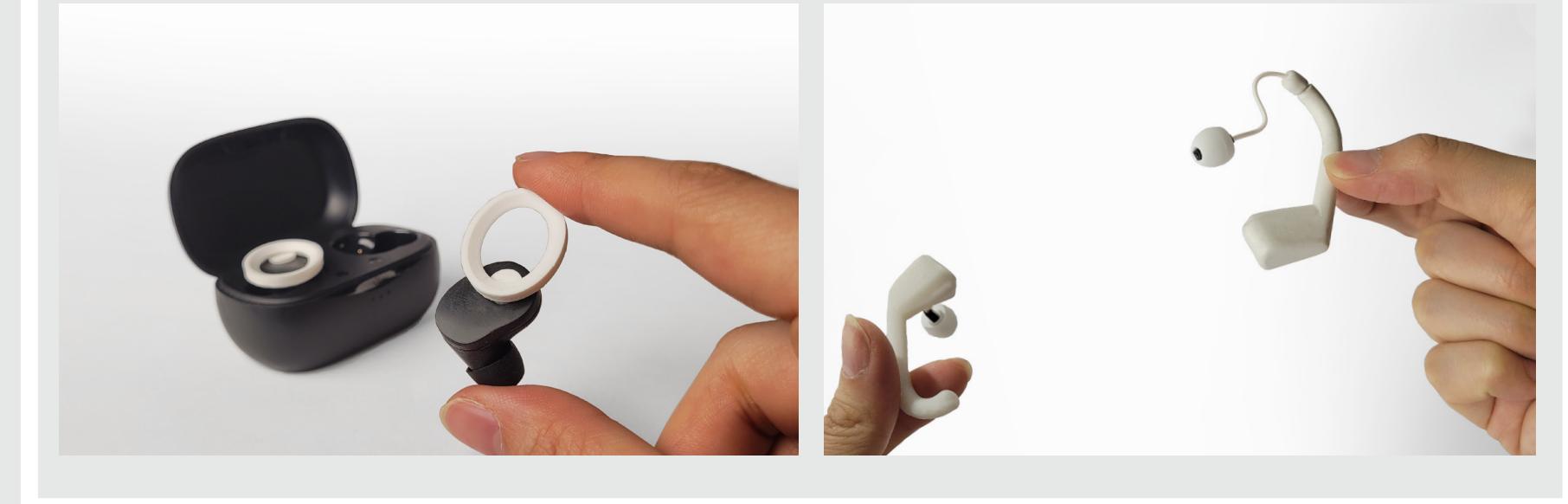
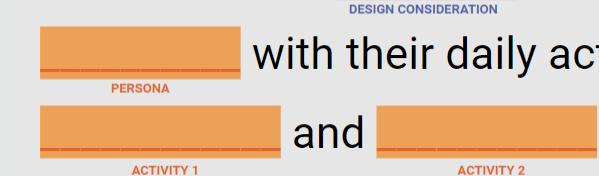


"Now, the world has changed in the last few years because of the regulations... It is a good time to be someone with hearing loss. They'll be lots of options. They'll be cheaper and more accessible."

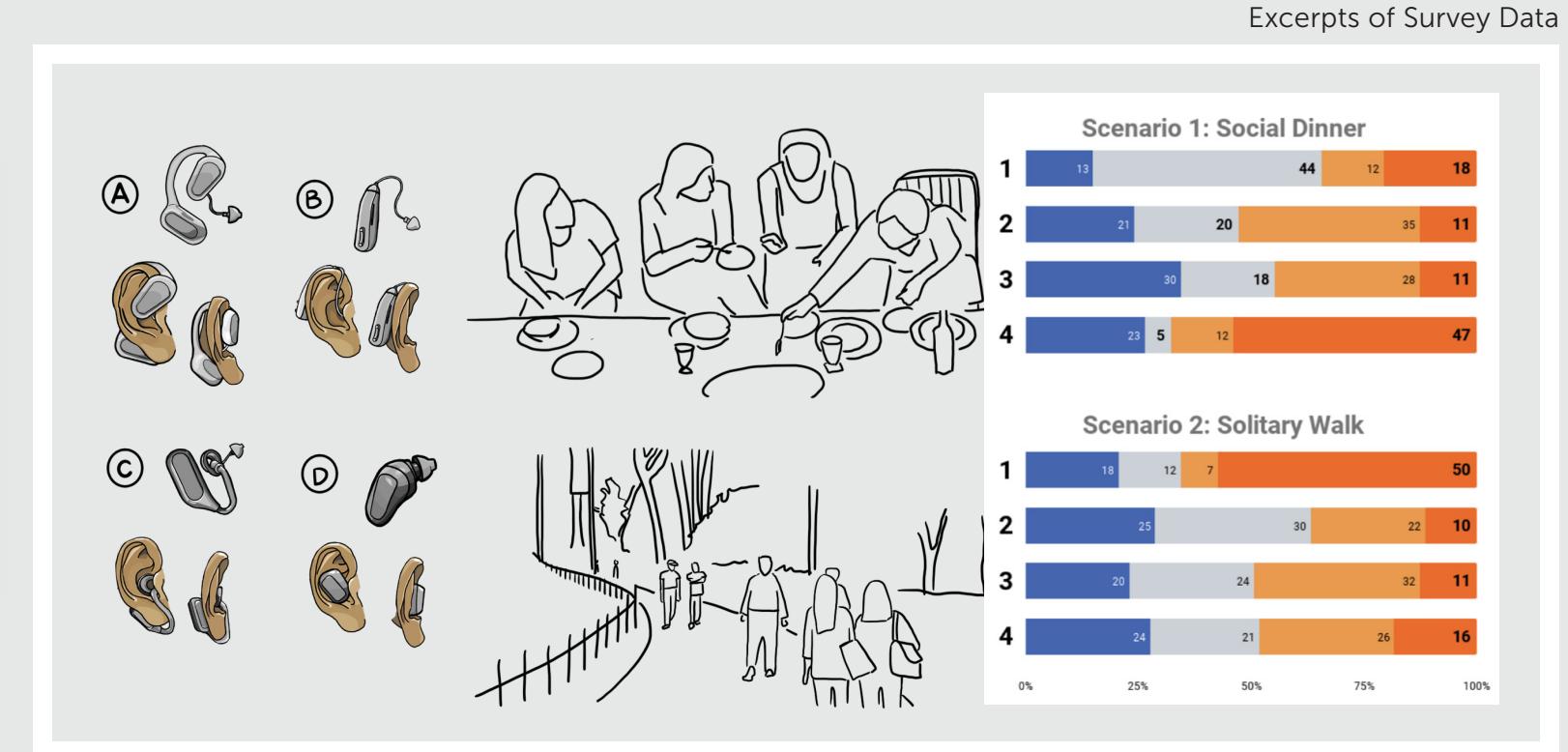
- Andrew Sabin, research engineer @Bose



"Let's design a **_____** hearing aid to help **_____** with their daily activities like, **_____** and **_____**."



A diagram representation of the design method. Persona information is depicted in orange. The same design method and its corresponding inputs are articulated as a sentence.

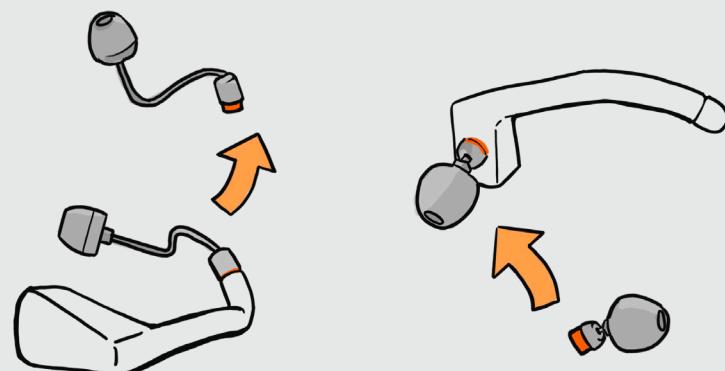
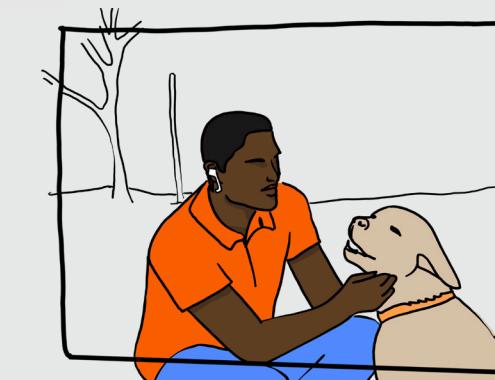


Motivated to inspire more proactive hearing aid adoption and retention, this thesis explores how to generate new forms for OTC hearing aids design centered around the lifestyles of its users. Strategies utilized for finding inspiration for new forms included understanding the opportunity gap within the hearable category and exploring the opinions surrounding existing hearable forms.

Input was gathered from makers, wearers, and viewers of hearing aids via surveys, interviews, and co-design sessions. The output was key learnings which were synthesized into a set of design considerations and a new design method for generating hearing aid forms.

Man in his 40s who is active and has mild hearing loss. He does not want to look older than his age, but also wants to continue to be able to communicate effectively.

"Let's design a **versatile** hearing aid to help **Keith** with his daily activities like, **teaching** and **walking his dog**."

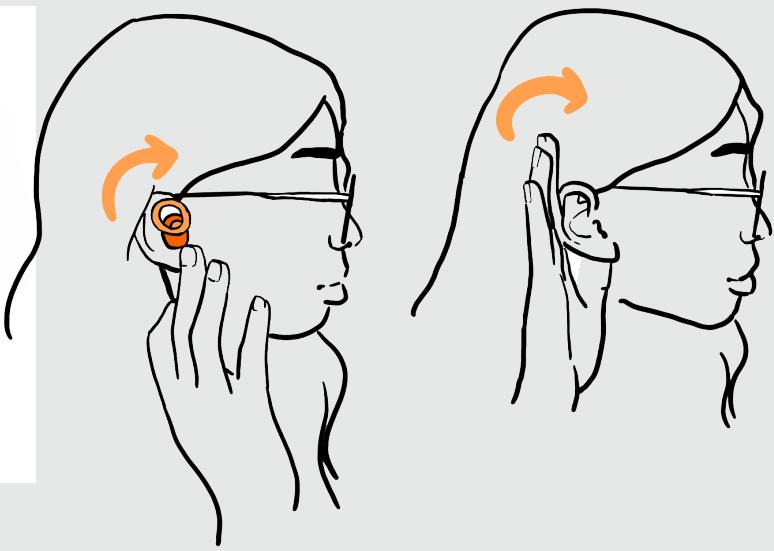
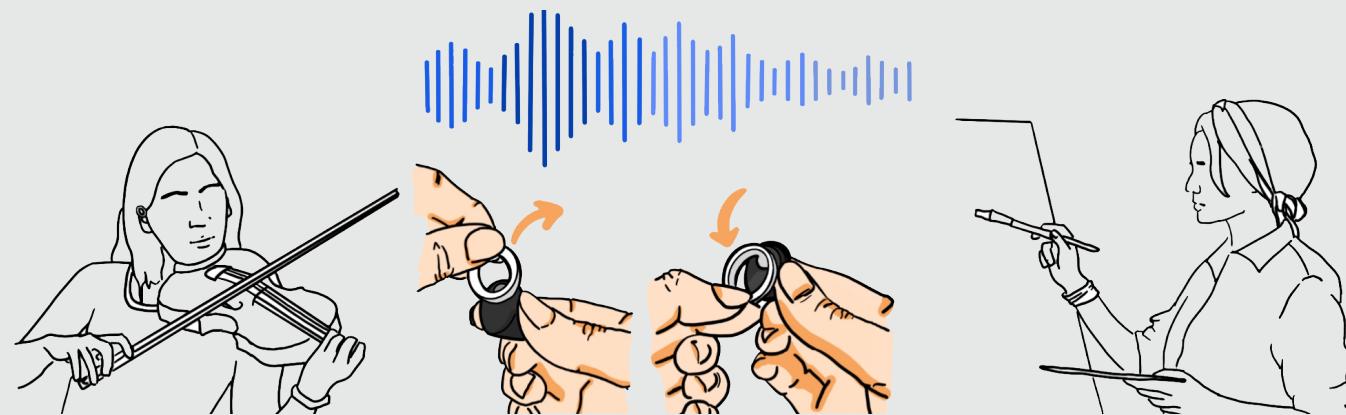


The two example implementations are designs that are not only visually evocative but have functions that assist in and bring delight to the many 'jobs to be done' in their daily lives.

Hearing aids solely designed for communication have failed to capture the hearts of prospective users. These prospective users have been deterred by a perceived lack of added value hearing aids bring in exchange for their maintenance and cost. Exploring hearing aid form and the potential added function they may contribute can be the added value these wearers seek.

Woman in her 50s who has moderate hearing loss and participates in activities that range from collaborative to solitary.

"Let's design a **expressive** hearing aid to help **Sam** with her daily activities like, **playing in orchestra** and **painting**."



HEAR WE ARE

EXPERIENTIAL HEARING PRODUCTION

How might we **empower people to learn about their own hearing loss and explore their options for addressing it?** HearWeAre is a service that provides impactful experiential hearing experiences that connect OTC companies with consumers directly.

SPRING 2022

Advisors: Joseph Coughlin, Sheng-hung Lee



"I just don't have any comparison. I do not know if my sisters hear better... we do not talk about it much."

-Mary
MIT AgeLab 85+ Lifestyle Leader



1. Space Scouting



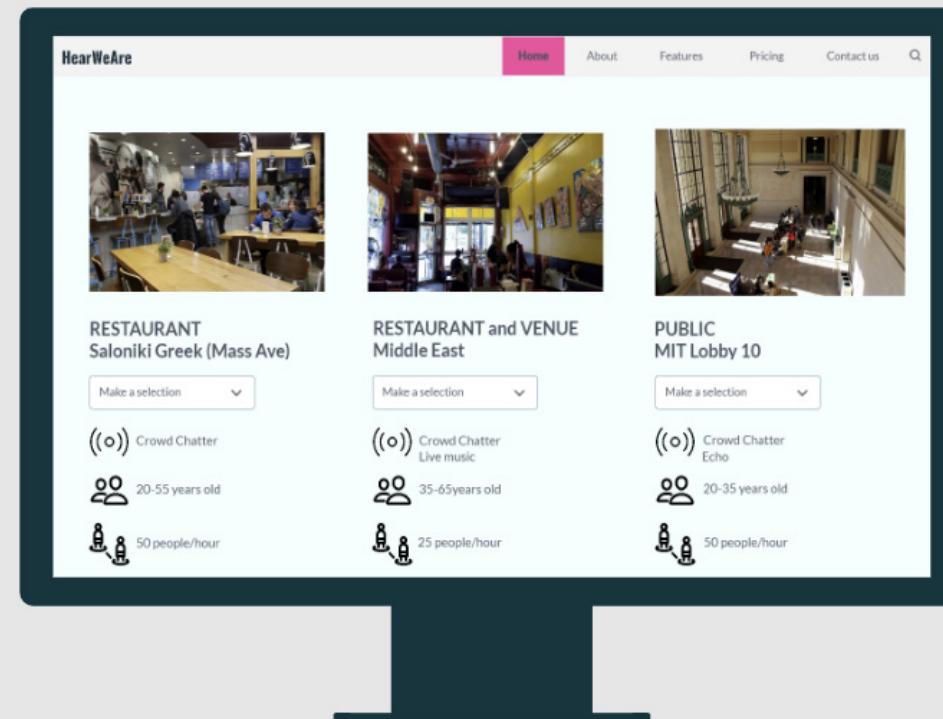
2. Planning and Design



3. Pop-Up Implementation



4. Post-Event Evaluation



Starting at a website like this, distributors can reserve spaces based on their sound qualities to optimize live demonstrations of their hearing-aid products.



At an try-on event, prospective users can experience the benefits of being able to tune their hearing aids to their needs and collect information on how to buy a pair of hearing aids

AISLE ASSIST

ADVENTURE BEGINS WITH PEACE OF MIND

Transferring from aisle wheelchairs to the airplane seat can be **an uncomfortable and potentially dangerous experience.**

Aisle Assist is an aisle wheelchair that transfers travelers to their airplane seats safely and comfortably without an attendant handling their full body weight.



"It makes me uncomfortable. It can be painful if they transfer me incorrectly and bruises are a common occurrence. I've nearly been dropped. If I had a smoother transfer, then the whole experience would be better."

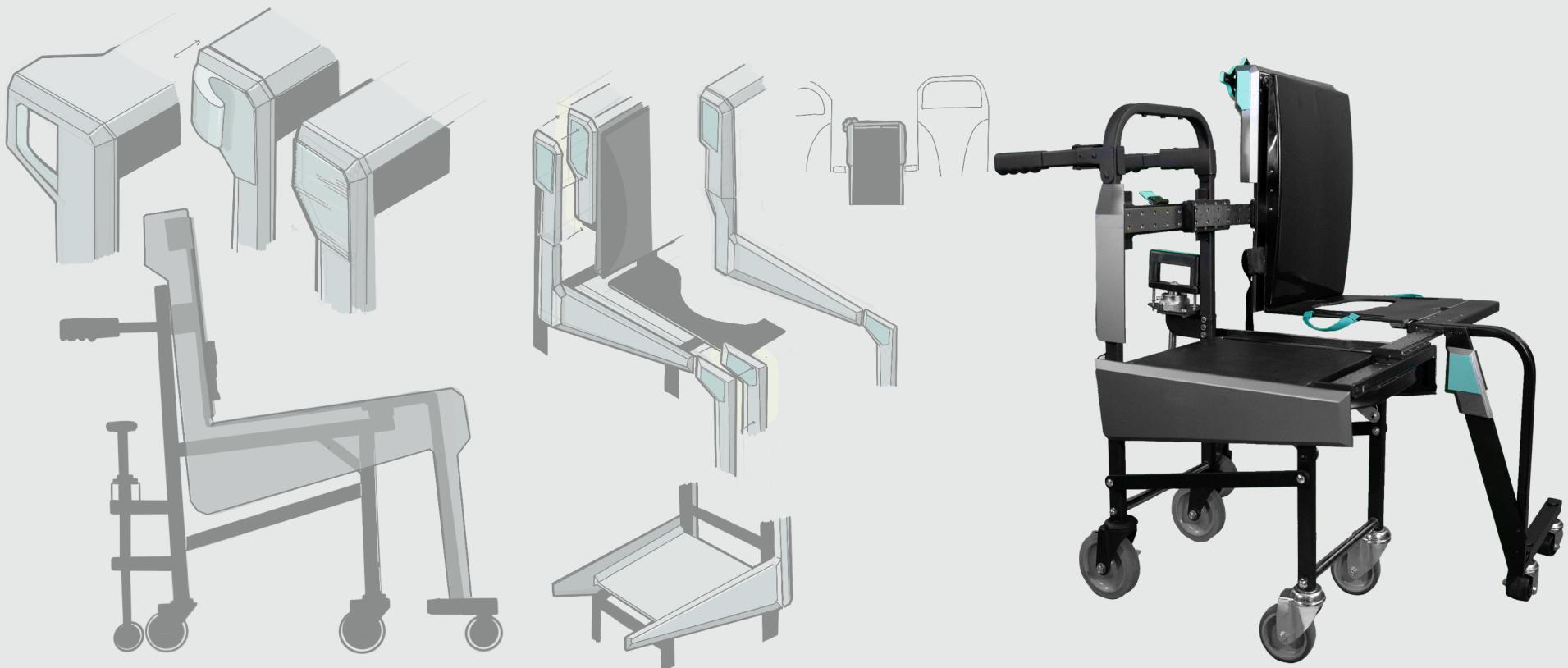
- Interview with Cole, a quadraplegic





My role on this 18-person team included being Story Officer and Interaction Design (ID) Lead. As a team lead, I aimed to develop my skills in translating creative potentials from multiple people into a cohesive product identity.

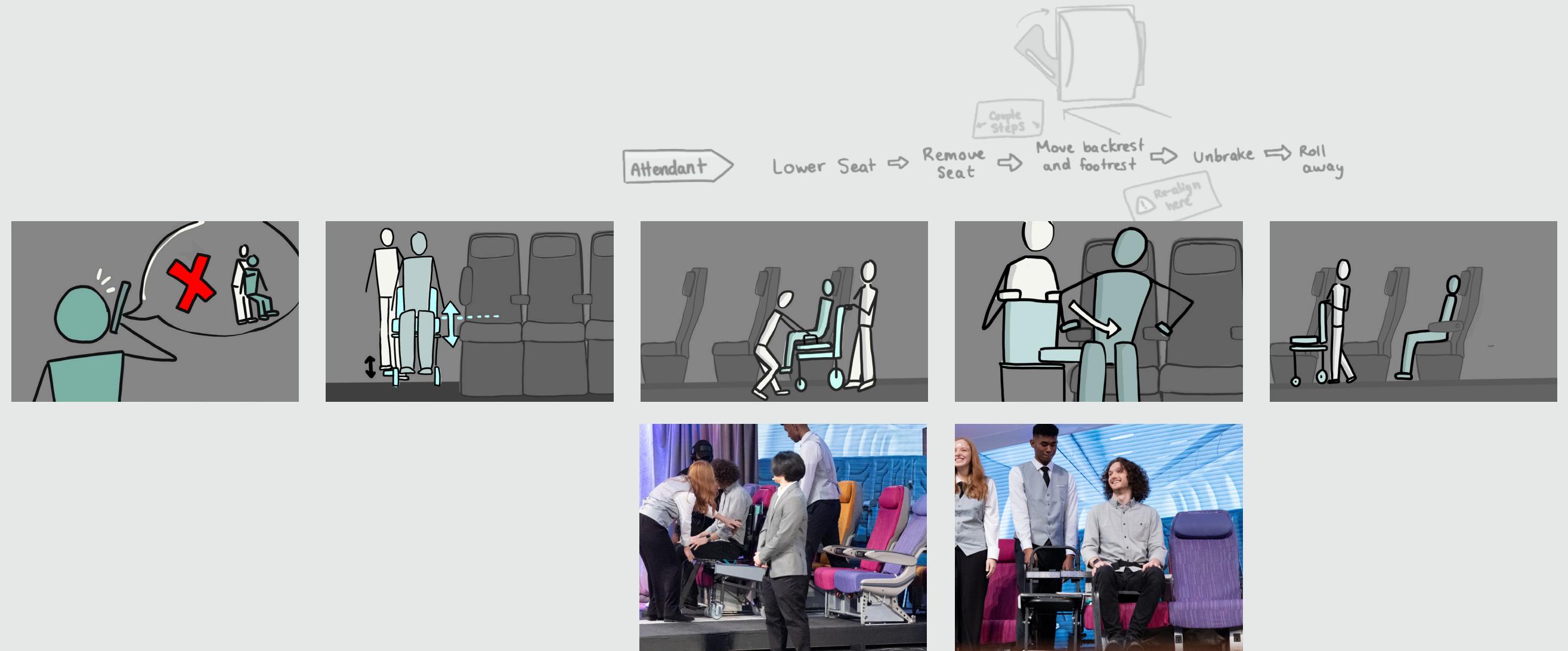
A persistent challenge was to develop the interface of Aisle Assist to make it more approachable to operate and sit on.



Our initial mockups of Aisle Assist showed technical promise but revealed anxieties caused by its appearance for users. Our first round of testers described our device as "intimidating [with] a lot of hard edges..." and "a bit like a portable toilet."

I took on the challenge of designing and building casing that would have both an aesthetic purpose and the

functional purpose of being a handle to deploy the transfer seats of Aisle Assist. I conceived a casing that created a strong profile for the chair giving it a modern look and blending the many moving components into one unified image.



Interaction mapping, story boarding, and the final process.

