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UI / UX PORTFOLIO

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# WASHINGTON WIZARDS

## END-TO-END DESIGN OF A SIGNUP PAGE

Persona Development | Wireframe | Prototyping | Axure RP | Photoshop

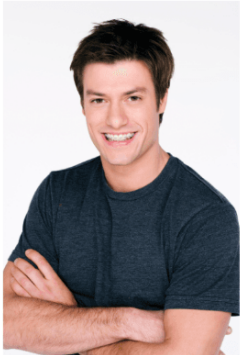
### Abstract

The question was posed to the class, how do we get people to signup to attend a Washington Wizards game? Starting from the development of a persona, to wireframing a basic landing page, prototyping a high fidelity UI and interactive UI to an actual launch-able landing page, experience has been gained in all facets of a UI & UX design process.

### Persona Development

Starting from developing the target audience and the persona of the audience we want to reach for a Wizards game, we decided to target two main audiences. A recent college graduate and also a middle school teenager. Data from NBA reports that the main audience of NBA games fall into the late 20's early 30's age bracket. However, teenagers also make up a substantial amount of NBA game attendees. Below are the two personas that have been developed.

**John Smith**



**Goals & Frustrations**

- Be able to attend Wizards games
  - Be able to do so quickly and simply
- Be able to attend with friends
- Current sign up for events is difficult and not intuitive

**Bio**

John Smith is a recent college graduate. After his graduation he has been able to secure a job at a local accounting firm that pays the median salary for his experience and level. John has been a life long fan of basketball and more specifically, the Washington Wizards. He enjoys attending the games with his friends and girlfriend. With the median salary however, John cannot afford to pay too much to attend the games.

**Preferred Channels**

Traditional Ads	
Online & Social Media	
Mobile Websites	
Desktop Websites	


**Die-hard Basketball Fan**

Age: 25  
Work: Accountant  
Income: \$55,000 Annual  
Family: Single  
Location: College Park, MD  
Character: Basketball Fan

**Personality**

Introvert	Extrovert
Passive	Active

Michael Walker



**Goals & Frustrations**

- Attend a Washington Wizards game.
- Games are pricey
- Cannot sign up without a credit card

*"Going to a Washington Wizards game is my dream!"*

Age: 12  
Work: Middle School Student  
Location: Washington D.C.

**Personality**

Introvert

Extrovert

Passive

Active

**Bio**

Michael Walker is a middle school student who's dream is to attend a Wizards game. However, since he is still underage, he cannot sign up nor pay for the tickets without parental guidance. Michael hopes that the Wizards can come up with an easy and parent approved method that will allow him to attend many games in the future!

**Preferred Channels**

Traditional Ads

Online & Social Media

Mobile Websites

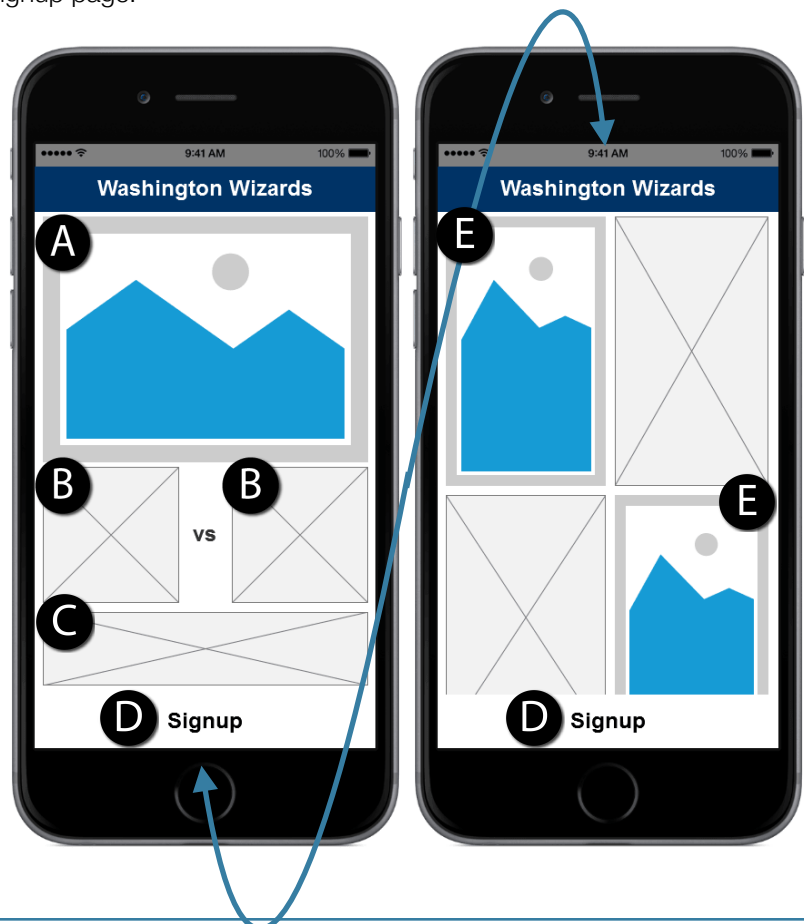
Desktop Websites

## Wireframe

With the majority of users having convenient access to mobile devices, we developed a basic annotated wireframe of the mobile interface and also flow of the signup page.

### Home Page & Content Page

- A. Full sized image of NBA player
- B. Place holder for team icons
- C. Game info (Time, location)
- D. Signup Button for signup page
- E. Additional info (e.g. deals, offers)
  - Scrollable from home page



## Signup & Payment Page

- A. Basic Information
- B. 18 and above restriction
  - For teenagers who aren't able to pay for the tickets, an email will be directed to guardians to complete the payment information
- C. Navigation buttons
- D. Payment methods
- E. Cardholder information

Washington Wizards

Basic Information

Name

First Name Last Name

Birthday

☐ I am 18 and above

Month Day Year

Email Address

First Name

Back Next

Washington Wizards

Payment Information

Payment Method

Cardholder Name

Name

Card Number

xxxx-xxxx-xxxx-xxxx

Birthday

Month Year

Security Code ?

xxx

Back Next

## Signup & Payment Page

- A. Information about underage attendance
- B. Guardian Information
- C. Navigation buttons
- D. Attendee info confirmation
- E. Payment info confirmation
- F. User agreement

Washington Wizards

Guardian Confirmation

Underage Attendance Info

Name

First Name Last Name

Guardian Email

example@example.com

Back Next

Washington Wizards

Confirmation

Attendee Information

Payment Information

User Agreement

☐ I agree with Terms & Conditions

Back Confirm

# UI CUSTOMIZATION

## A MOBILE BASED CASE STUDY

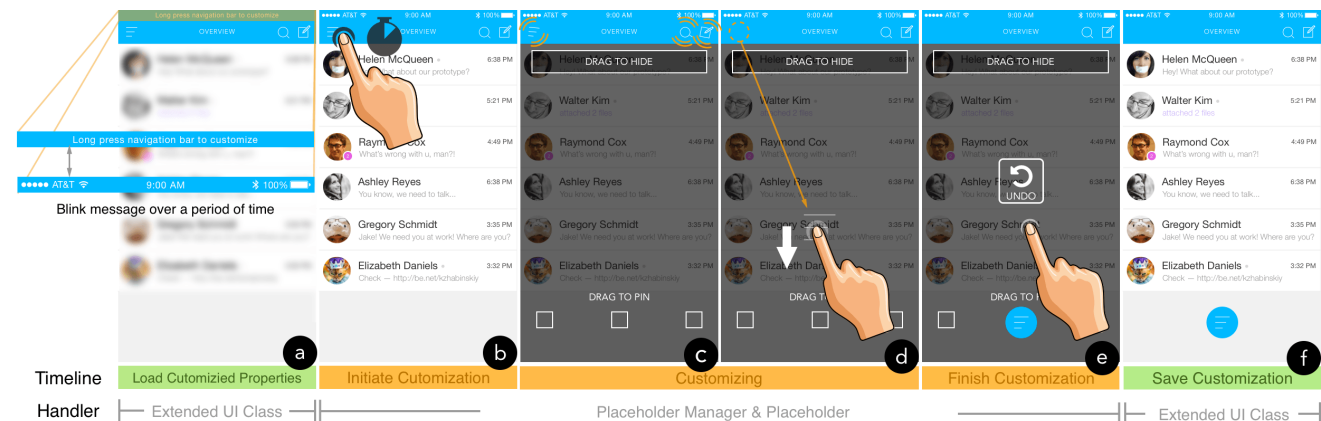
Prototyping | Sketch | iOS

### Abstract

UI customization allows users to take control and make changes to the presentation of the interface to fit their own desires. Unfortunately, there are less customization features and researches on mobile apps compared to desktop applications.

Through this case study, we identify the widespread needs for appearance-based customization on mobile applications from 32 participants with responses detailing over 200 needs by conducting a diary study. Furthermore, based on interviewing 16 power users, we developed the design space which includes three key dimensions of customization interfaces on mobile apps: *manipulating interface directly*, *informing customization interaction* and *tweaking and undoing during customization*.

We present a set of interactions to customize mobile apps, which are designed by professionals based on our exploration, that test the generative power of the design space.



### Interaction Design

Interactions on a navigation bar ordered in accordance to stage of customization: (a) Message that indicates customization is available blinks over a period of time (b) Long press triggers the entrance into customization mode (c) Icons that can be interacted with wiggle in addition to customization guidelines like dragging to hide or pin. Non-targeted UI will be covered by translucent background (d) Targetable icon can be freely dragged to change its location (e) Undo button that reverts the last action appears when a change has been made (f) Tapping the translucent background will exit customization mode and save the changes made.

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# REALSENSE

## PROTOTYPING INTERACTIVE LEARNING

Prototyping | Sketch | Photoshop | RealSense

### Abstract

Streaming services have forever changed the way users interact with digital media. To an extent, Twitch and YouTube have democratized access to multimedia/streaming platforms for everyone in the world. This democratization gives birth to a variety of shows each with their own special characteristics & purpose. Live shows are extremely varied in the content that is broadcasted, ranging from gaming to educational shows. Through the use of RealSense camera, facial tracking allows for a 3D perspective into the broadcasting content, which in turn allows for content to be manipulated for an immersive experience. Furthermore, the viewer is able to pick his/her own avatar to represent his/her virtual identity. With facial feature detection, users can provide emotion-based feedback that is representative of viewer experience.

In this project, we prototype the interactive system interface as a proof of concept for potential integration into present broadcasting platforms.

Figure 1

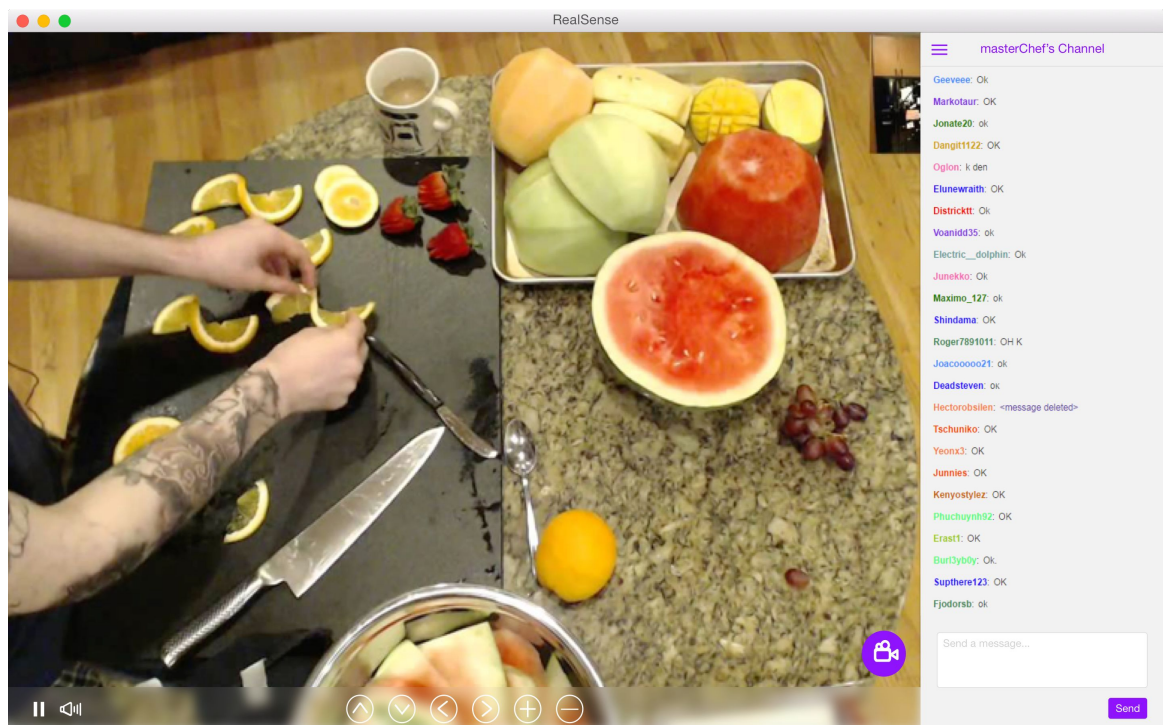


Figure 2

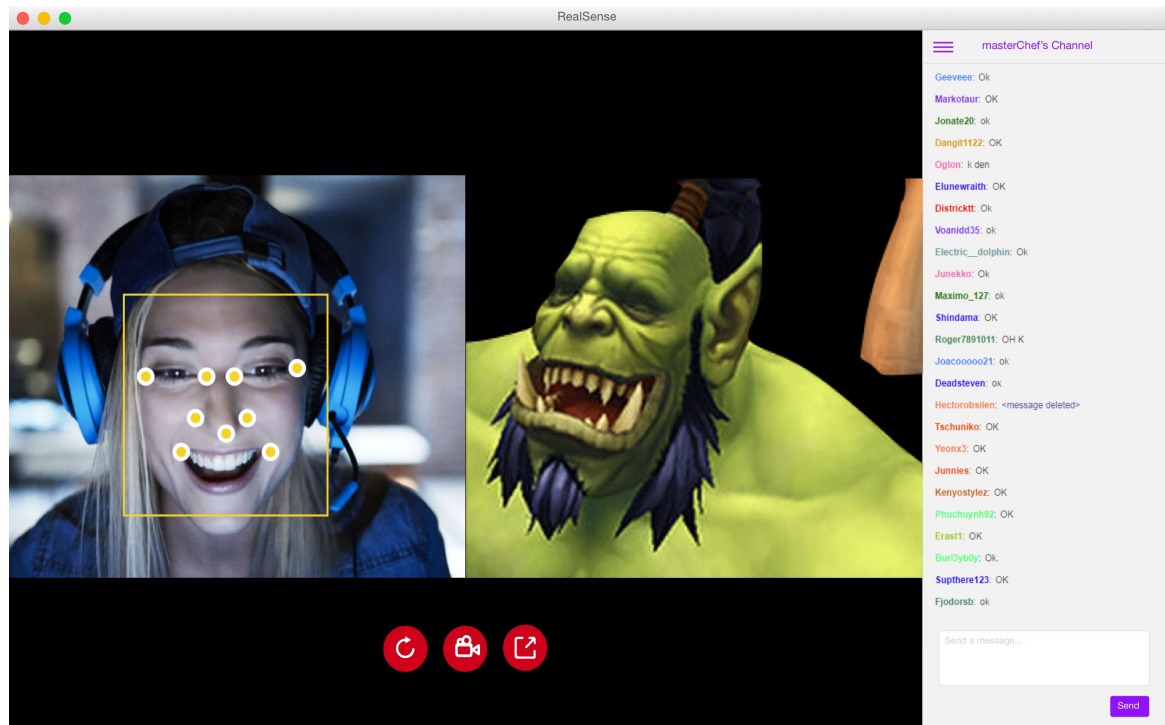


Figure 1: Users are able to navigate the live stream via a pop-up playback control bar. Supported functions include: play/pause, volume, tilt (up, down, left, right), zoom in/out. With the record icon, user can transition into the recording screen (figure 2) and send an animated feedback.

Figure 2: In the record screen, users' facial features are detected and mapped onto the chosen avatar. Functions include record, redo. Once the user is satisfied with the recording, they can send the reaction which is viewable to the audience.

## Awards

Intel APEC Global Challenge 2015 - World Finalists



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# DUN-HUANG MAGAO CAVE

## IMMERSIVE VIRTUAL TOURING ACROSS MULTIPLE PLATFORMS

Prototyping | Sketch | Unity3D | Project Tango | Interactive tablet

### Abstract

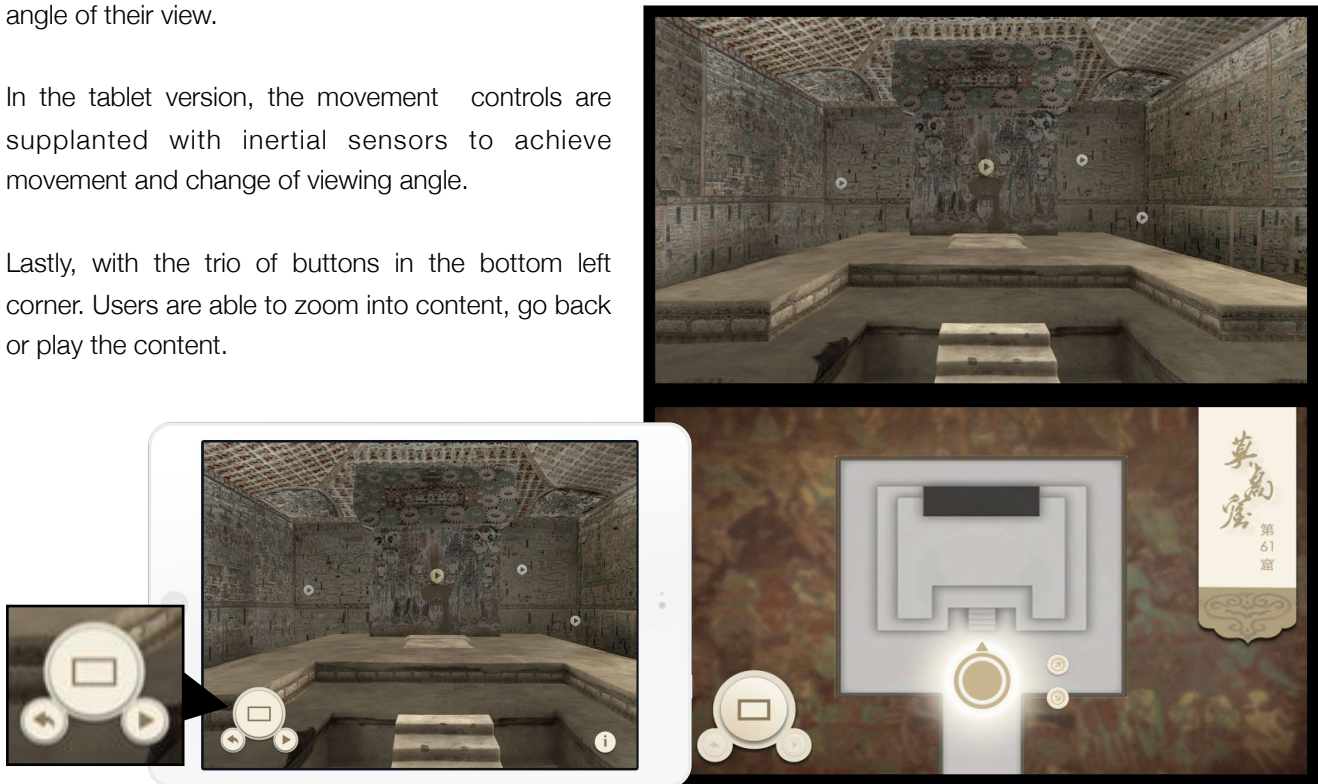
This project presents an immersive virtual touring system which contains plenty of media contents about two Dun-Huang caves: cave 61 and cave 254. The caves mentioned above are two of the most important caves which contain rich historical information and research data of Dun-Huang. We aim to build an intuitive cave browsing system on multiple platforms (tabletop, tablet, HMD) to allow users to tour the caves in details and learn the important historical contents.

### Design

In the tabletop version, the 3D render of the Magao cave is projected on the top screen, while the UI and control buttons are projected on the bottom screen. Users are able to rotate the glowing icon to rotate their field of view, and also use up and down buttons to change the angle of their view.

In the tablet version, the movement controls are supplanted with inertial sensors to achieve movement and change of viewing angle.

Lastly, with the trio of buttons in the bottom left corner. Users are able to zoom into content, go back or play the content.





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# WALLCOM

## DESIGNING IOT INTERACTIONS IN BUS STOPS

Prototyping | Sketch | Photoshop

### Abstract

With the concept of internet-of-things becoming more integrated into mainstream technology design, the advent of various IOT devices and interactions is now here. In this project, we conceptualize a potential interaction at bus stops. Users who are at bus stop terminals are able to draw on the blank canvas with various color and brush strokes and can use this as a method of interacting with other users at differing bus stops. Potential exchange of traffic, weather or other information can be easily visualized with simple drawings.

### Design

For basic drawing purposes, there are a multitude of color choices that users are able to choose from. On the left hand side, the line weight of the pen can be interchanged to suit various drawings. Lastly the time and weather information is located in the top to inform users of relevant information.

