

Rollin Tan

Design Portfolio

About Me



Hi there! My name is Rollin and I'm a UX Designer. I love creating beautiful experiences for people and the sense of satisfaction when people are happy with the designs are what motivates me the most.

I devote my spare time to watching dramas, exercising and my dog, Tony.

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Confidentiality

Some case studies in this portfolio are under non-disclosure agreements (NDAs). As such, I have masked some information to protect the confidentiality of the projects.

Please refrain from sharing this portfolio since it contains some confidential information.

Content Page

[Case Study 01 – SP Consumer App](#)

[Case Study 02 – e-Depot App](#)

[Case Study 03 – Vehicle Audit Management App](#)

[Case Study 04 – Vehicle Registration Transformation](#)

[Case Study 05 \(Personal Project\) – Baby Safe](#)

[Hobbies – Other Designs](#)



[< Back to Content Page](#)

Case Study 01

SP Consumer App

Role: Senior Experience Designer

Overview

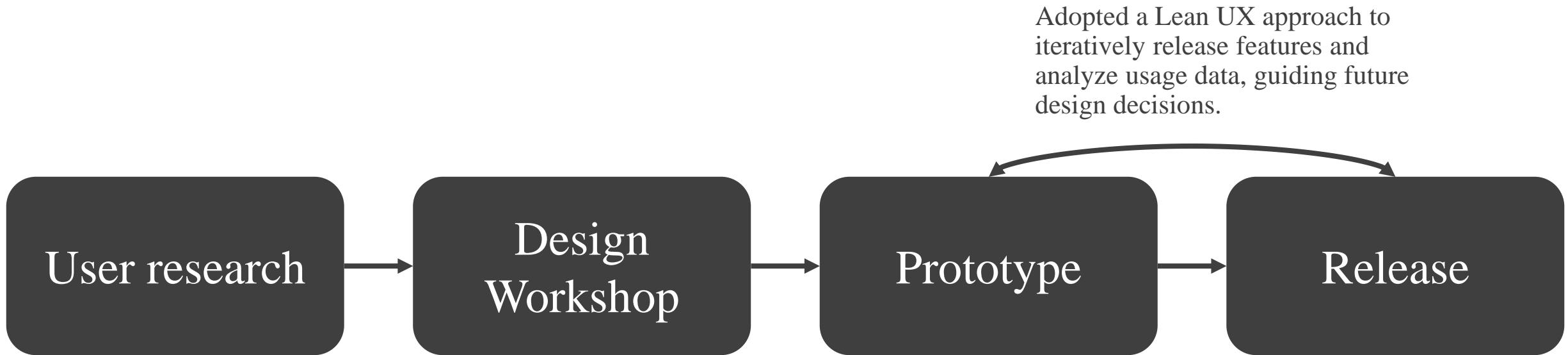
The product team has set a goal of reaching **600,000** MAU by mid-June of 2022.

We started year 2022 at **532,802** MAU, as of 13th Feb 2024, we are standing at **515,584** MAU. A decline of **17,218** MAU as compared to the start. This pulled us away from our goal, having a gap of **67,198** MAU.

During this period, we have garnered new users. But we are losing more users as compared to gaining new users, this results to a decline in MAU.

I was tasked to work with the consumer product team, to research, ideate and prioritize the 5 year roadmap to increase the MAU.

Design Process



Why do users churn?

There are a few potential reasons that results in users churning:

1.

Users are not getting
their desired outcome
with our product



A few general reviews
were discovered from
App Store

- Missing features
- Bad experience
- Bugs

2.

Users no longer
see the value in
our product



1. Users shifted to OEM products
2. The new recurring bill payment feature eliminates the need for monthly visit to the app

3.

We are
attracting the
wrong users

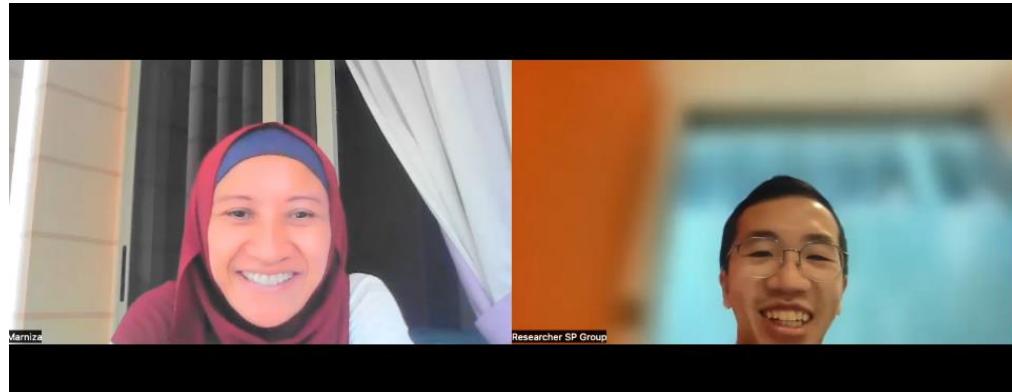


Users thought that the
SP App does not fit their
usage requirements

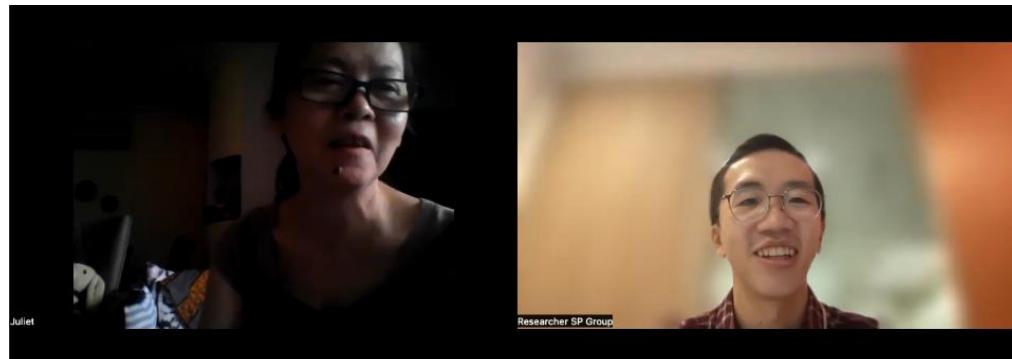
User Research

User interviews were conducted with selected consumer profiles, encompassing both tech-savvy and non-tech-savvy individuals.

Tech Savvy



Non-tech Savvy



Key Findings & Insights

1.

Main account holder would like to share the utilities consumption to other occupants.

2.

Users would like to have more incentive programs or rewards for using the app.

3.

Users would like to access account related information preferably in one place.

Design Workshop

The workshop was conducted to facilitate ideation between the consumer product team and management after sharing of the key insights. The following concepts emerged from the session, ranked by the number of votes:

1. Sharing of household account to family members
2. Algorithm for earning reward points/vouchers
3. Features to get users to stay
4. Push notification with attractive texts and rewards
5. SMS to reactive users
6. Energy insights on home screen
7. Carbon footprint games

Design Concept #1: Family Sharing

This feature enables the primary account holder to share utility consumption details with household members. For instance, parents can share this information with their children, giving them reason to use the app and thereby increasing our MAU. Several design variations have been proposed for guerrilla testing on the Manage Members Access page.

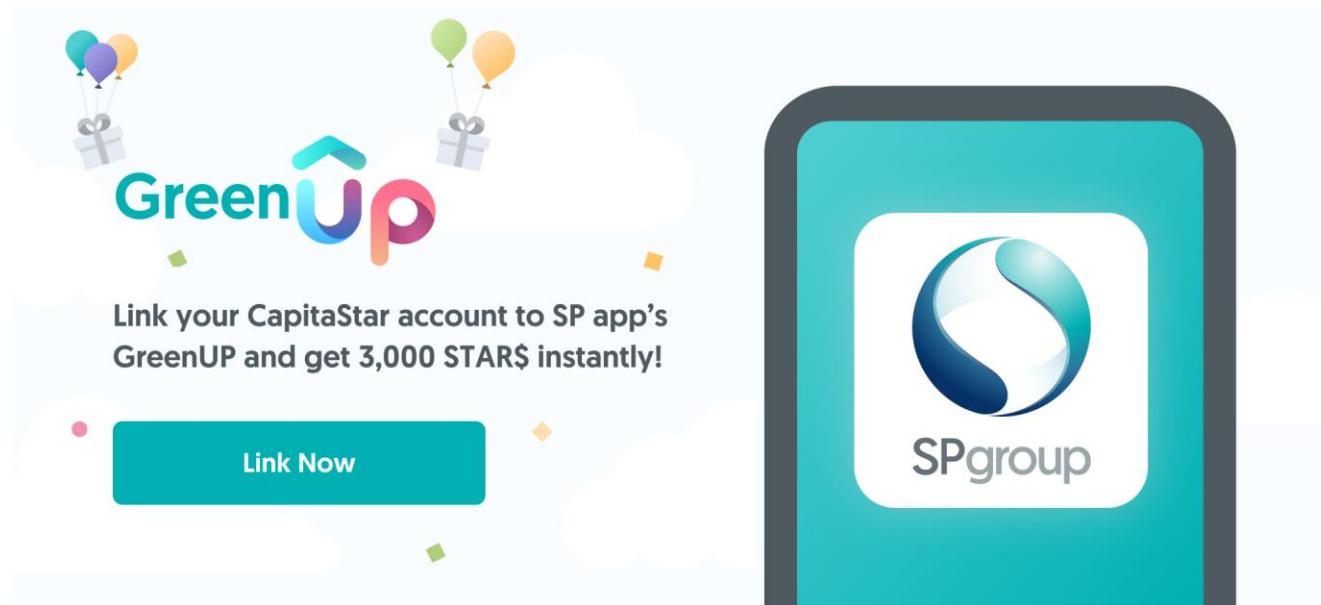
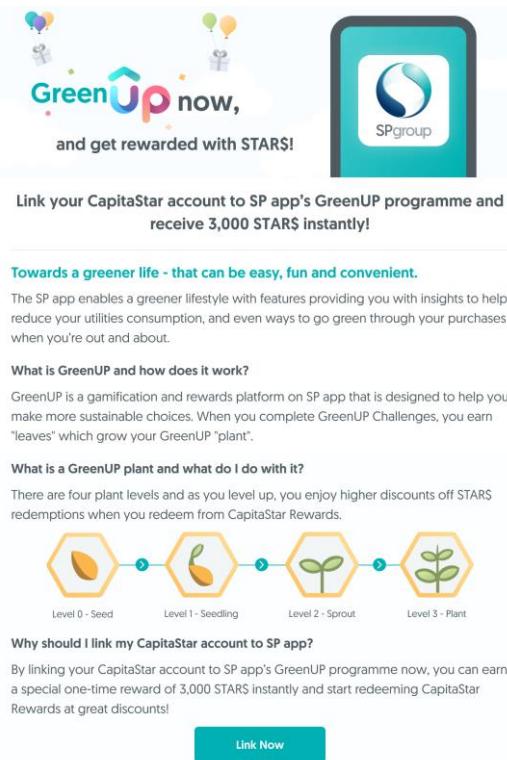
The four wireframes illustrate different design variations for managing member access:

- Variation 1 (Left):** Shows a table where each member has three radio button options: Limited (selected), Full (disabled), or Remove (disabled). A note at the top says "Limited Access" includes viewing premise info and bill amounts, while "Full Access" includes all limited features plus bill details.
- Variation 2 (Second from Left):** Shows a table where each member has a dropdown menu: "Full" (selected), "Limited" (disabled), or "Remove". A note at the top says "Full Access" includes all limited features plus bill details.
- Variation 3 (Third from Left):** Shows a table where each member has a checkbox: checked for "Full Access" and unchecked for "Limited Access". A note at the top says "Full Access" includes all limited features plus bill details.
- Variation 4 (Right):** Shows a table where each member has a checkbox: checked for "Full Access" and unchecked for "Limited Access". A note at the top says "Full Access" includes all limited features plus bill details. This variation also includes a "Remove" link next to each member's name.

Variation 1 was implemented based on the results from the guerrilla testing.

Design Concept #2: Link & Rewarded

These promotional banners create a call to action in users' emails and on the SP website, encouraging them to download the SP App and link their CapitaStar account to their utilities account to receive attractive rewards.



Design Concept #3: Campaigns

These campaigns were crafted to entice users with enticing rewards, strategically scheduled for rollout across multiple phases aimed at boosting the MAU count.



Green Goals Campaign

Valid from 2 Jun 2022 – 30 Jun 2022

Earn 500 GrabRewards Points when you are the first 3,000 to explore and complete the challenges that will help us collectively achieve Singapore's goals through our **SP app**.

Read more on how to participate.

Challenge 1



Explore our new **Green Goals** and find out how you can contribute towards Sustainability;

Welcome to Green Goals
You can make big impact with small effort.

Someone just participated in a GreenUP challenge: Make Self-watering Plants 20 minutes ago

GREEN GOAL #1
Use 15% less energy in Singapore by 2030.
We have achieved 21% of the goal! [See progressive targets]

GREEN GOAL #2
Use 18% less water in Singapore by 2030.
We have achieved 21% of the goal! [See progressive targets]

Learn more →

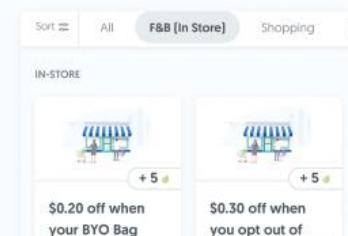


GreenUP BYO Challenge X GrabRewards

Valid from 5 May 2022 – 31 May 2022

Be rewarded for going green! Earn 2,000 GrabRewards Points when you are the first 1,000 users to complete a GreenUP Stamp Challenge at an in-store brand. Here's how:

Challenge 1



Final Thoughts

Utilizing data-driven design is crucial as it empowers us to make informed decisions based on real user behavior and preferences, ultimately leading to the development of more effective and user-centric solutions.

Witnessing the expansion of a consumer app was exhilarating, especially from the perspective of an experience designer. It not only reignited my passion but also reinforced my initial motivation for pursuing a career in UX design. Simultaneously, it contributed to the organization's profitability.

Despite my brief time with the company, I experienced a profound sense of accomplishment and fulfillment.

[< Back to Content Page](#)

Case Study 02

e-Depot App

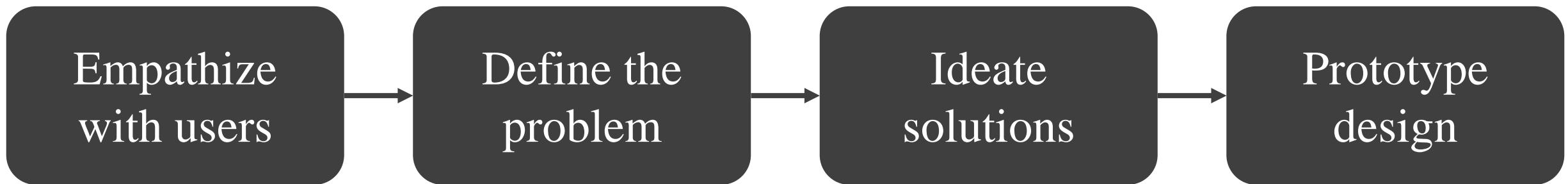
Roles: UX Designer in-training, Software Engineer

Overview

Container depots occupy an important part in the global supply chain. They manage the smooth flow of cargo for the shippers, shipping lines and forwarders and leasers in general. The container depot is contracted to consolidate the goods which are then loaded on to the ship. Apart from being a consolidation point, it is also a station for container maintenance services such as repair, cleaning or inspection.

We set out to digitalize the current manual ways of tracking each containers in the depot and removing hardcopy forms by creating a brand new product, e-Depot.

Design Process

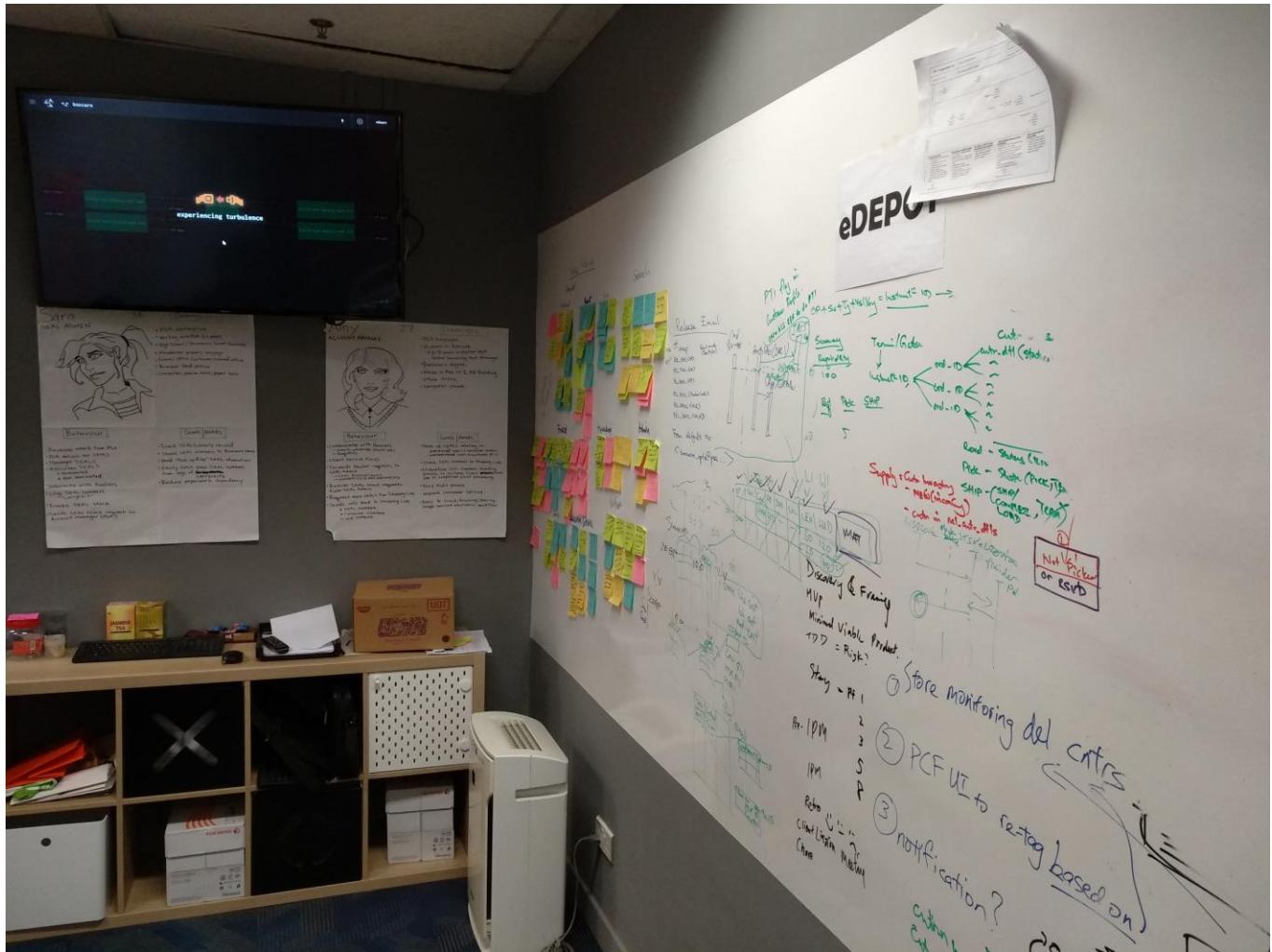
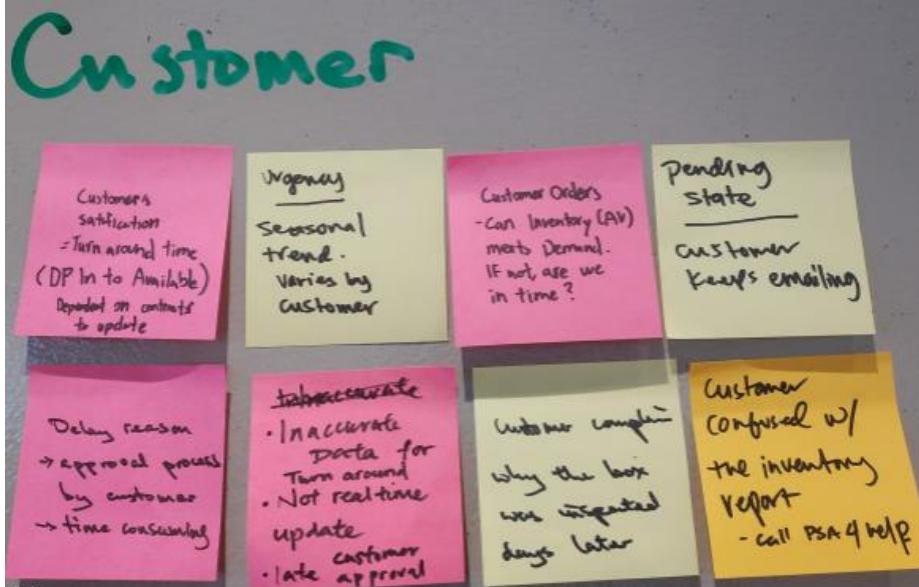
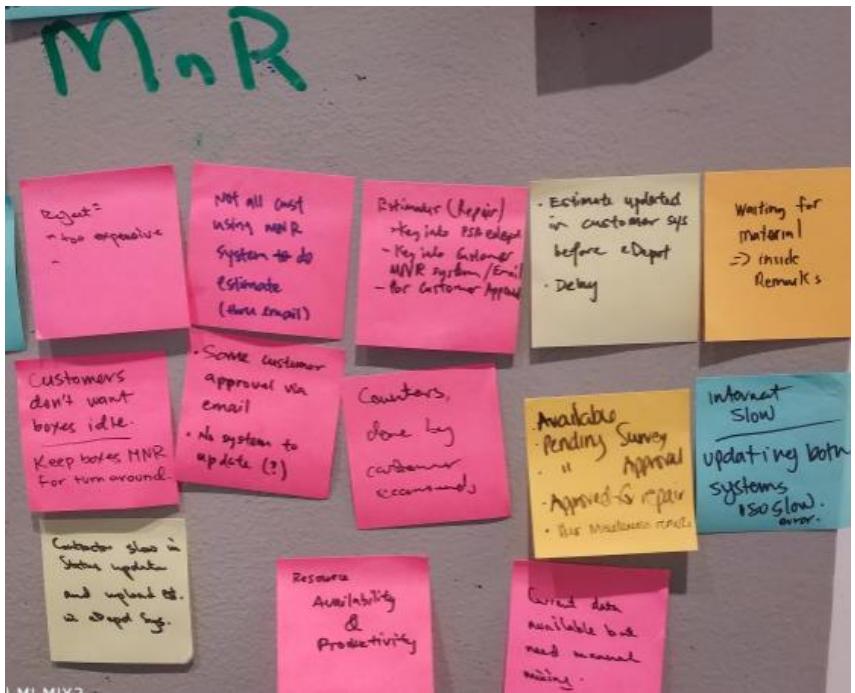


Empathize With Users

A series of workshops and interviews were conducted with different group of users to understand the current process/flow and their pain points.

This allows us to put ourselves into the users shoes and design something that could help solve their problems.

The next slide shows the outcome of the engagement with the users in the brainstorming session.



Define The Problem

The most significant problem and pain point was that users have to manually track each containers in the port through emails and hardcopy forms, this was not efficient in the long run as data was not real-time (i.e. containers might be already in used/shipped out in another email thread).

Ideate Solutions

The minimum viable product (MVP) would contain an all-in-one dashboard page to track containers that are in the port and the feature to sort the containers into different categories.

In this exercise, we have also gotten the users to draft their version of the dashboard with the below prompt. Multiple sketches were created to draft the rough layout.

Dashboard User Sketch Prompt

Who: Account Manager

Prompt:

You get your morning Kopi-C and arrive at your office on a Monday morning. You login to the Popeye system, the new tool rolled out to make your day-to-day job easier and efficient! Popeye shows a new request from OOCL asking for 30 x 20ft and 35 x 40ft containers to be made available in 3 days.

Call to Action:

Please draw the information that you would like to see in one place so you know if it is feasible so you can take the appropriate actions which will help to successfully meet the client's request. Draw any info you currently have to chase down manually or in other systems

Prototype Design

Wireframes and low-fidelity prototypes were created by incorporating the sketches and ideas. A demonstration was done with the final design below.

The image displays two wireframe prototypes of a user interface for managing shipping containers. Both prototypes feature a header with a dropdown for 'Container Operator' set to 'OR', and two buttons: 'PSA1' (selected) and 'PSA4'. Below this are three status boxes: '1358 Not Available' (dark grey), '300 Available' (light grey), and '500 AV-Default' (medium grey). At the bottom are three buttons: 'BT 778' (dark grey), 'KT 329' (light grey), and 'TPT 159' (medium grey).

Left Prototype (Not Available Containers):

Not Available Containers						
Container	Pending Approval			Approved		
	Wash Only	Major	Minor	Wash Only	Major	Minor
20/GP	25	15	28	-	57	5
20/RF	32	17	9	-	45	22
20/FR	27	13	3	-	56	14
40/GP	34	21	11	-	32	19
40/RF	28	23	16	-	29	7
40/FR	23	18	13	-	29	13

Right Prototype (Not Available Containers):

Not Available Containers						
Container	Approved			Pending Approval		
	Wash Only	Minor	Major	Wash Only	Minor	Major
20/GP	5	12	8	-	7	2
20/RF	0	18	5	-	10	16
20/FR	5	3	3	-	0	4
40/GP	4	1	8	-	2	5
40/RF	0	3	6	-	0	2
40/FR	0	8	3	-	0	2

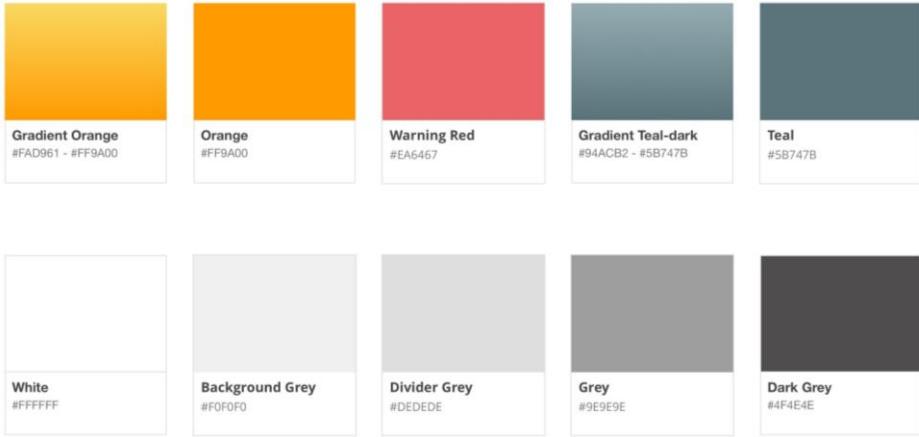
Bottom Left Prototype (Approved 20/GP):

Approved 20/GP					
Container Number	Structural Status	Machinery Status	Dwell	Cost	Location
CMAU 0221937	AVAILABLE	AV-DEFAULT	5	Major	BH21
ABCD 1235677	AVAILABLE	APPROVED REPAIR	7	Major	BH21
XYZW 8372818	APPROVED REPAIR	AV-DEFAULT	3	Major	BJ22
ABCD 3726333	SHIP	SHIP	6	Major	BH23
XYZK 2333223	AVAILABLE	AV-DEFAULT	6	Major	BH23

Bottom Right Prototype (Approved 20/RF - Major):

Container	Cost \downarrow	Location	Dwell	Structural Status	Machinery Status
XYZW 8372818	\$284	Y,KJ15,11,12,1,2	3	APPROVED REPAIR	APPROVED REPAIR
CMAU 0221937	\$326	Y,BJ15,11,12,1,2	5	CHEMICAL WASH	AV-DEFAULT
ABCD 3726333	\$489	Y,TJ15,11,12,1,2	6	NORMAL WASH	HEAVY DAMAGE
ABCD 1235677	\$573	Y,KJ15,11,12,1,2	7	APPROVED REPAIR	APPROVED REPAIR
XYZK 2333223	\$612	Y,BJ15,11,12,1,2	6	APPROVED REPAIR	UNDER PTI

Final Design



Fonts: Oswald, Open Sans

Popeye Dashboard

Port of Singapore Authority

Email:

Password: (

LOG IN

© 2018 PSA ***

[SEAL ADMIN](#)
[INVENTORY DASHBOARD](#)
[DP TAG](#)
[EDI](#)
[EDEPOT](#)
[LOG OUT !\[\]\(d33790e95fdc0b81ae9aadb60bd86d0e_img.jpg\)](#)

CONTAINER OPERATOR BL, C ..

OVERVIEW

532 AVAILABLE	123 NOT AVAILABLE	4 NEW
BT: 236 KT: 132 TPT: 56 ...		

AVAILABLE CONTAINERS

CONTAINER	NOT PICKED		PICKED	
	AVAILABLE FOR PICKING		GATE OUT	TERMINAL OUT
20/GP	12		7	3
20/RF	18		10	2
20/FR	3		0	8
40/GP	1		2	6
40/RF	3		0	8
40/FR	8		0	3

PICKED 40/FR - TERMINAL OUT (AVAILABLE CONTAINERS)

OP	CONTAINER	LOCATION	UCR NO	LOADING VSL/VOY	ETB	POD
BL	XYZW 8372818	Y,KJ15,11,12,1,2	OOLU1234567890	PAMA/DE345	2018-10-28 15:30	ITPRE
CL	CMAU 0221937	Y,PJ15,12,10,13,18	OOLU1234567890	PAMA/DE346	2018-10-28 15:30	ITPMO
CL	XYZW 8372818	Y,KJ15,11,12,1,2	OOLU1234567890	PAMA/DE346	2018-10-28 15:30	CHINA

Final Thoughts

This was my first time taking the role of a UX Designer at work (prior to being one in school projects using assumptions). While I was nervous initially, I learnt the skills of communication with users such as facilitating interviews and workshops. The design iterations and effective communications were key contribution to the project's success.

This project had greatly spark my interest in being UX Designer which was my passion and enabled me to further pursue it at work.

[< Back to Content Page](#)

Case Study 03

Vehicle Audit Management App

Role: UX Designer

Overview

Electronic Service Agent (ESA) is a motor dealer, a road tax collection centre, a scrapyard or an export processing zone (EPZ) operator who are registered under Land Transport Authority (LTA) to perform authorized vehicle transactions for the behalf of the public or asset owner such as registering a new vehicle.

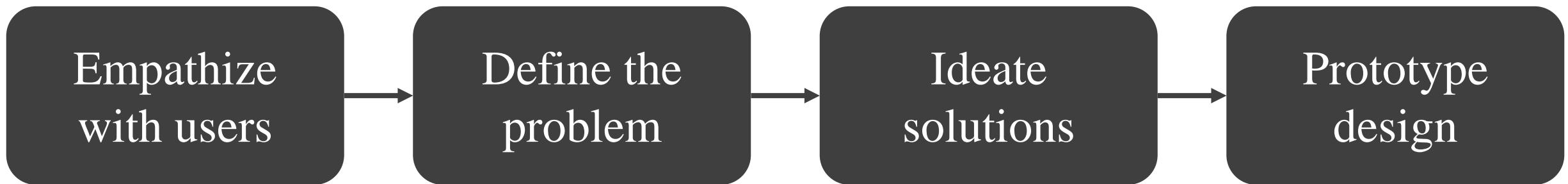
LTA internal staffs planned and conduct surprise audits on ESA to ensure that all rules and regulations are abided to and no non-compliances were found during the audit.

Currently, the audit planning was manually done and tracked through Microsoft Excel with the below conditions during the planning:

1. ESA should have transactions during the audit period
2. ESA should not have been audited in the past 18 months
3. ESA needs to be audited at least once every 2 years

We set out to develop a new in-house application to improve work productivity and digitalization of the audit and planning process.

Design Process



Empathize With Users

In view of COVID-19, the Service Design Workshop was conducted virtually with 5 audit planners to deeply understand their pain points and mapping out of their user journey.

During this session, the planners were able to share their input without any constraints.

This allows us to put ourselves into the users shoes and design something that could help solve their problems.

The next few slides shows the outcome of the workshop with the users.

Help us to understand you better



App Goals

What would like the app to do for you?
As I would like my app to... I guess the current audit process)

All the pain points and opportunities are identified in the previous section.

What is the intention and outcomes you would like to achieve with this app?

If the app was a human, what would it spend most of the time doing?

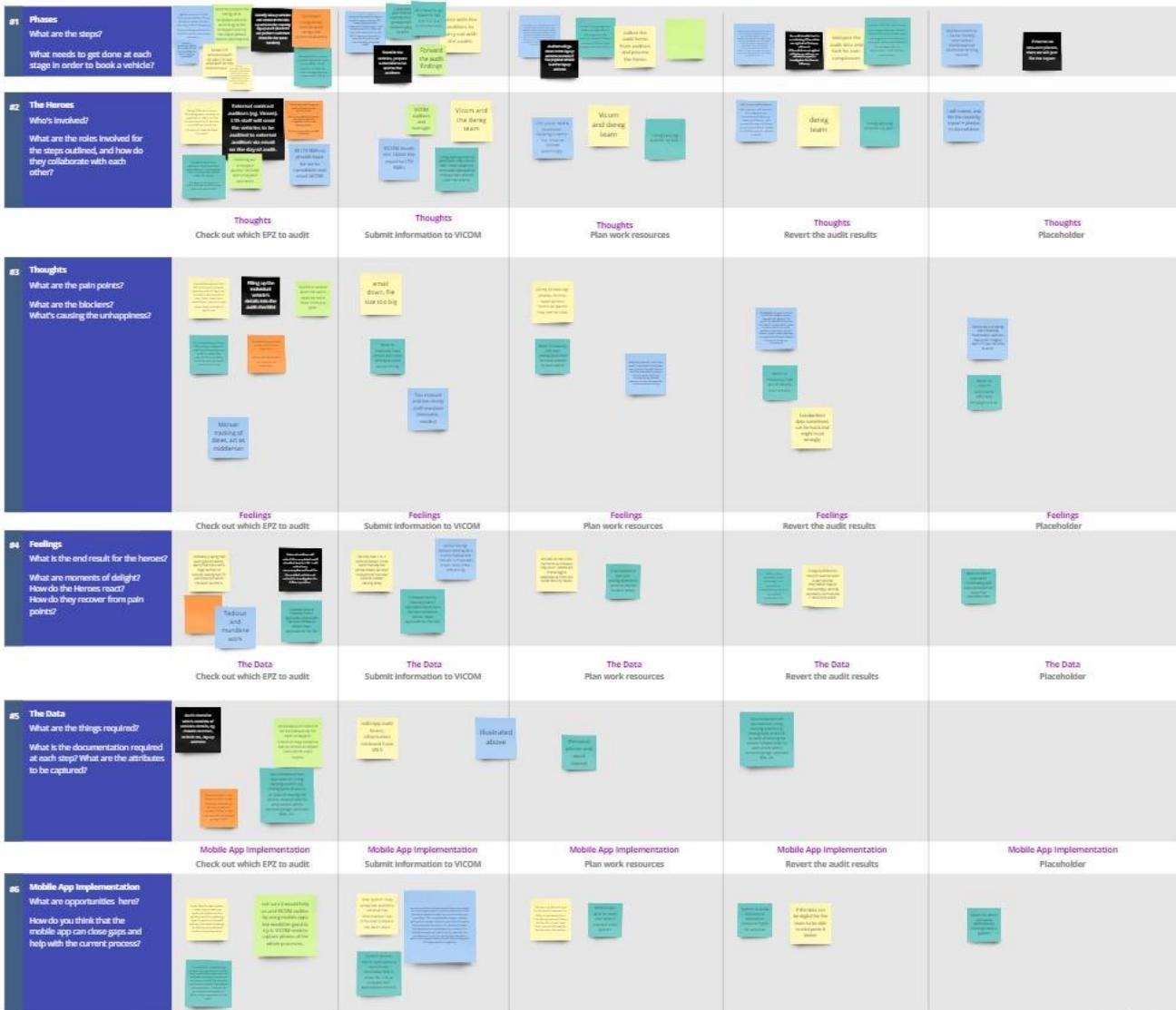
What would success look like for this app?



miro

User Journey

HOW MIGHT WE



miro

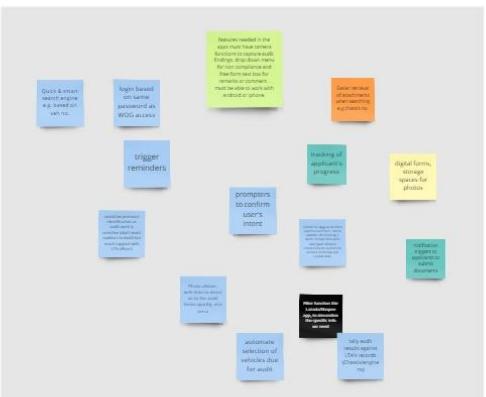


Feature Brainstorming

Practical ways achieve the goals identified.

Consider other apps that you may have used before, are there features that you really liked and wished this app would have to?

What are some features that can help to meet the goals that you want?



What are the things you hope the app could do?
(e.g. notification and calendar)



Feature Prioritization

Feature prioritization is planning out the order of features based on its values and effort required. It's important to prioritize features because of limited time and resources and preventing having too many potential features.



Define The Problem

The most significant problem and pain point was that users have to plan and track vehicle audit schedule through email and excel sheet. There were also hardcopy forms which has no centralized space to store and archive them.

Ideate Solutions

The minimum viable product (MVP) would contain an automated audit scheduling in a dashboard for easy tracking and follow up on tasks. It will also digitalized the audit forms for users to have an all-in-one centralized storage.

Prototype Design

Prototypes were created by incorporating the discovery made from the Service Design Workshop. A demonstration was done up in the initial phase.

Lay-up Vehicles (34)										
<input type="button" value="Filter by Date"/> <input type="button" value="New Audit"/> <input type="button" value="Generate Audits"/>										
Vehicle details		Auditors checklist								
ACRA Reg No.	Company Name	Audit Date	Last Audit Status	Last Audit Date	Mobile No.	Status	Audit Requestor	Audit Officer 1	Audit Officer 2	Regist
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	01/22/15 17:15	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
31233626M	XYZ Corp	04/30/19 10:03	Compliance	12/02/15 14:58	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
4363426M	ABX Corporation	01/28/19 14:11	Non-Compliance	12/23/16 09:33	91234567	Completed	Jane Doe	John Doe	John Doe	210 Lc The Gr
4235526M	ABC Pte Ltd	03/17/12 08:48	Non-Compliance	07/03/16 07:37	91234567	Canceled	Jane Doe	John Doe	John Doe	210 Lc The Gr
3773426M	Toyota	04/19/12 00:52	Compliance	07/14/17 04:06	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	01/22/15 17:15	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr

Audit Schedules (34)										
<input type="button" value="Filter by Date"/> <input type="button" value="New Audit"/> <input type="button" value="Generate Audits"/>										
ACRA Reg No.	Company Name	Audit Date	Last Audit Status	Last Audit Date	Mobile No.	Status	Audit Requestor	Audit Officer 1	Audit Officer 2	Regist
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	01/22/15 17:15	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
31233626M	XYZ Corp	04/30/19 10:03	Compliance	12/02/15 14:58	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
4363426M	ABX Corporation	01/28/19 14:11	Non-Compliance	12/23/16 09:33	91234567	Completed	Jane Doe	John Doe	John Doe	210 Lc The Gr
4235526M	ABC Pte Ltd	03/17/12 08:48	Non-Compliance	07/03/16 07:37	91234567	Canceled	Jane Doe	John Doe	John Doe	210 Lc The Gr
3773426M	Toyota	04/19/12 00:52	Compliance	07/14/17 04:06	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	01/22/15 17:15	91234567	Pending	Jane Doe	John Doe	John Doe	210 Lc The Gr

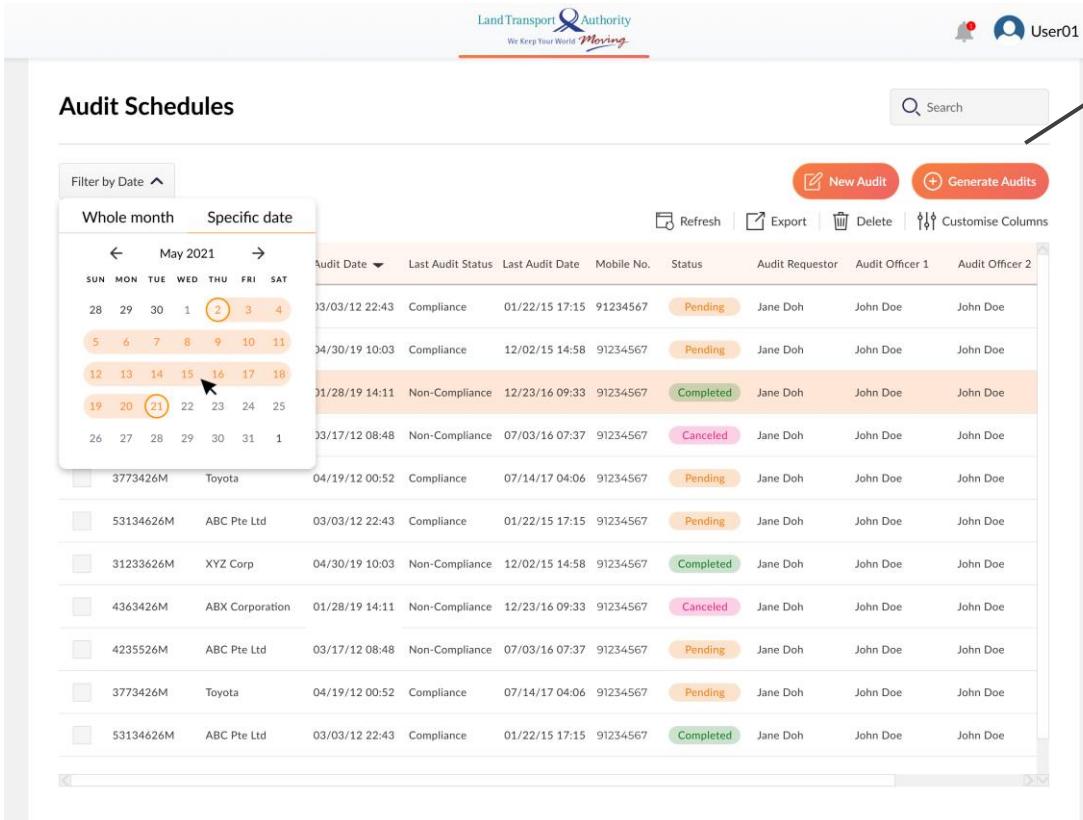
Current VRLS
system color



New proposal for audit app
color scheme and styling



Final Design



A screenshot of the 'Audit Schedules' page. At the top, there's a date picker showing 'May 2021' and buttons for 'New Audit' and 'Generate Audits'. Below is a table with columns: Audit Date, Last Audit Status, Last Audit Date, Mobile No., Status, Audit Requestor, Audit Officer 1, and Audit Officer 2. The table contains several rows of audit data. On the far left, there's a sidebar with a calendar for May 2021 and a search bar.

Audit Date	Last Audit Status	Last Audit Date	Mobile No.	Status	Audit Requestor	Audit Officer 1	Audit Officer 2
03/03/19 22:43	Compliance	01/22/15 17:15	91234567	Pending	Jane Doe	John Doe	John Doe
04/30/19 10:03	Compliance	12/02/15 14:58	91234567	Pending	Jane Doe	John Doe	John Doe
01/28/19 14:11	Non-Compliance	12/23/16 09:33	91234567	Completed	Jane Doe	John Doe	John Doe
03/17/12 08:48	Non-Compliance	07/03/16 07:37	91234567	Canceled	Jane Doe	John Doe	John Doe
3773426M	Toyota	04/19/12 00:52	Compliance	Pending	Jane Doe	John Doe	John Doe
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	Pending	Jane Doe	John Doe	John Doe
31233626M	XYZ Corp	04/30/19 10:03	Non-Compliance	Completed	Jane Doe	John Doe	John Doe
4363426M	ABX Corporation	01/28/19 14:11	Non-Compliance	Completed	Jane Doe	John Doe	John Doe
4235526M	ABC Pte Ltd	03/17/12 08:48	Non-Compliance	Pending	Jane Doe	John Doe	John Doe
3773426M	Toyota	04/19/12 00:52	Compliance	Pending	Jane Doe	John Doe	John Doe
53134626M	ABC Pte Ltd	03/03/12 22:43	Compliance	Completed	Jane Doe	John Doe	John Doe



1 New Audit

Create a new list of audit from scratch

2 Generate Audits

System will auto populate the whole range of items that are ready for audit

3 Refresh Data

Allows user to refresh new incoming data

4 Export

Users may export the data/items from the table

5 Delete

Allow users to delete audits of certain status

6 Customizing The Column

Allows user to change the arrangement/order of the item in the different column reflected in the table

Final Design (Audit Planning Form)

Land Transport Authority
We Keep Your World Moving

User01

New Audit

Company Information

Company Name:

Horizon Motoring

Horizon Car

Select Date

ACRA Registration No.:

Registered Address:

Last Audit Date:

Audit Officer 1:

Audit Officer 2:

Audit Requestor:

Status:

Last Audit Status:

No. of Transactions Records:

Final Thoughts

The process of conducting and facilitating in a virtual Service Design Workshop with all the slides and template preparations were daunting but yet a good learning opportunity.

I look forward to conduct more virtual workshops for a deeper understanding of the users.

[< Back to Content Page](#)

Case Study 04

Vehicle Registration Transformation

Role: UX Designer

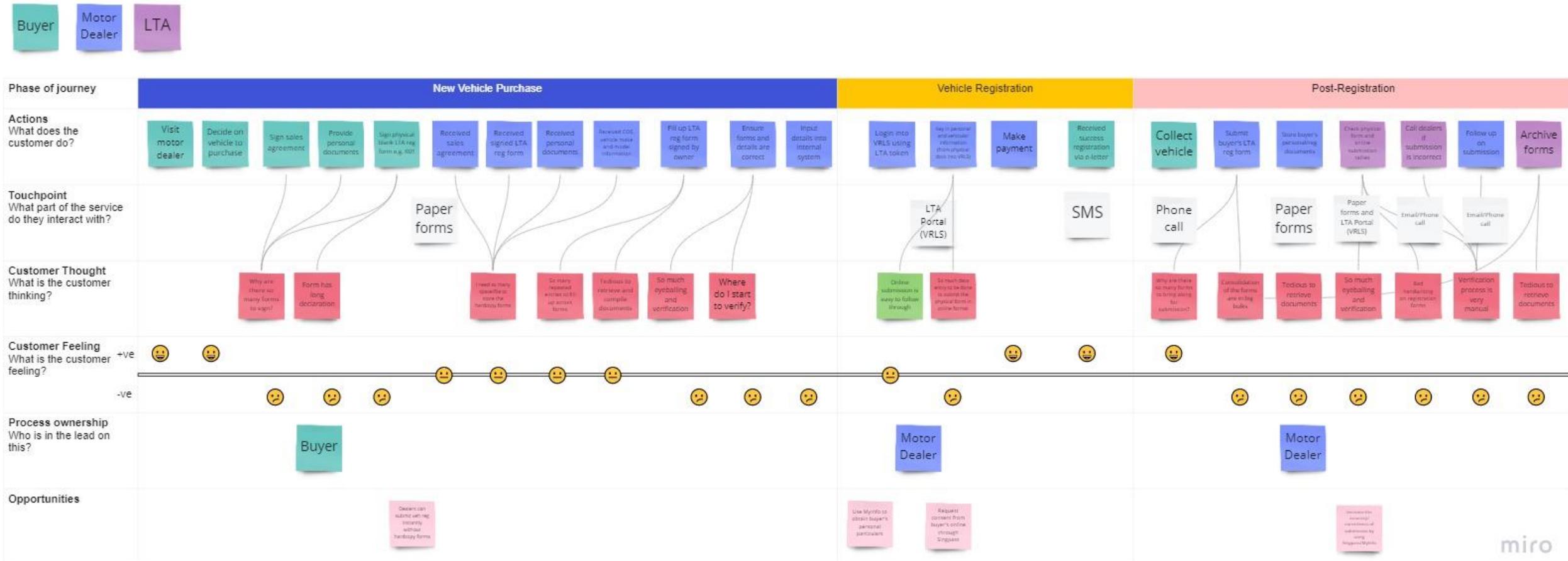
Overview

In order to own a vehicle in Singapore, vehicle owners have to submit multiple hardcopy forms (e.g. R01, R03 and Q01) and documents (e.g. NRIC, Employment/Immigration pass card and etc.) either through a Motor Dealer or Self-Registration.

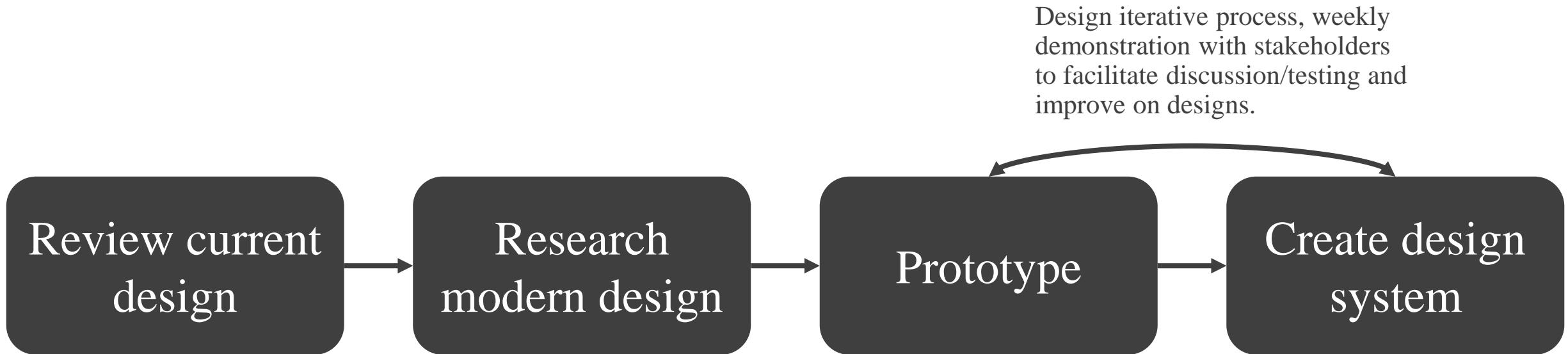
The transformation aims to eliminate hardcopy forms and streamline the vehicle registration experience for all stakeholders to achieve greater convenience and better efficiency.

I was tasked to focus on the visual design by creating new styles to match the corporate identity, at the same time making sure that the designs were modernized and appealing to the stakeholders.

Current User Journey



Design Process



With the task in mind, I have followed the above design process. The purpose was to modernized and redesign the current dashboard page to prepare for the transformation, which the subsequent new digital services would follow.

Review Current Design

A screenshot of the LTALink system interface. At the top, there's a header with the LTA logo, a Singapore Government Agency Website link, development information (V18.2.0, JRE version: 1.8.0_261), and user session details (Welcome, Aatest15 Name, Session Date: 22 Mar 2021, Counter Balance: \$99,874,516.36). Below the header is a navigation bar with links for Vehicle Hub, Licensing, Ownership, Finance, HV Park, Others, Report/Data, VITAS, ESA Info, EVCS, and Logout. There are also font size adjustment icons (AAA) and a horizontal scroll bar with numbered markers (1, 2, 3, 4).

The main content area displays a message for authorized agents to register vehicles from a list of draft applications. It includes a note about completing transactions within 15 minutes and a list of required documents. Below this is a table titled "Register New Vehicle Summary List (Save-As-Draft)" showing several entries:

Creation Date	Business Transaction Ref. No.	Owner Name	Owner ID	Chassis No.	Last Update User	Amount
30 Jun 2020	20200630155344228298	TAN	S1234567D	CHA1012192	AAUSER50	\$232,725.00
02 Jul 2020	20200702124006761247	JON TAN	S1234567D	GDH2011017221	AAUSER50	\$16,770.00
21 Jul 2020	20200721163134559794	JON TAN	S1234567D	CHA2107201	AAUSER50	\$111,381.00

Below the table, there are two sets of wavy icons. The first set is above the first three rows, and the second set is above the last three rows. A "Disclaimer" section follows, stating that the amount displayed is correct at the time of creation and may not be reflective of the amount payable at submission. It also notes that the amount will be updated at submission. At the bottom, there are "Delete Draft" and "Next" buttons, and a note about not using browser back/forward buttons.

Please do not use your browser's Back or Forward buttons as this may result in information loss

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LTALink System Terms & Conditions for Application

1 Table rows are cluttered with no breathable white space

2 Additional clicks to view details of a draft (e.g. Select radio button, scroll all the way down then click “Next”)

3 Only 1 application can be deleted at a time

4 No pagination, records will be displayed in a single page

5 No export feature, which the dealers have to manually copy the rows

Research Modern Design

Search 1 X Clear all

Search 1 X Clear all

Search 1 X Search 2 X Clear all

Multi-search, source: LinkedIn

Infinite scrolling, source: Facebook, Instagram and Twitter

Bryan Ferry — Free listening, videos, concerts, stats and ...
www.last.fm/music/Bryan+Ferry *

Watch videos & listen free to Bryan Ferry: Slave to Love, Let's Stick Together & more.
Bryan Ferry (born 26 September 1945 in Washington, Tyne and Wear, ...)

Bryan Ferry (Official) | Free Listening on SoundCloud
<https://soundcloud.com/bryanferry> *

... sale now http://p.o.st/BF2015UK. London. 415 Tracks. 12476 Followers. Stream Tracks and Playlists from Bryan Ferry (Official) on your desktop or mobile device.

Some results may have been delisted consistent with local information law. [Find out more](#)

Searches related to bryan ferry

bryan ferry youtube bryan ferry more than this
bryan ferry avalon bryan ferry tour dates
bryan ferry let's stick together bryan ferry tour
bryan ferry don't stop the dance bryan ferry jealous guy

1 2 3 4 5 6 7 8 9 10 Next

Pagination, source: Google

Filter by category

128 chips discovered

Styles ▾

Prototyping Sketch Product

Figma UI kit User experience

Wireframing XD Leadership

UI design ReactJS Photoshop

Select All

Filter status, source: Dribbble

Prototype (Table Redesign)

The screenshot shows a table redesign prototype with the following features highlighted by numbered callouts:

- 1**: Redesigned the rows to have micro spaces and make content breathable.
- 2**: New “Due Date” column with color coded values to indicate urgency of applications. The Due Date column includes rows for 20/10/20 (orange), 23/10/20 (light blue), and 17/10/20 (red).
- 3**: Introduced new “Status” column for easier tracking and follow ups. The Status column includes categories like Draft (Rejected), Draft (Lapsed), Draft (New), Pending Payment, Pending Confirmation (TCOE), and Draft (Lapsed).
- 4**: Checkboxes to allow selection of multiple rows for deletion.
- 5**: Click directly on the individual row to view details of an application. A callout points to the first row: Draft (New) - 27/08/20 20200827100948690348 S8103984E CHAS9Q938208 \$70,586.00.

Status	Due Date	Creation Date	Business Transaction Ref No.	Owner ID	Chassis No.	Amount
Draft (Rejected)	-	03/10/20	20201003213525201125	S8001111C	CHS872381273	\$377,221.00
Draft (Lapsed)	20/10/20	13/10/20	20201013164304692943	S99990001F	20201013BC01	\$999,999.00
Draft (New)	-	27/08/20	20200827100948690348	S8103984E	CHAS9Q938208	\$70,586.00
Pending Payment	23/10/20	07/09/20	20200907102123590437	S99990001F	20210525BC02	\$76,410.00
Pending Confirmation (TCOE)	17/10/20	07/09/20	20200907103653047028	S9000123D	20210328CD16	\$728.00
Draft (Lapsed)	-	03/10/20	20201003213525201125	S8001111C	CHS872381273	\$377,221.00
Draft (New)	-	03/10/20	20201003213525201125	S8001111C	CHS872381273	\$377,221.00
Pending Payment	15/10/20	07/09/20	20200907102123590437	S99990001F	20210525BC02	\$76,410.00
Draft (Lapsed)	-	03/10/20	20201003213525201125	S8001111C	CHS872381273	\$377,221.00

1 Redesigned the rows to have micro spaces and make content breathable

2 New “Due Date” column with color coded values to indicate urgency of applications

3 Introduced new “Status” column for easier tracking and follow ups

4 Checkboxes to allow selection of multiple rows for deletion

5 Click directly on the individual row to view details of an application

Prototype (Statuses Filter)

Design Option 1 (Dropdown)

Filter by Status: Select filter



Filter by Status: Select filter

Status	Count
Pending Buyer's Confirmation	Ref
Draft	35
Draft (New)	43
Draft (Lapsed)	43
Draft (Rejected)	105
Pending Payment	

23/10/20 07/09/20 202009071021

Design Option 2 (Pills & Grouping)

Filter by Status:

All Application | Draft | Pending Confirmation | Pending Payment | Clear All Filters



Filter by Status:

All Application | Draft | Pending Confirmation | Pending Payment | Reset All Filters

Total 10 re

Status	Count
Draft (Rejected)	1
Draft (Lapsed)	1
Draft (New)	1

Business Transaction Ref No. Owner Name | Owner ID

23/10/20 20201003213525201125 JOHN DOE S8001111C

Design Option 3 (Pills)

Filter by Status :

All Application | Draft (New) | Draft (Rejected) | Draft (Lapsed) | Pending TCOE Owner's Confirmation | Pending Buyer's Confirmation | Pending Payment

List of Statuses:

1. Draft (New)
2. Draft (Lapsed)
3. Draft (Rejected)
4. Pending TCOE Owner's Confirmation
5. Pending Buyer's Confirmation
6. Pending Payment

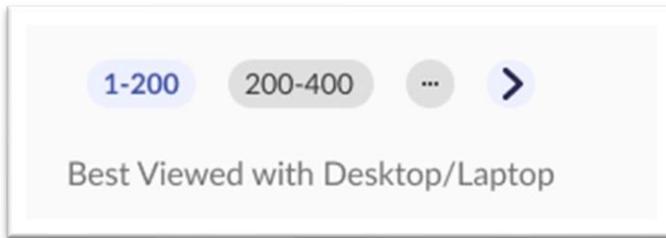
3 design options were presented to the stakeholders as they have requested for a dropdown filter.

Design Option 3 was favored after the meeting with the following user experience:

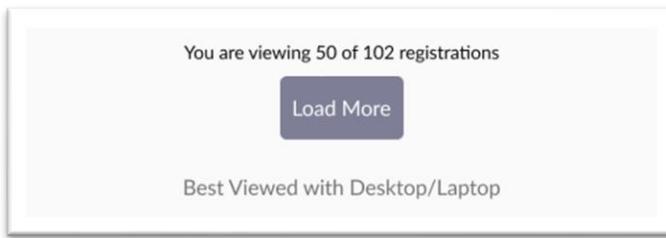
1. No extra clicks to users
2. Visibility of all statuses in one glance
3. Mobile-friendly

Prototype (Content Patterns)

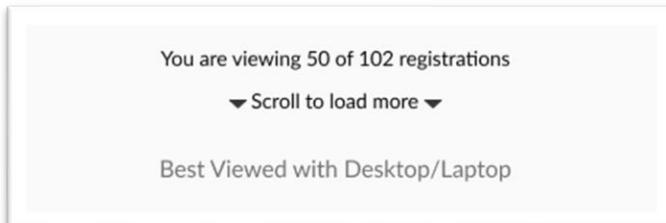
Design Option 1 (Pagination)



Design Option 2 (Load More Button)



Design Option 3 (Infinite Scroll)



The stakeholders had initially requested to have a 200 per page pagination display to be shown like **Design Option 1**. Some of the considerations highlighted in the meeting were:

1. Performance wise
 - a) How long will it take for system to load 200 records?
 - b) If page is loaded on mobile/tablet, will it cause the screen to hang?
2. View wise
 - a) Overwhelm details/information shown to users
 - b) Too long to scroll through the details of the whole page
 - c) Users will probably use the filter or search features

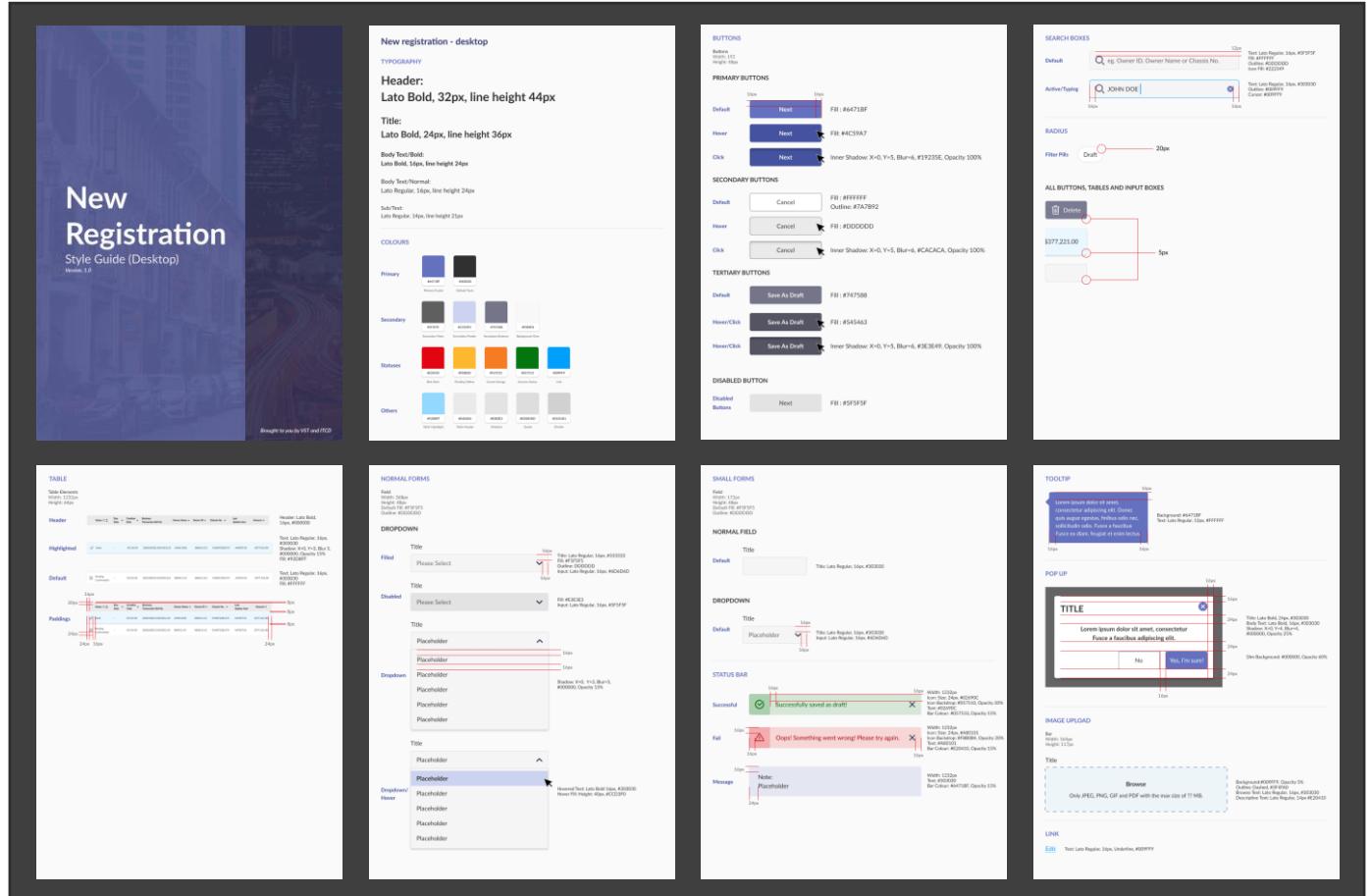
Design Option 3 was favored with 50 records display in each scroll after the meeting with the following user experience:

1. No extra clicks to users, users only have to scroll
2. Mobile-friendly

Create Design System

The design system was created for the desktop site as a set of standards and introduce reusable components.

It was ensured that the design system passed the Web Content Accessibility Guidelines (WCAG) 2.1.



Final Design

Search bar

Allows Multi-search for data

Total Records

Summed up the records to provide an overview to users

The screenshot shows the LTA Link Vehicle Registration dashboard. At the top, there's a search bar with placeholder text "eg. Owner ID, Owner Name or Chassis No.". Below it is a table header with columns: Status, Due Date, Creation Date, Business Transaction Ref No., and Owner ID. A modal window titled "Customise Columns" is open, listing various columns with checkboxes: Status, Due Date, Creation Date, Business Transaction Ref No., Owner ID, Chassis No., and Amount. Seven checkboxes are selected. At the bottom of the page, there's a footer with links like Report Vulnerability, Privacy Statement, Terms of Use, Disclaimer, General Info, Application Help, Contact Us, Feedback, and social media icons.

Register New Vehicles

Create new application within the dashboard page

Table Configurations

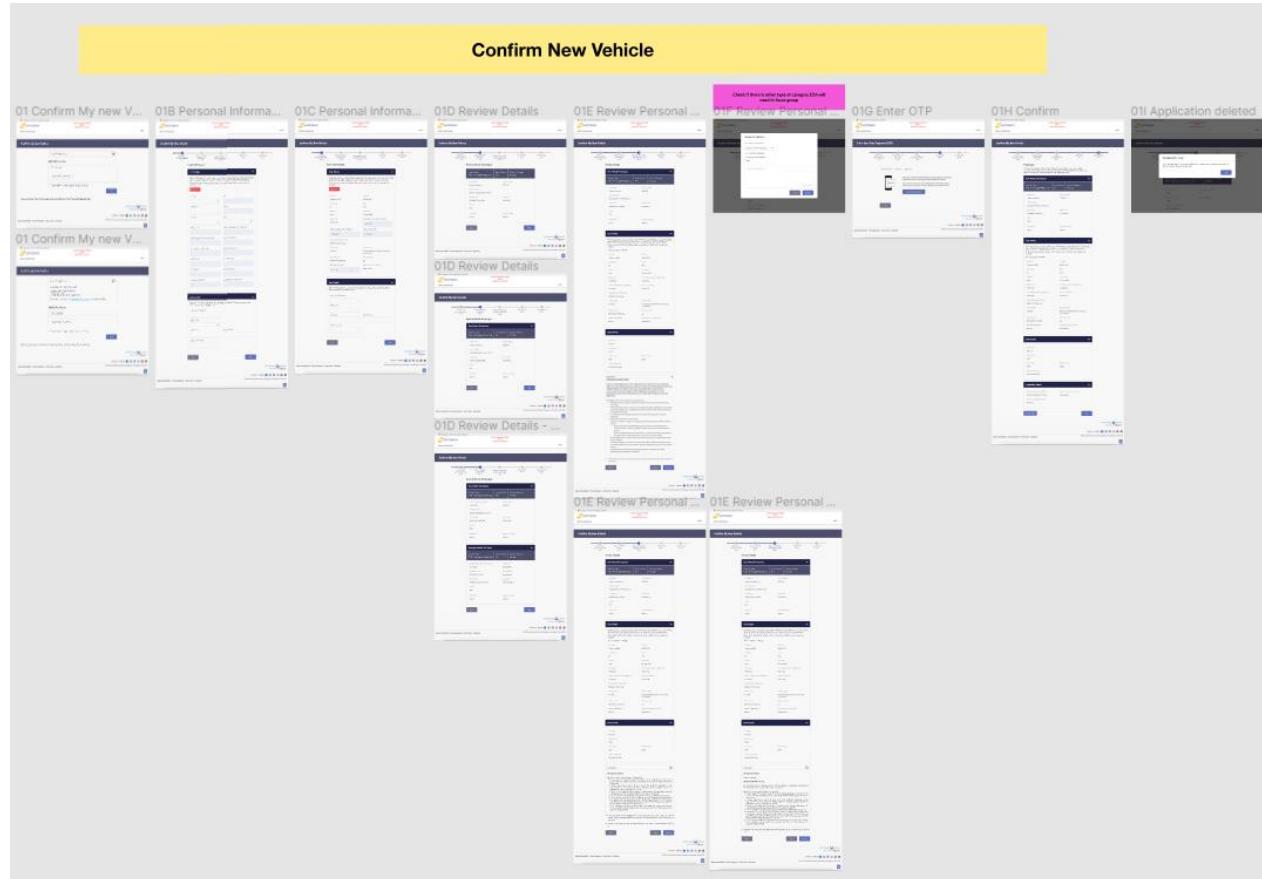
1. Refresh table
2. Export table
3. Delete records
4. Customize Columns

Customize Columns

Allow customizable columns to display especially on mobile devices that have small screen

Envisioned process and removal hardcopy forms

With the design system implemented, the hardcopy forms were subsequently digitalized and a prototype was created for the envisioned digital service.



Envisioned User Journey

	Buyer	Motor Dealer	LTA																			
Phase of journey	New Vehicle Purchase				Vehicle Registration										Post-Registration							
Actions What does the customer do?	Visit motor dealer	Decide on vehicle to purchase	Confirm of vehicle purchase	Received COD, vehicle make and model information	Input details into internal system	Login into VRLS using LTA token	Enter buyer's information	Enter vehicle information	Confirmation and submit	Received SMS of submitted application	Launch URL	Select vehicle to confirm	Provide personal details using Singpass MyInfo	Review vehicle information	Provide consent to motor dealer/LTA	Issue OTP for confirmation	Login into VRLS using LTA token	Received Pending Payment application from merchant	Review information and makes payment	Received SMS of successful application	Collect vehicle	Randomly selected application to await for verification
Touchpoint What part of the service do they interact with?						LTA Portal (VRLS)			SMS	LTA Portal (1M)					LTA Portal (VRLS)		SMS	Phone call	LTA Portal (VRLS)			
Customer Thought What is the customer thinking?																						
Customer Feeling What is the customer feeling?	+ve																					
Process ownership Who is in the lead on this?		Buyer			Motor Dealer													Buyer				
Opportunities																		miro				

Final Thoughts

It was really a fun process interacting with the stakeholders in the weekly scrum meetings for design iterations and feedback.

The opportunity to create a brand new design system for a huge government portal revamp was also a great learning experience.

This project had increase my empathy level and design skills, I look forward to contribute more to the UX community!

[< Back to Content Page](#)

Case Study 05 (Personal Project)

BabySafe

Role: UX Designer

Overview

Parents are busy with work, either work from home or in office. It would be hard to supervise kids all the time while focusing on work.

BabySafe is a tool created to help busy working parents monitor their kids' well-being. It was created based of my personal experiences with the raise of infection cases in young kids. BabySafe' primary target users include working adults with kids who are busy at work and at the same time have the commitment to take care of their kids therefore the need to monitor the kids' well-being.

Empathize With Users

I recently encountered the experience that my nephew was burning up without knowing while my sister and brother-in law were busy at home.

I then used the opportunity to develop interview questions for other parents, which were then used to conduct user interviews. Most interview participants reported feeling guilty and loss when they discovered their kids were burning up, therefore they wish to have a simple way to monitor the kids' wellbeing.

The feedback received through research made it very clear that users would be looking forward to have a tool to help them monitor the kids' well-being if it is simple and easy to use.

Persona 1: Aden

Problem statement:
Aden is a teacher who works in the school. He is unable to keep monitoring the kids' well-being as they are at home and he needs an alert on any drastic changes in their temperature.



Aden Sim

Age: 32
Education: BE deg in Aerospace
Hometown: Singapore
Family: Father of 2 kids
Occupation: School Teacher

"I was really shocked when my wife alerted me that my boy temperature shot up to >39.0 degree celsius and requires medical attention"

Goals

- Get quick informed of the kids temperature for unusual change with an accessible mobile app to monitor on the go
- Have quick advise on what is the next action to take on the medical condition
- Link up chat with a doctor nearby for medical advises

Frustrations

- "I am unable to monitor my kids as I have to teach in the school."
- "Sometimes I am not sure what to do and especially in this pandemic, I am not very sure if I should bring my kid to visit the doctor or have self medication at home."

Aden is a 32 years old school teacher who is a father of 2 kids. Even in this pandemic, Aden job requires him to travel to the school as he is a school teacher. So most of time on weekdays daytime, the kids were either at the daycare or home which are taken care by the teachers or the wife.

Aden has to move around in the school to different classes for teaching but will always carry a mobile phone device which is small and portable to bring around.

Persona 2: Alanna

Problem statement:

Alanna is a freelance worker who works from home, she has many meetings to meet her clients and has to multitask between taking care of the kids. She needs a monitoring app that is easy to install and setup.



Alanna Lim

Age: 33
Education: BA deg in Business
Hometown: Singapore
Family: Mother of 2 kids
Occupation: Financial Consultant

"I was really worried when I suddenly touch my kid, he was so hot and his temperature shot up to >39.0 degree celsius."

Goals

- Monitor and notify kids temperature for any unusual changes
- Easy to install and portable to bring around
- Simple, easy to use and setup for busy working schedule

Frustrations

- "Hand, foot and mouth disease is easily spread and a common infection for kids being in daycare."
- "My kid could develop febrile seizure from the fever symptoms of HDMD."
- "It's very hard for me to multitask between meeting clients online and babysitting the kids at home."

Alanna is a 33 years old Financial Consultant who is a mother of 2 kids. Although being in this freelance industry and working from home, the schedule can be packed with meeting with clients and courses to attend online which then require the kids to play by their own in the living room with little supervision.

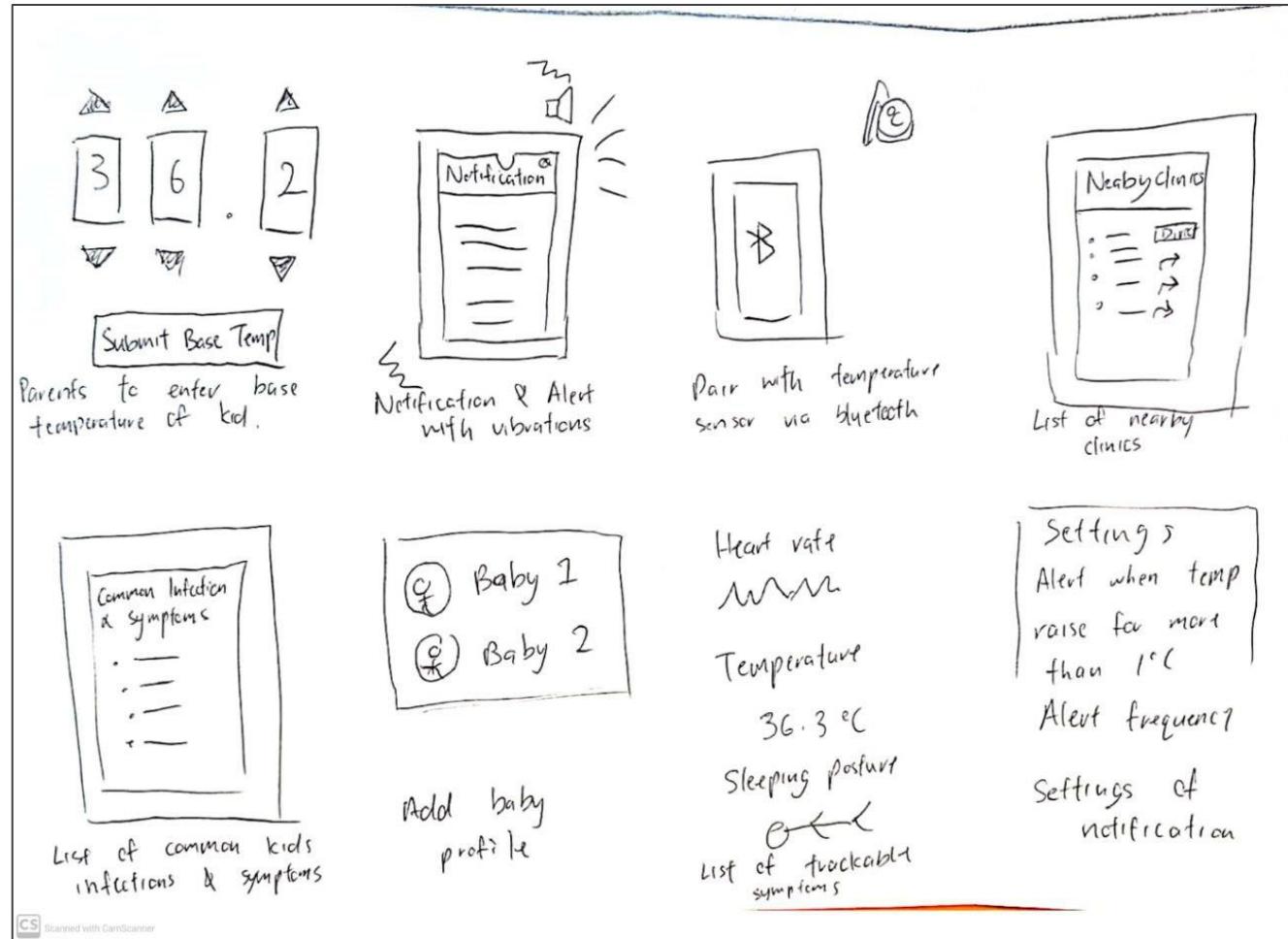
Alanna has many devices used for meetings at home such as laptop, tablet and mobile phone. She requires an easy to install and setup website so that she can access from any device that are available for usage.

Define The Problem

Parents are busy with work, either work from home or in office. It would be hard to supervise kids all the time while focusing on work. BabySafe has identified a way to monitor kids' well-being, with the opportunity to send alerts quickly to parents for them to take action with the raise of infections in daycare.

Ideate Solutions

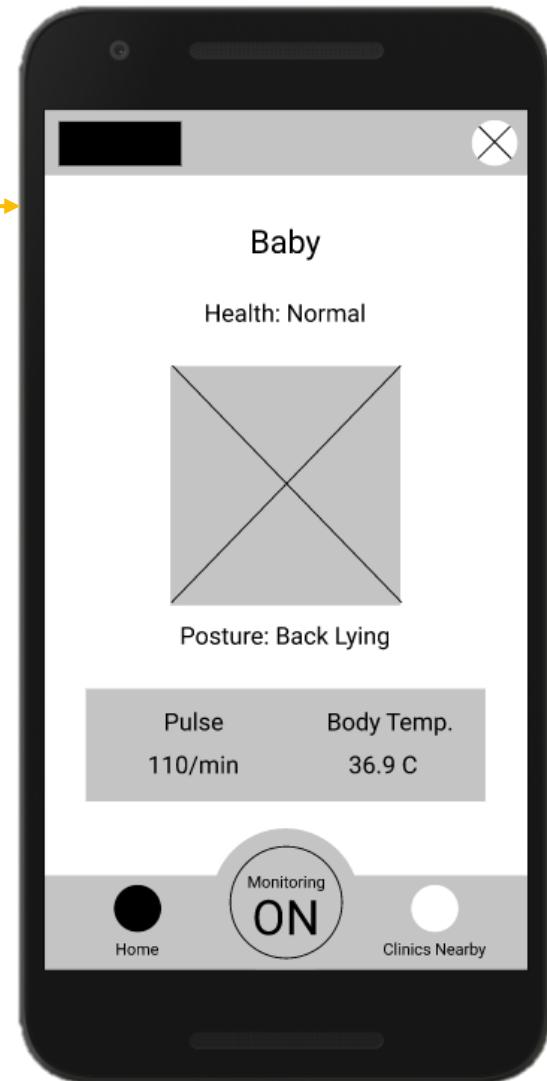
I did a quick ideation exercise to come up with ideas for how to provide a kids' well-being monitoring app to parents. My focus was specifically on simplicity that is accessible and minimalist designs.



Digital Wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the BabySafe app. These designs focused on monitoring the kids well-being with a sensor device being clipped on the kid.

Top half of home screen indicates kids' basic health such as posture.

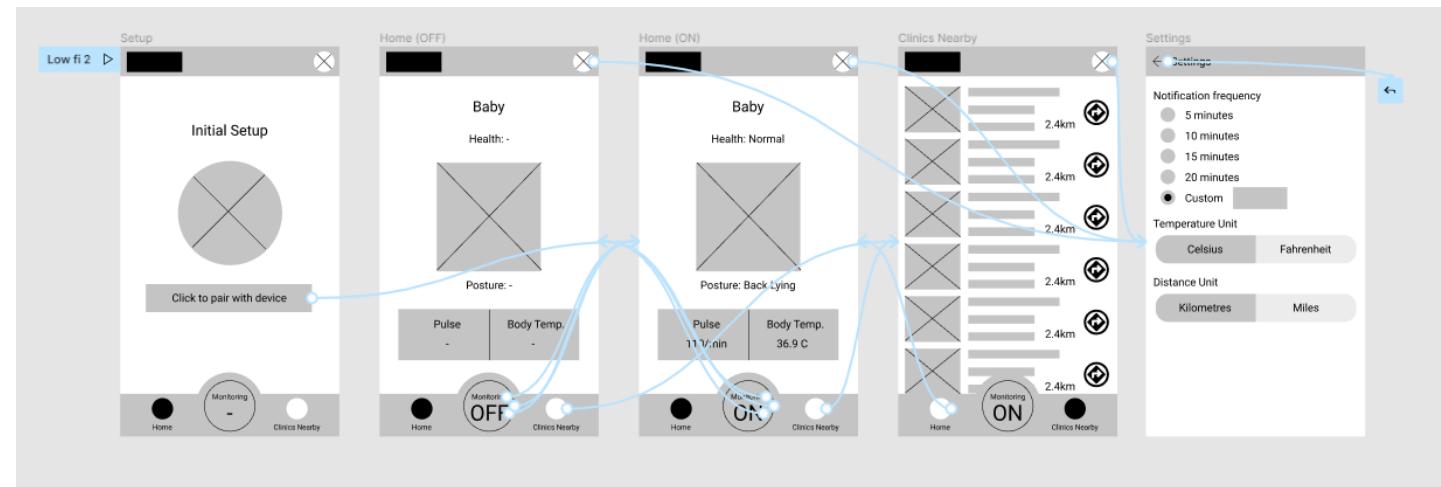


Bottom half shows the kids' pulse and temperature. With easy access to app features from global navigation

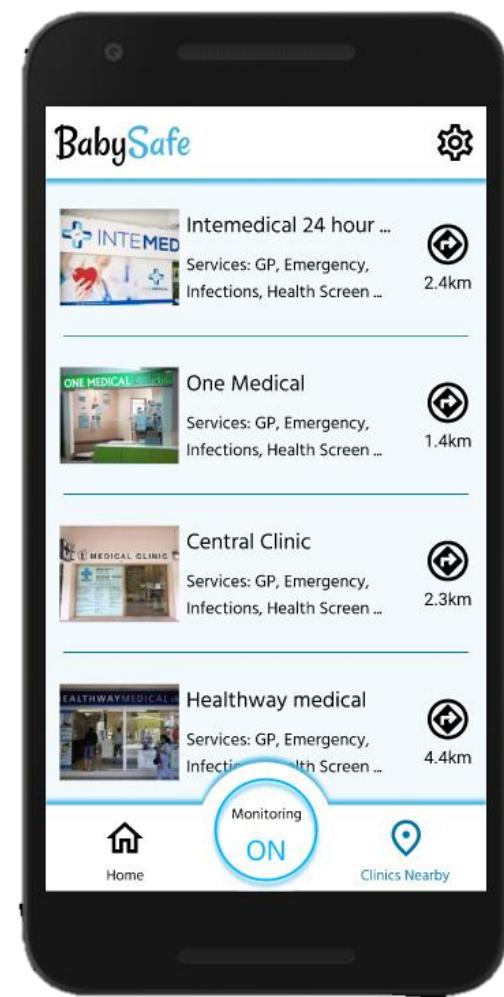
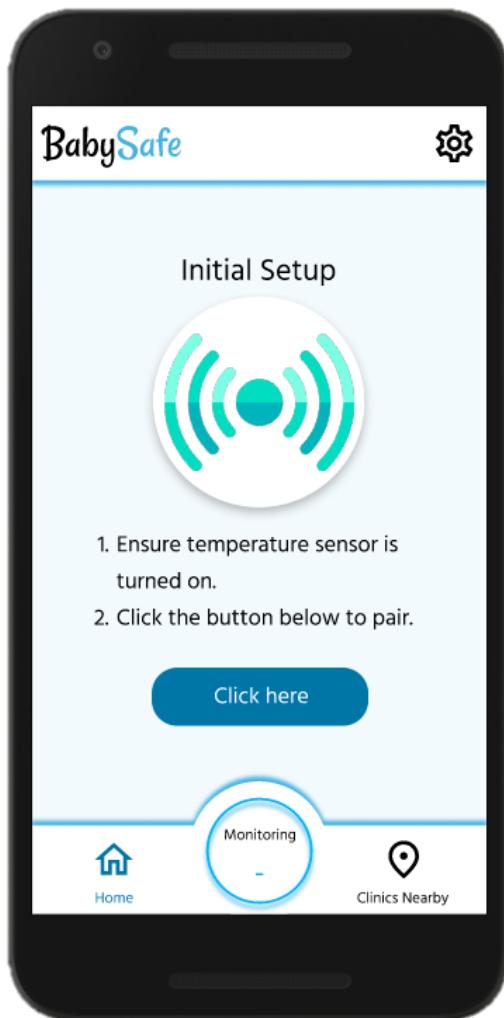
Low-fidelity Prototype

I created a low-fidelity prototype that connected the user flow of setting up the temperature sensor device and monitoring the kids' well-being.

View [BabySafe's low-fidelity prototype](#)



Mock-ups



Mock-ups

BabySafe

Initial Setup

1. Ensure temperature sensor is turned on.
2. Click the button below to pair.

Click here

Monitoring - Clinics Nearby

BabySafe

Nyaa

Health: Normal

Posture: -

Pulse	Body Temp.
-	-

Monitoring OFF Clinics Nearby

BabySafe

Nyaa

Health: Normal

Posture: Back Lying

Pulse	Body Temp.
110 BPM	36.5 °C

Monitoring ON Clinics Nearby

BabySafe

Intemedical 24 hour ...
Services: GP, Emergency, Infections, Health Screen ...
2.4km

One Medical
Services: GP, Emergency, Infections, Health Screen ...
1.4km

Central Clinic
Services: GP, Emergency, Infections, Health Screen ...
2.3km

Healthway medical
Services: GP, Emergency, Infections, Health Screen ...
4.4km

Monitoring ON Clinics Nearby

← Settings

Notification frequency

- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- Custom

Temperature Unit

Celsius Fahrenheit

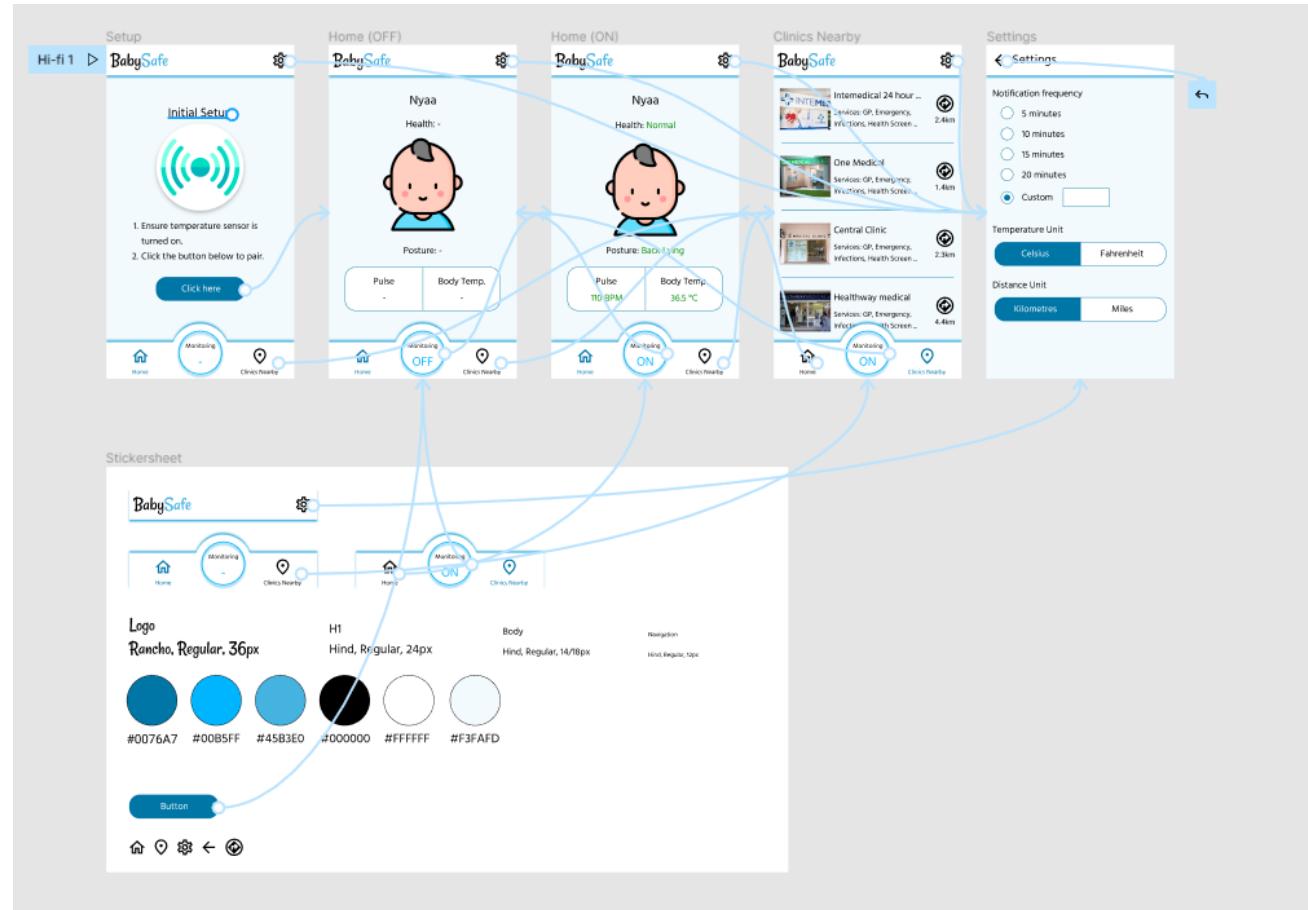
Distance Unit

Kilometres Miles

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study and stickersheet.

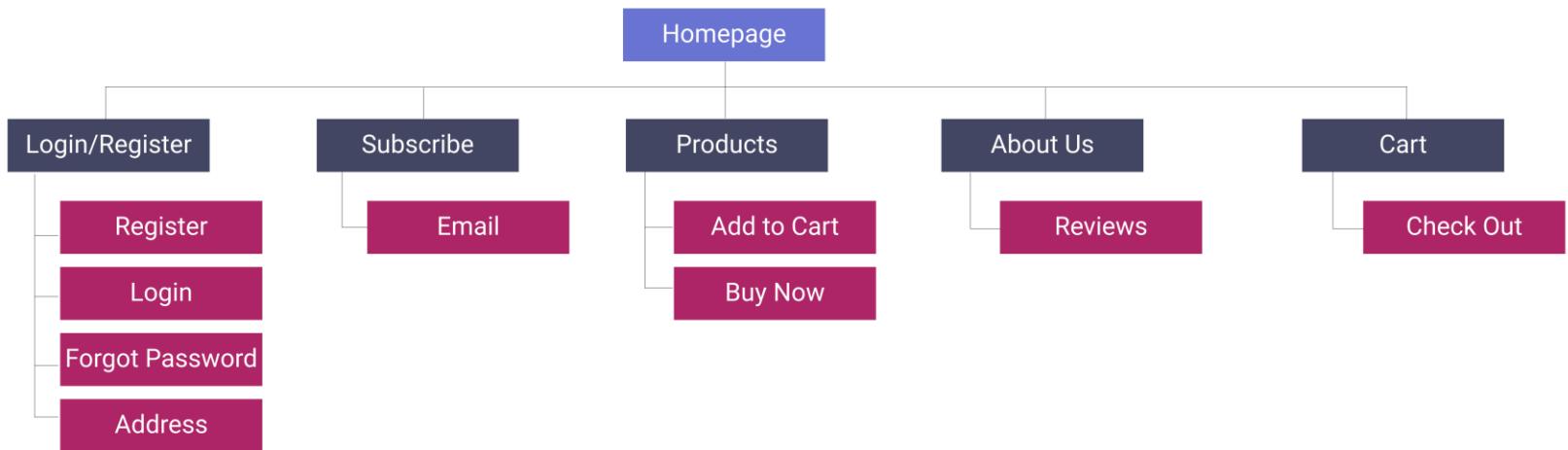
View [BabySafe's high-fidelity prototype](#)



Sitemap

With the app designs completed, I started work on designing the responsive website. I used the BabySafe sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

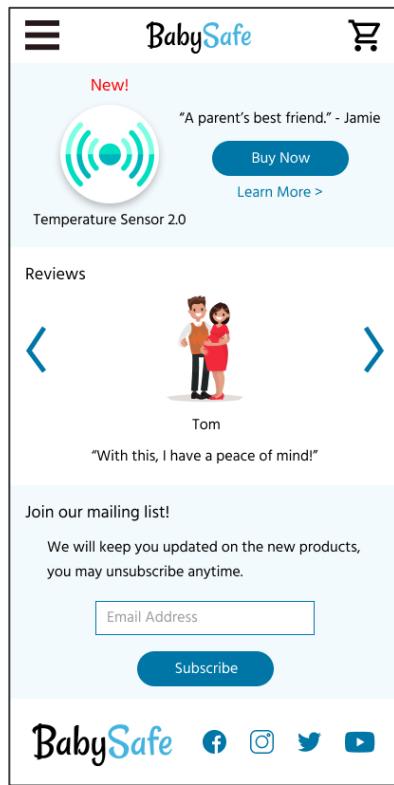
Note that the responsive site is for parents to purchase the device sensor as the app will be pairing to the sensor.



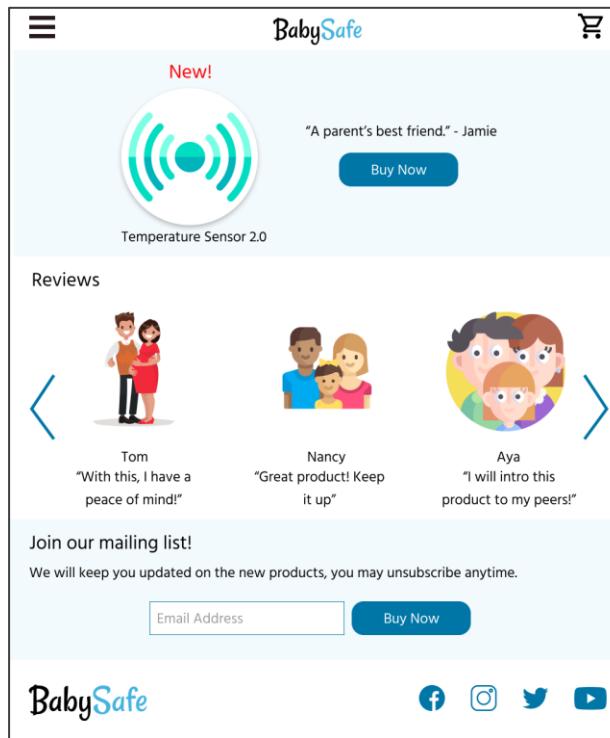
Responsive Designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

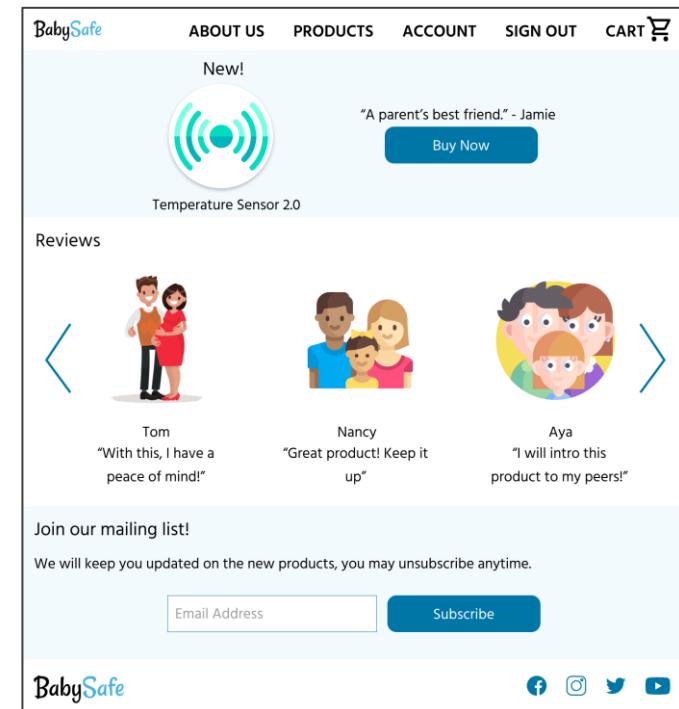
Mobile website



Tablet



Desktop



Final Thoughts

Users shared that the app was simple to use and they could visualize the usefulness once it is able to pair to the sensor device. One comment from peer feedback was that “hopefully with the app and the sensor device, I would have a more safe peace of mind while working.”

I learned that even though the problem I was trying was just an idea, going through the case study makes me understand the user needs more and this might be a project that could be develop further with the exploration of how to build the sensor device.

Next Step

1. Conduct research on how to build the sensor device tool that could be clip on kids' for monitoring app.
2. Add more features for parents such as recommending next course of action when kids' are not well.

[< Back to Content Page](#)

Hobbies

Other Designs

Digital Arts



*Wild imaginations
coming to life...*

SIT Sticker Patch Design

