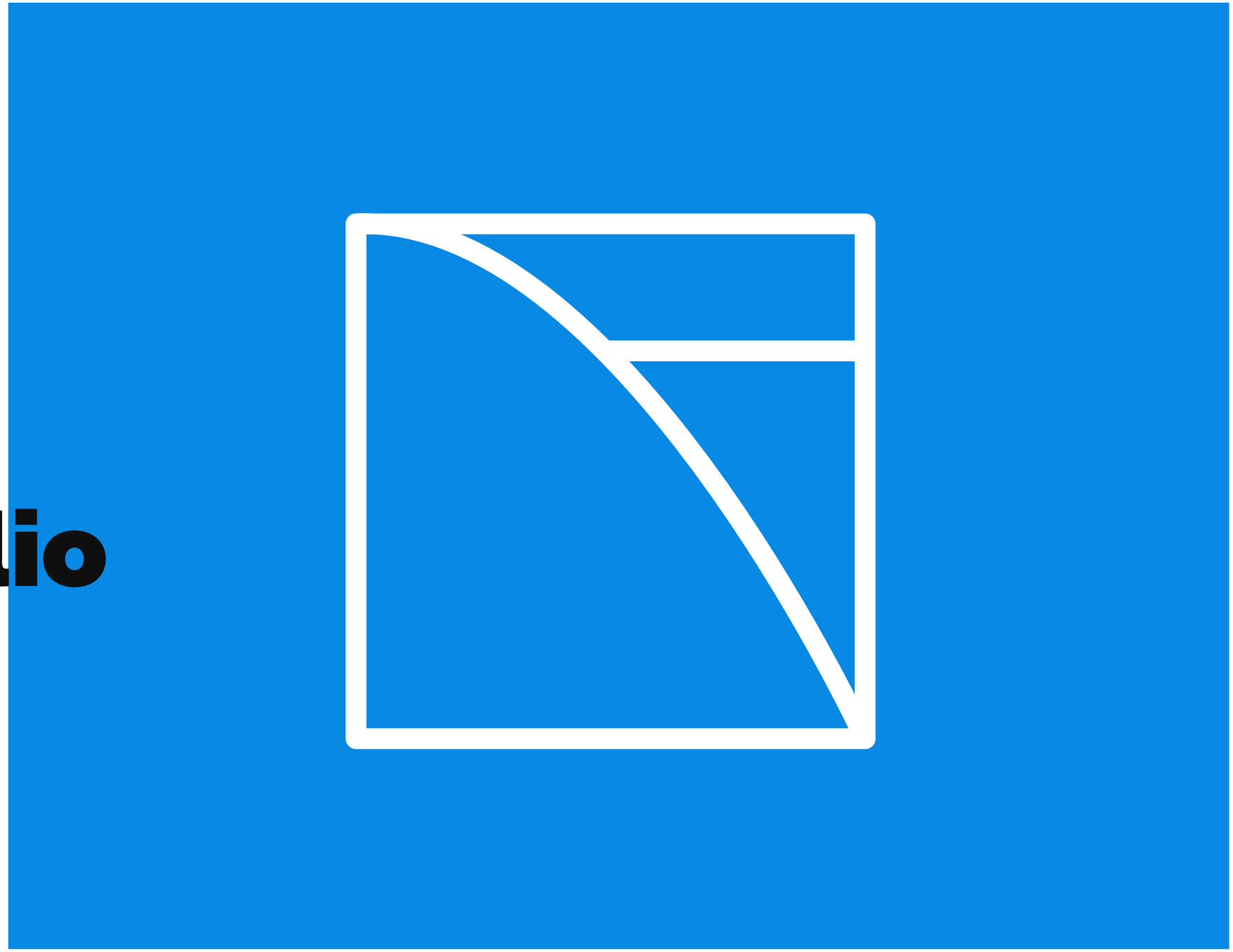
Design Portfolio

by Leya Abebe



AAU ID

04449380

LINKS

portfolio
case study
coded website

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Hello! I'm Leya—a user experience designer in the Bay Area.

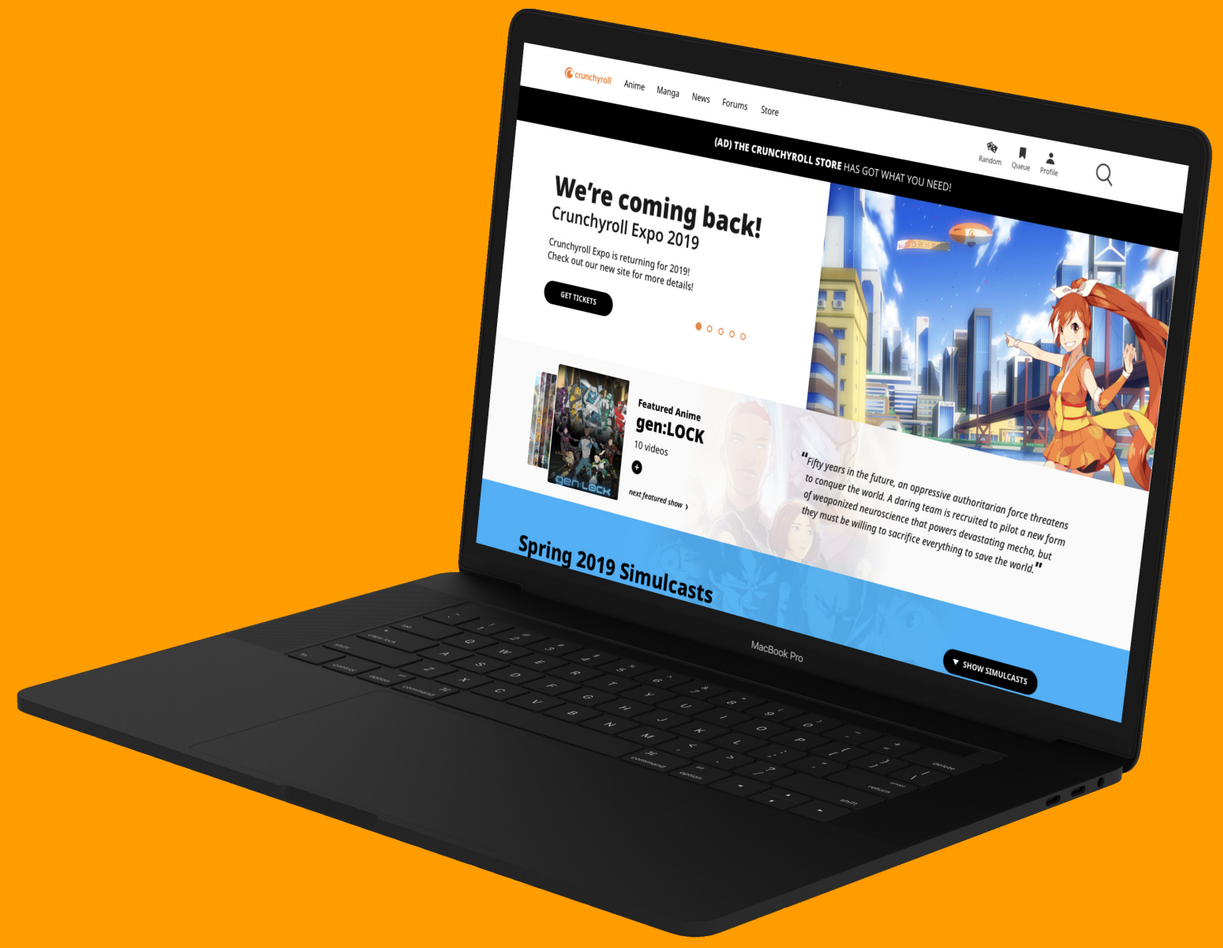
Originally from Maryland, I moved to the Bay in order to study design professionally. Design has been something that's interested me throughout my undergraduate career, but I felt disconnected from. I will be graduating this May with a Masters in Web Design & New Media from the Academy of Art University. There, I discovered my passion for user experience design. Already very curious about how and why systems are in place, it's helped to challenge my perspectives and how I create.

Along with a Masters, I have a Bachelor of Science in Business Administration from American University and some working experience as a production design intern and freelance designer.

In the short term, I am seeking full time and internship opportunites as a UX or Product designer. In the long term, I hope to work towards becoming a lead ux or product designer at an in-house design team or agency and eventually move into product strategy roles.

crunchyroll

website redesign



ABSTRACT

How can crunchyroll be redesigned to better serve its audience?

I have targeted areas within the crunchyroll experience that could be improved upon in flow, interaction, and appearance in order to improve the pre- and post-watching experience. I will walk you through my process starting with research on website and its users.

MY ROLE

user research, wireframing, visual design, and interaction design

DURATION

Spring 2016 (initial)
March - May 2019 (revised)

TOOLS

paper, adobe xd, sketch, invision studio

LINKS

visit invision prototype (2019)

crunchyroll.com as of early March 2019

PROBLEM

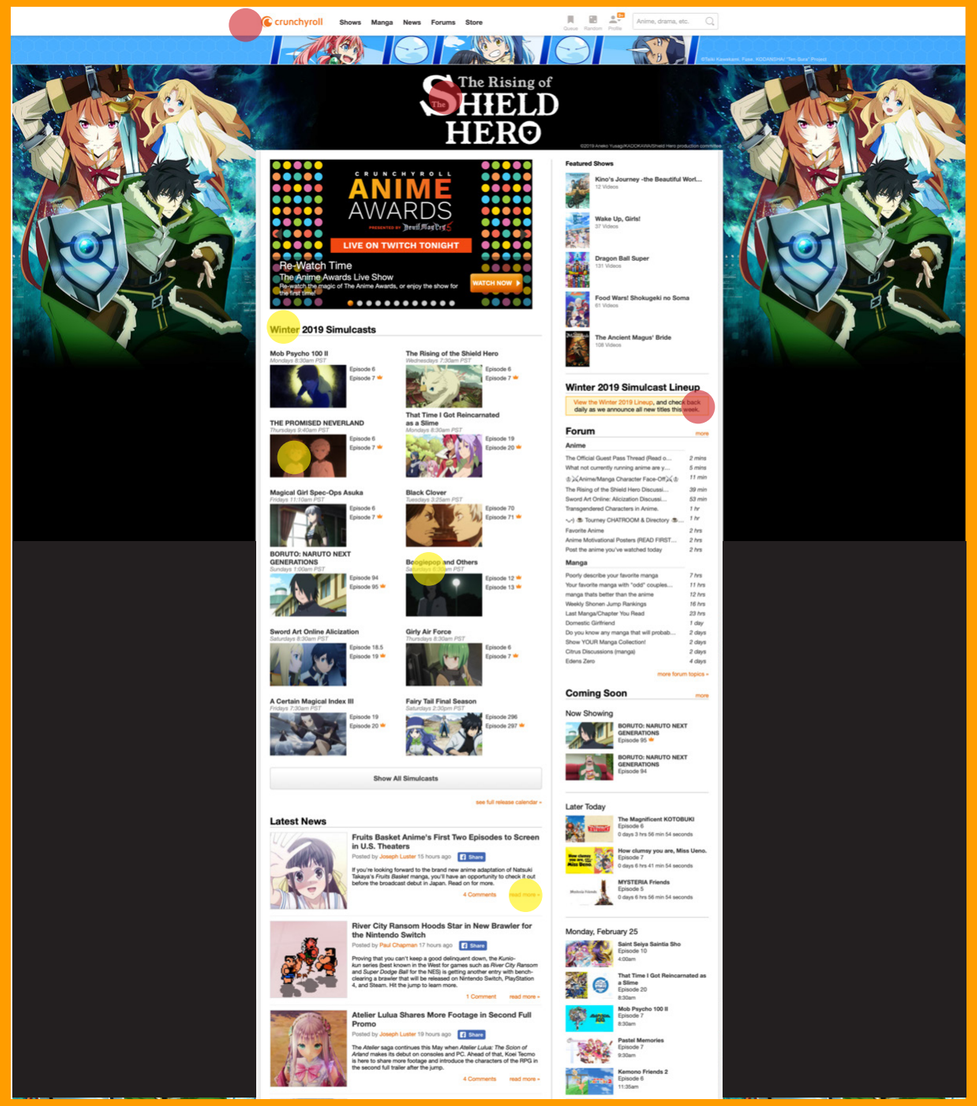
A usability evaluation reveals multiple areas for improvement. (1/2)

usability

- Navigation doesn't travel with scroll
- Requires a lot of scrolling to reach top
- Content is tightly packed on the page
- Related content not in close proximity
- Advertisements don't have CTAs

accessibility

- Needs more text alternatives to non-text content (e.g. images, videos)
- Not fully keyboard accessible
- Headings and labels use similar sizing
- Repetitive naming of text links
- Instances of very low color contrast
- Doesn't have a site map



PROBLEM

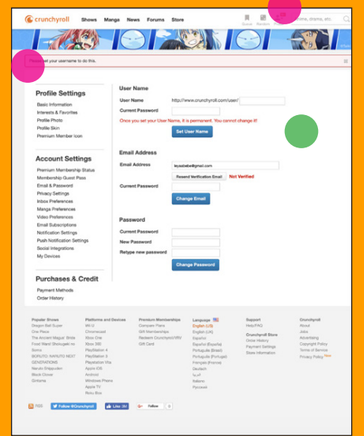
A usability evaluation reveals multiple areas for improvement. (2/2)

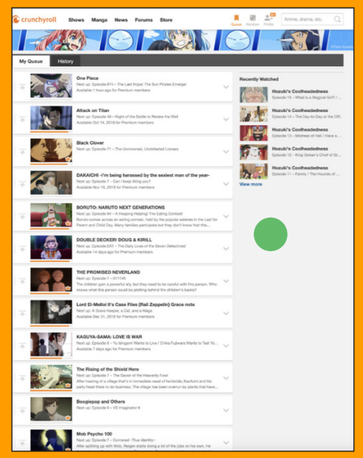
functionality

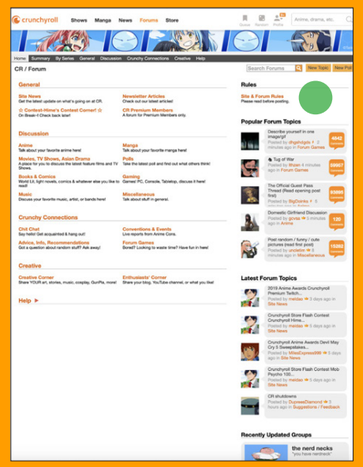
- There are broken and misnamed links
- Site crashes frequently on web, mobile, and other platforms

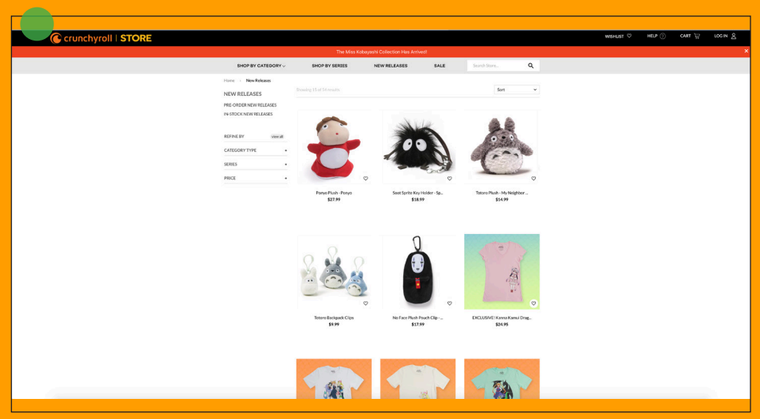
presentation

- Branding, layout, and text styling is fairly consistent on all pages except: *forums, store, premium, log in, random, individual videos, search results, platforms and devices, and about.*









A high visitor count butts heads with a poor bounce rate; Home and search are the most visited pages.

I found statistics on how users behave when they visit crunchyroll as of January 2019. Even though the number of visitors is on the rise and for all the content offered, nearly half of those visitors immediately leave and the average amount of pages click through nears 4.

The United States make up 42.3% of traffic on crunchyroll and is the main country of focus in this redesign. Traffic usually comes directly from the site at 65.59% with search second at 22.23%.

82.19 million
total visits in Jan 2019

11 minutes
average visit duration

3.67 pages
visited per visit

42.26% of visitors
bounce rate

65.59% of traffic
is spent on the homepage

42.3% of visitors
are in the U.S.

Many channels exist to stream anime; so, why choose crunchyroll over them? What's unique?

Users seek out websites that provide some convenience in watching anime. How that is perceived varies from:

- being able to download episodes,
- to watch episodes for free but with advertisements,
- or to watch episodes without advertisements but for a fee.

To help users decide whether paying for membership is worth it, they often consider the convenience along with other features provided by the service. The table to the right gives an overview of features offered by CR and competitors.

feature analysis between crunchyroll and competitors

	crunchyroll	funimation	kissanime	netflix
anime	▪	▪	▪	▪
manga	▪			
random	▪		▪	
blog	▪	▪		
guides		▪		
trending		▪	▪	▪
schedule	▪	▪		
moods		▪		
games		▪		
news	▪		▪	
forum	▪	▪		
event		▪		
store	▪	▪		
queue	▪	▪	▪	▪

CR users regularly post on the internal forums and on social media about their issues with the platform.

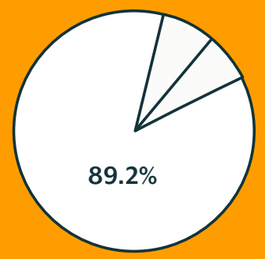
Using Twitter's search, I found that CR is being tweeted about practically around the clock due to its global reach. Here I show users disscussing issues with functionality.

On the bottom right are excerpts of a CR forum thread about potential UI improvments its users want to see. Each user in this thread expresses frustration and also suggestions on what exactly they'd like to see added or improved.

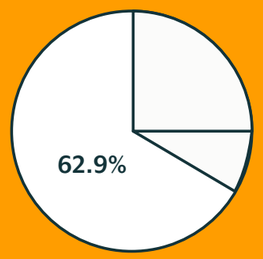
Survey results placed Netflix at 31% and sites for pirated content at 35% (e.g. Kissanime) as major competitors.

To better understand how people watch anime and what they expect from those websites in regards to features, I conducted a survey through google forms to learn more.

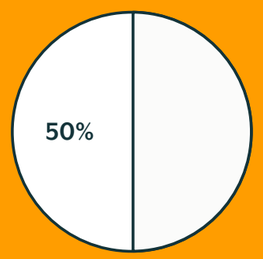
The survey is still open, but as of April 25th, respondents were mainly millennials, female, students, living in the United States, and have received a graduate education. A majority do watch anime and uses sites that weren't all expected; of those sites written in, collectively they made up 18% of preffered viewing.



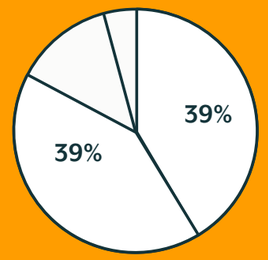
Age
18-29 years old



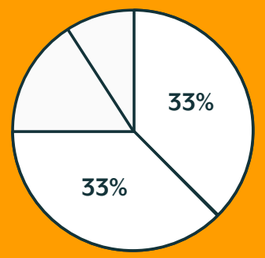
Gender
Female



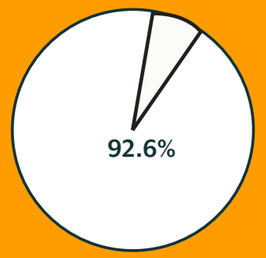
Occupation
Student



Location
CA/US



Education
Masters



Watch anime?
Yes

CR users are divided among *Premium* and *Normal* members; this redesign focuses on those who use CR regularly.

Why watch CR as a Premium member?

- To watch episodes without advertisements
- To watch anime ahead of others
- To get discounts to events and merchandise
- To help the platform because of its mission
- All of the Normal member benefits included

Why watch CR as a Normal member?

- Visual appeal is better than most competitors
- Ability to interact with the community
- More anime, manga, anime news, events, etc., offered than competitors
- Accessible across many devices and languages

PERSONA ONE

Meet Snow, a 26-year-old who has been a Premium member for 5 years.

PAINT POINT

There aren't many ways to rearrange my queue so I can make it more useful to me. I go to an external site, MyAnimeList.net, to create lists of shows that I'm into.

MOTIVATIONS

- Joined CR for its quality videos and frequen new releases
- Checks CR regularly for new anime, posting/commenting occasionally on videos and interesting forum posts

BASIC

- Male
- Bachelor Degree
- Comfortable with web, mobile, tablets, and tvs

> "I've decided to give some suggestions for possible features & changes that as a user I feel would make the site nicer/ easier to use. Feel free to add your own suggestions or give fair critique."
>
> *—taken from actual CR user*

Snow maps out the steps he would need to take in order to organize his queue.

steps	Add new season anime to queue	Organize queue	Organize using filter	Organize using lists
action	select season simulcast anime	go to queue and adjust order	no such function	no such function
pain points	no add to queue link/icon available; you have to visit an individual episode, add to queue from there, then return to the homepage to repeat the process for however many anime you'd like to watch	• can only manually move shows up and down list • uses FIFO instead of LIFO • when queue is long, there's no option to go back to top	not available	not available
opportunities	adding an option to add directly to queue for each video on any page an option to add every anime on the simulcast directly to your queue	• changing the order that videos are added will make it more useful • including a back to top will limit how annoyed a user might get • manually moving shows into various layouts versus a dropdown might make it more enjoyable	if a user doesn't want to manually adjust their queue, they can reorganize by genre	if filters are not enough, users can create their own lists to organize shows made from manually moving around shows and/or hiding them

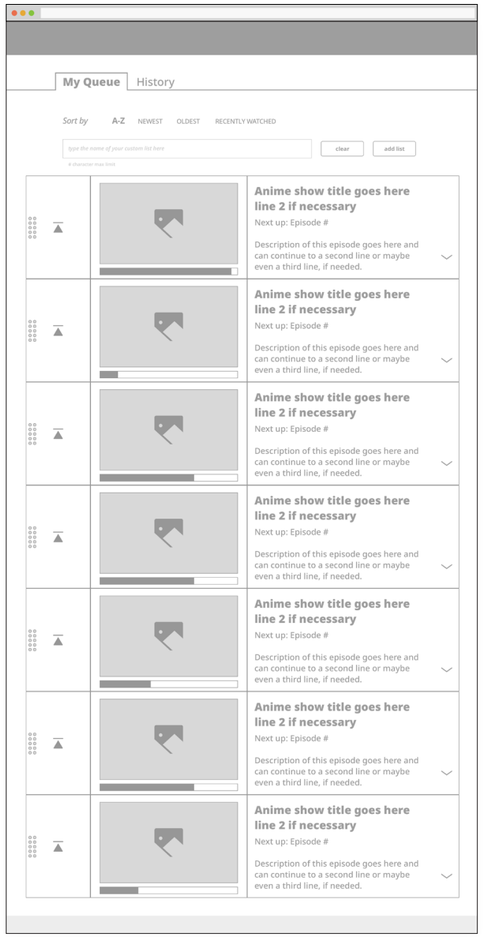
Snow searches for, adds, and organizes shows in his queue.

Add all new simulcasts → Go to queue → Adjust order by genre → Save list

Snow searches for, adds, and organizes shows in his queue.

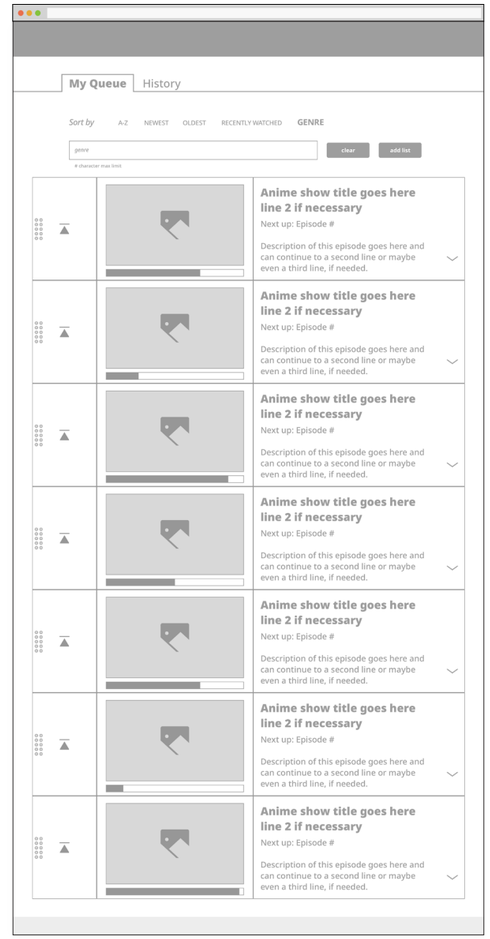
1. Add all new simulcasts

2. Go to queue



3. Adjust order by genre

4. Save list



PERSONA TWO

Meet Bunny, an 18-year-old who has been a Normal member for 2 years.

PAINT POINT

I would like to interact on the forums from mobile more often but it not being responsive is a hassle; I respond on mobile only when there's time. Otherwise, I chat from my laptop.

MOTIVATIONS

- Joined CR for its content and community
- Regularly receives new achievements for engaging in the forum and other site wide activities
- Shares self-written crime drama blog with CR community

BIO

- Female
- High school, some college
- Comfortable with web, mobile, tablets, and tvs

> **"[The forums are] always fun to come around and see what's been dropped seasonal wise, even off season, including what's new in the forums. and thanks to the recent purchase of a fire stick I no longer have to sit online to watch CR I can watch it on TV."**
>
> *—taken from actual CR user*

Bunny maps out steps she'd need to take in order to chat about an anime with CR users.

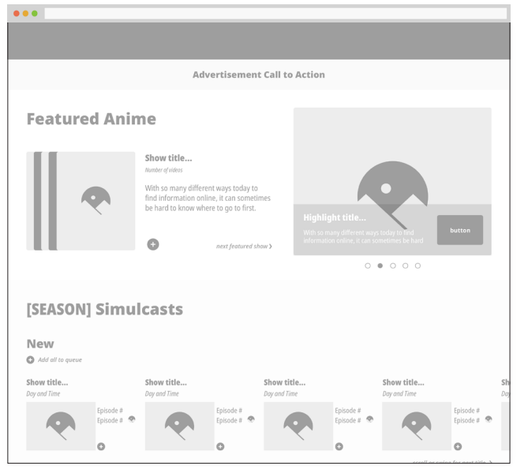
steps	Watch an episode of [anime]	Discuss it in the comments	Take the topic to the forum
action	select any anime from the homepage	post a comment	no such function
pain points	which should you choose? one featured in the carousel? part of the simulcasts? featured shows? preivous dates? all new anime? Naruto Shippuden?	• only 240 characters allowed • removed comments are still visibile as blank placeholders • comments thumbed down in the negative are hidden, why? • thumbs up/down and report icons don't look liek they are • no-image avatars don't have the same shape as normal ones	manually copy post, go to forums, new post topic, and paste; will have to post the link to the topic in the original messsage under the video
opportunities	to make clearer the purpose of sections, placing related content in closer proximity, and downsizing repetitive sections	• notify users when others reply or up/down vote their comment • increasing max character limit, enforcing a min character limit • removing comments completely from responses and contact those immediately affected by taken down post • use better quality icons • make no-image avatars square	if a user feels like they want to give their topic more room, they can autopopulate a forum post with their original comment and auto-notify those who respond that they can join the thread

Bunny discusses anime with others on a video and in the forum.

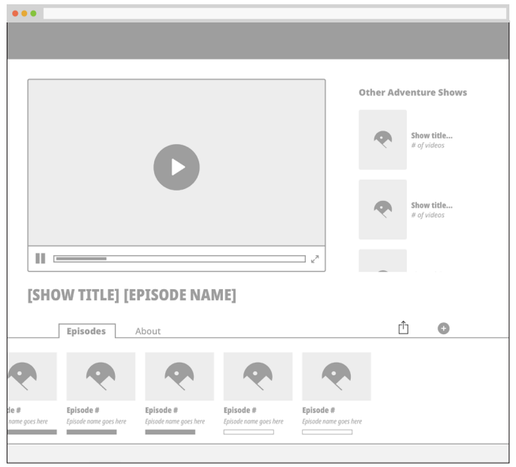
Select anime → Watch episode → Leave a comment → Engage w/ other users → Share to forum → Format forum post → Invite video commenters → Post to forum

Bunny discusses anime with others on a video and in the forum.

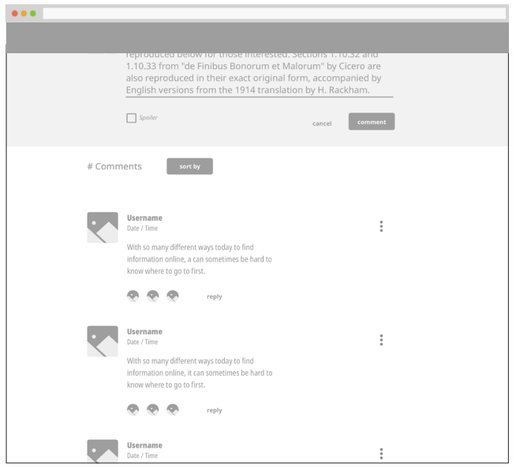
1. Select an anime



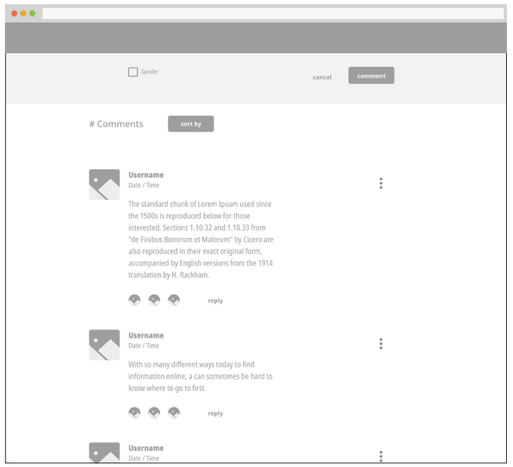
2. Watch an episode



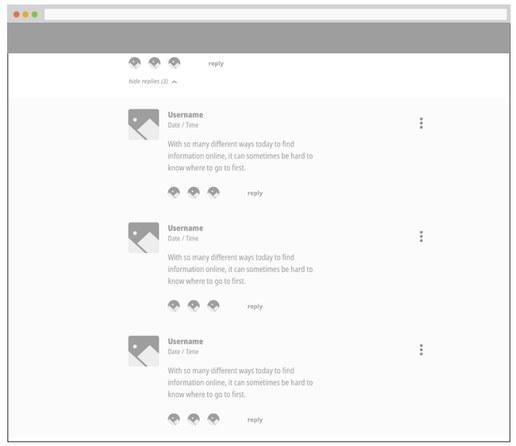
3. Write comment



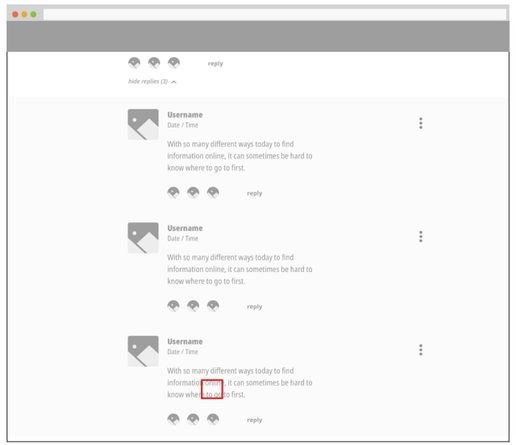
4. Post comment



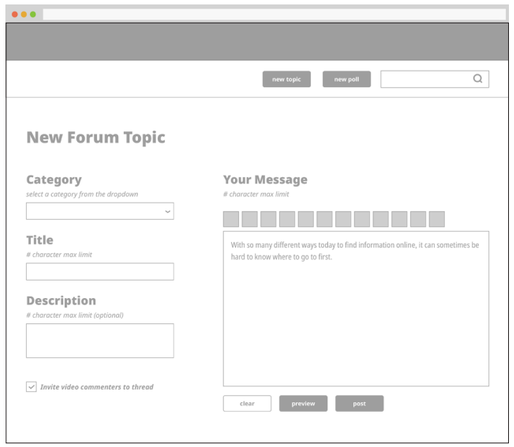
5. Engage with other users



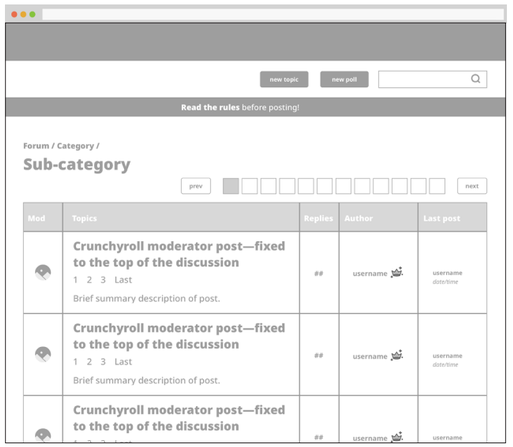
6. Share to forum



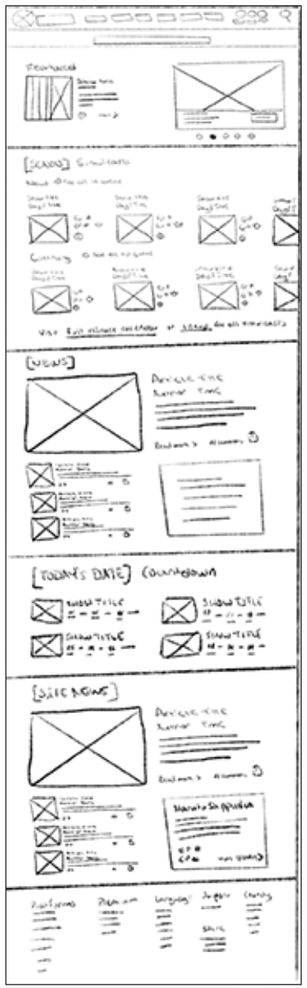
7. Format post / Invite commenters



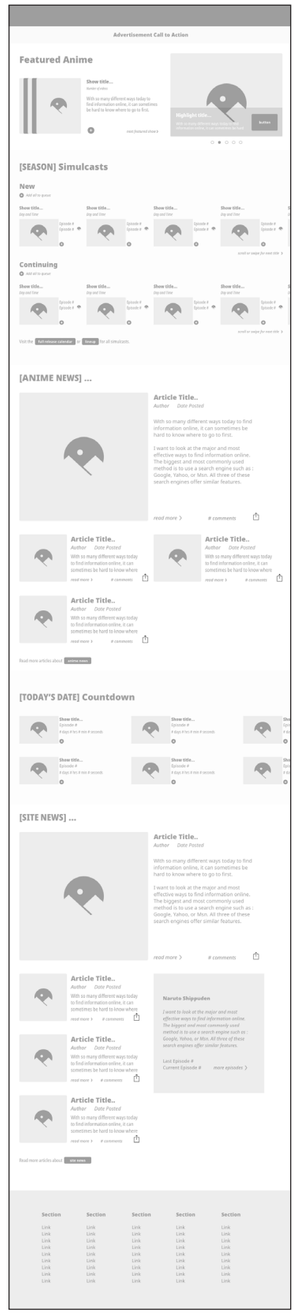
8. Post to forum



Homepage



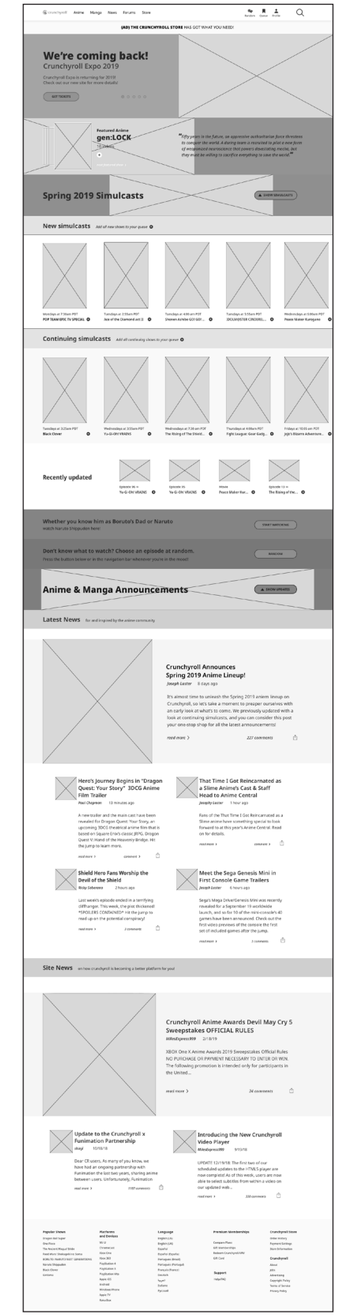
ROUND 0



ROUND 1

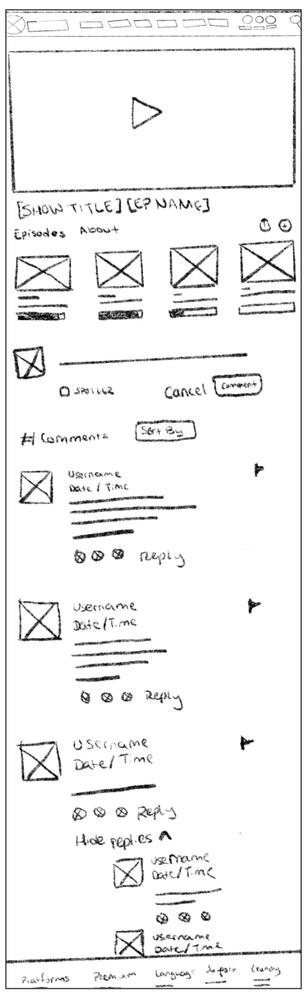
ROUND 2

ROUND 3

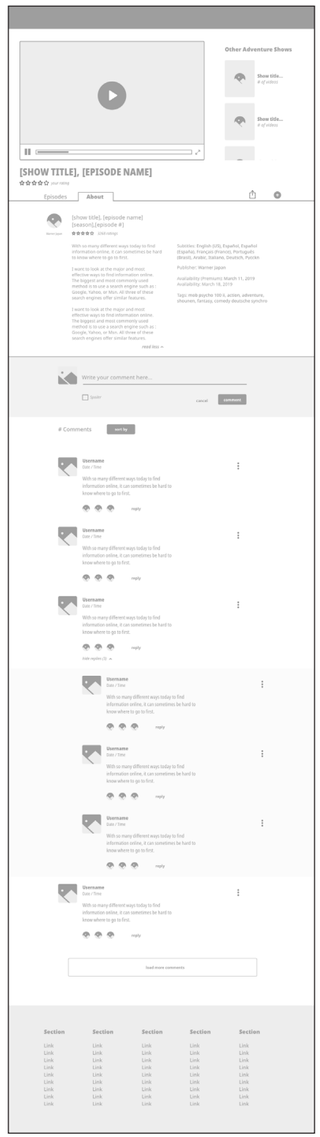


ROUND 4

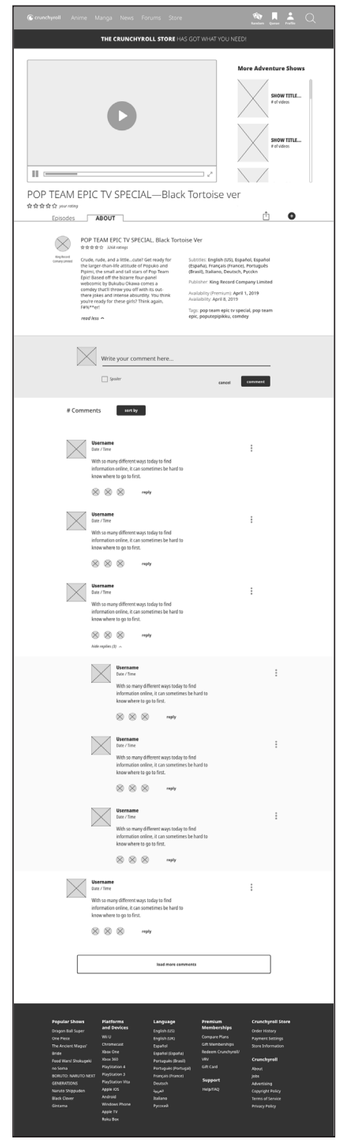
Video Comments



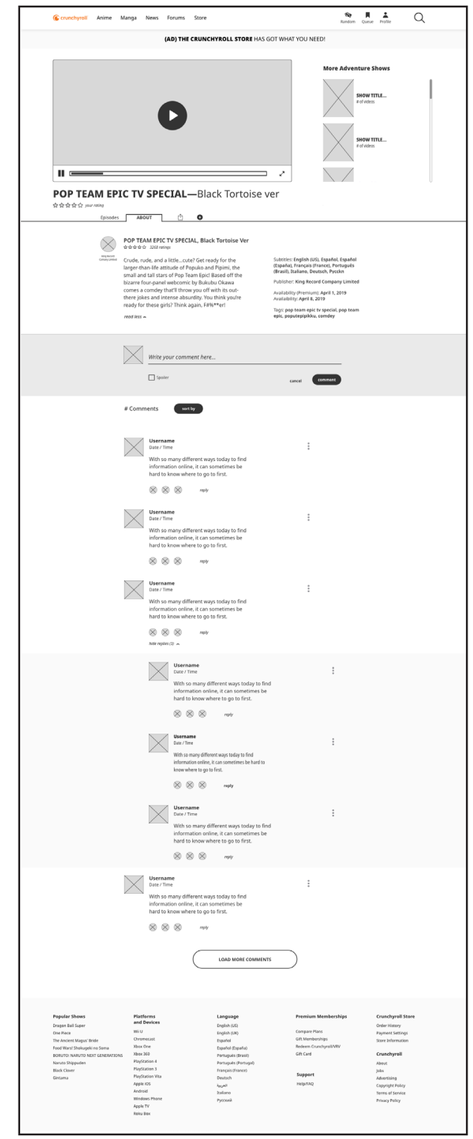
ROUND 0



ROUND 1

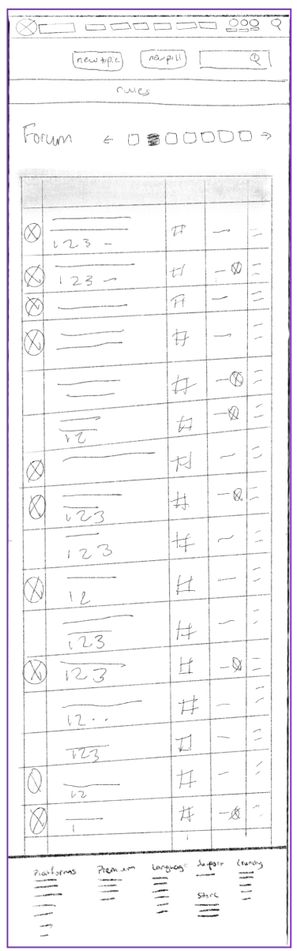


ROUND 2

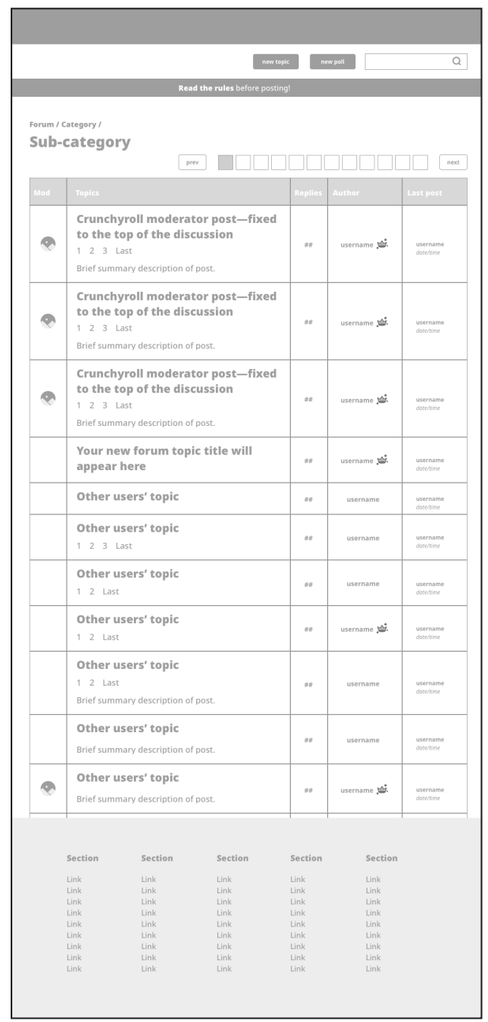


ROUND 3

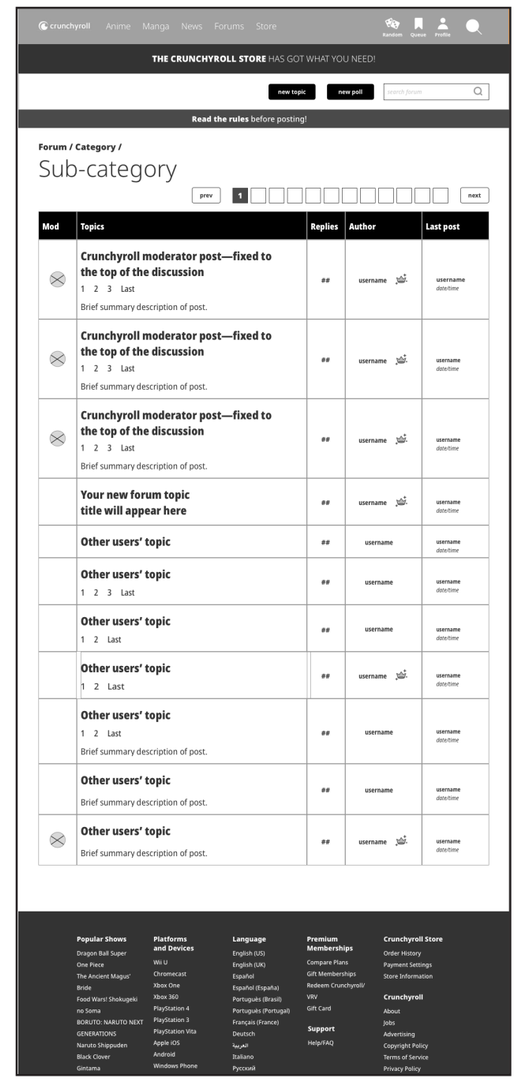
Forum



ROUND 0



ROUND 1



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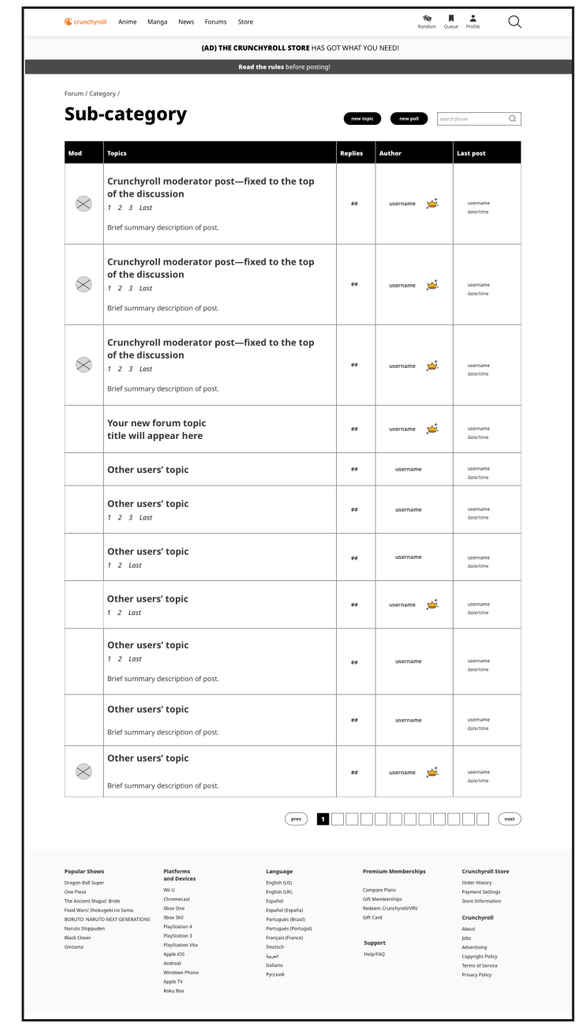
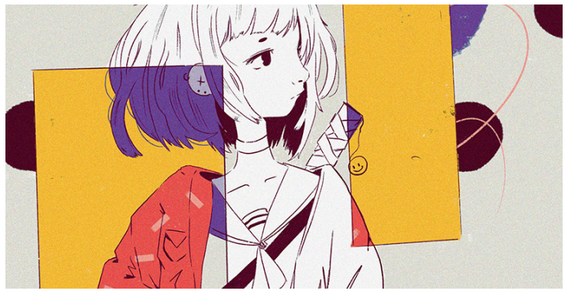
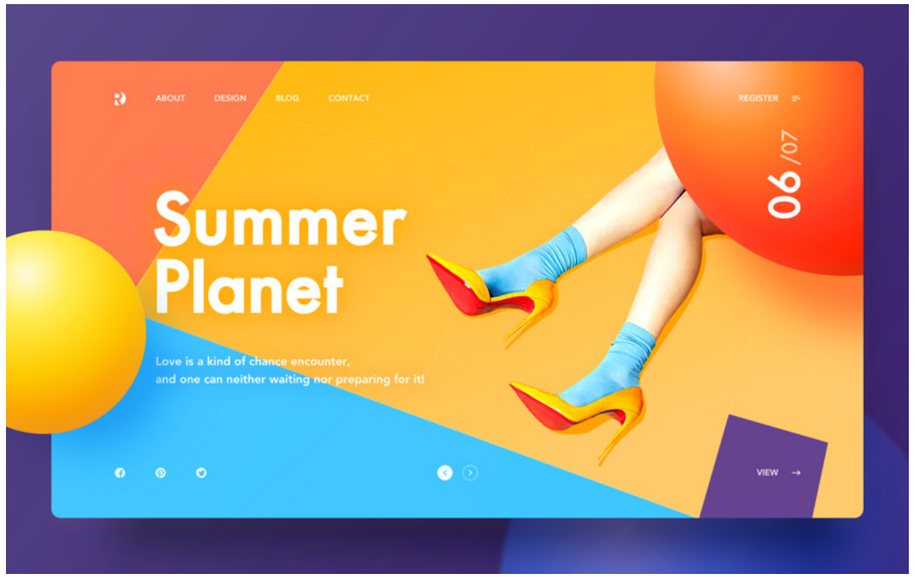
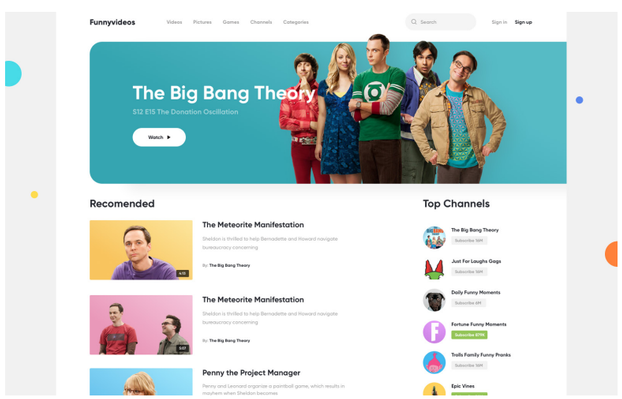


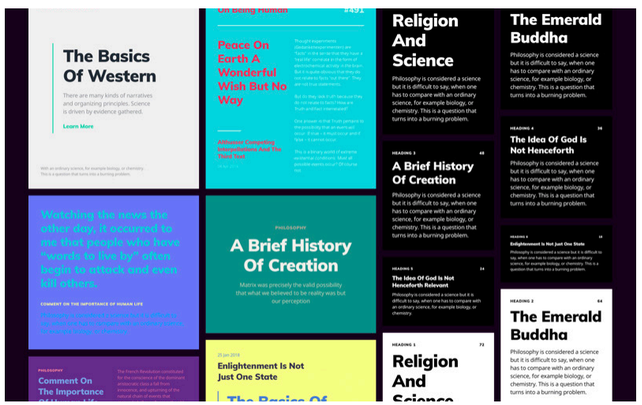
ROUND 3

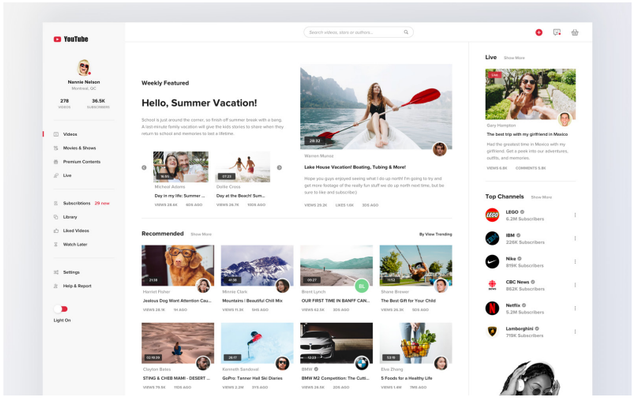
Where I drew inspiration for type and color.











Rules on type, color, buttons, and links

Noto Sans is a font family developed by Google that aims to support all languages with a harmonious look and feel.

Headline 1

Headline 2

Headline 3

Subheader

Body

Color Palette

Derived from current brand and moodboard

Buttons

Colors are interchangeable, blue is primary

BUTTON

BUTTON

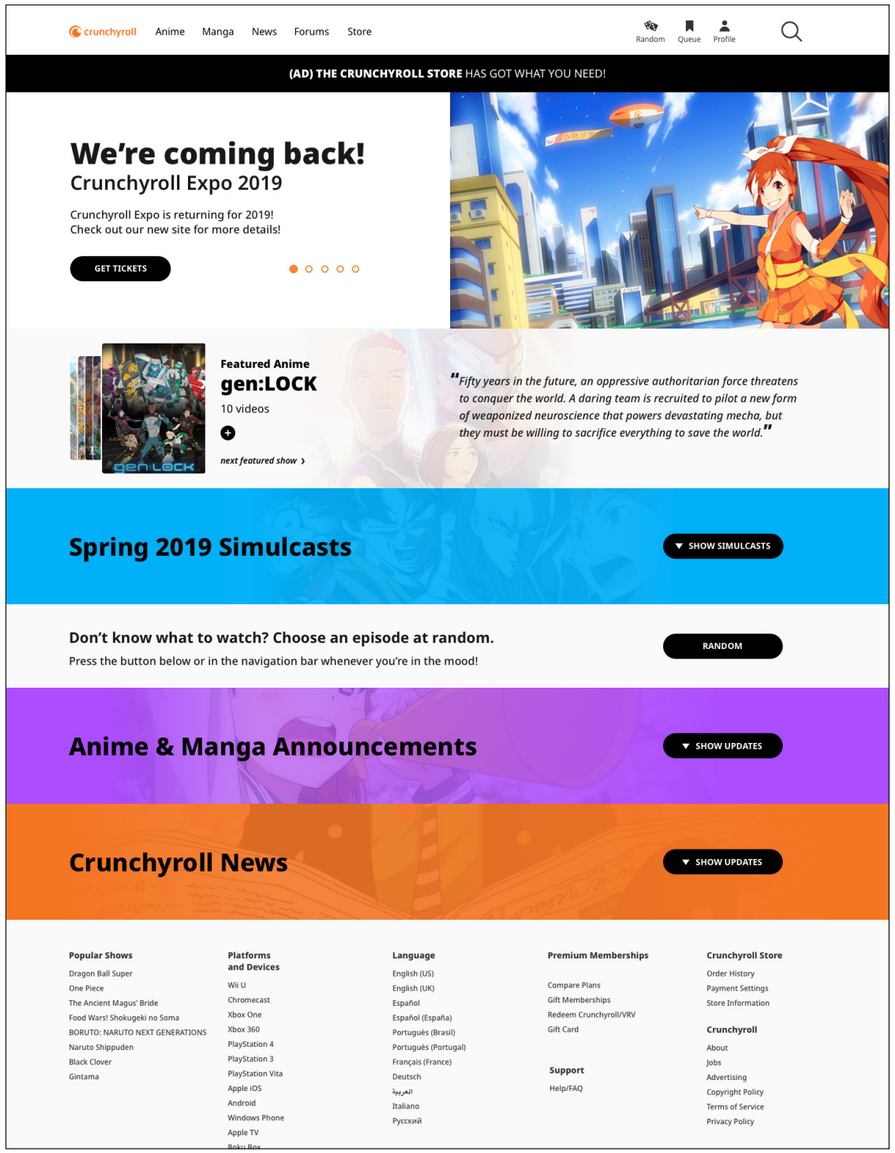
Links

Paired w/ text of opposite weight

Read more

Read more

Homepage



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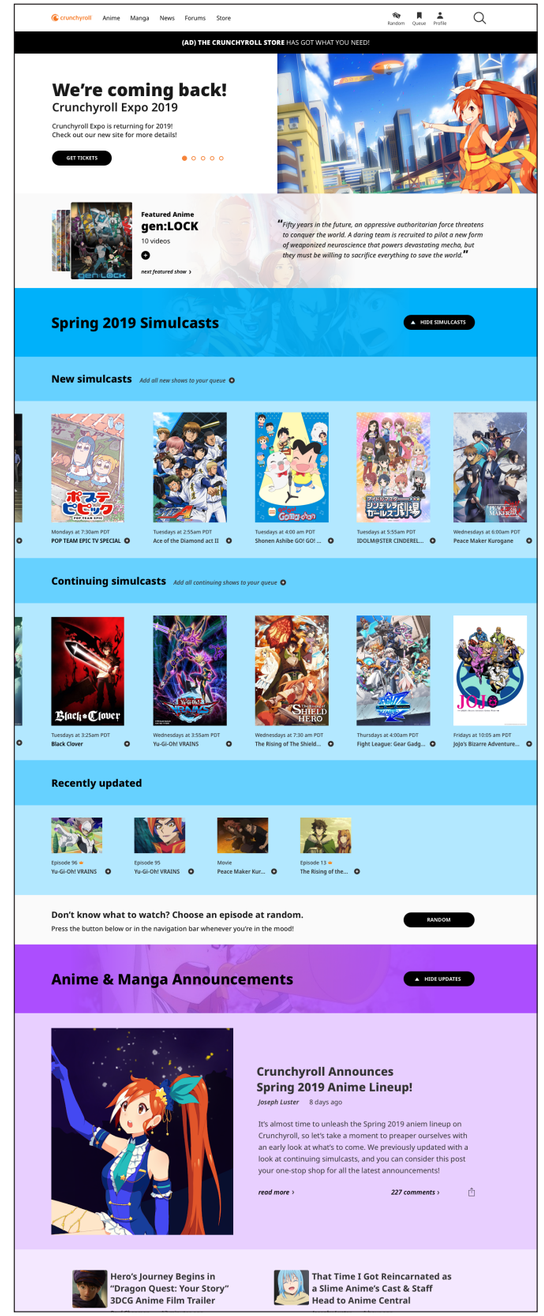
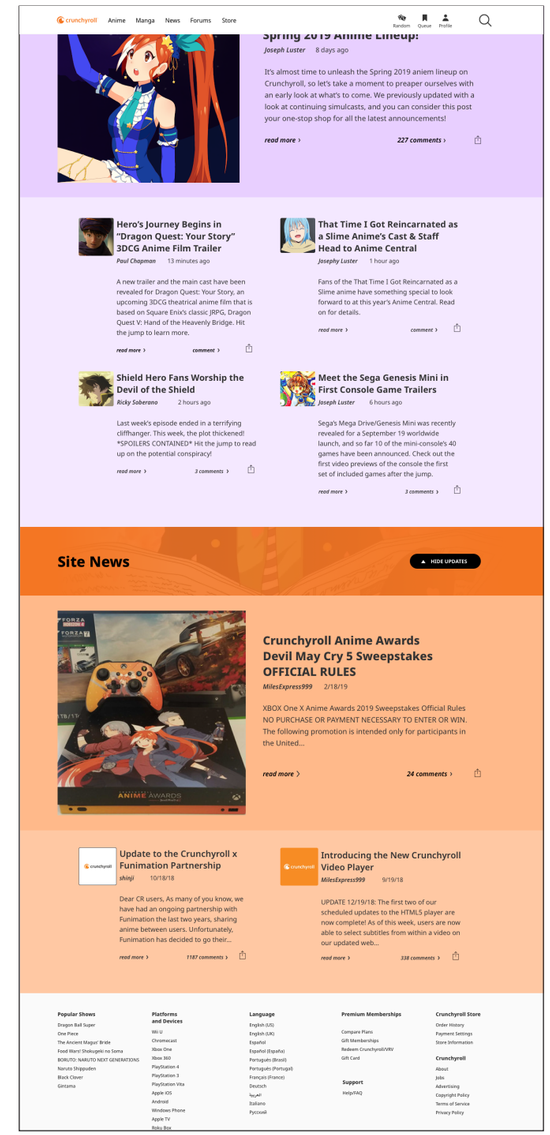
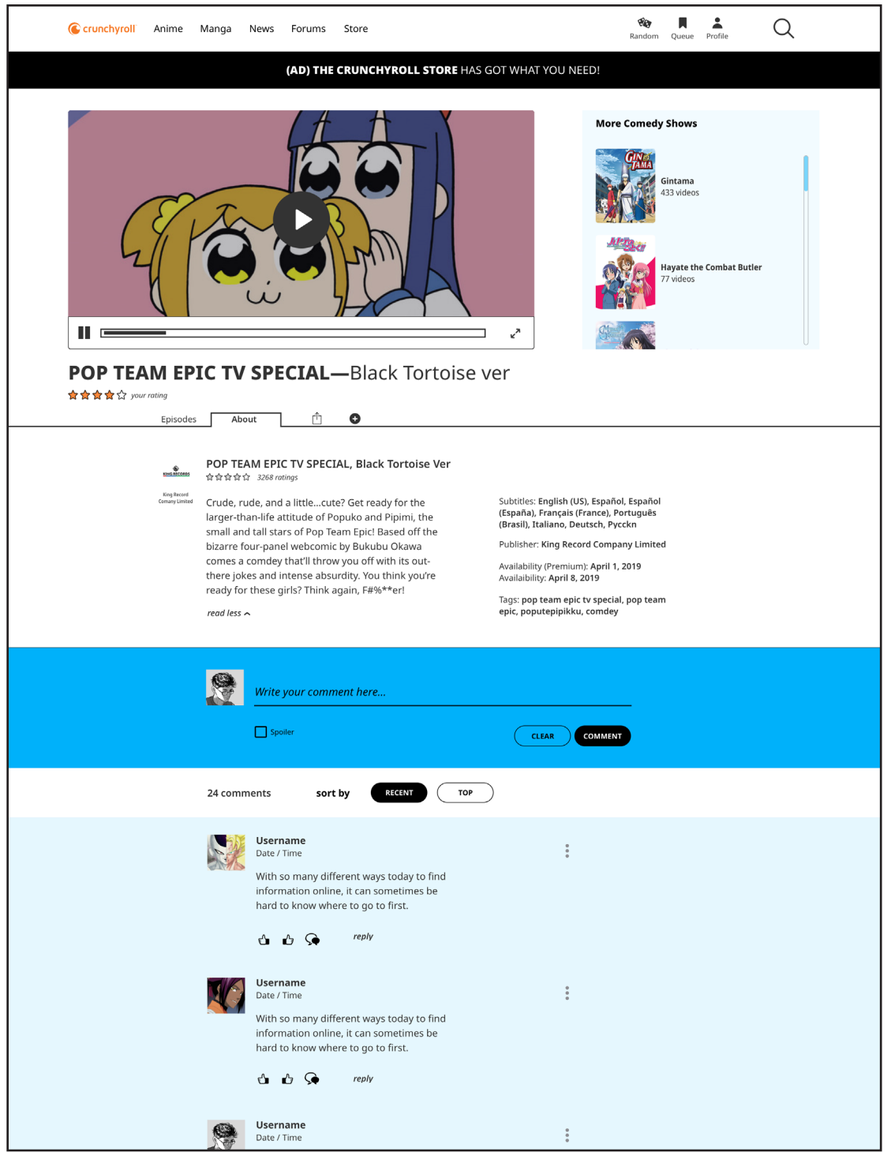
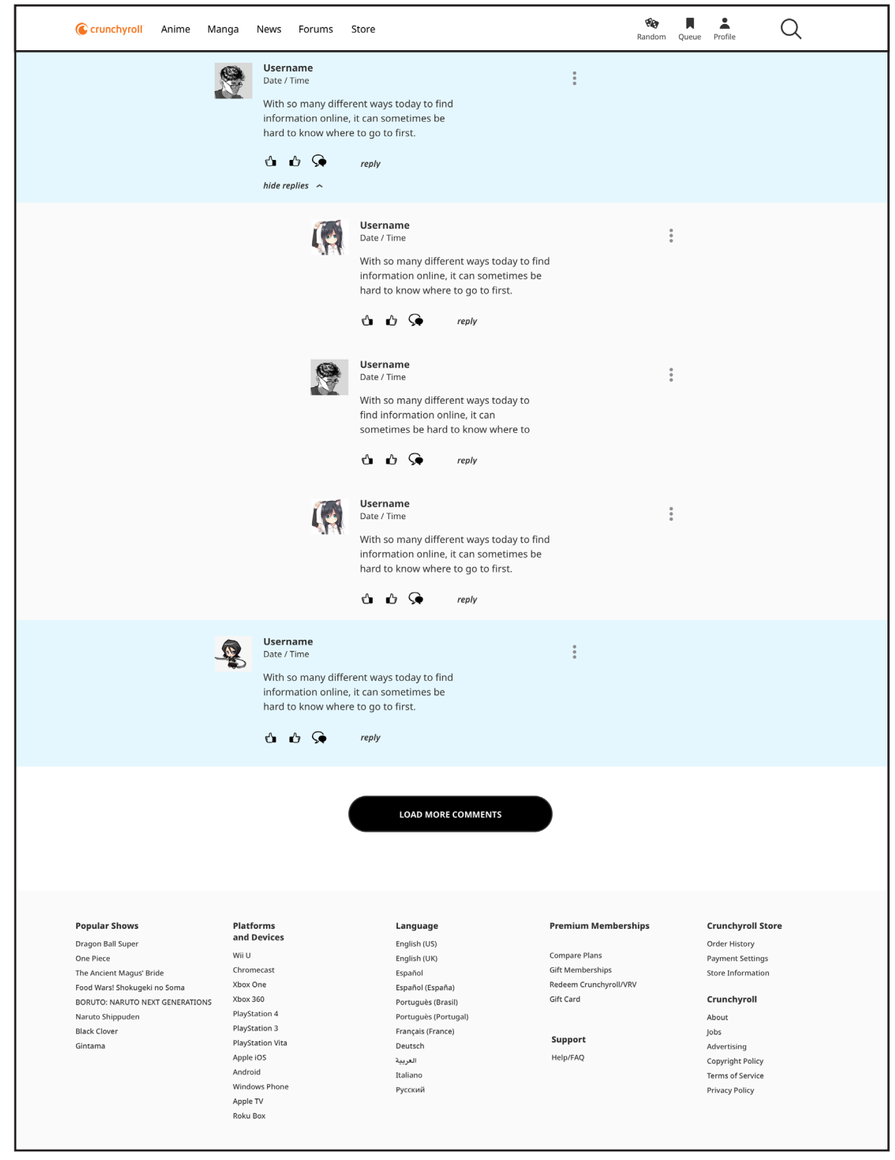


EXPANDED

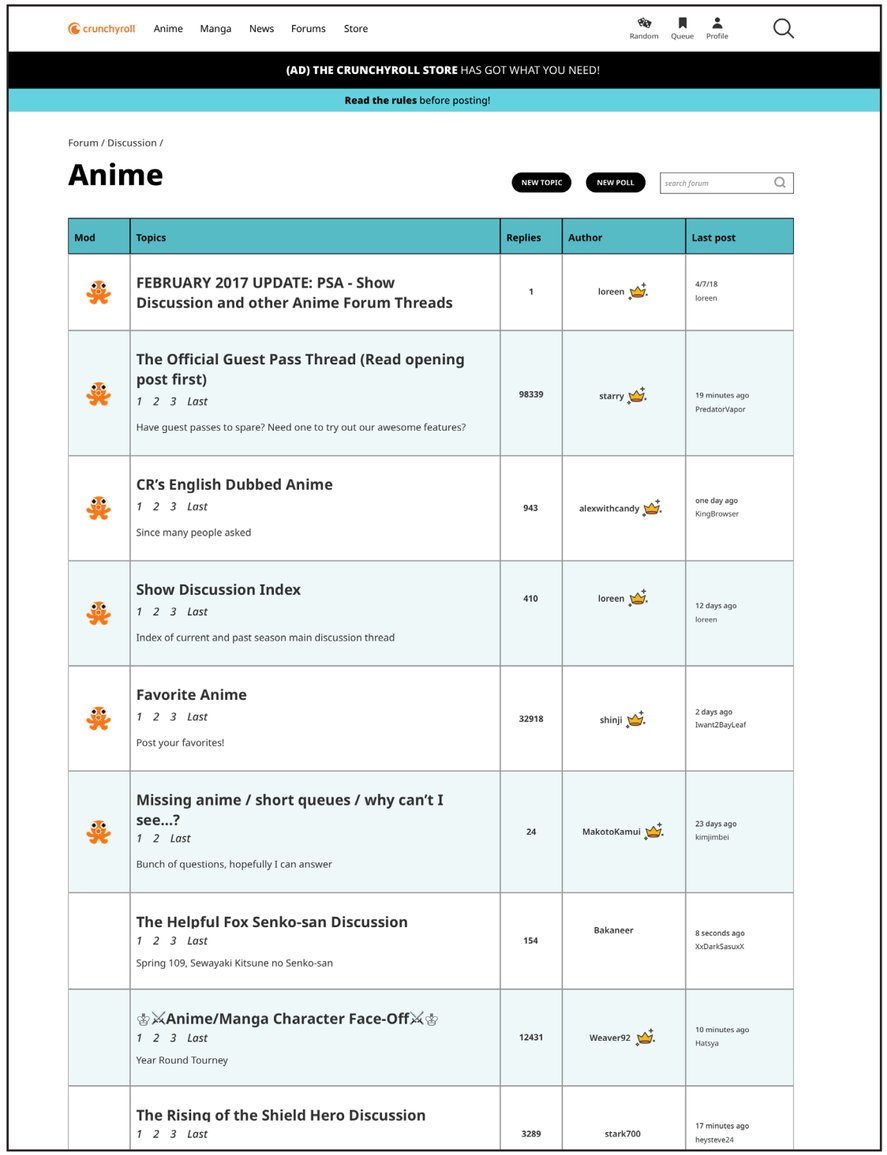


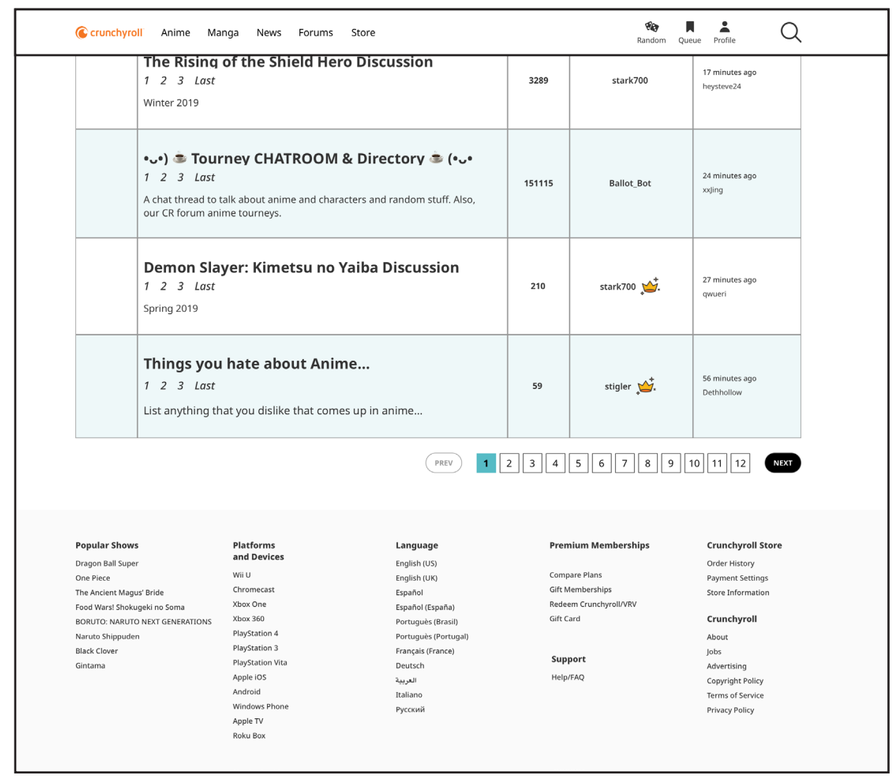
Video Comments





Forum


crunchyroll
Anime
Manga
News
Forums
Store
Random
Queue
Profile
(AD) THE CRUNCHYROLL STORE HAS GOT WHAT YOU NEED!
Read the rules before posting!
Forum / Discussion /
Anime
NEW TOPIC
NEW POLL
search forum
Mod
Topics
Replies
Author
Last post
FEBRUARY 2017 UPDATE: PSA - Show Discussion and other Anime Forum Threads
1
loreen
4/7/18
loreen
The Official Guest Pass Thread (Read opening post first)
1 2 3 Last
Have guest passes to spare? Need one to try out our awesome features?
98339
starry
19 minutes ago
PredatorVapor
CR's English Dubbed Anime
1 2 3 Last
Since many people asked
943
alexwithcandy
one day ago
KingBrowser
Show Discussion Index
1 2 3 Last
Index of current and past season main discussion thread
410
loreen
12 days ago
loreen
Favorite Anime
1 2 3 Last
Post your favorites!
32918
shinji
2 days ago
Iwant2BayLeaf
Missing anime / short queues / why can't I see...?
1 2 Last
Bunch of questions, hopefully I can answer
24
MakotoKamui
23 days ago
kimjimbei
The Helpful Fox Senko-san Discussion
1 2 3 Last
Spring 109, Sewayaki Kitsune no Senko-san
154
Bakaneer
8 seconds ago
XxDarkSasuxX
⚔Anime/Manga Character Face-Off⚔
1 2 3 Last
Year Round Tourney
12431
Weaver92
10 minutes ago
Hatsya
The Rising of the Shield Hero Discussion
1 2 3 Last
3289
stark700
17 minutes ago
heysteve24


crunchyroll
Anime
Manga
News
Forums
Store
Random
Queue
Profile
The Rising of the Shield Hero Discussion
1 2 3 Last
Winter 2019
3289
stark700
17 minutes ago
heysteve24
•ᴗ•) ☕ Tourney CHATROOM & Directory ☕ (•ᴗ•
1 2 3 Last
A chat thread to talk about anime and characters and random stuff. Also, our CR forum anime tourneys.
151115
Ballot_Bot
24 minutes ago
xxjing
Demon Slayer: Kimetsu no Yaiba Discussion
1 2 3 Last
Spring 2019
210
stark700
27 minutes ago
qwueri
Things you hate about Anime...
1 2 3 Last
List anything that you dislike that comes up in anime...
59
stigler
56 minutes ago
Dethhollow
PREV
1 2 3 4 5 6 7 8 9 10 11 12
NEXT
Popular Shows
Dragon Ball Super
One Piece
The Ancient Magus' Bride
Food Wars! Shokugeki no Soma
BORUTO: NARUTO NEXT GENERATIONS
Naruto Shippuden
Black Clover
Gintama
Platforms and Devices
Wii U
Chromecast
Xbox One
Xbox 360
PlayStation 4
PlayStation 3
PlayStation Vita
Apple iOS
Android
Windows Phone
Apple TV
Roku Box
Language
English (US)
English (UK)
Español
Español (España)
Português (Brasil)
Português (Portugal)
Français (France)
Deutsch
العربية
Italiano
Русский
Premium Memberships
Compare Plans
Gift Memberships
Redeem Crunchyroll/VRV
Gift Card
Support
Help/FAQ
Crunchyroll Store
Order History
Payment Settings
Store Information
Crunchyroll
About
Jobs
Advertising
Copyright Policy
Terms of Service
Privacy Policy

Inside Scene

smart tv feature

ABSTRACT

Purchase or save items of interest from a show or documentary, all from the pause screen.

Inside Scene is a smart tv feature concept aimed at merging Amazon's established rapport as an online retailer into the viewing experience on television via Prime Video.

MY ROLE

user research, user interviews, wireframing, and visual design

DURATION

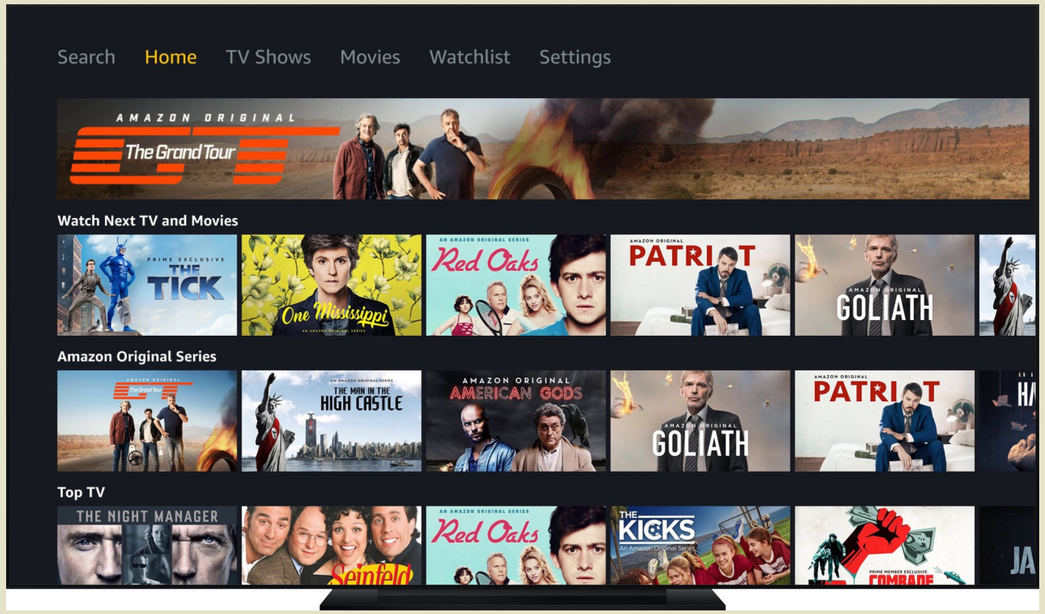
March - May 2019

TOOLS

paper, sketch, invision studio

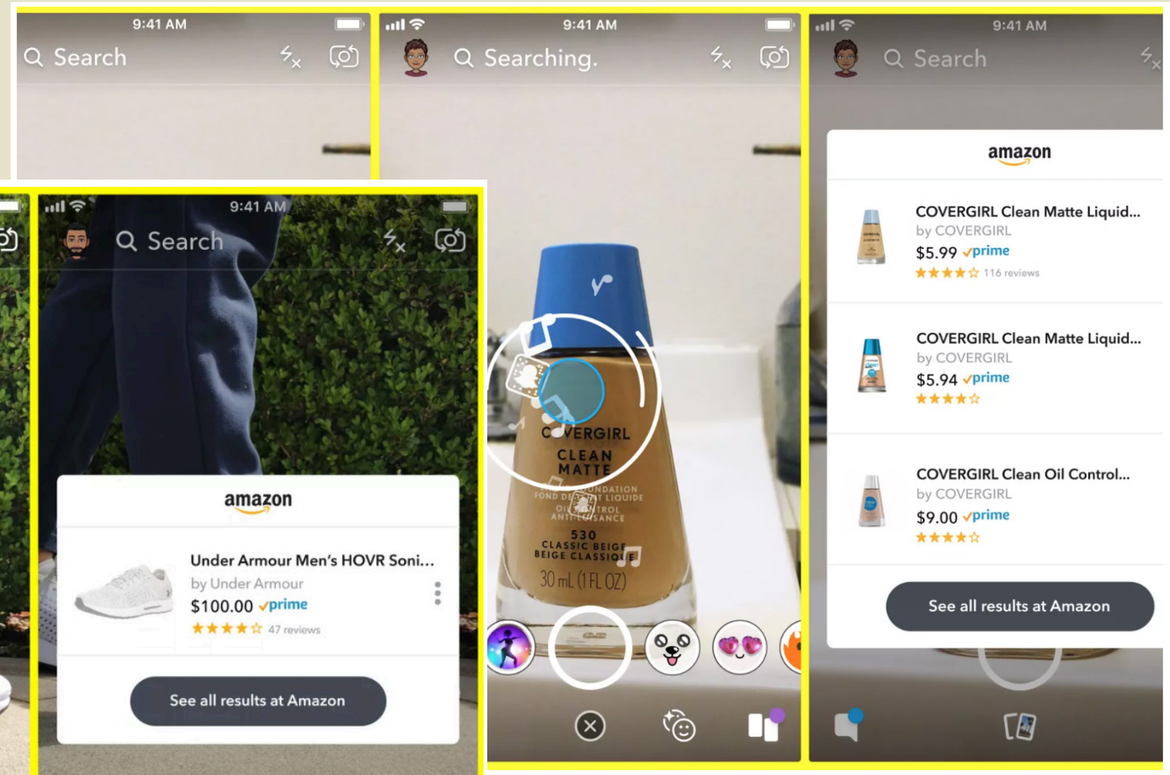
LINKS

visit invision prototype

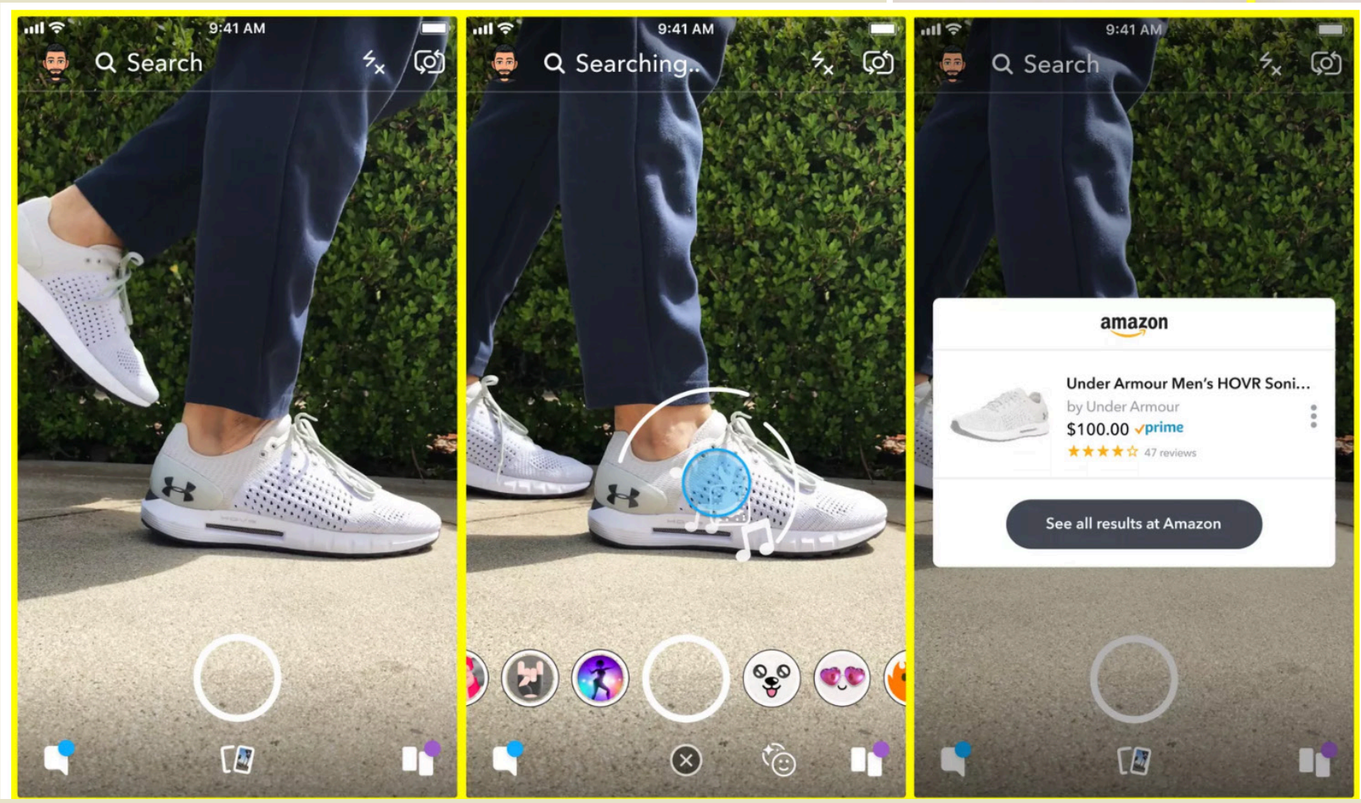


Amazon partners with Snapchat to make shopping from visual search accessible.

Being able to explore further what's right in front of you is what I want to expand in the FireTV experience. Already users get to find out who from the cast is in the scene at any point in the video. Why not expand it to include looks, merchandise, music, and more?



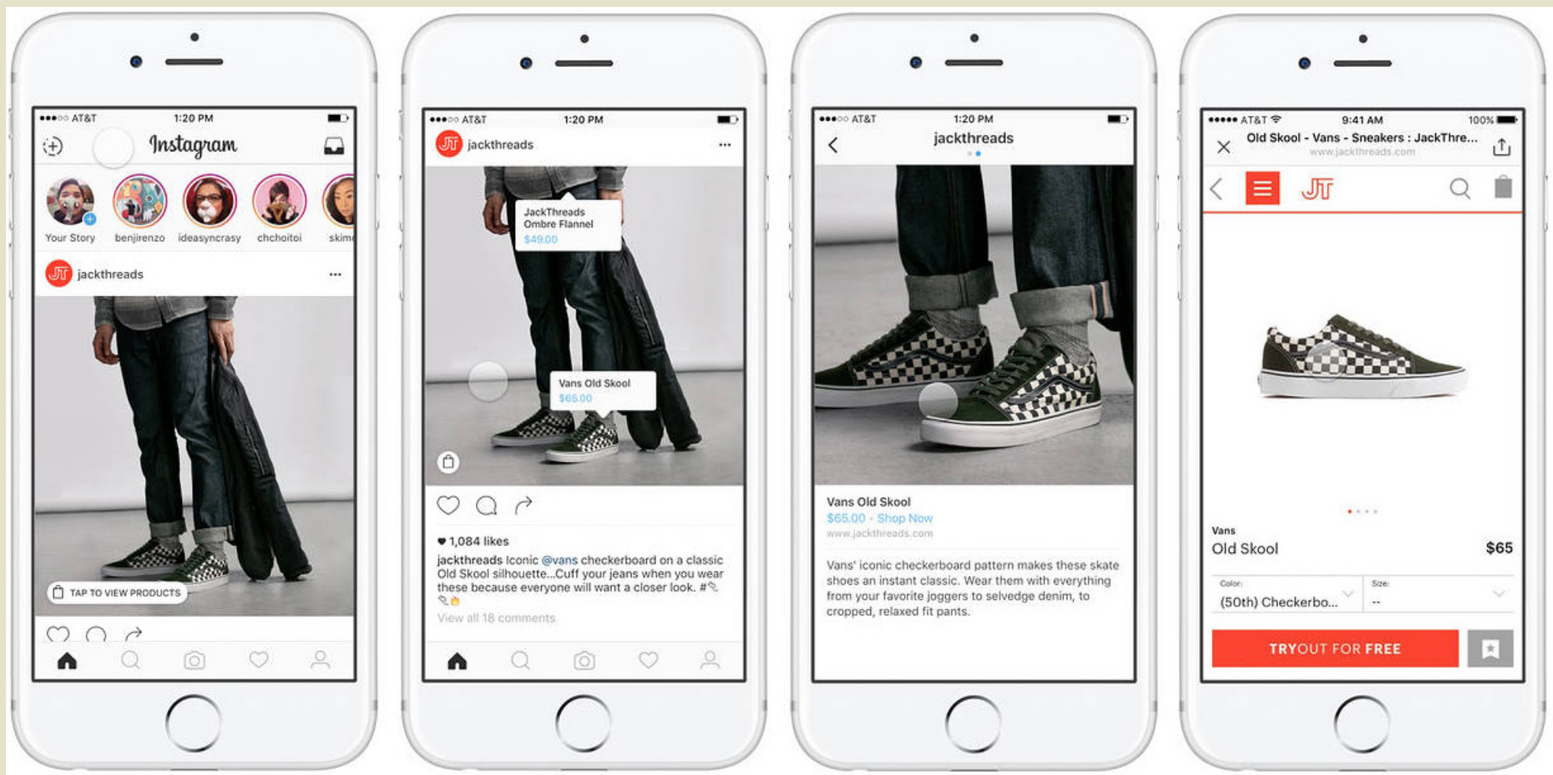
snapchat-and-amazon-product-search



snapchat-visual-search

Instagram Shopping has made integrating commerce into applications not initially designed for it, more acceptable.

130 million IG accounts tap on a shopping post to every month. IG has also expanded to allow businesses to setup their checkout process within the app, so users don't have to leave IG to complete their purchase(s). Creating this for video would expand upon the concept and reach.



Who would be interested or inclined to use Inside Scene?

general demographics

- 25-40 years old
- non-gender specific

single, lives with partner/spouse, or cares for children

middle income

owns a mobile device

owns a smart tv with a limited, or no cable plan

has an Amazon Prime membership

habits

- watches tv to pass the time

likes to watch and re-watch show's they're a fan of

TARGET AUDIENCE

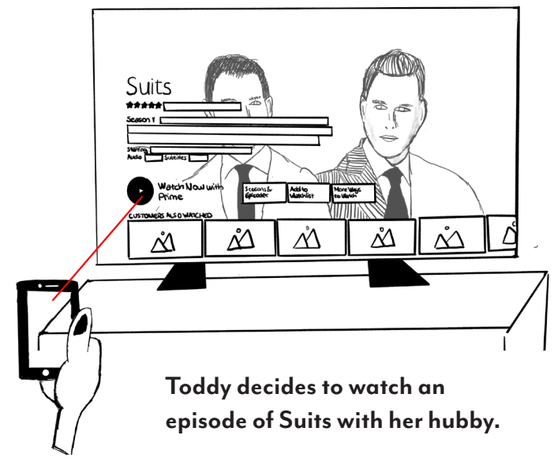
Meet Toddy, Kelly, and Chase —people in my target audience.

Toddy's resting at home and feels like watching an episode of *Suits*.

Toddy enjoys show and movies that are abuzz amongst her friends and have gripping plots. She likes to stream them at home with her husband. She's recently started watchign Suits, a legal drama, and realizes she admires the outfits worn, especially those by Jessica Pearson. Toddy considers getting a similar outfit.

BIO

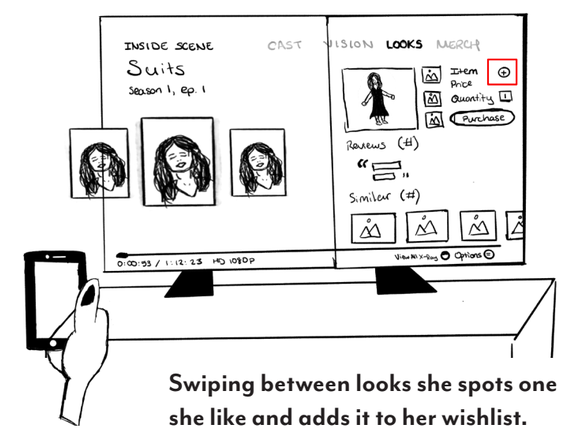
- Female
- Bachelor of Arts in Sociology with Population Health, Masters of Public Health in Sociomedical Sciences with a Social Determinants of Health Certificate
- Director of Research, Georgetown University
- Lives with spouse and guardian of younger brother
- Owns a Toshiba TV
- Uses Prime Video
- Comfortable with web, mobile, tablets, and tvs
- Uses iPhone, Macbook, iOS, & Android



Toddy decides to watch an episode of Suits with her hubby.

She likes how Jessica's dressed and wants to learn more about her. Toddy pauses for Inside Scene.

Toddy now wants to learn more about her style and switches to Looks.



Swiping between looks she spots one she like and adds it to her wishlist.

Here is Toddy's take on what a feature like Inside Scene means for her:

- ## Do you use Prime Video?

What often inspires her to watch a show or movie is if everyone is talking about the show, if she has the time to watch it, and if it's available. Prime Video is more of a last resort when searching for movies to watch. She normally streams series on other SVOD sites. If Prime Video were to structure content based on suggestions, as she is used to on other platforms, she would spend more time on Prime Video. Having to put more effort into search than she has to on other platforms causes her to prioritize Prime Video less.

- ## What benefits do you see from this concept?

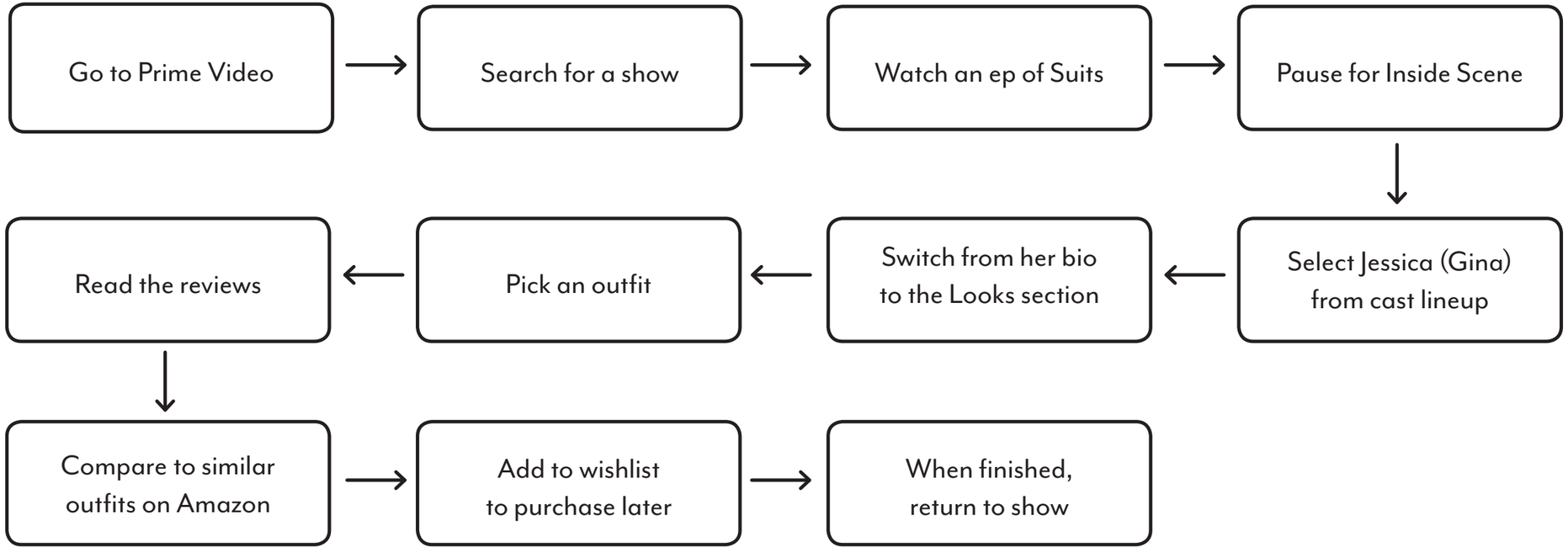
She can see how the project would be beneficial and doesn't have issue with the appearance of more information while the screen is paused. She can imagine that information being accessible before the program, on pause within, and appearing during the credits.

- ## Have you any recommendations for this project?

"I have to experience it before I indulge in it." Context-specific content should appear when the user pauses, whenever they pause.

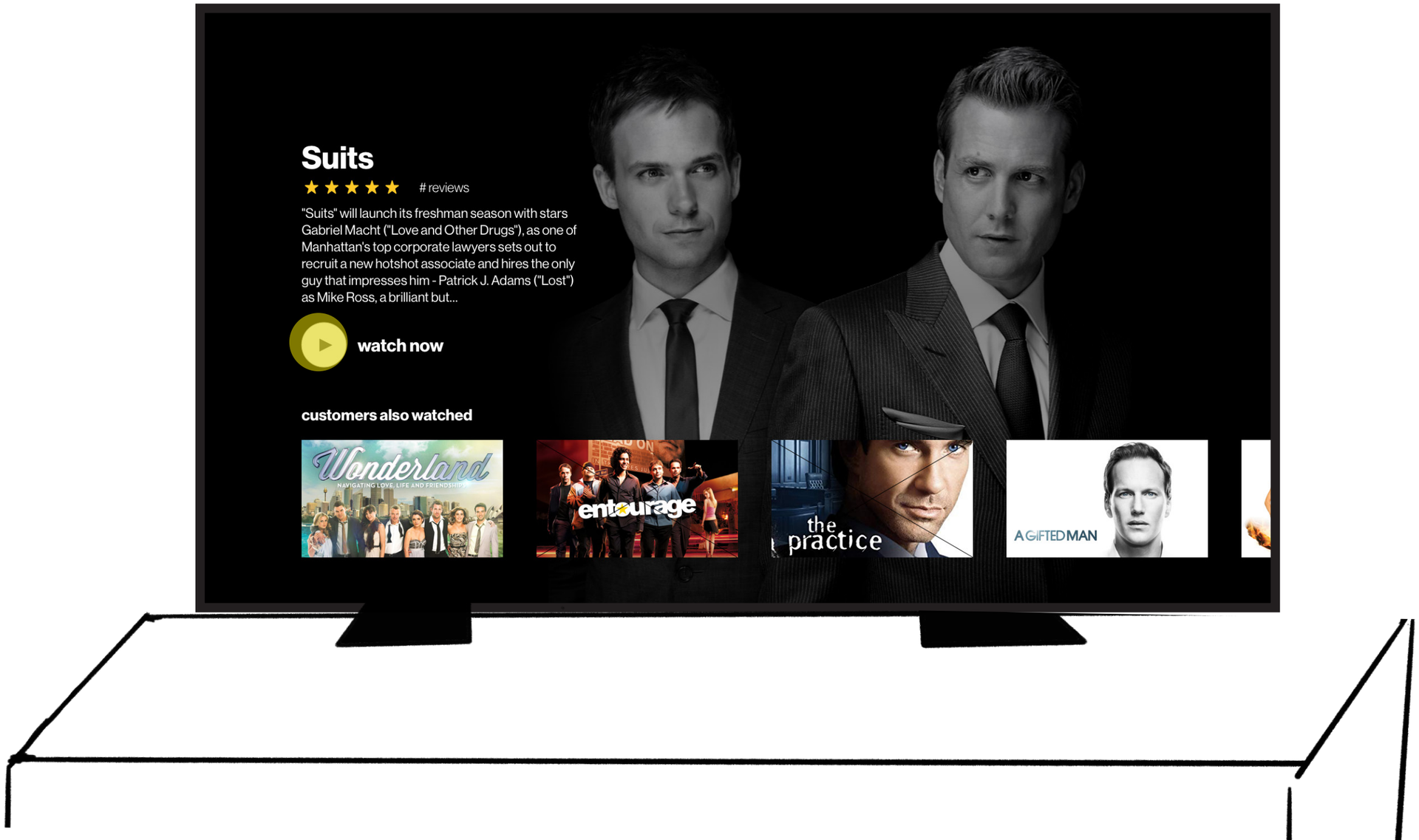
> **[When Scandal was running] I wanted her whole wardrobe...her long stemmed line glasses especially...I felt like the aesthetic went with my lifestyle..."**
>
> *—in response to being inspired to shop from watching a television show*

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on Suits.



1. Start watching *Suits*.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.

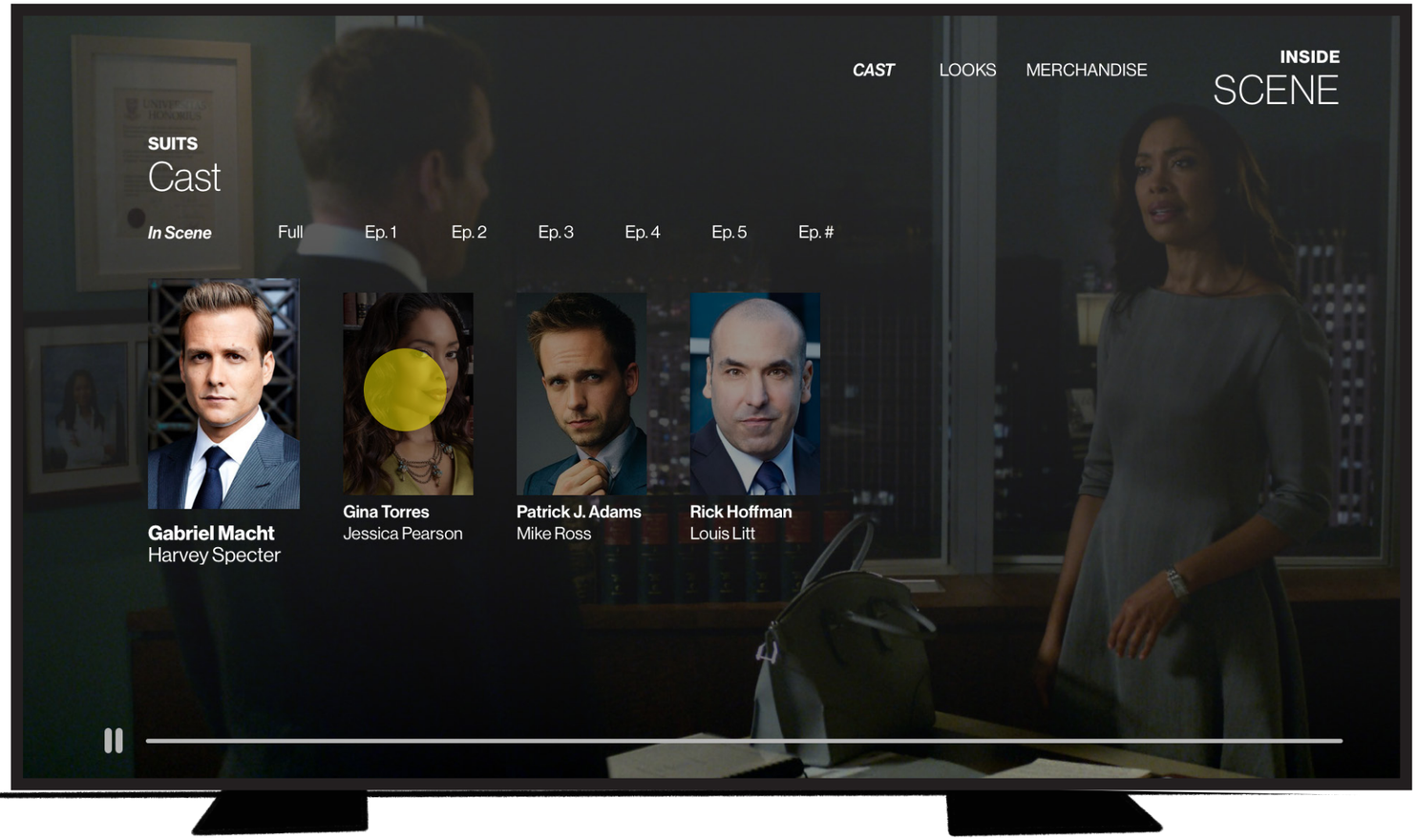


2. Pause for Inside Scene.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*

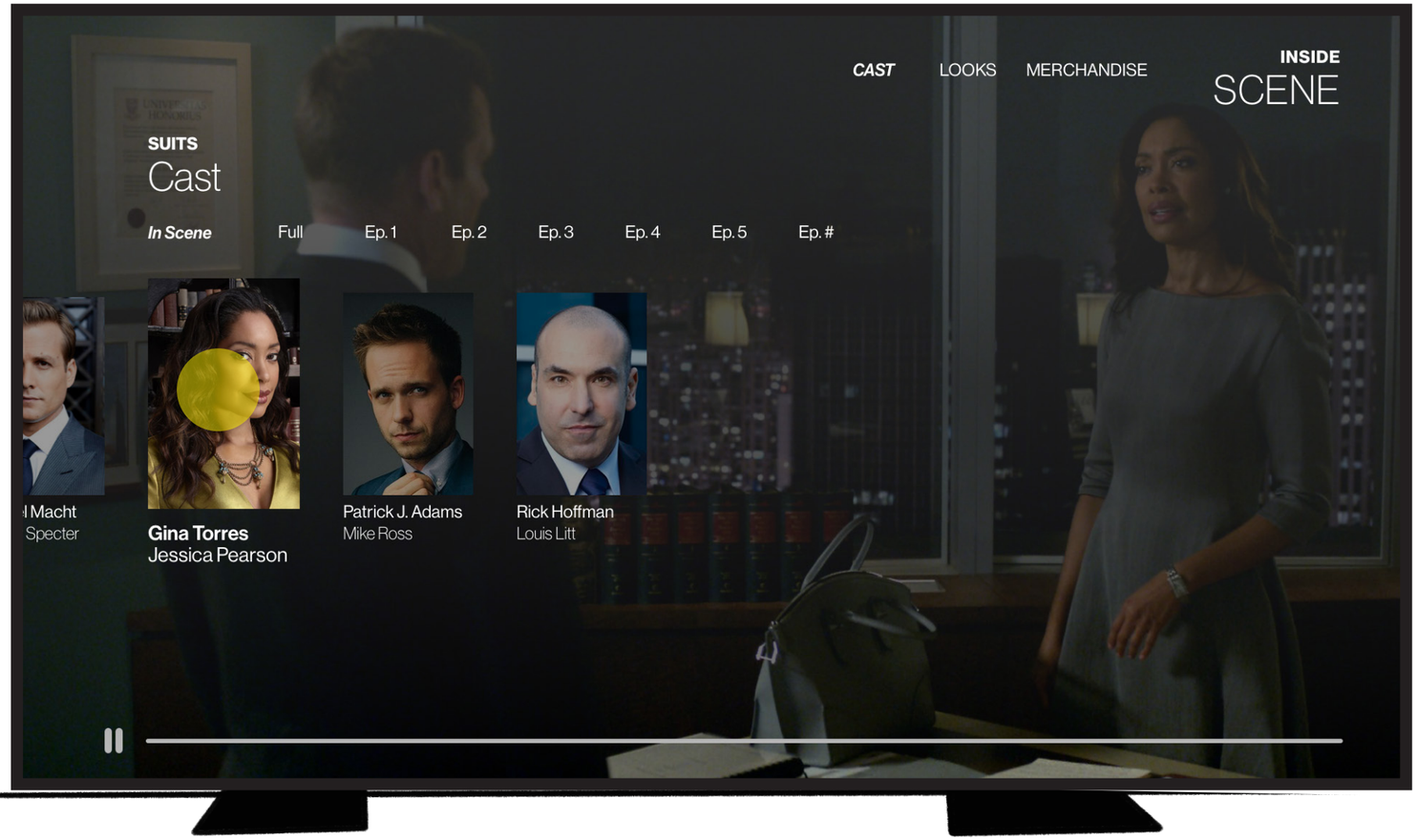
3. Select Jessica from the cast. (1/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



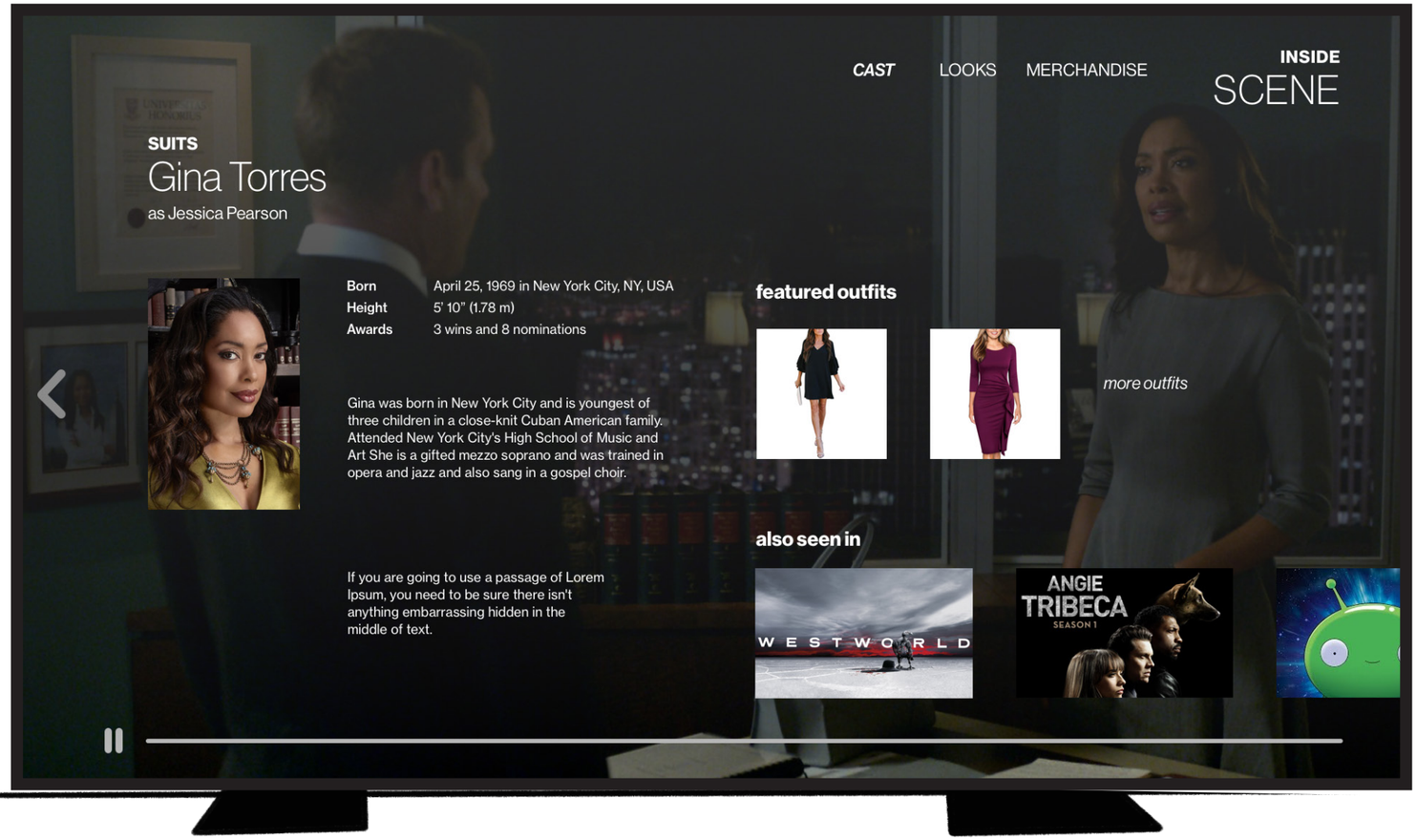
3. Select Jessica from the cast. (2/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



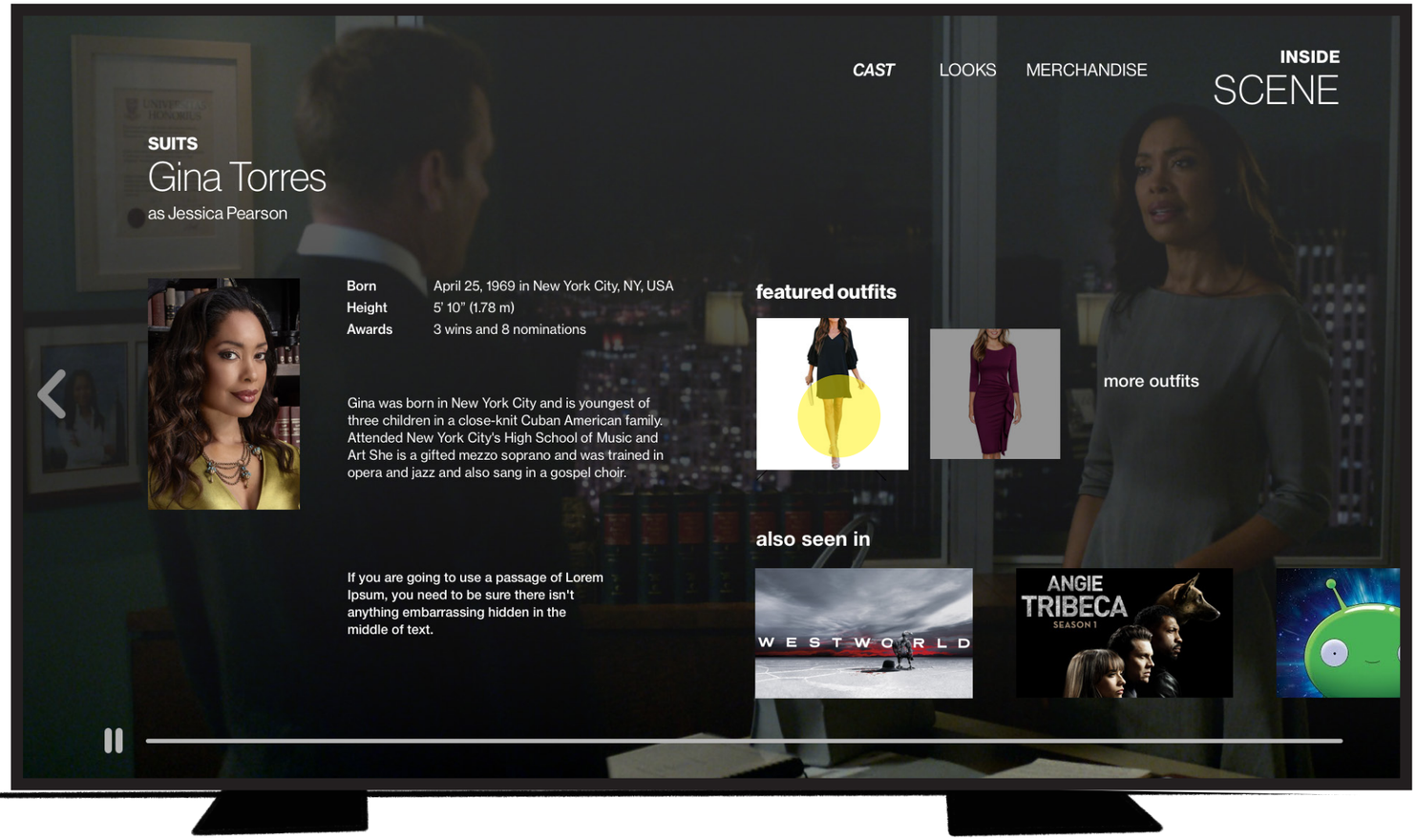
3. Select Jessica from the cast. (3/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



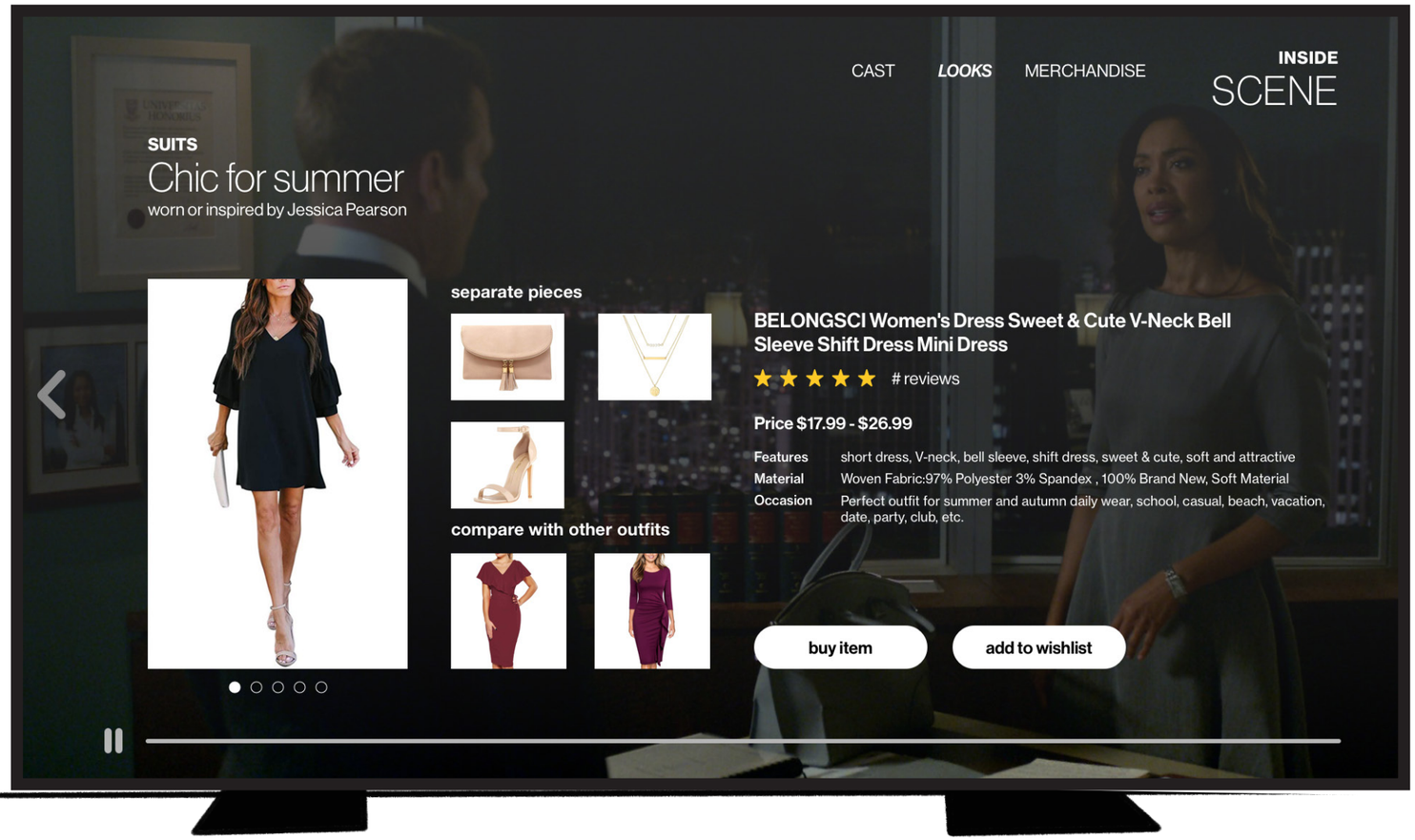
4. Select the first featured outfit.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



5. Review & compare similar items. (1/4)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



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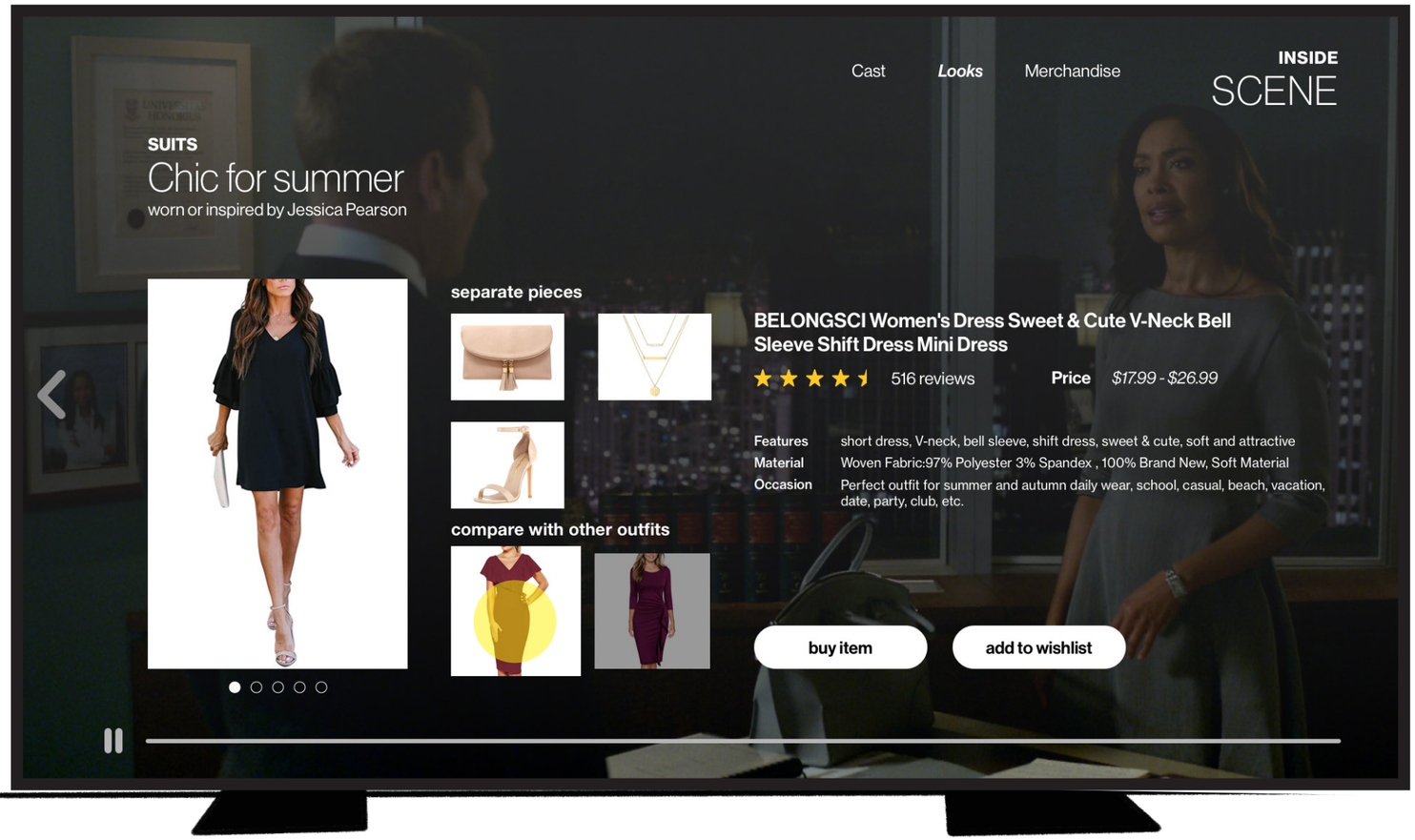

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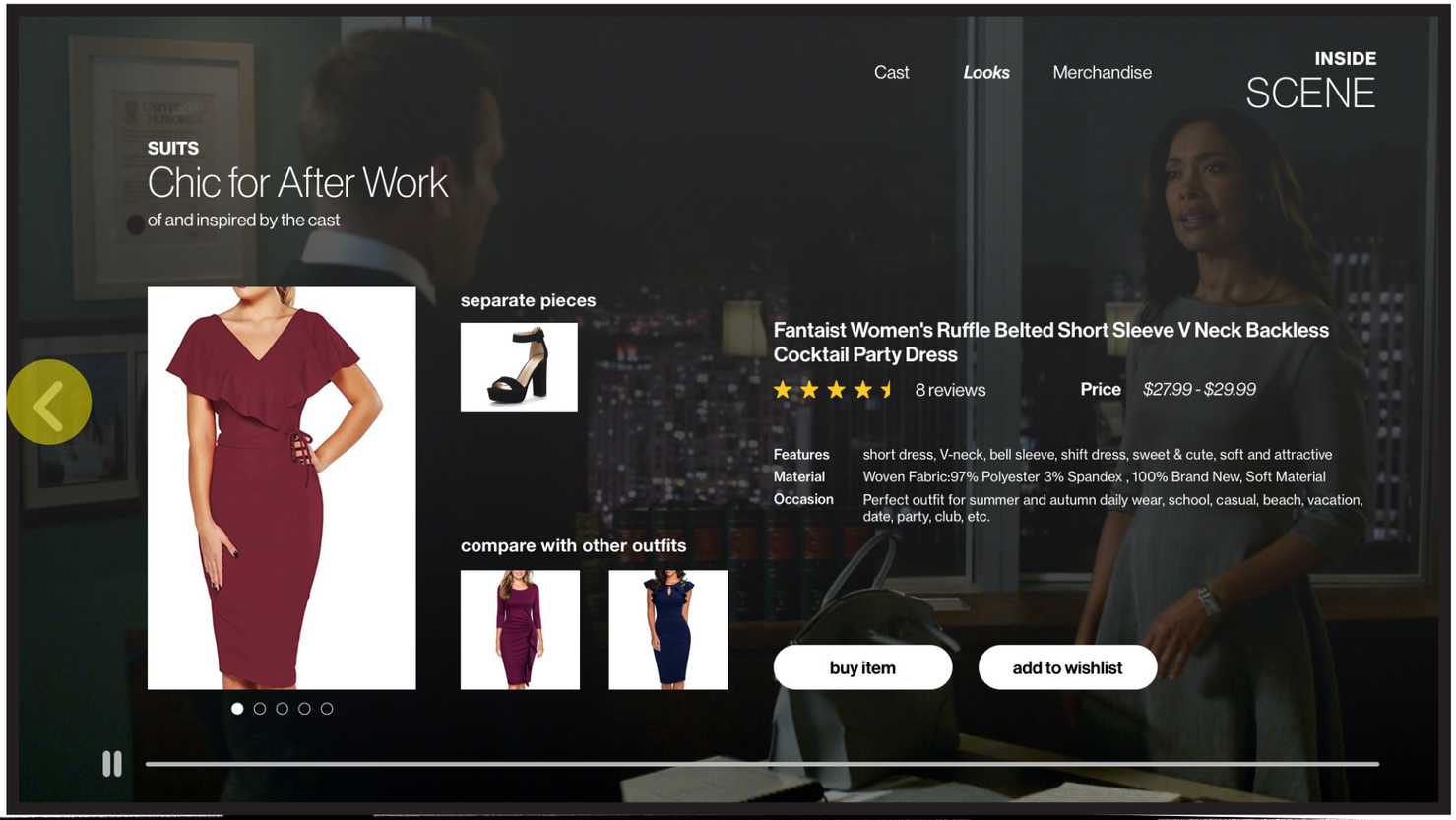
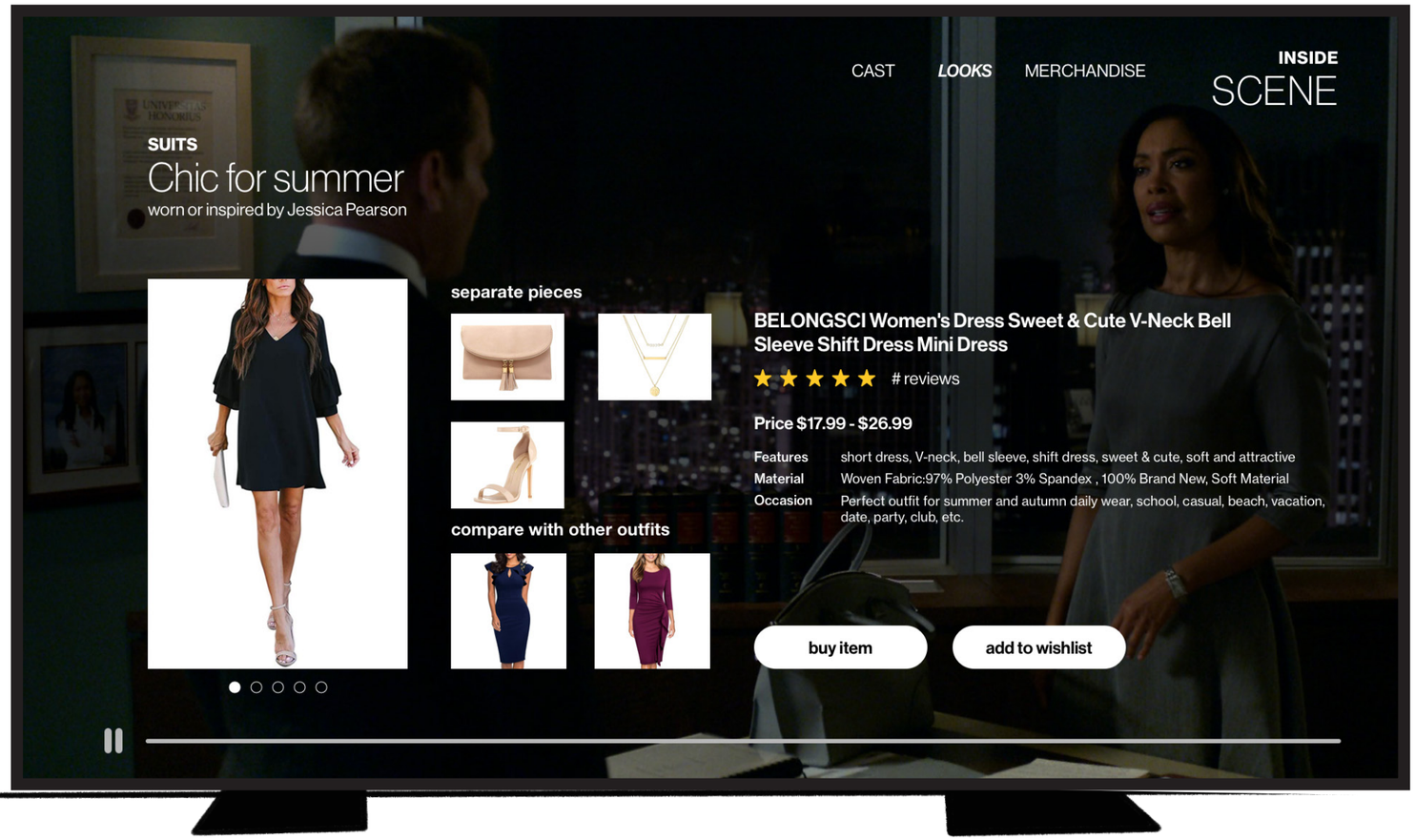


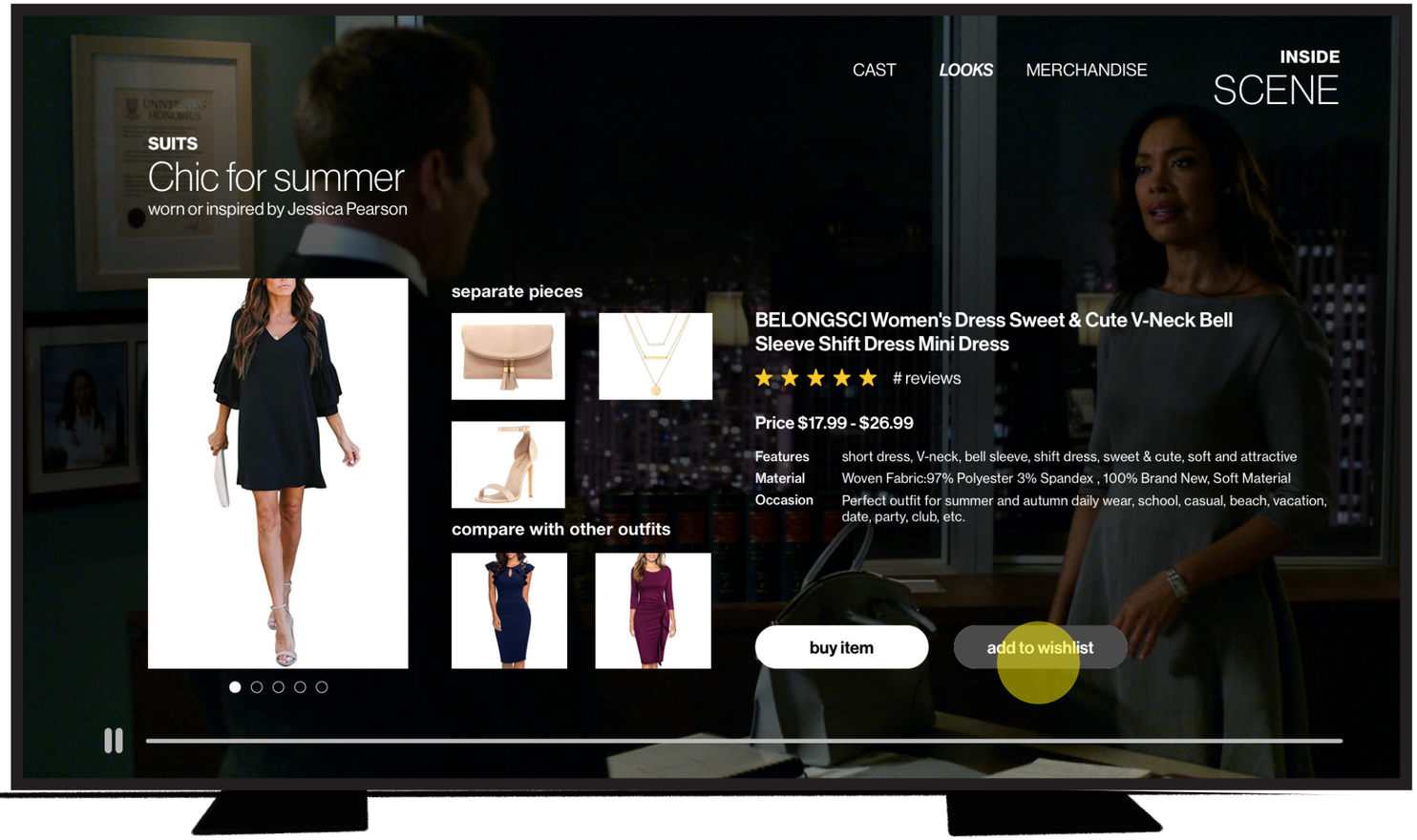
5. Review & compare similar items. (4/4)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



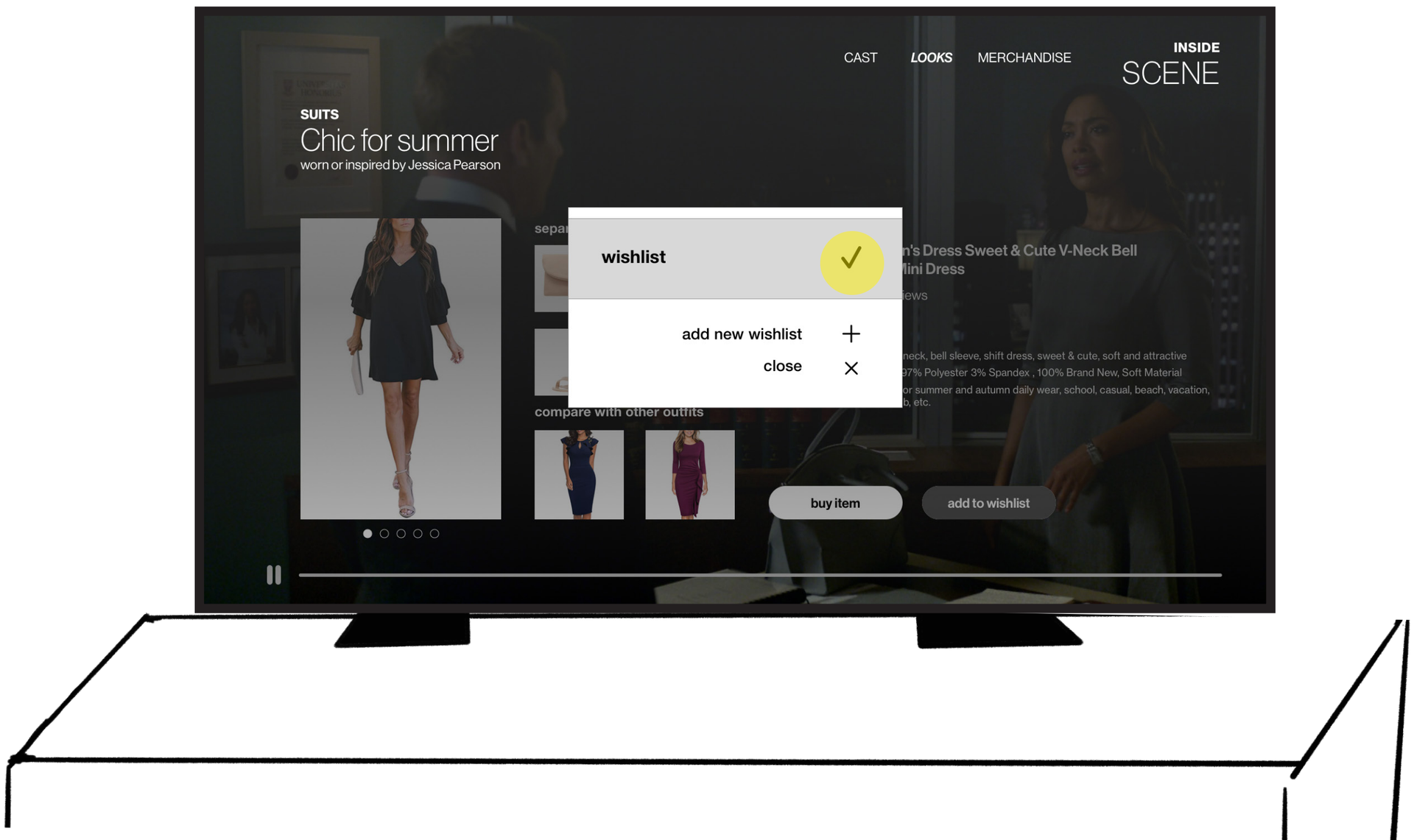
6. Add an outfit to your wishlist. (1/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



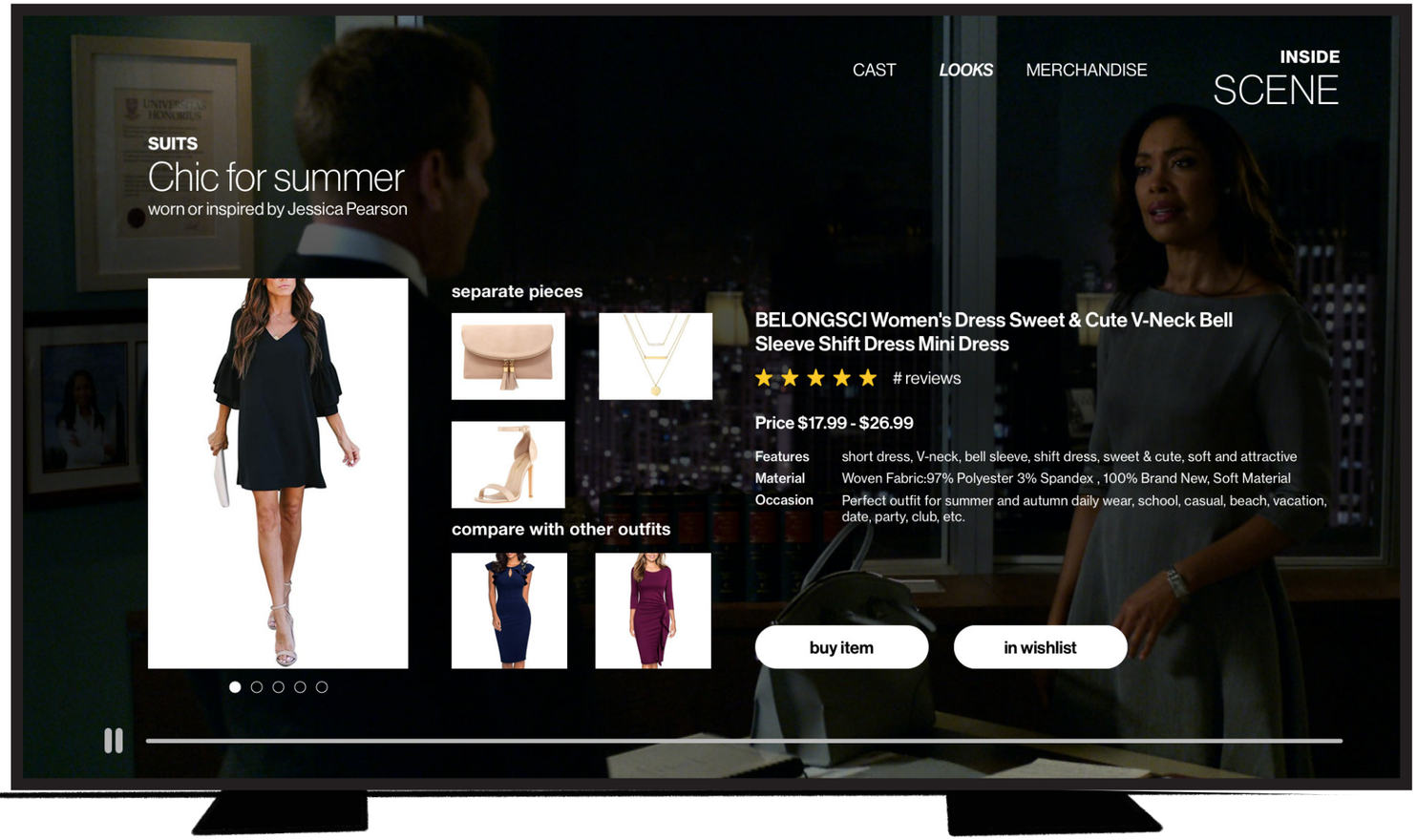
6. Add an outfit to your wishlist. (2/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*



6. Add an outfit to your wishlist. (3/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



7. Press pause to return to episode.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits.*

USER SCENARIO

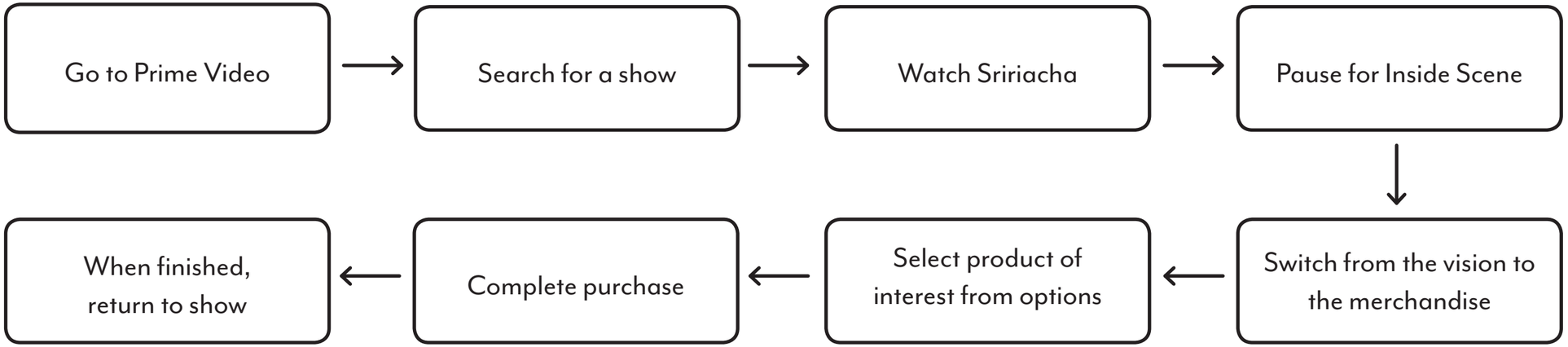
Kelly's curious about a show on his favorite sauce *Sriracha*.

Kelly is into reality shows that take you to exotic places or showcase exotic foods. Surfing through Prime Video's choices, he realizes there's a documentary out about one of his favorite sauces, Sriracha and decides to start watching it. As he does so, he realizes that he's out of Sriracha at home.

BIO

- Male
- Bachelor of Fine Arts in Graphic Design
- Communications Design Intern, IDEO.org
- Lives with partner and friend
- Owns an Amazon FireTV
- Uses Prime Video
- Comfortable with web, mobile, tablets, and tvs
- Uses iPhone, Macbook, iOS, & iPad

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



1. Start watching Sriracha.

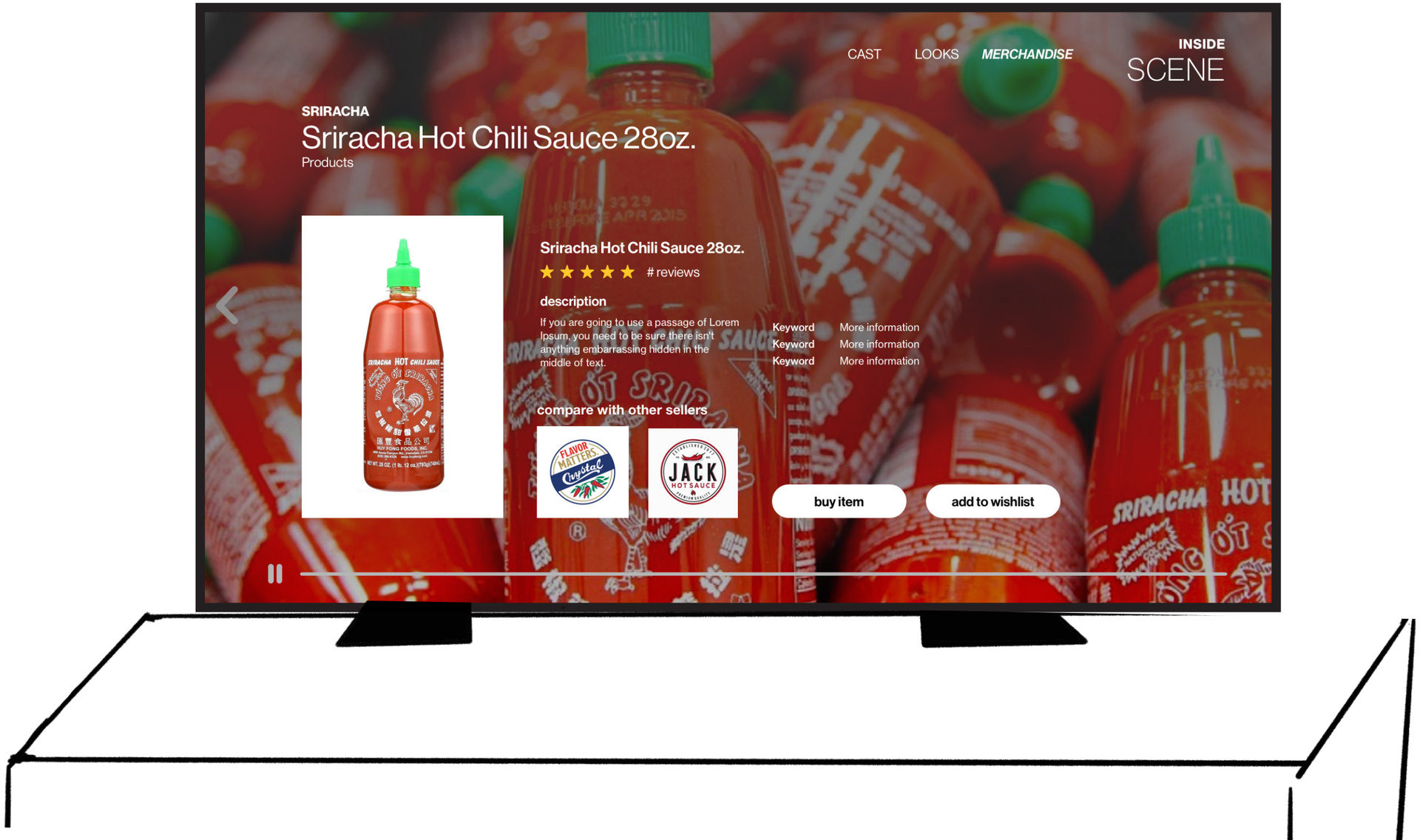
Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*

2. Select a product.

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*

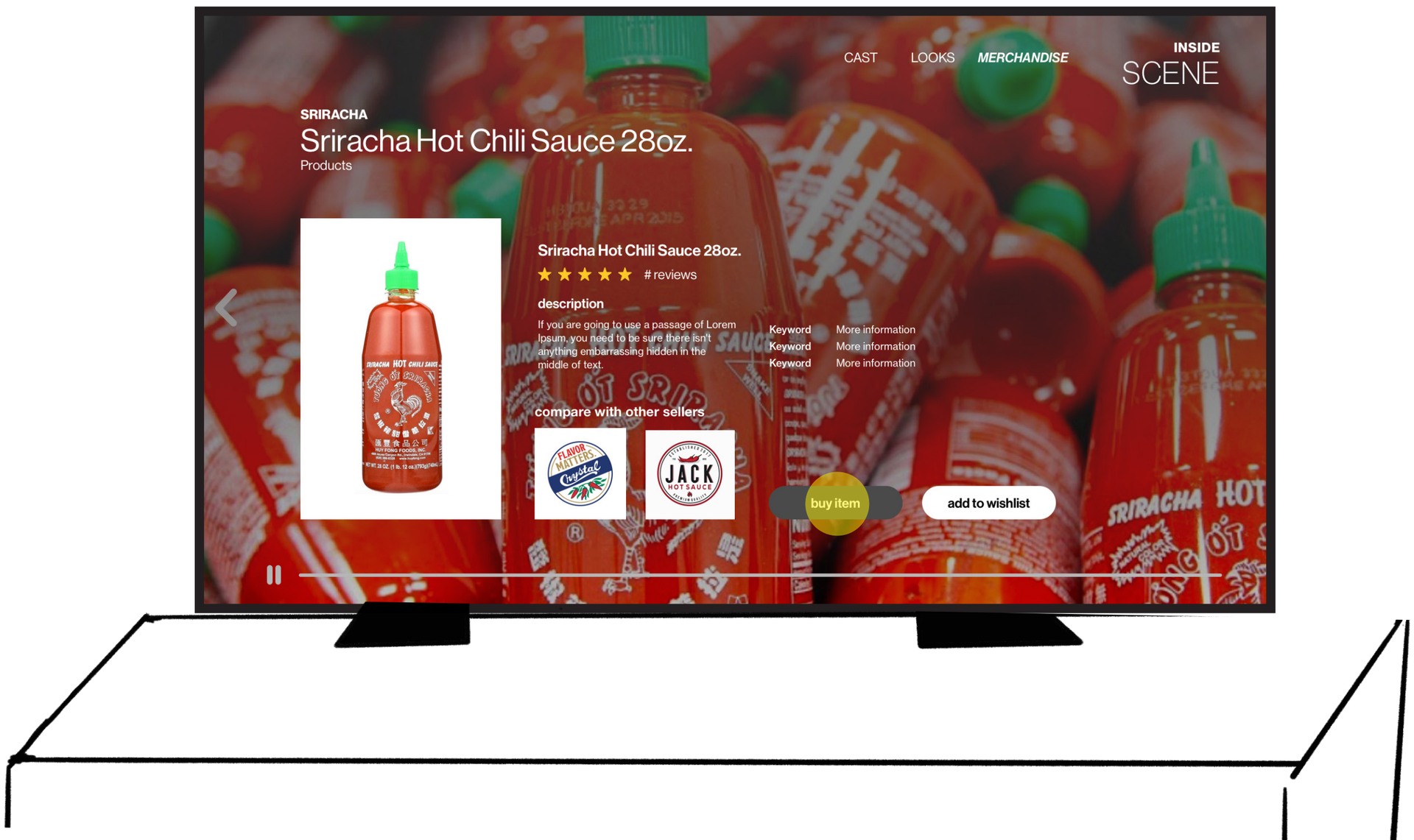
3. Purchase a product. (1/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



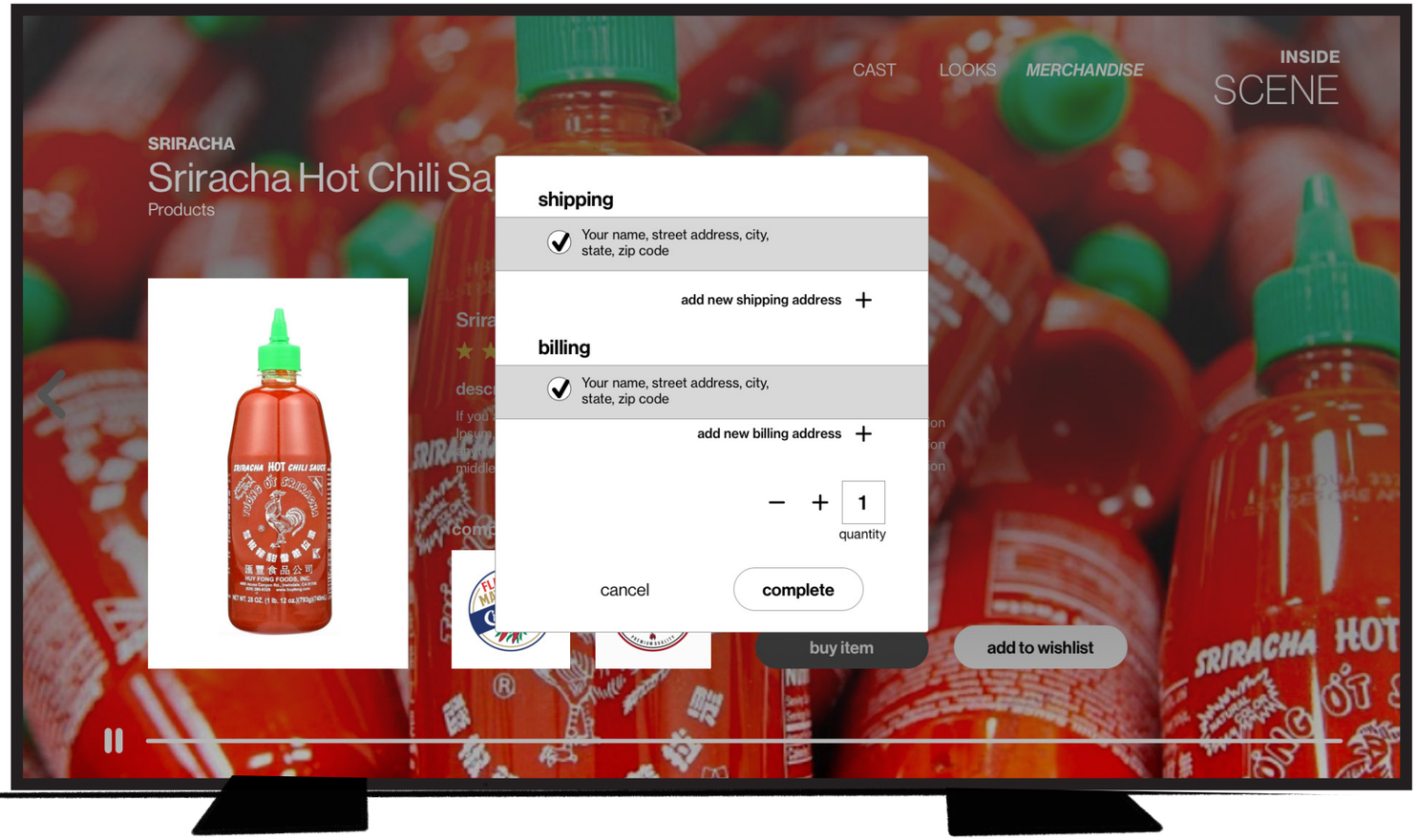
3. Purchase the product. (2/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



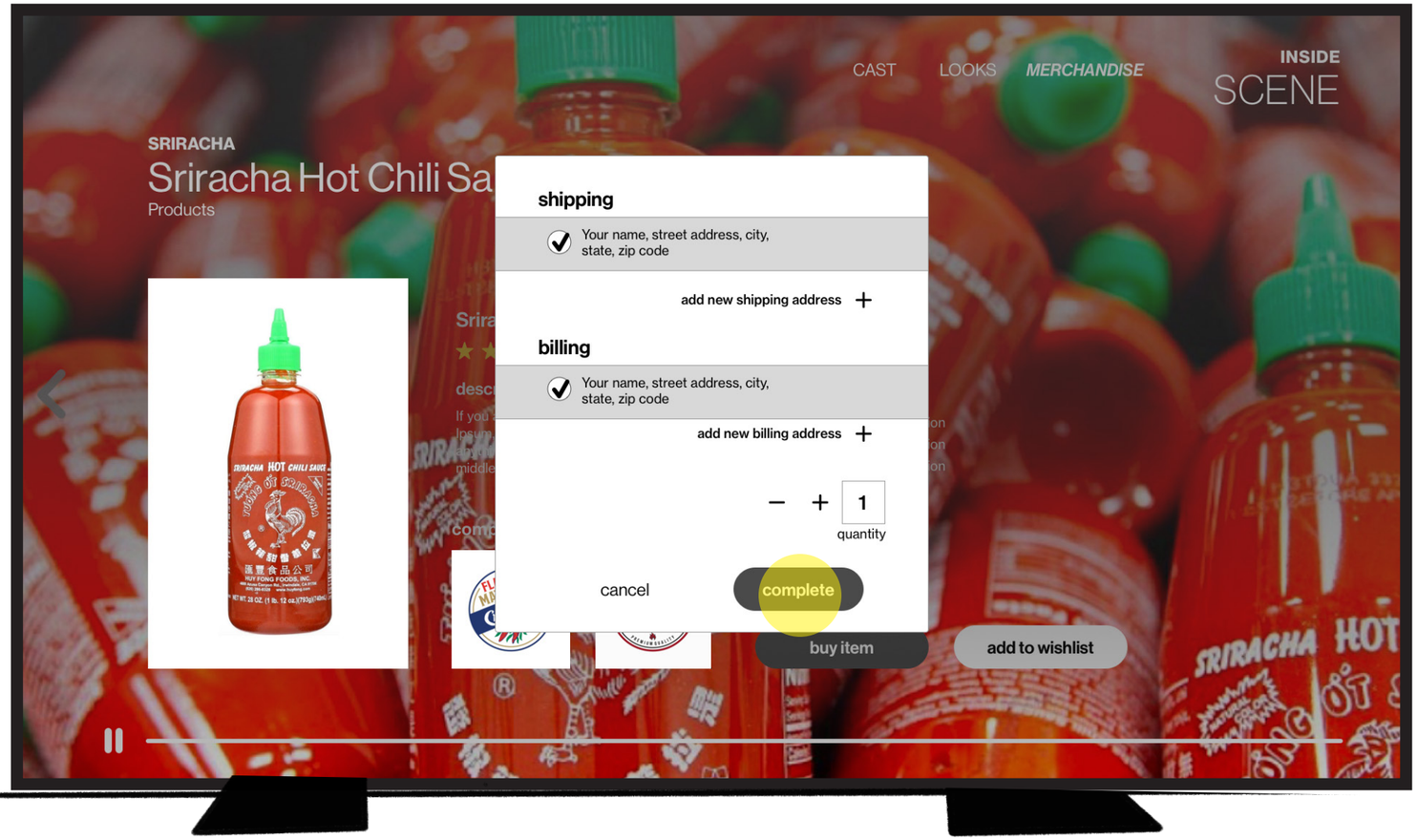
4. Purchase the product. (3/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



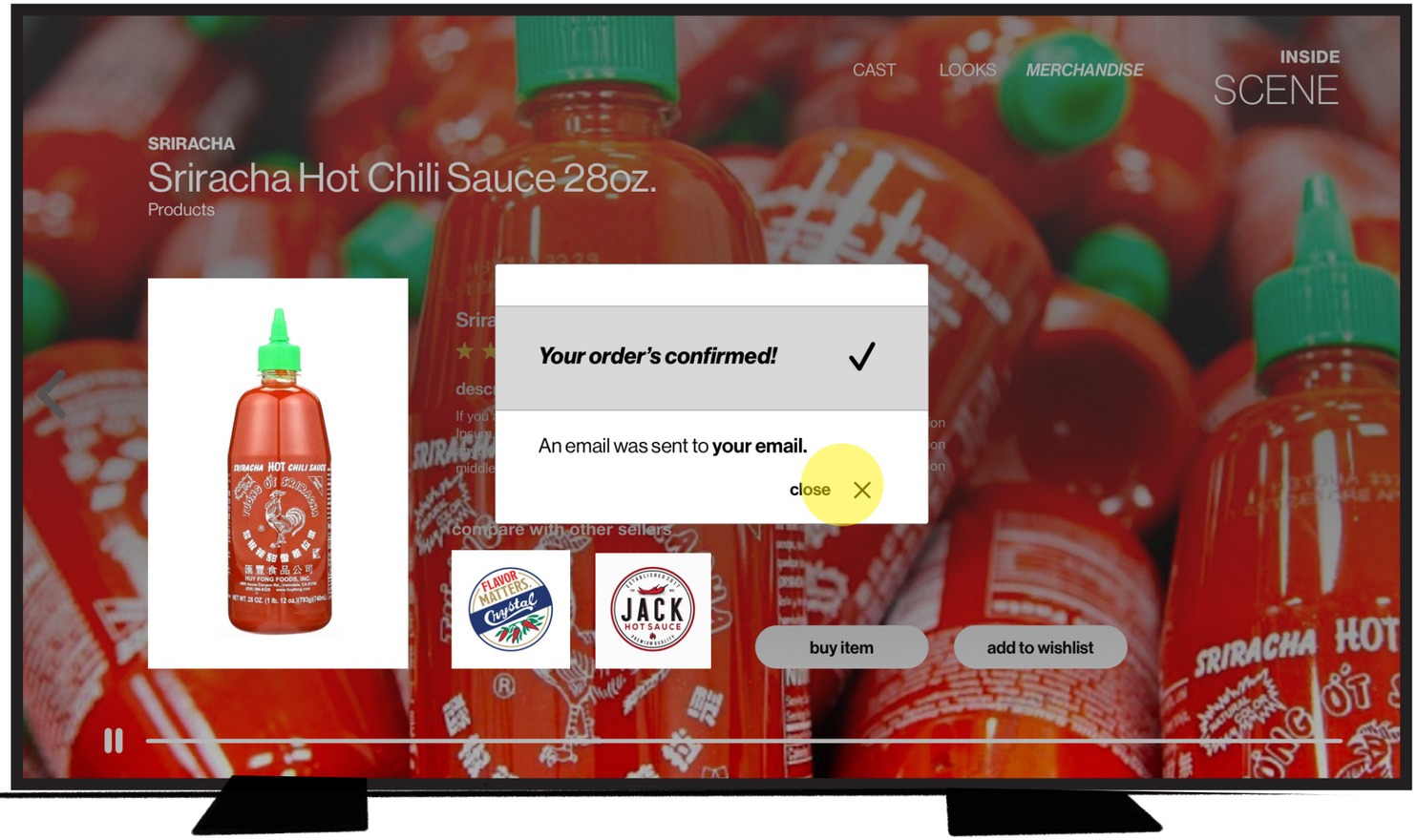
4. Purchase the product. (4/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



4. Purchase the product. (5/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*



5. Press pause to return to episode.

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha.*

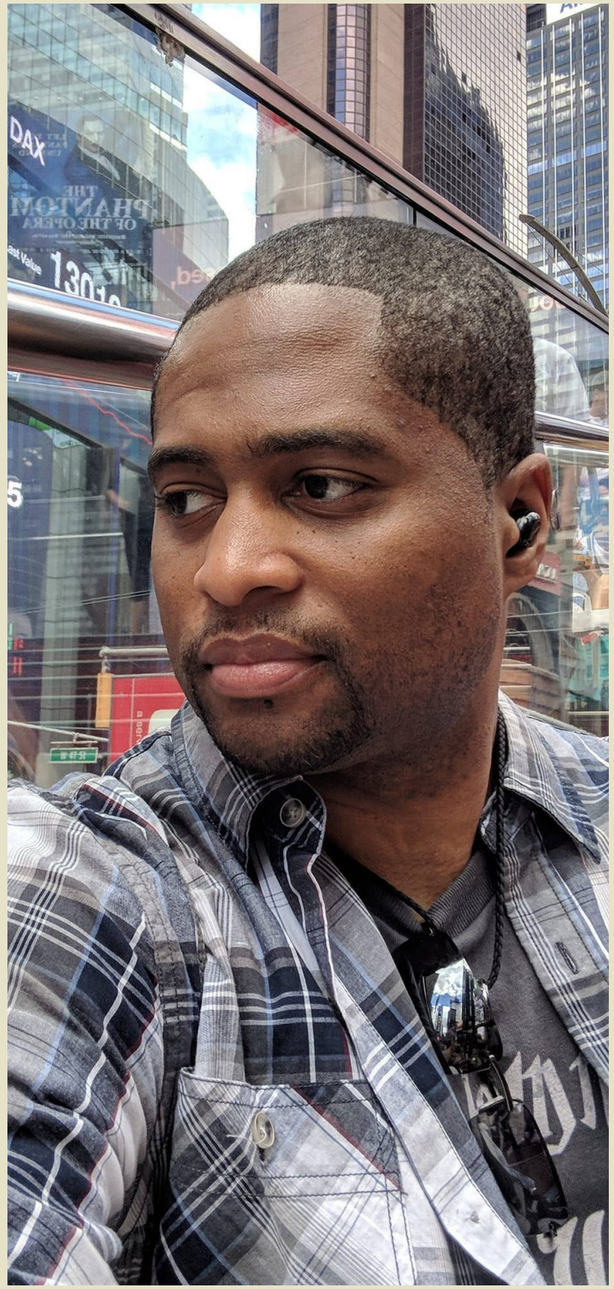
USER SCENARIO

Chase feels like re-watching his favorite show, *Black Sails*.

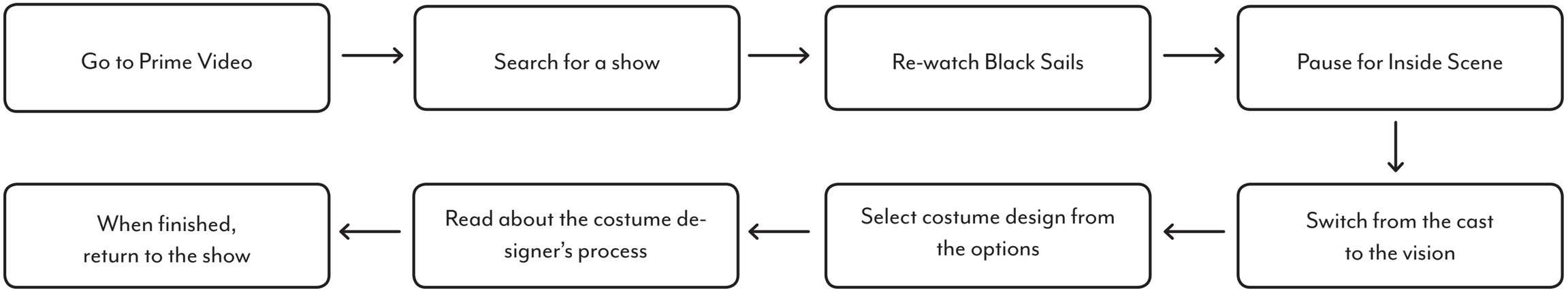
Chase is into all types of shows, but especially loves the ones that immerse you into other eras or worlds that dedicate not only the acting, but character's appearance and set design down to the smallest details. Unwinding at home, if he can't find one that is current, he turns to an older, classic show.

BIO

- Male
- Bachelor of Fine Arts in Graphic Design
- Graphic Design Coordinator, RILA
- Single
- Owns a Samsung TV
- Has the Prime Video App
- Comfortable with web, mobile, tablets, and tvs
- Uses android, pc, & mac

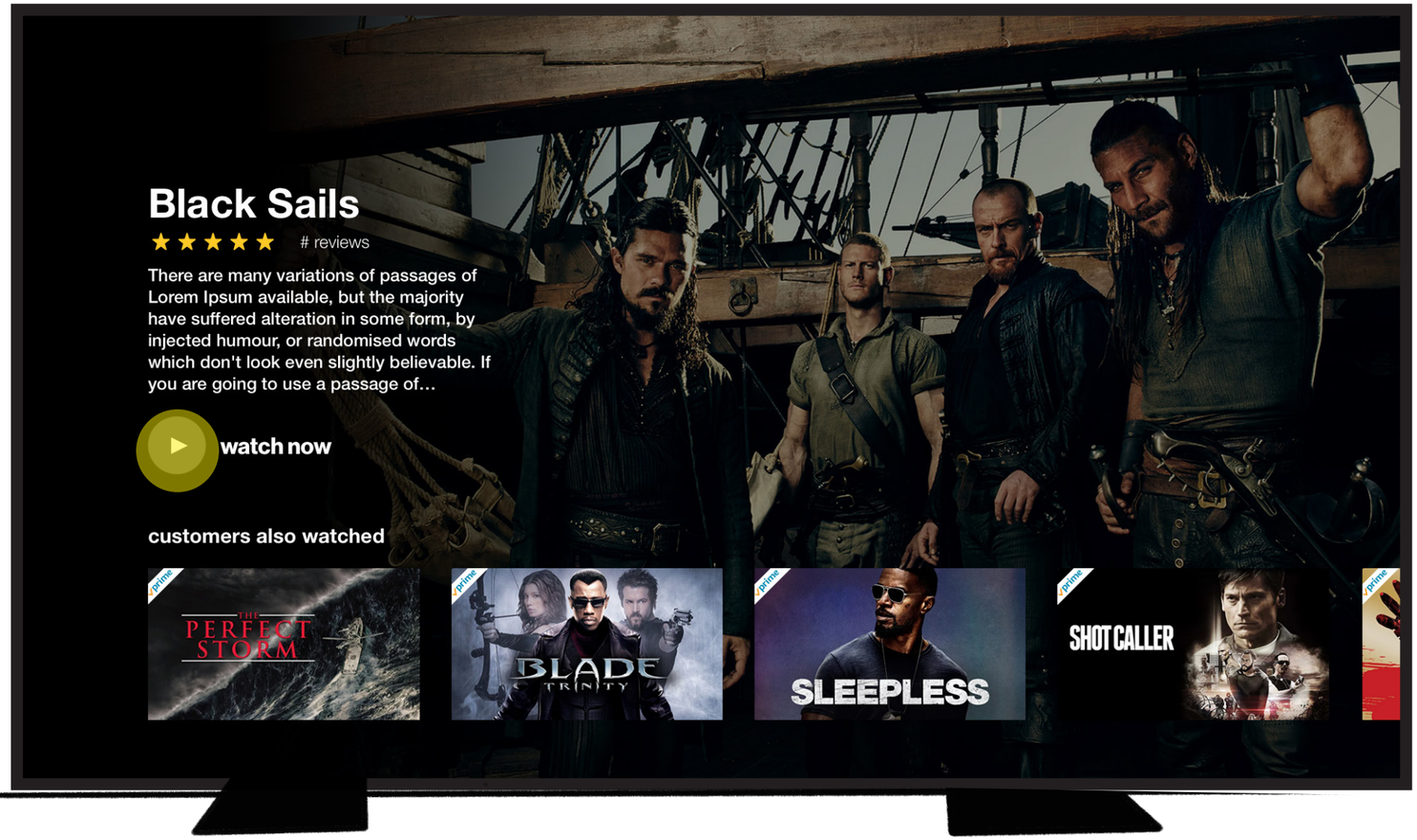


Chase wants to learn more about the styling of the cast on Black Sails.



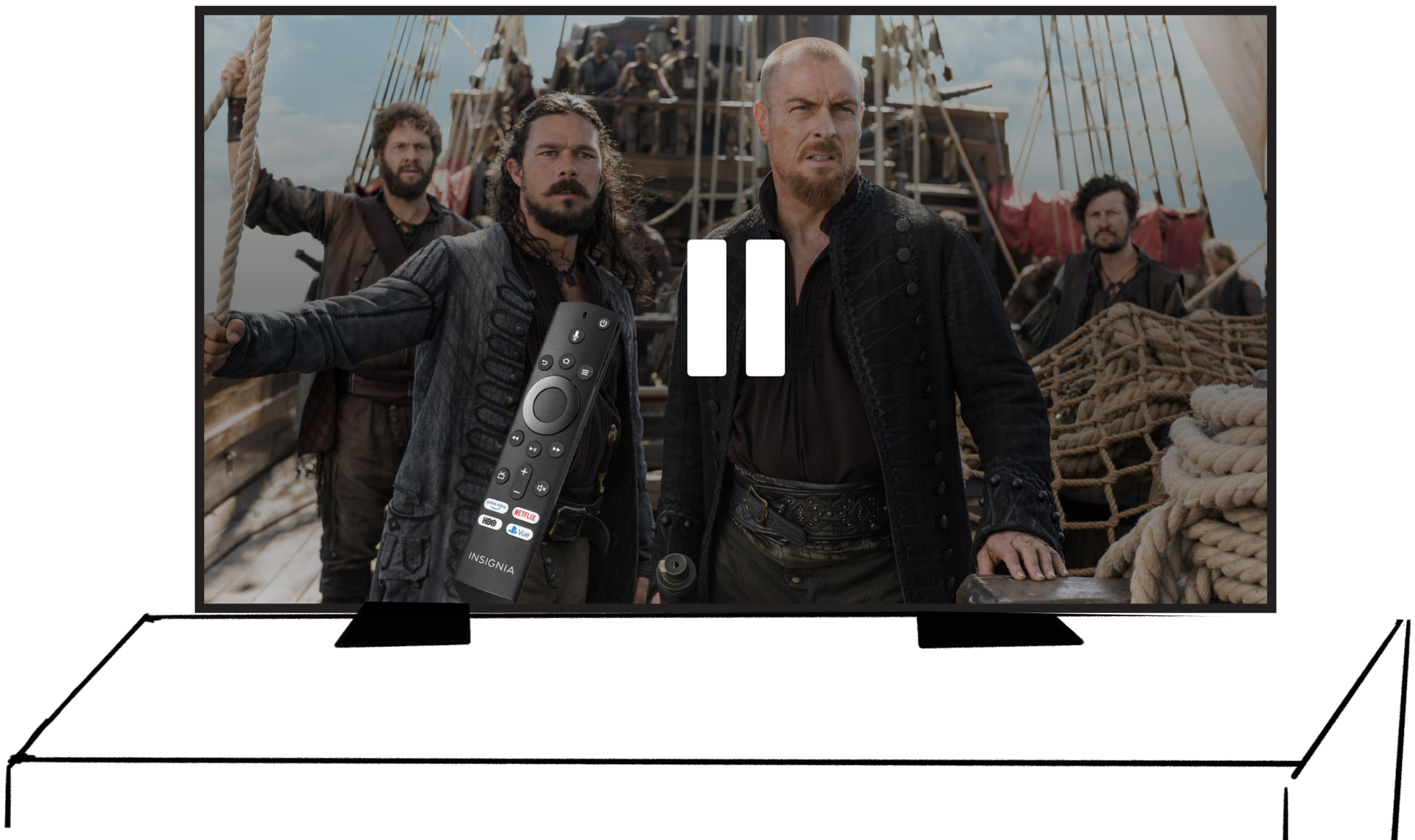
1. Re-watch an episode of *Black Sails*.

Chase wants to learn more about the styling of the cast on *Black Sails.*



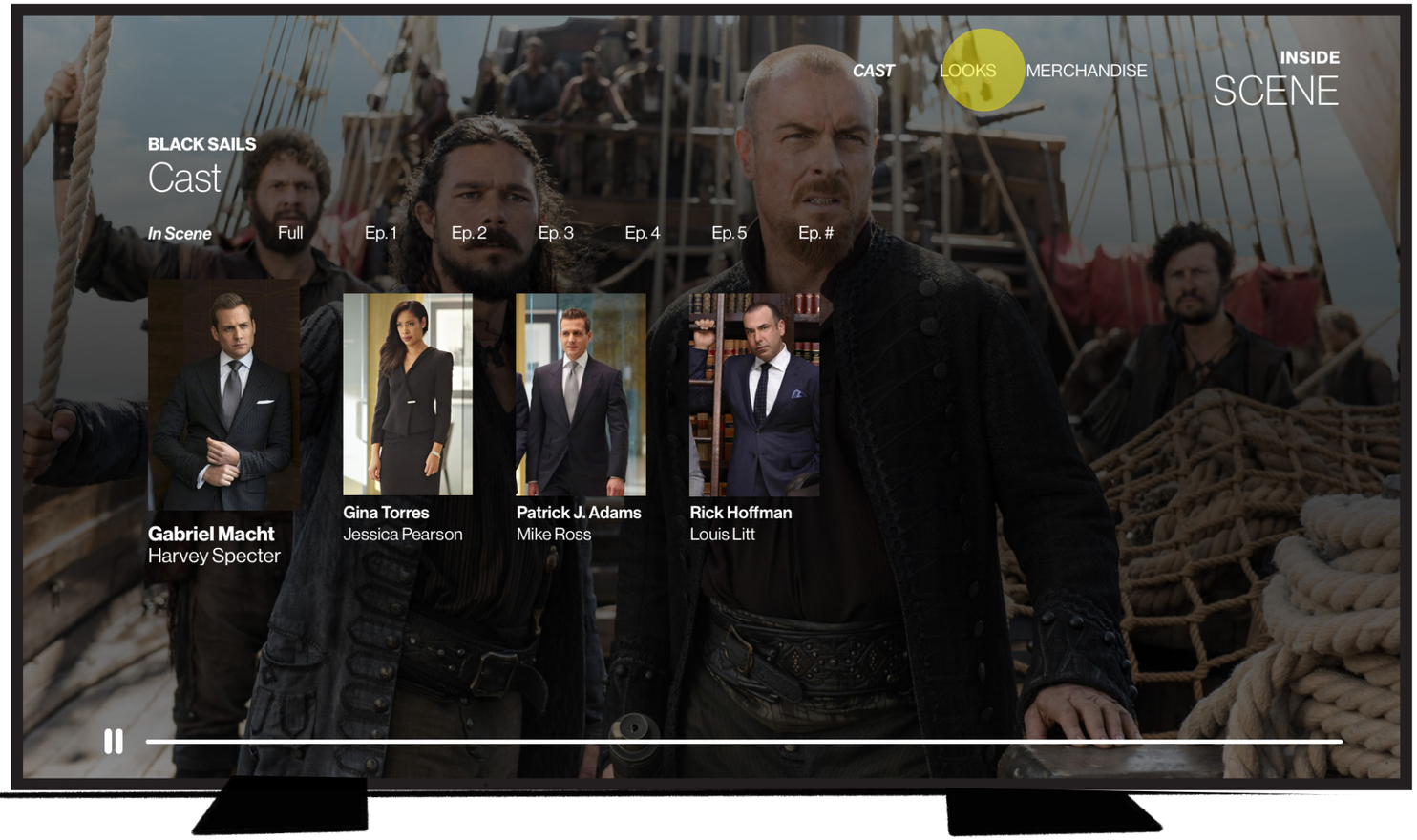
2. Pause for Inside Scene.

Chase wants to learn more about the styling of the cast on *Black Sails.*



3. Switch from “Cast” to “Looks.”

Chase wants to learn more about the styling of the cast on *Black Sails.*

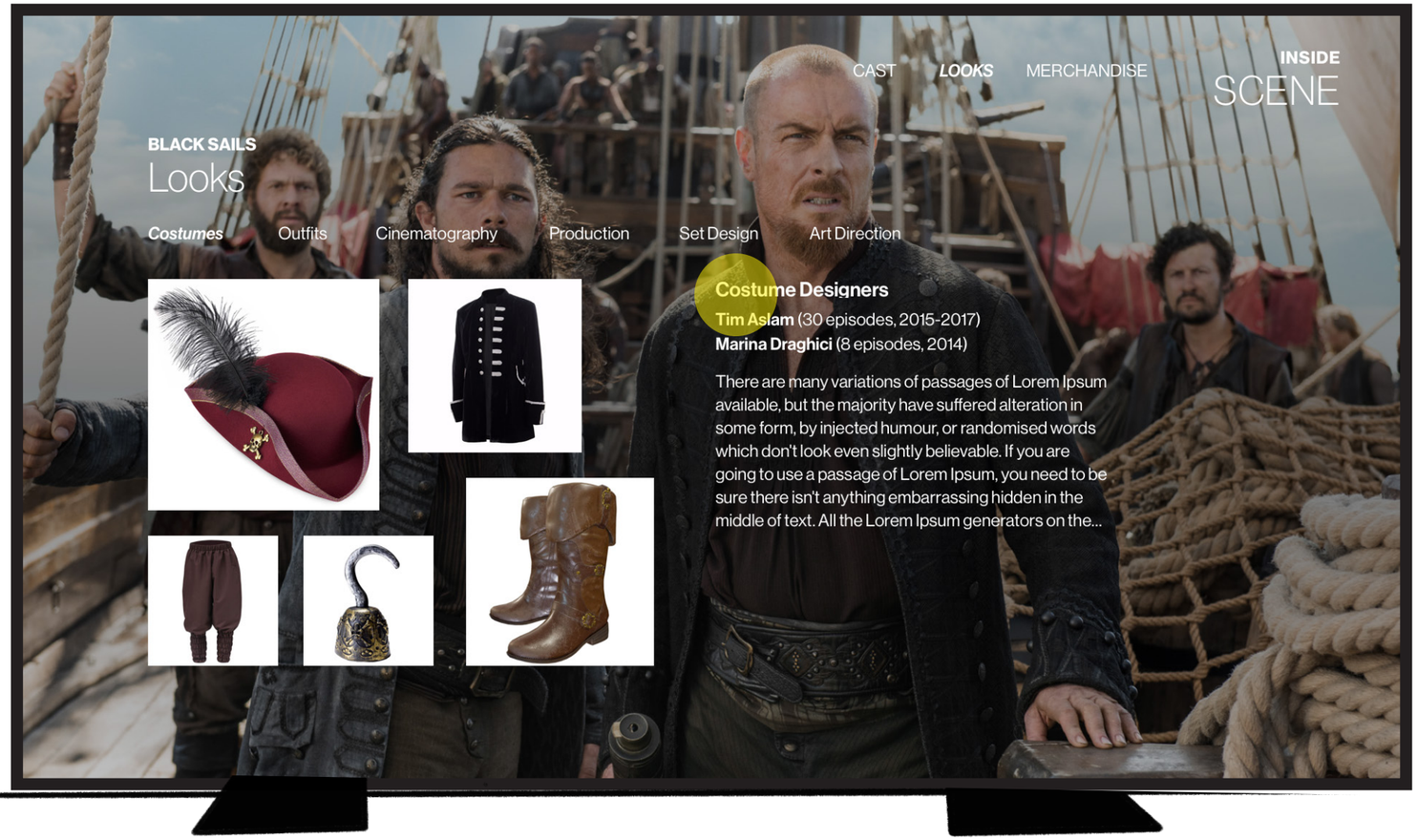


4. Select "Costumes."

Chase wants to learn more about the styling of the cast on *Black Sails.*

5. Learn about the designers.

Chase wants to learn more about the styling of the cast on *Black Sails.*



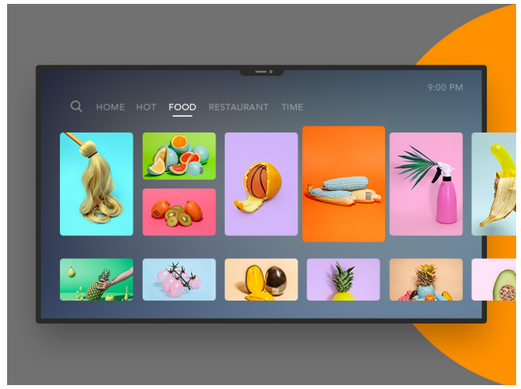
6. Press play to return to episode.

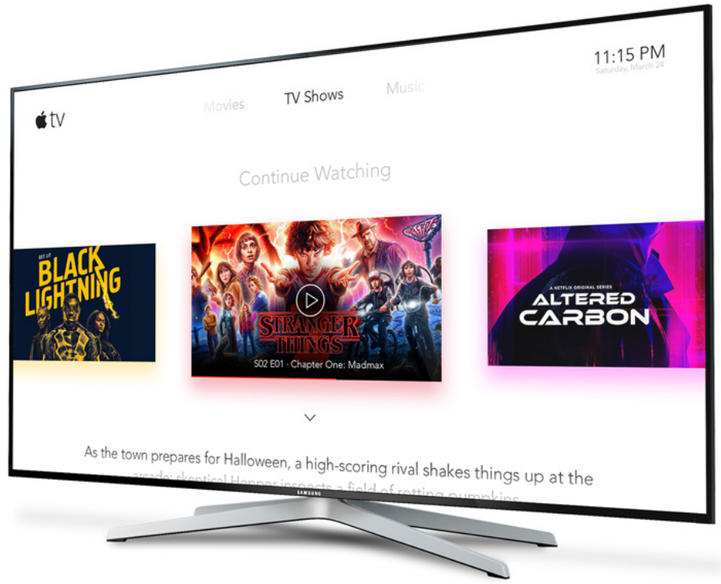
Chase wants to learn more about the styling of the cast on *Black Sails.*

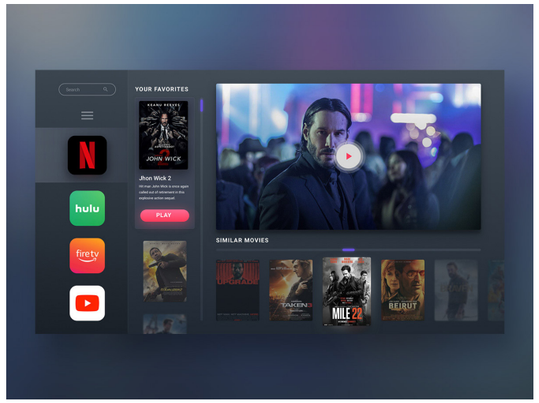
Paper Prototyping Results and edits

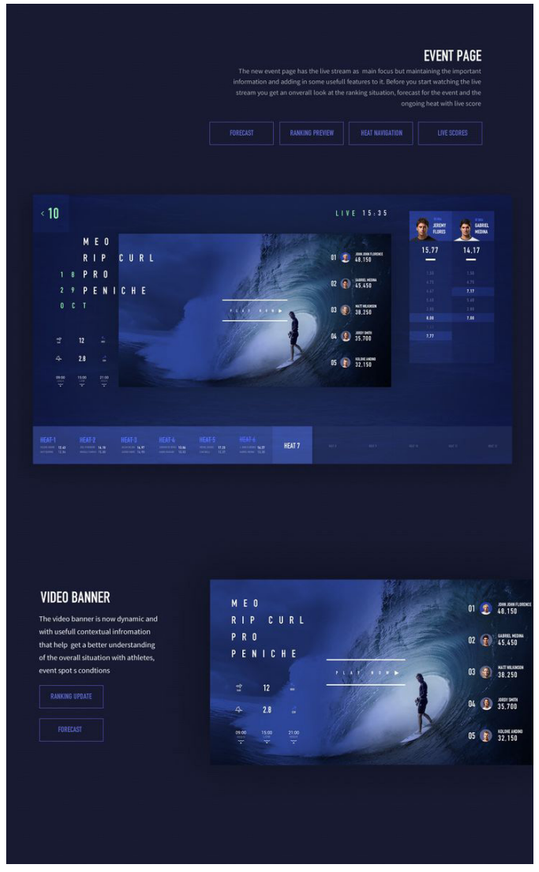
For updates based on peer feedback, click the link above.

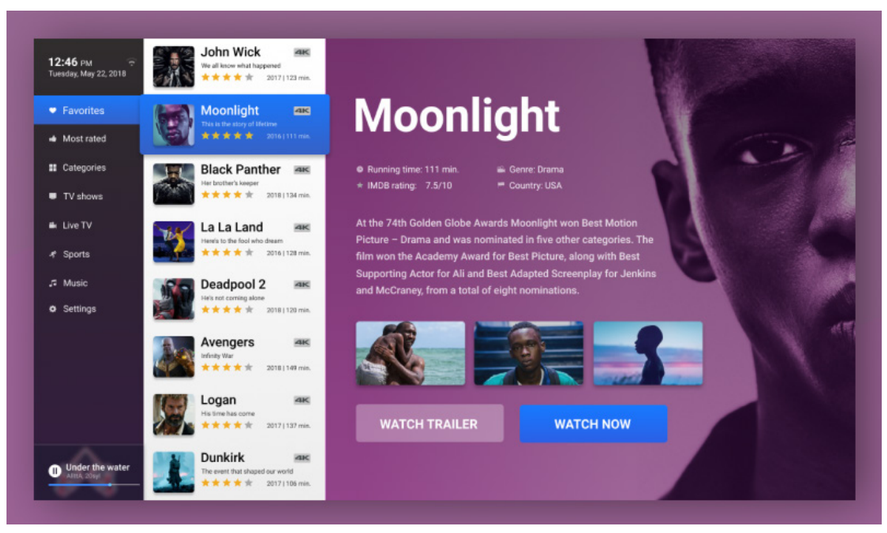
Where I drew inspiration for type and color.











Hello.

Rules on type, buttons, and links

Neue Haas Grotesk is a font family created by Font Bureau aimed at reviving Helvetica Modernist style for digital.

Headline 1

Headline 2

Headline 3

Subheader

Body

Buttons

Colors are interchangeable, blue is primary

button

button

Links

Paired w/ text of opposite weight

Cast

Cast

aria
virtual reality concept

BRIEF

An experience aimed at recognizing, overcoming, and steering emotions

Prior to my MA program, I was working on a thesis project around creating a virtual reality experience where one would travel through the emotion of fear towards joy by “literally” moving through terrains that mirrored those emotions.

MY ROLE

user research, wireframing, visual design, and interaction design

DURATION

Spring 2016 (initial)
March - May 2019 (revised)

TOOLS

paper, procreate, sketch, google slides

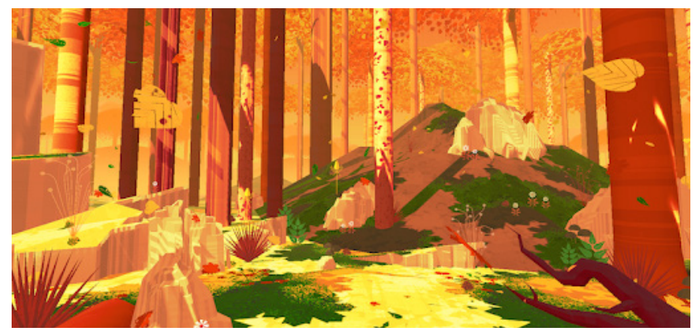
Anxiety—worries that interfere with school, work, or relationships, are common among all people.

As the need for "self-care" has become more prevalent in popular culture in the U.S., the long-standing techniques for prevention & coping with anxiety have become more popular and includes:

- Learning Relaxation Strategies
- Mindfulness
- Exercise, Healthy Diet, and Rest
- Awareness and Identifying Triggers
- Supportive Friendships and Family
- Contact and Therapy

Existing work that inspired and challenged me:

Deep VR is a meditative psychoactive VR experience. Users move through it with their breath instesad of touch controllers or gaze. It's focused on exploration with no expicit rewards, first person, and set entirely underwater.

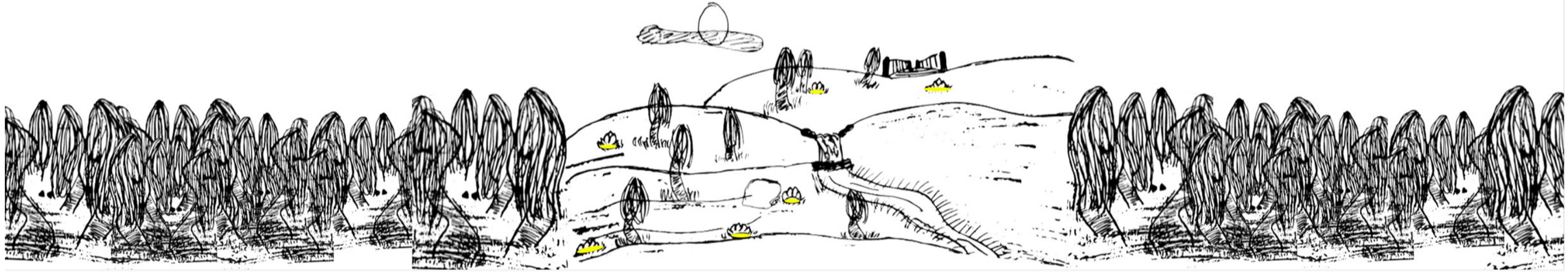


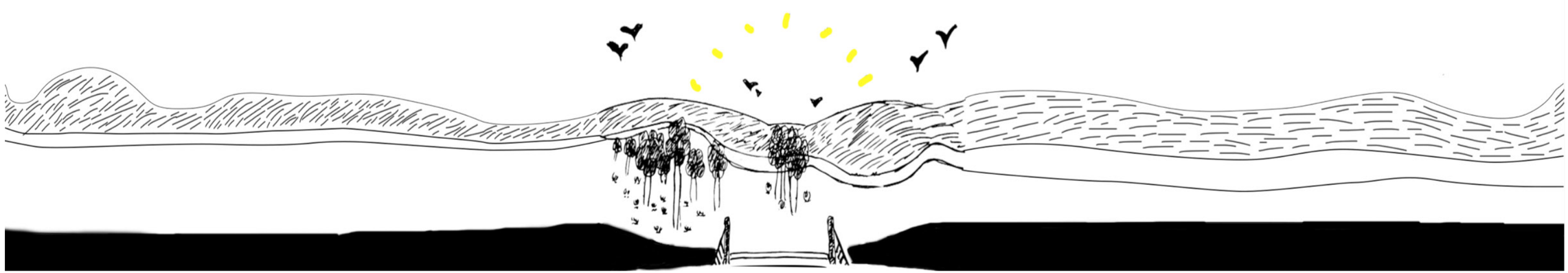
The Turning Forest is an interactive virtual reality fairytale for all ages. It utilizes spatial sound, free range of movement, various environments to travel, and is experienced in the third person.

Finding Your True Self is a meditation simulation with Dr. Deepak Chopra, a specialist in ayurvedic medicine. It uses audio to guide the user's interaction.

The Dark Forest, Bridge to Joy, and Waves of Joy

The user will move through three major scenes linearly starting from the Dark Forest and ending at the Waves of Joy.





The Dark Forest (1/3)

Within each scene are aspects of the environment that the user can respond to and interact with—the weather, sounds, their thoughts, and objects.

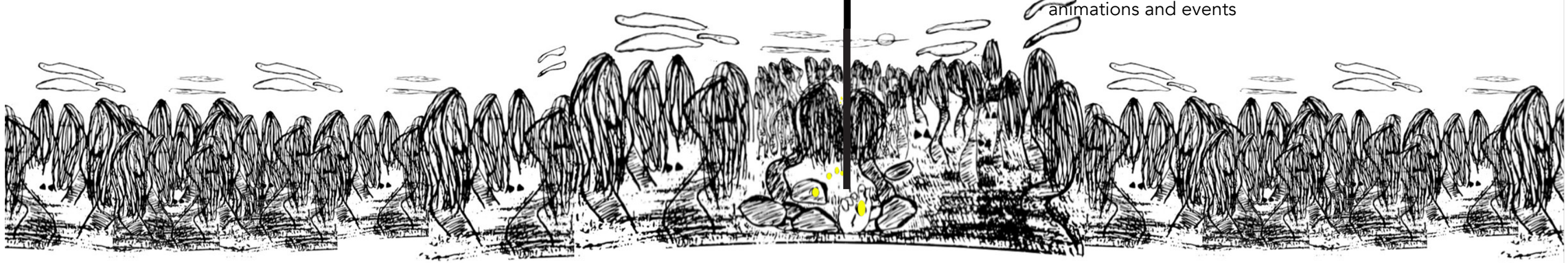
"Crooked" Trees
trees that leaves sway eerily in the wind and bark chips off at the touch

Lurking eyes
eyes that blink and follow you in the distance

Sitting rock
sit and think about where you are and where you're going

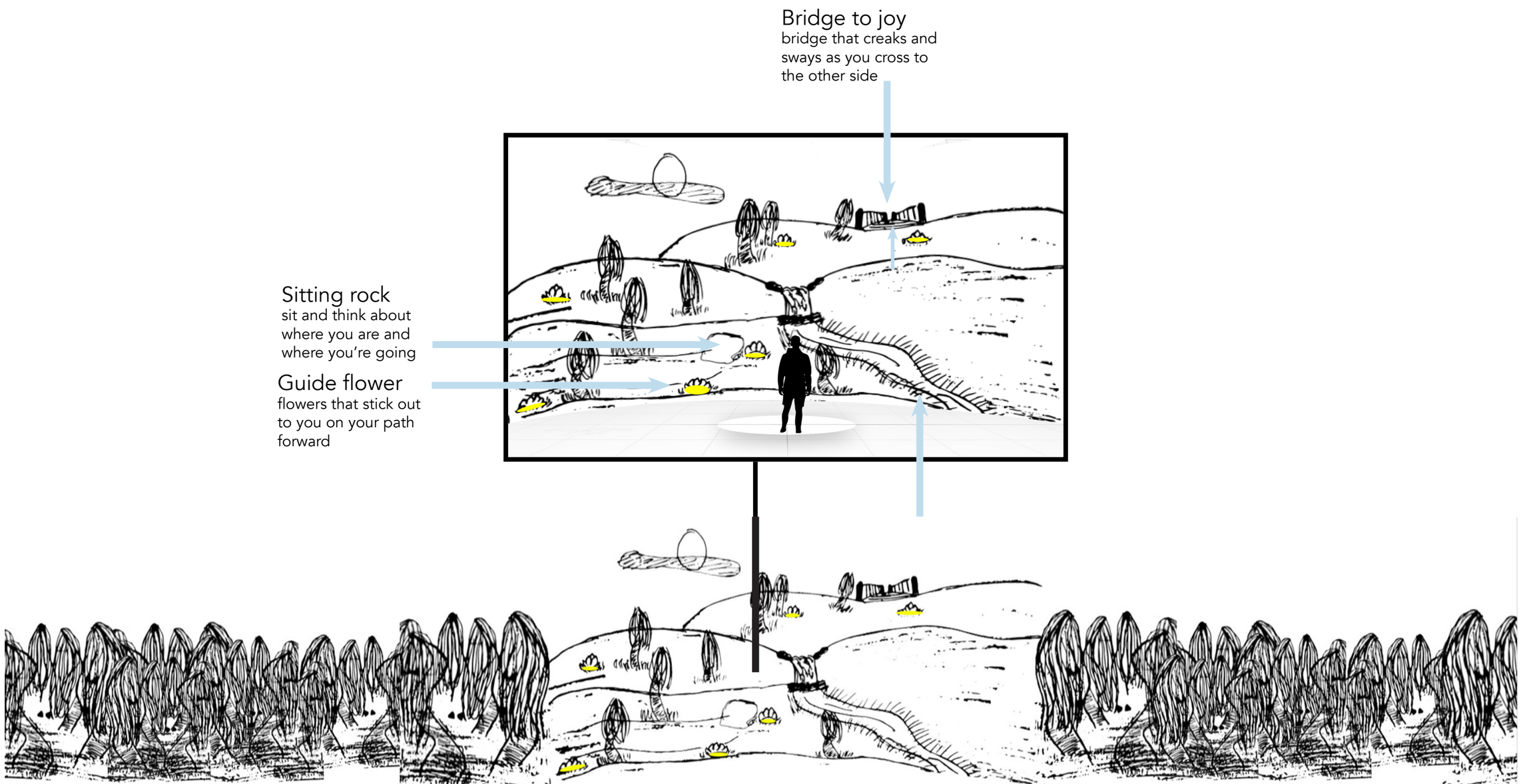
Glowing lights
light particles that guide you along through the forest

Virtual hands
users can use their hands to interact with other scene elements, triggering animations and events



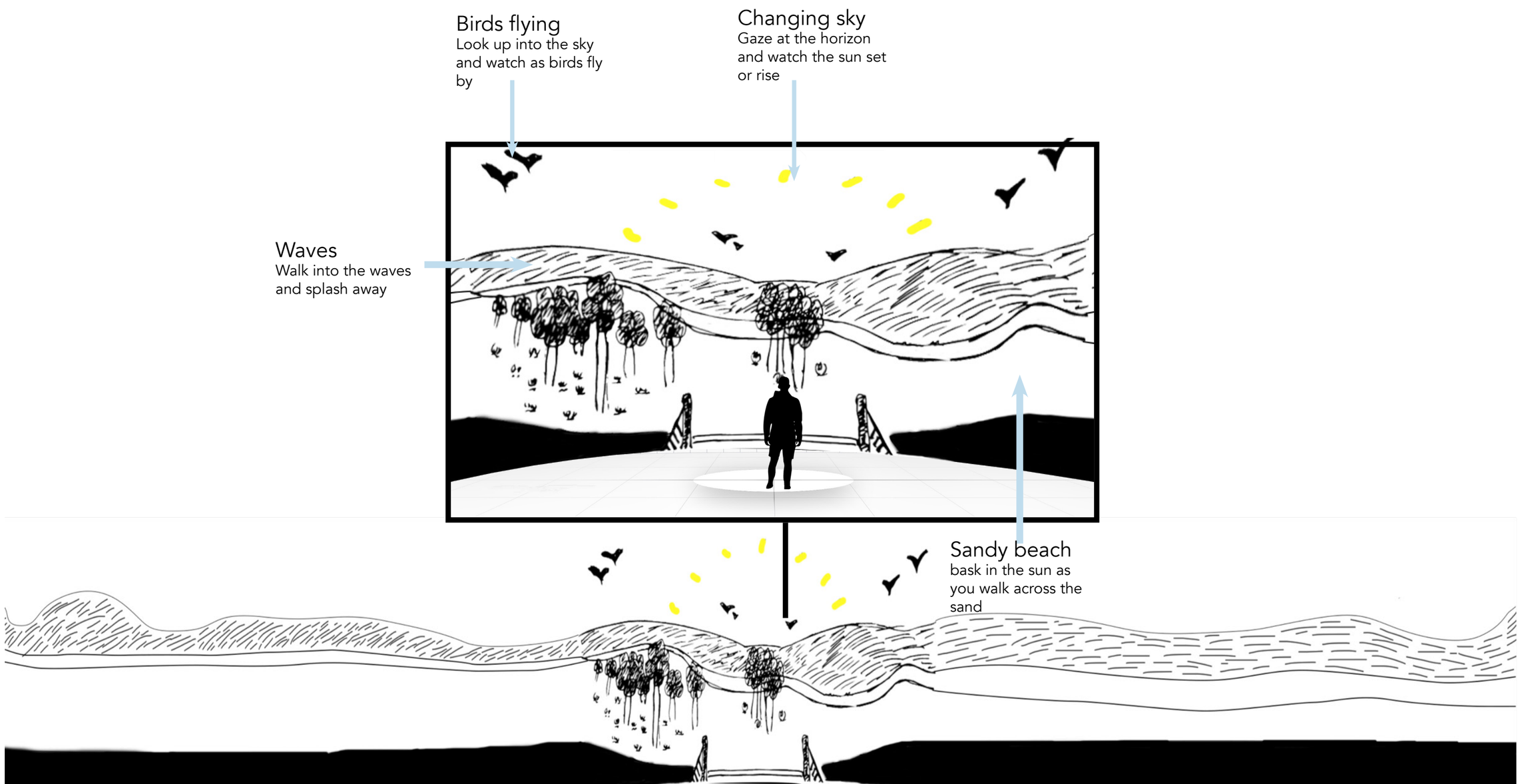
The Bridge to Joy (2/3)

Within each scene are aspects of the environment that the user can respond to and interact with—the weather, sounds, their thoughts, and objects.



The Waves of Joy (3/3)

Within each scene are aspects of the environment that the user can respond to and interact with—the weather, sounds, their thoughts, and objects.



For whom is Aria being designed?

The user falls between the ages of 22 to 37 years old, is familiar with anxiety and stress—even considers it a regular aspect of life, and wishes to have a clearer visualization of peaceful places when meditating.

To better understand my target audience, I conducted eight audience interviews. I've highlighted the results of two of those interviews here.

Natalia is very new to VR, but is open to trying new technology and to the idea of an experience that speaks to anxiety relief.

- Has viewed VR gameplay online
- Would try VR but thinks equipment is costly
- Likes to retreat from triggers to draw

Nadya has used the Oculus Go to play a game once and would try VR again if free. Her anxiety leads her to play games, read, or watch tv to procrastinate.

- Knew about some VR titles through E3
- Graduate school is her main stressor

Meet Carlos, a 28-year-old consultant who travels for work.

Carlos has been with his consulting firm for two years now and recently was promoted. Before the promotion, most of his travel was domestic. Now Carlos takes more international trips; though culturally rewarding, they're often back to back and mentally demanding. Far away from home and without friends and family near to remind him that stress will pass, Carlos has tried other various methods to alleviate the stress—meditation, yoga, listening to motivational speakers and podcasts on the go, etc.

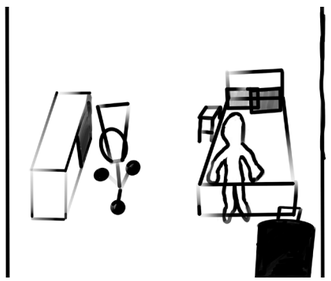
Those methods have their benefits, but recently they've felt burdensome to execute. Carlos wants to try a method that feels like a getaway itself and can help him to unpack the feelings that are throwing off his routine.

> *"I travel for work, and it can be stressful flying 12+ hour flights several times a month. I never really feel settled wherever I am because of the jet lag. Work just always comes first."*

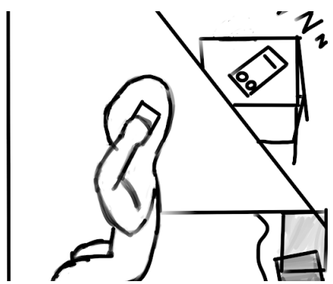
Why can’t I unwind?

Carlos is on his fourth flight this month. He slept in advance of the flight, but he still feels drained.

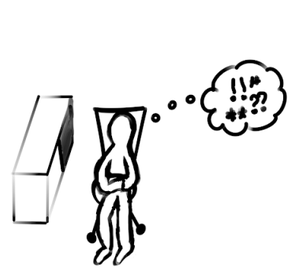
With little time to settle in to his new surroundings, he’s off to work, leading presentations and putting in a full work day.



Off from work for the day, he heads to his hotel. He doesn’t unpack much since he’s tired.



He tries to call a few friends to check in, but realizes that they’re asleep due to the time zone. He tries to go to sleep himself.



Restless, he can’t sleep. Getting up, he thinks of things to do that might make him comfortable. He tries to meditate.

Meditating reminds him of tasks and other inconveniences. He would normally push through it, but his energy is off.

Passing on meditation, Carlos pulls out his Oculus Go. On a recommendation from a friend, he had downloaded an experience called **aria**. Maybe he’ll try it now.

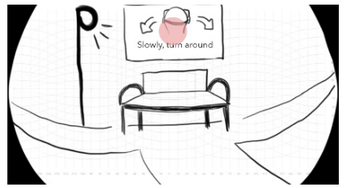
Carlos sits comfortably in a swiverl desk chair, puts on his heeadset and begins the experience.

10-15 minutes later, Carlos decides to stop using the experience. Seemingly calmer and less distracted, he feels ready to go to sleep.

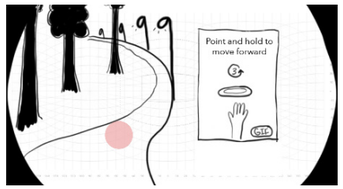
Carlos learns how to move, interact with objects, and navigate form the tutorial.

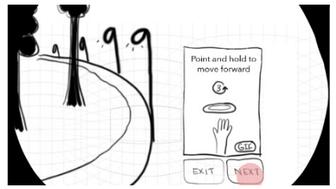
Step 1

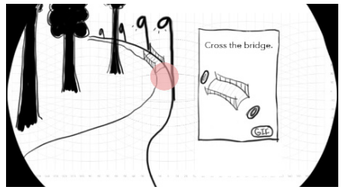
Step 2



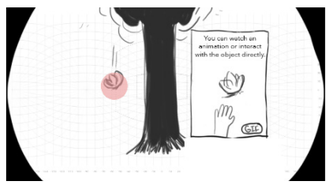
Step 3



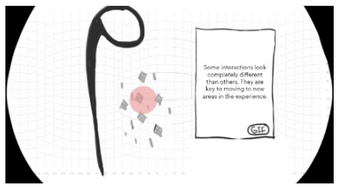


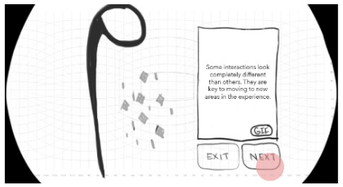


Step 4



Step 5



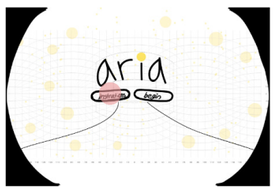


Step 6

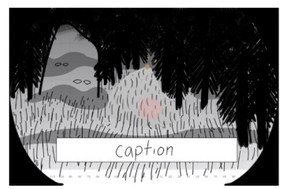
1. Select “instructions” on the home screen.
2. Follow the instructions to orient yourself.
3. Follow the instructions to move around
4. Follow the instructions to interact with objects
5. Learn how to clear an area to move on
6. Learn how to avoid getting lost
7. Exit back to the title screen

Carlos learns about fear in the Dark Forest.

Step 1

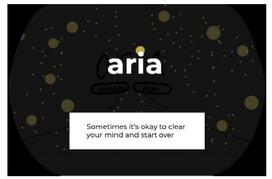


Step 2

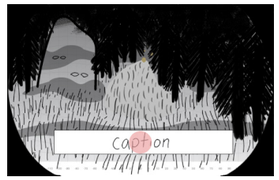


Step 3

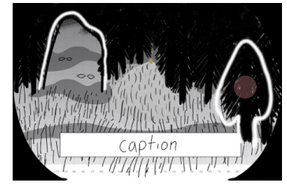
Step 4



Step 5



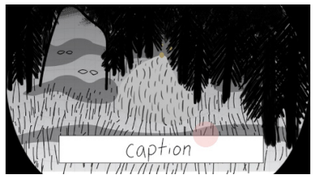
Step 6

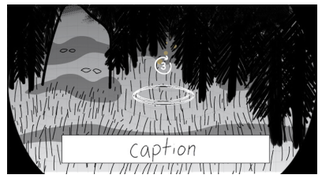


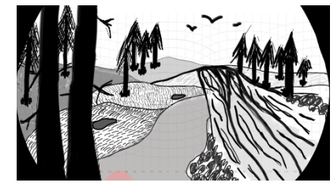
1. Select “instructions” on the home screen.
2. Follow the instructions to orient yourself.
3. Follow the instructions to move around
4. Follow the instructions to interact with objects
5. Learn how to clear an area to move on
6. Learn how to avoid getting lost
7. Exit back to the title screen

Find the key interaction in the forest which opens the path to the Bridge to Joy.

Step 1 → Step 2 → Step 3 → Step 4 → Step 5 → Step 6





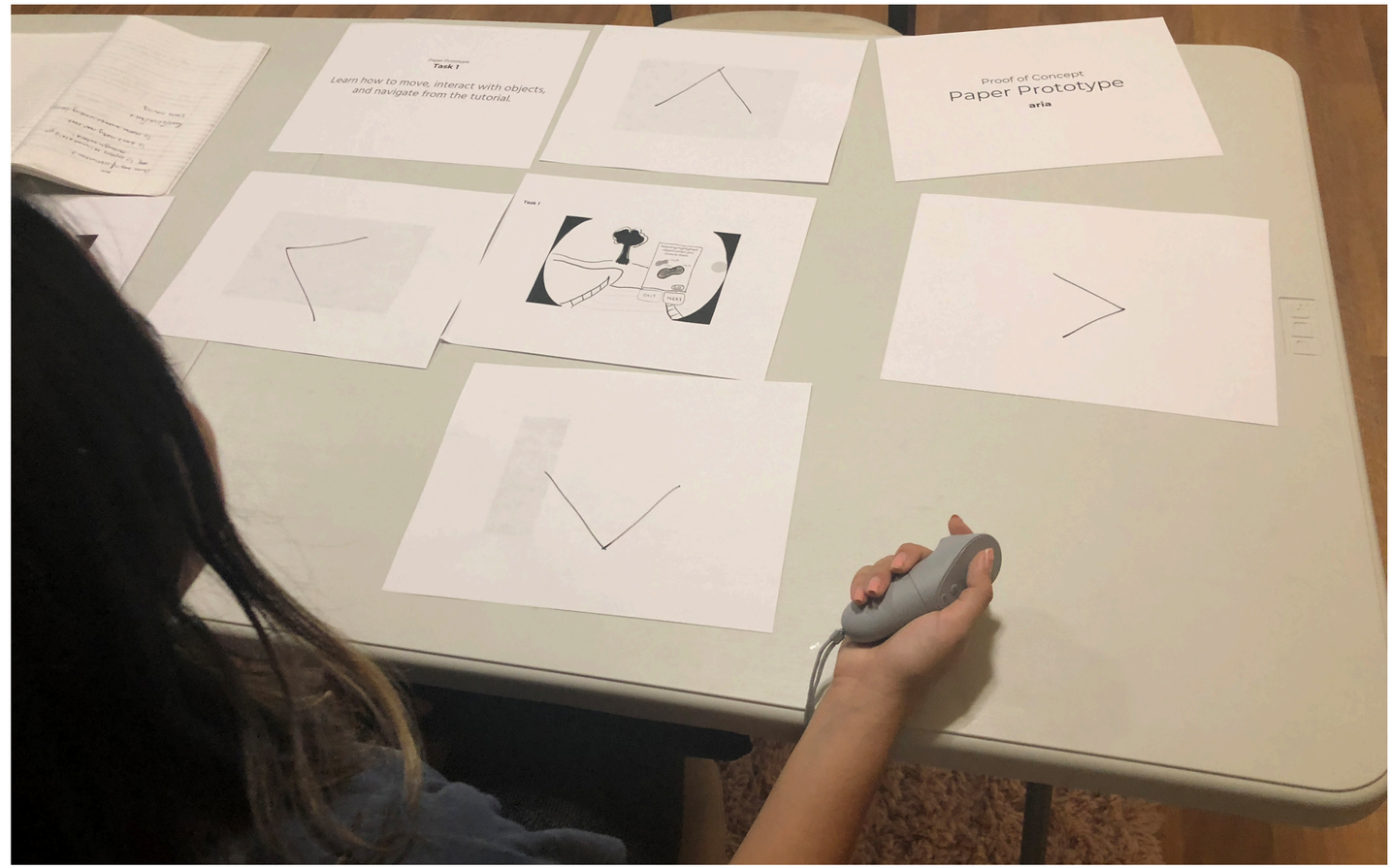


1. Explore the surrounding area.
2. Move towards the flashing lights up ahead.
3. Interact and play with the lights.
4. Watch the lights trail off showing a path.
5. Move towards the new path.
6. Find a new landscape at the end of the path.

Paper Prototyping

Natalia approached the experience entirely like a game and not as an experience to just take in until the end of the second task. She showed that she wanted more interactions.

Especially since the intended ambience provided by music, sound, & color was limited because of the medium, Natalia relied heavily on interactions as motivation. Clearer directions and UI could also be improved upon.

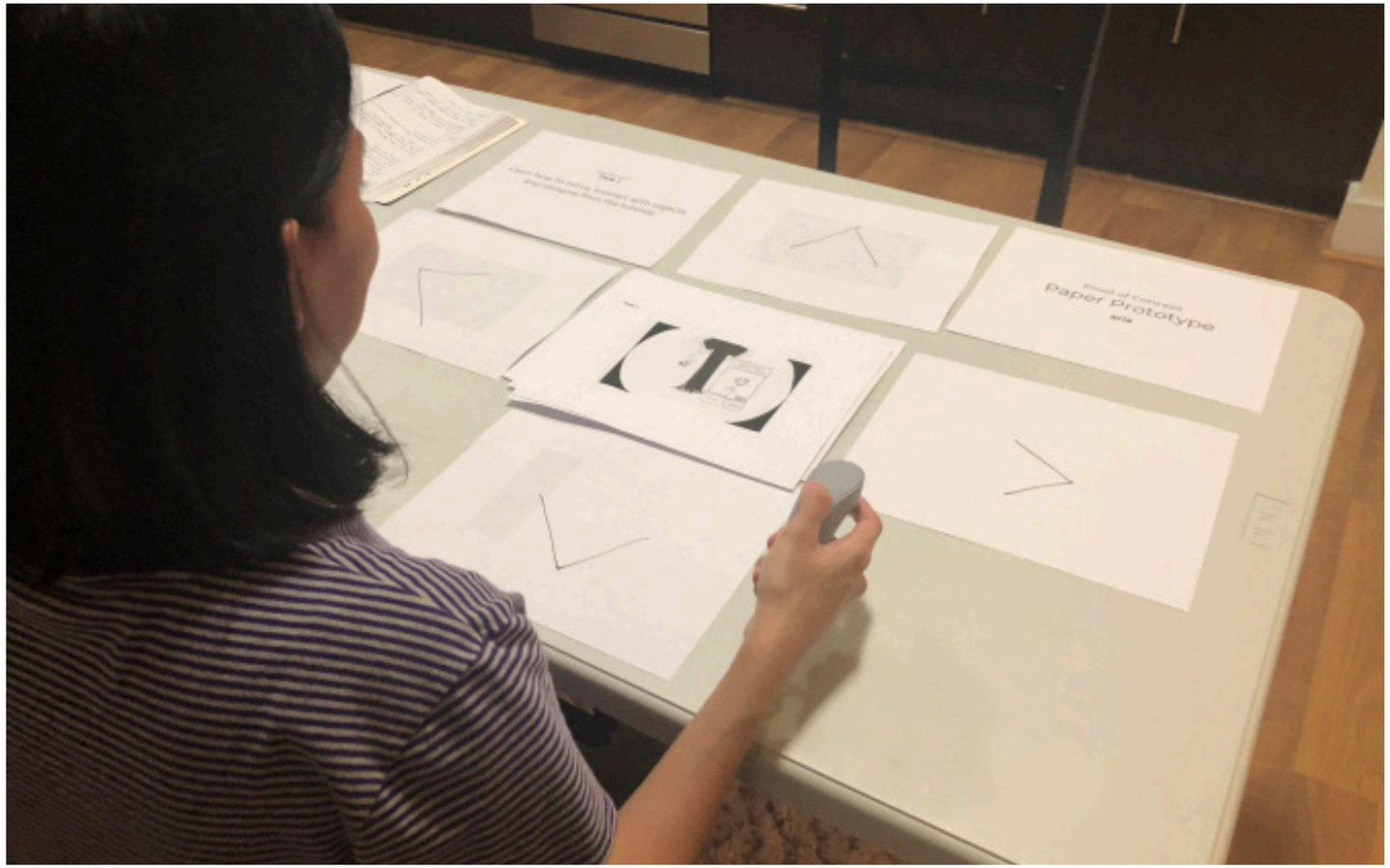


Natalia, 24, undergraduate student, illustrator, gamer

Paper Prototyping

Nadya was more willing to explore the surrounding area and blind. She initially skipped through the tutorial's tasks in order to read all of the instructions first before attempting the tasks.

She approached this with confidence in her ability to learn behaviors quickly, even though this is for a medium she rarely uses. She was open to interact with what was noticeably interactable, and was not frustrated by their amount.



Nadya, 27, graduate student, 3D Animator, avid reader

Pokédex

mobile app concept

BRIEF

Create a redesigned Pokedex that contains a list and detail screen, along with accompanying interactions.

I chose to revive nostalgia felt for the first generation of Pokemon with this take on a Pokedex mobile application. This project is a continuation and revision of an earlier attempt at creating a mobile Pokedex from back in 2016.

MY ROLE

user research, wireframing, visual design, and interaction design

DURATION

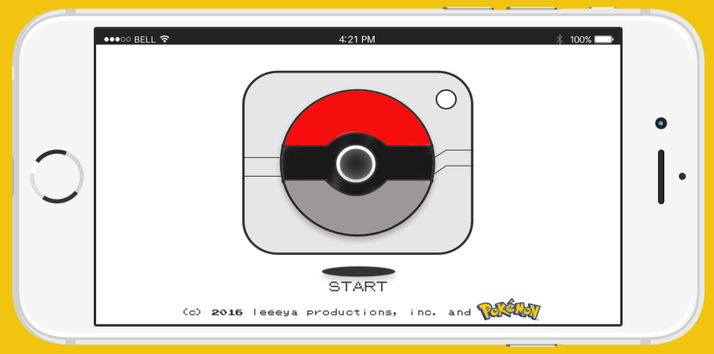
Spring 2016 (initial)
April - May 2019 (revised)

TOOLS

paper, adobe xd, sketch, invision studio

LINKS

watch concept video (2016)
visit invision prototype (2019)



original pokedex concept screens (2016)

The Pokedex's appearance has changed dramatically resulting in its own evolution into a Pokemon.

For older fans of Pokemon who may not follow the show, this is a big leap from its beginnings.

Generation 1

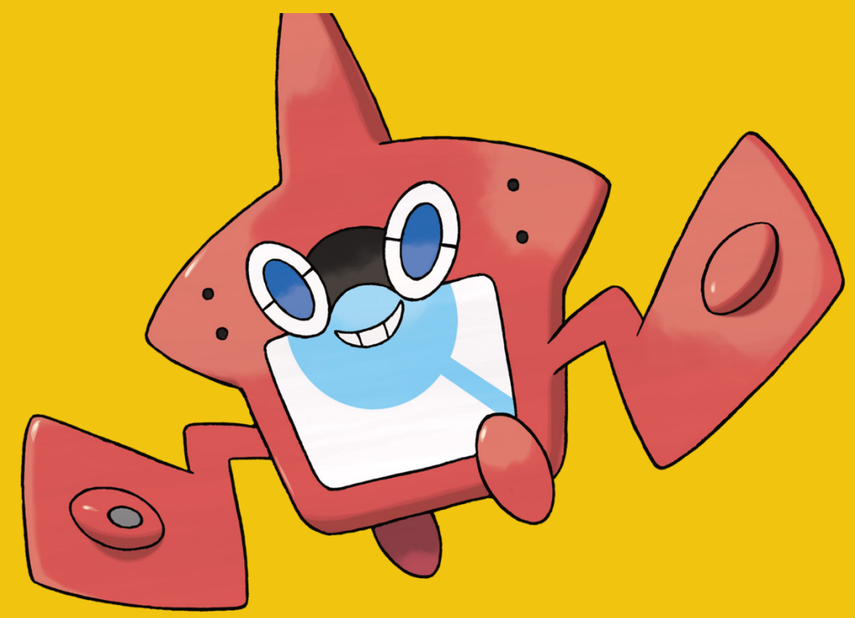
Generation 2

Generation 3

Generation 4

Generation 5

Generation 6



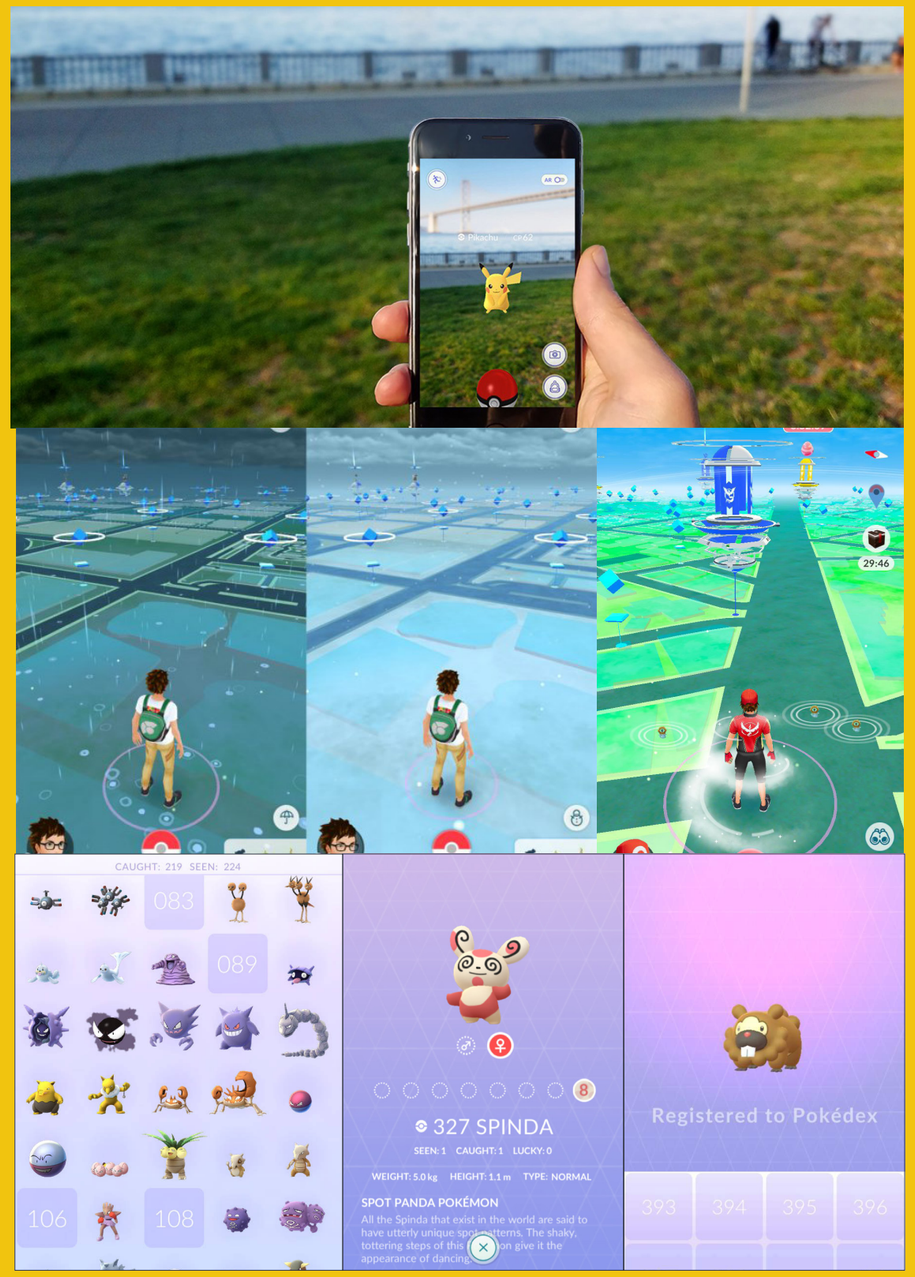
Generation 7 Pokedex

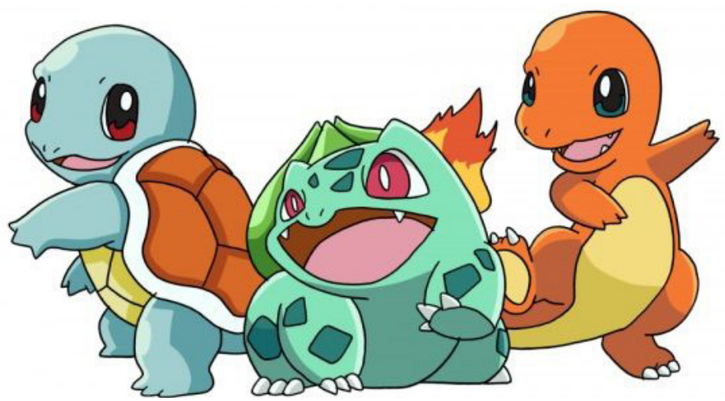
The Pokedex's appearance has changed dramatically resulting in its own evolution into a Pokemon.

Pokemon Go (PGo) is a mobile AR app which brought pokemon to the real world. Becoming a global phenomenon in 2016 and is still a widely popular mobile app today.

- 147 milllion monthly active users
- As of 2016, 10.81% of Android devices in US have PGo,
- 5.92% of Android users play daily,
- 78% were betwen 18-34 years old,
- and men, 21-27 years old, were the largest demographic

Compared to the Pokedexes from the GameBoy games and video games, the Pokedex in PGo combines animations with 3D models of the pokemon alongside their stats—a transformative way to picture the originally 2D drawings of pokemon.

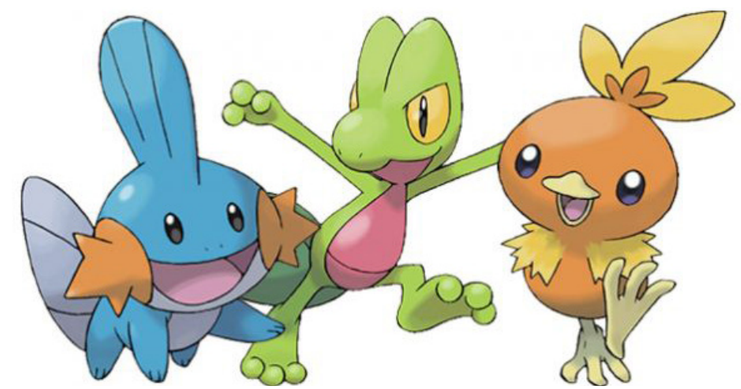




Primary

23-38 year olds that are fans of the Pokemon Franchise

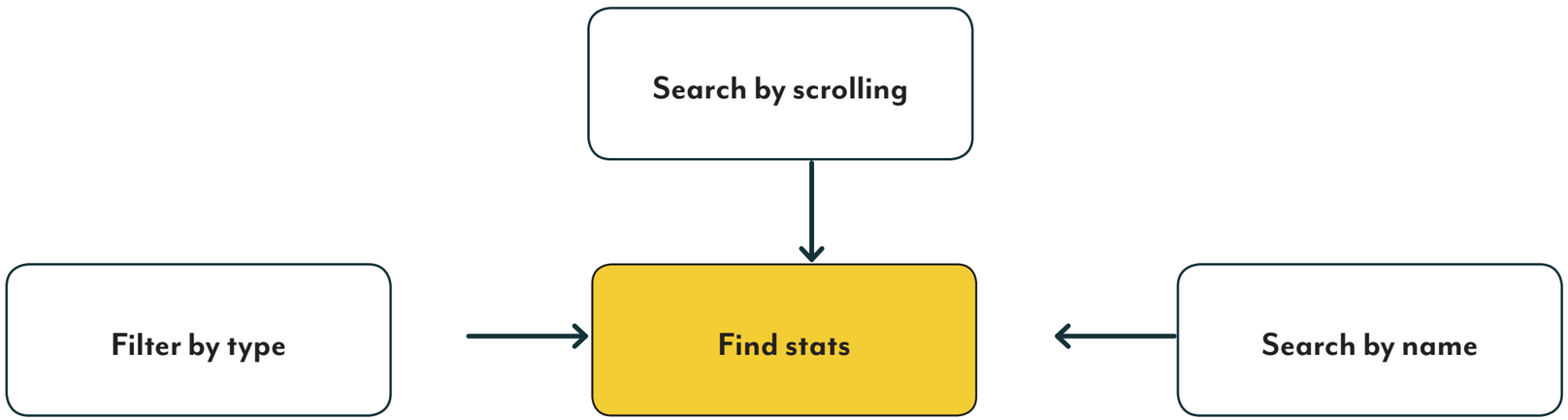
Gen 1-7 aired throughout the life of millennials.



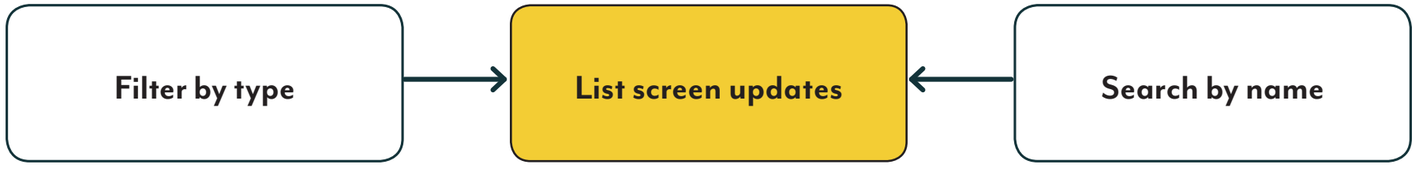
Secondary

7-15 year olds that are new to the Pokemon Franchise

Gen 3-7 aired throughout the life of Gen Z.

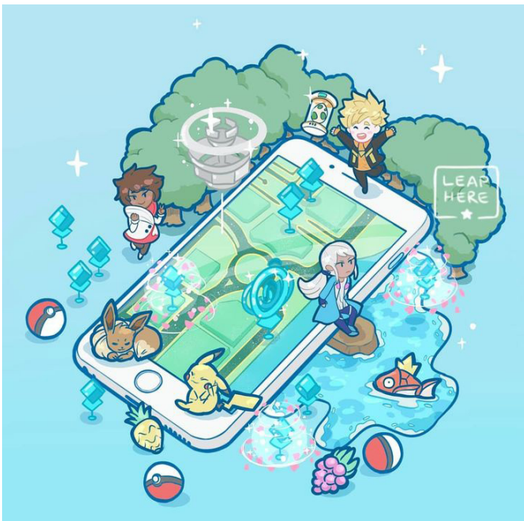


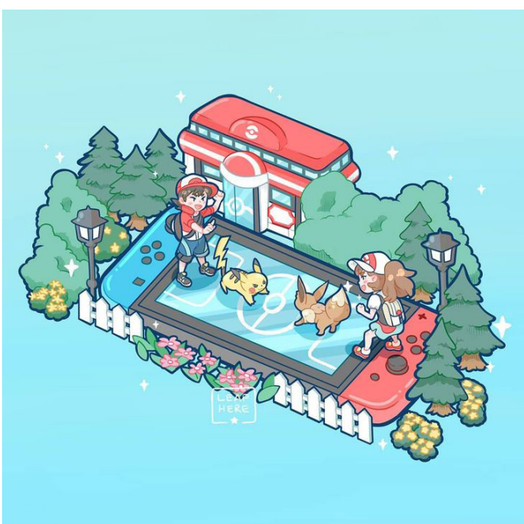
Samantha would like to find specific information about Pikachu from the list of Pokemon (search)

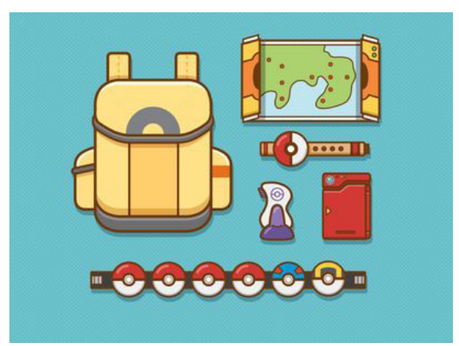


Aiden would like to filter from the list of Pokemon only Water Type Pokemon (filter)

Where I drew inspiration for type and color.







004
CHARMANDER

Rules on type, color, buttons, and links

Pokemon GB is a font family by Jackster Productions that looks very close the font used on Gameboy color devices.

Vollkorn is a font family created by type designer Friedrich Althausen.

Headline 1

Headline 2

Subheader

Body

Color Palette

Derived from current brand and moodboard

Buttons

Colors are interchangeable, blue is primary

Links

Paired w/ text of opposite weight

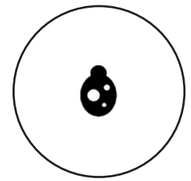
Iconography

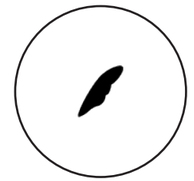
GRASS

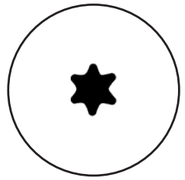
FIRE

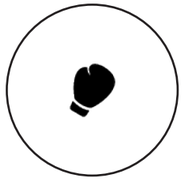
WATER

ELECTRIC

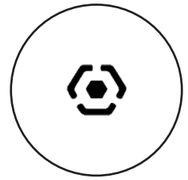

BUG

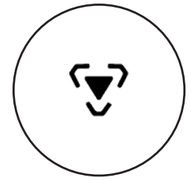

FLYING

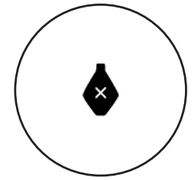

NORMAL


FIGHTING

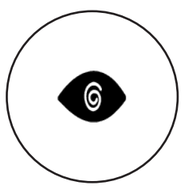
GROUND

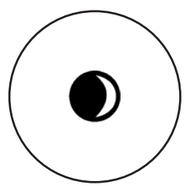

ROCK

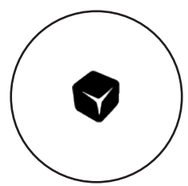

STEEL


POISON

GHOST


PSYCHIC


DARK

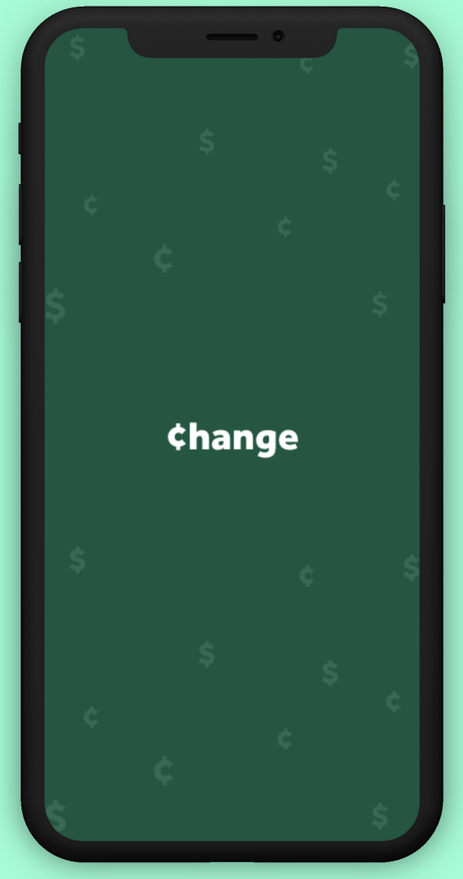

ICE

DRAGON

FAERIE

¢hange

mobile app concept



ABSTRACT

How can we motivate young adults to learn how to better manage their personal finances?

¢hange offers a collection of articles and tools—receipt scanning, budget creation, tracking, and journalling so that young adults can do just that.

MY ROLE

user research, user surveys, wireframing, and visual design

DURATION

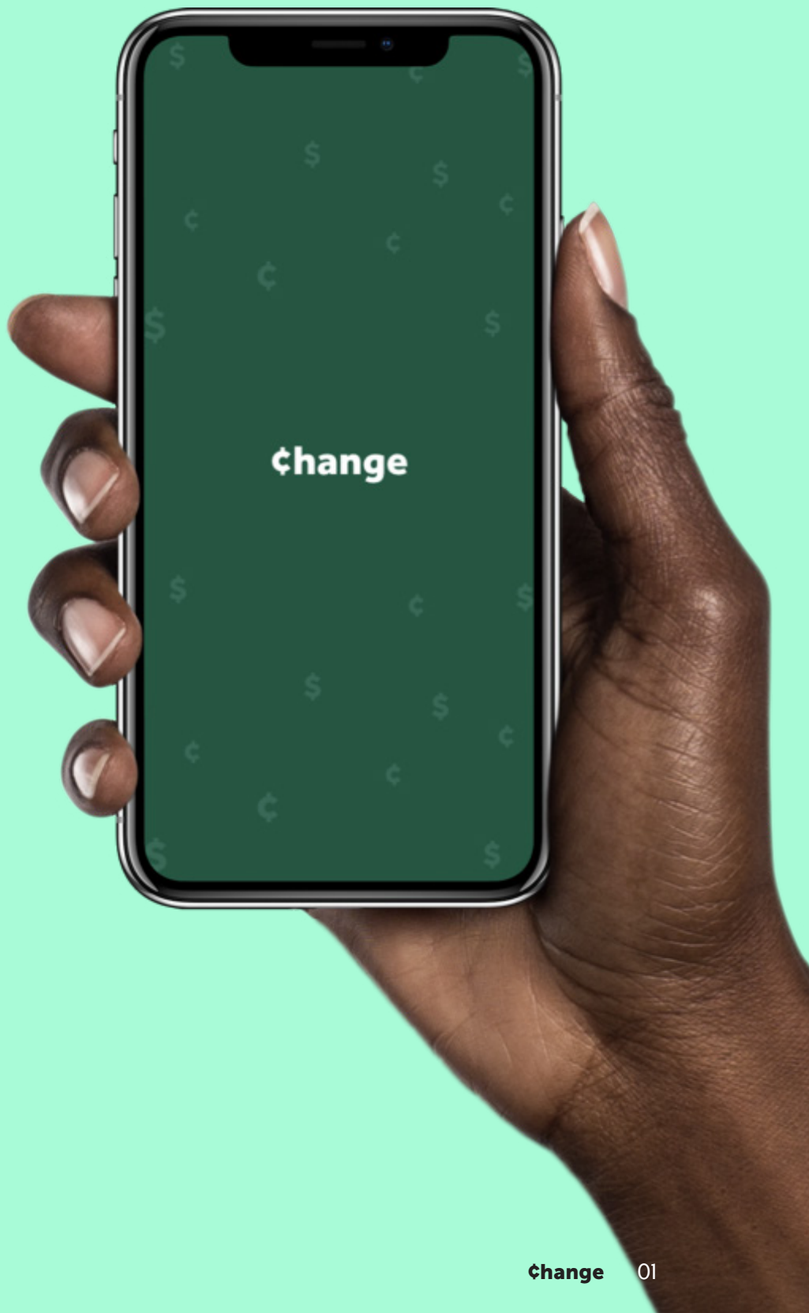
September - November 2016 (initial)
February - April 2019 (revised)

TOOLS

paper, adobe xd

LINKS

visit adobe xd prototype



Questions to consider:

1. What is financial literacy?

Multiple credible organizations offer definitions of financial literacy but all speak to making informed, sound decisions around money.

"The combination of knowledge, skills, attitudes and ultimately behaviors that translate into sound financial decisions and appropriate use of financial services." —*The Center for Financial Inclusion*

2. What about financial literacy is taught in standard education in the United States?

Most states don't require financial literacy classes with of those who do, only five states offering a respectable program.

"The 2017 Financial Report Card from Champlain College's Center for Financial Literacy gave just five states... an A grade for their efforts...The report card gave Bs to 19 states...12 states that earned Cs and the four with Ds...the report flunked the remaining 10 states and Washington, D.C...." (Ann Carrns, NYTimes).

3. What are perceived obstacles to effective money management?

The youngest demographic surveyed, 18-34 year olds, considered several issues as obstacles—"not making enough money", "bill payments", and "spending habits".

From a study conducted by Mintel entitled, "Consumers and the Economic Outlook Q1: Defining Financial Success - US - January 2019," the type of financial obstacle one might be face is likely to be determined by age. 35-54 year olds had similar perceptions but at a smaller percentage, and 55+ year olds were minimally affected.

4. How well are mobile apps being received by millennials?

Millennials are more open to tech solutions that provide easier acces to their money and remove the complexity behind it.

"...Mobile apps have become especially popular among the generation...Apps such as Mint and LearnVest (for tracking spending and savings), Acorns and Stash (for microinveesting), and PayPal and Venmo (for transfering funds) — along with mobile banking options offered by established banks..." (Deep Patel, Forbes)

5. How can you be responsible with your personal finances?

From mymoney.gov, **understand and implement these five key principles:**

1) Earn—Understand your pay and benefits.

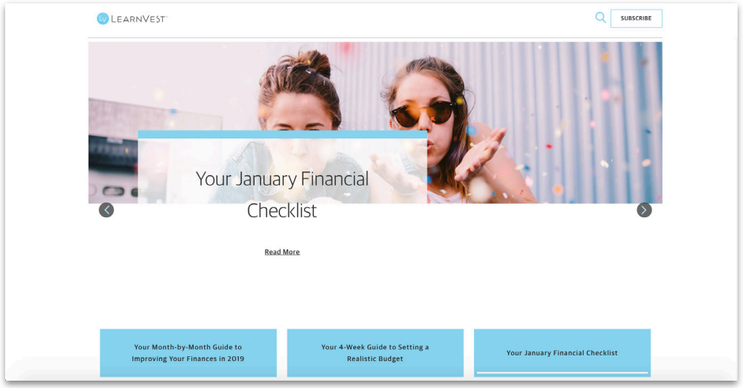
2) Save & Invest—Do this early and often, even in small amounts.

3) Protect—Put money aside for emergencies and acquire insurance for yourself and things of value.

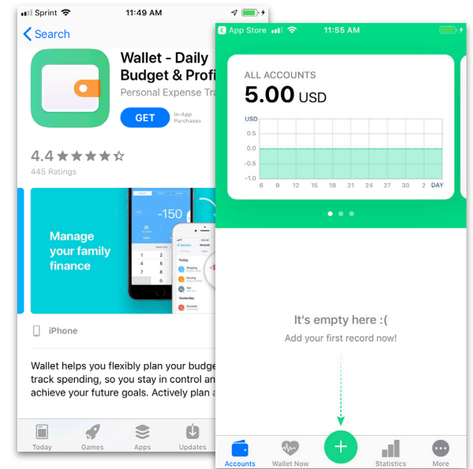
4) Spend—Buy what's best in quality and price for you and not impulsively.

5) Borrow—Building credit can help with later larger and important purchase.

Competitors that offer some of the same of the features:



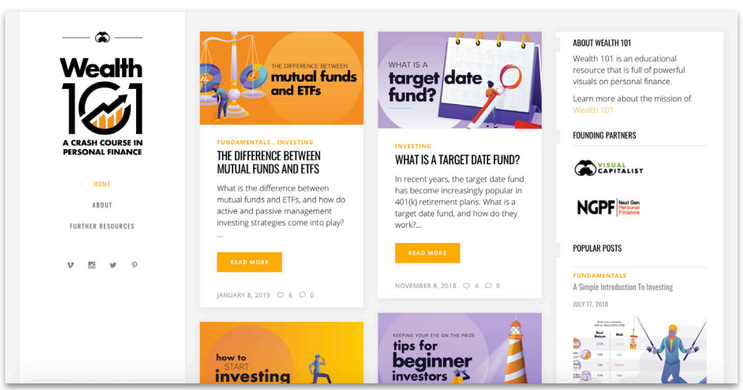
LearnVest is a free resource that covers a range of topics under the umbrella of Money, Career, Life and Debt. It's a website that conveys that information in blog format. It's easy to understand and available to anyone with internet.



WalletApp is a free mobile application to use to plan your budget and track spending. It also syncs with your banking institution so you can have accurate amounts. They provide practical financial advice on their social media and blog.

Wealth 101

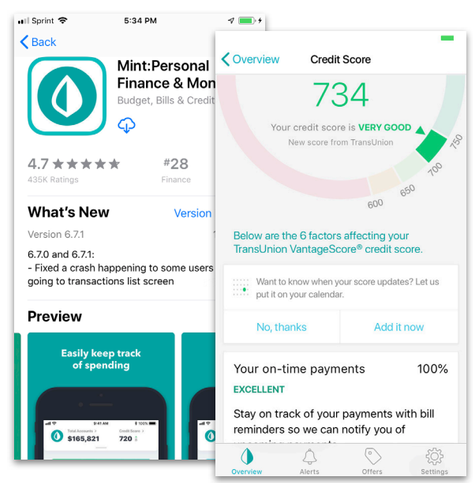
https://wealth.visualcapitalist.com



Wealth101 offers very visual infographics covering topics related to personal finance (investing, credit, compound interest, and approach). The infographics are clear and easy to understand.

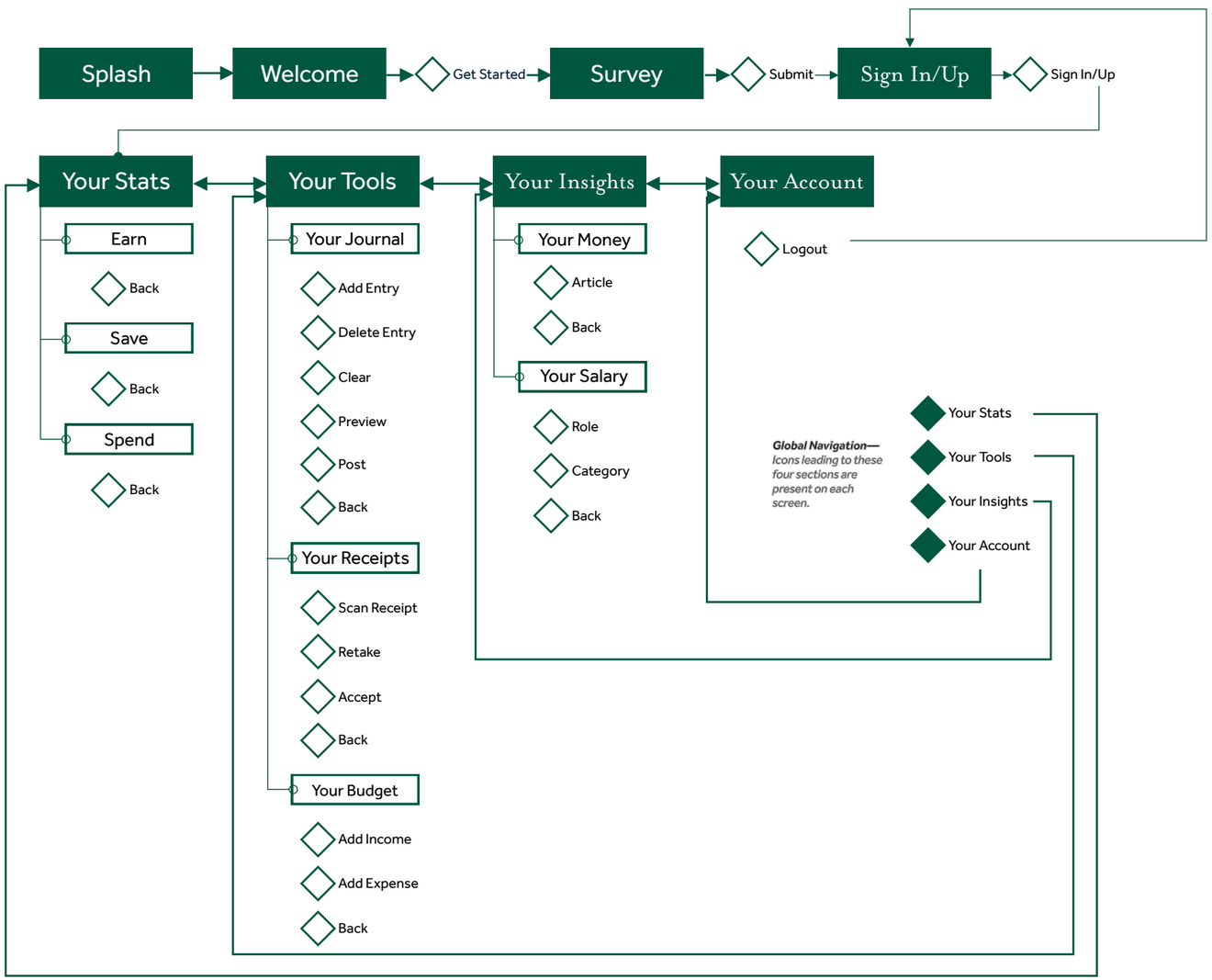
Mint:Personal Finance & Money

Apple App Store



Mint allows you to manage your balances, bills, spending, investments, and to know your credit standing and net worth. You can create budgets and set up alerts for changes in to your budget, balances, bills, and investments.

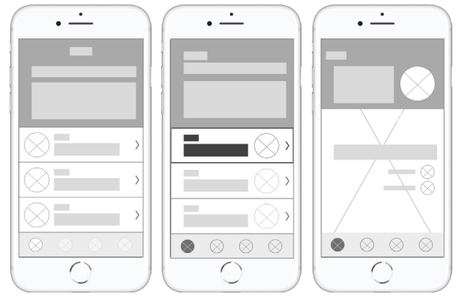
IA—basis for wireframing



Low-fidelity by use case

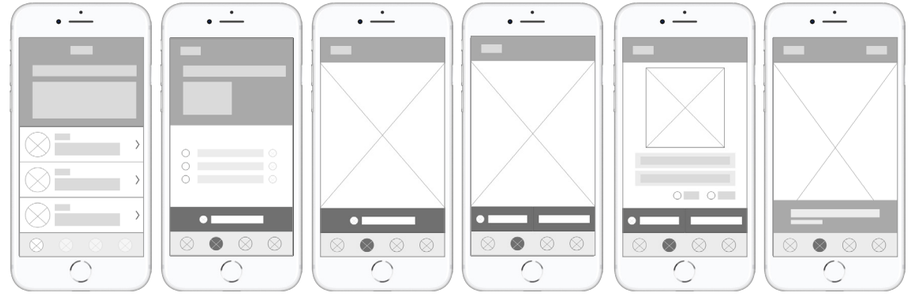
Register

Dashboard

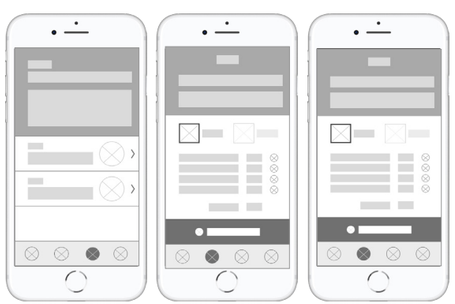


Tools Journal

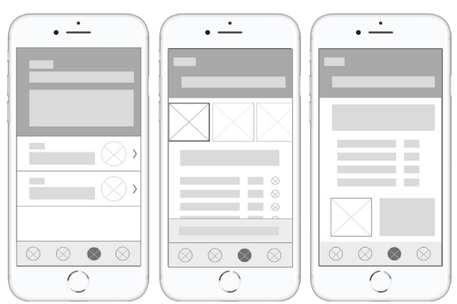
Tools Receipts



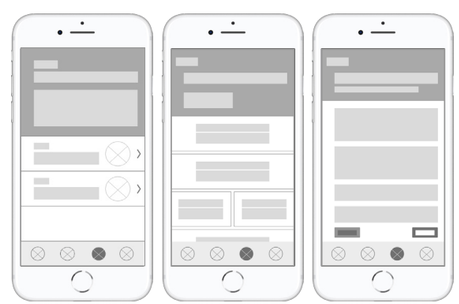
Tools Budget



Insights Salary



Insights Finance



Meet Hannah. She is starting her first job as a college student, and she wants to make her money count.

17 and excited to start college at a 4 year institution. She's on a partial scholarship, but will be working part-time to get experience and help pay for her personal expenses while enrolled. She's appreciative of her family's support and promises not to be too reckless with her spending, but she's still nervous.

There are so many expenses to keep track of (e.g. textbooks, class fees, subscriptions) but so many things she wants to purchase as well. She would love some help to manage the urges and her spending without calling Mom and Dad for help.

Hannah wants to:

1. Register

2. Learn how to use the app

3. Use the tools

a. Journal

b. Receipts

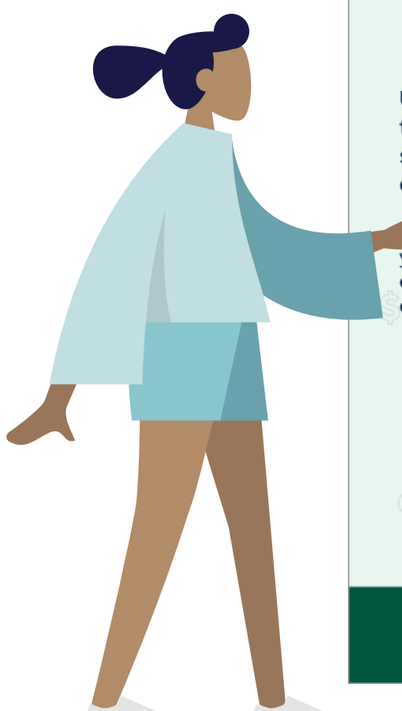
c. Budget Calculator

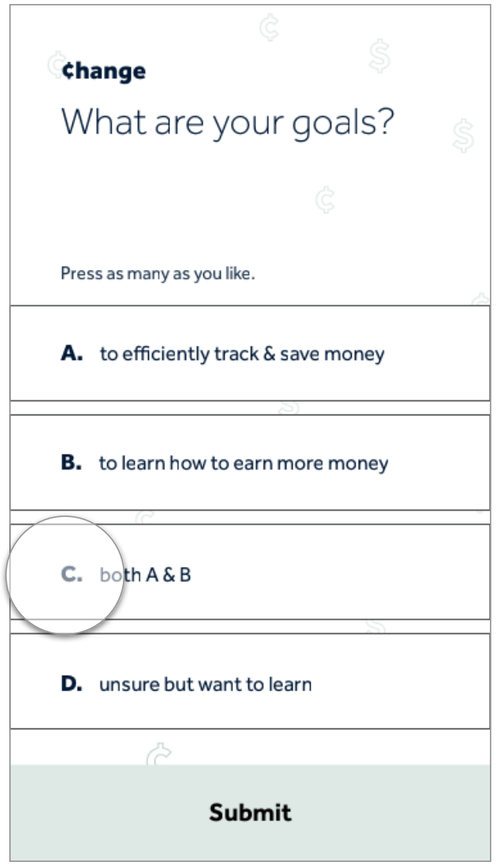
d. Salary insights

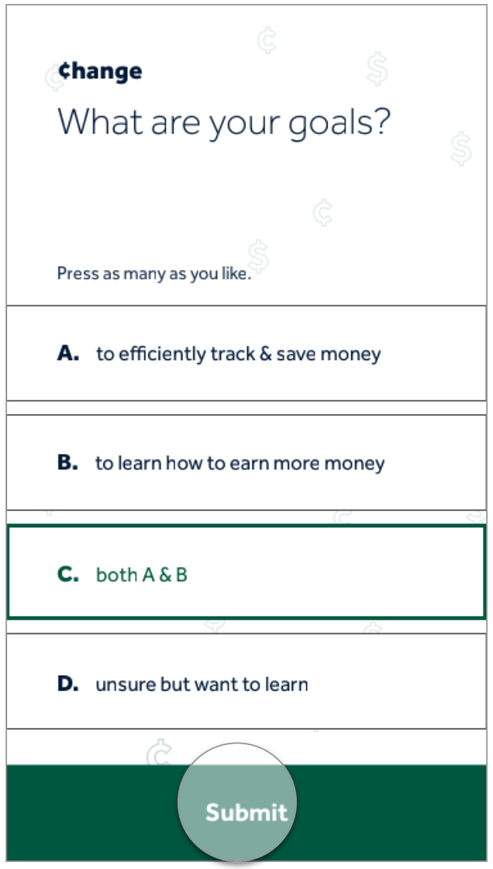
e. Finance insights

Hannah sets up her profile

Before accessing the tools within the app, users have to complete a brief interest profile. It will help to determine what articles to show first when the user views “Your Insights” later on.

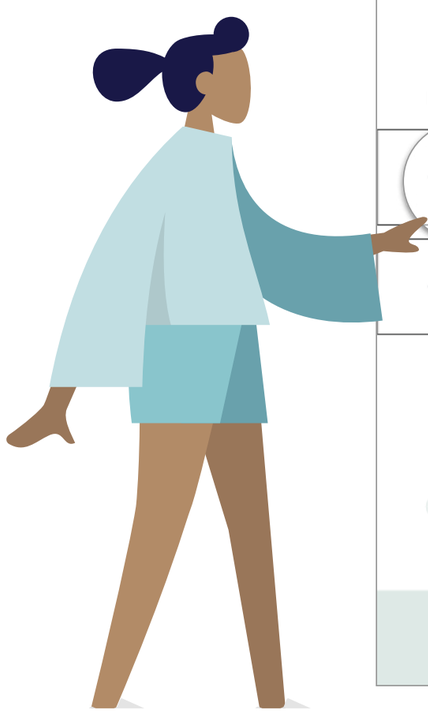


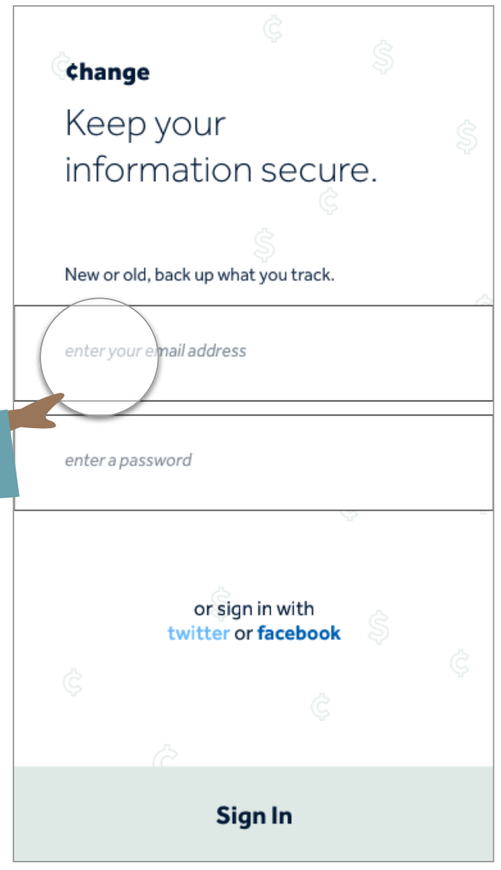


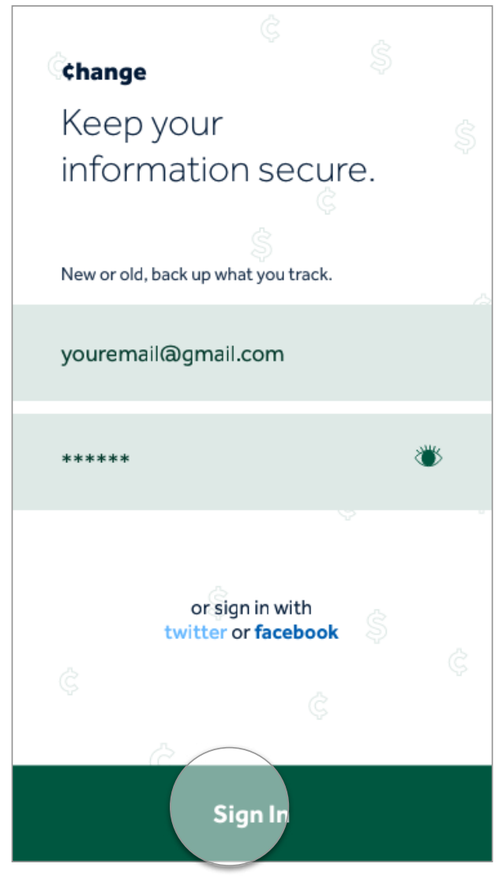


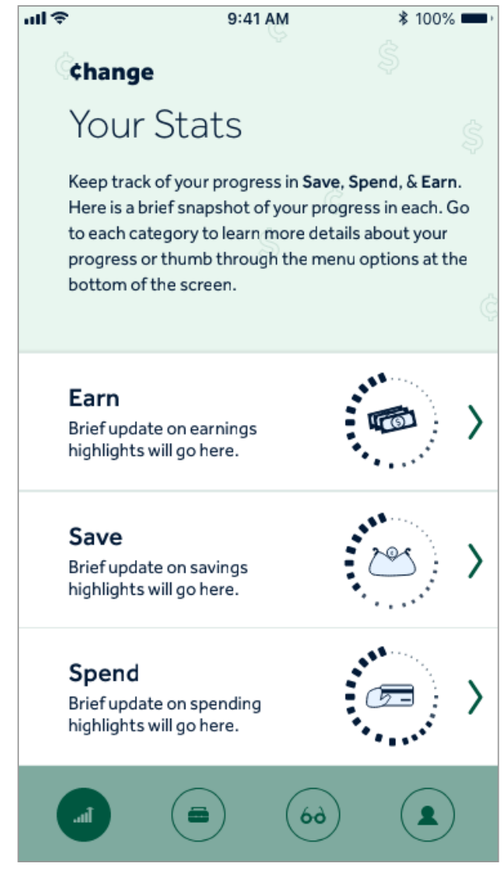
Hannah creates an account

Just in case you delete your app or want to start anew, it's required that you create an account via email, twitter, or facebook to finish the walkthrough.



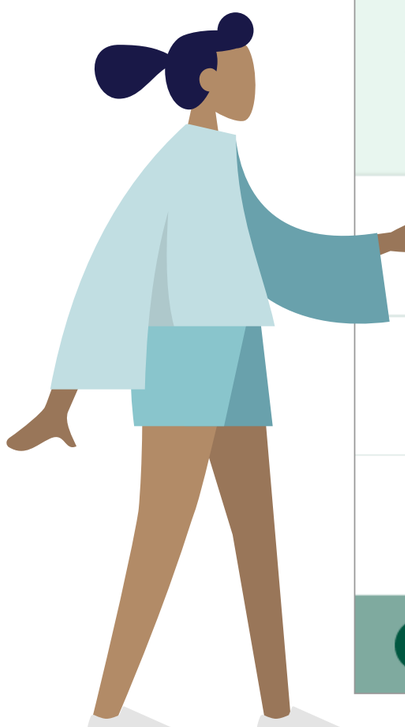


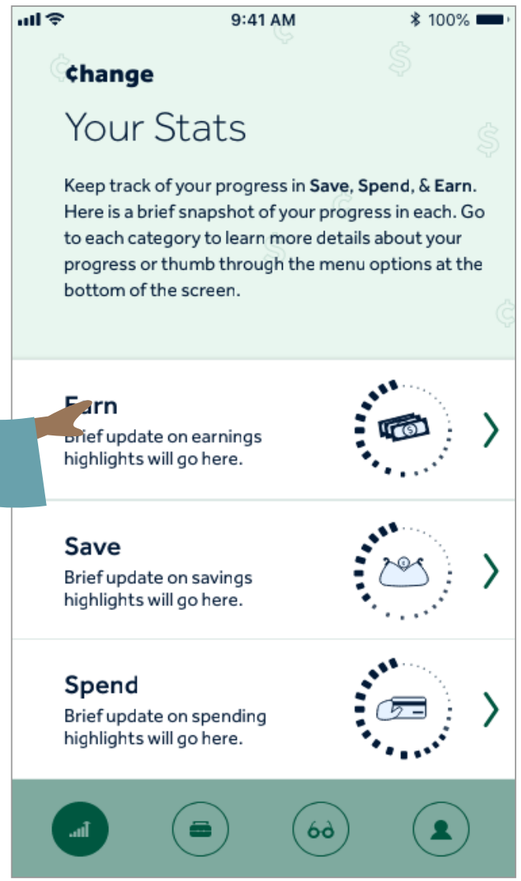


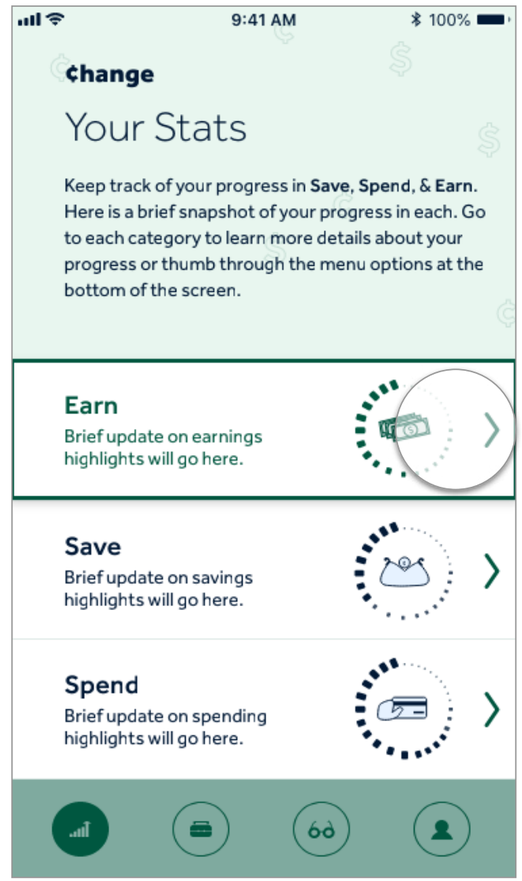


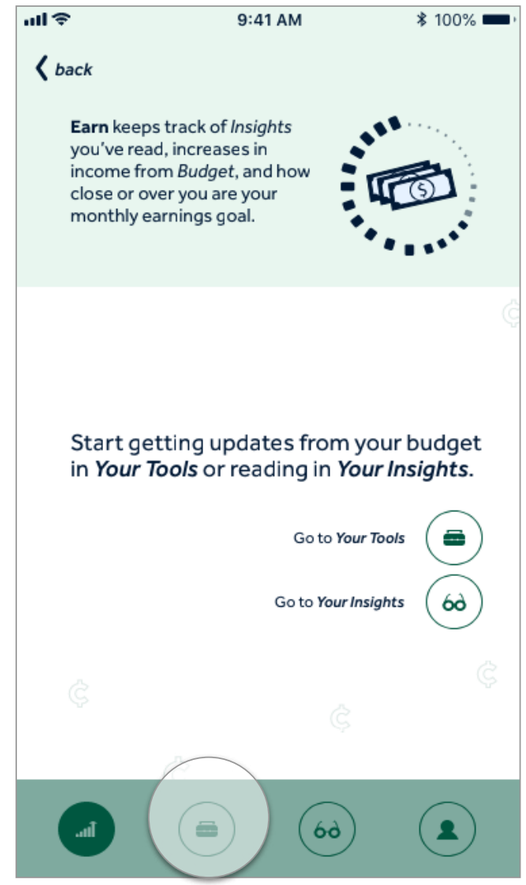
Hannah visits her Earn, Save, and Spend status

Your Stats is your home screen. It keeps trac of your progress in regards to learning about or managing your earnings, savings, or spendings. The more you use the app overall, progress will accrue.



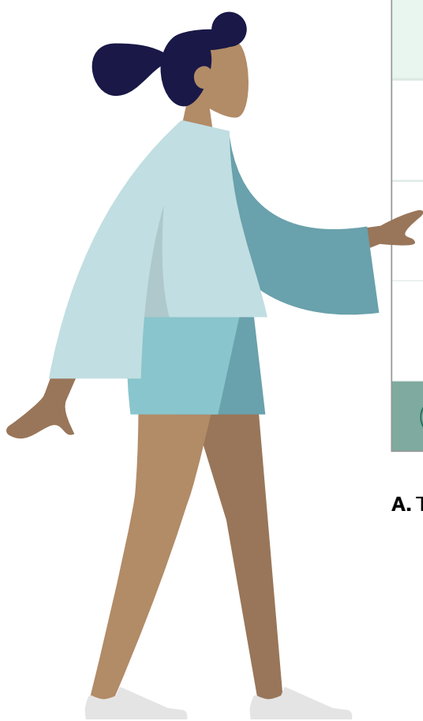


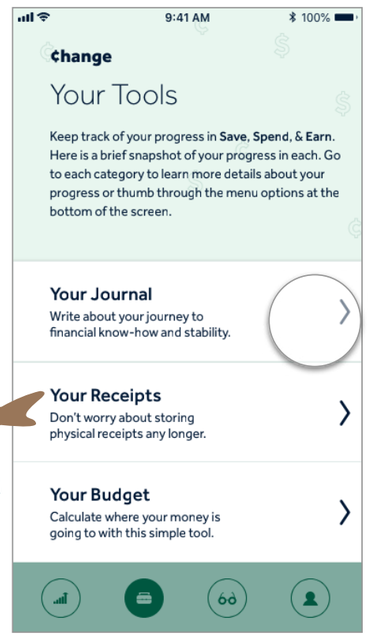




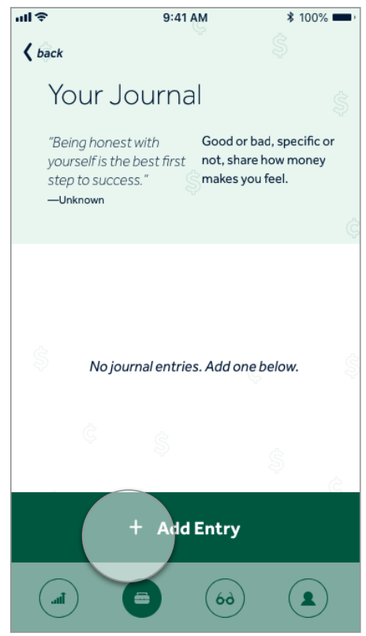
Hannah writes a journal entry

To better evaluate how your efforts are affecting your own understanding and management of personal finance, it can be beneficial to write about how you feel at eachstage and at later times.

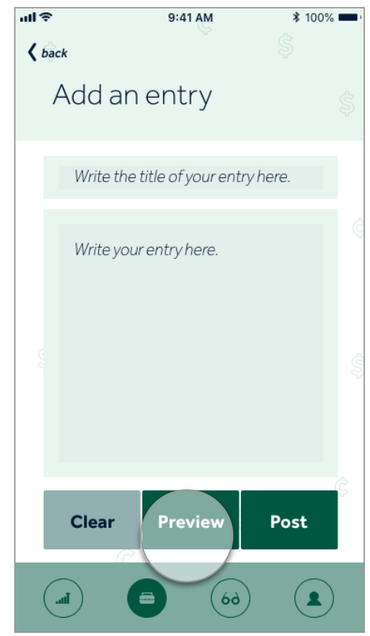




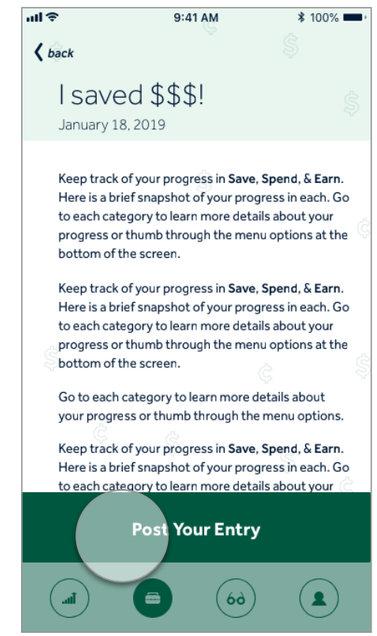
A. The user selects "Your Journal."



B. The user selects "Add Entry."



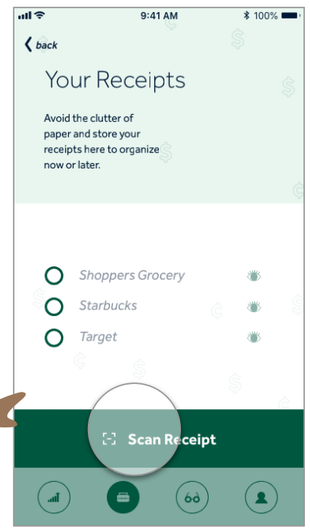
C. Here the user can title and write a journal entry. Before posting, the user selects "Preview."



D. The user reviews the preview of their journal entry and then selects "Post Your Entry."

Hannah scans her receipts

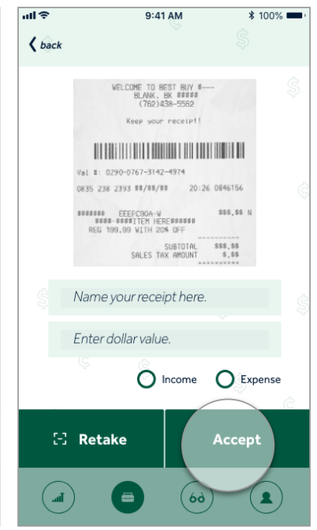
To keep track of how you spend and keep track of those receipts you need to use again, you can scan and add photos here.



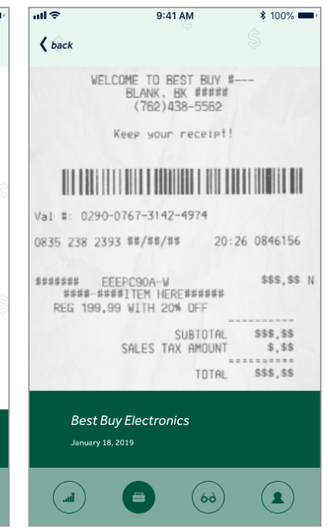
A. Select "Scan Receipt" to begin scanning a new receipt.

B. Once the receipt is in the picture frame select "Ready to Scan"

C. Review here if the picture is suitable. If so, select "Accept".



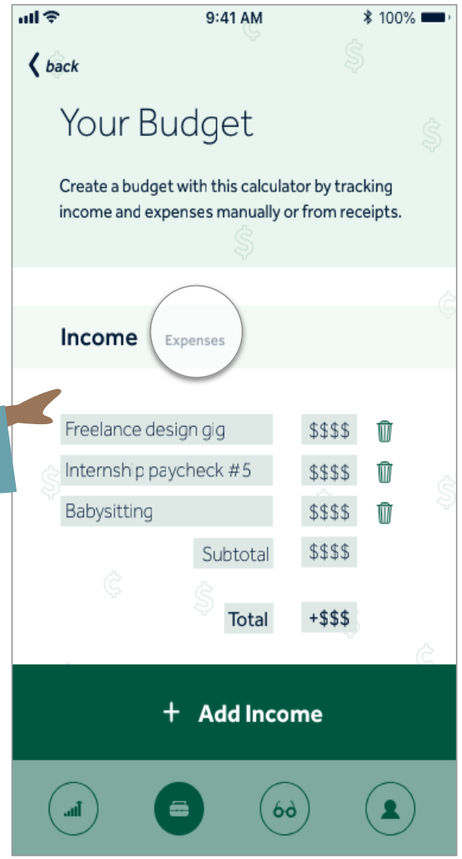
D. Title the receipt, enter its dollar value, and label it as income or expense and then select "Accept".



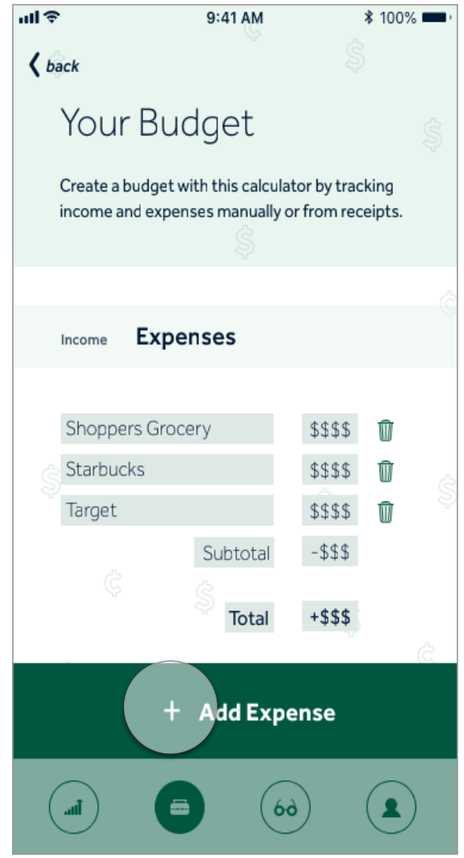
D. The completed entry appears with picture and labels available.

Hannah edits her budget

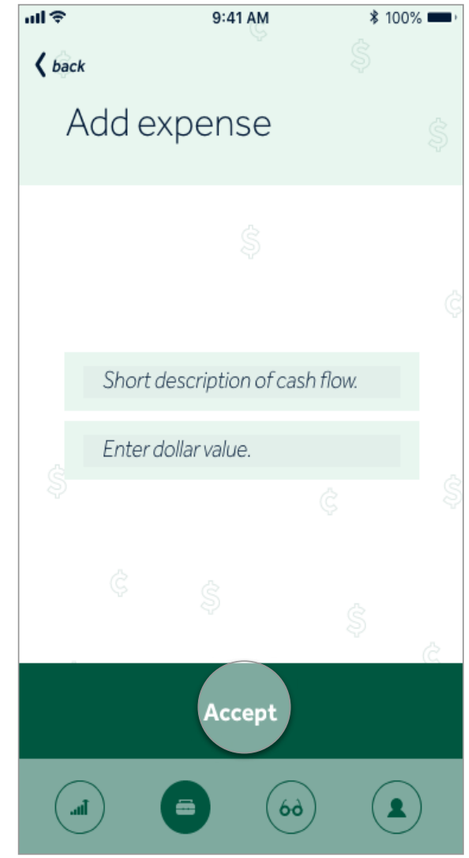
In the budget tool, Hannah can see the receipts she scanned listed as income or expenses here and/or manually add info, without receipts. Here she can get a broad look of her gains and losses.



A. Toggle between "Income" and "Expenses" bytapping the words.



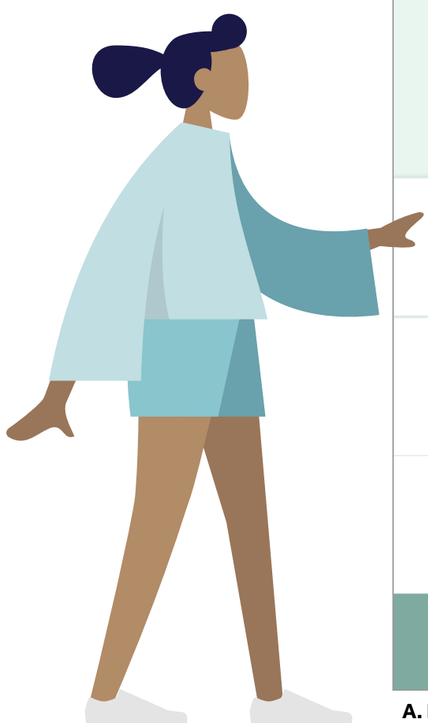
B. In "Expenses", Hannah taps "Add Expense".

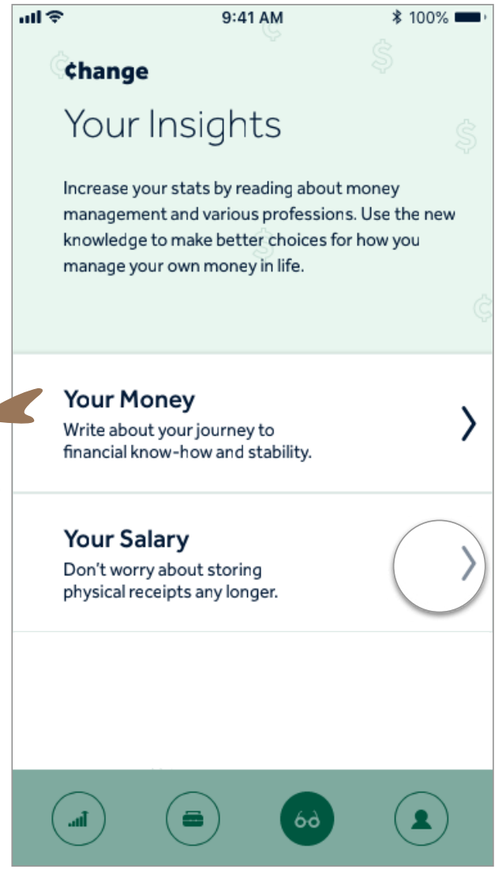


C. After adding the description and dollar value, she taps "Accept".

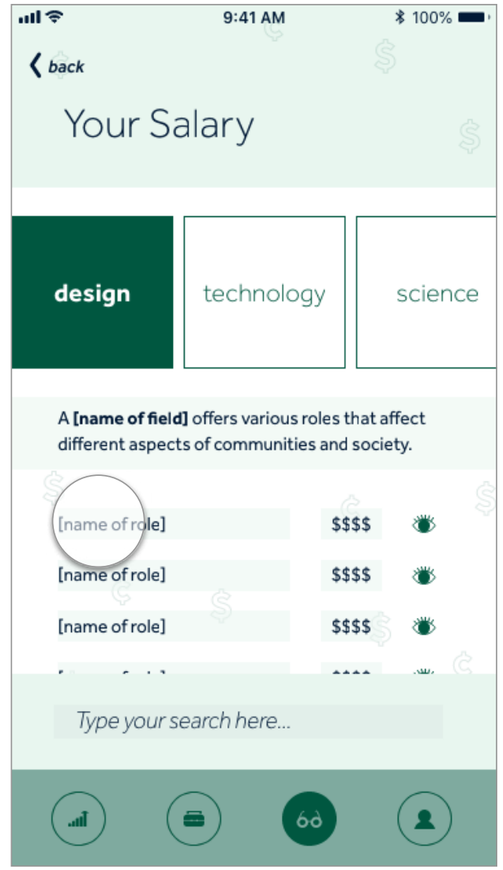
Hannah looks up a profession

Interested in learning how to earn more money, she looks up a role of interest to her to get a breakdwon of how they pay from entry level to senior status.

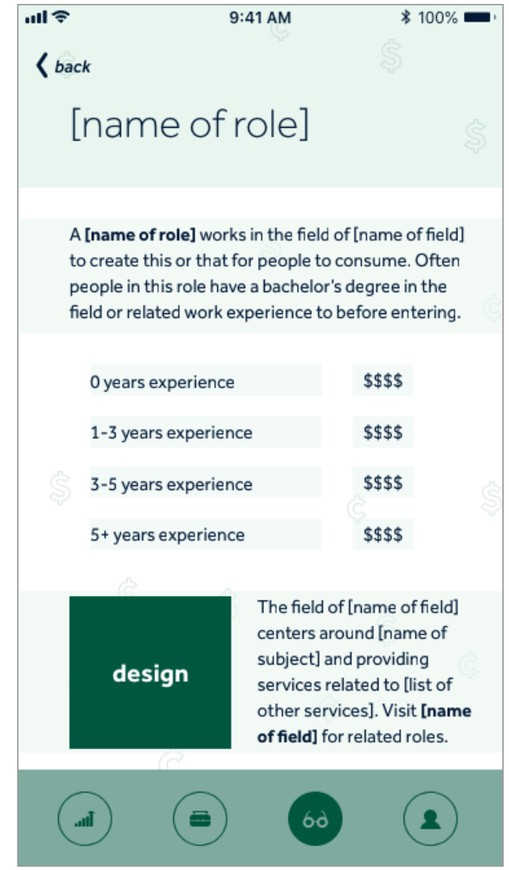




A. Hannah selects "Your Salary".



B. Hannah selects a role of interest.

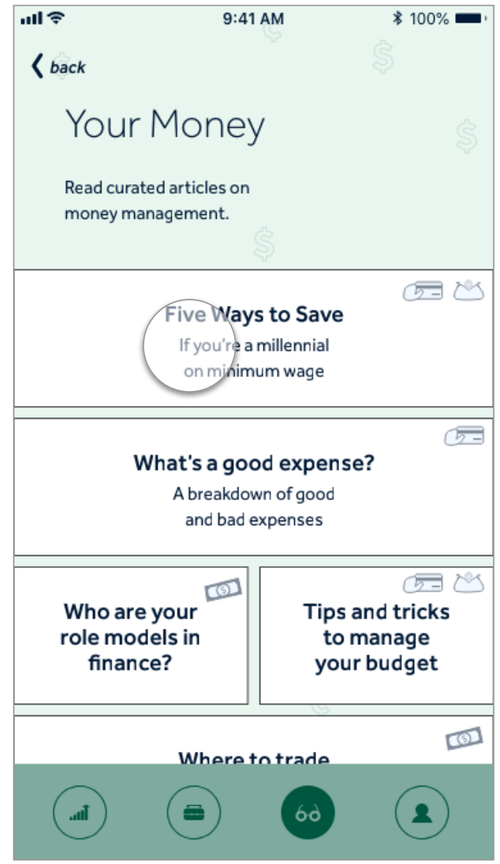


C. Hannah is taken to a page with information about the role and the industry it is a part of.

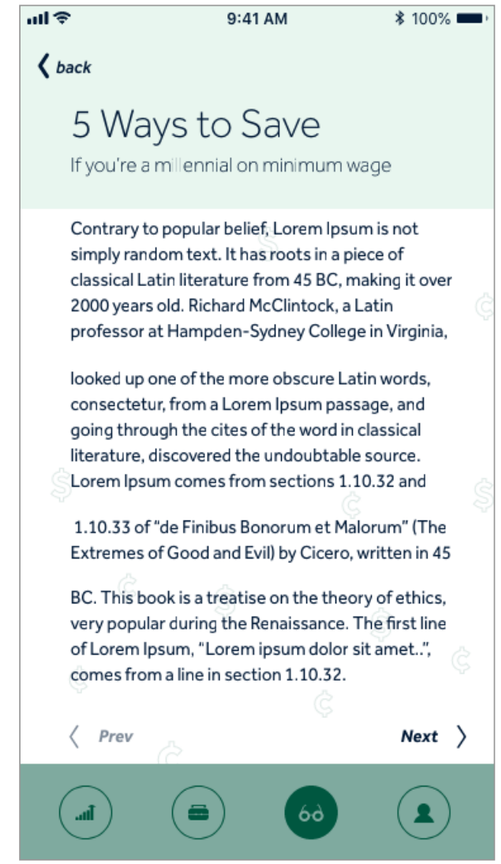
Hannah reads her insights

A curated list of articles based on her interest profile can be found here. After reading articles, her score in Earn, Save, and Spend goeds up depending on the label of the article.

A. Hannah selects "Your Money".



B. Hannah selects an article, "Five Ways to Save".



C. Hannah reads through the article. She has the option to go back to the list of articles or to move through them with prev and next.

Rules on type, color, buttons, and links

¢hange

Headline

Body text

Label

Body text

¢hange

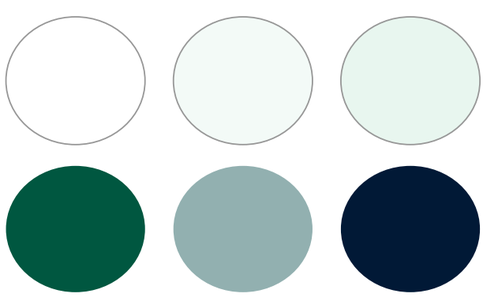
Your Stats

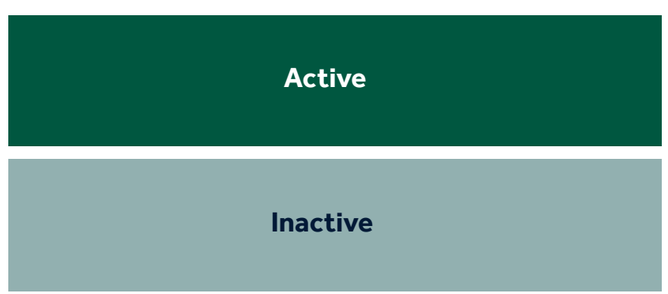
Keep track of your progress in Save, Spend, & Earn. Here is a brief snapshot of your progress in each. Go to each category to learn more details about your progress or thumb through the menu options at the bottom of the screen.

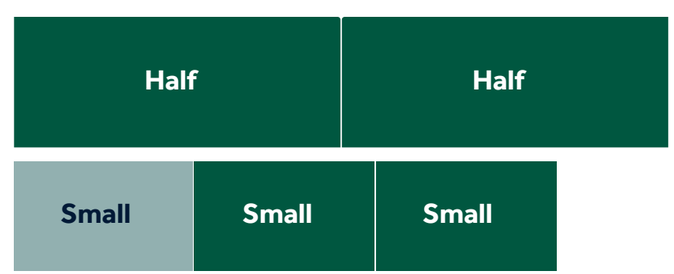
Earn

Brief update on earnings highlight.

Typeface	**Effra**
	0123456789!#$%
	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Type designer	Jonas Schudel
	Azza Alameddine
	Fabio Haag
Type foundry	Dalton Maag







back

prev

next

me2math

website design & code

BRIEF

Tasked to create a mobile web app, my team centered it on 1st grade level math fun and informative.

During the creation of this mobile web app in 2017 we were all being introduced to jquery and other frameworks for the first time. We chose a game format since that would allow us to use more of jquery's methods.

TEAM & CONTRIBUTIONS

Leya—login, home, style, solve game
Demi Dai—illustrations, style, count game
Lu Ye—shapes game
Souvich Choudhury—match game

DURATION

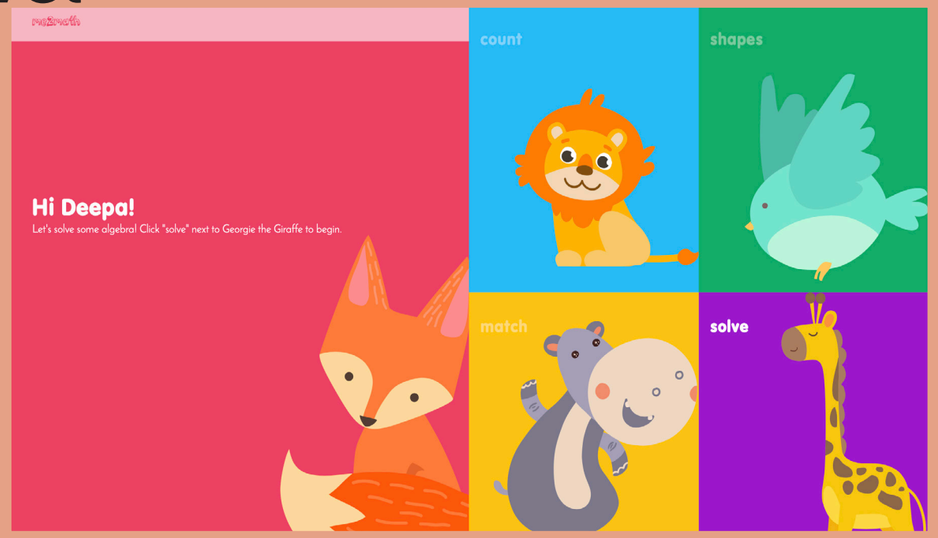
Spring 2016 (initial)
April - May 2019 (revised)

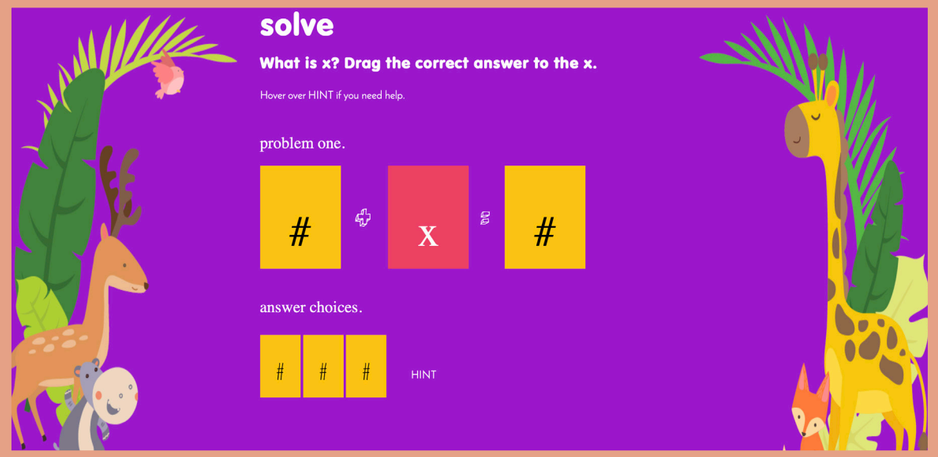
TOOLS

sublime text, html, css, jquery

LINKS

me2math initial (2017)
me2math revised (2019)



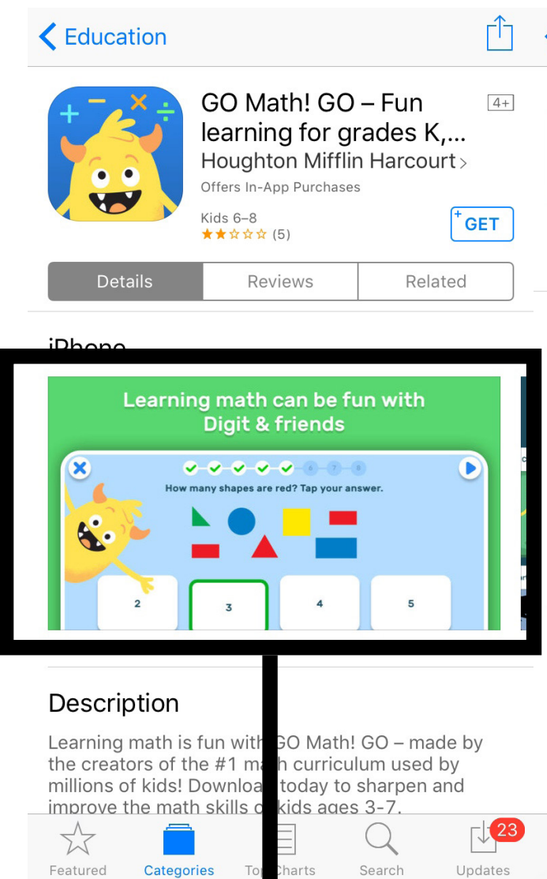


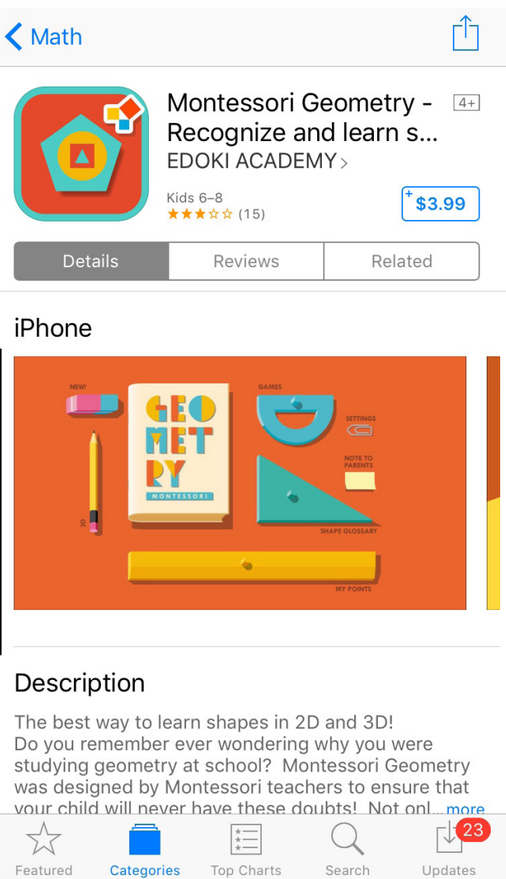
me2math home & solve section (2019)

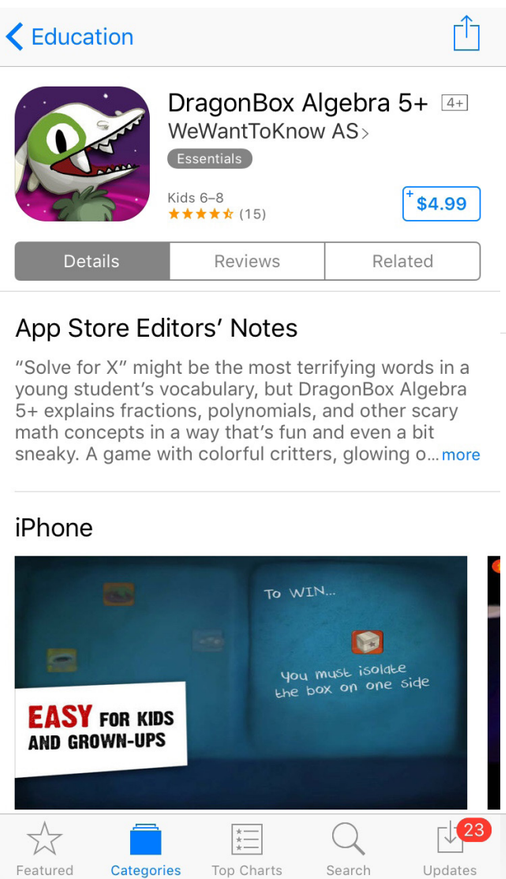
COMPETITIVE

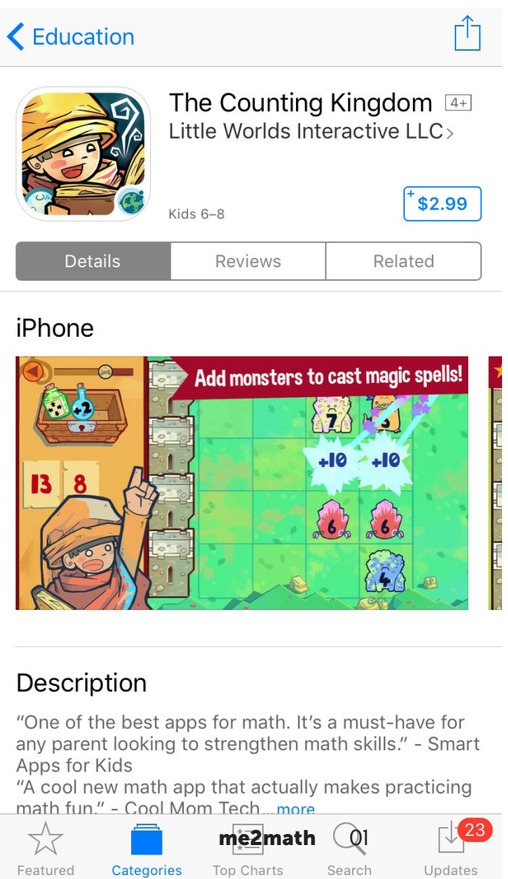
Our focus on grade and subject came from reviewing competing apps in the educational game space.

1st grade math was not as saturated. Landscape design was a style we wanted to emulate.

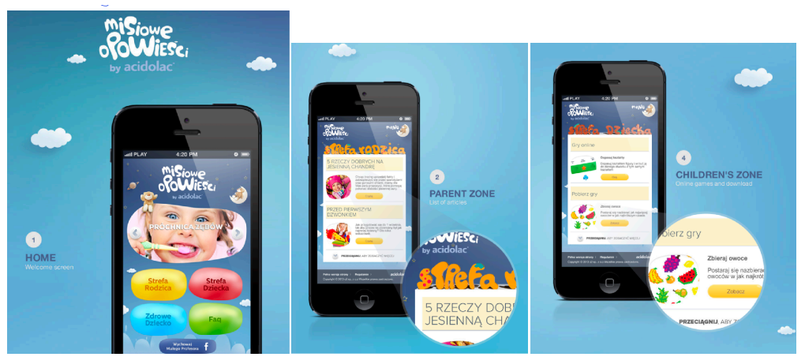


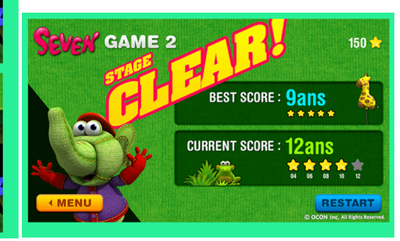


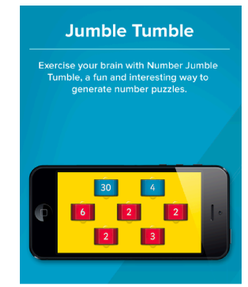


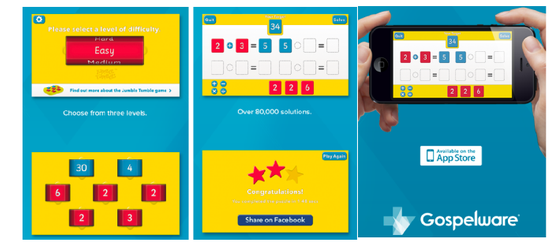


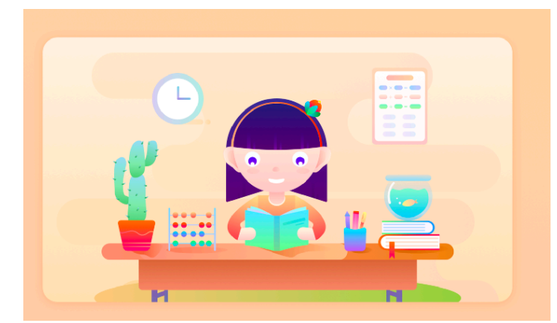
Where we drew inspiration for type and color.

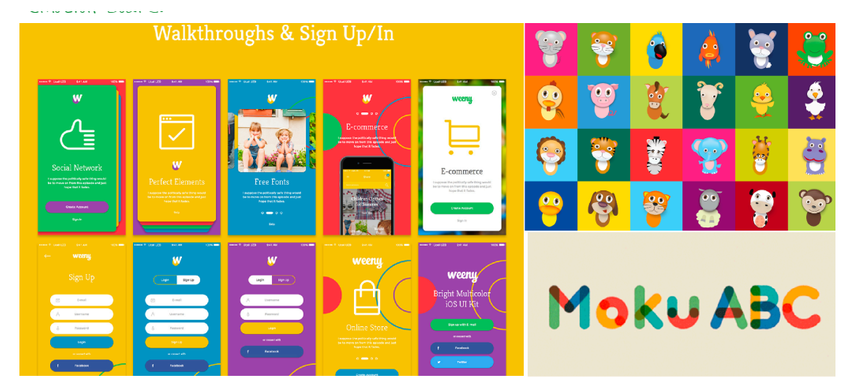












Thank you!

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leeeya.com

SOCIAL

linkedin

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website redesign

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