

A wide-angle photograph of a mountainous landscape at sunset. On the left, a prominent, light-colored rock formation rises vertically. The sky is filled with warm, orange, and yellow hues from the setting sun. In the foreground, a dark evergreen tree is partially visible. A large, stylized geometric graphic of interconnected triangles is overlaid on the bottom right.

MAI TRAN

QUESTION ANALYZE VISUALIZE COMMUNICATE



MY DESIGN PHILOSOPHY



Designers are multi-faceted, really only limited by the reaches of our own imagination. Our role encompasses more than managing pixels or drawing wireframes. Our job is to imagine products—ways of *doing* and *thinking* about things. We possess skills of product thinkers, strategists, and technologists. An added bonus is that everything looks good and works well. We understand business goals and drive to instill humanity within our products. Design, to me, is creating things that matter.



D E S I G N

0 1

Checkout on eBay

0 2

PayPal Shop

0 3

Settings

0 4

Adaptive Responsive

0 5

Avid Studio

0 6

SJSU Ceramics

0 7

Photography

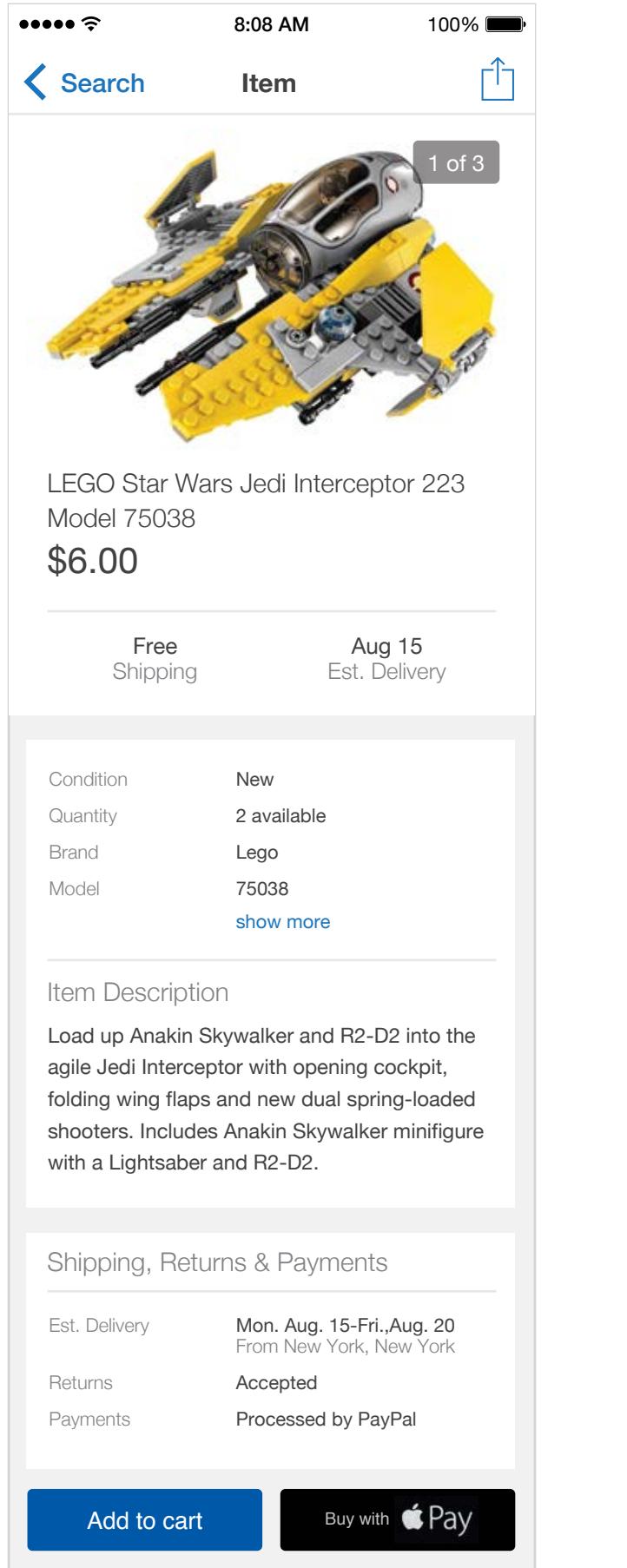
01 CHECKOUT ON EBAY

CHALLENGE Provide users with 1-click checkout on eBay. Users have two options: Apple Pay or PayPal. PayPal needs to retain customers and create an intuitive checkout experience. How do we create an easy checkout experience AND show that paying with PayPal is the more attractive option?

Role: UX, visual, prototyping



B E F O R E



Apple Pay

eBay's proposal

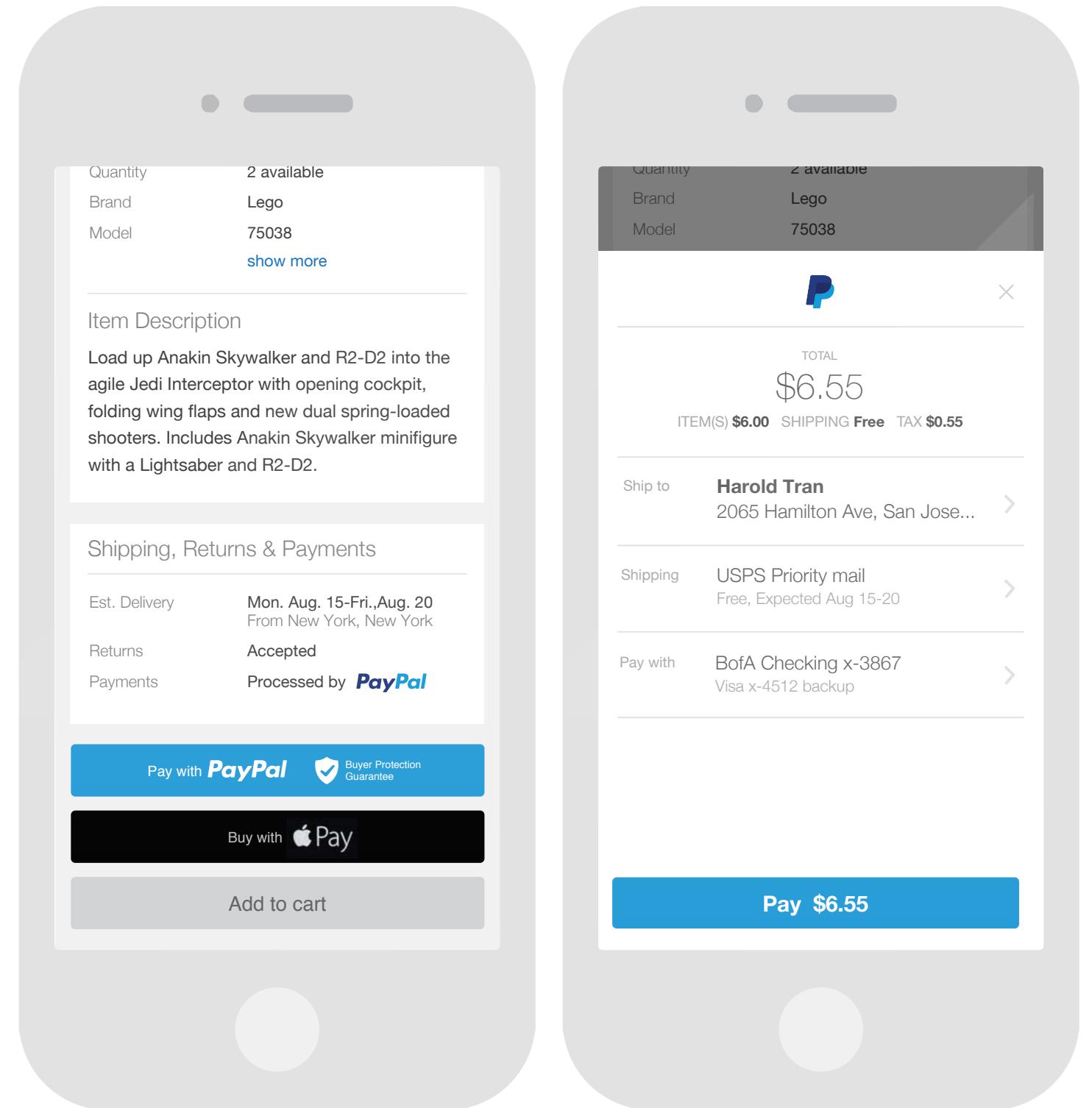
PROBLEM

- PayPal value isn't presented
- ApplePay treats all information equally
- Customer thought process isn't reflected

Thought process:

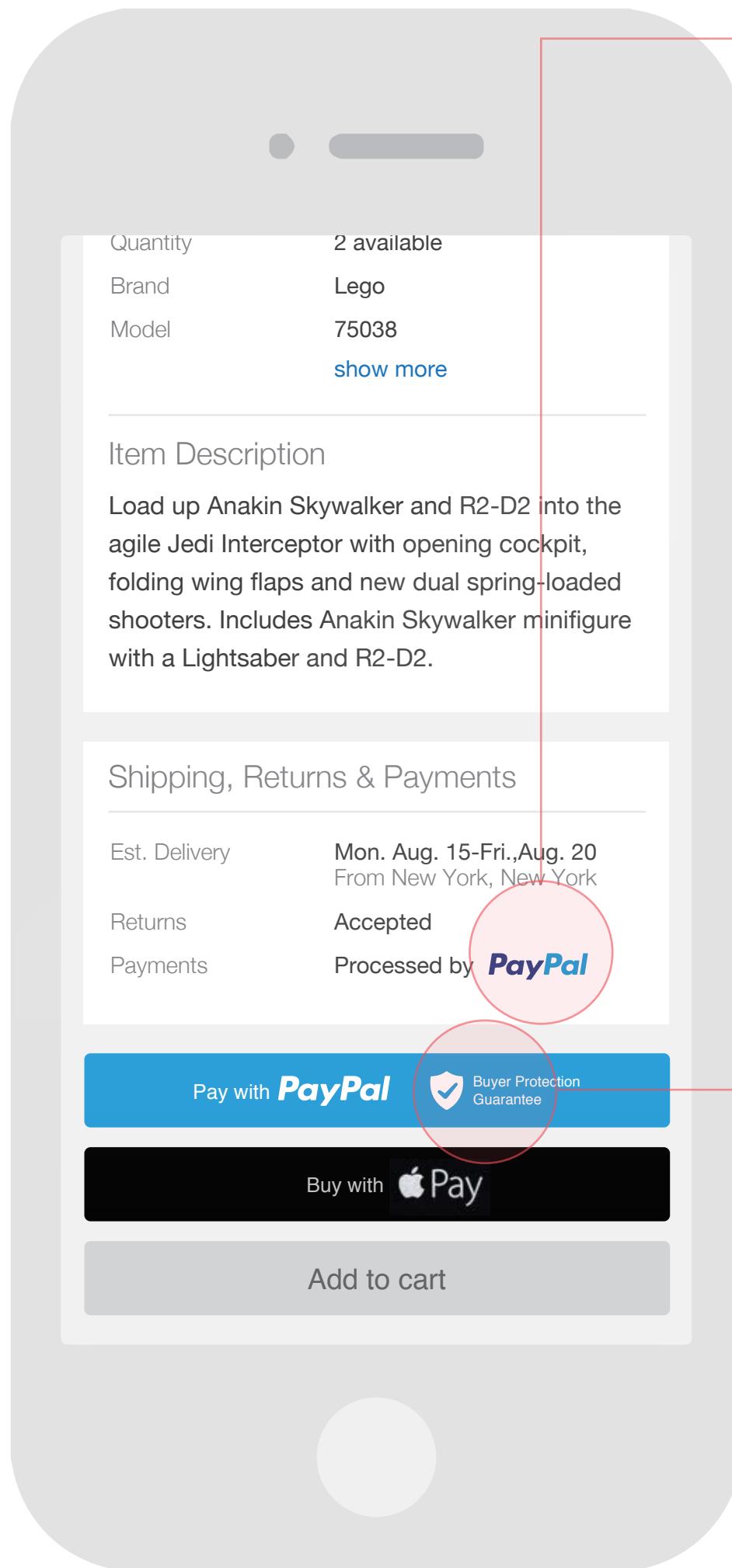
1. How much am I paying?
2. Who is it for?
3. How is it going to get there? Good deal for shipping?
3. Does this account have enough money?

A F T E R



eBay's proposal

ATTENTION TO DETAIL

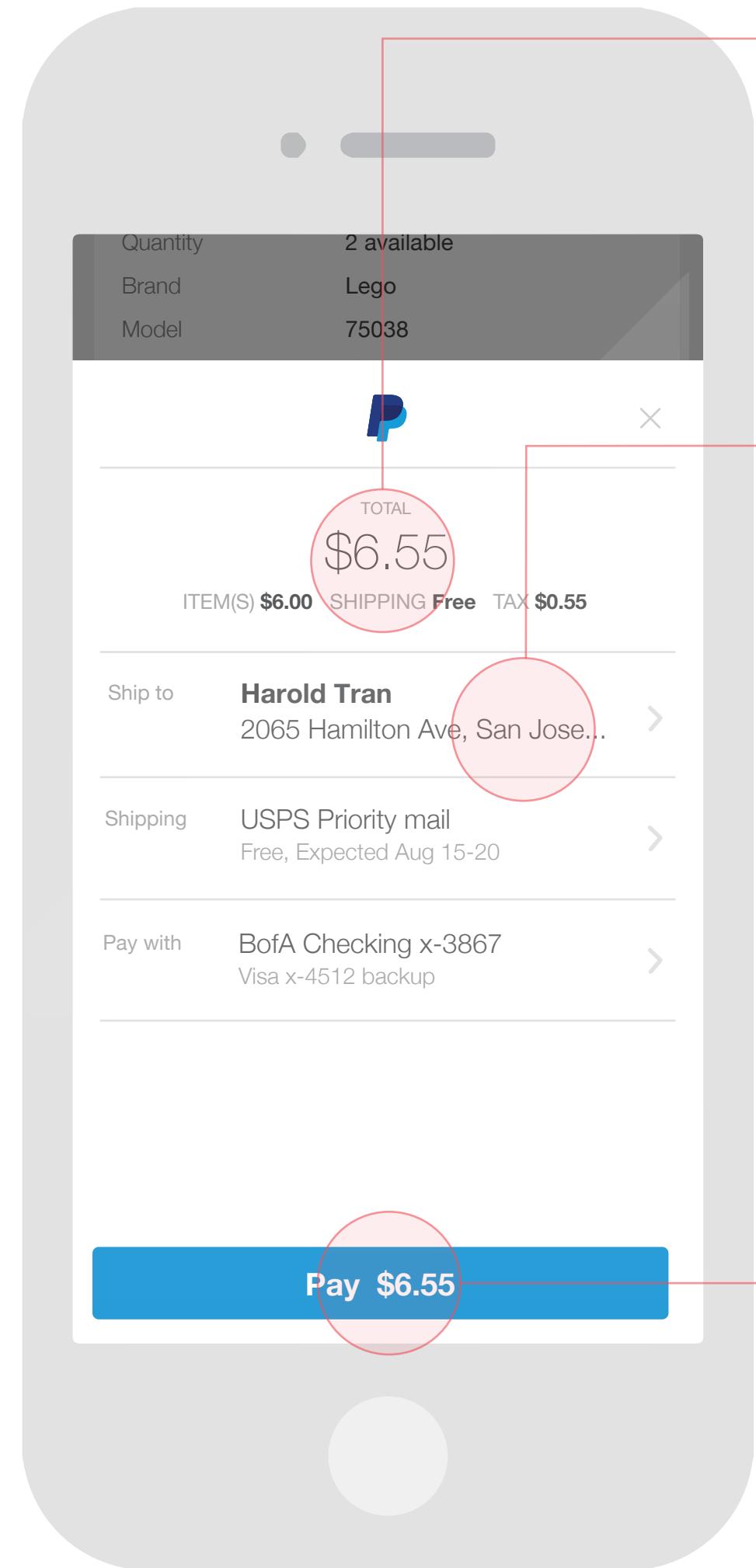


REINFORCE THE BRAND

- All payments on eBay are processed by PayPal.
- The PayPal brand is reinforced with a logotype instead of plain text to keep PayPal top of mind when paying.

PAYPAL vs APPLE PAY

- Introducing ApplePay button equates to
- 10% loss (\$170 million/year)
- Loss has ripple effect on other merchants
- Trustworthiness is concern on eBay
- Reinforce PP Buyer Protection Advantage,
- PayPal is smarter choice over Apple Pay.



AMOUNT

- I displayed the total purchase cost first because it's very important to the user
- Shipping varies by merchant and influences the total, the total cost is presented first

SIMPLIFY INFORMATION

- Address is reduced to one line.

CONFIRM PURCHASE

- Final amount is displayed inside button, leaving no room to question "how much?"

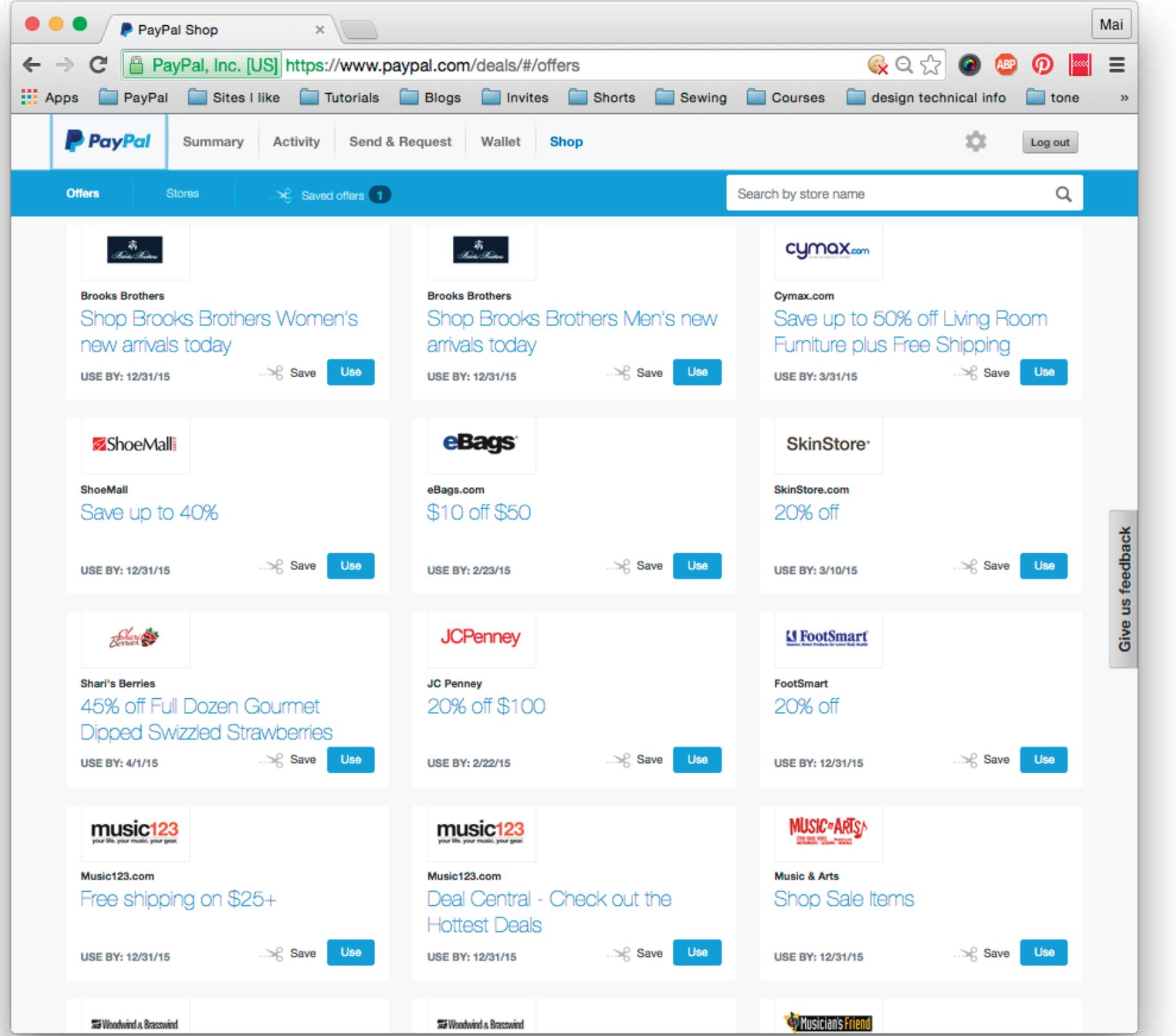
02 PAYPAL SHOP

CHALLENGE The existing shop site is a collection of coupons where intent and purpose of the site are ambiguous.

Role: Research, Customer Interviews, UX



B E F O R E



PROS

Good deals (Comparable to Retail-Me-Not)
Wide selection of retailers
Comparable deals to Retail-me-not

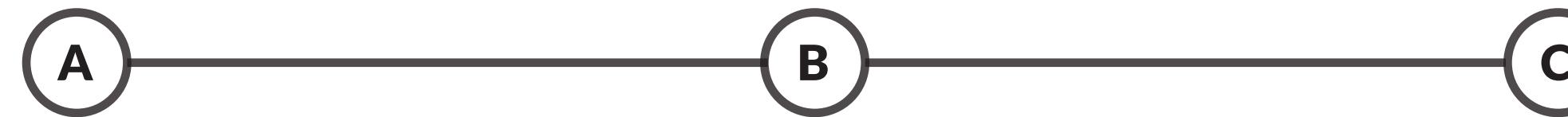
CONS

Looks like spam
Not sorted in logical manner
Difficult to scan and read
Unclear organization
Not clearly sorted

A F T E R (wireframes)

A wireframe of the updated PayPal Shop interface. The top features a header with a search bar and promotional icons for "Awesome coupons", "Deals on products", "Gift cards", and "Zero interest financing". Below the header is a "Categories" section with a grid of placeholder cards for "Electronics", "Product", "Coupon", "Store", "Something you looked at last time", "Beauty", "Travel", and "Sponsored". A "Check out other categories" link is also present. The next section is a "Daily Deals" map with a callout button "Show me what's nearby". Below the map are five circular deal cards for "Local Popular hot now", "Accepts PayPal", "Has deal", "By Category", and "Places in my friend network". The final section is a "Spotlight" area featuring a photo of a kitchen and the text "Dandelion Chocolate" with a placeholder for "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua." and a "Get \$5 to enjoy at Dandelion" button.

BEING STRATEGIC



MENTAL MODELS

- Understand the shopping process
- Classify store and offerings
- Define clear goals

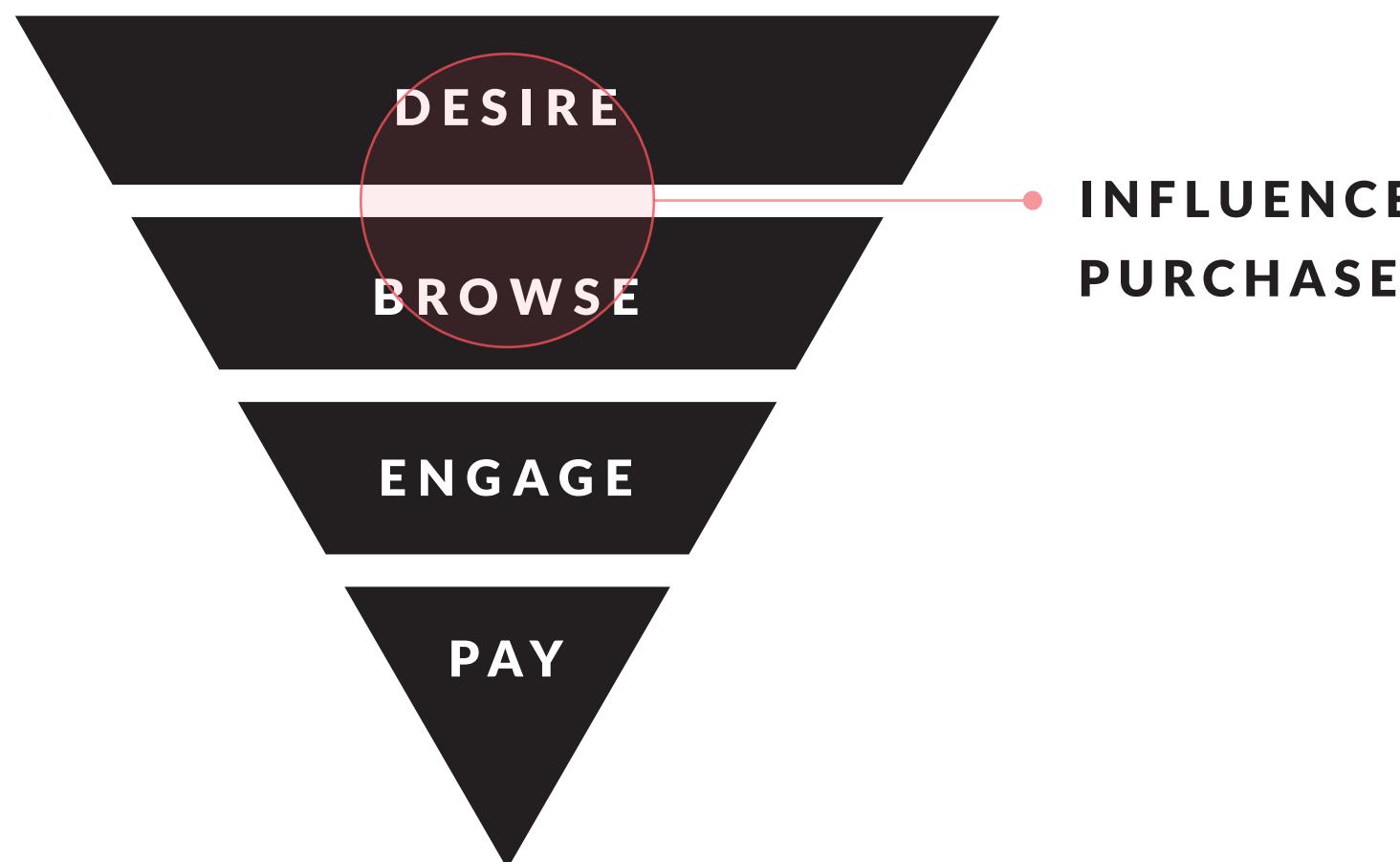
CDI- CUSTOMER INTERVIEWS

- Identify the target audience
- Understand user motivation
- Define the space

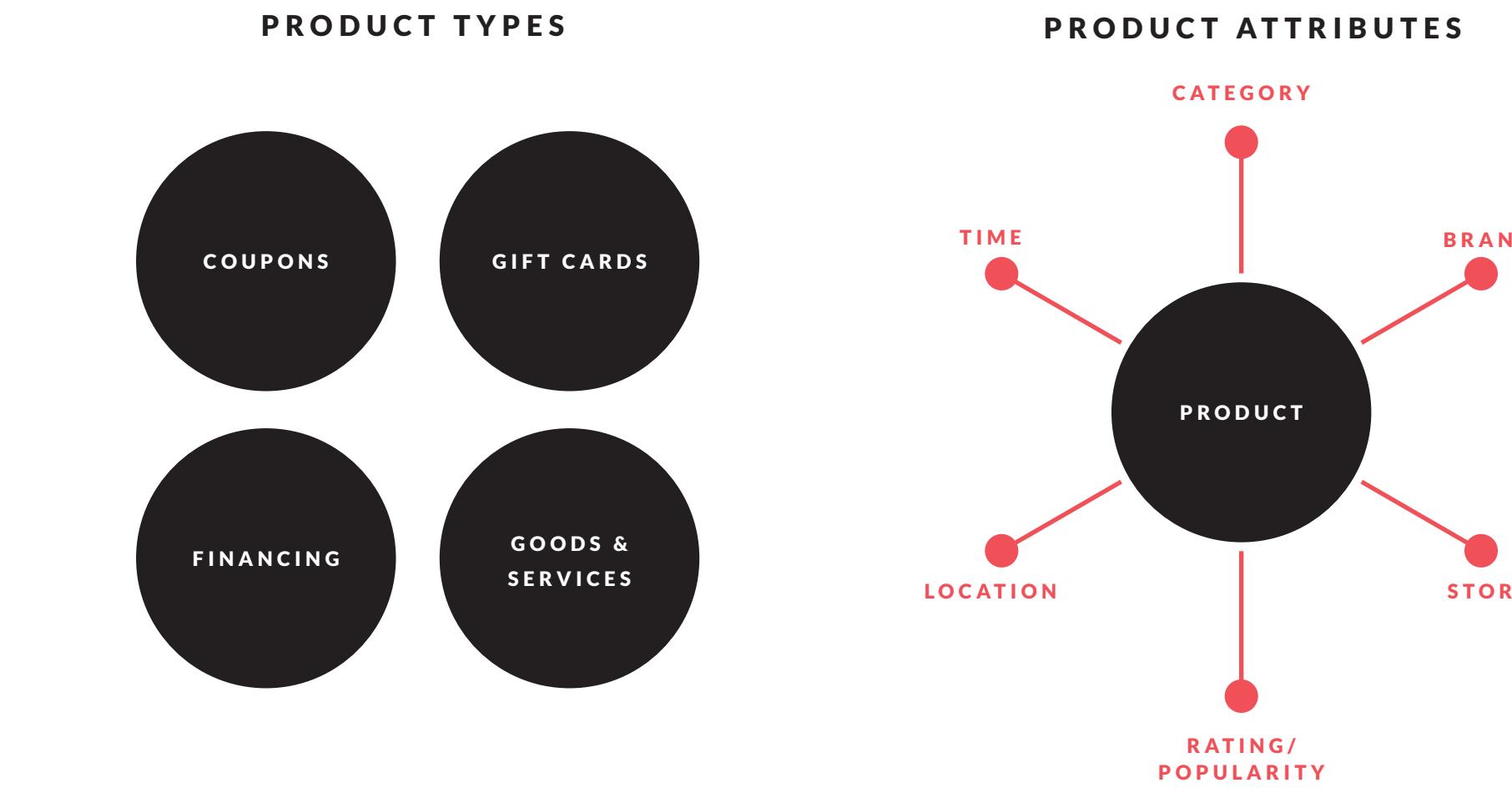
CONCEPTS/PROTOTYPES

- Test ideas for experimentation
- Implicit & explicit personalization

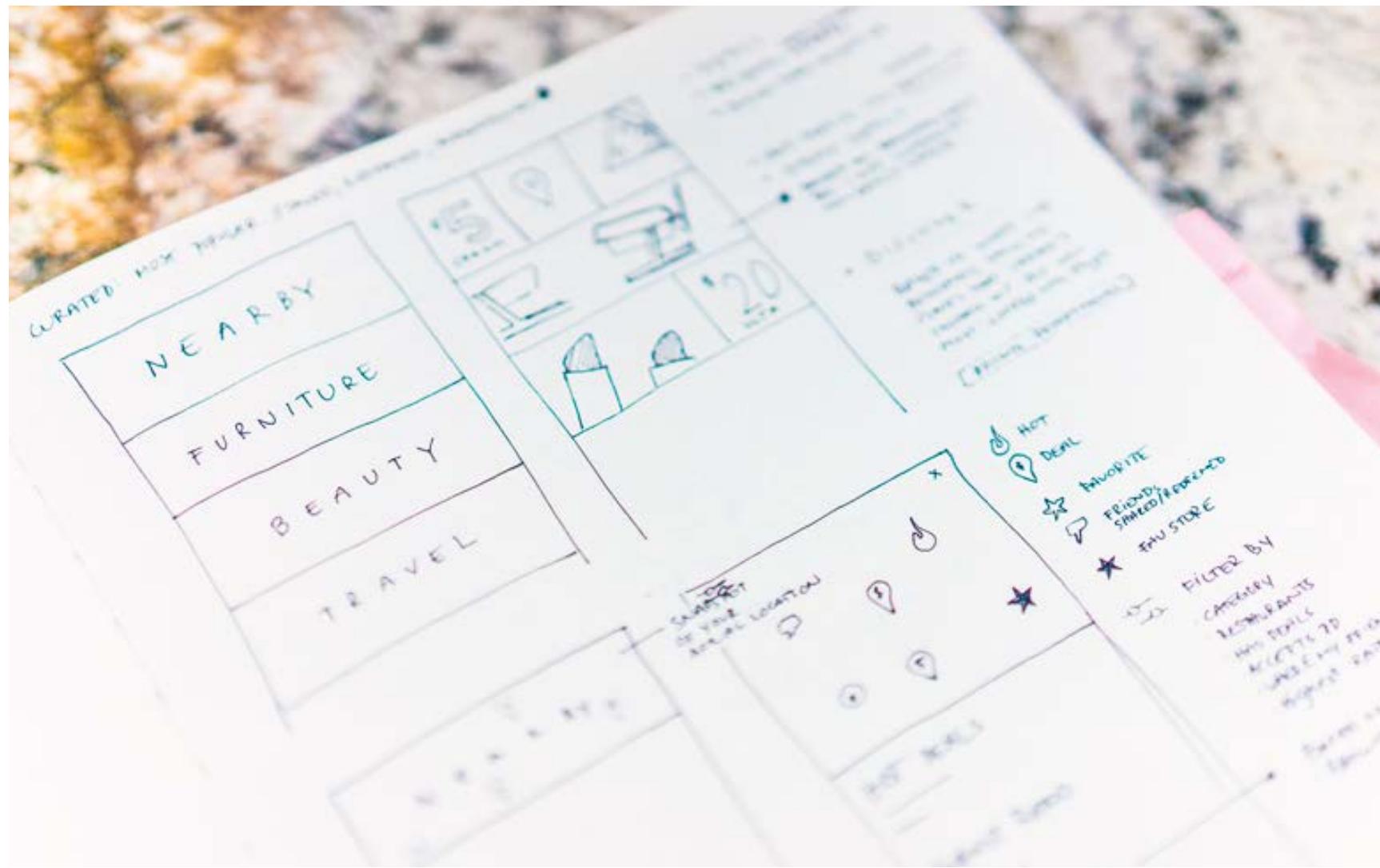
THE SHOPPING FUNNEL



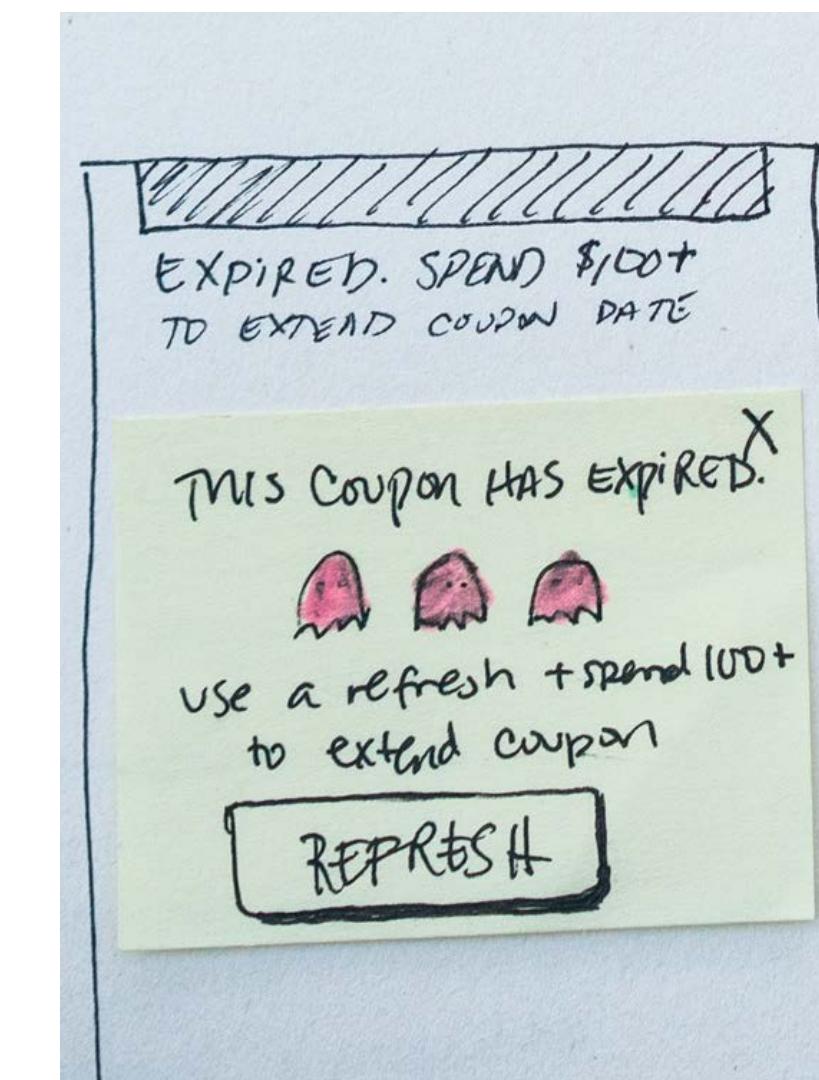
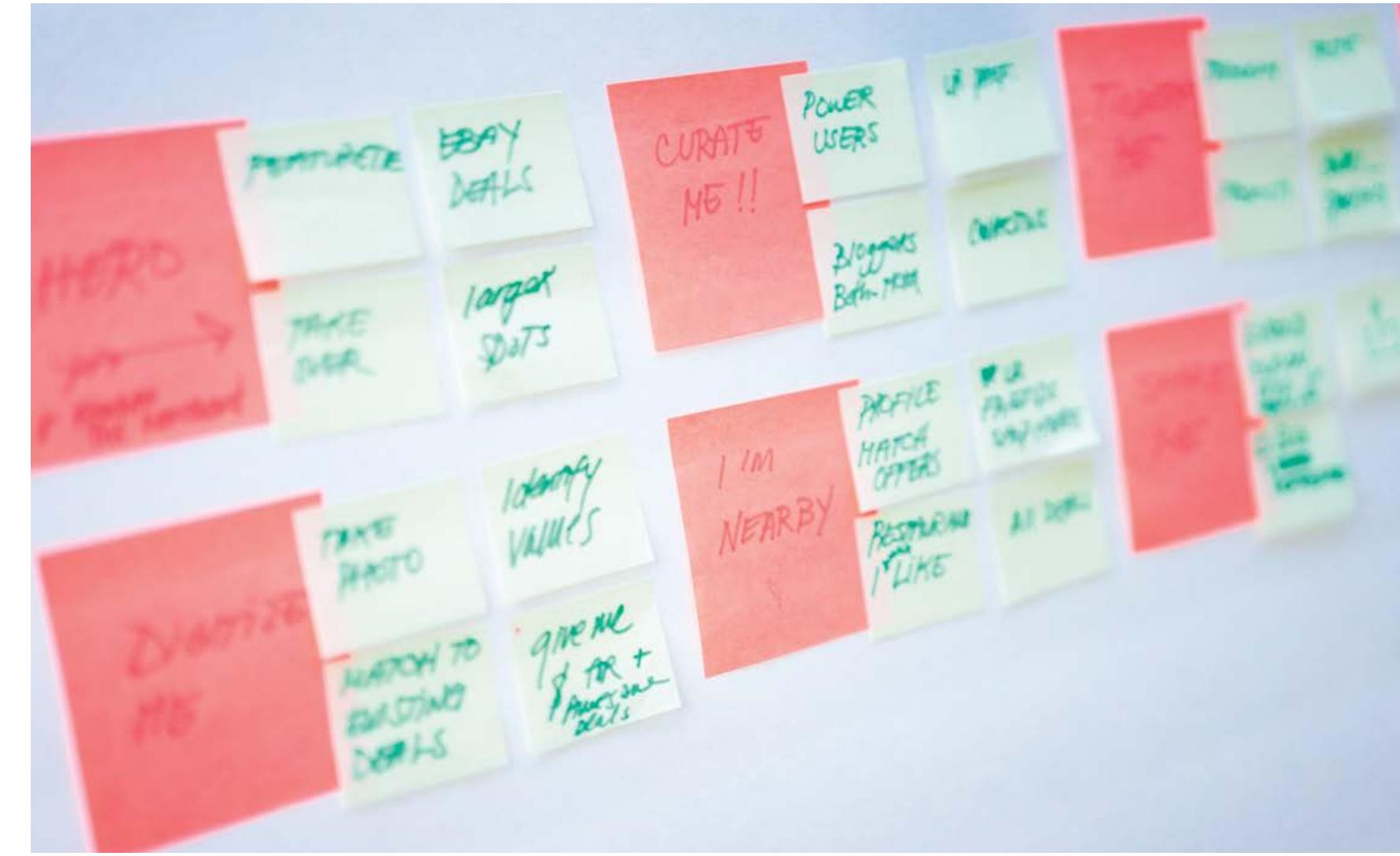
PAYPAL SHOP PRODUCT MODEL



UNDERSTAND THE CUSTOMER & SPACE



PROTOTYPES



IMPLICIT & EXPLICIT PERSONALIZATION

EXPERIMENTATION MODULES

TEST & REFINE

Each module appeals to one of the defined personas. By testing performance of each module, we can narrow which types of deals increases sales, engagement, and overall usage of PayPal.

PayPal Header

Let's find a good deal today!

Awesome coupons Deals on products Gift cards Zero interest financing

0%

Categories

Electronics Product Coupon
Store Something you looked at last time

Beauty

Sponsored

Check out other categories

Daily Deals

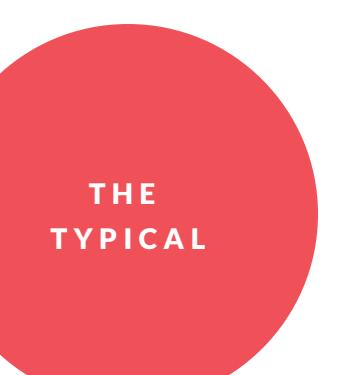
Spotlight

Dandelion Chocolate

Get \$5 to enjoy at Dandelion

The screenshot shows a wireframe of a mobile application interface for PayPal. At the top is a header with the PayPal logo and a search bar containing the placeholder "Let's find a good deal today!". Below the header are four main promotional modules: "Awesome coupons" (represented by a cupcake icon), "Deals on products" (represented by a smartphone icon), "Gift cards" (represented by a gift box icon), and "Zero interest financing" (represented by a large "0%" icon). To the right of these modules is a map of Boston with several location pins and a callout box that says "Show me what's nearby". Below the promotional modules is a "Categories" section with several placeholder boxes labeled "Electronics", "Product", "Coupon", "Store", "Something you looked at last time", "Beauty", and "Sponsored". To the right of the categories is a "Daily Deals" section featuring five circular icons with price tags (\$50, \$30, \$99, \$20, \$10) next to images of a handbag, a smoothie, a smartphone, a bowl of fruit, and a flower. Below the daily deals is a "Spotlight" section for "Dandelion Chocolate" with a photograph of the interior of a chocolate shop and a button that says "Get \$5 to enjoy at Dandelion". At the bottom of the interface is a link "Check out other categories".

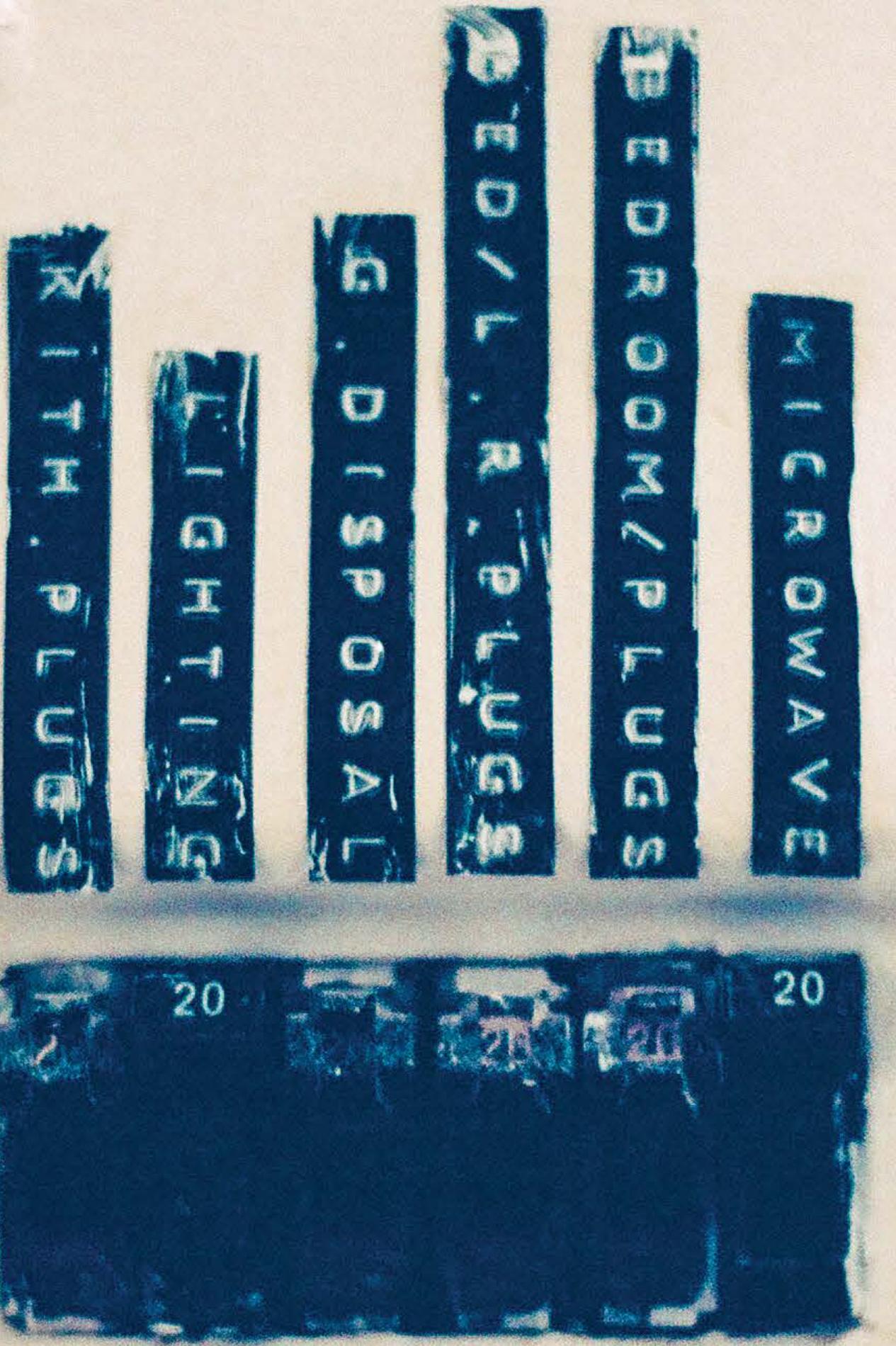
PERSONAS



03 PAYPAL SETTINGS

CHALLENGE PayPal Settings was highly disorganized because it had become a junk drawer of information. Customer service received a high call volume on how to update email, address, and phone numbers. Users couldn't figure out where and how to change certain settings.

Role: IA, research, UX



B E F O R E

The screenshot shows the 'Settings' page of the PayPal website. The left sidebar lists categories: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications, Selling tools, and More settings (which is selected). The main content area displays various account settings like Account type (Premier), My checkout settings, Mobile checkout settings, Mobile devices and push notifications, Notifications, Customer Service ID, Travel plans, Security key, Log In with PayPal, Preferred language, and Time zone. Each setting includes a link to 'Update'. At the bottom, there are links for Classic, Help, Contact, Security, Feedback, Privacy, Legal, and Policy updates.

A F T E R

The screenshot shows the updated PayPal Settings page. The main content area is simplified, showing basic account information: Minka Lastname (Customer since 2001), Address (Minka home: 2211 N First Street, San Jose, CA 95131; Minka office: 2211 S Second Ave, San Jose, CA 95131), Email (Pete@gmail.com, Pete@yahoo.com, Pete@geocities.com), Phone ((555) 876-5309, (555) 345-1945), Language and time zone (English, GMT 8:00 Pacific Time (Los Ang...)), and ID numbers (SSN xxx-xx-1234, Merchant ID MC1948584922). There are also links for Account options (Upgrade to business, Close account) and Account settings (Personal Info, Security, Payment settings, Notifications). The mobile view on the right shows a simplified navigation menu with sections for Personal Info, Security, Payment settings, and Notifications.

PROBLEM

- Too many categories
- Organization of categories is unclear
- Outdated settings (junk drawer)
- Does not work on mobile (pinch and zoom)

SETTINGS SIMPLIFIED

The screenshot shows the PayPal mobile settings interface. At the top, there's a header bar with icons for back, forward, refresh, and tabs. Below it is the PayPal logo and a navigation bar with links for Summary, Activity, Send & Request, Wallet, and Shop. A notification badge with the number '2' is visible on the navigation bar. The main content area is titled 'Minka Lastname' and 'Customer since 2001'. It features a profile picture and several sections: 'Address' (with 'Minka home' and 'Minka office' entries), 'Email' (listing 'Pete@gmail.com' as primary and others like 'Pete@yahoo.com'), 'Phone' (listing '(555) 876-5309' as primary and '(555) 345-1945'), and 'Language and time zone' (set to English, GMT 8:00 Pacific Time). There are also sections for 'ID numbers' (SSN xxx-xx-1234) and 'Account options' (Upgrade to business account, Close account). The bottom of the screen includes links for 'Classic site', 'Help', 'Contact', 'Security', and 'Feedback', along with copyright information.

IDENTITY

Profile presented visually

SIMPLIFY TOP LEVEL NAV

Top level nav reduced to 4 top-level sections.

MOST ACCESSED SETTINGS

Brought the most updated settings (address, email and phone) front and center, so customers didn't have to hunt for them. This addressed 82% of settings usage

DESIGNED FOR MOBILE

Use channel detection, tailored for mobile

The image contains two side-by-side screenshots of the PayPal mobile settings interface on an iPhone. Both screens show a similar layout with a header showing signal strength, time (9:44 AM), battery level (98%), and the PayPal logo. The left screenshot shows a navigation bar with three horizontal dots and a 'P' icon, followed by 'Settings'. The right screenshot shows a similar header but lacks the navigation bar. Below both are lists of settings: 'Personal Info' (with a photo of a person), 'Security', 'Payment settings', and 'Notifications'. Under 'Personal Info', there are sections for 'Name' (Peter Campbell), 'Email' (pete@gmail.com), 'Phone' ((408) 876-5309), 'Address' (2211 N First Street...), 'Language' (English), and 'Time zone' (GMT 8:00 Pacific Ti...).

NEW INFORMATION ARCHITECTURE

ACCOUNT	SECURITY	PAYMENT PREFERENCES	NOTIFICATIONS
Photo	Password	Payment preferences	Payments
Name	Security questions	Preapproved payments	Receive/request
Email	PIN		Send
Address			Scheduled payment
Phone			Purchases
SSN	Link account to mobile		
Merchant ID	Log in with PP on other sites		
Preferred language	Travel plans		
Time zone			
			Offers
			receive/send
			expiring offer
			News and updates
			Newsletter
			Developer
			Surveys
			Marketing

PERSONAL INFO	SELLING TOOLS	PAYMENT PREFERENCES	NOTIFICATIONS	MY MONEY	MORE SETTINGS
Name	Paypal buttons	Instore checkout	Instore checkout	Back account	Account type
Email	Credit card statement name	Digital goods at checkout	Instore purchase	Debit and credit cards	My checkout settings
Password	Sales tax	Store checkout	Coupons and special offers	Paypal balanlce	Digital goods at checkout
Security questions	Custom payment pages	My preapproved payments	Get new coupon	My preapproved payments	Mobile checkout settings
Address	Website preferences	Merchant fees	Send offer to friend	Pay after delivery	Mobile devices and push notif
Phone	Api access		Coupon about to expire	Merchant fees	Notifications
Merchant account id	Invoice templates		Special offer about to expire	Monthly account statements	Customer service id
My picture	My automatic payments		News and more from paypal		Travel plans
SSN	Instant payment notifications		Paypal newsletter and service updates		Security key
Individual tax identification number	Block payments		Updates from the Paypal developer network		Login with paypal
	Customer service message		Paypal policy updates		Preferred language
	Shipping preferences		Paypal surveys		Time zone
	Shipping calculations		Account updates		
	Encrypted payment settings		When i change my account information		
	Seller reputation number		Share my info with trusted murchants		
	Paypal button language encoding		payments		
	Paypal shops		I receive a payment		
			I request money		
			I send money		
			Receive website payment		

OLDIA

04

ADAPTIVE-RESPONSIVE FRAMEWORK

CHALLENGE PayPal product teams work in silos. They lacked an understanding of the challenges of different devices and channels. Teams were delivering designs for multiple channels and resolutions without a strategy, quickly becoming unmanageable.

Role: Strategist, UX, evangelist



KEY CHALLENGES

FRAGMENTATION

Experiences **look** and **behave** differently on iOS, Android, Windows phone, web, mweb, and app. Lack consistent approach and strategic direction.

CONTEXTUAL EXPERIENCE

Mobile and desktop experiences were very similar when they should account for context.

GLOBAL & LOCAL NEEDS

Global experiences lacked nimbleness to customize for local markets.

DESKTOP VS. MOBILE EXPERIENCES

Limited resources meant that we mainly built for desktop experiences. Users were left to “pinch and zoom” for mobile.

LIMITED RESOURCES

Mainly built for desktop experiences. Users left to “pinch and zoom” for mobile.

STRATEGY

ADAPT TO CHANNELS

Using a smartphone is contextually different than using a laptop. Mobile devices are highly contextual, single-threaded, extremely personal and always connected, but with relatively small bandwidth. Laptops are task-work focus, multi-threaded, less contextual, but are connected with faster speeds. Behaviors are specific to 3 main channels: mobile, tablet, dedicated.

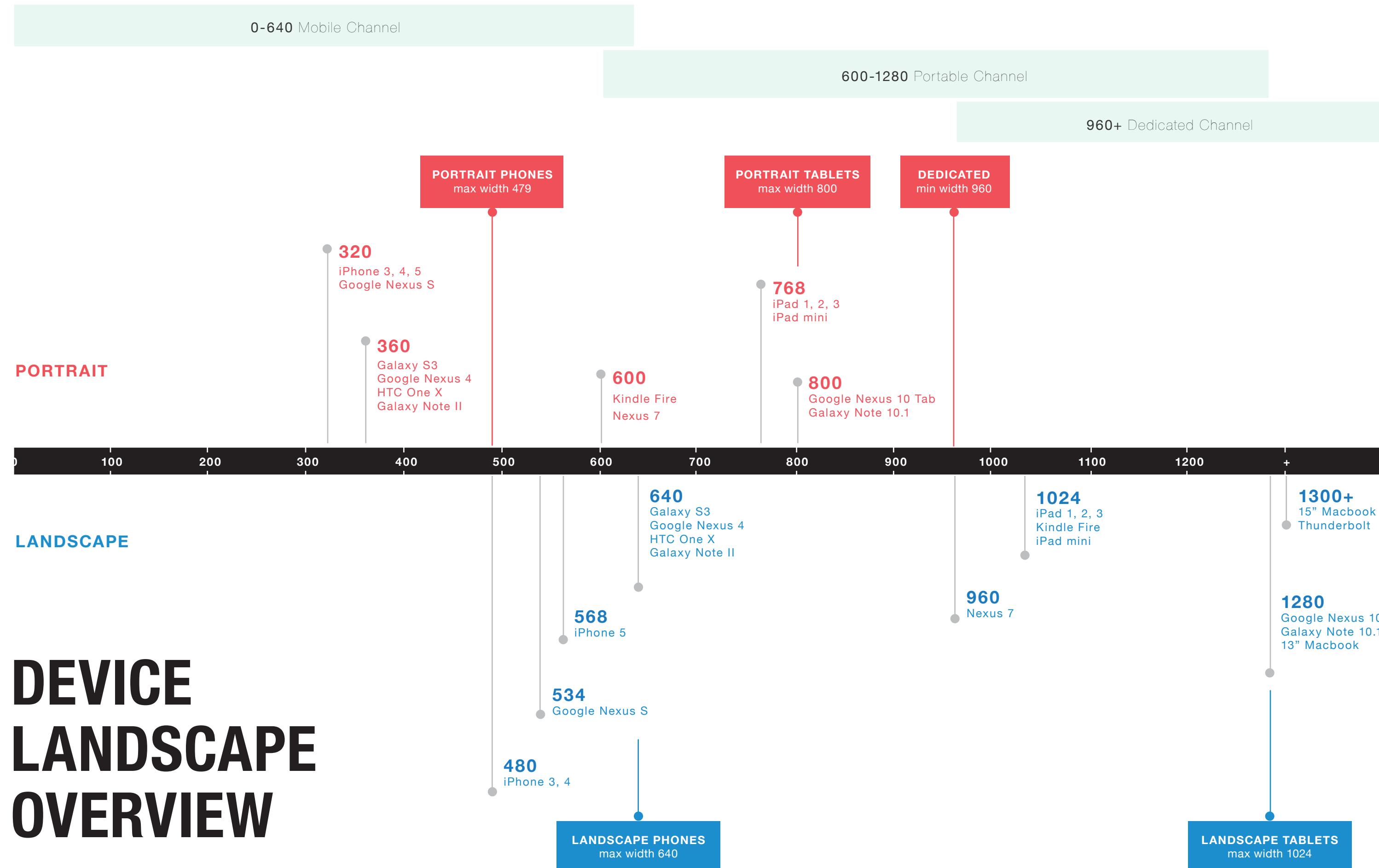
RESPOND TO DEVICE SIZE

Resolution and screen size varies greatly. A responsive solution reflows to fit content for each device.

TACTICAL

- Define critical target channels
- Establish optimal breakpoints
- Develop flexible grid system
- Define channel behaviors
- Distribute tools and templates

DETERMINING BREAKPOINTS

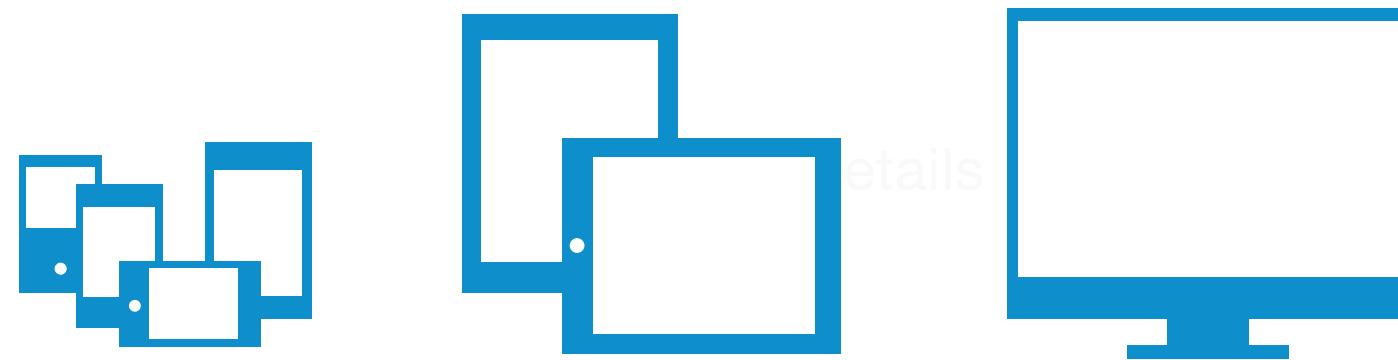


BREAKPOINTS

- Breakpoints are based on the screen size
- Targeting optimal shifts in layout
- Accounts for growth in screen size
- Breakpoints inform grids

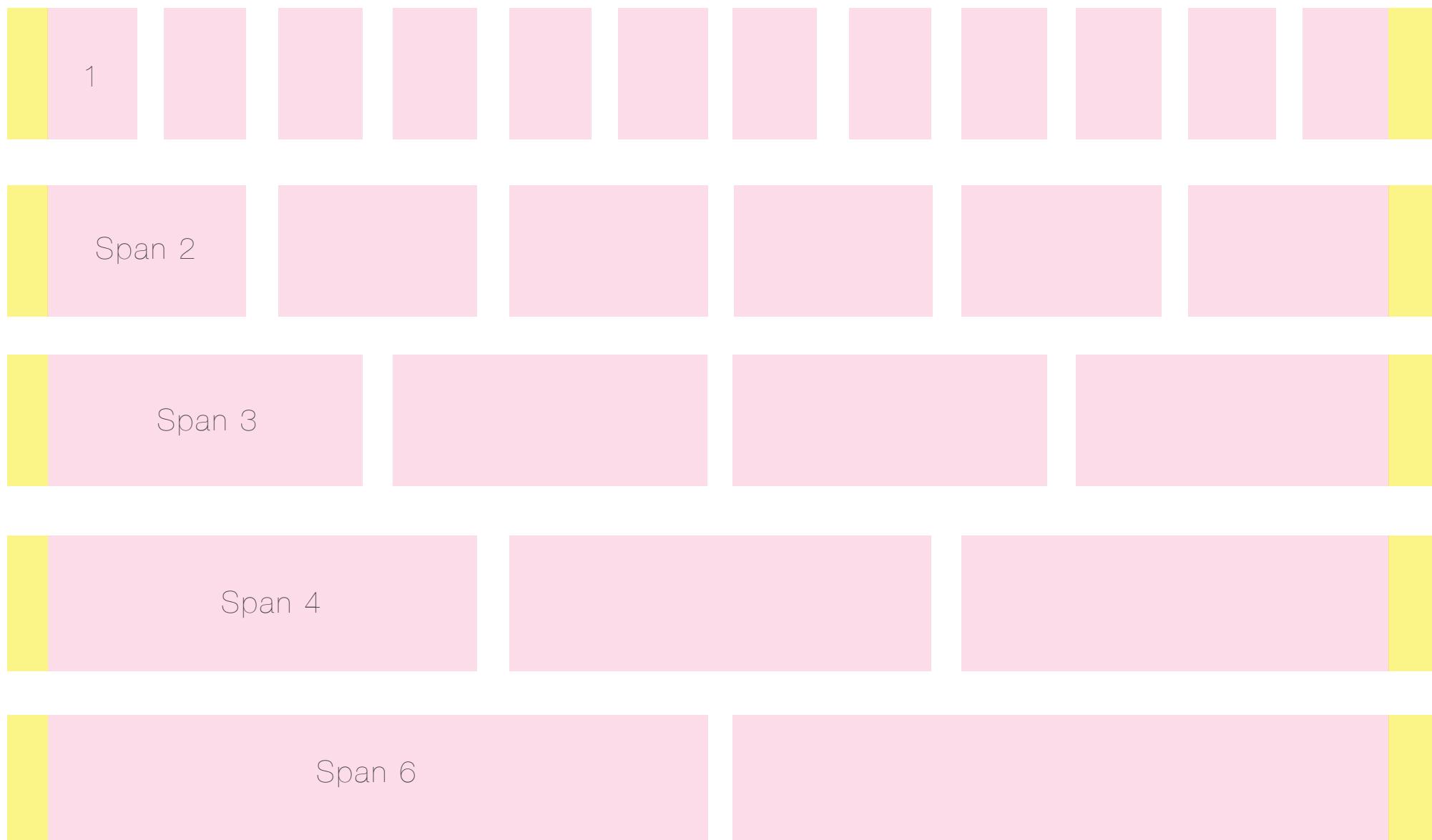
DEVICE LANDSCAPE OVERVIEW

FLEXIBLE GRID SYSTEM



Implementation Grid

COMBINATIONS OF SPANS AND COLUMNS



THINKING ADAPTIVE

Adaptive Web Design

CONTEXTUAL EXPERIENCES

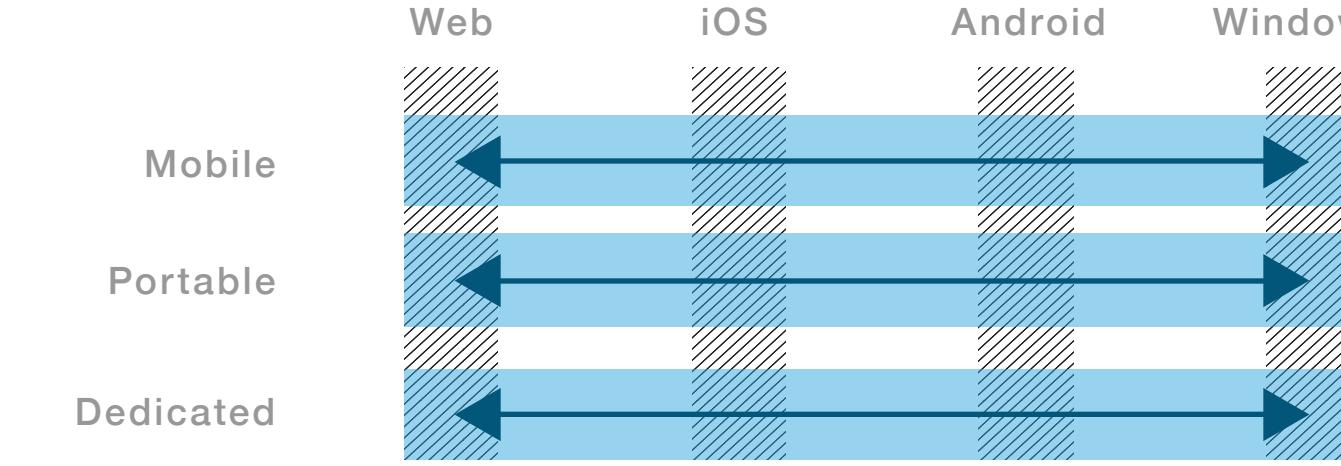


Channels Markets Location Time Anything

BEHAVIORS

Behavior Considerations

THINKING ABOUT CHANNELS



OUTCOME - PAYPAL ON ALL DEVICES

The image displays multiple screenshots of the PayPal platform, illustrating its integration across desktop, mobile, and marketing channels.

Marketing: A desktop browser window shows a promotional landing page for "Buyer protection means no more Buy-o-phobia." It features a cartoon character of a person with glasses and a video camera, and includes a "Sign up now" button and a "Learn about Buyer Protection" link.

Product: Consumer & Merchant: A desktop browser window shows the "Summary" view of the PayPal account. It includes a profile picture, a greeting ("Hi again, Mai!"), and a progress bar indicating "Your profile is at 100%". The summary also lists "PayPal balance" (\$0.00 Available), "Banks and cards" (Bank of America x-9883, Visa x-3540, Visa x-7773), and recent activity:

Date	Description	Amount
AUG 28	Papanii Okai Payment	-\$18.00
AUG 22	Carmen Yu Payment	-\$236.00
AUG 22	Suja Raju Payment	-\$347.00
AUG 17	Uber Technologies, Inc Payment	-\$7.00
AUG 17	Uber Technologies, Inc Authorization – Canceled	-\$1.00
AUG 16	Papanii Okai Payment	-\$86.00
AUG 12	Kristel Fritz Payment	-\$8.00

Mobile: Two smartphone screens show the PayPal mobile app interface. Both screens display a "Completed" transaction history identical to the desktop summary:

Date	Description	Amount
AUG 28	Papanii Okai Payment	-\$18.00
AUG 22	Carmen Yu Payment	-\$236.00
AUG 22	Suja Raju Payment	-\$347.00
AUG 17	Uber Technologies, Inc Payment	-\$7.00
AUG 17	Uber Technologies, Inc Authorization – Canceled	-\$1.00
AUG 16	Papanii Okai Payment	-\$86.00
AUG 12	Kristel Fritz Payment	-\$8.00

The mobile screens also feature promotional messages: "A little credit to get you started" and "Check out in a few clicks without sharing your financial information."

MARKETING

PRODUCT: CONSUMER & MERCHANT

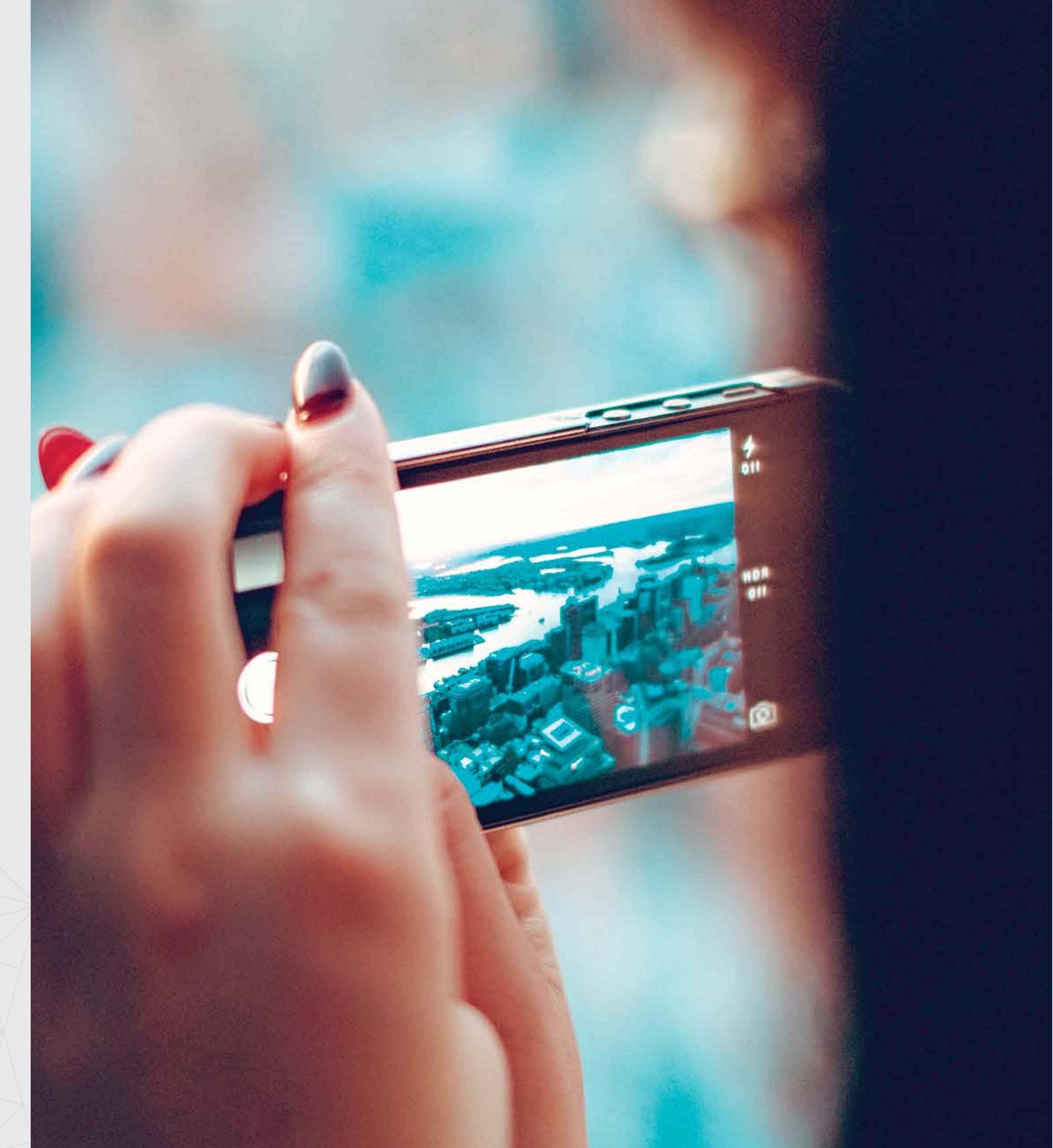
MOBILE

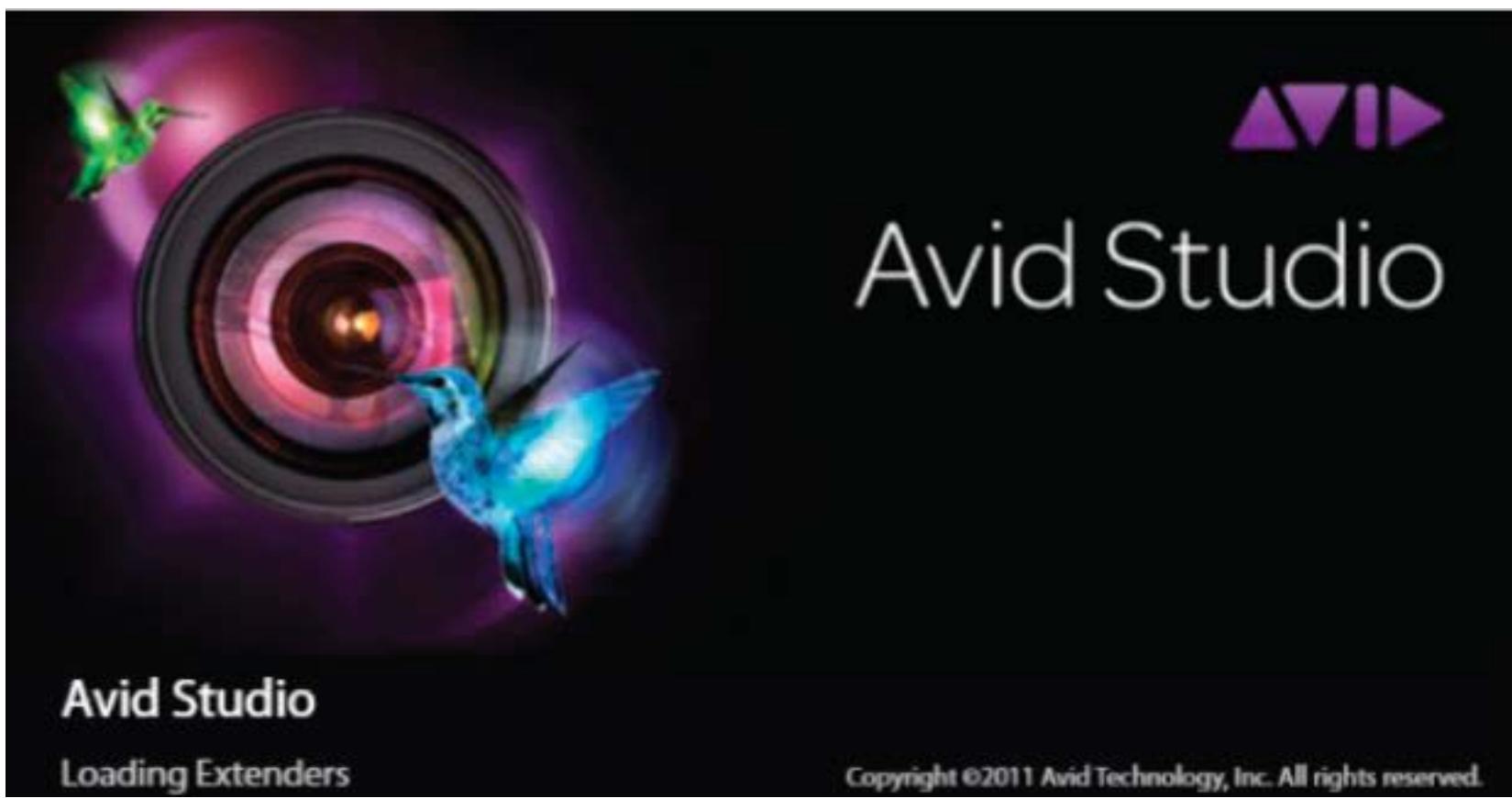
05

AVID STUDIO

CHALLENGE Provide Studio audience with rich Pro video editing capabilities, but maintain simplicity and ease-of-use for a beginner.

Role: UX, visual, front-end development WPF





PRO FEATURES TO THE CONSUMER



ICONS

06

SJSU CERAMICS

CHALLENGE In 2006, there were no resources for ceramic artists to display their portfolio online. This has been one of my favorite projects to date because I was able to help many student promote themselves, giving them an advantage, a launchpad to success.

The department website achieved two goals: promote students and also attract top notch candidates to the BFA and MFA programs.

Role: IA, UX, visual, Front end dev, HTML, CSS, Javascript



SHOWCASING TALENT

SJSU Ceramics

WE ARE SJSU CERAMICS OUR PROGRAM FIND US

AMANDA SMITH, Rickshaw, 2010

SJSU AT NCECA
Four students from the BFA and MFA program selected to exhibit.

FACULTY

STUDENTS

OUR GUESTS

FACILITIES

NEWSLETTER

RESOURCES

CONTACT

SJSU CERAMICS FACILITIES PROGRAM RESOURCES FIND US

Faculty
Students
Alumni
Visiting Artists

Throwing Studio
Sculpture Studio
Glazing Studio
Graduate Studios
BFA Studios
Kiln Room

BFA Degree Program
MFA Degree Program
Artist in Residence

Undergraduate Forms
Graduate Forms
Syllabus

Technical Information
Publications
Other BayArea Ceramic Groups

Contact Information
Newsletter
Facebook

SJSU Ceramics

WE ARE SJSU CERAMICS OUR PROGRAM FIND US

MFA

BFA

ALUMNI

ARTIST IN RESIDENCE

AMANDA SMITH BRYAN YERIAN MAX RAIN JON YAO

TREVOR KOCH COLLEEN SIDNEY RANDI BRUCO BEN EBERLE

ADMISSION REQUIREMENTS DEGREE REQUIREMENTS COMMITTEE ADVISORS PRE-THESIS

During the academic years at SJSU, all MFA and BFA ceramics students are expected to find an individual direction in their work. In doing so, they create a comprehensive portfolio. Our online portfolios showcase a cross-section of all our students' work.

SJSU Ceramics

WE ARE SJSU CERAMICS OUR PROGRAM FIND US

BEN EBERLE

My new work joins clean, abstract shapes with recognizable mechanical objects: gears, screws, bolts, which lead to a further point of inquiry; why are these objects related? These faux-mechanisms represent the confusing intersection of 'the man made' and 'the organic'. They speak to my obsession of controlling the form almost to the point where I become the machine – that somehow in my attempt to recreate organic objects I'm acting as a production machinist with precision, foresight, and replicated action.

BENEBERLE.COM
ben.eberle@gmail.com

STUDENT GALLERY

AMANDA SMITH BRYAN YERIAN MAX RAIN JON YAO

SJSU CERAMICS FACILITIES PROGRAM RESOURCES FIND US

Faculty
Students
Alumni
Visiting Artists

Throwing Studio
Sculpture Studio
Glazing Studio
Graduate Studios
BFA Studios
Kiln Room

BFA Degree Program
MFA Degree Program
Artist in Residence

Undergraduate Forms
Graduate Forms
Syllabus

Technical Information
Publications
Other BayArea Ceramic Groups

Contact Information
Newsletter
Facebook

REACH

Students are able to feature their work online at a time where “online portfolios” were not mainstream, and portfolios were still being submitted via physical slides. This helped them get their work out there to ceramics community across the country, helping them build a reputation on a national level.

07

PHOTOGRAPHY

I really enjoy taking photos of people because we're all extremely fascinating. Each one of us tells stories through our eyes, faces, clothes, the arch of an eyebrow. Every image is a moment in time; a capsule of thoughts and emotions. I love photographs because they help us connect and build empathy with each other.

