

PORFOLIO
OF XIAOMENG MA
E-App No. IU002074738

"I certify that the work included in this portfolio is my own original work. Work included which was conducted as a part of a team or other group is indicated and attributed as such- the other team members are named and a true description of my role in the project is included."

Michelle Xiaomeng MA

THINGS I CARE ABOUT

Emotional Connection

Rapid as the technology developed, people are getting even more isolated because we developed addictions and dependency to the high-tech gadgets rather than utilizing them to foster bonds and connections. I always believe design and technology should bring people together not set us apart. And I would like to design for the enhancement of effective emotional communication, using design and technology approach to reconnect people.

Mental Health

Fast-paced life breeds unhappiness. Stress from work place and personal life induces disproportionate pain and dissatisfaction. In China, people's physical well-being are taken good care of and we are indeed willing to make extra effort to maintain physical health while seldom do we pay attention to our psychological status. There are responsibility and opportunity for designers to create our intervention and impact to the social issue.

Resource Consumption

While people tend to believe that we are living in a world with prolific resource, we are actually deliberately exploiting the planet too. Do we really have to consume that much to satisfy our living needs? I believe not. I always try to do subtraction in my design, cutting down the unnecessary, and make endeavor in initiating awareness of restrained resource consumption and societal responsible design.

CONTENT

Cover	01
Things I Care About	02
Content	02
/POKEMO	03
96SEC	08
NapQ	12
Time To Change	16
Yunzi SCRM Platform	20
Let's Farm	26

/POKEMO

CONNECT TO THE FEELING OF YOUR LOVED ONE

PROJECT INFO

Type: MDes Thesis & Demonstration Project / Individual

Category: Wearable / Emotion Communication / Tactile Interaction

Date: January - July 2014

Institute: School of Design, The HK Polytechnic University

DESIGN BRIEF

/POKEMO is a pair of tactile interactive communication devices designed for long distance couples. /POKEMO not only can sense your mood with embedded sensors, but also get to know you and your emotion over time as well, which makes it much easier to share your emotion with your partner. Wearable and convenient, it provides better interactive experience and could strengthen emotion bond between long distance couples.



RESEARCH

147 17

Online Questionnaire

Literature Review

4

Competitive Analysis

120

Minutes of Interviews

Insights

- Telepresence, virtually feel accompanied, feeling of in-time feedback of your emotion are important to long distance romantic relationships.
- Accessories with personal, emotionally attached, and intimate meanings are unique to couples. Some people may intend to develop certain psychological dependence on the accessories.
- The way to thinking and mood changing rate vary based on genders. Usually, men are less moody but tend to be in certain mood for longer time; women are more emotional but their negative feelings get relief faster.

PROBLEM DEFINING

Physical Separations

Most of the long distance couples' conversations rely on Internet telepresence such as IM, video/audio calls, etc. Of which the absence of physical contact lessens communication's intimacy.

Schedule Difference

Schedule difference and potential time difference are considered another obstacle of emotional communications. A more convenient and intuitive approach is preferable.

Personality Variations

Personality variation and gender difference may lead to misunderstanding. An intelligent device could keep you updated on your partner's mood and more effectively deliver your affection.

KEY FACETS OF MAINTAINING INTIMACY



Awareness

Artifacts that create a feeling of cognitive awareness and continuity by sharing different types of (ambient) information about current activities or moods among partners.



Physicalness

Artifacts that mediate a feeling of physical intimacy. They simulate either secondary effects of physical proximity (body heat, heartbeat, etc.) or meaningful gestures (hugs, strokes, etc.).



Joint Action

Artifacts that allow for carrying out an action together, which can be conducted physically colocated or apart.



Expressivity

Artifacts that emphasize the affective and emotional aspect of intimacy. They enable partners to express their feelings and emotions in a wide variety of ways, such as developing an own language or to use language in an ambiguous way.



Gift Giving

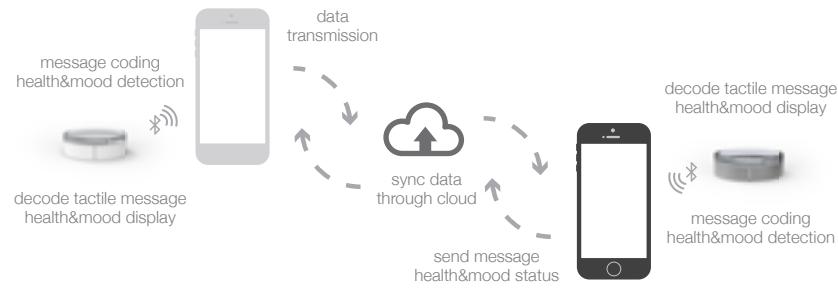
Artifacts that demonstrate caring and valuing the other person by gift giving. It reflects appreciation, thoughtfulness and similarity.



Collective Memories

Artifacts that keep records/recall of past activities and special moments of a relationship.

DESIGN SOLUTION



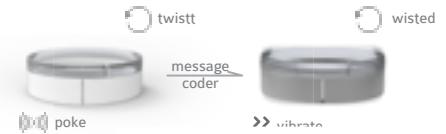
DESIGN DETAILS



INTERACTIONS

Message Coder

Physically interact with your partner with unique tactile messages by poking and twisting /POKEMO.



Bad Mood Alert

/POKEMO's inner layer tights up to alert you on your partner's bad mood.

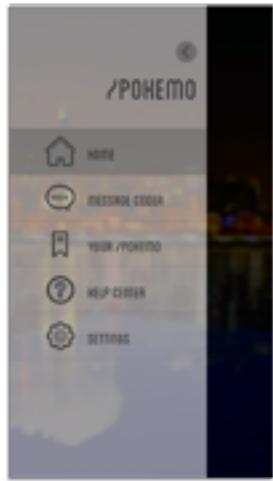
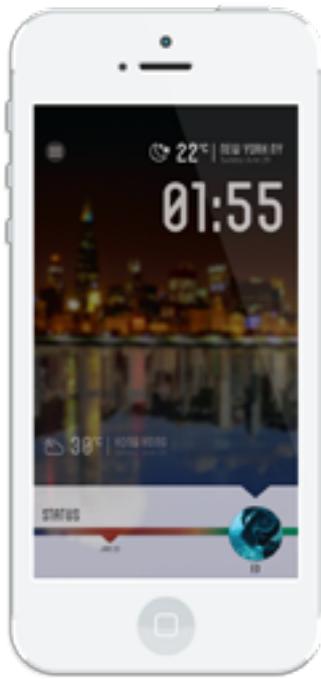


Health Indicator

The opacity of upper ring layer reflects your loved one's health status



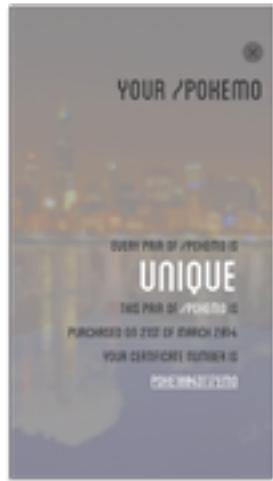
THE /POKEMO APP



Menu



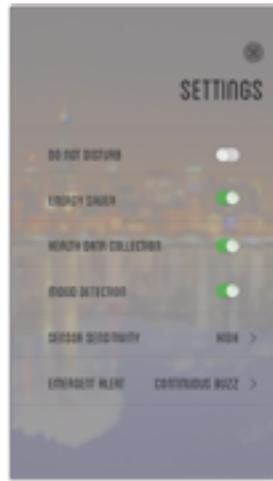
Message Coder



/POKEMO Certificate



Help Center



Settings

USER TESTING

Tested Volume
12 participants (6 pairs)

Average Testing Time
44min/per pair

Evaluation

Almost all test users responded positively on the designed interactions and they showed specific interests in customizing their own tactile messages using the tap/vibration mechanism. Some reflected if an emergency alarm is added, this design will be able to expand its use scenario to elderly care.



IMI ANALYSIS

Interest / Enjoyment

6.375

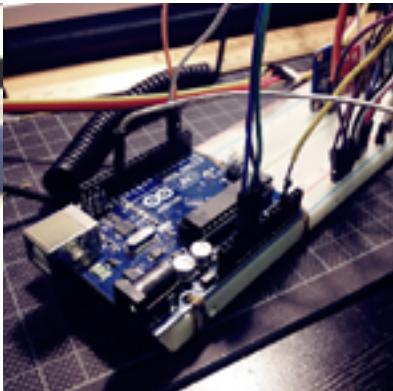
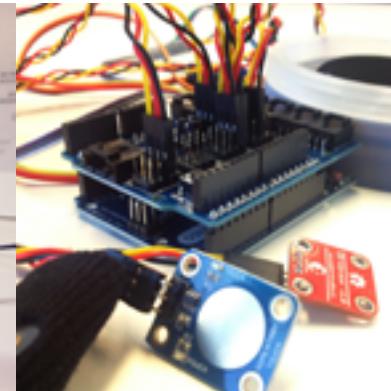
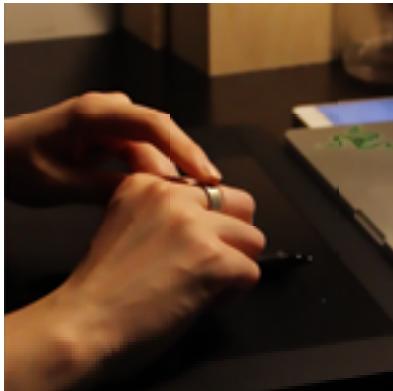
Value / Usefulness

5.548

Perceived choice

5.563

PROTOTYPING



CONTROL PROGRAM

```

import processing.serial.*;
import cc.arduino.*;
Arduino arduino; // main device

// poke variables
int touchSensorReading = 0;
static final int pokeTouchDigitalPin = 2;
static final int pokeVibratorDigitalPin = 13;
int touchingCounter = 0;

// badMoodAlert variables
static final int badMoodAnalogPin = 0;
static final int badMoodServoMotorPin = 10;
int miniServoOutput = 0;
float gsrThreshold = 0;
int gsrSensorInput = 0;
int servoMotorResumingTime = -1;
ServoMotorStatus servoMotorStatus = ServoMotorStatus.IDLE;

// twist variables
static final int twistAnalogPin = 5 ;
static final int twistServoMotorPin = 11;
int servo995Output = 0;
int twistInput = 0;
int previousTwistInput = 0;
int twistThreshold = 8;

void setup(){
  println("starting up the system...\n=====");
  // poke module initialization
  println("initializing poke function... ");
  arduino = new Arduino(this, Arduino.list()[5], 57600);
  arduino.pinMode(pokeTouchDigitalPin, Arduino.INPUT);
  arduino.pinMode(pokeVibratorDigitalPin, Arduino.OUTPUT);
  println("poke function initialization done\n=====");

  // badMoodAlert
  println("initializing bad mood detection... ");
  long sum = 0;
  arduino.pinMode(badMoodAnalogPin, Arduino.INPUT);
  arduino.pinMode(badMoodServoMotorPin, Arduino.SERVO);
  miniServoOutput = 0;
  arduino.servoWrite(badMoodServoMotorPin, miniServoOutput);
  delay(1000);
}

```

```

for(int i=0;<1000;i++){
  gsrSensorInput=arduino.analogRead(badMoodAnalogPin);
  sum += gsrSensorInput;
  delay(5);
}
gsrThreshold = sum/1000;
println("gsrThreshold = ");
println(gsrThreshold);
println("bad moon detection initialization done\n=====");

// twist
println("initializing twist detection... ");
arduino.pinMode(twistAnalogPin, Arduino.INPUT);
arduino.pinMode(twistServoMotorPin, Arduino.SERVO);
servo995Output = 95;
arduino.servoWrite(twistServoMotorPin, servo995Output);
println("bad moon detection initialization done\n=====");

void draw(){
  // poke logic
  touchSensorReading = arduino.digitalRead(pokeTouchDigitalPin);
  if(touchSensorReading > 0){
    if(touchingCounter > 5){
      println("touched, touchSensor reading : " + touchSensorReading);
      arduino.digitalWrite(pokeVibratorDigitalPin, Arduino.HIGH);
    }
    touchingCounter++;
  }
  else{
    touchingCounter = 0;
    arduino.digitalWrite(pokeVibratorDigitalPin, Arduino.LOW);
  }
}

// badMoodAlert logic
switch (servoMotorStatus){
  case IDLE:
    gsrSensorInput = arduino.analogRead(badMoodAnalogPin);
    println("GSR threshold : " + gsrThreshold + " GSR Sensor Value = " + gsrSensorInput);
    miniServoOutput = (int)abs(gsrThreshold - gsrSensorInput);
    if(miniServoOutput > 120){
      gsrSensorInput = arduino.analogRead(badMoodAnalogPin);
      miniServoOutput = (int)abs(gsrThreshold - gsrSensorInput);
      if(miniServoOutput > 120){
        servoMotorStatus = ServoMotorStatus.OPERATING;

```

```

        servoMotorResumingTime = (second() + 3) % 60;
        arduino.servoWrite(badMoodServoMotorPin, 0);
        println("bad mood detected");
      }
    }
    break;
  case OPERATING:
    if(second() == servoMotorResumingTime){
      arduino.servoWrite(badMoodServoMotorPin, 10);
      servoMotorResumingTime = (second() + 1) % 60;
      servoMotorStatus = ServoMotorStatus.RESETTING;
    }
    break;
  case RESETTING:
    if(second() == servoMotorResumingTime){
      servoMotorStatus = ServoMotorStatus.IDLE;
    }
    break;
}

// twist logic
twistInput = arduino.analogRead(twistAnalogPin);
if(abs(twistInput - previousTwistInput) > twistThreshold){
  if(twistInput <= 505){
    if(twistInput > 145){
      servo995Output = 172 - (int)((twistInput - 145)/4.235);
    }
    else{
      servo995Output = 172;
    }
  }
  else{
    if(twistInput < 853){
      servo995Output = 172 - (int)((twistInput - 505)/4.5 + 95);
    }
    else {
      servo995Output = 10;
    }
  }
  println(servo995Output);
  arduino.servoWrite(twistServoMotorPin, servo995Output);
}
previousTwistInput = twistInput;
}

```

96 SEC

RECONNECT TO THE PHYSICAL WORLD

PROJECT INFO

Type: Embedded Interaction / Conceptual / Group Project

Category: Interactive Ambient Design / Emotion Intervention

Team: Akela LO | Michelle MA | Quincey L. DONG | Tommy QUEK

Personal Role: Ideation, mechanics, prototyping, photomontage

Date: Spring 2014

Institute: School of Design, HKPU & Foxlin Architects (US)

DESIGN BRIEF

Commuting breeds unhappiness. Those with long transit times often suffer from disproportionate pain, stress, obesity, and dissatisfaction. Fast life pace and addiction to the cellphones cause isolation between people, and disconnect them from the real physical world. Take a short, relaxing interlude during your mundane commute in order to gather your thoughts and feelings before starting your day. Detach from the virtual world, involving in interactions with the environment and people around you.



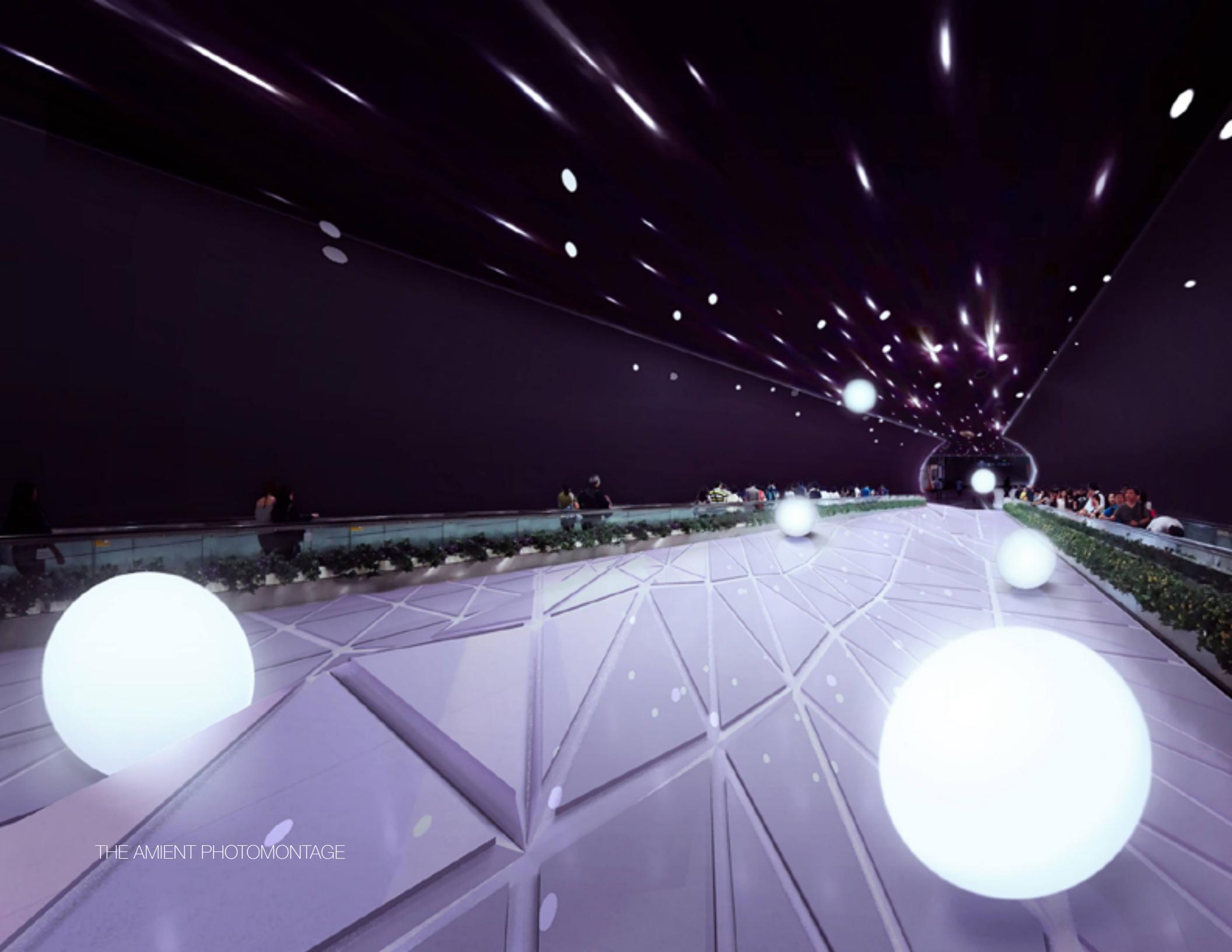


THE CONCEPT

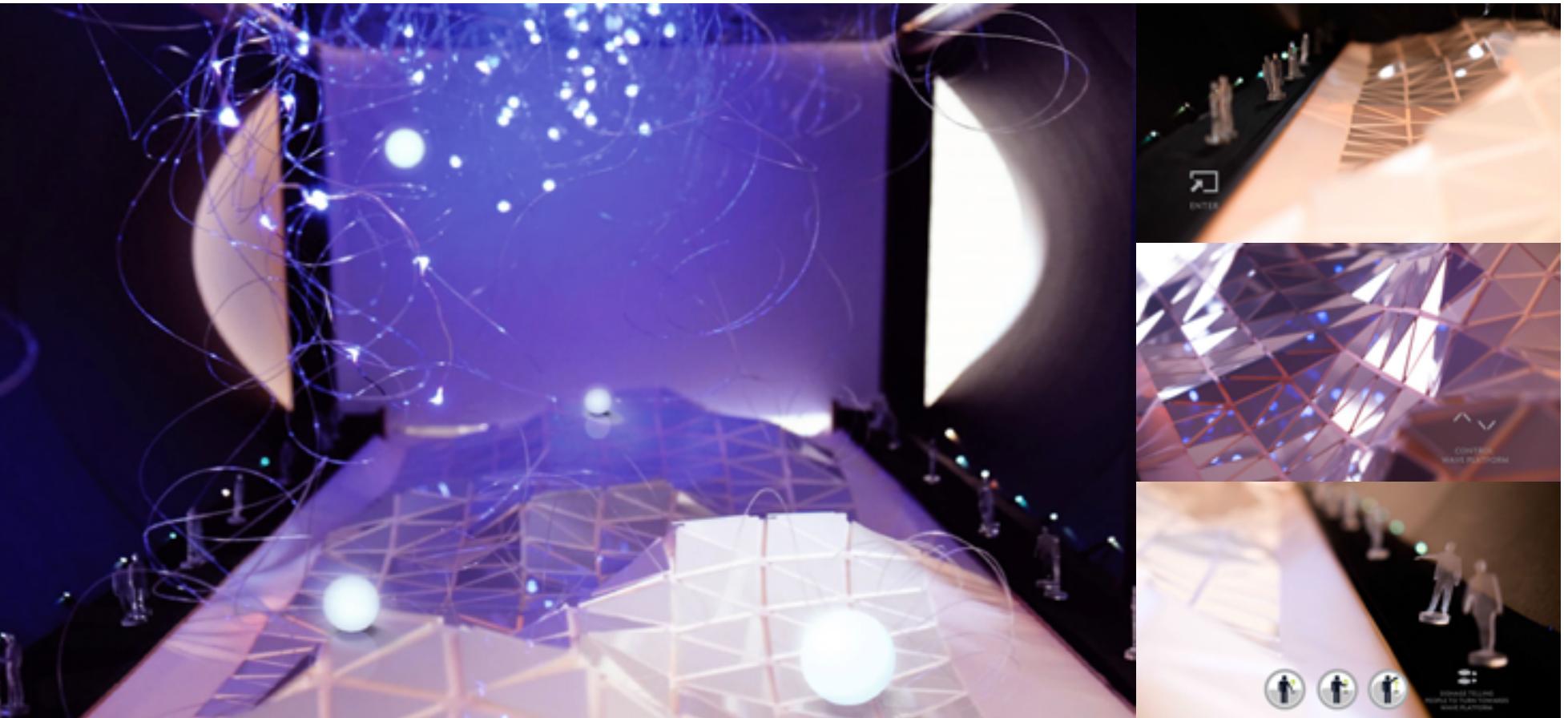
The 96SEC is an interactive ambient design based on the corridor between Hong Kong MTR station to Central MTR station. The length of the walkway is 72m, which takes 96 seconds to travel from one side to the other using the escalator walkway. Give commuters 96 seconds of peace in an ordinarily stressful environment. Relax the mind in order to think more clearly and productively through an interactive experience. Prevent stress from controlling your state of mind. Interact and connect to the real world, extricating from the loneliness.

THE INTERACTIONS

Each set of interaction control includes a LEAP Motion and a compress air button. There are several giant balloons rolling in this area and the LEAP Motion is used to control the floor landscape so that the balloons will move accordingly. When a balloon lands in certain area, the compress air button will illuminate. Pressing the button triggers the release of compress air, which shoots the balloons to the ceiling. The ceiling will perform lighting effects when the balloons approach. The interaction encourage people to detach from virtual world and connect to the world around you.



THE AMIEN PHOTOMONTAGE



PROTOTYPE

In 1:30 scale

A scaled prototype was fabricated with all interactive function modules successfully working under the control of programmed Arduino Mega Board. The overall dimension of this prototype is 2.4m * 0.7m * 0.5m. The origami floor, floating balls and lighting effect of the ceiling are interactable through gesture control and buttons. The prototype was exhibited as the center piece in PolyU Design Annual Show Innovation Gallery, Jockey Club Innovation Tower in 2014 Summer.



NapQ

INTELLIGENT SLEEP MONITOR

PROJECT INFO

Type: Research & Conceptual Design / Group

Category: Wearable / Intelligent Device / Interaction Design

Team: Ankita SINHA | Elaine ZHONG | Michelle MA | Quincey DONG

Personal Role: User and tech research, ideation, product design

Date: Oct - Dec 2013

Institute: School of Design, HKPU

DESIGN BRIEF

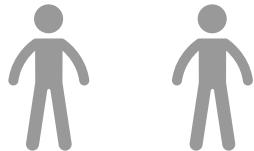
Nap-Q is an intelligent sleep mask that people can use during their night sleep, daytime short nap and travelling nap on the transportation. The product enables users to enjoy more comfortable sleep even when the sleeping circumstance is not ideal enough.

Nap-Q senses eye movement and body motion to seamlessly interpret your sleep status and process the information to monitor your sleep. With 2 advanced EMG sensors and a nine-axis IMU, iMask has been engineered to recognize the sleep pattern.

RESEARCH

Why do we need sleep?

An average person spends 1 / 3 of his or her life asleep.



Restorative Theory

muscle growth, tissue repair, protein synthesis only occur when we sleep.



Brain Plasticity Theory

sleep is correlated to changes in the structure and organization of the brain, the process by which the brain is able to learn and remember, acquisition, consolidation and recall memories. Consolidation is the process by which memories become stable.

How do we sleep?

- 3 Stages of NREM
 - N1 is lightest stage of sleep and lasts between 1-7 minutes;
 - N2 lasts 10-25 minutes; N3 is deep sleep lasts 20-40 minutes.
 - REM Sleep Is The 4th stage
 - “Active sleep”, dream state.
 - NREM&REM Sleep Alternate In Cyclic Pattern
 - Different sleep stages determine the consolidation of different types of memories.
 - Loss of sleep or poor quality sleep reduces the one's ability to learn.

PROBLEMS ANALYSIS



Light Disturbance

Effects our internal clock and impact on sleep quality



Emotional Disturbance

Our stress and anxiety are the biggest culprit



Noise Disturbance

Noise effects people differently. Most prefer quiet, soothing or familiar sounds

TARGET DEMOGRAPHIC

The millions of people from all walks of life who feel the effects of sleep loss, from executives who constantly travel across multiple time zones to organic farmers who must get up extra early to harvest new crops. For anyone who wants to be a healthier and more productive person.

DESIGN SOLUTION

Create an intelligent, sustainable device that influences user's visual and audio response. A convenient and sustainable device that will allow users to improve their sleep quality.



MAIN FEATURES

Blocks Light

Structured ocular support for optimal comfort

Blocks Sound

White noise player will be able to seamlessly drown out background environmental sounds

Integrated Sleep Monitoring

Intelligent tracking application that detects the quality of the users sleep

Smart Alarm

Integration with sleep monitoring to detect optimal time for wakeup

Self-Powered

Solar powered for convenience and environmental concerns

Asian-Specific Fit

Shaped with quantitative ergonomic analysis of asian facial contour



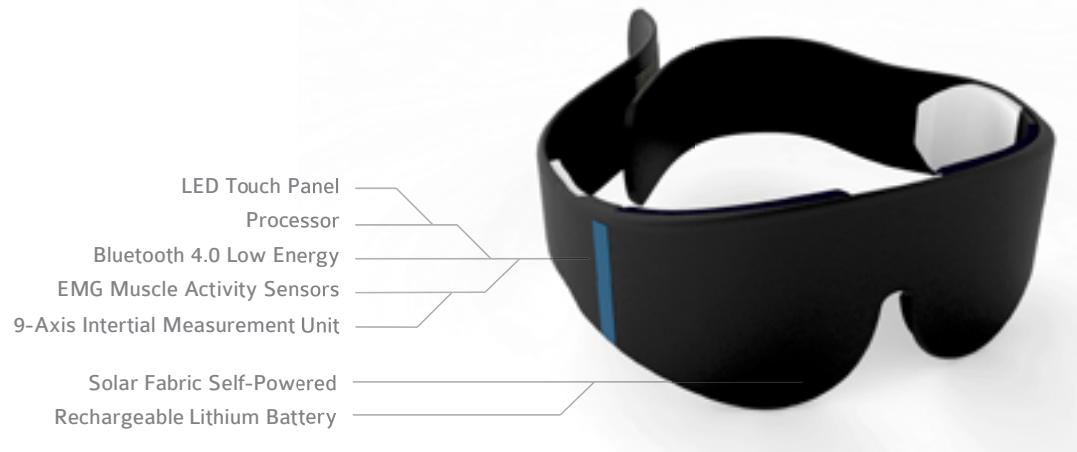
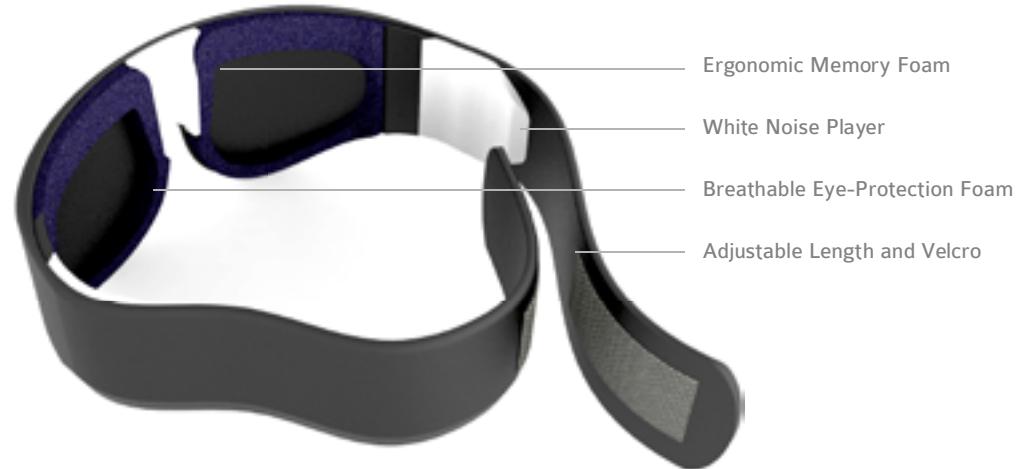
Data Collection
Body Motion + Eye Movement



Real-time Sleep Monitoring
White Noise Player + Smart Alarm



Long-term Analysis
App + Data Sync + Cloud



NAPQ APP

The App is designed for user who wants to keep long-term track of his/her sleep pattern. Data will be automatically synced to the smart phone through Bluetooth. There is a LED touch panel on the eye mask, which provides user simple function setups. More detailed settings are available in the App. The sleep log page will show data record for every monitored night. The content includes the sleep time, eye movement pattern as well as body movement pattern.





TIME TO CHANGE

HONG KONG GLASS RECYCLE CAMPAIGN

PROJECT INFO

Type: Public Campaign System / Conceptual / Group

Category: Service System / Product Design / Branding / Graphic Design

Team: Akela LO | Michelle MA | Quincey DONG | Tommy QUEK | Xiaowei HE

Personal Role: Research & analysis, ideation, product design

Date: Spring 2014

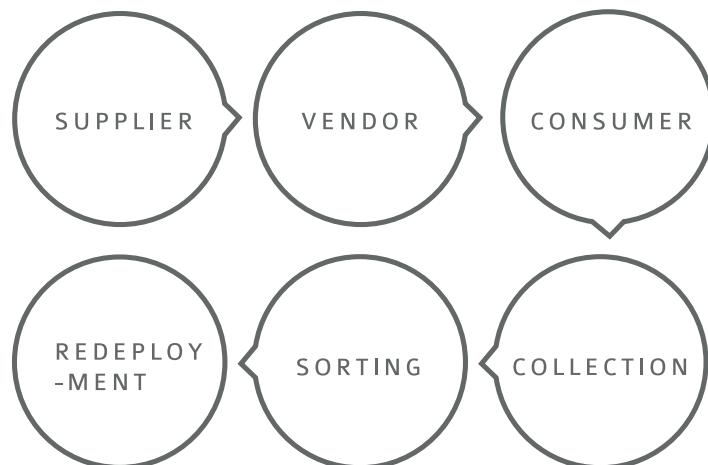
Institute: School of Design, HKPU

DESIGN BRIEF

This project looked into Hong Kong's current glass recycle issues. 250 tons of glass waste are produced per day, less than 5% of which are recycled. Disposal method is mainly landfill while the land soil in Hong Kong is limited yet decreasing. The team designed and developed an awareness campaign for Hong Kong residents from glass product suppliers, vendors to end consumers, encouraging people to do their parts in glass recycle.

RESEARCH

- Journey of a Glass Bottle



- Glass Waste

**250 PER DAY
TONS**

- Ignorance of Citizens

56% **44%**

Never recycled glass before

Have recycled glass before

- Recycle Rate

**LESS THAN
5% 8-15
TONS**

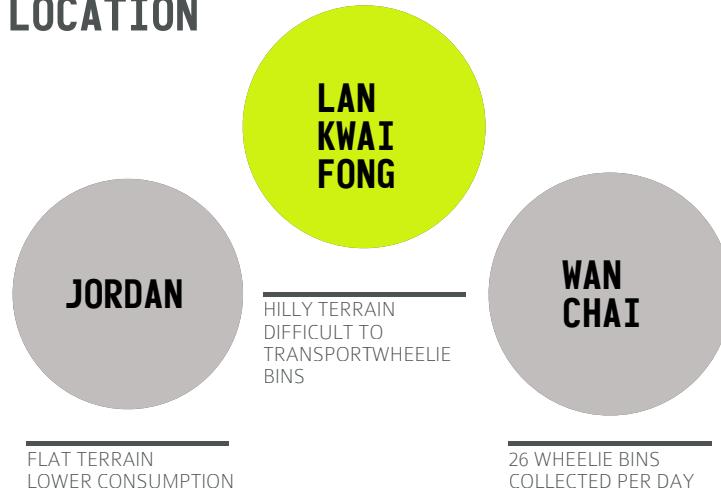
- The Recycled 5% Comes From



High beverages (Alcohol)

Domestic beverages

**HIGH BEVERAGES
LOCATION**



OBJECTIVES

To inform, educate and create awareness for the purpose of promoting glass recycle in Hong Kong.

- Branding

THE CONCEPT:

HK GLASS RECYCLE CAMPAIGN

As per facts from the research, people would make extra effort if recycle bins are clearly marked. If insufficiently marked, recycle locations will be easily overlooked. The locals and expats contribute equal participation in glass recycling and people's recycle behaviors are heavily influenced by each others' actions.

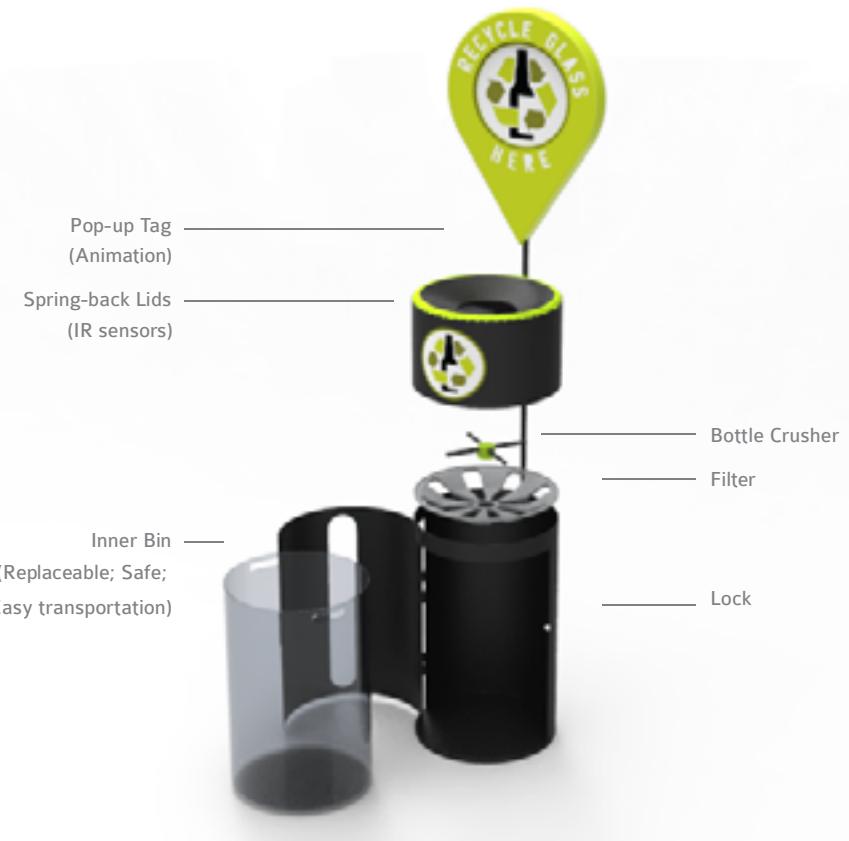
- Redesign Glass Recycle Bins



Own This Color

#C7DA47

This color will become synonymous with glass recycling.





- Accreditation & Advertisements

A decal promoting your social responsibility on the door of your restaurant, office building or apartment complex can go a long way in the minds of the customer, resident and/or potential tenant.

SENSORO X LAB

Yunzi Social CRM Platform



PROJECT INFO

Type: Commercial / Company project

Category: Data Platform / Service Solution / App&Web

Team: Michelle MA | Te HUI | Xin ZHENG | Zhiyong WANG

Personal Role: Design solution ideation, product structure, UX&UI

Date: Oct 2015 - Jun 2016

Company: Beijing Sensors Co., Ltd.

Official Website: <http://x.sensors.com>

DESIGN BRIEF

Yunzi Social Customer Relationship Platform is a marketing data service system that provides modularized HTML5 development features to help brands, retailers and enterprise users to create mobile HTML5 applications with minimum steps, and to perform offline-to-online marketing plans. Through offline intelligent sensor network and online data collection, our client will be able to trace their customers' real-time behavioral data and location information down to individual. Integrated with automated tag system, social graph and push advertising function, it arms the traditional industries with data support, interactive user experience and precision marketing strategy.

PROBLEM ANALYSIS

Insufficient Tech Development Ability

Chinese local retail industry, especially small to middle scale businesses, normally will not maintain in-house software research and development team. They employ outside contractors to conduct digital marketing activities, which are often costly and time-consuming.

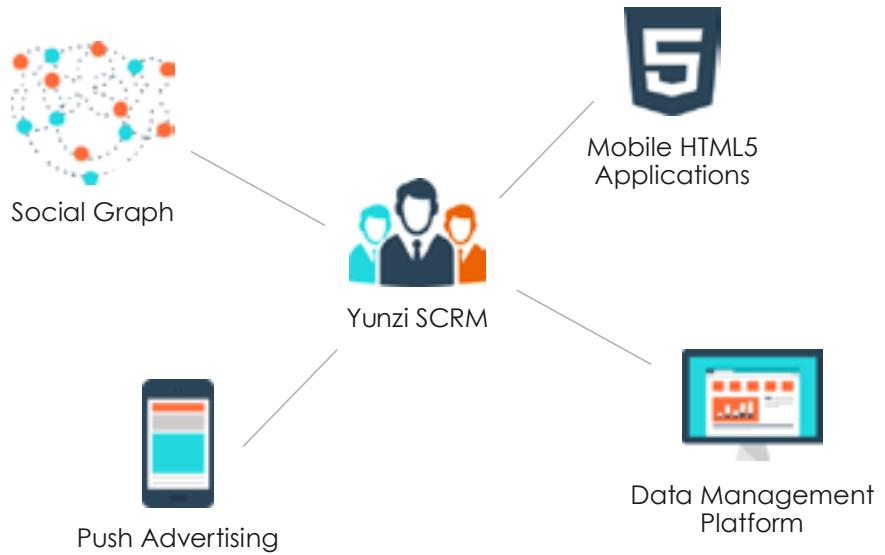
Inaccurate Customer Profiling

Offline customer behavioral data are relatively more difficult to collect and less effective to manage as well as analysis. Online and offline customer data are often unlinked. Under this circumstance, retailers can hardly perform accurate customer profiling and provide individualized services.

Irresponsive Marketing

Responsive off-to-online marketing requires heavy design and development workload. And most retail business holders, who do not have these sort of work force, will adopt a rather rigid and sluggish marketing strategy.

COMPONENTS



The screenshot shows the Yunzi SCRM Platform dashboard. On the left, there's a sidebar with a logo and several menu items: '云子SCRM平台' (Yunzi SCRM Platform), '云子X实验室' (Yunzi X Laboratory) with a 'PRO' badge, '简体中文' (Simplified Chinese), '在线客服' (Online Customer Service), and '云子X实验室' again. The sidebar also lists '运营有权属' (Operational Authority), '商户管理' (Merchant Management), '开户申请' (Account Application), '基础功能' (Basic Functions), '总览' (Overview) which is selected, '卡券管理' (Coupon Management), '红包管理' (Red Packet Management), '点位管理' (Point-of-Sale Management), '应用广场' (Application Square), 'LBS功能' (LBS Function), and '门店管理' (Store Management). The main area has a header '总览' (Overview) and a section '今日数据' (Today's Data) with various metrics: 578 (访问次数 - Visit Count), 140 (访问人数 - Visit People), 137 (新增用户 - New Users), 2.14% (熟客占比 - Returning Customer Ratio), 145 (参与次数 - Participation Count), 76 (抽奖次数 - Drawing Count), 9 (卡券领取数量 - Coupon Collection Count), 4 (朋友圈分享 - WeChat Moment Share), 23 (分享给好友 - Shared with Friends), and 150 (社会化引流 - Social Media Referrals). Below this is a '历史数据' (Historical Data) section with a date range from '2016-02-21' to '2016-03-07'. A table provides detailed historical data for each day:

日期	访问次数	访问人数	新增用户	熟客占比	参与次数	发奖次数	领奖次数	分享次数	分享引流
2016年03月06日	88	26	9	65.38%	12	12	2	9	14
2016年03月05日	80	17	6	64.71%	7	3	0	4	10
2016年03月04日	111	31	11	64.52%	30	24	3	8	24
2016年03月03日	204	50	23	54.00%	19	19	6	10	30

DATA MANAGEMENT PLATFORM

The data management platform is the core of Yunzi SCRM, organizing customers data in a visualized form. On the dashboard, you may check today's data report as well as historical data. You can launch an interactive marketing HTML5 via the application store. Deployment and management of the intelligent sensor hardware network are also provided as a main function.

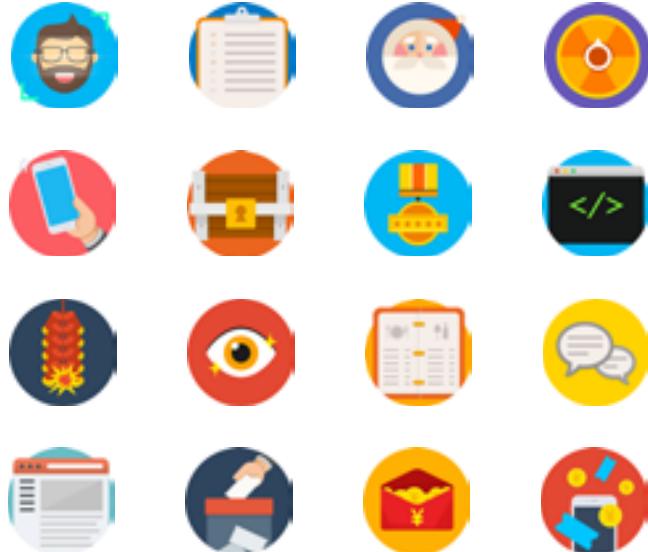
SOCIAL GRAPH

Individual-level Multi-facet Customer Profile

Customer's data, collected from offline behaviors, online interactions and social network, create multi-facet profile, which helps our clients to customize their marketing strategy more specifically.

Opinion Leader & Dissemination Network

Through analyzing customers' engagements on their social networks, SCRM platform aids our clients to define opinion-leaders from their customer segments, push designated information to the opinion-leaders, and hence create better dissemination efficacy with lower cost.



MOBILE HTML5 APPLICATIONS

Designed and developed according to interactive marketing scenarios, our clients will be able to setup and deploy an interactive mobile html5 application within 10 minutes. The interactive mobile applications are able to serve scenarios including online lottery, chatroom, event registration, survey, indoor location-based services. Online coding and development function is also supported.

用户列表								
头像	姓名	性别	地区	上一次操作	来源	标签	OpenID	操作
	男神	男	中国	2016/01/06	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2uuhh0j0THQeLc3-3JevsPbg	
	王	女	中国 北京 海淀	2016/01/06	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1) 购物狂魔 (1)	scor2uMfAe0f4-52-esR7j4Znp	
	Always	男	中国 苏州 东巷	2016/01/05	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2u8DmFGQnQhGqL-2BQh05d04	
	李彦宏	男	中国	2016/01/05	APP	iPhone 6.0.0 节日 (1)	scor2uOwR8TngRITmCMv7fNE10Q	
	九天数据	女	中国 北京 海淀	2016/01/04	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2uV0sUrg71039Jx0L1df9G8	
	Remy	女	中国 北京 大兴	2016/01/04	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2uNjB1jHhNDvNT3DNWOM-0P4	
	黄之英食尚酒店小黑	女	中国 山东 济南	2016/01/03	APP	iPhone 6.0.0 节日 (1) 购物狂魔 (1)	scor2u6Gf3oQEC87bcNz-8y4K0C	
	八度	男	中国	2016/01/07	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2u6gjxen75Rv42vBm0Q4y4	
	User	男	中国 北京 崇阳	2016/01/06	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2uEgjTxa7hLogMkQ_Ge5R	
	（男）胡明伟5	男	中国 北京	2016/01/06	APP - 在线	iPhone 6.0.0 精品一月会员 高级会员 节日 (1) 购物狂魔 (1)	scor2uAmhyz29crH9t005vB16H4	

CUSTOMER PROFILING

Based on customer's online interactions, offline behavior and location tracking, and social network information, the platform assigns tags to each customer's profile which establish multi-facet evaluation to every individual. It creates significant value for data analysis and precision marketing strategies.

用户列表

性别	年龄	地区	筛选		
女性	18-25	北京	高级搜索		
筛选					
北京 - 按照年龄 -					
高级搜索 (246个用户)					
筛选卡 新添加					
年龄段	年龄段	有效期	审核状态	显示	清除所有
年龄段	年龄段	有效期	审核状态	显示	清除所有
年龄段: 18-25 有效期: 2016/01/01 - 2016/01/31 审核状态: 全部					
重新筛选 (最多选择两个)					

PUSH ADVERTISING

Highly integrated with WeChat (instant messenger and social platform, around 600 million active users in Asia), Yunzi SCRM platform can push precisely customized content according to customer's profile and segment. The platform also provides multiple filters for categorizing customers, and prompt data feedbacks for analysis.

MOBILE APP TOOL

Convenient Operations

X Lab Utility App enables our clients to monitor real-time data, review data report, publish or suspend marketing interactive events with the most convenient manner.

Hierarchical Data Permission

This App is designed with hierarchical access to the data management features and marketing activity deployment. For instance, the brand manager has the authority to launch a new marketing event through the App and has access to data of all branches. The branch store manager will have access to the operations to his/her branch only.



Brand Dashboard
data of the day, cumulative
data;monthly trends



Branch Homepage
address, contact info;
current events



Branch Data Report
cumulative data;
real-time customer tracking



PROJECT INFO

Type: Commercial / Company project

Category: Mobile Game / Illustration / Game Art

Personal Role: Avatar Design, Illustration, Animation

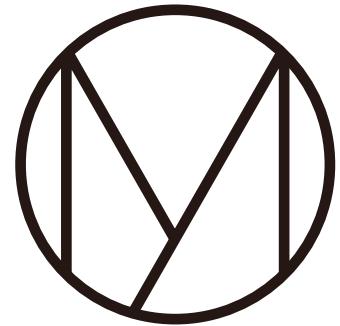
Date: Summer 2013

Company: Playday Games Ltd. Hong Kong



BRIEF

Let's Farm is a mobile farming game with simple but fun gesture controls, compatible with both iOS and Android. In BETA version, I was in charge of the illustrations of the food series, drafting animals on the farm and creating the animations. I also contributed to the game concept design and the interaction design, including part of the user interface.



THANK YOU

more on <http://michellema.design>