



MINKU HAN

UX /UI Designer & Avid Learner

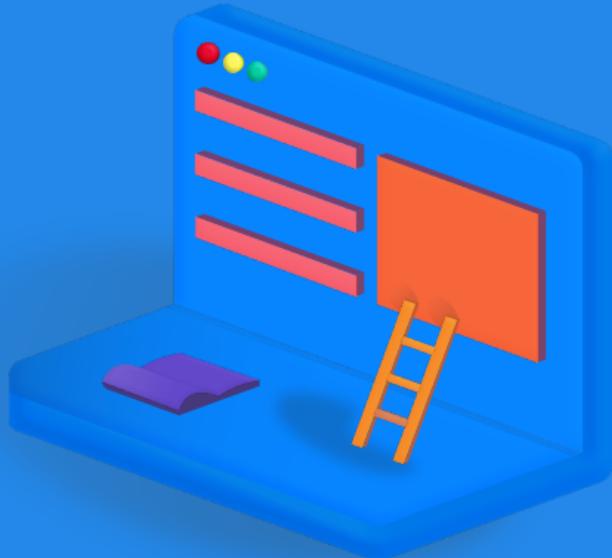




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Hello Transport Canada

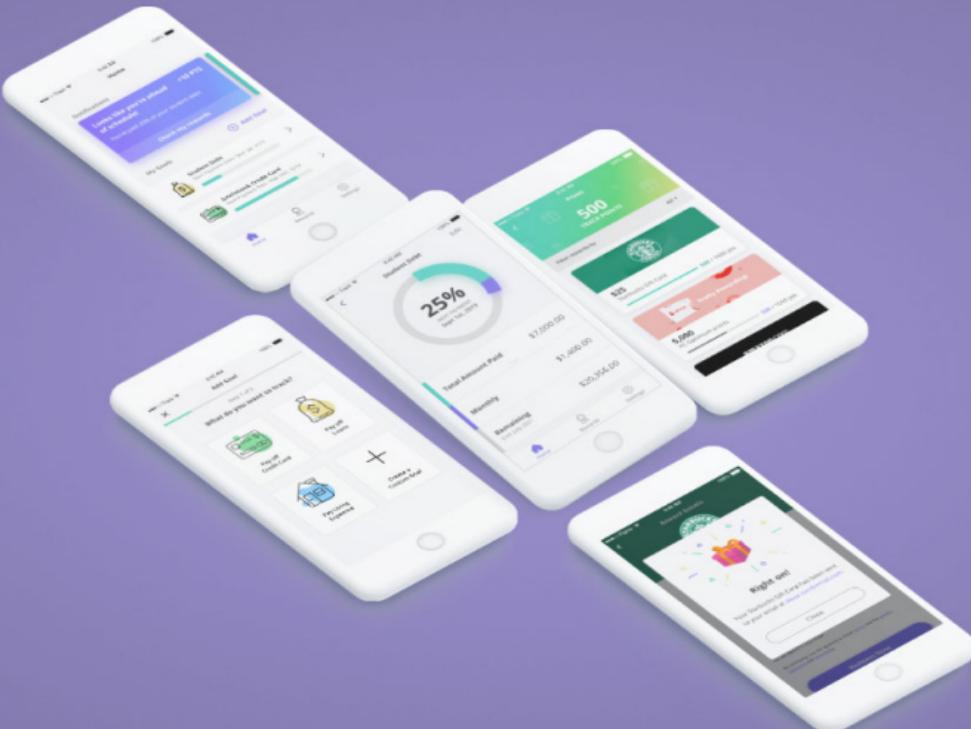
My name is Minku Han, and I enjoy finding a creative way to communicate information that is engaging and visually appealing. I love tackle problems and make a positive impact on peoples' lives through design. I am a team player, a self-starter, and fun to be around.



Track

Jan 2019 - Apr 2019

GBDA 402 Capstone Project
Client: Scotiabank Factory U



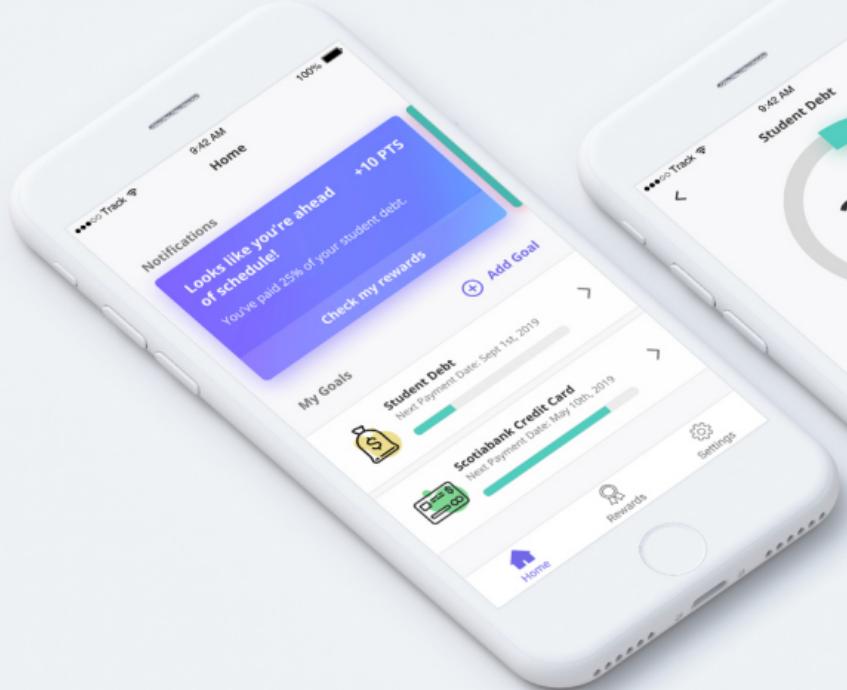


About

I worked with a team of five and created a financial goal-setting solution that teaches and encourages young Canadians to be financially independent.

My Role

I contributed as a User Experience Designer & Researcher for this project. I conducted user research to understand the target demographic and their painpoints & designed high fidelity mock-ups and the prototype with team members



Problem

As young people are becoming priced out of the housing and investment market, how might the bank provide new digital solutions for young Canadians to thrive in today's challenging economy?



EMPATHIZE

We conducted initial research to learn about common struggles Young Canadians have with their finances

68% of Millennials don't save their money **because of** other financial priorities

Loans and debt make up 20% of millennials monthly spendings

75% of millennials cite that they **don't have enough time to do** what they want as a primary worry in life.



EMPATHIZE

To further our exploration of the problem, we conducted the user interviews to get in-depth knowledge and understanding of our target user group

We spoke with young adults, ranging from [20 to 25 years old](#), to get their personal insights on the [current financing and investing behaviors, habits, and goals](#)





EMPATHIZE

Key Insights from User Interviews



Have aspirations such as buying a house and owning their own place, but before they can do any of that, **they need to pay their student debt first**



Struggle with prioritizing their time & effort towards their finances. They understand that it's important to make payments as soon as possible but **often forget about them due to their busy lives**



Define - Problem Statement

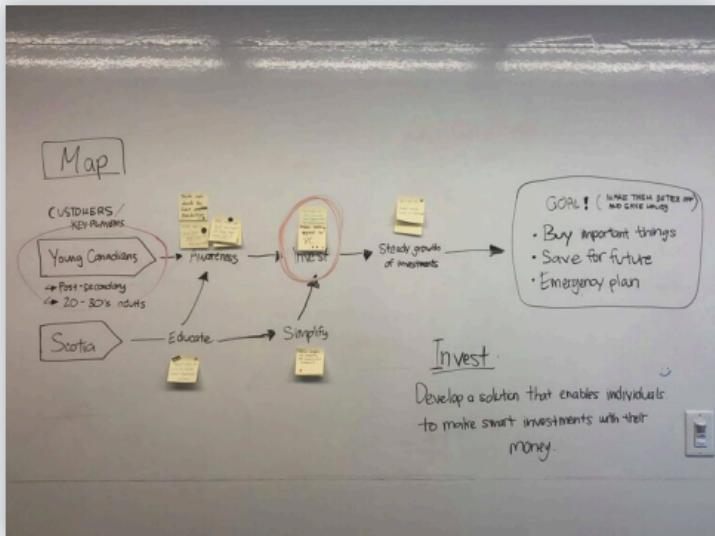
As a 22 to 30-year-old, I want to overcome my financial obstacles in order to achieve my life goals

Using the information collected from the research, we put together the affinity diagram and how might we, allowing us to visualize and discover our users' experiences, opinions, ideas, struggles, and perspectives towards their investments and financial goals. It helped us to narrow down a problem statement to bring the clarity and focus to the design space.



Define

How Might We



Affinity Map





Define

User Persona



Alexa Sun is a 30 years old, working as a sous chef at Catus Club Cafe. She wants to achieve her goals before settling down and having kids, however, because of OSAP she would not be able to achieve it.

Motivations

- Wants to become a head chef at her own restaurant
- Dreams for a beautiful themed wedding
- Grow her food blog to earn more passive income

Obstacles

- Limited knowledge and involvement on banking and finances.
- Often lives paycheck to paycheck and does not have enough money to set aside for investments.
- Has several big financial goals such as affording a wedding, becoming a business, and possibly buying an affordable home.



Ideate

Our group brainstormed different concepts to tackle the problem

One of our early concepts were an education platform that would **teach financial education**.

However, we discovered that the learning content through quizzes and articles **weren't digestible**. They simply does not have enough time for this learning content.

People learn better from practice

What are the three ways of making money from an investment?

Interest,
dividends
and capital
gains

Buying,
selling and
holding

Profit, rate
of return
and assets

Sleeping,
sleeping and
sleeping

Check

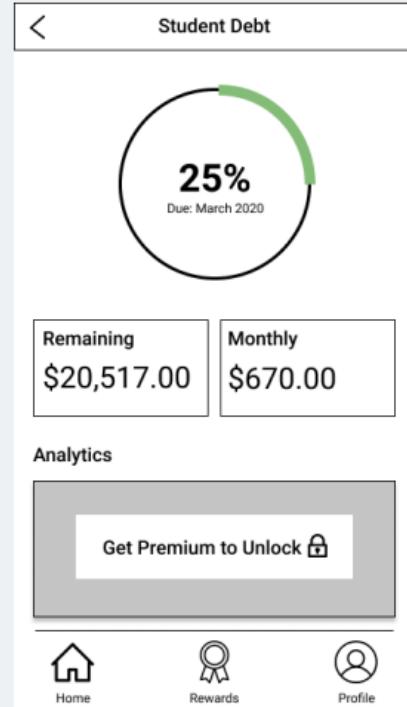


Ideate

In the later iteration process, our group decided to steer away from the trivial features, and focus on the aspects of tracking their debts and loans.

We narrowed down to these three main aspects for the solution

- 1) Add goals
- 2) Track their goals
- 3) Earn rewards



Prototype and Test

We validated this concept at our usability testing session with five participants.

We discovered that they want to celebrate that their journey towards reaching goals and spark joy. They also want a good point for rewards balance to making it more motivating for users to engage with the solution.



Solution

Our solution is an ecosystem consists of a goal-setting product

It encourages young Canadian by **incentivizing their actions** in order to help them to be more confident about their financial future as well as to develop healthy financial habits

Solution



I want to achieve my goals before settling down and having kids but **because of OSAP** I probably won't be able to



Solution



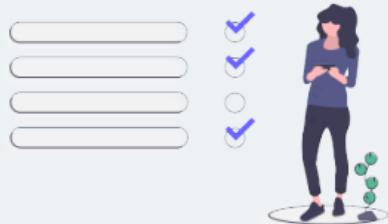
- 1 Alexa downloads and signs up for Track. She sets up her first goal.



- 2 Alexa receives her paycheque and pays off her student debt before the end of the month.



- 3 Alexa receives a notification from Track rewarding her with the points for paying early.



- 4 Throughout time, Alexa develops smart financial habits by making payments on-time and even ahead of schedule.



- 5 She pays the remainder of her student debt and can now focus on her life goals.



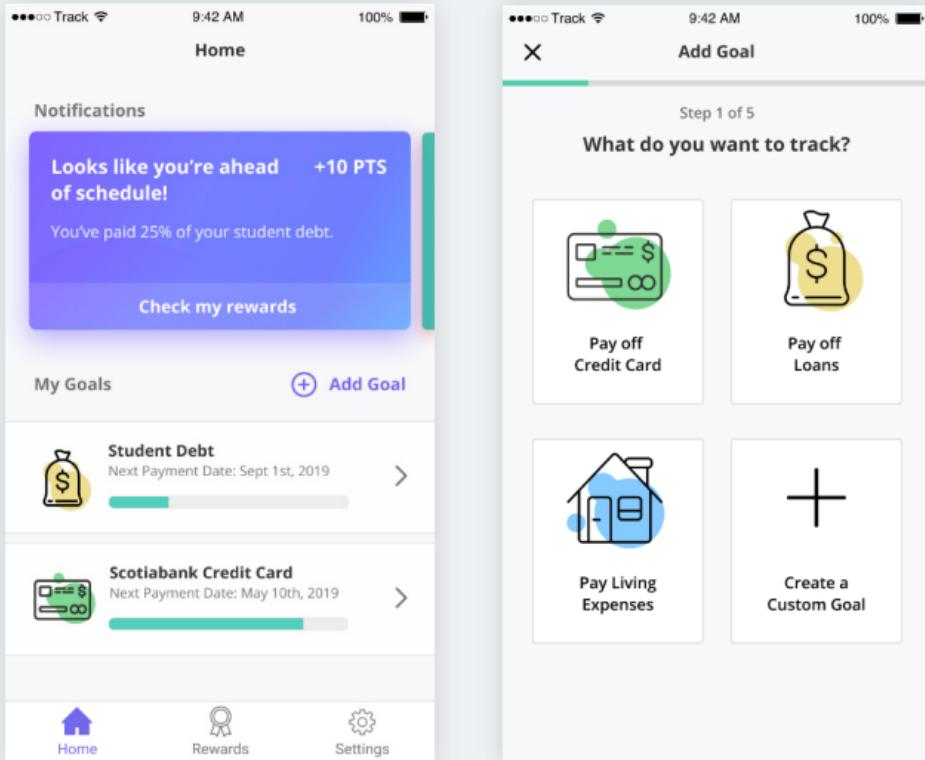
- 6 She uses the points that she accumulated to redeem meaningful prizes and experiences.

Solution

Add Goals

Alexa goes through a **five-step process**:

1. Choose debt as her type of goal
2. Select the type of account from her bank
3. Select her loan payee
4. Provide deadline information
5. Personalize her monthly contribution

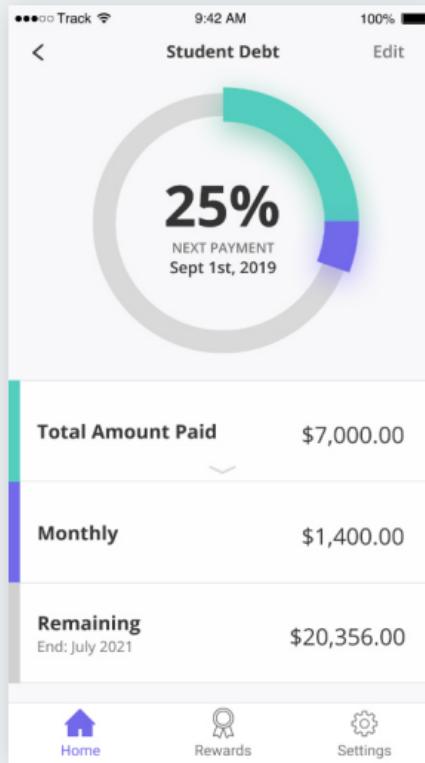


Solution

Tracking Goals

Alexa views her student **debt progress and interacts** with it to learn more information about it.

This page shows a goal chart that **outlines her monthly contributions and remaining balance.**

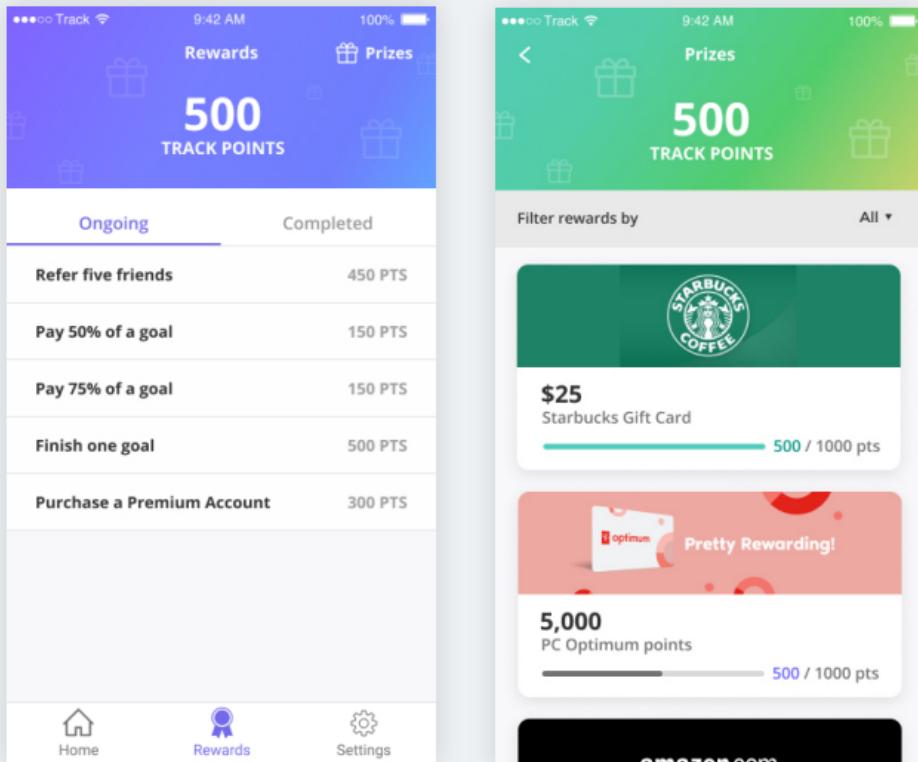


Solution

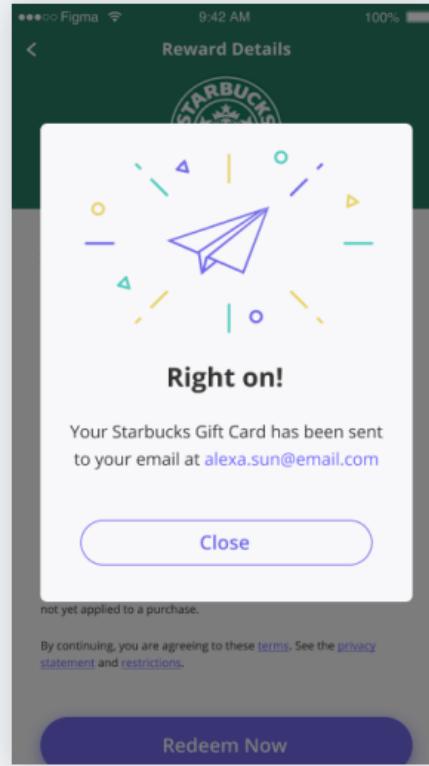
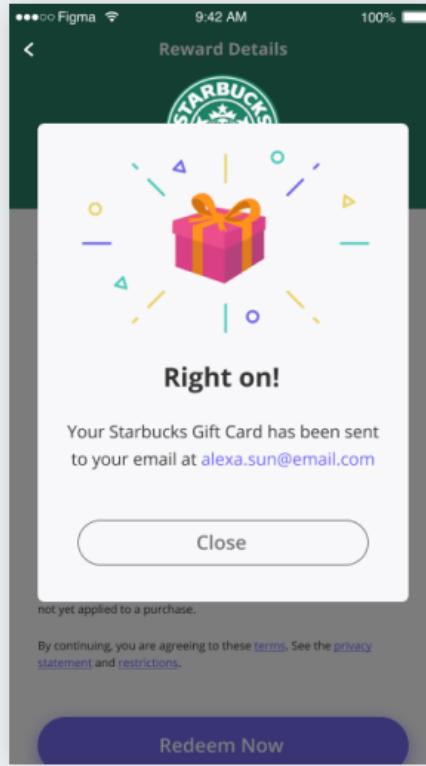
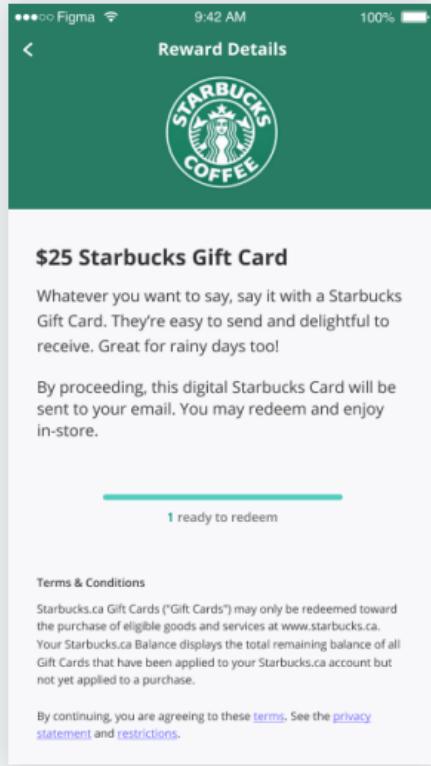
Challenges & Prizes

Alexa takes on opportunities to earn more points in order to redeem meaningful prizes.

This is the solution's gamification aspect for Alexa to continuously use the mobile application. Along the way, she can use her accumulated points to redeem rewards that would make her happy.

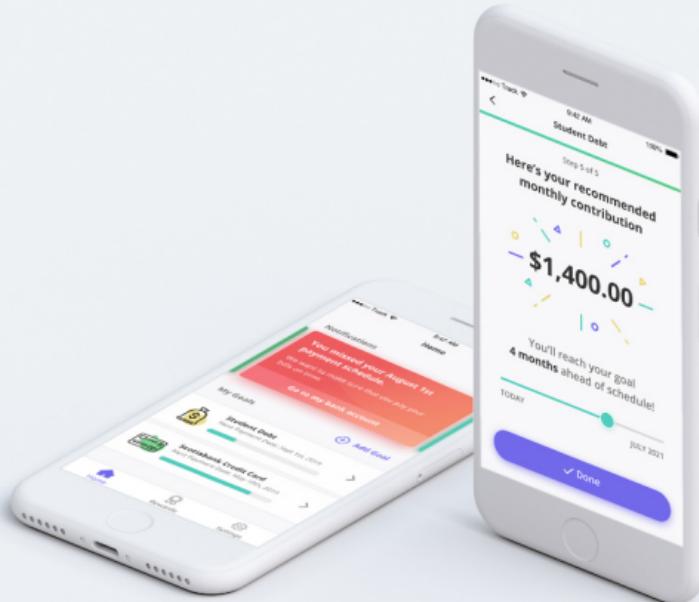


Solution



Solution

Click this to experience Track





Red Automotive

July, 2019 - Present

Client: Red Automotive

I designed printing & digital marketing materials such as posters and business cards as well as social media advertisements to expand and promote the brand of Red Automotive.





The Story Begins With...



“

Sometimes the customer forgets about their next appointment. I want to write down the customer's next appointment on the business card to ensure that they would not forget about their appointment





Let's Dive Into the Problems

 DAVID NOWAK

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There Were **Several Problems** With This Original Design

- Can't write down on this design because of the background color
- The weight of the text is too light, which makes it hard to read the contact information for some customers
- Lack of a brand identity showing on the business card



How I Tackled The Problems



Color

Changed the background color to be white so the user can write down the notes on the business card. Also used black & red to represent the brand identity



How I Tackled The Problems

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Oo

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Typeface

Choose to use Open Sans for a new font, as its known for has excellent legibility characteristics in its letterforms. Also increased the font size and thicker the weight of text compared to the original design to improve readability.



How I Tackled The Problems



Brand Identity

Implemented the three lines and the sliced rectangle, inspired from the logo, into the new design to emphasize the brand identity



Final Design

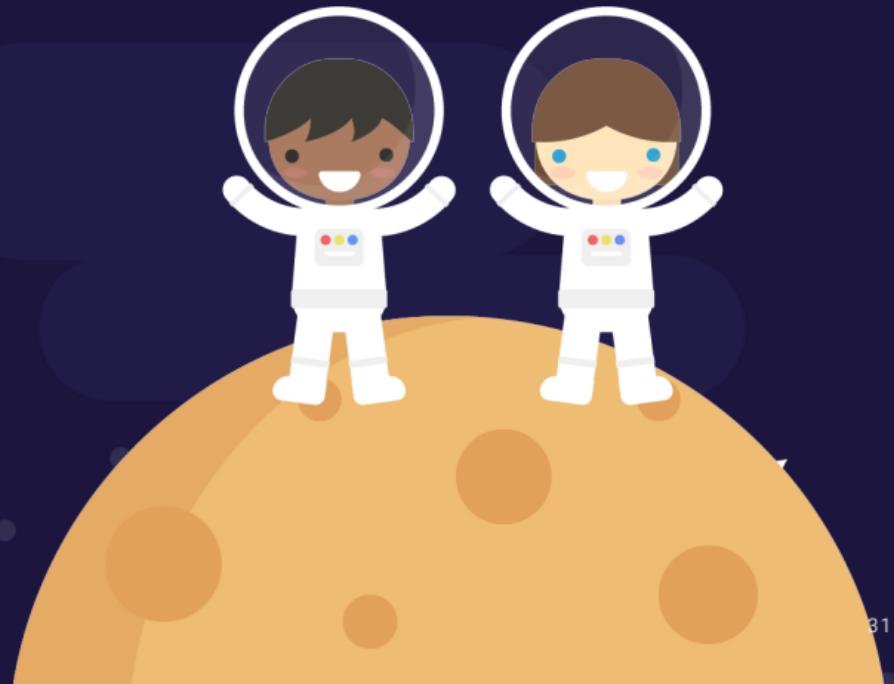




Cybernauts

Jan 2018 - Apr 2018

GBDA 302 Final Project
Client: MediaSmarts





About

I worked with a team of four and created an interactive game application that raise awareness of cyberbullying and to persuade children ages 7-10 years old to avoid bullying another person online

My Role

I contributed as a UX/ UI Designer & Researcher for this project. I conducted secondary research to understand the problem and our target demographic. I created different graphic assets to be used for the interactive game including the background and the spaceship. I was responsible to design the website to promote our interactive game.





The Problem

As technology continues to vitally impact our daily lives, **more and more** children become **exposed to technology at a young age**, and become vulnerable to cyberbullying through different forms of media. **How might we raise awareness?**



The Solution

Create an integrated system that exposes children to common cyberbullying scenarios and engages them in a fun experience that increases their understanding of online harassment.

 BEN KOLDE

Web Designer

Digital Designer & Developer

Coffee shop nomad

Cincinnati

Researchbenkolde.com/

A report from Statistics Canada in 2016 stated that about **1.1 million young Canadians** have experienced cyberbullying or cyberstalking



Research

Cyberbullying was more prevalent in younger age groups

23% of Canadian students from grades 4-11 have said or **done something mean or cruel** to someone online

37% reported that someone has said or done mean or cruel things to them online that **made them feel badly**



Ideation

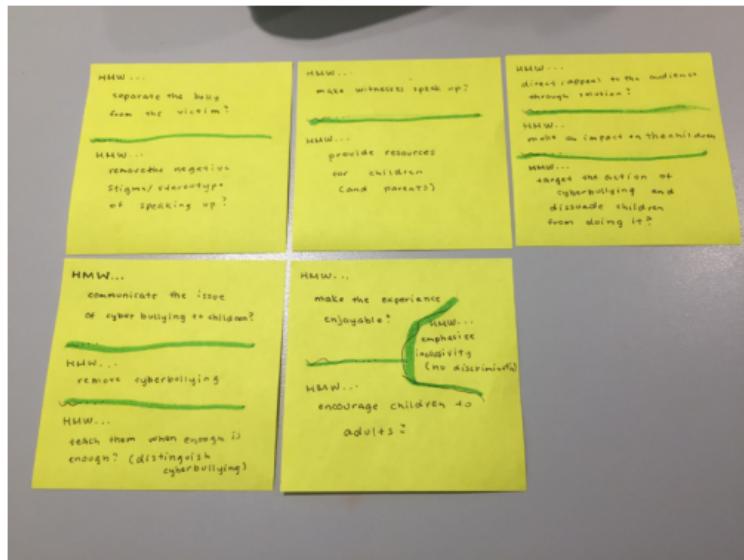
Our group brainstormed together to come up with a concept of our interactive game that could effectively provide a resource to raise awareness of cyberbullying.

Overall we want to prevent the action from happening to avoid consequences.



Ideation

How Might We



Crazy 8's





Ideation

After many group meetings, We decided to do a space-themed game where children have to combat cyberbullying and spread positive language through The Cyber Solar System

The space theme will be appealing to our target audience of young children as it encourages imagination and provides a new and interesting world for them to explore



User Testing

We conducted the user testing from 12 participants with focused on evaluating their interaction, reactions to design flaws, ease of use, and teachability.



User Testing

Key Insights

- The game did an excellent job in reminding users to say good things to one another but, needs more work in terms of teaching about the **impacts of cyberbullying**
- Cannot **distinguish the differences** between the resources on the main menu
- The speed of the user-controlled spaceship was **a bit slow** and **not as smooth** as the bad alien spaceship
- Wants **sound** to be included the game

WELCOME TO CYBERNAUTS





Solution

Cybernauts is a two-dimensional space-themed adventure game where children, ranging from 7 to 10 years old, are given the challenge to navigate to planets and complete missions related to cyberbullying

Solution

- The objective is to avoid asteroids with hurtful words Collision with an asteroid will result in damage to the spaceship. Too much damage will destroy the ship and the level will restart The game will end when the player successfully travels through space and locates the new planet



Click This Text To Play The Game





Thank You For Your Time :)

Do not hesitate to contact me if you have questions

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