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# UX/UI PORTFOLIO 2020



**espec!app**

>UX/UI GROUP PROJECT

AISHWARYA SINGH

CCSMFA

INTERACTION DESIGN

IBRAHIM OZEN

CCSMFA

INTEGRATED DESIGN

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**ROLE:**

**DESIGN RESEARCHER**

**VISUAL DESIGNER**

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**SOFTWARE:**

**ADOBE XD**

## THE PROBLEM

How would you create a food delivery application for Mexican students in Detroit?

## OVERVIEW

The prototype was designed with features based off of the data and responses that were received from the qualitative and quantitative research & insights from the surveys and interviews.



**espec!app**



## RESEARCH & INSIGHTS

## METHODOLOGY

- Observational Study
- Interviews
- Survey
- Focus Group

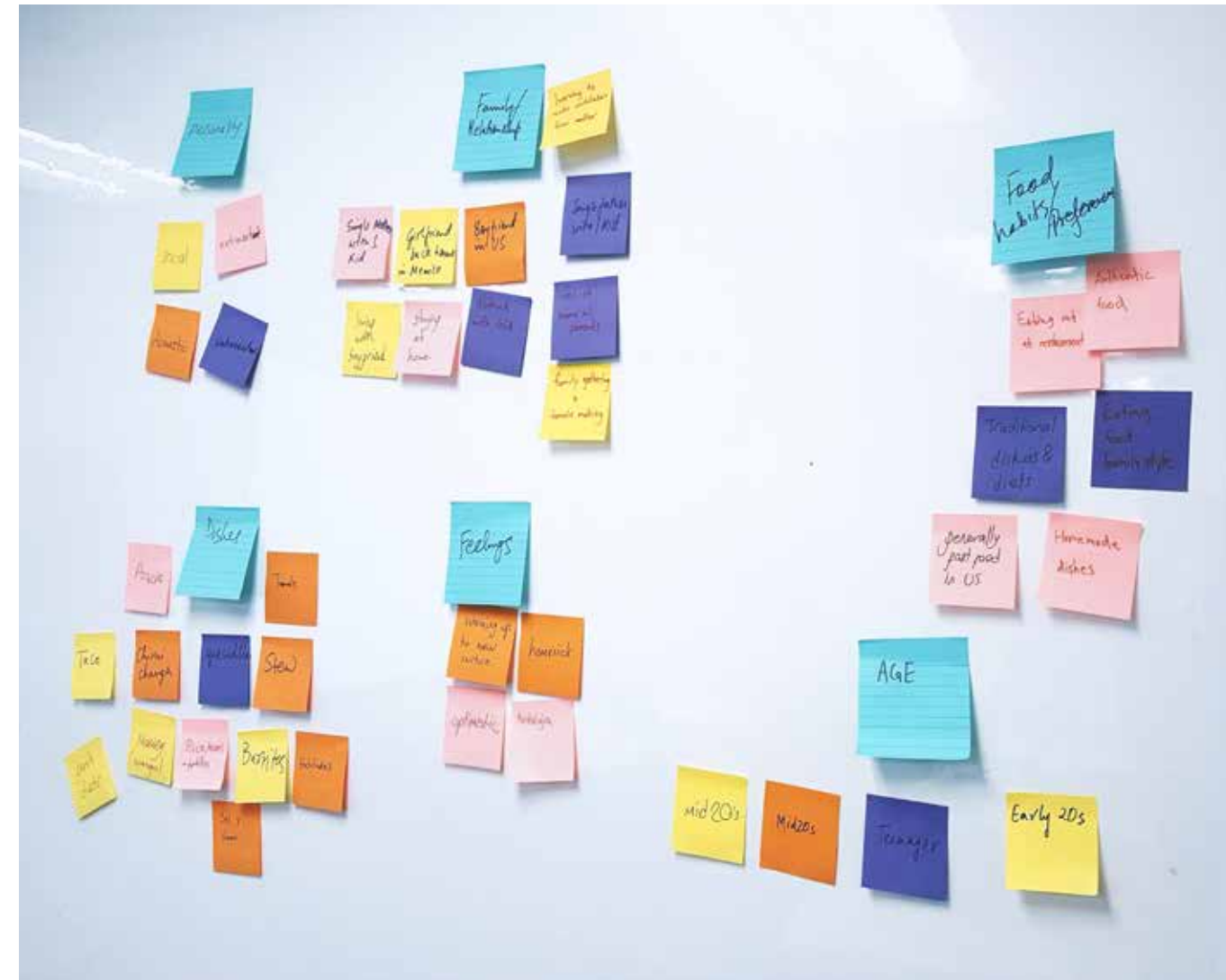
## KEY INSIGHTS

From the research findings it was important to include features that was supported by the data:

Toggle to switch between English & Spanish for **convenience**

## A ratings & recommendations feature for product quality & price

Simple navigation with bright & rich  
visual food imagery inspired by authentic  
Mexican cuisine to **service**

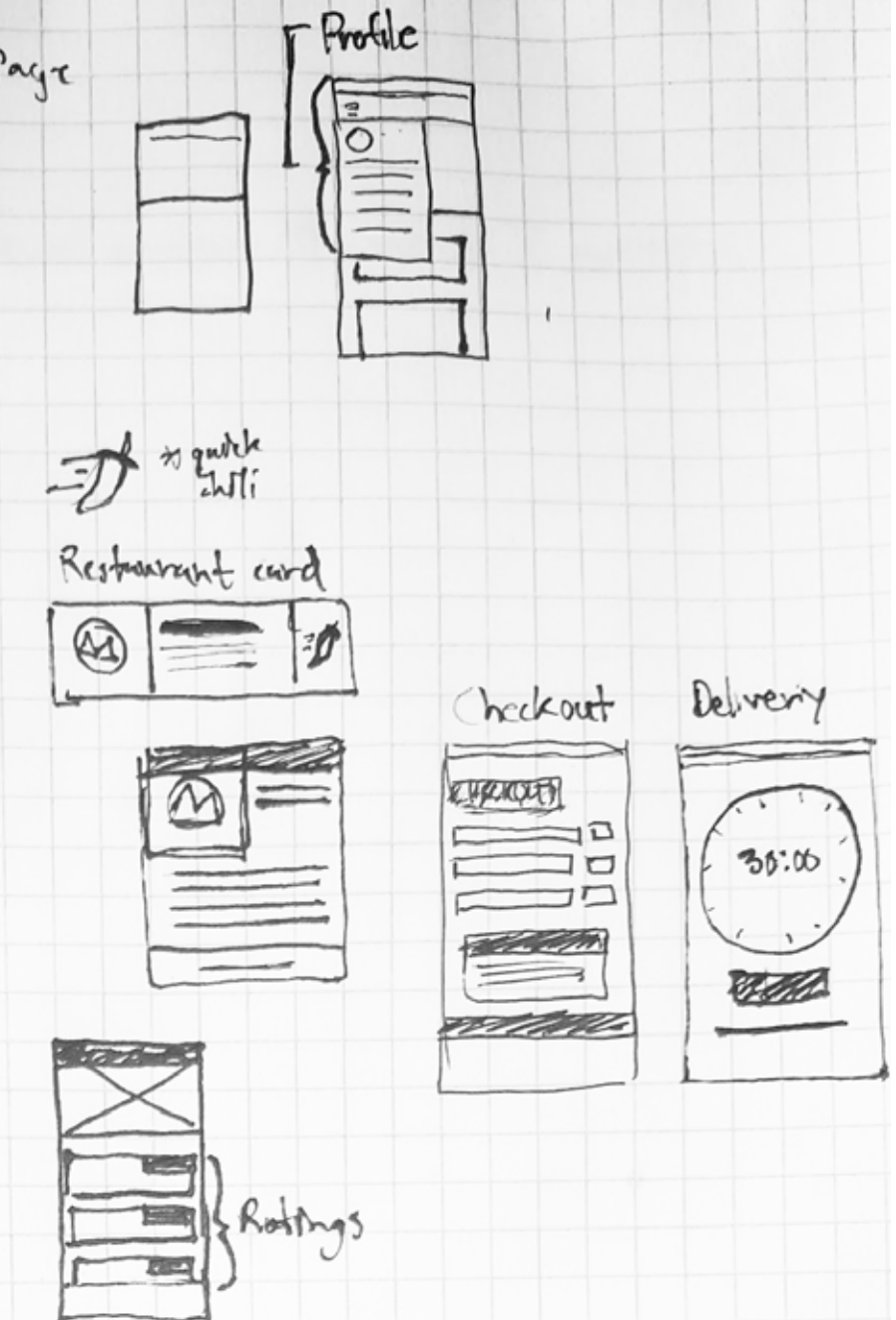


## Features & Functions

- Login → Onboarding → Main Page
- main Page →

- ↑ Lists local restaurants
- Fractured restaurant based on recommendations
- Live update of restaurants which offer free delivery status bump ↑

- + Affordable restaurant panels?  
cards?
- + Experience modes
- + Choice between EN  $\leftrightarrow$  ESP
- + 3 cases shows price, quality
- + Menu options
- + Recommendations + Ratings
- + Near Me
- + Menu + Check-out
- + Delivery time
- + Onboarding to see time



# JOURNEY MAP



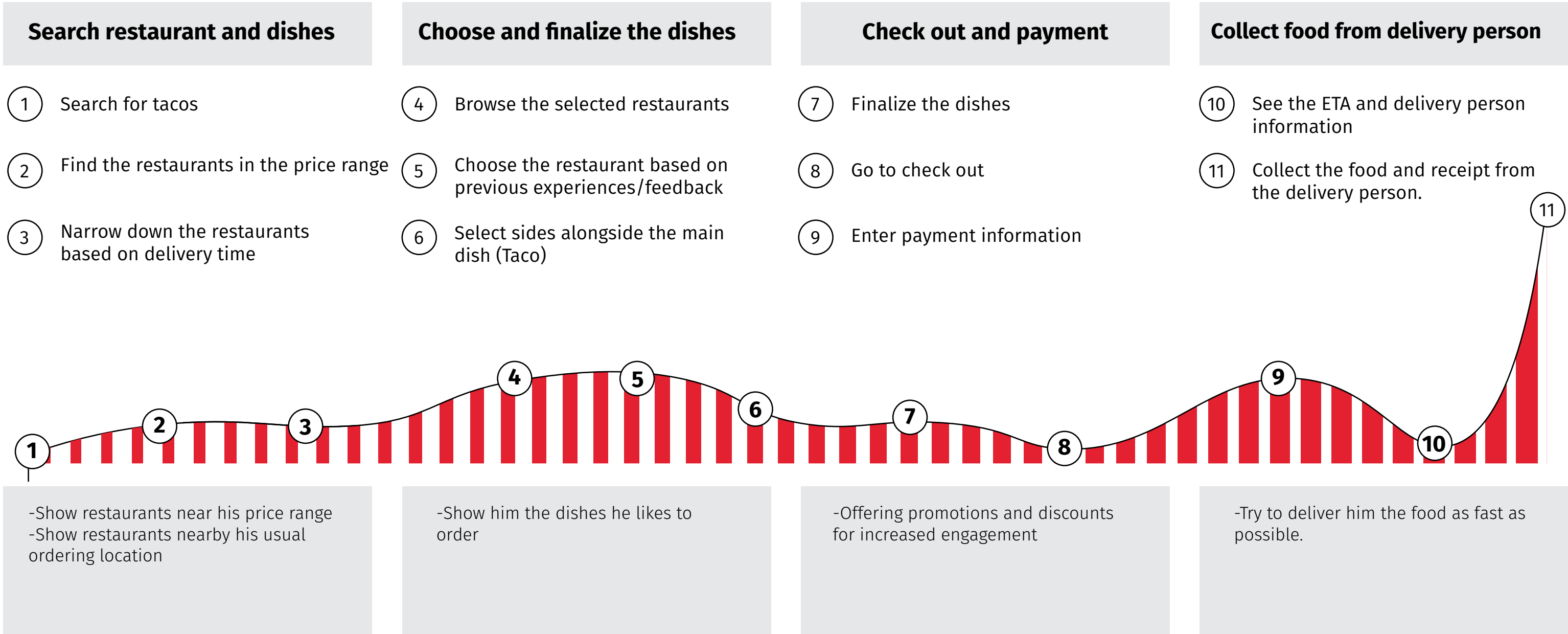
**Marco Rivera**  
21, Junior, CCS

**SCENARIO**

Marco comes home after study and work around 9:00 pm on a Wednesday. He has missed his dinner and he is too tired to cook. He lives in a studio apartment and he is about to order some food online.

**GOALS AND EXPECTATIONS**

- Get Mexican foods delivered at his house
- Get the food delivered in thirty minutes
- Pay an average price for the food (around 10\$)



Creating a user journey map helped in designing a clear user flow to accomplish the goal of ordering from the food delivery service.



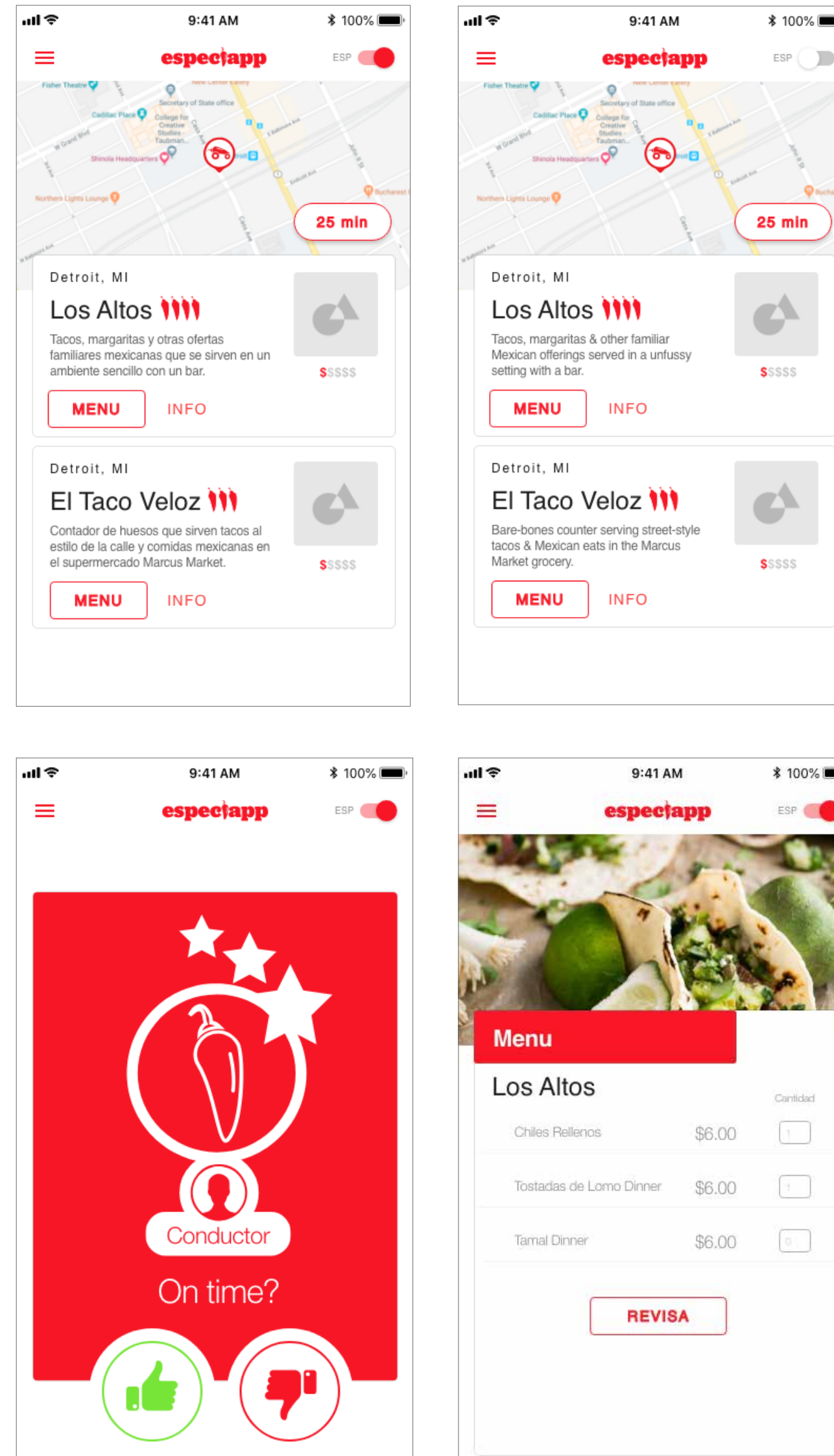
# espectapp

> UX/UI GROUP PROJECT

ROLE:  
DESIGN RESEARCHER  
VISUAL DESIGNER

SOFTWARE:  
ADOBE XD  
ADOBE AFTER EFFECTS  
ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP

## WIREFRAMES



## ADOBE XD PROTO- TYPE



<https://to.ly/1yYmH>



doma  
> HACKATHON PROJECT

ROLE:  
VISUAL DESIGNER

SOFTWARE:  
ADOBE XD  
SKETCH  
ADOBE AFTER EFFECTS  
ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP



## THE PROBLEM

How can we design a digital solution with an approach to provide ease of use to displaced individuals as well as offer clear communication with potential hosts?

## OVERVIEW

Doma provides a platform where refugees can clearly communicate their needs, be it handicap accessibility, access to schools for their children, or rooms with enough space to accomodate a family.



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# RESEARCH & INSIGHTS

## KEY INSIGHTS

While researching different solutions to the problem of **language barriers** we decided to explore a modern approach to universal symbols just as ancient hieroglyphs were designed to be used as informative pictographs. We used inspiration from a company called Iconspeak to **integrate universally recognized icons to replace the need for translation.**



iconspeak.world



ROLE:  
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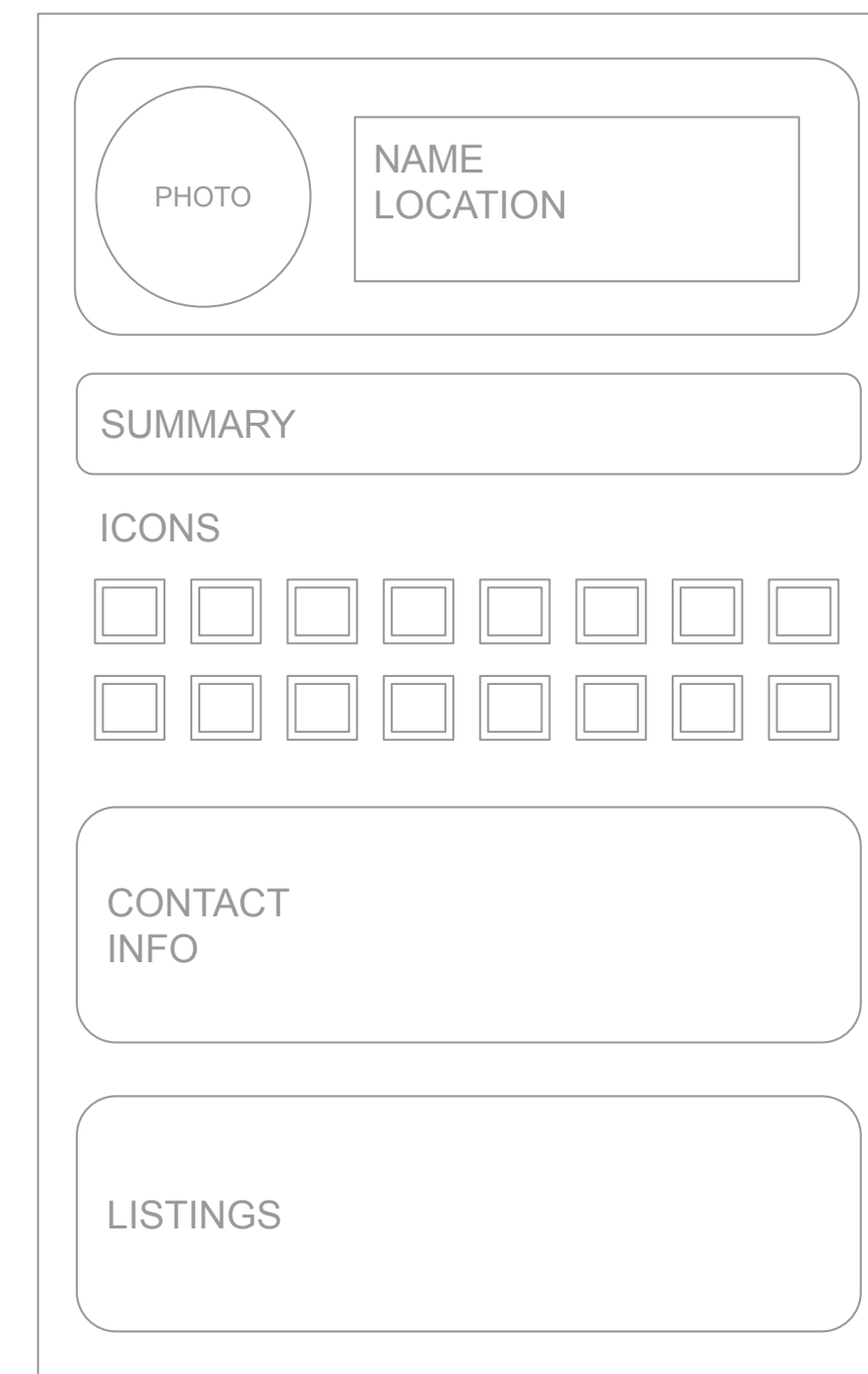
# WIREFRAMES

## COMPONENTS

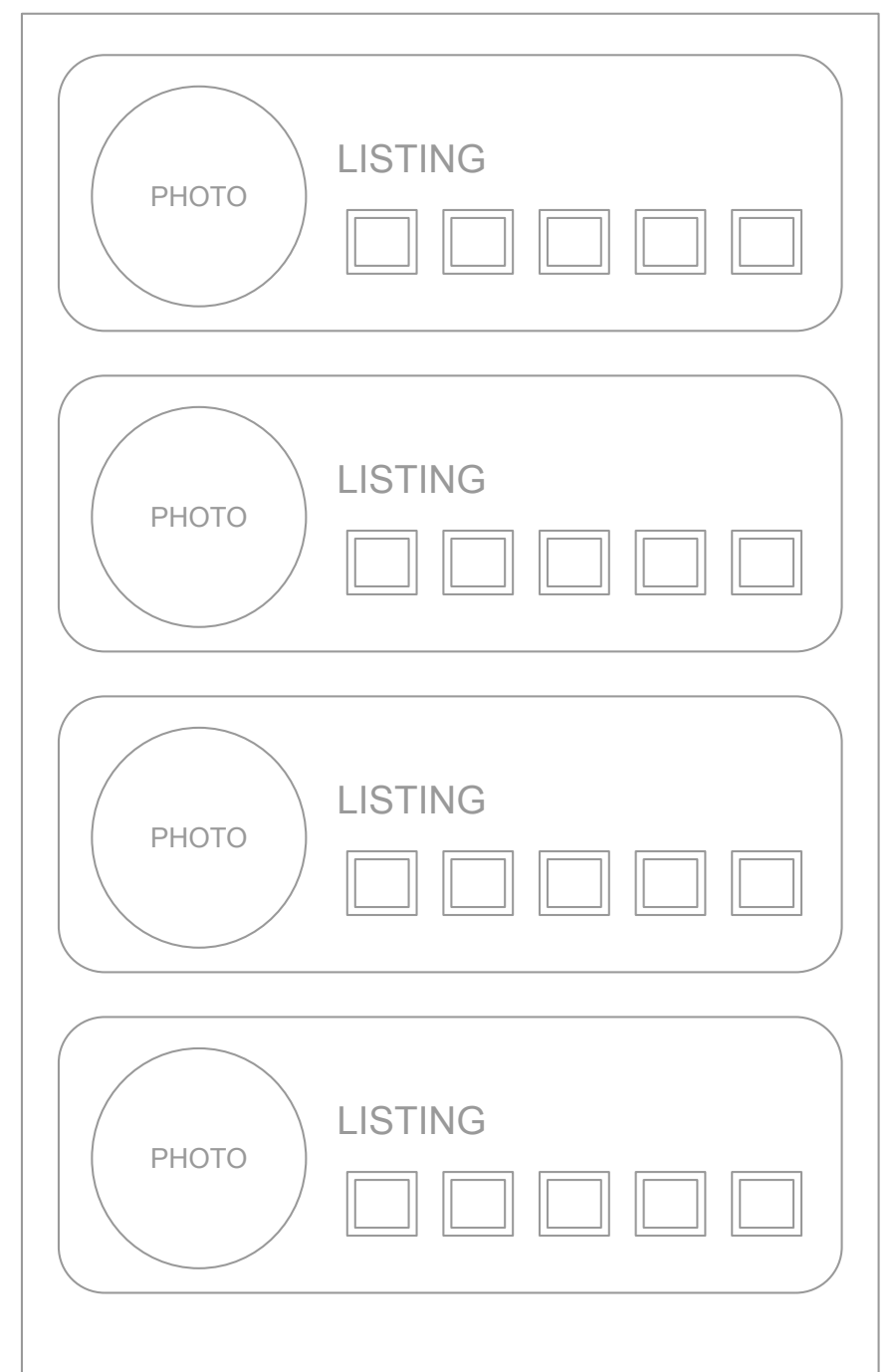
The **Host/Refugee Profile** page functions as a space where hosts share their contact info, accommodations, amenities, and listings with potential users to host.

The **Index/Listings** page gives a view of all available listings in the area of the user who is looking for accommodation.

HOST/REFUGEE PROFILE



INDEX/LISTINGS

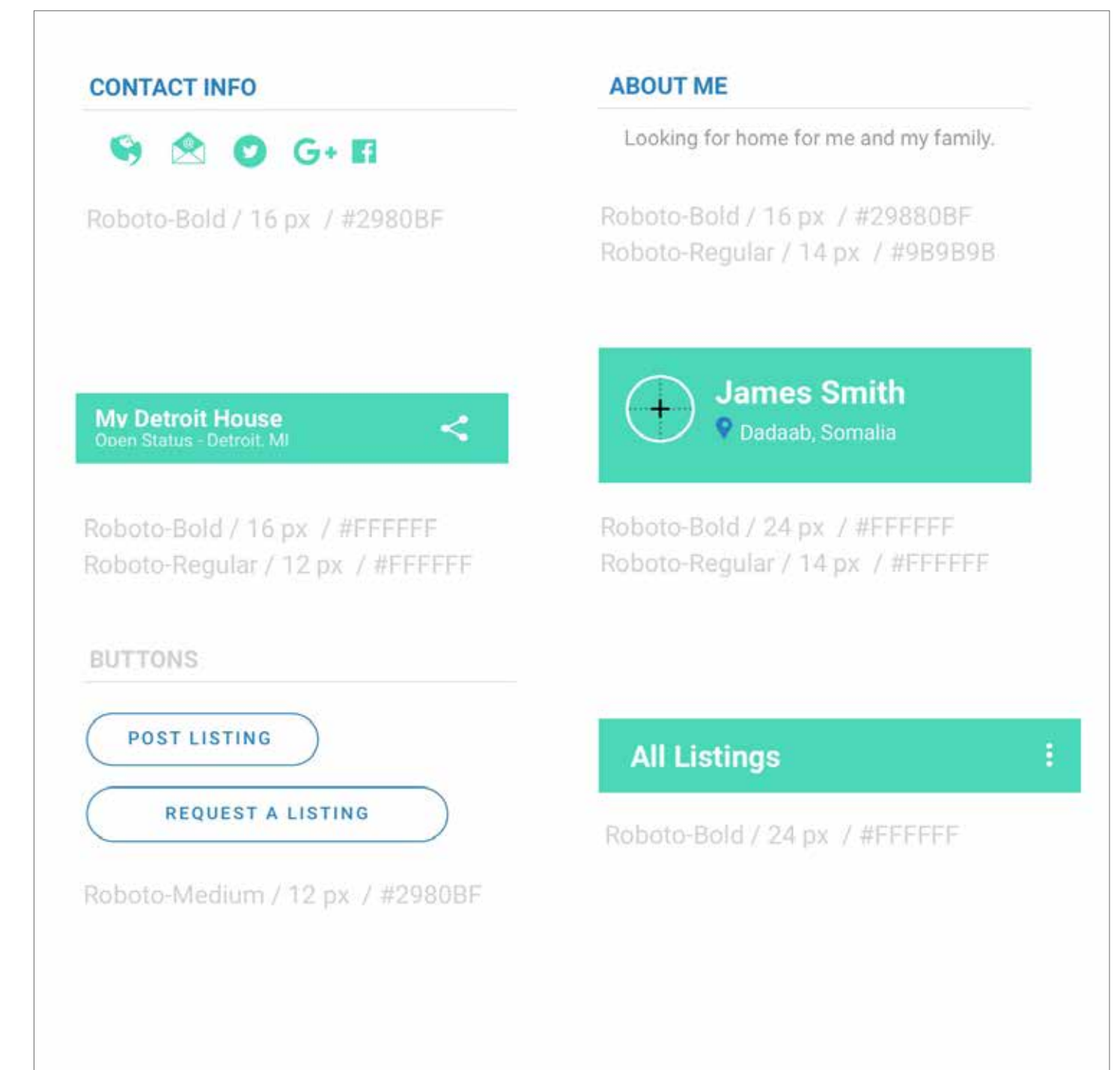
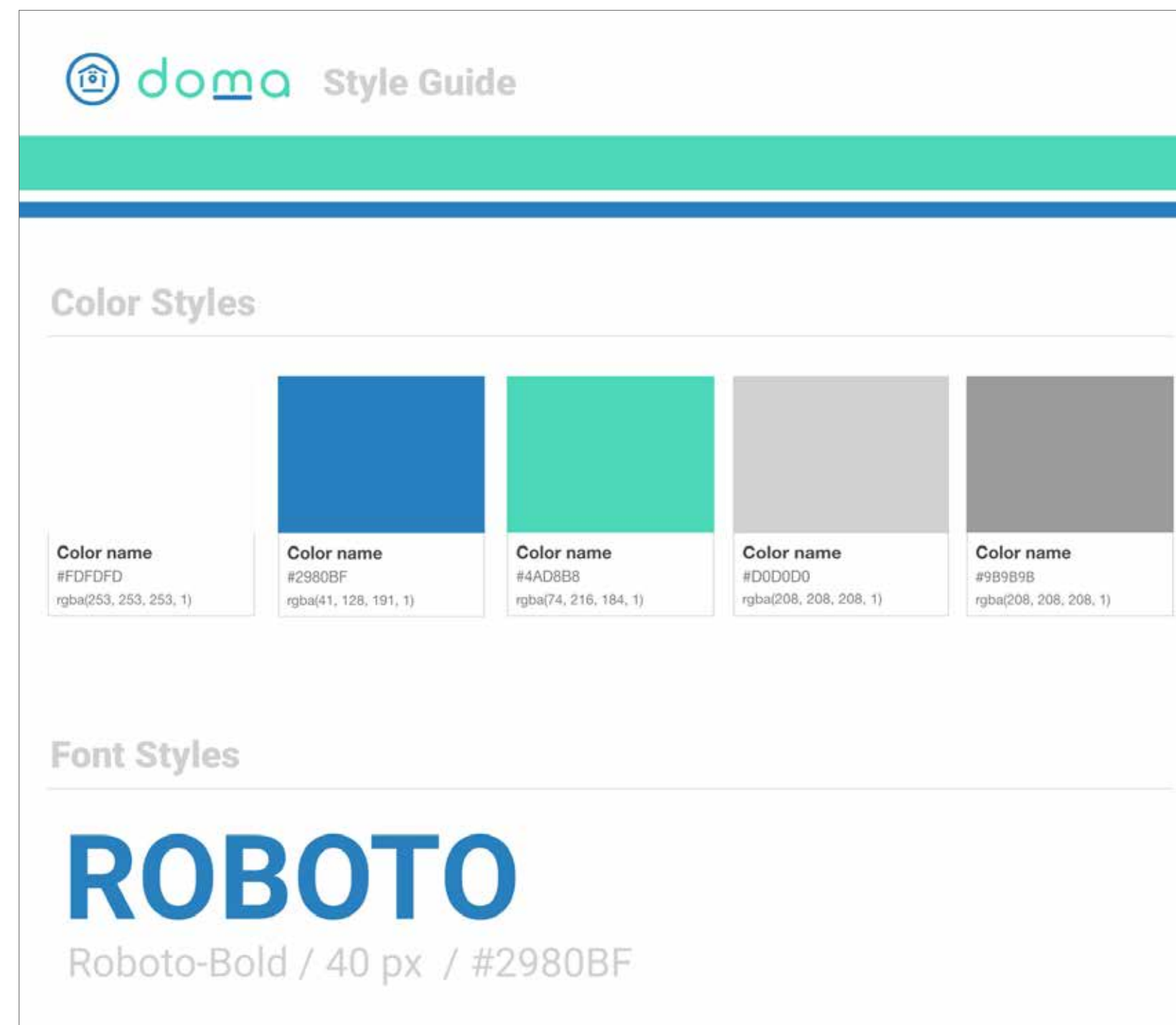




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# STYLE GUIDE





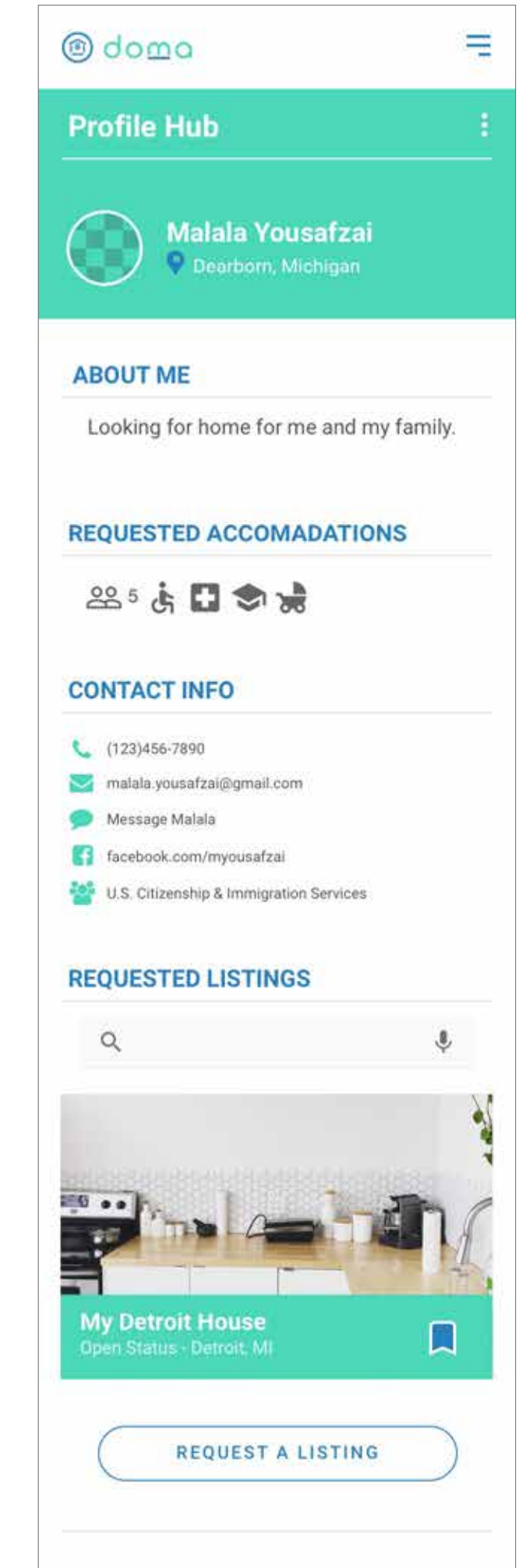
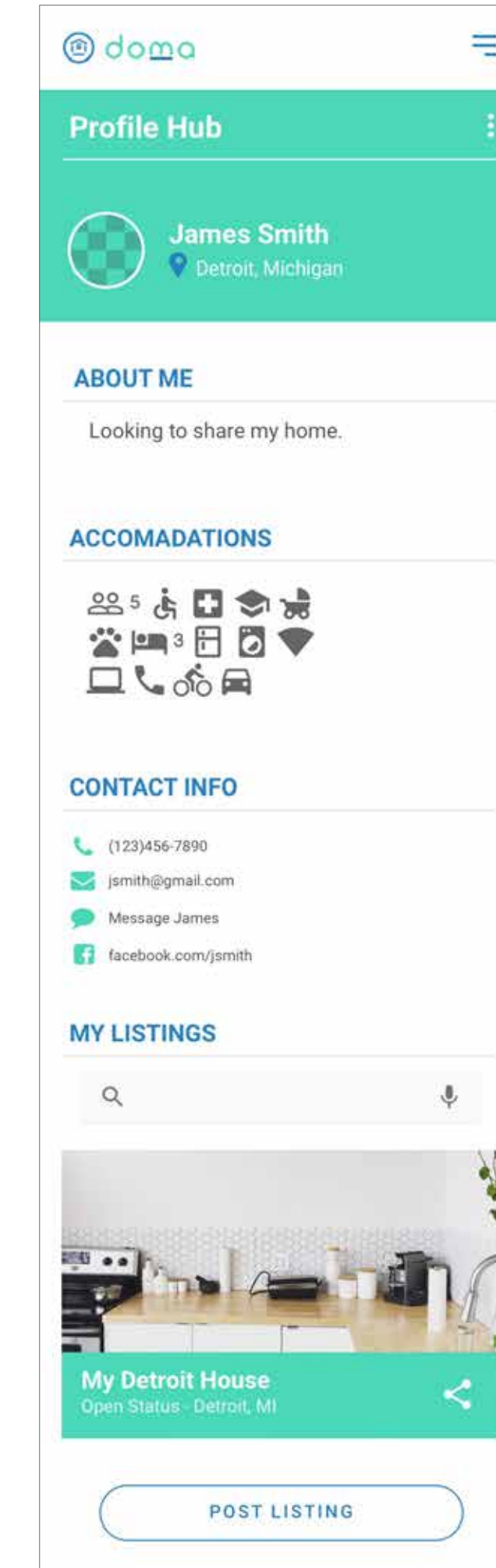
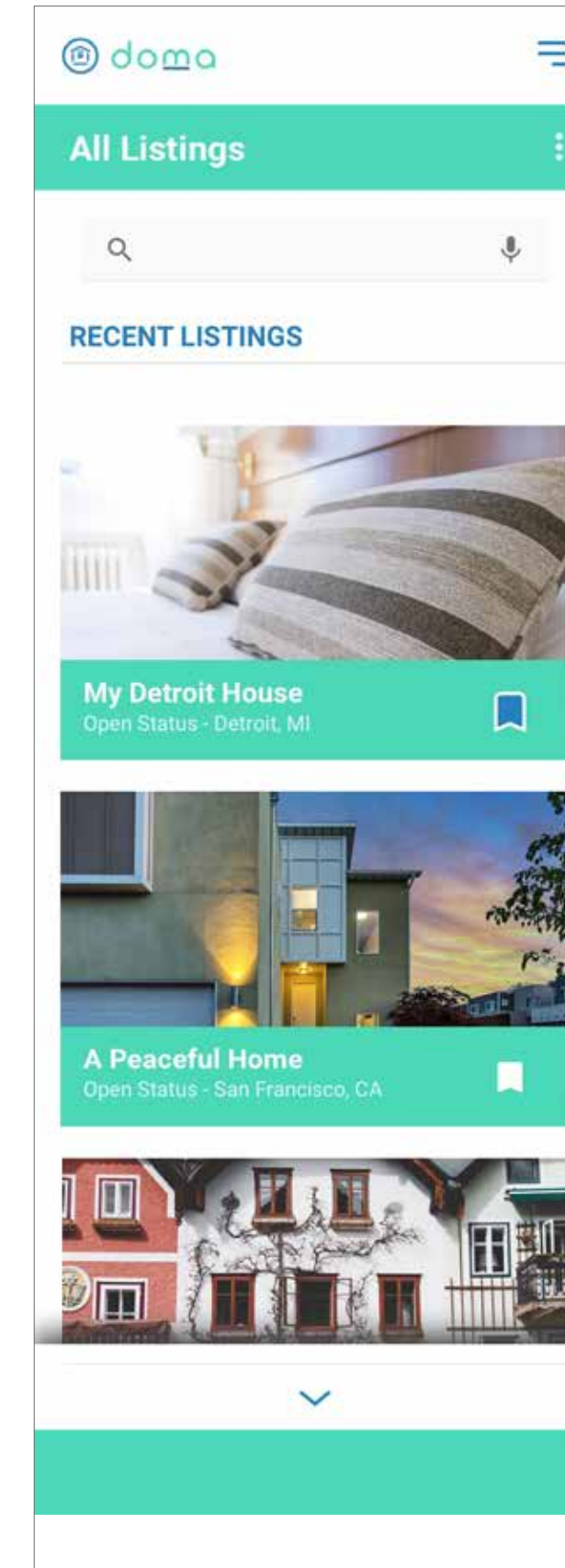
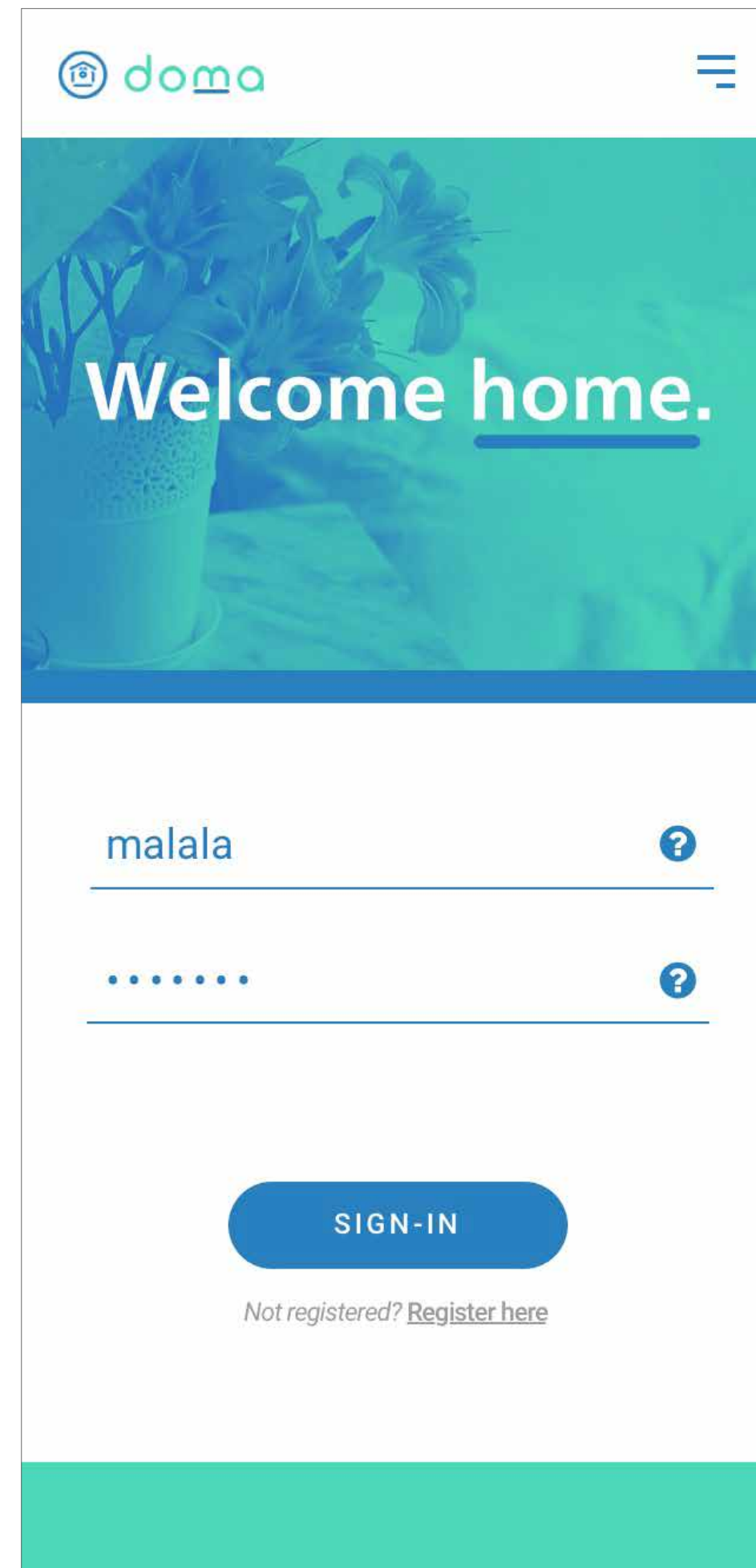
# doma

> HACKATHON PROJECT

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## MOCKUP







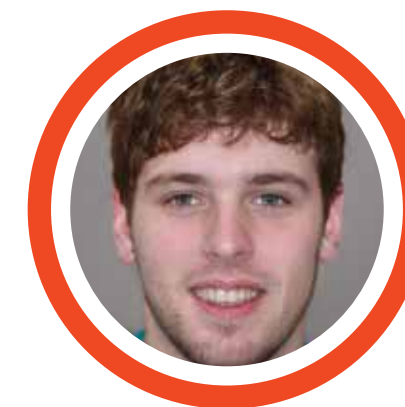
## THE PROBLEM

How do we go about creating an application that helps moderators navigate through large message threads and better manage their subreddit communities for Reddit's users?

## OVERVIEW

The **Content Moderator Filter tool** is designed to assist moderators in filtering content and moderating their subreddit communities more efficiently so they can engage in better community conversations.

## Personas



**Jeffery Hopkins**  
23 | Customer Service Rep

*"I love having the ability to ban users that contribute nothing to the conversation."*



**Jada Herrera**  
31 | Blog Writer

*"Gaining insight into reading how people feel about relationships is the best."*



**James McDonald**  
31 | Insurance Sales

*"It's great meeting up with my buddies to talk about our fantasy football league."*



# RESEARCH & INSIGHTS

## METHODOLOGY

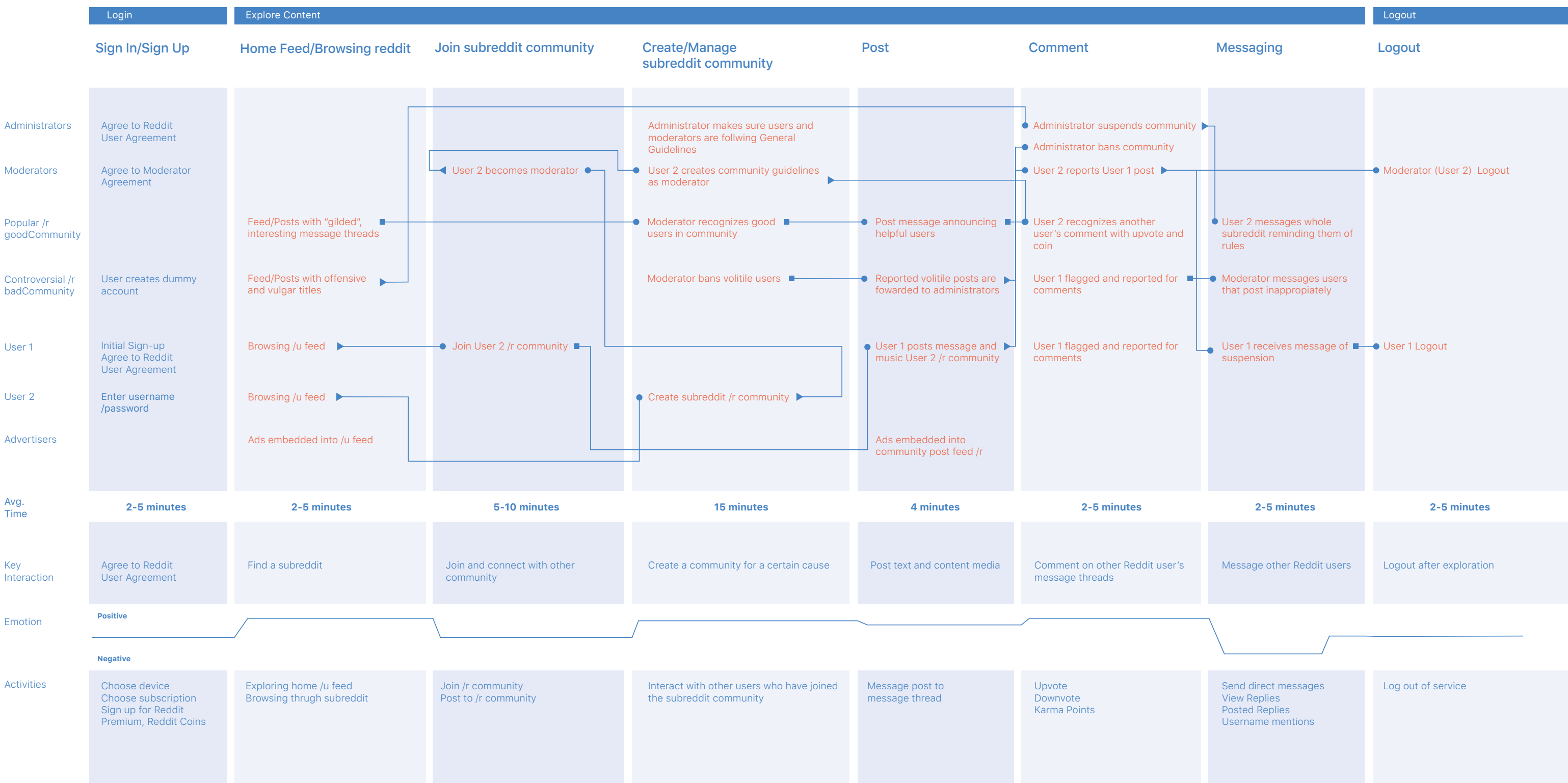
- Observational Study
- Interviews
- Survey

## KEY INSIGHTS

Reddit communities can become hard to moderate as the user community and activity increases. This application decreases the stress needed from moderators to keep communities and conversation thriving.

## Process Map

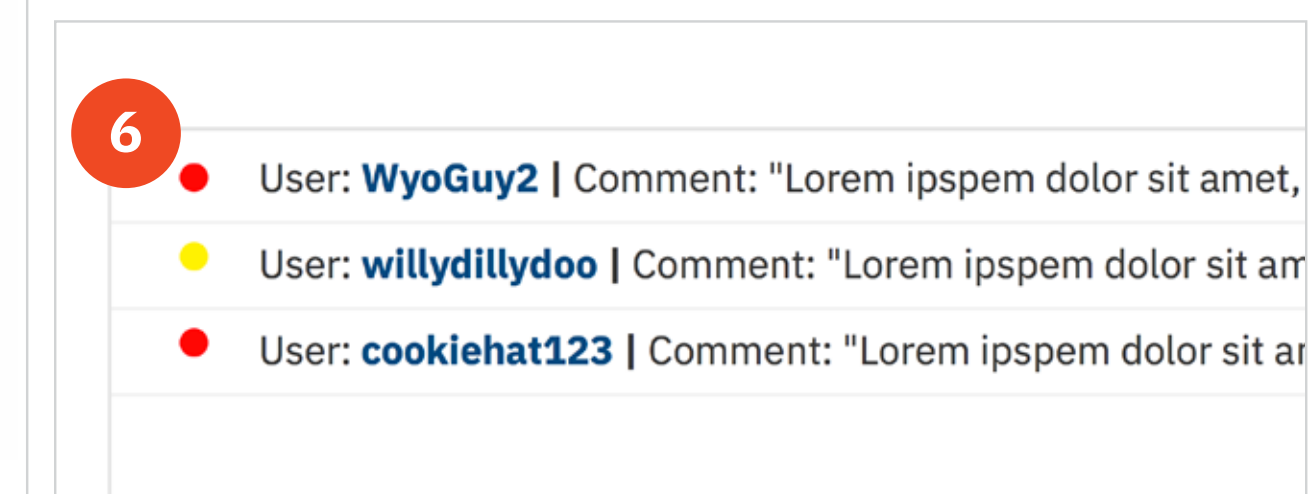
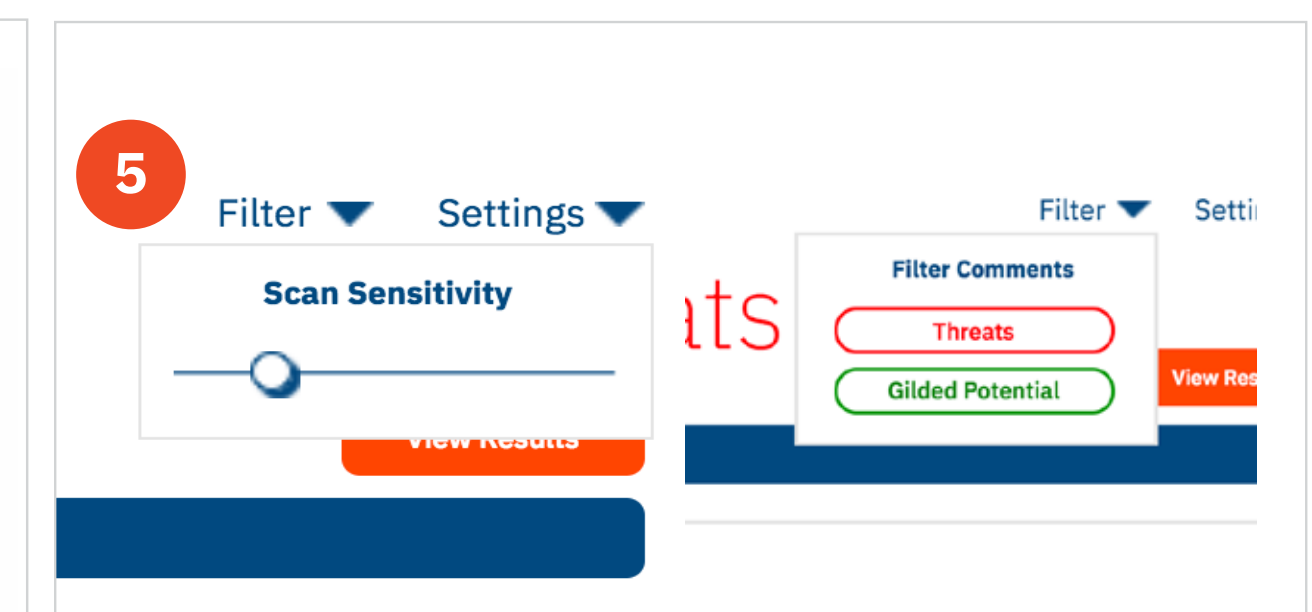
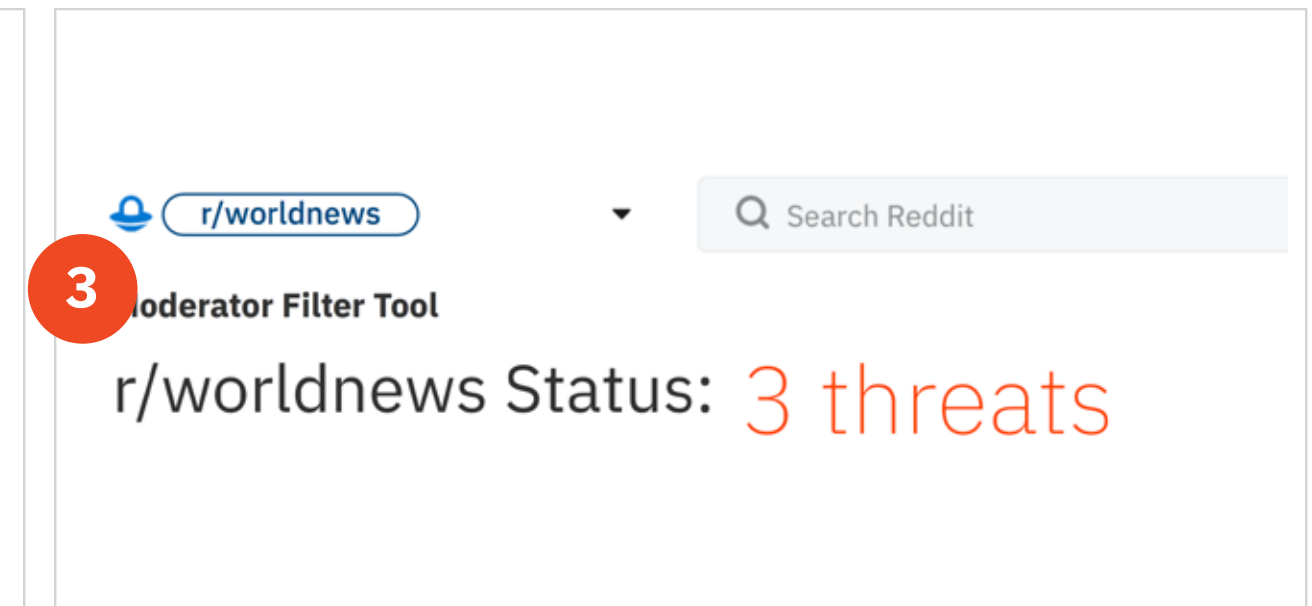
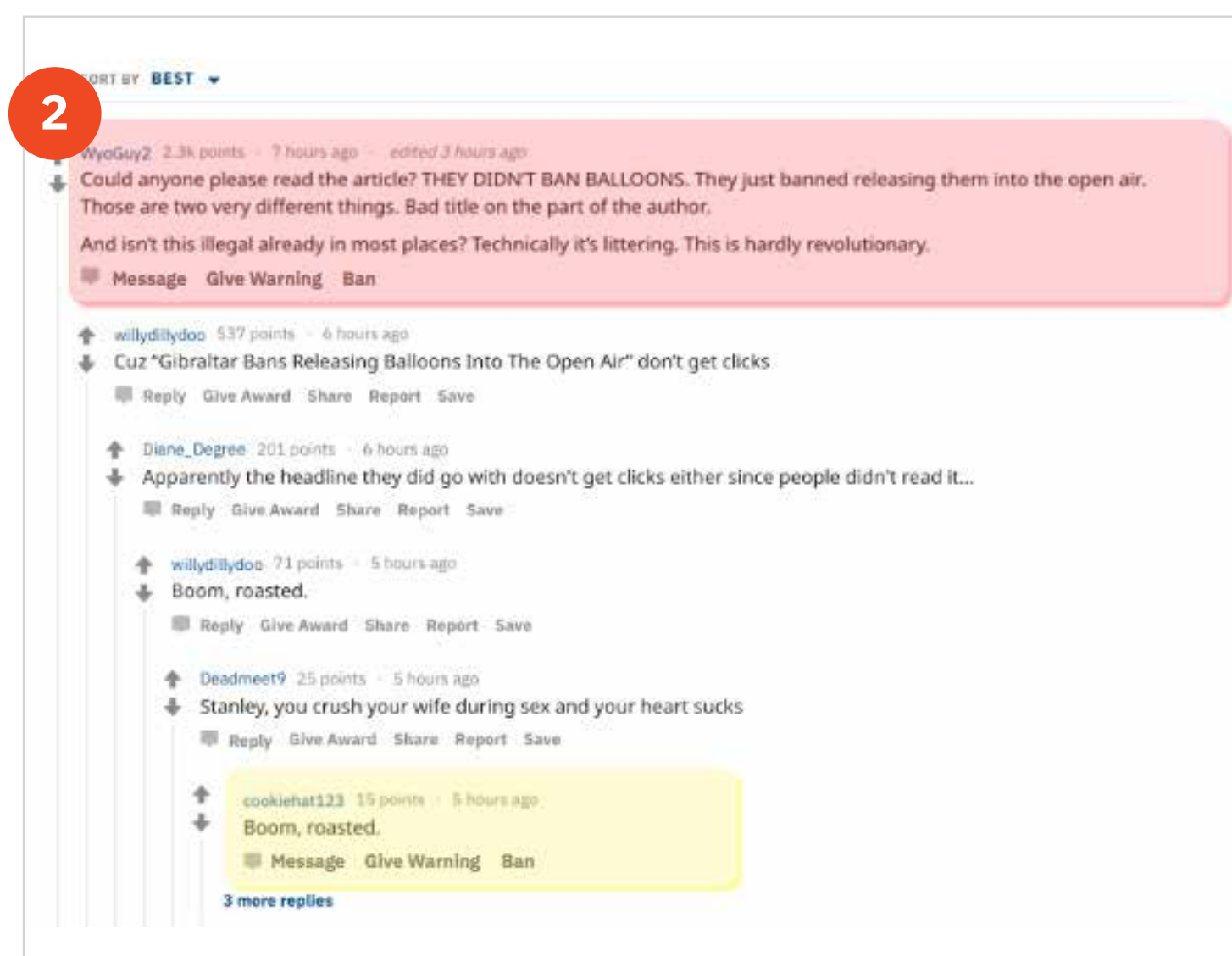
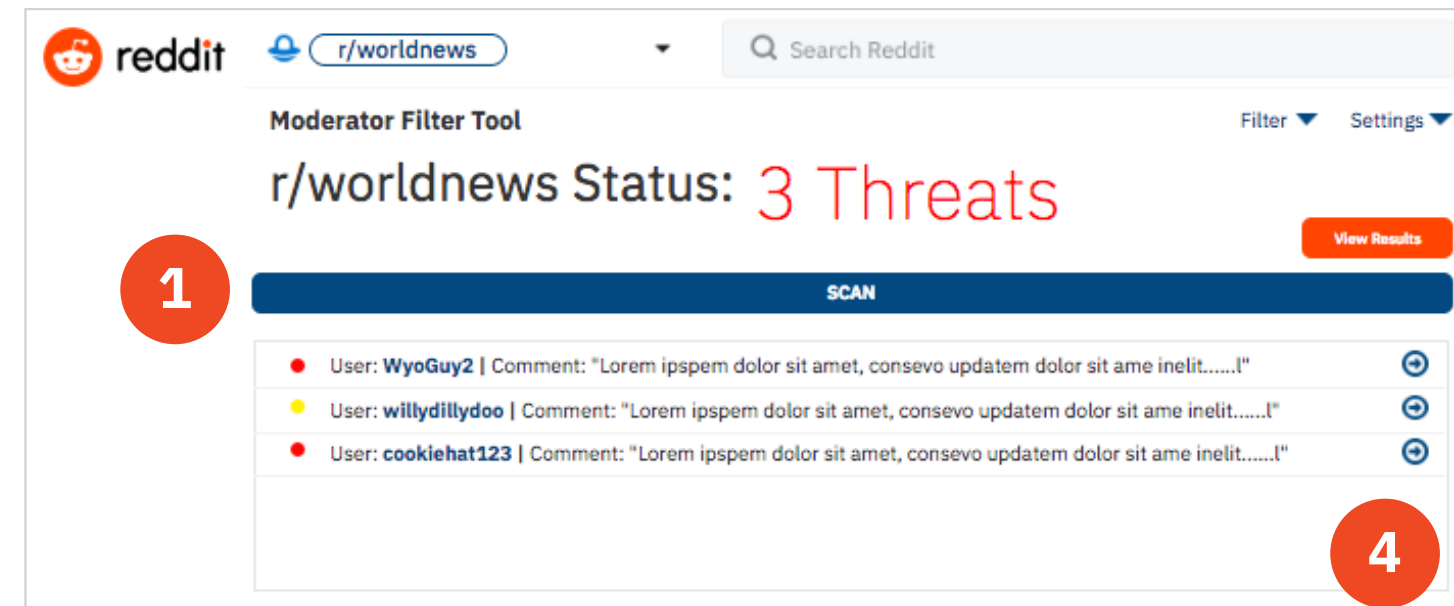
How moderators and users interact





# WIREFRAMES

- 1 The **scan button** allows user to accumulate a list of users whose comments might be inappropriate
- 2 **Links to the comment** can be clicked to jump to the flagged comment
- 3 The **view results button** allows the moderator to skip to the comments that are under suspicion of being inappropriate.
- 4 The whole component will be a fixed in a position that makes it more accessible when scrolling through the comments
- 5 The **settings button** gives the moderator options to control the sensitivity of the filter and adjust the warning message that is sent out to the flagged user
- 6 The **threat level indicator** serves as a quick visual cue to the moderator showing what comments should be viewed for judgement



# INFINITI

## SPONSORED PROJECT

### > UX/UI TEAM PROJECT

#### MEMBERS:

YUNA LEE

CCSMFA

INTERACTION DESIGN

WOONGHEE CHUNG

CCSMFA

TRANSPORTATION DESIGN

#### ROLE:

DESIGN RESEARCHER

UX/UI DESIGNER

#### SOFTWARE:

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

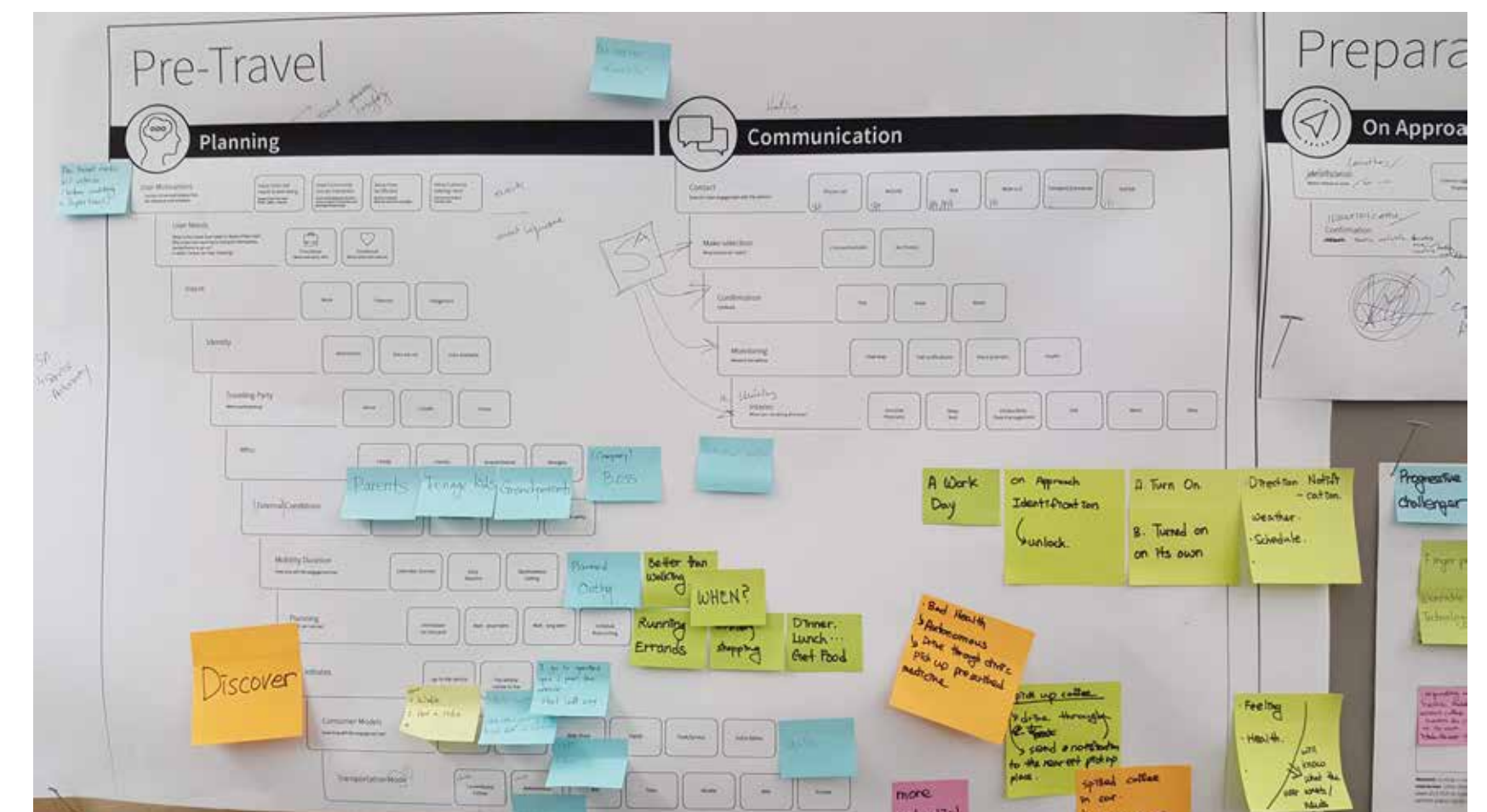
CINEMA 4D

## THE PROBLEM

How can we develop a mapping tool that can aid in creating an interactive experience for an autonomous vehicle concept in the year 2035?

## OVERVIEW

The purpose of this project was to work with a transportation designer to discover different interactive design opportunities and moments that could exist for an autonomous vehicle.





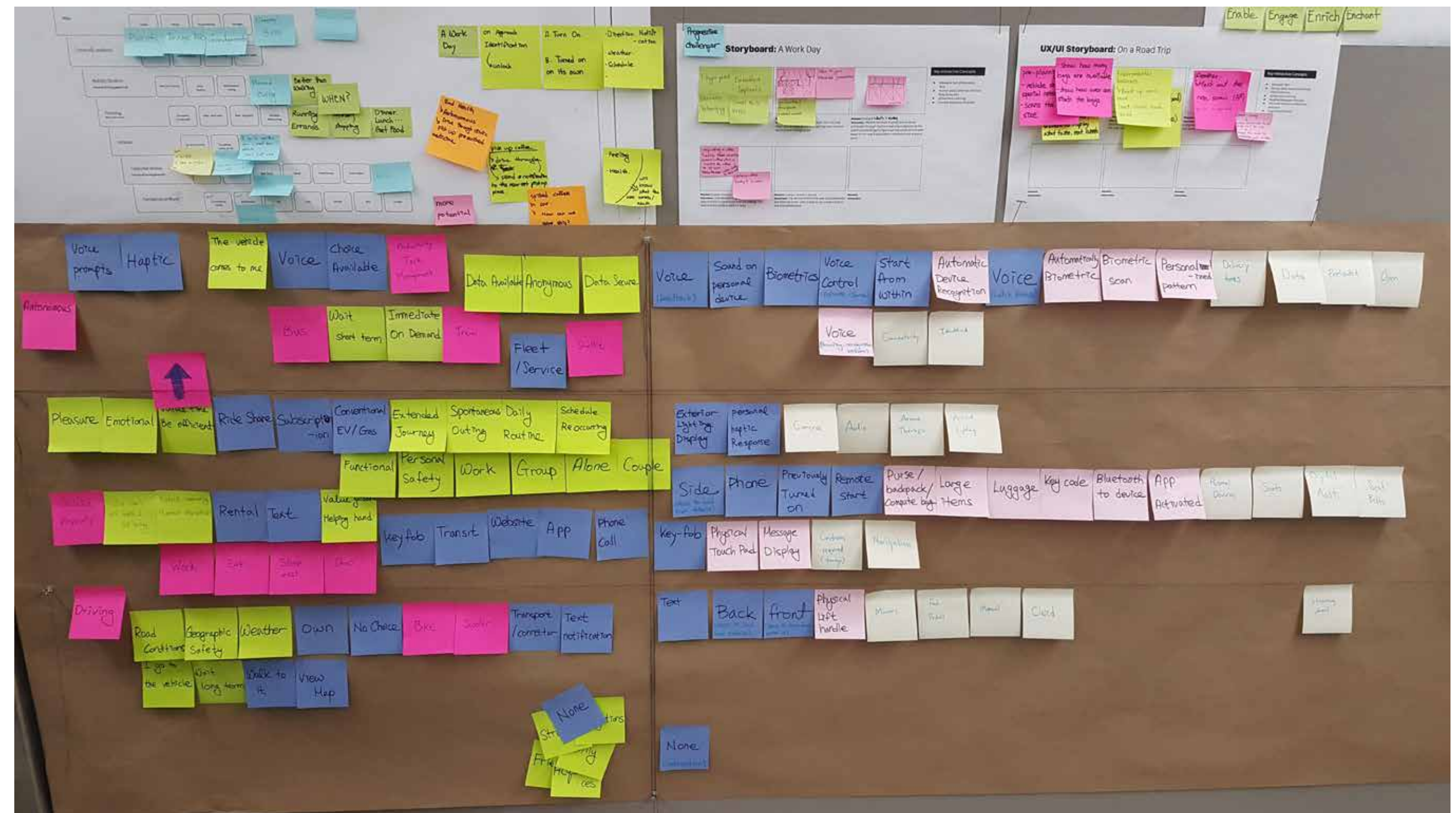
# RESEARCH & INSIGHTS

## METHODOLOGY

- Identifying Big Trends & Emerging Technologies
- Process Map
- Storyboarding

## KEY INSIGHTS

We set out to outline all of the different modern options and actions of the user as they interact with the vehicle in different phases from preparation to arrival. Within these phases we identified different user micromoments between the vehicle and user that could be used as a design opportunity.

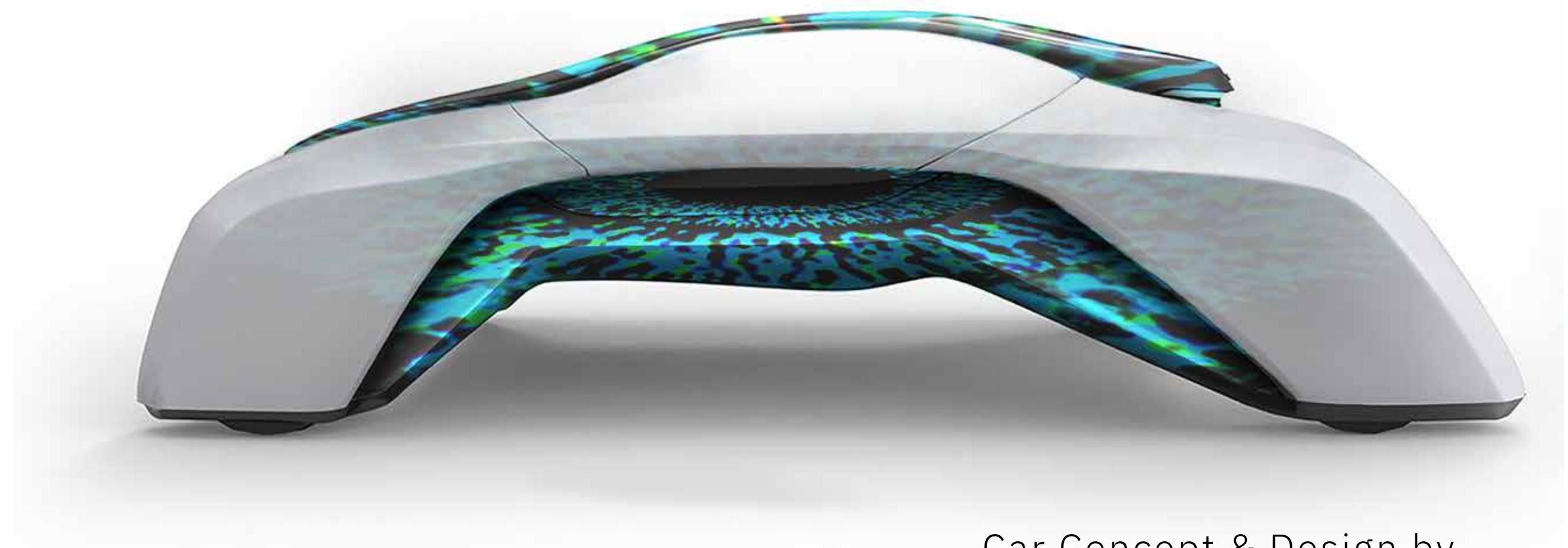


# PROCESS

## CONCEPT

The concept was inspired by ASMR (Autonomous Sensory Meridian Response) and it is defined as an experience characterized by a combination of positive feelings and a distinct static-like tingling sensation on the skin using repetitive sound and visual effects.

We looked at different patterns and animations that delivered mesmerizing and tantalizing feelings. We chose to render an animation in Cinema4D on the exterior of the vehicle that resembles the human iris. This interaction occurs at the moment the user is approaching the vehicle.



Car Concept & Design by  
Woonghee Chung  
CCSMFA Transportation Design





# Thank you,

for checking out my work!