

YEEUN KIM

PORTFOLIO

Planning - Marketing - UX/UI Design

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PORTFOLIO

01 PLANNING/ MOBILE APP DESIGN/ PROTOTYPING

HCI KOREA 2019 - D.REAM ACADEMY

02 MOBILE APP DESIGN/ WEB DESIGN/ MARKETING/ BRANDING

Haii Corporation

03 MOBILE APP DESIGN/ PROTOTYPING

PERSONAL PROJECT

04 PLANNING/ BUSINESS RESEARCH

PERSONAL PROJECT

Mobility Of The Day

Project Type

Professional- Team Project

Platform

Android & iOS

Project Period

2019.06 - 2019.08

Medium

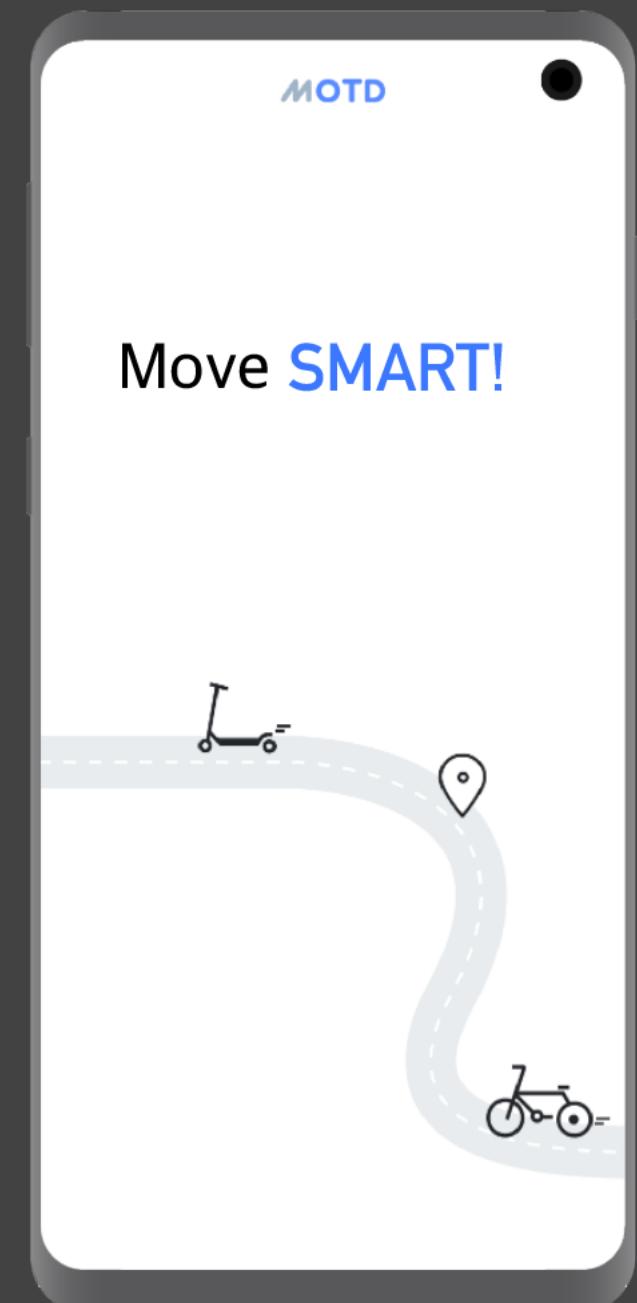
Sketch

My Role

Planning 60% / Research 40%

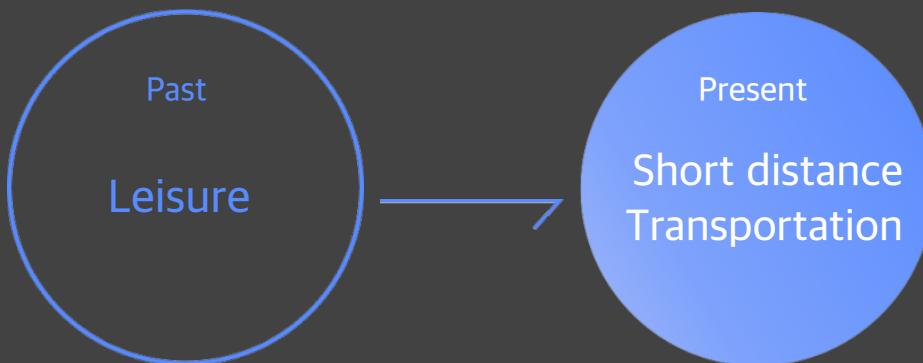
GUI/ UI Design 100%

Prototyping 100%



Background & Market Research

While there exists many services that rent or share personal mobility, there are insufficient services that can improve **the positive user experience.**



Current Problem

01

Don't know which roads they should take
(Normal road, Bycycle road, Sidewalk ...)

02

Lack of Information
(ex.If there's a stopover)

03

Do not have clear destination

04

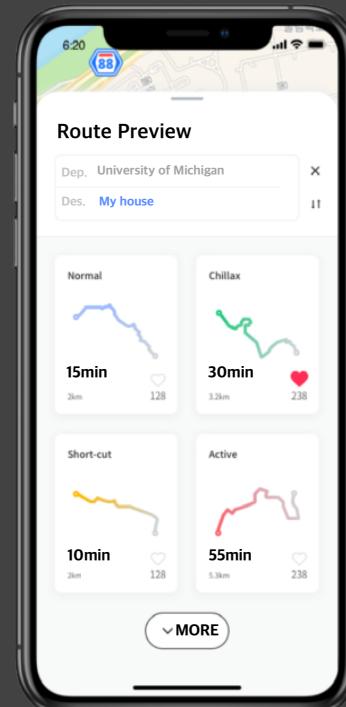
Do not know whether shared mobility service exists or not

Solution

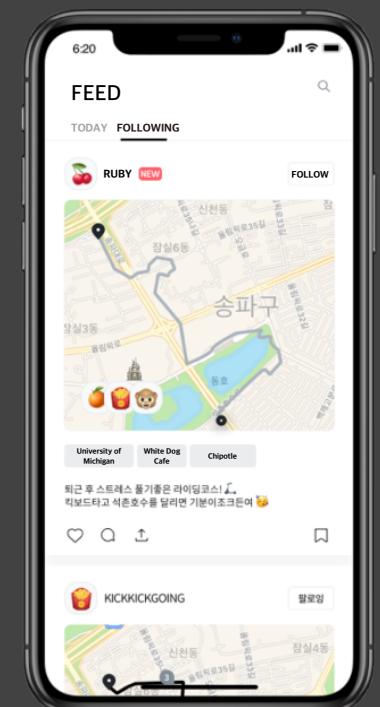
A.I-based Navigation & Social-Networking Map

Artificial Intelligence recommends routes using navigation and GPS

Can share paths between personal mobility users



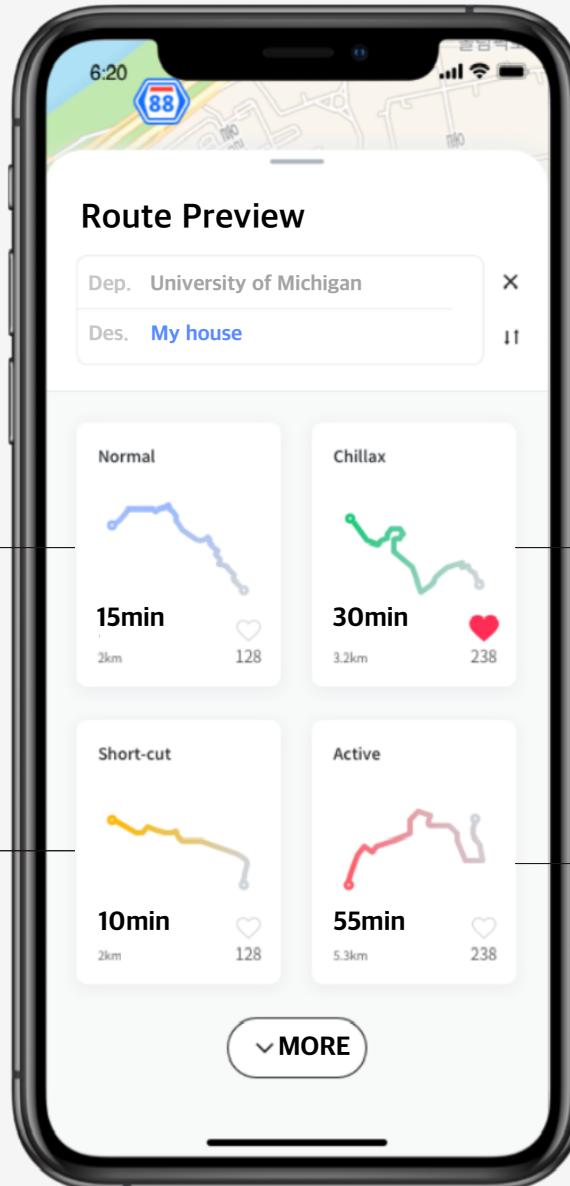
Provide various routes



Share routes with other users

01

AI recommends travel routes through accumulated data from users



Normal

Normal route (Bicycle road, Car Road)
The route that people frequently use

Chillax

Lake side, Park etc
Where you can take a ride freely

Short-cut

Fastest route
Takes the least time

Active

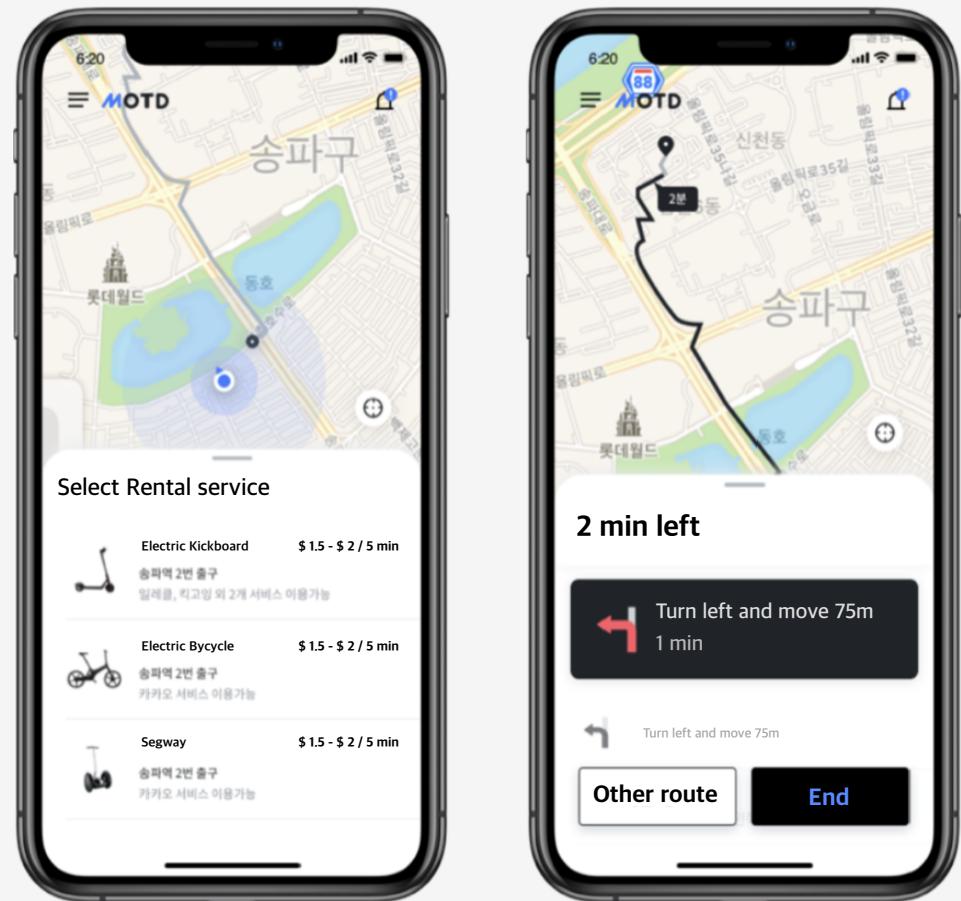
Mid/Long distance
Longer than Chillax route
Best for experts

02

Create customized routes and navigate

Easy & Fast From Rental to Navigation

Use the route guide more easily
with personal mobility navigation



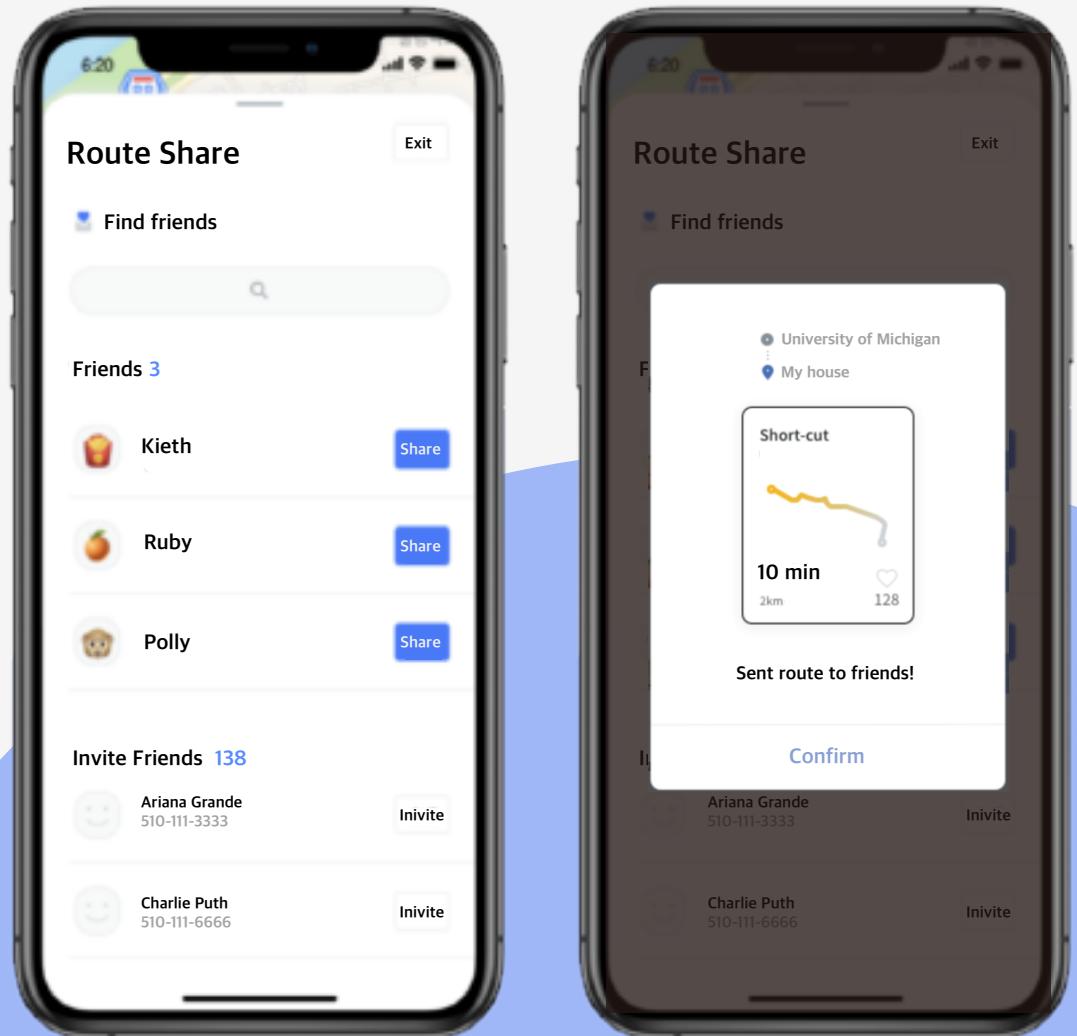
03

Share your routes and invite friends

Selected the route?
Share with your friends

If you press the 'share' button, your route is automatically sent to your friends.

Have fun with your friends!



Haii Corp. MOBILE UI

SAEMI- Alzguard 2.0

Project Type

Professional/ Team project

Project Period

2019.09 - Present

My Role

Planning 40% / Research 60%

UI Design/ Prototyping 80%

ReBranding 100%

Marketing 100%

Platform

Android & iOS

Medium

Sketch, Photoshop

Yeeun Kim



Brand Identity

Digital Therapeutics for Mental Illness

About Project

SAEMI, a software-based AI chat-bot which aims to prevent mainly Alzheimer's disease and other mental illness by playing cognitive training games and chatting.

Naming

Named Digital Therapeutics
Alzheimer's disease + Guard= Alzguard 2.0

Core Value

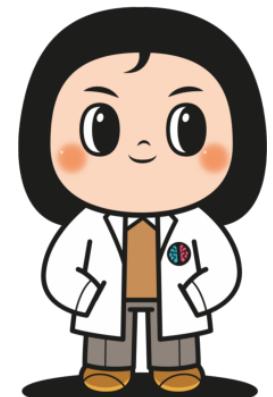


“

“If you train with me, you will feel the difference everyday!”

”

Yeeun Kim



S A E M I

Service Goal

Enhance mental health through
SAEMI

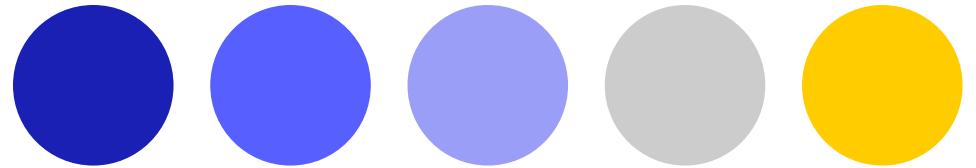
01 Strengthening Brain Cognitive ability

02 Prevent and Improve Brain Health

03 Minimize side effects

Main Color

Used blue colors as our main color which implies healthiness and used yellow color so that it can be clearly readable



Main Font

나눔스퀘어 NanumSquare

나눔스퀘어 NanumSquare

나눔스퀘어 NanumSquare

나눔스퀘어 NanumSquare

It's a straight-line font that fits well into the title and is well visible on mobile. It is more convenient to use in web environment.

Persona

"I think it is really necessary to prevent dementia. Is there a way to prevent it?"

Main User Sungyeon Choi



A Day in the Life

Sungyeon Choi, 58, quit her job this year and is currently working as a housewife. Every year, as she gets older, she is more concerned about preventing dementia. Listening to people around her, one in five parents have dementia. This user is more concerned about higher incidence of dementia due to her diabetes.

When she wakes up at 6 in the morning, she does a light stretch to wake up. She takes care of her health by doing aerobic exercise. In the morning, she reads the newspaper and prepares breakfast for family. At around 11 am she plays table tennis with the members at the community center. After table tennis, she enjoys chatting with members while drinking coffee.

When the user gets home, she organizes the house and when she has time, she uses phone or takes a nap. Thought she would have plenty of time, but doing the housework is busy. The afternoon without family feels boring. She goes to the supermarket to go shopping for dinner. Since she does not go to work, the amount of walking decreased a lot, so she tries to walk around. When returning home, prepares dinner for husband, son, and daughter. After dinner, the user watches news and drama.

Around 11 pm, she lies in bed to sleep, but she can't sleep well these days. So she googles or watch YouTube. During the free time or going to bed, I want to do something to help my brain, but I don't know what to do.

Honestly, I'm a little worried about forgetting stuff thesedays. Is there a way to prevent dementia that is convenient and can be used in any time and space?

Personal Info

AGE: 58

GENDER: Female

Profession: Housewife

Family Size: 4

Address Info

Silimdong, Gwanakgu, Seoul,
South Korea

Personality

Sociability



Mediur

Sincerity



High

Openness



Mediur

IT Usability



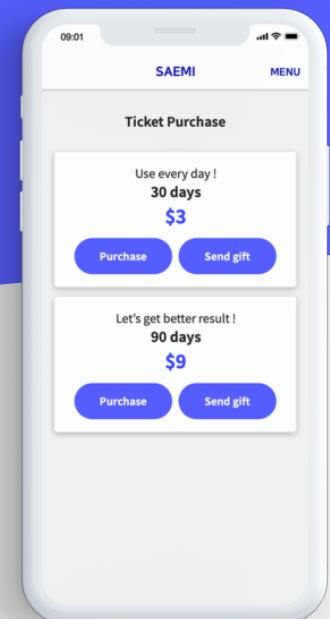
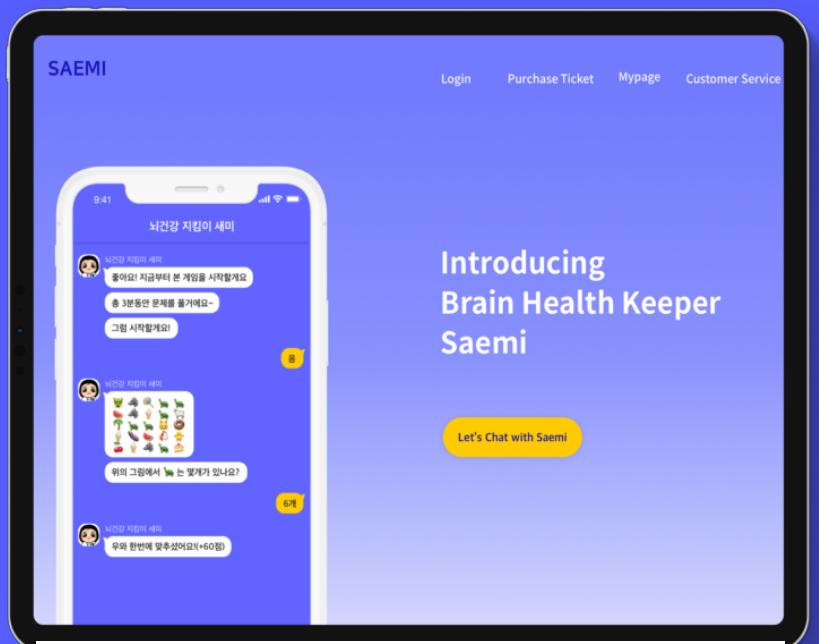
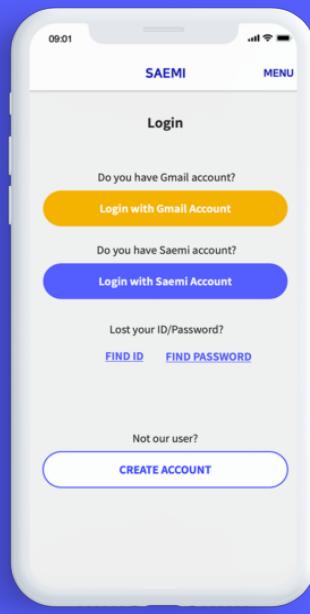
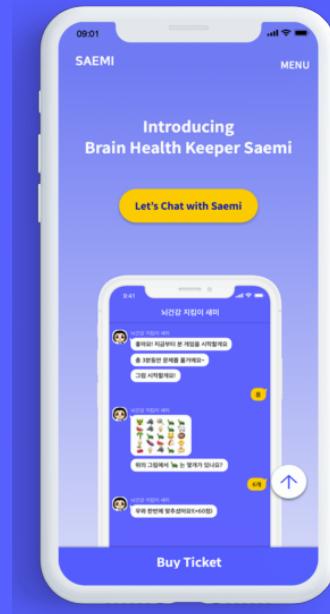
High

Needs

1. Needs for an easy and convenient way to prevent dementia.
2. I do not want to give my family the burden of dementia in old age.
3. Wants to have fun during the free time.
4. I would like to improve my memory.

Mobile / Web Design

SAEMI



Saemi cooperates with university's hospitals

SNUH 서울대학교병원 **EUMC** 이대목동병원

Tickets

Use every day! 30 days \$3	Le's get better result! 90 days \$9
---	--

Customer support

Have any questions?
Feel free to ask

Phone | 02)313-1236
Hours | 10:00 - 18:00 (Mon-Fri)

I agree with providing personal data

Name _____ Phone _____
Question _____

Submit

Yeeun Kim

| Personal Project

MATNAJANG

Project Type

Personal

Project Period

2019.03 - 2019.06

My Role

Planning 100%

UX / UI Design 100%

Prototyping 100%

Platform

Android & iOS

Medium

Adobe XD



CONCEPT BRIEF

Slogan



A platform service where restaurants and grocery providers are satisfactory
Find high quality food ingredients at Matnajang!
“Let's Meet Together at Matanajang!”

Key concept



Convenient

Easy connection / Easy search

Responsibility

Provide fair information / Trustworthy contract

Economical

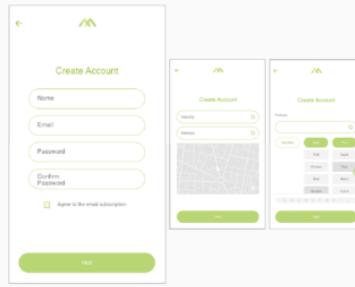
Low price products / Predictable & Large volume

#1 Start

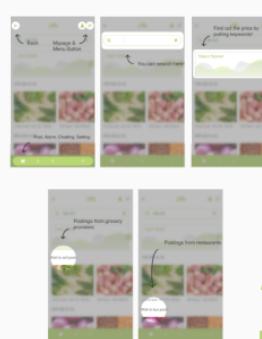


Grocery Providers

#2 Login

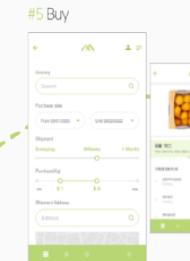


#3 Tutorial



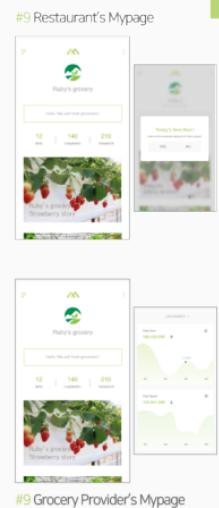
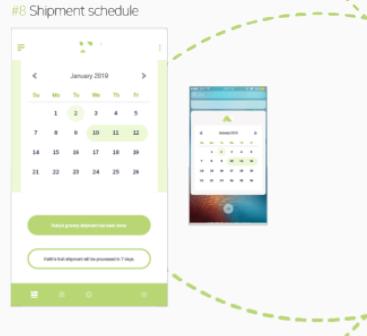
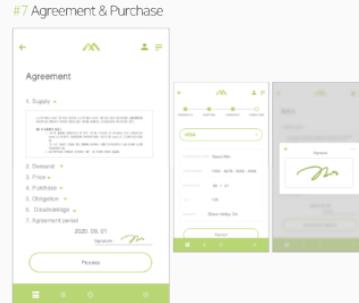
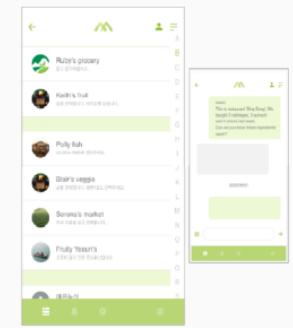
Application Instruction

Restaurants



#5 Bu

#6 Messenger



Personal Project

TraPlanet

One-stop station where the journey begins and ends



Project Type

Personal

Platform

Android & iOS

Project Period

2018.11 - 2019.01

My Role

Planning 100%

Business Research 100%

Yeeun Kim

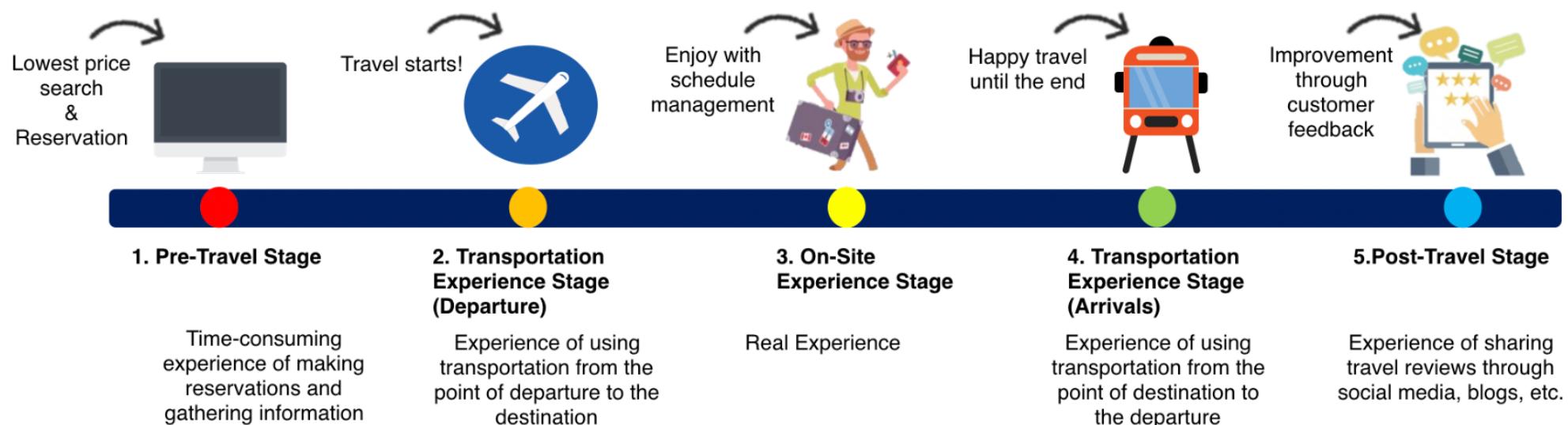


VISION

'TrPlanet' seeks to be at the beginning and end of a user's journey by enabling the user to make all reservations (airplane, accommodation, activity, rental car) necessary for the trip through a single application, and by enabling them to check their daily schedules through a calendar widget.

Core Value

- ◆ When you make a reservation, you can compare and analyze multiple websites through the lowest price search engine
- ◆ You can easily check and manage the schedule through the calendar widget.
- ◆ Voice recognition function is supported which will widen the users.

5-Step in travel

	Hotel, Plane ticket reservation	Trip Planner	All-in One	TraPlanet 
Service	Hotels Combined, Booking.com, Skyscanner	Triple	Trip.com	
Branding	<ul style="list-style-type: none"> ◆ Hotels Combined: Partners with accommodation booking sites to compare the best deals ◆ Booking.com: Partnering with accommodations, you can find and book the best deals anywhere in the world ◆ 스카이스캐너: A quick comparison of cheap flights, hotels and rental cars 	<ul style="list-style-type: none"> ◆ Applications as a real-time guide, travel planner 	<ul style="list-style-type: none"> ◆ A site where you can book hotels, tickets, activities, train tickets and more at once. 	<p>The lowest price search engine for hotels, tickets, activities, and car rentals, which tells you which sites are selling the same products at the lowest price at a glance, and allows you to book all of your travel needs all-in-one at a time and manage your schedule via the calendar widget.</p>
Information	Lowest-cost search engines and partnerships with other sites help users buy the lowest-cost accommodation..	Provide recommended schedule, customer reviews, hotel reservations, tours, restaurants information	The most similar site to TraPlanet. However, it is possible to make a reservation within the site similar to the current travel agency. However, there is no lowest price search function other than accommodation. Also, schedule management is not provided.	5% points paid when booking a flight or hotel and 8% points when booking a flight, hotel or activity. Points can be cashed from 50,000 points!

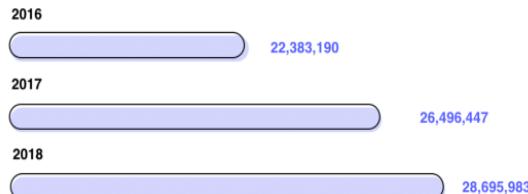
■ TRAVEL INDUSTRY



Reservation per day
Avg. 1 million



Plane reservation per day
Avg. 2 million



Domestic overseas departure
Avg. 26million (2016~2018)

■ INTERVIEW

"I travel a lot. In particular, prices vary by site, so I check all the sites and find the best deals. But it takes a lot of time." -P1 (28)

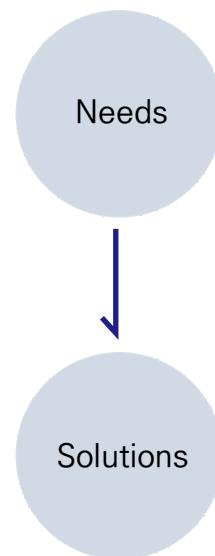
"I write it down in my diary to manage my itinerary. However, there is inconvenience that should be written down one by one. I once missed the plane because I wrote the wrong time." -P3 (21)

"There are not many apps that search through voice recognition from accommodation booking sites. If you can search through voice recognition, I think there will be more diverse users." -P4 (58)

■ AFFILIATE

- ◆ Websites can benefit from partnering with TraPlanet because they can get more promotion at a lower cost.
- ◆ By establishing a partnership, TraPlanet earns a certain fee each time a booking occurs.

■ USER'S NEEDS & SOLUTIONS



Currently, when people go abroad, they make reservations on different sites such as airplanes, lodgings, activity, and rental cars. This makes it uncomfortable to check out multiple sites, and it is not easy to check and manage a list of reservations at a glance. In addition, there are users who need voice recognition.

TraPlanet makes it easy to make all travel reservations through one application. The lowest price search is possible, eliminating the need to compare prices and shortening travel preparation time. The Calendar widget gives you a quick, at-a-glance look at all reservations for the duration of your trip. You can search through voice recognition.

THANK YOU FOR WATCHING ME!

Planning - Marketing - UX/UI Design

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