



**ORA WEB /**

奧拉  
管理

Service Design / 服务设计

10.2023 - On Going Project

Team Work, On Going  
Project, Product Assistant

## Project Background

ORA Web is a small-scale ERP system tailored for B2B contract manufacturing company. It focuses on **integrating contract** and **production data**, aiming to enhance the factory's efficiency in **management**.

## User Value

- ♦ **Decision Makers** Access key insights for strategic planning and resource management.
- ♦ **Shift Managers** Oversee production to meet contract terms effectively.
- ♦ **Operators** Enhance efficiency with precise data recording and transparency.

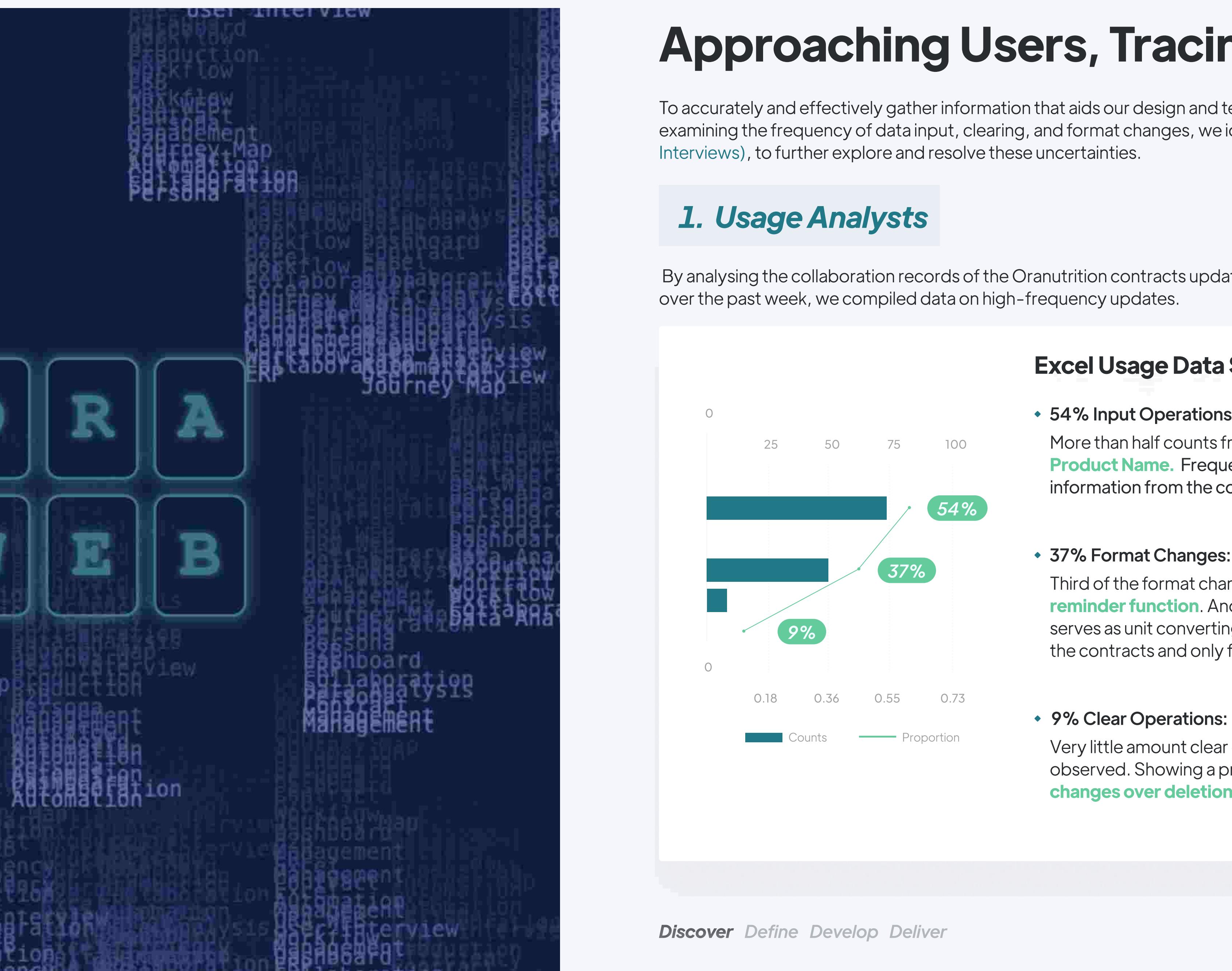
## Project Inception Rationale

### External Needs

Make the system easier to understand and use, improve operational efficiency, as well as enhance data sharing and collaboration between different plant departments. Since ORA Web is newly developed, the initial version may focus more on the implementation of basic functionality, but subsequent iterations will need to take into account the feedback and needs of these external users.

### Internal Needs

Develop a scalable system with low maintenance costs, ensuring long-term efficacy and efficiency of the technical architecture.

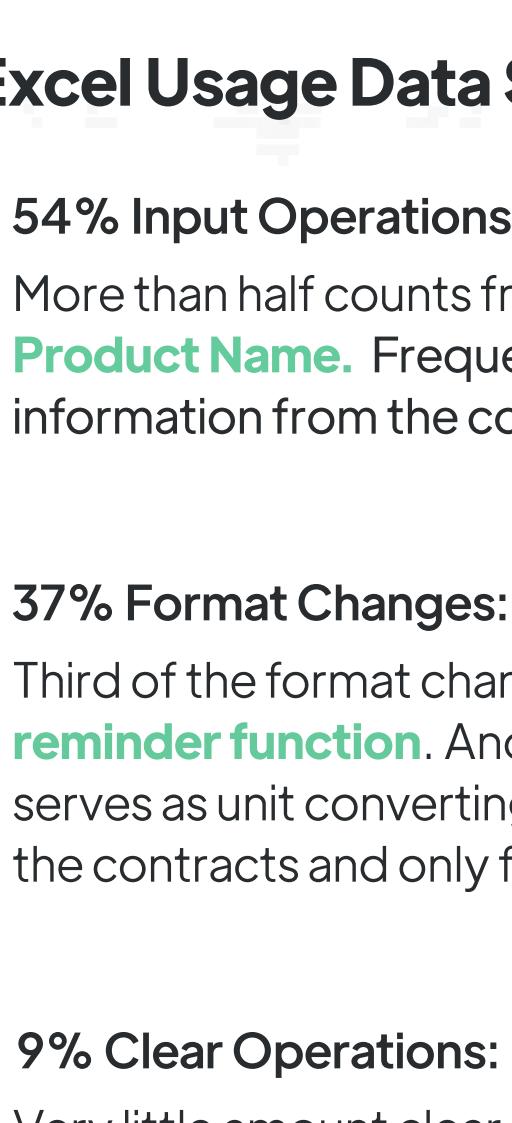


# Approaching Users, Tracing the Source of Issues

To accurately and effectively gather information that aids our design and testing, we first employed a **quantitative data analysis** method to understand and analyse the usage of existing shared Excel document. By examining the frequency of data input, clearing, and format changes, we identified key issues in the usage of the sheets. Following this, we used these data analysis results as a foundation for qualitative research(**User Interviews**), to further explore and resolve these uncertainties.

## 1. Usage Analysts

By analysing the collaboration records of the Oranutrition contracts update shared Excel document over the past week, we compiled data on high-frequency updates.



### Excel Usage Data Summary

#### • 54% Input Operations:

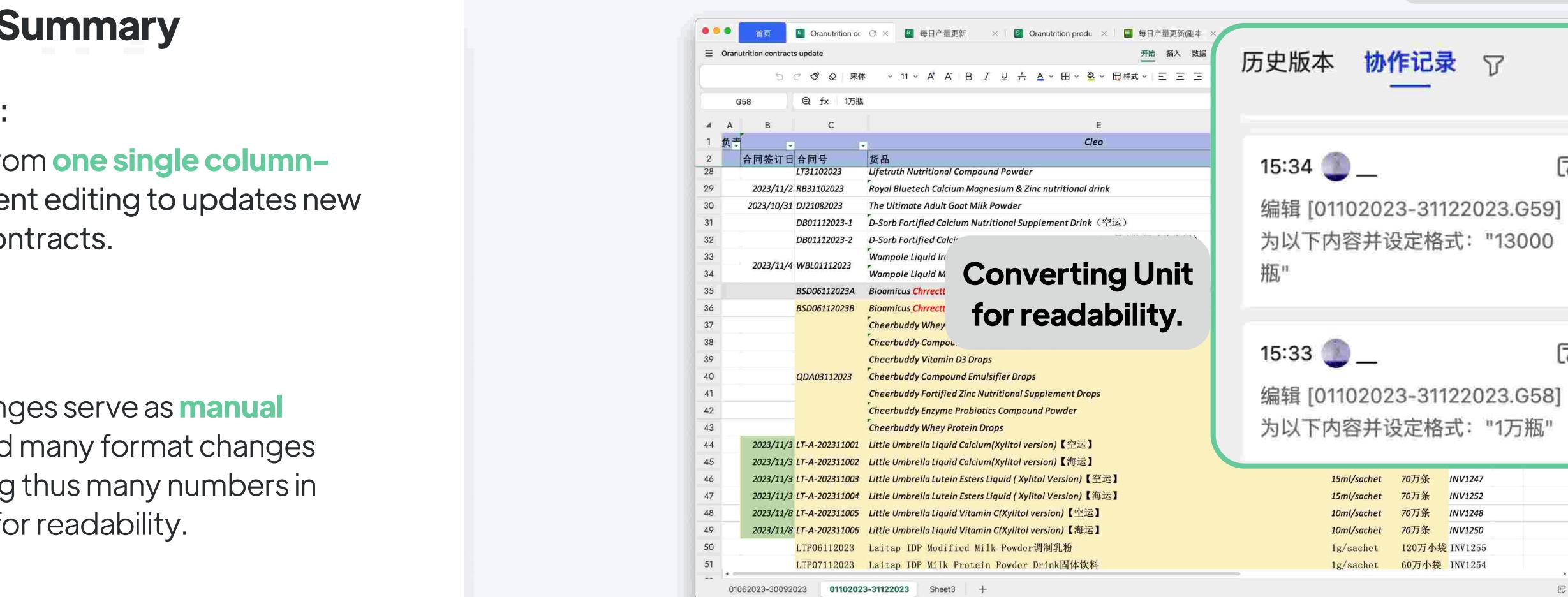
More than half counts from **one single column - Product Name**. Frequent editing to updates new information from the contracts.

#### • 37% Format Changes:

Third of the format changes serve as **manual reminder function**. And many format changes serves as unit converting thus many numbers in the contracts and only for readability.

#### • 9% Clear Operations:

Very little amount clear operations being observed. Showing a preference for **format changes over deletion** for record-keeping.



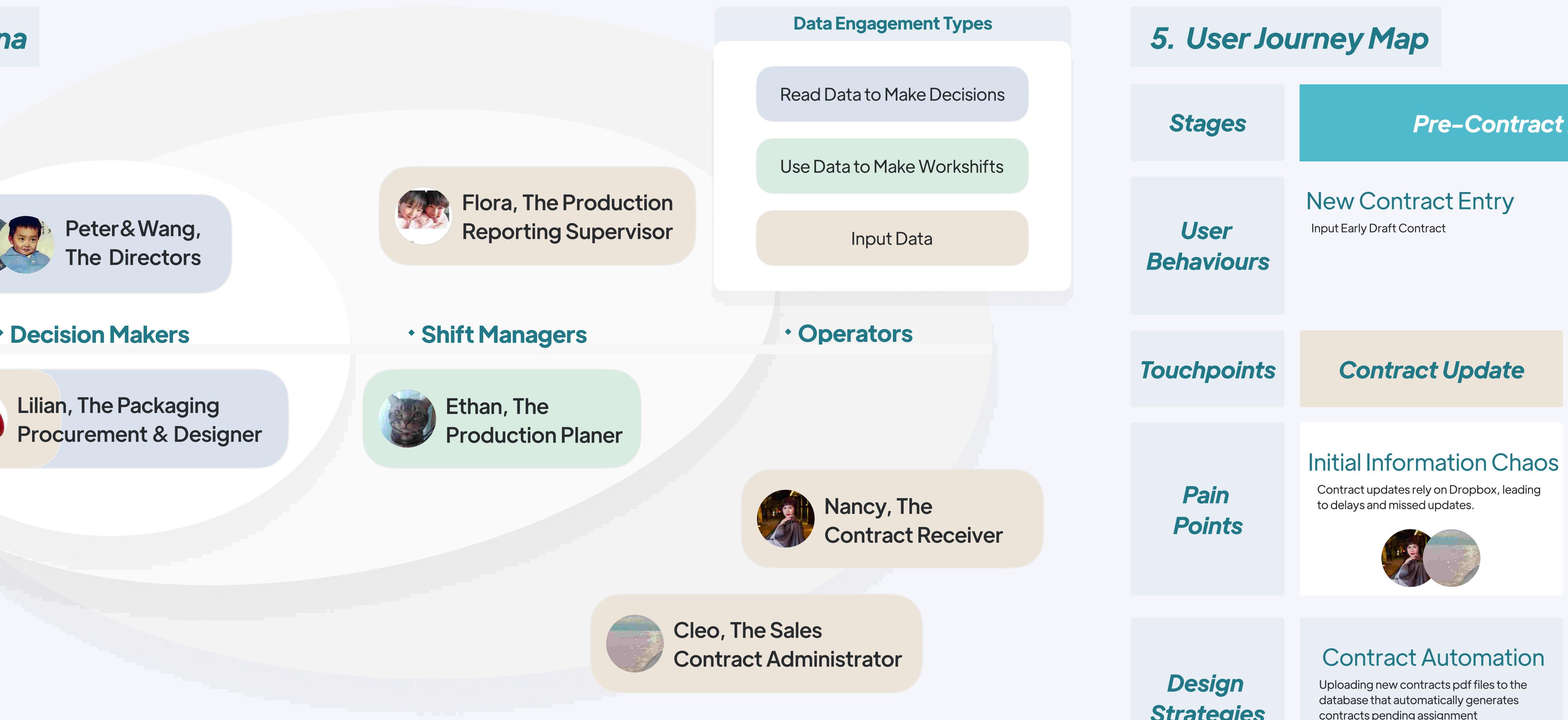
Current user usage analysis are counts by manual, in the future system design, indicating adding **event tracking function**. Therefore we can easily focus on the automation of data processing and better function support.

# Approaching Users, Tracing the Source of Issues

## 3. User Interview

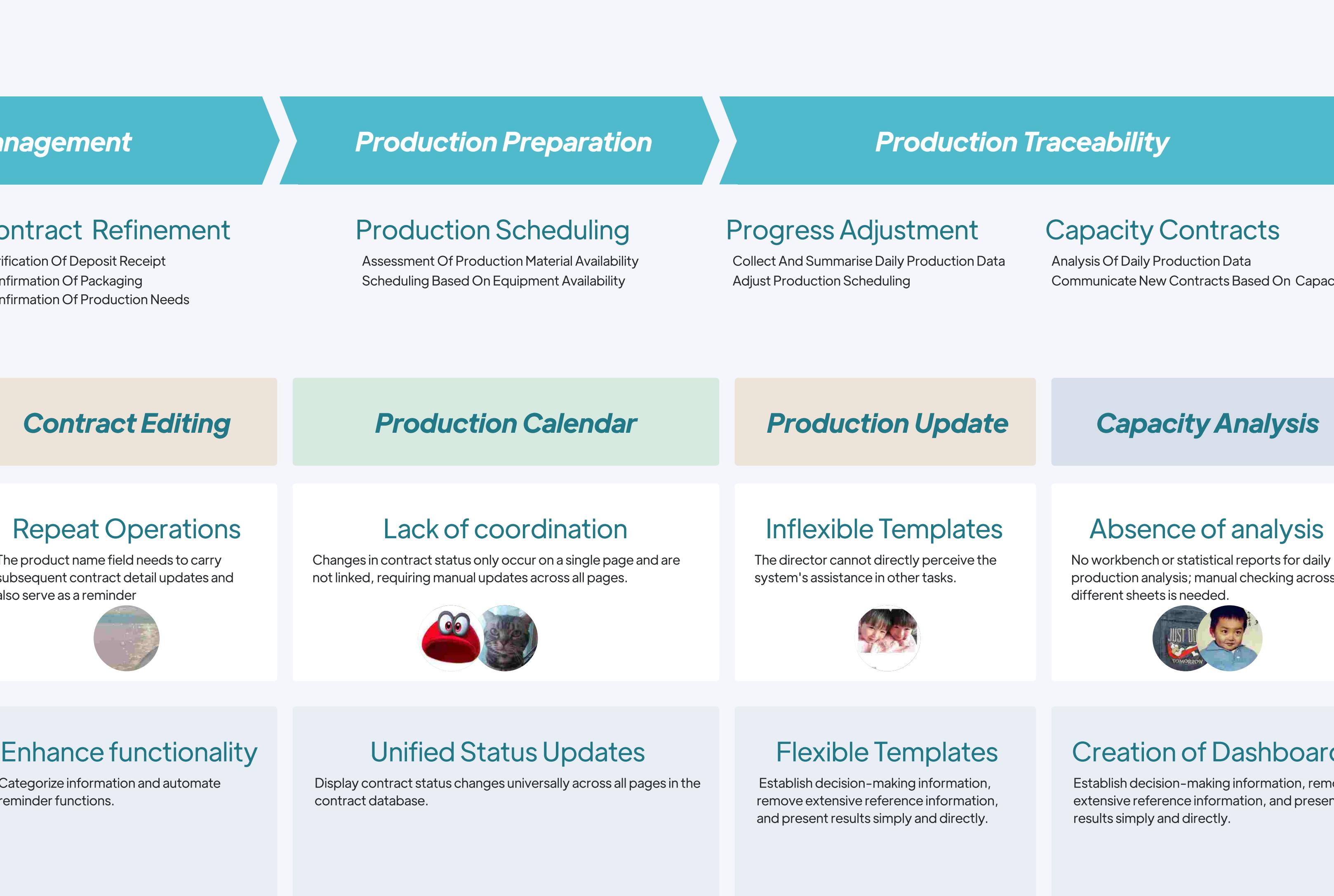
- Research Purpose  
To deeply understand how users use contract, production scheduling, and production record sheets in various scenarios.  
The aim is to find pain points in product needs, summarise business problems, and define business priorities and plans.
- Target Users  
Sales Contract Administrator, Packaging Designer, Package Procurement Staff, Production Planner, Factory Director, Production Updater
- Research Questions  
How do you work with current sheets?  
What specific challenges or issues have you encountered while using Dropbox for contract management?  
How do you decide on production schedules and quantities after receiving a customer's deposit?  
...

## 4. Persona



# Approaching Users, Tracing the Source of Issues

## 5. User Journey Map



# Set Design Goal

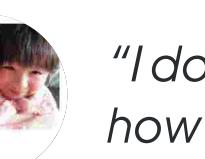
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## High Learning Curve

### Enhance Experience

Reduce operational complexity and improve intuitiveness and fluidity of user interface.

- Automate categorisation and reminder
- Contract Input & Automation

 "I constantly need to switch document in different page"  


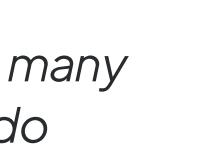
"I don't know how to add new roll in the excel documents"  
"

## Complex Steps

### Information Integration

Simplify and automate the contract update process to enhance internal communication efficiency.

- Unified Status Updates
- Contract Automation

 "I have so many things to do everyday, design, ordering, contact client..."  

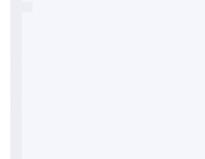

"I'm fine..... BUT It will be really good if we can have the data link together  
"

## Low User Engagement

### Decision Support

Strengthen data analysis for production and contract management, provide decision support tools, and enhance value perception

- Integrate key information, simplify and directly present results.
- Real-time data visualisation, offering contract and production statuses.

 "We need to spend a lot of time getting a vague feeling to help me decide whether I should negotiate more orders.  
"

# Low-fidelity Prototype

The prototype is crafted to turn stakeholders' needs into solutions. It serves as a bridge connecting software engineers and stakeholders, **aligning them with a common, achievable, and approvable solution**.

## Enhance Workflow Experience

### Design #1 Sidebar Integration

Our user-friendly sidebar design addresses the issue of **frequently switching** between multiple Excel sheets. With clear categorisation and consistent operational habits, it enhances efficiency and **reduces the time** spent searching for target documents.

### Design #2 Contract Status Filter

In the process of contract management, it is crucial to **quickly identify and access contracts** in different statuses. Users can now easily filter and view contracts by status



# Low-fidelity Prototype

# **Less Manual Steps**

# Design #3 Auto-Contract File Import

A feature that **automatically imports contract files** into the system, significantly reducing the workload of manual entry and less errors when manual input contracts files.

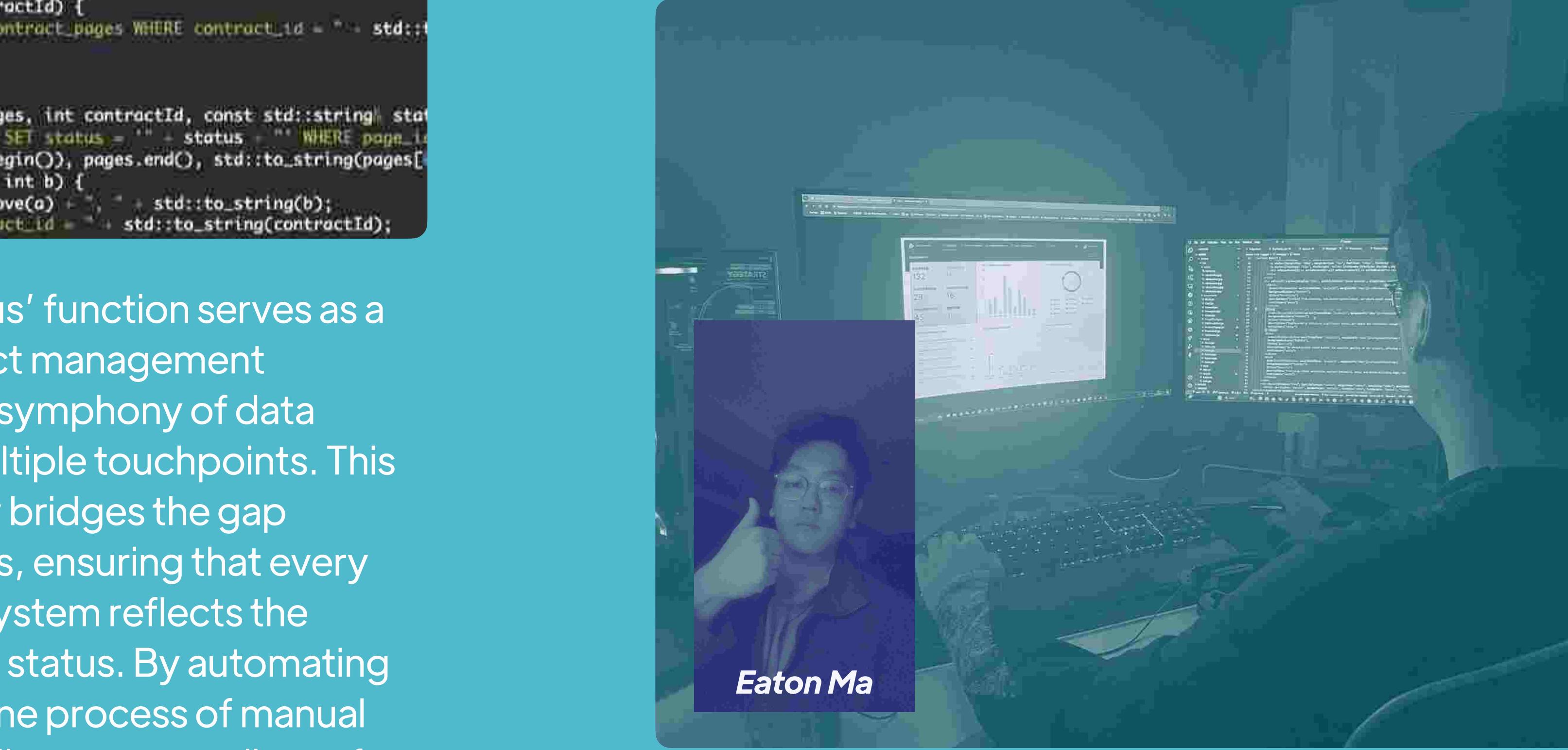
## Design #4 Auto-Update Alerts

When there are updates in the contract content, the system **automatically changes the colour** of the contract status, providing a clear prompt to the user. This eliminates the need for users to manually change colours in Excel spreadsheets, thereby easing their workload."



```
    tStatus = db(dbConnec  
    .insert("status",  
        "page_id": string(pageId),  
        "text": string(text),  
        "date": date(new Date()),  
        "user_id": string(userId));  
    return tStatus;
```

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# Low-fidelity Prototype

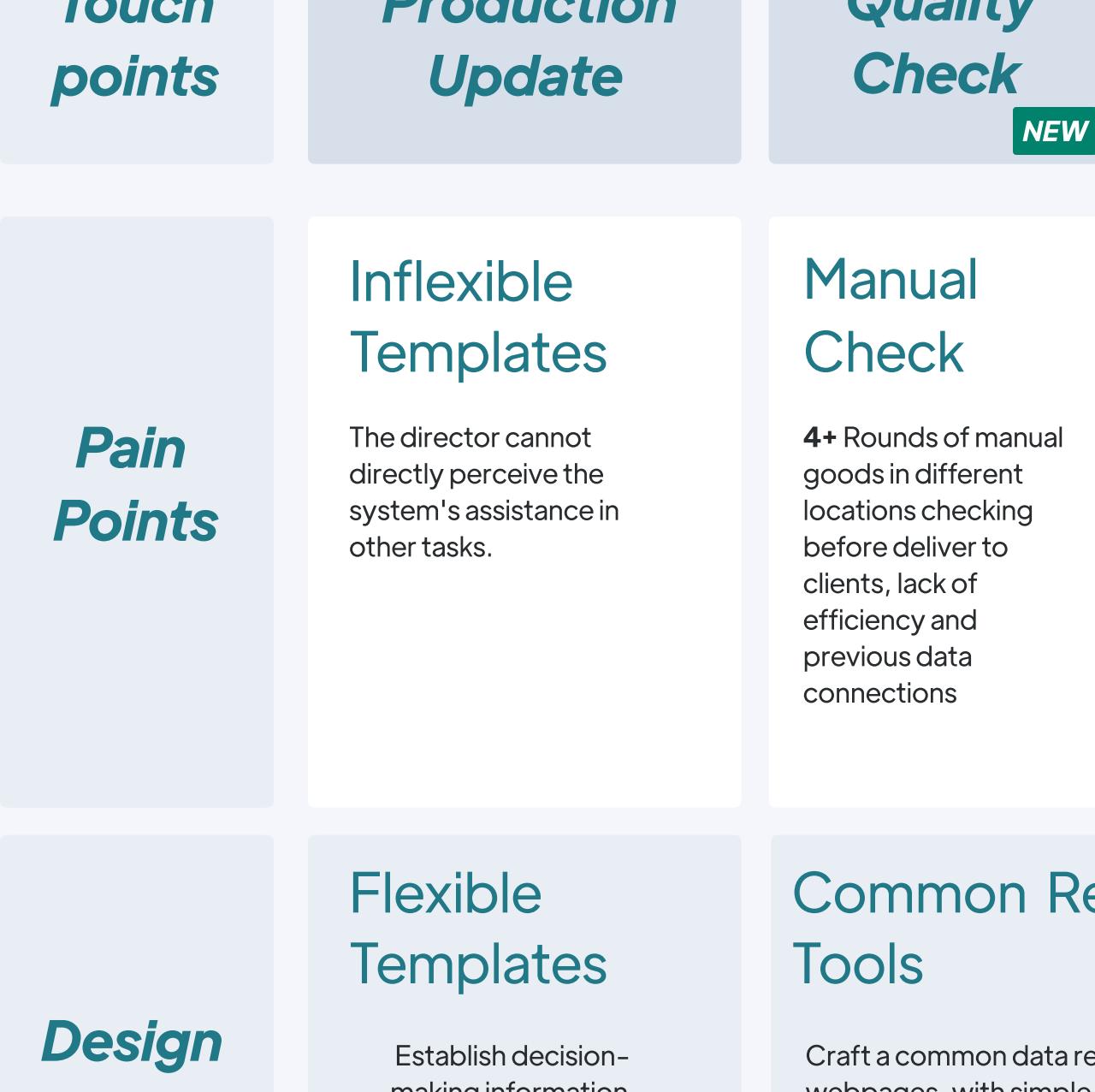
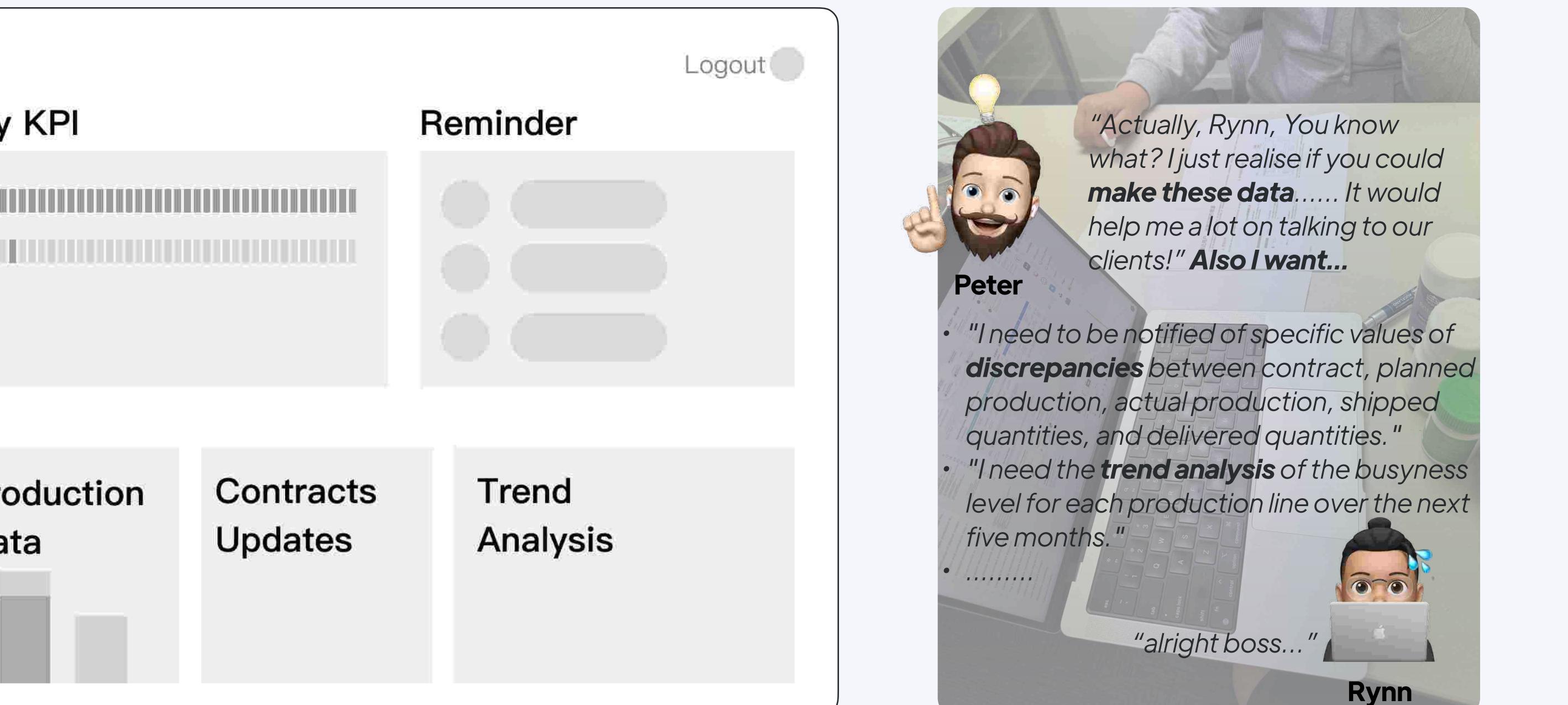
While my initial Dashboard prototype was basic, it sparked an important discussion. **Through conversations with stakeholders**, I identified new pain points and needs. These discussions have helped us gain a clearer understanding of the actual requirements of users and the business.

## Design #5 Clear and Concise Dashboard

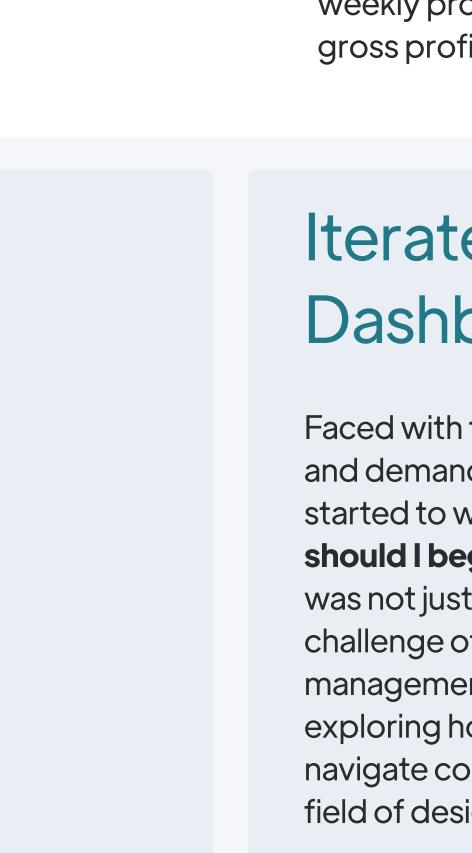
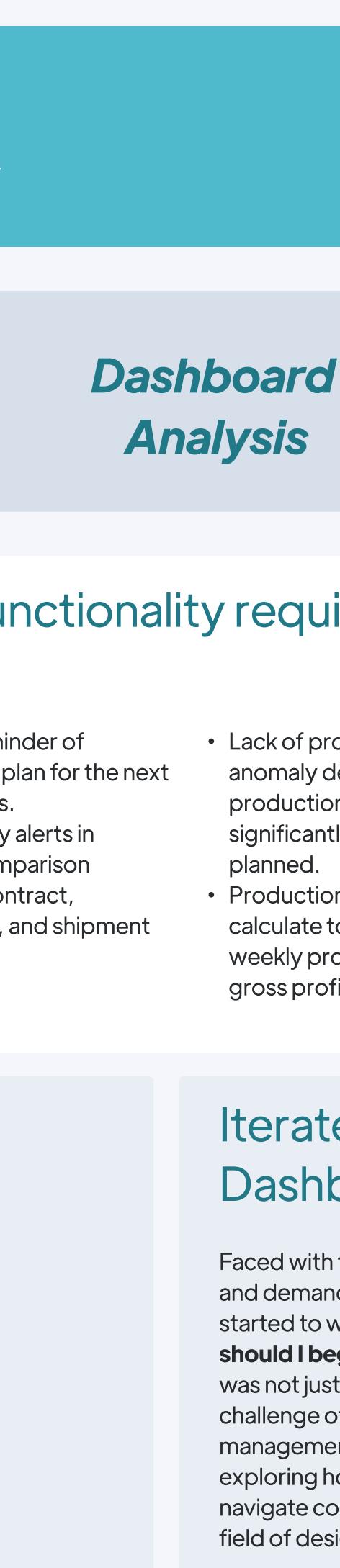
Our dashboard focuses on integrating key information and presents it in a simplified manner, aiding users in quickly and accurately accessing data.

## Design #6 Real-Time Data Visualization

We have implemented real-time data visualisation of contract and production statuses, making the decision-making process more efficient and intuitive.



# Iterate User Journey Map



# Reflect Deliver

## 1. Understanding the Complexity of the Project

This project made me deeply understand the complexity of design logic. During the project, I faced many challenges and decision points, which made me realise the importance of systematisation and scientific approach in the design process.

## 2. "Embracing a More Scientific Approach"

If I had the chance to redo this project, I would use the Kano model to optimize the design process. The Kano model, as a scientific design tool, can help me identify and prioritize user needs more effectively:

- Distinguishing Between Primary and Secondary Issues: Using the Kano model, I can more clearly differentiate the importance of user needs, thereby focusing on solving the most critical issues first.
- Enhancing User Satisfaction: By understanding which features greatly increase user satisfaction and which are not essential but can bring additional joy, I can optimize the product more effectively.
- Effective Decision-Making: The Kano model provides me with a framework that enables me to make more informed and reasoned decisions in design.

# COASTLINK

No. 2 JULY 4th, 2024. INDIVISUAL PROJECT

EVERY THURSDAY

## System Design / Product Design / Social Innovation

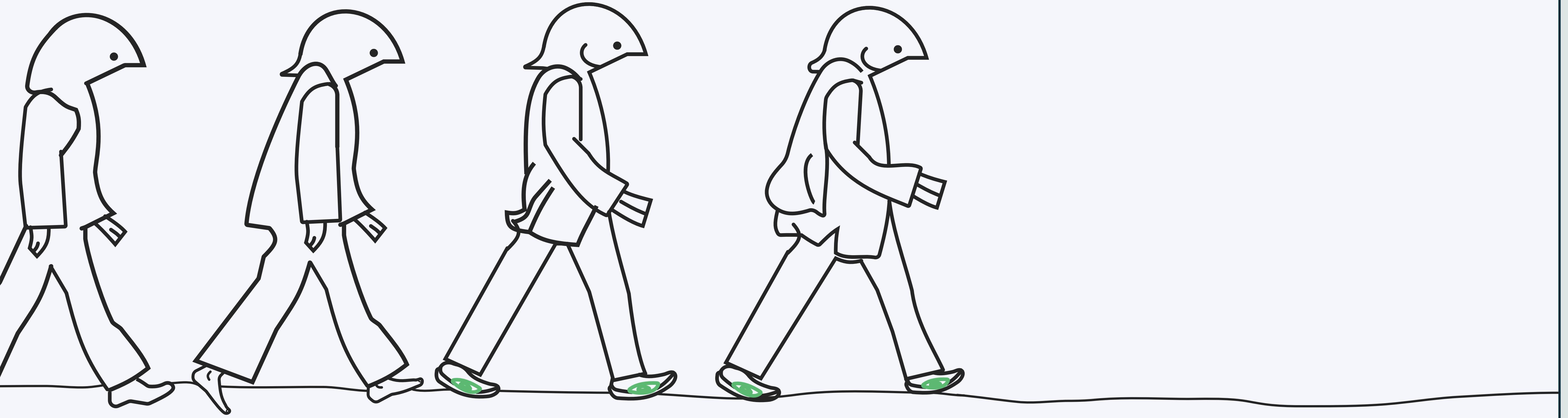
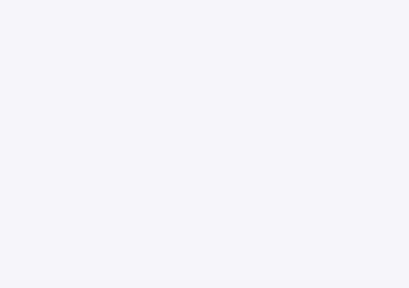
This project aims to create an **environmentally-focused**, integrated coastal tourism system that addresses ecological challenges while aligning the interests of visitors, residents, and local businesses.

### Value

- For Visitors: An enriching, educational experience that combines leisure **with meaningful environmental action**.
- For Local Communities: Economic growth through sustainable tourism practices and **enhanced** environmental stewardship.
- For the Environment: Improved monitoring, preservation, and **restoration** of coastal ecosystems.

### Solution

- Establishing **environmental-focus** coastal tourism practices
- Develop a seasonal **adaptive** management system
- Raise public awareness of **marine conservation** issues





## RESEARCH / Persona's

**EMMA**  
**Explorer ✓**  
Needs:  
She's willing to put in effort to connect with local communities and understand their cultures.  
Challenges:  
Less access to correct equipment

I seek out Unique sustain travel opportunities

**AMY**  
**Coastal Management ✓**  
Needs:  
Consistent enforcement of regulations across diverse and decentralised regions.  
Challenges:  
Effective monitoring of coastal conditions to facilitate informed decision-making.

There are just too many places to manage effectively

**FACTS**

1. Tourists flock to unique spots, creating management challenges and stretching resources.
2. Value clashes exist among tourists, local authorities, and residents.

**ADAM**  
**Local Entrepreneur ✓**  
Needs:  
A more consistent local economy that isn't solely reliant on seasonal tourist traffic.  
Challenges:  
Concerned about the overexposure of hidden local gems

A healthy environment means a sustainable community.

**JESS**  
**Coastal Cleaner ✓**  
Needs:  
More support from local authorities and tourism operators on waste management  
Challenges:  
Increasing amount of litter on tourism season

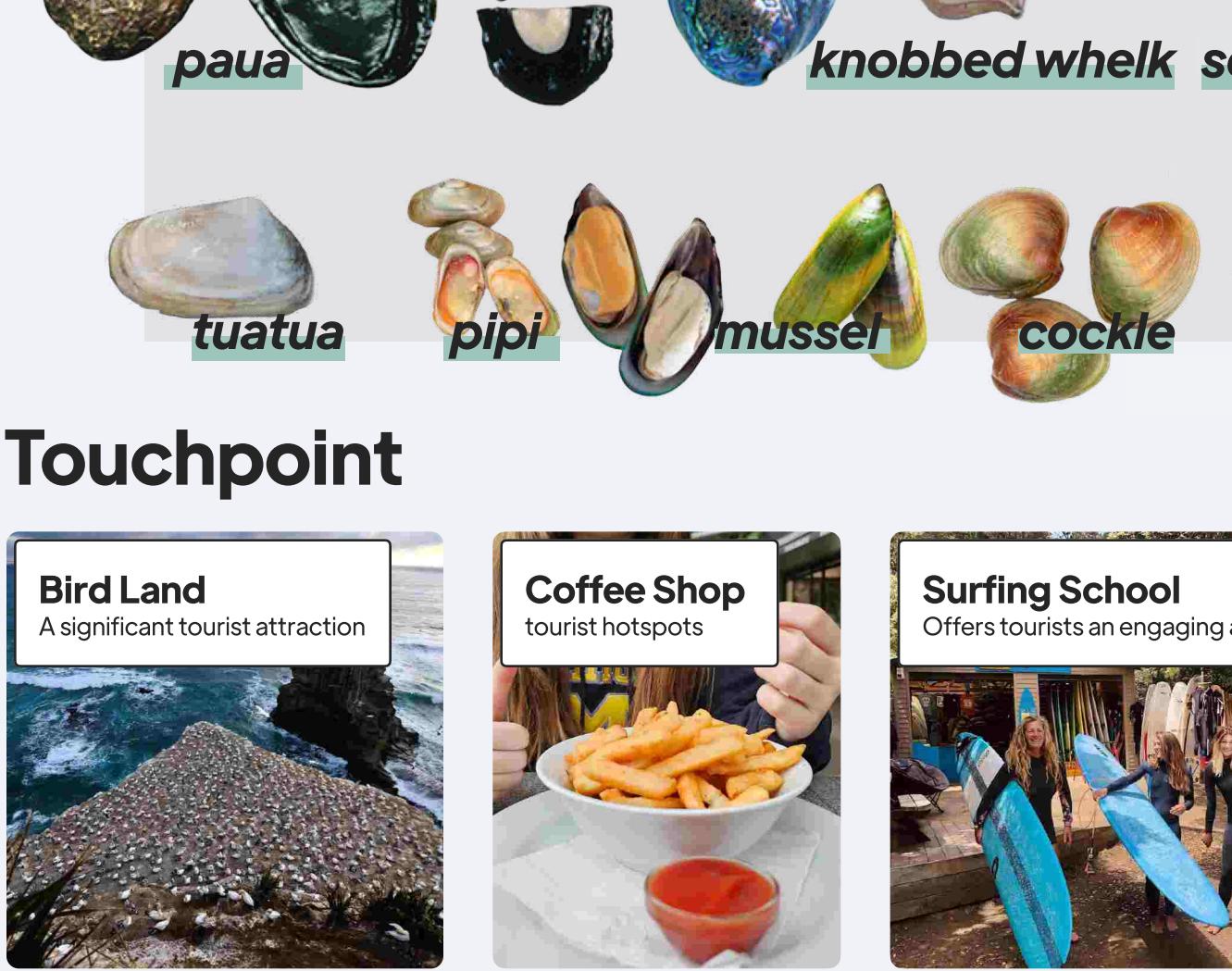
I love my job, but sometimes it's just overwhelming.

**KEY POINTS**

1. Increased tourism at unique sites outpaces the development of necessary support and infrastructure.
2. Conflicting interests between tourists, officials, and locals complicate sustainable tourism efforts.

## Field Research / Observation

I went to a famous tourism spot 'Bird Land' with my mom for this project



### Profile

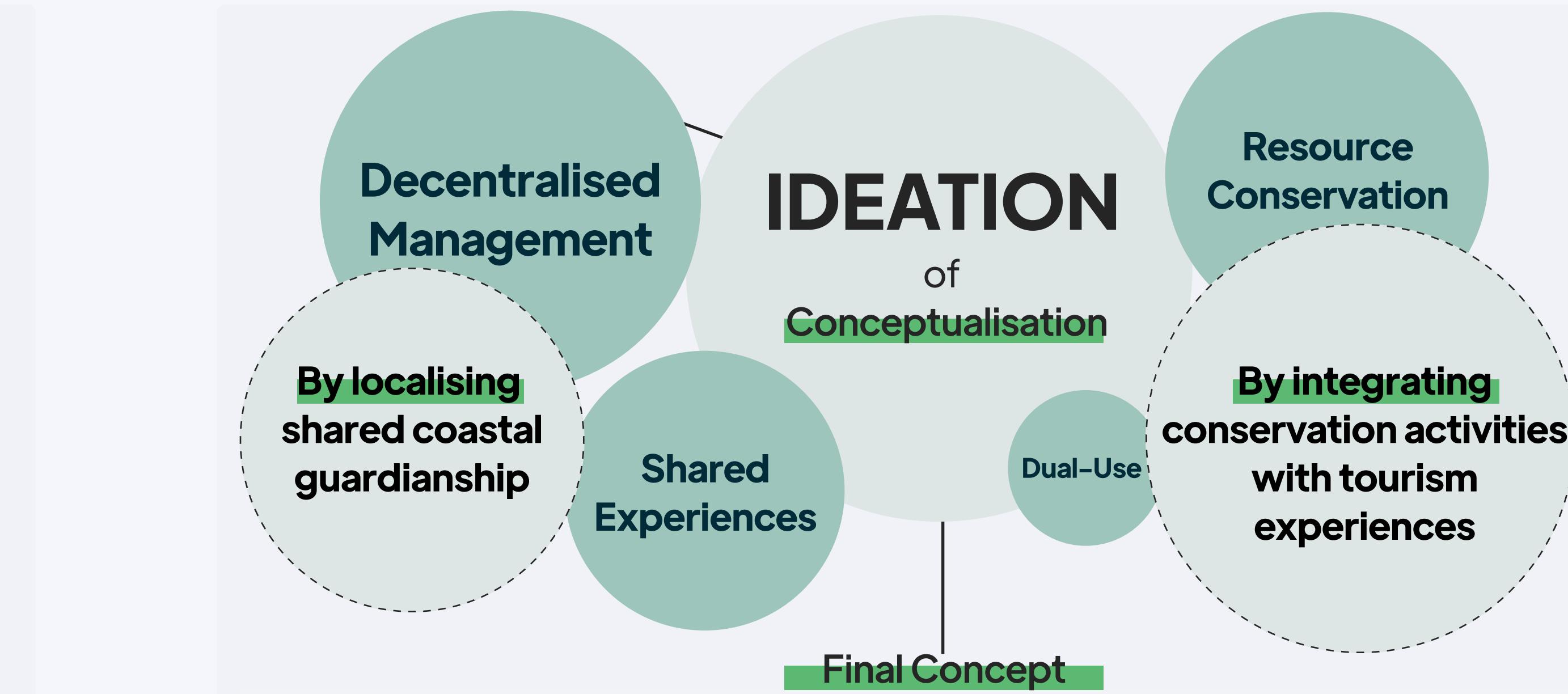
Date: 9 May 2024  
Location: Muriwai Beach  
Distance: 2 Hour Driving  
Weather: Wendy ☀️☀️☀️

### Special Story Discover

/ Toheroa: A fabled shellfish that nearly vanished

- Once **extremely common** on New Zealand beaches
- Considered an "**inexhaustible resource**" in early 20th century
- Suffered severe **over-harvesting** in the 1960s, population plummeted
- Now **extremely rare** and strictly protected

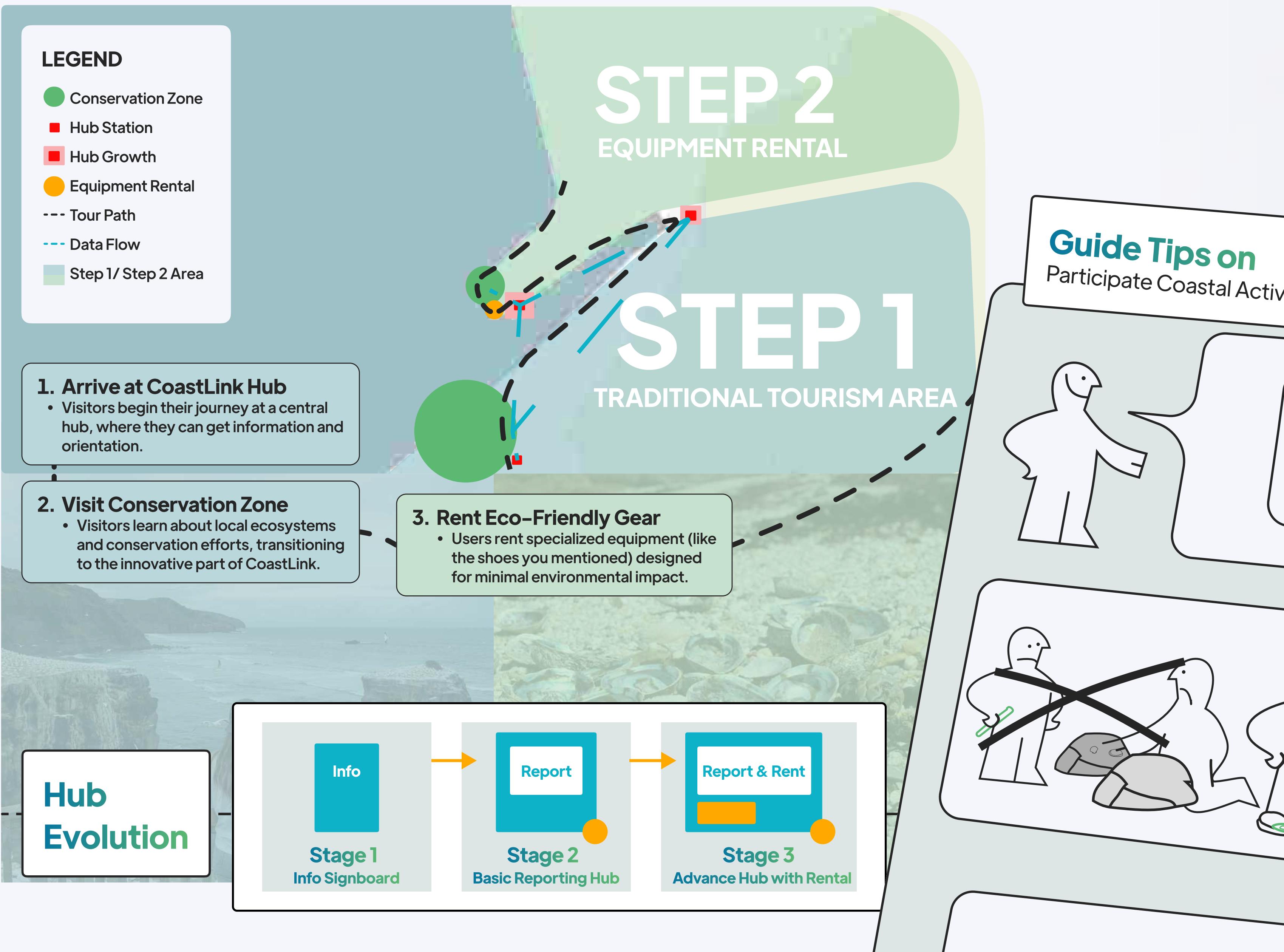
## Concept Development



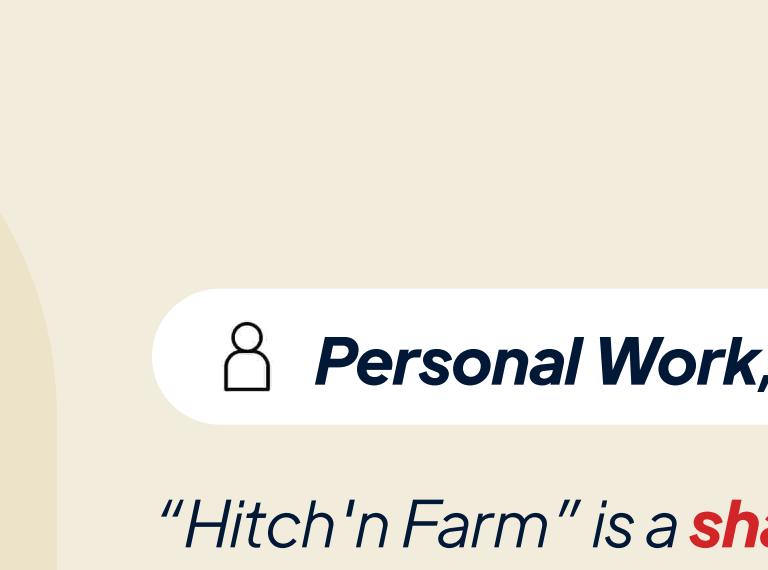
Ever-evolving hub station

Every attempt boosts local conservation

## SERVICE SCENARIO



# 03 Hitch'n Farm / 链阶 Service Design / 服务设计



**Personal Work, 4 Months, Service Developer**

"Hitch'n Farm" is a **shared farming** initiative that bridges the gap between urban dwellers and agriculture. It serves individuals, schools, and retired farm workers, creating a communal green space and a platform for learning about farming.

**UX DESIGN AWARDS**  
nominated 2023

## BACKGROUND

As cities evolve into metropolises, people gradually lose their connection to the land. In the metropolis, more and more people live on the same piece of land, far from the countryside in the hustle and bustle of the city, and the relationship between man and nature is weakened as a result.

### CHANGES IN NEW ZEALAND HOUSING

**RESIDENT**

**40%**

were unable to find a park or green space around their place of residence

**INTENSE APARTMENTS**

**16375**

units built within Auckland in 2021

**SIGNIFICANCE**

**5000**

houses decrease and are zoned for new compact housing

**OUTDOOR WEEKLY ACTIVITIES HOURS**

**13%**

**RETAIL PRICE**

rise up after pandemic

**ENTERPRISES**

**20%**

closed down after pandemic

**REDUCTION**

**16%**

in mushroom industry workforce after pandemic

**DIY HANDMADE**

New Zealanders have plenty of tools at home. Parents are also very supportive of children using their own hands to make their ideas happen.

**Maakaikanga!**  
The spirit of hospitality is a source of pride for New Zealanders.

**MAORI CULTURA**

KIA ORA! IT'S NEW ZEALAND CULTURA TIME

**DESIGN HYPOTHESIS**

**SUSTAINABLE GROW**

**COMPACT HOUSING**

**LOCALLY FOOD**

**WORKER SHORTAGE**

**WORKERS WANTED**

485,000

New Zealanders use Uber in their daily lives, it's has become a large community.

**POTENTIAL OPPORTUNITY**

+ MARKET TREND

## SHARED FARM

ONLINE

ONSITE

## PRIMARY RESEARCH

CUSTOMER INTERVIEWS

PERSONA

SURVEY

OBSEVATIONS

GAIN DEEPER UNDERSTANDING OF THE NEEDS AND PREFERENCES

HOW MIGHT WE...

# INVESTIGATE

The Investigate phase gathers information and insights to validate the design hypothesis. Through primary research methods like customer interviews and surveys, the aim is to understand target users and refine ideas for the shared farm service. The findings will guide the development and ensure the service meets user needs."



## SURVEY

**MOTIVATED**  
70% of people who chose to participate in this project because of garden demand and competitive prices

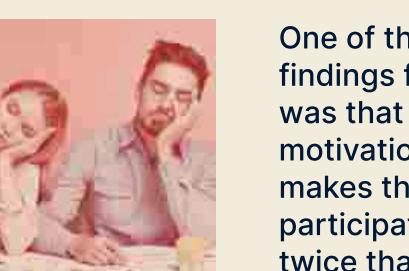


16% Older people are willing to pay more for a better experience than younger people  
73.3% young people who are not willing to pay more for better experience

**HIGH**  
Level of motivation and demand  
Willingness to pay more for a better experience varies between older and younger participants.

0% Returning  
Need to improved in order to retain customers.

## MOTIVATIONS

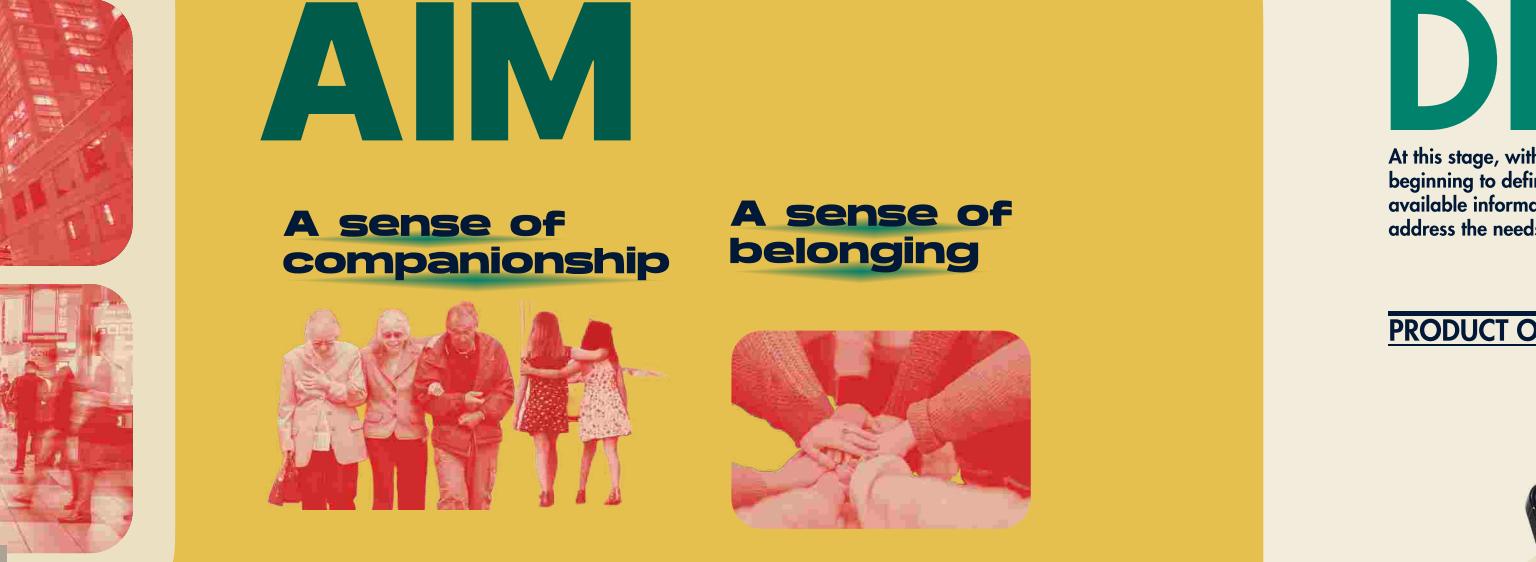


One of the key findings from survey was that people's motivations could not makes them participate more then twice than a month

## TARGET USER NEEDS PREFERENCES

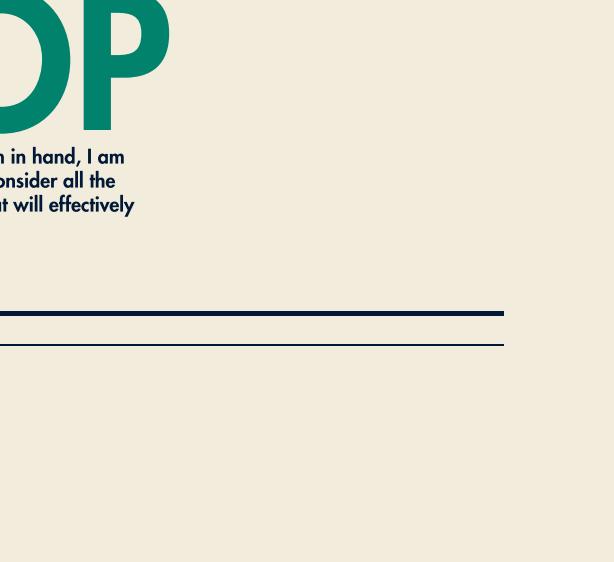
### Steph 65

"Young people, big city, I am going around me is out of my comfort zone."



### A sense of companionship

### A sense of belonging



## TARGET USER WITH INTERVIEW KEY WORDS FROM COMMUNITY FARM USER

### NATURE



### QUALITY

### ECO-SUSTAINABLE

### Farming practices

Willingness to pay more for a better experience varies between older and younger participants.

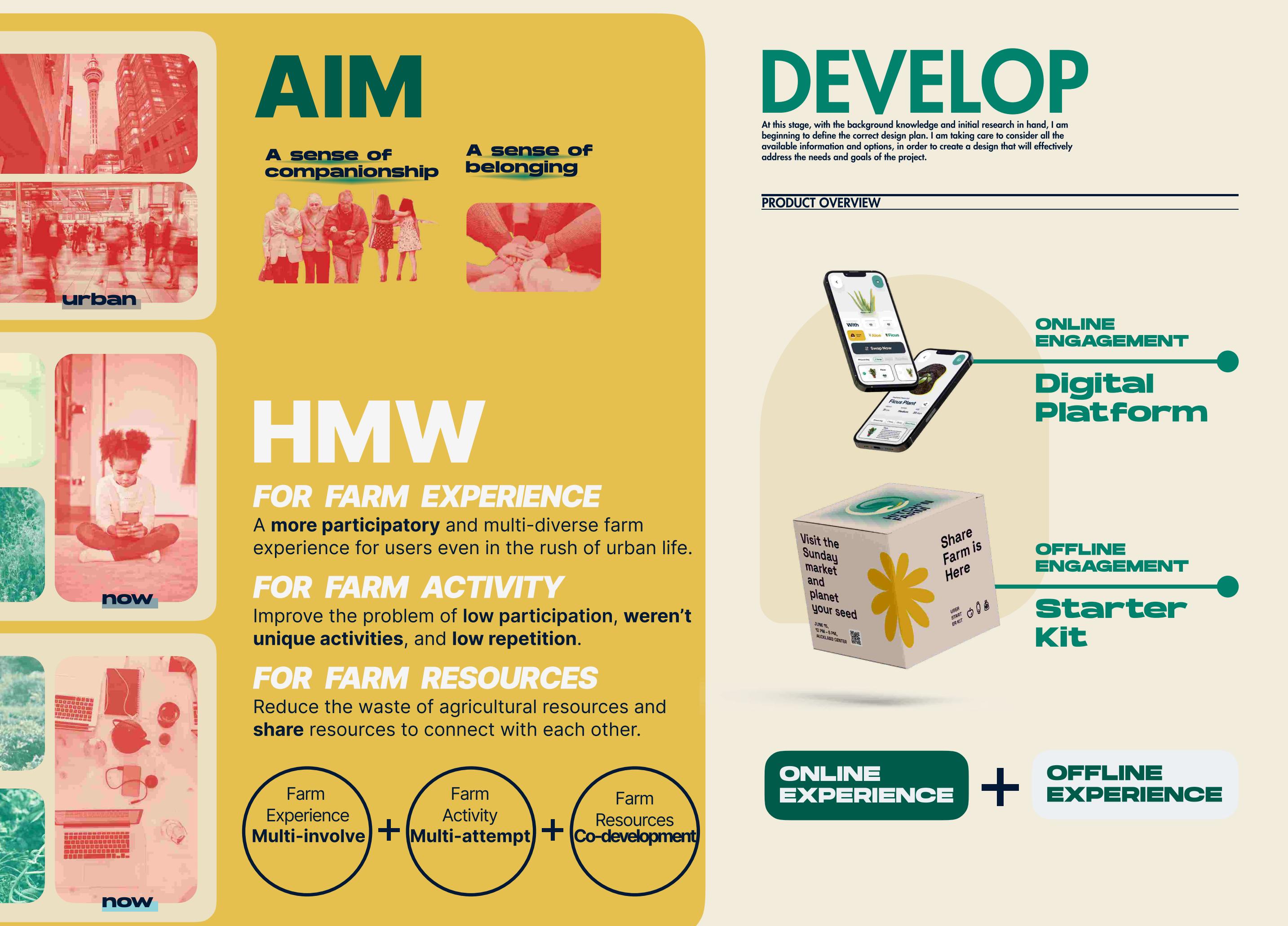
### PREMIUM

### Products and services

Need to improved in order to retain customers.

## MEET

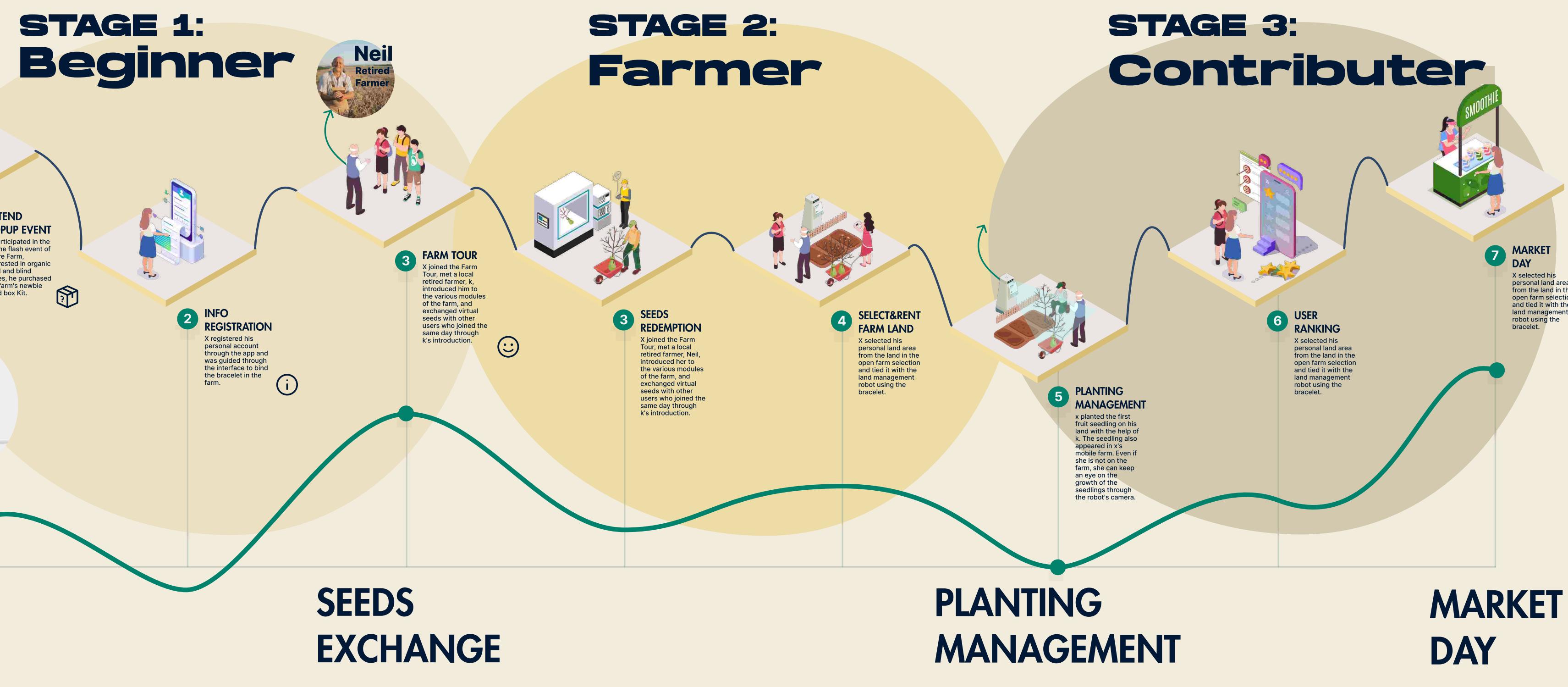
The needs of wider range of potential users



# DEVELOP

At this stage, with the background knowledge and initial research in hand, I am beginning to define the correct design plan. I am taking care to consider all the available information and options, in order to create a design that will effectively address the needs and goals of the project.

## USER JOURNEY



## MARKET DAY

# EXPERIENCE

At this stage, with the background knowledge and initial research in hand, I am beginning to define the correct design plan. I am taking care to consider all the available information and options, in order to create a design that will effectively address the needs and goals of the project.

## SEEDS EXCHANGE

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW



### SEASONAL FRESHES

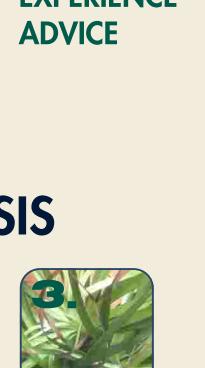
Fresh products come from the share-farm. Not only produced by the farm, also by users. Randomly been placed in the box.

### Bok choy

PACKED BY FARM PRODUCED BY USERS

07

### FRONT VIEW OF COLLECTOR CARD



### BACK VIEW OF COLLECTOR CARD



### NFC-BRACELET

This is a somatic interaction in a shared farm not only record user's activity data in the share-farm. Sharefarm. It also can be used to collector.

### SEEDS COLLECTOR CARD

Each card available for collection has its own individual special number. Additional seeds are available for interactive collect by NFC-Bracelet.

## MARKET DAY

SOCIAL VALUE VARIETIES FOOD CHOICE  
ORGANIC NATURE VIEW LEARNING EXPERIENCE

WEAVING AREA FARM SELL AREA

All the products are sold by the farmer and the user can buy them at a discounted price.

## PLANTING MANAGEMENT

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW LEARNING EXPERIENCE

### FARMER

DATA RESULT ANALYSIS & ALERT

RICH EXPERIENCE ADVICE

### ALWAYS-ON RECORDS

PH & drainage management

Soil fertility detection

Solar clean power & Daily Sun light level record

### NEAR-BY DETECT

BASED ON OPENCV

The AI camera record of nearby creature include bird,pest.

### ASSIST DIAGNOSIS

Each data is stored in the book like a farmer exchange to seeding records. This will be used as an aid to solve problems quickly when they arise.

### MARKET AREA

WEAVING AREA

FARM SELL AREA

All the products are sold by the farmer and the user can buy them at a discounted price.

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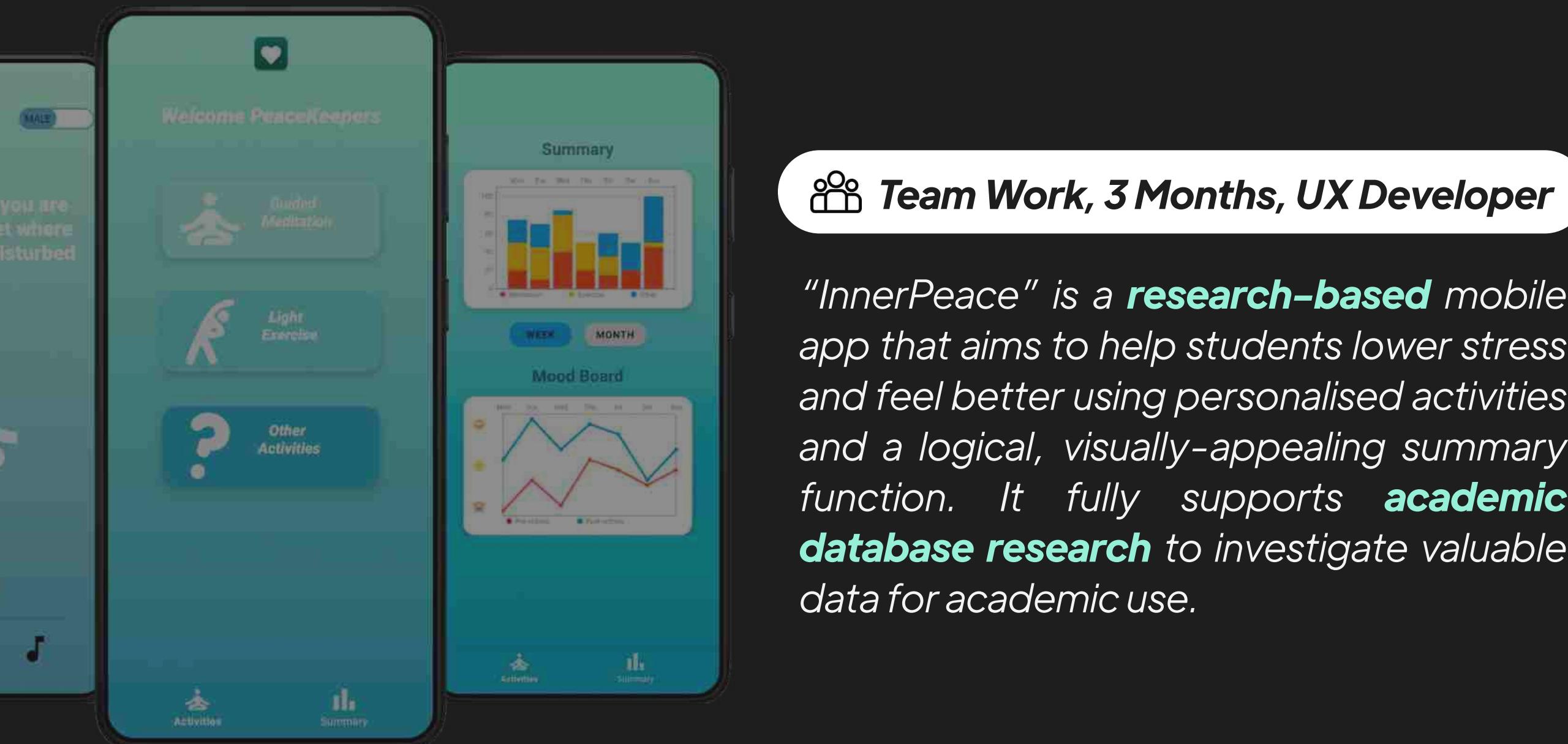
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All the products are sold by the farmer and the user can buy them at a discounted price.

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# O4 InnerPeace / 内在 平静

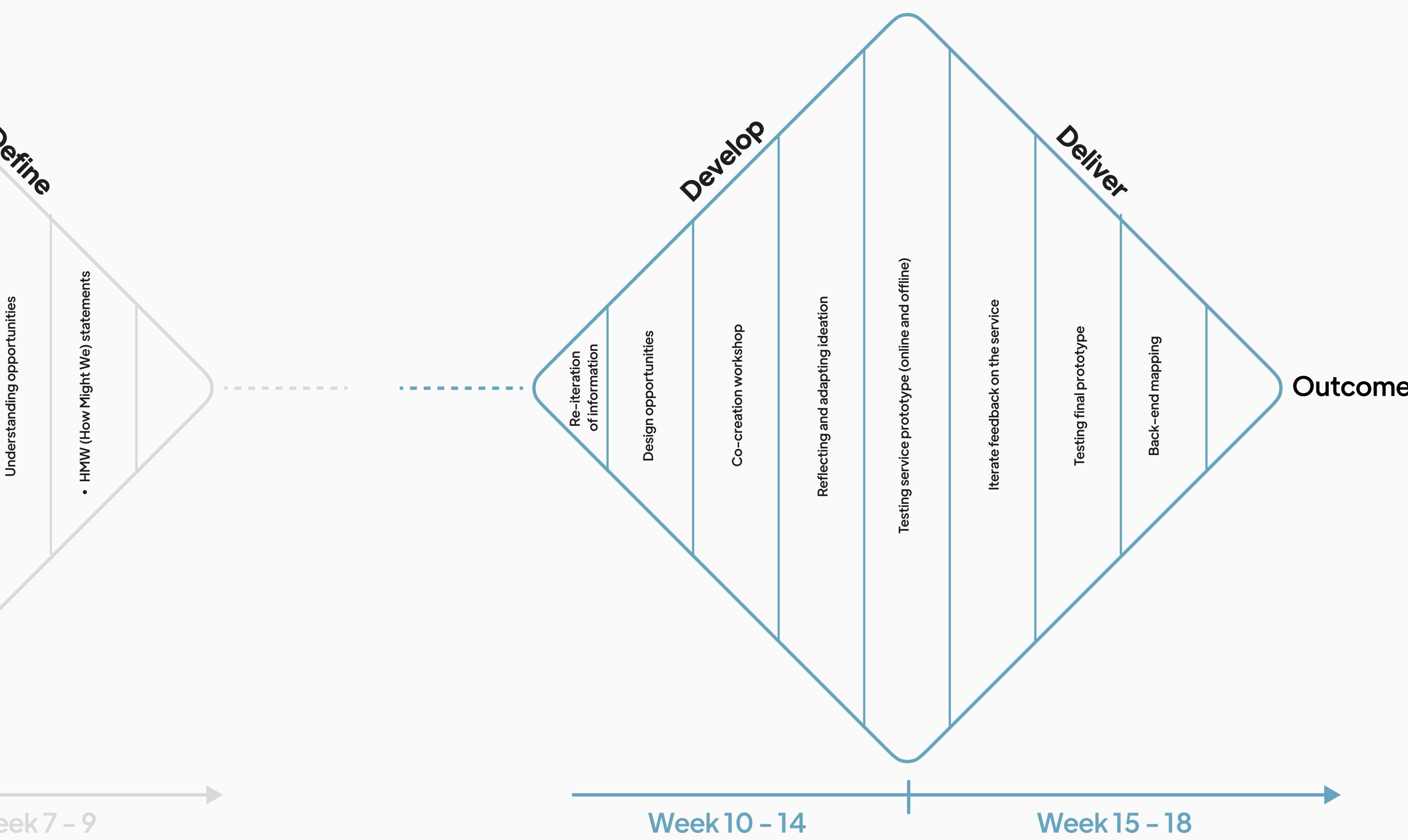
Android Application



Team Work, 3 Months, UX Developer

"InnerPeace" is a **research-based** mobile app that aims to help students lower stress and feel better using personalised activities and a logical, visually-appealing summary function. It fully supports **academic database research** to investigate valuable data for academic use.

## Research Journey



# -the- ISSUE



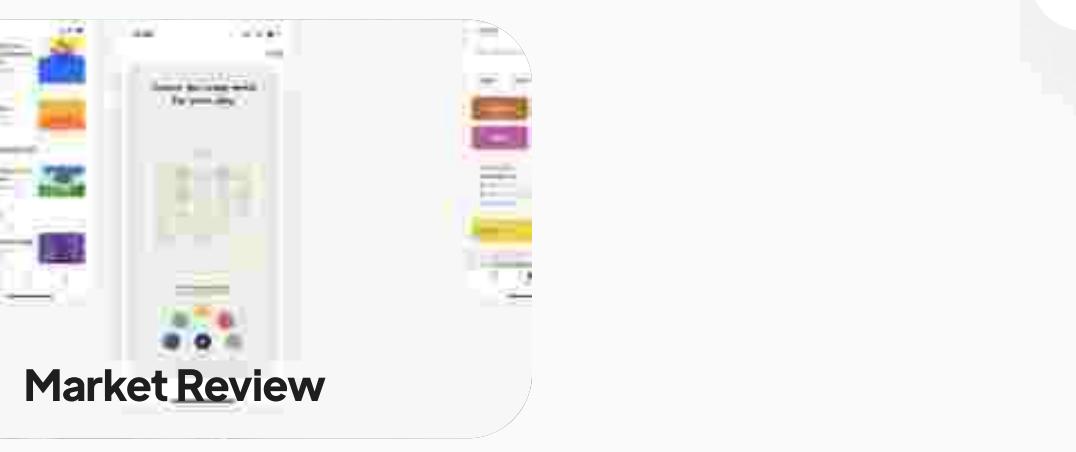
In the midst of these feelings, students often grapple with...

## "A HEAVINESS WITHIN"

A concerning 23% of students have indicated significant depressive symptoms, nearly **doubling** for many demographics since 2012. Female students, Māori and Pasifika students, Asian students, those in lower-income communities, and those from sexual and gender minority groups have been particularly affected. Moreover, there's been a noted increase in **suicide attempts**, especially among males.

-- University's Faculty of Health,  
Dr Terry (Theresa) Fleming

### Research Method



**Insights #1**  
Students often face financial pressures, and the subscription costs of many mental health apps can be an additional burden they can't afford. **How can we create an affordable and accessible app for students?**

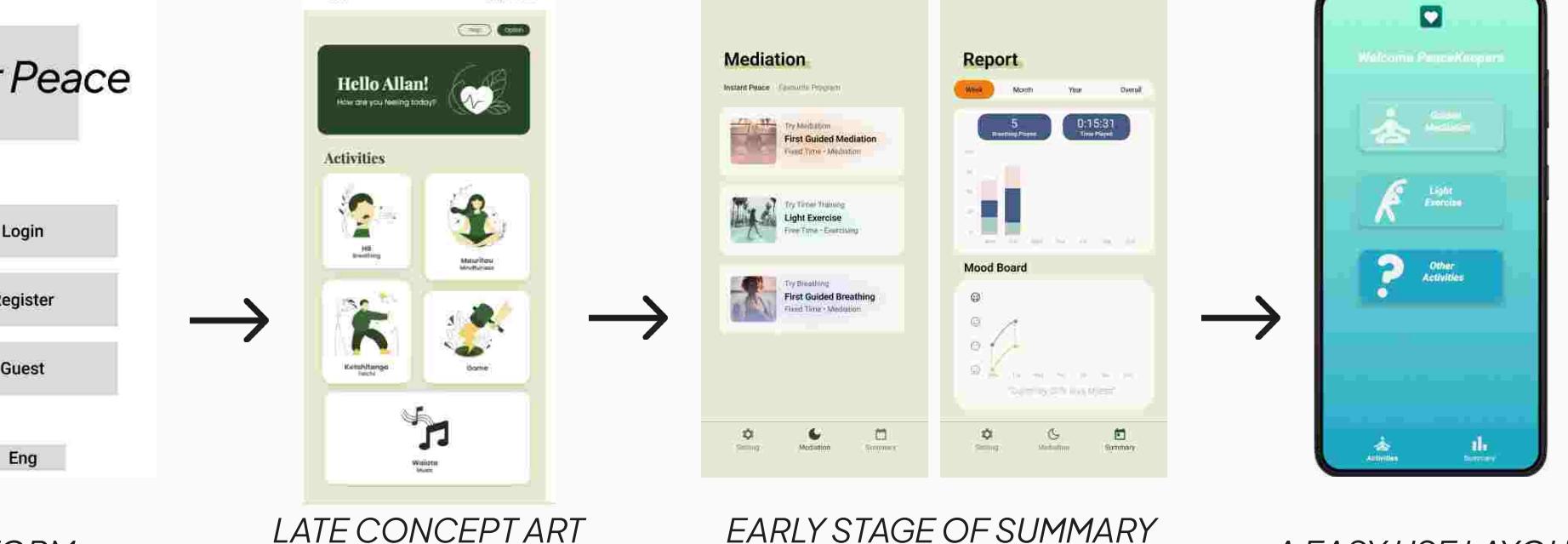
**EARLY DESIGN DECISIONS**  
We adopted a lean design approach, focusing on core functionalities. **Keep it simple, including older Android phones.**

**Insights #2**  
Too many or aggressive notifications could add to a student's stress. How do we set the atmosphere calming and inviting?

**Design #1**  
Provide variety way for student to try it out

**Design #2**  
Voluntary mood recording and data visualisation

**System Architecture**



The designs were confirmed by students and industry experts

"The capstone course is a lot about team work, collaboration and engaging with the client and your team did an exemplary job on all these fronts. It is therefore little wonder that you were the nominees for one of the award categories and that you won the **People's Choice Award**. This is a truly well deserved win"

-- Course Director, Dr. Asma Shakil

# How Do Cultural and Contextual Elements Influence Emotional Responses to Music?

## Introduction

The relationship between art and emotion has been a profound topic of interest, and music, in particular, holds a unique place in human expression. A universally acknowledged phenomenon, music's ability to evoke emotional responses is intricately intertwined with cultural and contextual elements. However, the differential effects of these elements remain underexplored. This research aims to provide an integrated examination of how variations in culture and context shape listeners' interpretations and reactions.

## Rationale

The relationship between art and emotion has been a profound topic of interest, with music holding a unique place in human expression. Music's ability to evoke emotional responses is universally acknowledged, yet the ways in which cultural and contextual elements influence these responses remain underexplored. Despite the availability of extensive information and resources, individuals often do not make rational decisions influenced by these factors. This discrepancy underscores the need to understand how cultural and contextual differences shape listeners' emotional interpretations and reactions to music.

By investigating the interplay between music, emotion, culture, and context, this research aims to fill the gap in existing studies. While previous research has addressed these elements individually, a comprehensive and integrated examination is lacking. Understanding these differential effects can enhance cross-cultural empathy, improve personal musical experiences, and inform the design of more effective music therapy interventions.

This study will leverage interdisciplinary databases, such as SCOPUS, JSTOR, and PsycINFO, to gather a broad spectrum of relevant studies. The goal is to identify patterns in how cultural and contextual variations impact emotional responses to music and determine whether there are universal or culture-specific reactions to musical stimuli.

## Research Background

Previous studies have touched upon these effects, but a comprehensive analysis is needed (Egermann et al., 2015). The research engaged a methodological approach, utilizing databases like SCOPUS for its strong interdisciplinary content, JSTOR for humanities and social sciences relevance, and PsycINFO for psychological aspects. Keywords such as Music, Emotion, Culture, and Context guided the search, offering a broad spectrum of studies that discuss the intersection of music, emotion, and culture.

## Objective

The primary objective of this study is to delve deep into the emotional responses elicited by music across various cultural contexts. The goal is to pinpoint particular musical attributes responsible for these reactions and discern whether there exist universal patterns or culture-specific deviations.

## Methodology

### 1. Step 1: Desktop Research and Literature Review

- Investigate the mechanisms of the brain when faced with musical choices and examples of choice-boosting cases on the market.

2. Step 2: Observe, Analyze, and Test
  - Observe the kinds of food young people buy, their reasons, and their purchasing tendencies.
  - Analyze the factors involved in selecting food.
  - Test to check whether the previous analysis makes sense.
3. Step 3: Interview Target Population and Experts
  - Ask the target population what messages they use to choose food.
  - Find out from experts how decisions are influenced by food packaging.
4. Step 4: Design Concept
  - Refer to the “MINDSPACE” methodology to help people be aware of the “nudge” behavior.
  - Consider a few preliminary plans.
5. Step 5: Prototype Testing
  - Develop a test model in line with the plans for experiment and testing, gather input, and keep refining the model.
6. Step 6: Output
  - Finalize the design based on input from the prototype, create a high-precision model, and conduct an exhibition test for the public.
7. Step 7: Reflect
  - Consider the next steps based on feedback.

## Findings

### Emotional "Chills" Across Cultures

Beier et al. (2020) found that musical qualities like tempo and pitch interval consistently impacted emotional chills across cultures. This highlights music's universal power. However, differences existed too. Indian and Chinese participants experienced more chills than Westerners, showing cultural nuances.

### Musical Trends in Societal Contexts

Eastman and Pettijohn (2019) examined how social and economic conditions influence musical attributes in R&B/Hip-Hop songs. Using quantitative analysis, they correlated societal metrics over time with musical features like tempo and length in top Billboard songs from 1979-2008. As conditions worsened, songs tended to slow down and have shorter durations. Similar to Beier et al. (2020), this shows how external factors shape emotional expressions in music.

### Emotional Reactions to Music

Cotter et al. (2018) found that music evokes nuanced emotions like awe or sadness. Surveying 891 people on crying from music, quantitative analysis categorized experiences. Awe feelings were linked to complexity and beauty. This demonstrates music's varied emotional impact, warranting further examination of eliciting qualities.

## Conclusion

Cultural and societal contexts have a nuanced impact on emotional responses to music. Eastman & Pettijohn and Beier et al. show that musical attributes and societal conditions influence emotions, while Cotter et al. categorize these into awe and sadness. Limitations include constrained sample sizes and a narrow focus on certain cultures, suggesting a need for more expansive future research.

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