



ORA WEB /

奧拉
管理

Service Design / 服务设计 10.2023 - On Going Project

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

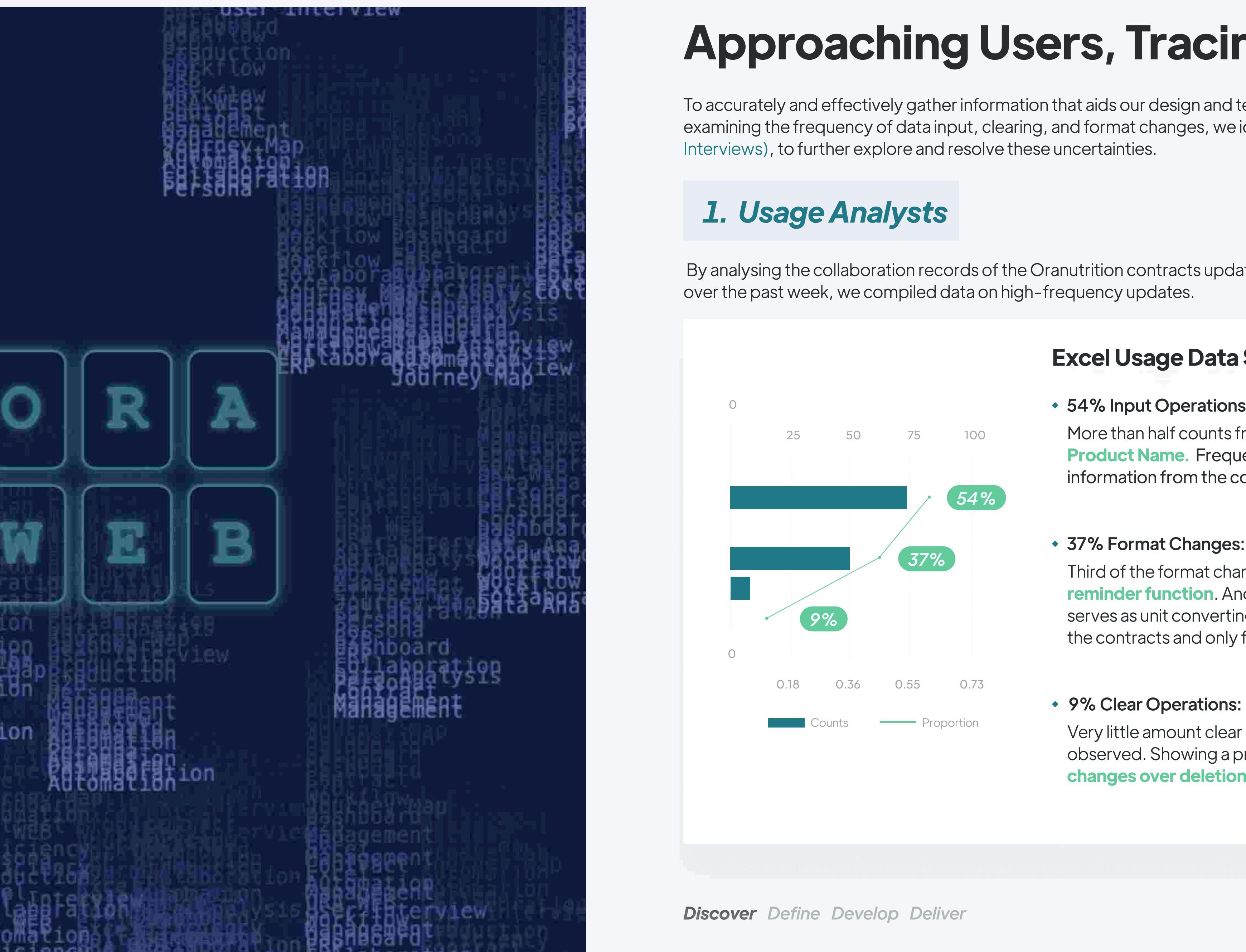
- ♦ **External Needs** Make the system easier to understand and use, improve operational efficiency, as well as enhance data sharing and collaboration between different plant departments. Since ORA Web is newly developed, the initial version may focus more on the implementation of basic functionality, 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.



Team Work, On Going Project, Product Assistant



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.

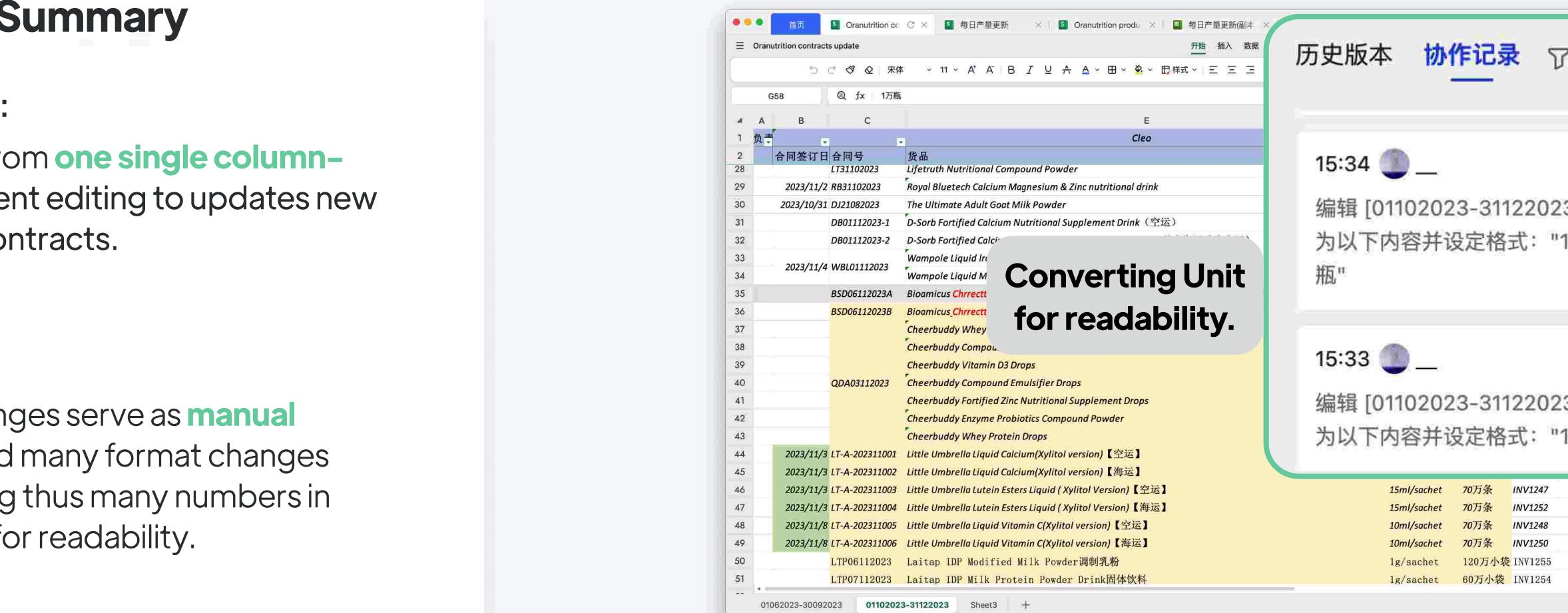
• 37% Format Changes:

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.

Converting Unit for readability.



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.

2. Limitations in Event Tracking

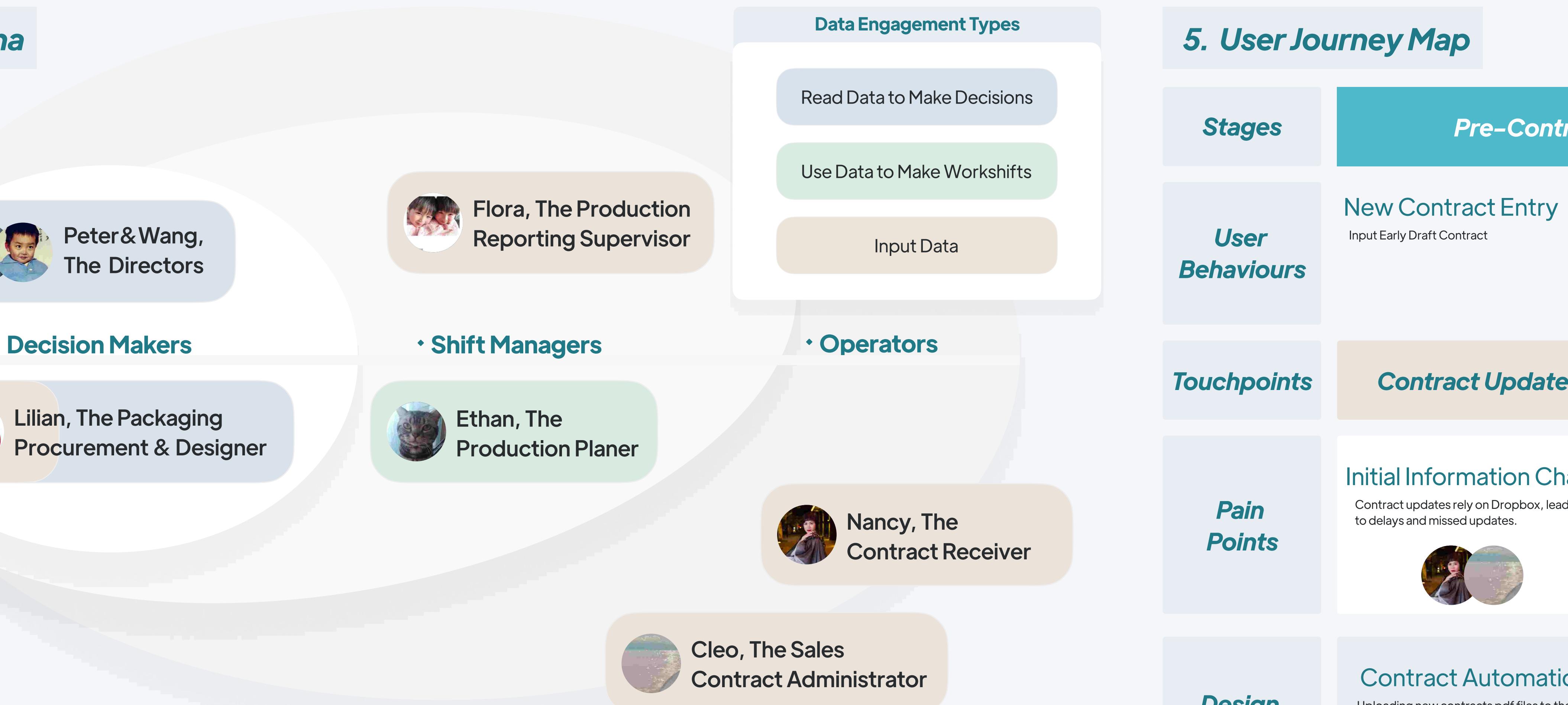
Discover Define Develop Deliver

Approaching Users, Tracing the Source of Issues

3. User Interview

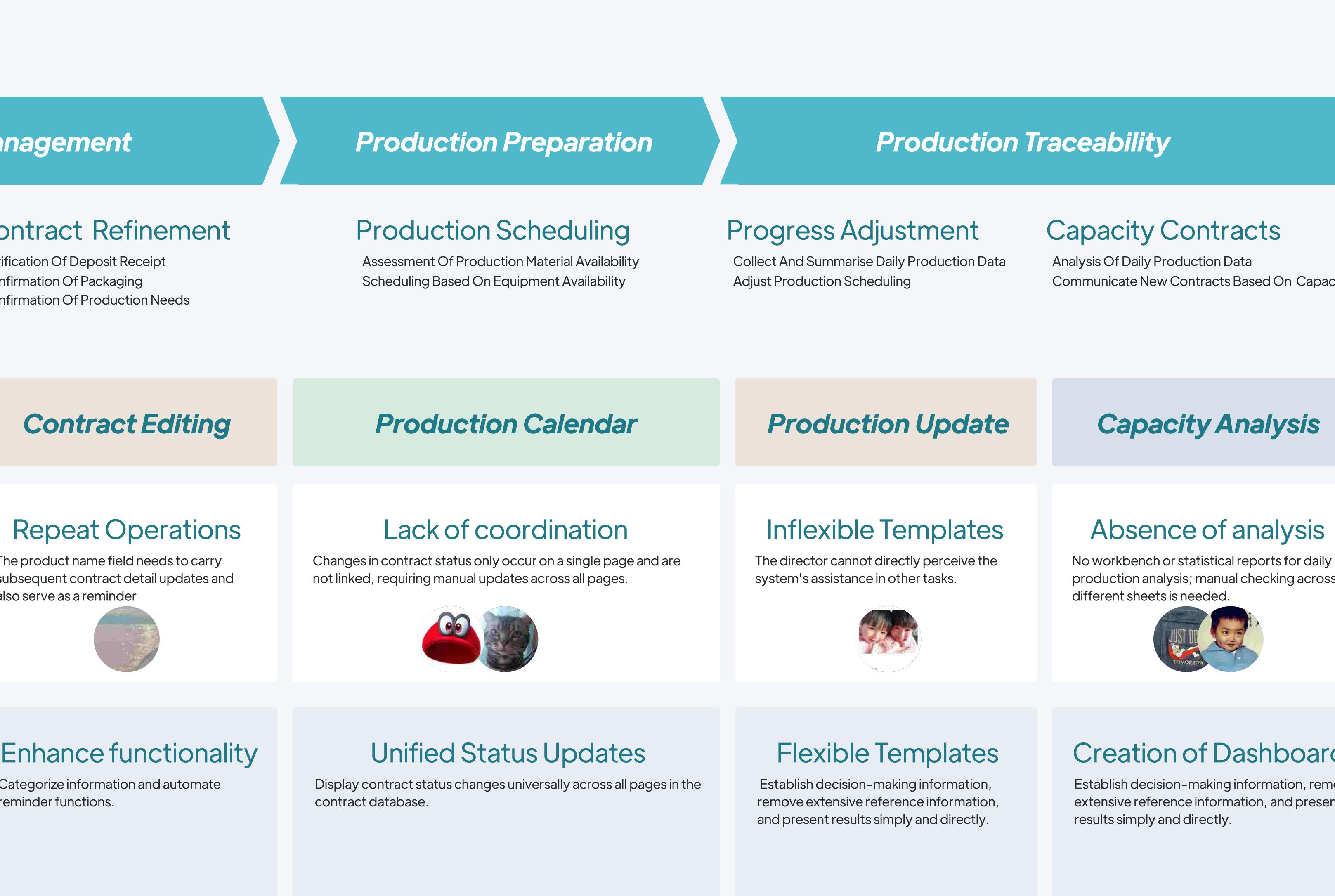
- Research Purpose
To deeply understand how users use contract, production scheduling, and production record sheets in various scenarios.
The aim is to find pain points in product needs, summarise business problems, and define business priorities and plans.
- Target Users
Sales Contract Administrator, 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

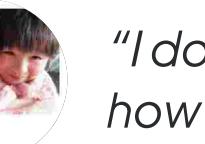
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High Learning Curve

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"

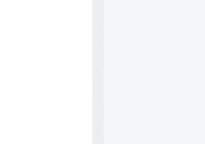

Complex Steps

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..."

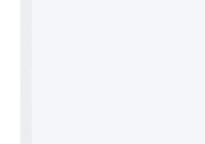
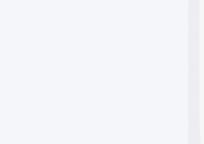

 "I'm fine..... BUT It will be really good if we can have the data link together


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

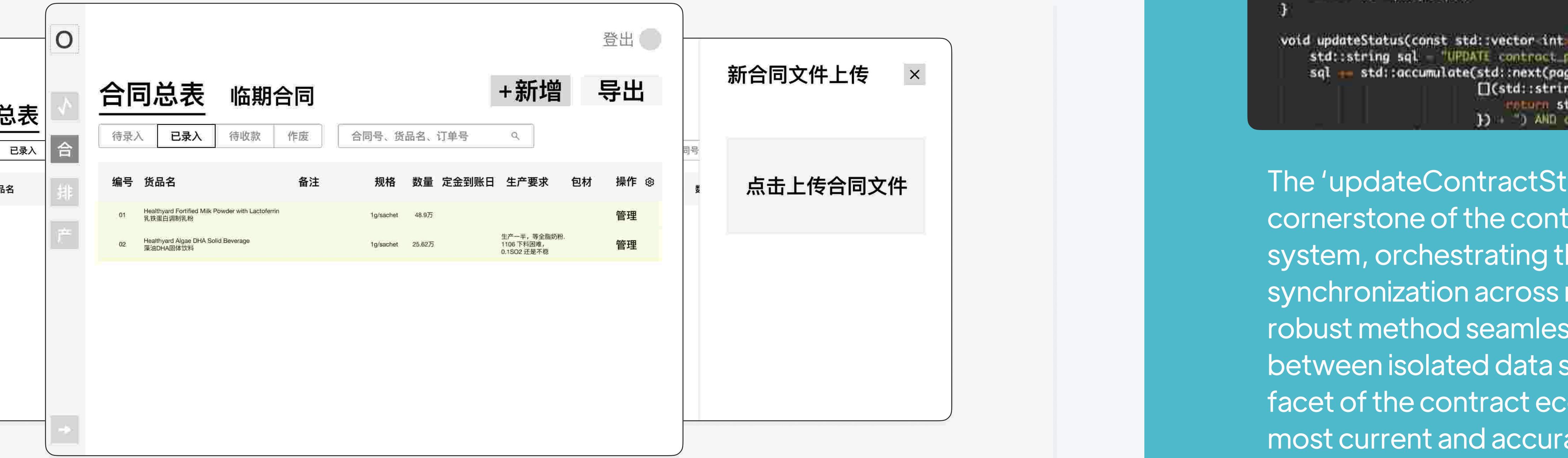
Less Manual Steps

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."



Develop-Code

As the agile process, our coding development team is starting.

ContractStatusUpdater

updateContractStatus

```
std::vector<int> fetchContractPages(int contractId) {
```

```
    std::string sql = "SELECT page_id FROM contract_pages WHERE contract_id = " + std::to_string(contractId);
```

```
    return db->query(sql);
```

```
}
```

```
void updateStatus(const std::vector<int> pages, int contractId, const std::string& status) {
```

```
    std::string sql = "UPDATE contract_pages SET status = '" + status + "' WHERE page_id IN " +
```

```
        std::accumulate(pages.begin(), pages.end(), std::to_string(pages[0]),
```

```
            [std::string a, int b] {
```

```
                std::move(a) + ", " + std::to_string(b);
```

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            } + " ) AND contract_id = " + std::to_string(contractId);
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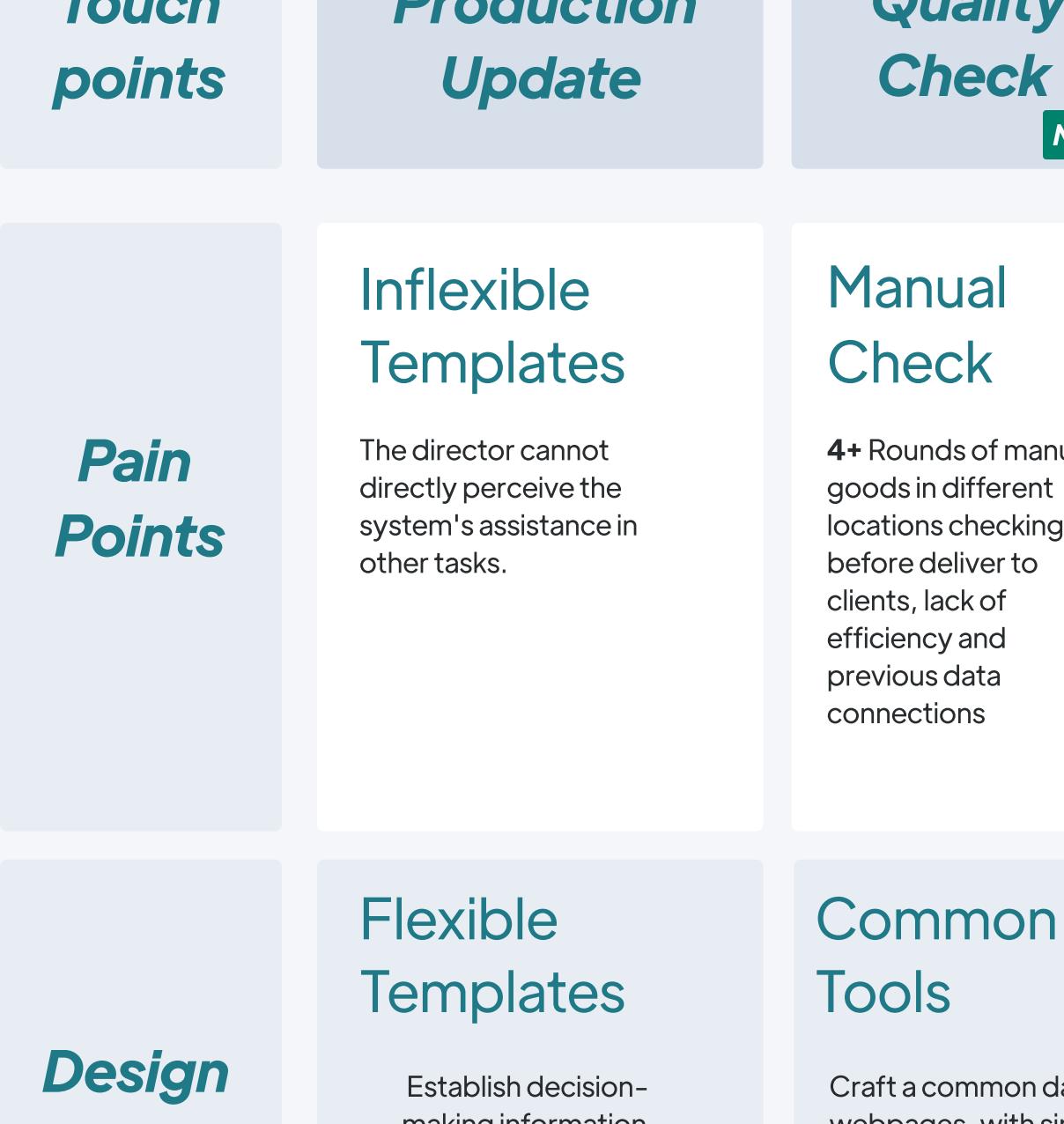
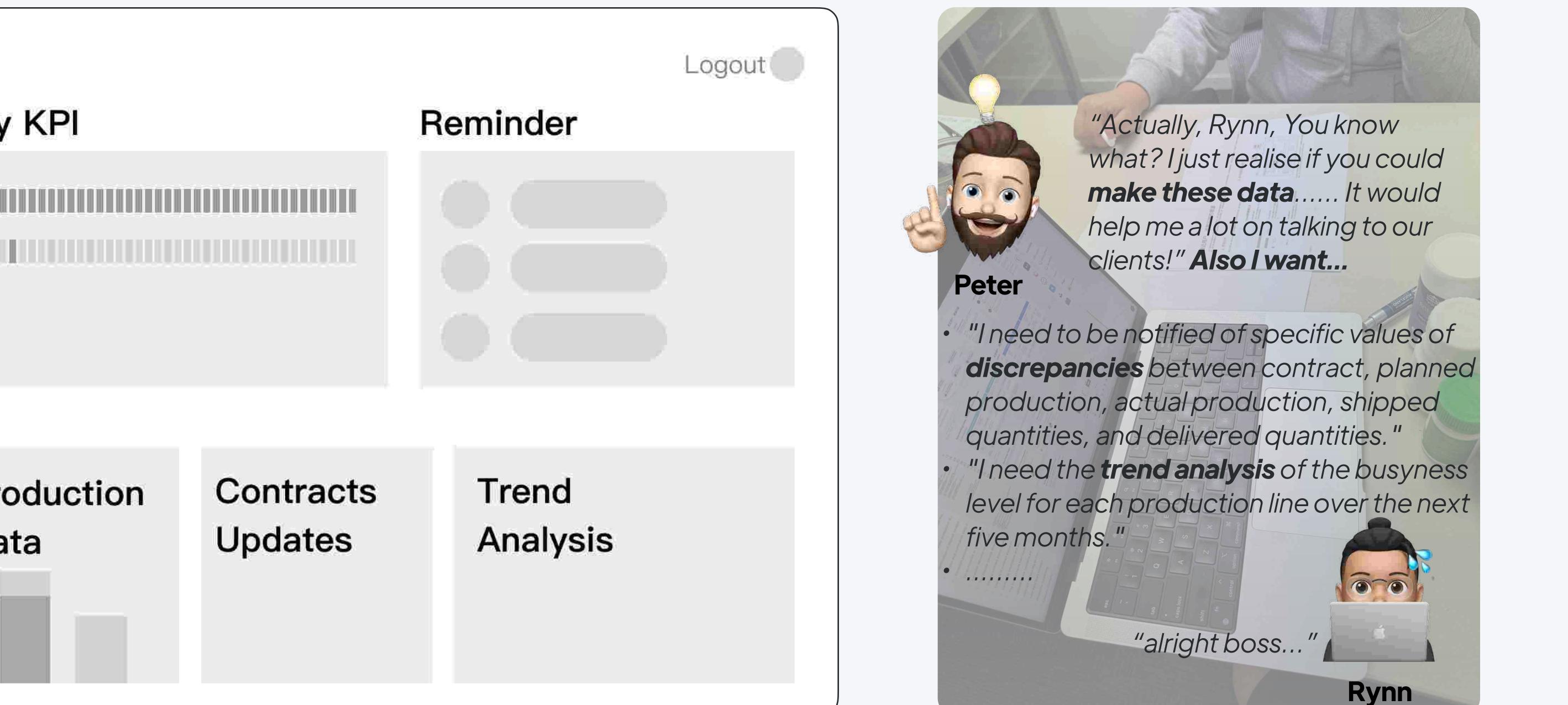
While my initial Dashboard prototype was basic, it sparked an important discussion. **Through conversations with stakeholders**, I identified new pain points and needs. These discussions have helped us gain a clearer understanding of the actual requirements of users and the business.

Design #5 Clear and Concise Dashboard

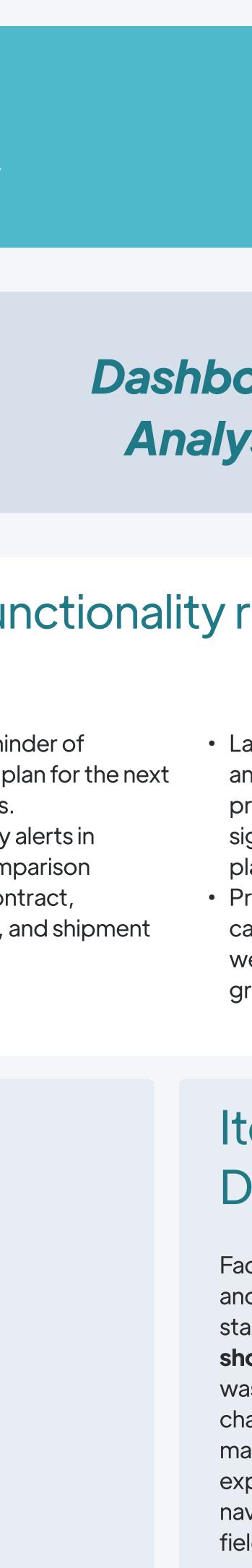
Our dashboard focuses on integrating key information and presents it in a simplified manner, aiding users in quickly and accurately accessing data.

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.



Iiterate User Journey Map



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. "A More Scientific Approach"

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

- A more clear define of the priority 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 optimise 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.

Discover Define Develop Deliver

Discover Define Develop Reflect

Solution Validation – On Going

01/01/2025 - 28/02/2025 Back to Current Quarter

Contracts Number Import New

All 4 • 0 Pending Scheduling • 0 Pending Scheduling More Reqs Finance Pkg Plan Prod Ship

Signing Date	Contract Number	Brand	Product Name	Specs	Quantity	Status	GACC	Coding Format	Expected Shipping Method
07/01/2025	LTUM-202502001	Little	Liquid Calcium (Xylitol verison 2)	10ml/sachet	900000 sachets	New Contract			
07/01/2025	LTUM-202502002	Little	Liquid Calcium (Xylitol verison 2)	10ml/sachet	900000 sachets	Pending Preparation			
07/01/2025	LTUM-202502003	Little	Liquid Calcium (Xylitol verison 2)	10ml/sachet	900000 sachets	Production On-Going			
07/01/2025	LTUM-202502004	Little	Liquid Calcium (Xylitol verison 2)	10ml/sachet	900000 sachets	Done			

Import New Product

Specification

Product 1 Name

Total Quantity / Sale Unit e.g. sachet Packaging Quantity / Unit e.g. 100 e.g. ml

Reqs Pkg Plan Prod Ship

Requirements

GACC Coding Format
BN:XXXXXX EXP:DD/MM/YYYY

Expected Shipping Method Labeling Req.

Additional Notes

Packaging Materials Storage

Arrive Date/ Check Package Name DD/MM/YYYY Pending + Add Package

Plan

Schedule Notes

Raw Material Batch/ Check Material Name DD/MM/YYYY Pending + Add Package

Save Cancel

Contract: LTUM-202502001 Liquid Calcium(Xylitol V2)

+ Add Schedule

BRAND	PRODUCT	TOTAL QUANTITY	SPECIFICATIONS	SCHEDULED	PRODUCED
Little	Liquid Calcium (Xylitol V2)	900,000	10ml/ sachet	0	0

Production Lines

Schedule Table 01/01/2025 - 28/02/2025 (Est. Complete)

Room	25mm Sachet LS01	25mm Sachet LS01R	25mm Sachet LS02	35mm Sachet LS03	25mm 8Lines LS04 R
Square Sachet Filling Room	Liquid Calcium (Xylitol verison 2) 90k				
	Liquid Calcium (Xylitol verison 2) 90k				
	Liquid Calcium (Xylitol verison 2) 90k				
Sachet Filling Room		Liquid Calcium (Xylitol verison 2) 90k			
		Liquid Calcium (Xylitol verison 2) 90k			
Tablets					
Liquid Sachet Room					
	25mm LS01L				
	25mm Sachet LS01R				
	25mm Sachet LS02				
	35mm Sachet LS03				
	25mm 8Lines LS04 R				
Packing/Liquid Bottle					
Hard Cap					
Soft Cap					
Liquid Pouch					
Gel Candy Blister					

Add Schedule

Schedule Notes Production Machine

Start Date End Date Include Weekends

Daily Planned Quantity Adjust Daily

Save Cancel

Add Schedule

Schedule Notes Production Machine

Start Date End Date Include Weekends

Daily Planned Quantity Adjust Daily

01.02.2025 (Mon)
02.02.2025 (Tue)
03.02.2025 (Wed)

Save Cancel

COASTLINK

No. 2 JULY 4th, 2024. INDIVISUAL PROJECT

EVERY THURSDAY

System Design / Product Design / Social Innovation

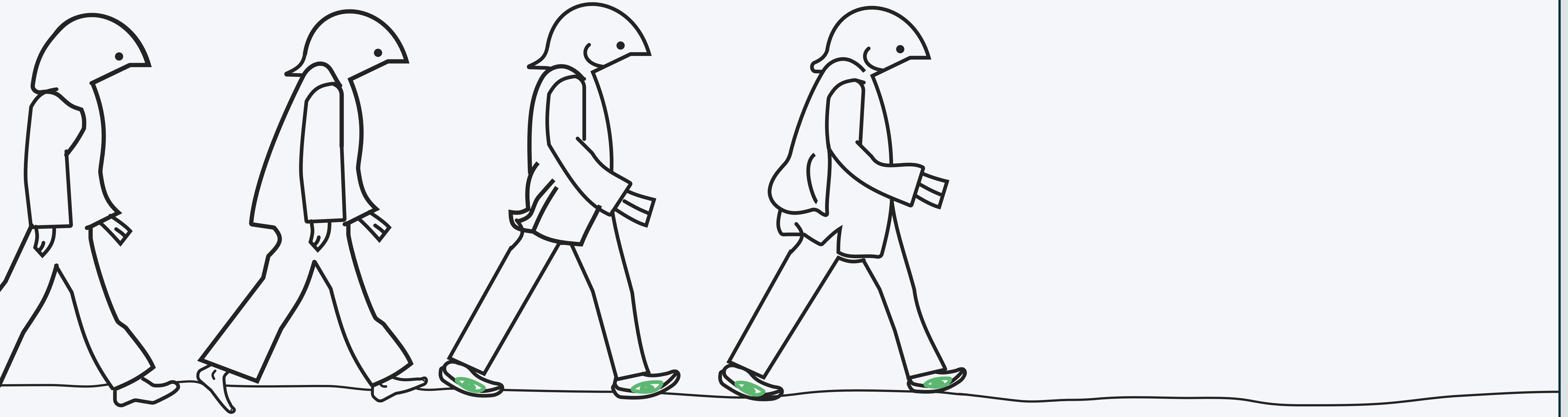
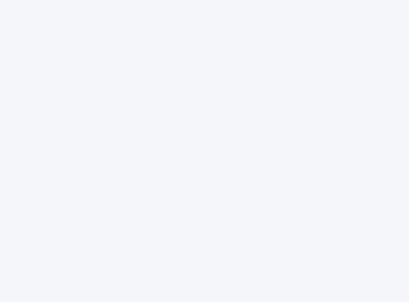
This project aims to create an **environmentally-focused**, integrated coastal tourism system that addresses ecological challenges while aligning the interests of visitors, residents, and local businesses.

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

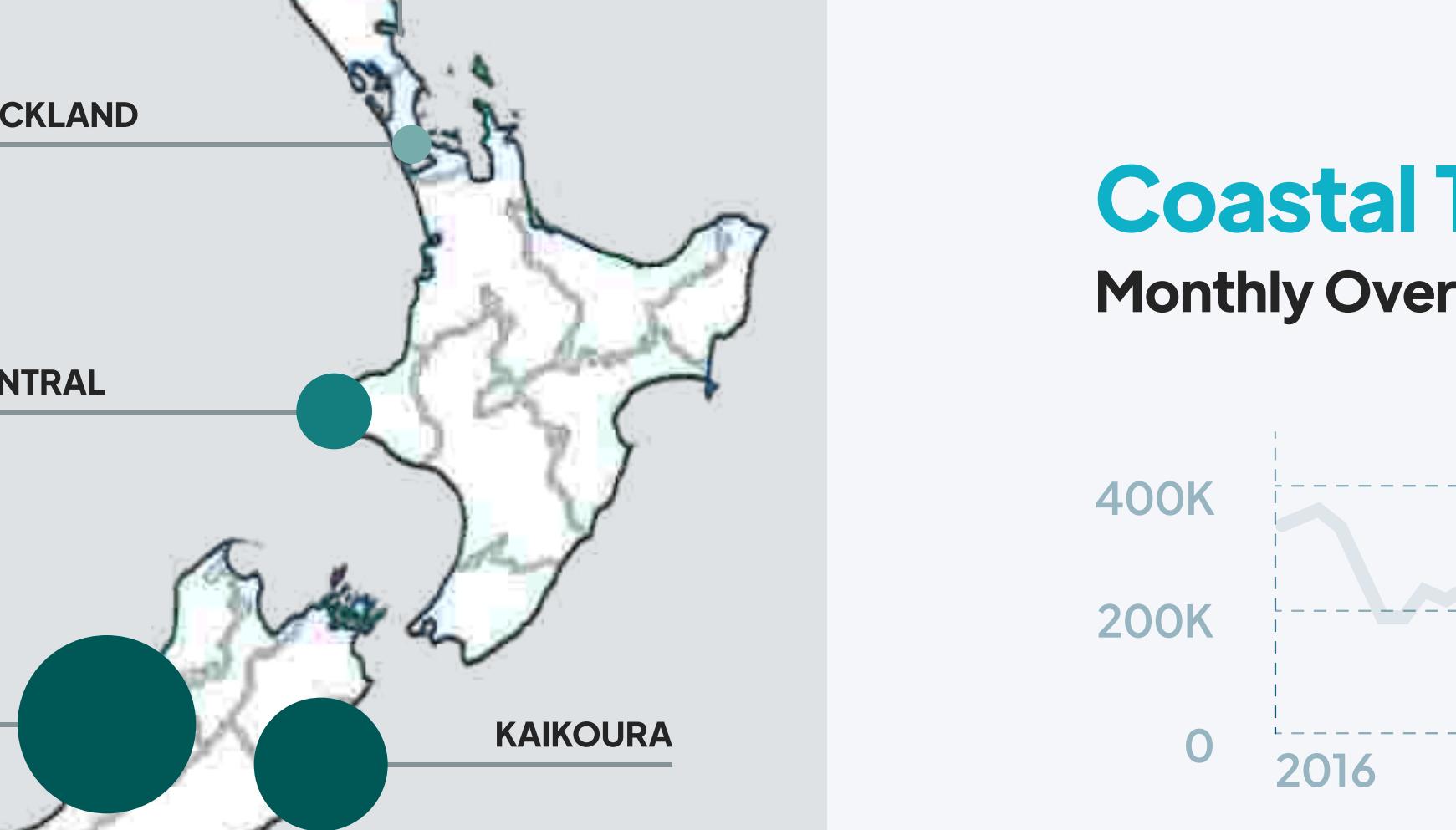


DISCOVER

Regional Marine Species

POPULATION TYPE

- 0~30
- 30~60
- 60~90



NEW ZEALAND

Bluff



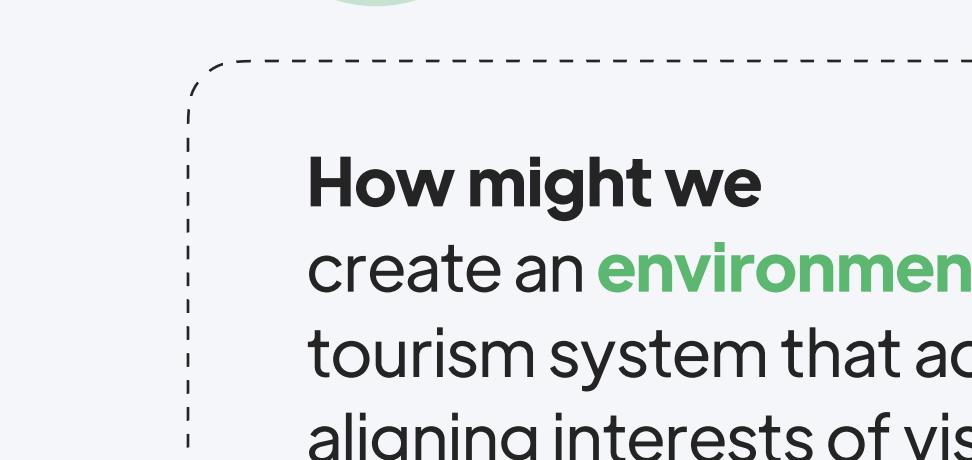
Blue Cod	Scientific name: <i>Pseudopercis maccullochi</i>	Daily limit: 5	Minimum size: 30mm	Bag limit: Yes	Minimum mesh size: 54mm
Bluff Oysters	Can Only Be Found IN BLUFF Area				

Pana	Scientific name: <i>Tiotreia chilensis</i>	Daily limit: 5 10 15 50	Minimum size: 58mm	Bag limit: Yes No	Minimum mesh size: Not applicable

Iconic species

FUTURE ISSUES: HABs

Harmful Algal Blooms present ecological and economic risks due to their unpredictability and the difficulties in monitoring and impact assessment.



Coastal Trends

Monthly Oversea Visitors



Before COVID-19

Heavily impacted by seasonality, leading to income stability. Decentralised small-local businesses hindered sector coordinated action and response to market demands.

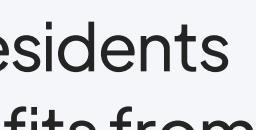
Current Issues: Recovery

Coastal tourism faces challenges from significant population exodus. This demographic shift affects local economies and workforce availability.

Harmful Algal Blooms present ecological and economic risks due to their unpredictability and the difficulties in monitoring and impact assessment.

Local Insights

On International Tourism



80% of New Zealand residents have experienced benefits from tourism activity in their area

Greater appreciation of the natural environment

More opportunities for employment & income

65% of New Zealand residents have experienced adverse impacts from tourism activity in their area

More litter and waste generation

Greater difficulty finding a car park

How might we

create an environmentally-focused, integrated coastal tourism system that addresses ecological challenges while aligning interests of visitors, residents, and local businesses?

RESEARCH / Persona's

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

Place of issue: Oversea
ID Type: Temporary

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.

Place of issue: Bluff
ID Type: Resident

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

Place of issue: Bluff
ID Type: Government

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.

Place of issue: Bluff
ID Type: Government

FACTS

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

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.

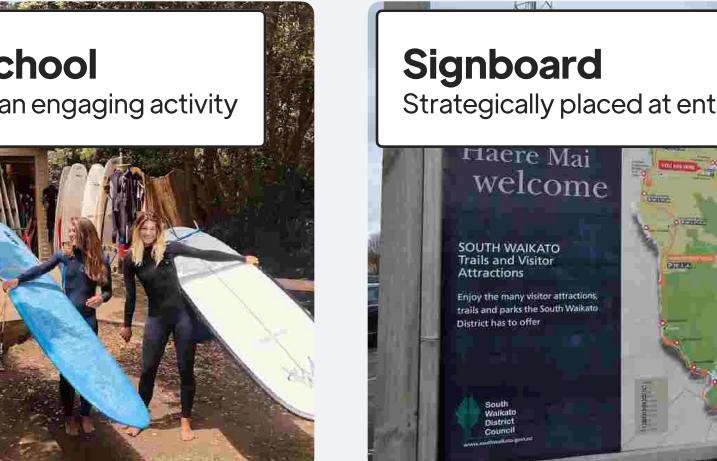
Field Research / Observation

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

Species



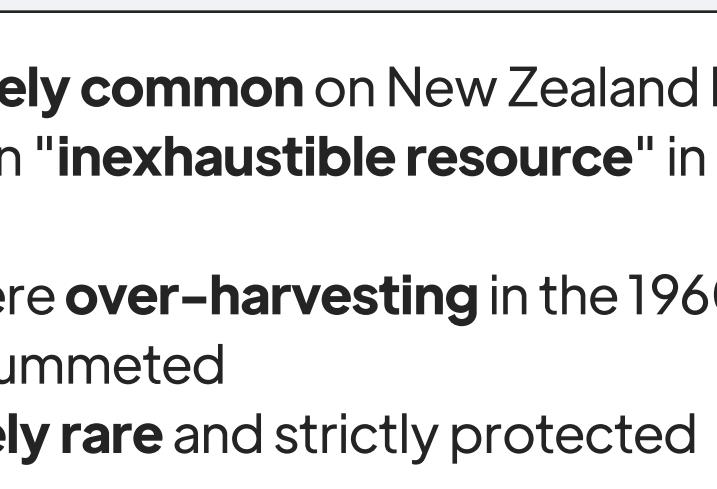
Touchpoint



Profile

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

Special Story Discover / Toheroa: A fabled shellfish that nearly vanished

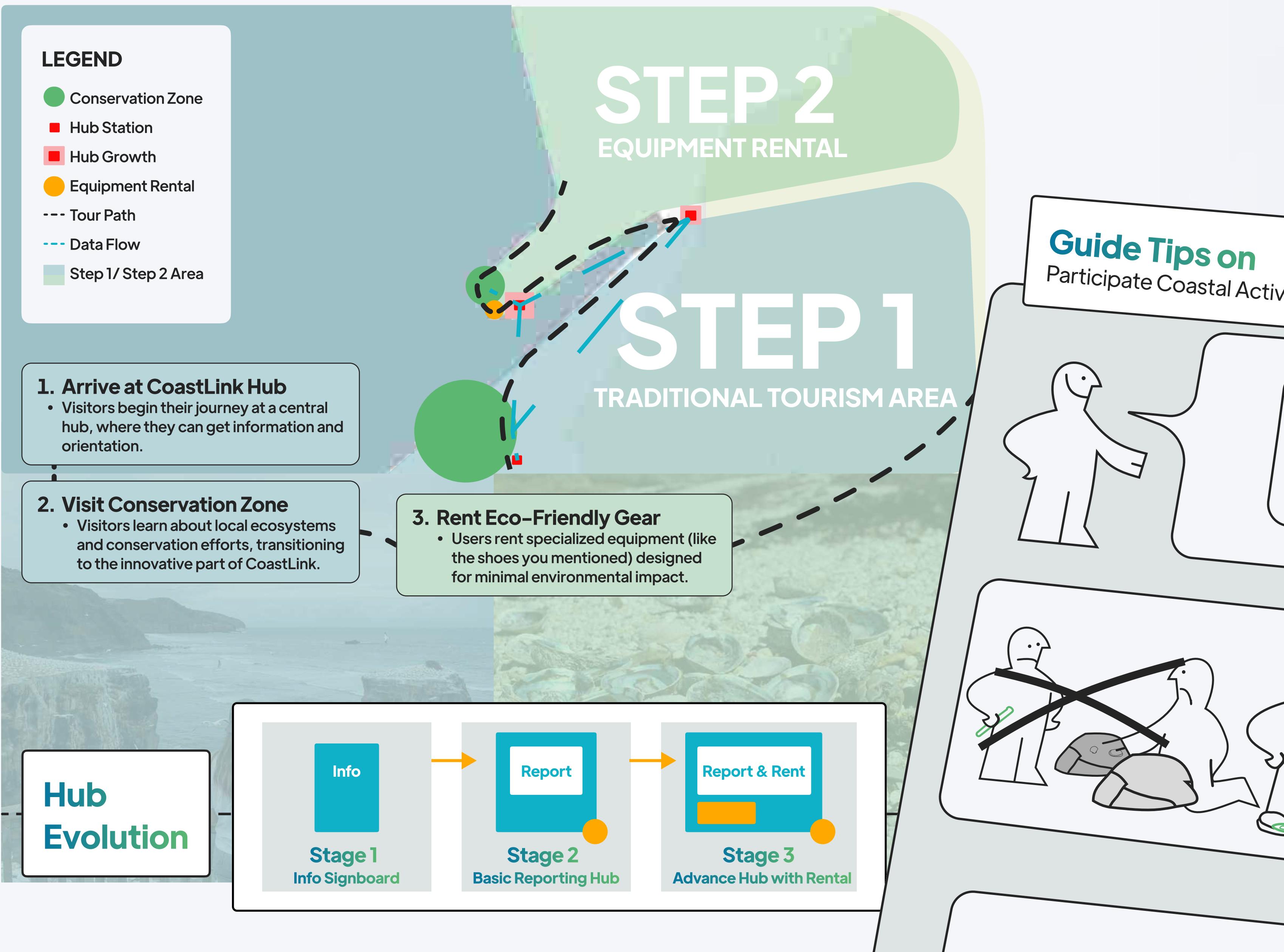


- Once **extremely common** on New Zealand beaches
- Considered an "**inexhaustible resource**" in early 20th century
- Suffered severe **over-harvesting** in the 1960s, population plummeted
- Now **extremely rare** and strictly protected

Concept Development



SERVICE SCENARIO



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

HIGH
Level of motivation and demand

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

RETURNING

0.000 repeat customers in a month



73.3% young people who are not willing to pay more for better experience

PREMIUM

Products and services

Need to improve in order to retain customers.

ECO-SUSTAINABLE

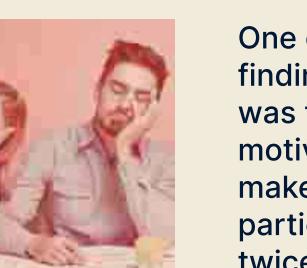
Farming practices

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

MEET

The needs of wider range of potential users

MOTIVATIONS



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

TARGET USER NEEDS PREFERENCES

PERSONA

HOW MIGHT WE...

URBAN

NATURE

QUALITY

ECO-SUSTAINABLE

MEET

The needs of wider range of potential users

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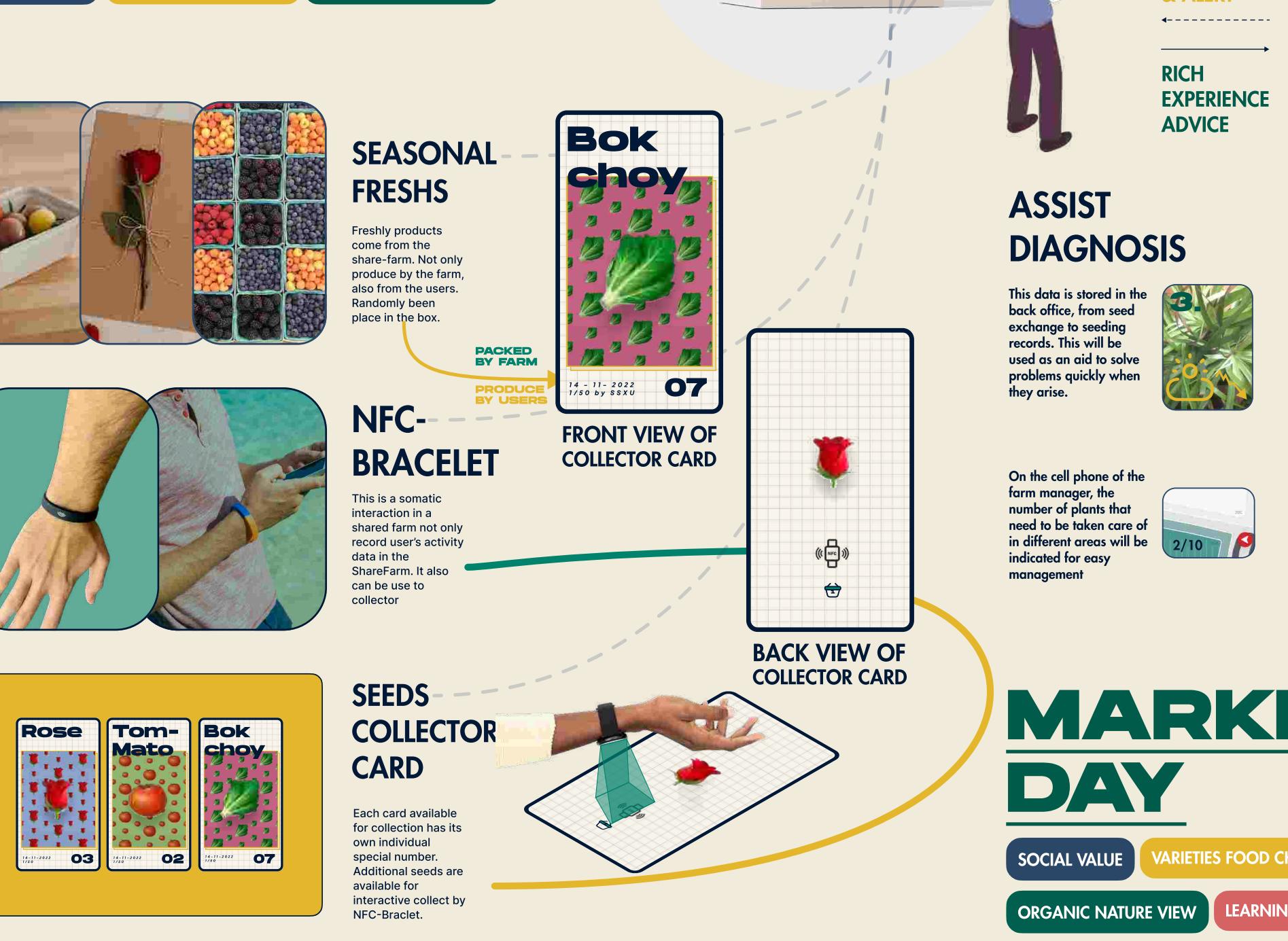
MEET

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.

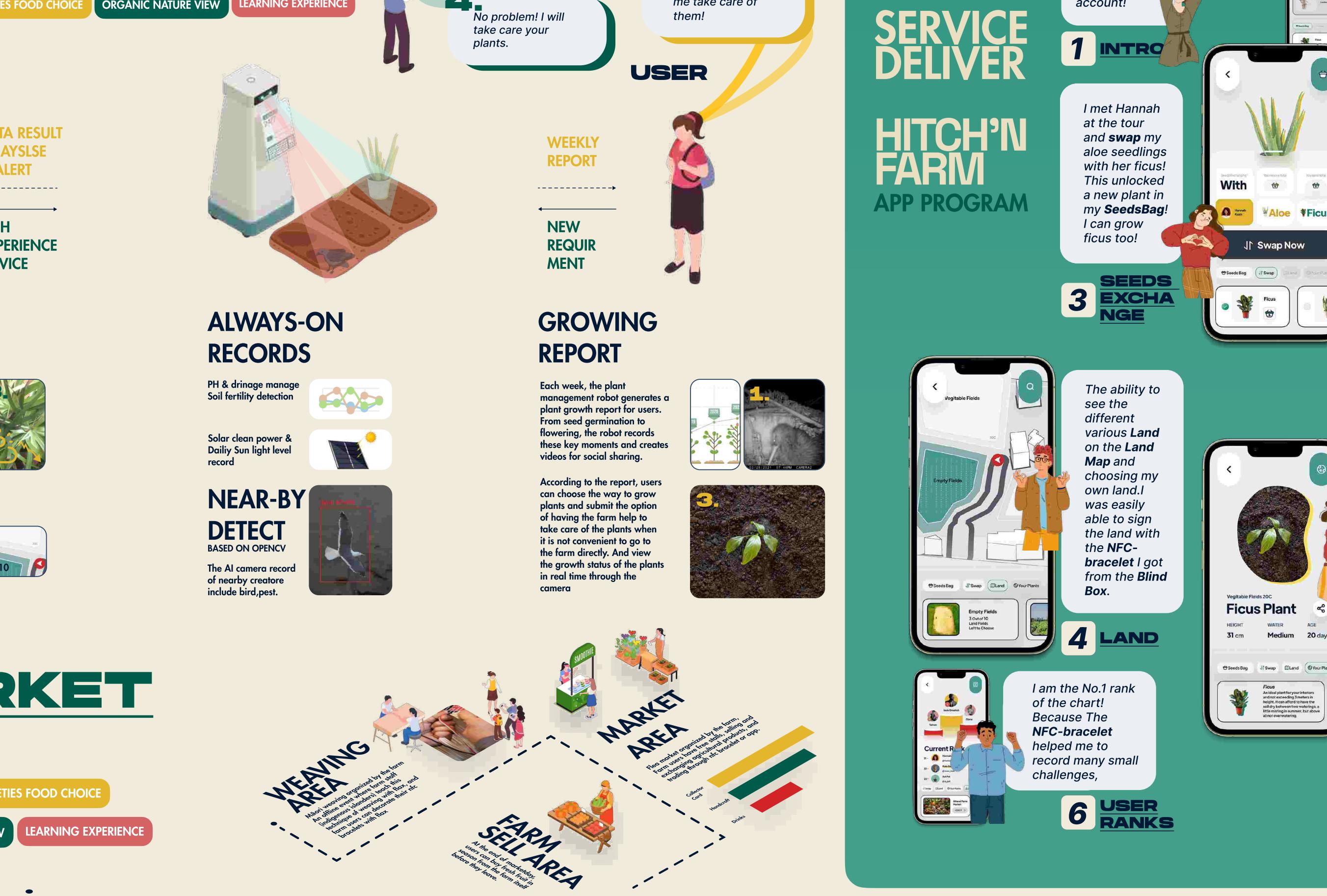
SEEDS EXCHANGE

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW



PLANT MANAGEMENT

week. Please let me take care of you.



MARKET DAY

AY



PR

10 of 10



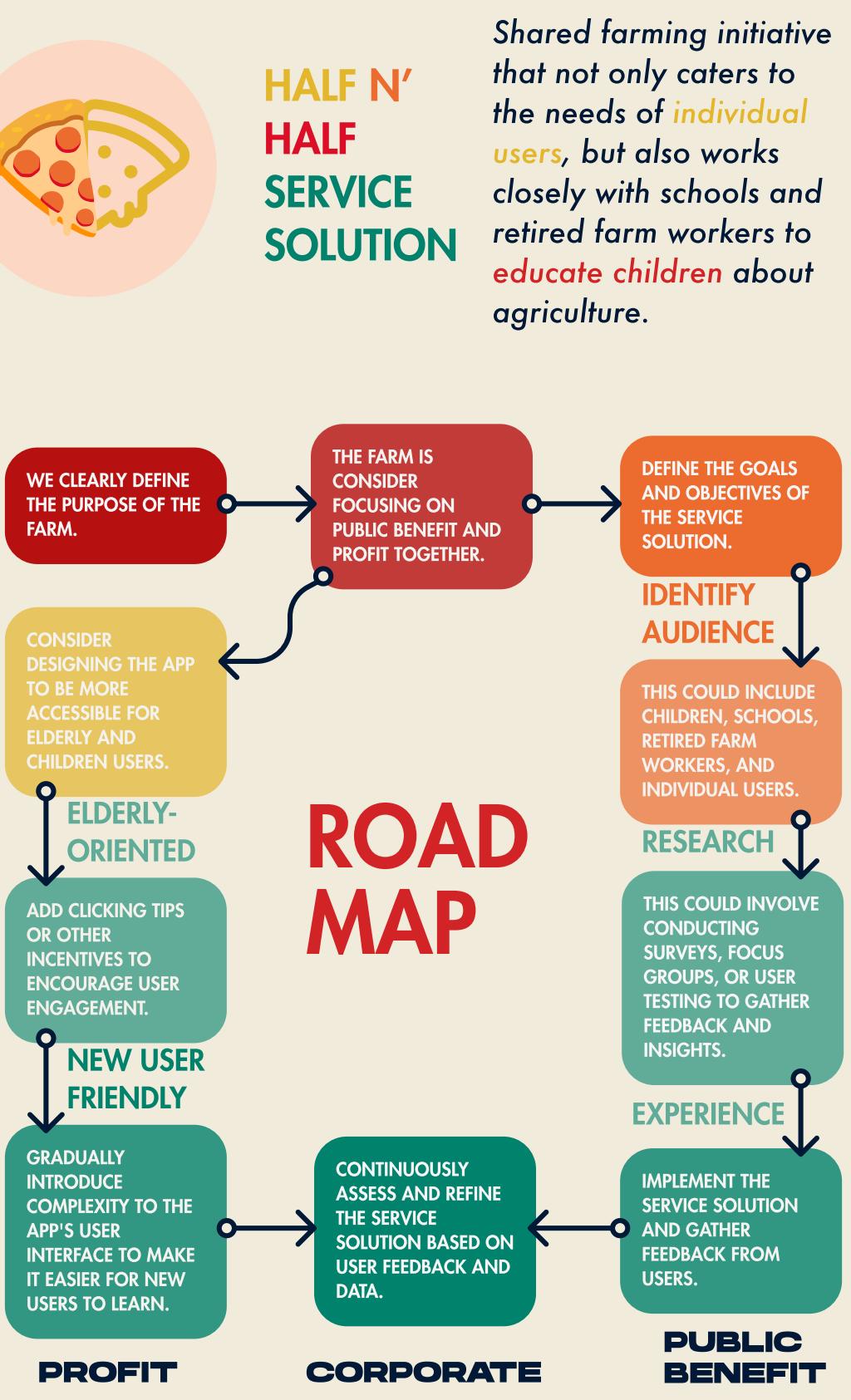
www.elsevier.com/locate/jneurosci



SOLUTION

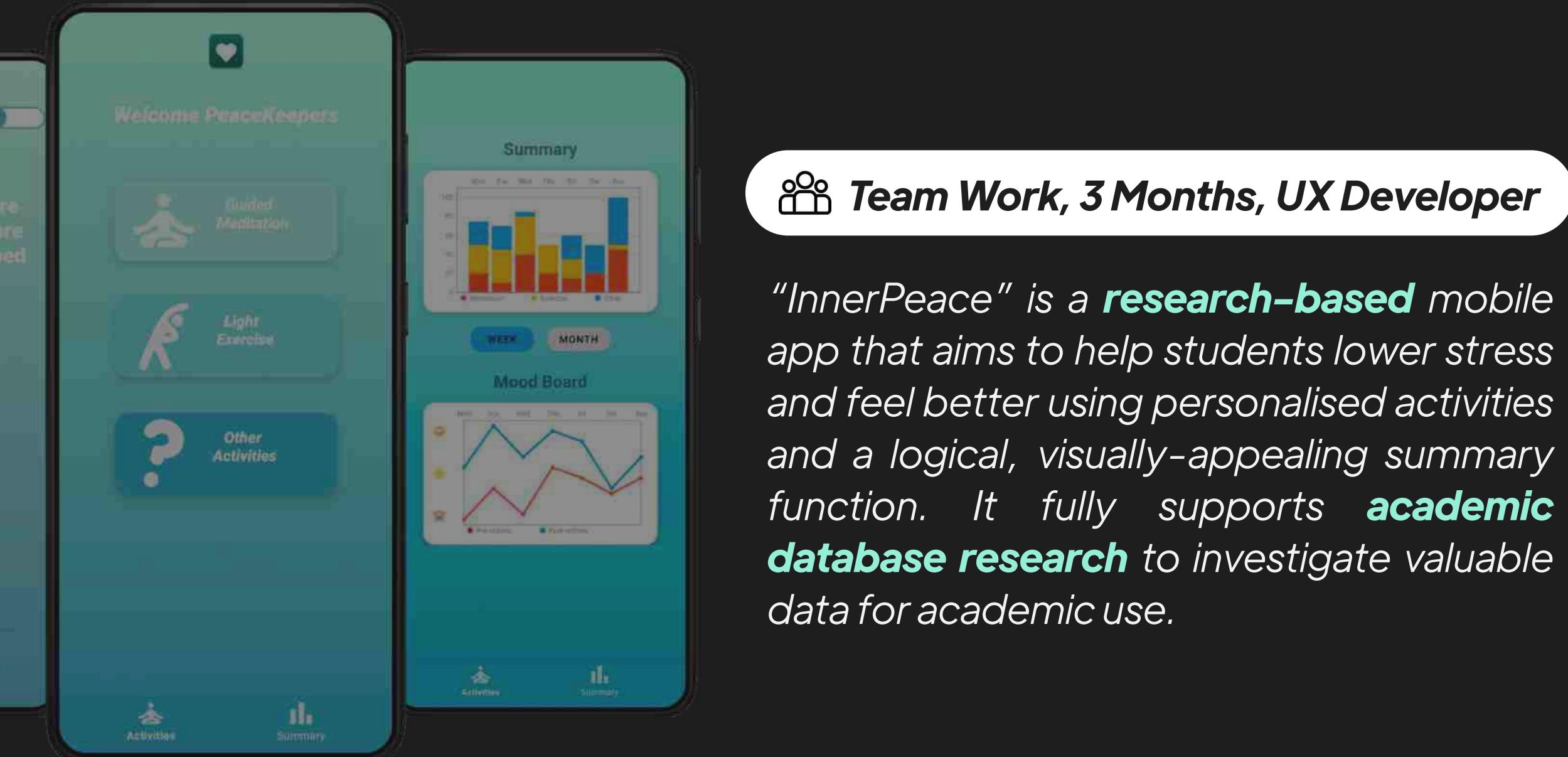
EVALUATION

EVALUATION



O4 InnerPeace / 内在 平静

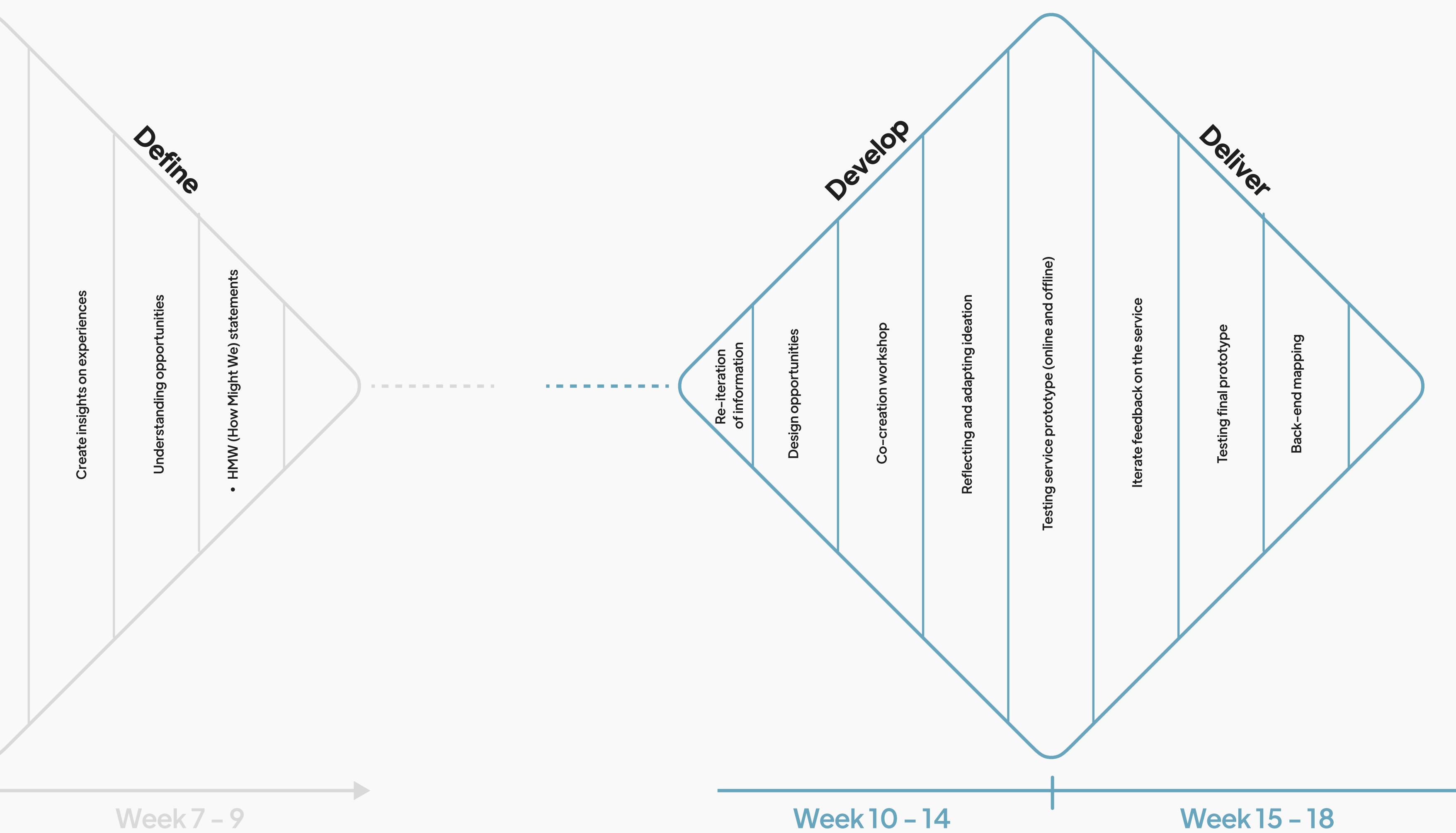
Android Application



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

Students grapple with emotions like:



ANXIETY OVERWHELM LOST

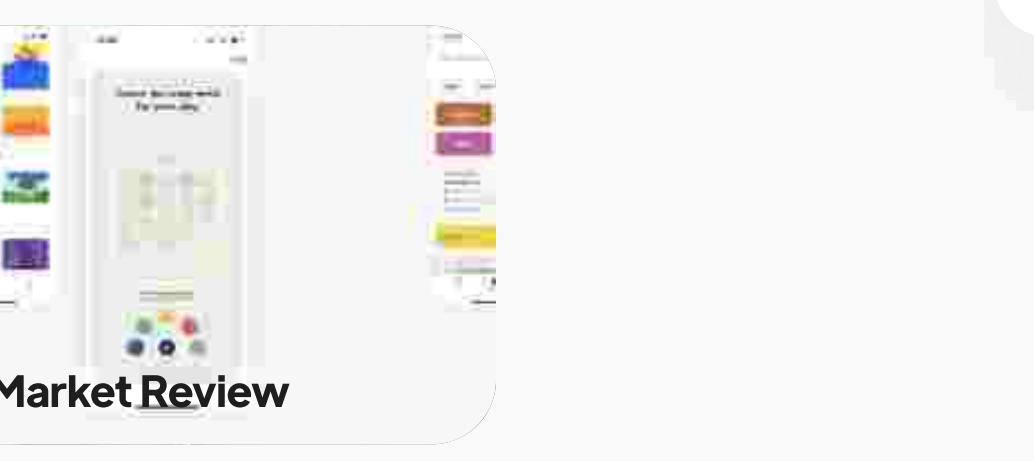
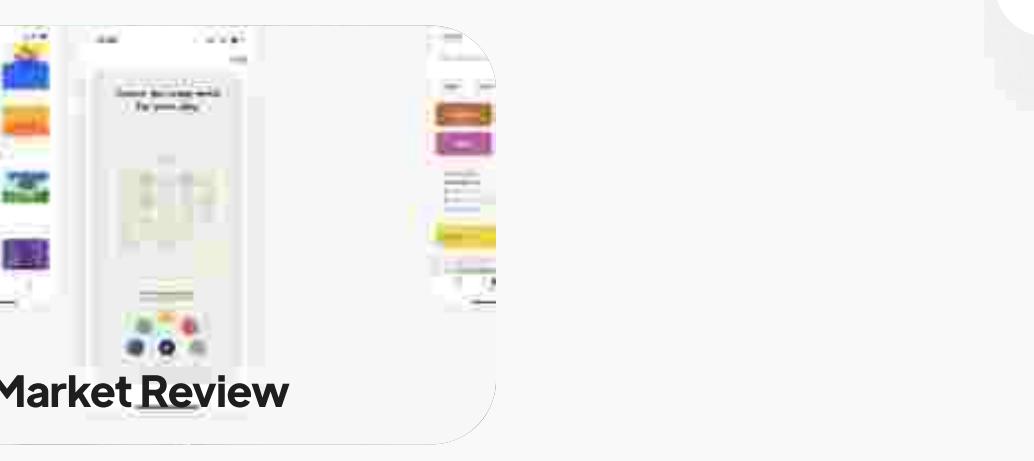
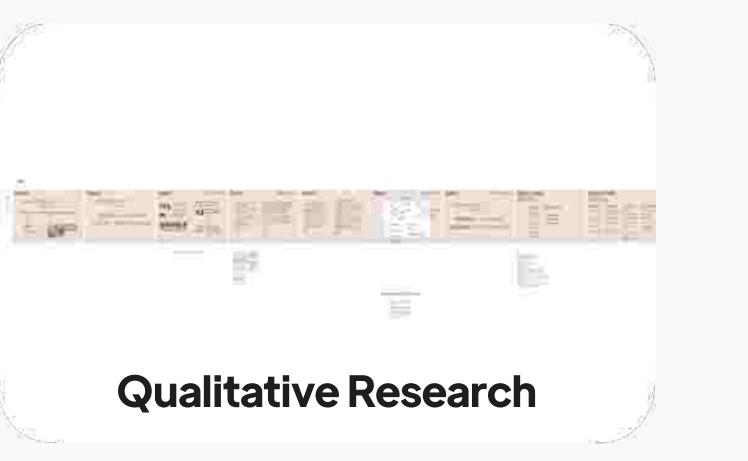
In the midst of these feelings, students often grapple with...

"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.

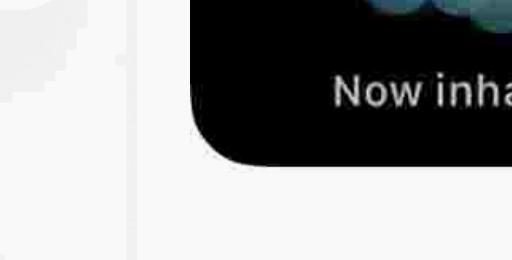
-- University's Faculty of Health,
Dr Terry (Theresa) Fleming

Research Method

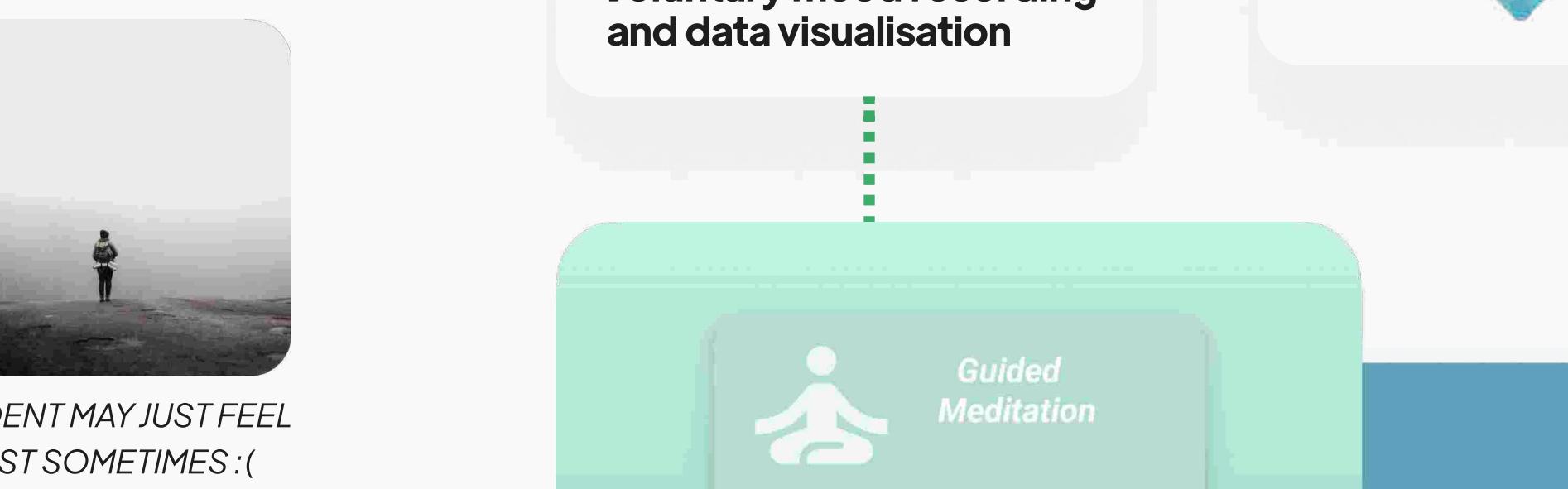


Insights #1
Students often face financial pressures, and the subscription costs of many mental health apps can be an additional burden they can't afford. **How can we create an affordable and accessible app for students?**

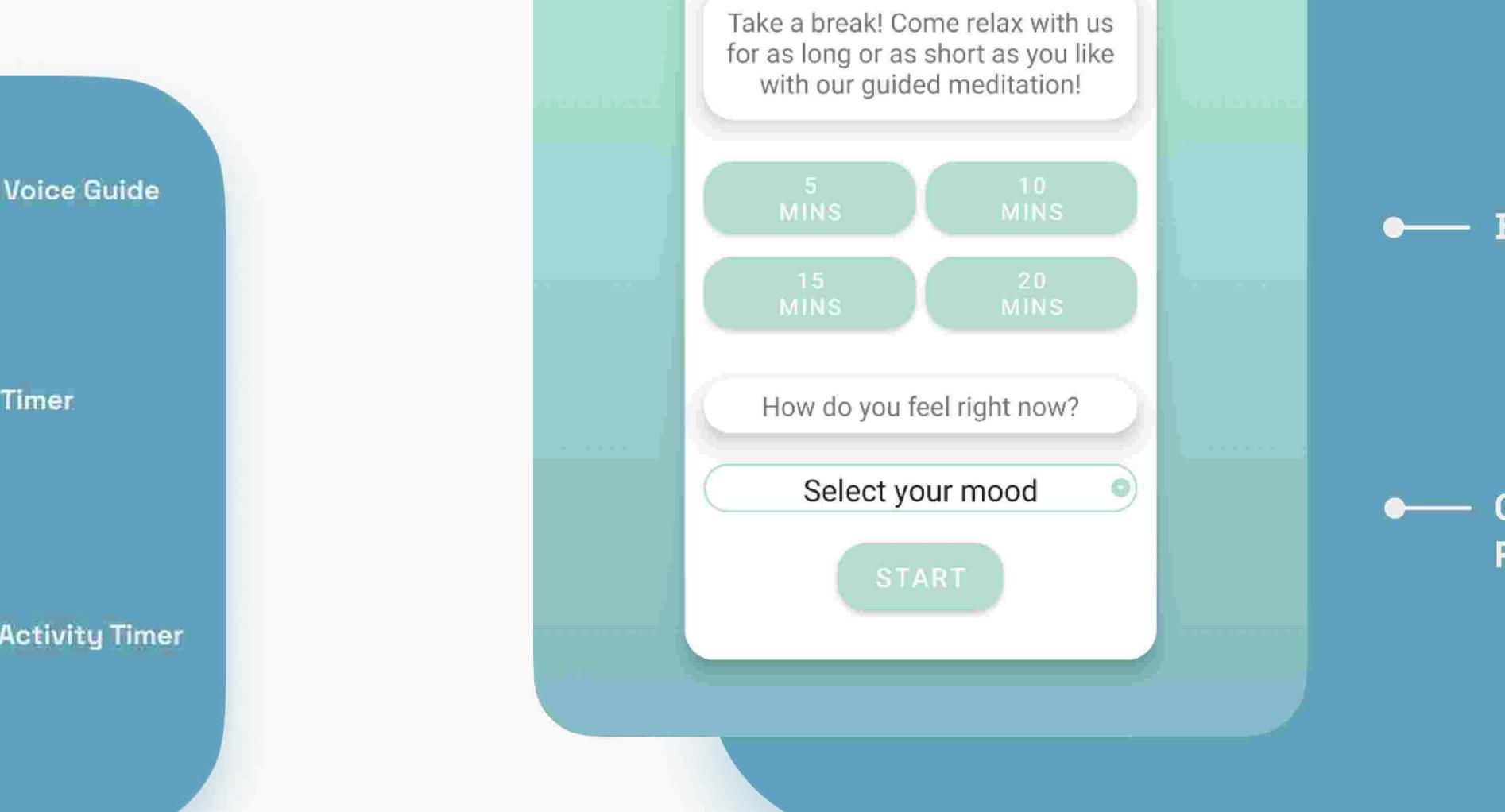
EARLY DESIGN DECISIONS
We adopted a lean design approach, focusing on core functionalities. **Keep it simple, including older Android phones.**



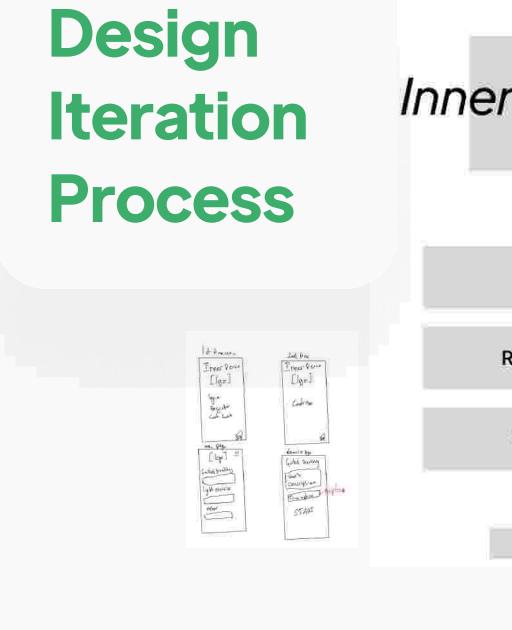
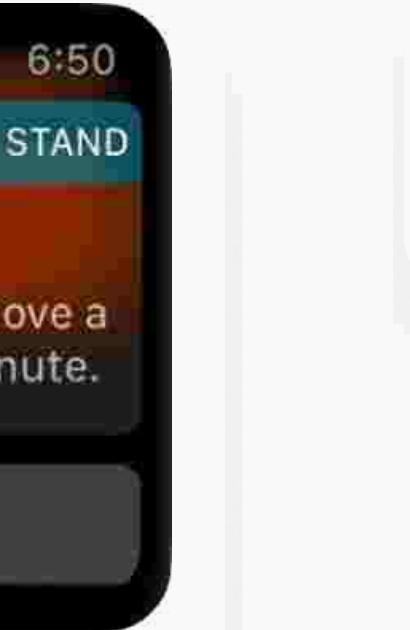
Insights #2
Each Person's stress reason can be very, very different. How does InnerPeace handle that?



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

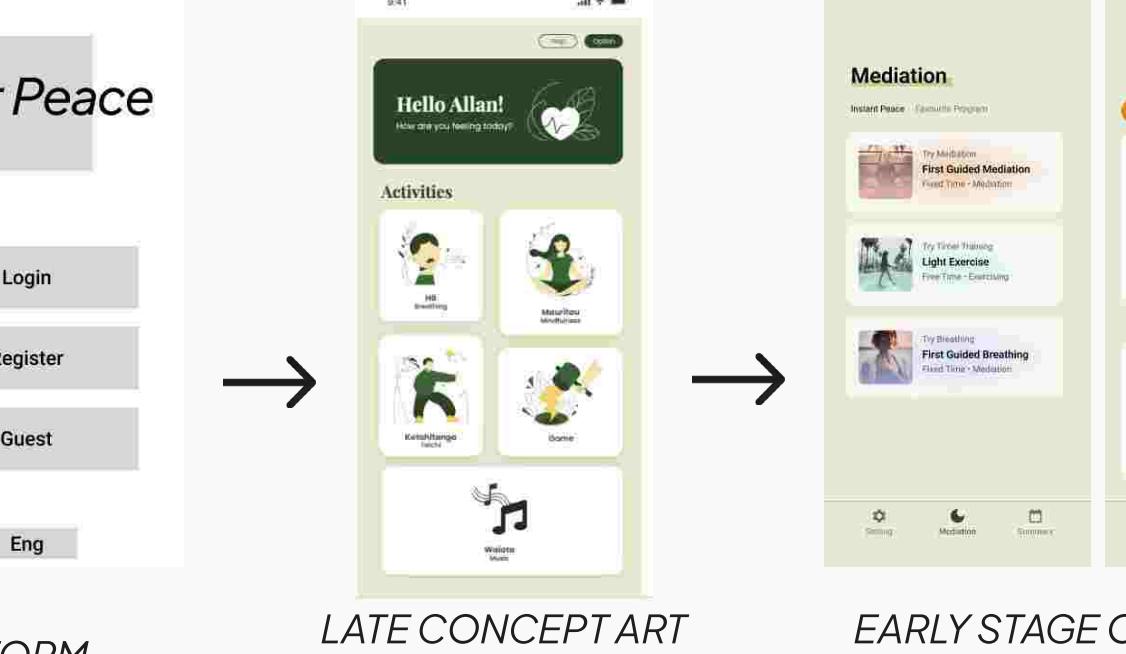
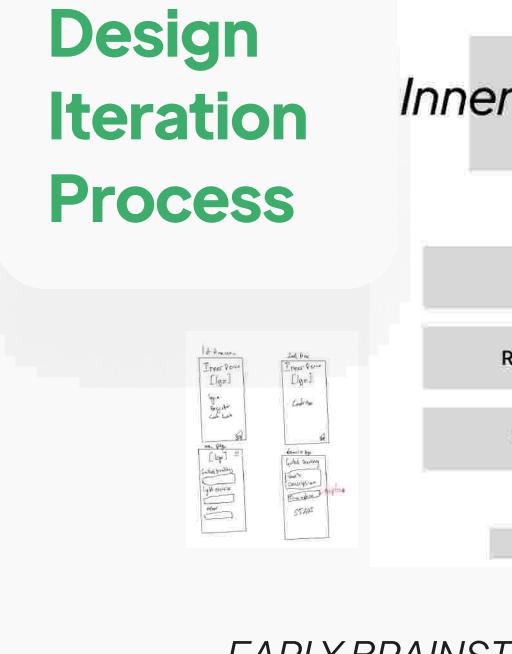
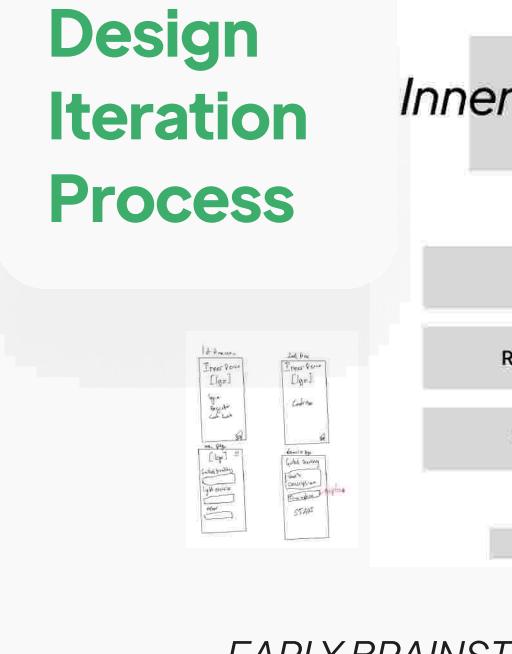
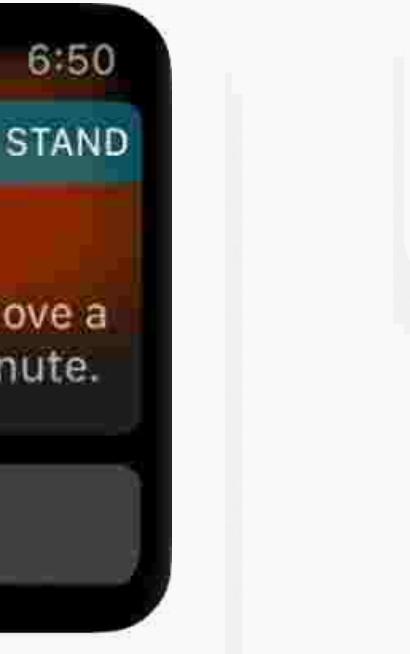
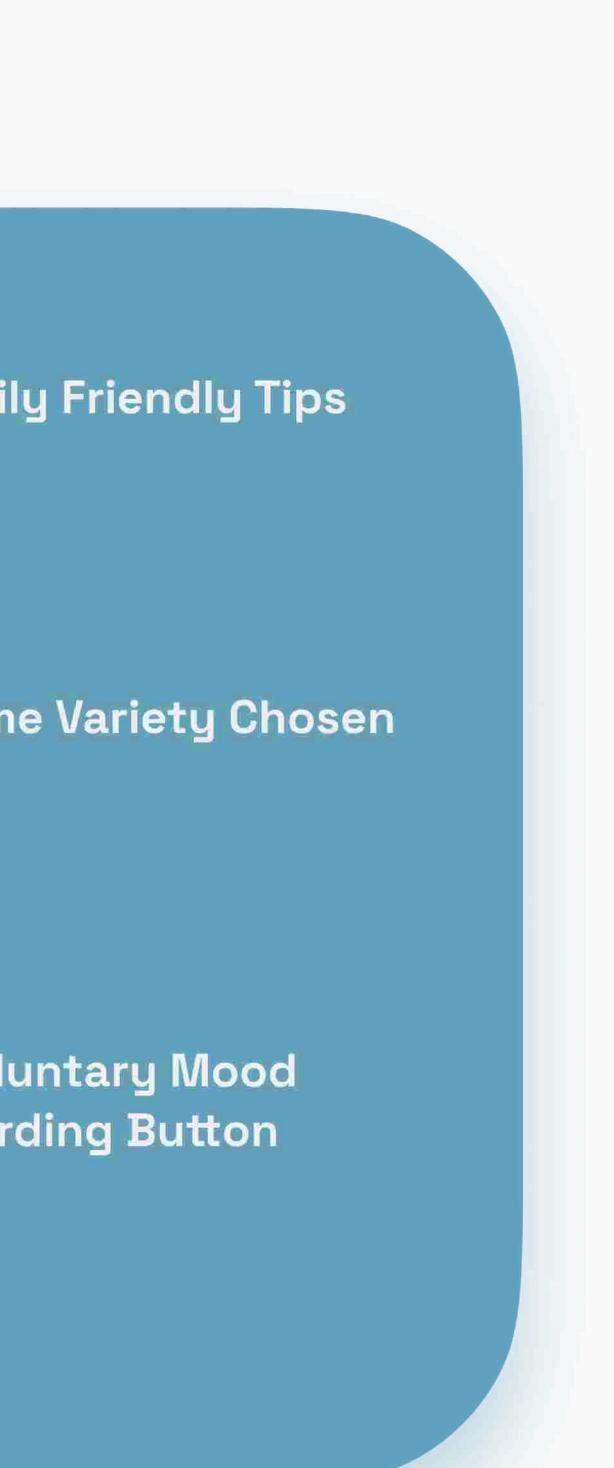
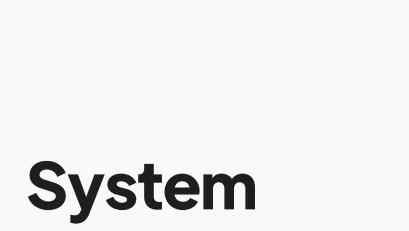
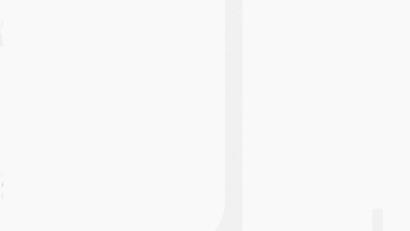


Insights #2
Too many or aggressive notifications could add to a student's stress. How do we set the atmosphere calming and inviting?



Design #2

Voluntary mood recording and data visualisation



EARLY BRAINSTORM LATE CONCEPT ART RECEIVED EASY USE LAYOUT

Design Iteration Process Early Stage of Summary Page A Easy Use Layout