



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

ORA WEB / 奥拉管理

Project Background

User Value

Project Inception Rationale

Internal Needs

ORA WEB / 奥拉管理

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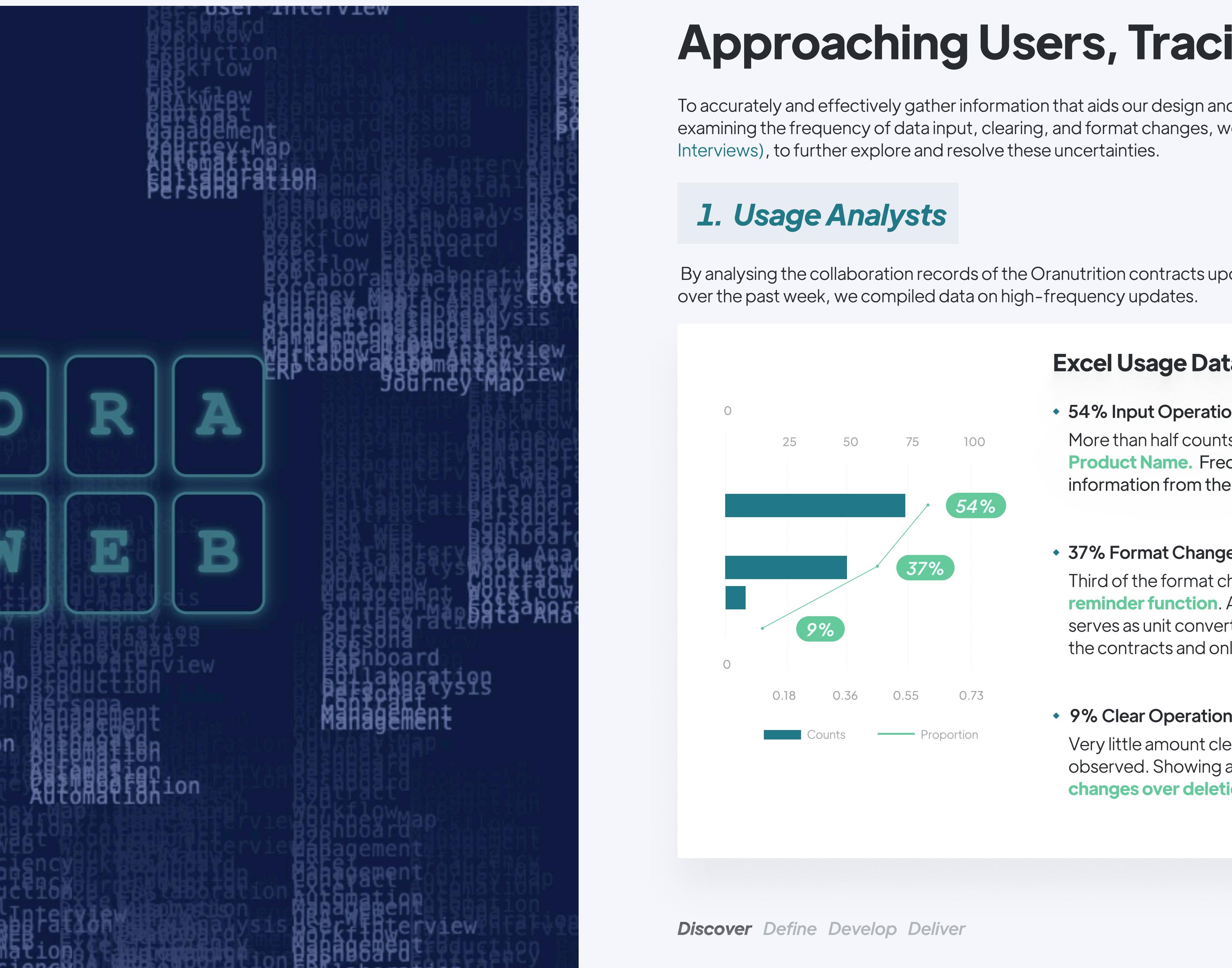
Project Background

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Internal Needs

ORA WEB / 奥拉管理



Discover

Define

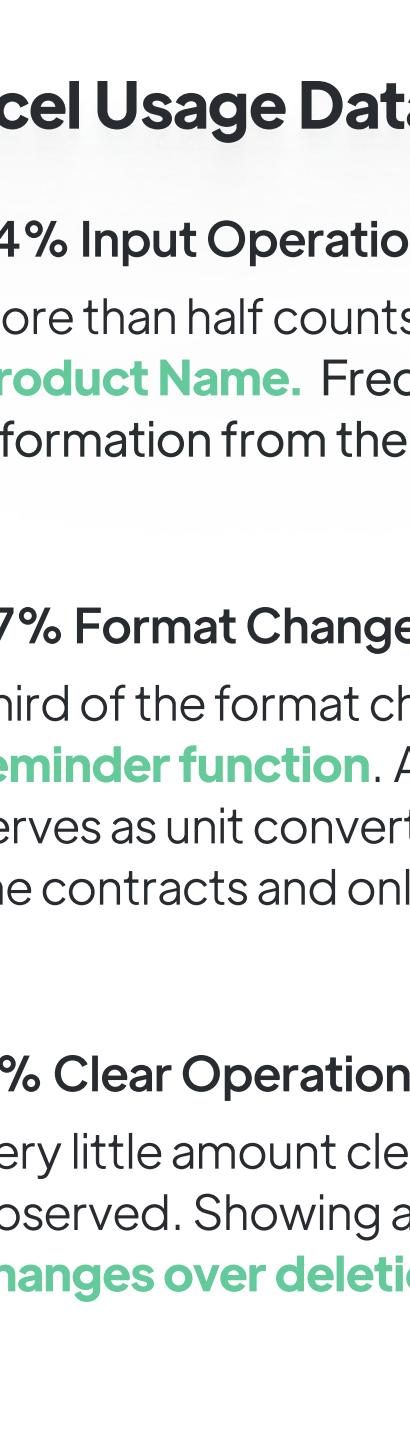
Develop

Deliver

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:

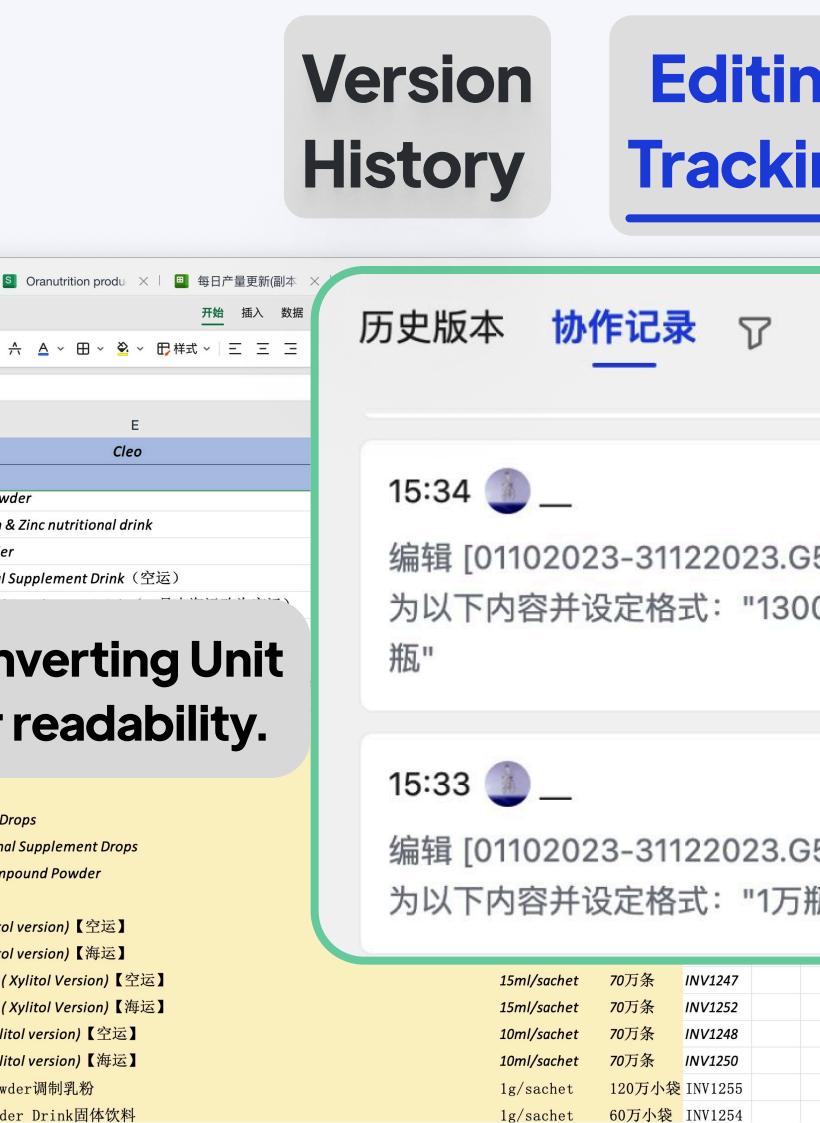
Third of the format changes serve as **manual reminder function**. And many format changes serves as unit converting thus many numbers in the contracts and only for readability.

• 9% Clear Operations:

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

2. Limitations in Event Tracking

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.



Version History

Editing Tracking

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.

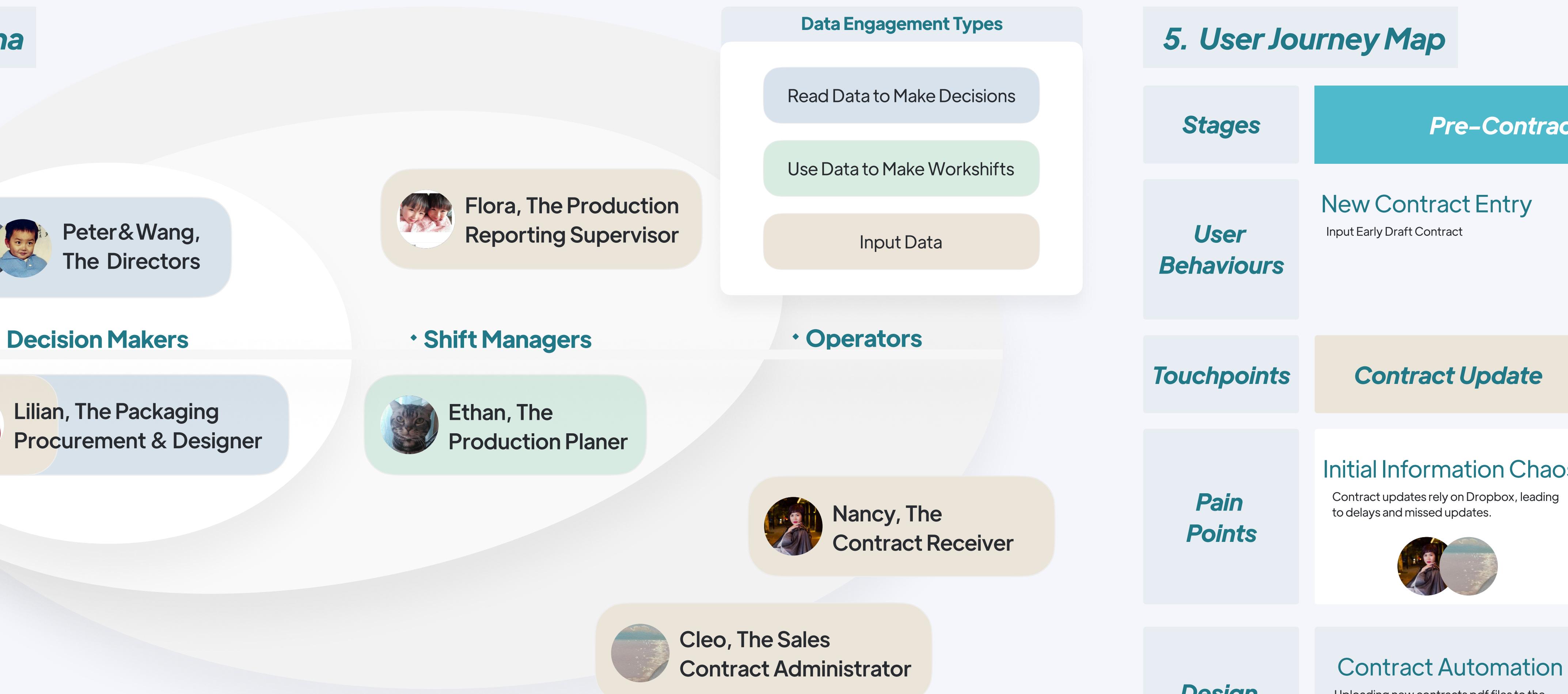
The aim is to find pain points in product needs, summarise business problems, and define business priorities and plans.
- Target Users
Sales Contract Administrator, Packaging Designer, Package Procurement Staff, Production Planner, Factory Director, Production Updater
- Research Questions
How do you 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?

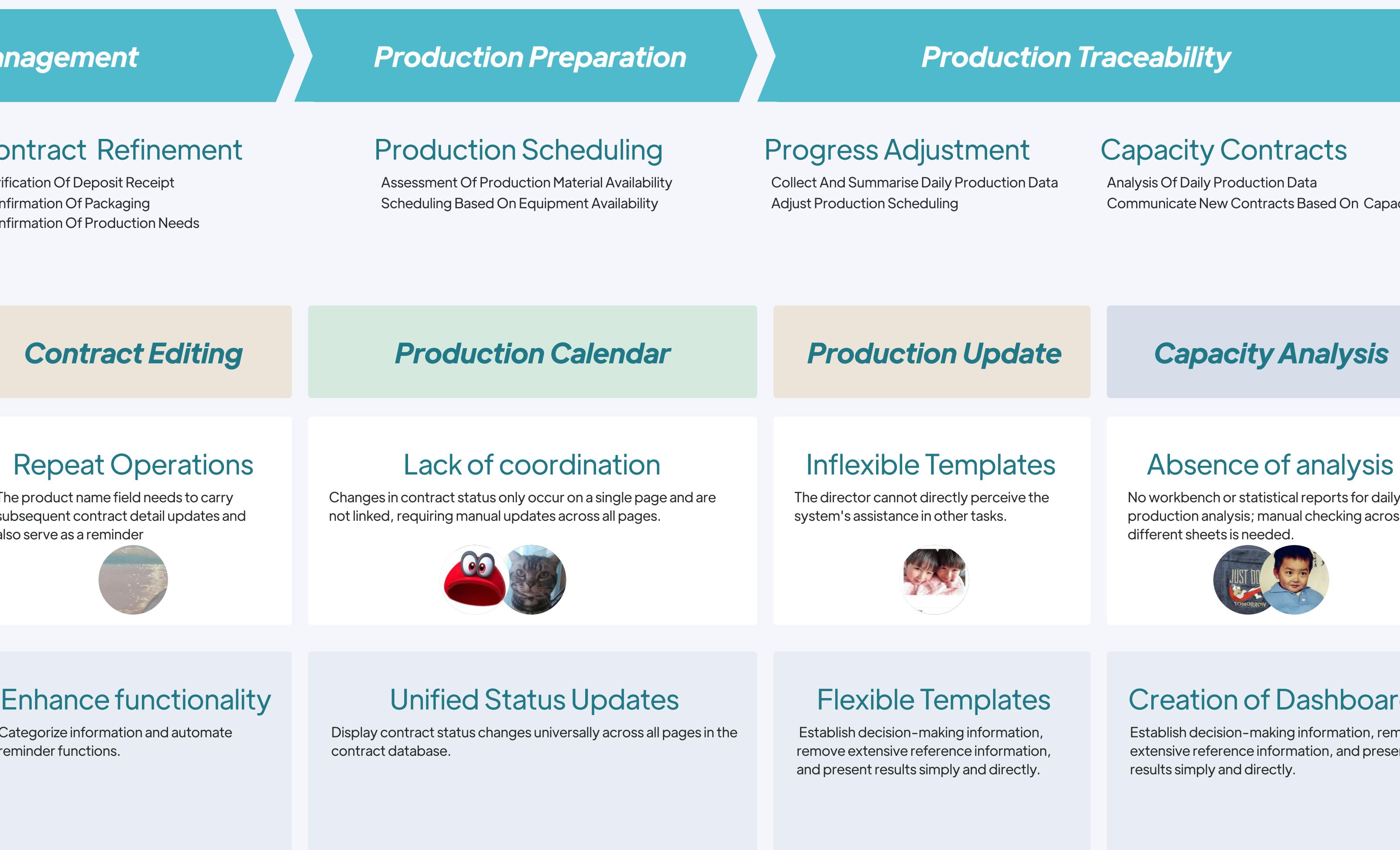
...

4. Persona



Approaching Users, Tracing the Source of Issues

5. User Journey Map



Set Design Goal

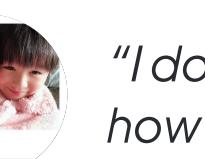
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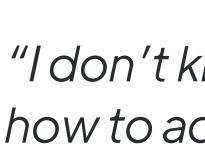
High Learning Curve

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." 

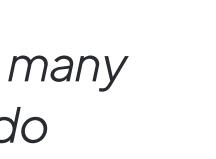
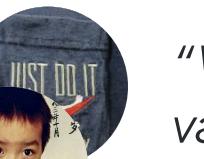
 "I don't know how to add new roll in the excel documents." 

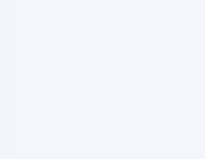
Complex Steps

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..." 

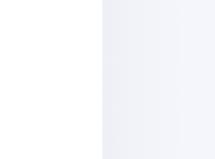
 "I'm fine..... BUT It will be really good if we can have the data link together" 

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

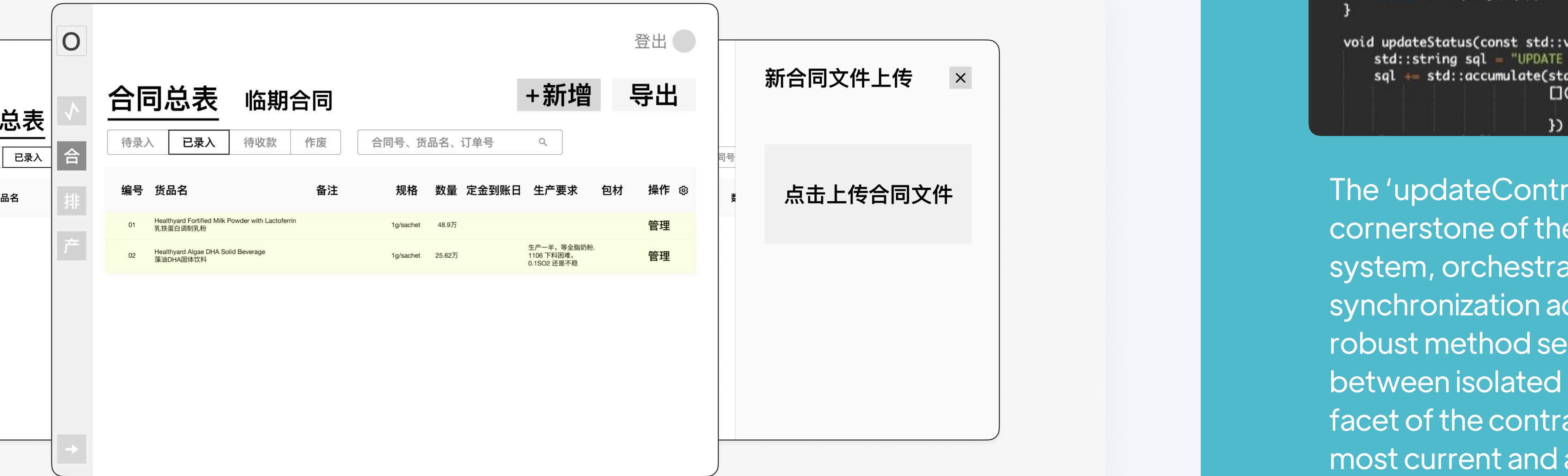
Less Manual Steps

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."



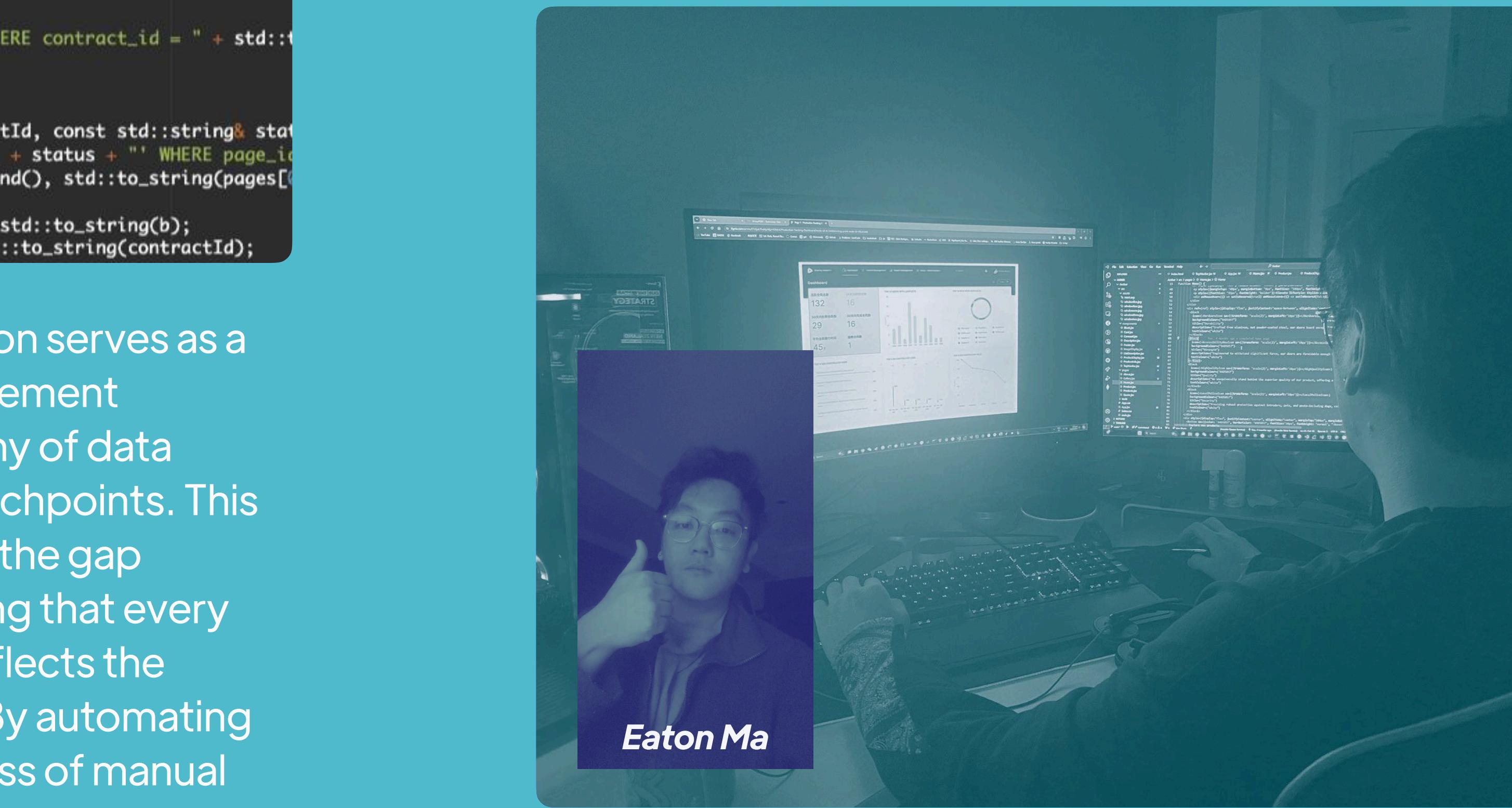
Develop-Code

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

updateContractStatus

```
class ContractStatusUpdater {  
    std::shared_ptr<DatabaseConnection> db;  
public:  
    ContractStatusUpdater(std::shared_ptr<DatabaseConnection> dbConnection) : db(dbConnection){}  
  
    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 (";  
        sql += std::accumulate(pages.begin(), pages.end(), std::to_string(pages[0]))  
        for (std::size_t i = 1; i < pages.size(); ++i) {  
            sql += ", " + std::to_string(pages[i]);  
        }  
        sql += ") AND contract_id = " + std::to_string(contractId);  
    }  
}
```

The 'updateContractStatus' function serves as a cornerstone of the contract management system, orchestrating the symphony of data synchronization across multiple touchpoints. This robust method seamlessly bridges the gap between isolated data silos, ensuring that every facet of the contract ecosystem reflects the most current and accurate status. By automating what was once a labyrinthine process of manual updates, this function instills a new paradigm of efficiency and error reduction.



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)

| | 25mm Sachet LS01 | 25mm Sachet LS01R | 25mm Sachet LS02 | 35mm Sachet LS03 | 25mm 8Lines LS04 R |
|-----------|--|-------------------|------------------|------------------|--------------------|
| 01/01 Mon | Liquid Calcium (Xylitol verison 2) 90k | | | | |
| 01/02 Tue | Liquid Calcium (Xylitol verison 2) 90k | | | | |
| 01/03 Wed | Liquid Calcium (Xylitol verison 2) 90k | | | | |
| 01/04 Thu | Liquid Calcium (Xylitol verison 2) 90k | | | | |
| 01/05 Fri | | | | | |
| 01/06 Sat | | | | | |
| 01/07 Sun | | | | | |
| 01/08 Mon | | | | | |
| 01/09 Tue | | | | | |
| 01/10 Wed | | | | | |
| 01/11 Thu | | | | | |
| 01/12 Fri | | | | | |
| 01/13 Sat | | | | | |
| 01/14 Sun | | | | | |
| 01/15 Mon | | | | | |
| 01/16 Tue | | | | | |
| 01/17 Wed | | | | | |
| 01/18 Thu | | | | | |
| 01/19 Fri | | | | | |
| 01/20 Sat | | | | | |
| 01/21 Sun | | | | | |
| 01/22 Mon | | | | | |
| 01/23 Tue | | | | | |
| 01/24 Wed | | | | | |
| 01/25 | | | | | |
| 01/26 | | | | | |
| 12/27 | | | | | |
| 01/28 | | | | | |

Add Schedule

Schedule Notes Production Machine

Start Date dd/mm/yyyy End Date dd/mm/yyyy Include Weekends

Daily Planned Quantity Adjust Daily

Save Cancel

Add Schedule

Schedule Notes Production Machine

Start Date dd/mm/yyyy End Date dd/mm/yyyy 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

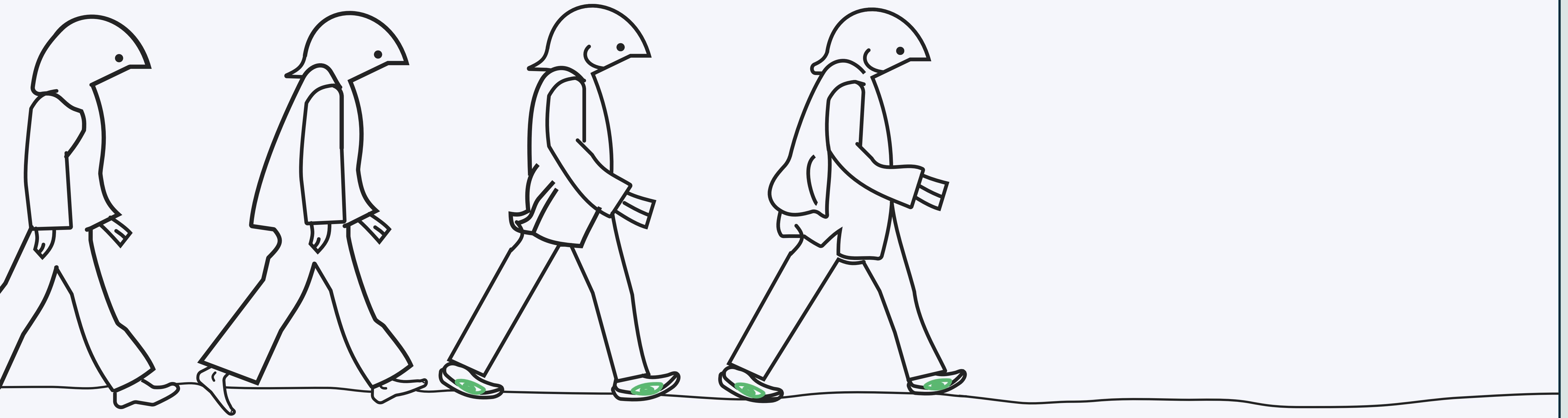
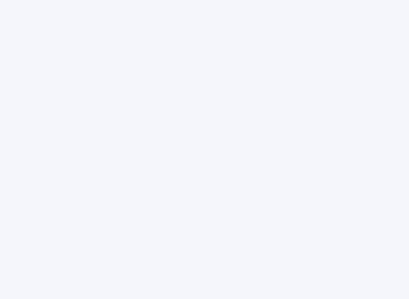
This project aims to create an **environmentally-focused**, integrated coastal tourism system that addresses ecological challenges while aligning the interests of visitors, residents, and local businesses.

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





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 sustainable 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

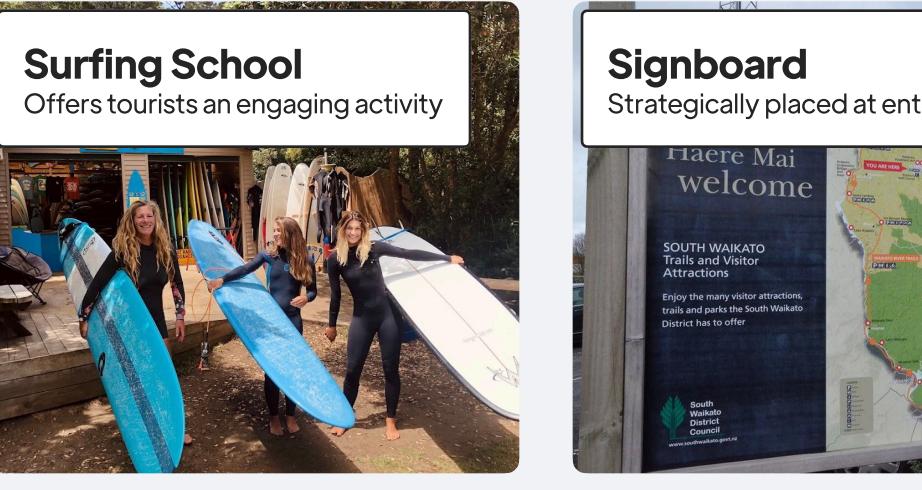
I went to a famous tourism spot 'Bird Land' with my mom for this project

Species



paua, knobbed whelk, scallop, paddle crab, Arrow squid, tuatua, pipi, mussel, cockle, kina

Touchpoint

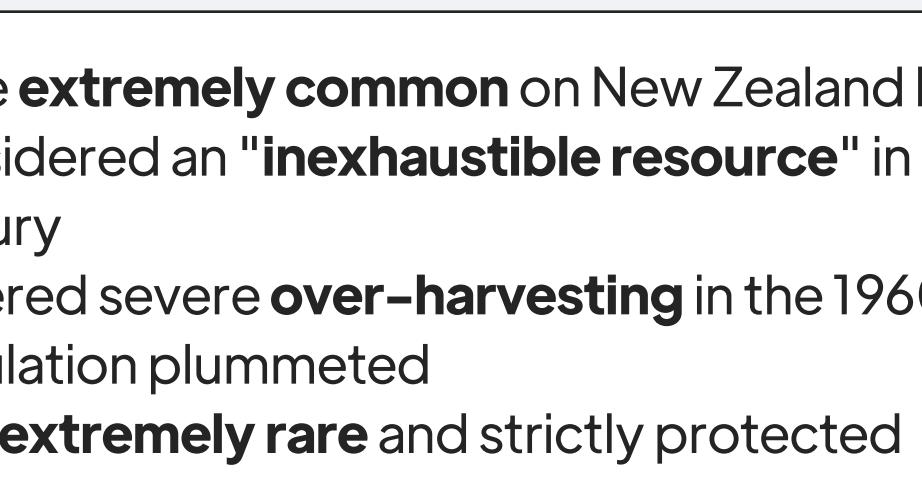


Bird Land, Coffee Shop, Surfing School, Signboard

Profile

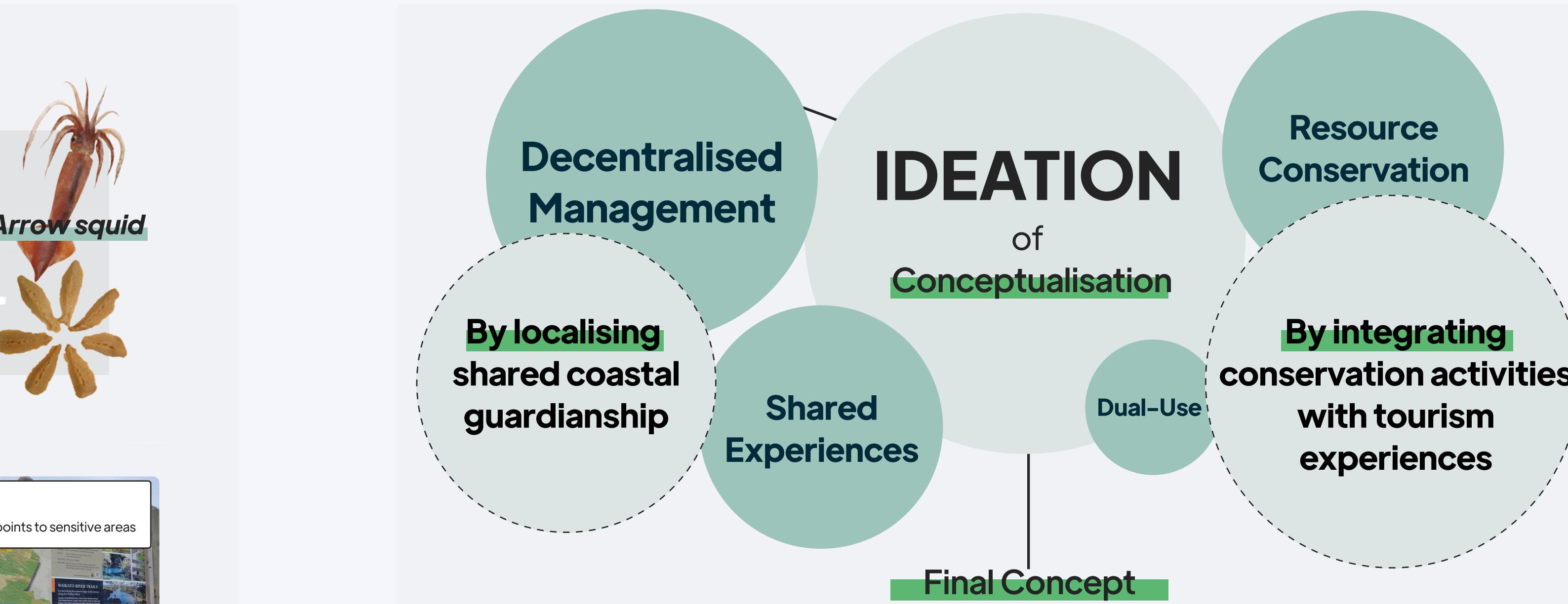
Date: 9 May 2024
Location: Muriwai Beach
Distance: 2 Hour Driving
Weather: Wendy ☀️☀️

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



+ Introducing CoastLink

A Collaborative Tour Path



right gear

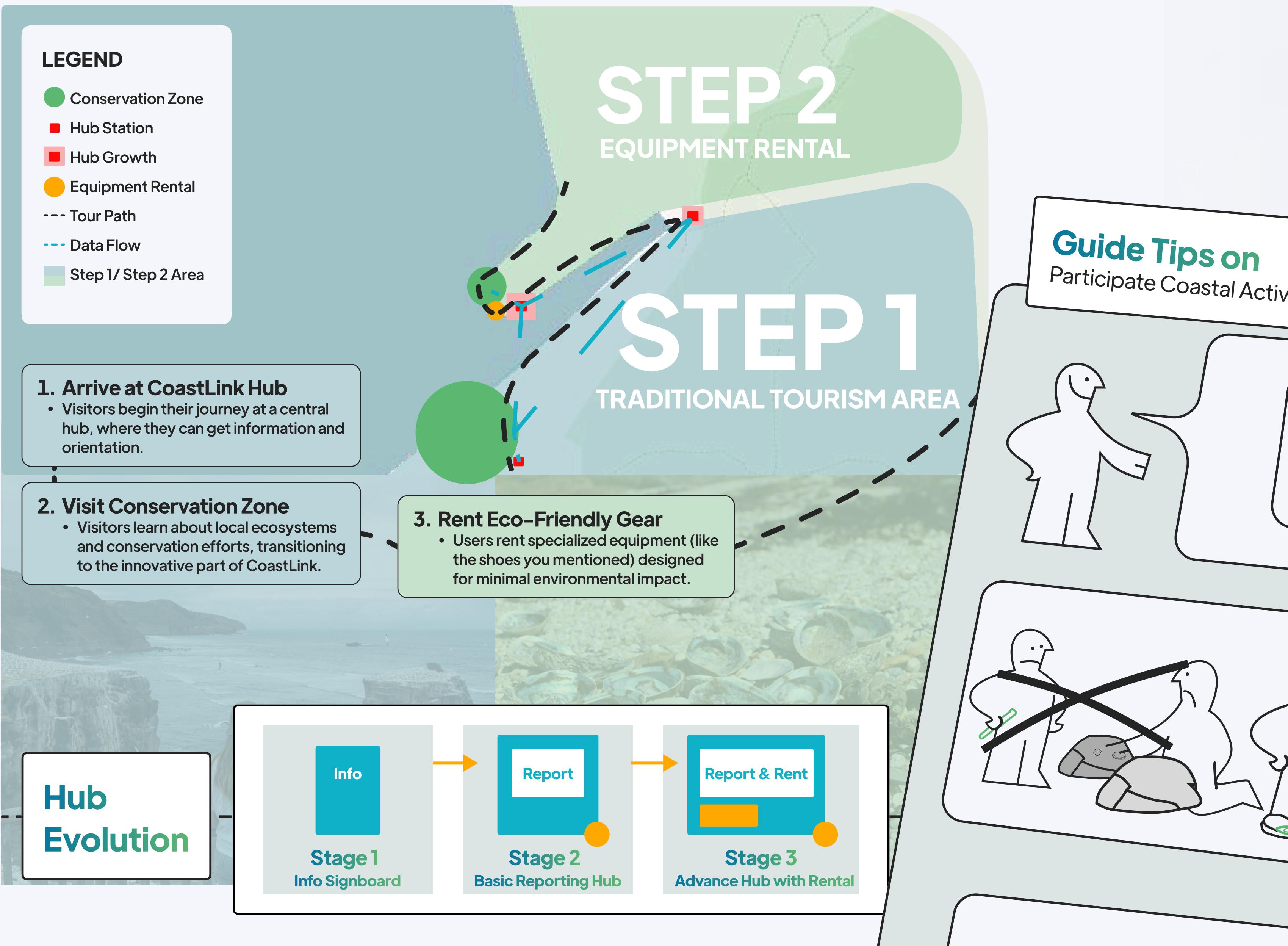
Right Practice

share use

Ever-evolving hub station

Every attempt boosts local conservation

SERVICE SCENARIO



03 Hitch'n Farm / 链阶农场

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

80,000

people used to protest for climate change

REDUCTION

in mushroom industry workforce after pandemic

ENTERPRISES

20%

closed down after pandemic

RETAIL PRICE

13%

rise up after pandemic

MAORI CULTURA

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

DIY HANDMADE

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

ENTERPRISES IN THE MUSHROOM GROWING INDUSTRY IN NEW ZEALAND

CULTURE

LOCALLY FOOD

WORKERS WANTED

DESIGN HYPOTHESIS

SUSTAINABLE GROW

COMPACT HOUSING

LOCALLY FOOD

WORKER SHORTAGE

POTENTIAL OPPORTUNITY

+ MARKET TREND

SHARED FARM

ONLINE ONSITE

TO FURTHER VALIDATE AND EXPAND UPON THESE FINDINGS...

PRIMARY RESEARCH

CUSTOMER INTERVIEWS PERSONA SURVEY OBSERVATIONS

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

DEMANDS
55% of people who chose to participate in this project because of garden demand and competitive prices

RETURNING
0.000 repeat customers in a month

NATURE
Hiking, fantastical roots, dogs, baragains, tranquility

KIDS
Refresh, heaven, urban oasis, nature, creativity

CITY
Organic, nice try, urban friendly, atahua

ATAAHUA
Biking, cheap, relax, from the world, discovered

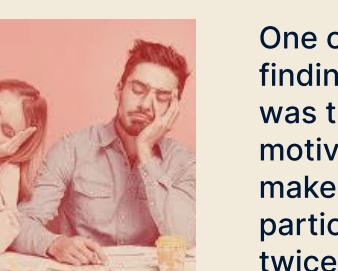
ECO-SUSTAINABLE
Farming practices
Willingness to pay more for a better experience varies between older and younger participants.

PREMIUM
Products and services
Need to improve in order to retain customers.

HIGH
Level of motivation and demand
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

FARMER

URBAN

KIDS

NICE TRY

ATAAHUA

URBAN

FRIENDLY

EXPERIENCE

lonely

open

mindness

farm

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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 produced by users. Randomly been placed in the box.

Bok choy

PACKED BY FARM PRODUCED BY USERS

07

FRONT VIEW OF COLLECTOR CARD

14 - 11 - 222
1480 x 2200

BACK VIEW OF COLLECTOR CARD

07

NFC-BRACELET

This is a semantic 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

PLANTING MANAGEMENT

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW LEARNING EXPERIENCE

FARMER

DATA RESULT ANALYSIS & ALERT

RICH EXPERIENCE ADVICE

ASSIST DIAGNOSIS

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

ALWAYS-ON RECORDS

PH & drainage manage 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.

WEAVING AREA

All the weaving area organized by the farm manager. All the weaving area organized by the farm manager.

FARM SELL AREA

All the selling area organized by the farm manager. All the selling area organized by the farm manager.

MARKET AREA

All the market area organized by the farm manager. All the market area organized by the farm manager.

USER RANKS

All the user ranks organized by the farm manager. All the user ranks organized by the farm manager.

SEEDS BAG

All the seeds bag organized by the farm manager. All the seeds bag organized by the farm manager.

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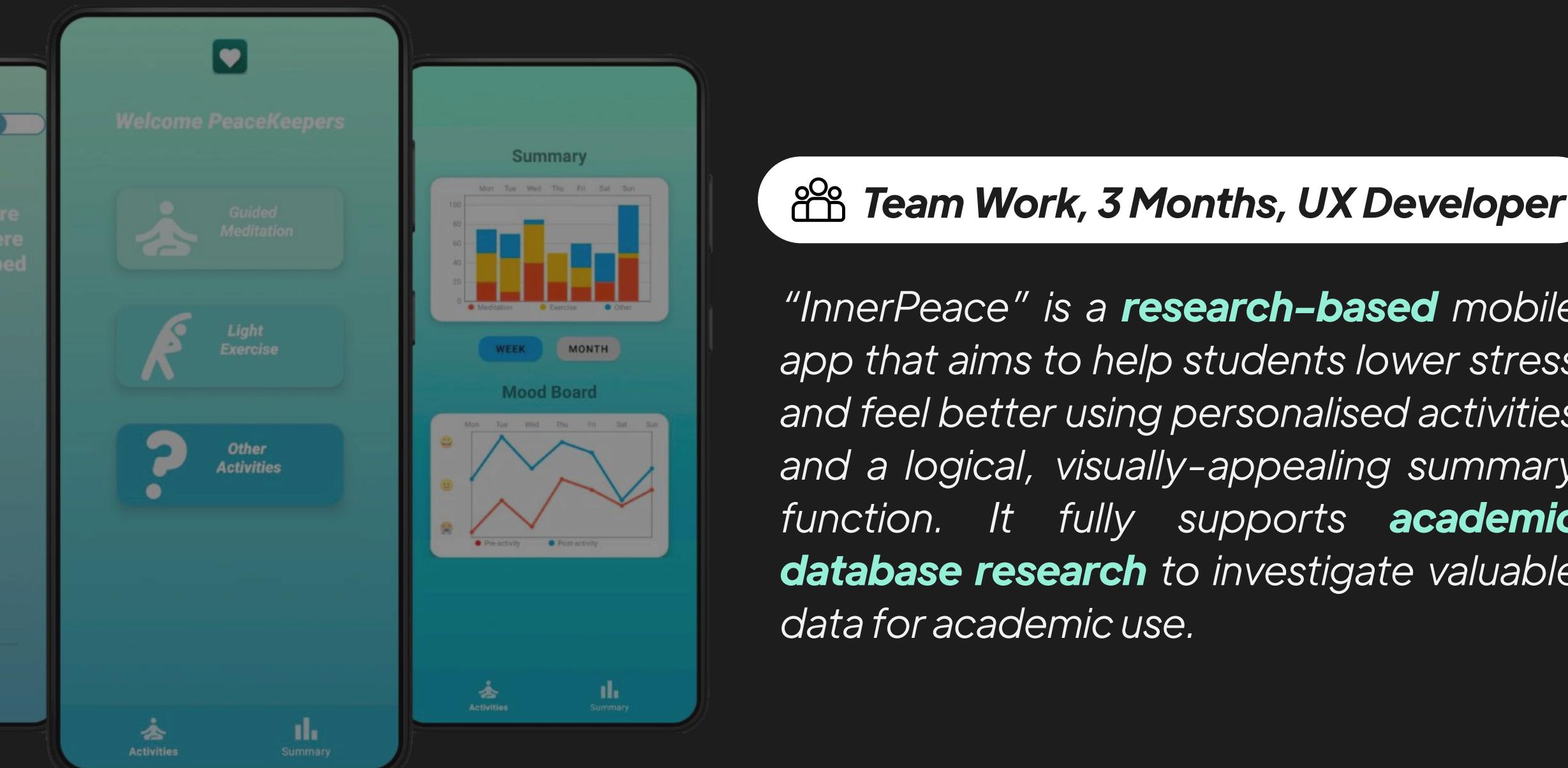
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O4 InnerPeace / 内在 平静

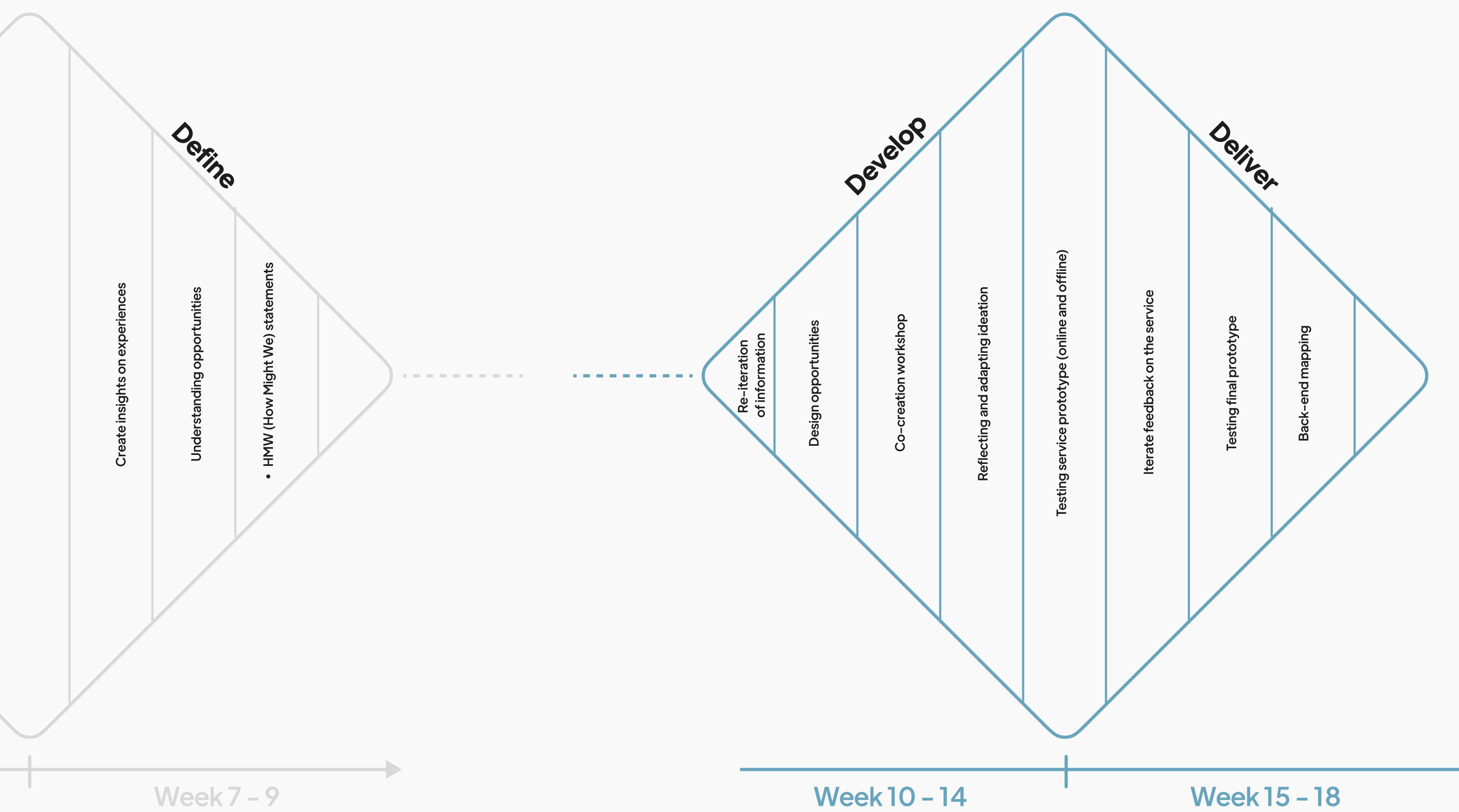
Android Application



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

Students grapple with emotions like:



ANXIETY OVERWHELM LOST

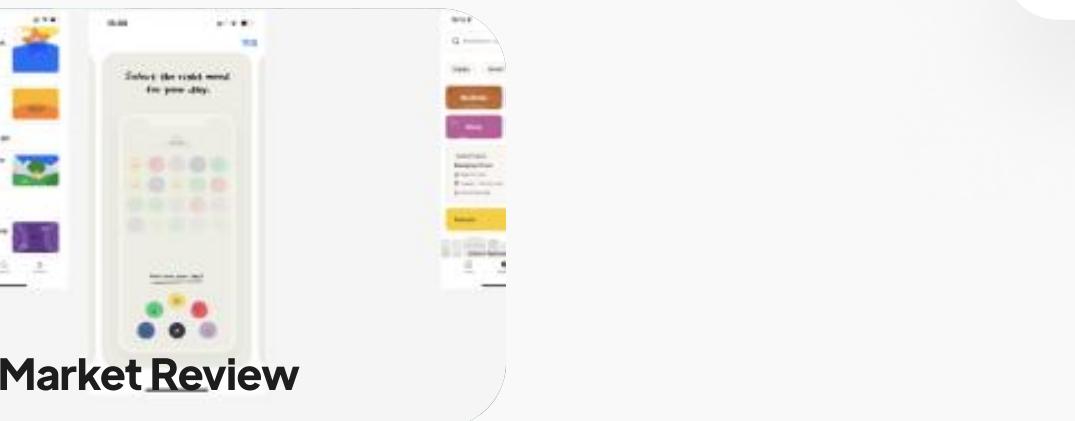
In the midst of these feelings, students often grapple with...

"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

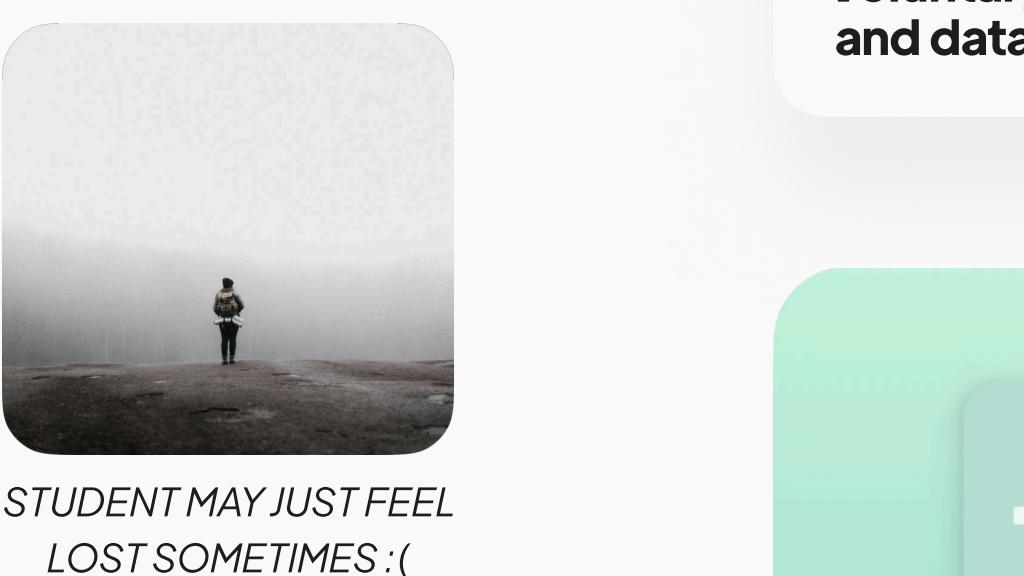


Insights #1
Students often face financial pressures, and the subscription costs of many mental health apps can be an additional burden they can't afford. **How can we create an affordable and accessible app for students?**

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

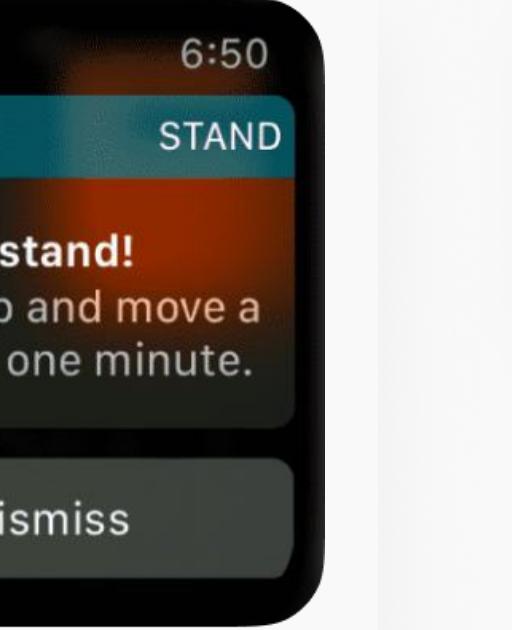
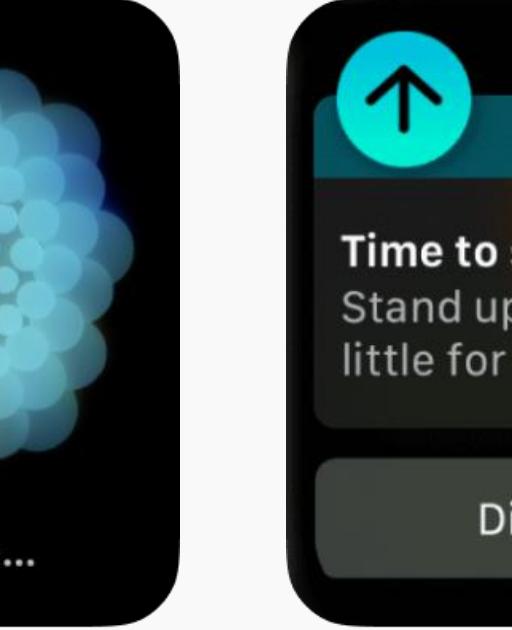


Insights #2
Each Person's stress reason can be very, very different. How does InnerPeace handle that?

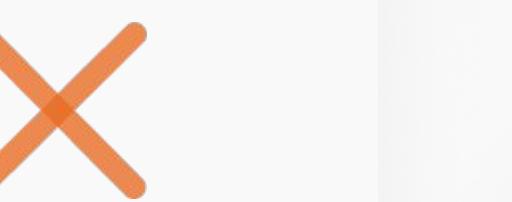


Design #1
Provide variety way for student to try it out

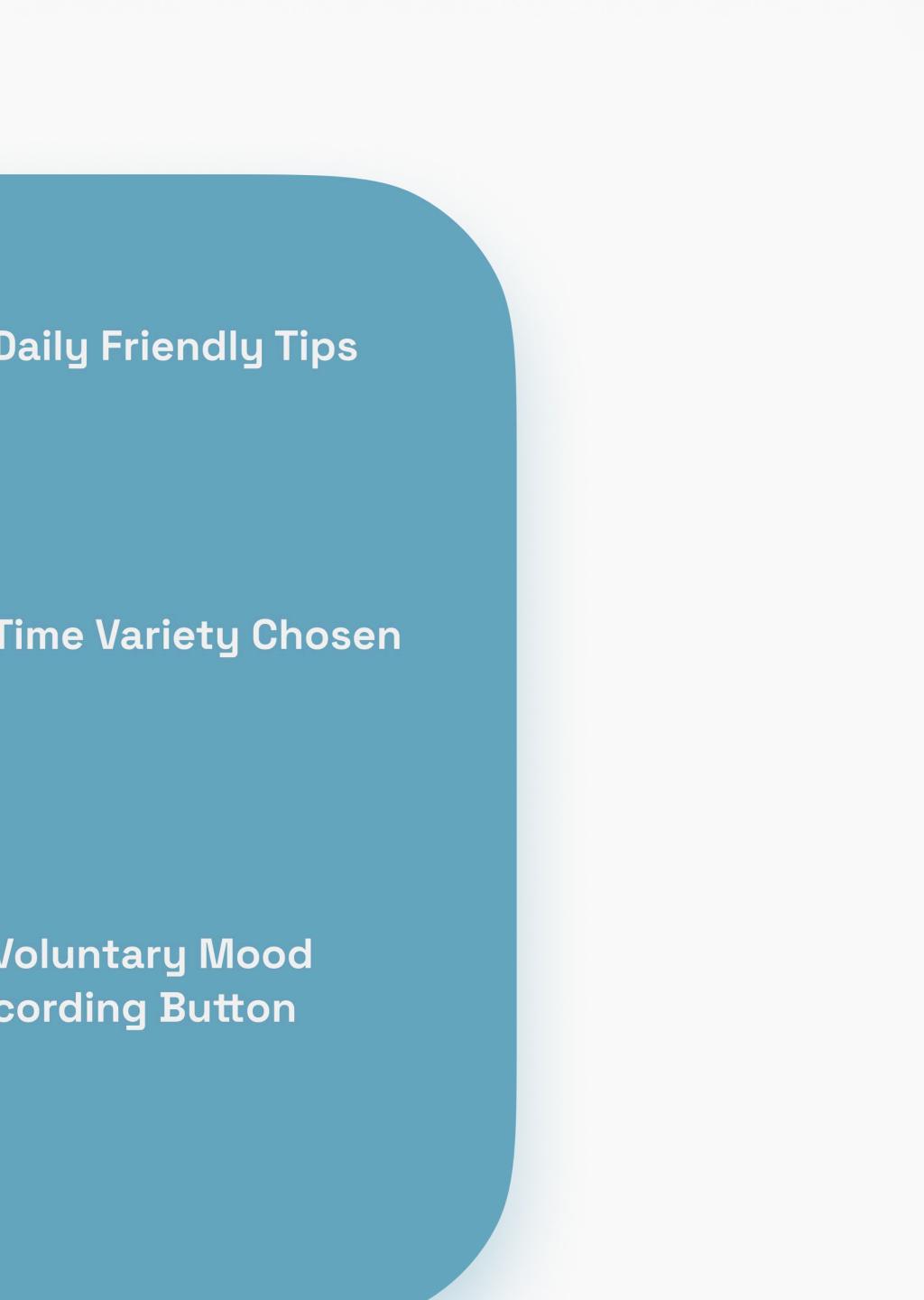
Insights #2
Too many or aggressive notifications could add to a student's stress. How do we set the atmosphere calming and inviting?



Design #2
Voluntary mood recording and data visualisation



System Architecture



A. Daily Friendly Tips

Take a break! Come relax with us for as long or as short as you like with our guided meditation!

5 MINS 10 MINS

15 MINS 20 MINS

How do you feel right now?

Select your mood

START

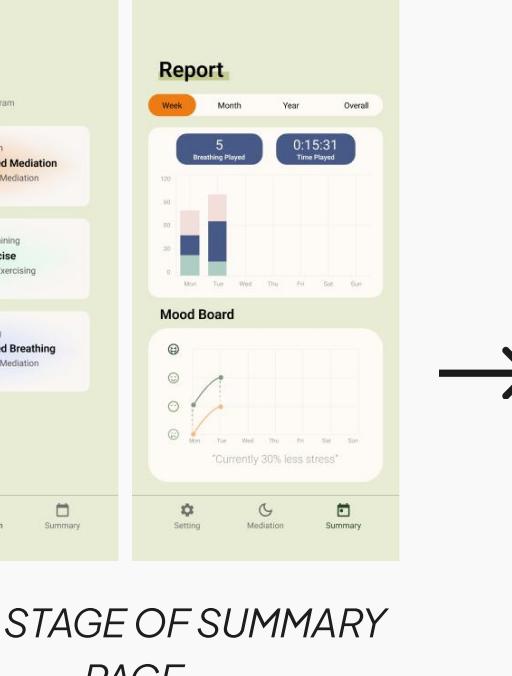
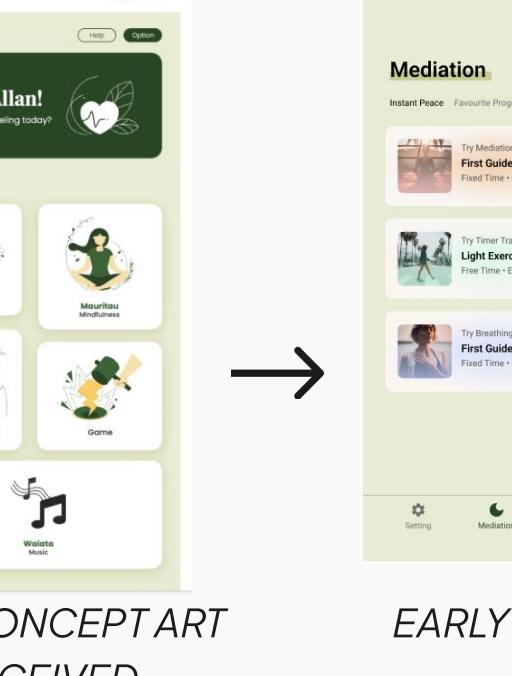
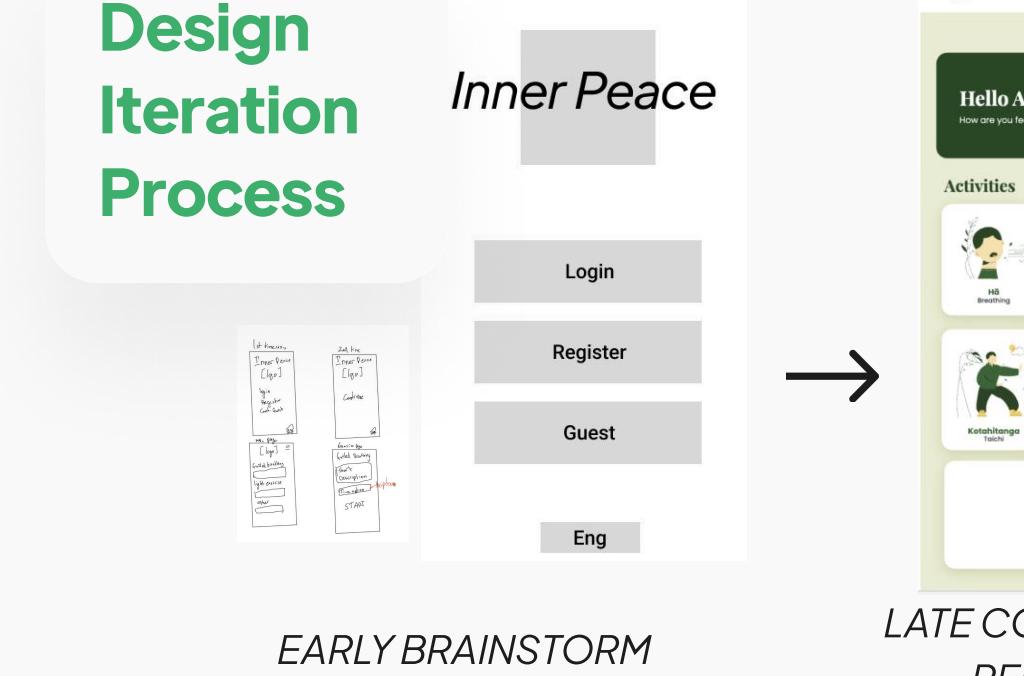
B. Time Variety Chosen

A. Peaceful Voice Guide

B. Exercise Timer

C. User DIY Activity Timer

C. Voluntary Mood Recording Button



Comments



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