



Service Design / 服务设计 10.2023 - On Going Project

奧拉  
管理

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

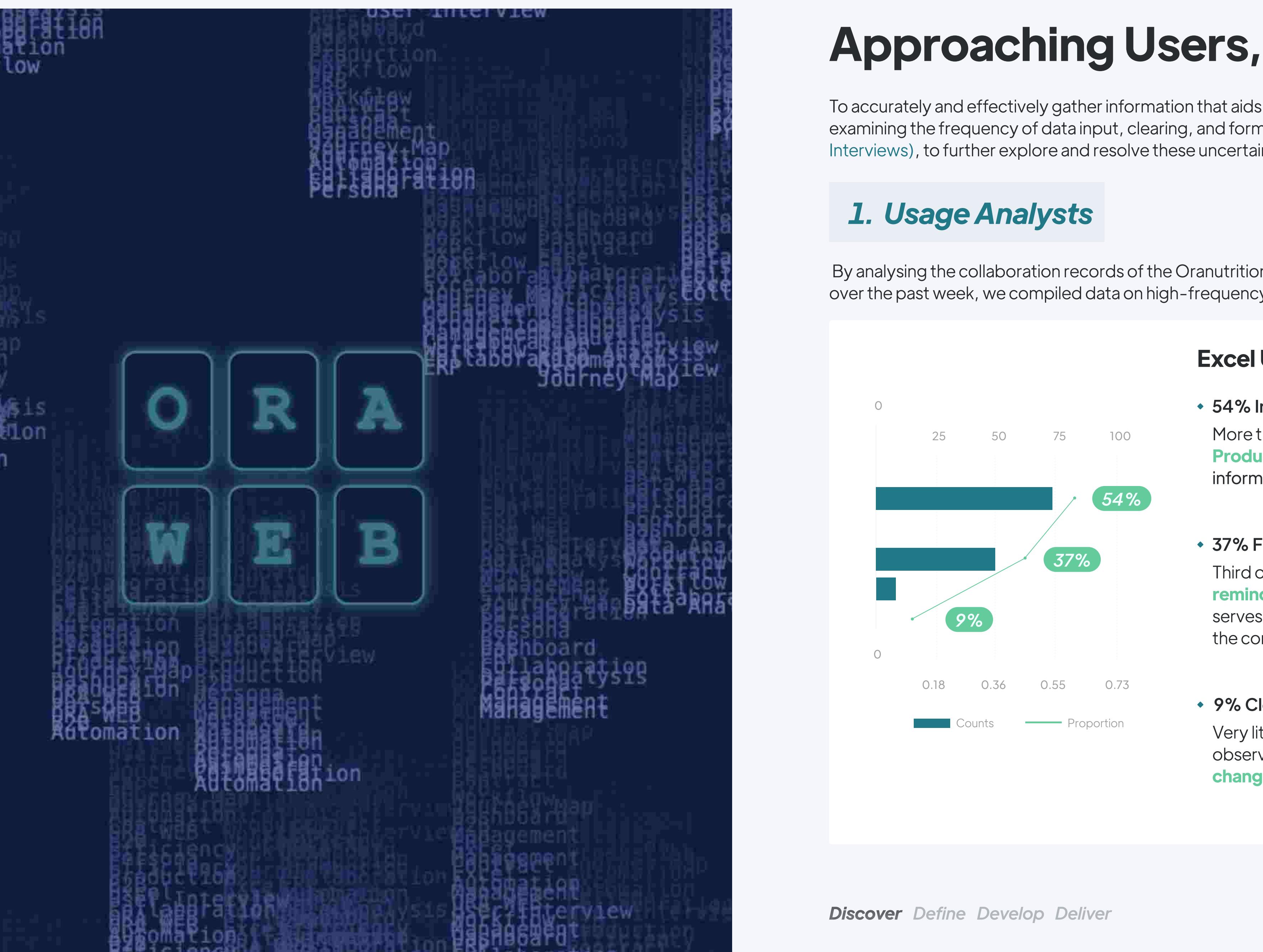
- ♦ **Decision Makers** Access key insights for strategic planning and resource management.
- ♦ **Shift Managers** Oversee production to meet contract terms effectively.
- ♦ **Operators** Enhance efficiency with precise data recording and transparency.

## 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.

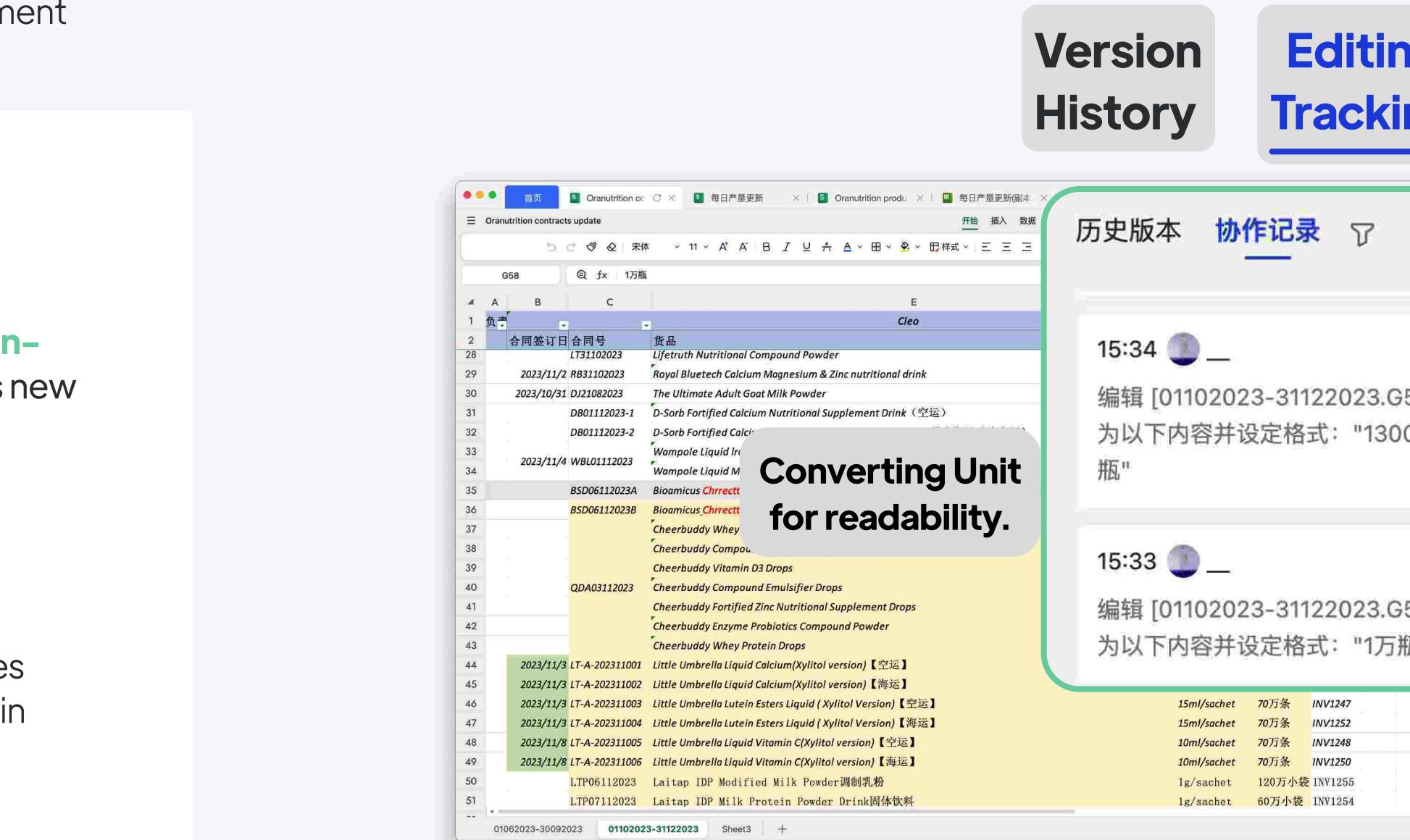
### Excel Usage Data Summary

- ♦ **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.

### Converting Unit for readability.

### Version History

### Editing Tracking



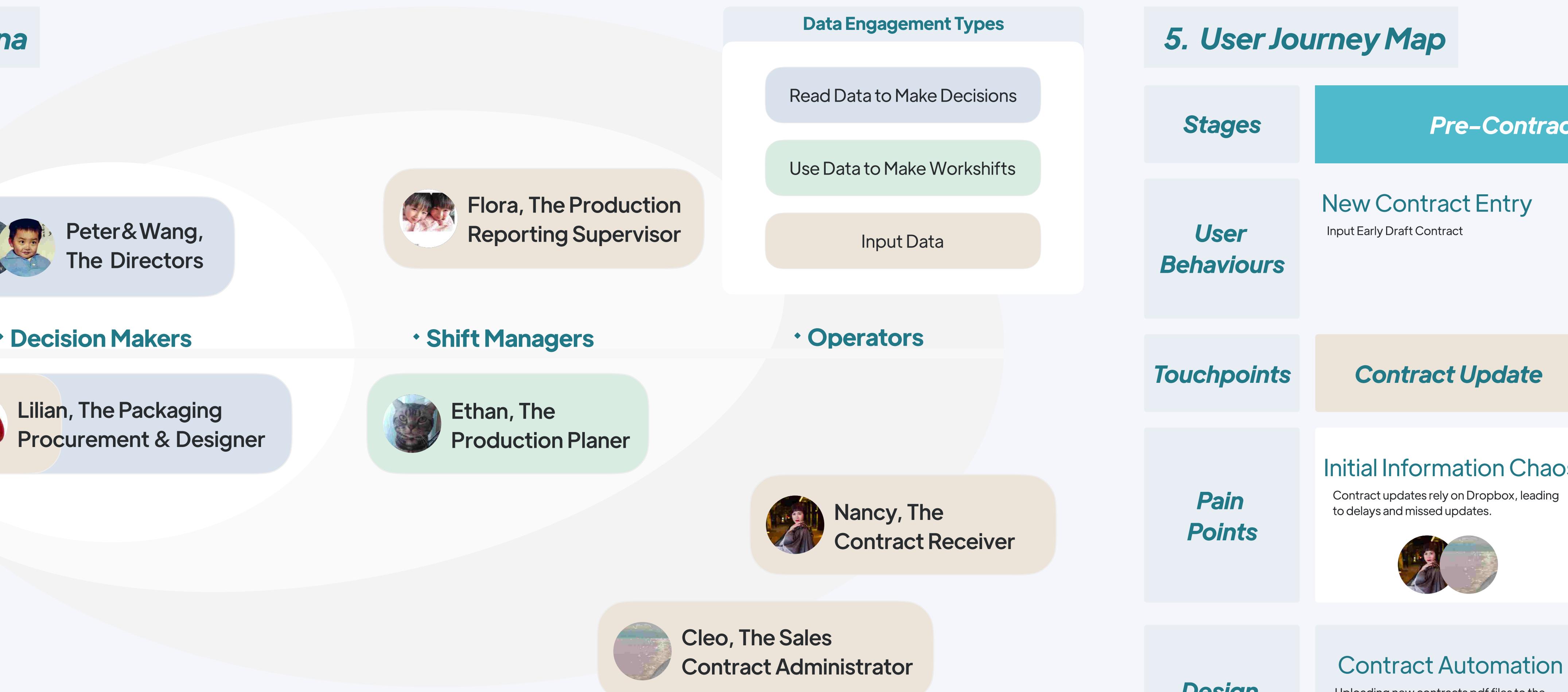
Current user usage analysis are counts by manual, in the future system design, indicating adding **event tracking function**. Therefore we can easily focus on the automation of data processing and better function support.

# Approaching Users, Tracing the Source of Issues

## 3. User Interview

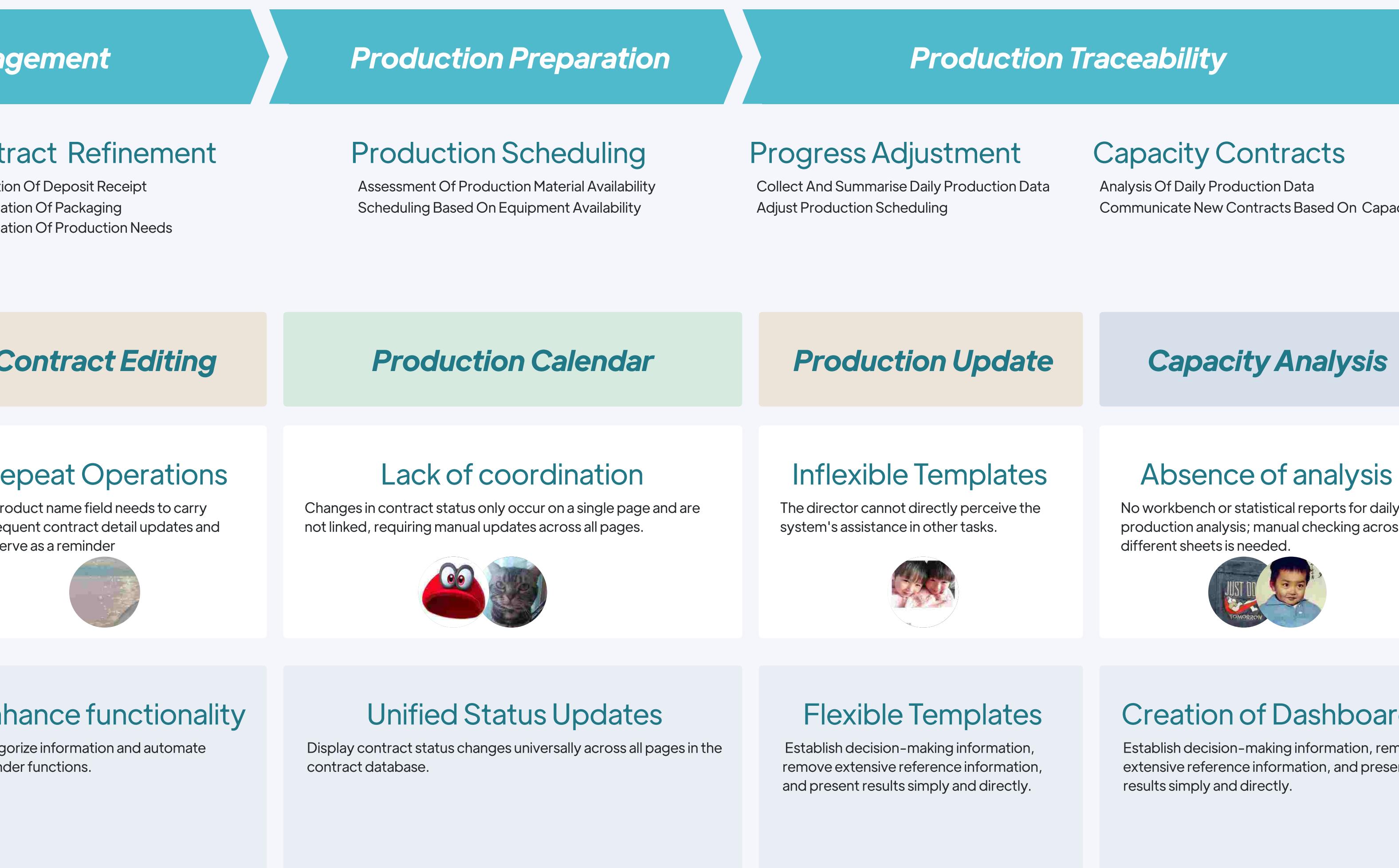
- Research Purpose  
To deeply understand how users use contract, production scheduling, and production record sheets in various scenarios.  
  
The aim is to find pain points in product needs, summarise business problems, and define business priorities and plans.
- Target Users  
Sales Contract Administrator,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

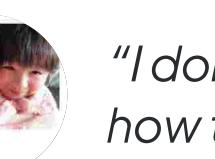
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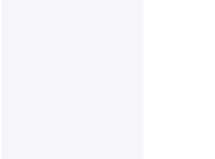
## High Learning Curve

### 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." 

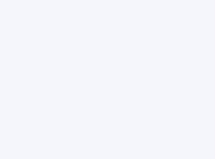
## Complex Steps

### 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..." 

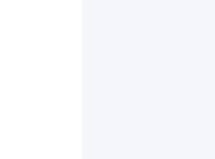
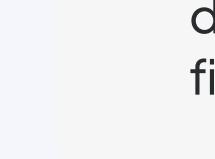
 "I'm fine..... BUT It will be really good if we can have the data link together" 

## 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

```
public:
```

```
ContractStatusUpdater(std::shared_ptr<DatabaseConnection> db);
```

```
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]))
```

```
[(std::string)a, int b) {
```

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

```
) + " AND contract_id = " + std::to_string(contractId);
```

```
}
```

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

```
}
```

```
void updateContractStatus
```

```
(std::shared_ptr<DatabaseConnection> db, int contractId, const std::string& status)
```

```
ContractStatusUpdater dbConnection(db);
```

```
dbConnection.fetchContractPages(contractId);
```

```
dbConnection.updateStatus(pages, contractId, status);
```

```
return dbConnection.fetchContractPages(contractId);
```

```
}
```

```
std::vector<int> pages;
```

```
for (int i = 0; i < pages.size(); ++i)
```

```
pages[i] = i;
```

```
return pages;
```

```
}
```

```
int pagesCount = dbConnection.fetchContractPages(contractId).size();
```

```
if (status == "已录入")
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status = "已录入";
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else if (status == "待录入")
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status = "待录入";
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else if (status == "待付款")
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status = "待付款";
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# Low-fidelity Prototype

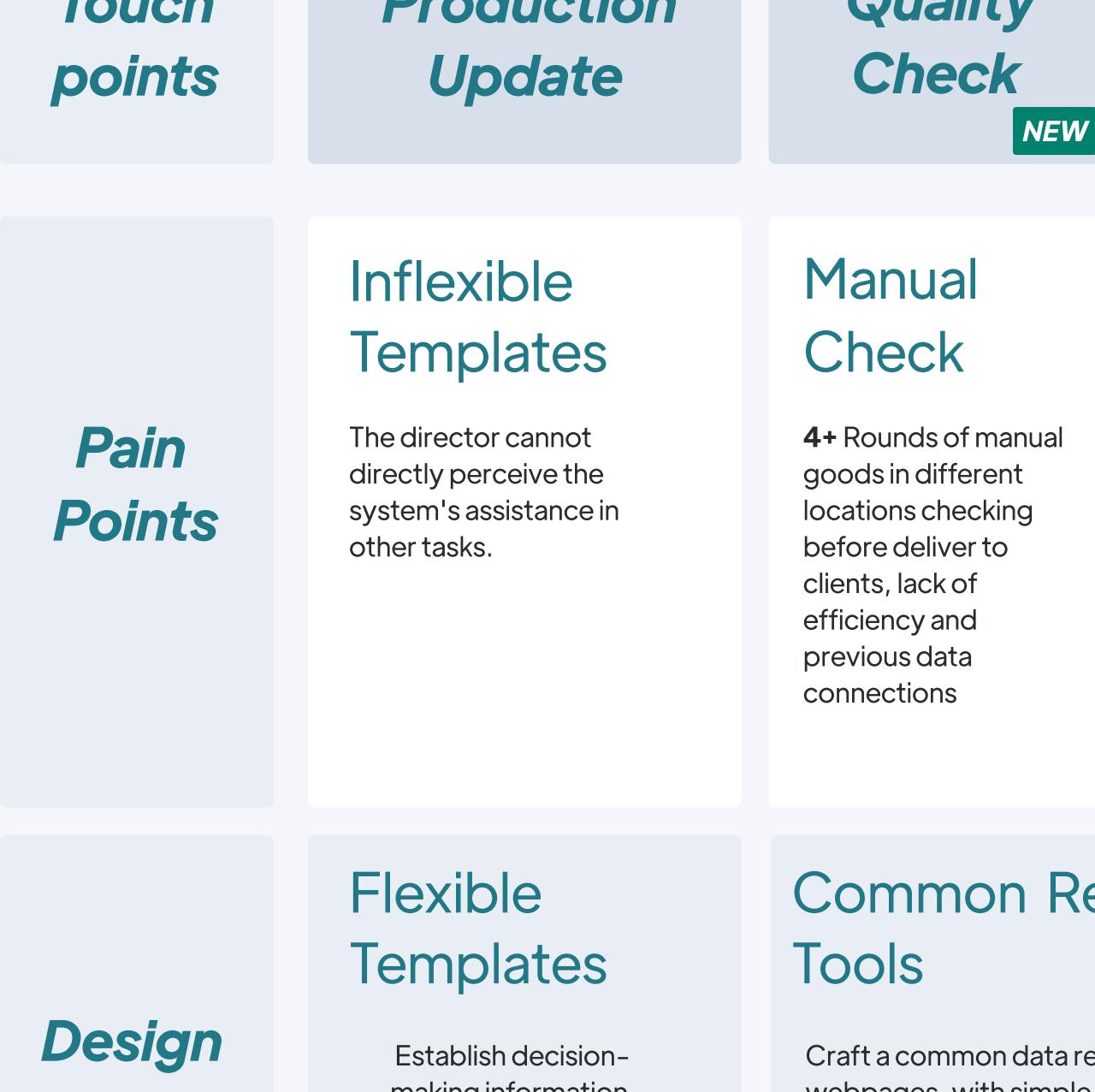
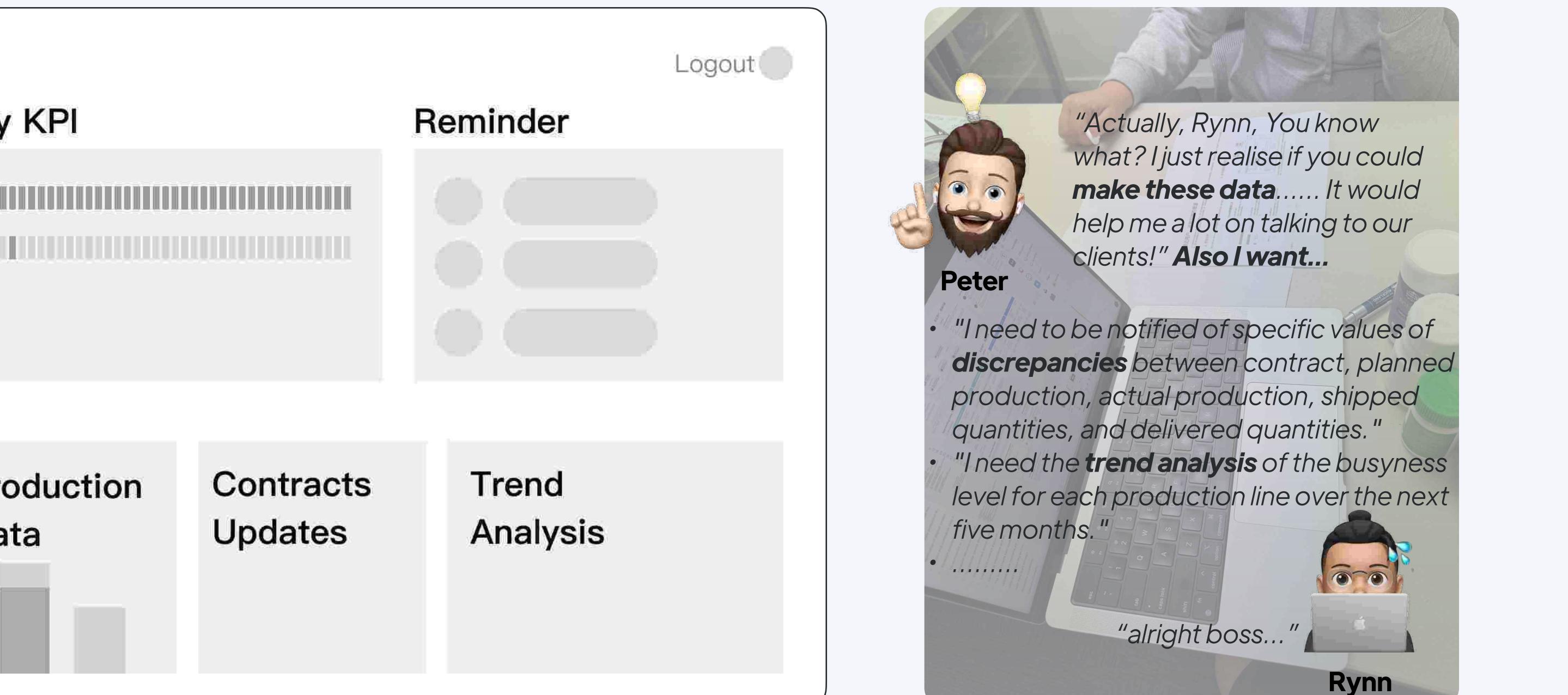
While my initial Dashboard prototype was basic, it sparked an important discussion. **Through conversations with stakeholders**, I identified new pain points and needs. These discussions have helped us gain a clearer understanding of the actual requirements of users and the business.

## 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.

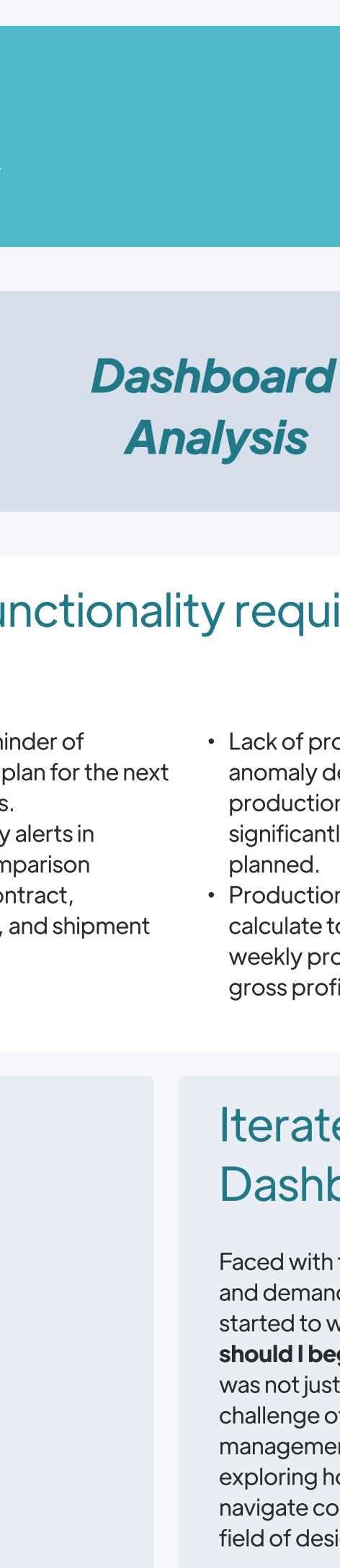
## Design #6 Real-Time Data Visualization

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



## Discover

## Define

## Develop

## Deliver

## Discover

## Define

## Develop

## Reflect

## Deliver

## Discover

## Define

## Develop

## Reflect

## Discover

## Define

# COASTLINK

No. 2 JULY 4th, 2024. INDIVISUAL PROJECT

EVERY THURSDAY

## System Design / Product Design / Social Innovation

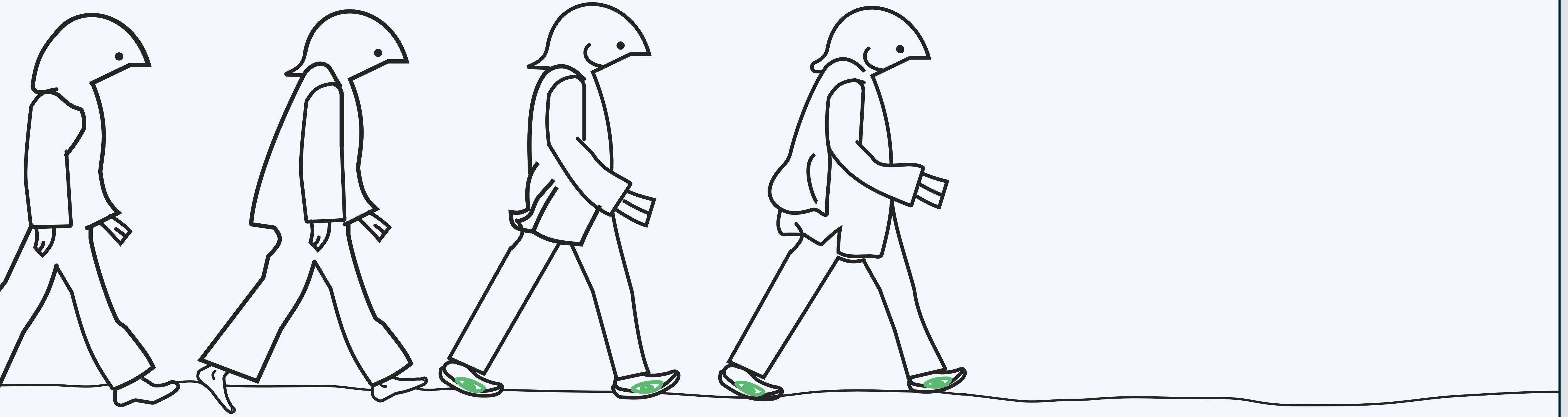
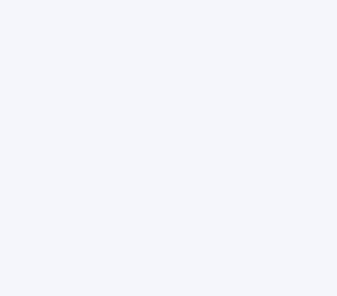
This project aims to create an **environmentally-focused**, integrated coastal tourism system that addresses ecological challenges while aligning the interests of visitors, residents, and local businesses.

### 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

**Place of issue:** Oversea  
**ID Type:** Temporary

*I seek out Unique sustain travel opportunities*

**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

**Place of issue:** Bluff  
**ID Type:** Resident

*A healthy environment means a sustainable community.*

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

**Place of issue:** Bluff  
**ID Type:** Goverment

*There are just too many places to manage effectively*

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

**Place of issue:** Bluff  
**ID Type:** Goverment

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

**FACTS**

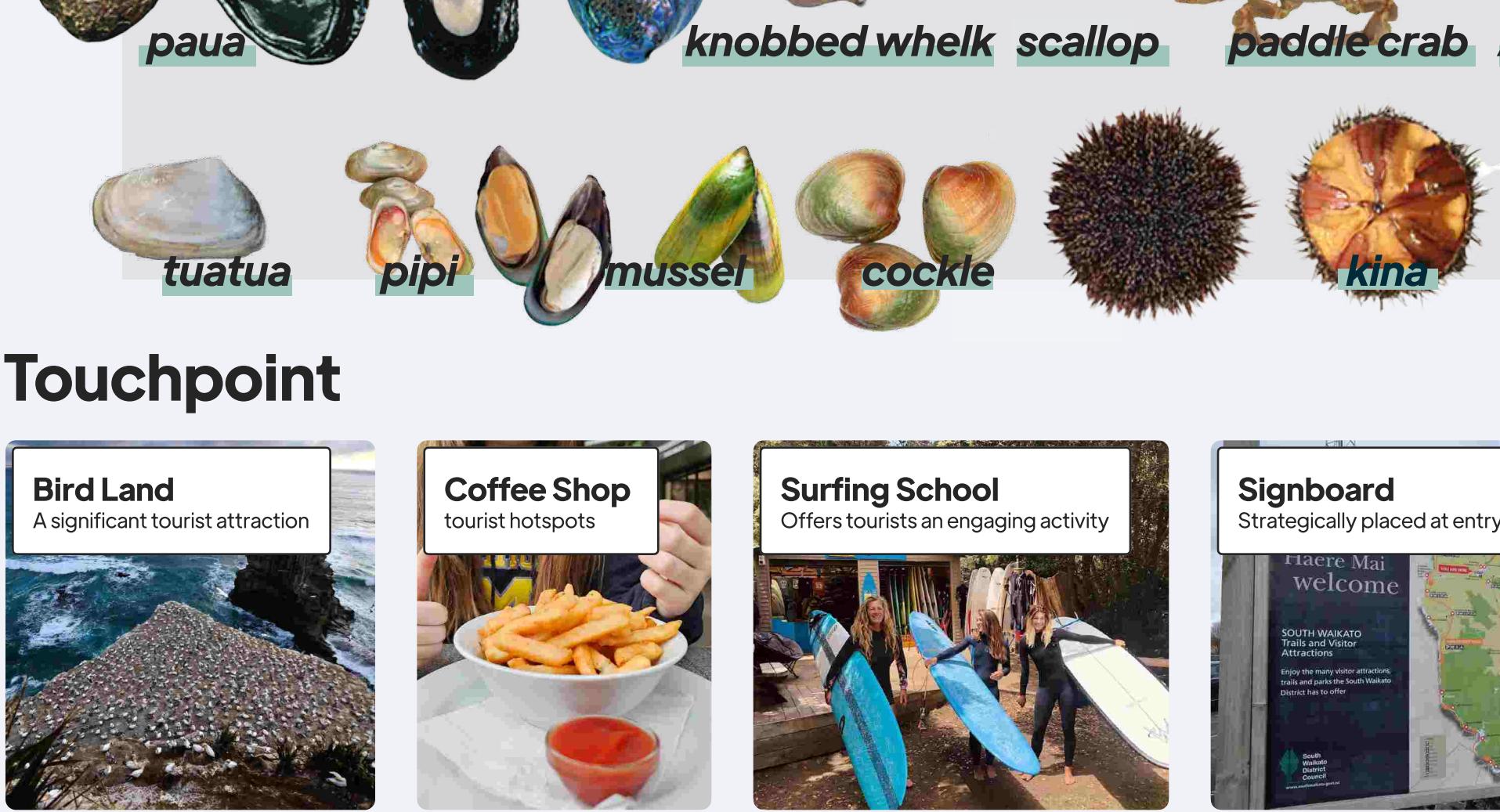
1. Tourists flock to unique spots, creating management challenges and stretching resources.
2. Value clashes exist among tourists, local authorities, and residents.

**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



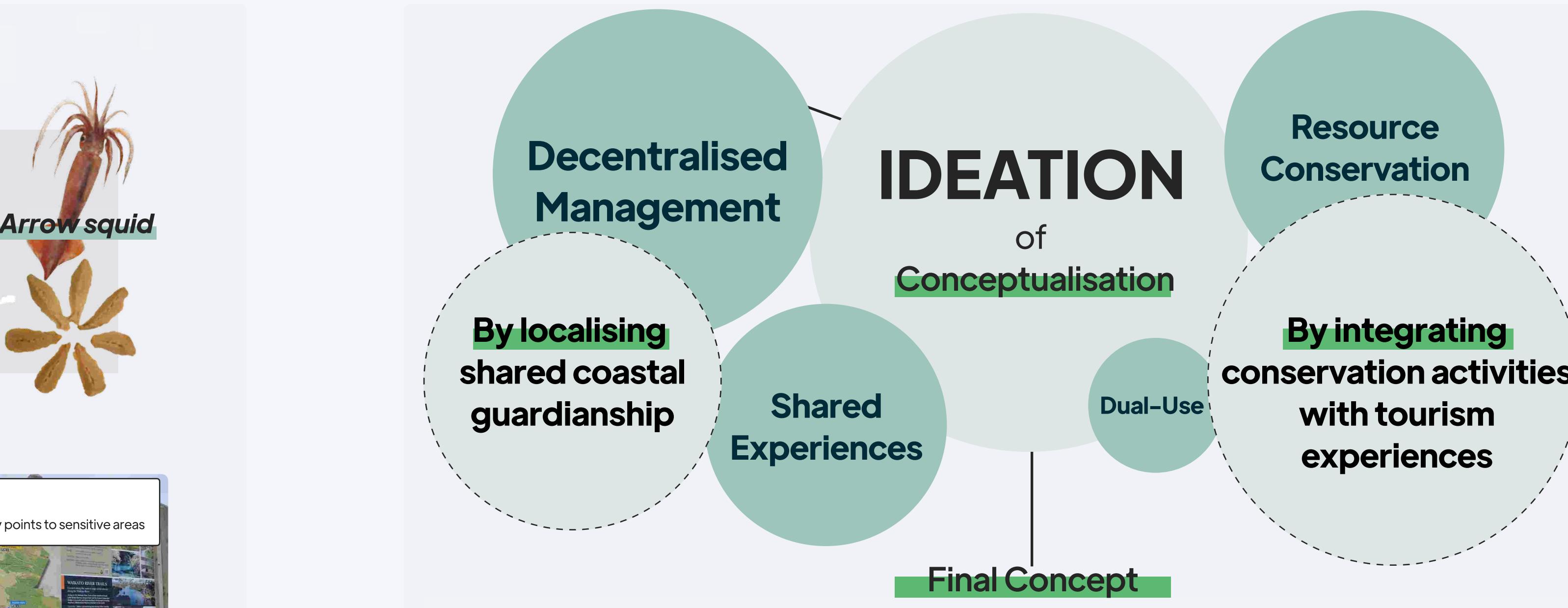
**Profile**

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**

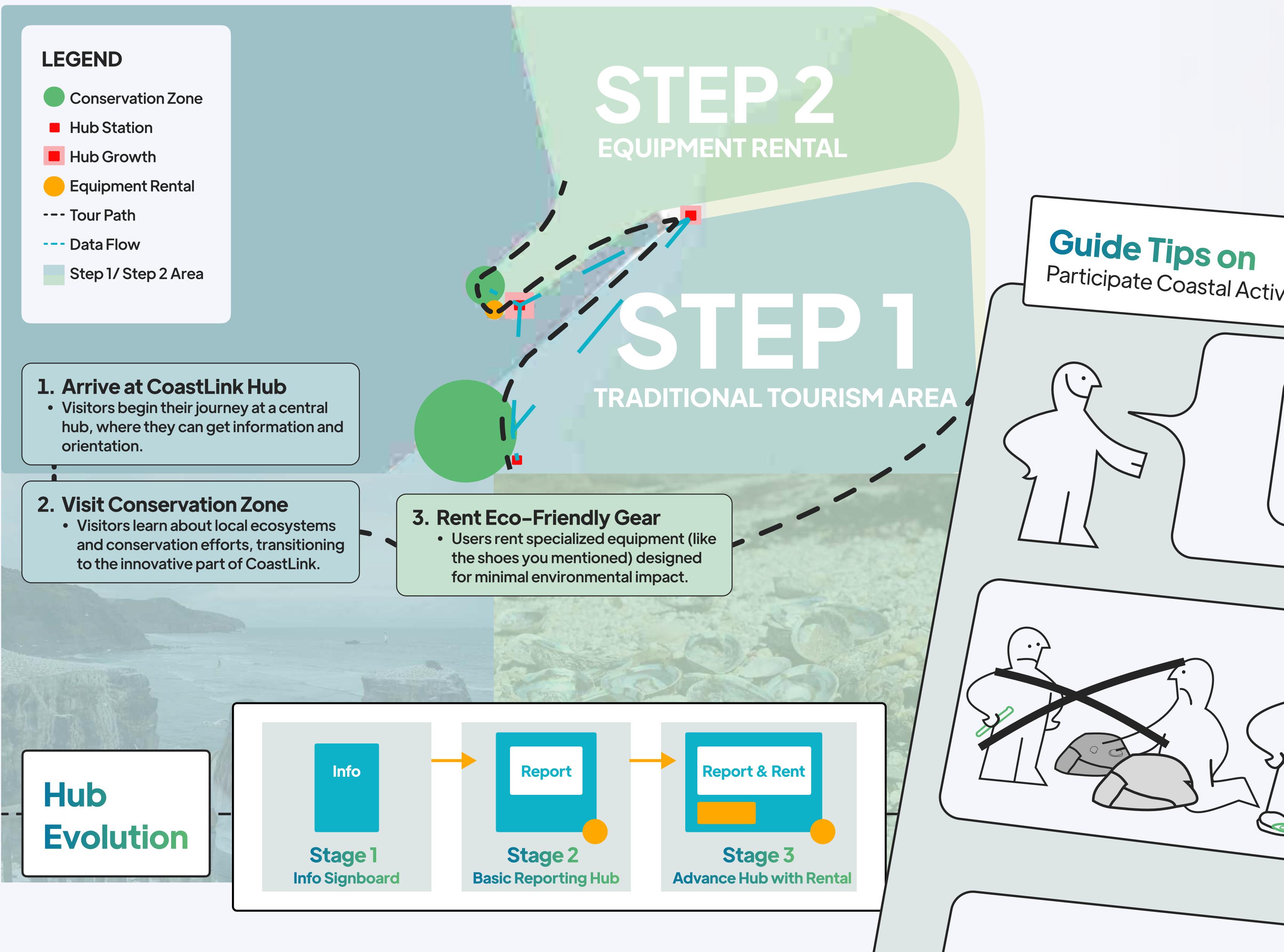
**Right Practice**

**share use**

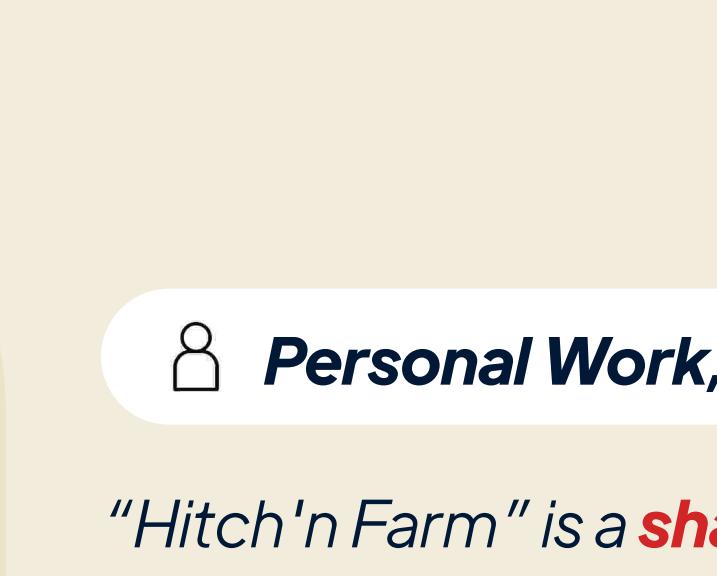
**Ever-evolving hub station**

**Every attempt boosts local conservation**

## SERVICE SCENARIO



# 03 Hitch'n Farm / 链阶 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

### CHANGES IN NEW ZEALAND AGRICULTURE

**EMPLOYEES**  
**51%**  
decrease after pandemic  
**PERENNIAL CROPS**  
**0.25%**  
of the national land.

**DIGITAL COLLECTION**  
**70%**  
price inflation  
**42%**  
of the animal husbandry area

### KIA ORA! IT'S NEW ZEALAND CULTURA TIME

**20%**  
**ENTERPRISES**  
closed down after pandemic

**13%**  
**RETAIL PRICE**  
rise up after pandemic

**16%**  
**REDUCTION**  
in mushroom industry workforce after pandemic

**OUTDOOR WEEKLY ACTIVITIES HOURS**  
80,000 PEOPLE USED TO SPEND FOR CLIMATE CHANGE

12-14 12.0  
25-34 5.0  
75+ 3.9

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.

**MAORI CULTURA**

CULTURE

### DESIGN HYPOTHESIS

**SUSTAINABLE GROW**

**COMPACT HOUSING**

**LOCALLY FOOD**

**WORKER SHORTAGE**

**WORKERS WANTED**  
48 ST GEORGE ROAD 8TH OR CALL 027 888 888

### POTENTIAL OPPORTUNITY

+ MARKET TREND

**SHARED FARM**

ONLINE ON SITE

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



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.

### 0% Returning

Need to improve in order to retain customers.

## 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

### Steph 65

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



### farmer

### urban

### A sense of companionship

### A sense of belonging



### NEEDS

### DEMANDS

### NATURE



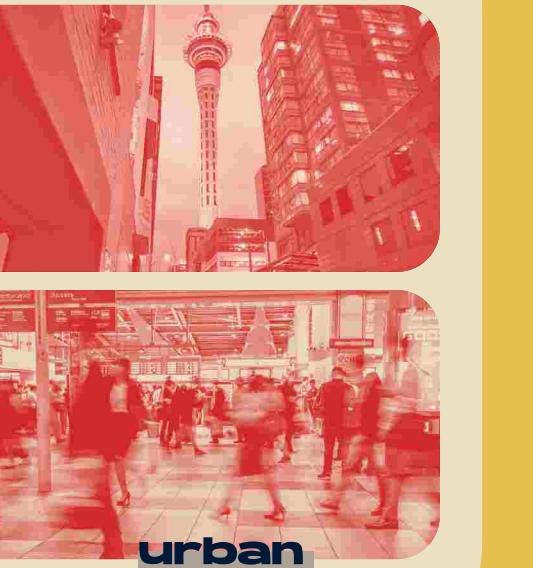
### Experience

### lonely

### open mindness

## MEET

The needs of wider range of potential users



### Steph 65

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

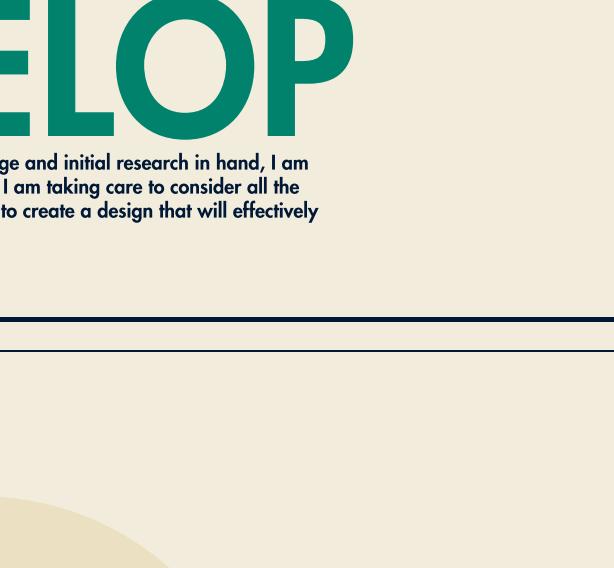


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### NEEDS

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### NATURE



### Experience

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### Experience

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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



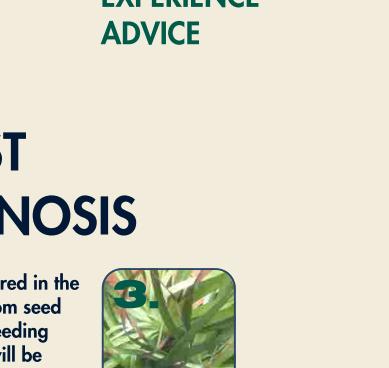
### SEASONAL FRESHES

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

### Bok choy

PACKED BY FARM PRODUCED BY USERS  
14 - 11 - 222 1480 x 980 07

### FRONT VIEW OF COLLECTOR CARD



### BACK VIEW OF COLLECTOR CARD



### 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



### 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.

### WEAVING AREA

### FARM SELL AREA

## PLANTING MANAGEMENT

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW LEARNING EXPERIENCE

### FARMER

DATA RESULT ANALYSIS & ALERT  
RICH EXPERIENCE ADVICE

### WEEKLY REPORT

### NEW REQUIREMENT

### ALWAYS-ON RECORDS

### GROWING REPORT

### NEAR-BY DETECT

### ASSIST DIAGNOSIS

### WEAVING AREA

### FARM SELL AREA

### MARKET AREA

### SEEDS BAG

### USER

1. What a rare moment!! I have to show them to my friends...
2. Check the roots of the plants, big changes in temperature and little sunlight may lead to rotten roots!
3. I'm too busy this week. Please help me take care of them!
4. No problem! I will take care your plants.

1. I downloaded the app from the app store of the farm land Box, which introduced the functions in general, and I logged into my account!
2. It looks like a Pokédex? This is my SeedsBag, so I can easily check what seeds I have now.

1. INTRO
2. SEEDS BAG

- A. Confirm Number
- B. Confirm Person & Seeds
- C. Confirm Swap
- D. Quick Navigation bar

1. Hey Smith, Are you interested in joining me at the market day this Sunday
2. I heard about the upcoming Orange teaching event, sounds interesting!

1. I met Hannah at the tour and swap my aloe seedlings with her ficus! This unlocked a new plant in my SeedsBag! I can grow ficus too!

1. SEEDS EXCHANGE

1. STORYBOARD USER TESTING

1. LAND

1. YOUR PLANTS

1. USER RANKS

1. MARKET DAY

1. ITERATE

1. PROTOTYPE

1. SOLUTION EVALUATION

## SEEDS EXCHANGE

SOCIAL VALUE VARIETIES FOOD CHOICE ORGANIC NATURE VIEW



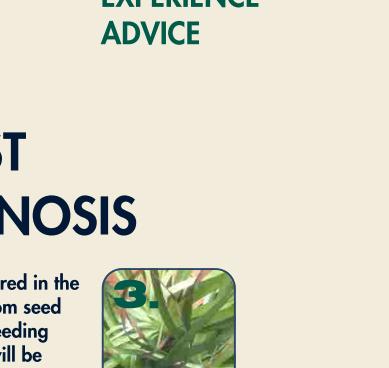
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## MARKET DAY

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1. PROTOTYPE

1. SOLUTION EVALUATION

1. HALF N' HALF SERVICE SOLUTION

1. FEEDBACK ADVANTAGES

1. DISADVANTAGES

1. FEEDBACK ADVANTAGES

## MARKET DAY

SOCIAL VALUE VARIETIES FOOD CHOICE  
ORGANIC NATURE VIEW LEARNING EXPERIENCE



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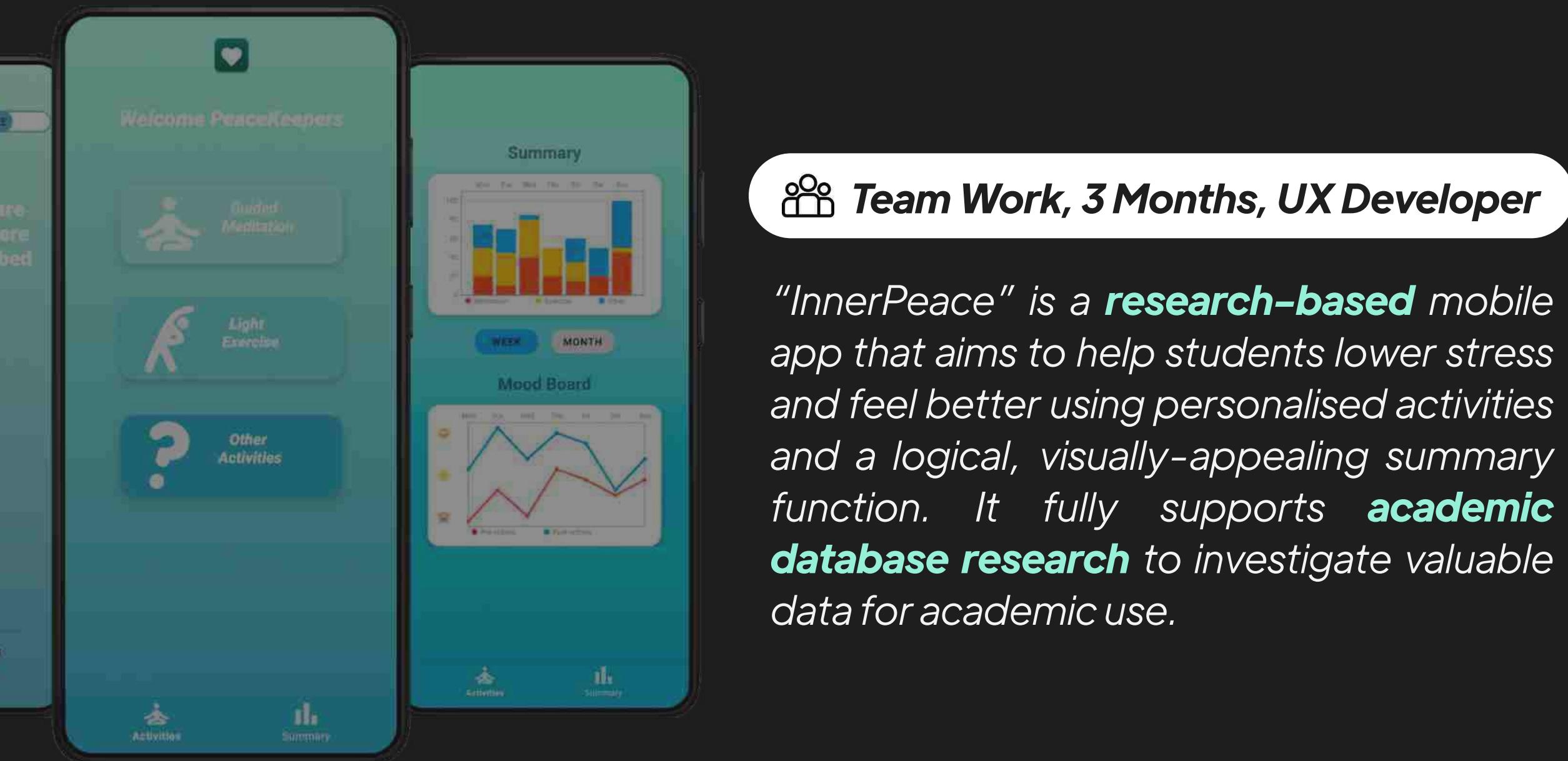
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1. FEEDBACK ADVANTAGES

# O4 InnerPeace / 内在 平静

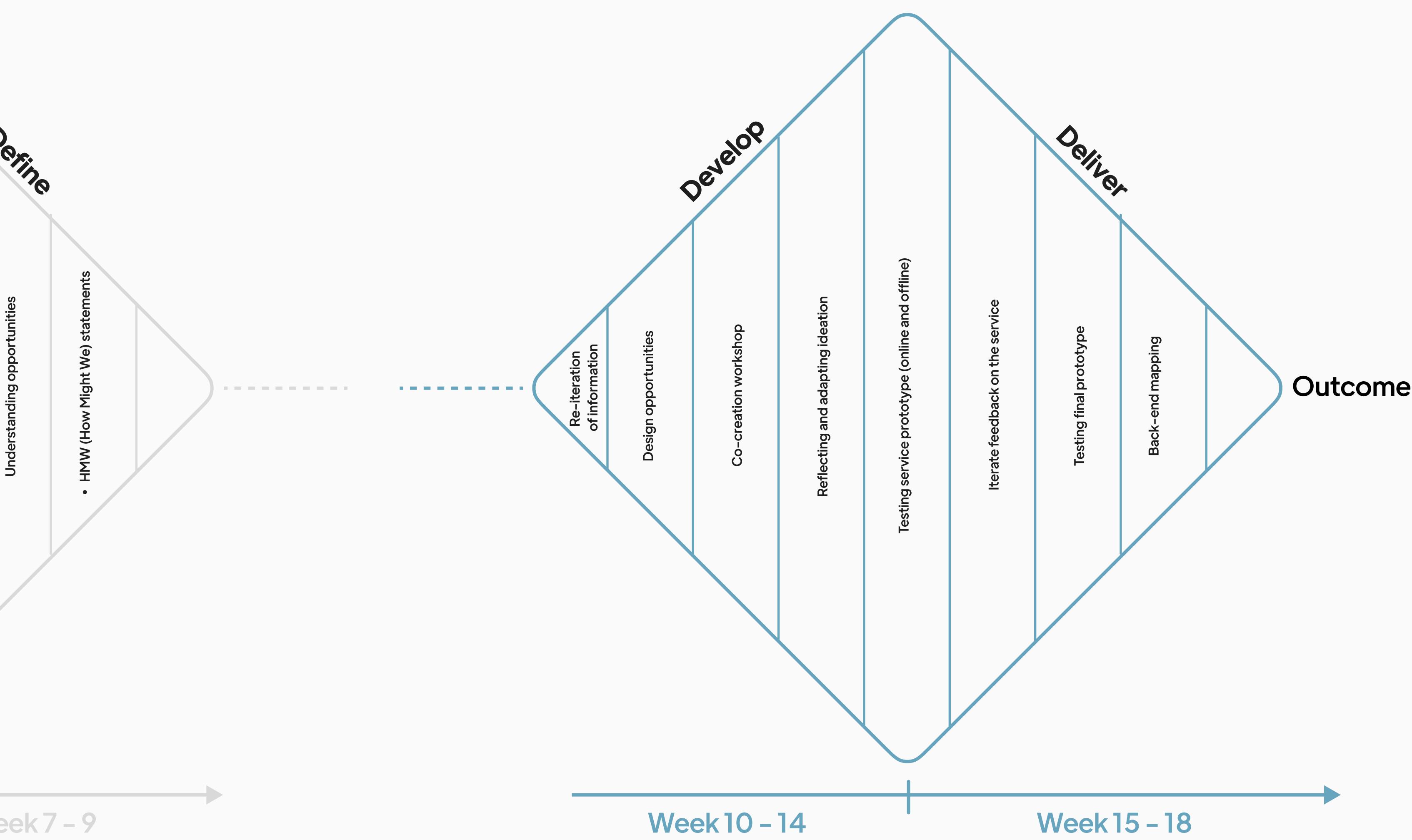
Android Application



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



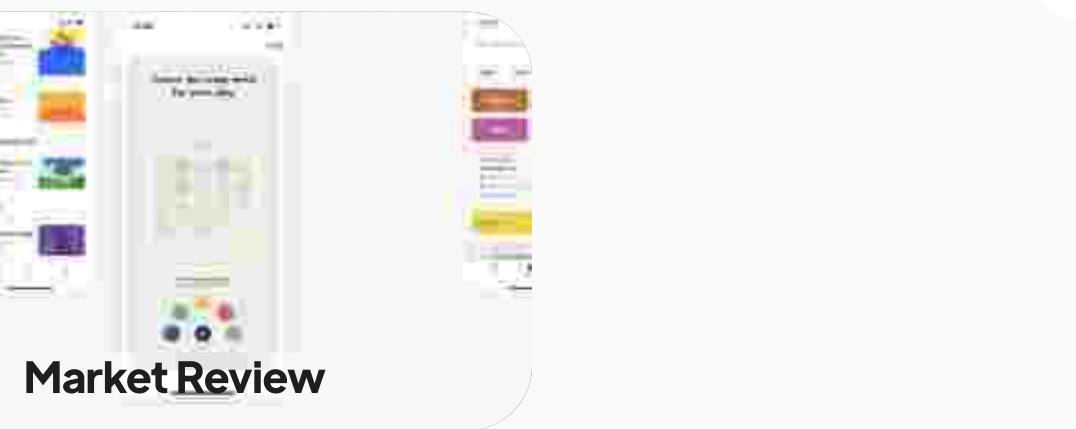
In the midst of these feelings, students often grapple with...

## "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



Students grapple with emotions like:

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

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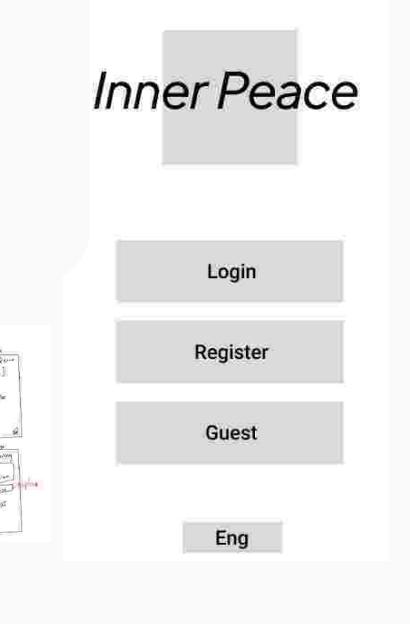
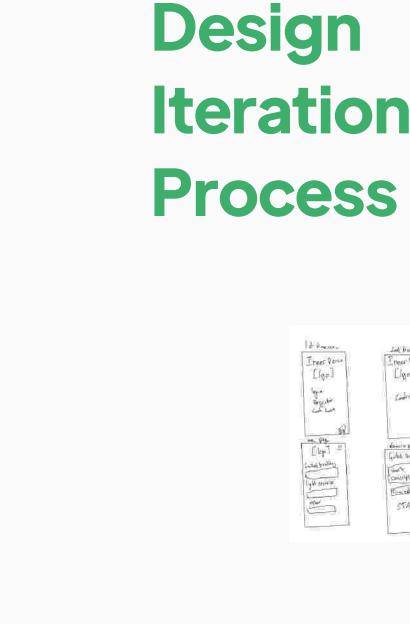
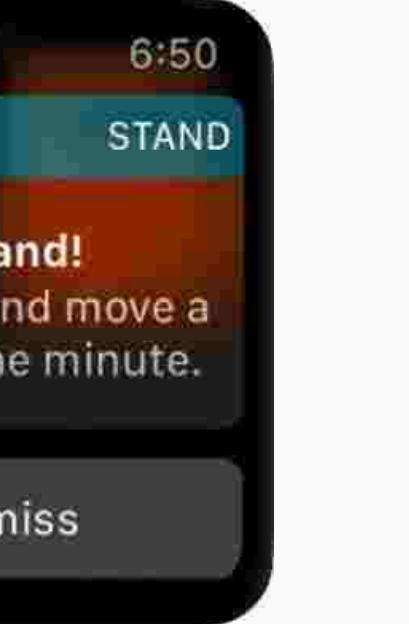
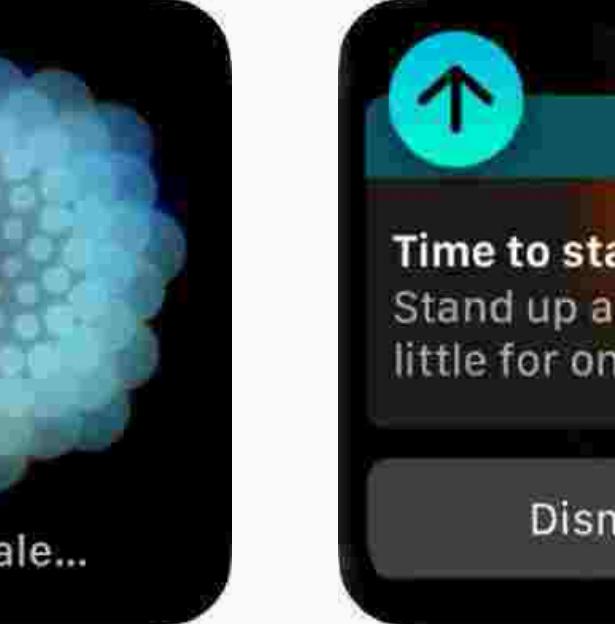
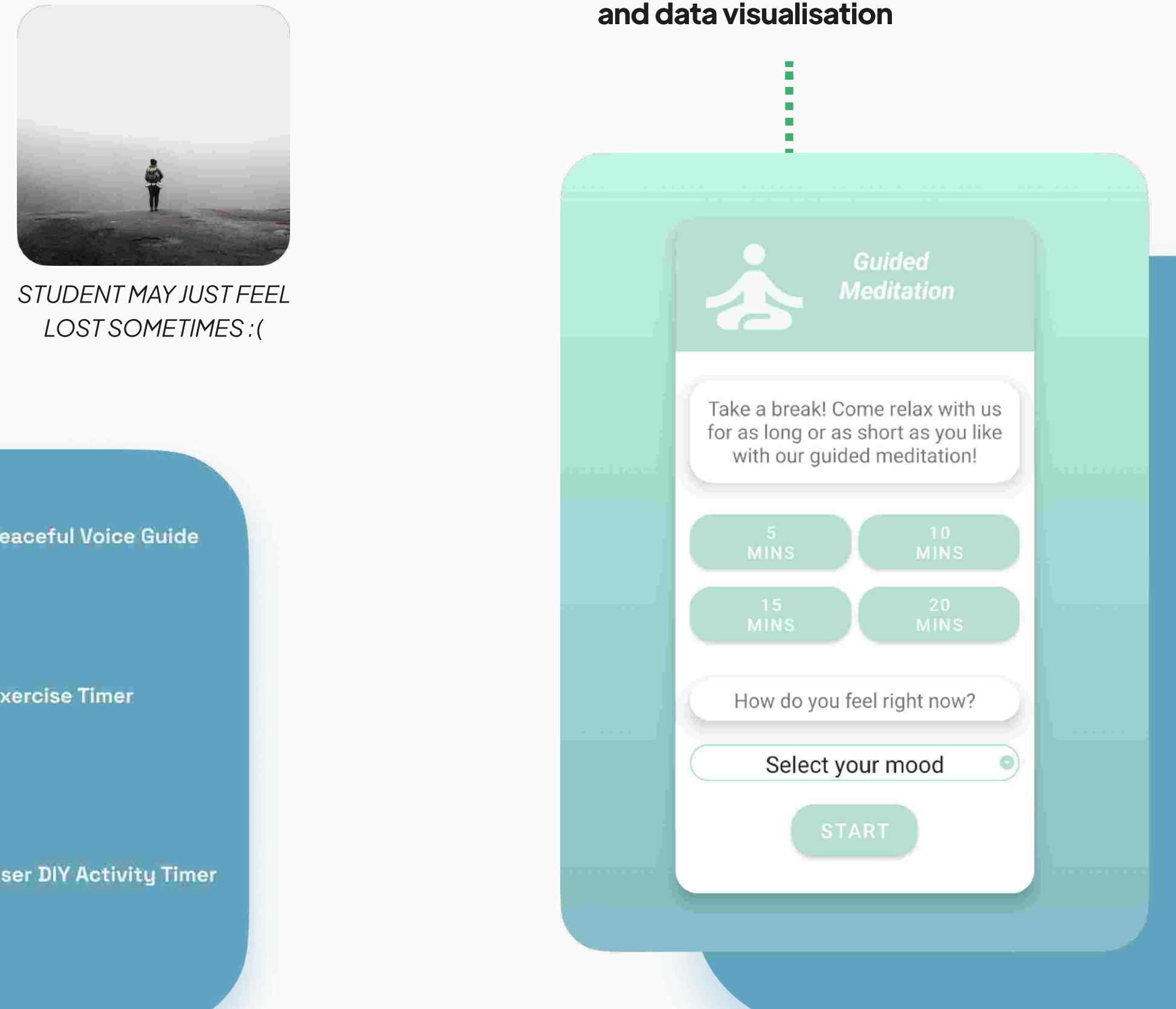


**System Architecture**

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



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