This is my storyboard.

I’m a rising junior at Cornell University from New Jersey. Currently/Most Recently, I’m working as a Product Marketing Intern at Touchsuite and a rising Junior at Cornell University.

My Life Framework:

(eventually write a brief blog for each)

Opportunity favors the prepared minds/problems create opportunity - https://www.forbes.com/2010/05/21/life-luck-work-success-opinions-book-excerpts-peter-buff

Passion for Learning / versatility – Diverse Knowledge

Practice Empathy for everybody

Creative Confidence – everyone can be creative - https://www.creativeconfidence.com/book/

How I work:

1. Analyze the Problem
2. Research
3. Create a Solution
4. Test It
5. Iterate

Outside of Work I like to: (goal is to make a big picture of all of them and when you hover over the picture, it brings up the text

Play the Guitar

Play the Violin

Box

Golf

Spin

Skateboard

Make Jewelry

Individual Project Pages:

Results:

How I got there/timeline:

Touchsuite:  
  
Paywana:

GRUBBRR:

VBC by HSMAI:

* Website redesign
* Project Team Coordination

<https://www.moritzoesterlau.de/portfolio/an-approach-to-digitization-in-education.html>

**Medium Design Collective:**  
A picture containing object, fireworks

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For: Medium Design Collective

Team: 6 members

My Role: End-to-End Experience Design

Results: Prototype

Project Time: 6 months

<https://docs.google.com/presentation/d/1O_F5yIDE7TG81mxFgYZmgZq29fhCbM_7QA7XO2BVjtc/edit#slide=id.g7ede010b14_0_273>

How can we simultaneously promote diversity and inclusion of bodies?

FIBERS is a search engine for people with specific needs when looking for clothing. Our mission is to create a special and memorable experience when finding clothes, tailored to meet their personal needs.

<https://docs.google.com/document/d/11GdQE80v8bYmu-Ha2tXJbxc6DCb7EeTVFnqiRjixr1g/edit>

- UX Design

Process:

Brainstorming

1. Focus on bettering Diversity and Inclusion
2. Within that, I chose to focus on diversity and inclusion for people with disabilities space

A picture containing food

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1. Then, I joined a group that focused on diversity and inclusion of the body.
2. A close up of text on a white background

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We focused on narrowing the problem statement down to clothing for our solution because it covered a lot of the problems we discovered.

Research:

3 Interviews conducted:

Loan Ho, Design Student: 99% podcast, people don’t know what they want

**Clothing companies are prevented from being inclusive of all consumers by the following factors:**

* **Lack of training**
* **Fear of backlash**
* **Systemic bias**
* **Societal norms**
* **Higher monetary costs**
* **Customers don’t know what they want**

The solution: A clothing search engine for people that typically struggle to find clothing

a physical representation of the website in the form of an exhibition that raises awareness of the struggles people face when finding clothing

First Iteration:  
<https://docs.google.com/presentation/d/1tFUCO_B9F47iOxGl7Sf_GFOr7WvoCRl4GsckX-0LpEQ/edit>

Our first solution had two aspects, an physical exhibition for the annual Medium Raw Exp and a functional website. The Physical Exhibition would be used to demonstrate what the website does in real life and give the user an “in-person experience”. The exhibit would raise awareness for the issue in our community and the website would display the solution,

I focused on the exhibition experience and narrowed down the solution to providing solvency for a few disabilities and sizing issues.

We realized, however, that this was still too broad of a focus and there was still an inherent disconnect between the website and the exhibit.

So, we decided to go back to basics and conduct more research.

User Research:

<https://docs.google.com/document/d/1VBvj8HAy6wJmUvNuIj3PhRVxst3Zot9vAxrIJtoFlUk/edit>

I decided to interview Emily Nester, the student disabilities services \_\_\_\_, where I learned: narrowing down to graduate students w/ disabilities, or studying specific groups and solving for their sake and then generalizing

**. There's a study in the SDS office (physical copy) from a bunch of DEA students who tried to raise awareness for body disabilities using an "empathetic model". For example, they made people try to wheel up a slope to show how hard it is to be in a wheelchair, which was very effective, but she doesn't advocate it b/c it's more of a pity model and not an empowering thing. I'm going to try to borrow it and we could probably learn a thing or two from their research and experience!**

Second Iteration:

We decided to only focus on the website and create an end-to-end solution to finding accessible clothing easily.

FIBERS is a search engine for people with specific needs when looking for clothing. Our mission is to create a special and memorable experience when finding clothes, tailored to meet their personal needs

Wireframing and Prototyping

A screenshot of a group of people posing for the camera

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Include: Accessbility options as a popuop on the home pageA close up of a logo

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Low-Fidelity Prototype

A picture containing indoor, cabinet, text, blackboard

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We proposed a prototype as such:

Conclusion:

Learnings:

If there was more time:

* Development of further user personas and Journey Maps / Task Models – in addition to the product-based Journey Map an experience-based Journey Map
* More research, as it‘s a complex and extensive topic with many factors (for example, technical and social challenges) and various stakeholders
* Further iterations / test phases, actually test it with the student disability groups on campus (such as body positivity cornell or reaching out to orgs like Runway)

Personal Website Design:

Polaroids – Depict realness, elements of empathy from understanding users