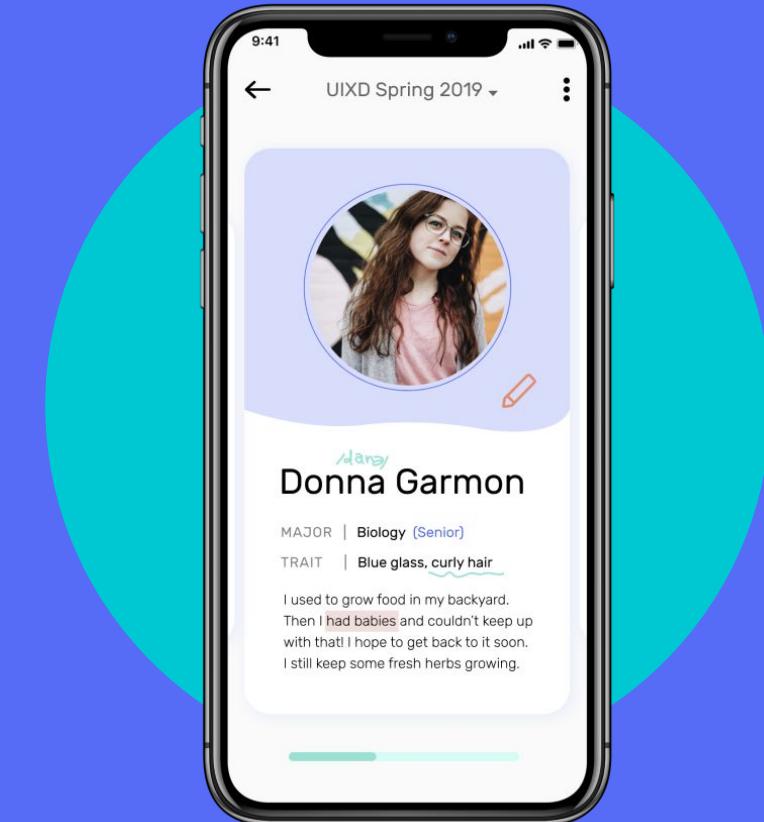


# Namorize

Design Challenge - ByteDance

Tinsley Huo | Summer 2020



# Overview

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**Prompt:** At the beginning of the semester, professors in the college need to associate the faces and names of their students, but it's not easy. Designing a product or experience helps the lecturers do it faster and with accuracy. Please provide your design ideas and final solution to provide high fidelity visual presentation in at least 2 key steps.

- a. decode
- b. problem
- c. solution
- d. goals

- decode

Problem ↗

At the beginning of the semester, **professors in the college** need to **associate the faces and names of their students**, but it's not easy. Designing a product or experience helps the lecturers do it **faster** and with **accuracy**. Please provide your design ideas and final solution to provide high fidelity visual presentation in at least 2 key steps.

Target User

Goals

- **problem**

College professors are not easily to associate students and faces. In other words, they cannot or have hard time to remember students' names.

- **solution**

Ideated and designed a game-based education tool for college teachers digitally learn and take quiz on students faces and names.

- **goals**

### **Easily Browse Student Cards**

Structure the student profile in a way that encourages **interaction**, easily **skimming** and accessible **switch left and right**.

### **Customized Annotation**

Empower the users to **take control** of student cards from easily annotating in various ways, such as highline, draw and type.

### **Allow Effective Learning Process**

Enable users to learn **happily and effectively** through **quizzes**. **Repetition** is an important element of learning, and one way to repeat content is through quizzes.

### **Set Style Guide**

For developers and copyrights, create **a set of rules** that help dictate the basic styling that support the goals .

## User Research

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I researched online to better understand how college professor remember their students' faces and names.

- a. takeaways
- b. 2x2 priority matrix

## ● **research takeaways**

After searching online the habits, preference and tips on remembering students' name, I discovered the following:

### **Why? Possible Pain Points**

- Large amount of students
- Limit time to remember
- Similar faces, similar age, similar fashion trend

### **How? Potential Solutions**

#### **Photos & Name**

- Use name tents or name tags
- Passport for class
- Student pictures
- Class list

#### **Group Techniques**

- Class meeting
- Student terms- divide students in small groups

#### **Self-Introduction**

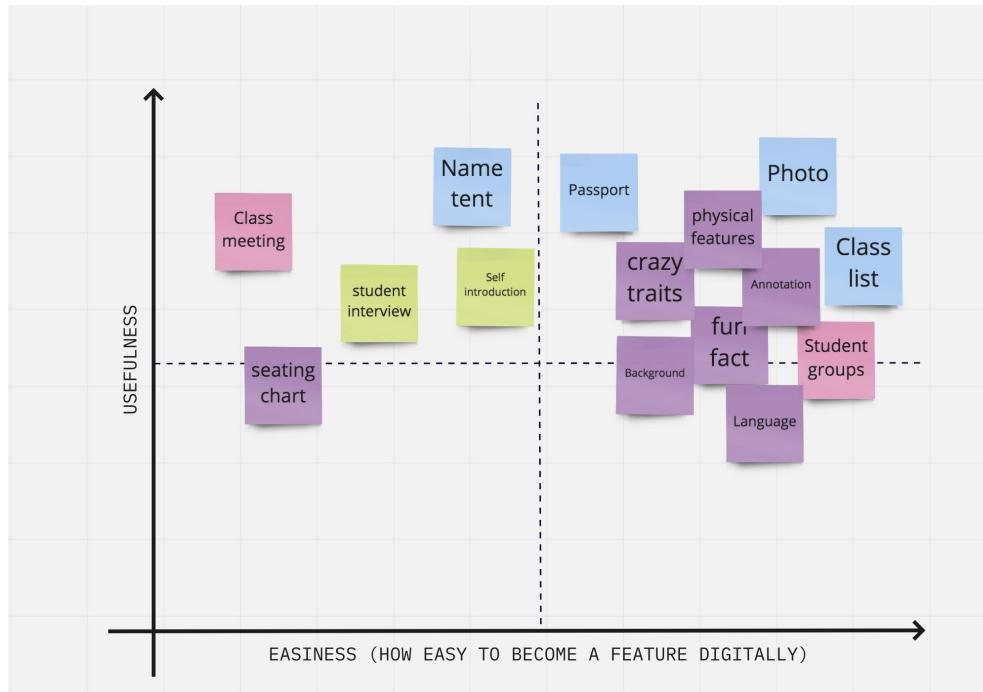
- Student interviews
- Standard Ice breaker
- Pointers - learn 5 to 10 names at a time
- The name game

#### **Association techniques**

- Annotate students' traits
- Seating chart
- Background information
- Fun fact
- Physical features
- Mnemonics

## ● 2x2 priority matrix

I then started to classify the existing solutions and conduct a 2x2 priority matrix to define what are the initial features of the digital product:



## User stories, cases & flows

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From the research, I constructed personas and explored their motivations, how they would use to remember students' names, and determined the use cases and flows.

- a. user stories
- b. use cases
- c. user flows

- user stories: Connie



### Connie, 41, Fort Hays State University

Connie usually have the students prepare a “**passport**” for the class. Using an old notecard, have the student make a document that tell about them, including **personal picture**, some **information** about their likes and dislikes. She thinks this is especially helpful when the student calls and asks for recommendation. It can joy her memory. However, these notecards are **hard to collect** and **take up lots of space**. She always had **hard time to sort out** what she have seen and what she have not.

“ This is especially helpful later, when the student calls and asks for a recommendation...you can use the card to jog your memory.”

- user stories: Ivan



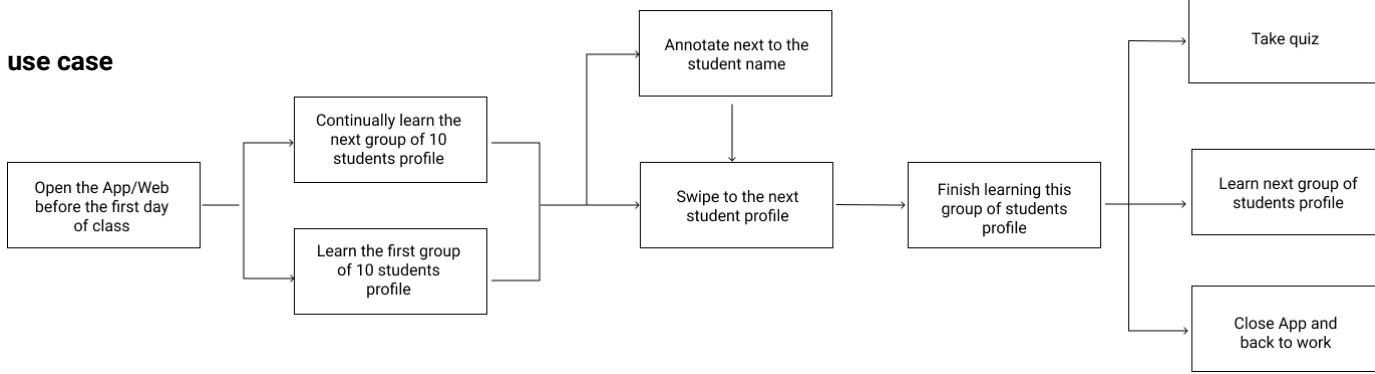
Ivan, 33, Cornell University

Ivan usually **annotated** his register. Sometimes, he remembered a name by associating with some **facial feature** of a student; sometimes he remembered fairly **inane traits** of a student, such as wearing shoes that require laces; He also loved to **divide his class into teams** of ten students each. The teams sit together, do in-class projects together. He can also usually remember which other students are in the same team.

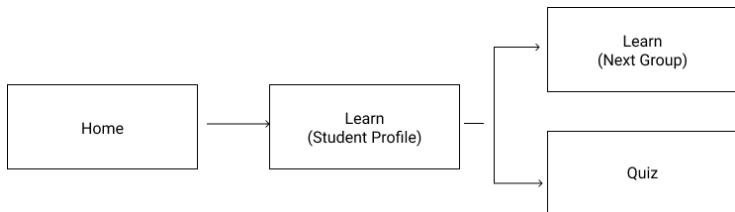
**"I teach a class of 72-75 students every spring. For one week I have small group meetings with ten students at a time. I annotated their traits next to their names and tried to remember this groups of students. The result of this is I remember every students."**

## ● use cases & user flows: Connie & Ivan

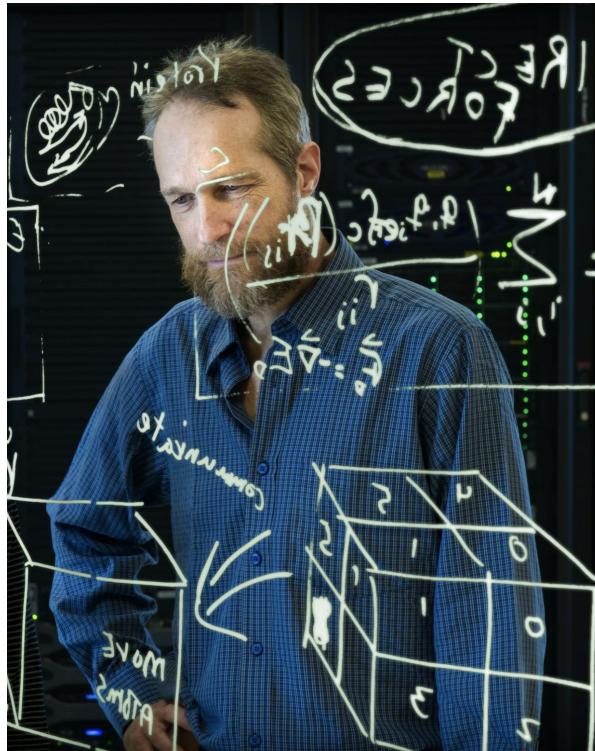
### use case



### user flow



- user stories: Tim



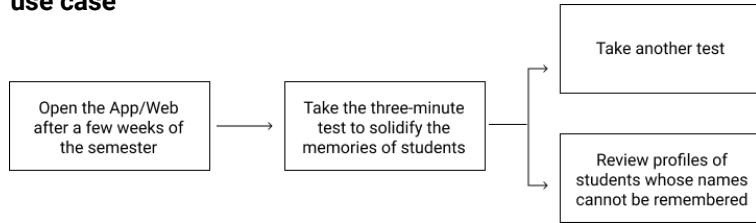
Tim, 49, University of Georgia

Tim doesn't have a very good memory. He felt that it was **very difficult to remember** the names of his classmates at the beginning of each term. As time passed, he did not insist that he could remember the names of his classmates. He thinks he should go back to his school days and learn the names of his students in an **intense way**. Otherwise, he will be embarrassed if he can't remember the students' names.

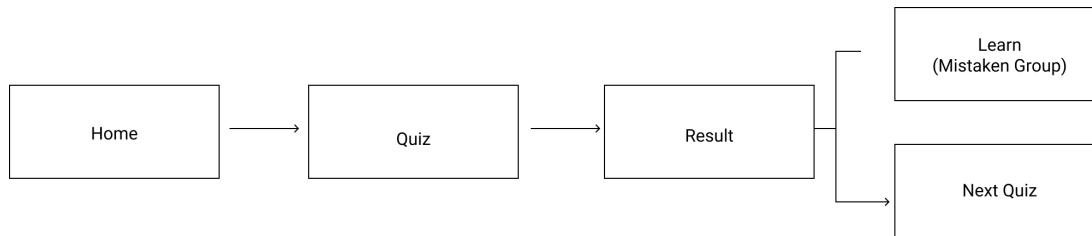
*"If I don't remember a name, I always ask before every conversation, both in and out of class. But it's very embarrassing to have to ask, especially the forty-second time!"*

## ● use cases & user flows: Tim

### use case



### user flow



## Ideation

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After creating the persona, I had a sense that the product was headed in the direction of an educational game experience, so I checked out the similar products online to better understand how to help memorized and boost motivation.

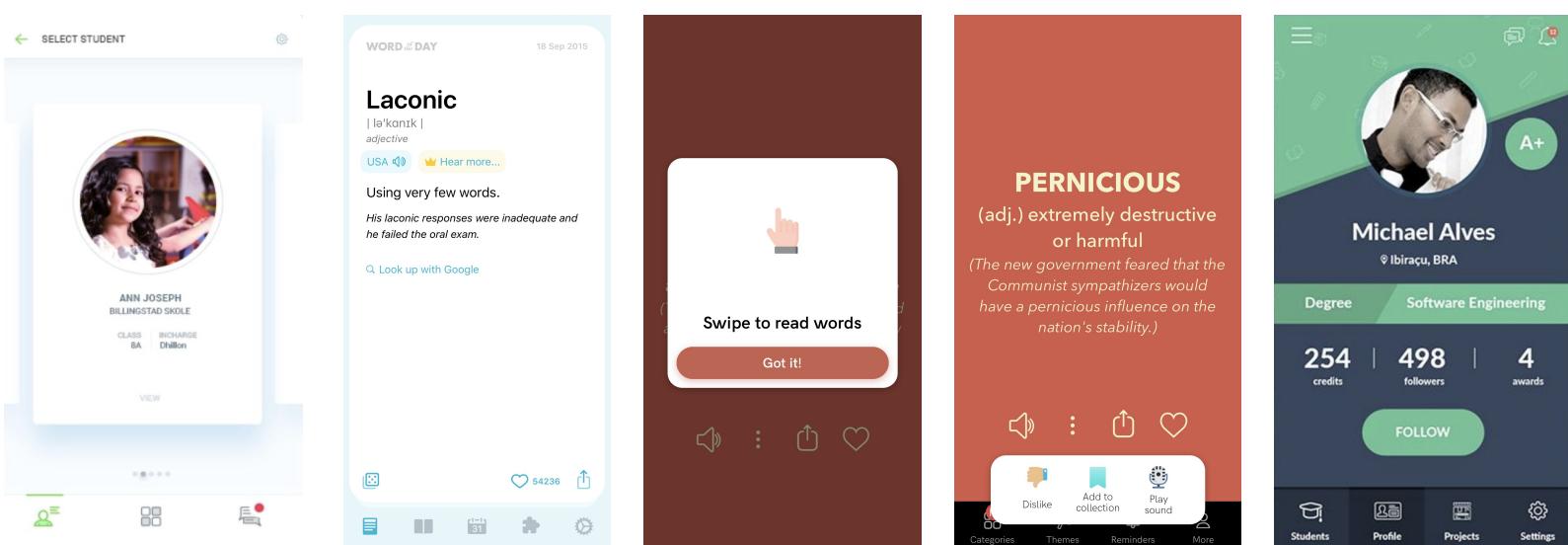
### ui pattern:

- a. students profile
- b. annotation
- c. quiz

- ui pattern: student profile

## profile/notecards

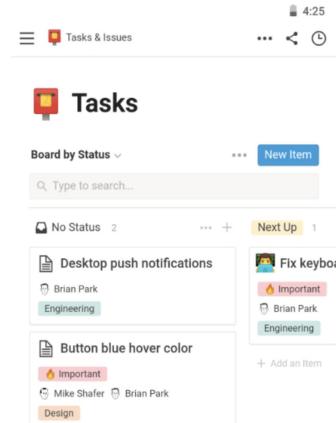
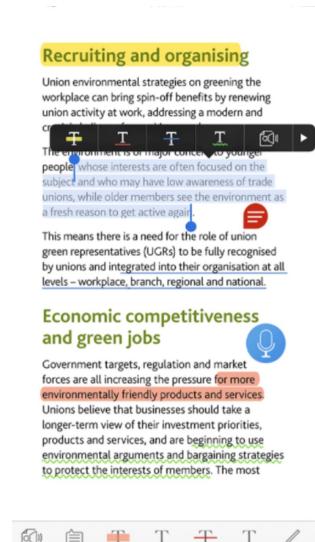
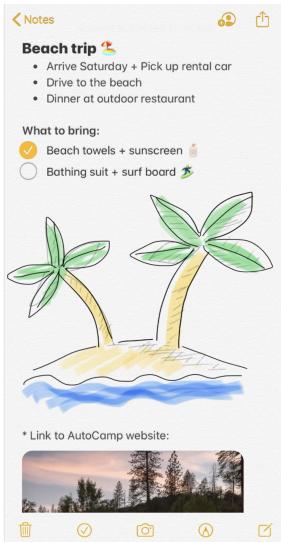
The message is short, the font is large, showing multiple pages, and the pages swipes easily.



## ● ui pattern: annotation

### annotation methods

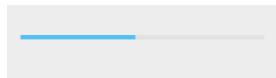
Users usually can type, draw or highline to annotate. It's easily redo or clear the annotations.



## ● ui pattern: pop quiz

### game-based elements

The quiz usually has time limit, progress bar, multiple choices, different levels, and animated feedback when users get the question right or wrong. Users often get rewards while finishing the quiz.



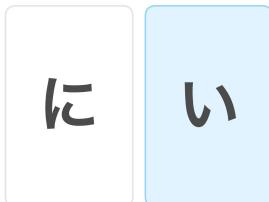
Which word **doesn't** fit?

selfish

inconsiderate

generous

×  请为“i”选择正确的字符



I don't know

检查



ALMOST!

Homogeneity

Pasteurization

Oxygenation

Carbonization



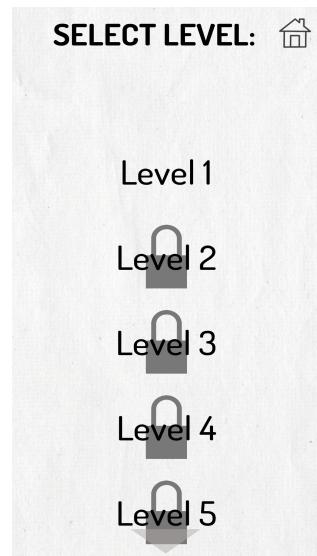
Who fired first at Lexington and concord?

No one knows

British

Rebels

Spanish



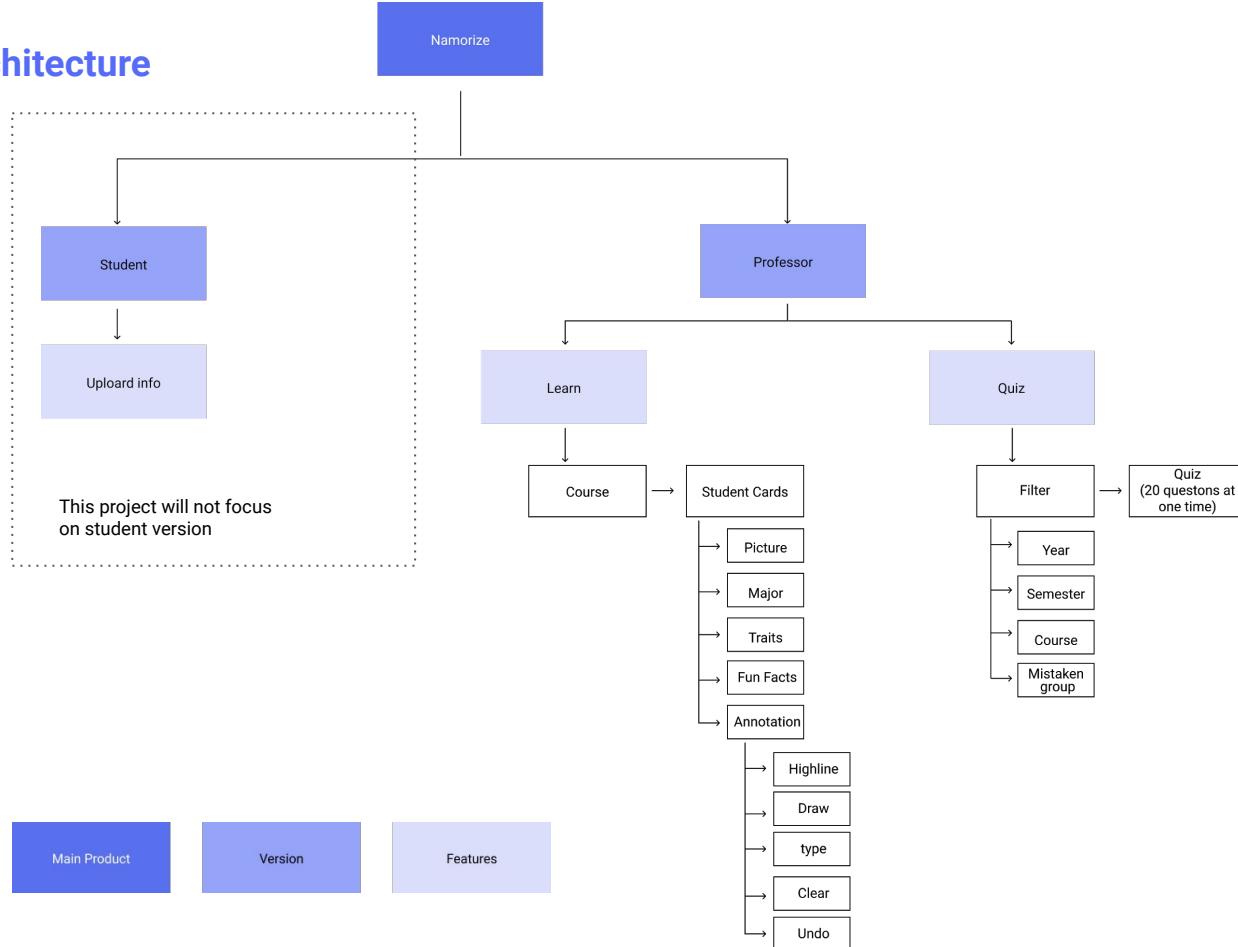
## Base

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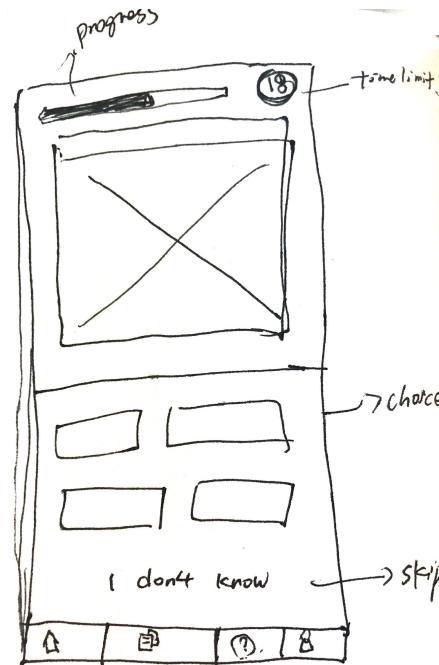
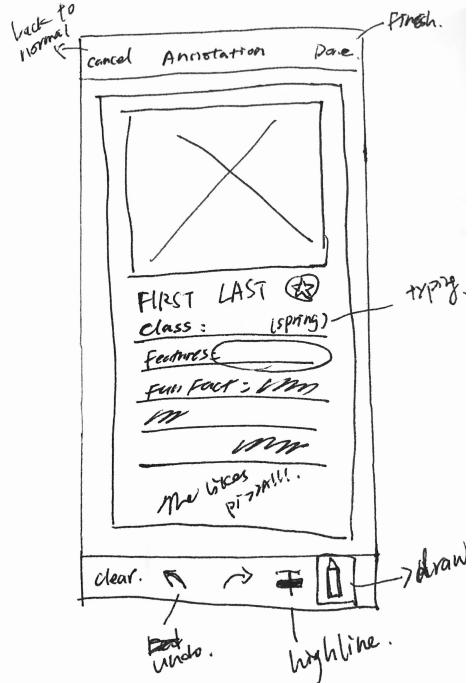
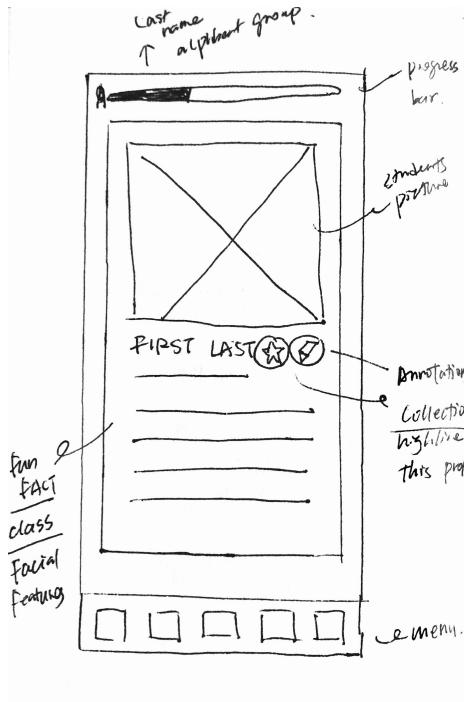
After researching, I considered various features and flows in creating the experience match the my goals and users needs. I then explored various ways to representing those flows in the interface.

- a. Information Architecture
- b. Preliminary wireframe
- c. Refined wireframe

## ● information architecture



## ● preliminary wireframe



## ● refine wireframe

### Student Cards

1

#### Switch Courses

College professor often has not only one class in one semester. Classify students by courses and easily switch course on top.

2

#### Annotation

When clicking the pen icon, the cards page turn into annotation mode, it allows users to type, draw and highlight the cards.

3

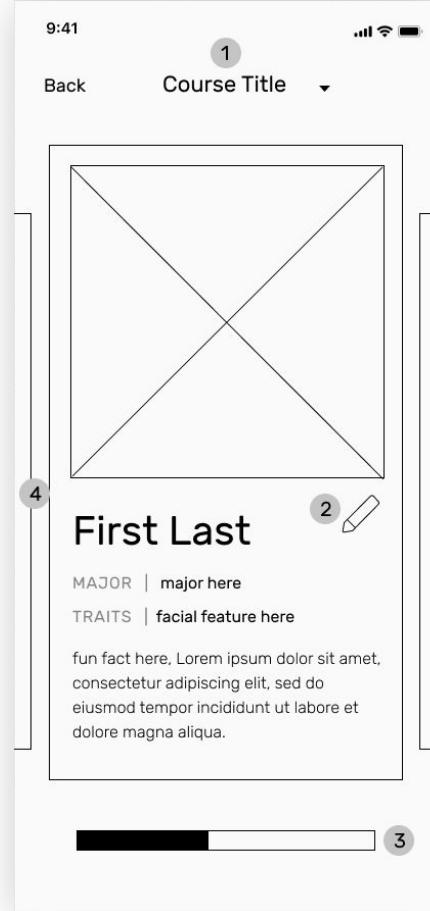
#### Progress Bar

Progress bar allows user to have a sense of how many students card have read and haven't read.

4

#### Switch Cards

Use finger easily switch to different student name cards on phone. Make it more fun to view.



- refine wireframe

## Annotation

1

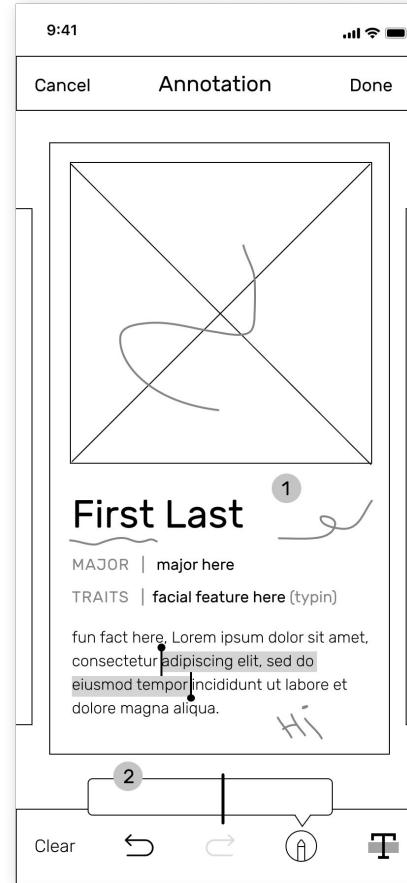
### Annotation Mode

Users can draw, highlight, type in the annotation mode, which allows users customize the cards as much as they can.

2

### Choose Color

Users are able to choose color for their annotation.



## ● refine wireframe

### Quiz

1

#### Time limit

Each question has 10 sec time limit. Time runs out when the background colors on the screen turn gray

2

#### Limited “lives”

There are three chances to make mistakes in every quiz. More than three times, the quiz is equal to failure

3

#### Progress Bar

There will be 20 questions in each quiz, which will not exceed 5 minutes each time. Keep it short to let users more focus.

4

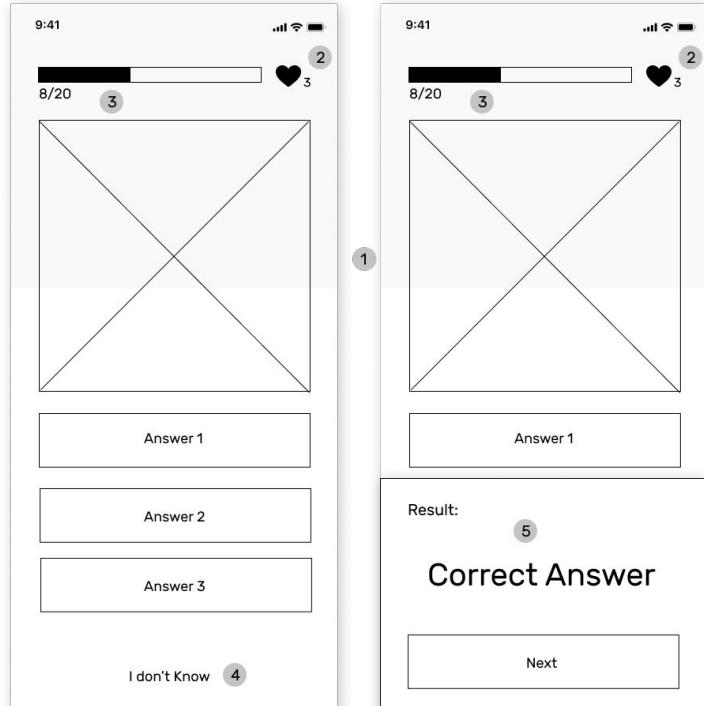
#### Skip

Skip anytime but lose one heart

5

#### Feedback

Results show after each questions.



## **Visual**

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I aimed to establish a visual style while maintaining the integrity of the existing ByteDance branding

a. mood

b. style guide

- mood

## Keywords

Calm

Edgy

Chill

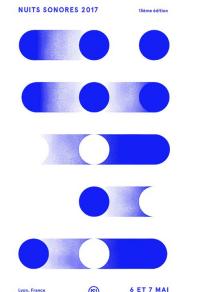
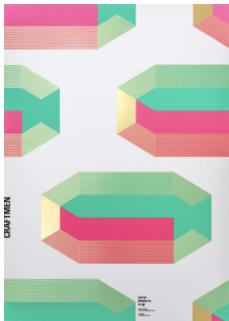
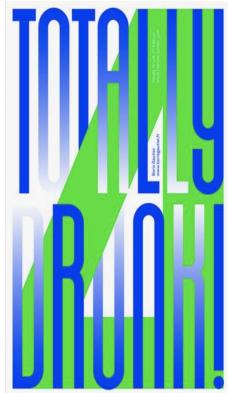
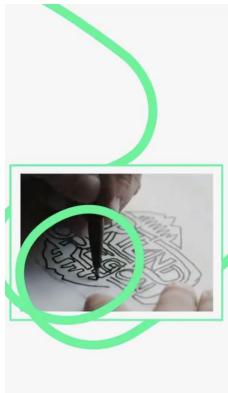
Dynamic

Bright

Smooth

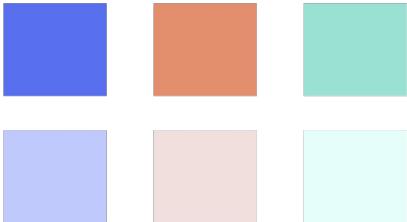
Energetic

Bold

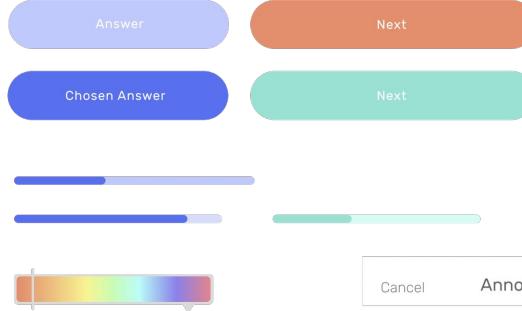


## ● style guide

Color Palette



UI Component



Typeface

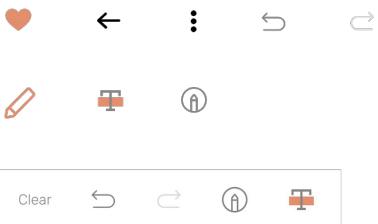
Rubik Regular

a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Rubik Light

a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Icon



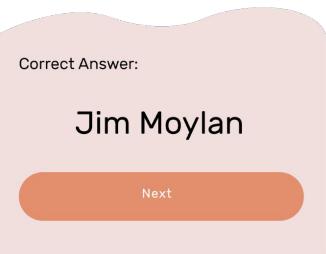
Donna Garmon

MAJOR | Biology

TRAIT | Blue glass, curly hair

I used to grow food in my backyard.  
Then I had babies and couldn't keep up  
with that! I hope to get back to it soon.  
I still keep some fresh herbs growing.

Cancel Annotation Done



# Design

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After an extensive wireframing process, I went to the visual design stage, implementing the chosen mood and style to the blueprints.

a. First Round

b. Final Composition

- first round

## Student cards

swipe

The image displays three mobile phone screens, each showing a student profile card. A curved arrow above the phones indicates a 'swipe' action from the first phone to the second.

**Phone 1 (Left):** Shows a profile for **Donna Garmon**.  
Major: Biology  
Trait: Blue glass, curly hair  
Bio: I used to grow food in my backyard. Then I had babies and couldn't keep up with that! I hope to get back to it soon. I still keep some fresh herbs growing.

**Phone 2 (Middle):** Shows a profile for **Irwin Kays**.  
Major: Design & Technology  
Trait: big mouth, brown eyes  
Bio: I love music. I always am humming or singing a tune to myself, even if I don't realize it. And I always have a song stuck in my head.

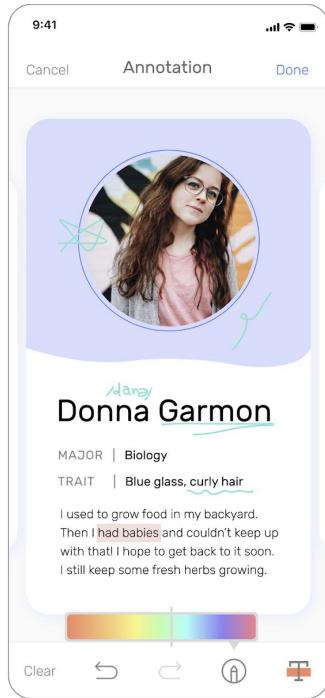
**Phone 3 (Right):** Shows a profile for **Jim Moylan**.  
Major: Computer Science  
Trait: Irish, blonde hair  
Bio: I love the beach. We are lucky to go several times a year to see my parents and sister, who live in Destin, Florida.

## ● first round

### Annotation



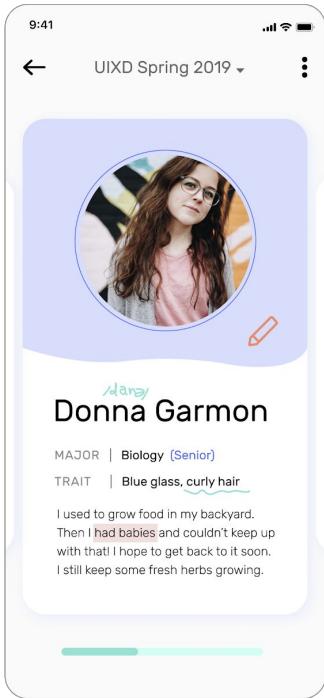
Highline



Draw



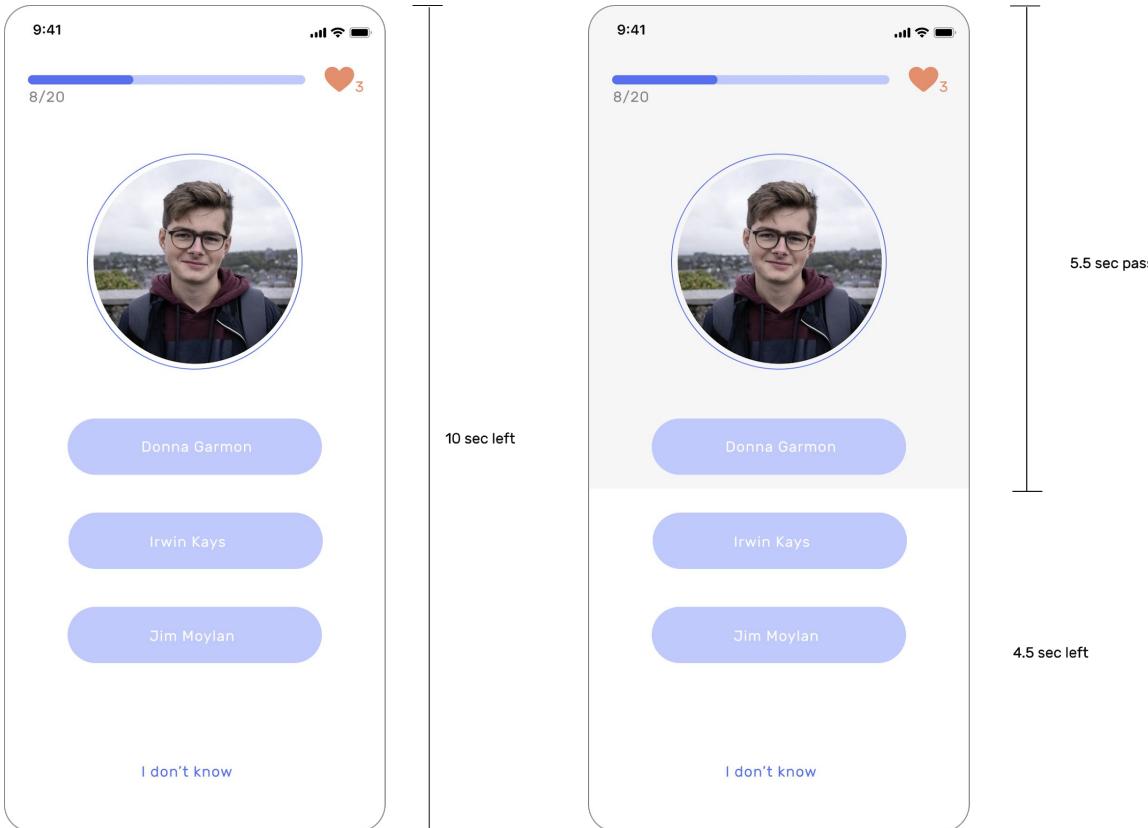
Type



Student cards  
with annotation

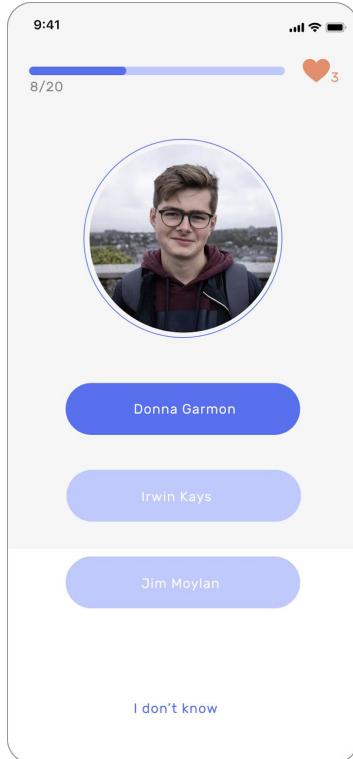
- first round

### Quiz: time limit

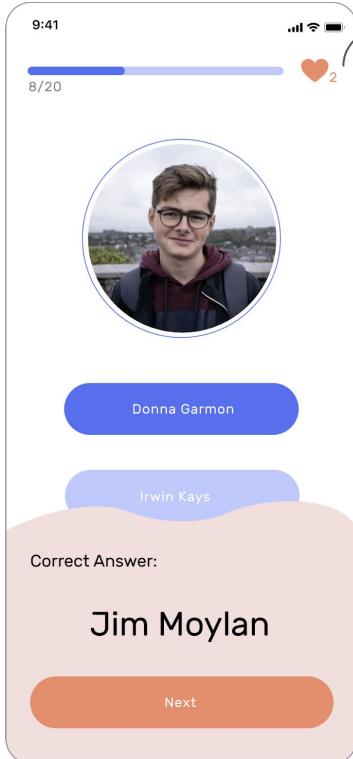


- **first round**

### Quiz: feedback

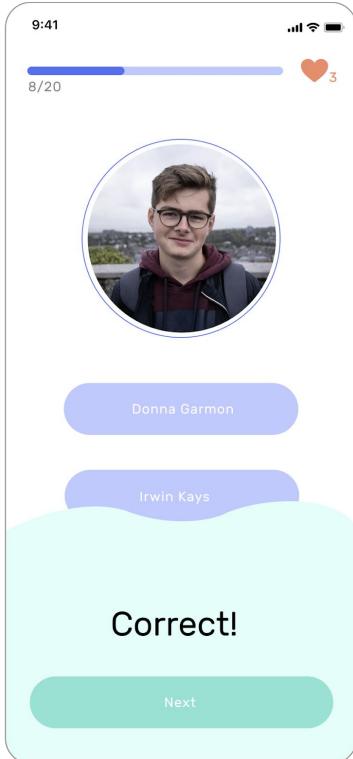


Choose



Wrong

lose points



Correct

# Conclusion

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I've thrown a lot at you, here's a short and sweet summary of what I've set out to accomplish.

a. feature glossary

b. iteration

- **feature glossary**

### **Student Profile Cards**

Classified by courses and easily switched student cards that inform users basic information, facial features and fun fact of their students.

### **Quizzes**

Fun and short quizzes that allow users repeatedly remember students names and faces.

### **Annotation Mode**

Fully customized annotation mode that enables users to better memorize students' name and faces through their own notes.

- **iteration**

Three days are short. It would be better if I have time to interview real college professors and create more screens and features.

# THANK YOU!

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I am excited to solve this problem out.

Feel free to take a look at the interactive prototype using the link below -

<https://www.figma.com/proto/OaxQxPYRcPjry94WlyDpXH/ByteDance?node-id=33%3A1&viewport=609%2C485%2C0.2861476242542267&scaling=min-zoom>