

About Me

Tong Ge

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I believe in exploring my curiosity and facing everything with a positive and go-getter attitude. Easy going by nature, I love collaborating with and trying to understand people. Learning new things inspires me so an ever changing field like UI/UX is right up my alley. From requirements elicitation and analysis to software implementation and user testing, I have worked on numerous group projects where I was able to learn and practice mostly every part of the software development process.





Visurely

Team of 4

Visurely a fashion platform that will help make the process of forming outfits easier. This fashion platform will not only inspire fashion lovers by offering them the latest trends, it will also give fashion novices tips on what to wear and how to combine them into outfits. For this project, I mainly focused on the design and UI/UX aspect of the platform.

The Visurely mobile application interface consists of two main sections: 'My Closet' and 'Explore'.

My Closet: This section is currently active. It features a sidebar on the left with navigation links: Ideas, Create Outfit, My Items (which is selected), and My Outfits. Below this are 'Categories' with sub-links: All (16 items), Shirts (2), Shorts/Skirts (3), Outerwear (5), Shoes (3), Accessories (1), and Pants (2). There is also an option to 'Add New Category+'. The main content area displays a grid of items with edit icons: Modern Skirt, Black Lace Strap Top, Fall Sweater, Comfy Sandals, Edgy Purse, and Simple Sandals.

Explore: This section features three tabs: Trending, Picks for you, and Favorites. The Trending tab is selected. It displays a grid of trending items: BOTTEGA VENETA Leather Chelsea Boots, ALEXANDER MCQUEEN Oversized Black Glitter Sneakers, NIKE Air Force 1 Shadow Spruce Aura, MARINE SERRE Crescent Moon Print Stretch Top, UGG Fluff Yeah Slide - Pink, Gucci FW20 Womenswear Look #25, MARC JACOBS The Snapshot Small Camera Bag - Black, and BALENCIAGA Race Runners - Black. Each item has a small heart icon indicating it can be favorited.

Design Process

Step 1: Come up with main features

Main Features:

- Explore different styles
 - Search and favorite items and Outfits
 - Closet features
 - Add items
 - Create outfits
 - Categorize items/outfits
 - Computer generate outfit recommendations
 - Style Quiz

Step 2: Storyboards

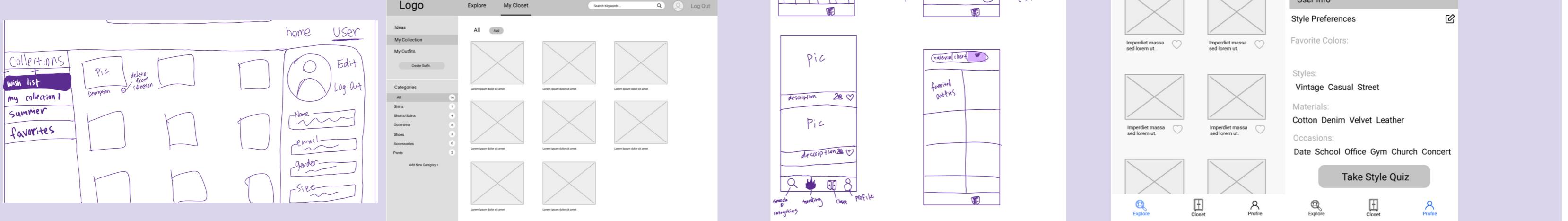
Creating UX storyboards help demonstrate how someone might interact with our platform. It can:

- help stakeholders understand and critique the product easier
- help notice gaps in thinking
- put people at the heart of the design



Step 3: Low to Medium Fidelity Wireframes

A great time saver in the initial design process to present ideas and assist discussions.



First Round of User Evaluation

Visurely

Scenario: You want to add a new item to your closet

Mobile

1. Navigate to the Closet tab
2. Make sure you're on the "Collection" section of your Closet.
3. Click on the add new item button (TBD)
4. Search for the item you want to add to the collection
5. You didn't find the item in the database, so now you will add the item manually
6. Click on the camera button to take a photo of the item
7. After taking the photo, fill out the required fields of information (Name, category) and add any optional information if needed (description, brand color, size, occasion, etc.)
8. Click on add item to finalize the action
9. Look for the new item that was added to the collection under the corresponding collapsible submenu

Web App

1. Click the "Add" button in "My Collection"
2. Upload an image of the item you have, it could be a photo taken by the user or the official one provided by the brand or other platform.
3. Click "Next" to enter product details
4. Entering the related information for the item (item name, color, category).

[S1-M] Scenario (Mobile): You want to add a new item to your closet					
Task	Understood the task?	Easy to see Controls?	Clear Controls?	Mistakes?	Completed?
Navigate to the Closet tab	Y	Y	Y	0	Y
Make sure you're on the "Collection" section of your Closet.	Y	Y	Y	0	Y
Click on the add new item button (TBD)	Y	Y	Y	0	Y
Search for the item you want to add to the collection	Skipped	Skipped	Skipped	Skipped	Skipped
You didn't find the item in the database, so now you will add the item manually	Skipped	Skipped	Skipped	Skipped	Skipped
Click on the camera button to take a photo of the item	Y	Y	Y	0	Y
After taking the photo, fill out the required fields of information (Name, category) and add any optional information if needed (description, brand color, size, occasion, etc.)	Y	Y	Y	0	Y
Click on add item to finalize the action	Y	Y	Y	0	Y
Look for the new item that was added to the collection under the corresponding collapsible submenu	Y	Y	Y	0	Y
Notes:	<ul style="list-style-type: none">Confused about occasion and description (maybe it's redundant)Straightforward and not difficultDidn't realize there was a filter option at the topMaybe a way to add a new filtering categoryShocking that it took the user directly to the camera (maybe add permissions to use camera first, especially for first time users)				



Step 4: Task Planning

We planned a series of tasks for the user to complete using our functional medium fidelity wireframes. Each task have a clear description, goal, and end-point.

Step 5: Usability Testing

For each task, we collected:

- task completion details
- errors made
- time per task
- user reflection on task

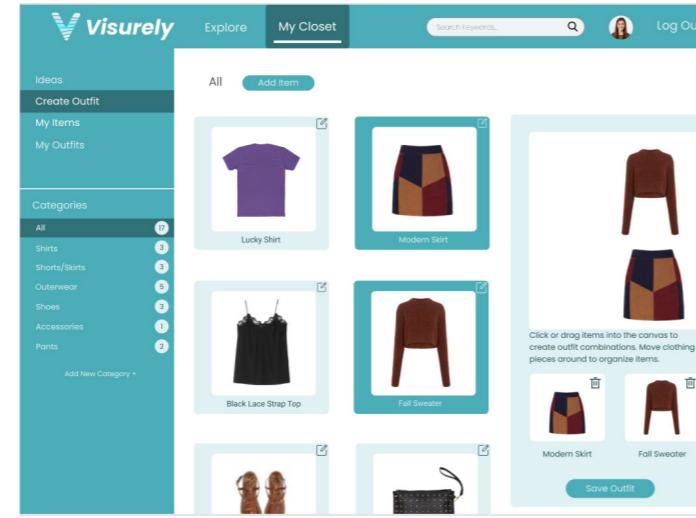
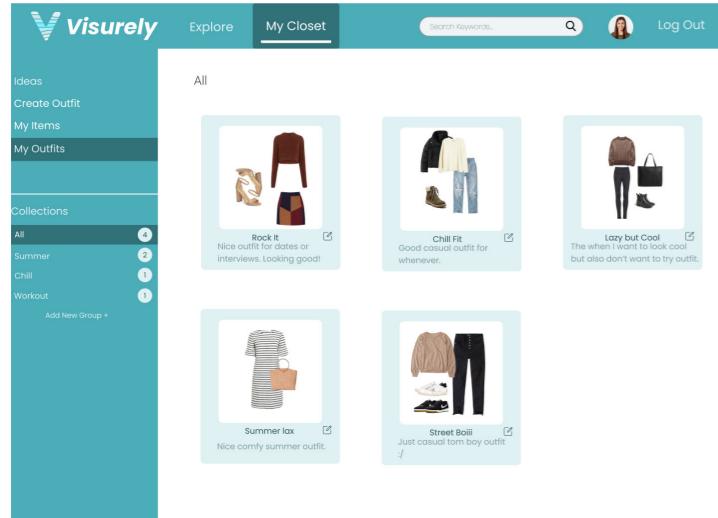
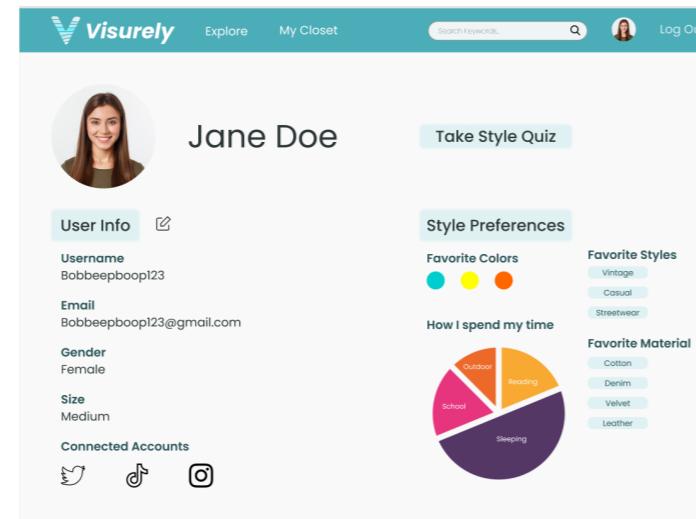
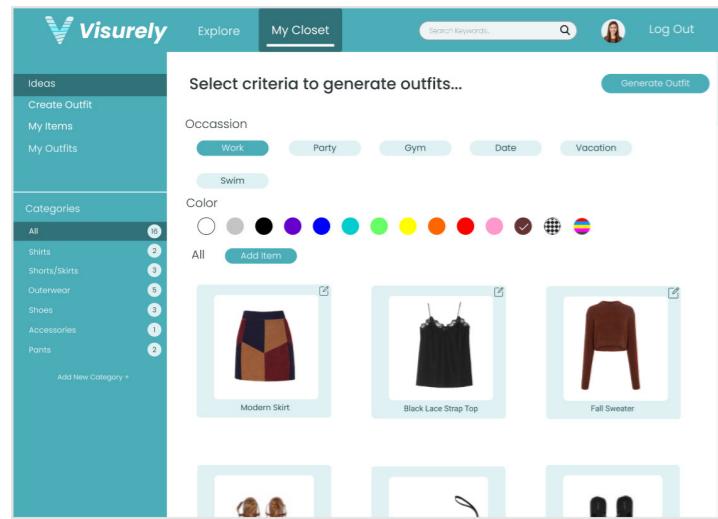
Step 6: Result Analysis

Through this usability testing, we found several design flaws such as the flow of the add item on mobile to be confusing, the current filtering options does not make much sense, etc.

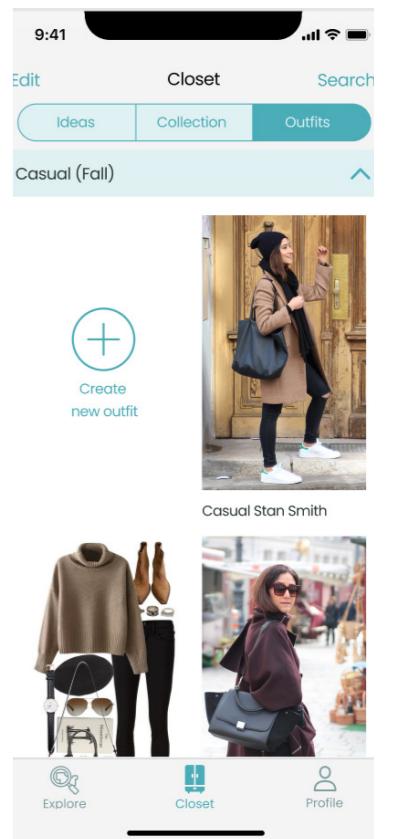
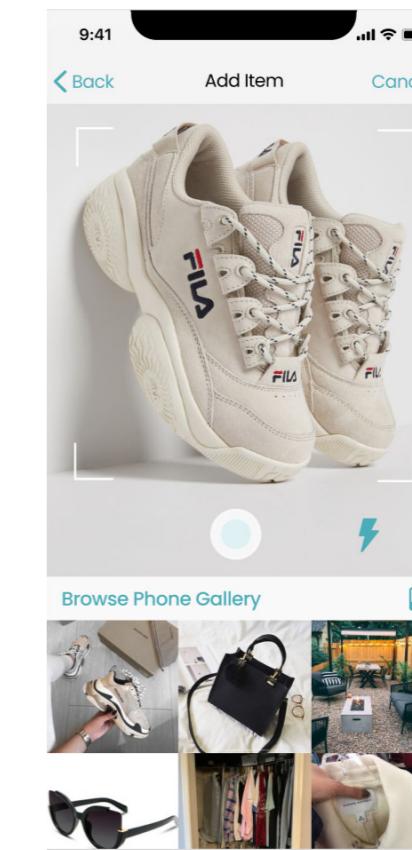
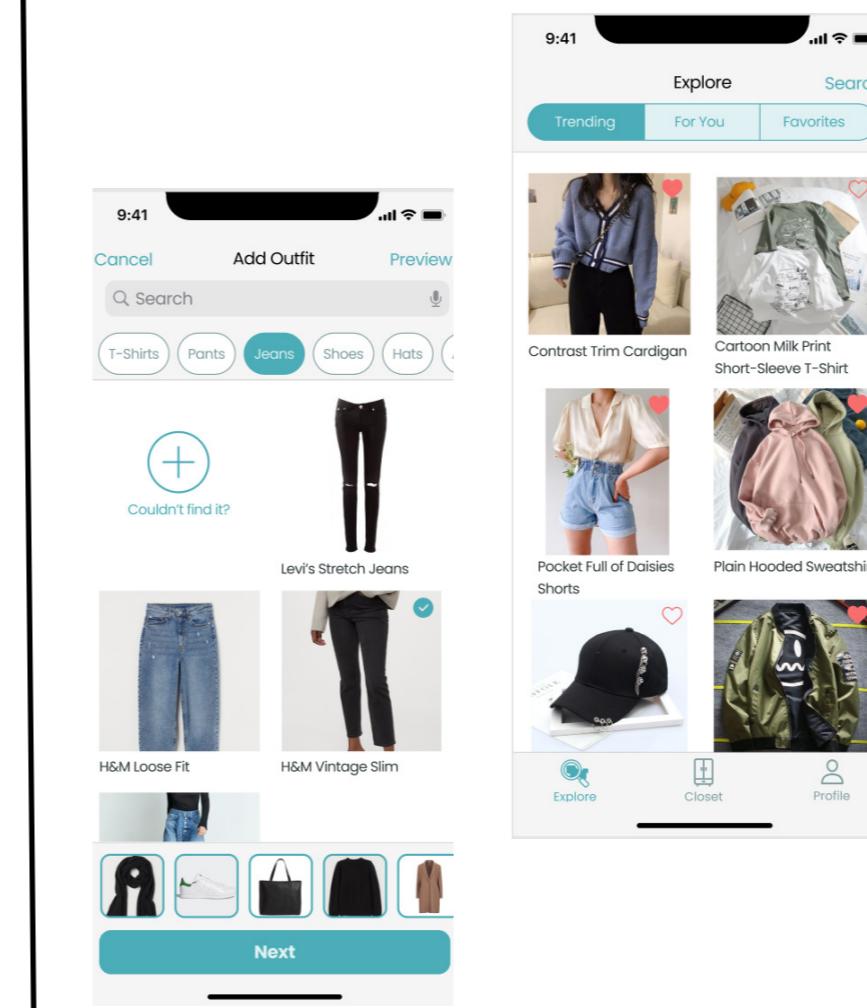
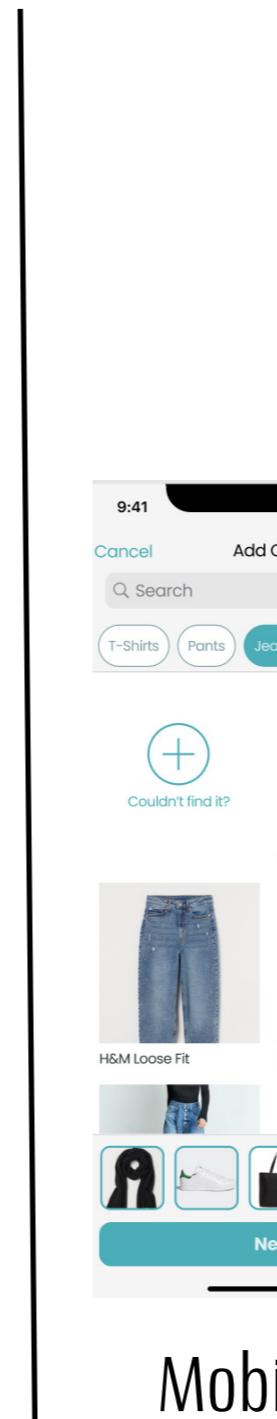
Step 7: High Fidelity Wireframes

Based on the results from our first usability testing, we made adjustments to our designs and came up with high fidelity wireframes.

Web



Mobile



Second Round of User Evaluation

Step 8-10: Task Planning → Usability Testing → Result Analysis



Findings:

- Improve learning experience by adding tutorial overlays
- Need to simplify add item flow
- Increase compatibility of mobile and web version
- place certain buttons at more intuitive positions

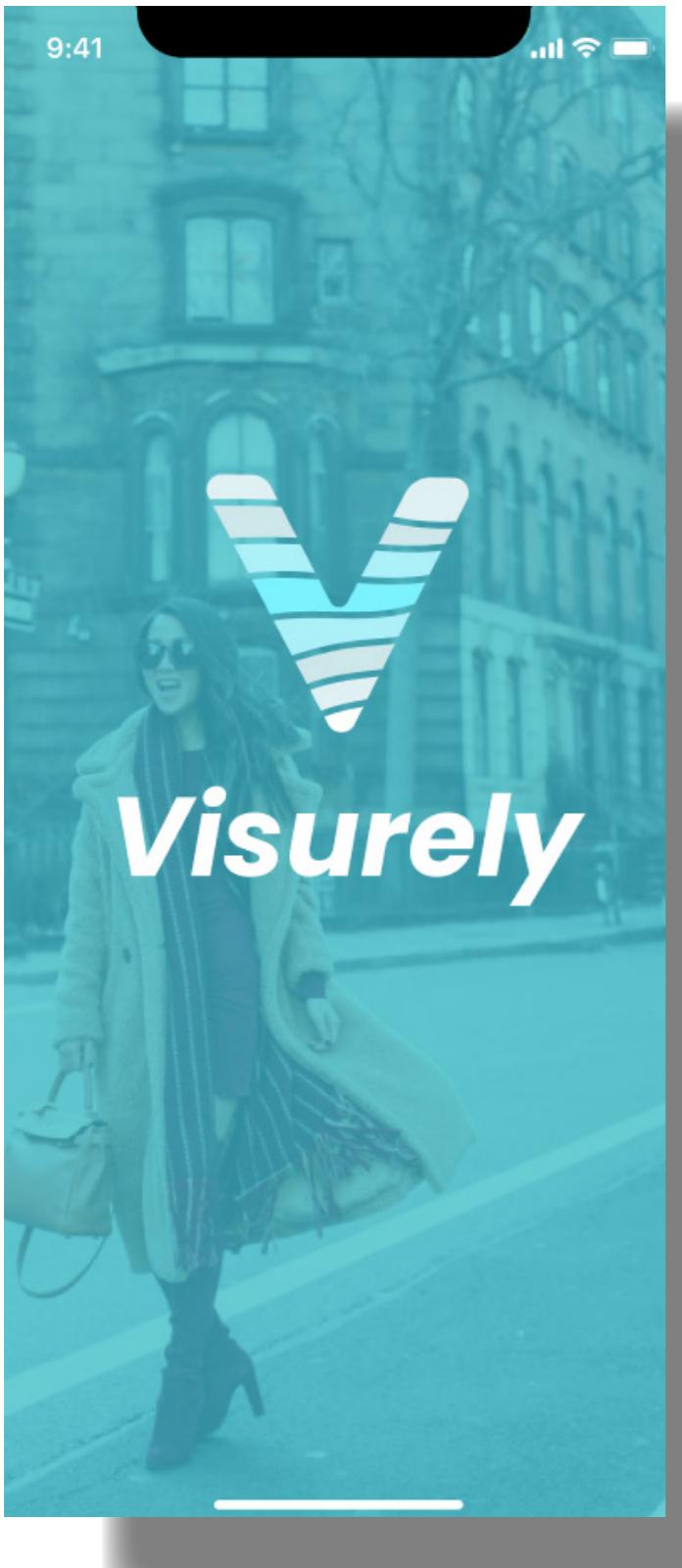
Web:

Task	User 1 (sec)	User 2 (sec)	User 3 (sec)	User 4 (sec)	User 5 (sec)	Average completion time (sec)	Average User error
Add a clothing item	13	56	13	42	16	28	0.2/user
Create a custom outfit	23	40	18	24	20	25	0.4/user
Generate an outfit recommendation and add one to your closet	34	35	12	46	43	34	0.2/user
Browse through trending items and add to favorite	30	31	15	13	19	21.6	0/user
Search for outerwear clothing in Explore and filter	24	39	18	17	23	24.2	0/user
Changing user preferences	35	18	22	5	22	20.4	0.2/user
Task Completion Rate (%)	100	100	100	100	100		

Mobile:

Task	User 1 (sec)	User 2 (sec)	User 3 (sec)	User 4 (sec)	User 5 (sec)	Average completion time (sec)	Average User error
Add a clothing item	23	77	135	38	54	65.4	1/user
Create a custom outfit	30	42	38	11	42	32.6	0.6/user
Generate an outfit recommendation and add one to your closet	239	63	68	61	112	108.6	1.8/user
Browse through trending items and add to favorite	15	24	53	51	15	31.6	0.2/user
Search for outerwear clothing in Explore and filter	25	55	20	32	23	31	0.4/user
Changing user preferences	16	28	18	48	31	28.2	0.6/user
Task Completion Rate	100	100	100	100	100		

Visurely



Figma Prototypes

Link to the mobile prototype on Figma:

<https://www.figma.com/proto/x2fdnCE8DsKSktBbHeQhkk/Visurely?node-id=342%3A29&scaling=scale-down>

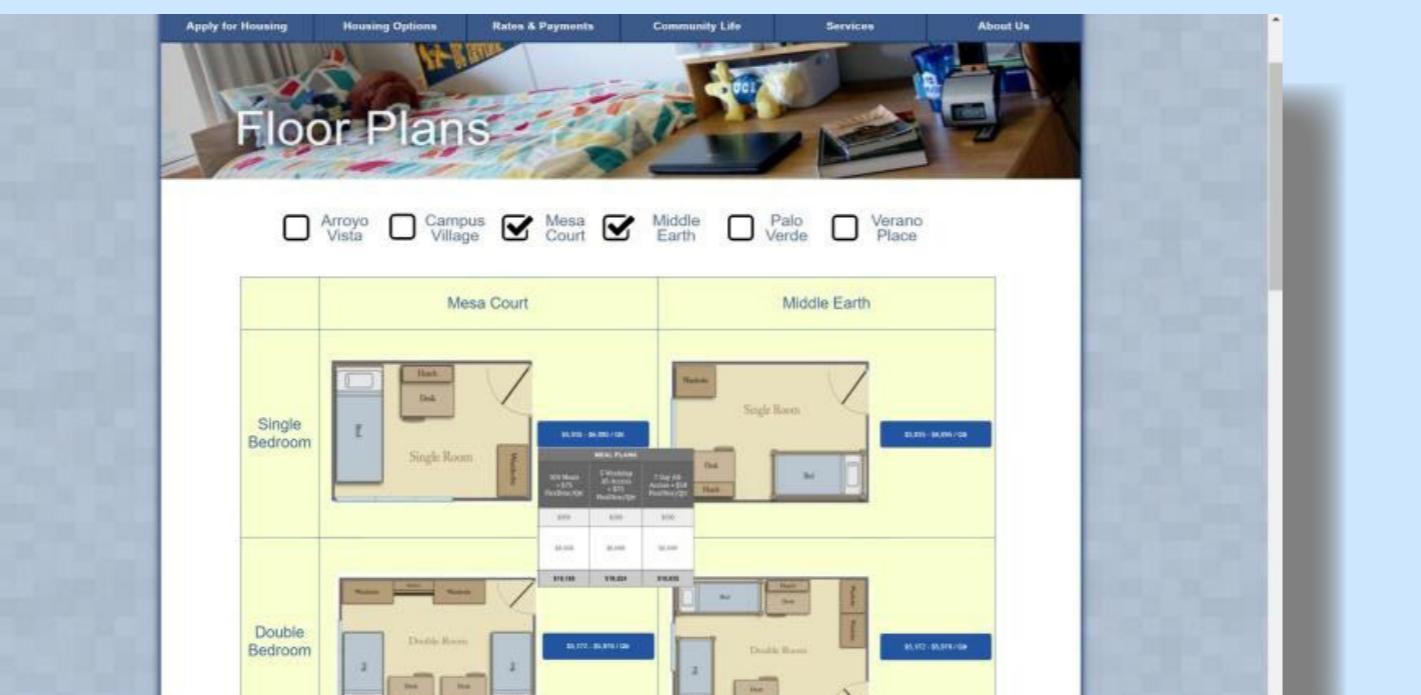
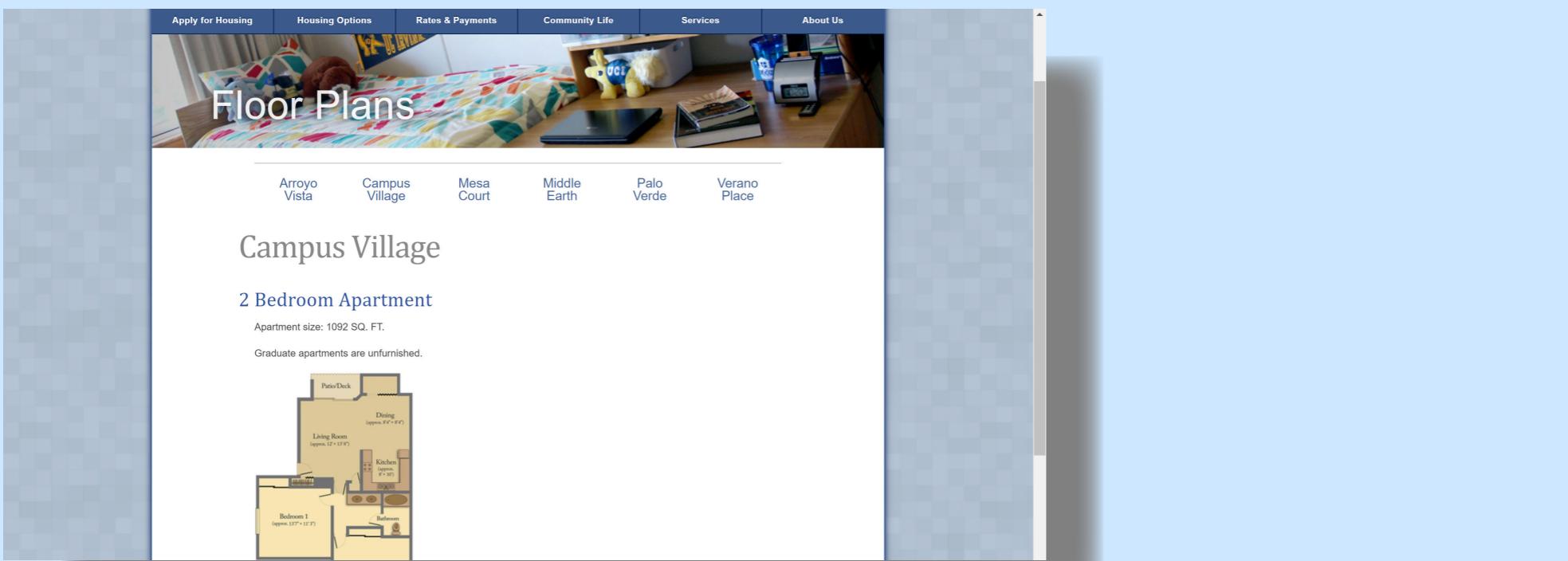
Link to the web prototype on Figma:

<https://www.figma.com/proto/x2fdnCE8DsKSktBbHeQhkk/Visurely?node-id=405%3A176&scaling=scale-down>

UCI Student Housing Website Redesign

Team of 6

Through this project, I learned and practiced the process of User Experience Design and Engineering. I carried out different methods for user research, user interface design and evaluation and experimental design. This range from competitive analysis and interviewing actual users to redesigning the website and the presentation of the project results in oral and written form.



Understanding the Product



BRYCE WADE

Age: 21
Gender: Male
Occupation: Undergraduate Student
Major: Criminology

"I don't have much extra money so I am sometimes worried I won't be able to find an apartment within my budget and I might have to live on-campus again."

PERSONALITY

- Quiet
- Tech-savvy
- Likes playing video games
- Likes watching movies and TV shows

BIO

Bryce is a current senior at UCI who currently lives alone in an apartment off-campus. He drives to school which usually takes about 10 minutes. He is usually on campus only for classes and then comes back to his apartment so he can study and relax in a calm and quiet environment. He values his privacy and gets annoyed when there is a lot of noise hence why he is living alone. He occasionally invites friends over to watch movies and play video games but for the most part he does these activities alone.

Bryce used to live on-campus in his first year at UCI but he didn't like it because there was just too much noise and he felt uncomfortable having a roommate. As a result, he looked for options off-campus for the rest of his years at UCI. He doesn't care too much about floor plan or distance to campus as he has his own car and is fine with driving a bit. The most important factor when choosing a house is cost since he has a tight budget. Bryce is very active so the amenities he cares about the most are having a gym nearby so he can work out and having a convenient laundry service as he needs to use it on a daily basis after working out.

Bryce has had a fairly good experience finding housing over the years but sometimes he does feel anxious about the cost. "I don't have much extra money so I am sometimes worried I won't be able to find an apartment within my budget and I might have to live on-campus again" he explains.

Goals	Frustrations	Purpose	
<ul style="list-style-type: none">• Live alone in a quiet environment• Save money• Graduate on time• Work out everyday	<ul style="list-style-type: none">• Noisy places• Being the center of attention• Low budget	<ul style="list-style-type: none">• Allow UCI students to search, apply, and get general information for on-campus housing• Allow university students to search, apply, and get general information for ACC housing	
Similarities		<ul style="list-style-type: none">• Target similar audience• Help user find housing• Present same basic information about each housing such as cost and floor plan• only allows for students to look at floor plans and choose preferences that are not guaranteed	
Differences		<ul style="list-style-type: none">• Includes information about on-campus housing and ACC housing• has more options available at the top along with dropdown menus	<ul style="list-style-type: none">• Includes only information about ACC housing• requires scrolling down in order to view all the information on the page• More effective search bar

Redesign

Product and Target Population Research

UCI student housing is a website where UCI students can search, apply, and get general information for on-campus housing. The main user base of the website includes all current UCI and future students.

Personas

Archetypical users whose goals and characteristics represent the needs of a larger group of users representing real target audience data.

Competitive Analysis

By making comparisons with direct and indirect competitors of the website, we are able to identify design opportunities and flows with the platform.

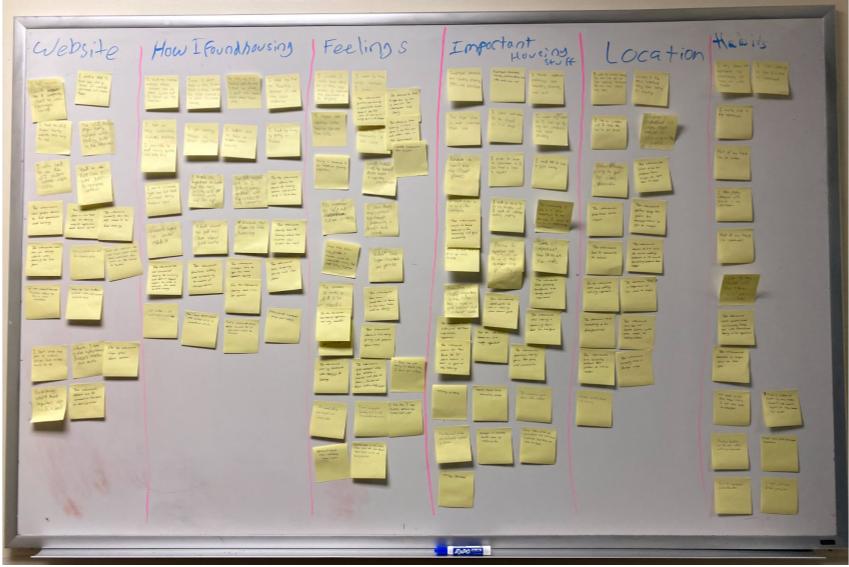
Understanding Users, Potential Users, and Other Stakeholders

Redesign



Step 1: Interview

We interviewed 12 users with open-ended questions to get an idea of what is important to them when looking for housing.



Step 2: Affinity Diagram

Analyzing the qualitative data we got from interviews, we organize the information into an affinity diagram by grouping similar items together.



Step 3: Survey

Now that we understand what is broadly considered important, we use this information to create a survey with close-ended questions to identify the most important aspects based on more users.

Redesign

Interview and Survey Findings



1. Location is the most important factor when choosing housing options
2. Users see the cost, floor plan, and community characteristics as the most important information when searching for housing
3. Majority of users have an ambivalent response to current website
4. Users wanted more information to be readily available on the website
5. Users found their housing through various means other than the UCI student housing website

Identifying Usability Issues

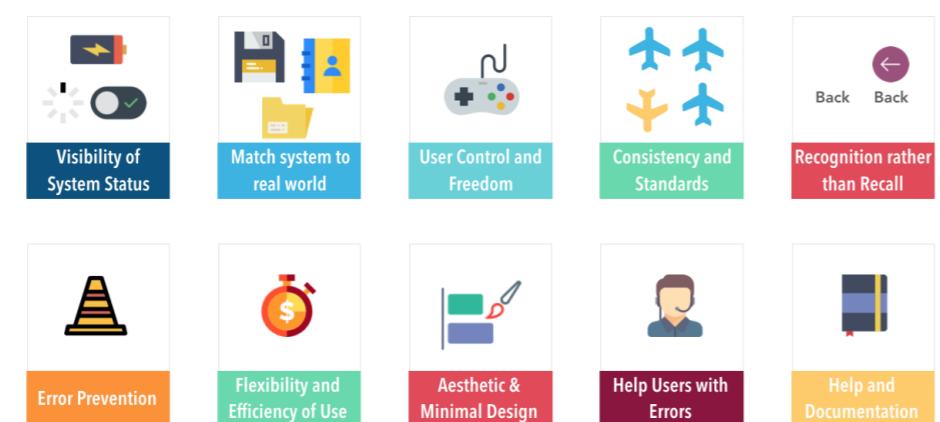
Method 1:
Usability
Testing



Method 2:
Cognitive
Walkthrough



Method 3:
Heuristic
Evaluation



Redesign

Finding #1:

Lack of Learnability

Finding #2:

Layout/UI is not consistent

Finding #3:

Misleading labels

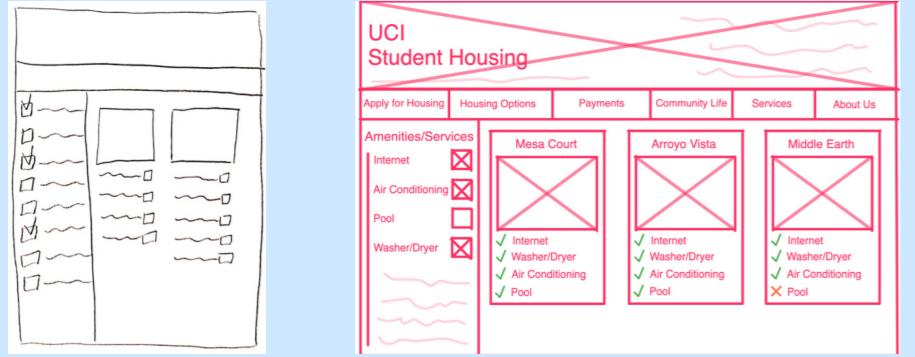
Finding #4:

Inefficiency of Acquiring Information

Redesign

Suggested Redesigns

Redesign #1: Amenities Comparison



UCI Student Housing

Mesa Court

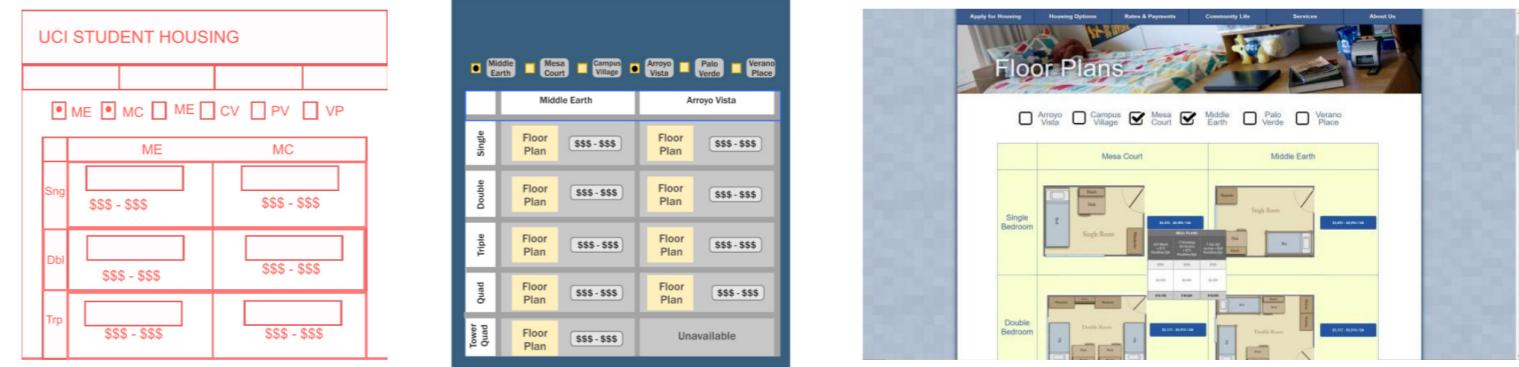
Amenities

	Mesa Court	Arroyo Vista	Middle Earth
Internet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air Conditioning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pool	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Washer/Dryer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

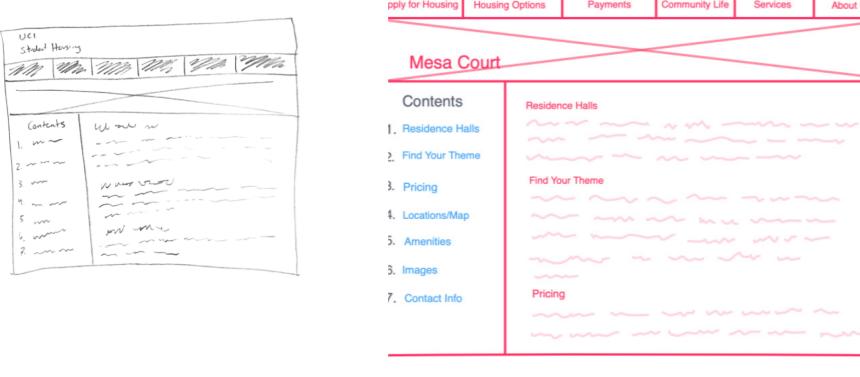
Internet
Washer/Dryer
Air Conditioning
Pool

Middle Earth

Redesign #2: Pricing and Floor Plans Comparison



Redesign #3: Information Layout



UCI Student Housing

Mesa Court

Contents

1. Residence Halls
2. Find Your Theme
3. Pricing
4. Locations/Map
5. Amenities
6. Images
7. Contact Info

Residence Halls

Find Your Theme

Pricing

Locations/Map

Amenities

Images

Contact Info

Redesign #4: Payment Tab



UCI Student Housing

QUICK LINKS

- Maps & Parking
- How to Apply
- Work Order
- Zot Account Online
- Housing Policies
- Parent Guide
- Housing Tours
- Habla Espanol?

ANNOUNCEMENTS

Immediate Openings

Housing Sustainability

LIVE GREEN

NEW LOCATION

HOUSING ADMIN SERVICES

CLICK FOR DETAILS

FIND YOUR ANTEATER SPIRIT IN STUDENT HOUSING!

IN UNDER

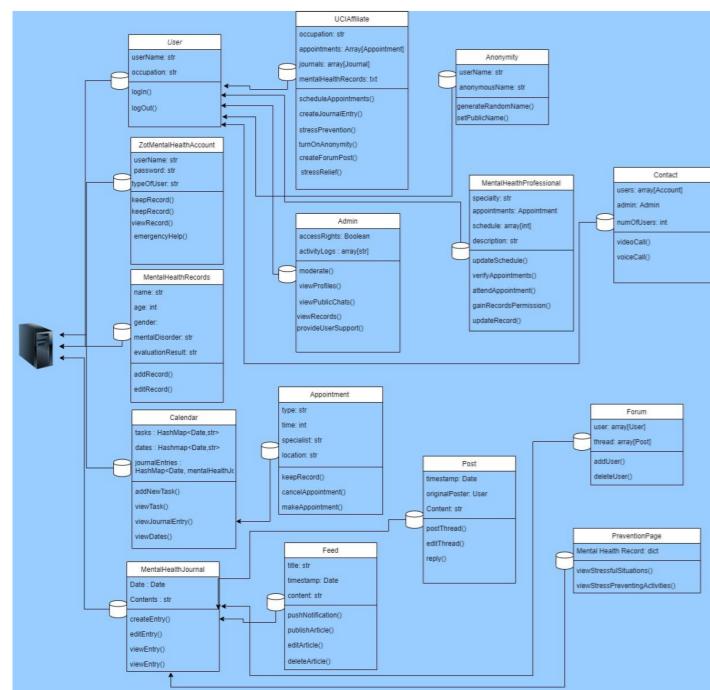
Find your Anteater spirit in Student Housing!

Get help with off-campus housing and roommate search tool

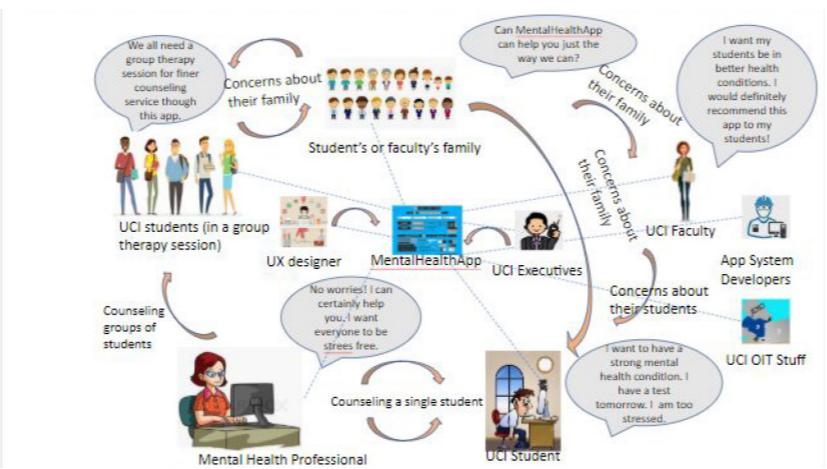
Report Acts of Intolerance

Campus Free Speech Policy

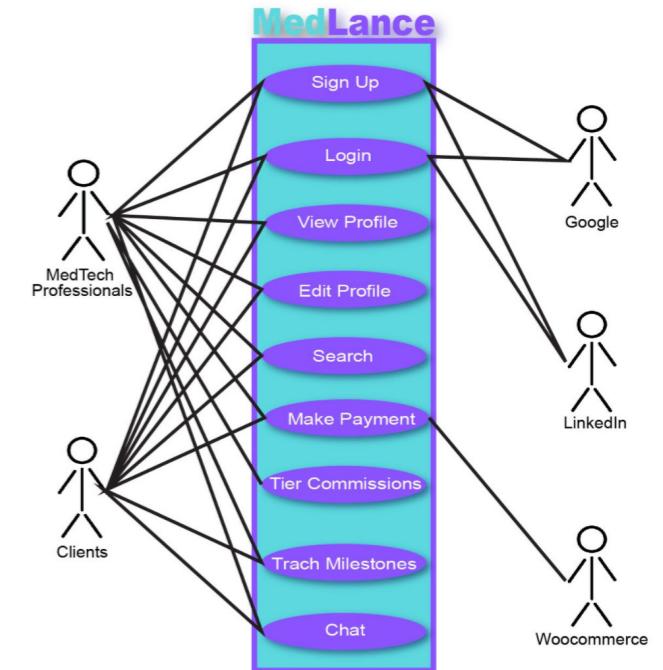
Requirements Analysis and Engineering Techniques



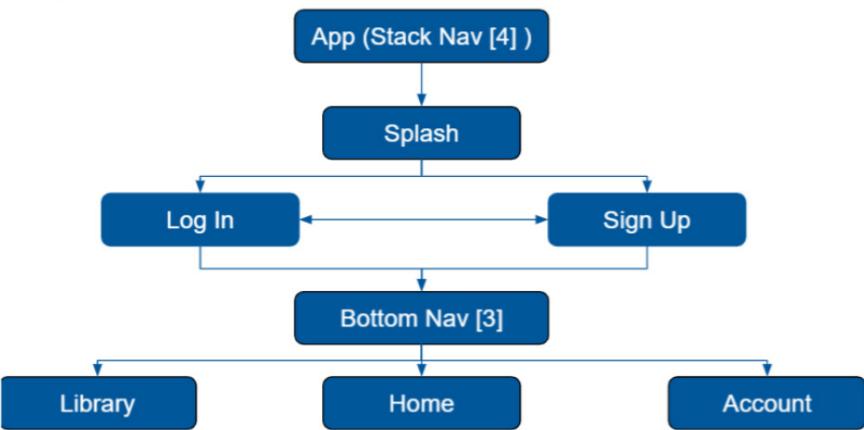
Logical Data Model



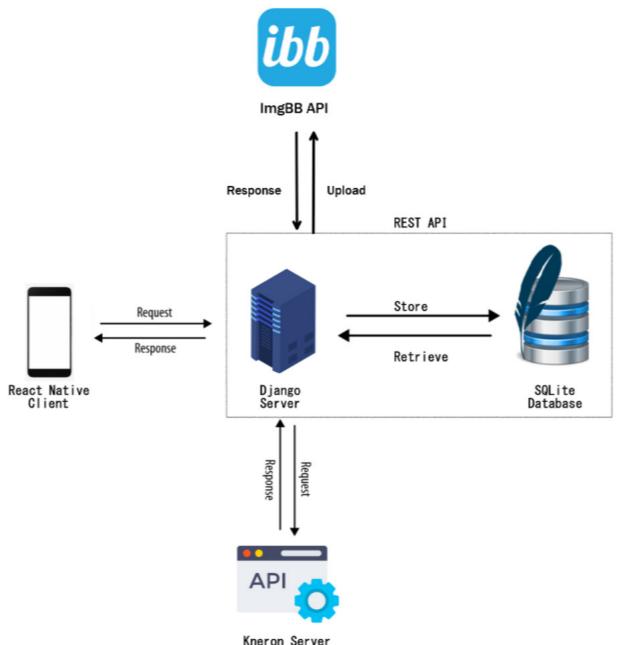
Rich Picture Diagram



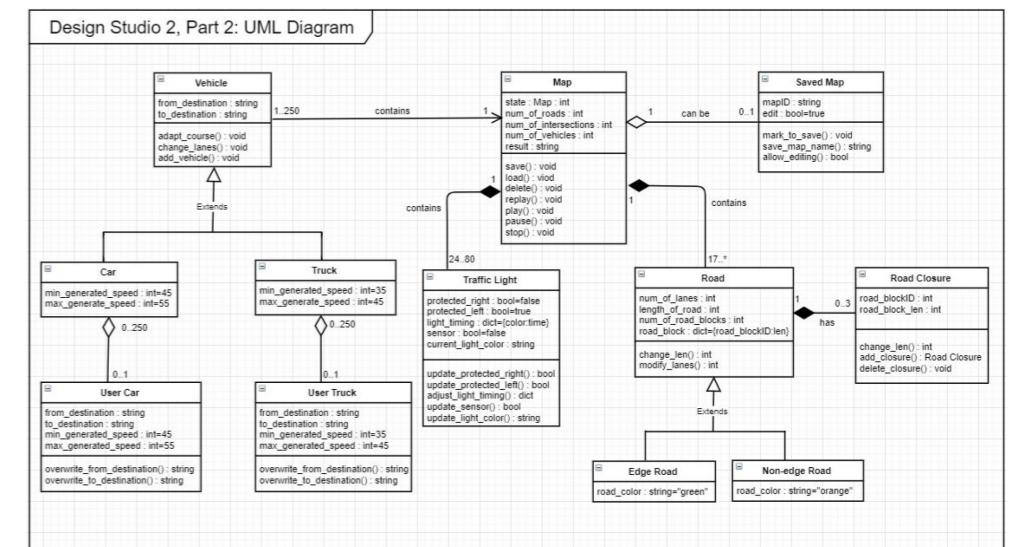
Use Case Diagram



User Flow Diagram



Architecture Design Diagram



UML Diagram

MedLance

Frontend

Designs



Annika Palmari

📍 Los Angeles, CA \$100/hr 💼

Innovator & R&D Project Engineering Manager

3d Modeling Wolfram Modeling

Lorem ipsum dolor sit amet, consectetur
adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua...

Client Name

⌚ \$100/hr 📅 1-3 Months



Job Title

Wolfram Mathematica
3d Modeling

3d Modeling

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Submit by May 11th

Send Proposal

The logo for Medical Innovation Exchange Corporation. It features a dark grey rounded square containing a white icon of a human hand with fingers slightly spread. To the right of the icon, the company name is written in a bold, black, sans-serif font, with "Medical Innovation" on the first line and "Exchange Corporation" on the second line.

**Medical Innovation
Exchange Corporation**

Freelancer

 \$5,000  7 days

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 adipisicing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua.
 Ut enim ad minim veniam, quis nostrud
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