PORTFOLIO UX

MEI MEI ameimei.nl



IN - ACCESSORIES

Website architecture | responsive design wireframe | interface | user flow

IN-ACCESSORIES is a contemporary jewelry label from Amsterdam/Rotterdam. An online webshop is needed to present and sale their collections. Since one of their main concepts is to encourage customers to co-create the jewelry pieces with the designers, a real time responding interface is also needed to be integrated on the website.



>

HOME

OUR CONCEPT

BROWSE ALL

UP IN THE AIR

DEEP IN THE SEA

BLOOM IN SUMMER

FAR IN THE EAST

BASICS

READY TO WEAR

TICKETS

STOCKISTS

MY ACCOUNT

CHECKOUT



FOLLOW US ON



ACCESSORIES

Minimalist jewelry. Inspired by nature. Co-created with you.



Deep in the Sea

Up in the Air

Bloom in Summer

Far in the East

IN accessories offers contemporary jewelry for modern, independent and creative women of all ages. Each piece is inspired by nature and has a minimalistic style with a little touch of cuteness.



Page flow and wireframe

Before the project started, we first tried to figure out who the target audience was and what their preferences were.

After that, all the necessary information were categorized and a page flow was created to define the architecture of the website.

Then, after several initial concepts, basic page setups were decided to guide the user interaction on each page.





Final result

The webshop is also responsive, so the client can shop on all devices with the same experience.



Vp In The Ar Deep In The Sea Bloom In The Summer Far In The East About IN Shop @ My Account Image: Choose elements: Image

Interface design

The original idea of co-design was to let customers 'drag & drop', drag what they like, drop for different combinations and adjust details. But after discussing with our developer, we found this was not doable under the given budget and time frame. So we switched to a 'drop-down menu' interaction.

Customers interact with the drop-down menu on the right side to design their jewelry piece. The image on the left and the price at the bottom will adjust accordingly. The image is floating, so customers can always look at their design result even when the right side selections gets long and needed to scroll down.

The pictures on this and next page are the initial sketches, concepts, wireframe and the final result.



€ 60

Add to cart



[™]	<u>[20</u>]	
		_
Step 1: chain length		
Step 2		
Step 3		
Step 4		









Design your Own – Floral Bracelet – Shiny

When was the last time you've smelled a summer flower under the bright sun? Wear our beautifully designed Floral Bracelet and let the rays of the sun jump around you. Discover the abstract beauty of only wearing the flower stamen in the center or spread the joy by adding the blooming petals.

Step 1: Choose 1 or 3 bracelet(s) ^ CHOOSE AN AMOUNT 3 - top, centerpiece and bottom V Step 2: Design the bracelet(s) ~ Step 3: Choose the chain material ~

Final total

EUR 215.00



Epiphany RBC

02

Epiphany RBC is a research based consulting agency, offering a range of comprehensive brand and innovation consultancy services. Their service is based on facts and not just experience, that's why the customer research is conducted over the globe. The researches are mainly online and embraces many tools to encourage the respondents for an insightful conversation, and make sure the research is engaging, challenging and fun.

Please indicate which aspects of the image appeal to you.



Mark one or more appealing aspects of the images by clicking on the areas you like.



Please select at least one appealing aspect.

Redesign of the Heat Map

One of Epiphany's research tool is 'Heat Map'. Respondents can click on the shown image to mark the areas they like.

The problem was that they wouldn't know why the respondents like these areas. Even when the respondents put down additional feedback on the next page, the correlation is still unclear.

On the other hand the survey needs to be as simple and short as possible, so the additional feedback should not interrupt the user flow.

Click on the picture to see demo.

Continue

The redesign thinking was to add a dialog box to let the respondents type in their additional feedback, but in a less invasive way. The dialog box should only show up when respondents want to type something. Nothing should be interfere if the respondent doesn't have any additional feedback. 3 solutions were purposed for future consideration.



Solution 1

Respondents mark appealing spot. When there is no comments, it remains like this.

Click on the spot again, a dialog box pops up to add comments.

The dialog box is half transparent floating in the middle of the image. The image is zoomed in to that appealing spot and blurred away.

So the user can still see that spot but won't be disturbed for typing.

Click anywhere else to exit.



Solution 2

Respondents mark appealing spot. When there is no comments, it remains like this.

Click on the spot again, a dialog box appears from the bottom.

If the appealing spot is low on the image, the image goes up as well. So while typing the users can still look at the spot.

Click anywhere else to exit.



Please indicate which aspects of the image appeals to you.



Mark one or more appealing aspects of the imgages by clicking on the areas you like.





Solution 3

Respondents mark appealing spot. When there is no comments, it remains like this.

Press long (mobile) or hover over (website) a sub menu pops up to let the users to choose either remove this spot or add comments.

When choosing add comments, the sub menu turns into a dialog box.

The press long / hover over is like Facebook 'like' function.

Click anywhere else to exit.



Redesign of the instruction image

The current instruction image is static and boring. They would like it to be more appealing and dynamic.

I designed it the way similar to the instruction when starting a mobile game. When a user first enter the interface, a demo image (something totally has no relation to the test theme, so the respondents have no influence by it) appears with instructions. The user can go through and exercise all actions on this image with the instructions. When all demo actions are done, this layer will shrink to the top and the actual test image will show up. But if needed, the users can still click the top bar to see the demo instruction again.

Sustainable Dance Club

User research | creative facilitation concept development | Website design | app design

03

Sustainable Dance Floor (SDC) is a Rotterdam based company focusing on creative concepts of sustainable clubbing. It is known for its innovative sustainable dance floor that can capture the dance movement and transform it into electrical energy, which is used to power up the club.

The project goal was to build a proper brand image among the target groups and increase the awareness of both the brand and its product. It was a big strategic project. UX was part of the whole process to provide good user experience to SDC's touch points.

Select touch points to increase user interaction

After inside out analysis of SDC's own strength and weaknesses, competition, economical situation, brand image, etc, we found the core issue of building a brand image and increasing awareness is to develop interactive touch points that can create rich user experience to SDC's target group.

So the stakeholders and all SDC's touch points were analyzed using Harris Profile. The result showed the website and the dance floor were the most important and selected for further develop for better user experience. The goal was to encourage more interaction between uses and these two touch points.

The current SDC website was purely informative and did not involve any user interaction. It was the same situation of the dance floor as well: there was hardly any feedback for people when dancing on it.

So the mission became to how to engage more people to the website and enhance the dancing experience.

	website	E- newsletter	Facebook	SDF	Media exposure	Brochure	Product sheet/journal report	Customer service
Communicate brand message	+++	++	++	+++	++	++	+	++
Audience coverage	+++	++	+	+	+	+	+	+
Motivate people to dance	++	+	+	+++	+	+	+	+
Connection between SDC and the target groups	++	++	++	++	0	+	+	++
Connection between the target groups	+++(0)	0	+++(+)	+++	0	0	0	0
Final score	13(10)	7	9(7)	12	4	5	4	6

Sustainability can be Fun.







Target group

To understand more of the target group, We recruited people from that group for interview and co-design sessions.

The user need is concluded into a event journey starting from prior till after the event. The users' expectation, demands and wishes are sorted in sequence along the timeline.

Co-design outcome

The co-design session brought us loads of new inspirations, covering both touch points and online/offline situations.

We categorized and weighted all the ideas according to our requirement. Ideas with high score were to be strengthened; ideas with average scores were to be tried to integrated with the best ones; ideas with low scores were eliminated.

The result pointed us to the direction of gamification and personalization. A personalized dancing experience with more fun and competition might be the best incentive to enhance the playfulness. Possibilities were to build connection between the dancer and the dance floor. Meaning the floor module can give various responds to the dancers based on their identities. At the same time, the bound between online and offline also needed to be increased.









Technology consideration

The main consideration were:

1. How to utilize SDC's existing technical strength-LED light real time respond and data transmission-to increase the visualization of the intangible dancing effort of generating electronic power?

2. How can the dance floor recognize the position of each dancer? The most wide-use indoor positioning technologies we considered were: wi-fi, bluetooth, RFID and barcode.

The website

The website was redesigned to be more interactive. It was like a Facebook event page from nowadays. People can invite their friends, share ideas and post pictures etc.

The dance floor interaction

We chose RFID + Bluetooth for the real time feedback.

Each floor module was installed with a pressure sensor and a RFID reader to identify different person. Combining the signal transmitter and the pressure sensor, the amount of energy each person had generated could be detected.

The combination of RFID and bluetooth increased the detect accuracy and made sure the interaction is both ways.

The problem was that most smart phones did not have a build-in RFID tag, so extra accessory would be needed. They can be picked up at the entrance of a event. Or it can be left out to compromise the location accuracy.





The game

We introduced a game app to cover the online/offline gap.

When start dancing, the app automatically calculate the number of participating dancers. The dancer's performance will be evaluated with the other participating dancers according to the amount of generated electricity. Their position of this time will be shown. Other people can also view this on the website in real time. The result of the history can also be reviewed. While dancing, the app displays all kinds of dazzling effects representing the speed and amount of electricity generating to enhance the dancing atmosphere.









System structure

Each floor module consists of a Bluetooth transceiver and a pressure sensor.

The smart phone app sends out signals through the Bluetooth, so that the floor can identify the person. The pressure sensor calculates the energy being generated. The combined data from the Bluetooth transceiver and a pressure sensor should be able to identify "who generate how much watt". The data will send to both the dancers' phones and the SDC server, so people who's browsing the website can see the event and energy generation situation in real time.







RISKID Dutch learning app

Concept | wireframe | prototype

04

RISKID / TeamSupport is a tech start-up based in Delft who develops web based software. This Dutch learning app was one of the products under their portfolio at that time.

About the app

It was a iOS app aiming to help people increase their Dutch vocabulary. The app itself did not provide any dictionary to let users remember random words. Instead, users type in the words from the text book that they are learning. This way, the words fit their level and the timing is better. Users can also find and follow other lists in the community, but there is no social function. The design purpose of this app was to keep it simple, almost like a notebook. Users can switch notes with their fellow studymates. The extra function was that users can look up their favourite Dutch movies, TV shows or music, search for the new words and add them to their own list to study.

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Wireframe and prototype

After a few iterations of concepts, this is the final design we put into wire-frame for further development.

On the next page, you can see the high-fidelity prototype.

The project was put on hold after prototyping phase since RISKID had other focuses.

LOGO	VOC

A simple app to help you rehearse words and definitio

●●●○○ T-mol	bile ᅙ 9:41 AM	100%
	Mijn Tekst Boek	
Les 1.	Hoe heet jij	>
Les 2.	Uit welk land kom jij	>
Les 3.	Ik leer Nederlands	>
Les 4.	Wanneer heb ik les?	>
De klok		Ø 🗓
Les 6.	Boodschappen doen	>
Les 7.	Eten en drinken	>
Les 8.	Met de bus of met the tre	in >
Les 9.	Op de markt	>
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Les 7.	Eten en drink	en	>
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Boek B, les 2 Post by Patrick, 2 hours ago		VOLGEN
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Boek C, les 9 Post by Kim Thy, 1 day ago		VOLGEN
Boek E, les 1 Post by Lam, 1 day ago		VOLGEN
Boek A, les 5 Post by Robert, 1 day ago		VOLĢEN
Boek D, les 6 Post by Jacky, 2 days ago		VOLGEN
Boek B, les 21 Post by <i>Ling</i> , 2 days ago		VOLGEN
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Goodbaby Europe User research

05

GOODBABY is a leading company in the field of durable juvenile product. They are engaged in the research and development, manufacturing, marketing and sale over 90 countries.

I was working at one of Goodbaby's overseas R&D offices located in Utrecht. One of my main tasks was to conduct user researches and product tests.

Here is one example of researches of a new product.

About the product

This CarryCoon was an innovative baby car seat. The concept was when not driving, the parents only need to take the inner layer (the carrier) together with the baby, leaving most of the weight inside the car, creating natural parents/child interaction and increasing baby mobility.

We did 2 focus group in the concept phase to see if parents can adopt this new lifestyle and check the features they wish to be integrated. At the prototyping phase, we did a four day usability test to improve the product details.

The second second second second second



Focus group

Pre-questionnaires were sent out to the participants 2 weeks upfront to collect information of their current experience.

During the session, participants talked over the interesting points from their pre-questionnaire, and shared their positive and negative experience of using their current products.



Focus group

The main part of the focus group was to have the CarryCoon concept and prototype presented and tried out by the participants. Each of them needed to give feedback of whether there's a need, which features they would like to be included, what did they not like about it, etc.

In the end, all feedbacks were documented and the important ones were highlighted. The questionnaire scores were also analyzed. The outcome showed this concept did have a market, therefore all result were presented to designers for future reference.



	GROUP 1									1	GROUP	2						1	
	Jessica	Sabrina	Marnix	Michell	Jhudency	Marcia	Judith	Dick	Susanne	Average 1	Astrid	Jeannette	Amy	Roos	Jeroen	Suzanne	Average 2	AVERAGE	
Q1: if it is a good concept	5	5	4	5	4	5	5	4	5	4,67	5	4	4	4	5	5	4,50	4,60	Q1: if it is a concept
Q2: ease of use of carrier	3	3	2,5	3	4	3	4	3	4	3,28	2	3	3	3	4	4	3,17	3,23	Q2: ease of carrier
Q3: option of Baby Bjorn	5	4	4	4	5	2,5	3	4	4	3,94	4	3	4	3	3	4	3,50	3,77	Q3: option Bjorn
Q4: ease of putting baby into a car	3	3	4	5	4	5	5	4	4	4,11	5	4	5	4	5	5	4,67	4,33	Q4: ease of baby into a
Q5: safety in car	4	4	4	4	4	5	3	4	3	3,89	3	4	4	4	5	4	4,00	3,93	Q5: safety
Q6: freedom of moving	4	4	4	3	4	4	3	4	4	3,78	3	4	3	3	2	2	2,83	3,40	Q6: freedor moving
Q7: purchasing decision	4	4	2	3	5	4	3	5	4	3,78	2,5	3	3,5	2	4	2	2,83	3,40	Q7: purcha decision

Usability test & interview

This session was mainly observing user behavior.

Participants were asked to try all functions after a short introduction of the product, to see how intuitive the product was to potential users. While trying, participants needed to express what they feel and why they feel that why.

Short interviews were conducted before and after the observation, to open up the topic and round up the session.

In the end, participants needed to put the product in a price category and rate the product in many aspects.

All result were presented to designers and integrated into next round of development.

	Action	Purpose	Info to collect	Location	Responsi ble	obser ve
3 min	Introduction			TKD office	Mei	
7 min	Current using • experience	Warm up – participants start• to think about their current • using behaviour	Competitive environment User behaviour	TKD office	Mei	Olaf
10 min	Explain & present CarryCoon	•	Observe how easy/clear for participants to understand instruction	TKD office	Olaf	Mei
10 min	Participants to take out the dummy from inside the car	To see how well the • participants understand of the instruction • To observe their using process	How much the participants can remember from the instruction How difficult/easy is the learn curve Pros and Cons in terms of usability	Garage (Dummy and carrier in CC hard shell, inside the car)	Mei	Olaf
	To put on the • carrier in natural position	Same as above •	Same as above	Garage	Mei	Olaf
	Un-wrap the • carrier	Same as above •	Same as above	Garage	Mei	Olaf
	Put the carrier • inside the hard shell	Same as above •	Same as above	Garage	Mei	Olaf
	Special check •	Does the participants feel • safe to drive now	If the indication buttons work sufficient enough	Garage	Mei	Olaf
10 min	To put on the carrier in up-right position	 To see how well the participants understand of the instruction To observe their using process 	How much the participants can remember from the instruction How difficult/easy is the learn curve Pros and Cons in terms of usability	TKD office	Mei	Olaf
	To put on the carrier in nursing position	• Same as above •	Same as above	TKD office	Mei	Olaf
	Participants to choose a price(range)	 To see how much price they • are willing to pay 	To see how much price they are willing to pay	TKD office	Mei	Olaf
10 min	Round-up questionnaire	 Rating of user friendliness of • each action 	To understand the user friendliness of each action	TKD office	Mei	Olaf
	Round-up feedback	 To get other feedbacks that • participants didn't get chance to express. 	General feedback	TKD office	Mei	Olaf

Utrec Locati	ht ion: Herenstraat 12															
	27-03-2014	First name	last name	Gender	Age	Family situation	Living condition	Car park	Education leve	l Profesion	Branche	Age of children in months	Pregnant?	What is most applicable to you?	English leve	Do you live in an ur rural area?
1	09:30 - 10:30	Dennis	Van Veen	Воу	38	Married, 2 Children, 9wks boy, 8 yrs girl	Houten, rural, storage house	in front of house	нво	Officer, ICT department	ICT in Rivm	2		I am a person who often tries out new products and I find it fun to do.	9	Rural
2	10:40 - 11:40	Marja	Van Vliet	Girl	33	Cohabiting, 2 Children	Utrecht, urban, family house	on street, public	wo	Health researcher	Science at Louis Bolk Institute	13,35		I am open to trying new products, but buy a product, usually after a while.	9	Urban
3	11:50 - 12:50	Melinda	Hildering	Girl	30	Married, 2 Children, 8wks girl, 2 yrs girl	Hilversum, urban, family house	in front of house	HBO	Group Teacher	Primary school	2,25		I am a person who often tries out new products and I find it fun to do.	7	Urban
4	13:30 - 14:30	Marjolein	Buter	Girl	29	Cohabiting, 1 Child	Vianen, rural		мво	Unemployed		13		Ik ben een persoon die vaak nieuwe producten uitprobeert en ik vind dit leuk om te doen.	8	Rural
5	14:40 - 15:40	L	Van Zoelen	Girl	31	Married, 2 Children	Houten, urban		wo	Lawyer	Government / Public Services at City of Utrecht	14,3	Yes	I am a person who often tries out new products and I find it fun to do.	9	Urban
6	15:50 - 16:50	Marjolein	Tolboom	Girl	33	Cohabiting, 2 Children	Soest, rural		мво	Receptionist	Industry	1,16		I am open to trying new products, but buy a product, usually after a while.	8	Rural
Utrec Locati	ht ion: Herenstraat 12															
	28/3/14	1 First name	last name	Gender	Age	Family situation	Living condition	Car park	Education leve	l Profesion	Branche	Age of children in <u>months</u> (026)	Pregnant?	What is most applicable to you?	English leve	I Do you live in an ur rural area?
1	09:30 - 10:30	Cor	Snijder	Воу	31	Married, 4 Children	Leusden		нво	Service Manager	Wholesale - and retail at Honeywell Building Solutions	5		I am a person who often tries out new products and I find it fun to do.	8	Rural
2	10:40 - 11:40	Julie	Pontier	Girl	36	Cohabiting, 1 Child	Utrecht		нво	Intermediary Consultant	Financial institutions Manpower	3		I am a person who often tries out new products and I find it fun to do.	7	Urban
3	11:50 - 12:50	Inge	Van Houdt	Girl	36	Cohabiting, 2 Children	Utrecht		wo	Grant Advisor	Other business services at Evers + Manders subsidy advisors	7	20	and new read size and I find it		lithan
4	13:30 - 14:30	Rupert	Faneyte	Воу	44	Married, 2 Children	Utrecht		нво	Salesmanager ICT	ICT at Actebus	4				
5	14:40 - 15:40	Jeremy	Buter	Воу	24	Married, 1 Child	Vianen		мво	Cook	Catering	13			-	-
6	15:50 - 16:50	Danny	Den Braver	Воу	27	Cohabiting, 2 Children	Uithoorn		нво	Technical System Administrator	ICT at Rabobank	13,36		2	V	
													-			
Utrec Locati	ht ion: Herenstraat 12												20	1 3		1
	1/4/14	1 First name	last name	Gender	Age	Family situation	Living condition	Car park	Education leve	l Profesion	Branche	Age of children <u>months</u> (026)		200	1	-
1	09:30 - 10:30	Merijn	Musch	Воу	31	Cohabiting, 2 Children, 1 yr boy, 4 yrs girl	Ermelo, rural, family house	in front of house private	" НВО	Location Manager	Care and welfare at Salvation Army	12	117	501		
2	10:40 - 11:40	Berdine	Sijtsma	Girl	22	Married, 1 Child	Amersfoort		wo	Home care worker	Care and welfare at Allezorg	6	5		m	U
3	11:50 - 12:50	Laura	Kneubuehl-var Der Vlist	ⁿ Girl	32	Married 1 Child, 12 months boy, 26 wks pregnant	Eemnes	20 sec walk, public	нво	NS employe	Logistic and transport	12			(24
-																

Participants screening, product rating questionnaire and session photos.

another: Destinations, what are the reasons? Time Duration, how far or how long do you travel from A to B? Frequency How do you carry your baby when moving around? What product do you use to help? (maxicosi, baby carrier, bicycle seat, sling, by hand?) Name the brand please What else do you need to take with you (other than the children)

 When taking out the carrier, is it easy or difficult to pull the lever?

 Difficult o1
 02
 03
 04
 05
 Easy

 Is it easy or difficult to take out the carrier?
 04
 05
 Easy
 Easy

 Difficult 01
 02
 03
 04
 05
 Easy

 Difficult 01
 01
 02
 03
 04
 05
 Easy

 Is teasy or difficult to put on the carrier in the natural carrying position: pull the ring and adjust the strap?
 03
 04
 05
 Easy

 Difficult 01
 02
 03
 04
 05
 Easy
 Dest this position feels natural to you or not?

 Not natural 01
 02
 03
 04
 05
 Natural

 When putting the carrier back, is it easy or difficult to click in the carrier to the hard surface ?

 Difficult 01
 02
 03
 04
 05
 Easy

 Is it easy or difficult to push the carrier down?
 04
 05
 Easy

 Difficult 01
 02
 03
 04
 05
 Easy

 Now do you feel your baby is safe or not? (safe to drive?)
 Not safe 01
 04
 05
 Very safe

Is it easy or difficult to put the baby in and out the car? Difficult 01-----02-----03------04 Easy

When putting the carrier up right, is it easy or difficult to pull the hook and adjust the strap? Difficult 01------02------03------04------05 Easy Is it easy or difficult to put on the waist belt? Difficult 01-----05 Easy



THANK YOU