portfolio

UI / UX

jade tsao

Who is Jade

passions

Education, technology, and of course, making stuff.

hobbies

Learning javascript and swift 4 (gonna make my own app!)
Making cute accessories, crocheting toys and plushies (I have an etsy shop!)
Making 3D models to print
Inventing smart home contraptions for my parents

personality

I have an intuitive nature and a supportive personality, which complements my preference to listen and observe those around me. On the more aggressive side, I also like to play devil's advocate, mostly to open up the floor to different directions and views that otherwise haven't been suggested.

A B-type personality (I'm like playdough, adapts to what is required of me; bends but never breaks).

An INTJ (although this categorization has been debunked as pseudopsychology, still very telling).

I love people who share knowledge.

weakness

Initiating conversation and cute animals.

My Experience

professional

Kokiri Labs Freelance Contractor
2017

Coarse LLC Intern
2016

Munchkin Inc. Intern
2015

Art Center Teaching Assistant
2015

education

Art Center College of Design
B.S. Product Design
2013 - 2016

University of California San Diego
B.S. Psychology & Economics
2005-2009

awards

Grand Prize winner - Wearables Designathon
Emoty

munio

A kit that promotes healthy pet lifestyle by balancing diet with activity and alerting owners to biometric abnormalities.

Product video availible on website:
www.jadetsao.com

Problem

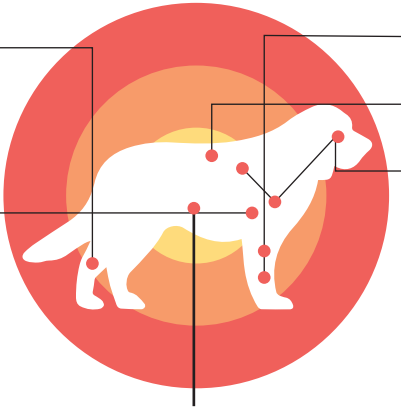
85 million dogs in the U.S.

68% of pet owners **MISFEED** their pets

30% of pets suffer from **MEDICAL CONDITIONS** their owners are unaware of

1 out of 2 dogs in the US. are **OVERWEIGHT** or **OBESE**

which leads to risks of



Design Criteria

motivates exercise

proper diet

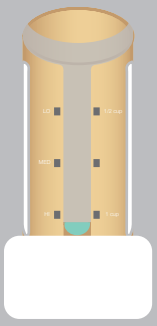
prevent health problems

pinpoint what's wrong

info at a glance

Munio

Product Set



munio scoop

munio display

munio clip

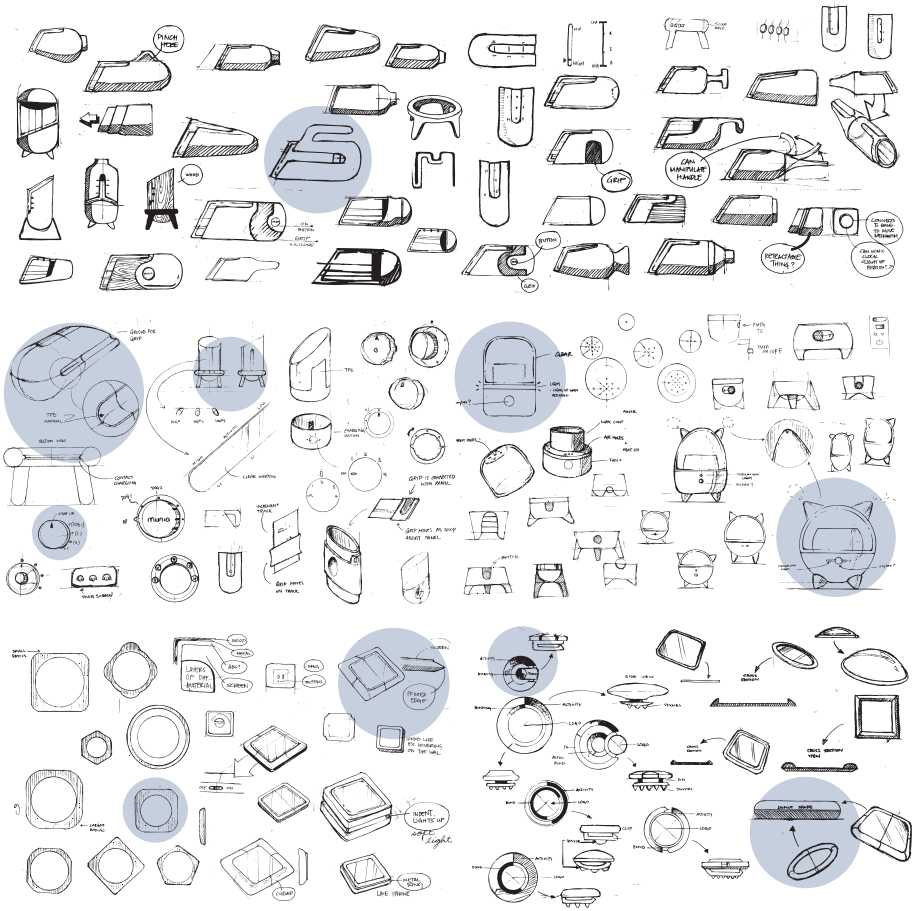
munio poot

Concept Ideation Process

The different concepts for the each product was narrowed down as ergonomic concerns, user testing and visual heirarchy of information was taken into the design.

Form

The form of each product were picked to ergonomically fit the average user, with additional features that ensure easier handling of the product. The radius and soft curves were chosen to convey the friendliness of the bond that the product wishes to create between pet and owner.



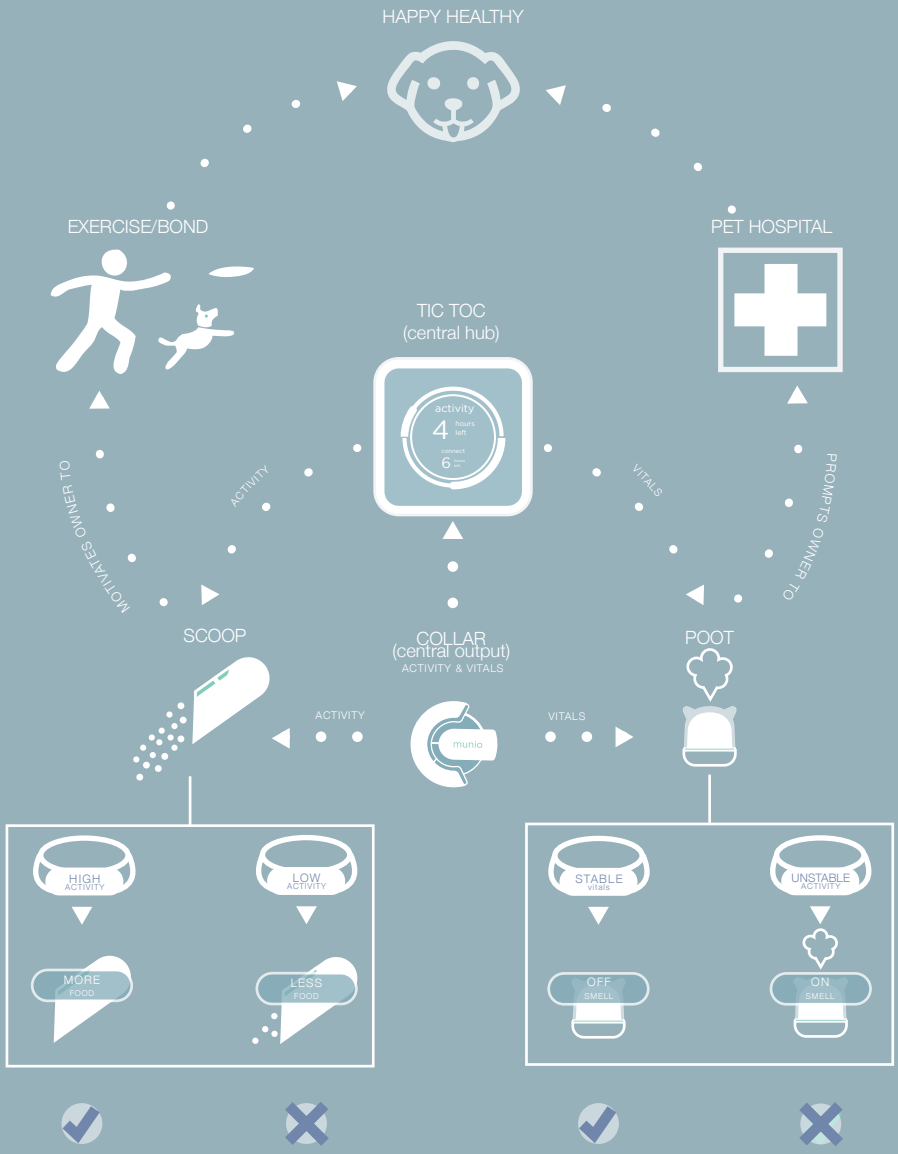
Material

The main materials chosen for this product are walnut wood, abs plastic, and acrylic. The wood reflects the natural and healthy way the owner can better their pets lifestyle, while the plastic was chosen for its durability and functional qualities.

Color

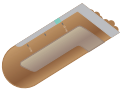
Other than the natural color of the material, the accent colors, seagreen and coral/orange are used to show the progress or lack thereof in more muted colors than the usual green and red.

System Diagram



User Scenario

Owner picks up Scoop, which auto adjusts food volume



Owner fills Scoop to the top.

Pet eats customized amount of food

Pet weight goal gradually reached

Feeding

Clip reads abnormal biometric from pet

Phone and Poot triggered

Owner responds sending vitals to Dr. & setting appt

Poot turns off and pet is set to go to the vet

Health Alert

Owner checks Hub and sees alot of inactivity

Owner takes pet out to play

Hub adjusts to new data

Pet gets more activity and more food = Happy

Bonding

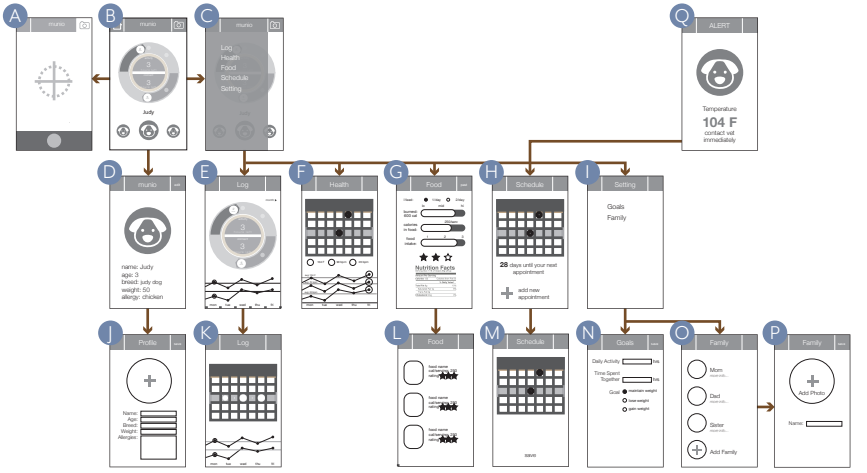
Owner goes to buy food for pet

Uses Munio app to scan barcode

Owner checks nutrition info and pet stats

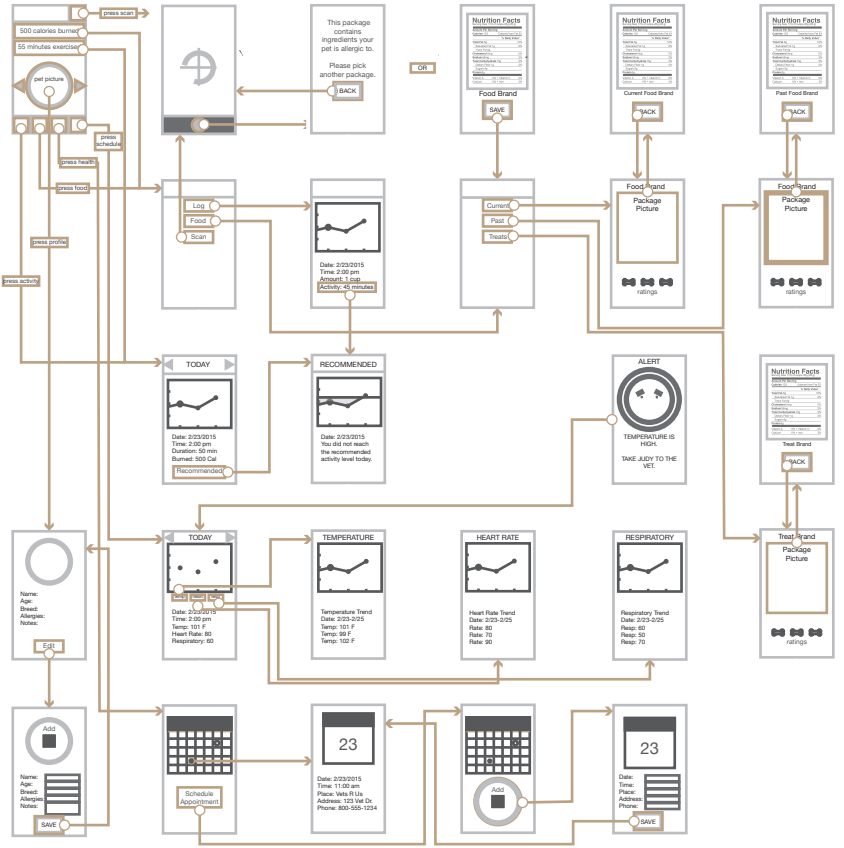
Pet gets good healthy food for its specific breed

Buying Food



Wireframe

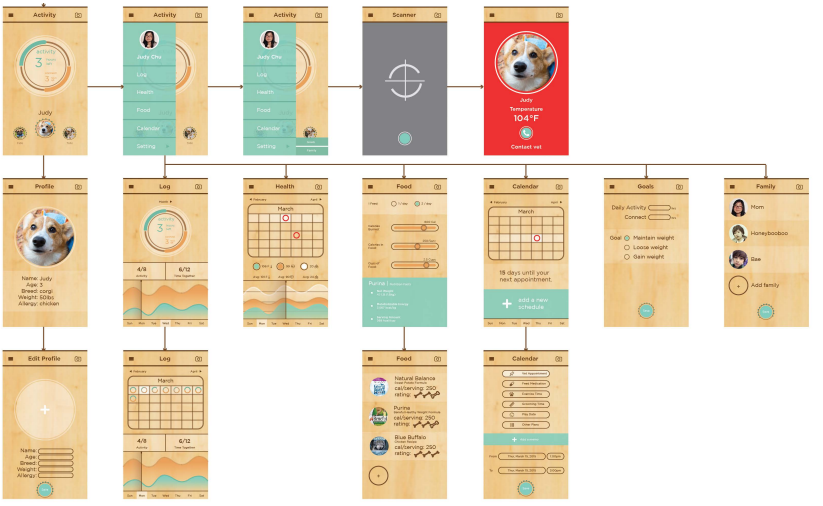
- A — Dog food barcode scanner
- B — Main page with priority Information
- C — Slide out menu
- D — Pet profile
- E — Daily log of pet activity data
- F — Health abnormality alert calendar
- G — Pet food data (serving size, type, etc.)
- H — Dr. Appt schedule calendar
- I — Settings (customizing users and goals)
- J — Add new pet
- K — Monthly acitvity log (shows trend)
- L — Aggregate of food types and nutrition
- M — Add appointment
- N — Goal setting
- O — Other users
- P — Adding other users (family members, roommates etc.)
- Q — Biometric abnormality alert



UI Flow

Details of which UI aspects will lead to other pages. and This progressed into a functioning Invision prototype in which we could test with users to see what the natural motions and placement of buttons they naturally gravitated towards. The user testing also gave valuable insight into how to make the app more intuitive, and give the user the information they want quicker.

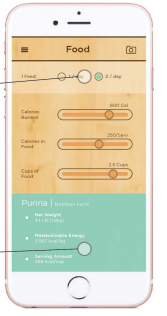
App Design



shows the percentage & hours completed of activity goal that day.

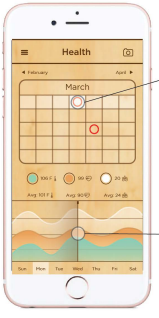
shows the percentage & hours completed of owner/pet time goal that day.

switch between pet profiles for owners with multiple pets.



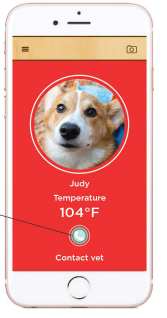
pick between different feeding schedule

shows food amount data relative to metabolized energy along with food nutrition.



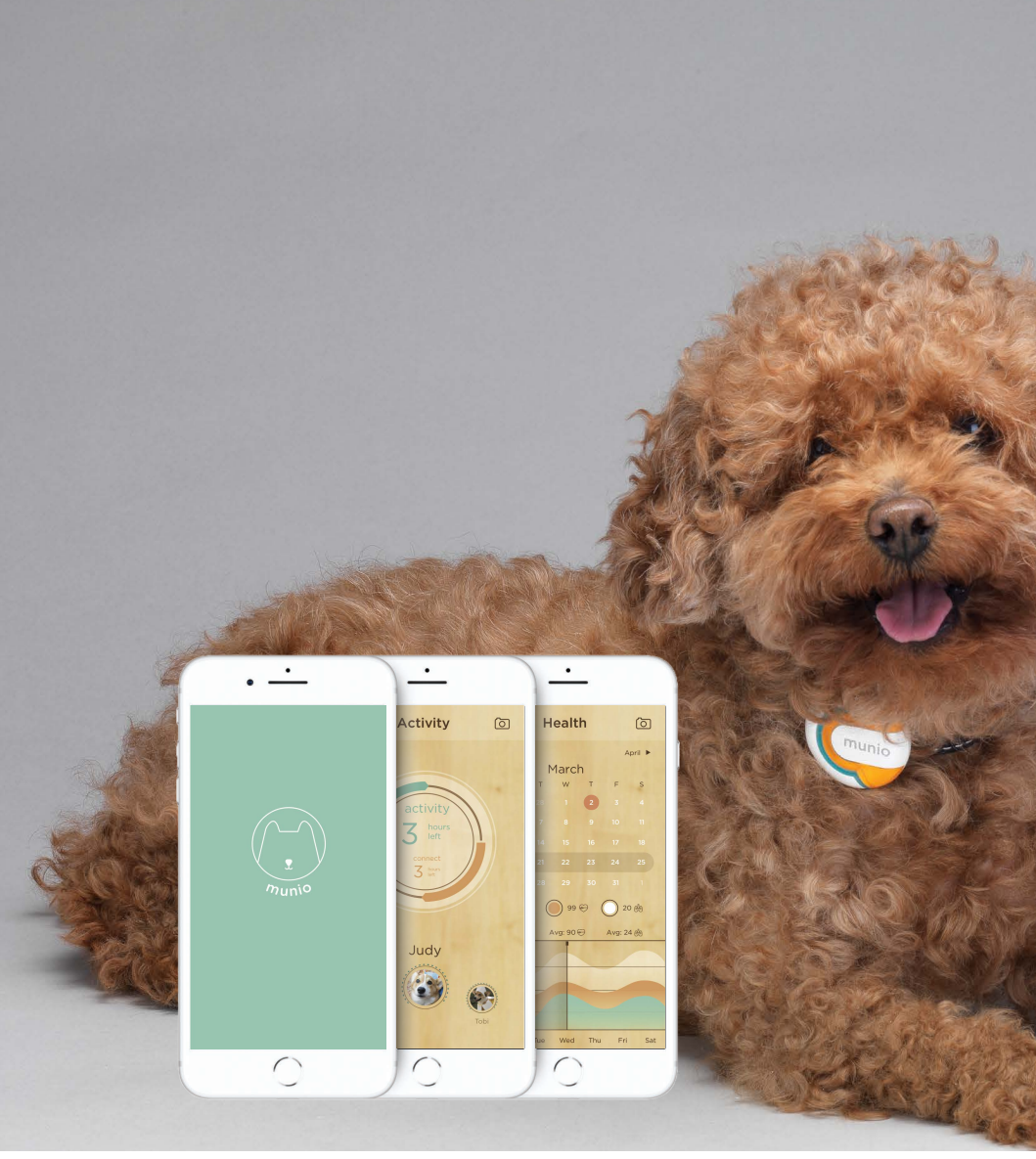
shows monthly data with hotspots for biometric distress days with details.

allows for swiping back and forth of weekly data to see health trend.



alert screen that only allows for call to vet to exit.

activity
3
6



Benefits

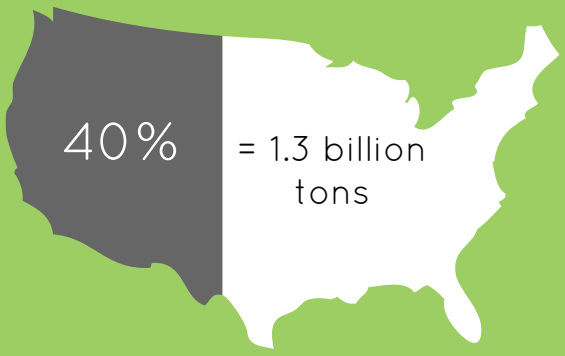
User:
Motivates owners to exercise their pets.
Gives proper diet for each unique pet.
Allows early diagnosis of health problems.
Gives owner easy accessibility to current and past data of their pet.

Business:
Partnerships with food brands.
Data gathering from users and specific needs of pet breeds.
Possible expansion into more pet health services.
Inclusive nature of product will grdually attrat new customers.

elevate

The future of grocery shopping. `Encouraging people to buy the right amount, more often, in order to save money and reduce food waste.

Food Waste Stats



25%

post consumer waste

=1.5lbs
food daily

=$2275
wasted/year

28%

44%

16%

47%

35%

21%

23%

%
lost of harvested

User Insights

"I almost never buy what I don't need, but I buy too much of what I do need."

"I organize things based on where there is space in my fridge. No method to my madness. I'll put veggies & fruits in drawers with eggs & butter."

"I mostly throw away things I buy for a specific recipe but don't use for what I normally cook."

Key Takeaways

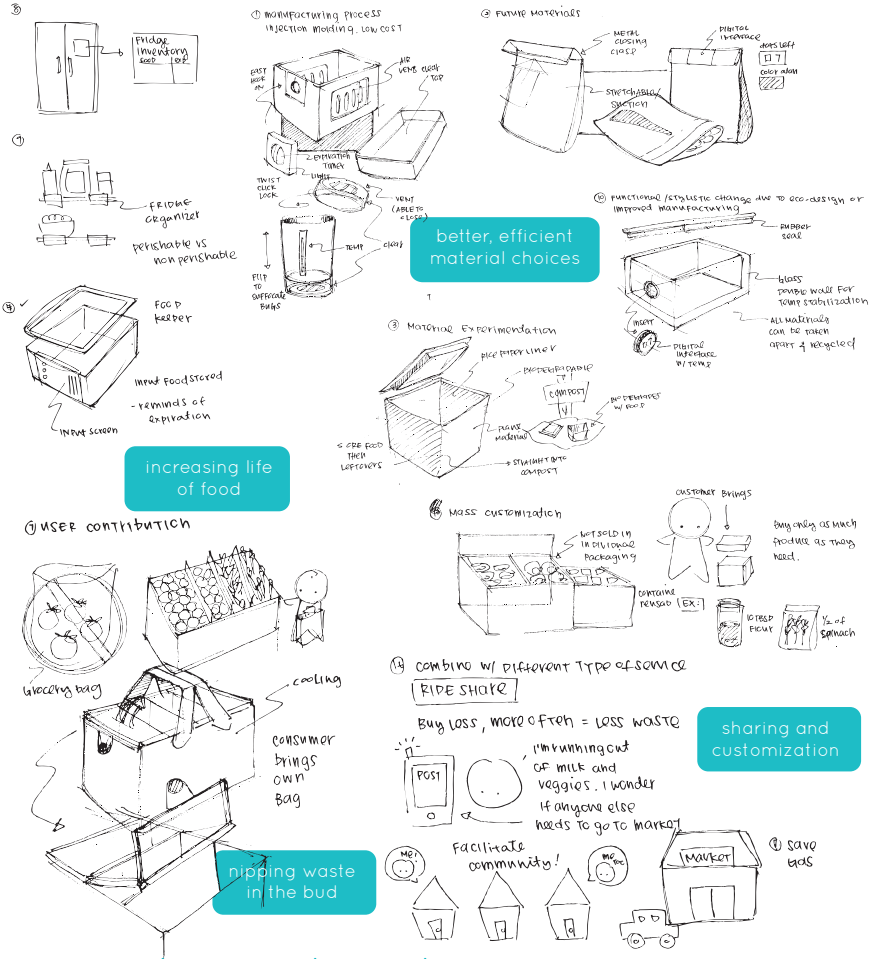
They realize what they need/don't need, but not how much.

Grocery stores sell in amounts that are either too little or too much for people.

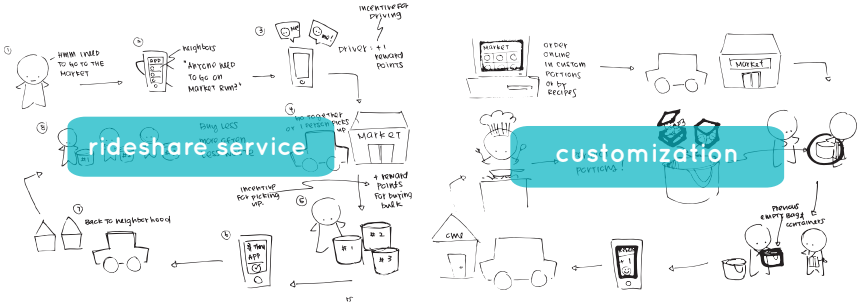
People estimate fairly well what they might eat in aweek, but cravings throw everything into chaos.

Money is a motivator for self-control.

Ideation Process

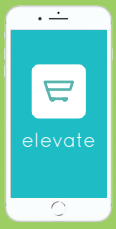


two systems to one

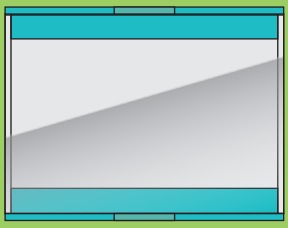


Elevate Products

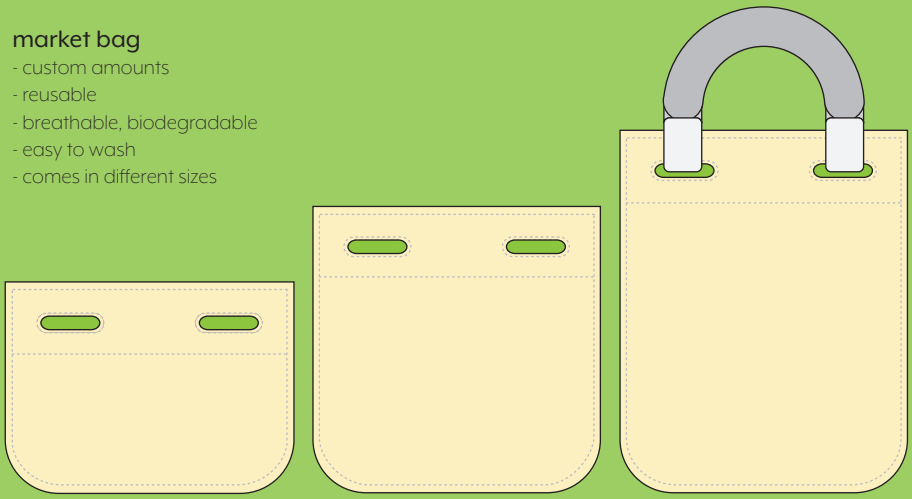
mobile app
- rideshare
- online purchase
- data tracking



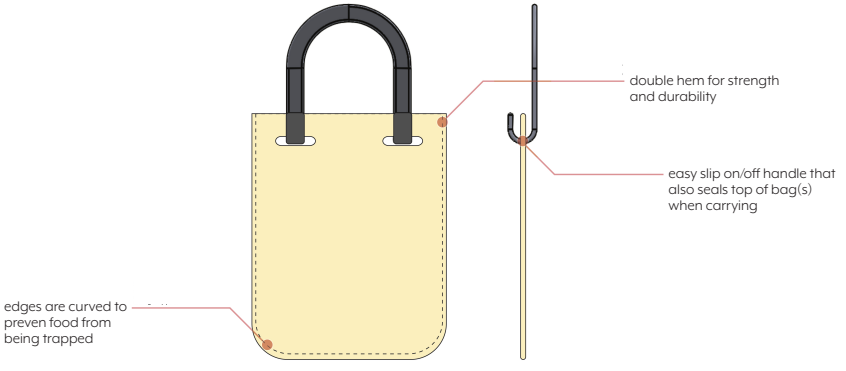
home containers
- increase shelf life
- easy to take apart to wash
- cleaning
- comes in different sizes to accomodate a variety of foods

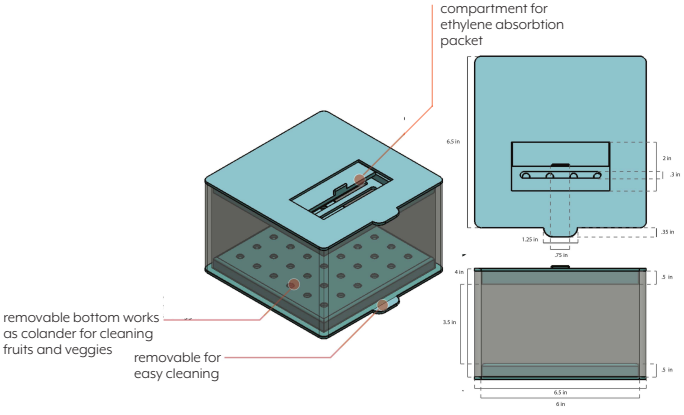


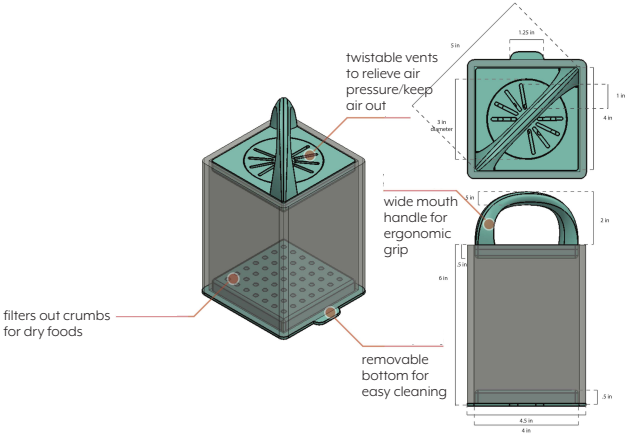
market bag
- custom amounts
- reusable
- breathable, biodegradable
- easy to wash
- comes in different sizes

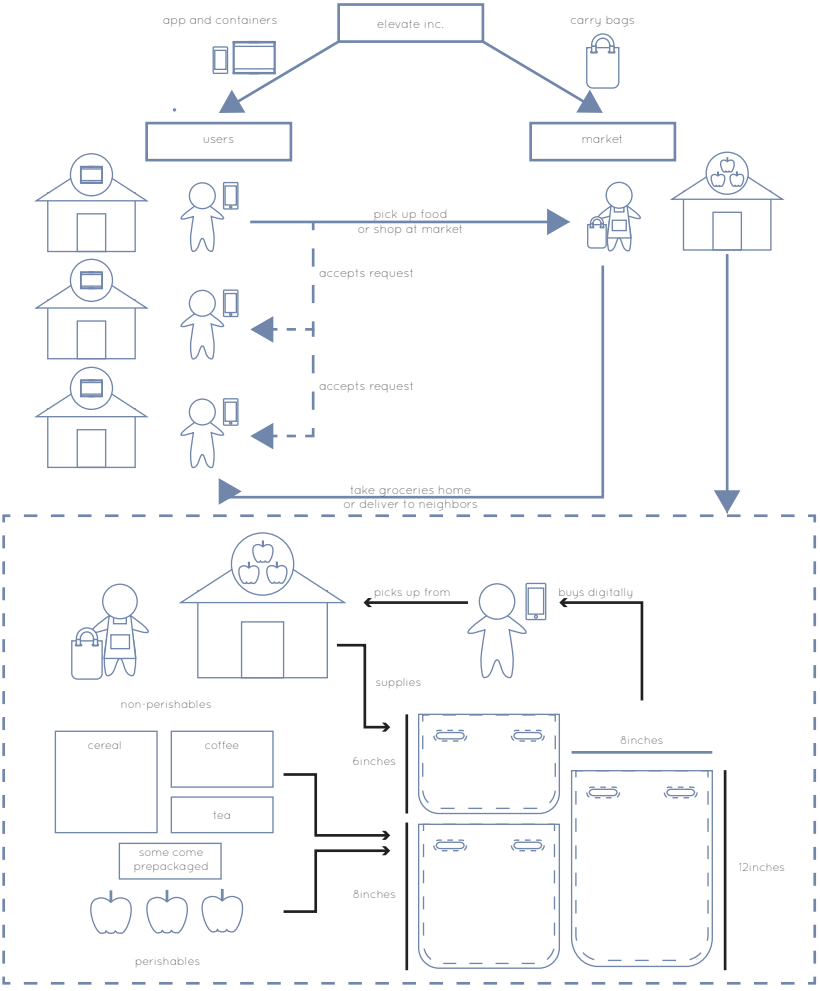


Product Details





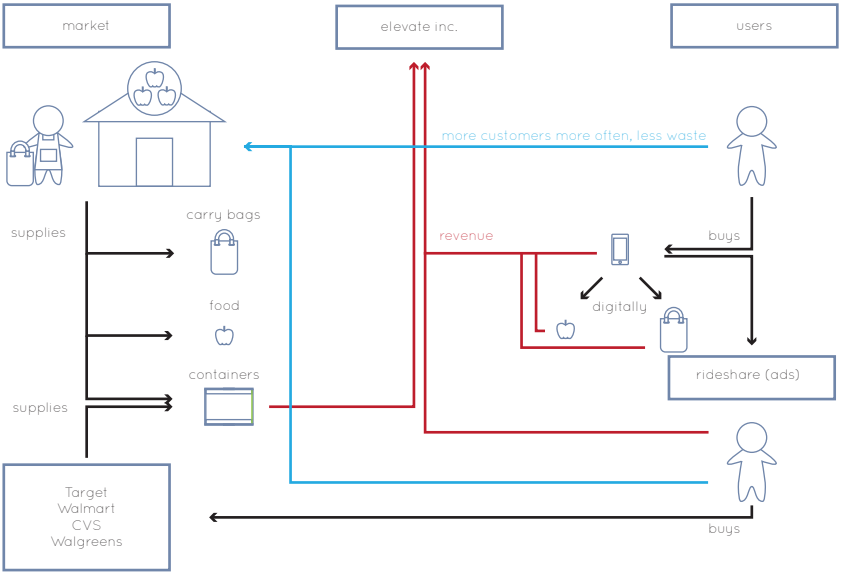




System Diagram

Elevate Inc. will provide the Carry Bags in store.
Containers will be bought through the app and delivered to individual homes.
The App is free to the public, registration is needed to participate.

- Users will be able to purchase majority of groceries from their participating markets on the app.
- The Elevate community help one another by accepting/requesting rides to or requesting deliveries from the market.
- The App allows members to tip one another, or gain bonus coupons for racking up points for offering rides/making delieries.



Revenue Streams

This system of rideshare grocery shopping is feasible because all parties involved will be able to make a profit.

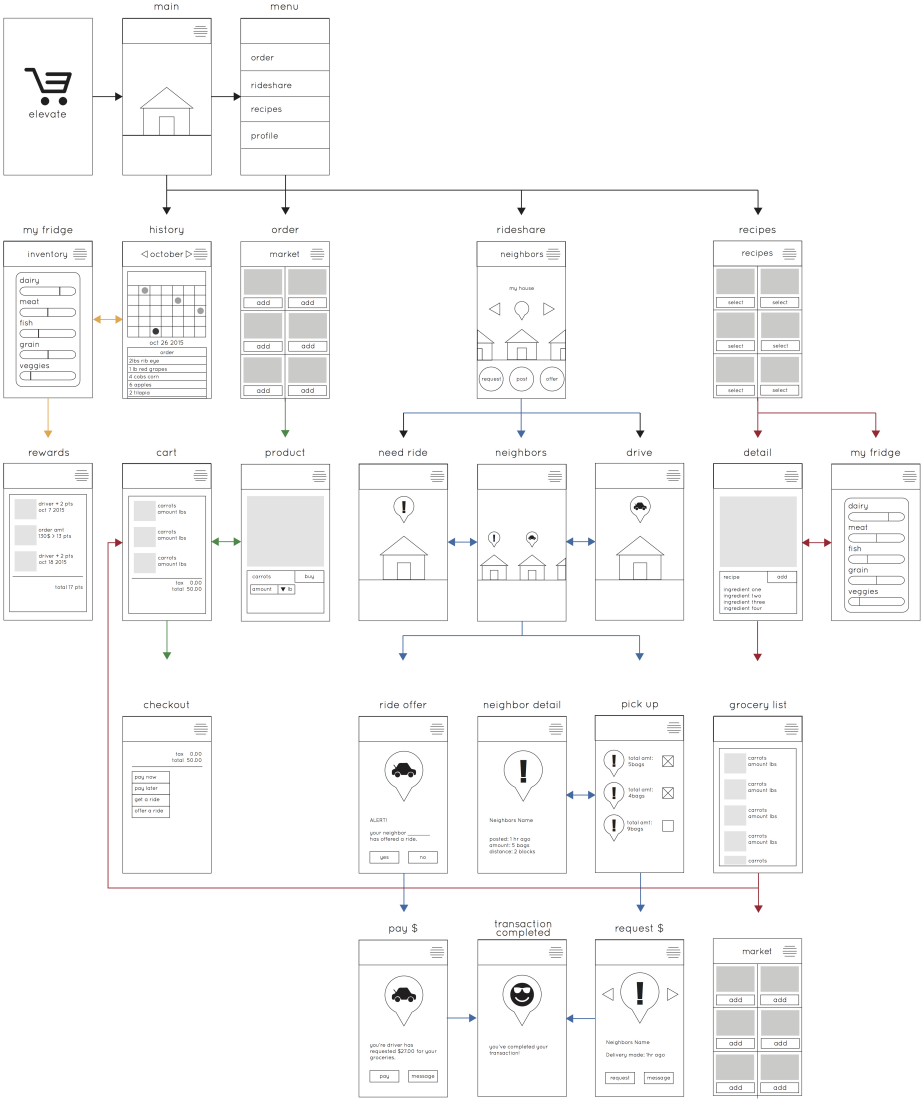
Elevate Inc.
Revenue will be coming in from markets who want to participate in the program, from the purchase of carry bags and containers, and possibly from ads in the mobile application.

Markets/Convenience Stores
Markets will gain a continuous stream of frequent customers, waste less food, and gain data from what customers usually, furthering their options to wean out certain products and stock more popular ones.

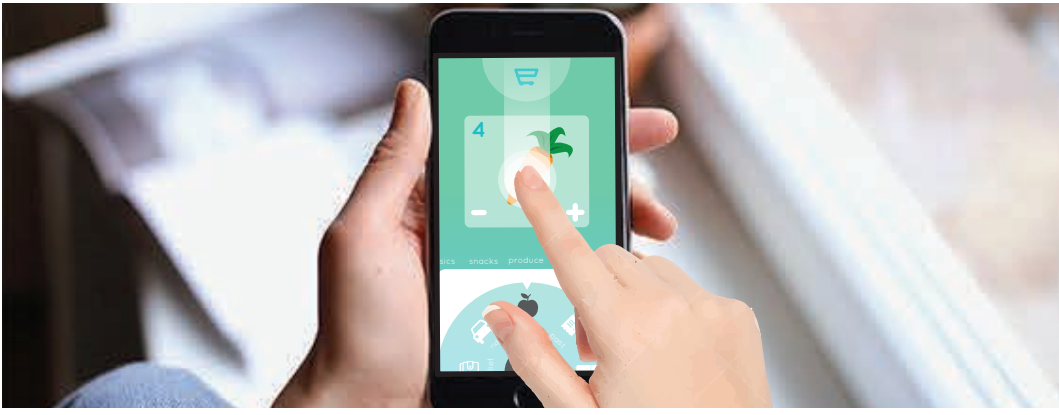
Users
Users will be able to have fresh food weekly, waste less, and save on gas and gain rewards to the market.

Global
Food waste was diminish because people are now buying food more often in smaller amounts.
Less petroleum will be wasted in ridesharing
Community will be built by users helping one another out.

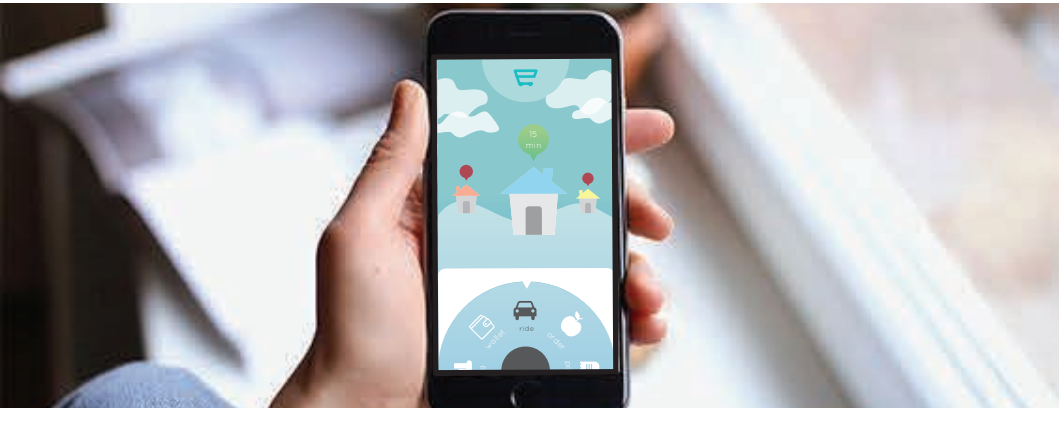
Wireframe


elevate
main
menu
order
rideshare
recipes
profile
my fridge
inventory
dairy
meat
fish
grain
veggies
history
october
oct 26 2015
order
2lbs rib eye
1 lb red grapes
4 cobs corn
6 apples
2 tilapia
order
market
add
rideshare
neighbors
my house
request
post
offer
recipes
select
rewards
driver + 2 pts
oct 7 2015
order amt
150$ > 13 pts
driver + 2 pts
oct 16 2015
total 17 pts
cart
carrots
amount lbs
tax 0.00
total 50.00
product
carrots
buy
amount lb
need ride
neighbors
drive
detail
recipe
add
ingredient one
ingredient two
ingredient three
ingredient four
my fridge
checkout
pay now
pay later
get a ride
offer a ride
ride offer
ALERT!
your neighbor _____
has offered a ride.
yes
no
neighbor detail
Neighbors Name
posted: 1 hr ago
amount: 5 bags
distance: 2 blocks
pick up
total amt:
5bags
total amt:
4bags
total amt:
9bags
grocery list
pay $
you're driver has
requested $27.00 for your
groceries.
pay
message
transaction
completed
you've completed your
transaction!
request $
Neighbors Name
Delivery made: 1hr ago
request
message
market

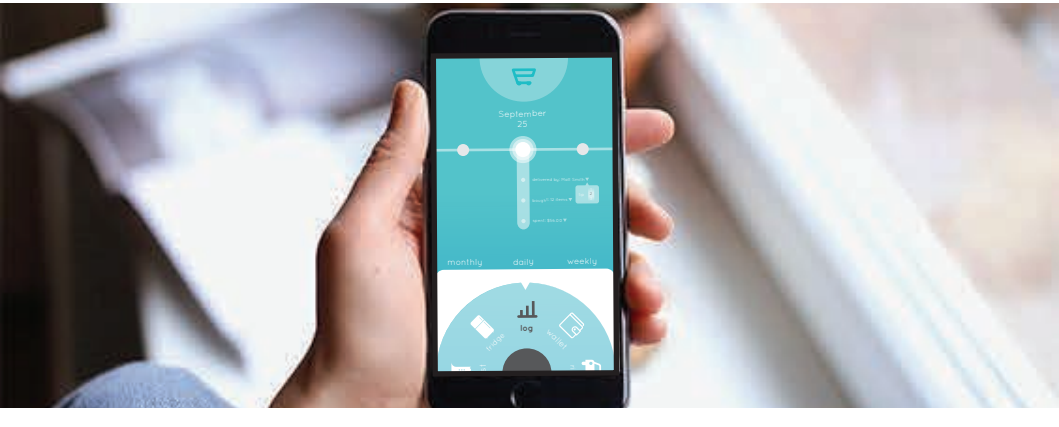
Buy weekly groceries



Request a ride or get delivery



Check how much you saved



Save Food. Save Money

Save the Environment

meebie

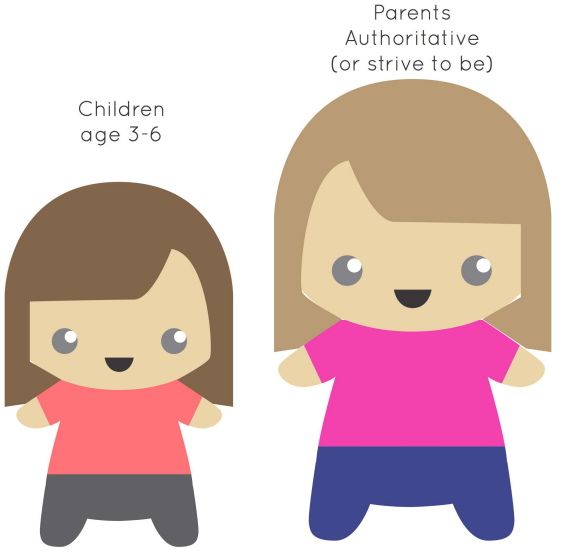
Giving families more positive interactions by enabling kids to become more autonomous and learn responsibility by starting to take care of themselves.

Product video availible on website:
www.jadetsao.com

What is Meebie?

Meebie is digital device that is a hybrid of a role playing avatar game as well as a communication device between parent a child that facilitates caretaking, chores, and responsibilities.

Who is it for?



What does it do?

1

Enables children to have more autonomy and learn responsibility.

2

Gives parents insight and indirect control over their kids wants and needs.

3

Enables children and parents to have a more amicable relationship by removing some of the daily discipline that creates tension.

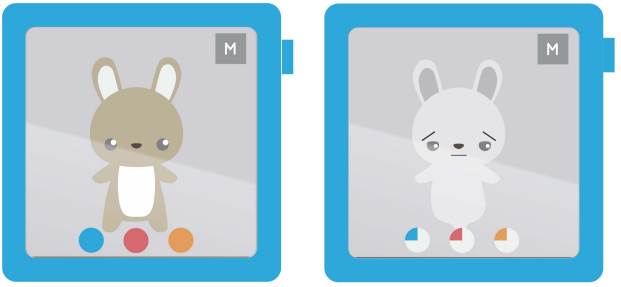
How?

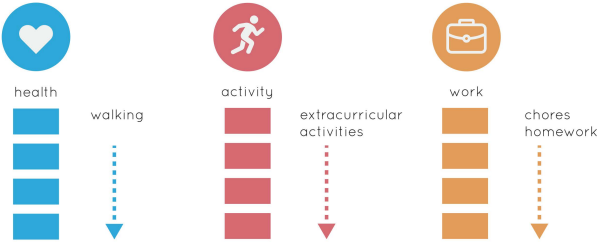
Daily reward/point system to keep your avatar alive.

Parent can assign the amount each activity is worth.

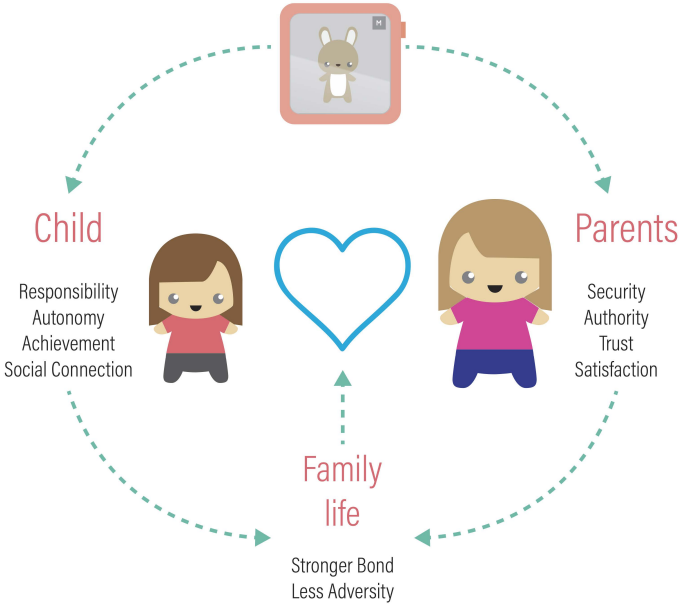
Avatar dying results in loss of previous rewards attained.

Parents can implement "Time Out" foor misbehaving.

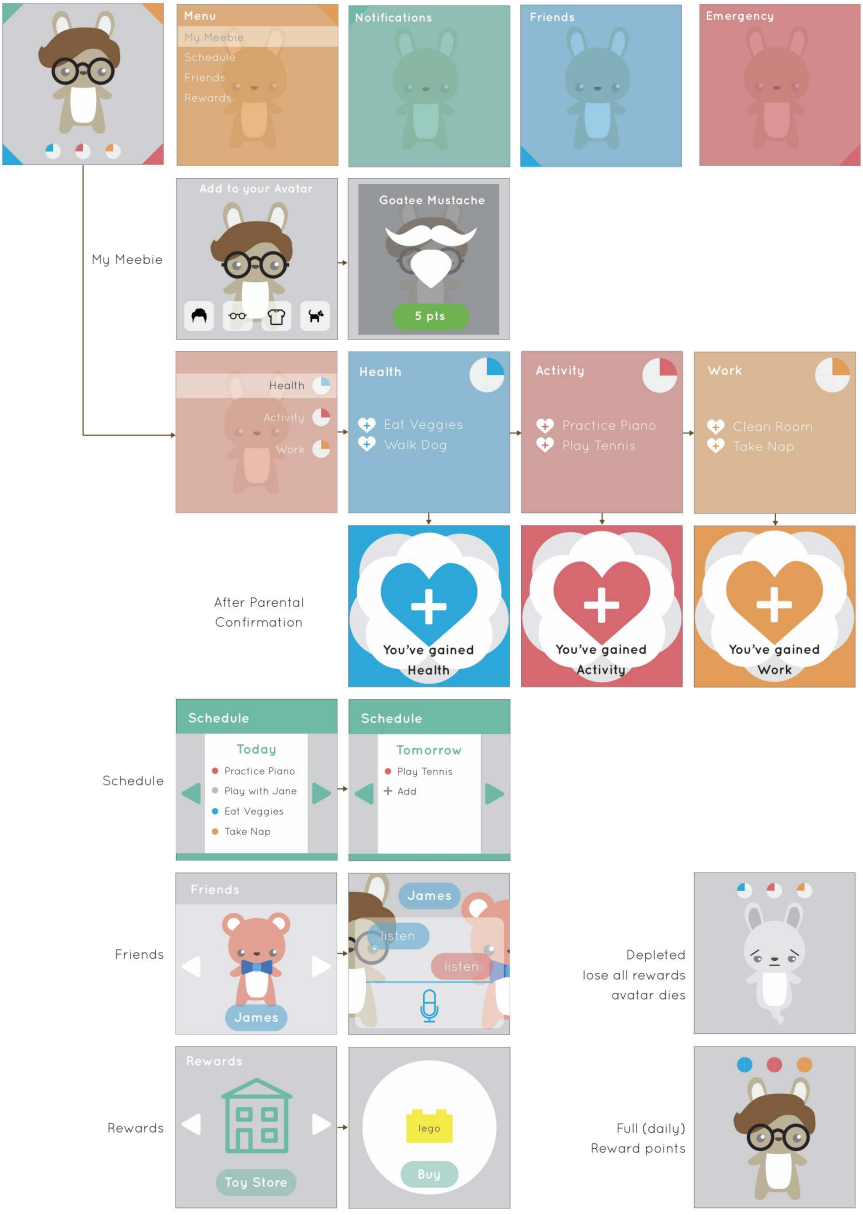




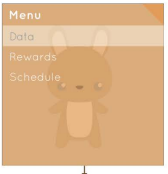
System Diagram

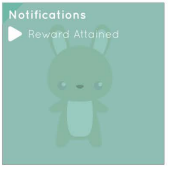


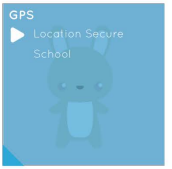
Wireframe - Kid

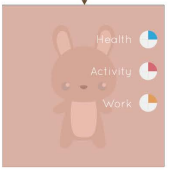


Wireframe - Parent

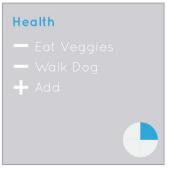




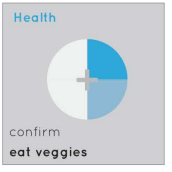




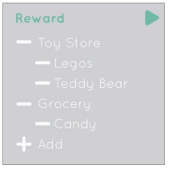
Data Settings



Data Confirmation

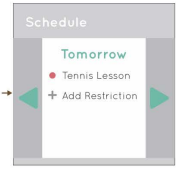


Rewards Setting



Reward Tracking

Schedule Settings



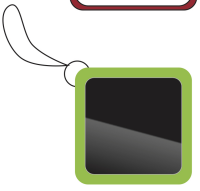
Schedule Confirmation

Location Setting

what

what

could

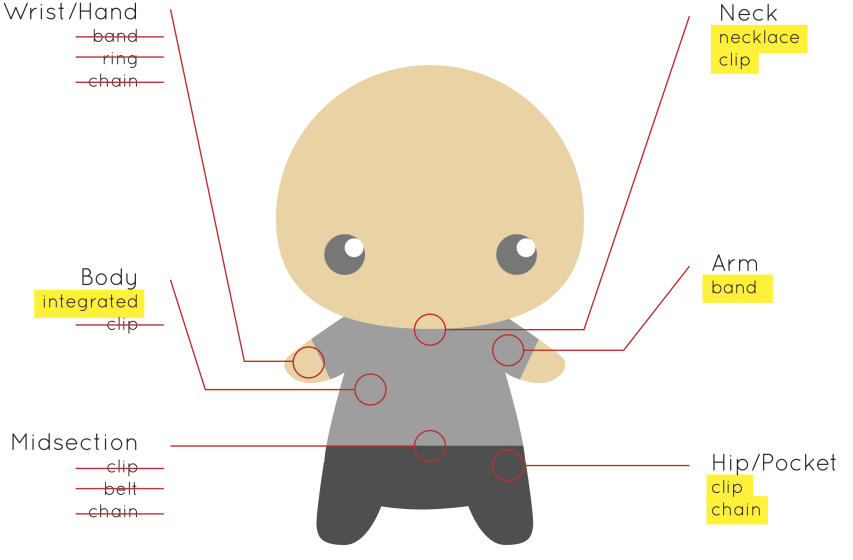


should

it be?

it be?

Meebie Placement

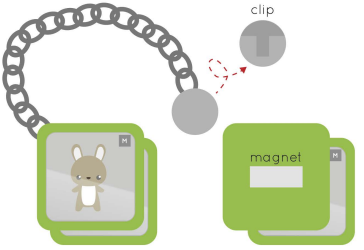


Considerations

front facing
safety precautions
(dangling, pulled off, security)
accessibility
storage

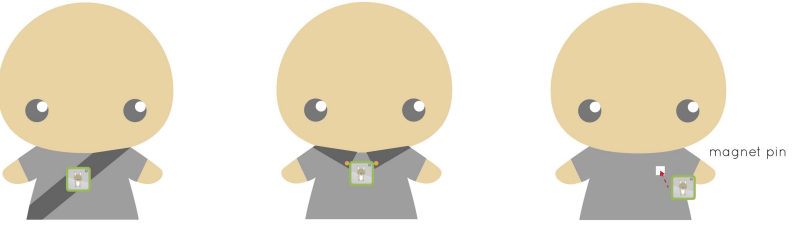
Hip/Pocket

clip
chain



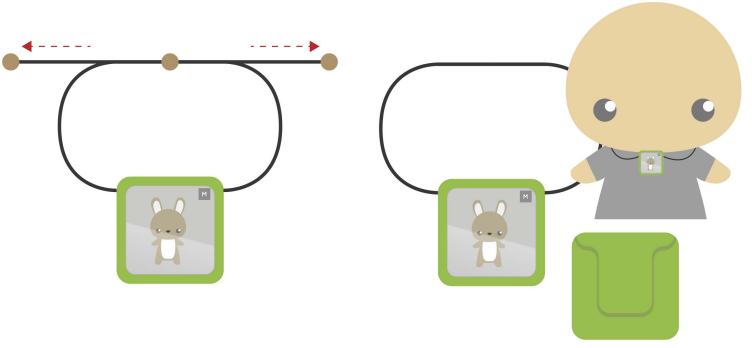
Body

embedded



Neck

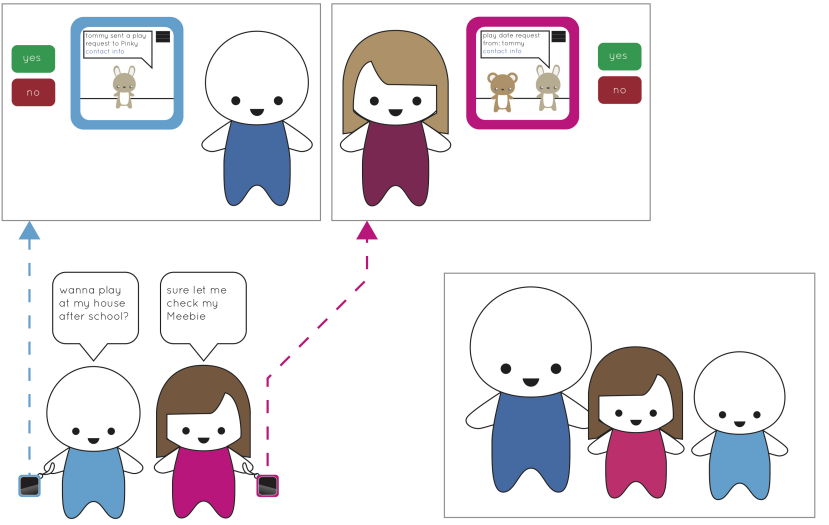
necklace
clip

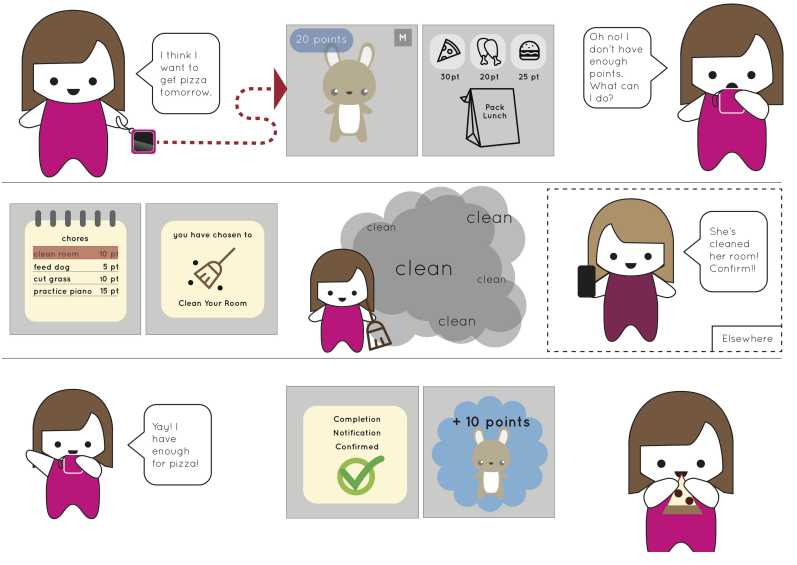


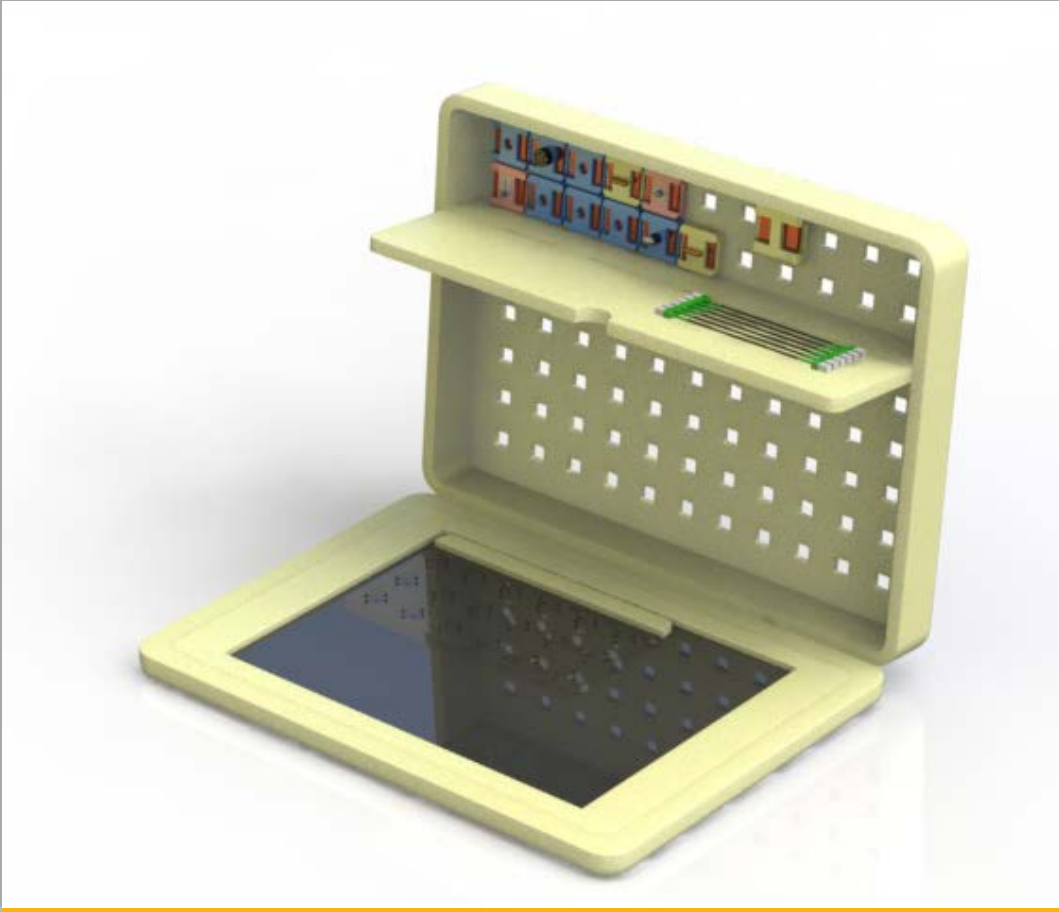
Arm

band

Scenarios


yes
no
Tommy sent a play request to Pinky contact info
yes
no
play date request from: tommy contact info
wanna play at my house after school?
sure let me check my Meebie


I think I want to get pizza tomorrow.
20 points
M
30pt
20pt
25 pt
Pack Lunch
Oh no! I don't have enough points. What can I do?
chores
clean room 10 pt
feed dog 5 pt
cut grass 10 pt
practice piano 15 pt
you have chosen to
Clean Your Room
clean
clean
clean
clean
clean
She's cleaned her room! Confirm!!
Elsewhere
Yay! I have enough for pizza!
Completion Notification Confirmed
+ 10 points

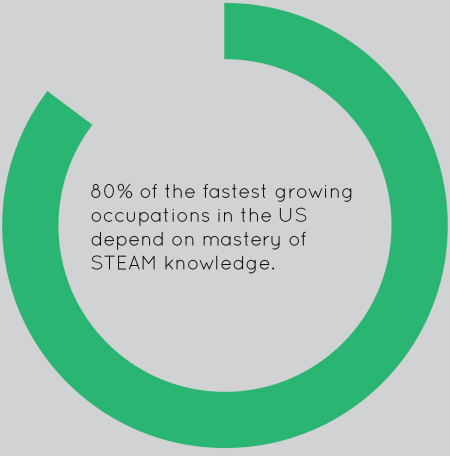


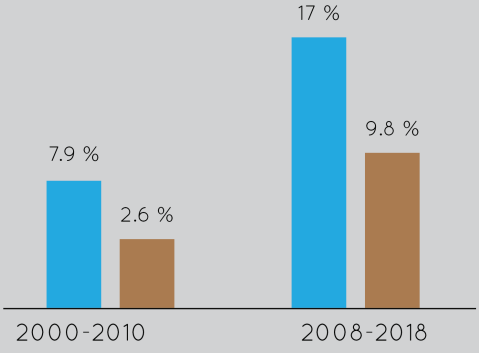
seed

A tool for children to learn the fundamentals of electronics education in order to cultivate talent and interest in the STEM fields.

Product video availible on website:
www.jadetsao.com

Research

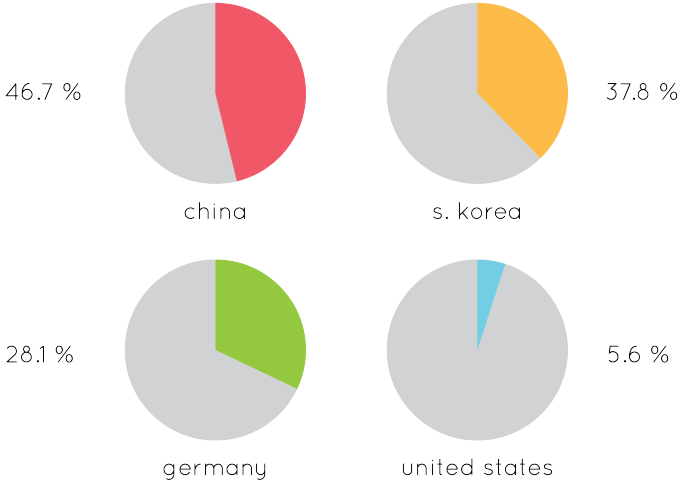


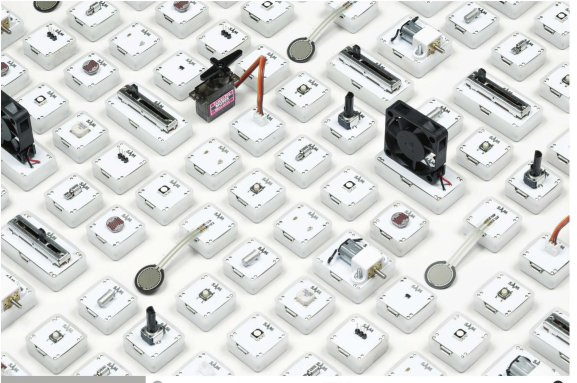


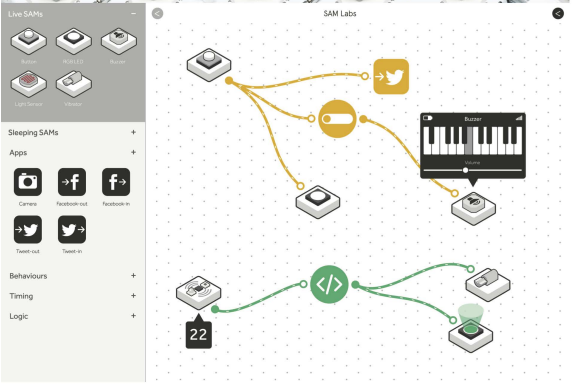
job growth

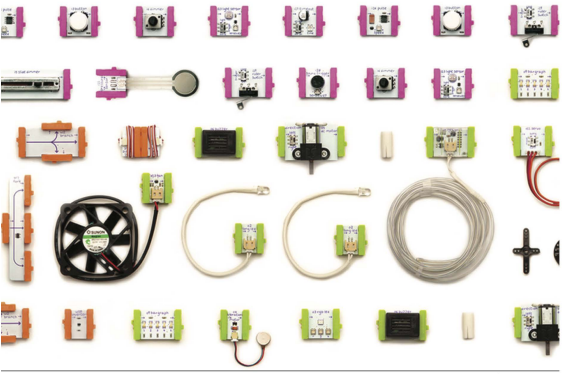
source:
Journal of Engineering Education
Career Acadmey Support Network
The Information Technology and INnovation Foundation
U.S. Department of Commerce
U.S. Department of Labor Bureau of Labor Statistics

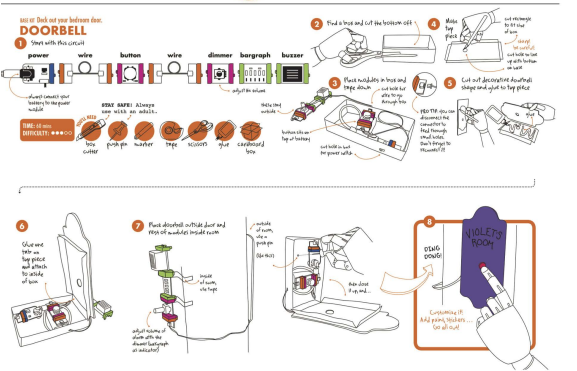
percentage of college graduates with STEAM











Observation

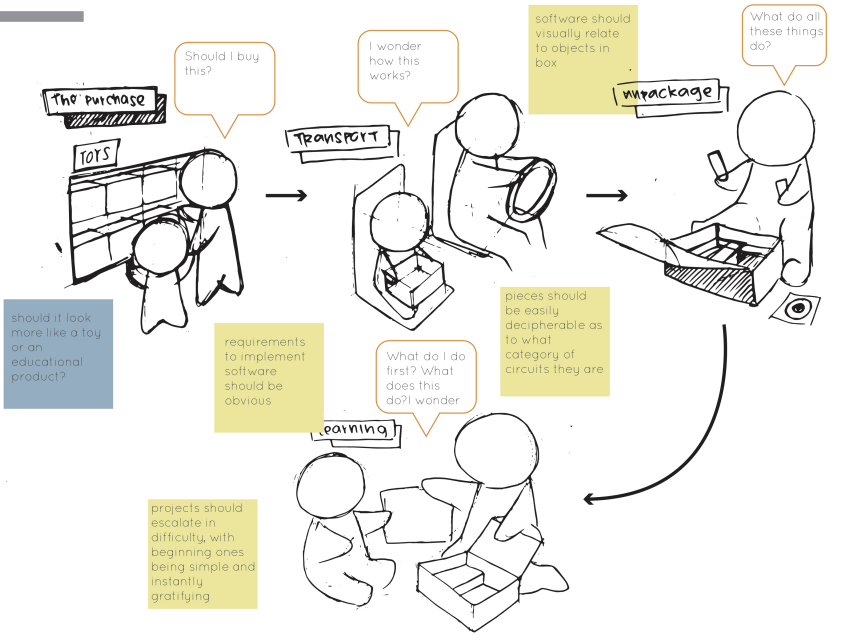
Breaking Barriers
Products on the market simplify the complexity of the learning material in order to break the barrier of intimidation.

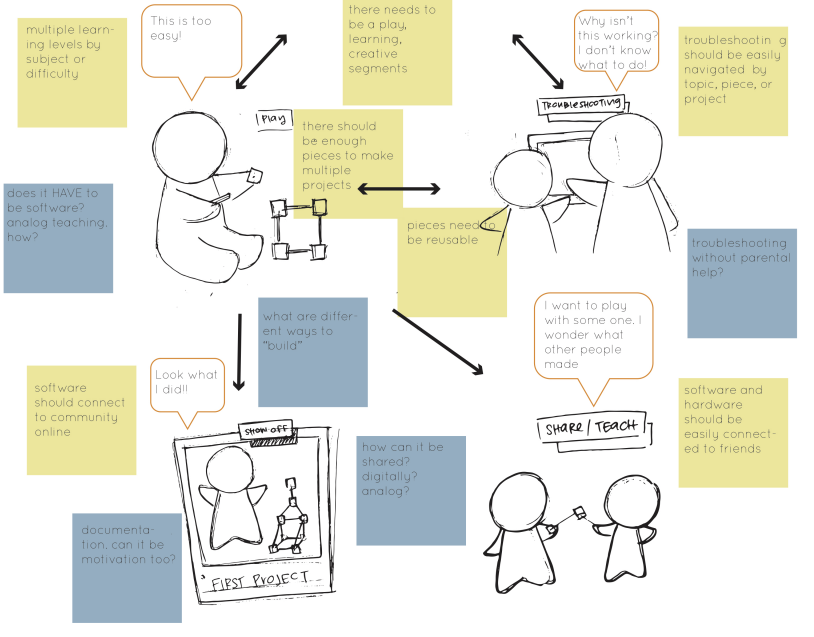
Too much simplification
The balance of simplification and complexity of electronics is not achieved for educational purposes.

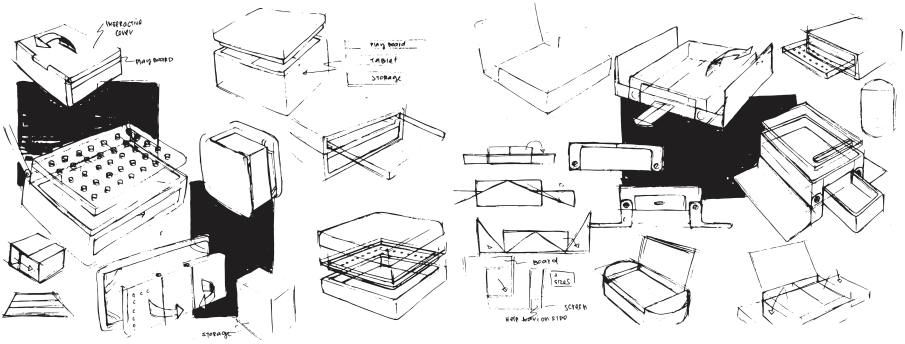
Do they understand?
Even if they can see the electrical components in toys, they don't actually understand why it's happening.

Igniting passion
Balance of rule-following and creativity must also be achieved to ignite passions and continuance in the field.

User Scenario Case



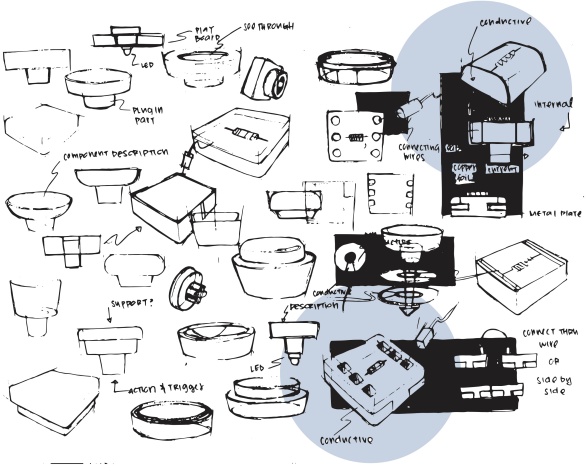


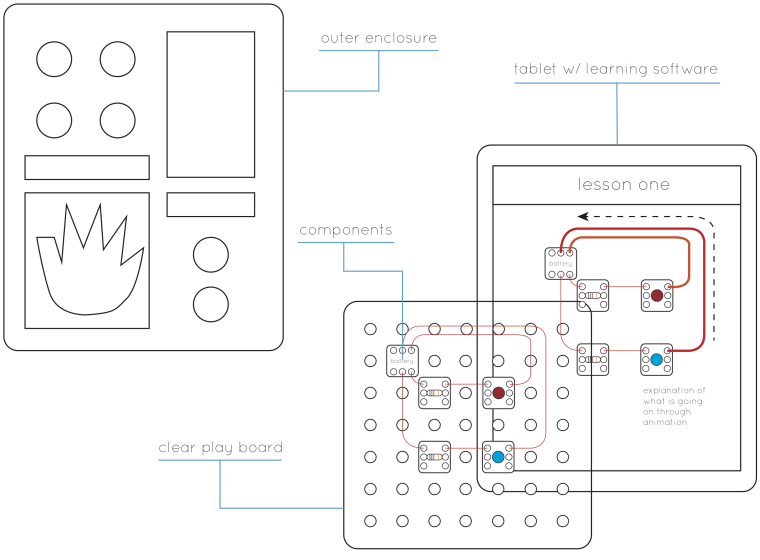


Concept

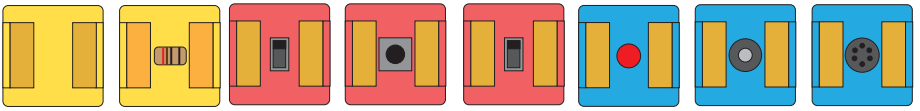
Layered Learning

Instead of trying to separate or simplify the complexity of circuitry, the product combines two levels, the physical and digital, to help kids learn how things actually work by allowing them to see the “hidden magic” behind electronics.





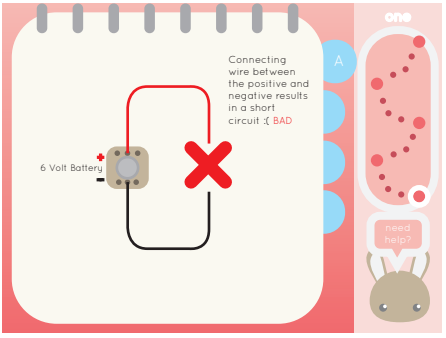
Color Coded Components

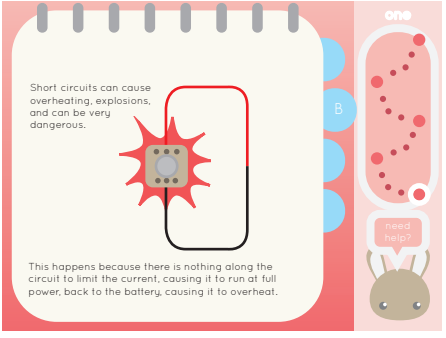


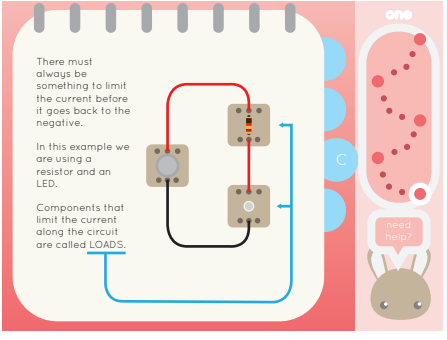
yellow
support components

red
trigger components

blue
action components



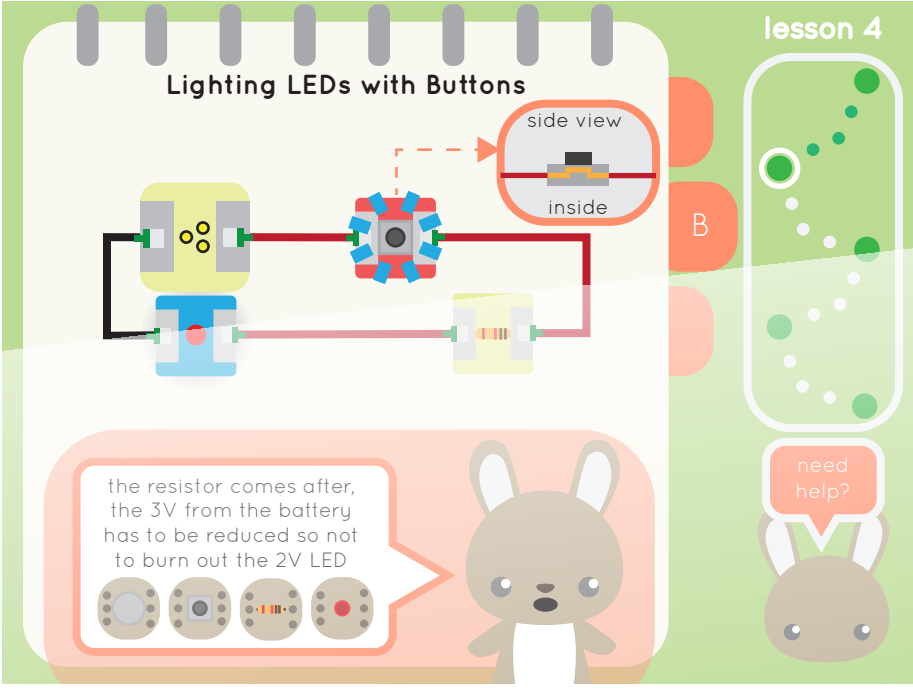




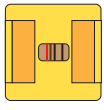
Step by Step Lesson Plans

On the digital interface, the software has a step by step lesson plan that eases the child into electronic education, animating the underlying actions of electrons and “showing” them why electronics work, while they have the physical components in their hand to directly connect the idea and the electronic part they are using.

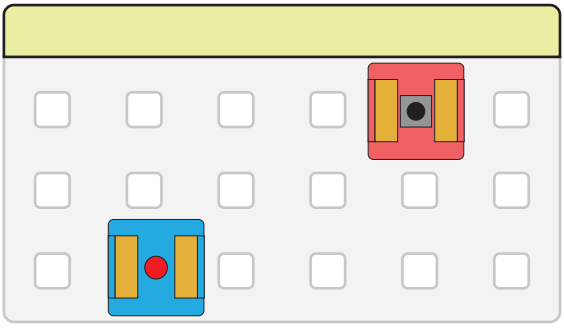
Layered Learning

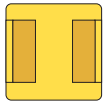


User Interface

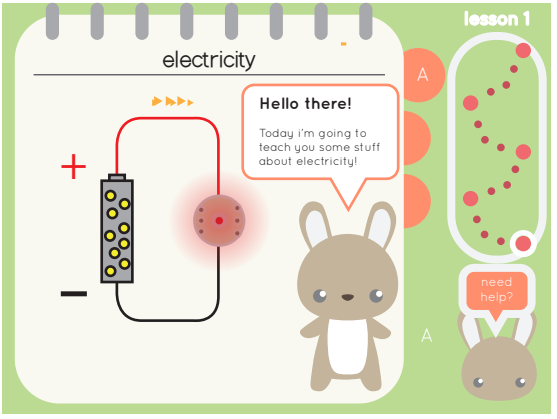


Physical play board and components

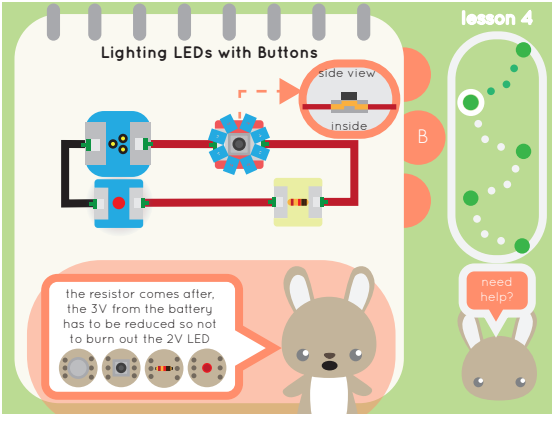




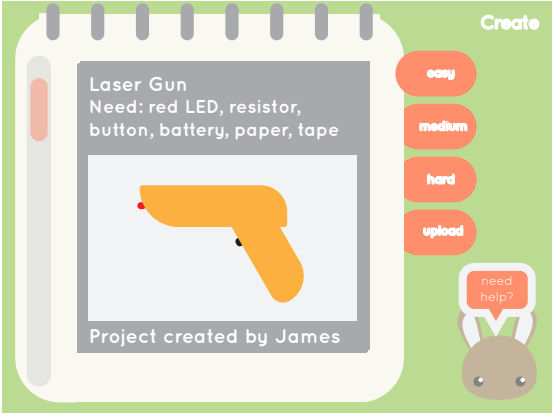
3 Core Sections



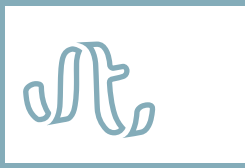
Introductory Lessons:
Fundamental concepts for in depth understanding of electronics



Application Lessons:
Real-time explanation of behind-the-scenes circuitry process as kids play with the components



Creativity Corner:
Interconnected community sharing of projects and ideas



END
thank you

hello@jadetsao.com