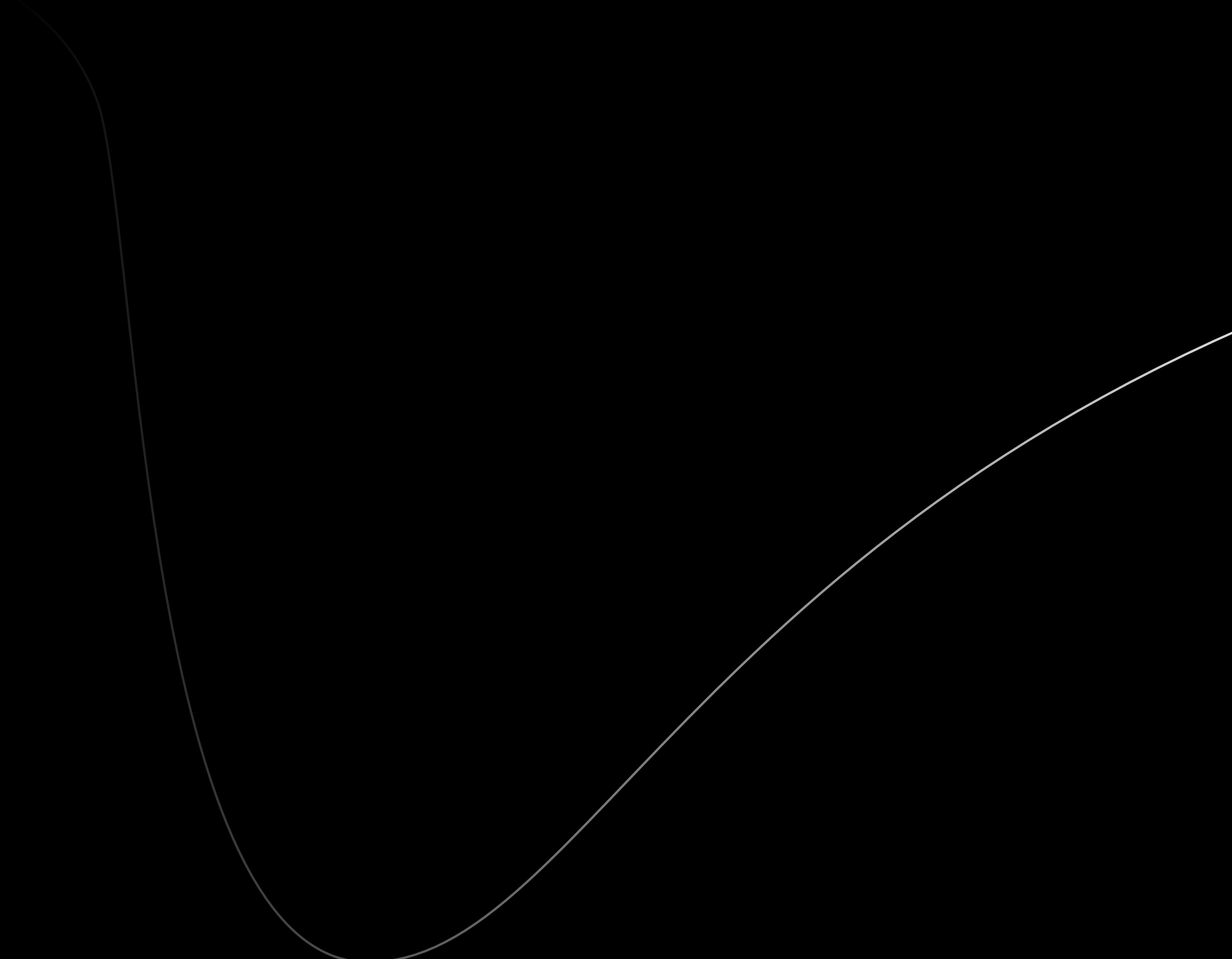


PORTFOLIO



YUQI WANG

UX Designer

2021 Updated

SELECTED WORKS

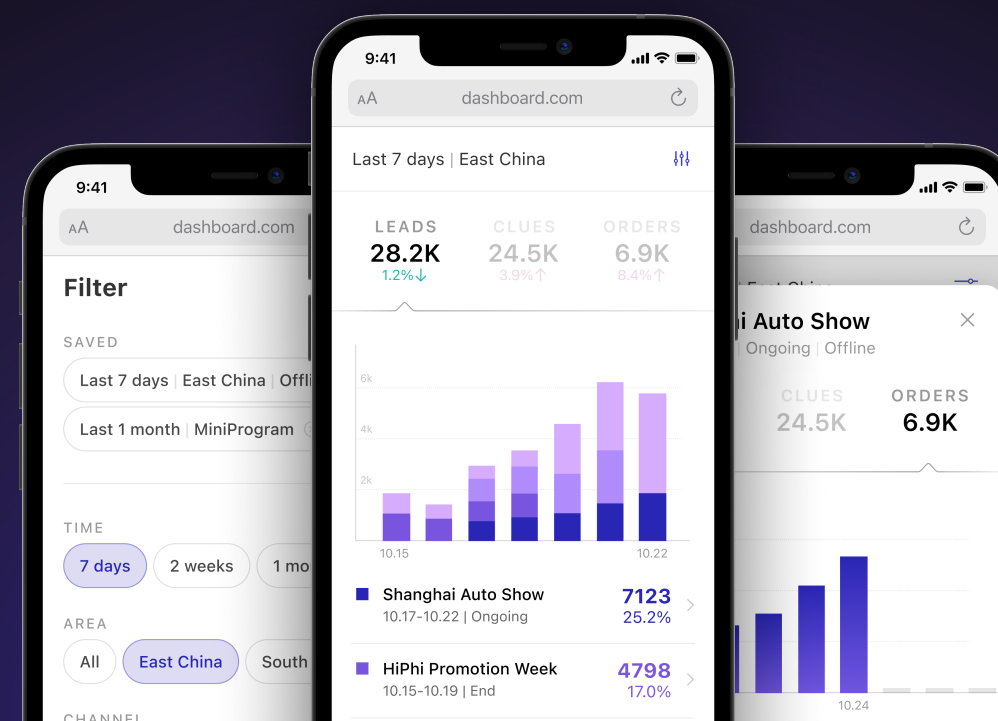
Caremore APP

SAIC GM



Sales Dashboard H5

HUMAN HORIZONS



HMI Redesign

SAIC GM



SAIC GM

CareMore

O2O Auto Service App



上汽通用汽车授权认证

400-820-7798

认证技师

认证配件

INTRO

Challenge

Caremore is an app for the auto aftermarket launched by Saic-GM. But the key data performance has not grown well, they want to redesign the UI of the app to facilitate more use.

Team

1 BA, 1 PM, 1 Designer, 3 Engineers

Duration

1 month

My role

UI/UX design

Process

Research, Define, Prototype, Validate

RESEARCH

The first thing is to figure out the problems of experience behind the poor data performance.

1. Understanding the context

Caremore's target user group is people living in the third-tier or fourth-tier cities where 4S stores are not common but individual repair shops.

However, the growth of Caremore App has not reached as expected, so they want to redesign the app to attract use.

2. Feedback from users

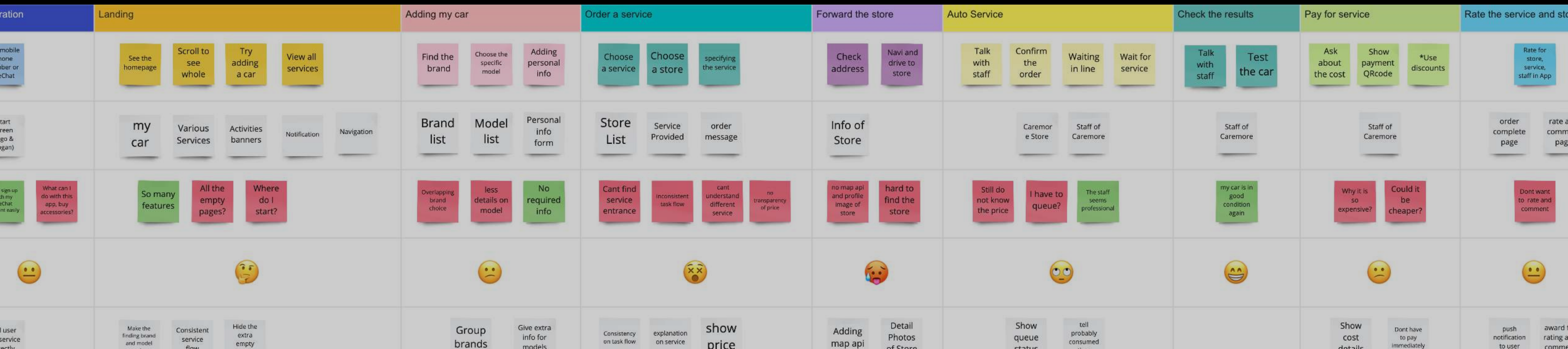
According to feedback collected from users, we do not communicate our values and brand well, they do not know how to use our app, what can we bring to him/her...

Users do not know the service we provided, do not know how to use the app.

RESEARCH

User Journey Map

Knowing users' main problems, we mapped out the current main journey trying to identify the pain points among it.



DEFINE

Considering the limitation of time and resources, we synthesize the findings to focus on the key steps that impact conversion most among the main ordering flow.

Understanding

Don't know what the app is for

Confuse services with other functions

Ordering

Confusing ordering flow

No enough information about stores

Community

No motivation to comment

SOLUTION

Start screen & Homepage

Onboarding experience is vital while Caremore failed to convey users what could they achieved through the app.

Making it easier for users to understand the product was an important part of our redesign.

Tell user our service directly.

Shorten the homepage length from 5x screens down to 2.5x screens by remove some features, which could guide user focus on our core content.

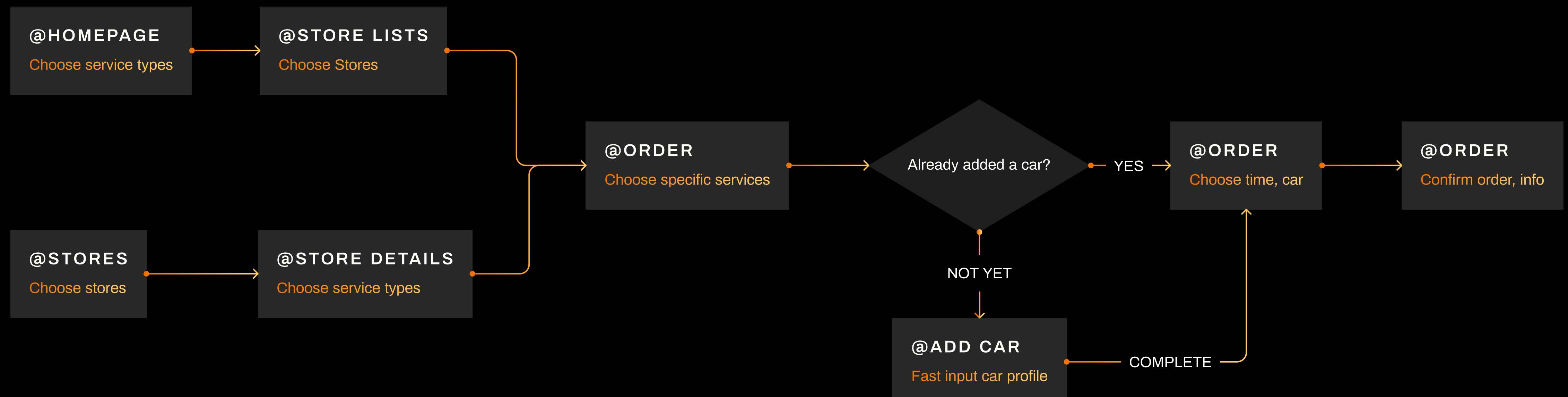


SOLUTION

Ordering Flow

Ordering flow used to be confusing because of inconsistent process among different types of services, intransparency price, and service jargons...

To simplify the complex relations between stores and services provided, we redesign a understandable and unified process for all the services, which let customers to find their need easily, either stores or services.



SOLUTION

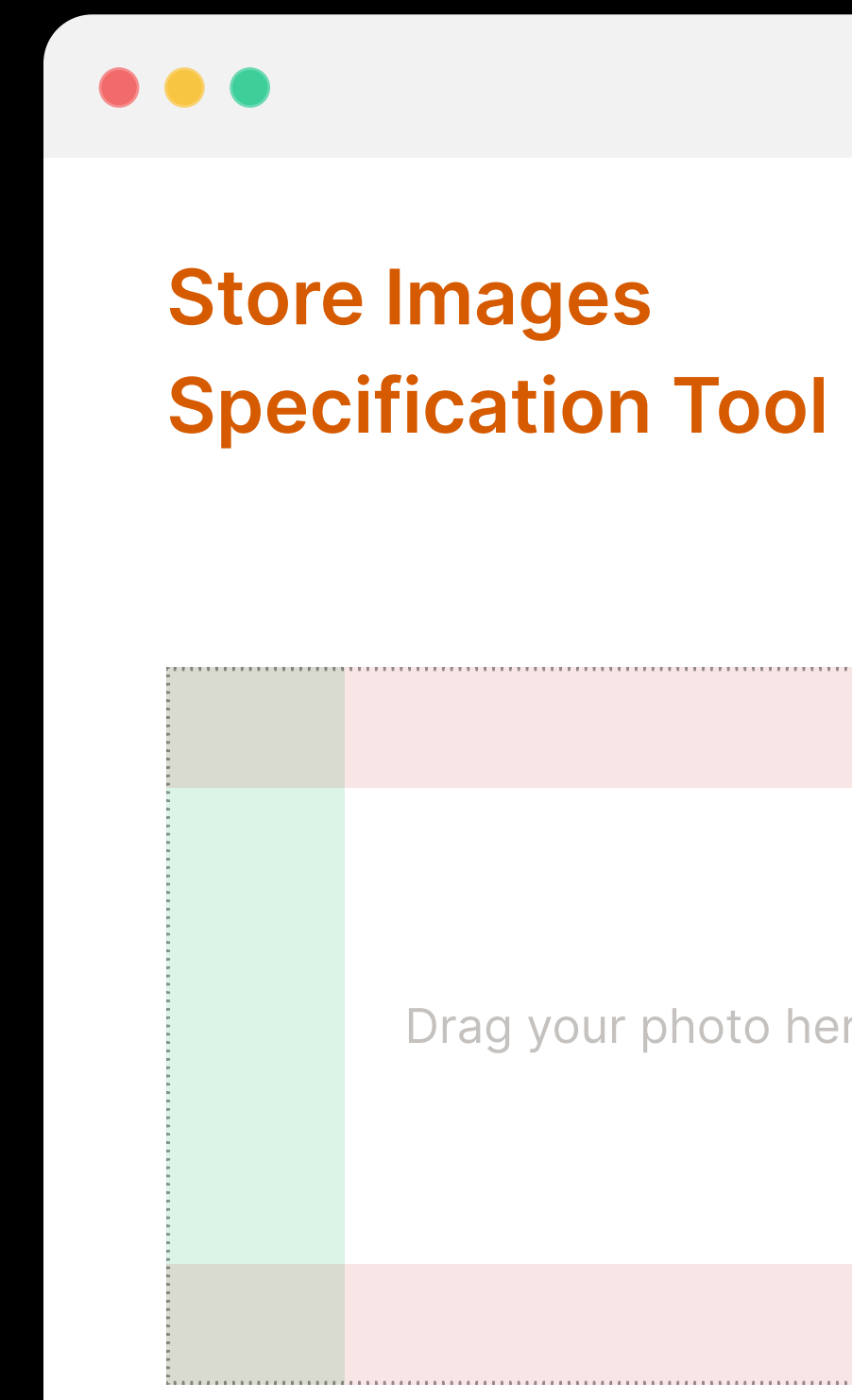
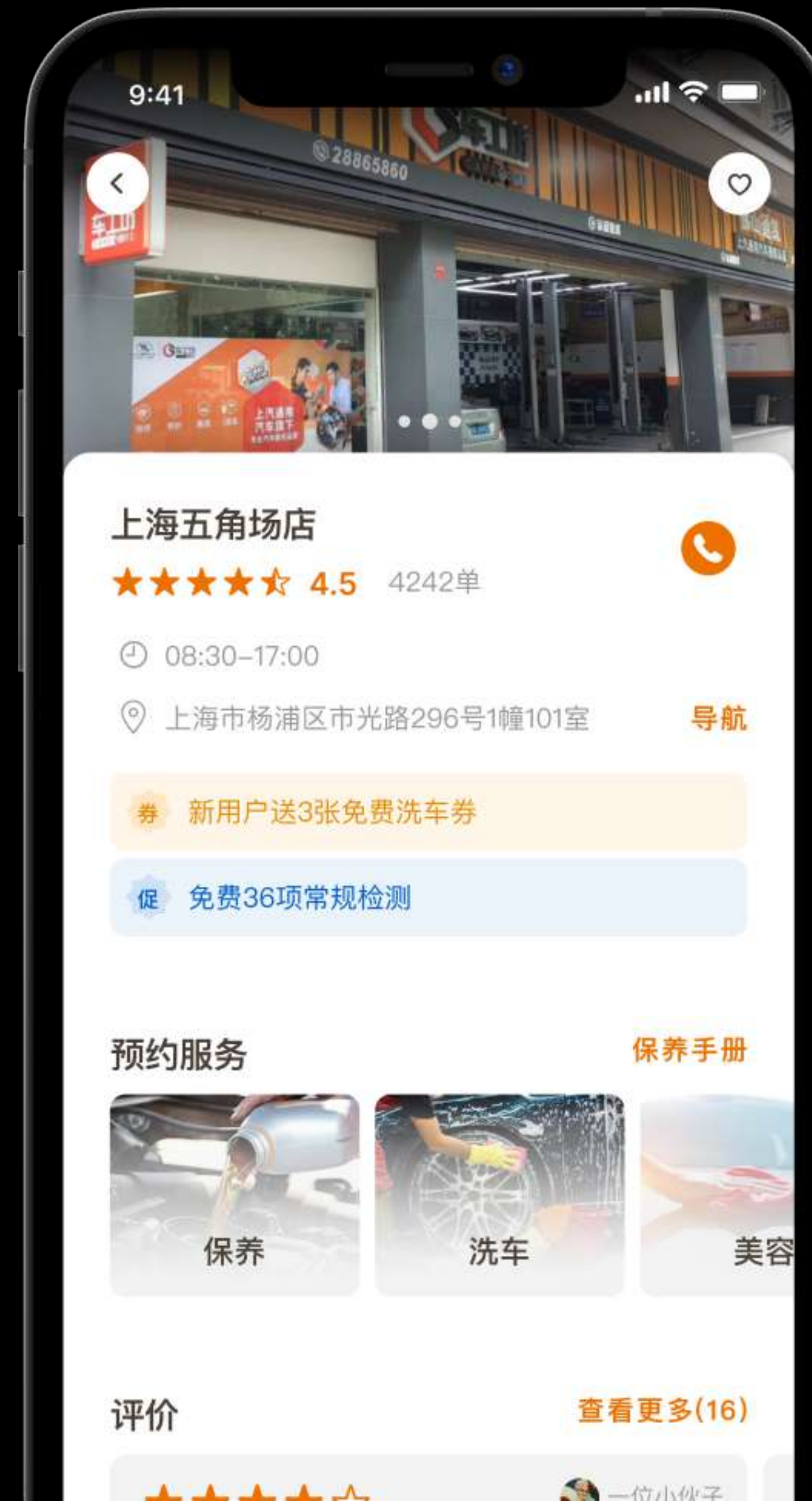
Redesigned Store Detail Page

Stores are key mappings of online to offline scenario. Previous page has following problems:

- ✗ Less attractive images or even no image.
- ✗ Service entrance is not showed at first.

We place service entrance on the first screen to make it prominent, and set picture for each service to make them understandable easily.

Then we design a tool for stores to help them modify and upload more attractive photos easily.



SOLUTION

Visual Style

Redesign a clean visual tone that is consistent with our value “clean service” to differentiates our product from competitors.

Rebuild and maintain design system.

Competitors' visual style



Our products' visual style



SOLUTION

Final solution after several iterative prototypes.

机油更换服务
正品原厂机油
汽车血液，唤醒动力

2020/11/10-2020/11/30 [立即报名](#)

精致洗美服务
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深圳万兴店

★★★★☆ 4.5 4242单


🕒 08:30-17:00

📍 深圳市罗湖区宝安北路3003号 [导航](#)

券 新用户送3张免费洗车券

促 免费36项常规检测

预约服务 [保养手册](#)



门店

📍 上海

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 上海万兴五角场店 [促券](#) 2

上海市杨浦区市光路296号1幢101室

★ 4.5 1829单

[保养](#) [洗车](#) [美容](#) [钣金喷漆](#)



OUTCOMES

After releasing, the key metrics has improved.

15% ↑

Order Conversion Rate has increased 15% on average due to flow optimization.

60%

60% stores have uploaded photos that meets the specifications to attractive more customers.

*Data has been desensitized

AFTER THOUGHTS

Be a system thinker

In the process, I've learned that as a platform for stores and customers, Caremore should take service-provider's needs into account rather than just focus on customers'.

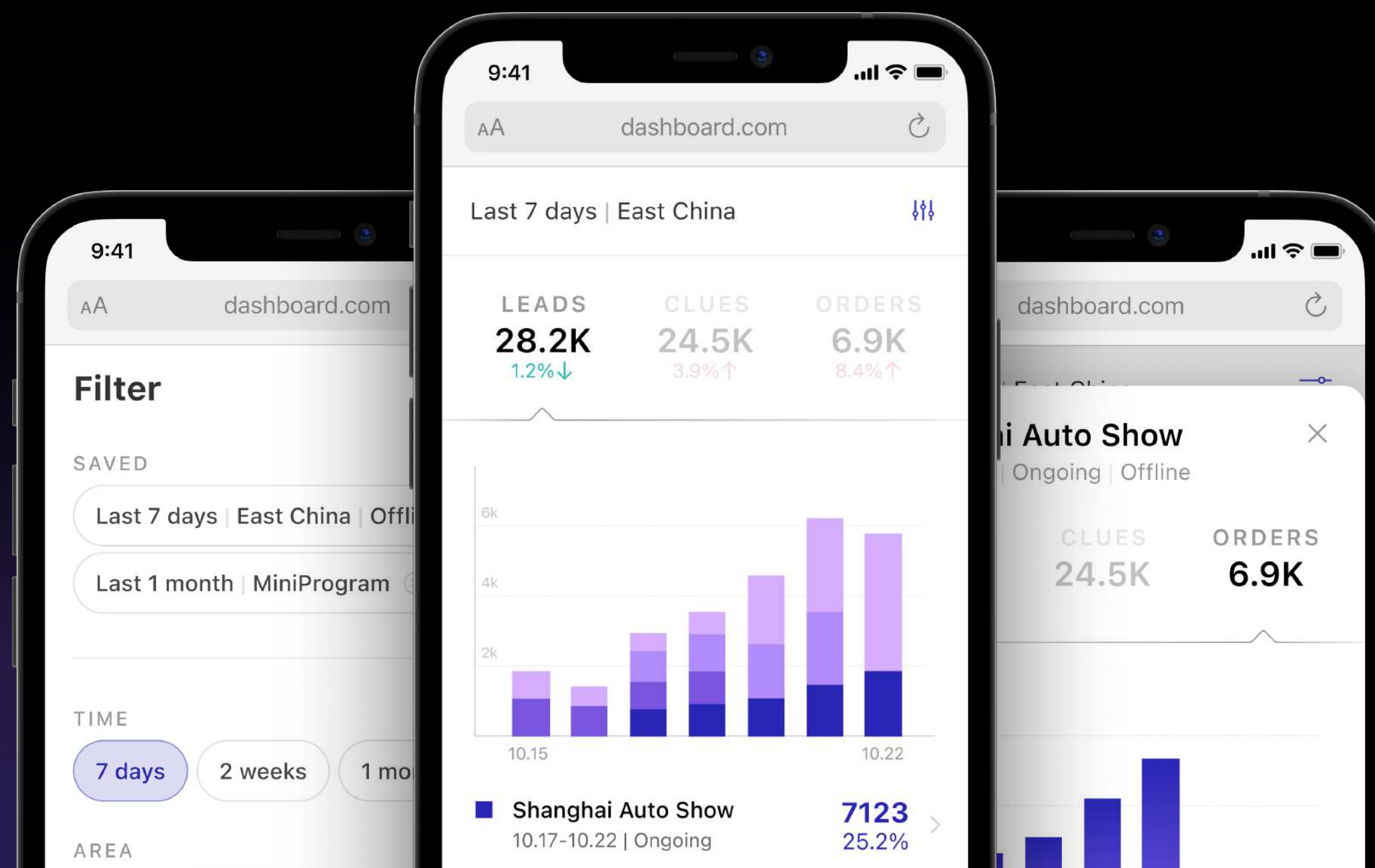
Besides, there're more stakeholders in the complex business system, ig third-party accessories providers, backstage staff, and so on. App is just an important part connecting multiple sides.

Understanding how bigger system works will help to build a element that could fit in which.

HUMAN HORIZONS

Sales Dashboard H5

Dashboard to track marketing performance on mobile



INTRO

Challenge

This is an internal H5 sales dashboard designed for executives of Human Horizons to help them access data and analyze marketing campaigns' performance efficiently.

Team

1 Designer, 1 Engineer

My role

UI/UX design

Duration

2 months

Process

Research, Ideate, Prototype

RESEARCH

What we got first is an unclear requirement: build a fancy internal dashboard for their bosses, and they already have a workable prototype.

1. Requirement Gathering

Facing unclear requirements, I first talked with staff who responsible for the product to figure out who are the users of this product and what's users' goals.

After asking several why, I got the answer:

Their mid-level management want to track sales performance.

2. User Interview

After the primary contact, I got an opportunity to talk with one of the end-users, Jun, VP, to deeply understand his work and his current experience.

Some of the questions are:

- What does your working day look like generally?
- Why you need such a product?
- When and how you might use it?
- How will you feel when you use it?
- What kinds of data are helpful?

.....

SYNTHESIZE & SPECIFY

I synthesized the findings and make a persona to specify the problems and to align the whole team before proceeding.



Jane Lee

49 | male | VP of Tech

- Vision loss due to age
- Busy days full of meetings.
- Participates in strategic decisions for marketing.
- Use mobile phone more.
- Social need.

.....

Specific Requirements

- **Able to find connections between marketing campaigns and relevant data in multiple dimensions easily.**
- **Save time on accessing and analyzing data**
- ***Cool enough to show to others on some social occasions.**

IDEATE

Brainstorm with clients.

We did a brainstorm to find out how to better save time on acquiring information from data. Here're some of what we've came up with:

- Show last time visited details directly
- Easy to filte the various dimentions of marketing campaigns, including area, time, channel, and so on.
- Able to save commonly used filter.
- Voice control to find data directly.

.....



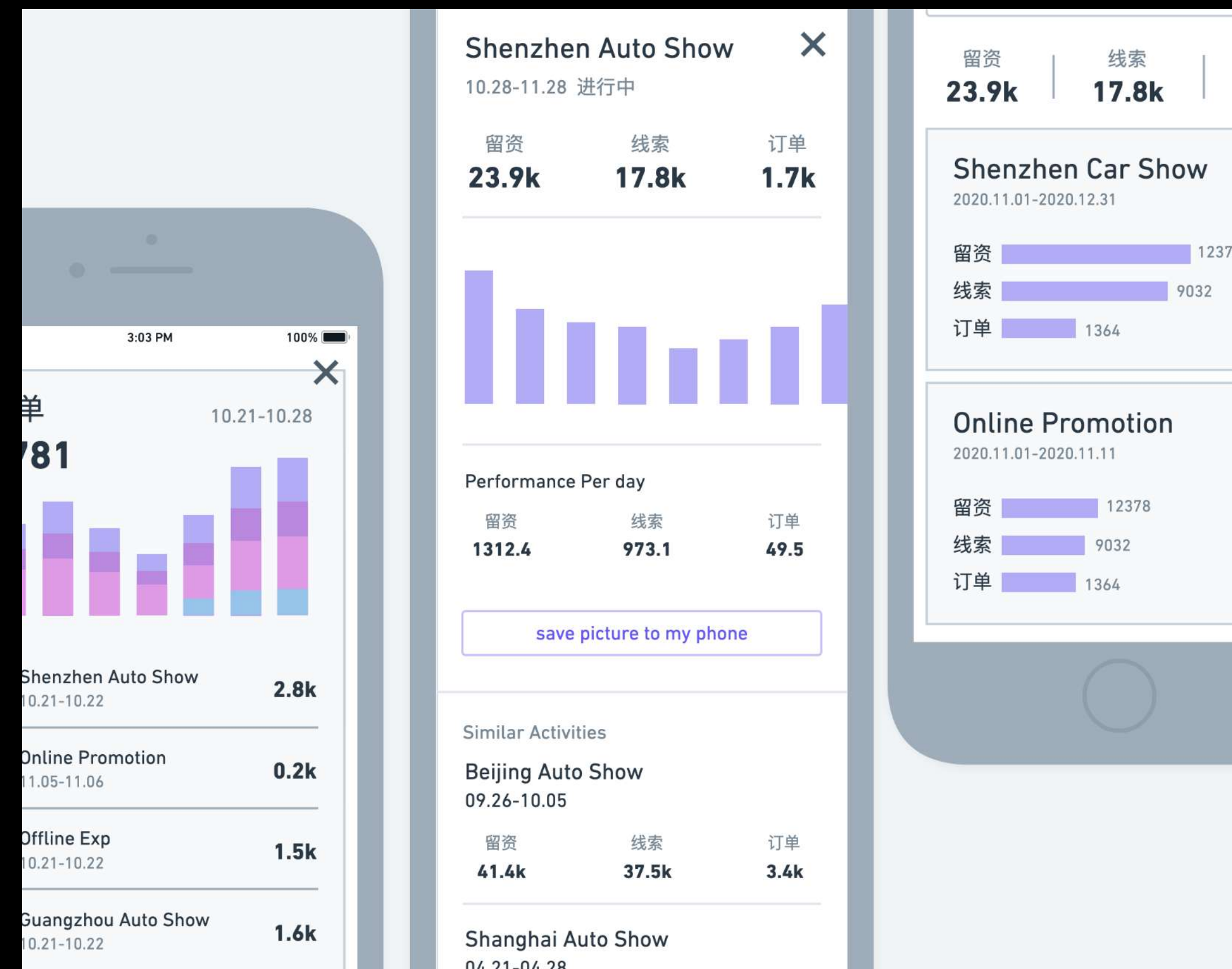
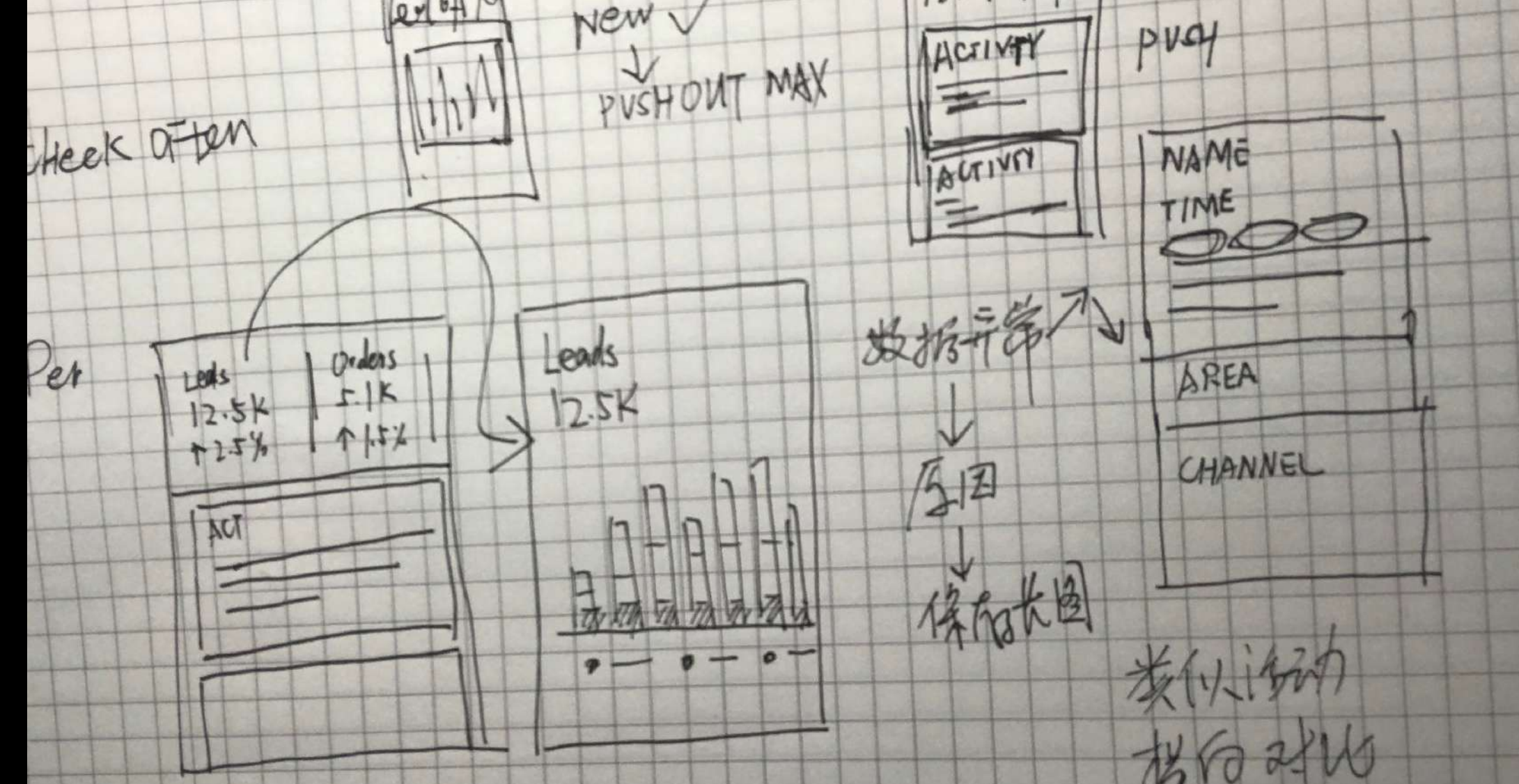
PROTOTYPE

Test with the user

We scaled down to 2 patterns, then prototyped them and test them:

- Show overview first then details
- Show activities-based details directly

After testing with Jun, we found the former one makes him confused. So we choose the latter to continue.



SOLUTION

Final solution after several iterative prototypes

Welcome to HiPhi Marketing Dashboard

Enter your account

CONTINUE

Last 7 days | East China

| LEADS | CLUES | ORDERS |
|----------------|----------------|---------------|
| 28.2K 1.2%↓ | 24.5K 3.9%↑ | 6.9K 8.4%↑ |

10.15 10.22

- Shanghai Auto Show
10.17-10.22 | Ongoing
7123
25.2%
- HiPhi Promotion Week
10.15-10.19 | End
4798
17.0%
- Online Sales
10.17-10.22 | Ongoing
3913
13.9%
- Not from activities
Natural Source
12389
43.9%

Shanghai Auto Show

10.17-10.24 | Ongoing | Offline

| LEADS | CLUES | ORDERS |
|-------|-------|--------|
| 24.5K | 24.5K | 6.9K |

10.15 10.24

Performance Per Day

| LEADS | CLUES | ORDERS |
|-------|-------|--------|
| 5.2K | 3.7K | 1.2K |

Filter

SAVED

- Last 7 days | East China | Offline
- Last 1 month | MiniProgram

TIME

- 7 days
- 2 weeks
- 1 month
- 2 months

AREA

- All
- East China
- South China
- West China

CHANNEL

Performance

LEADS 5.2K

SAVE F

SIMILAR ACT

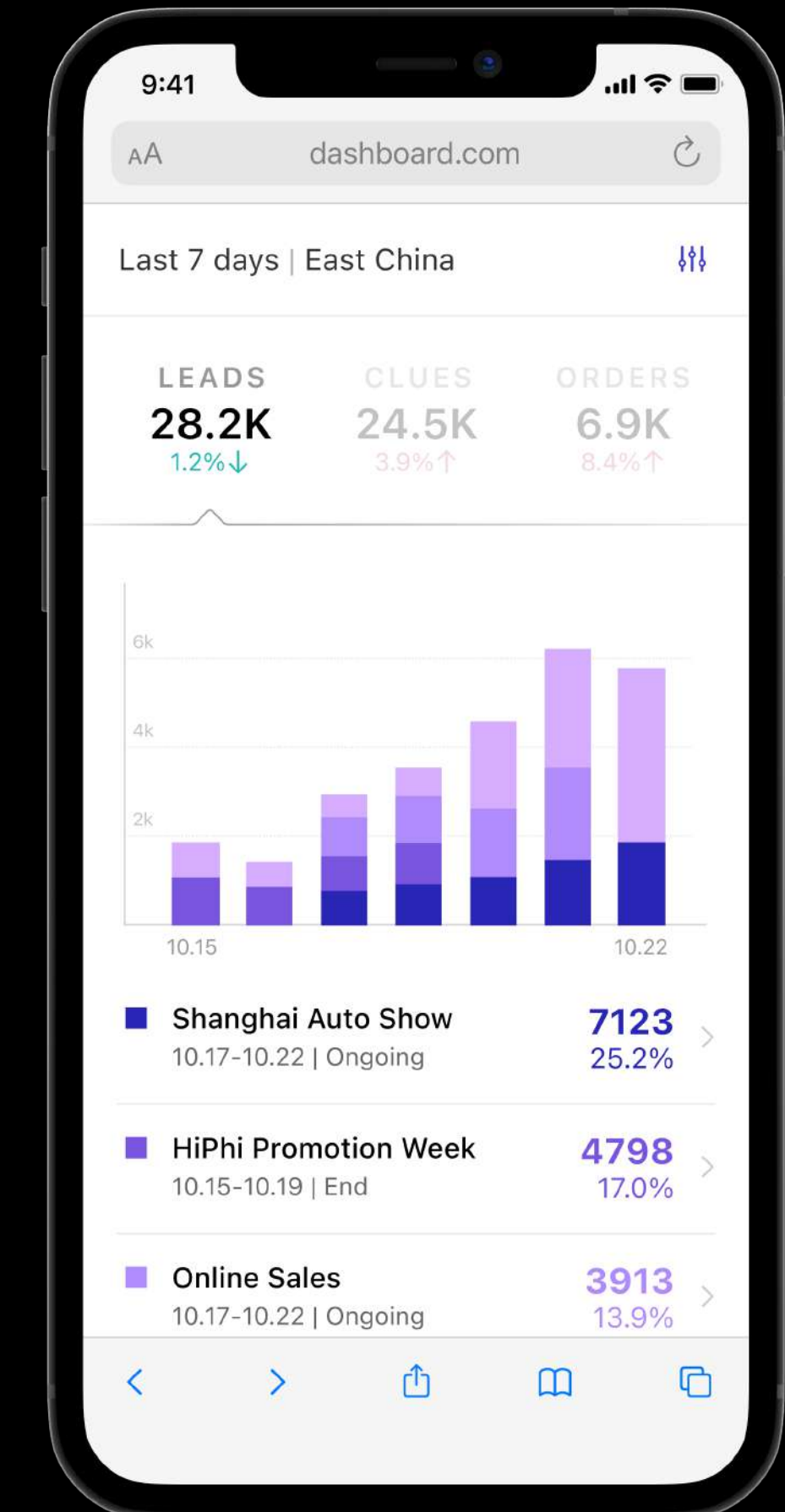
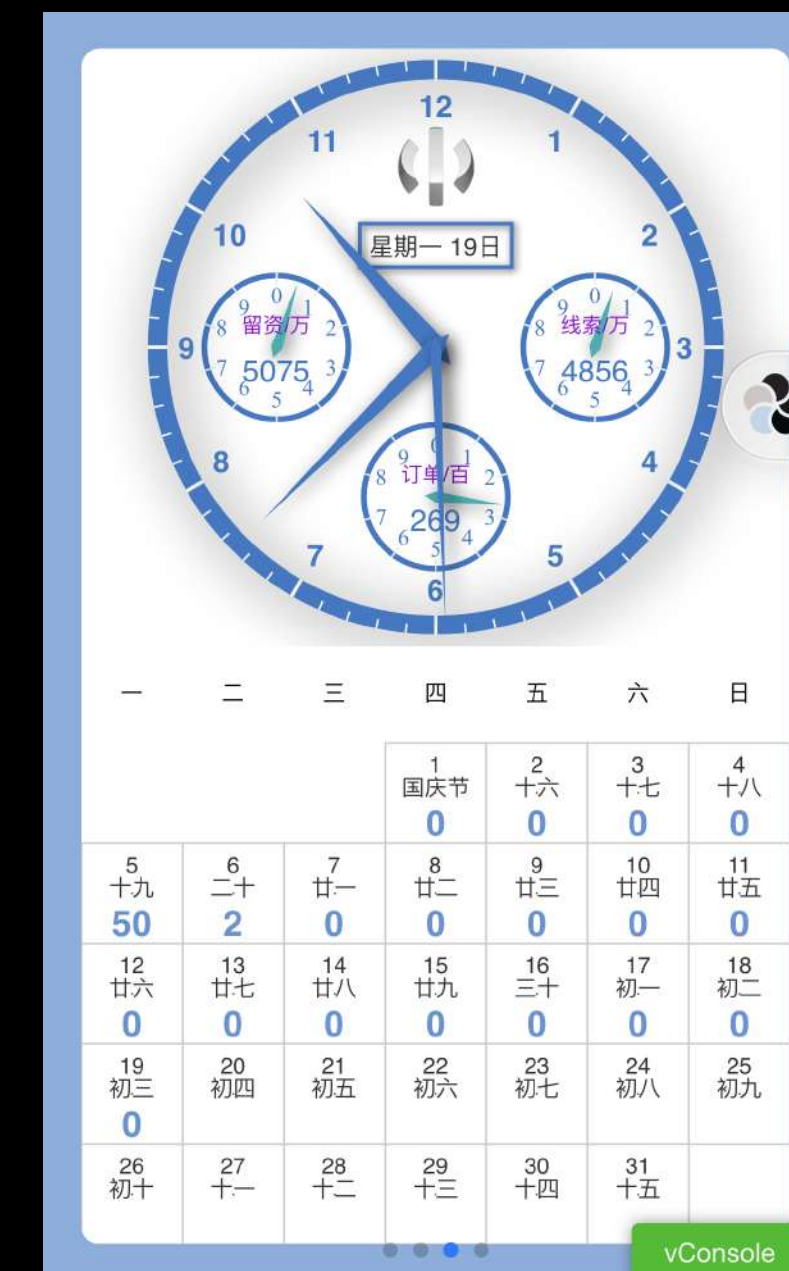
- Shenzhen Auto S
10.01-10.05 | End
LEADS 22.8K
- Beijing Auto S
09.26-10.05 | End
LEADS 25.4K
- Beijing Auto S
07.24-08.02 | End
LEADS 18.9K

SOLUTION

Final solution after several iterative prototypes

Efficient Homepage

To get maximum efficiency, I redesign the homepage for improving the signal-to-noise ratio, and make it more intuitive by shows key data and possible manipulation directly.

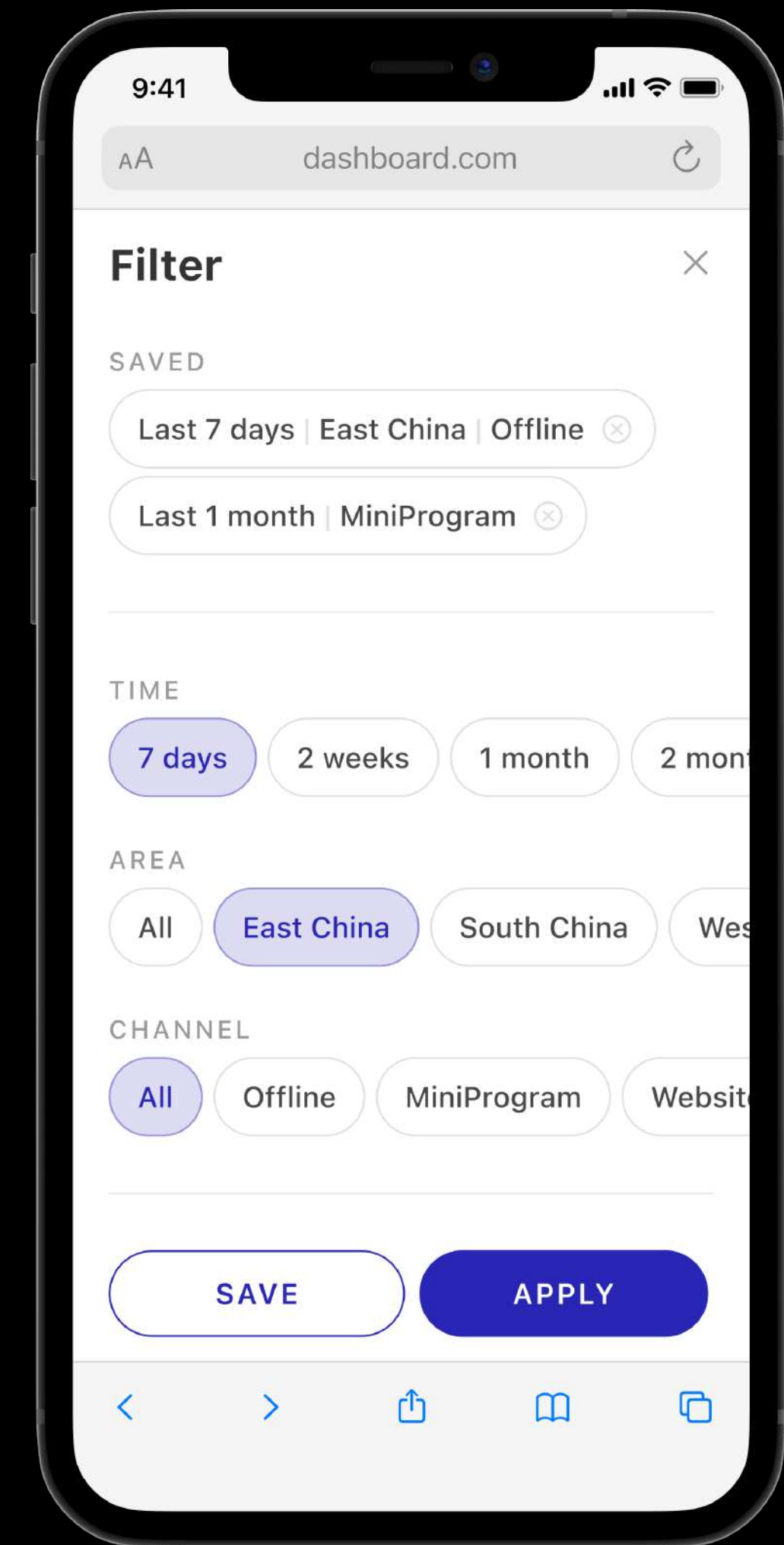


SOLUTION

Final solution after several iterative prototypes

Filters

Adding feature of filtering gives user option for their own needs of data. Besides, user could save commonly used options to filter more quickly.

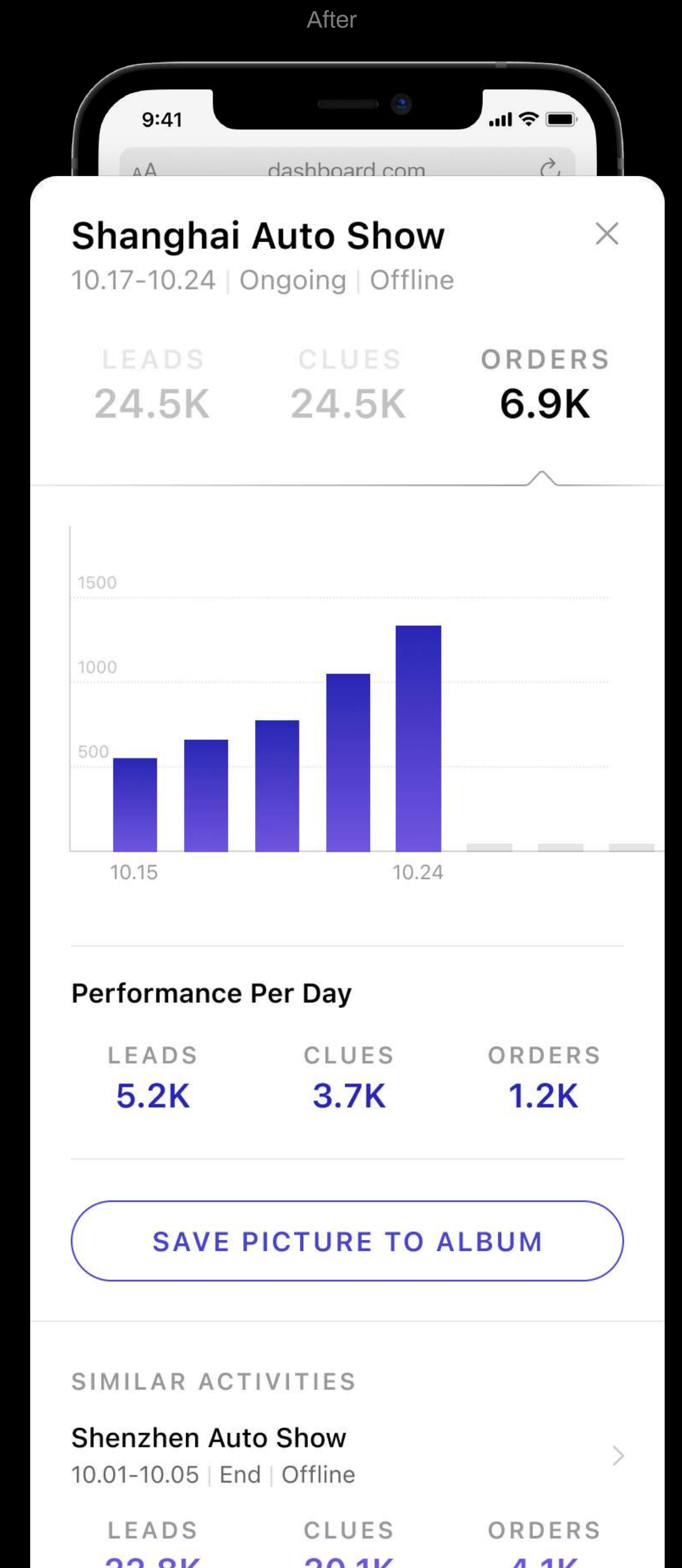


SOLUTION

Final solution after several iterative prototypes

Details, less but more.

- A modal sheet view to let users know the situation.
- Reduce useless redundant details, and use the most intuitive type, bar chart, to present data.
- Adding a section showing similar activities to help horizontal comparison.
- Able to download data as long-picture to album.

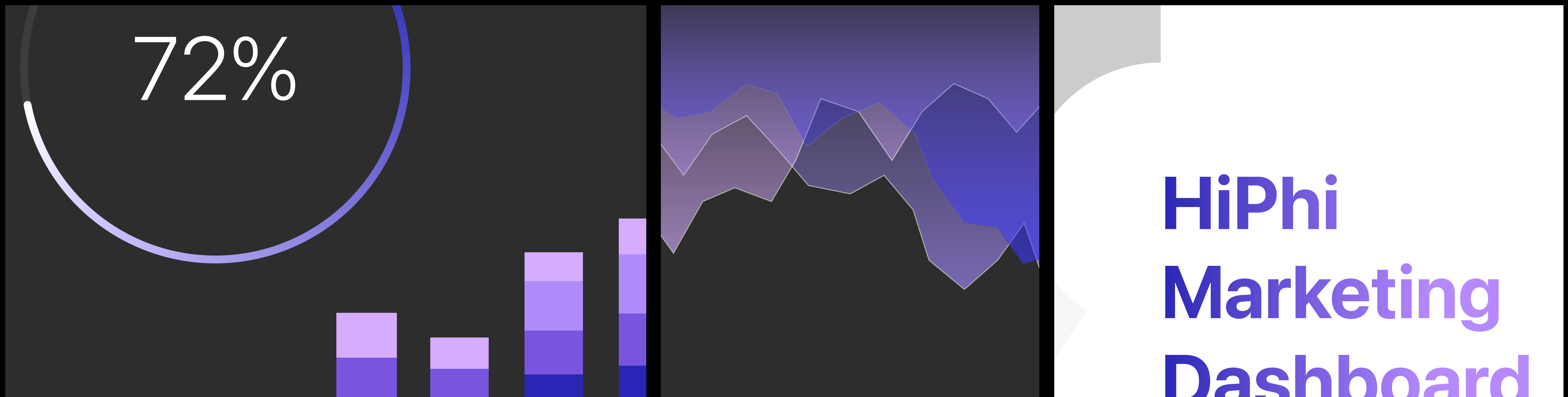


SOLUTION

Final solution after several iterative prototypes

A visual style consistent with brand

Initially, I applied purple tones with a dark background to create a high-end and cool atmosphere. However, after testing, we found that might be unfriendly to 50-year-olds who may have vision loss. So we changed to a light background with dark purple tone at last.



SOLUTION

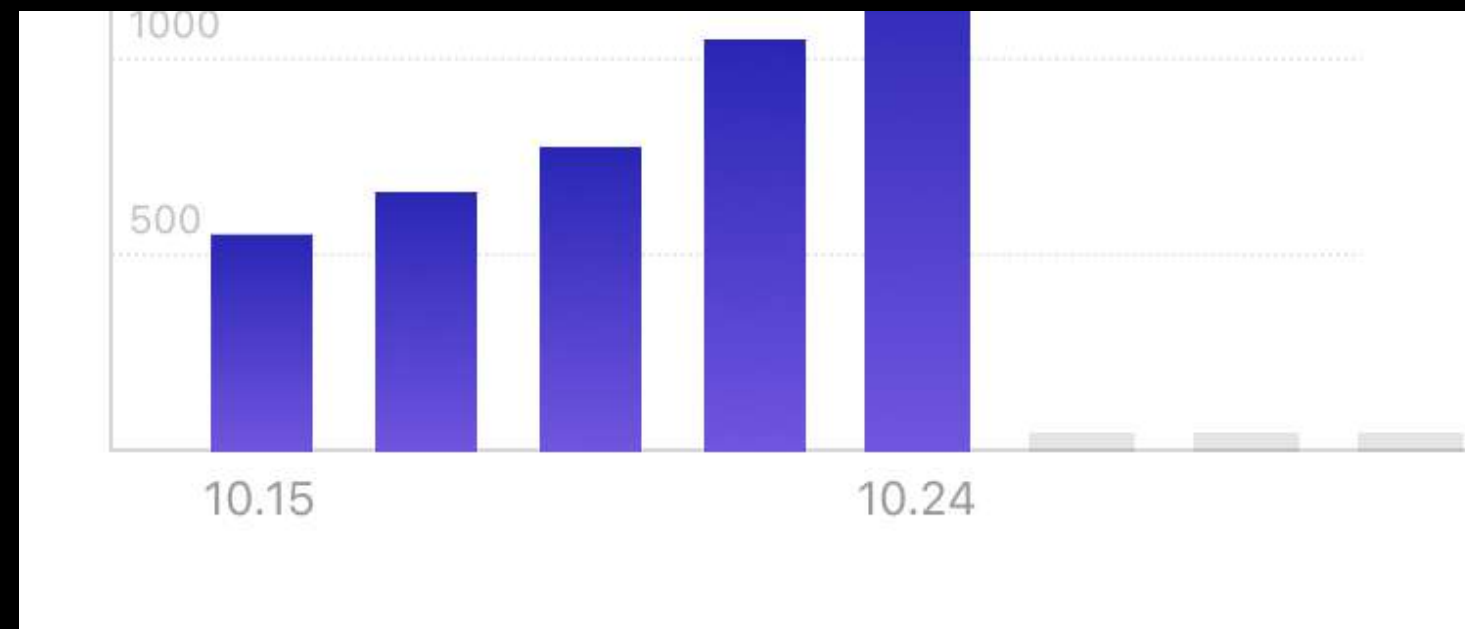
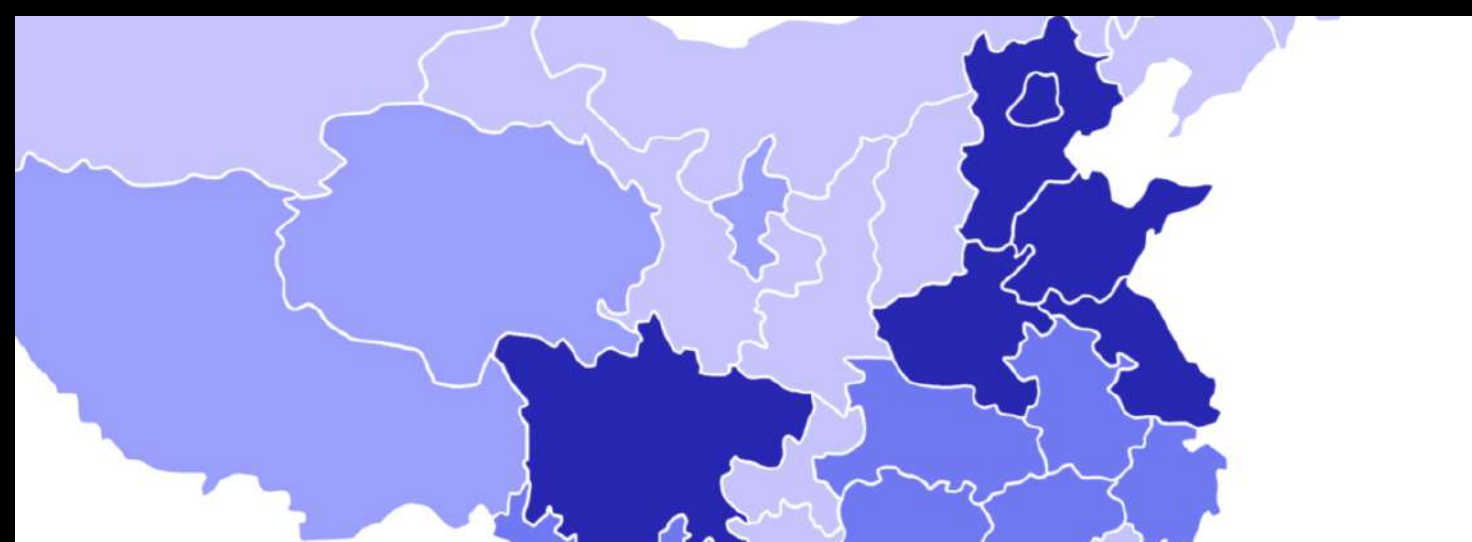
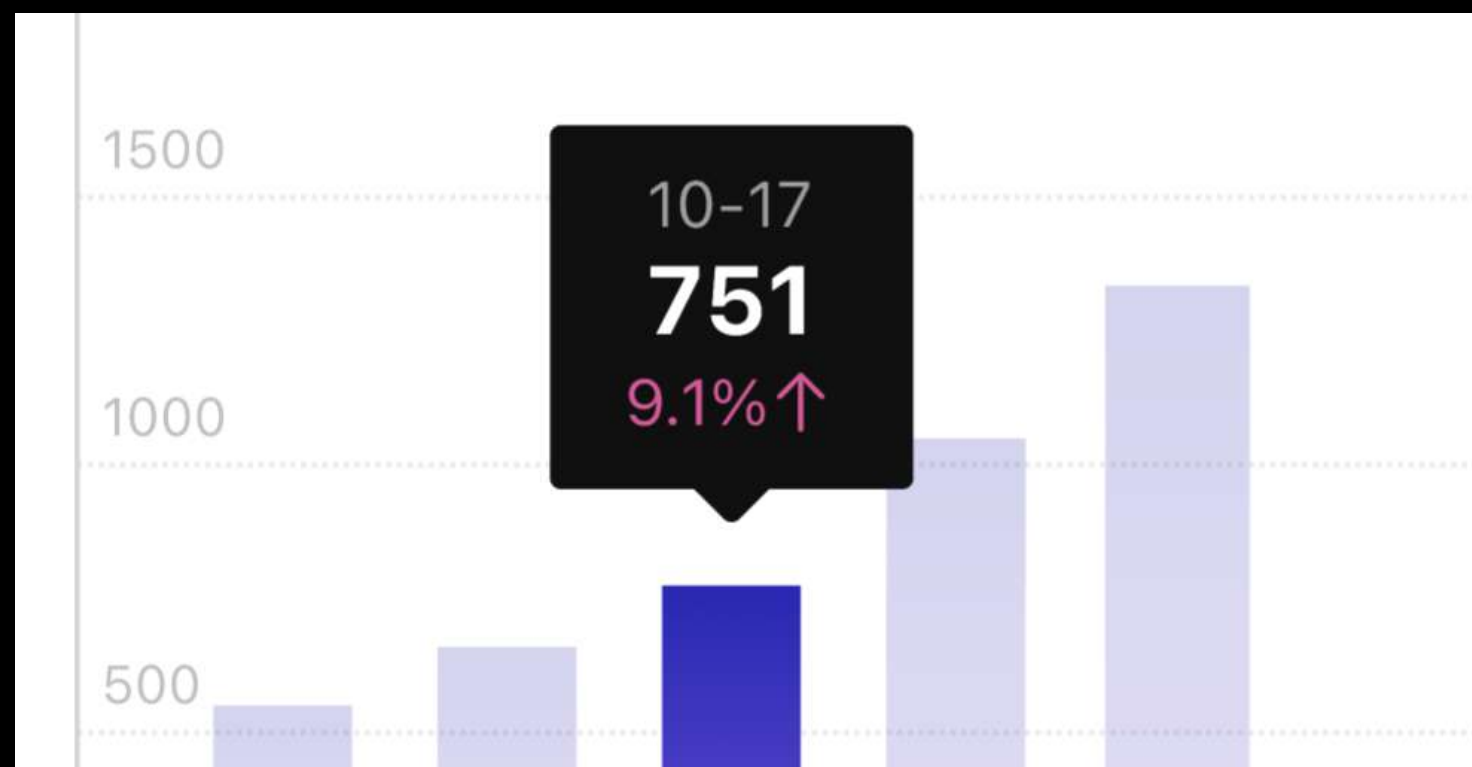
Final solution after several iterative prototypes

TIME

7 days 2 weeks 1 month 2 months

AREA

All East China South China West China



Performance Per Day

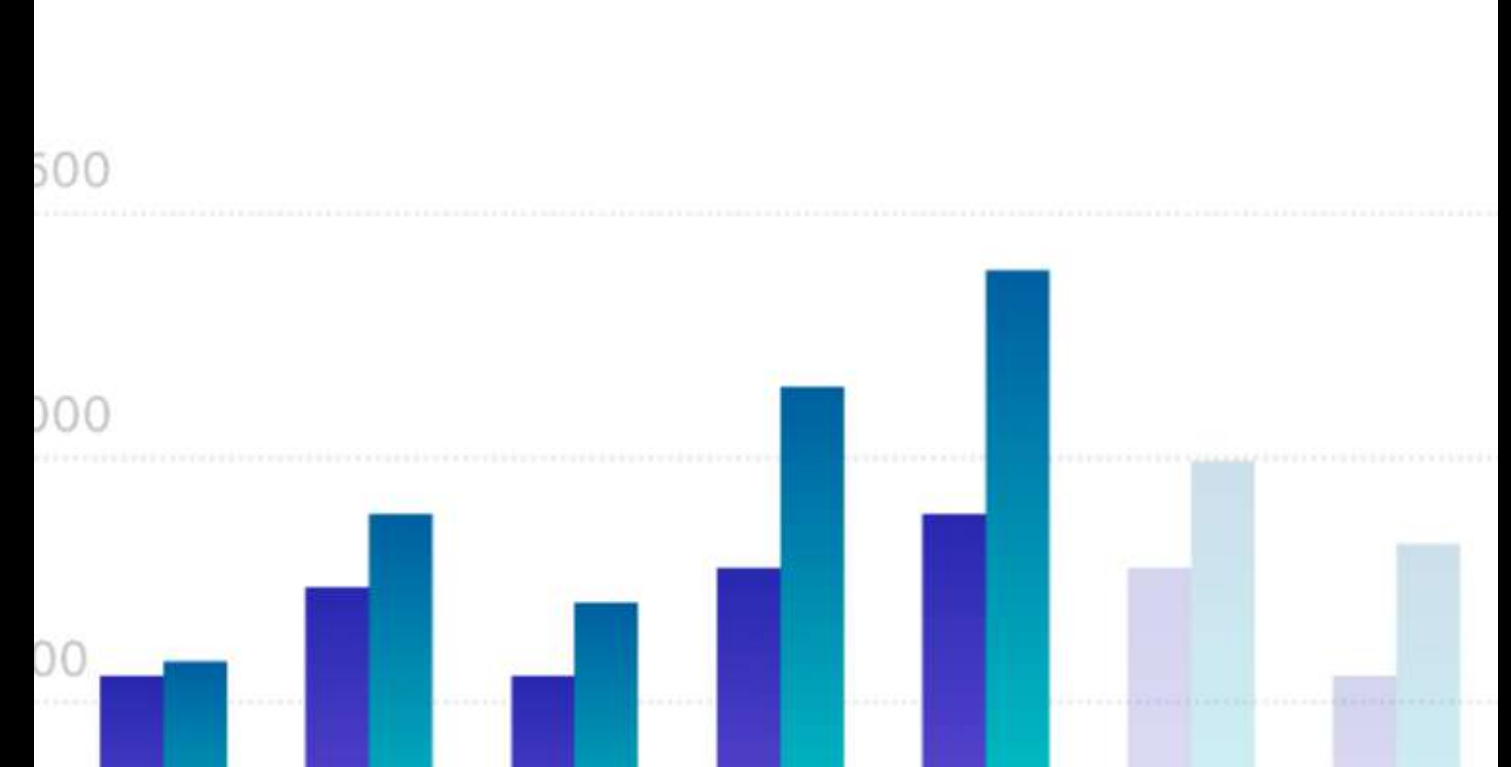
| LEADS | CLUES | ORDERS |
|-------------|-------------|-------------|
| 5.2K | 3.7K | 1.2K |

SAVE PICTURE TO ALBUM

SIMILAR ACTIVITIES

Shenzhen Auto Show
10.01-10.05 | End | Offline

| LEADS | CLUES | ORDERS |
|-----------------------|-----------------------|----------------------|
| 28.2K 1.2%↓ | 24.5K 3.9%↑ | 6.9K 8.4%↑ |



4-seat model 6-seat model

AFTER THOUGHTS

Show your expertise

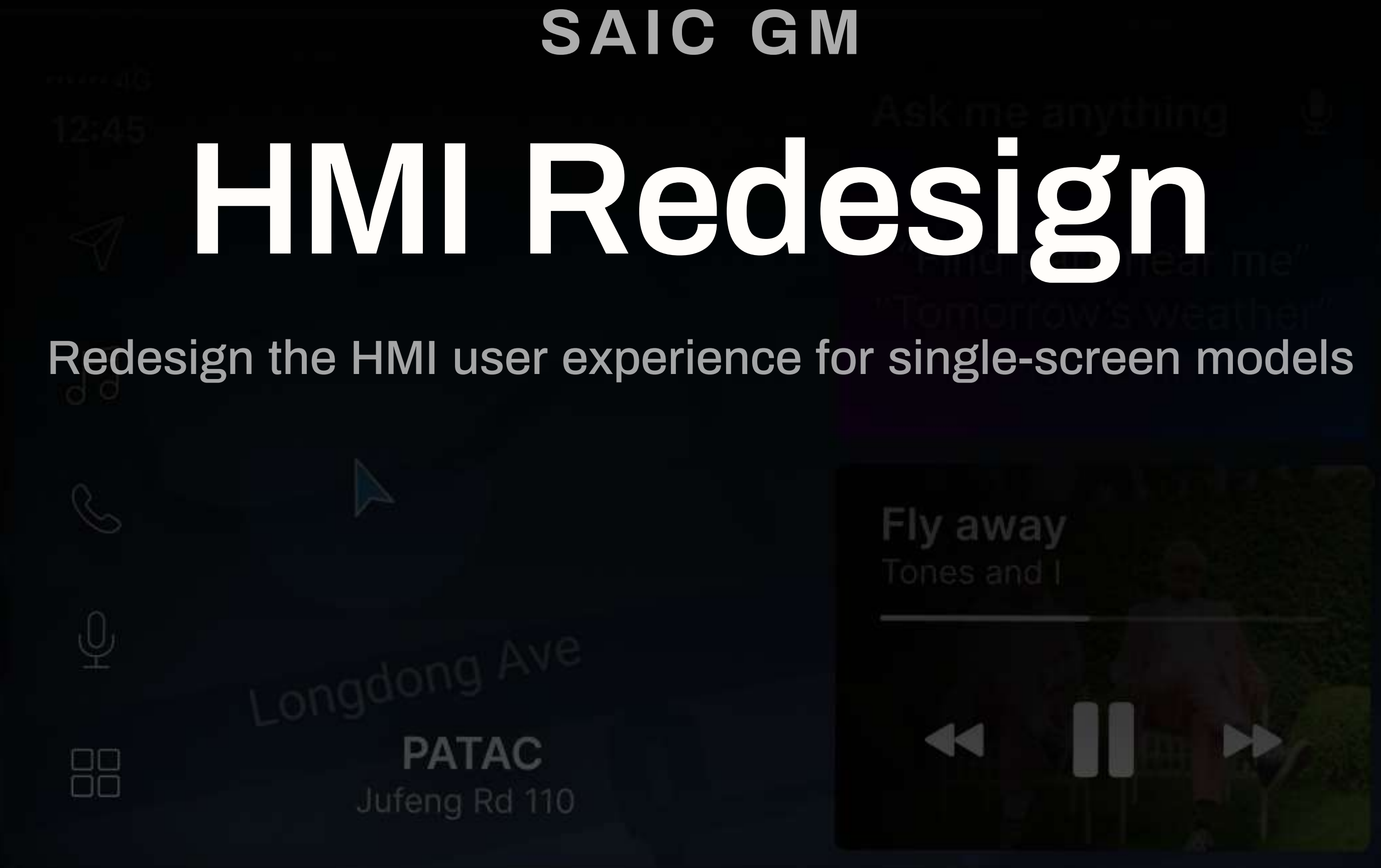
At the beginning of this project, our client already has a model with some fancy effects, like cubic transition-effects, a big real-time clock...

However, some of these ideas might come from nonprofessional perspectives, as designers who expertise in the design field and advocate for end-users, it's our responsibility to communicate with them about their unrealistic thoughts and provide professional solutions.

SAIC GM

HMI Redesign

Redesign the HMI user experience for single-screen models



INTRO

Challenge

SAIC GM hopes that we will design a new HMI UI for the single-screen models of its current product line. Request to deliver a conceptual design plan.

Team

1 BA, 1 Designer

My Role

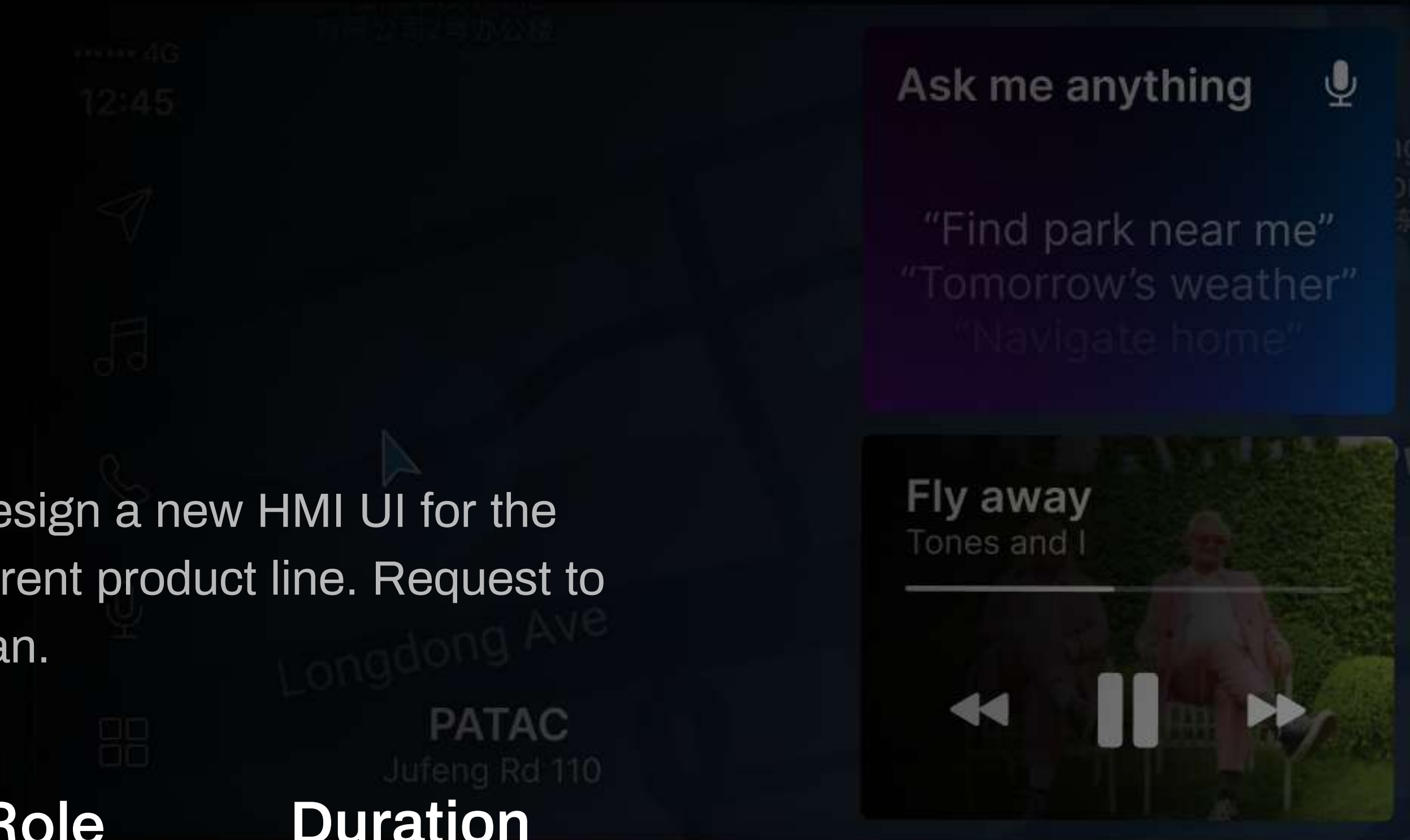
UI/UX design

Duration

2 weeks

Process

Research, Ideate, Prototype



RESEARCH

The first step is to find out what's wrong with current HMI

Competitive Analysis

At first, we researched competitors' successful patterns includes IDrive, Mbox, Car Play, android auto, carlife. Mainly focus on navigation, map, media, and their whole visual language.

User interview

I reach out to 2 owners of SGM models via an online auto community because they posted complaining about the bad experience of the HMI system.

Our conversation including topics like navigation, music, and voice interactions.



RESEARCH

Findings are synthesized to three main categories below:

Needs while driving

- Desire to know routes and traffic condition clearly at most time.
- Driving makes people tired, some media entertainment are needed.

Uses of HMI

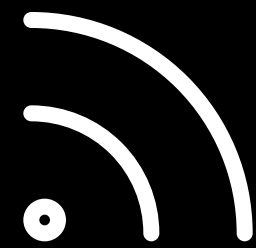
- Connect to phone via carplay
- Play music or podcast that stored in phone via Bluetooth
- Video streaming when reverse
- Call or answer

Pain points

- HMI has slow or no response due to bad hardware and network connection
- Extra steps needed to connect phone to HMI
- Unclear information architecture
- Info in mobile phone is hard to scan

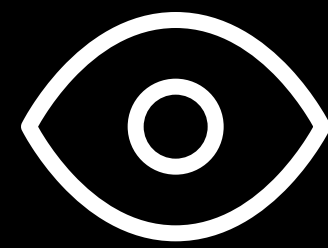
DEFINE

According to the findings, the current HMI could be improved in these aspects:



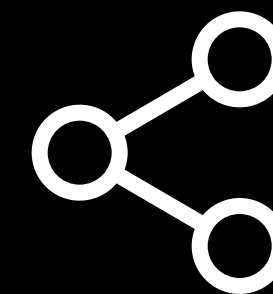
Slow response & connectivity

Bad network connection and slow feedback drives users crazy, which also requires user more efforts and attention to operate.



Accessibility of Info

Users tend to scan rather than view information while driving. It's important to make information easily glanceable, especially navigation.



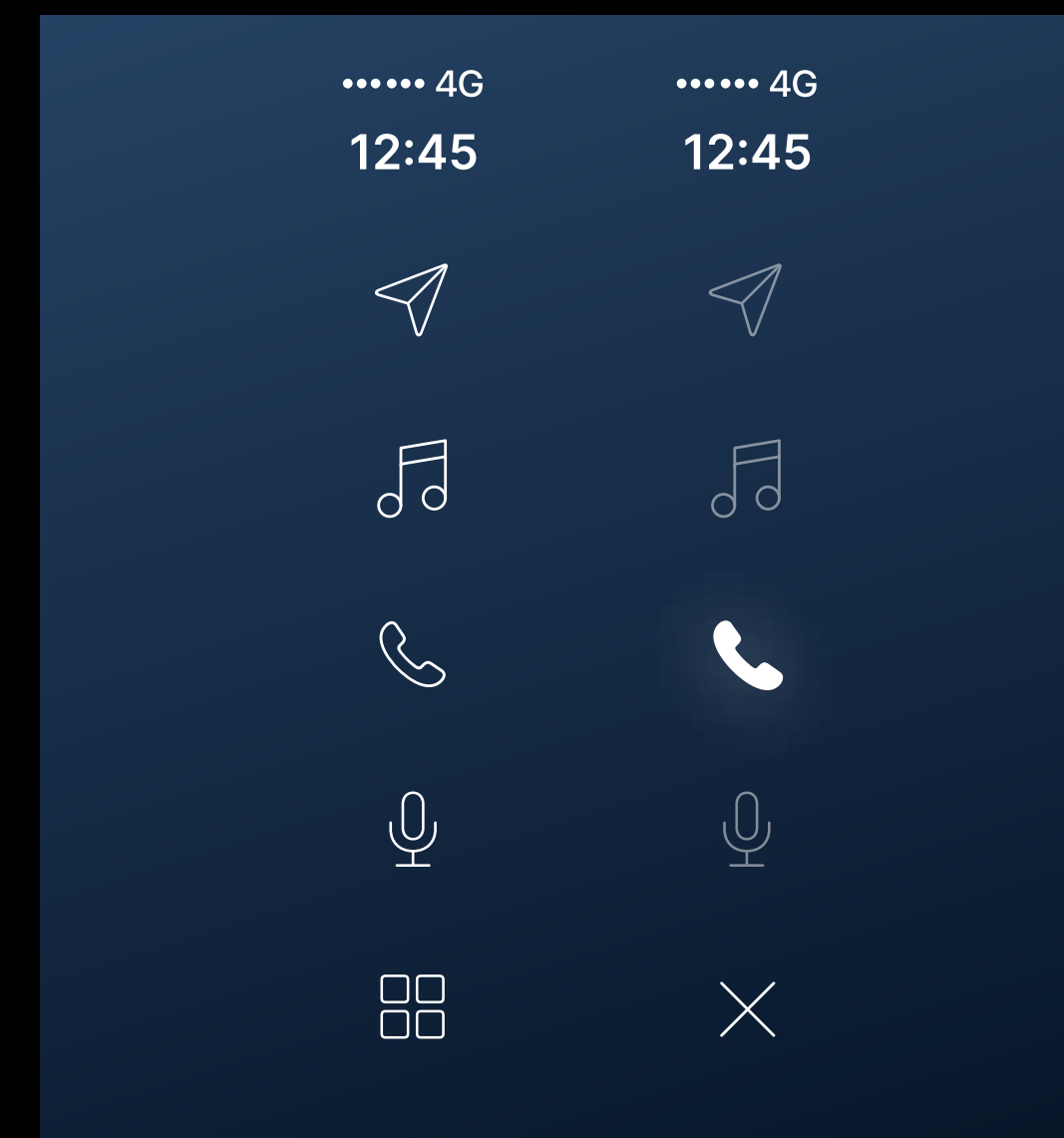
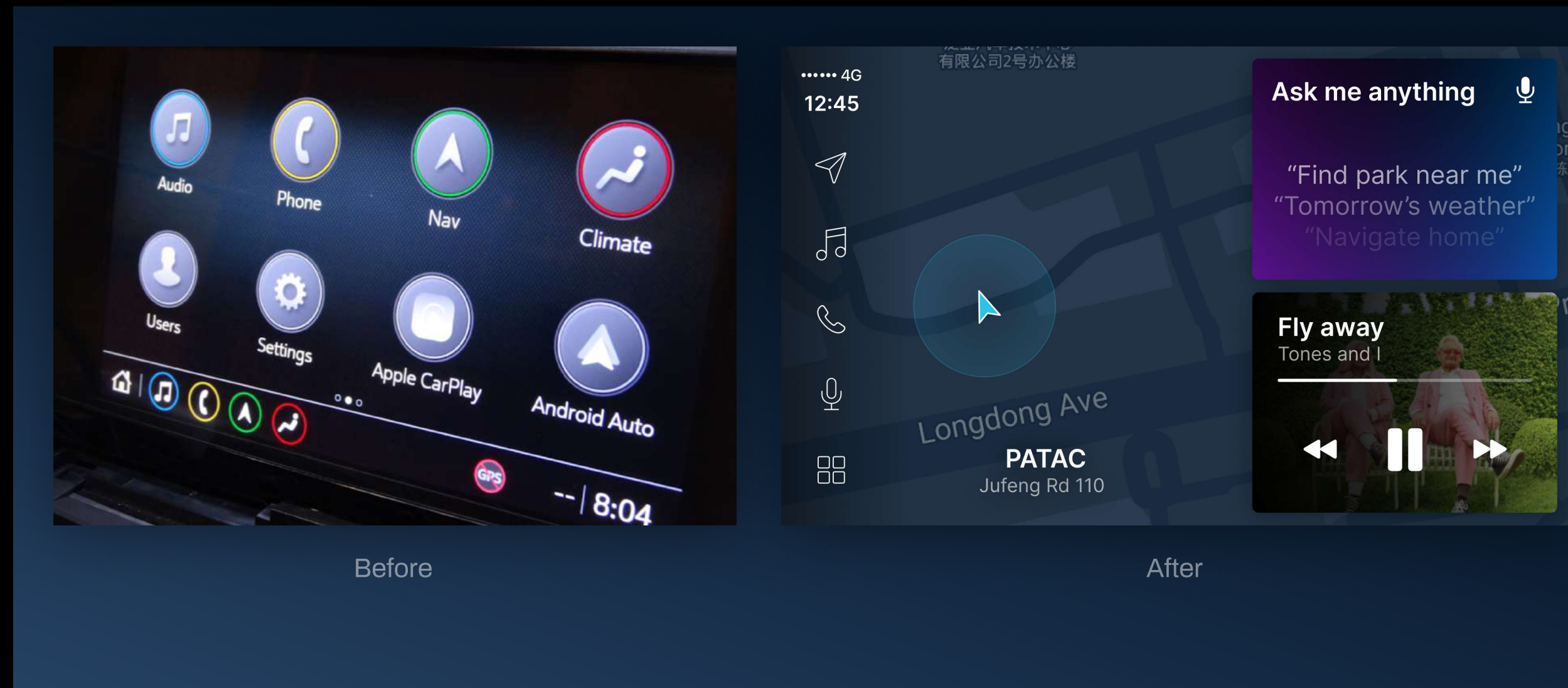
Information Architecture

The current version of HMI has the same patterns as the smartphones that include a home screen and full-screen app view, whereas not suited for driving.

SOLUTION

Less-level information architecture

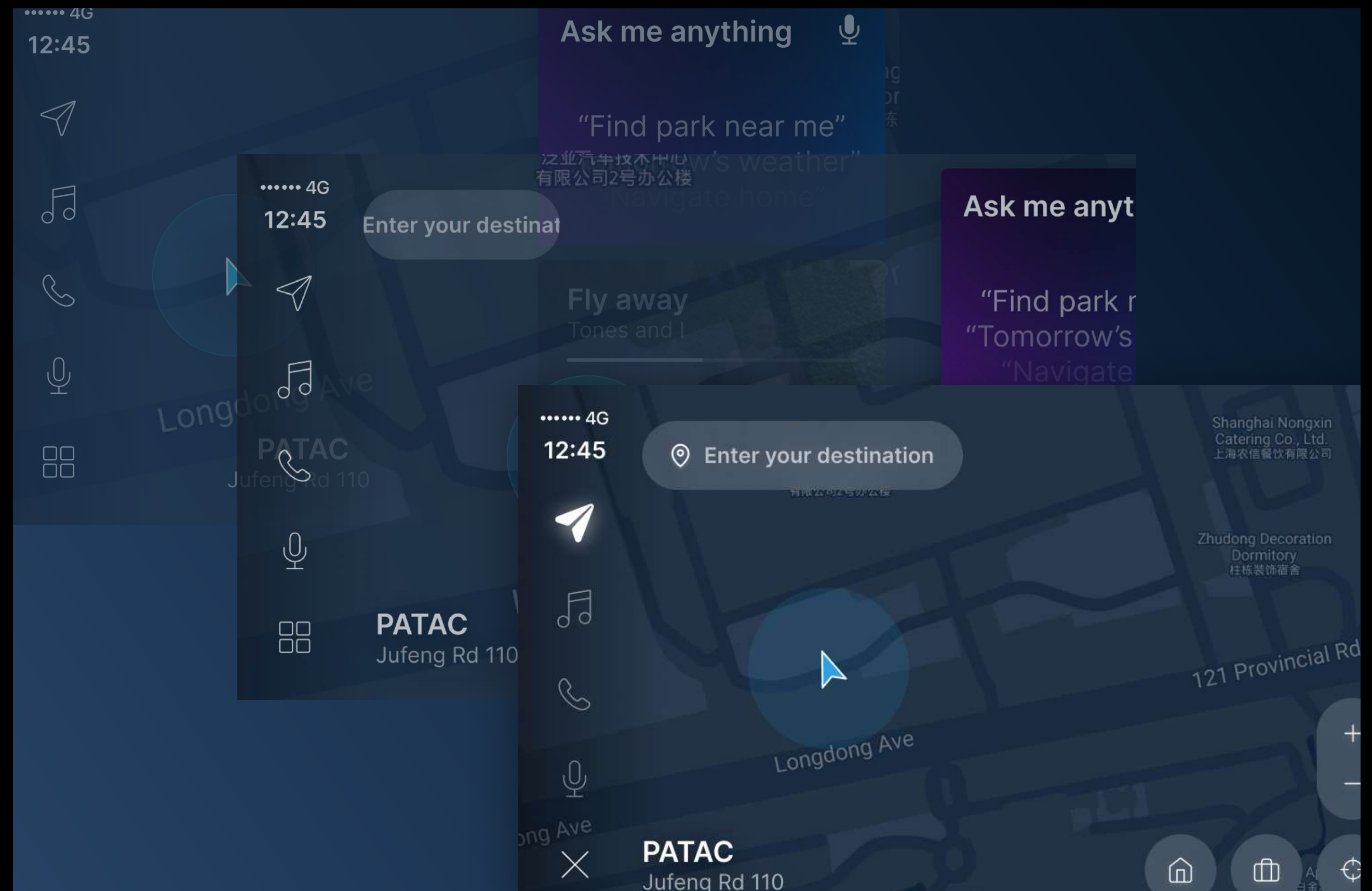
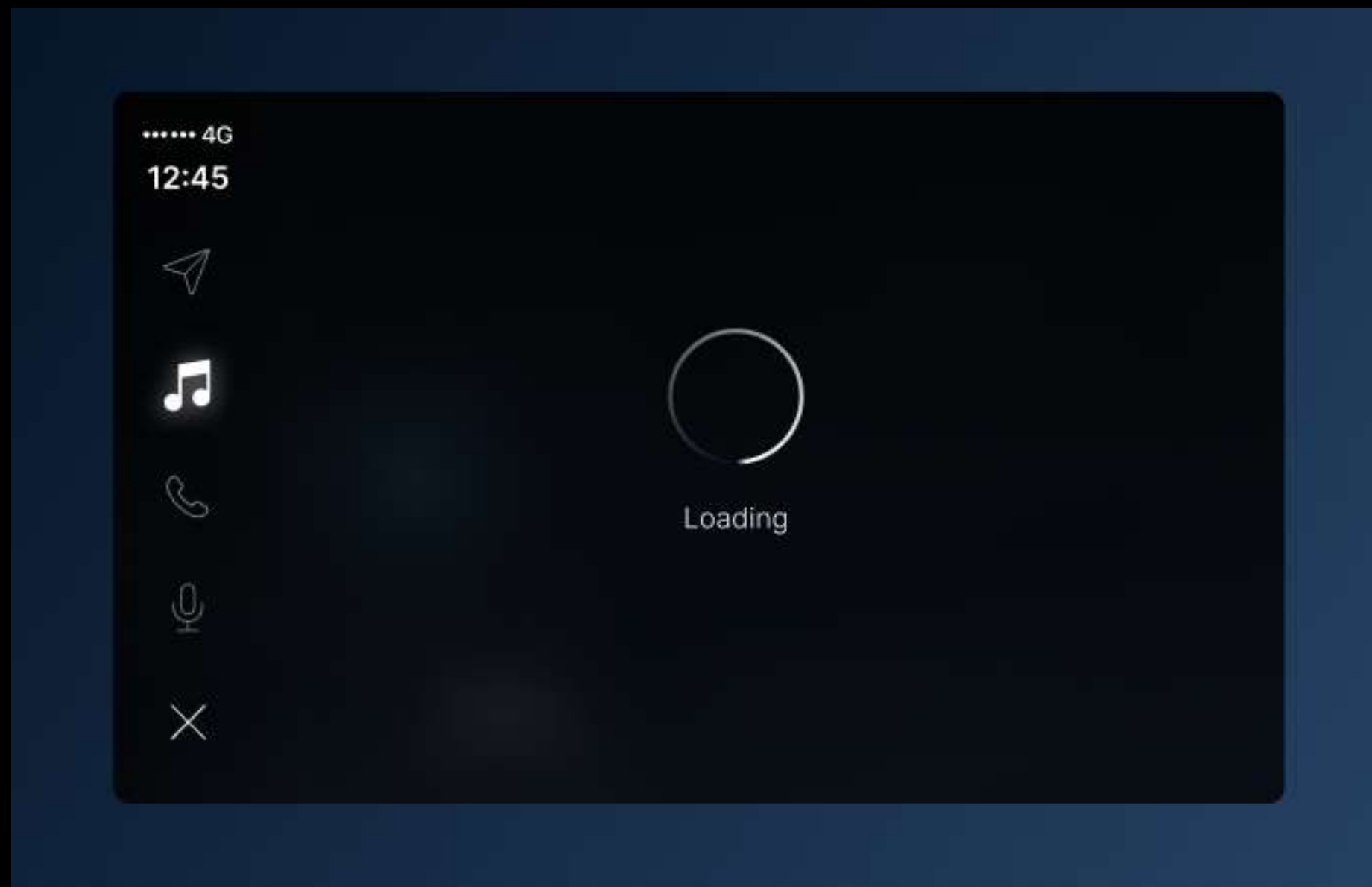
- Redesign the global navigation according to Fitts' Law.
- Home screen also shows information rather than just menus.
- Flat information architecture makes it easy to switch.



SOLUTION

Clearly loading status & transitions

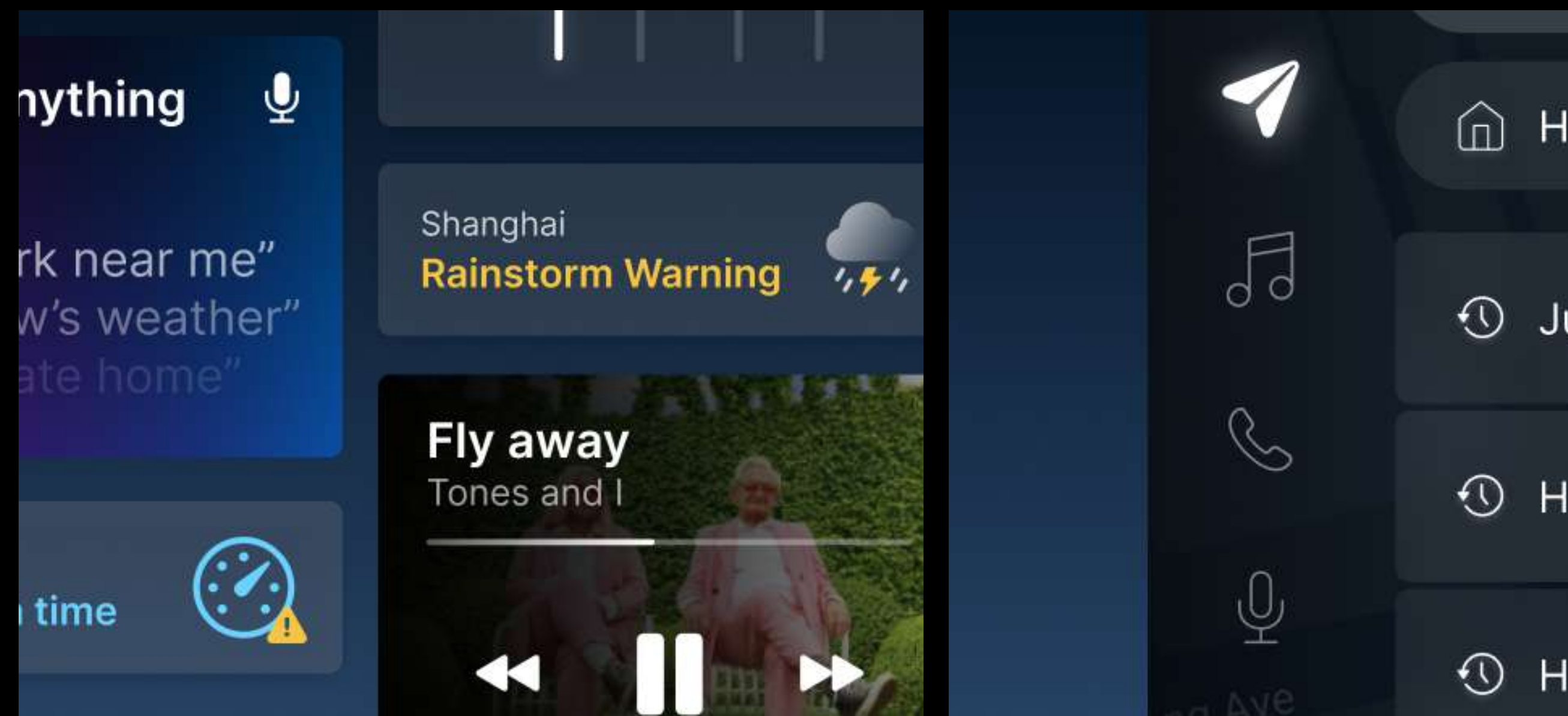
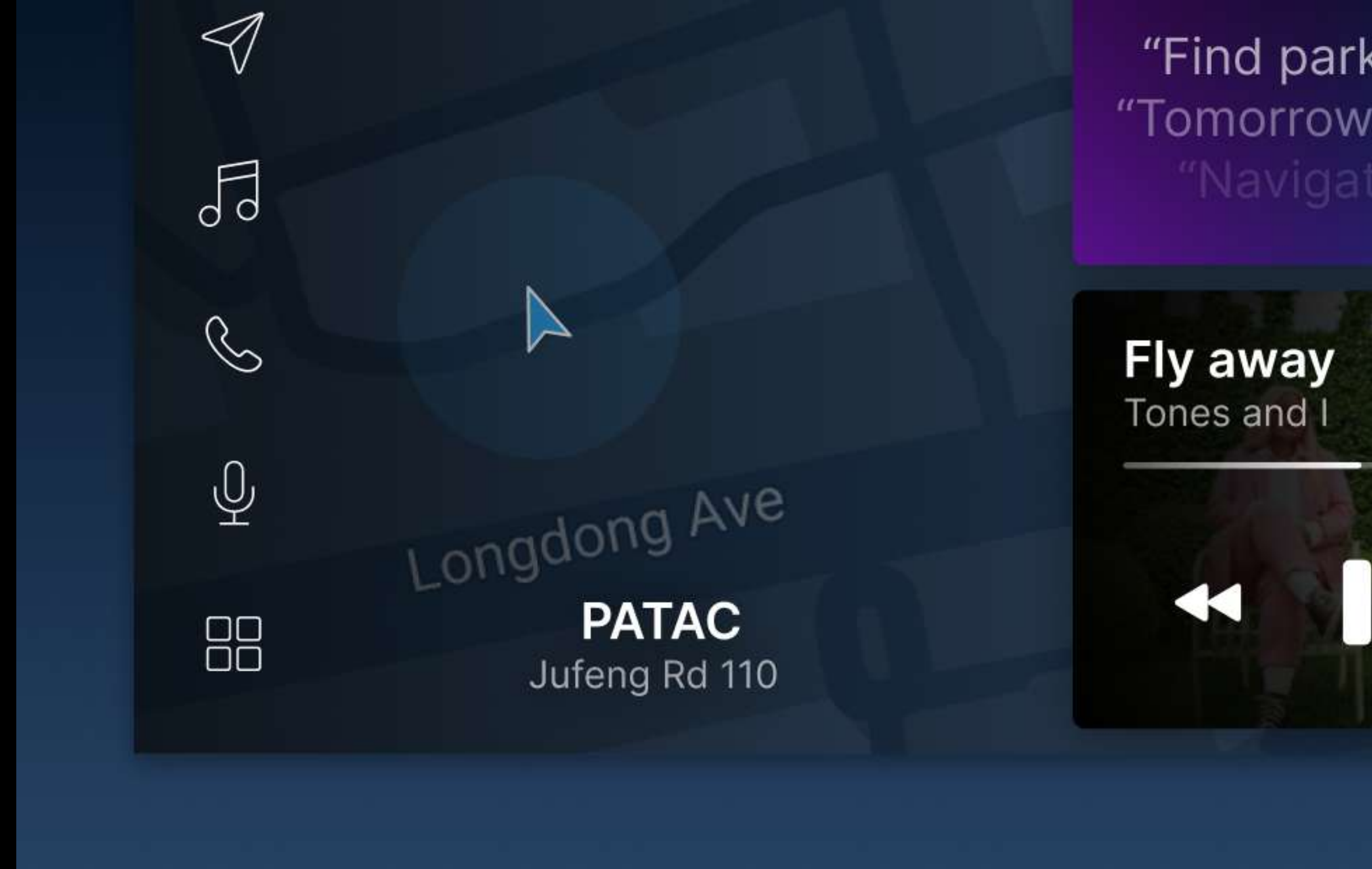
- Adding clear loading status and transitions could moderate users' perception of slow response to avoid repeat actions that might make the system break down.



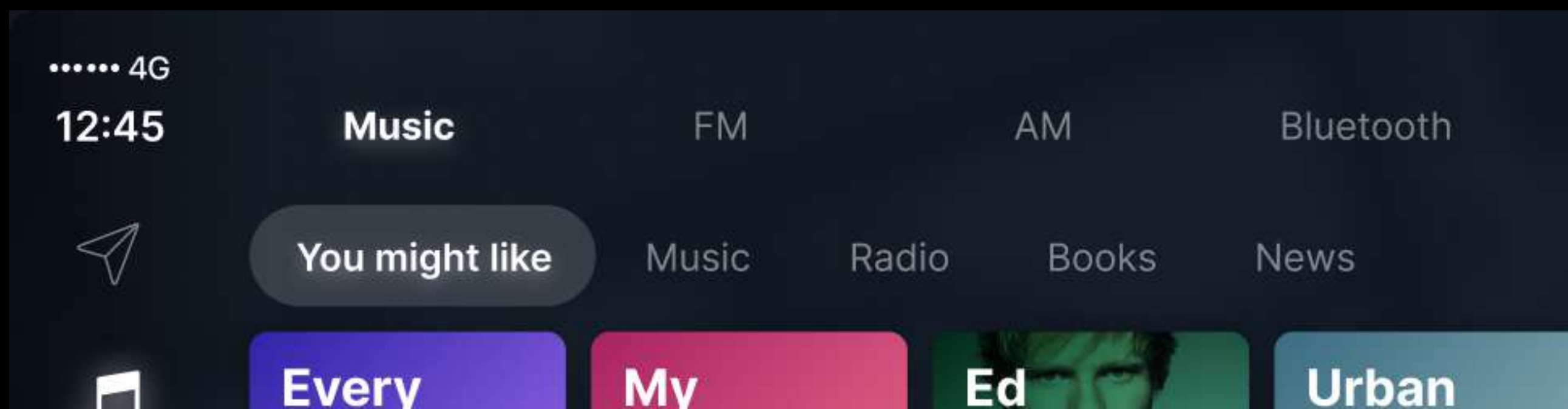
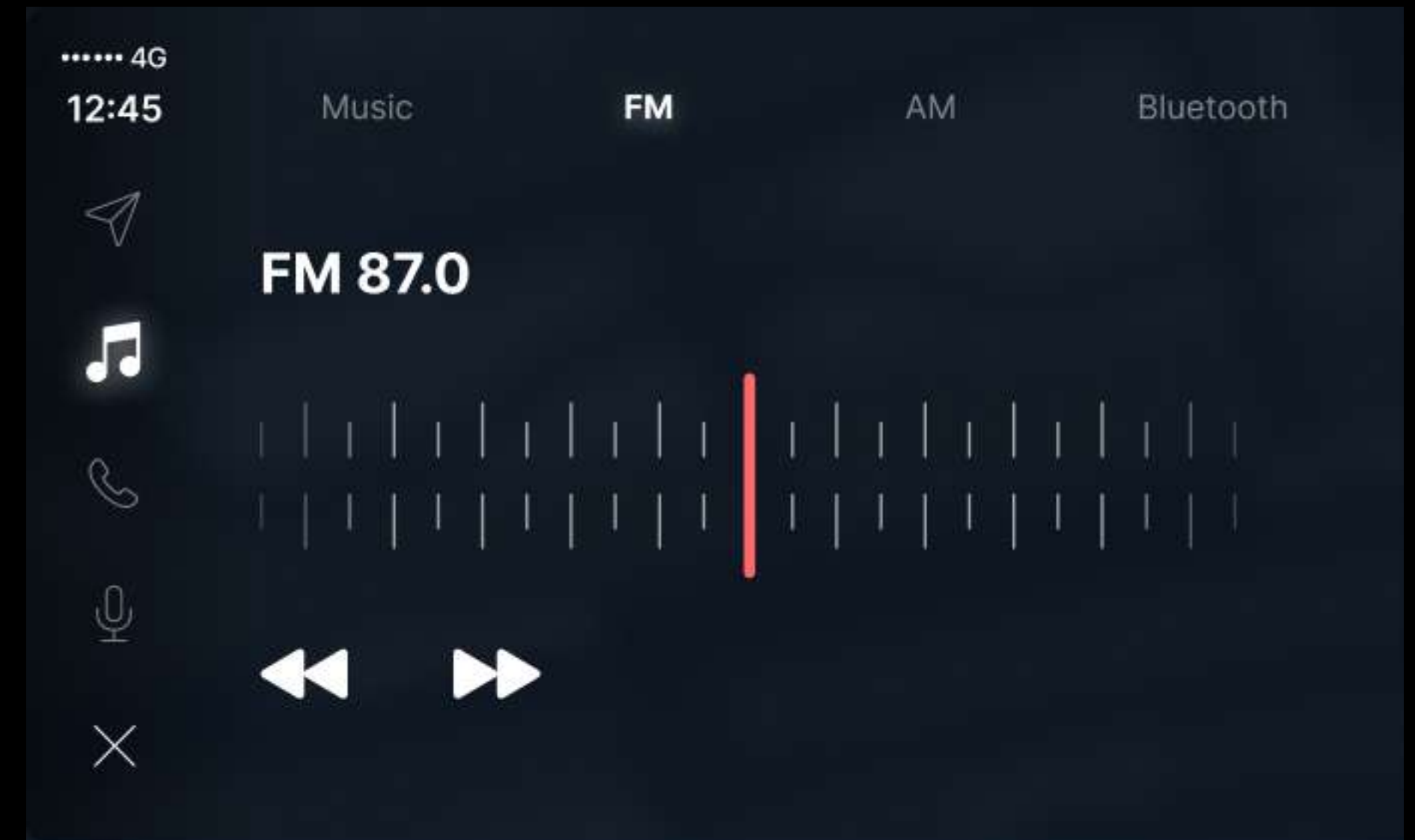
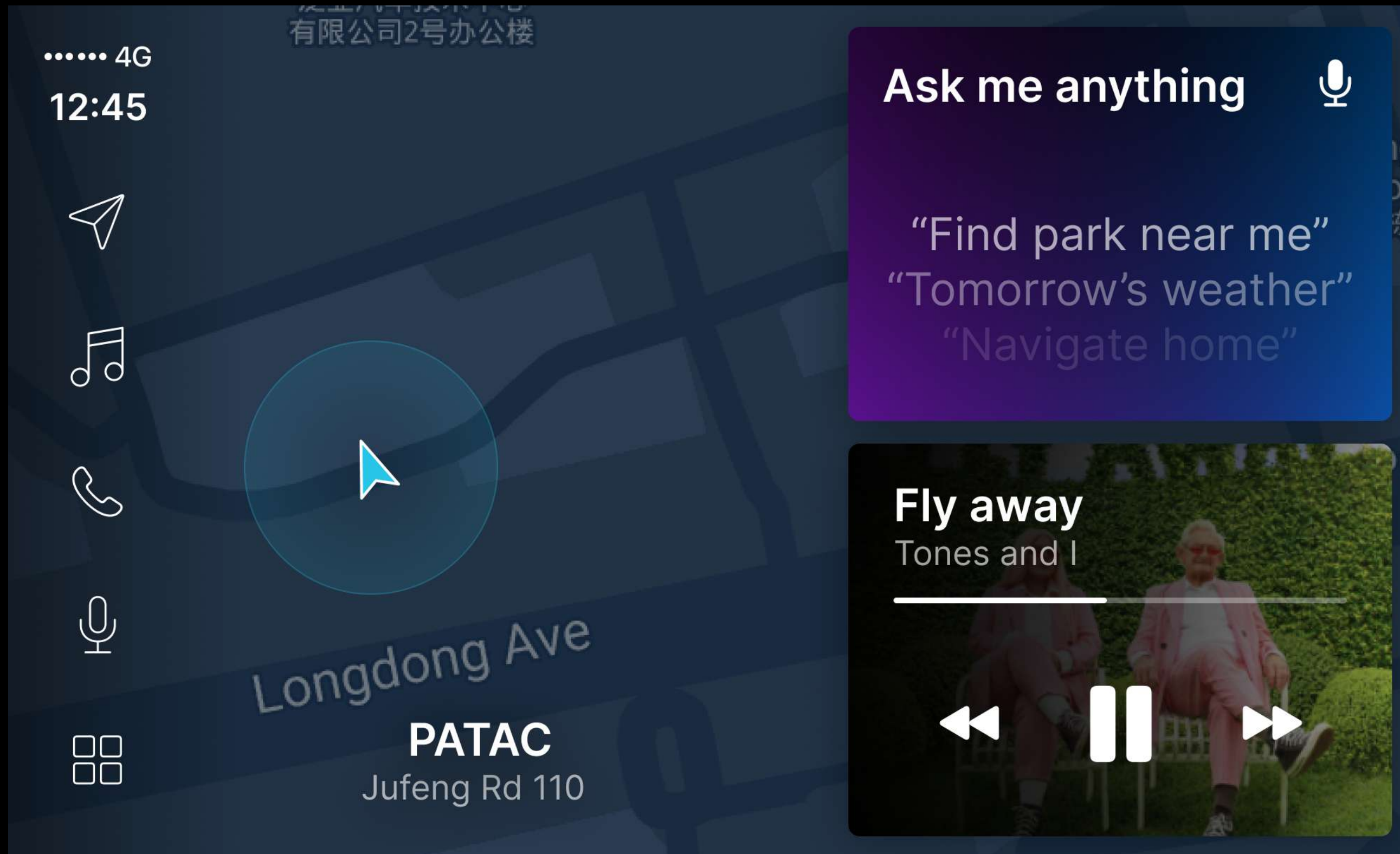
SOLUTION

Clean and Glanceable widgets' style

- Map-background makes map stay homescreen always.
- Glanceable widgets makes information more accessible also are entrance of apps.
- Maintain the brand visual identity with a grey-blue tone.
- Make contrast by using line, fill, and light.




Hi-Fi PROTOTYPE




Hi-Fi PROTOTYPE


..... 4G
12:45



3.5 miles
To Jingqiao Rd



Fly away
Tones and I



17.4 miles
28 mins · ETA 13:35

..... 4G
12:45

what can I help you?


I am hungry, find a restaurant for me

What about Sushi King 5 miles away?

No Japanese food today

Then how about BurgerKing 5.7 miles away?

Seems good, take me there.



..... 4G
12:45

Enter your destination **CANCEL**

Home Work 4S store Airport

Jufeng road →

Hongqiao Airport →

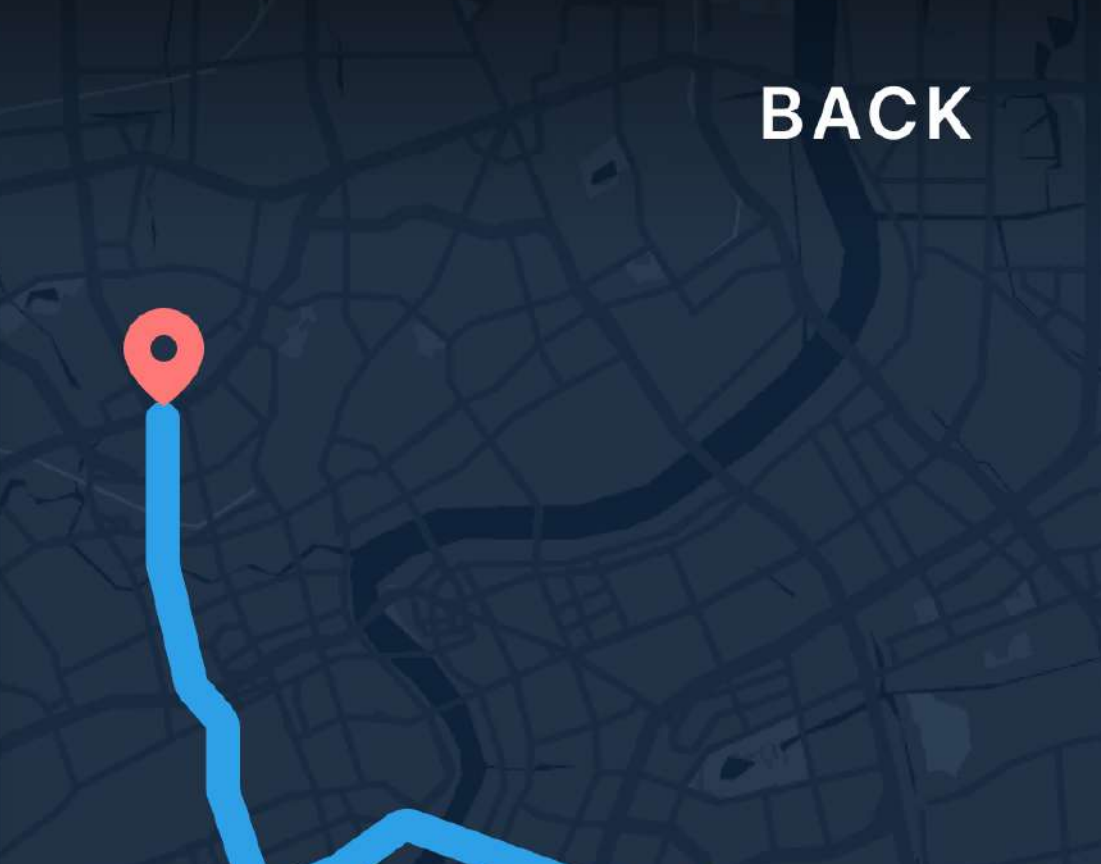
..... 4G
12:45

To **Hongqiao Airport**
Hongqiao Rd 2550 **BACK**

Recommended
16mi · 35mins

Route 1
16.7mi · 36mins

Route 2
17mi · 38mins



AFTER THOUGHTS

Design under limitations

SGM is satisfied with the delivery, but from the perspective of users, it still has bad performance in the bad hardware even the HMI design is great.

I started to reflect that maybe we don't need to add fancy features which might sacrifice good usability. Maybe we could just create a simple interface to display the information from smartphones? Or maybe no screen but a charging base to place the phone, and design a driving mode on the smartphone?

THANKS



Thanks for your patience!
Looking forward to your reply!