

KEVIN YU PORTFOLIO 2017



QH Health Kiosk

BRIEF

Goal:

To create an in-store experience for customers to learn about our service, receive health checkups, and other health advice.

Constraints:

- Occupy a 1x2 meter or less floorspace.
- Easily transported and assembled on site.
- Durable and safe.
- Represented our brand in a professional and visible way.

Resources:

- 10,000 RMB
- Furniture factory connection.
- Sales team staff.

Role:

- Designer
- Project Manager

Stakeholders:

Customer:

- 50-80 years old, elderly.
- Local Nanjing residence, shopping in drugstore.
- Physical limitations: poor eyesight, hearing, mobility, memory.

Retail Staff:

- 25-35 years old.
- Basic medical staff training.
- Providing health tests and health advice to customers.

QH Health Kiosk RESEARCH

Customer:
I went to a retail location where our service was being administered to conduct observational studies on our customers. I found that the experience was highly unorganized and that customers needed to feel more confident in our service.

Staff:
The staff were struggling to maintain order within their environment. They had a hard time keeping organized and managing the situation.

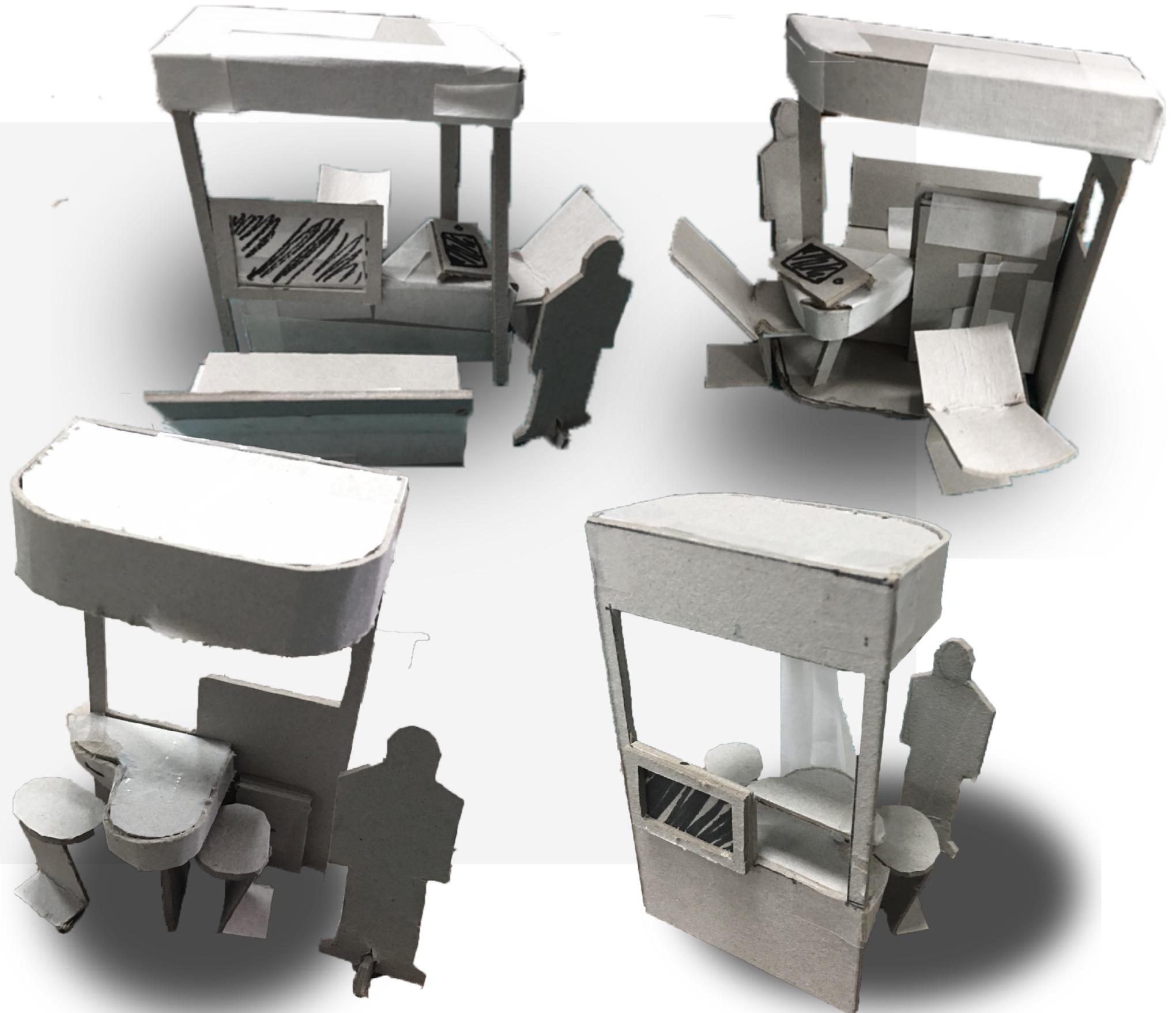


QH Health Kiosk

IDEATION

Discovery:

As a way to start generating solutions in a rapid and low fidelity way, I began creating quick sketch models as a way to express ideas quickly. Where would the staff and customers be positioned? Where would pieces of equipment be kept? How to make everything work within the constraints? I used these prototypes to communicate with other stakeholders and get feedback.



QH Health Kiosk PROTOTYPING

Insights:

I then began driving the fidelity of the design upwards by creating prototypes at scale. I began focusing on ergonomics, material, styling, and other resolutions for various details. I use these prototypes to evaluate if the design choices were correct. The process unearthed new issues that were previously hidden. Speaking with other experts, I gathered new insights into how to improve the design.



QH Health Kiosk

FINAL CONCEPT

Modular:

Components can be shipped separately and easily assembled on site.

Display:

Used to display personal health information for the customer when in a consultation.

Storage:

Used to store important equipment and materials for staff use.



Sign Light:

Used to attract customers as well as provide lighting for the kiosk interior.



Works against wall:

Stand can function if it is placed against a wall when space is limited.



Display:

Used for playing explanatory video and promotional content to attract more customers and educate them on our service.

QH Health Kiosk IMPLEMENTATION

Results:

I aided the implementation of the alpha-prototype and studied the impact it had. Staff operation became more streamlined and were able to maintain order, gaining better control over the experience. Customers felt more confident in our service and were attracted to learn more. They felt more comfortable and open during consultation, leading to better insight into their health.



QH HEALTH REPORT

Context:

QH needed a health report template to be implemented in their app. Customers needed to be able to extract the essential information and navigate the report effectively. It also needed to be adaptable for different kinds of health conditions.

Problem:

Existing reports are dense, and hard to comprehend. They provided no actionable advice for patients that could be used to improve their health.

Basic Info:

Info about patient and test panel.



Individual Markers:

Health marker levels plotted on a bar chart to indicate healthy range.



Baseline Chart:

A line chart indicating the health trend of the patient over time.



Health Advice:

Different types of advice for patients to improve their health results.

QH HEALTH REPORT

Design:

I iterated on a modular system for organizing information that could be adapted to multiple health scenarios. I developed visual communications for easy comprehension of health data such as icons, charts, and infographics. Finally, I coordinated with the development team to implement a scalable system.



Navigation Menu:

Users can navigate to their most recent report, make orders, or view their profile.



Test Report:

Test markers are represented in bar charts to represent healthy ranges.



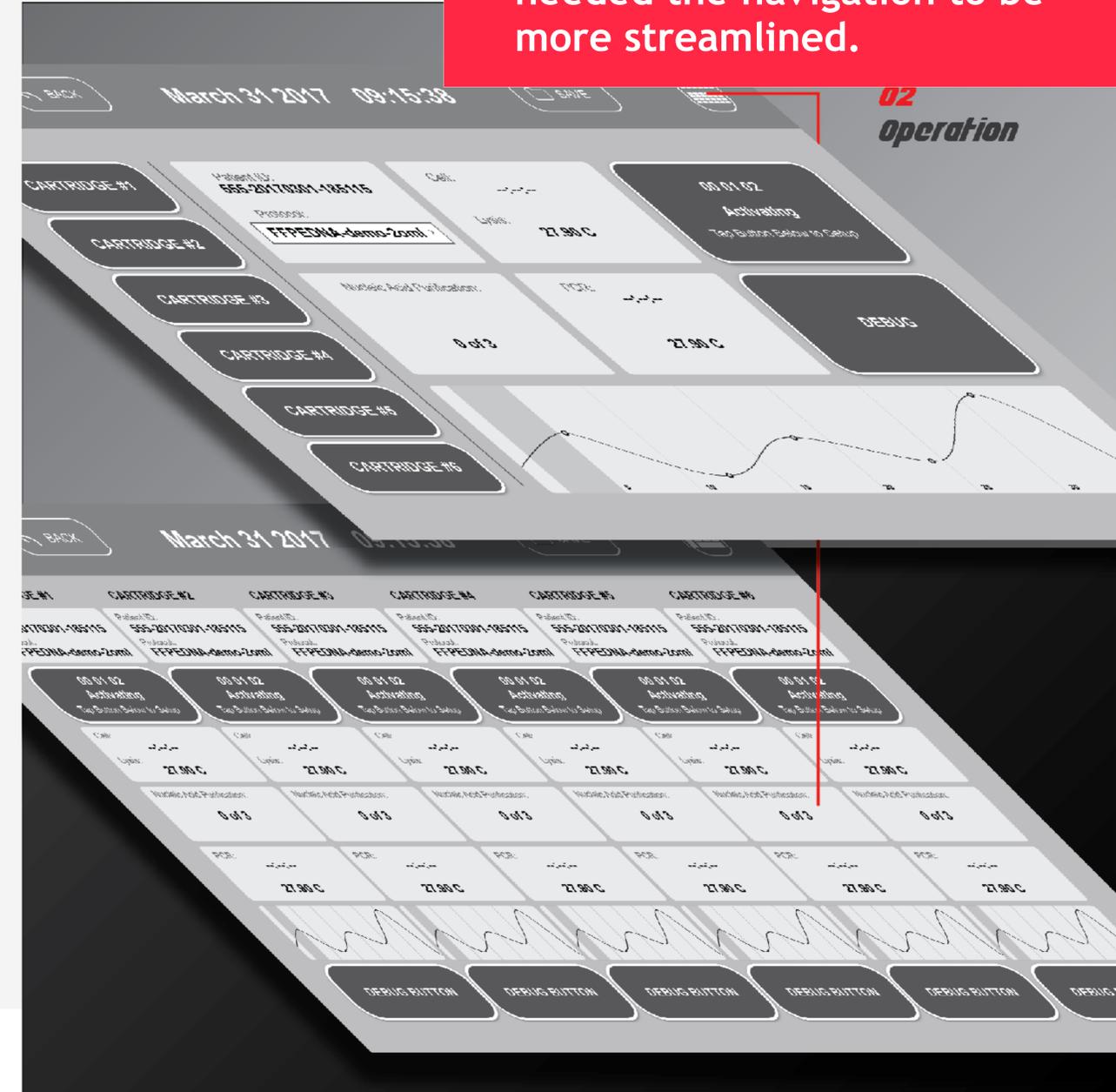
Health Analytics:

Health data is plotted on a baseline to track long term health trends.

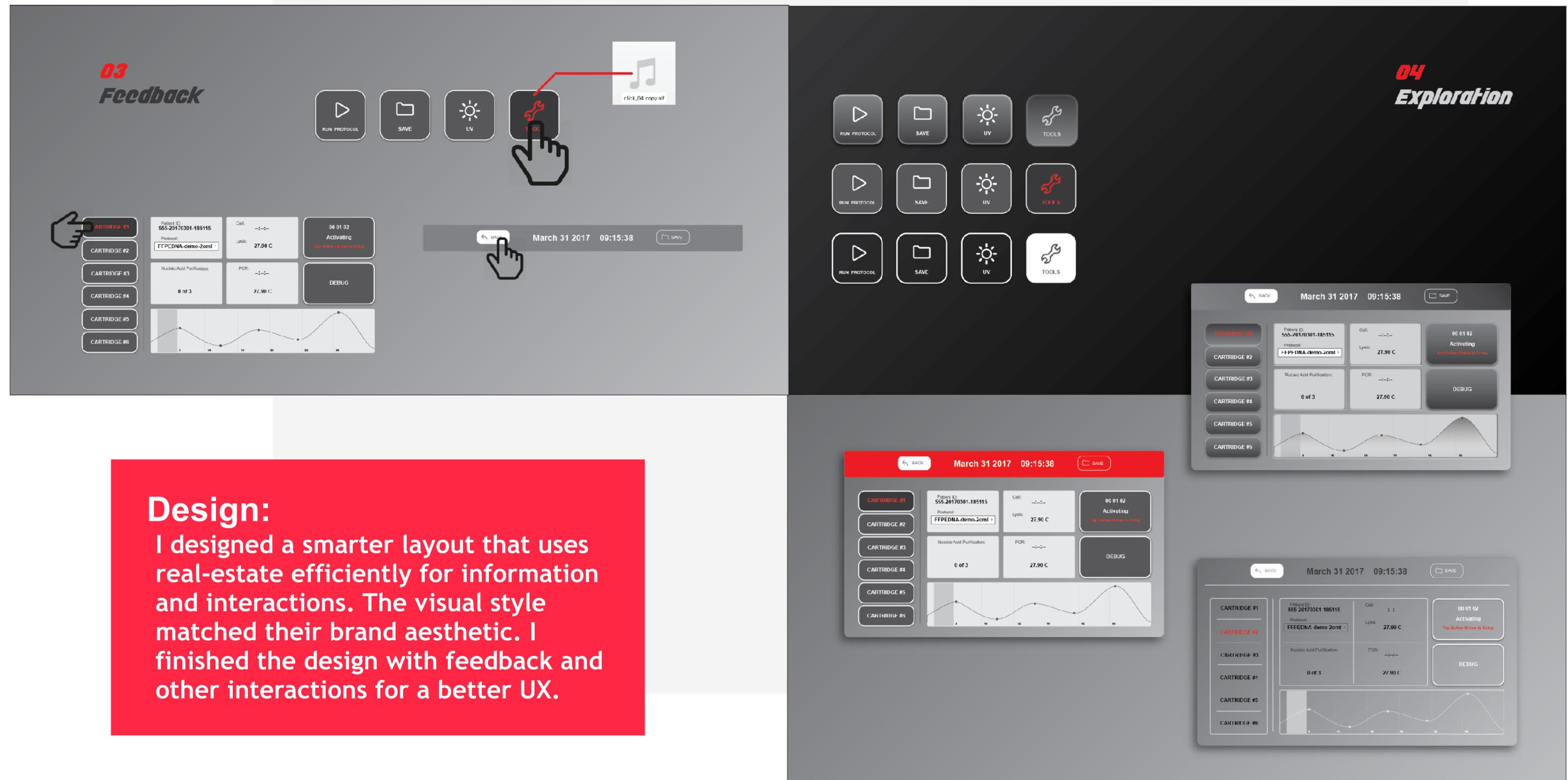
Q-VELOX UI/UX

Context:

QuanDx needed an visually engaging UI that matched their brand. They also needed the navigation to be more streamlined.



Q-VELOX UI/UX



Design:

I designed a smarter layout that uses real-estate efficiently for information and interactions. The visual style matched their brand aesthetic. I finished the design with feedback and other interactions for a better UX.

ENHANCED REALITY GAMING

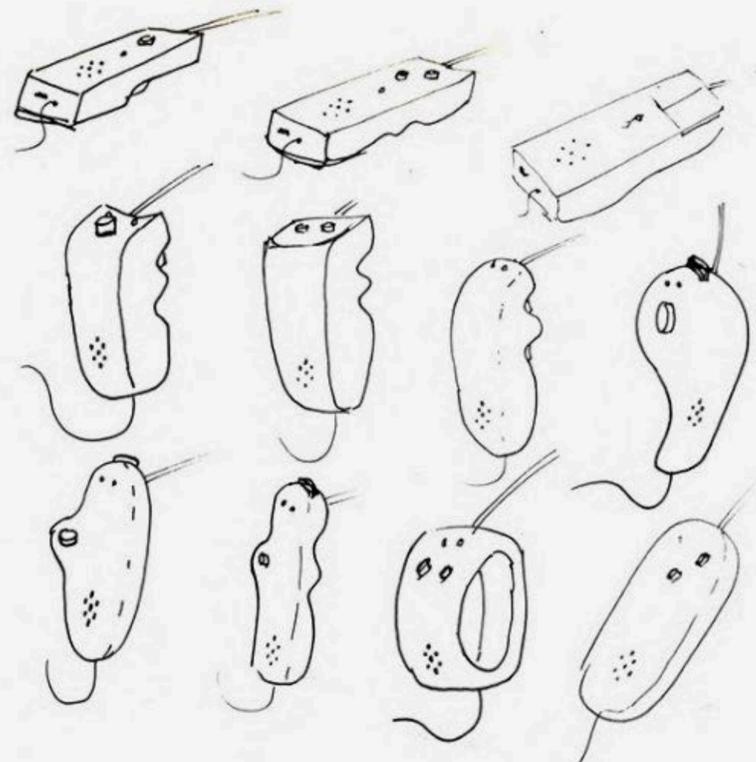
Goals:

To create a gaming platform that encourages people to go outside, explore, and socialize.

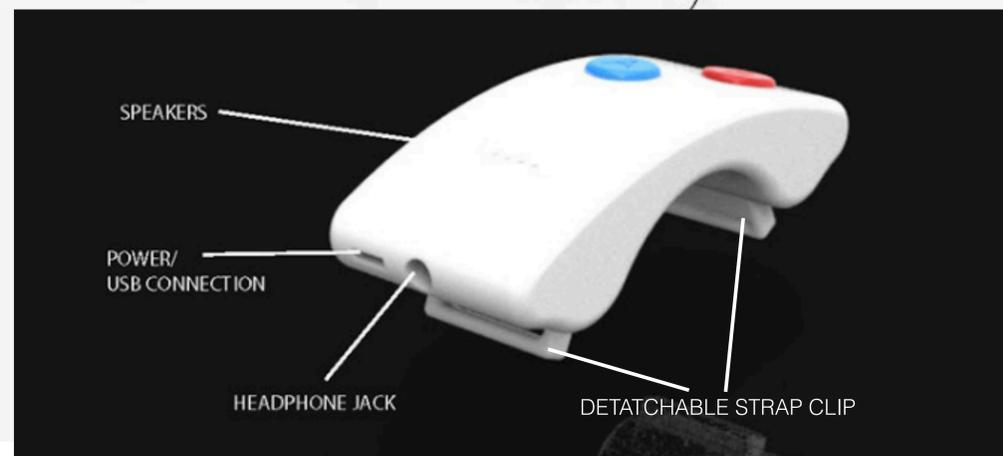
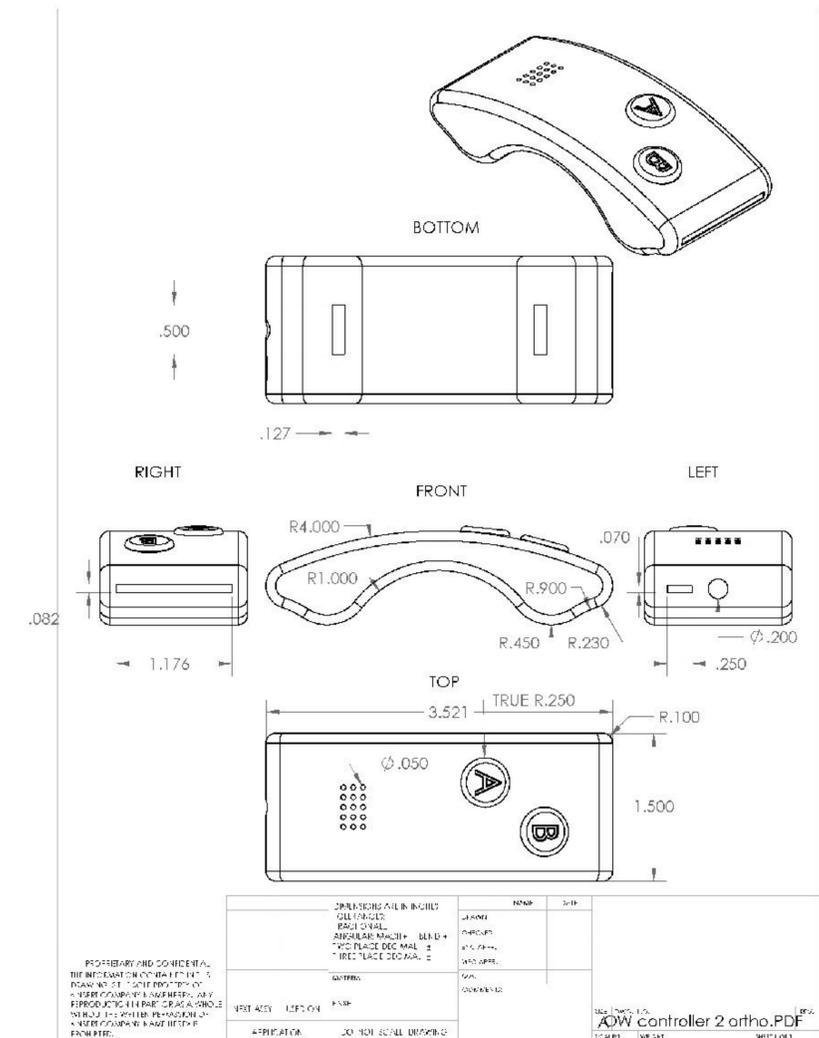
User Research:

- Group: 20-22 y.o., 7-20 hrs/w gaming. Interviewed on their gaming experiences.
- “Video games can make me less social, even online games.”
- “Video games are becoming more and more complicated and harder to get into.”
- “Video games can make me use creativity and critical thinking, but can also be counterproductive.”

Form Sketches:



Orthographic:

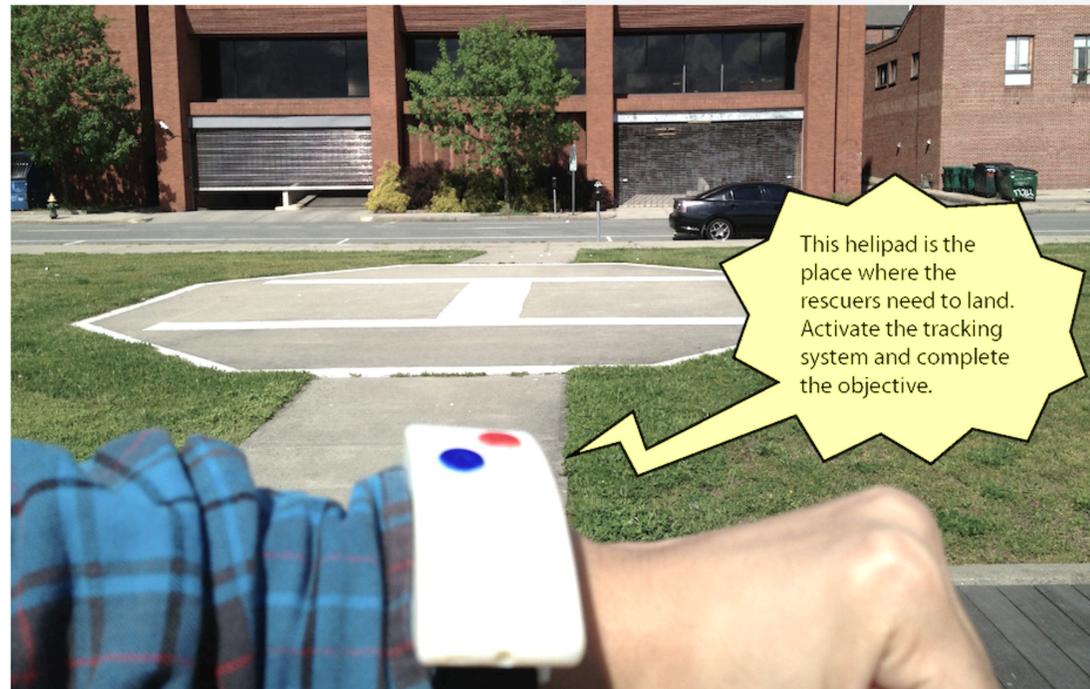


ENHANCED REALITY GAMING

Design:

Players use a simple two button controller with a built in GPS tracker and audio output. They travel around outside and interact with other gamers to accomplish quests and earn points.

Game rules and content is open source, anyone can design and upload games for anyone to play.



Game Design UI:

Games are open source and designed via a web app. Game designers can create custom objectives within specific geographic regions. They can chose to add custom prompts and inputs.

KEEPSAKE

Design:

We created a die-cut keycard holder with a different design for different regions. It is designed to be seasonal, with changing themes such as state flowers, landmarks, historical figures. It works as a unique collectable that serves as a memento of a travel experience.



“A token of gratitude and generosity from Marriott to their guests, uniquely designed for a particular destination.”





THANK YOU

KEEP IN TOUCH

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