portfolio

SHEN LICHAO

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Keio University
09/2015 - present
Master | **Media Design**

Beihang University (BUAA)
09/2010 - 07/2014
Bachelor | **Industrial Design**

Cyber Living Lab | 10/2015 - present | **Fellow**

Lenovo Corporate Research and Development | 10/2013 - 02/2014 | **Designer**

Luxspace (Beijing) Digital Technology Co., Ltd | 03/2014 - 06/2014 | **Product Manager**

AREO Racing Team | 12/2012 - 07/2014 | **Bodywork Designer, Aerodynamics Engineer**

'City, Museum, Tokyo' Design Exhibition | 06/2013 - 11/2013 | **Project Manager**

Industrial Design Laboratory | 11/2011 - 06/2013 | **Research Assistant**

Robotics Institute | 10/2012 - 05/2013 | **Research Assistant**

GE Global Operations (China) | 04/2013 - 06/2014 | **Campus Ambassador**

AERO 2013 7

Health Watcher 13

Ringkey 18

Hahaki 1

Emerging Painting 23

Dododo 33

Hive Studio 28

content

HAHAKI
ハハキ | Group Work

Jun. 2013 - Dec. 2013
Project Manager

Hahaki is a city postcard system consist of printers and an application for mobile phones. Users such as tourists would customize their own unique post-cards in the app, and get cards printed conveniently by the printers scattered throughout the city. Hahaki is expected to provide more choices, bring people exclusive memory, and connect people.

As the project manager of the group, I involved in every stage. The idea originated with me, and I took charge of the printer's construction, the app's user experience, user inteface and prototype demo.

This project was showed on the "City, Museum, Tokyo" Design Exhibition in Tokyo in November 2013.

都市・博物館・東京
City・Museum・Tokyo
11.26 11:00
12.01 19:00
2013

Research

Investigate
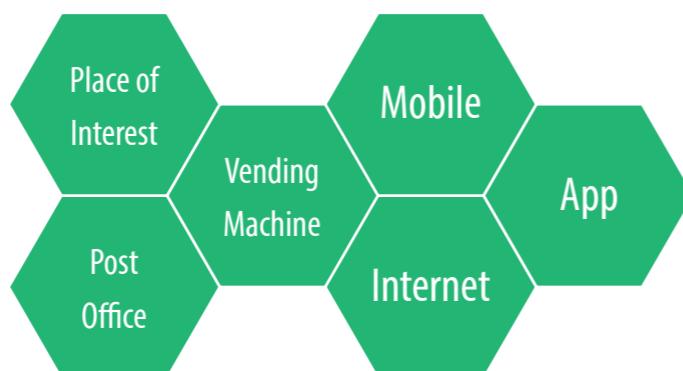
Postcards from Japan

Homogenization

Postcard is one of the most common and favorite souvenir. Its photo is always about place of interest, scenery, festival or event.

However, postcards in the market can hardly meet everyone's demand. Those postcards are usually similar or even the same, because they are not personally customized, and their content are maybe not what we actually want to deliver.

Place of Interest

Vending Machine

Mobile

App

Post Office

Internet

Investigation: Such customed postcards have a bright future.

(55 people)

Q1: Will you still use postcards nowadays?

Q2: How do you evaluate posting postcards?
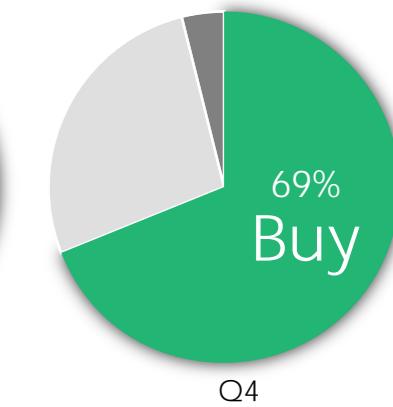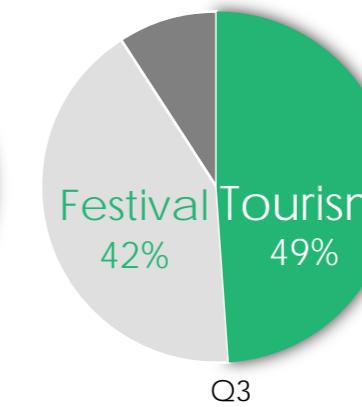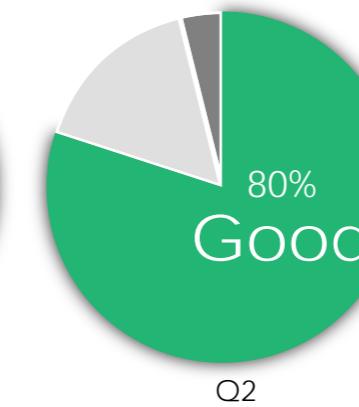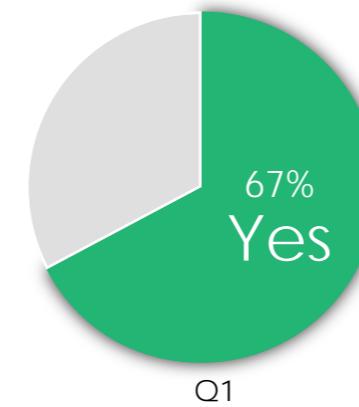
Q3: What do you buy postcards for?

Q4: Will you buy a personally customized postcard?

Yes | No

Good | Fair | Bad

Tourism souvenir | Festival | Others

Buy | Depend on price | Not buy

67% Yes

80% Good

Festival 42% Tourism 49%

69% Buy

Q1

Q2

Q3

Q4

Q5: What should be the price of a customized postcard?
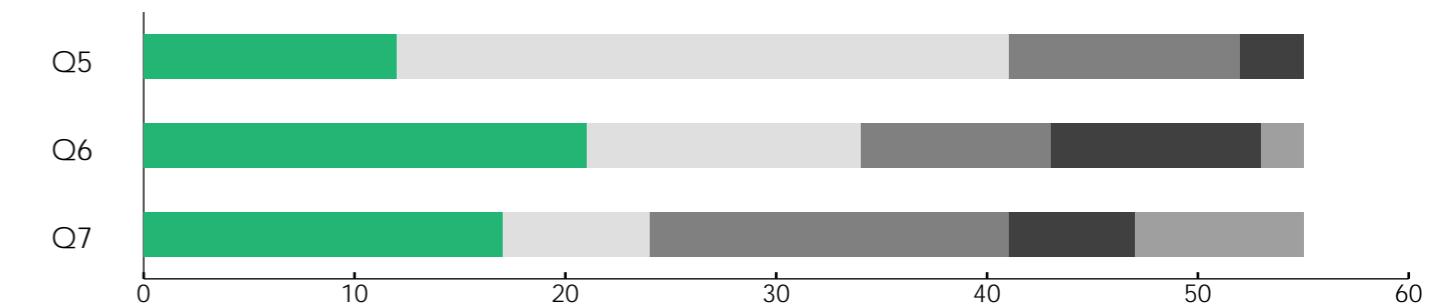
Below $1 | $1-$2 | $2-$3 | Above $3

Q6: Which feature of a customized postcard will you prefer?

Easy operation | Fair price | Good quality | Fast print | Others

Q7: What do you buy postcards for?

Convenient Store | Street Booth | Tourism Spot | Business Area | Others

Q5

Q6

Q7

0   10   20   30   40   50   60

Sketch

Be yours, be unique.

Special Stamp

Own Photo

Unique Number

Title

Location

APP

MACHINE

PRINT

GIVE STAMP

MAP

POSTCARD DIY

STAMP

1st version: Vending Machine

2nd version: Printer+Mobile App

STAMP POINT

TOKYO POSTCARD

OK

Cancl

Camera

Button

地図 明信片 STAMP

To make a STAMP

App

+

Printer

Hahaki

POSTCARD

FLOW CHART

Homepage
- Map
  - Search
  - Routine
- Postcard
  - Browse Existed Cards
  - Create New Cards
    - Album
    - Camera
      - Take A Photo
    - Effects
    - Edit
    - Save
    - Send To Print
- Setting

Homepage

Screen 1: Sort | Hahaki | New — Maps / Browser / Settings

Screen 2: Sort | Hahaki | New — Name Note (×5) — Maps / Browser / Settings

Screen 3: Enter A Location... | Search — Maps — Maps / Browser / Settings

Create A New Card

Screen: Sort | Create | New — Camera / Albums

Screen: Back | Camera | — Live View — Shoot

Screen: Back | Filter/Style | Next — Preview — Adjust — None / Effect 1 / Effect 2 / Effect 3 / Effect 4

Print Your Card

Screen: Back | Browse | Edit — Preview (Front) / Preview (Back) — Send & Print

Screen: Back | Print | Next — Instructions — Wireless Status

Prototype

(Handwritten sketches)

MAP
MAKE A POSTCARD
GET A STAMP

SHOOT A PHOTO | CHOOSE FROM ALBUM

STAMP POINT

Drag to Cut out

Default / Soft / Vintage / Uncolor

BACK | SAVE

YOUR POST FEE FOR THIS POSTCARD IS
¥ 500.00

NOW YOU HAVE MADE A POSTCARD! CHECK THE DESTINATION TO SEE POST FEE
CANCEL | DESTINATION

COUNTRY | STATE/PROVINCE | CITY
CHINA | BEIJING | BEIJING

PAY NOW AND YOU CAN GET YOUR POSTCARD PRINTED ON STAMPPOINT.
GIVE UP | PAY NOW

CONGRATS!
NOW YOU CAN SAVE THE CODE TO PRINT IT ON STAMPPOINT
SAVE IT
OR YOU CAN
SEND IT TO SOMEONE

KEEP THIS CODE NEAR STAMPPOINT TO SCAN AND PRINT!

BABA
MAMA
YEYE
NAINAI

BACK | SEND!

will receive your post card and get it printed on STAMPPOINT.
DONE

首屏
过程设计

Hahaki

Postcard

Screen

NFC Field

Screen

Roller

Print Roller

Postcard

SHOOT A PHOTO

MAKE IT INTO A POSTCARD

TOUCH THE MACHINE WITH YOUR PHONE

A POSTCARD IS MADE !

Hahaki

Make A Card Yourself

Take a new photo. | Select from the album.

Default | Soft | Vintage | Cold | Warm

Pink | Green | Yellow

Save sucessfully !

Browse to Print

Waseda University

Fuji Mountain

Roppongi

Ueno Park

Shinjuku Gyoen

Go to Print

- Make sure NFC is on.
- Put your advice near Hahaki's reaction area.
- Sending...please wait.
- Succeed!

Print sucessfully !

Maps and Setting

Search...

Map only cached via WIFI

Quality of the picture
Save origin photo
Print postmark
Record the photo GPS

About us
Check update
Recommendation

LOG OUT

Hahaki
Download our app and get started!
Scan the QR code below

NFC
Touch your phone here.

IMK

Giti

BAIC MOTO

Jan. 2013 - Sep. 2013
Bodywork Designer, Aerodynamics Engineer
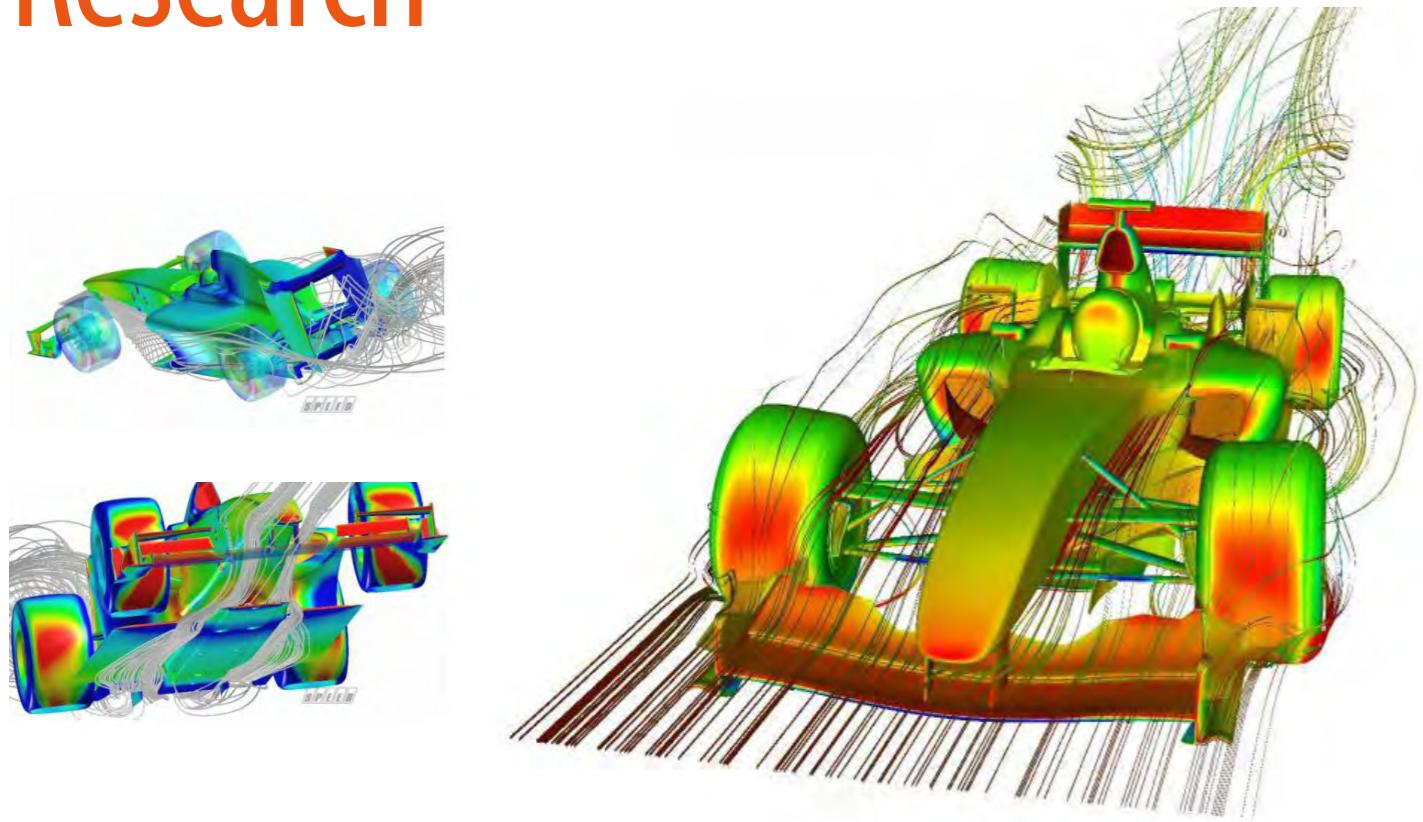
Introduce the all-new racing car, with jet-inspired design, AERO-2013!
It was designed and fabricated for Formula Student China 2013 season. The design took consideration of aerodynamics and requirements from rules and other parts beside a nice appearance.

I was mainly in charge of the car's bodywork and wings. We evaluated their aerodynamic effect by CFD. Then I participated in the fabrication.

Our team won 8th out of 53 teams in FSC 2013, the best ever.
AERO-2013 was showed on Auto China 2014 (Beijing International Automotive Exhibition).

AERO2013

Group Work |

Research
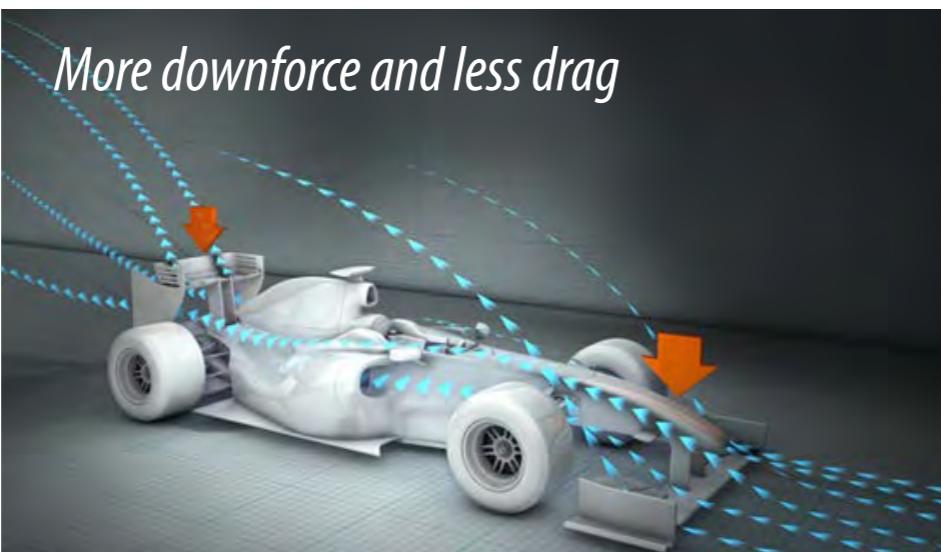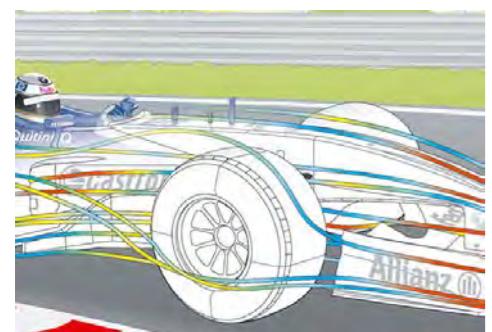
Aerodynamics in racing

Aerodynamics grows more important. In fact, a modern F1 car has almost as much in common with a jet fighter as it does with an ordinary road car. So does the Formula Student. It has become key to success in the sport.

Designer's concerns

The aerodynamic designer has two primary concerns: the creation of downforce, to help push the car's tyres onto the track and improve cornering forces; and minimizing the drag that gets caused by turbulence and acts to slow the car down.

More downforce and less drag
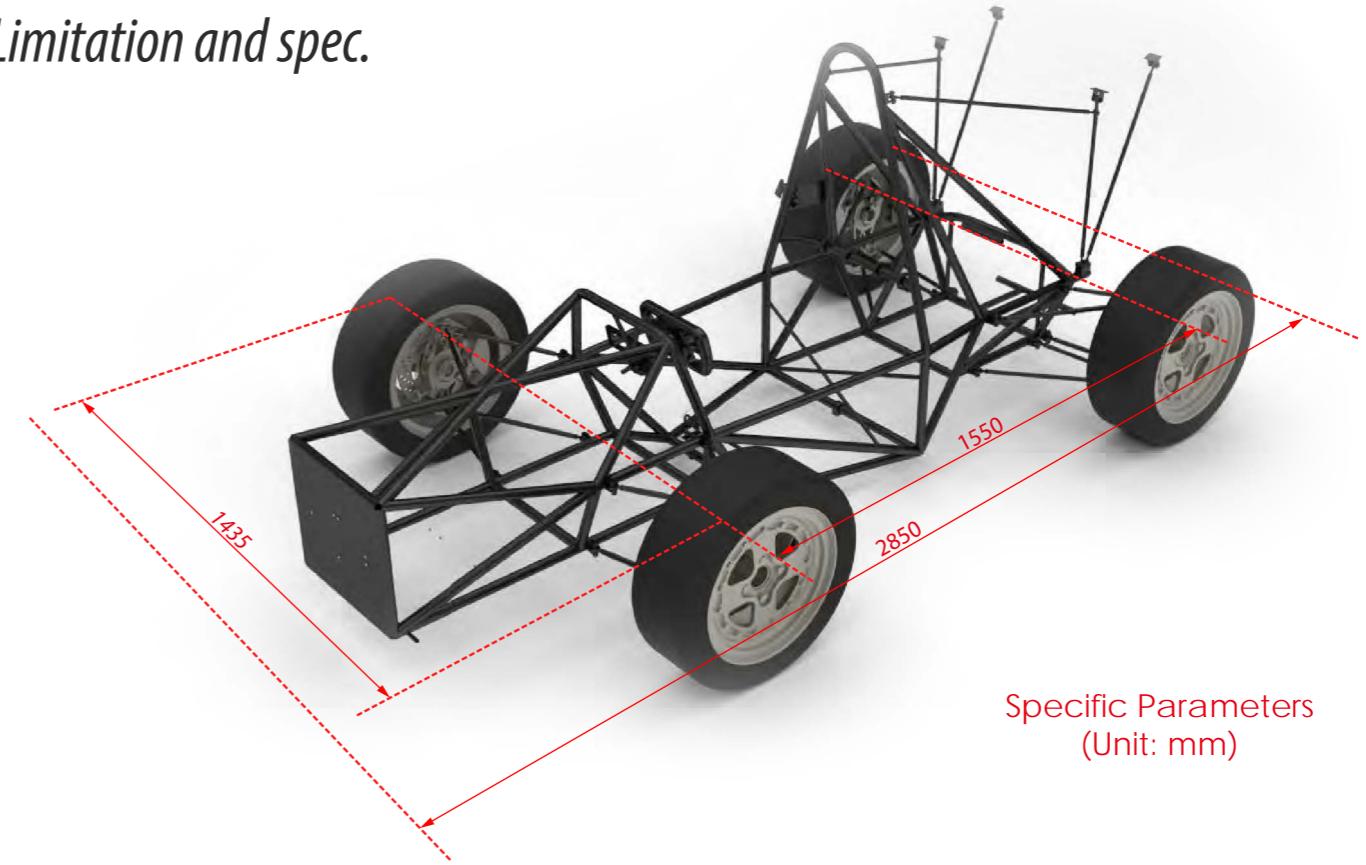
FSAE and FSC

Formula SAE® is a worldwide student competition of car design and manufacture first organized by SAE International. Formula Student China (FSC) is the relevant competition in China.

FSC requests each team to follow the FSAE rules to design and fabricate a kind of small, single-seat Formula style racecar within one year.

FORMULA STUDENT CHINA
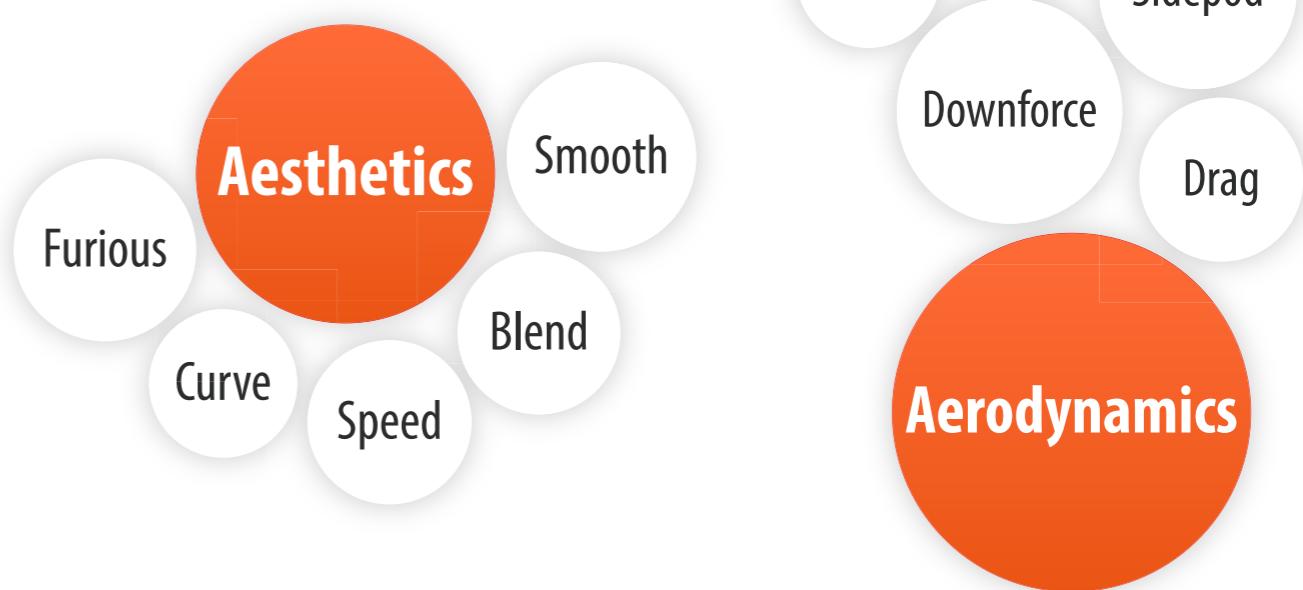
Limitation and spec.

1435

1550

2850
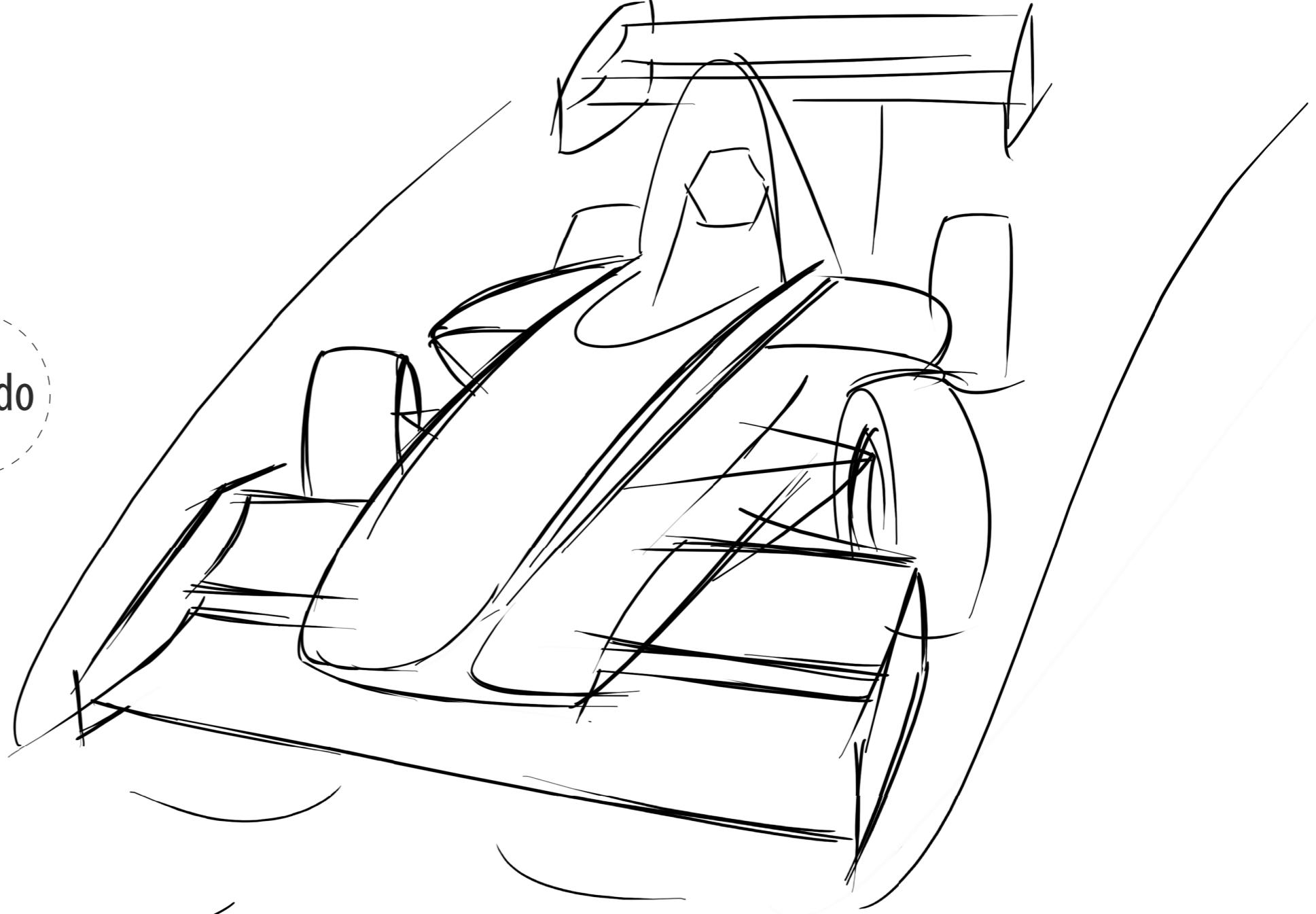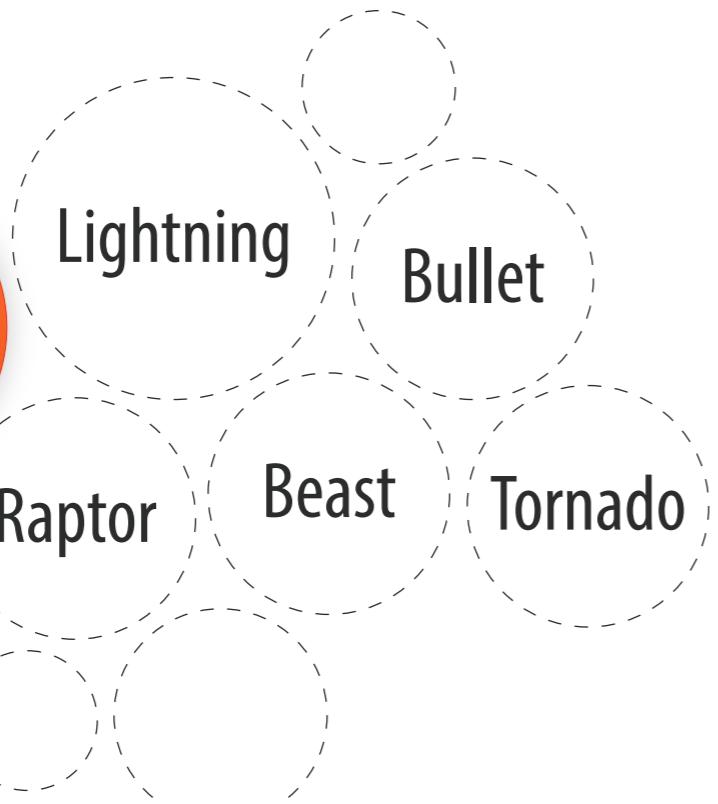
Specific Parameters
(Unit: mm)

Demand

Furious · Aesthetics · Smooth · Curve · Speed · Blend

Rear · Nose · Sidepod · Downforce · Drag · Aerodynamics

Sketch

Aerocraft

Jet

Fighter

Lightning

Bullet

Raptor

Beast

Tornado
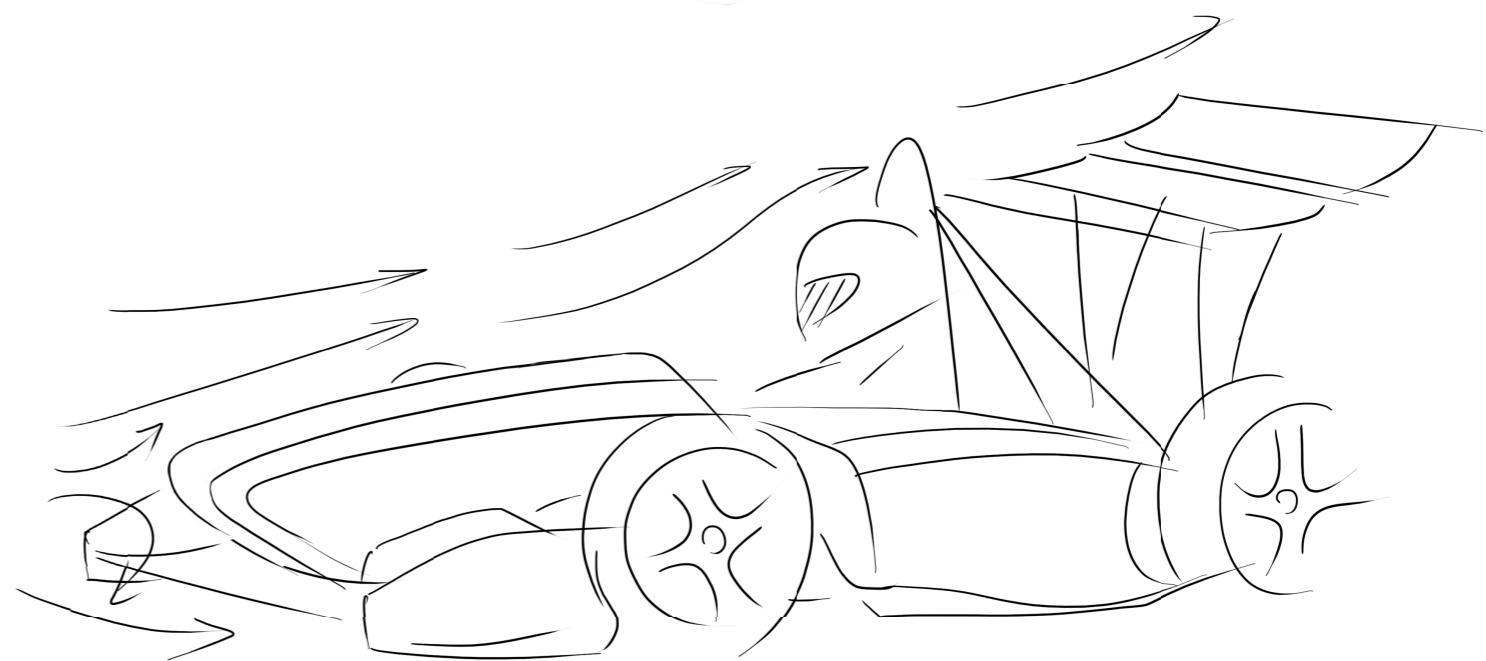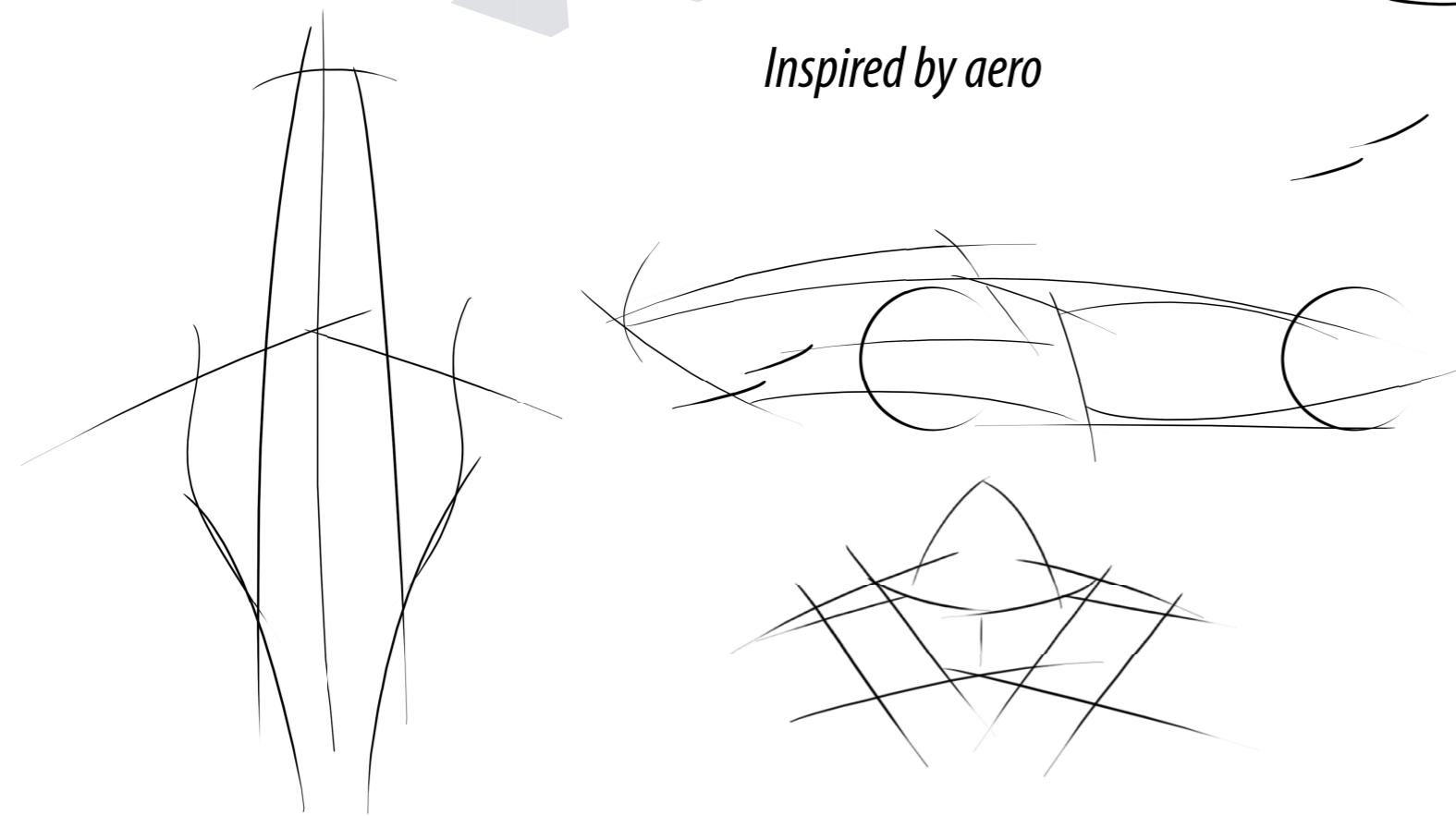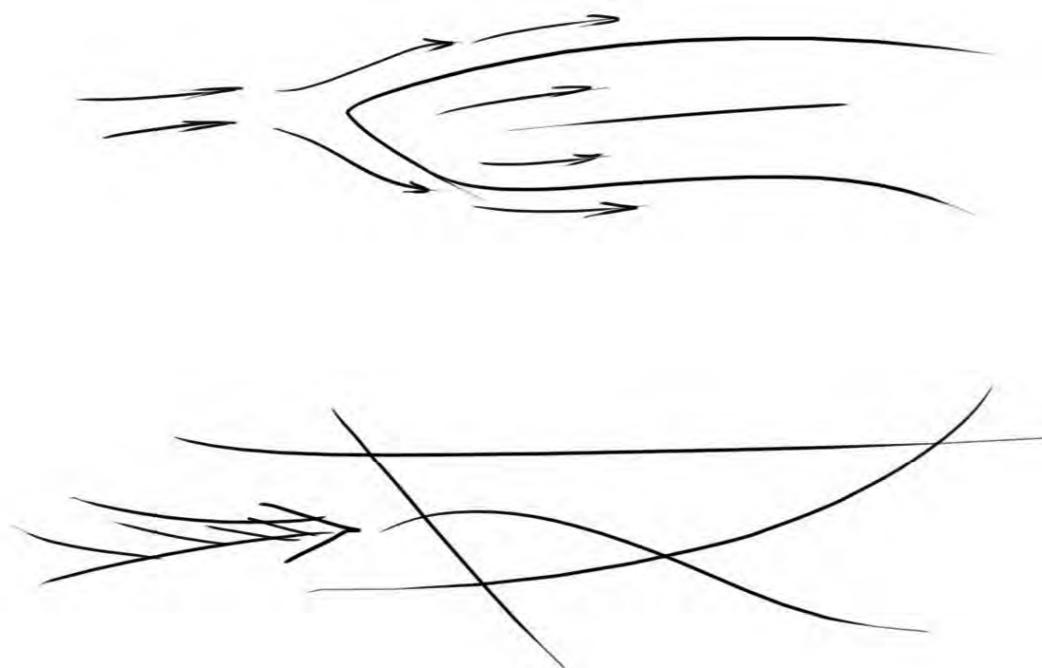
Inspired by aero

Implement   Evaluate
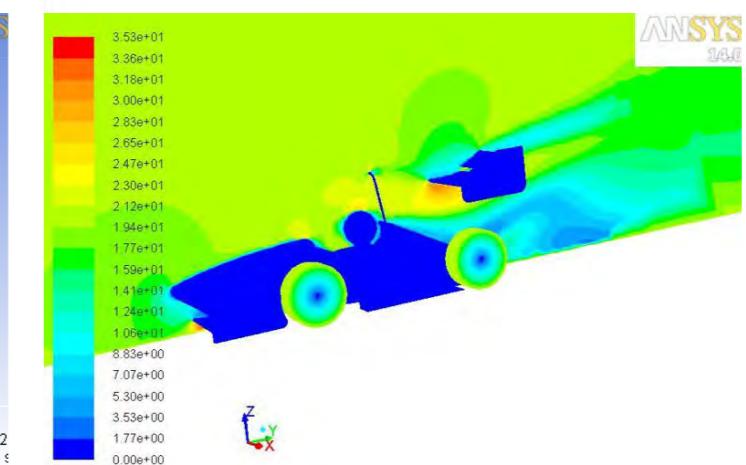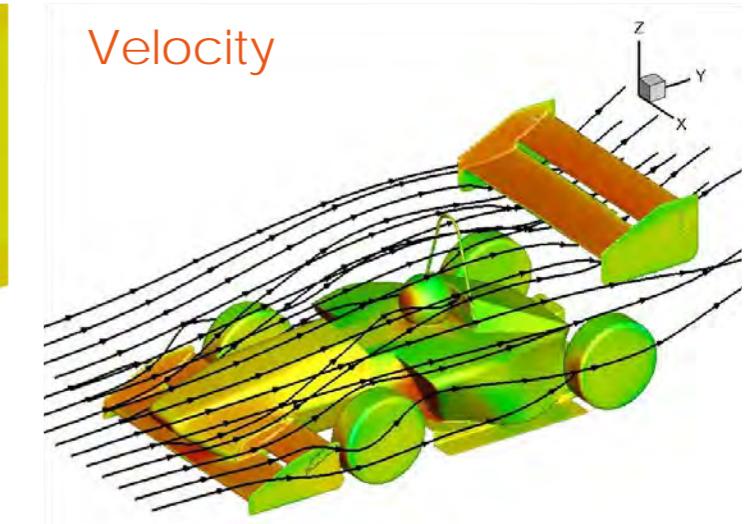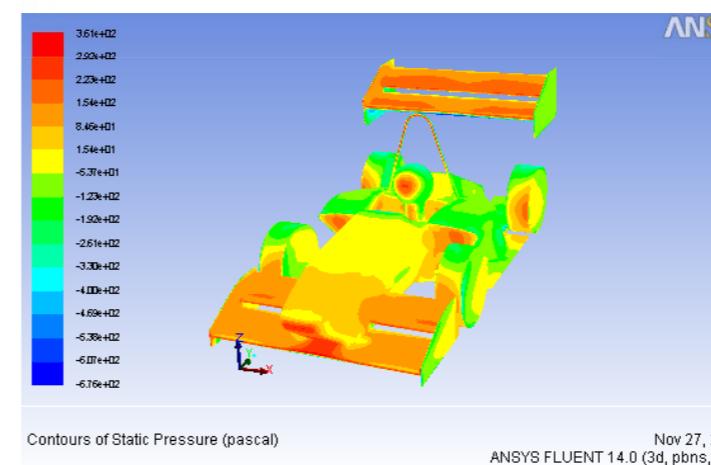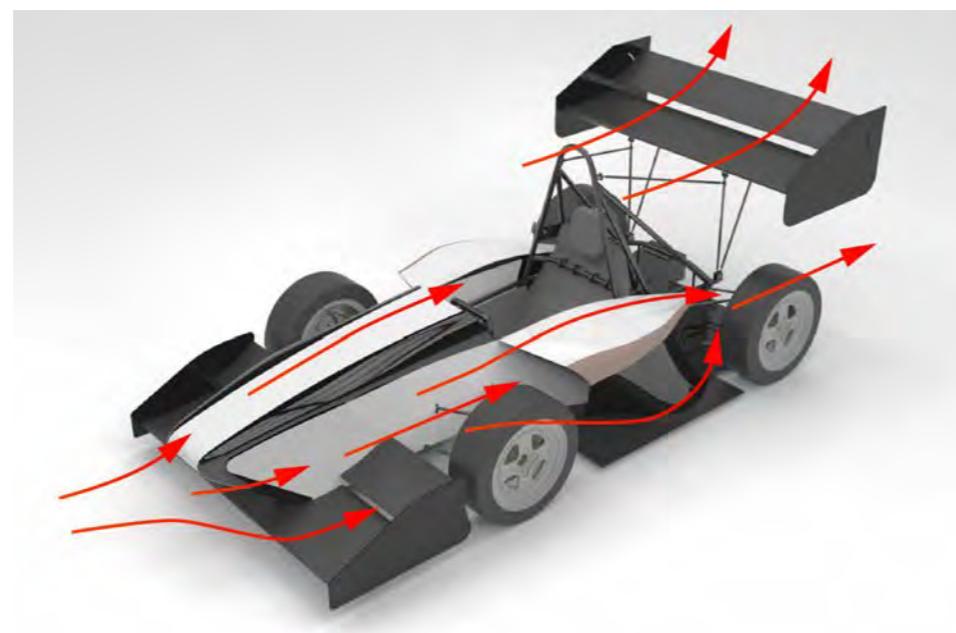
Nose:

Less Drag

Sidepod:

Steer Air Flow

## Computational Fluid Dynamics

ANSYS Fluent were used to help us.

We simulated and tested, then compared the rough data. By analyzing those simulating results, we finally chose an effective aerofoil profile, wings' angle and position. It can also evaluate the design of bodywork.

Pressure

Velocity

Contours of Static Pressure (pascal)

Nov 27, 2
ANSYS FLUENT 14.0 (3d, pbns, s

Consideration

Sidepod' internal space is a narrow-wide-narrow construction, and that help cooling system work well and air current exhausts rapidly.

Sidepods' winding external surfaces steer the flowing air and neat airflow decrease drag; plain fused blended surfaces decrease the lift and make car stable.


Conclusion

We've tried many possibilities and this is a part of data.The results showed that the rear wings created strong downforce and that's our very goal.
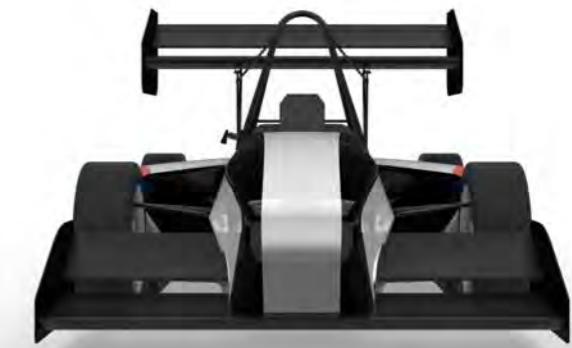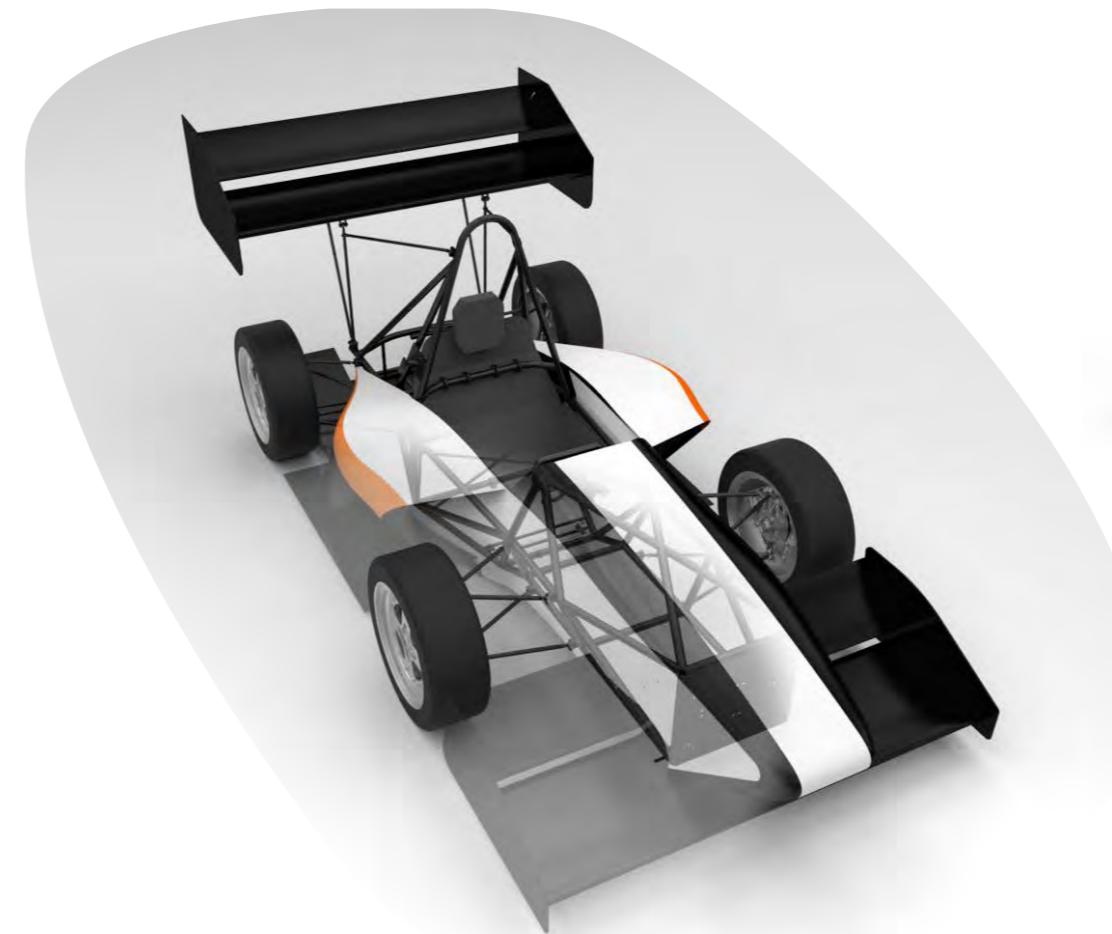
However, the head of body created extra drag and the rear created some slight lift. We still need to refine and evaluate.

Render

We made the wings by ourselves in own workshop and manufactured the bodywork with the help of professional artisans.

Wings were made of carbon fiber while bodywork was made of glass fiber. So they are both light and firm.

My design fitted other parts and maintained reliability.

AERO 2013

Fabricate
Glass Fiber
Carbon Fiber
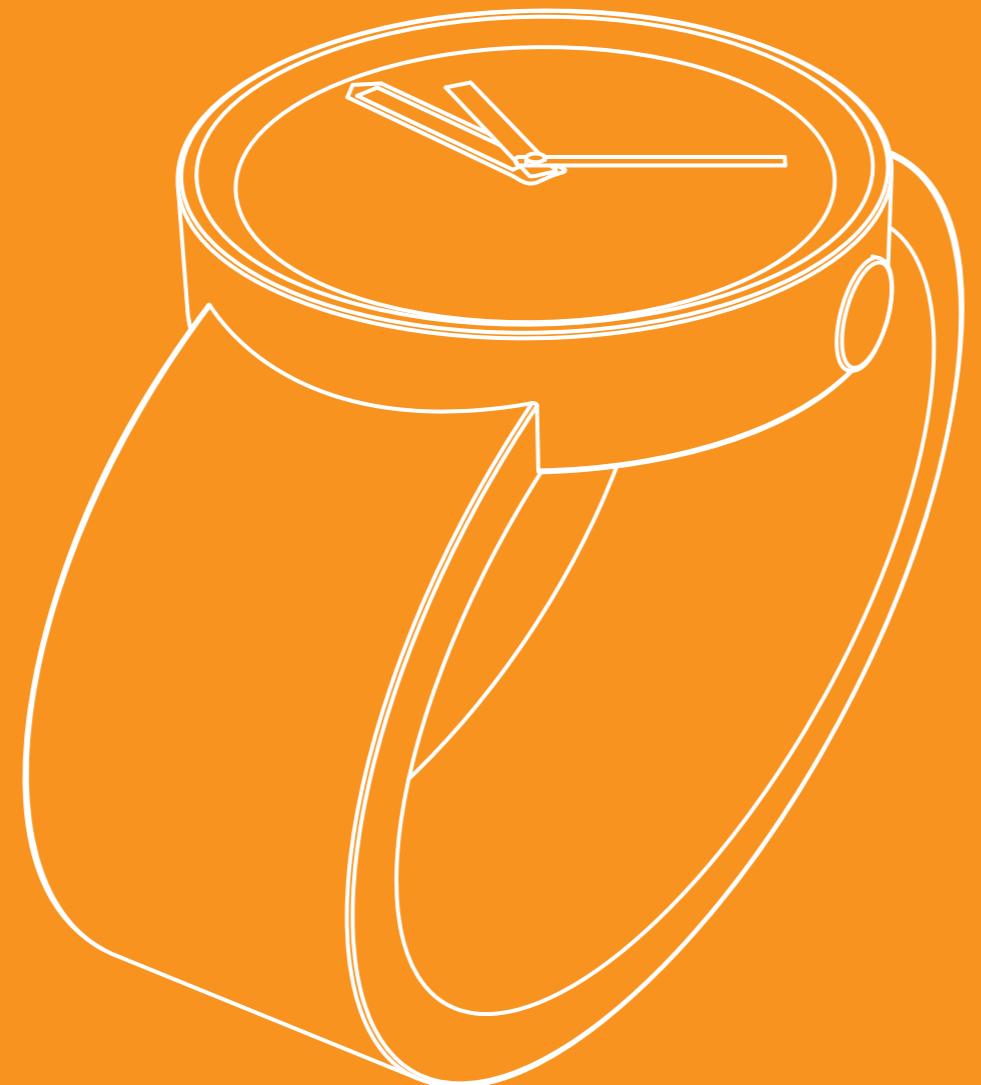
AERO ²⁰¹³

In FSC
In Auto China

Won 8th out of 53 teams.

Health Watcher

Jan. 2013 - Apr. 2013

Health watcher is a wearable device monitoring your healthy condition and gives advices or call for help.

In the modern age, noncommunicable diseases become the major health threat. Unlike the communicable diseases caused by various virus and bacteria, NCDs have certain known factors. So they are more likely to be monitored.

This health watch have used a direct way showing the overall health condition, with the theme of "racing against time." It helps user keep fit and stay healthy.
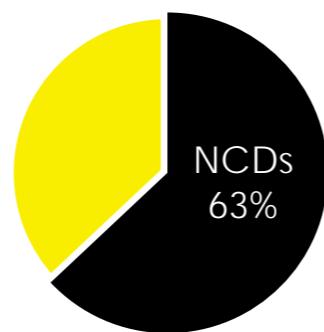
Analyze

NCDs: the major death cause
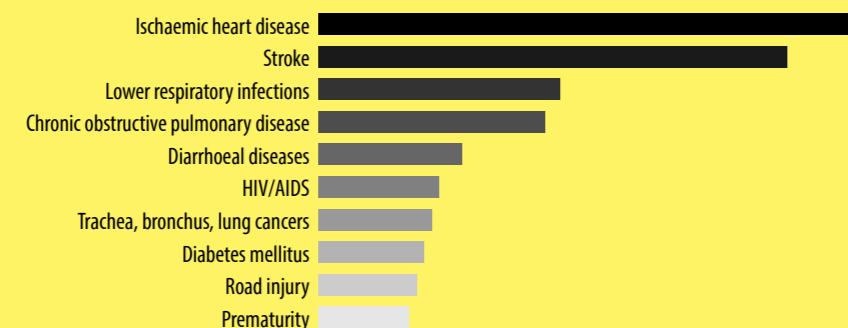
Noncommunicable diseases (NCDs) are the leading causes of death globally, killing more people each year than all other causes combined. Of the 57 million deaths that occurred globally in 2008, 36 million – 63%, almost two thirds – were due to NCDs, and a large proportion of these deaths occurred before the age of 60, during the most productive period of life.

Among the 10 leading death causes in 2011, ischaemic heart disease, stroke, COPD, cancer and diabetes are NCDs.

Death cause, 2008

NCDs 63%
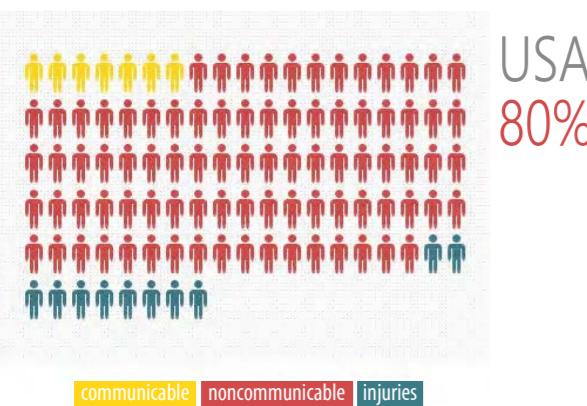
The 10 leading causes of death in the world, 2011

Ischaemic heart disease
Stroke
Lower respiratory infections
Chronic obstructive pulmonary disease
Diarrhoeal diseases
HIV/AIDS
Trachea, bronchus, lung cancers
Diabetes mellitus
Road injury
Prematurity
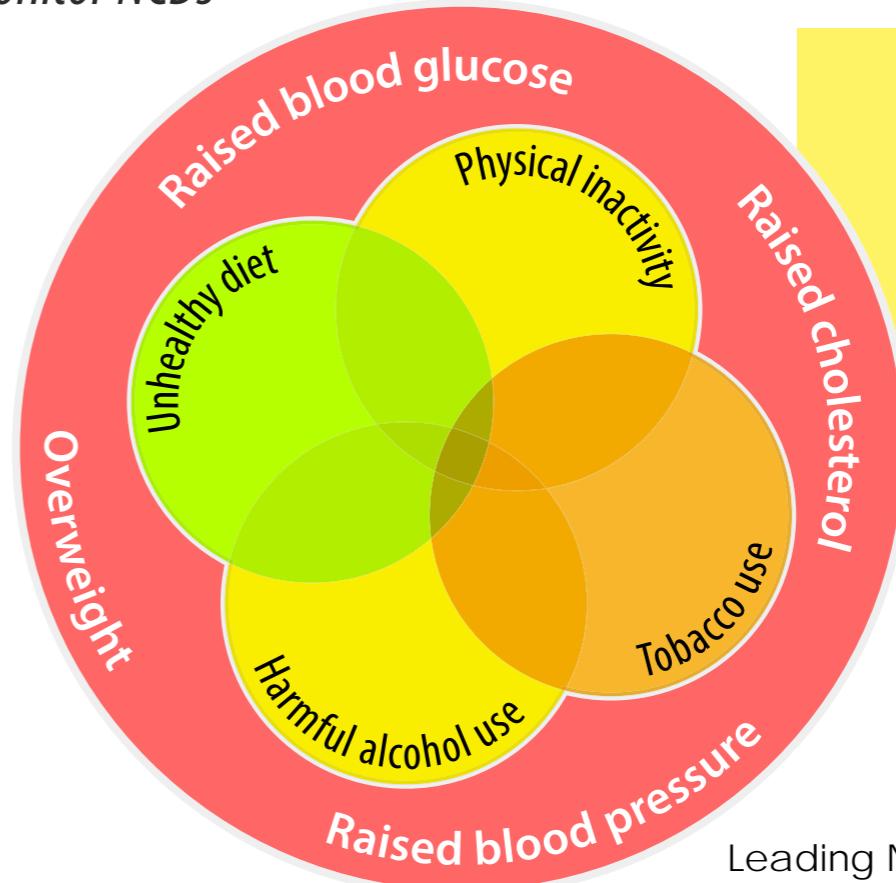
Source: WHO

As the impact of NCDs increases, and as populations age, annual NCD deaths are projected to continue to rise worldwide, especially in low- and middle-income countries. NCD deaths are projected to increase by 15% globally between 2010 and 2020.

As it was reported, in 2004, in the USA, Age-standardized mortality rates (per 100000 population) caused by NCDs was 450, while 36 by communicable diseases and 50 by injuries. In China, the number caused by NCDs was 627, while 86 by communicable diseases and 73 by injuries.

USA 80%

CHINA 84%

communicable   noncommunicable   injuries

Source: WHO

Monitor NCDs

Raised blood glucose
Physical inactivity
Unhealthy diet
Raised cholesterol
Overweight
Tobacco use
Harmful alcohol use
Raised blood pressure

Cardiovascular diseases
Chronic respiratory deseases
Cancers
Diabetes

### Leading NCDs and major risk factors

D
I   S

(I)ncentives result in (D)iseases and (D)iseases lead to (S)ymptoms.
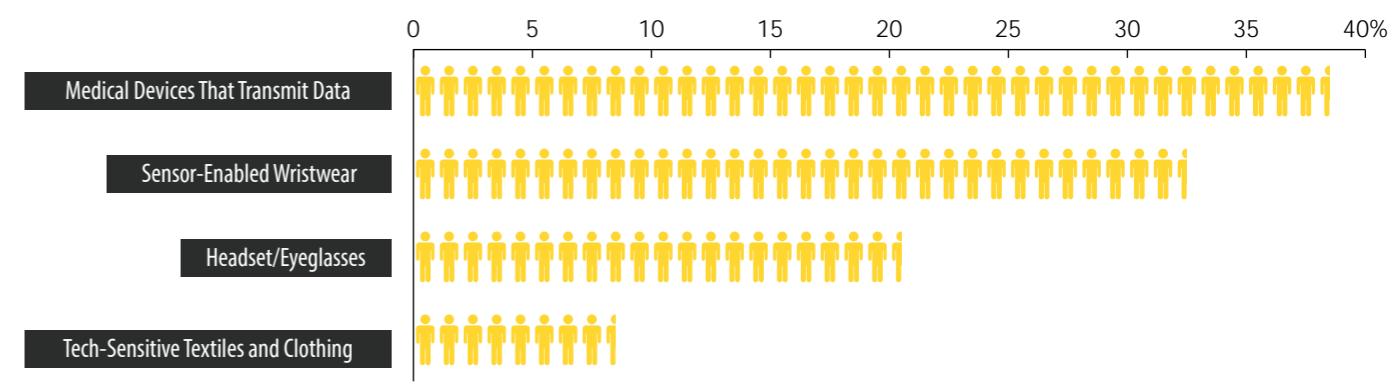
Unlike the communication diseases caused by various virus and bacteria, NCDs have certain known factors. So they are more likely to be monitored.

NCDs have some major incentives, such as unhealthy diet, physical inactivity, harmful alcohol use and tobacco use, and some major symptoms such as raised blood pressure, blood glucose and cholesterol, and obesity.

Wearables

Consumers are interested in Smart Medical Devices and Wristerwear

0   5   10   15   20   25   30   35   40%

Medical Devices That Transmit Data

Sensor-Enabled Wristwear

Headset/Eyeglasses

Tech-Sensitive Textiles and Clothing

Source: Business Insider

Sensors

Electronic temperature sensor, pulse sensor, 3-axis gyroscope, tabacco and alcohol and other sensors are built in the watch, placed in the belt close to your vessel.
Sensors measure physiology parameter; track your activity; detect nasties linked with disease.
All information is collected and recorded for further analysis.

Wireless

The built-in wireless connection, 802.11n WLAN, helps the watcher syncs with the outside world.
When connecting to the Internet, the watcher gets information and exchanges your health data with hospital's database.
Besides, it can share information with your mobile phone or send messages via WLAN.

Not just a watch. **A watcher.**
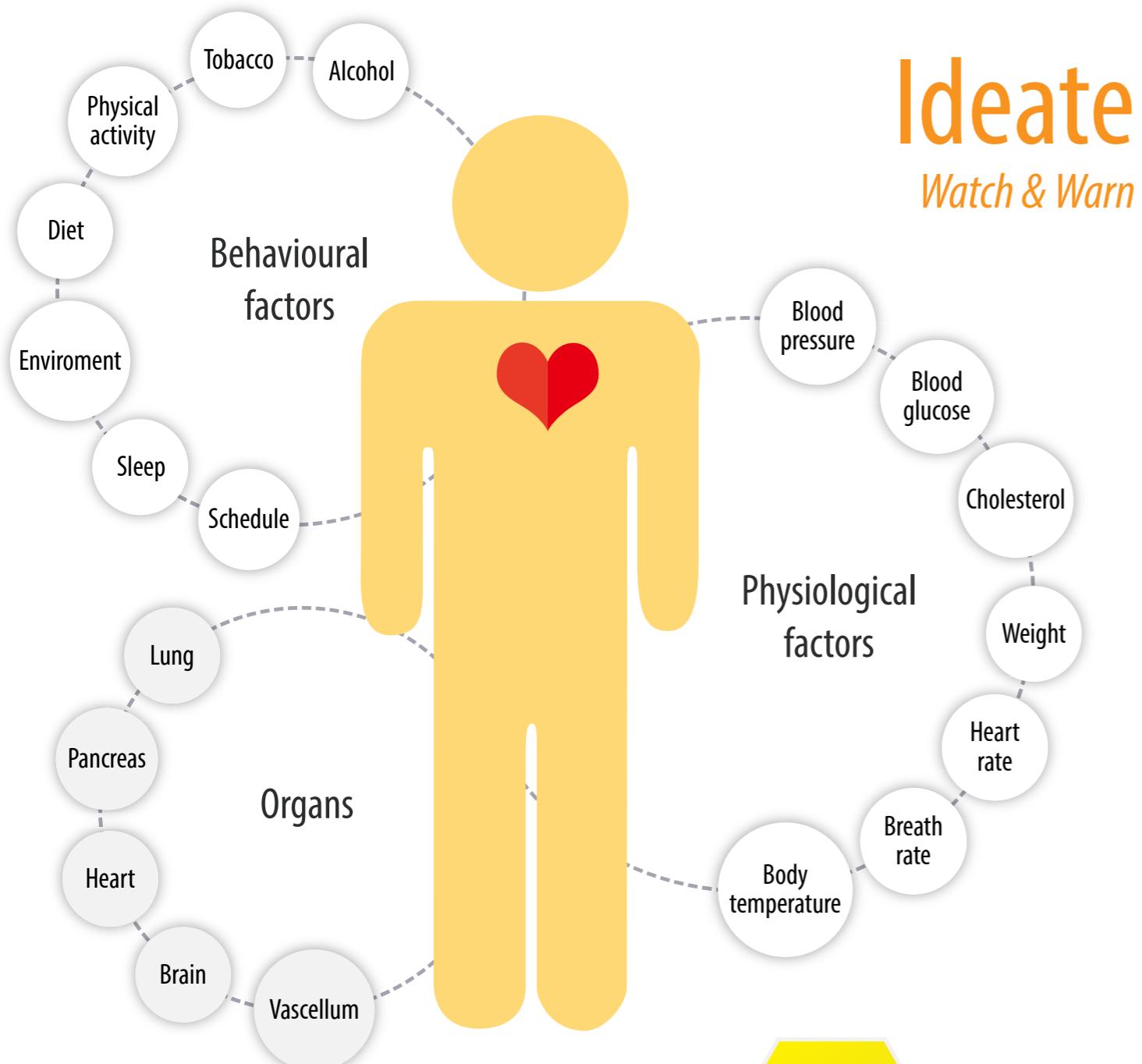
Blood pressure
Temperature
Pulse
Alcohol
Tobacco
Activity
Sleep

Sensor

Direct

Input

Hospital

Internet

Indirect

Medical Device

Mobile

Health Information

Ambulance

Emergency

Contacts

Life Clock

Diet
Weight
Breath
Cholesterol
Blood glucose

Health Adivse

Sound

Direct

Indirect

App

Vibrate

Website

LED

SMS

Racing against time

The clock hands show the time clearly and directly.
The red hand reflects the overall health condition.
When it runs slower than the hour hand, it means you lead a too leisure life and need more exercise to keep fit.
When it runs faster, it means you may be too tired and need a rest.


Lazy

Diligent

Ideate
Watch & Warn

Sketch
Health surveillance

Behavioural factors

- Tobacco
- Alcohol
- Physical activity
- Diet
- Enviroment
- Sleep
- Schedule

Physiological factors

- Blood pressure
- Blood glucose
- Cholesterol
- Weight
- Heart rate
- Breath rate
- Body temperature

Organs

- Lung
- Pancreas
- Heart
- Brain
- Vascellum

Hexagon themes

- Flower Bloom
- Day Night
- Water Flow
- Bright Dim
- Life Span
- Heart Beat

Why a watch?

Wearables could be glasses, bands, watches or something.
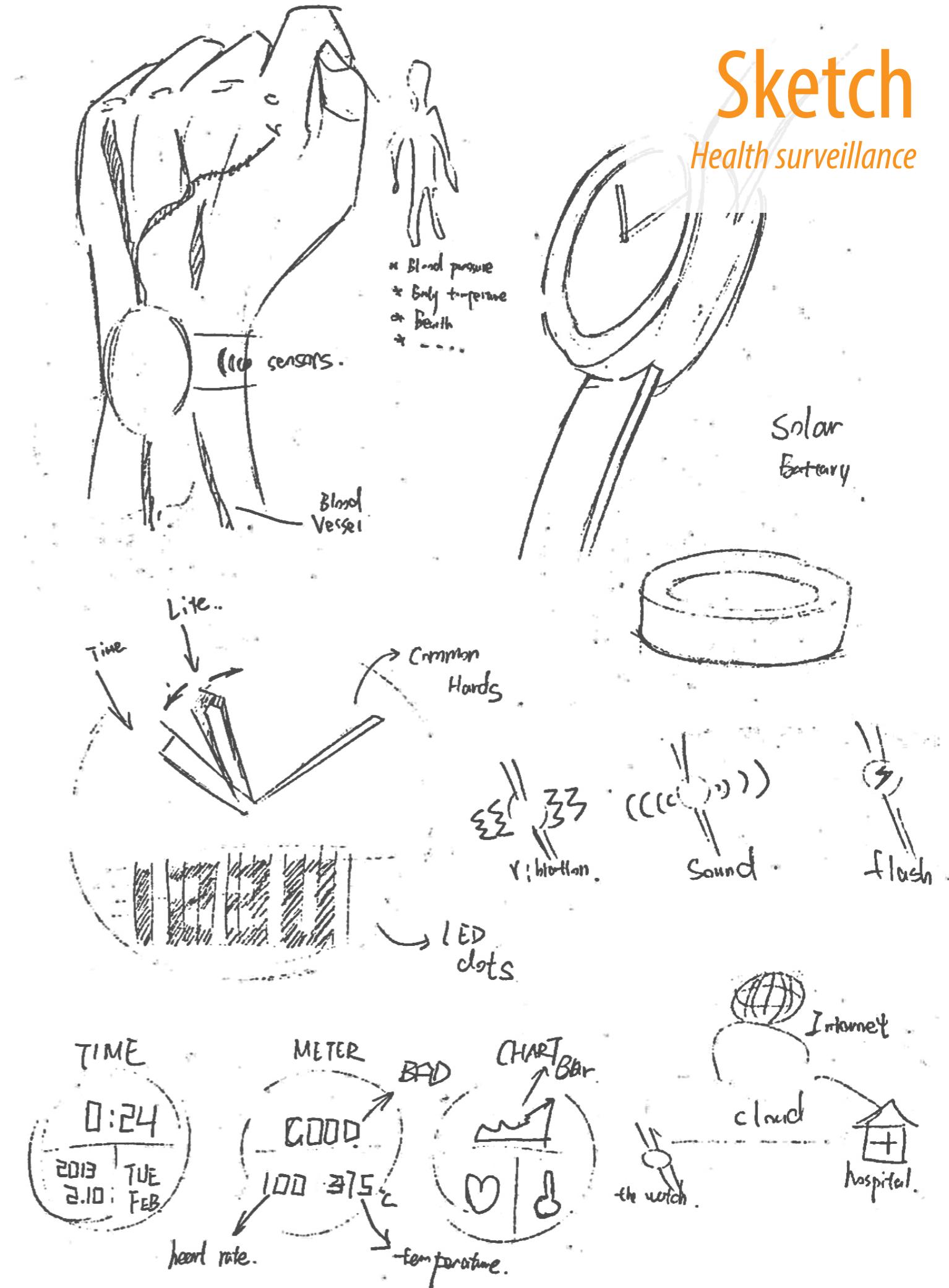
Life is a unknow countdown. A watch show health condition could warn us.

We live, racing against time.

When you run faster than the time, you need a rest or you will feel tired. When you fall behind, you need actions to catch up the time and do exercises.

Sketch notes

- * Blood pressure
- * Body temperature
- * Breath
- * ……

sensors.

Blood Vessel

Solar Battery

Time

Lite..

Common Hands

Vibration.

Sound

flash

LED dots

TIME

0:24

2013 2.10 | TUE FEB

heart rate.

METER

GOOD. BAD

100 375c

temperature.

CHART Bar

Internet

cloud

the watch.

hospital

Modes

Overall condition

Heart rate

Body temperarture

Dashboard

Time

Bar chart

Pattern

Statistics

Analysis

# Health Watcher

Alerts

Tobacco

Alcohol
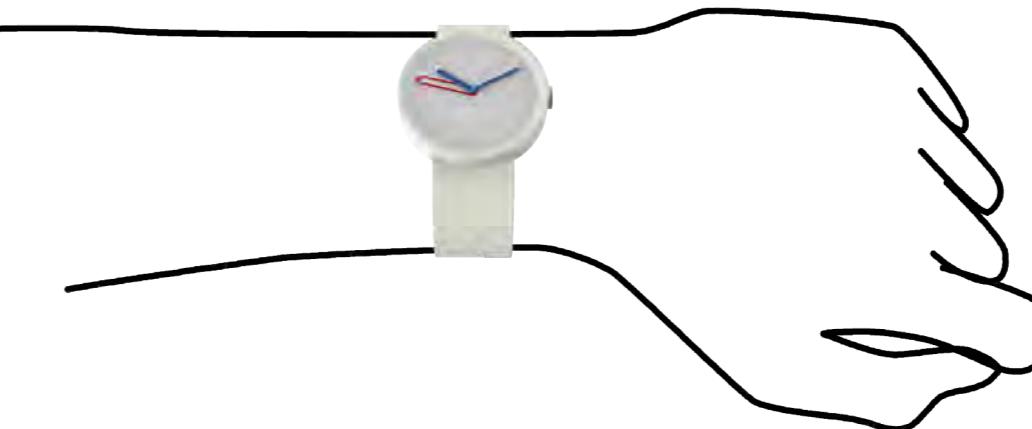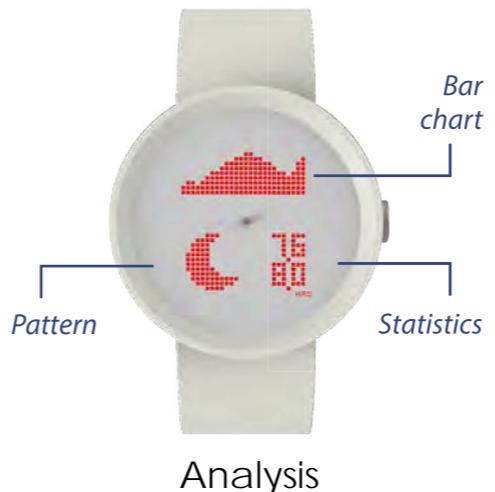
SOS

Emergency

When emergency, e.g stroke or cardiac arrest, the watcher would confirm it, then send an SOS signal. Or the user could swith the watcher to emergency mode manually.

Ask for a ambulance.

Call the close contacts.

Warn with flash and alarm.
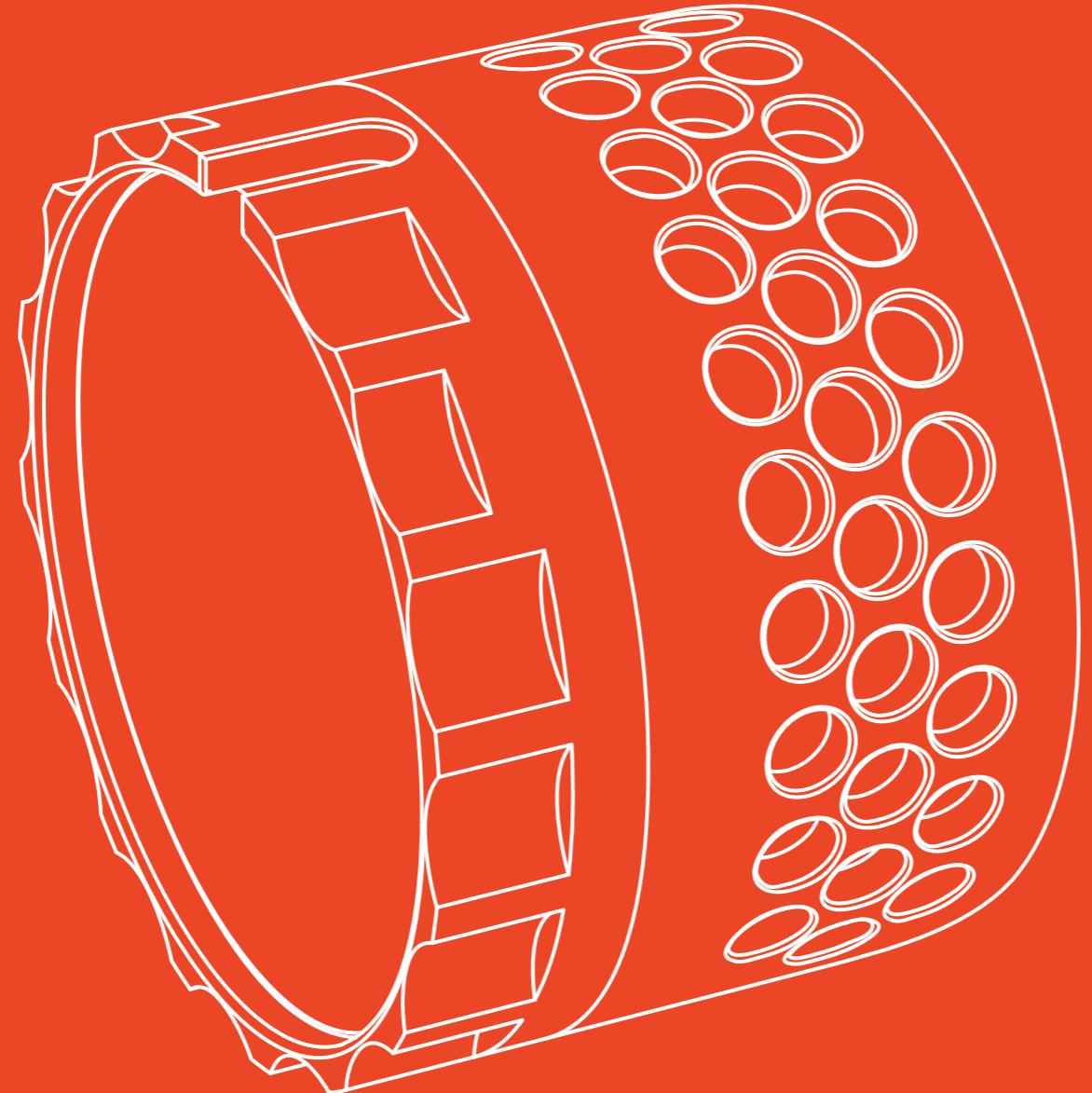
Screens
Multiple Sync

See the detailed data and analysis, control and customize your watcher on mobile phones and/or computer.

Health Watcher Pulse Sleep

Pulse 158

Anytime Anywhere

Healthcare surrouding you.

Dec. 2012 - Apr. 2013

The ringkey is a key that will not get lost.
The ringkey is a ring-shaped key you wear on finger.
It can be worn as a common ring and fits everyone's
finger. Wear it anytime and anywhere, and you need
not take it off even when you use it, so it always
remain on your finger. Also, it is easy to use and
convenient to take.

Red Dot Award Final list.

ringkey

Analyze

Lose keys: Big trouble

A key is the only access to what the lock guards: safety, fortune, secret or other things which make the key become important.

Keys are always important and if it were lost, a lot of troubles would follow. We have to waste a lot of time and energy on looking for the key; if we can no longer find it, that would result in a loss, sometimes pernament.

Investigation: *Losing keys is common.*
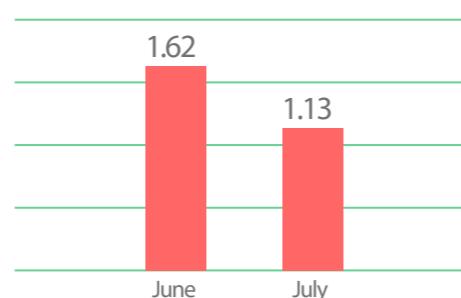
The following investigation tells that losing keys is common in the daily life. A number of people run into the trouble.

This investigation was made in a common university dormitory. It has 204 rooms for 805 male students.
(July is the summer vacation so the population would had declined. June is regarded as a common period.)
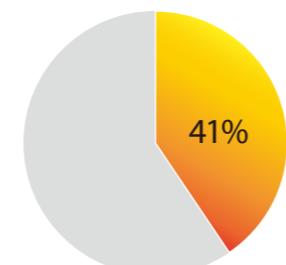
The student could borrow the key to his room from administers if he unfortunately forgets to carry his key, fails to find it or even loses it. This service is free, and the student would be asked to show his student card and be recorded. So by checking the record we can figure out how many times the keys were borrowed and estimate the data of losing keys.

As the record shows, the keys were borrowed 330 times in June and 231 times in July. On average, every key was borrowed for 1.62 times in June and 1.13 times in July. Supposing that every student borrowed the key no more than once, the ratio of students who borrowed keys to all the students is 41.0% in June and 28.7% in July.

Every key was borrowed more than once

1.62   1.13
June   July

Ratio of key-trouble students up to 41%

41%

To find or not to lose?

A key that never get lost and a key that could be found quickly after lost, which would be better? My design would choose the former. The latter has two extra processes: lost and found, to find is still a waste of time and energy. On the contrary, feature of never-get-lost is simple and prevents the problem at the very beginning. Simplicity is a merit. Ockham's razor asserts that simplicity is preferred to complexity in design.

NEVER LOSE
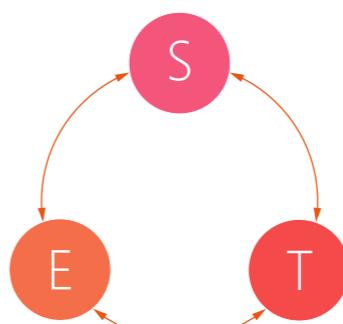
What we care

The senior, the children, the people who have dementia or amnesia may have trouble in remembering every detail and, for example, fail to find their keys. Do doubt even everyone will sometimes do.

Locks which identify the fingerprint, the iris or the face are very very expansive, so few people can afford them. We all need a new kind of keys and locks.

SET Factor Analysis

S
E   T

Society

Losing key brings troubles.
People don't want to waste time and energy on looking for keys.
People appreciate aesthetic key design.
Modern people pursuit of a easy and simple life.

Economy
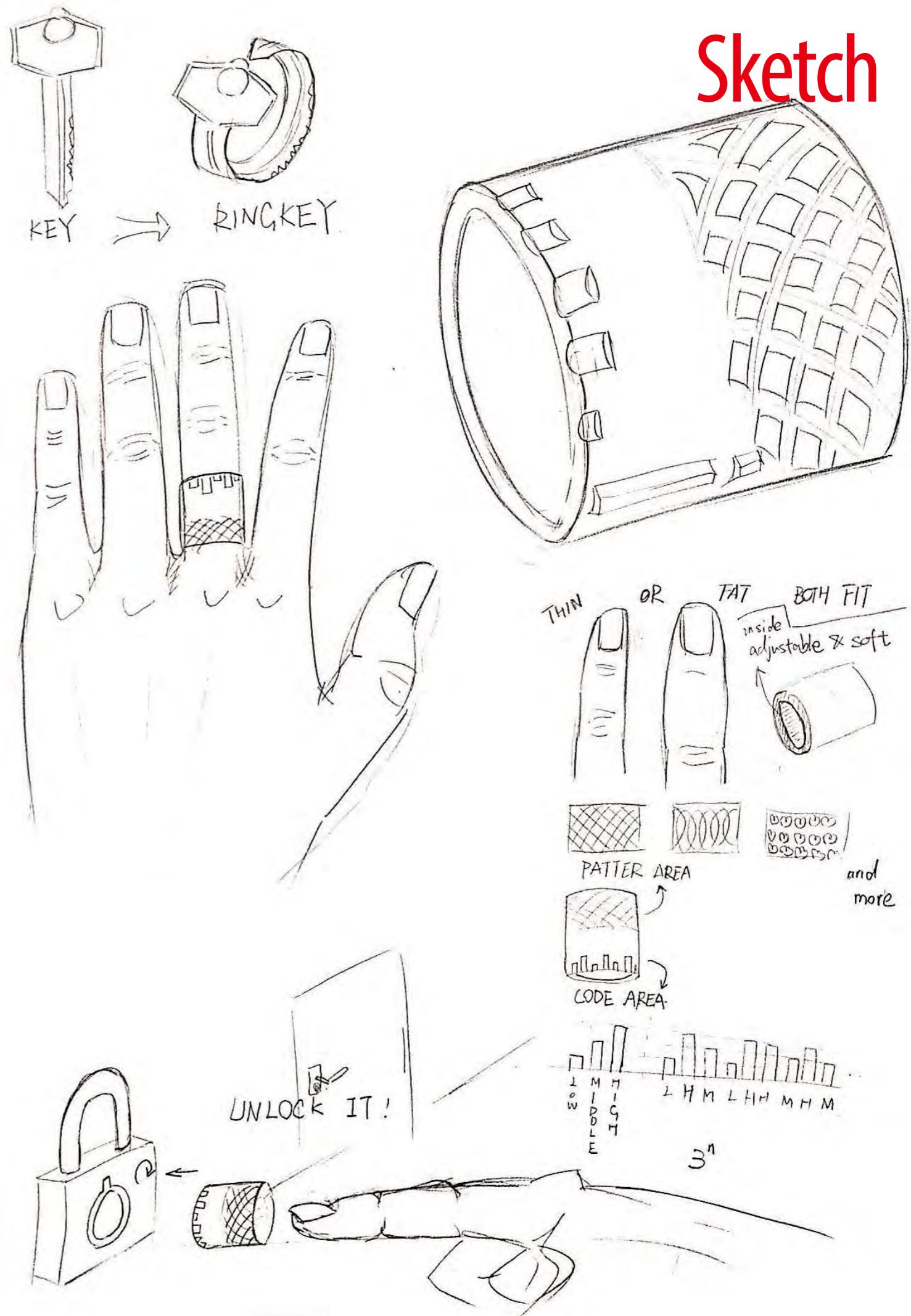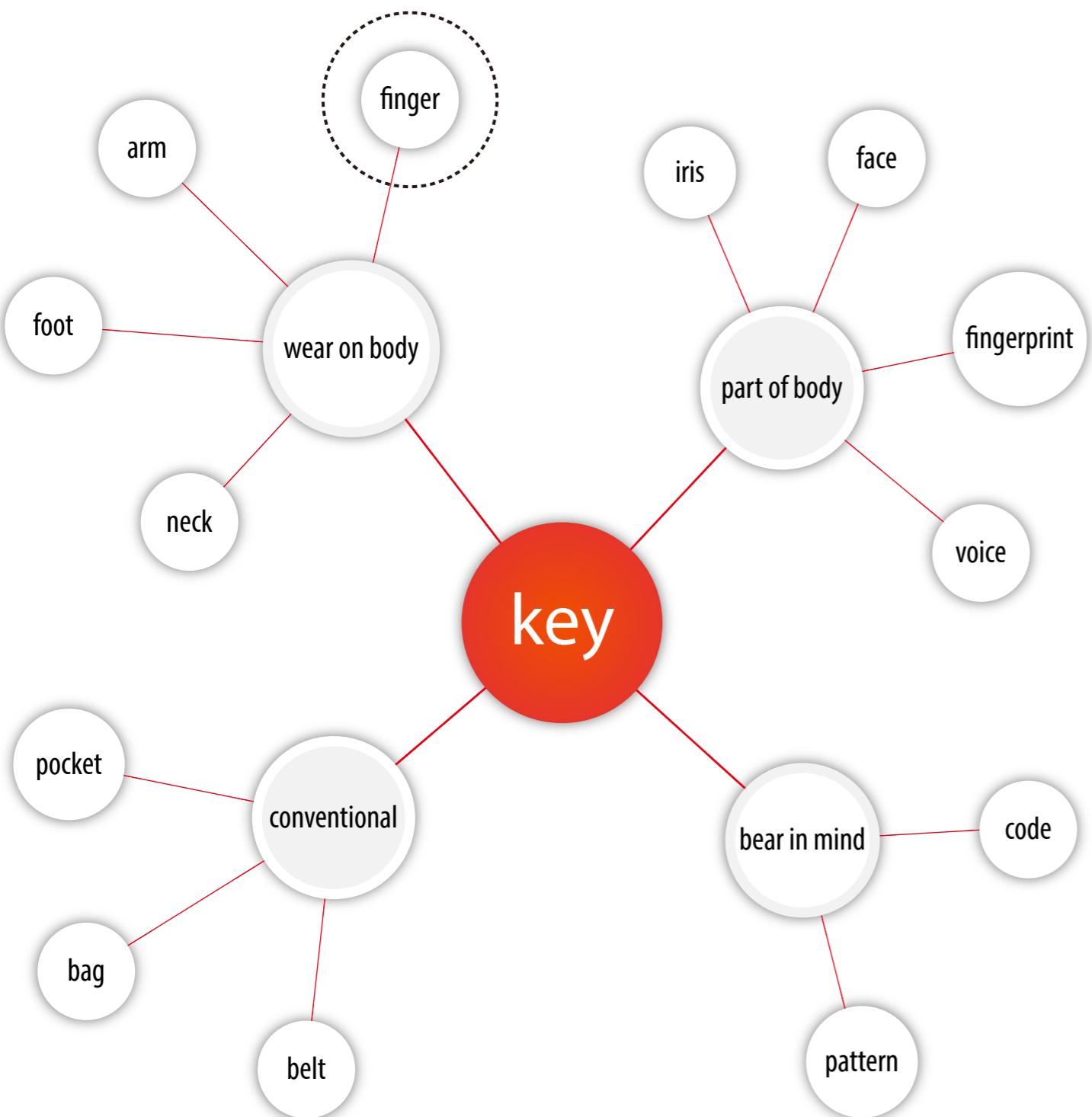
People have a growing disposable income.
People are willing to pay more for the convinient and secured keys and locks.
Keys with high technology are still expansive.
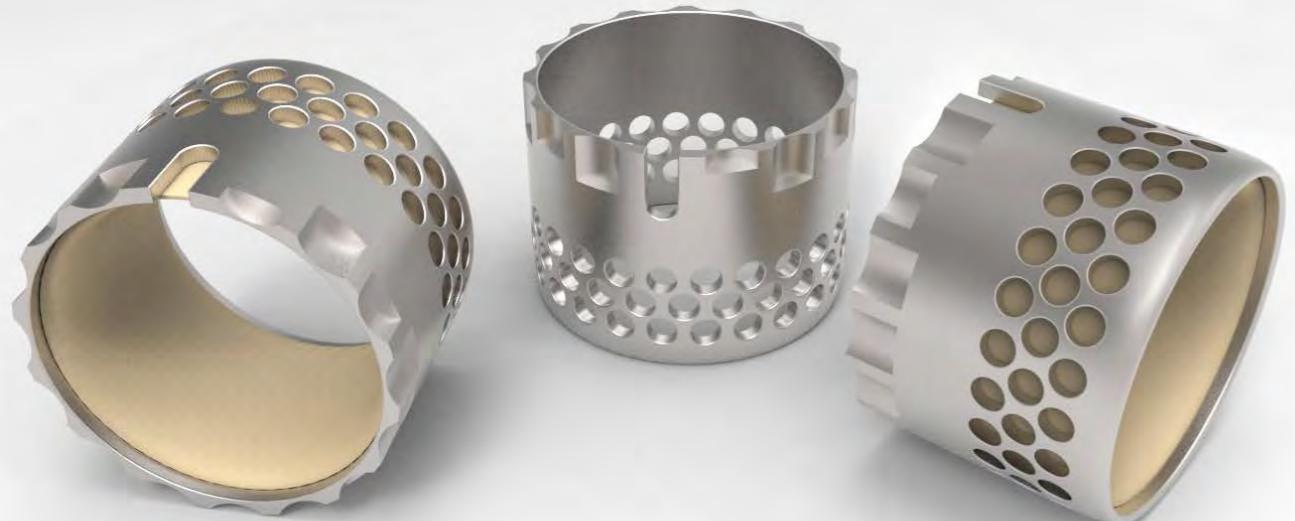
Technology

Nowadays common mechanical machines have strong abilities to manufacture.
Biological identification technology is being developed.
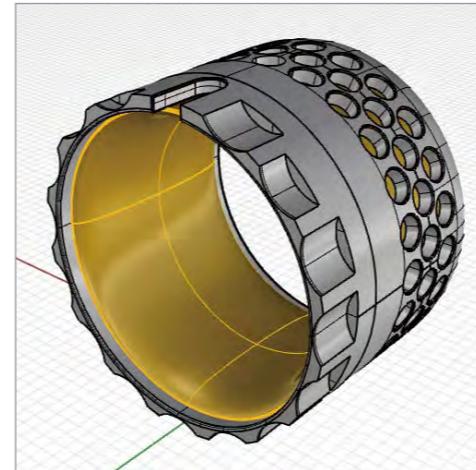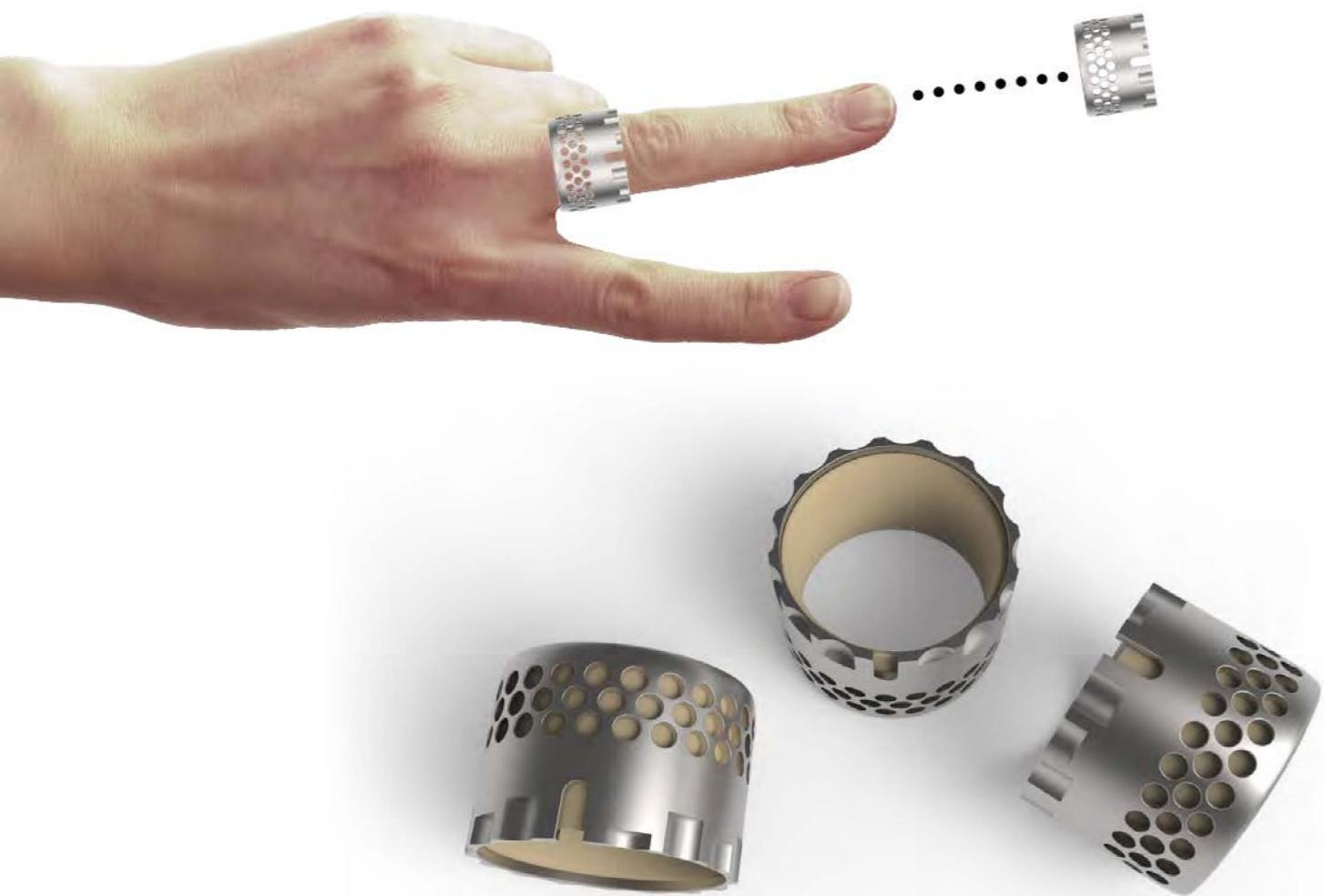
Ideate

Brainstorm Where to put your key?

- finger
- arm
- foot
- wear on body
- neck
- iris
- face
- part of body
- fingerprint
- voice
- key
- pocket
- conventional
- bag
- belt
- bear in mind
- code
- pattern

KEY ⟹ RINGKEY

THIN OR FAT BOTH FIT

inside adjustable & soft

PATTER AREA

and more

CODE AREA

UNLOCK IT !

LOW MIDDLE HIGH

L H M L H H M H M

3^n

ringkey

All-new design

Around your finger, never lose.

Manufacture
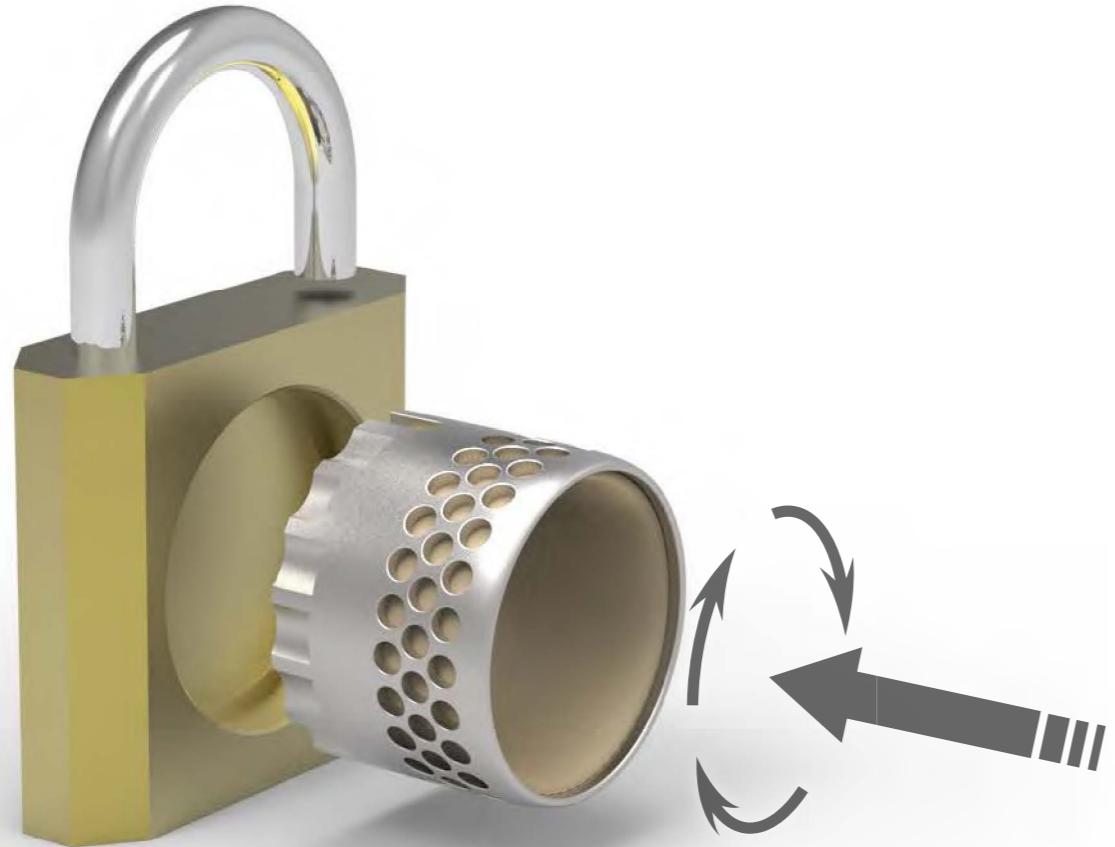
Prototype Made in a workshop.

Prototype process
Those prototypes were processed by common machine in a Chinese mechanical workshop. They were produced at a low price and a limited cost of aluminum.

aluminum
13
Al
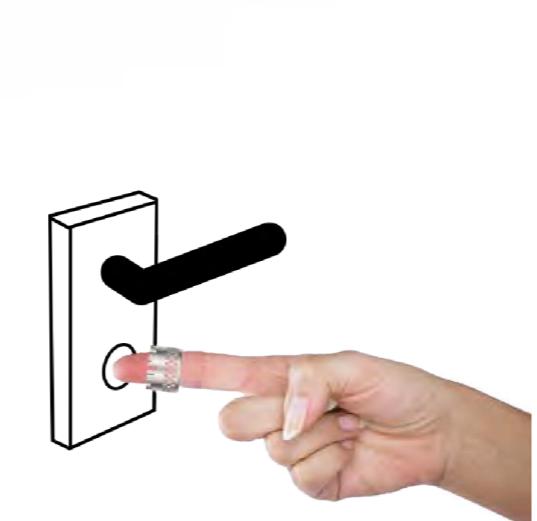
Scenario *Easy to find; easy to use.*

Structure *Highly secure and affordable.*

Pattern

Gap

Grooves

Lining
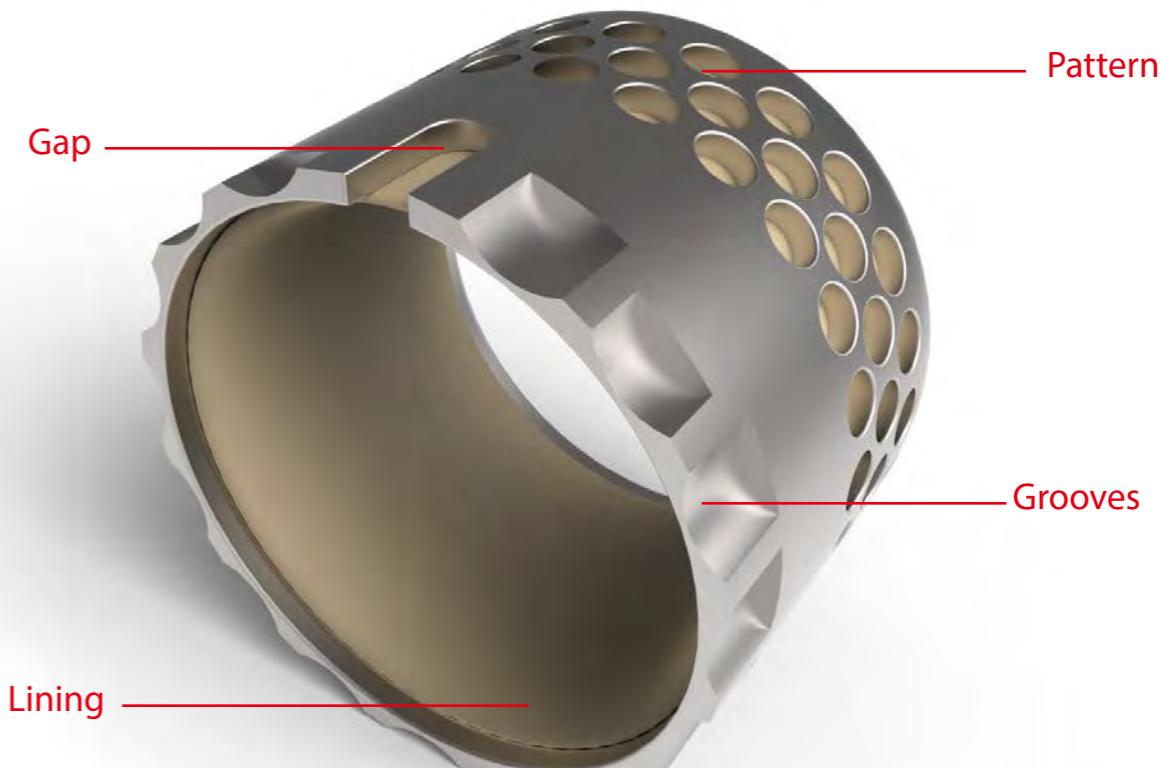
Insert, turn, unlock.

Scenario: open a door
When you come to a door with ringkey lock, you needn't search every bag or pocket to find the key. The ringkey is always on your finger. Simply raise your hand, put your finger with ringkey in the hole and turn the handle, then the door will be unlocked.

Grooves
15 grooves of varying length are built at the end of the shaft: shallow, medium or deep. So every key has 3^15(>14 million) different possibilities of shapes. They guarantee safety and reliability.

Pattern
Increase friction and ornament. A user can choose a kind of pattern he/she likes.

Gap
It helps place the key at a right angle to insert the lock and different shapes make the key more complex.

Lining
Different internal sizes suit all fingers. It is usually made of soft and comfortable leather or cloth, which users can choose.

Ecological compatibility
The ringkeys are made of common metal such as steel, brass, aluminum and etc. Those materials are recyclable and cheap.
They don't made use of expensive high technology, so the price of ringkey can be lower than $1. Everyone can afford it and it will bring great profit to producers.
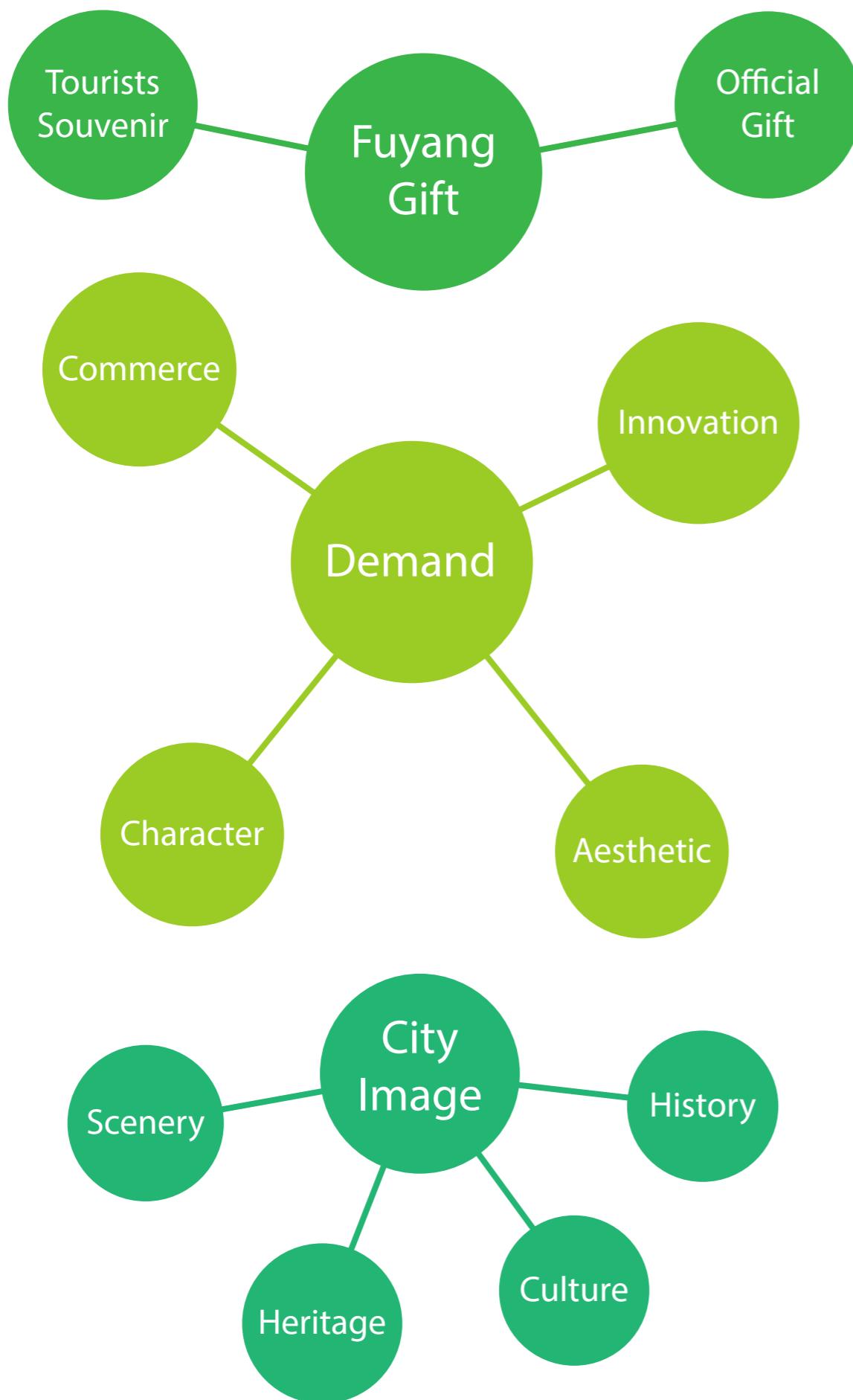
This is a wonderful scroll, conventional and austere appearance masking its secret.
When the first time you open it, it is only an empty white scroll painting, traditional and ordinary.
As time goes by, at the left corner appear fragment of landscape, river and mountain.
More scenery follows.
As a travel, scenery changes along with path, river flowing and mountain growing.

emerging painting

Situation

Tourists Souvenir

Fuyang Gift

Official Gift

Demend

Commerce

Innovation

Demand

Character

Aesthetic

Define

City Image

Scenery

History

Heritage
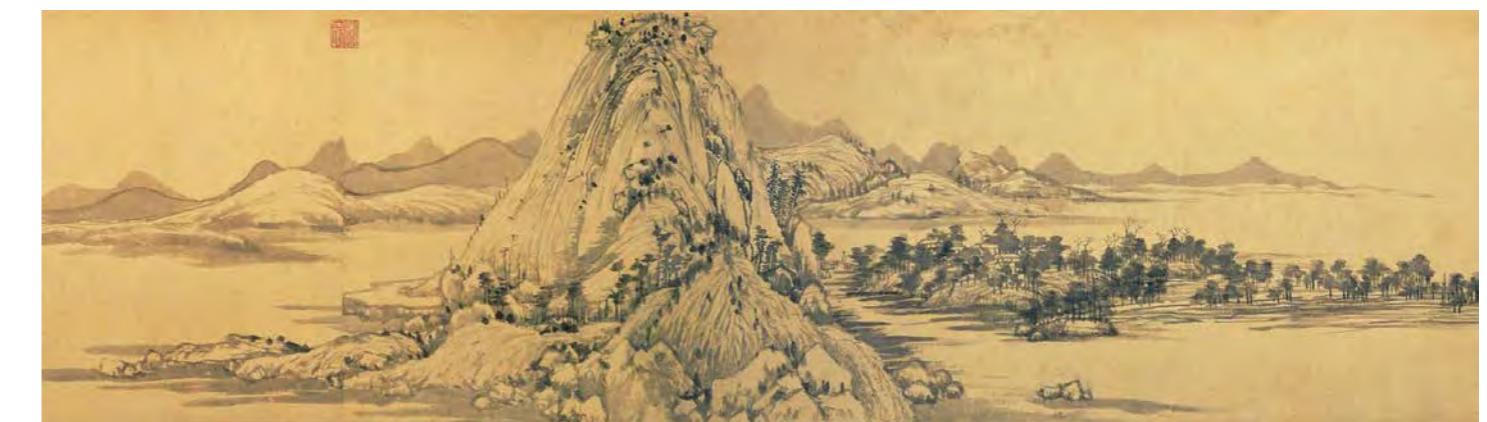
Culture

Gift of Fuyang

Fuyang is a small city in eastern China, in the region ever named Fuchun. In the recent years, the city government intends to show the city's characteristic culture and scenery to the world, so a design competition was held to attract designer and good design as a gift of Fuyang.
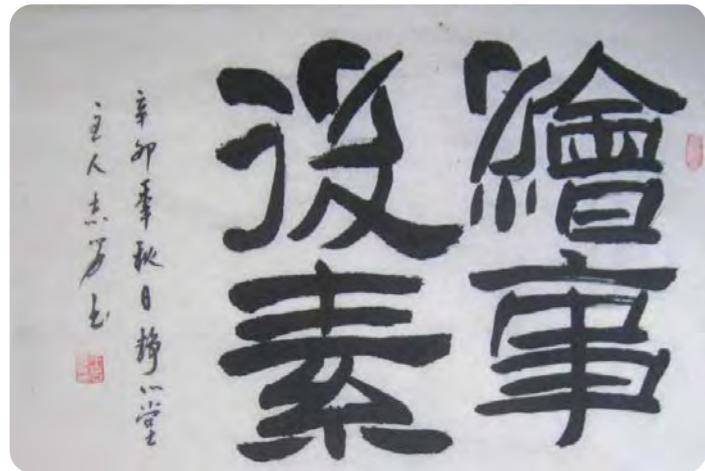
Dwelling in the Fuchun Mountains

This masterpiece, painted in 1347, is considered as one of the 10 most famous Chinese painting throughout the history. This scroll is an idealized panorama of the Fuchun Mountains west of Hangzhou, where now is Fuyang, its bush and ink were highly admired as the best representative of Chinese landscape painting.
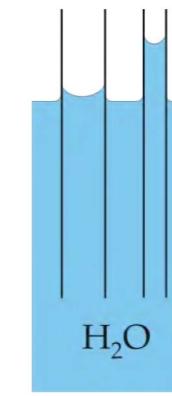
"Paint after sketch."

Confucius said: "Painting after sketch."
That means a wonderful paint must have a excellent sketch first, and further achievement should have a firm foundation. In traditional Chinese culture, people attach great significance to the essence of something, rather than the apperance.

Capillary action

Capillary action, or capillarity, is the ability of a liquid to flow in narrow spaces without the assistance of, and in opposition to external forces like gravity.
The effect can be seen in the drawing up of liquids between the hairs of a paint-brush, in a thin tube, in porous materials such as paper, in some non-porous materials such as carbon fiber, or in a cell.

Denser
the fiber is
Deeper
the color is
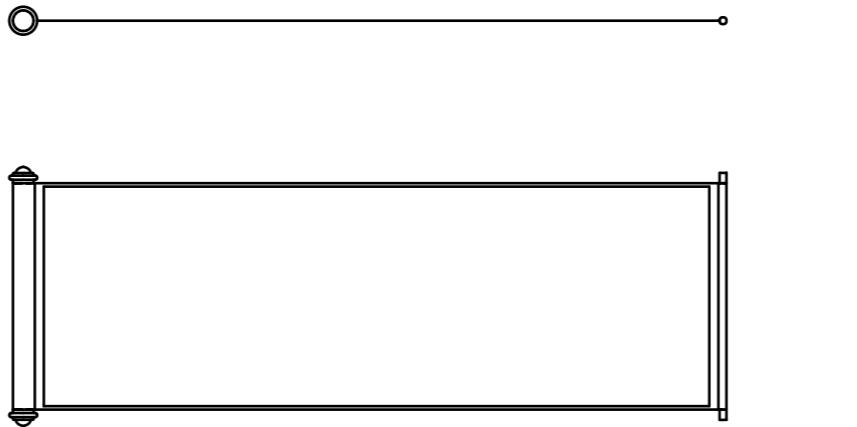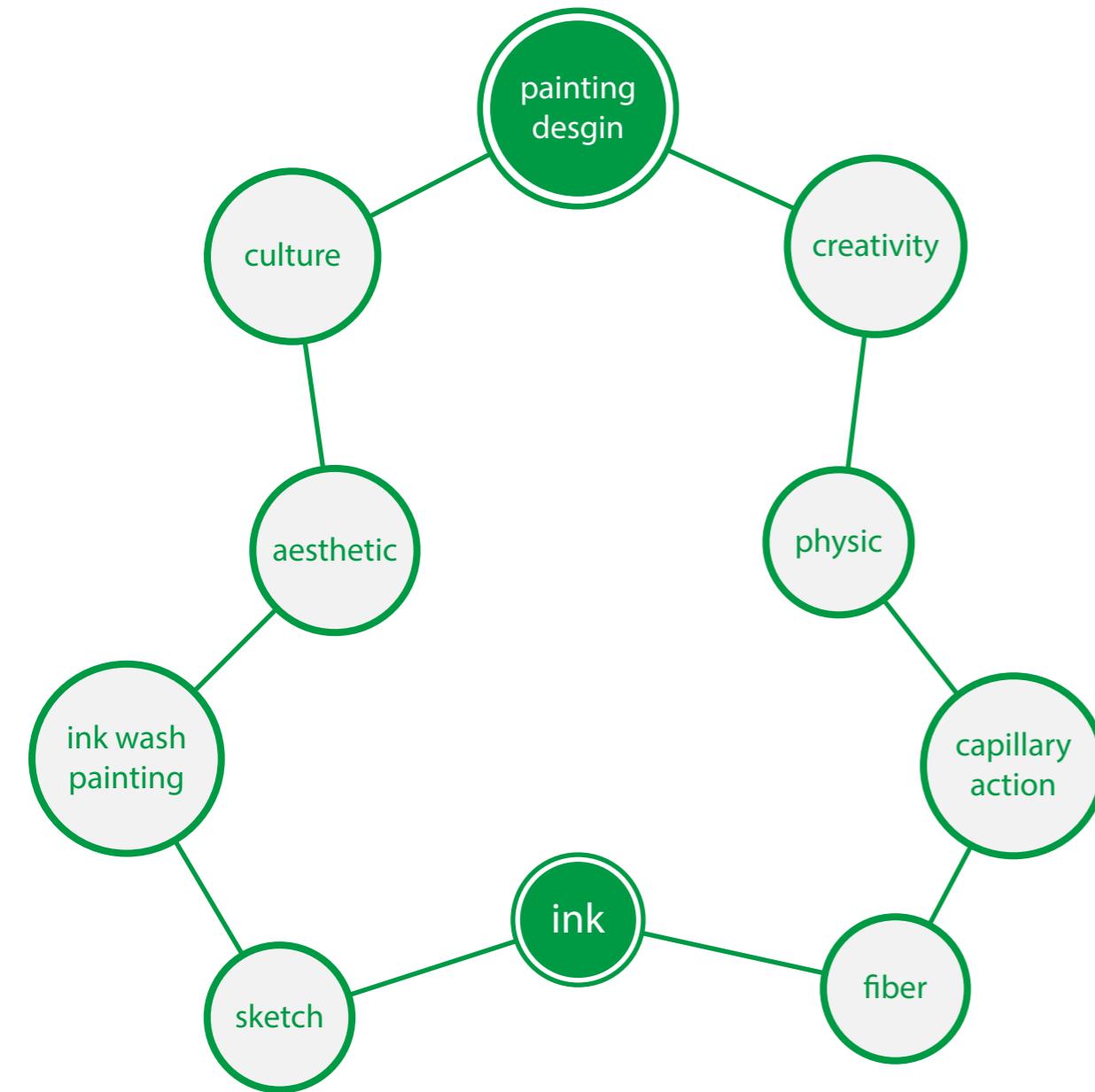
Ideate

Implement

Brainstorm Combination of culture and creativity.
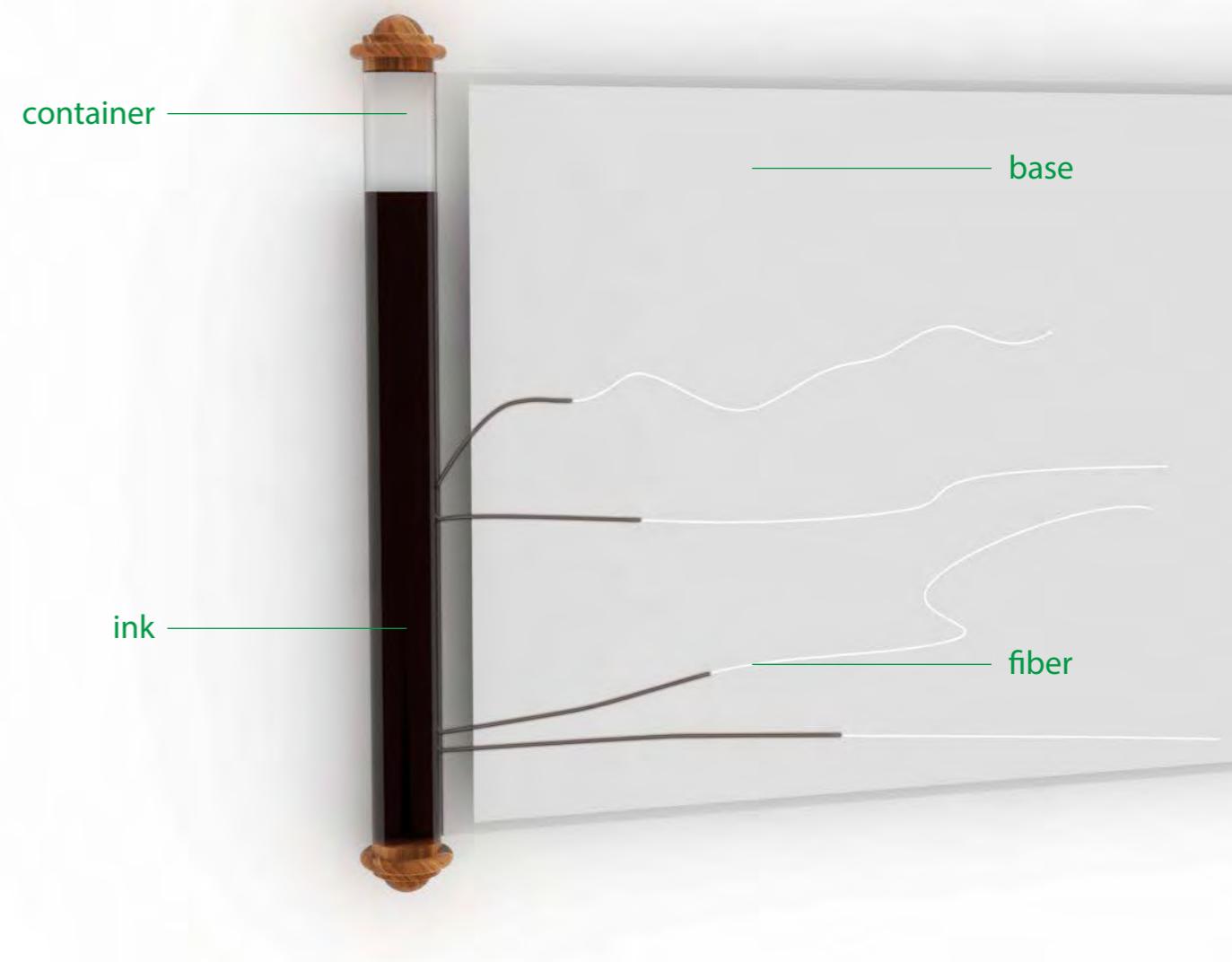
Dwelling in the Fuchun Mountains is a excellent representative of Chinese traditional ink wash paiting.
Ink wash painting, also known as literati painting is a Chinese type of brush painting. Only black ink - the same as used in Chinese calligraphy - is used, in various concentrations.
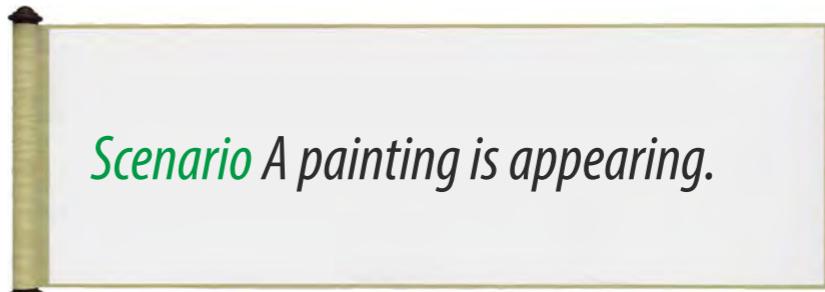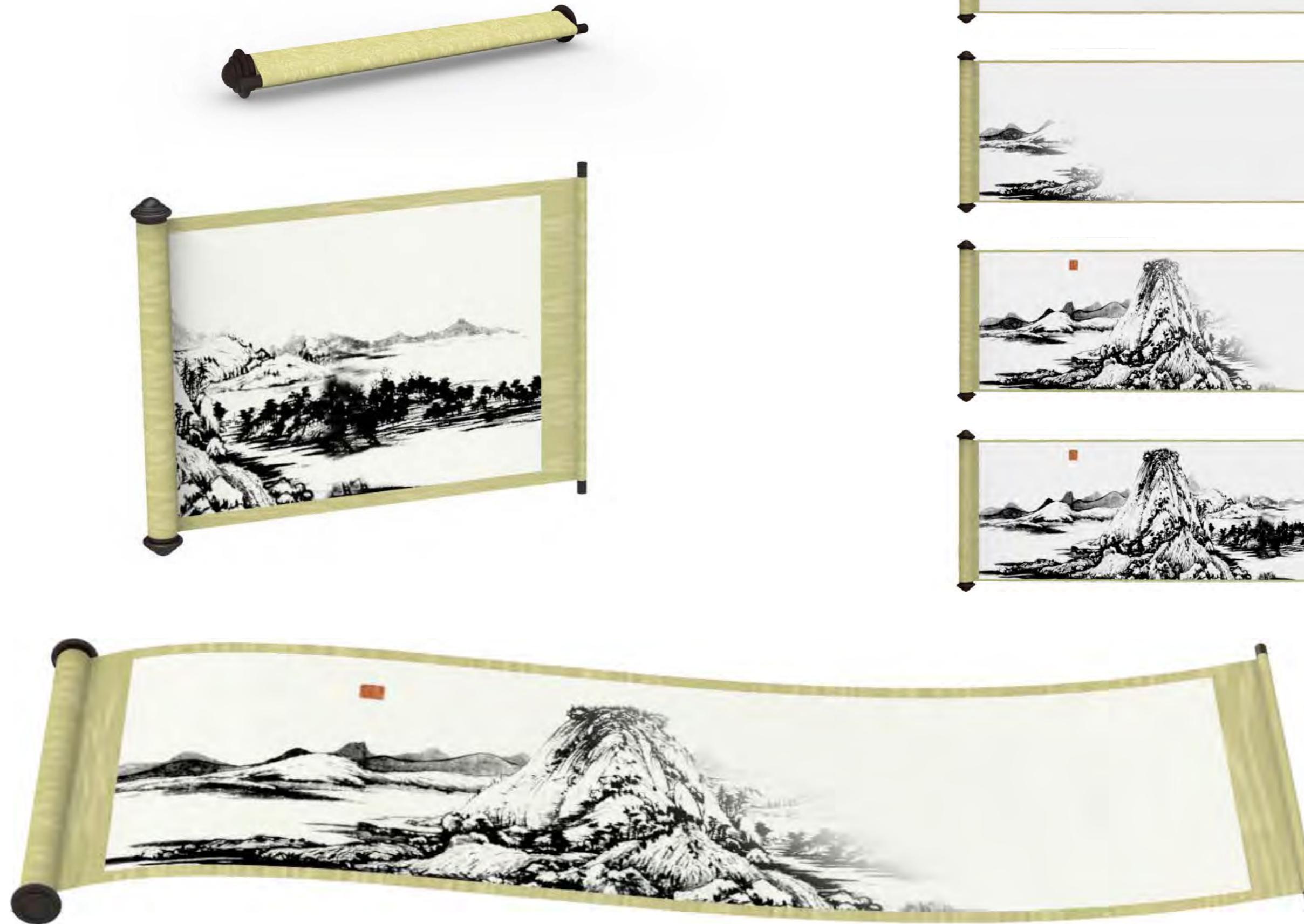
Construction Physic law behind.

Construction and physic principle
The painting base (paper) is made of the hydrophobic material which does not absorb ink while the sketch is made of porous fiber. When adding ink to the container, the fiber makes use of the capillary attraction, pushing up ink automatically along the arranged fiber. The fiber is placed on the base in the shape of painting so when ink dyes the fiber, it will form a landscape painting.
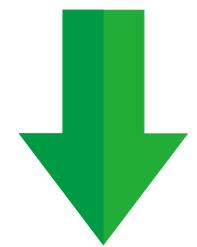
- painting desgin
- culture
- creativity
- aesthetic
- physic
- ink wash painting
- capillary action
- sketch
- ink
- fiber

container

base

ink

fiber

emerging painting
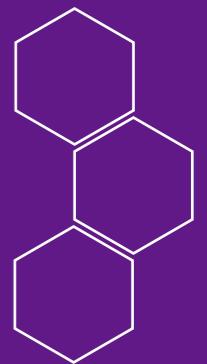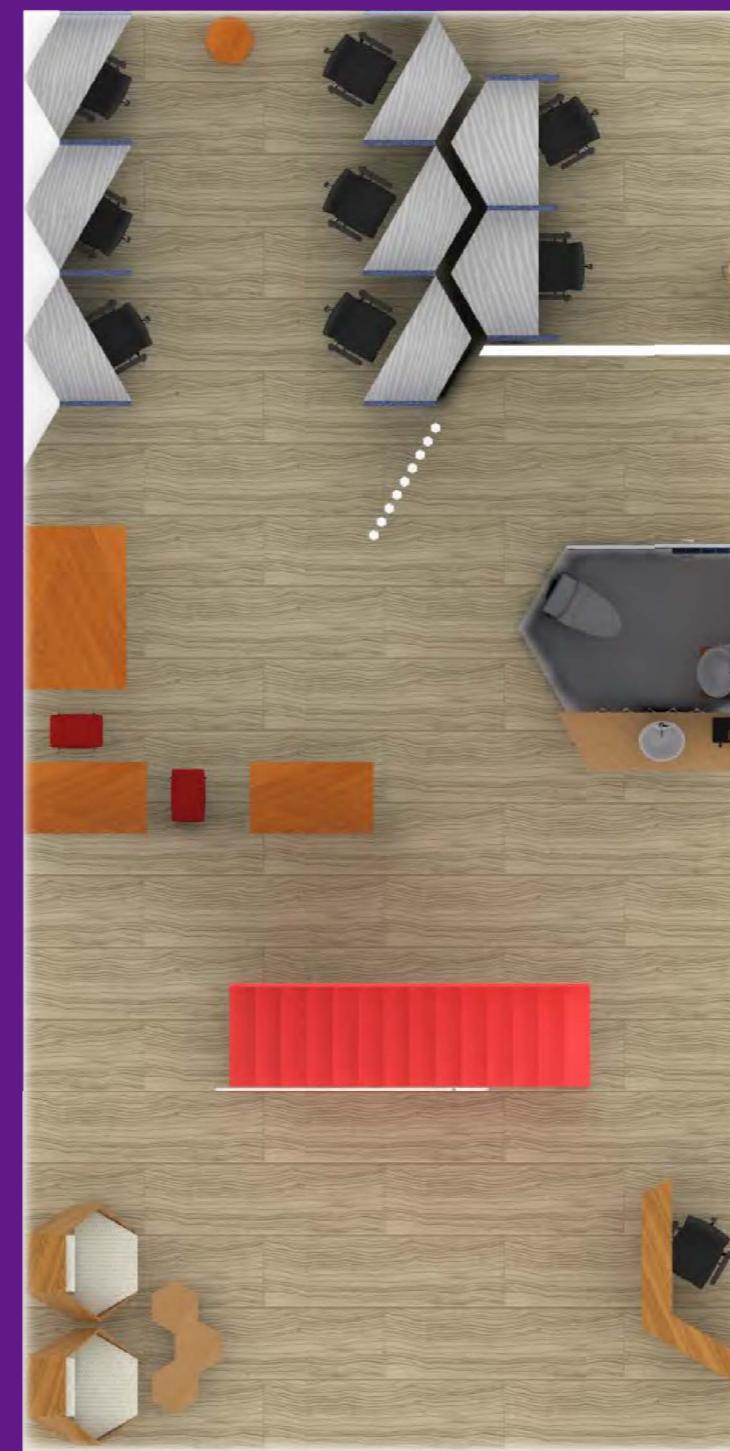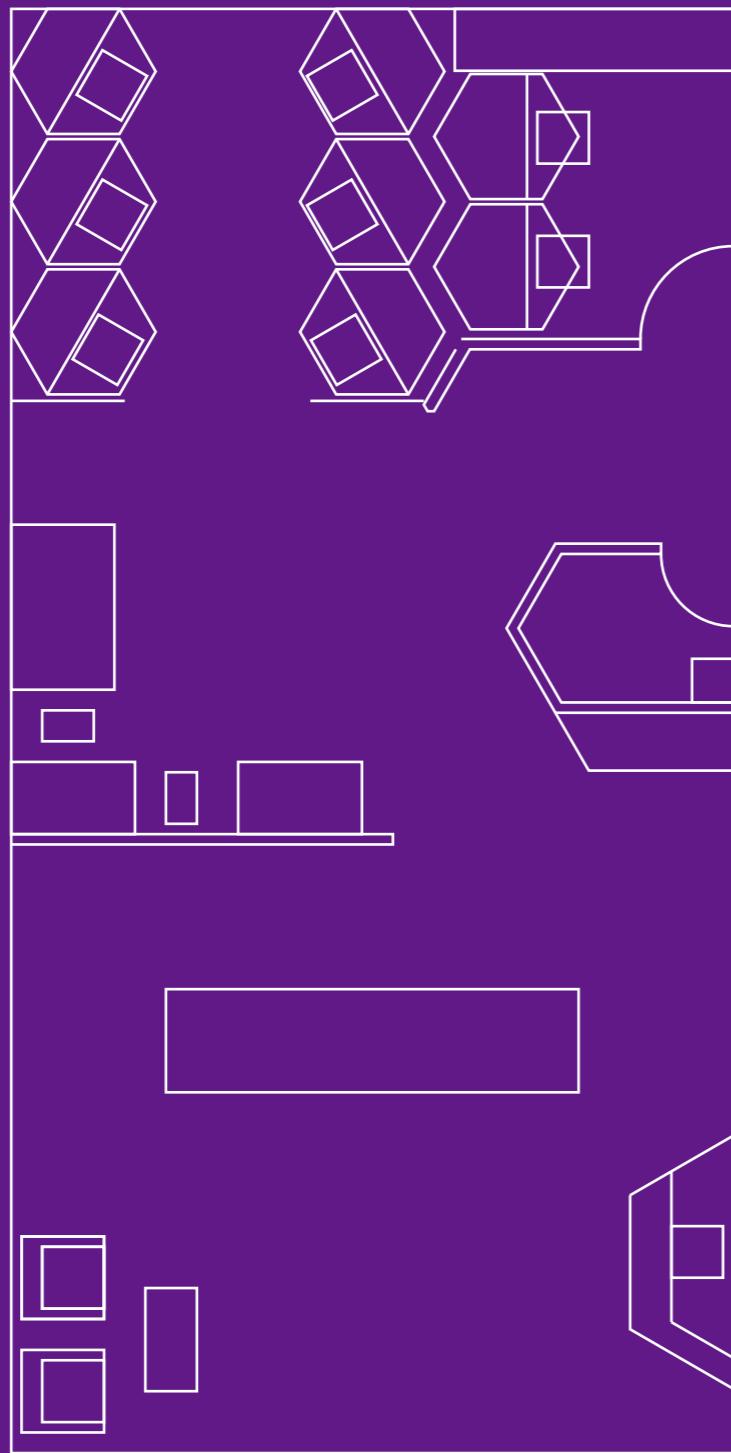
Scenario *A painting is appearing.*

A week

hive studio

Apr. 2013 - Jul. 2013
Interioer Designer

Hive studio is a enjoyable workplace intended for start-up team or small company.
It provides space for 6 designers, 1 boss and 3 staffs.
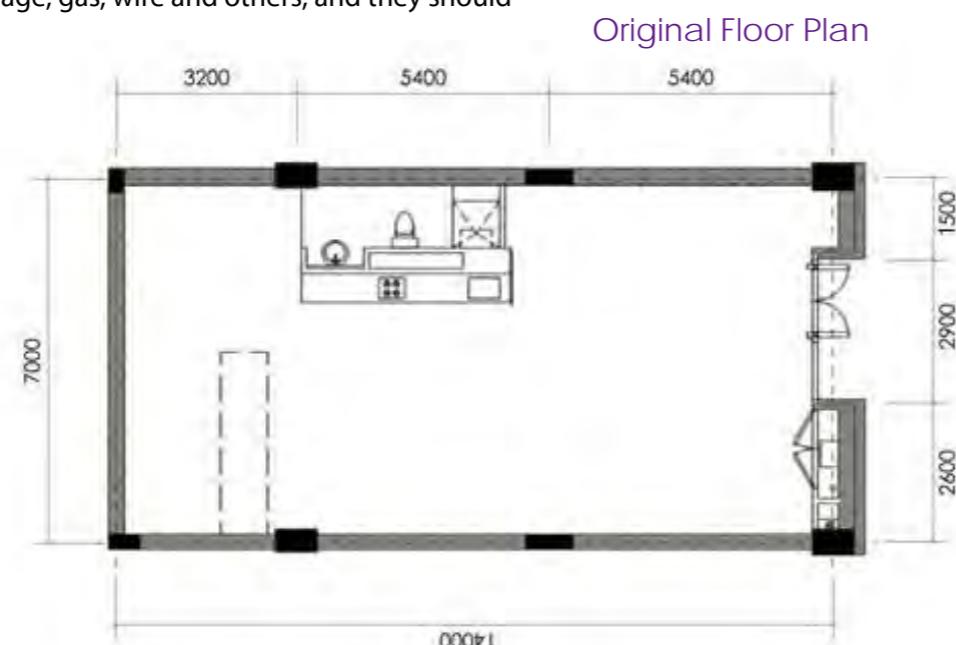
It is full of hexagon elements so I call it hive studio. A hive is workplace of bees and bees are teamworking and hardworking, which is important for a lifeful team.

Analyze

Limitation and requirement
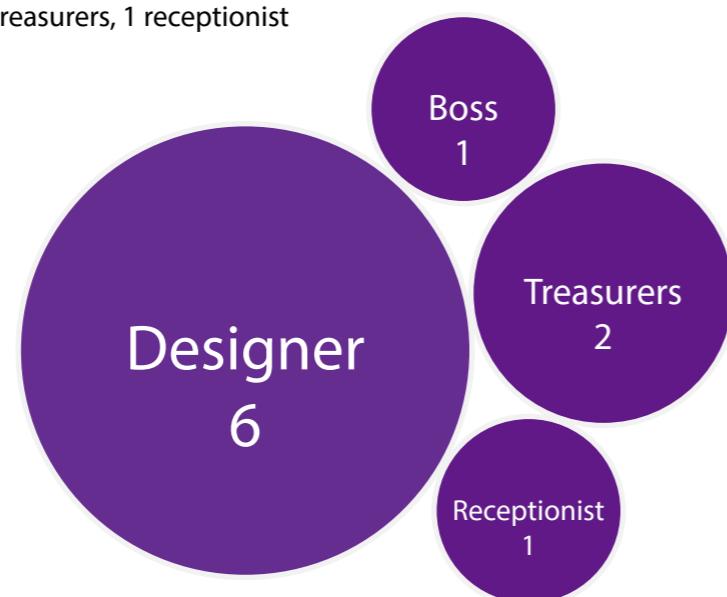
Limitation and analysis

As the floor plan shows, the original room is 14 meters in length, 7 meters in width and 5.7 meters in height. Its area is about 118 square meters. This big room has two windows: The big one is at the front of the room and also the entrance; the small one is a skylight at the top away from the entrance. The room have tubes for water, sewage, gas, wire and others, and they should not be changed if possible.

Original Floor Plan

Define

The project is to convert the big room into a design studio.
The original room is high enough to be divided into two floors so there will be more space. Considering the room' size and a studio's staff, it is able to accommodate 10 people, including 6 designers, 2 treasurers, 1 receptionist and 1 boss.

Boss 1

Treasurers 2

Designer 6

Receptionist 1
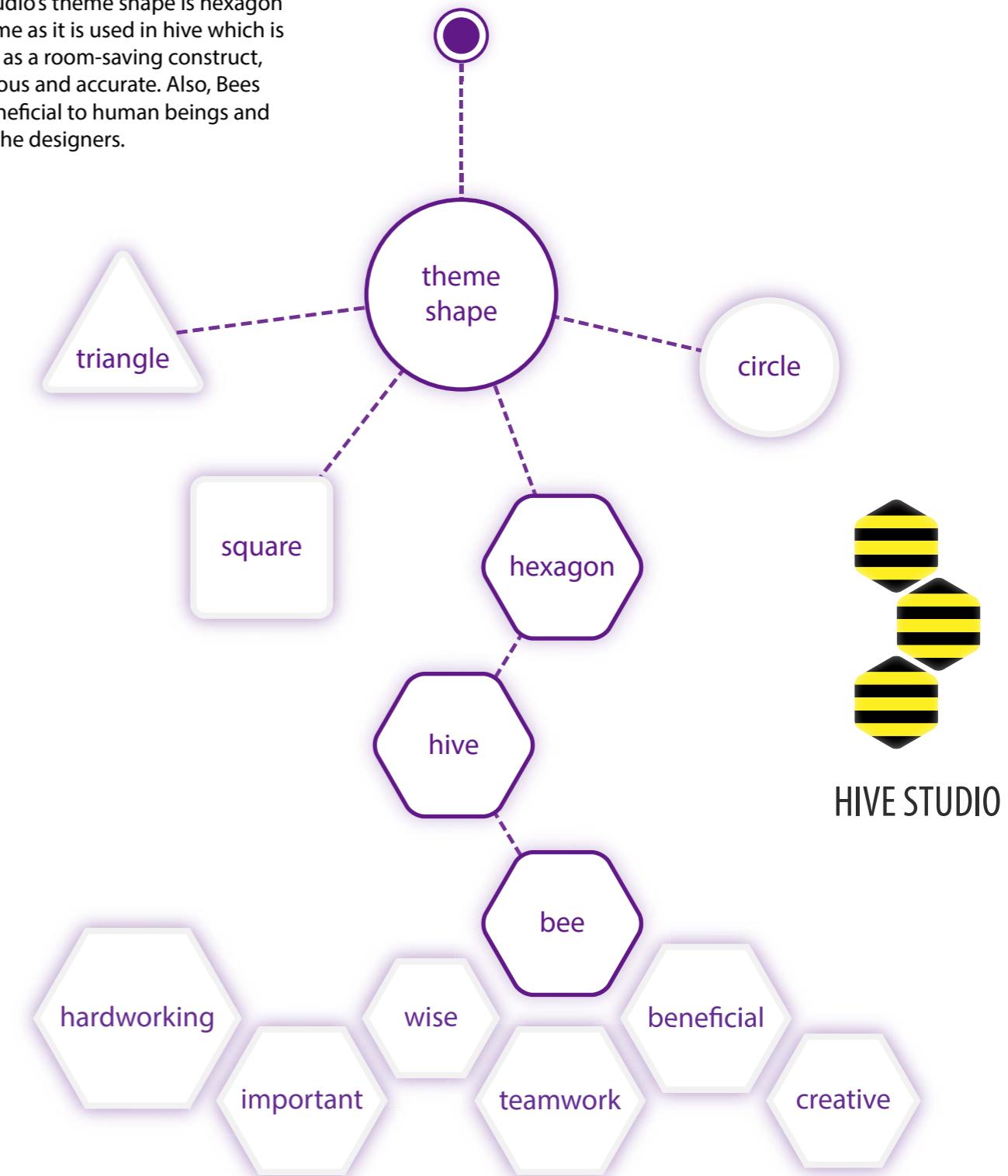
Ideate
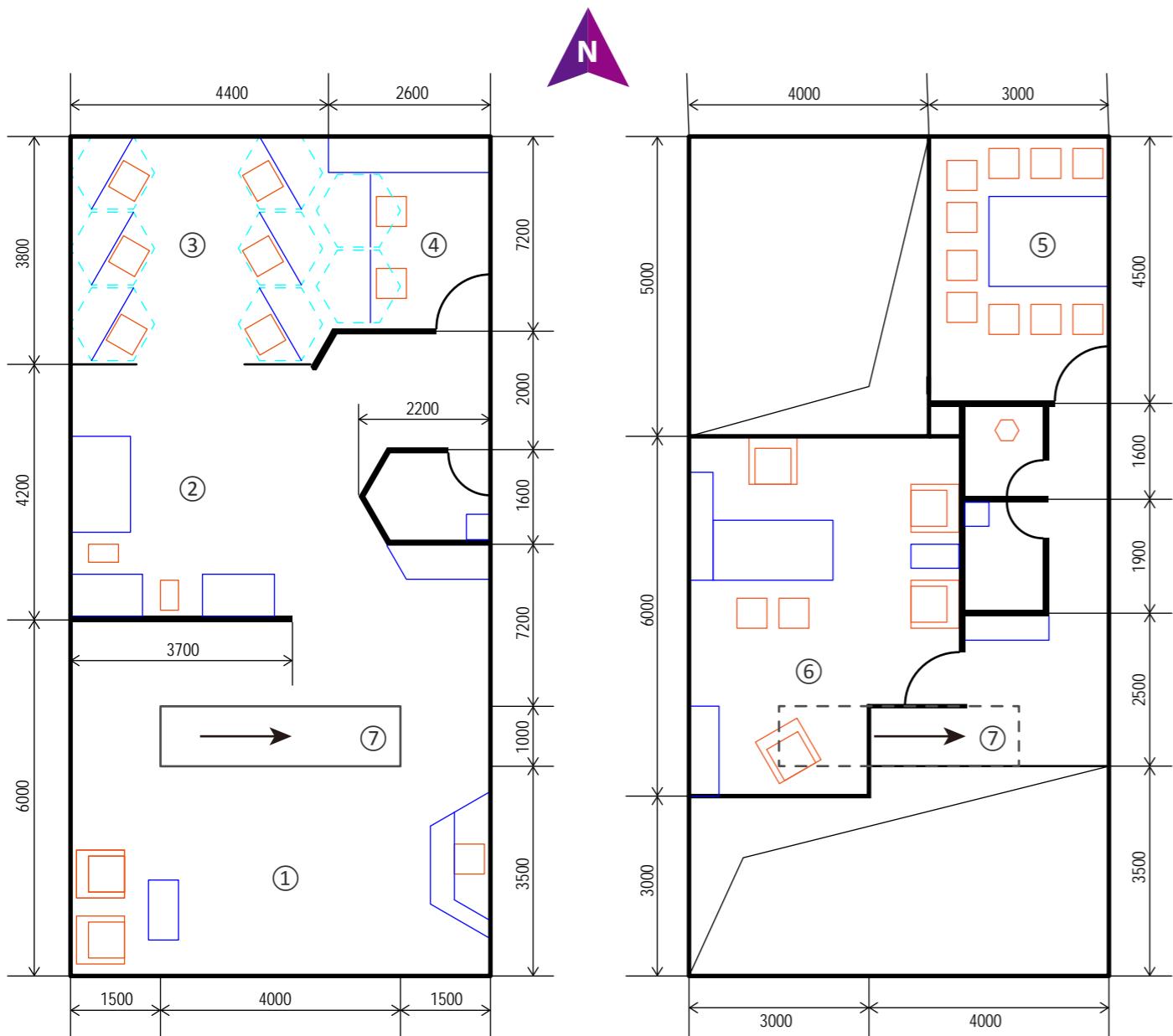
Theme of shape

Bees buzz.

The studio's theme shape is hexagon the same as it is used in hive which is regard as a room-saving construct, ingenious and accurate. Also, Bees are beneficial to human beings and so do the designers.

theme shape

triangle

circle

square

hexagon

hive

bee

hardworking

wise

beneficial

important

teamwork

creative

HIVE STUDIO

Implement

model room

designers' room

designers' room

Designers share one room.
High ceiling and skylight will free them
and inspire creativity.
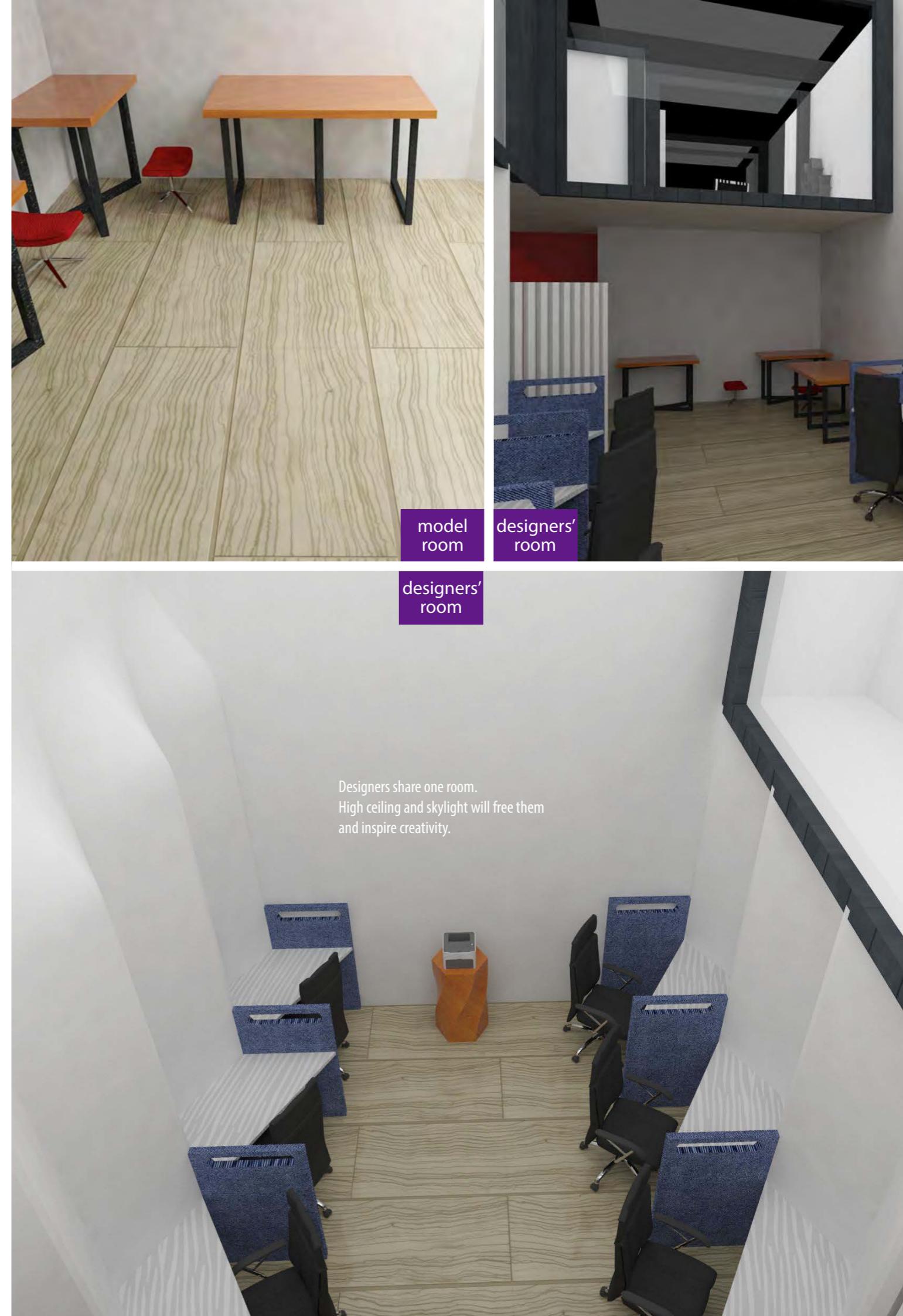
Hive studio

(Unit: mm)

The studio is divided into 2 floor.

On the first floor, there are hall(1), model room(2), designers' room(3) and treasurers' room(6). On the second floor, there are conference room(5) and boss's room(6).

The stairs(7) are in the middle of the hall.

washroom
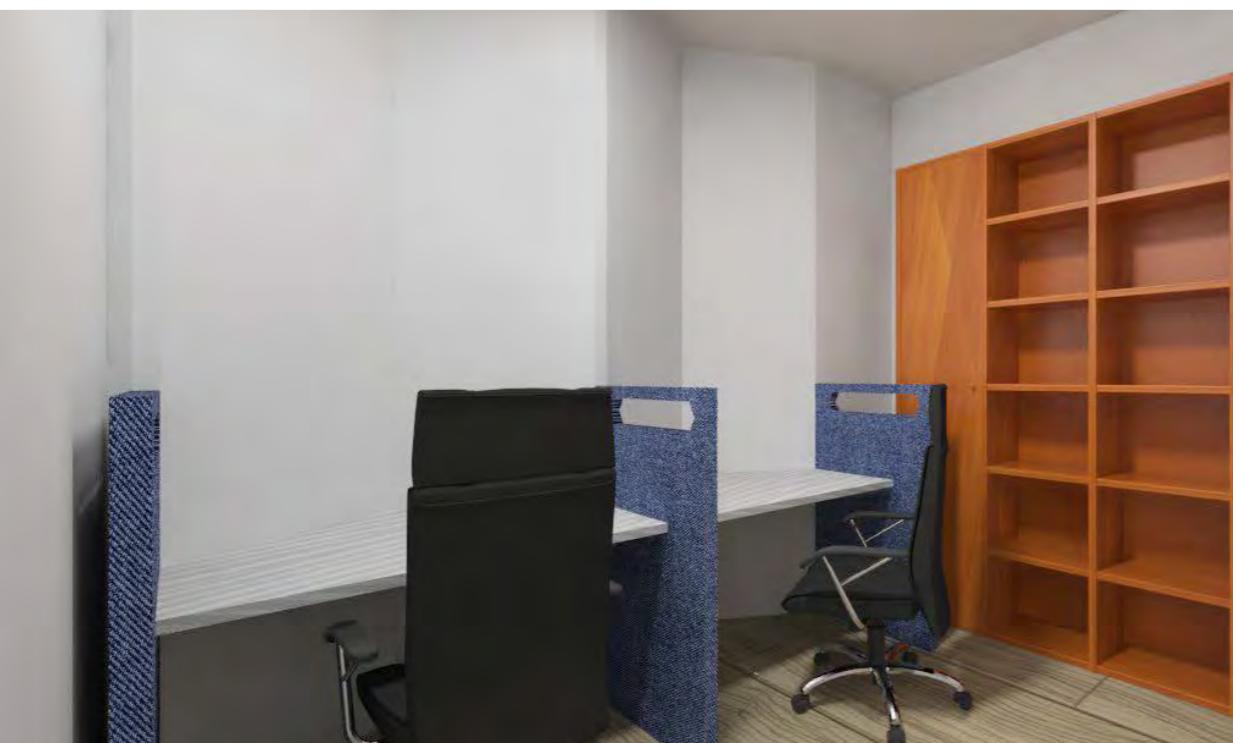
Washroom's door will light to inform others when it's locked

boss's room

The boss's room is on the other floor, quiet but next to the designers, and has a good view of the whole studio.
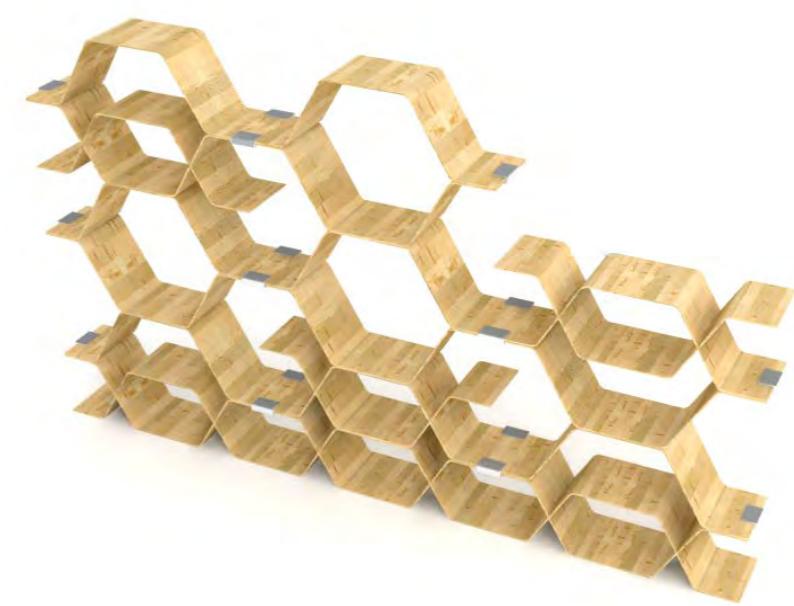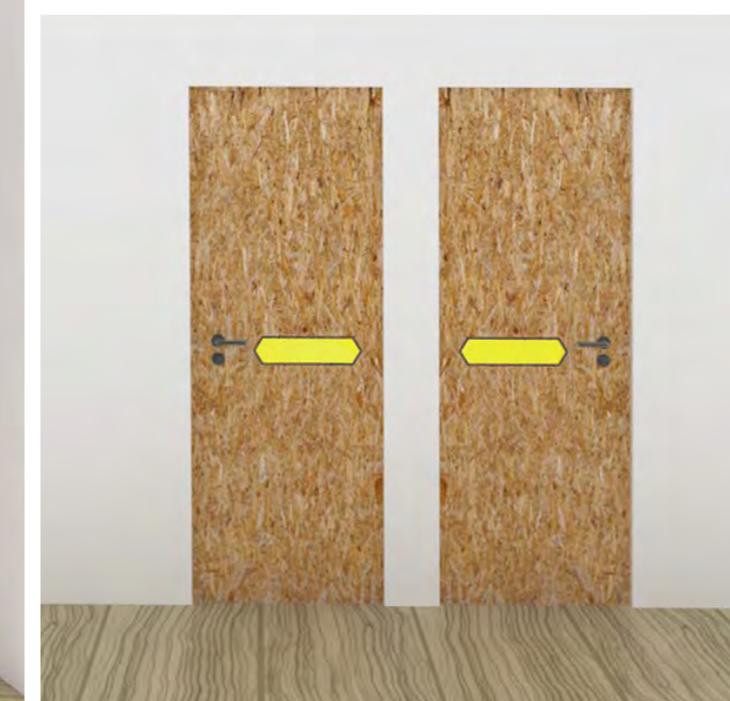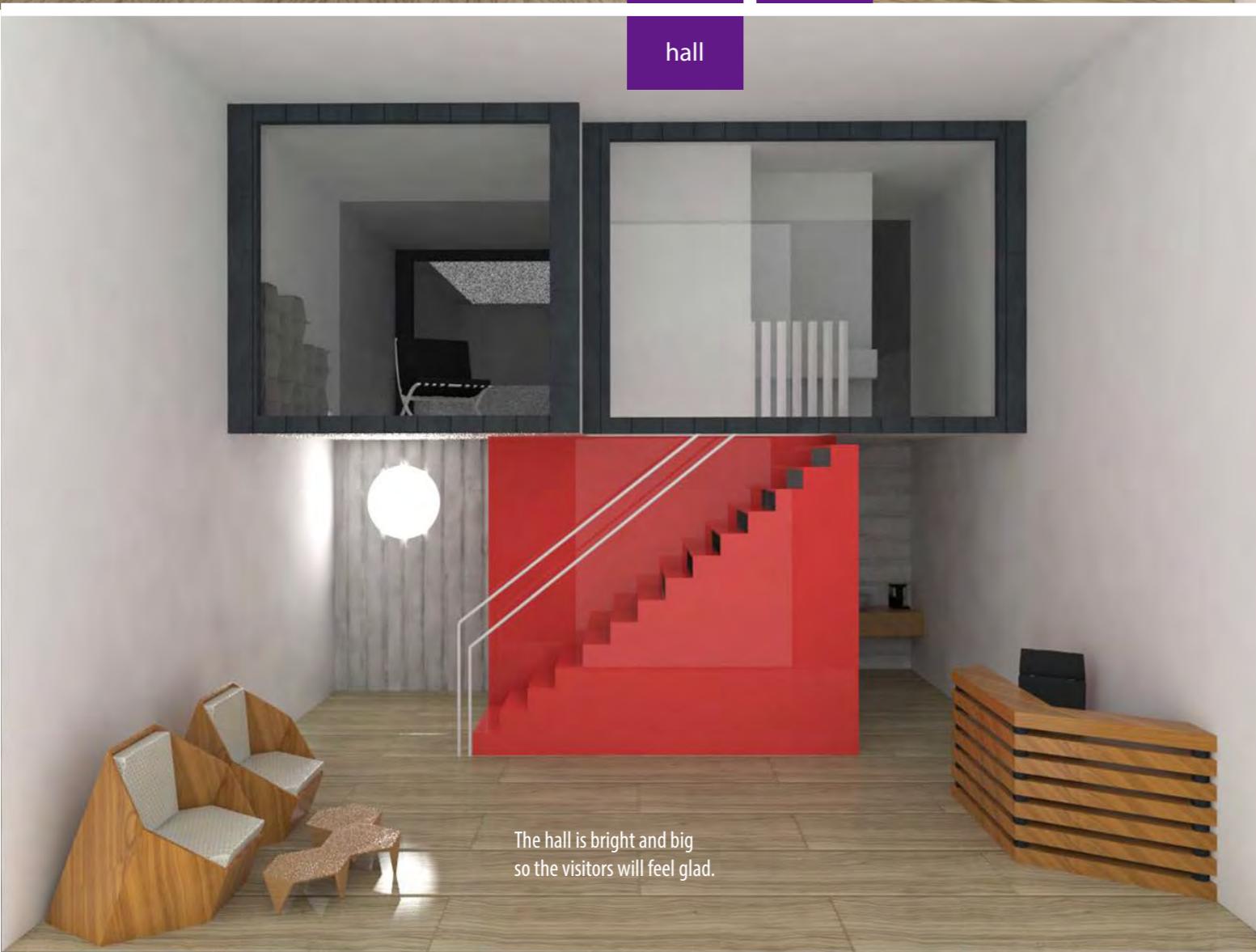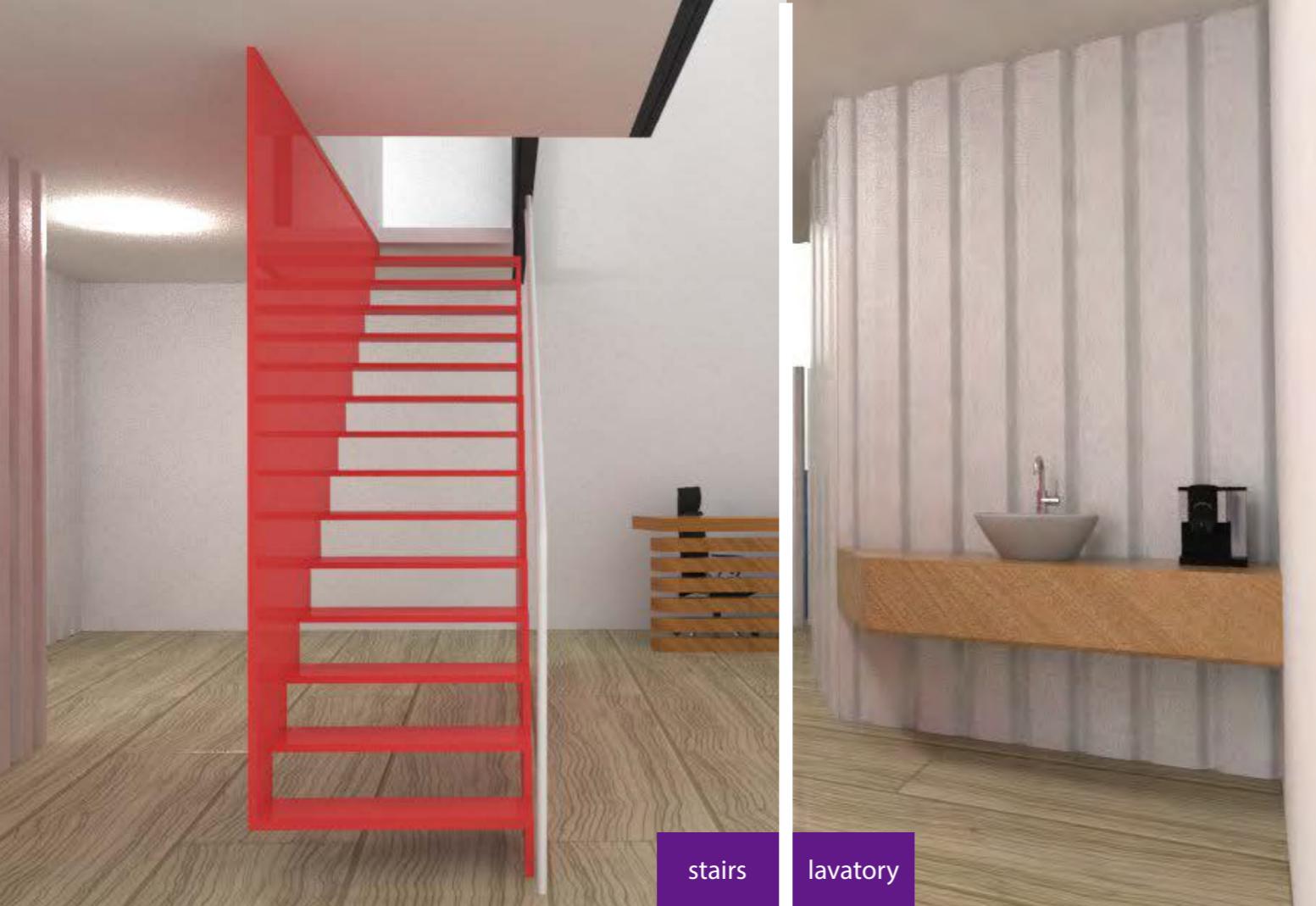
treasurers' room

boss's room

treasurers' room

conference room

stairs

lavatory

hall

hexagon

The hall is bright and big
so the visitors will feel glad.
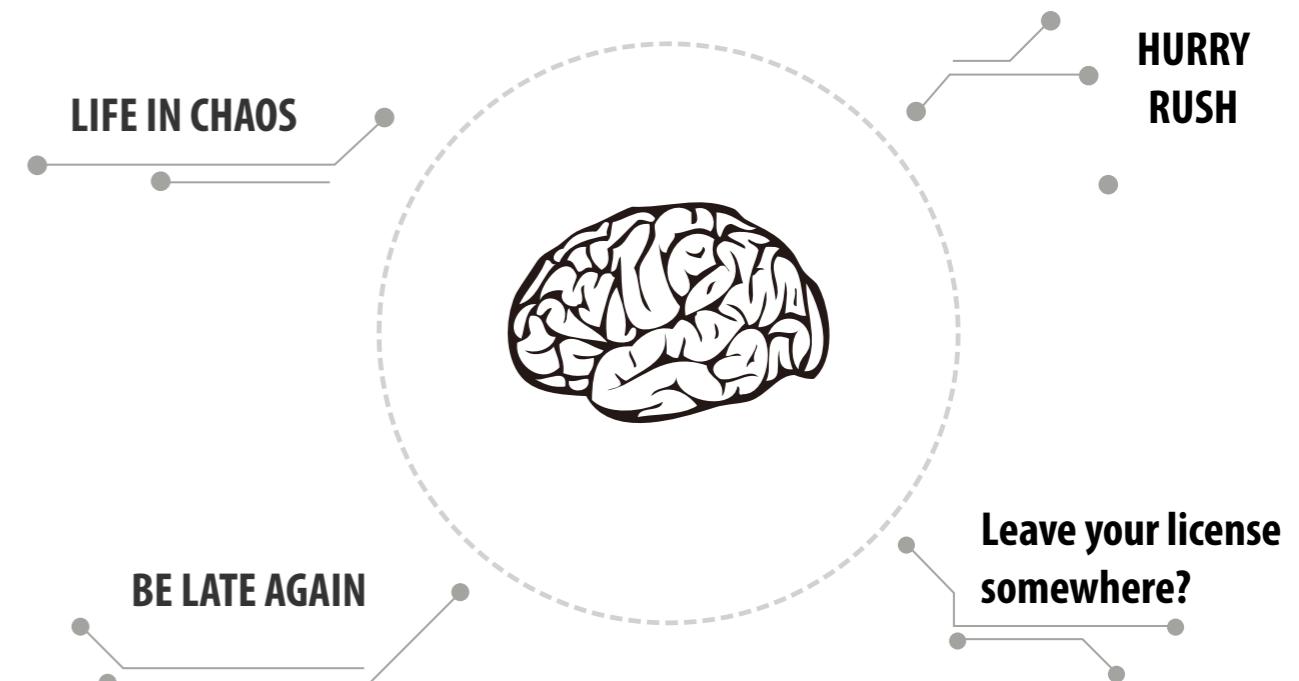
dododo

It is a application on the smart mobile phones. It is a to do list with improved visual identification system. With that you would be able to judge whether the task is urgent or important.

Research

18:00
19:10
12:30
11:00
7:00
13:00
9:00
15:40
22:00
23:30

What to do!?
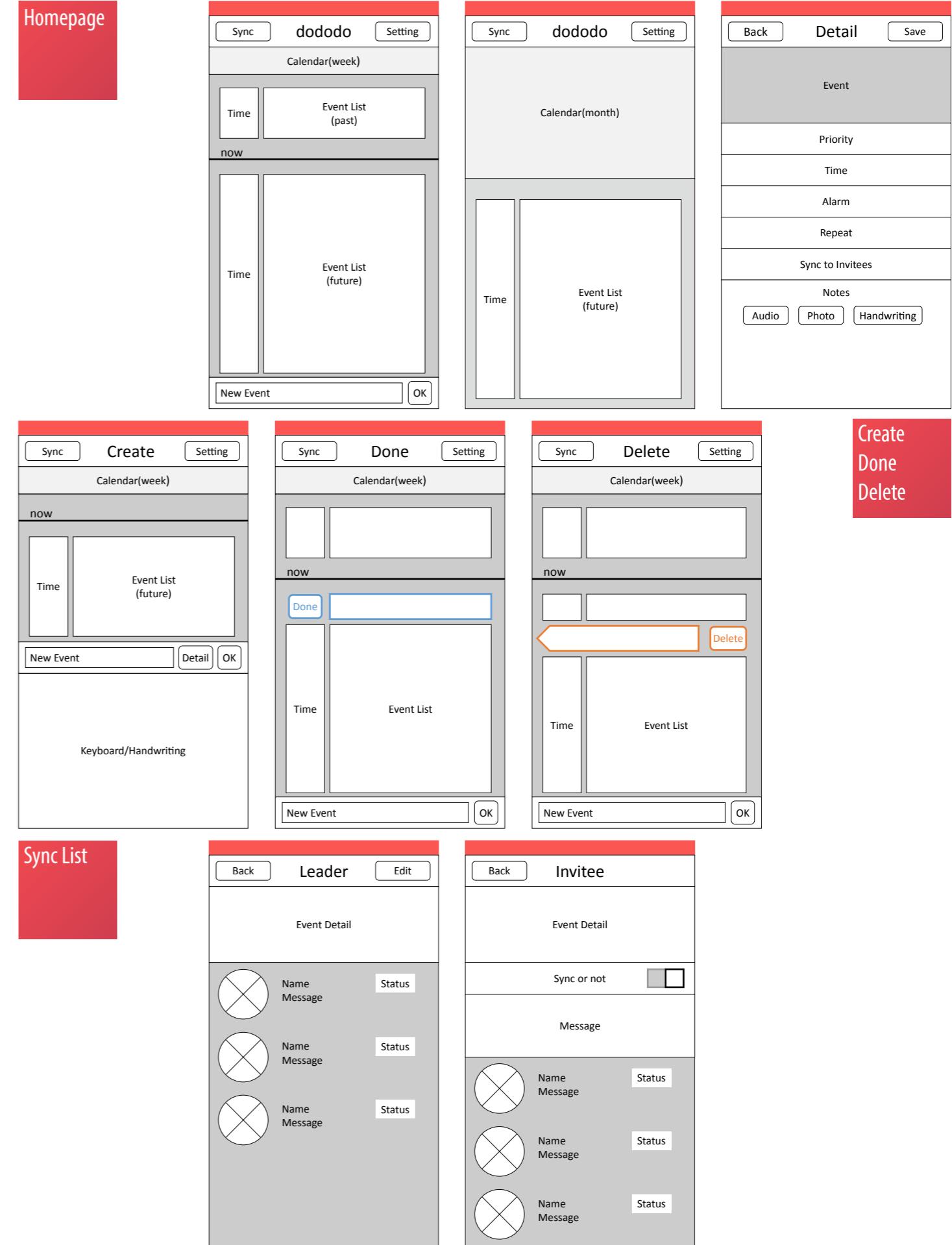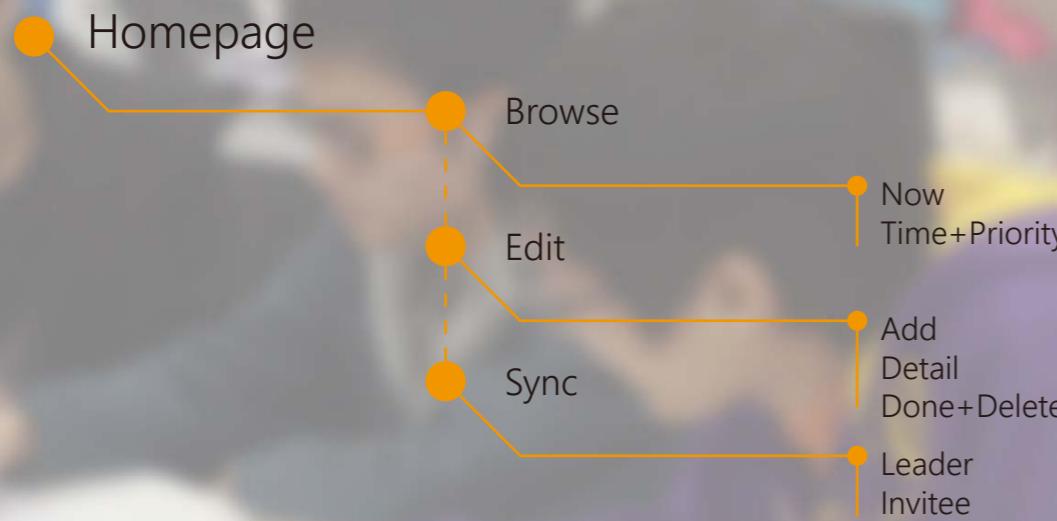
Trifles make your life in chaos?
Always hurry and rush?
Lack of a schedule?
Leave your license somewhere?
Be late again?

LIFE IN CHAOS

HURRY RUSH

BE LATE AGAIN

Leave your license somewhere?

You need something to help you!

Sketch

Homepage

Browse
Now
Time+Priority

Edit
Add
Detail
Done+Delete

Sync
Leader
Invitee

Sync | dododo | Setting

Calendar(week)

Time | Event List (past)

now

Time | Event List (future)

New Event | OK

Sync | dododo | Setting

Calendar(month)

Time | Event List (future)

Back | Detail | Save

Event

Priority

Time

Alarm

Repeat

Sync to Invitees

Notes

Audio | Photo | Handwriting

Create
Done
Delete

Sync | Create | Setting

Calendar(week)

now

Time | Event List (future)

New Event | Detail | OK

Keyboard/Handwriting

Sync | Done | Setting

Calendar(week)

now

Done

Time | Event List

New Event | OK

Sync | Delete | Setting

Calendar(week)

now

Delete

Time | Event List

New Event | OK

Sync List

Back | Leader | Edit

Event Detail

Name Message | Status

Name Message | Status

Name Message | Status

Back | Invitee

Event Detail

Sync or not

Message

Name Message | Status

Name Message | Status

Name Message | Status

Competitive product analysis

Four quarters

UI is ugly
Not easy to use
Not attractive

Any.DO

Good UI
Too simple operation
Not obvious

Solution:

Demand:

A visually obvious way
to judge whether the task is
urgent or important

Importantance

Unimportant   Important   Very Important
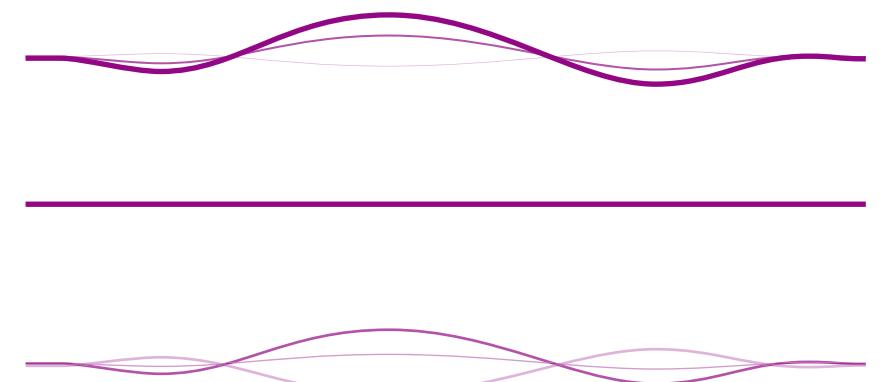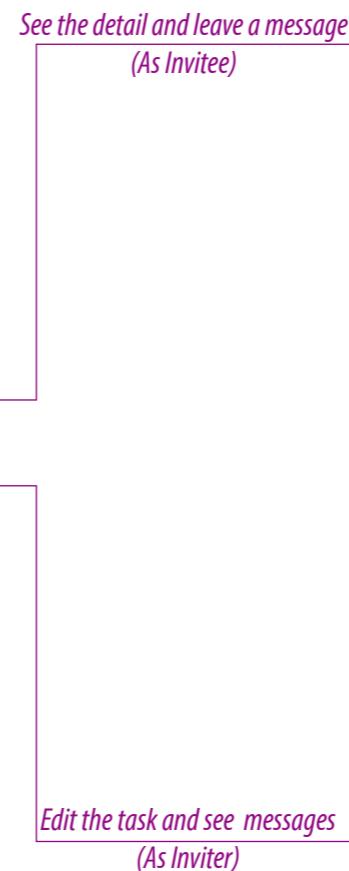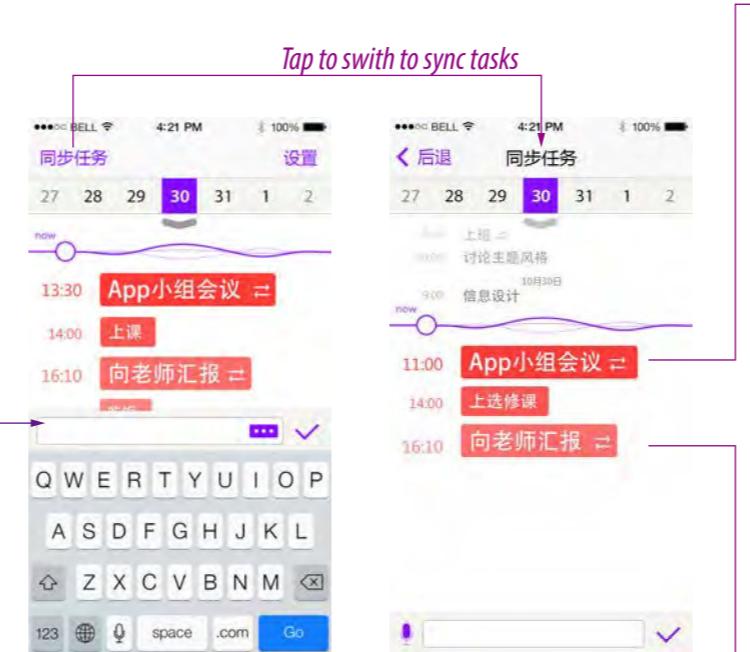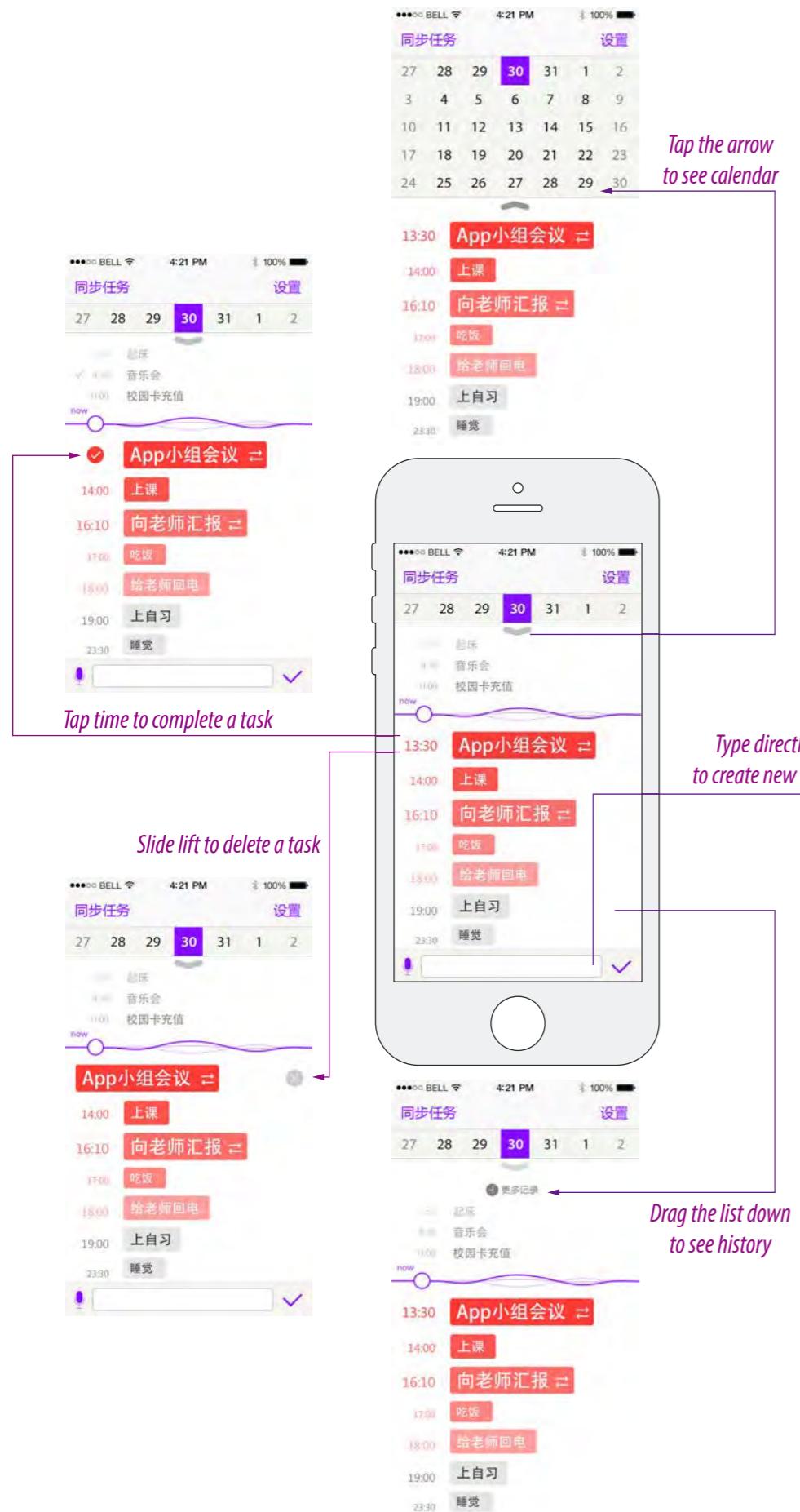
Urgency

Use the saturation of item color to
illustrate the urgency of the event and
the size of item font to illustrate the
importance of the event.
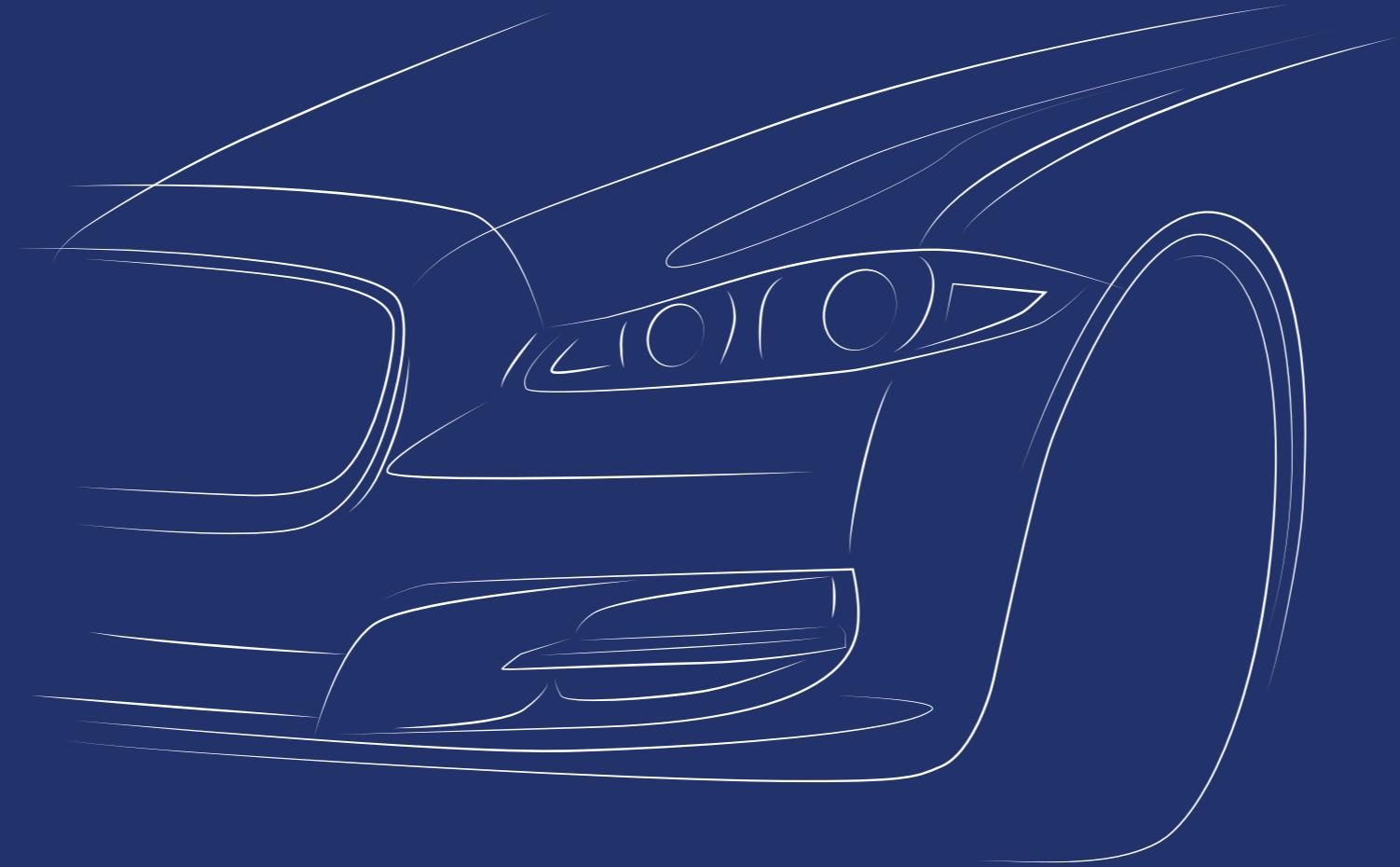
3 status of the NOWLINE
NOWLINE is a dynamic patter of line,
like a wave, simulating the flow of
time.

dododo

Tap the arrow to see calendar

See the detail and leave a message (As Invitee)

Tap to swith to sync tasks

Tap time to complete a task

Type directly to create new task

Slide lift to delete a task

Drag the list down to see history

*Edit the task and see messages (As Inviter)*

Edit the task
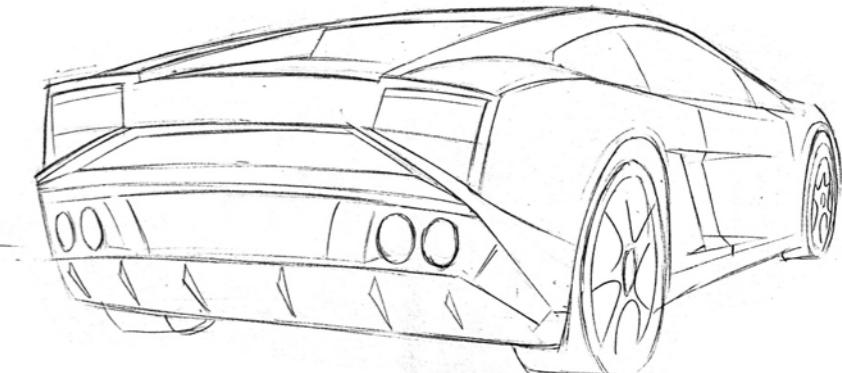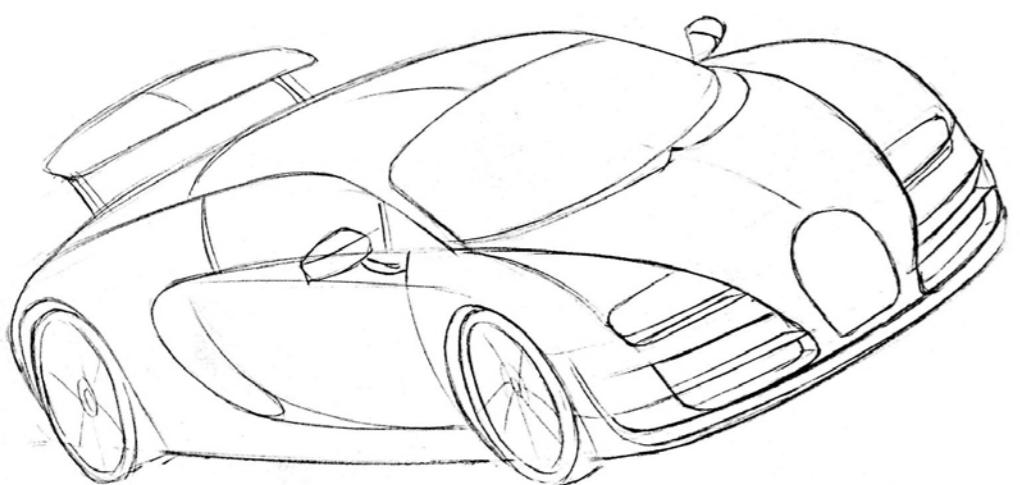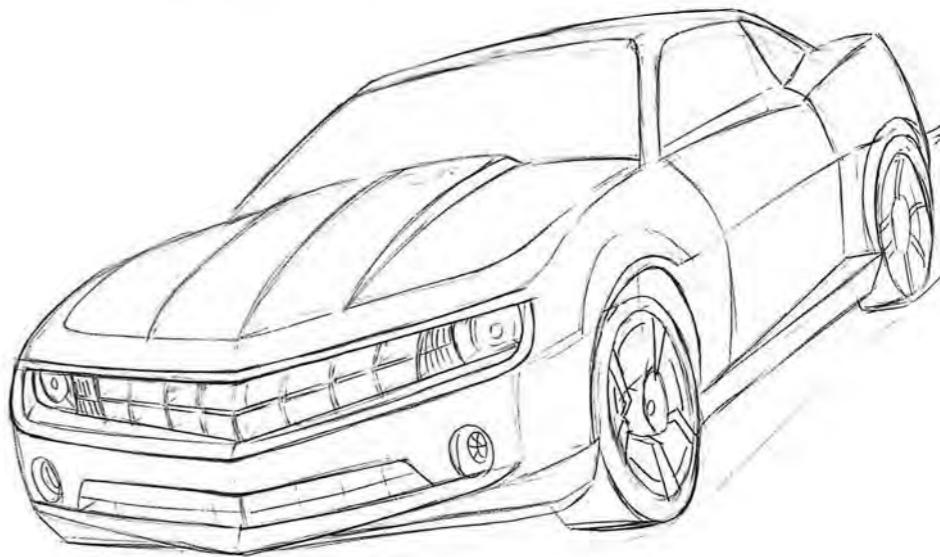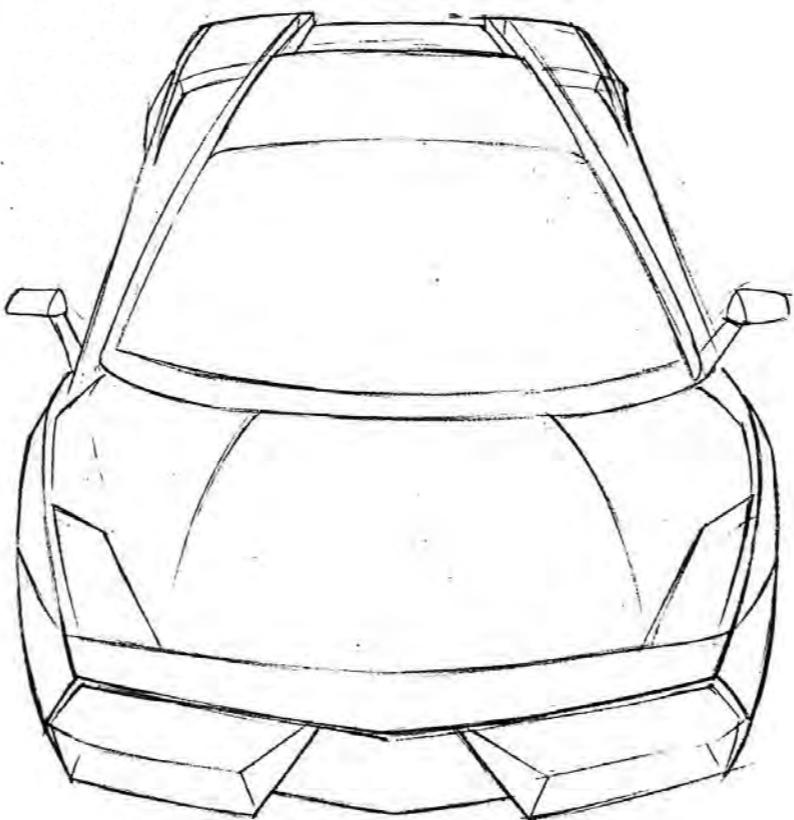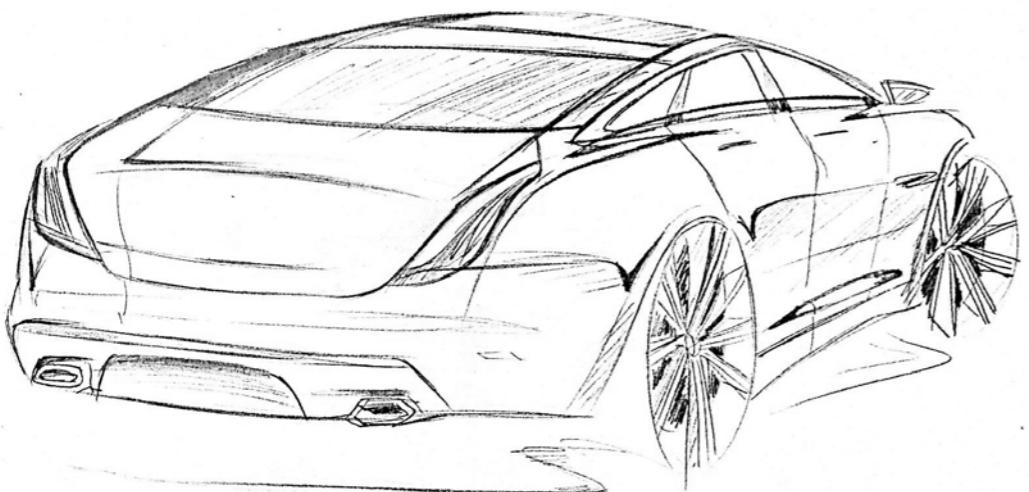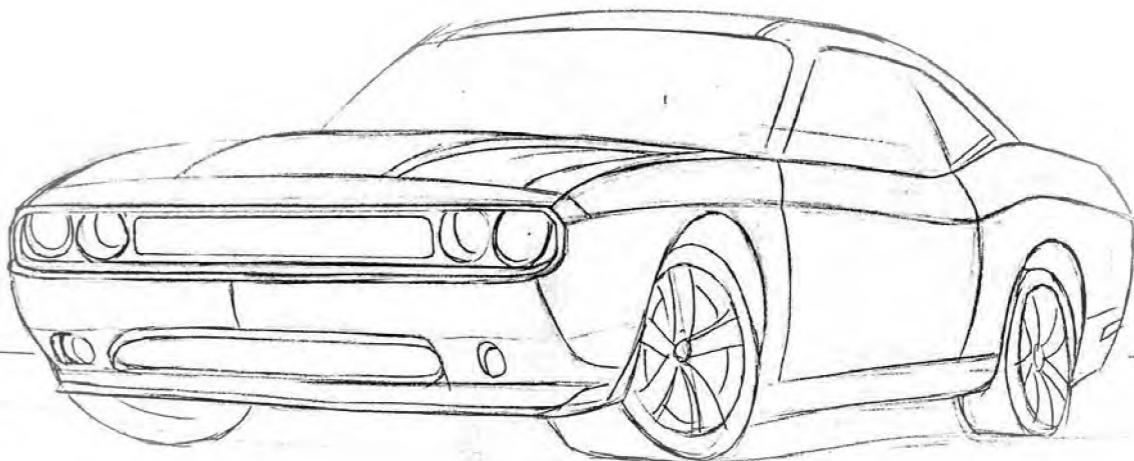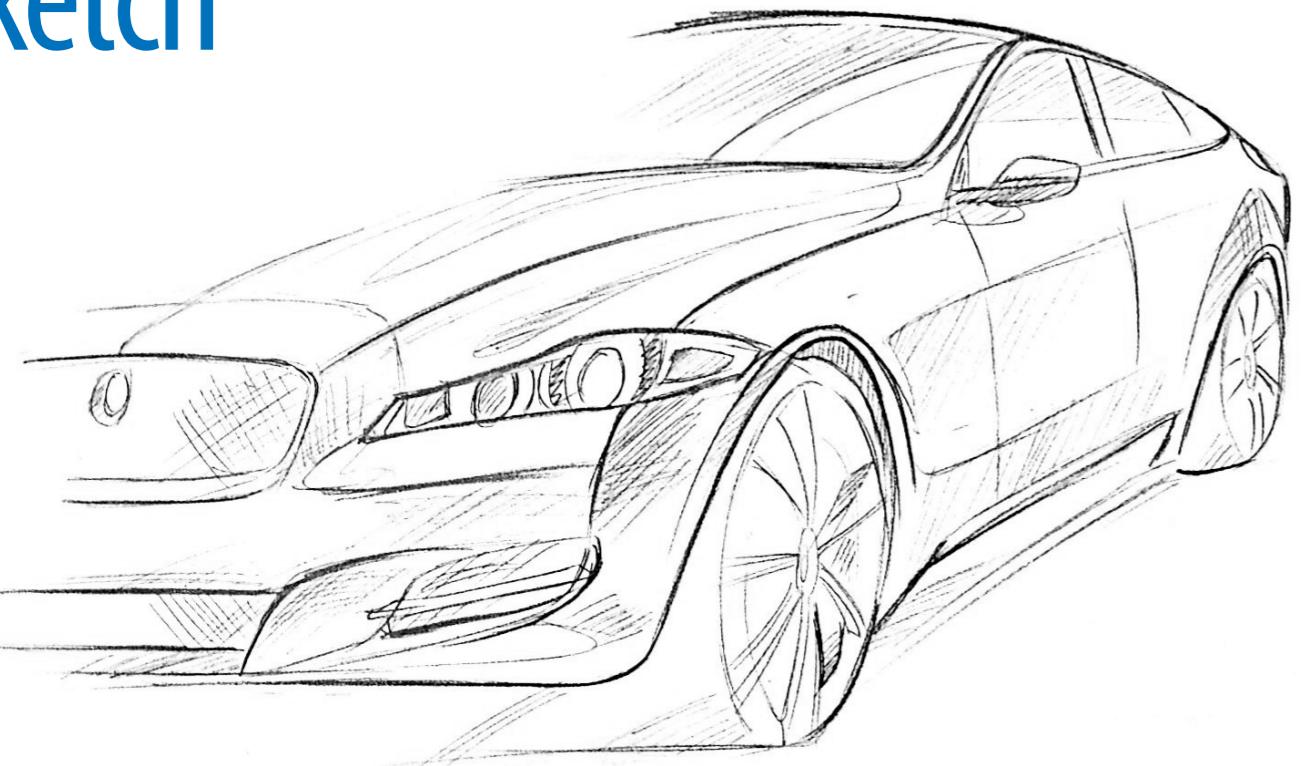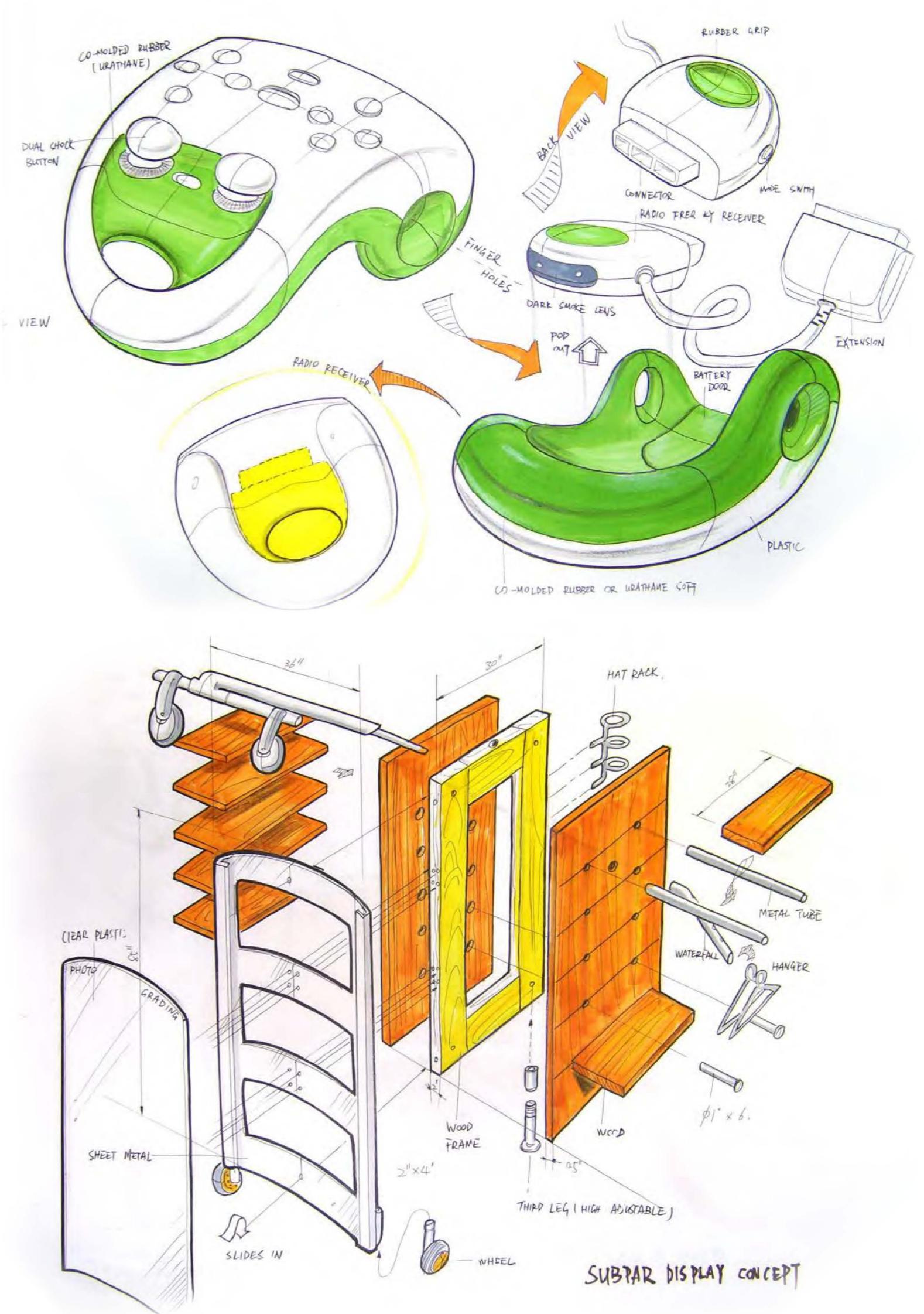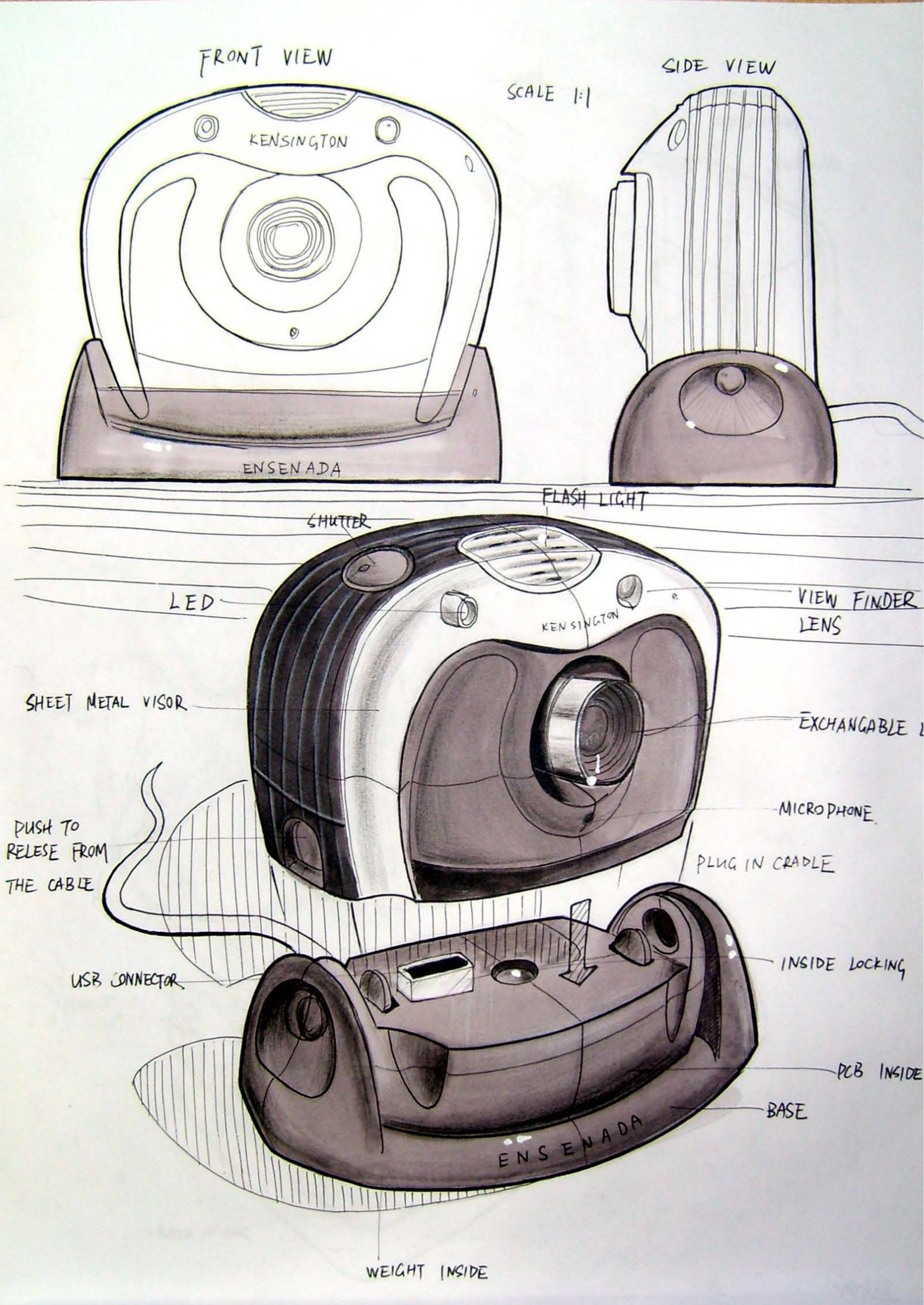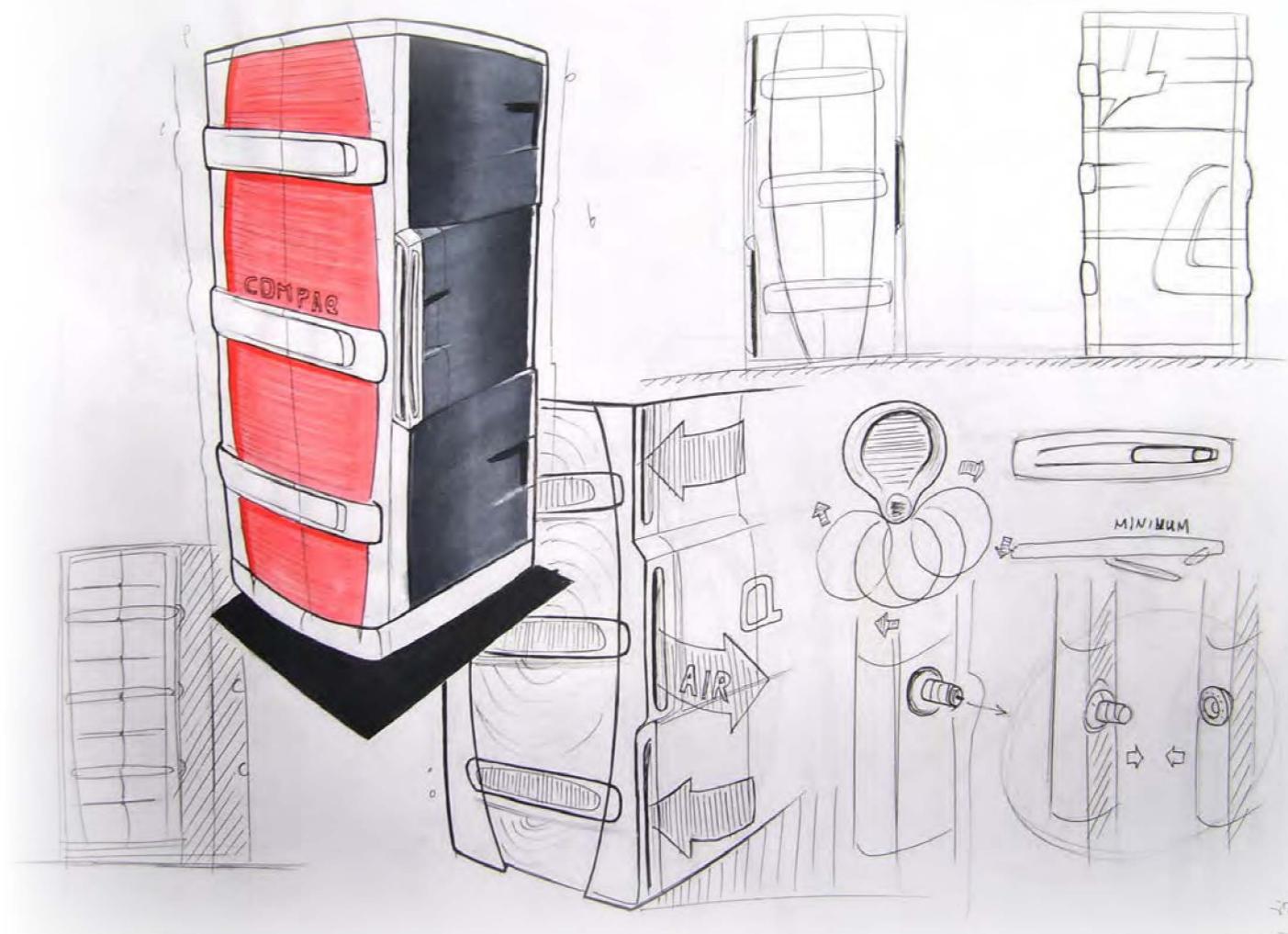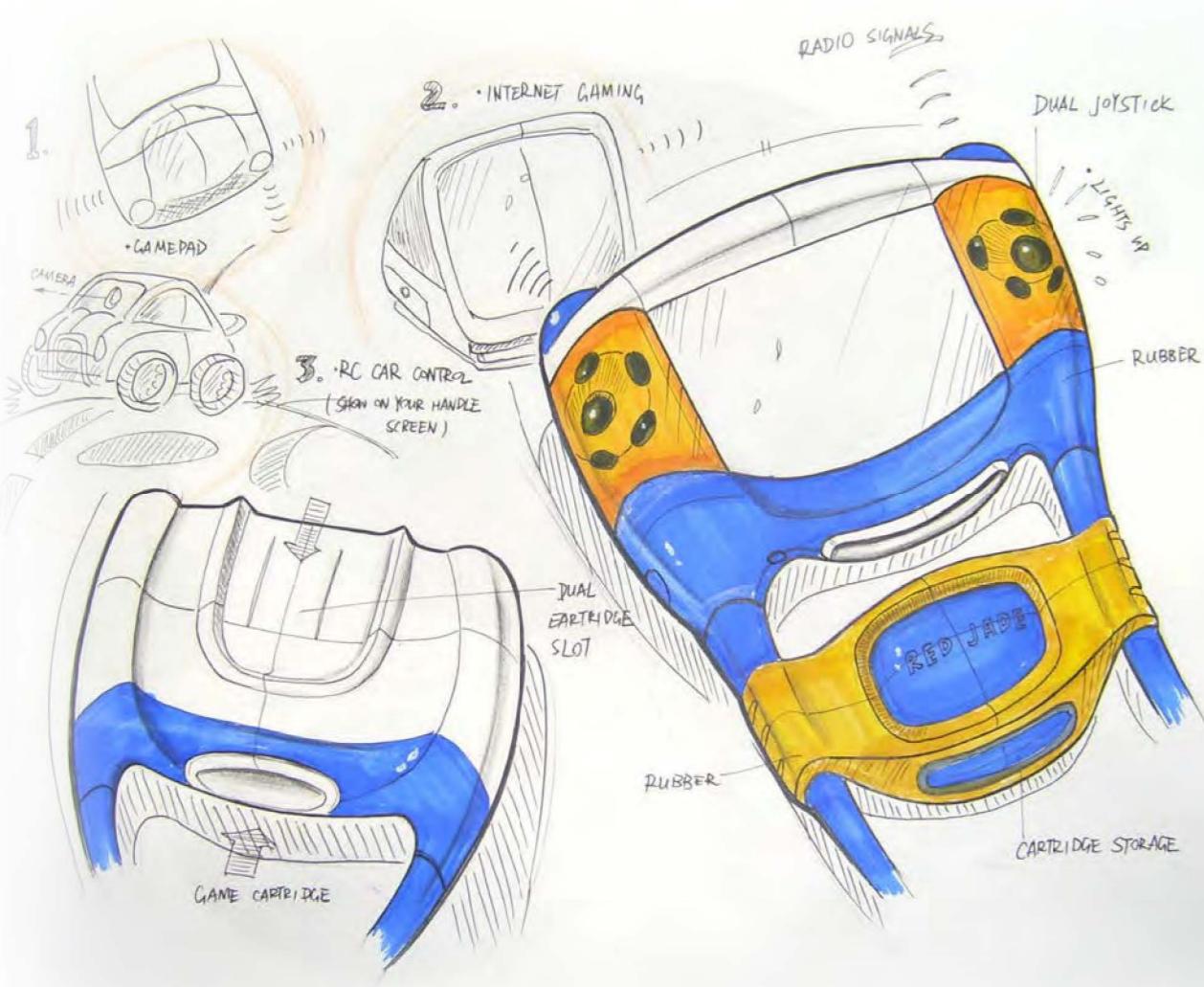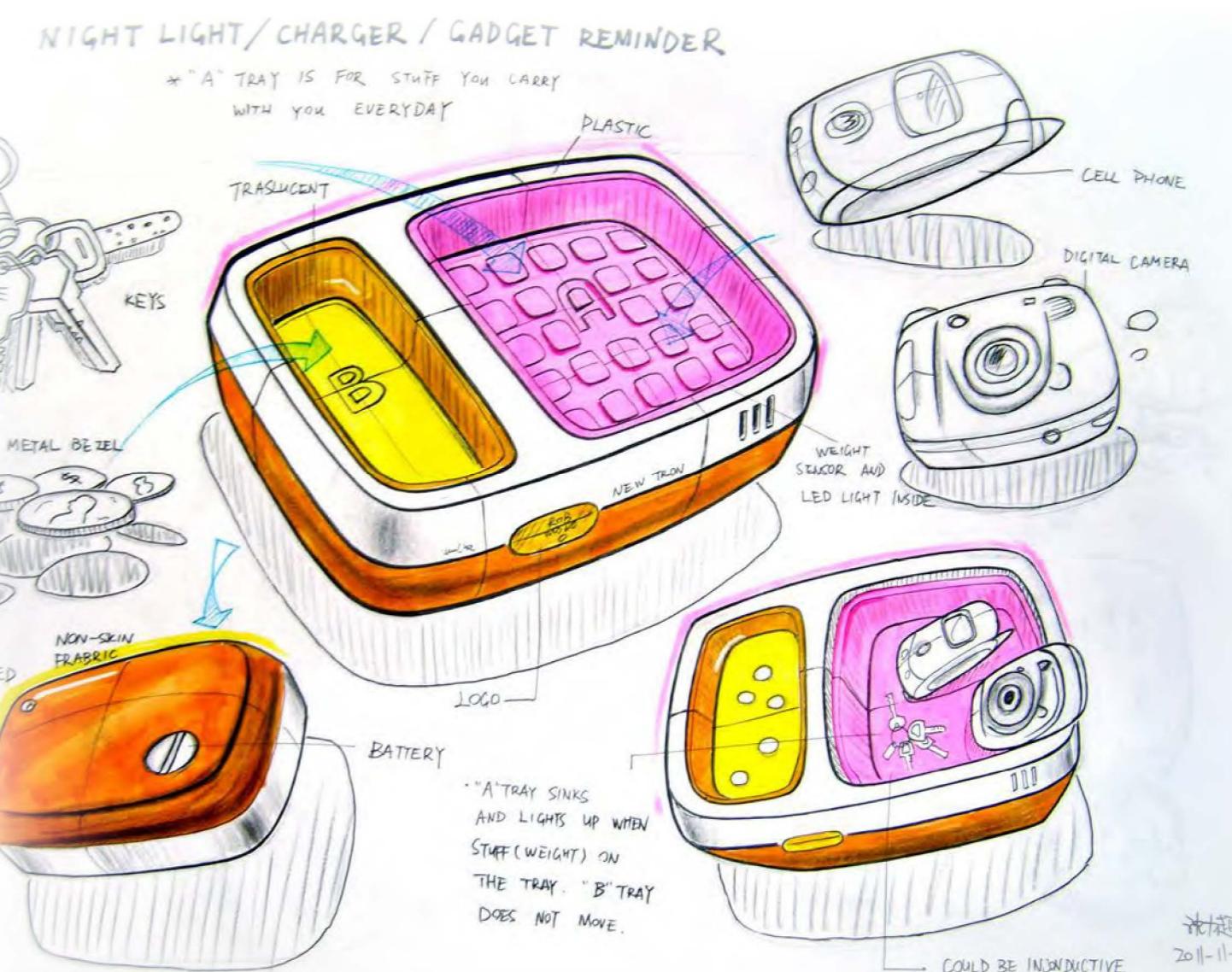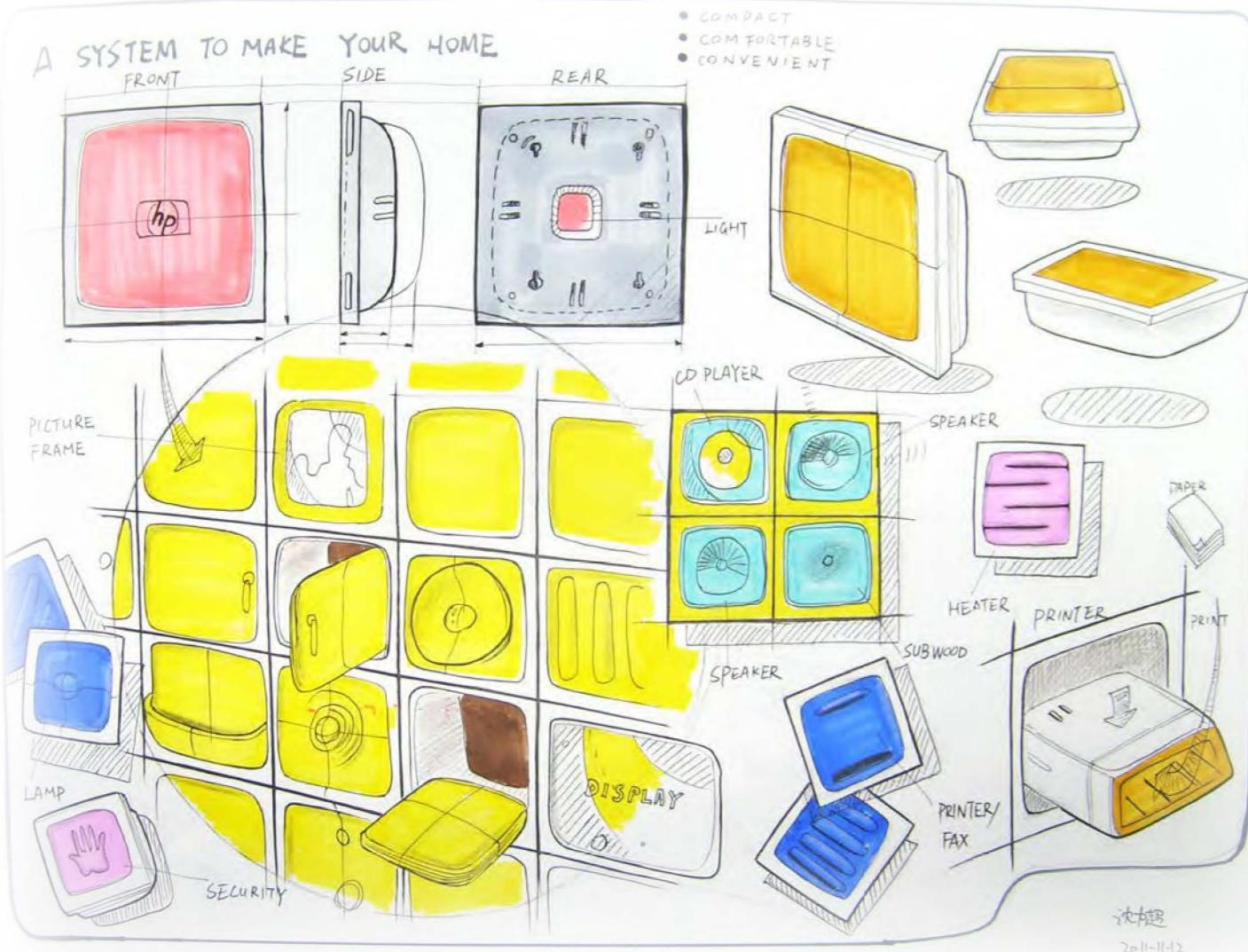
Others

Sketch
Maker
Model
Interior Design
Web Design
......

Sketch

FRONT VIEW

SCALE 1:1

SIDE VIEW

KENSINGTON

ENSENADA

SHUTTER

FLASH LIGHT

LED

KENSINGTON

VIEW FINDER LENS

SHEET METAL VISOR

EXCHANGABLE L

MICROPHONE

PUSH TO RELESE FROM THE CABLE

PLUG IN CRADLE

USB CONNECTOR

INSIDE LOCKING

PCB INSIDE

BASE

ENSENADA

WEIGHT INSIDE

CO-MOLDED RUBBER (URATHANE)

RUBBER GRIP

BACK VIEW

DUAL CHOCK BUTTON

CONNECTOR

MODE SWITH

RADIO FRER 4Y RECEIVER

FINGER HOLES

VIEW

DARK SMOKE LENS

POD OUT

EXTENSION

BATTERY DOOR

RADIO RECEIVER

PLASTIC

CO-MOLDED RUBBER OR URATHANE SOFT

36"

30"

HAT RACK

CLEAR PLASTI

PHOTO

GRADING

METAL TUBE

WATERFALL

HANGER

SHEET METAL

WOOD FRAME

WORD

2"x4"

THIRD LEG (HIGH ADJUSTABLE)

ø1" x 6.

SLIDES IN

WHEEL

SUBPAR DISPLAY CONCEPT

A SYSTEM TO MAKE YOUR HOME

- COMPACT
- COMFORTABLE
- CONVENIENT

FRONT · SIDE · REAR

hp

LIGHT

PICTURE FRAME

CD PLAYER
SPEAKER
PAPER
PRINT

HEATER · PRINTER
SPEAKER · SUBWOOD

DISPLAY

LAMP · SECURITY · PRINTER/FAX

2011-11-12


NIGHT LIGHT / CHARGER / GADGET REMINDER

* "A" TRAY IS FOR STUFF YOU CARRY WITH YOU EVERYDAY

TRASLUCENT · PLASTIC

KEYS · CELL PHONE · DIGITAL CAMERA

METAL BEZEL · NEW TRON · WEIGHT SENSOR AND LED LIGHT INSIDE

NON-SKIN FRABRIC · TEXTURED RUBBER

BATTERY · LOGO

· "A" TRAY SINKS AND LIGHTS UP WHEN STUFF (WEIGHT) ON THE TRAY. "B" TRAY DOES NOT MOVE.

→ COULD BE INDUCTIVE

2011-11-4

---

1. GAMEPAD
CAMERA

2. INTERNET GAMING
RADIO SIGNALS
DUAL JOYSTICK
LIGHTS UP

3. RC CAR CONTROL (SHOW ON YOUR HANDLE SCREEN)

RUBBER

DUAL CARTRIDGE SLOT

RED JADE

RUBBER

CARTRIDGE STORAGE

GAME CARTRIDGE

2011-11-4

COMPAQ

AIR · MINIMUM

Model

PORTFOLIO
ポートフォリオ
作品集