PUSHIDA NAJARN
UX PORTFOLIO

MY CV HERE!

Before start my portfolio:

According to job's description that mentioned about bank industries, I wrote a literature review/essay about how importance of UX based design of mobile banking application for senior citizens during my study. Please feel free to read (:

Mobile banking allows people to access bank services from their mobile devices. It's growing quickly, but older adults are less likely to use it due to physical difficulties, fear of technology, and lack of tech expertise. To better serve this group, scholars have suggested designing mobile banking apps specifically for older adults to improve their user experience.

CONTINUE READING

THIP PROJECT

SMART METER DATA ENERGY USAGE WITH GenGame

Client: Energenie, UK

Team: Ivan Kondratenko and Energenie staff, Fabrice Toussaint & Alphaville Dishwasher

Duration: 6 weeks (12th 2021-Nov 2021)

Skills used: Interaction Design, Prototyping, Collaboration skills, Prototyping, Graphic design, UI Design and Usability testing

OVERVIEW

THIP is a mobile application designed to encourage energy conservation in the home by providing users with information on how their household energy data is analysed and present energy usage in a simplified series. THIP leverages AI technology to predict energy consumption and provide a "Hydro" score to encourage conservation behaviours and behaviour change through gamification. The objective of game-ui is to make energy conservation a fun and easy process for users.

DESIGN PROCESS

01 CONTEXT

Company Introduction

The GenGame Ltd. company creates apps for residential gas and electricity providers, energy suppliers, smart meter data analysis, distribution companies, and energy tech hardware providers engage with customers.

Brief

How might we design a mobile app that effectively and meaningfully engages users with their household domestic energy consumption?

02 DISCOVER

Work with assumptions

We worked with assumptions by using the SWIM method and brainstorm to rapidly generate assumptions and ideas. We used the "How might we" statements to focus the team statement for discovery in the first step.

How might we
How might we
How might we

CHRISTMAS' DAY WITH HARVAXTION

"Let's make it more necessary than last year"

Client: Harvaxtion UK
Role: Creative Director
Skills: Concept, Design, Project management

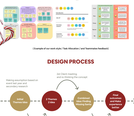
Duration: 3 weeks (May 2021 into June)
Tools: Adobe Illustrator, Photoshop, Lightroom, Microsoft Office, Google Drive, Zoom
Deliverables: Concept, Visual Identity, Illustrations, Animations, Promotional Material, Website, Ticketing Platform, Gift Shop, Merchandise

OVERVIEW

Harvaxtion Photo is a gaming, as in an unimaginable immersive experience, following the extraordinary journey capsules. Harvaxtion Photo is a place where you can be a part of the story, interacting with characters, exploring the environment, and discovering hidden secrets. Harvaxtion Photo is a place where you can be a part of the story, interacting with characters, exploring the environment, and discovering hidden secrets. Get ready to be astonished!

Before we started...

Our main objective is to make someone's or order is effectively and efficiently. Our goal is to make the process easier and also being entertainer while the project. We also want to create more customer loyalty.



Initial Theme
Initial Theme
Initial Theme

Kenwood Memories

The brief

To come up with a solution that can improve how people connect and capture memories with kitchen products.

Client: Kenwood, UK.

Role: UX Researcher and Designer (with 4 teammates)

Duration: 8 weeks

Skills: User-centric design, User research, Collaboration skills, Prototyping, Graphic design, and Usability testing

OVERVIEW

10 years is a long time to be together. Older couples who have been together for a long time tend to get stuck within their routinelike behaviors, and often forget to celebrate for each other. Studies have shown that for some couples, relationship satisfaction had slowly decreased throughout years of being together.

These couples also fall under our client Kenwood's main demographic : mostly 44+ year olds, and with at least one partner being a culinary devotee.

We looked at the problem as an opportunity to design a solution that could help our client Kenwood, and their establishment into their daily lives, through the use of Kenwood products.

Our Hunt Statement

We want to learn how middle-aged and older couples (40+) who have been together for more than 10 years cook together, so that we can find a kitchen that helps them closer together through cooking with Kenwood.

Research Questions

What are their individual attitudes towards food, as well as eating together?

Do traditional gender roles come in play when cooking spaces for these couples?

How has the relationship between couples changed over time?

Research Methods

In addition to secondary research about Kenwood's current products and demographics, we focused on conducting in-depth interviews with participants to understand their individual thoughts about food preparation, their relationship with each other and how they interact with the food they consume. These were conducted in four couples.

Thematic Concerns

The questions were divided into three main thematic concerns, which were:

1. What are their individual attitudes towards food, as well as eating together?
2. Do traditional gender roles still continue to exist within cooking spaces for these couples?
3. How has the relationship between couples changed over time?

Our Insights

Couples are more open to cooking together - with traditional gender roles having shifted.

Cooking is seen as a way of improving communications, sharing some cooking responsibilities.

Memories are tied to meals - and couples reminisce the sweet moments they had together.

Couples have different roles when they have cooked together. However, without a clear sense of direction, cooking together can be a chore - could be thrown around.

As most couples have been together for a long time, they have developed various boundaries - before they rarely dare.

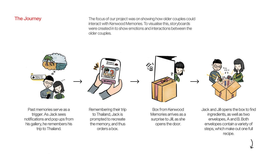
Cooking for each other can be an opportunity to show their daily lives, which couples might do on special occasions. However, sometimes it is hard to come by.

Our Design Opportunities

We eventually worked on three design opportunities, looking at how we might be able to help make the cooking process more fun, and how we might be able to help capture memories in a way that they can look back and reminisce the past.

Our final design opportunity is to help older couples reminisce their memories in a fun and interesting manner, in order to create a break from their mundane routines, and to help them reminisce about their past, celebrate accomplishments and make each step with the help of Kenwood.

The Final Outcome



Kenwood memories is a mandatory recipe box appliance, that helps older couples cook together by allowing them to create new memories based on their past experiences.

Mapping the Service

To ideate and come to our final service design, we mapped out how the service might work to consider other stakeholders who might be involved, and other conditions that might affect our project.

LIFE-LONG YOUR PARTNERS
COUPLE PROGRESS
CREATE NEW MEMORIES
RELIVE MEMORIES
Kenwood Memories
Kenwood Memories App
Kenwood Memories Machine
Kenwood Memories Machine
Kenwood Memories App
Kenwood Memories App
Kenwood Memories App

'หมูหมู' เพื่อเนื้อหมูป่วย

ด้วยแอปพลิเคชันที่ใช้ AI ตรวจเช็คสุขภาพ และการเลี้ยงดูหมูป่วยเบื้องต้น "หมูหมู"

Mind Palace #2020B | Individual Project
Bangkok University | Game & Mobile Development
Instagram : @mind_palace_2020 | Facebook : Mind Palace
Tel. 0 2482 9000 ext. 9 | Line ID : mind_palace

PROJECT OVERVIEW

หมูหมู เป็นแอปพลิเคชันที่ช่วยเฝ้าสุขภาพและการเลี้ยงดูเบื้องต้นของหมูป่วย ซึ่งเกิดขึ้นจากปัญหาการระบาดของโรคอหิวาต์แอฟริกาในสุกรที่ส่งผลกระทบต่อเกษตรกรไทยเป็นอย่างมาก ซึ่งเป็นโรคที่ไม่ระบาดสู่คนและไม่มีวัคซีนป้องกัน ซึ่งทำให้เกษตรกรต้องเผชิญกับความเสี่ยงสูงและการสูญเสียทางเศรษฐกิจ ทั้งนี้ทางผู้พัฒนาได้นำเทคโนโลยีปัญญาประดิษฐ์ (AI) และการเรียนรู้ของเครื่อง (Machine Learning) มาช่วยในการเฝ้าสังเกตสุขภาพเบื้องต้นของหมูป่วยผ่านกล้องมือถือ ซึ่งช่วยลดความเสี่ยงและเพิ่มโอกาสในการรอดชีวิตให้กับหมูป่วยได้

DESIGN PROCESS

โดยใช้เวลาสรรหาแนวคิด Design Sprint ผู้ออกแบบและวางกรอบปัญหาเริ่มจากปัจจัยด้านสุขภาพของหมูป่วยที่ส่งผลต่อการเกิดเนื้อหมูป่วยเป็นหลัก

STAGE 1: UNDERSTANDING

ผลจากการสัมภาษณ์ผู้ประกอบการหมูป่วยในพื้นที่ 3 ฟาร์ม และทำวิจัยเชิง Hand statement ในเบื้องต้นสามารถสรุปได้ว่าการเกิดเนื้อหมูป่วยนั้นมีสาเหตุหลักมาจากปัจจัยด้านสุขภาพและการเลี้ยงดูเป็นหลัก โดยสุขภาพของหมูป่วยส่วนใหญ่ส่งผลกระทบต่อการเจริญเติบโตและการเกิดโรคต่างๆ ซึ่งเกิดจากปัจจัยด้านการเลี้ยงดูที่ไม่ถูกต้องเช่น การให้อาหารไม่ตรงเวลา การให้น้ำไม่เพียงพอ การทำความสะอาดคอกไม่ถูกต้อง และการเฝ้าสังเกตสุขภาพไม่ทั่วถึง

Semi-structured Interview

STAGE 2: SKETCH

KEY INSIGHT

STAGE 3: DECIDED

STAGE 4: PROTOTYPE

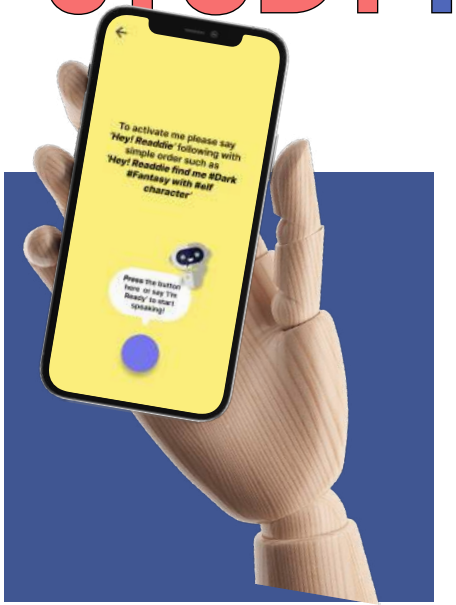
STAGE 5: TESTING ITERATION AND EVALUATION

FINAL DESIGN

INDIVIDUAL AND CASE STUDY PROJECT

Usability Testing: ZARA Website

CLICK HERE



Research Project: Readdie

CLICK HERE

Research Project: Food waste in Food sharing culture

CLICK HERE

Future in-store with Smart Mirror and AI

CLICK HERE

THANK YOU !