Design Portfolio 2022

Vivian Maretina

June 2022

Me as a designer

Domains

| Product design | Service design | Experience design |

T-shaped skills designer

Product Strategy -> I am a strong design maker, visualiser, and storyteller, who can see the bigger picture and translate insights into strategy in a more tangible way.

Discover	Define	Develop	Deliver
Research planning	Clustering insights	Insight to strategy	Usability testing
Participant screening	User stories	Creative facilitation	User testing
Sense-making	Service blueprints	Co-creation	Busness model innovation
Shadowing	Persona making	Design sketch	Managing stakeholder expectation
Cultural probe	Stakeholder analysis	Design scenario	
System Thinking	Competitor analysis	User flow	Service blueprints
Qualitative research	SWOT analysis	UX wireframing	Prototyping (digital & physical)
A/B testing	trend mapping	UX information architecture	Design Strategy
Customer journey		Visual communication	

Workflow

Agile
Exploratory
Design thinking

Interest

User-centred design
Social & environment trend

Design journey

I have 6 years of apprenticeship (product design & strategic product design) and have 4 years of work experience both in the Netherlands and Indonesia.

It's not just about designing the best product or service but rather about making the right combination, impact, and compeling customer experience. That is why my end-to-end design process experiences becomes an asset for different design projects and contexts.

PHYSEE

mirum

KOHLER.

CASIO

VANDERLANDE

HARDT
HYPERLOOP

CHIBA
UNIVERSITY

traveloka

dutch design
foundation

BARCO

Rabobank

Musashino
Art
University

Manulife

KOPERNIK
FINDING WHAT WORKS

Yanfeng

Selected projects

2021-2022

1 / PHYSEE website 2022

Branding & UX design

2021

2 / PHYSEE Insight

Innovation strategy

2019-2020

3 / KOHLER Rivlet Wudu & Struktura hygiene urinal

User testing

2018-2019

4 / Unlocking the potential of Alternatives Accommodation
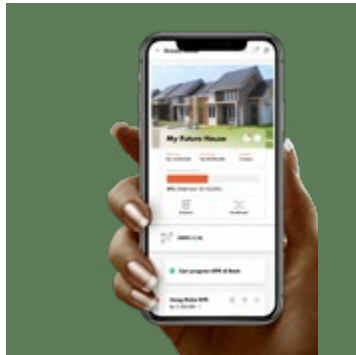
Consumer research & digital platform design

2019

5 / UNMASKED

Consumer behavior, interaction, & product design

2018-2019

7 / The Future Planner

Digital platform, prototyping, & user testing

**2015-2016**

6 / KARTUNA

Product design & interaction

The projects show my design skills in different types of projects. I have shown my capacity as a designer in the digital and the physical world, making me a solid designer who understands the user, usability, feasibility, viability, and, most importantly, the impact in the future.

There are four projects that I had involved with from the end-to-end process (research to design): PHYSEE Insight, Unlocking the potential of Alternatives Accommodation, Kartuna, and UNMASKED.

I have shown my capability as the main researcher team in The Future Planner and KOHLER Rivlet Wudu & Struktura hygiene urinal projects.
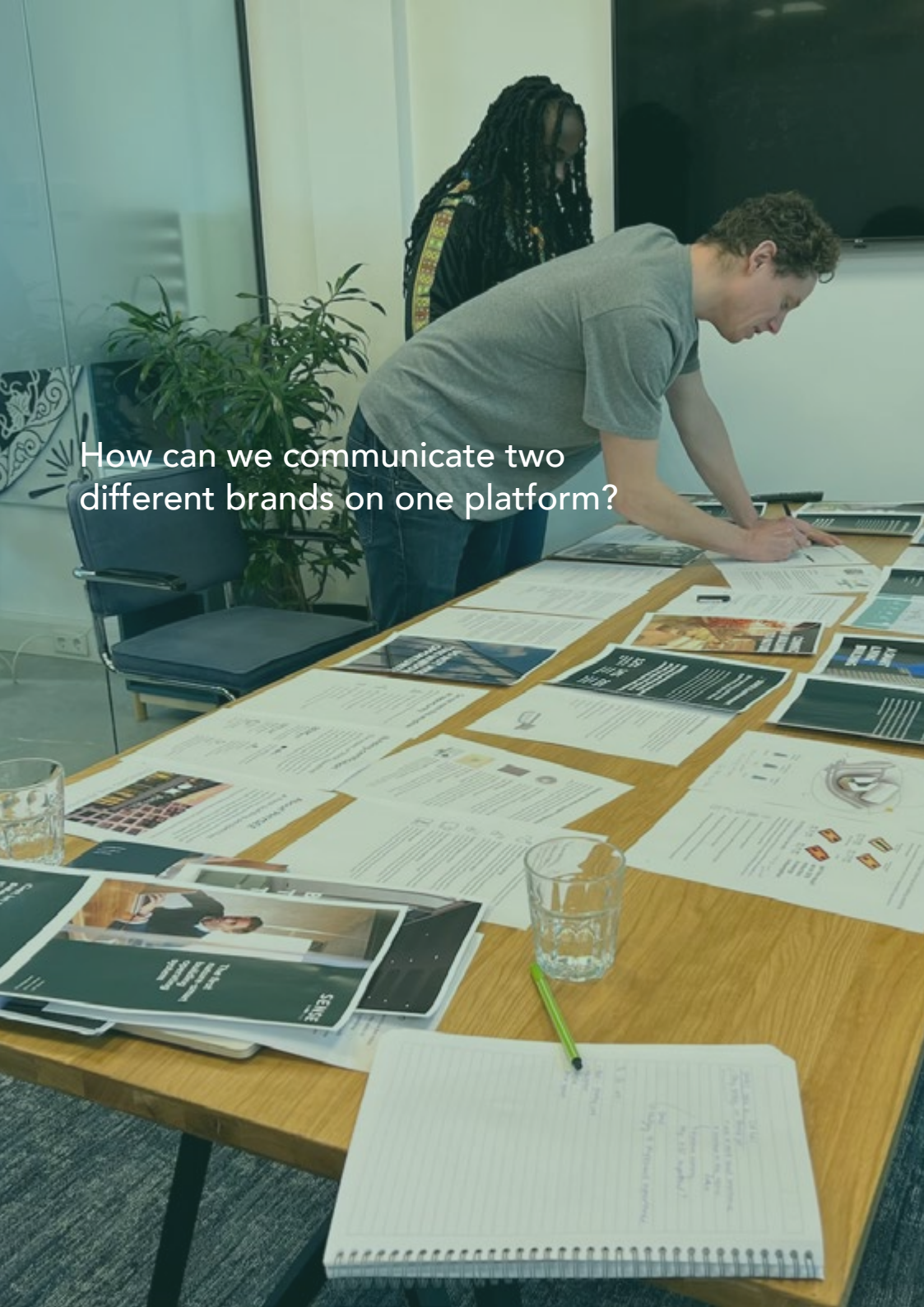
How can we communicate two different brands on one platform?

1 / PHYSEE website 2022

Developing SENSE's branding & user experience

● ■ PHYSEE

project: website revamping
duration: 5 months part-time (Nov 2021 - Mar 2022)
team: worked with marketing manager & head of marketing
my contribution: led the research, led the UX strategy & design, and created the branding visuals guideline.

accomplishment:
the new website was published in April 2022. We reduced the loading page time and home page's bounce rate by 25.8% in April & May 2022 (38% in 2021).

Background

In my role at PHYSEE, I strive for brand alignment within the company, and make a standard tone-of-voice, storytelling, and branding guide. I am in charge of the website, one of the most important marketing tools used by the marketing team.

PHYSEE has changed their business strategies. Hence, we need to re-build the branding and divide 2 products, SENSE by PHYSEE (building management system) and involve partially in PAR+ by PHYSEE (greenhouse coating) branding. Our clients are the real estate industry players and greenhouse farmers.

Design Scope
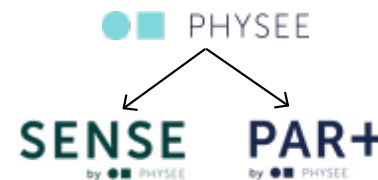
The goal of the website's revamping is to connect more people with PHYSEE and to divide two different products. My focus is to divide these two brands and make sure the content of SENSE and PAR+ is in the right place.
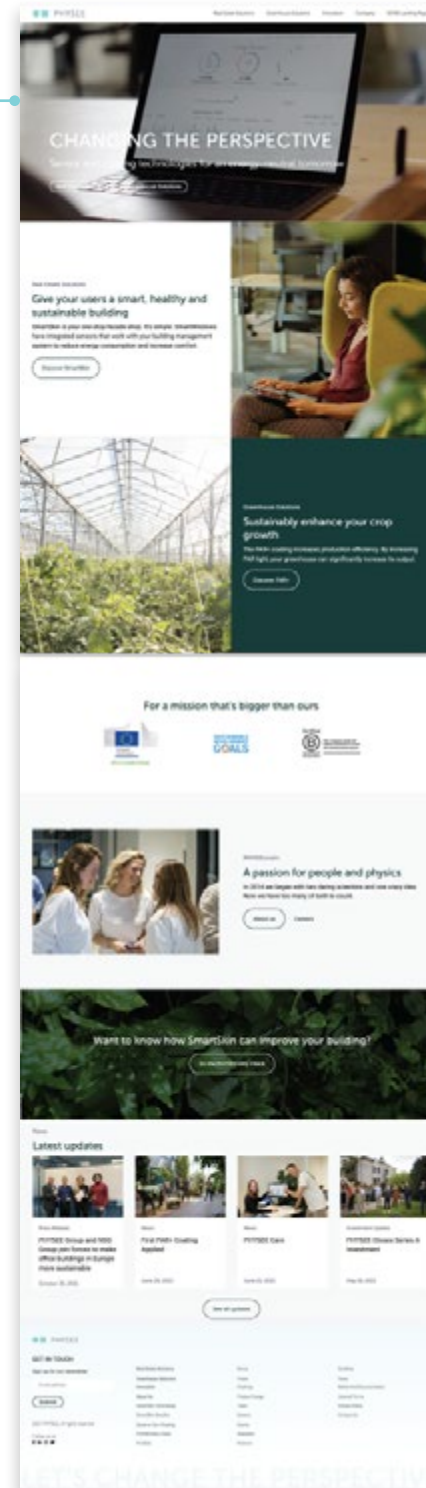
Challenge (previous webpage design)

1. The previous website has a lot of touch points and Call to Action (CTA). This leads to confusion and increase the loading time.
2. SENSE and PAR+ content were mixed on this webpage.
3. No storytelling built on the webpage
4. High bounce rate on the landing page (38% in 2021)
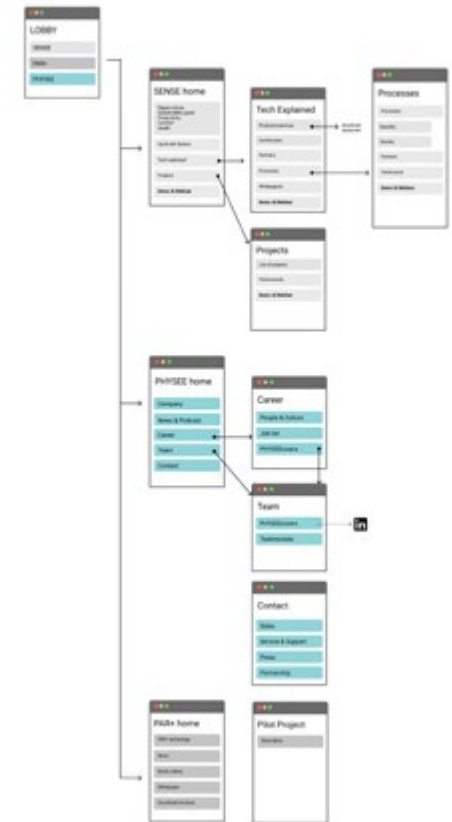5. The loading page took longer because some videos are on one page.

The design process

- target audience analysis & user stories,
- existing website audit,
- stakeholder & competitor analysis,
- website tools analytic,
- Google analytics,
- brainstorming: strategy, site map, content, user flow,
- prototyping,
- user testing,
- translate prototype to webflow.

I led the **brainstorm session** in the team by giving lists of features and mapping them out.

How do we create a functional website?

educate	educate the multiple stakeholders about how SENSE benefit their goals and how SENSE works to fit their value and business.		
acquire	acquire their interest, so they can become the marketing qualified lead.		

Objectives: educate — DATA → INSIGHT → CONTROLS → VALUE → acquire

Core features:
- information pages
- quick link*
- chatbot*
- Interactive image demo* + calculator*
- download items (booklet/whitepaper)
- follow the webinar
- Form that is linked to Hubspot/ZOHO
- Filter form

WHY	WHAT	HOW
Bigger picture	Certification	Process
Sustainability goals	Aesthetic	Tech explained
Productivity	Projects	Physeebility Check
Comfort	Testimonials	Numbers
Health	Partners	Studies
Testimonial		Whitepapers
		Testimonials
		Demo
		Webinar

*Future development

Site map is used to prevent multiple CTAs and make more focused navigation.

**wireframing and design** on Figma, to explore the ideas possibilities.
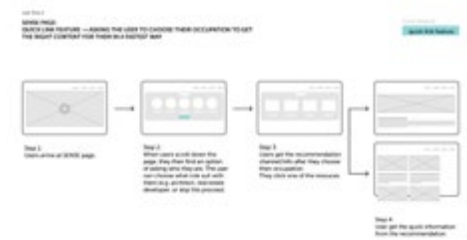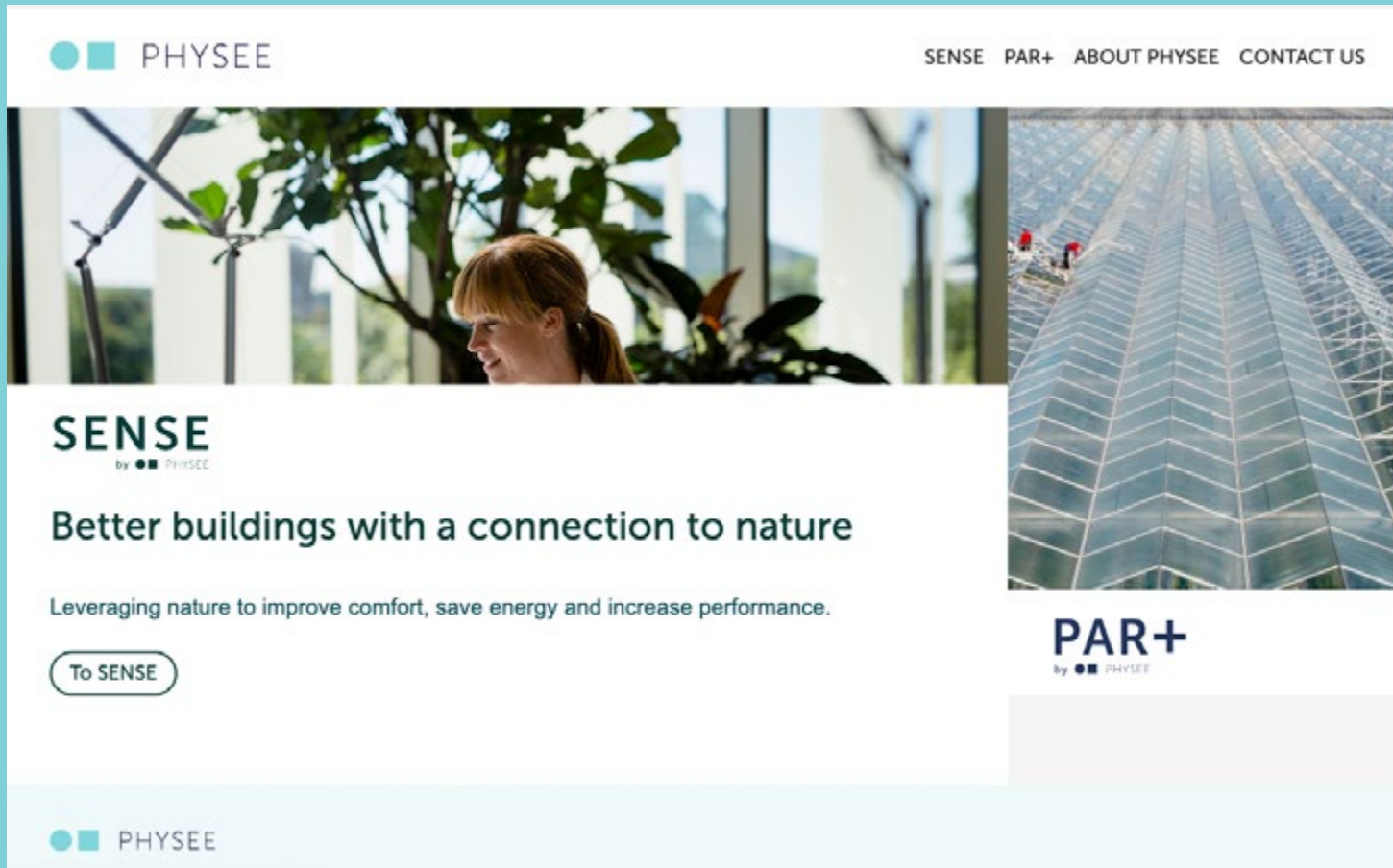
NEW STRATEGY, NEW STORY.

The storytelling strategy is based on the 'storybrand' framework where we put the user as the 'hero' and PHYSEE becomes their 'guide' to face the problem. PHYSEE also gives the hero call to action.

I made the prototype and interaction design on Figma (see the images).

Figma

check it out
www.physee.eu
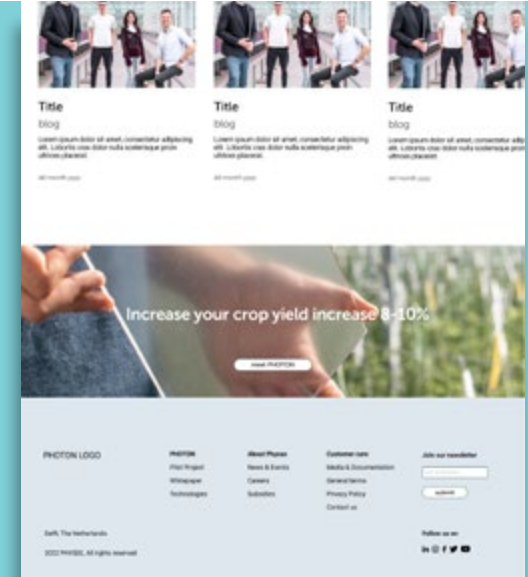
What's new?

- new content
- simpler user flow
- more structured
- more focus
- simpler header and footer

New webpage www.physee.eu - divides SENSE and PAR+ on the landing page.

Reflection

The nature of a scale-up company is changing so rapidly. Therefore, as a full-stack designer, I also play a role as a storyteller and contribute to getting the right business strategy for selling the product. Besides that, I need to align the content of the product with the other departments.

2 / PHYSEE Insight

Designing an Engagement Strategy to Improve Collaboration in the Construction Industry

TUDelft   ●■ PHYSEE

project: Master thesis 2021
duration: 100 working days
supervisor: Joris de Iongh (PHYSEE), Jo van Engelen & Sine Celik (TU Delft)
my contribution: project manager, research & design

accomplishment:
"Strong and extensive research; great understanding of complex problem; open to feedback; good planning."

Feedback from the supervisor team (Jo & Sine Celik, 2021)

How could Physee communicate their strategy, value, and structure to the stakeholders and engage them in the process?

Background

The building construction industry is generally known as a procedural project with linear workflow and a traditional mindset within the team. When a disruptive technology arises, the clients and partners face the challenge to understand the technology. In addition, they tend to follow homeostasis condition.

PHYSEE, a technology company that offers the smart engineering solutions for the global energy transition, want to create an impact on the energy problem in the industry. As a technology-based scaleup company, PHYSEE have less power to influence the stakeholders in the market because they are in the development phase of their business.

Disclaimer: this project is conducted before the restructuring of the new brand at PHYSEE. Hence, it is less relevant to the latest project (PHYSEE website).
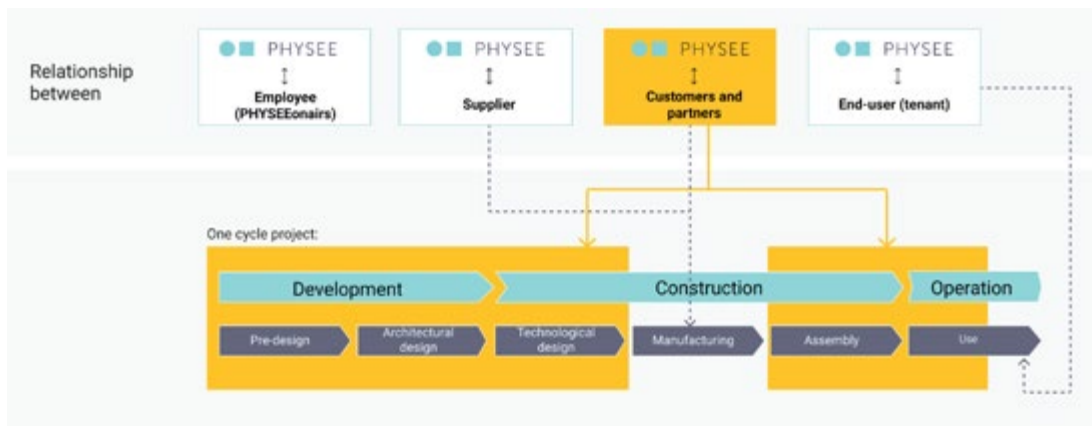
Approach

Service design (double diamond) approach implements the design process to help organizations seeing their services from a customers' perspective.
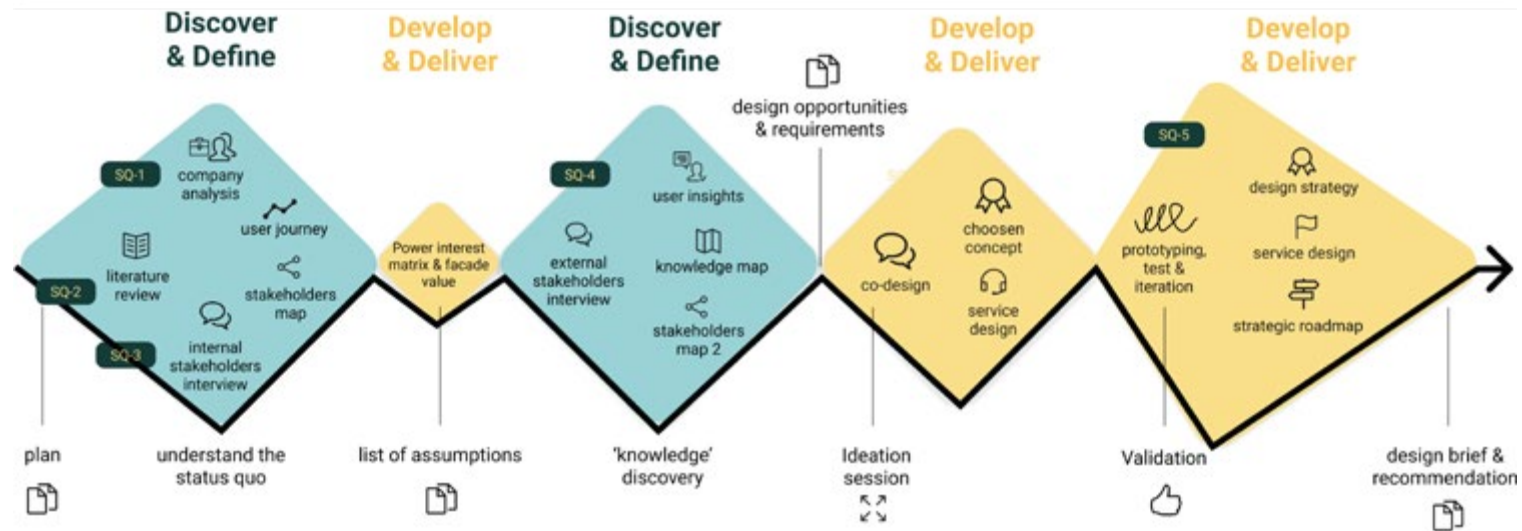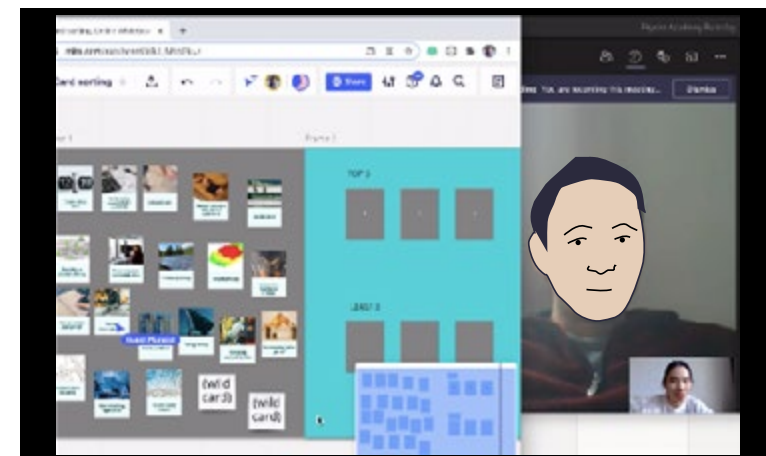

Project scope

This project only focuses on the customers, partners, and cover in some touch points of the existing process map.


Research

The primary research is about facade industry and knowledge management in an organisation. In addition, I conducted internal and external interview.

Stakeholders' interview using card sorting method.

Finding the gaps and design opportunities

Some user interviews have been conducted to gain the pain points from PHYSEE's point of views and the external stakeholders'. User journey map and stakeholder maps are two strong tools to analyze the gaps.
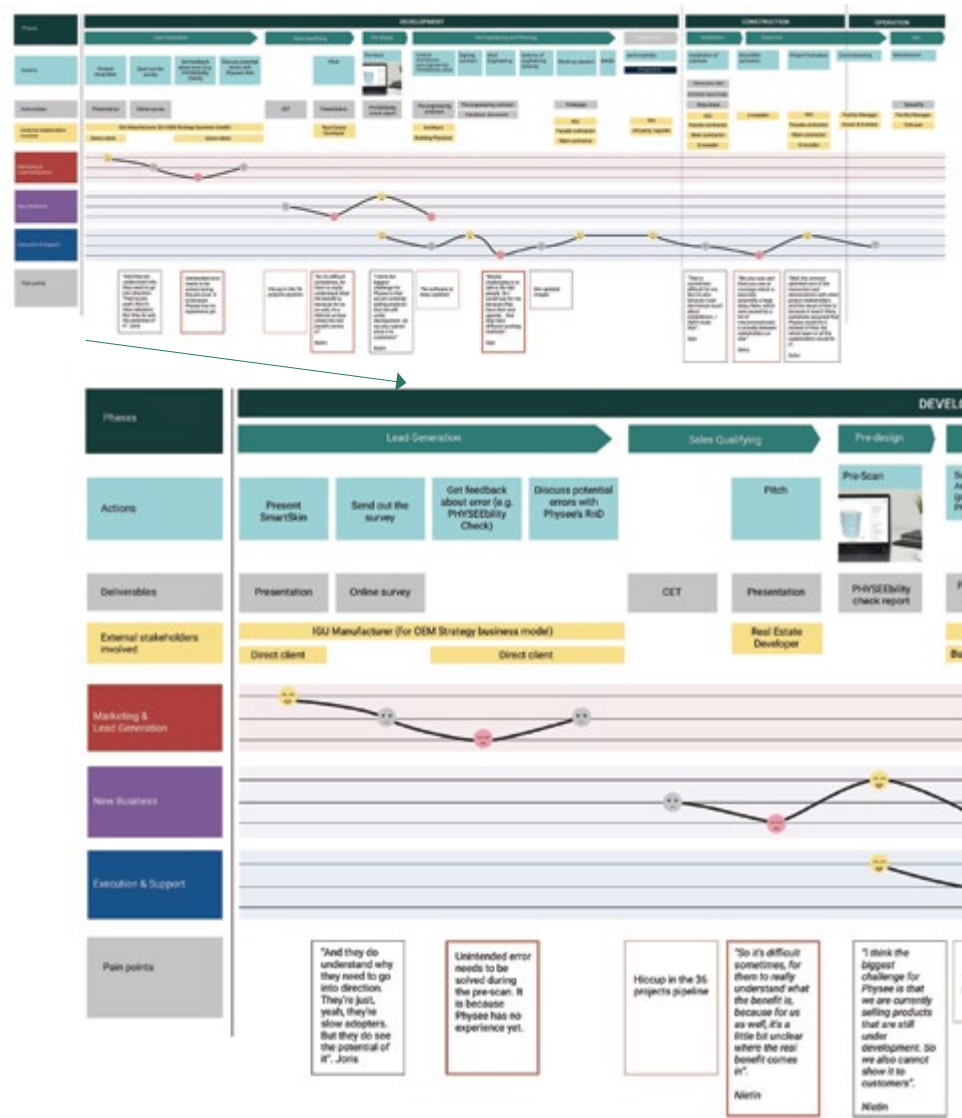
The customer's journey laid out with user actions, touchpoints, key questions and principles.

To understand the exosystem, I made a stakeholders' maps to gain more insights.
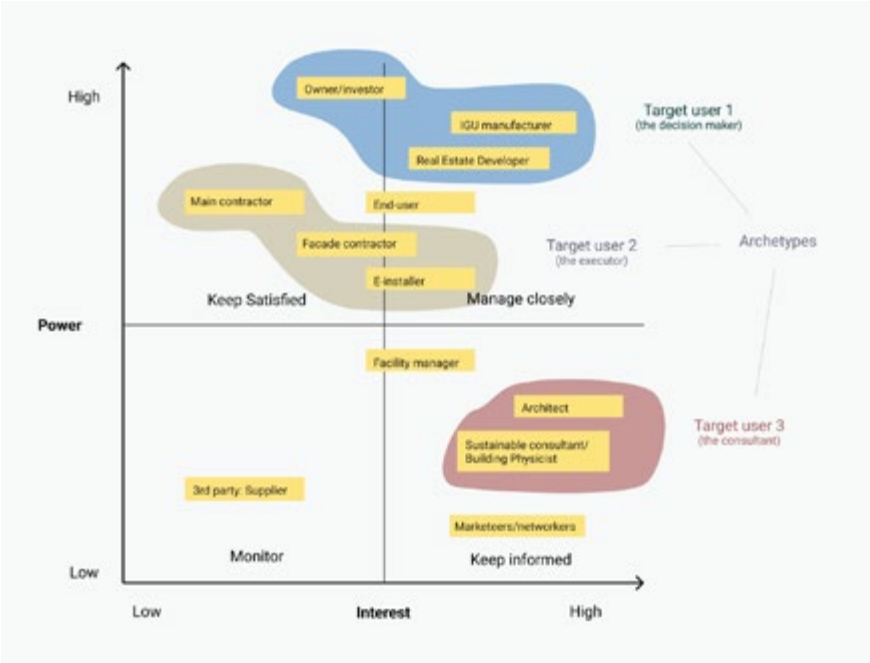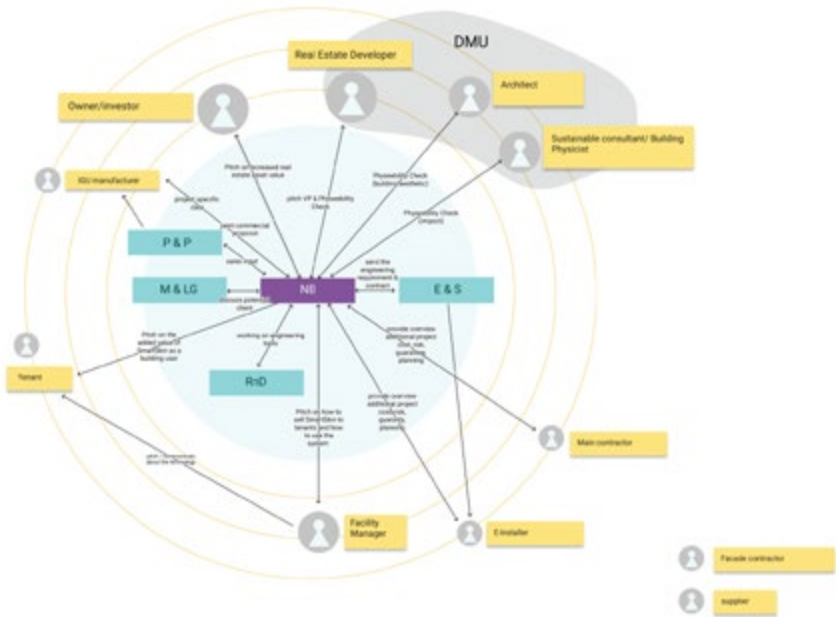
Project insights

- In the PHYSEE ecosystem, there are three different *archetypes*:
    1. the decision-maker
    2. the consultant
    3. the executor
- There are some identified pain points and we present them in the journey map.
- The biggest hiccup for PHYSEE is about the information clarity.
- The greatest opportunity for PHYSEE is to compose a needed solution by all of the archetypes.

Archetype 1
The Decision Maker
They are eager to know the long term benefits.

Archetype 2
The Executor
They are focusing on details and technical information. "The more detail, the merrier".

Archetype 3
The Consultant
The more opinion or contribution they can give to the project, the more exciting for them.

Design challenges

Exploring ideas based on two design challenges.

How could we continuously update stakeholders about our product update?

How might we provide a clear expectation and a new way collaboration with the stakeholders?
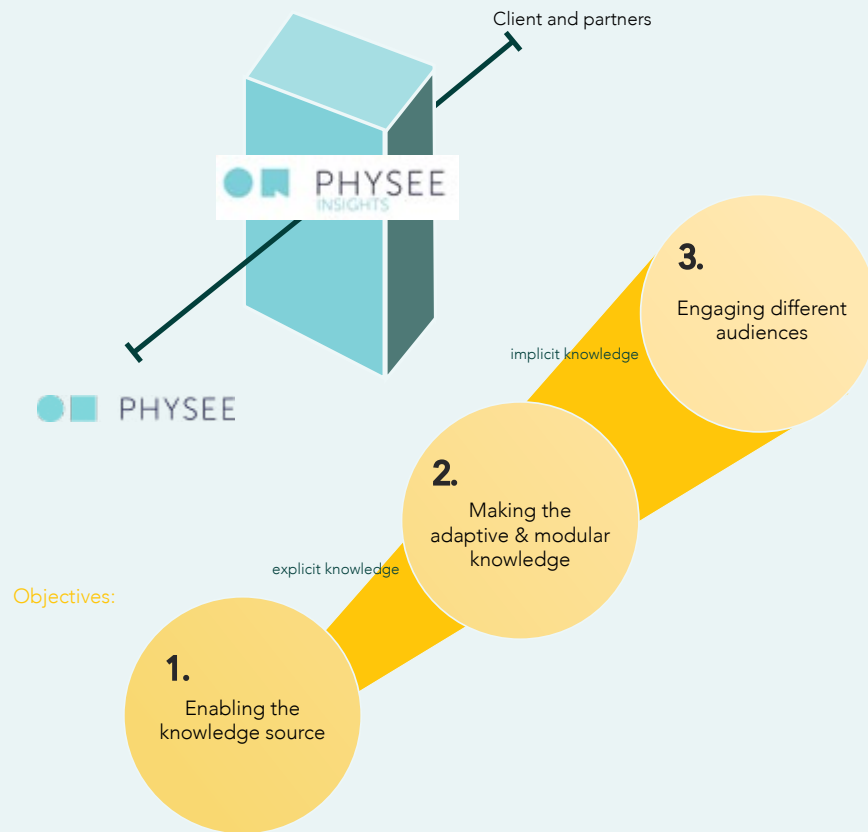
Solutions

The author facilitated an online design session with internal team and iterated the ideas after user testing. The solution is **PHYSEE Insight.** It offers service that is open & up-to-date, easy to access, and gives people the encouragement to contribute to the PHYSEE solution.

read the full report here:
https://bit.ly/3kUfuH9

Design Strategy

PHYSEE INSIGHT connects Physee and external stakeholder in knowledge sharing. The goal is to engage both parties to collaborate. The design principles are derived from these three objectives.

Client and partners

PHYSEE
INSIGHTS

PHYSEE

implicit knowledge

explicit knowledge

Objectives:

1.
Enabling the knowledge source

2.
Making the adaptive & modular knowledge

3.
Engaging different audiences

Screenshot of the solutions

Personalised landing Page
to generate contents based on the audience's background (e.g. architect will see the portfolio, certification, and the technology on the landing page).
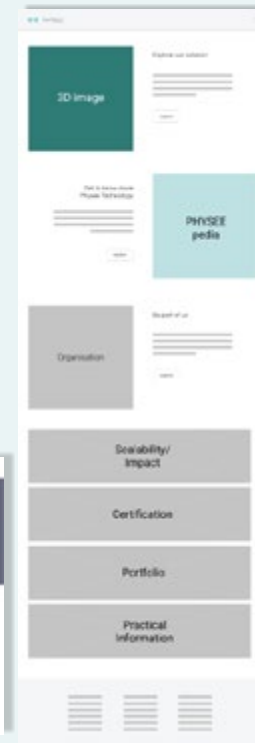
3D Content & Specification
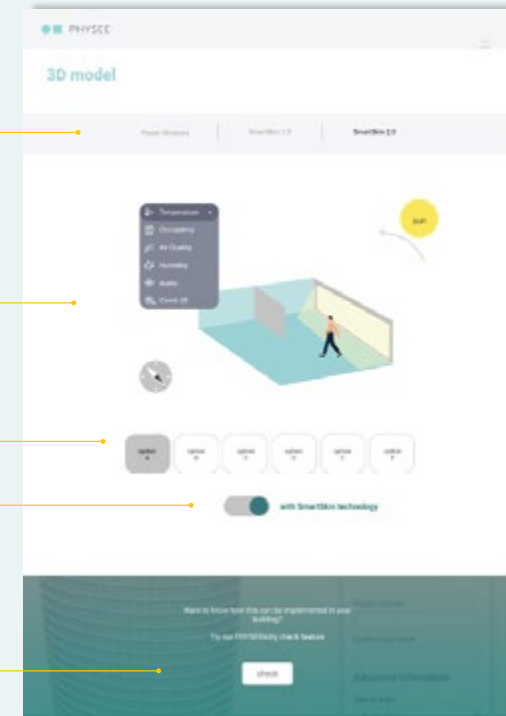Give the impression on how the technology works on a website

Product portfolio

3D image

Scenario

Comparison

Action

PHYSEE Roadmap

Reflection

Having a project during COVID-19 is quite challenging because the problem is complex and requires a lot of stakeholders' meetings. Fortunately, it is manageable. I used the graduation project to try new methods, but I also need to be critical of using them.

Why do people wash their foot before starting their prayers?

2 / KOHLER Rivlet Wudu & KOHLER Struktura Hygiene Urinal

Validate the refinement physical products

Project: User testing
Duration: May-June 2019.
Team: Dono Firman (Senior Experience Designer) & a client from KOHLER Singapore
my contribution: interviewing, research planning and on-site preparing, note taking, reporting, and presenting.

accomplishment:
This project has gained a positive feedback from the head of design of KOHLER in the USA. Two years after, KOHLER have commercialized the products and they have received some design awards, such as iF Design Award 2021 and Singapore Good Design.

Background

KOHLER developed two product ideas for Indonesian muslim market in the past 2 years already. My work contributes significantly for the testing phase of some alternatives design, such as size, position, pattern, colours, and product semantics.

About the Rivlet Wudu*

Being the first of its kind on the market, the Rivlet Wudu is a dual-use bathroom washbasin and cabinet with an integrated foot washer, designed for normal washing up. The challenge is the Islamic self-cleansing ritual usually done using a wall tap, which results in a wet floor and unhygienic bathroom conditions. Rivlet's tall faucet helps to eliminate spillage.

pain points

Wudu is a ritual where Muslim wash their face, hands, and legs before praying.

User testing

The objectives are to evaluate ergonomics, affordance, and general usability of Rivlet Wudu's prototype.

There are a total of 30 respondents with certain different backgrounds (Muslim experts, building interior experts, and residential users). It took approximately 60-70 minutes per session.

Result

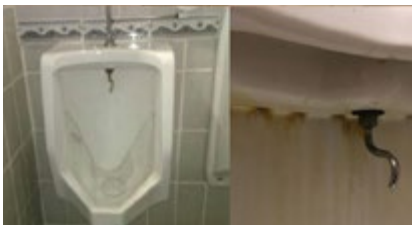| Aspects	Feedback
General comments	+ More comfortable, and save more water.
Ergonomics	- Improve the position, water flow, and stability.
Texture & feel	+ Less fatigue (washing leg without bending the back). + More mindful feeling, inline with values of the beliefs.
Design styling	+ Selected by majority user (e.g. tall faucet, wooden exterior).
Others	+ Suitable for a certain usage*, - reduce some feature add-ons*

*confidential

About the Struktura Hygiene Urinal

KOHLER's istinja** urinal is a thoughtful and elegant solution to the Muslim's obligatory cleansing ritual for men's private parts after using the toilet. Unlike conventional urinals that have dirty or rusty pipes with a weak trickle of flush water, the Struktura Hygiene Urinal has a dedicated spout to ensure a good supply of fresh and clean water at just the right pressure. In addition, a special cover helps preventing splashing and increasing the privacy. All of the participants in user testing found this product a great improvement in terms of ease of use, hygiene, and respect for their ritual.

**Istinja= is the Arabic term of a process to clean whichever has been passed after urination & defecation with water or toilet paper, or with pebbles if neither are available.

Pain point of the existing urinal

Detailed Parts of Urinal

Previous version | Improved version

Higher spout design

One piece splash cover

User testing

The objective is to validate the refinement prototype of urinal design, including pee cover (i.e. privacy barrier) and istinja spout design.

21 male respondents; 10-15 minutes/session.

Result

Testing point	Feedback
Ergonomics & semantics	+ Height of the flushing. + Type of flushing interaction. + Addition of features in the urinal.
Design styling	+ The icon and text on the spout

On site situation

Participants tried the foot washer in different height and weight.

They used the tap to wash their hand & face.

This is the second product, urinal.
I asked the participants if the urinal is comfortable.

The participants selected their design preference. When it was a men participant, I was the one who note taking. When it was a women, I was the one who interviewing and note-taking because of the religion purposes.

Participants tried to wash their foot. Then, we asked if the water flows correctly to fulfill their expectation.
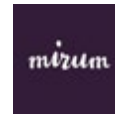
Participants also tried the spout in 2 prototypes.

Why travelers are not staying in the alternative accommodation?

3 / Unlocking the Potential of Alternative Accommodation (AA)

Explorative research and design solution for Alternative Accommodation in Indonesia

mirum traveloka

Project: Exploratory research and design strategy
Duration: 7 months involvement (1-year project), 2018-2019
Team: 4 people (team lead, senior experience designer, and fellow junior experience designer).
my contribution: participant screening, interview tools design, user research, persona creation, design facilitation, design planning, prototyping, user testing, reporting.

accomplishment:
The project has succesfully accomplished the client's expectation to work in more human-centric fashion.

Background

The project aimed to investigate the design opportunity for Traveloka, the largest Online Travel Agency (OTA) in Indonesia.

To understand further the design for the alternative accommodation (AA) experience, we also dive into the interlink between the needs of suppliers and end-users. This is important because each AA is vastly different in terms of capability. Hence, the travel experience cannot be as "controlled" as 'professional' establishment.

Alternative Accomodation (AA)

homestay
both formal and informal

guesthouse
Including bed and breakfast

hostel
Including travelers' lodge

airbnb
Including apartment, Villas

Understanding Travel Needs and Its Implication to Accommodation Decisions

Value proposition for Alternative Accomodation

Attracting & Empowering AA Providers

Goal and scope of the project

There are two focuses of research: travelers and AA owners. The goal is to find the value proposition for AA.

Approach

Human Centered Design (HCD) uses the basic principles of being empathy, collaborative, and agile. The key processes include: immersion, in-depth interview, insights collection, persona creation, customers journey, co-creation, and product validation.

The study was conducted in 5 cities with more than 50 participants, and took more than 100 hours.

Interview session with the homestay's owner.

Insights

There are some misexpectations between guest and AA. While staying at AA, there is a barrier that prevents them to trust AAs. On the other hand, many AAs pride themselves in their unique qualities, flexibility in services, and personal touch that hosts offer. The discrepancy in AA is driven by various goals: business motivation, strive for uniqueness, and their openness to growth.
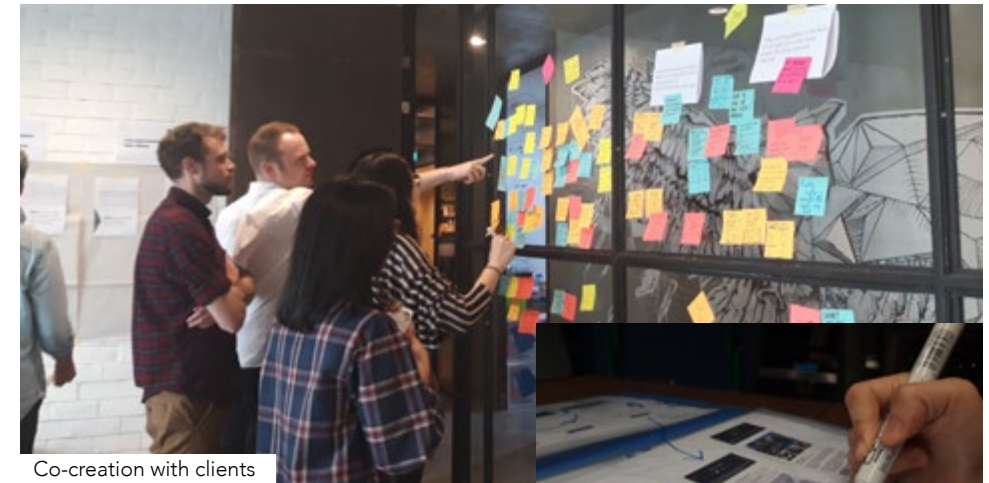
Co-creation with clients

User testing

Solution

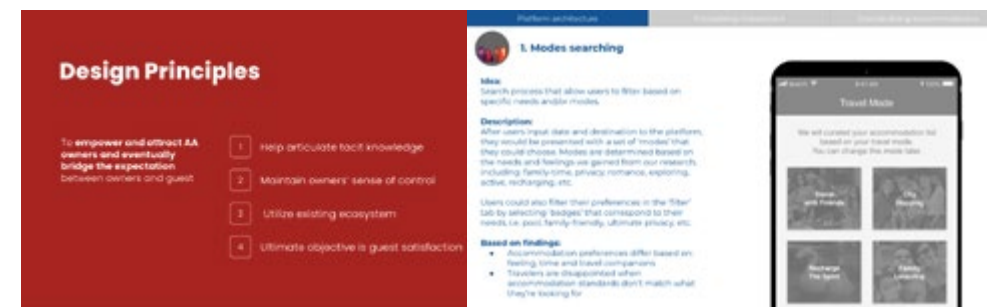To design for AA, there are some sets of design principles that must be implemented in any solution.
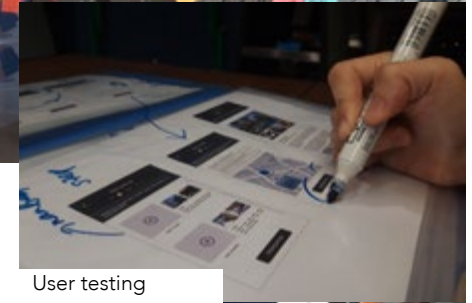
In addition, there are different solutions in the different deliverables. Due to confidentiality, this portfolio shows only some of the solution's screenshots.
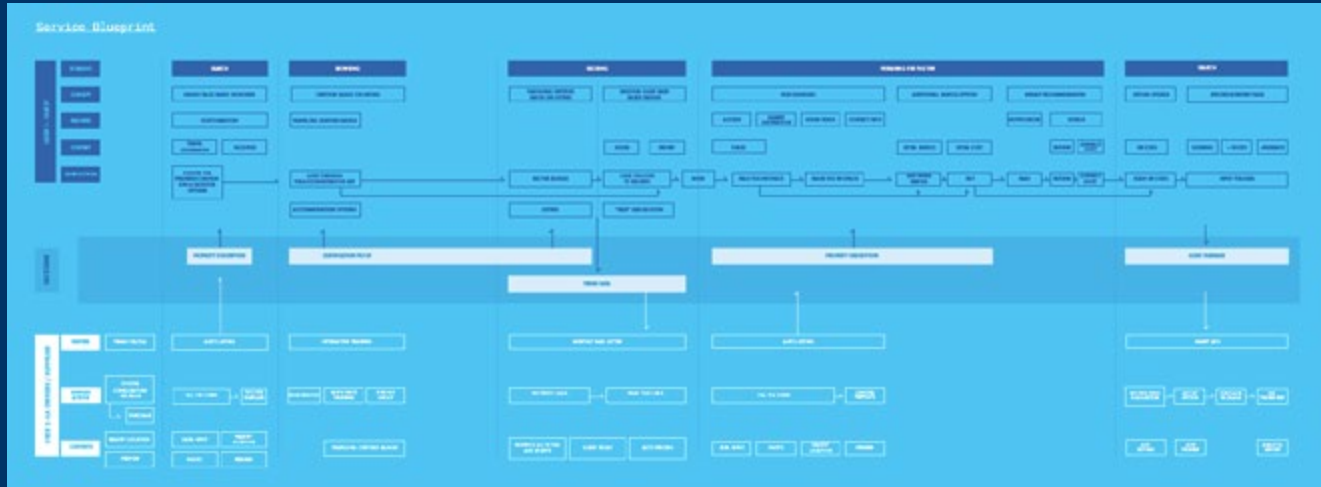

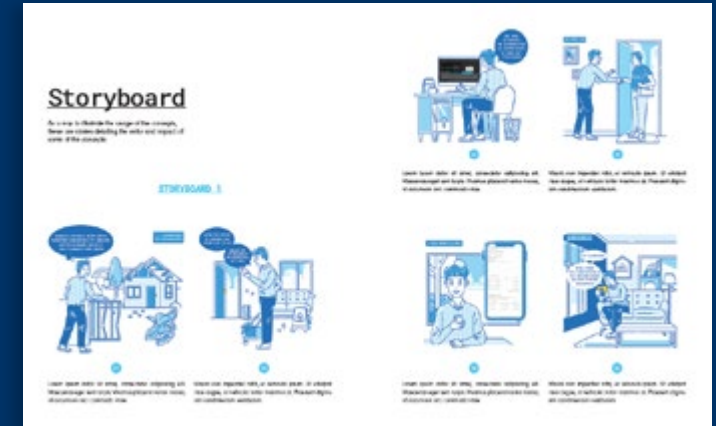co-creation session (low-fi prototype)

Design Principles
A series of "rules" or values to keep in mind when innovating for such services.

Output: Design principles, some concept, service blueprint, and storyboard

Service blueprint shows different touch point by the guests and AA's providers.

Reflection

The nature of exploratory research gave more flexibility to the methods in the process.
The process of the research was very fun and insightful. However, we could improve the ideation process by involving more product managers.

Customization should help articulate travel modes

Customise option in the search page

Design Principle 1 2 3 4

This is one of some solutions to this project.
Customising the options to the guests allows them to choose their desired accommodation.
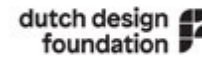
Storyboard

The storyboard presents how a guest experience their time before, during, and after their stay.

Can you tell the air quality today
by looking up to the sky?

4/ UNMASKED

Making the invisible visible

dutch design
foundation

Project: What if Lab (Indonesian and Dutch designer)
Duration: 7 months part-time (November 2018-May 2019)
Team: Marleen Van Bergeijk (Dutch designer)
my contribution: User research, ideation, product design, exhibition.

accomplishment:
The collaboration strenghtens the network between Indonesian and
Dutch designers.The project has been published in Dutch Design Week
2019 and has been presented for King Willem-Alexander's & Queen
Máxima's preparation to visit Indonesia in 2020.

Background

Air pollution, an invisible killer, is a serious problem in major Indonesian cities,
with Jakarta's air quality being recognised as one of the worst in the world and in
the South-East Asia. An ever-growing problem that affects the global climate, the
city's economy and more directly the health of citizens.

Citizens are dependant on other stakeholders for change. Developments in
public transportation and the implementation of clean alternatives are so slow.
In the meantime, citizens conveniently choose private motorised vehicles to get
from A to B.

Whilst commuting people are unaware of their health risks, wearing the wrong
type of mask or worse, none at all. Information on pollution levels is scarce,
abstract, often not real-time and hidden in apps or platforms.

Approach

Step 1- Empathize
Analyzed the problem of air pollution in Jakarta through observations, interviews, and expert meetings.

Step 2 - Define
Mapped the findings and chose the design direction: preventing health issue/sickness due to air pollution.

Step 3 - Experiment
Created a low-fi experiment to see if people are aware of the current pollution's level.

"Is there a problem with the sky? How can I know this?" - citizen A

"Whenever I see a tree near me, I know I am safe and I don't need a mask." -citizen B

Step 4 - Ideate
Brainstormed and tested the idea on the street.
We wanted to know: "**What if air quality data was visible differently?**"

Step 5 - Design
Visualised our concept and built our working hi-fi prototype using Rasberry pi and Augmented Reality.

Making the user flow and information in the mobil application.

Prototyping - using RasberryPi to create different fan effects to blow the stereofoam (as the polution) and screen information on different levels.

MAKE THE INVISIBLE, VISIBLE

Solutions

UNMASKED takes local sensor data and presents it in a sensible and engaging way. Using the metaphor of particles in the air, real-time pollution levels are portrayed on an open screen that is available for public and mobile application.

With the interactive AR layers and digital 'face masks' on mobile phone, information can be visualised everywhere around user, using geolocation, and shared with others. In this way, UNMASKED is making the invisible visible, informing and empowering citizens to take protective action for their own health.

Public installations

The invisible made visible - Using the methapor of particles, pollution levels are visible on the street

Screen - The screen provides extra information on health levels and actions to take

Real-time data visualisation

On the go - Check real-time pollution levels everywhere you are using geolocation

Tips & Tricks - Extensive health action tips, pollution information and smart mask indicator
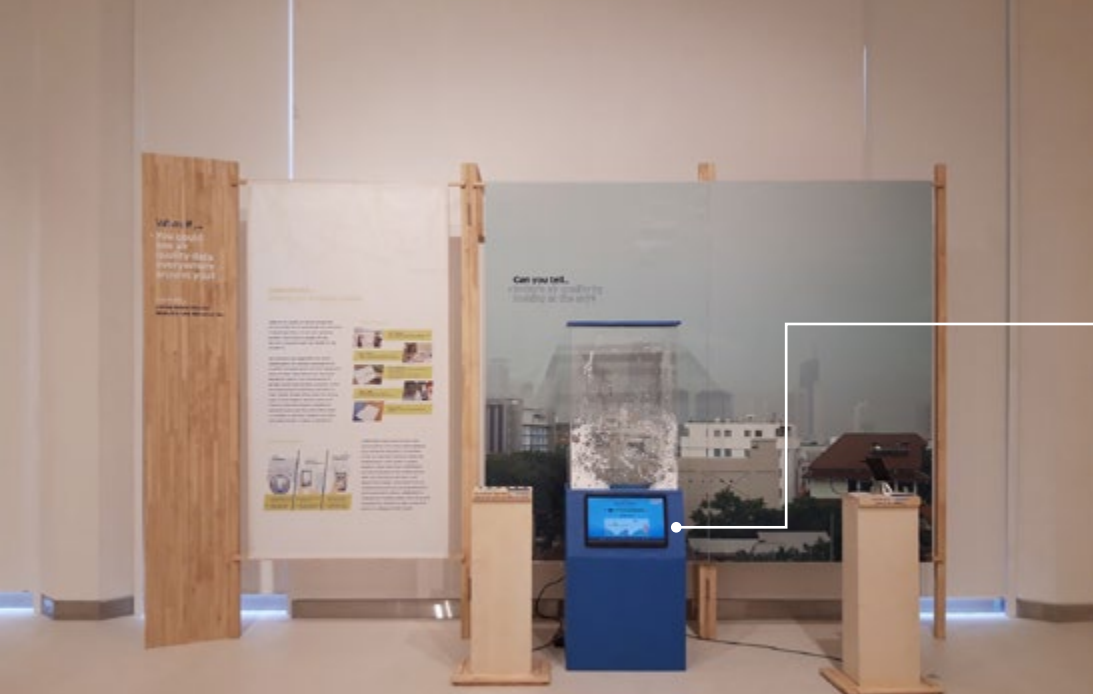
Social awareness & engagement

Fun Factor - Fun and engaging digital masks appear when checking the pollution levels
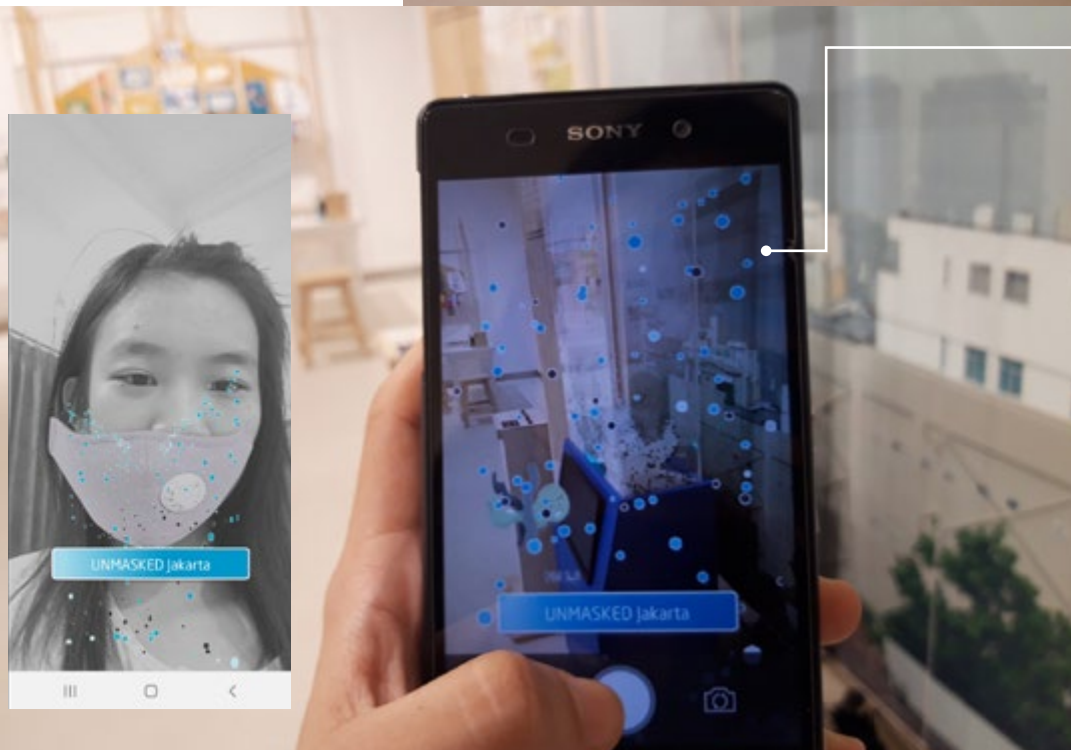
Share with others - Awareness on current pollution levels is spread as people share selfies
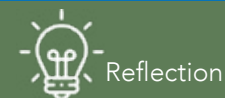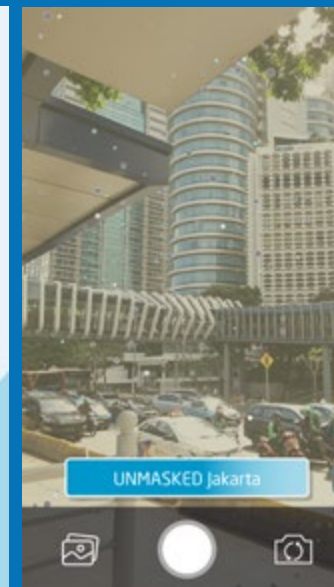
exhibition at Erasmus Huis, Jakarta

Testing the AR via mobile phone (breathing effect animation)

Air Sensor
Kuningan, Jakarta
Sensor is in 5 meters height

<300

HAZARDOUS

Polutants: CO₂ 38%   NO₂ 22%   SO₂ 20%   PM₂.₅ 19%   PM₁₀ 8%   O₃ 6%

welcome to
UNMASKED
making the invisible visible

get started

UNMASKED Jakarta

current air
UNHEALTHY
for sensitive group
120

Kuningan, Jakarta
(Sensor is in 5 m height)

Health Recommendations

sensitive people need to use the special mask

💡 Reflection

Although we run the project in a short period, this could be a nice starting point on how to visualise the pollution. The solution is to focus on 'awareness'. We suggest moving to the next stage of behaviour change to make people act upon it.

Is it possible for our generation to fulfil their dream of buying a house, owning a car, or just simply travelling?

5 / The Future Planner

Empowering the young, first time investors through an inclusive platform and services

Project: Making a new platform and service
Duration: joined 3 months (Dec 2018-Feb 2019) of 1 year
Team: 3 people (senior experience designer and a design manager).
my contribution: Ideation, co-design with clients, wireframing, UI/UX design, user testing.

accomplishment:
Created a prototype and service blueprint to clients. This project moves to the second phase of implementing it.

Background

Wealth management products and services are used by only less than 15% of the Indonesian internet users. It might be seen as a service for the financial elite. Therefore, this project aims to explore more opportunities in educating wealth management through digital platform.

Co-design session (service blueprint)

Approach

The result are concept designs, prototypes, and service blueprint. Within the project, I have designed the apps wireframe using Adobe Xd.
The solution is based on 3 personas' needs and insights.

Based on the research by my colleagues, the main design challenge is
"How might we design investment service as an actionable financial strategy in reaching user's dreams?"

Deliverables

After conducting co-creation session with client, we tested the prototype (MVP video) through an online questionnaire with 300 respondents and the interviews with 15 respondents. Finally, we created the concept iteration with 22 main touchpoints and 4 service blueprints. The solution focusing on how people can achieve their dreams through investment.

making the MVP video for quantitative testing
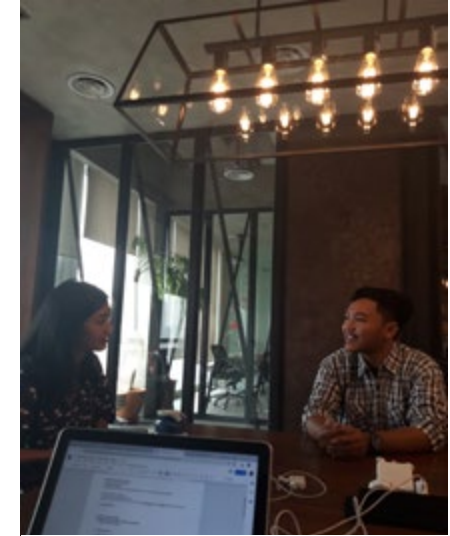
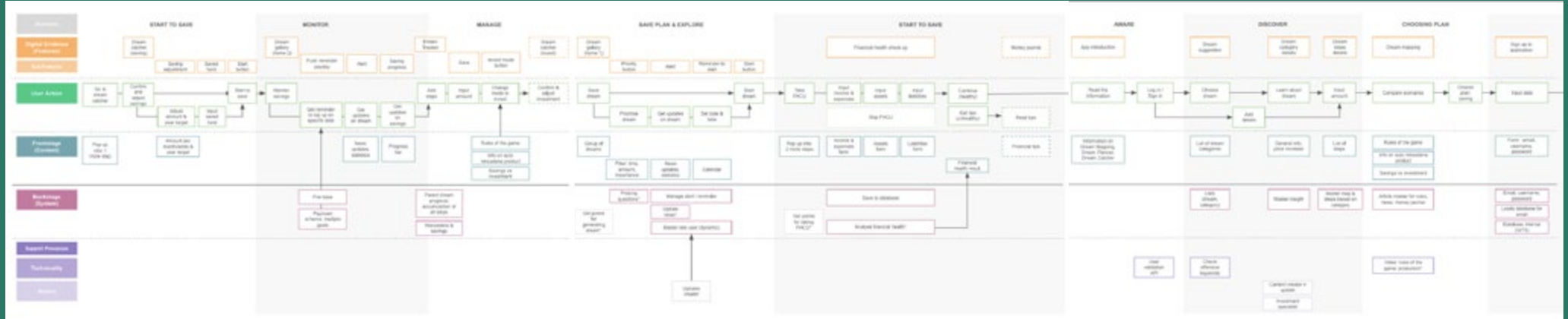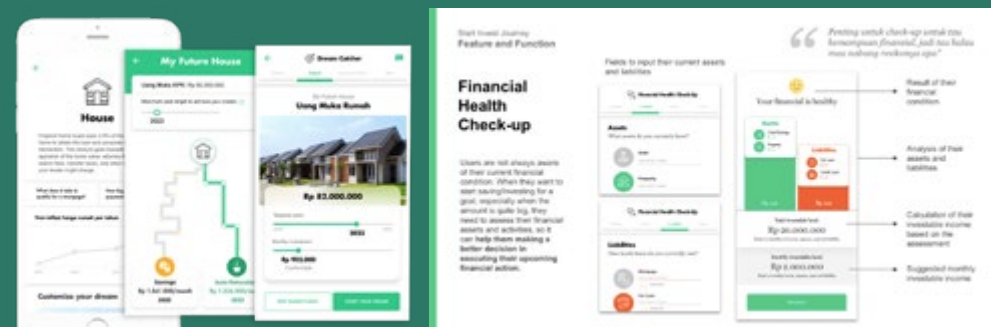testing the MVP (qualitative)
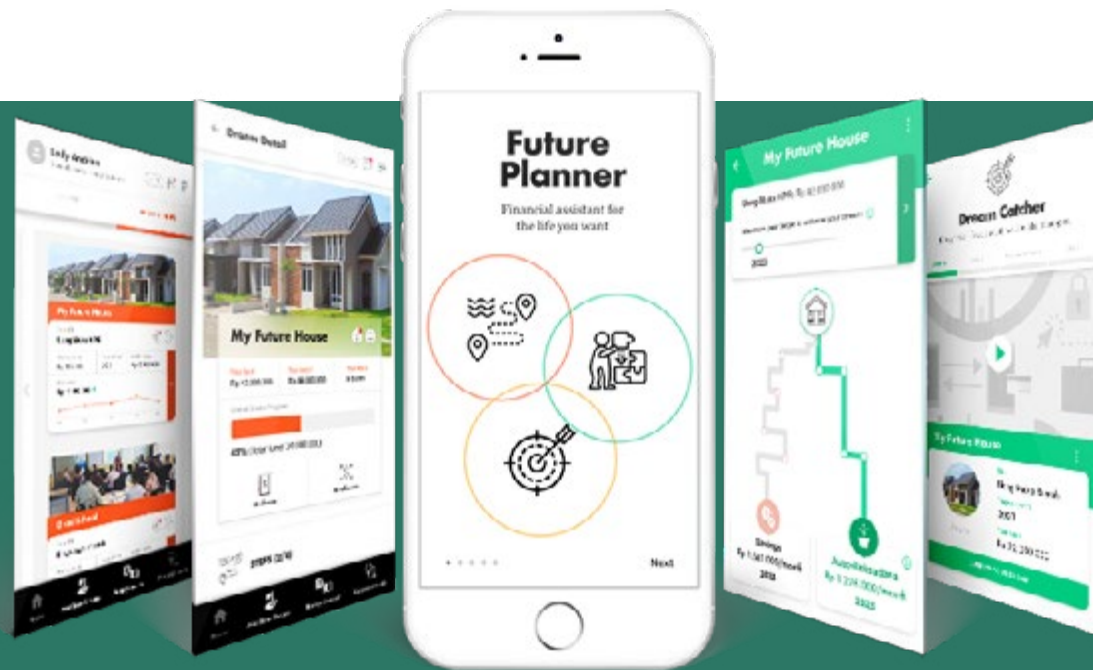
MAKE DREAMS COME TRUE

Solutions

For people who cannot translate their dreams into financial plan, **Future Planner** is a holistic approach that helps them to set goals, to get the actionable steps, and to take the most efficient financial solution to reach their goals.
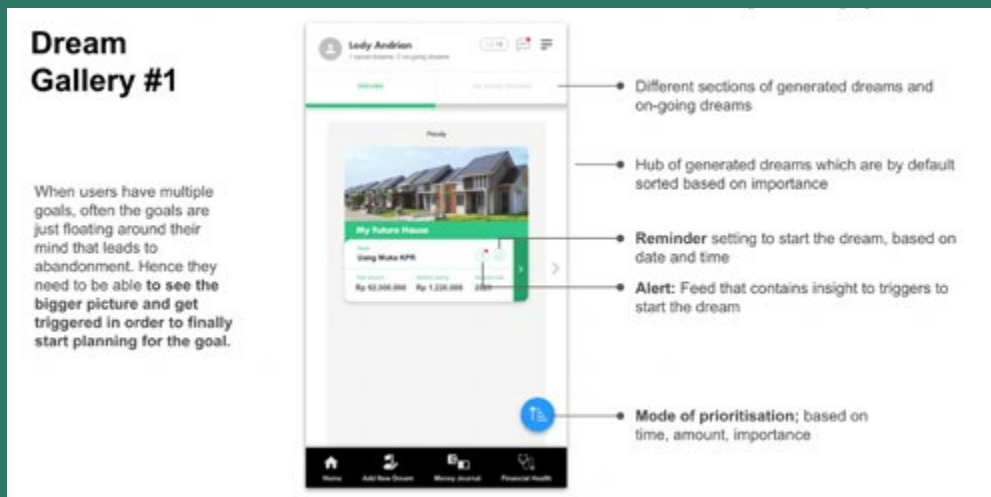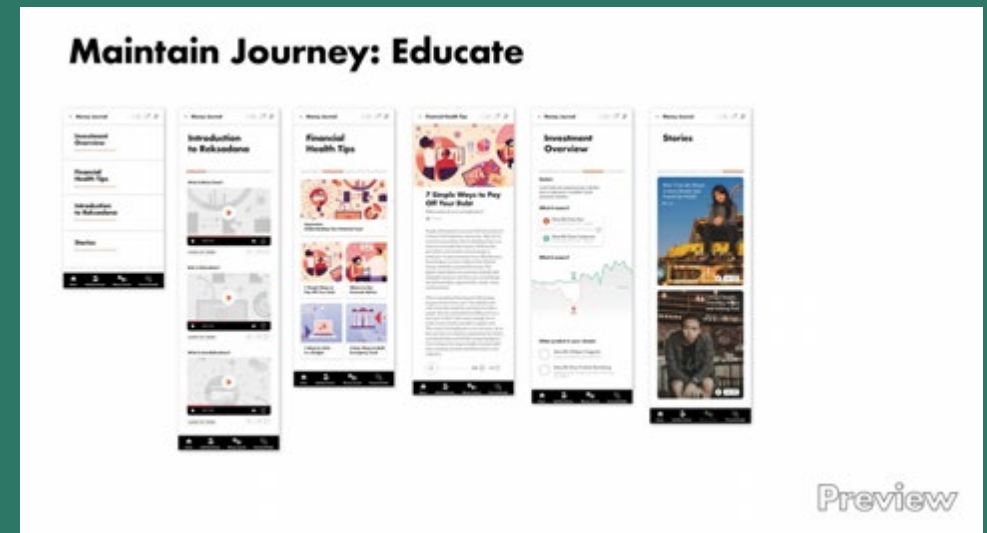
1. We use service blueprint to map the whole concepts.

2. We use card-like dream listing on the app and show the dreams progress in the app.
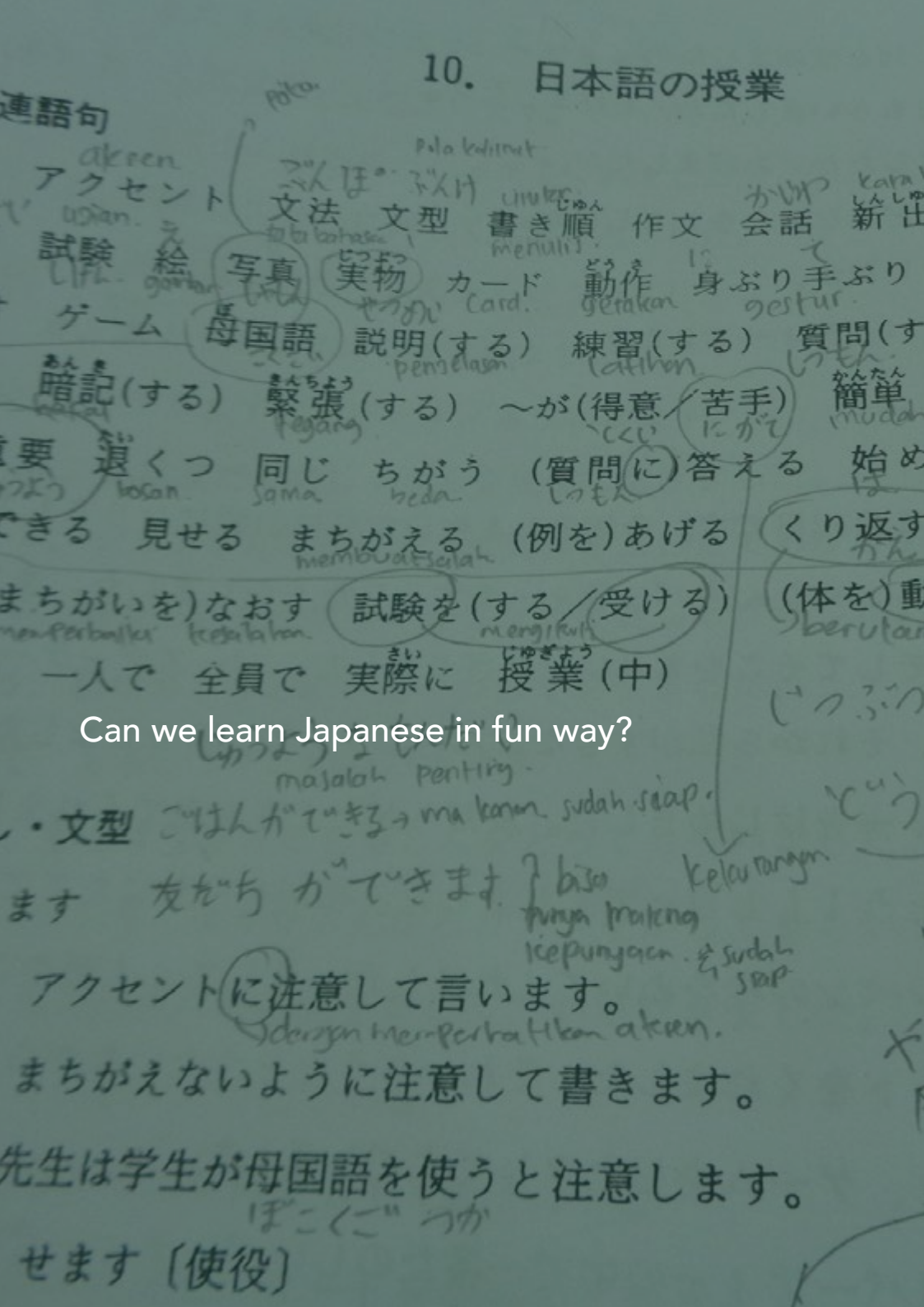

Financial Health Check-up

Users are not always aware of their current financial condition. When they want to start saving/investing for a goal, especially when the amount is quite big, they need to assess their financial assets and activities, so it can help them making a better decision in executing their upcoming financial action.

Dream Gallery #1

When users have multiple goals, often the goals are just floating around their mind that leads to abandonment. Hence they need to be able **to see the bigger picture and get triggered** in order to finally start planning for the goal.

- Different sections of generated dreams and on-going dreams
- Hub of generated dreams which are by default sorted based on importance
- **Reminder** setting to start the dream, based on date and time
- **Alert:** Feed that contains insight to triggers to start the dream
- **Mode of prioritisation;** based on time, amount, importance

3. Each stage on the service blueprint has some concepts to show the user flow.

Maintain Journey: Educate

Preview

Reflection

I was highly involved in creating the concepts. It is valuable to brainstorm with clients and generates many creative ideas.

10. 日本語の授業

連語句　アクセント　文法　文型　書き順　作文　会話　新出
試験　絵　写真　実物　カード　動作　身ぶり手ぶり
ゲーム　母国語　説明（する）　練習（する）　質問（す
暗記（する）　緊張（する）　〜が（得意／苦手）　簡単
要　退くつ　同じ　ちがう　（質問に）答える　始め
できる　見せる　まちがえる　（例を）あげる　くり返す
（まちがいを）なおす　試験を（する／受ける）　（体を）動
一人で　全員で　実際に　授業（中）

Can we learn Japanese in fun way?

・文型　ごはんができる→ma kan. sudah siap.

ます　友だちができます？ biso

アクセントに注意して言います。

まちがえないように注意して書きます。

先生は学生が母国語を使うと注意します。

せます〔使役〕

5 / Kartuna

Japanese Language Learning Cards

CASIO

Project: Product development
Duration: 8 months (Sept 2015-May 2016)
Team: 3 people, research phase: collaboration of 15 students and some professors.
my contribution: qualitative & quantitative research, ideation, concept development, 3D design, interaction design, mock-up design.

accomplishment:
The project has succesfully presented at CASIO HQ in Japan and accomplished the client's expectation.

Background
Design development of Japanese language study tools for Indonesia market.

In Indonesia, learning Japanese is quite popular. Some schools put Japanese as a mandatory subject. The student can also learn Japanese in a course, not only from school. Learning Japanese can sometimes be a rocky road for some but, on the other hand, might appeal as an easy breeze for others.

This project aims to understand how Indonesian students learn Japanese and how we can design a product to help them learn.

Approach

We had 2 phases: research and design.
It started with a extensive research phase by sending surveys to 237 respondents from 7 learning institutions and group and individual interviews with almost all students and teachers (random sampling and volunteering based).
The main insights are divided into 3 groups. Our group solved vocabulary and interactive learning challenge.

During the design process, we had 3 times presentations which mean 3 times design iterations. Finally, we tested the products with some students.

Research findings

There is a lack of enjoyable Japanese language learning media in the market. We saw great opportunities in Japanese language card games during a survey of institutes. Learning to use a card is a fun way to learn because it is done while playing.

For Indonesian, learning Japanese is very challenging because of the written characters, especially when there are more than 2.000 kanji characters.
1. Vocabulary and speaking are difficult subjects;
2. Students practice listening only from the audiovisual room. At home, they enjoy practicing through music, anime, and Japanese drama;
3. Students enjoy learning together with friends and native speakers.

Field study in Bandung

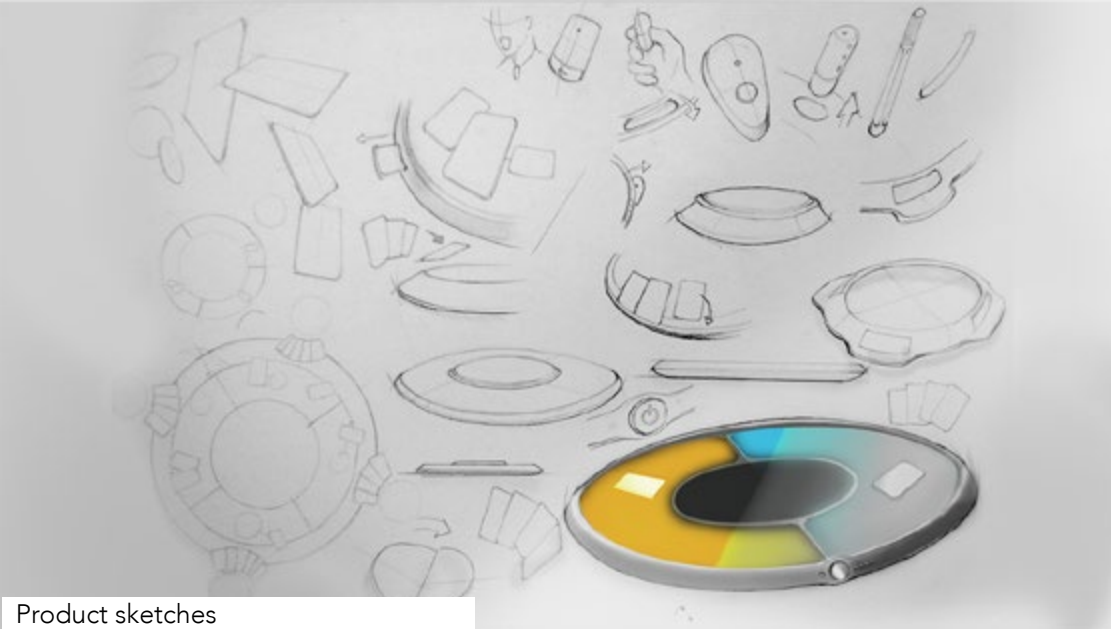### PHYSICAL CARD ANALYSIS

Physical and tactile ✓
Fun way to play ✓

Limits of Visual ✗
Limits of Audio ✗

We **focused** on these missing elements

Product sketches

Product testing using a projector on top of the mock up.

Prototyping & User testing

We made some prototypes and scenarios in this phase. The goal is to improve the content and experience of the users. We gave the students some tasks to do during the user testing and asked their opinion about them.

The final design

Kartuna is a portable interactive device that focuses on making a fun Japanese learning, especially in speaking and listening. It is a combination of the physical form of learning cards with visual non-physical as a game interaction.

The goal is to make the learning fun side of the card becomes even more fun with interactive audiovisual and also help the learning process in the sense of sight and hearing.
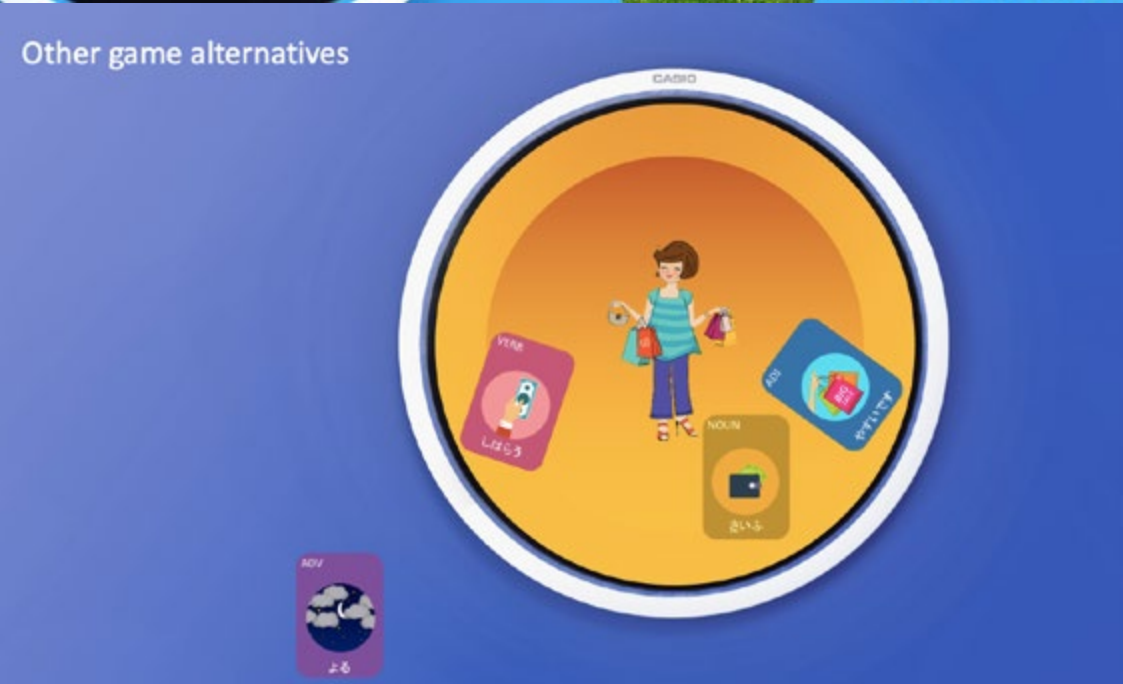
The interaction

There will be different types of ways to play with touch screen technology. Students can play with cards and also with their own hands. The student can play individually or with friends.

Game card using NFC.

Reflection: The project was fun because, in the research phase, we gained a lot of excitement from the students and teachers. My project has a lot of iterations, making it more solid.

Thank you
Let's collaborate

vivian.maretina@gmail.com