Hyunsang Cho Portfolio

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! All work images and documents used in this portfolio are **my own process and results.**
! The portfolio should **only be used for job application purposes**.

This portfolio consists of five main chapters. First, I will briefly introduce my career and then share several past projects that demonstrate what I consider important in UX design based on my experiences.

1. Extensive Experience
2. Defining Problems
3. Agile Delivery
4. Value Validation
5. Human-Centric

1. Extensive Experience

Various positions, diverse work environments, and many problem-solving in various projects

The insights and expertise gained from various projects have proven invaluable for improving outcomes in subsequent work. Through these experiences, I've developed strong capabilities in UX design, systematic problem-solving, and team leadership. Moreover, collaborating with talented colleagues from diverse cultural backgrounds and industries has significantly enhanced my flexibility of thinking and creativity. These experiences have broadened my expertise across multiple areas and built a solid foundation for delivering innovative solutions.

Agencies and in-house design groups, from junior designer to director

Junior Designer	Graphic/Motion Designer					Design Consultant	Senior Interaction Designer		Senior UX Architect		UX Lead	Director		Group Director
NHN	D'Strict	Vi-nyl	Freelancer	BA	MA	EY-Seren	Native	Cheil UK	Razorfish	AKQA	Aramco	Kakao IX UK	Secta9ine	Devsisters
2002	2004	2005	2006	2007	2009	2010	2012	2012	2013	2015	2017	2018	2021	2021
Korea			UK								Saudi Arabia	UK	Korea	

2. Defining Problems

Various positions, diverse work environments,
and many problem-solving in various projects

Based on my experience, projects without clear problem definitions have always encountered issues during their execution. This is because a well-defined problem allows the team to share a common goal, serving as a North Star that consistently guides them in the right direction. Some might question how to approach unprecedented projects, but design projects always revolve around users or target audiences, enabling us to define problems through hypothesis-based approaches.
I've participated in research phases across numerous projects.

Project examples

Hello Bank! UX Review →

KakaoTalk UX Review →

Samsung EU Store Conversational Filter →

Hello Bank! UX Review

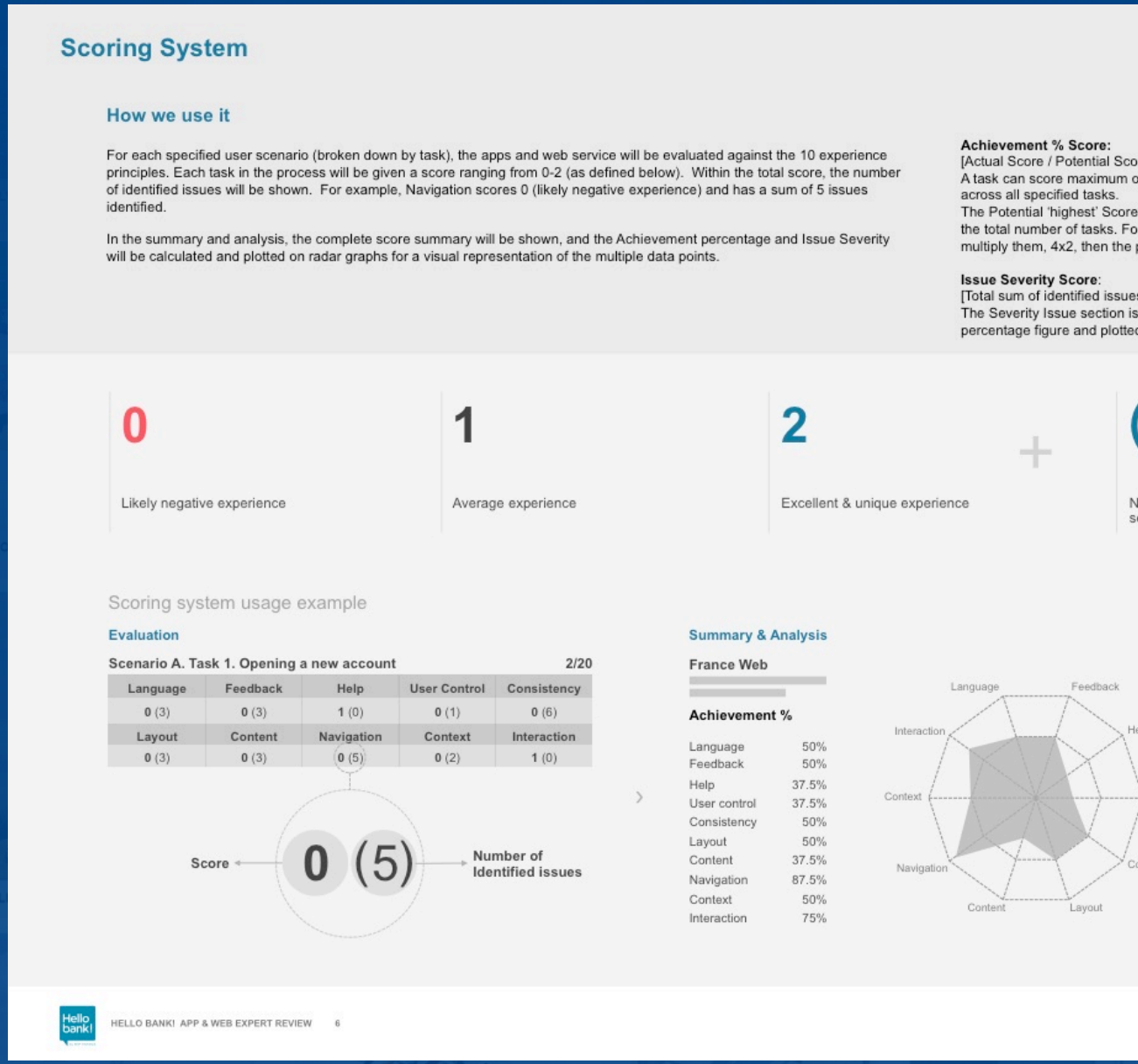
Client: BNP Paribas

Role: Senior UX Architect

Outcome: 200-page review report including improvement recommendations

Link: https://hyunsangcho.com/portfolio/hello-bank-expert-review/

This was a UX review project for Hello Bank!, the digital bank of BNP Paribas. Since all their services were developed by their in-house team, an objective analysis was needed. To achieve this, I visited Hello Bank! local branches across four European countries to conduct interviews and developed a scoring system based on their initial brand philosophy to review usability and objectively identify issues. As a result, we were able to identify country-specific service issues and contribute to their next release.



Outcome Excerpt 1. Review Scoring System

Experience Principles

We use the principles to

Evaluate the strength and quality of what is currently offered to users by Hello bank!
Facilitate critique during each phase of planning, design and development.
Predict the effectiveness of a potential solution.

The principles are based on the four brand pillars and best practice in user experience design.

Human

1. Language
The language in the service should speak to users in a single voice in the customer' s language, with words and concepts that are familiar to the users and without jargon. Users should understand all dialogues and messages in the service.

2. Feedback
The service needs to instantly respond to user action and provide feedback in the appropriate form, visual, vibration and sound. Faster feedback feels more efficient and effortless.

3. Help
Even though the system can be used without documentation, it should have help/support content where it is needed. It should be easy to contact a real person so that users feel their question/issue is resolved quickly.

Safe

4. User control
The service should help users to make the right choice with every interaction. It should clearly communicate what will happen to users to avoid inadvertent destructive actions.

5. Consistency
The visual style should follow the brand guidelines consistently. Getting little details perfect will help to build trust.

Simple

6. Layout
User focus should be on their content, not on the interface. Good layout should minimise user effort by making content more visible and help them work without interference.

7. Content
Content including copy, images, videos etc., should be clear and contain only highly relevant information, which will make it easier for users to discover, achieve and learn.

8. Navigation
Users should always know where they are in the service optimized journey steps. Optimizing each step within the customer journey should give users confidence that they can easily get themselves out of any situation.

Smart

9. Context
Not all actions are equal, exploit contextual moments. The most important actions should be easy and fast to find and assist users to complete tasks.

10. Interaction
Reduce the distance between users and content as much as possible. Engage users to interact with content directly through guessable, physical, and realistic interactions.

Outcome Excerpt 2. Experience Principles

France Core Tasks & Scenarios

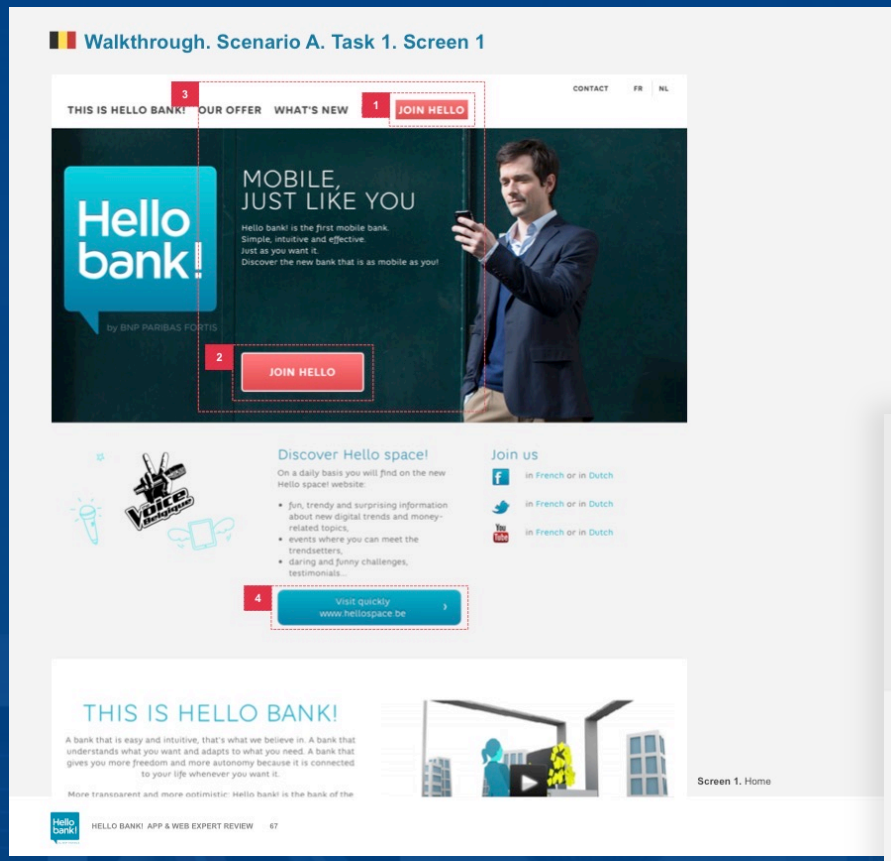
Core tasks on each platform

The following scenarios have been agreed for the review of Hello bank! web and app services in France. We created a set of scenarios, which include core tasks on each platforms, and will use these scenarios to guide us to review the Hello Bank! France experience.

Platform	Core tasks to cover
Web Service on Desktop Browsers	**Opening a new account** **Adding a beneficiary** **Money transfer** **Home insurance simulator**

Scenarios	Covered tasks
A. A new customer joins Hello bank!	1.Opening a new account
B. The customer needs to create a new payee. The customer signs in to Hello bank! web service. He creates a new payee who is not a Hello bank! Customer, then transfers money to his/her account.	1. Sign in to HB! Web service 2. Adding a beneficiary 3. Money transfer
C. The customer is already signed-in to Hello bank! web service and looks for home insurance. The customer tries the home insurance simulator to get an idea about costs and coverage.	1. Home insurance simulator

Outcome Excerpt 3. Setting evaluation scenarios and tasks



Walkthrough. Scenario A. Task 1. Screen 1

THIS IS HELLO BANK! OUR OFFER WHAT'S NEW JOIN HELLO CONTACT FR NL

MOBILE, JUST LIKE YOU

Hello bank! is the first mobile bank.
Simple, intuitive and effective.
Just as you want it.
Discover the new bank that is as mobile as you!

by BNP PARIBAS FORTIS

JOIN HELLO

Discover Hello space!

On a daily basis you will find on the new Hello space! website:

- fun, trendy and surprising information about new digital trends and money-related topics,
- events where you can meet the trendsetters,
- daring and funny challenges, testimonials...

Join us

in French or in Dutch

in French or in Dutch

in French or in Dutch

Visit quickly www.hellospace.be

THIS IS HELLO BANK!

A bank that is easy and intuitive, that's what we believe in. A bank that understands what you want and adapts to what you need. A bank that gives you more freedom and more autonomy because it is connected to your life whenever you want it.

More transparent and more optimistic: Hello bank! is the bank of the

Screen 1. Home

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Task

Task 1. Enrolment via website

Screen

1. Home

URL: https://www.hellobank.be/en/PC/world/priv/index601/

Issues

1. The square button style is different from other visual language, and the copy should use full brand name.
   Principle 5. Consistency
2. The copy should say full brand name.
   Principle 5. Consistency
3. The button colour red is not welcoming. Red colour is primarily used for warnings and negative values and messages.
   Principle 1. Language
4. The button copy is too long.
   Principle 8. Navigation

Recommendations

1. Develop a concrete rule and style for different design elements (e.g. icons, buttons, popup across) and apply across all web services and apps.

Outcome Excerpt 4. Scenario-based screen issues and suggestions

Summary

France Web analysis and recommendation

Based on the evaluation of the 3 scenarios, we have concluded that overall Hello bank! France web service experience has a **huge room to improve across all areas**. Especially, the **issue severity listed under Consistency, Navigation, Content, Layout and Context** need to be improved immediately since those have huge impact on how the users perceive the brand and the likelihood to use and recommend the brand.

The most severe issue identified is **consistency**. Consistent design helps ensure that customers focus on the content, rather than on learning how to use the site. In addition it adds credibility and builds trust in the brand. To improve **consistency,** we strongly recommend to develop **a design guideline** that consists of a set of rigid rules and styles for all the elements on the web service (e.g. icons, buttons, colours, etc)

Navigation, layout, content and context, these 4 areas are intertwined and therefore they need to be addressed concurrently. The current navigation and layout follow familiar conventions in web design, however there is an opportunity to make the experience more unique and memorable. Thus, in order to offer a better experience each **contextual moment** should be identified and additional options (functionality, content) should be explored to offer the best possible experience for the users.

Short term fixes, recommendations and issue details on each screen have been included in the walkthroughs.

Scenario A. Task 1. Opening a new account 2/20

Language	Feedback	Help	User Control	Consistency
0 (3)	0 (3)	1	0 (1)	0 (6)
Layout	**Content**	**Navigation**	**Context**	**Interaction**
0 (3)	0 (3)	0 (5)	0 (2)	1

Scenario B. Task 1. Sign in to HB! web service 5/20

Language	Feedback	Help	User Control	Consistency
0 (2)	1	1	0 (1)	1
Layout	**Content**	**Navigation**	**Context**	**Interaction**
0 (1)	0 (1)	0 (2)	1	1

Scenario B. Task 2. Adding a beneficiary 3/20

Language	Feedback	Help	User Control	Consistency
0 (1)	1	1	1	0 (6)
Layout	**Content**	**Navigation**	**Context**	**Interaction**
0 (2)	0 (3)	0 (3)	0 (6)	0 (3)

Scenario C. Task 1. Home Insurance Simulator 3/20

Language	Feedback	Help	User Control	Consistency
0 (2)	0 (1)	1	1	0 (12)
Layout	**Content**	**Navigation**	**Context**	**Interaction**
0 (4)	0 (5)	0 (8)	0 (2)	1

Score summary

[Actual score / Potential score * 100] [Total sum of issues]

France Web	Scenario A Task 1	Scenario B Task 1	Scenario B Task 2	Scenario C Task 1	Potential score	Actual score	Achievement %	Issue Severity
Language	0 (3)	0 (2)	0 (1)	0 (2)	8	0	0%	8
Feedback	0 (3)	1	1	0 (1)	8	2	25%	4
Help	1	1	1	1	8	4	50%	0
User control	0 (1)	0 (1)	1	1	8	2	25%	2
Consistency	0 (6)	1	0 (6)	0 (12)	8	1	12.5%	24
Layout	0 (3)	0 (1)	0 (2)	0 (4)	8	0	0%	10
Content	0 (3)	0 (1)	0 (3)	0 (5)	8	0	0%	12
Navigation	0 (5)	0 (2)	0 (3)	0 (8)	8	0	0%	18
Context	0 (2)	1	0 (6)	0 (2)	8	1	12.5%	10
Interaction	1	1	0 (3)	1	8	3	37.5%	3

Achievement under 4 brand pillars

Achievement

1. Help (50%)
2. Interaction (37.5%)
3. User control (25%)
4. Feedback (25%)
5. Consistency (12.5%)
5. Context (12.5%)
7. Language (0%)
7. Layout (0%)
7. Content (0%)
7. Navigation (0%)

Issue Severity

Normalised, range 0-100

1. Consistency (24)
2. Navigation (18)
3. Content (12)
4. Layout (10)
5. Context (10)
6. Language (8)
7. Feedback (4)
8. Interaction (3)
9. User control (2)
10. Help (0)

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razorfish

Outcome Excerpt 5. Country Summary

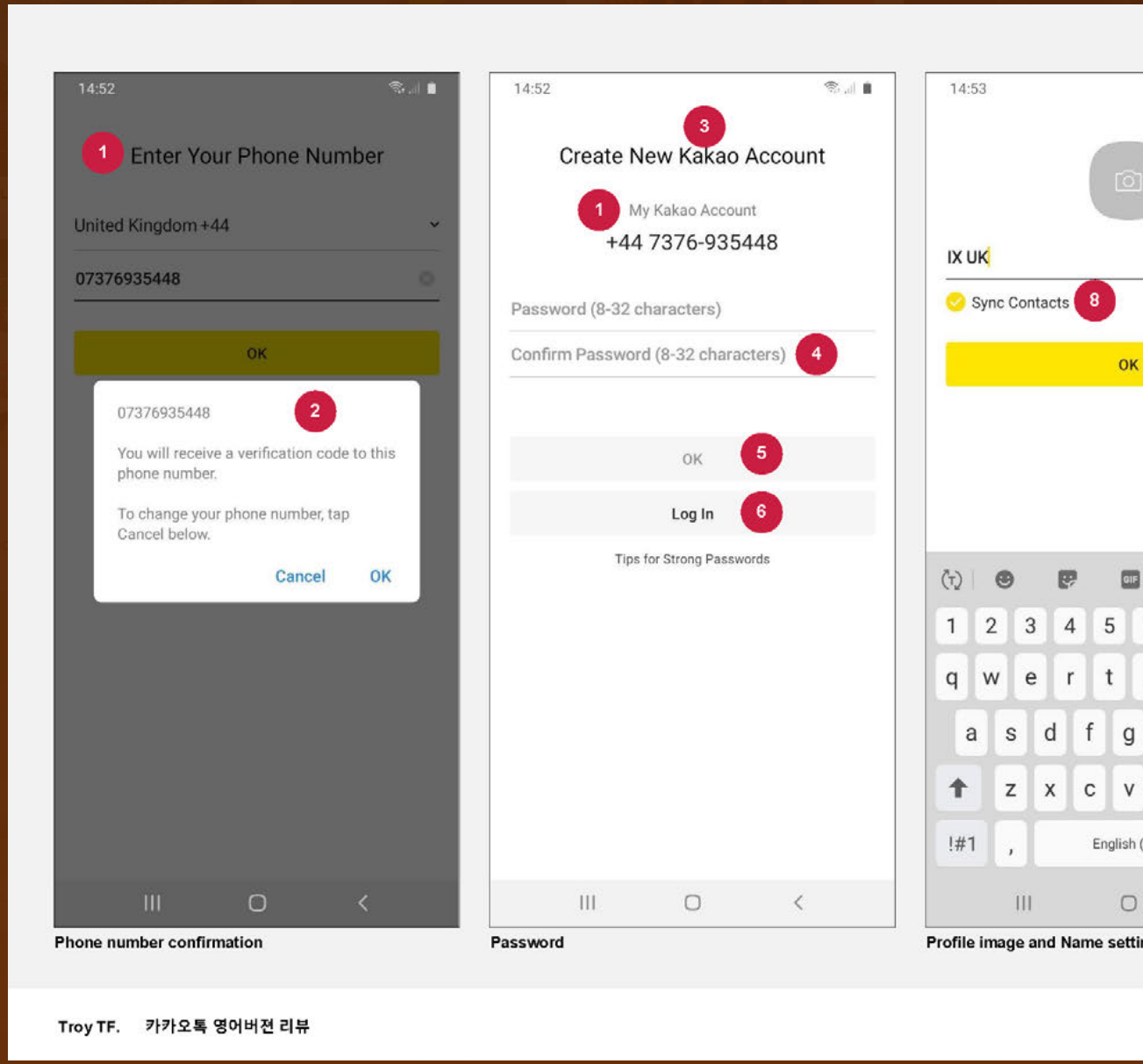
KakaoTalk UX Review

Client: Kakao

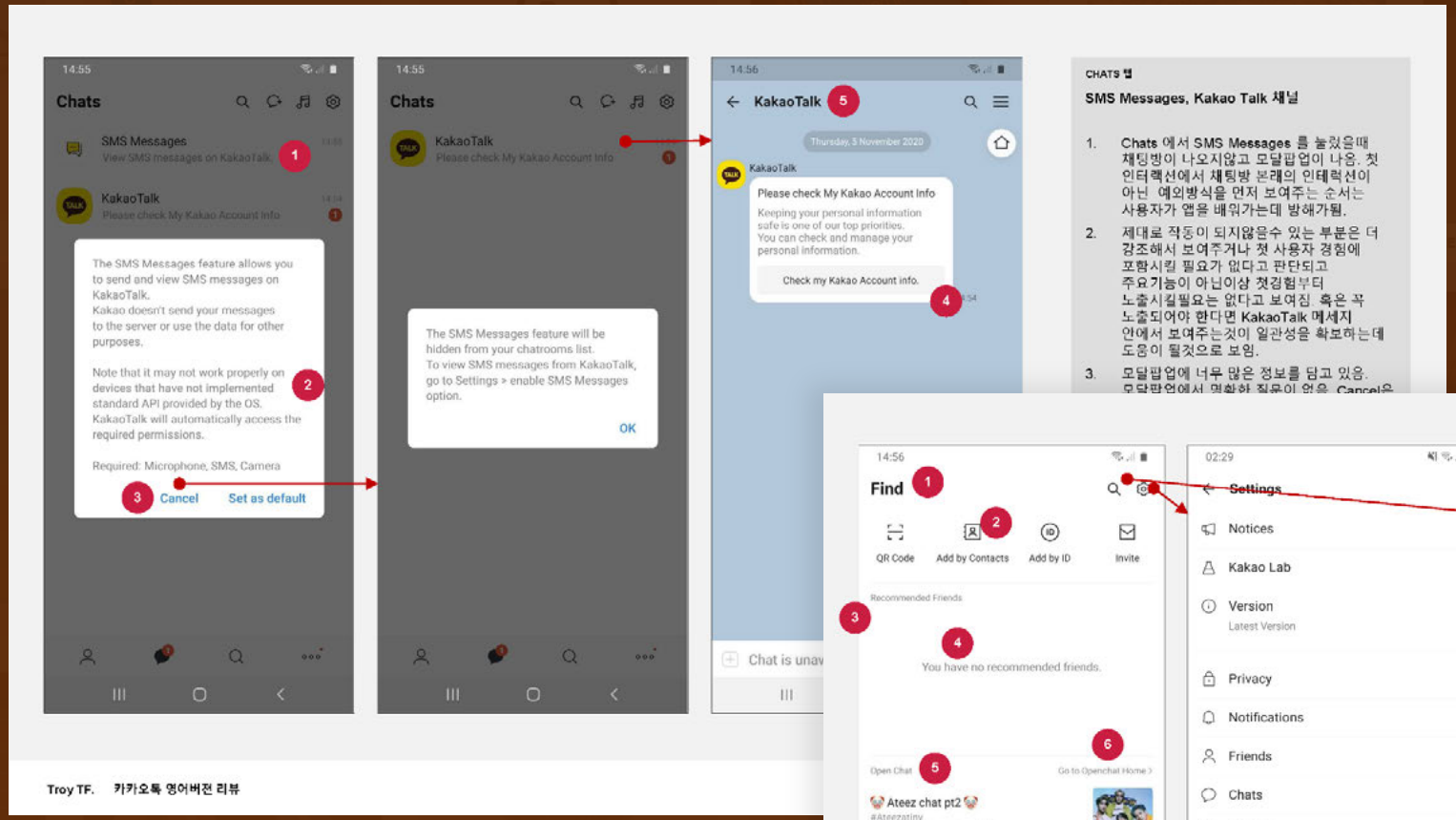
Role: Regional Director (UK)

Outcome: 100-page review report including improvement recommendations

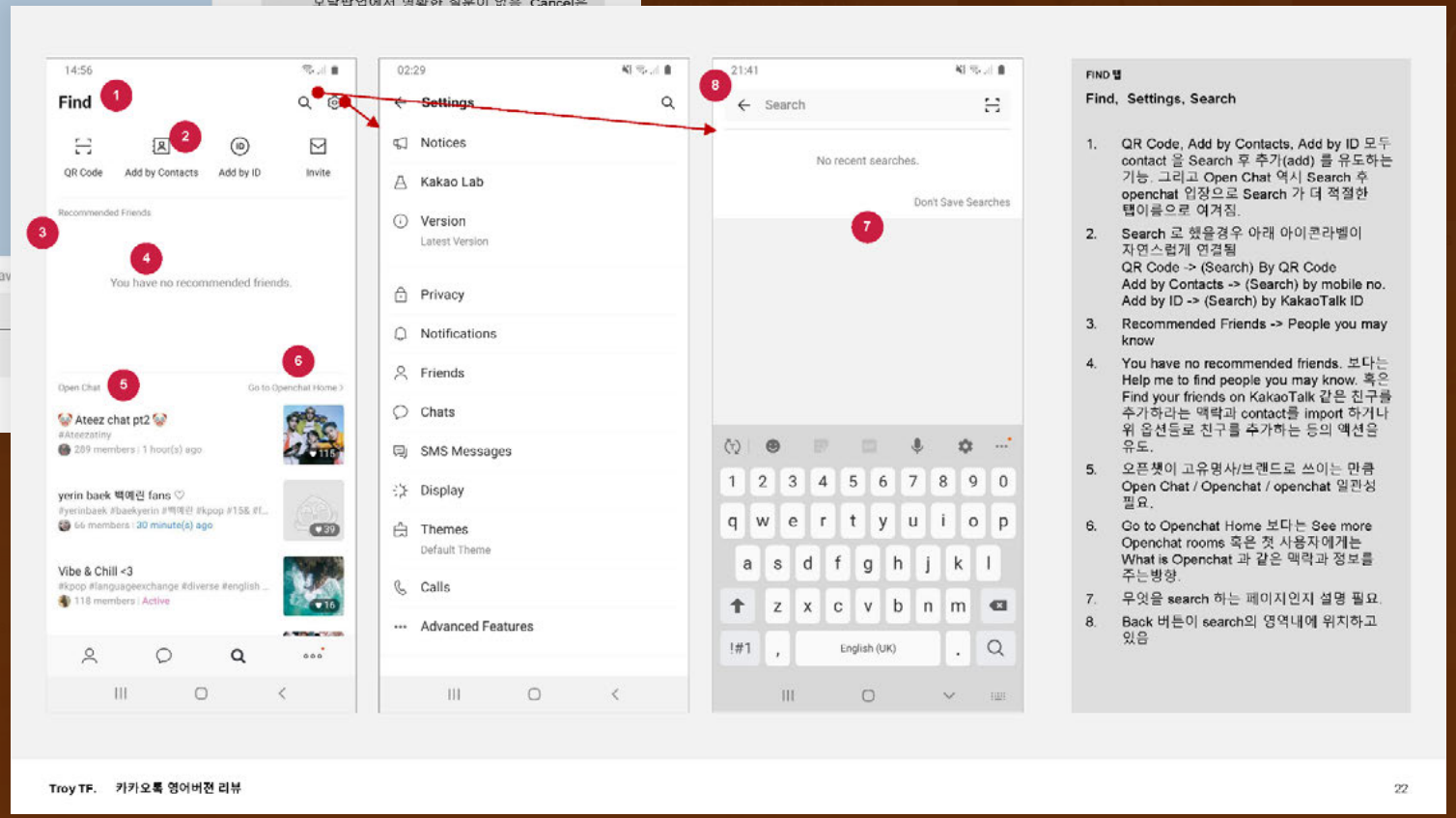
As European Director of Kakao IX, one of my two main responsibilities was conducting a UX review aimed at developing localization strategies for KakaoTalk's overseas growth metrics. I evaluated the mobile usage environment for European users and suggested improvements for contextually inappropriate or awkward English expressions from a UX Writing perspective, as well as functionality improvements. The project ultimately highlighted the crucial importance of considering UX and business development perspectives in early application structure design, as we faced limitations with KakaoTalk's single-build development environment and system that only distinguishes between four regions: Korea, Japan, US, and others.



Outcome Excerpt 1. Onboarding Review -Joining KakaoTalk



Outcome Excerpt 2. Initial SMS Messages and KakaoTalk Channel



Outcome Excerpt 3. Find, Settings and Search

SAMSUNG

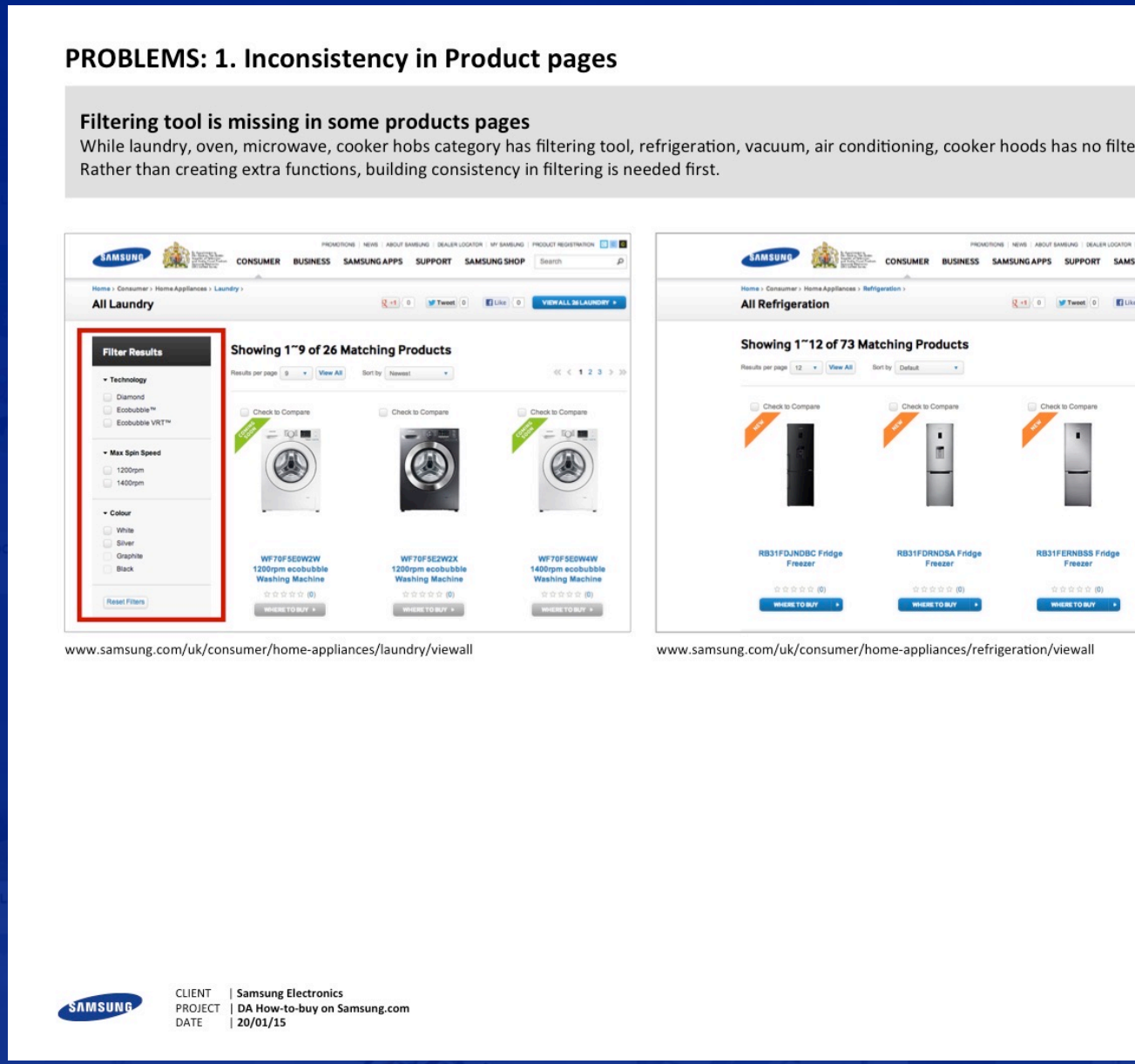
Samsung EU Store Conversational Filter

Client: Samsung

Role: Senior Interaction Designer

Outcome: Conversational filter system proposal for product search

While working at Cheil UK, I handled the purchase funnel improvements for Samsung's European homepage. We identified that consumers were struggling to choose between many similar home appliance specifications. Issues included inconsistent filter display and some filters lacking context (e.g., Spin Speed) that became meaningless to consumers. Among the improvements discovered, we proposed making filters conversational to help consumers make more confident choices.



Outcome Excerpt 1. Problems - Inconsistent filter systems across pages

WHAT CHEIL THINK

PROBLEMS: **1. Inconsistency in Product pages** →	**Universally Accessible Filter** Filtering tool is a basic element for searching items. The tool has be accessible to users when they see multiple number of products.
PROBLEMS: **2. Weak Filtering Tool** →	**Powerful, Helpful and Contextualized Tool** In order to create powerful, helpful and contextualized fi features of each product categories needs to be create redesigned based on the matrix.
PROBLEMS: **3. Ambiguity in Categorization** →	**Clear Boundary between Product category, Spe** By separating product category, Specification and Featu structure and eventually it can help visitors browsing produ
PROBLEMS: **4. Broken User Journey** →	**Complete User Journey** In those blank sections need to be filled with at least whe and not lost.

SAMSUNG

CLIENT | Samsung Electronics
PROJECT | DA How-to-buy on Samsung.com
DATE | 20/01/15

Outcome Excerpt 2. Problems and recommendations

2-1. How it works, Linear Q&A

A few examples of linear Q&A, each question works as a filter. As users answer the questions the result updates lively.
In order to have as accurate data as possible, we need insights from Samsung's product people.

Where are you going to install your washing machine? →	**Type of washing machine**
How big is your Household? **How often do you wash?** →	**Capacity**
Do you have a baby? →	**Max Temperature**
Do you use tumble dryer separately? →	**Washing Machine or Washer Dryer**
Do you wash often wash only few items at a time? →	**Key Feature: 15' Quick Wash**

SAMSUNG

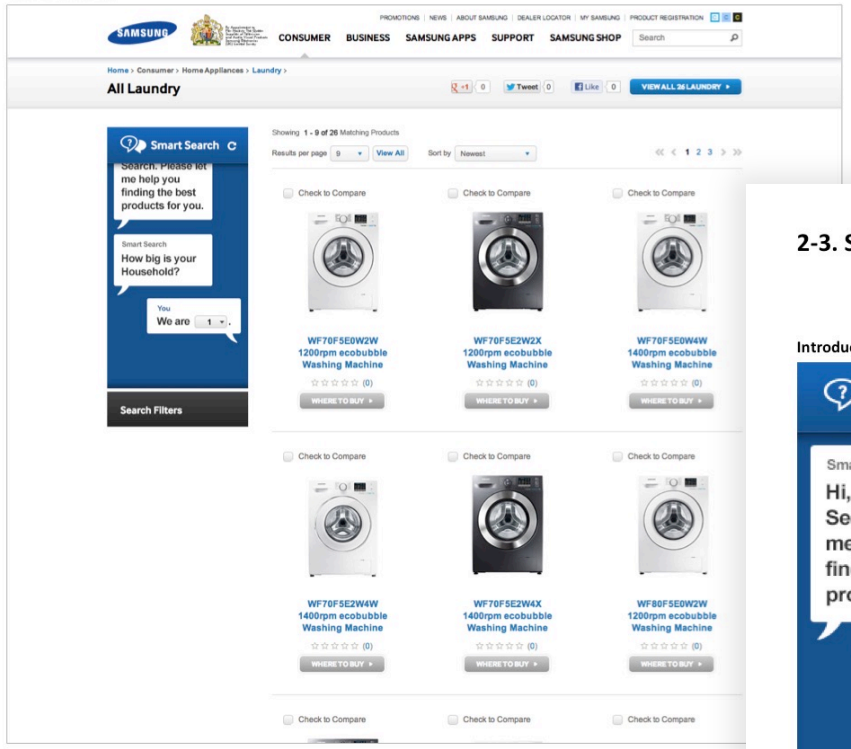
CLIENT | Samsung Electronics
PROJECT | DA How-to-buy on Samsung.com
DATE | 20/01/15

CHEIL worldwide

Outcome Excerpt 3. Filtering based on meaningful questions for consumers

2-3. Smart Search Design in Situ

User answering

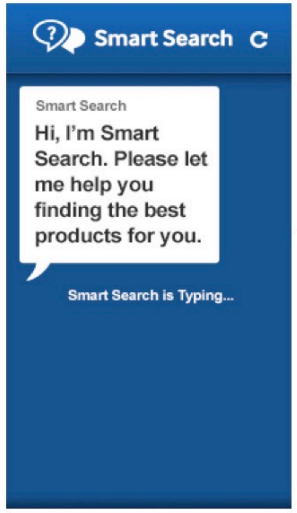


CLIENT | Samsung Electronics
PROJECT | DA How-to-buy on Samsung.com
DATE | 20/01/15

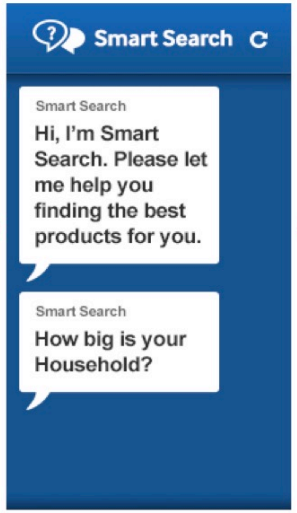
Outcome Excerpt 4. Position within store page

2-3. Smart Search Design

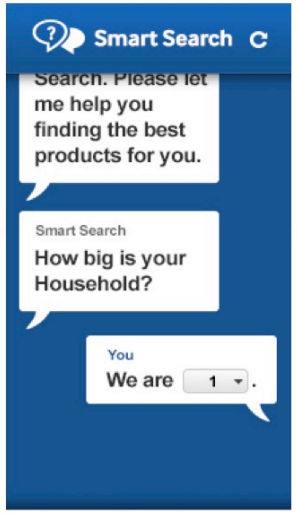
Introduction



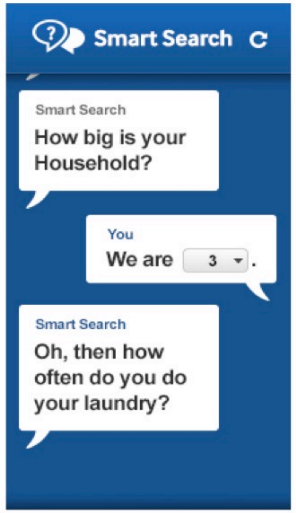
1st Question



User answering



2nd Question



CLIENT | Samsung Electronics
PROJECT | DA How-to-buy on Samsung.com
DATE | 20/01/15

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Outcome Excerpt 5. Example dialogues of conversational filtering

3. Agile Delivery

Decisive action based on accumulated experience

Agile delivery is essential decision-making ability in lean design processes. This isn't just about work speed, but also about deciding how deep to go in initial research, how much detail to implement when proving concepts - such decisiveness is possible when project understanding is combined with 'accumulated experience'. I believe your company's new technologies, technologies under development, and the variety of user scenarios in designing user experiences based on such products will be quantitatively enormous. The speed required of individuals and teams when exploring and proving these many possibilities while keeping implementation feasibility open through continuous dialogue with the technical team will certainly make rapid execution an important factor.

Project examples

Samsung Washing Machine Simple UI →

Nike RunTrack →

CookieRun VR →

SAMSUNG

Washing Machine Simple UI

Client: Samsung

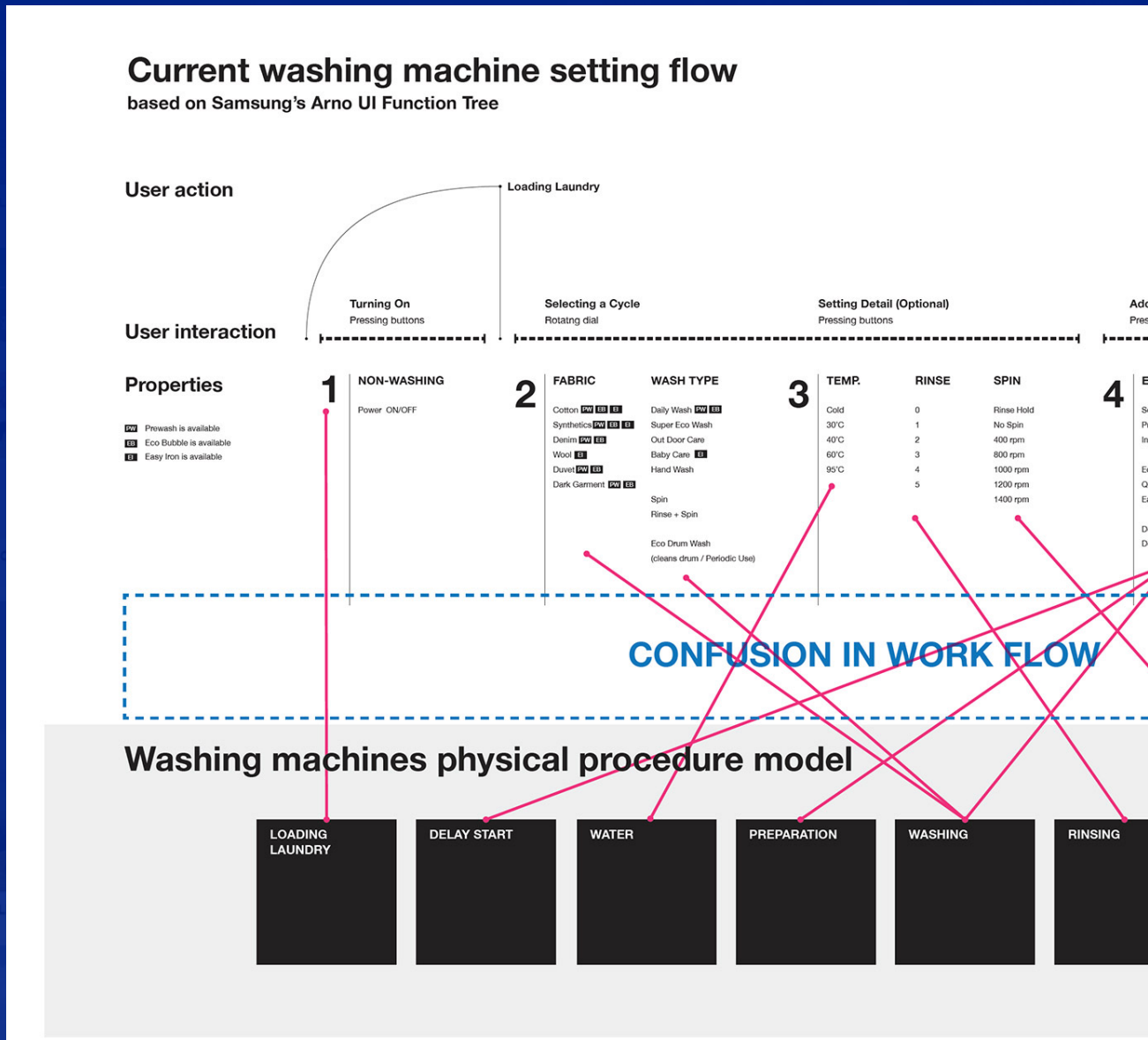
Role: Senior Interaction Designer

Outcome: User scenario and UI/UX proposals

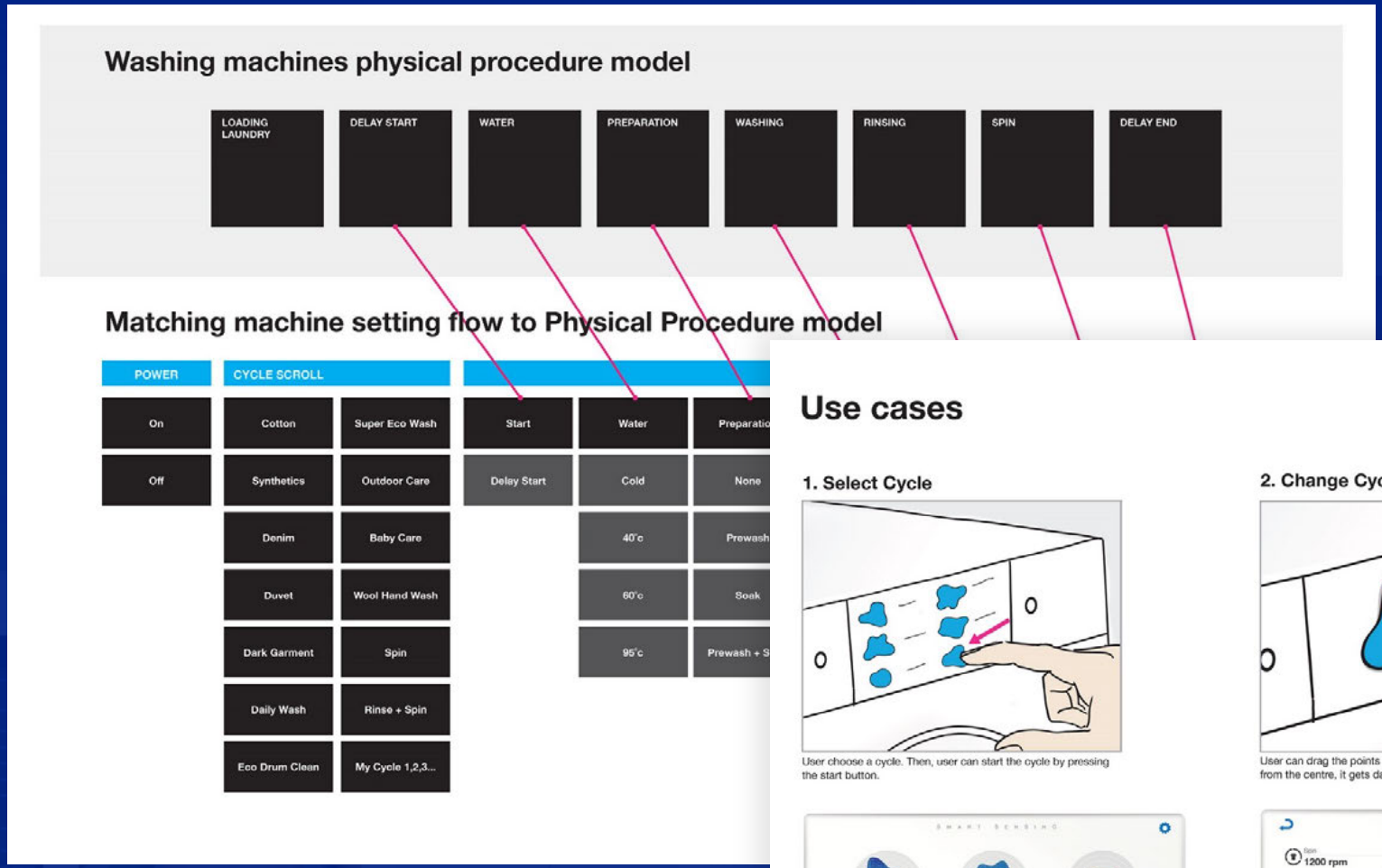
Link: https://hyunsangcho.com/portfolio/samsung-washing-machine-simple-ui/

While Samsung's home appliances were popular in Korean and US markets, their presence was so low in the European market that many people didn't even know Samsung manufacture home appliances. This led Native Design to be commissioned to develop 12 home appliance concepts for European market entry. I was in charge of the UX/UI for washing machines and induction ovens.

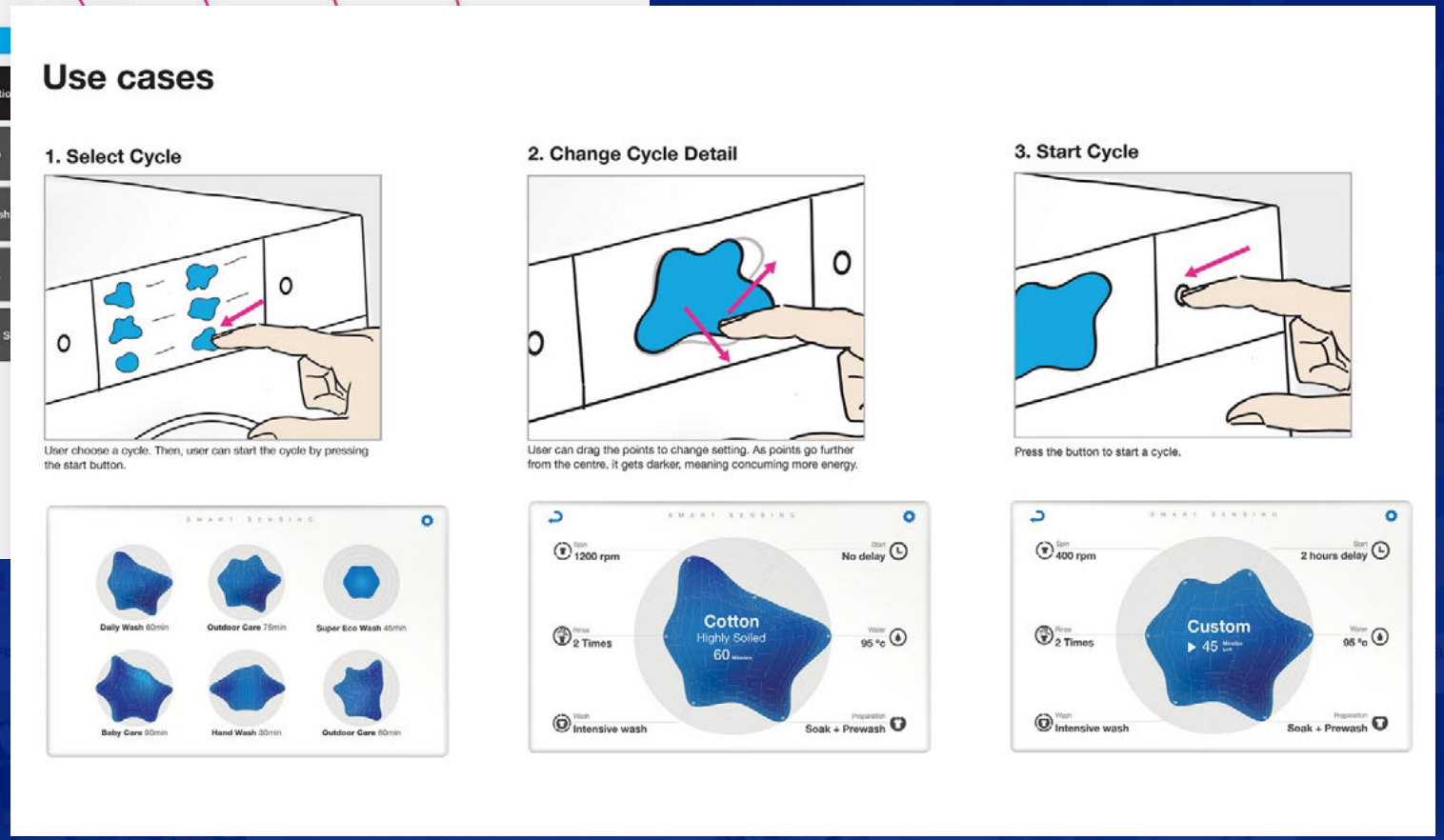
Analyzing Samsung's own market research, I discovered two insights that could determine the direction of the new UI. First, understanding of washing courses was low, and second, European market customers had high environmental awareness. I believed addressing these two points would create clear market differentiation.



Outcome Excerpt 1. Discovery - Differences between actual Samsung washing machine settings and operation methods



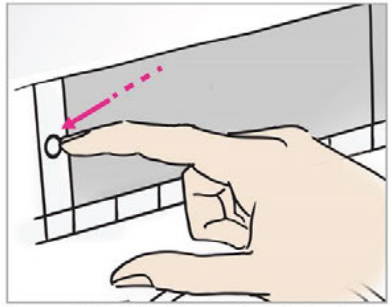
Outcome Excerpt 2. Direction - Understanding wash cycle settings through linear arrangement of actual washing process



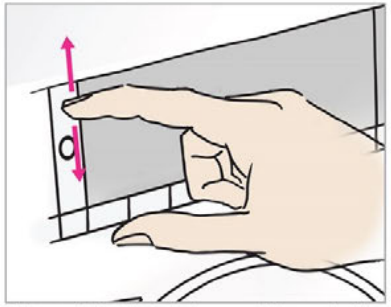
Outcome Excerpt 3. Initial Concept - Visual representation of energy usage per cycle using Eco Bubble

Use cases

1. Turn On & Change Cycle

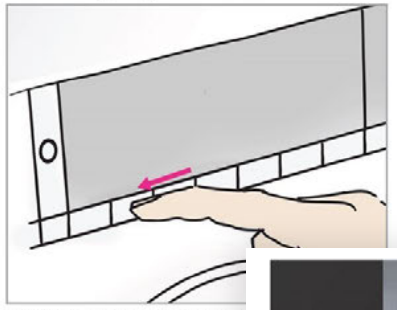


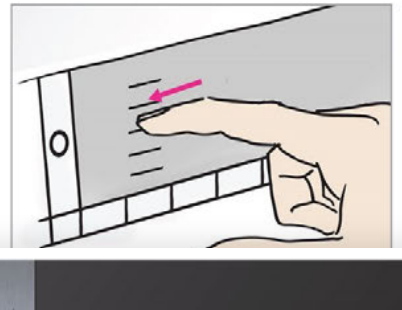
Long-press (3s) the button to turn machine on. Last used cycle shows up. User can start the cycle by pressing the button again.



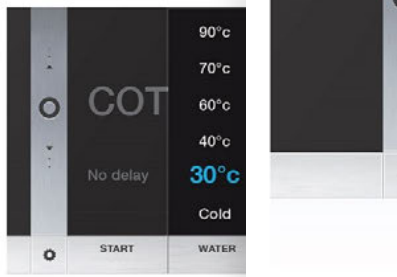
Swipe up and down the bar to change cycle. User can start the cycle by pressing the centre button.

2. Change Cycle Detail

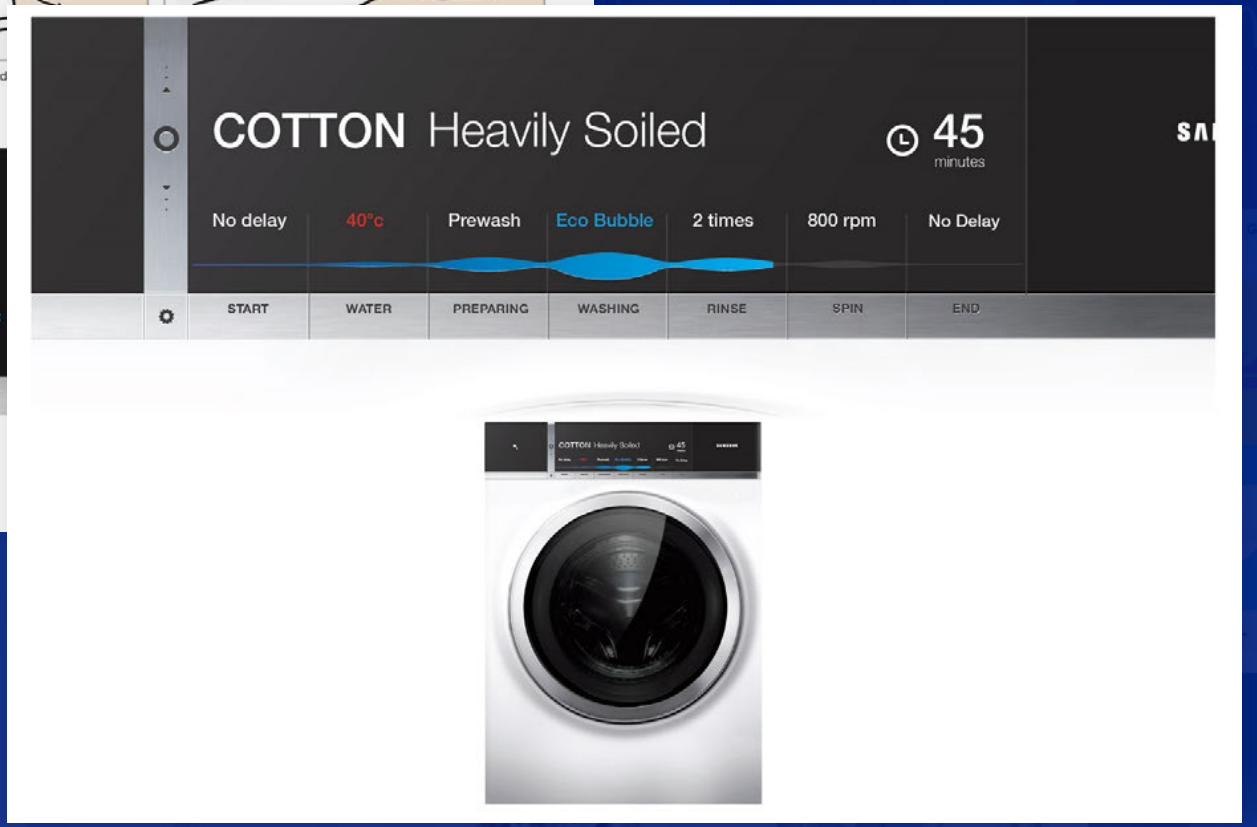




Press a bottom button to change cycle d
up.



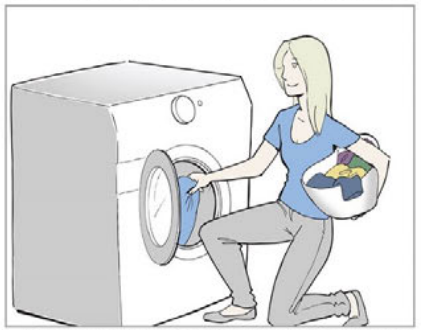
Outcome Excerpt 4. Initial Concept - Linear UI layout matching actual washing process with settings



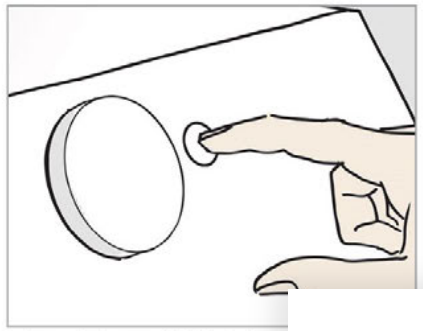
Outcome Excerpt 5. Initial Concept - Linear UI + Energy Usage

Use cases

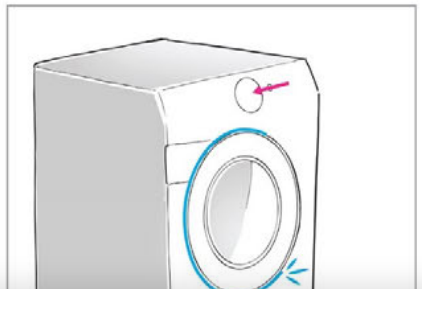
1. Sense as you load & One touch go

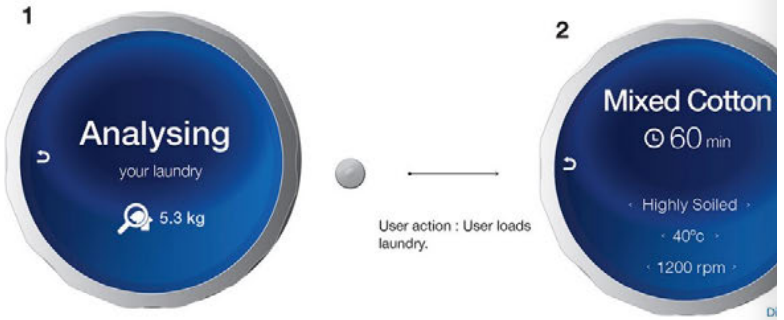


1. As user loads laundry into the drum, it turns on automatically by sensing weight, then starts to analyse (Weight, Soil, Fabric) it to find a best washing cycle for the laundry.



2. Once analysing stage is finished, a button wheel flashes to let user know that you can

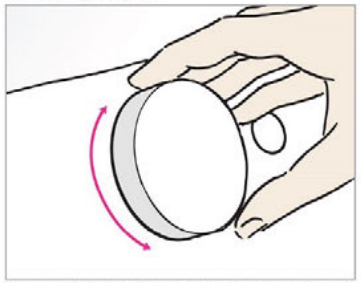




Outcome Excerpt 6. Initial Concept - Circular UI focused on simplicity

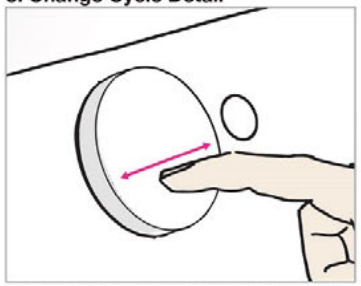
Use cases

2. Change Cycle



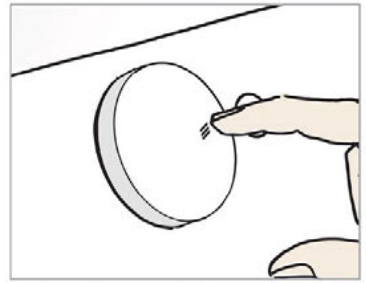
Once analysing stage is finished or after turning the machine on by doing long-touch on the small button, user can rotate the wheel to change the cycle.

3. Change Cycle Detail



After user decided on the cycle, detail of cycle (soil leve, fabric type, water temperature) can be changed manually by swiping the label, follwed by the cycle name change to Custom.

4. Add options



User can touch '+' to add/remove options or to go settings.

Outcome Excerpt 7. Initial Concept - Physical button usage cases for circular UI

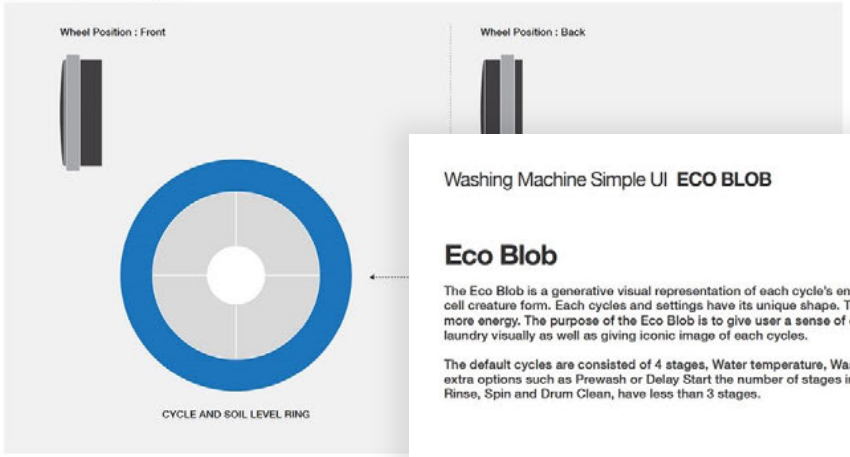
KEY UI ELEMENT 2

In-and-Out UI

To maximise the cicular display's character including formfactor usability, concentric rings are implemented in screen UI. Main screen UI is consisted of four concentric rings. The biggest ring is for cycles, second biggest ring is for soil levels, third biggest ring is for cycle stages and the smallest ring is for detail change.

Example Cotton 95°c

Control Focus Changes



Outcome Excerpt 8. Concept Development - Evolution towards intuitive operation with physical UI

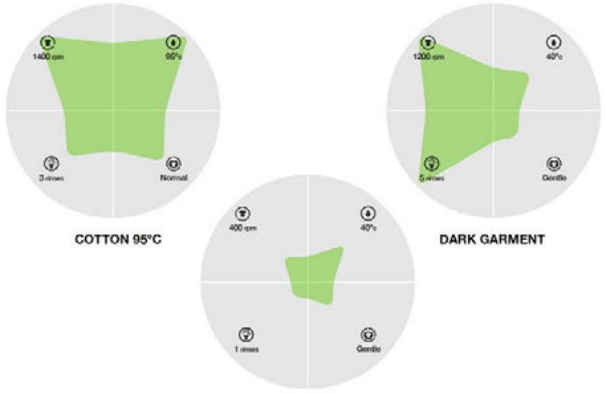
Washing Machine Simple UI **ECO BLOB**

Eco Blob

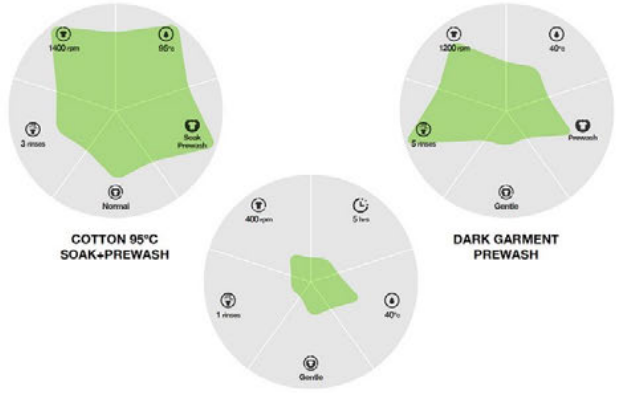
The Eco Blob is a generative visual representation of each cycle's energy/water consumption in single cell creature form. Each cycles and settings have its unique shape. The bigger blob means consuming more energy. The purpose of the Eco Blob is to give user a sense of energy consuming level of their laundry visually as well as giving iconic image of each cycles.

The default cycles are consisted of 4 stages, Water temperature, Wash, Rinse and Spin. As user adds extra options such as Prewash or Delay Start the number of stages increases upto 6. Or some cycles, Rinse, Spin and Drum Clean, have less than 3 stages.

Examples 4 Stage Blobs



Examples 5 Stage Blobs



Outcome Excerpt 9. Concept Development - Visual representation of energy usage by cycle

Outcome Excerpt 10. Concept Development – UI Design

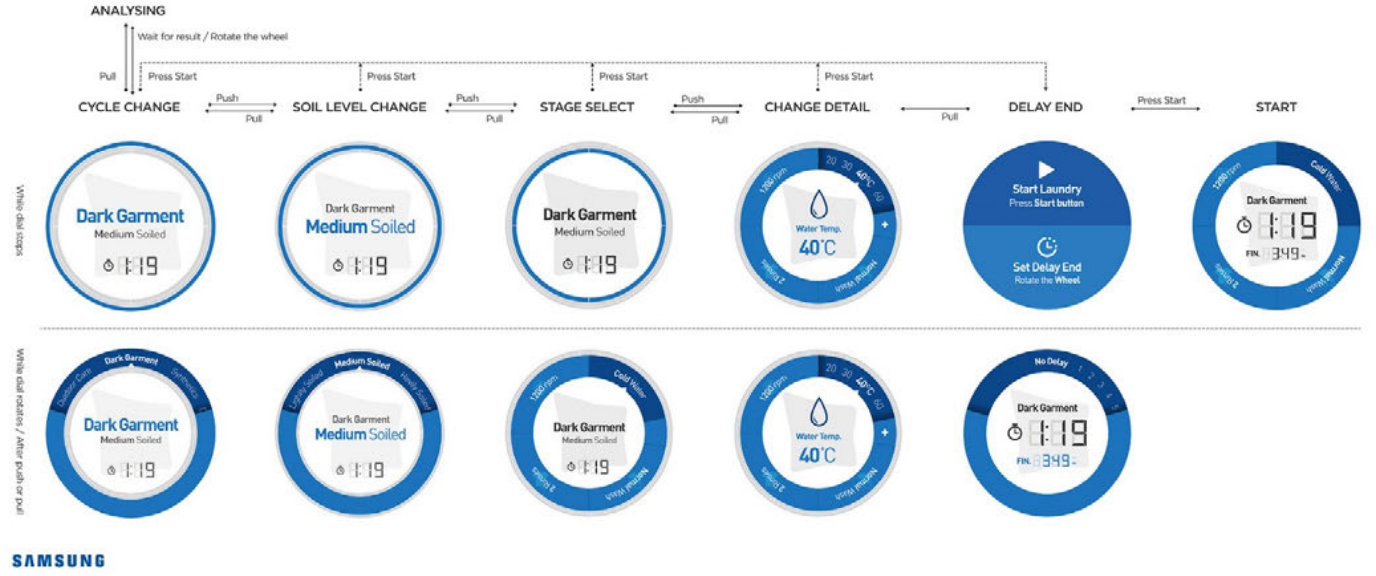
Outcome Excerpt 11. Concept Development – UI Design

SUMMARY

Outcome Excerpt 11. Final Concept

WASH PARAMETER ADJUSTMENT TASKFLOW

SIMPLIFYING AN EXISTING WASHING MACHINE INFORMATION ARCHITECTURE WITH AN ICONIC USER INTERFACE.



Outcome Excerpt 12. Final Concept – Task Flow

Nike RunTrack

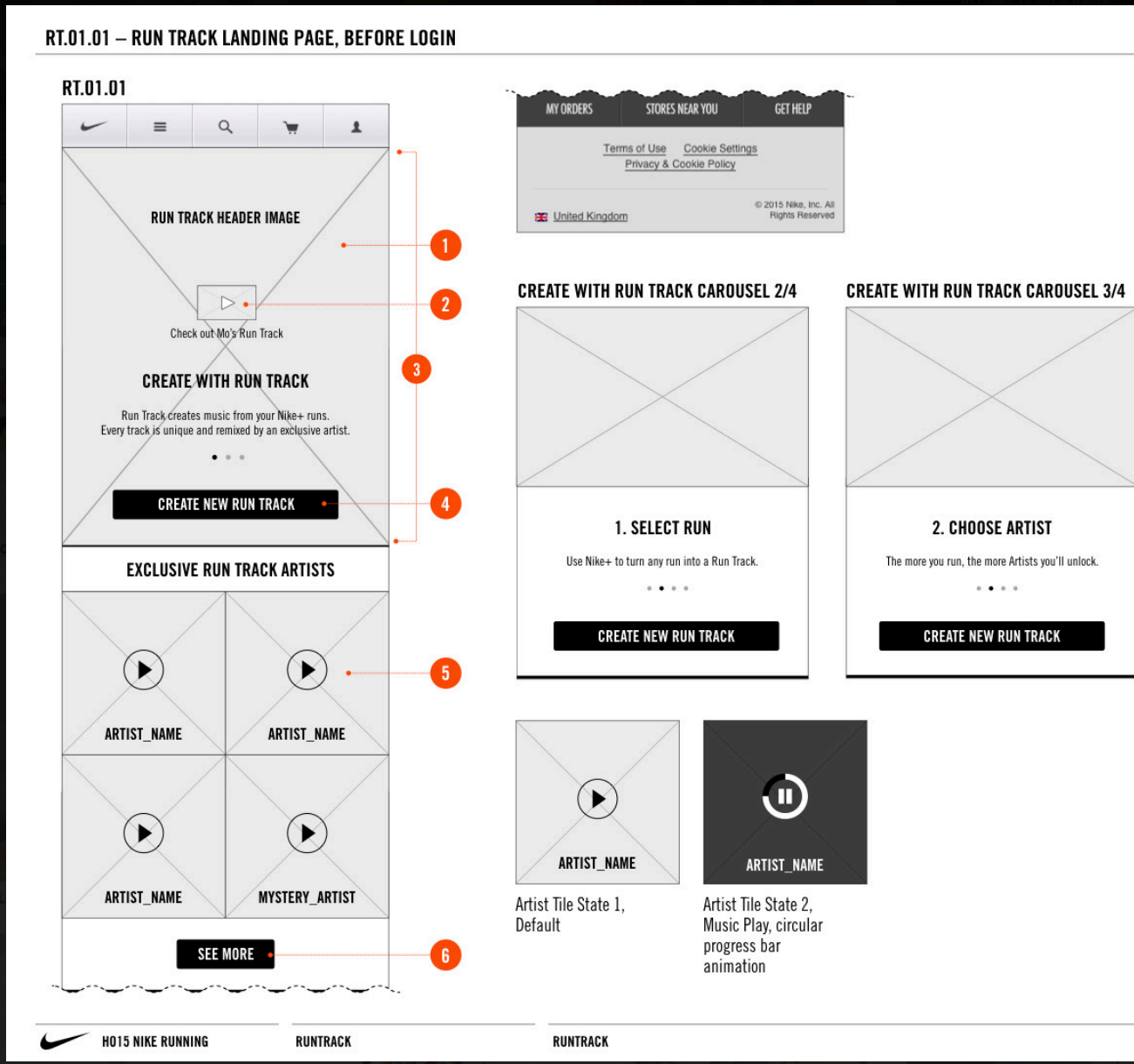
Client: Nike

Role: Senior UX Architect

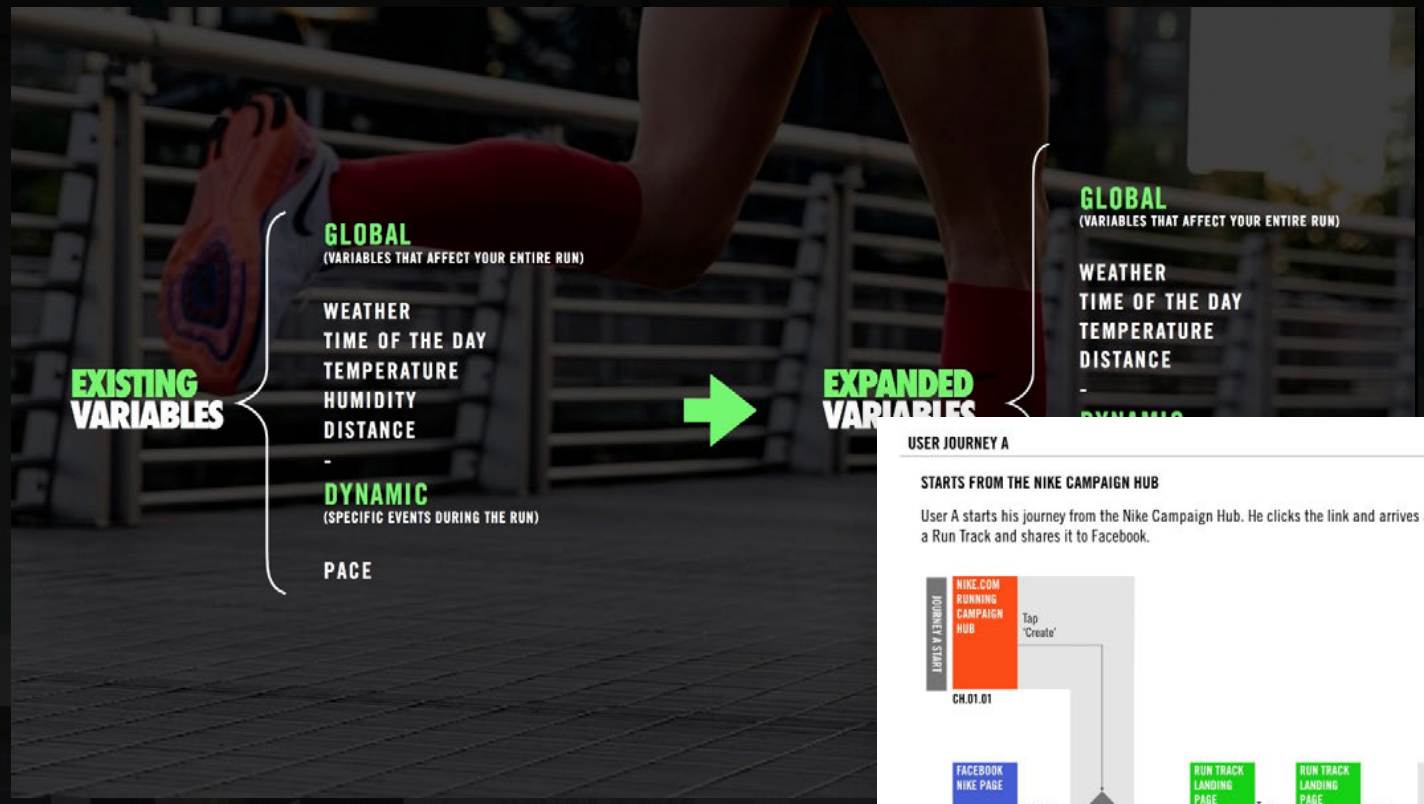
Outcome: Web app for users with Nike running data

Link: https://hyunsangcho.com/portfolio/nike-runtrack/

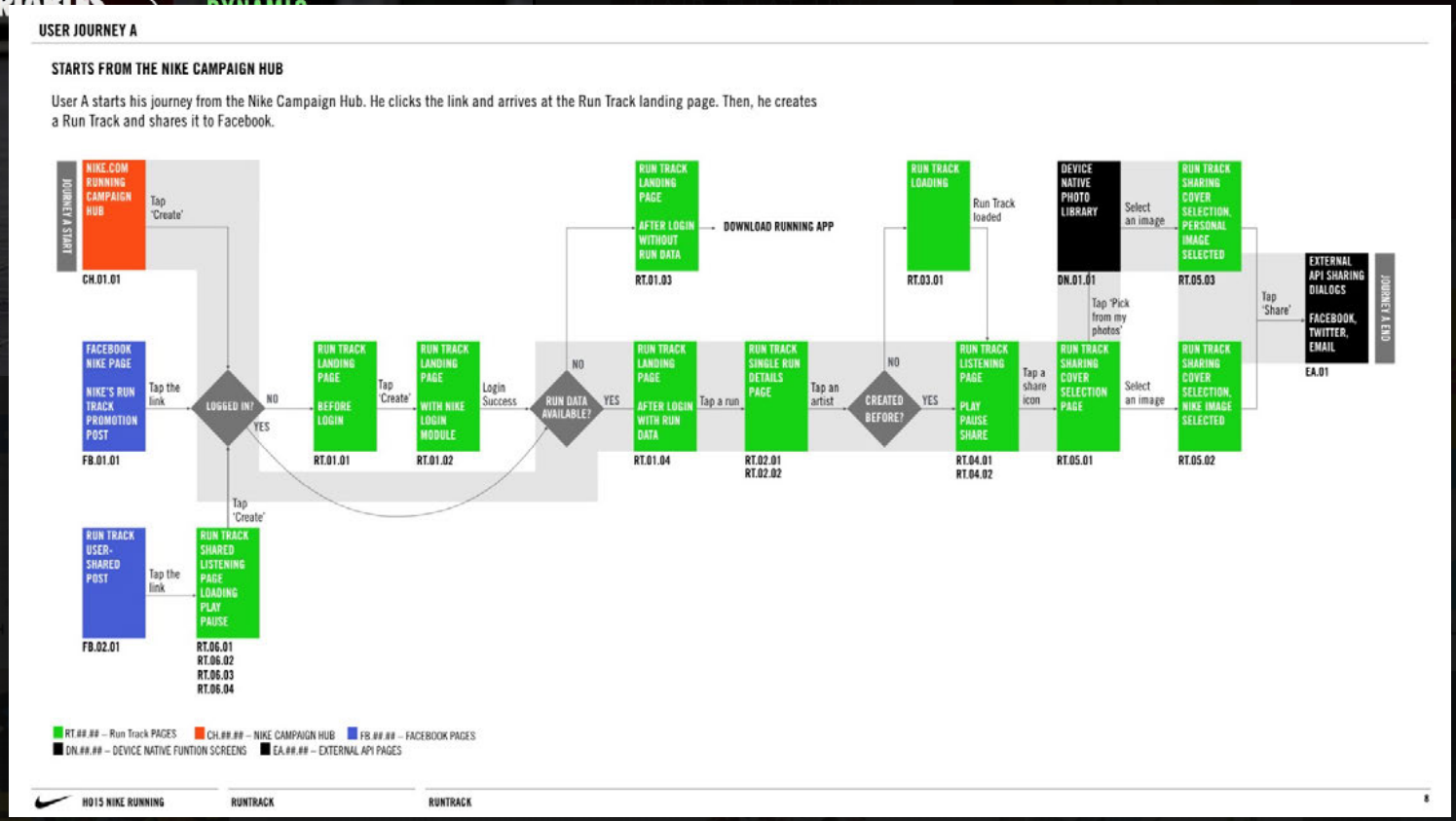
RunTrack is a web app that generates unique music tracks by mixing based on Nike Plus running data (speed, distance, direction changes) and environmental parameters (weather, time). Users can select previous runs and DJs to generate music tracks, then listen while seeing how different data influenced the music through the RunTrack music player. We focused on features like unlocking sound samples from various famous artists through usage and enabling sharing of mixed music. During development, we improved efficiency by creating detailed prototypes including micro-interactions and animations for music playback screens to ensure accurate communication with developers in Japan.



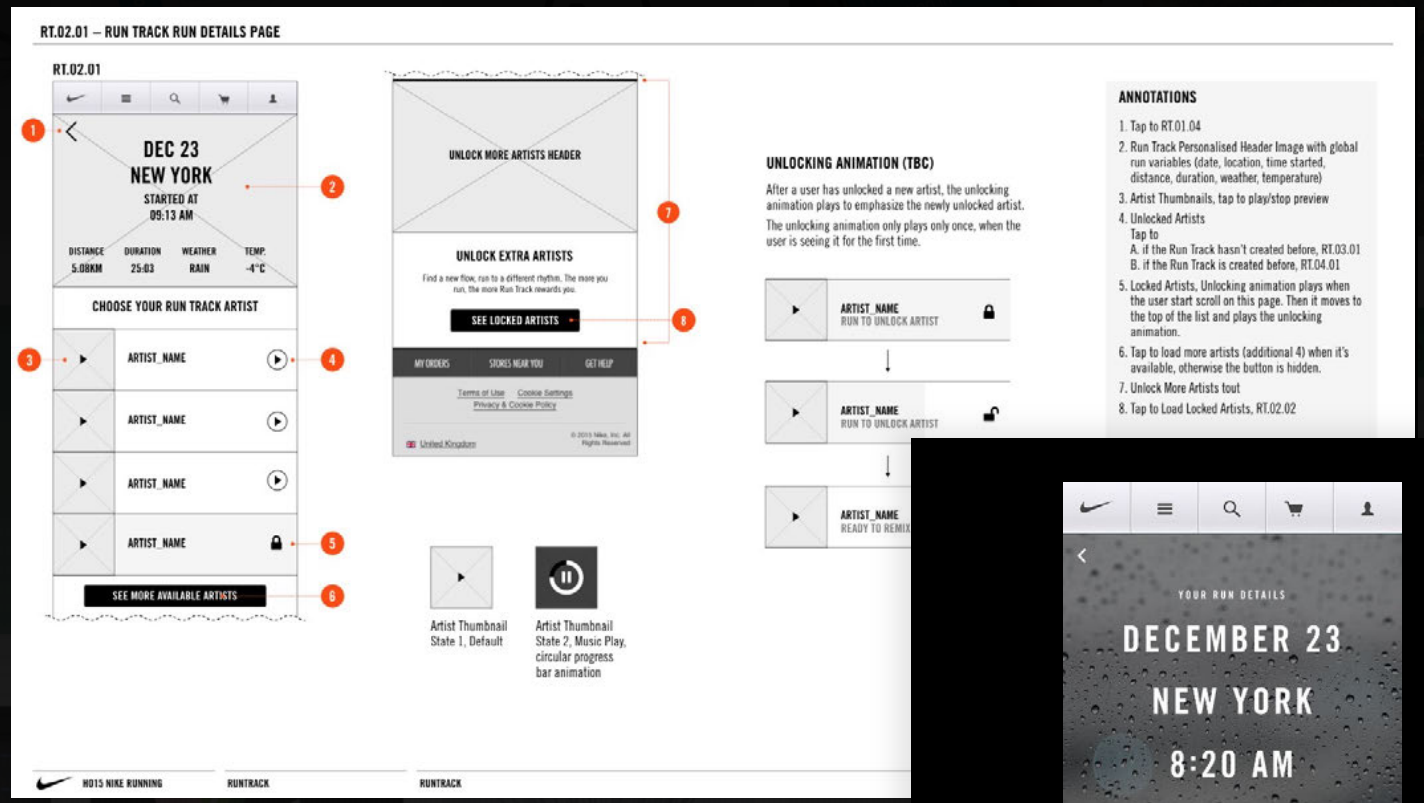
Outcome Excerpt 1. Wireframes



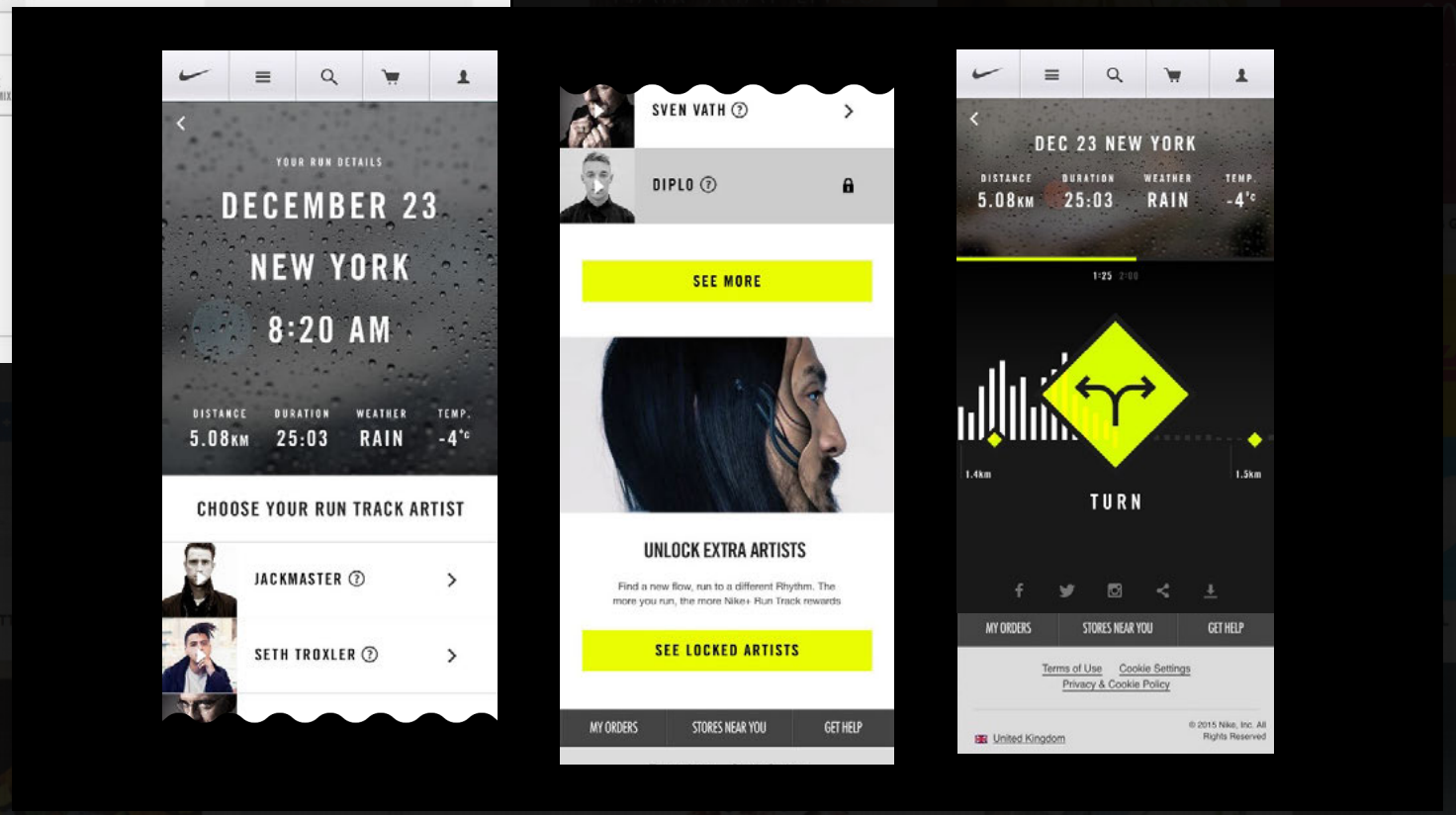
Outcome Excerpt 2. Expansion of running data source types for more diverse mixes



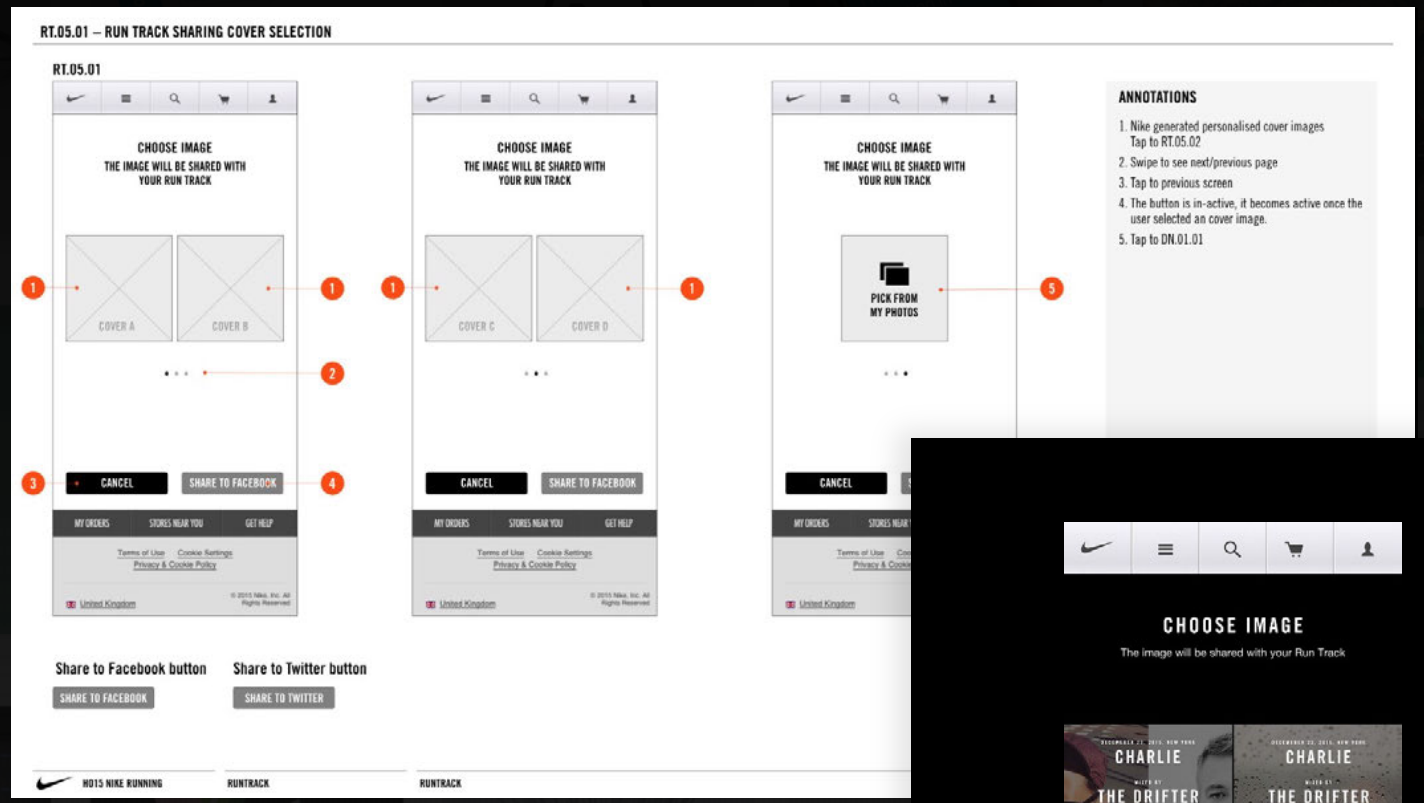
Outcome Excerpt 3. App experience flow chart



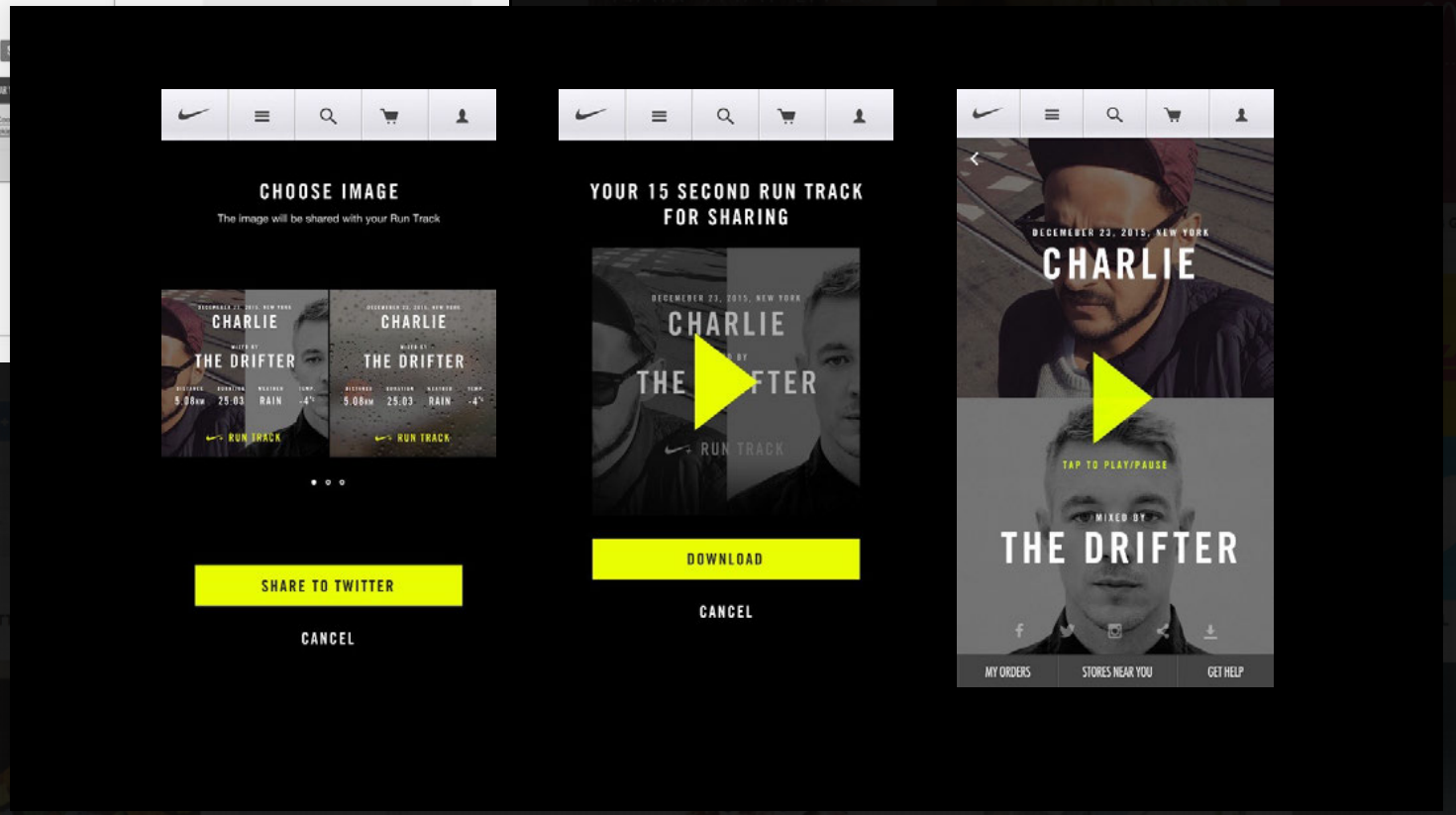
Outcome Excerpt 4. Artist selection wireframe including micro-interactions



Outcome Excerpt 5. UI Design



Outcome Excerpt 6. Share screen wireframe



Outcome Excerpt 7. UI Design

DEVSISTERS

CookieRun VR

Client: Devsisters

Role: Director

Outcome: Official launch on Meta Quest Store

Link: https://hyunsangcho.com/portfolio/cvr/

After Meta Quest 2's release in 2020, I was eager to work on a VR project as I experienced the platform in earnest. Believing that games still provide the best VR experience, I leveraged my understanding of IP from managing Kakao IX and the potential of VR platforms to propose and lead a VR game project using Cookie Run IP at Devsisters. I led all aspects of VR development including concept, team building, production management, and Meta partnership building, successfully creating from concept to prototype within 6 months and launching on the Meta Quest Store without delays during the 18-month production period after establishing partnership with Meta. The project received positive responses, being selected for Japan Meta TVC, Quest 3 launch popup showcase, and retail demos. Through this project, I believe I developed team leadership skills, understanding of UX in 3D and VR spaces, and the ability to complete complex projects within budget constraints on time. From a UX perspective, it was a new challenge, and I learned that maintaining immersion is what creates the biggest difference from regular screen experiences.

Outcome Excerpt 1. USP of the game

Short Intro to CookieRun VR

Short Introduction:
In this game, the player takes on the perspective of a not-so-brave newborn cookie, GingerBrave. As an action adventure game, it combines elements of combat and puzzles as the cookie overcomes various challenges in a medieval-like world filled with magic, alchemy, and the occult. Along the way, GingerBrave meets new cookies, learns about the world, and gains true bravery. The ultimate goal is to escape from the castle where all the cookies were born, together with their newfound companions.

Keywords:
Bravery, Companions, Escape

Environment:
Medieval, Witch, Magic, Alchemy, Occult

Main Gameplay Elements:
Exploration, Growth, Combat, Mini-games, Puzzles

Enriching Elements:
Adorable characters, Cinematic cutscenes, Fun interactions

Unique CVR Experiences

1. Journey in a human-scale world as a cookie:
From the moment you immerse yourself in CookieRun VR, you will be shrinked to the size of a cookie. You'll experience the enchanting witch's castle from a unique perspective that can only possible in your imagination, offering an immersive adventure that's genuinely one of a kind.

2.Explore with companion cookies and pets:
Initially, you may feel insignificant as a solitary cookie. Your strength alone might not suffice for the daunting journey that lies ahead. But fear not, you won't be alone. Other cookie companions will accompany you, standing with you against all odds. Moreover, your faithful pets will prove invaluable in times of great difficulty. They are always there, waiting to be summoned.

3.Mini games and epic battles:
Diverse mini games will test your skills, offering new obstacles that may not be conquered on the first attempt. Also, The Darkest Army and other monsters will try hunt you down. Some of them are as small as you are, but also huge monsters such as witch's black cat, three loyal followers like the Toad, the Crow and the Snake and more. Make sure you collect rewards after each battle.

4.Distinctively themed stages and the cookie habitats:
In the witch's castle, besides the magical look due to its magical nature, each stage has a unique theme including a mysterious garden, auditorium, kitchen and more. Plus, you will find cookies' behaviours in their little habitat hidden in each stage quite funny for it resembling humans.

5.The CookieRun story never told before and cinematic cutscene experience:
Players will be able to uncover an entirely new side of the CookieRun universe that's never been explored before.

DEVSISTERS | CookieRun

Outcome Excerpt 2. Product Into

Product Roadmap

	Part 1	Part 2	Part 3
	19.99 USD (TBC)	9.99 USD (TBC)	9.99 USD (TBC)
Target Launch Date	**30 November 2023** Production Time: 10 months	**May 2024** Production Time: 5 months	**September 2024** Production Time: 5 months
Stages:	• Bakery • Gnome Square • Study Area • Incubation Room • Auditorium Part 1 • Training Ground • Witch's Forge • Lava Mine • Armory • ChocoDrop Terrarium • BlueWisp Terrarium	• Centre Hall Part 1 • Pantry • Dumpyard • Kitchen • Witch's Room • Doll House • Mystic Dimension • Golden Bear Terrarium	• Centre Hall Part 2 • Auditorium Part 2 • Ancient Garden • Dragon's Labyrinth • Rainbow Pond • Dragon Tail Terrarium
Playtime:	• Minimum 7 hours • Replayable with side quests	• Minimum 3 hours • Replayable with side quests	• Minimum 3 hours • Replayable with side quests
Features:	• 8 cookies • 6 helpers including 3 pets with special abilities • Melee, Long-range battles • 14 normal class enemies across all stages • 3 gigantic boss class battles • Many puzzles and mini games • Various weapons with special properties • 20+ side quests • 50+ items including collectibles • System: Growth, Inventory, Quest, Battle, Store, etc • Holiday season special items • Pre-order special items	• Hard mode • 2-3 new cookies (Cherry Cookie, Werewolf Cookie) • 1 pet with special ability • 1 gigantic boss battle • More puzzles and mini games • More weapons and items • 10+ side quests	• 2-3 new cookies (Tiger Lily Cookie, Herb Cookie) • 1 pet with special ability • 1 gigantic boss battle • More puzzles and mini games • More weapons and items • 10+ side quests
In-app Purchase:	• Upcoming DLCs • Costumes for helpers and cookies	• Upcoming DLC • Special weapons and items • Seasonal costumes for helpers and cookies	• Special weapons and items • Seasonal costumes for helpers and cookies

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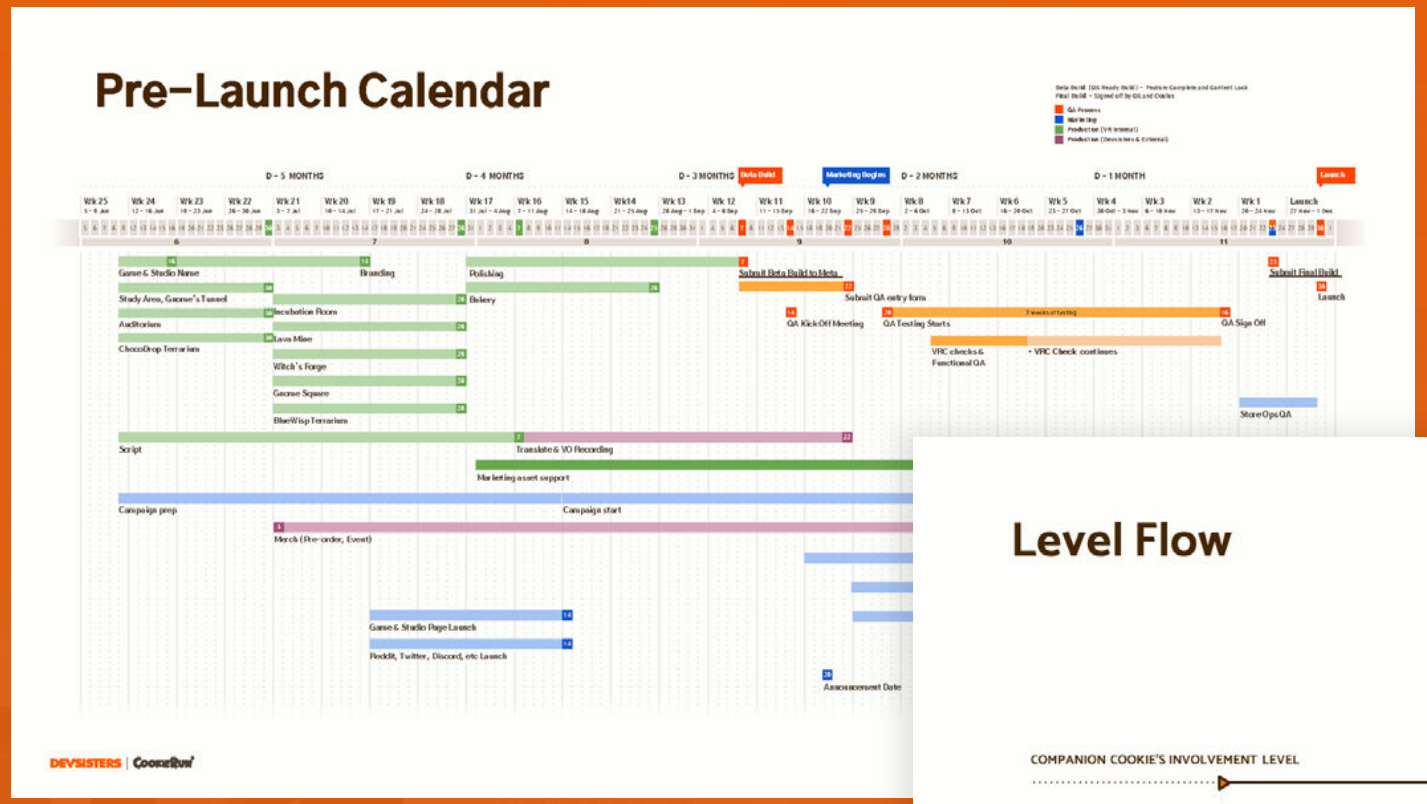
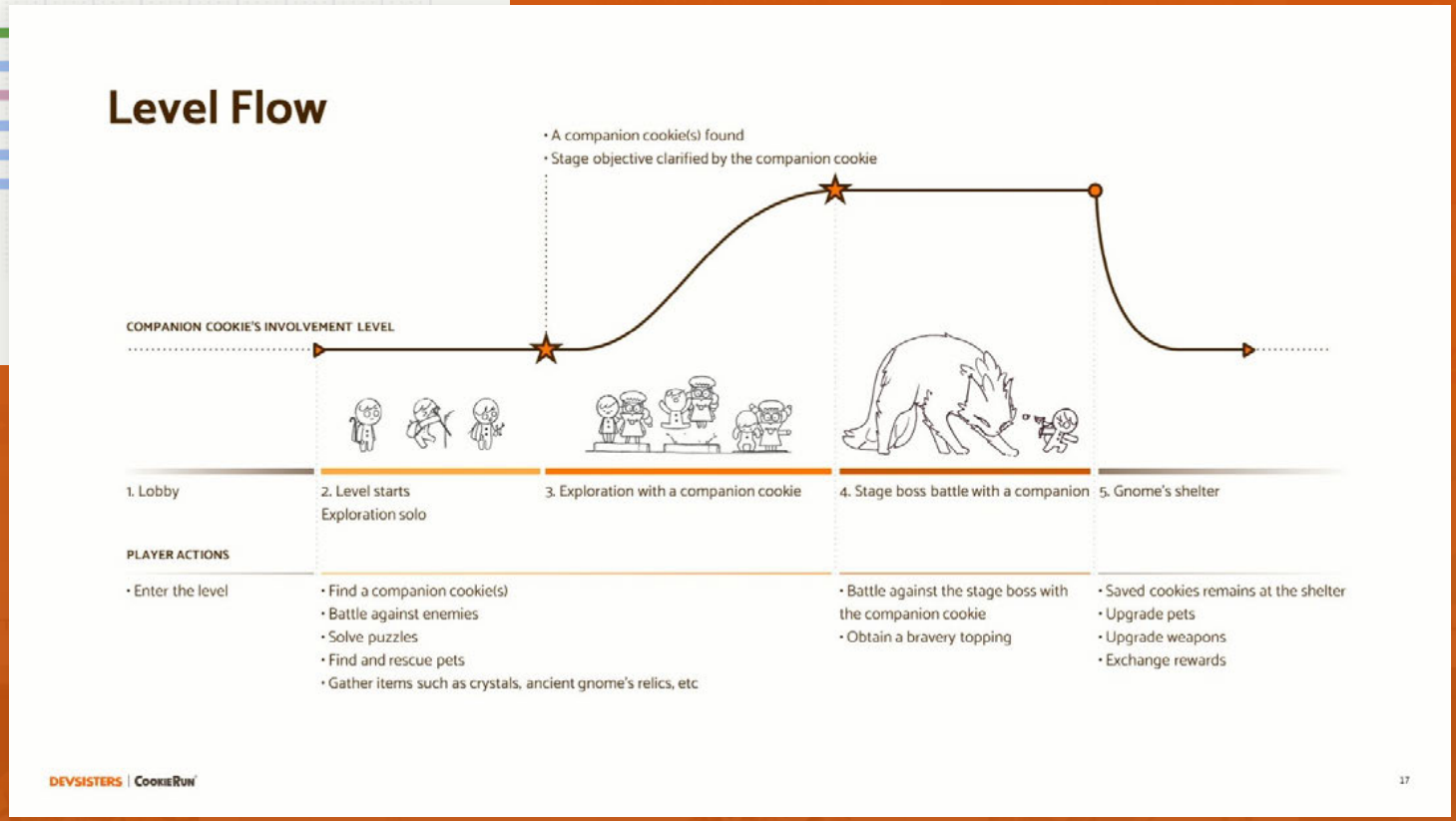
Outcome Excerpt 3. Product Roadmap



Outcome Excerpt 4. Project Timeline



Outcome Excerpt 5. Level Flow

Part 1 Stages & Game Play

Bakery
30 min playtime

Development status:
·Environment development

New Cookies & Friends:
·Wizard Cookie
·The Darkest Lord Cookie

Features:
·Tutorial

ChocoDrop Terrarium
20 min playtime

Development status:
·Polishing

New Cookies & Friends:
·ChocoDrop

Features:
·Terrarium boss battle
·Rescuing a pet

Gnome Square
60 min playtime (multiple visits)

Development status:
·Environment development

Side quests:
·NPCs in the Gnome Square give side quests

New Cookies & Friends:
·Prophet Cookie
·Gnomes
·Elder Gnome

Features:
·Brave Soul Statue
·Smithy, Store, Bed, Relic display
·Pet upgrade
·Battle practice
·Shrew taxi station

Study Room
20 min play

Developmen
·Polishing

Side quests:
·Minimum 2 si

New Cookie
·Alchemist Co

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Outcome Excerpt 6. Stages & Game Play Overview

Outcome Excerpt 7. Key Visual Direction

4. Value Validation

Observing users, discovering blind spots
and validating hypothesis

Value validation is crucial for both design and business. If a product is launched without any kind of validation after significant time and money investment, it's highly likely to be ignored. While designers have experience, research capabilities, and implementation skills, they ultimately create something to prove hypotheses rather than provide definitive answers. Therefore, we must observe actual users through testing and identify unexpected design blind spots for improvement.

Project examples

Nike Training Club App →

Virgin Holidays' Holiday AI →

Saudi Aramco Driving School →

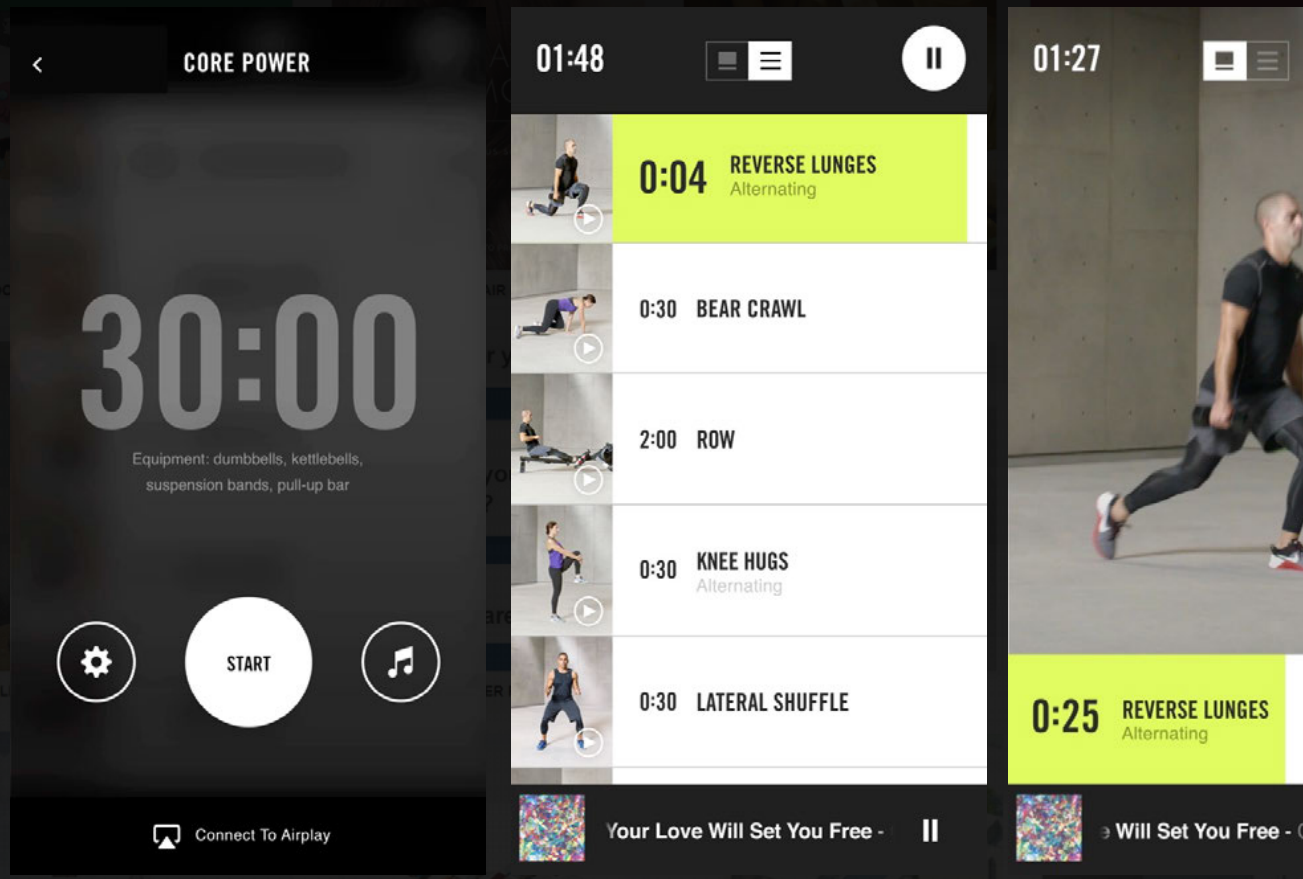
Nike Training Club App

Client: Nike

Role: Senior UX Architect

Outcome: Nike Training app, Testing reports

I worked on the On-boarding and During-session parts of Nike's Nike Training Club (NTC) app for about 6 months. NTC's most important feature is enabling users to train alone while watching the screen without a personal trainer. For usability testing, especially to improve session completion rates, we needed a perfect environment to test the app in use, so the company created a mini-gym with appropriate equipment in-house for quick testing and immediate feedback implementation. This gave confidence to me and other participating designers when creating deliverables and naturally led to good testing results. However, optimizing On-boarding to reduce initial dropout rates was challenging as repeated testing was difficult due to learning effects, requiring new test candidates to be selected at regular intervals.



Outcome Excerpt 1. During-session Prototype

IF YOU ONLY HAVE TIME TO READ ONE SLIDE

- NO MAJOR DIFFERENCES NOTED BETWEEN MEN AND WOMEN
- MOST CHOSE TO BROWSE FIRST RATHER THAN PERSONALIZE FIRST, BECAUSE THEY WANT AN OVERVIEW OF WHAT'S THERE BEFORE THEY COMMIT
- USERS FOCUSED ON A SINGLE SPORT NEED TO UNDERSTAND HOW THE APP MIGHT SUPPORT THEM OR THEY RISK DISAPPOINTMENT
- SELF-ASSESSMENT NEEDS TO BE LESS SUBJECTIVE TO
- PERSONALIZATION NEEDS TO FEEL MORE PERSONAL B ISN'T RELEVANT TO THEM AS INDIVIDUALS AND THEIR
- USERS WERE NOT KEEN TO SHARE BECAUSE TRAINING THEY DO FOR PRIVATE SELF-DEVELOPMENT
- WHAT THE TRAIN SECTION IS FOR NEEDS TO BE OBVI CONFUSED BY THE TILES AND NOT CLEAR THERE WAS

Outcome Excerpt 2. On-boarding test Summary

BROWSE FIRST, THEN PERSONALIZE

VERSION 1C HELPED REINFORCE THE PERSONALIZE MESSAGE. WHEN CHOOSING TO BROWSE THEY KNEW THEY COULD PERSONALIZE LATER.

VERSION 2 DIDN'T FEEL LIKE A TRUE BROWSE BECAUSE IT WAS NOT DIRECT INTO THE APP. USERS OFTEN PERCEIVED THIS ROUTE AS STARTING TO PERSONALIZE WITH THE NEW TO TRAINING QUESTION.

"Would be nice to have the option to browse the app before hand, to look through it - you could make sure it's a good fit for you and what you want to do, you could see the different options, and see how you want to use it"

- User 8, PDX

"Ver 2 is better for me - because I like to browse an app before entering too many details - I don't just want to see what the training is - I want to see the app as a whole - I like to look around before using it - to see what it offers"

- User 1, LDN

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Outcome Excerpt 3. On-boarding test, Welcome Screen

WHAT IS THE RIGHT KIND OF SOCIAL?

MAJORITY OF USERS WERE NOT KEEN TO SIGN IN THROUGH FACEBOOK, WERE NOT INTERESTED IN POSTING ABOUT THEIR WORKOUTS OR SHARING INFO ABOUT THEIR WORKOUTS.

5/25 SAID THEY WOULD LOGIN WITH FACEBOOK

"I like social media but I don't like to share my exercise routine.. I don't like linking to Facebook - it's a bit egotistical..."

- User 3, LDN

"When I workout it's for me, not for others."

- User 1, LDN

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Outcome Excerpt 4. On-boarding test, Social Login

IT IS HARD FOR USERS TO ACCURATELY SELF-ASSESS

USERS CANT REALLY UNDERSTAND EXACTLY HOW THE QUESTIONS THEY ANSWER IN THE FITNESS ASSESSMENT TRANSLATE INTO WORKOUTS FOR THEM... IT'S A LITTLE BIT GUESSWORK.

"When you say frame - is that upper body? but you are measuring your wrist? Does that determine your frame as your body?"

- User 7, LDN

"If you have access to the gym machines - you can have the option to say what you will be training on"

- User 7, LDN

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Outcome Excerpt 5. On-boarding test, Self-assessment

holidays

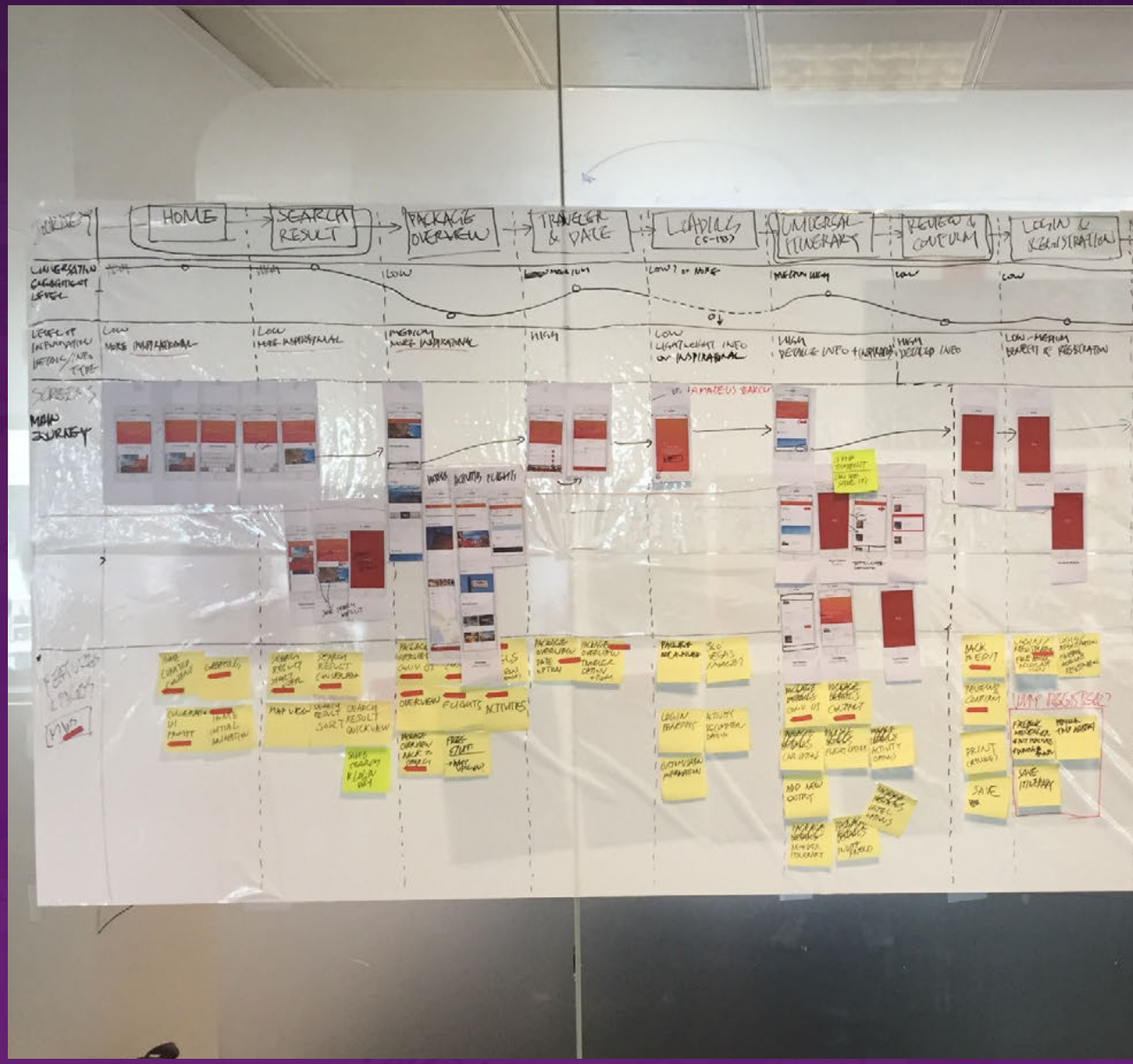
Virgin Holidays' Holiday AI

Client: Virgin Holidays

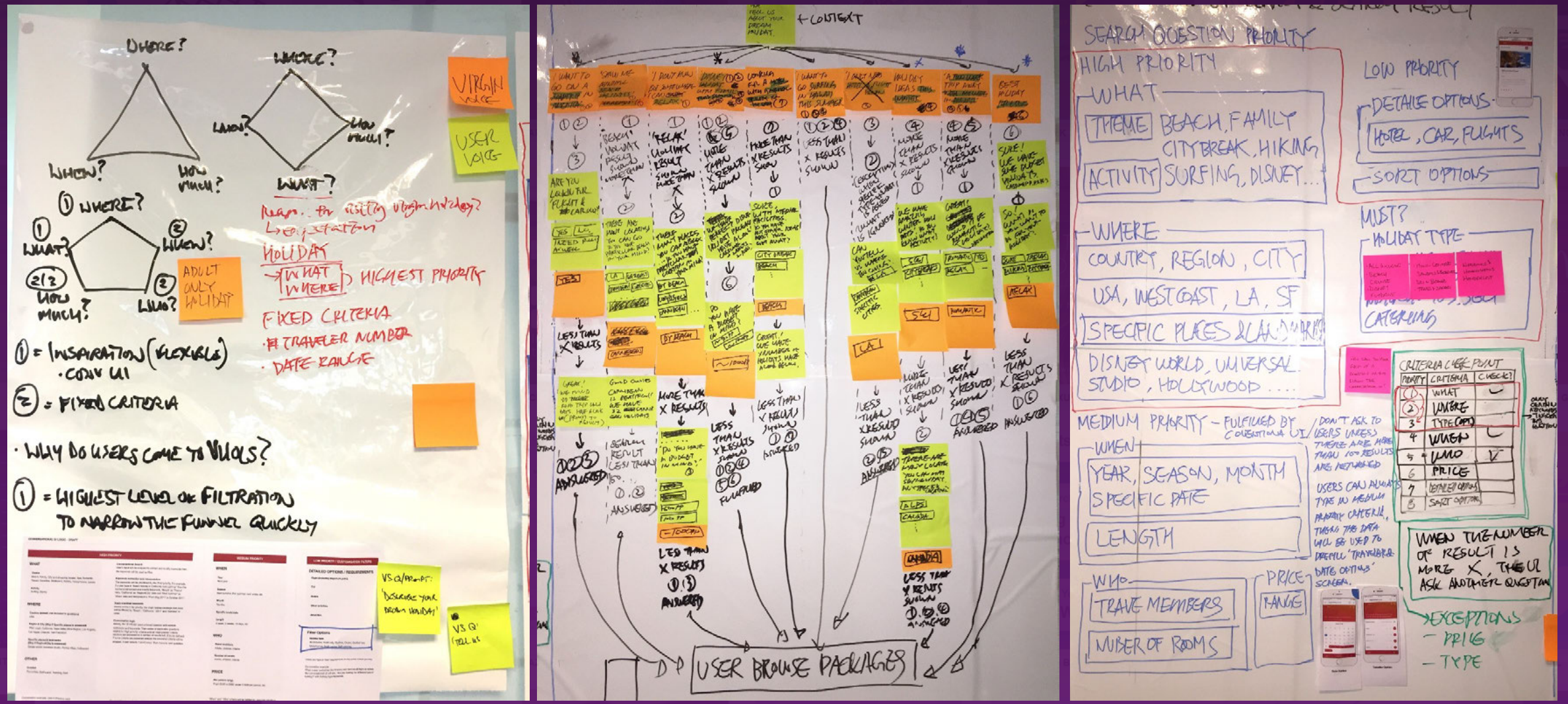
Role: Senior UX Architect

Outcome: AI-based holiday package recommendation system

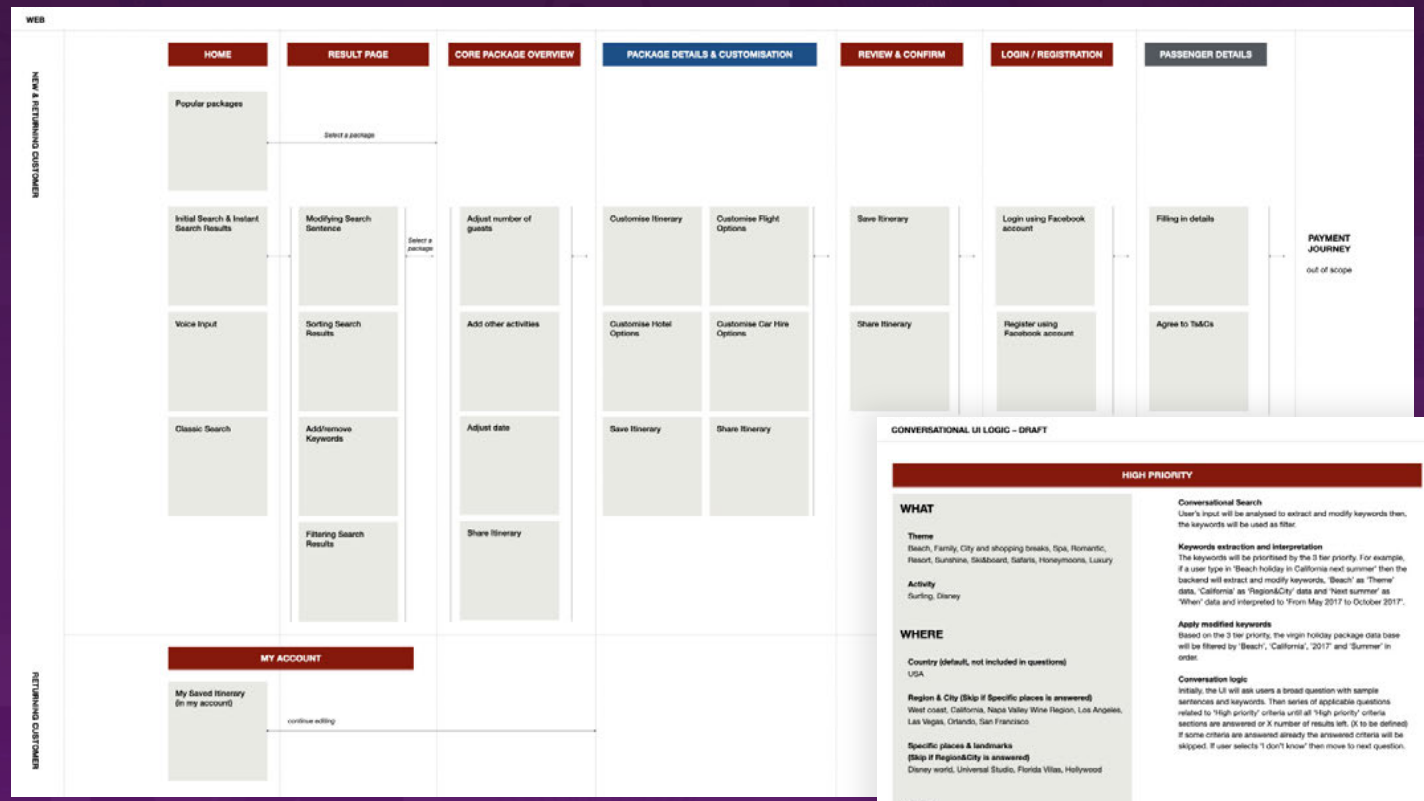
Virgin Holidays, a leader in UK's traditional holiday culture, relied heavily on call centers for bookings and still had many customers using paper brochures. They wanted to test conversational AI (IBM Watson-based) to help customers enjoy more diverse and personalized holidays while reducing call center dependency. For research, I visited the call center to study operator behavior patterns for a day and analyzed user journeys for bookings through existing brochures and website to create priority-based expected scenarios. These scenarios were trained into Watson and led to a working demo. As my first project considering AI use, it was very interesting learning new concepts and seeing how AI and conversational UX could expand further.



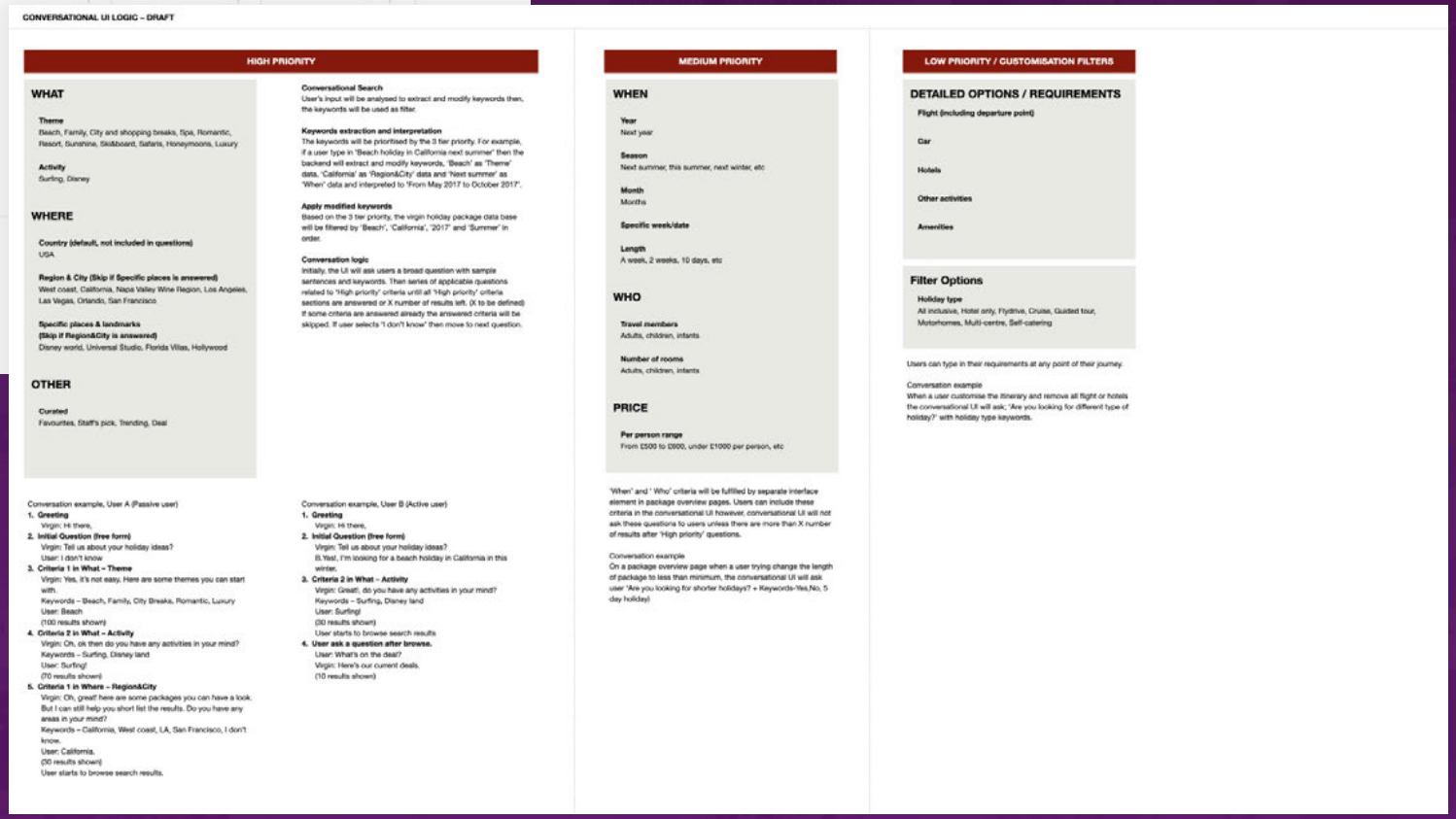
Outcome Excerpt 1. Ideal User Journey based on the current service flow



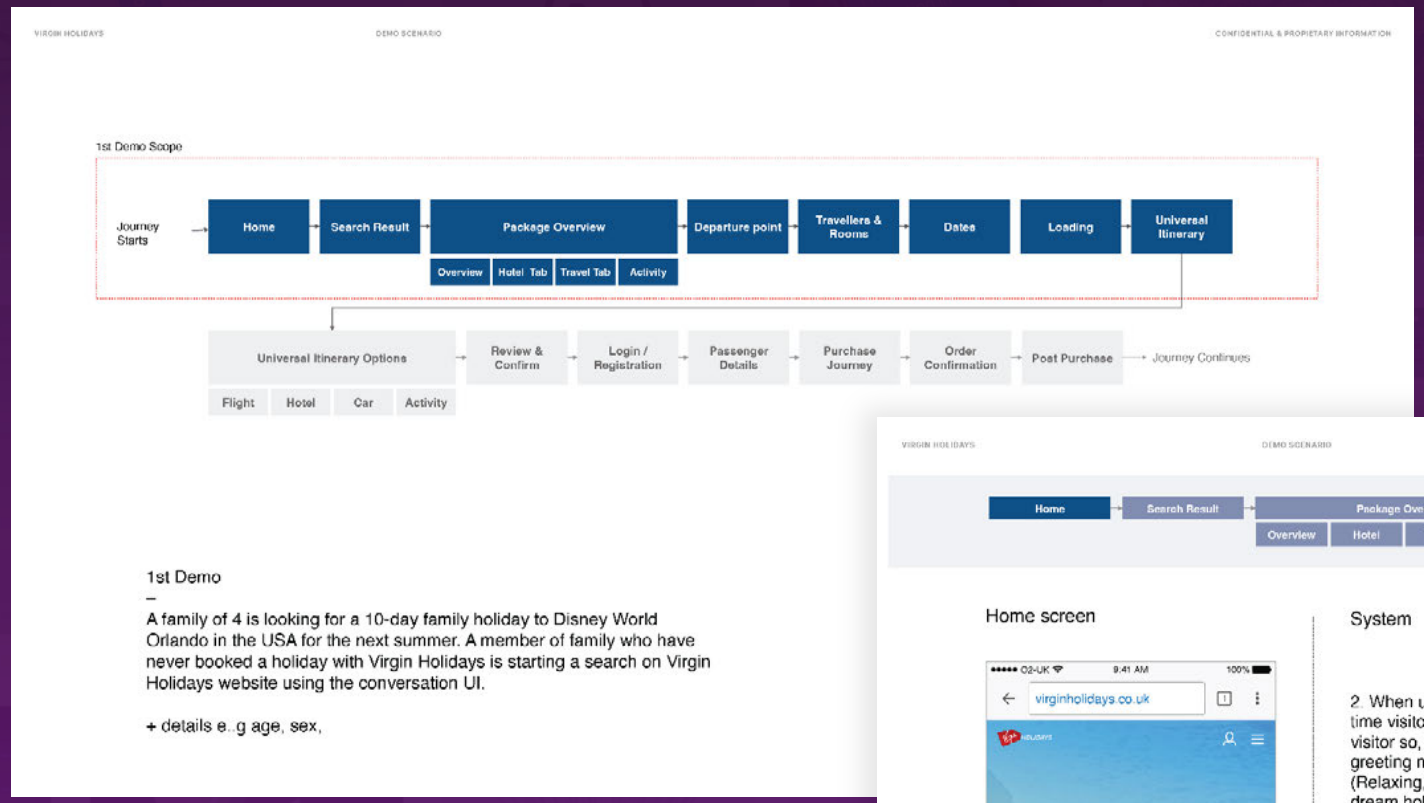
Outcome Excerpt 2. Travel packages that are expected to be selected based on what consumers consider important in their choices and their needs



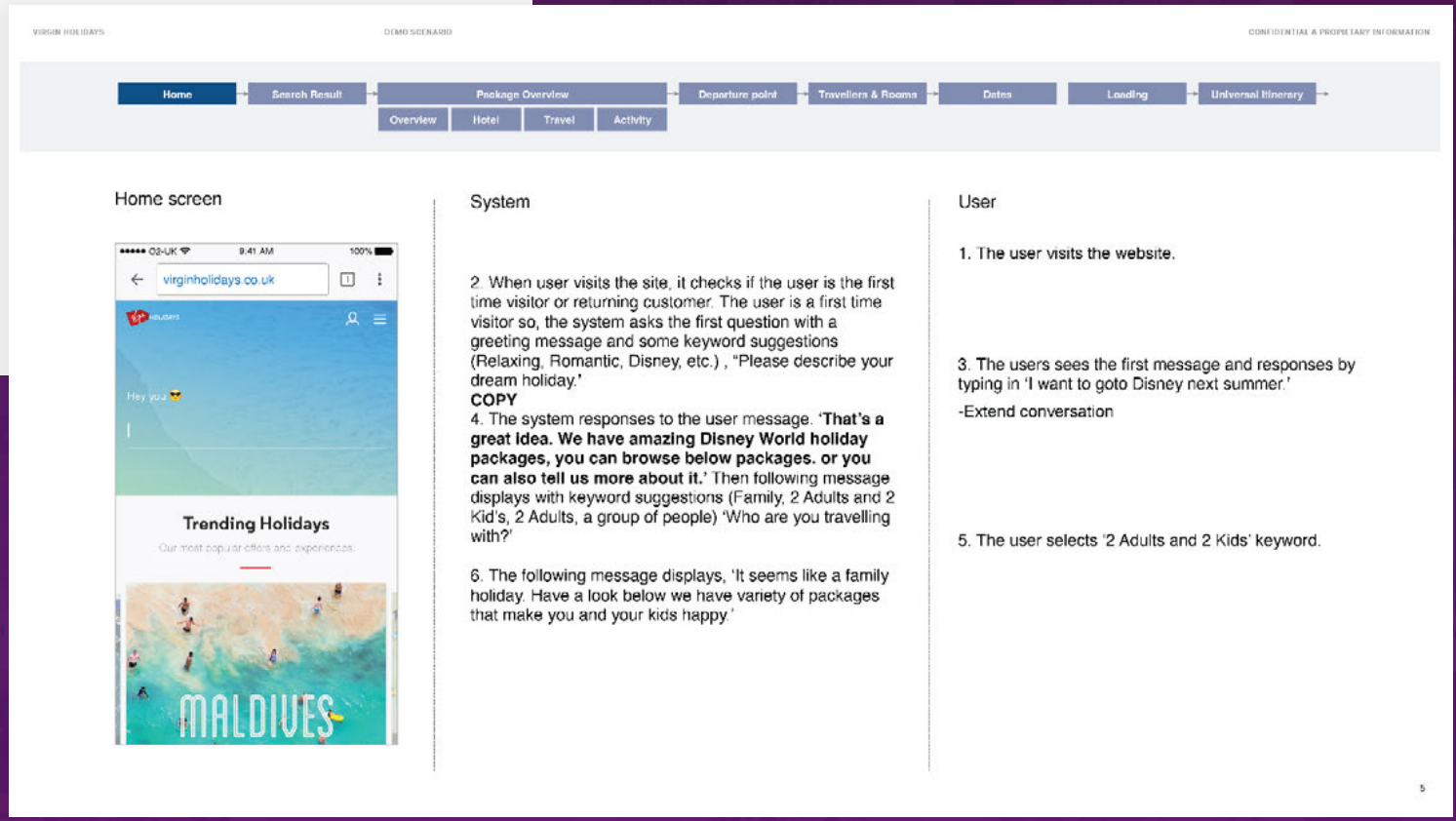
Outcome Excerpt 3. User Journey step-by-step summary of key features



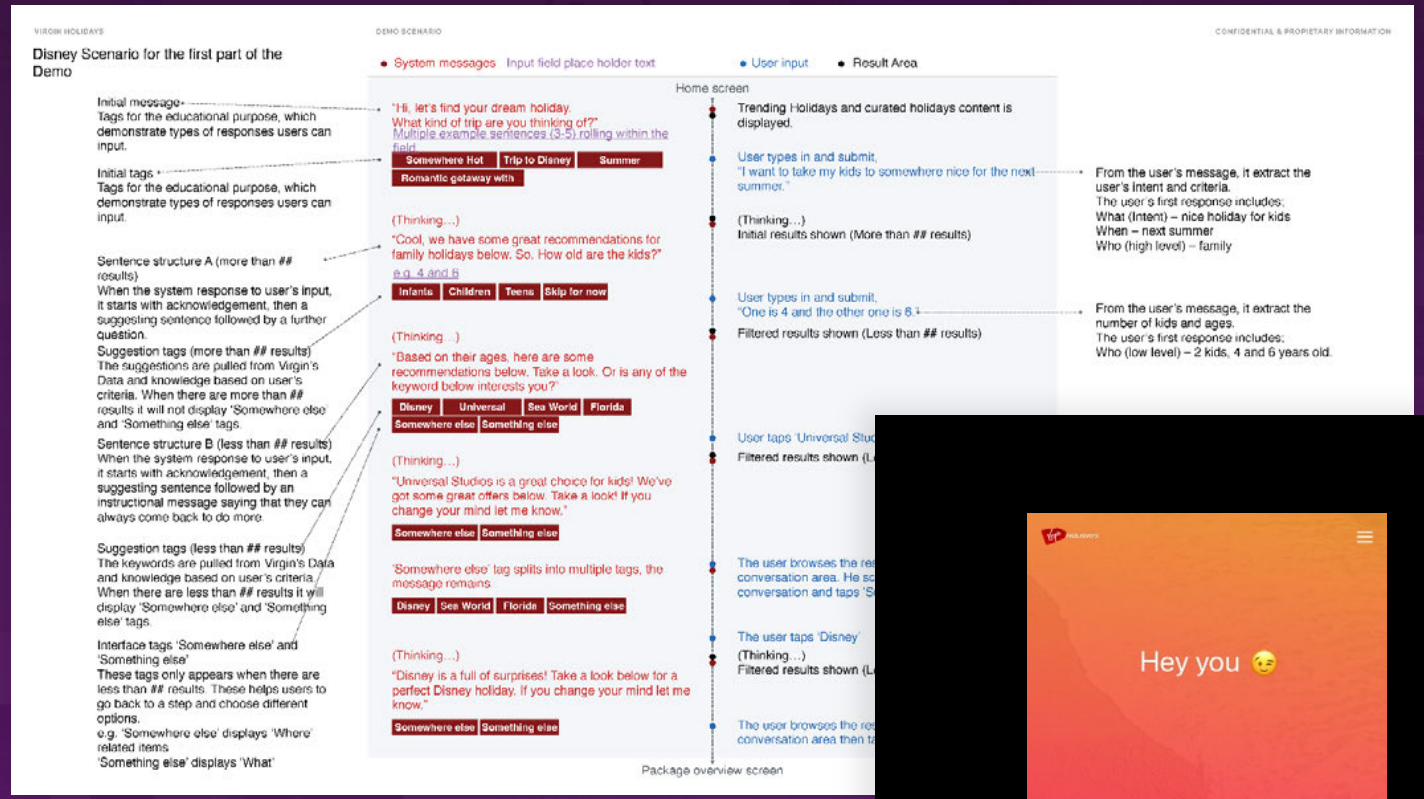
Outcome Excerpt 4. The direction of the conversation based on the factors that consumers consider important



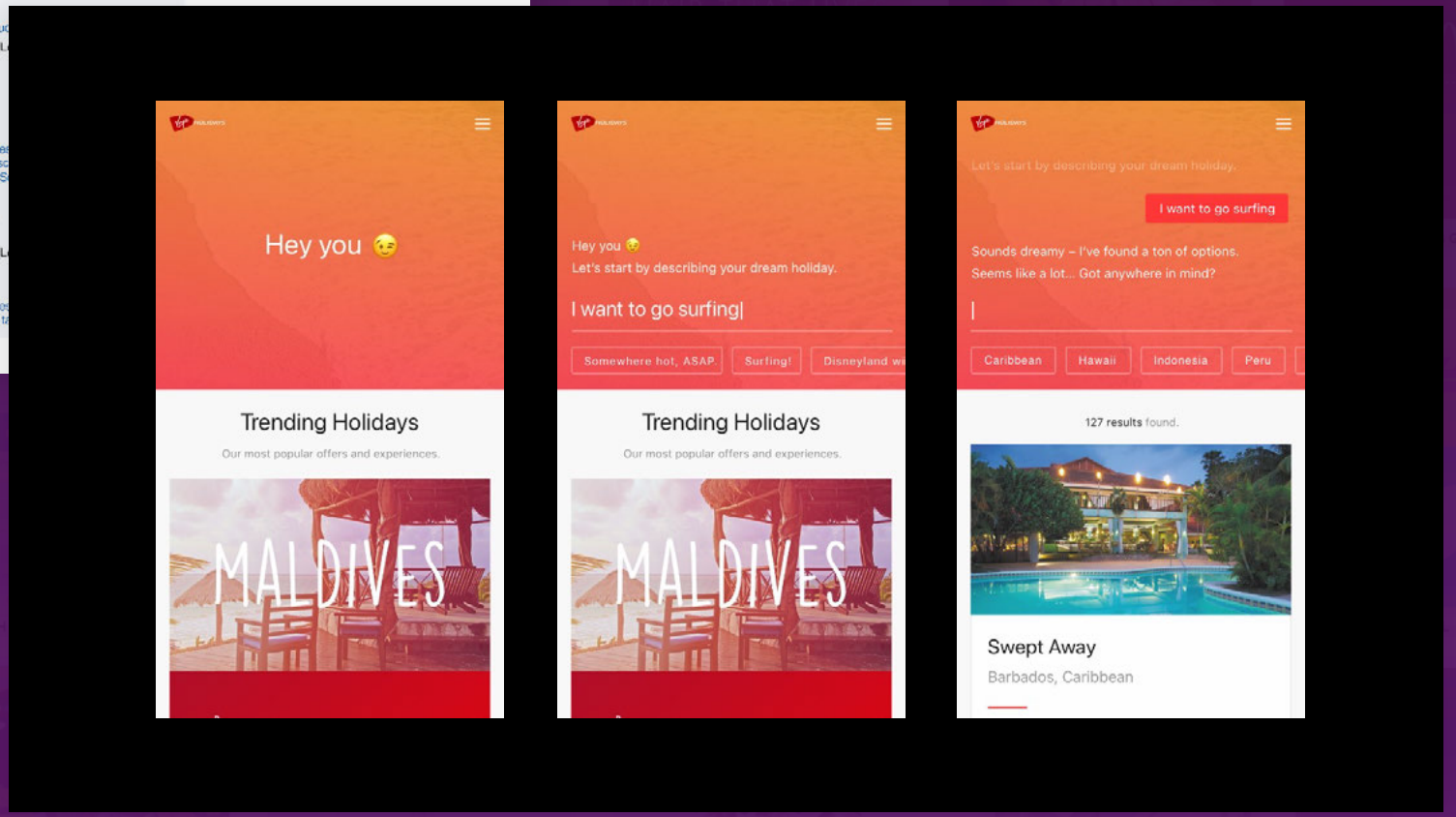
Outcome Excerpt 5. Demo Scenario steps



Outcome Excerpt 6. Demo scenario step-by-step description



Outcome Excerpt 7. Demo Scenario Dialogue and Contextual Options



Outcome Excerpt 8. UI Design

Saudi Aramco Driving School

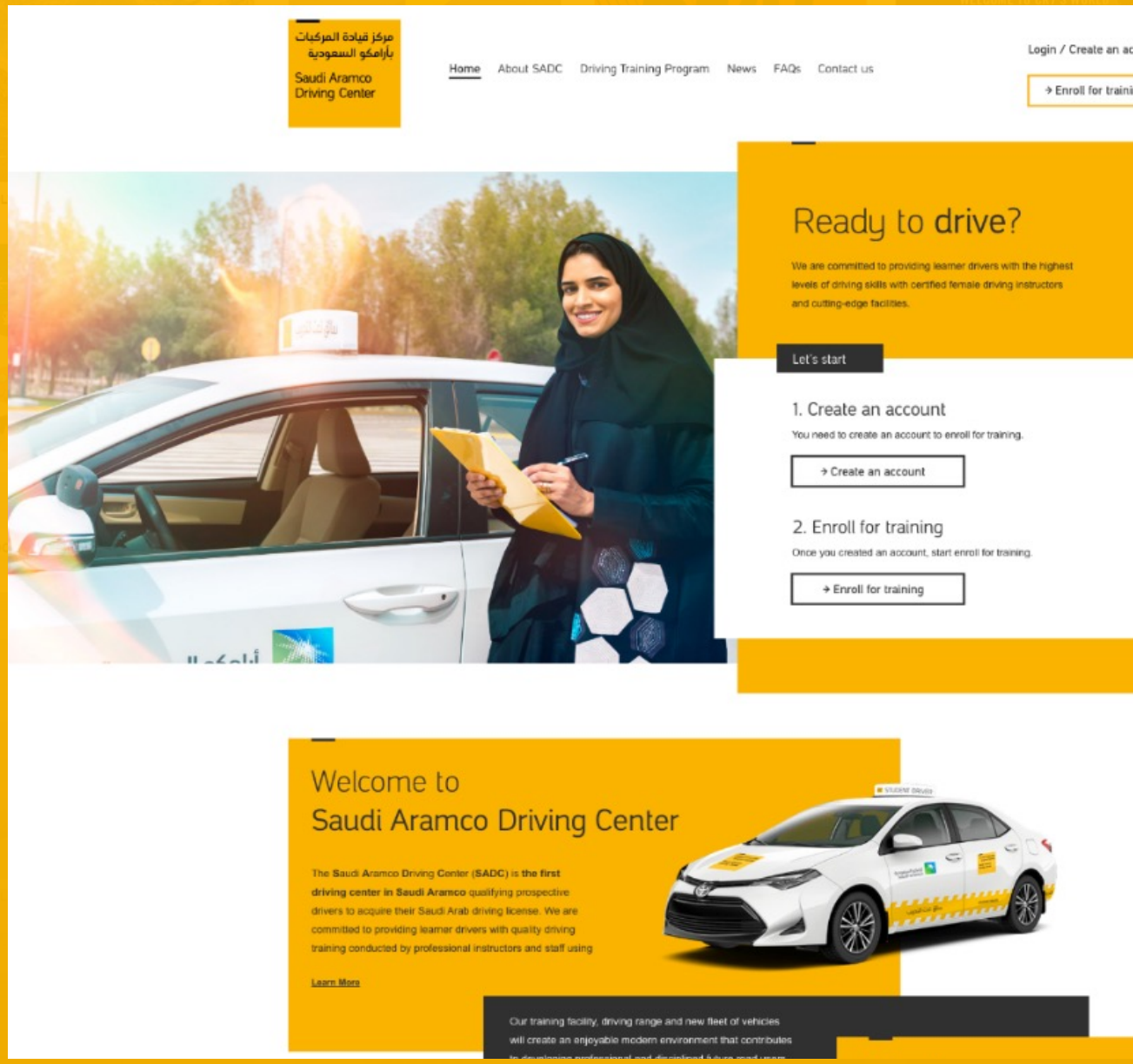
Client: Saudi Aramco

Role: Lead UX

Outcome: Driving school desktop/mobile website

Amid major changes including Aramco's IPO, Saudi women driving rights, and cultural opening, there was a significant need at the national level to prepare Aramco's Digital service as a major part of brand value. One aspect was creating an environment for women to learn driving, requiring UX/UI work for a digital service enabling women-only driving school registration, lesson scheduling, and virtual driving training. An interesting discovery from initial testing with 10 Saudi women aged early 20s to mid-50s was that despite the service being in English, they showed right-to-left reading patterns typical of Arabic, and felt overwhelmed by wide desktop screens. This led us to change two-column design patterns to single columns and make desktop interfaces more similar to mobile UI patterns.

(Please understand that due to Saudi's characteristic closed nature and the company's oil industry specificity, we could only save final images without work processes.)



Outcome Excerpt 1. Design

5. Human-Centric

Good product development begins with sincere interest in people at every stage of the design process

There are still many moments when we forget that UX is a human-centered field, whether due to personal ego or external and internal reasons. UX should not be driven by personal preferences but must be developed with users in mind, meeting them throughout the process. As introduced earlier, I've worked on various projects in various positions. Through this process, I've gained diverse skill sets and improved at expressing ideas, but the biggest learning so far is the conviction that good projects ultimately come from being human-centered.

Thank you

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