Hi,
I'm Rani.
Today it's Sunny in MALMÖ.

UX & Visual Designer

Independent Project

Volume 01

Little bit about myself

00. I am a morning bird.

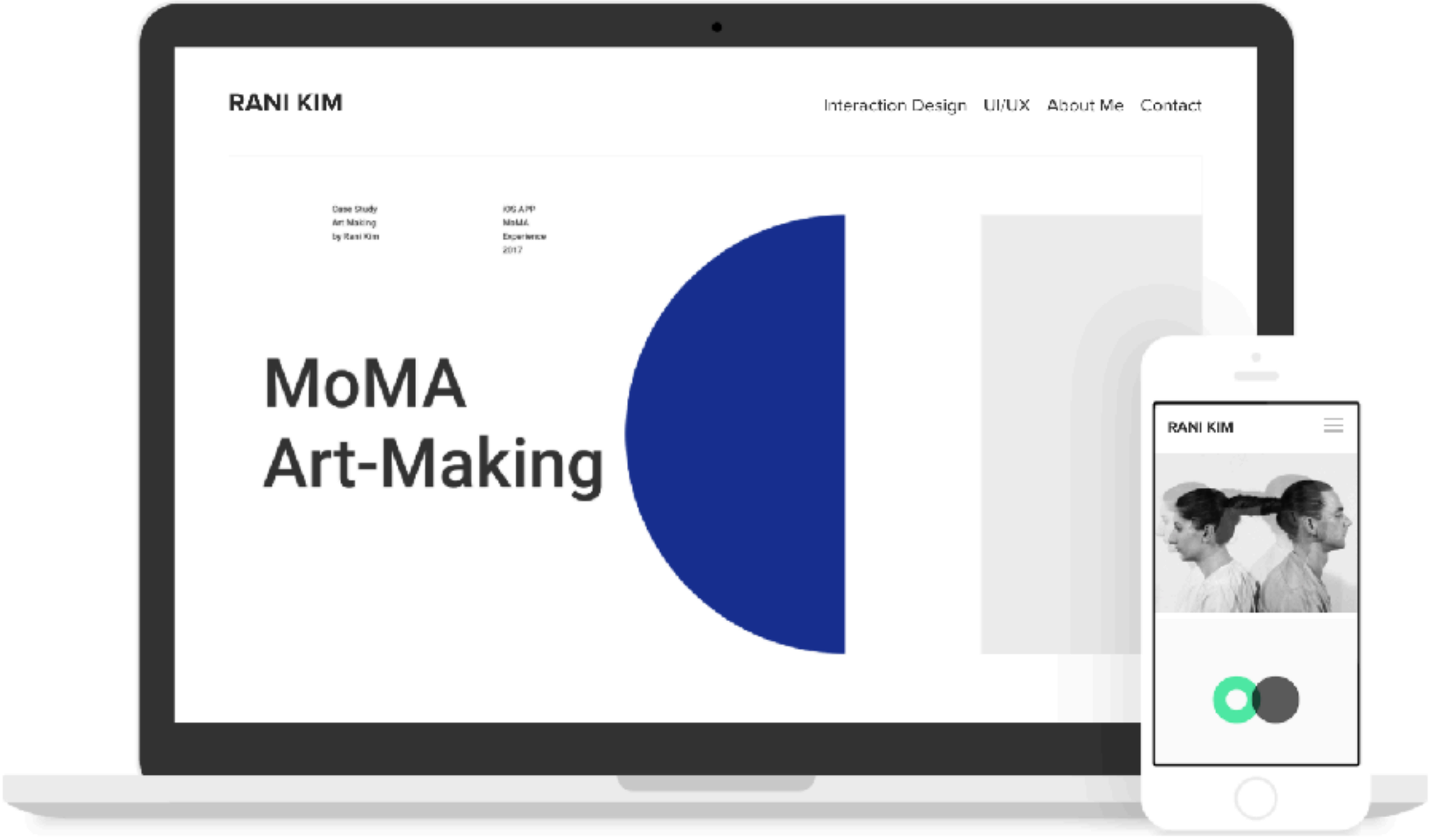
01. My name is Rani, and it means Queen in India.

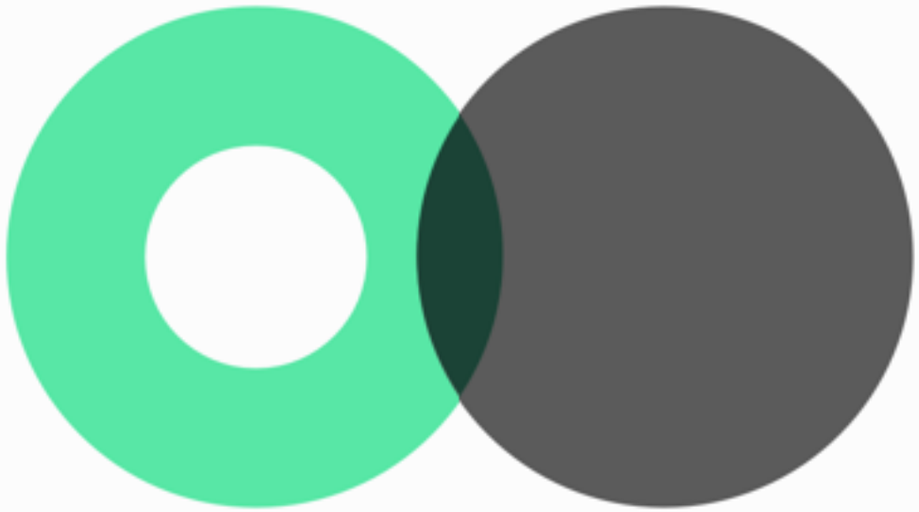
02. I've lived in many different cities including seoul, Toronto, Vancouver, Copenhagen, and New York.

03. I've been practicing yoga since 12, and I love exploring good food.

04. My parents are both Artists.

05. My favorite thing is sharing what I love.


RANI KIM
Interaction Design
UI/UX
About Me
Contact
Case Study
Art Making
by Rani Kim
iOS APP
MoMA
Experience
2017
MoMA
Art-Making
RANI KIM

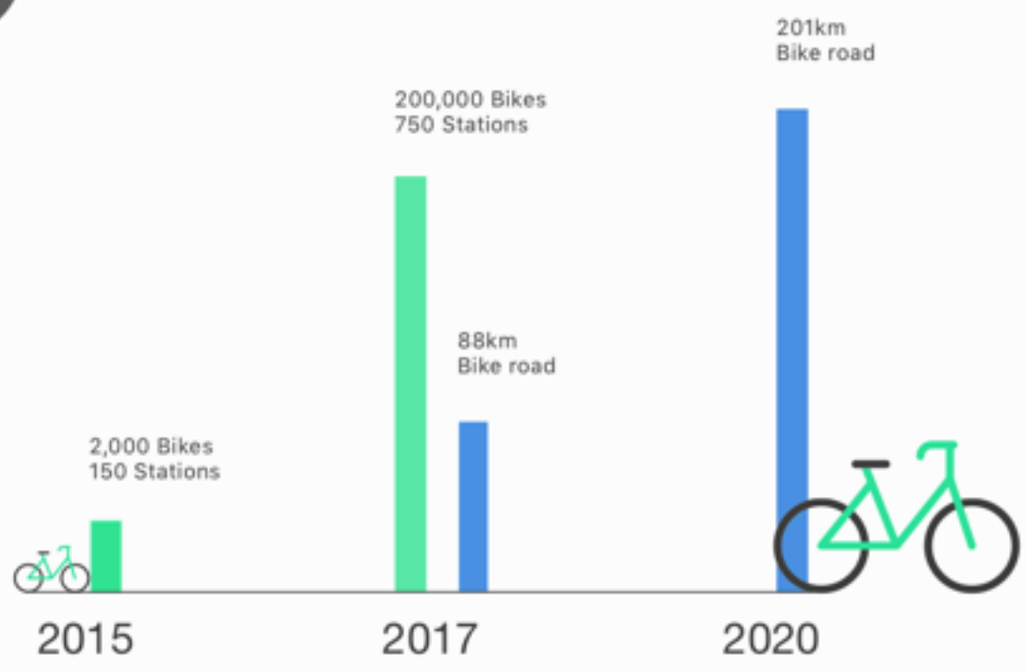


Seoul Bike iOS App ReDesigning Project

After OEDC's announcement of South Korea's rapid rise of greenhouse gas emissions due to the economy's dependence of fossil fuels in 2017, the government of Korea is seeking for urgent actions, yet announced that "low-carbon revolution" can only happen if all citizens practice and serve a green transport system.

The government of Korea first acknowledges bicycle's positive impact on environment, and set a goal to make South Korea to be a Two-wheel country by 2020. They are first providing opportunities for people to easily have access to bicycles by setting city bikes around Seoul, and is planning on expending bike infrastructure upto 201km within next three years.

So we found needs to redesign Seoul Bike App for it's accessibility. The goal for this project is to provide an app where anyone can easily:



Scenario

Information Architecture

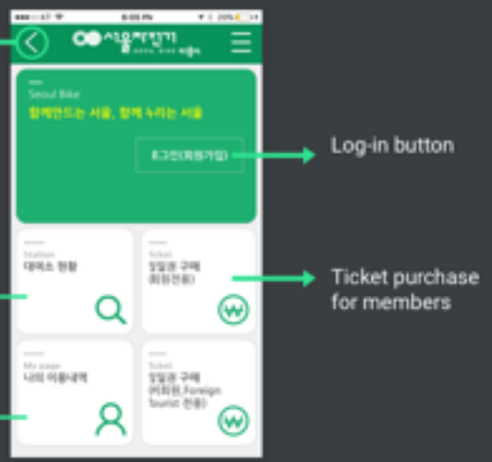
I created a storyboard to create the larger picture to understand users behaviour. Based on the scenario, I organized and structured content in an effective and sustatinable way. The storyline shows that the users needs is to pay as quick as possible in the app and ride a bike to the nearest station at the destination. Within the users goal, I've created an Information Architecture (IA) that focuses on helping users to find informations and complete tasks in a

Wireframe and Journey Map

With the proper planning, we were able to confidently move into creating wireframes for the app. Once we created wireframe, we conducted usability test on firve different people. We took the decision to focus more on the functionality and structure of the app, opting for low-fidelity wireframes with very little detail. After the research, ultimately, we could add design elements accordingly, what was important for our users, was that the product (above all) was clear and simple.

STYLE & USER FLOW

I decided to follow the minimal and chromatic design of Seoul Bike's logo throughout the entire redesigning process, but keeping things more sophisticated and simpler by reducing imcompetent informations and sticking with MVP(Minimum Viable Product) focused user flow.



Currently the maximum capacity of bike slots at a staion is 10. So the range of 1 to 25 is very big and not relevant.

Map with stations

Doesn't show current location

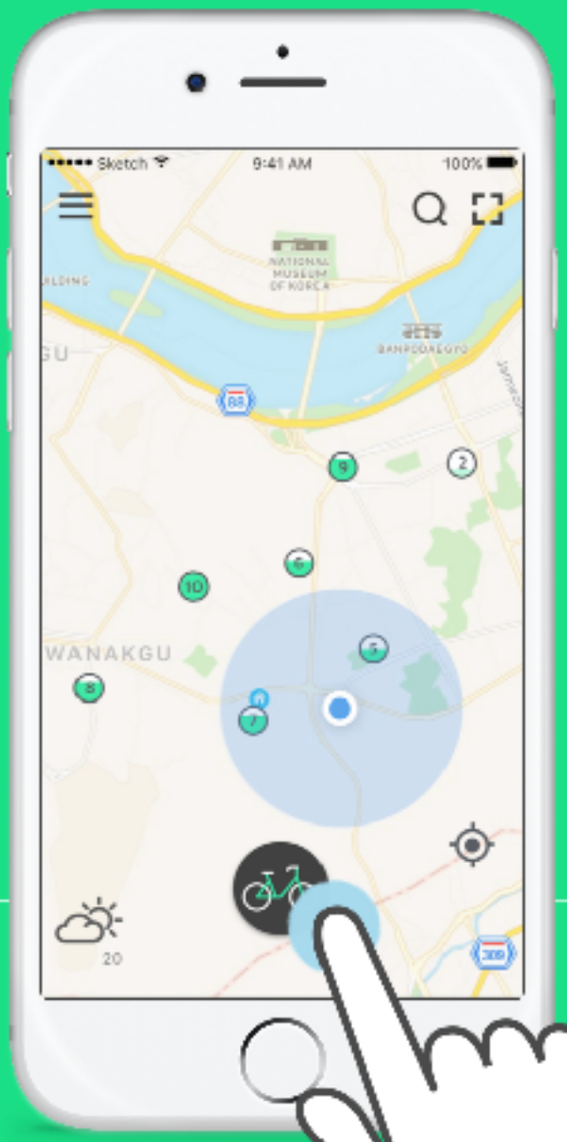
Can't see the full map on a screen

Open the App → Search Stations → Search Direction → Scan QR Code → Make Payment → Unlock & Ride → Return & Review

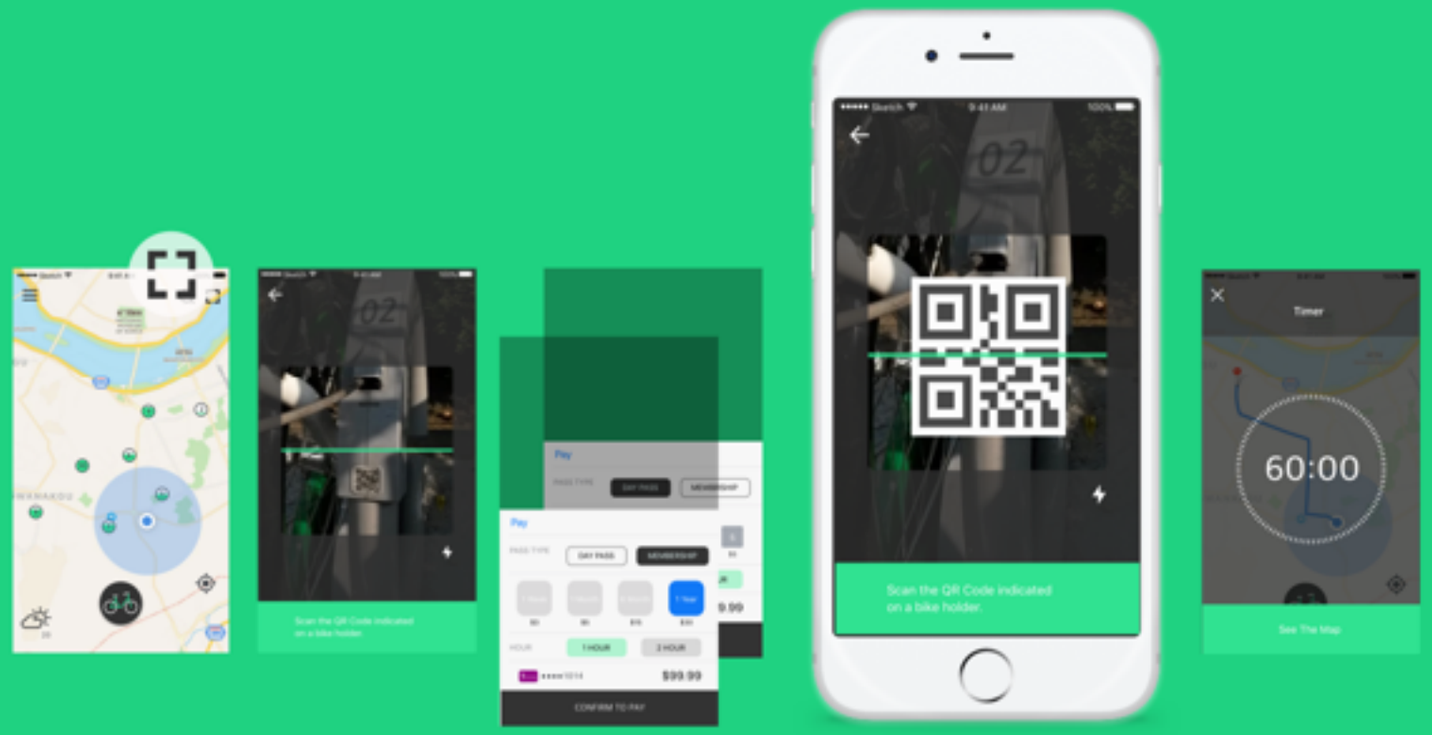
#1. MAIN PAGE - Searching Bike Stations for Available Bikes or Bike Stands

Currently each station accommodates 10 bicycles, and it's often very hard to find an available bike spontaneously. As a solution, the main page will offer a map that shows your current location with nearest bike stations, where you can also check how many bikes and bike stands are available.

CHECK AVAILABLE BIKE STANDS AT A STATION

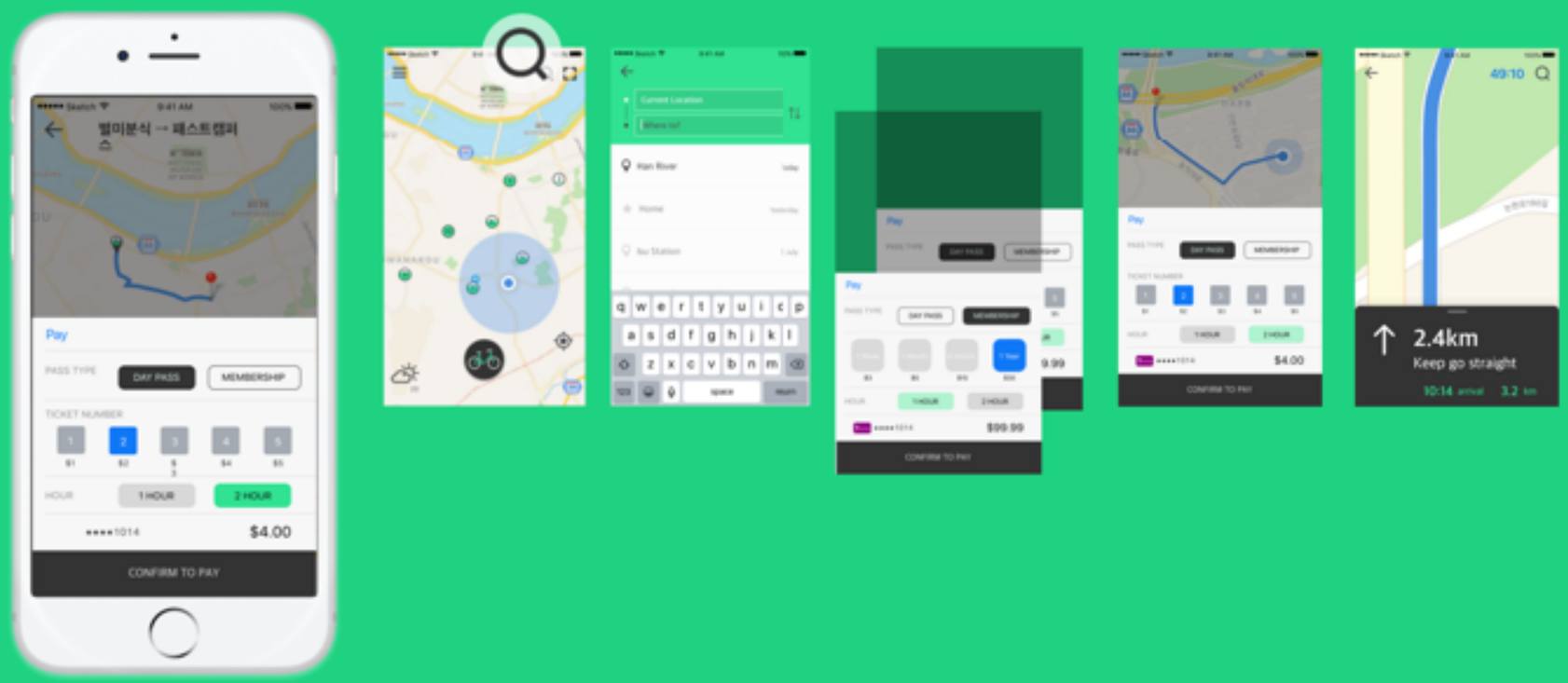


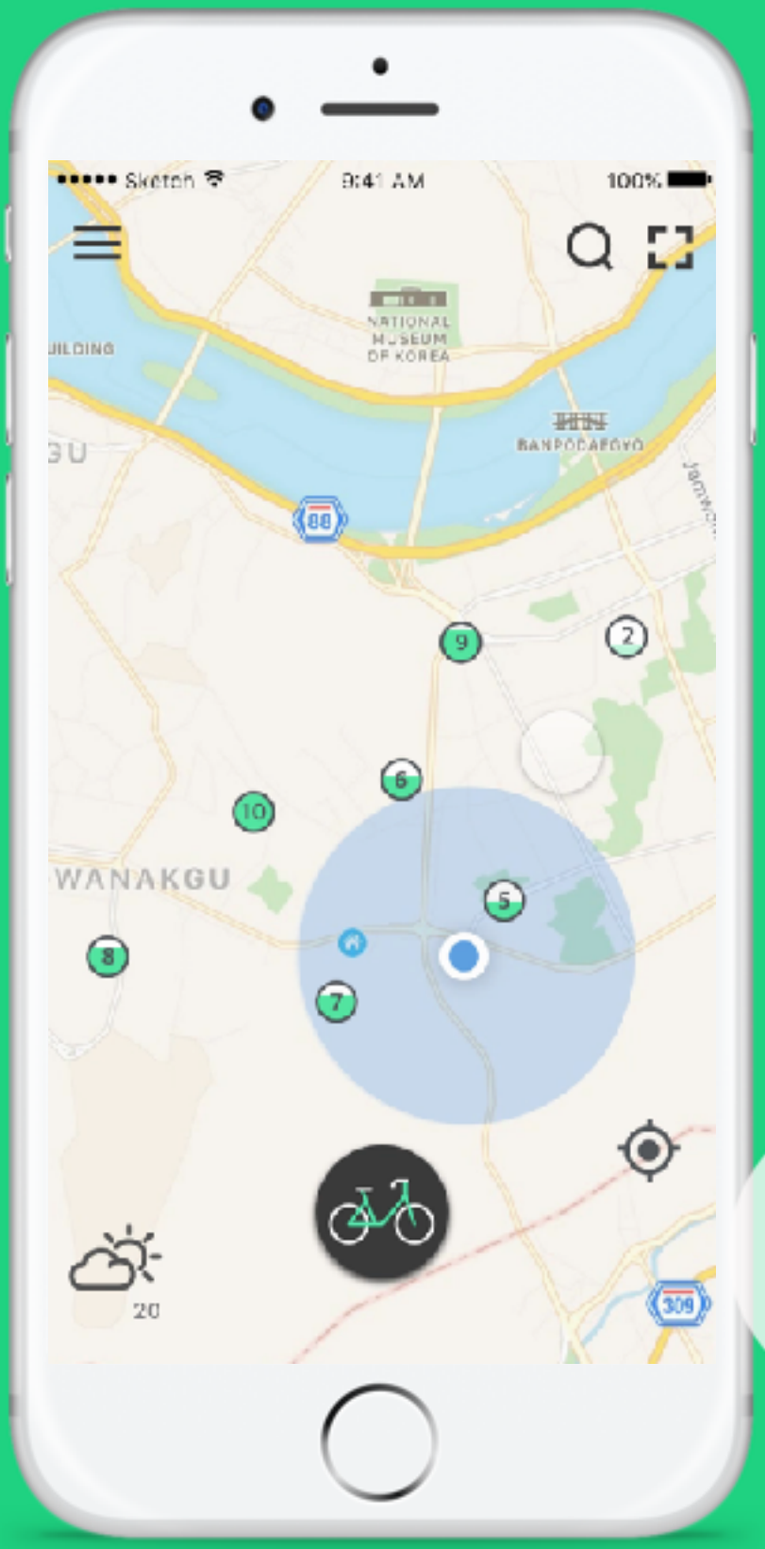
CHECK AVAILABLE BICYCLES AT A STATION



SEARCH OR SCAN & MAKE PAYMENT

The biggest growing pain for Seoul bike is a buying process. This task can be very confusing and tedious. And this process discourges many would-be riders. Most riders spend a large amount of time on purchasing a pass before unlocking a bike. Even worse, it's not a one-time thing; riders need to revisit and put credit card information every time they are attempt to ride a bike.

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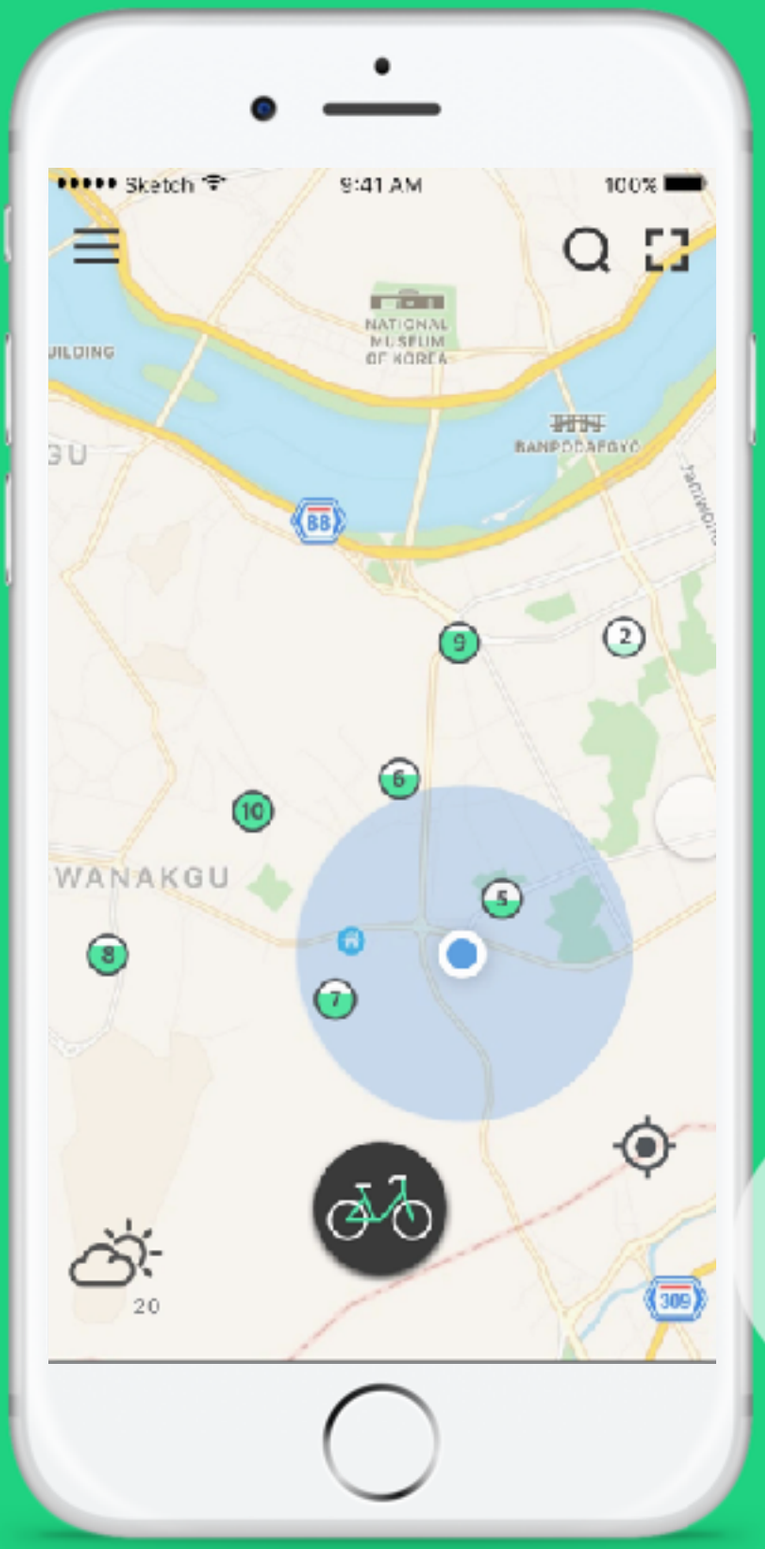
NATIONAL MUSEUM OF KOREA
BANPODAEGYO
88
WANAKGU
20
309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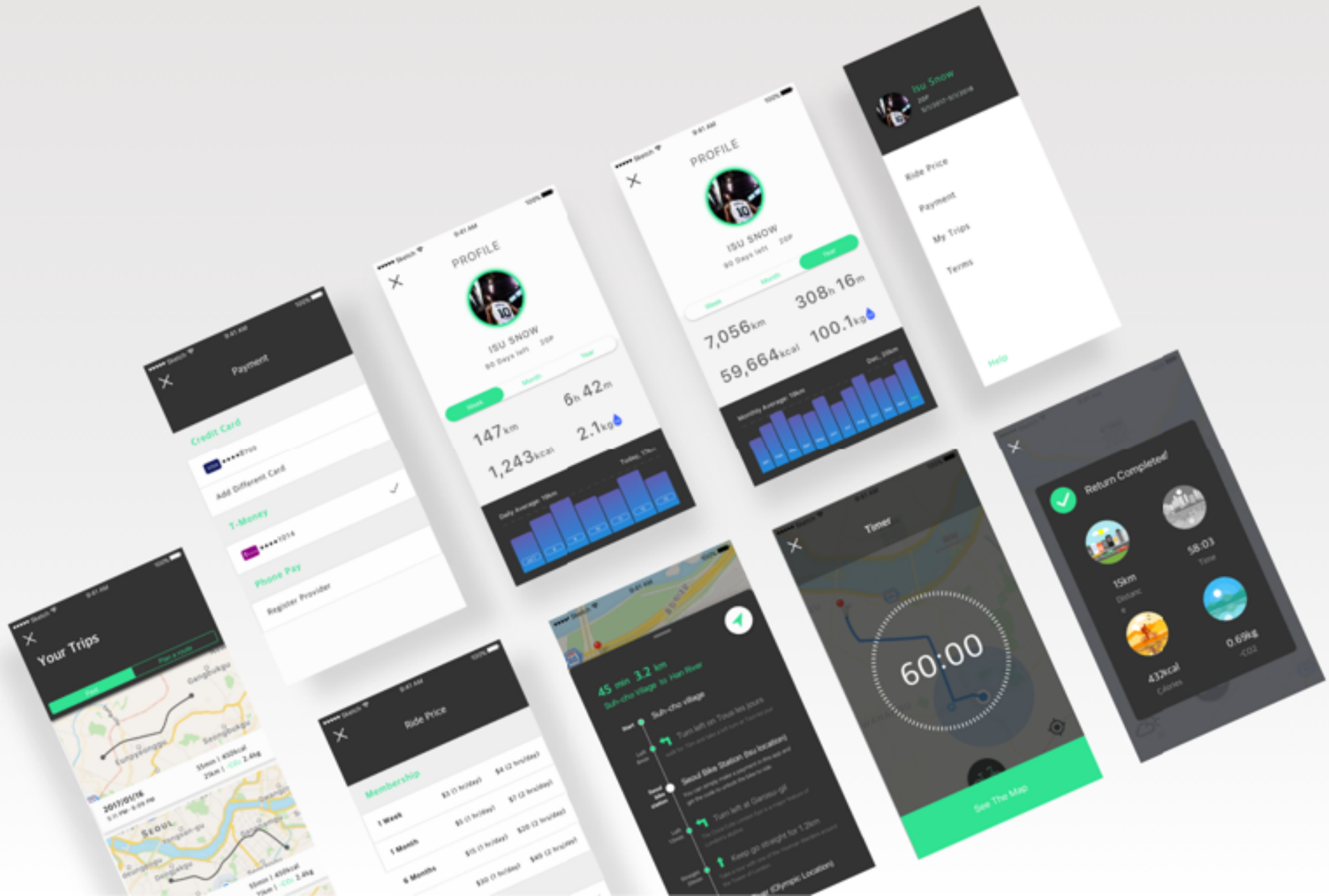
REVIEW AND FEEDBACK

I believe that without a clear understanding of what your product does, what problems it solves or for whom it solves these problems, ultimately there's no need for your product. So, I spent a lot of time trying out different rental systems, how other city bike works in other countries, and gathered people's feedback on the Seoul bike's redesigned app. One of the main goal for this project was to make sure the Seoul Bike's app solved typical online ticketing problems in a clear and simple way. With the MVP(Minimum Viable Product) focused redesigning process, it solves a lot of problems and it becomes easier and more convenient to use the renting system.



MoMA Art-Making

In this project, the goal is to find a fun interactive solution to the challenge of how to make the Museum feel accessible and naviagable for visitors.

Key Words:
ART-MAKING
CREATIVITY
ENJOY
EXPLORE
FUN
INSPIRATION
UNDERSTAND

Contemporary Art

One of the difficulties many people have in approaching contemporary artwork is its diversity - diversity of material, form, subject matter, and even time periods.
Contemporary art, on the other hand, does not have one, single objective or point of view.
Its view, instead, is refracted, prismatic, and multi-faceted. Reflecting the diversity of the world today, in all of its complexities, contemporary art reflects life as we know it. It can be, therefore, contradictory, confusing, and open-ended.

C. L. (2016, August 3). How to Teach Your Children to Care about Art. Retrieved from https://www.artsy.net/article/artsy-editorial-how-to-teach-your-children-to-care-about-art

MoMA Asks

What is it about art that commands a person's attention?
What impact can art have on a person's development?
What can be done to install an appreciation of art in human?
How can people relate to diversity of materials that artists use?

People Asks

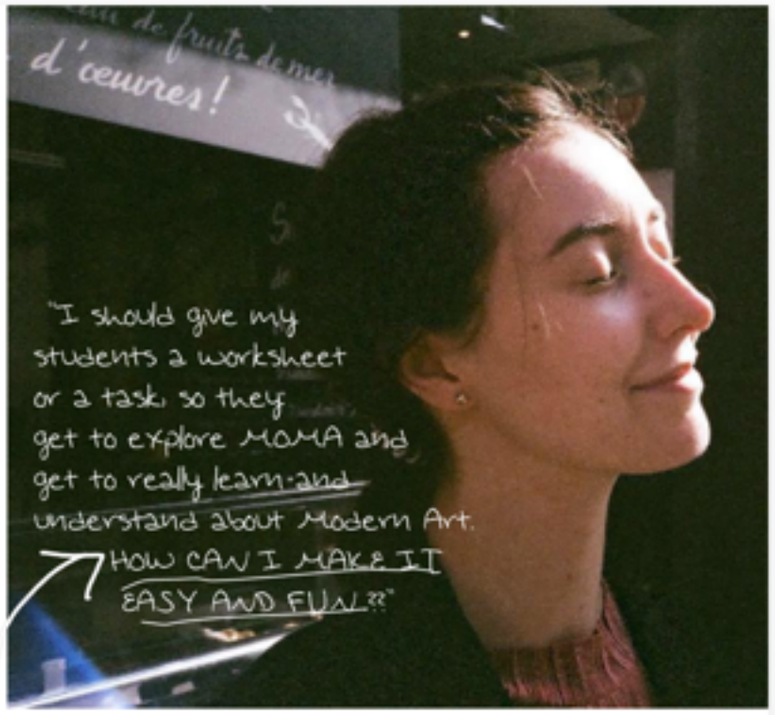
What is Modern Art?
What am I supposed to feel or understand?
What does the artist meant here?
Why did they use this material?

Persona

&Understanding

Shelby Lee, 34
Art Teacher
@ A High School.
Toronto, CA.

STORY OF HER:
She is a Vegetarian.
Loves ART, She can
Talk about it for hours.
She Loves kids.
She is taking her
Students to NewYork
for an "ART" Field Trip.
She wants her students
to enjoy MoMA
As much As she does.



Noah Dan, 23
DJ @ Local clubs.
New York, NY

WHO HE IS:
Girlfriend is into ART.
Chill, but doesn't like
to get boared. Likes to play
computer games.
Known as "hip" to others.
Makes Music on his Macbook,
and he Dj-s.

Instagram Followers: 4,799.

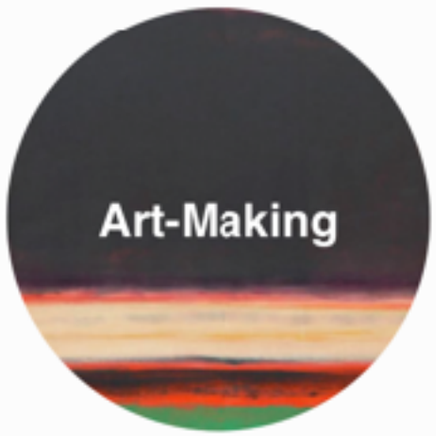
"I DON'T KNOW ABOUT ART,
BUT I CARE ABOUT OLD TREND & MUSIC."

Encompass audience approach
to combining careful looking,
art making, and dialogues around art.

01

Look & Learn

Get guided
with AR
Nevigation and
look Art works



02

Art-Making

Engage with Art,
by creating your
own work.
Be Creative*!*

03

Dialogues

Have your work
installed at MoMA
to Share your
experience.

2.1 ***Guide*** **-** Art Making › | See other people's work › | See works & reviews

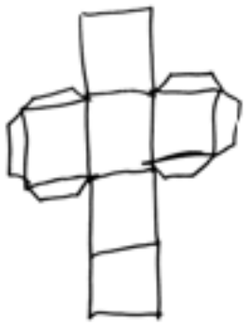
How to pages › | Click a task (out of 6) › | Get guided & learn › | Complete the task › | Complete all 6 task ›

2.2 Print the drawings at MoMA | Send the drawings to email

2.3 Pick one drawing › | Write a Review › | Post the Review & be part of Installation Art at MoMA › | Check your work on the wall at MoMA

3.3 Scan - Scan the work to see details › | Listen to Audio guide

Take Pictures › | Save Pictures on your album under MoMA



When you finish all the task, you can have this print at the first floor and make your Modern Art Cube ☺.

Symbolism : emphasize on emotions, feelings, ideas, and subjectivity rather than realism

Guide

look at the pic and learn about symbolism.

→ What do you ~~feel~~ think its happening when you look at this work?
→ When do you feel that way?
→ Think about the time when you would scream and take a pic of yours with screaming face.
→ What do you think he is feeling? Why is he screaming?

Pop Art : creating pieces / sculpture of mass culture objects and media.
~~boundaries~~ blur high & low.

Task.

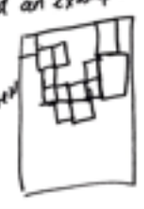
~~What is~~ love

What ~~is~~ sth you think you and your friends ~~like~~ (ex) iphone, water, ~~hair~~ hair,
Find an example of mania & take a picture.

Stamp the page edges

or 2×2 3×3 5×5

& filter black & white colored.



Done

In this project, my goal is to

→ Task

Task
① plug earphone & ~~listen to music~~ the.
and choose a music to listen.
Rock - classic.
hiphop - happy ~~and~~ music
- mix.

② choose a color that ~~represents~~ what do you think ~~it~~ is music?
choose a col that describe the music the best.

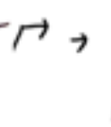
② Now, listen again and draw lines to describe the music.
Move your hand with the music to paint!

Composing ~~motion~~
shape, size, col, space, & ~~movement~~
combine & recombine in shifting.
balanced relationship.

① draw a shape. ② Change col.

③ Put the on the Calinder

Impressionism is about exploring feelings with Your own language.
visual

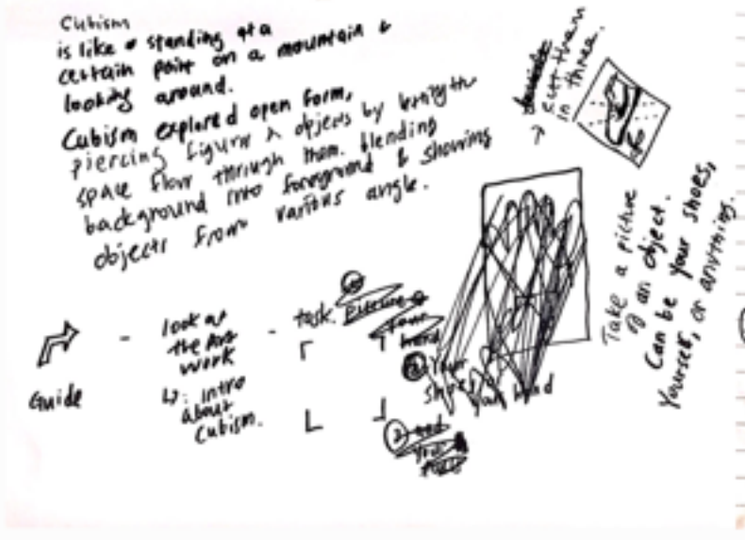


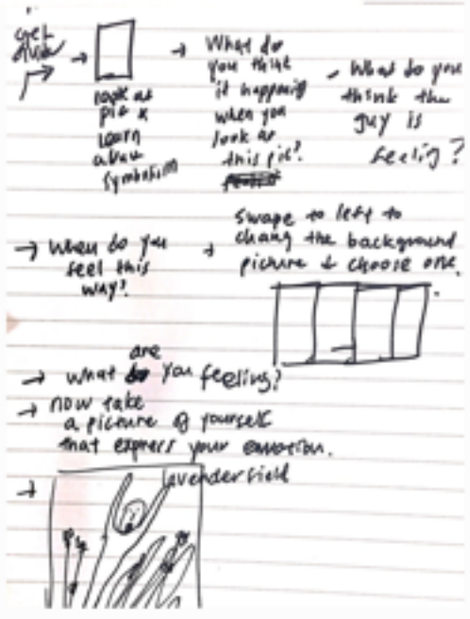
Impressionism

→ Play the earphone & listen carefully to the music.

→ What do you think this music's color? choose a col.
→ Now listen again and draw lines drawings ~~and~~ about how you feel when you listen to this music.
- Move with the music to draw lines.

Choose a music
Mix
Rock classic.
hiphop.
happy happy music.





Art Making

&Understanding

01

Cubism
Pick an Avatar
Take Pictures
Place Stickers
Create a Figure

02

Symbolism
Look At A Painting
Express Feelings
Take a Picutre
See the Affects

03

Kinetic Art
Draw A Shape
Change Colcrs
Place Them On
A Hanging Mobile

04

Expressionism
Put Earphones On
Pick A Music
Listen To
Express Feelings

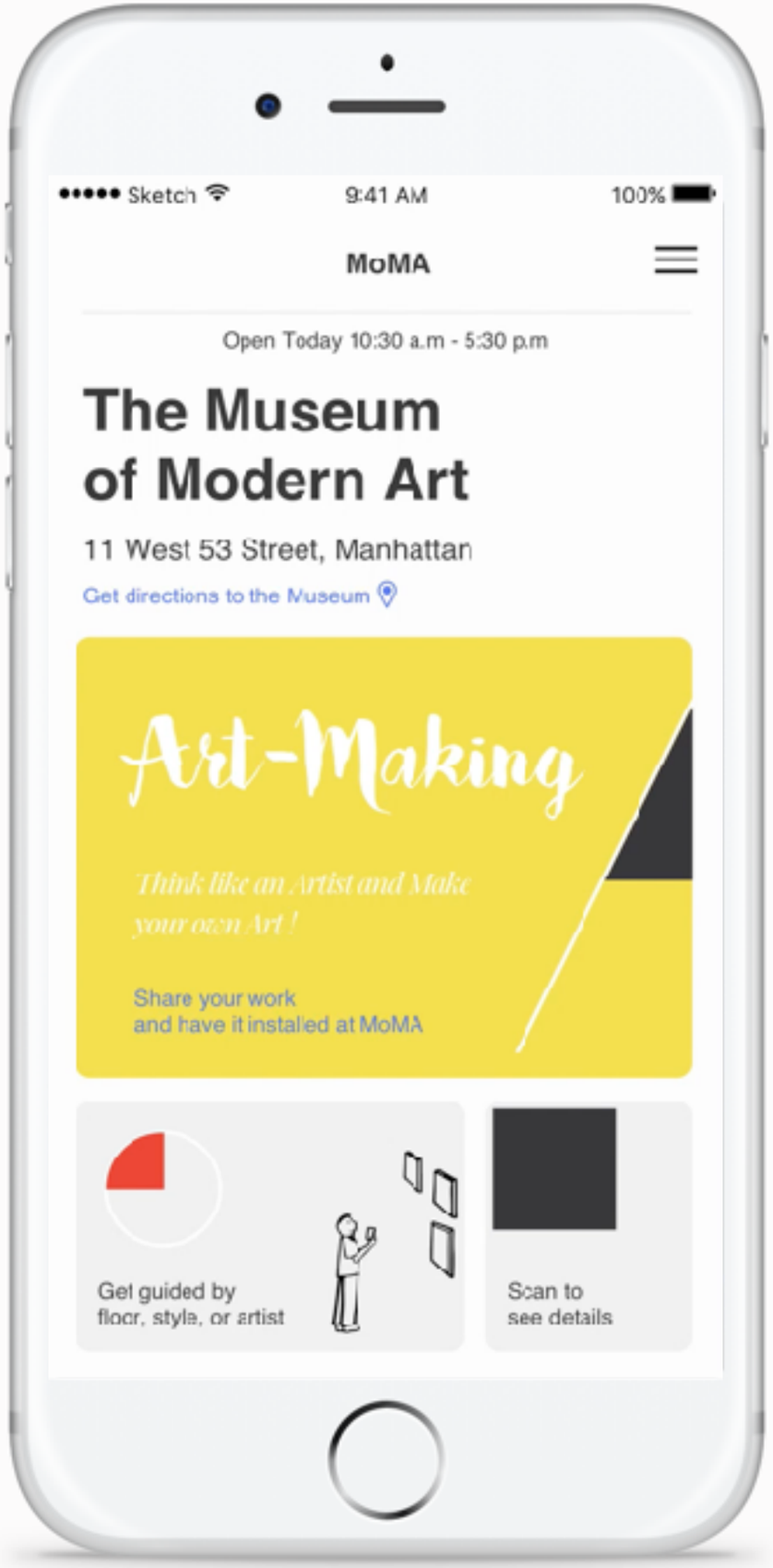
05

Surrealism
Choose Two
Images
Combine Them
& Create a Story

04

Pop Art
Take A Picture
Create A Stamp
Stamp To
Create A Picture

Through Art-Making, visitors can learn and interact with Modern Art. The AR environment and gaming interaction helps and guides visitors to create their own art in a fun way.

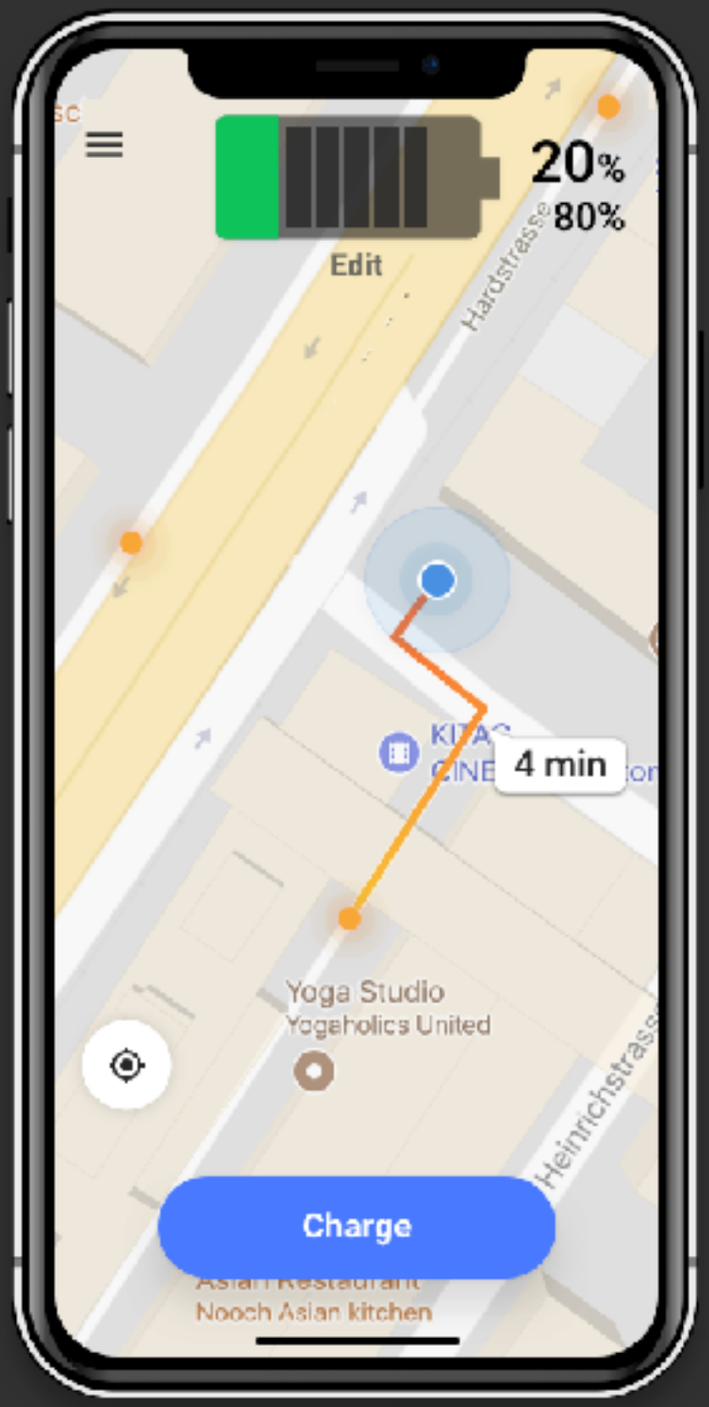

Sketch
9:41 AM
100%
MoMA
Open Today 10:30 a.m - 5:30 p.m
The Museum of Modern Art
11 West 53 Street, Manhattan
Get directions to the Museum
Art-Making
Think like an Artist and Make your own Art !
Share your work and have it installed at MoMA
Get guided by floor, style, or artist
Scan to see details

Technique
Screen Printing
Henri Matisse was a leading figure of Fauvism and, along with Pablo Picasso, one of the most influential artists of the modern era. In his paintings, sculptures, and works on paper, Matisse experimented with vivid colors, Pointillist techniques, and reduced, flat shapes. "What I dream of is an art of balance, of purity and serenity, devoid of troubling or depressing
MoMA
The Museum of Modern Art
11 West 53 Street, Manhattan
Art-Making
Share your work and have it installed at MoMA

Dialogues Around Art

You can share your work and have
your work installed on a first floor!

Symbolism
Start!
Pop Art
Start!
Cubism
Start!
My Art Cube
Kinetic Art
Start!
Empressionism
Start!
Surrealist Sculpture
Start!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80%
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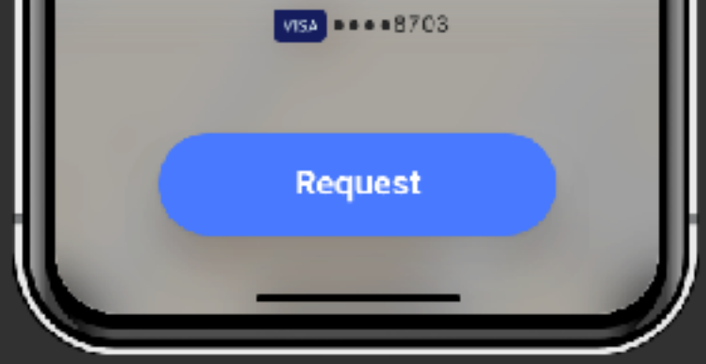
Hardstrasse
4 min
Yoga Studio
Yogaholics United
Heinrichstrasse
Charge
Nooch Asian kitchen

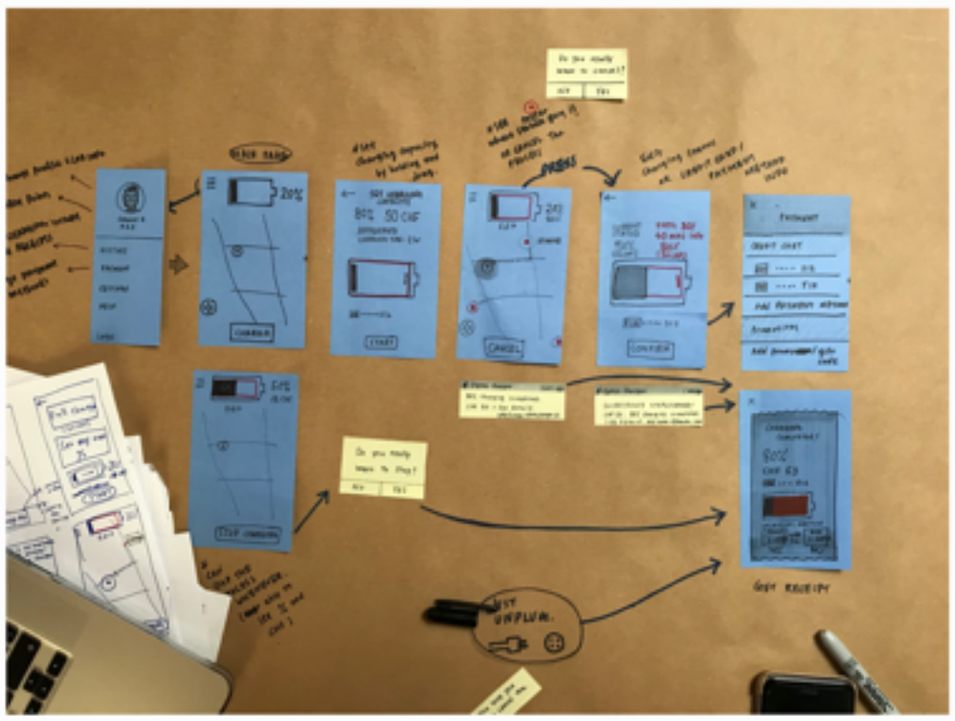

VISA ••••8703
Request

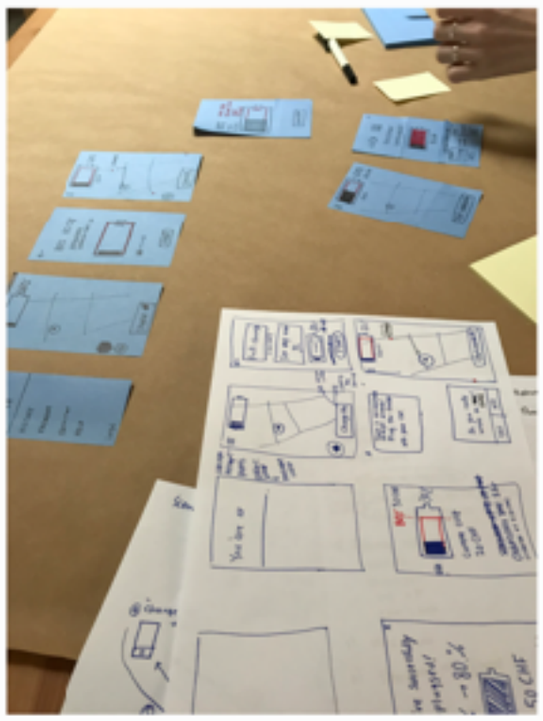
Charging Completed!
80%
CHF 53
Location: Abaton Kino
START
END

(60+) Elderly Friendly Progressive Web Application: Electric Vehicles Chargning Service

In this project, the goal is to wireframe a progressive web application for a location independent charging service for elderly people.

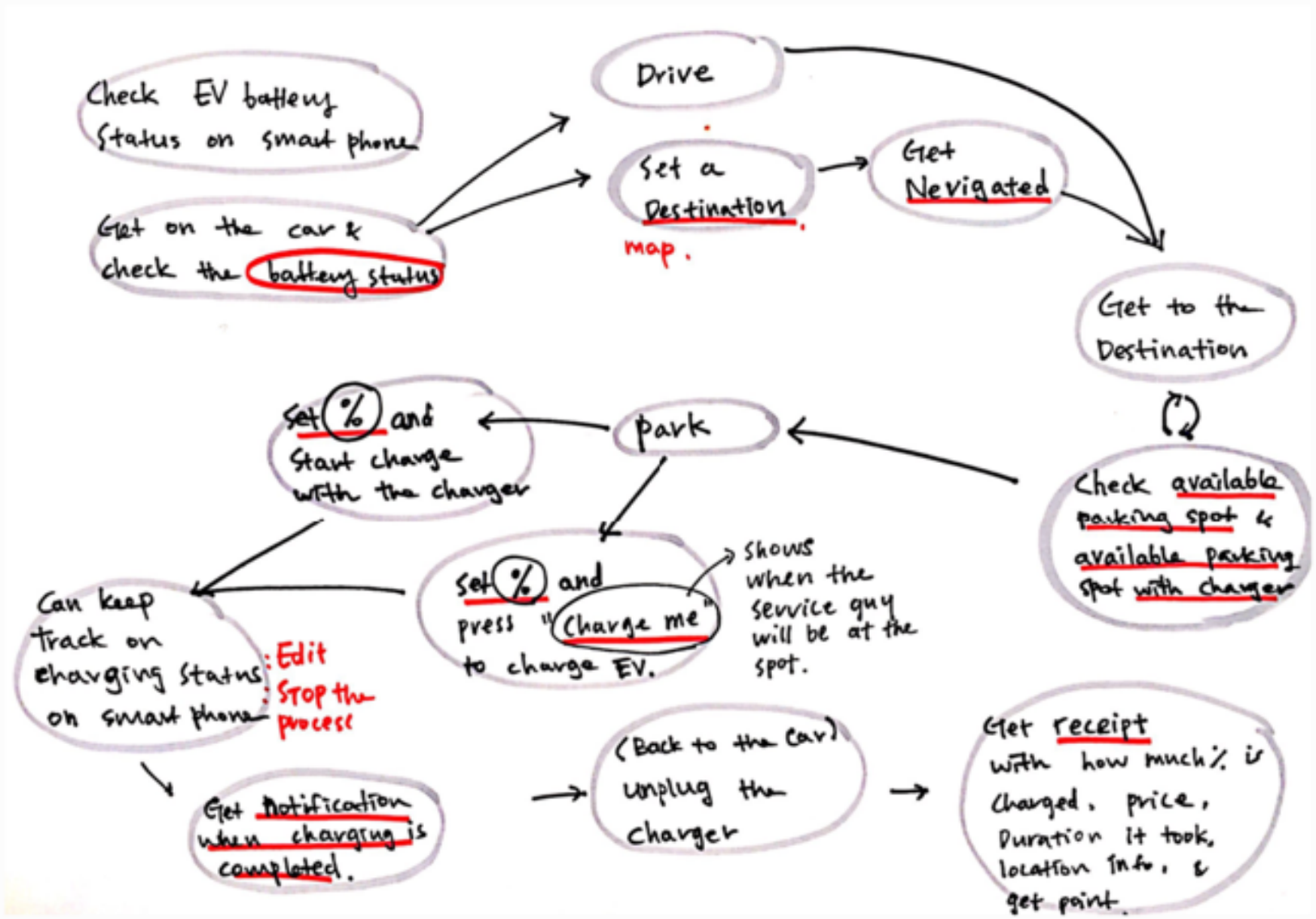
1. Ideation and Journey Map
2. Understadning the System
3. Persona & Scenario
4. Wireframe
5. Designing elements on sketch





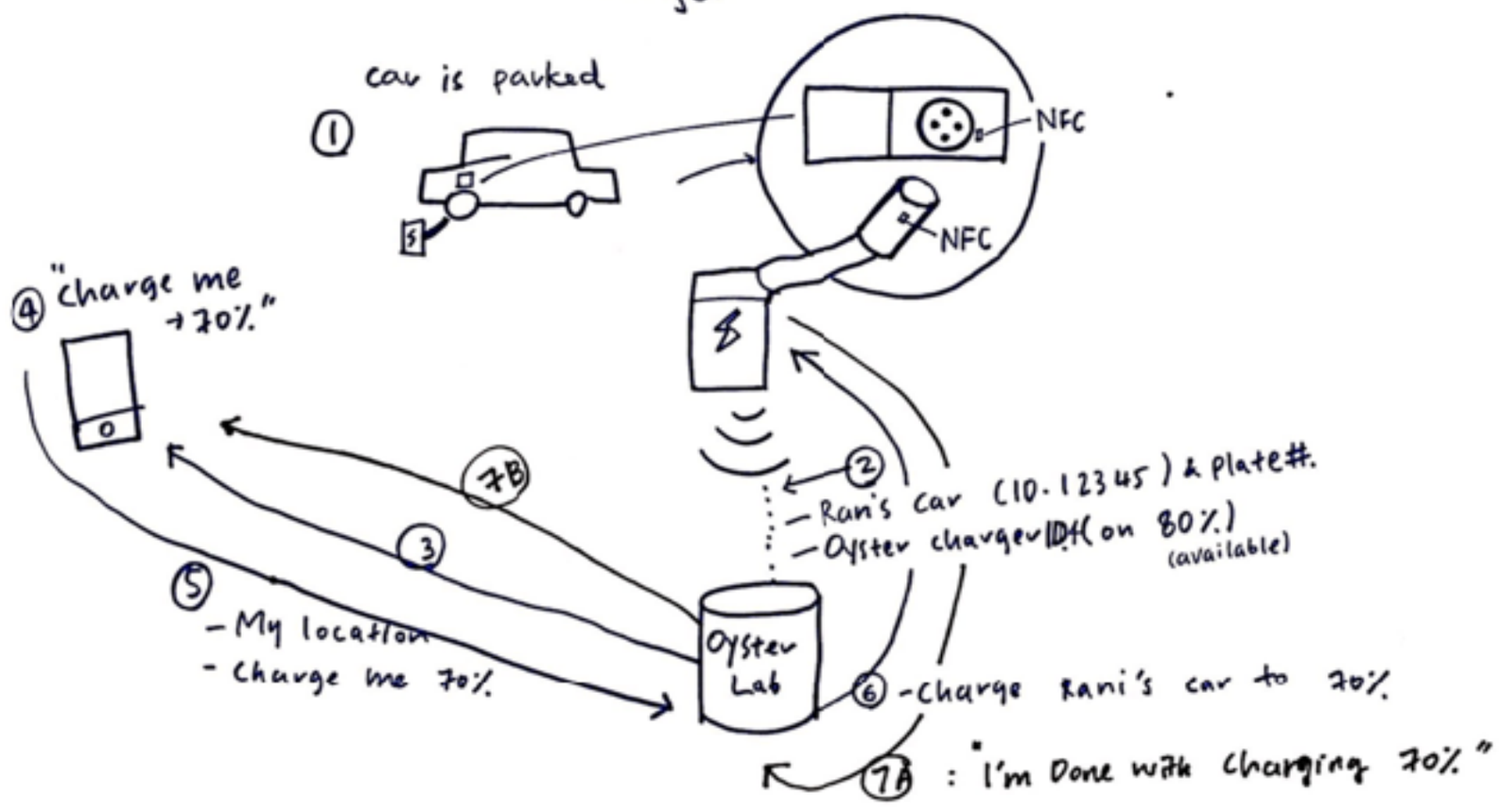
Journey Map for the Charging Service System

First, I conducted reserach about current status of an electric vehicle's charging system.
Once I ideated an Oyster Charging Service that allows people to charge their EV wherever they park,
I created a journey map to have a better understanding of flows and process.



How the Oyster Charging Service System Works

Scenario A: Once the car is parked where there is an available charger



7B → Send notification to Rani.
- 70% is charged!
- Bill info
- Time it took (duration) to charge up to 70%
- location - Points

⑧ unplug
- Send notification to Rani
- 70% is charged. "You've successfully unplugged" -Oyster charger
- Bill
- ...
- ...

Persona & Scenario

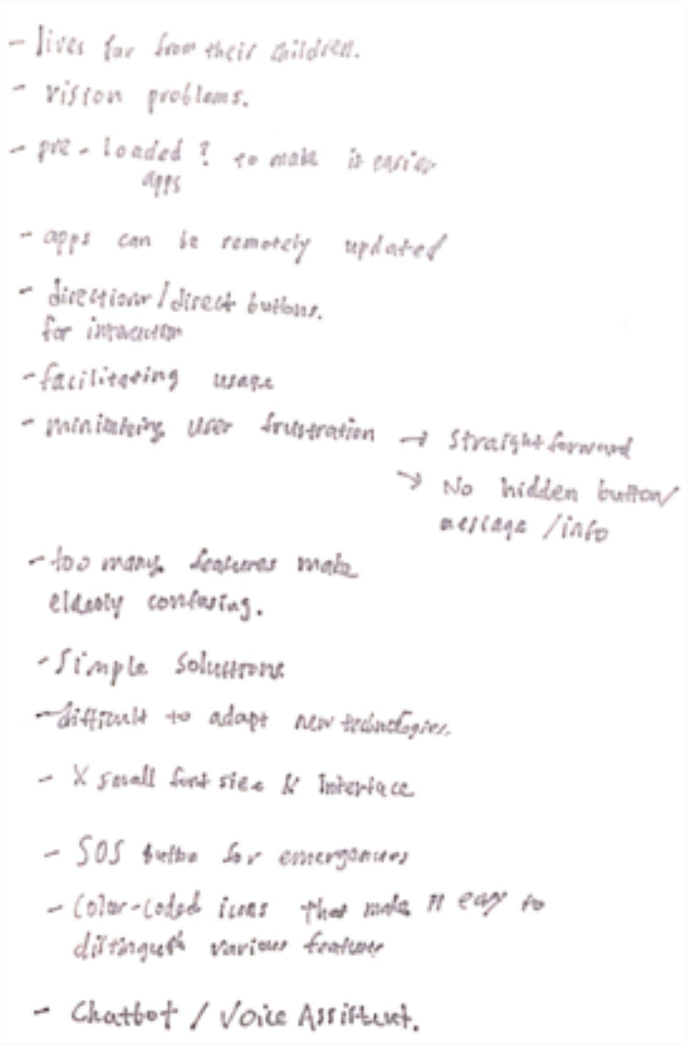
Understanding Persona and Scenario was crucial to find out users needs (60+).

Persona

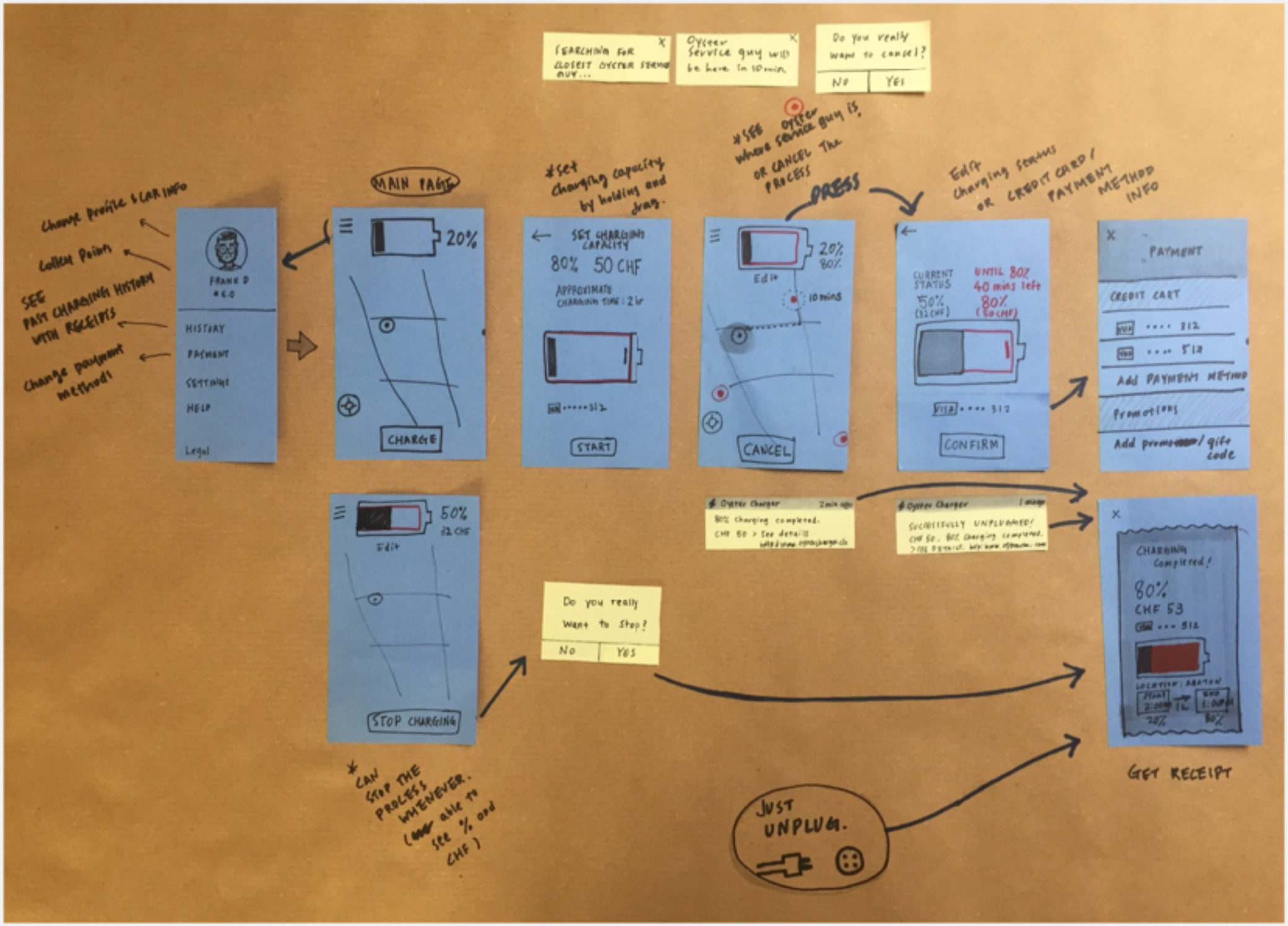
Frank
63 years old
About Frank:
- He is an Architect.
- He lived, studied and worked in London, England for 20 years.
- Now he lives in Wohlen in Switzerland with his wife, and their children live far away from them.
- Has a pretty easy going life so he and his wife like to go watch movies at a theatre from time to time.
- Is comfortable online but using mobile app is still challenging (or slow).
- Too many features gets him confused.
- He usually cannot find those hidden messages or informations on mobile apps.
- He has a vision problem, so he has to wear glasses while he is driving. Night time vision is also bad.
- He is pretty patient, but he prefers simple solutions.
- He and his wife care about environment.
- He and his wife bought an electric vehicle just couple months ago.

Scenario

Frank and his wife decided to go watch a movie at Abaton Kino in Zurich today. They will be driving their electric vehicle to the theatre, and they want to charge their car while they are watching a movie.

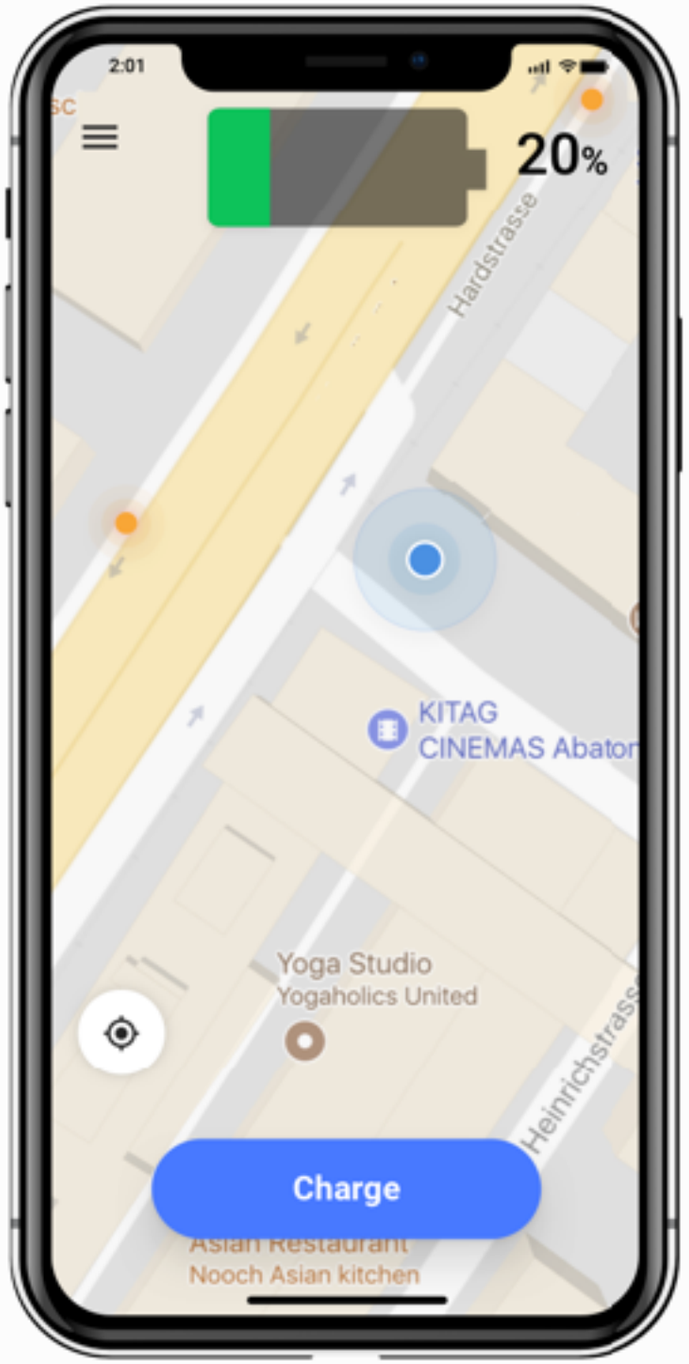


Wireframe

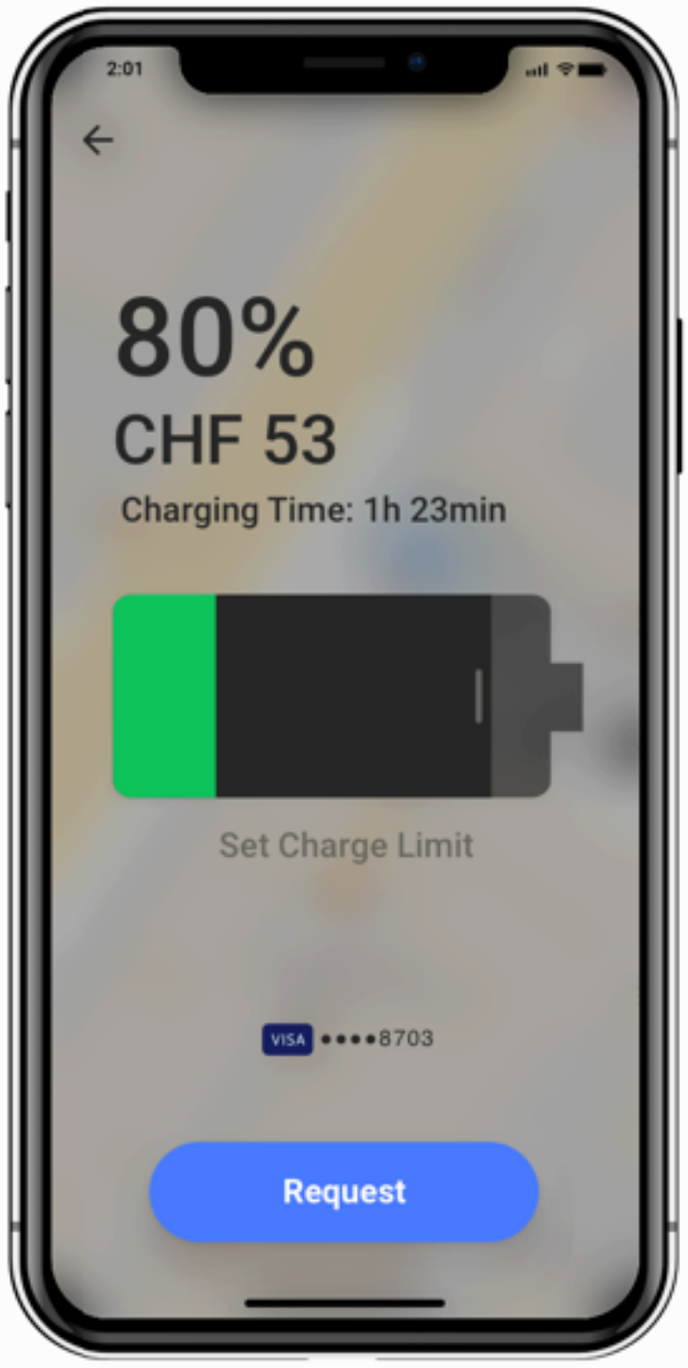

Change profile & car info
Collect Points
SEE PAST CHARGING HISTORY WITH RECEIPTS
Change payment methods
FRANK D
4.6.0
HISTORY
PAYMENT
SETTINGS
HELP
Legal
MAIN PAGE
20%
CHARGE
*set charging capacity by holding and drag.
SET CHARGING CAPACITY
80% 50 CHF
APPROXIMATE CHARGING TIME: 2 hr
START
SEARCHING FOR CLOSEST OYSTER SERVICE GUY...
Oyster service guy will be here in 10 min
Do you really want to cancel?
NO
YES
*SEE Oyster service guy is, OR CANCEL THE PROCESS
PRESS
20%
80%
Edit
10 mins
CANCEL
Edit charging status OR CREDIT CARD / PAYMENT METHOD INFO
CURRENT STATUS
50%
UNTIL 80%
40 mins left
80%
CONFIRM
PAYMENT
CREDIT CART
Add PAYMENT METHOD
Promotions
Add promo / gift code
Oyster Charger
80% charging completed.
CHF 60 > See details
SUCCESSFULLY UNPLUGGED!
50%
Edit
STOP CHARGING
Do you really Want to Stop?
NO
YES
CHARGING Completed!
80%
CHF 53
LOCATION: ABATON
START
END
GET RECEIPT
JUST UNPLUG.
* CAN STOP THE PROCESS WHENEVER. (able to see % and CHF)

Designing elements on Sketch

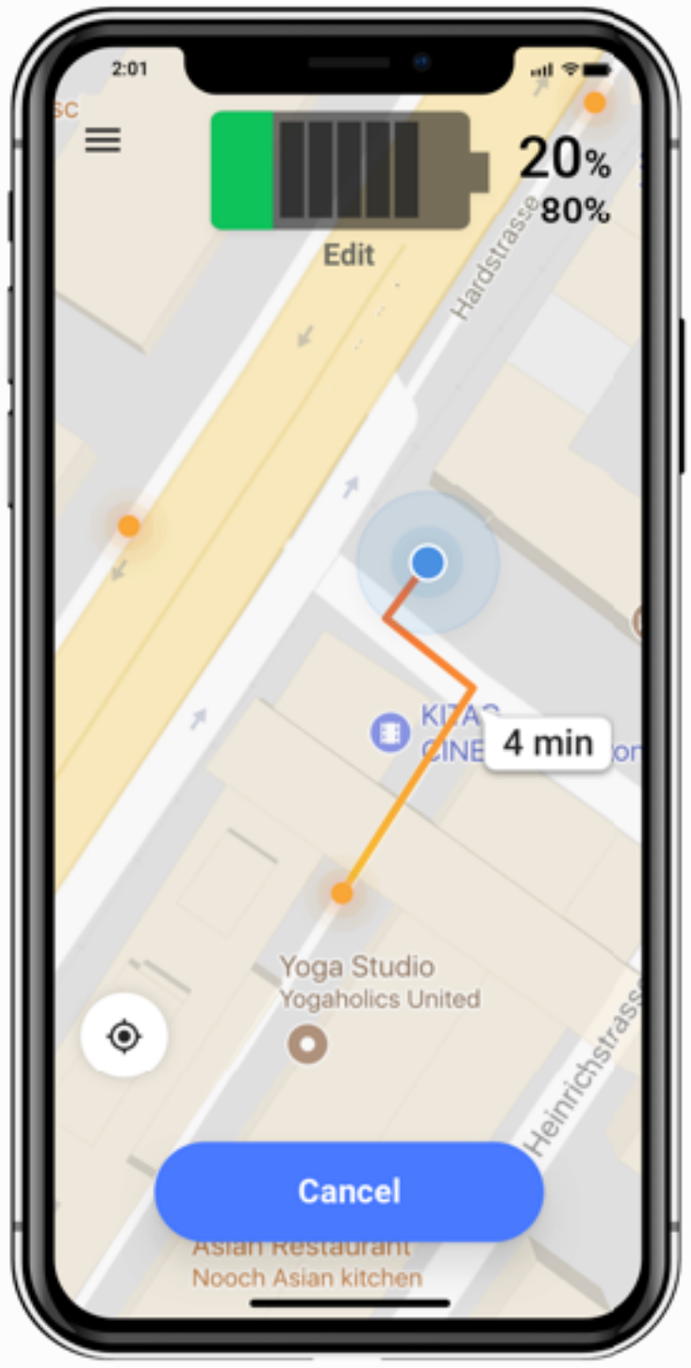
Minimizing user frustration with
direct - no hidden buttons or info.
Minimizing features for simple solutions.
Bold and big font and interface design.
Color-coded icons that make features clear
and easy to distinguish.



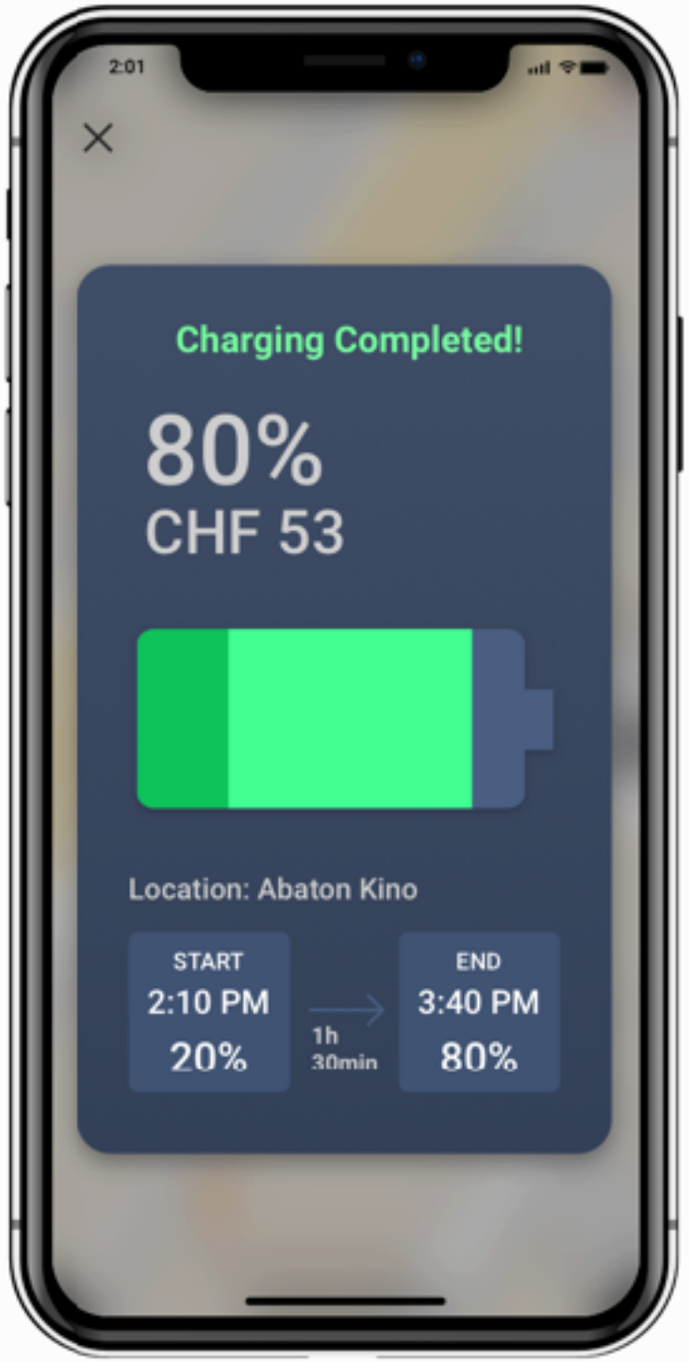
Main page



Setting charging limit
by hold and drag



Checking the location of
Oyster service guy


2:01
Charging Completed!
80%
CHF 53
Location: Abaton Kino
START
2:10 PM
20%
1h
30min
END
3:40 PM
80%

Receipt