

# P O R T F O L I O

⌘ UI/UX DESIGNER ⌘

**JIDONG QIAN**

# RECENT PROJECTS

2016



**Sea**

**Singapore**

Ocha POS System

2016-2019

2022

oppo

**OPPO**

**Singapore**

Theme Store

2019-2022

App Market

Online Campaign

# Ocha

## UI/UX DESIGN

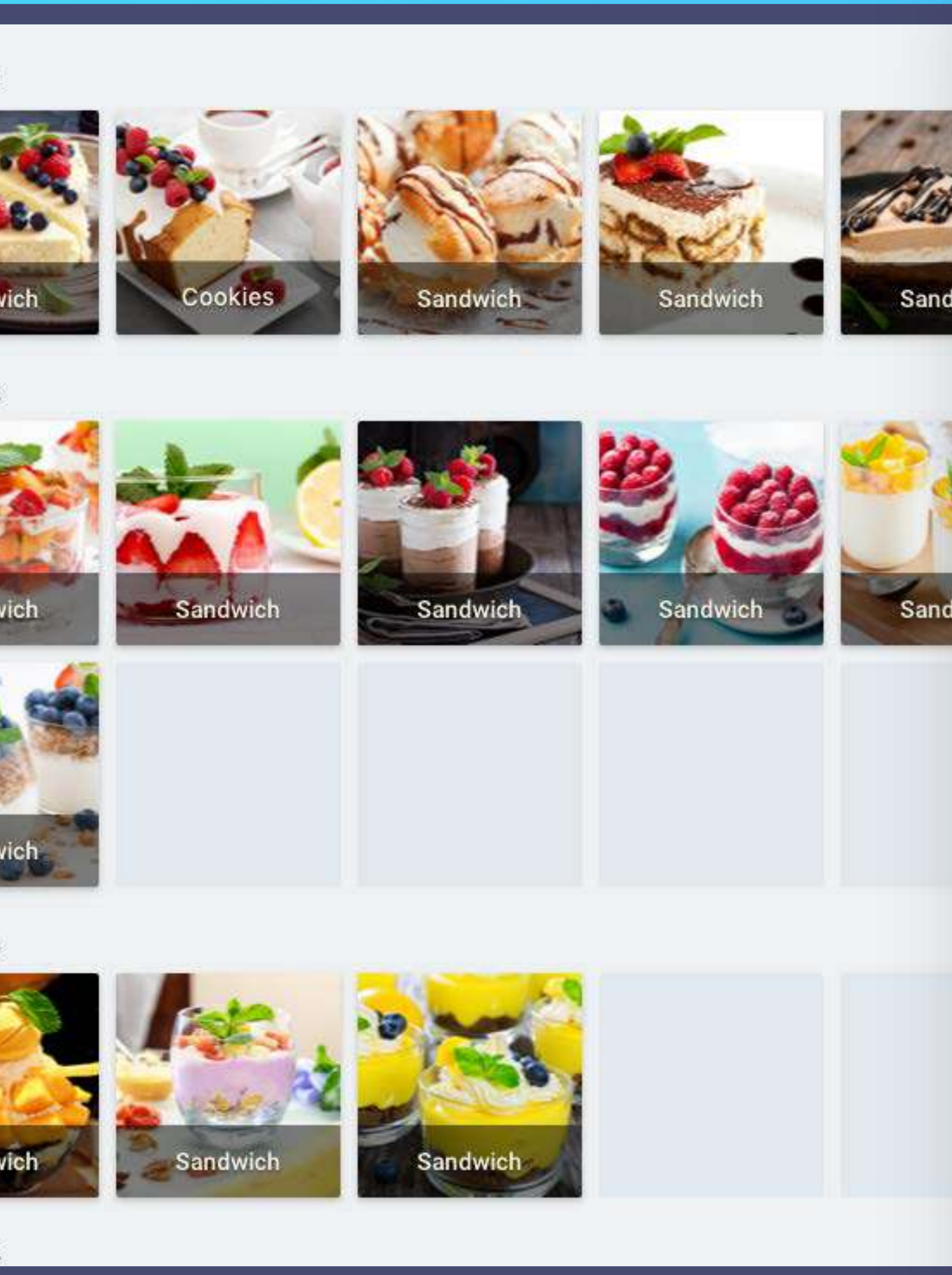


©cha

# TONALITY

- Fresh
- Efficiency
- Healthy
- Joyful
- Moment





🛒 T27001      👤 00

Custom Amount      S\$18.90

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Discounts      -S\$2.00

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👉 Kitchen    🗑️ Clear All    ⋮

Subtotal  
S\$16.90

Print

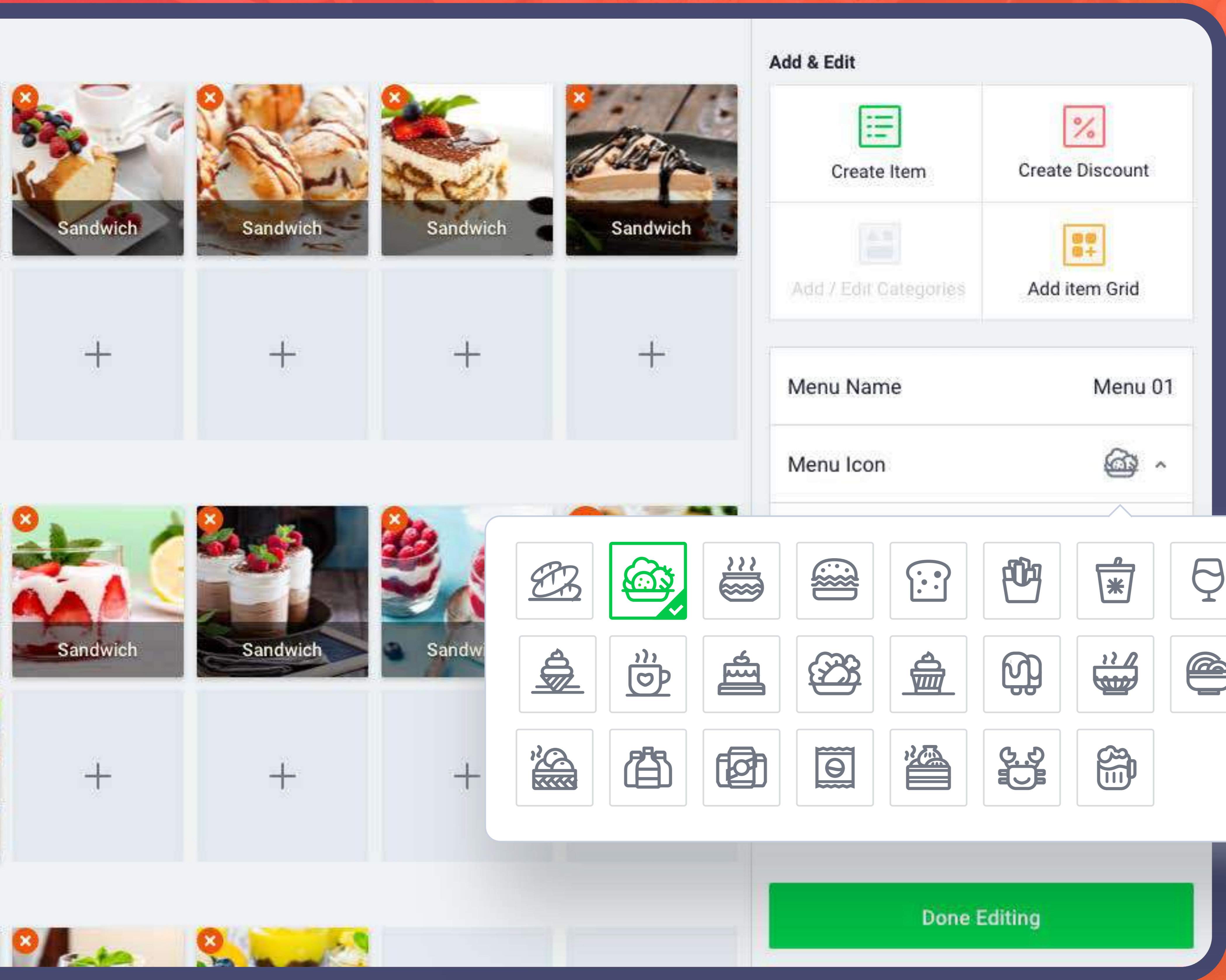
Save      Charge

# MENU PAGE DESIGN

The grid menu with the picture shows the dishes well and can be infinitely expanded. The operation area on the right is more accessible to check/place the order, improving work efficiency.

# DISH ICON DESIGN

Easy-to-understand icon design can help menu managers manage their dishes more quickly and easily and shorten the ordering staff's thinking time when customers order food.



# ORDER PAGE DESIGN

Asian customers have a high demand for personalization, food portions, unique ingredient additions, etc. This page is designed to meet the special needs of customers.

### Honey Green Tea ( One Only )

<b>Small</b> S\$80	<b>Medium</b> S\$100	<b>Large</b> S\$120
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### Topping ( Multiple )

<b>Ice</b> S\$80	<b>Pearl</b> S\$100	<b>Jelly</b> S\$120
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### Discount

<b>20%</b> Student Discount	<b>-S\$2</b> Birthday Discount
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### Quantity

-	1	+
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### Note

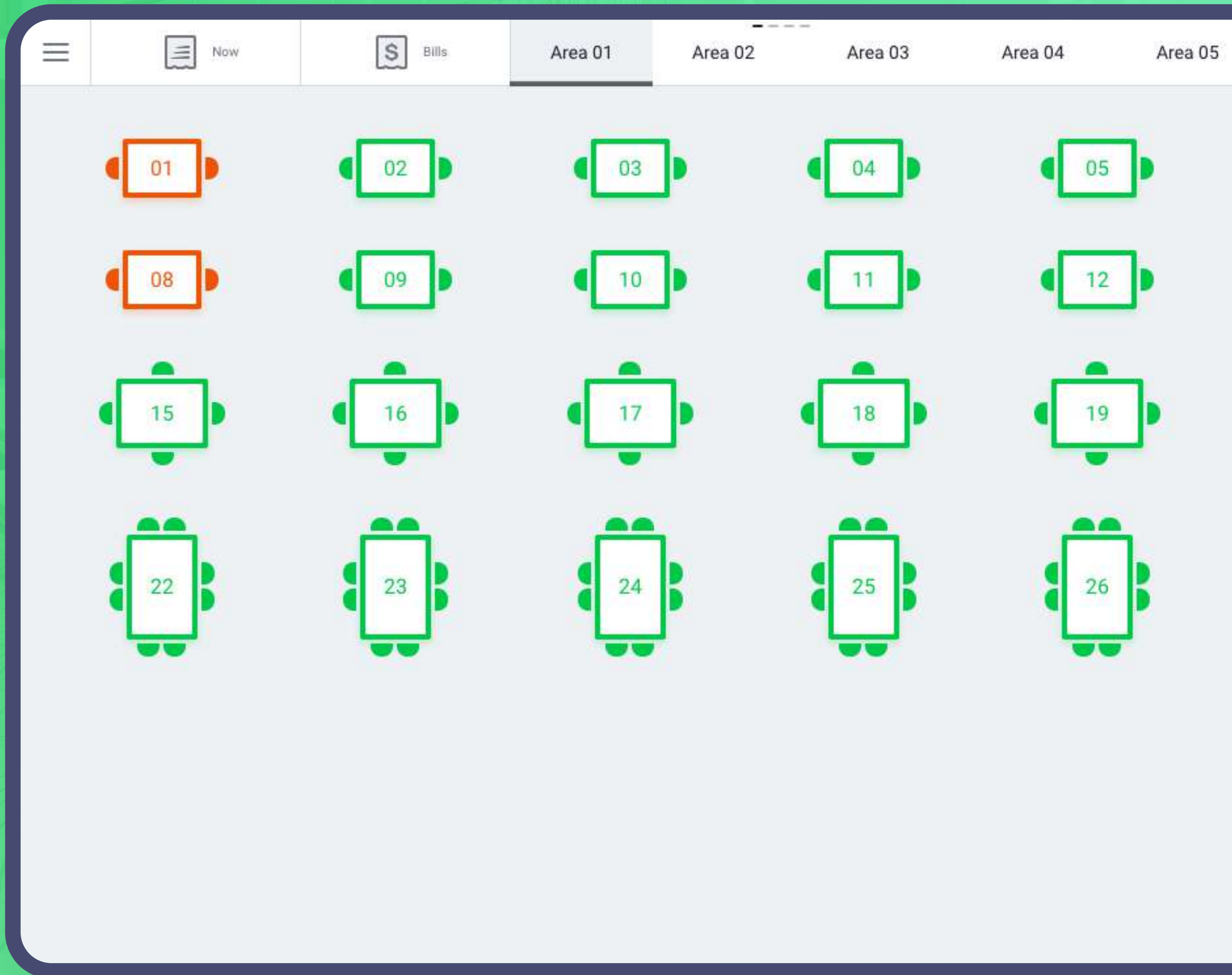
Add Notes

Remove Item

Cancel Save

# AREA PAGE DESIGN

For large restaurants, hundreds of tables are challenging to manage during rush hours. This design tells restaurant staff where the table is and how the table shape is, and a more visualized design improves work efficiency.














# CHECKOUT PAGE DESIGN

Due to the enormous value of the currency in Southeast Asia, the design of the checkout page is particularly important, both to support online payments and cash payments, and the cash payment process should be simpler and faster.

← Charge S\$ 16.90

 Cash	Received S\$20.00	Amount Due S\$16.90	Change S\$3.10
--	----------------------	------------------------	-------------------

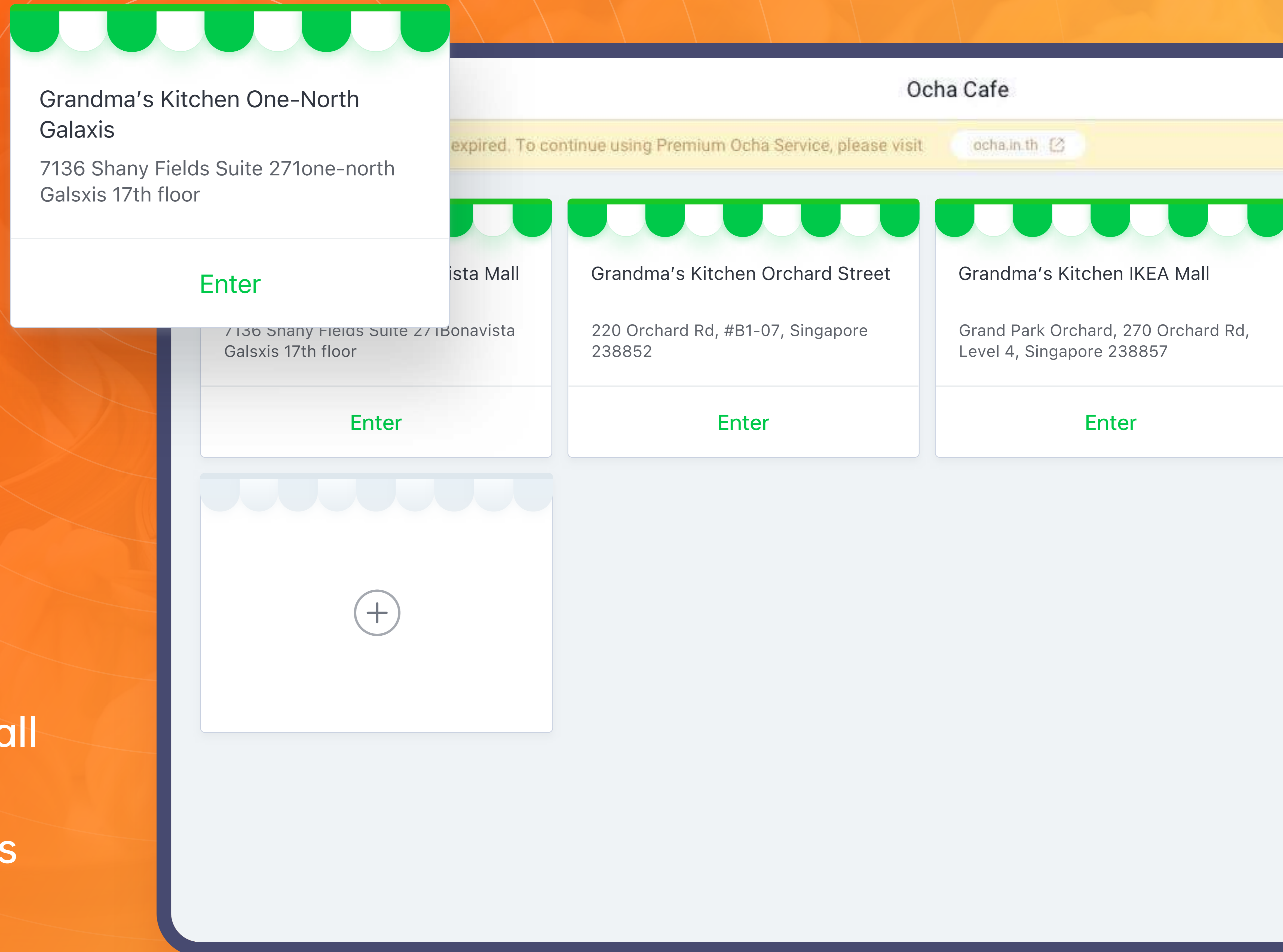
 Airpay	<b>S\$17.00</b>	<b>S\$20.00</b>	<b>S\$25.00</b>
--	-----------------	-----------------	-----------------

 Visa	7	8	9	
 Master	4	5	6	
 Transfer	1	2	3	C
 Others	0	00	.	

Confirm Payment

# CHAIN STORE PAGE DESIGN

For chain restaurants, managers can view and control the operation of all stores through this page even when the managers are on vacation.





Ocha



# CHARACTER DESIGNS



# TAO'S FESTIVAL ILLUSTRATION



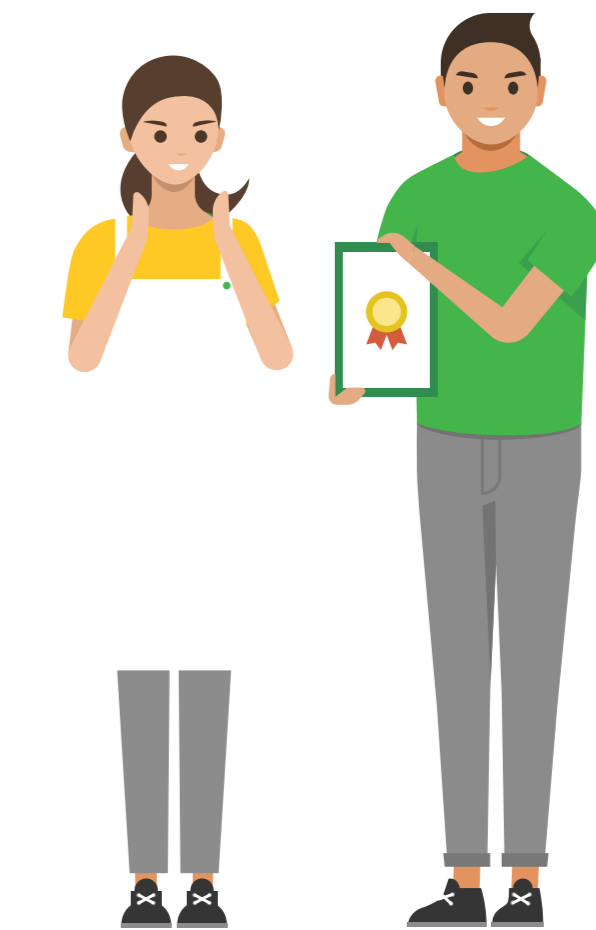
# BLANK PAGE ILLUSTRATION



Update Completed



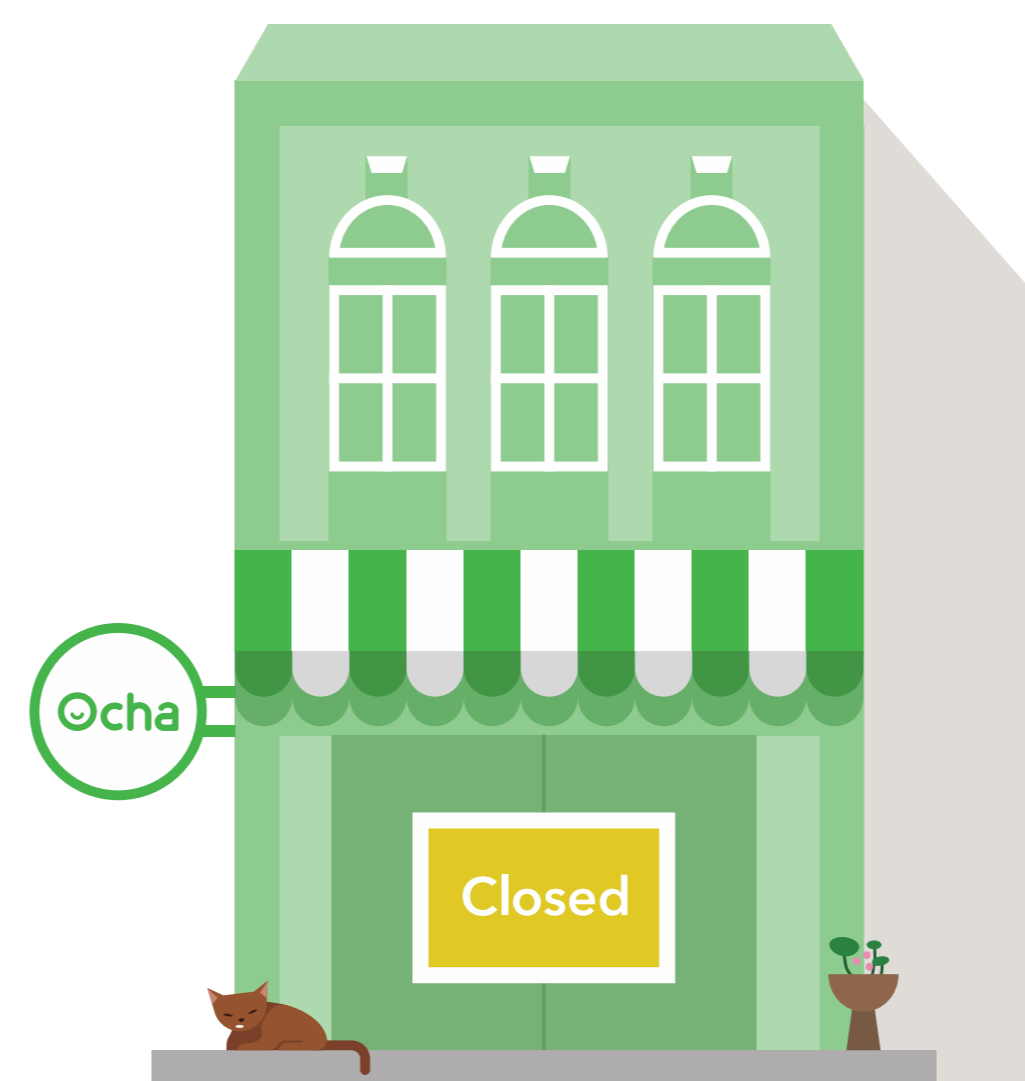
No Selection



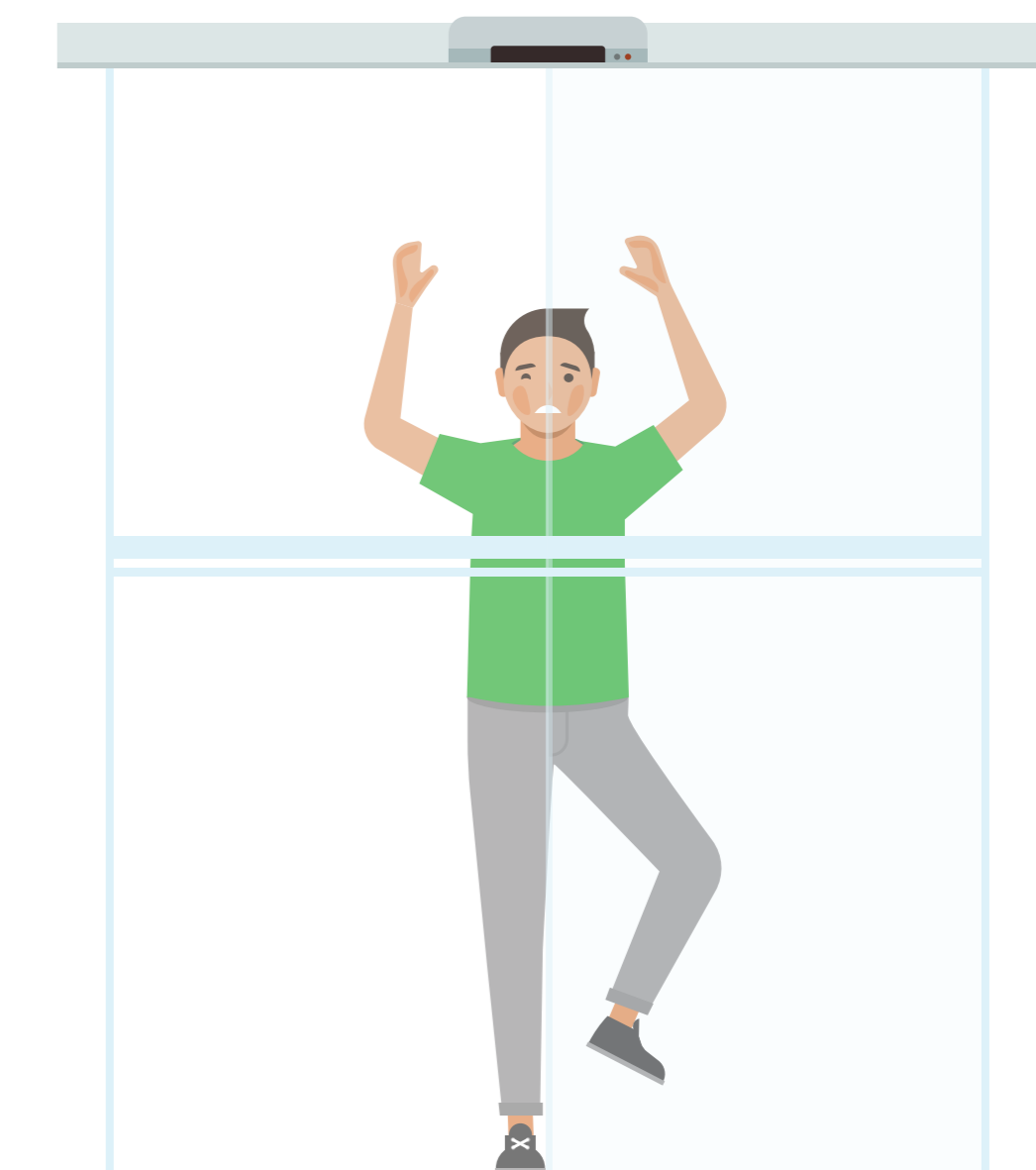
Congratulations



Dis-connected



Shop Closed



Whoops! Login Failed



©cha

# MASCOT DESIGN

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THE  
PROCESS & RESULT





# COLOR RESEARCH

MASCOT DESIGN

Religion

Lively



# GRAPHIC RESEARCH

MASCOT DESIGN

Totem

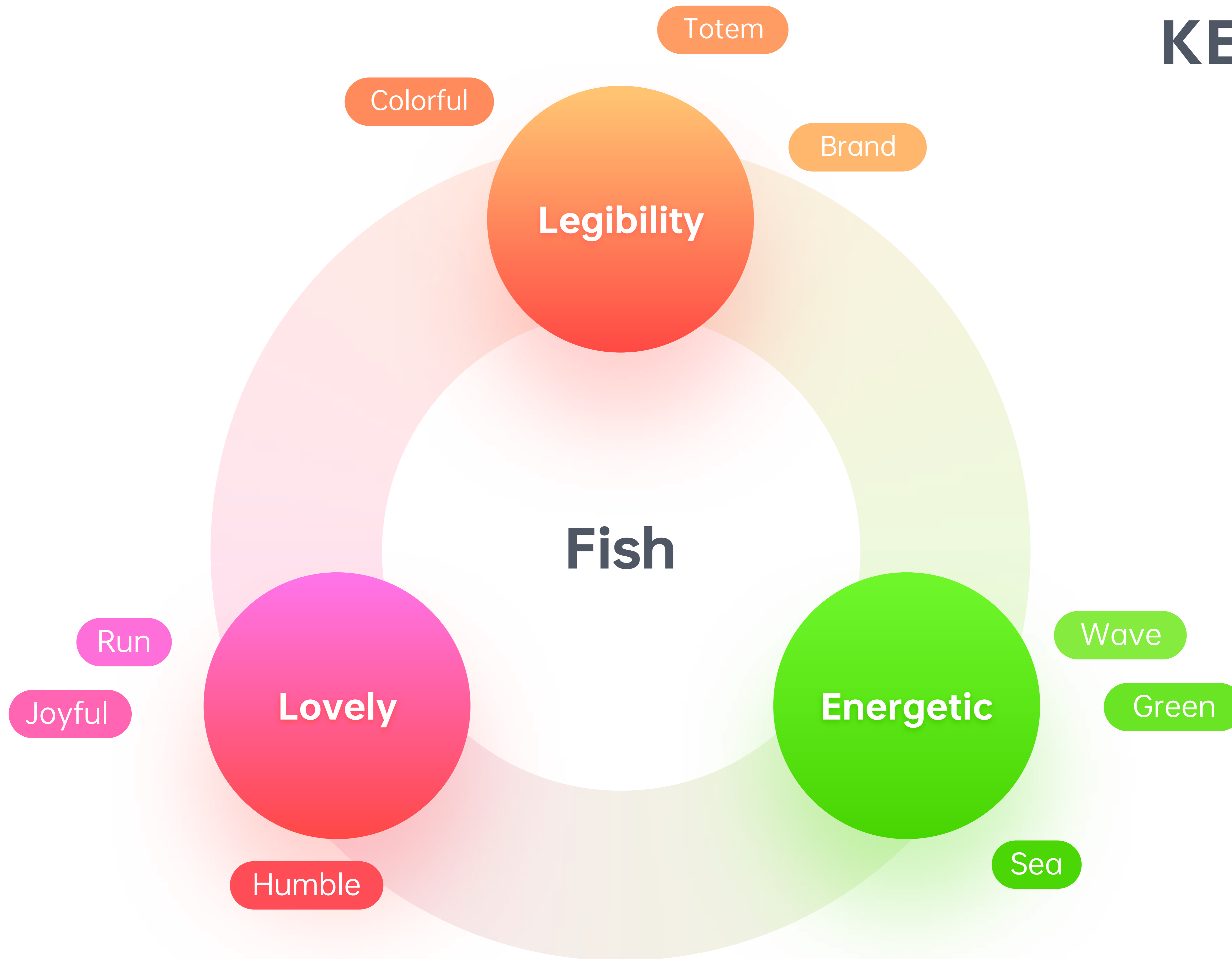
Fish

Wing

Bird

# KEY WORDS

## MASCOT DESIGN



# SYMBOLIC MEANINGS OF FISH

MASCOT DESIGN

Lively

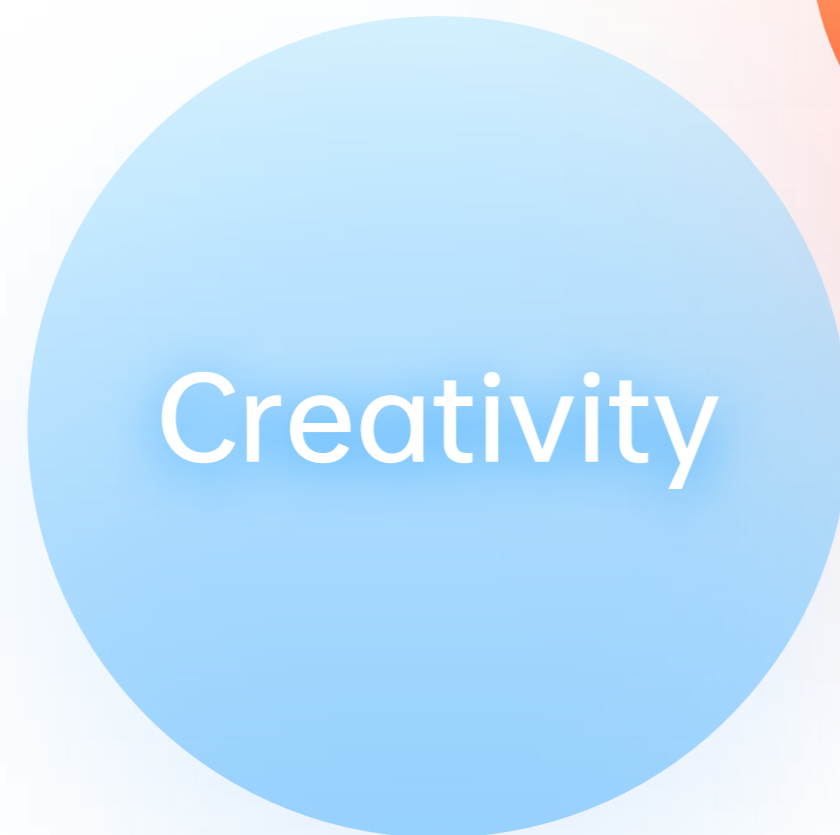
Transformation

Eternity

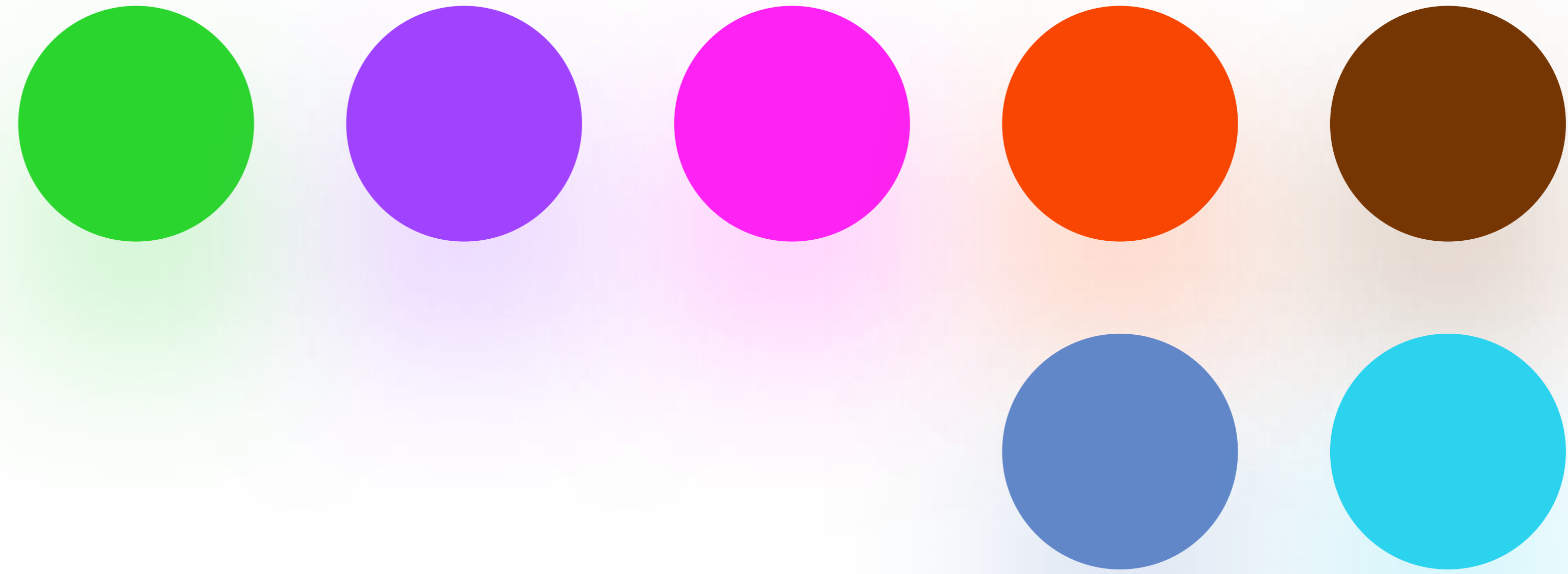
Good luck

Fertility

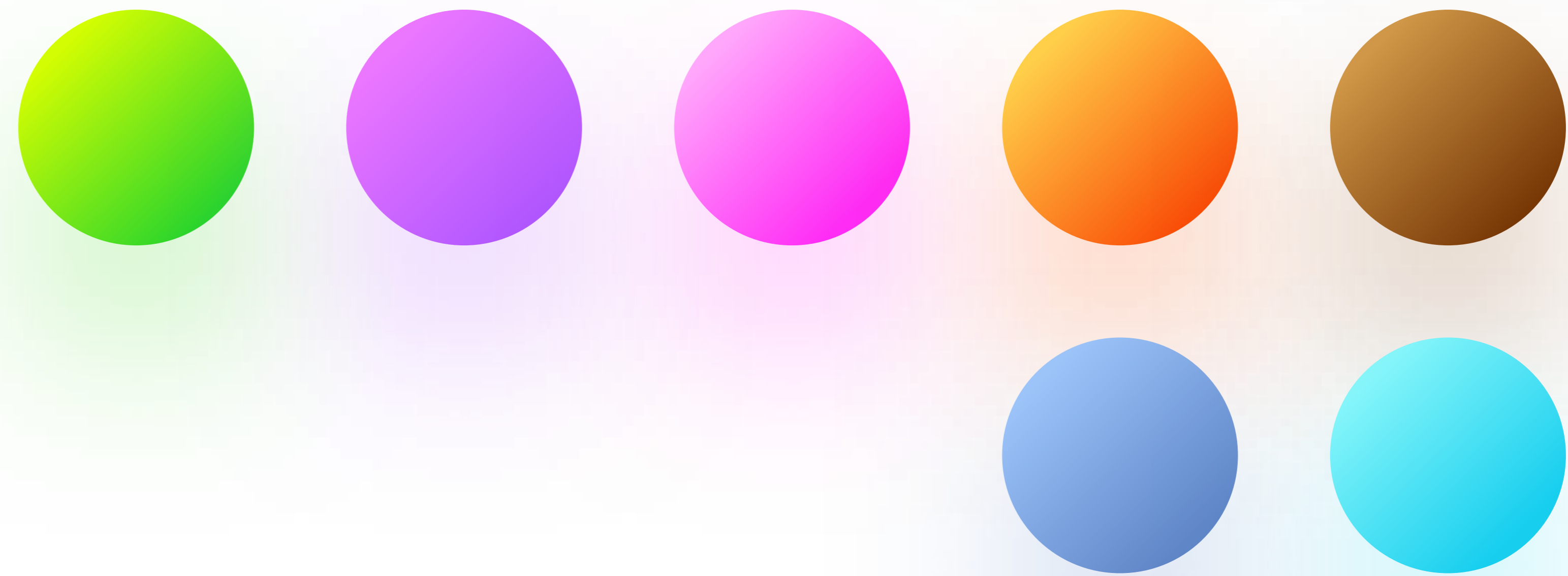
Creativity



**SOLID** COLOR



**GRADIENT** COLOR





**SKETCH**  
MASCOT DESIGN

胡英  
果绿  
果粉  
粉紫

MasCot

Green

"tired"

- 2nd
- Inventory
- Manager Dashboard
- Home cards
- Report C3
- 7. Summary

see eye

Ocha -> @ eye

古灵精怪

joyful

CUTE

See Sea  
fish

Green

# OCHA MASCOT

## MASCOT DESIGN

<b>NAME</b>	Ocha
<b>GENDER</b>	Male
<b>BIRTHDAY</b>	12/12/2017
<b>HOBBY</b>	Eating, Talking, Swimming



**SIDE**



**FRONT**



**BACK**







# DREAMLAND

OPPO PHONE THEME DESIGN

# ACHIEVEMENT

# 1.8 B+ Download

2 weeks download 600K +, 1 month download 1 M +, OMG Theme Design Series Top 01 theme design



**India ≈ 5.4 M**



**Indonesia ≈ 1.4 M**

Malaysia ≈ 247 K +

Thailand ≈ 421 K +

Philippines ≈ 449 K +

Vietnam ≈ 251 K +

# NO. OF THE OPPO PHONE USERS IN ASIA



India  $\approx$  48.2 M



Indonesia  $\approx$  28.9 M

Malaysia  $\approx$  4.6 M

Thailand  $\approx$  8.5 M

Vietnam  $\approx$  9.1 M

Philippines  $\approx$  8.4 M



# INDIA TARGET MARKETS

Hindu  $\approx$  50%

Male users  $\approx$  80%

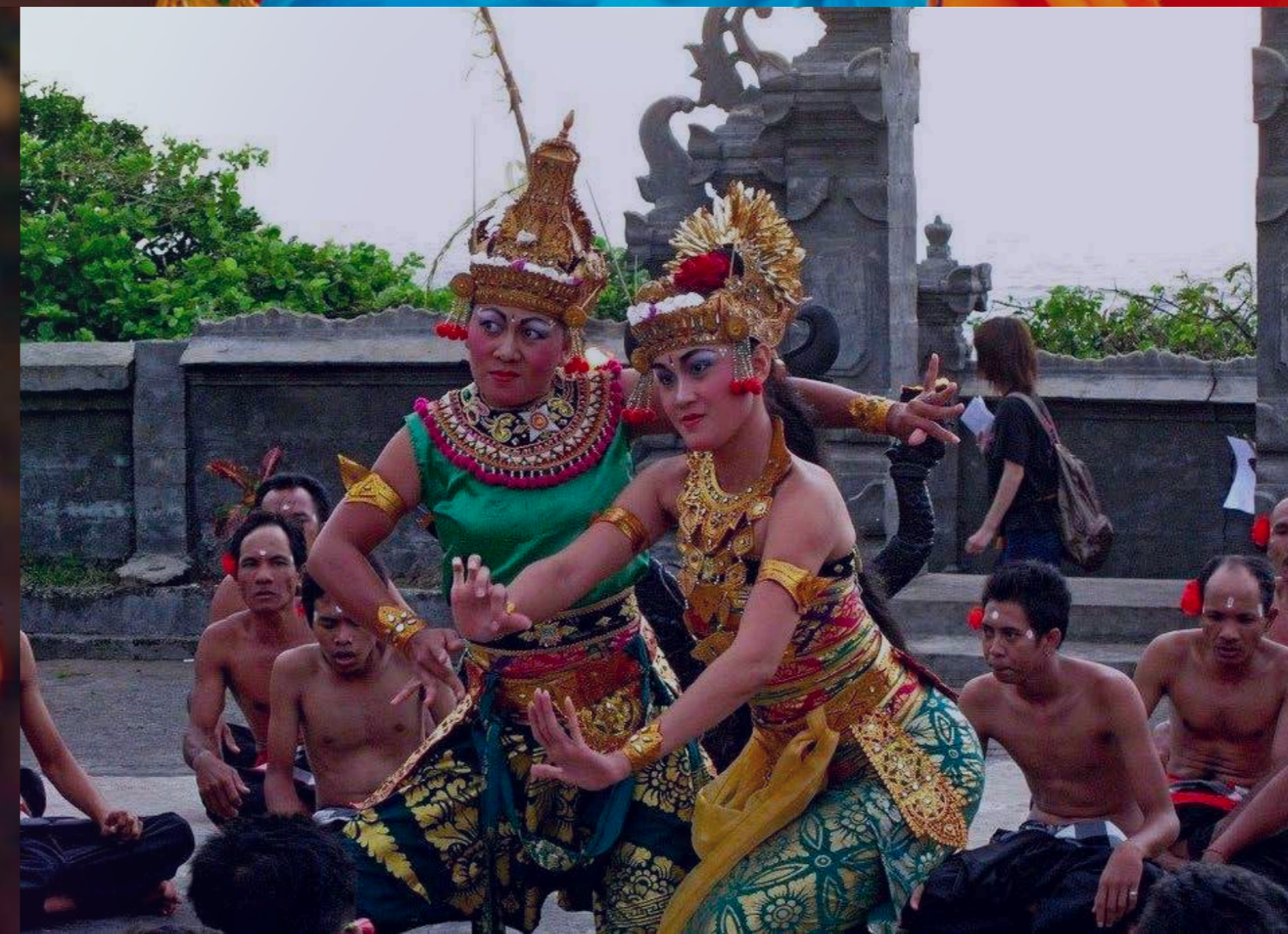




# INDONESIA TARGET MARKETS

Muslim  $\approx$  87%

Female users  $\approx$  93%



# KEY WORDS EXTRACTED & TONALITY



**Mysterious**  
Fairy Tale



**Colorful**  
Attractive



**Cute**  
Asian Culture



**Story**  
Series

# IDEA AND FUTURE COMMERCIALITY

Before starting this theme design, I thought about its sustainability and future commerciality. Of course, to achieve the above two points, I must do the user's favorite theme design, so I began to study the cultural background of the target markets and sorted out a good structure.

Character: Little boy

Characteristics: Imaginative and willing to try adventure

Style: Fantasy

Continuity: Little boy adventure series. The adventure process is also the process of opening up the life of the little boy. What he sees and hears, strange people, and strange things will happen on the path of adventuring, using storytelling to increase the sense of immersion of users to generate the viscosity of downloading and using

# ICON DESIGN



Mail

I am your loved buddy who helps you to receive and send important emails.



Messages

I know you have more Apps to assist in communicating with your loved ones, but please do not neglect me.



FMRadio

Although I am an old guy, my mind is super fast, I can offer you what you want to listen.



Theme Store

Tired of how ugly your phone is? I will deliver a tremendous surprise to you with my mystical power.



Contacts

Hey! I help you to memorize all the numbers. Do not envy my remarkable memory.

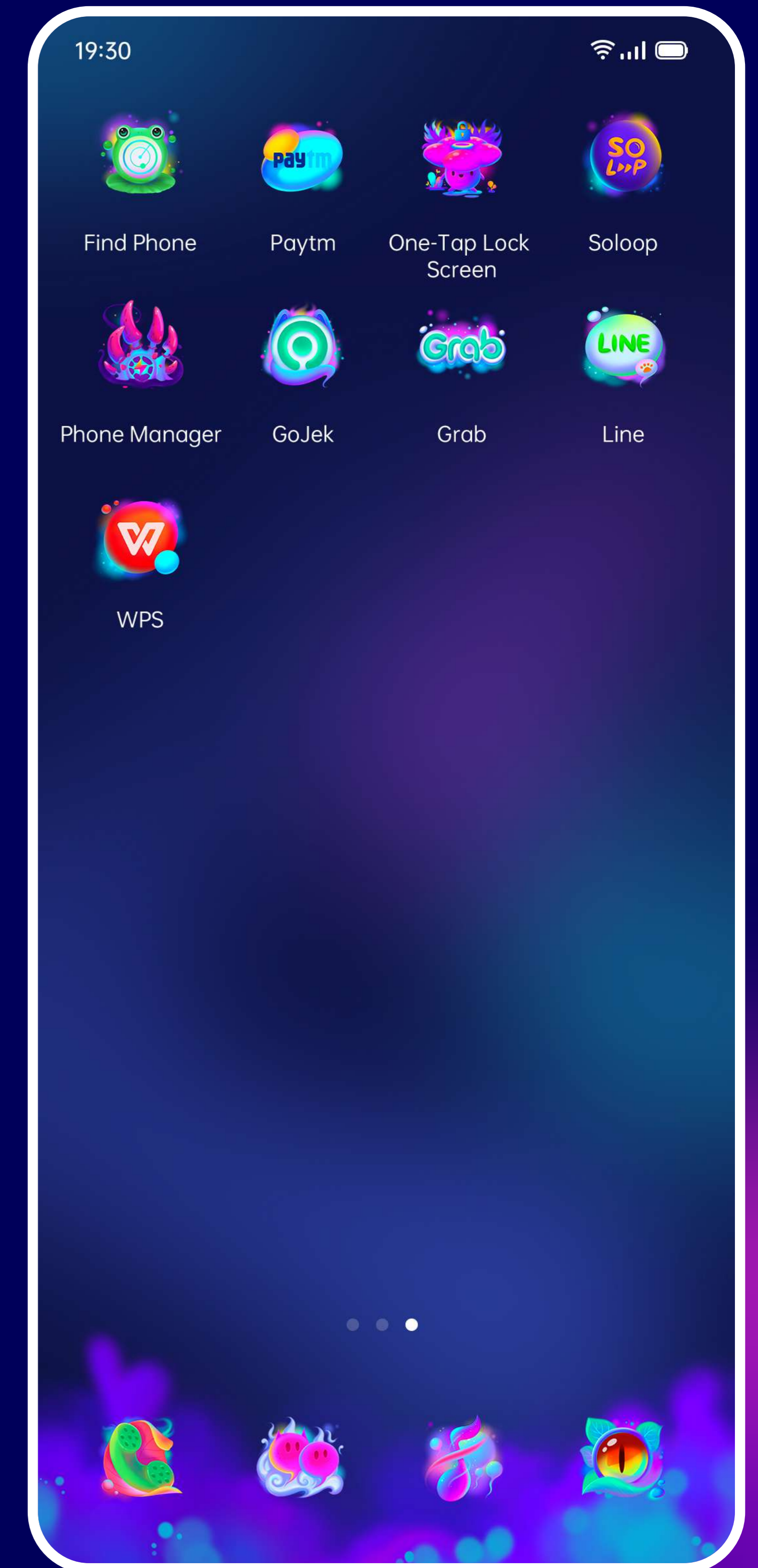
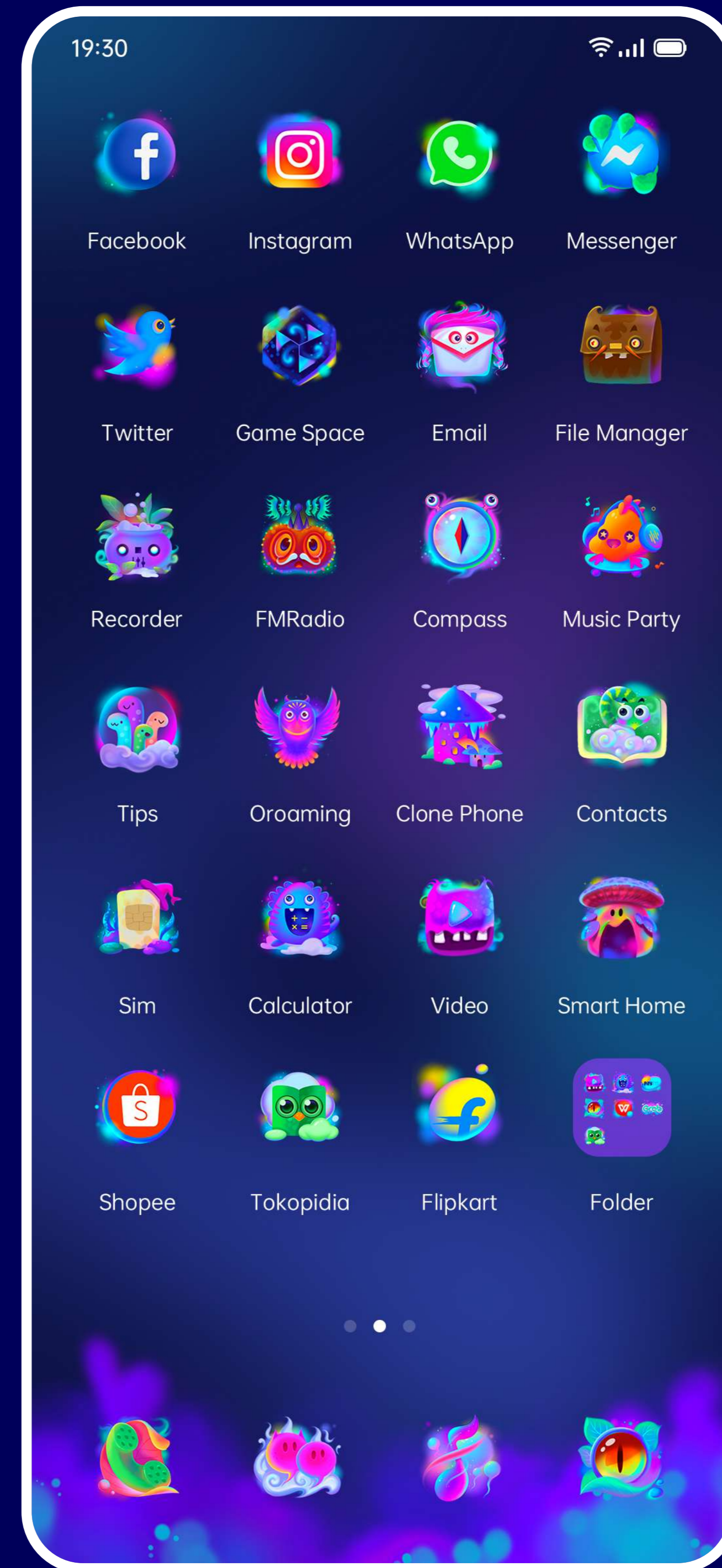
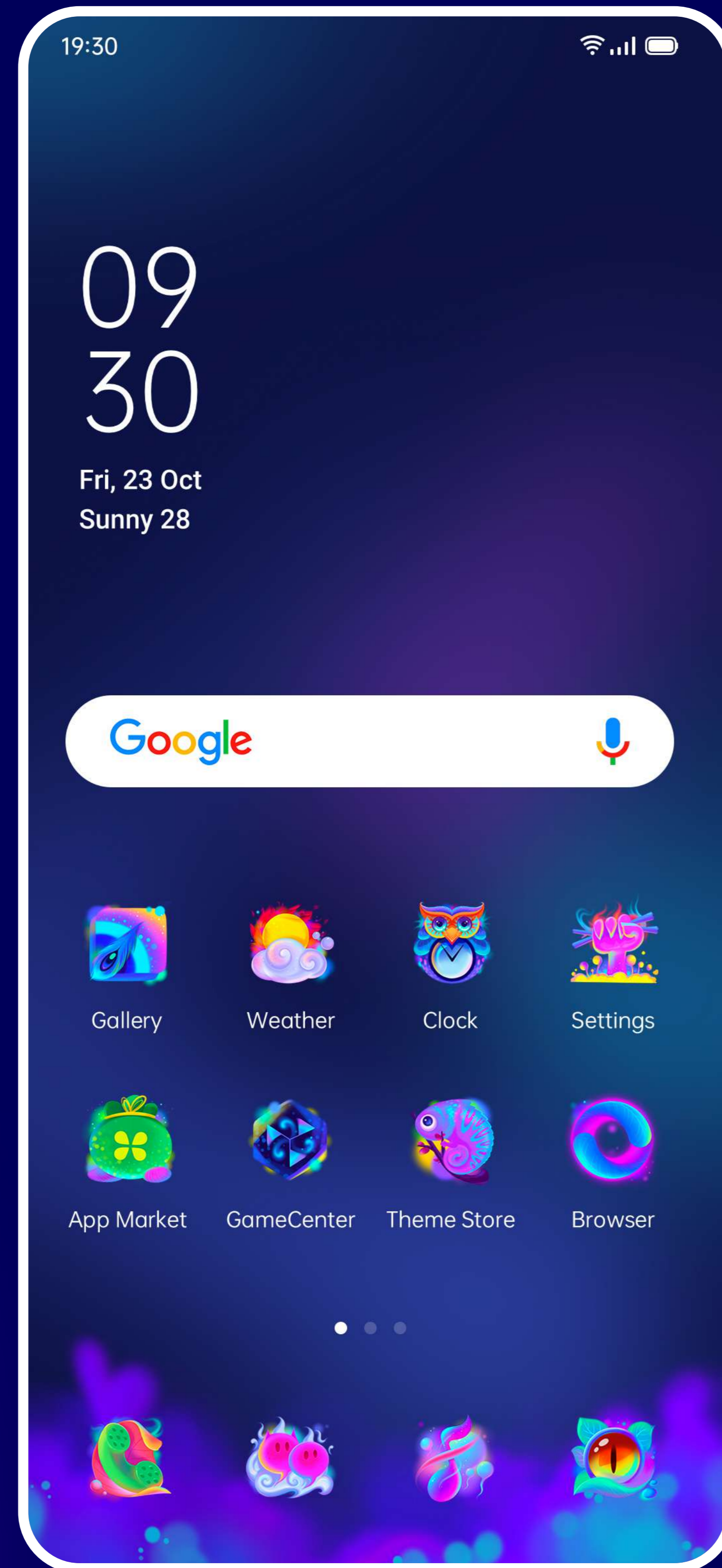
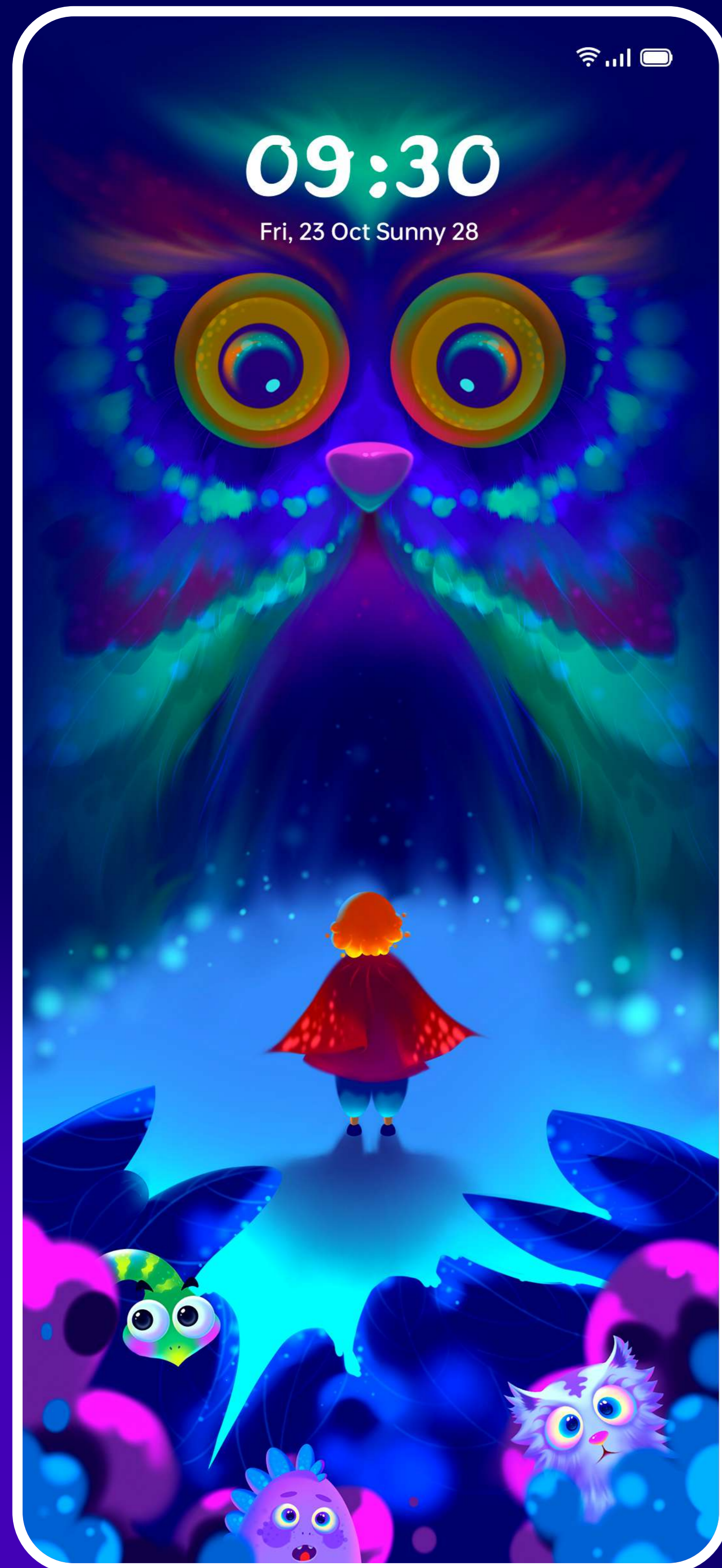


Camera

I will represent your eye. I can capture the beauty of everything around you every day.



# LOCKSCREEN & ICON



# APP MARKET UX&UI REDESIGN

OVERSEAS V9.0



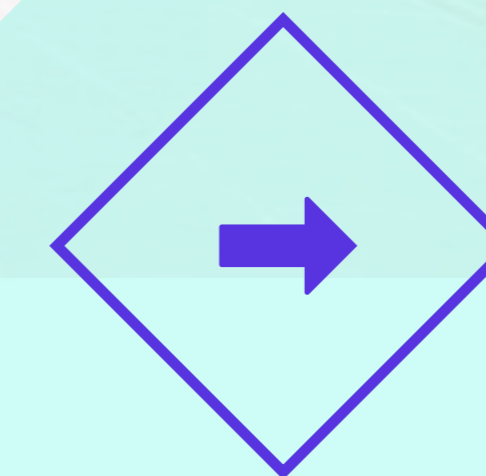


# INDIA INDONESIA

01



02



03

- REDESIGN REASONS
- RESEARCH

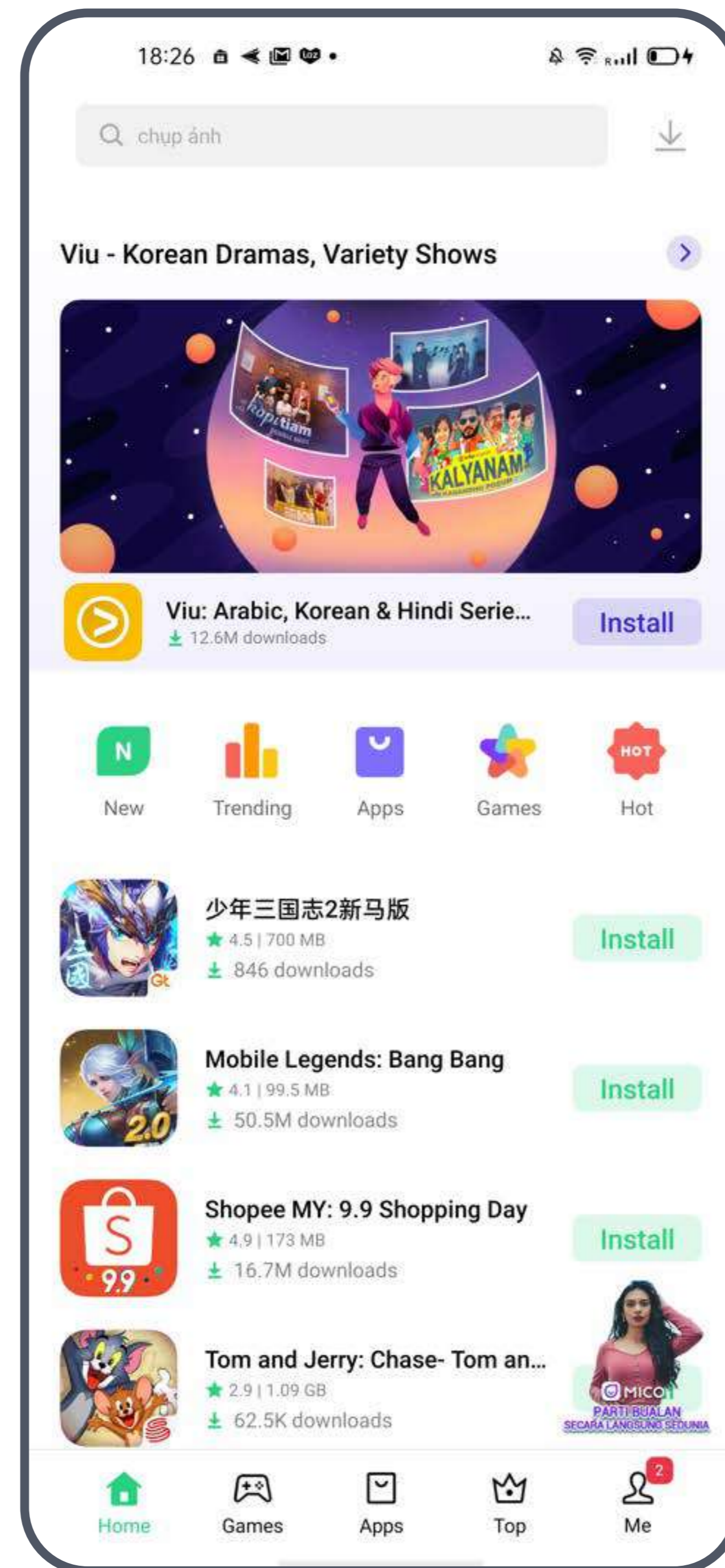
- UX&UI DESIGN
- LOCAL FEEDBACK

- DATA VERIFICATION

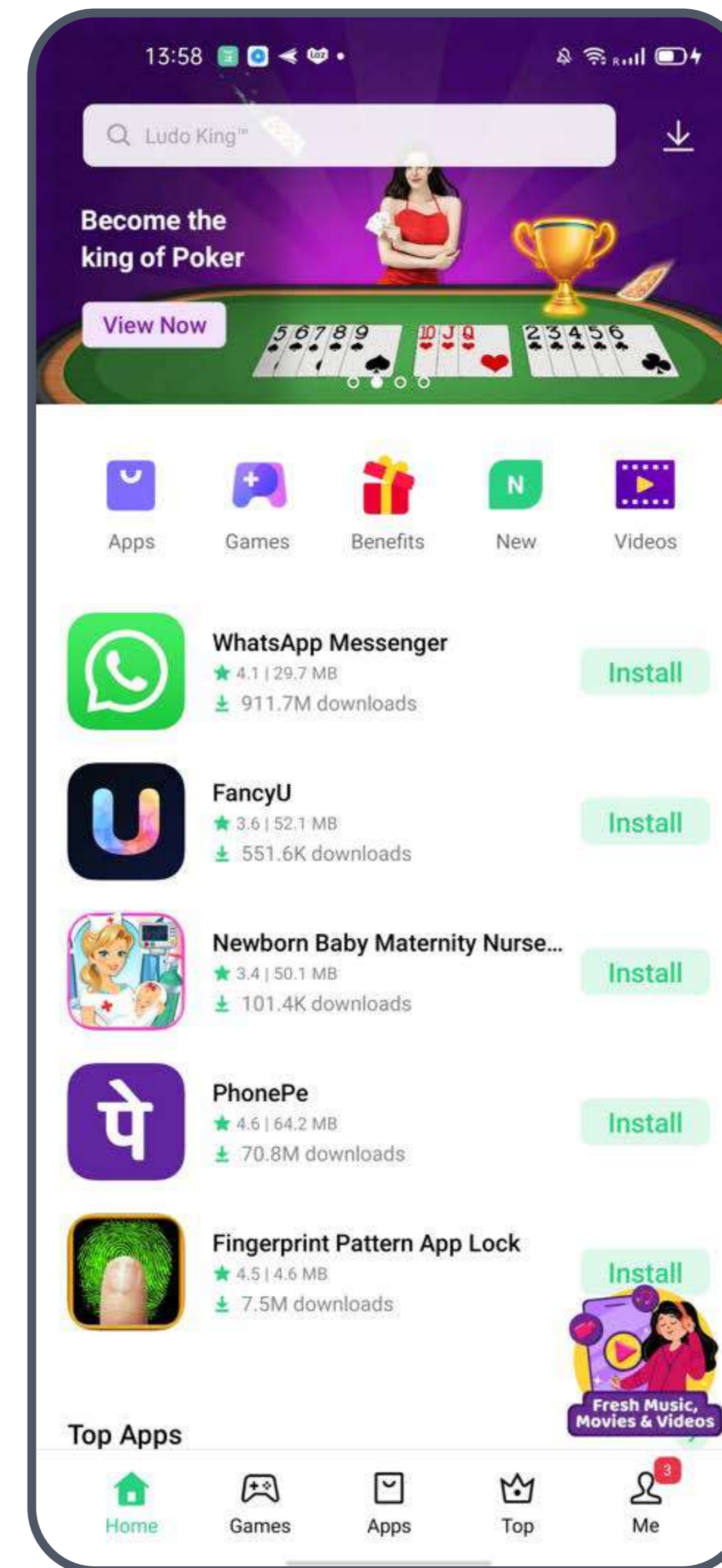
# REASONS & RESEARCH

# 01

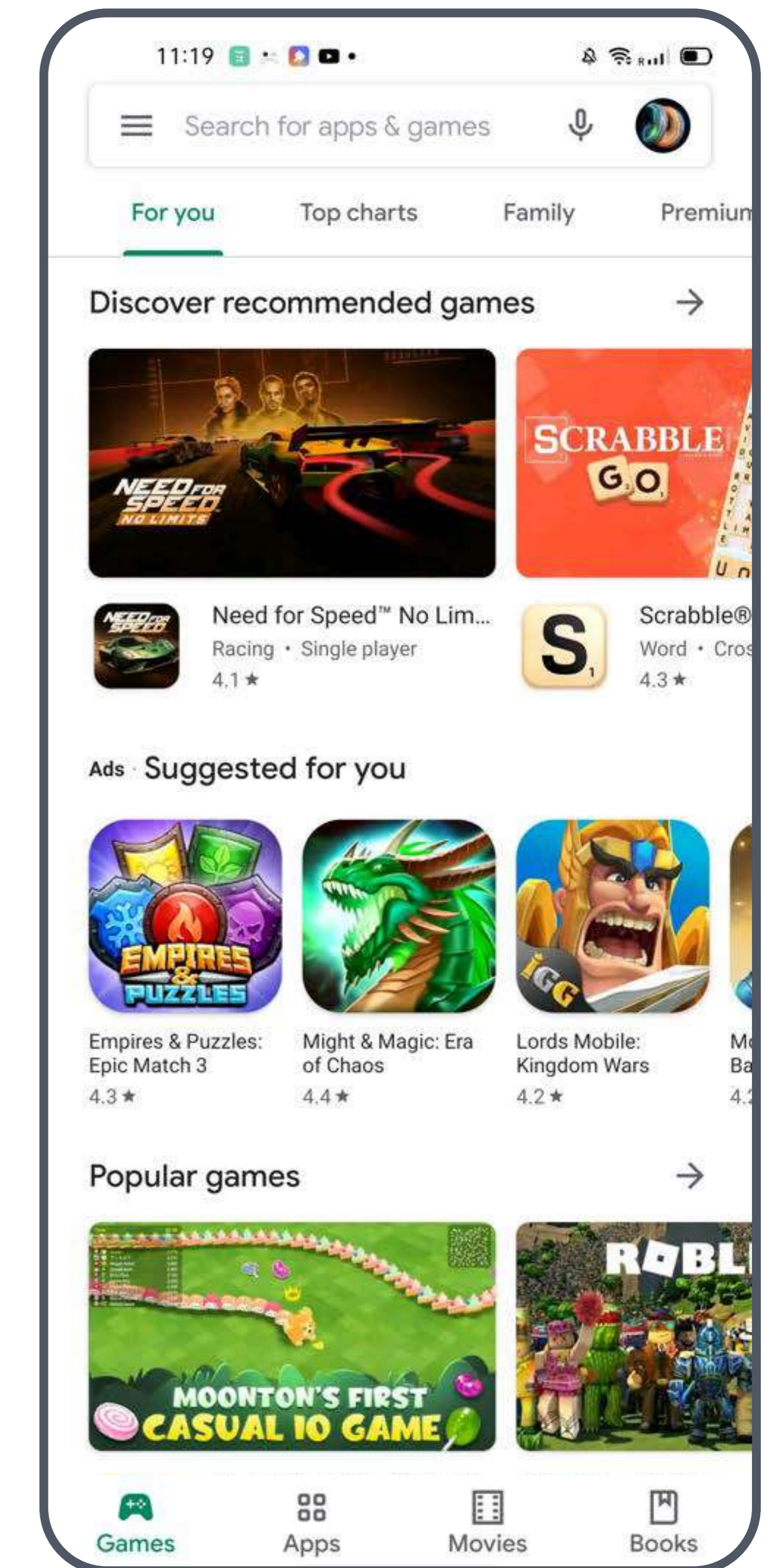
Compared with competitors, App Market lacks security as an official app. The layout & contents of the page differ from country to country, raising the difficult level of managing.



APP Market



APP Market

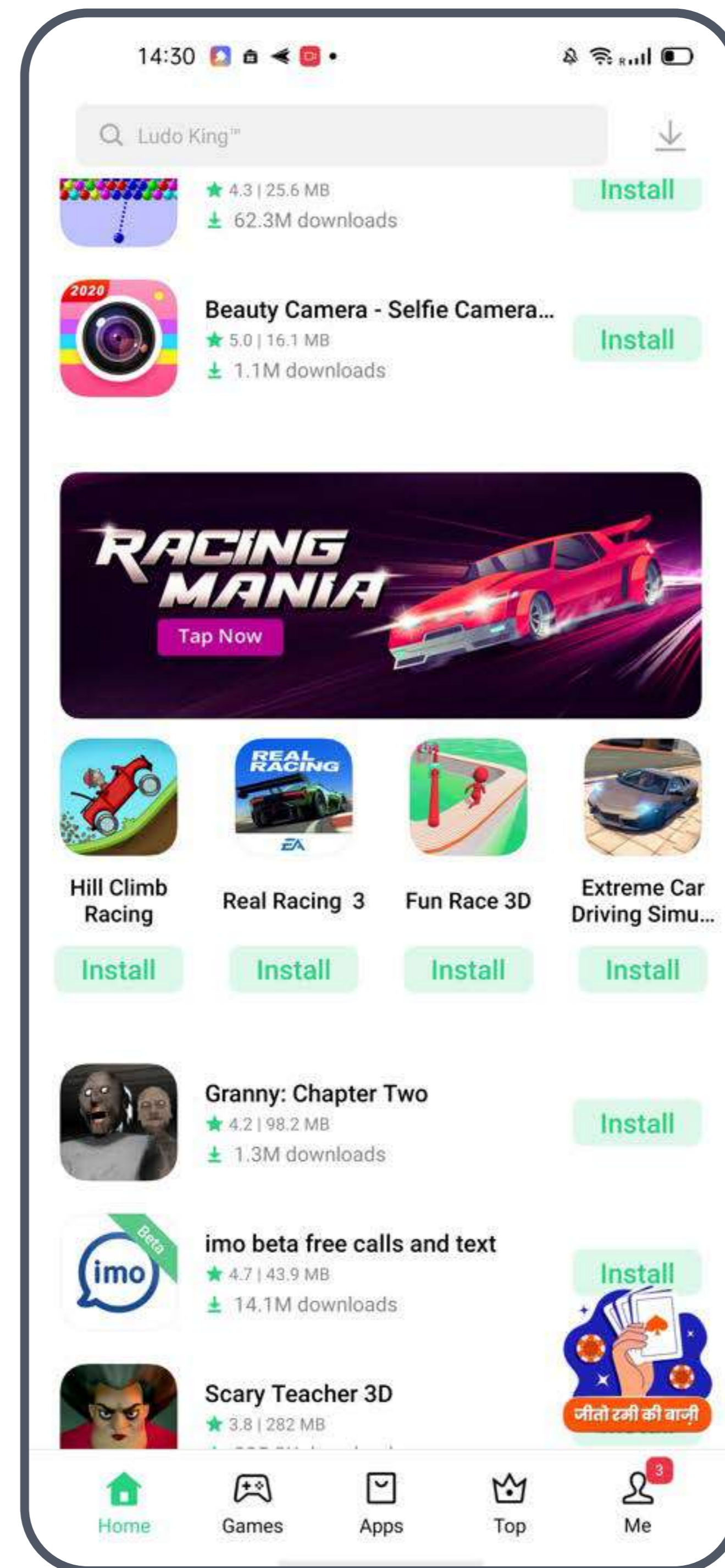


Google Play

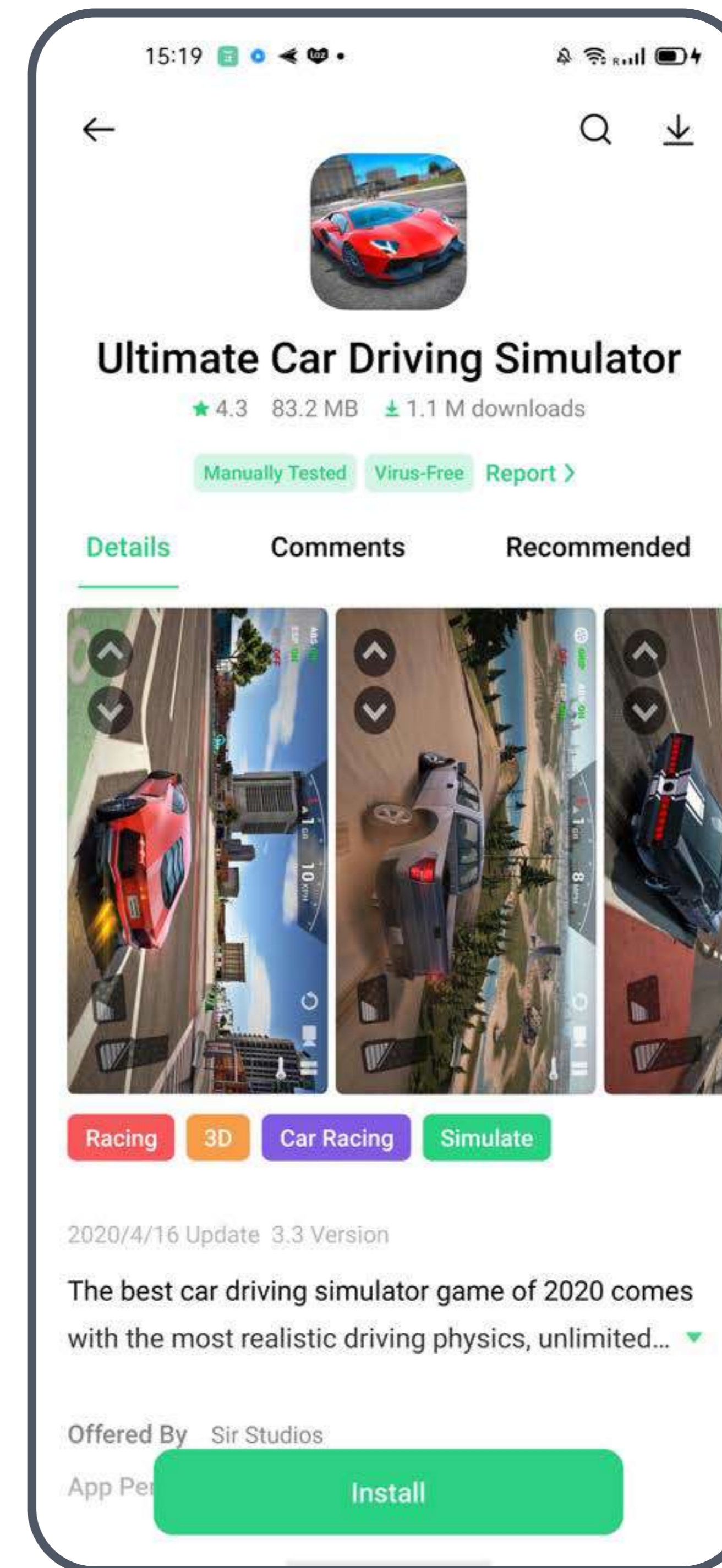
# REASONS & RESEARCH

# 02

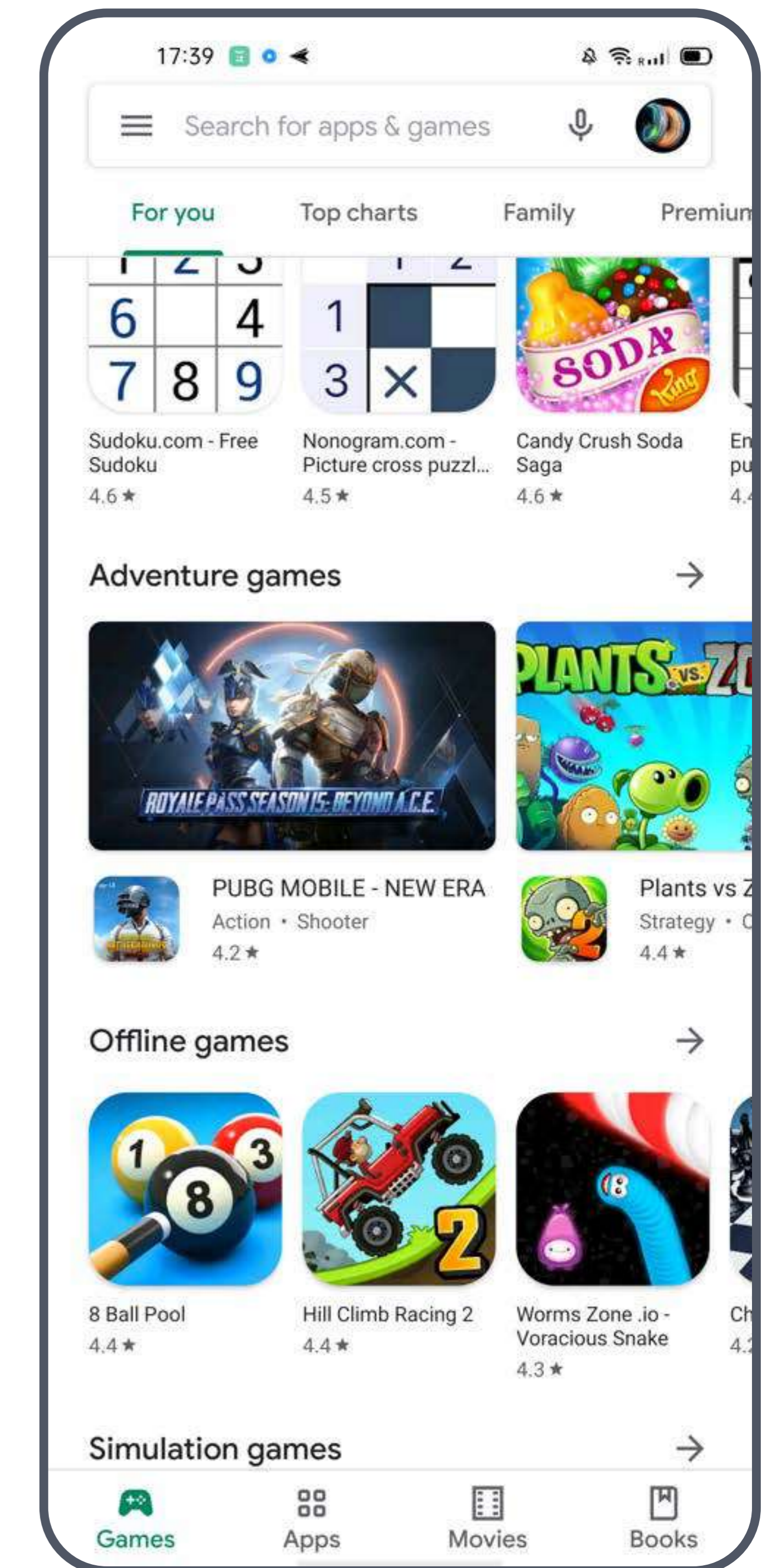
Too many colors lead to confusing information flow on the page and are unfriendly to read. Structured modules are not clear enough; users can easily lose their direction in browsing.



APP Market



APP Market

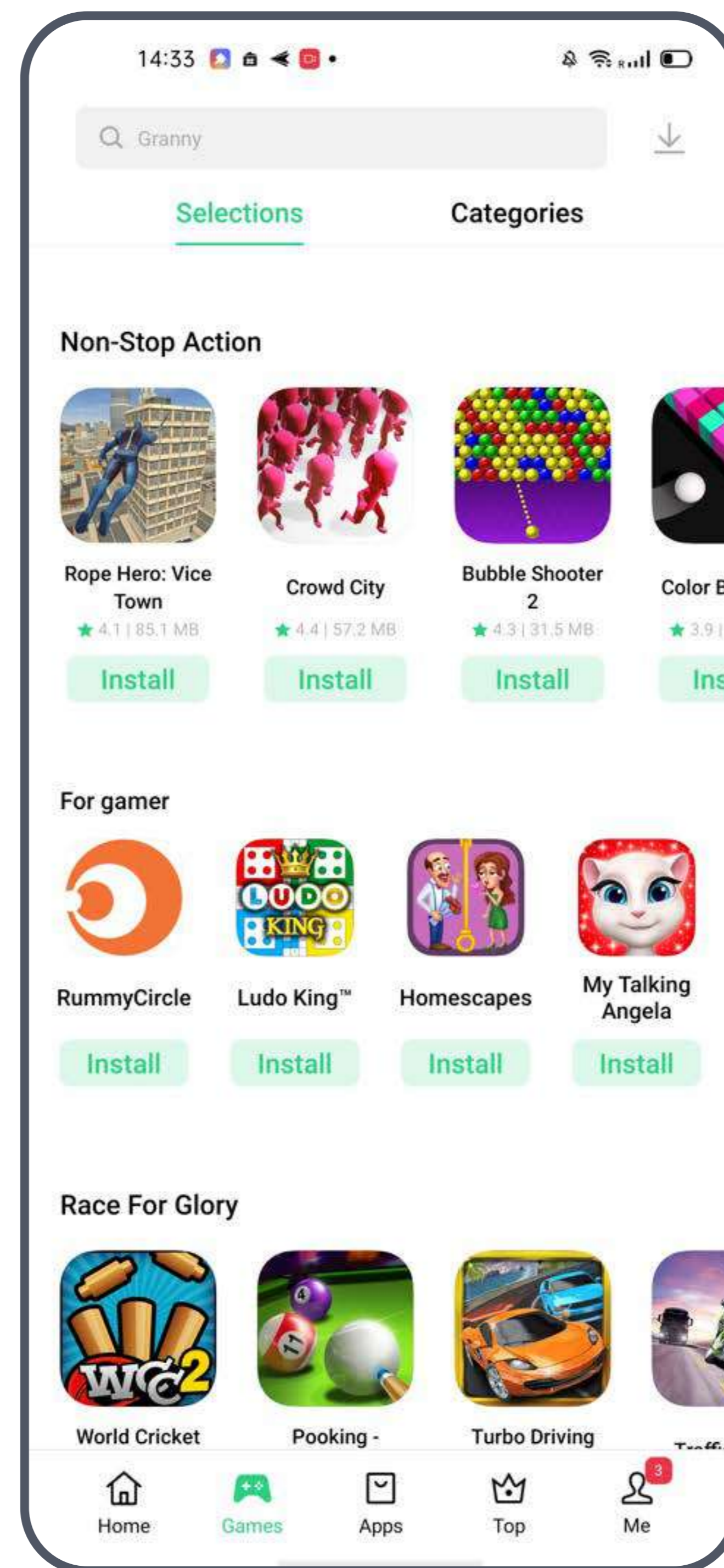


Google Play

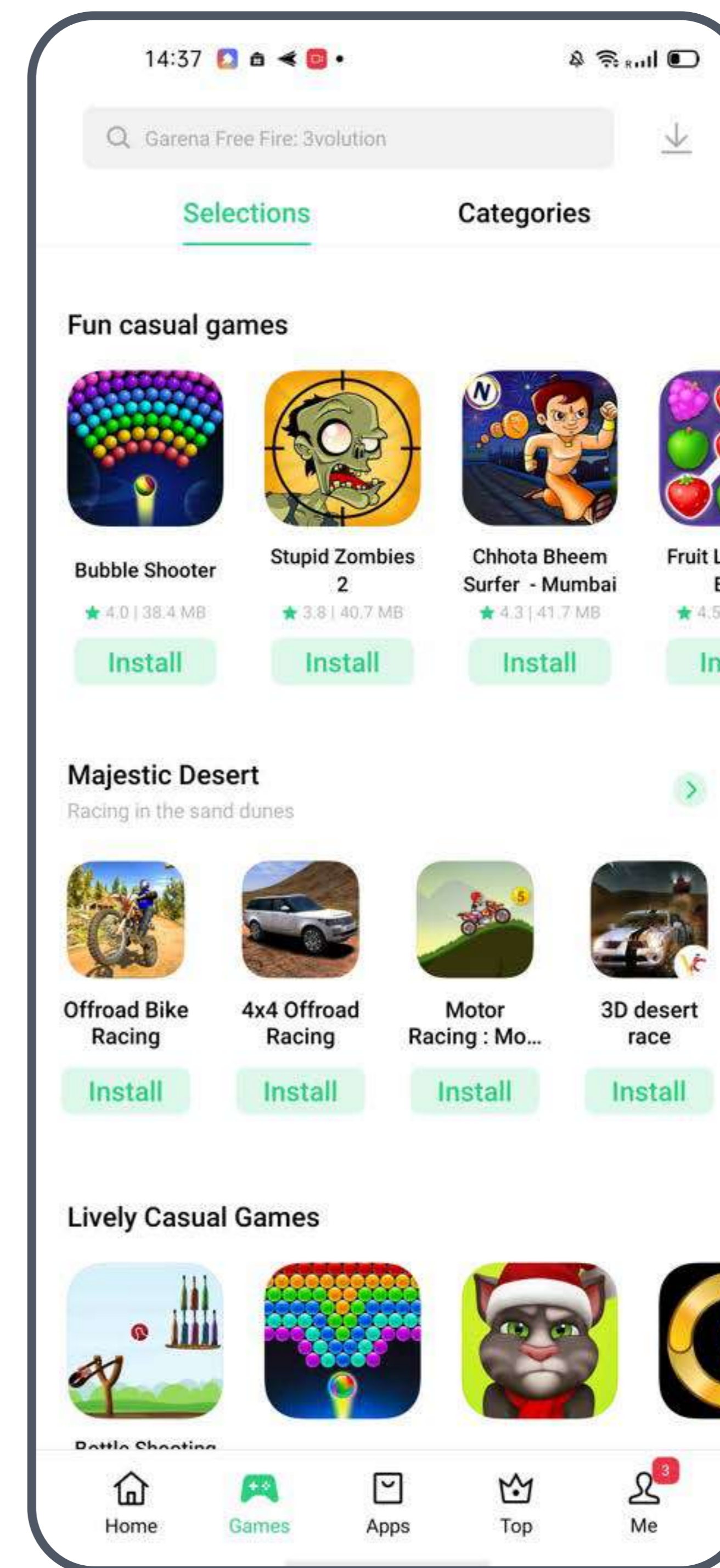
# REASONS & RESEARCH

# 03

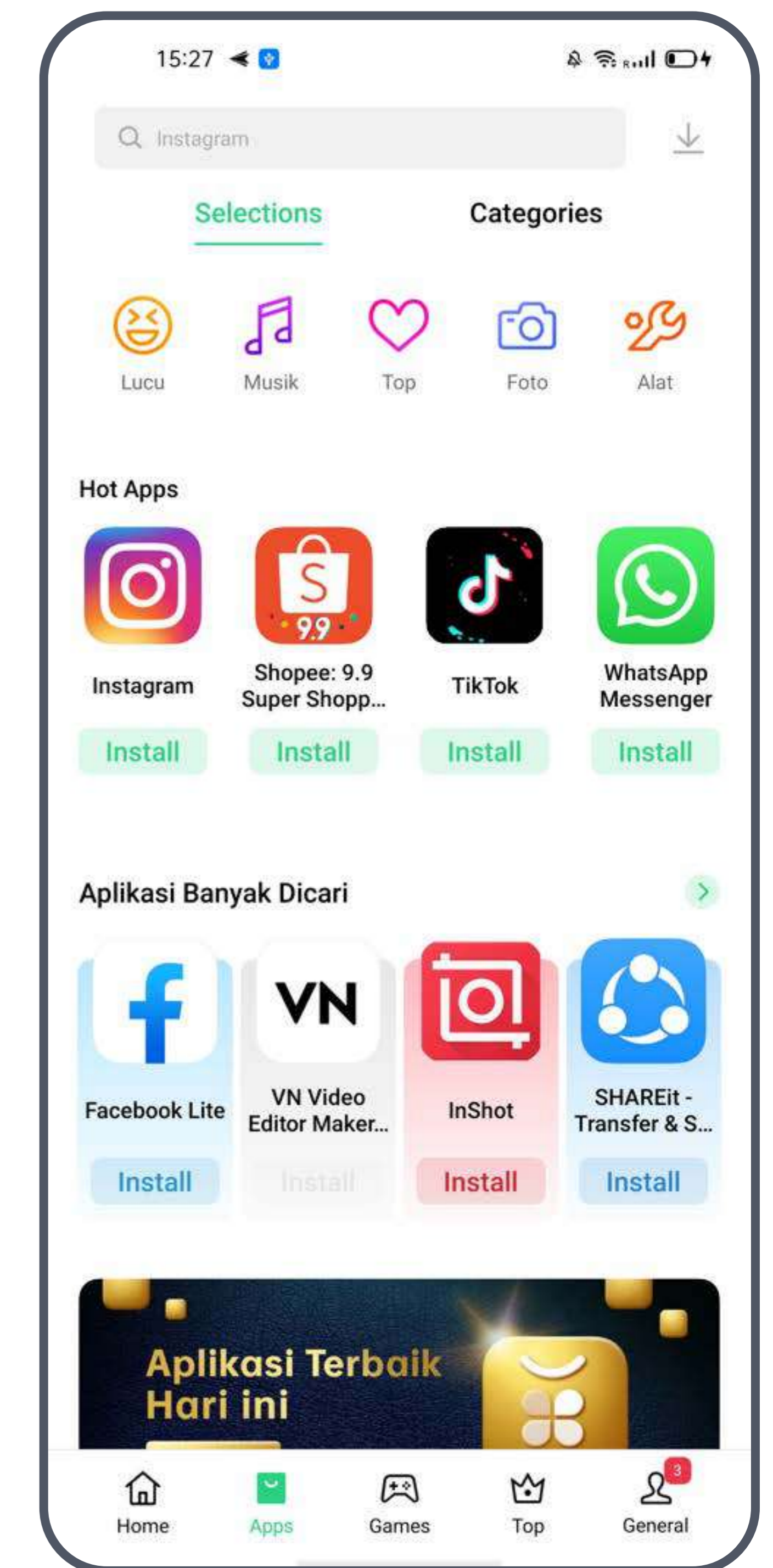
Too many similar information modules, leading to confusion in the backend management and increased labor costs for localized operations



APP Market



APP Market



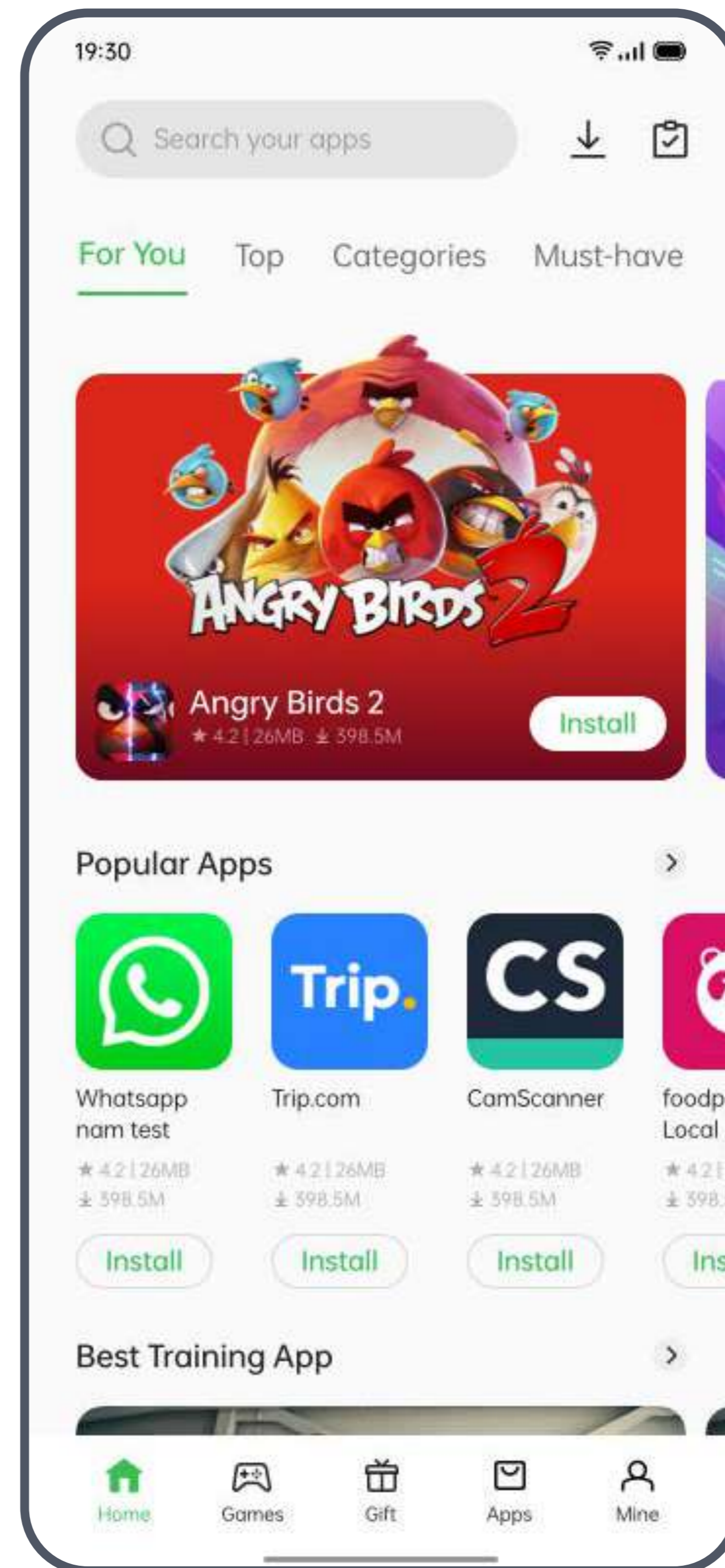
APP Market

# DESIGN & FEEDBACK

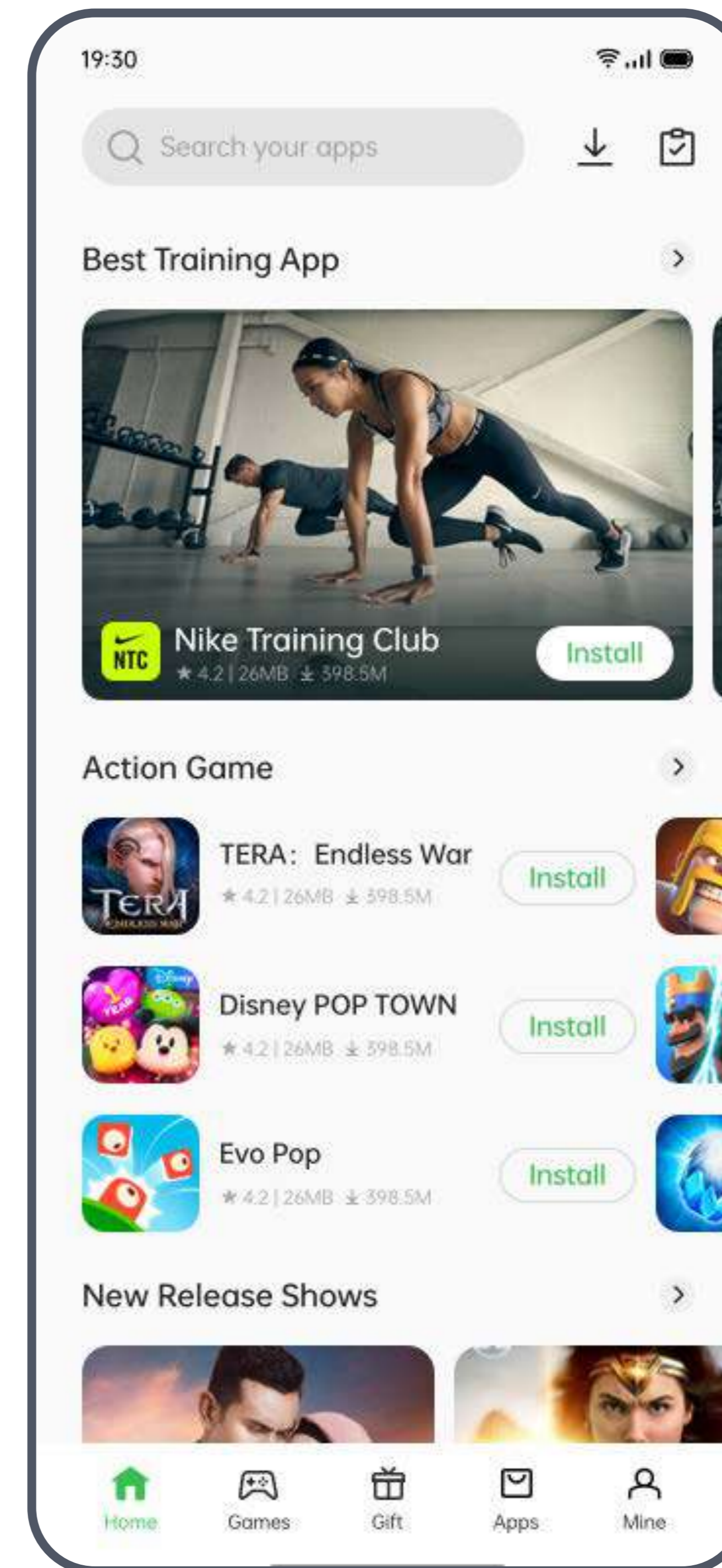
Card-based design to simplify the structure of pages

Reunified the color system to emphasize the different levels of contents

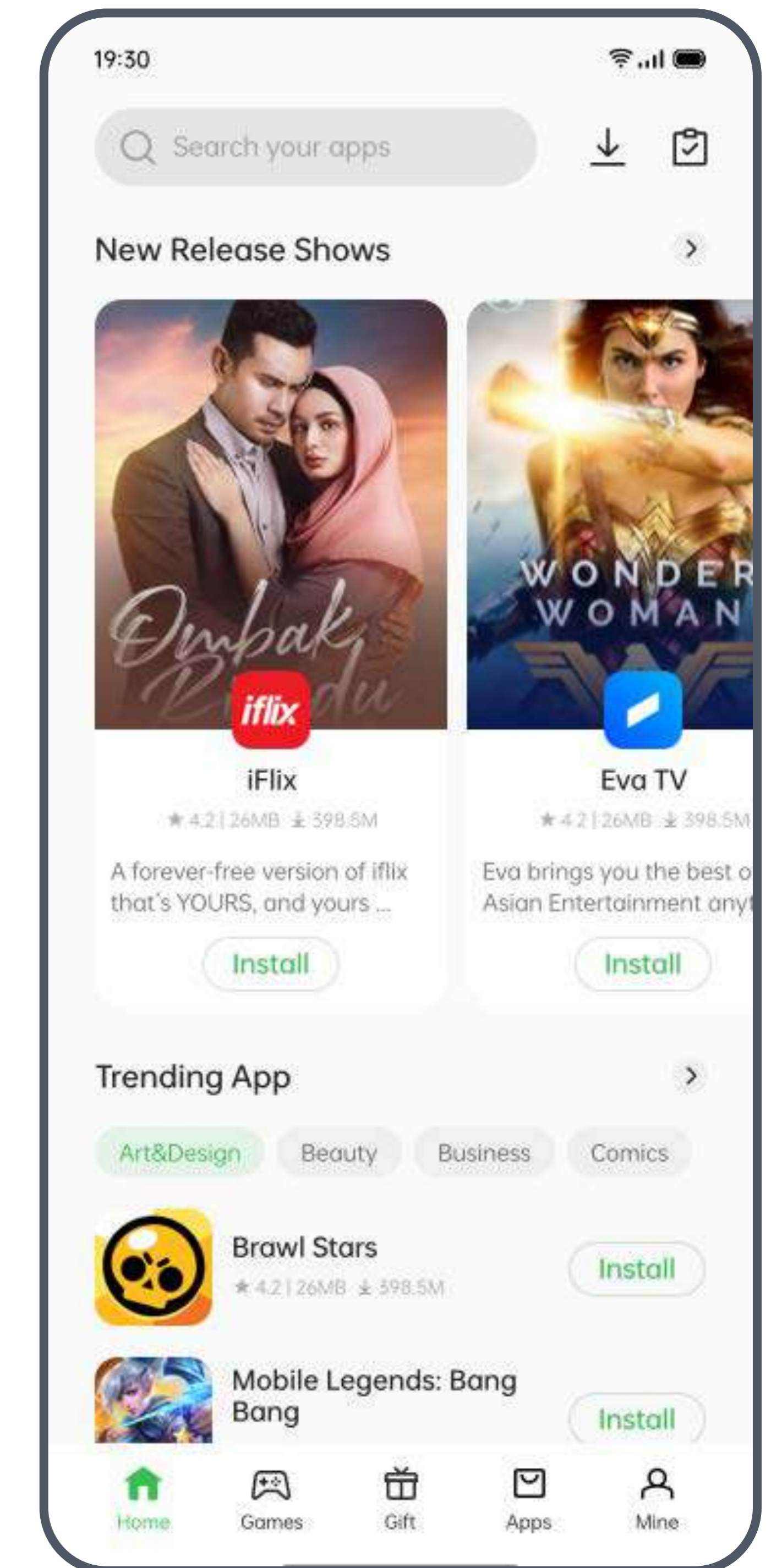
Added a title to each module, clarified the location when browsing



APP Market



APP Market



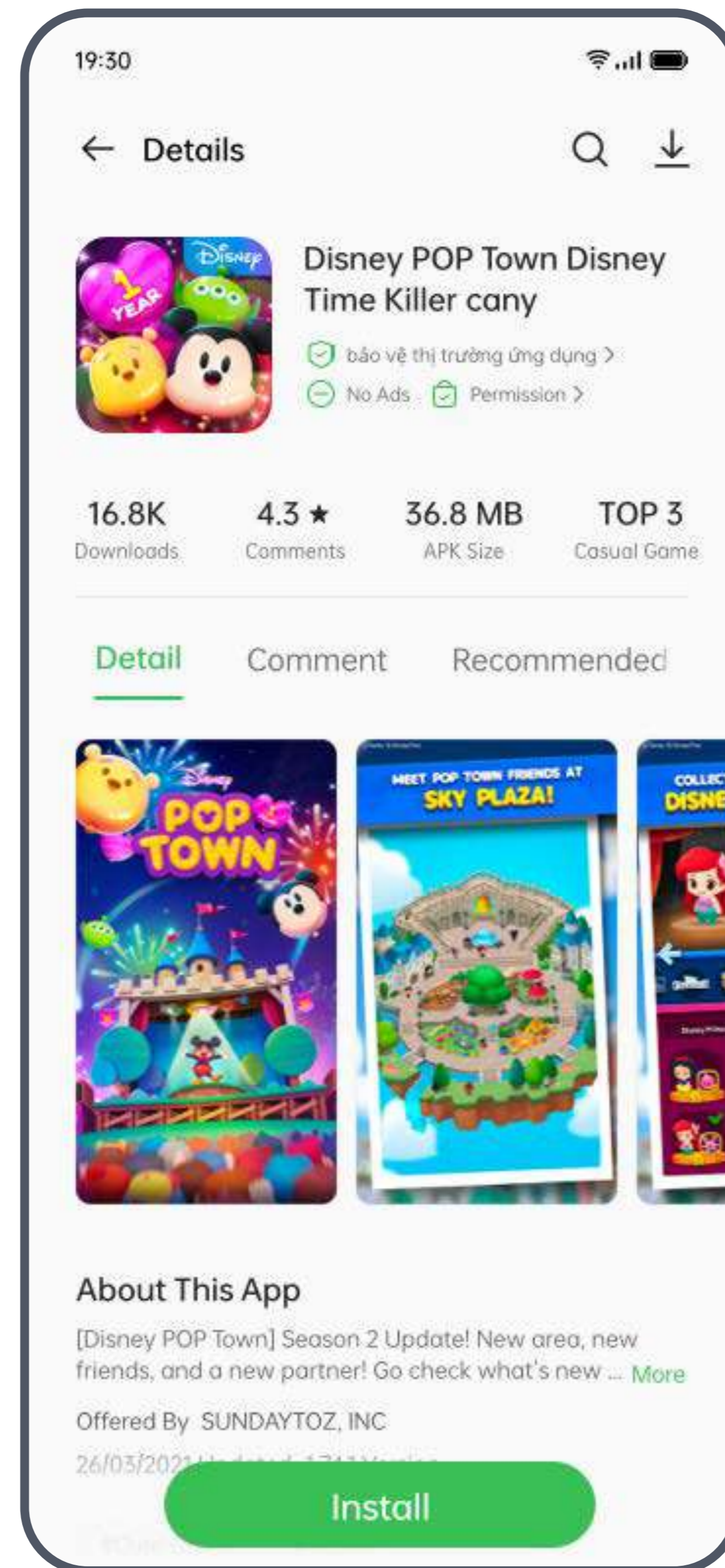
APP Market

# DESIGN & FEEDBACK

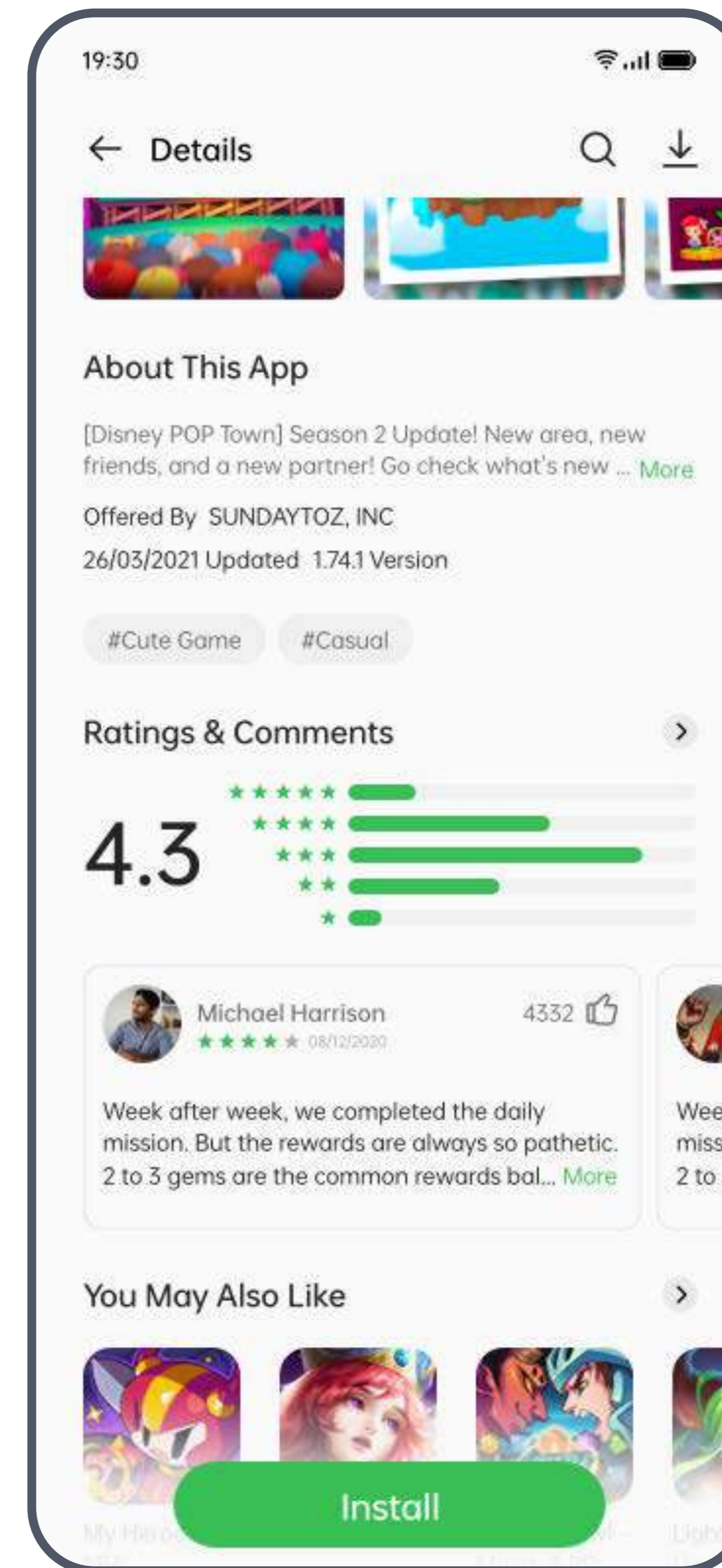
Optimize the task hierarchy to highlight the installation operation

Present important information on the first screen, and shorten browsing time to make a download decision

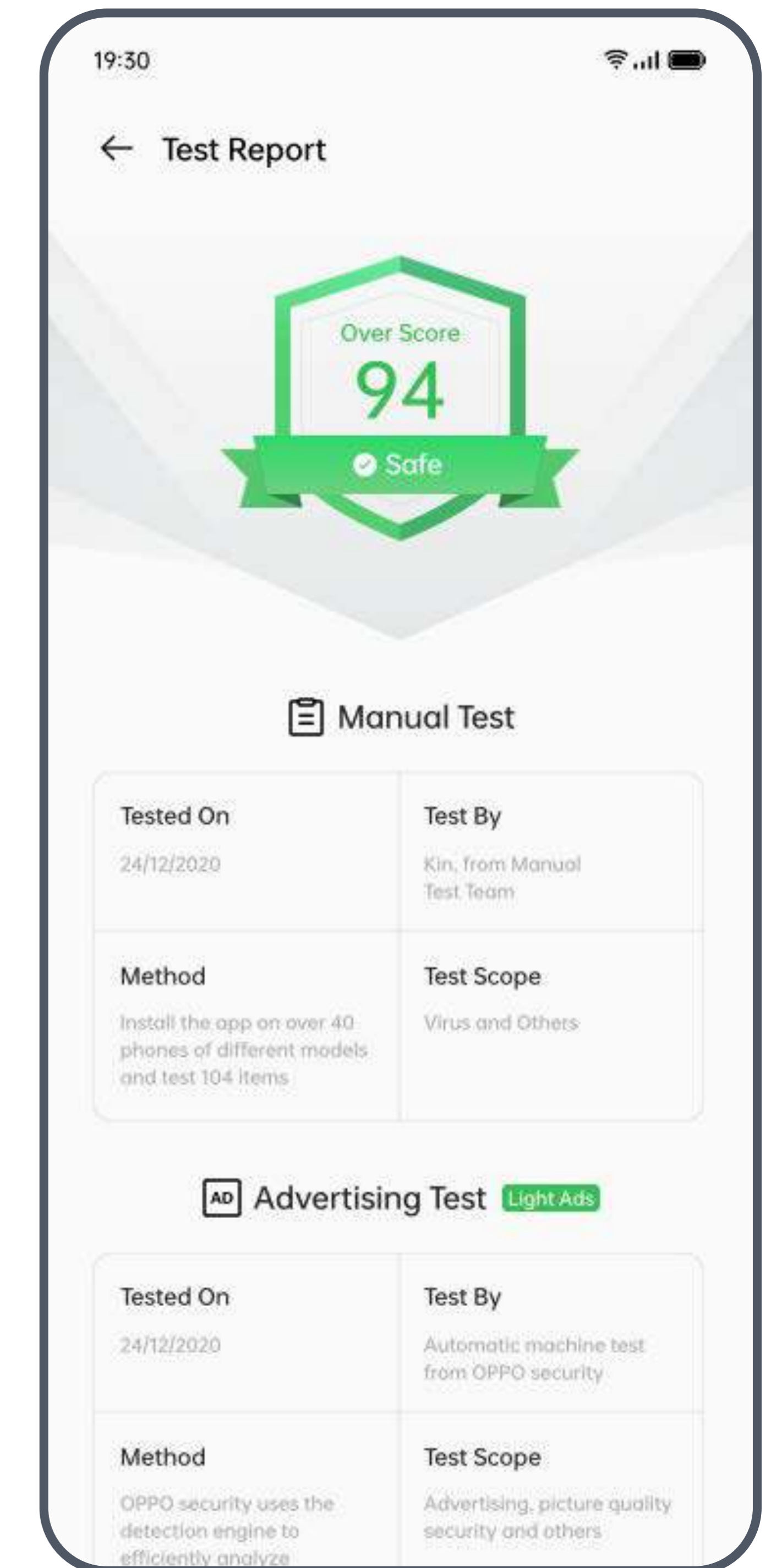
Emphasize the security, delivering the official feeling to users



APP Market



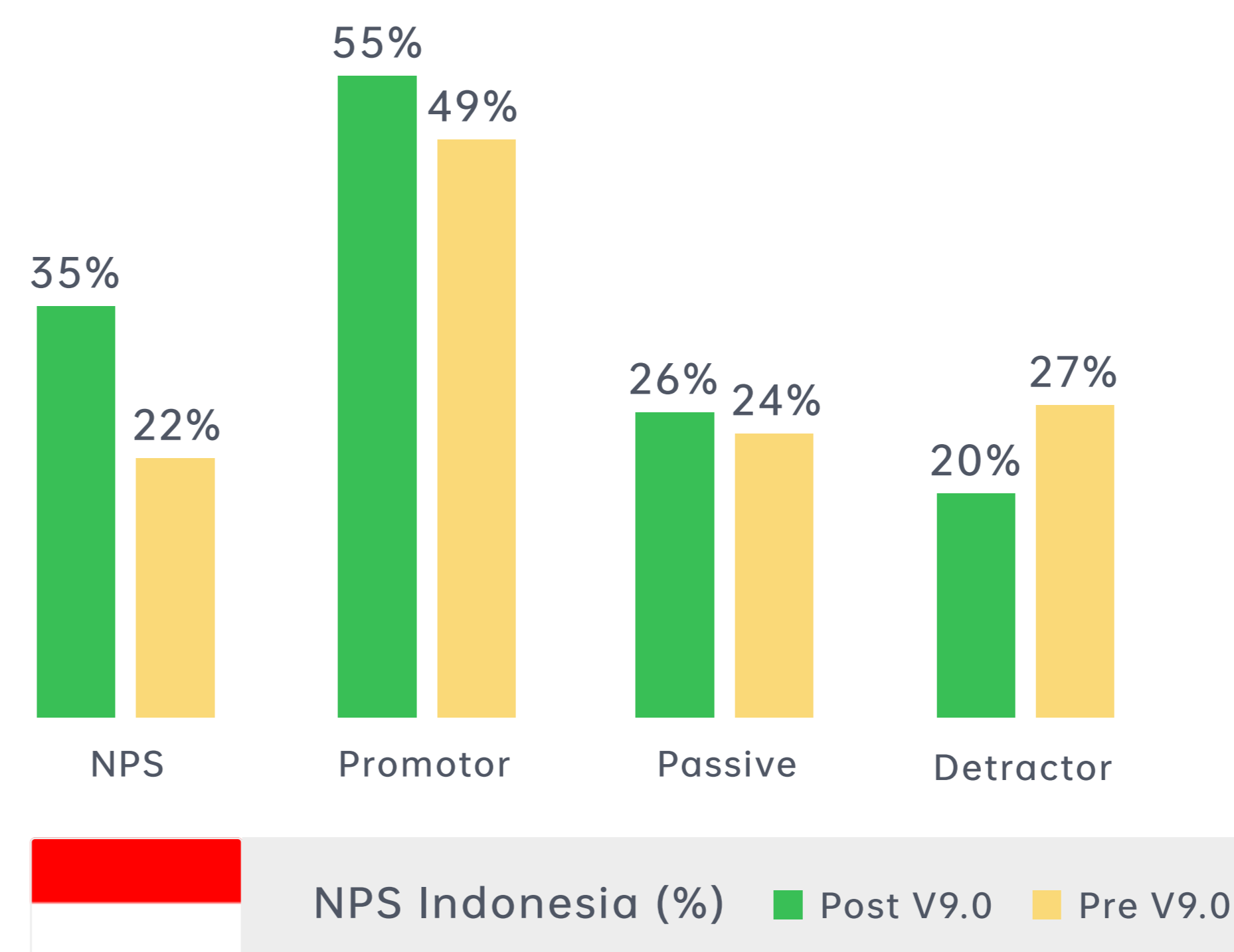
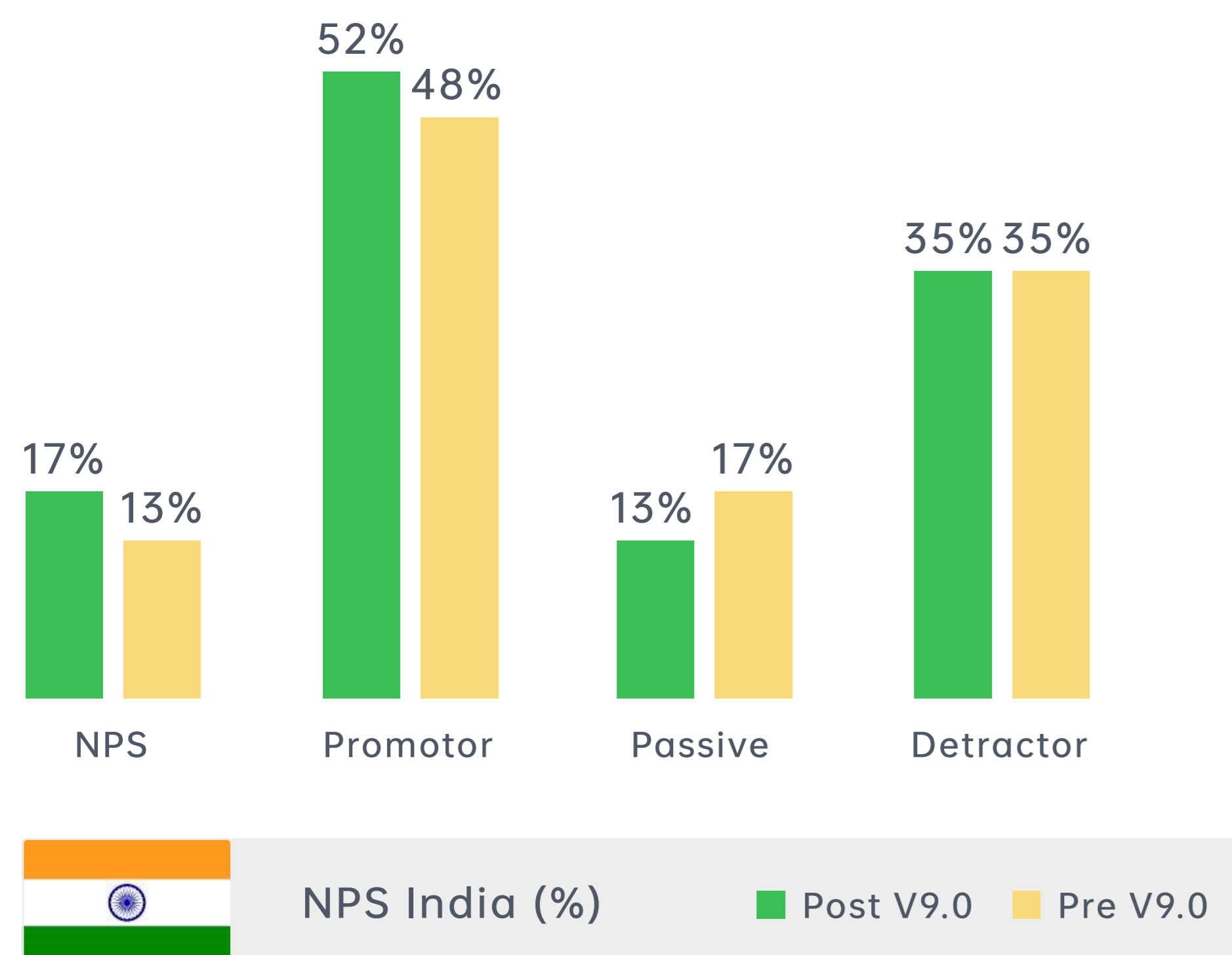
APP Market



APP Market



# DESIGN & FEEDBACK



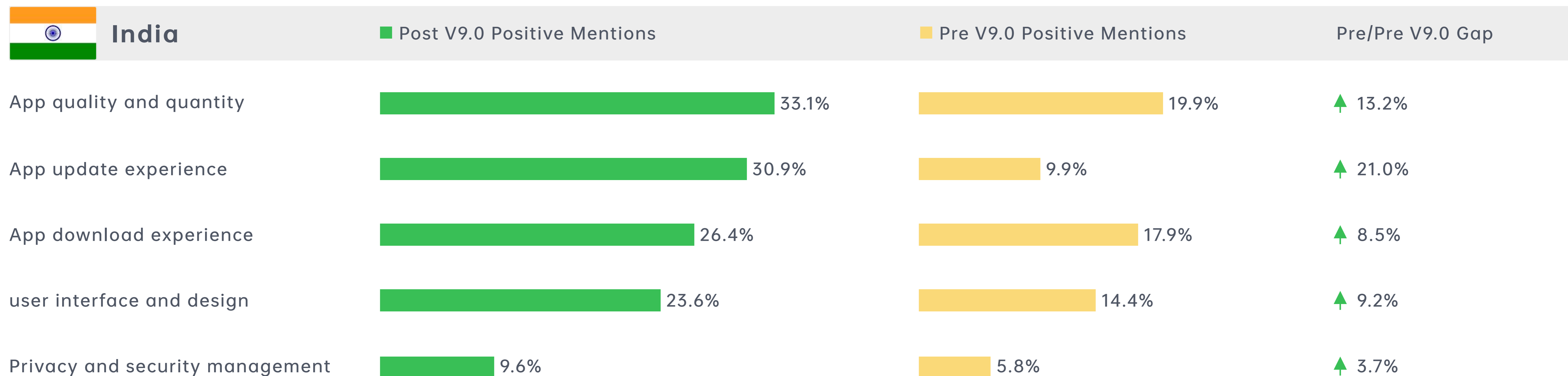
Overall, very satisfied

13% growth in positive feedback in Indonesia

4% growth in positive feedback in India

More negative comments against the previous version have also become positive in V9.0

# DESIGN & FEEDBACK



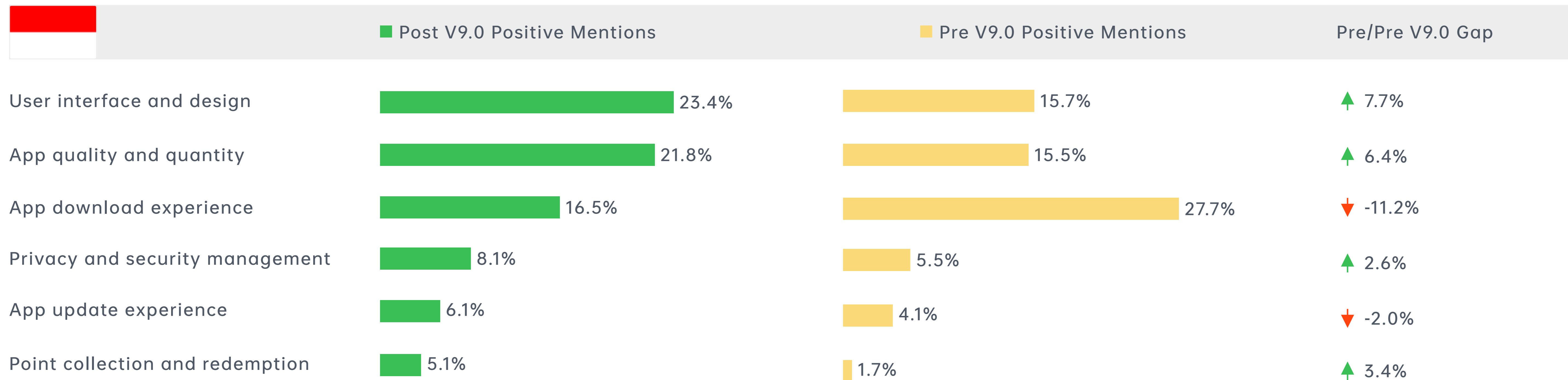
The number and quality of applications have been greatly improved compared to previous versions

App updates and downloads have become faster

The interface design is now clear and beautiful

Better privacy and security

# DESIGN & FEEDBACK



The number and quality of applications have been greatly improved compared to previous versions

The interface design is now clear and beautiful

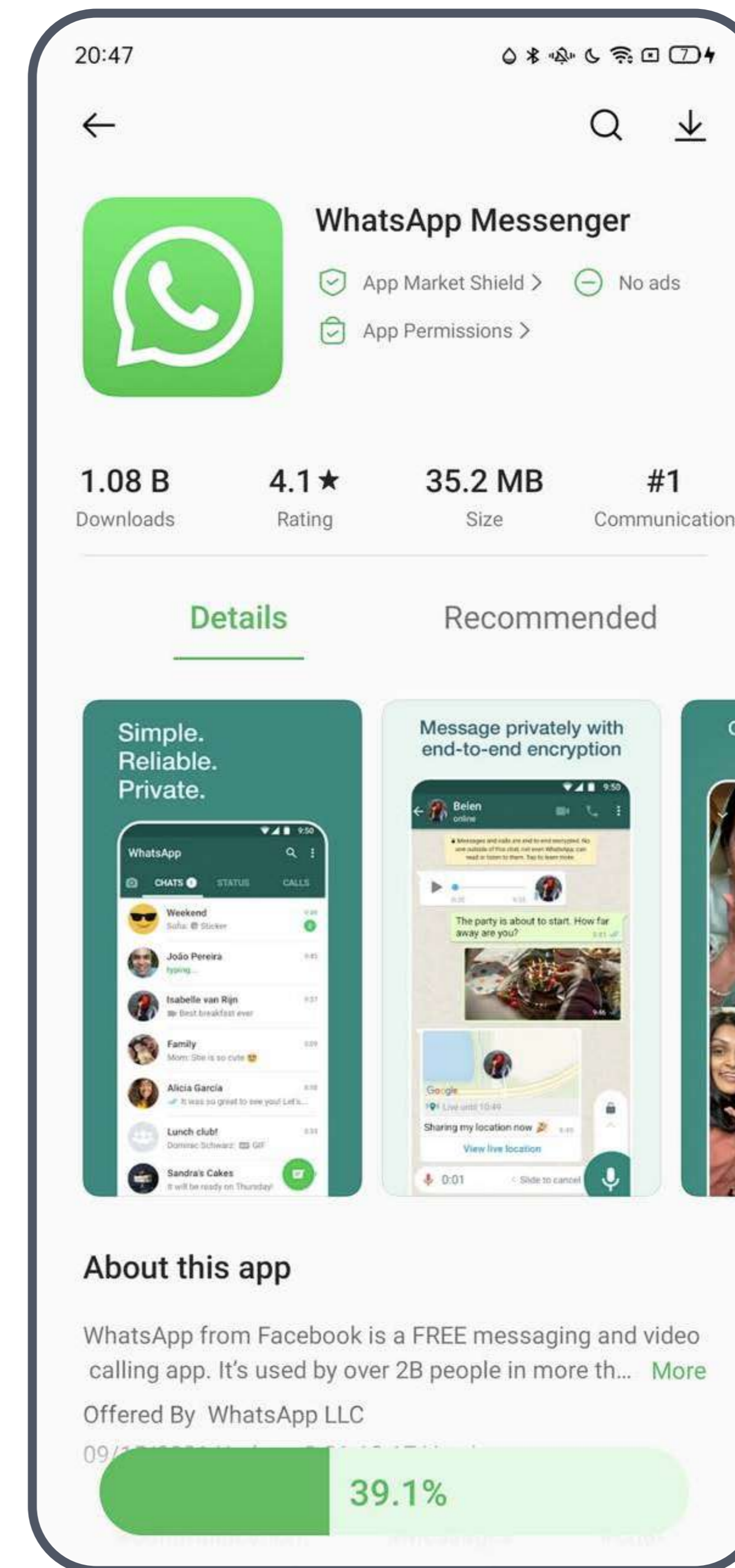
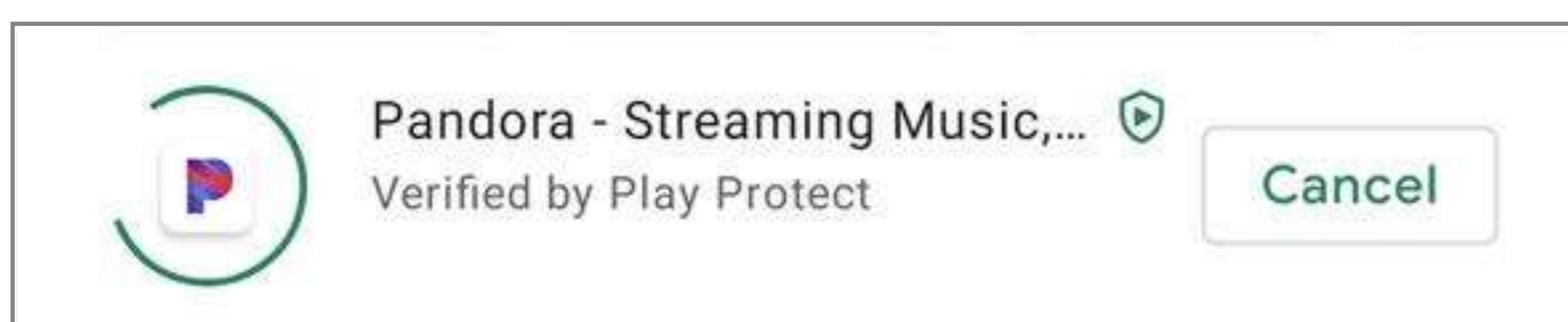
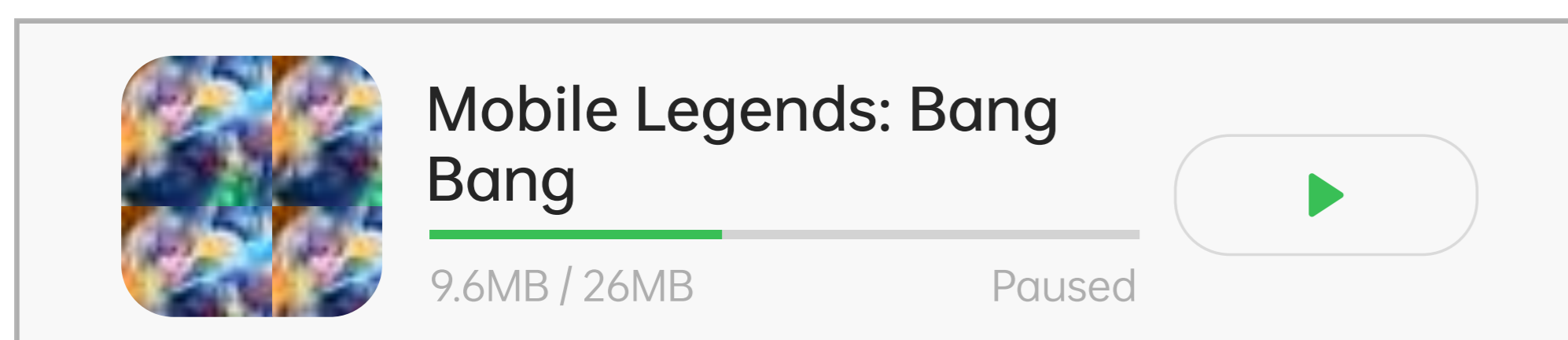
Better privacy and security

# DESIGN & FEEDBACK

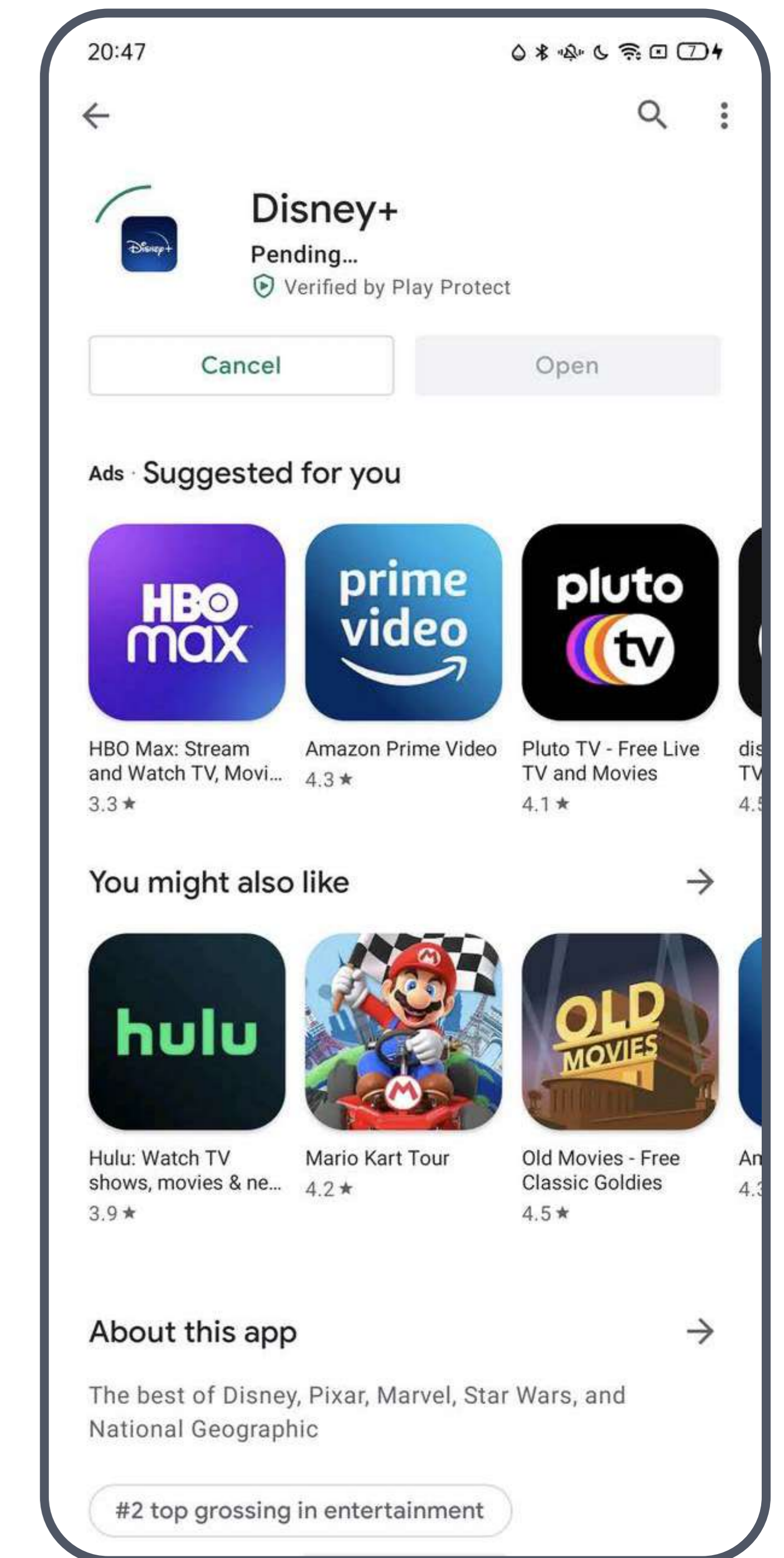
Design details specifically mentioned by users

Horizontal progress bars convey a sense of speed more easily than circular progress bars

Icon design on the button is better than text as the multi-language on the button can not be displayed well



APP Market



Google Play

# DESIGN & FEEDBACK



## India

Positive Metioned	Post V9.0	Pre V9.0	Gap
Easy to access and use, user friendly	11.5%	6.6%	↑ 4.9%
General positive attitude towards UI	11.1%	5.8%	↑ 5.3%

App interface is very nice and almost all apps are available in app store  
In Post V9.0 Survey Respondent

It is very easy to find what Apps I want, and the quality of Apps has been updated  
In Post V9.0 Survey Respondent



## Indonesia

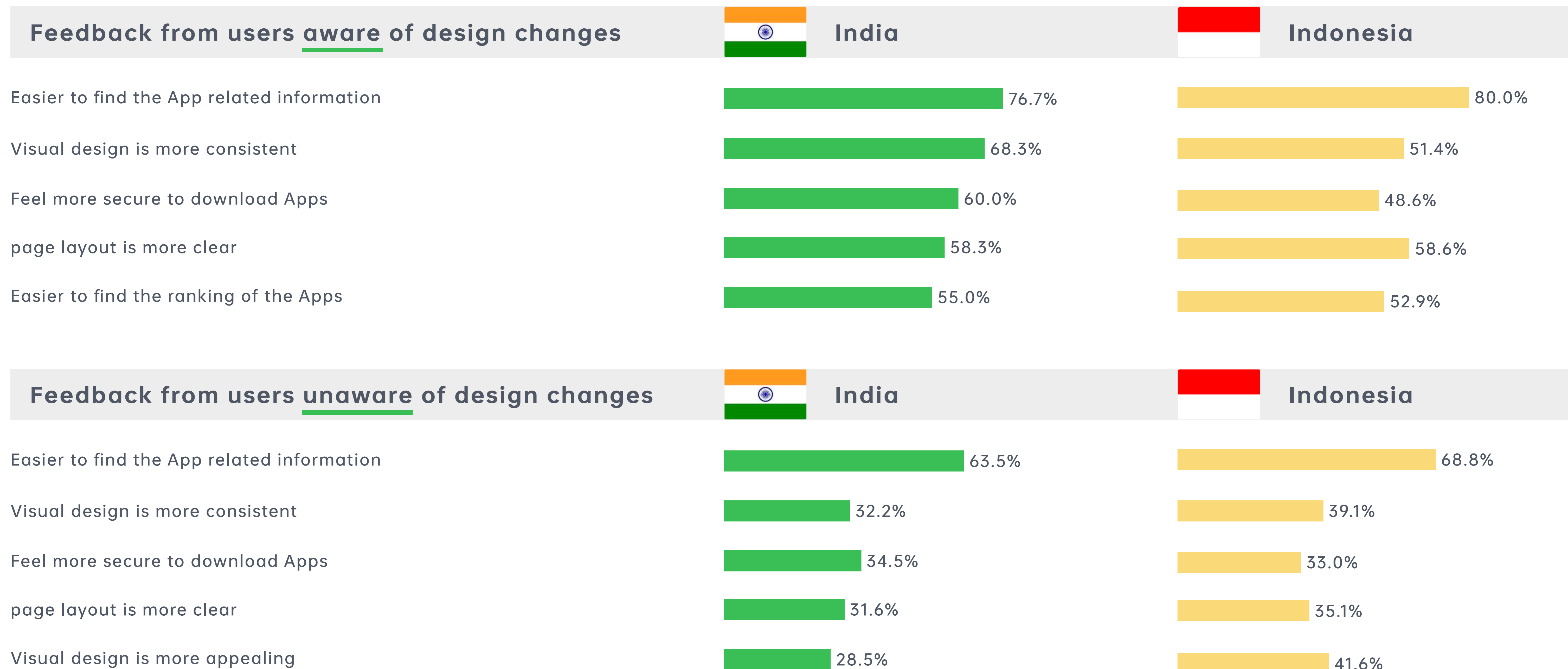
Positive Metioned	Post V9.0	Pre V9.0	Gap
Easy to access and use, user friendly	15.7%	14.4%	↑ 1.3%
General positive attitude towards UI	5.9%	1.3%	↑ 4.6%
Satisfying features	1.8%	0.0%	↑ 1.8%

The look is fresher and different from other Androids  
In Post V9.0 Survey Respondent

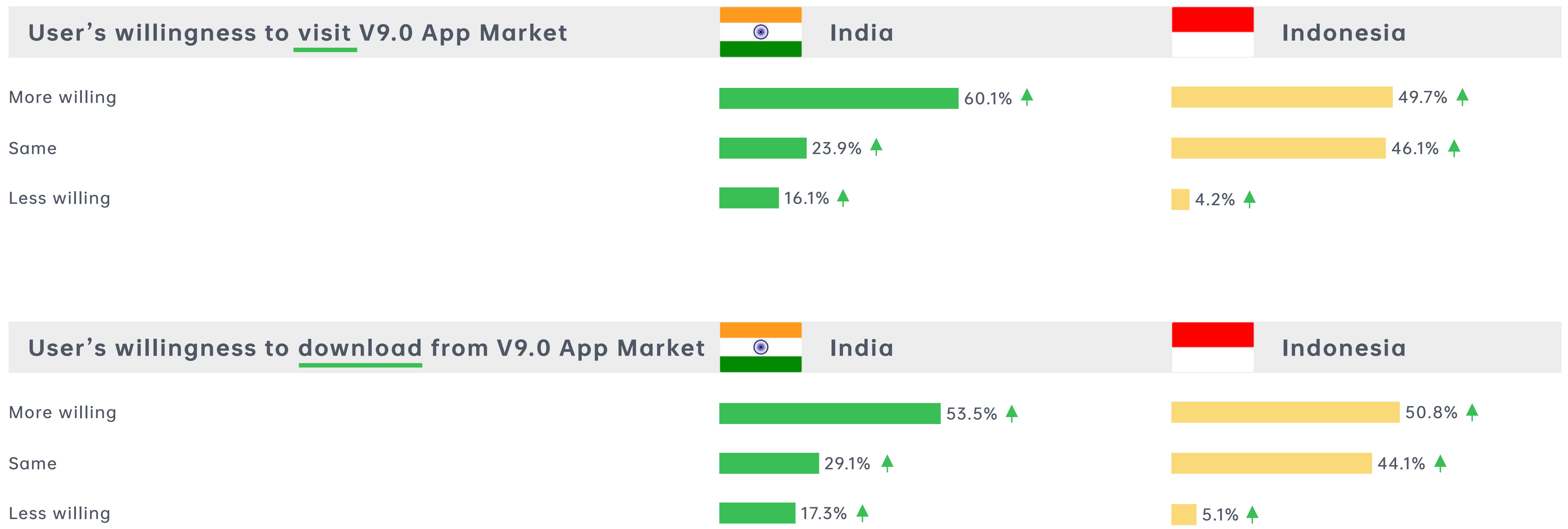
Very easy to see the important information without those colorful icons and buttons  
In Post V9.0 Survey Respondent

# DESIGN & FEEDBACK

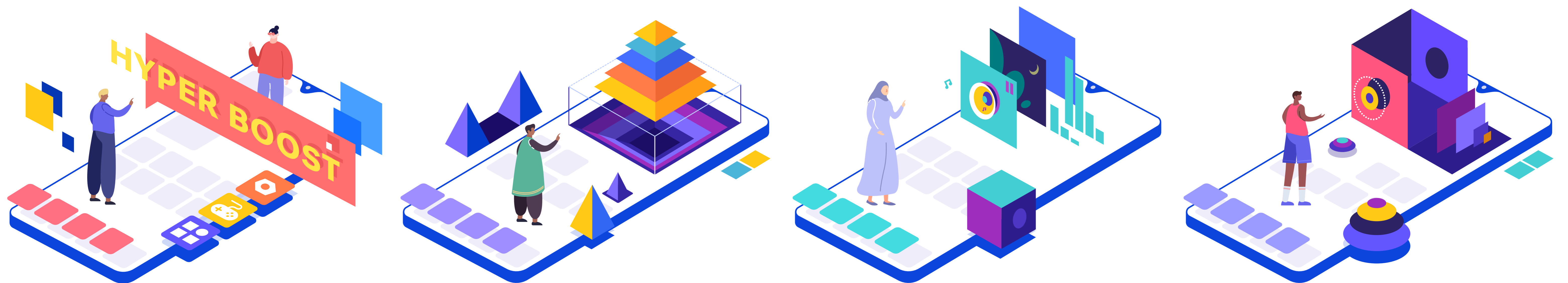
The security information and key information of the App, users feel that the APP market is more secure and has official application qualities



# DESIGN & FEEDBACK

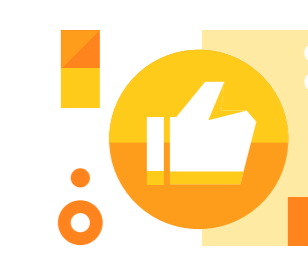
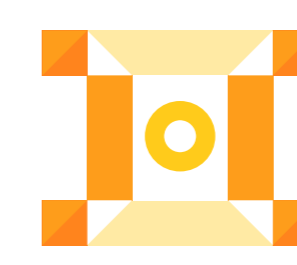
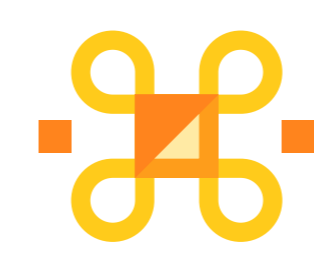
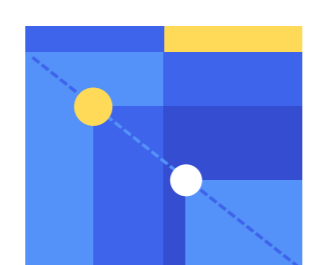
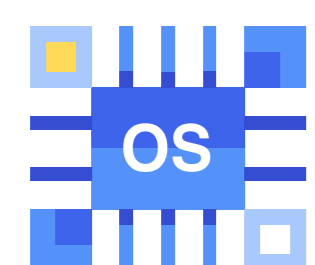
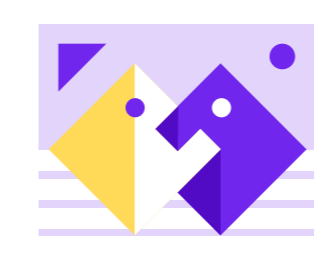
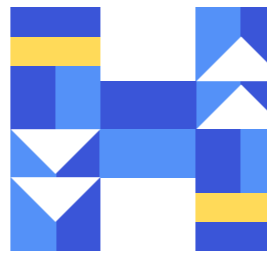
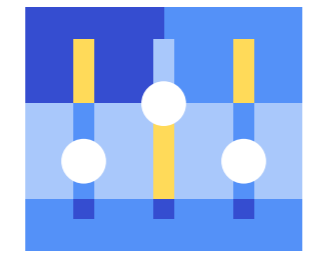
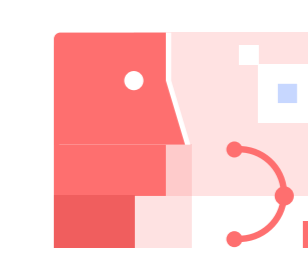
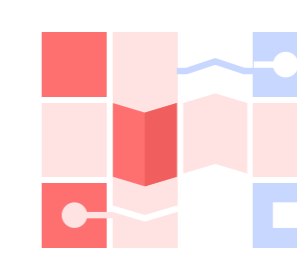
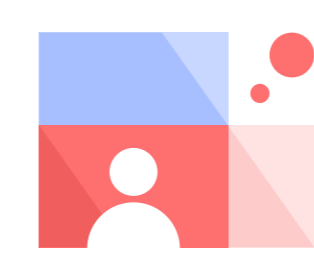
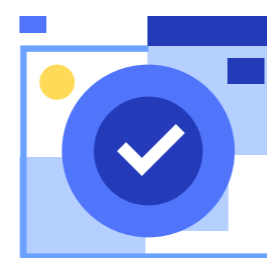
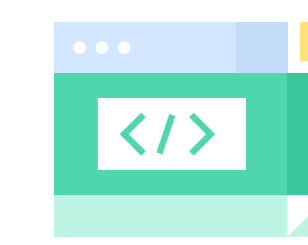
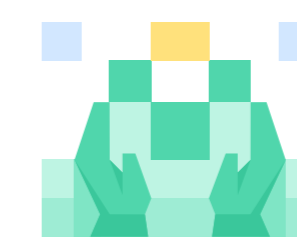
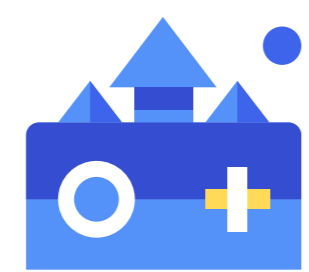
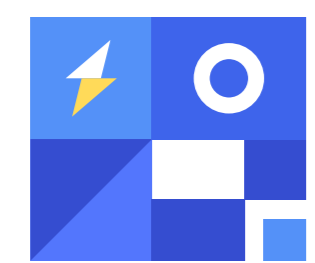


# OTHER CHARACTERS

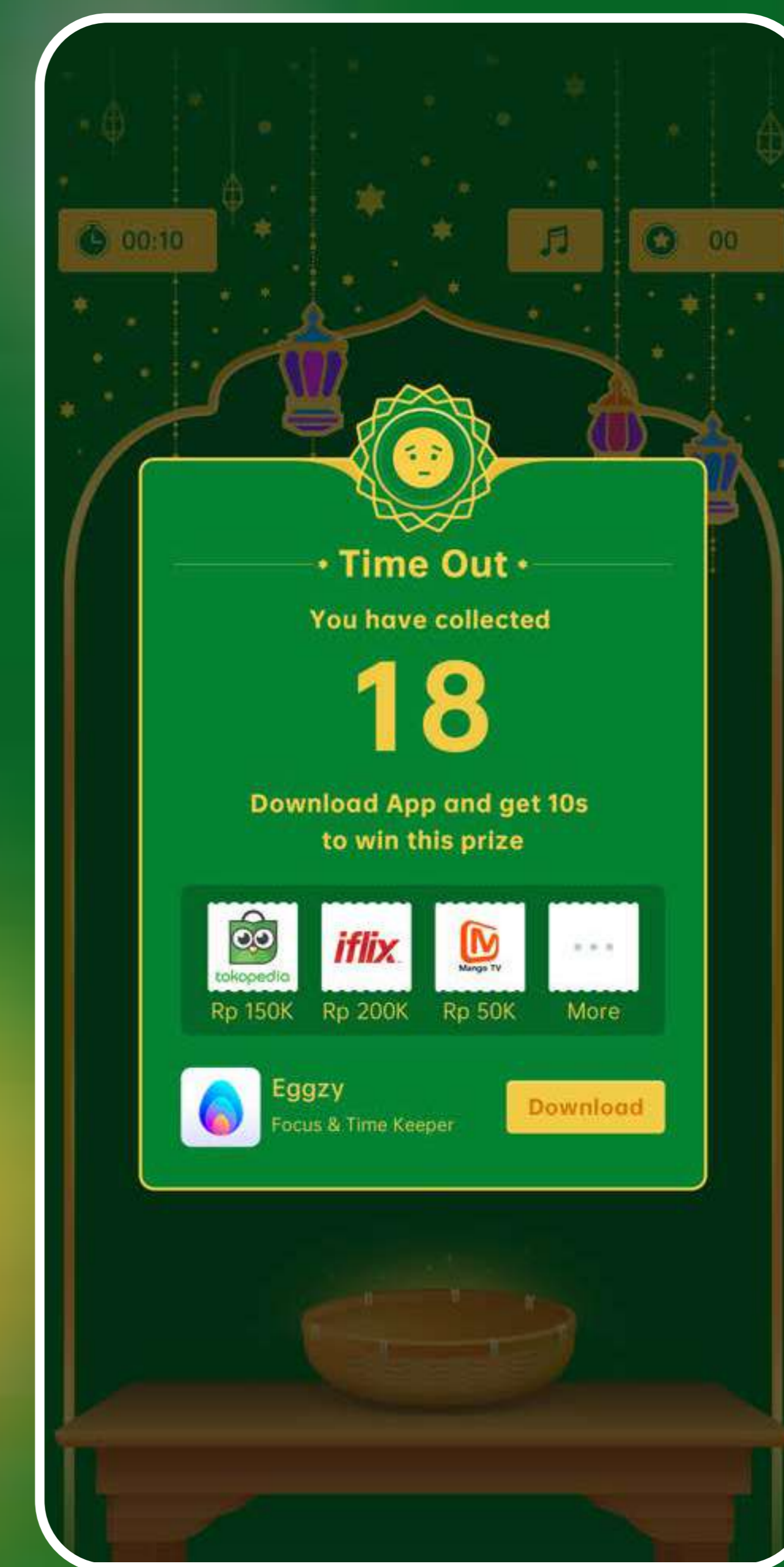
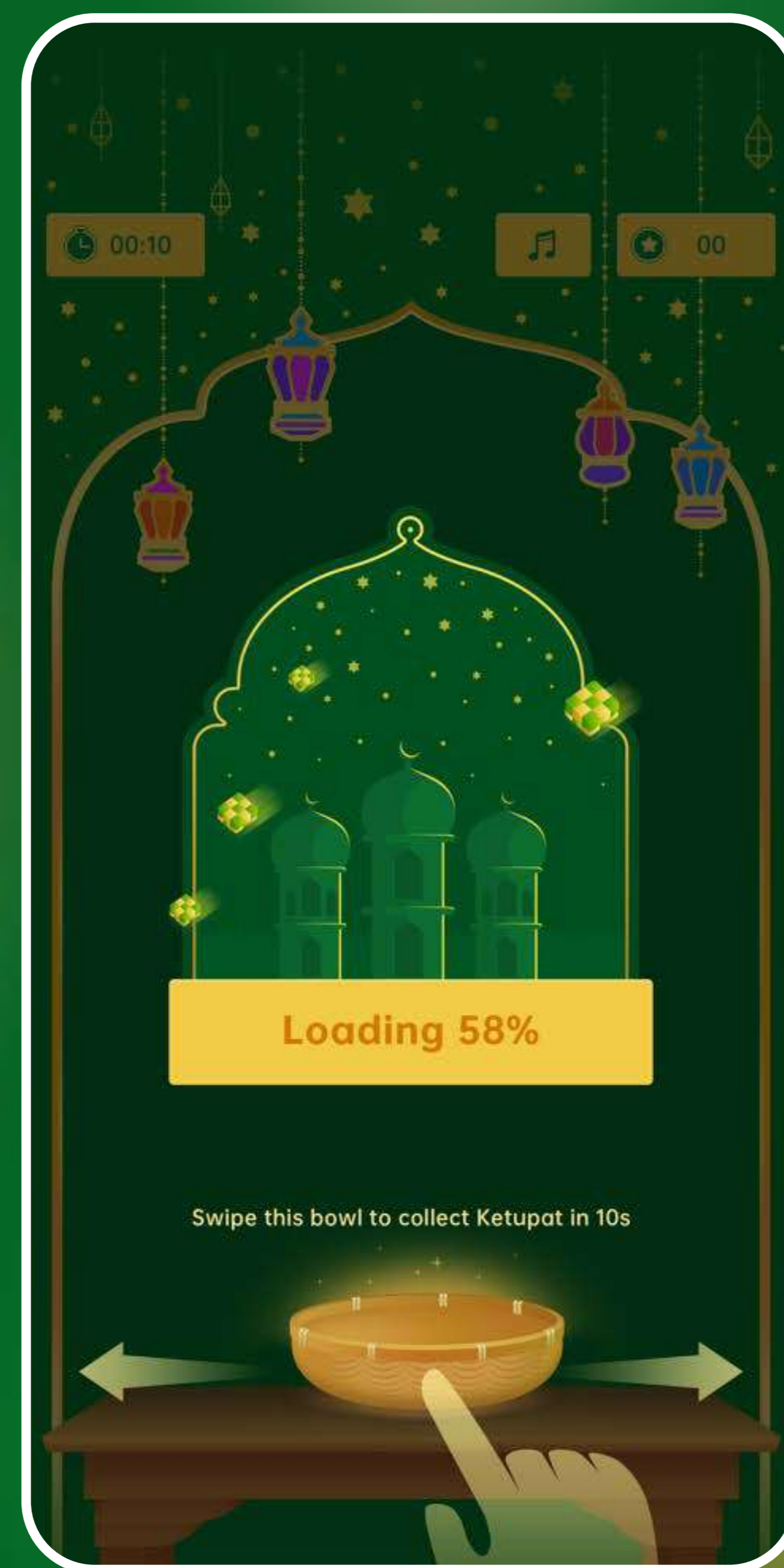




# OTHER ICONS



# HARI RAYA FESTIVAL IN SOUTHEASE ASIA (MUSLIM)



# SONGKRAN FESTIVAL IN THAILAND

**ร่วมฉลองสงกรานต์กัน**  
พร้อมที่จะสนุกสนาน  
และรับรางวัลด้วย!

ขั้นตอนที่ 1 : เช็किनหรือดาวน์โหลดเกมสามารถมีโอกาศได้รับปืนฉีดน้ำ  
ขั้นตอนที่ 2 : ใช้ปืนฉีดน้ำร่วมเล่นเกม จะมีโอกาสได้รับรางวัล

กติกา รางวัลของฉั

**เช็किनเพื่อรับปืนฉีดน้ำ**

X 1	X 1	X 2
วันที่10 พ.ย.	วันที่11 พ.ย.	วันที่12 พ.ย.
X 2	X 2	X 3
วันที่13 พ.ย.	วันที่14 พ.ย.	วันที่15 พ.ย.
X 3	<b>เริ่มเล่นเกม</b>	
วันที่16 พ.ย.	จำนวนปืนฉีดน้ำ : 1	

**เริ่มเล่นเกม**

กติกา รางวัลของฉั

**เช็किनเพื่อรับปืนฉีดน้ำ**

X 1	X 1	X 2
วันที่10 พ.ย.	วันที่11 พ.ย.	วันที่12 พ.ย.
X 2	X 2	X 3
วันที่13 พ.ย.	วันที่14 พ.ย.	วันที่15 พ.ย.
X 3	<b>เริ่มเล่นเกม</b>	
วันที่16 พ.ย.	จำนวนปืนฉีดน้ำ : 1	

**เพื่อรับปืนฉีดน้ำเพิ่ม**

	PUBG MOBILE 101M WINER WINER	<b>ดาวน์โหลด</b> ปืนฉีดน้ำ x 1
	PUBG MOBILE 101M WINER WINER	<b>ดาวน์โหลด</b> ปืนฉีดน้ำ x 1

**เริ่ม**  
จำนวนปืนฉีดน้ำ : 1

**ยินดีด้วยค่ะ!**

**KoKo Coins**

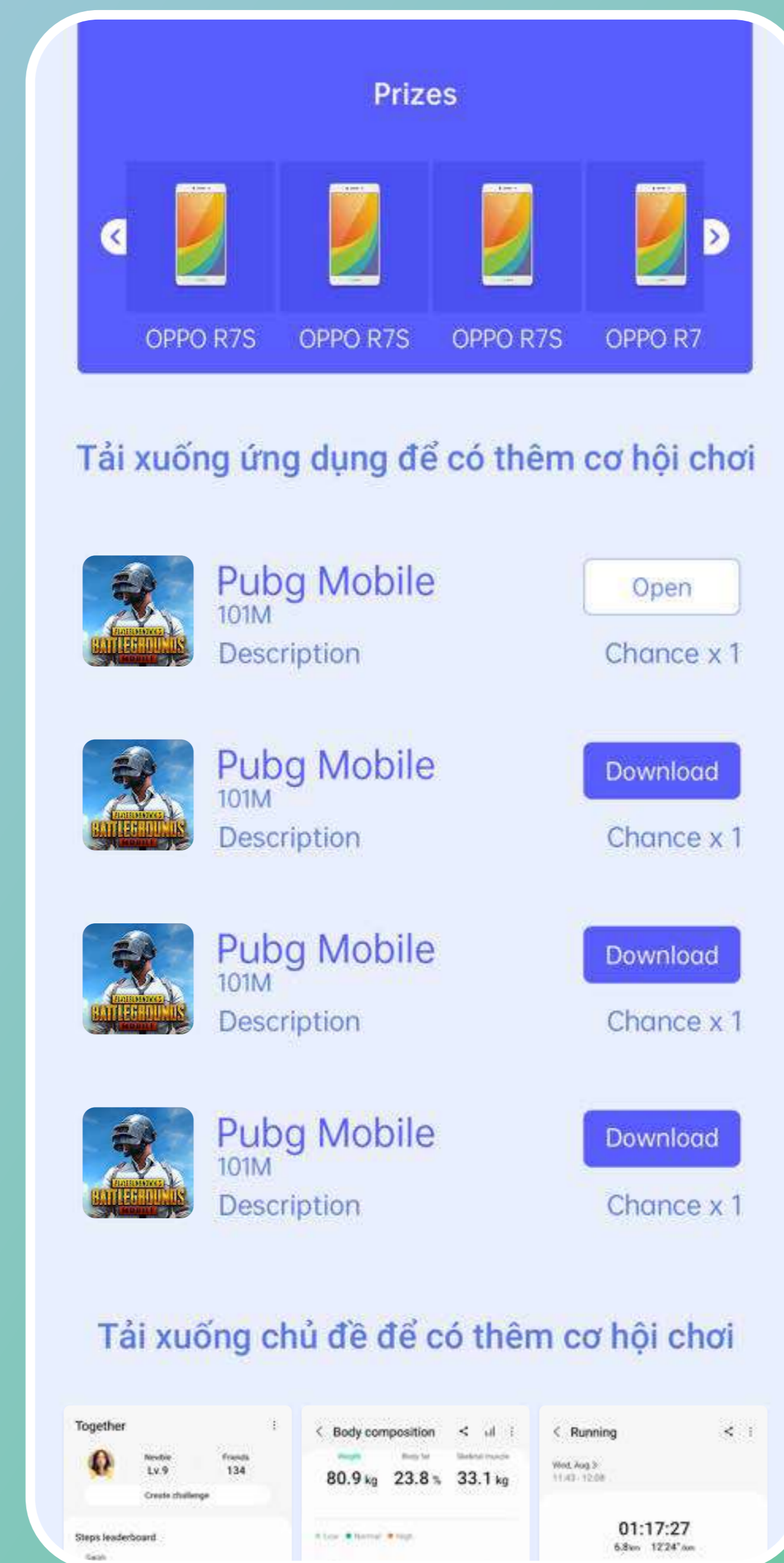
**เริ่ม**  
จำนวนปืนฉีดน้ำ : 1

**ของขวัญของฉัน**

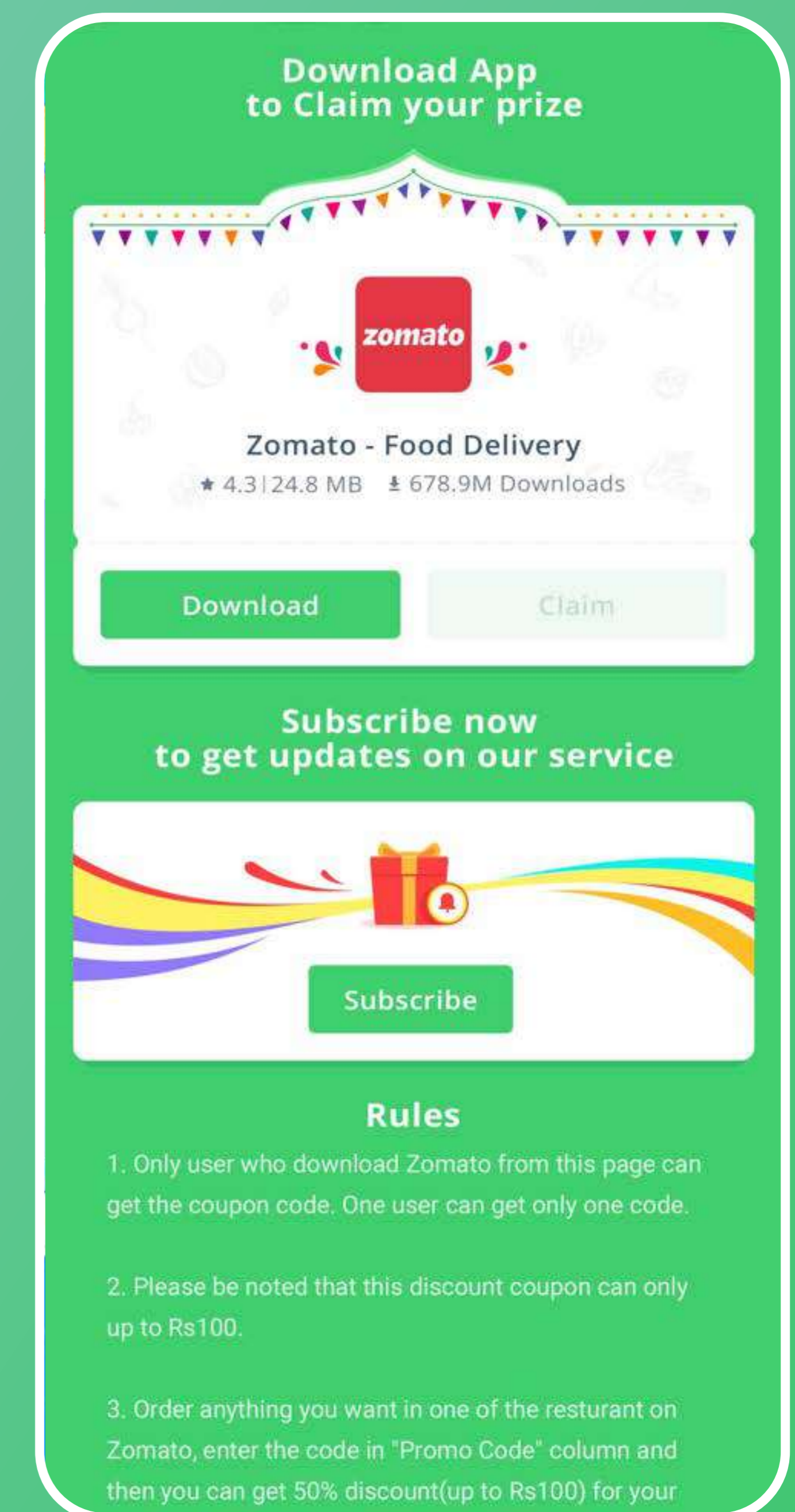
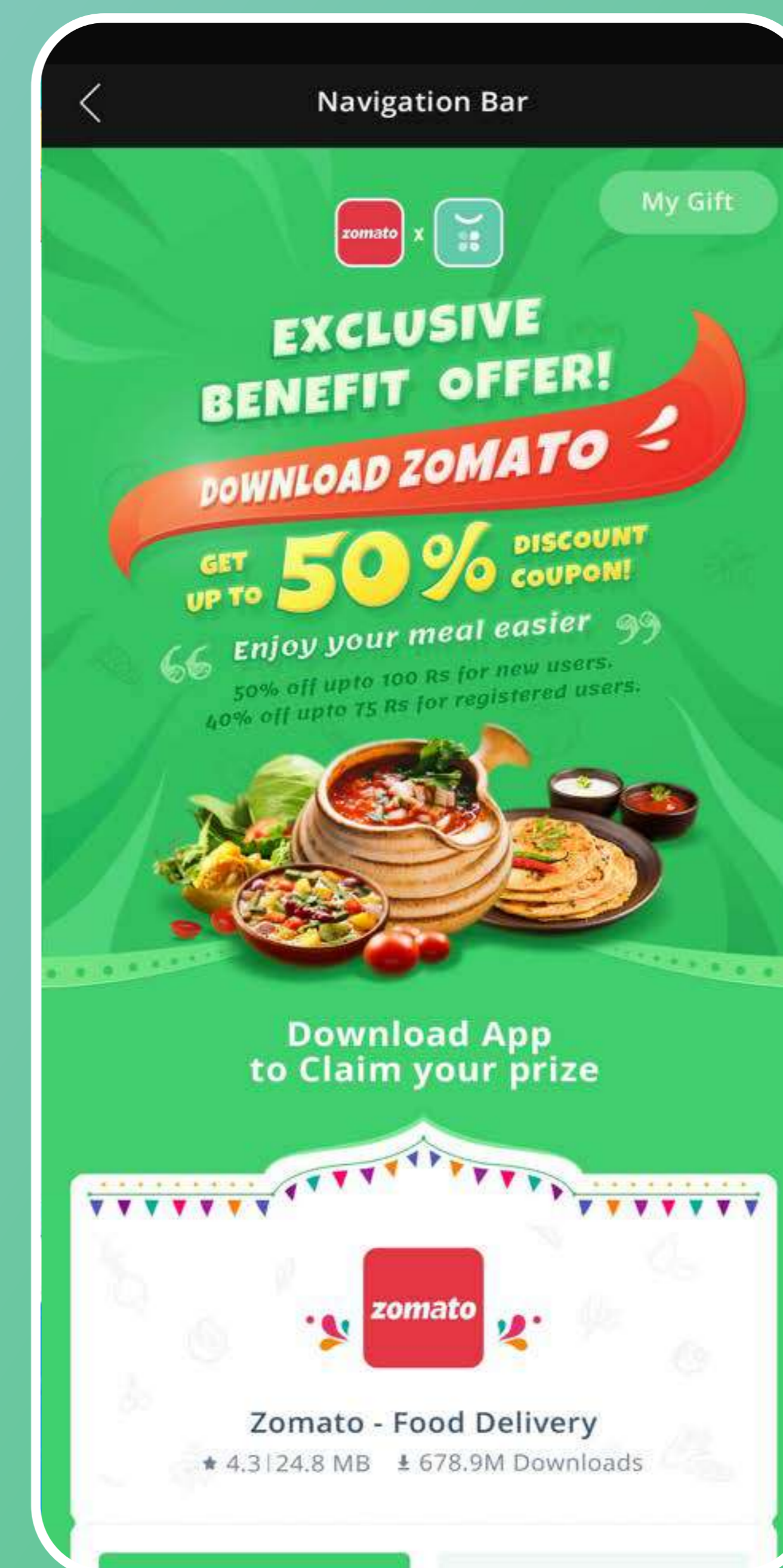
<b>KoKo Coins</b>	5 KoKo Conis รายละเอียด	<input type="checkbox"/>
<b>KoKo Coins</b>	5 KoKo Conis รายละเอียด	<input type="checkbox"/>

**OK**

# COVID 19 CAMPAIGN IN SOUTHEAST ASIA



# ZOMATO CAMPAIGN IN INDIA



# HOLI FESTIVAL IN INDIA

ऐसे मनाना होली का त्योहार  
पिचकारी से बरसे ढेर सारे इनाम ।

**PLAY AND WIN UPTO RS.1000**

Rules My Prize

Step 01 Download Apps Step 02 Lighten All Guns Step 03 Play & Win

Download Apps

Download Download Download Download

Lighten these balloons by downloading the apps above to win the big prize

10 10 02 00

Green Blue Pink Purple

Play Lucky Draw

ऐसे मनाना होली का त्योहार  
पिचकारी से बरसे ढेर सारे इनाम ।

**PLAY AND WIN UPTO RS.1000**

Rules My Prize

Step 01 Download Apps Step 02 Lighten All Guns Step 03 Play & Win

Download Apps

Download Download Download Download

Lighten these balloons by downloading the apps above to win the big prize

10 10 02 00

Green Blue Pink Purple

Play Lucky Draw

₹1000 Amazon ₹2500 Winamp Gift Card Flipkart ₹800

# Thank you for your time



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## JIDONG QIAN

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