Jie Lu





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Preface

For a long time, designers may continue to ask themselves a question: what is my role as a designer? As the industry continues to develop, the boundaries bwtween designers and other professions have become blurred. Many designers began to have multiple identities.

So what is the most important quality of a designer? For me, I think the answer to it is to maintain curiosity and a sense of responsibility. Therefore, in many of my projects, I try to re-examine at the people and things around me from a designer's perspective. At the same time, I hope that my designs are not just a problem-solving tool, but takes into account the role of these designs in people's lives and see what influences they can bring.

Directory

01

Me&U APP

App Design

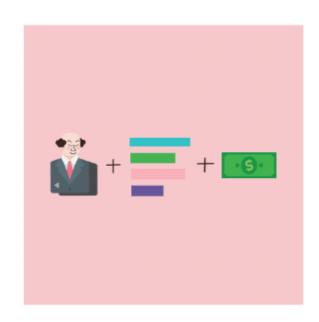
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O 1 Me&U APP App Design

Me&U is an app for people to socialize offline. During the research, I found that people are increasingly relying on online communication instead of interacting with others in reality. The meaning of Me&U is to help people return to real life and meet new friends. Users can use the app to plan offline activities and increase people's social interactions. The main function of the app is to hold activities, participate in activities, and invite friends. It also has a system of users' self-defined looks function. The system is designed to remind every user that you are unique. And don't worry about your sepciality, you will find someone like you.

Also, this is a multi-medias project. I collaborates with industrial deisgner Ordy Chen and programers. Designer Ordy Chen designed and offline installation with the idea of Me&U as meeting someone fresh. Ordy Chen designed an public bench that people can find thesebenches positions in the app and see others who shared the same bench.





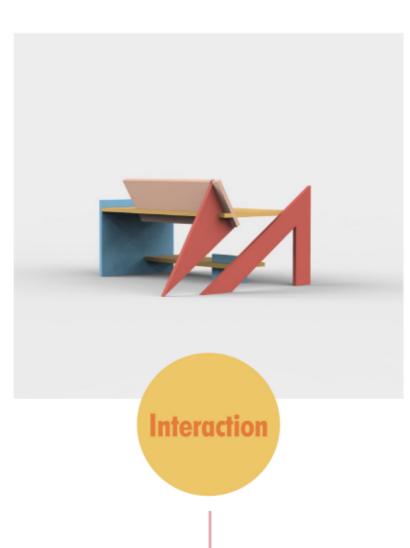
Public Installation

This public bench will allow people to share a public space with strangers thus providing them an opportunity to meet some new friends.

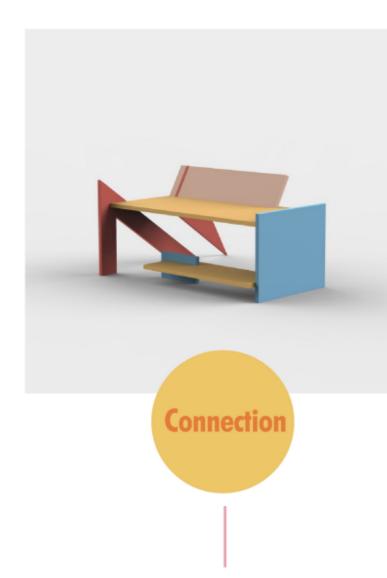
* Me&U chair is designed and rendered by industrial designer Ordy Chen. (ordy0705@gmail.com)



The profile shape of the chair is designed into the shape of letter M, and the front view desind of the chair is echoing the shape of letter U, which in general referring to the app name Me&U



The chair has a digital deviceon it which can connect to the Me&U app on your mobile device. When you seat on the chair you can see the people near you and also leave message on the chair device so the next person who use this chair can see



This chair both serves as part of Me&U app service and public space. The chair is designed to increase people's interactions in reality and share spaces



Home



(i) (ii) (ii) (iii) **Ohad Talmor Trio** (7:30 - 9:30 PM O 1160 Broadway 5th Floor, New York, NY 18001 The Ohad Talmor Trio is an offshool of Tal-mor's larger flauureel Jestet and featurer three of the most widele and recratile mod-ers lass improvings in the flauu Tark scene. The Trio Feature in Talmor original composi-tions with a particular emphoris on integrat-ing complex and longer compartitional pieces which are partly robed in the Hindu-stant Table reperfore.







Uzer look Dezign

Calendar

friends Gallery



DIY LOOK

Fun Free Fabulous

The user-defined character system of Me&U app is very unique. All the clothes are specially designed in a surreal style, while gender characteristics are blurred. In this design project, I hope to convey a concept that every user is special. And it is this speciality that connects us.

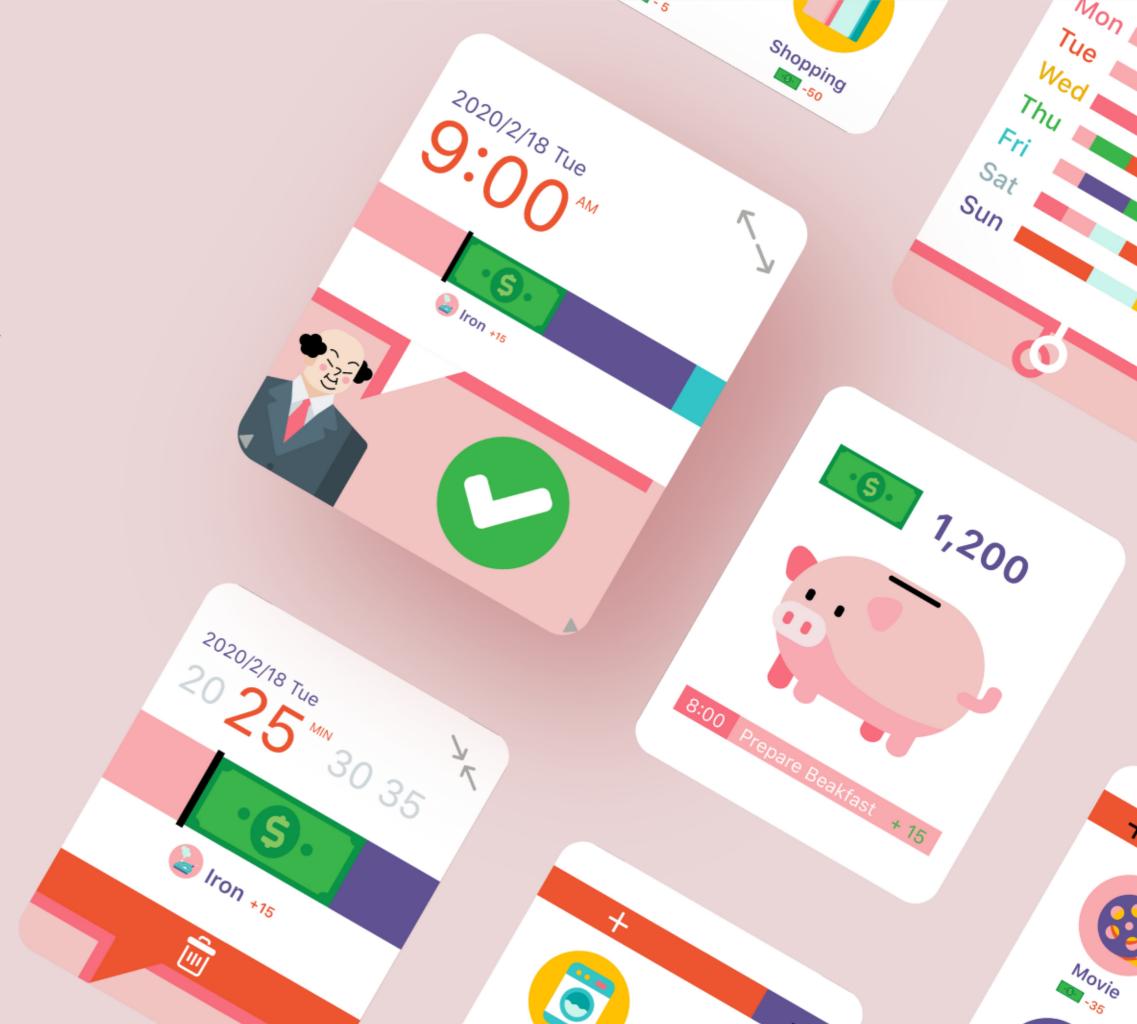
House Note Apple Watch App

House Note is an Apple Watch reminder app, and is specially designed for full-time family caretakers. This app is based on their living habits, and to help them better plan time and schedules. The self-reward mechanism and gamification system in the app aimed at providing more fun and motivation for these full-time family caretakers to do the daily schedule.

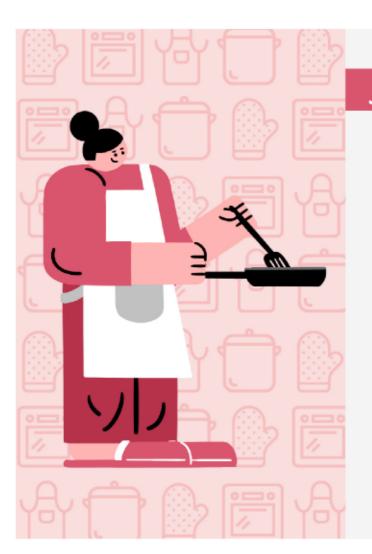
The inspiration for this design project came from the dispute over whether full-time family caretaker is a job. For me, I think that these family caretakers provide the whole society a lot of work value but rarely noticed. And many times these women have become the bearers of family life, but their work has not been widely recognized and admitted, and they have no wage guarantee. This design project caused controversy since its related to a relatively sensitive social topic. As the designer my original intention is to arouse people's attention to full-time family caretakers through this design project and see their works .



*References, Silvia Federici, "Wages Against Housework"



First Ideation



Junna

44 I hope I can keep my housework organized and well-done. This way I can spend more of my time outside of my family life.

BASIC INFORMATION

GOALS

Age

Job

32

Housewife Location Osaka, Japan

Family

Well arrange house work time

FRUSTRATIONS

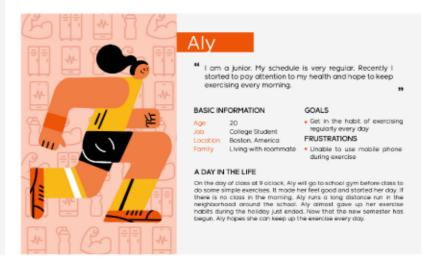
Husband, two children • Unfamiliar to use complex app

A DAY IN THE LIFE

As a full-time housewife, Junna gets up at 5:30 in the morning. After getting up, Junna had to do the laundry in an hour and then start preparing breakfast and lunch for the family. After the family went out, she would use the day time to do housework. After lunch, she would take advantage of her free lunch break. Junna will go out to buy food in the afternoon. If she is free, she will go to the cafe to chat with other housewives. At four o'clock she will go back to prepare dinner. After dinner, she would watch TV with her husband or spend time with her children.

Direction

The first idea of this design project is to design a time app for apple watch. At the beginning of the project, I considered four potential user groups, including housewives, white-collar workers, doctors and athletes. Finally, I chose housewives as the design direction, because I think they are rarely considered in the design.





Li Wei

My work is complex and busy. As a doctor I need to remember all the information about my patients. I hope I can find an effective way to plan my work schedule.

BASIC INFORMATION

Location Shanghal China Family Living with girlfriend

GOALS Well arrange tedious work

FRUSTRATIONS Can not use smartphone during work-time

A DAY IN THE LIFE

Li Wei arrived at the hospital at seven in the marriing and had a simple breaklast in the doctor's launge. As a doctor in a public hospital, Li Wei has a lot of patients. After consulting the nurse about the patients' condition, he went to the ward with the chief doctor for a daily round. Li Wei then started surgery. During this time he would have a simple lunch if time permits, but he would often stay hungry after the surgery. After that, Li Wei has to make a written record of each potient's condition until the end of the day. During this period, the patient may have an emergency, and he needs to go to the ward for treatment.



Robert

My work is based on a strict schedule. As I work on my tasks, I also have to deal with a lot of mail. I hope to find a concise and effective way to deal with my schedule. ...

BASIC INFORMATION

White collar Family Single

. On time and save time FRUSTRATIONS

GOALS

Too many emails and tasks require constant attention

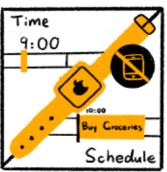
A DAY IN THE LIFE

As a New Yorker, Robert lives on Long Island and spends on hour on the As a New Yorker, Robert lives on Long Island and spends on hour on the subway each morning to reach his office in Machattan. After starting work of 9:30, Robert prepares a cup of coffee and starts checking emails. At 12:30 Robert will have a soundwish for funch, offer which he will take a work downstoirs, but not too long in case there is an emergency too. In the offer-mon, Robert will have a work meeting, which correlatives ends quickly, sometimes for a long time. Robert sometimes needs to go out to wisk clients during his work time and then rush book to the office. At 6:30 pm the days work ends and Robert needs to spend another hour book to his residence.

Scenario 1



When Junna is doing housework, she has no hands free. So she can not check the phone for time or schedule.



Using the app, Junna makes it easy to check the time and schedule, even when she's busy.



With the help of the app, Junna can do housework very quickly and easily, and enjoy her personal time.

Scenario 2



Junna often forgets cooking time when she is busy since she has too much kitchen stuff to take care of.



Using the app, Junna can easily check the time and set a timer.



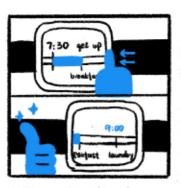
2nd priority functions 3rd priority functions 4th priority functions

Junna no longer has to worry about overcooking her food. She can easily prepare a big meal.

Scenario 3



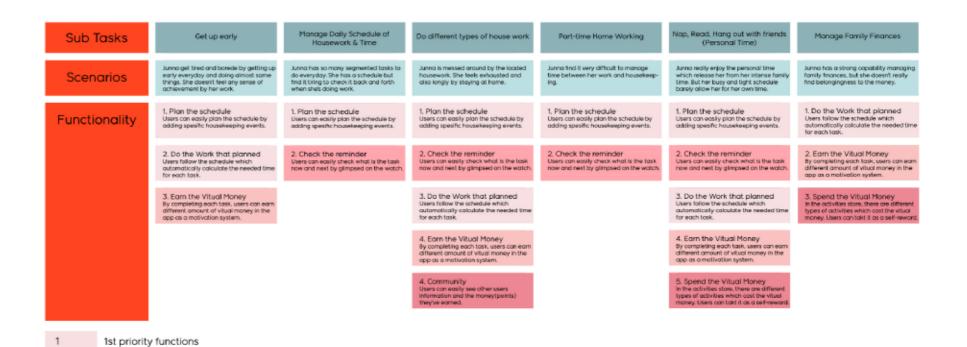
Every day Junna wakes up with a lot of tedious chores waiting for her. She often feels overwhelmed for her poor time management.

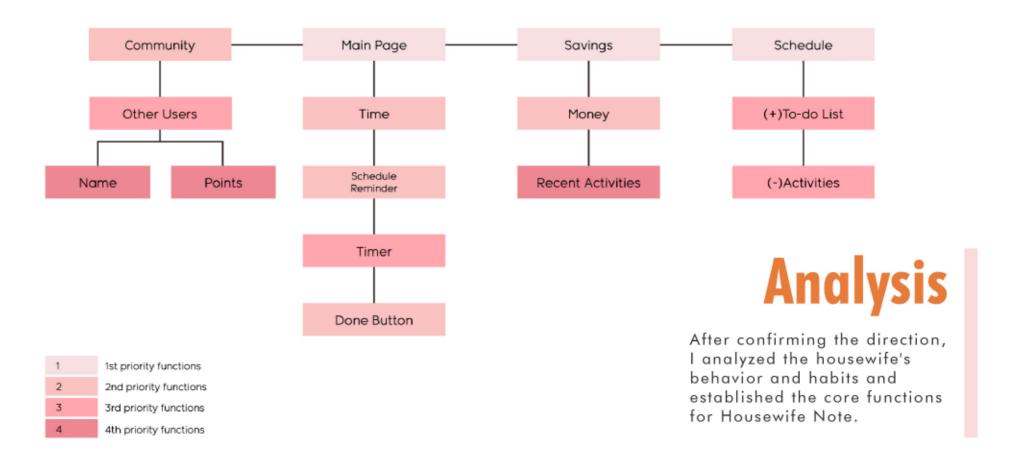


With a swipe of her finger, Junna can know the time and her next schedule very quickly and easily,

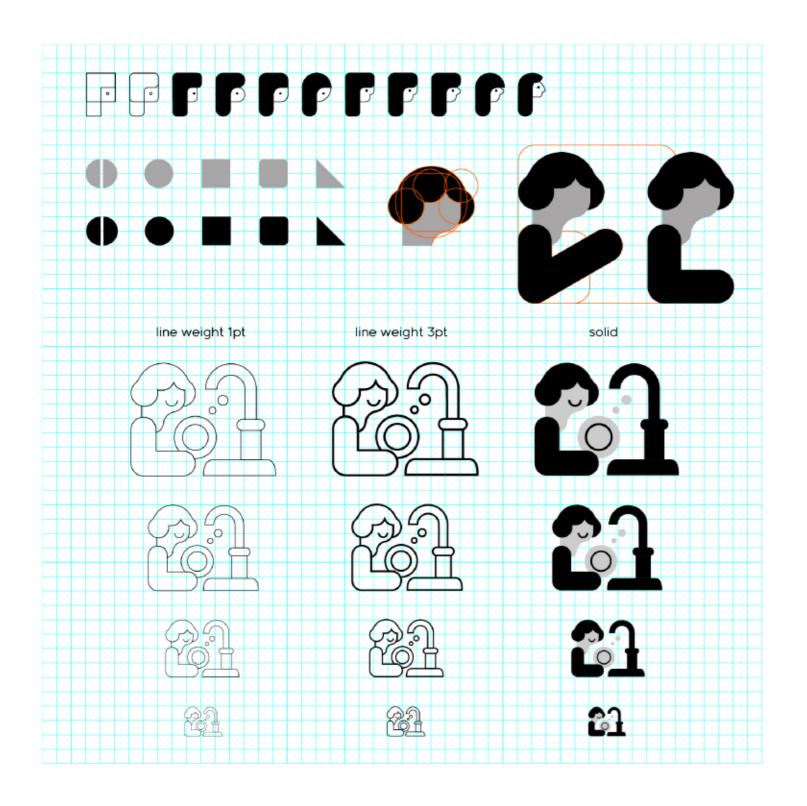


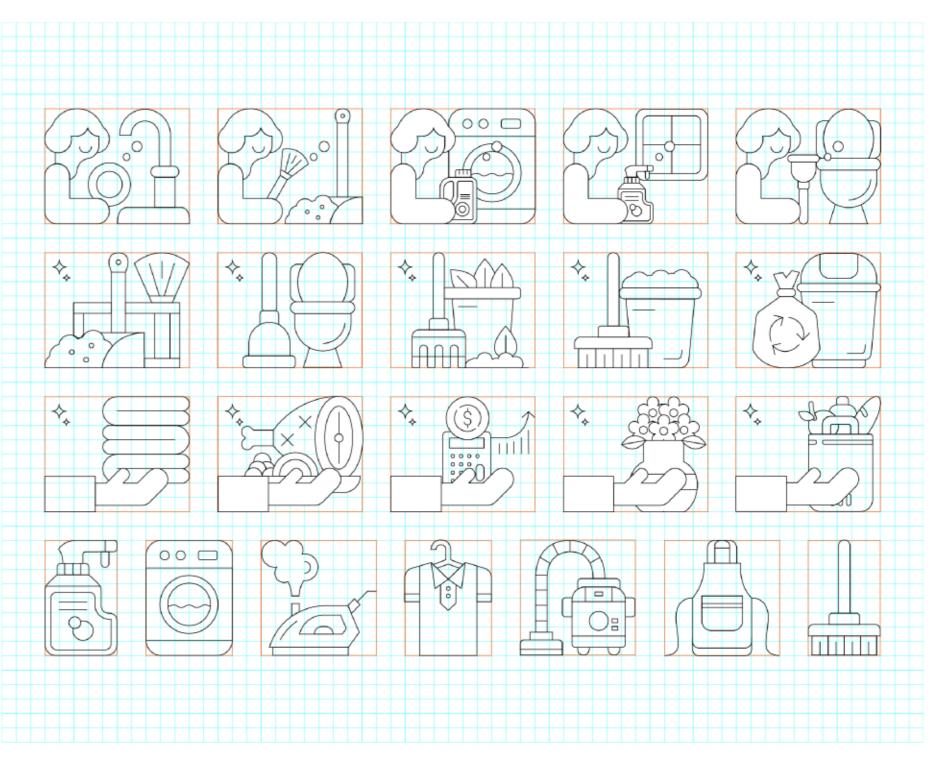
Junna becomes more efficient every day, and she feels more confident about her work.

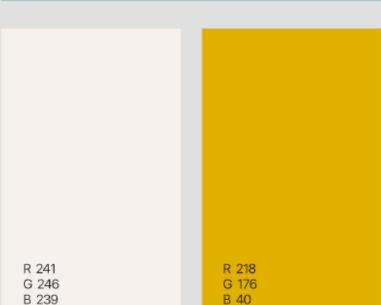


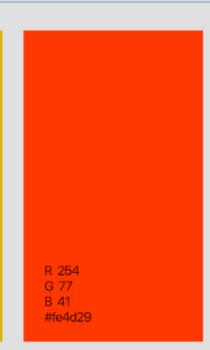


Icon Set Design Process

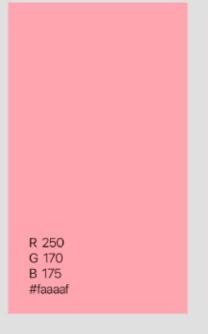


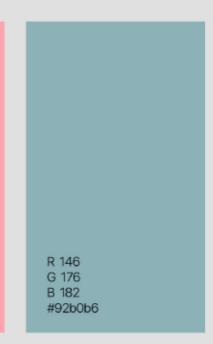


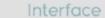












2020/02/08 SAT







Gestures









Typeface

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

San Francisco

This sans-serif typeface is the system font for watchOS, and includes a rounded variant. It suits a wide range of content and is easily legible in a variety of contexts.





#f6f1ef







#dab028











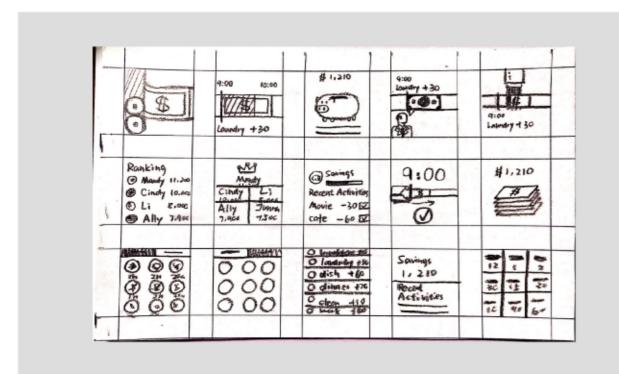


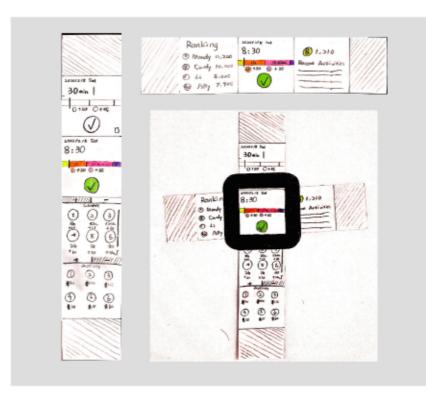


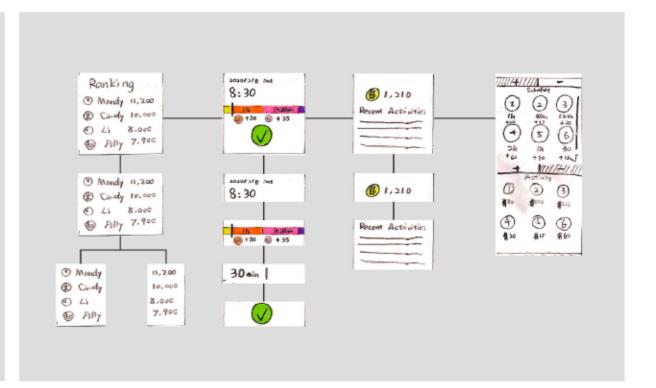












By analyzing the daily activities of housewives, I designed the main functions of the app: plan, timer, reward mechanism, weekly chart.

Firstly, users can select daily tasks to be completed from the list and set the a time for each task. Once a task is completed, users can get virtual currency in the app as a reward. The virtual currency will be stored in the app. Users can choose to consume virtual currency to add reward tasks for themselves at any time, which includes rest, watching movies, shopping, etc. Thereby this app will form a positive feedback mechanism for users. The app will summarize the tasks completed in the week and displays them in the chart, so users can easily see how they have spent their time in last 7 days.

Sketch & Design Experiments

Variations Experiments

I tried different variations of the backgrounds of the app trying to provide users more design options. However, considering that the screen size of the watch is so small, the pattern on the background would actually affects on the readability of the information. So for the final decision I chose to keep the background clean.

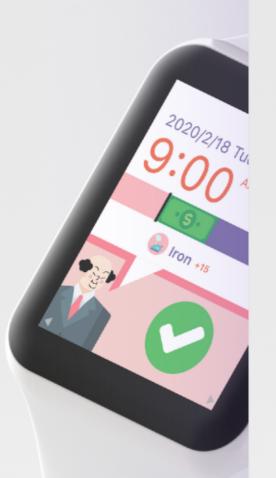


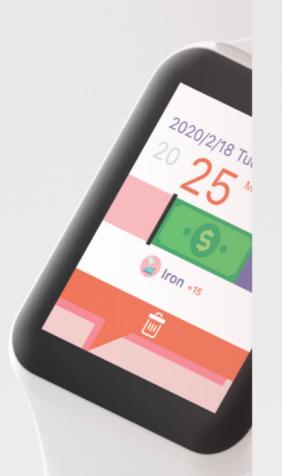


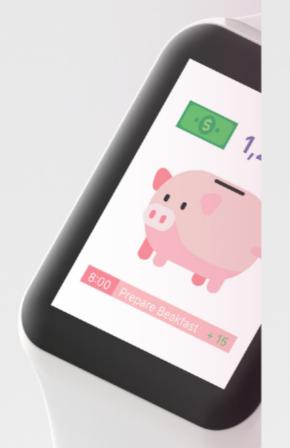


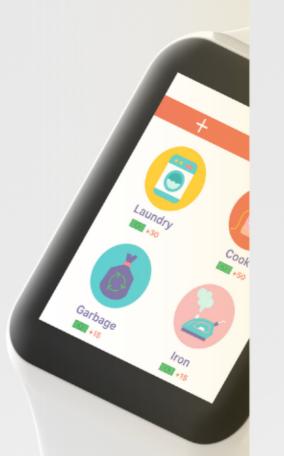












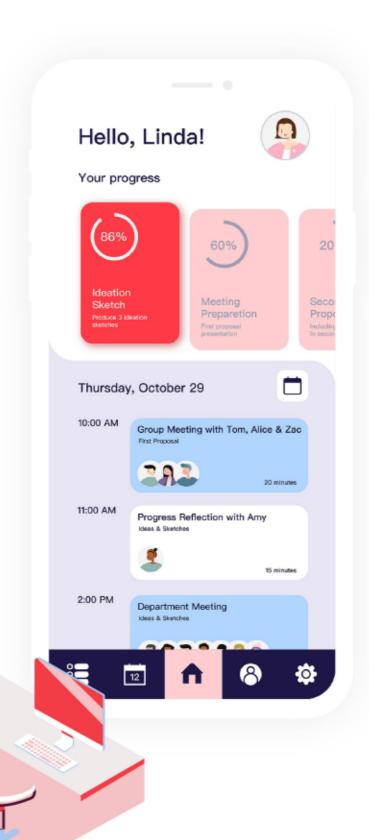


03

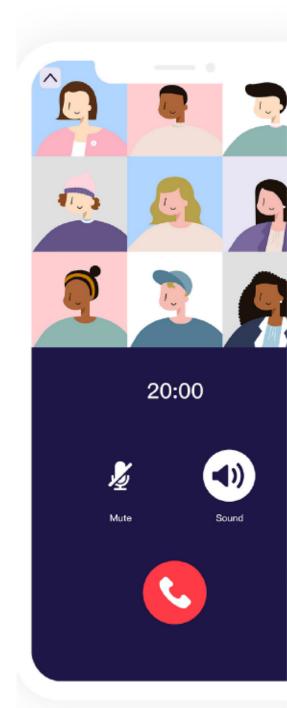
Virtual Office App Design

Virtual Office is an app designed for office people. During research, I find out nearly 80% of people have once experienced burnout issue during work. And working environment is one of the deciding factor that constantly influencing officers' mental states.

Also, because of the pandemic, more and more people are now working from home and meet colleagues through video calls. However, while people are enduring lonliness, exposing faces in front of the cameras for long time can also be exhausting. So this is a thesis project researches on work pressure and burnout issue, and try to give these social problems a designer's response.



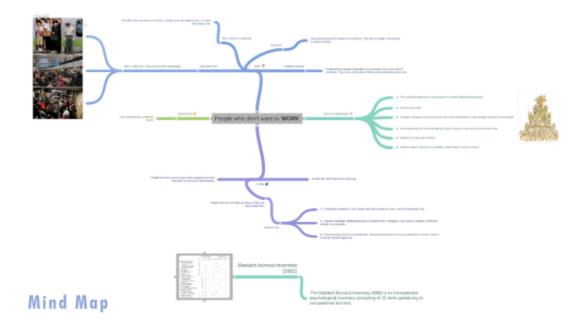




Research Question

Work Pressure & Burnout Issue

Job burnout is a huge and complex social problem. It's not a phenomenon only related to individuals, companies, or psychologists. With the rapid development of society and the faster pace of life, the widespread appearance of high-intensity work pressure has caused job burnout. Under the phenomenon of job burnout is the interweaving of complex social issues and social systems. Its complexity requires the joint attention and efforts of all parts of society, including governments, psychologists, sociologists, designers, companies, institutions, etc. Therefore, as a personal designer, the purpose of my project is not to completely solve job burnout, but to arouse the attention of the society on this issue through communication design, and thus generate more discussions.





What

Job burnout & work stress

Why

Because work pressure is increasingly affecting people's lives, but people are often helpless

How

I try to respond to the problem designerly, which may not aim at solving the problem but bring awareness of the problem

Survey & Interviews

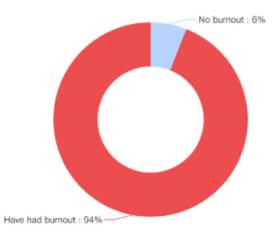
Data and graphs

According to China's "job burnout index" survey report, in 2019,

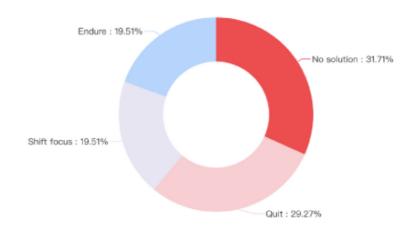
of those questioned said they had burnout experience.



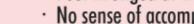
Q: Have you ever experienced job burnout?



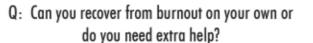
Q: What you do if you don't want to go to work every day?

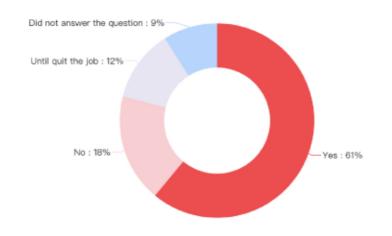


Reasons for people to have burnout

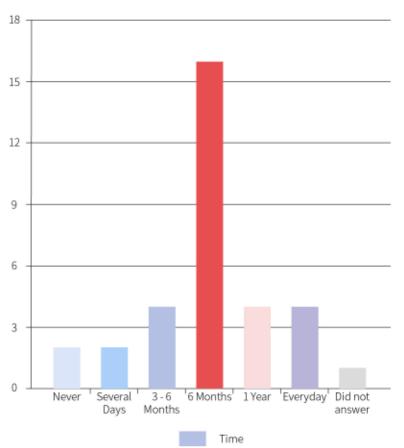


- Feel wronged at work
 No sense of accomplishment
 Don't like this job and feel consumed
 Salary falls short of expectations
- · Feel bored or lost
- · Have been worked for years
- · Workload too heavy









Analysis & Conclusion

Research and date

Three typical office types:



Cubicle Office

- + private
- depressive



- + relaxing
- distracting

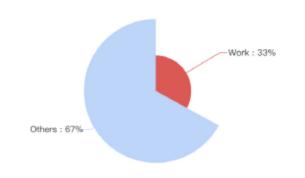


Campus Office

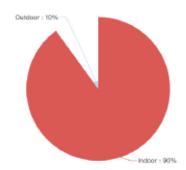
- + convenient
- boring

*Academic reference, Veitch, J. A., "Workplace design contributions to mental health and well-being"

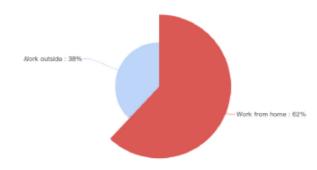
Date visualization of the time we spent in our work place and how the pandemic affects it:



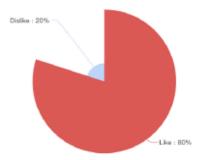
33% of time are spent in workplace



• 90% of time are spent indoor



 During the pandemic, there are 62% of people work from home (this number was 25% before)



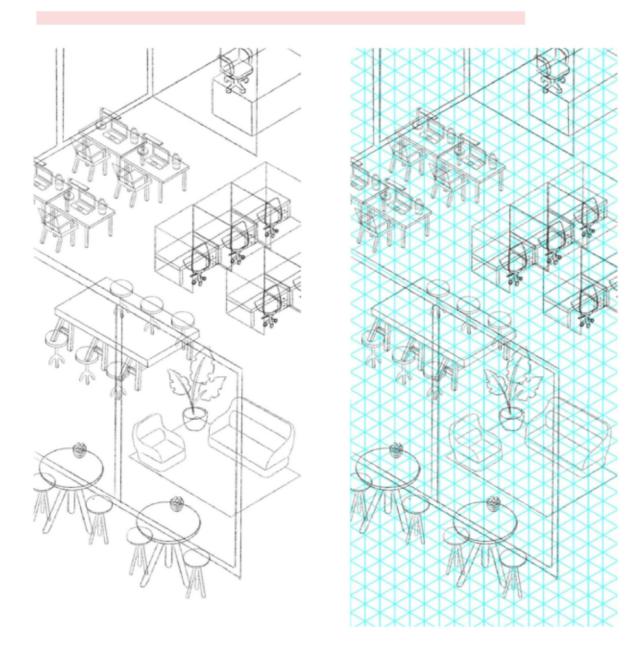
 80% of people say they like working from home

Conclusion

- We spend more time indoor and at our workplace than we thought, and how we work can really influence our mental states.
- In future, the using need of a physical office will be reduced.
- A good office design should provide employees different workplaces to satisfy their different working needs and conditions.

Sketch & Ideation

Office interface and app fuctions

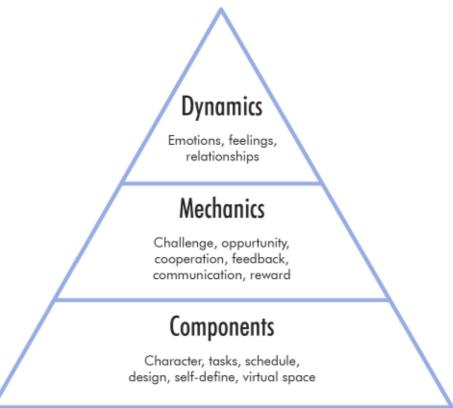


One of the very unique fuction of the "Virtual Office" app is that it has a virtual office community which allow people to gather online together even they are in different physical locations. This function gamified people's working process and promise their interactions with others.







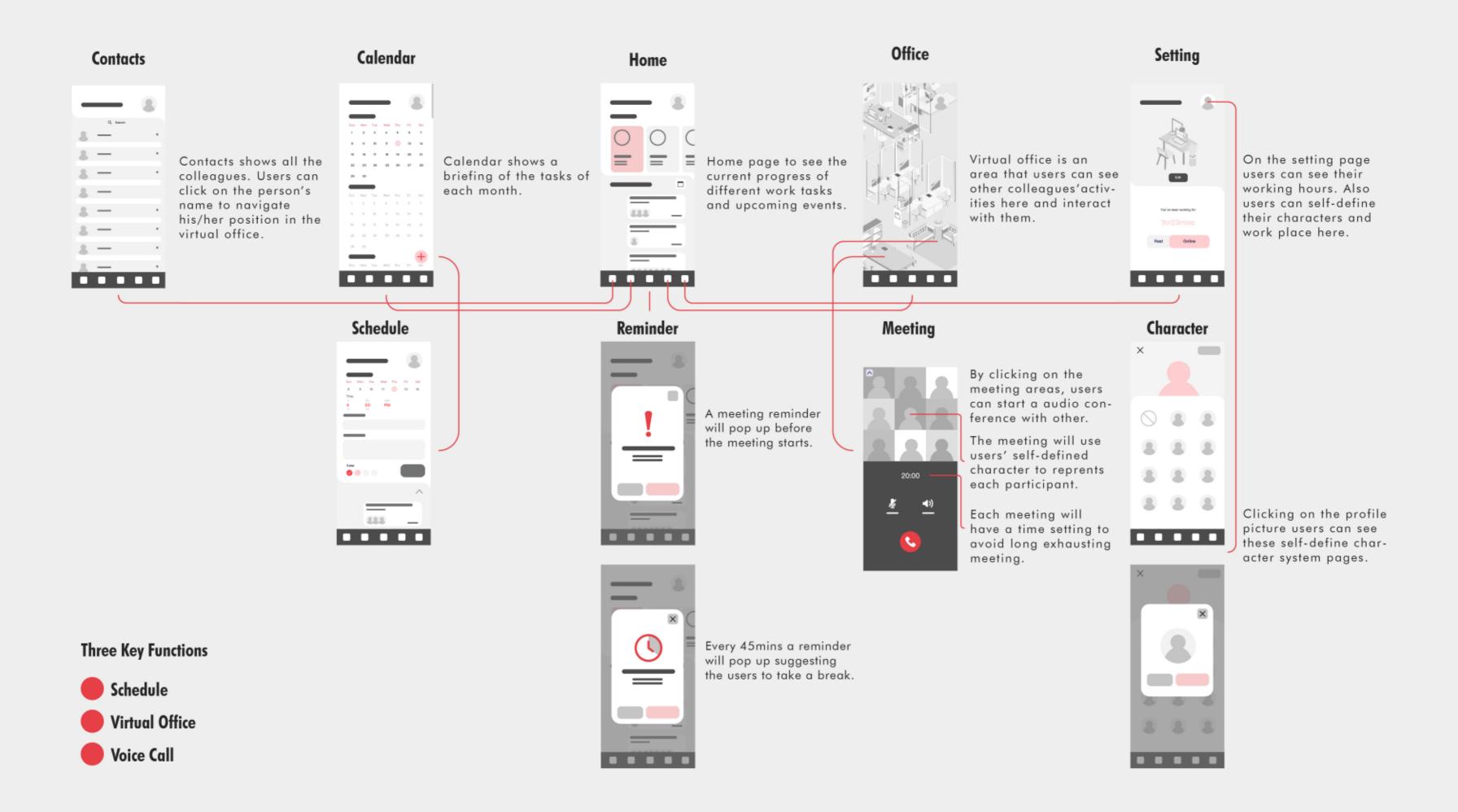


Office App Design

Productivity & Simplicity



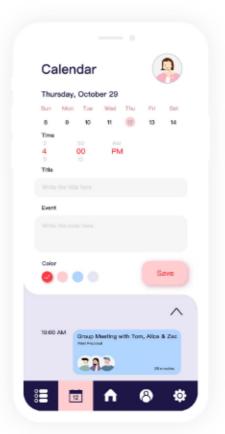
Gamelike user-centered designs which focus on users' feelings, emotions and their working

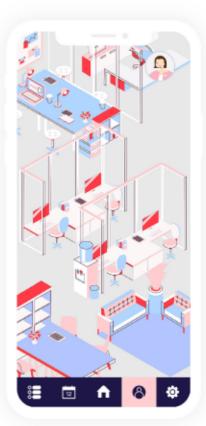


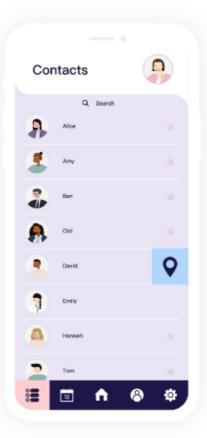
Interface Design

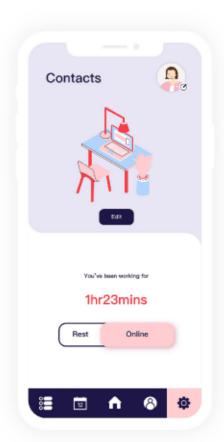


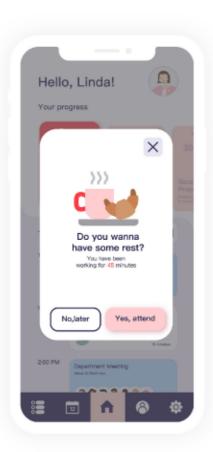


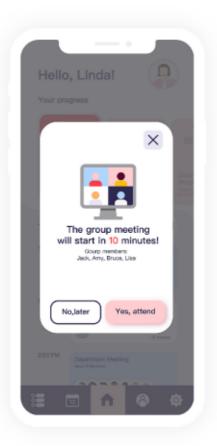


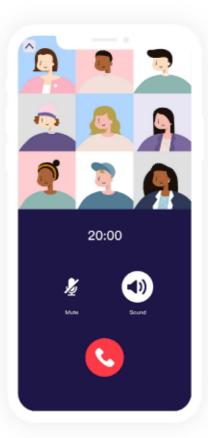


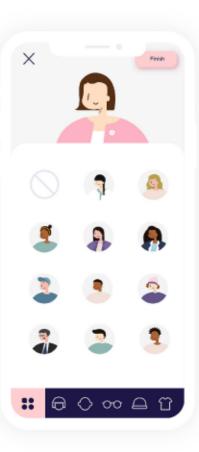


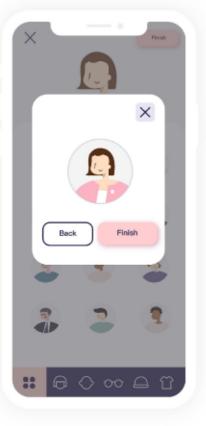




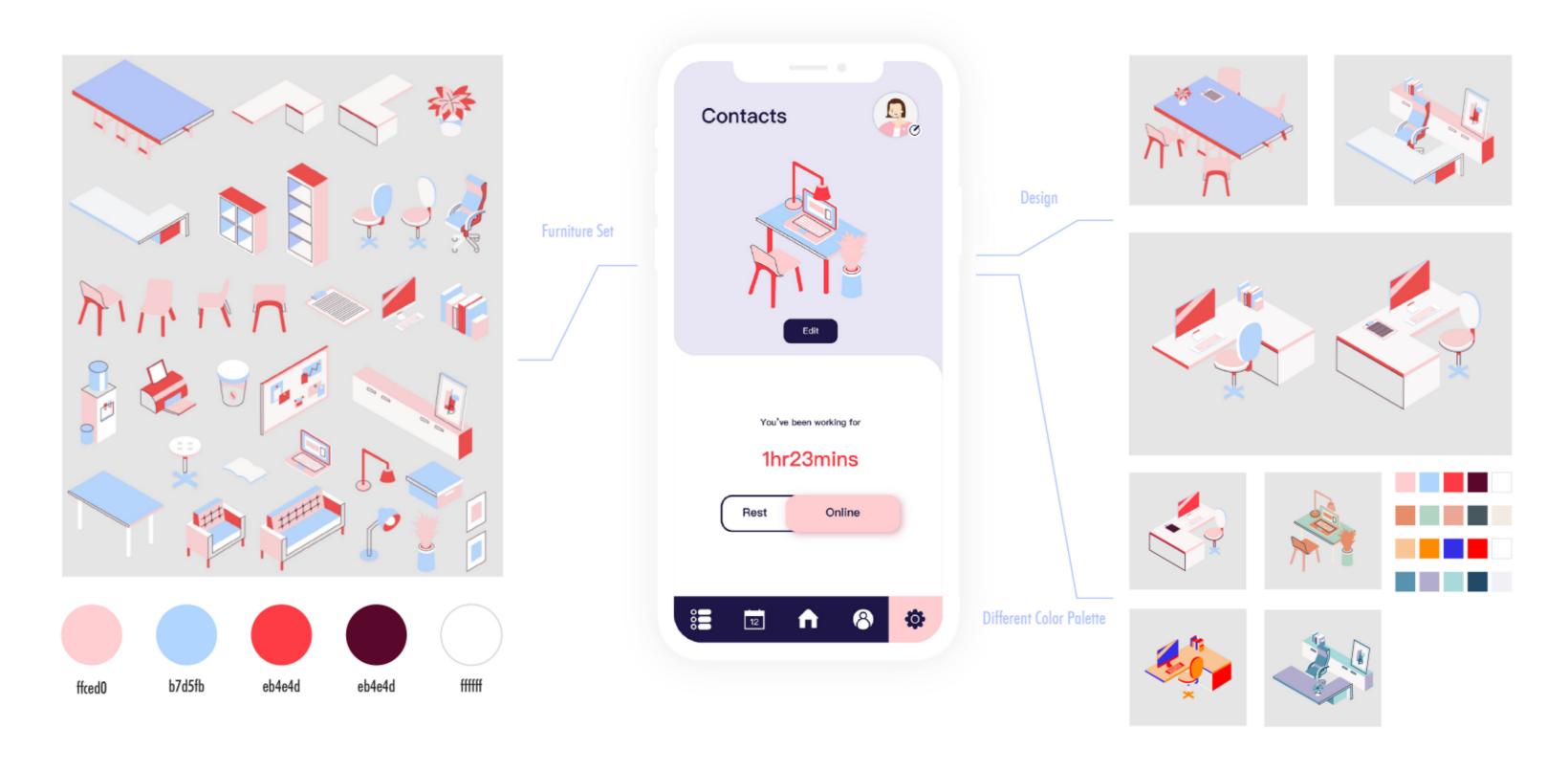








Design Your Own Workplace



Virtual Office

See your colleagues online

Choose the working mode you like freely

Design your own work-place

Virtual Office is an office app that I designed not aming at productivity but try to gamify people's work. It has a functional sheedule part and also an virtual office community that mimic the ohysical office space. Moreover, this virtual office provides opportunity for people to personalize their workspace and working mode. In the app, people can self-define a virtual character and this character will represent them in this virtual office community.





04

Instant Noodles Book Book Design

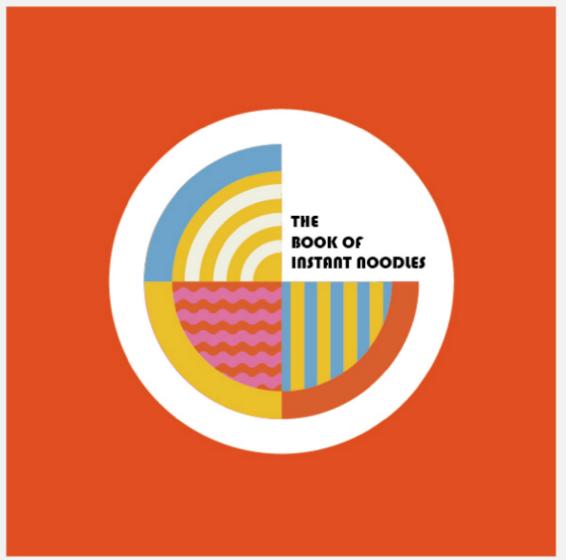
Instant Noodles Book is a book set that re-examine instant noodles from its packaging design and personal stories related to it. This book set includes four parts, which are photo journal, personal stories collection, history pop-up nook, and a interactive book.

Among them, the first part, the photo journal contains photos about instant noodle packaging design. The second part is a collection of four personal stories about instant noodles and is designed into the form of recipes. The third part of history introduces the origin and the history of instant noodles. The fourth part which is the interactive book allows readers to design their own instant noodles packaging.





















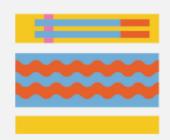










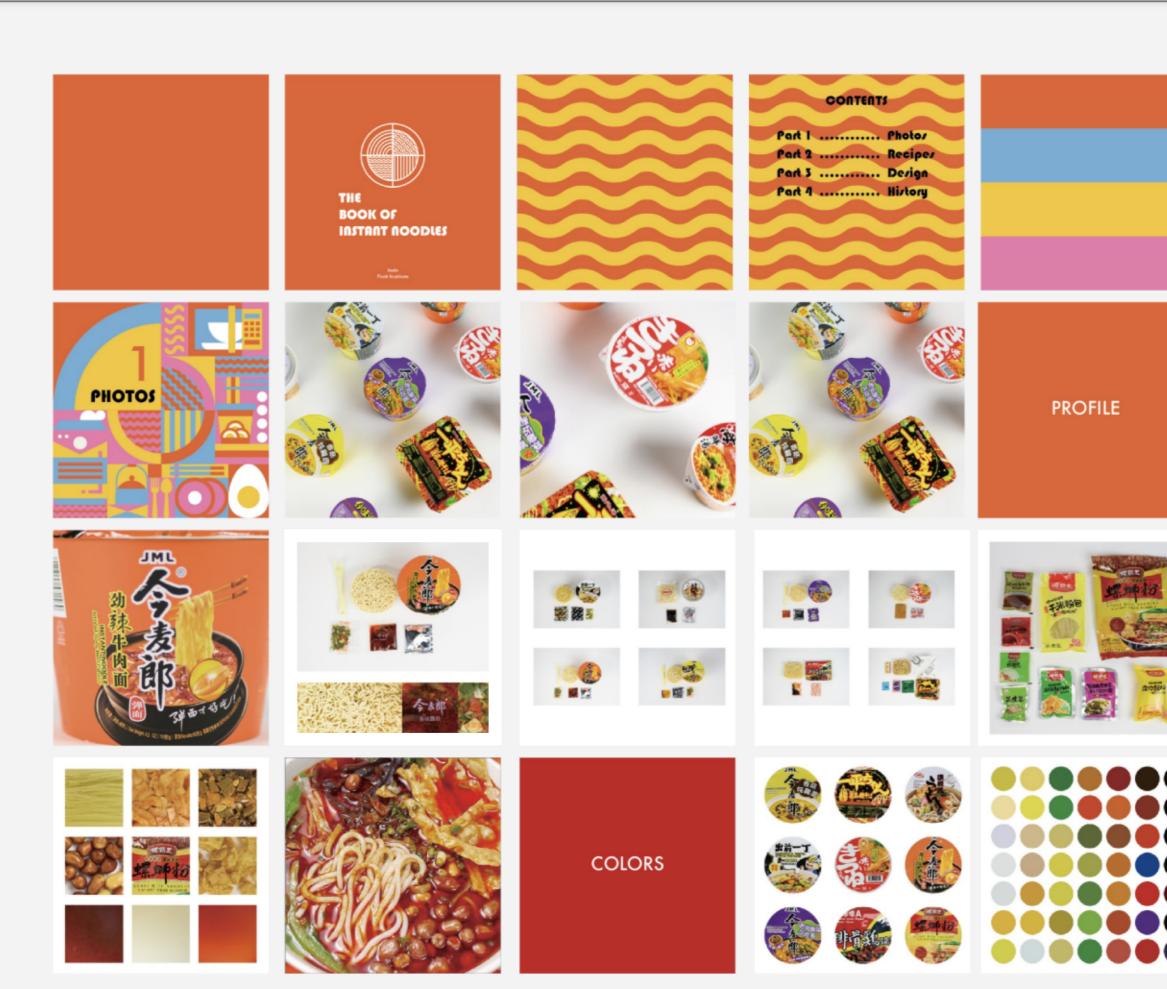








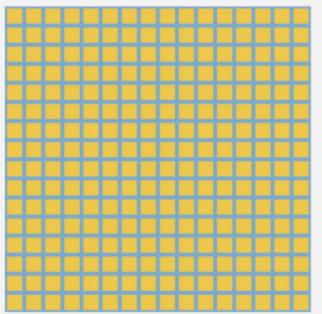




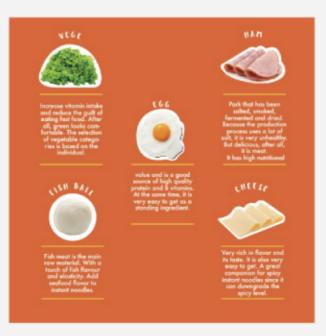


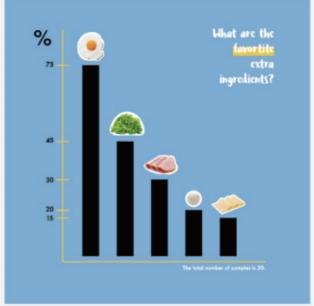


This special cookbook precious collects memories of different people with instant noodles. As an instant food in the industrial ero, instant noodles are the product of moss production. But these personal memories make each bowl of instant noodles different.

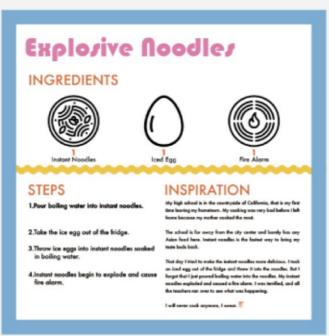


















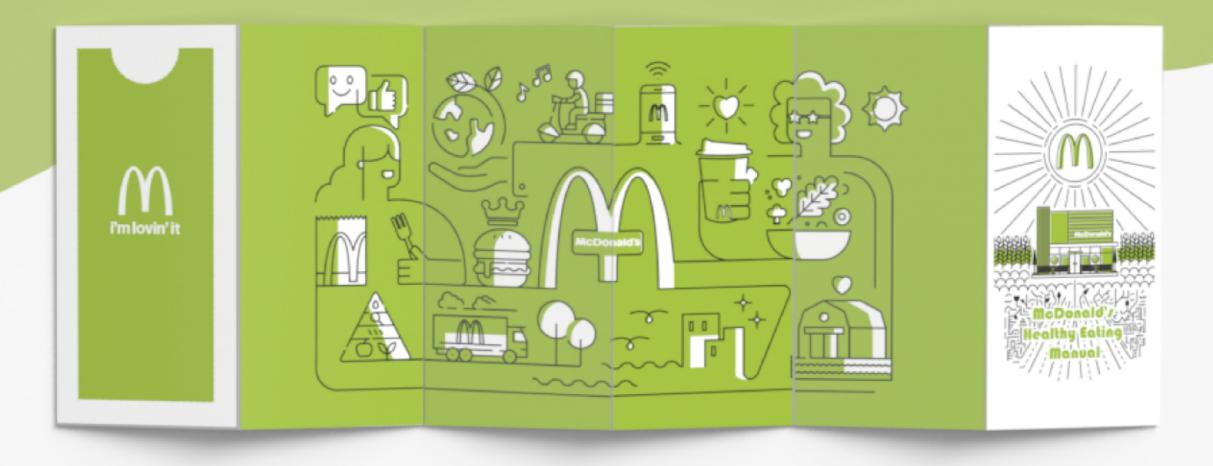






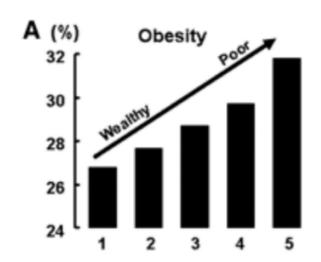
Healthy Mcdonald's Manual Design

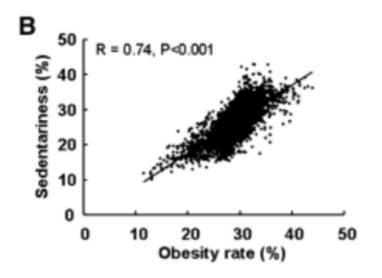
Mcdonald's Healthy Manual redesigns the brand identity of Mcdonald's, and focus on the theme of "McDonald's Healthy Eating". Through the re-selection of McDonald's products, the manual provides people a healthy way to eat Mcdonald's. The manual introduces daily nutrition knowledge and McDonald's health products. The manual is available in both English and Chinese. The two versions have some different designs based on the different culture background and eating habits in America and China. Also, the products suggestion differ a little bit as Mcdonald's provides different menus in these two countries.

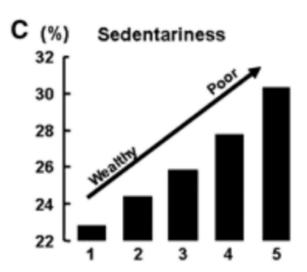


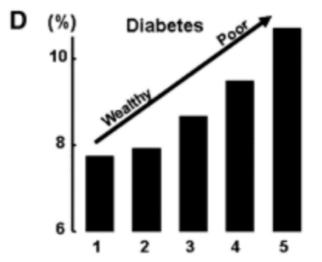
Research Background

The connection between poverty and obesity







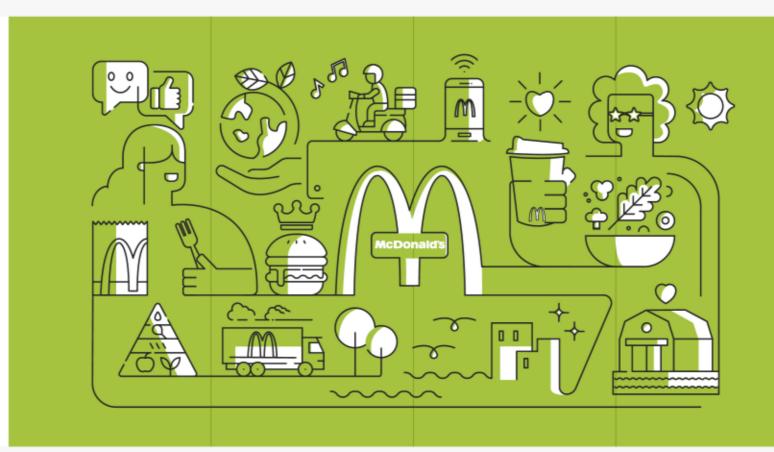


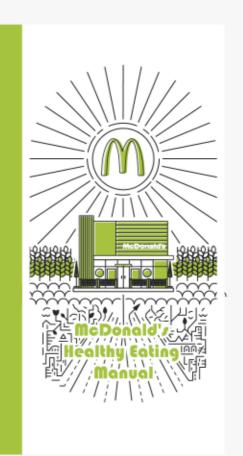




The original intention of the project is based on a study on the connection between poverty and obesity. Studies have shown that poverty and obesity rates are positively correlated. In other words, people with financial shortages are more likely to suffer from obesity, which is also related to their daily diet. And healthy foods are often very pricey. Therefore, Healthy McDonald's is a re-examination of the McDonald's brand and hopes to provide people with healthy foods that are easily available and affordable.











The Healthiest McDonald's Menu Items Gallery

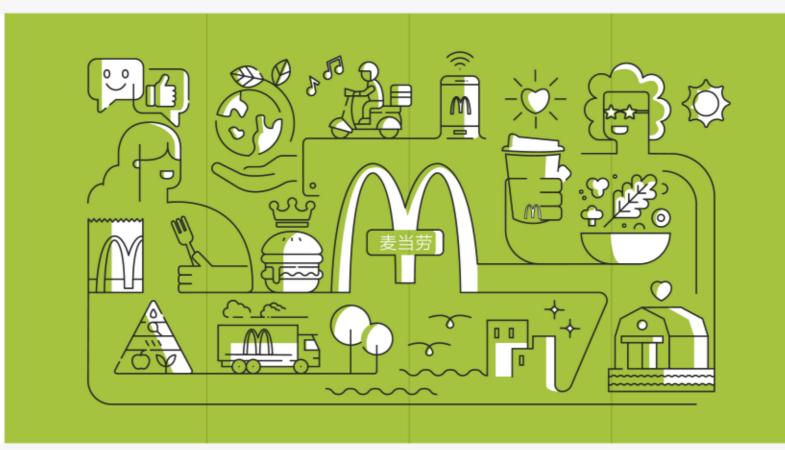


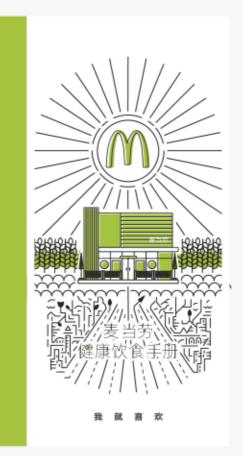




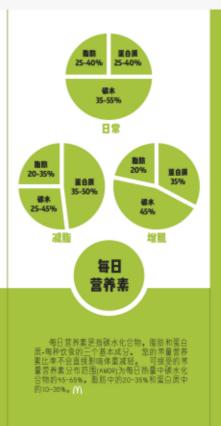
McDonald' made many changes to their menu with rutrition in mind for being ane of the healthiest places you can eat. McDonald's lists all of the food information online, we canculted their American menu for all nutritional data, so this might vary if you're looking to eat at McDonald's around the world. You can look for yourself here or consult our list of the healthiest items on the menu.











麦当劳

目录

健康餐饮



吉士蛋麦满介



汉堡包

原味铁塘鸡腿堡

380 卡路里 6g 脂肪 2g 膳食肝維 36g亜白原













Headline Bauhau/

Body text Print Clearly

标题 文悅新青年体



Cove Letter Cassette Packaging Design

Love Letter is a packaging design for a fictitious cassette tape. The four illustrated characters presents the process of a girl writing a love letter to someone. In order to fit the theme of the love letter, the packaging of the cassette is also designed into the form of a love letter.







Dear you,

I remember that day we met on
the New York Express. They say
September is good for people to be
in the mood for love, and now I
believe. For me, every day with
you is almost a love story which
can only happen in fairy tales. New
York is a city of glass, so easy to
be lost here. But you are the eternal sunshine that always leads me.
Yes, this is a love letter. And I
know you know I love you.

Yours,
Me



















Work Gallery Other Works

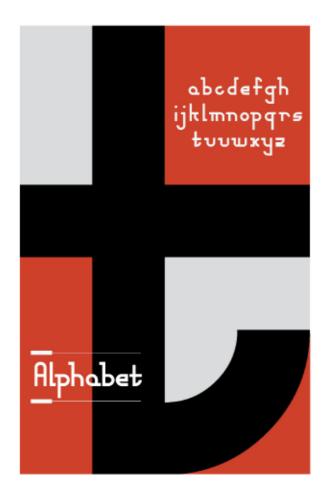


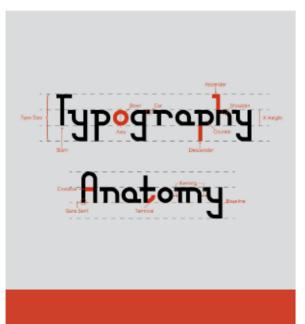






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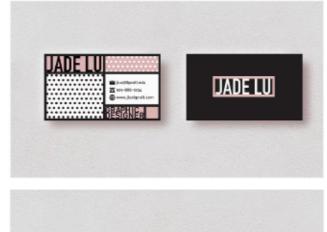










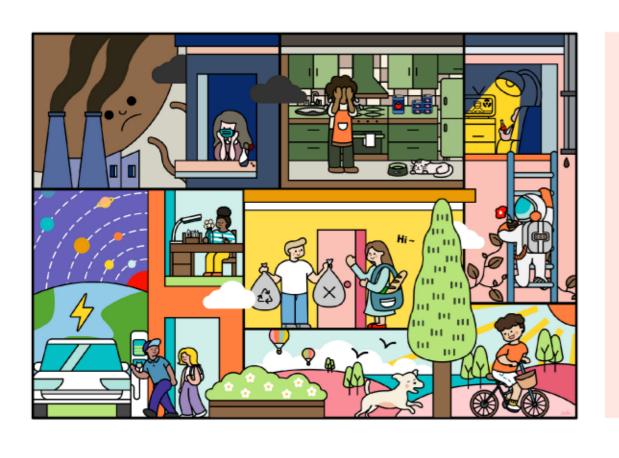




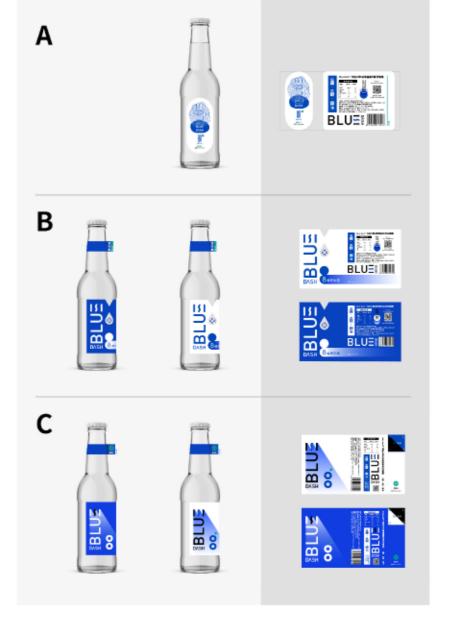


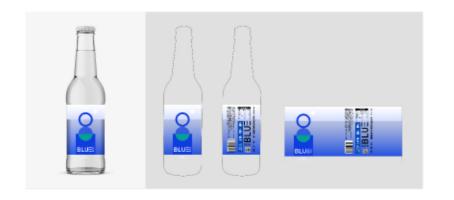


Jie Lu (Jade)





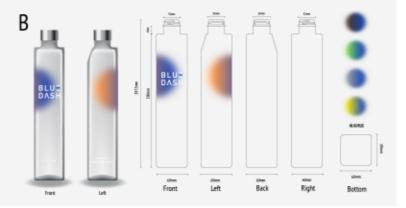




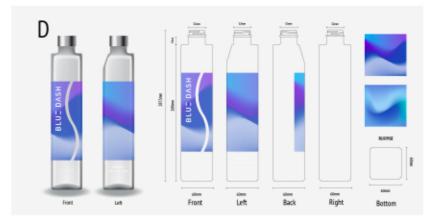












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