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BELIEF EMULATOR

A speculative design which aims to explore the artistic value of Al works for audience

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ARCHYOUTH APP

An interaction design which provides lower-grade Architecture students with opportunities of freelance under the circumstance of scarcity in job resources 02

An Art Museum Moderna museet Malmó

Warmen or with the first the f

FUXING ISLAND

An urban Design which shows the interaction between citizens and building environment



irst Prize in 2018 Urban Design project of the National Urban and Rural Planning Subjects



E-BUS APP

An interaction design which serves passengers in response to transportation challenge



Second Price in 2017 Urban Traffic Innovation Practice Research



MATA LEATEHR

A branding design for bespoke leather craft brand founded by myself, since 2014

05

06



OTHERS

RS

CRAFT

ABOUT ME

INTERACTION

Rather than just a display of works,

what's on my mind at age of 24 now.

thinking, investigation, art and technology.

I really want to show you what kind of person I am and

I have been on a journey in the field of design, from a building to a city to a user, and gradually learned to complete a design with

This portfolio is the memories of my journey to find who I want to be.

WU YIYING

URBAN

"Does the work created by AI have artistic value?" Human acceptance of new things often starts with dystopian resistance. The design of BELIEF EMULATOR lies in that it reveals people's fear of artificial intelligence and misunderstandings about the relationship between AI and art.

Through the simulation of human emotional values and emotional remodeling of AI works, Belief Emulator tries to solve this misunderstanding, thereby causing people to think more deeply about this relationship.

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Belief Emulator



Speculative Design

which aims to explore the artistic value of **AI** works for audience

> Date:2019.08-2019.11 idual Proiect: Wu Yiyina

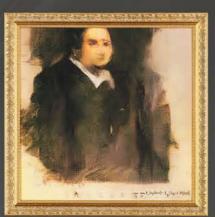
1 BACKGROUND

On October 25, 2018, the first Al-drawn painting "Edmond de Belamy" was sold at Christie's New York auction house at a high price of **US \$ 432,500**. "Edmond de Belamy" is an Al-painted painting, which was completed by the Paris art group "Obvious" using algorithms, based on 15,000 classic portraits from the 14th to the 20th century.

A painting by

min max Ex[log(D(x))] + Ez[log(1-D(G(z)))]

Is this art?



Edmond de Belamy

Development of Al art



Late 1950s: Conorativo Ad

Generative art is a type of computer-based art. Using pre-defined systems, such as language rules, the art of making.

by Harold Cohen, 19



114 Lan Goodfellow

n Goodfellow first developed GAN, which is an azing breakthrough in image generation by ural networks.

part of the second



015 Google Deep Dream

DeepDream helps us better understand how deep learning works, and it can also generate some strange and artistic images.

by Google, 2016



Rutgers University

It tries to learn the aesthetics of existing works of art. If it imitate the established style too much, and it will be punished.

by AIC.



2017 Tom White Perception Engin

set a set of initial parameters for the perce gine, including color, line thickness, etc., an sted the output.

y Tom White, 2017



2018 Robbie Barrat Gan

Using a series of nude portraits, train GANsin a progressively increasing manner, trying to get it to generate their own nude portraits.

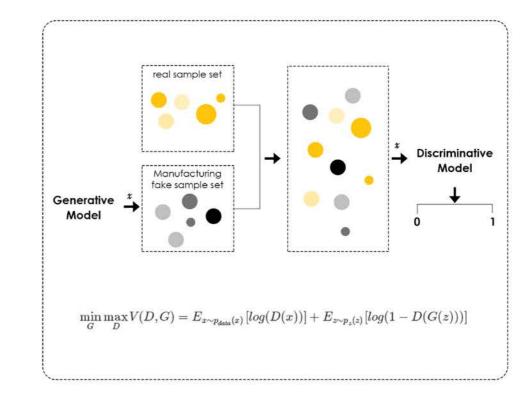
by Robbie Barrat, 2018

2 ALGORITHM PRINCLE

How does AI "draw" a painting?

Generative Adversarial Networks

- The generative model is given some implicit information to randomly generate observation data.
- The discriminant model requires an input variable, which is predicted by a certain model.



Objective: Make the discriminator unable to judge, the output result probability is 0.5 for both true and false samples.



3 INTERVIEW

How different people think about AI art?

How

Al art?

understand

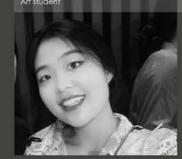


Founder of Transfer gallery

Kelani Nichole

People who grew up and became rich in the digital age have different perience of artistic works may be more important than the real thing.





human art. People have compiled algo The most important artistic value in contemporary art is "concepts". If the works can reflect the artist's activities and inno ations in ideas and thoughts, the higher the artistic value





I think it's the **craftsmanship** that will be he most determinant thing in why Al art is interesting in the future

I acknowledge that Al's thinking can ation through independent thinkg, and create artistic works based



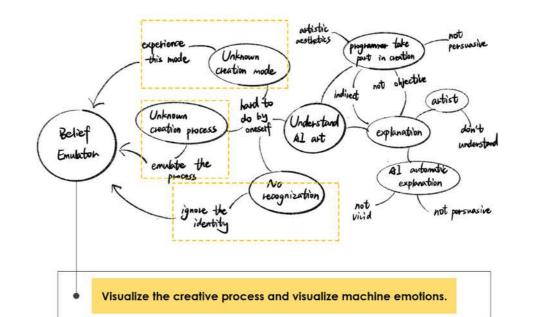
The works created by AI or machines are specific products of the times. She is a prod-Original spirit and human emotional tem-

Hugo Caselles-Dupré



4 BRAINSTORMING

How to help people understand Al art?



Unknown about the way AI create work

experience this way

Not involved in stories behind AI creation

watch a story V

Do not recognize the identity of Al

ignore this identity

5 STORYBOARD

The process people get to understand AI art

Individual space



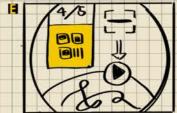
According to the attributes and values of different people, his own emotion space is generated. In this space, her emotion can be extracted and calculated.

Sentiment extraction



When watching the video, the viewer's emotional information in the space will be extracted and analyzed.

Visualization



In addition to the evaluations displayed on the print bar, the viewer can also scan the QR code on the print bar to view the

Emotional video



Combining the audience's emotional space with the creative data of the Al works, a section of images is generated.

Evaluation calculation



After the viewing, the audience 's evaluation of the Al art is also calculated, and the audience can get feedback.

Creative participation



At the same time, the emotional fluctuations extracted by the audience are visualized into another image, which is an art created by the audience and Al.



Identity characteristics

The recognition process should be fast and simple, and not make the audience feel uncomfortable or privacy is violated.



Generate image

The generated image should not be too long, so that the audience has enough patience to watch it.



Recognize emotion

Emotion information can be extracted by facial emotion recognition, heartbeat recognition, brain wave recognition and other means.



Include emotion

The extracted information should be sent to the processor by a special sensor for analysis and processing.



Algorithm evaluation

The sensor should be combined with the wearable device settings of the audience.



Visualization

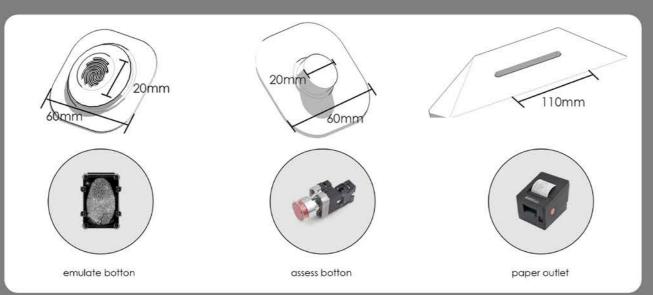
The final result should be portable, which is convenient for the audience to take the feedback as a souvenir.

6 FUNCTION

Function and componen

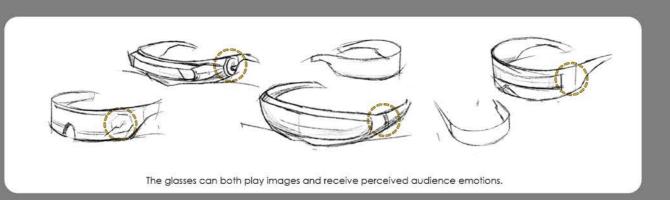
--- processo

a device used to process data and generate evaluation feedback



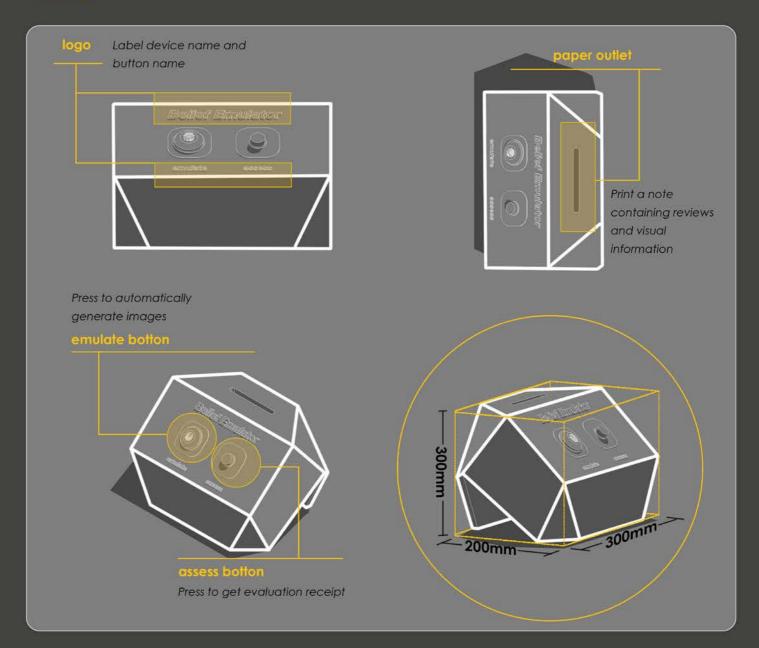
censor --

a device used to perceives the data and transmits it to the processor



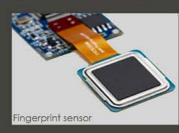
7 DEVICE DESIGN

Modeling

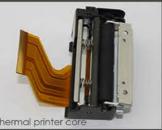














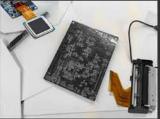
Export the flat file through the model and cut the Chevron board according to the size

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Glue the main structure with glue

02



Install thermal printer core, micro processor, sensor and other parts

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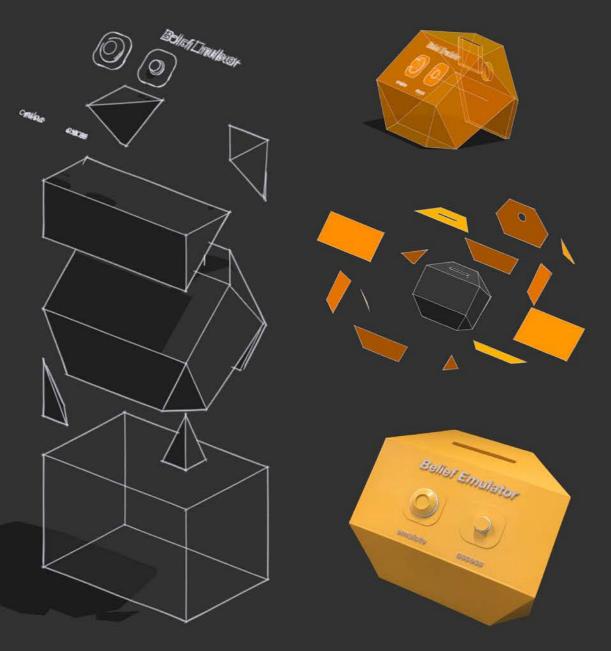
Correct the grinding and apply the paint until the color is full

0



Wipe, equip logo and key letters of other parts and devices

8 MAKING PROCESS





RUN ALGORITHM

Belief emulator uses the algorithm to combine the audience's belief characteristics with the work made by Al.

"What an AI cannot create, it does not understand." ——lan Goodfellow





PUSH THE EMULATE BUTTON

When the audience presses the fingerprint, information such as her preferences and values will be collected and analyzed by the processor, and then the believe emulator will calculate and generate images that match the audience's personal characteristics and Al works.

12

EMULATING

EMULATE AND WATCH THE EMULATING VIDEO

When watching the image, the audience's emotional information is extracted and calculated. Finally, the believe emulator helps the audience make value judgment. At the same time, the audience's emotional changes will create a visual image, that is, the audience participates in AI creation from a certain





0000 0000° An fed * th i = a, i=0 (all == vall) all == vall)

```
fourcc = cv2.VideoWriter_fourcc(*'XVID')
                         # out = cv2.VideoWriter('output.mp4',fourcc, 20.0,
                          predictor_path = 'shape_predictor_81_face_landmarks
                            detector = dlib.get_frontal_face_detector()
                            predictor = dlib.shape_predictor(predictor_path)
                            while(cap.isOpened()):
                                        ret, frame = cap.read()
                                        frame = cv2.flip(frame, 1)
                                       dets = detector(frame, 0)
                                       nose_pos = [0,0]
                                      for \bar{k}, d in enumerate(dets):
                                            shape = predictor(frame, d)
landmarks = np.matrix([[p.x, p.y] for p in
                                                 for num in range(shape.num_parts):
                                                               cv2.circle(frame, (shape.parts()[num].x
                                                                             nose_pos = [shape.parts()[num].x, sh
                                   cv2.imshow('frame', frame)
                                    # print(frame.shape)
                                   # out.write(frame)
with open("../../sketch_Mata/nose_pos.json","sw
n_x = math.floor(nose_pos[0]/500*1920)
n_y = math.floor(nose_pos[1]/500*1920)
json_text = {'x': p_vertical post in the content of the
```

cap.set(3, 500)

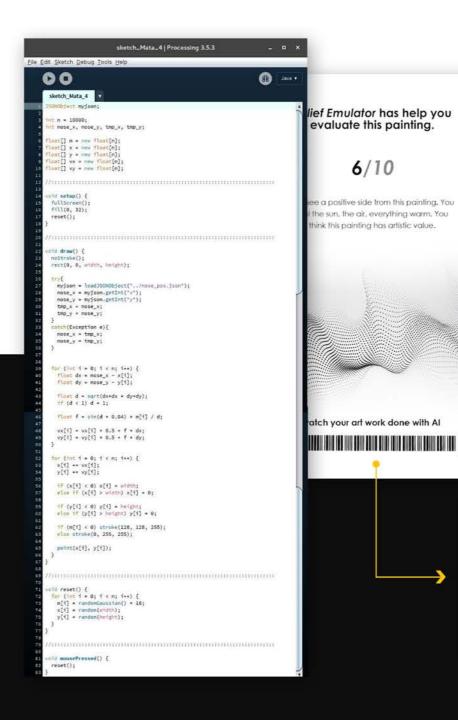


VPUSH THE ASSESS BUTTON

At the push of a button, the Belief Emulator will calculate the audience sentiment data collected.







6/10

Art is always closely integrated with people. Everyone has their own definition of what constitutes a work of art. Only when a thing is entrusted with spiritual trust can it have deeper meaning. A work, when it reflects a lief Emulator has help you evaluate this painting. certain social phenomenon, or expresses a certain emotion of the artist, and resonates with the audience, and inspires them Di or thinking, then it is not an exaggeration to call it a work of art. BE

helps humans to establish a virtual emotional space for Al artwork to understand the thought, concept, and experience of Al artwork.

Human acceptance of new things often starts with dystopian resistance. The design of BELIEF EMULATOR lies in that it reveals people's fear of artificial intelligence and misunderstandings about the relationship between artificial intelligence and art, and tries to solve this misunderstanding, thereby causing people to think more deeply about this relationship.

VI SCAN AND WATCH YOUR ART WORK

As many as 100,000 undergraduates in architecture major in China every year, according to surveys, only less than 5% of graduates have work experience. However, the architecture industry market is scarce, lacking human power which can handle basic work. So there is a supply imbalance between the two.

Through a lot of investigations and preliminary studies, I tested and designed ArchYouth app to help build a bridge between undergraduate students in architecture and enterprises to achieve a win-win situation, providing lower-grade Architecture college students with opportunities of freelance work.

02

ArchYouth App

Interaction Design

GEIG329

A platfori providing lower-grade Architectur college students with opportunities of freelanc under the circumstance of scarcity in job resource

Date:2019.07-2019.10

1 BACKGROUND

Architecture Undergraduates

How does a freshman undergraduate major in architecture gain work experience?

Amount & Employment

In 2018, there were about 300 universities with an architecture college nationwide, with 2-3 million graduates in construction each year.

The employment rate of graduates reached 90%, and the counterpart rate reached 80%.

universities in 2018

Match rate

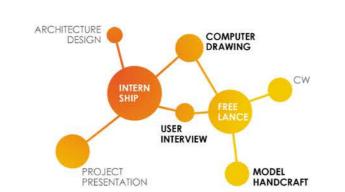
employment rate

Supply-demand ratio



Potential work in undergraduate period

Students may have approach to both internship and freelance in the undergraduate period. But internship and freelance are different in working content.



Categories of Architecture jobs

Junior Architect

Architectural Design Assist in construction technical issues Participate in review and drawing modification

Design assistant

Assist in architectural and site design Complete auxiliary design work independently Strong ability of drafting and computer

3D Modeler

Scene modeling Role modeling Model design

Graphic Designer

Graphic typography Graphic creative design Layout of exhibitions and events

Property consultant

Provision of relevant documents Parking system and route planning Setting of fire fighting equipment



Architecture Industry

Curriculum & Corresponding Competence



*Landscape architecture

Focus on manual and mapping capabilities



Focus on small-volume architecture design *Individual building design

Focus on computer graphics Computer graphics performance.

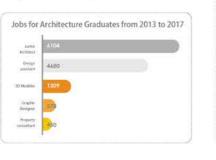


Maket Needs

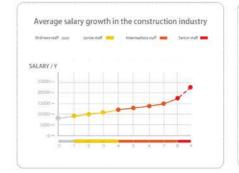
The number of students graduating from architecture majors each year is far less than the actual demand in the market. Moreover, most students can only start from small positions after work.



MILLION



Promotion Features







Senior Landscape Architect Shanghai, China

I have switched jobs many times in the past ten years. I used to be in a large company. Now I prefer the atmosphere in a small company.

Problems 2 for Architecture Industry NO MATCH between resources and needs





I am about to graduate. This year I went to have I am a junior in this year. My major is history, I am a junior in architecture and I have been looking an Internship in a company. The work is very which is boring, but I also have basic design nad an internship before, and I feel that going to school is for channels for private work in my freshman year. simple, that is modeling and drawing CAD. To skills. I haven't done any internships or private be honest, it's a bit boring, not quite what I Therefore, I have met many people who have already jobs yet. I want to work early so that I can think. I can't participate in design, which is very worked. After understanding the market, I feel that I plan my future career earlier. don't like this major very much, and I am ready to different from design classes in school. change majors next term. Liu Qingyun Landscape Architecture napping. I really want to do an internship. After all, I really want to know if my work will be so interesting after gradua

I interviewed six students from the School of Architecture who came from all grades and had different experiences in study and work. Through the interview, I have a preliminary understanding of the situation of architecture students' participation in social work practice. And from that, I got some of their needs.

Working Experience

FREELANCE

INTERNSHIP

1-2 TIMES

OVER 2 TIMES



Working Tendency

4/6

hope to participate in

work in the early years

1/6

consideration

thinks it needs

1/6 does not want to





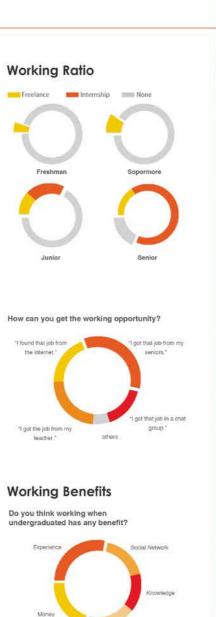
Needs

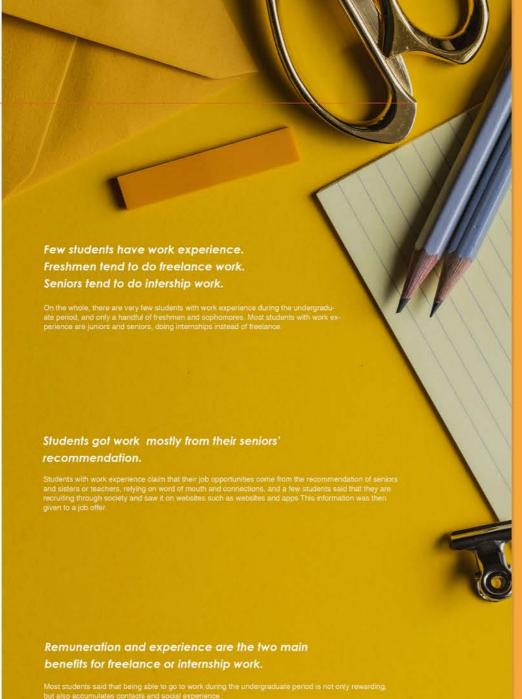
- There are no job opportunities in the lower grades.
- Know nothing about the industry and be at a loss.
- · Internships are not the same as imagined.
- · Decided to change careers after the internship.

2 USER RESEARCH

Questionnaire

Objective To testify the findings gained from the Sample research and interviews Size and explore more insights June 15-29 Top 2019 Architecture Colleges Quota School Area &Online Sampling 156 137 Freshman Sopormore 132 113 Junior Senior





ardsorting

This is a semi-open card sorting for 5 participants. Participants raised a variety of concerns related to undergraduate work and ranked them according to their level of concern.

With the ranking, we can see that they concern mostly about their future development in architecture industry including mental stress, salary and experience, etc.

Mental stress

Salary in the future

Having no experience

Confused about industry

Future Passion

* * *

* * *

Physical fitness

Heavy schoolwork

Courses are expensive

In the future Industry

In the Fature Stress Fitness

Inspiration

Confeed
about solary in the fature Inspiration
Inspiration

Alread to divide fitness

Alread to distine in future

Alread to distine in the fature

Mental Stress

Alread to distine in the fature

Montal Stress

Alread to distine the fature

Montal Stress

Alread to distine the fature

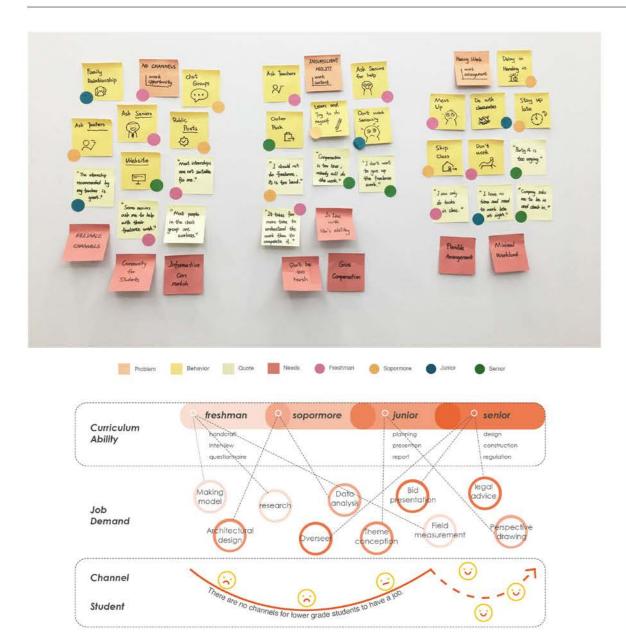
Montal Stress

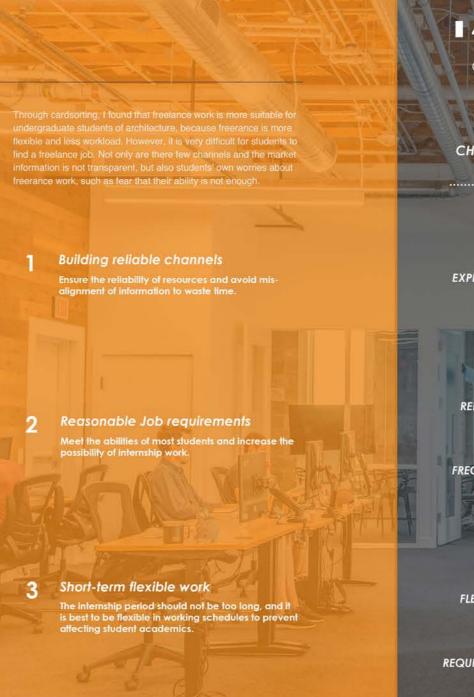
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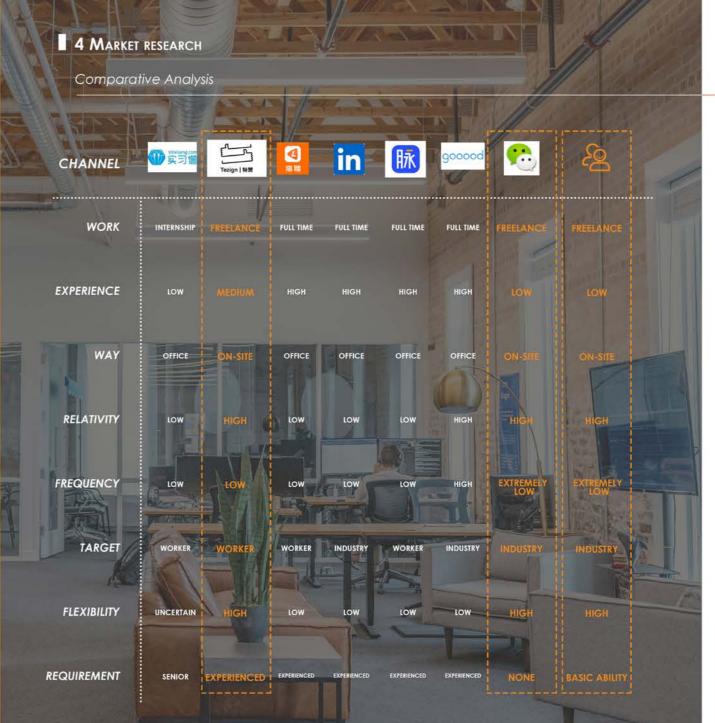
24

3 ANALYSIS

Affinity Diagram



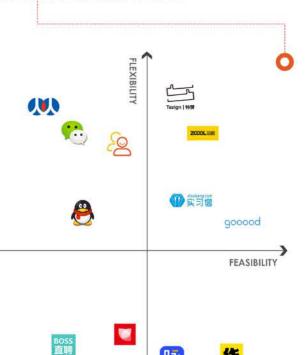




Discrete Graph

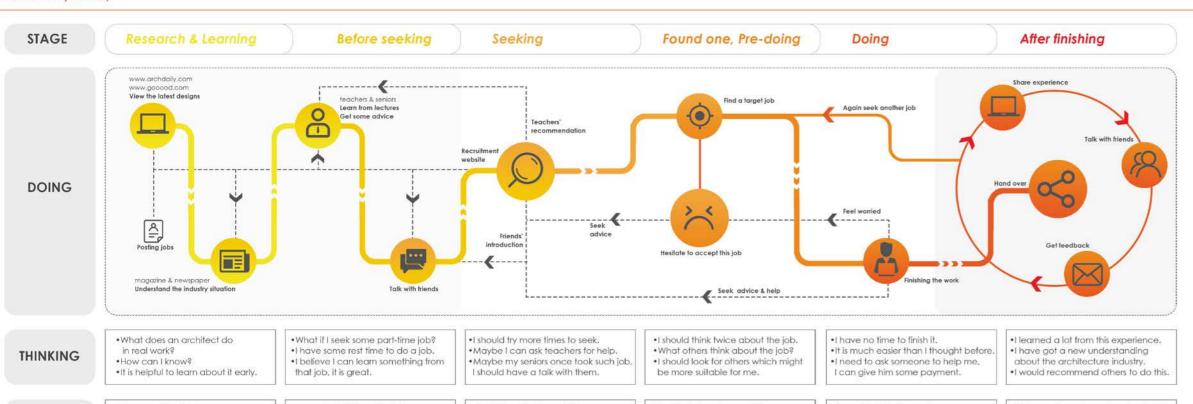
Freelance jobs provided by most channels are particularly rare, and even if they do, the frequency is particularly low. Currently, more mature platforms provide full-time jobs and are not suitable for undergraduate architecture students. Therefore, there is currently no mature platform that can solve the problem that architecture students have difficulty finding freelance opportunities.

The ideal channel should provide students with feasible freelance opportunities and flexible freelance work content.



5 EXPERIENCE MAP

Customer journey



FEELING

PAIN POINT

- Actually I don't know the real architecture industry well. •I hope to know it better.
- I love architecture!

Research & Learning

1.Learning in school can not help

students gain understanding of

2.Students need direct contant with

3.Students lack practice in real work.

a real architecture project

architecture market.

- •I am afraid it is hard to find.
- Troubled about spending too much time seeking such a job.
- · Having no idea where to find.

Before seeking

1.Students don't know where to seek

2.Teachers and seniors also have no

3.It might cost students too much

time to look for such a job.

idea where to seek.

·Sad about finding nothing. ·I feel a pity that one job is not suitable for me.

Seeking

1.It is hard to find a suitable job.

3. For first time, there is no guide.

to help.

2.Students are worried about their

abilities to meet the job requirement.

4.Teachers and seniors have no time

•I hope I can find one next time.

· Skeptical about own ability. · Worried about costing too much time. • Unsure about whether I can benefit from taking this job.

•Regret to take the work. •I blame myself for not doing well. • I am proud of myself that I finished the work well and received a pay.

•This experience is great and valuable. Although I had some difficulties in the process, but I appreciate it. •I hope there are more opportunities.

After finishing Found one, Pre-doing Doing 1.Students are worried about their 1. Employer is not familiar with students, 1.Students need feedback. 2.Can students gain experience? abilities to meet the job demand. there exists potential conflict. 3. How can students recommend others 2. Employer is not familiar with students, 2.If students have urgency stuff, then there exists potential conflict. how to do? to take such a kind of work? 3.Teachers and seniors have no time 3. Employer wants to change demand, then how to do? to help. 4. Whether they can finish on time. 4.If conflicts accur, then how to do?

Opportunities

GLOBAL

Introduce a reliable channel to solve this problem.

Design a platform gathered with all core informa-

Let students know where they can find what they want immediately.

Help students get the help they need.

Find jobs for students that match their abilities.

Give guidance.

PRE-DOING

Make the work content as detailed as possible.

Help students make working plan.

DOING

Make Plan B just in case.

Follow up on work progress intime.

FINISHED

Make feedback intime and accessible.

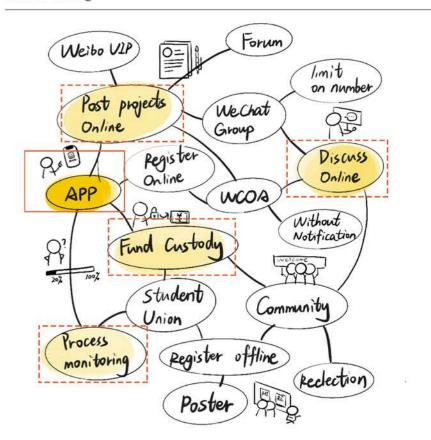
Show student's achievement to more people.

6 IDEATION

Design definition

Design A platform for providing lower-grade Architecture college students with opportunities of freelance under the circumstance of scarcity in job resources

Brainstorming



At last, I choose to design an APP to help architecture students look for freelance work during their undergraduate period. After brainstorming, I think some function should be taken into consideration, including process monitoring, fund custody, platform for discussion online, and etc.

7 Persona



ABOUT

Age 20, sophomor

SKILLS

Shanghai, China

GOAL



PHOTOSHOP



CORE NEEDS

MOTIVATIONS

A platform for students to find some freelance jobs that are **suitable**. First, if needs to match their abilities. Second. students can learn from it. And they can get some rewards.

Experience after working and studying in school is completely different in architecture major, it is better to **experience work earlier** enough.

Use free time to do some **treelance work**, get to know the construction market earlier, understand the industry dynamics, and plan for tuture career.

PAIN POINTS

Job requirements cannot be matched with professional ability: time used to finish the work is not sufficient there is no schedule for the project whether freelance work is sustained whether there will be a sec

how to let more people know about this platform; how to share the achievement on the platform

8 INFORMATION ARCHITECTURE

Login	Sign up	sign up with phone number sign up with email	
	Login in		
Home page	Search		
	Category	MODELING	
		CONSTRUCTION DRAWING	
		ANALYSIS DRAWING	
		DESIGN SPECIFICATION	
		RENDERING	
		HANDCRAFT	
		OTHERS	
	Feature	rank	
	Detail page	content	
		feature	
Project	Category	ONGOING PROJECT	
page		COMPLETED PROJECT	ī
		UNSTARTED PROJECT	
	Detail page	contact employ	
		check time arrangement	
		check requireme	ent
		check feedback	

otification	Delivery reco	rds success	SFULLY DELIVERY	
age		VIEWED		
		PRELIMIN	ARY FILTERED	
		PASS		
	Mutual evalue	ation		
	Job offer			
	System notification			
Community page	Search			
	category	TIPS		
		AIDS		
		DISPLAY	BOARD	
	most.	content		
	post	content		
		feature		
			report	
	Post	delivery raiders		
		delivery mut	tual aid	
		add to displ	ay board	

April 100 Control Control	
Mutual evaluati	on
Favorite	project
	post
	raider
History	
Setting	
Feedback	
Contact	share ArchYouth
	regard ArchYout

Persono page

Design highlights

FAST AND INTUITIVE

Freelance jobs are directly displayed on the homepage. Through classification, users can efficiently and effectively select according to their own specialties. After entering the detail page of the selected job, they can choose to post, bookmark or share.

COMPREHENSIVE AND DETAILED

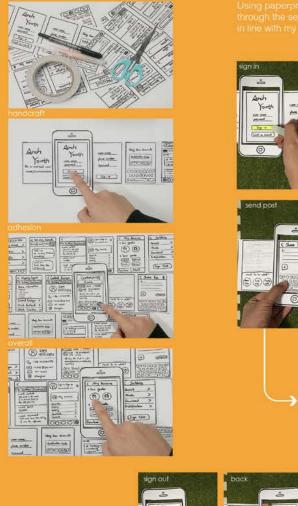
One-click access to the project page through the toolbar below the home page, users can browse all projects related to themselves, including ongoing, completed, and not yet started. After entering the details page of each item, users can contact employer, check time arrangement, check requirement and check feedback.

EASY AND HELPFUL

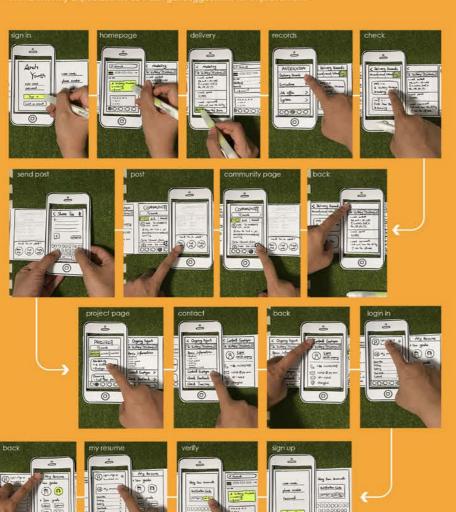
One-click access to the community page through the toolbar below the homepage, users can browse tips and help posts, share their work in the display board, and Interact with other users in the community.

9 PAPER PROTOTYPE

Testing



Using paperprototype, I found sophomore student users for testing. They use the highlighter to click through the self-finding function logic. With comparison, I can understand whether their use of the app is in line with my expectations, so I can get suggestions for improvement.



Conclusion

o disadvantage • advantage

INTERFACE

- clear overall
- cards are interesting

FEATURE

- complete
- a bit redundant

SECTION

- a bit unclear, a little sticky,
- it is hard sometimes finding where to click

FLOW

- clear overall
- it takes time to keep going back to the main page

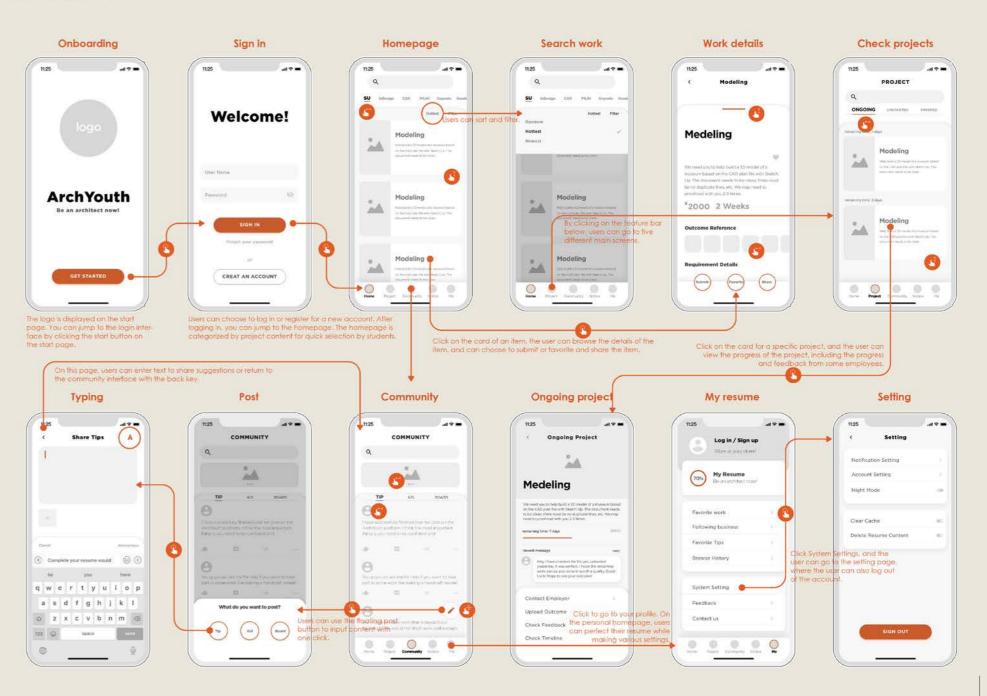
CONTENT

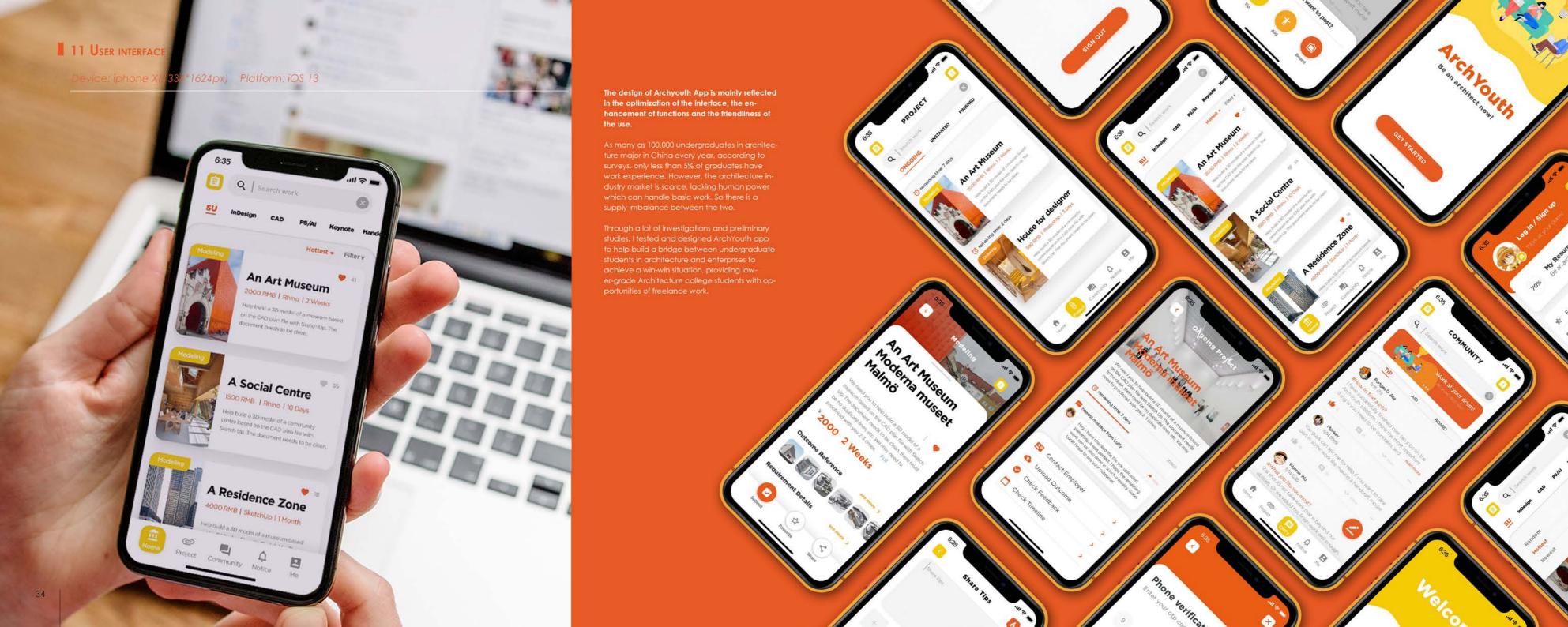
- applicable
- can solve problems

DETAIL

 needs floating bottons that can directly go to the homepage at any time
 these bottons can be hidden

10 WIREFRAME





Fuxing island is located in the lower reaches of the Huangpu River in Shanghai. It is the only closed inland island in Pujiang. It was once a great event and was the epitome of industrial Yangpu. In recent years, with the adjustment and upgrading of the industrial structure of both sides of the Taiwan Strait and the strategic demand of the construction of the center, the region is undergoing continuous innovation and transformation.

Fuxing Island, as an important node in the middle section, is also faced with opportunities and challenges to stimulate innovation and drive regional development.

03

Fuxing Island

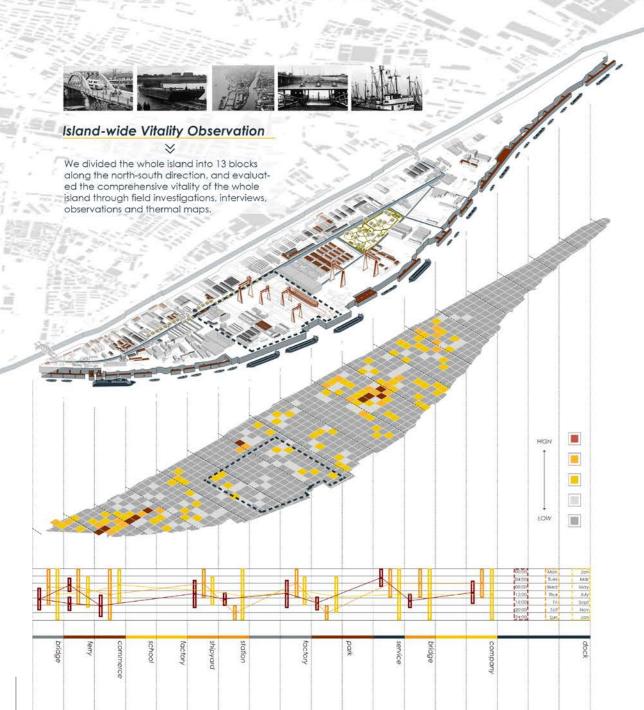


Urban Design

which shows the **interaction** between citizens and building environment

Date:2018.03-2018.06
Team Project: Wu Yiying/Tang Jing

1 OBSERVATION



2 FINDINGS

What makes an island dead?









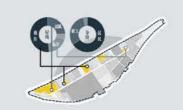












1.SPACE

The landuse on the island is chaolic, the space is closed and broken, and high walls are built on both sides of the main road.

2.TRANSPORTATION

Traffic relies on two bridges at both ends of the island. The lack of other public transportation seriously affects the commute of residents inside and outside the island.

3.INDUSTRY

The island's leading industries were fishing and shipbuilding, but now they have declined. The shipbuilding industry also left a lot of remaining industrial equipment such as containers, cranes, and warehouses.

4.LIFE

There are no large shopping malls on the island, and only a few small stores, which cannot meet the needs of residents. Residents must go out of the island to buy what they need.

5.RESIDENTS

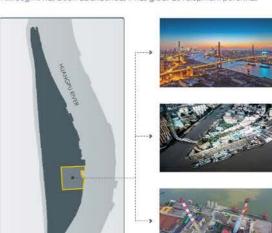
Young people have no future on the island, so they are leaving the island. The main population of the island is the elderly accounted for 36%. So there is a lack of a vibrant population.

3 TARGET AREA

Why i choose this area?

The target area I chose is about 30 hectares, it is located at the southern end of the island. This area was formerly a shipyard.

Although it has been abandoned, it has great development potential.



1.Adjacent to Huangpu Riverside

Located in the core area of Yangpu Riverside, this area is one of the key development areas of Binjiang Public Space in Shanghai in the future.

2.Convenient external trans-

This block area is close to the island's subway station, ferry, and southern end bridge.

3. Rich industrial remains

This area was formerly known as Zhonghua Shipyard, with industrial remains such as rails, containers and cranes.

What remains on this area?

The area is adjacent to the Huangpu River, so there are abundant water level changes in the waterfront area. Also, there are industrial facilities such as containers, tracks, warehouses and cranes left by shipyards.







4 USER RESEARCH

What users need?

In order to understand the needs of users, we conducted user surveys on the residents on and off the island; as well as the island's visitors, and the island's future makers. The four populations total 120 samples. The survey was conducted in the form of questionnaires and interviews. In order to understand the specific space requirements, we also asked the surveyees to draw the demand route on the prepared map.

♥ Questionnaires and Interviews



LOCAL RESIDENTS These people are the indigenous people on the island, of which the elderly are mostly. They have poor living conditions and are in urgent need of improvement.



12 User Map

SURROUND	ING STUDEN	ľ
yeung	active	
These people ar	e university stude	n

group on the island in the future.



YOUNG MAKER attract and settle in. They are the main force for

the development of new industries in the future.

and also the main daily consumer groups.









Requirements







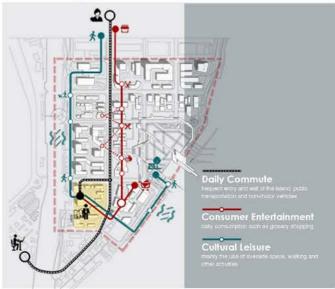
12 User Map





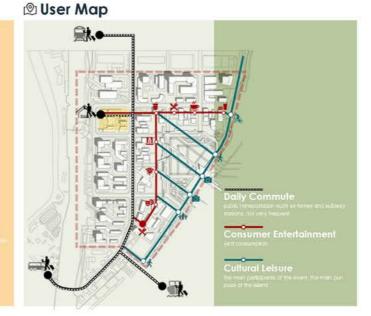






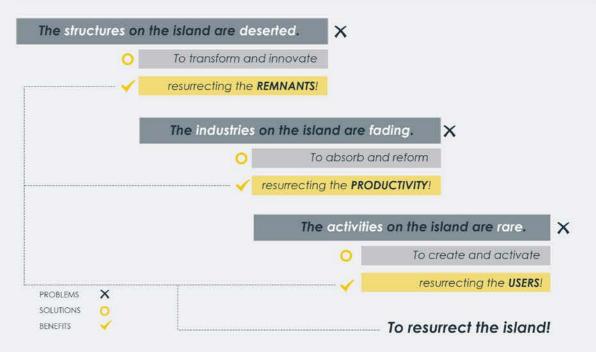




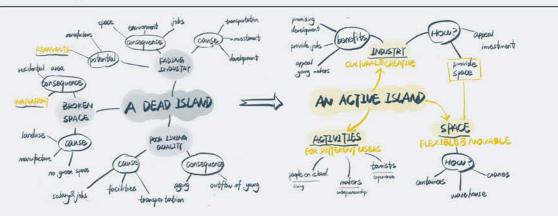


5 INSIGHTS AND NEEDS

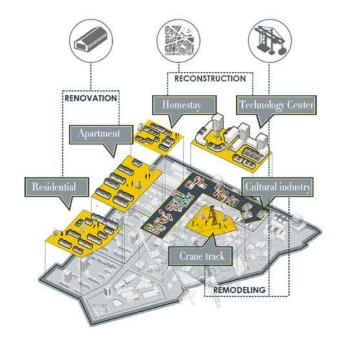
My conclusions based on all research above.



Brainstroming



6 STRATEGIES



Resurrect the remnants

1.Building Renovation

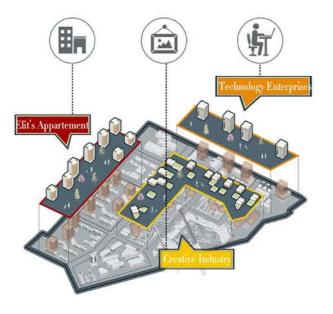
Renovation and reuse of old buildings on the

2.Texture Reconstruction

Preserving part of the island's orderly texture and site memory

3.Device Remodeling

Utilizing industrial relics, combined with design and transformation



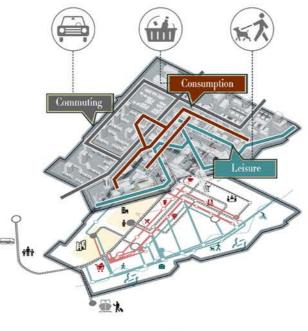
Resurrect the productivity

1.Talent Introduction

Attracting young makers to come to Fuxing Island to live and work, attracting residents and students to come here for leisure.

2.Creative Industry Settled

Introduce the science and technology industry to transform and upgrade traditional industries, and introduce the cultural and creative industries to create industrial experience activities.



Resurrect the users

1.Commuting activities

Effectively organize non-vehicle traffic in different time periods

2.Daily consumption activities

Flexible conversion work, non-working time space utilization

3.Cultural leisure activities
Full consideration of Fuxing Island as a venue for large-scale events



Design of Containers

The shipyard has left a large number of containers. By transforming and grouping them, we can get many functional devices to provide users with activity requirements.



Design with the Water Level

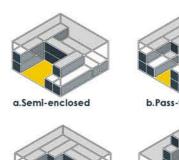
The water level of the Huangpu River will change several times a year. Using this condition, we designed a variable mobile device based on the site to provide users with a wealth of activity possibilities.

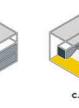
























b.Observation Deck

c.Stairs Passage

e.Swimming pool

f.Mobile Cafeteria

g.Gallery House

h.Green house

Design with the water levels

d.Enclosed

e.Dot enclosing











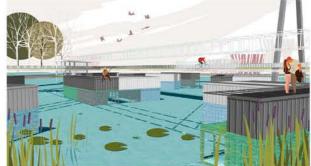


The river water is filtered to enter the site and submerged the first floor of the container, forming a natural swimming pool and container floating island.

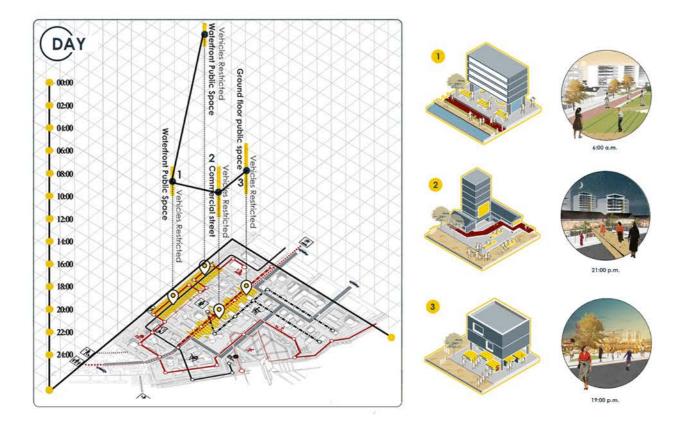




The site is basically submerged, and the ecological flood control slope acts as a flood control. Transportation begins to rely on aerial cable cars.

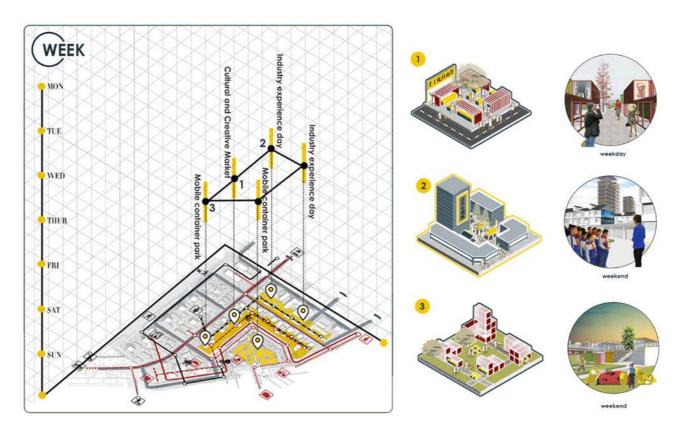


Design for different people at different times



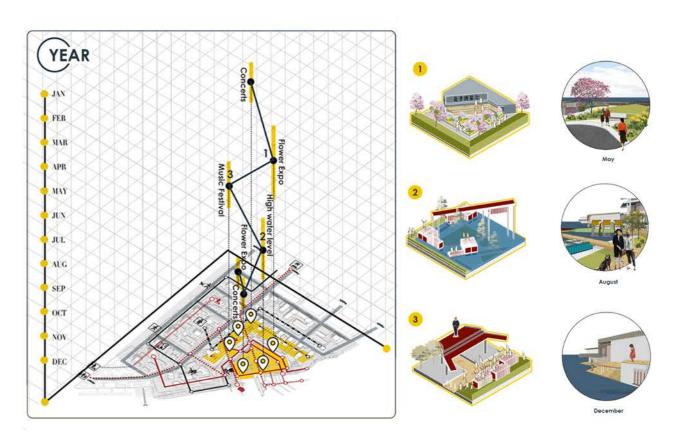


- Gongqing Road eases traffic during commuting hours, and is restricted from 7 to 12 pm as a commercial pedestrian street.
- 4 am to 6 am, 2 to 7 pm Binhe Road is restricted, providing riverside trails and hydrophilic spaces.
- Gongaing Road eases traffic during commuting hours, restricts traffic from 7 to 12 pm, opens on the ground floor of the studio along the street for public activities.



Different activities for users in a WEEK.

- The container is used as a rental studio on weekdays, and the box is opened on weekends as an open market.
- Science and Technology Park, open to the public on weekends, to provide science and technology experience for students and other interested people.
- Containers are used as commercial leisure facilities on weekdays, and can be moved and assembled freely on weekend.



Different activities for users in a YEAR.

- The sunken building is combined with the grass slope as a leisure green space and as the flowering season expo spot during the flowering season.
- When the water level is low, the ground is used as a leisure lawn. During the flood season, the filtered rivver water floods the square to form a water park.
- The platform is divided into 2 and 3 levels, which can be raised and lowered as an outdoor outdoor stage for large events.

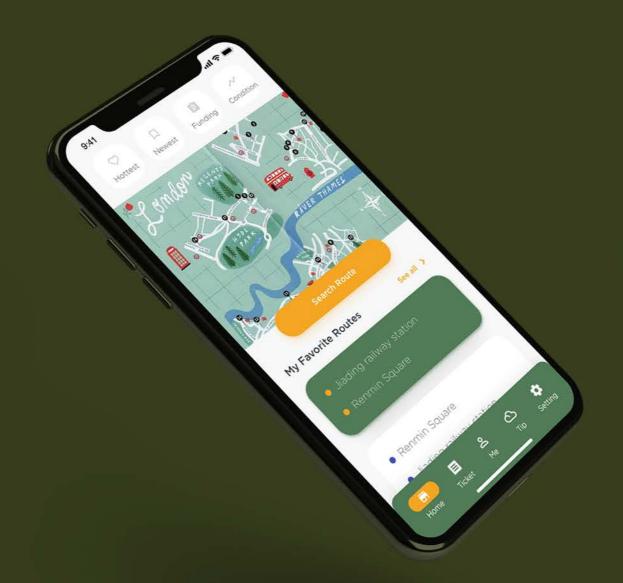
4

Customized commuting bus (CCB) is a kind of public transportation services. The concept of "CCB" is contrived based on the special transportation needs of passengers, which could not be satisfied by the current transportation system. The bus routes are designed according to these special needs for people in the same area and with the same travel time.

In this project, we did design research about the influence of the commuting peak in big cities and focused on providing alternative transportation for the commuters. We developed the idea of shared-bus service and redesign an existing shared-bus application called e-BUS. Our improvement concentrated on making a community where commuters can find their companions and have more suitable routes.

04

Redesign of e-BUS



Interaction Design

Service and App improvement in response to transportation challenge

RESEARCH: 2017.01-2017.07

Team: Wu Yiying / Ma Ruoyu / Hanshuo / Li Leh

APP REDESIGN: 2019.03-2019.06

ndividual Project: Wu Yiying

48



2 SECONDARY RESEARCH

Big Data Analysis of Commuting in Shanghai

Commuting Route

After getting the big data of residents' commuting needs from SAIC, I used Arcgis to export the images and got an intuitive travel map. It can be clearly seen in the figure that the largest commuting needs are mainly from outer to middle and outer to inner.





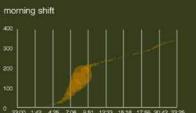


Ending Point

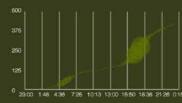
Commuting Time

There is a clear tendency to gather at work, and most of the respondents' work hours are between 7:30 and 8:30, and they have the basic conditions for shared

and 18:30, the night shift crowd is worth paying attention to, and at 4:30 there is a clearer concentra-



night shift

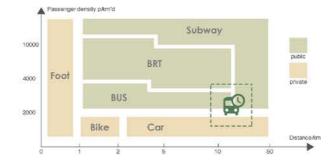


Comparison between different commuting transportation

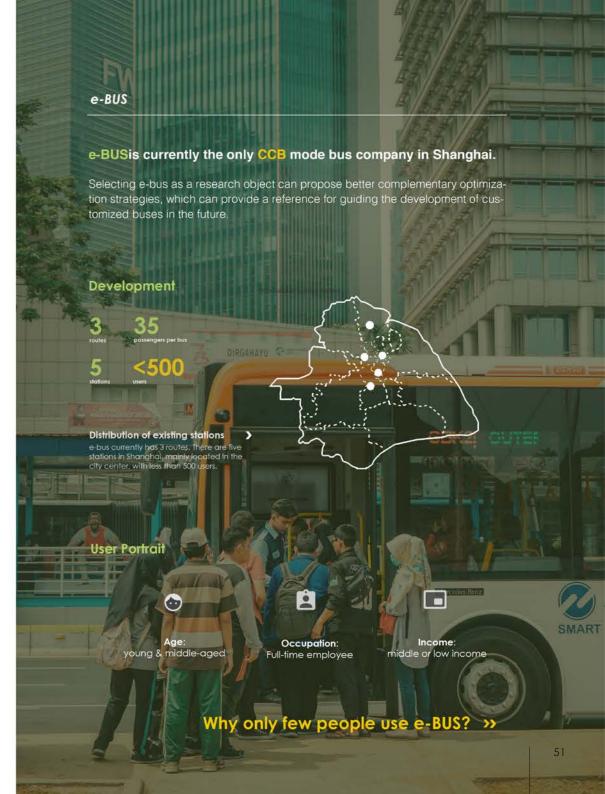
Commuting ransportation



Passenger density change with distance



Customized commuting bus (CCB) is a kind of public transportation services. The concept of "CCB" is contrived based on the special transportation needs of passengers, which could not be satisfied by the current transportation system. The bus routes are designed according to these special needs for people in the same area and with the same travel time.



3 PERSONAL RESEARCH

Satisfaction

Preliminary Interview

To answer the question, we interviewed passengers of e-BUS during the commute hours to learn about users' experience. We interviewed 62 passengers and received 58 pieces of valid questionnaire.







"There are no direct access between my home and workplace, public transportation is too time-consuming. So I take the e-BUS since the route of it is consistent with my commutingroute. But I hope I can get better ride experience."



The function of e-BUS app is still very good, which meets my basic needs, but his interface design is too ugly, the colors are very old-fashioned, let alone the icons, not as good as the apps on the market today."



"This app has an interface for selecting routes, and the round-trip routes are all put together. Once I accidentally ordered the wrong ticket and bought it in the opposite direction. I found it after I got to the station, but the bus was full. I went to work that day late, I am still angry of that

don't have to stand all the time, but this means that the seats are limited, but the app does not show the remaining tickets. Sometimes I need to ride with friends and want to buy multiple tickets, but I don't know if there are no seats, this is

Insights and needs

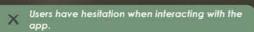
Through the preliminary interview, we concluded the most important problems and thought about users' needs.

POOR INTERFACE

X Users waste too much time to look for their wanting feature.

✓ Make users find features more quickly and exactly.

> CONFUSING INTERACTION



Users need to know exactly the sequence and result of their operation.



LACK FRIENDLINESS

Users need other auxiliary applications when using e-BUS.

Users can know all related Information about road condition by only using e-BUS.

4 PERSONA



>10 times used e-BUS app

>30 km

Sean Yan

Programmer

Taking e-BUS and using e-BUS app to purchase tickets everyday

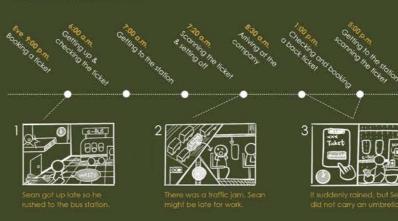
PAIN POINTS

- 2 Have no idea about the road condition 3 Without notification of weather

CORE NEEDS

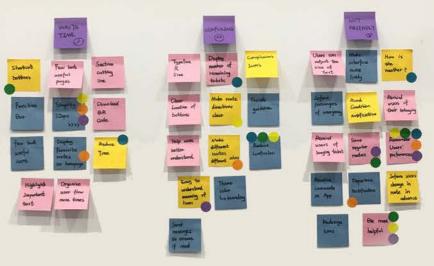
Notifying the time of purchasing to ensure getting tickets, notifying the adjustment of the route, helping change the commute plan, making the

COMMUTING STORYBOARD



5 BRAINSTORMING

For the problems summarized in previous interviews, we used card sorting to discuss possible solutions to the problems and **voted** on the solutions.



THE MOST VOTED SOLUTIONS:

 simplify ticket purchase steps reduse confusion

Reduse confusion

- •remember user's preferences
- ·be more helpful





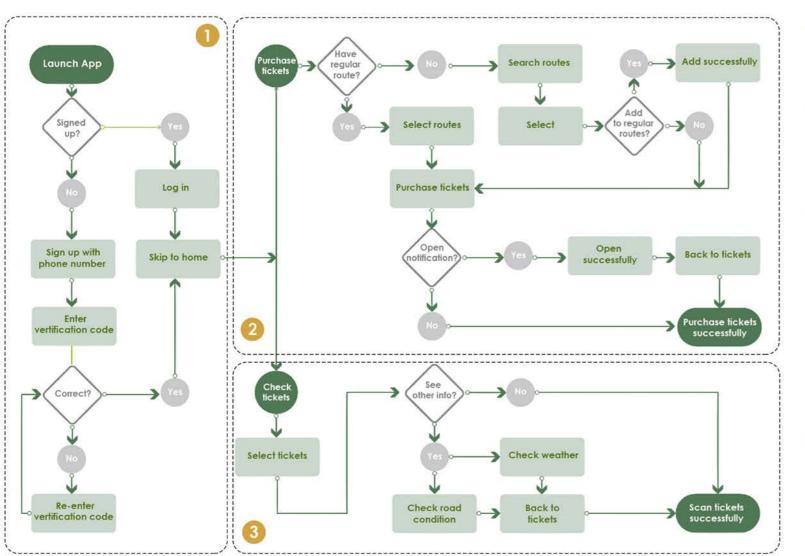






Be more helpful departure notification weather notification





Register

Users need to register for an account the first time they use the app. It is recommended that users register with a mobile phone, and it is easy for the platform to send users notifications such as travel reminders.

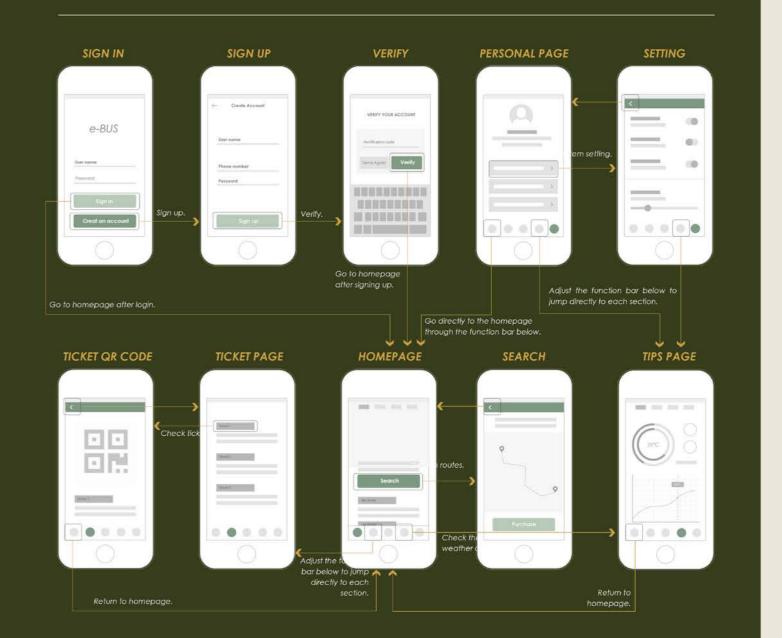
Purchase tickets

Users can add frequently used routes to "My Routes" and buy them with one click when buying tickets. Users can also search by themselves, and the searched routes can also be added to frequently used routes. When buying tickets, users will also be asked if the notification service needs to be turned on. If it is turned on, users will receive travel reminders before departure.

Check tickets

After the user logs in successfully, he can open the ticket checking function with one click. After selecting the ticket, the QR code of the ticket will be displayed on the screen. At the same time, users will be asked if they need to check the weather and road conditions on the day of travel.

7 WIREFRAME



8 UI KIT





• Botton



• Font

Gotham **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopgrstuvwxyz

• Icon



9 User INTERFACE

Device: iphone X(1334*1624px) Platform: iOS 13



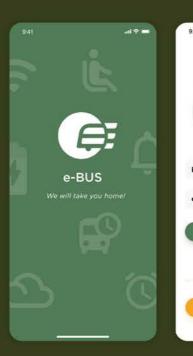
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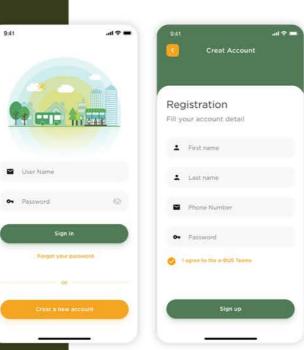
The redesign of e-bus is mainly reflected in the

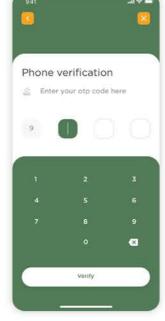
The redesign of e-bus is mainly reflected in the optimization of the interface, the enhancement of functions and the friendliness of the use.

The interface is dominated by bus green, giving a comfortable and reliable feeling. The function adds weather notification and other functions, making it more user-friendly. The new app pays more attention to details, avoids repeated operations by users, and is intuitive, fast and effective.

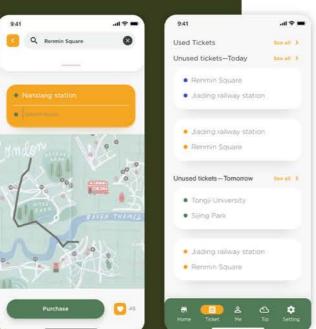




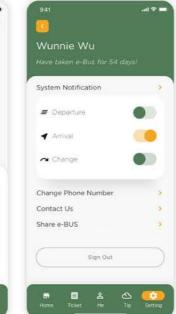


















Branding Design

Bespoke leather craft brand by myself since 2014

Date:2019.03-2019.05 Individual Project: Wu Yiying



MATA Leather is a leather goods brand founded by designer **Wu Yiying**, whose works are all handmade by leather, hoping to explore the connection between art and handicraft in the modern world.

"Everyone can wear are very attractive, but only in informal days of wear is the most impressive." ——Alexangder Wang

Historical Background

In 2014, when Wu was studying at college of architecture and urban planning of Tongji University, she began to explore the collision of leather materials, texture, color, touch, and toughness in the elective courses of Art Workshop, which stimulated her strong desire to create, then she decided to use the leather goods as the main medium to continuously put her creative inspiration into practice.

Brand Feature

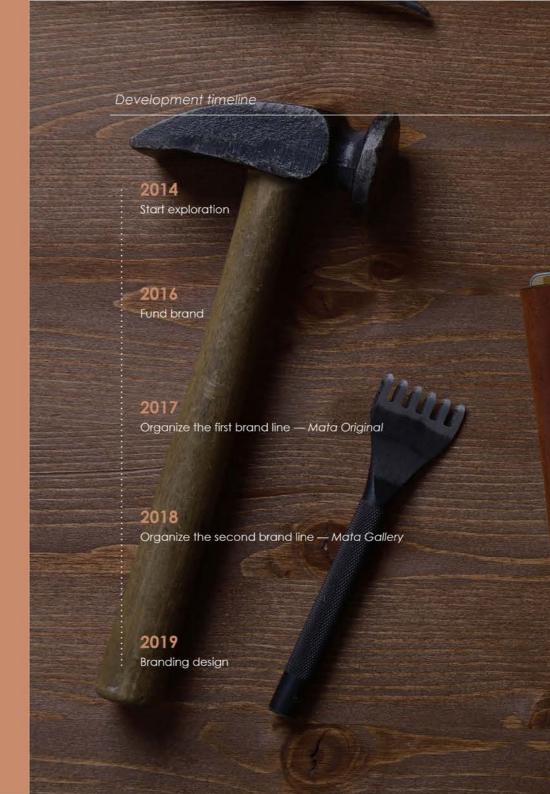
MATA follows the manufacturing process of handmade leather goods, requires a lot of time and labor, and emphasizes that it is completely handmade, so each product has unique characteristics.

Brand Inspiration

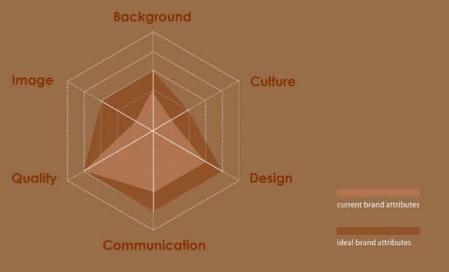
As a young architectural student, her creation comes from unbridled imagination. Because of this, it has no restrictions and no specific style. In this way, the work continues to grow organically through unfettered imagination.

Brand Culture

MAIA believes that a tocused, simple handmade brand should be in close contact with customers in the production process, each piece of work is given life together with her cusomers.



Branding attributes



Development needs

Poor packaging

The current packaging is more casual and does not meet the identity of the customer group.

Poor brand image

Brands lack image design and product quality cannot be highlighted.

Lack of platform promotion

No promotion platform is not conducive to sharing brands.

2 USERS

User portrait User needs



29 years old











The customer group is concentrated in young people between 20-35. Some of them are design students at school, who have their own understanding of leather; some are mature professionals, and have their own definitions of aesthetics. But all customers have the same needs, they need a piece of leather products that has temperature, is integrated with their efforts, and is meaningful to them.







Brand strategy

The new design of branding will meet customers' progressive quality requirements, style requirements, and identity requirements. While tapping the deeper connotation of MATA leather, it will emphasize the external qualities of mata leather.

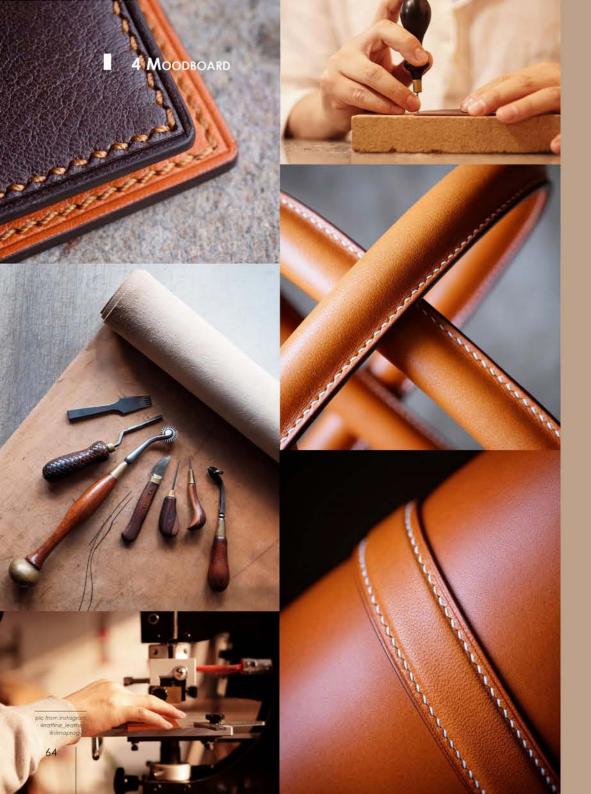
The biggest problem in the existing branding is the output of external image, which cannot match the corresponding customers of the brand.

The main customer group of the brand is people who have a high level of consumption, a certain aesthetic foundation, and are concerned about the quality of craftmanship. They are encouraged to demonstrate their taste and identity by choosing brands that are different from others in normal markets.

TO DEVELOP A MORE CARING LEATHERCRAFT BRAND FOR THE YOUNG HIGH CLASS WHO HAVE A PROGRESSIVE TASTE.

SHORT TERM

LONG TERM



5 LOGO DESIGN

Ideatic

Double Wave Suture

is the core technology of hand-stitched leather goods, representing one-to-one personal customization with customers. The different thicknesses, colors, and different depths and widths of the twine will change according to a unique work.





马它—M

The letter m represents the name of the founder of the brand, the first letter of the founder's English nickname, and a widely recognized English symbol in the industry by the founder.





Hot stamping effect





6 BRANDING VI

Logotype





#0f4c81 R:15

#c88c6c

R:200 G:104

B:108

G:76

B:129





#883206 R:136 G:50



#dadada R:218 G:218 B:218











#883206 R:136 G:50 B:6













#362e2b R:54 G:46 B:43

Typography

Fontsource: https://www.fontke.com/family/1037087/style/

Century Gothic

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	MaTo
	abcdefahiik mnoparstuvwxvz	111010

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ MaTa abcdefghijklmnopqrstuvwxyz

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ MaTa abcdefghijklmnopqrstuvwxyz

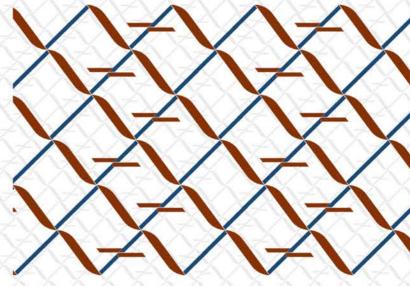
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MaTa

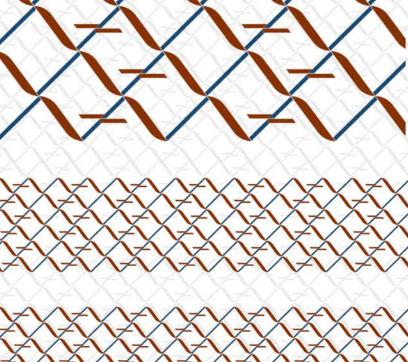
Bold MaTa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ МаТа abcdefghijklmnopqrstuvwxyz







7 Brand Application

Business card









Package



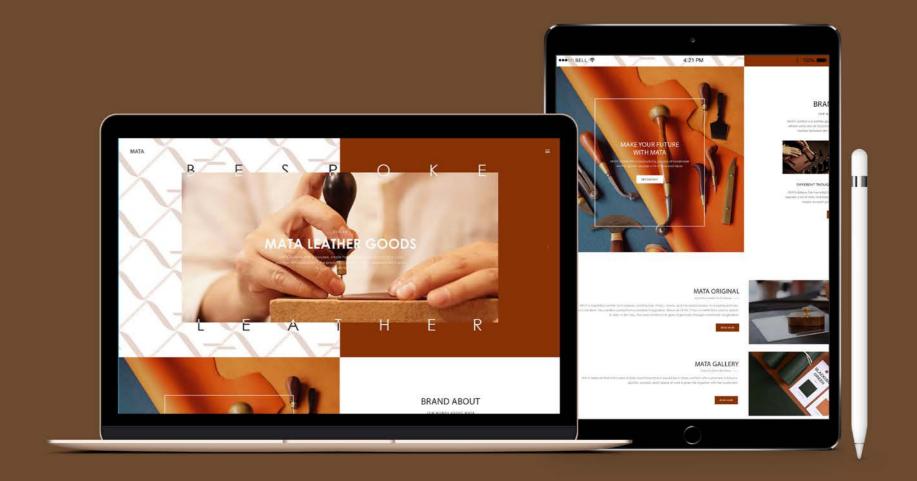
7 Brand APPLICATION

Product





Website



Use c4d software to explore the dynamic development process of geometry, combine with the ideological understanding of structure in architectural learning, and carry out graphic design exercises to express personal emotions and aesthetic attitudes.

06

Visual Art Practice



With C4D

Date:2020.07-2020.08 dividual Project: Wu Yiying

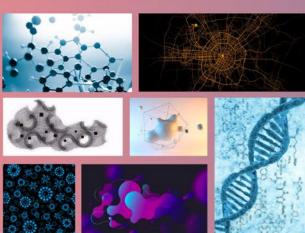
METABALL

Several balls or objects of other shapes merge and penetrate each other to generate extremely complex new shapes.

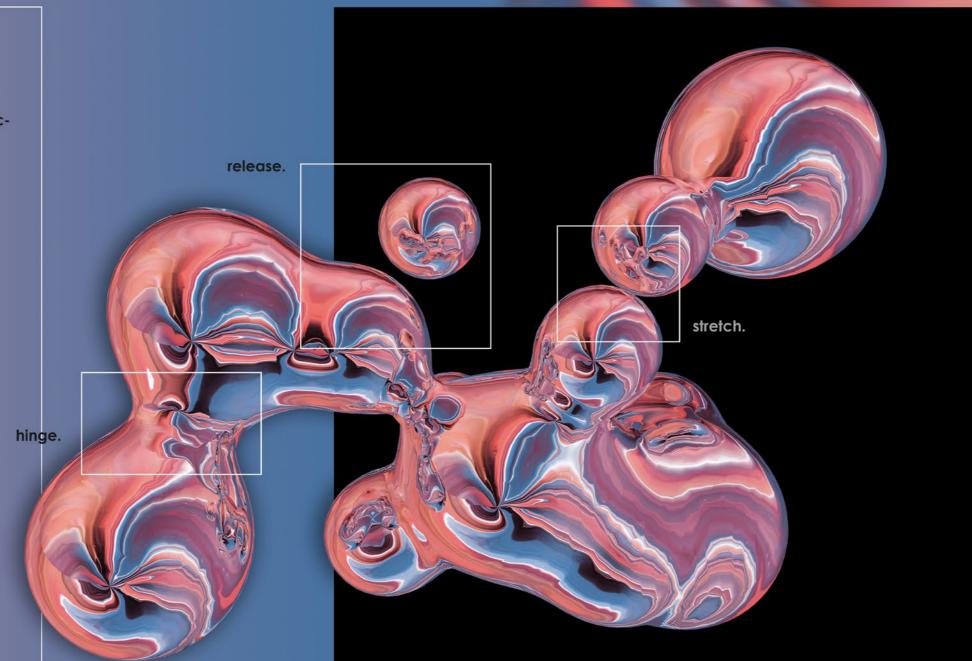
Texture

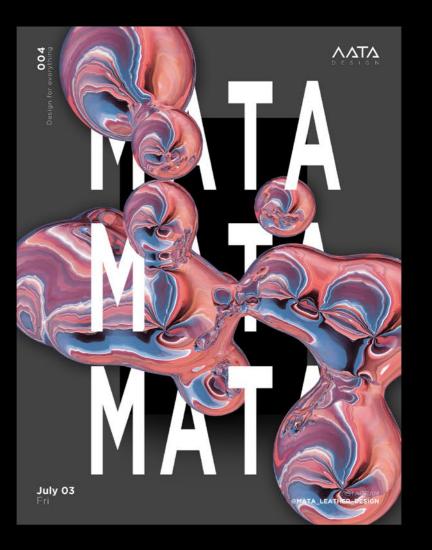


Moodboard



The metaball expresses the stacking of data, the connection of genes, the complex relationship from biology to non-biology, a kind of interconnection of all things, the hinge relationship of expansion and contraction when repression and release.







Sculpture gives full possibilities to shape the plane and complicates the simplest geometry.



Calculate the movement of the cloth by applying forces, constraints and collisions.











THANKS WU YIYING Tel: 86-17721346804 Email: wunniewu@gmail.com Add.: Room 1316, Block C, Zhongtongbabini, No.2800, Fengxiang Road, Jiading District, Shanghai, 201800, China