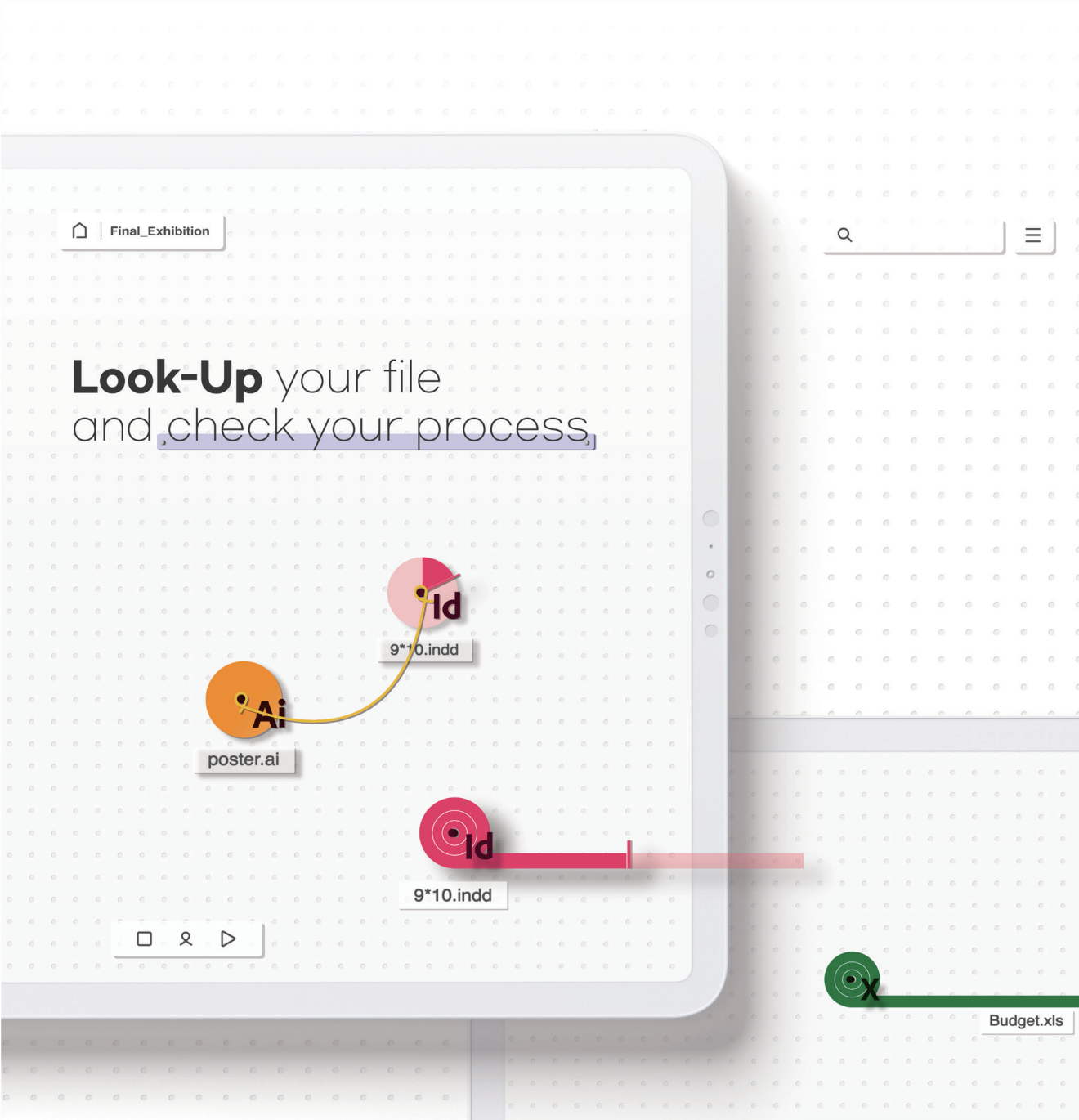


LOOK-UP



Hyemin's Letter

Design can't be discussed without communication. What I learned most in the design department is how to communicate with others. All design courses except this Creative Design course were done by a team. Obviously, there were lots of conflicts, arguments, and struggles. At some point, I thought like, maybe I could have done better by myself. However, through this Creative Design course, I could realize how arrogant I was. Starting from scratch on my own was totally another level. It was beyond my reach. Anyway, with all that worries and struggles, the show is over, somehow.

Chronicle, is another way of having a conversation with readers. By showing a glimpse of the backstage, I would like to answer the questions that you might have about my project.



Look-Up

Hyemin Choi

Department of Design
+82. 10. 5116. 3552
chm2016@unist.ac.kr
www.linkedin.com/in/hyemin-choi/

Checking the process of a project in scattered folders and files is a well-known problem in collaborative design projects. Look-Up can solve this problem by giving users various layouts and tools of files and folders to track and trace their progress in an intuitive way.

Hyemin Choi

Prologue

I'm pretty sure that all of you guys have unpleasant experiences of finding a specific file in scattered folders. Even though you made the file, after a while, the memory of the file gets blurred or overlapped with another bunch of information. As a result, sometimes, you can't find it, neither by searching the name nor by visiting every single folder.

The problem goes on when one reflects his or her process. Scattered files and folders do not show the workflow or steps of the process. Just the name and type of a file are shown. If one does not remember, no one knows how the files are related or what the file is for.

The place where the file is saved has been developed so far. From the local device to portable storage devices such as USB. And from a portable device to cloud storage service, such as google drive. Even though the form of storage has been updated, the way of organizing and finding files hasn't been updated that much. This is the point where my project has been started.

Hey, how's it going with the reflection report?

I just did half of it

Do you have the picture we took during the workshop?

I uploaded it on Drive

I can't find! where did you put it?



Hmm..wait..I forgot

In which folder did you put it?

I just remember that we took it on the earlier stages of Ideation

I mean in the first iteration



So many files are all over the place



Background

Selecting a topic for the project was a big challenge. I couldn't decide on the topic for two months after the semester has started. Moreover, the final topic was set just a week before the final presentation of the first semester. Finally, I got an idea from a design project that I've done before.

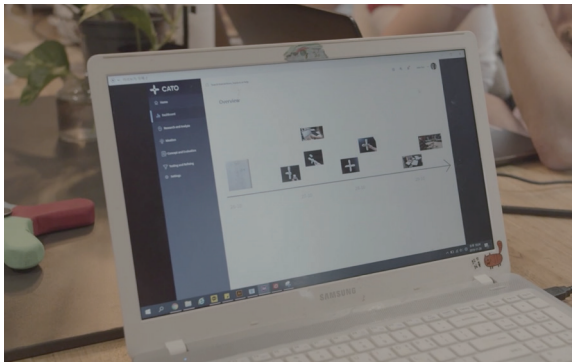
My final design came from an experience in a student exchange program. In TU/e, where I studied as an exchange student, every single design course required a reflection report of that course. Even in one course, I had to write a design research paper regarding design reflection. To do that research, design tests were done to see if the categorized design process increases the efficiency of reflection. It was found out that one can reflect one's design process better when the archives are well organized by each design step.

Based on the result of design research, I decided to design a digital service that helps students to archive the design process well, so that they can reflect their design process better.



Prototype for design research

Each different handle represents a different step of the design process.



When you take a picture holding a handle that corresponds to a particular design step, the USB, which is in one of the handles, automatically categorizes the picture by design step.



Using USB, the user can see the categorized picture through a computer. Users can see the organized process when they reflect the design process.

Design Development

User Research

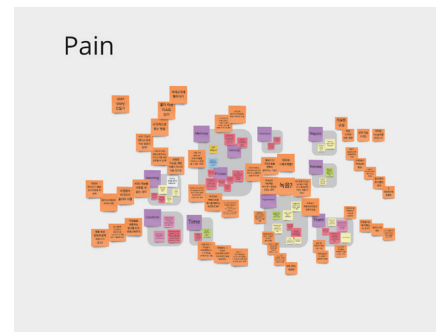
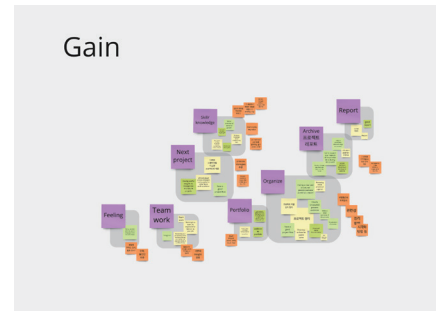
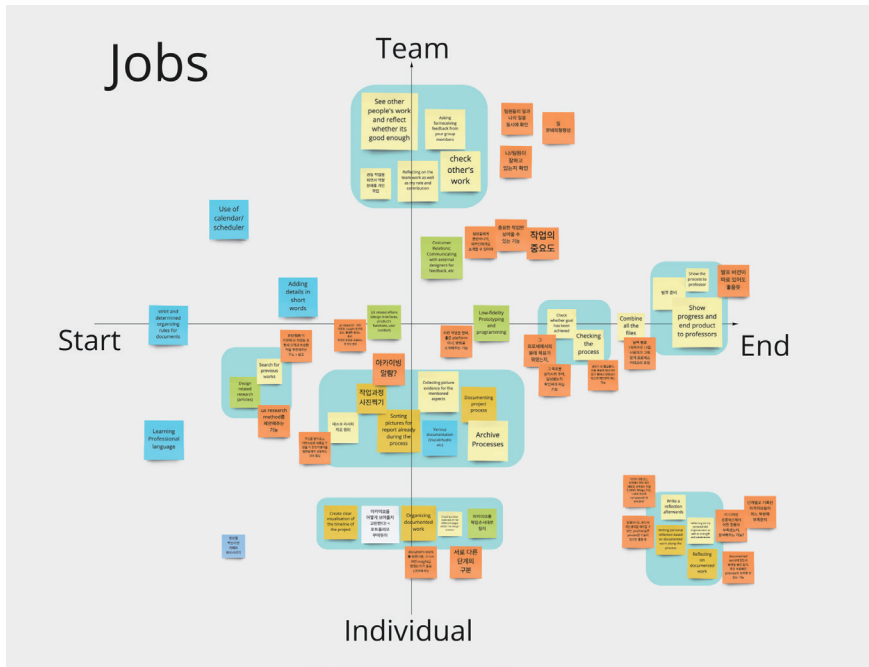
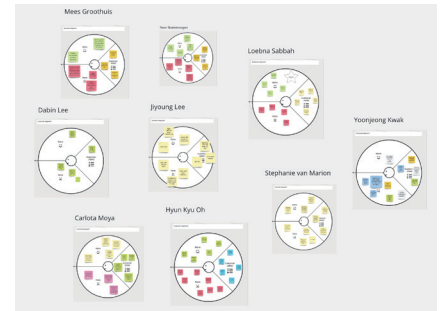
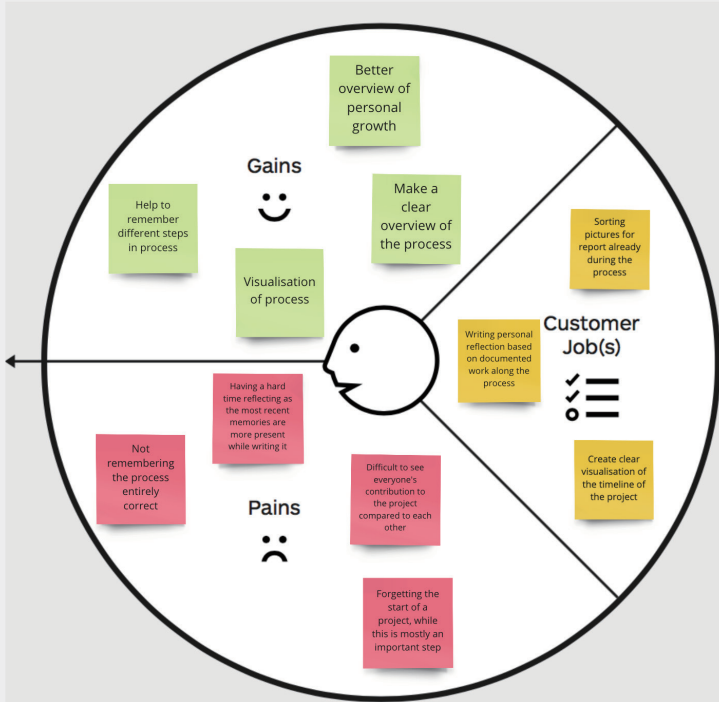
To figure out the exact pain points of archiving and reflecting design process, I asked design students to fill a value proposition map. With the answers, I could find various problems and contexts related to the problem situation.

Based on the research, affinity diagrams were made to approach more fundamental reasons for the problems. I grouped the answers with a similar theme. And then figured out the relationship between those groups and answers. The groups were either aligned with the axis, regrouped with other themes, or located nearby for certain reasons.

Problem

By analyzing the answers, I could narrow the pain points down to 2 fundamental problems. First, it is hard to find a certain file. Especially when users work in a team, each team member has a different way of organizing and naming the files and folders. Even though folder and sub-folder

Noor Boekenooigen



Affinity diagram for Jobs, Gains, and Pains.

First, the answers were grouped under a certain standard. And then function ideation were added on each grouped answers. (in orange sticky note)

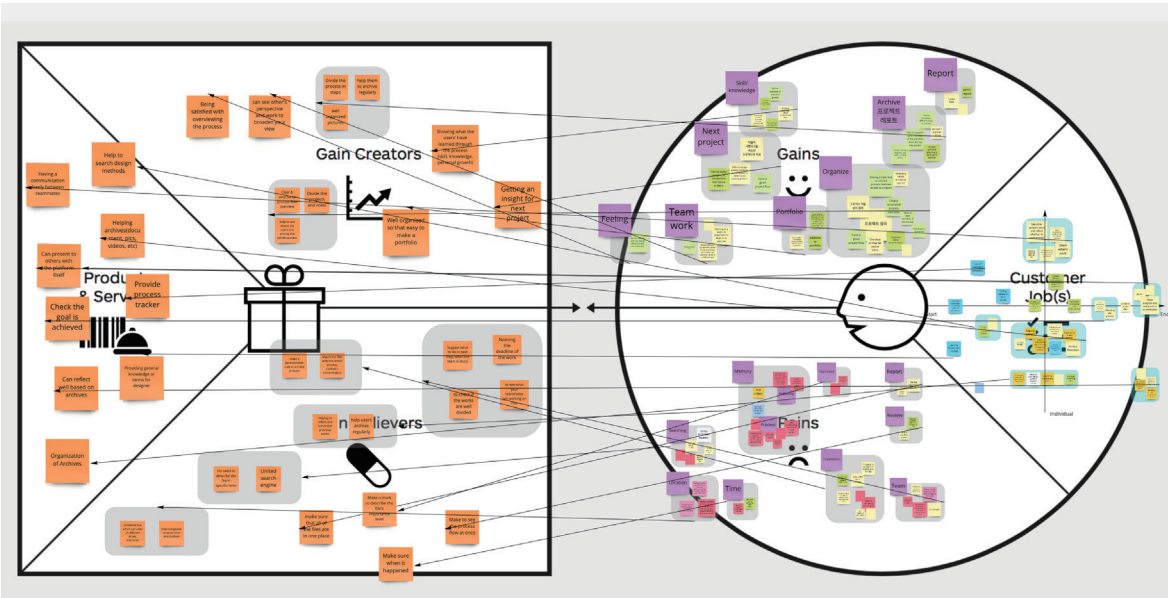
structure have been increased the efficiency, it also increased ambiguity of the contents that the folder contains, because you can't know what's in the folder before you enter it.

Second, the original folder and file layout can't show your design process. The limited hint that the file preview shows, such as name or date of last viewed, is not enough to know how your overall project is going on. Moreover, it is hard to know in which design step you made or use that file, in terms of the whole design process.

Function
Ideation

With a clear picture of the problem, ideation of the main feature was started. Based on the affinity diagram that I made in user research, I wrote possible solutions on each grouped answer.

After narrowing down those ideas, a feature list was made. Getting the professor's feedback, the priority and function were adjusted. Listing and prioritizing features helped me to focus on the essence of the project.



↑ Ideation

Final Priority	Name	Professor's Priority	My Priority	
1	프로세스 카테고리 별 아카이브 정리	낮음 - 지금도 파인더에 파일 넣고, 시간 정렬하면 시간별로 정렬되는데, 차별점을 찾을 수 없음.	1	
2	report, portfolio skeleton 제공	높음 - 이 플랫폼의 핵심 persona를 프로 디자이너들이 아니라 디자인 학생들 이라고 했을 때는 "skeleton" 부분이 매력적인 selling point가 될 수 있음. 그래서 누구나 skeleton을 올릴수 있고, 또 판매할 수 있다면 (wordpress theme 처럼)? 나름 관심을 수 있음. 노선도 슬래시 누르고, page 누르면 밑에 skeleton들이 주욱 뜨는데, 이게 도움이 될 때가 있음. 하지만 프로들은 결국 백지를 가장 좋아할 것임... 그런데 beginner들은 이 skeleton 기능 좋아 할 수도.	3	
3	디자인 관련 정보 제공 (교육)	높음 - 위 feedback 참고. main persona 리세팅 하면 좋겠음	8	
4	체크리스트 작성	낮음 - 노선에 페이지 하나 만들어 체크리스트 만들면 되는데, 왜 이 플랫폼에 가서 써야하는지 모르겠음	2	
5	문서 템플릿	높음 - 위 feedback 참고. main persona 리세팅 하면 좋겠음	9	
6	insight 작성 & 공유	중간	4	
7	교수님/project manager 피드백 채널	높음 - 온라인 협업, feedback 등은 언제나 필요	5	
8	메모리 주소록	낮음 - 결국 관리해야할 또 하나의 페이지 증가로 일을 줄이는 것이 아니라 이것으로 하여금 일이 늘어나는 딜레마에 빠질듯	6	
9	팀원 들의 작업량/작업시간 표시	낮음 - 아틀라시안 JIRA에 기본 탑재 되어 있는 기능인데, 실효성이 낮음. 이걸 표시해서 뭐 하겠다는 것인지? Project 지분을 작업량으로 나누겠다는 것인지? JIRA에서도 결국 이 컨셉을 철화한 것으로 알고 있음	7	

COUNT 10

Feature List

Hyemin Choi

Probing solution At first time, I thought there would be no more function ideation after deciding the priority of the feature list. However, it was my big mistake. When I completed a wireframe based on the main feature, I found a very similar existing service. Thanks to that service, I could have another ideation time, probing solutions in various ways.

Redesigning existing service

Redesigning an existing cloud storage service was to figure out the user journey and context of the problem. First of all, I wrote down all the things I was curious about and then looked for the answers. For example, 'Under what context the problem is highlighted?', 'Is there any other way to organize files without using folders?', 'what kind of information is useful for users to get the hint of contents?' etc. It really helped me to imagine and think deeply about the problematic context when user testing is impossible. After organizing my thoughts, rough sketches were done.

N Drive redesign

/내가 해결하고자 하는 문제점/

Case) 내가 찾고자 하는 파일의 이름을 알지 못함, 그 파일에 대한 대략적인 기억정도만 남아있음

폴더로 많은 파일을 묶는 것이 한편으로는 파일들을 묶음으로서 정리할 수 있지만, 그것의 길이가 길어지거나 폴더의 개수가 많아지면 오히려 혼란스러워 짐. (길을 잃었다.)

폴더를 직접 들어가지 않으면, 그 안에 어떤 파일이 있는지 알 수 없다.

: ▼ 최미하게 남은 기억일 경우, 파일의 어떤 정보까지 기억을 할까?

우선 '나'의 경우.

나 = 기억력 핵핵핵 구린 26살 여자.

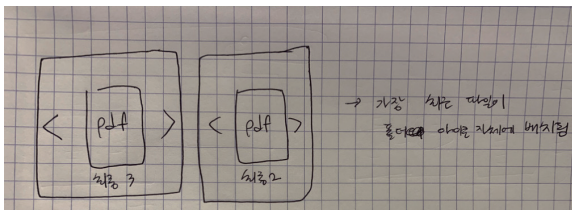
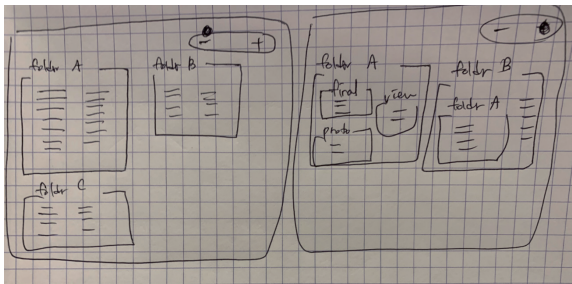
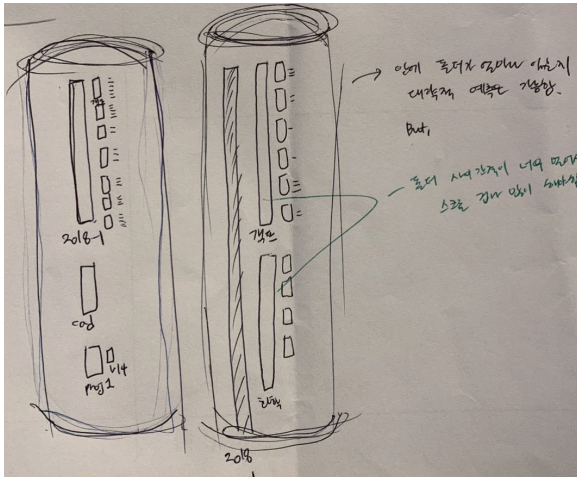
1. 형식

- 이미지인지, 비디오인지, 문서인지, 음악 인지는 구별 가능

개선포인트

폴더를 최소화하자.

폴더를 쓰게 된다면, (그 폴더에 들어가지 않더라도) 안의 내용을 알 수 있도록 힌트를 주자.



/폴더를 쓰는 이유/ - 정리

- 분류를 통해 후에 파일 찾기가 더욱 쉬워지도록
- 비슷한 메타의 파일을 한 데 넣어 묶음으로서 화면 공간이 절약됨

▼ 만약 폴더가 없다면 & 폴더를 쓰지 않는 정리 방법은?

- 폴더가 없다면
 - 수많은 파일을 관리하기 힘들다.
 - 분류가 불가능
 - 탐색 시간이 n이 된다. (폴더를 쓰는 경우 log n)

어떻게?

1. 폴더를 최소화하자.

- 파일들을 폴더에 넣지 않더라도 구획을 나눌 수 있는 톨을 제공

분류는 됐으면 좋겠고, 근데 굳이 폴더를 따로 만들 필요는 없는 것 같고, 폴더를 새로 만들 만큼 많은 양의 파일이 아니고 할 때, 대체재로 구분선을 사용할 수 있음.

▶ 만약, 구분선이 있다면 구체적으로 어떤 상황에서 쓰게 될까?

결론. 구분 선 - 탈락

▶ 이유

2. 폴더를 쓰게 된다면, (그 폴더에 들어가지 않더라도) 안의 내용을 알 수 있도록 힌트를 주자.

▶ 어떤 힌트를 담아야 할까?

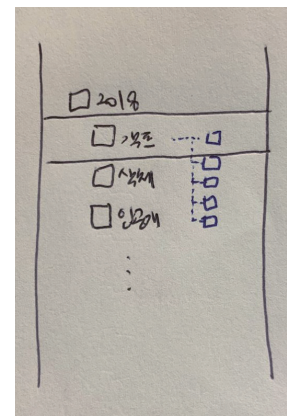
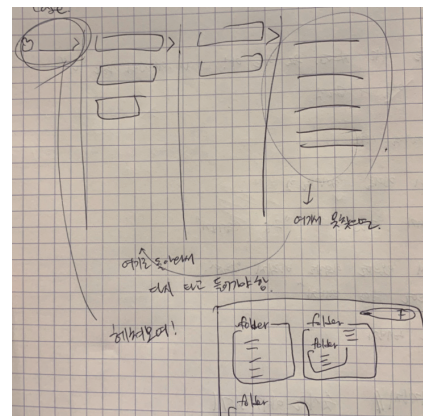
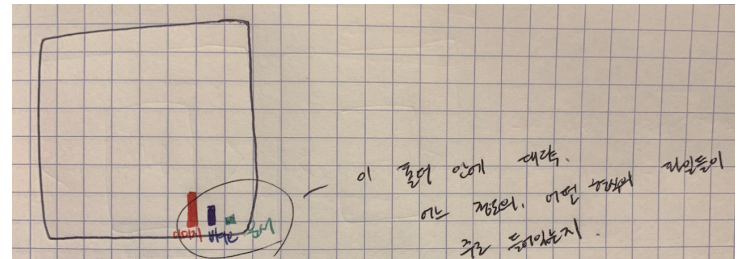
- 폴더를 옆에서 볼 수 있는 프리뷰를 제공

여러 파일의 전체적인 분포도

(어디까지나 파일의 분포도를 보는 목적은, 그 파일을 좀 더 쉽게 찾게 해주어야 한다. - 웹사이트의 사이트맵처럼 지렁.)

↑ Organizing thoughts

Wireframe sketches ↓



Reflecting the reality

Out of digital service, I wanted to see how the searching mechanism works in reality. I thought I could get some hints from the way people organize and find things in the real world. In that sense, a refrigerator was a good subject of investigation. In the refrigerator, there are many kinds of stuff in various shapes and characteristics. The items are somewhat limited by the category "food", and we naturally decide where to put them depending on the characteristics of each item. These features of refrigerators lead to similar behavior of people organizing files on a computer.

First, I wrote my observation on every part of the refrigerator. Based on that, the intention behind the observation was found. This helped me a lot to get insights about what kind of factors do people consider when they organize things. Second, I tried to combine the real world and the digital environment. By substituting digital files for foods, the most suitable form of each file was considered. With this process, I could ideate the computer interaction which happens when users organize and search files.

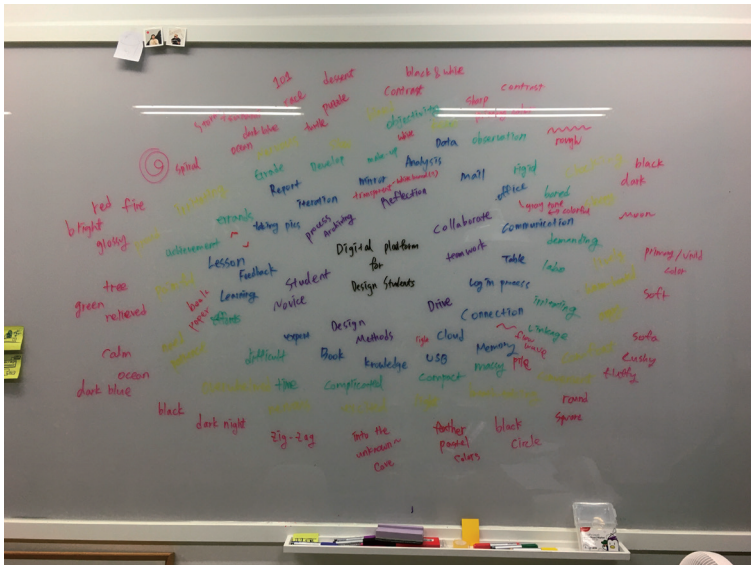
Visual motif It started from ideating aesthetic keywords. First, I just ideated keywords that just come up in my mind with the main function. Second, the keywords were ideated in terms of users. They were chosen based on the value that the service tries to convey.

At first, it was so abstract for me to come up with aesthetic keywords. So that I wrote the keywords step by step, from the center to outward. The process is as below.

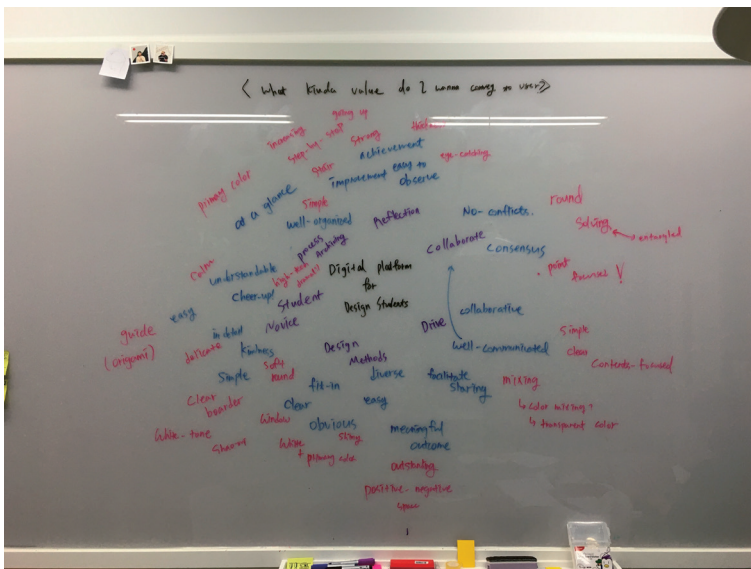
Subject (black) > Main features (purple) > related nouns (blue) > related adjective (green) > related feeling (yellow) > related image (red)

(You can find the color code on the right picture)

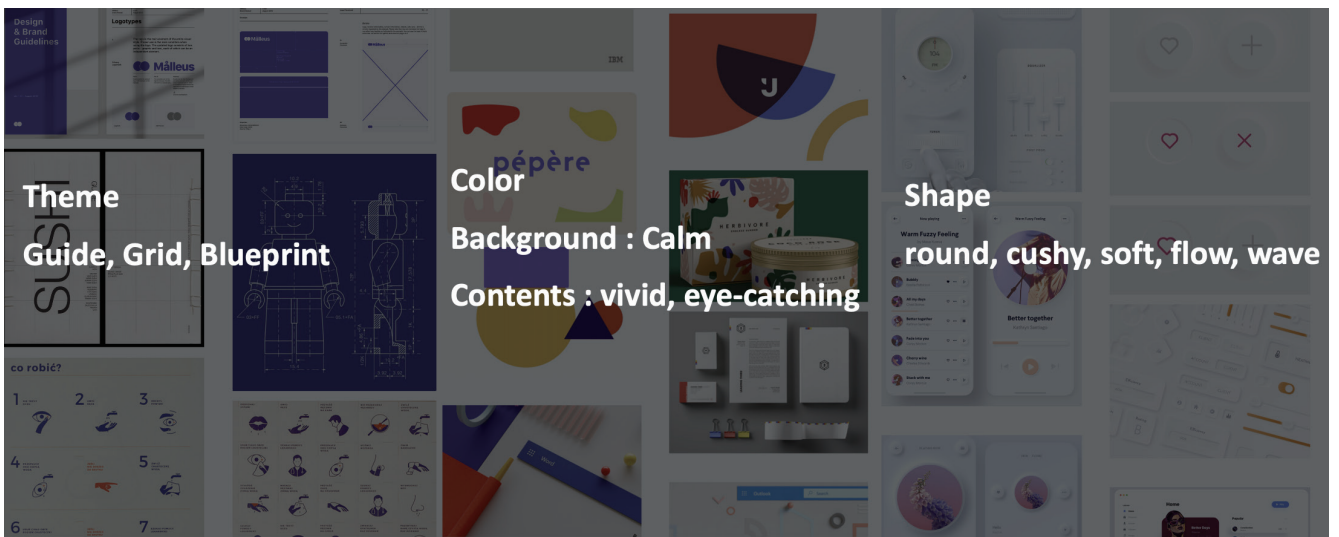
Based on essence keywords from aesthetic keywords, the mood board was made. Because it was hard for me to find a picture that contains all I wanted, I divided the mood board into 3 parts, theme, color, and shape.



Aesthetic Keywords



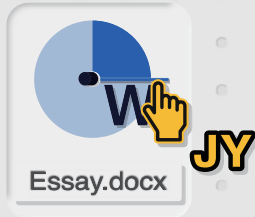
Mood Board



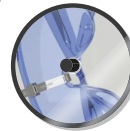


Essay distribution
Capter 1~3 : JY
Chapter 4~5 : HM

Hey, guys!
This is the budget plan for
envelops and postcards.



Capture images



Screenshot .png



Screenshot1 .png



dummy_ image.png





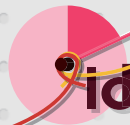
Postcard



8*10.indd



9*10.indd



Postcard final.indd



CI

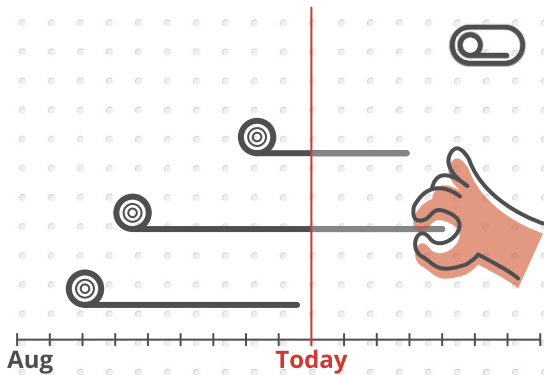


Outcome

The service is designed to give more hint for users to easily check their files and footprint of the process. By giving basic tools and a lot of freedom, the service aims to give more freedom of locating files and adding more information of the file. By simplifying tree-view(folders, sub-folders, sub-sub folders, sub-sub-sub.....), the service shows more intuitive layout so that users can find the files made by others in a team work. The tools are designed not only to give more information of the file but also to facilitate communication between team members.

More details about tools are on the right page. And the real, vivid video of using the service is on the the QR code, as follows.

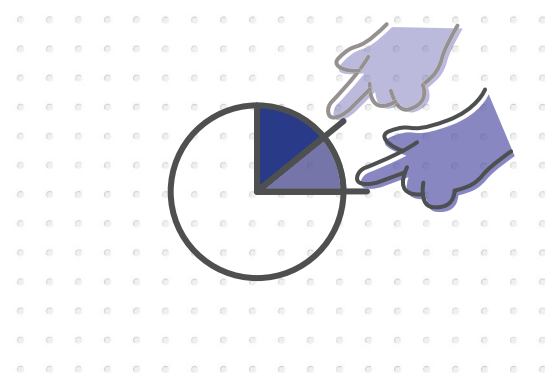




Timeline view

By showing the timeline of the file, the user can check the process and easily locate the file

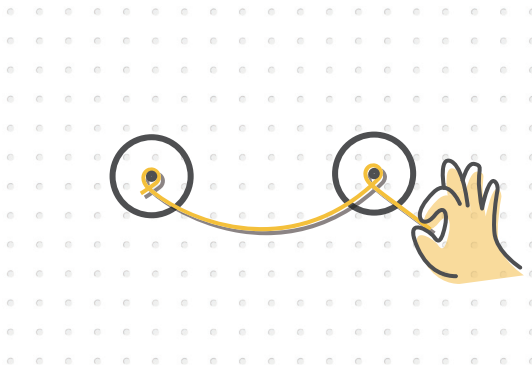
파일이 사용된 기간을 타임라인 위에 표시하여, 언제 사용된 파일인지 쉽게 알 수 있도록 합니다.



Process checker

A tool to check a file's progress makes the user reflect on how much work they've done

파일에 대한 작업의 진행 과정을 표시할 수 있도록 하여 작업 진행 상황을 쉽게 알 수 있도록 합니다.



Links

By linking related files, the user can easily discover the relationship between them

선을 통해 관련된 파일을 연결함으로써 파일들 간의 관계를 쉽게 볼 수 있습니다.



Text box

The user can freely leave a comment reflecting on a file's contents

파일에 관한 메모를 자유롭게 남김으로서 파일 내용에 대한 힌트를 줄 수 있습니다.

Reflection

Reflecting on the whole process, I could see how much I worried about and cared about this project. At that time, without knowing where to go, I just did whatever I can do with anxiety. Different from other courses, there is no specific route or boundary for the project. All I could do was just asking as many people as possible to get any feedback and doing whatever the professor recommended. Now, after finishing all the process, I realize that there is no reason to be nervous. Every designer is struggling to find their own right answer, and no one knows the result of that. What I should do is just keep going on my way and do my best patiently. No need to be intimidated or conscious of the process. Anyway, Creative Design taught me a lot of things. I learned a lot about myself and design itself. If someone asks me if it is worth it, I would say "Yes, definitely."

Look-Up

새로운 파일 정리 방식

A new way of arranging files to track and trace design process



Epilogue

LOOK-UP



“Yes, It is worth it”

How did the final exhibition change you?

Socrates said, "Know thyself(yourself)". I didn't know myself well before confronting this huge mountain, the final exhibition. However, coming through last year, I get to know how vulnerable I am, and how arrogant I was. And of course, this realization helped me a lot to think more deeply about design itself as well.

What is the hardest thing in doing the project on your own?

Being self-motivated and self-directed. I'm such an emotional person so that I can do something only when there is a certain motivation. In a team project, when I get demotivated or get distracted, there was someone else who can guide me. However, in this individual project, I should keep doing something without anyone who can lead me. Furthermore, I have to be a decision-maker with every single thing. Professors can help to find an answer, but no one can give the right answer for my project. The truth is, there is no one certain answer. Just plausible thousands of answers are. What designers have to do is make

a decision among those thousands of answers. And that's the thing. It needs a reasonable standard, which is followed by a firm reason for that design.

If you could go back to the past and meet yourself struggling with Creative Design, what would you do?

I would say "You don't have to make a masterpiece. You don't have to be great. Just enjoy what you are doing. And what you are doing now is the right way. Do not let others bring you down."

Any tips?

Record every single thing. Leave your trace. Those trace of your thoughts and records of your process would help yourself a lot when you got stuck in developing your project. And of course, you can show your process to others as well, with those records. In my case, I wrote a project journal. And it helped me a lot to reflect on the past.

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* All other visual contents were created by Hyemin Choi, the author of this issue.

