

# RUTH KWONG

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UI UX DESIGN / ART DIRECTION / PROTOTYPE

Choi Yuk Kwong, Ruth – Protfolio 2020

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## **Intro**

**Hello! I'm Ruth Kwong**, a UX/UI Designer and Art director with over 15 years of experience of in-house and agency design experience in digital space. Focused on UX Design, especially enjoy understanding user behaviour, balances user and business needs to create delightful products.

I'm a self-motivator, strong communicator, great team player and work well with others.

### **Out of work, I'm**

A Dog lover who follows cute dogs on Instagram.

A Sports lover (Yoga, running & HIIT) who to stay fit in my life.

A dieter who is my friends imagine. I just have healthy eating habits.

A Heavy Sleeper who can sleep over 10 hours on Sunday. HAHAHAHA.....

## Smart-In App

A one-stop platform that focuses on Direct Sellers to build a successful business.

## Project Overview

## The problem:

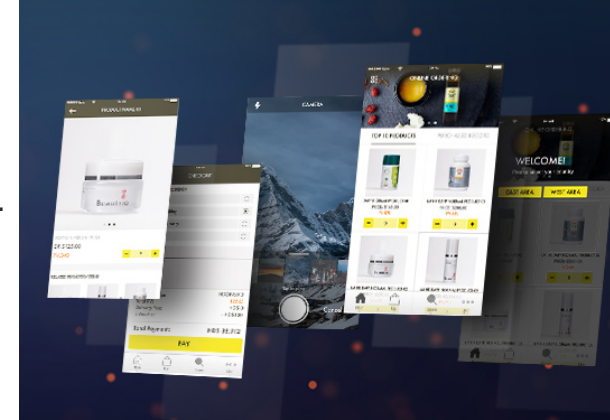
Smart-In Application developed to provide a convenient and fast tool for Direct Sellers. As User's getting a habit of using Smart-In Application. Users pursue on higher-level of function. We will either improve the program segment so that the User can complete the order more efficient and collect business information.

## The solution:

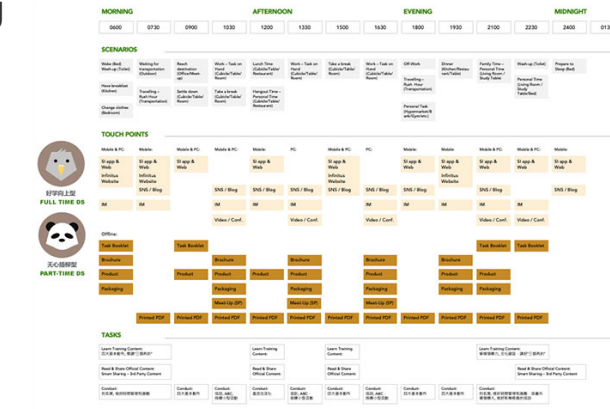
Provide a service portal that allows users to finish their daily tasks without leaving their current state. Focus on User's business needs and define which business-critical features should prioritize improve.


### My Role :

User Research, User Interviews, Persona Creation, User Journey, Wireframes, Prototypes, User Testing and Visual Design.



## Deliverables 1 - Persona





**Shuk Fan** (Part-time Direct Seller)

*"I did tried, but it's difficult to break the ice. The extra income is nice, but more importantly I like the companies. I'll prefer to do it in my own pace."*

### Background

Already settled in Hong Kong for quite sometimes, has always been a Housewife but found out about the new career because of her own health issue. Sceptic at first but eventually notice the supplements she took actually does improve her health.

Unintentionally join Direct Selling when she spread her word-of-mouth testimonial through her circle of friends.

Enjoy the company of her group, constantly meet-up & participate in Workshop. WeChat & WhatsApp are the most common mobile tool for communication. Rather passive, will only promote whenever there's a new product launch or by a chance encounter that she may bump into some people-in-needed (friends & relatives). Not aggressive in follow-ups, don't have a small talk skill. A bubbly personality and full of life stories, but lack confidence when doing actual sales.

### Pain Points

- Regret not being able to attend some of the nice workshops.
- Not enough selling skills or product information to convince people.
- Relatively small social network.

### Needs

- Webinar to watch Seminar that she can't attend.
- Event list so she knows which activities are available.
- Pre-Organize event for her to build her network.
- Training tool to improve her presentation skill.

### Characteristic

Honesty	90%
Carefree	80%
Thinking	70%

### Motivation

Social	90%
Incentive	80%
Growth	70%

### Technology

Mobile App	90%
Social Network	80%



**Amanda Li** (Full Time Direct Seller & Health Evangelist)

Age: 40  
Occupation: DS Personnel + Career Lady  
Status: Married with children  
Income: Moderate - High  
Financial: Independent

### Background

She was born & raised locally here in Hong Kong, wealthy family background & well educated, previously holds a good white-collar job. Extremely health conscious because of her own health issues, believe in the greater good for people around her. Independent & career minded, but the value of health comes before profit. A mother & a caretaker for Seniors at home.

Socially active, likes to travel & enjoy life, will patiently influence people even if it takes 1 year to convince them. Will invite people in her network to attend health events, she will record the event down so she can share it with others, and post it in WeChat Moments. Normally will go to Head Office to conduct group activities and believe the product she needs. Will work with a group to plan for her own Health Workshop. Hands-on guidance to a group member to practise their presentation skill.

### Characteristic

Extroversion	High
Independent	High
Generous	High
Thinking	High
Perceiving	High

### Motivation

Health	High
Growth	High
Social	High
Profit	High
Innovative	High

### Technology

Health	High
Mobile App	High
Social Network	High
PC software	High

### “To enjoy life, means you need to be healthy, I took 1 year just to convince 1 person, but I hope they can just trust me & benefit earlier.”

### Pain Points

- Can't attend some overseas Health Seminar.
- Product presentation not scientific enough.
- Faith is hard to come-by, people misunderstood the nature of DS.
- Product presentation not scientific enough.
- Can't keep up with my WeChat & Whatsapp, too many groups.
- Can only place order through Customer Service hotline.

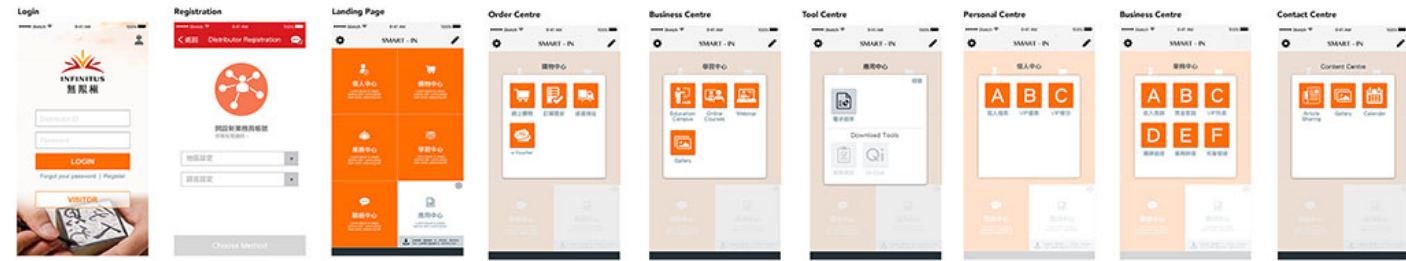
### Needs

- Wish to have a platform to conveniently gather health & product information.
- Webinar to watch overseas Health Seminar.
- Maybe a digital platform that let us do things while on the move.

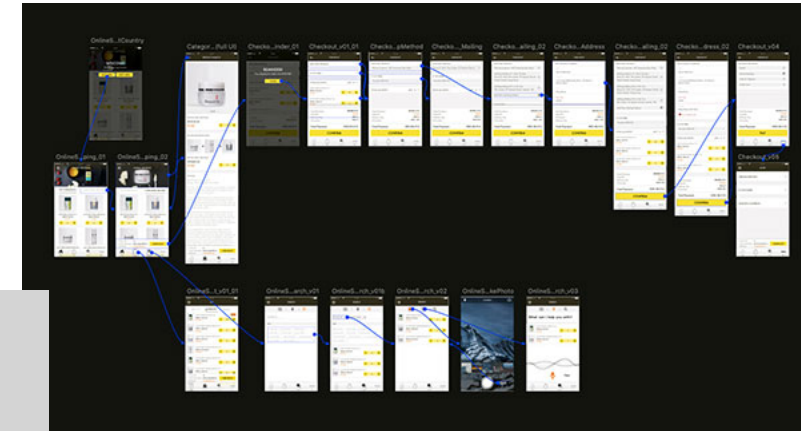
## Deliverables 2 – User Journey

## Outcome

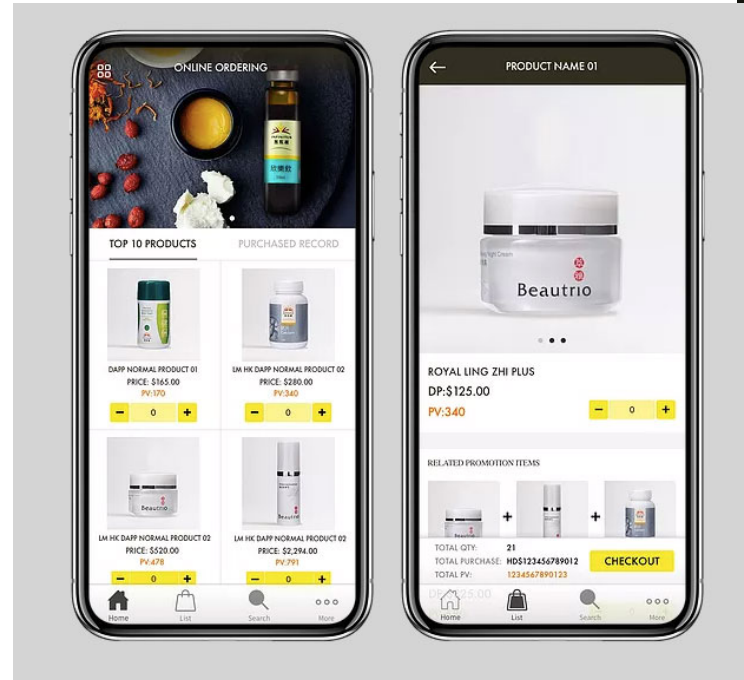
Two versions of prototypes showed a combination of aspects tested well. At the end of the study, we established a clear vision and mission statement with different business units and users help ground a project and keeps focus on the develop **"online ordering"** at the first.



Deliverables 3 - Prototypes version v.01



Deliverables 4 –  
Prototypes version v.02 Online Ordering workflow



Deliverables 5 –  
Prototypes version v.02 Online Ordering layout

# Contact Business in WeChat

The previous application's functions use by Direct Sellers to integrate into WeChat to provide convenience for Chinese immigrant Direct Sellers.

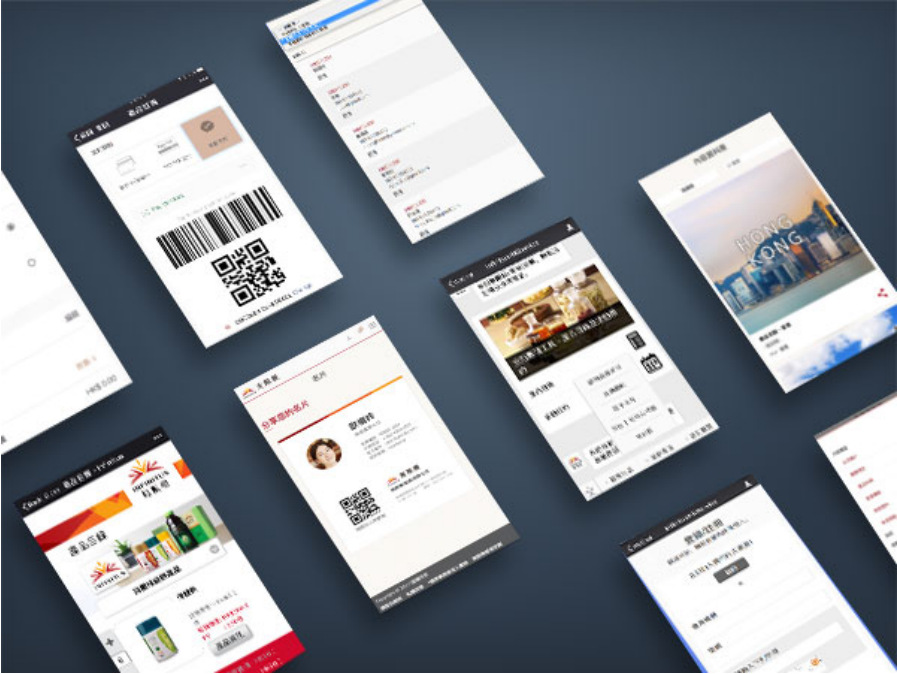
## Project Overview

### The problem:

Chinese migrant Direct Sellers are immigrants accounted for about 40% of the total, and they are unable to adapt to the original APP. We found that they are easier to use WeChat to form groups to exchange information, and have a strong persistence and adaptive, so we proposed to use WeChat for business.

### The solution:

Configuring our original functions with WeChat is existing capabilities, it is easy to satisfy users' requirements (Chinese migrant Direct Sellers) and help the first step in business.



Project Prototypes

### My Role :

User Research, User Interviews, User Journey, User App Flow, Wireframes, Prototypes and User Testing.

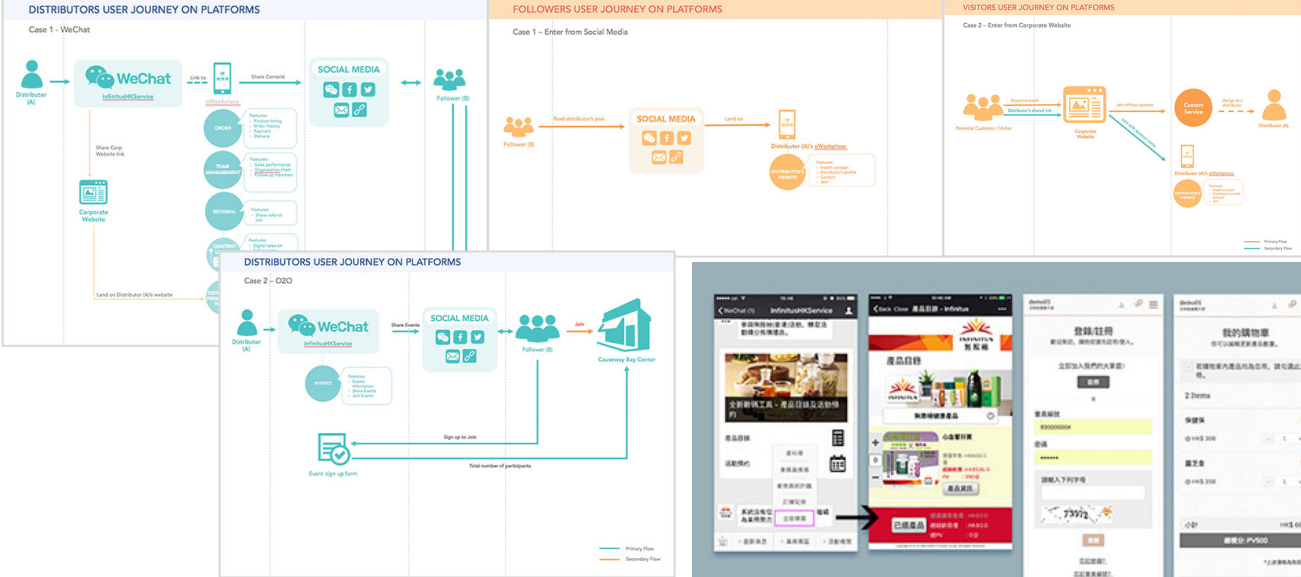




# Contact Business in WeChat

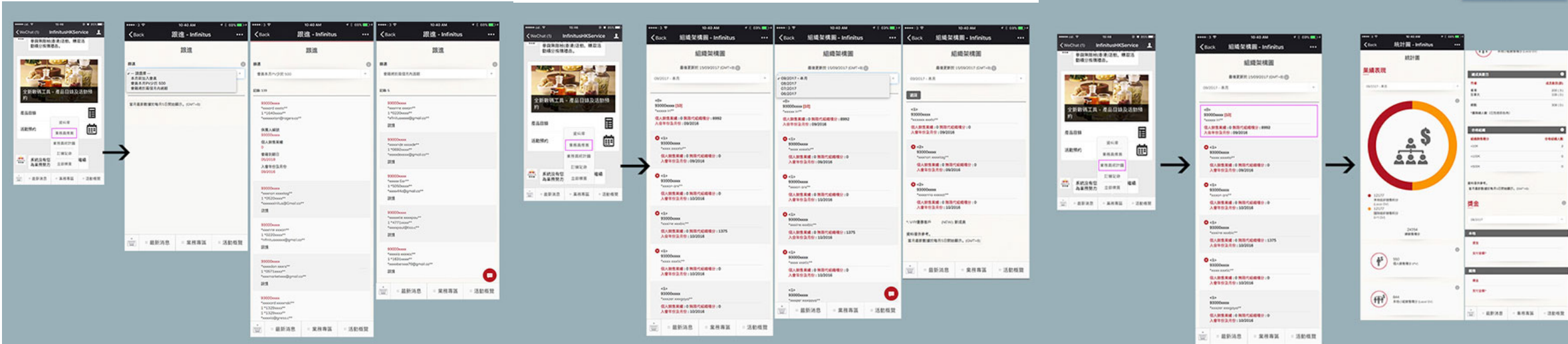
## Outcome

Business Unit determines WeChat's position in the business and sets an improvement schedule with Marketing and direct sales staff, and it is helpful to decide on the timetable for the business improvement system.



Deliverables 1 –Journey Mapping

Deliverables 2 –Prototypes & User Testing



# High Trust App

## Project Overview

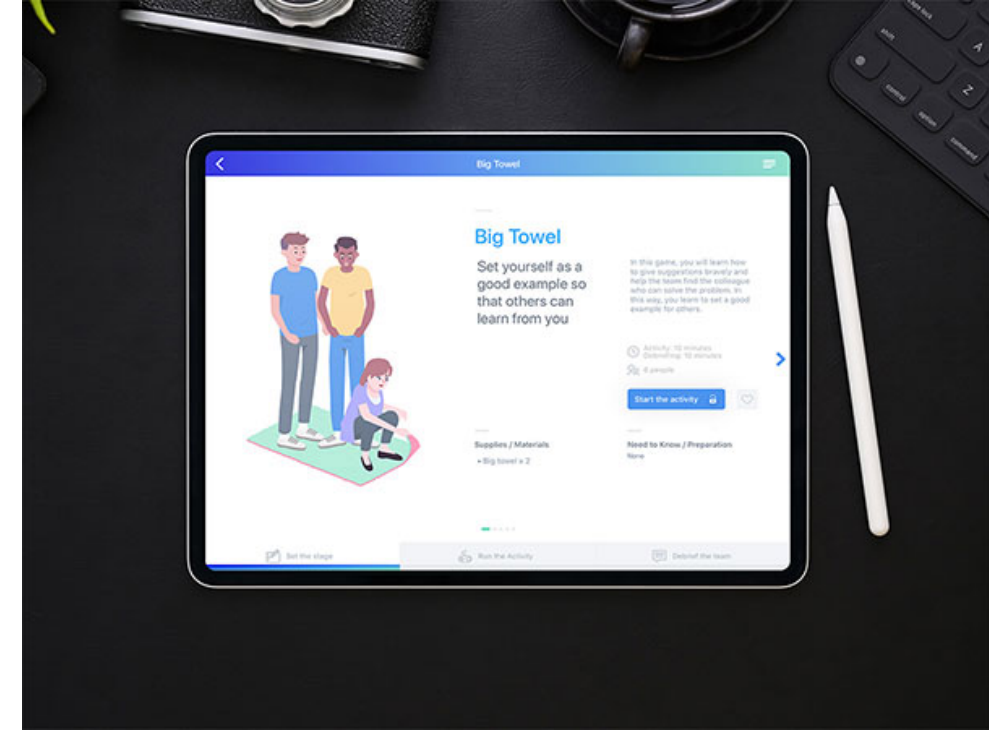
Autopilot Leadership Lab (ALLAB) is offering executive coaching program and business consultancy services. We built the "High Trust App" initially provided activities for Lee Kum Kee Group to promote happiness through cultural transformation within organization to achieve business sustainability.

As Lee Kum Kee Group used the app with excellent result, we hope to publish the app for publicly. Conducted the usability test to evaluate the performance of the app user and finding prioritized recommendations for further improvement before launch.

## Objective

To evaluate the performance of the High-Trust app on assisting facilitators to

- Find a suitable activity
- Prepare for the activity
- Run the activity
- Evaluate the activity



## My Role :

User Research, User Interviews, User App Flow and User Testing.

# High Trust App

Draft of key tasks and scenarios

## Results and Takeaways

We can successfully to convince a stakeholder releasing the App for participants in The Autopilot Leadership Model for promoting ALLab. It was the maximum benefit for this project at the early stage.

### Some key takeaways from this project are:

- To consider the best interests of the company at first. We boldly propose other uses visible to the project, hope to increase benefit and reduce production costs of the App.
- User testing doesn't end after development. Design is a constant iteration of improving the experience for the end user. Always find ways to collect and listen to your user's feedback.
- Focus on the problem. User's pains that we will solve for so keeping that front of mind is important as to think about the cause of the problem in many aspects.

User Testing



#### USABILITY TEST REPORT FOR HIGH TRUST APP

### WHO WE TESTED

6 participants, having the following characteristics, evaluated High Trust App.

Participant	Age	Gender	Occupation
P1	25 - 29	Female	Nurse
P2	30 - 34	Female	Teacher
P3	35 - 39	Male	Manager
P4	30 - 34	Female	PR Manager
P5	45 - 49	Female	Insurance Agent
P6	45 - 49	Male	Manager

#### USABILITY TEST REPORT FOR HIGH TRUST APP

##### QUADRANTS ON USABILITY



Usability Test Report



# THANK YOU FOR YOUR TIME

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Get in touch for opportunities or just to say hi!

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