Portfolio

UX UI
Interaction Design
Motion Graphics
Data Visualisation
3D Modelling & Animation
VFX
Compositing
Video Editing

Qianwen Tang

Shannon

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Portfolio Website

https://shannontang.pages.dev

Skills

UX, UI

Interaction Design, Data Visualisation

Motion graphics, Animation, Compositing, Video Editing

3D Modelling, Visual Effects, CG Generation

Web development (HTML, CSS, JavaScript)

Software

Figma

Adobe Suite(Photoshop, Illustrator, After Effects, Premier Pro, InDesign)

Blender, Maya, C4D, Houdini

Unreal Engine, Unity

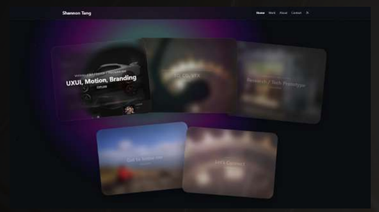
Nuke, 3DEqualizer, DaVinci Resolve

Project

UX UI

Monitoring Platform for Autonomous Driving

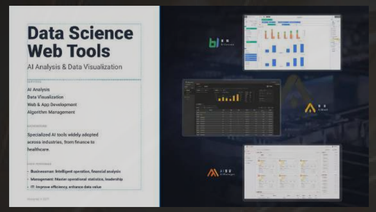
Figma
Blender



Website Development

Personal Portfolio Website

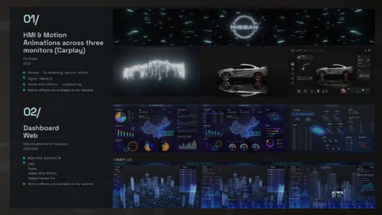
Figma, VS Code
ChatGPT
HTML, CSS, ASTRO



UX UI Data Visualisation

Data Science Web Tool

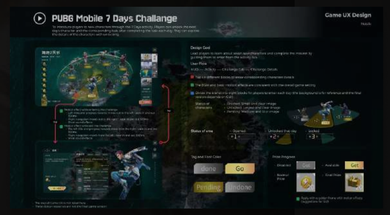
Figma
Adobe After Effects, Photoshop
C4D



Motions

HMI, Dashboard, Data Visualisation

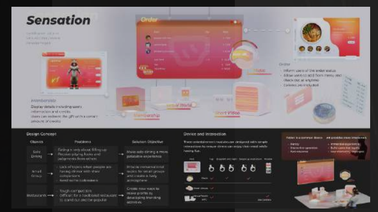
Figma
After Effects
Blender, C4D



Game UX

RPG & SLG Game Design

Figma
Blender
After Effects



UX UI

Experimental Projects

Figma
Blender
After Effects
Unity

3D Modelling, Animation, VFX

Multiple Projects

Blender, Maya
Unreal
Nuke, DaVinci, Capcut

More Projects

https://shannontang.pages.dev

Monitoring Platform for Autonomous Driving 如祺Robotaxi

A UX/UI Case for OnTime Mobility

PROJECT OVERVIEW

Roles:
- UX UI Design, Visual Design, Interaction Design

Context:
- Autonomous Driving Fleet Management, Real-time Data Monitoring, Data Visualization (Web & App)

Description:
- Developed a comprehensive monitoring interface for OnTime Mobility's fleet of autonomous vehicles, ensuring operational efficiency, safety, and user-friendly data interpretation.

Autonomous Driving Monitoring Platform Case Study

DASHBOARD DEEP DIVE

Monitor Level 1

UX Decision: Details collapsed by default

To prioritize the map view and critical real-time data, the detailed vehicle statistics panel is initially collapsed, accessible via an arrow icon.

UX Decision: Real-time path visualization

Upon selecting a vehicle, its route is dynamically rendered, and a pop-up window displays live statistics and order information, enabling immediate context.

UX Decision: Real-time statistics pop-up

Provides immediate, non-intrusive access to critical data points, ensuring operators can quickly assess vehicle health and order status.

DASHBOARD DEEP DIVE

Monitor Level 2

This level 2 interface
includes vehicle detection reports, real-time road conditions, manual access, and other services.

1 Level 2 includes vehicle detection reports, real-time road conditions, manual access, and other services.

2 More details about the vehicle are included in reports (pop-up window).

Version 1.0

System Details - Autonomous Driving Monitoring Platform

COLOR PALETTE

A technical framework for real-time visualization and management. Engineered for precision, high-contrast readability, and rapid cognitive processing of spatial data.

Visual Language & UI Component

ICONOGRAPHY & STATES

01 / NORMAL

Standard Node

Idle or processing state with no active routes. Neutral luminosity for low cognitive priority.

02 / AVAILABLE

Active / Safe

Asset is operational and within normal telemetry parameters. High technical green visibility.

03 / ABNORMAL

System Alert

Immediate attention required. Hardware fault or spatial deviation detected. High-contrast red.

04 / HOVER

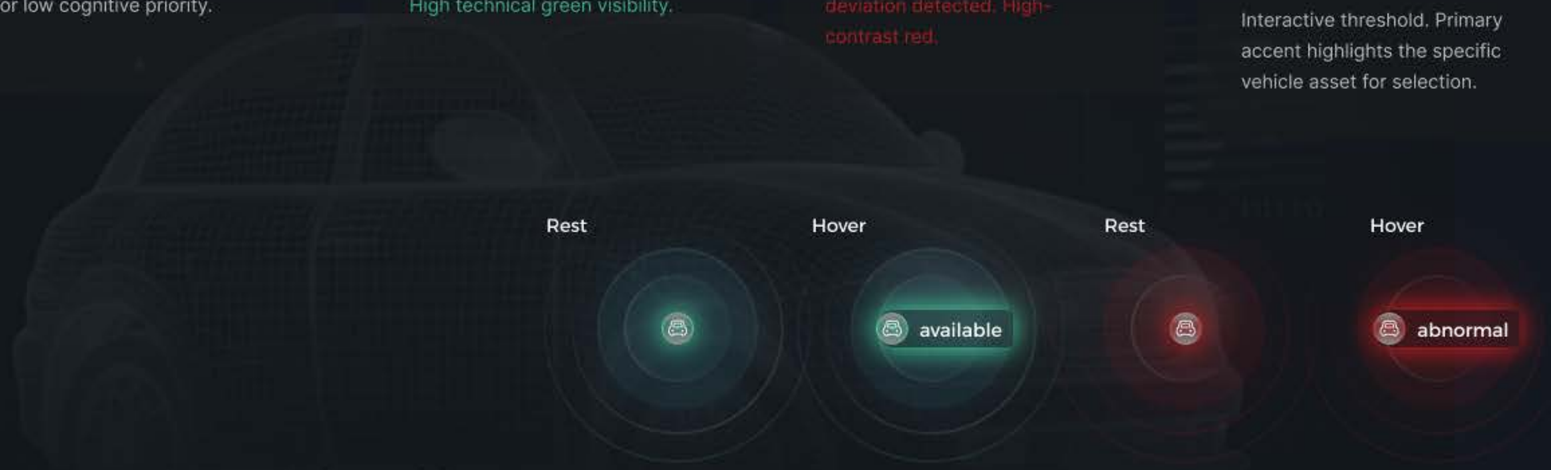
content

content

content

Focused State

Interactive threshold. Primary accent highlights the specific vehicle asset for selection.

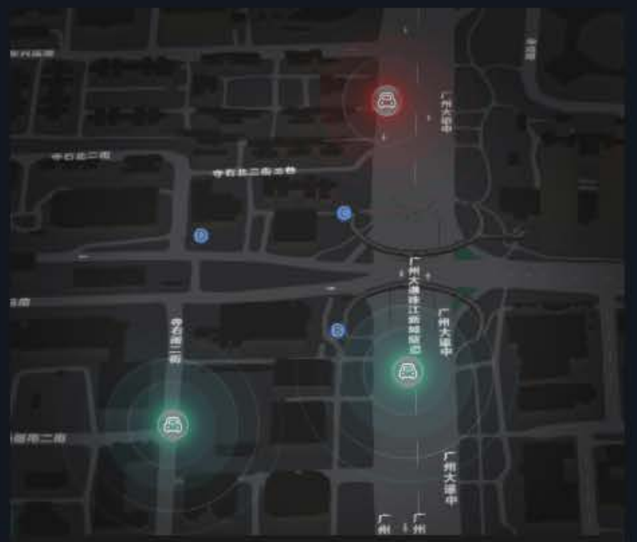


Asset State Integration within Control Center

MAP TOOLTIPS & INTERACTION

UX Rationale

To maintain spatial awareness, map tooltips utilize high-blur glassmorphism. This ensures that while information is front-and-center, the underlying map context is never fully obscured, preventing navigational disorientation.



Rest vs Hover Transitions

Markers transition through a 200ms scale ease. The tooltip emerges with a subtle y-axis offset and alpha fade.

APP FOR USERS

User Journey:
Search & Route Selection

Synthesizing complex transit data into a streamlined, autonomous hailing experience.
Focusing on cognitive load reduction and predictive destination mapping.

1
Search for a ride

Confirm pickup and dropoff spots

2
Choose a route

Choose from different combinations (compare price/time/ exchange difficulties)

Fixed stations and tested roads cannot provide the whole journey for some users

3
Find the station and wait for the car

Match with license plate, car model, and the color provided by the system

Cancel service

Allow users to cancel service 5 mins before the ride

4
On the road

Direct to manual service of monitor platform to solve any problems

5
Ride completed

Pay automatically and submit feedback
Receive coupons after submitting feedback

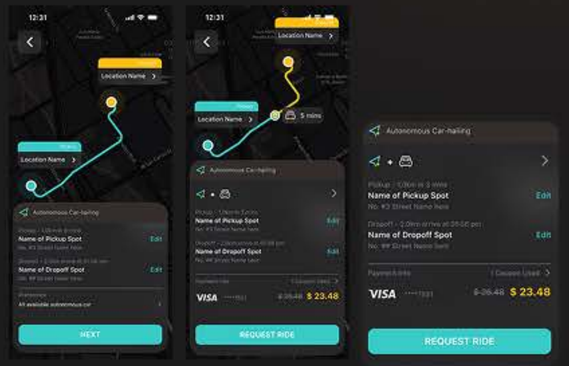
INTERFACE: SEARCH & INTENT

1 Search for a ride

INTERFACE: ROUTE OPTIMIZATION

2 Choose a route

Offer combination to passengers when fixed stations are not available



UX Goals

Clear location input fields
Reducing input friction with high-contrast active states and distinct iconography.

Real-time suggestions
Predictive engine based on user history and temporal traffic patterns.

Reduce redundant information for users
Provide the best solution for services from different companies to enhance the time that passengers consider and make decisions.

Information left for users to consider
Price, time, and routes

APP FOR USERS

User Journey:
On the Road & Completion

Visualizing the seamless transition from active autonomous transport to final destination arrival and administrative wrap-up.

3 Find a station and wait for the car

Provide information to users (station list, car model, license plate, and matched color)

The real-time location of the car on the fixed station list gives users a sense of time and distance

Update status when the car is at the station and turn on match steps automatically

4 On the road

- Safety protocol enforcement with active seat belt verification prompts.
- Real-time car information provided for users on the mobile and tablet in car.
- Lidar-driven environment visualization for passenger reassurance and context.

5 Ride completed

Before users get off the car

Notification and checks

Orders and settings

- Post-transactional clarity with detailed receipt and split-fare options.
- Engagement loop through system rating and cleanliness feedback.
- Historical data accessibility through an integrated ride settings menu.

APP FOR USERS

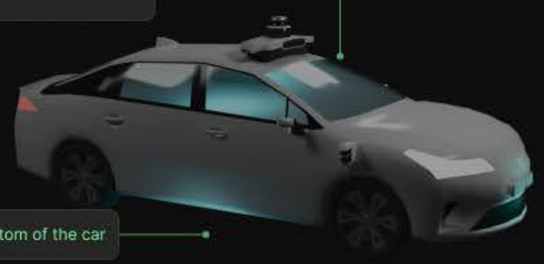
User Journey:
On the Road & Completion

Optimizing the interface between human perception and autonomous fleet identification through synchronized visual cues and hardware feedback.

IDENTIFICATION

Vehicle emits a unique light frequency pattern to synchronize with user mobile device.

Light inside the car



projected from the bottom of the car

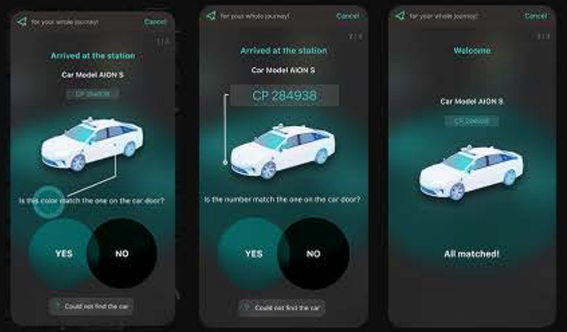
Hardware support

To provide the light in the matching steps, lighting devices are installed inside the car and at the bottom of the automobile chassis.

Match the car

Compared with conventional cars, the process of matching the right autonomous car includes color, license plate, and the matching process

1/3 Match color
2/3 Match license plate
3/3 Match result



STEP 01

Match color

Identify the vehicle pulsing hue.

STEP 02

Match license plate

Verify digital signature AX-772.

STEP 03

Match result

Vehicle authorized. Boarding ready.

Verification Logic

The system employs a three-factor verification process ensuring 99.9% identification accuracy in high-traffic urban environments.

INCLUSIVE DESIGN

Accessibility & Color Perception

Designing for the full spectrum of human vision. Our system automatically adapts identification patterns for Protanopia, Deuteranopia, and Tritanopia conditions.

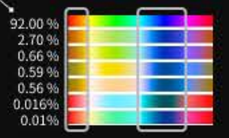
Optimal Contrast
4.5:1 ratio maintained across all lighting states.

Dynamic Adjustments
Lidar intensity scales based on ambient lux levels.

SPECTRUM MAPPING

User Friendly Colors

Light colors are selected from the most visible colors in the spectrum.
The final colors provided by the system depend on the result of testing about color amblyopia with cars and users.



STANDARD VIEW
Color combination

ADAPTIVE MODE
Different combination

A Promotional Video for Robotaxi

*for Autonomous Driving (*OnTime Mobility*)*

3D Animation

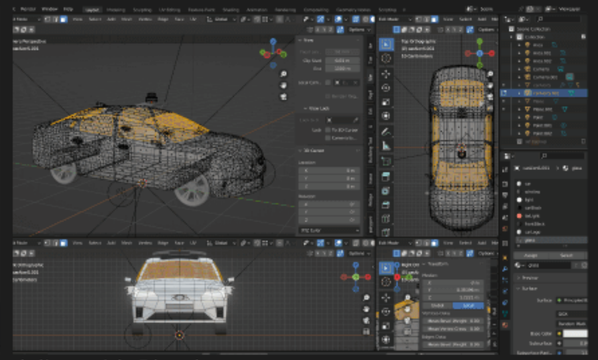
Storyboard and Final Frame

The video begins with a tour of OnTime Mobility's Robotaxi experience centre, showing the process of taking an autonomous ride-hailing trip.
While waiting for an autonomous vehicle, users can check the location and arrival time of the vehicle from the mobile application.

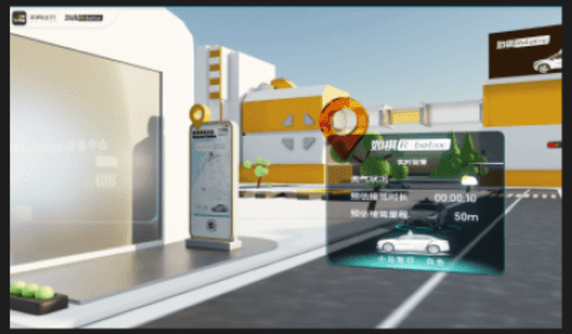
The Robotaxi platform has already partnered with three autonomous vehicle companies. Users can get real-time road conditions for their vehicle from a monitor in the car during the ride.

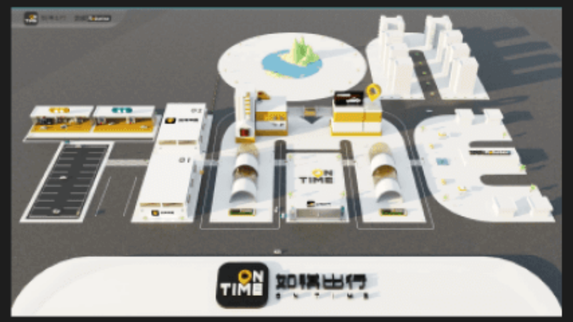
Autonomous vehicles can intelligently recognize traffic lights and automatically adjust the car's speed based on traffic and road conditions. In addition, it can automatically avoid obstacles when it encounters road traffic obstacles.

The second part of the video showcases garages, the maintenance center, and charging equipments. It is to show that the Robotaxi platform will provide a safe and efficient autonomous ride-hailing experience for the public.



Car modeling with Blender





PERSONAL PORTFOLIO WEBSITE

Designing & Developing an Interactive Portfolio Website

Website:
https://shannontang.pages.dev

Home page

UX/UI | WEB DEVELOPMENT | AI ASSISTED

Project Summary

I designed and developed my personal portfolio website to present multidisciplinary work across UX/UI, motion design, and VFX. The goal was to create an experience that reflects both my visual storytelling background and technical capabilities, while maintaining usability across devices.

This project combines UX design, front-end development, and AI-assisted workflow, resulting in a fully responsive and interactive portfolio built using modern web technologies.

TIMELINE	ROLE	TOOLS	AI ASSISTED
1 Week	Lead Designer Web Developer	VS CODE / Figma	ChatGPT / Astro

The Goal

- Create a distinctive, interactive experience that reflects my hybrid skillset
- Build a custom-coded website (not template-based)
- Ensure responsive performance across desktop and mobile
- Integrate motion, depth, and spatial interaction inspired by 3D/VFX thinking

Key Design Decisions

Cards Interaction

Interactive navigation instead of static grids

Glassmorphism & Soft blur aesthetics

Use blur and depth to guide attention

Responsive Design

Design for both exploration (desktop) and clarity (mobile)

STAGE 02 — DEVELOPMENT

UX & Interaction Design

Translating complex theoretical frameworks into seamless digital experiences through deliberate information architecture and AI-augmented technical execution.

— Information Architecture

Home

Work
Works across various categories

UX/UI | 3D / VFX
Branding | Game

Portfolio, Prototype, Research
AI Exploration / Research

Portfolio | Prototype / Research paper

About me
Work can be browsed through skill tags

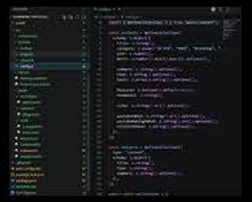
Contact
Showreel and contact info

Development Approach

I developed the website using a custom front-end workflow, combining my coding knowledge with AI-assisted iteration.

Tech Stack

- HTML5
- CSS3 (custom properties, responsive layout, animations)
- JavaScript (interaction logic, DOM manipulation)
- Astro (component-based structure)
- Cloudflare/Vercel



Hover Interaction

Reactive glass surfaces that respond to cursor proximity using radial gradients and depth shifts.

- Hover → focus → explore interaction flow
- Depth-based hierarchy (foreground vs background cards)

Inclusive Design

Implemented light and dark mode to accommodate diverse user needs and contexts

— AI-Assisted Workflow

Instead of using templates, I used AI as a development collaborator, not a shortcut.

01 How I Used AI

- Rapid prototyping of layout structures
- Debugging layout and responsiveness issues
- Generating animation logic (hover, transitions)
- Refining performance and code clarity

02 My Contribution

- Defined design system and interaction logic
- Adjusted and rewrote AI-generated code
- Ensured UX consistency and visual quality
- Integrated custom behaviours and styling

— Key Features Built

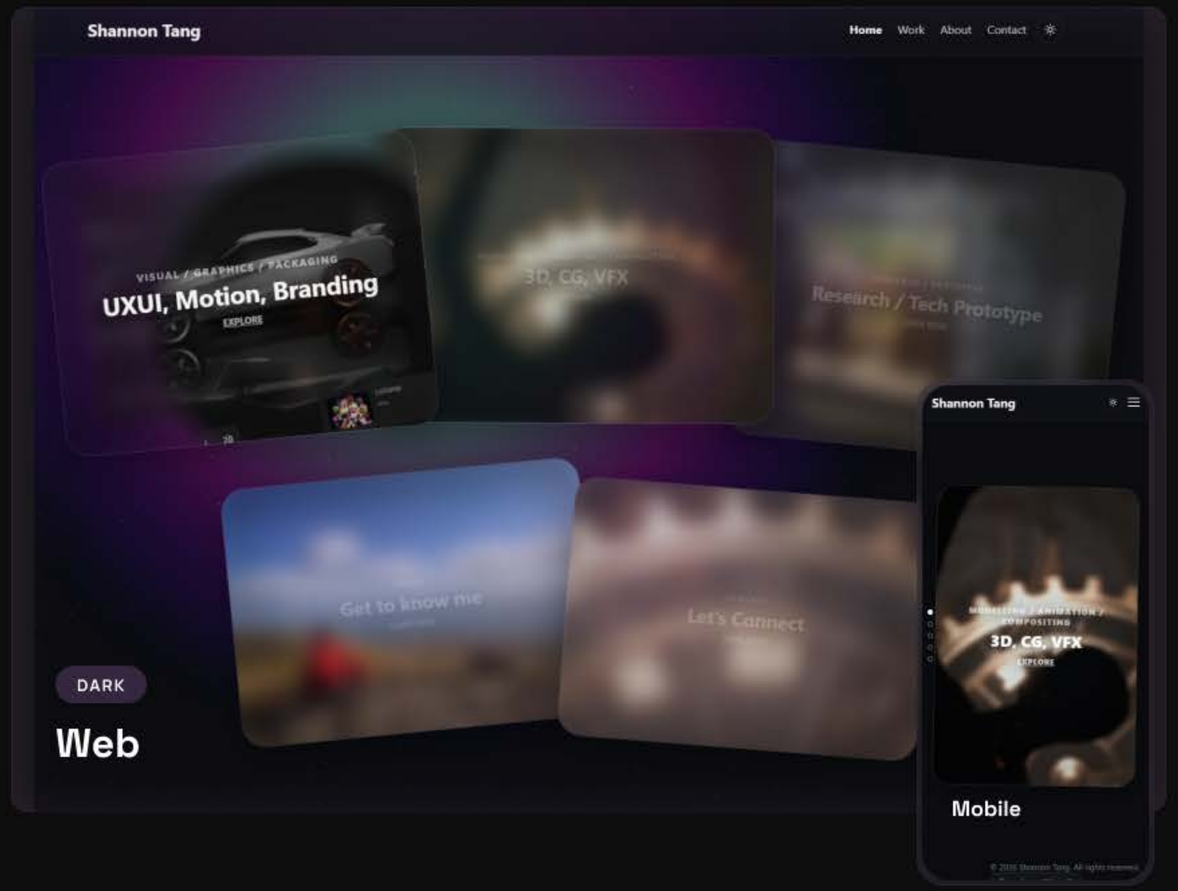
- Interactive card-based navigation system
- Responsive layout (desktop → mobile adaptation)
- Custom animation and transitions
- Embedded media (video integration control)

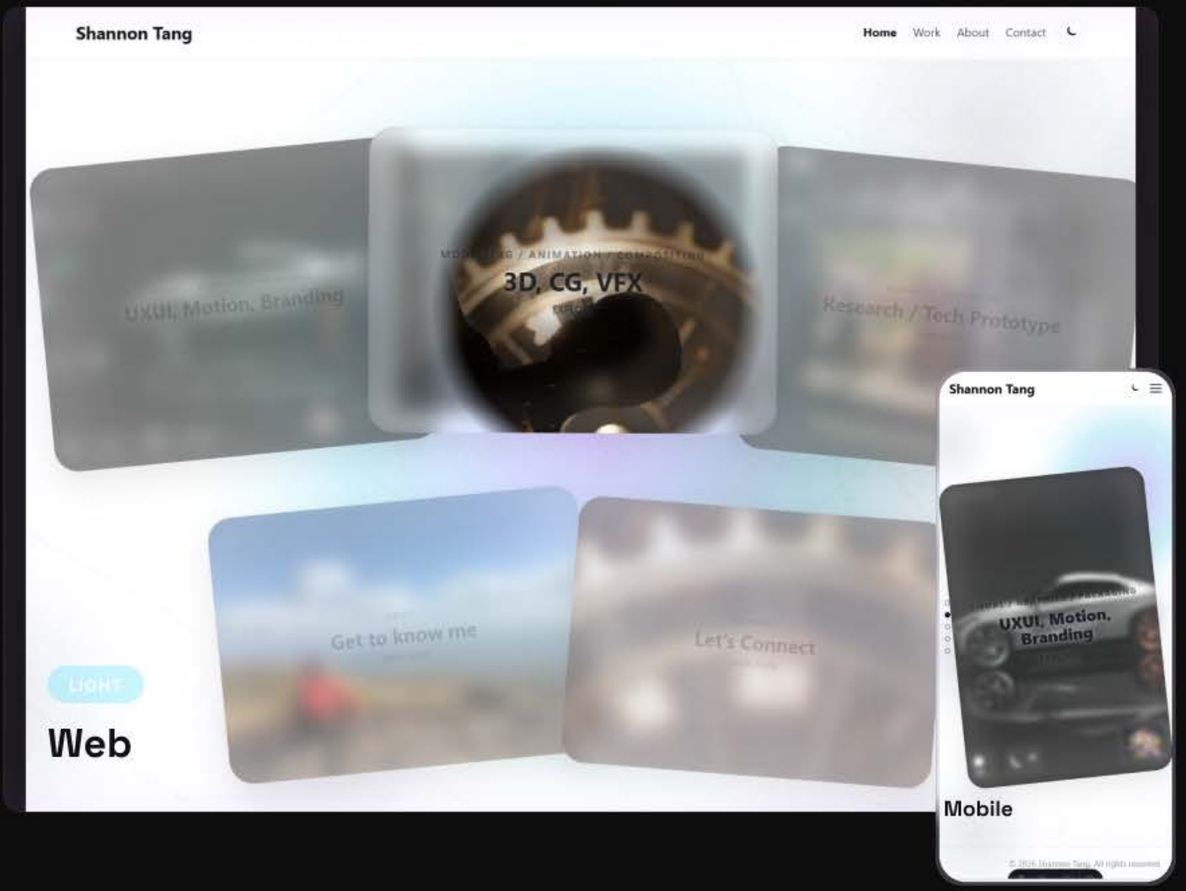
Mobile Adaptation

Swipe-like navigation
Dot indicators for orientation

Final Website

- Communicates my hybrid identity (UX + Motion + VFX)
- Provides a memorable, interactive experience
- Demonstrates front-end development capability
- Works seamlessly across devices





Data Science Web Tools

AI Analysis & Data Visualization

SERVICES

AI Analysis

Data Visualization

Web & App Development

Algorithm Management

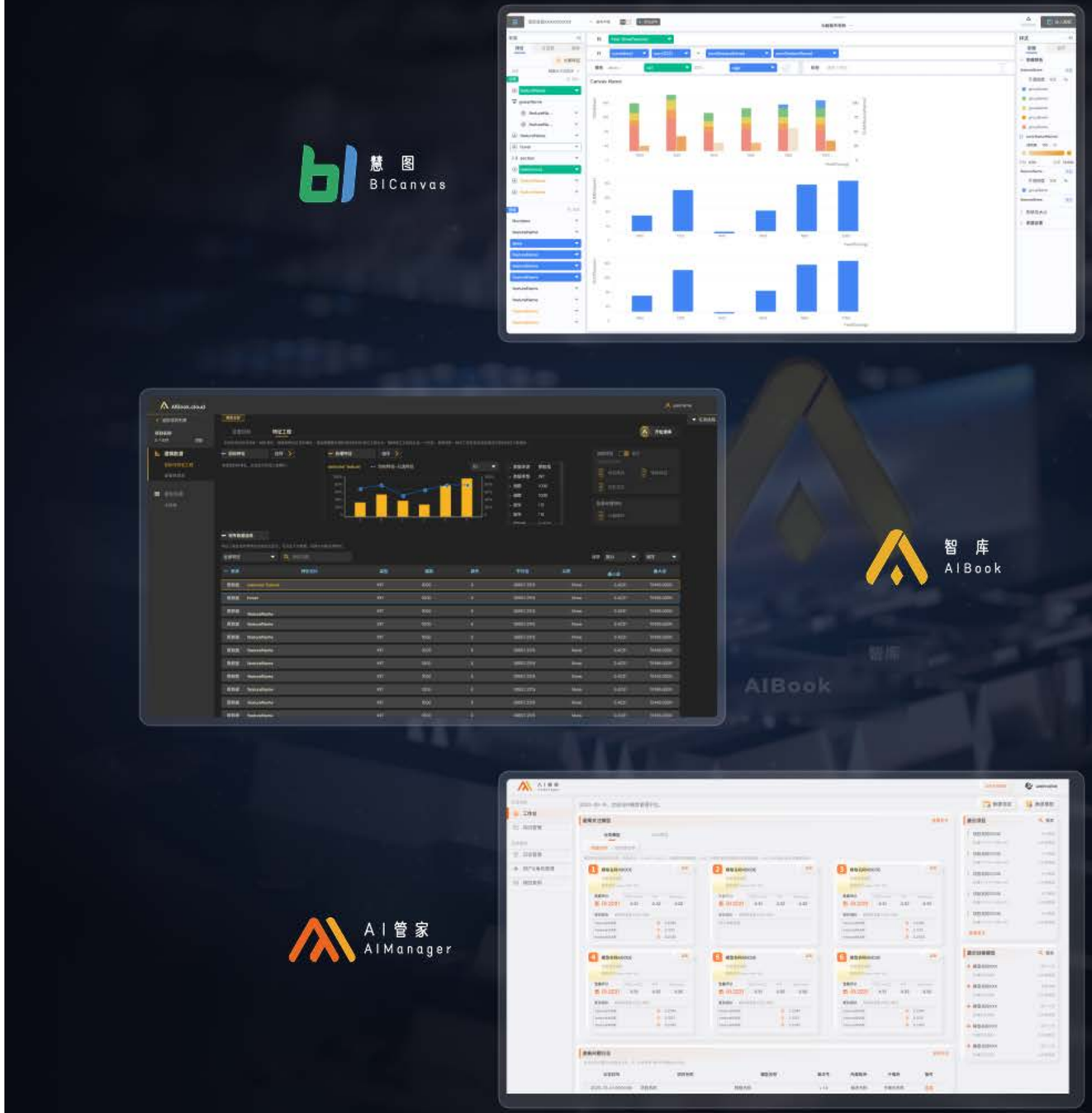
BACKGROUND

Specialized AI tools widely adopted across industries, from finance to healthcare.

USER PERSONAS

- **Businessman: Intelligent operation, financial analysis**
- **Management: Master operational statistics, leadership**
- **IT: Improve efficiency, enhance data value**

Designed in 2021



User Journey & Design Identity

数立方 Datacube

智库 AIBook

慧图 BICanvas

AI管家 AIManager

Tonal Ramps

SLATE & NEUTRAL

100	200	300	400	500	600	700	800	900	1000

INTELLIGENCE BLUE RAMP

100	200	300	400	500	600	700	800	900	1000

Typography

Color / light

/ dark #FFFFFF 20% -40% - 60% - 90%

智 库
AIBook

Product Overview & Branding

A comprehensive redesign of a Data Science & AI platform. AIBook leverages Machine Learning and Deep Learning for advanced data modeling and analysis.

TECHNICAL TAGS

Machine Learning
Deep Learning
Data Analysis
AI Platform

#F6B421 #FCF8DF #2193F6

Typography:

Primary Font: Inter (Regular, Bold)

Secondary Font: Poppins (Light, Medium)

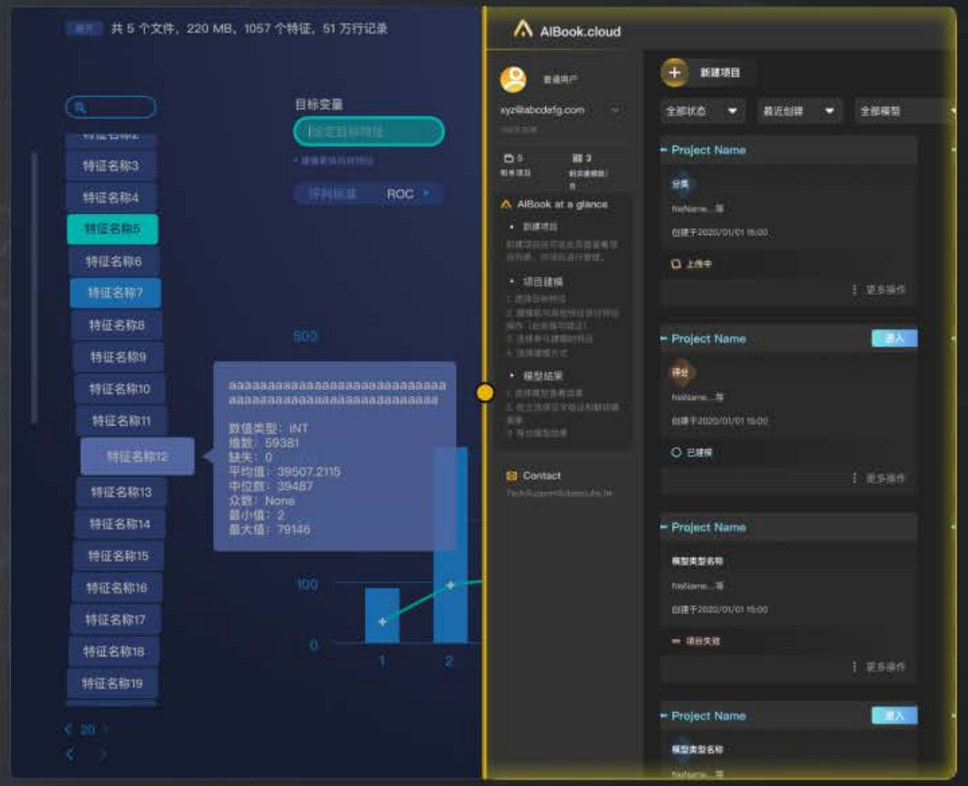
Designed in 2021

Core Platform Layers

24-Column Grid Specification

Our grid system utilizes a specialized 24-column logic designed for high-density AI orchestration interfaces, allowing for micro-alignment of data nodes while maintaining consistent visual rhythm across multiple resolutions.

Before vs After: Fluent Interaction Redesign



Before (Original Flow) — After (Optimized for Fluent Interaction)

Refined user flows, improved data visualization, and intuitive controls for seamless data science operations.

SYSTEM ANALYSIS / DEEP DIVE

AIBook Analytics & Workflow

High-fidelity analysis of neural pipeline efficiency and predictive performance across the Intelligence Suite ecosystem.

Processing Workflow

STEP 01
Import
Vectorized ingestion of raw datastreams

STEP 02
Adjust
Hyperparameter tuning and scaling

STEP 03
Auto Modeling
Automated architecture selection

STEP 04
Export
Production-ready binary artifacts

STEP-BY-STEP OPERATION
Better for both users and iterations

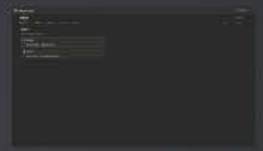
MULTIPLE CHARTS FOR DATA VISUALIZATION
Make machine learning more intuitive and convenient

IMPROVED PLATFORM FRAMEWORK
Refined user flows

Analytics & Charts

INPUT VARIANCE
Manage By Project

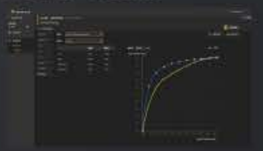
SET UP WITH DATASETS

INCLUSIVE FOR DIVERSE USERS
Auto mode and manual mode are provided


EFFICIENT SETUP
Parallel Coordinates


MANUAL ADJUSTMENT
Targeted features


METRIC STABILITY
Examine Result


MODEL PERFORMANCE
Comparison Between Models' Results


EXPORT RESULTS
Ability to export all charts and datasets


DEEP DIVE
Analyze with selected features


RESULT DIVERSITY
Automatically provide charts suitable for the model


慧图 BICanvas — A Visualization Platform

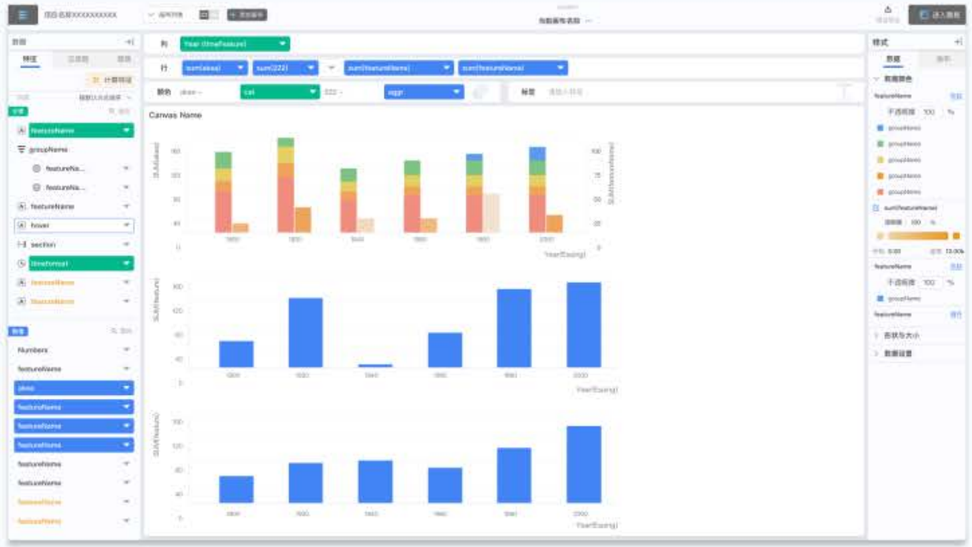
BICanvas Features

A comprehensive visualization platform
Support multiple canvases and dashboards at the same time

Supports over eleven distinct visual chart types
Switch chart types if needed

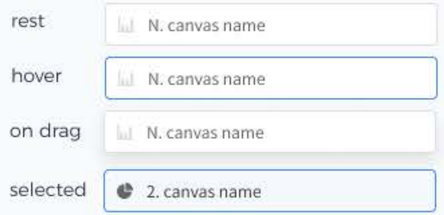
Rapid response for large data analysis
Support large datasets and generate charts in seconds

Supports various canvas configurations
Supports various dashboard configurations and multiple workspace layouts



Dropdown-divided by groups

Interactive status



Color Palette System

#4284F5	#03898C	#FACC14	#F59E28
Deep Blue	Teal Green	Golden Yellow	Orange

Palette System for canvas function

Components

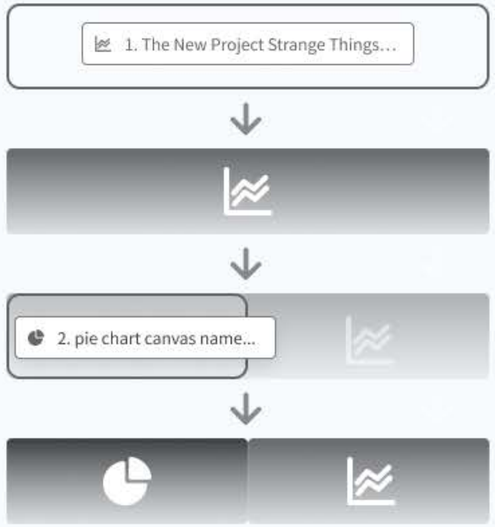
类型/名称	源	目标	源字段	目标字段
画布联动	canvasName	canvasName	name,name,name,na …	name,name,name,na …
画布联动	canvasName	canvasName	name,name,name,na	name,name,name,na
画布联动	canvasName	canvasName	name,name,name,na …	name,name,name,na …

Designed in 2021

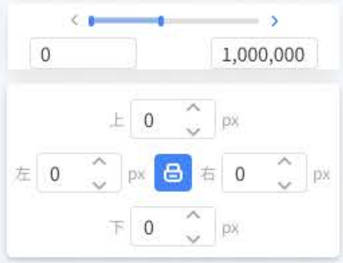
Interaction & Responsive Layouts

Drag-and-Drop Data Visualization

Drag-and-drop interaction to quickly generate visual charts and reports



Multiple Pop-up Customization Windows

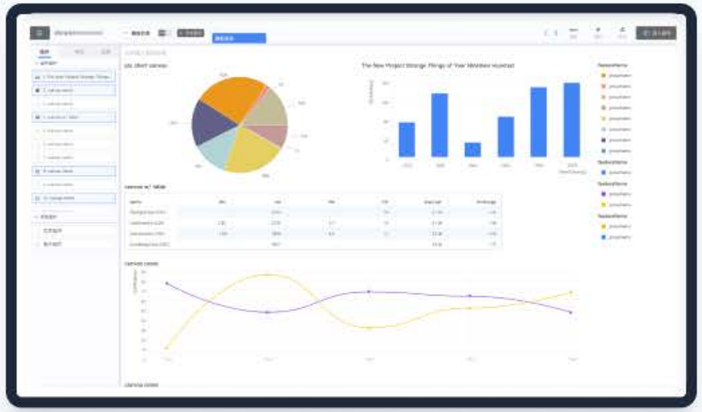


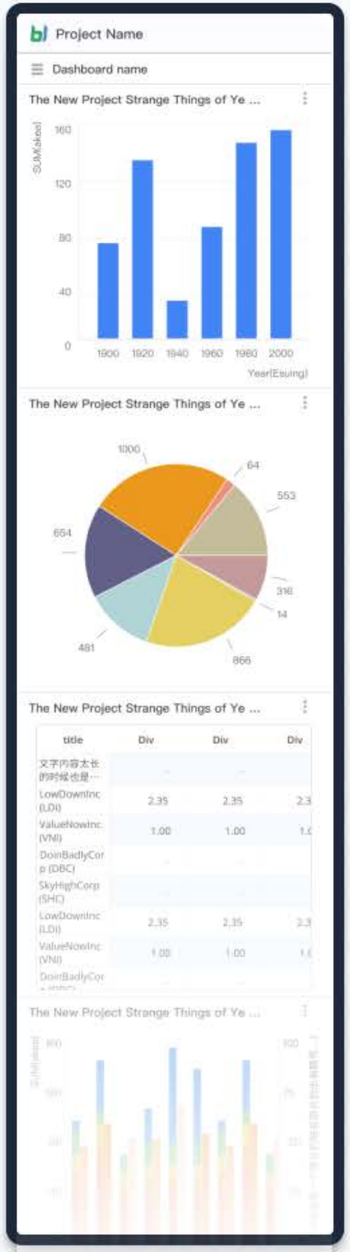
Smart Chart Generation

Up to eleven visual chart types for data analysis

Real-time Dashboard Update

Responsive Views





MOBILE SYSTEMS INFRASTRUCTURE

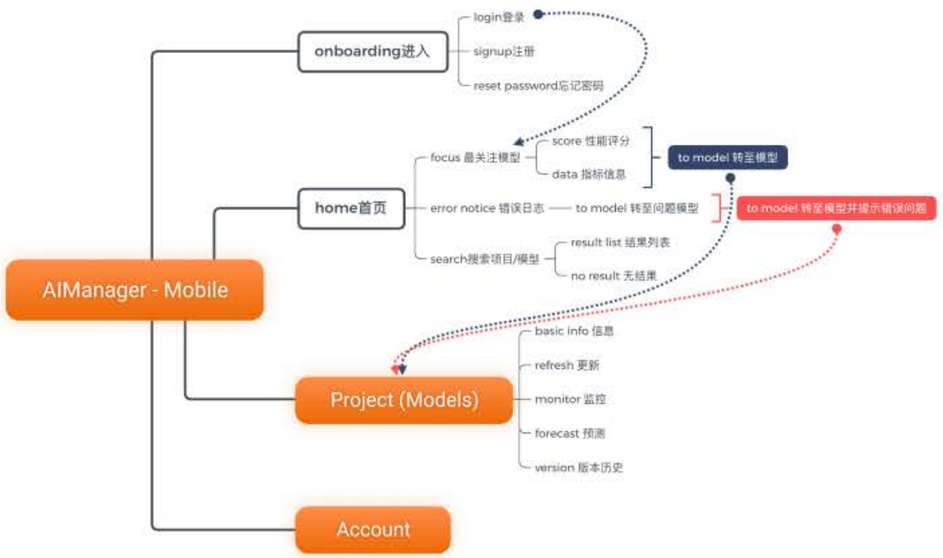
AIManager Mobile

AI 管家 AIManager

Integration & Paths

- Provide real-time model status
- Simplify the deployment, operation and maintenance process

NODE ARCHITECTURE FLOW



ARCHITECTURE FLOW

HOME
Present six models for users to focus on

PROJECT
- UPLOADED BY THE USER
- DEFAULT BY THE SYSTEM

ACCOUNT
- PROJECTS AND NOTICES FOR USERS' QUICK MONITORING

Designed in 2021

Adaptive UI

Consistent with the content on web

Responsive Design

Switch to horizontal view to optimize the display of intuitive graphs on a mobile phone

Smooth Interactions

Interactions are consistent with the web. Some of them have been specially adapted for use on mobile apps.

01/

HMI & Motion Animations across three monitors (Carplay)

For Nissan
2022

- Blender - 3D Modelling, particle effects
- Figma - HMI & UI
- Adobe After Effects - Compositing
- Motion effects are available on my website.

02/

Dashboard Web

Data Visualisation for Datacube
2020-2021

- Real-time analytics UI
- C4D
  Figma
  Adobe After Effects
  Adobe Premier Pro
- Motion effects are available on my website.

三维城市-C4D

PUBG Mobile 7 Days Challange

To introduce players to new characters through the 7 Days activity. Players can unlock the next day's character and the corresponding task after completing the task each day. They can explore the details of the characters with unlocking.

Game UX Design

Mobile

- Motion effect while entering the challenge
  - Left titles and progress rewards moves out to the left - ease in and out 300ms
  - Right navigation moves out to the right - ease in and out 300ms
  - Short sound effects
- Motion effect while exit the challenge
  - The left title and progress rewards move in to the right - ease in and out 300ms
  - Right navigation moves from the left - ease in and out 300ms
  - Short sound effects

tap

tap

- The overall Game UX is not listed here
- These design resources are not the final game version.

Design Goal

Lead players to learn about seven new characters and complete the mission by guiding them to enter from the activity tab.

User Flow

HUD — Activity — Challange Tab — Challange Details

- Tap on different blocks to enter corresponding characters'details
- The BGM and basic motion effects are consistent with the overall game setting
- Divide the island into eight blocks for players to enter each day (the background is for reference and the final version depends on GUI)

Status of characters
- Finished: Small and clear image
- Unlocked: Largest and clear image
- Pending: Medium and blur image

Status of area

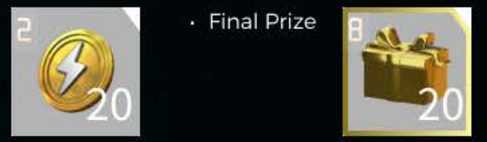
- Opened — 第 1 天
- Unlocked that day — 第 2 天
- Locked — 第 3 天

Tag and Font Color

done | Go | Pending | Undone

Prize Progress

- Disabled — Got
- Available — Get
- Normal Prize
- Final Prize



- Apply with a golden frame with motion effects (suggestions for GUI)

SLG Strategy Game

Changes for relocation, closure, and restart

Game UX Design

Web

Design Goal

Improving interaction

User Flow

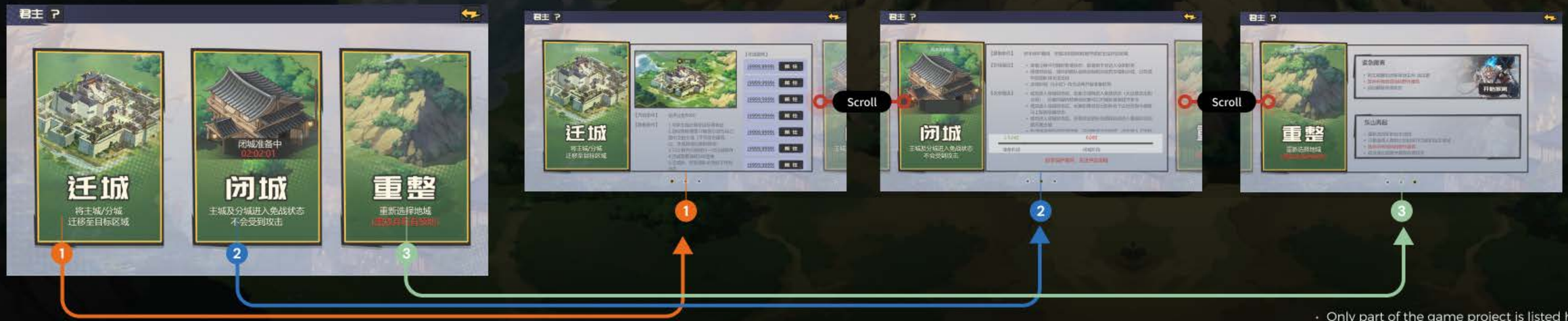
HUD - City Hall - Sovereign - Relocation, closure, and restart

1 Changes for relocation, closure, and restart

- Click on relocation, closure and restart to get details. Other two cards scroll accordingly.
- Motion effects for collapsing and expanding: ease in and out 300ms

  The block with details expand from the left to the right

  The pagination below can be clicked to scroll to other two details accordingly



· Only part of the game project is listed here.

One Board

A sports simulation multimedia game
Get moving with a balance board and game console.

Game Project

2022

Game Design

Interaction & Visual

Personal Project

CONCEPT

Since the characteristics of a balance board are similar to those of a skateboard, a surfboard, or even a snowboard, I was inspired to include various landscapes in the game. This will provide an outdoor pleasure that can be enjoyed at home.

As for the game features, in addition to the regular outdoor scenes, virtual scenes can be added to enrich the imagination space and increase the players' desire to explore.


On the ground


Skateboard


Snowboard


Surfing


Universe


Highway


Forest


Aurora

SCENE

The game's scenario was designed with an indoor environment and console projection.
To provide players with an outdoor experience, players can choose from multiple virtual landscapes and feel as free at home as they do outside.

- HUD
  - Practice
    - Different Moves
    - Exercise in sections
  - Journey
    - Record the exercise as a diary
    - Map + Scenarios
  - Battle (online)
    - Opponents from all over the world
    - Battle Room with friends online
  - Achievement
    - Performance Analysis
    - Photos from Journey
    - Outfits and other objects

Mood board

#FFF27E	#46B4F1	#FF9C41	#D7E08C	#302C59	#271C22	#F6F7FB	
Indoor(home)	Sea		Grass(Forest)	Universe		Snow	Aurora

HARDWARE

Device

I designed the game to work with a controller, so I designed the main buttons as below:

Confirm and Direction

Pause / Continue

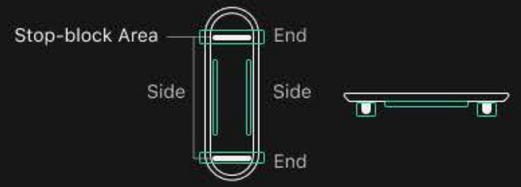
Exit

- Players play with a controller and a balance board. The balance board is equipped with sensors.
- Provide players with scenarios on the scene.
- Provide players with game feedback on the screen according to the data from the balance board and controller.

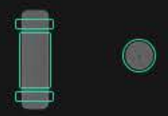
Sensors are provided on the balance board and the roller. During the motion, contact between the balance board and the roller underneath is detected.

- Sensor position

Board



Roller



- Mechanism

Board

- Send a signal when either end touches the ground
- Send a signal when either side touches the ground

Roller

- Calculate continuous scrolling time

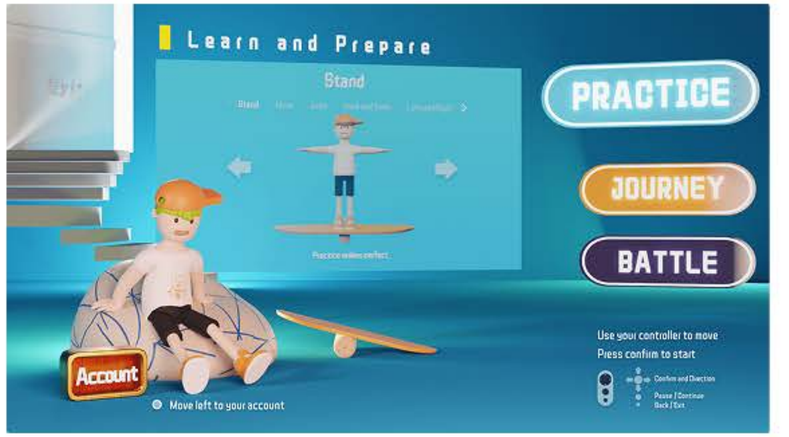
VR Experiment

In addition to using a monitor to project the game, players can operate controllers and experience multiple virtual scenes with a VR device.

HUD

Three modules and the Account are presented in the scene.

Based on the selected module, different screens and prompts are displayed on the screen to drive the player's interest.

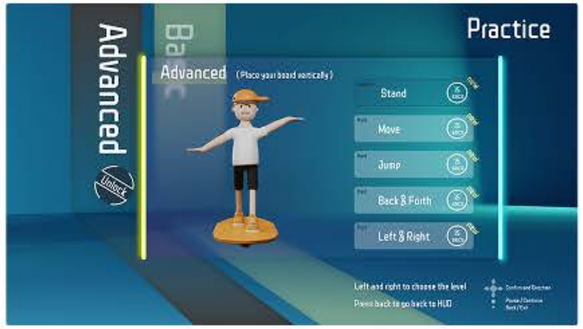


PRACTICE

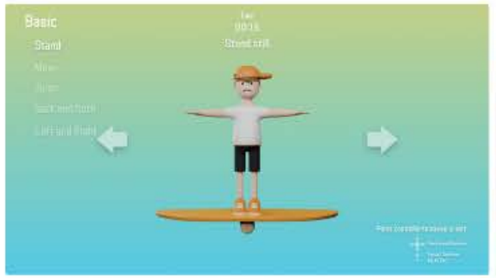
Players can learn basic and advanced moves. They will become proficient with a variety of basic and advanced moves after they practice. It is for players to prepare for the scenarios of the Journey and Battles online.

- Basic - place the board horizontally

- Advanced - place the board vertically



During practice, players are given instructions.
The position of the balance board will also be displayed on the screen.
Before the player enters the practice world, an instructional interface on how to use the controller and balance board will show up.
After the player confirms, the game will start practice in three seconds.

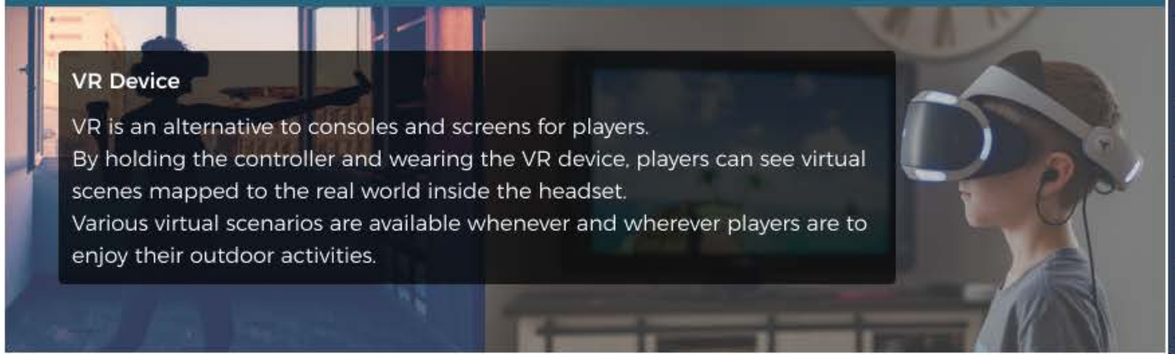


JOURNEY

Players can experience different outdoor scenes through the map.
Each time a player completes a scene, he/she is given a photo of the scene. This is like a diary. Photos are displayed on the map and automatically saved in the Account.

Limited bundle concept

The ski is a plausible scenario for the balance board. It would be even more immersive if the controller could be attached to a ski pole. This can be an option for a special bundle for the game.



VR Device

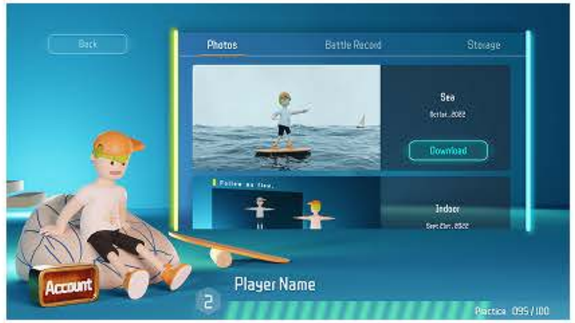
VR is an alternative to consoles and screens for players.
By holding the controller and wearing the VR device, players can see virtual scenes mapped to the real world inside the headset.
Various virtual scenarios are available whenever and wherever players are to enjoy their outdoor activities.

Battle

There are two modes of Battle: World and Game Room.

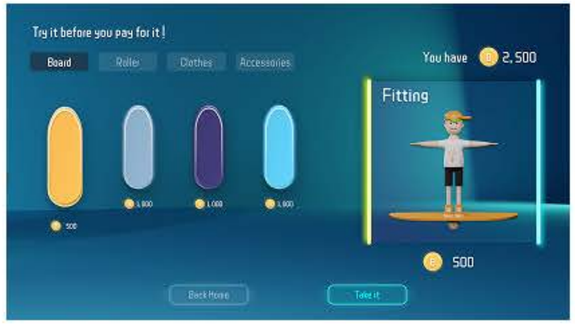
Account

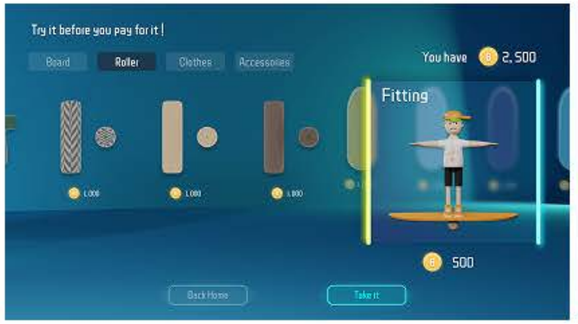
Three modules: Photo, Battle Record and Storage

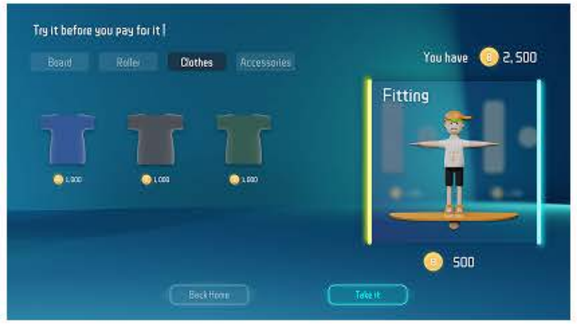


Gift Shop

Multiple clothes, boards, and rollers for players to redeem







Sensation

Gamification UX & UI
VR & AR / Pad / Mobile
Personal Project

Membership

Display details including user's information and credits.
Users can redeem the gift with a certain amount of credits

Order

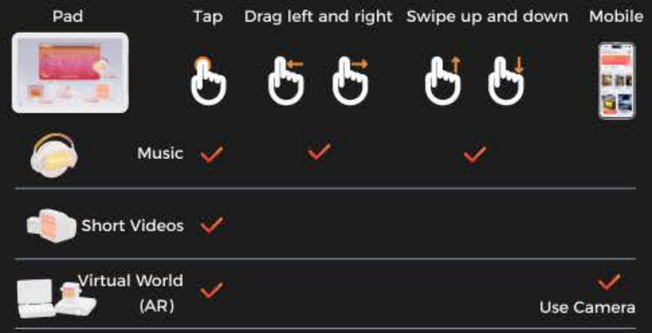
- Inform users of the order status
- Allow users to add from menu and check out at anytime
- Calories are included

Design Concept

Objects	Problems	Solution Objective
Solo Dining	· Eating is only about filling up · Receive pitying looks and judgments from others	Make solo dining a more palatable experience
Small Group	· Lack of topics when people are having dinner with their companions · Need some icebreakers	Provide conversational topics for small groups and create a lively atmosphere
Restaurants	· Tough competition · Difficult for a traditional restaurant to stand out and be popular	Create new ways to make profits by developing trending activities.

Device and Interaction

Three entertainment modules are designed with simple interactions to ensure diners can enjoy their meal while having fun.



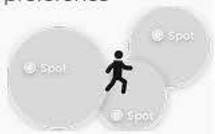
Tablet is a common device

- Handy
- Interactive operation
- Fast response

AR provides more interaction

- Immersive experience
- Build customer loyalty
- New marketing strategies

User Journey

	01 Login	02 Ordering	03 Waiting	04 Eating	05 Leaving
Interaction Provided by Restaurant	**Login / Register** · User Nickname · Membership Status · Character Image · Restaurant Name 	**Simplify Order Steps** · Either fast food or set meal · Each order gets a gift from the virtual world 	**Personalized Experience by diners' mood**  6 default themes: 5 pre-specified and 1 random **Open gift with AR Interaction**  · Receive a random character · Use phone to scan the image on the tablet	**Music** · Random songs (choose by keywords) · Recommended according to personal mood  **Short Videos** · Random short videos · Recommended according to personal preference **Virtual World** · Wander around in the virtual world (with users' characters) · Tap to receive a surprising gift 	**Membership Motivation** · Add credits to redeem gifts **Collective Motivation** · Gamify diners' experience
Experience	Customer Service Greetings	Efficient and Intriguing	Multiple Interactions (Diners are waiting)	Simple Interactions	Long-Term User Experience
Device	Tablet / VR device (Restaurant)	Tablet / VR device (Restaurant)	Tablet & Mobile / VR device	Tablet / VR device (Restaurant)	Tablet & Mobile / VR device

* Mobile phones are from users

Interface and Features

App for Pad or VR device
Provided by the restaurant

- Order Menu
- Music
- Short Video
- Virtual World
- Membership

Welcome Page

Member information is presented to the user.
(not available for users who skip login)

Scan

Users can log in using the mobile application
Scan the QR code on the tablet, and use the function presented at the top right corner

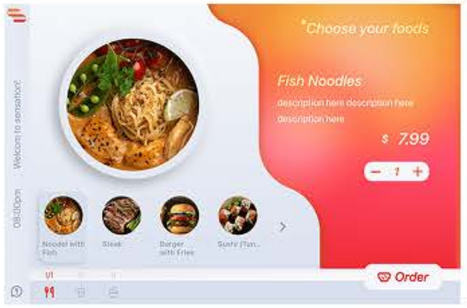
Users can skip login and order their food.
But users who are not yet members are not able to get the gift for the meal.

App for Phone

Restaurant news
Restaurant location
Virtual World

Order from digital menu

To improve efficiency in the order step.
Large and high-resolution photos make the food more appealing.
To enhance the immersive experience
To better match users' interests at the moment



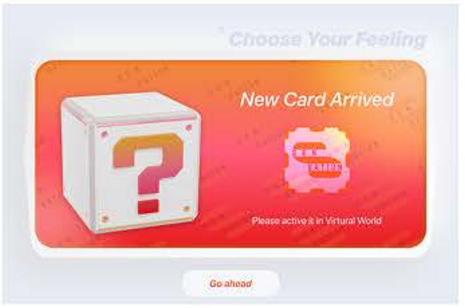
Order confirmation

Once the user confirms the order, a new page pops up to show his/her membership and cover character in the virtual world.

Touch to go ahead

About users' feeling

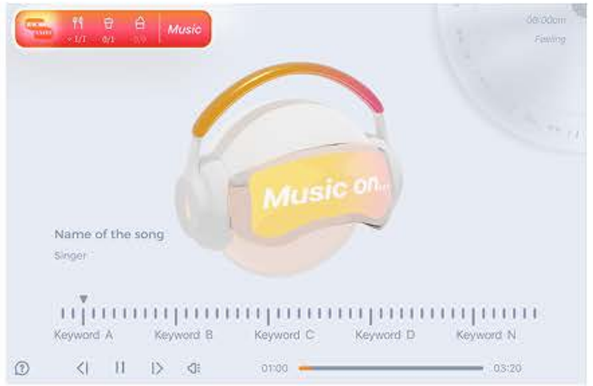
Five presets and one random selection are available. If random is selected, the system will roll a dice for you ;)
The system will provide music and short videos based on the user's choice in the following modules.



Music

Songs are provided by a recommender system according to the user's feeling.
Switch songs by selecting the keyword below.

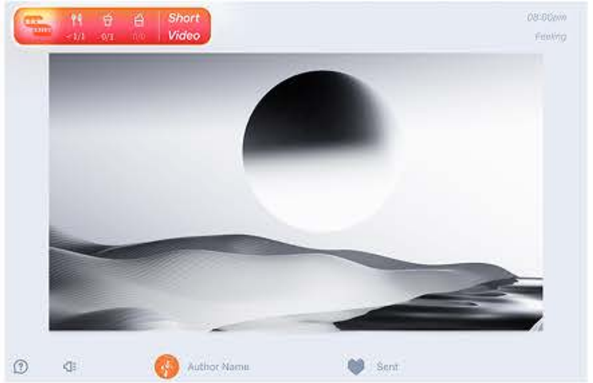
Drag left and right



Short Video

Similar to songs, short videos are provided according to certain feelings.

Swipe up and down

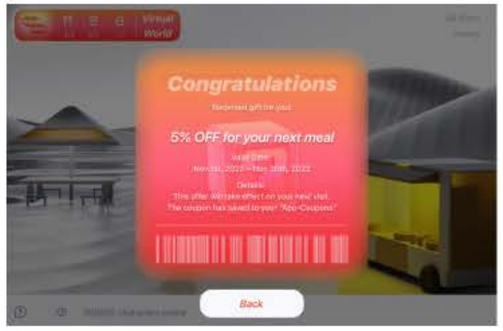


- Wander around in the world with a simple tap
- A new character activated this time will be presented in the world
- Set up several checkpoints for users to explore

Allow users to use the tablet while they are eating

- When tap on the 'Surprise' button, users will get a coupon

Keep users coming back

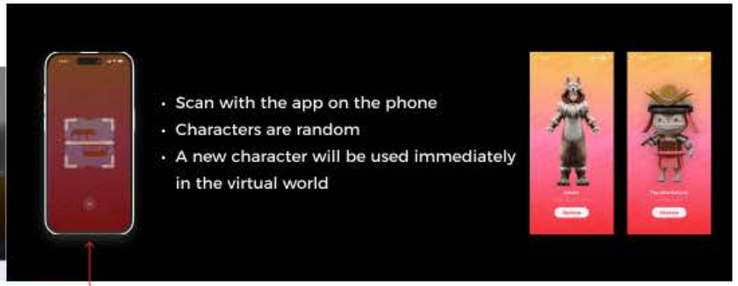


- When tap on the 'Photo' button, users will get an instant photo for memory

Allow users to send to the app and share on social media

Incentivize users to collect more characters

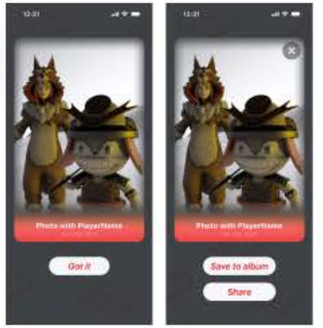
- A picture for activation will be provided by the system
- Characters are random and diversified



- Scan with the app on the phone
- Characters are random
- A new character will be used immediately in the virtual world

Provide users with a social gaming experience

- Switch to "Virtual" to wander around in the world anytime anywhere
- Meet other users and take a picture together
- Place all the modules at the bottom for users



Personal

Character Cards

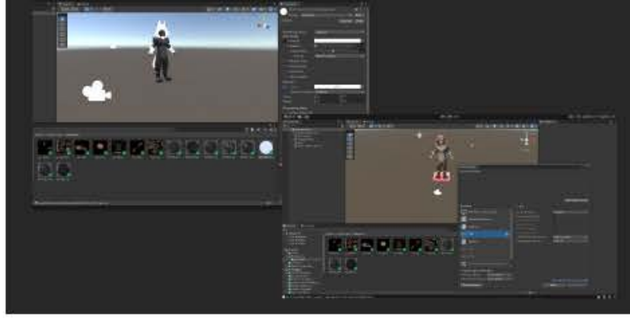
Users in touch

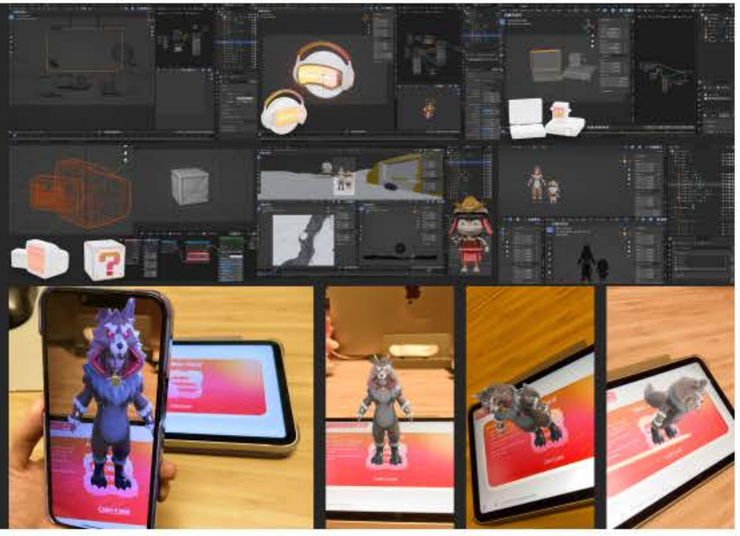
- Users can save and share their pictures
- Pictures can be found in the personal module

- Nickname, characters, pictures with other users at a glance
- Activated characters are collected as cards
- Users can set the cover character to make them alive in the virtual world
- Users who have pictures together will be recorded

Modelling Process and Implementation with AR

- Designed the pictures for activation
- 3D modelling in Blender
- Implemented with Unity and Vuforia
- Tested with iPhone and iPad (iOS12.0 and above)





Thank you.

UX UI

Interaction Design

Motion Graphics

Data Visualisation

3D Modelling & Animation

VFX

Compositing

Video Editing

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