DUYGU DANIELS

Founding / Senior Designer
Consumer Apps

RESEARCH

Need-Finding
Storyboarding
Journey-Mapping
Personas and Archetypes
Home Visits and Remote Testing
Focus Groups
Surveys
Wireframing
Prototyping
Pre-Mortems
Post-Mortems
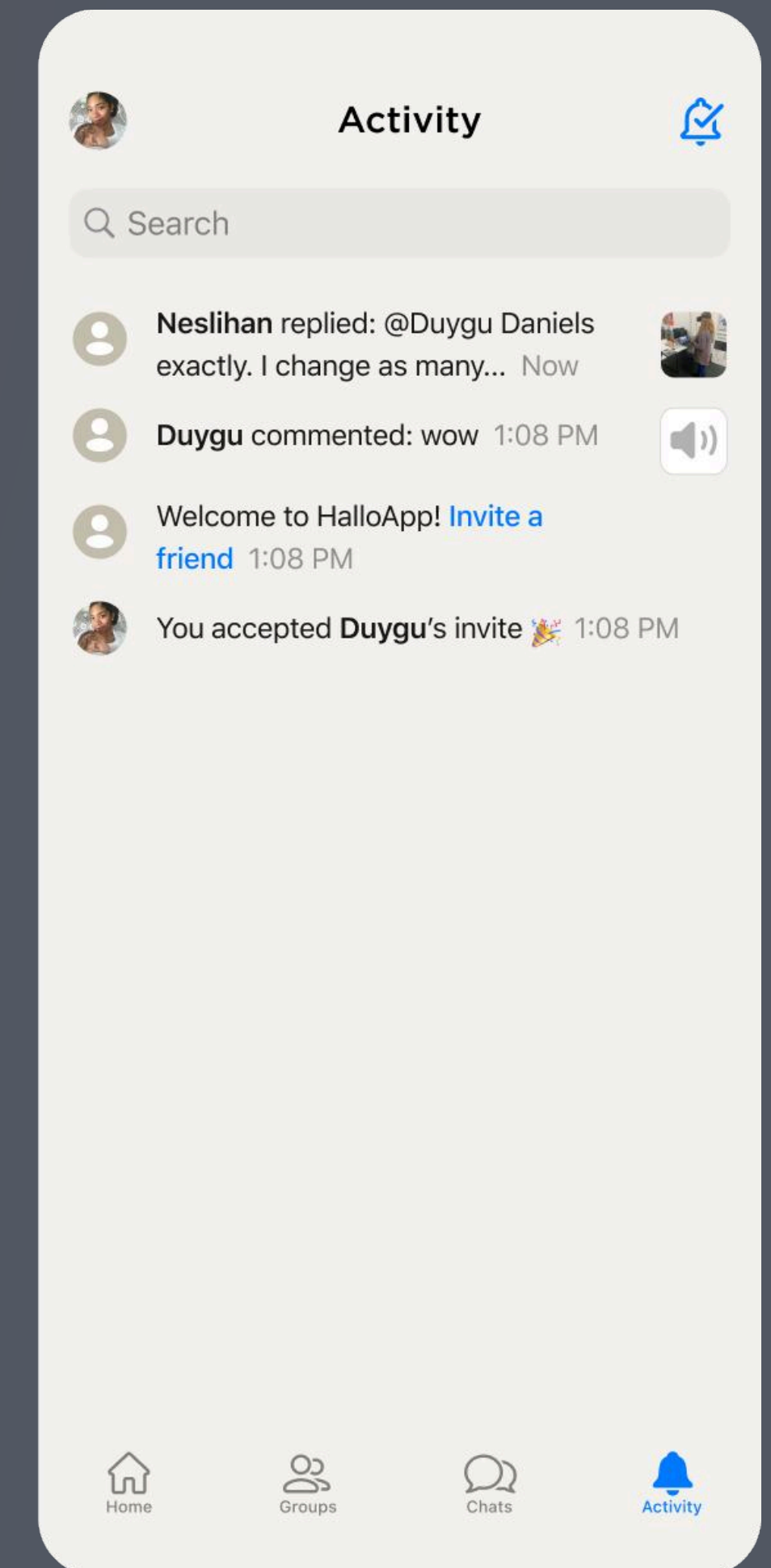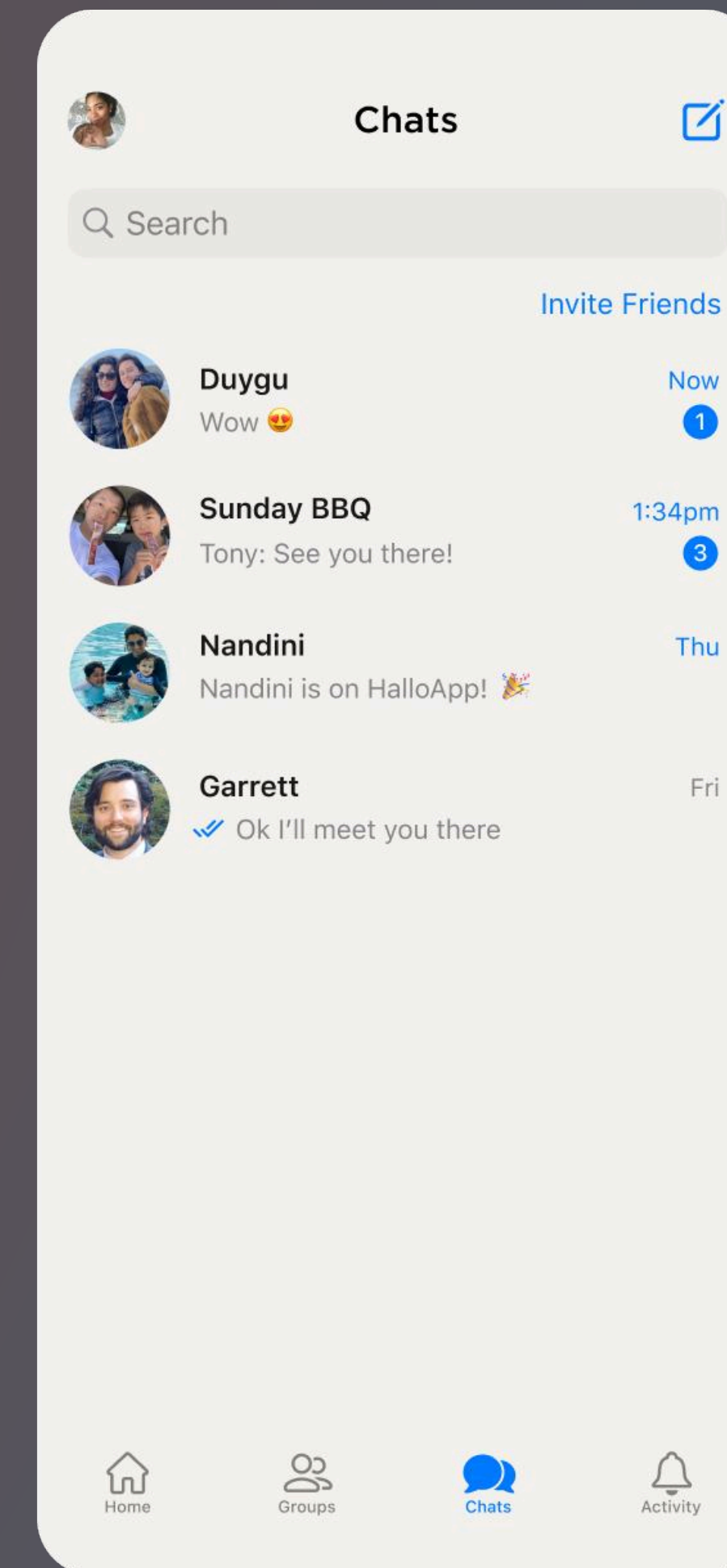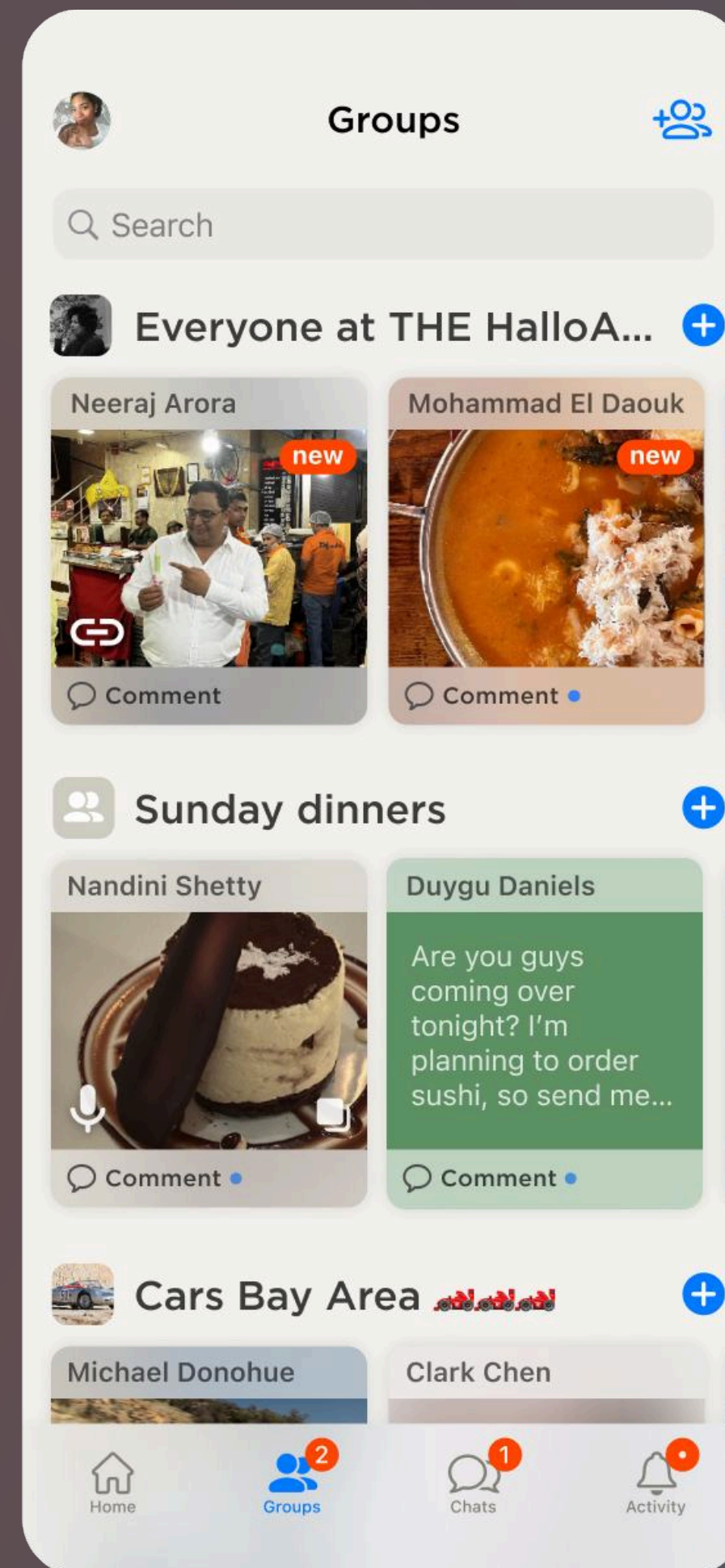
DESIGN

iOS
Android
Mobile AR
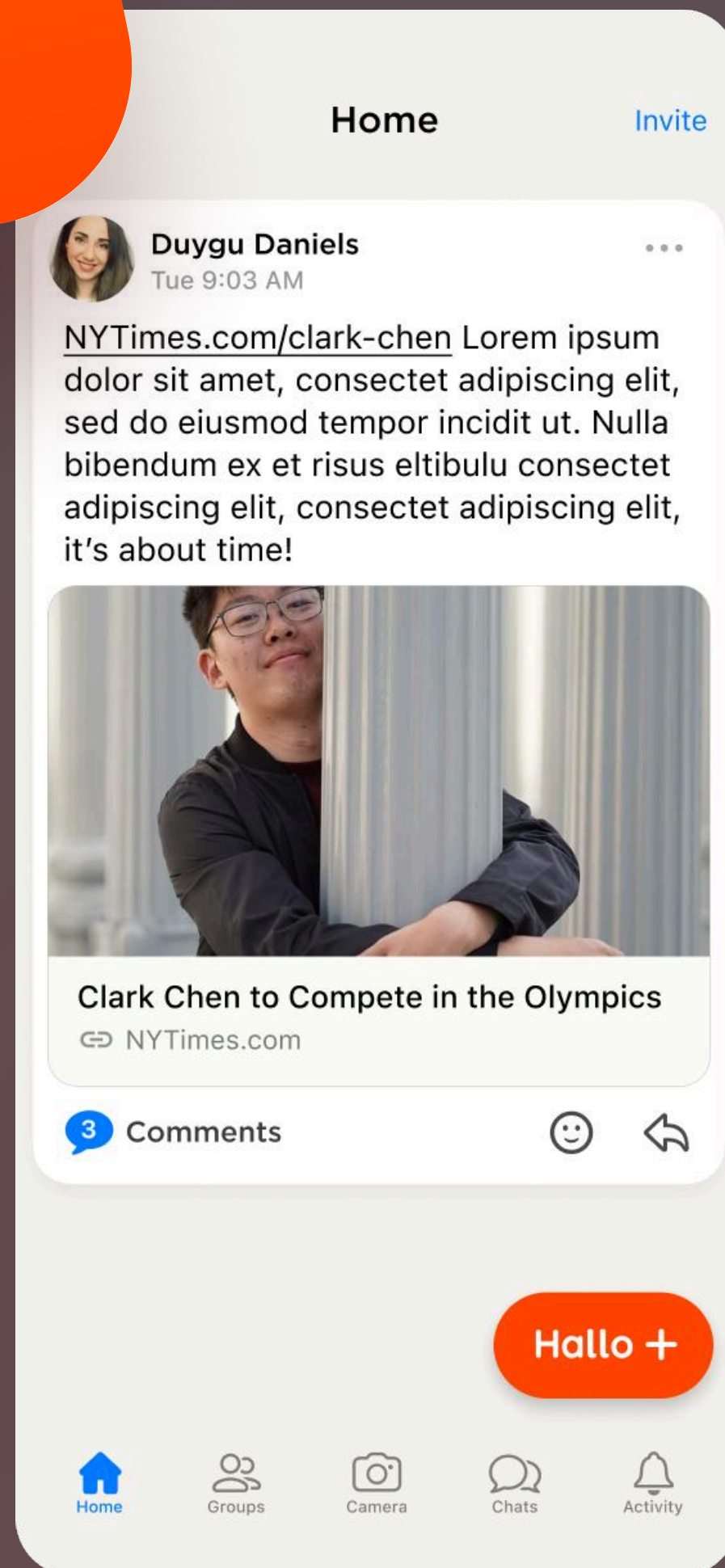Web
Voice
TV
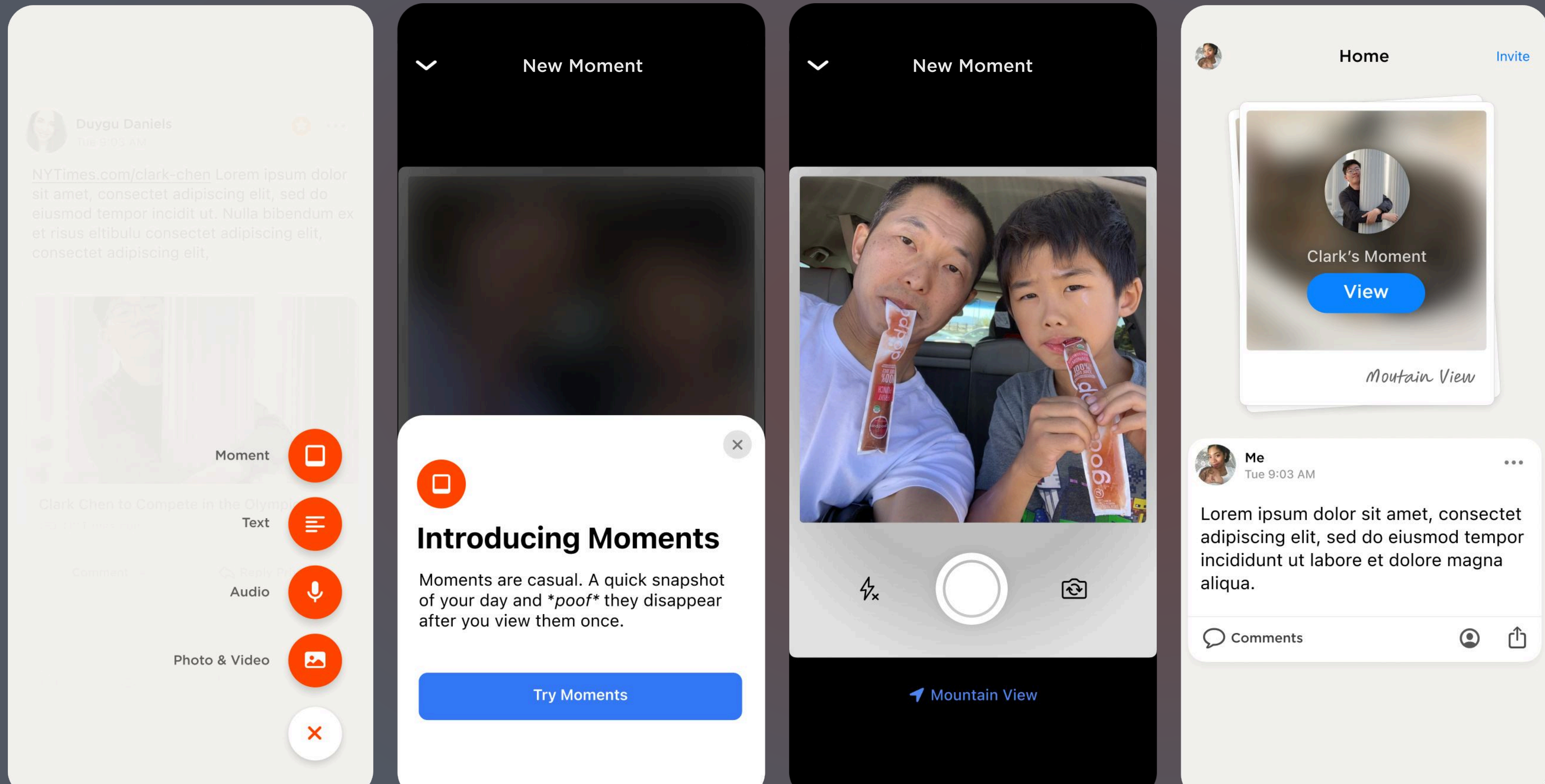
**BRAND**

Color, Logo & Identity
Copywriting

PRODUCT

Strategy
PM
QA

Founding Designer for **HalloApp**, an end-to-end encrypted private social network. Brought to you by the early team at WhatsApp.

Home Invite

Duygu Daniels
Tue 9:03 AM

NYTimes.com/clark-chen Lorem ipsum dolor sit amet, consectet adipiscing elit, sed do eiusmod tempor incidit ut. Nulla bibendum ex et risus eltibulu consectet adipiscing elit, consectet adipiscing elit, it's about time!

Clark Chen to Compete in the Olympics
NYTimes.com

3 Comments

Hallo +

Home Groups Camera Chats Activity

Groups

Search

Everyone at THE HalloA...

Neeraj Arora new
Comment

Mohammad El Daouk new
Comment

Sunday dinners

Nandini Shetty
Comment

Duygu Daniels
Are you guys coming over tonight? I'm planning to order sushi, so send me...
Comment

Cars Bay Area

Michael Donohue Clark Chen

Home Groups 2 Chats 1 Activity

Chats

Search

Invite Friends

Duygu Now
Wow 😍 1

Sunday BBQ 1:34pm
Tony: See you there! 3

Nandini Thu
Nandini is on HalloApp! 🎉

Garrett Fri
Ok I'll meet you there

Home Groups Chats Activity

Activity

Search

Neslihan replied: @Duygu Daniels exactly. I change as many... Now

Duygu commented: wow 1:08 PM

Welcome to HalloApp! Invite a friend 1:08 PM

You accepted **Duygu**'s invite 🎉 1:08 PM

Home Groups Chats Activity

I pitched several features and led design.

CLASSIC · CLEAN · PRACTICAL

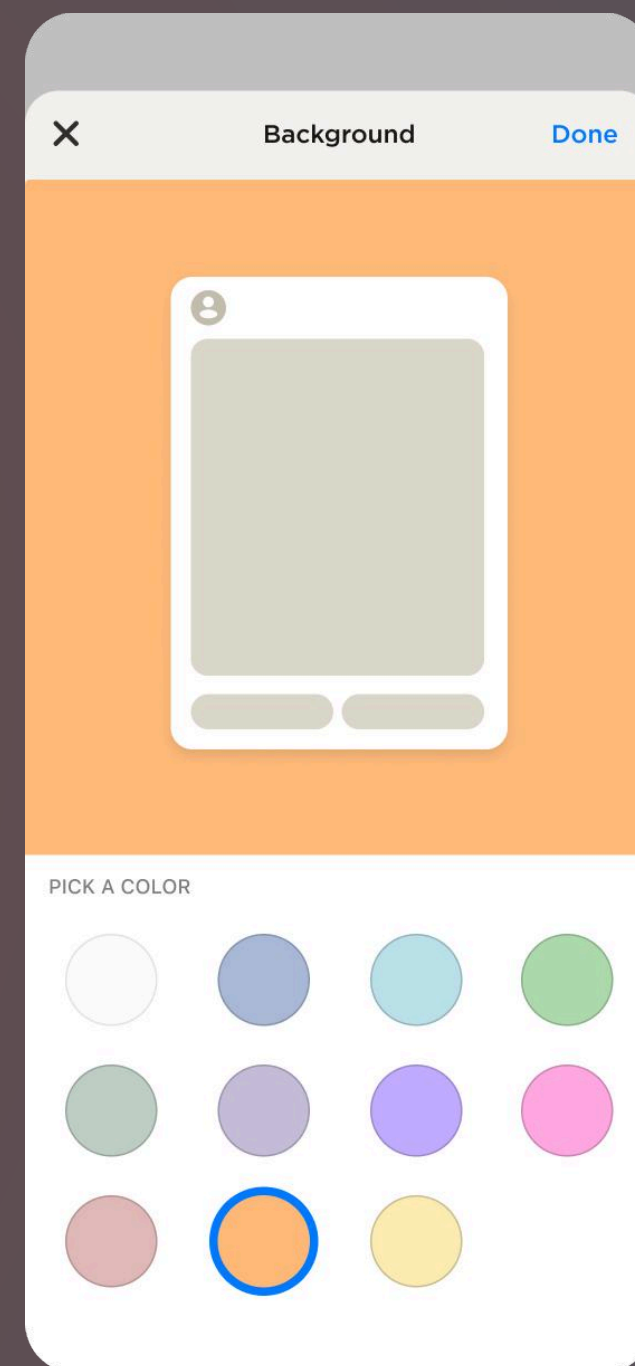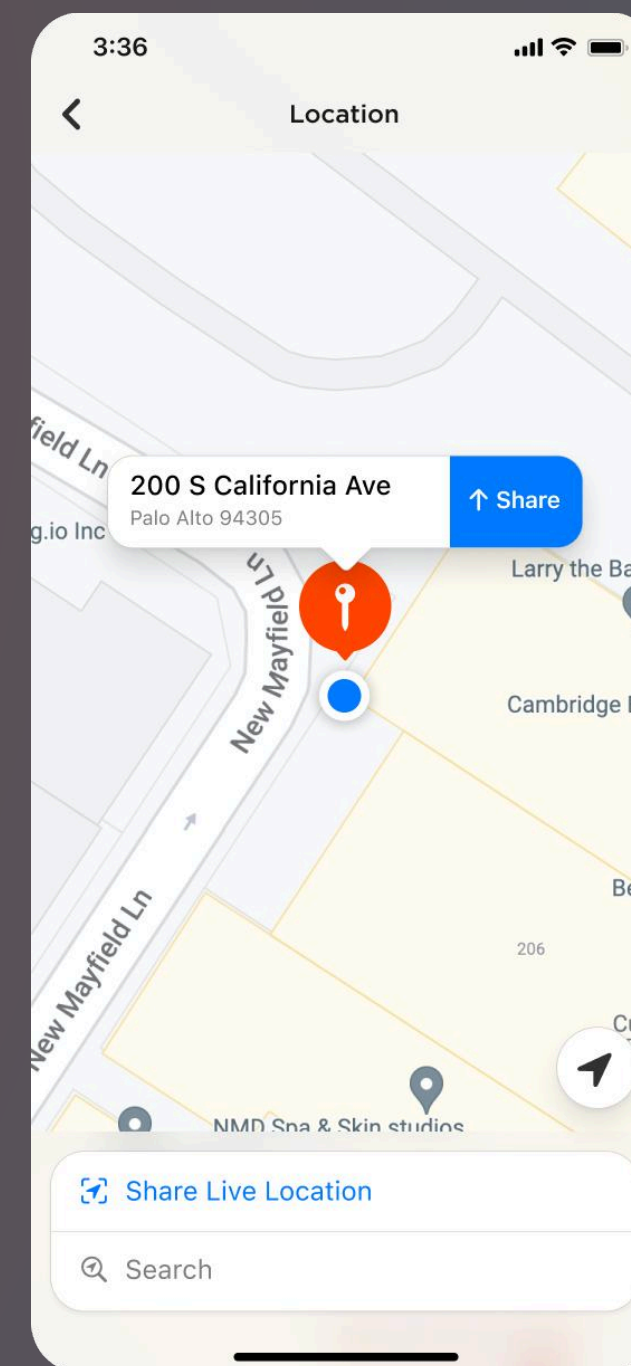Deeply involved in the product lifecycle, from early business strategy to research, UI and marketing.
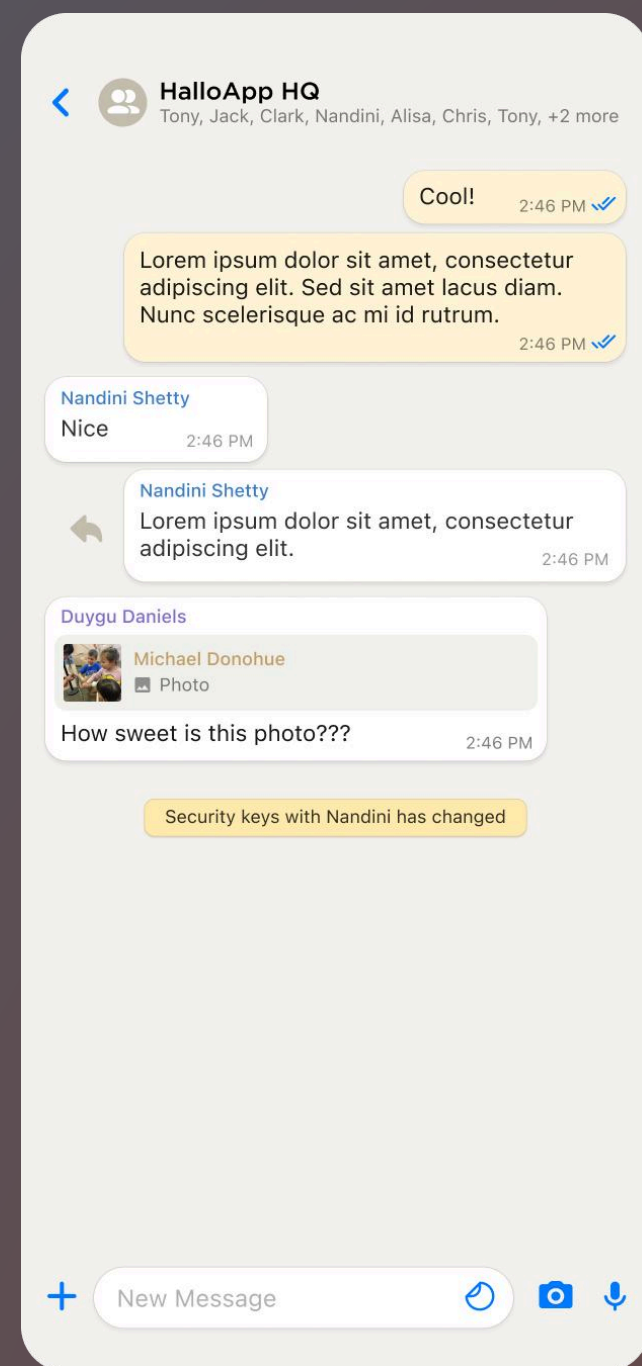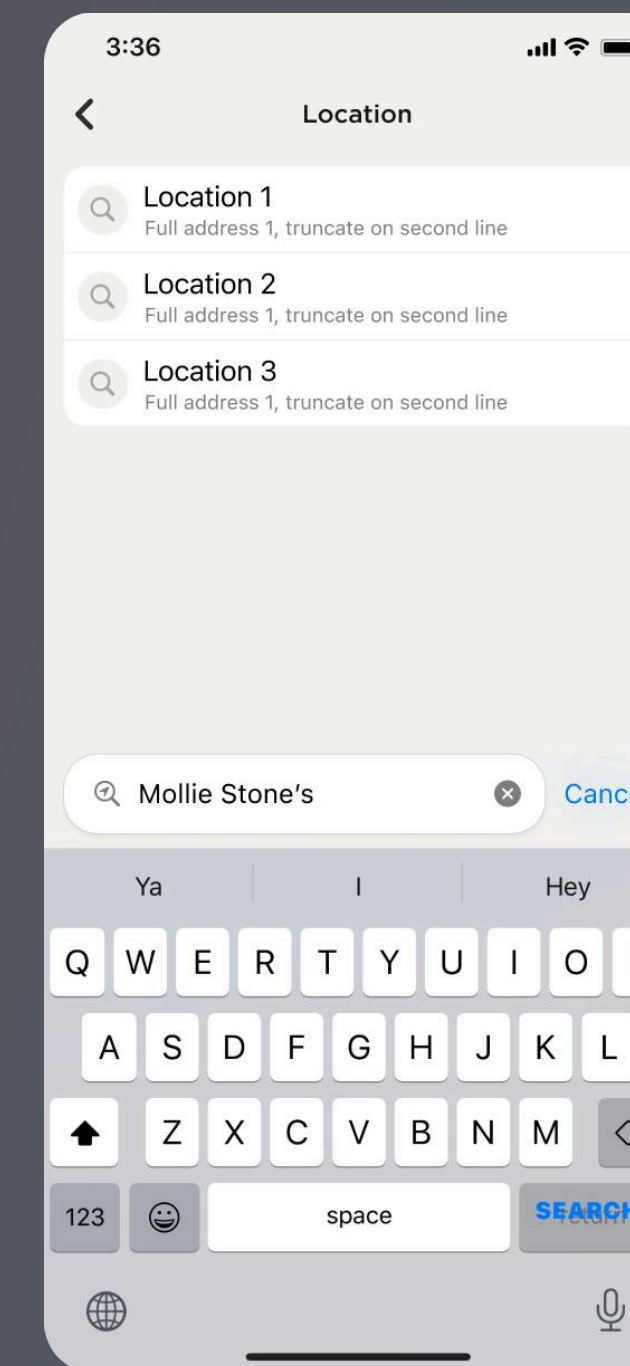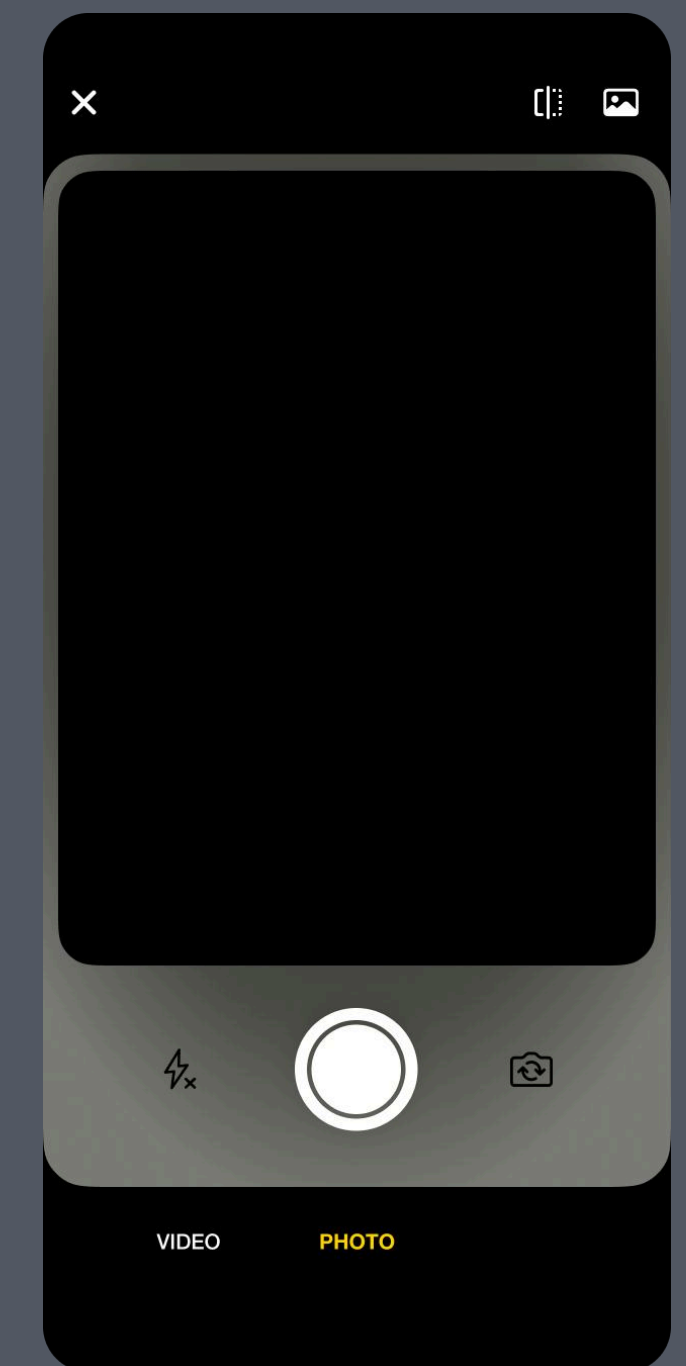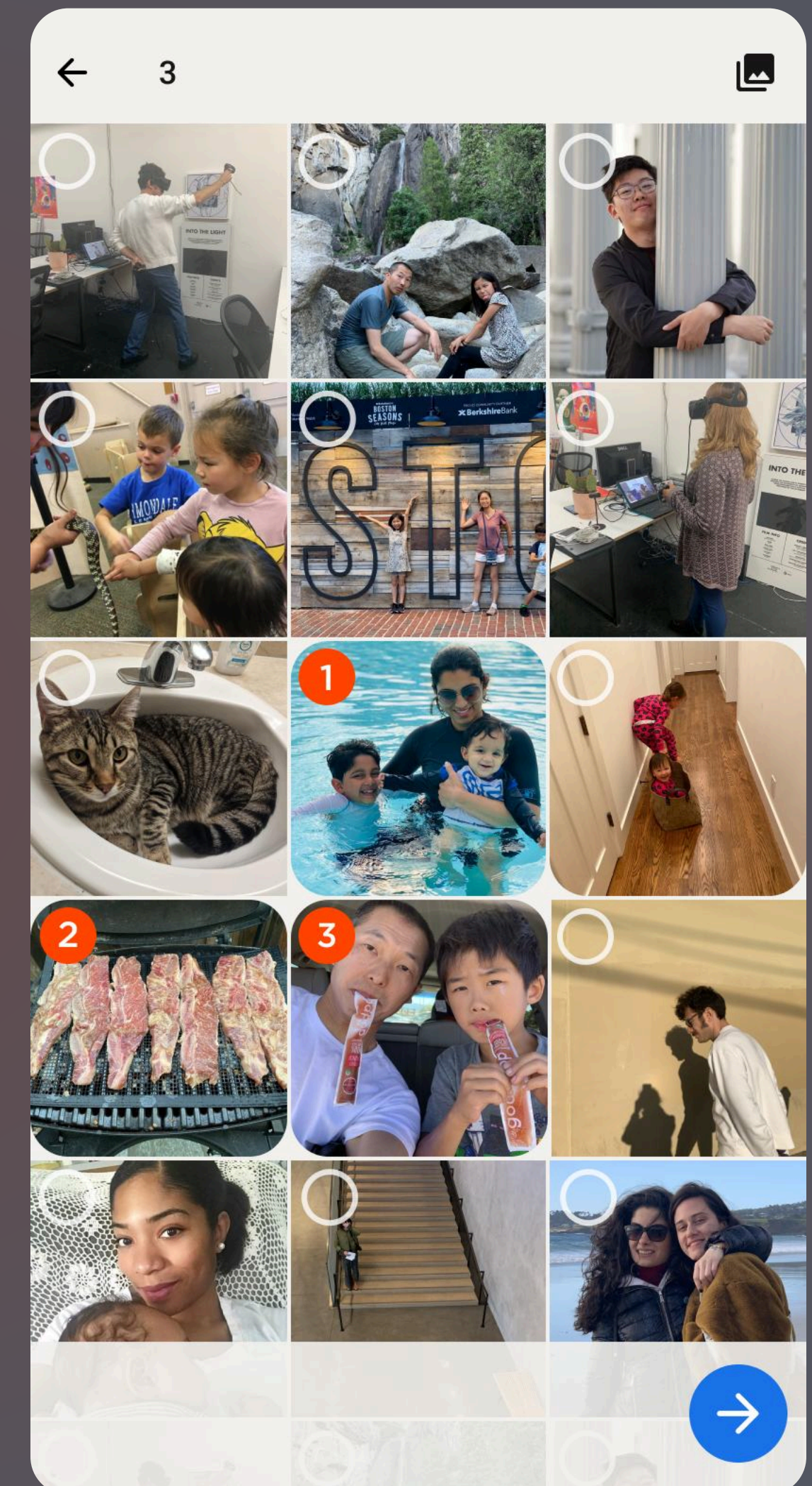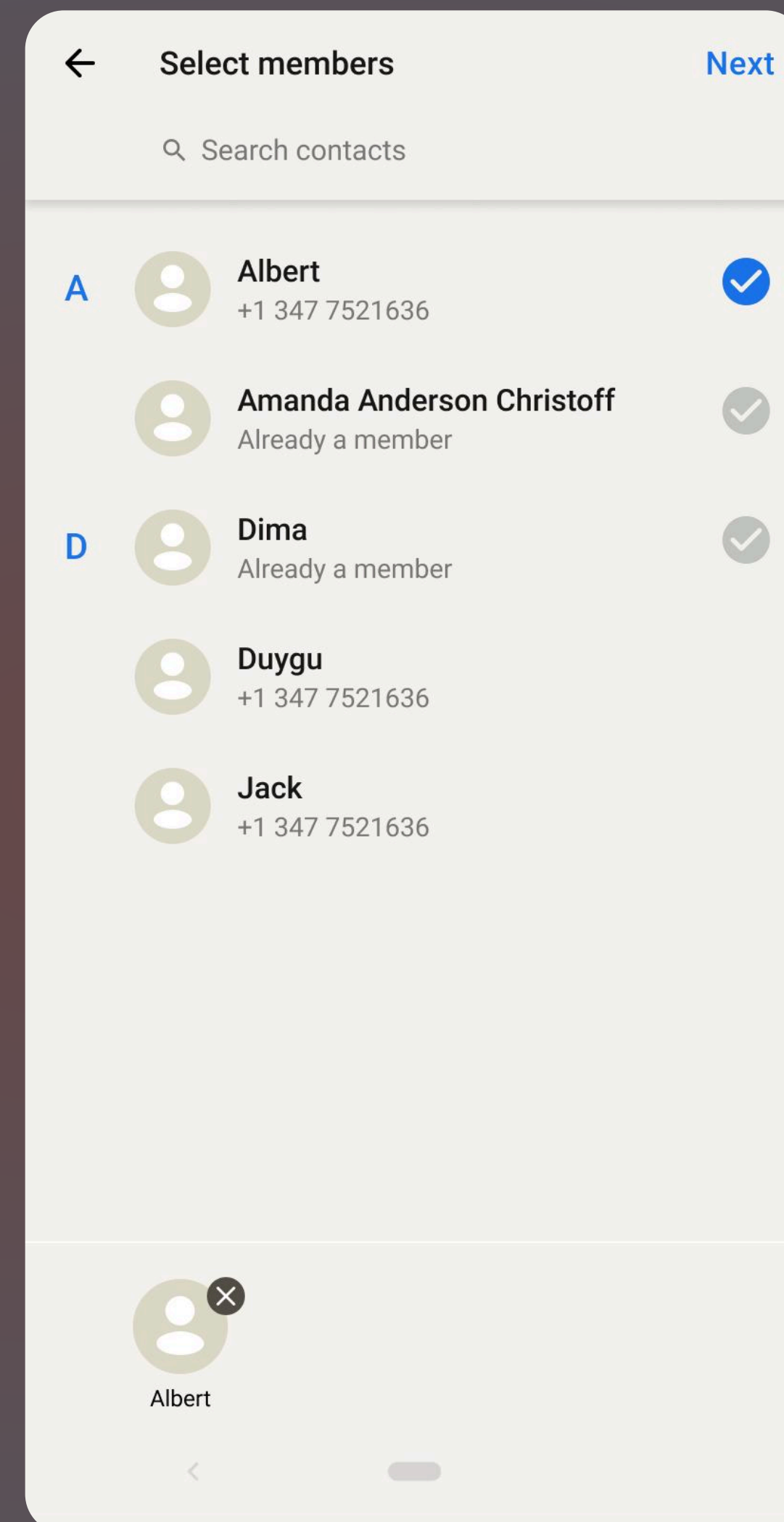
Messaging
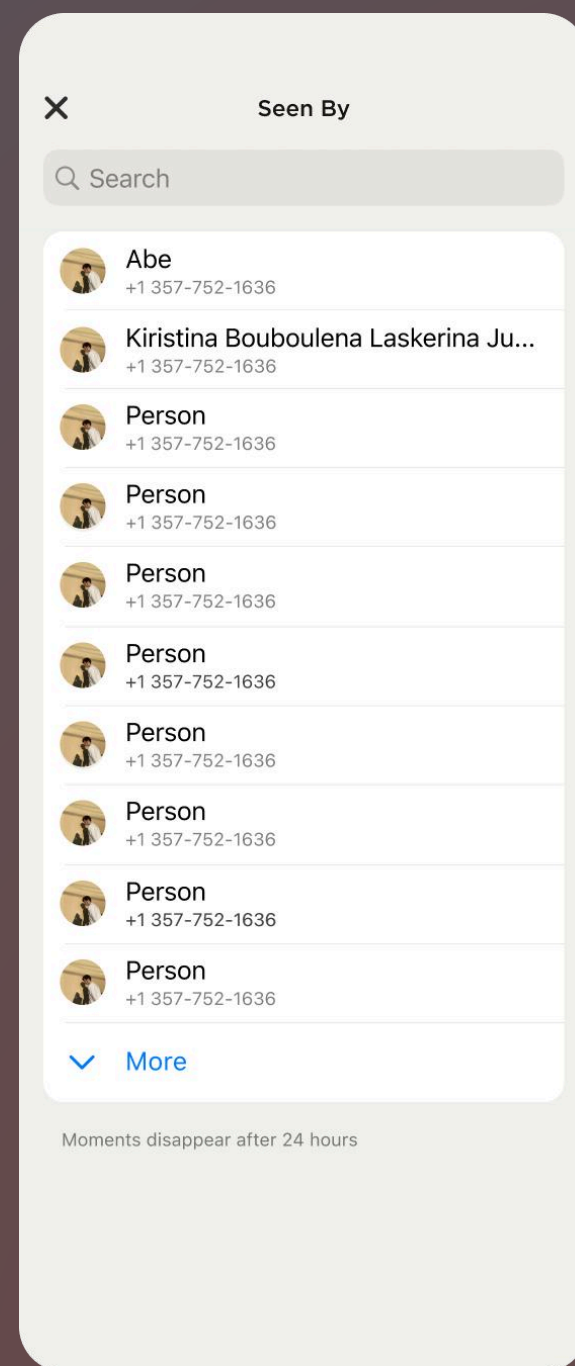
Read Receipts

Polls

Settings

Location Sharing

Location Search

Camera

CLASSIC · CLEAN · PRACTICAL

Designed **HalloApp** on Android
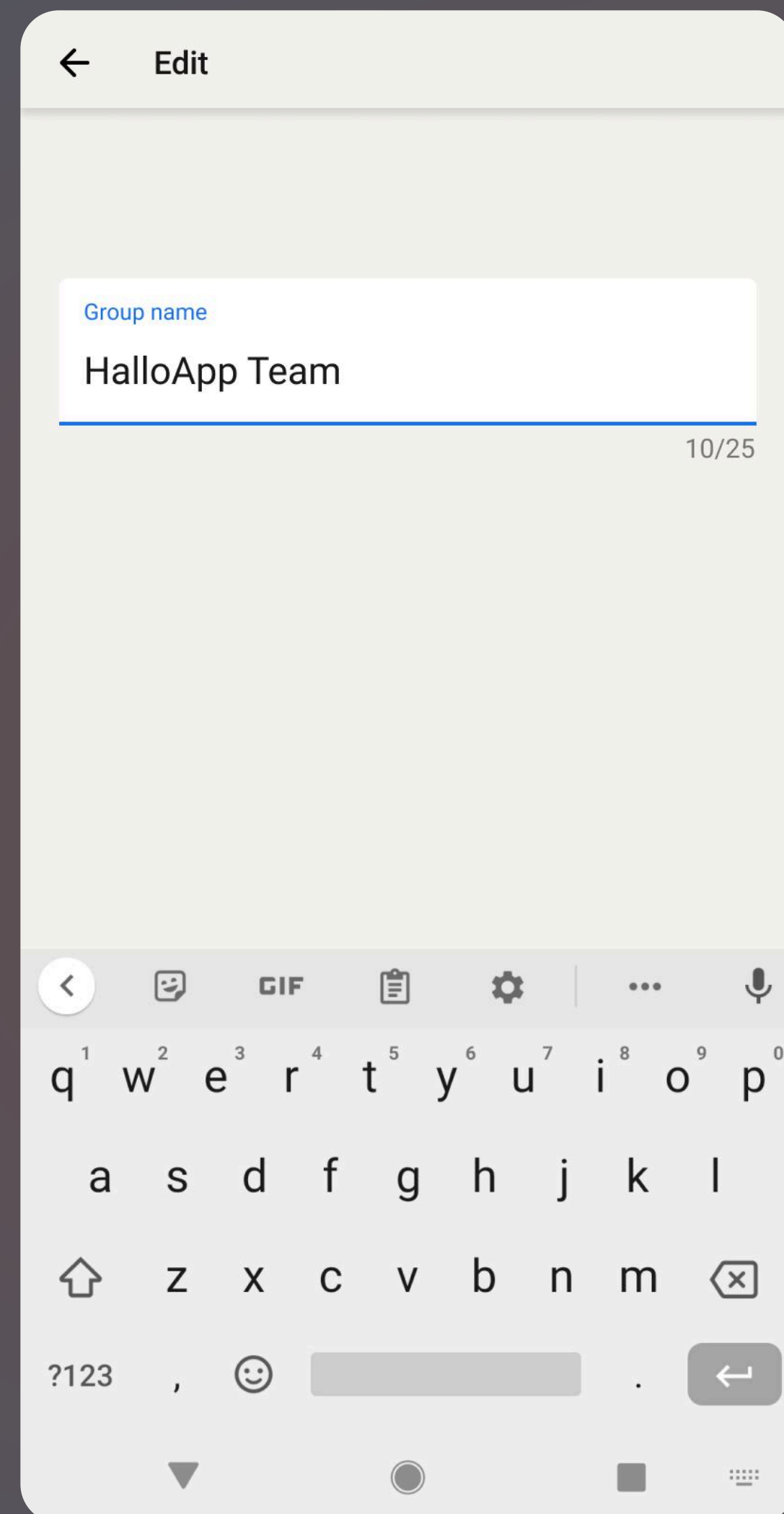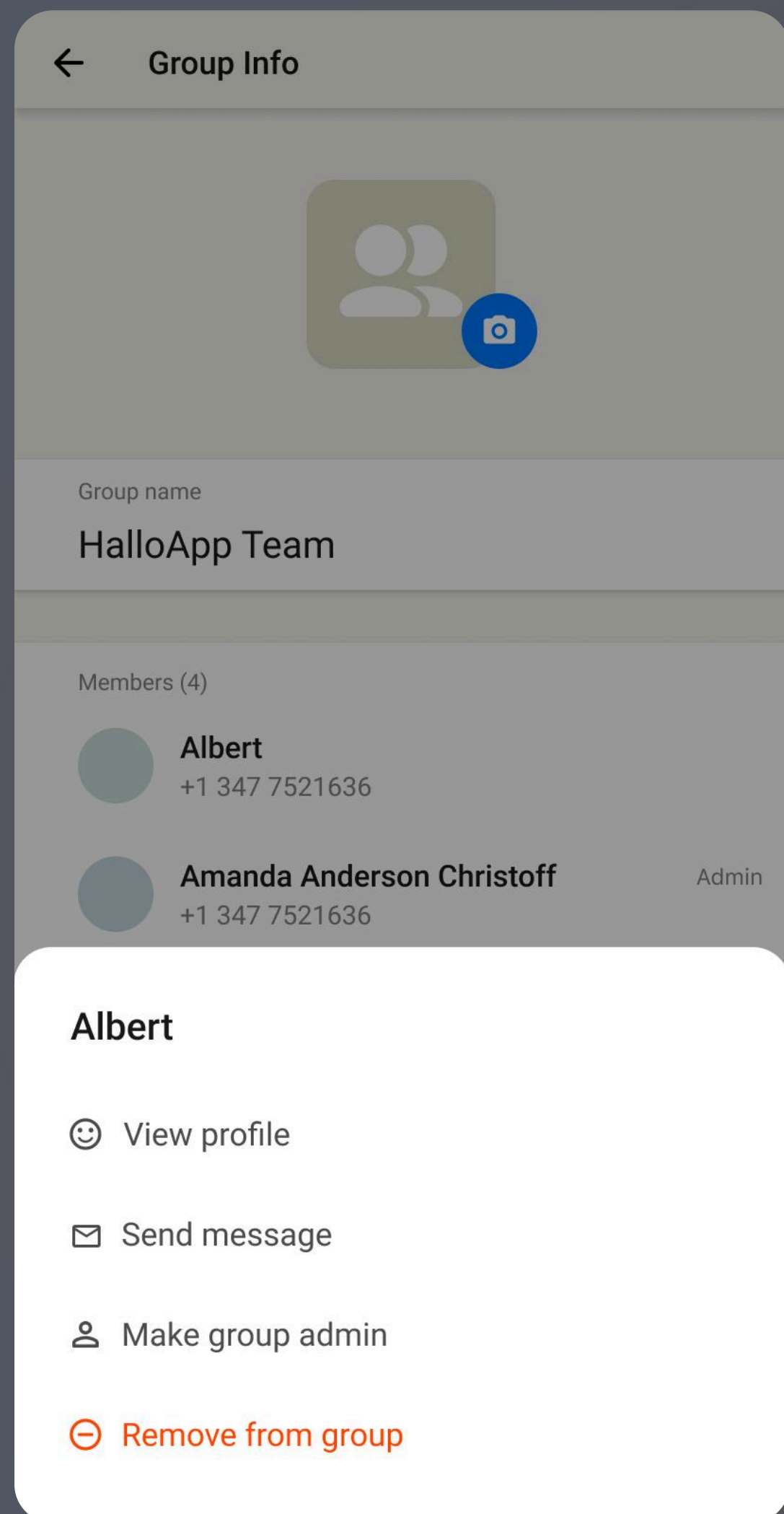
I pitched the idea for **Katchup** and led its design. Katchup
asks one question a day to bring the whole campus together.
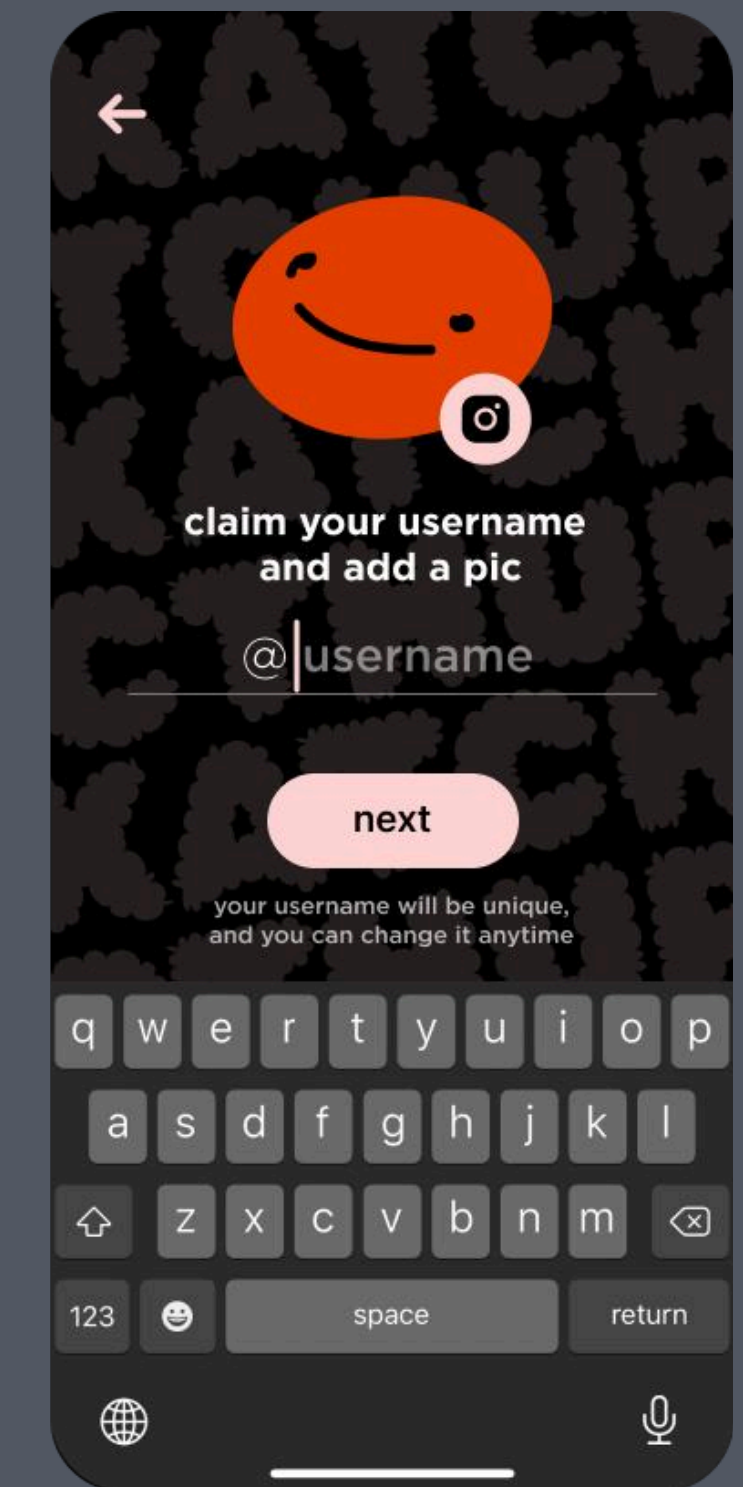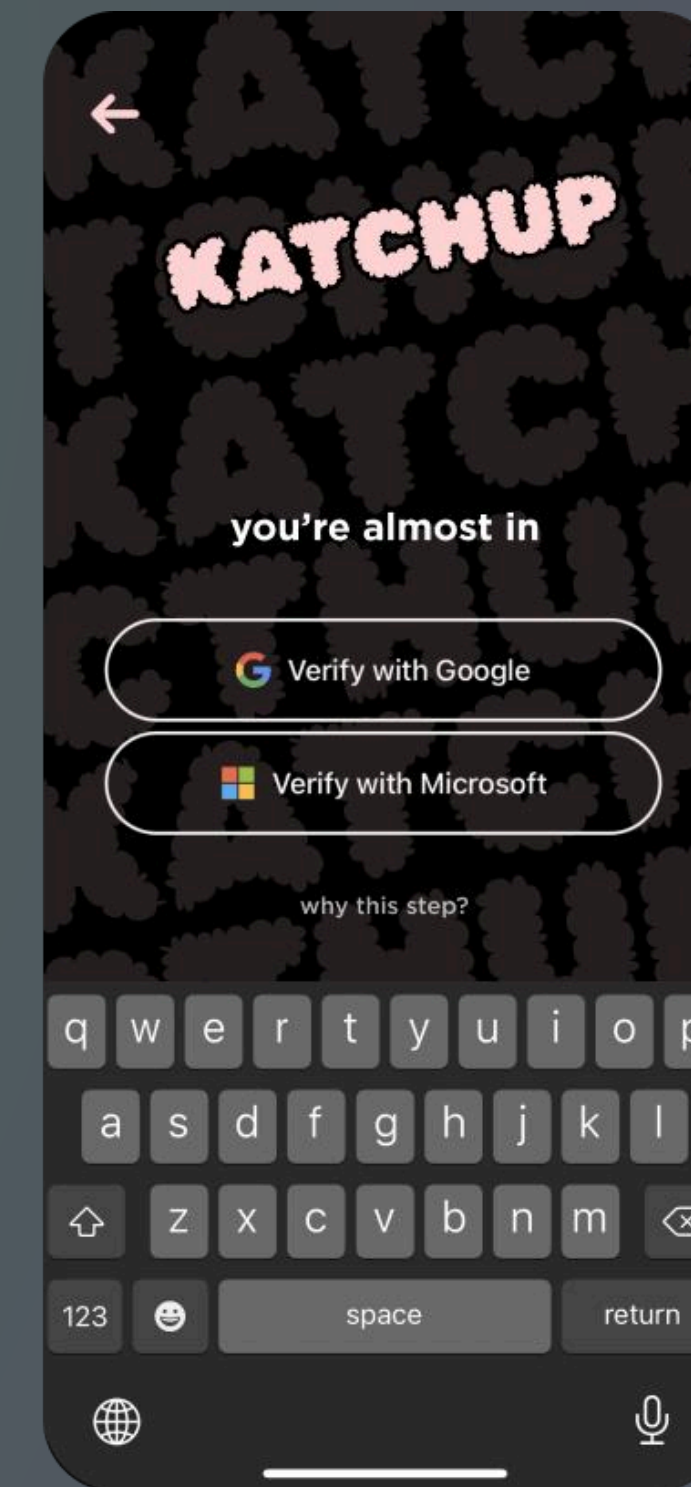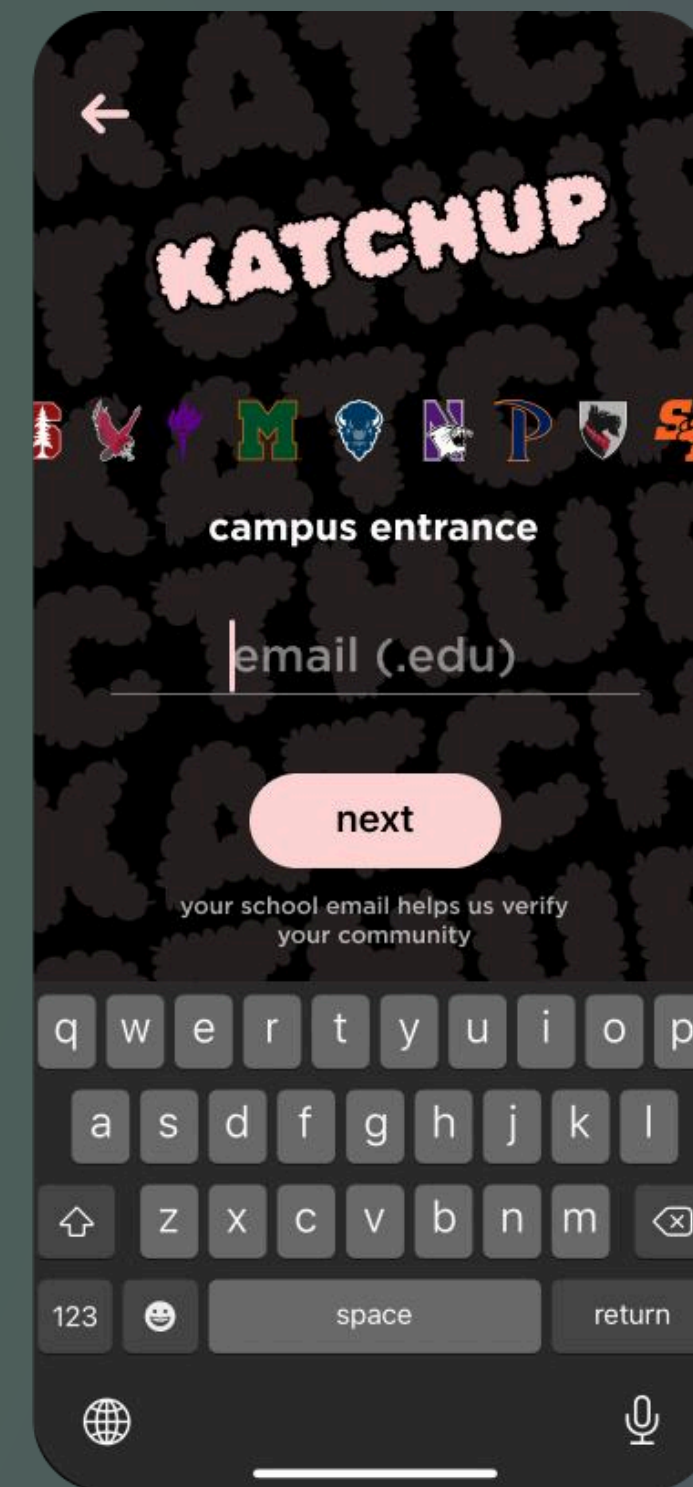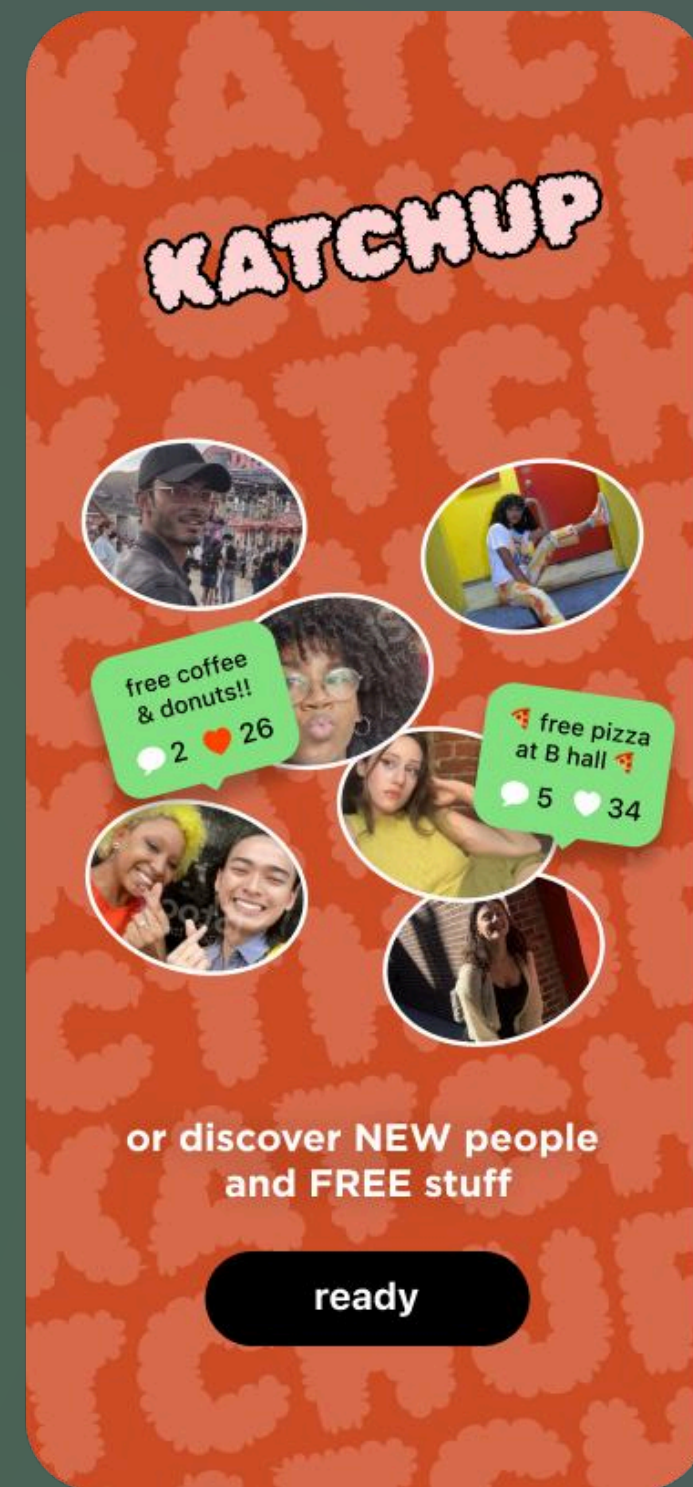
CONTEMPORARY · PLAYFUL · VIBRANT

Katchup's live selfies (gifs) are captured on each response post. AI auto-generates image backgrounds based on user responses, making posts vibrant and engaging. Negative prompts and helper text for AI are tailored by Katchup team for each campus question. Hired AI prompt writer and led design.

CONTEMPORARY · PLAYFUL · VIBRANT

Katchup Navigation

I pitched **Katchup**'s "Free Stuff Map" feature which helps students find free food, gear, and furniture on campus. Students unlock the map by contributing data.
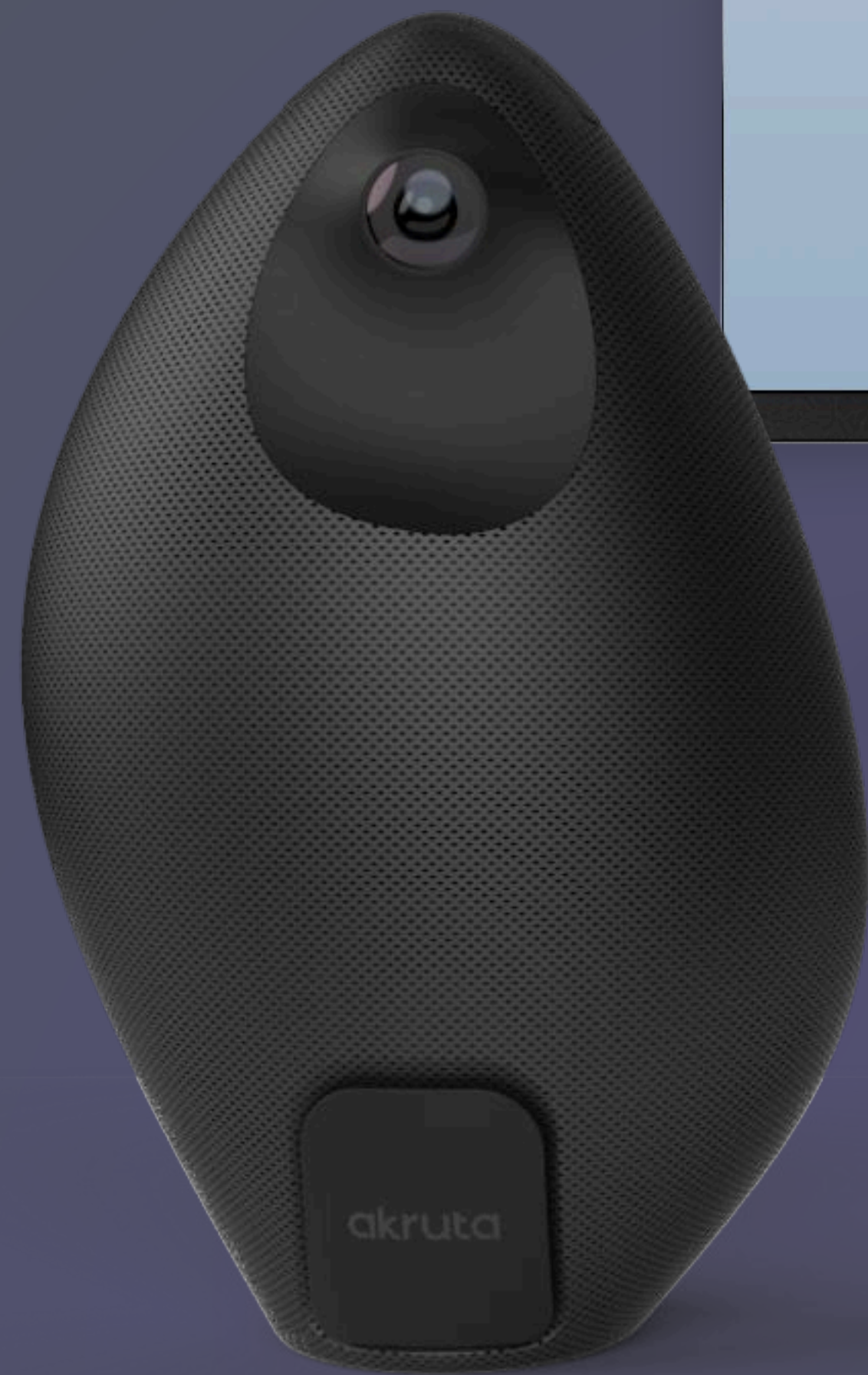
Akruta (Avo) 360° camera offers smart tracking and voice controls for a hands-free video calling experience in the home · Founding Designer

MODERN · AMBIENT · HIGH-END

I researched and defined Akruta (Avo) Personas.

Target Audience

Parents

Granny & Gramps

Kids

Archetypes

Gparents Come First

One Big Family

Missing Her Folks

Just Checking In

Personas

Kira

Keith

Kenza

Ken

...usions

...motivator behind the purchase decision of all 4 personas?
...ting with family

...l consequence of this purchase?
...to connect with extended family, friends and long-distance partners.

...this network of family & friends is established, growth opportunities?
... Family group calls, Family group chat, Moments (active/passive), Family collective consciousness hosting (Family
... archives, children's artwork archive)
... Content creation/media tools, Collaboration, Training, Teaching, MOOCs, Performing, Co-watching, Co-playing,
...edicine, Shopping, Concierge
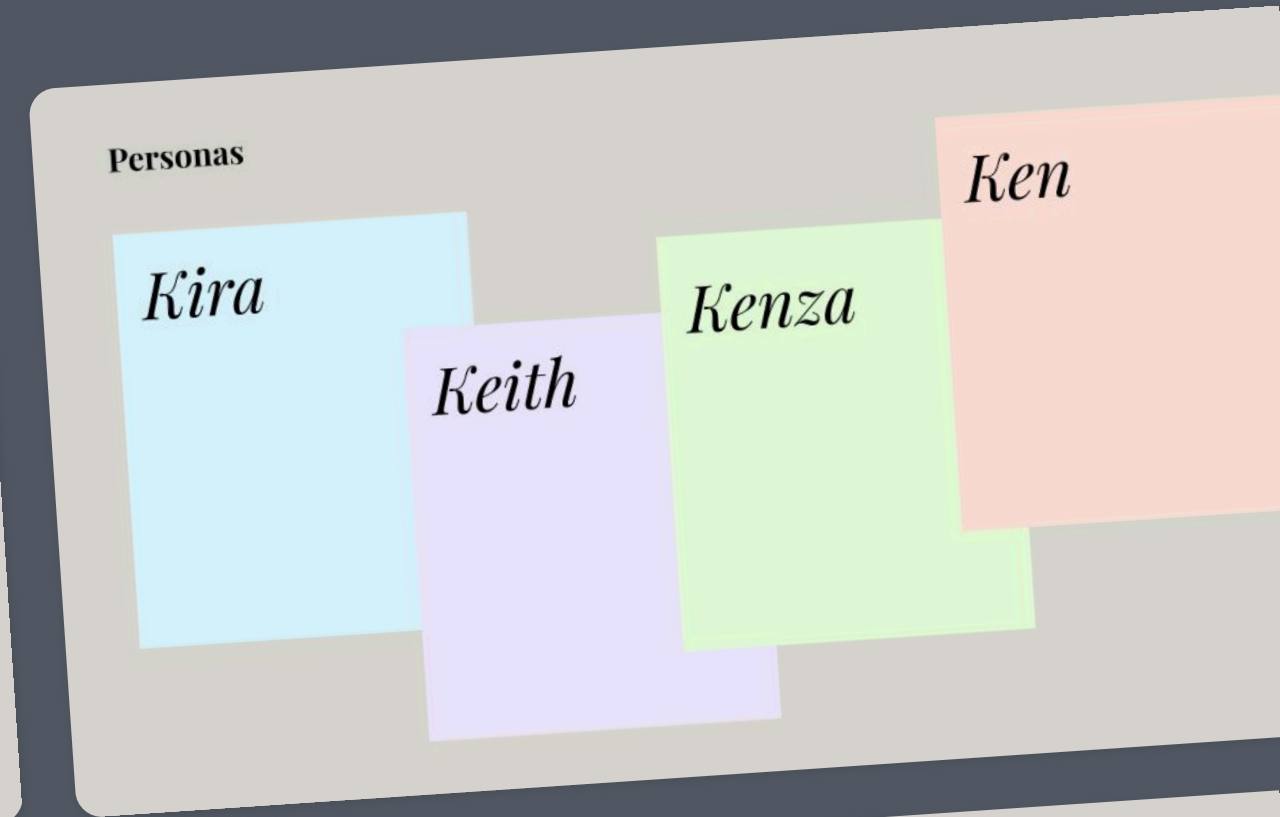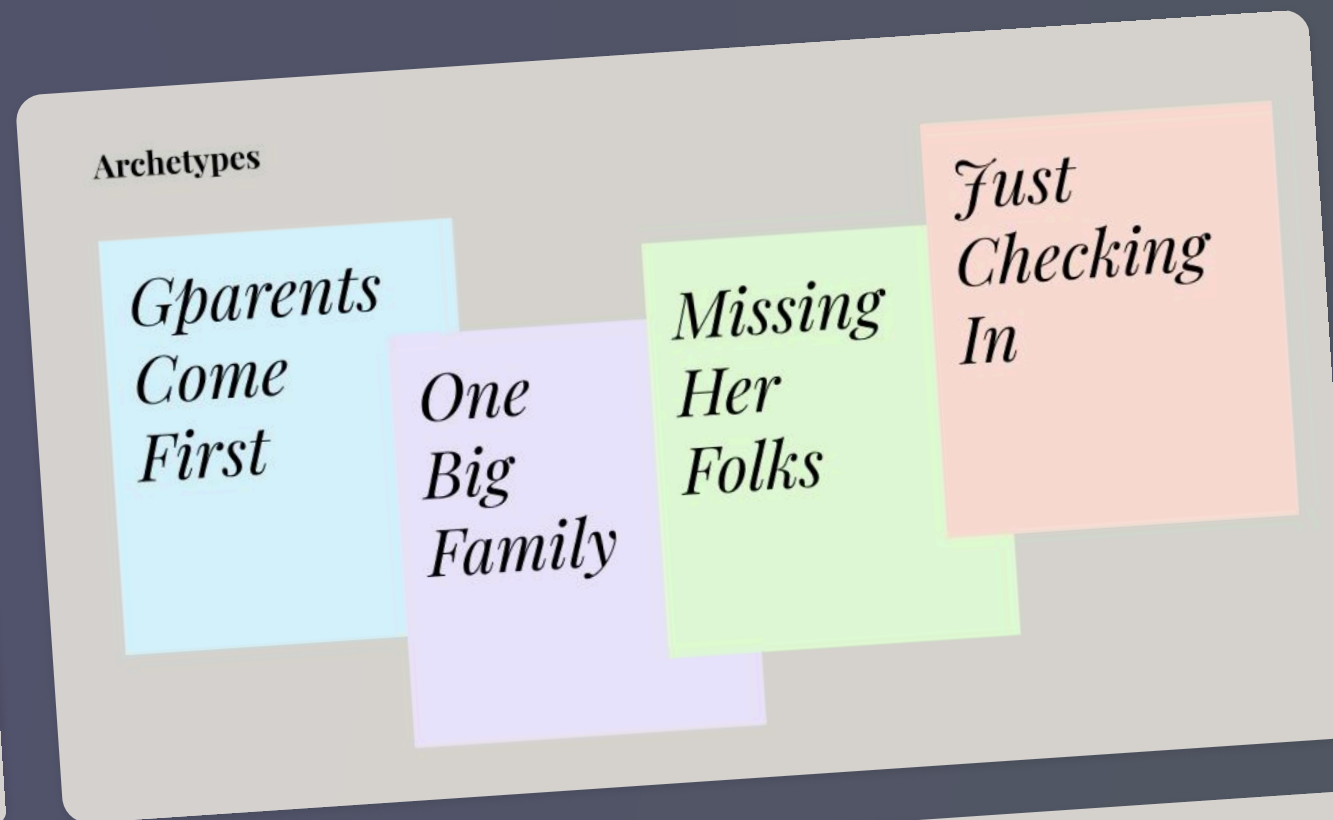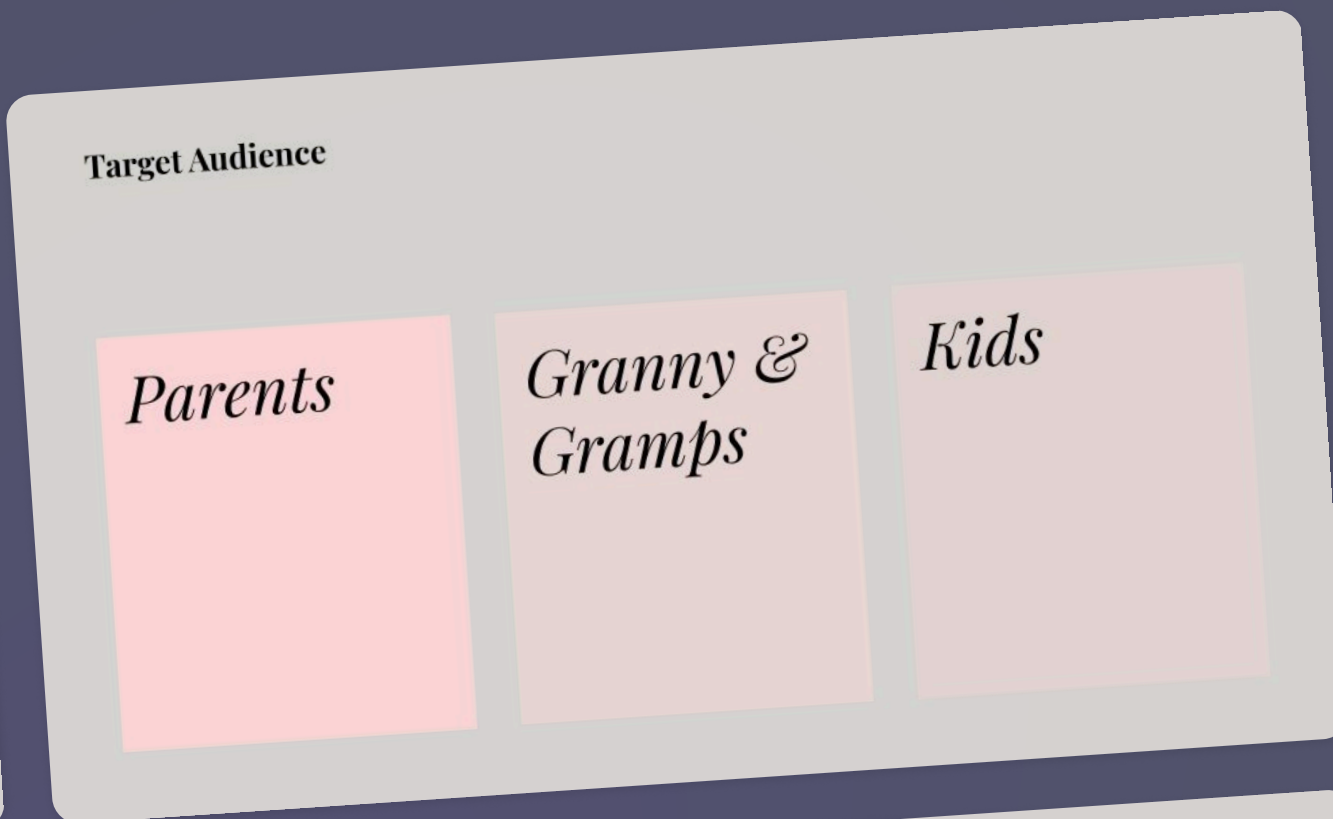
Target Buyers

Moms
Curios and open to trying new solutions for unmet needs.

Dads
New tech catches his eye, shares interesting finds for spouse to consider.

Grandparents
Somewhat tech savvy.
Motivated to try new things for love of family.
Proactive gift givers.

Target Audience
Kids

Age group: 4–13

Experienced a voice-assistant at least once (i/e Siri).
Technology is a toy first.
As child ages device becomes tool.

Target Audience
Granny & Gramps

Age group: 50+
Status: Widowed or Married
Kids: 1 or more, ≥ 28 age
Class: Middle or Upper/Middle
Income: Retired
Location: Urban, Suburban, Abroad

Target Audience
Parents

Age group: 28 – 45
Status: Single Parent or Married
Kids: 1 or more, ≤ 12 age
Class: Middle or Upper/Middle
Income: $85,000K ≥
Education: Bachelor's Degree (or mo...
Location: Urban, Suburban, Abroad

Persona
Kira

Age: 33
Status: Married
Kids: 2 kids, 3 & 1
Class: Middle Class

Archetypes are Patterns of Behavior & Motivation
Gparents Comes First *Kira's Archetype*

Goals Kira wants to keep her parents happy by enabling them to spend time with their grandkids. Kira wants to make them feel connected to them, keep them up-to-date with their grandkids' growth and family happenings.

Needs & Pain Points Kira needs 1:1 time with her mom and time/space to connect the family with her parents who live out-of-state. Both her parents and the kids are dependent on her to facilitate the connection...

Persona
Keith

Age: 42
Status: Married
Kids: 2 kids, 8 & 6
Class: Upper Middle Class
HH Income: $195,000
Education: Master's Degree
Location: Suburban

Archetypes are Patterns of Behavior & Motivation
One Big Family *Keith's Archetype*

Goals Keith has a busy schedule, but family comes first. Him and his wife are always looking for ways to create memories with their family. Keith is tight with both him and his wife's immediate and extended families.

Needs & Pain Points Keith and his wife come from big families and love joshing around during fun get-togeth... his wife's family lives abroad and speaks a different language. Keith wants to be able to be more playful with families, connect more often and more casually.

Thoughts & Feelings Keith is worried years are going by fast and the kids are growing up without being able ... extended family very often. He's also worried they might not be able to travel for both Thanksgiving and Chri... year.

Research and design
for Voice UI

MAKING A CALL

No — OK, cancelling

Yes — Great, sending them a text

Shall I call Galina Ozgur?

Yes

Looks like Galina Ozgur isn't on Akruta, should I send a text to have them call you back?

TV TURNS ON AND/OR DEVICE CONNECTS

Hey Cortana, call Galina — Shall I call Galina Ozgur or Galina Appleseed? — Galina Ozgur — Ok, calling Galina Ozgur — Connecting / Ringing — Video established & transitions — Call ended: Idle State

Hey Cortana, cancel call (hang up)

RECIEVING A CALL

TV TURNS ON AND/OR DEVICE CONNECTS

Hey there, Galina Ozpur's calling. Would you like to answer? — Yes — Connecting — Call ended: Idle State

No — Ok I'll remind you they called

SENDING A MESSAGE

TV TURNS ON AND/OR DEVICE CONNECTS

Looping recording

Hey Cortana, send a message to Galina — Sure thing! — Connecting — Ok, get ready to record — 10, 9, 8, 7, 6, 5, 4, 3, 2, 1 — Recording — Hey Cortana, end recording — Would you like to send this message? — Yes — Great, sending it to Galina.

5, 4, 3, 2, 1

No

RECORDING A MSG, THEN SENDING

TV TURNS ON AND/OR DEVICE CONNECTS

Cortana, cancel recording

Looping recording

ONBOARDING
Who would like to send this message to? You can send it to more than 1 person as well.

Hey Cortana, send a message — Sure thing! — Connecting — Ok, Get ready to record — 10, 9, 8, 7, 6, 5, 4, 3, 2, 1 — Recording — Hey Cortana, end recording — Would you like to send this message? — Yes — Who would like to send this messag to? — Send it to Galina and The Christoffs

5, 4, 3, 2, 1

I designed the call launch for TV and remote control on mobile
that controls the camera during a multi-person call.
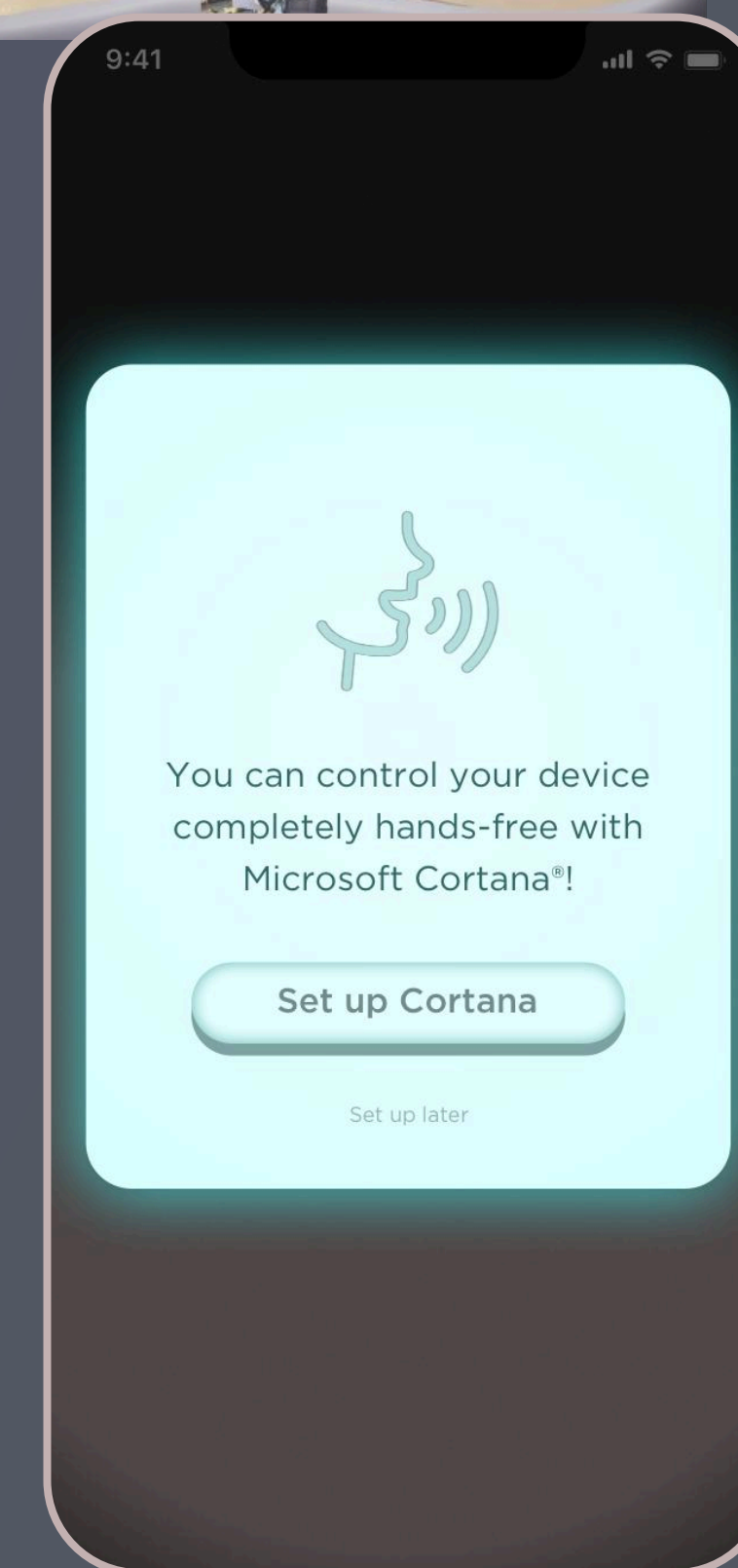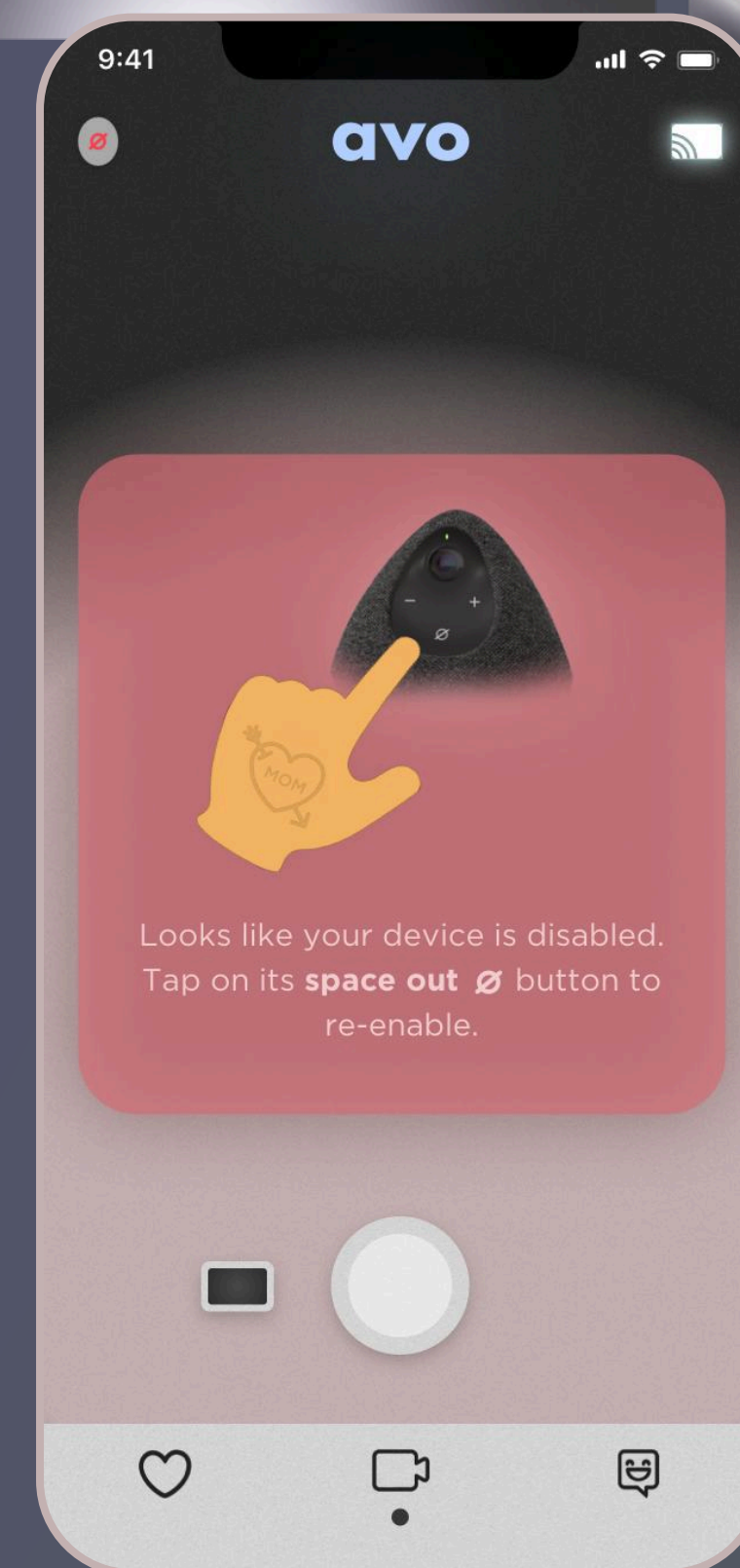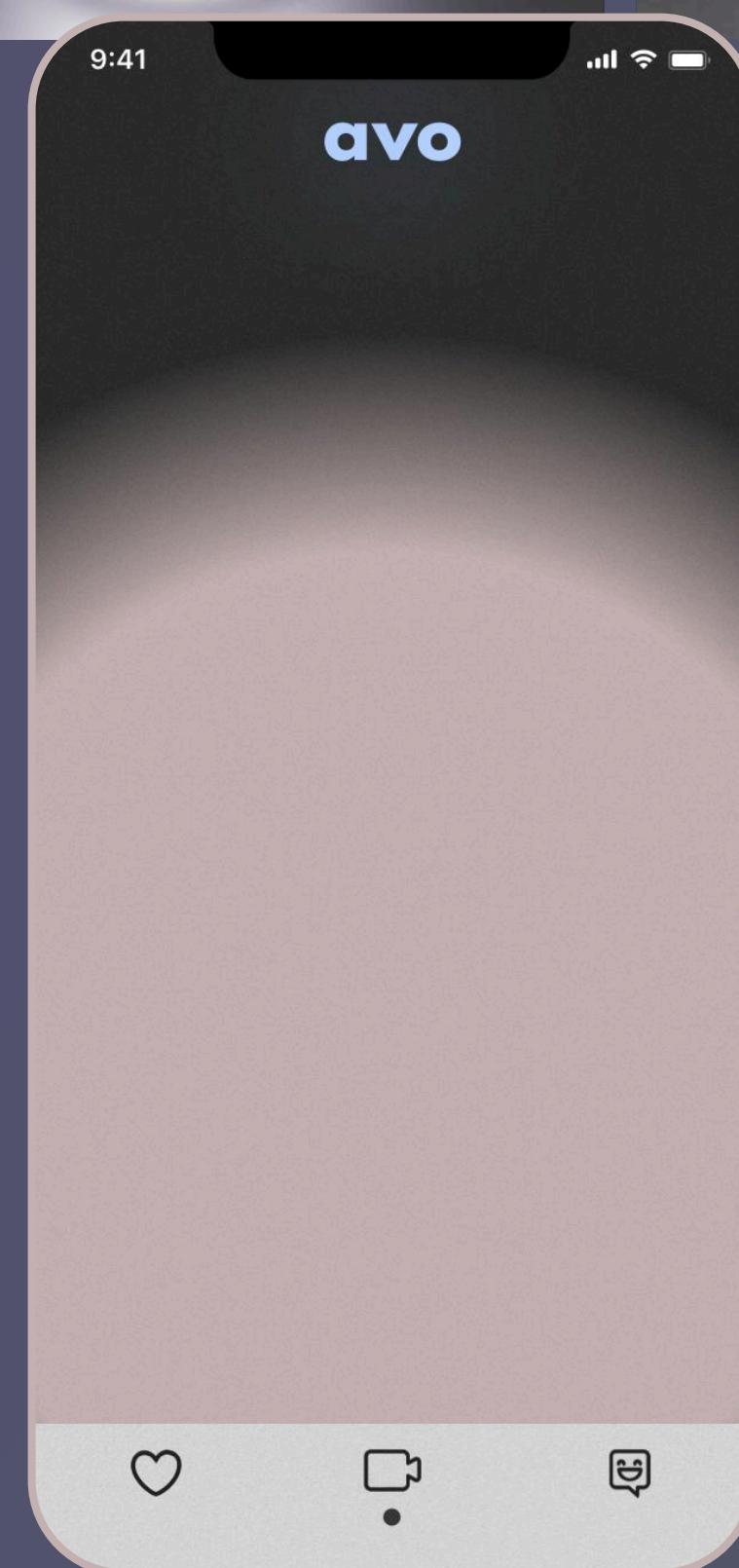
Akruta (Avo) Onboarding
Design, Research & Testing

avo

Hey there!
Let's get you in, what's your phone number?

+1 _____
Country   Phone Number

Hey there!
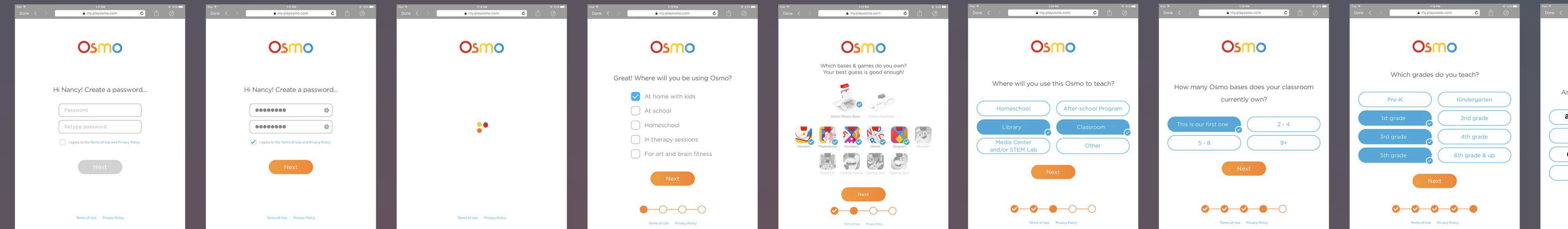Let's get you in, what's your phone number?

+1   (347) 752-1636
Country   Phone Number

Next

By tapping next you're agreeing to the **Terms & Conditions**

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫

We just text messaged you a 6-digit code. Enter that code below.

1 2 3 4 5 6
6-digit security code

Resend code

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫

Great! Now select the Wi-Fi network your phone is currently using

📶 Wifi_name_one ✓

Next

Use other network

Skip

Select the streaming device you normally use with your TV

🖥 Chromecast_livingroo... ✓
🖥 TV CC
🖥 TV Roku

Next

Connect using HDMI

Skip

Make sure your TV is on

Done

And your TV's input is switched to Chromecast_livingroo...

Done

Avo's now on TV! Try walking around to experience its magic.

Next

I don't see it on my TV

To enable calling and messaging, we now need some permissions

Next

Skip

You can control Avo completely hands-free with voice assistant Microsot Cortana®!

Setup Assistant

Set up later

All set! You can now make video calls, send & recieve messages through Cortana®.

Done

Osmo is an award-winning mixed reality educational gaming system · Fixed their first-time-user-experience after a Christmas morning unboxing disaster.

SIMPLE · CLEAN · COLORFUL

GOAL

Identify and fix what caused the Christmas day unboxing and onboarding problems for thousands of customers.

PROCESS

Analyzed existing process from unboxing to in-game account management. Determined pain points, met with stakeholders, designed and executed research plans for validation. Worked closely with Marketing, Sales and EDU teams to bake in business goals. Designed new game system instructions, adding 3D renderings and video. Conducted multiple rounds of iterations with engineering team. Created company-wide checklist for teams to reference during game launch. Worked on product-side email strategy, wrote creative copy for onboarding and onboarding emails.

RESULTS

Reached and exceeded KPI goal of 20% fewer customer tickets regarding onboarding during 2017 holiday season. My research determined that re-accessing the Osmo ecosystem was equally or more burdensome than onboarding. I presented the importance of tackling this problem and suggested resources be allocated to focus on re-engagement.

ME

GOAL

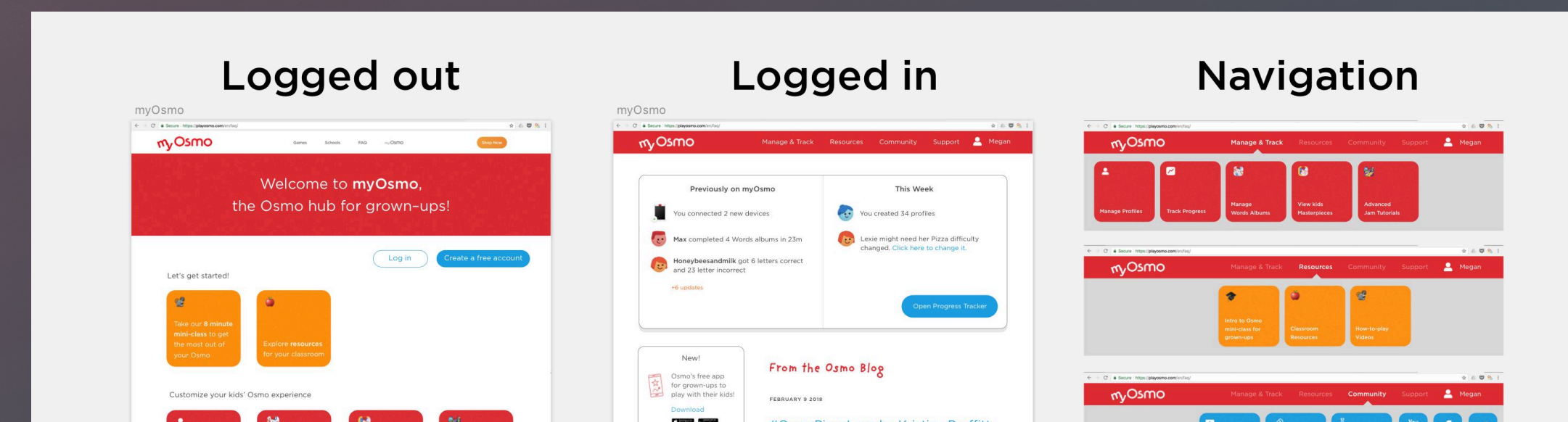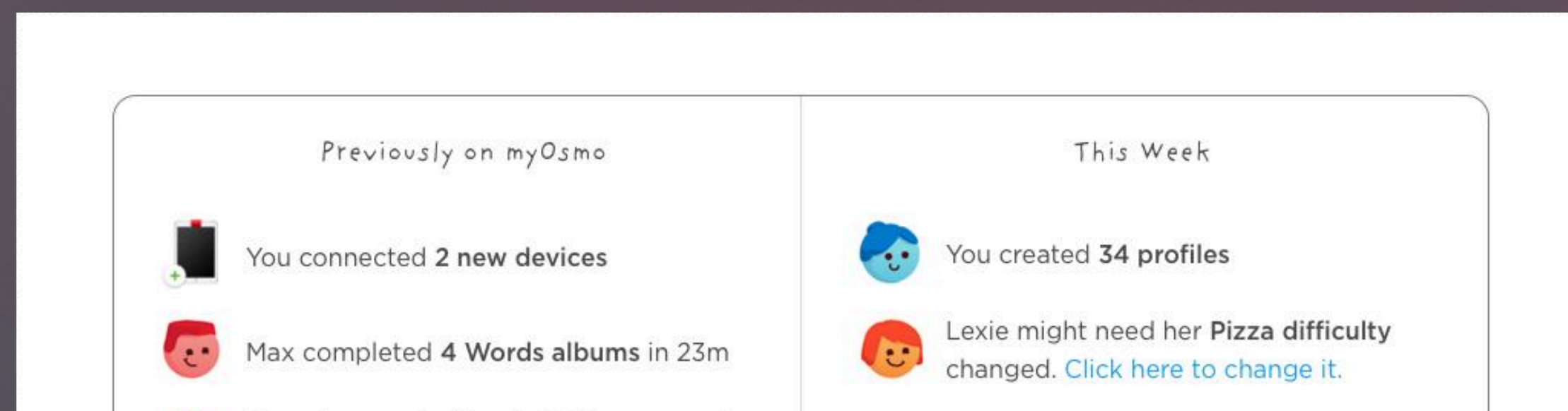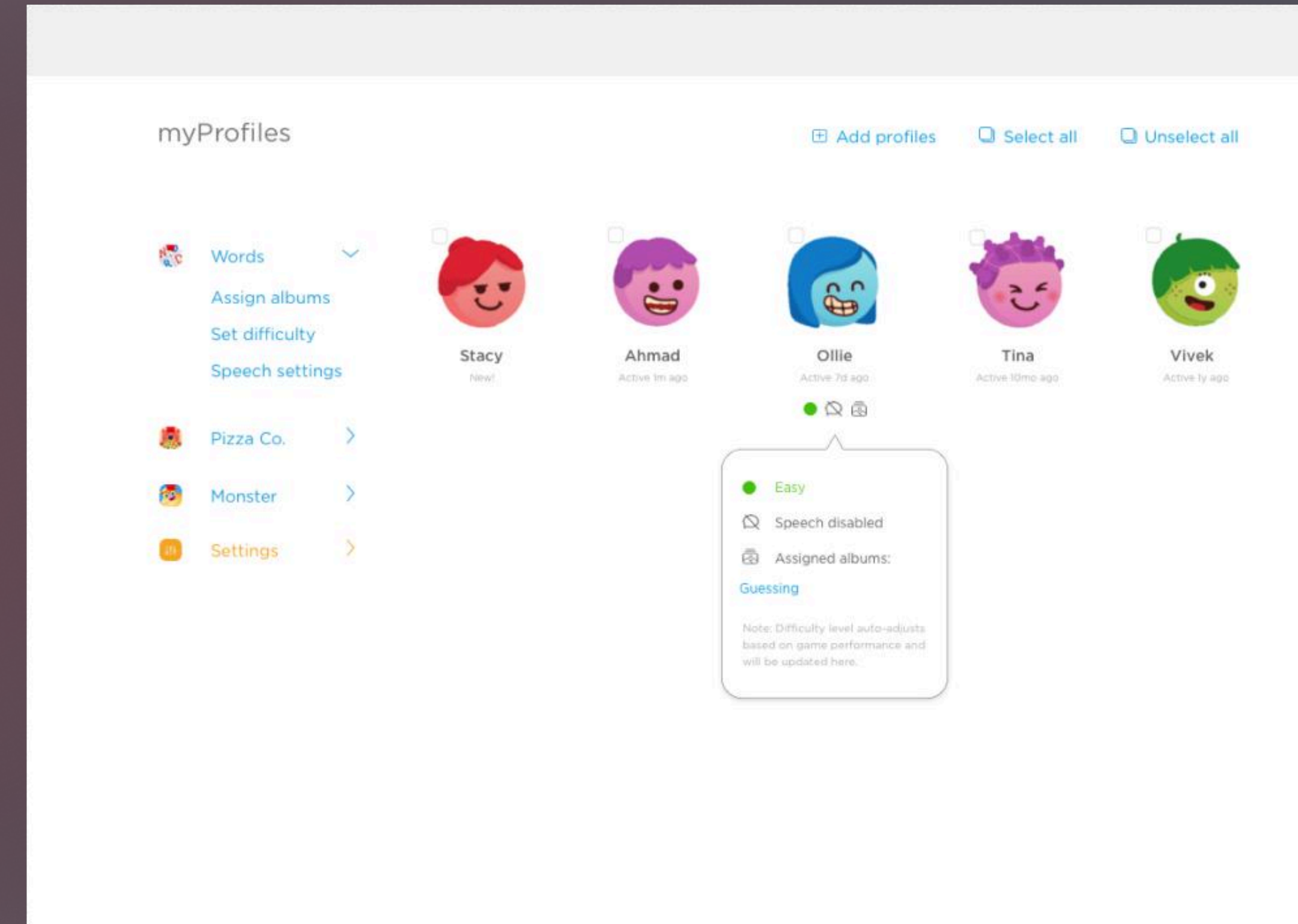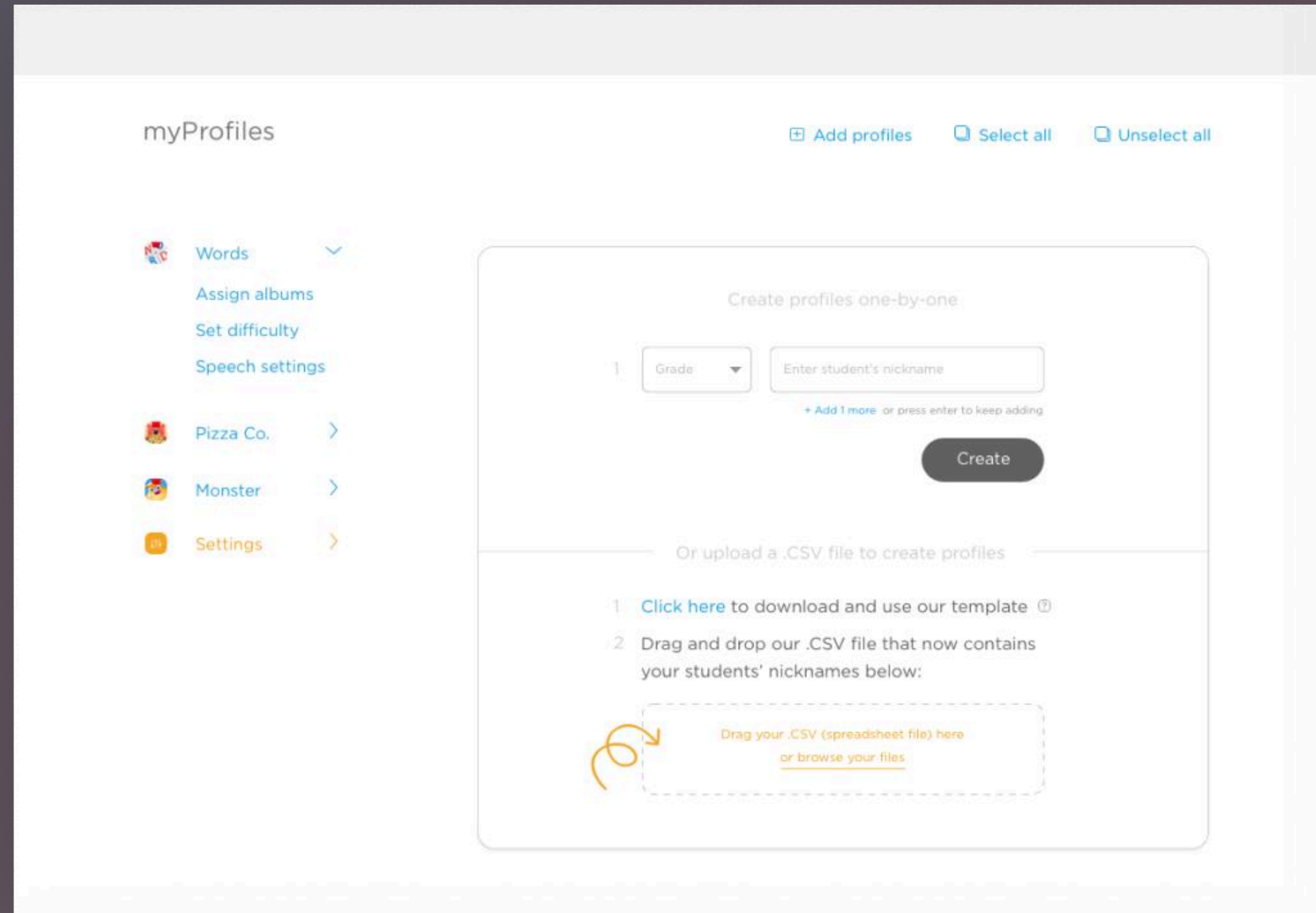Reduce all additional friction for unboxing and first-time user experience.

PROCESS

My research determined that Osmo Creative Kit customers were unaware that two additional games were included free with their purchase. It also determined that the general setup instructions were unclear.

RESULTS

I determined that some software needed a physical representation to communicate the full potential of the kit. I proposed and helped design a checklist and printed collateral called "App Cards" to warmly introduce the gaming system. Designed mocks and conducted in-person testing before passing on designs to packaging team. Repeated process for new gaming systems.

Osmo's Parent Portal

myProfiles

⊞ Add profiles   ▢ Select all   ▢ Unselect all

Words ▾
Assign albums
Set difficulty
Speech settings

Pizza Co. >
Monster >
Settings >

Create profiles one-by-one

1 | Grade ▾ | Enter student's nickname

+ Add 1 more or press enter to keep adding

Create

Or upload a .CSV file to create profiles

1   Click here to download and use our template ⓘ

2   Drag and drop our .CSV file that now contains
    your students' nicknames below:

Drag your .CSV (spreadsheet file) here
or browse your files.

myProfiles

⊞ Add profiles   ▢ Select all   ▢ Unselect all

Words ▾
Assign albums
Set difficulty
Speech settings

Pizza Co. >
Monster >
Settings >

Stacy — New!
Ahmad — Active 1m ago
Ollie — Active 7d ago
Tina — Active 10mo ago
Vivek — Active 1y ago

● Easy
⊘ Speech disabled
⊞ Assigned albums:
Guessing

Note: Difficulty level auto-adjusts
based on game performance and
will be updated here.

Previously on myOsmo

You connected **2 new devices**

Max completed **4 Words albums** in 23m

This Week

You created **34 profiles**

Lexie might need her **Pizza difficulty**
changed. Click here to change it.

Logged out

myOsmo

Welcome to **myOsmo**,
the Osmo hub for grown-ups!

Let's get started!

Log in   Create a free account

Customize your kids' Osmo experience

Logged in

myOsmo

Previously on myOsmo   This Week

You connected 2 new devices   You created 34 profiles

Honeybeesandmilk got 6 letters correct   Lexie might need her Pizza difficulty
and 23 letter incorrect   changed. Click here to change it.

Open Progress Tracker

New!

From the Osmo Blog

FEBRUARY 9 2018

Navigation

myOsmo

Art ++ The Stanford University art museum's first-ever Augmented Reality (AR) app and exhibit · Led Design

CLASSIC · TYPOGRAPHIC · LEGACY BRANDING

CANTOR ARTS CENTER
STANFORD UNIVERSITY

ART ++

Welcome! Let's get started...

START

AUTONOMY

We created an experience where unaccompanied museum visitors of all ages feel empowered and excited to dive deeper into the artwork using information and fun visuals displayed through AR. From the welcome screen to off-boarding, our app carefully guides users, giving them the autonomy to experience the exhibit as they would a traditional one: in any order they want. The visitors were free to explore artwork at their own pace and were prompted to plug their Android tablets back in when they decided to move on to another exhibit in the Museum.
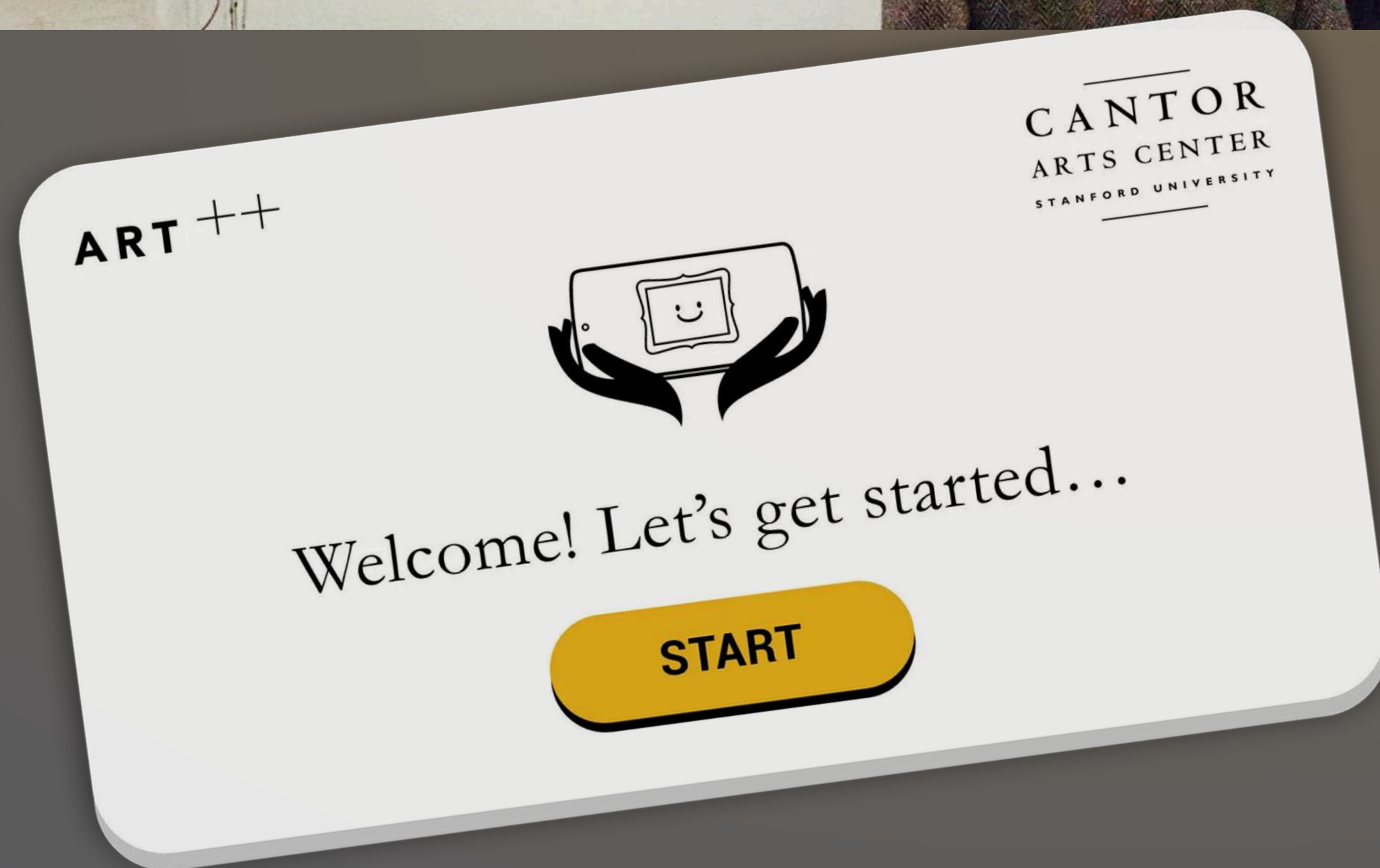
Diving Deeper into the Work of Domenico Caligo
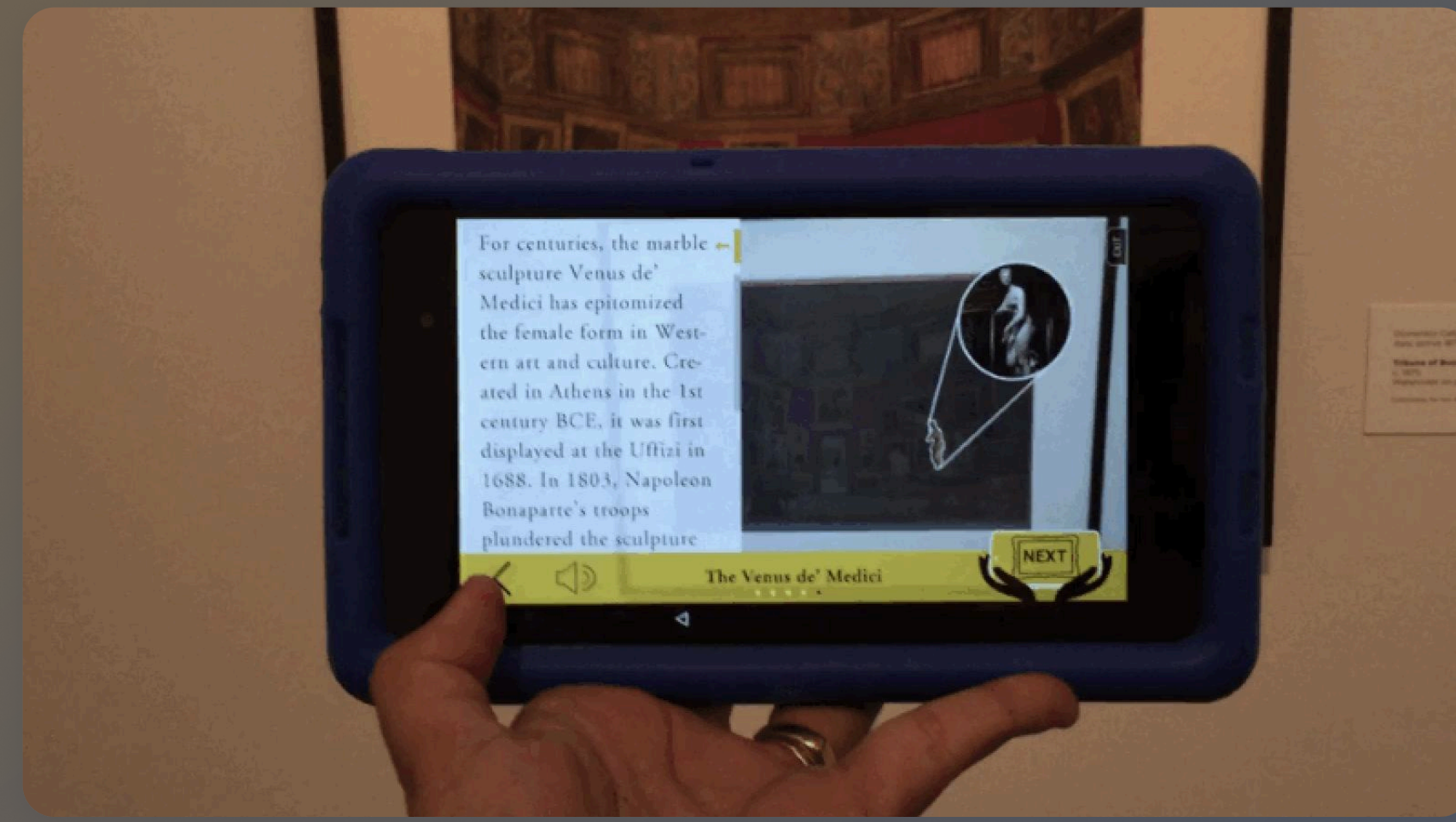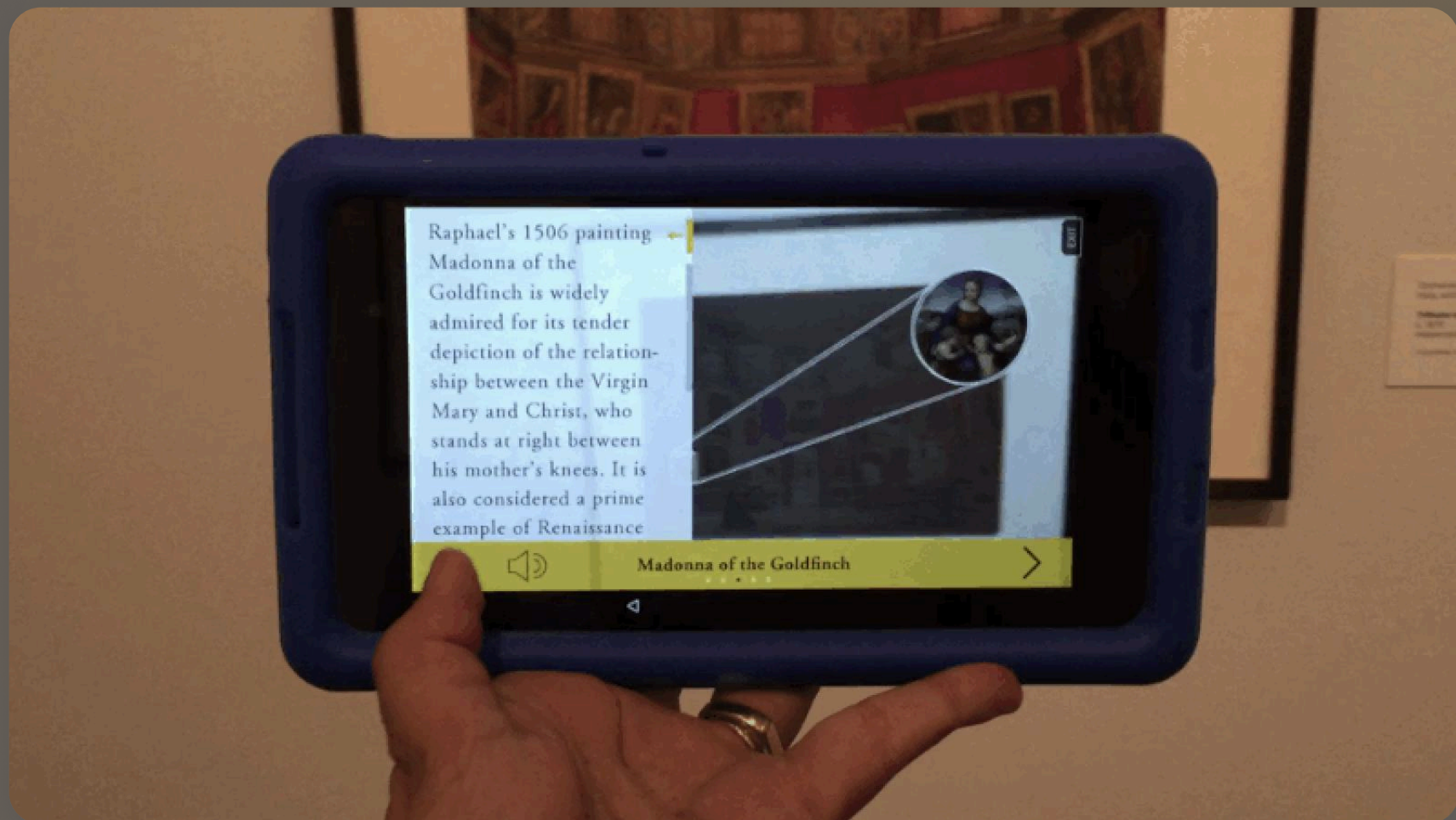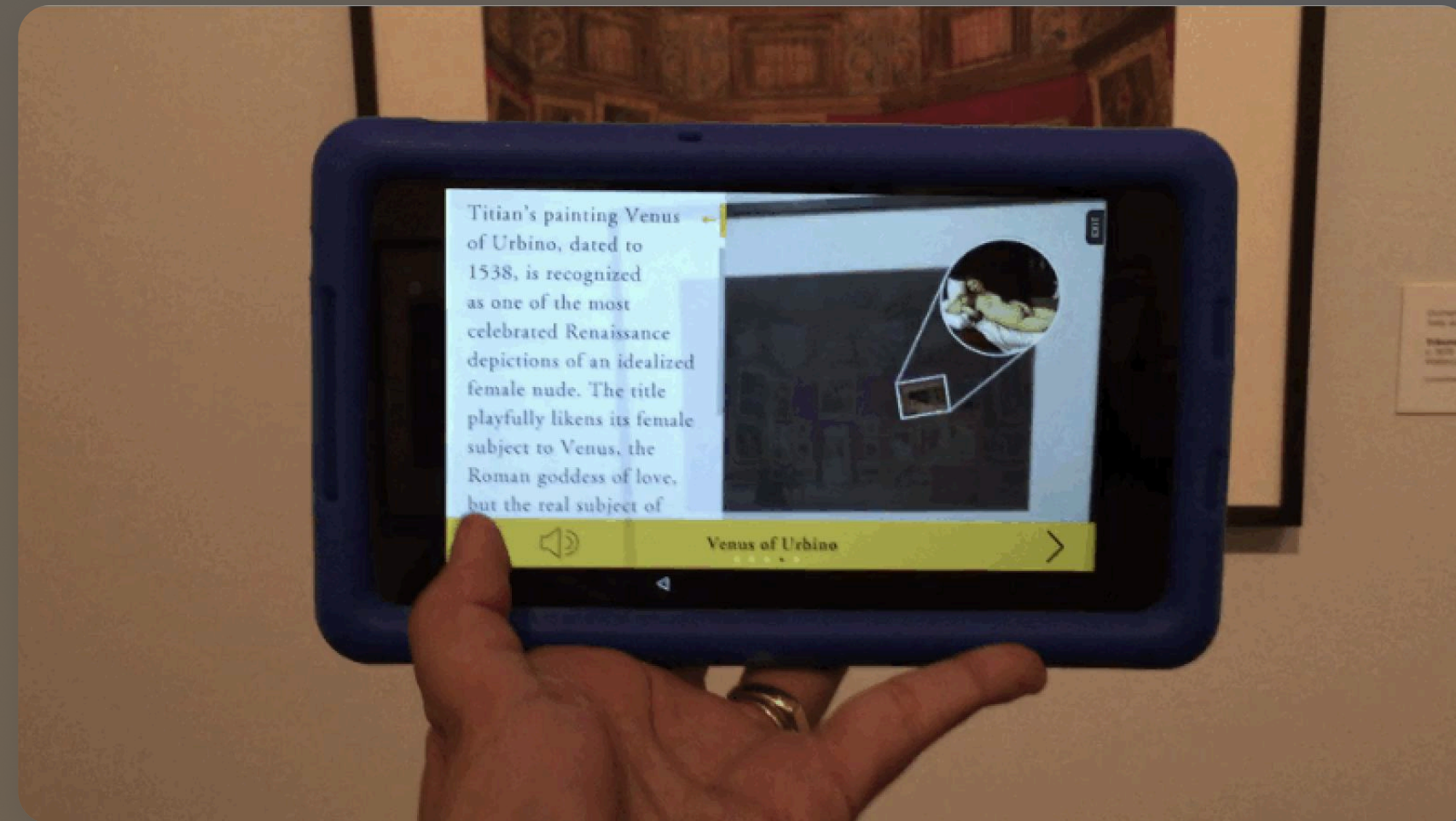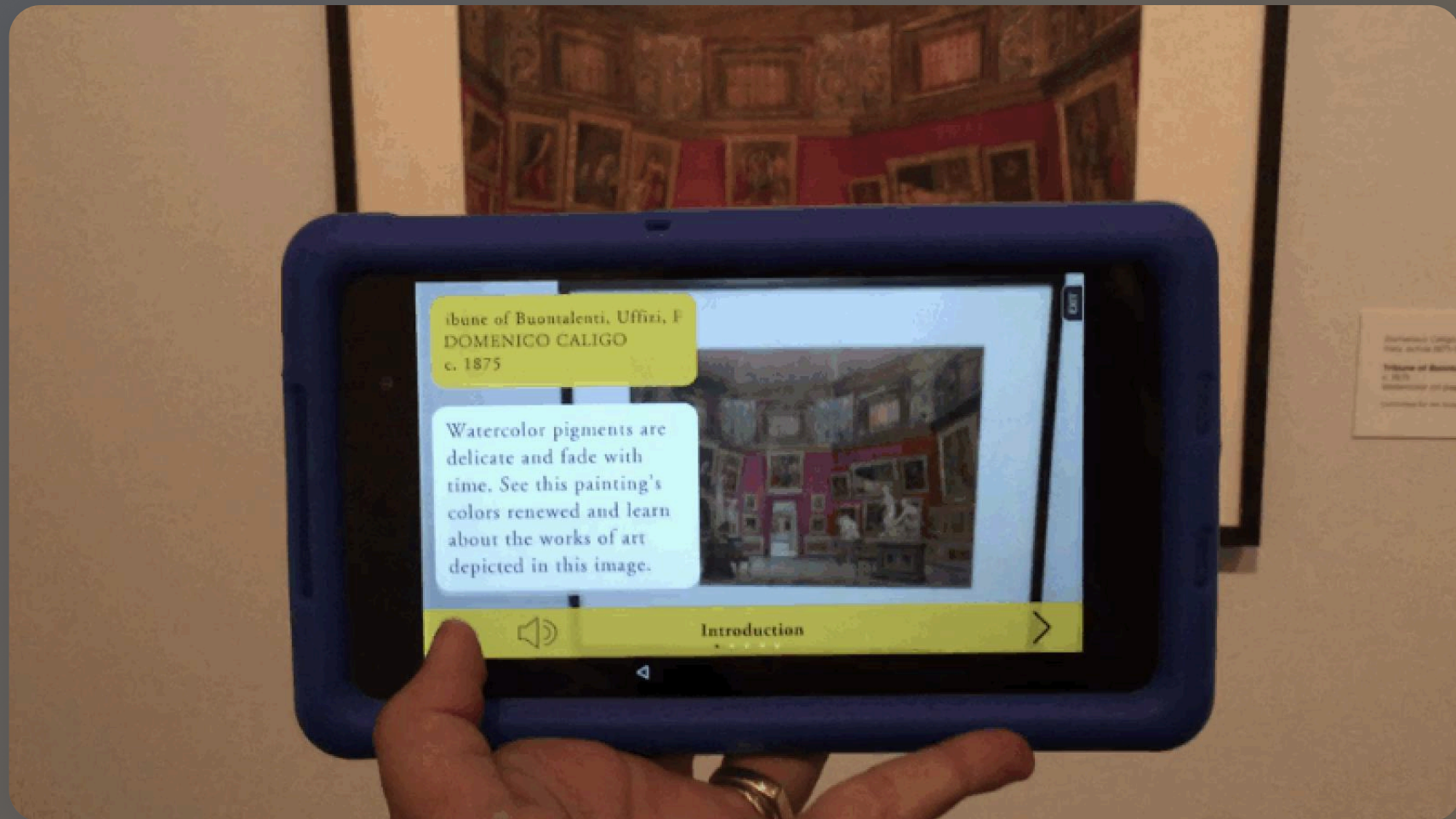
ART VS SCREEN

The museum curators and copywriters had a story to tell for each artwork. But while we wanted users to experience the AR and dive deep into these stories, we also wanted them to spend time observing the art itself. This is why I designed multiple modes of UI to optimize eye contact with physical artwork. For example, AR turns off automatically when tablet is lowered, switching from AR viewing mode to reading mode.

Our research, observations and testing show that there is a particular flow in which visitors experience AR in museums. I distilled our research to four primary steps: Stroll, Scan, See & Study.
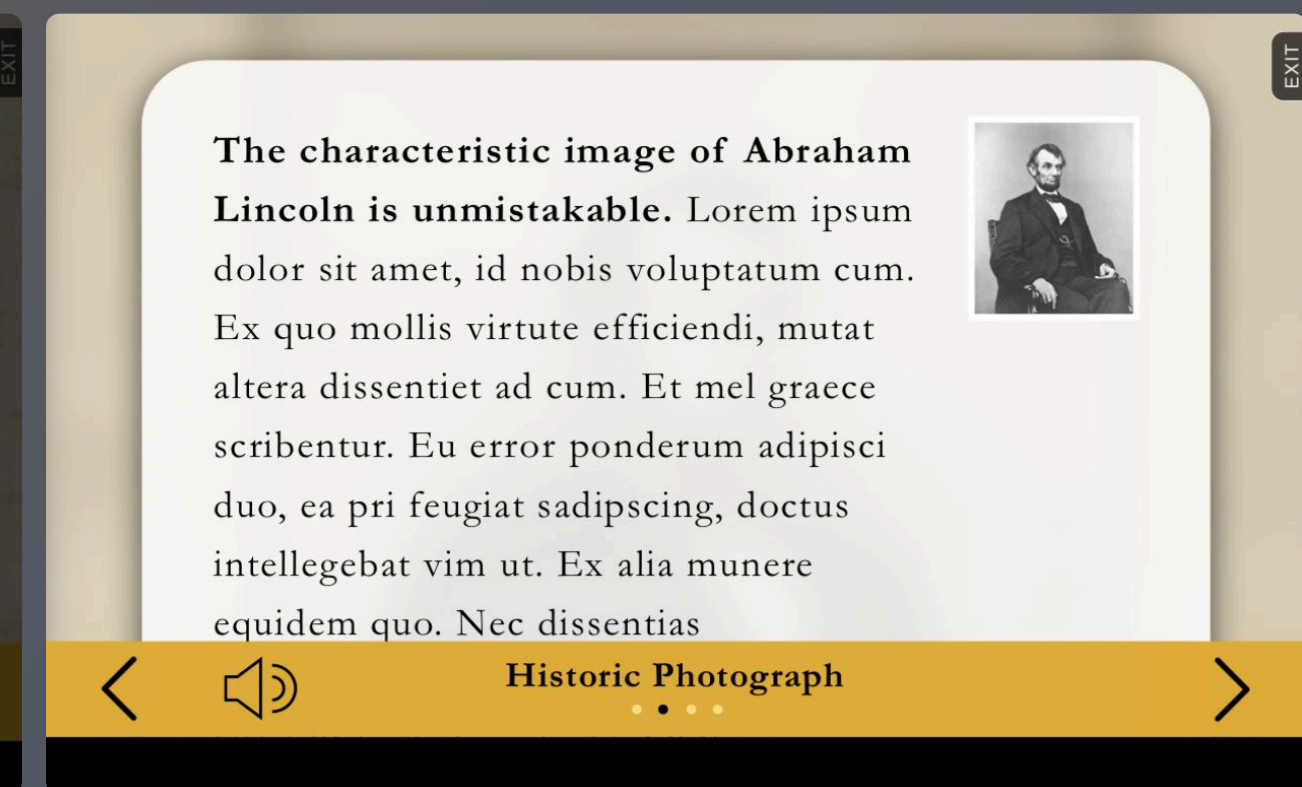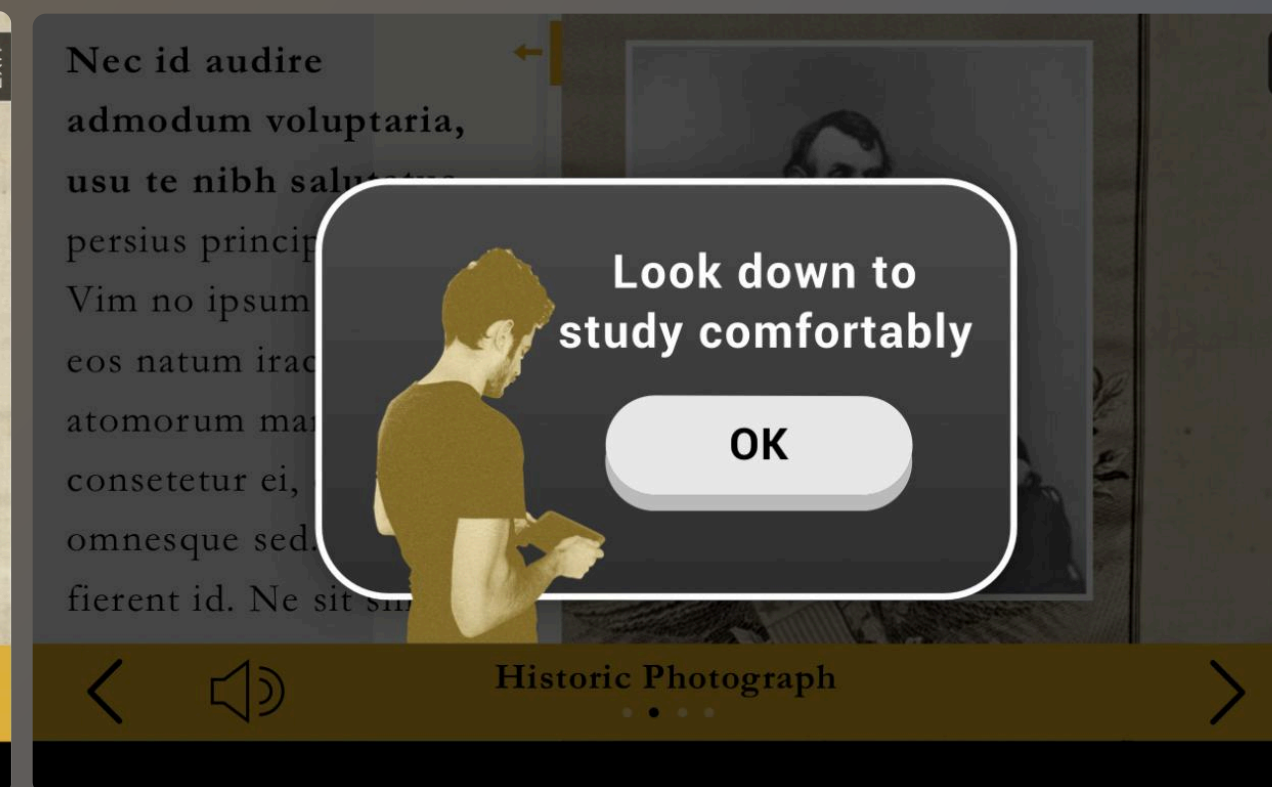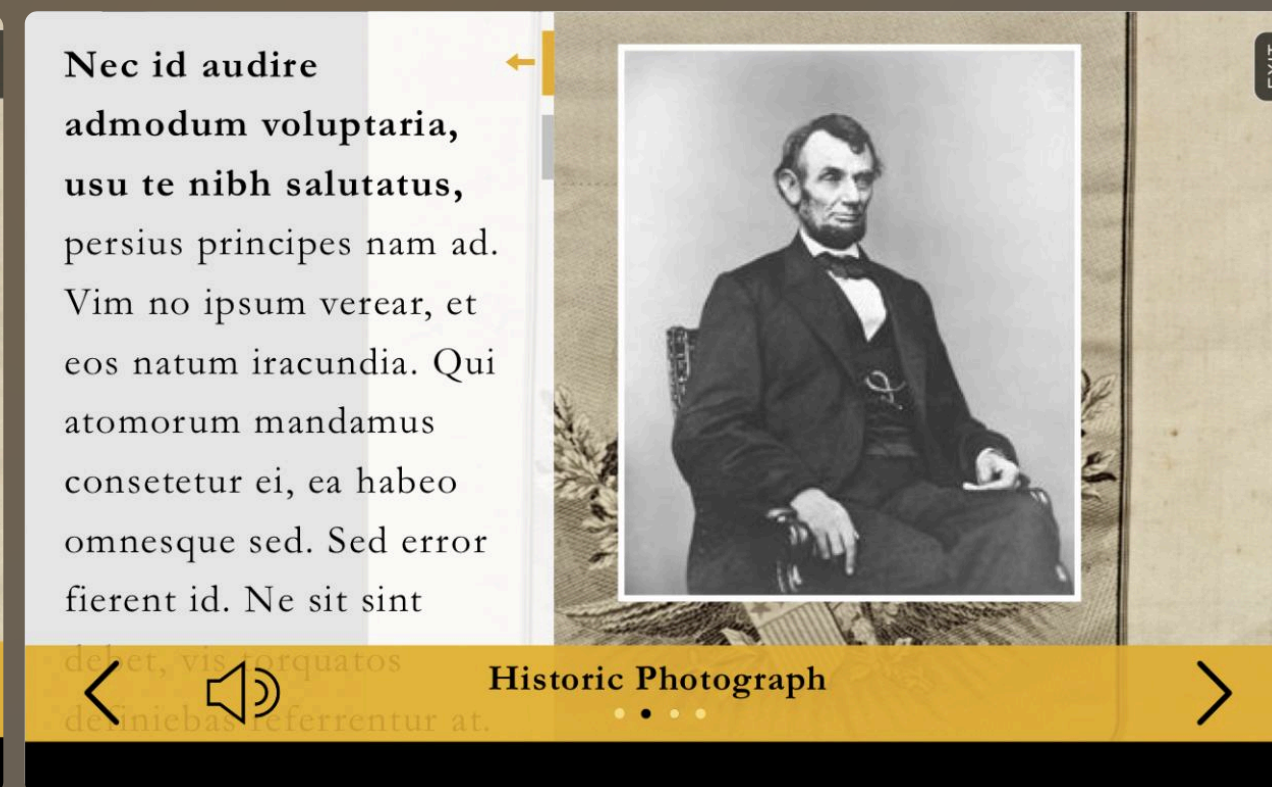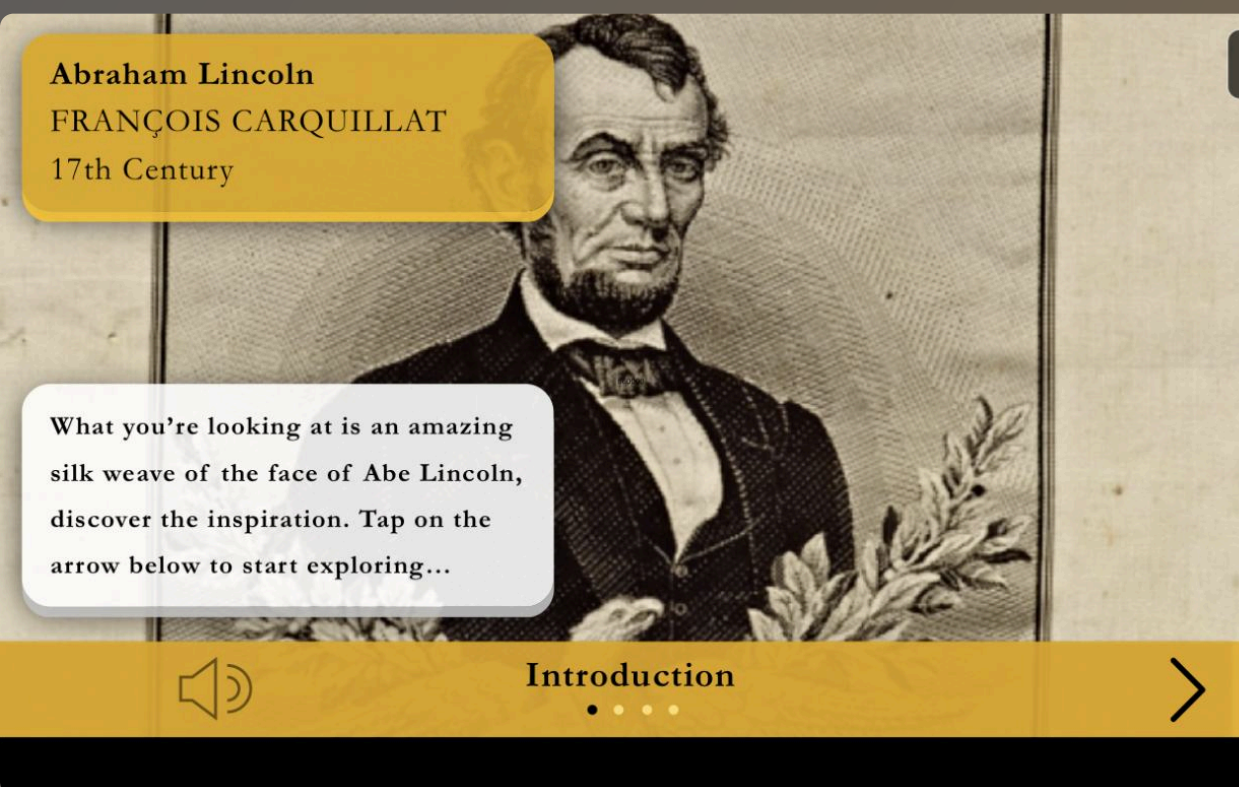
Betaworks' first Augmented Reality social network built around location-based user-generated AR · Founding Designer
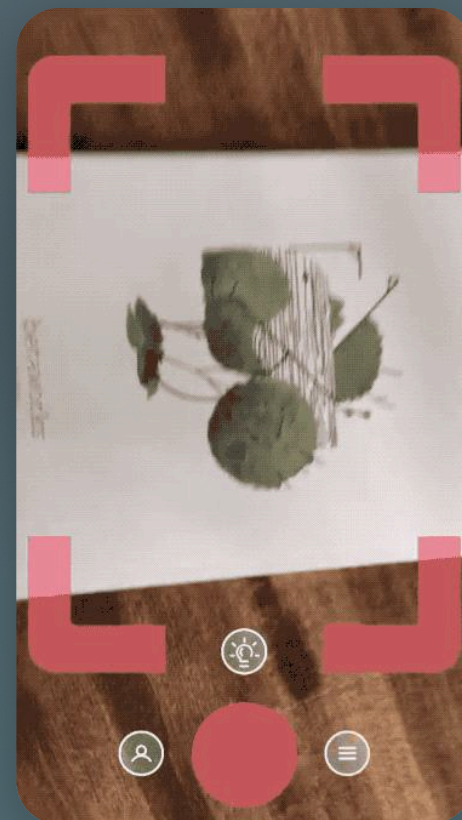
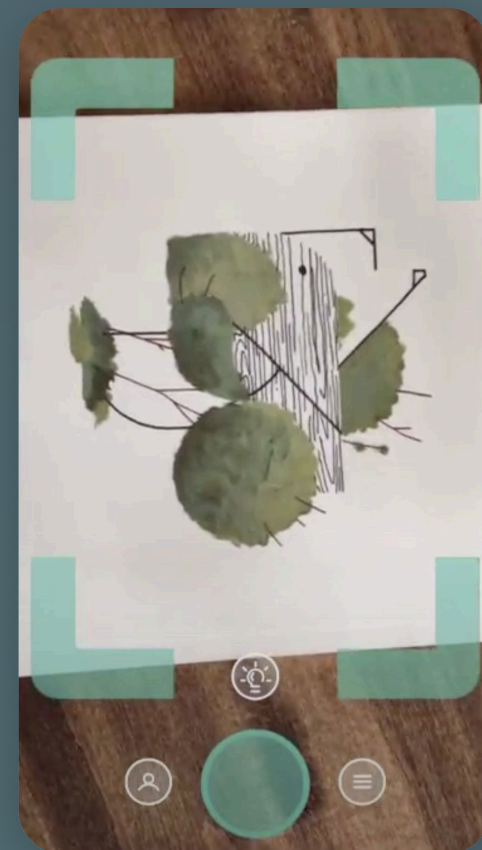CONTEMPORARY · INTERACTIVE · WHIMSICAL
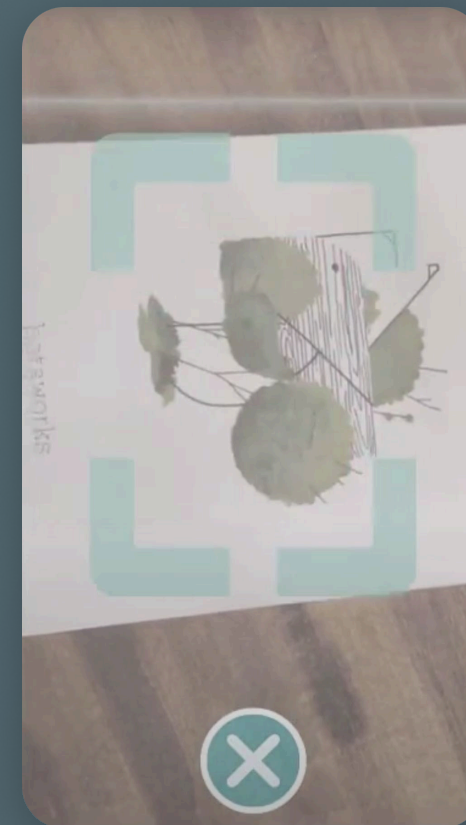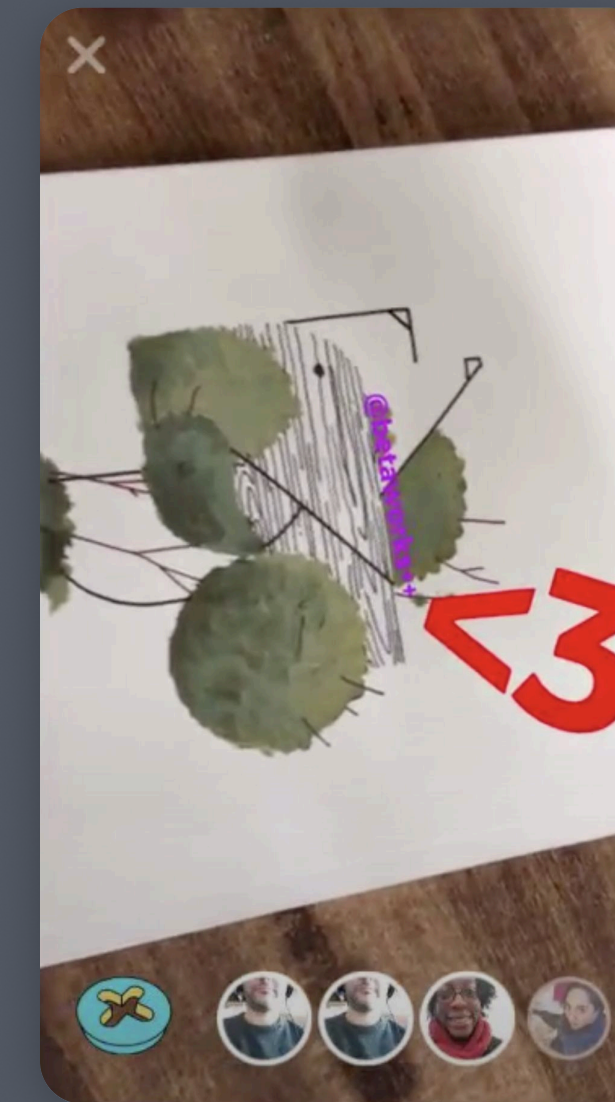
Example A

1
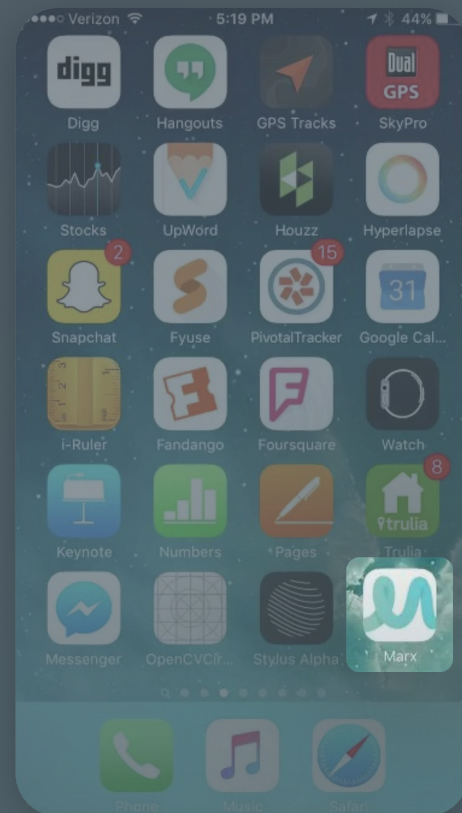
Launch Marx

2

Find art

3

Scan art

4

Loading...

5

Find secret
messages on art

6

See who left the
messages

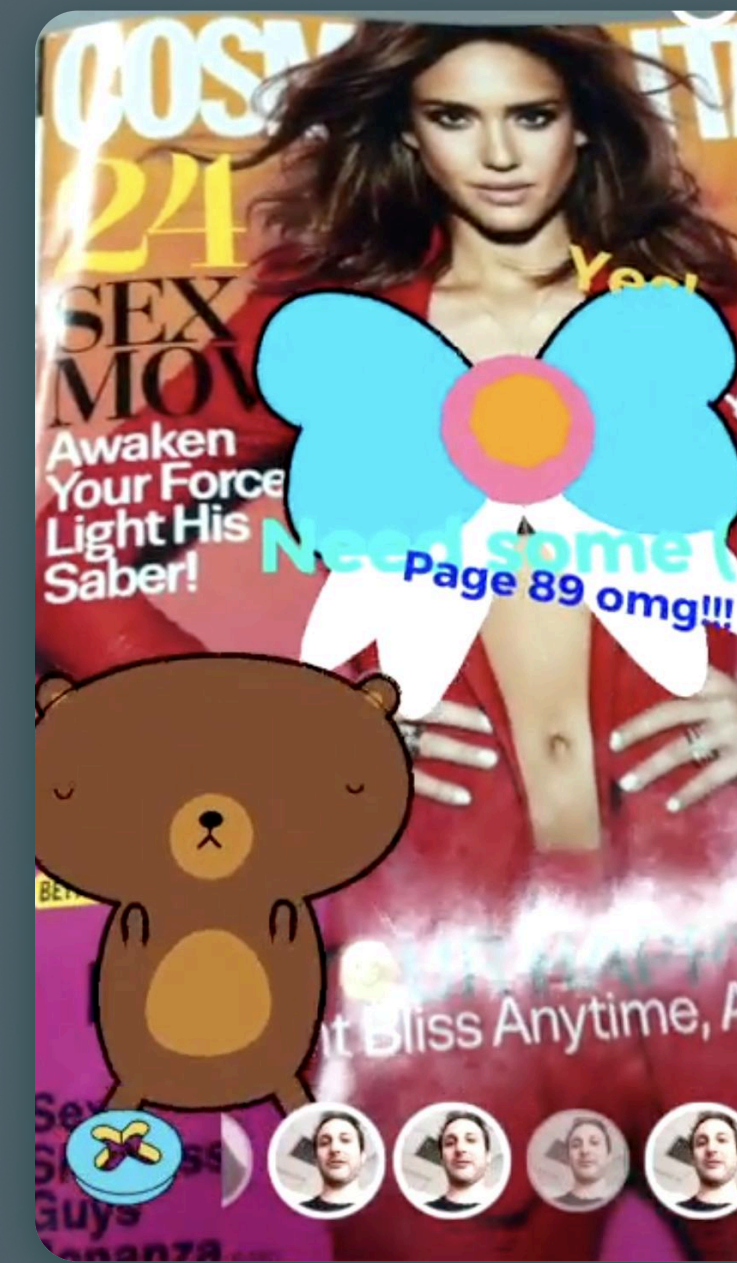7

Add your own

SCAN TO SEE GIFS

Example B

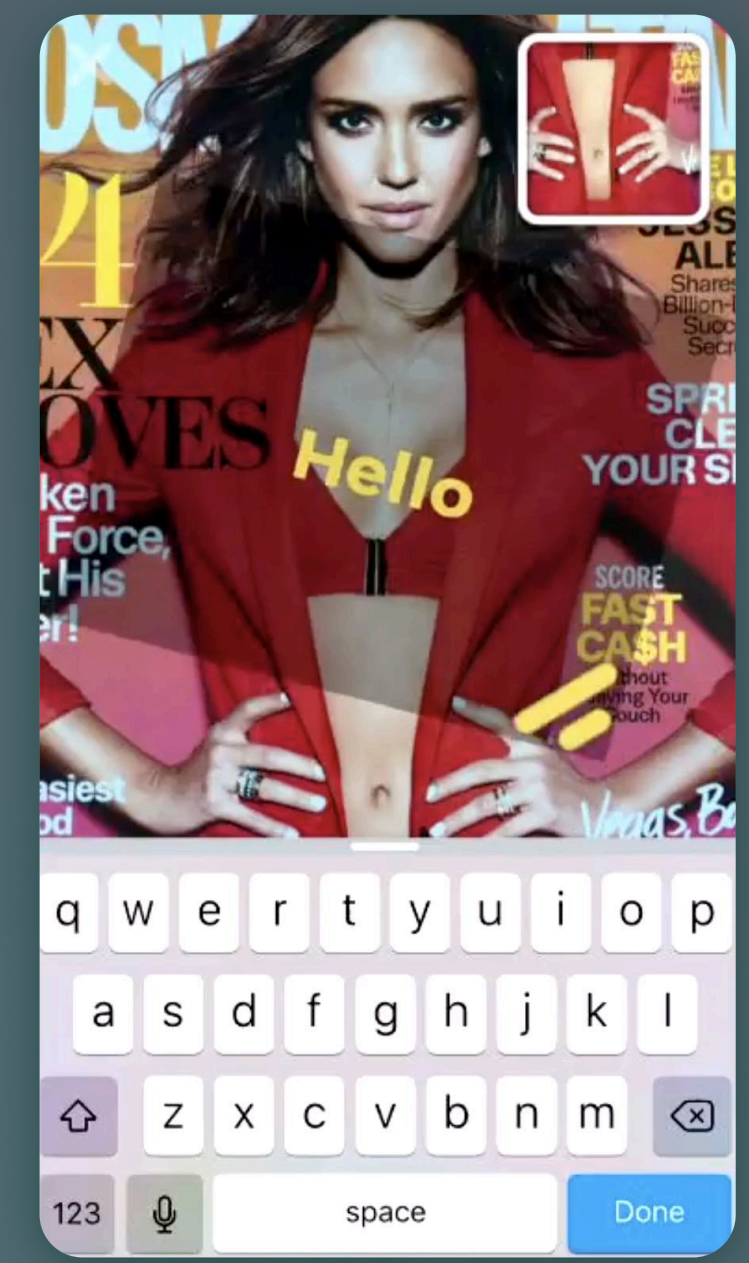| 1	2	3	4	5
Scan	Find secret messages	See avatars of people	Find gifs people added	Add your own

"CREATIONS FADE,
CREATING IS FOREVER."
RAMIN NAZER