

DUYGU DANIELS

Founding Designer
for Early Stage 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
Web
Voice
TV

BRAND

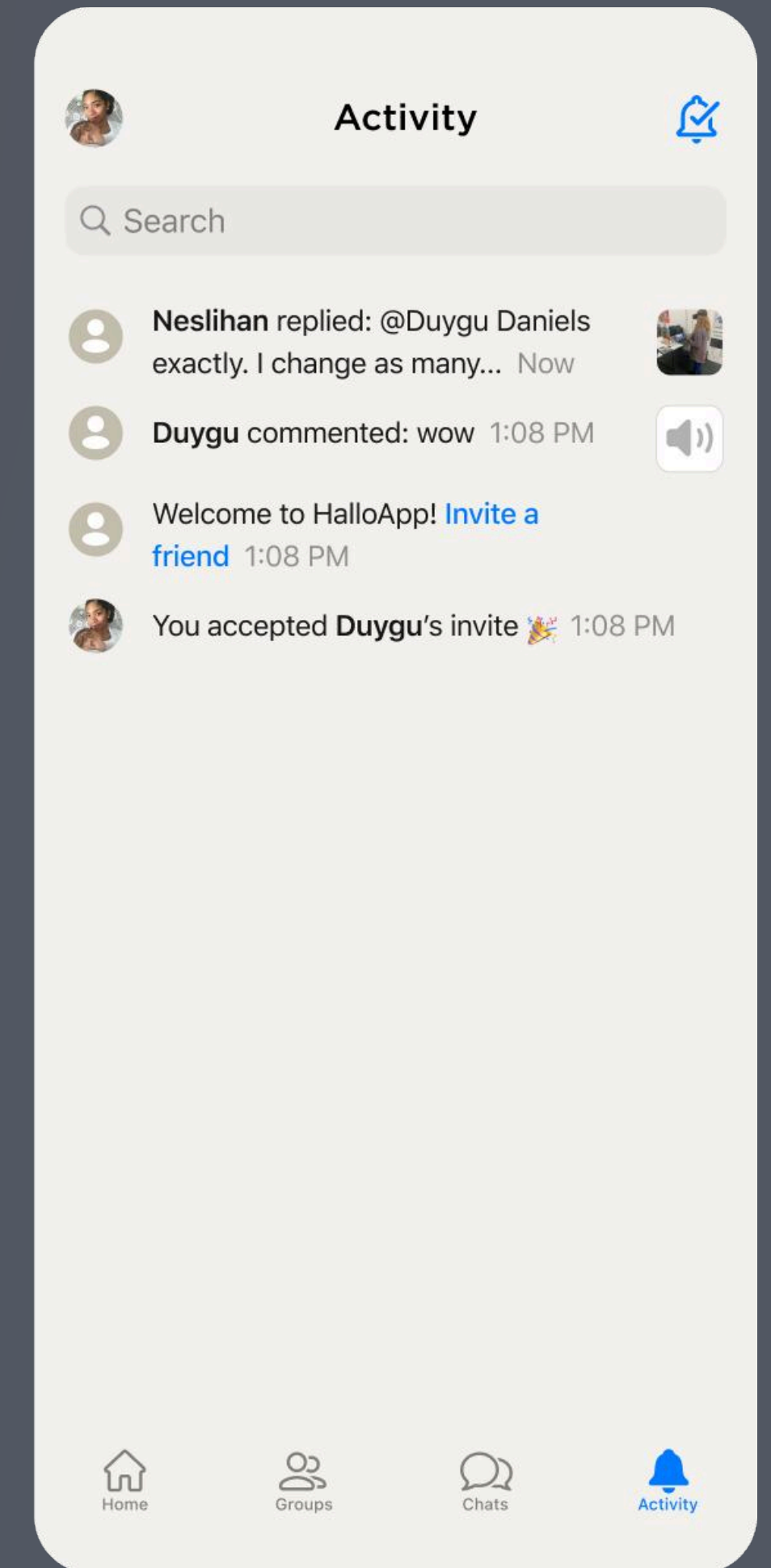
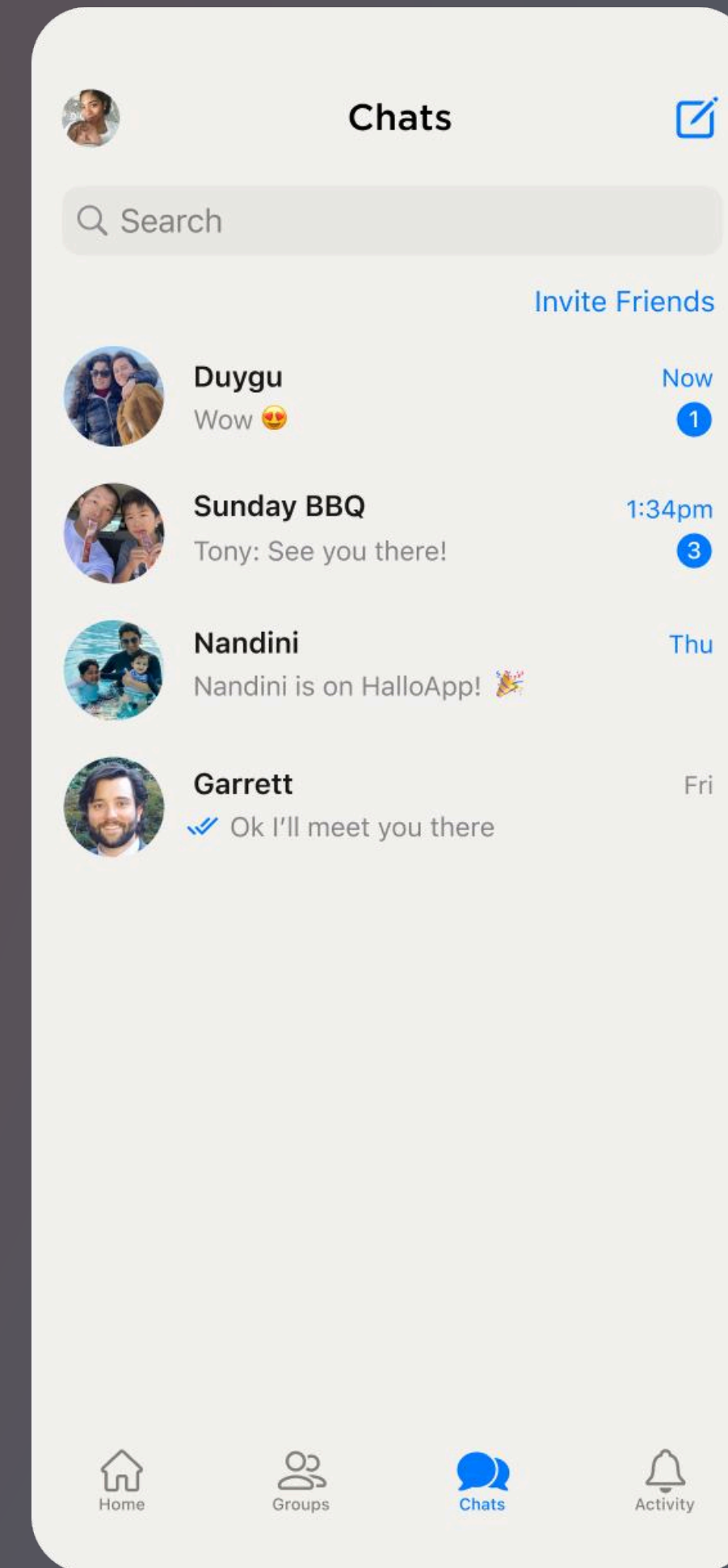
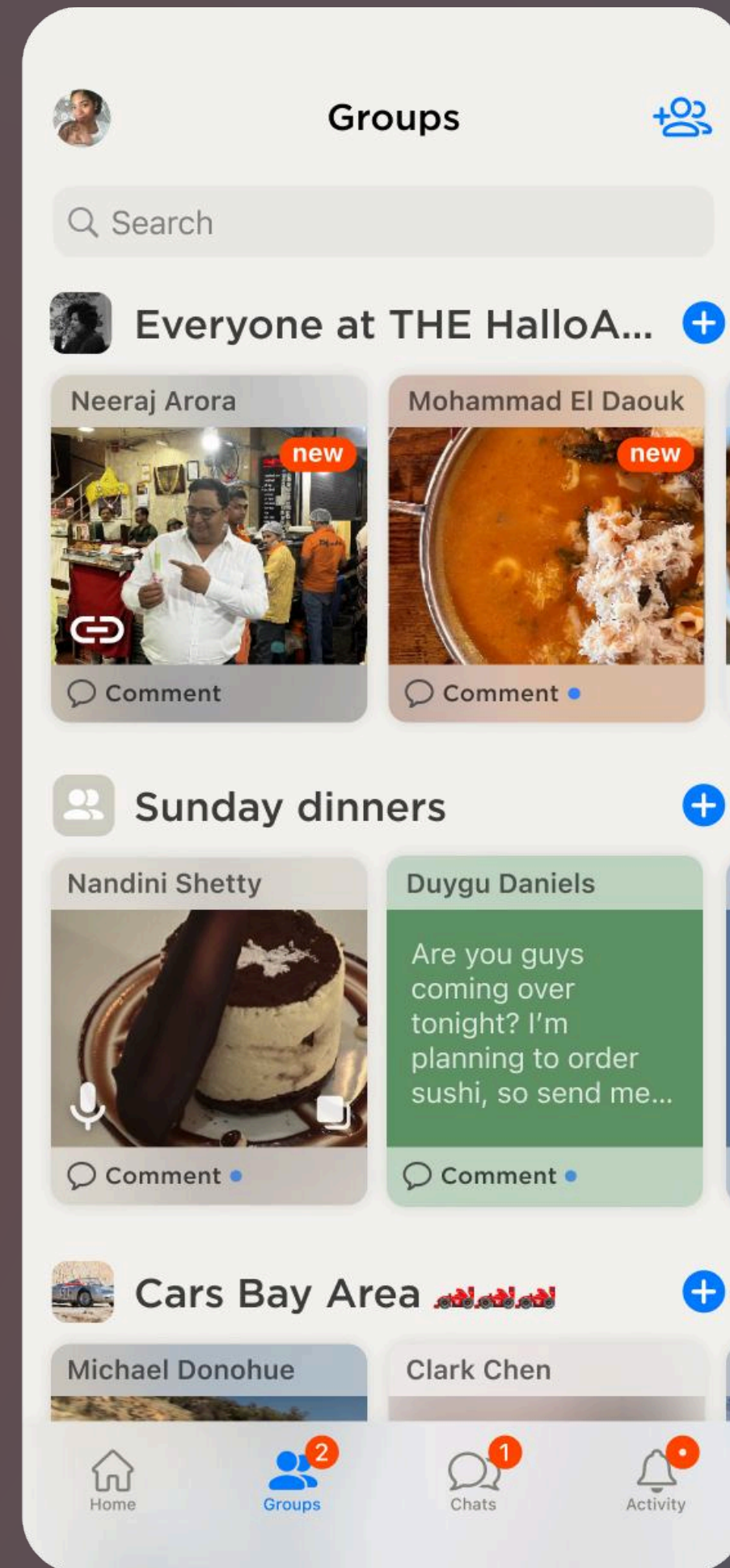
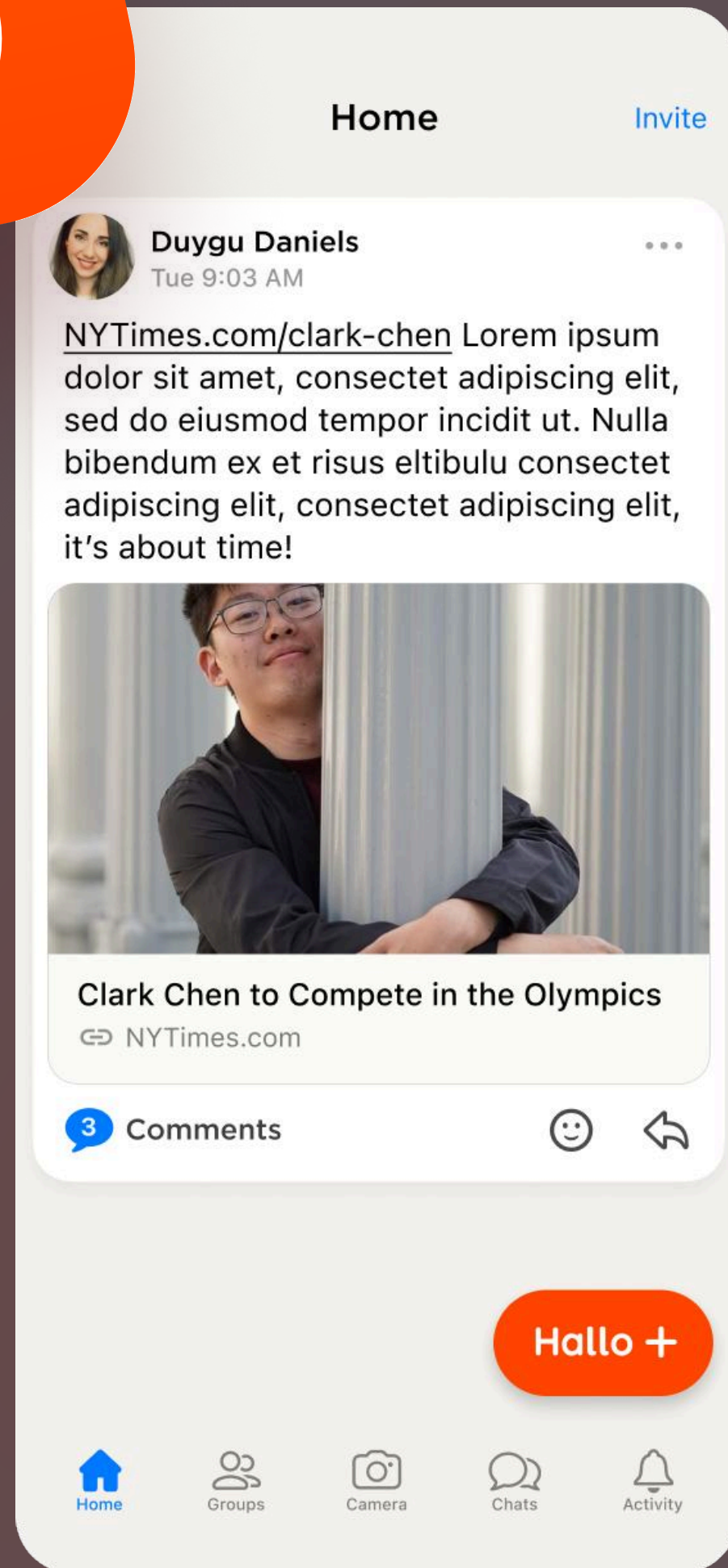
Color, Logo & Identity
Copywriting

PRODUCT

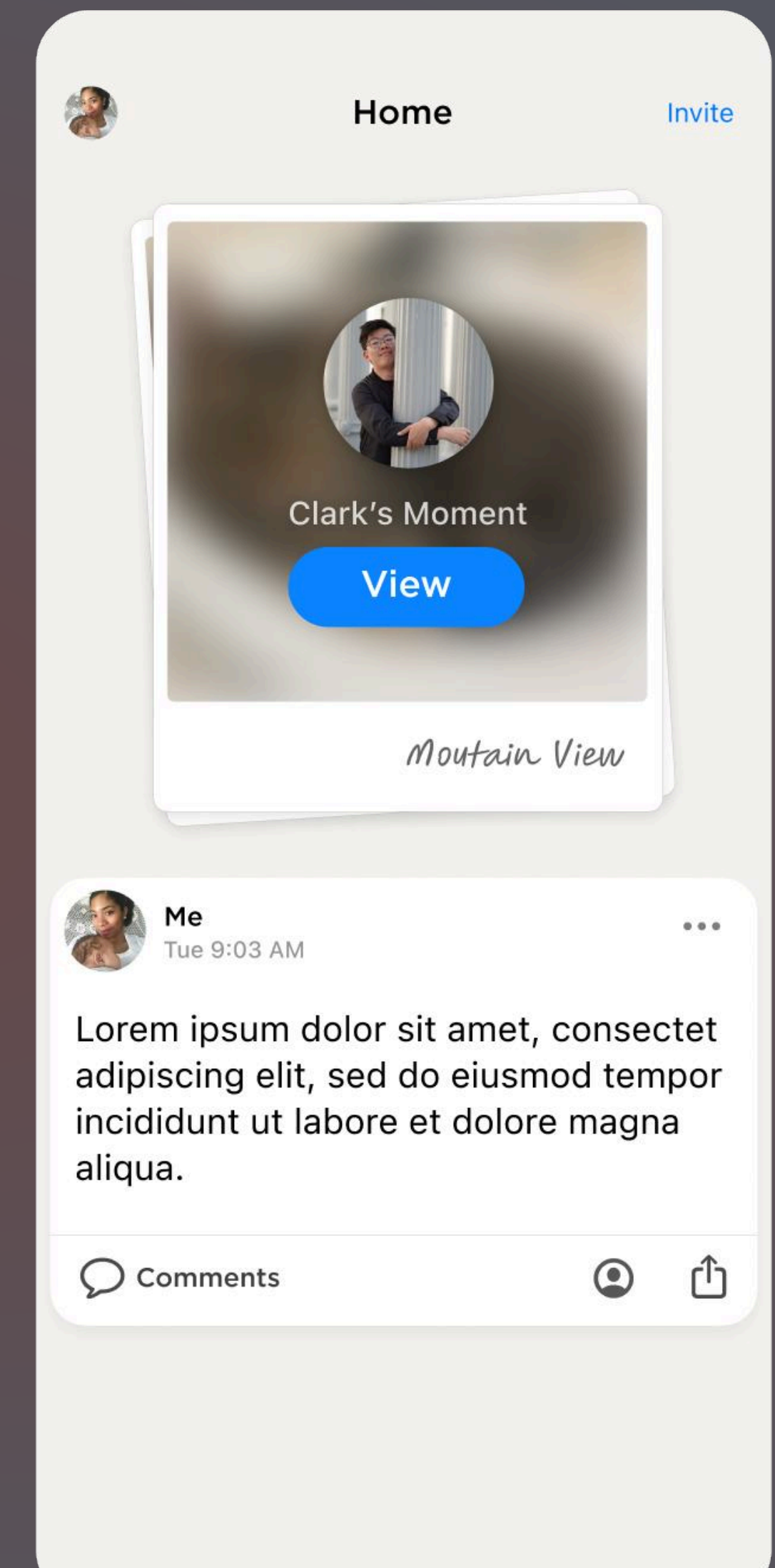
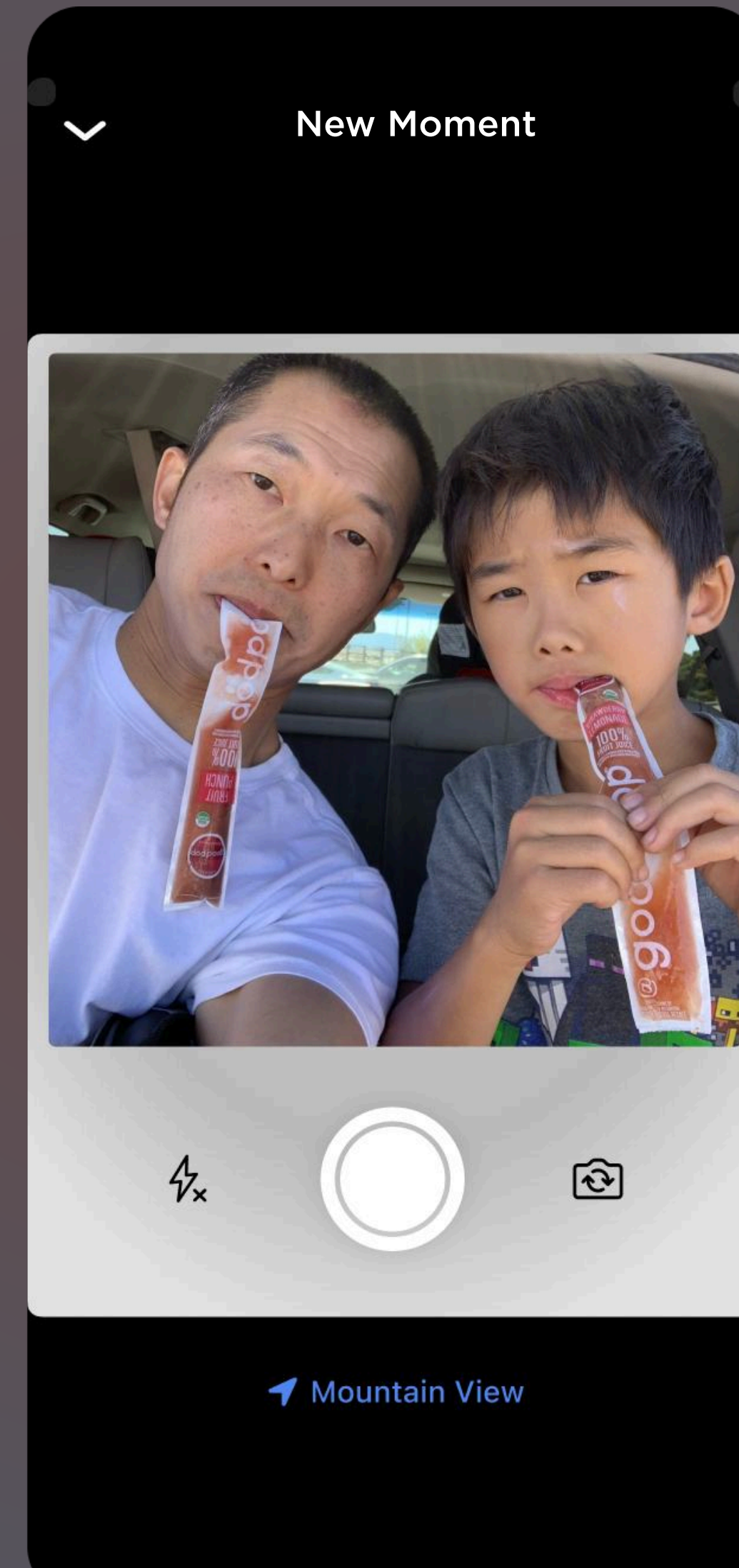
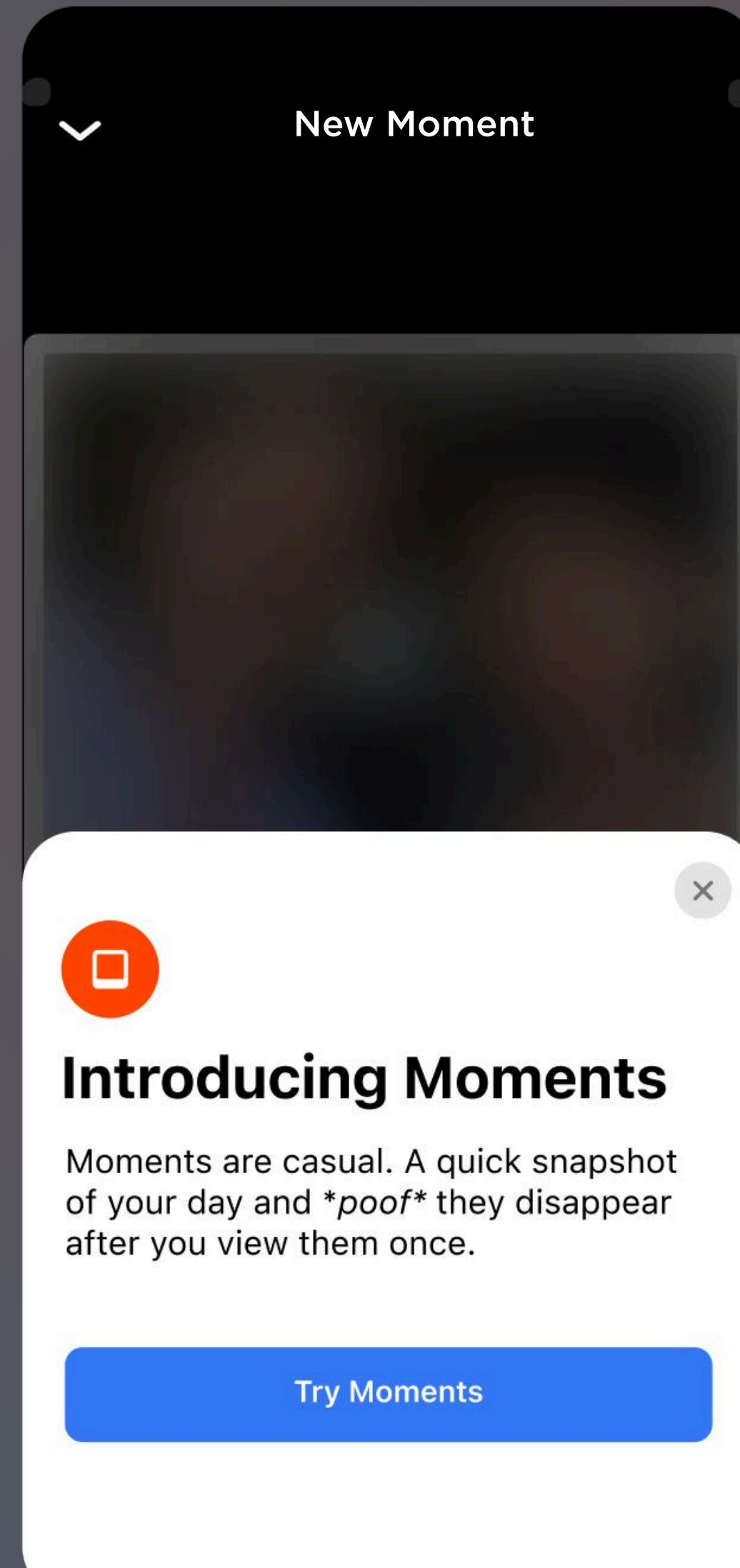
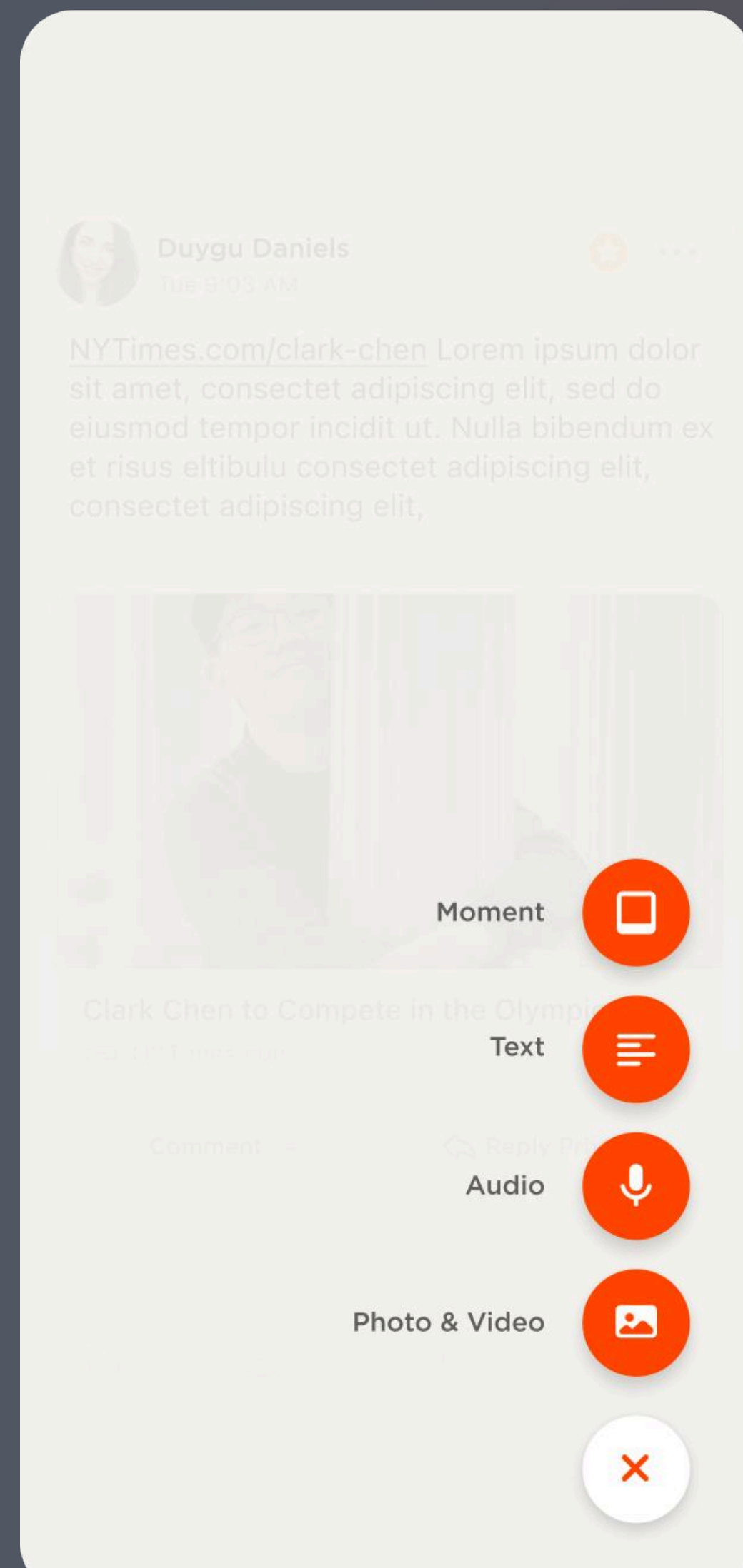
Management
QA



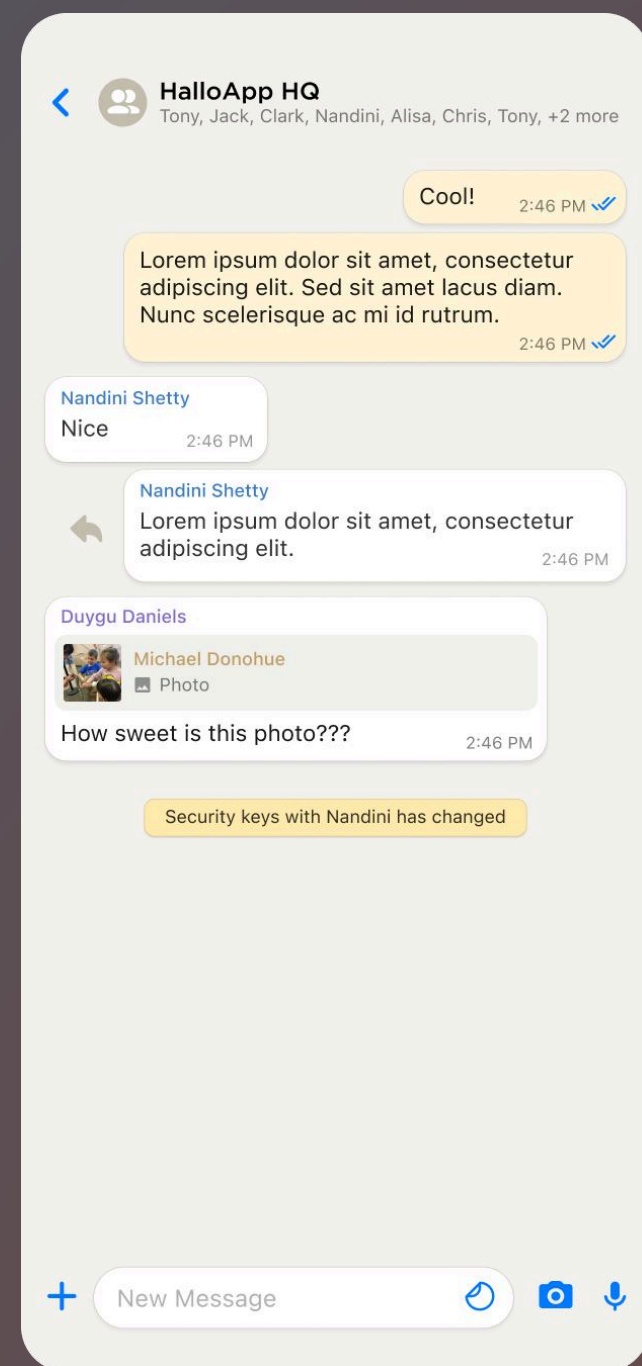
HaloApp is an end-to-end encrypted private social network, brought to you by the early team at WhatsApp · Founding Designer



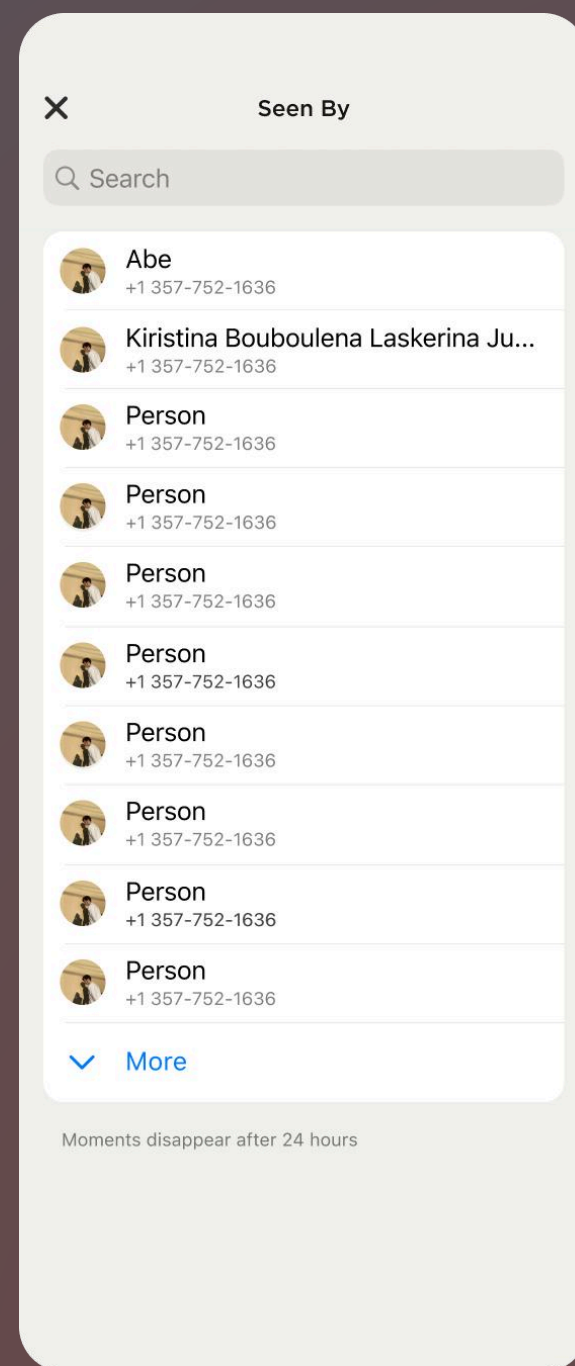
HalloApp Moments lets you share polaroids that disappear after they're viewed · Pitched feature, led design.



HalloApp simplifies social networking by bringing feature sets back to basics.



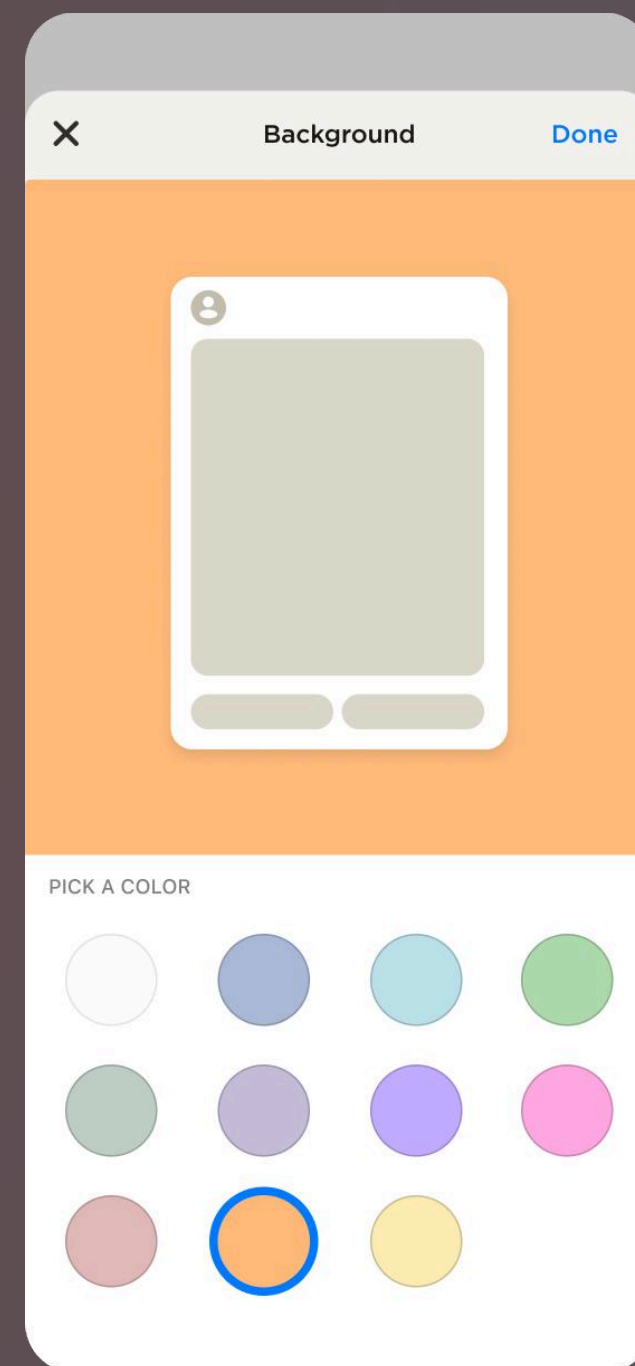
Messaging



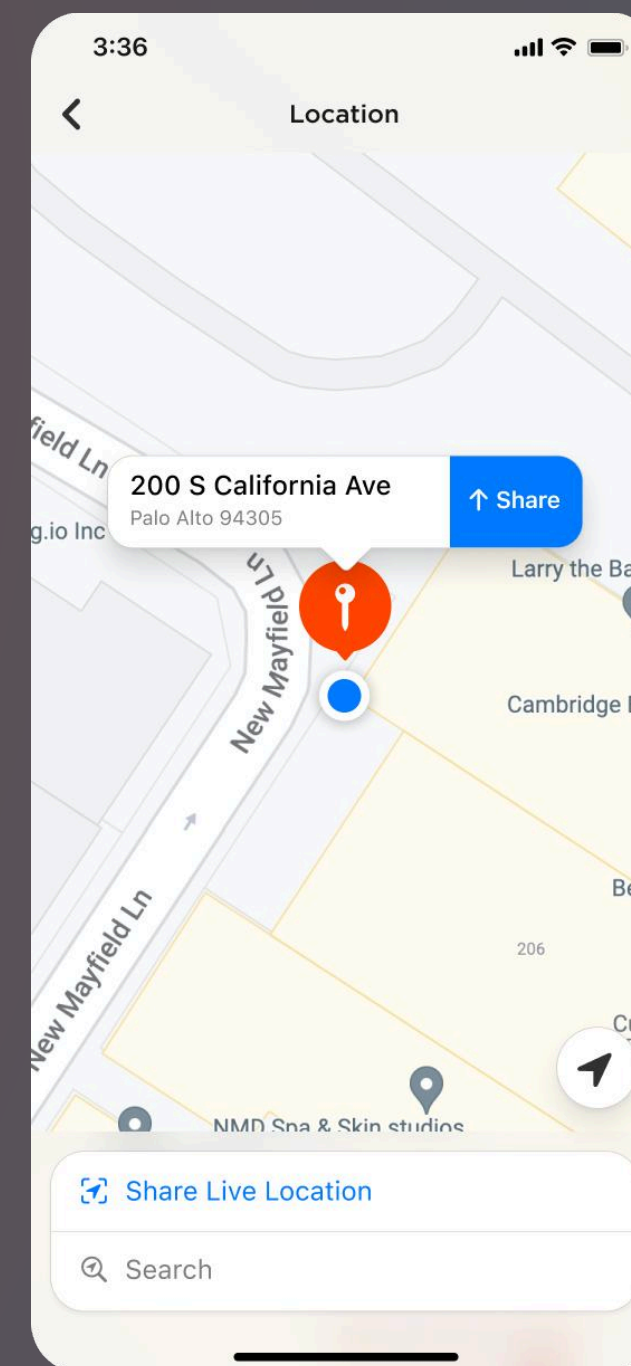
Read Receipts



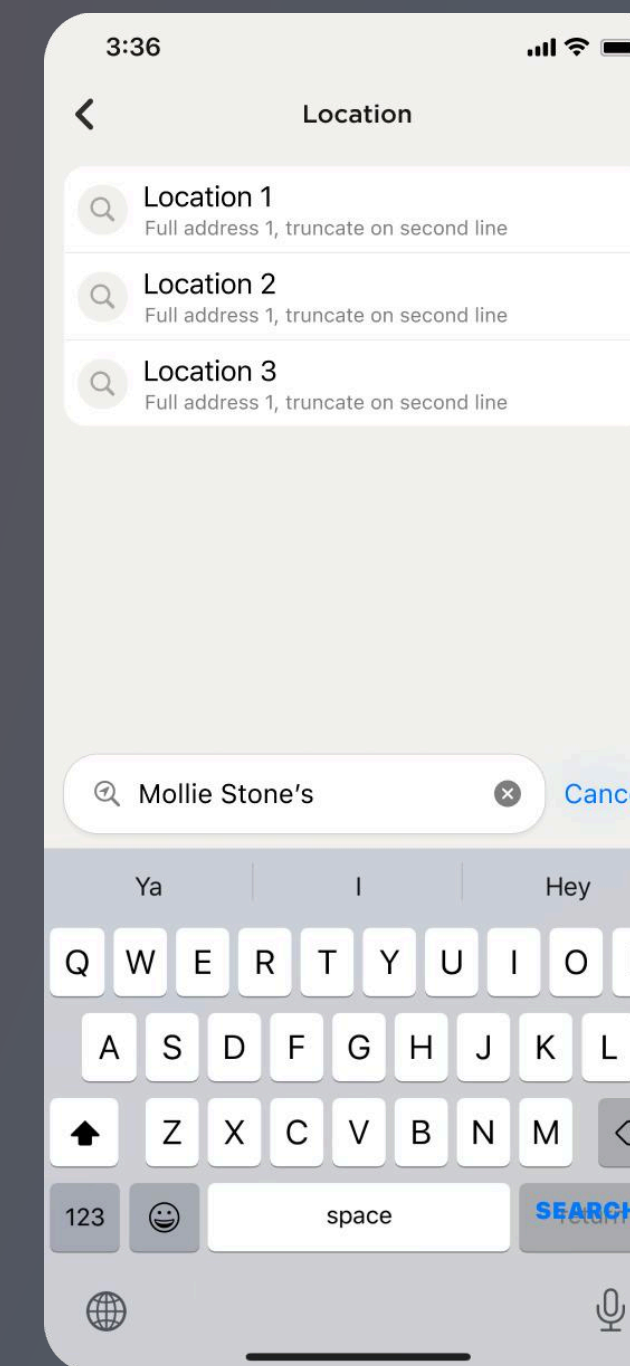
Polls



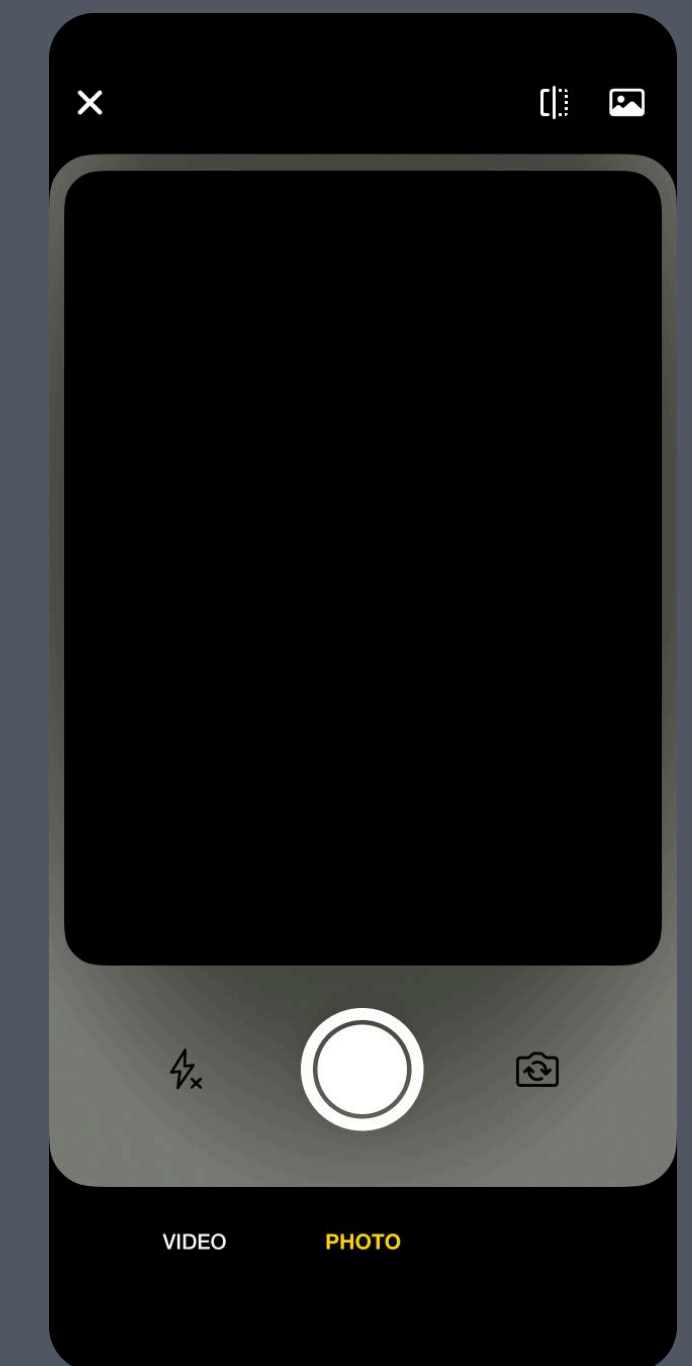
Settings



Location Sharing

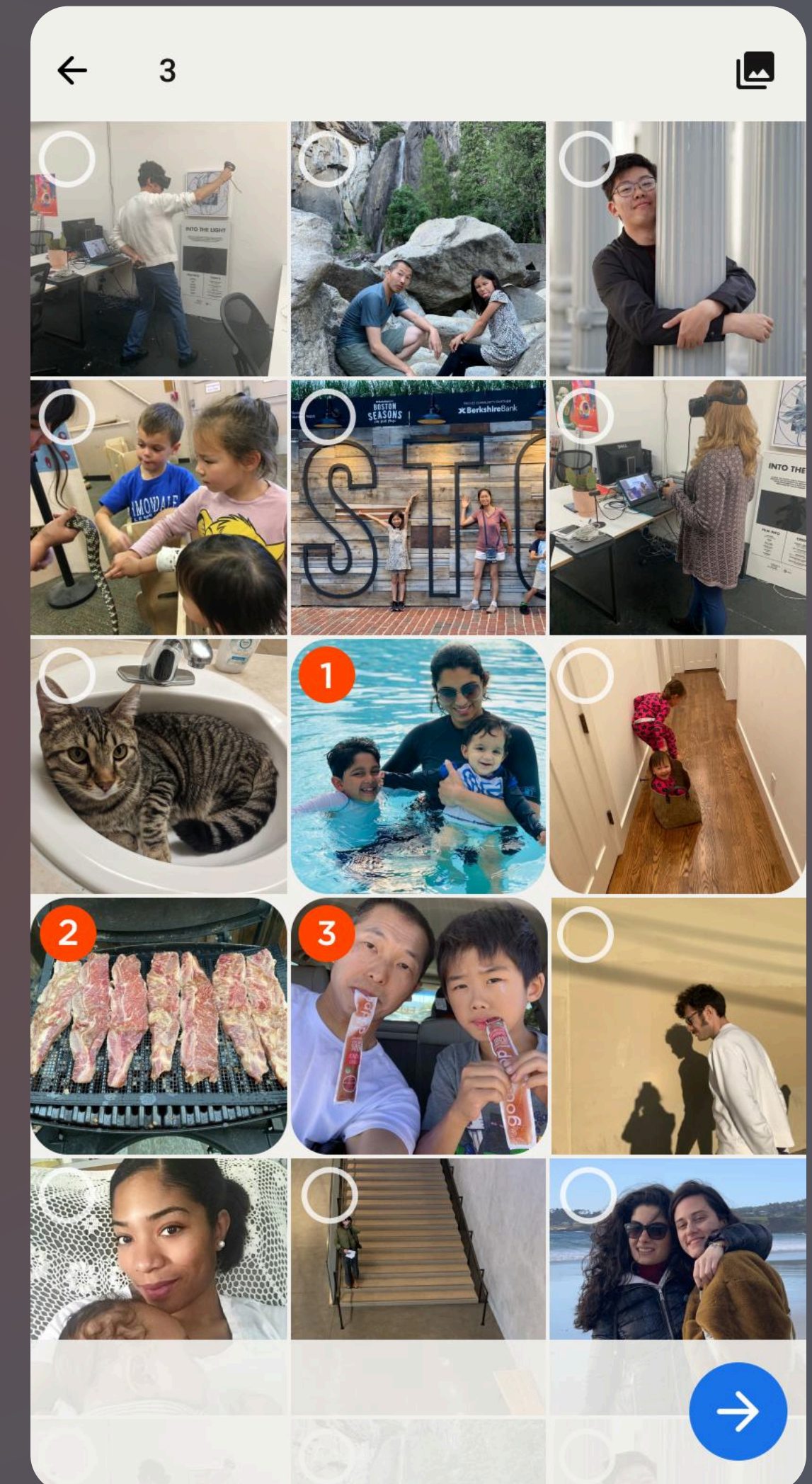
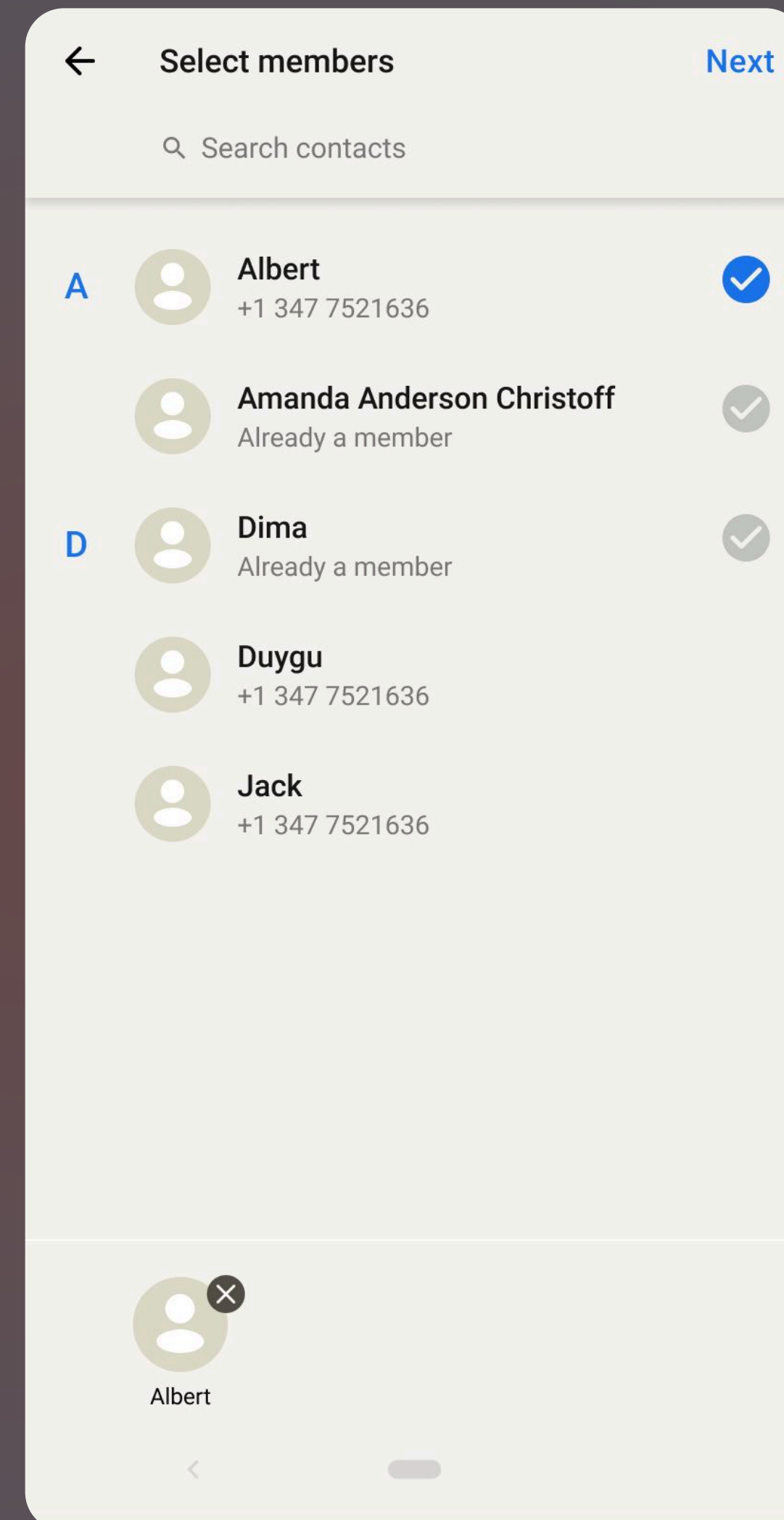
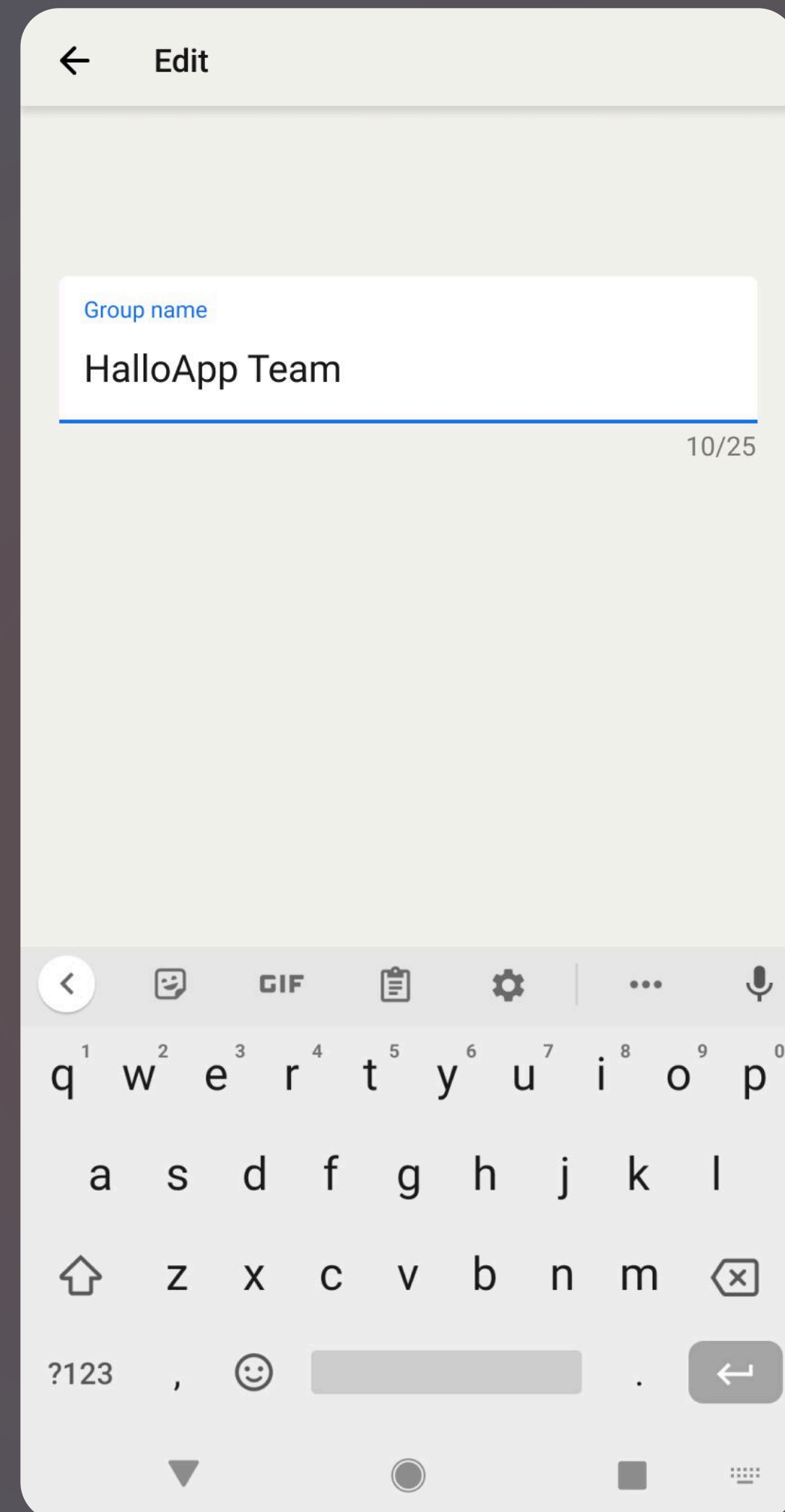
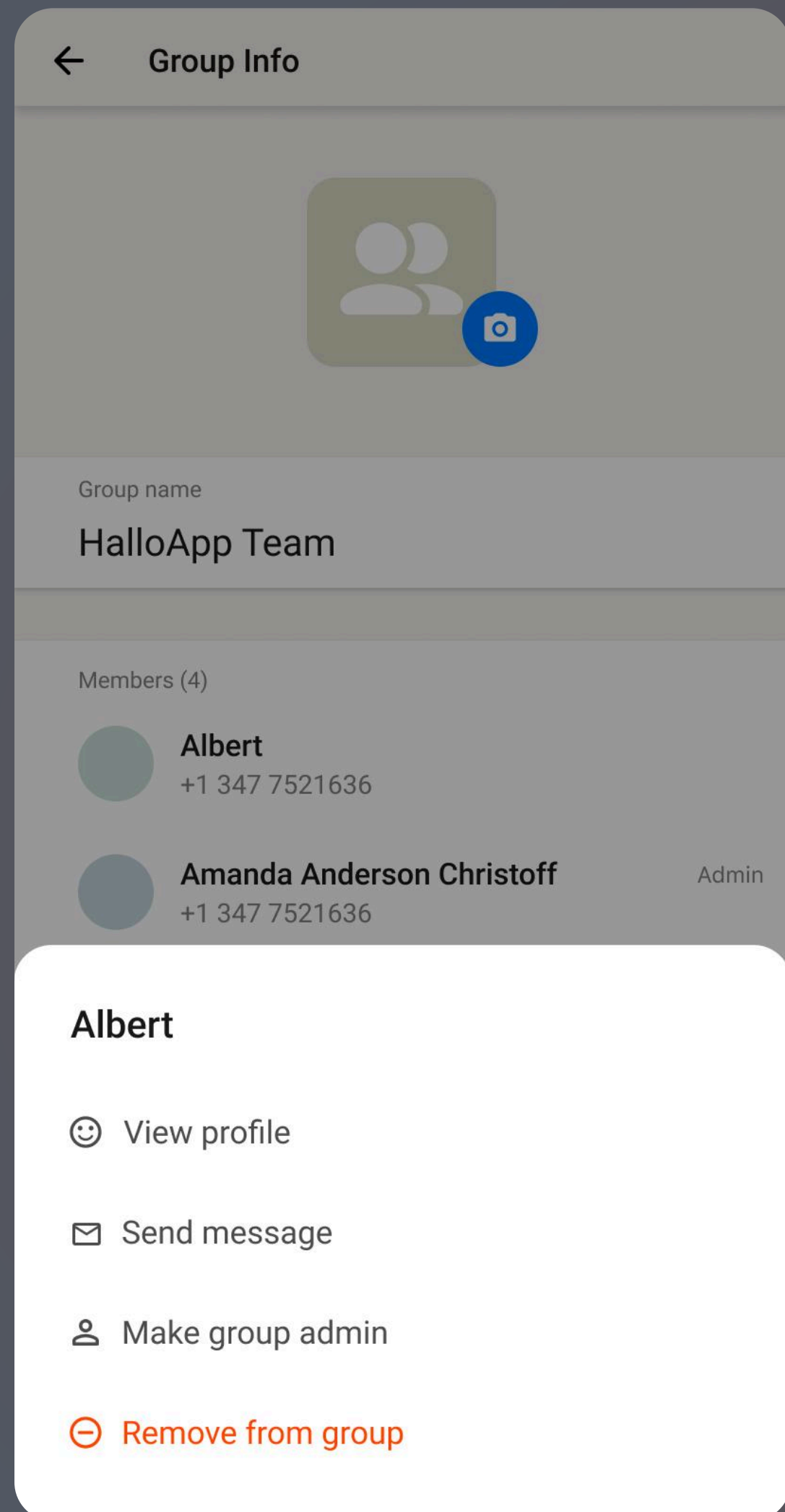


Location Search

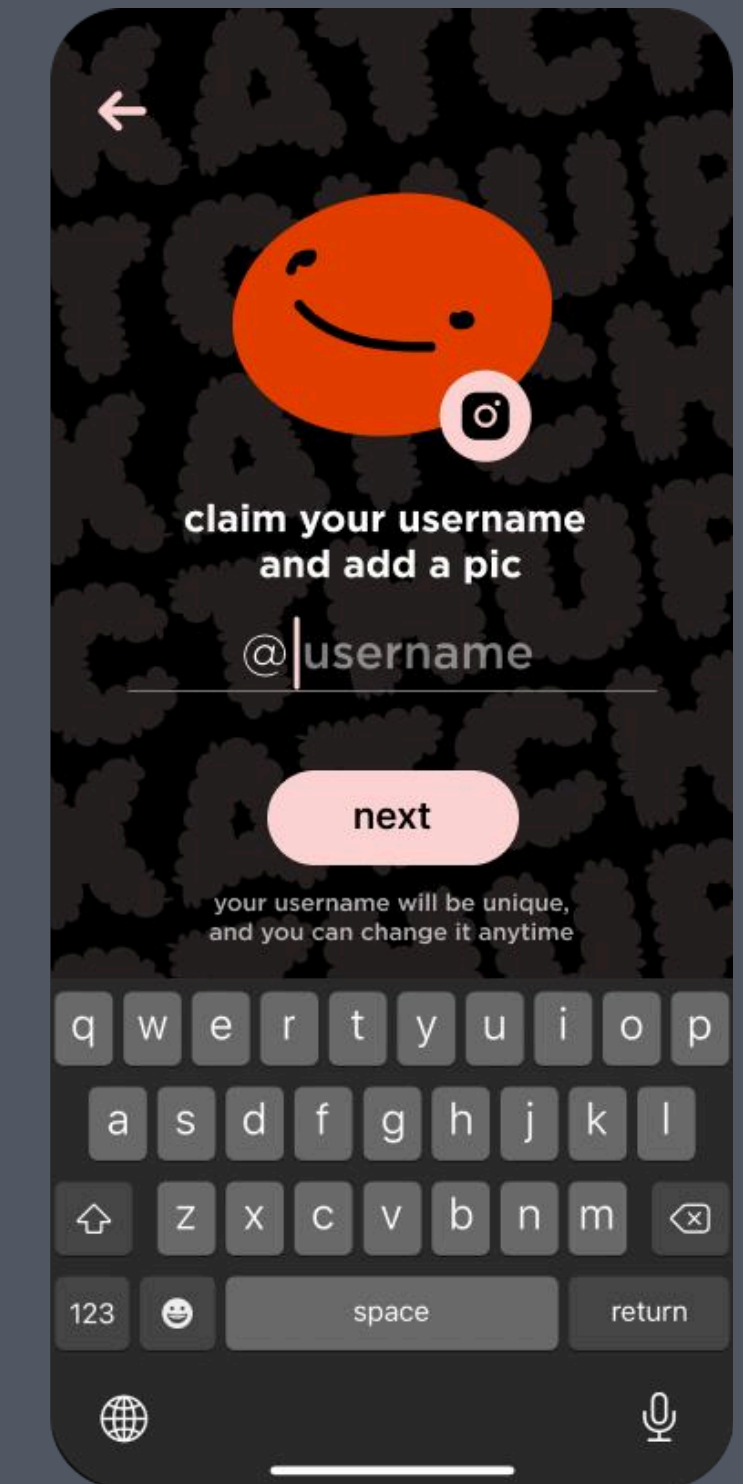
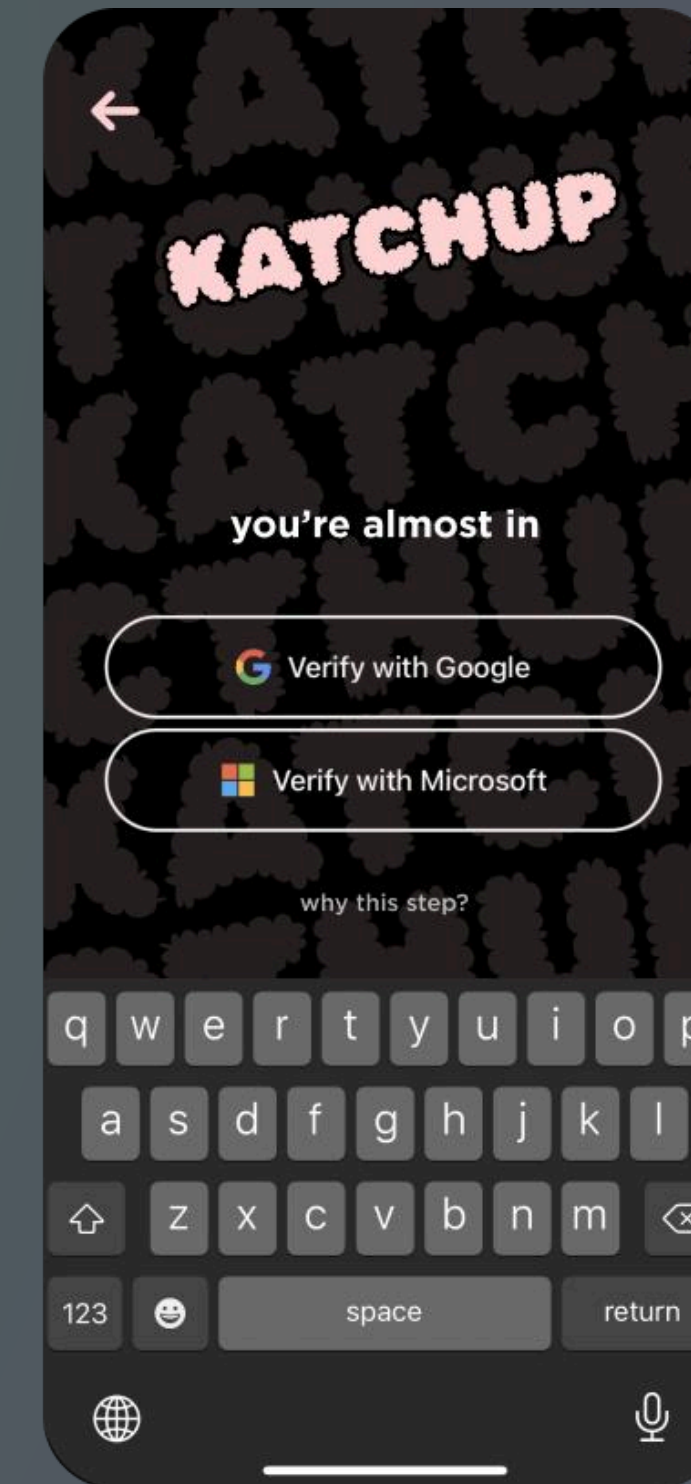
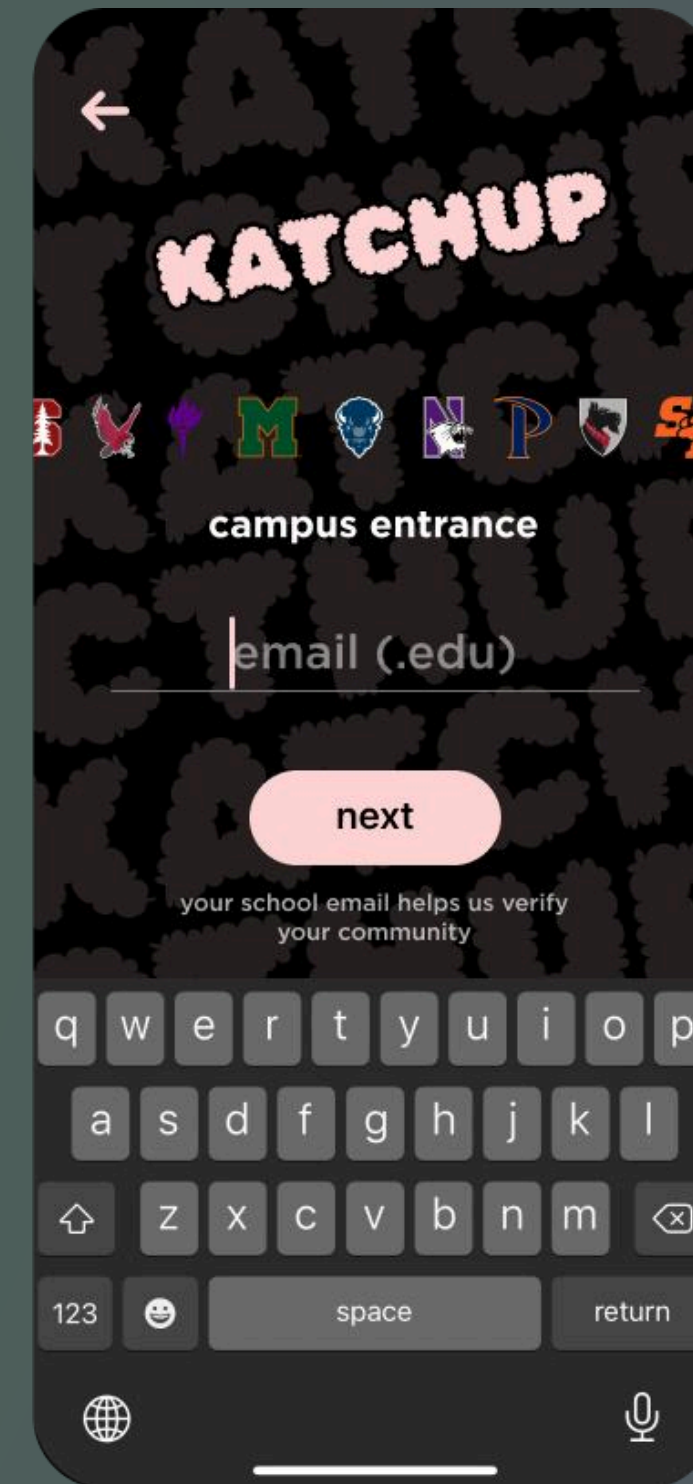


Camera

HalloApp on Android

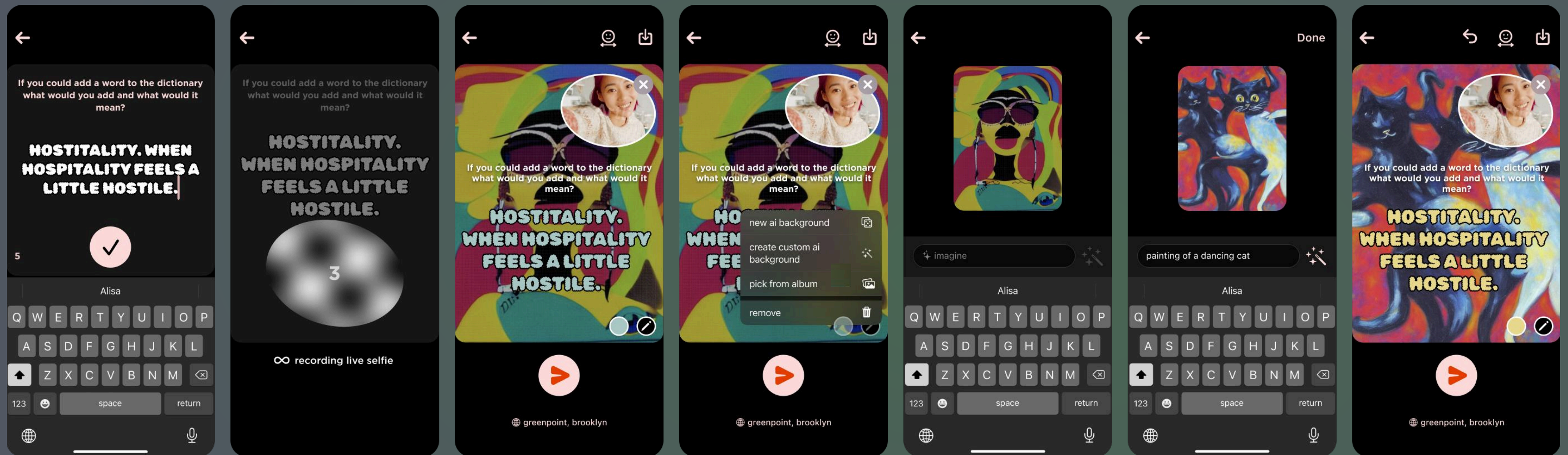


Katchup asks one question a day to bring campus together · Pitched feature, led design.



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.



Katchup Navigation

find people →

suggestions following followers

contacts on katchup

- alisa k @pffsure · 9 mutuals follow
- muharrem @balkandemigod · 10 mutu... follow
- emma tran @kaandogusoy · 1 mutual follow

see more

friends of friends

- murali balusu @murali · 9 mutuals follow
- bob daniels @bdaniels · 10 mutuals follow
- tolu @totototo · 1 mutual follow

see more

invite to katchup

- duygu daniels 8 contacts on katchup invite
- muharrem 1 contact on katchup invite
- kaan dogusoy invite

see more

KATCHUP

pings following for you

today's katchup: "worst tinder opener 😬" unlock responses

neslihan replied: @duyguuu exactly. I change as... now

corrado followed you 1:08pm follow back

emma reacted: wow 1:08pm

duydef13 welcome to katchup! 🍷🔥 add a profile pic

KATCHUP

pings following for you

new from corrado

view 🍷

nandini 5:04pm · palo alto, ca

If you could add a word to the dictionary what would you add and what would it mean?

HOSTITALITY. WHEN HOSPITALITY FEELS A LITTLE HOSTILE.

19 2

KATCHUP

pings following for you

today

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| sun | mon | tue | wed | thu | fri | sat |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |

cindere11a 5:04pm · ridgewood, queens · follow

what's one super power you WOULDN'T want

LASER EYES

19 2

chat or video react

KATCHUP

pings following for you

november 21

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| sun | mon | tue | wed | thu | fri | sat |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

najma pepperdine nov 21 · greenpoint, brooklyn · follow

your day so far in emojis

19 2

defneeeee @defne

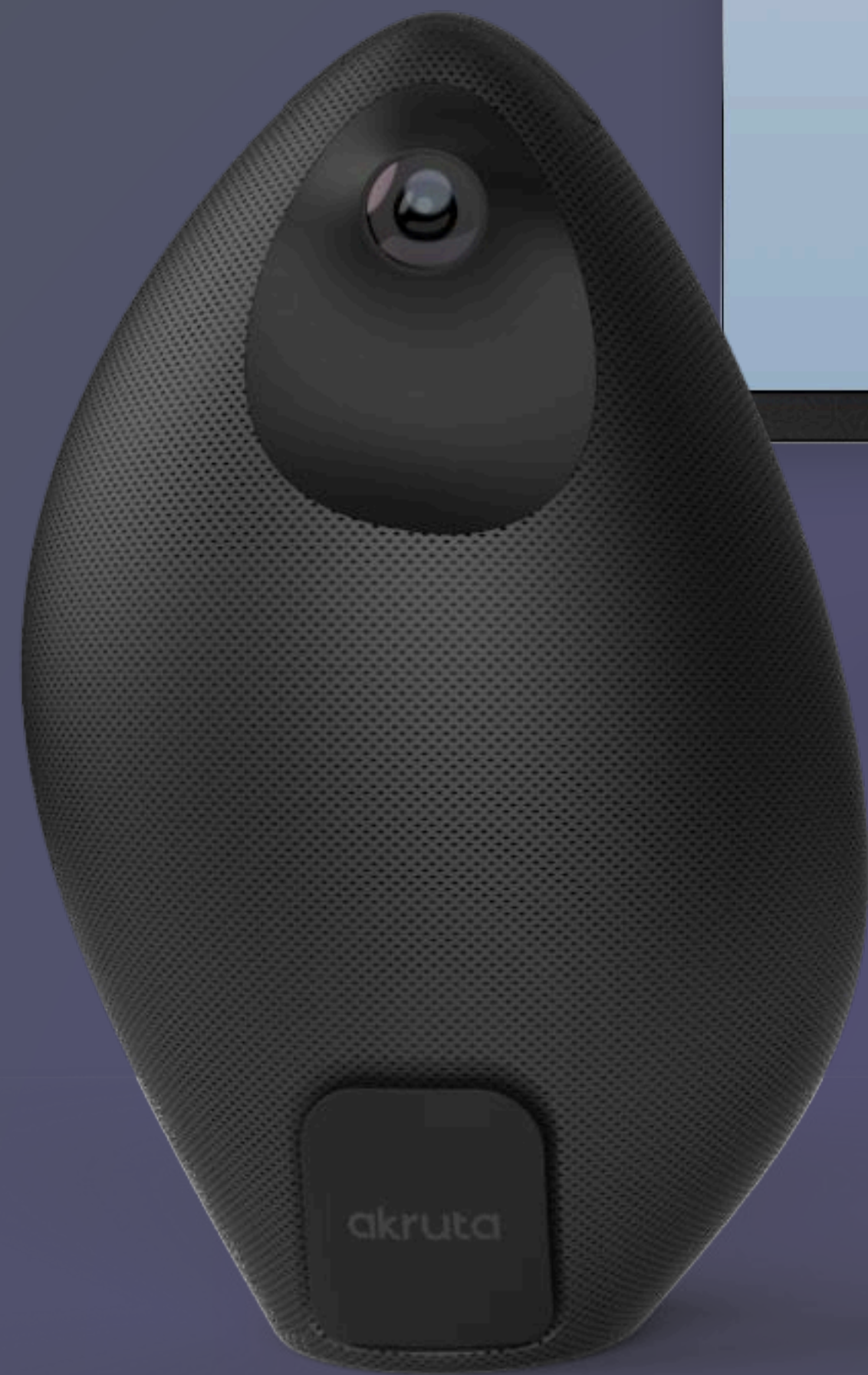
not you trying to tell me what to do 🙄

my calendar

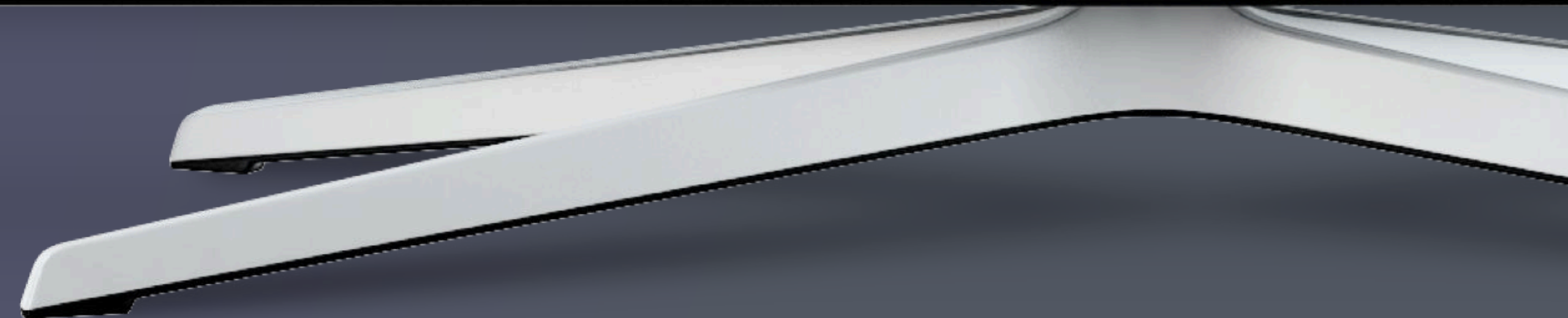
oct 29 nov 7 nov 15 nov 19

Katchup's Free Stuff Map helps students find free food, gear, and furniture on campus. Students unlock the map by contributing data.





SAMSUNG



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

Akruta (Avo) Personas

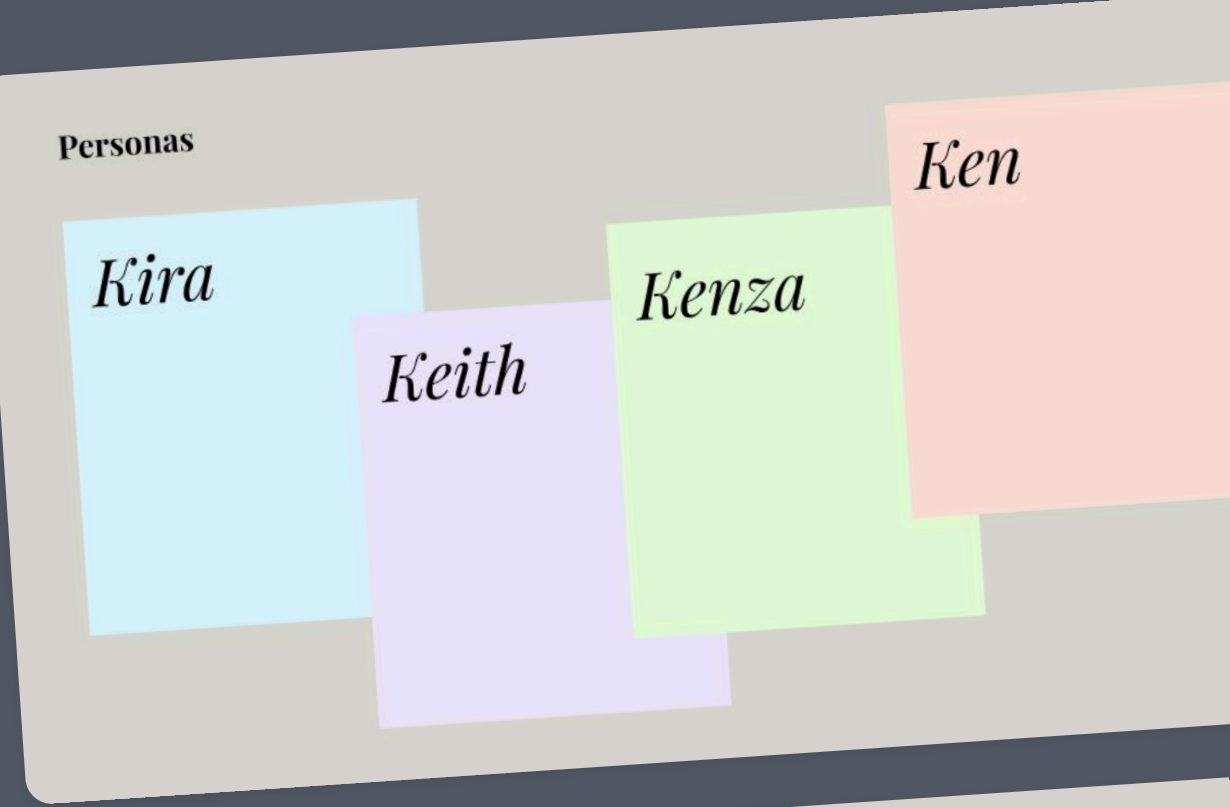
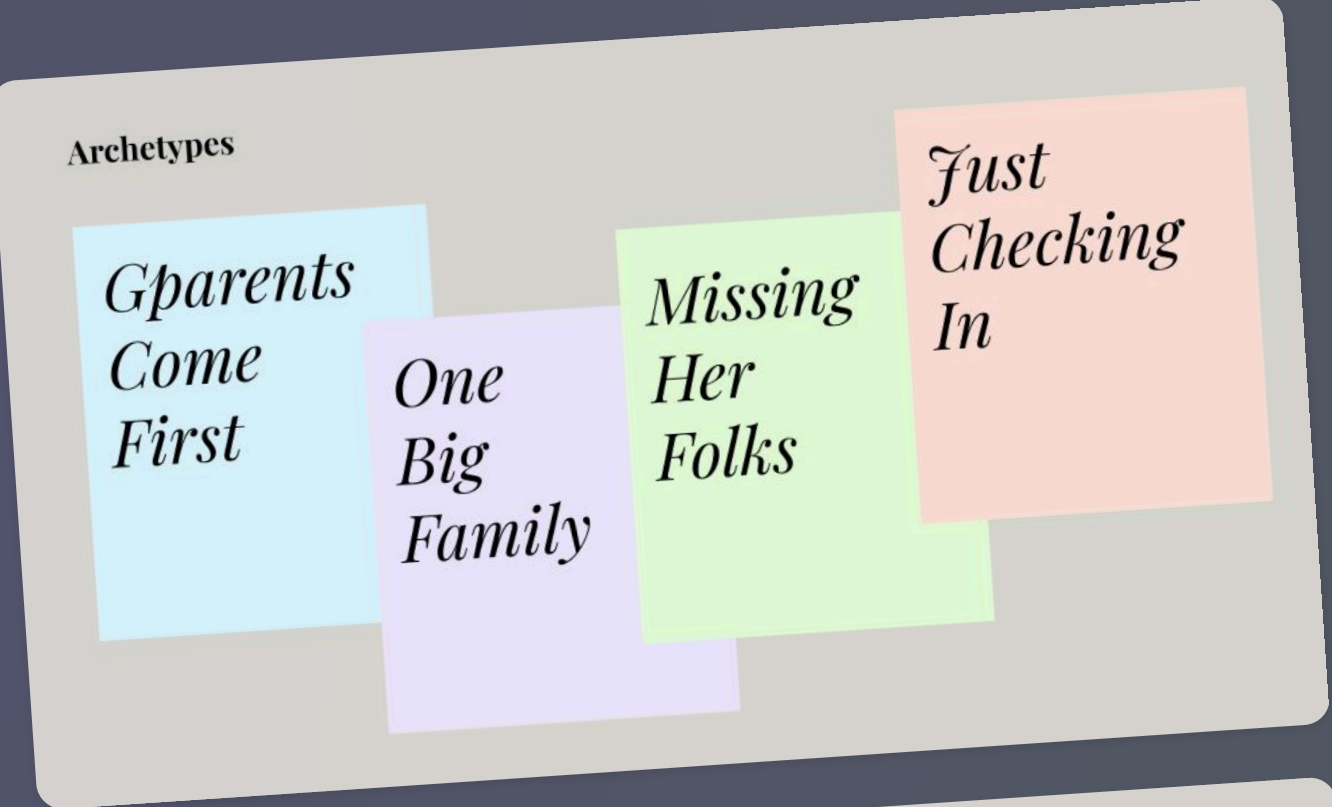
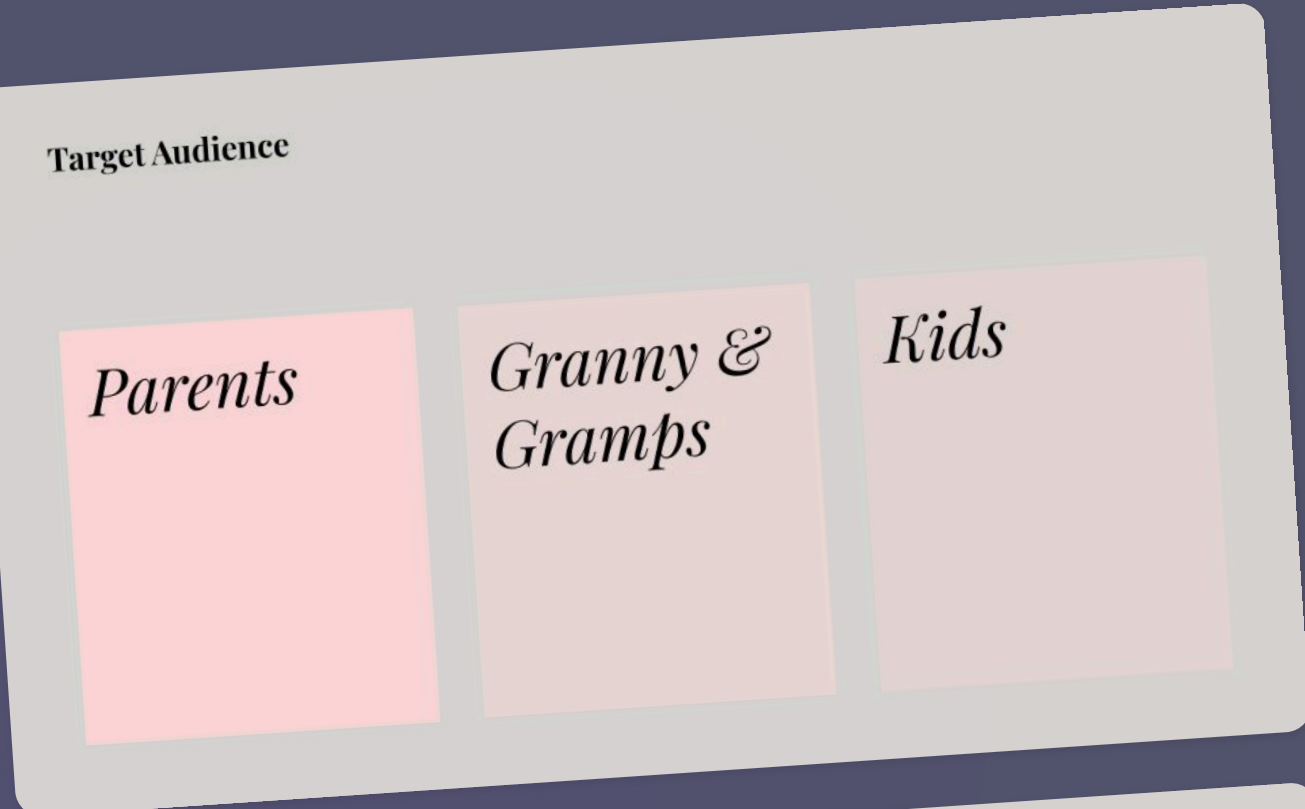
Questions

What is the primary motivator behind the purchase decision of all 4 personas?
 Connecting with family

What is the consequence of this purchase?
 To connect with extended family, friends and long-distance partners.

When is this network of family & friends established, growth opportunities?
 Family group calls, Family group chat, Moments (active/passive), Family collective consciousness hosting (Family archives, children's artwork archive)

What are the use cases?
 Content creation/media tools, Collaboration, Training, Teaching, MOOCs, Performing, Co-watching, Co-playing, Medicine, Shopping, Concierge



Target Buyers

Moms
 Curious 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 more)
Location: Urban, Suburban, Abroad

Persona Kira

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

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

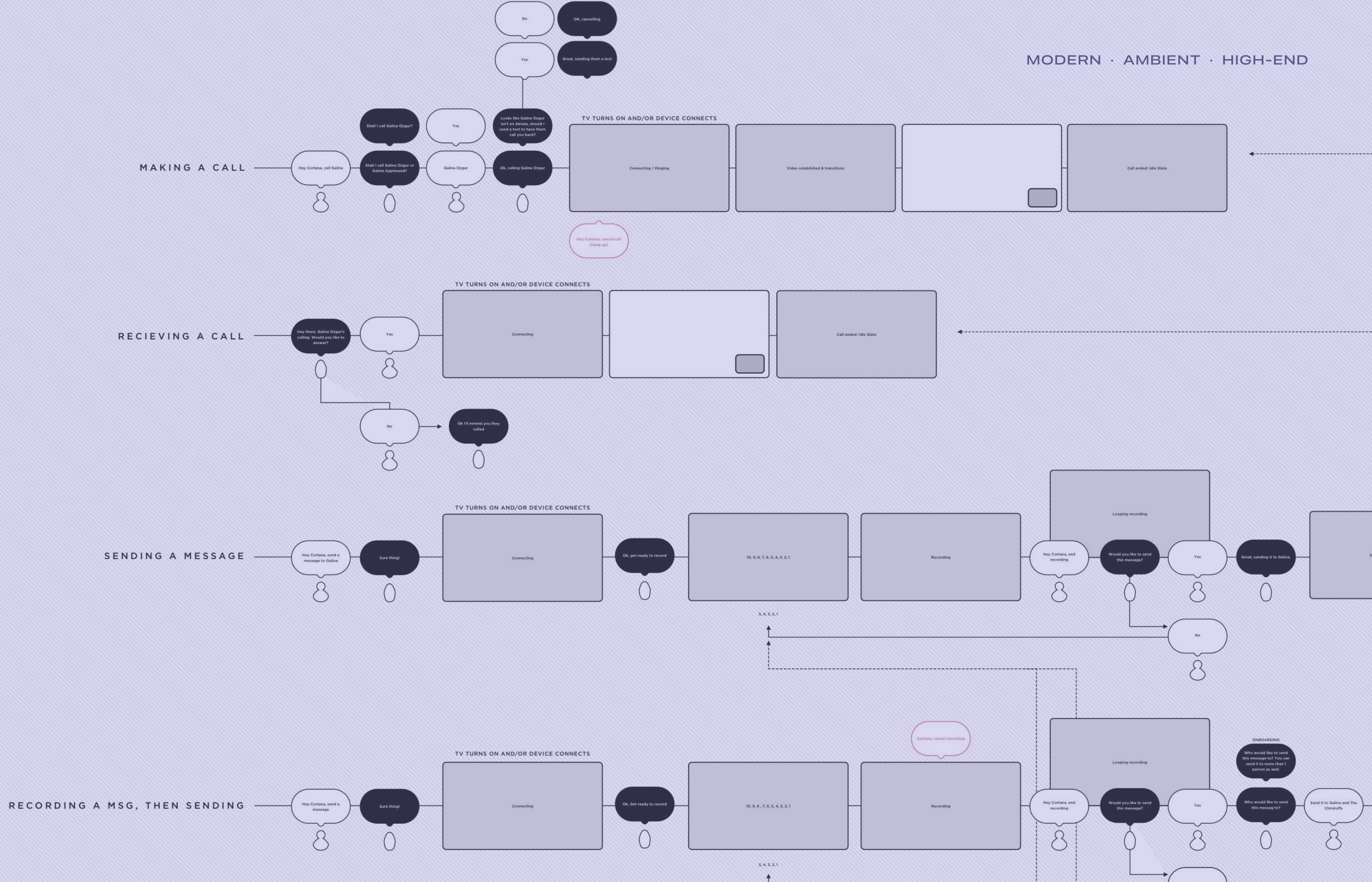
One Big Family Keith's Archetype

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.

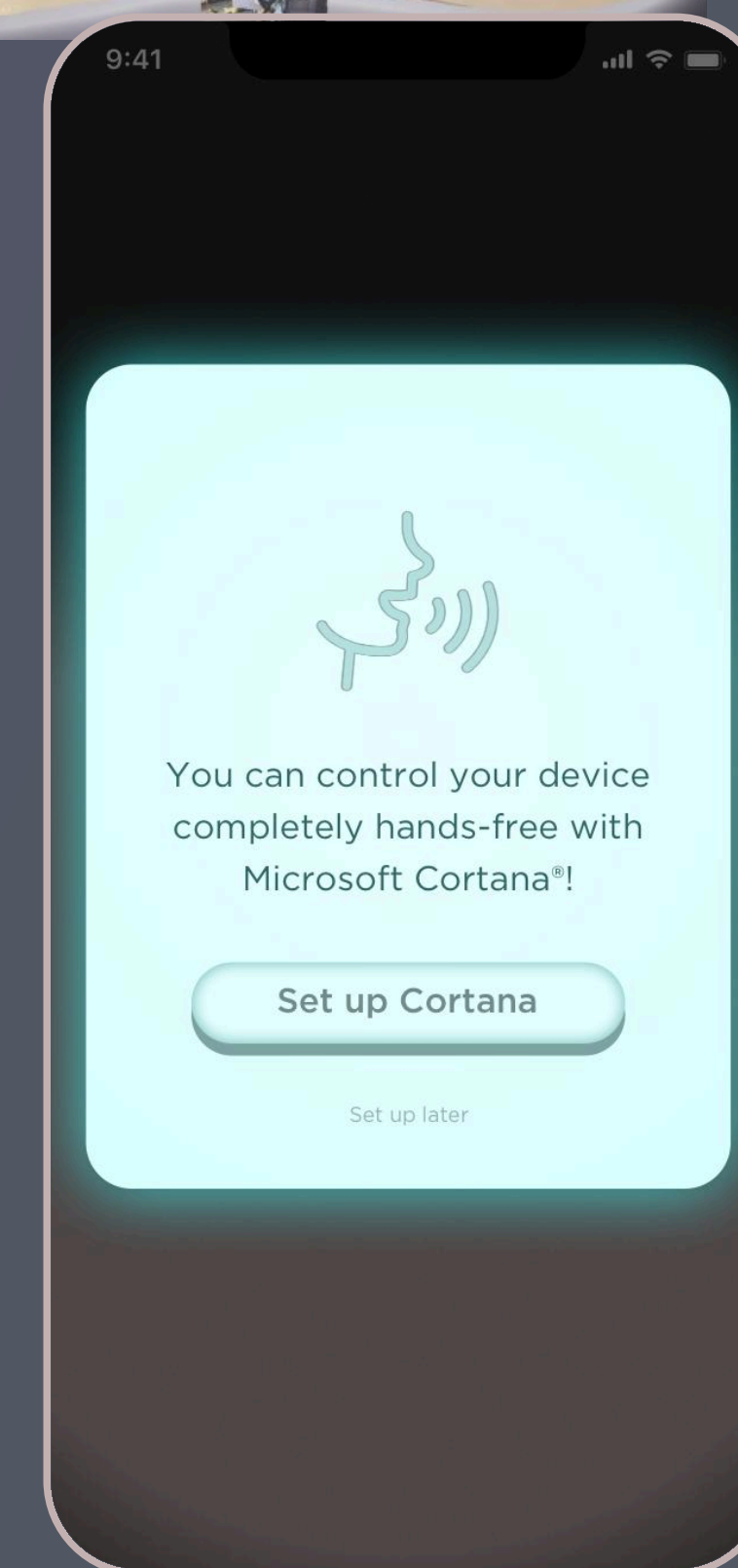
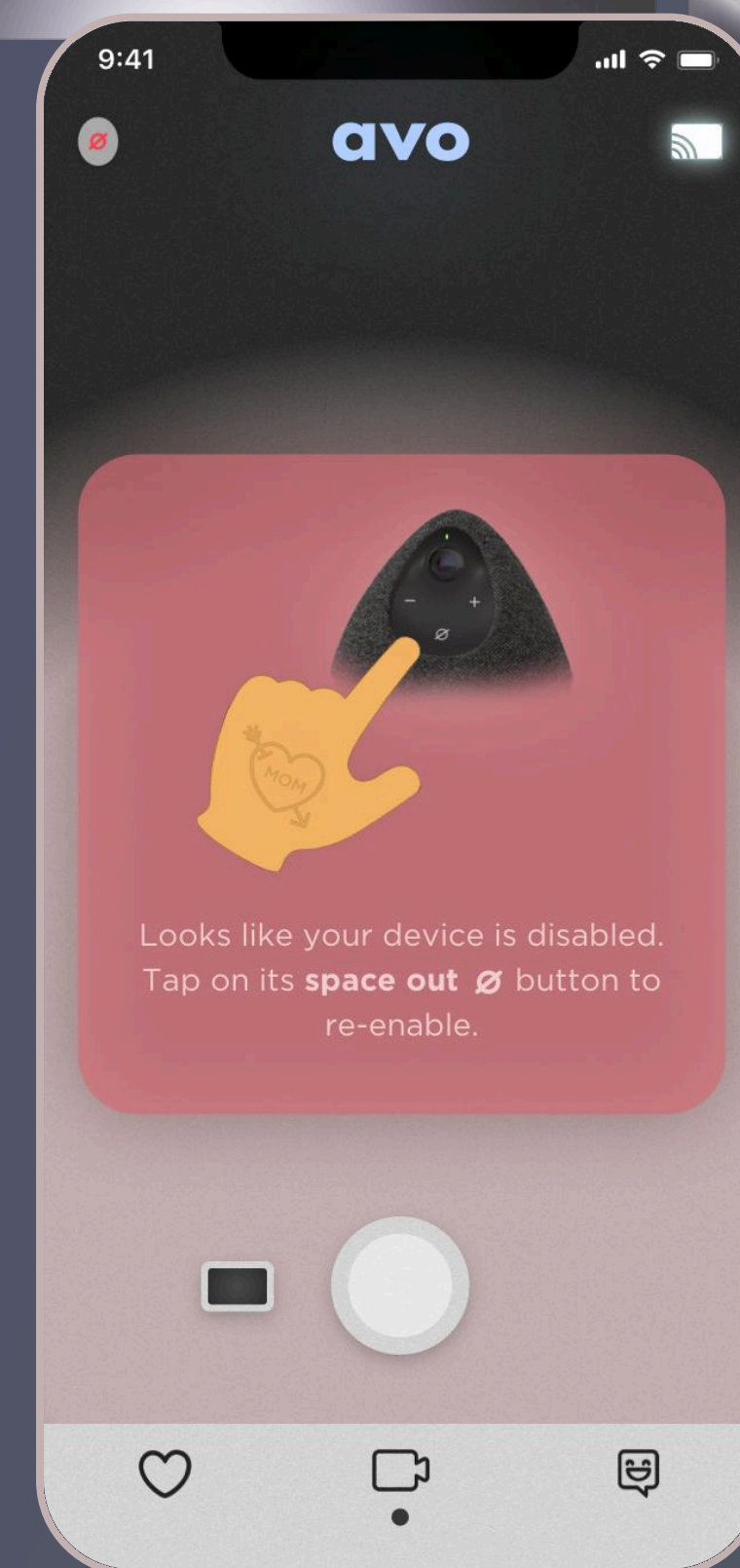
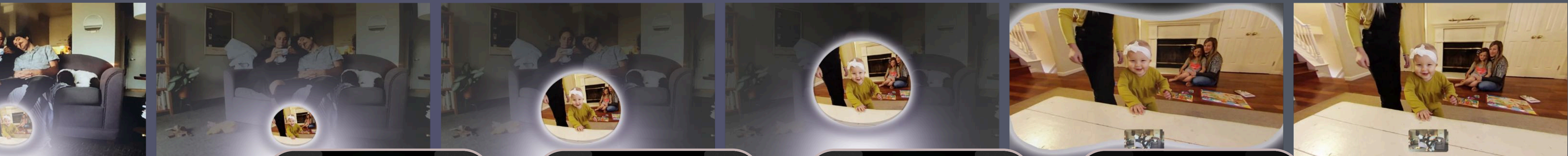
Needs & Pain Points Keith and his wife come from big families and love joshing around during fun get-togethers. His wife's family lives abroad and speaks a different language. Keith wants to be able to be more playful with both families, connect more often and more casually.

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

Voice UI



Calls launch on TV. Touchpad on mobile controls camera during a multi-person call.



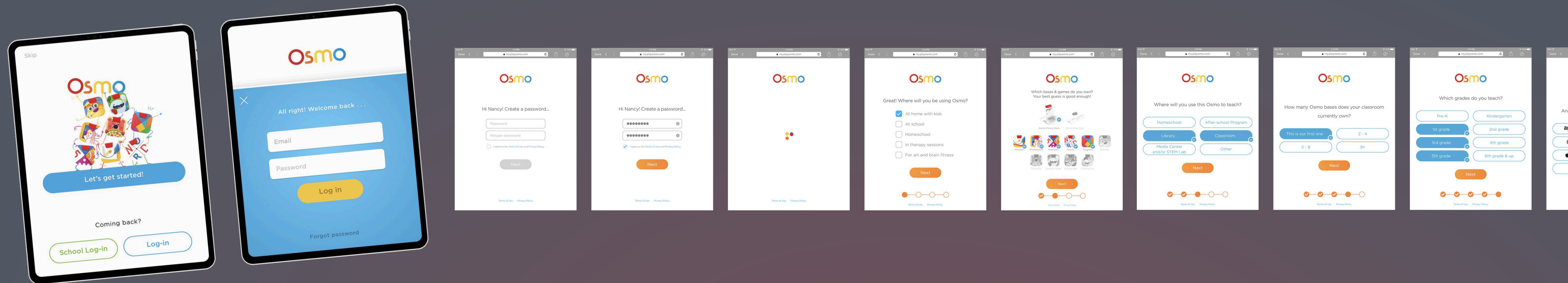
Akruta (Avo) Onboarding



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.



GOAL

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

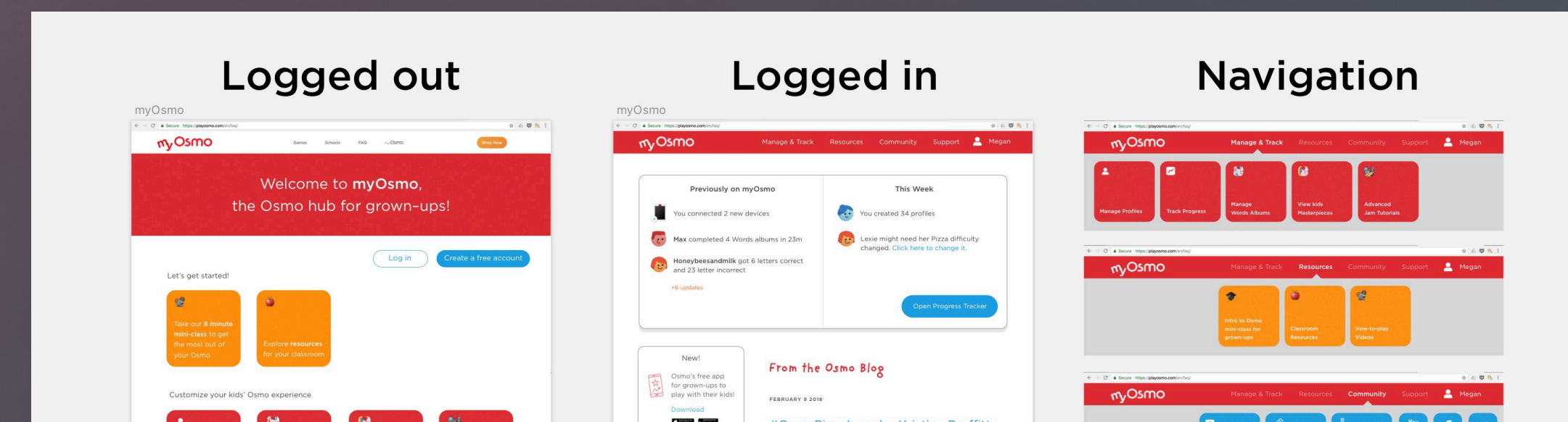
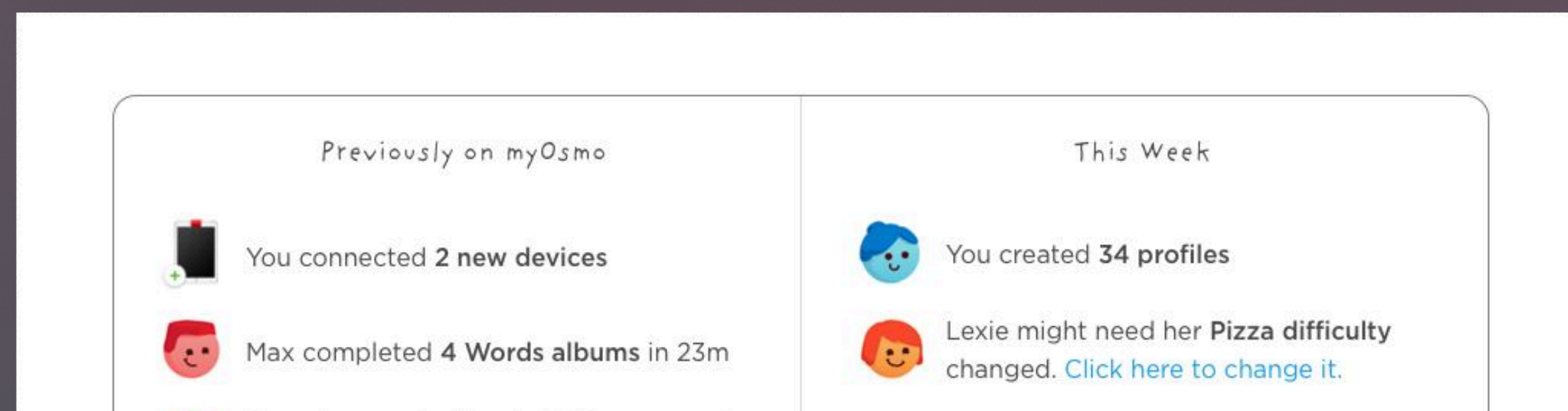
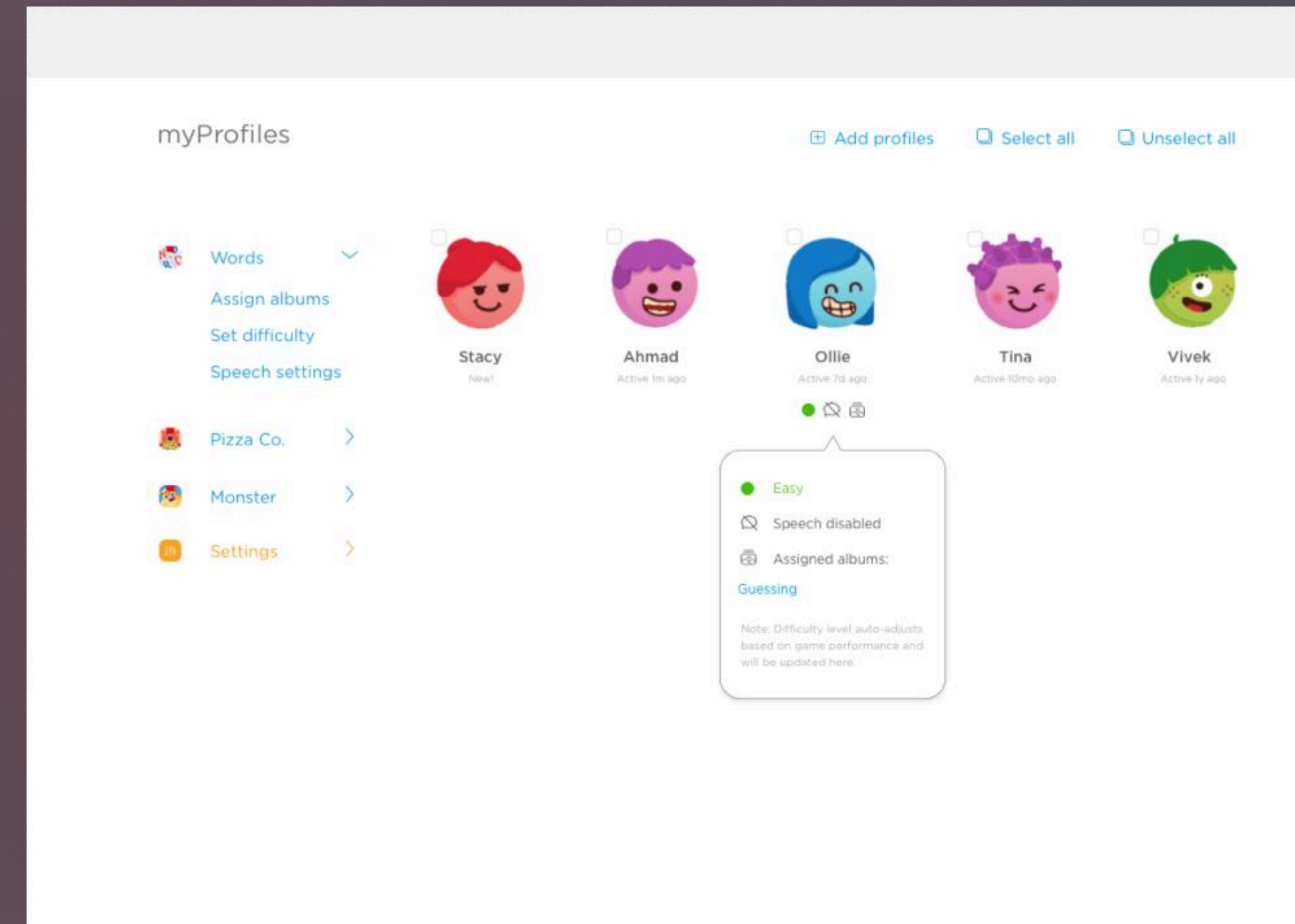
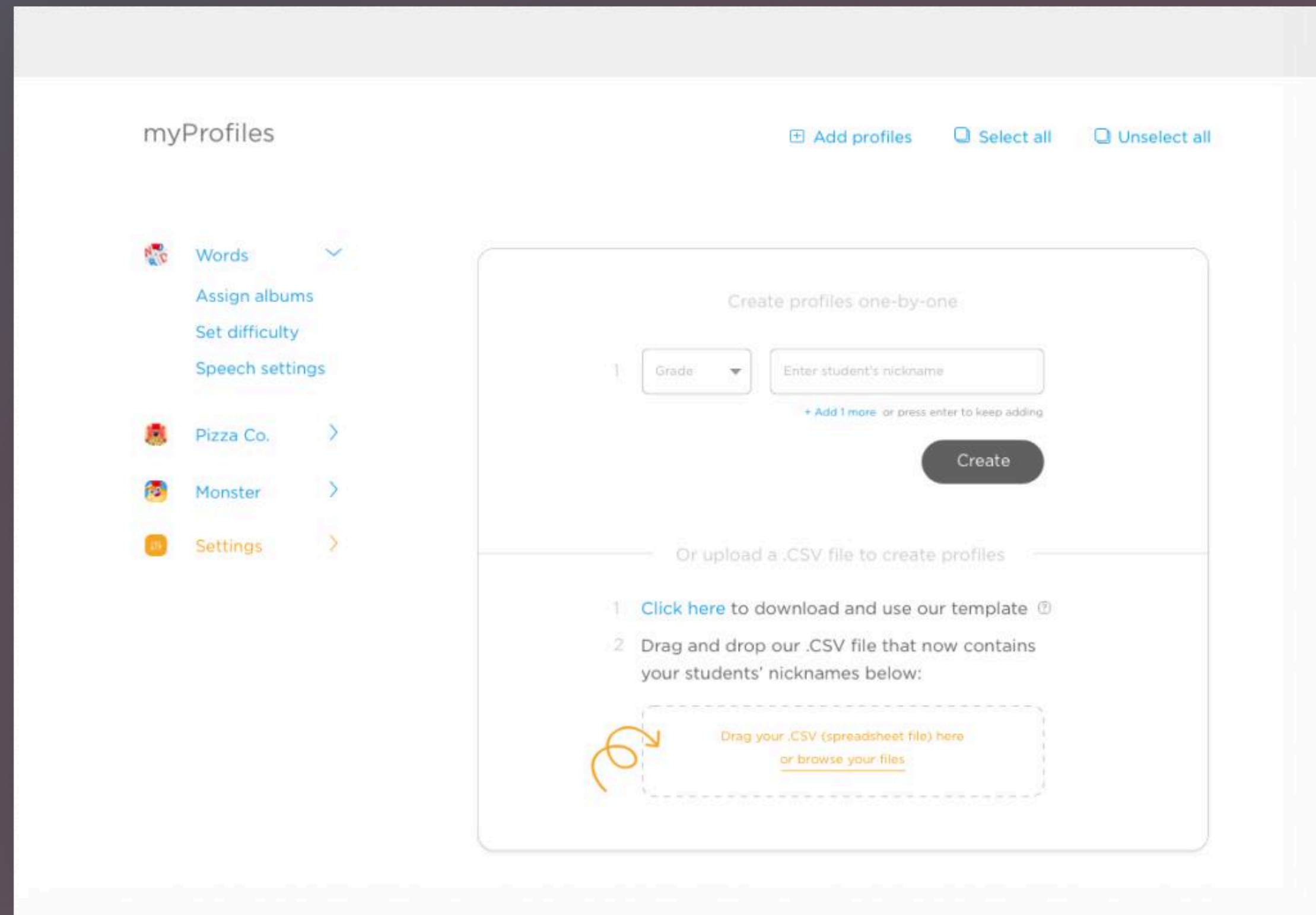
PROCESS

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





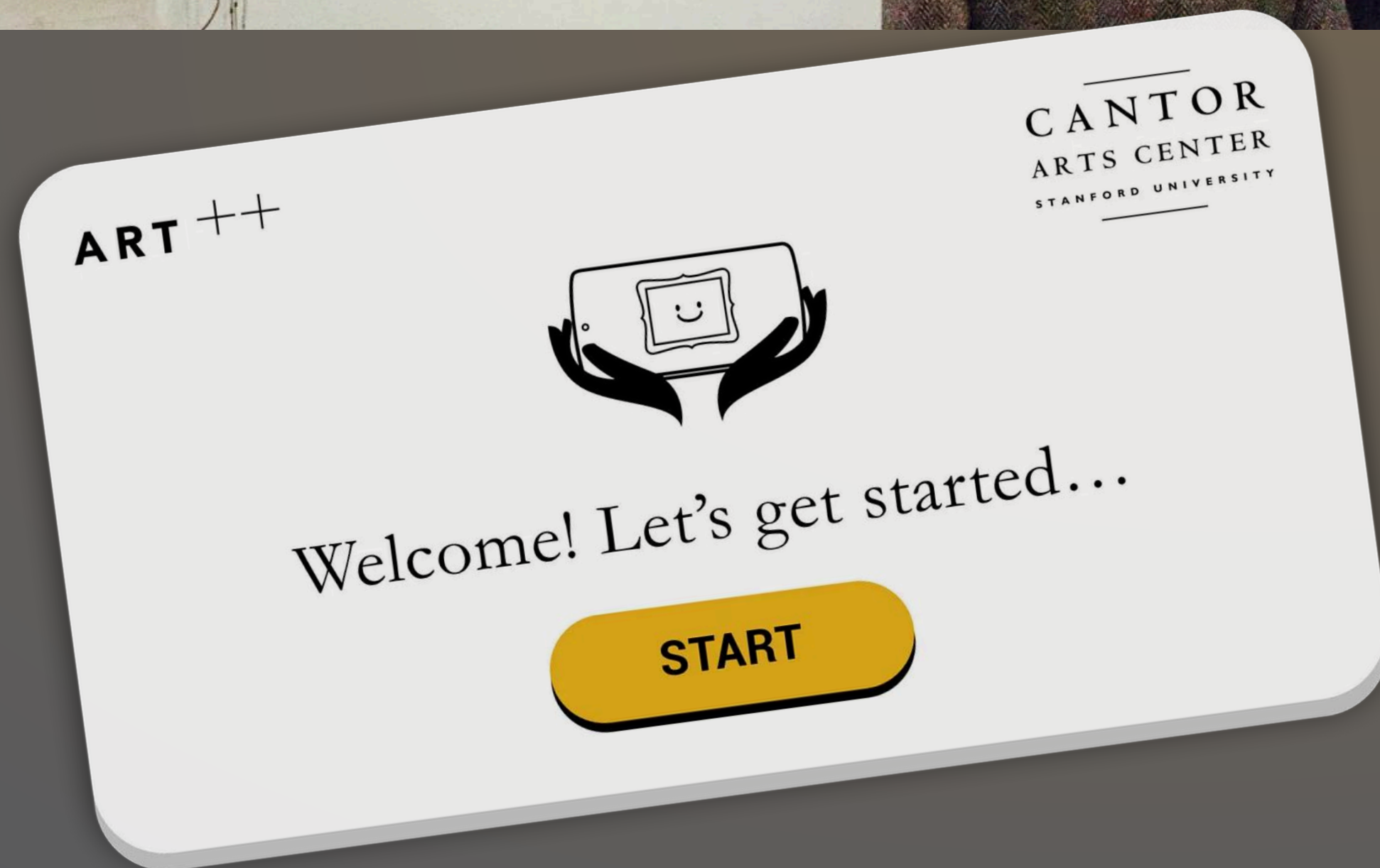
Art ++ The Stanford University art museum's first-ever Augmented Reality (AR) app and exhibit · Led Design

CLASSIC · TYPOGRAPHIC · LEGACY BRANDING

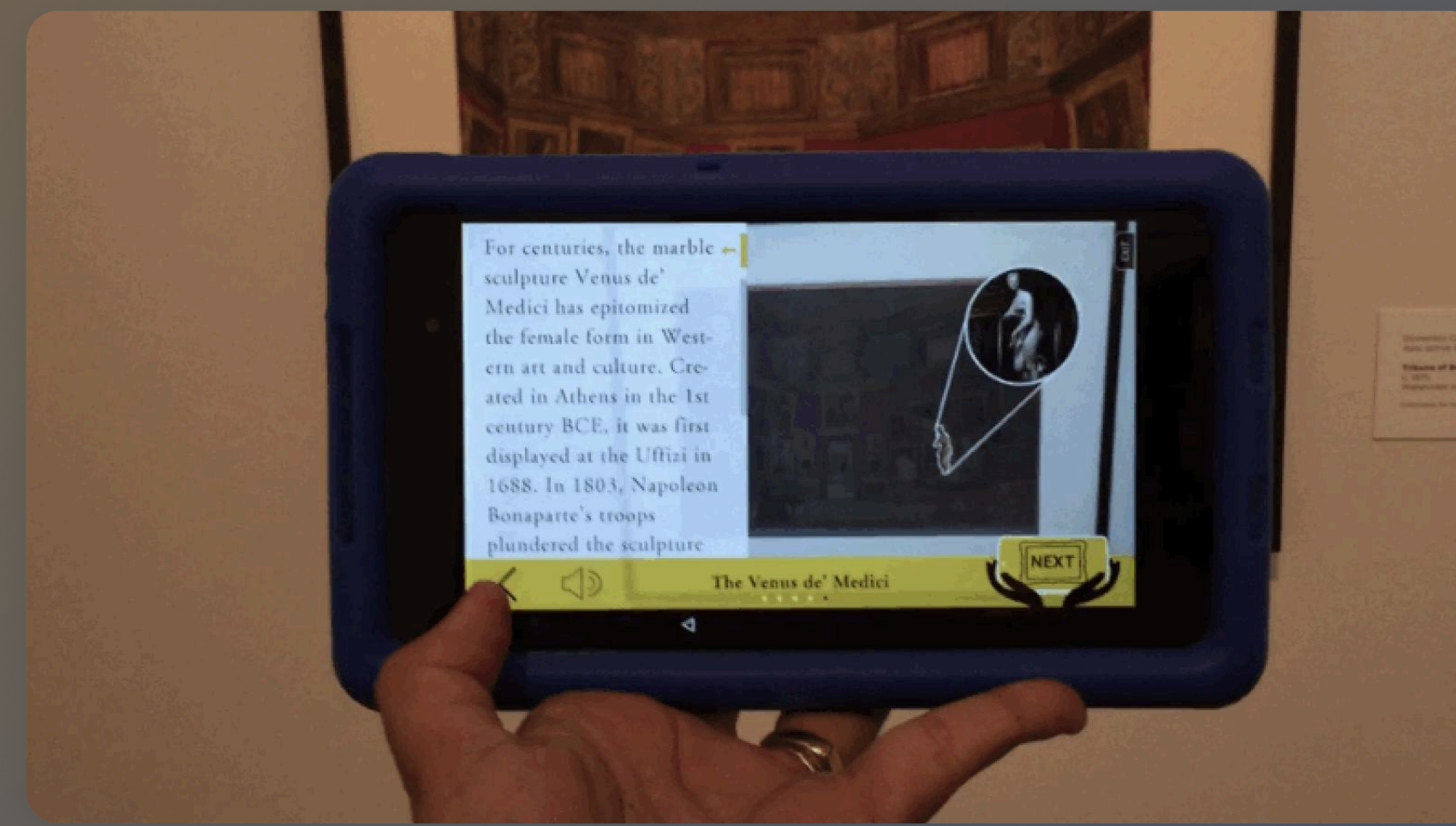
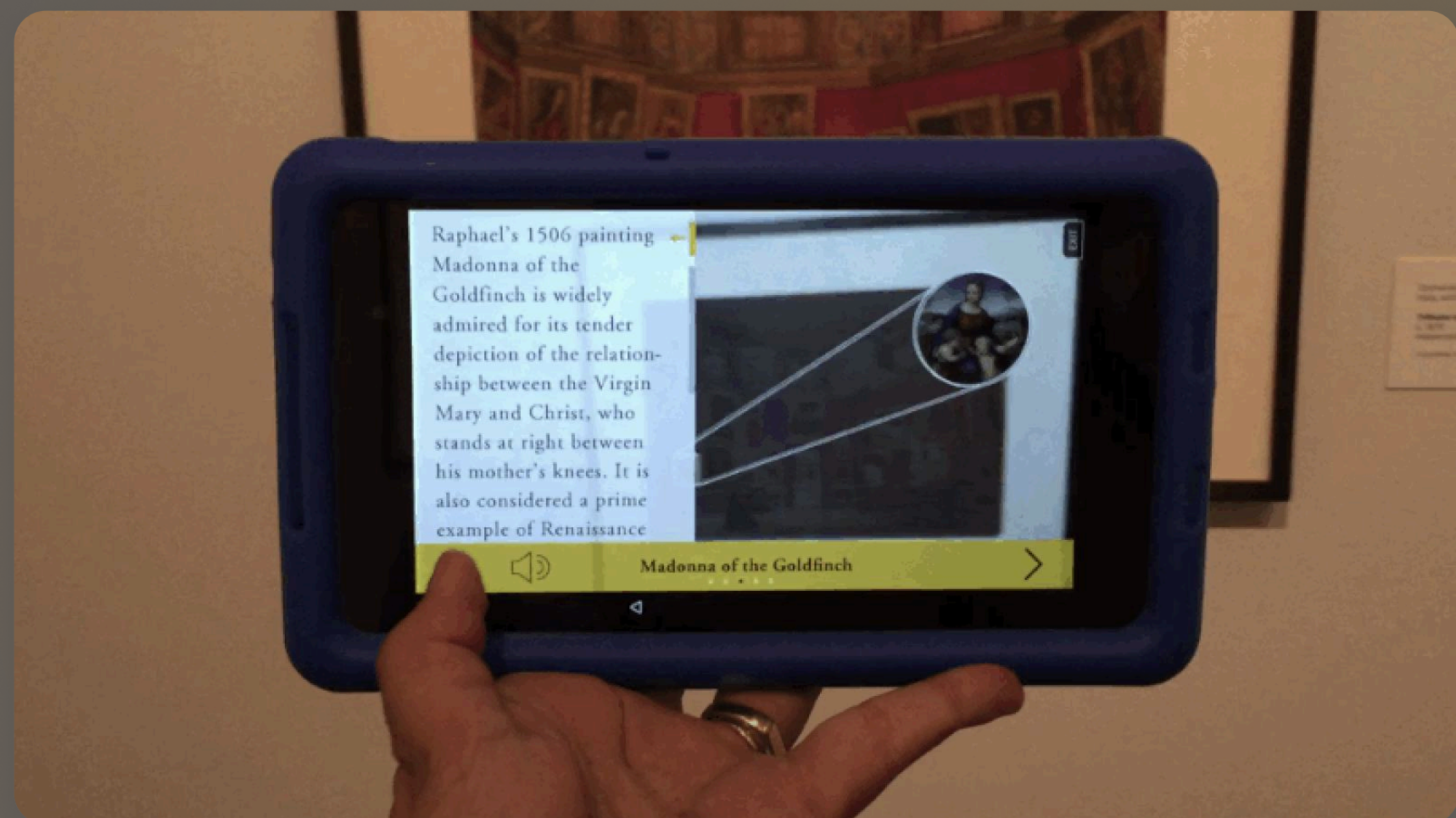
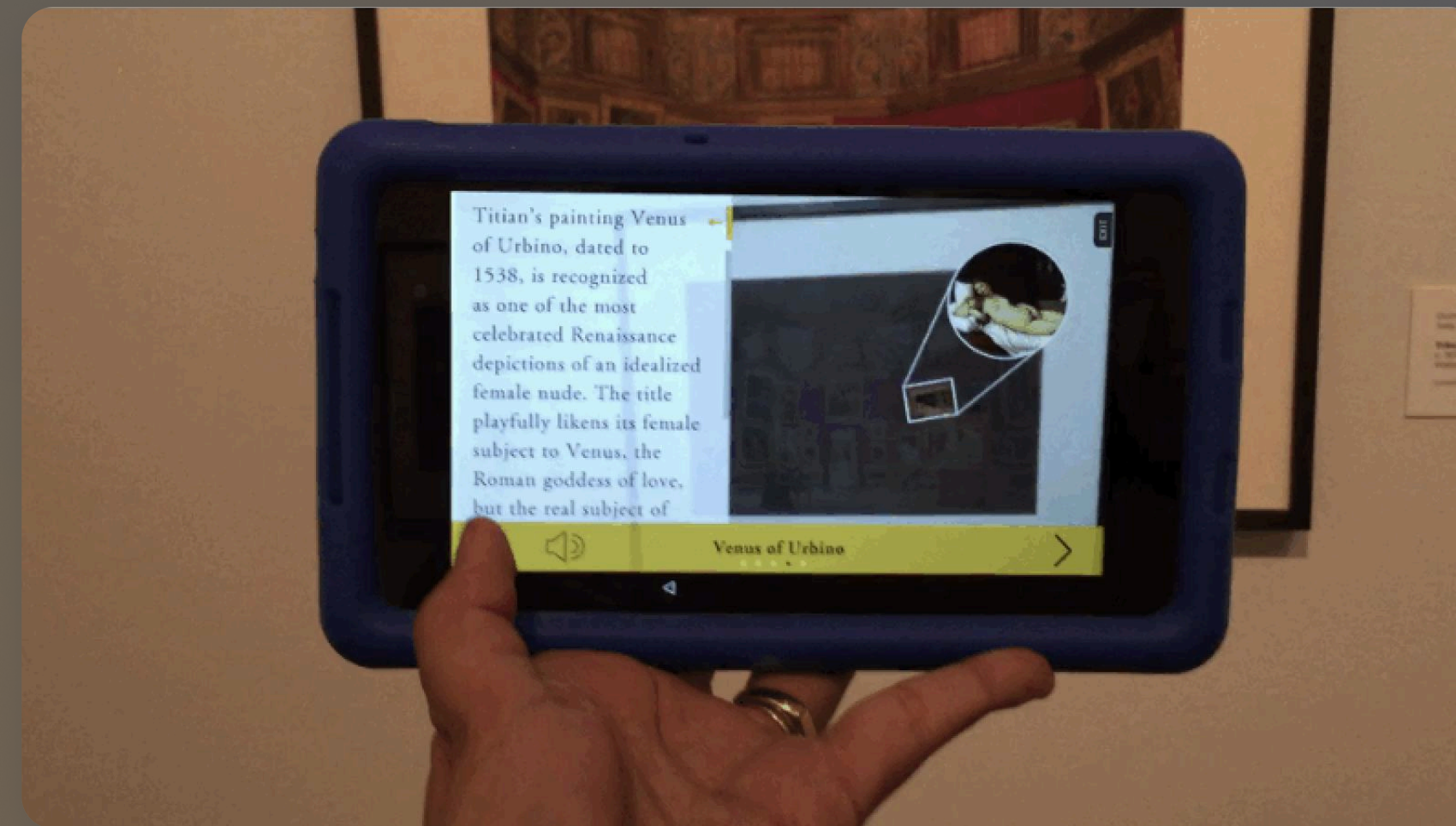
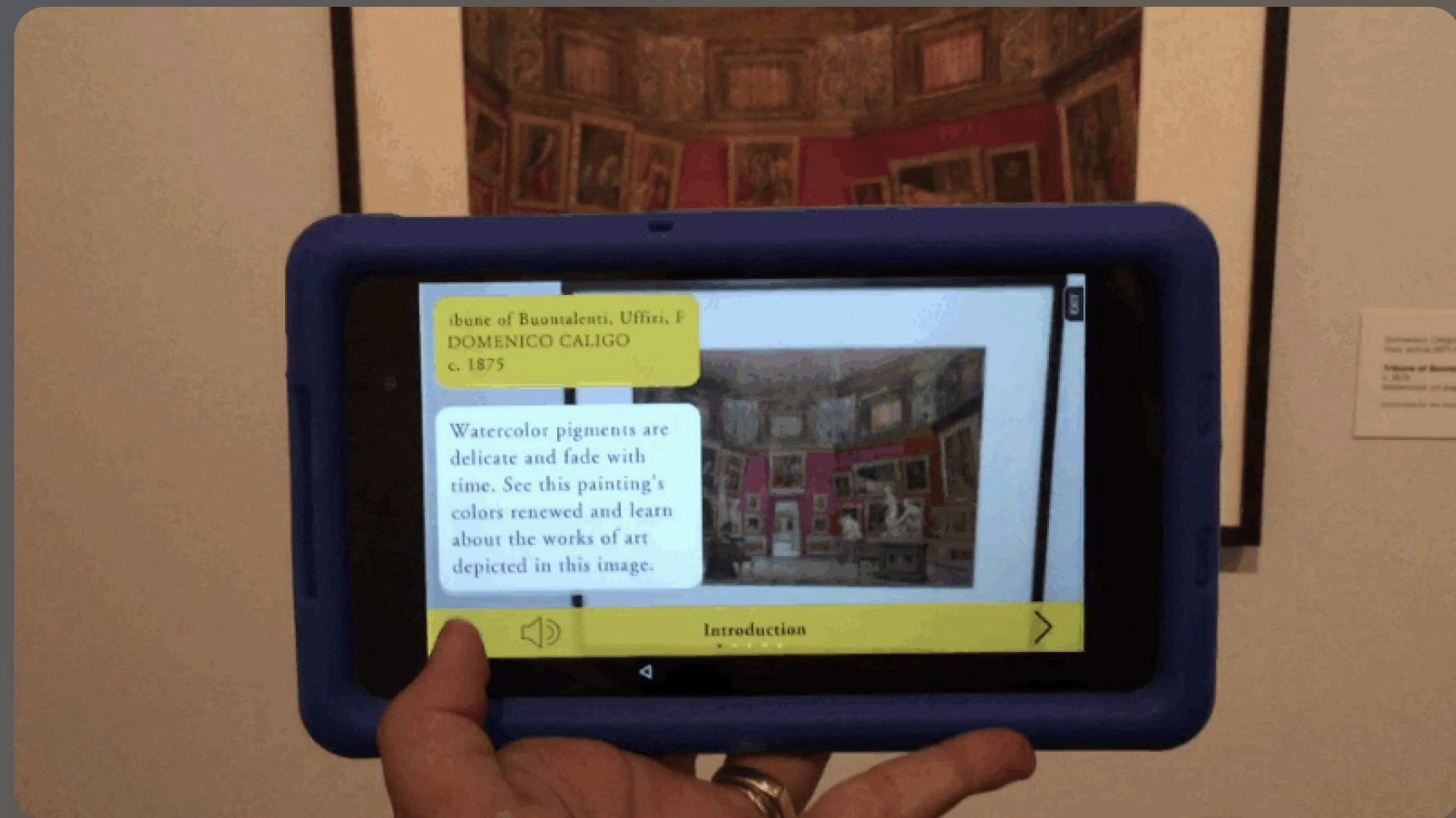


AUTONOMY

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

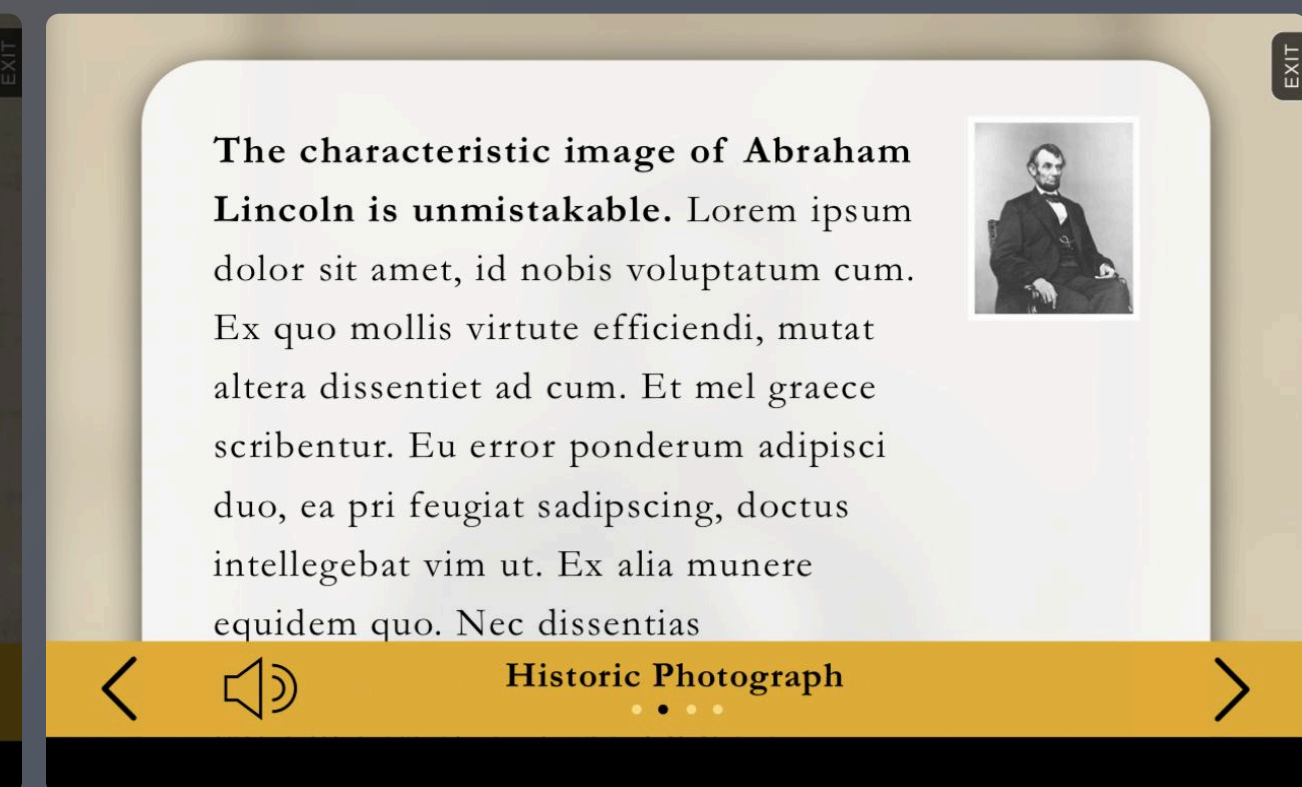
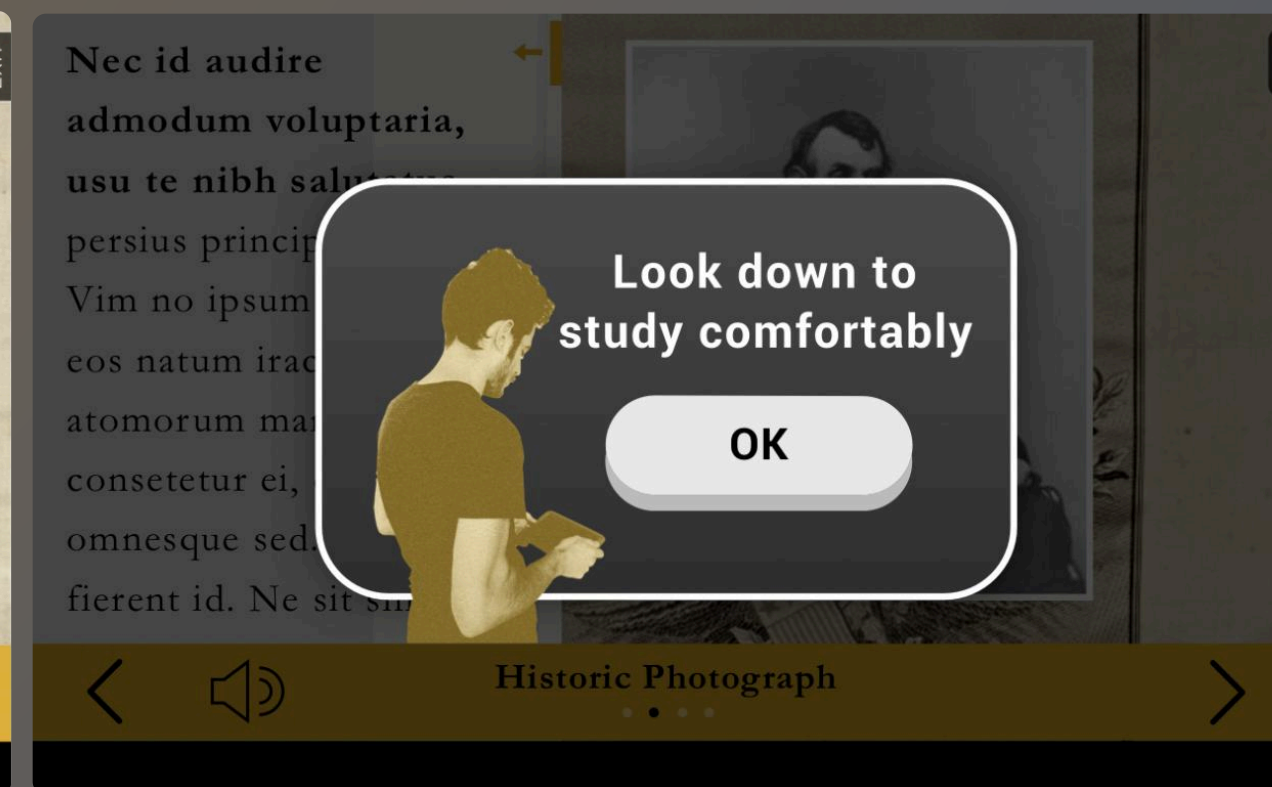
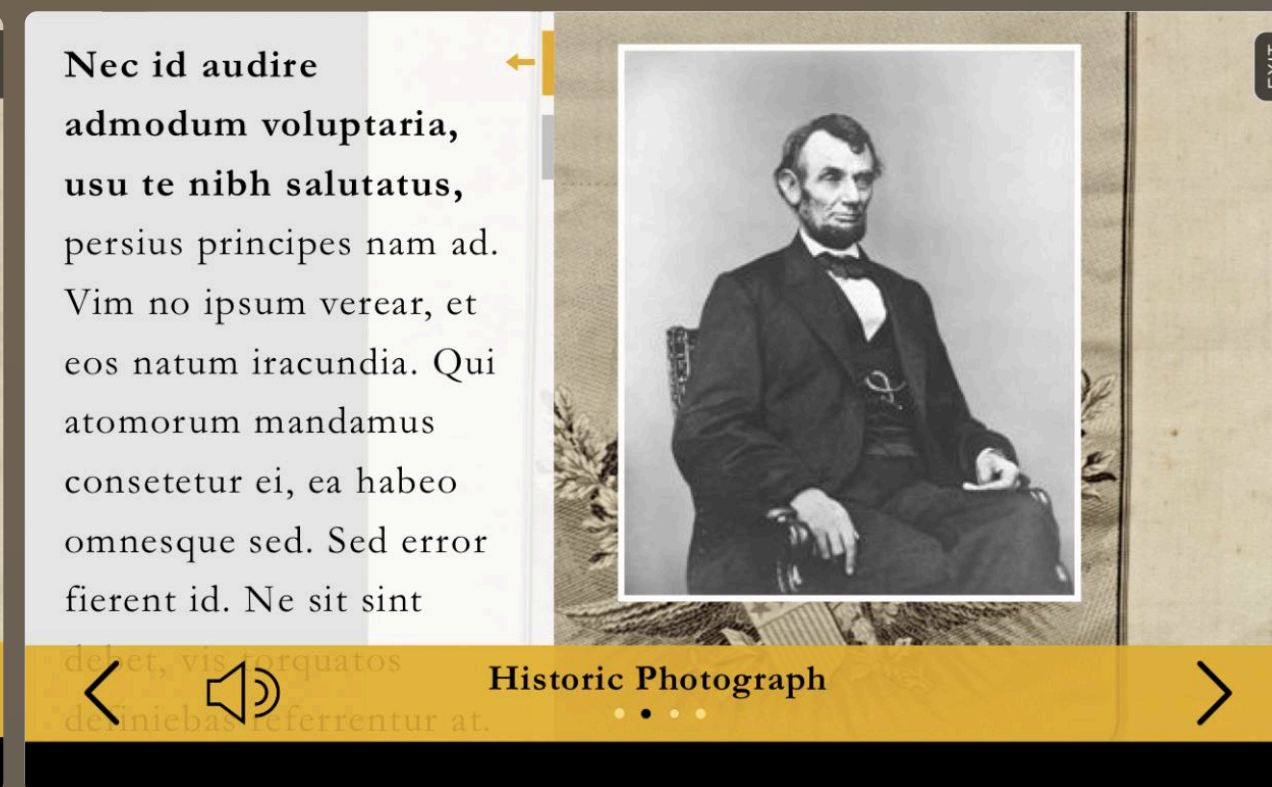
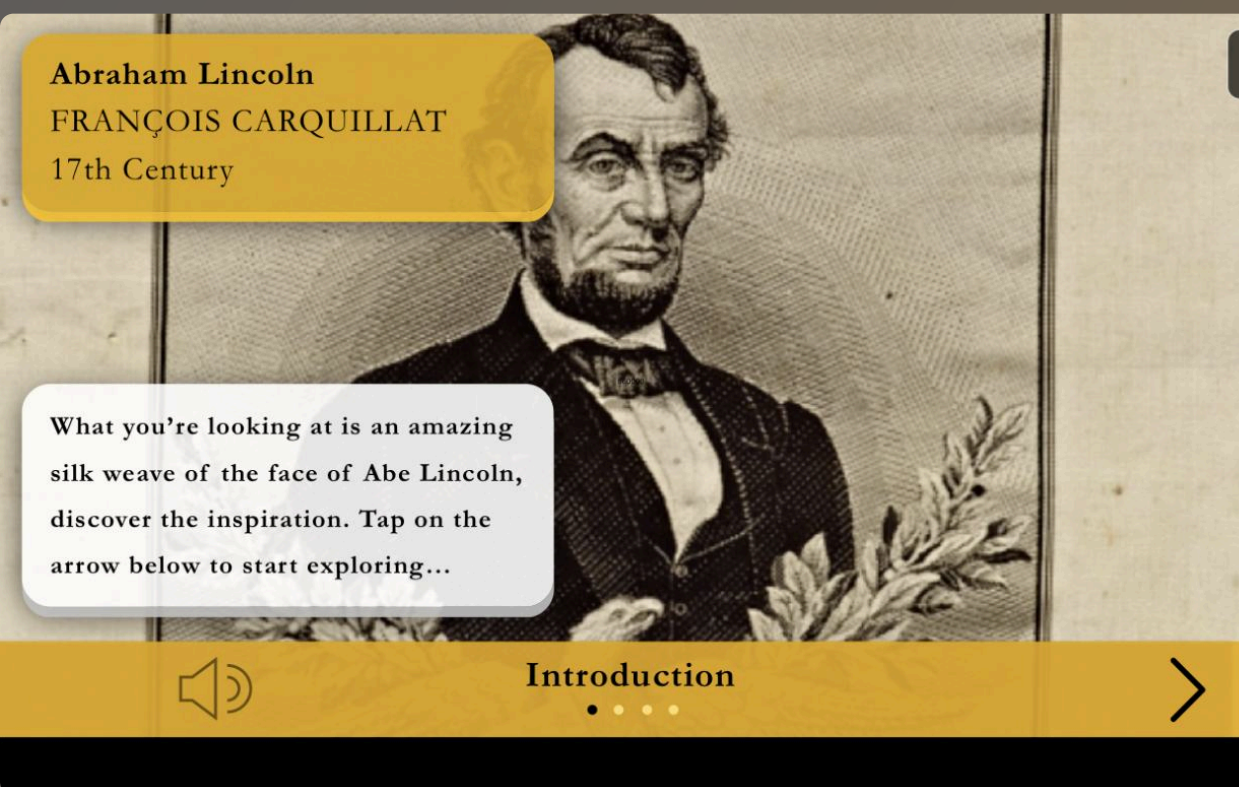


SCAN TO SEE GIFS

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



marx

Unlock a secret layer of thoughts on artwork you love.

Place secret comments on paintings, prints, even books & magazines! We call them Marx, and they're unlike anything you've seen before...



Yes! Text me the link to download the app.

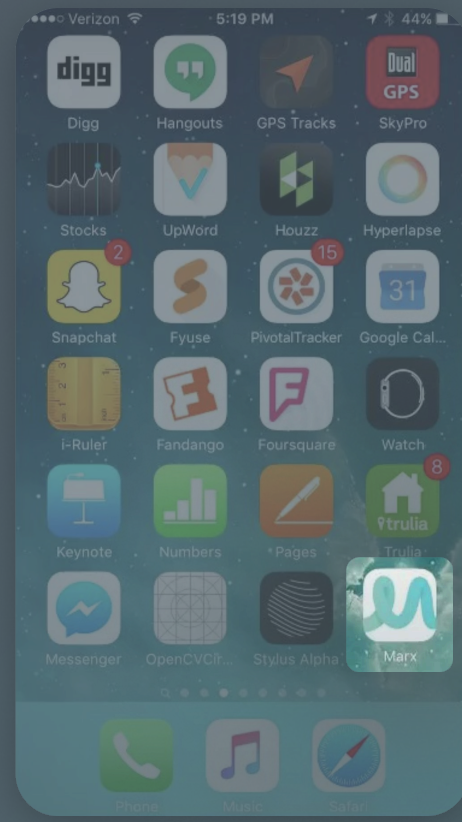
SEND IT

[home](#) [about](#) [support](#) [terms](#) [privacy](#) [dmca](#)

© 2016 · made at betaworks

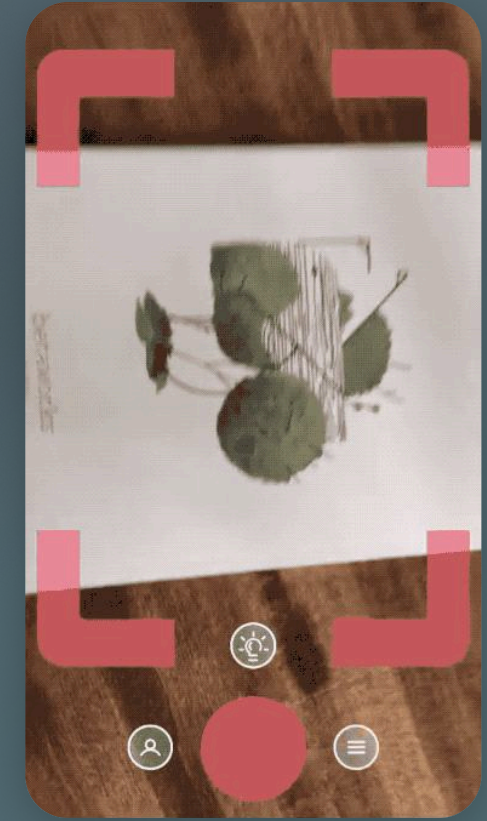
Example A

1



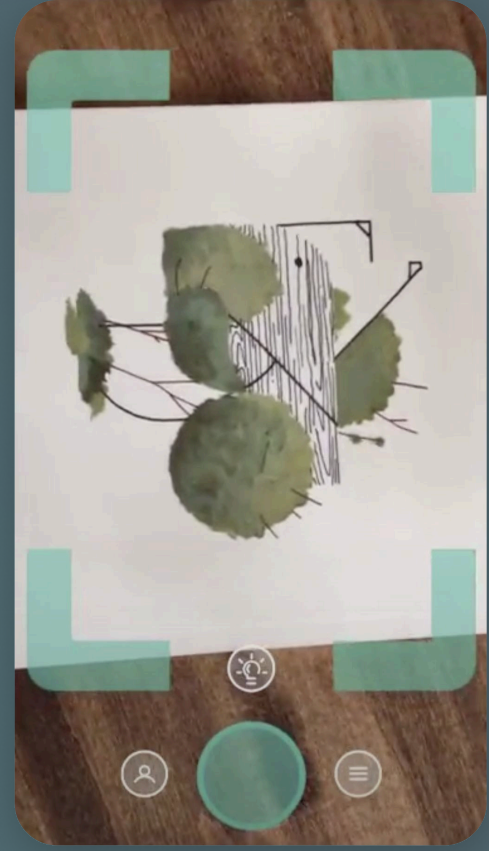
Launch Marx

2



Find art

3



Scan art

4



Loading...

5



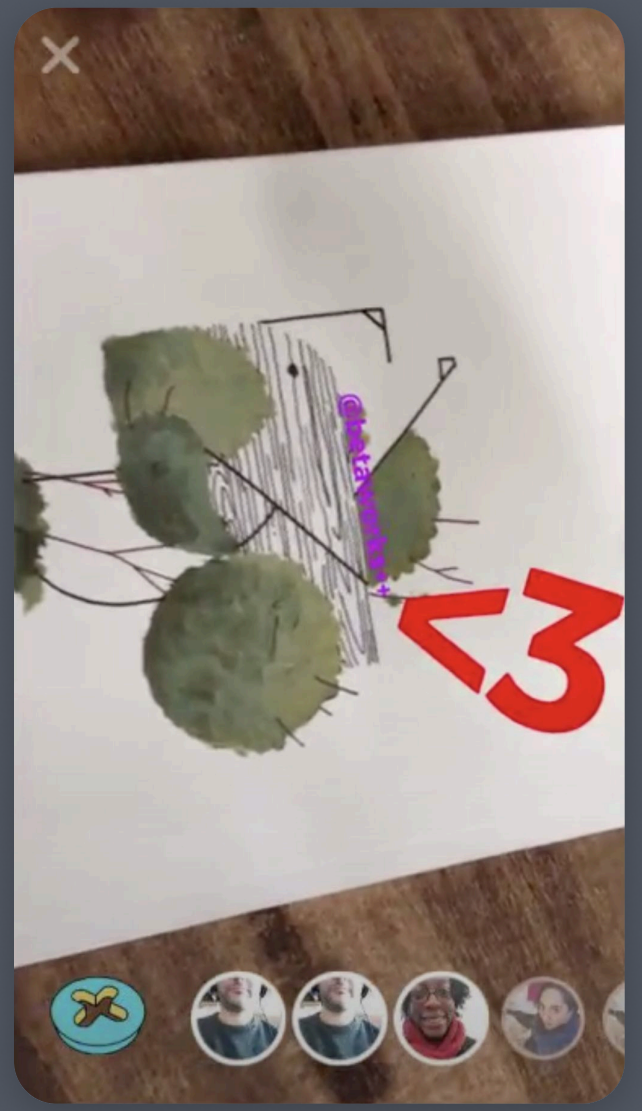
Find secret messages on art

6



See who left the messages

7



Add your own



SCAN TO SEE GIFS

Example B

1



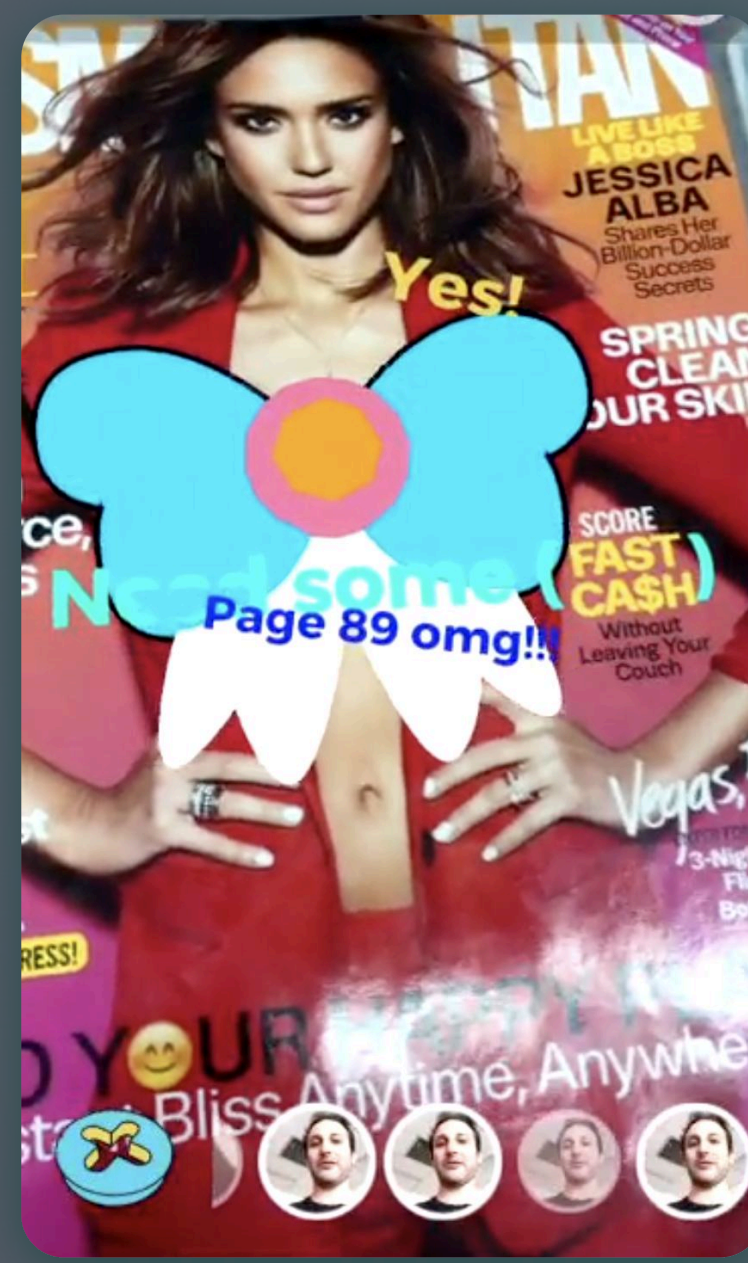
Scan

2



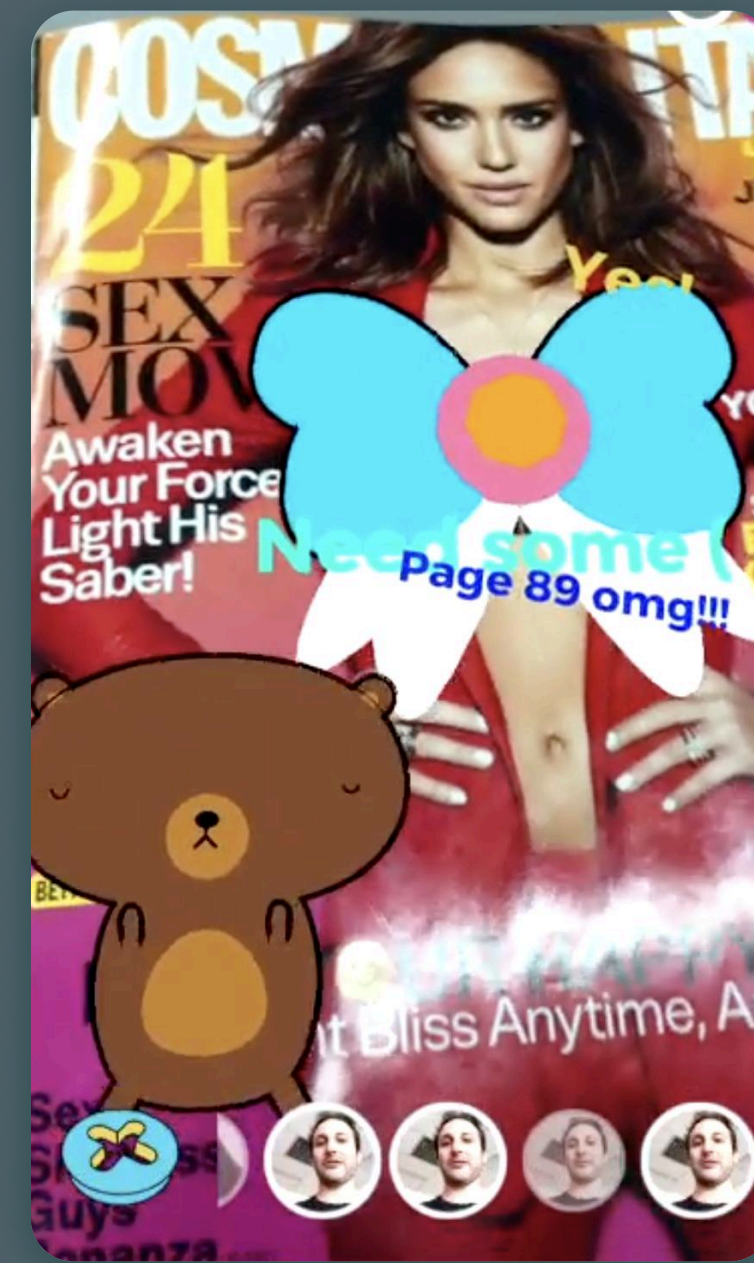
Find secret messages

3



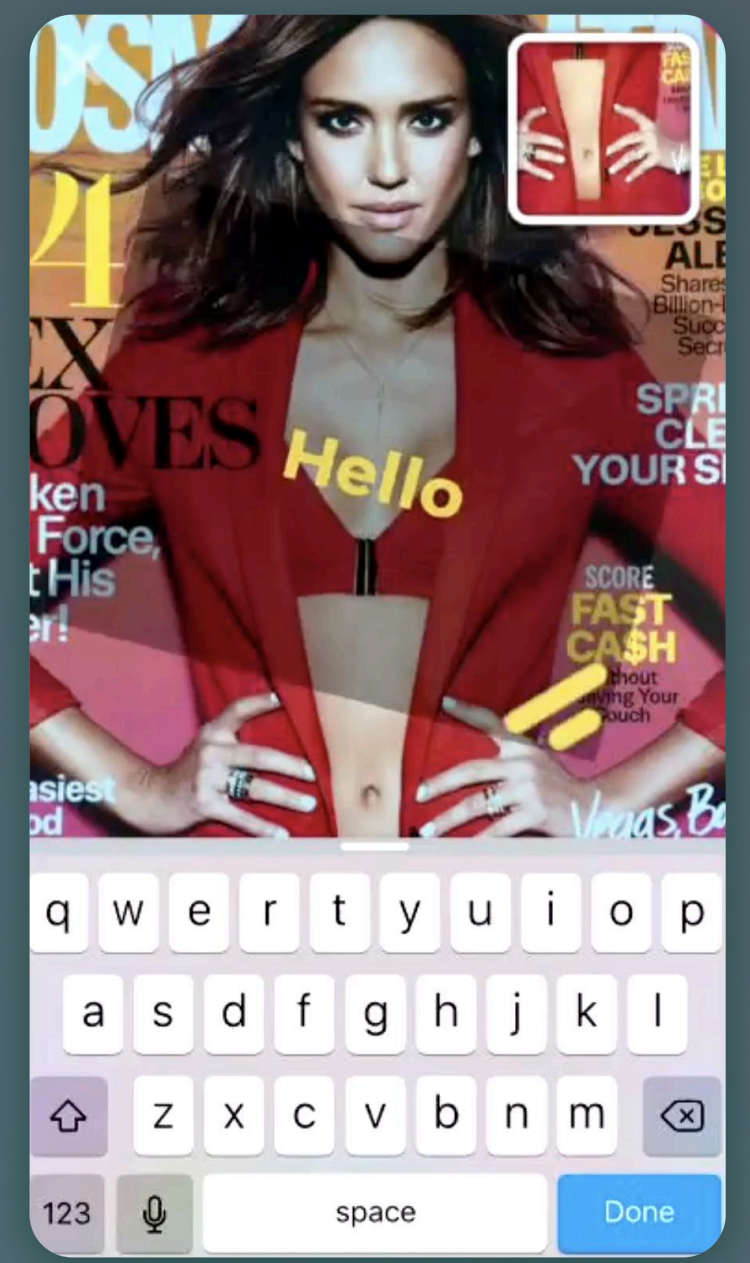
See avatars of people

4



Find gifs people added

5



Add your own



SCAN TO SEE GIFS

**"CREATIONS FADE,
CREATING IS FOREVER."
RAMIN NAZER**