



ثمین جعفری

طراح محصول



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Tehran, Iran

دانش آموخته ی مقطع کارشناسی رشته ی طراحی صنعتی
دانشگاه هنر اسلامی تبریز (۹۵-۹۹) معدل ۱۸.۲۹ (سهمیه ی استعداد درخشان)
علاقه مند به کار در حوزه ی طراحی کاربر محور

زمینه های فعالیت:

طراحی محصول / طراحی کاربر محور / طراحی بسته بندی / تولید محتوا و پرزنت محصول / طراحی و ساخت جواهرات

سابقه کاری :

طراح محصول در شرکت پدیده شیمی قرن (اکتو - آذر ۱۳۹۹ تا دی ماه ۱۴۰۰ - تمام وقت)

مهارت ها:

خلاقیت و ایده پردازی و توانایی حل مساله

اصول مدیریت و کنترل پروژه

مسلط به نرم افزار های Office

مدلسازی سه بعدی با نرم افزار Rhinoceros

رندرینگ با نرم افزار Keyshot

طراحی دستے Sketching

طراحی کاراکتر و انیمیت

UI Design & prototyping

Design thinking

UX research

مسلط به Figma

مسلط به Miro

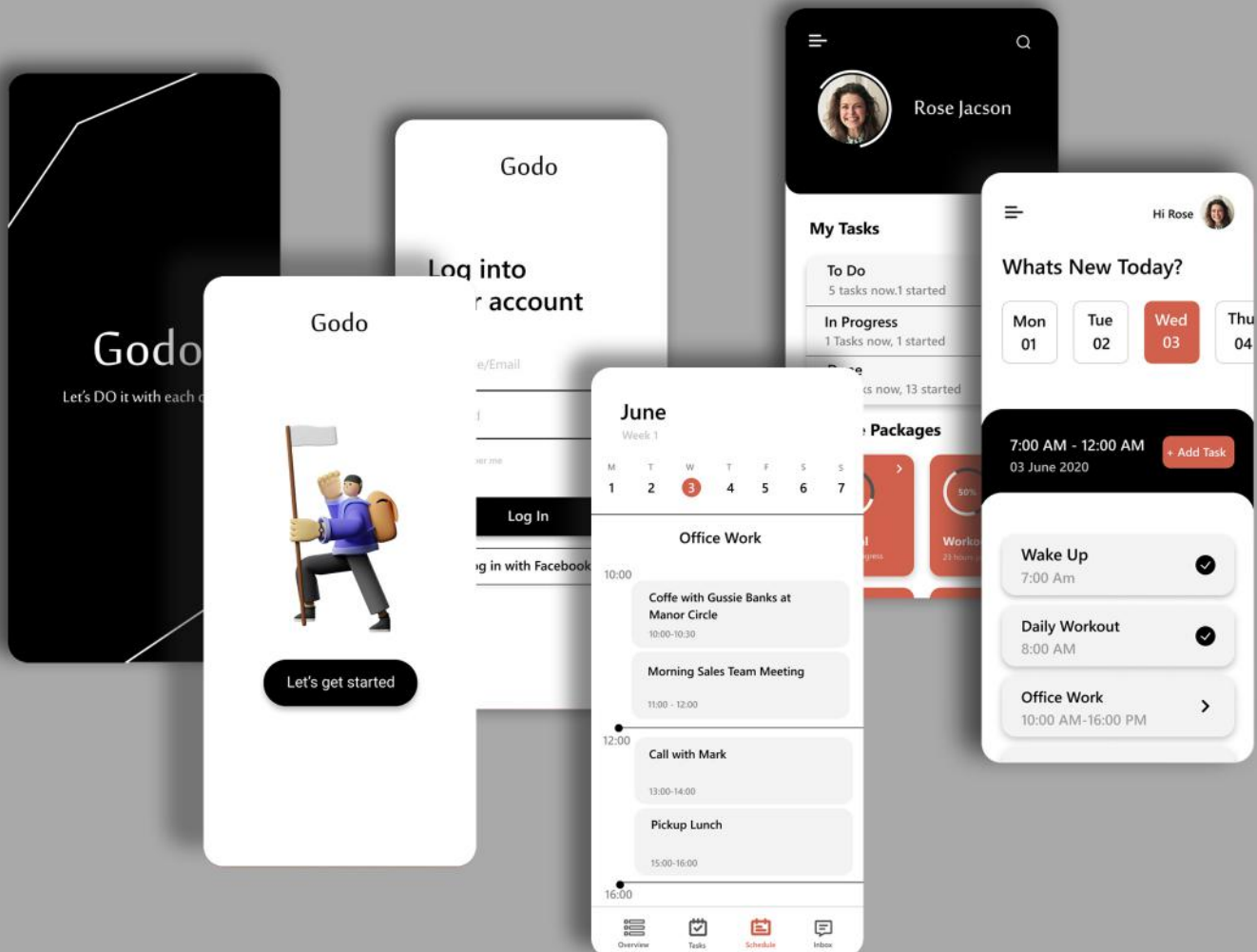
مسلط بر Adobe photoshop

مهارت تولید محتوا و آرایه ی محصول (Presentation)

زبان ها :

انگلیسی / ترکی استانبولی / ترکی آذربایجانی

Godo



Your friend that helps you to go and do it!

If you ever tried any kind of to do list apps or planners you must have been noticed somethings are missing and this gets worse if you have an ADHD!


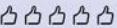
We provide this product to help people with ADHD do better in their life.

HOW DOES IT START?

What was the product I worked on? Designing an app for people with ADHD

Who was the target audience? What problems does the product solve for them?
Our audience was people whose distractions and lack of focus had disrupted their quality of life routine

STAKEHOLDER INTERVIEW

Goals and values	Stakeholders	Audiences	Product	Technology
<ul style="list-style-type: none"> How long have you been involved with this idea? When we were grouped and were mentally interested in the subject according Based on our background When is the overall deadline of the project? When is the deadline for data collection? When is the deadline to reach the ideation phase? When is the prototype phase deadline? When is the idea submission deadline? What is the motto of your project? <ul style="list-style-type: none"> make ADHD easier there is no box What is your goal for this project in the next three months or the first deadline? <ul style="list-style-type: none"> Release MVP version What version of the product is your goal? <ul style="list-style-type: none"> A version that meets all the needs reviewed during the project What is the long-term plan of the project? <ul style="list-style-type: none"> Improve user performance Organizational name? Organizational color? <ul style="list-style-type: none"> Orange color spectrum How much success do we expect from the product? 	<ul style="list-style-type: none"> Who determines the success of the project? <ul style="list-style-type: none"> users feedback Who is the investor? What is the difference of opinion of the stakeholders? Do you want to see different changes while doing the project? <ul style="list-style-type: none"> if the changes help the product recovery process, yes How important is the aesthetic aspect of the product to you? <ul style="list-style-type: none">  Who do we need in the production and research process of this product? <ul style="list-style-type: none"> CEO Marketing Manager Sales support and customer affairs Product Designer Instructors adhd Occupational therapists Psychologists teachers Parents What is financial planning like? 	<ul style="list-style-type: none"> Who will be affected by this project? <ul style="list-style-type: none"> people with adhd people with organizing problem people with concentration problem people with timing problem What motivates the audience to use your product? <ul style="list-style-type: none"> using for make plans using to decrease distraction What should be the strength of the product compared to competitors in the market? <ul style="list-style-type: none"> focus on ADHD in scientific way control and organize tasks on scientific methods Will your audience market change over time and in the future? What are your expectations of this product? <ul style="list-style-type: none"> reduce treatment costs make ADHDutitde life easier & optimized managing energy on a person's tasks Who is the target group? <ul style="list-style-type: none"> adults (18-44) (based on our researches) Which level of ADHD do we aim to be helpful? 	<ul style="list-style-type: none"> What is the market for your product? What are the expectations from the visual design of the product for the first level? <ul style="list-style-type: none">  How to advertise and introduce your product, how and by what platform? <ul style="list-style-type: none"> In media where users with ADHD are more present What is your priority for the product you want? <ul style="list-style-type: none"> easy usage Optimal aesthetics Easy training Proper knowledge of user needs Conscious and researched visual features What is Your expectations when the user uses the product? <ul style="list-style-type: none"> How is it defined? Use our product properly and introduce it to others and understand the purpose of the product Do this product have any physical side-product? 	<ul style="list-style-type: none"> What are the technical limitations for this project? How much can you be personally creative in the graphic design of the product so as not to disrupt the technology sector? How is product's support done? How much up to dat technology is needed in this product? Is this product offered to the audience for free or not?

What we have done?

Research and data collection about ADHD and low focus disorder

User interview with ADHD people

Here you can see the project process...

DESIGN BRIEF

Design Brief						
• GENERAL INFORMATION	• PRODUCT INFORMATION	• YOUR CUSTOMERS	• YOUR ADVANTAGES IN THE INDUSTRY	• STRUCTURE & TECH REQUIREMENTS	• STYLE	• PROJECT
<p>What business are you in? What's your industry?</p> <p>Psychiatry & personal development</p>	<p>Describe your product/services.</p> <p>ADHD diagnosis and management tool</p>	<p>What's your current customer base?</p> <p>ADHD Persons</p>	<p>What are your competitors? What's a competitor that you like the most? Why do you like it?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>	<p>Is the content ready?</p> <p>Not yet</p>	<p>What are your design goals? What's the main message you want to convey?</p> <p>clear, simple, professional</p>	<p>What's the deadline for your project?</p> <p>3 months...</p>
<p>What's the product/service you're selling?</p> <p>mobile here</p>	<p>What problem does your product solve?</p> <p>ADHD diagnosis and management tool</p>	<p>What's your target market?</p> <p>adults (18-40) (based on our research)</p>	<p>What's the unique selling proposition that you think sets you apart from the rest?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>	<p>Product structure and features in terms of technology</p> <p>Something beyond the budget and time allowed</p>	<p>Images, graphics and colors that should be avoided</p> <p>No complexity</p>	<p>What's the deadline for your project?</p> <p>it depends on our class deadline</p>
<p>Why was the product/service created?</p> <p>help ADHD person's problem</p>	<p>Where are you now? What's the next step?</p> <p>-start -top for ADHD</p>	<p>What apps, websites do you use as a reference?</p> <p>different planners, productivity apps and reading habits</p>	<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>		<p>Languages</p> <p>English menu for other</p>	<p>What's the deadline for your project?</p> <p>yes, all members</p>
<p>What are the ideas that drove your company?</p> <p>our background in ADHD people lifestyle & struggles</p>		<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>	<p>What are the trends and changes that affect your industry?</p> <p>Albert Einstein</p>			<p>What's the deadline for your project?</p> <p>yes</p>
<p>What's your target area, city, country, region?</p> <p>US (because our data for our country is limited)</p>		<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>				<p>What's the deadline for your project?</p> <p>continuing...</p>
<p>Contact person (name, title, e-mail)</p> <p>adhdwicz@gmail.com</p>		<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>				
<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>board of directors</p>		<p>What's the main reason you built this product? What's the main reason you built this product?</p> <p>we based them on competitors, not on, all of them had features that they are important to us.</p>				

AFFINITY DIAGRAM



PERSONAS

User persona

Joe Dien

Age: 25
 Job title: CEO
 Status: Single
 Location: German

"I like to know every night to what will exactly happen next day"

About

Joe is the CEO of an advertising company and works all day and even spends his free time doing projects and learning new skills, which is why she plans to be reminded of things to do during the day every night. To avoid stress during the day and maintain the quality of your days to feel better

Goals

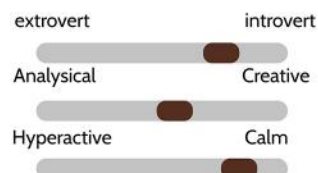
- Commit to the program and continue to reduce daily stress
- Change habits and build custom routines
- Reward yourself mentally and project things to motivate

Frustration

- Stress from unfinished business
- Multiple blank or half-planned booklets
- Inability to prioritize and organize tasks
- Forgetting things

Needs

- A simple platform for daily and instant planning
- Write day reminders
- Smartly sorting and prioritizing her work
- Reward and project a planning process

Personality**Technology**

Desktop

Mobile

Watch

User persona

Juan Manuel López

Age: 21
 Job title: Student
 Status: In relationships
 Location: Spain

"I think this is a place where I can finally be in the moment and think of only one thing"

About

he is an architecture student in university, also, he works in father's real estate agency but not full time.

In his free time rides his motorcycle and Prepares himself to participate in motorcycle racing. He wants to try new experiences and not afraid to take risks. He believe that using cigarettes help him to calm himself. moreover he tries to do more practical work than work that requires a lot of concentration and maintenance. He is a multitasking, low-minded. Hyper focused, and passionate about what he loves.

Goals

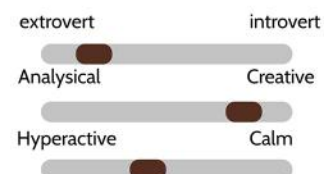
- Reduce distractions to minimize the risks he has already experienced for this reason.
- Focus on one goal instead of doing several different things in different fields.
- Increase sleep quality
- control thinking and concentration

Frustration

- Perfectionism that causes to misbehave in relation to others and can not finish a purpose.
- Too much stress for things that do not require a lot of stress.
- Explain to others about the problems of this disorder.
- Bad things that happen after he expresses his emotions about things. like a lot of anger
- oversharing in connection with other.
- Put a lot of energy into being able to focus on one issue.

Needs

- An assistant to recall tasks
- A planned exercise and diet plan tailored to a healthy lifestyle
- Fathom other people about the situation he is in
- Reducing stress

Personality**Technology**

Desktop

Using note

JOURNEY MAP



IDEATION (BRAIN STORMING)



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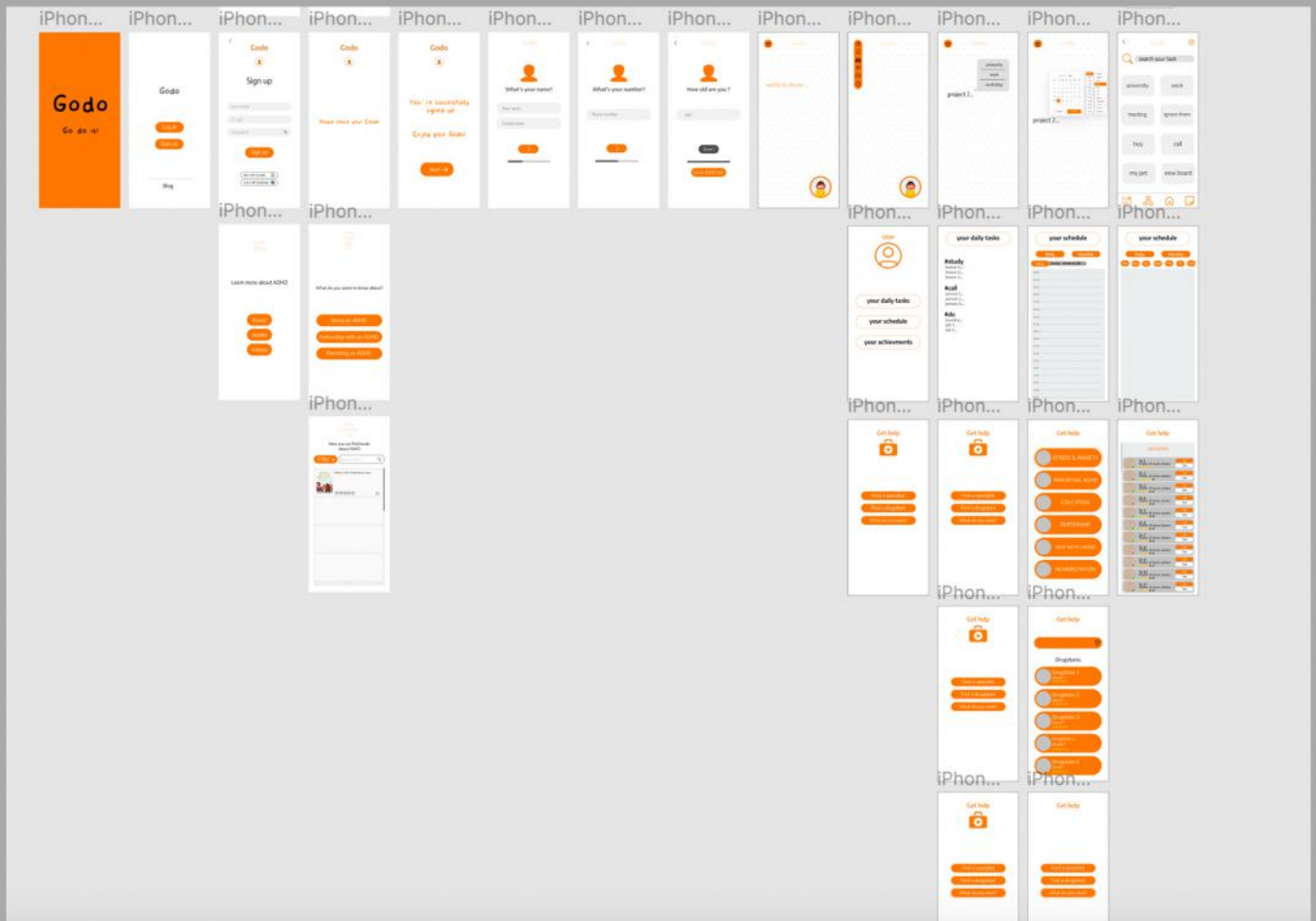
SITE MAP

USER FLOW

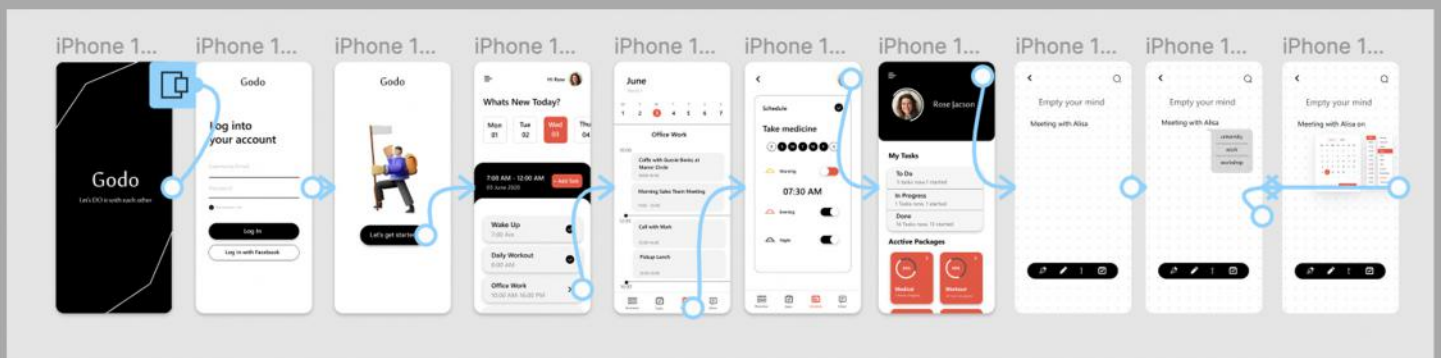


UX DESIGN CASE STUDY

WIRE FRAMING WITH FIGMA



UI DESIGN & PROTOTYPING





L'AMOUR LIGHTING

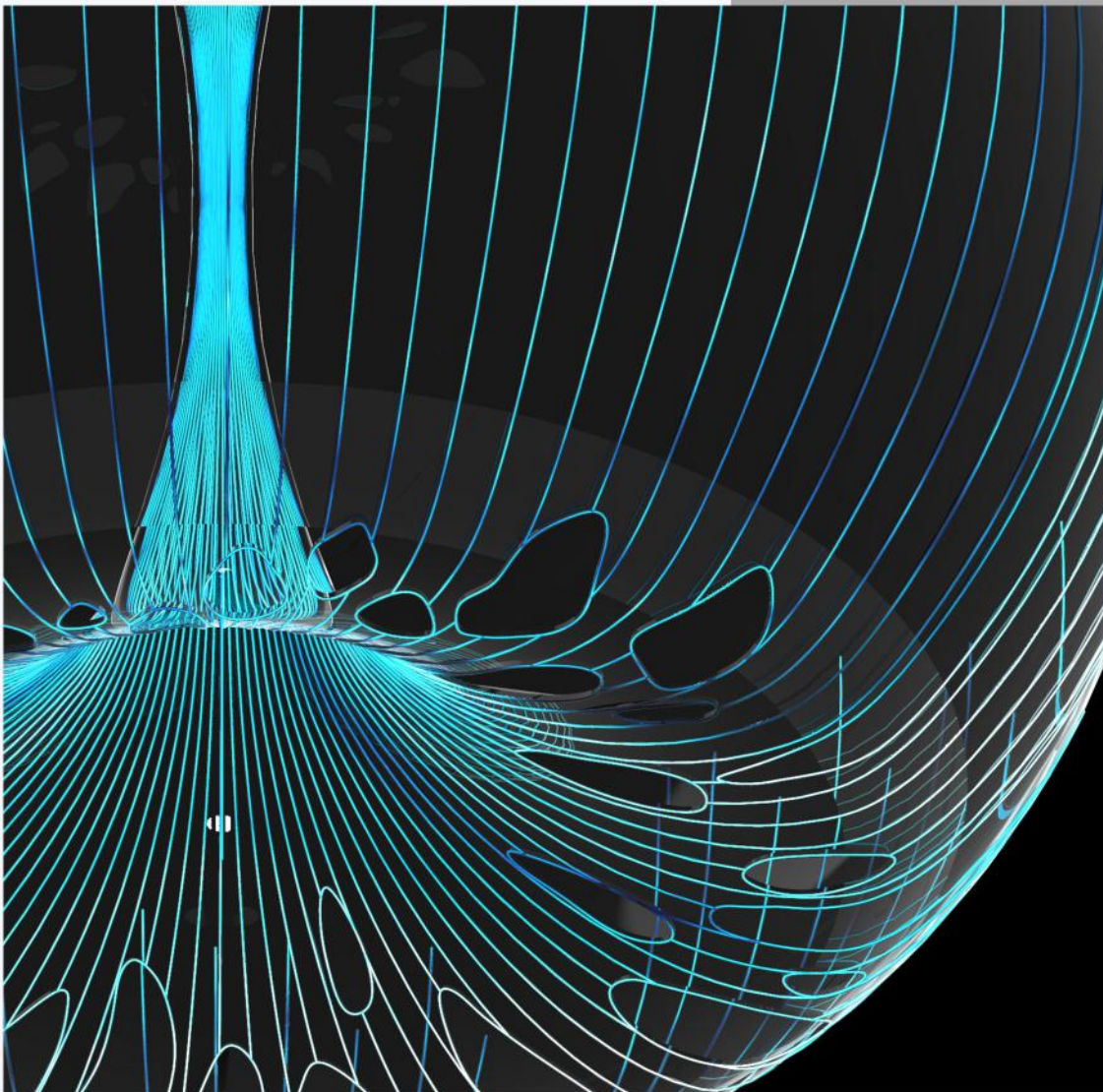
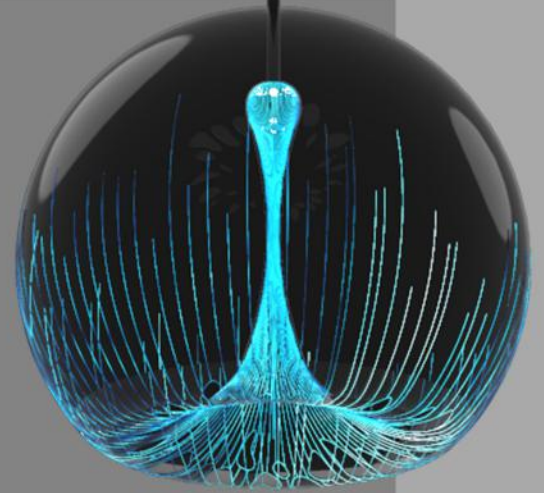
This lighting is inspired by two soul-mates getting together by growing from two contrary sides just like two ivies. This product wanted to show how love can bring two discrete persons together & when they are completely linked they will shine.



IRIS LIGHTINTING



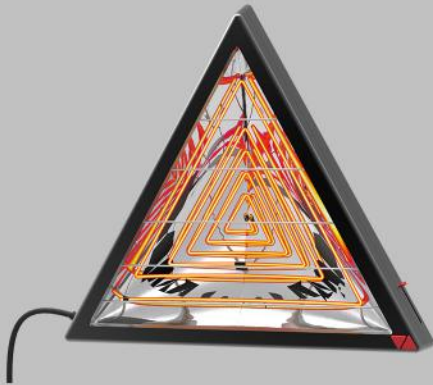
This lighting inspired by human iris & its mechanism for light and also this design wants to show the concept of "Eye light".



DESIGN

REDESIGN

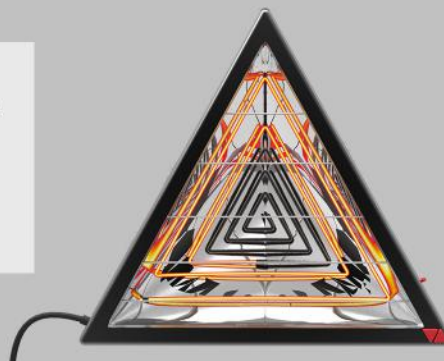
ELECTRIC HEATER



This is a redesign of a Electric Heater. in this design heater has form of fire and improved wires



In this design user can manage the heat by turning off or on the parts of wire



Diving in the ocean is a dream for many people, but not everyone can do it or even learn! with this sea driver people can drive in the huge aquarium & experience the journey

DESIGN



SEA RIDER

A MACHINE TO RIDE INTO THE OCEAN

FACIAL CLEANSING BRUSH



This product inspired by a sea snail named "Limacia cockerelli". cleansing with this product makes skin cleaner than regular way of washing it. It made of silicon and it lasts longer, cleans better and massages the skin in the softest way.

Human & nature
will always
attached together
future for human
is important as
future for plants so
here is the smart
pot to grow any
kind of plant just
by one seed.



SMART POT FOR FUTURE PLANTS

REDESIGN