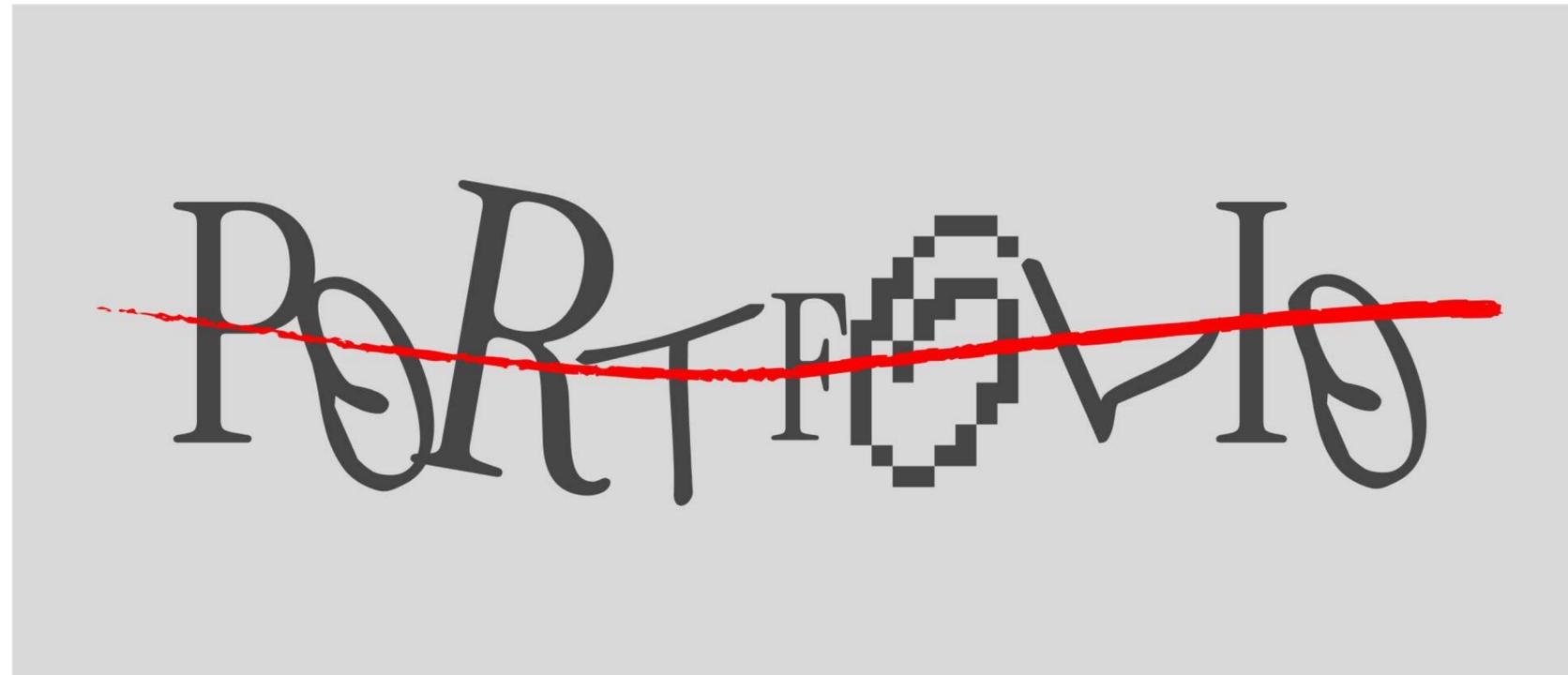UX/UI & Visual   2024-2026

CHANOKNAN WAREESA-ARD   chanoknan.waree@gmail.com

Chanoknan Wareesa-ard
(UX/UI Designer)

tel : 092-250-9291
email : chanoknan.waree@gmail.com
LinkedIn : https://www.linkedin.com/in/chanoknan-w/
Online Portfolio : https://erromaru.framer.website/

3 years of experience in architecture and interior design have shaped my understanding of human behavior and problem-solving. Combined with my work as freelance graphic design, I have developed precision in aesthetics and brand communication.
Currently, as a UX/UI Designer, I combine both logic and aesthetics. I follow the principle that a great digital product must start by effectively solving user problems and end with beautiful design that aligns with the brand image.

Previous Experience

- **2023** — **Architect**
  errorcorner design crew,
  Lampang and Chiangmai

- **2022** — **Junior Architect**
  ADLER789, Lampang

- **Freelancer**
  2022 - present
  Branding and Graphic Design
  (Logo and Banner)

Education

- **2024** — **Coursera** : Google UX Design
- **2024** — **Future Skill** : Experience Design
- **2020** — **Faculty of Architectural Chiangmai University**
  B.Arch (Bachelor of Architecture Program)
- **2016**

Language

Thai	Native
English	Conversational & Technical
Korean	Conversational

Skills

Logic & UX
· User Research & Analysis
· Usability Testing
· IA and User Flow

Visual & UI
· Wireframing
· Prototyping
· Interactive Prototyping
· Visual Hierarchy
· Responsive Layout

Soft Skills
· Self-Management & Ownership (as Freelancer)
· Critical Thinking
· Empathy & User Centered
· Adaptability

Tools

## Experience

- **2024** — **Second on Hand**
  Case Study (Google UX Course)
  Role: UX/UI Designer
  (Research & Analysis ,
  UI Design and Testing)

- **2025** — **U Property**
  Case Study (Personal Project)
  Role: UX/UI Designer
  (Research & Analysis ,
  UI Design and Testing)

- **2026** — **1124 Laundry**
  Case Study (Client Project)
  Role: UX/UI Designer
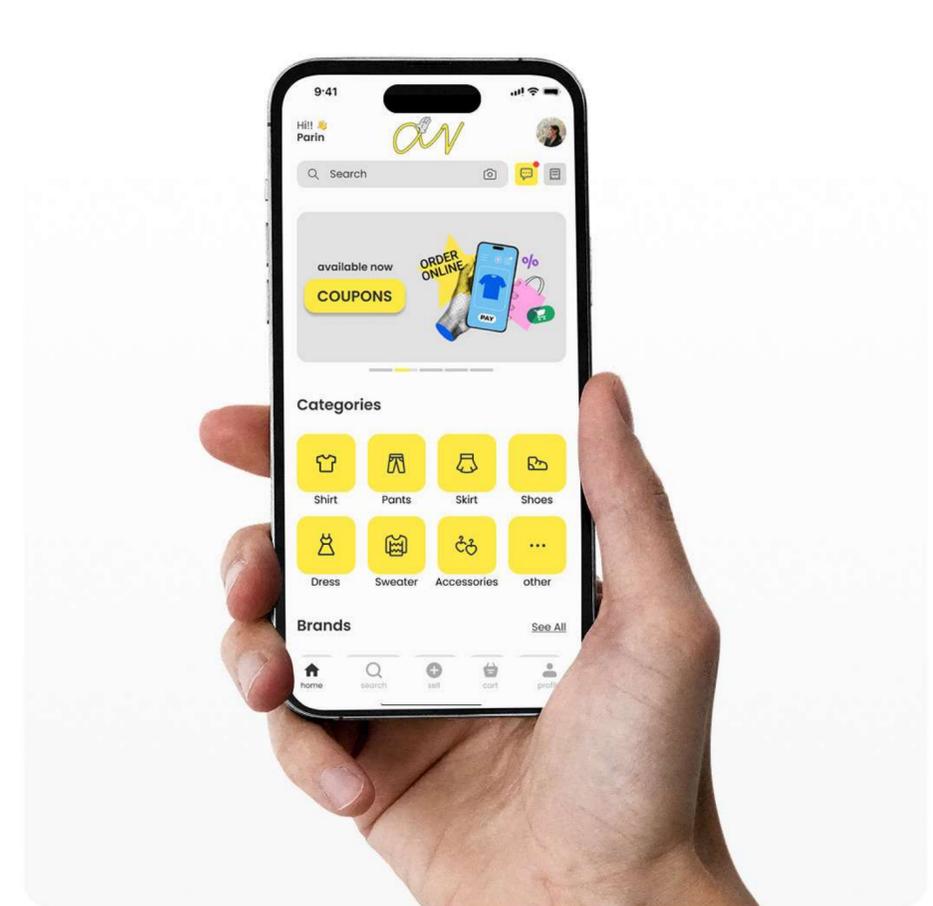 (Research & Analysis ,
  UI Design and Testing)

Certificate

FutureSkill
: ออกแบบ User Experience Design ให้ตอบโจทย์ผู้ใช้งานสร้างฐานลูกค้า และประสบการณ์ที่ดี
27.07.2024

FutureSkill
: วิเคราะห์โจทย์ และออกแบบ Wireframe บน Figma
20.08.2024

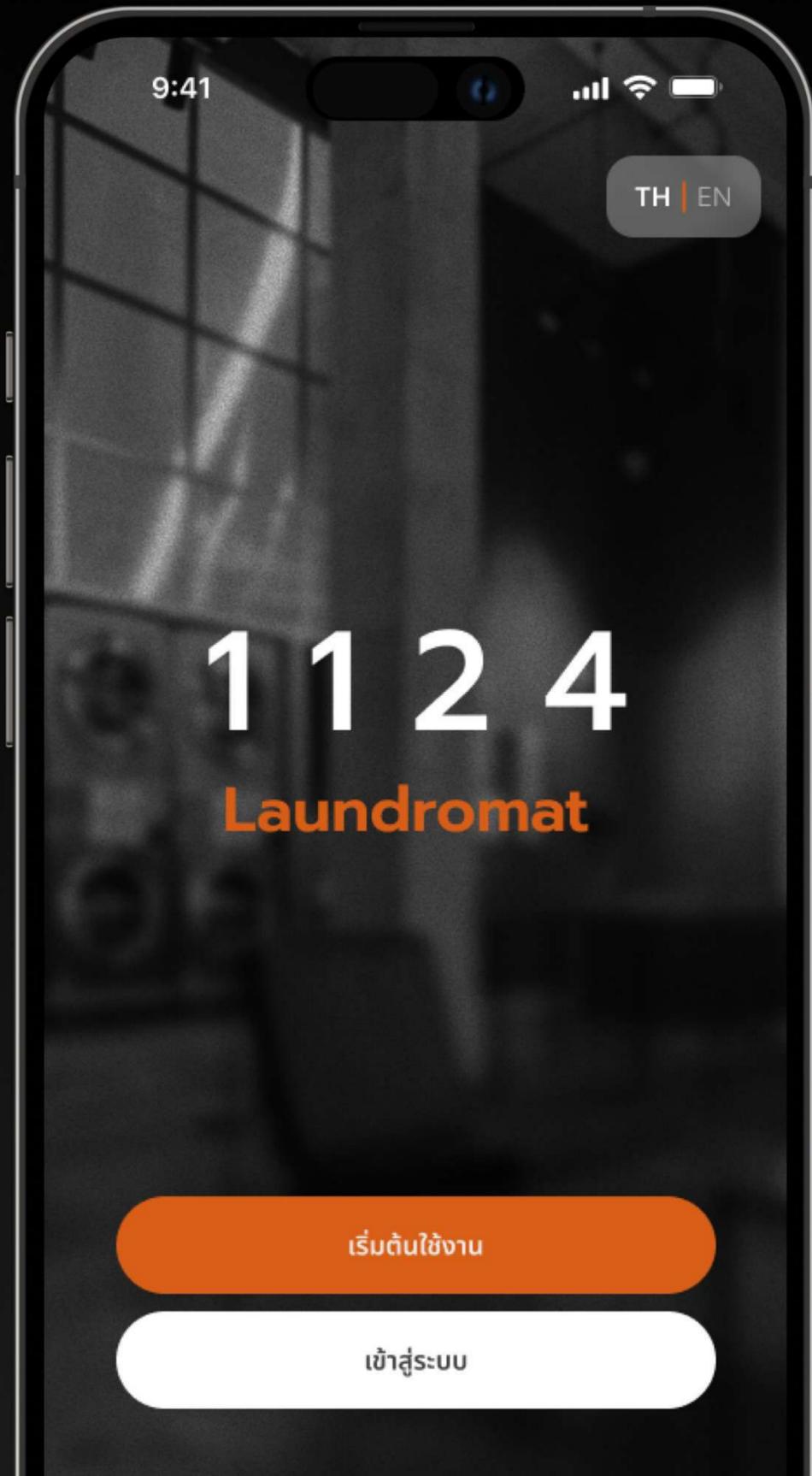**Google UX Design**
27.11.2024
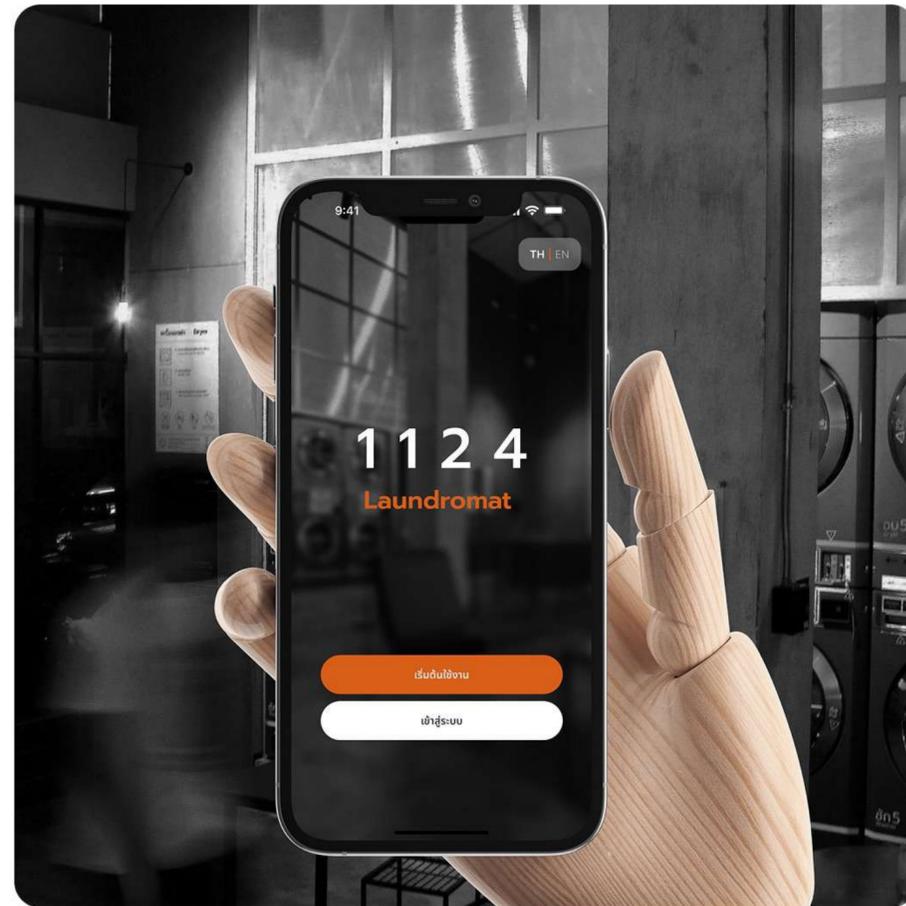
1124 Laundromat
Case Study (Form Client)
Mobile app
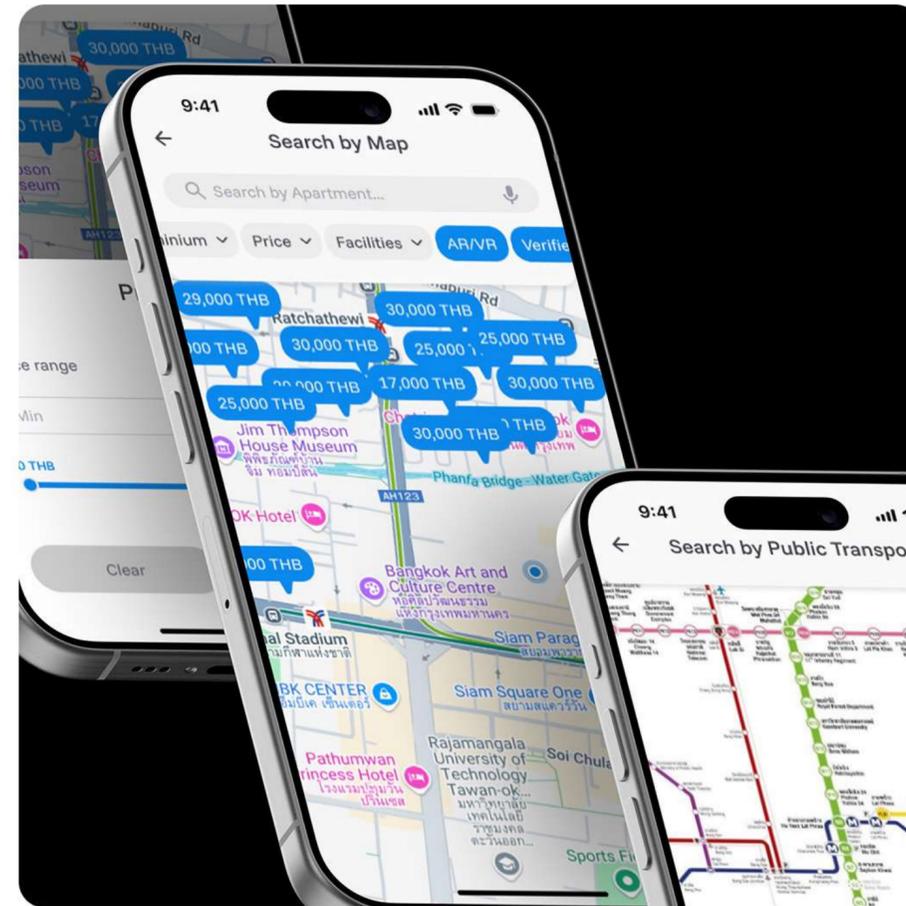
U Property
Case Study
Mobile app and Website

second on hand
Case Study (Google UX Course)
Mobile app

1124 Laundromat

Project	Categories	
Case Study (Form Client)	Mobile app	

Location	Year	Duration
Lampang ,Thailand	2025-2026	9 week

Overview

    Project 1124 is a case study where I applied my UX/UI design skills. I used my senior's real laundry business as a model. This project isn't just about the design; it started from seeing hidden problems and daily pain points that the owner had to solve every day to help customers.

    These issues range from small things like exchanging coins to business risks, like customers leaving for competitors because all machines are full. There are even problems out of our control, like clothes not being dry enough. My idea was to create an app to help with the washing and drying process. The goal of this app is to build a tool that lets customers check machine status in advance, pay easily, and have a seamless experience. **It helps reduce small annoying tasks and makes life easier for both customers and the owner.**

1 1 2 4
Laundromat

1124 LAUNDROMAT   1h ago
เครื่องซักผ้าว่างเพียบเลย ✨
เครื่องซักว่าง 4 ตู้ พร้อมใช้งาน 🧺
จองคิวตอนนี้เลยไหม? ซักเสร็จจะได้รีบขึ้นไปพักผ่อน

"I face many customer complaints. Some I can fix, some I can't. I want my customers to have a good experience rather than feeling bad about washing at my shop."
– K.Pol (Founder)
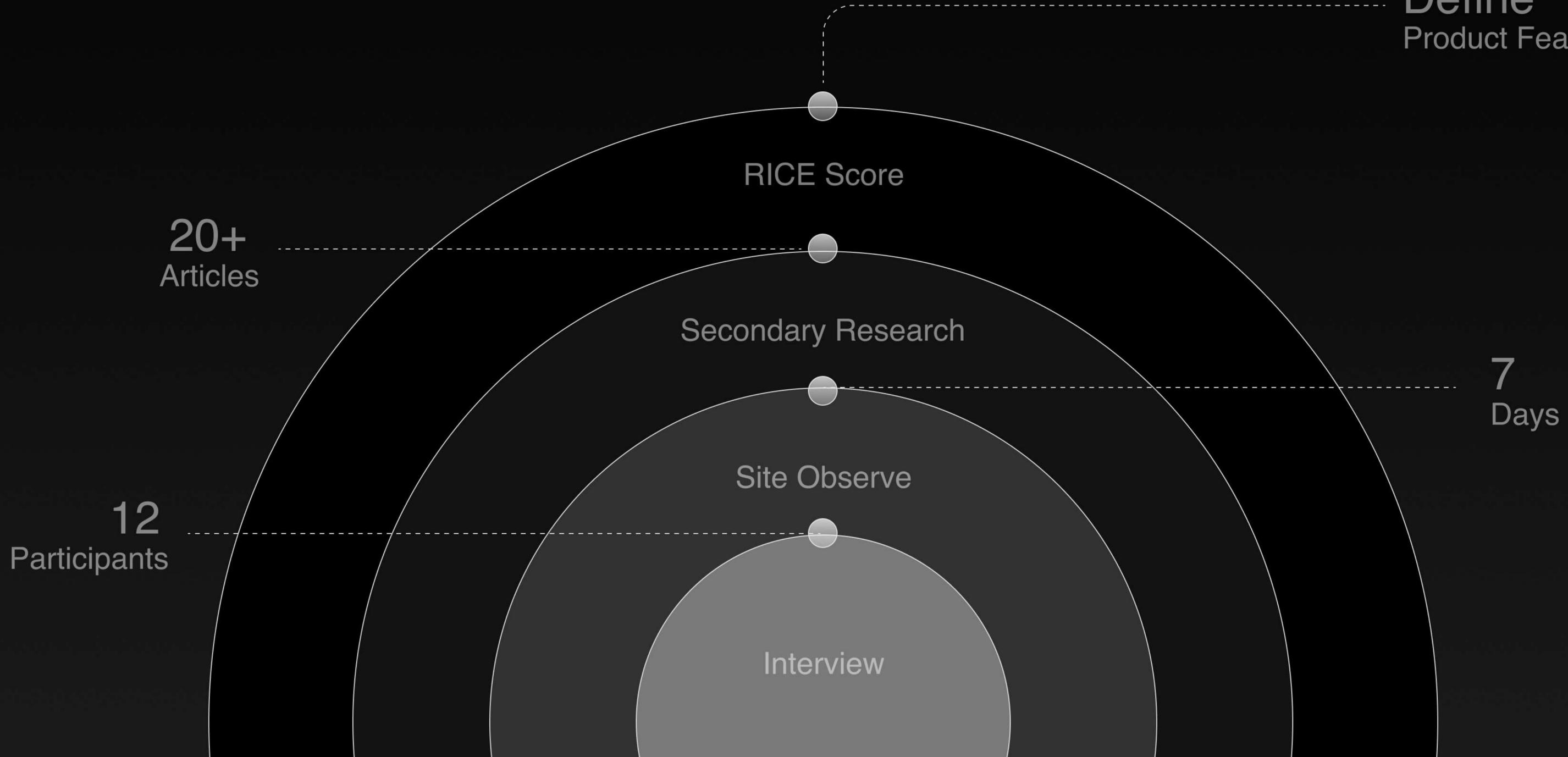
Research Plan

I started this project with field research, **observing quietly for 7 days**. **I interviewed 12 users and studied the problems from the shop owner**. After that, I analyzed the data to design features that solve problems and meet user needs.

Define
Product Feature

RICE Score

20+
Articles

Secondary Research

7
Days

Site Observe

12
Participants

Interview

User Journey Map

	Before Laundry	Doing Laundry	While Waiting	Drying	While Drying	After Service
task list	Deciding to do laundry • It's laundry day. • The basket is overflowing. • Need a specific outfit urgently.	1. Look for a free machine (or wait if the shop is full). 2. Exchange money for 10 Baht coins. 3. Put clothes, choose the program by yourself, and pay.	• Go do other activities while waiting (eat or buy snacks). • Go back to the room.	1. Look for a free dryer (or wait if the shop is full). 2. Put clothes in the dryer. 3. Calculate the time by yourself and pay.	• Eat snacks or food • Go back to the room. • Check the clothes before finishes and add more time if needed.	1. Take clothes out of the dryer. 2. Check for any damp clothes. 3. Head back home.
painpoint	Don't know the machine status or the situation at the shop. **Are there enough free machines to use?**	• Machines are full. • The coin changer is broken, and no one is there to help with cash exchange. • Not sure which washing program to use.	• Worried about the safety of the clothes. • Forgot about the laundry or not sure exactly when it will be finished.	• All dryers are full. • Not sure how to set the time. **Afraid the clothes won't be dry.**	• Constantly worried that the clothes won't be dry. • **Can't decide whether to add more time or not.**	• Clothes are still damp. • **The drying cost doesn't feel worth the result.** • Still have to hang the clothes to dry at home anyway.

"The laundry basket is full, but if I go now, will there be a free machine?"

Anxious 🙁

Annoyed 🙄

"The coin machine is broken again. Now I have to walk to 7-Eleven to get change again."

Overthinking 😨

"Staying at the shop is boring, but going back to my room, I'm afraid I'll forget. What time do I have to go back?"

Bored 😐

"Again? The dryer is full. What am I supposed to do while waiting? And how many minutes do I need for it to be dry?"

Increasingly bored 😕

"So boring. I have to sit here in the heat because I don't know if I should add more time. Will my clothes actually be dry?"

Disappointed 🙁

"Damp again. In the end, I still have to hang them up at home. I paid 50 Baht for this!"

Insight

12 Client Interviews	**1** Founder Interviews	**10** Interview Questions	**7** days site survey

85%

Machine not available

"The washing machines are always full. For me, if I don't do laundry during my free time, I don't know when else I can do it. I have to do hospital rounds, work at the clinic, and then go on shift. Everything is so busy."

80%

Payment problems

"When I was an undergrad, I once drove around to almost ten laundry shops. It was because I only had new banknotes, and the machine wouldn't take them. It was 1 AM, and there was no one to exchange coins with. I was so traumatized that now I keep a huge pile of 10 Baht coins ready."

55%

Clothes not dry

"I always have problems with the dryer not drying clothes completely. Some days it's very humid, especially in the rainy season. The clothes smell musty, and it makes me want to wash them all over again."

about how to use the machines. | 36% Using washing or drying programs that don't match the fabric type. | 43% Forgot that I left the laundry in the machine. | 45% The machine has

Mintra (28)

Female | Nurse | Lampang, Thailand

Lifestyle

Working in shifts (on-call) | Limited free time

Living in a Apartment

Behavior

Laundry 1-2 times per week | Drying is a must

Washing and drying uniforms

"Exhausted from the night shift. I just want to wash my uniform and sleep, not wait around guessing if a machine is free."

Problem

Arrived at the shop only to find all machines full.

Payment Issues.

Drying Issue and unsure of extra time.

Forgot that I left the laundry in the machine.

The specific machine I want to use is full.

Worried about laundry safety and someone removing my clothes if I'm late.

Unable to reach support for machine issues late at night.

Having to wait a long time for a refund.

Feature Solution

real-time check

selection payment medthod

AI assistant

Repeat alerts 5-15 mins after finish.

Machine booking system.

Real-time laundry tracker with estimated finish time.

Chatbot support.

Refund as reward points.

RICE Score

To prioritize problems and features, I used the RICE Score method. This allows for a reasonable scoring based on reach, impact, confidence, and effort.

! Immediately

- real-time check
- selection payment medthod
- Repeat alerts 5-15 mins after finish.

● Laundry Tracker

● AI Assistant

● ระบบแนะนำการซักอบ

● support chatbot

● Finish notification.

● Thai language supp...

● Machine booking system.

● point reward

● In-app time ext...

IMPACT

EFFORT

MVP Score

To reduce personal bias, I didn't score them alone. I used AI (Claude) to help calculate the scores and AI (Perplexity) to organize the data and metrics. This helped me clearly see which features are the most important to build first.

	Reach	Impact	Confident	Effort	Score
real-time check	5	5	5	1	15
selection payment medthod	5	5	5	1	15
Repeat alerts 5-15 mins after finish.	4	4	4.5	1	14.5

User Flow

log in

Create Account

Home screen

Home

Activities

Notification

Profile

Forecast

Quick Status

Currently Lists

Realtime Machine Check

Wash List

Dry List

Time Tracker

Time Top-up

Announcement and Promotion

Support Chatbot

Ac

Se

Washing Machine

Dryer Machine

Machine Information

AI Assistant

Wash/Dry Program Select

Time Top-up

Payment Select

Pay

Succese

Inter อินเตอร์

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789.,:;&?!

กขขคคฅงจฉชซฌญฎฏฐฑฒณดตถทธนบปผ
ฝพฟภมยรลวศษสหฬอฮ
ะาำิีึืุู็่้๊๋์ฯเแโใไๅๆ

Semi Bold   Medium   Regular

Basic Light Color   Accent Color   Basic Dark Color

#f7f6f2
247, 246, 242

#d95f18
217, 95, 24

#475569
71, 85, 105

#1A1A1A
26, 26, 26

15

Wireframe Screen

I started with concept sketches before creating Low-fi wireframes in Figma

---

สถานะร้านตอนนี้

4 ว่าง / 5   **1** ว่าง / 5

80 %

9:41

← **เครื่องซัก 01**

ถามผู้ช่วย

วันนี้ซักอะไร ?

ผ้าคอตตอน | **ผ้าสังเคราะห์** | ผ้าสี | ผ้าขาว | เครื่

ขนาด

ครึ่งตะกร้า | **เต็มตะกร้า** | ล้นตะกร้า

เลือกโปรแกรมซัก

9:41

← **เครื่องซัก 01**
9 kg | น้ำอุ่น

สถานะปัจจุบัน

ซัก   **ล้าง**   ปั่น   เสร็จ

13 : 05

9:41

แจ้งเตือน

ประกาศ | **แจ้งปัญหา**

ศูนย์ช่วยเหลือ (Support)
● Online (ตอบกลับทันที)

สวัสดีครับ! 1124 ยินดีให้บริการ 🧺
วันนี้พบปัญหาเรื่องอะไรครับ?
(เลือกหัวข้อด้านล่างได้เลยครับ)

👇 เลือกปัญหาที่พบบ่อย:

🪙 เหรียญติด/ขอคืนเงิน | 🚫 เครื่องไม่ทำงาน

🧼 ผ้าไม่สะอาด/น้ำไม่ไหล | ✔️ ร้านสกปรก

🚫 เครื่องไม่ทำงาน

รับทราบครับ! เครื่องเบอร์อะไรครับ?

9:41

แจ้งเตือน

ประกาศ | แจ้งปัญหา

มกราคม 2568

ปิดปรับปรุงหน้าร้านชั่วคราว 11:20 am
วันที่ 18 ม.ค. 2556 เวลา 08:00 น. ถึง 09:00น....

โปรโมชั่น : ซักครึ่งราคาคืนวันพุธ 12 ม.ค.
เฉพาะคืนวันพุธ 😊 หลังสี่ทุ่มเป็นต้นไป ซักครึ่งราคา...

แจ้งซ่อม: เครื่องซัก 02 ใช้งานได้แล้ว 10 ม.ค.
ทีมช่างแก้ไขเรียบร้อย พร้อมให้บริการแล้วครับ

มกราคม 2568

แจ้งซ่อม: เครื่องซัก 02 ใช้งานได้แล้ว 10 ม.ค.
ทีมช่างแก้ไขเรียบร้อย พร้อมให้บริการแล้วครับ

9:41

รายการ

รายการปัจจุบัน

💧 เครื่องซัก

01 | 9 kg 🔄 กำลังปั่นหมาด
เหลือเวลาอีก
คาดว่าจะเสร็จ 9:4

01 | 9 kg 🔄 กำลังปั่นหมาด
เหลือเวลาอีก
คาดว่าจะเสร็จ 9:4

〰️ เครื่องอบ

01 | 9 kg 🔄 กำลังอบ
เหลือเวลาอีก

Forecast

Weather Card & Laundry Tips, Daily weather card with laundry tips that match the current weather conditions.

25 มกราคม 2569
32°C
ฝนตก

25 มกราคม 2569
32°C
แดดแรง

25 มกราคม 2569
32°C
มีเมฆมาก

🏠 Homescreen

The main screen focuses on a quick overview of available machines. Users can instantly see how many are free before scrolling down to select their washer or dryer.

Current Tasks

This part is a widget on the homescreen for user convenience. It allows users to see at a glance what is currently running, how much time is left, and exactly when it will be finished.

เครื่องซัก 02
🔄 กำลังปั่น
17 : 05
80 %
คาดว่าจะเสร็จ 9: 48 น.

เครื่องซัก 01
🔒 กรุณาเริ่มใช้งานภายใน
12 : 05
หมดเวลาจองตอน 9: 48 น.

เครื่องอบ 01
〰 กำลังอบอุณหภูมิร้อน
22 : 05
35 %
คาดว่าจะเสร็จ 9: 48 น.

Phone mockup

9:41

สวัสดีตอนเช้า....
คุณสะอาด

1 1 2 4

สวัสดี....👋
คุณสะอาด ผ้าหอม

25 มกราคม 2569
32°C
ฝนตก

ฝนตกหนักแนะนำอบผ้าอุณหภูมิร้อนสุดผ้าจะได้ไม่อับขึ้นนะครับ

สถานะร้านตอนนี้
4
ว่าง / 5
1
ว่าง / 5

รายการปัจจุบัน

เครื่องซัก 02　🔄 กำลังปั่น
17 : 05
80 %
คาดว่าจะเสร็จ 9: 48 น.

เช็คสถานะเครื่องหน้าร้าน
💧 **4/5** เครื่องซัก

01 | 9 kg
02 | 9 kg
15:03
03 | 9 kg

หน้าร้าน　รายการซัก　แจ้งเตือน　ข้อมูลฉัน

Status Card

Real-time machine availability shown clearly in seconds. The shop status uses a horizontal scroll card, allowing users to see the whole picture easily. Each status uses key colors and clear icons to show what's happening.

เช็คสถานะเครื่องหน้าร้าน
💧 **4/5** เครื่องซัก

01 | 9 kg　ว่างพร้อมซัก　40 บาท
02 | 9 kg　15:03　กำลังซัก　เสร็จเวลา 09:54
02 | 9 kg　**15:03**　กำลังซัก　เสร็จเวลา 09:54
02 | 9 kg　ว่างพร้อมซัก　40 บาท

〰 **1/5** เครื่องอบ

01 | 9 kg　🔒 จองแล้ว　รอ 10:00 นาที
02 | 9 kg　15:03　กำลังอบ　เสร็จเวลา 09:54
02 | 9 kg　🔒 จองแล้ว　รอ 10:00 นาที
02 | 9 kg　**15:03**　กำลังอบ　เสร็จเวลา 09:54

Starting Laundry

There are two ways to start laundry: checking machine availability via the app or being physically at the shop. Therefore, I designed a **Quick QR Scanner** to make the process more convenient.

Online Selection

Users can simply click on an available machine card, which will take them directly to the **Machine Information page**.
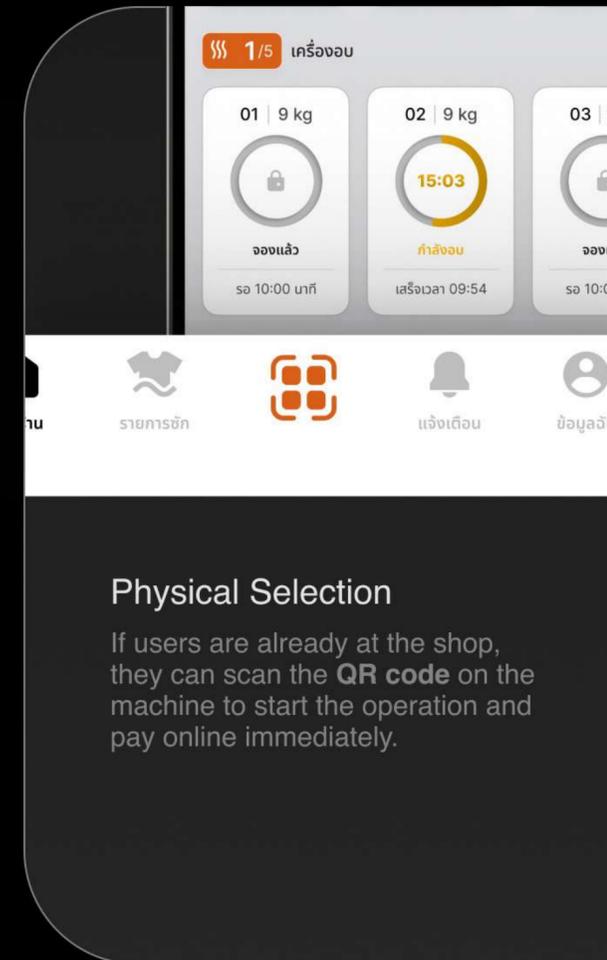
Physical Selection

If users are already at the shop, they can scan the **QR code** on the machine to start the operation and pay online immediately.
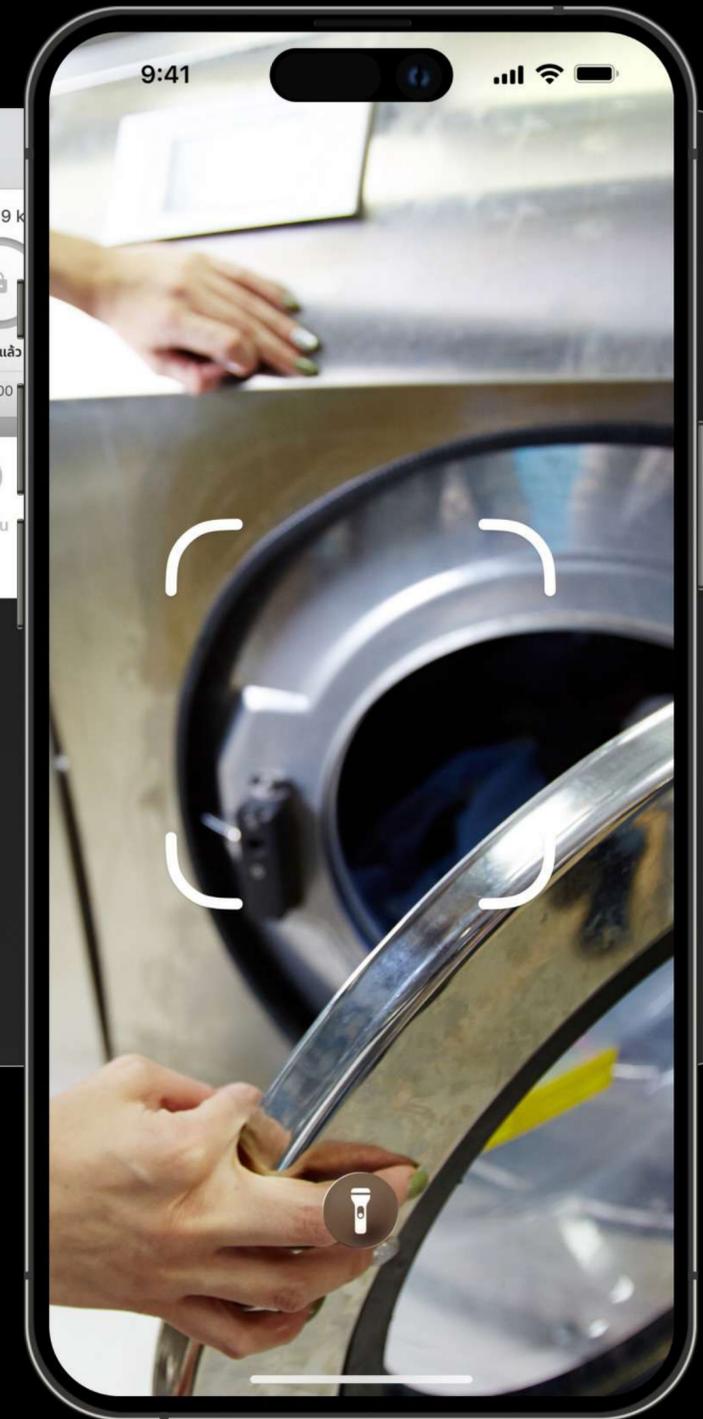
Laundry Program

Based on my research and RICE scoring, users often struggle with how to properly care for their fabrics. To solve this, I designed a **Smart Recommendation System**. By selecting the fabric type and load size combined with the current day's weather the app recommends the ideal washing temperature or drying time. This significantly reduces the problem of damp clothes.
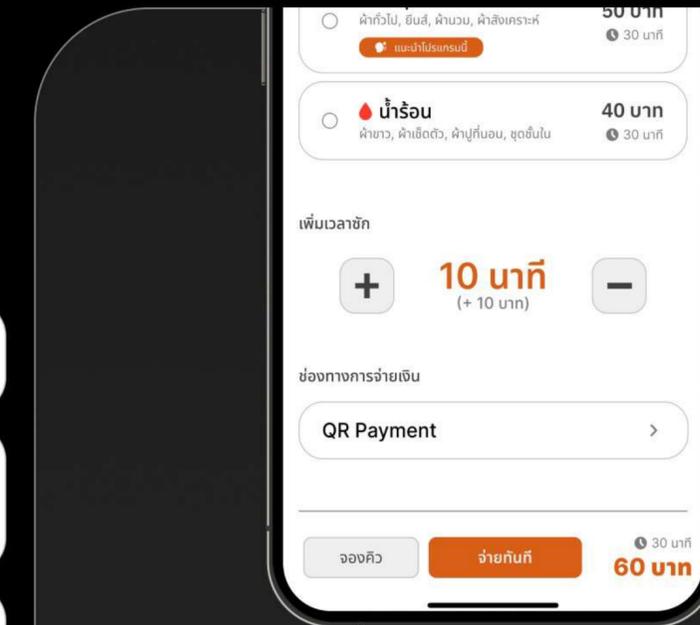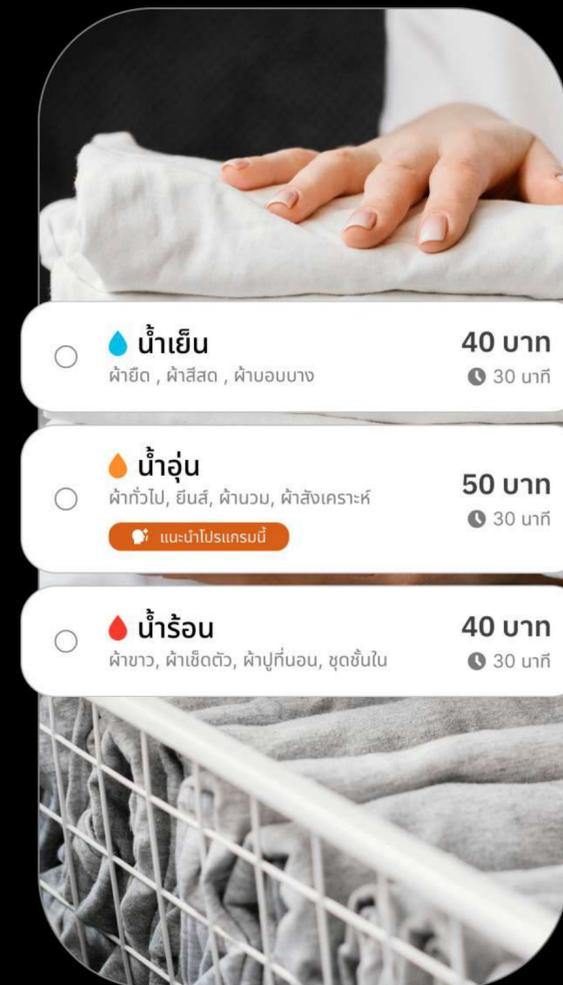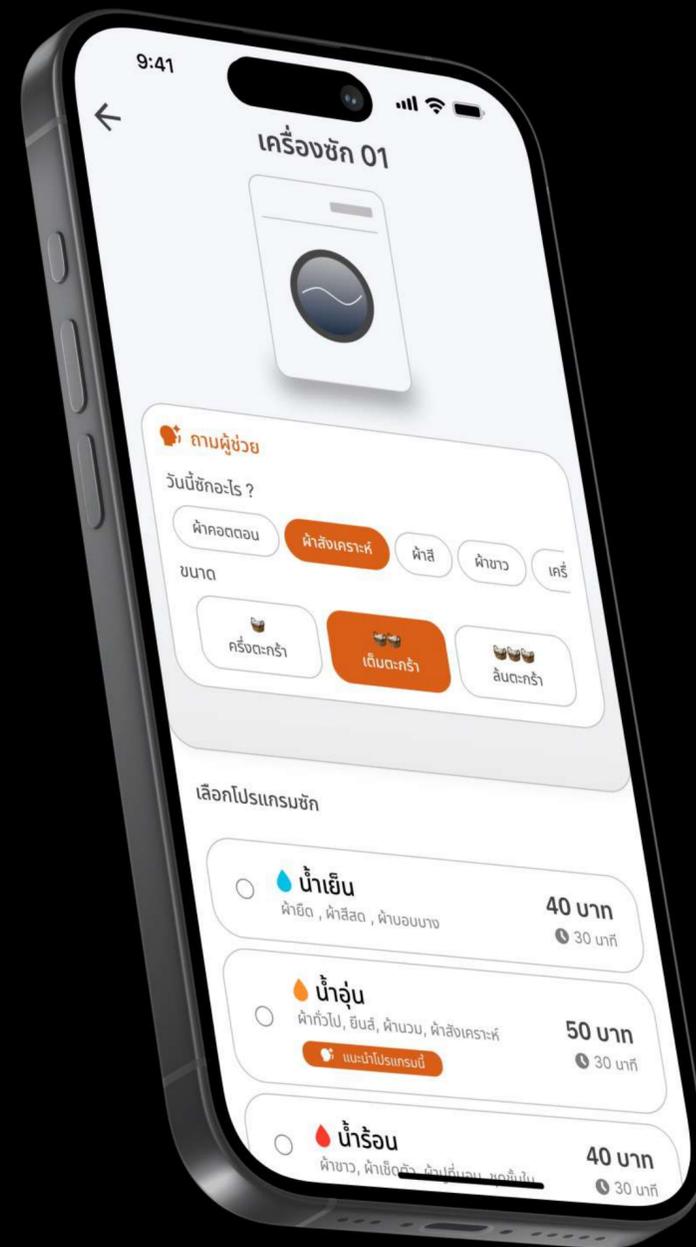
Payment

Users can choose their preferred payment method. The app provides a summary of the total cost and estimated time. Whether booking in advance or starting immediately, **upfront payment** is required to prevent "no-shows" and ensure machine availability for others.

Booking System

After payment is completed, a countdown timer for the machine lock begins. I used a Circular Progress Bar (Time Ring) for clear visibility. If the user returns to the Home screen, the countdown will continue to be displayed in the Current Task.
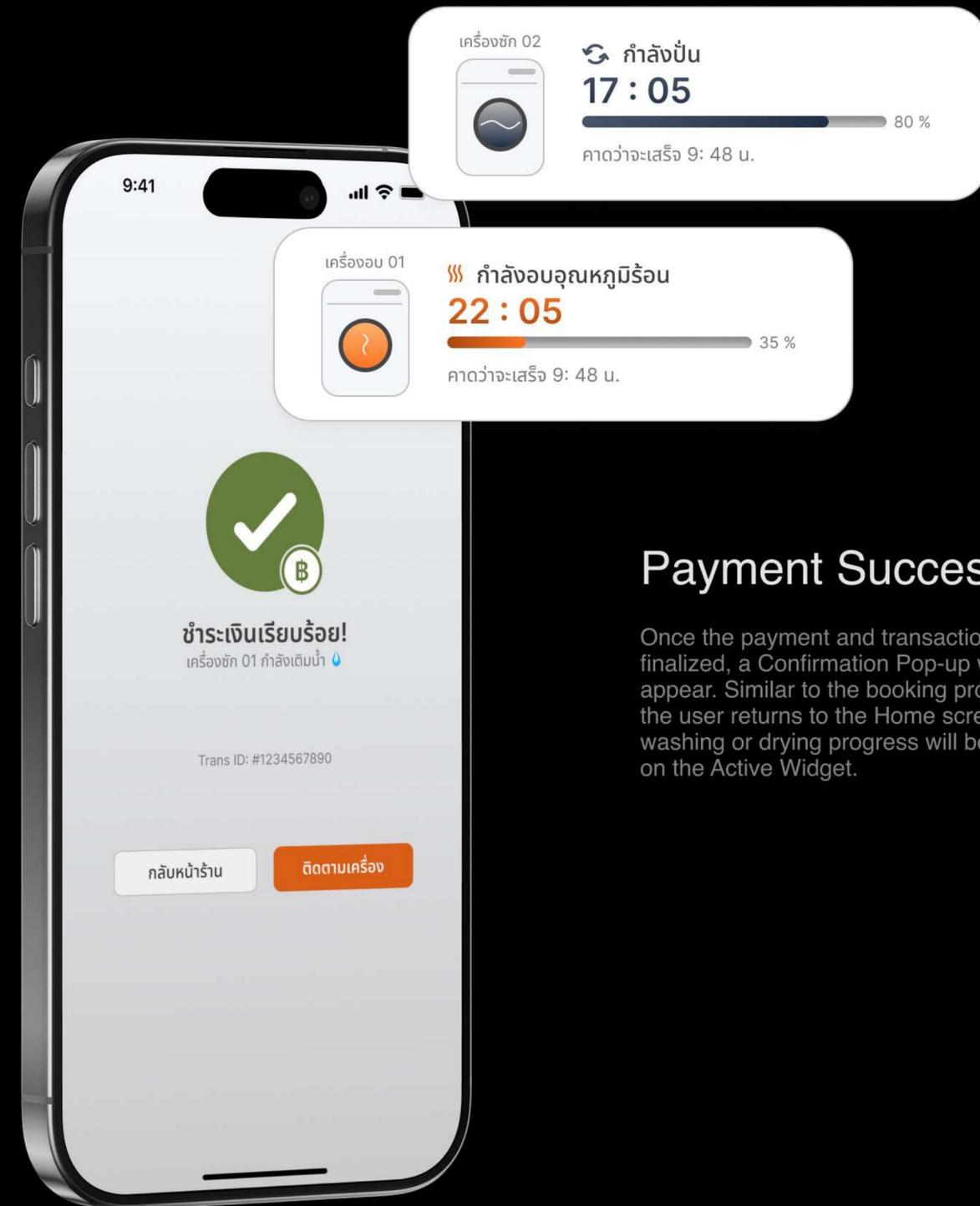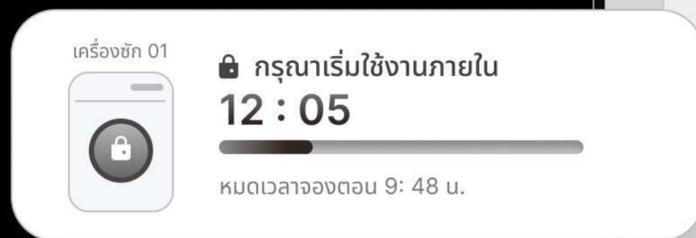
Payment Success

Once the payment and transaction are finalized, a Confirmation Pop-up will appear. Similar to the booking process, if the user returns to the Home screen, the washing or drying progress will be visible on the Active Widget.

🩲 <u>Activities List</u>

When a task is finished, it will appear in the Activities List. If users want to track their current progress, they can click on the item to view it in **Full Screen**.

Notifications & Reminders
5-Minute Alert
: A notification is sent 5 minutes before the cycle ends so users can prepare.
10-Minute Follow-up
: If the laundry hasn't been picked up within 10 minutes after finishing, a Repeat Alert will be sent to remind the user again.
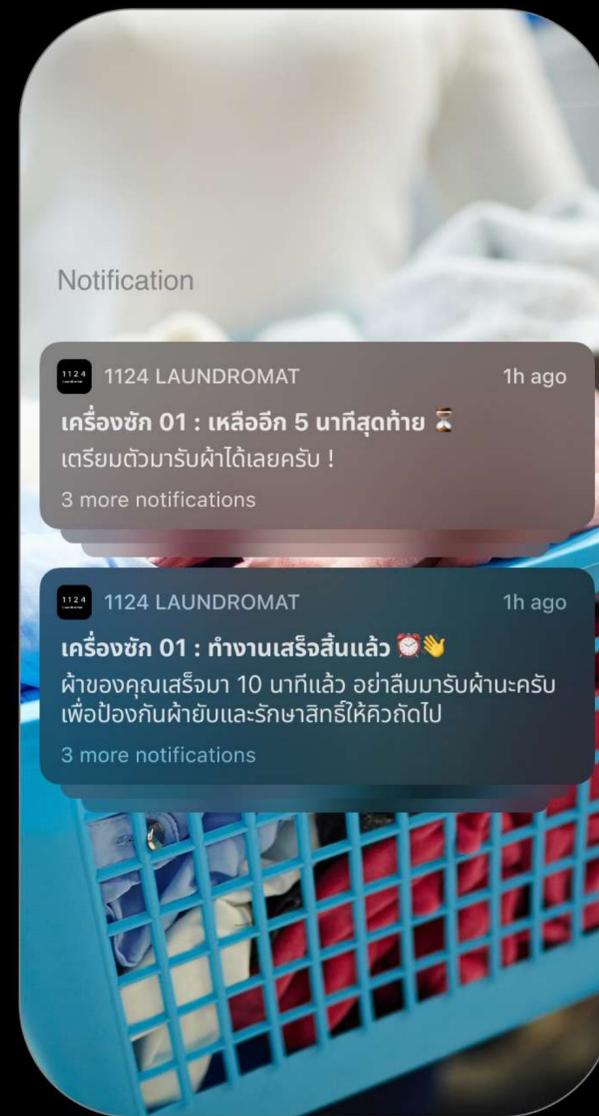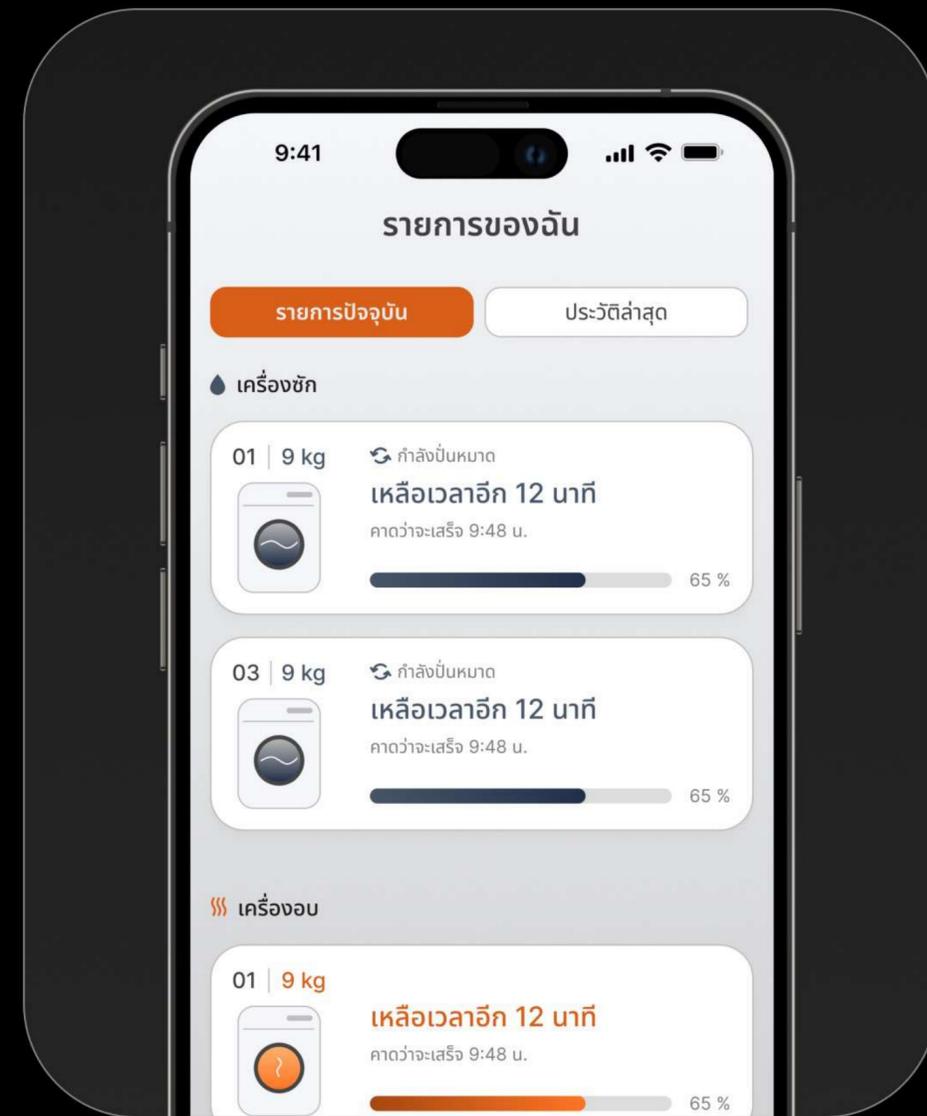
🔔 Notification and Support
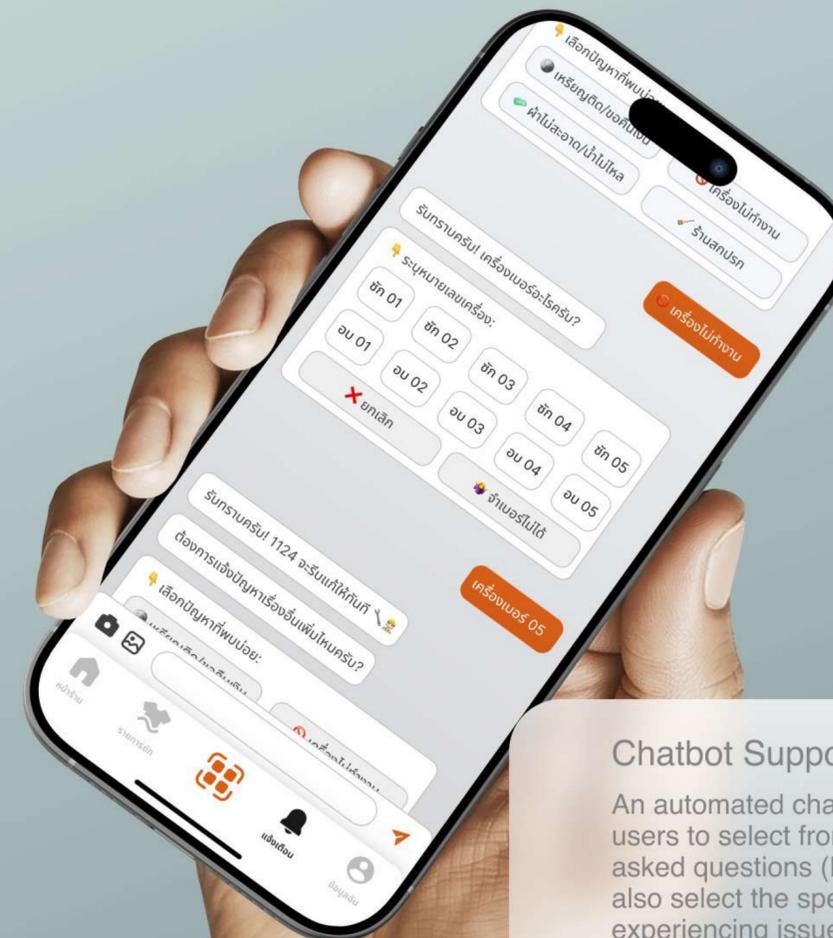
Chatbot Support

An automated chat system that allows users to select from a list of frequently asked questions (FAQs). Users can also select the specific machine experiencing issues directly within the chat—eliminating the need to type out long explanations or make a phone call.

Iteration

I conducted **Usability Testing** with both end-users and shop owners. The tests provided valuable insights, including positive satisfaction and constructive feedback. Key areas for improvement included features that didn't yet align with the hardware and suggestions for additional features to enhance convenience.

Based on these comments, I iterated and refined the design to make the application more practical and closer to a real-world solution.

Before

Feature Misalignment: Users were confused by the "Add Time" option on washing machines. In reality, washing cycles are fixed; only dryers allow for time extension.

Booking Misconception: The booking and payment flow was unclear. Many users assumed they could reserve a machine first and pay later once they arrived at the shop.
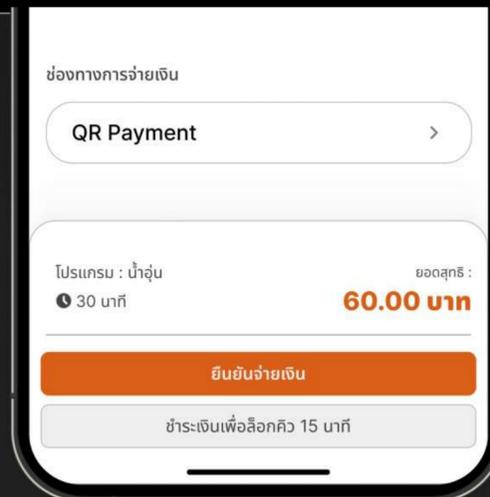
After

Refined Logic: I corrected the flow by restricting the time extension feature to dryers only, aligning the app's functionality with the actual hardware constraints.

CTA Optimization: To eliminate booking confusion, I replaced the "Book - Pay Now" button with "Pay to Lock Machine." This clear Call-to-Action ensures users understand that payment is mandatory to secure and "lock" their session.
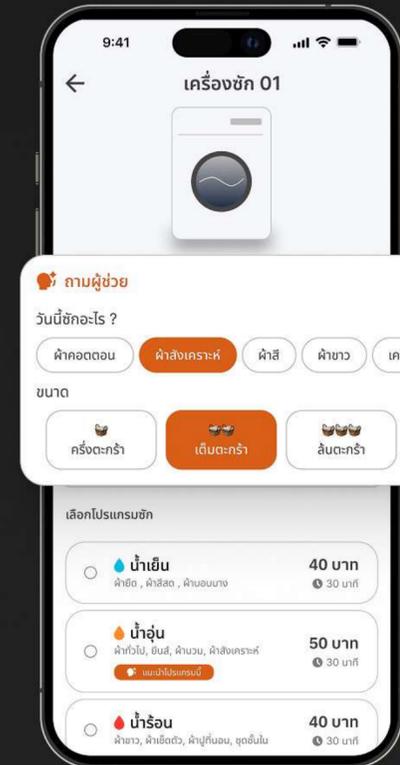
Before

Lack of Practicality: Users gave feedback that **"AI only focuses on fabric types, but the same fabric can have different care labels."**

Knowledge Gap: A major pain point was discovered: **"I don't even know what my fabric is."** Many users lack technical knowledge about textiles, making the feature difficult to use.
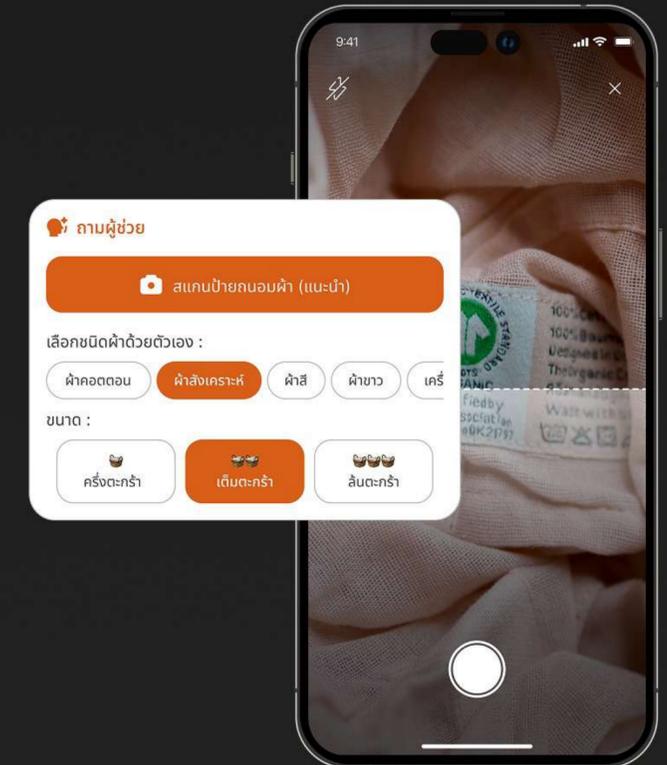
After

I refined the feature to better meet user needs by introducing **Care Label Recognition**. Instead of requiring users to know their fabric types, they can simply take a photo of the garment's care label. The AI then scans the symbols and automatically recommends the most suitable washing and drying program.

Impact and Summary

After completing the Research, Define, Design, and Testing phases, the feedback regarding user satisfaction was highly positive:

"I really like it! It offers something much fresher than other laundry apps. As someone who truly loves my clothes, the Assistant is a great addition. However, I'd suggest linking it to the care labels, because even if the fabric is the same, the care instructions can differ."
– K.Maprang (Doctor)

"Normally, hauling my laundry here only to find the machines full is so frustrating. After trying this app, the 'Pay to Book' system is a real game-changer. If this were real, it would save me so much time." – K.Tom (Hospital staff)

"Personally, I don't usually pay much attention when doing laundry. But having a guide to tell me which program fits best is great—no more guesswork. I also love the chatbot; as an introvert, not having to call anyone is incredibly convenient."
– K.Oil (Student)

50%

33%

17%
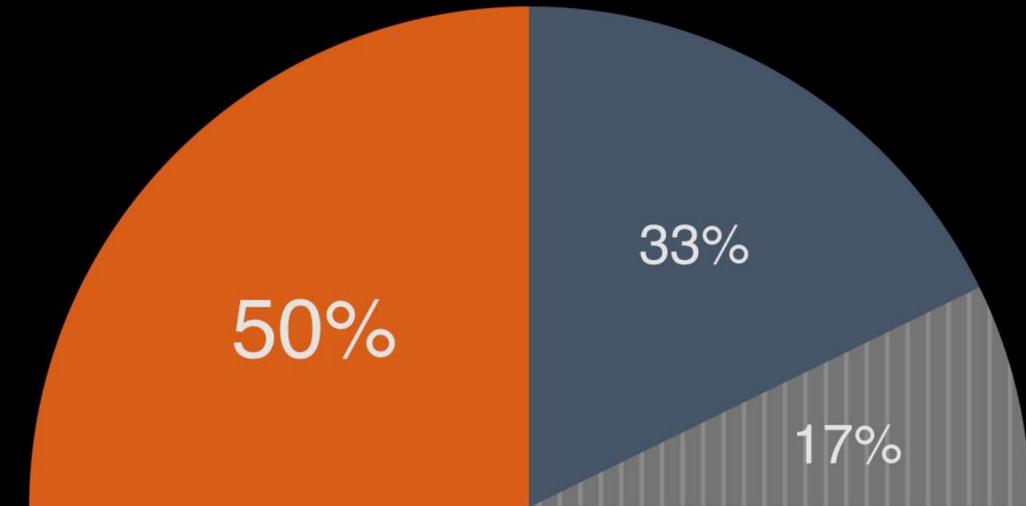
● Highly Satisfied   ● Average   Improvemet

15 +
Screens for project

9
weeks for project

Designer's Takeaway

This project was a real-world collaboration with a shop owner who sought tangible business results. It taught me that design doesn't end with the product itself; it must account for the actual behaviors and operational systems at the physical storefront.

Although this remains a prototype, I am committed to further developing it and continuously balancing the needs of the business owner with the evolving requirements of the users to create a truly seamless laundry experience.

U Property

Project	Categories	Location	Duration	Year
Case Study	Mobile app / Website	Bangkok ,Thailand	6 week	2024-2025
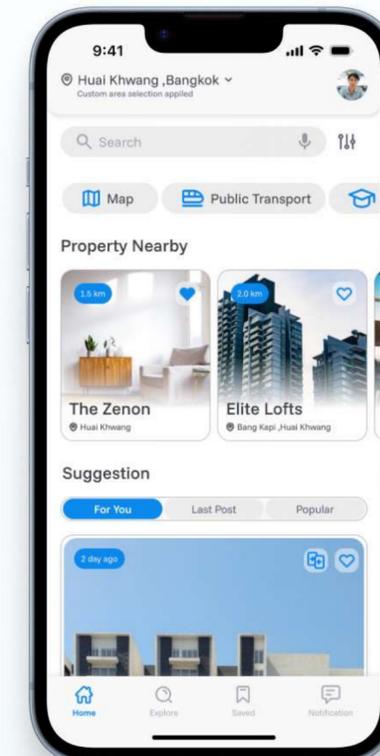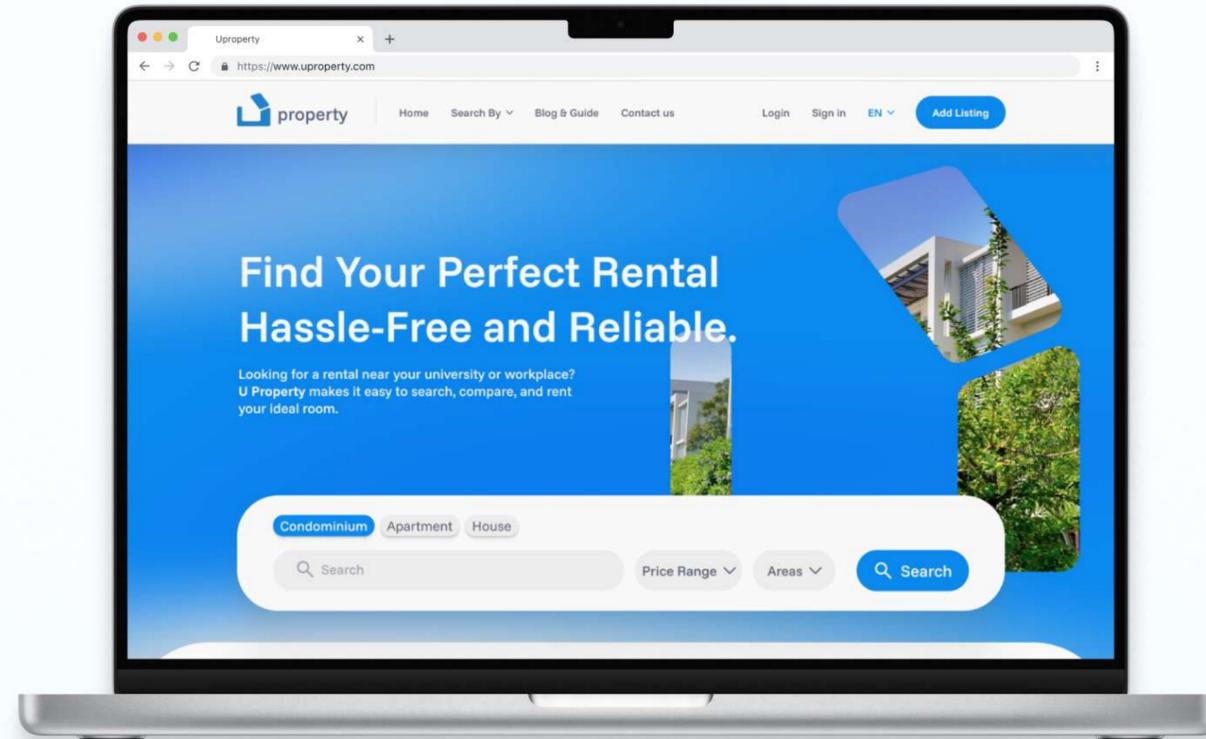
Overview

Finding a place to stay in Bangkok today is hard for young people. whether you are a student from another province who is new to the city, or a first-jobber looking for a room near the office. Choosing the "right" place is never easy.

This is why **U Property** was designed. We help you find dorms, apartments, or condos that match your area and your needs. U Property is not just another app; it is like a personal assistant that makes moving to Bangkok much easier for everyone.

SOLUTION

- Distance calculator to key locations
- Comprehensive amenities information
- Clear transit routes with all public transportation options
- Smart comparison tools

- 360° Virtual Tour of every room
- Advanced booking system for viewings
- High-quality, up-to-date photos and videos

- Verified reviews from previous tenants
- Landlord and agency verification system for credibility

- Real-time room status updates
- Instant notifications when rooms you're interested in become available

PROBLEM

" My browser looks like a property search explosion - 20 tabs and counting. Oh wait, where did that perfect room go? "

" Viewing apartments in Bangkok traffic? 2-3 hours commute for a 15-minute viewing. No thanks. "

" I read about scammers taking deposits for non-existent rooms. How do you know what's real anymore? "

" The most frustrating part? Finding the perfect room only to discover it's already taken - and the website hasn't even updated yet! "

Research

19-35 years old	**7** Interviews	**12** Question	**36** survey responses

85%

51%

72%

Information overload

Users usually search only by location, like near their school or work. This leads to information overload. It makes it hard to decide and easy to choose the wrong room.

Scammers

worry about deposit scams and fraudulent listings when searching for accommodation online.
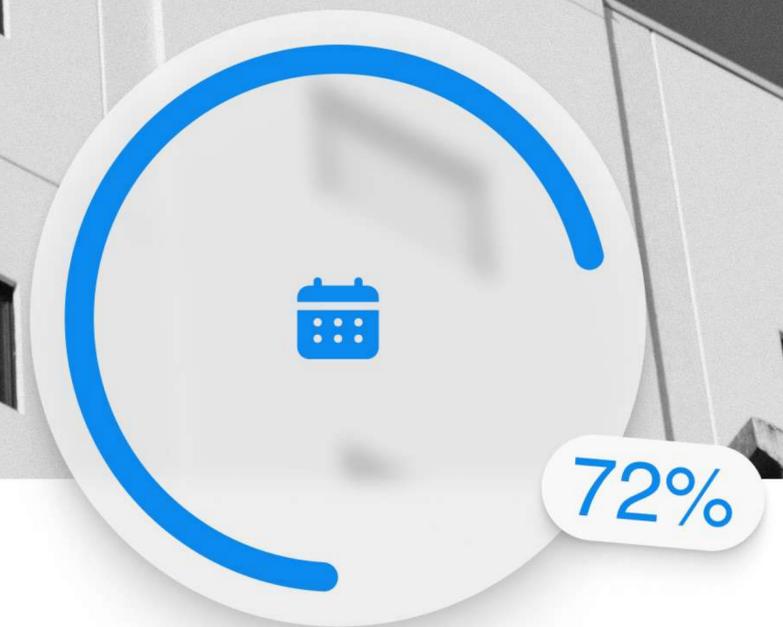
Complicated process

find the process of scheduling and attending property viewings to be unnecessarily complicated and time-consuming.

User Persona

Namphu
Student

Age	22
Hometown	Lampang, Thailand
Education	Fine Art (SWU)

Namphu is a third-year university student who has moved several times, using application. He often faces issues with outdated listings—rooms appear available but are already booked when he asks. Finding a place in central Bangkok is overwhelming with too many options and competition from working professionals, making each move a long and stressful process.

Opportunities

- comparison system
- real-time room availability updates
- 360° Virtual Tour
- verified reviews
- booking system for viewings

SAY

- "I'm in my 3rd year now, and I've already moved three times. I've stayed in both dorms and condos, but honestly, moving is just as exhausting every time."

- "I wish there was a notification system that alerts me when a room that fits my criteria becomes available, like a specific price range."

- "There are so many options, but when I go to check, the rooms are already taken because I have no idea when they got booked."

THINK

- I'd love to see real-time updates or how many people are interested in a room, so I know how much competition there is.

- There are so many options, but when I go to check, the rooms are already taken.

- I worry about wasting time or missing out on a great option.

DOES

- Searching for accommodations near the university through multiple platforms like apps (DDproperty, LivingInsider) and Facebook groups.

- Comparing room prices from different sources, focusing on transportation and nearby restaurants.

- Visiting the places in person to check the rooms.

FEEL

- Frustrated
the information on apps and online groups is not updated.

- Confused
Too many options, making it hard to decide.

- Exhausted
Spending a lot of time to find a suitable room.

User Journey Map

	Moving House	Search	Selection & Decision	Moving In	Living In
actions	Moving House	Search	Selection & Decision	Moving In	Living In
task list	It's necessary for me to move into a dorm or condominium.	Find accommodation using online groups or apps. 1. Search based on personal needs, nearby shops, and transportation. 2. Compare options from various sources with similar prices or facilities.	1. Choose a desired room and contact the owner or agency to schedule a viewing. 2. Arrange a day to visit the room. 3. Compare price, room condition, facilities, and transportation when viewing the actual room. 4. Select the desired room for rent and sign a legal contract.	Move belongings into the room. Check the room's condition and inform the owner of any necessary repairs.	Live in the new place and write a review so other users can learn from the real living experience.
pain point	I don't know anything about the surrounding area.	There are too many rooms, making the choices overwhelming.	• Sometimes, after contacting the owner or agency, the room is no longer available because app information isn't updated. • Scheduling viewings is quite difficult, and for those unable to visit, they might miss crucial details for decision-making.	For those who can't view the room in person, the room size or condition might not be as expected.	Other problems that can't be known on the viewing day, such as noise disturbance or condominium management issues.

feeling	confused 🙁	confused 😕	concerned 😰	overwhelmed 🤯	tried 🥺
improve opportunity	• Display nearby points of interest. • Provide transportation options, including bus and train routes. • Enable budget-based filtering and search.	• Include a feature to compare prices and available amenities.	• Provide real-time room availability updates and display the number of interested users. • Offer a booking system for room viewings to streamline the process for both tenants and landlords.	360-degree room videos or video calls to see the actual room. This reduces the risk of the room "not matching the photos" for those who live far away.	Reviews from people who actually lived there, not just photos from owners. This helps share information about noise, the environment, and building management.

Property Detail

Suggestion → Room Details → Nearby Details → Compare

Contact

Overview Details

Forgot password

Home → Nearby

Login

MRT   BTS

Transport

ARL   BUS

Onboarding → Sign up → Search → Search by → Budged

Price Range → Room Feed → Room Details

Type

Apartment

Condominium

Dorm

Location

Place

School   University

User Flow

The user flow features a main path through the explore page, designed to give users full access to comprehensive search tools. Meanwhile, the home page recommends suitable rooms based on user algorithms and newly updated listings.

Favorite

Office   Mall   etc.

Saved → Compare Room

Notification → Chat

30+

Wireframe Screen

A B C D E F G H I J K L M N O P L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 + - _ ! @ % ^ & * /

Funnel Sans

Semi Bold   Medium   Regular

5D6274
0B89ED
AFAFAF
3C4045
CECECE

Accent Color   Secondary Color   Primary Color
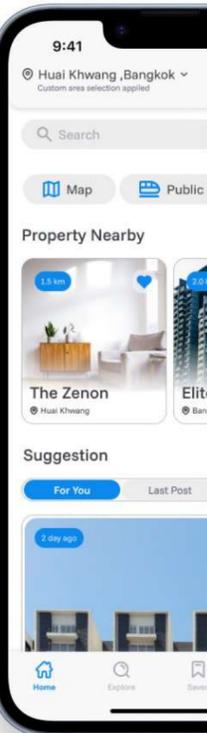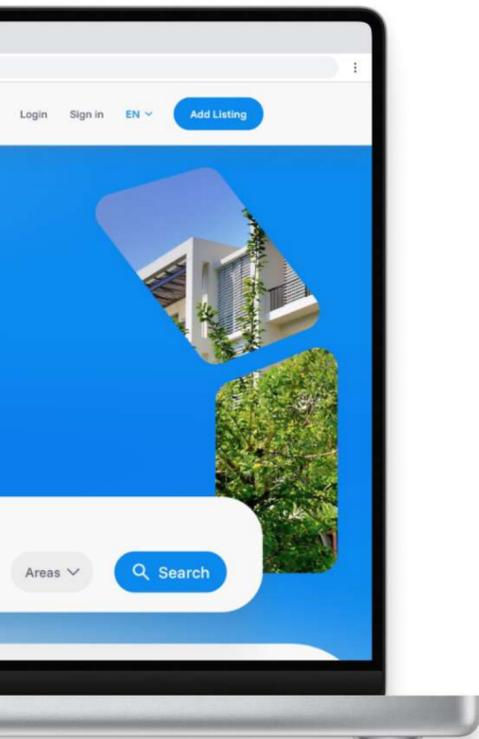
The simple homepage

recommends nearby rooms, similar properties, and new listings to help users discover suitable accommodations without requiring initial search input.

Homes
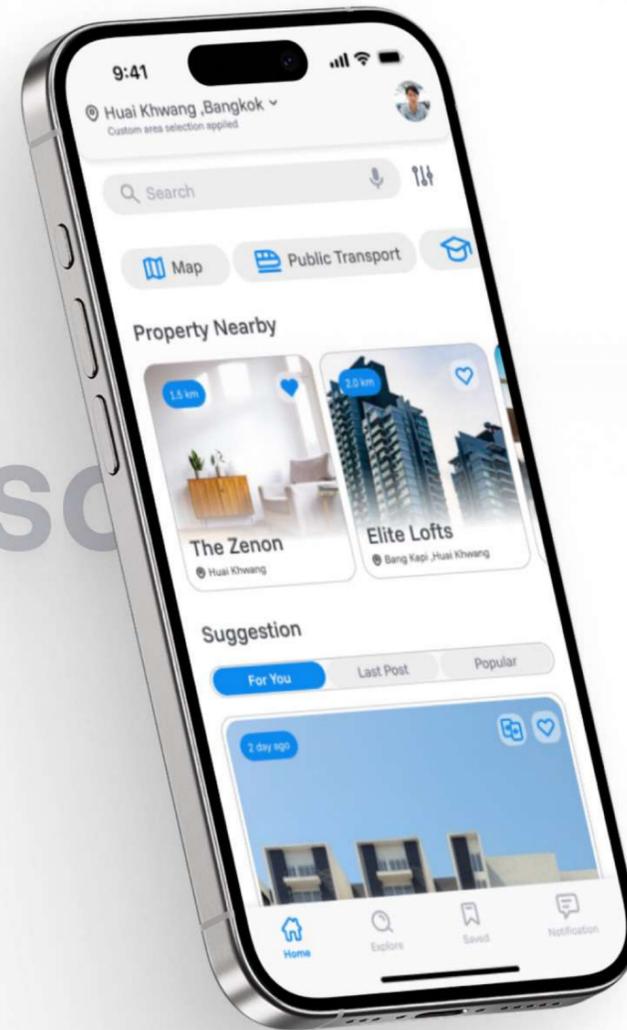
Search

Explore all you need

offers filtering by transit lines, areas, and nearby universities to help users easily find suitable accommodations.
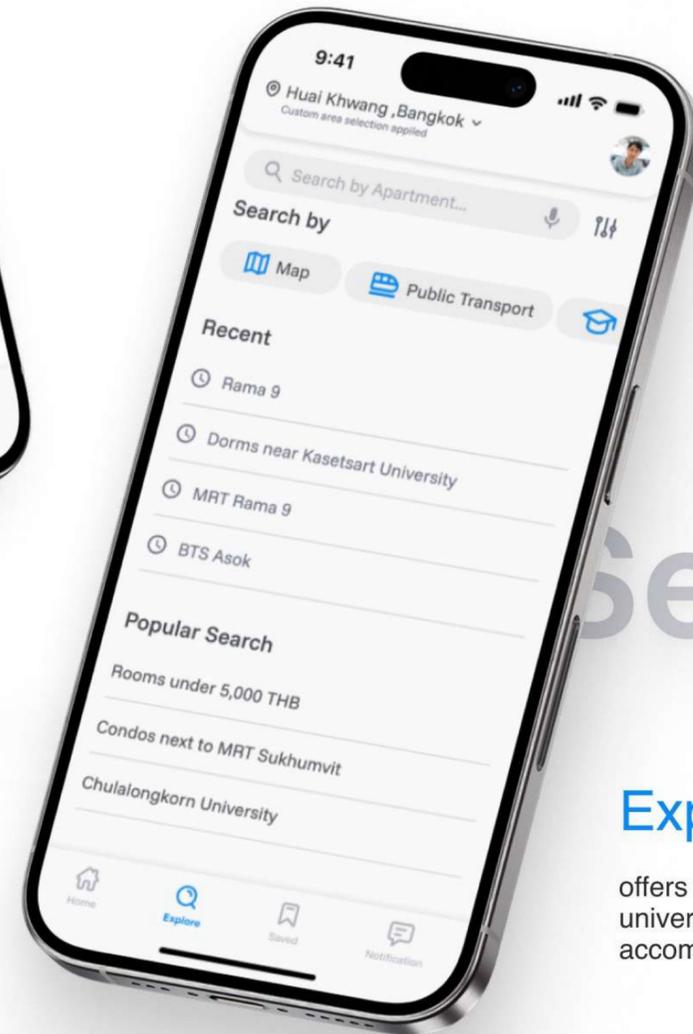
🗺️ Map

Users can search by area, with prices displayed and compared, and can filter results according to their specific requirements.

Searching via public transportation is another important feature since most users need to consider their commute. Therefore, we include a map showing train and bus routes where users can select their preferred stations.

🚆 Public Transport

📅 Schedule & Notifications

To address the inconvenience of inspecting rooms before deciding to rent, we've developed a room viewing appointment feature with notifications to facilitate planning for both property owners and tenants.
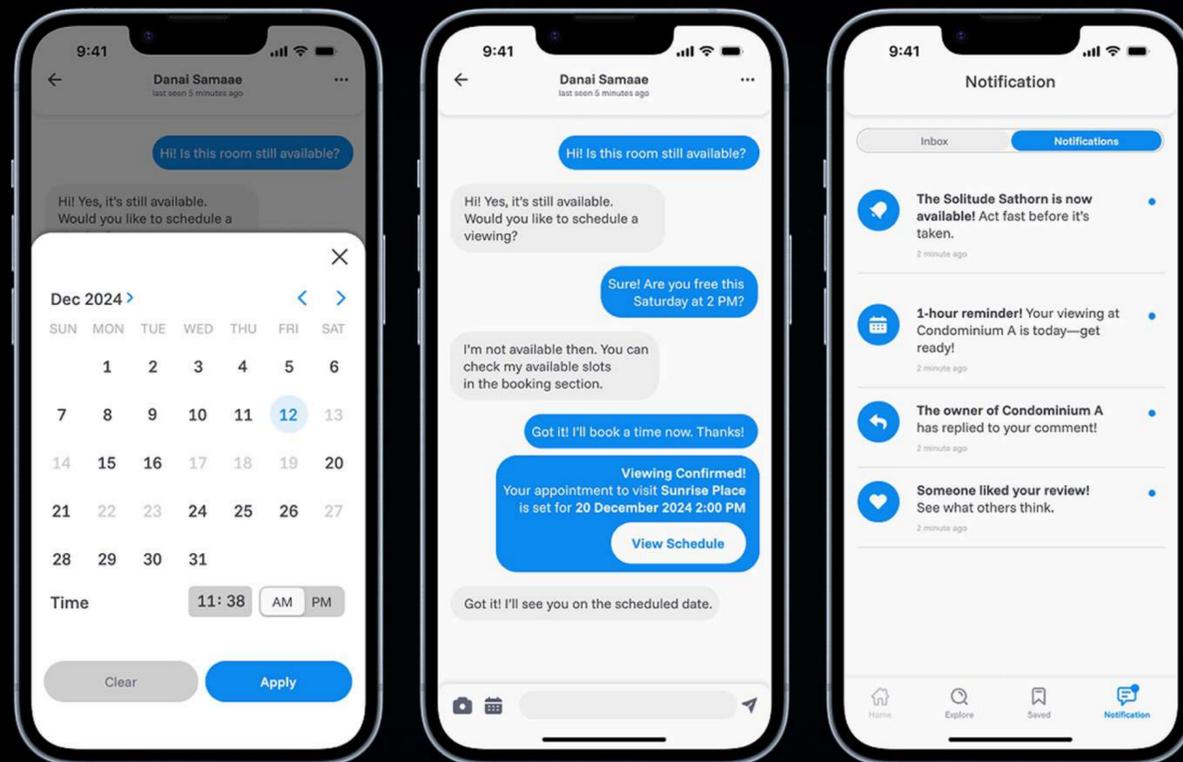
🔲 Compare Room

To address maximum confusion, the compare room feature helps users see an overview of their desired accommodations and compare options to narrow down their choices. Users can compare more than two rooms across all dimensions.
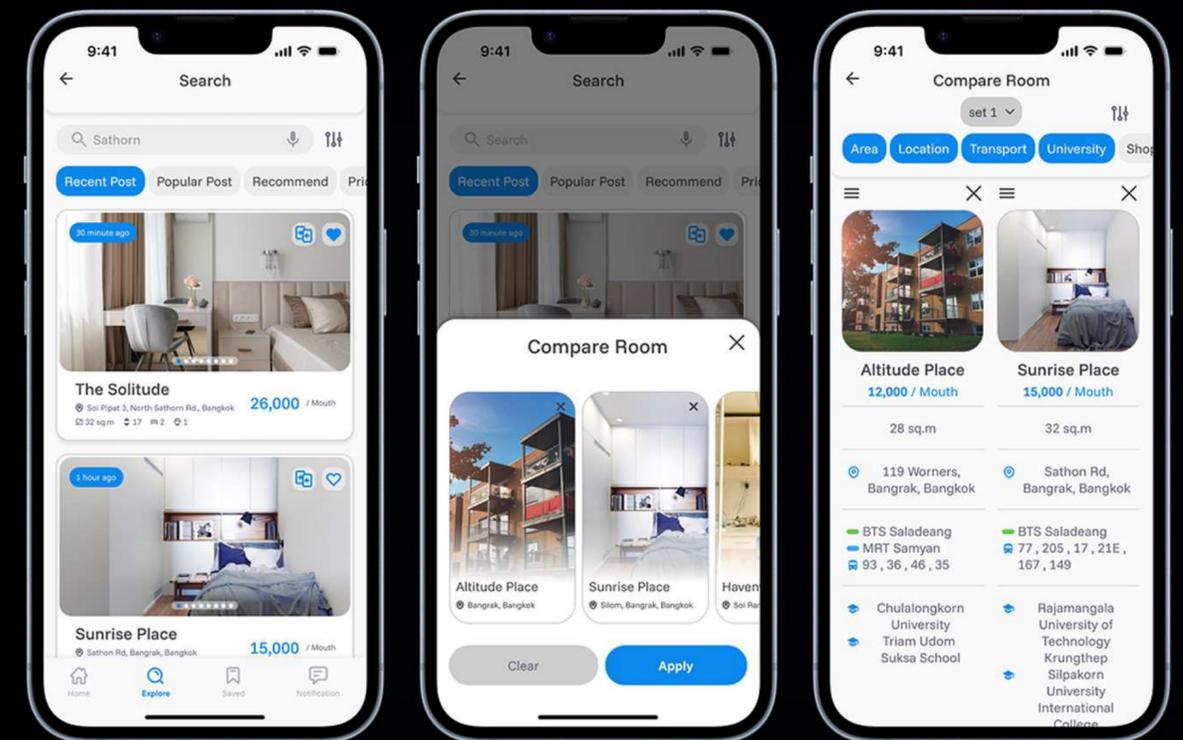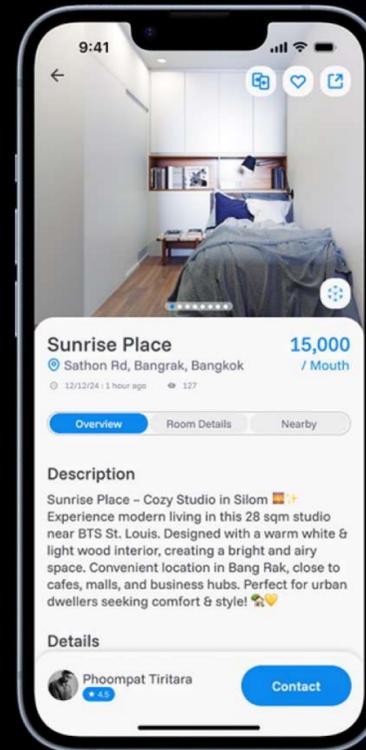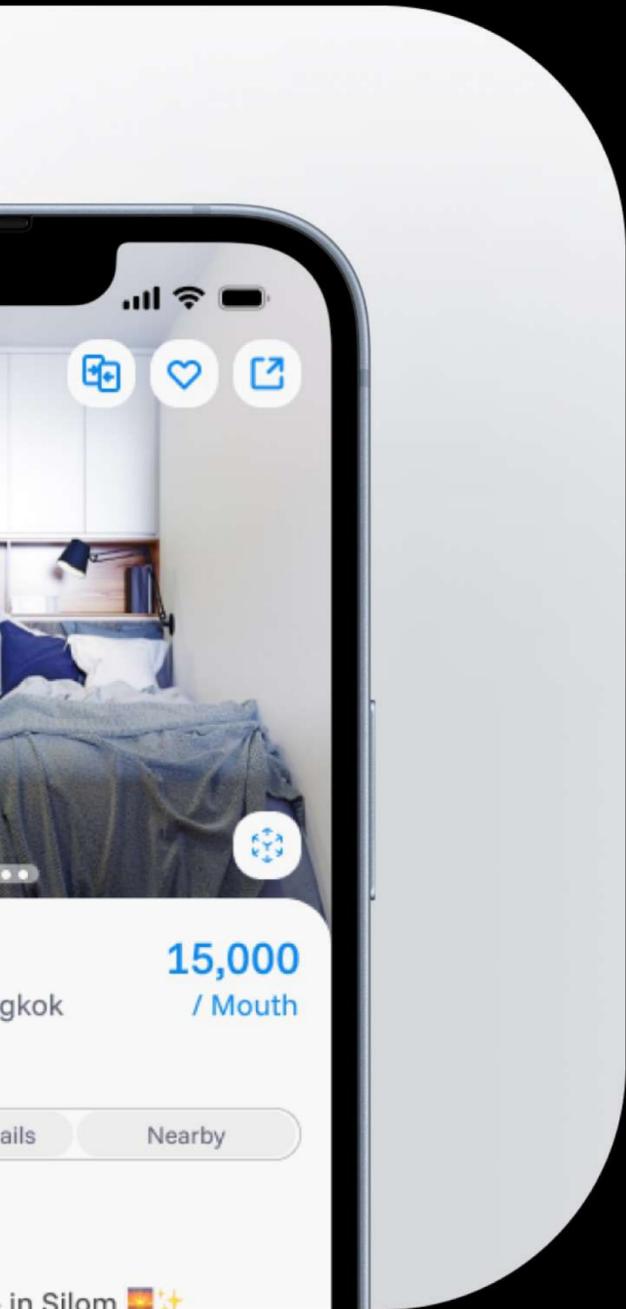
Room Details

The room detail page displays comprehensive information about the accommodation. For easy viewing, we use segments to organize information clearly, along with an AR View feature that gives users a complete room visualization.

Overview

Shows basic project information and reviews from previous renters.

Room Details

Displays amenities, both in-room and common facilities.

Nearby

Shows important nearby locations, including public transportation
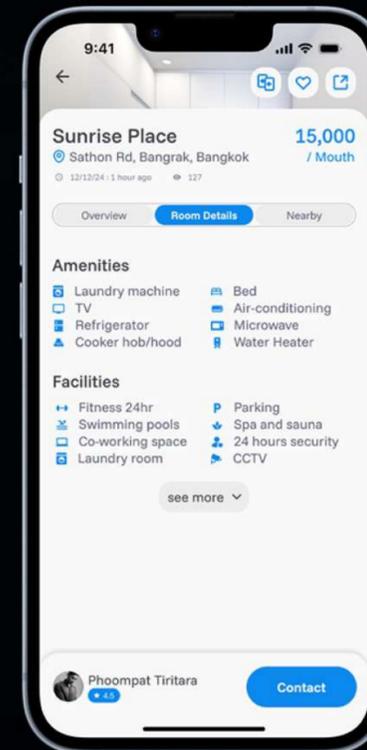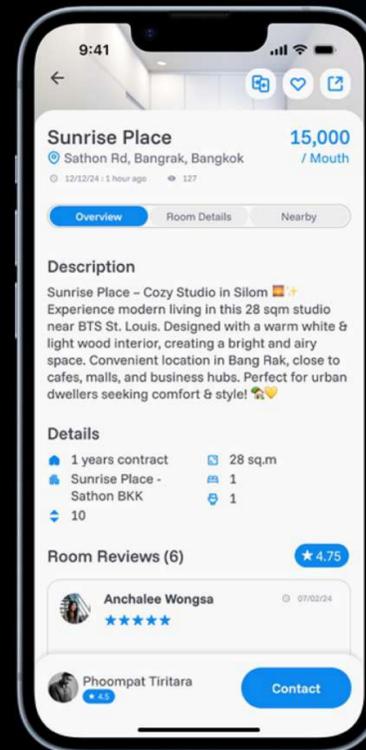
Schedule & Notifications

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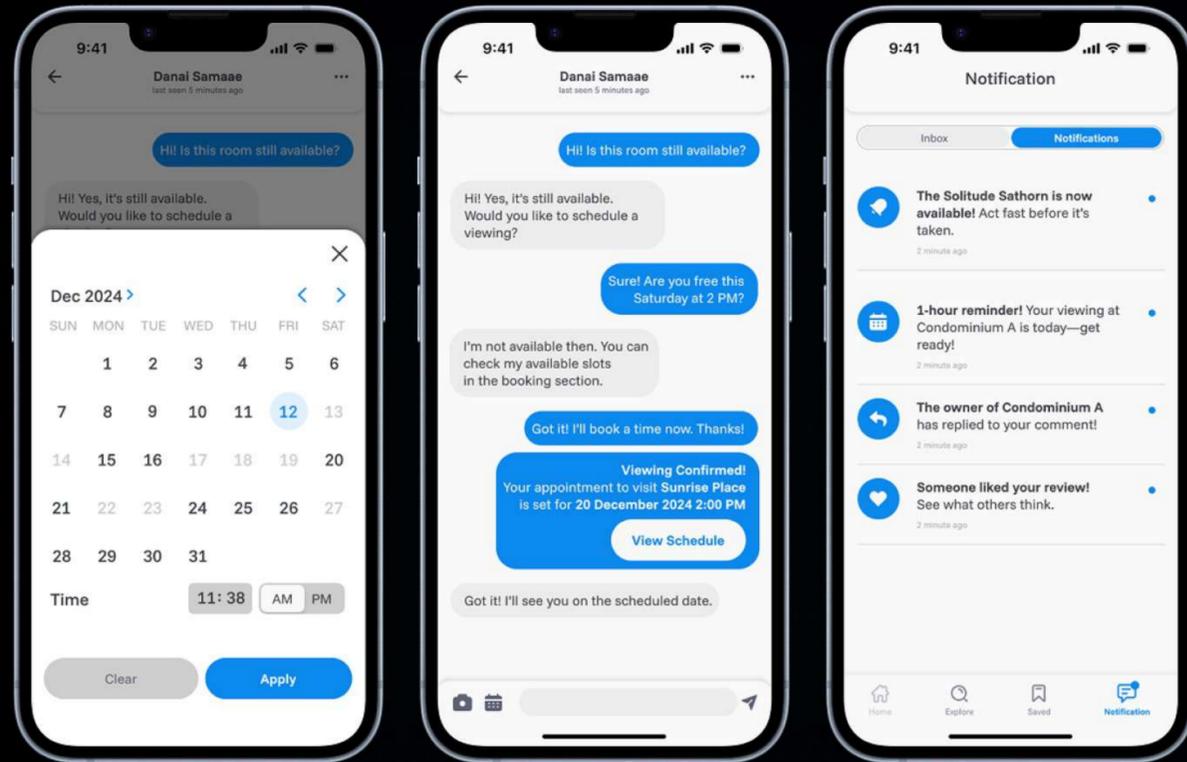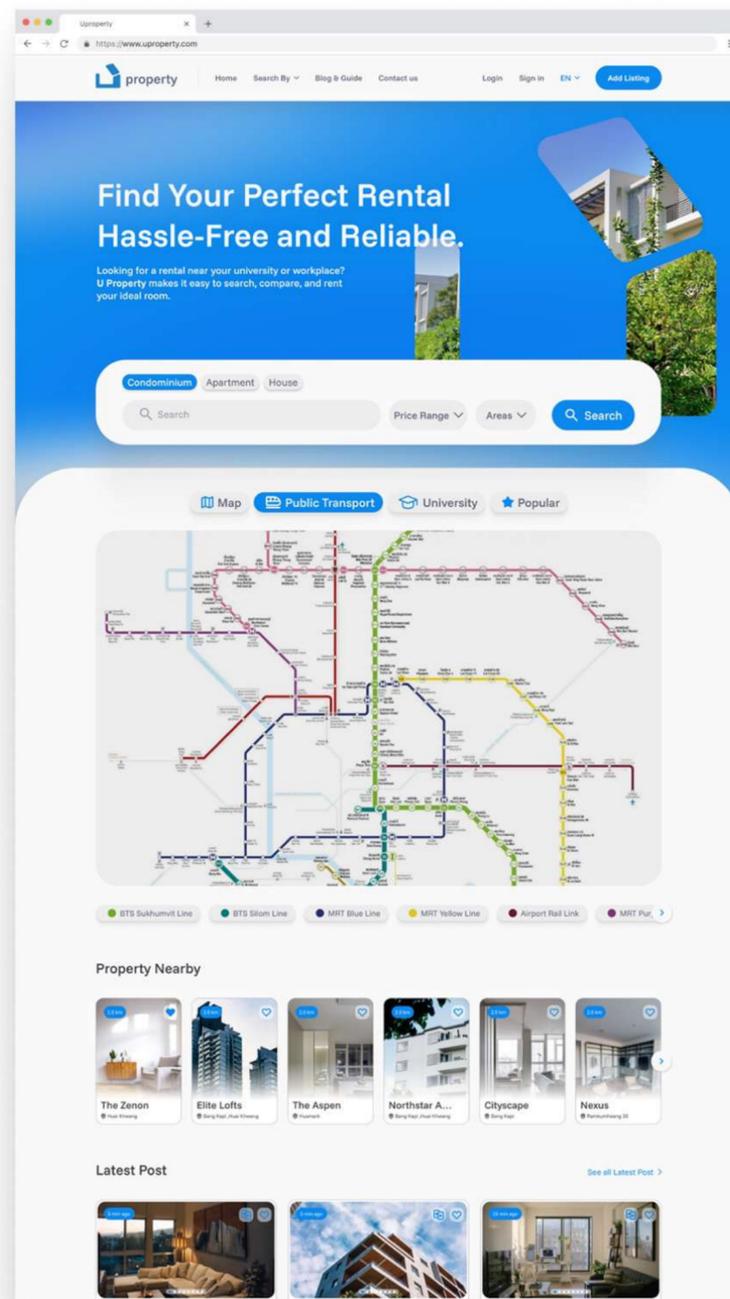
Landing Page

Besides mobile devices that represent convenience, many people also use desktop screens for searching. I've therefore designed the website to support various usage patterns. Since the scale is larger than phones, it contains clearer details appropriate for the device.
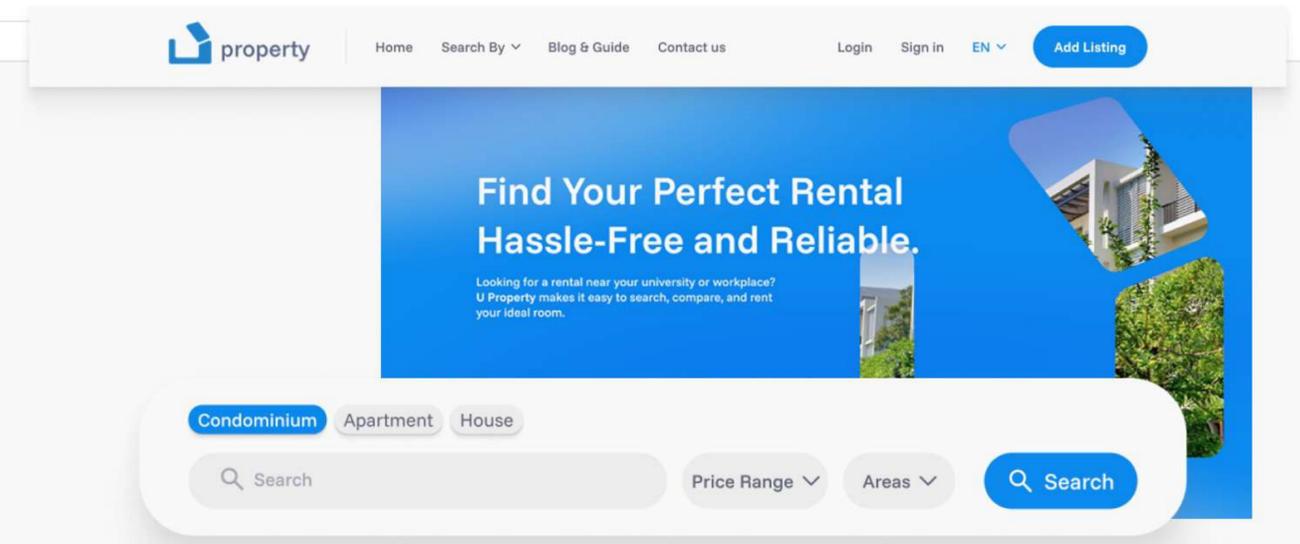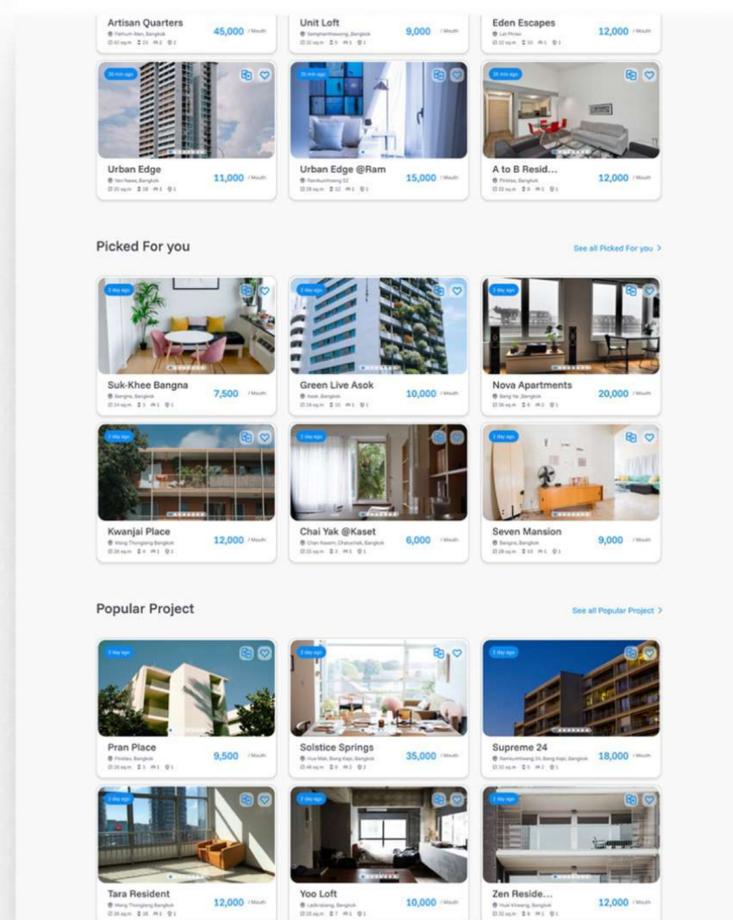
Hero Heading

A navigation bar and search bar with various filters, focusing primarily on price range and area.

Mini Card

Displays condos or rooms near your current location for a more convenient room viewing.
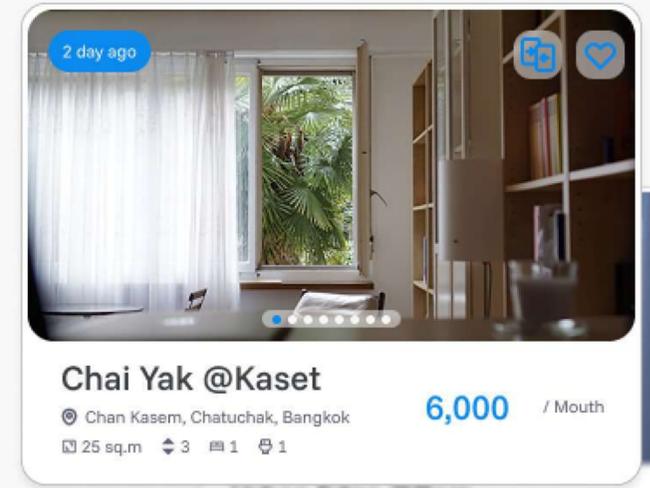
Full Card

Shows basic information and pricing. Users can Save (Like) the room or click the Compare button to check prices.

Testing

I divided the test into two sections. The first section was Comparative Testing to compare usage between Mobile and Website. The second section was Usability Testing, where I gave users specific tasks to complete.

Section B

Testing Tool : **Usability Testing**
Objective :
In this test, participants used only the mobile device. They had to follow specific tasks, but I asked them to use the app in their own natural way."

Section A

Testing Tool : **Comparative Testing**
Objective :
In this test, participants had to complete specific tasks on two platforms: Mobile (using a Figma prototype) and Website (using a Framer prototype). If took longer than 3 minutes, the task was considered "unsuccessful."

Search for Accommodation
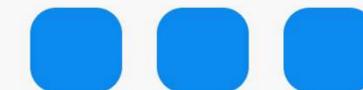
task 1   [▪ ▪ ▪]   3/3 completed

Compare Prices and Amenities of Accommodation
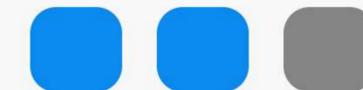
task 2   [▪ ▪ ▫]   2/3 completed

Compare Prices and Amenities of Accommodation
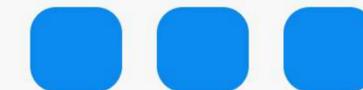
task 3   [▪ ▪ ▪]   3/3 completed but took a long time.

task 1

"Try to find a condo for rent in the Huai Khwang area, with a budget > 15,000 THB per month."

task 2

"Select 3 condos you are interested in, then compare their prices and facilities."

task 3

"Try to share the link of that condo with a friend"

" When comparing information on the mobile version, it was harder to read. "

– Tuk (32)
participant

"I wasn't sure if I booked it. The pop-up needs to be bigger or clearer."

– Mhing (25)
participant

Iteration

After testing, I improved the design based on user feedback. I focused on the parts where users were confused, had questions, or couldn't finish a task.

In this portfolio, I only show the main issues, but there were actually many other small comments that I fixed behind the scenes. I updated both the system flow and the interface to make the user experience better. <u>I know it's not perfect yet, so I will keep improving it.</u>
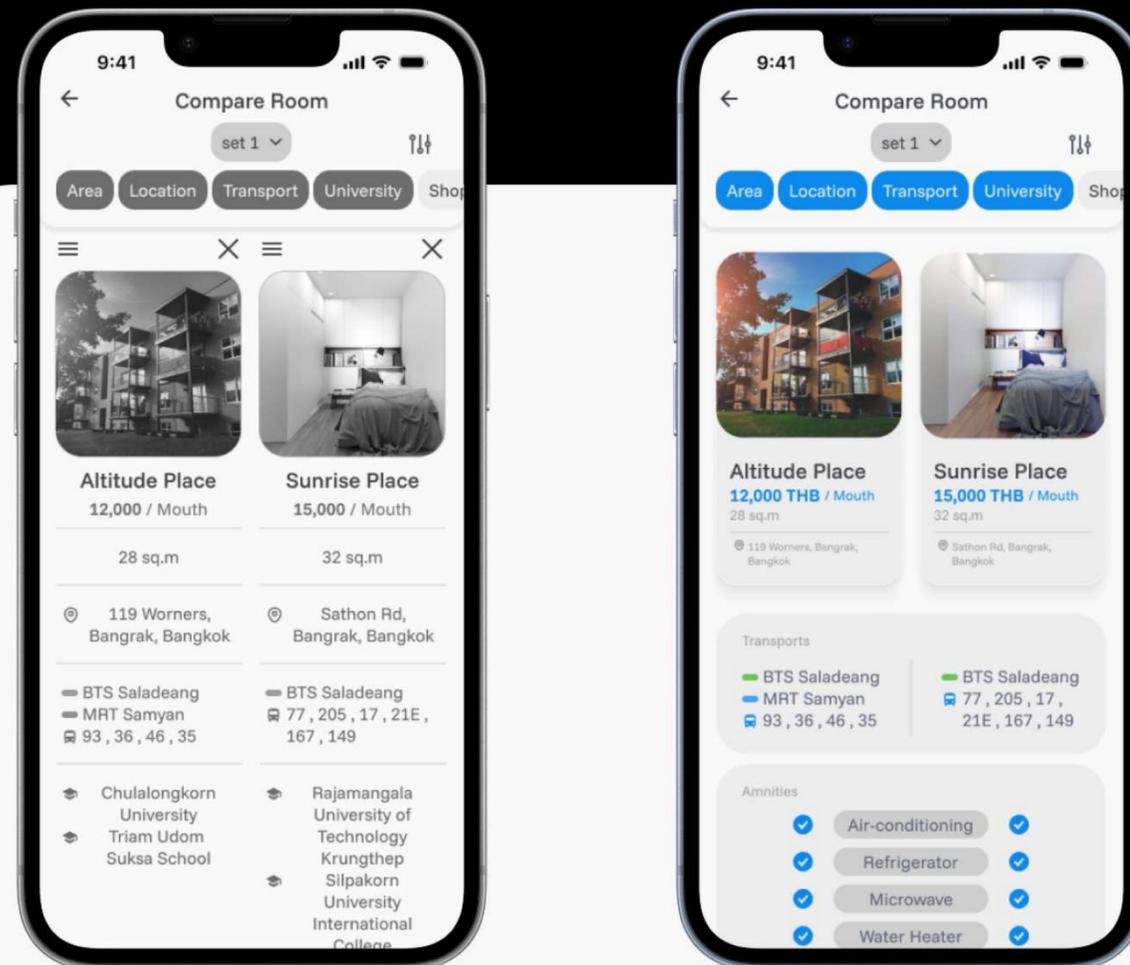

Before

The layout is **too crowded**. Text and icons are squashed together, making it hard to read. Everything just blends into one big mess.

After

I used **cards** to separate the information. I also used **different font sizes** to show what's important and make it easier to read. Finally, I used the **same icons for the same topics** to keep it consistent.

Before

The **booking system is confusing**. It forces users to search for a date themselves. The **confirmation card** at the end **isn't clear** either. During testing, users had many questions and didn't even know if they had finished booking.
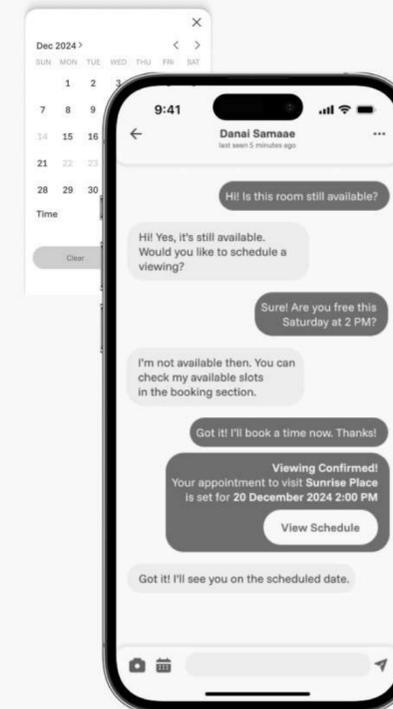
After

I switched to an **automated chat** system. It automatically shows available times as buttons right in **Horizontal Scroll**, so users can easily pick one. Everything works through chat bubbles to keep it simple. I also improved the **confirmation card to clearly** show where to go and what time. Users can now click to see the location or add it to their calendar easily.

week 1 week 2 week 3 week 4 week 5 week 6 week 7

HMW

usability testing

user persona

Desk Research

wireframing

feedback

outline sketching

in-depth interview

user-stories

prototype

Iteration

user flow

user journey

survey

visual design

information architecture

competitive analysis

final design

problem statement

01 Research 02 Define 03 Ideate 04 Design 05 Testing

Conclusion

This project brought me closer to UX design. I realized that my personal bias sometimes made it hard to understand users, but feedback helped me see my mistakes. For example, I changed the booking system from a form to an automated chat, making it much faster and easier to use.

If I had more time, I would improve the search filters further. Overall, I am proud that I could listen to user feedback and turn it into a better design.

30 +
Screen for project

7
Week of work

1
Designer

second on hand

Project	Categories
Case Study (Google UX Course)	Mobile app

Location	Year	Duration
Bangkok ,Thailand	2024	9 week

Overview

"Have you ever wanted vintage clothes but hated the long travel, digging through piles of stuff, and worrying if the clothes are clean?"

This is the main problem we found from our research. These issues make people not want to buy secondhand, even though it's good for the planet. This project is part of the Google UX Design Certificate. I want to show how good design can make secondhand shopping easy and accessible for everyone.

PROBLEM

SOLUTION
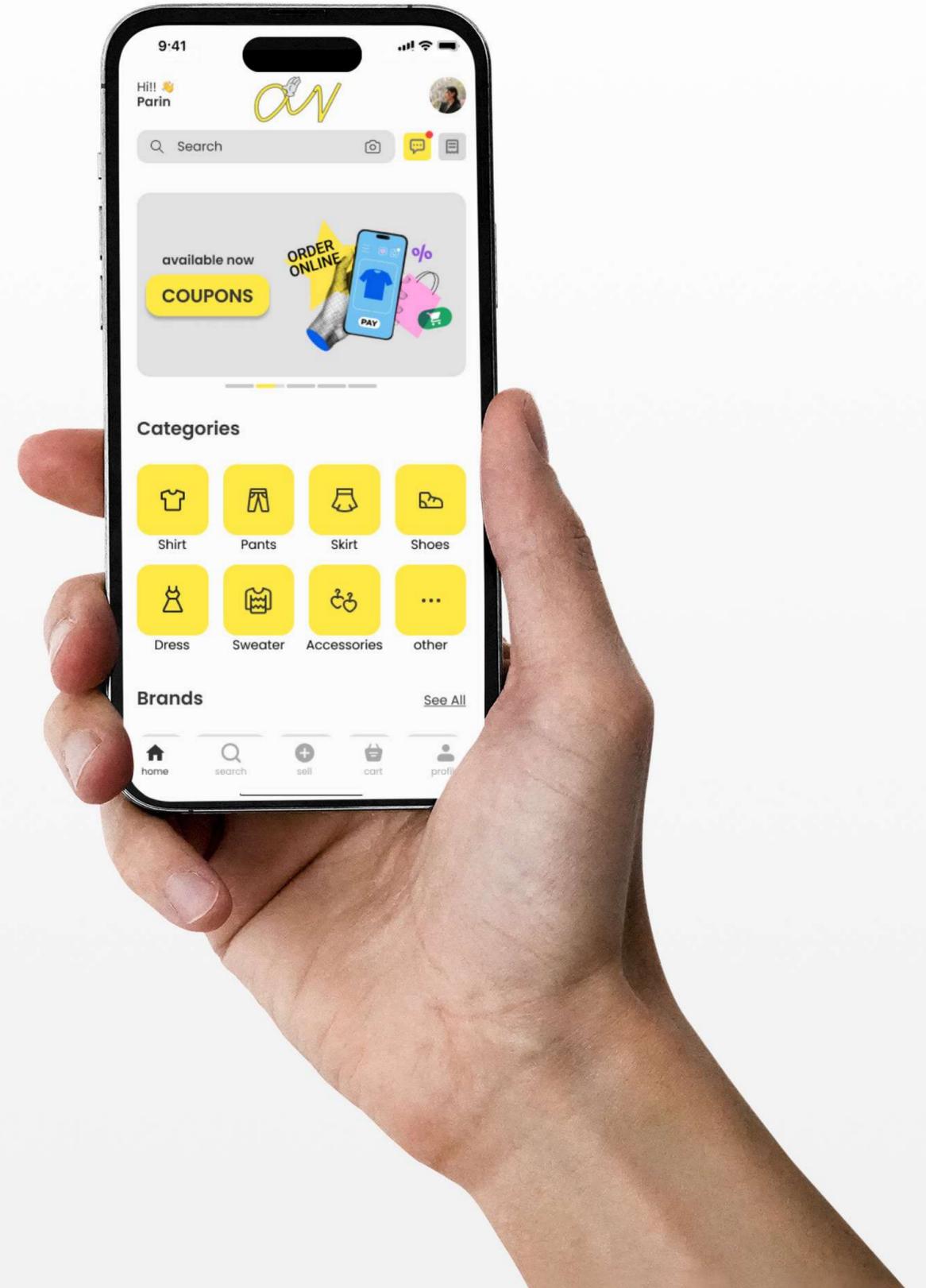
Struggle to find quality used clothing

Smart Filtering System

Cleanliness issues

Verified Cleanliness Guarantee

Product Authenticity issues

Automated Price Negotiation

item discovery, and physical store accessibility

Seller Rating & Reviews

Secondhand shopping is a great way to save the planet, but it can be frustrating and difficult for many people. How can we build an app that makes buying secondhand easier, more reliable, and more fun for everyone?

Second on Hand helps solve the problems of shopping at physical stores. You don't have to waste money on travel or get tired from walking around. Our app also has new features to make your shopping experience even better.

Research

I did both **qualitative** and **quantitative** research.
For qualitative, I started by interviewing friends and people I know, then expanded to others.
For quantitative, I used an online survey in secondhand clothing groups to get more data.

Interview

7
Interviews

18-48
Years old

10
Questions

How do you feel wearing secondhand clothes compared to new ones?

What's your main motivation for buying secondhand clothing?

Can you share your experience with buying secondhand clothes? Where and how do you usually shop?

Why choose secondhand over new clothing?

Have you ever felt frustrated with the secondhand shopping process? Can you elaborate?

What challenges do you face when buying secondhand clothes?

Have you bought secondhand clothes through apps or online platforms? Which ones and why?

What are the key differences between shopping in physical stores versus online?

What problems have you encountered when buying secondhand clothes, both in-store and through apps?

Survey

40+
Responses

Q1 : How do you purchase secondhand clothing?

38.90 %	33.33%	22.20%	5.60%
Online platforms (Instagram, TikTok, Cleartoo)	Retail thrift stores with hanging racks	Thrift stores with dig-through piles	Peer-to-peer reselling

Q2 : What's your primary motivation for buying secondhand clothes?

57.10 %	21.40%	14.30%	7.10%
Cost-effective pricing	Vintage designs	Unique style	Sustainability

Persona

"Thrifting lets me have fun experimenting with different looks without draining my wallet."

Pin (20)

Female | Fine Art Student | Chiang Mai, Thailand

Preference Creative, influenced by art community
Shopping Sources Local markets, Instagram, TikTok.
Shopping Behavior Buys second-hand clothes for budget reasons and creative styling.

● Goal

- To find affordable and stylish second-hand clothes that align with her personal style.
- To find second-hand clothes that she can customize and adapt to her unique fashion preferences.
- Following the trend of reducing fast fashion.

● Frustrations

- Finding specific trends and sizes.
- Getting to secondhand shops can be inconvenient.
- Stains and defects that are difficult to remove
- Talking with seller are embarrassed
- Allergies issue
- prices for second-hand items are inflated.
- Clothing that has been used for a long time may require careful washing.

Empathy Map

SAY

💬 "Buying secondhand clothes allows me to change styles often without spending much."

💬 "Sometimes, secondhand clothes may have dust that trigger allergies."

💬 "I always find clothes I really love and just have to buy, but when I try them on, they end up too small for me."

💬 "Talking to the seller for details sometimes makes me feel embarrassed"

THINK

💭 It would be great if I knew all the details about the clothes. It could reduce size issues a lot.

💭 Buying secondhand clothes can sometimes be challenging, but solving these issues could improve the experience.

💭 Be cautious when buying clothes that may have dust, as they can cause allergies.

💭 Buying second-hand clothes is a great opportunity to express yourself and create a unique style.
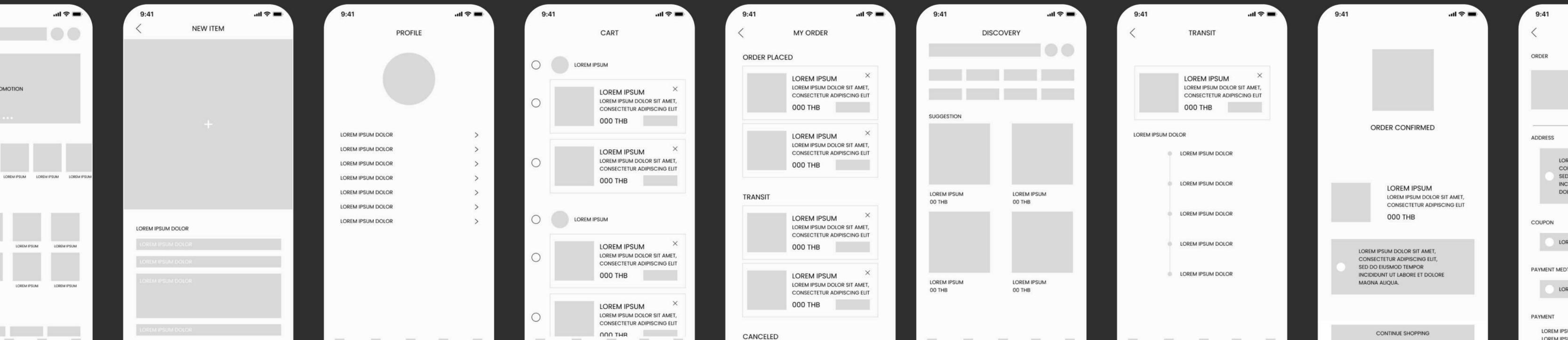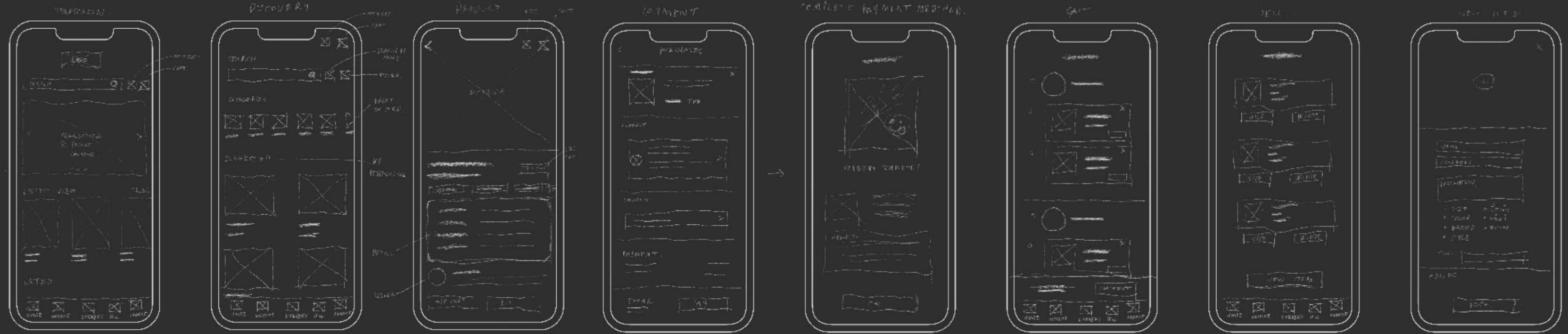
FEEL

🤭 Excitement and happiness : when finding clothes you like with a great price.

😔 Disappointment : when the clothes you like aren't in the right size.

🤢 Feeling bad : when going to a secondhand store and finding clothes covered in dust or defects

🫣 Feeling embarrass : when talking details with the seller.

DOES

👊 Giving up before finding the clothes you want at secondhand stores.

👊 Need to clean the clothes before wearing them.

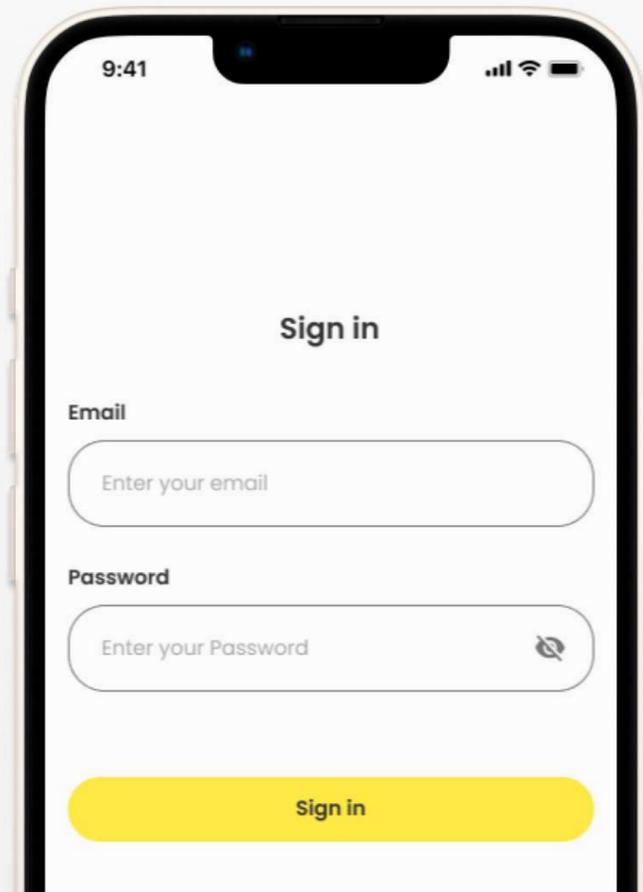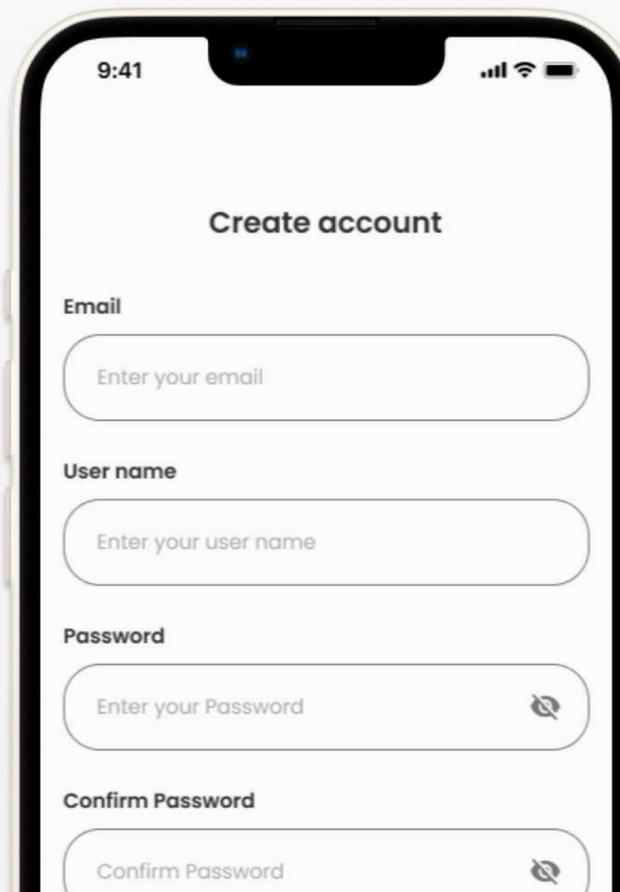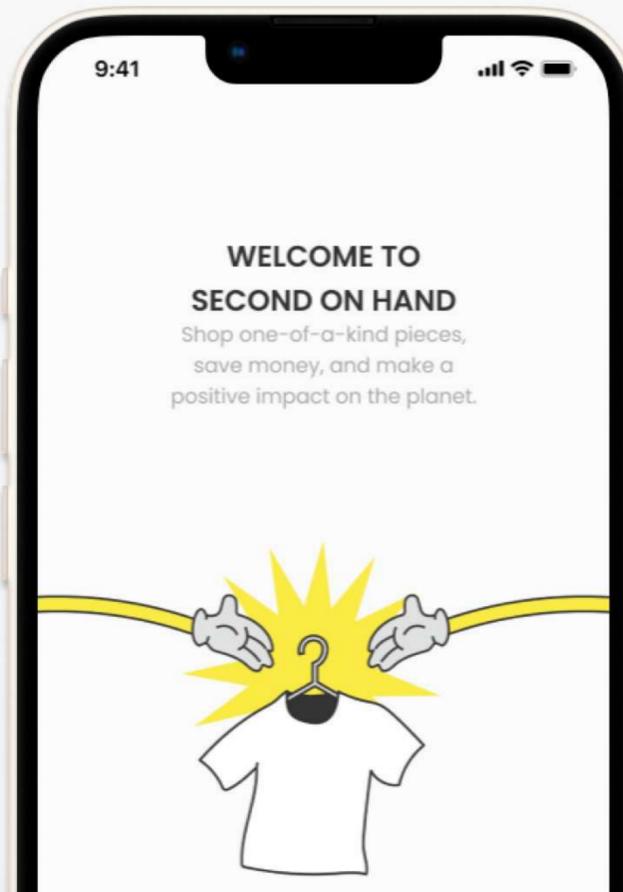👊 It takes a long time to check for defects before I can buy one item.

User Flow

SECOND
oɲ
HAND

Home ——— Inbox ——— Message

Orders

Onboarding ——— Create Account

Main Navigation

Login

Search ——— Product list ——— Product Detail ——— Payment ——— Order Placed

Sell ——— Shop Profile ——— Add Item ——— Draft

Publish

Cart ——— Product ——— Checkout

Remove

Profile ——— Account ——— Edit Account
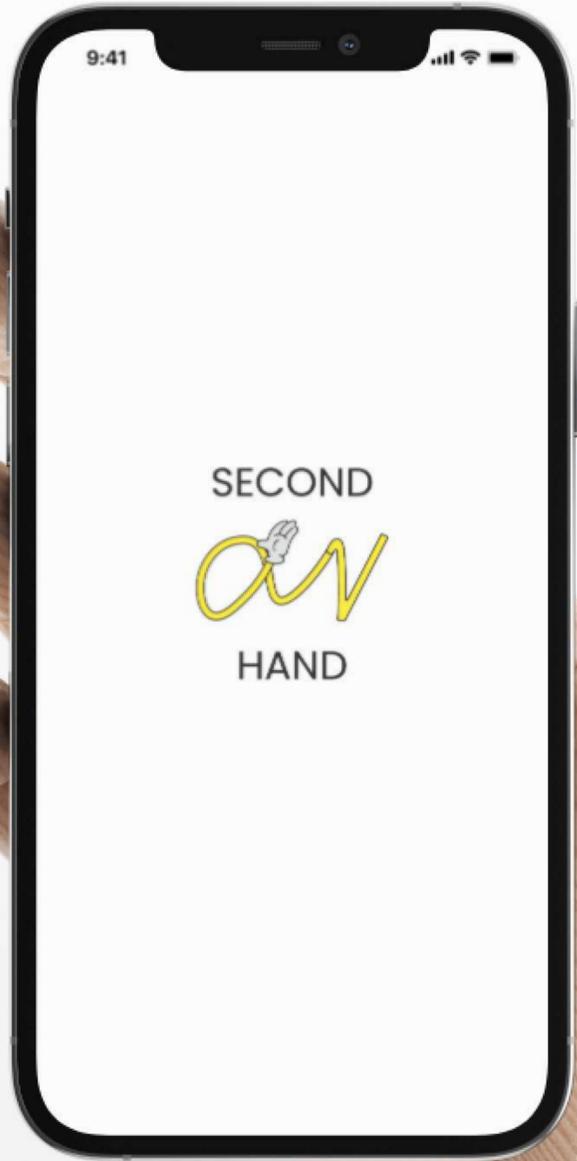
Wireframe

POPPINS

Regular

Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789.,;;&?!

#333333
Dark Charcoal
(51, 51, 51)
(0%, 0%, 0%, 80%)

#A9A9A9
Dark Gray (X11)
(169, 169, 169)
(0%, 0%, 0%, 34%)

#777777
Sonic Silver
(119, 119, 119)
(0%, 0%, 0%, 53%)

#FFE946
Gargoyle Gas
(51, 51, 51)
(0%, 0%, 0%, 80%)
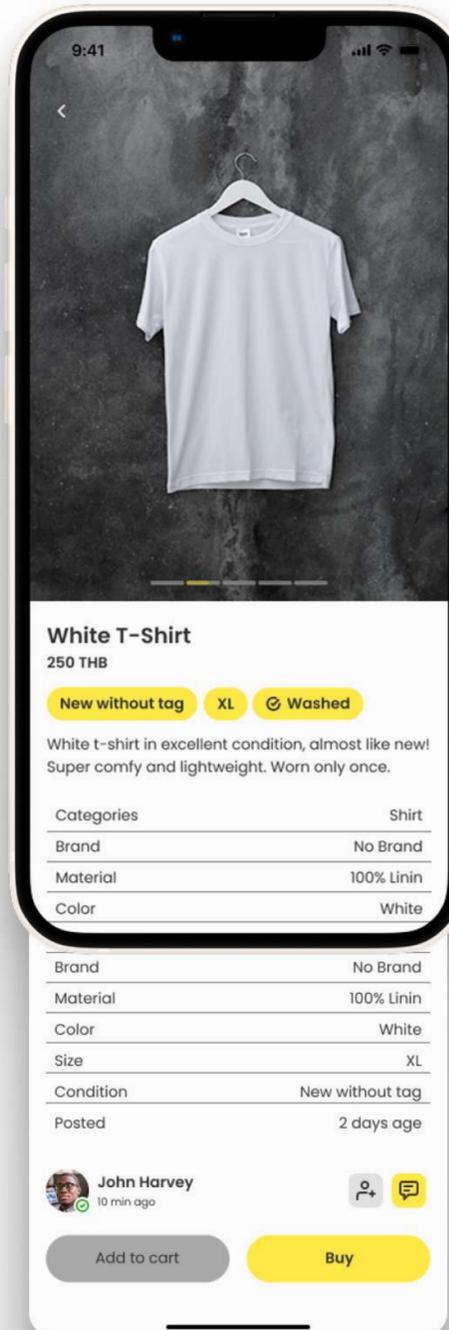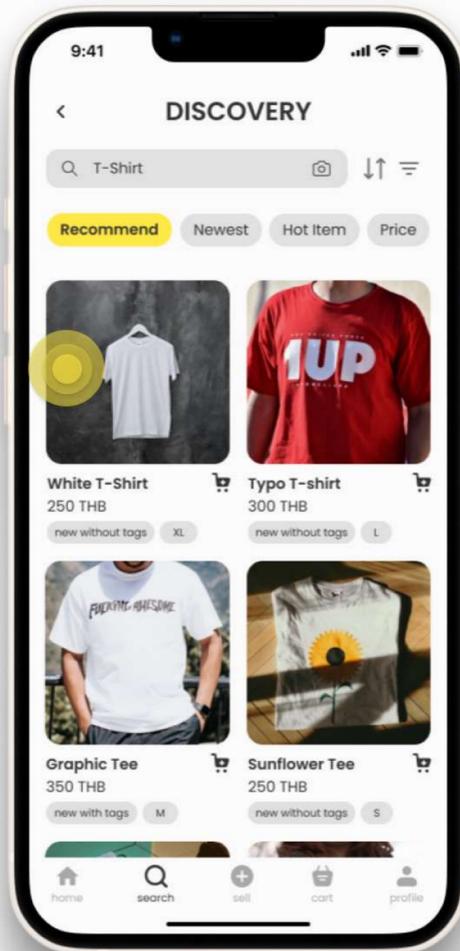
#FBFBFB
Lotion
(251, 251, 251)
(0%, 0%, 0%, 2%)

SECOND
ON
HAND

**WELCOME TO
SECOND ON HAND**
Shop one-of-a-kind pieces,
save money, and make a
positive impact on the planet.

Create account

Email

Enter your email

User name

Enter your user name

Password

Enter your Password

Confirm Password

Confirm Password

Sign in

Email

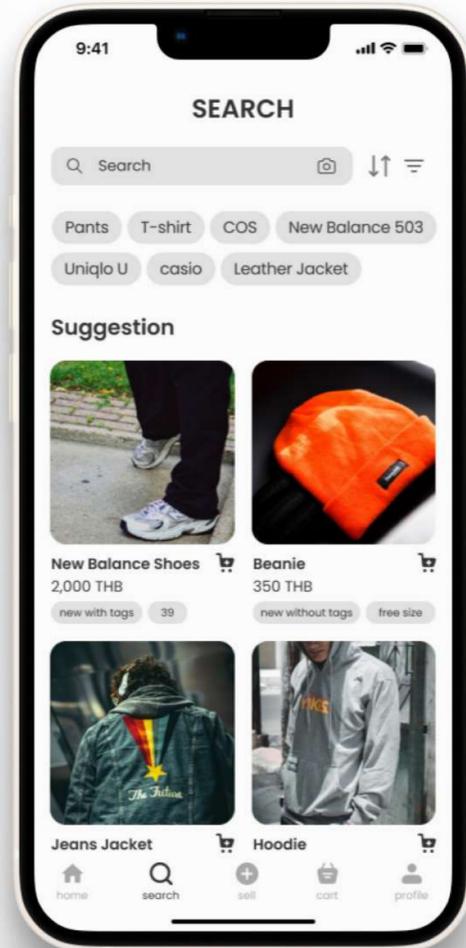Enter your email

Password

Enter your Password
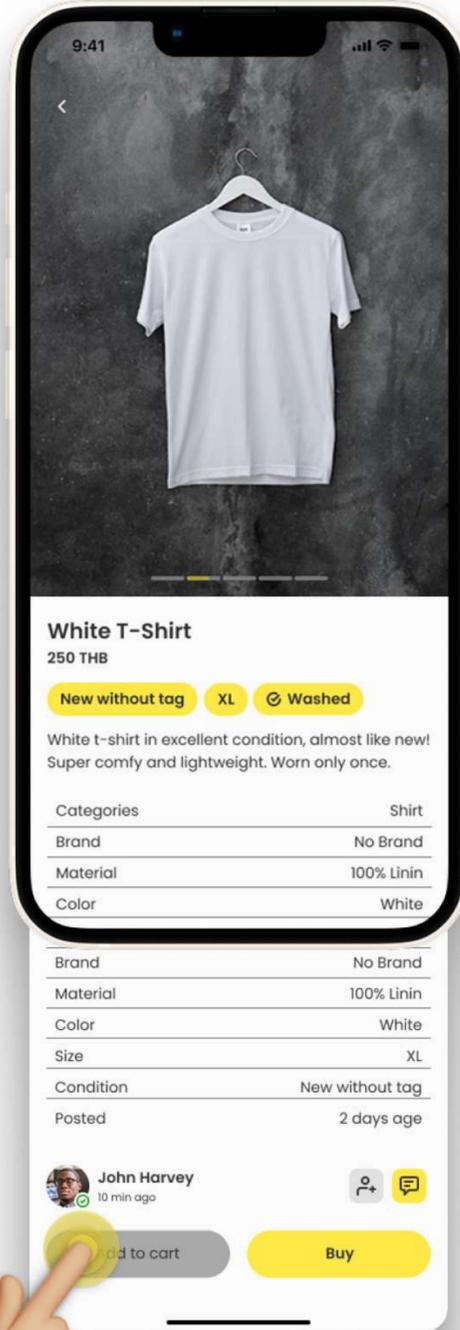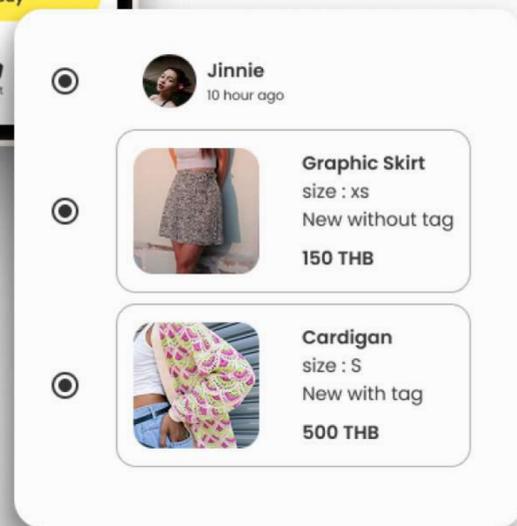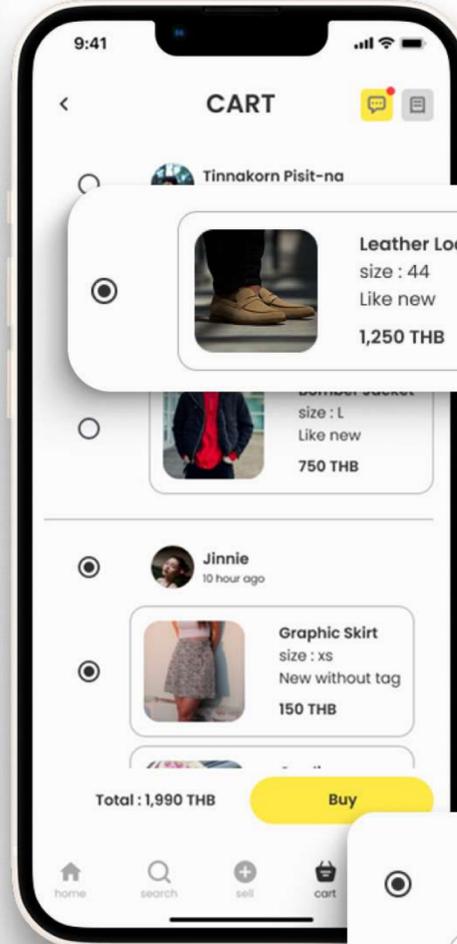
Sign in

Home

Heading with Profile Icon ,Notification (Inbox) ,Order and Search bar.
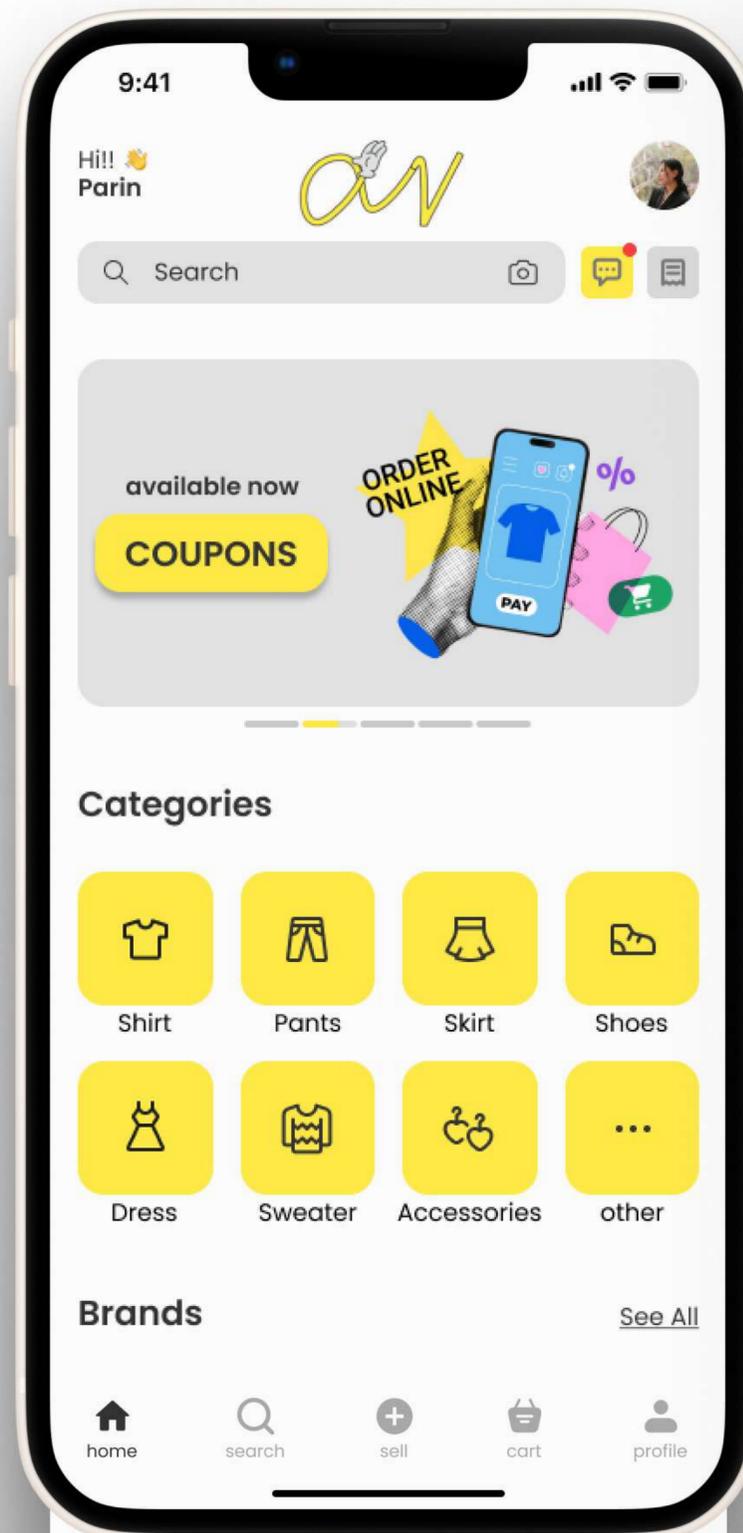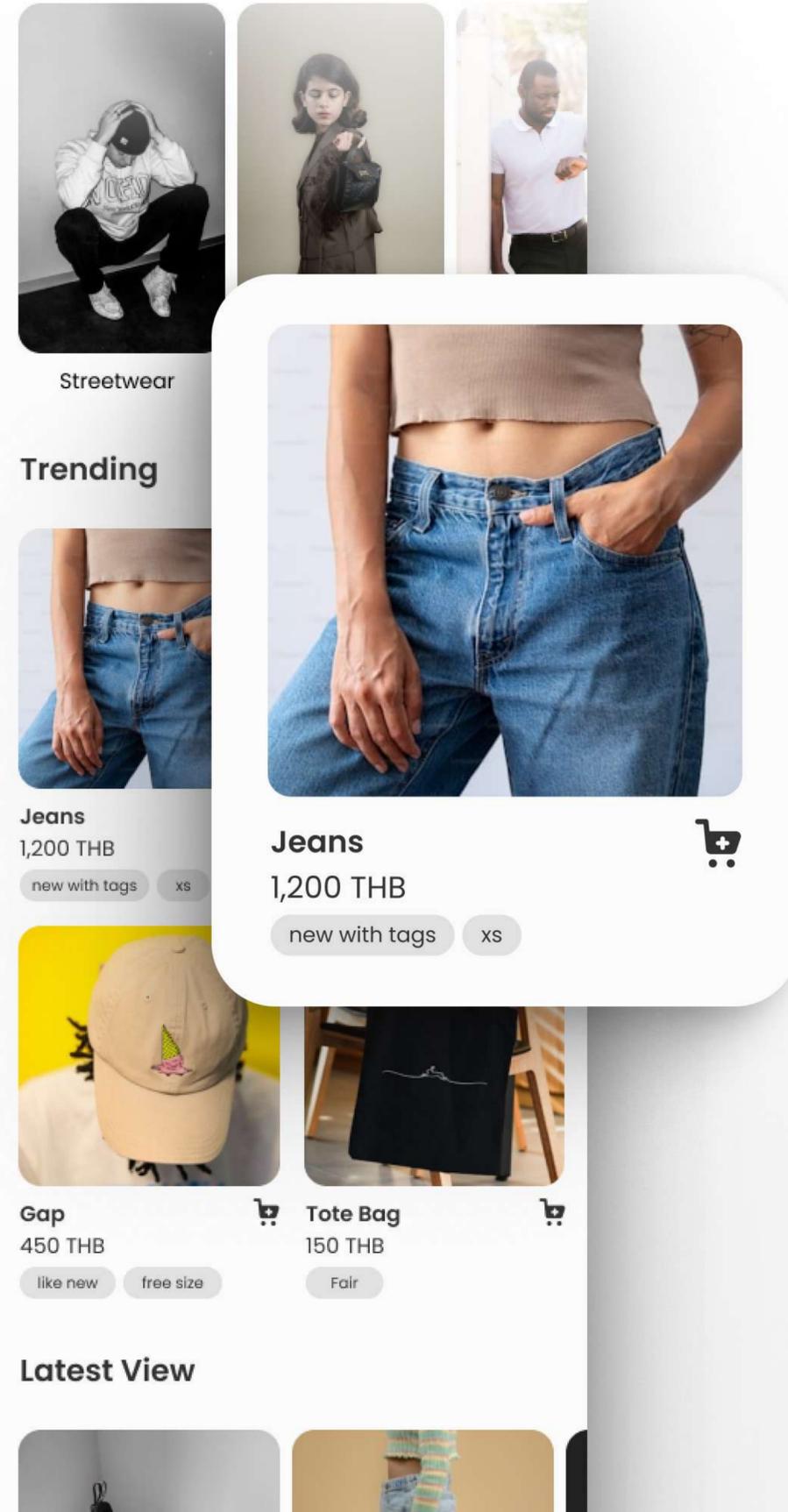
Search

Order and Checkout

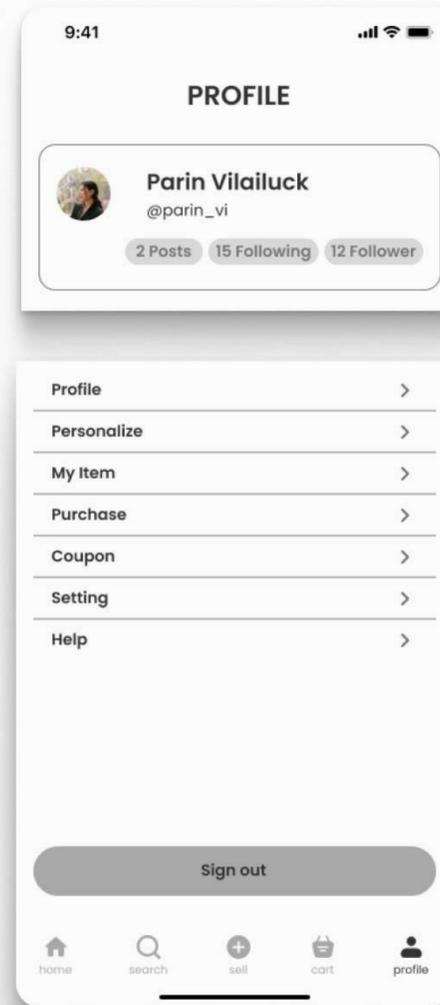## Add to cart

White T-Shirt
250 THB

New without tag | XL | ✓ Washed

White t-shirt in excellent condition, almost like new!
Super comfy and lightweight. Worn only once.

Categories	Shirt
Brand	No Brand
Material	100% Linin
Color	White

Brand	No Brand
Material	100% Linin
Color	White
Size	XL
Condition	New without tag
Posted	2 days age

John Harvey
10 min ago

Add to cart | Buy

CART

Tinnakorn Pisit-na

Leather Loafer
size : 44
Like new
1,250 THB

size : L
Like new
750 THB

Jinnie
10 hour ago

Graphic Skirt
size : xs
New without tag
150 THB

Total : 1,990 THB | Buy

Jinnie
10 hour ago

Graphic Skirt
size : xs
New without tag
150 THB

Cardigan
size : S
New with tag
500 THB

Profile

PROFILE

Parin Vilailuck
@parin_vi

2 Posts | 15 Following | 12 Follower

Profile	>
Personalize	>
My Item	>
Purchase	>
Coupon	>
Setting	>
Help	>

Sign out

home | search | sell | cart | profile
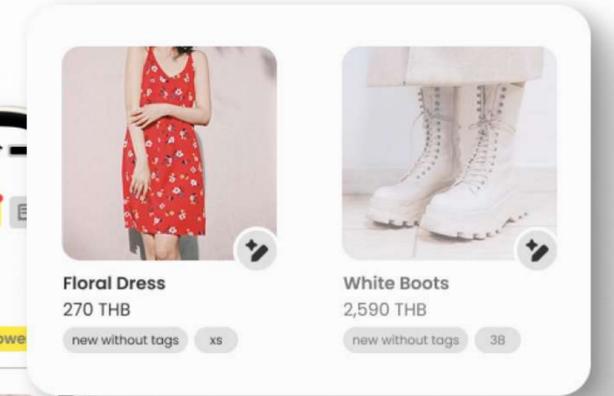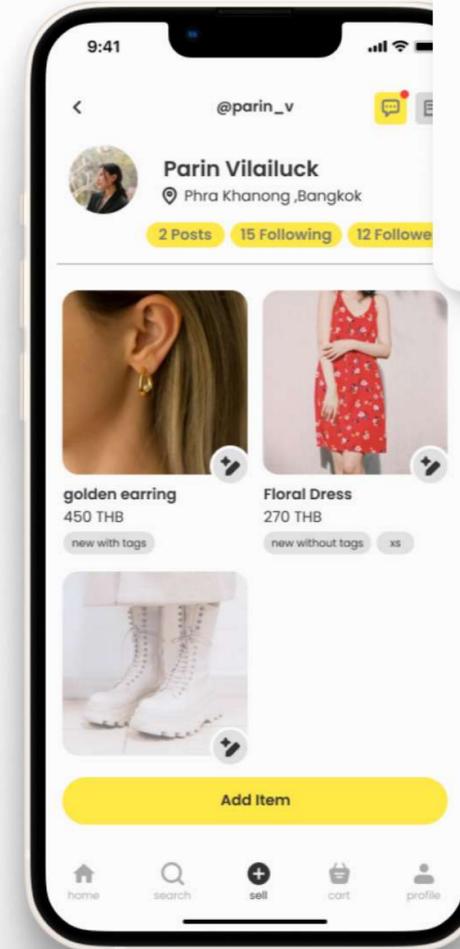
Sell

@parin_v

Parin Vilailuck
📍 Phra Khanong ,Bangkok

2 Posts | 15 Following | 12 Followe

golden earring
450 THB
new with tags

Floral Dress
270 THB
new without tags | xs

Add Item

home | search | sell | cart | profile

Floral Dress
270 THB
new without tags | xs

White Boots
2,590 THB
new without tags | 38

Add Item

White Boots

Details

Dr.Martin

Leather

Shoes | >

White | >

38 | >

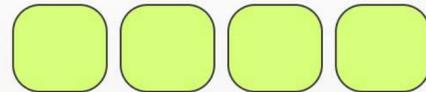Washed | Unwashed

2,590 THB

Draft | Publish

Testing

For the testing phase, I conducted <u>usability testing</u>. The participants were also interviewed. I had <u>4 people</u> available to participate, and here are their results and feedback

1. Users can complete the main journey
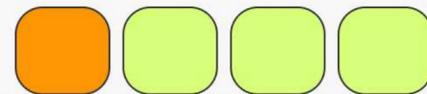
from finding what they need to finishing payment, smoothly.

### 2. Still unclear on how the product cart system works.

<u>Can't find the icon</u>

Users commented : *"Normally, in other shopping apps I use, the icon is usually on every page you go to. But here, once I'm on the product detail page, I can't find the cart."*

3. The sales system still needs more details.

Users commented : *"The sales system needs improvement. More suitable selling features should be included."*
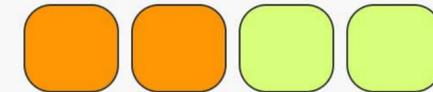
Conclusion

This is my very first project in UX/UI design, created under the Google UX Course. I put a lot of time and energy into it. The Design Thinking process isn't new to me because I used it as an architect, but the hard part was understanding users on a deeper level.

Moving from designing big buildings to small products with so many details was not easy. However, as my first project, I really enjoyed every part of it.

16
Screen for project

10
Week of work

1
Designer

THANK FOR WACTHING

chanoknan.waree@gmail.com