

PORTFOLIO

- *EXHIBITION PROJECT*
- *UX/UI DESIGN*
- *SUSTAINABILITY*
- *PRODUCT DESIGN*
- *SERVICE DESIGN*
- *BUSINESS DEVELOPMENT*
- *CREATIVE STRATEGY*
- *CREATIVE CONTENT*
- *CONTENT WRITER*
- *CONTENT PILLAR DESIGN*
- *GRAPHIC DESIGN*
- *STUDIO SHOOTING*
- *FASHION DESIGN*



PROGRAM

PROJECT

EXPERIENCE



BTM

Pull Grabber

Strong Grabber

Soft & Tight Handle

Adjustable Joint

Description
 Revolutionize your reach with our Adjustable-Angle Reaching Stick! Perfect for grocery shopping, its innovative rope-pulling mechanism makes grabbing items effortless, while the customizable angle ensures you can tackle even the hardest-to-reach spots. Convenience, versatility, and independence.

Tanapat sutthimoolchai 063548013
 Wichuda boonchuan 063548006
 Jennifer Pawanee Piboonjan 063548011
 Pongpan Komprong 063548016
 Pongpan Phairat 063548004

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Pull Grabber

Discover

Primary Research
 Role played being disable ppl who needs to use wheel chair. We interview disable people and also Statistical data.

Secondary Research
 Interview from disable people. Video about disable people. Article, research.

Define

General Information
 Average wheelchair users have problems about reaching objects to higher place and lower article research, and video research to understand perspective and what they are facing.

Goal
 To understand the users and observe their daily perspectives when grocery shopping.

Needs and Wants
 -reach objects on higher shelf
 -convenient when go to grocery store
 -easy to fold independent when go outside

Pain Point
 Wheelchair users may be hard to call for help reaching high objects to avoid bothering others.

Problem Statement
 we are facing with materials want to grab part that cannot grab object because steel cannot be bent. So, we solve problems to change a material to aluminum then grab part can use as we expect.

HMW?
 How might we enhance wheelchair users reachability when grocery shopping?

Develop

Prototype Testing plan
 Listing down in the research what information are needed of the problem, showing them to engineer and use the prototype to solve the problem and use the prototype to solve the problem.

Prototype 1

Prototype 2

Prototype 3

Deliver 3D rendering/ final product picture

Product Description
 Pull Grabber for reaching stuff on higher shelf, can use in various situation when you are facing with higher shelf which you cannot reach objects.

Usage Instruction
 The product is able to be bent to a certain degree, allowing users to have a better angle when reaching.

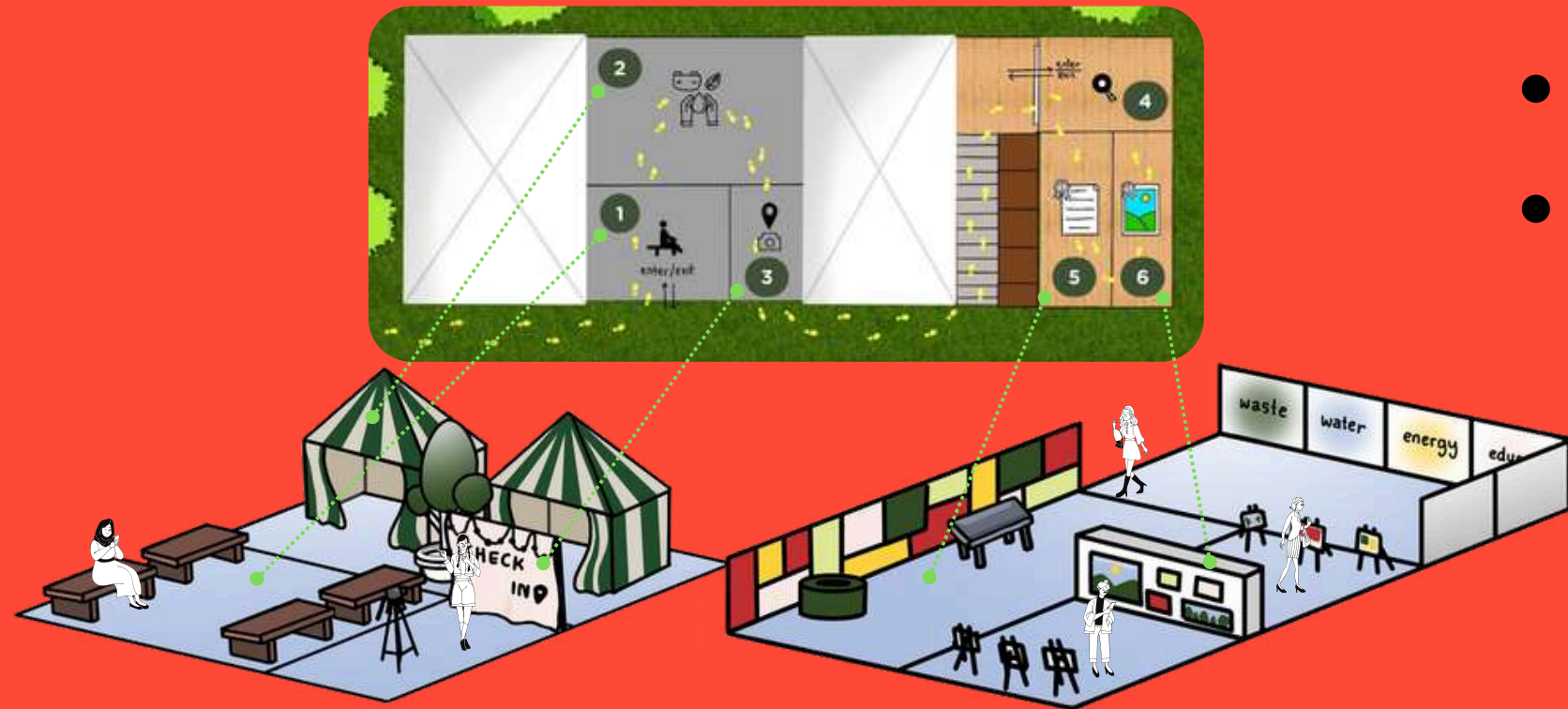
Future Developments

- Develop and improve the rope pulling mechanism
- Make it adaptable, to fold and be able to carry around while traveling
- Improve on the grabber to become more durable and flexible for usage

GoodMood 3
 DBTM



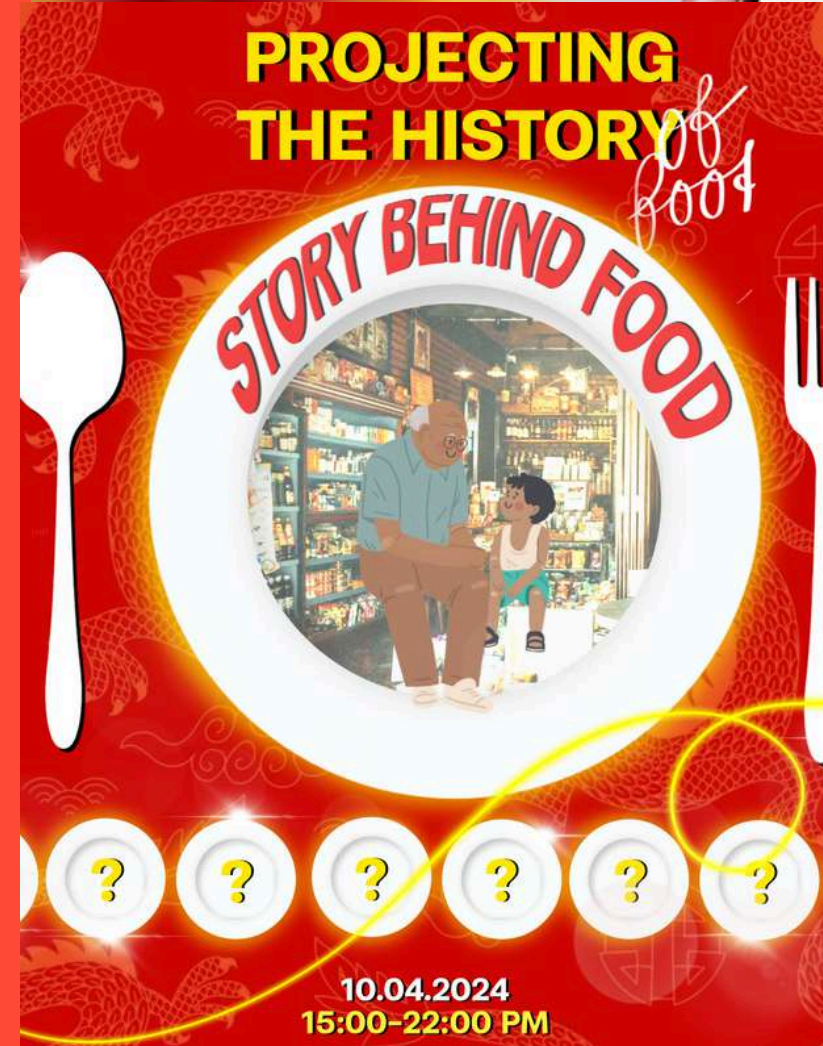
- EXHIBITIONS DESIGN
- SUSTAINABILITY PLATFORM DESIGN
- PRODUCT DESIGN



MULTIPLE DESIGN

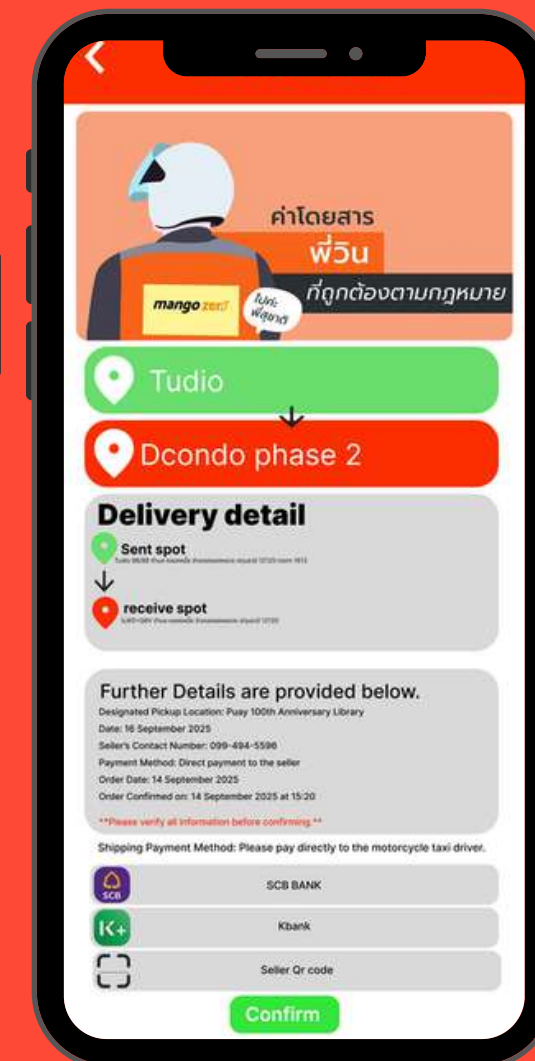
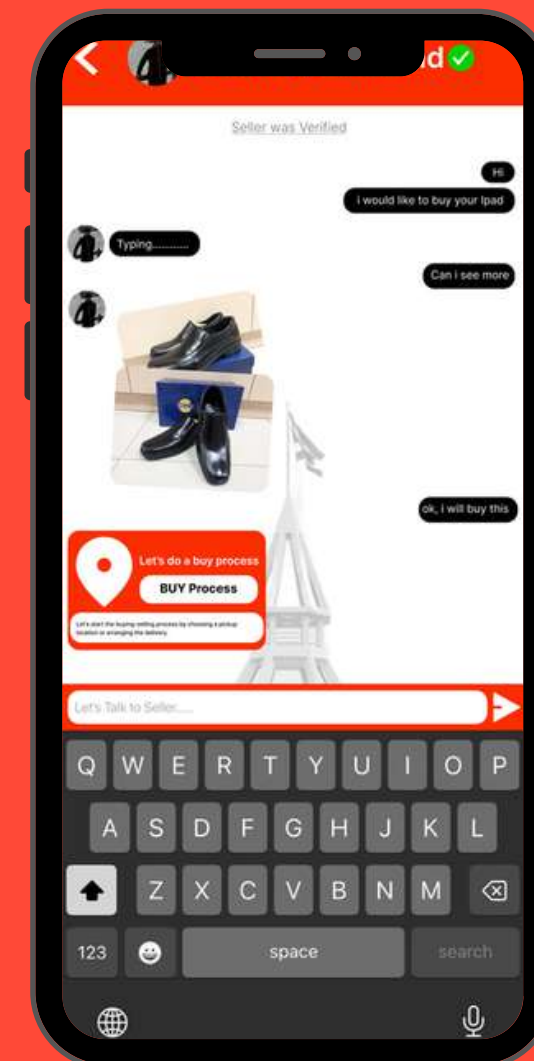
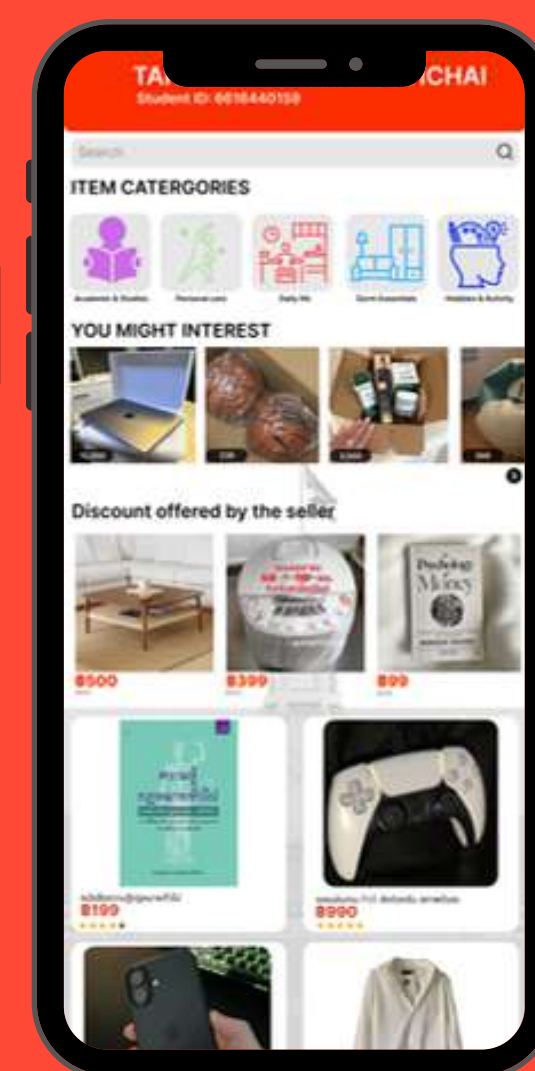
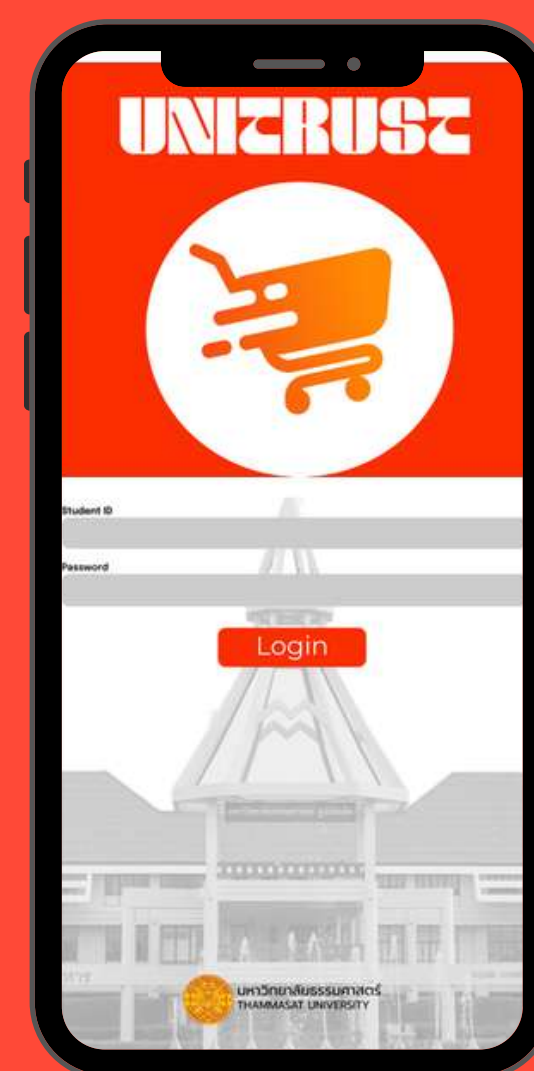
EXHIBITION PROJECT

- COMMUNICATIONS DESIGN
- CREATIVE THINKING
- SUSTAINABILITY
- INNOVATIONS DESIGN



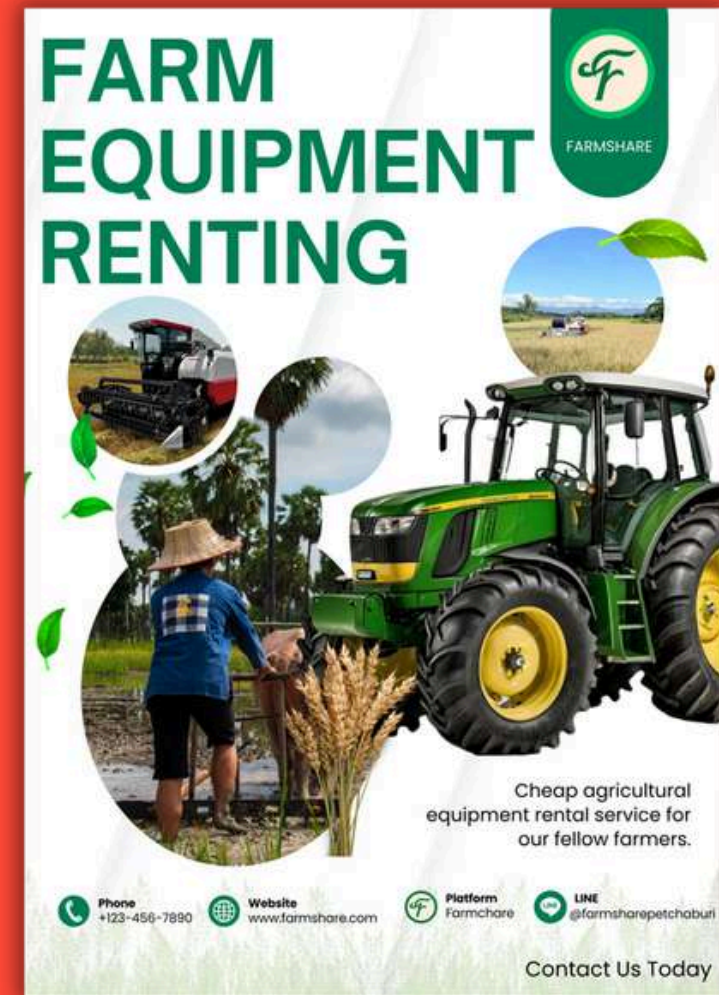
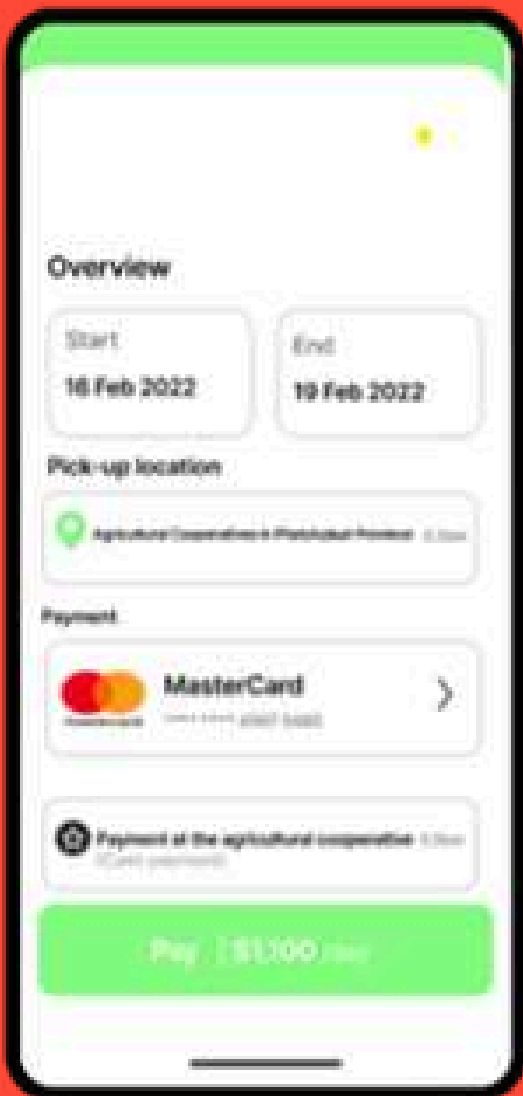
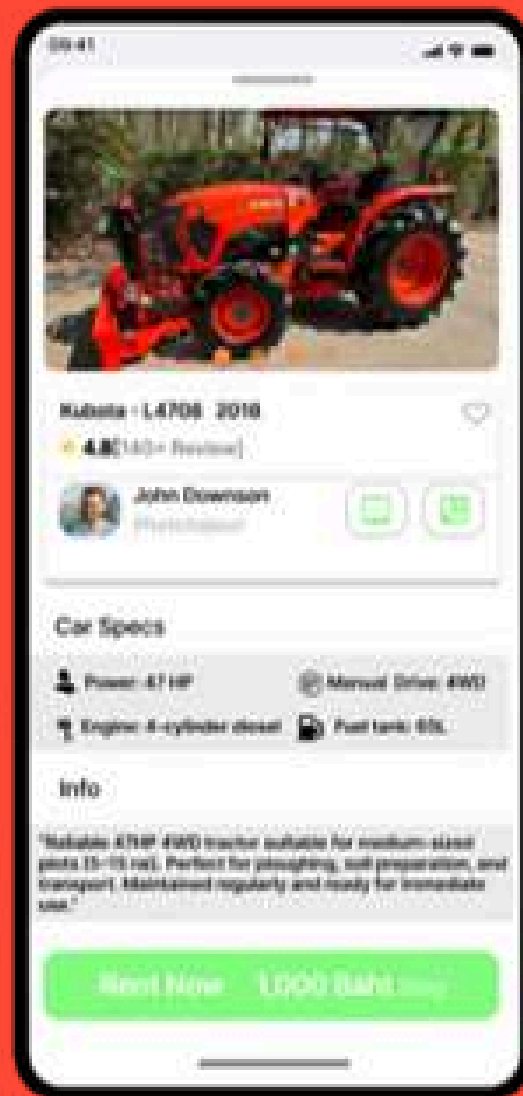
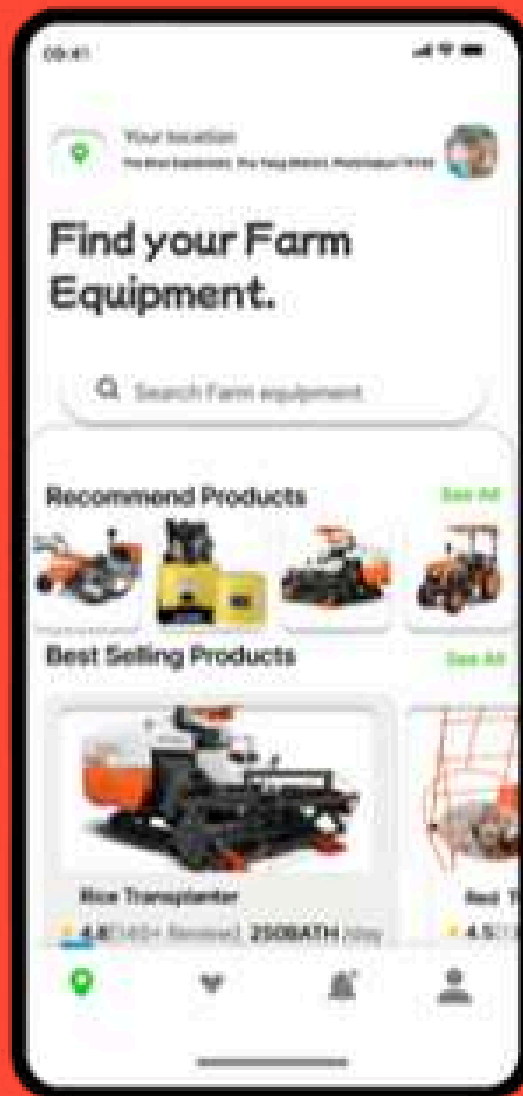
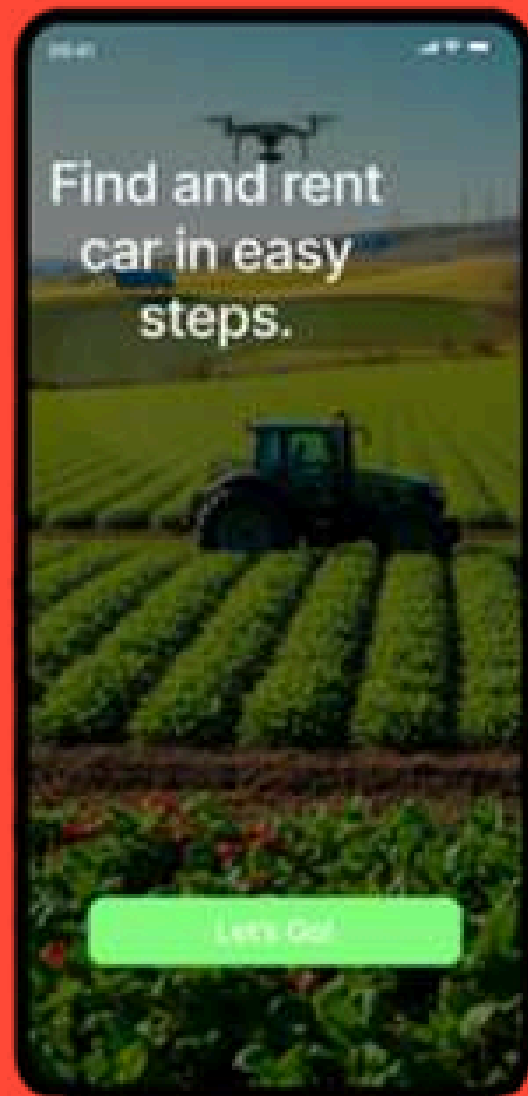
SHOPPING PLATFORM

- PLATFORM DESIGN
- COMMUNICATIONS DESIGN
- UX/UI DESIGN



SHOPPING PLATFORM

- PLATFORM DESIGN
- COMMUNICATIONS DESIGN
- UX/UI DESIGN



HOSPITAL SERVICE

DESIGN A SERVICE FOR USERS, AREA IN EMERGENCY ROOM AT THAMMASAT UNIVERSITY RANGSIT BY USING TECHNOLOGY FOR SHOW AIR QUALITY IN CLOSE ROOM FOR USERS COMFORTABLE AND EMOTIONAL SUPPORT.

SERVICE DESIGN

AIRTRUST

PROJECT AIM
Create a safer environment in the emergency room with real-time detection of pathogens and disinfection, so that patients feel more at ease while waiting in the emergency room.

Target Users
Patients who need to stay in a shared room in the emergency zone for a long time.

Problem/Pain Point
There's many patients waiting in ER, it's made others in the room feel nervous from the hygiene while waiting.

Objective
To restore and build patient trust by fundamentally improving the perception and reality of hospital cleanliness and hygiene.

Persona
Name: Nida
Age: 35
Occupation: Nurse
Interests: Reading, Gardening, Traveling

Primary Research

- Observation
- Interview

Secondary Research

- Risk of Airborne Infection Higher When Patients Share a Room Report by 2008
- UK, GBT Lower Airborne Pathogen in a Care Unit Shows Real-time Monitoring of Air Pathogens in the ICU Unit

JOURNEY MAPS

CONCEPTUAL FRAMEWORK

KEY PROBLEMS
No option to track pathogens in ER
High infection risk, patient anxiety
Perceived lack of cleanliness

OUTCOMES
Increased patient trust
Reduced anxiety
Better health care

VALUE PROPOSITION
Safe, hygienic ER with public information, monitoring, strengthening hospital trust and reputation.
Real-time pathogen detection shows air quality, monitor low time, and safety status clearly.
Increases patient trust, hospital reputation, staff confidence, and allows long-term innovation.

HMW
How might we reduce patient anxiety about airborne infection while staying in ER room?

DESIGN CRITERIA

- EMERGENCY PERCEIVES CLEANLINESS
- ENSURE ACCESSIBLE & AMPLE INFORMATION
- BUILD TRUST AND REDUCE ANXIETY

STAKE HOLDER

Problems Statement
The perceived lack of hospital cleanliness has significantly eroded patient trust, directly undermining their confidence in overall patient safety and the quality of care provided.

SERVICE BLUEPRINT

USER JOURNEY	Initial Assessment	Waiting to be examined	Getting Treatment	Leave
CHANNELS	Public App	QR Code	QR code	QR code
Touchpoint	Phone notification	Public App		Receipt form
FRONT STAGE ACTION	Auto Notification to Phone	App showing the current status		Form asking for patient...
SUPPORT PROCESS	IT maintaining the server	IT maintaining the app		
Backstage action				
PAIN POINT	Lack of trust in "Cleanliness"	Feeling rough		

PROTOTYPE PLAN

Prototype testing

We tested the prototype with patients who have direct experience in the ER zone, focusing on how clear the story is and how effectively the prototype works for users.

Goals & objectives
Display AQI information for patients to build confidence, integrate the feature into the TUI App for easily access, enhance clarity and usability, and provide simple tutorials for user understanding.

Feedback

Round 1: The lack of clear data makes it hard to understand, it looks as if the information was already present without much attention to design.

Round 2: For older users who are not familiar with technology, it can be difficult to understand. Most screens do not use the TUI app when they need to go to the ER, instead, they already work in ER.

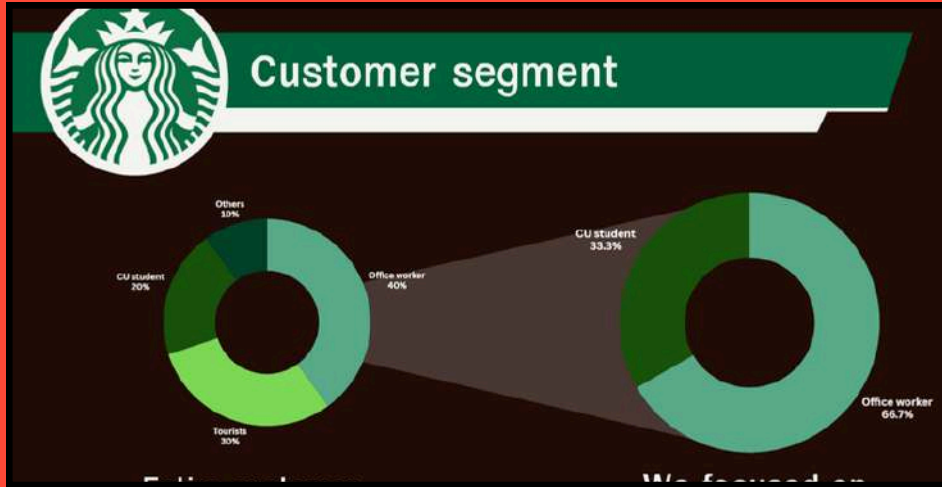
Round 3: This clearly presents the data, and using color coding would make the monitor easier to read and understand.

PROTOTYPE PROCESS
AIR TRUST MONITOR V.2

STEP 1 (IMPROVE)
• DECIDE TO IMPROVE INTERFACE FROM OLD PROTOTYPE BY ADD SHORT DESCRIBE ABOUT DISINFECTION
• IMPROVE OVERALL DESIGN INTERFACE.

STEP 2 (ADD INTERACTION)
• ADD INTERACTION BETWEEN SERVICE AND USER BY QR OR CODE FOR EXPRESS SATISFACTION THROUGH A QUESTIONNAIRE.

STEP 3 (FINAL SOLUTION)
• THIS FINAL PROTOTYPE IS AN EVOLUTION OF PROTOTYPE 1, FEATURING AN IMPROVED USER-FRIENDLY DESIGN AND INCLUDING A SIMPLE, BRIEF, INTRODUCTORY TUTORIAL THAT IS QUICK AND EASY FOR USERS TO UNDERSTAND.



Starbucks Competitor

Dean & DeLuca at Siam is a gourmet grocery store featuring high quality foods, specialty cheeses, and fresh produce. It includes a café serving coffee and pastries, all in a modern atmosphere. The store also offers gourmet gift baskets and catering options, making it a popular spot for locals and tourists. For updates, visiting the official website is recommended.

%

McDonald's at Siam is a popular spot in Bangkok, blending classic favorites with local menu items. Its convenient location and modern atmosphere make it perfect for a quick meal while shopping. Don't forget to check for special promotions! 40 mini

GATTA Café - Known for its emphasis on specialty coffee, GATTA Café offers a unique and high-quality coffee experience. Its focus on artisanal coffee and potentially innovative beverage options makes it a strong competitor, especially for customers seeking premium and distinctive coffee experiences.

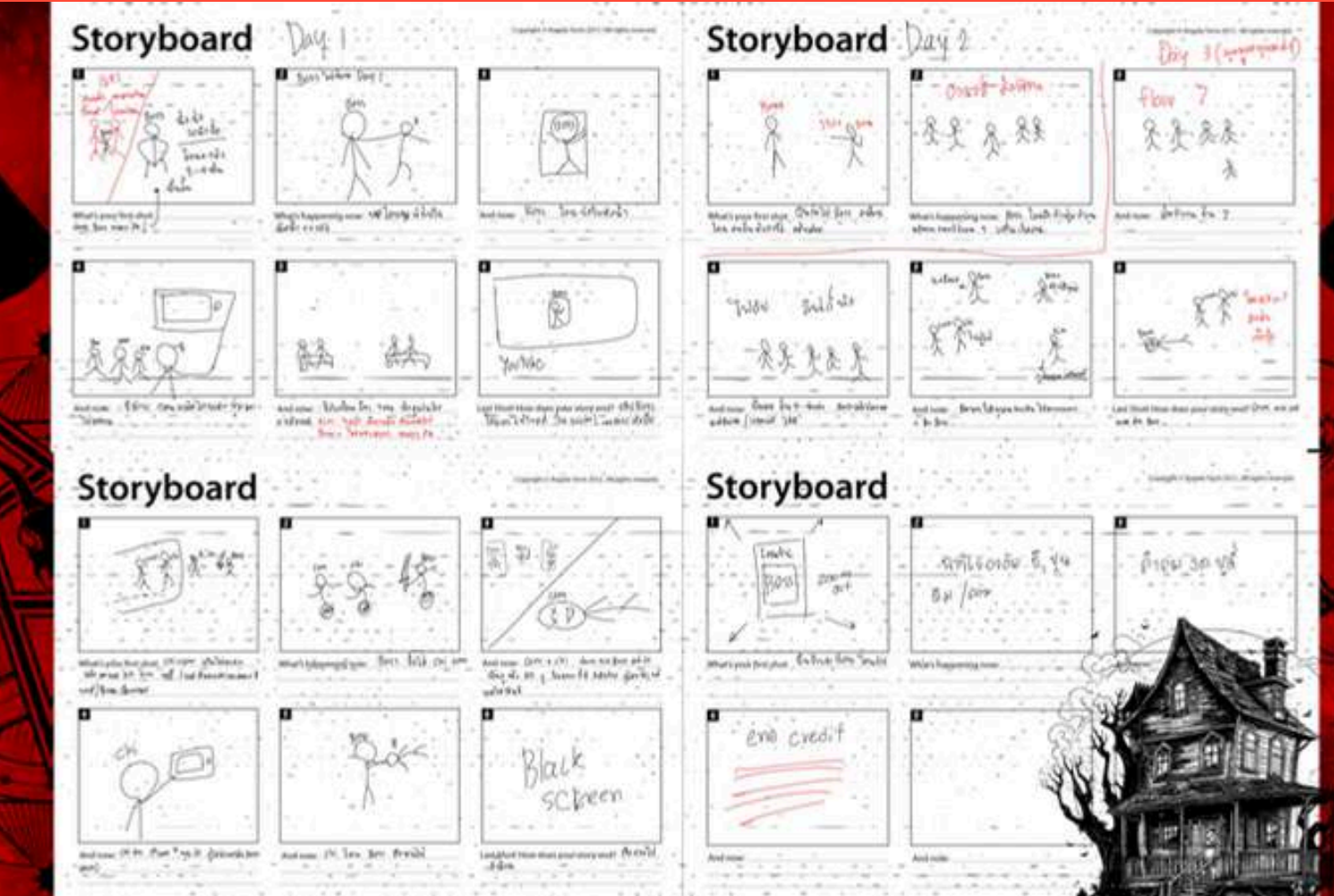
Starbucks Tamagotchi-inspired

In the Starbucks app, members can interact with the technology like real pet owners connection encourages nurturing and responsibility. Users must feed, play with, and care for their virtual pet. Owner need to purchase coffee in order to keep the pet.

BUSINESS DEVELOPMENT

THIS PROJECT WE DEVELOP A STARBUCKS BRAND IN THE SIAM AREA TO ATTRACT GEN Z AND GEN X & Y BY USING CHILDHOOD THEME & CREATIVITY

DIGITAL DESIGN



MOVIE DIRECTOR

IN THIS PROJECT, I CREATED A HOROR MOVIE FOR USERS BY WRITING A STORYBOARD & DIRECTING BY MYSELF. PURPOSE TO UNDERSTAND USERS AND THE MOVIE PLATFORM ABOUT HOW TO ATTRACT TARGET TO WATCH MOVIE

INTERNSHIP PROJECT





- **CREATIVE**
- **PRODUCT DESIGN**
- **STRATEGY**

PET PRODUCT DESIGN



BONUS SUKI CAMPAIGN PITCHING



ROBLOX BONUS MAPS

ครั้งแรกที่เงินในเกม...สามารถใช้ในชีวิตจริง โดนใจวัยรุ่นสายเกม

Core idea
ทำฟาร์ม > เพื่อเอารัฐเงินไปแลก เป็นอาหารที่ Bonus suki Factory > เพื่อรับเงินไปแลกส่วนลดในชีวิตจริง

Journy Maps (game)

Users join game → Sign up Phase → Game started → Farm phase → Sale phase → develop phase → repeat

4block zone → Special time → Journey map (cashier)

customer went to eat at Bonus Suki → Show point → Discount → DONE

- Show point: Show point at the cashier, scan barcode
- Discount: receive discount

- Communications
- Strategy
- Creative

CRM gimifications design pitching





BRANDS CONTENT/ COMMUNICATIONS YEAR PLAN

- *Strategy plan*
- *Creative content*
- *Graphic design*
- *Communications*
- *Data analysis*
- *Brand design*
- *Visual communiation*

PERSONAL PROJECT

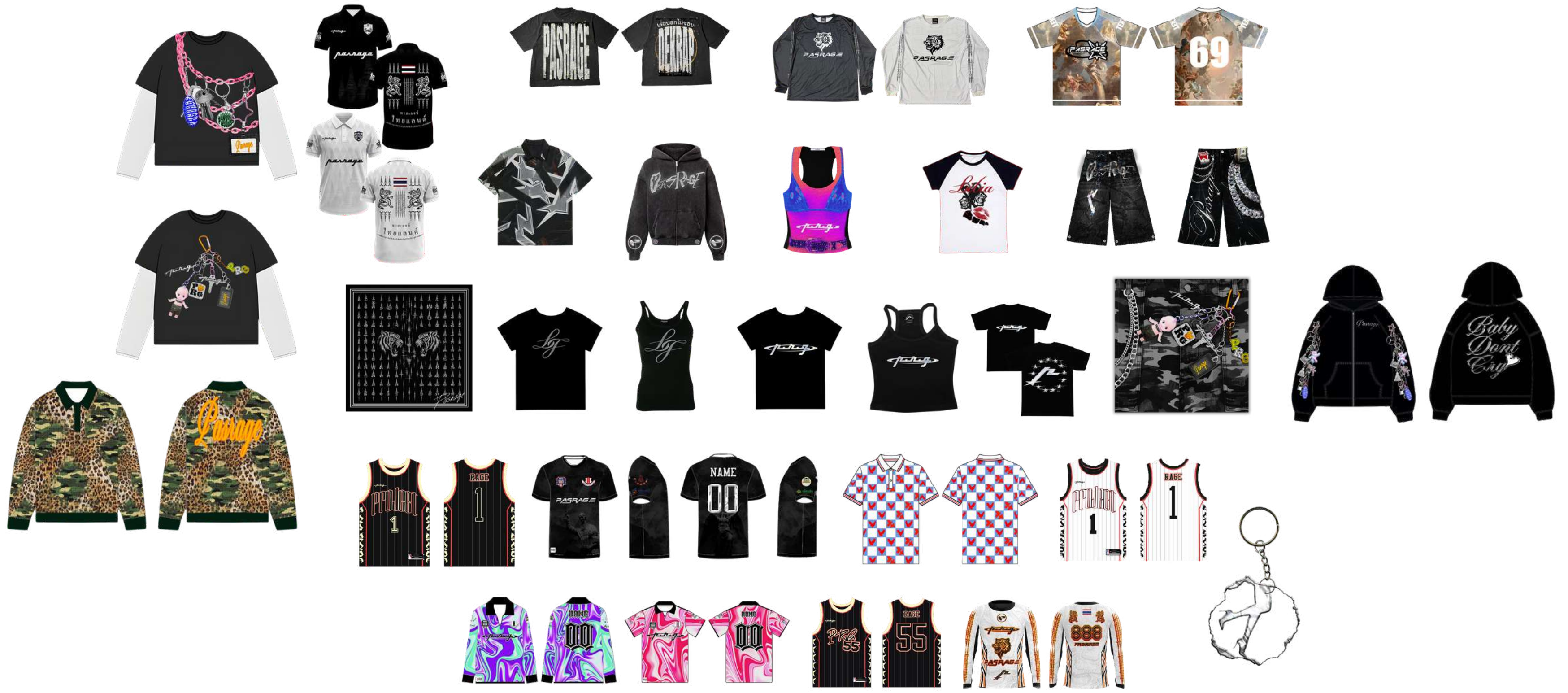


STUDIO PHOTO SHOOT

(Studio operation, model management, planner, photography assistant, Project host)



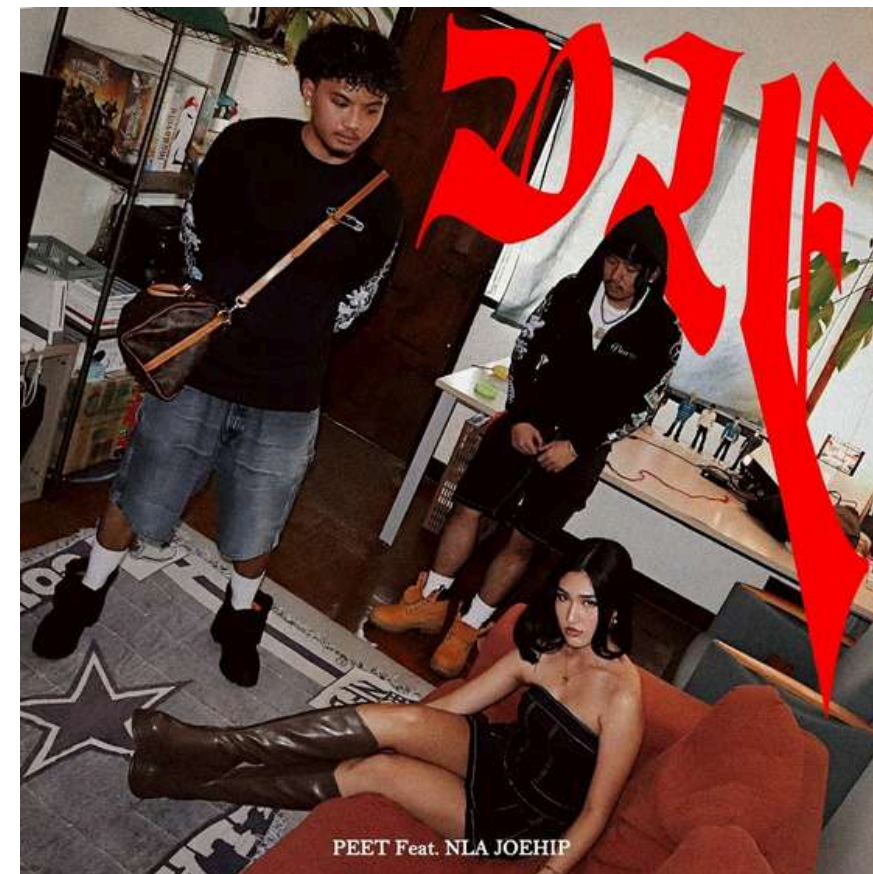
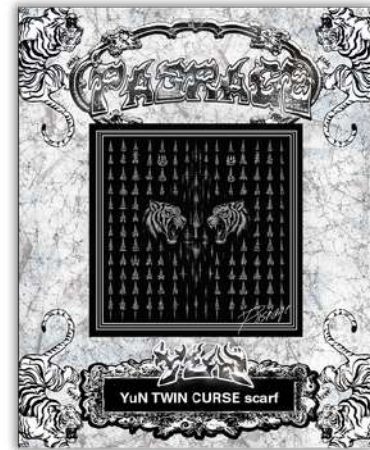
FASHION DESIGN



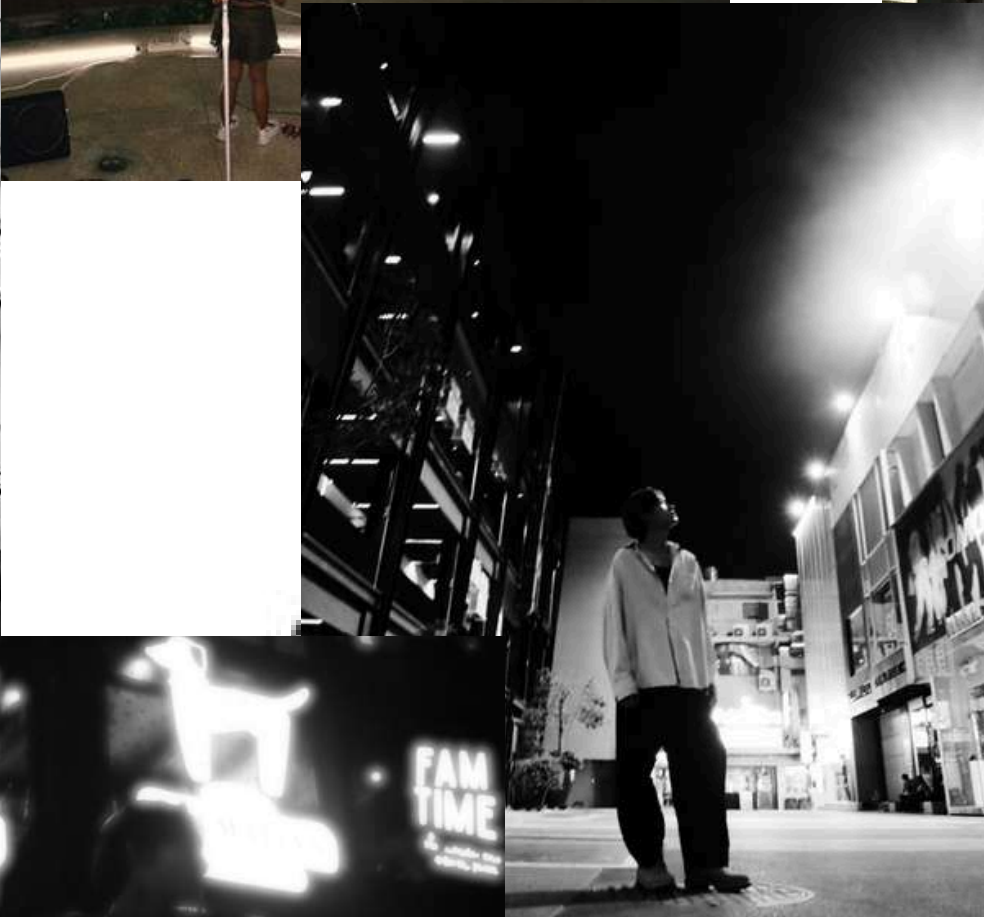
T-SHIRT, JERSEY TEE, BABYTEE, TANKCROP, PANTS, HOODIE, POLO.

GRAPHIC DESIGN

2024-2026



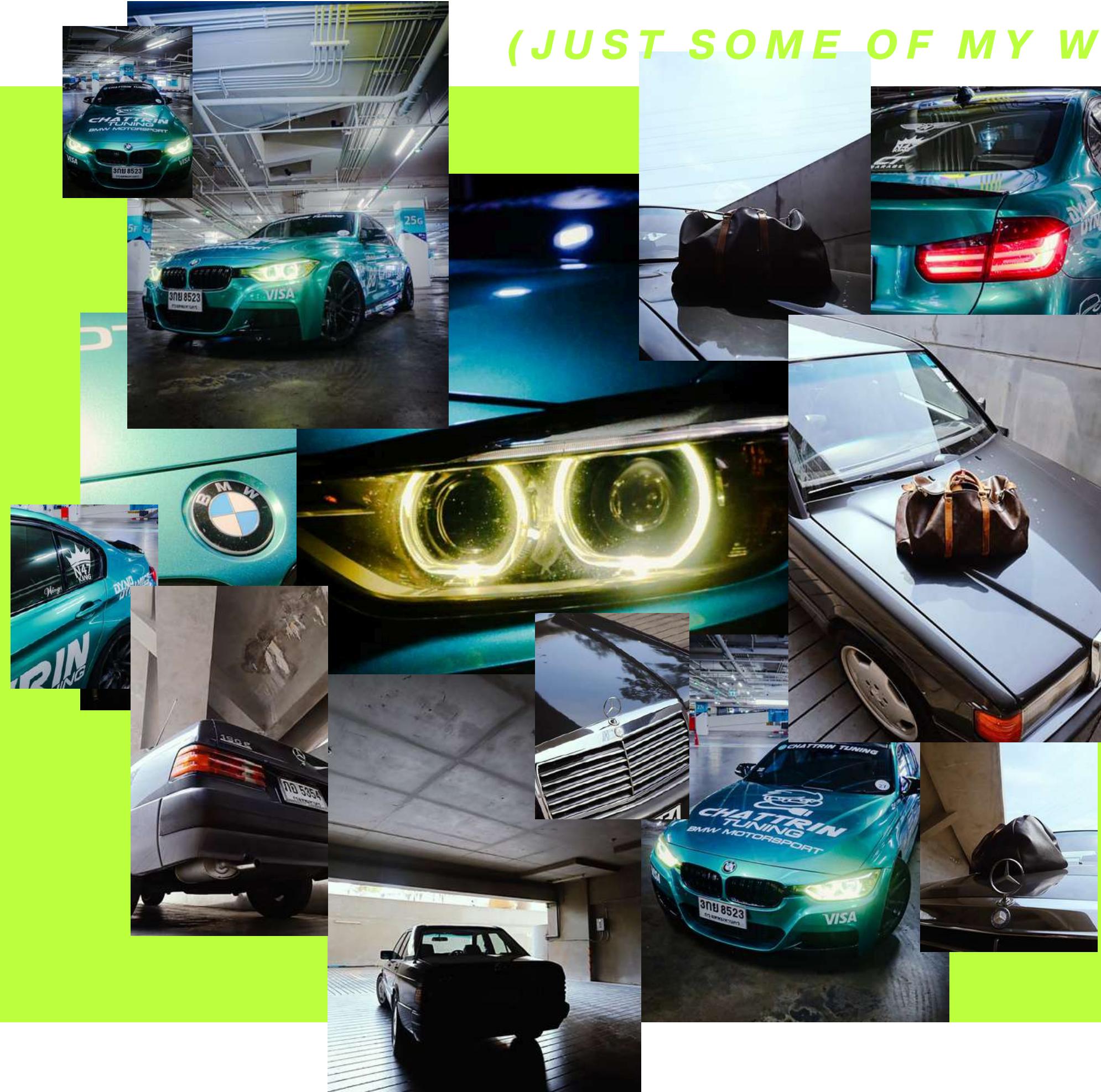
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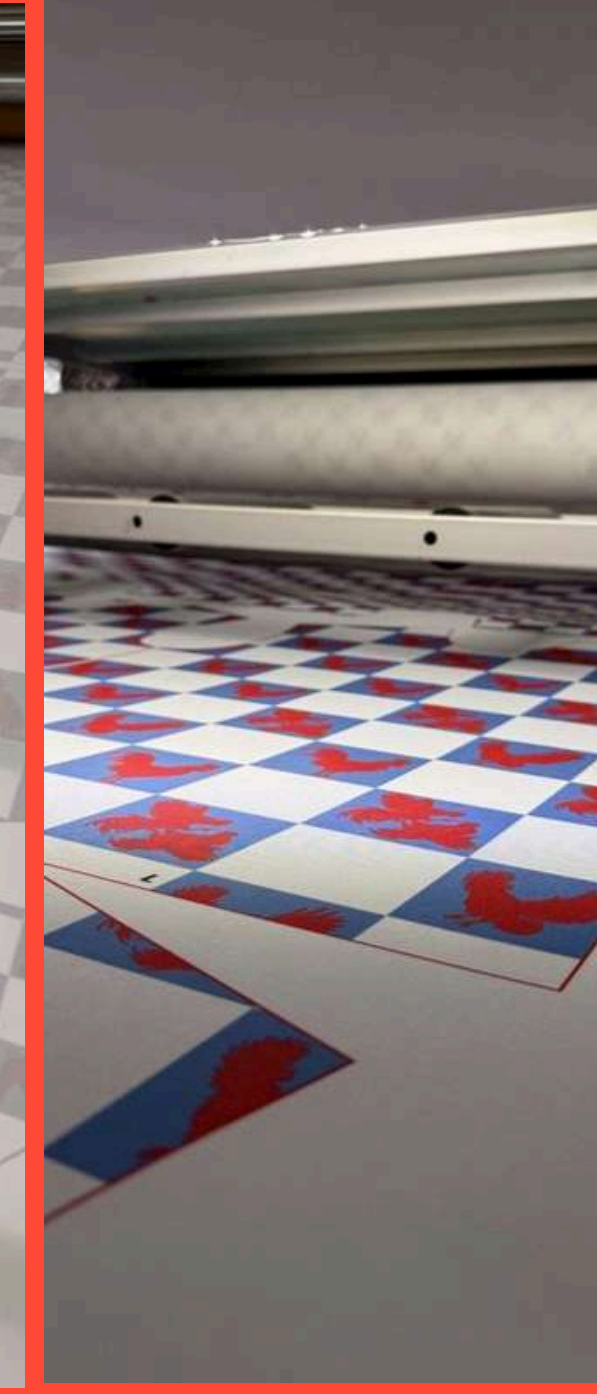
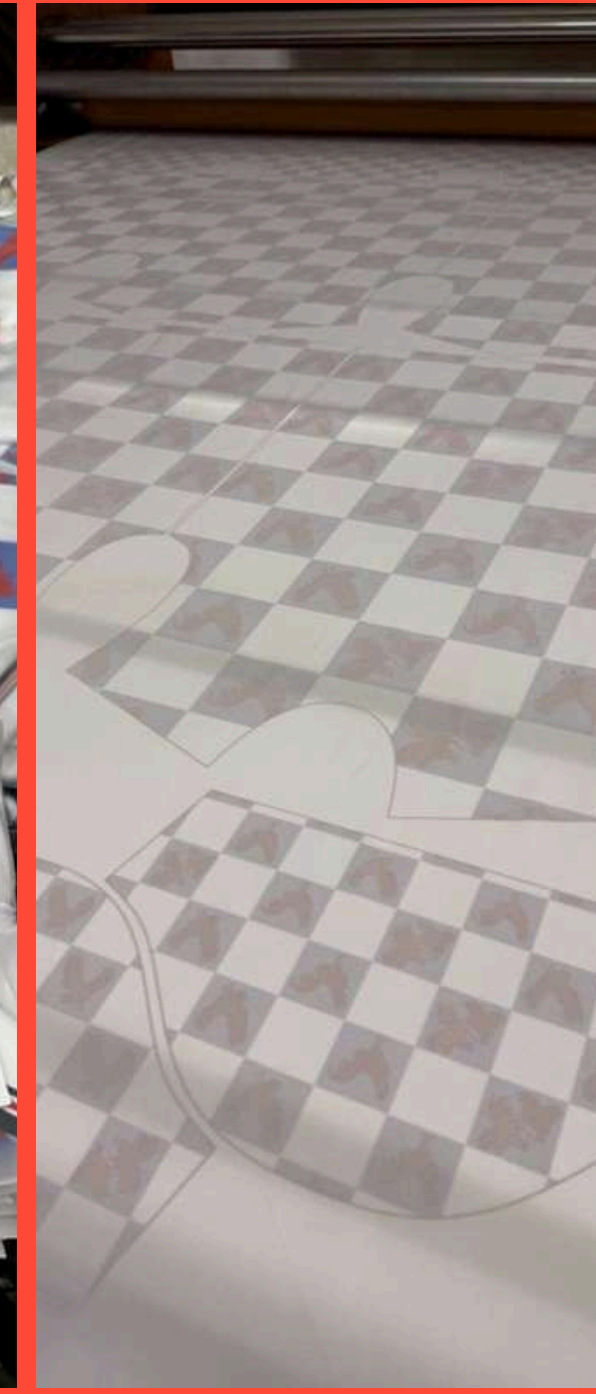
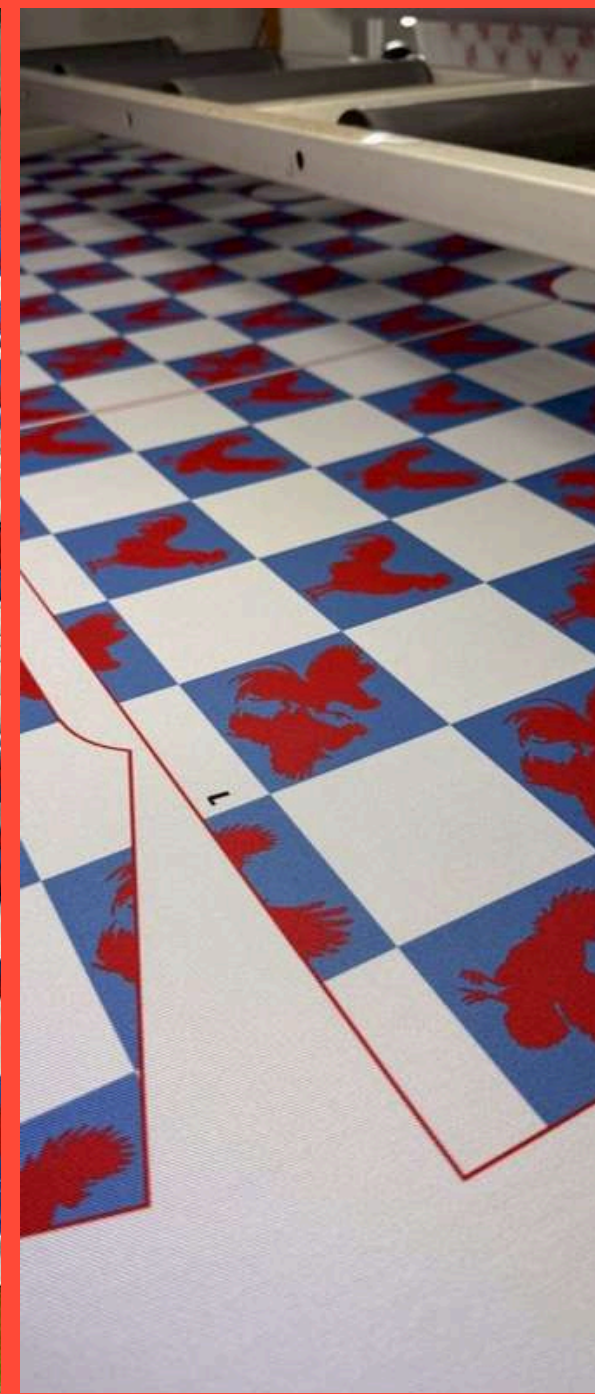
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PHOTOGRAPHED

(JUST SOME OF MY WORK)



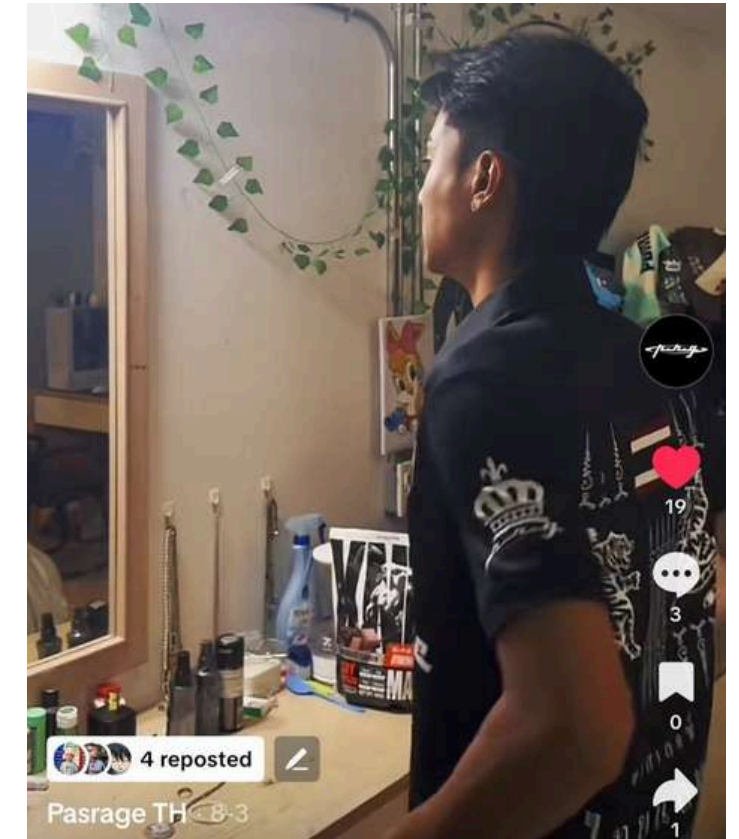
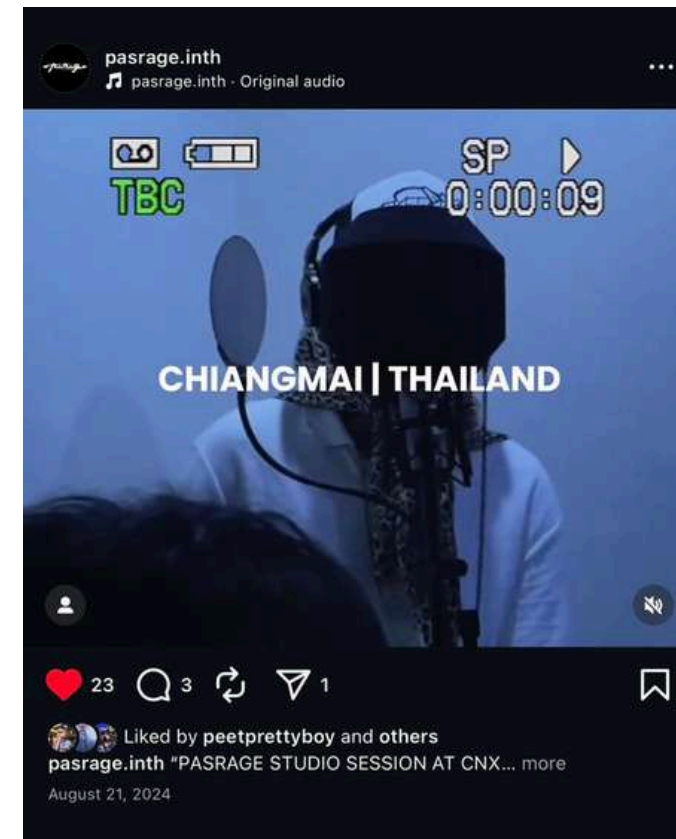
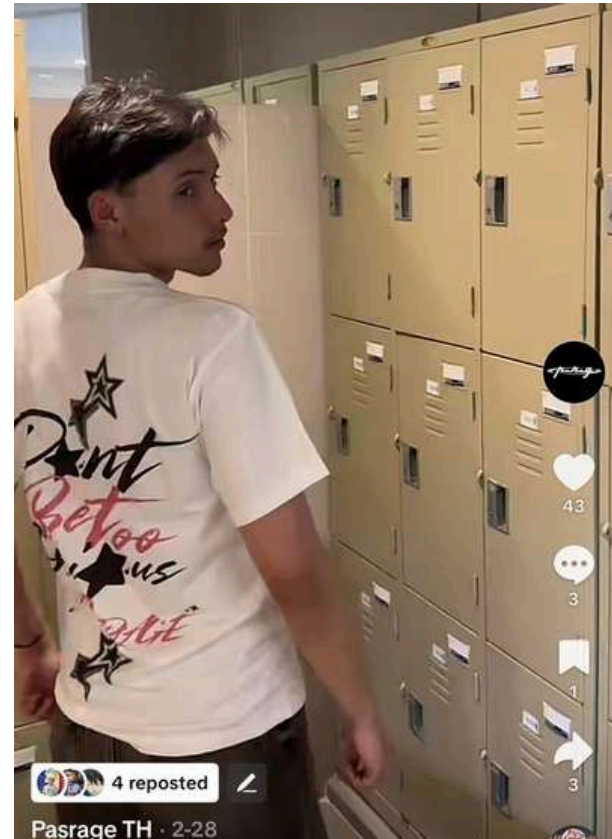
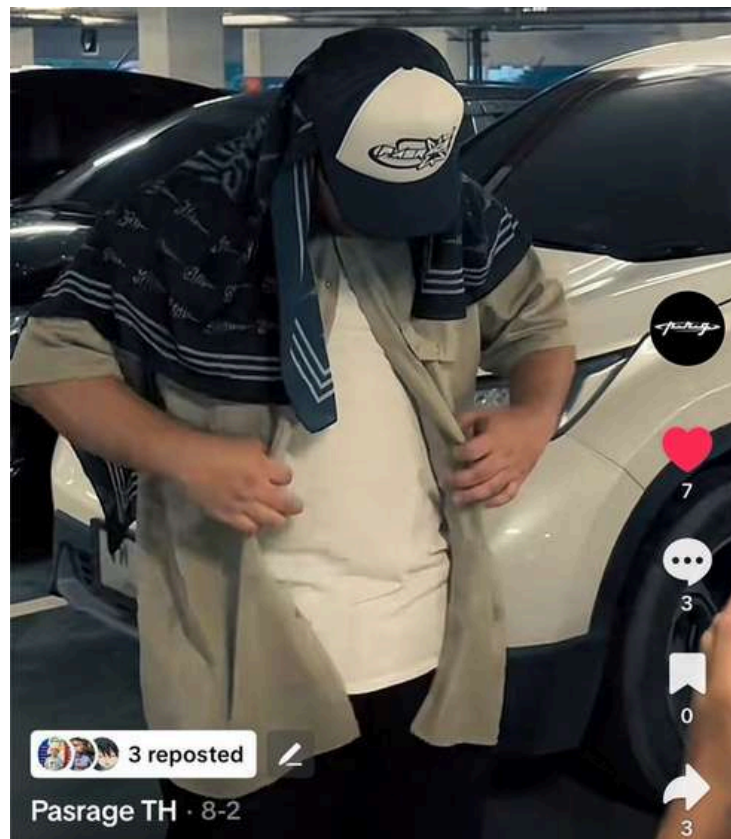
OEM BUSINESS



EARN SURROUND 300,000 BATH PER MONTH

CREATIVE CONTENT

- CONTENT VIDEO
- TRENDS ADAPT VIDEO
- FASHION CONTENT VIDEO
- VLOG
- POV CONTENT
- CONTENT VIDEO EDITOR



UNIVERSITY ACTIVITY



- *Color guard*
- *Freshy game*



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**THANK
YOU**

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