lh LuisHerreraSuazo
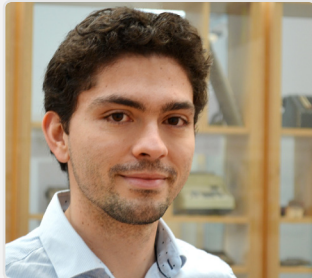
Human-Technology Interaction & User-Centered Design

Portfolio

Find out more at
www.herrera-luis.com

LuisHerreraSuazo

About

I'm a designer specialized in user centered products and services, with strong research, design, business and technical skills. My experience comprises mobile and web design, mobility, service design and human factors.

I consider myself a technologist. I'm fascinated by science, new technologies and mobility; and I believe that a human-centered approach is beneficial for enhancing of new technologies' acceptance and addressing applications that really improve people's life.

I am curious, open, versatile, hard-worker and hands-on; and treasure trustworthiness, responsibility, independency, change, openness and fairness. I approach life believing that great things start out from very little and that this world can be changed. My multiple perspectives, my experience working with multidisciplinary and multicultural teams, and my fascination for learning make me open and flexible to work, both in style and resources.
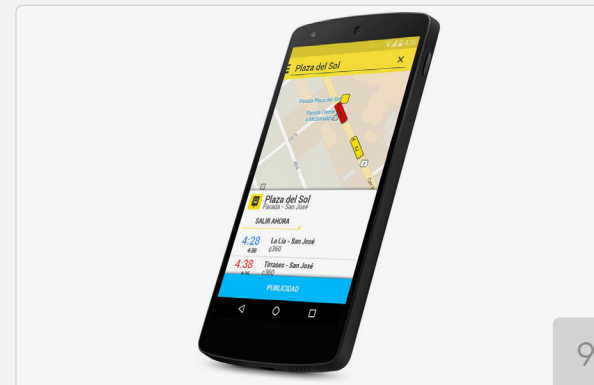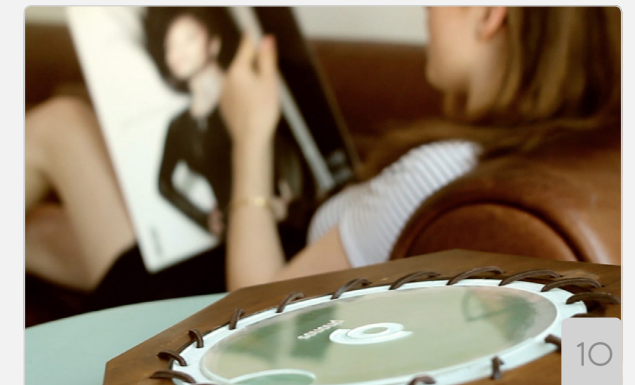
Porfolio

Seoul Bus 2030

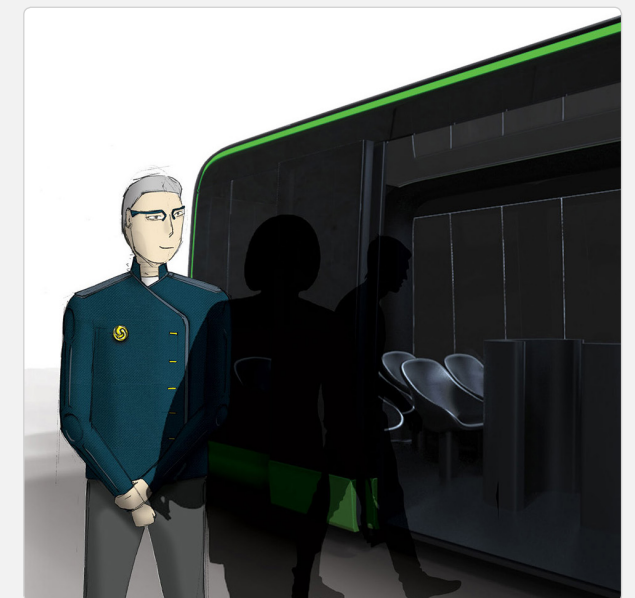## Own your journey
Student project

In 2030, life in Seoul, South Korea, is convenient and connected, but people struggle to exercise their individuality in a society that holds them tied to old practices. Seoul Bus 2030 empowers everyone to own their journey and use their commuting time to pursuit their individual interests and become better. Autonomous pods offer different environments for passengers to choose, and an onboard host provides them with service and coaching. The project was carried using Vision in Product Design (ViP).

The project was exhibited at the Seoul Smart Mobility Conference 2016, next to projects from other prestigious universities and talks from industry leaders such as Hyundai, Nissan and Yanfeng Interiors.

Teamwork with:
• Anand Khandelwal
• MinSung Kim

TU Delft
November 2016

Prof.ir. M.A. Voûte
Dean, Faculty of Industrial Design Engineering

THIS STOP IS JONGNO (5)GA

THIS STOP IS JONGNO (5)GA

PRACTICE ENGLISH HERE

THE SOCIAL BUS
DYNAMIC NETWORKING ENVIRONMENT

SKILL PROMOTION EXERCISES

SHARE, CONNECT, INSPIRE

In 2030, many Koreans - driven by the desire to shape their own careers, build a range of skill sets and enjoy a life of varied experiences - will find themselves in the pursuit to gain more knowledge, acquire new skills, share their experiences or to simply be inspired by others. The Social Bus offers an environment that facilitates such pursuits by using networking as the medium. It leverages the fact that commuters are basically a community of citizens with varied degree of knowledge, skill and experience - and uses it for mutual learning.

Commuters will be able to have conversations with fellow passengers about different topics at different tables. These buses can also be used as a medium to provide services by private or public organisations such as teaching a new language, promoting a new cause or introducing new products using an immersive environment.

HYPER-REALISTIC DISPLAYS
CEILING WILL BE A LARGE SCREEN THAT CAN DISPLAY HYPER-REALISTIC IMAGERY

THE FOCUS BUS
A CYBER-PHYSICAL MOBILE OFFICE

GROUP SEATING OPTIONS
COMMUTERS WILL BE ABLE TO MAKE GROUP BOOKINGS TO HOLD MEETINGS ON THE GO

Seoul Bus 2030

Context

  The Seoul Design Foundation searched new concepts for 'smart' buses for 2030 that would improve Seoul's public transportation, inspire its citizens, and place the city as a reference worldwide in terms of mobility. Three joint projects were set up, where the designers researched and developed a joint concept together, and then each one deepened in a different aspect of the concept individually.

Understanding Seoul today

  The team travelled to Seoul to experience its public transportation and talk to users and stakeholders. People perceive commuting as wasted time and feel anxious because of the fast pace of life. The purpose of the journey, the driver and other passengers have a great influence in the travel experience. Due to Seoul's great size and population, buses are designed to optimize capacity and deboard efficiently.

Foreseeing Seoul in 2030

  Changing and stable factors were researched and structured into four megatrends for Seoul in 2030: Technology makes life more convenient, the nature of work changes, individual values become stronger, and society struggle with this shift of values. In this future context, people will feel empowered to become the best version of themselves, but how to spend time meaningfully will become a challenge.

# Seoul Bus 2030

Our vision

In a world where people struggle to exercise their individuality and new values because society holds them tied to old practices, we want to provide people with the time and place to explore their individuality. We want to enable commuters to own their journey, so that they can use their commuting time for themselves, in the way they think is more meaningful.

Joint concept

Seoul Bus 2030 consists in self-driving pods with different environments, designed to support and adapt to what passengers want to do during their journey. It enables them to decide consciously how to spend their commuting time and encourages them to use it meaningfully. Three concepts were developed upon the joint concept, deepening in interior design, service, and infotainment.

The host (Individual focus)

In Seoul Bus 2030 there is no need for drivers, but keeping a human touchpoint with the service boosts the experience. The host is a friendly authority onboard that works in synergy with the vehicle to provide passengers with peace of mind, ensure a pleasant journey, and foster personal development. Artificial intelligence and wearable technologies provide him or her with the right information at the right time, control of the vehicle, and physical support.
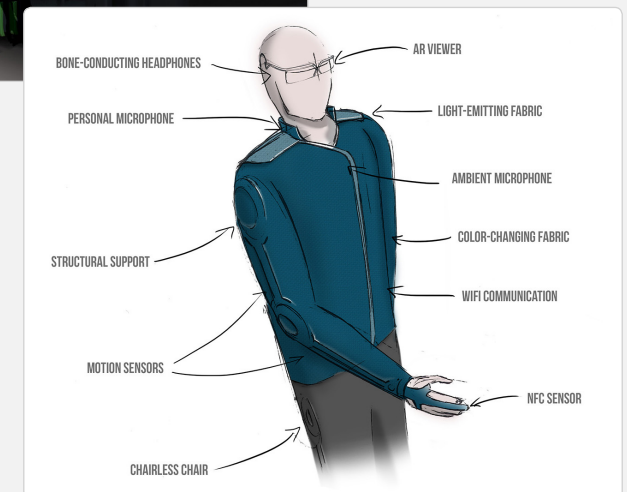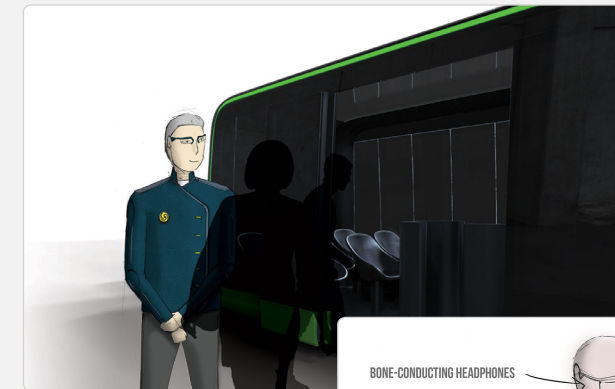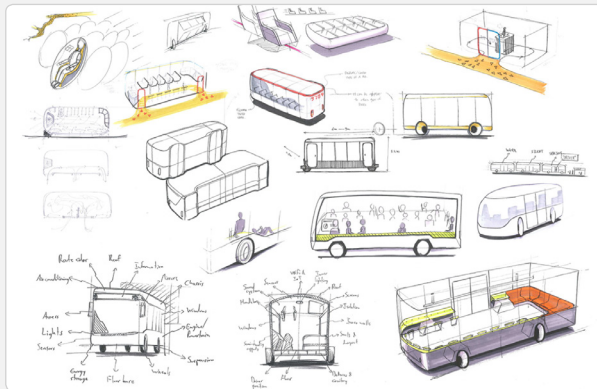
Blue Line

Challenge yourself
Student project

Blue Line is a rower monitor designed to be more inviting and motivating that current options on the market. It aims to invite novice users to explore indoor rowing and challenge themselves to give more.

Through several iterations of usability evaluation and design, Blue Line was shaped to fit the most novel users' needs. The enhancement of the product's usability focused on four aspects: Show clearly physical and digital affordances, strong information architecture, clear feedback during setting and performance, and motivate in the short- and long-term.

This new design also proved to be easier to use and learn, more motivating, and shows itself much more interesting for users.

I took a role mainly on the conceptualization, visualization, user testing, prototyping and planning.

Teamwork with:
• Bella Bovens
• Jeppe Bijker
• Nadege Heyligar
• Rochelle Simons
• Sophie Kelder

TU Delft

July 2015
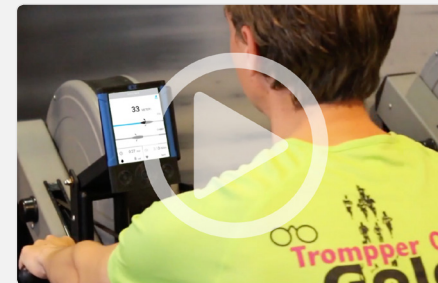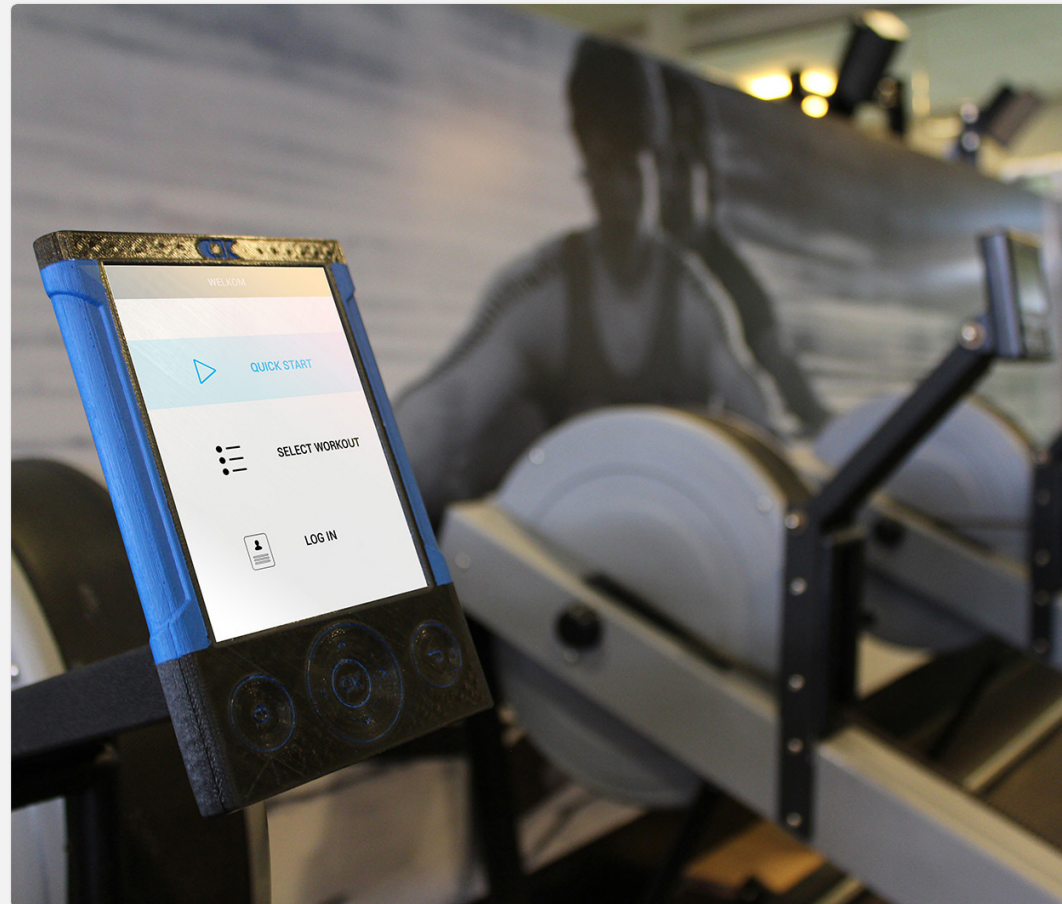
Blue Line
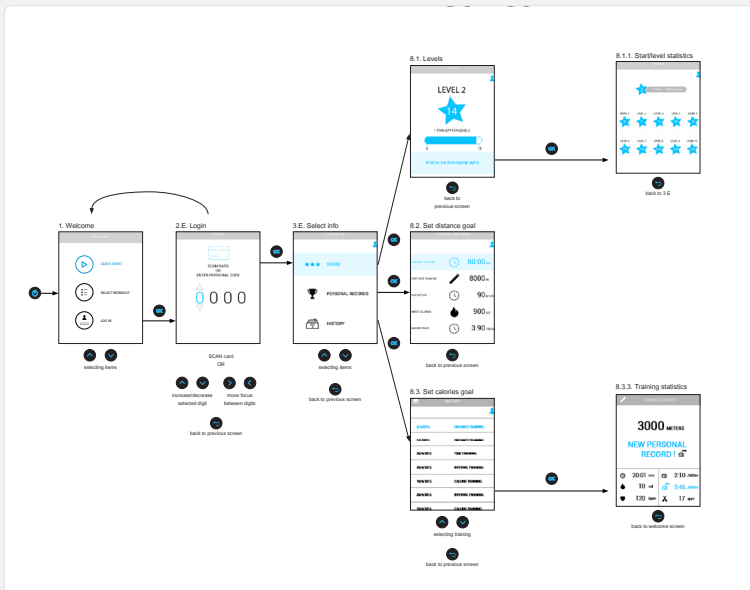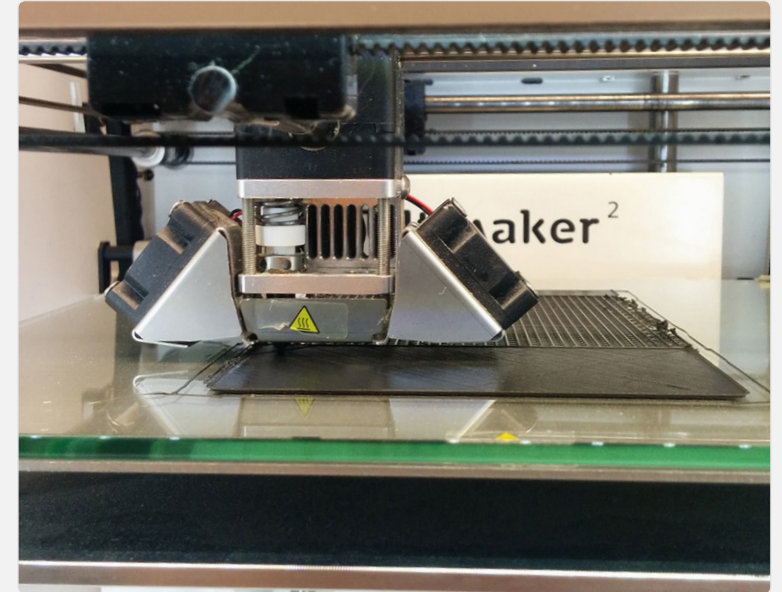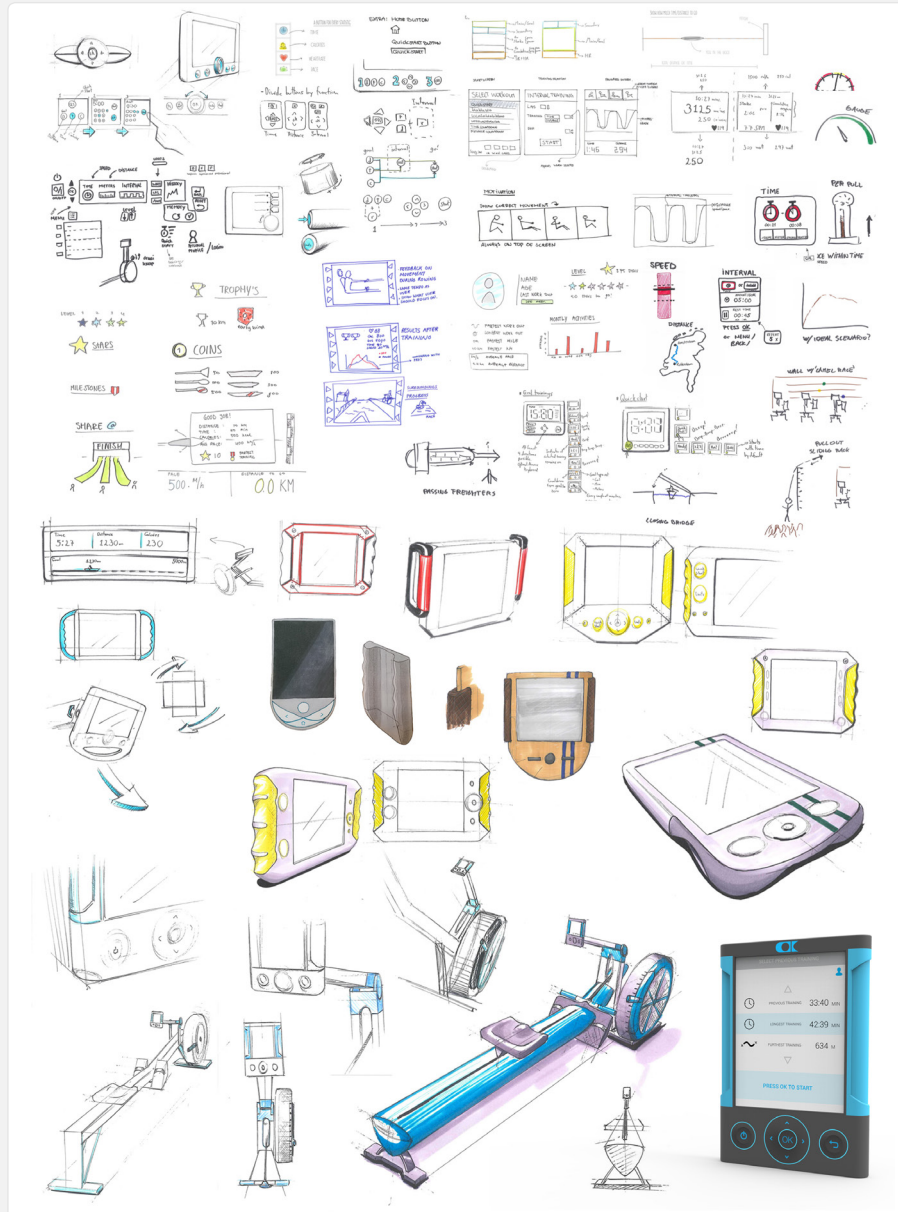
eXigo Suite

Powerful solutions, simple delivered
Professional project

eXigo Suite is a set of web applications for supply-optimization.

A redesign process was driven under the approach that productivity software besides powerful, must be simple and clear.

By setting a solid information architecture, splitting the old software into modules and developing specific use-patterns, the user is able to work easily with very dense layers of information.

Thanks to the new eXigo, companies specialize their employees, set-up their operations faster, drive shorter training sessions and are more efficient.

Today, these apps support the expansion of the company together with eXigo Rep, and trace the guidelines of the company's future corporate image.

Teamwork carried with the SuiGeneris Development Team. My contribution included concept, prototyping, user evaluation and implementation of the design solution.

SuiGeneris SA

August 2014
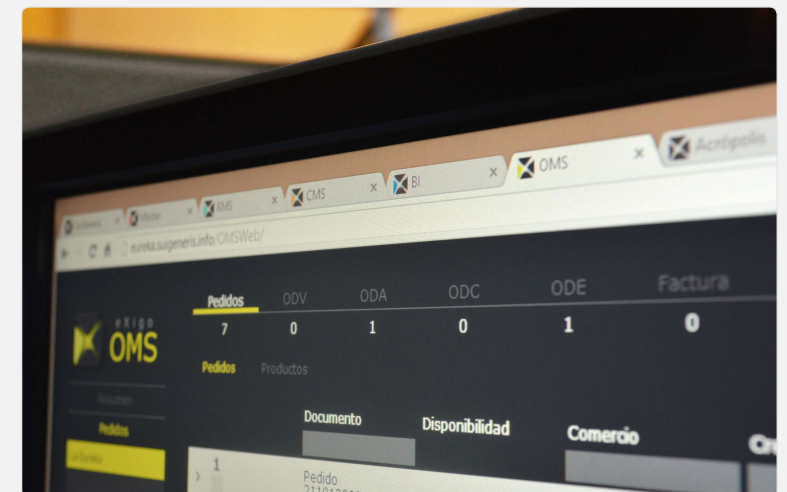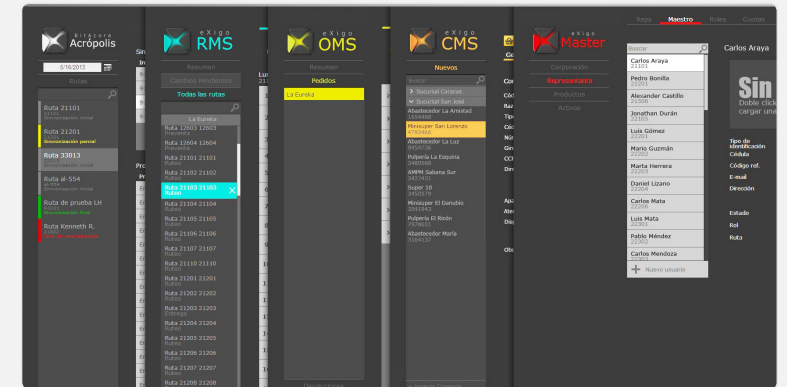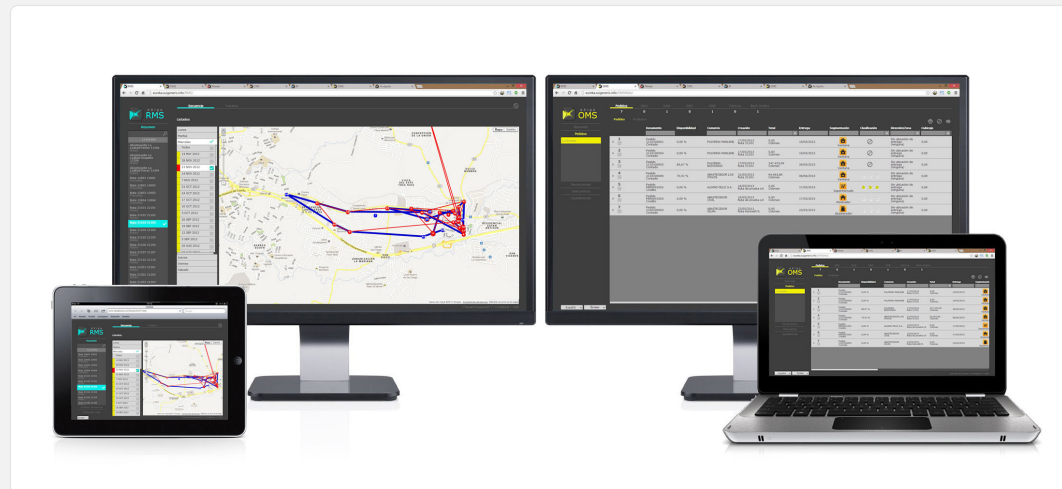
eXigo Rep

Pocket sales force office
Professional project

eXigo Rep is a powerful mobile tool for retail trade market supply. It takes the company's commercial strategies right into the sales force's hands.

The need of an Android version opened the chance for a deep UI redesign. This new design should be simpler, easier to use and more flexible to configure. It should show the engagement and high-tech character of the company as well.

By dividing the app into 3 clearly different areas and reviewing deeply every user task, it achieved to make work more efficient. A familiar design avoids also a painful shift for from the old version, and makes training easier for new users.

A successful result leads the company towards a complete renewal of its platform on clients in Central- and South-America.

Besides Interface designer I took a leadership role as Product manager. Some basic user research has been driven, including paper prototyping and field work with the app. Teamwork with SuiGeneris Development Team.

SuiGeneris SA
August 2014
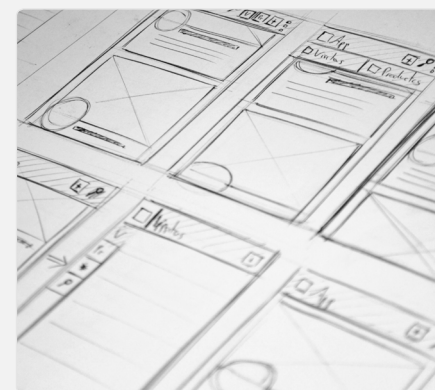
Bus CR

Seamless commuting
Self-started project

Bus CR is a mobile phone application that allows people to get real-time information about the public transportation system right on their phones. Just like Google Maps, 9292, or DB Navigator. It's the first of its kind in Costa Rica, and is adapted to the unique characteristics of the Costa rican market: Nobody knows line numbers, not all bus stops are properly named, schedules are unknown and unfulfilled, etc.
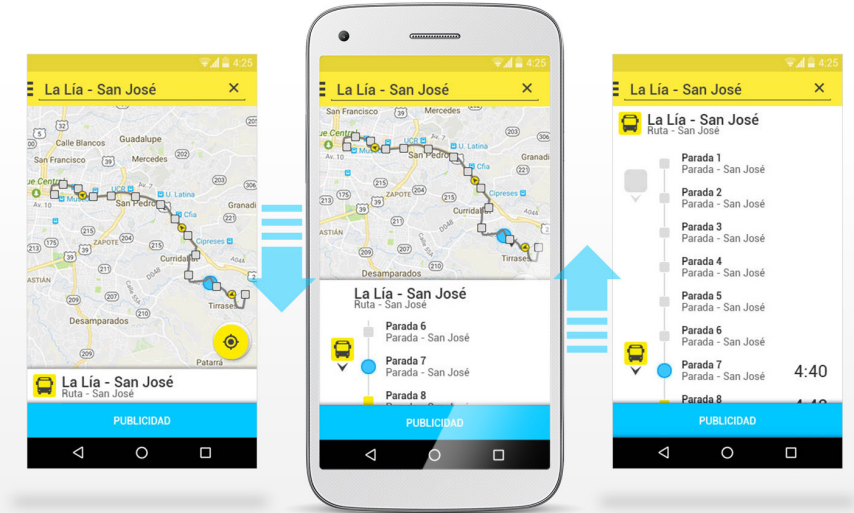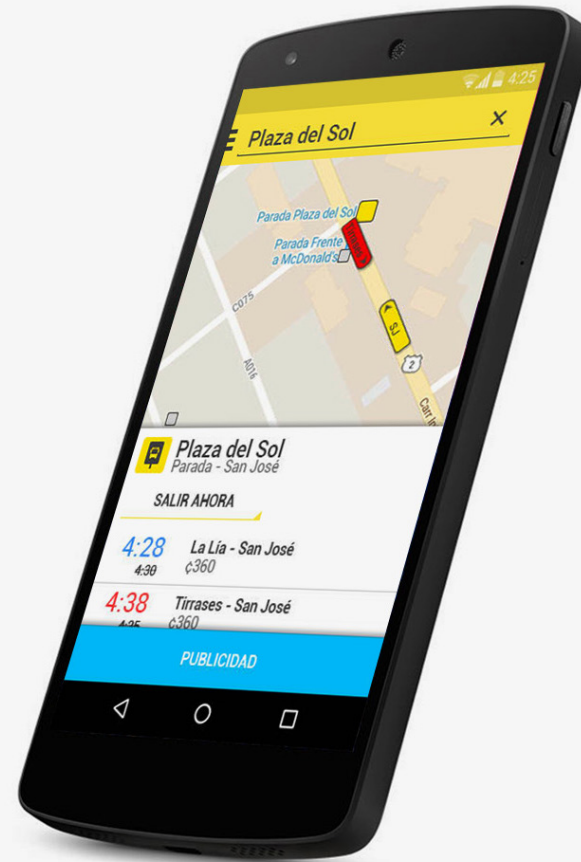
We are currently collaborating with bus companies for its development, and the app the process to be launched soon.

Teamwork with:
• Luis Arcia
• Christian Arce

Own start-up
Work in progress

Phonos

Trace your music
Student project

  Phonos is an interactive speaker that grows with you, just like those leather shoes that stretch and get better with time. Based on the music you listen to, a photosensitive pattern appears on its surface. You can also replace and rinse the photosensitive to capture the music pattern.

  Phonos creates a unique relationship with its user through an involving experience around music and very analog interactions that require attention. Flip, tilt, rotate or tap the device to control it. Rinse and replace the photosensitive layer in an age-old fashioned developing process to keep its traces forever.
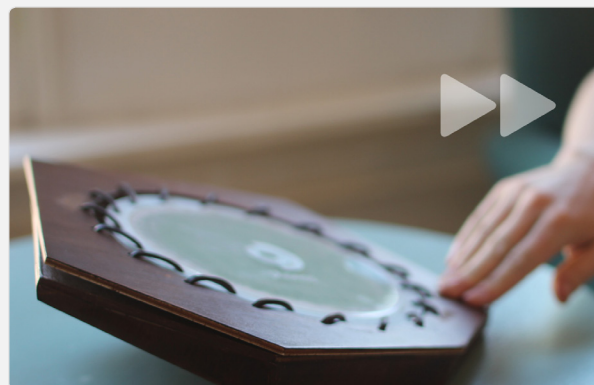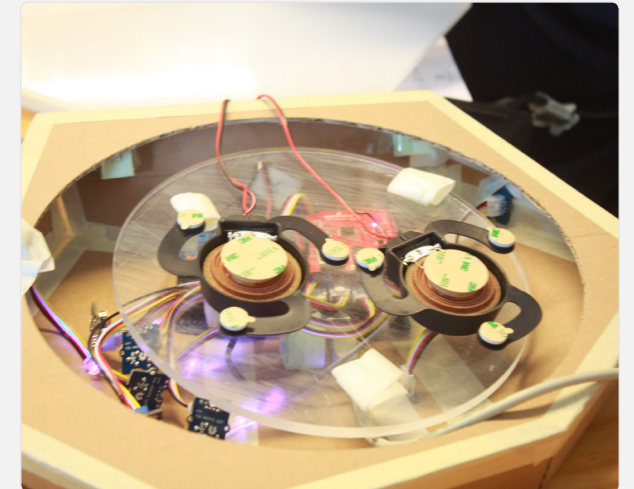
  Not only concepting, sketching and building took part, but also several iterations, short rounds of user test and lots of work in electronics were needed.

  I participated mainly on the conceptualization, team management, communication and video production.

  Teamwork with:

• Aafke Croockewit

• Jet Gispen

• Sietse Taams

• Xi Xu

TU Delft

July 2015

From me to me

Approaching retirement subtlely
Student project

  "From me to me" offers to seniors approaching retirement, small opportunities within their routines to reflect on aspects of life that will become more central during the retirement years. It consists of a tea box, a box to store personal thoughts and very intriguing tea bags with hidden questions inside.

  It uses a natural pause in the routine to trap the user by a few seconds in a reflection state. Opening the tea bags, which are small envelopes, is a careful and surprising experience. While opening these envelopes, the first thing that the user sees is a question that triggers him to reflect. The question is also present while drinking the tea in the tea tag. A writing space in the envelope invites him to make his thoughts concrete or put something inside it, and put it in the box. With the time, "From me to me" will become a personal diary with new insights to build a good life after retirement upon.

  Its development included contextual research, experiential prototyping and several rounds of iterations and testing with users.

  TU Delft
  January 2015

From me to me
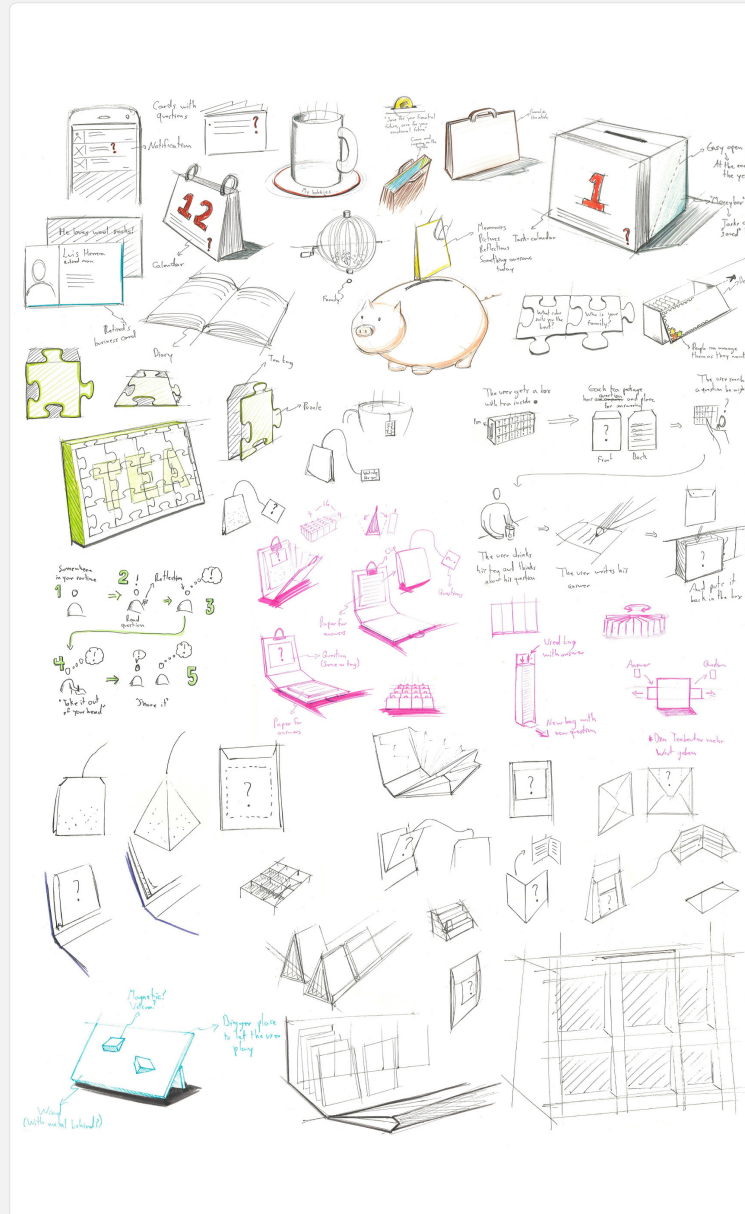
Boxmote

Soul media remote
Student project

  The diversity of content available today, has turned remote controls into overwhelming button pads or impractical touchscreens.

  Boxmote balances digital and analog experiences on a device that lets the user control any media without looking at it, despite it has only 2 physical buttons.

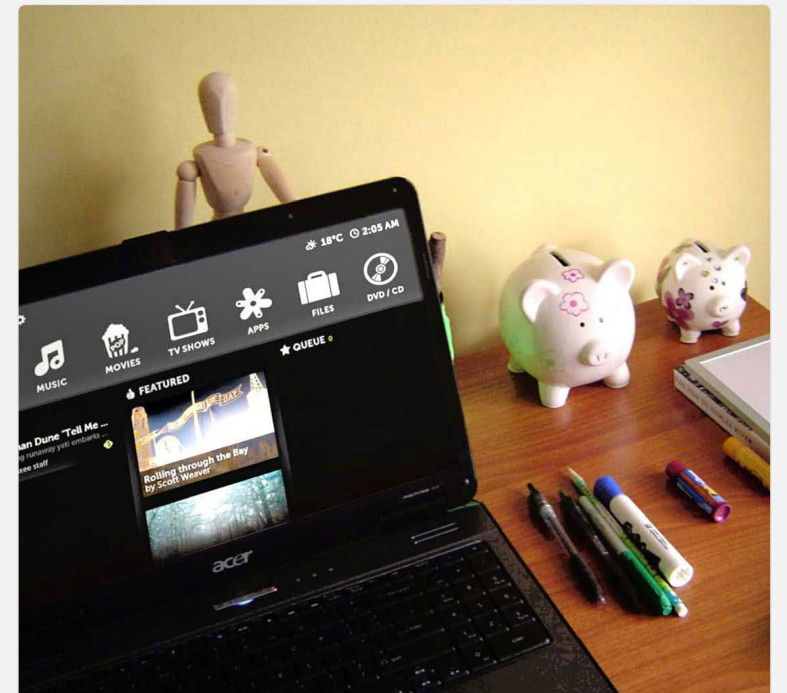 Its touch screen brings the flexibility to match specific needs, while a textured transparent housing sets a fixed use-pattern and a haptic guide for the user.

  The most frequent actions are controlled through its click wheel, which is slightly concave. Nevertheless such actions are contextual as well.

  Besides actively participate on setting the concept, I carried the team leadership and held the responsibility for the 3D model and its renders. Some basic user research was driven as ergonomics tests and personas.
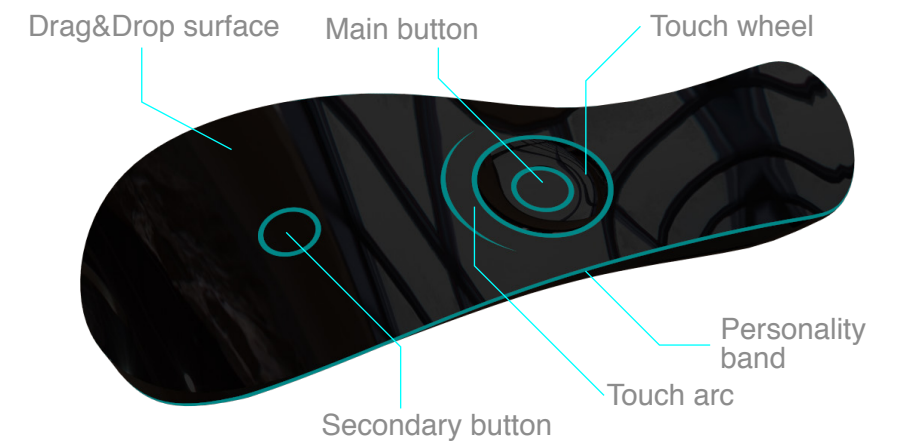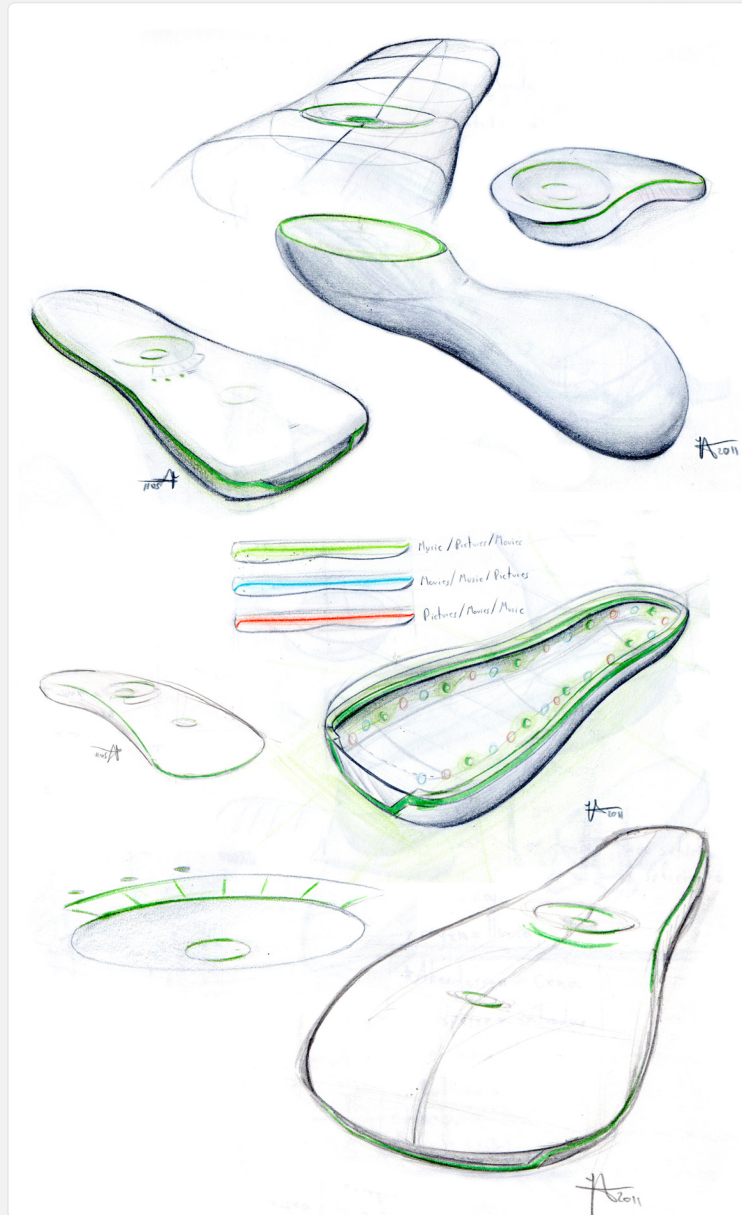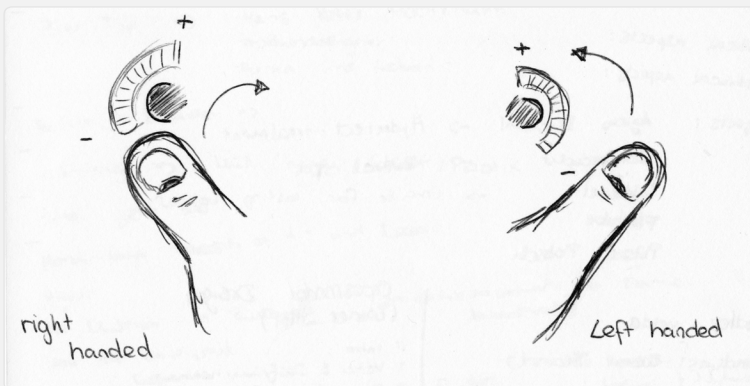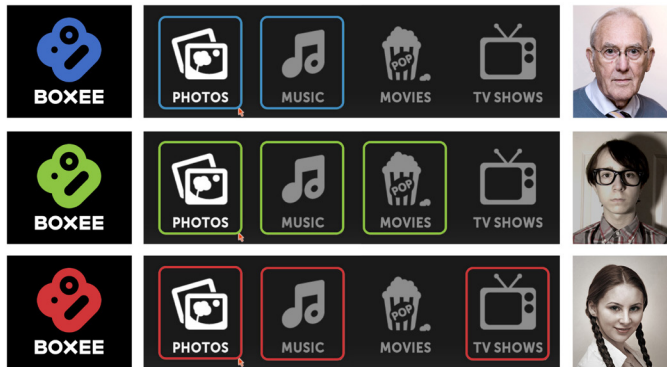
  Teamwork with:

• Noemi Herrera
• Kevin Schulz
• Martin Webinger

HfG Schwäbisch Gmünd
July 2011

Boxmote

Personas

right handed

Left handed

Drag&Drop surface
Main button
Touch wheel

Personality band

Touch arc

Secondary button

Water Power

Energy use awareness
Student project

This game-like project attempts to educate people about the energy production from water.

A brick works as interface, playing the role of a tidal, river or wave power plant. Through experimentation the user explores how the different power plants work, how much energy do they produce and how do they affect people's lifestyle and environment.

This chance to play on first hand with the different combinations of energy source and size and observe its consequences, makes the learning easier for the user, as well as the knowledge remains longer.

Teamwork with:

• Luisa Wentland

• Cora Droysen von Hamilton

My support was given mainly on the conceptualization, landscape modelling and animation.

HfG Schwäbisch Gmünd

July 2011
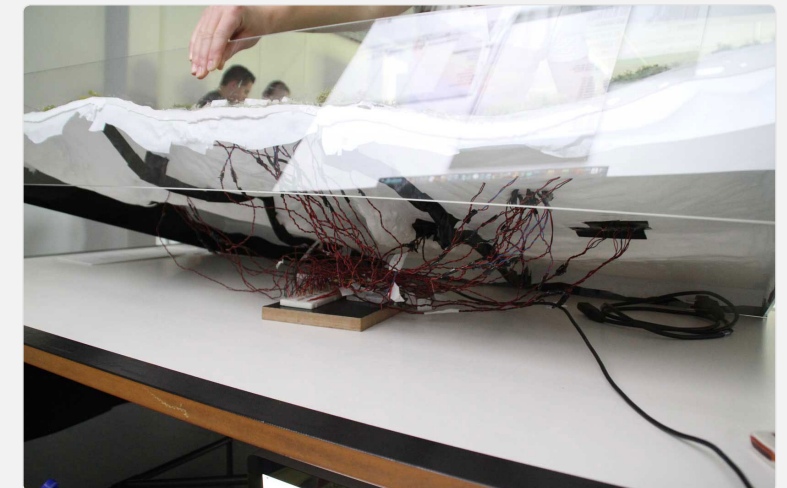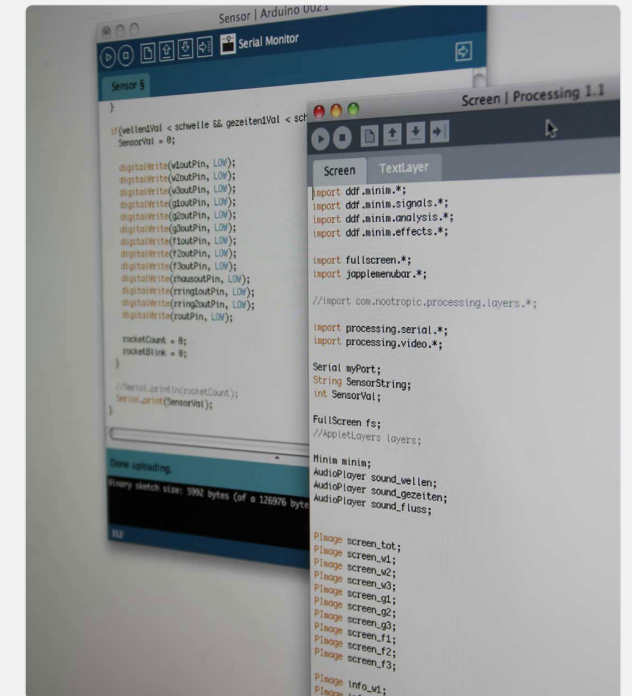
Contact

If you are interested or if you have any suggestions, feel free to contact me:

Website
www.herrera-luis.com

E-mail
contact@herrera-luis.com

Phone
+31 6 2184 2769

Residence
Delft, The Netherlands

Connect, share, follow...

Or connect through any of my online profiles:

LinkedIn
www.linkedin.com/in/luisherrerasuazo

Xing
www.xing.com/profile/Luis_HerreraSuazo