

HELLO

MY NAME IS

WENDY

WANG

AND I AM A

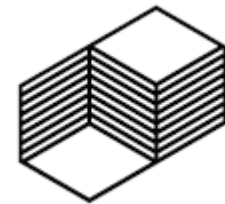
DESIGNER



furniture Design

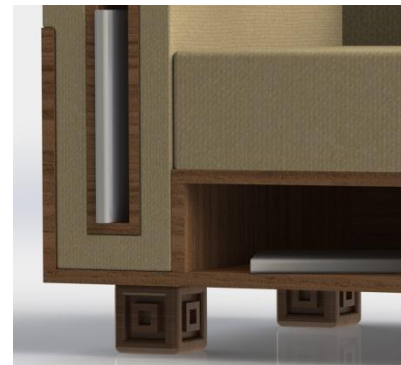
Form follows function — that has been misunderstood. Form and function should be one, joined in a spiritual union.

- Frank Lloyd Wright



SOFA SO FONG

Fong is a piece of multi-functional sofa that could be produce by modern manufacture techniques and materials without losing the beauty of traditional Chinese furniture. The name "Fong" simply means square in Chinese, and it is also used to describe the nature of a person who is modest and honest in contrast of round and slippery.





MANUFACTURING PROCESS

Understand basic manufacturing processes

Work with various types of materials

Practical experiences in various workshops

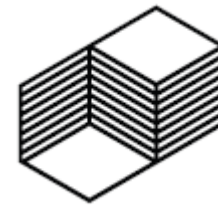
Communication with technicians

Plan and manage projects





Halo Size: Diameter 35cm*x Height 10cm*



Lighting Design Flat Lattice and Halo

Flat Lattice and Halo are designed under the design brief "Magic & Light" for Nottingham's night light festival 2014. The main design concepts were generated around the key word "Magic" which is expressed through the transformation between flat materials and three dimensional forms.



The final prototypes were manufactured with low cost polypropylene sheets on laser-cut. These lightings would be sold flat packed, and assembled by users at home which encourage the interaction between user and product. In addition, this lighting range would benefit from all the advantages associated with flat packaging.

Flat lattice

Size: Diameter 15cm*x Height 18cm*



Product Design

A product has to respond to a certain ethos of a time. It's about how it relates to space and helps us find new ways to adapt our lives and desires to the world around us.

- Yves Behar



Little things that enhance your user experience

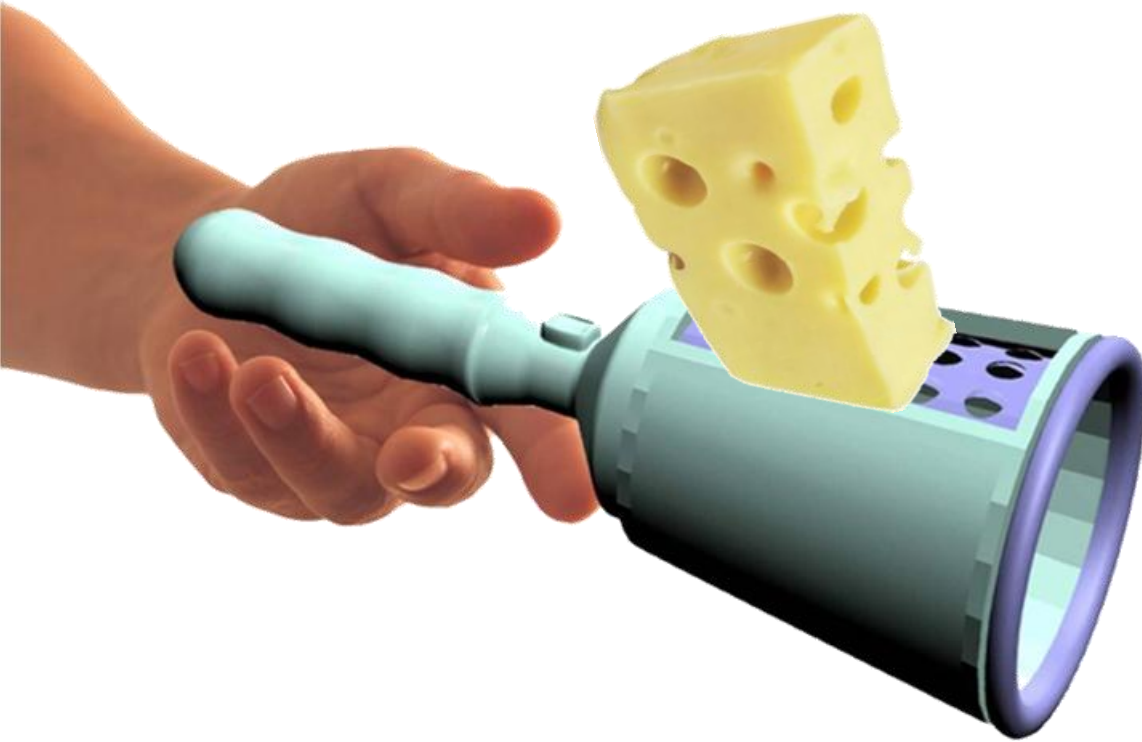
Candy Handy

Size: 90mm x 35mm x 25mm * Material: High density memory foam (4.5 -5 lb/ft³)
15mm diameter Snap Fastener



Design Innovation Plastics 2012

Candy Handy is designed to protect hands from strangle marks caused by carrying shopping bags. It is manufactured from medium-high density memory foam which softens in reaction to body heat and mould into the shapes of any sized hands in a few minutes. The belt and snap fastener features on the top is designed to prevent shopping bags missing as people can be forgetful when there are number of bags to carry. It is so small and handy that could be stored in any size handbag. Also it comes in various colour to suite individual preference. Candy Handy is the ideal product for carrying shopping bags that enhance your shopping experiences.



Electronic Food Grater

Size: Diameter 15cm* x Height 18cm*

This battery-operated electric food and cheese grater is designed to grate soft or hard cheeses, dry bread, chocolate, and nuts with the simple touch of a button.

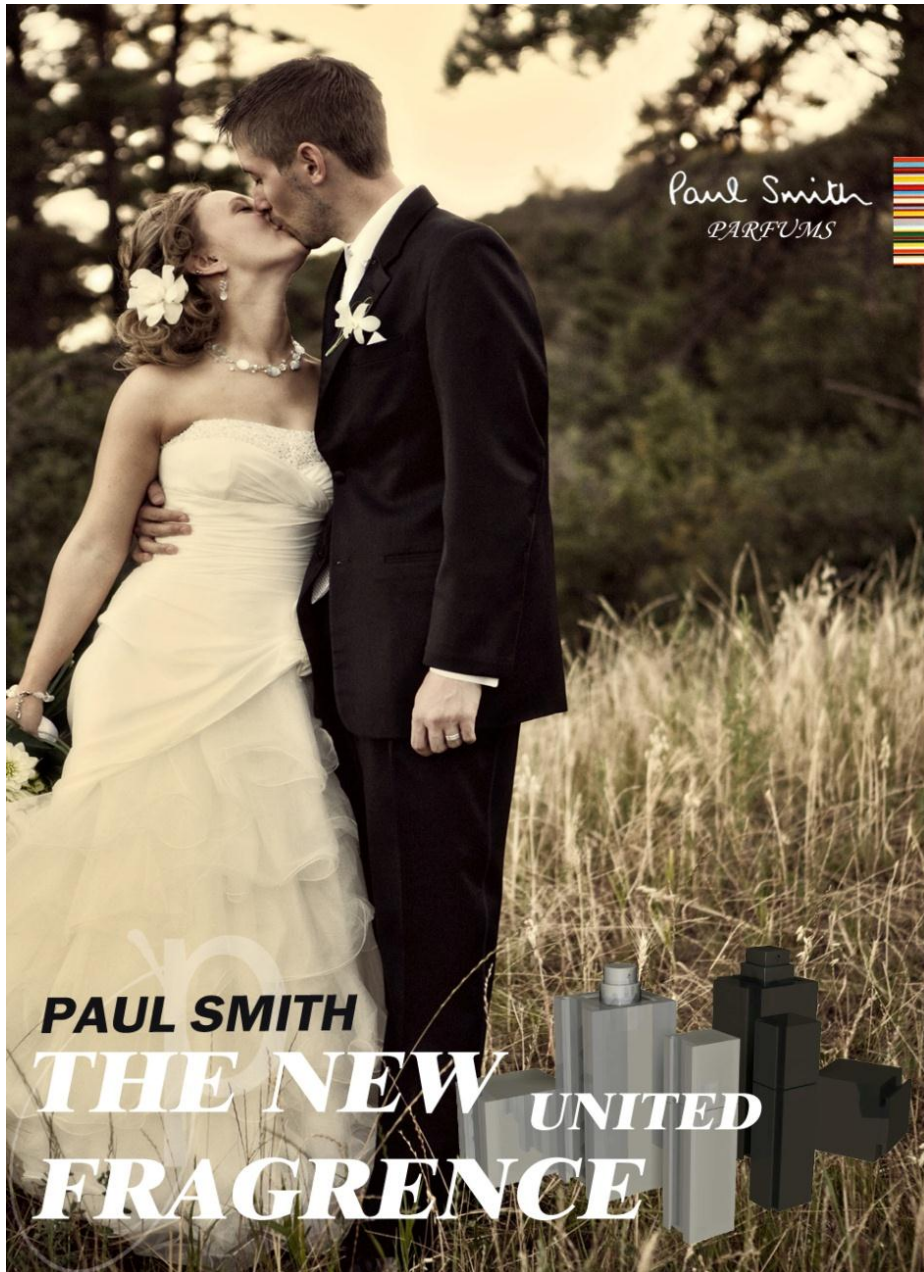
Key Features

- Durable materials
- Simple user instruction
- Comes with 3 stainless steel drum blades
- Dishwasher safe
- Rubber grip for secure and comfortable hold

Thinking of you

 **Electrolux**



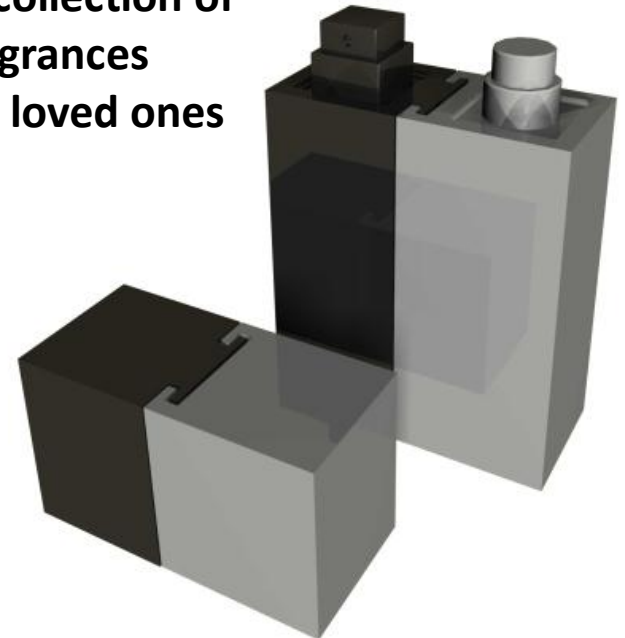


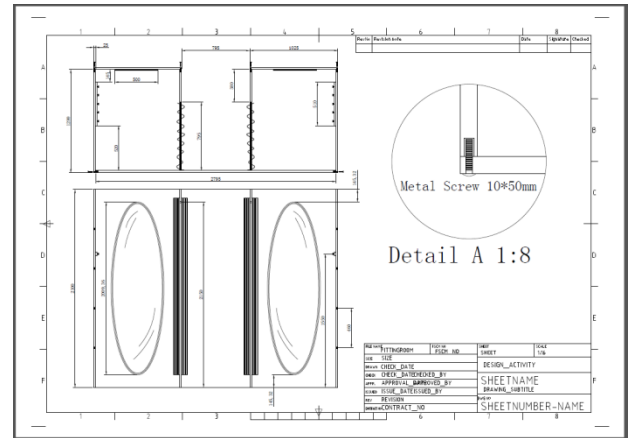
Paul Smith

PERFUME BOTTLE DESIGN PROJECT 2012

The design is inspired by the concept of concave and convex that emphasis the love and closeness of relationship. It symbolize the need of lovers to be united in order to fulfill each other's needs and emptiness. It is unique and meaningful that makes the ideal present for all the loved ones. The colour and shape are designed to differentiate both perfumes, and it can be used and stored separately or together.

A new collection of
fragrances
for the loved ones





Paul Smith

Fitting Room Design

DESIGN PROJECT 2012

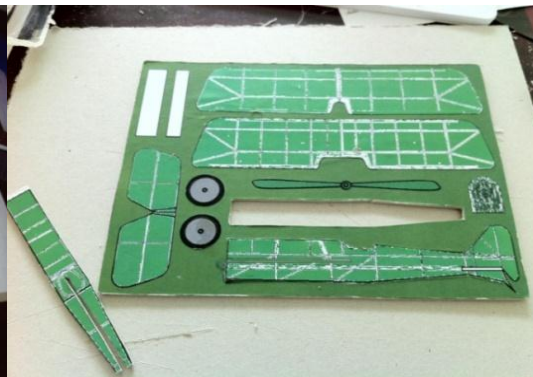
Size: L 1200 * W 1025 *H 2300

This fitting room is designed in geometric form which is modern and space saving. It is portable and made of painted 25mm MDF Board with metal fixings for strong support and easy assembling. Railed curtains are patterned with Paul Smith stripes provide privacy and brand identity. Oval shaped mirrors and hooks are placed on the side walls for customers to try and view the chosen products.



Construction Kit of R.A.F Aircraft SE5

A giftware associated with the vintage aircraft model named SE5 is designed for a newly established transport museum with the purpose of expanding their giftware range for young visitors. The prototype of this flat packed SE5 construction kit of is made with cardboards and toothpicks. It could be displayed and sold in the souvenir shop of the museum that encourages young visitors to be interested and interacting with the vintage aircrafts.



Interior Design

Good design is obvious. Great design is transparent.

- Joe Sparano



Rendering Image of Hotel Room Interior Design



Rendering Image of Office Interior Design



Rendering Image of Gym Design



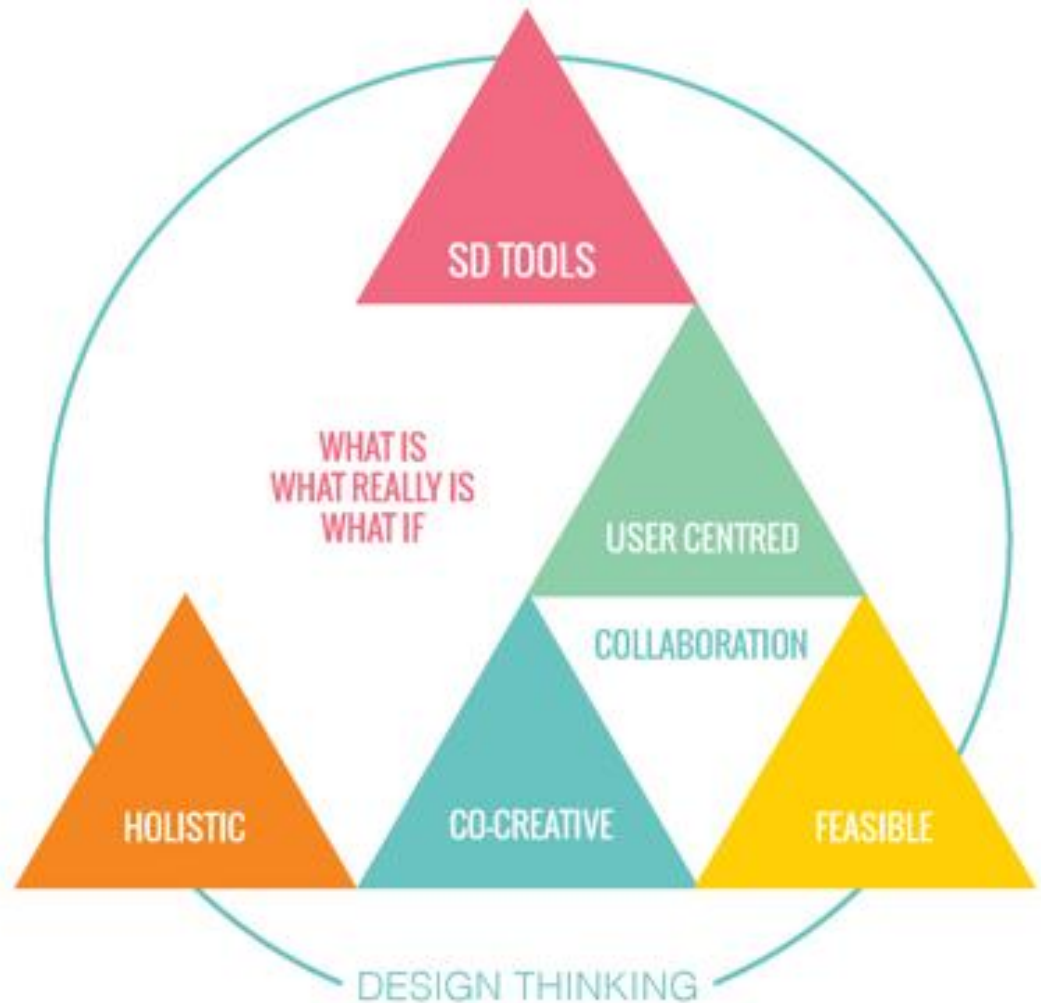
Rendering Image of Living room Design

Service Design

The use of design can directly and significantly improve sales, profits, turnover and growth. Those who understand and act on this will gain great competitiveness over its competitors.

- Design Council 2007

DESIGN THINKING



Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers.



SMARTWATCH PACKAGING REDESIGN PROJECT

With the intention to develop an understanding of the role of design in achieving organisational goals and the interrelationship between design, business, society and culture, a packaging redesign project of Samsung Smartwatch is conducted by a design group. The project was constructed with five phases: discover, refine, idea generation, prototype testing and delivery of the final recommendation. In order to deliver the most suitable design solution that supports Samsung's organisational goals, it is crucial for the design team to gain a holistic understanding of the aim and current strategies of the company.

Collaboration with NGOs



PURCHASE

SCAN

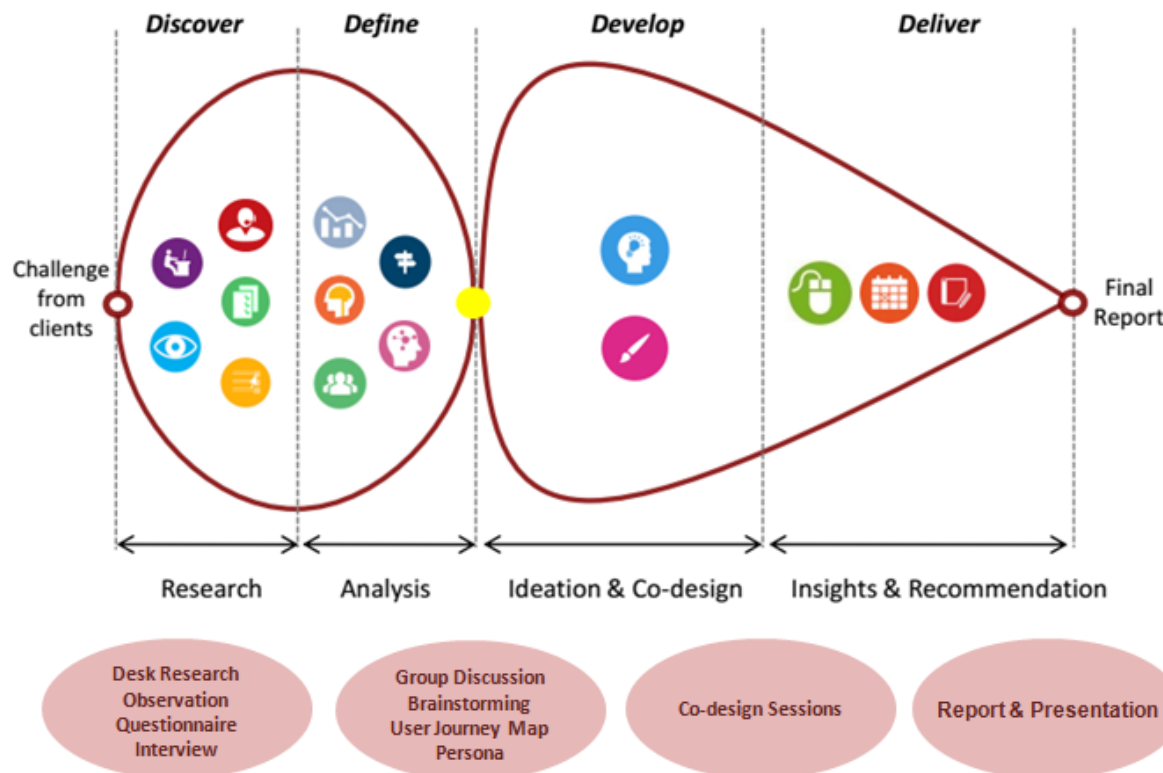
SELECT

DONATE

AIM & OBJECTIVES

To help Lancaster University Enterprise Centre(LUEC) in developing and providing tailored service for individual users who wish to receive help and funding from Santander in starting their own business.

- ✓ To explore various aspects of LUEC
- ✓ To identify problems within current application process and management system
- ✓ To understand the expectation of potential users
- ✓ To design and develop a better application process and management system

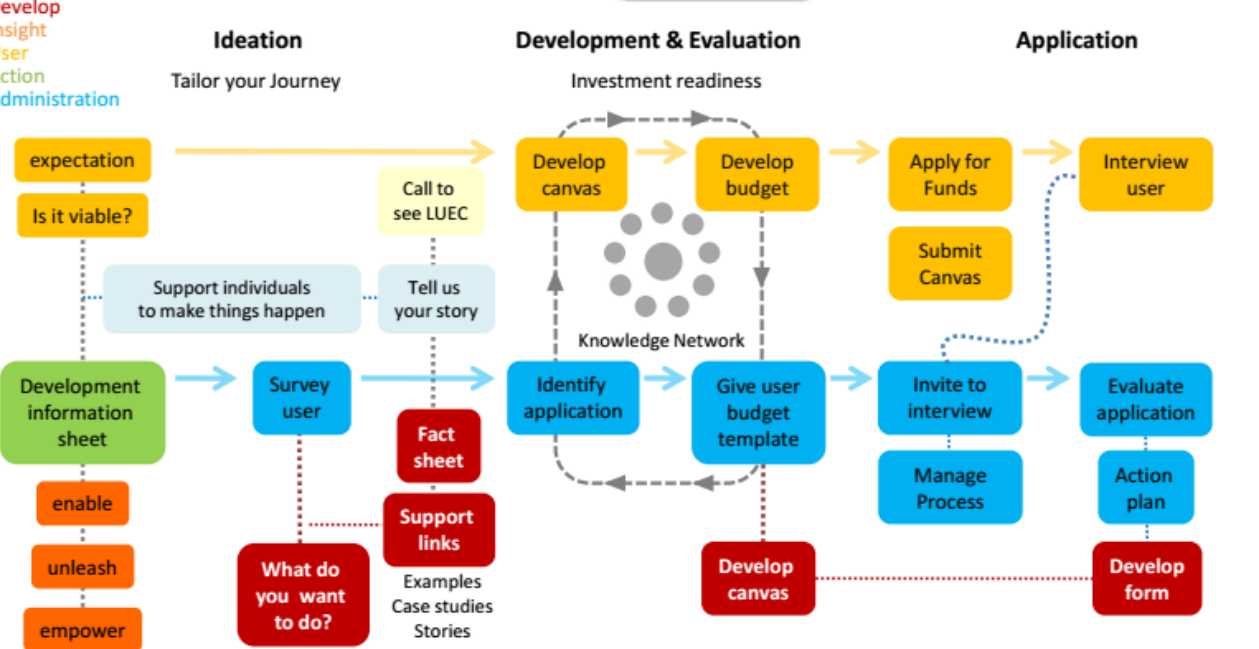
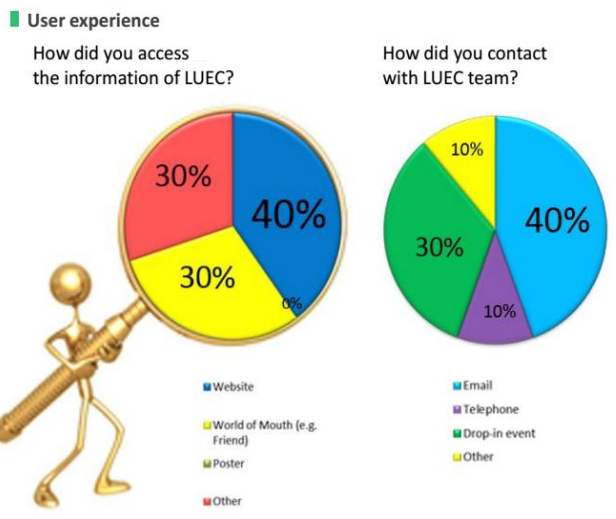
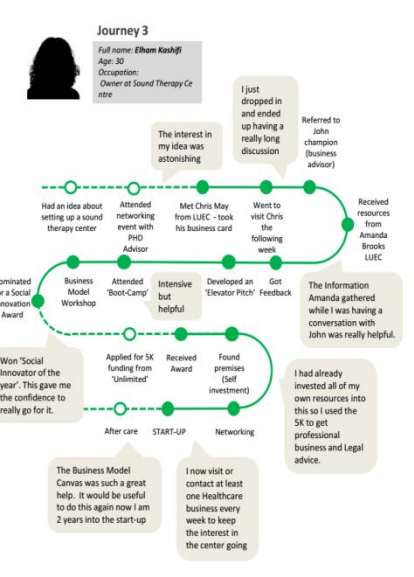
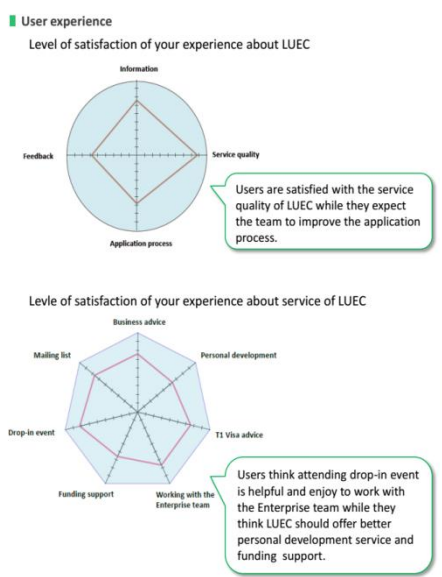
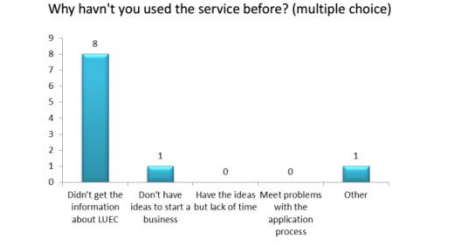
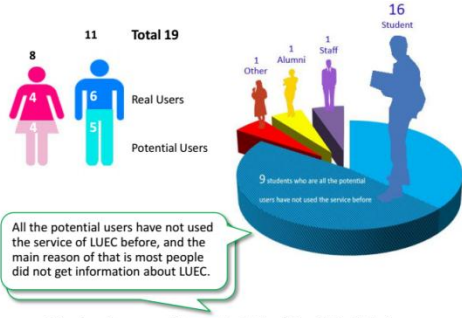
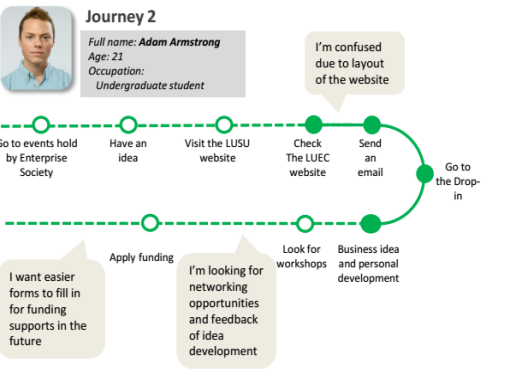
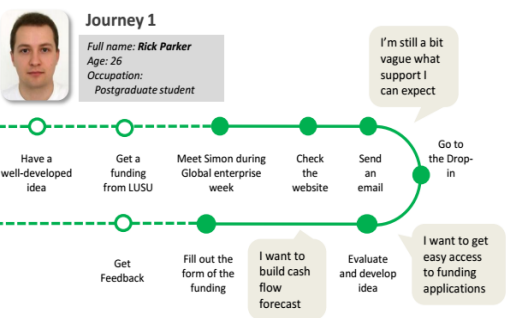


USER EXPERIENCE DESIGN PROJECT

Lancaster University Enterprise Centre (LUEC) is a department of Lancaster University which supports students, alumni and staff in Lancaster university in developing their own business with a range of entrepreneurial services provided. As a newly established department, role of entrepreneurial support is not widely recognized and it is still in development stage of clarify their working process. The team of LUEC has now received £10,000 pounds funding from Santander and the challenge they are facing is to develop a clear process to support those who need help and funding in starting their own business.

It all starts with an **idea**...tell us **yours!**

Lancaster University Enterprise Centre



Design Recommendations

Online Application and Management Service

It all starts with an **idea**...tell us **yours!**
Lancaster University Enterprise Centre

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Have an Idea?
We will help you

About Us

Requirements

Register & Apply

Term & Conditions

Our Support

Since 2007 we have helped many students and staff to achieve their educational goals, such as: studying abroad, starting a business, establishing international academic links and much more. Santander Universities' commitment to higher education is unwavering and we continue to support universities through funding and internationalization.

Why not find out what our beneficiaries think of Santander Universities' commitment to higher education?

[Find out more](#)

It all starts with an **idea**...tell us **yours!**
Lancaster University Enterprise Centre

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Online Application Form For Santander Funding

Personal Profile

Supporting Documents

Book an Appointment

Terms & Conditions

Account Setting

First Name*:

Last Name*:

Date of Birth*: / /

Email Address*:

Password*:

Verify Password*:

It all starts with an **idea**...tell us **yours!**
Lancaster University Enterprise Centre

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Appointment Booking

Booked Appointment

Feedbacks

Cancel / Reschedule

2015 April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

→ →

Log Book For Self Management With Relevant Forms and Information



I - IDEA
D - DEVELOPMENT
E - ENTERPRISE
A - AWARD

Visualisation of the service by
providing user a personal logbook

For Users

Better understanding

Gain Knowledge

Record & Reflect

Arrange and Organise

Self-development

Access useful resources

For Enterprise Centre

Better understanding

Evaluation

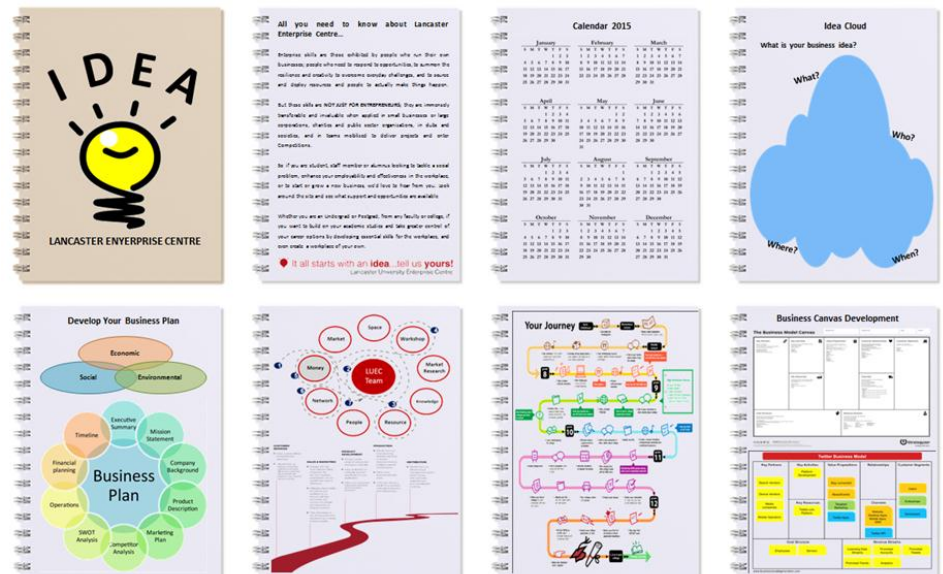
Giving Feedbacks

Easy Management

Reduce workload

Increase efficiency

Examples of Logbook Pages

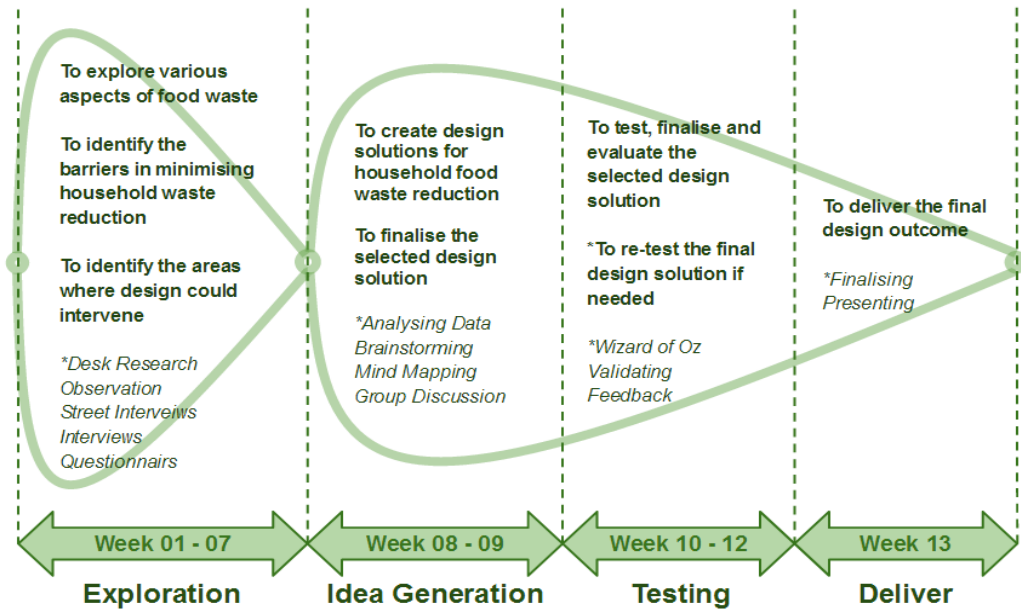
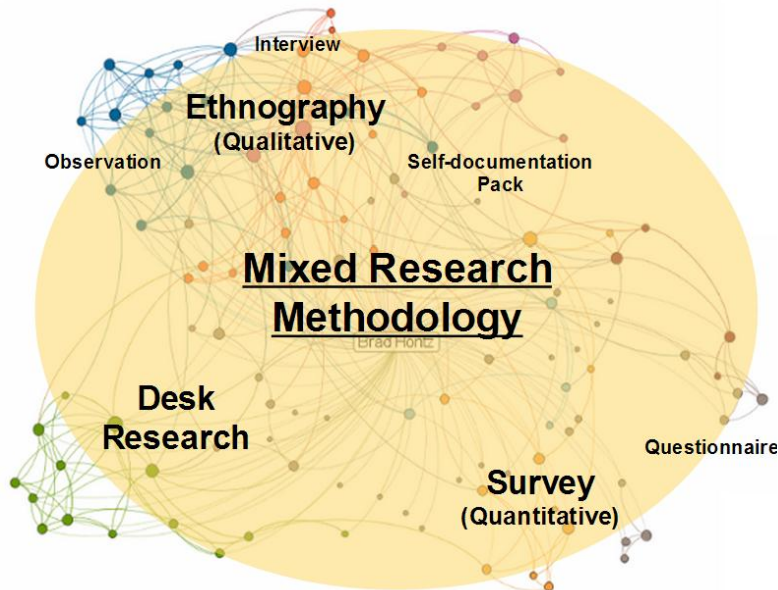




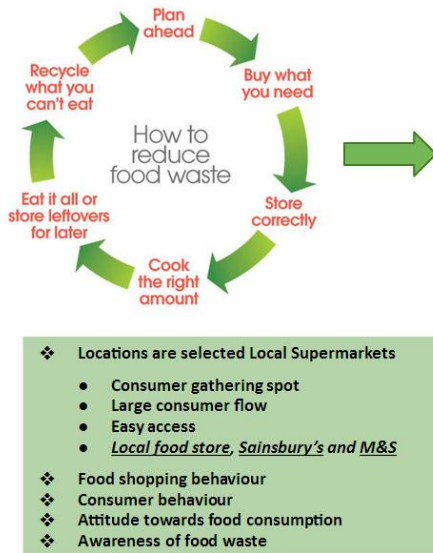
Food Waste Reduction in UK Households through Design Intervention

How design could be used for food waste reduction and promoting sustainable diets at consumer level

Research Process



*May vary according to situations



Questionnaire of Food Consumption

- What is the number in your household?
1 = 2 3 = 5 6 = 8 More than 8
- Do you plan ahead for meals?
cAlways cA week cA month cMore than a month cNever
- Do you create a list before food shopping?
cAlways cSometimes cNever
- Do you store your food correctly according to instructions?
cAlways cSometimes cNever
- Do you cook the right amount for each meal?
cAlways cSometimes cNever
- Do you store the leftovers for later?
cAlways cSometimes cNever
- Do you recycle what you can't eat?
cAlways cSometimes cNever
- What is the level food waste in your total purchase?
cLow cAverage (around 30%) cHigh

*Based on the national statistics provided by WRAP

- Do you have awareness over the sustainability issues related to food waste (such as greenhouse gas emission)?
cYes cNo
- Would you like to receive information on how to recycle food waste and the benefits of food waste reduction?
cYes cNo

Thank you for your kind participation.

Research Findings

Food waste is not an important issue since food is natural and biodegradable.

The media is **over exaggerating** the problem of food waste, and there are many more urgent issues need to be taken care of.

The food waste is **unavoidable**, and there is not much we can do as consumers.

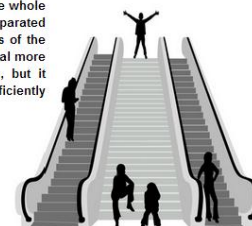
There is **NO** food waste generated in my house, and I have nothing to do with this.

The issues with food waste should be left for the **government** to solve.



"...For example, if you buy a chicken, rather than having one tray that contains the whole chicken, it could be several separated sections that contains different parts of the chicken. Although that takes fractional more material to produce the packaging, but it could help the consumers to cook efficiently and the food could last longer."

"...We interact with something in a certain way that the interaction is designed, in other words, we are doing what the environment tells us to do. I often used escalator as an example to explain that concept."



How do you convince retailers to contribute to food waste reduction as they are concerned about profit reduction?

"I think the economic argument around that "if you reduce food waste by 30%, you will buy 30% less" is not entirely true. There is another project I have involved in recently and we were looking into two things: one was to reduce food waste and another one was to encourage menus with less red meat. It was looking at the dietary perspective and the impacts of menu. By saving money on large portions of red meat, better quality vegetables and fruits could be purchased. All I am saying is that spending less on one thing could mean more money for other things. Rather than spending money on food that is not necessary, people will spend it on things that might not be affordable previously."

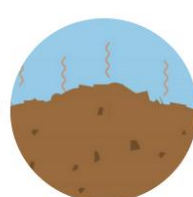


Dr Stephen Clune

Households

City council

County council



"We haven't got any statistics or data on the usage percentage, because lots of people use the green bins only for garden waste."

"It takes years to get people to recycle their food waste. It is difficult since in their perceptions the bins are smelly and dirty."

"To raise people's awareness, we send leaflets that cover everything. We do do a lot of door-to-door work to encourage people to recycle, but we concentrate more on the dry recyclables."

"There are councils using different schemes like anaerobic digestion, which they use to create electricity. It depends on having those facilities nearby, and whether they can accommodate the amount of waste they've collected."



Lauren Gora

Participants	Week 1	Week 2	Total
Age 20-30 x2	£ 89.53 24.7%	£67.48 18.3%	£ -22.05 -6.4%
Age 50-60 x2	£ 72.50 21.2%	£ 65.73 17.4%	£ -6.77 -3.8%
Age 30-40 x2	£ 143.92	£ 127.89	£ -16.03
Age 5-10 x2	32.3%	25.6%	-6.7%
Age 20-30 x1	£ 40.39 35.1%	£ 31.47 30.8%	£ -8.92 -4.3%
Age 30-40 x2	£ 110.63 33.4%	£ 82.79 21.6%	£ -27.84 -11.8%

Statistics

- Average money saved is around £16 per week = nearly £800 per year
- Average household food waste reduction is around 6.6%

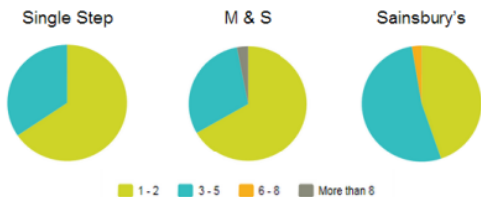
Conclusion

- By planning shopping lists ahead, people tend to purchase the right amount of food, packaging waste reduce in weight
- By planning menus ahead, food waste reduced in weight
- By avoid over purchasing and waste, people save money on food purchase

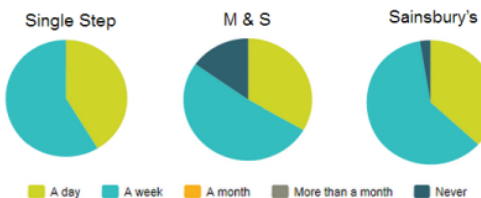
Note: In all the cases, the total weight of the packaging discarded is more than the total weight of the food waste.

Note: The methodological issues around under-reporting and the potential for self documentation to influence behaviour.

Q1. How many people currently live in your household?



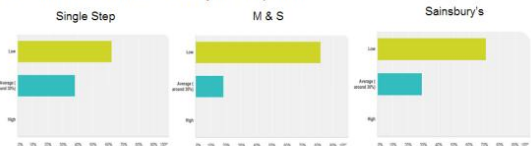
Q2. Do you plan ahead for meals?



Q7. Do you recycle what you can't eat?

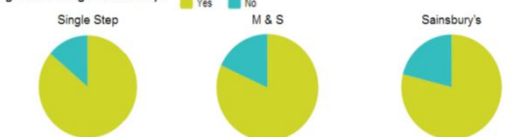


Q8. What is the level of food waste in your total purchase?

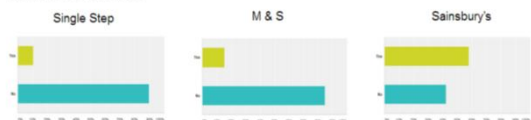


Although the result of this question is optimistic, it is important to acknowledge the fact that there is a lack of awareness among many in the population of how much food is generated in the home e.g. households that stated in a survey that they generate no food waste actually threw away an averaged 30 kg per year (WRAP 2008).

Q9. Do you have awareness over the sustainability issues related to food waste (such as greenhouse gas emission)?

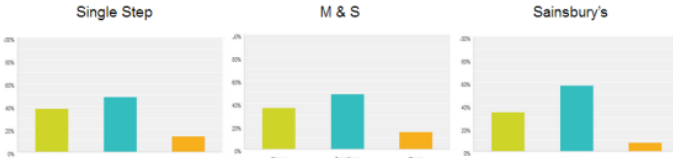


Q10. Would you like to receive information on how to recycle food waste and the benefits of food waste reduction?



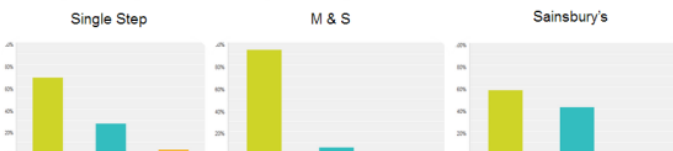
Over 75% of participants claim that they have awareness over the sustainability issues related to food waste and they do not wish to receive further information regarding food waste. In order to find out the reason behind this result, the researchers had several brief conversations with participants. Some claim the media coverage of food waste in UK is extensive, and a few think the problems of food wastes is overestimated and the information given is depressing which they do not wish to hear, while others claim Lancaster City Council is doing well in giving relevant information regarding food waste recycling.

Q3. Do you create a list before food shopping?



According to research done by WRAP, even though many people do create a shopping list but during their time in supermarket, they tend to buy a lot more things than pre-listed.

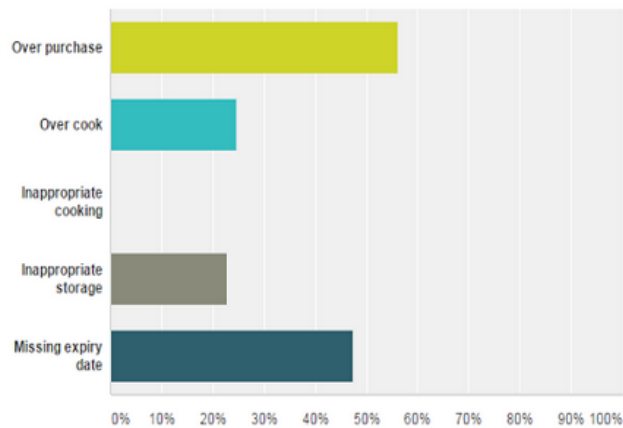
Q4. Do you store your food correctly according to instructions?



Although the majority of people claims that they store their food correctly according to instructions, the domestic refrigerators operate at an average air temperature of around 7°C which is 2°C higher than the recommended temperatures, usually 5°C or below. Furthermore, 16% believe that keeping food at fridge temperature does not make a difference to how long food lasts. (WRAP 2010a)

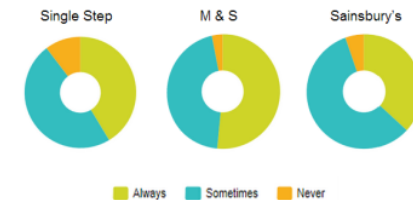
What are the main causes of food waste in your household?

Answered: 57 Skipped: 1



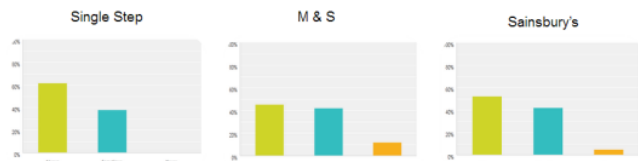
Answer Choices	Responses
Over purchase	56.14% 32
Over cook	24.56% 14
Inappropriate cooking	0.00% 0
Inappropriate storage	22.81% 13
Missing expiry date	47.37% 27
Total Respondents: 57	

Q5. Do you cook the right proportion for each meal?



The data collected on this question suggested that there are areas could be improved within the matter of diet planning and management.

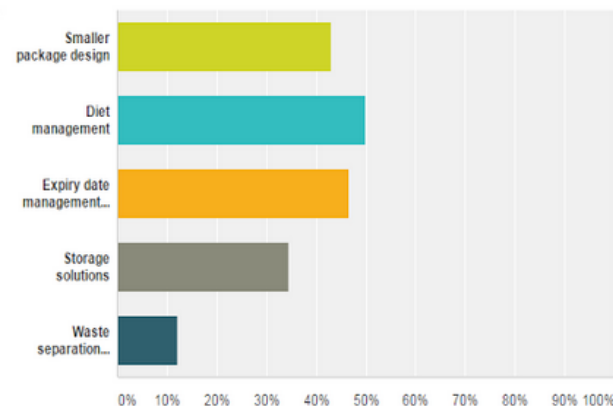
Q6. Do you store the leftovers for later?



- Most packaging of food does not support consumers to store the leftovers.
- The storage containers are usually in large sizes which are not suitable for smaller portion of leftovers to be stored for later consumption.

In order to reduce the amount of household food waste, which of the following stages do you think are the best places?

Answered: 58 Skipped: 0



Answer Choices	Responses
Smaller package design	43.10% 25
Diet management	50.00% 29
Expiry date management solutions	46.55% 27
Storage solutions	34.48% 20
Waste separation solutions	12.07% 7
Total Respondents: 58	

Design Process



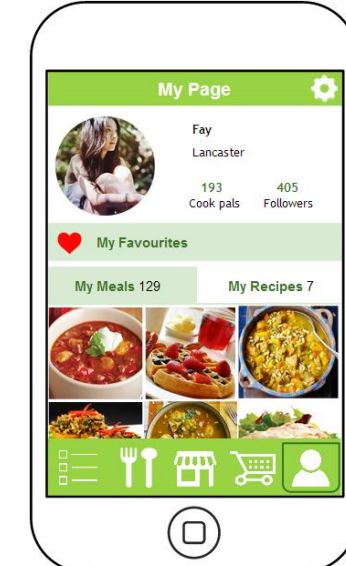
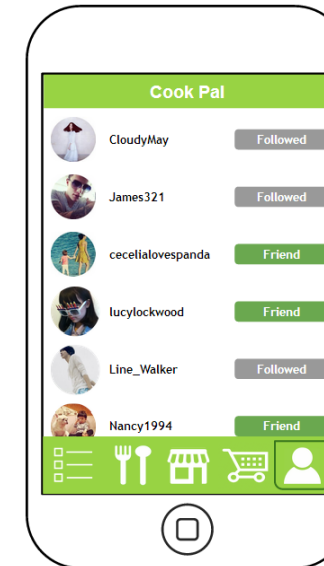
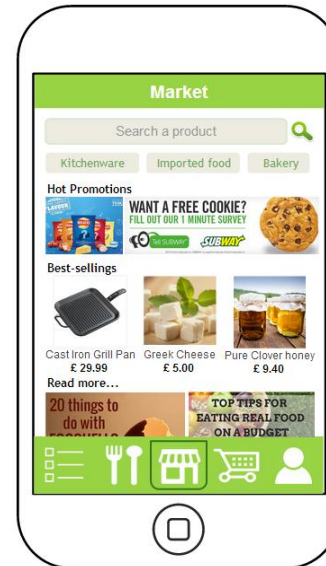
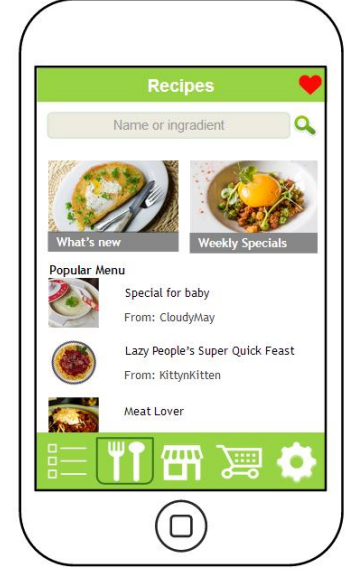
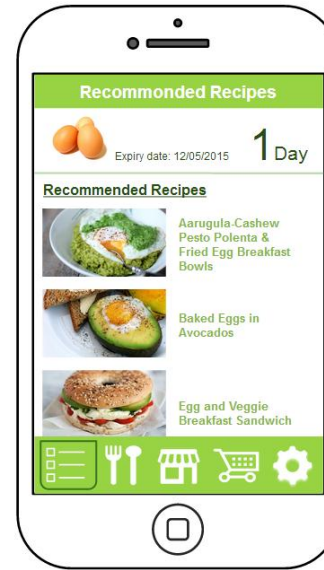
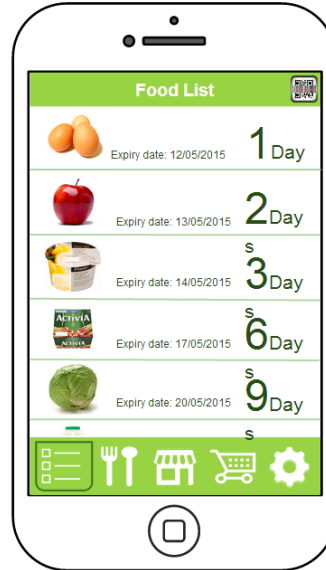
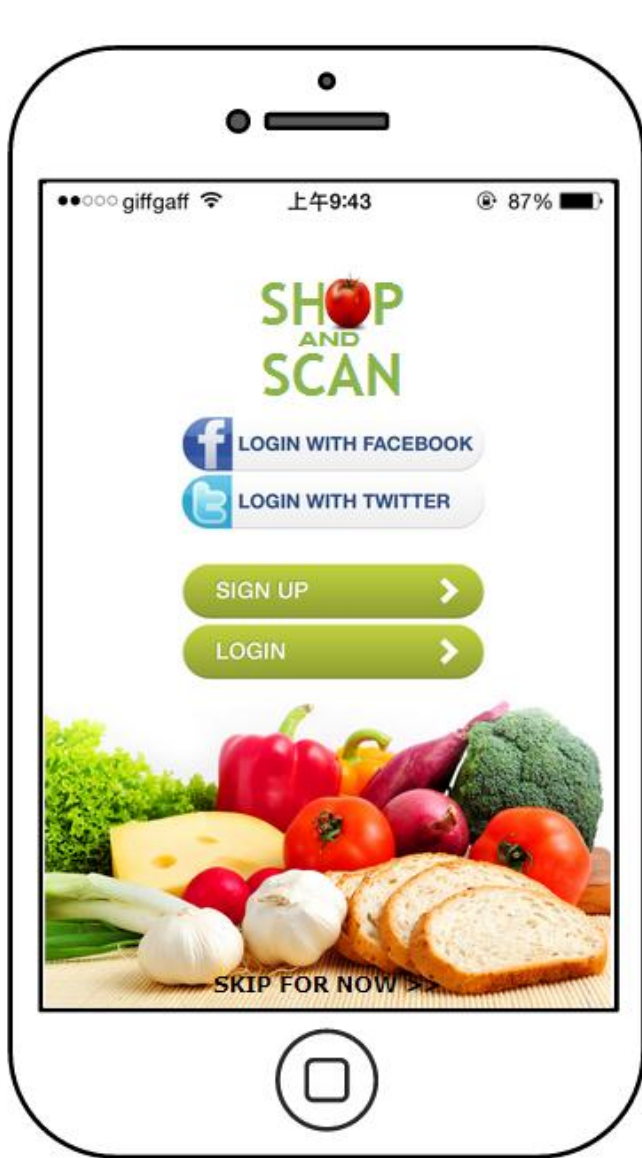
How...?
When...?
What...?

- How dose the app present to its consumers?
- When should people receive the reminder?
- What is the best way to approach consumers?



- Scan the QR code on the shopping receipt
- Expiry dates of all the food products on the receipt will be recorded automatically in the app
- Remind the the user to consume before the food goes out of date

Final Design Outcome



A large teal triangle is positioned on the left side of the image, pointing towards the bottom right corner.

**Thank you
for viewing my portfolio.**

Since now you know my name...

**Here are my
contact details:**

wendywang@hotmail.co.uk
07510480724