

# Hello!



I'm Ece.

I am senior Industrial Design student who have open mind, inquiring, also a creative problem solver who believes the healing power of design.

I am passionate about touching people's life with designing products ,services or experiences with high added value and beneficial to society.

The projects in this portfolio are the milestones of my design journey.



#### CONTACT

İzmir, Turkey

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linkedin.com/in/ece-bozca

#### LANGUAGES

B2 English

A2 Italian

Native Turkish

**INTERESTS** 









#### **EDUCATION**

İzmir Yaşar University

2018-Present

Faculty of Art and Design Industrial Design Bachelor Degree

İzmir Özel Final High School

2018

Övgü Terzibaşıoğlu Anatolian High School

2014-2017

#### **EXPERIENCES**

Co-creathon: Disinformation in Emergencies Originniovation-2021

Design Marathon: Emergency Action Atölye, Imece, Teyit-2021

**Events and Communication Coordinator** Entas Kulübü

President (Present)

Çizgi Design Society

Volunteer:Foundrising project

Engelsiz Yaşam Association

Design 101 competition (IZTECH)

RD Project sponsored by Vestel-2020

Industral Cooler Design Project Klimasan-2021

#### SKILLS

Presentation

Effective communication

Team Work

Team management

Research

Design Thinking

Sketching

Prototyping

**ACTIVITIES** 

UX-UI-101

Entas Kulübü-Online Design Talk series

Sustainability and social innovation

Yetgen-Online summit

EWA Demo Day

Female entrepreneur program

Eit Food

Hakan Gürsu- Yatch Design

Entas Kulübü online Design talk

Fulden Dehneli-Designing The Change

Entas Kulübü online Design talk

Orhan Okay-Digital sketching Entas Kulübü online Workshop

#### CERTIFICATES

Design Thinking, Social Innovation and Complex Systems

Linkedin learning

Cert prep: PMI Agile Certified Practitioner

Linkedin learning

UX Designops-Overview Linkedin learning

TOOLS

Rhinoceros

Fusion 360

Keyshot

Photoshop

Indesign

Figma

ABOUT ME













Kiosk&Mobile app Product-Service Design 8 weeks



Electric Razor Styling Project 6 weeks



6 weeks



Baby air purifier Planner Mobile app **UX-UI** Case study 2 weeks



Digital-Hand drawings

CONTENTS



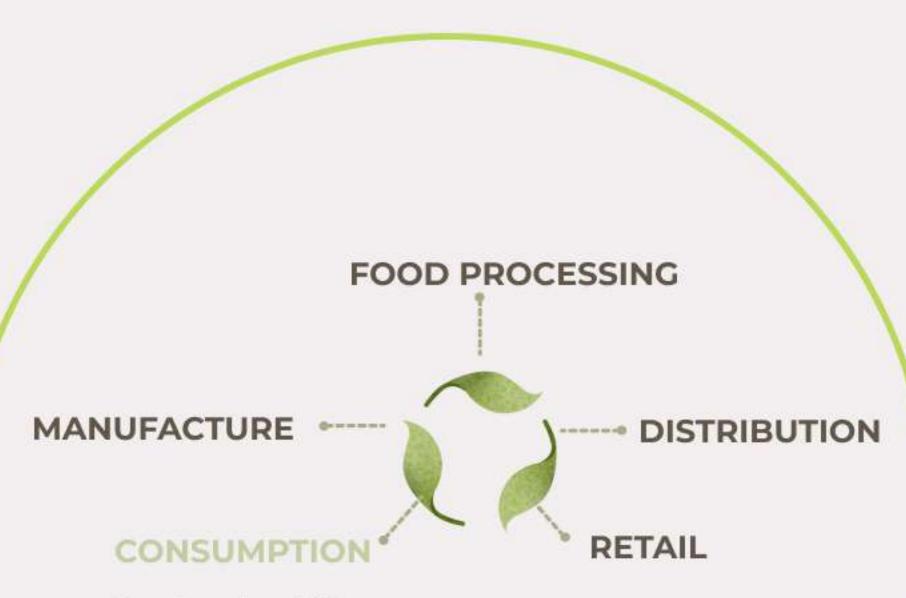
### **FOOD SUSTAINABILITY**

#### AMOUNT OF FOOD WASTE





2021 United Nations Environment Program Food Waste Index Report



Packaging Waste

Greenhouse Gas

Emission

**Food Waste** 

#### WHY?

- Lack of plan in shopping
- Forgetting the food taken
- Forgetting the cooked food outside
- Expire Date

#### MANAGEMENT OF FOOD WASTE



Discounted Sale



Donation for Pet Shelters



Donation for nonprofit dining halls Composting



D





#### FOOD SHARING CULTURE AND SUSTAINABILITY

Food sharing is a new concept that has grown sufficiently in recent years and works like most sharing principles: wasted food is picked up at retailers by volunteers and is then distributed amongst the members of a third party.

### **CURRENT SERVICES**



It is a service that people get massive savings on fresh food items like meat and produce that are nearing their best before date at grocery stores across Canada and the U.S.



OLIO connects neighbours with each other and with local businesses so surplus food can be shared, not thrown away.



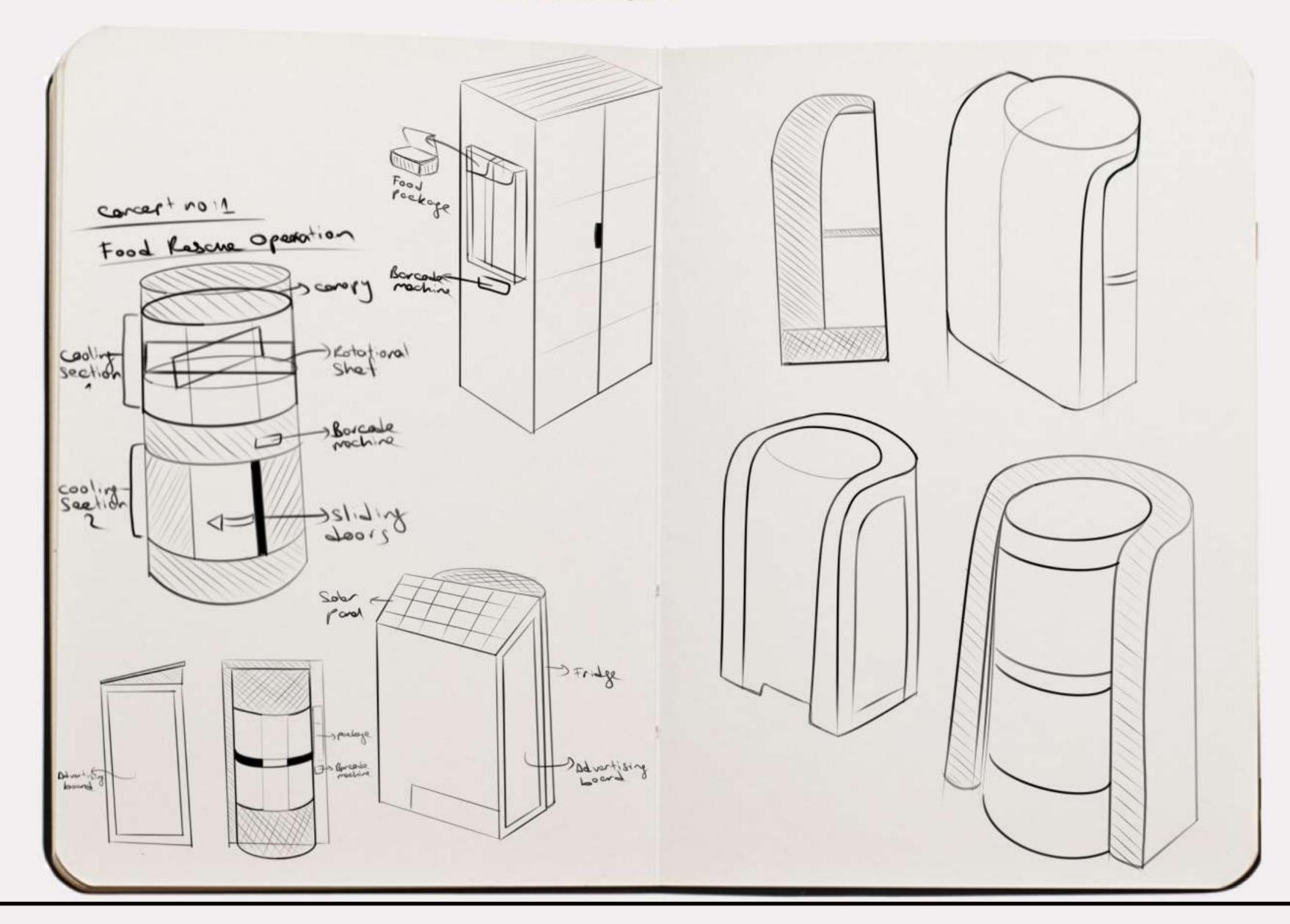
Retailer Platform ties grocer inventory system to consumer-facing mobile apps to provide real-time deals and personalized offers based on consumers' interests, purchase history, and location.



It is a movement that supports the prevention of food waste by sharing the excess food of individuals or institutions. People can get food free of charge from the cabinets near them on the map.



# **IDEATION**





It is a product-service design that aims to achieve To prevent the waste of food that turns into waste without being eaten for various reasons in homes, businesses and in retail chain stores by Sharing of food from consumer to consumer ,businesses and retail stores to consumers a more affordable price.





CENTRAL COOLING SYSTEM

**AUTOMATIC SLIDING DOOR -**

ROTATING SHELFS



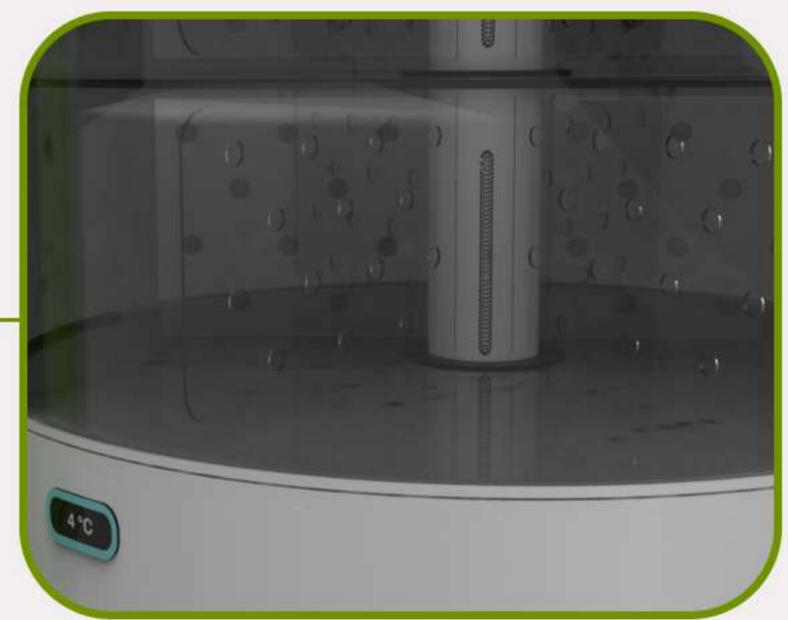




### Between 18-21 degree section



Between 1-10 degree cooling section



Advertising Board

### **USAGE SCENARIO**

### Sharer



User Comes to Foodrosk



Prints a barcode from barcode printer

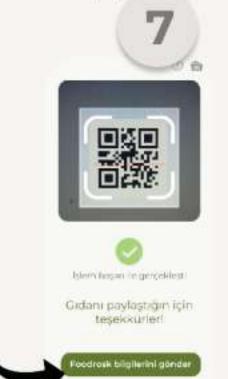


Affix the barcode on the foods package





Scans the QR code of the kiosk from the FoodRosk app.



Shares the informations about kiosks that she/he used with the Saver by using the app.

### Saver



Saver finds the location of the food from the map.



Goes to kiosk



Take the food belongs to him/her when the automatic door open.





The Door opens with the users permission.

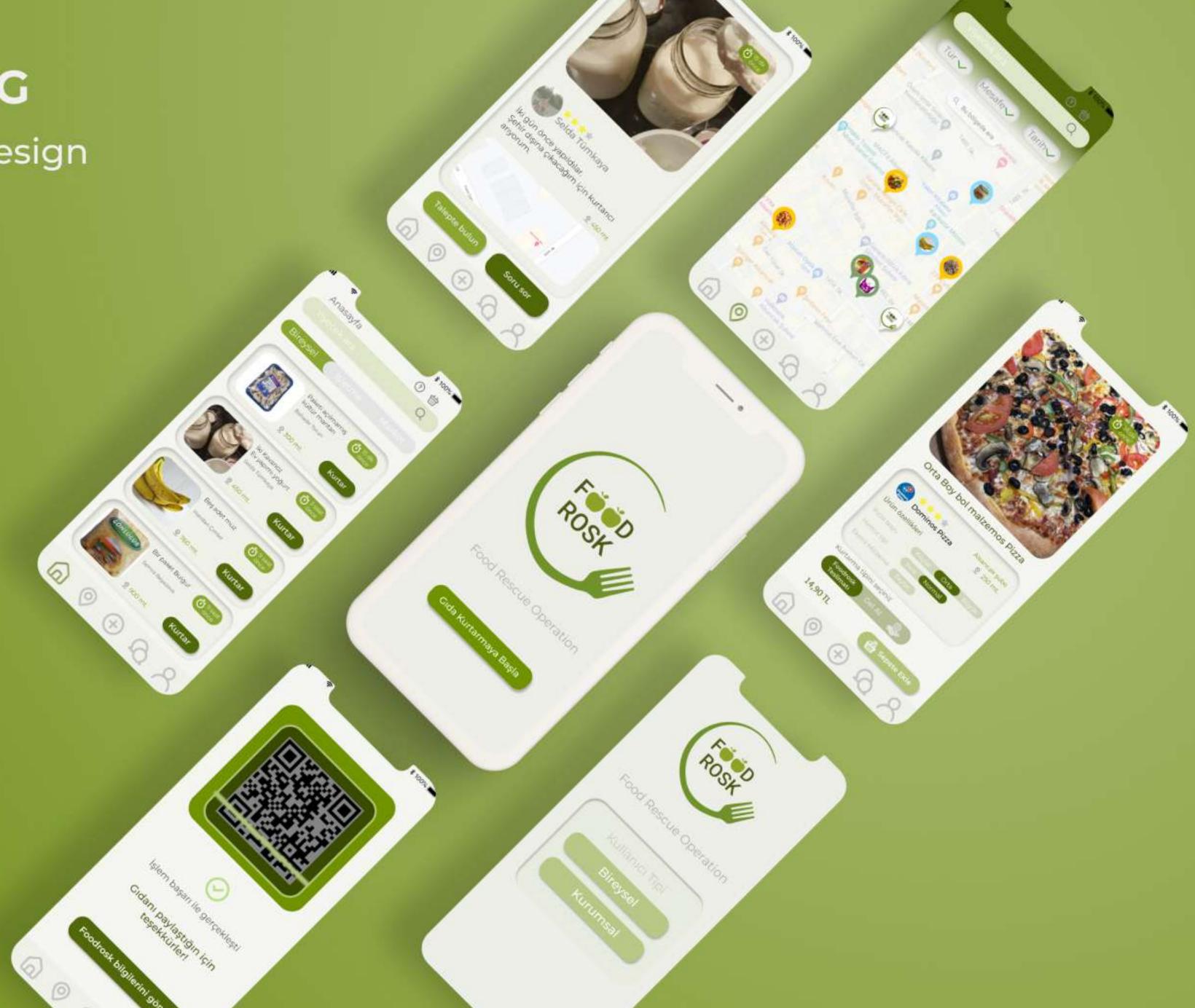


Puts the food to one of the part of the shefs.



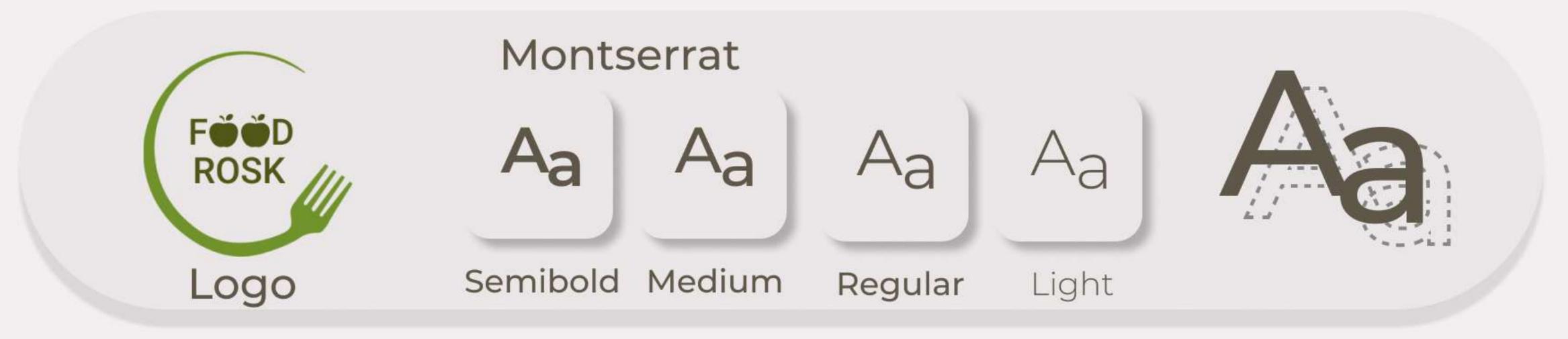
# FOOD SHARING

Mobile app UX/UI design





# **Typography**



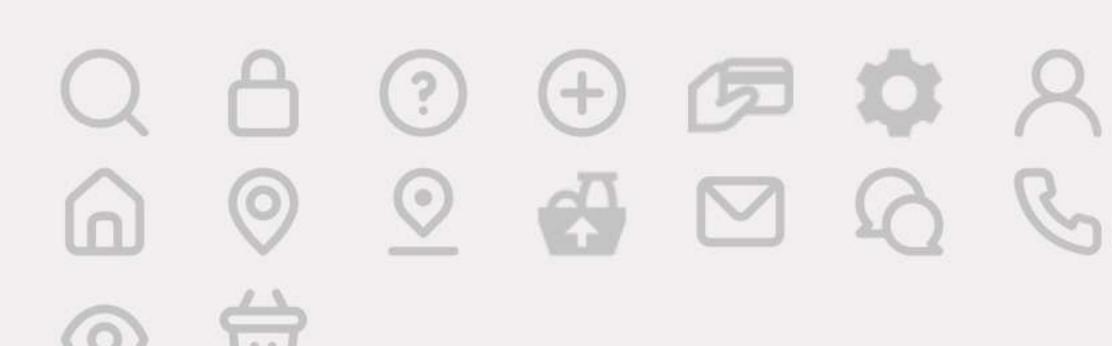


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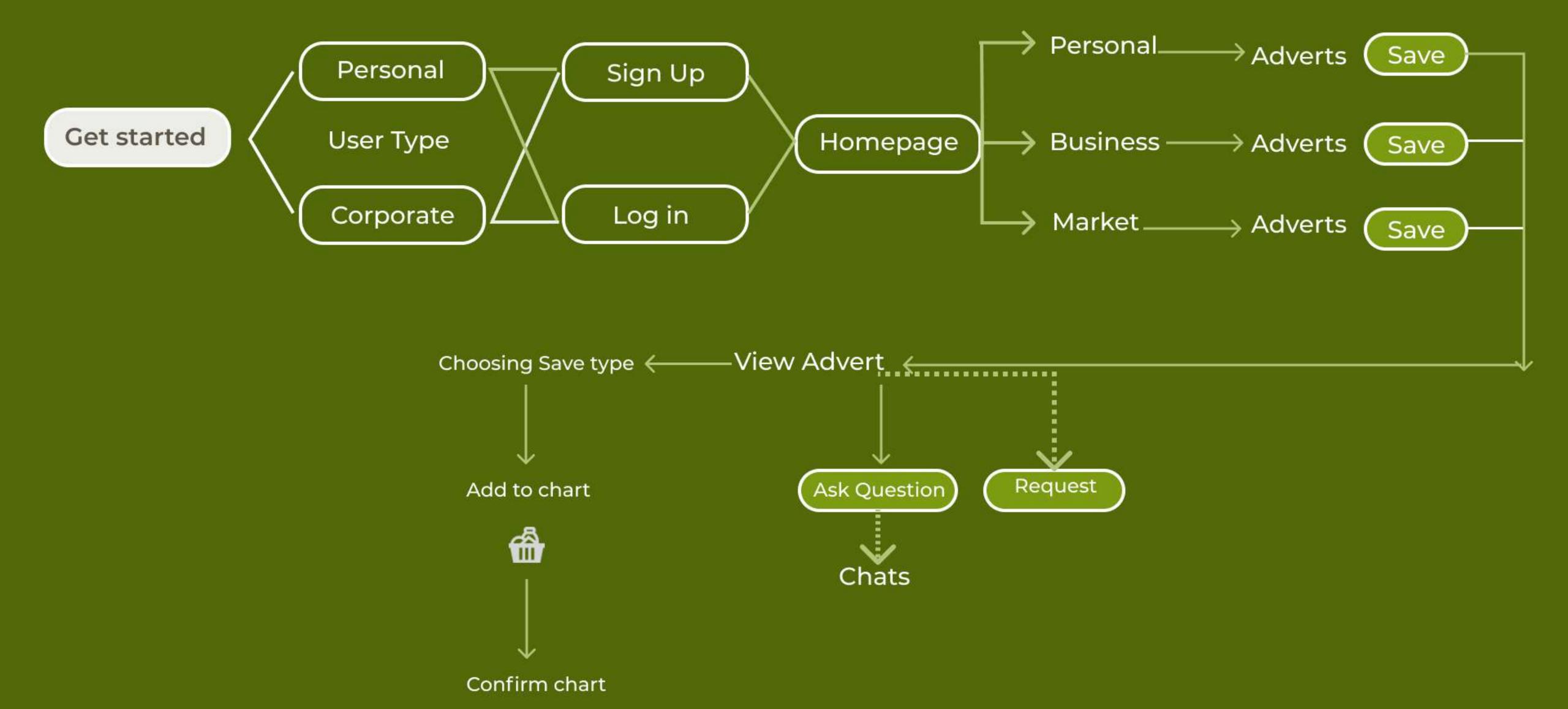


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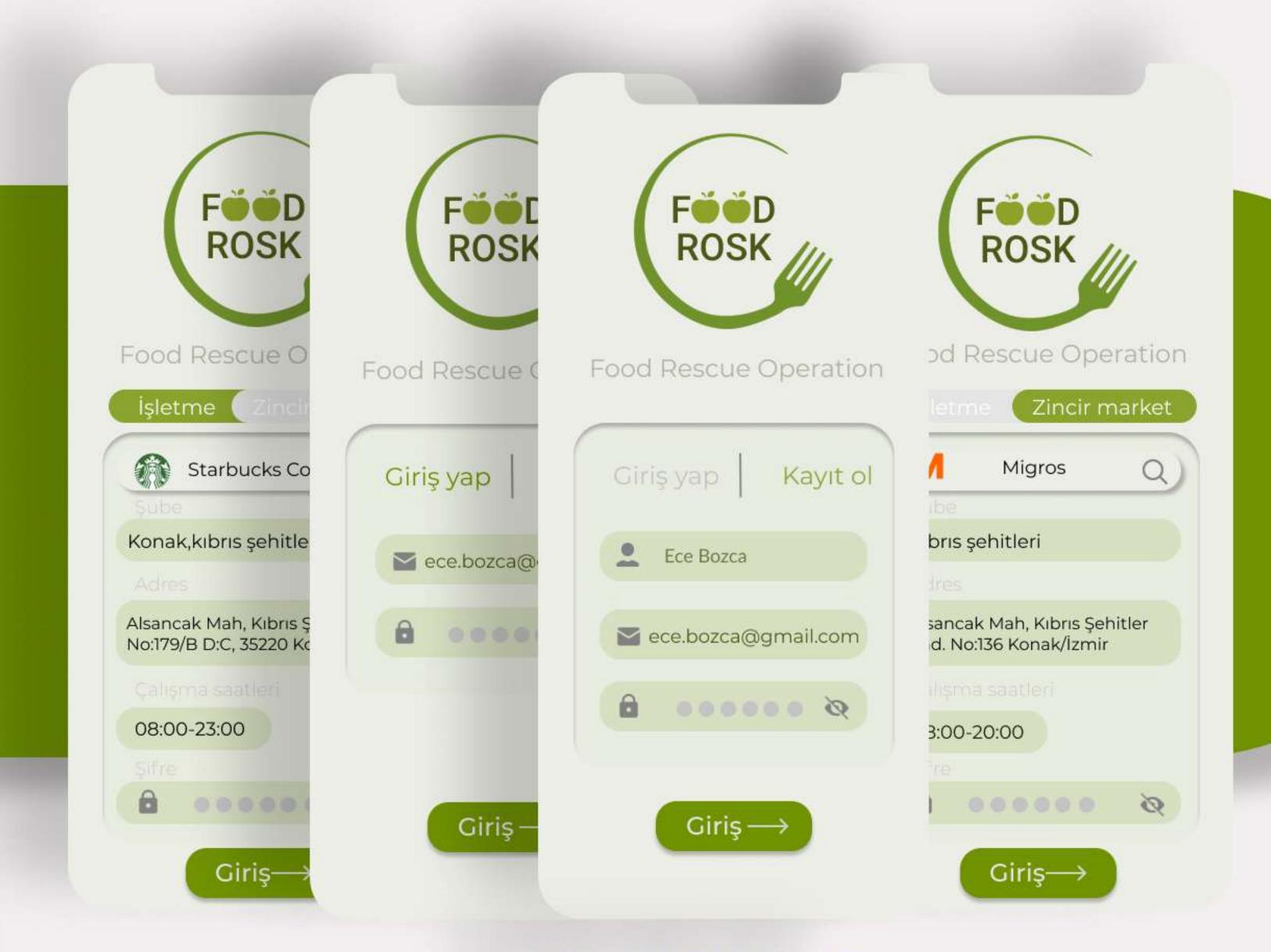
Icon



# **User Flow**



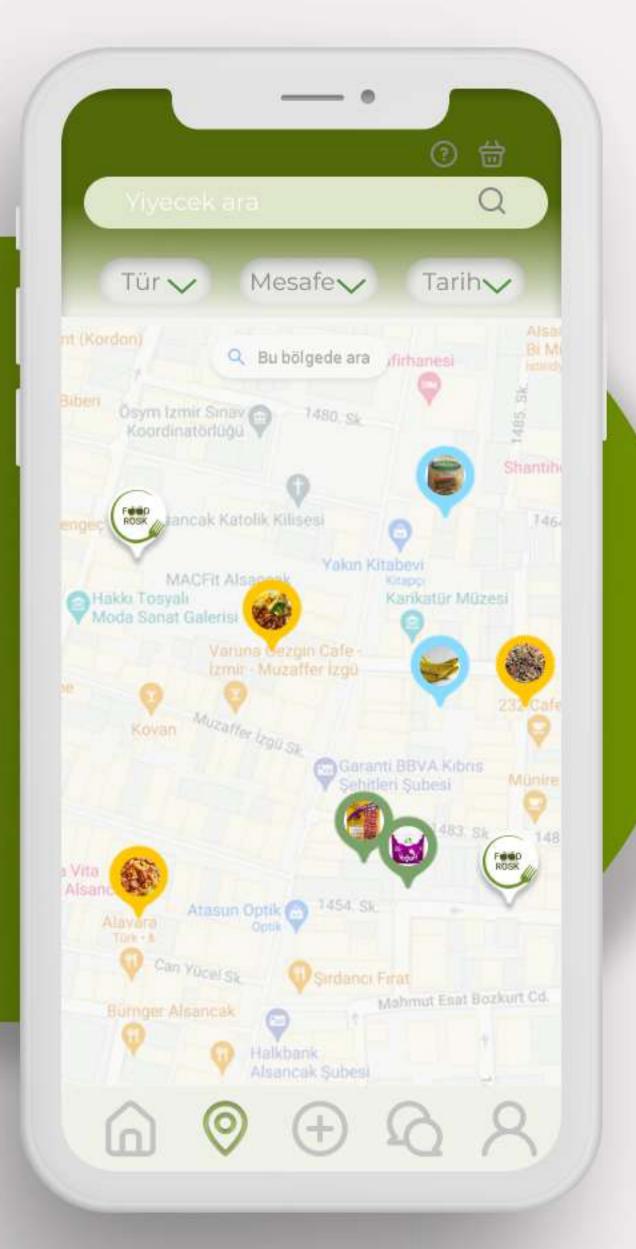














J-PRO







02

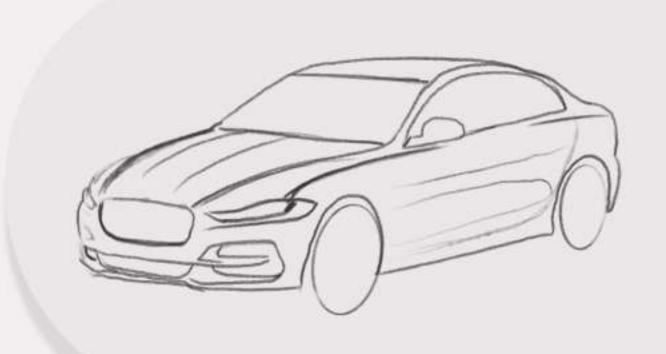
Styling Project Based on the Jaguar's Design Line



### **BRAND IDENTITY**



#### FORM ANALYSIS



Muscular Mass Following linear lines **Smooth Transition** Characteristic hood line Hexagonal Grills







Grey





Caesium blue

Narvik black

**MATERIALS** 



Red





Carbonfiber

**FINISHING** 

Glossy



# MOODBOARD



















#### TARGET GROUP

Between 30-40 ages succesfull professionals, senior executives and their families















Pure is a multifunctional air cleaner designed to improve the air quality of the baby room.



### RESEARCH

IMPACT



Babies are more sensitive to the impacts of air pollution than adults because they breathe more often and absorb more toxins.







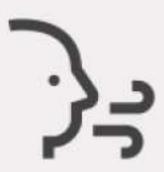
Acording to researchs during the first year of life babies spend most of their time in the sleeping state.







Neurodevelopment and cognitive ability



Trigger asthma, and childhood cancer





## INSPIRATION

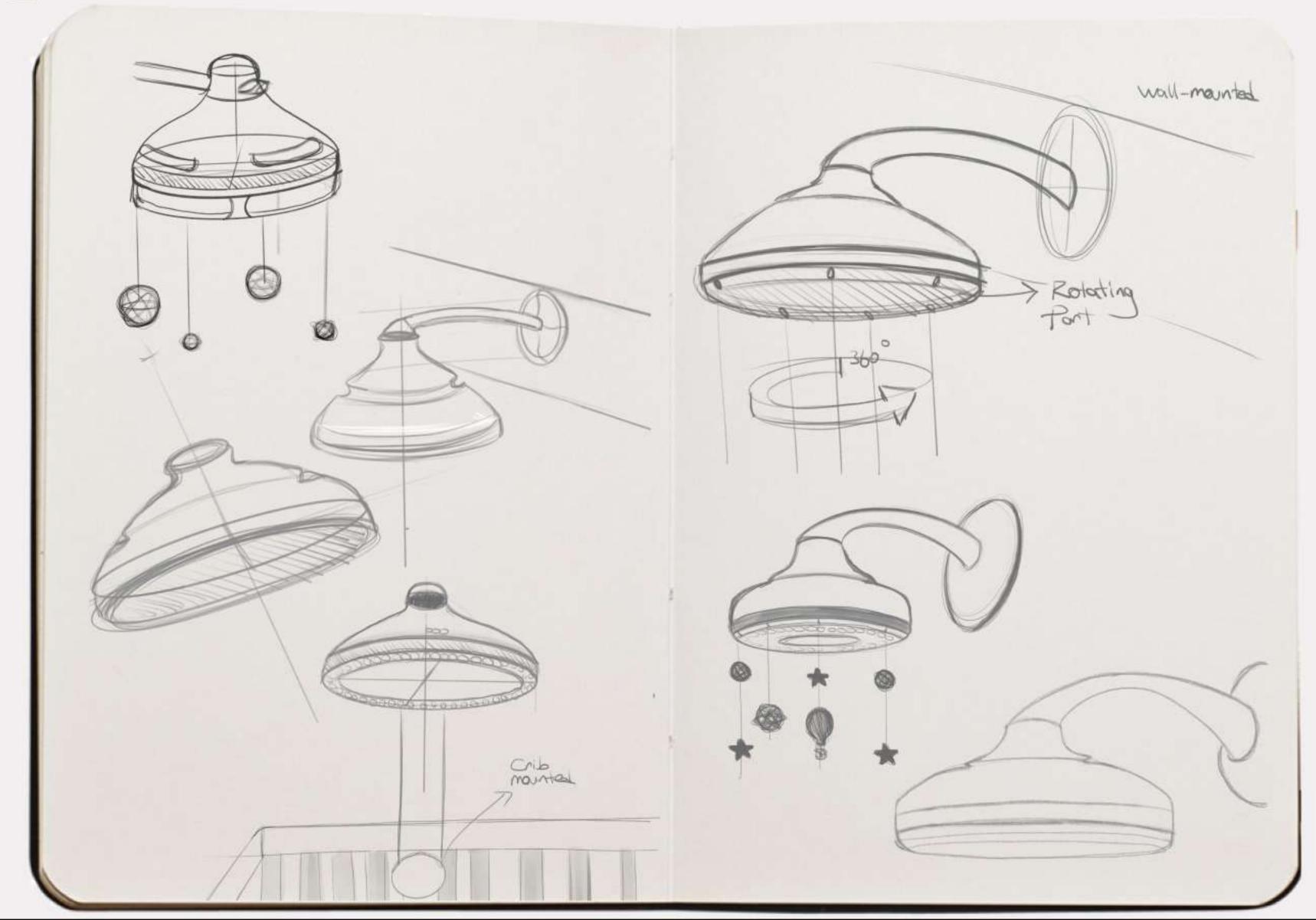


Baby mobiles hanging above the crib are an essential part of any dream-nursery

It attracts the attention of babies with the music function as well as the rotation movement and the toys on it.

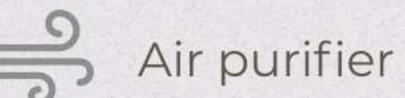


# IDEATION





Baby mobile



Sleeping Music



Hepa filter captures 99.97% of airborne particles as small as 0.3 microns.





It attracts the baby's attention with its mobile function.



Game and sleep musics allows babies to feel more comfortable with





Mobile Planner App
UX/UI Design Case Study

# **Project Overview**

# **Problem Statement**

It is not always simple to establish personal routines, organize hundreds of activities, and carry out each one in the midst of daily life. We feel inadequate and wander into time anxiety since we can't learn new things about our hobbies because we can't find time to develop ourselves among our hectic schedules.

# What is Mindful Planner?

it is a mobile planning app Inspired by the positive effects of mindfulness practices on individual productivity in daily life to focus on learning, self-awareness, task management which is designed for smartphone users aged 18-64, who want to achieve their goals and tasks in their daily life by arranging them, and who are interested in personal development



**Project Duration** 

Tools

2 Weeks

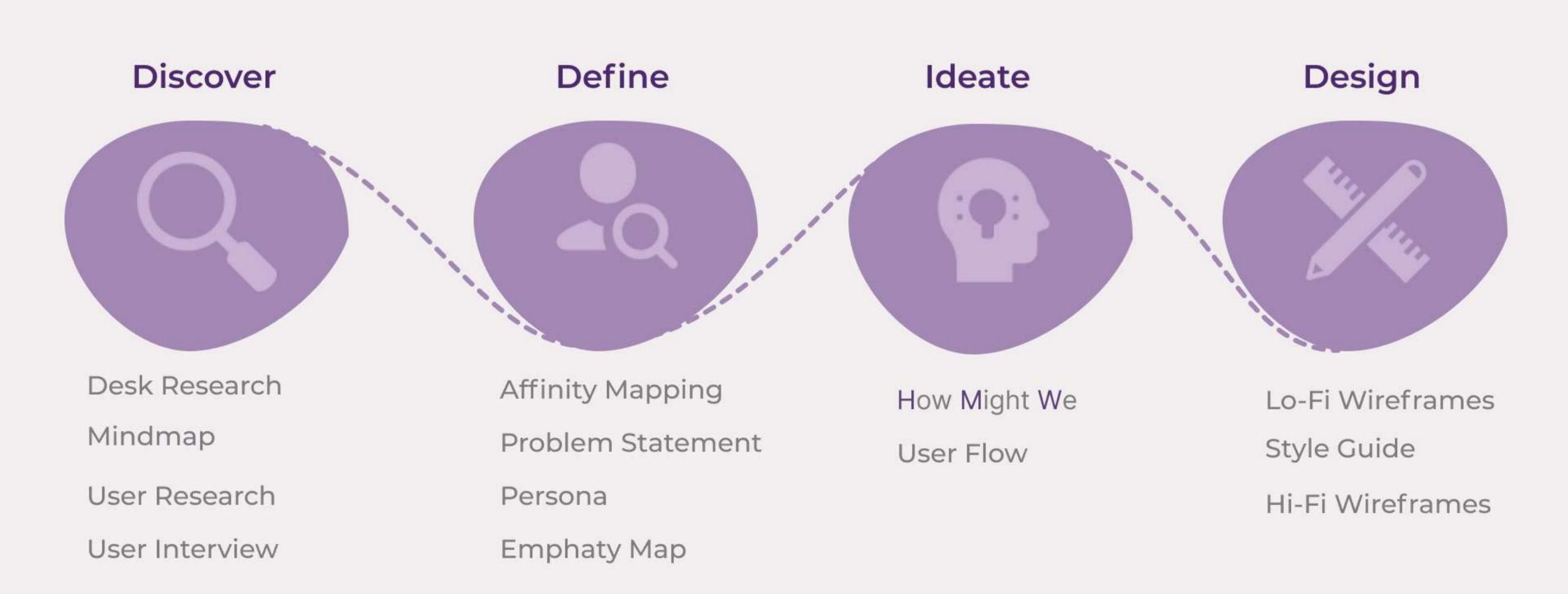
30+

Screens





# Design Process



# DISCOVER

# Desk Research, User research

# Mindful Productivity

Mindful Productivity is intention and awareness of your current mental state, energy capacity, and external demands that help you better manage how you take action in the present moment to get things done sustainably.

### **Keywords:**

Learning experience Sustainability of learning

## Outputs



- Information quality
- System Quality
- Service Quality
- Being aware of the importance of information
- Usefulness of information

# **Principles**











Awareness

Growth

Motivation

Curiousity

Metacognition

# Qualitative Research

Within the scope of the user research, after the focus group work of 15 people, the target audience was narrowed and 5 users with different planning practices were interviewed.

## Insights

- Users use multiple platforms-tools to plan their daily lives.
- They do not set realistic goals to accomplish their daily tasks
- They spend too much time searching for different resources
- There is usually a need to take notes on a piece of paper.

## DEFINE

### Persona



Aslı Ünal, 32 Digital Marketing Specialist



**İzmir, Turkey** 



Single



Public Relations and Publicity





#### Interests







#### Scenario

A digital marketing specialist who works on improving herself and increasing his digital visibility in addition to the meetings, meetings and workload she has in her daily life. She likes to spend the weekend at home while working as a hybrid.

#### Goals

- Be able to complete a learning experience that she has started according to the time and type of learning she has
- Reducing the habit of procrastination
- Increase her productivity during the day

# **Affinity Mapping**

Based on the information obtained from the users, it was divided into four main categories and an idea study was carried out on it, which has the potential to create the features of the application.

### LEARNING

information in a

short way and with

Accessing

alternatives

### **TARGETING**

Unrealistic goals

can even lead to

not doing any of

them.

### PLANNING

They can save the opportunities that come their way and include them in their plans later.

They adapt the new things they want to learn or their training to a time period when they are not very busy in terms of time.

Checking the notes taken during the day

#### NOTE TAKING

'Instead of periodically looking at the digital to-do list, I was taking notes on paper"

> Calendar personalization and stickers

'I like apps that I can take notes on or use for a different purpose"

Finding the right channel for learning

Reachability and segmentation of the target

somewhere is one

of the sources of

Sharing of

certificate

motivation.

Customizability of the application or platform. Simplicity is a facilitating factor

Following the pioneers in the field The suitability of the target set for our level

### **Emphaty Mapping**

Goes to the I need to she doesn't have focus on work Does Takes care of enough time for her improve myself office from attending housework her cat family. 3 days a week but When? meetings I don't have Takes daily Sometimes I want to take Tired worried about her I have no time enough time for notes to notebool some time for responsibilities or post it myself myself Does&Says Minimally Diary on the left Music playing Phone Sound of The water furnished small of her laptop in the elevator ringtone notifications bottle living room she sees the The sound of Conversations She sees her Traffic sound of colleague in the coffee Her stick notes outside from cat the office machine the window. Hear

#### Insights

- lack of motivation reduces productivity
- Inability of users to continue using planner applications
- Inability to make a habit of learning a subject they want to learn
- Each user's learning and planning motivation is different

### **How Might We**

How might we provide motivation to increase the working efficiency of users?

How can we help users cope with procrastination?

How might we make users' learning experience sustainable

How can we serve different types of users in the target audience

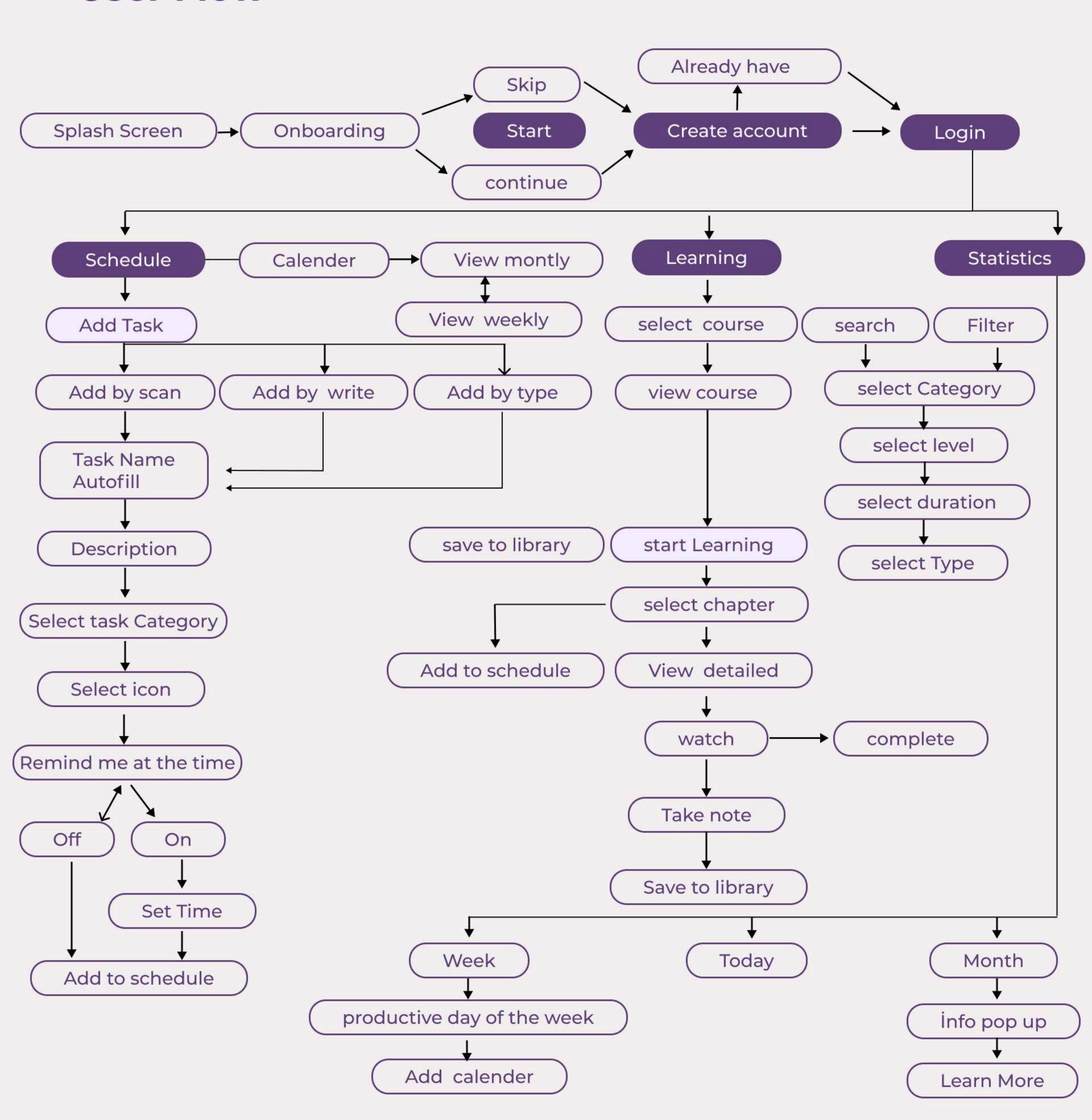
#### Potential solutions

Rewarding their productivity with tangible gifts

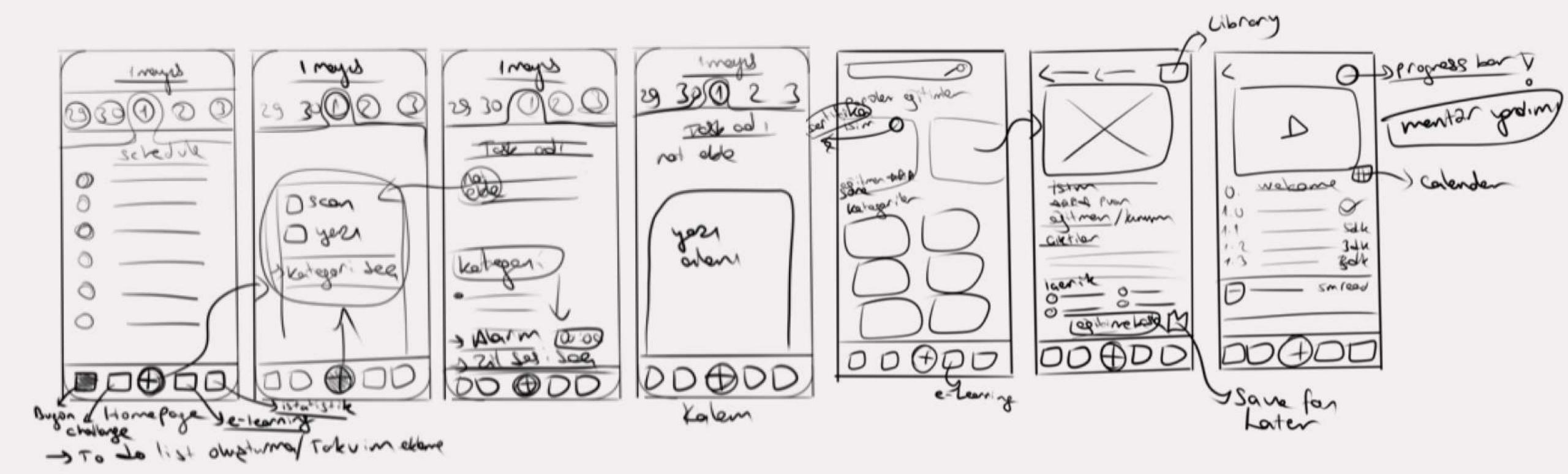
By choosing certificatedi courses with quality from reliable resources and categorize them according to users expectations

Enable them to set realistic goals
Trigger the user about their target
with notifications

## **User Flow**



## Low-Fi Wireframe



# **Style Guide**

Logo

**Typography** 



Aa Montserrat

Aa Aa

Bold Semibold

Aa

Aa

\_ \_

Medium Regular

Colors



#3D1860



#

#F4EDFF

#F5EDF7



#FAF7FF

























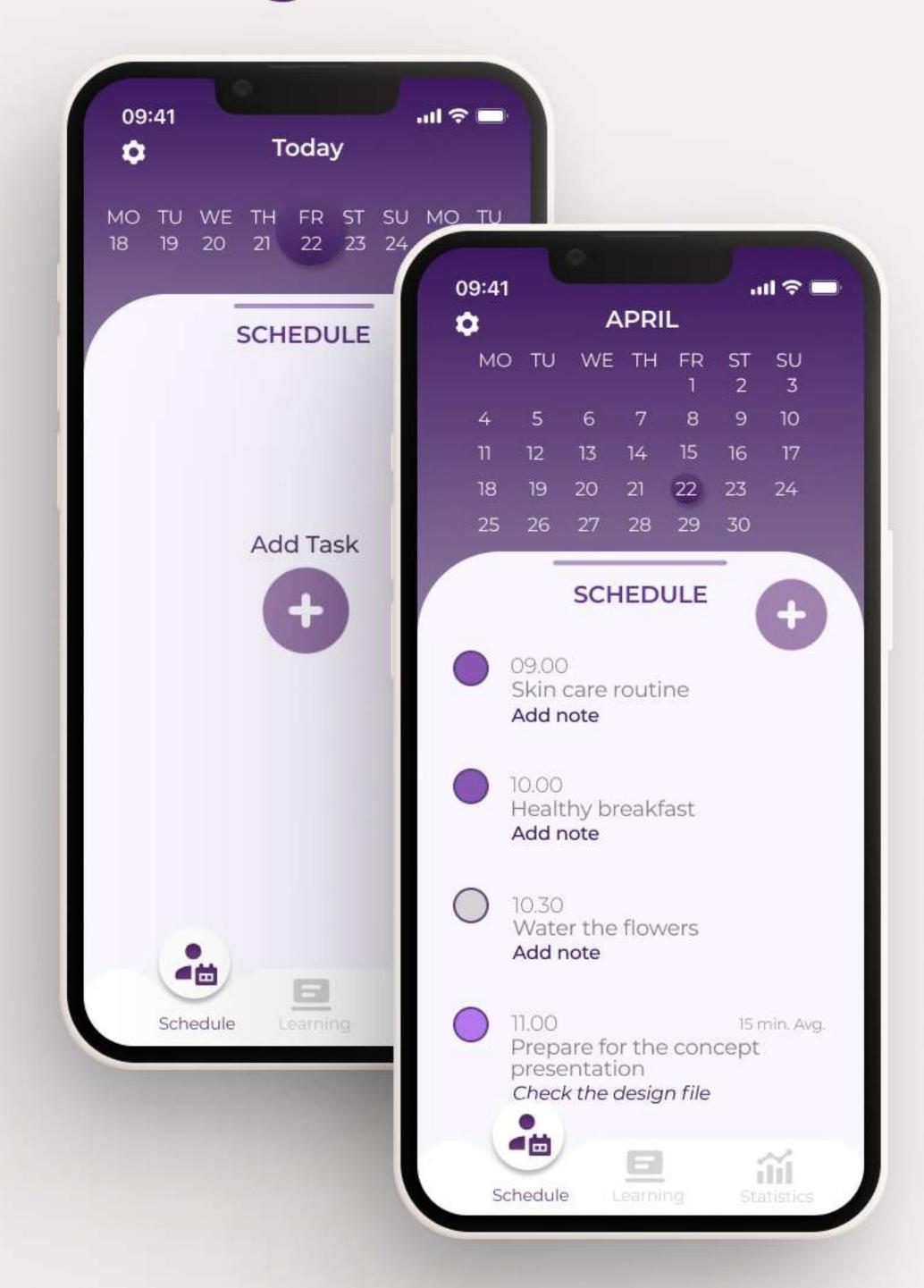








# Design





# Start with creating your schedule by adding your tasks

See the calendar for both monthly and weekly

You can add notes to your tasks just like the agenda!

# "Everybody cherishes his own way of doing things"



Add tasks by writing

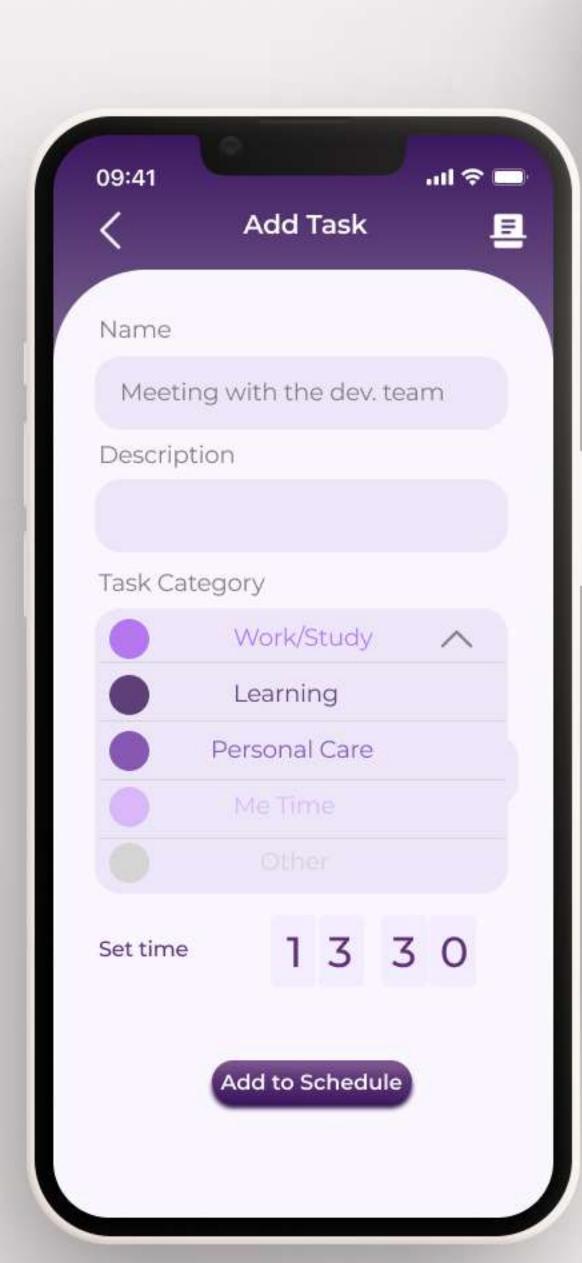
OI



Add by scan your previous notes

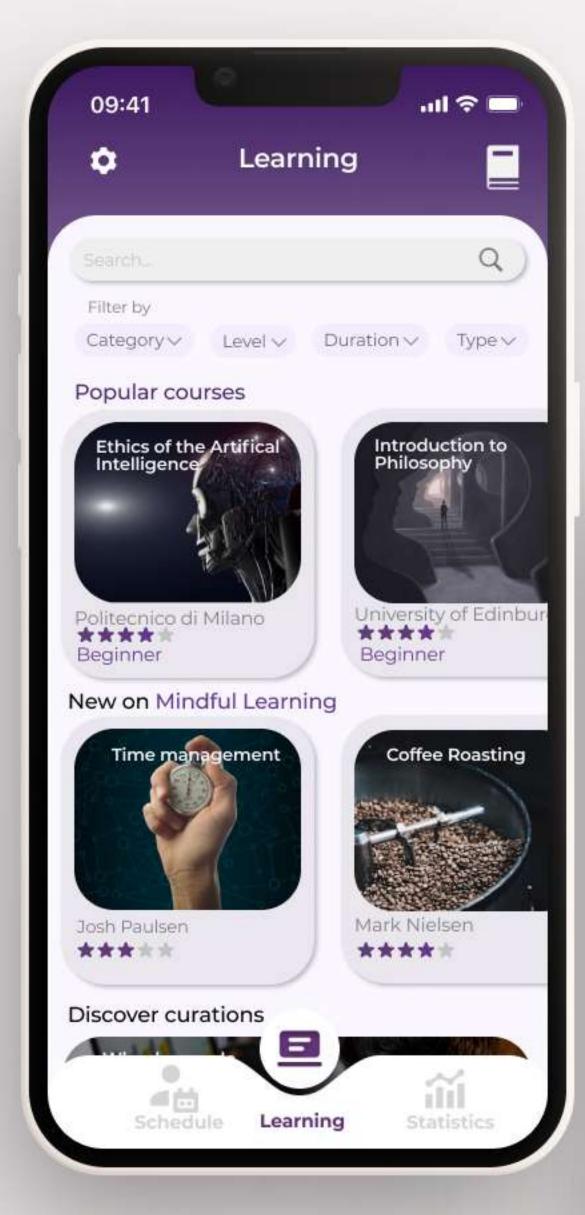
Choose the nearest category for your task

It will assist you in keeping track of your productivity.











### Boost your learning skills

Discover courses or curations without any time loss and get a certificated courses from a reliable source

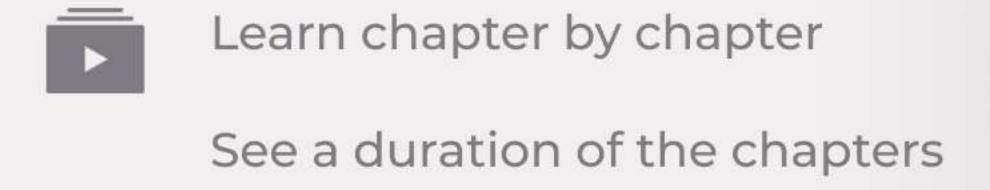


Search and filter by categories, levels, duration, and type

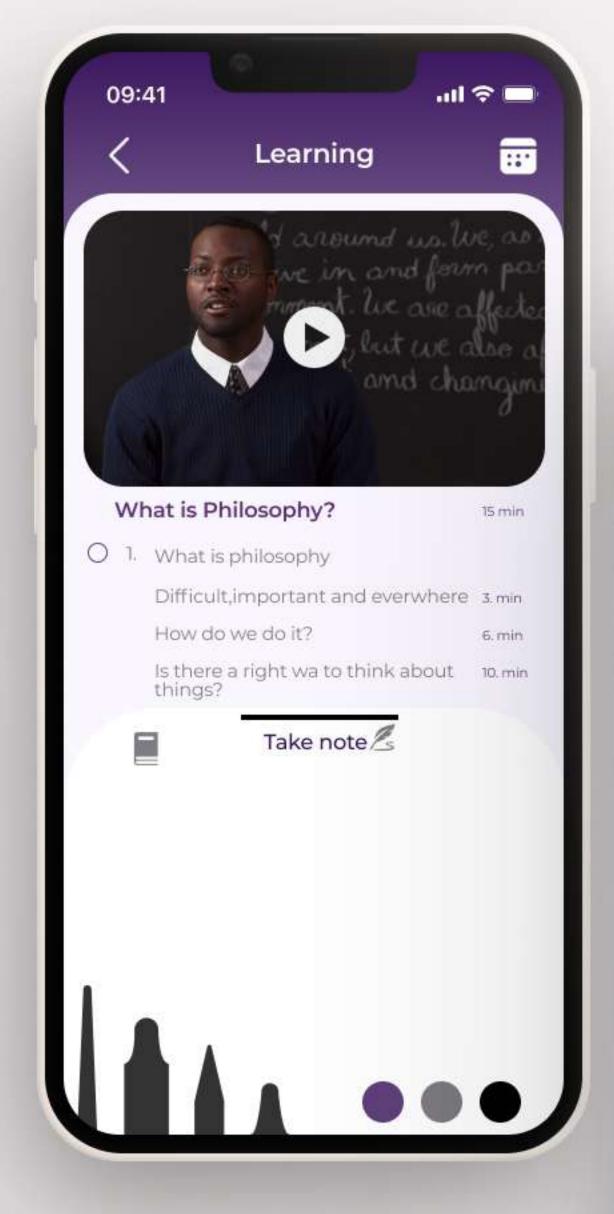


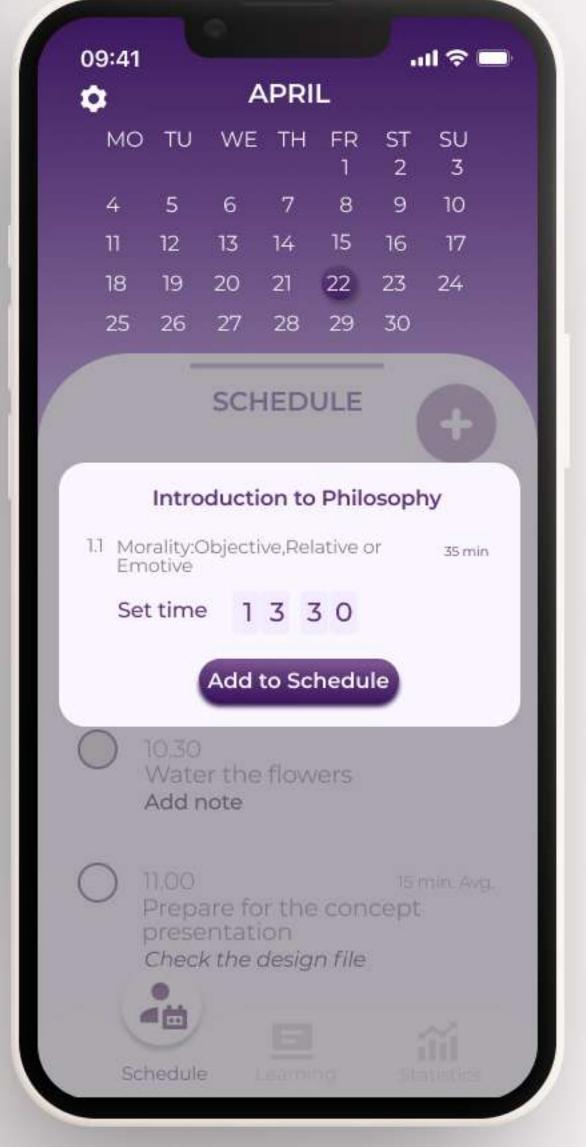
See the course details and start learning

### Set realistic learning goals



- Add chapters to schedule easyly
- Take notes by writing
- Save them to the library



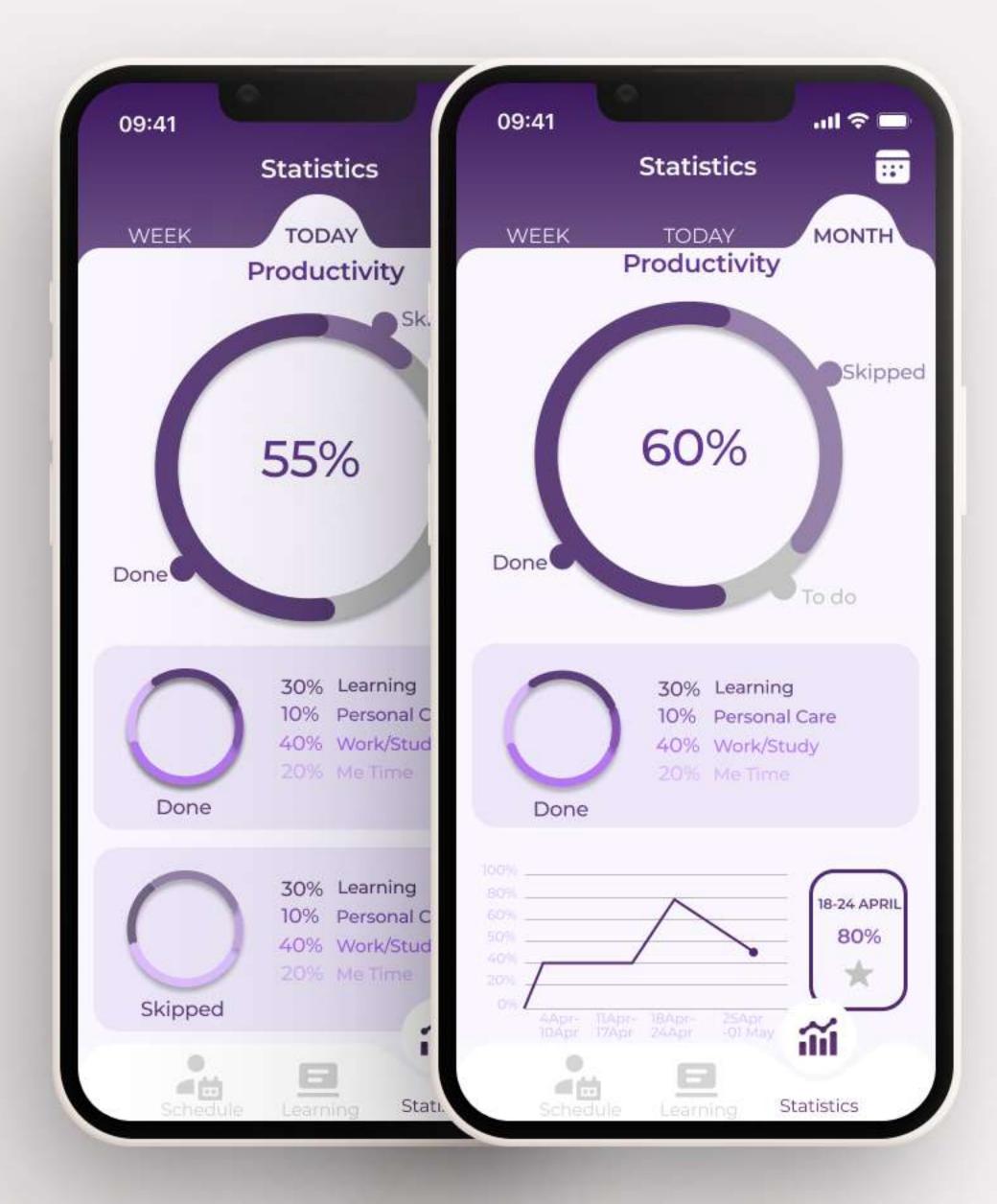






### Complete courses, Get certificate & Share







# Monitor your productivity Daily, Weekly & Monthly

You can see your completed, skipped, or undone tasks by categories with a ratio

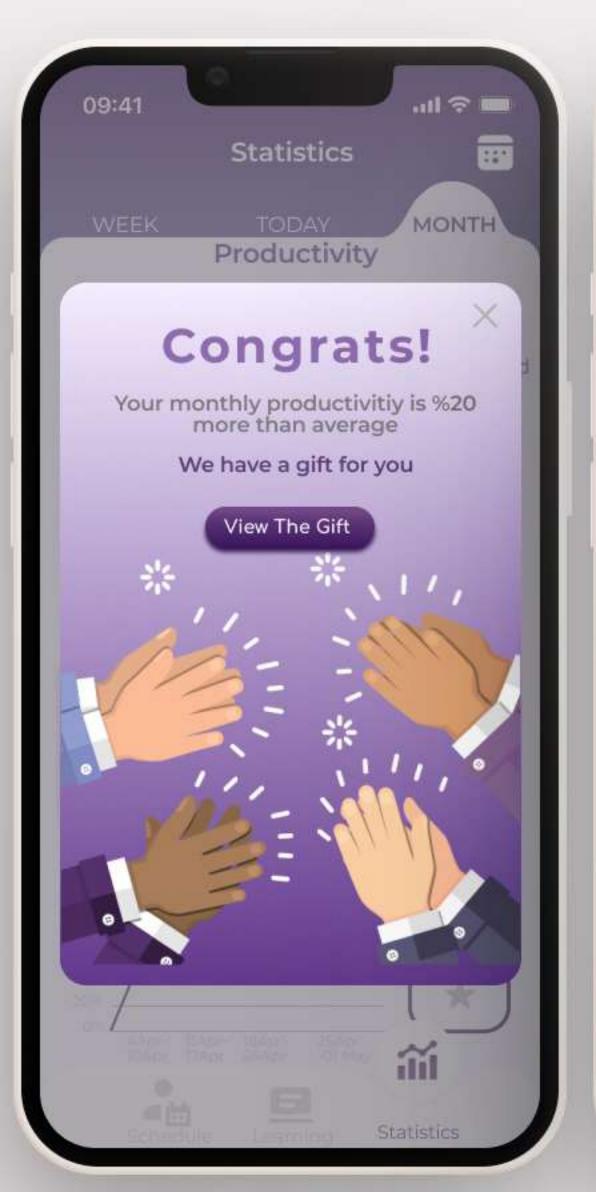
View statistics of your monthly productivity by weeks

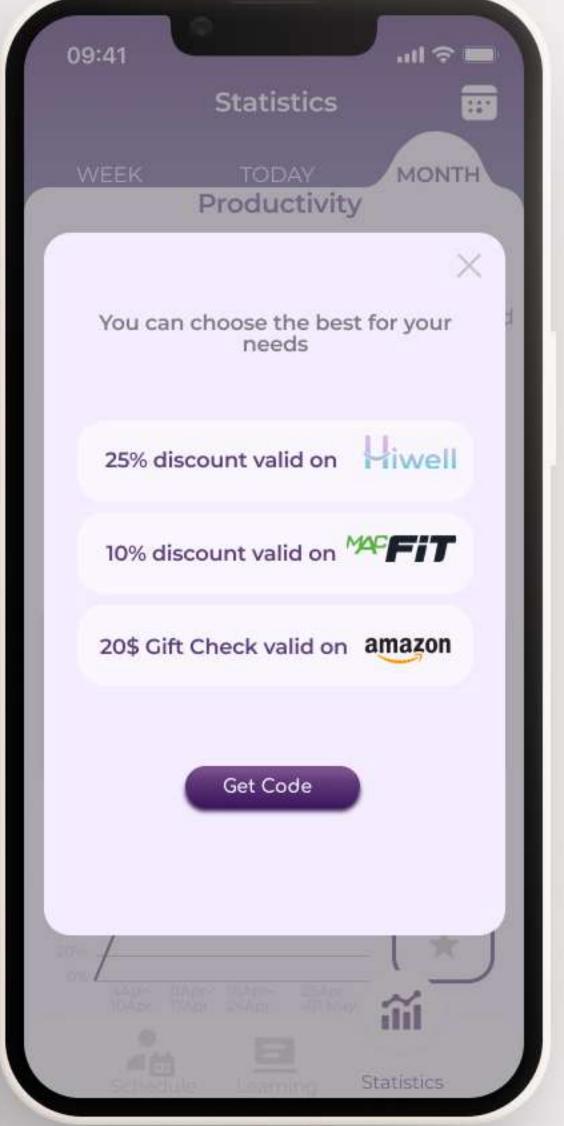
### Victory of perseverance

You work hard, now time to get the reward



You can choose best gift for yourself and celebrate the little victories!















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