MARIA KAHALE
CV & PORTFOLIO

Hello! I'm **Maria Kahale**, a Global Design graduate.

I studied at ALBA university in Beirut, Lebanon.
I love what i do, and i am great at learning new things.

Some aspects about me :

- Friendly
- Motivated
- Eager to learn
- Always sharing my knowledge
- Enjoy meeting new people

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What's my major about :

Product design is about improving products of a daily use.

But Design is wider than that and includes ergonomics, innovations, services, user experiences, and mostly analyzing and improving a process and much more than that.

EDUCATION

ALBA *Bachelor's degree in July 2019*

Global Design - 3rd Year 2018/2019
Third year was one of the best years. I learned alot about myself as much as the working environment.
The projects were much more intense and serious than the first two years. We had the chance to have some serious collaborations and big projects.

Global Design - 2nd Year 2017/2018
Second year is much more intensive than first year.
I get more into details, more into identifying needs, users and social issues, that need exploring through the different aspects of Design.

Global Design - 1st Year 2016/2017
Fisrt year was a lovely experience. I got straight ahead into projects. The Courses were very interactive and material experimenting, which made me even more intrested in the design field.

High School
Baccalaureat ES / 2016

EXPERIENCE
Internship at **Booabood** (June-August 2018)
Muse chocolate Trays / Sursock Museum / Nespresso Trays

Collaboration with **BarTartine** (September-December 2018)
MKAY WALL

EXHIBITIONS

Beirut Design Fair (September 2017)
Exposition of KONE (Lighting)

SOFTWARES

2D
Photoshop
Autocad
Indesign
Imovie
Illustrator
Audacity
Adobe Premier

3D
Rhino
Solidworks
Keyshot

SKILLS
Sketches
Photography
Clip production
MixMedia
Quick Prototyping
Rendering
Presentation
Team management
Pitching
Service model
User Scenario

LANGUAGES

English	I'm great in english
Arabic	My native language
French	i'l speak fluently french
Italian	I read and understand Italian

DESIGN ACTIVITIES

AirBnb Hosting Guide
Hosting at its finest
The hosting guide contains all of the tips for you to be a SUPERHOST. It goes through the aspects of hosting, gives you tips and has everything you need to know (Interviews, Role playing, experiencing, Booklet Layout) (2018)

Journey Map / Service Blueprint
Analyzing painpoints in a user's journey.
The journeymap is an analysis of a journey a user goes through and is good pinpointing painpoints and unpleasent moments for the user (Experiencing, Shadowing, Analysis) (2018)

Bar Tartine: MKAY Wall
Come take a picture of this beautiful wall
MKAY wall is a tourist and local attraction situated in the heart of mar mikhael on one of bartartine's wall. I t's a graffiti that merges bartartine with mark mikhael's street art and murals. (Interviews, Reports, Shadowing, Observing)

Interaction Design (Parkmetre Application)
Evaluate and improve (designed) interactions
An application that facilitates the usage of parkmetre, that includes weekly and monthly plans for students and people that use park metre on a daily basis.
(Application preview, Tests, Observation) (2019)

PODCAST : What is design ?
Design has whole other meaning
WHAT IS DESIGN is a series of podcasts that surfs and explains the different aspects of design. Each episode has a specific topic that will make you understang and discover the design world more. (Audacity) (2018)

HOST
From WASTE to HOST
Host is a birdnest that will help pest control. it is made out of cardboard, that is fully biodegradable and becomes natural fertilizer.(Material experience, Biodegradable materials, Awareness) (2019)

IGL2.0:
An After Avalanche shelter.
With its scissor mechanism it harvests snow and creates a natural isolation out of it, IGL2.0 will keep the people affected warm and safe until they are rescued. (Prototyping, Blueprints, 3d Modeling)-2017

Stitch
Mesuring is easier, faster, better.
Stitch is a moderated measuring tape made especially for tailors that go out of their workshop. Stitch has a band that keep it in the palm of the hand and is usable naturally. (Leather work, 3ds, Sketches, Stitching) (2019)

Olivia:
An Olive Oil packaging.
Package made of silicone and Liquid Paperboard that doesn't spill any drop of oil out of the packaging, and that can be used more than once. (Mockup, Drawings, Softwares)-2016

Incinta:
A moderated Rolling Pin, but pregnant.
It's bump on the middle of the pin will make it easier for you to roll the dough and makes your pastry Yummy as it is. (Wood working, Prototyping, Rendering, Drawings) (2016)

WORKSHOPS AND SEMINARS

Ergonimics
With Dr. Karam Karam

Inclusive Design
With Dr. Farnaz Nickpour

Paramectric Design
With Mr. Ahmad khouja

Data Visualization
With Mr. Ahmad Barclay

Urban Inclusive Design
With Mr. Florent Orsoni

Arduino
With Mr. Sevag Babikian

Design in Arabic
With Ms. Fatima Farhat

Right To Intellectual Property
With Mr. Elias Ibrahim

Creative Pitching
With Mr. Rabih el khodr

Design Sprint
With Mr. Cyril Kallab

Team Building
With Ms. Mariam Shebaya

Design In Beirut
With La Cambre University

Information Design
With Mr. Ahmad Barclay

Public Speaking
With Mr. Rabih el Khodr

Design Abroad - Trip to JAPAN /Tsukuba University
With Mr. Antoine Abiaad and Mr. Mathieu Bernard

Emkay

1. CUSTOMER JOURNEY MAP
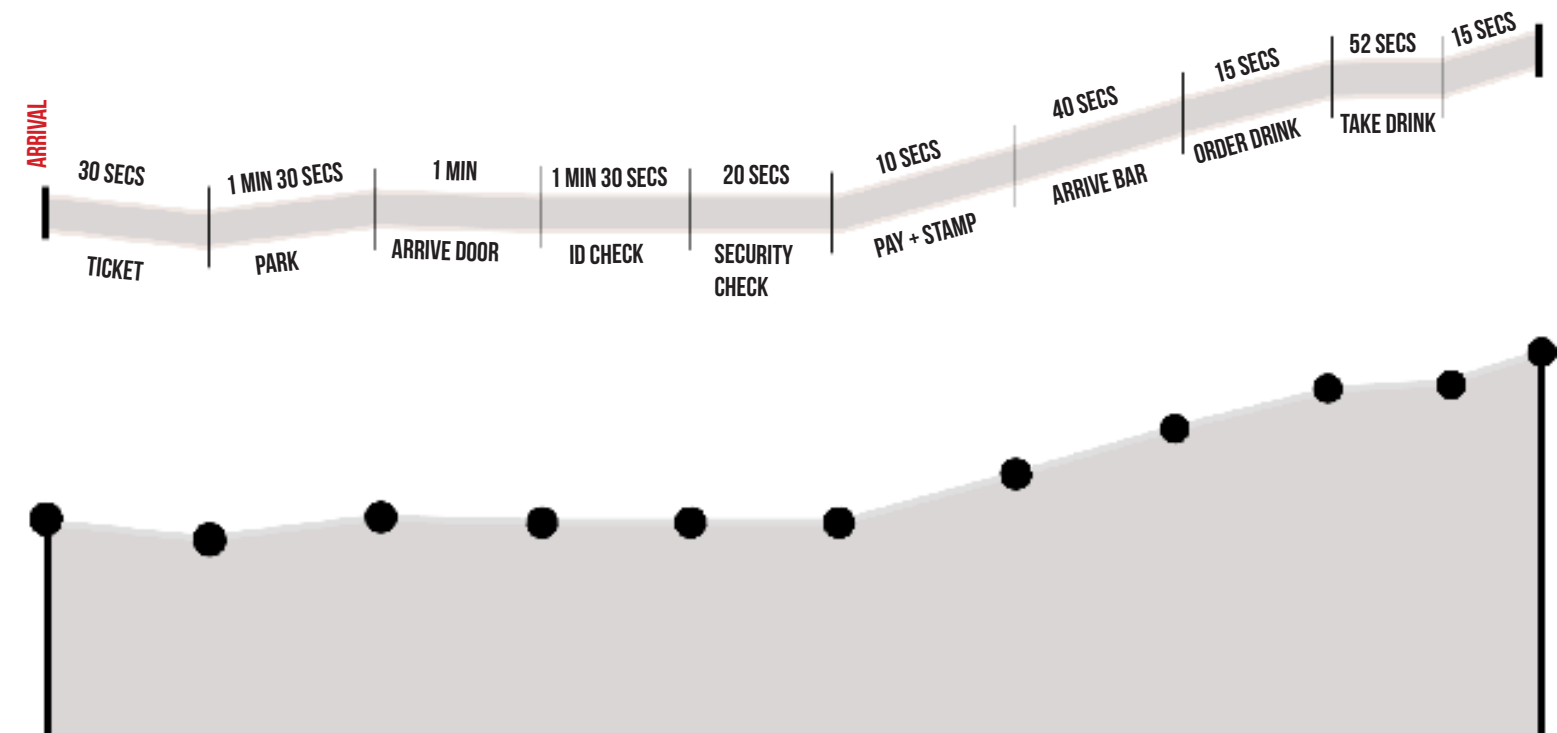
PROJECT DESCRIPTION :

A user journey map is is a diagram that visually illustrates the user flow through a certain experience starting with initial contact or discovery, and continuing through the process and actions of your experience.

The user journey map focuses on a specific customer's interaction with a product or service, to Spot the hard part on that action / experience.
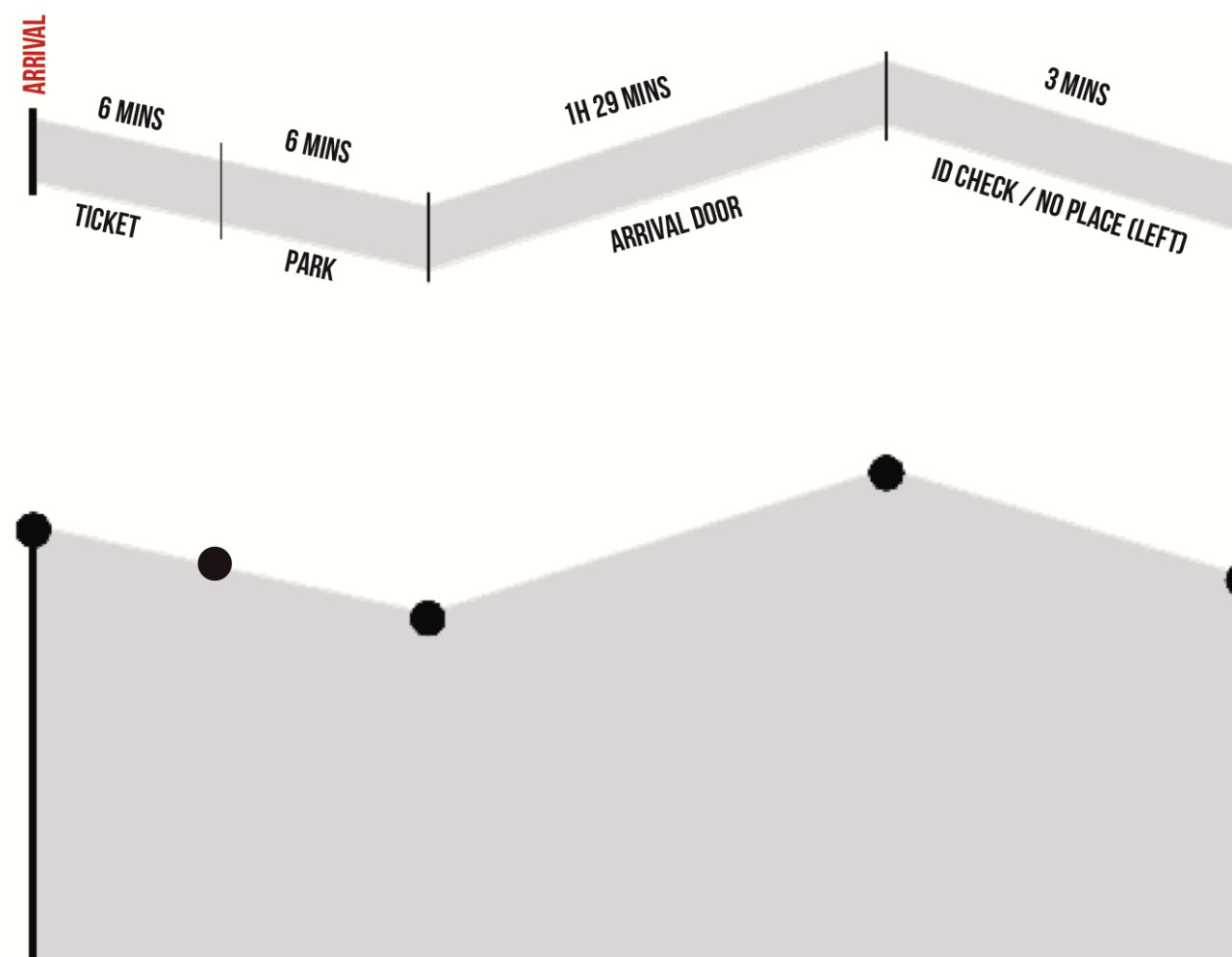
The project's goal was to pin point " PAIN POINTS " (moments where user struggles during a specific experience), analyse them, and find solutions to these frustrations.

What we did was a comparasion between Tables vs Walk-ins to spot the differences in Both experiences at a certain club in Beirut.

WALK-INS //   BEST JOURNEY MAP   // TIME : 7 MINS

ARRIVAL

| 30 SECS | 1 MIN 30 SECS | 1 MIN | 1 MIN 30 SECS | 20 SECS | 10 SECS | 40 SECS | 15 SECS | 52 SECS | 15 SECS |

TICKET · PARK · ARRIVE DOOR · ID CHECK · SECURITY CHECK · PAY + STAMP · ARRIVE BAR · ORDER DRINK · TAKE DRINK

WALK-INS //   WORSE JOURNEY MAP   // TIME : 1 H 35 MINS

ARRIVAL

| 6 MINS | 6 MINS | 1H 29 MINS | 3 MINS |

TICKET · PARK · ARRIVAL DOOR · ID CHECK / NO PLACE (LEFT)

CUSTOMER JOURNEY MAP
WALK INS

5   10   15   20   25

11.30 PM

P

waiting in line   11. 55 PM

TAKE TICKET
-Give money
-Take change

ARRIVAL DOOR

PARKED
-Find a place
-Get out of the car

-Chatting with people around
-Texting friends

ARRIVAL TO BAR
-Order drink
-Drink arrival

PAY DRINK
-Give money
-Take change

STAMP
-Give ticket
-Put stamp

PAY TICKET
-Give money
-Take change + ticket

ARRIVAL DANCEFLOOR

SECURITY CHECK
-Open purse
-Security checks

ID CHECK
-Give ID
-Take back ID

TABLES

11.30 PM

P

11. 55 PM

TAKE TICKET
-Give money
-Take change

ARRIVAL DOOR

ARRIVAL HOSTESS
-Ask about table location

ARRIVAL TABLE

DRINK

PARKED
-Find a place
-Get out of the car

SECURITY CHECK
-Open purse
-Security checks

TABLE NAME
-Say table name + code

DO THE DRINK
-Take bottle from table
-Mix with soda

● HAPPY		● ANGRY
● EXCITED		● FRUSTRATED
● CALM		● WORRIED
● NEUTRAL		▨ DEAD TIME
--- TIMELINE		☐ DETAILED ACTIONS

2. SERVICE BLUEPRINT

PROJECT DESCRIPTION :

A Service Blueprint is usualy made in order to pin point problems that occur during the service time.
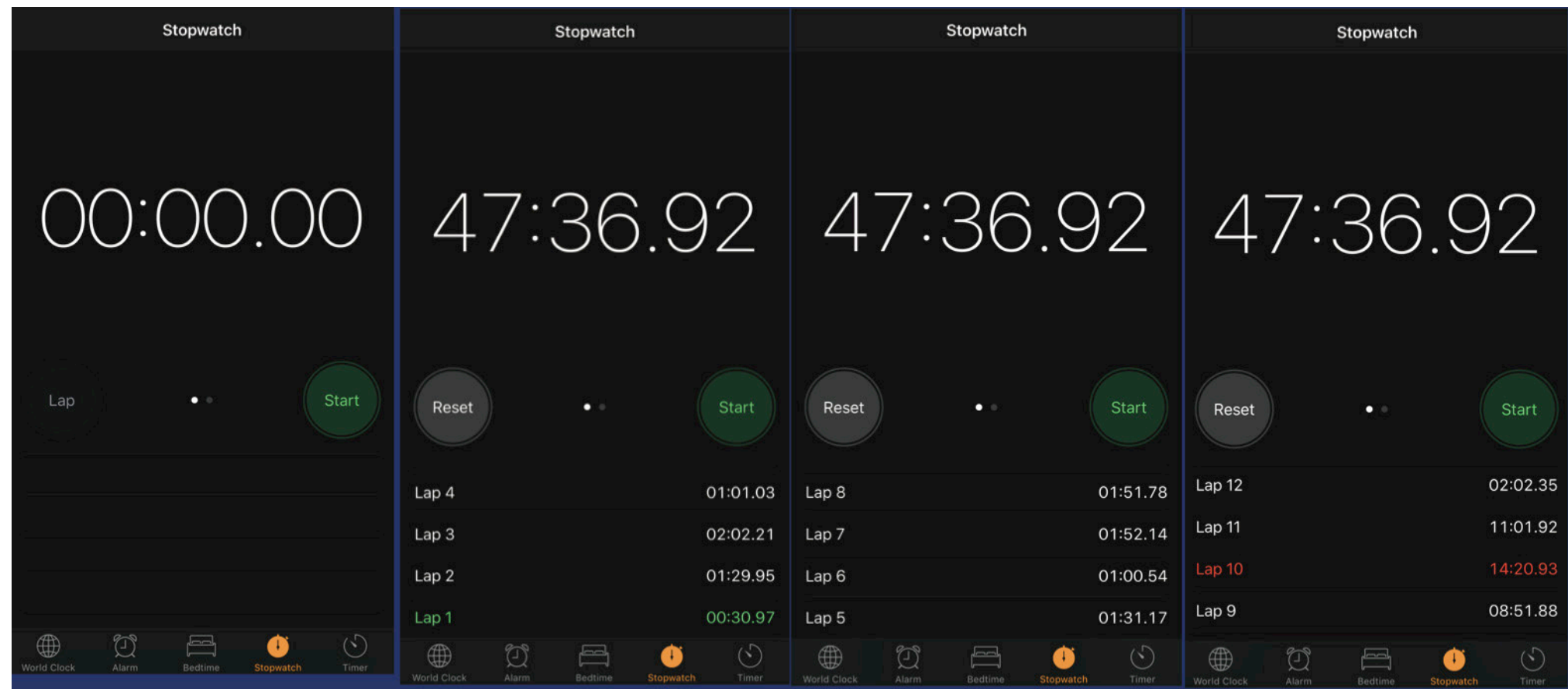
It is made after creating a customer journey map, and is based on the action that happen during the customer journey Map.

It is created to diagnose problems during the service in order to see what's complicating the service and make the user's experience better.
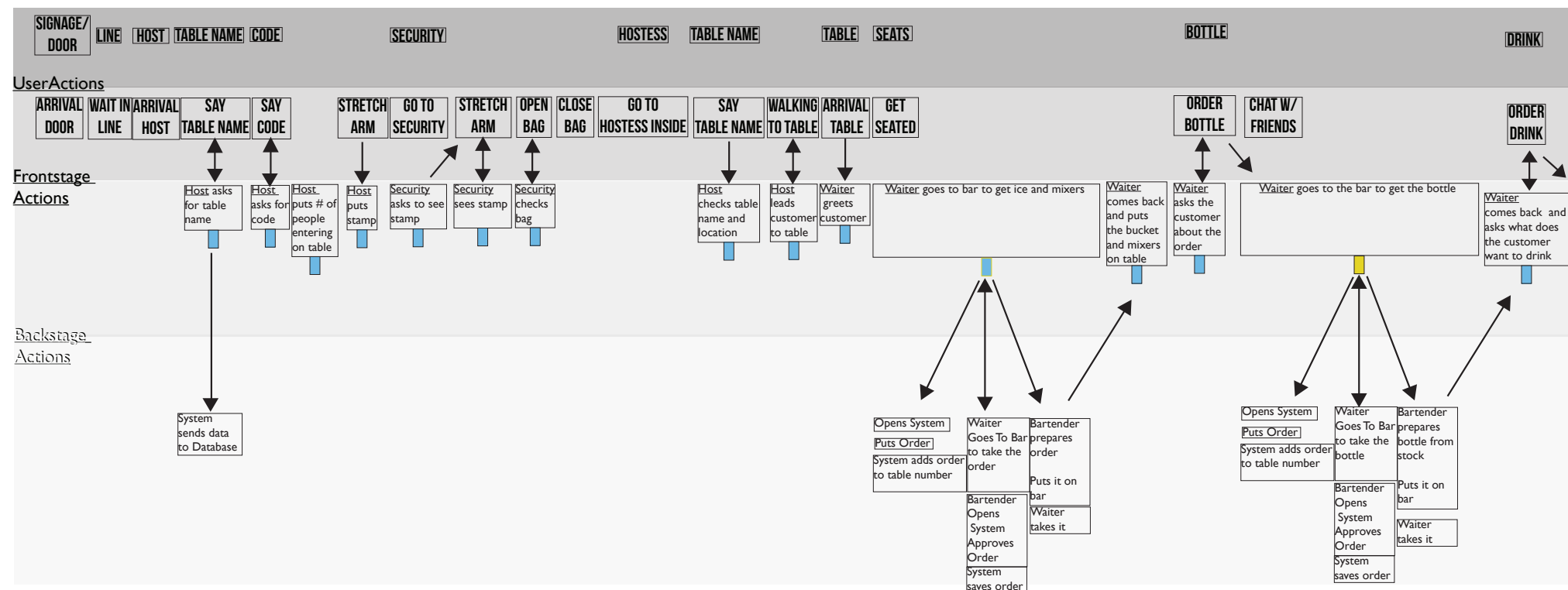
The target is to pinpoint problems that occur during the service in order to make the user's experience better, easier and fix what's making the service, slower, worse.

Laps were made to show and support the Timeline in the service BluePrint to see how much time does each user action takes to see in parralell what happens in the backstage actions that makes it take that specific timing.
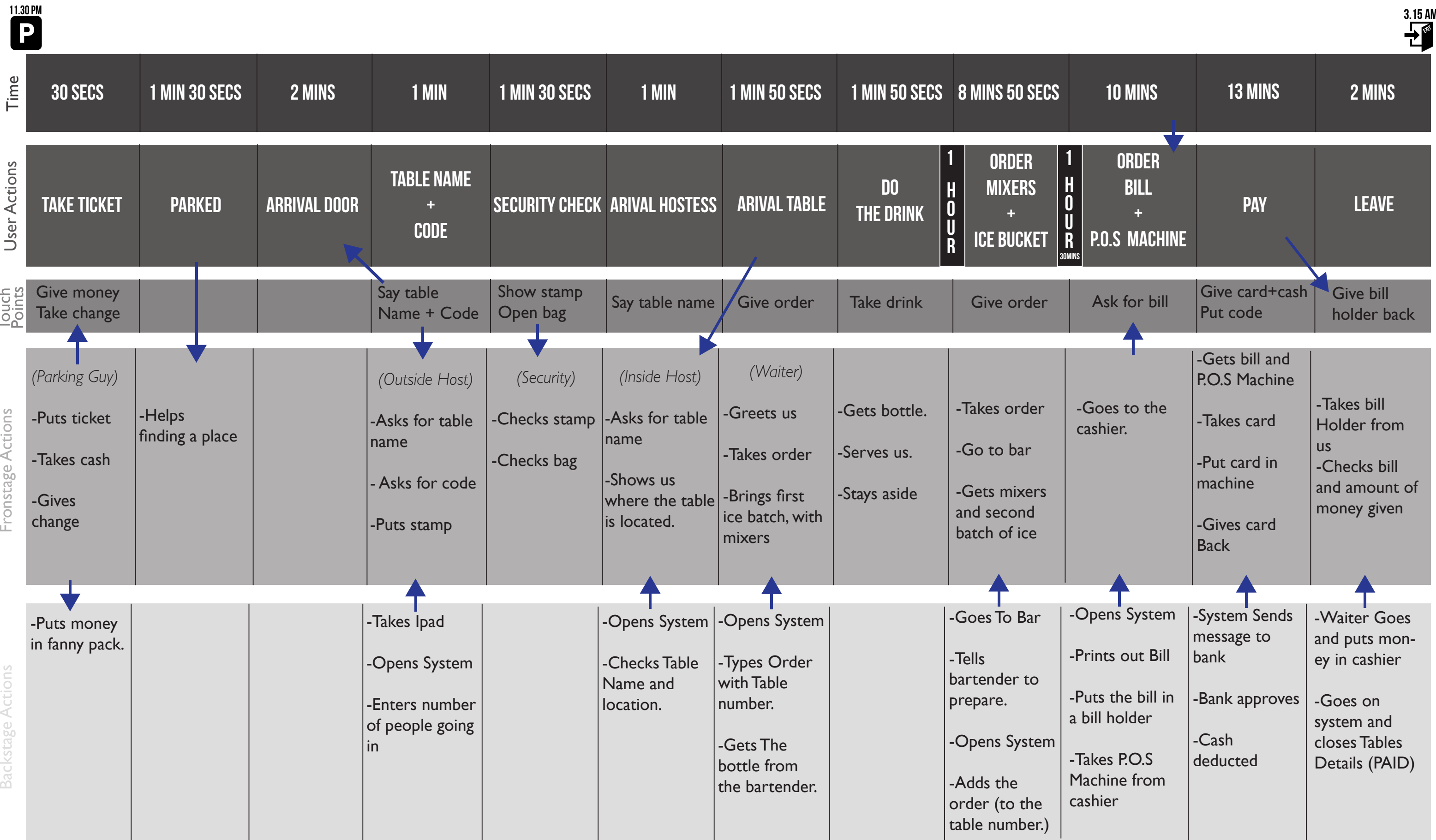
In this example you will see the step by step process and the backstage actions that happens, the ones that the customer can't see. The arrows are here to guide.

EXAMPLE OF THE TIMING TAKEN

SERVICE BLUEPRINT

AHM (Tables Section)

11.30 PM **P**

3.15 AM

Time	30 SECS	1 MIN 30 SECS	2 MINS	1 MIN	1 MIN 30 SECS	1 MIN	1 MIN 50 SECS	1 MIN 50 SECS	8 MINS 50 SECS	10 MINS	13 MINS	2 MINS
User Actions	TAKE TICKET	PARKED	ARRIVAL DOOR	TABLE NAME + CODE	SECURITY CHECK	ARIVAL HOSTESS	ARIVAL TABLE	DO THE DRINK	1 HOUR / ORDER MIXERS + ICE BUCKET	1 HOUR 30MINS / ORDER BILL + P.O.S MACHINE	PAY	LEAVE
Touch Points	Give money Take change			Say table Name + Code	Show stamp Open bag	Say table name	Give order	Take drink	Give order	Ask for bill	Give card+cash Put code	Give bill holder back
Fronstage Actions	*(Parking Guy)* -Puts ticket -Takes cash -Gives change	-Helps finding a place		*(Outside Host)* -Asks for table name - Asks for code -Puts stamp	*(Security)* -Checks stamp -Checks bag	*(Inside Host)* -Asks for table name -Shows us where the table is located.	*(Waiter)* -Greets us -Takes order -Brings first ice batch, with mixers	-Gets bottle. -Serves us. -Stays aside	-Takes order -Go to bar -Gets mixers and second batch of ice	-Goes to the cashier.	-Gets bill and P.O.S Machine -Takes card -Put card in machine -Gives card Back	-Takes bill Holder from us -Checks bill and amount of money given
Backstage Actions	-Puts money in fanny pack.			-Takes Ipad -Opens System -Enters number of people going in		-Opens System -Checks Table Name and location.	-Opens System -Types Order with Table number. -Gets The bottle from the bartender.		-Goes To Bar -Tells bartender to prepare. -Opens System -Adds the order (to the table number.)	-Opens System -Prints out Bill -Puts the bill in a bill holder -Takes P.O.S Machine from cashier	-System Sends message to bank -Bank approves -Cash deducted	-Waiter Goes and puts money in cashier -Goes on system and closes Tables Details (PAID)

PROJECT DESCRIPTION :

Using the model of the academic conference poster session, create a large poster and supporting presentation that explains in more depth a particular line of research on a topic pertaining to interaction design.

Cultural constraints are things, shared by a cultural group, society. Each society has its own culture. (ex: Language)

Standardization is one type of cultural constraint. It is used to make things more accessible for the user and easily mapped by the user. It can be used to eliminate Cultural constraint as well.

In this informative poster you will find arguments and examples supporting the problematics.

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INTRO :
Cultural constraints are things, shared by a cultural group, society. Each society has its own culture. (ex: Language)

Standardization is one type of cultural constraint. It is used to make things more accessible for the user and easily mapped by the user. It can be used to eliminate Cultural constraint as well. (ex: Electric Sockett)

GLOSSARY

CULTURAL CONSTRAINTS
It is Related to the ideas, customs, and social behaviour of a society in order to Restrict the possible actions that can be performed (conventions shared by a cultural group)

CONVENTIONS
A convention is a constraint in that it prohibits some activities and encourages others. (A way of doing.)

ERROR
Error occur when a wrong mapping is done, and function isn't clear enough for the user.

PERCEIVED AFFORDANCES
The actions that you perceive to be able to do with a device or object. It is what functions does the physical aspect of object show.
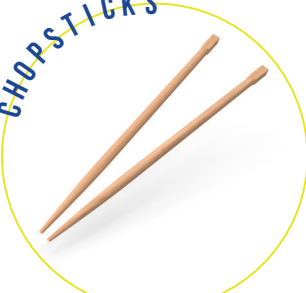
STANDARDIZATION
Standardization is a way to deal with things in order to make it accessible, understandable and easily mapped by any culture.

NATURAL MAPPING
Natural mapping is when the user understands how the thing works, and its key function, spatial analogy can be used to create a natural mapping (to move an object up, move the control up)

GLOSSARY

> Could **CULTURAL CONSTRAINTS/CONVENTIONS** be used to make a product specific to a certain group of people (society) ?

CHOPSTICKS

Chopsticks are kitchen/eating utensils that are used in most of East Asia for over two millennia. They started to be used as cooking utensils because they're perfect for reaching into pots full of hot water or oil. They started to be used as eating utensils after a cooking resources scarce. So people started cutting their food into tiny pieces so they would cook faster. As there was nothing left to cut chopsticks became a standard utensils for eating. Adding on that is the fact that they are cheap and easy to make. But chopsticks have their own conventions. Chopsticks have a whole list of rules and etiquette. For exemple you can't stick chopsticks in the food.

MAAMOUL MOLD

Maamoul is a type of cookie very popular in Near East culture. They come in different shapes and fillings. In order to differentiate between the three fillings, each type is molded into a different shape.
The walnuts filled version is customarily shaped in the form of a dome with a rounded top. The dates filled one takes the form of a dome with a flat top. The pistachios filled cookie, on the other hand, has a relatively elongated oval shape.   The nuts filled cookie is commonly found in three sizes: small bite sized pieces, medium size, and large size.
And for each shape cookie corresponds a mold that give them their shape. The wooden molds work best as the dough tends to stick.
The molds have a perceived affordance as you may know that the utensil is a mold for cookies. But it also has a convention as each shape corresponds to a specific filling.

COFFE POT

Dallah is a coffee pot typical to arabs and throughout the Arabian Peninsula and Levant. The vessel in which coffee is prepared and served takes on a very unique and delicate form. The spherical form tapers in at the center thus highlighting the bulging base and the elongated top. The most prominent features of the dallah include a gracefully curving handle, an ostentatious pinnacle on top of its cap, an arced long beak and intricately engraved ornamentations(usually engraved with geometric patterns, stylized plants and flowers). The dallah presents itself as an exquisite tool reflecting its holder's cordiality and kindness and embodying his/her precious intentions of making people feel warm and welcomed.
There is a natural mapping for this product any user can know that it is

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> How can **STANDARDIZATION** help eliminate **CULTURAL CONSTRAINTS** and make things easily accessible to everyone?

CHOPSTICKS

Chopsticks is an asian culinery item that is used for eating, the morsels of food were grasped by the mouth without having actual contact with the chopsticks, making them sanitary enough. In the Chinese culture It was inappropriate to have a knife on the table. Chopsticks serve many new functions besides tableware and make it hard to map the key function and the method of its usage. People are interested in the usage of chopsticks but also puzzled about how to use chopsticks with facility. To break the cultural constraint, they added an automatic system, similiar to a spring, this (decrease the percieved affordances) which makes it easier to understand, use, hold and grab food with.

CLOCK

Imagine how much trouble you would have telling time with a backward clock. (reading counterclockwise)
It bothers us because we have standardized on a different scheme, on the very definition of the term clockwise. Without such standardization, clock reading would be more difficult: you'd always have to figure out the mapping.
In this case standardization makes it less possible to map out the wrong information and less possible to make an error.

KEYBOARD

Early typewriters experimented with a wide variety of layouts.
After a few iterations and experiments, a standard keyboard was created, that is used thoughout the world. (With regional variations due to cultural constraint : Languague) The American keyboard has the QWERTY layout.
The world has adopted the basic layout (QWERTY) , although in Europe, for example, one can find QZERTY, AZERTY, and QWERTZ.
Different languages have different words and use different alphabets.

CONCLUSION:

Cultural constraints are likely to change with time. Standardize and you simplify lives: everyone learns the system only once.
But There is no such thing as the average person. Some problems are not solved by adjustments or averages and standards. It is simply impossible to build one product that accommodates everyone. Each culture has a set of allowable actions for each situation. You need a specific product for each type of person, or society. Even such simple tools as pencils need to be designed differently for different activities and types of people. Same thing with the culinary tools, type of clothes.. Natural Mapping differs from one culture to another, and some things that people map right, might be mapped wrong by some other people, which will lead to an error or frustration due to wrong mapping. What seems natural in one culture may not be in another.

PARK METER APPLICATION

PROJECT DESCRIPTION :

Beginning with instances of our own unsatisfying, frustrating, or simply broken day-to-day interactions with objects, interfaces, environments, services, systems, and other people, what we did was :

1) map the user experience;
2) analyze and critique it;
3) rapidly prototype a new interaction that improves upon it.

The goal of this exercise is to apply the critical vocabulary and principles of interaction design theory to the practical application of interactions and user experiences

As we all know, parkmeter services are so frustrating to every single persons that has to park togo to work,or university. Their services are so limited and do not serve the user positively.

What we did was map, research, analyze, and try to find solutions to these apparent problems, and create bundles to facilitate the usage of ParkMeter for frequent users.

An App DEMO was created to visualize to proccess of buying those bundles, and facilitating the service while making it more accessible.

Design For Interaction
Parkmeter

WHAT DOES THE SERVICE LACK?

Paying for the parking creates frustrations for the user because:

• You don't always have coins on you.
• There is no flexibility.
• Officers are being harassed.
• The instructions on the parameter machine are not clear.
• The website gives limited information.
• When paying by SMS it doesn't always work.
• Nothing tells you that the SMS will cost 500LL more.
(makes an extra 3.000LL a day and 672.000LL a year)
• There is not a clear visual mapping.
• No sense of location
• There's a lot of distractions (non useful information)

SOLUTIONS:

Our solution consists of creating a phone app.
That allows users to pay for the parkmeter from
wherever they are.

• The functions are self explanatory.
• You can see a visual hierarchy
• There is a timer that shows the time remaining and
that notifies the user 20 mins prior to the end.
• You can pay the surcharge settlement from the app.
• There is a GPS map inside the app that pin points in
red the places where you have been charged with a
ticket.
• There are bundles that save you money.

1. One Area Bundle. (This bundle is for users who
always go to one specific district)

2. Open Range Bundle. (For users who go to a new
districts everyday)
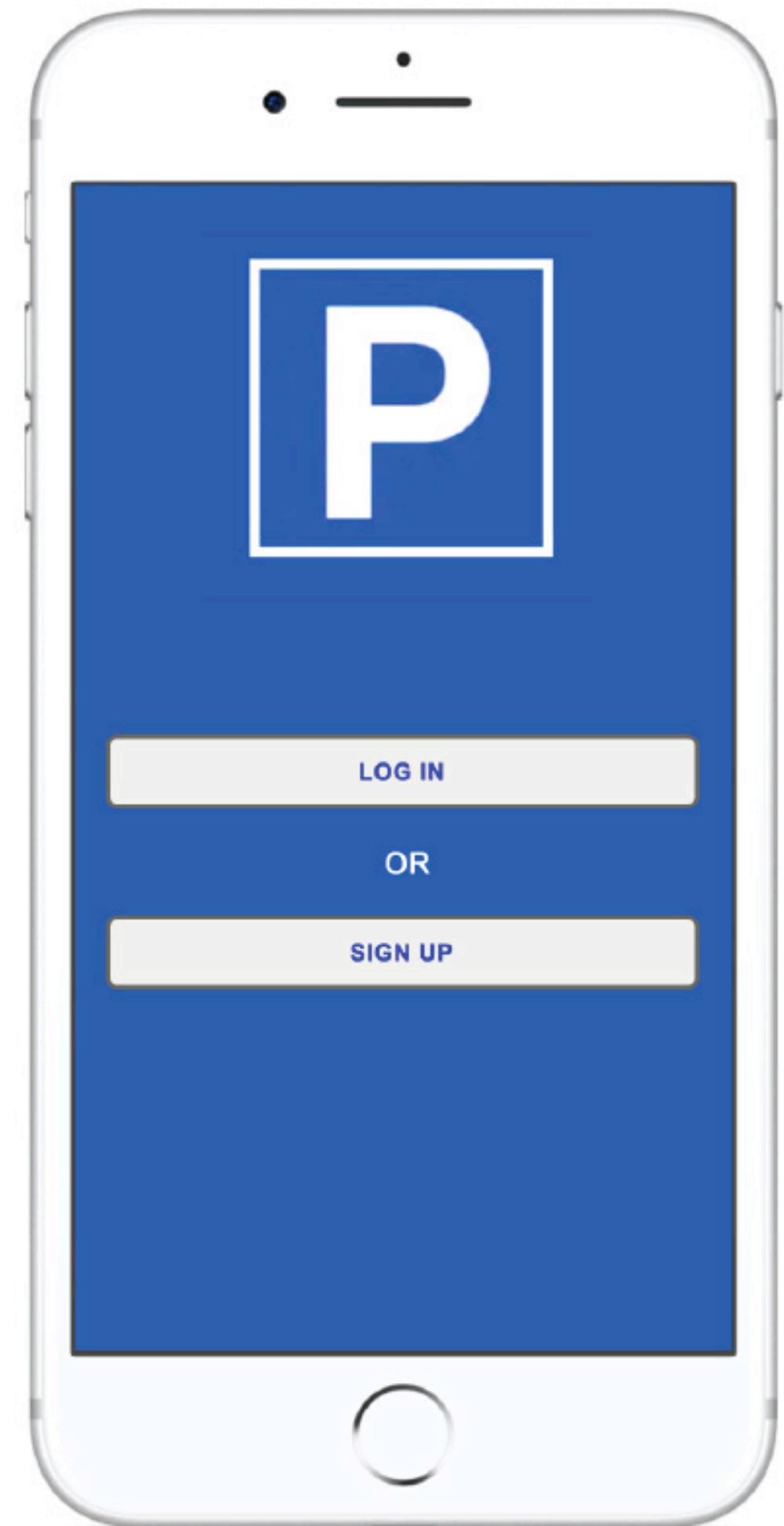
PRICE LIST

You can pay up to 5 hours

15 mins : 250 L.L

30 mins . : 500 L.L

1 hour : 1000 L.L

2 hours : 2000 L.L

GO BACK

SURCHARGE TICKETS

Ticket #	Car	Location	Date	Amount	
17523000225	Audi - أودي	Dekwaneh - دكوانة - - التلفة	Dec 14 2018 1:28PM	10000	PAY
16933009550	Audi - أودي	BCD - الوسط التجاري - فوش	Feb 18 2019 8:28PM	10000	PAY

GO BACK

BUNDLES

Bundles are New services added to the system that let you pay in advance and park without having to pay each time you park (And you pay less than 1000 L.L / hour)

ONE AREA BUNDLE

Pay 100.000 L.L/ Month in order to park as much as you want in one Area (ex: SIN EL FIL), without having to pay each time you park

ALL AREAS BUNDLE

Pay 150.000 L.L/ Month in order to park as much as you want EVERYWHERE in Lebanon without having to pay each time you park

GO BACK

CONTACT

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