

IT Project Consulting Group

IT PROJECT CONSULTING GROUP

contact@tishoo.com

updated April 5th, 2024

Tishoo
eXperience

T


USER

EXP


At Tishoo, our ethos is rooted in User-Centered Experience Design, focusing on creating products that resonate meaningfully with users. Our approach, encapsulated in the TX concept, integrates branding, design, usability, and functionality into a cohesive user journey, embodying our commitment to holistic and impactful design.

Contents

01

 About Us


02

 Working Method

03


 Portfolio

04

 Education

Contents


01

 **About Us**

Introduction

Message from the CEO

02

 **Working Method**

Our Services

Our Philosophy

Our Consulting Process

Our Work Flow

03

 **Portfolio**

tishoo.com


Coupang

GS Retail

Tourvis

AIA

04

 **Education**

Empowering Innovation: The Path of South Korea's Leading Platform Service Experts

Founded by South Korean Product Owners, we are a Platform Service Specialist Group dedicated to excellence in creating and managing online platforms. Our team comprises experts with a proven track record in developing and operating renowned services such as Naver Post, Naver MyBox, NateOn. With unique expertise in handling social networking services that garner billions of views and messaging services with up to 7.5 million unique visitors, our rarity in the market sets us apart. Leveraging our accumulated know-how and innovative work processes, TXGroup is committed to nurturing and launching your platform, ensuring its success from inception to operation.



TXGroup

CEO

NAVER

Naver Post, Naver Mybox, Photo Viewer

SK Planet

TicToc Global

SK Communications

NateOn Global PM, SK Group Messenger

Damoim(SM Online)

mncast, iple, Magicone

Greetings,

I am Mina Choi, the driving force behind Tishoo LLC. In today's global business landscape, the necessity for design-driven and user-centric innovations has unequivocally become a cornerstone for achieving success.

Drawing upon my profound experience as a Product Owner within South Korea's elite technology companies, I have meticulously cultivated a distinctive and creative workflow process exclusive to Tishoo LLC. This methodology is not only rooted in rich, practical experience but also extends beyond the realm of conventional consulting to encompass actionable execution. Our commitment lies in empowering your enterprise to realize unparalleled value innovation. As your dedicated pacemaker, I pledge to accompany you every step of the way, ensuring your online platform not only comes to fruition but also experiences transformative business value innovation.

Warm regards,

Mina Choi




Contents

01

 About Us

Introduction
Message from the CEO

02

 Working Method


Our Services
Our Philosophy
Our Consulting Process
Our Work Flow

03

 Portfolio

tishoo.com
Coupang
GS Retail
Tourvis
AIA

04

 Education

Programs
Lecture Overview

Consulting

Each project has its own tasks. We analyze your business model through market and industry trend research and provide the foundation for new business through user research and validated technology-based consulting.

PMO Consulting

Market Research

Stakeholder Interview Analysis

Key feature & IA for dev

Fast Prototyping

Design

We provide user-centered design-driven innovation where top-level planning and strategy are integrated into each layer, allowing functionality and aesthetics to work together harmoniously, rather than merely pursuing aesthetically pleasing designs.

CX Design

BX Design

UI/UX Design

Design Systems

Education

We help develop insights that can be applied to real-world problems, moving away from traditional education focused solely on conventional theories and methodologies. Through concept lectures covering business, design, and technology, we provide guidelines that can be directly applied in practice, enabling individuals to cultivate practical insights.

Regular Course: Service Planning Job Training

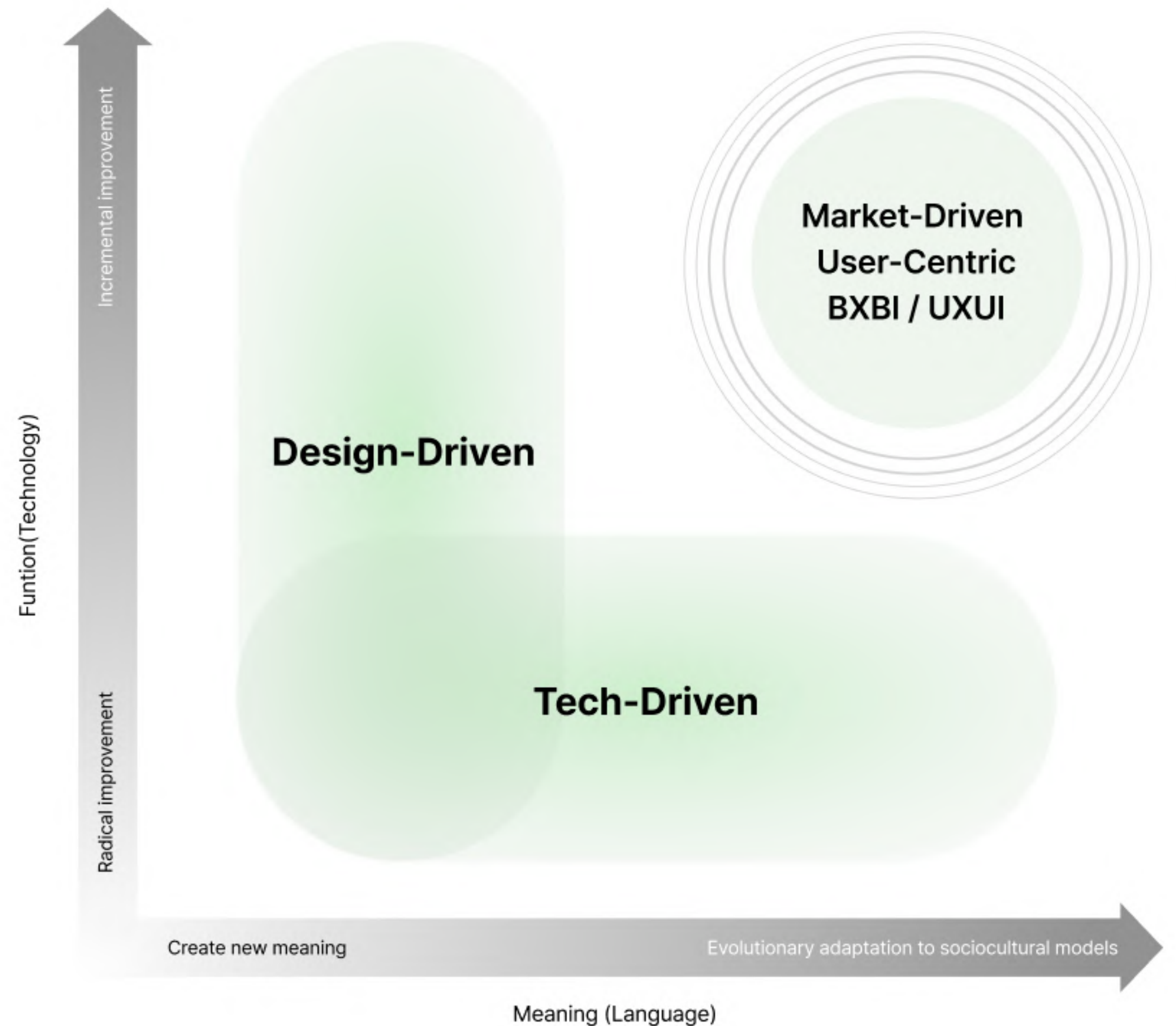
Seminar: Understanding the Product Owner

1:1 Coaching: For Service Planning Team Leaders

Our Philosophy

User-Centered innovation

At each stage of growth, every platform service encounters unique challenges to overcome. We assist you in connecting with your customers through the most tishoo-friendly TX approach possible. By reinterpreting unclear user voices into clear business and tech language, we construct successful platform services. Positioned at the edge between you and the users, we aim to deliver new business value to your clients and innovative service experiences to your users.



Our Consulting Process

Experience TXG's unique customer research process, which consists of STP (Segmentation, Targeting, Positioning), narrative strategy, in-depth interviews, and persona development. Customers are not merely figments of imagination. TXG analyzes the realistic Voice Of Customer (VOC) of actual users or potential customers to create primary, secondary, and tertiary personas. Utilize these personas, referencing the ideal consumer, for product development, sales, and content creation.

01

STP

TXG explores the actual needs of customers.

Through market segmentation, we identify the target market of expected customers and go through the process of positioning the current position of our services.

02

Narrative strategy

Consumers buy not just a 'Product' but a 'Narrative'.

Through storytelling with TXG, let's immerse users (consumers) even more, establish a worldview for them, and implement services.

03

In-Depth Interview

We will conduct in-depth interviews with the customers targeted through the STP strategy.

We will then organize the raw data from these interviews to create a Primary Persona and derive tailored service concepts and solutions.

04

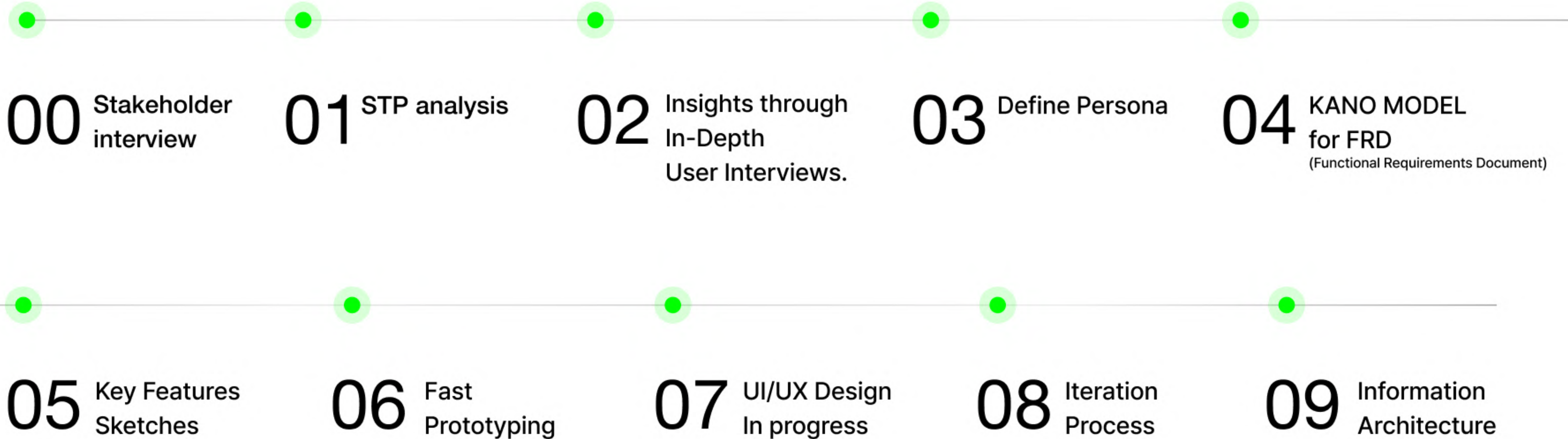
Define Persona

Analyzing the Voice of Customer (VOC) data, including pain points and key keywords, we'll profile personas from the data.

Each persona will have realistic character notes. These serve as indicators for KANO analysis and other key feature extractions.

Our Work Flow

We conducted research and interviews, created sketches and wireframes, transformed the wireframes into high-fidelity prototypes, and iterated on the design through usability testing.



0. Stakeholder Interview

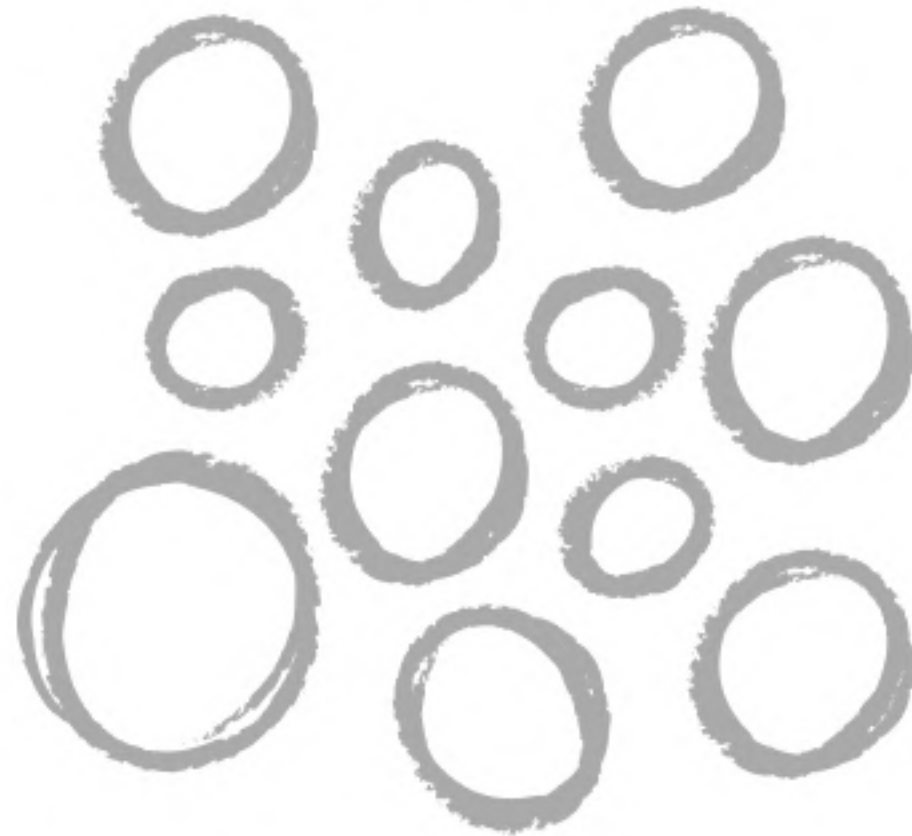
In our consulting practice, we prioritize precise diagnosis and tailored strategies by gathering comprehensive Business Requirement Documents from key stakeholders and business units. This meticulous approach ensures we execute our projects with a deep understanding of our clients' objectives, fostering a partnership aimed at driving measurable results and sustainable growth.

1. STP analysis

TXG goes through the process of market segmentation first to identify target markets where potential customers exist, aiming to discover various needs of potential customers. Then, we position our services within those selected target markets.

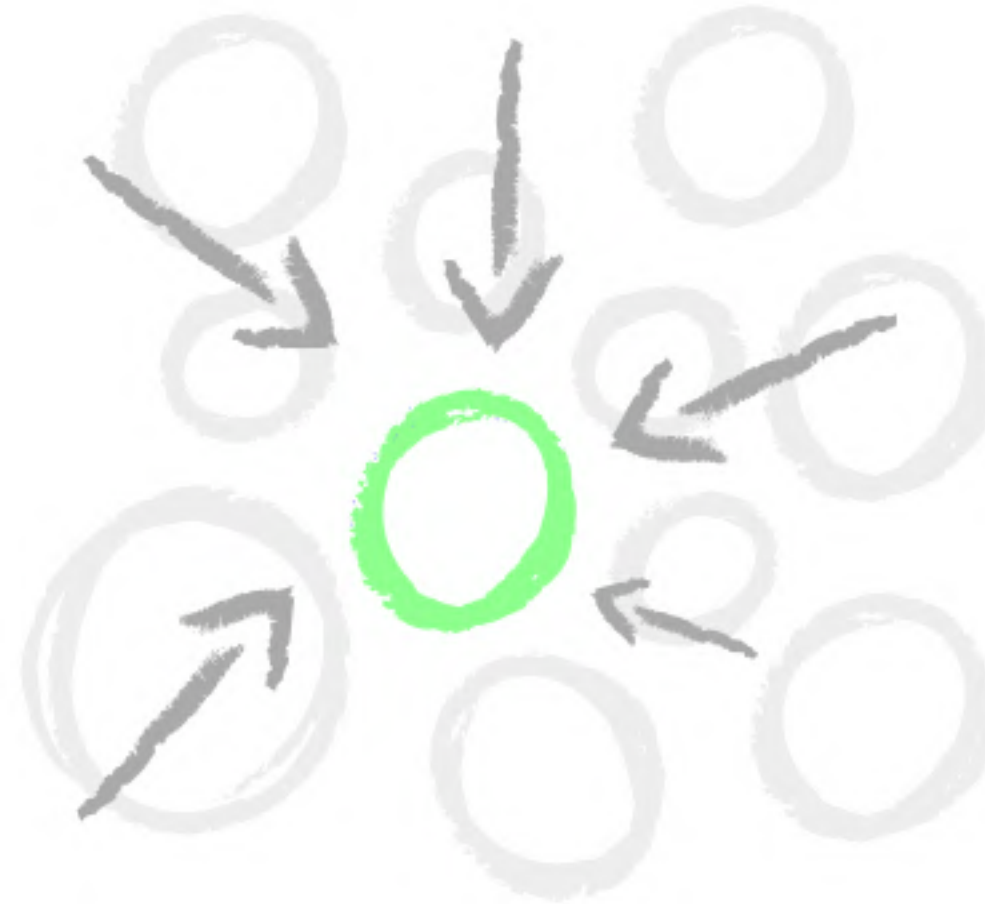
Segmentation

We start by understanding the context and relationships of the market where the service is actually being applied.



Targeting

We view the service from both the organization's understanding and the customer's perspective. Through ideation, we select the core user base as the target market.



Positioning

We propose a specific positioning that effectively communicates the service's identity to the core user base.



2. Insights through In-Depth User Interviews

"Why do we need a narrative strategy?"

Because consumers buy not just a 'product', but a 'story'." [The Economic Chosun] Anna Andelic selected as the 'Most Influential CMO' by Forbes.

Through the initial STP (Segmentation, Targeting, Positioning) strategy, we segmented approximately 30 targets based on characteristics and conducted in-depth interviews lasting about 90 minutes each. Using the raw data from these interviews, an expert group creates the Primary Persona. Subsequently, we derive tailored service concepts and solutions for the Primary Persona.

Topic1 :
Topic2 :
Topic3 :
Topic4 :
Topic5 :
Topic6 :

김상민 (남, 26세, 대학생)
불만 상황이라면 너무 그러니까 이게 글을 잘 적어놓은 글이잖아요, 과장되게 적은 것 같은데 그런 것들이 상위에 노출되니까 내리기가 불편할 때도 있고요.. 아니면 광고를 봤는데 광고를 너무 많이...
이지운 (남, 52세, 영화감독)
까 이게 제일 최상단에 올라오면 보기 싫더라고요. 알림같은 경우 설정해놓으면 편하지 않나? 헛림 확인하는거 자체가 귀찮대도 리..
김해나리 (여, 31세, 마케터)
빈도 수 :
예약방법 :
중요도 :
선호여부 :
동반자 :

저는 일단 요즘 어플 같은 경우에는 전반적으로 느낀 게 일단 이벤트가 너무 많아요. 배지가 다 달려 있고 뭐든 간에 이벤트가 너무 많은데.. 좀 복잡한 것 같아서 이벤트란을 안 보게 됩니다. 요즘 세대들은 그런 마이크로 인플루언서나 인플루언서들이 하는 거를 보고 같이 따라 하면서 동감한다는 감정도 많이 느끼는 것 같고.. 요즘에 친구들은 완전 막 초대형 몇 십만 되는 인스타그램보다는 마이크로 인플루언서들을 더 보..

Step 1. In-depth-Interview

[Datafy user voices through in-depth interviews with around 30 target users.](#)

Conduct in-depth interviews with interviewees from various fields, including client-side representatives, industry stakeholders, influencers, early adopters, loyal customers, and potential customers.

Step 2. Deliver Files

[Interview raw data / Primary Persona / Key feature list](#)

3. Define Persona

Influencer type



About

Name: Natasha

Age: 31, Female

Occupation: Deputy Marketer at a beauty brand with a salary of up to 5000

Family: Parents, younger brother, and a pet dog

Address: Seocho-gu, Seoul

Trend-sensitive / Idea bank / Clear goals / Driven with maximum momentum
 / Thorough self-management / Values work-life balance
 / Customized and refined education through private tutoring

Young & Rich Like

"Instagrammable life!"

#French sensibility

#Vacay

#Hot Place

#MicroInfluencer

Attributes

She dislikes staying in cheap accommodations as it makes her feel inferior afterward. She frequently organizes vacation gatherings with friends to take Instagram-worthy photos. She has a fondness for cute and pretty things and is active on social media. She grew up in a financially affluent environment during her formative years.

Pain Point

The cost of going to luxury hotels burdens her boyfriend. She feels reluctant to install apps due to the gaze of people around her. She is hesitant to use budget motels as she feels it makes her look cheap.

Search Process

She explores information about micro-influencers who share similar tastes across various channels and archives it. She avoids overly famous influencers as their collaborations can be expensive. After selecting the most Instagrammable hotel among them, she searches for photos, prices, reviews, ratings, etc., on various accommodation apps. She then requests her boyfriend to make the reservation and deletes the accommodation apps she installed, such as Yanolja, etc. She gives herself about a month's time to track prices and monitor special deals.

Motivation

The following month marks MY BIRTHDAY, which coincides with a major national holiday. She is contemplating a luxurious hotel date with her boyfriend or an enjoyable pajama party with friends for her birthday celebration.

Core Needs

She is looking for coupons and discounts for 3 to 4-star hotels that match her sensibility. She wants 2 to 3 Instagrammable photo spots in the hotel. She shares information with her Hotel Mate friends. She seeks recommendations for Instagrammable accommodations around hot places. She wants personalized push notifications based on customized keywords to instantly view desired hot deals for pajama parties, dates with her boyfriend, etc. She wants to easily set up accommodations tailored to her needs.

4. KANO MODEL for FRD (Functional Requirements Document)

In-depth interview, after collecting functional unit-specific feedback, distinguish four quality factors and prioritize UX improvements based on customer satisfaction.

Wow Factors

Attractive elements will bring satisfaction to customers.

Performance Factors

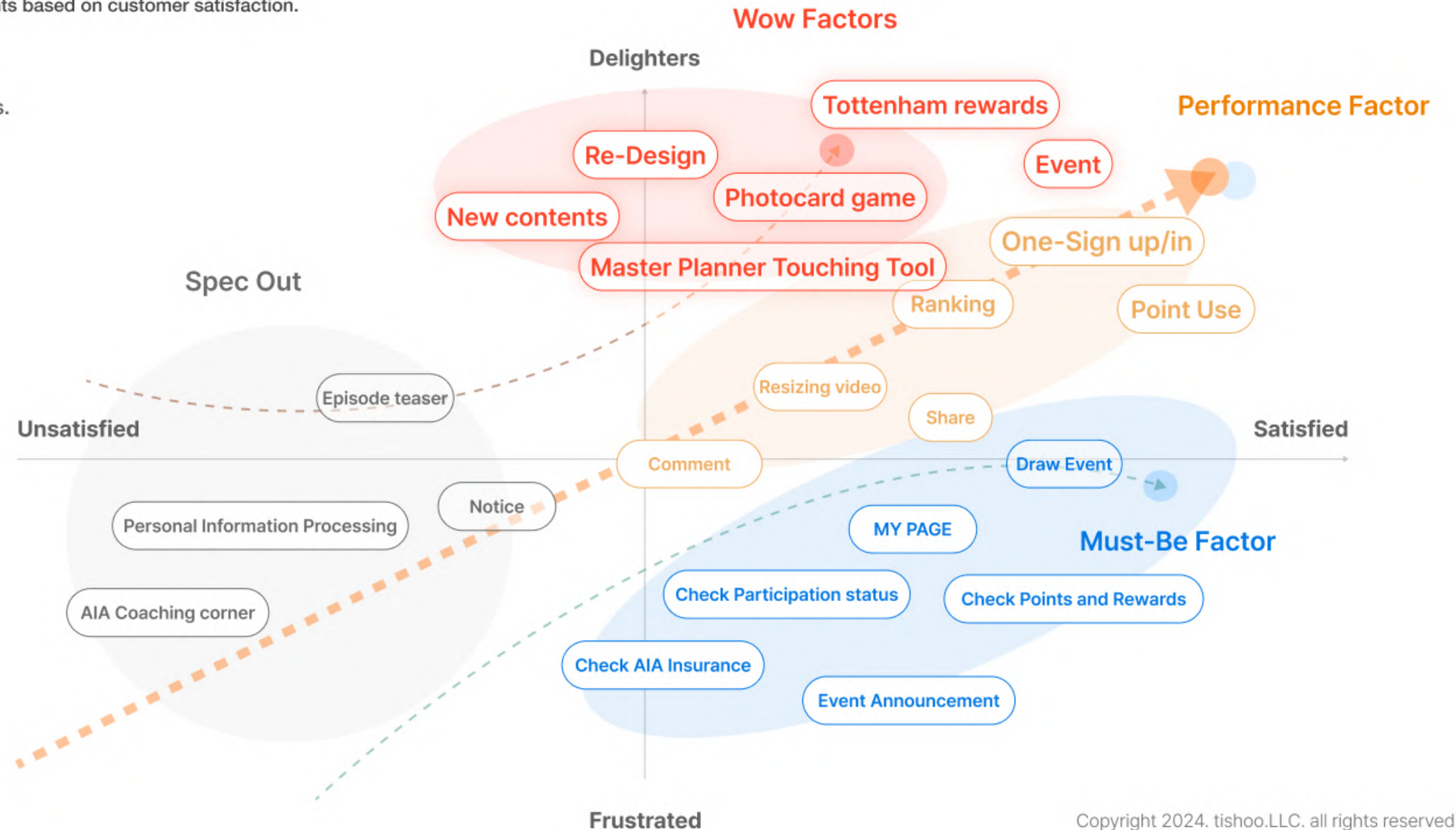
Elements that vary customer satisfaction based on the degree of fulfillment.

Must-Be Factor

Essential elements that must naturally be included as part of the service.

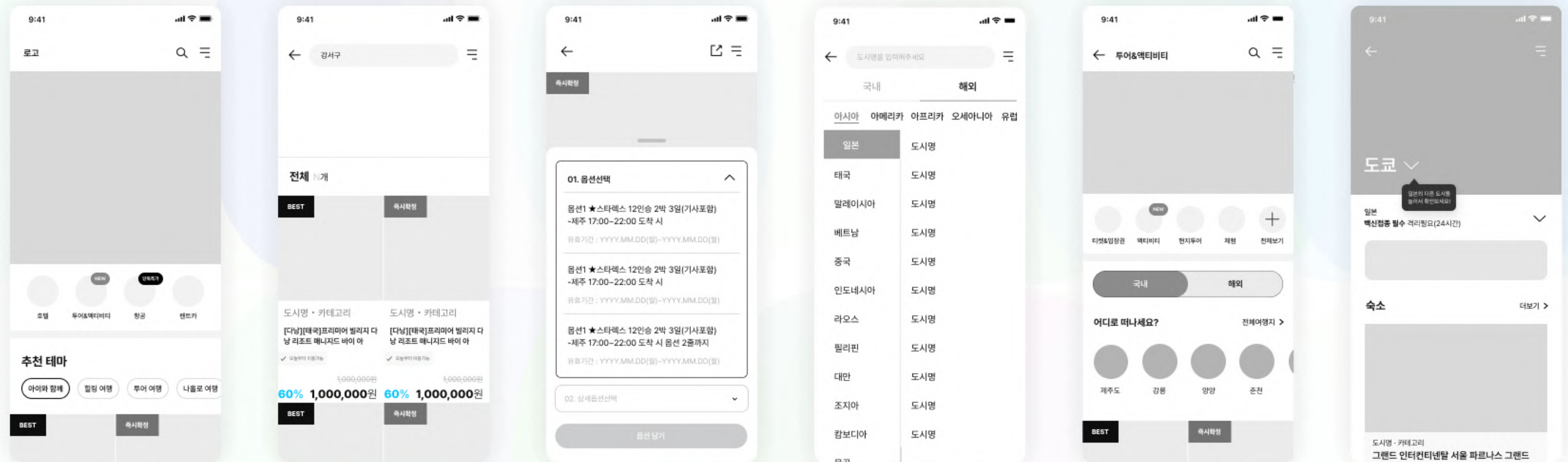
Spec Out

Elements that have no impact on customer satisfaction whatsoever.



5. Key Features Sketches

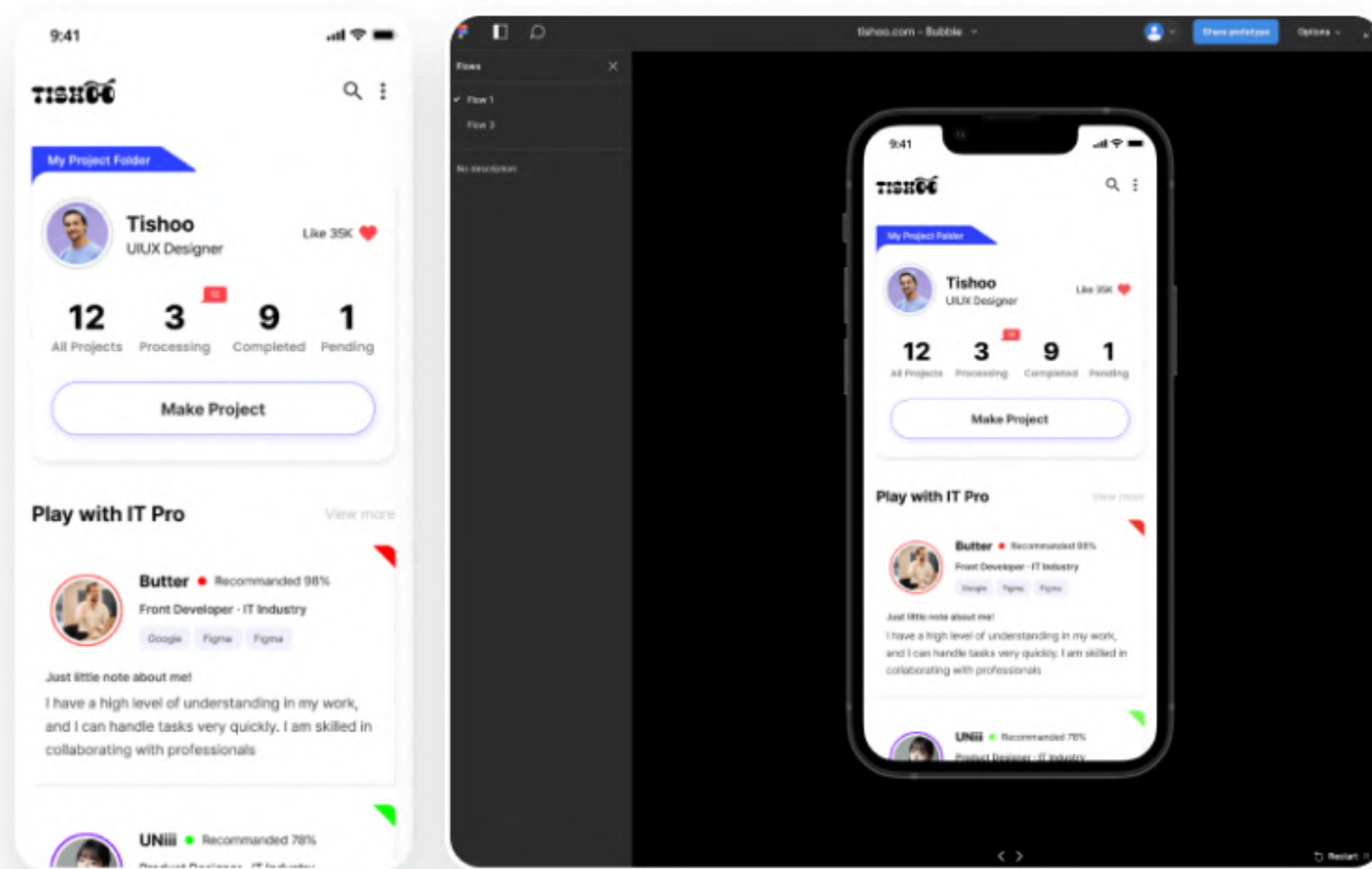
We will proceed to create subpages focusing on the key screens that address the needs of the primary persona, on the travel tour and reservation platform. These subpages will meticulously compare photos, prices, reviews, ratings, etc., and reflect the preferences of the persona who prefers personalized information, ensuring that users experience high satisfaction.



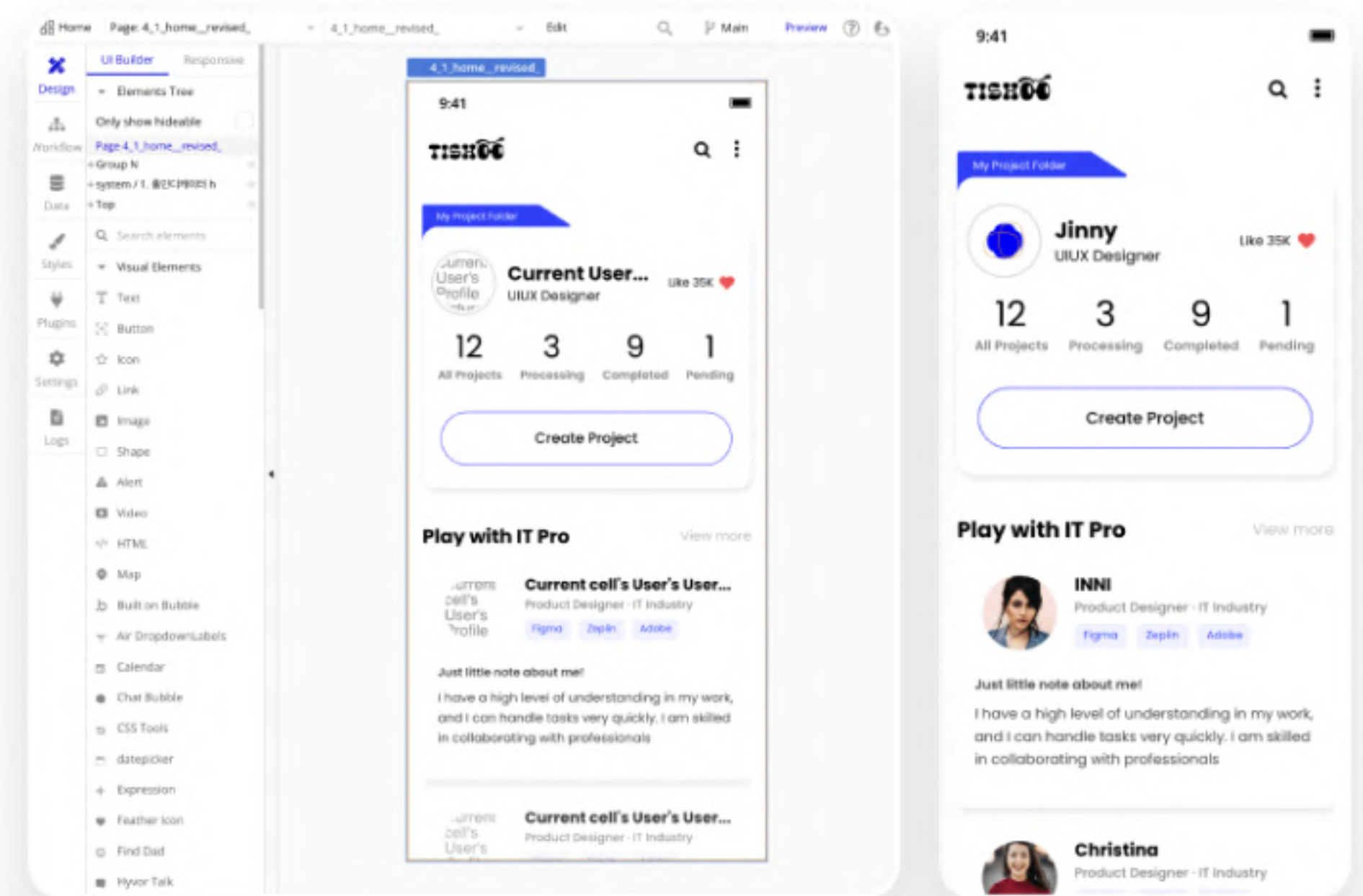
6. Fast Prototyping

Through UI design and prototyping tools like Figma, and development platforms like Bubble and Wix, we offer relatively fast and realistic prototyping that can be tailored to meet the needs of our clients. We refine the prototypes based on customer feedback to ensure that the design and development process delivers usability that closely resembles the real-world experience.

The general process of prototyping using Figma



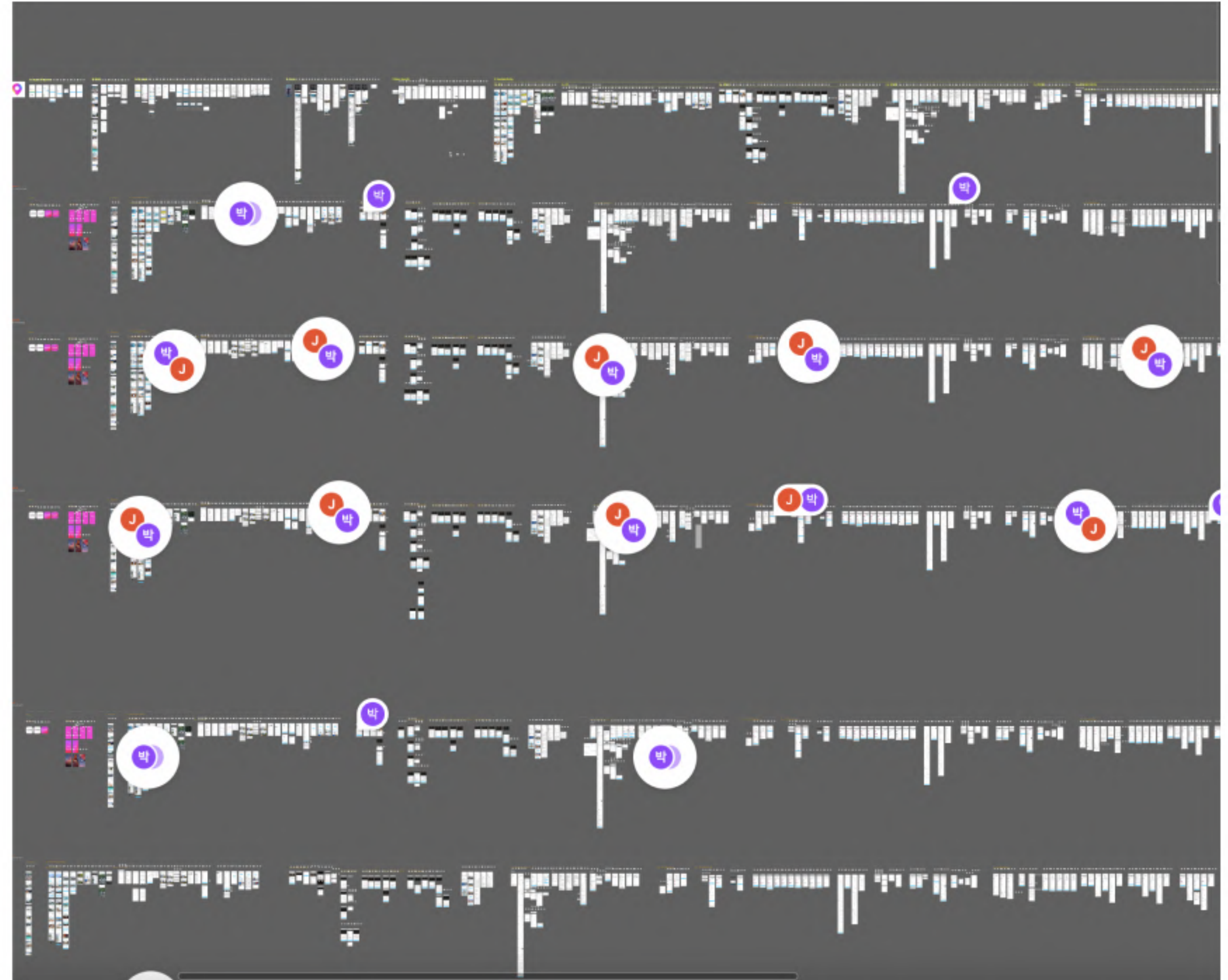
Bubble, Wix, and similar platforms provide development screens.



7. UI/UX Design In progress

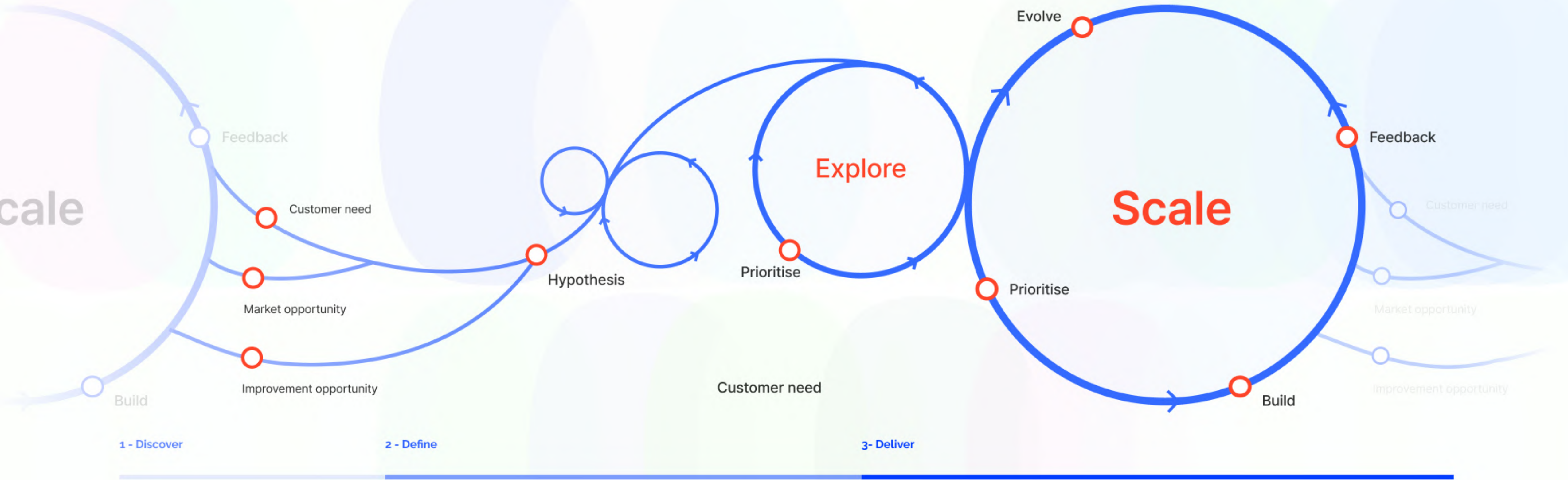
Using Semantic Versioning System

We utilize the Figma program for efficient communication with clients.
 We conduct production using a version control approach for deliverables, treating them like software. This allows for cost-effective processes, enabling us to flexibly accommodate the evolving needs of clients.
 Additionally, it facilitates easy project management and communication for maintenance and updates.



8. Iteration Process

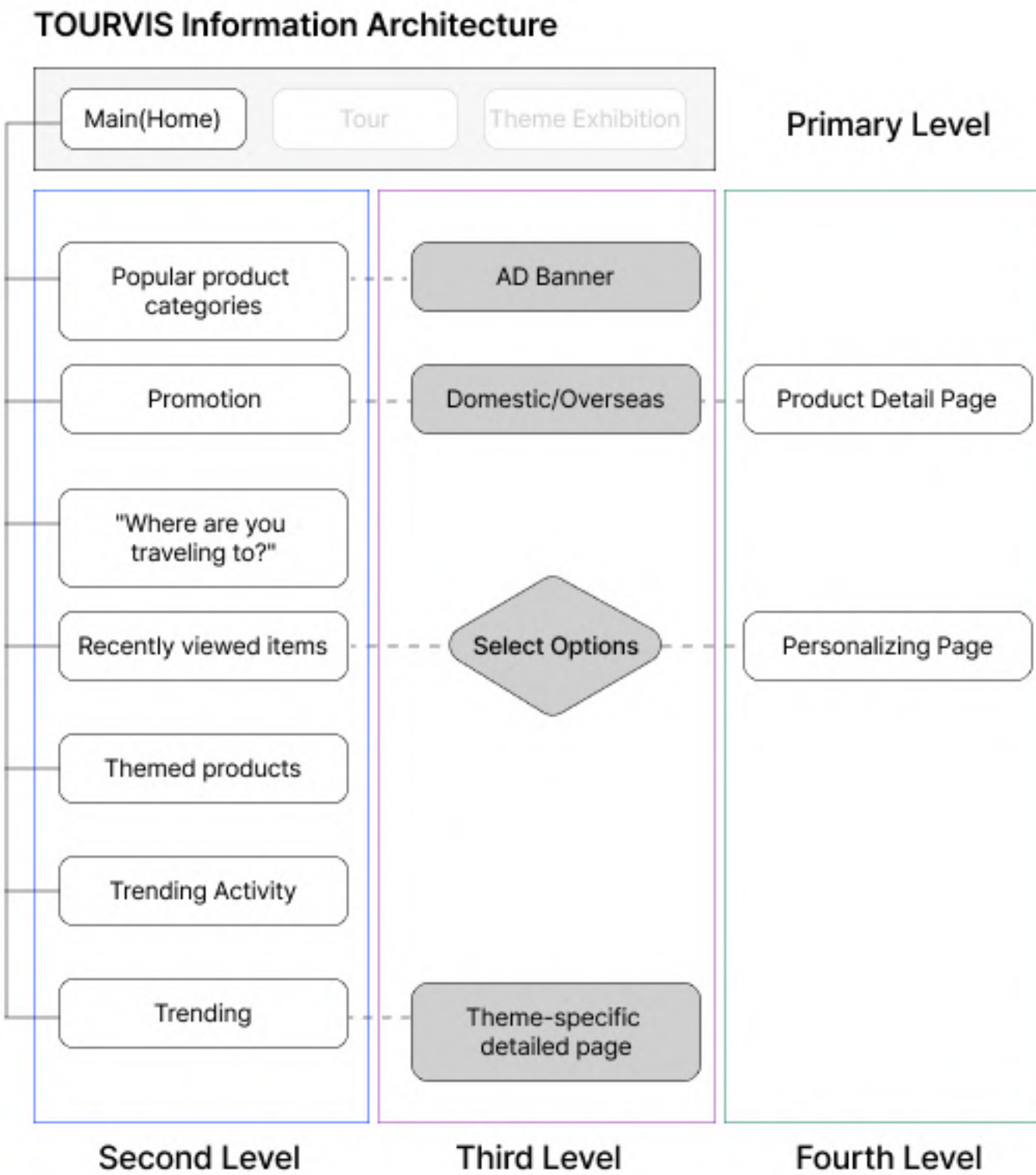
Until the needs of users and clients converge to create new business value, Tishoo provides continuous support through iterative repetition of its service design methodology, enabling your company to create and profit from new business value consistently.



9. Information Architecture

Information Architecture (IA) is a blueprint of the content structure that determines the overall picture and flow of a service. It delineates how the articulated list of functionalities will be implemented within a system, making it easily understandable for clients. A clear and effective IA optimizes the user experience and plays a pivotal role in the success or failure of a project by intuitively conveying information. Therefore, we meticulously plan and implement IA from the outset, enabling smooth communication among developers, designers, and planners. This assists clients in achieving their objectives.

[Example]



ID	Parent ID	Name	Type	URL	Weight	Order	Created	Updated	Status
1		Home	Page	/	1	1	2024-01-01	2024-01-01	Active
2	1	Tour	Page	/tour	2	1	2024-01-01	2024-01-01	Active
3	1	Theme Exhibition	Page	/theme-exhibition	3	1	2024-01-01	2024-01-01	Active
4	2	Popular product categories	Page	/tour/popular-product-categories	1	1	2024-01-01	2024-01-01	Active
5	2	Promotion	Page	/tour/promotion	2	1	2024-01-01	2024-01-01	Active
6	2	"Where are you traveling to?"	Page	/tour/where-are-you-traveling-to	3	1	2024-01-01	2024-01-01	Active
7	2	Recently viewed items	Page	/tour/recently-viewed-items	4	1	2024-01-01	2024-01-01	Active
8	2	Themed products	Page	/tour/themed-products	5	1	2024-01-01	2024-01-01	Active
9	2	Trending Activity	Page	/tour/trending-activity	6	1	2024-01-01	2024-01-01	Active
10	2	Trending	Page	/tour/trending	7	1	2024-01-01	2024-01-01	Active
11	4	AD Banner	Page	/tour/popular-product-categories/ad-banner	1	1	2024-01-01	2024-01-01	Active
12	4	Domestic/Overseas	Page	/tour/popular-product-categories/domestic-overseas	2	1	2024-01-01	2024-01-01	Active
13	4	Select Options	Page	/tour/popular-product-categories/select-options	3	1	2024-01-01	2024-01-01	Active
14	4	Theme-specific detailed page	Page	/tour/popular-product-categories/theme-specific-detailed-page	4	1	2024-01-01	2024-01-01	Active
15	5	Product Detail Page	Page	/tour/promotion/product-detail-page	1	1	2024-01-01	2024-01-01	Active
16	6	Personalizing Page	Page	/tour/where-are-you-traveling-to/personalizing-page	1	1	2024-01-01	2024-01-01	Active


Contents

01

 About Us


Introduction
Message from the CEO

02

 Working Method


Our Services
Our Philosophy
Our Consulting Process
Our Work Flow

03

 Portfolio

tishoo.com
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Tourvis
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04

 Education

Programs
Lecture Overview

TISHOO

1 Project Management

We have incorporated features to provide templates and support for systematically managing ongoing projects from start to finish.

2 Team Matching

You can search for desired partners in detail through filters, and matching can occur through algorithms recommending partners that align with your profile.

3 Sharing insights

You can share your insights on the feed and engage with other users through comments and like functionalities to foster communication.

Tishoo.com
Brand Identity

Enjoyably, indefinitely. TISHOO, the playground for IT experts.
Discover your perfect professional partner at TISHOO.com who aligns with your values.
From efficient work processes to AI-based management systems, TISHOO.com is here with you until project launch.

Tishoo
UI/UX Designer
Like 35K

12 All Projects
Processing Completed Pending

TX Group

Make Project

Play with IT Pro
View more

Butter • Recommended 98%
Front Developer · IT Industry
Google Figma Figma

Just little note about me!
I have a high level of understanding in my work, and I can handle tasks very quickly. I am skilled in collaborating with professionals

UNiii • Recommended 78%
Product Designer · IT Industry

프로젝트 상세

Portfolio > tishoo.com

10.6k view 20 MIN

Goldmine Project ★★★★★
(150 개의 평가)
2023.01.01 ~ 2023.01.01 6주

음악 저작권에 관심 있는 개발자, 기획자, 마케터, 디자이너

Requirement

At Tishoo, make it possible to pursue the projects you want, from anywhere.
Be the first cell of Tishoo!

Register Tishoo Cell

VIEWER

[10 Min ago] [Viewing, Exhibition Guide App] 10AM Scrum Join

What tasks are scheduled for today on the planning side?

We are currently setting up the server! 9:36 AM

We are done with the IA and planning User Flow now-

Also we are in discussions with the members of the planning team!

When do you expect the design work to be completed?

9:47 AM

UNiii

I'm not sure, but I think we have about a week left

Unless there are any sepecific issue! 9:49 AM

Polly

A week is enough-

When I look at the schedule

Enter the message...

Front Developer · IT Industry
Google Figma Figma

Tishoo • Recommended 98%

24

TISHOO

9:41

Build up your Team

Choose to live with people who match your preferences.

Next

9:41

Create your Profile

Complete your profile to help you find a best team who will be right for you.

9:41

5/10

UX Designer

ProD • 98% recommended
UX Designer · IT Industry
Figma Zeplin Protiope

9:41

TISHOO

UX Collective UX Collective UX Collective UX Collective

Don't miss Events
Check out these Events!

9:41

My Page

Tishoo Badge
Designer · Senior · NAVER

Portfolio Follow

35K Response 100%

UXUI Designer

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy

Projects

9:41

Evaluation

UIUX Project
Tishoo

I'd like to work together again next time!

Blank

Evaluate the team member!

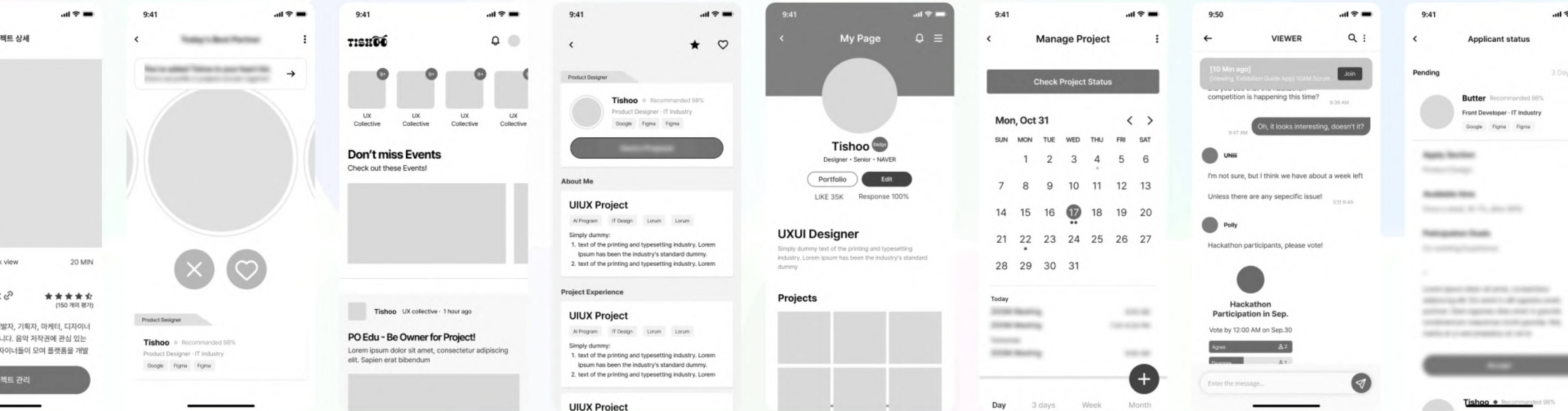
★★★★☆

Comment

It was a great time with you!

Wireframe

The layout and elements of each screen have been determined through in-depth research and analysis. They have been arranged to reflect the behavior patterns and characteristics of key personas, making it easy for users to find and understand the necessary features on each screen.



WORD MARK

TISHOO

ICON



TYPOGRAPHY

프리텐다드 Pretendard

가나다라마바AaBbCcDdEe ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ
1234567890.,!?'()*"%"@

Brand Main
tishoo Cyan

#1E78FF
R 30 G 120 B 255
C 88 M 53 Y 0 K 0

Brand Sub
tishoo Magenta

#FB23CB
R 251 G 35 B 203
C 0 M 86 Y 19 K 2

Brand Sub
tishoo Black

#000000
R 0 G 0 B 0
C 0 M 0 Y 0 K 100

coupang travel

1 Roommapping

We improved the booking process by implementing room mapping based on price and options, reducing user fatigue caused by the previous screen, which presented a variety of products for selection. Our focus was on enhancing efficiency in information acquisition.

2 Membership

We improved the pricing display for accommodations based on member status and membership subscription, as well as optimized the product selection flow to assist users in making rational purchases and emphasizing the benefits of membership.

3 Review Categorizing

To enhance trust and satisfaction when selecting products, we added a review filter function that allows users to conveniently browse products from various sites and distinguish between overseas and domestic reviews.

Coupang Travel UI/UX Project

Coupang Hotel room mapping UX/UI improvement project. We revamped the UX to allow users to easily view hotel products when searching on the existing screen. Various information about the hotel products (room details, accommodation policies, seller information, etc.) was rearranged for visual convenience. Additionally, we added a photo viewer and rearranged the grid to facilitate easy access to extensive information when customers navigate to the product page.



제주도 샬리스호텔&리조트 | 3성급

제주특별자치도 제주시 애월읍 고내로 46 >

★★★★☆ (432) | 매우 좋음

266,550원 (1박당 30,600원) 쿠팡판매가

216,550원 (1박당 30,600원) 와우회원가 19% 할인

세금/봉사료 포함

최대 765원 적립

매진압박 - 마지막 객실!

쿠팡이머니 결제 시 169원 적립

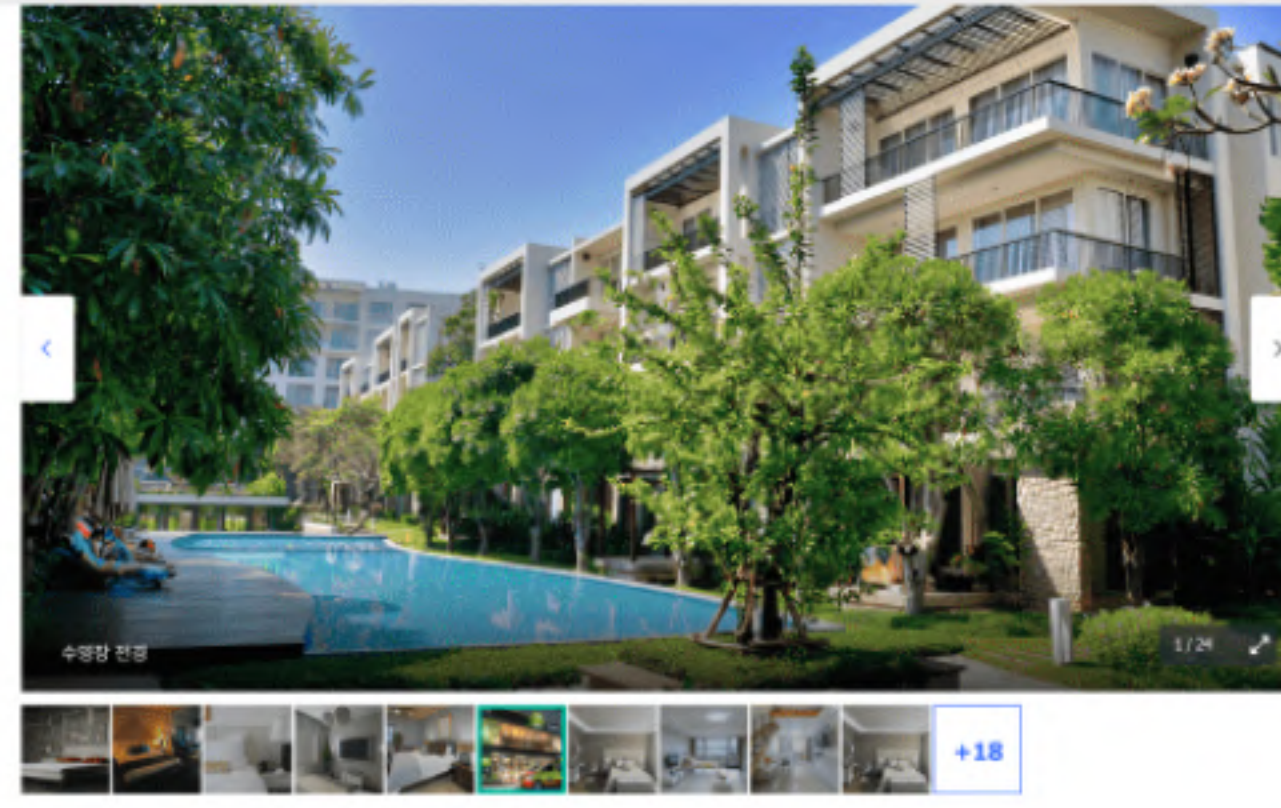
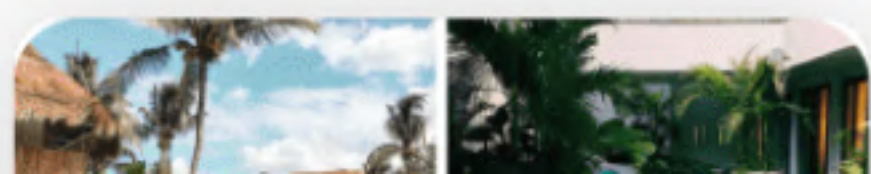
아직 로켓와우 회원이 아니신가요?

로켓와우 무료체험 신청하기

상품평 ★★★★★ (432) | 매우 좋음

전체 상품평 >

가성비 곳.하룻밤 곳.연박가성비 곳.하룻밤 곳... 기대 안하고 갔는데 너무너무 좋았어요. 일단 넓어서 좋았고 취사도 할수 있고 주변 경치도...



객실 선택 숙소설명 상품평 상품문의

8월 22일(수) - 8월 25일(목) 3박 성인 2, 아동 1 객실 확인

물레 2인 기준 더블룸 산전망

객실(2인) / 최대 2인	객실 1개
<ul style="list-style-type: none"> 무료 주차 아일랜드 1개 객실 크기: 40㎡ 현장: 하룻밤 전용 바: 딸고니 / 테라스 출판 사화실 & 목조 	<p>와우회원가 236,550원 (1박당 30,600원) 19% 할인</p> <p>세금/봉사료 포함</p> <ul style="list-style-type: none"> 최대 5,500원 적립 편의 예약 시 251,050원

객실(2인) / 최대 2인	객실 1개
<ul style="list-style-type: none"> 와우회원가 236,550원 (1박당 30,600원) 19% 할인 <p>세금/봉사료 포함</p> <ul style="list-style-type: none"> 최대 5,500원 적립 편의 예약 시 251,050원 	<p>쿠팡판매가 100,800원 (1박당 30,600원)</p> <p>세금/봉사료 포함</p> <ul style="list-style-type: none"> 최대 5,500원 적립 편의 예약 시 251,050원

최대 765원 적립

← 객실 상세 정보

2018년 5월 9일(토) ~ 2018년 5월 10일(목), 1박 성인 2명, 아동 1명

아메리칸 스탠다드 더블 - 산전망
최대 가능 인원 3명 | 더블 1개

- ✓ 조식 불포함 -276,000원
- ✓ 성인 2명, 아동 1명 -쿠팡판매가 266,550원
- ✓ All inclusive (1박당 30,600원)
- ✓ 일일제 무료중점 -와우회원가 226,550원 (1박당 30,600원)
- ✓ 대기예약
- 할부 결제 가능
- 무료취소 10일 10일까지
- 무조건 무료취소 가능
- 19% 할인
- 세금/봉사료 포함

전역객실 3개 **최대 5,500원 적립**

객실 시설

객실(21층) - 30㎡(9평), 방3, 욕실2, 주방1, 테라스

전화, 라디오, 케이블 채널, 평면 TV, 안전 금고, 에어컨, 다리미, 업무용 책상, 휴식 공간, 난방 시설, 소파, 옷장, 옷걸이, 슬리퍼, 냉장고, 전자레인지, 주방, 식사 공간, 휴식 공간

욕실

샤워, 헤어드라이어, 목욕 가운, 욕실 용품, 화장실, 욕실, 온수(24h)

서비스&기타

모닝콜서비스, 자동응답기, 키넥팅룸

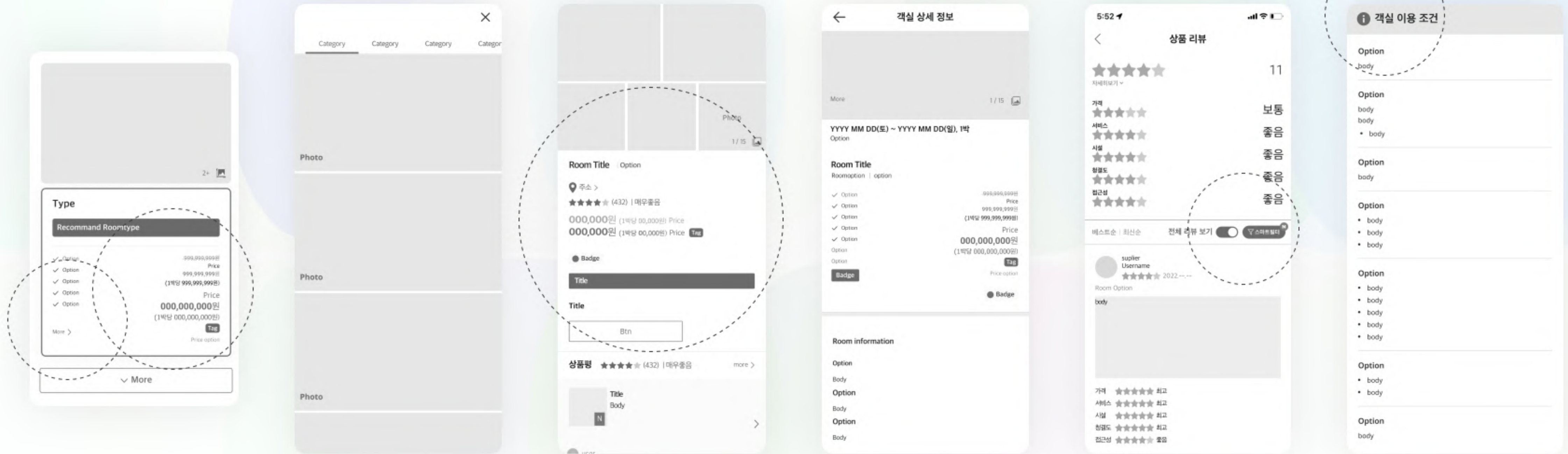
취소/환불 규정

취소/환불 규정

자세한 취소 수수료는 마이쿠팡 또는 취소 접수 시 확인 가능합니다.

Wireframe

Before improving the UI/UX of the project, we simplified the workflow and set goals to ensure everyone was aligned in the same direction.



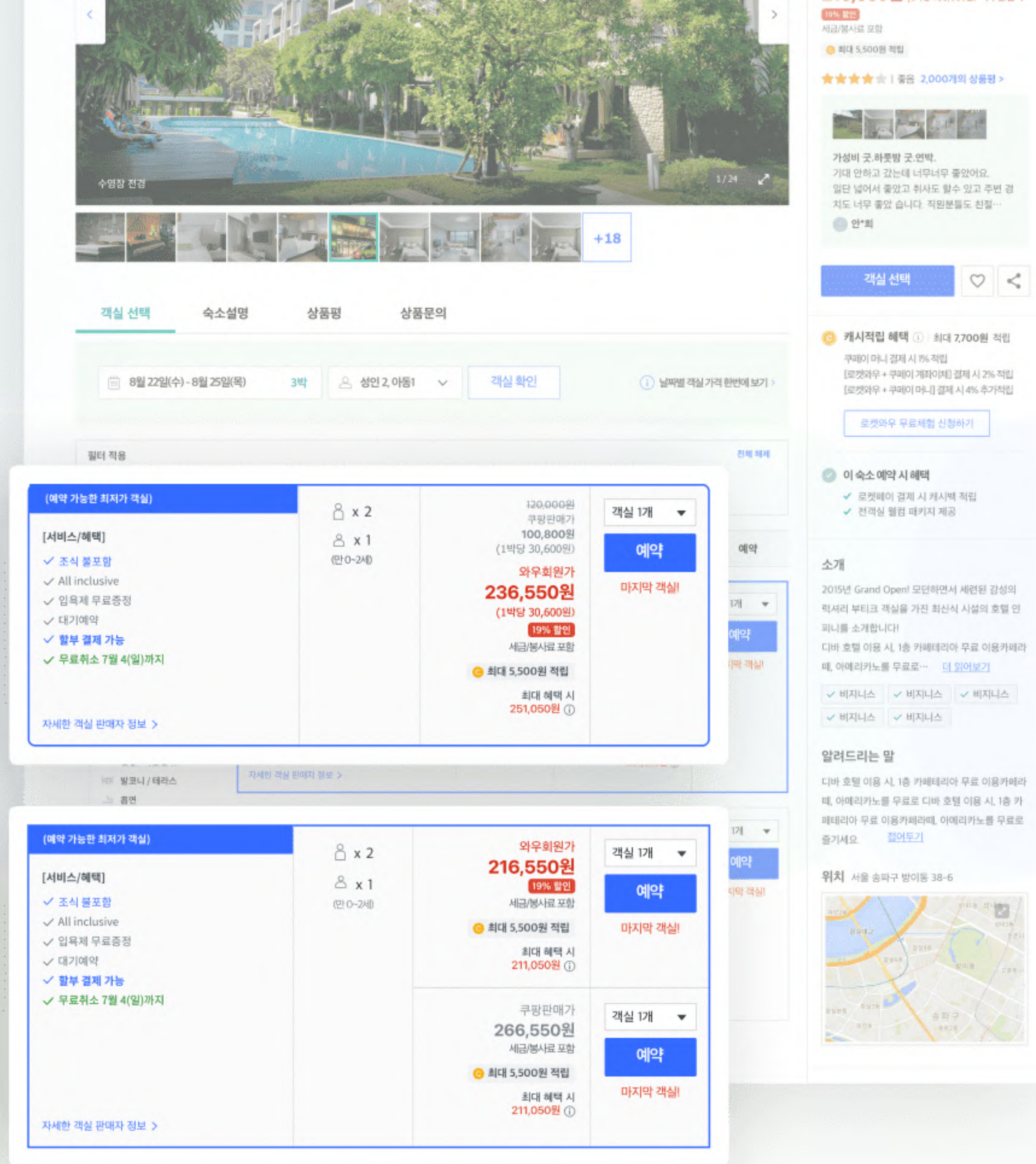
PC Roommapping

Recommends the lowest-priced rooms.

We placed the available lowest-priced rooms at the top to facilitate easy product selection and to further streamline the purchasing process for quick transactions.

Displaying Coupang Wow membership prices

Showing prices for regular members and Wow members separately to encourage users to sign up for Wow membership.





1 Support for various devices

To accommodate the convenience of business owners and OFCs (Operations Field Consultants), who alternate between internal and external activities, we offer variations in screen sizes suitable for various devices.

2 Convenient Sales Management

To enhance efficiency in operations and enable business owners to focus more on store management through active data utilization, we are restructuring to allow OFCs to concentrate on consulting. Real-time monitoring of input values from each channel allows for easy and quick access.

3 Multi-channel Planning

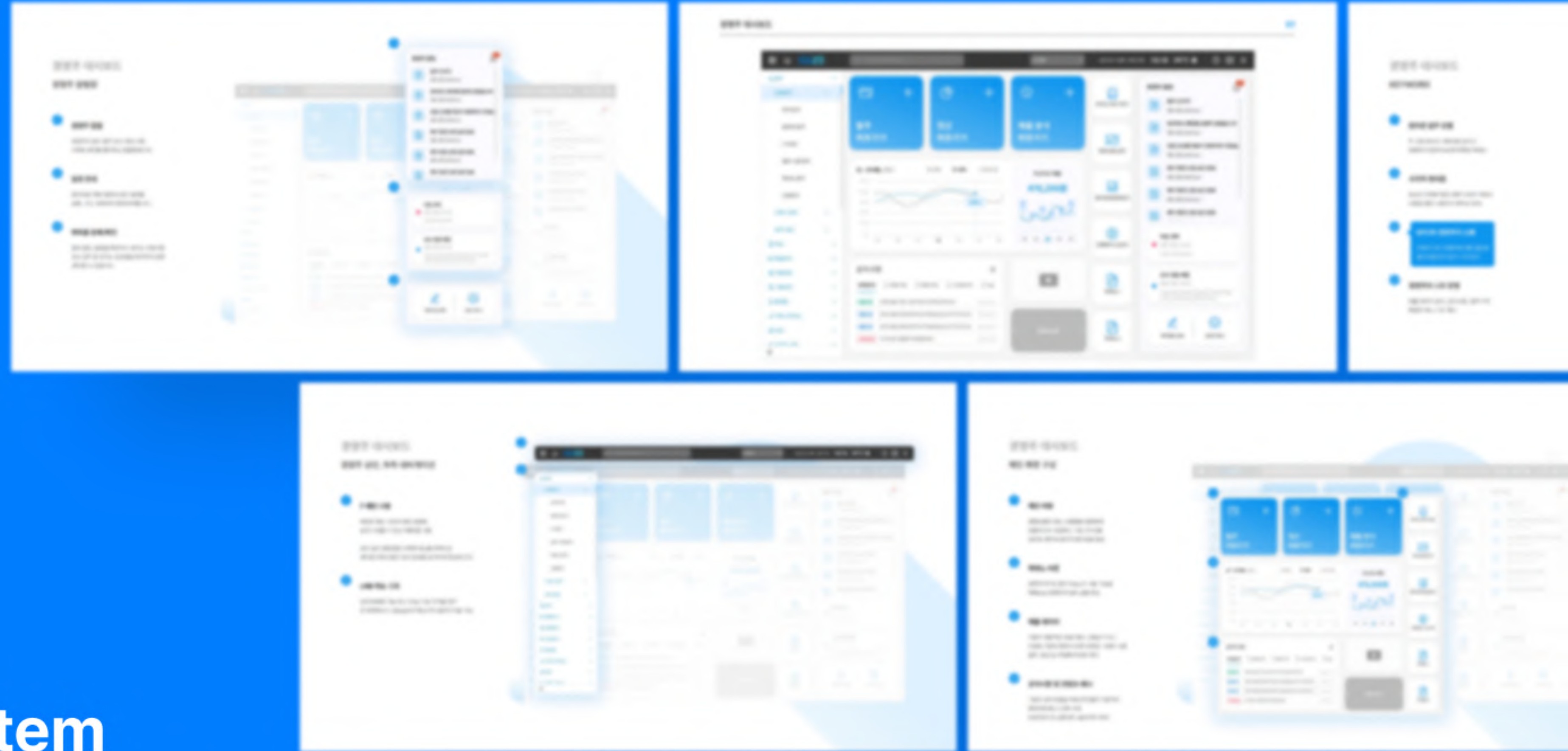
We plan and design the UX/UI for three channels: from the business owner (franchisee) who directly manages the convenience store, to the OFC providing consulting to the franchisee, and to the headquarters overseeing the entire system.

GS Retail UI/UX Project

GS25 convenience store's store management system redevelopment project. The store management system connects franchisees, OFCs (Operations Field Consultants), and headquarters, serving as a management system. We revamped the entire user interface to streamline processes such as ordering and receiving with just one click. Using TXG's UX-driven approach, we planned and designed a large-scale project of over 600 pages.

GS25 Store Management System Planned · Designed Implementation 2023

We created a project plan for PC, tablet, POS, and mobile screens and developed UI designs including a design system. Utilizing TXG's UX-driven approach, we managed a large-scale project of over 600 pages. *Detailed information confidential.



GS25 Store Management System

Planning · Design Antecedent 2022 -2023

GS25 convenience store's store management system redevelopment project. The store management system connects store owners, OFCs (Operations Field Consultants), and the headquarters, serving as a management system. We revamped the entire user interface to streamline operations, enabling tasks such as ordering and receiving to be completed with just one click.

CONFIDENTIAL

CONFIDENTIAL

TOURVIS

1 Hotel Search

Users can conveniently set their search preferences based on keywords such as recommended regions/locations, my tags, room options, and more. This allows them to search according to their preferred conditions with ease.

2 Place Search

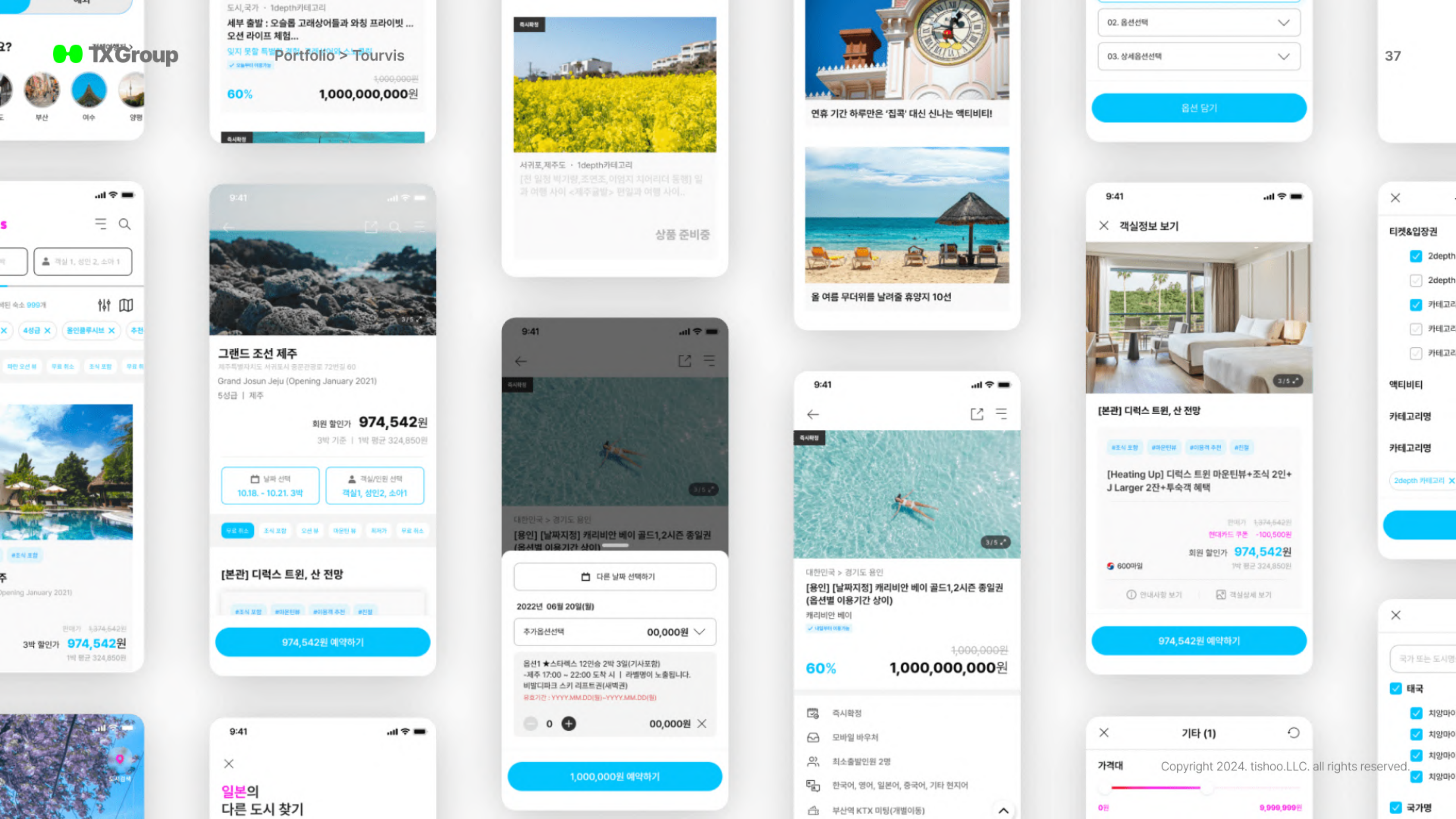
As users scroll down, they are presented with recommendations for various travel products such as flights, accommodations, activities, and more. Upon initial entry, users can conveniently navigate to their desired category through icon menus, allowing for easy product searches.

3 Tour & Activity

We curate and recommend activities and ticket products that users can enjoy at travel destinations in the Category Tab area at the top.

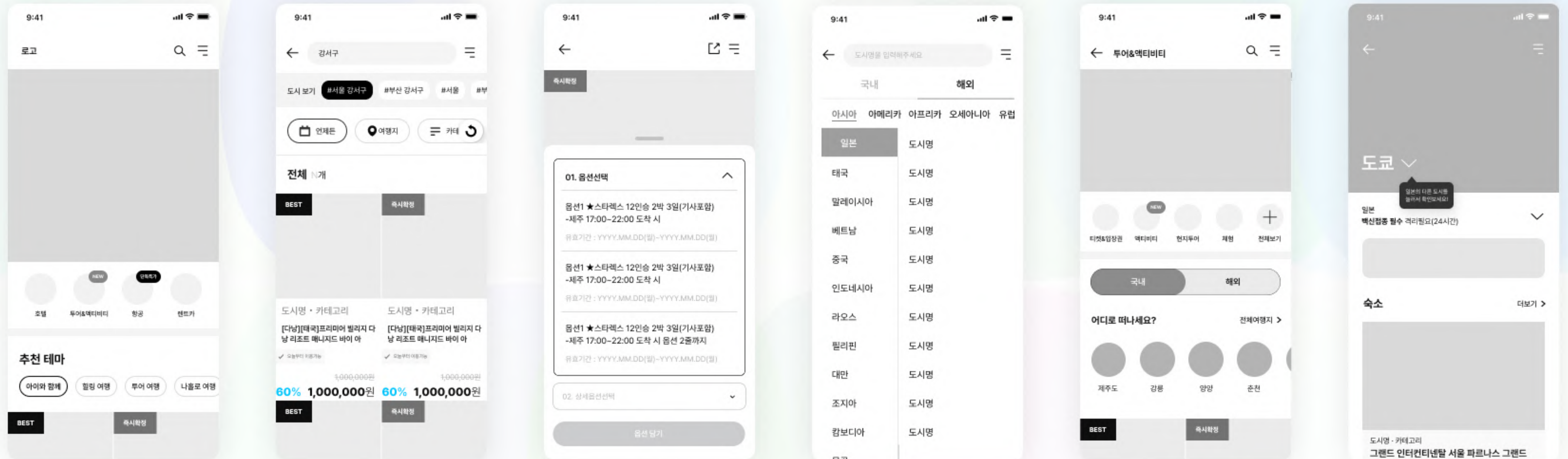
Tourvis
UI/UX · Brand Identity
Renewal Project

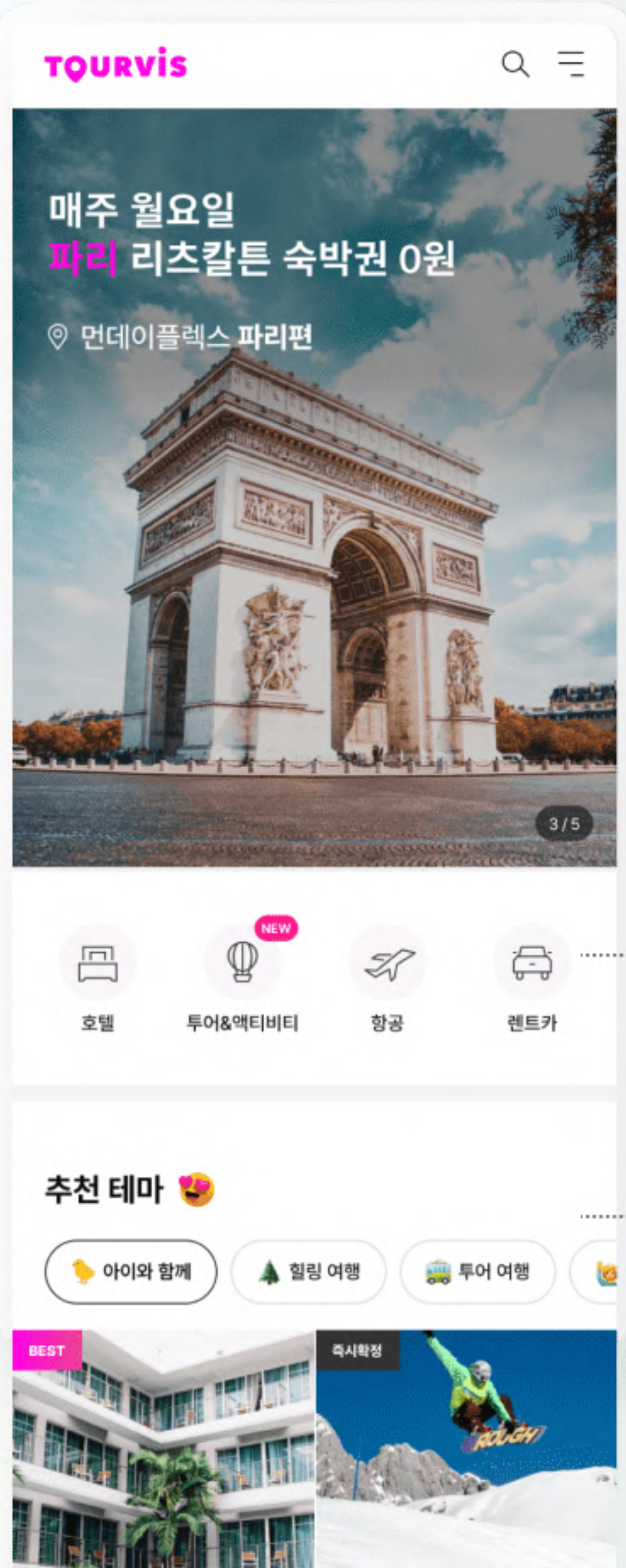
Tourvis travel service has grown into a standalone brand recognized by consumers, businesses, and the media. As the first domestic travel agency to adopt New Distribution Capability (NDC), Tourvis directly integrates airlines and travel agencies to offer differentiated services such as discounted fares, seat selection, and in-flight meal options.



Wireframe

Before improving the UI/UX, we simplified the project's workflow and set goals to ensure everyone is aligned in the same direction.





Direct Navigation to Key Menus

Upon initial entry, we immediately display four key products, enabling convenient menu navigation from the home screen.

Chips for themed recommendations.

Recommend various products grouped by theme to assist users in their product selection.

도시명 · 카테고리 [다낭][태국]프리미어 빌리지 다낭 리조트 매니지드 바이 아

도시명 · 테마파크/워터파크 [경기][양주] 2022 눈꽃축제 눈썰매 상품 2줄 노출 ..

600마일 1박 평균 1,000,000원 60% 1,000,000원

BEST SALE

도시명 · 카테고리 [다낭][태국]프리미어 빌리지 다낭 리조트 매니지드 바이 아

도시명 · 카테고리 [다낭][태국]프리미어 빌리지 다낭 리조트 매니지드 바이 아

600마일 1박 평균 1,000,000원 600마일 1박 평균 1,000,000원

추천 테마 더보기 ▾

테마이름 - 인기여행지



Recommend popular travel destinations by region.

Provide popular travel destinations by region to meet the increased demand for domestic travel, and recommend products tailored to each region.



**HEALTHIER, LONGER,
BETTER LIVES**

1 Omnichannel

Implementing an organic service integration feature that combines all online and offline channels, we establish a unique service operation strategy based on it. For example, combining photo cards with QR codes, offering merchandise, and seamlessly recommending insurance products.

2 Contextualized

We plan the service by actively incorporating opinions and insights obtained through in-depth user interviews, ensuring that users can enjoy and consume the platform without any inconvenience.

3 Personalized

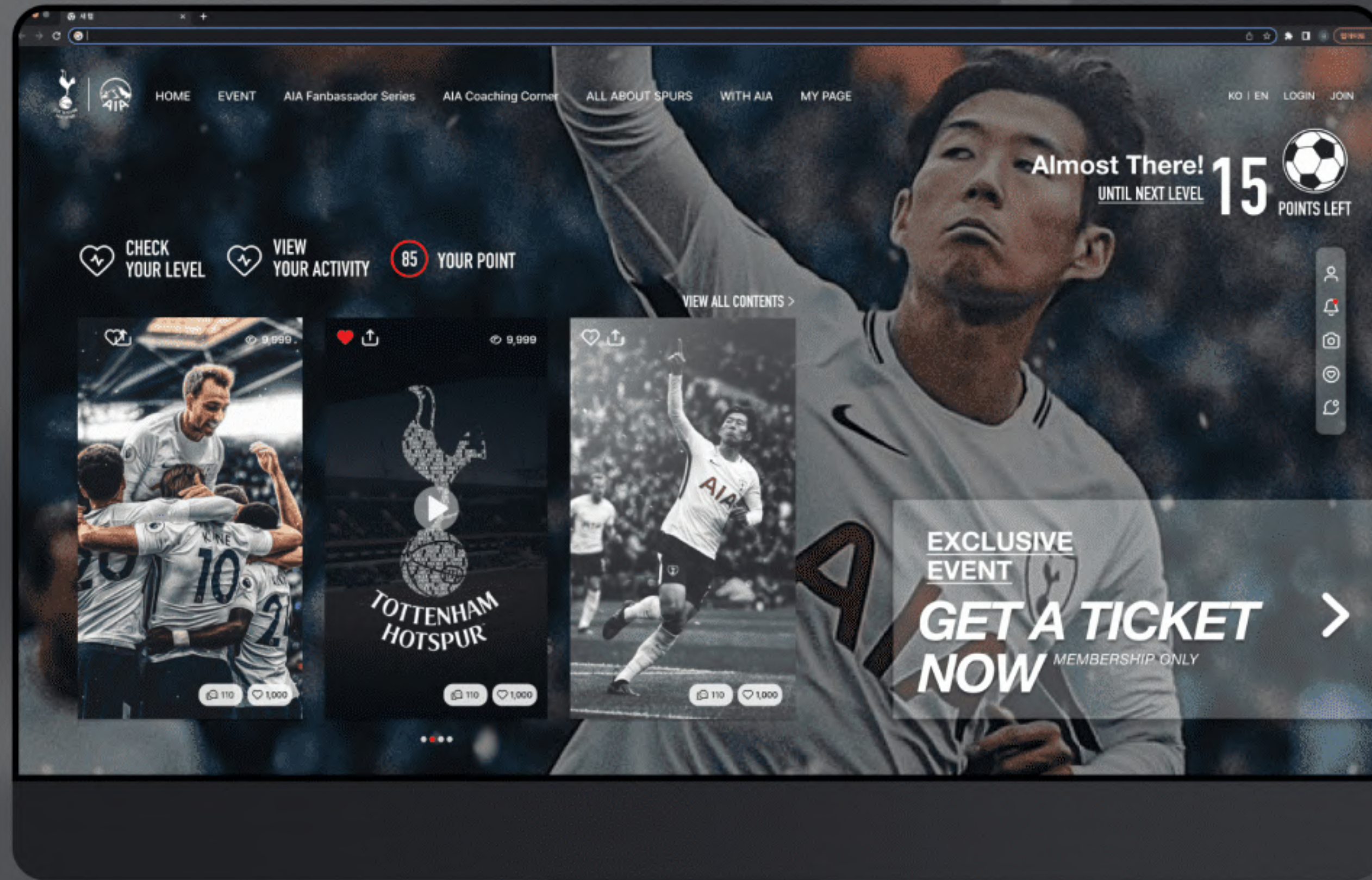
Users can experience a more personalized and valuable experience through MY PAGE. We aim to deliver a sense of utility by shifting from simply consuming content to "creating and changing it myself."

**AIA Spurs Hub
UI/UX Project Proposal**

AIA Life, based on an understanding of society and culture, is successfully building a narrative marketing strategy through its partnership with Tottenham and the content featuring Son Heung-min, effectively capturing the spirit of the times.

UXUI Design

PAGE VER.01 - MAIN PAGE

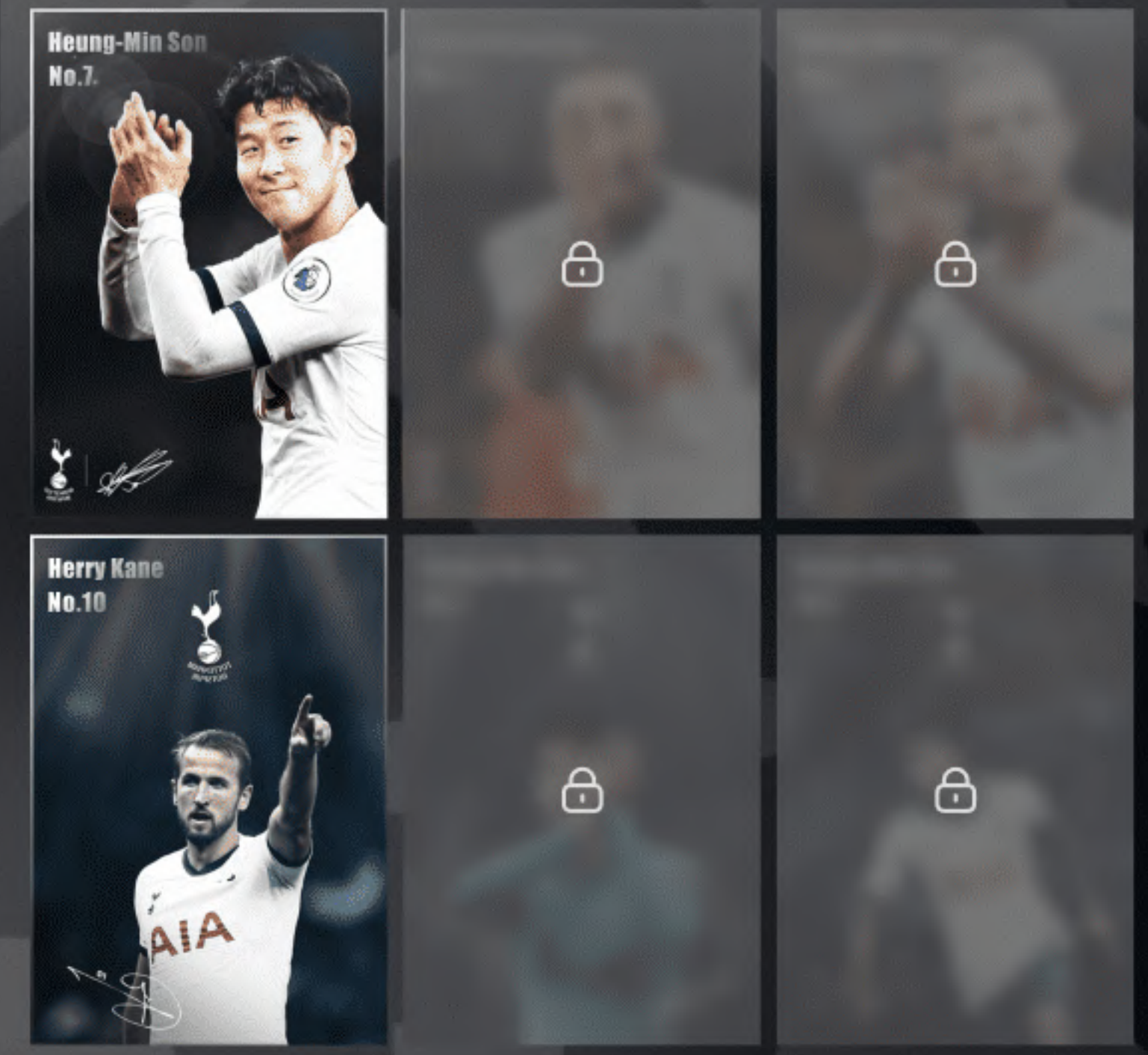


OFFICIAL PARTNER
LEARN MORE



EXCLUSIVE PHOTOCARD

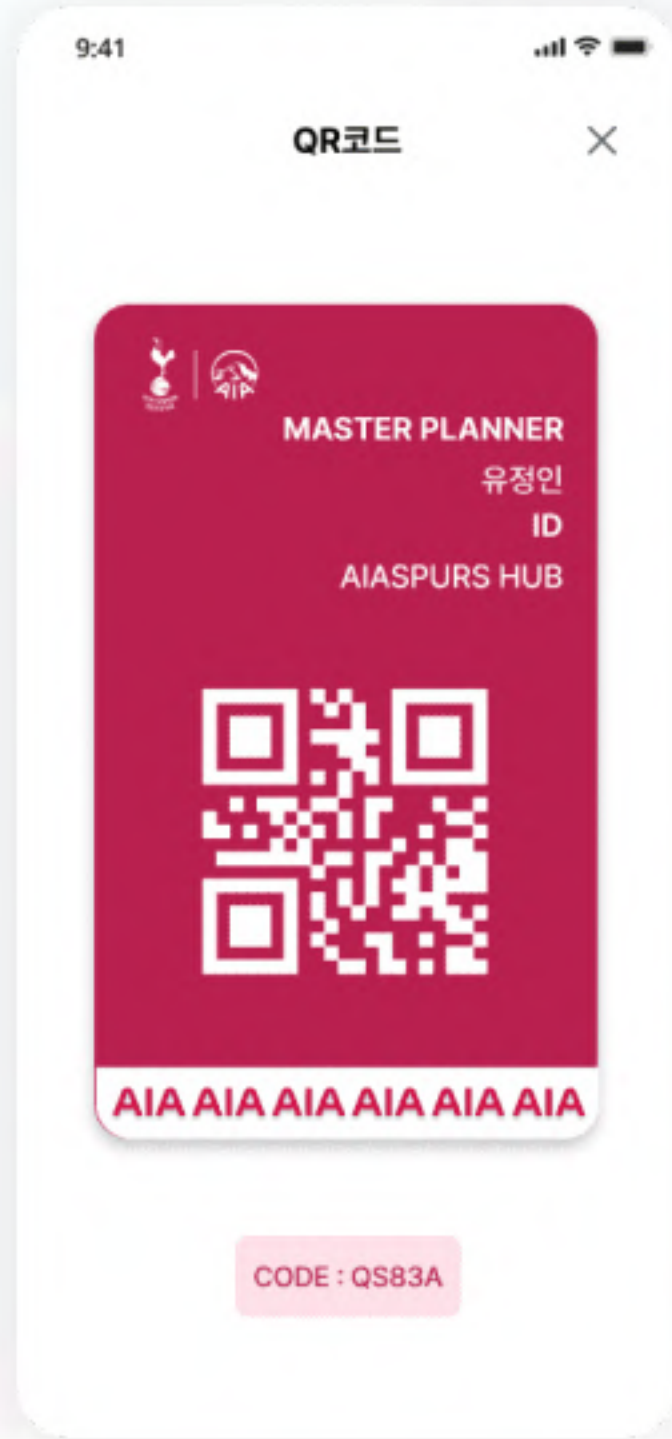
UNLOCK THE CARD >



VIEW ALL PHOTOCARD >



VIEW ALL EXCLUSIVE PHOTOS >



AIA Spurs Hub UI/UX Project Proposal

We offer a space for seamless communication between potential customers. By creating a natural communication hub, we cater to the MZ generation who may find in-person meetings, phone calls, or complex processes overwhelming. This enables us to provide prospective customers with a new AIA O2O marketing experience, utilizing the Master Planner's Touching Tool effectively.


Contents

01

 About Us

- Introduction
- Message from the CEO

02

 Working Method


- Our Services
- Our Philosophy
- Our Consulting Process
- Our Work Flow

03

 Portfolio

- tishoo.com
- Coupang
- GS Retail
- Tourvis
- AIA

04

 Education

- Programs
- Lecture Overview



Standard Course

Master Package

Basic Program

We have designed a 3-month or 6-month course for entry-level practitioners to acquire all the necessary concepts and know-how for performing PO tasks. Alongside lectures covering business, design, and technology concepts, there are also opportunities for book studies with fellow team members. Through presentations and discussions, participants can enhance their communication skills, a key competency.



Enterprise Lectures

Product Ownership Essentials

Enterprise Program

Being a product owner involves navigating a complex landscape of challenges. This role places you at the epicenter of harmonizing disparate domains of expertise and cutting-edge technologies with user needs, ultimately materializing these elements into tangible products. It demands leading a diverse array of stakeholders through this intricate process.

We focus on bridging the gap between theory and practice, discussing the qualities needed in practice and the direction of the PO role. We explore together what skills are necessary to effectively lead within limited time and resources.



1 : 1 Coaching

for Leadership

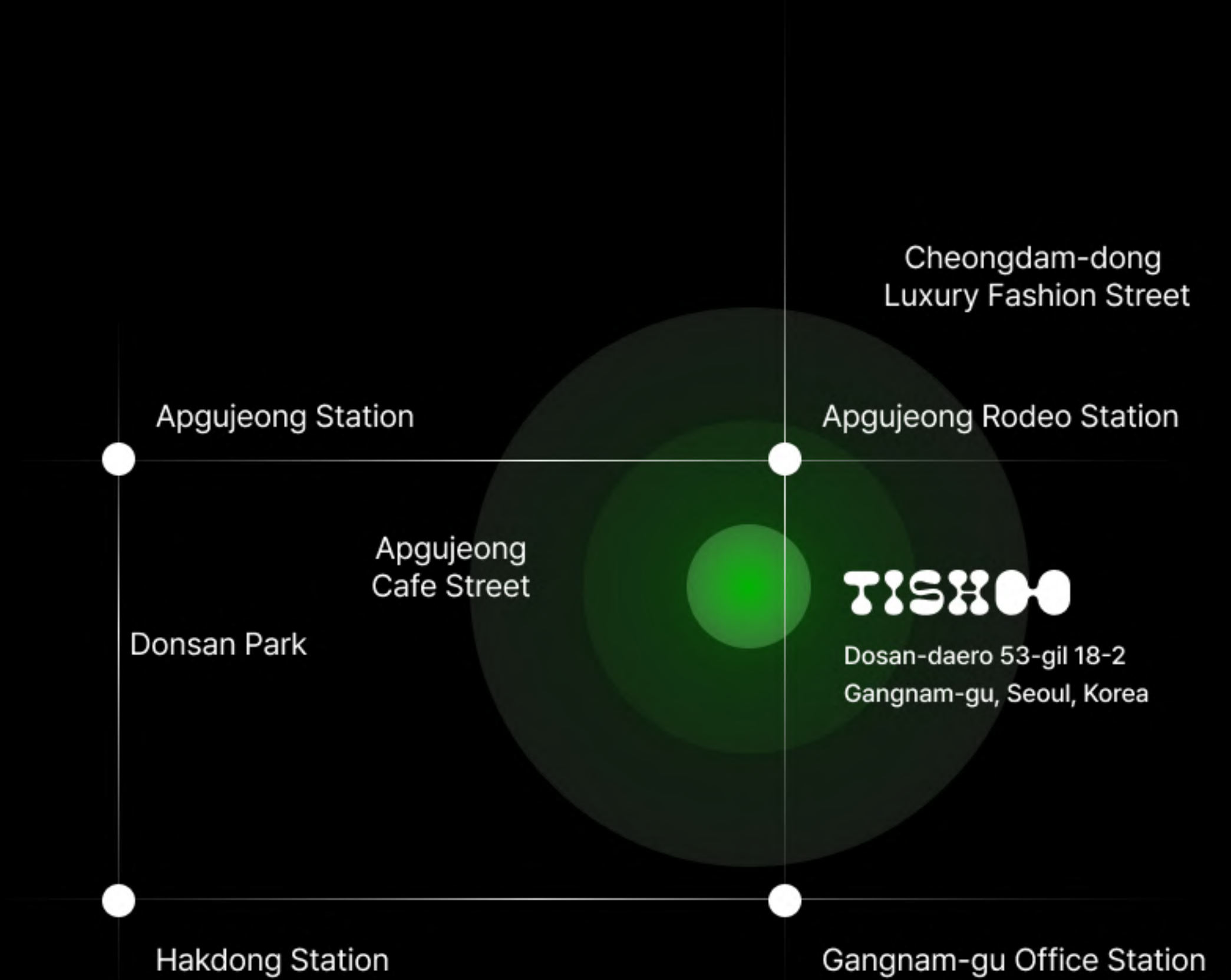
Individual mentoring

Tailored 1 on 1 coaching is provided for project leaders such as planning team leaders, C-level executives, and founders. From the initial planning stages of the project to the QA phase, we impart Tissue's user-centered problem-solving methodology to ensure that the project stays on a user-centric trajectory.

Just as it is the destiny of any project, unexpected issues can arise at any stage. Our coaching focuses on assisting leaders in effectively addressing and responding to these risks, tailored to their individual characteristics, to find fundamental solutions.



Company	Tishoo LLC
CEO	Mina Choi
Business	IT Project Consulting IT Project Managing Office Platform Service Planning and Operation Digital Creative BX/ UX/ UI Design Product Owner Education
Date of establishment	2015.12
Contact	contact@tishoo.com M : +82 10-2171-7101



IT Project Consulting Group

THANK YOU

 **Thank you** ^{EOP}