



IT Project Consulting Group

contact@txgroup.biz

Tishoo
eXperience

user

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Education

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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



Empowering Innovation

Korea's Leading Group Platform Service, Now Expanding to the U.S. Market

TXGroup is a leading digital consulting firm specializing in Digital Transformation (DX), UX/BX Strategy, Business Expansion Consulting, and Corporate Website Development. We help companies optimize digital experiences, drive business transformation, and expand into global markets. While we have worked extensively with top enterprises in Asia, we are now bringing our expertise to the U.S. market—partnering with businesses looking for a fresh perspective on digital innovation.

Why TXGroup?

Bringing a New Perspective to U.S. Businesses

- Global Insight & Fresh UX Strategies – Proven success with Asian enterprises, now adapting for U.S. companies
- Business-Driven UX/BX Consulting – Focused on digital experiences that increase revenue and customer engagement
- M&A & Expansion Support – Helping international firms seamlessly enter the U.S. market with localized UX/BX strategies
- Custom Website Development for Enterprises & Startups – High-performance, conversion-optimized corporate websites
- Tailored Digital Transformation (DX) – AI-driven service design & automation solutions

Then, Why work with TXGroup?

Here are the key reasons to choose us as your partner.

- Global Expertise with Fresh U.S. Market Entry – We bring new perspectives, not outdated solutions.
- Proven Success in Digital Transformation & UX Optimization – Our Asian-market success is now available for U.S. businesses.
- Business-Centric UX & BX – We prioritize revenue growth, customer retention, and market scalability.
- Agile & Flexible Solutions – We work as an extension of your team, ensuring tailored strategies.
- Expert Corporate Website Development – Optimized for digital presence & lead generation.

What we offer U.S. Companies

A. Corporate Website Development for Global Growth

- A.1 We design and develop high-performance, conversion-optimized corporate websites that align with business goals.
- A.2 Our websites focus on brand positioning, lead generation, and customer engagement.
- A.3 We integrate SEO, AI-driven analytics, and performance optimization to maximize business impact.

B. Fresh UX & BX Strategies for Competitive Markets

- B.1 Businesses in the U.S. need to differentiate with digital-first experiences.
We provide UX strategies tailored for high engagement & revenue growth.

C. M&A & Market Expansion UX Consulting

C.1 We help companies entering new markets (e.g., post-acquisition or foreign expansion) seamlessly integrate their brand & digital experience.

D. AI-Driven UX & Customer Engagement Solutions

D.1 Leveraging AI & data insights, we create personalized user journeys that increase customer retention.

E. U.S. Market Entry Strategy for Korean Companies

E.1 We specialize in adapting Korean brands & services for success in the U.S. with localized UX & go-to-market strategies.

Digital Transformation & UX Innovation for Global Growth

Let's Build the Future Together

Contact Us: contact@txgroup.biz

Now Available for U.S. Collaborations – Let's Talk!

TXGroup is your partner for next-level digital transformation.
Let's innovate, scale, and expand together.

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Our Service

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

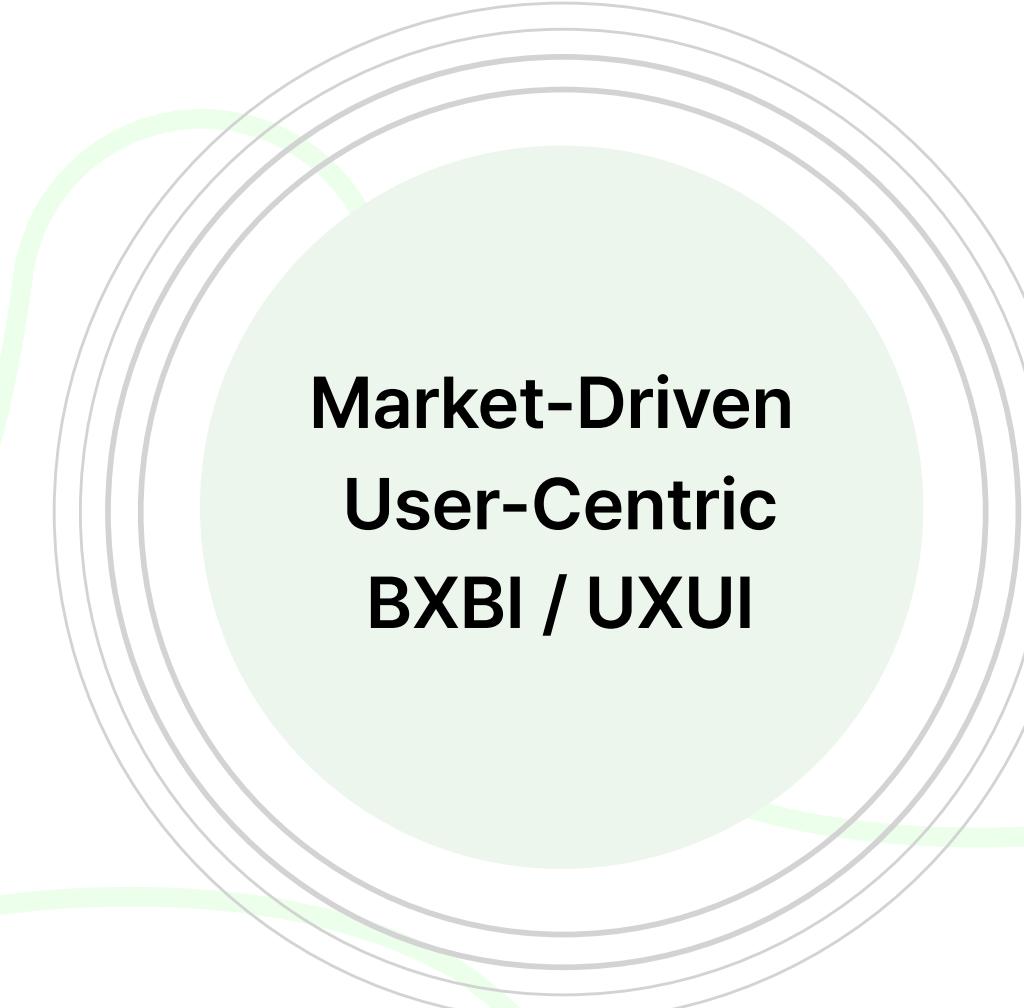
At each stage of growth, every platform service encounters unique challenges to overcome. We assist you in connecting with your customers through the most tishoo-friendly TX approach possible.



Design-Driven



Tech-Driven



Market-Driven
User-Centric
BXBI / UXUI

TXG Consulting Process

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.

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.

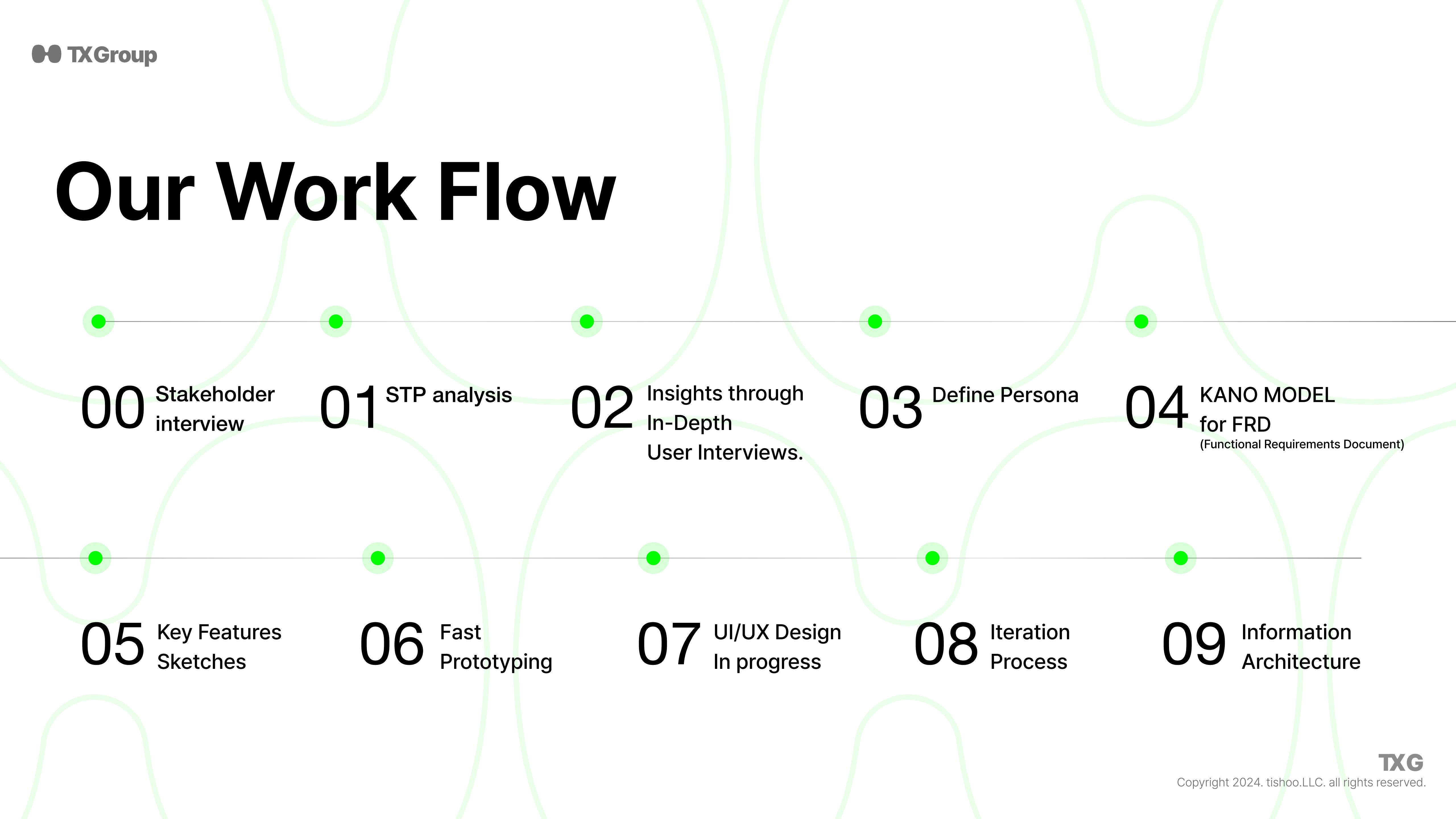
04

Define Persona

Analyzing the Voice of Customer data including pain points and 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



- 00 Stakeholder interview
- 01 STP analysis
- 02 Insights through In-Depth User Interviews.
- 03 Define Persona
- 04 KANO MODEL for FRD
(Functional Requirements Document)
- 05 Key Features Sketches
- 06 Fast Prototyping
- 07 UI/UX Design In progress
- 08 Iteration Process
- 09 Information Architecture

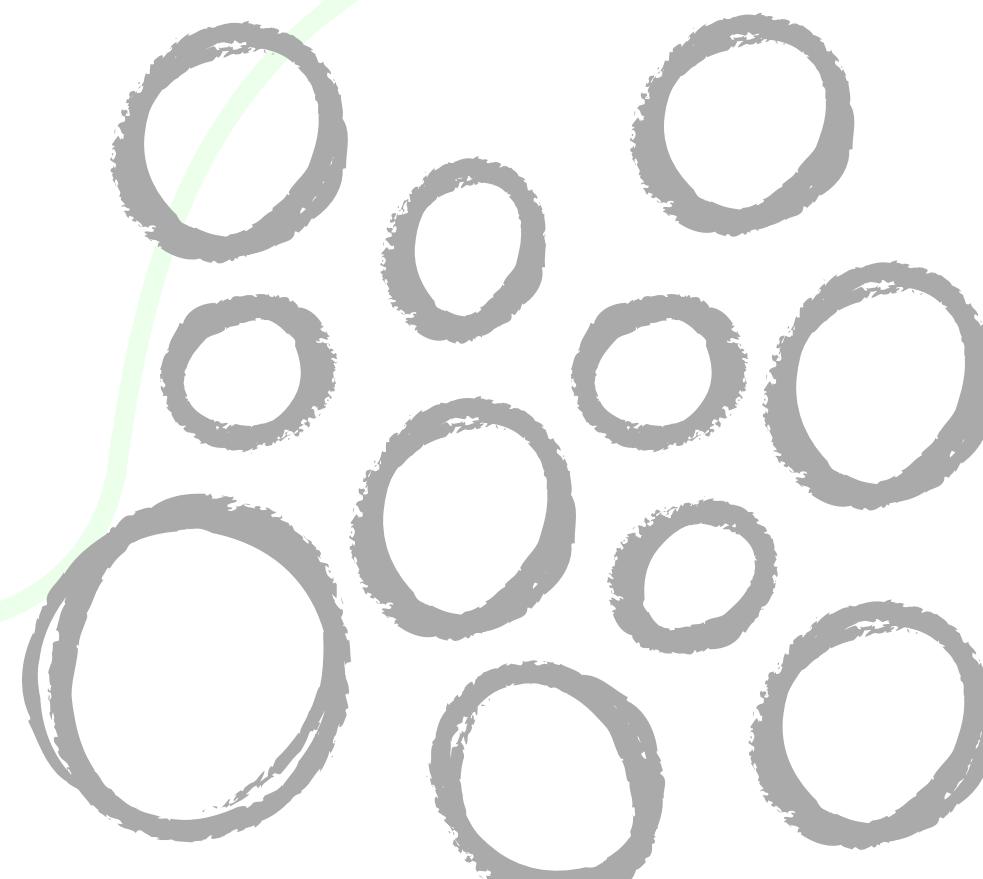
0. Stakeholder Interview

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

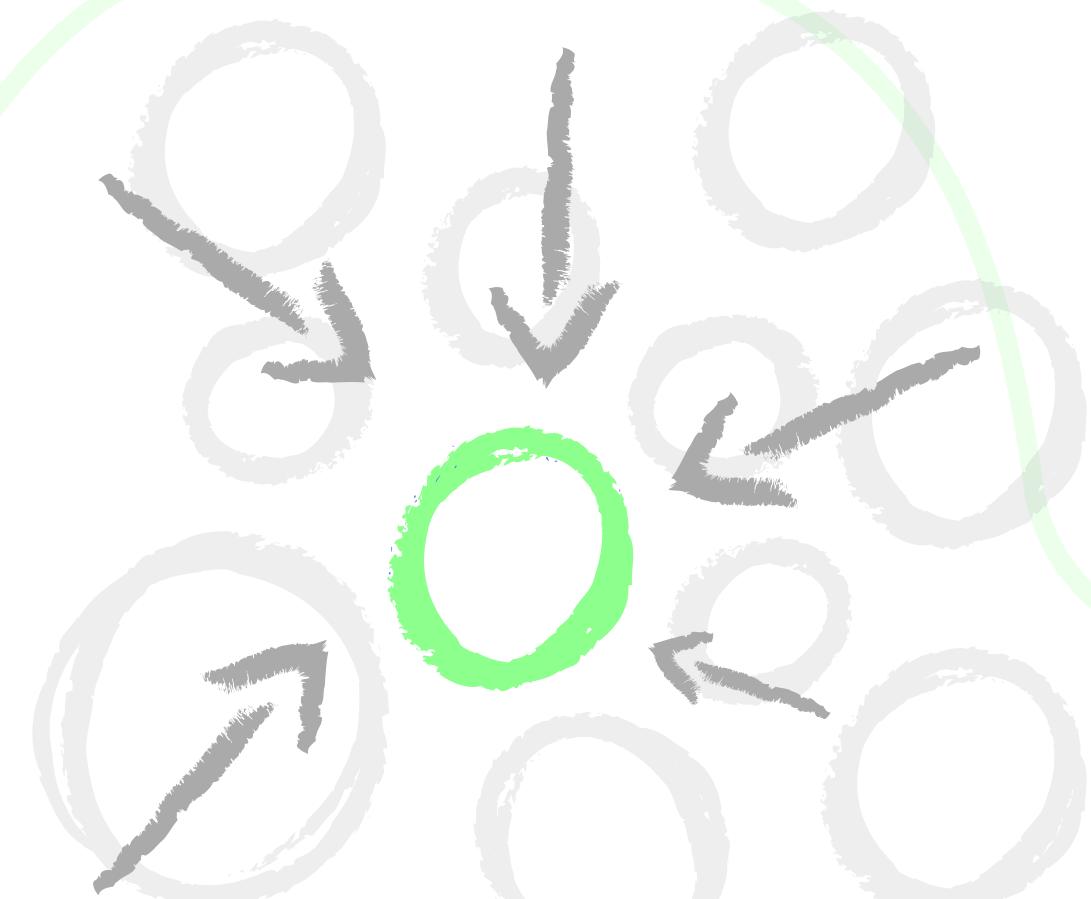
Segmentation

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



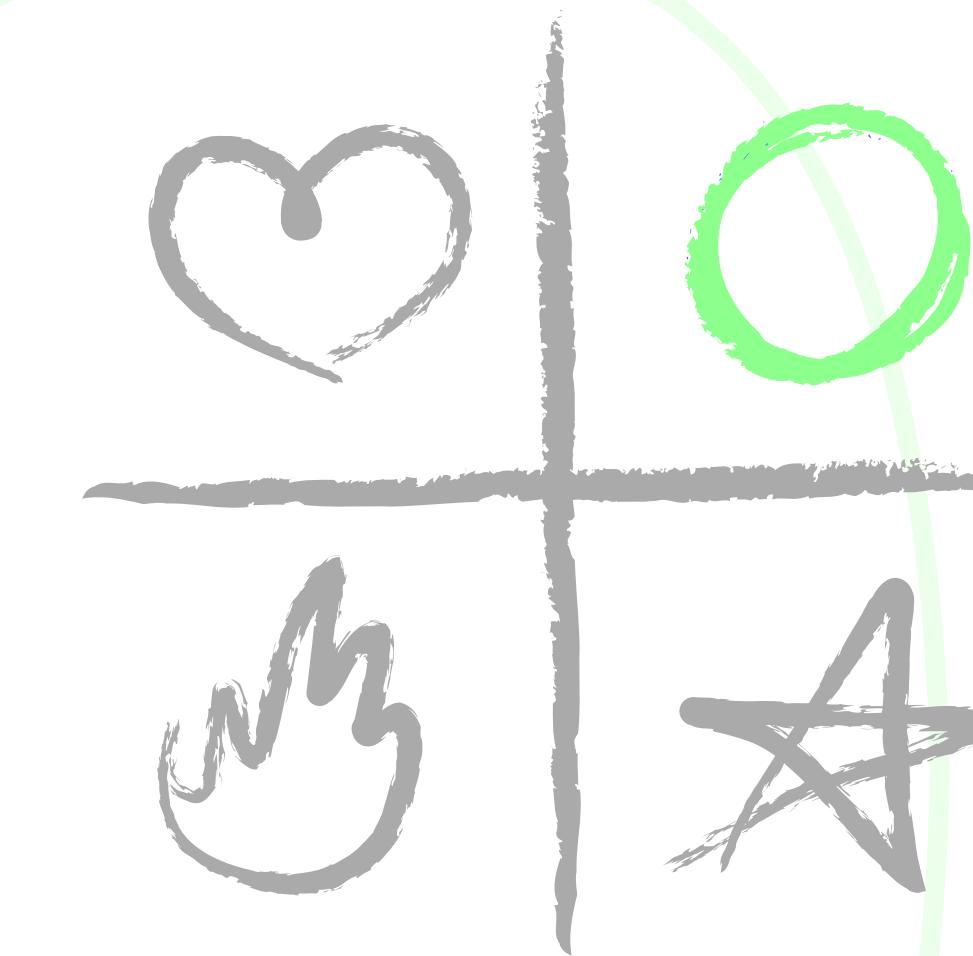
Targeting

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.

Topic1 :	Topic2 :	Topic3 :	Topic4 :	Topic5 :
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 까 이게 제일 최상단에 올라오는 보기 싫더라고요. 알림같은 경우 설정해놓으면 편하지 않나? 했더니 확인하는거 자체가 귀찮대요..	종류 :	빈도 수 :	김해나리 (여, 31세, 마케터)
		예약방법 :	중요도 :	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 동일시된다는 감정도 많이 느끼는 것 같고..
		선호여부 :	동반자 :	요즘에 친구들은 완전 막 초대형 몇십만 되는 인스타그램보다는 마이크로 인플루언서들을 더 보..

Step 1. In-depth-Interview

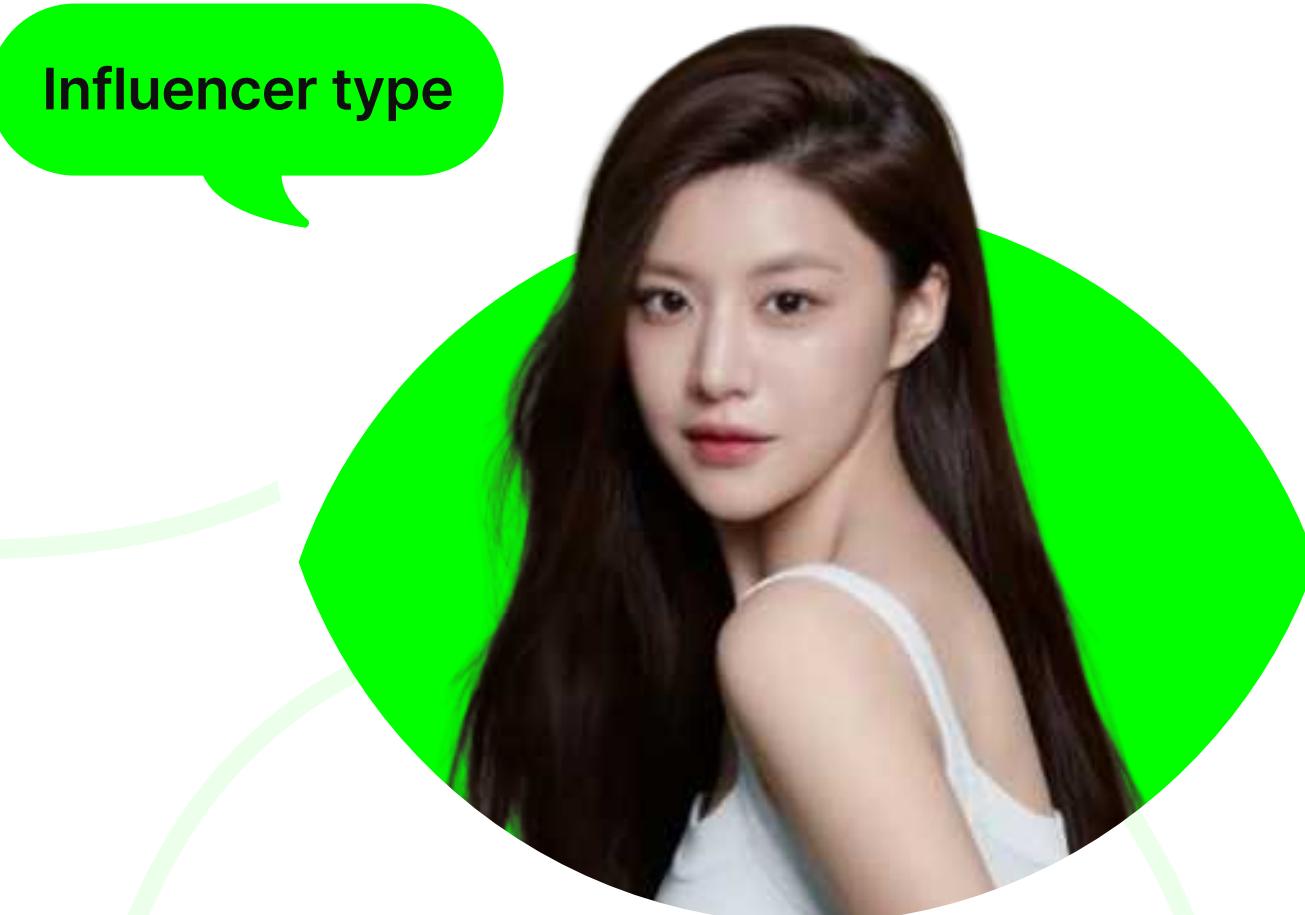
Datafy user voices through in-depth interviews with around 30 target users.

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



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

Influencer type

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

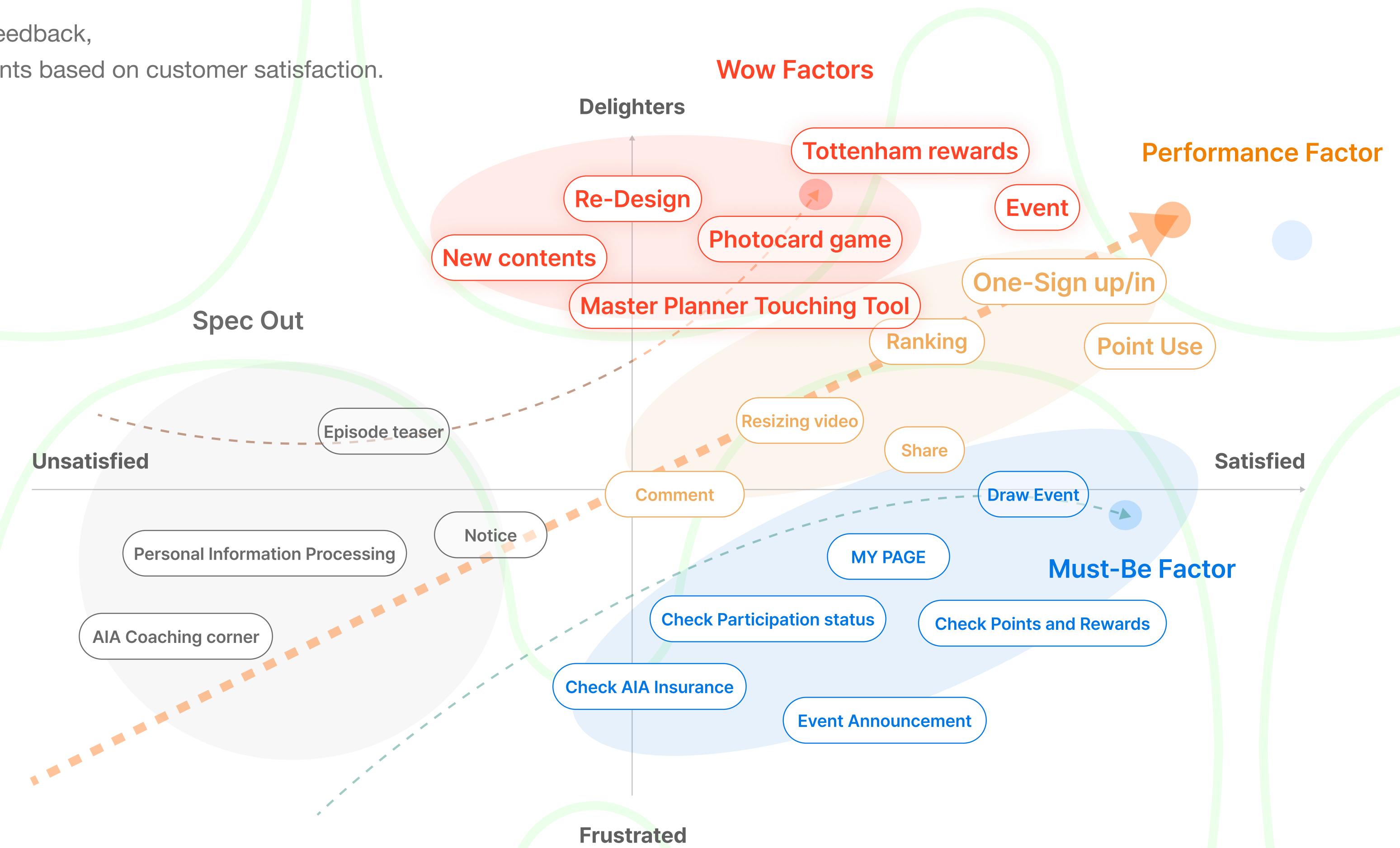
Elements that vary customer satisfaction based on the degree of fulfillment.

● Must-Be Factor

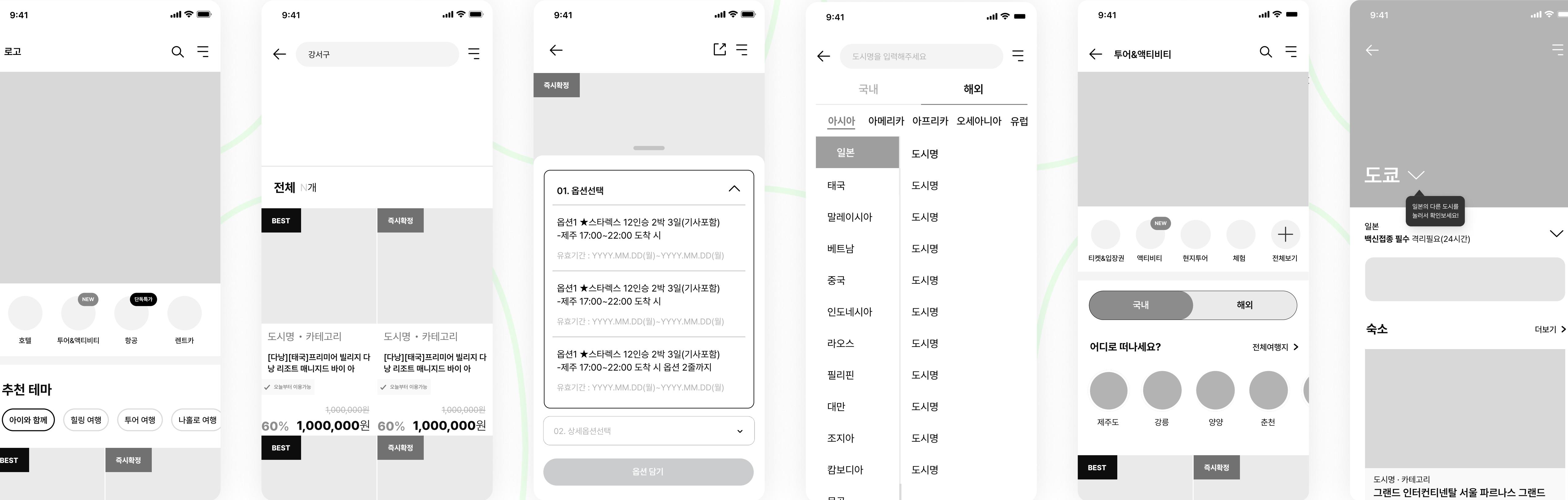
Essential elements that must naturally be included as part of the service.

● Spec Out

Elements that have no impact on customer satisfaction whatsoever.



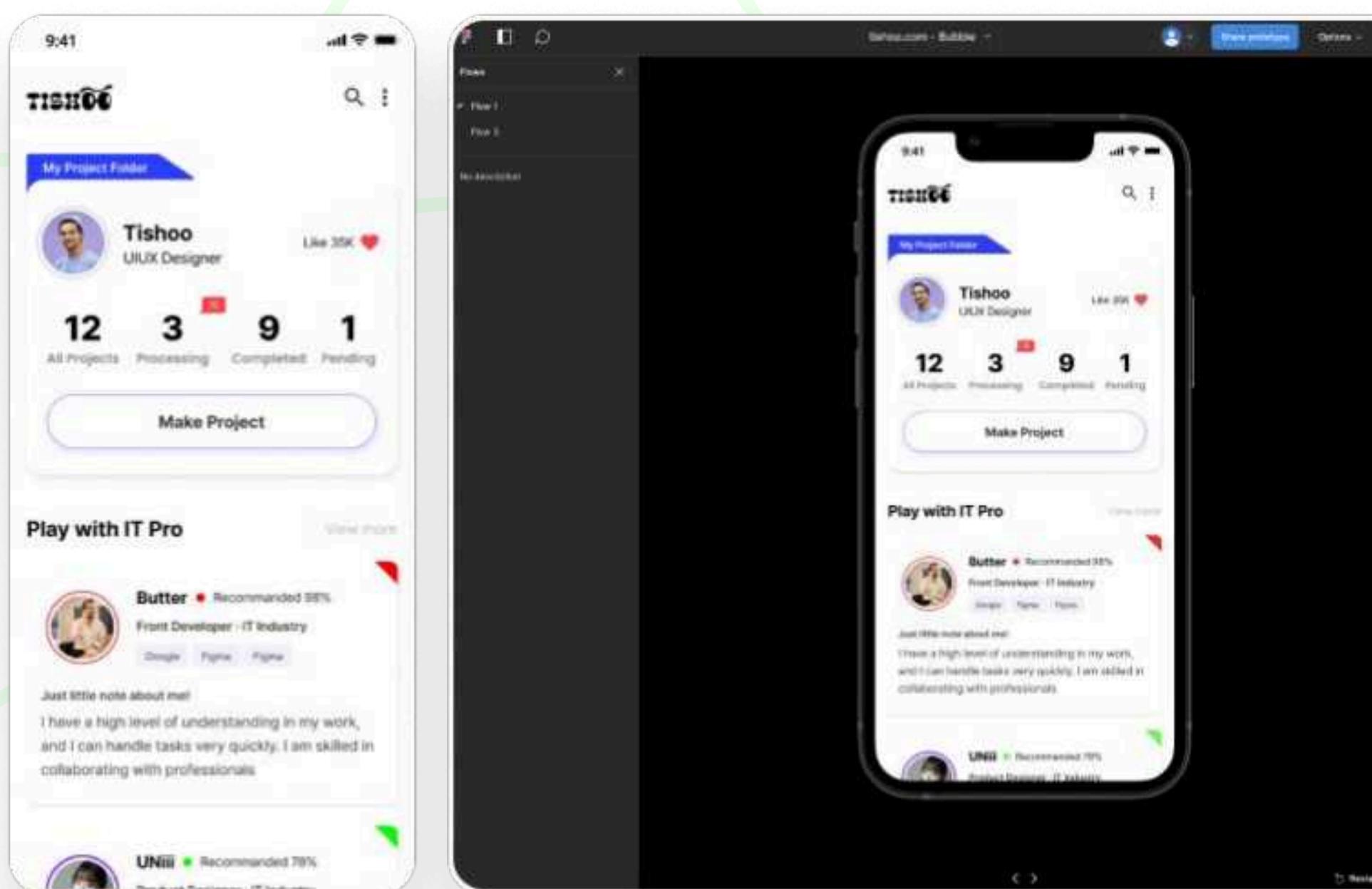
5. Key Features Sketches



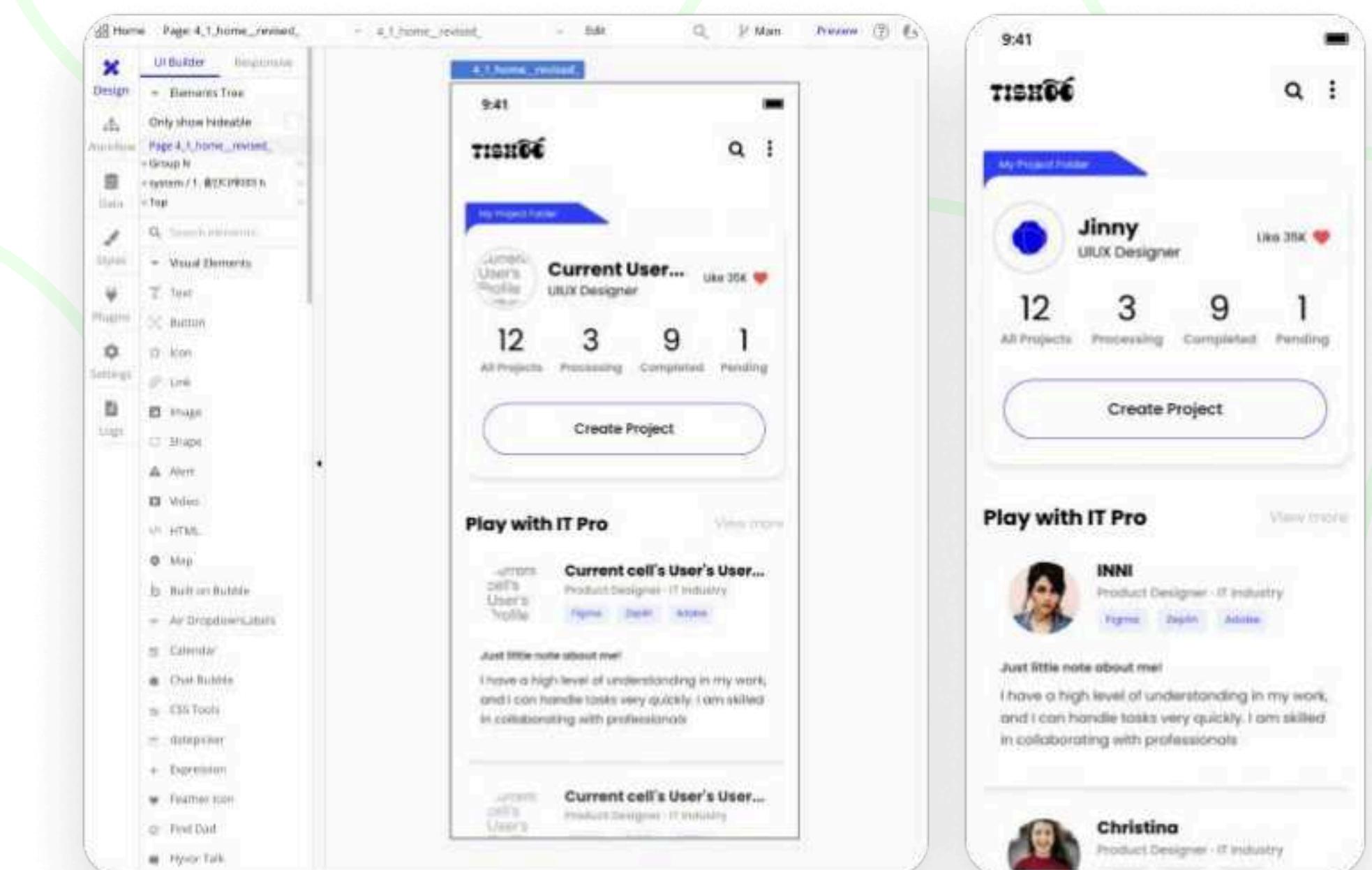
6. Fast Prototyping

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.

The general process of prototyping using Figma



Bubble, Wix, and similar platforms provide development screens.



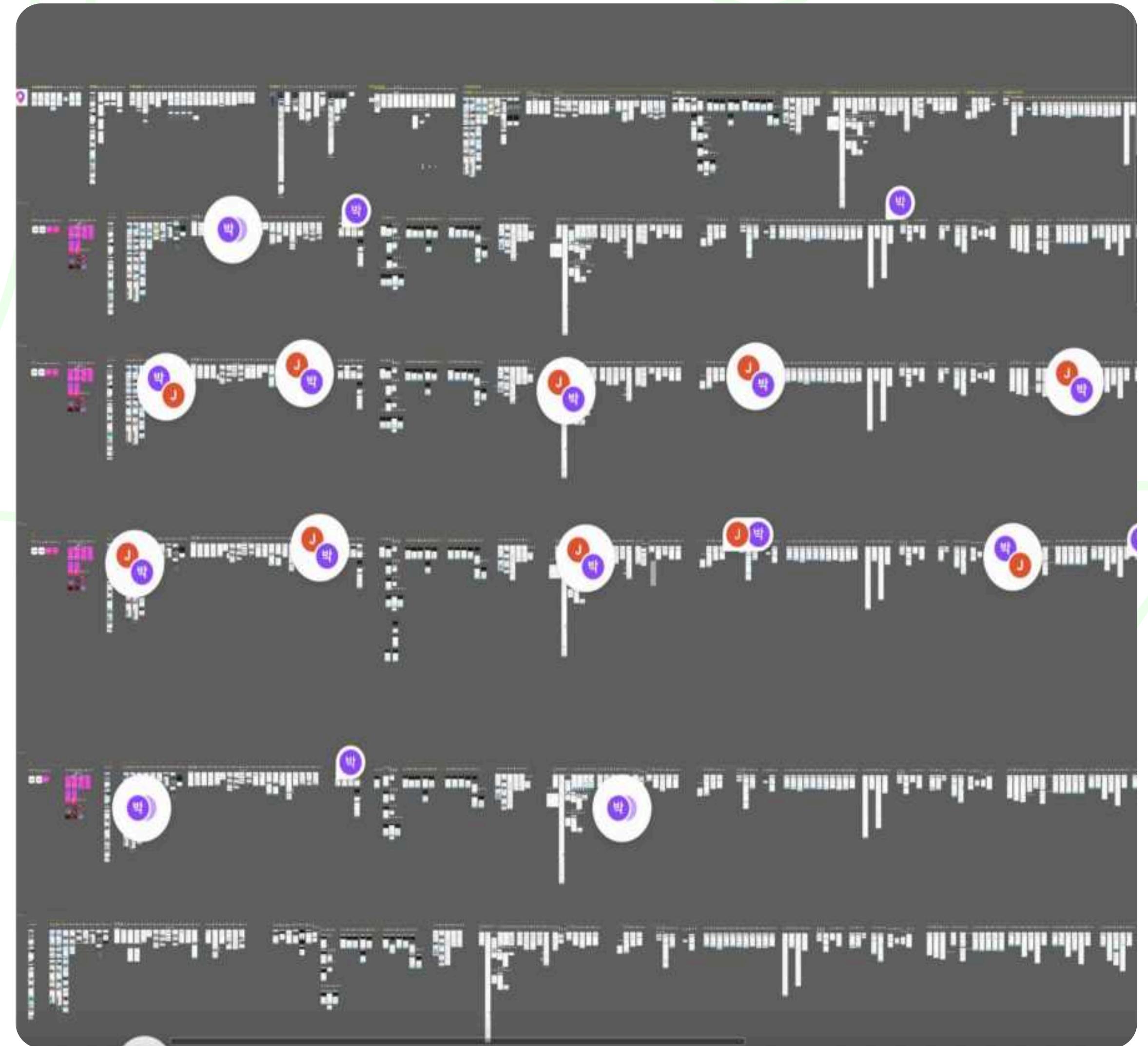
7. UI/UX Design In progress

Using Semantic Versioning System

We utilize the Figma program for efficient communication with clients.

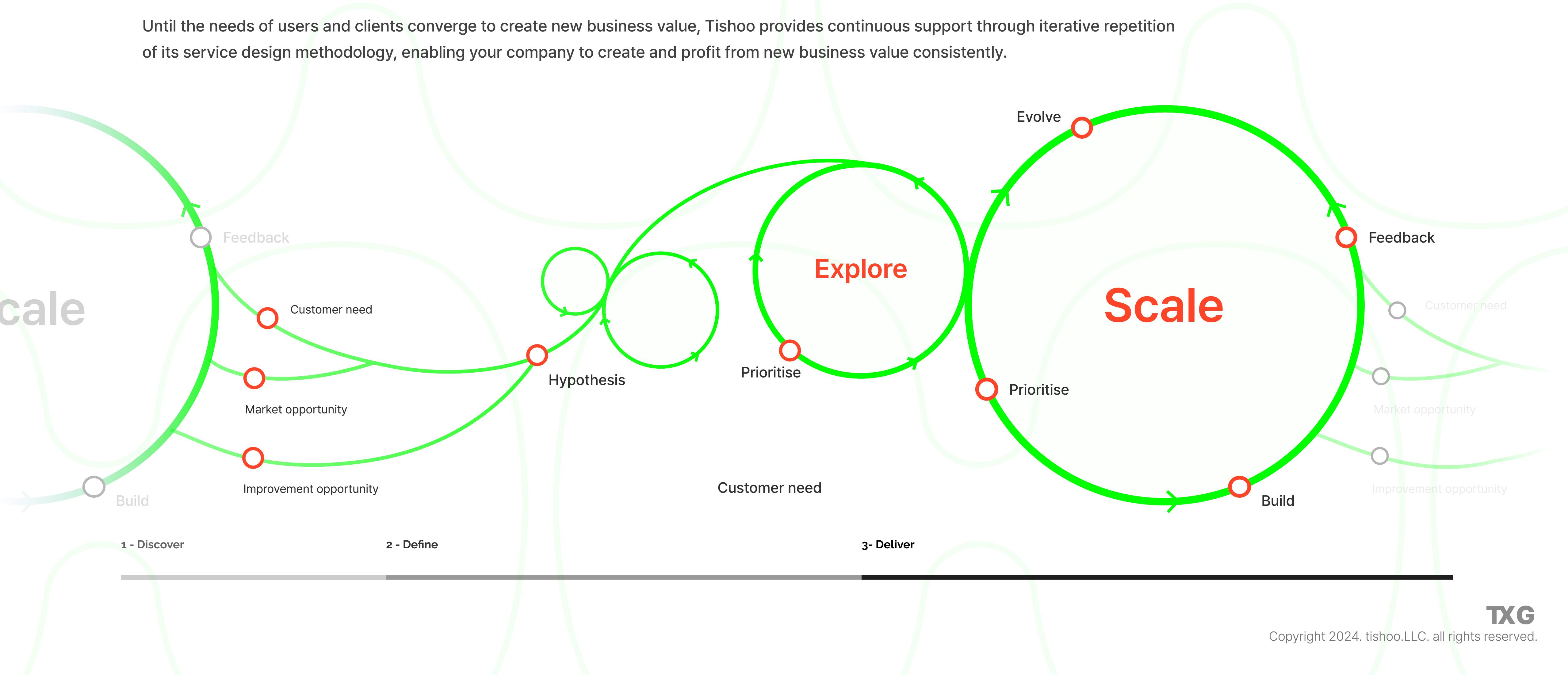
We conduct production using a version control approach for deliverables, treating them like software. This allows for cost-effective processes, enabling us to flexibly accommodate the evolving needs of clients.

Additionally, it facilitates easy project management and communication for maintenance and updates.



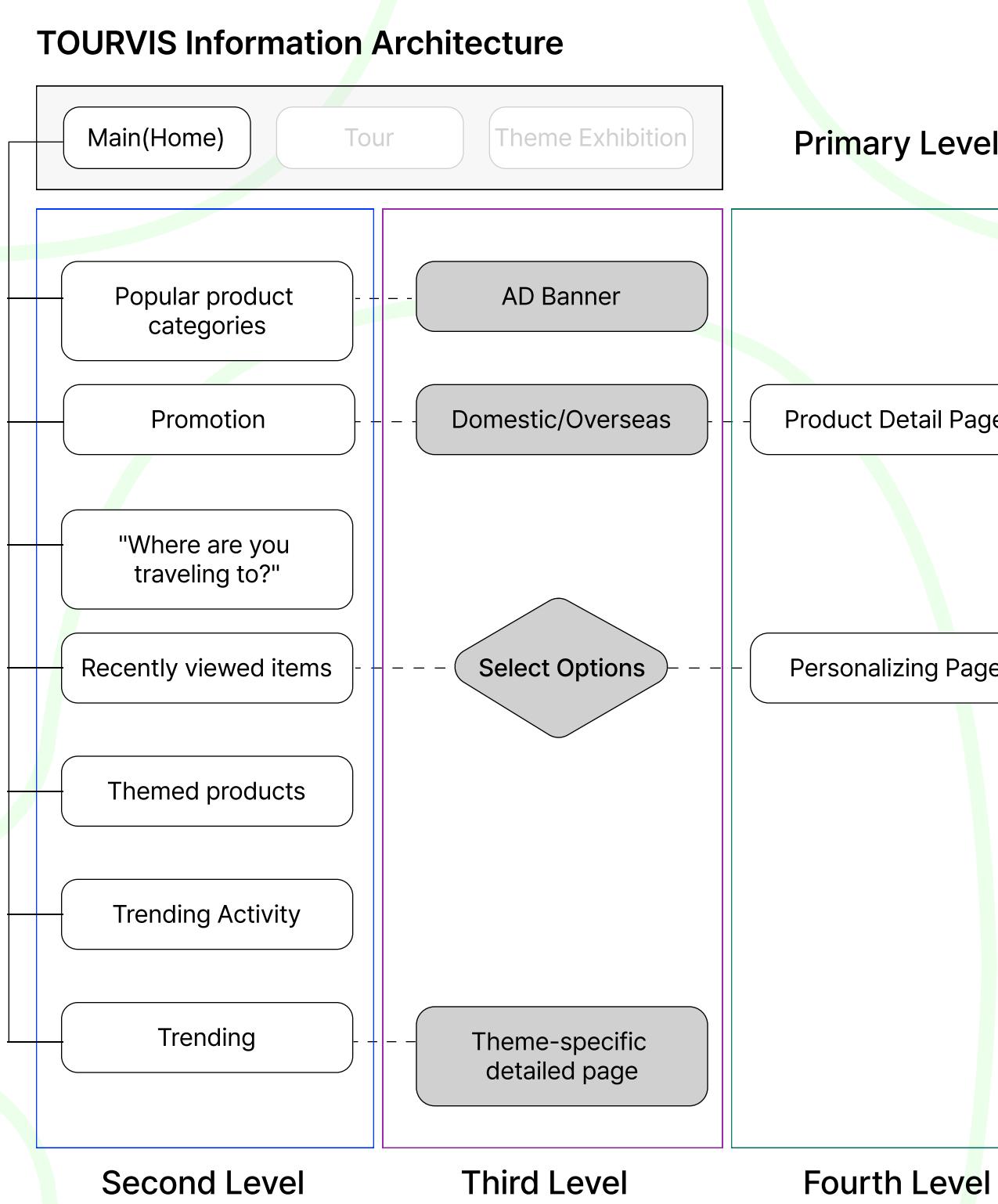
8. Iteration Process

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.



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Lecture Overview



PeopleBio is a South Korean biotech company founded in 2002, specializing in the development of diagnostic technologies for neurodegenerative diseases and cancer, with a particular focus on early detection. The company is best known for its blood-based biomarker diagnostic technology aimed at detecting Alzheimer's disease and other dementia-related conditions. At the core of PeopleBio's innovation is the "Multimer Detection System (MDS)," which detects abnormal proteins such as amyloid-beta (A β) multimers in the blood, associated with Alzheimer's disease. This non-invasive method offers a more convenient and accurate way to diagnose the disease in its early stages compared to traditional methods.

Brain Cognitive Health Care Platform

Consulting & User Research by **TXGroup**

At TXGroup, our methos is rooted in User-Centered Experience Design, focusing on creating products that resonate meaningfully with users.

Classification of Interviewees Based on Cognitive Health and Dementia Care Experience

Interviewee Segmentation Based on Cognitive Health and Dementia Care Experience



Zone 1.

Primary Dementia Caregivers
치매 환자 1차 케어 제공자

Zone 2.

Secondary Dementia Care Supporters
치매 환자 2차 케어 지원자

Zone 3.

Cognitive Impairment and Related Health Condition Experiences
인지장애 및 관련 건강 문제 경험자

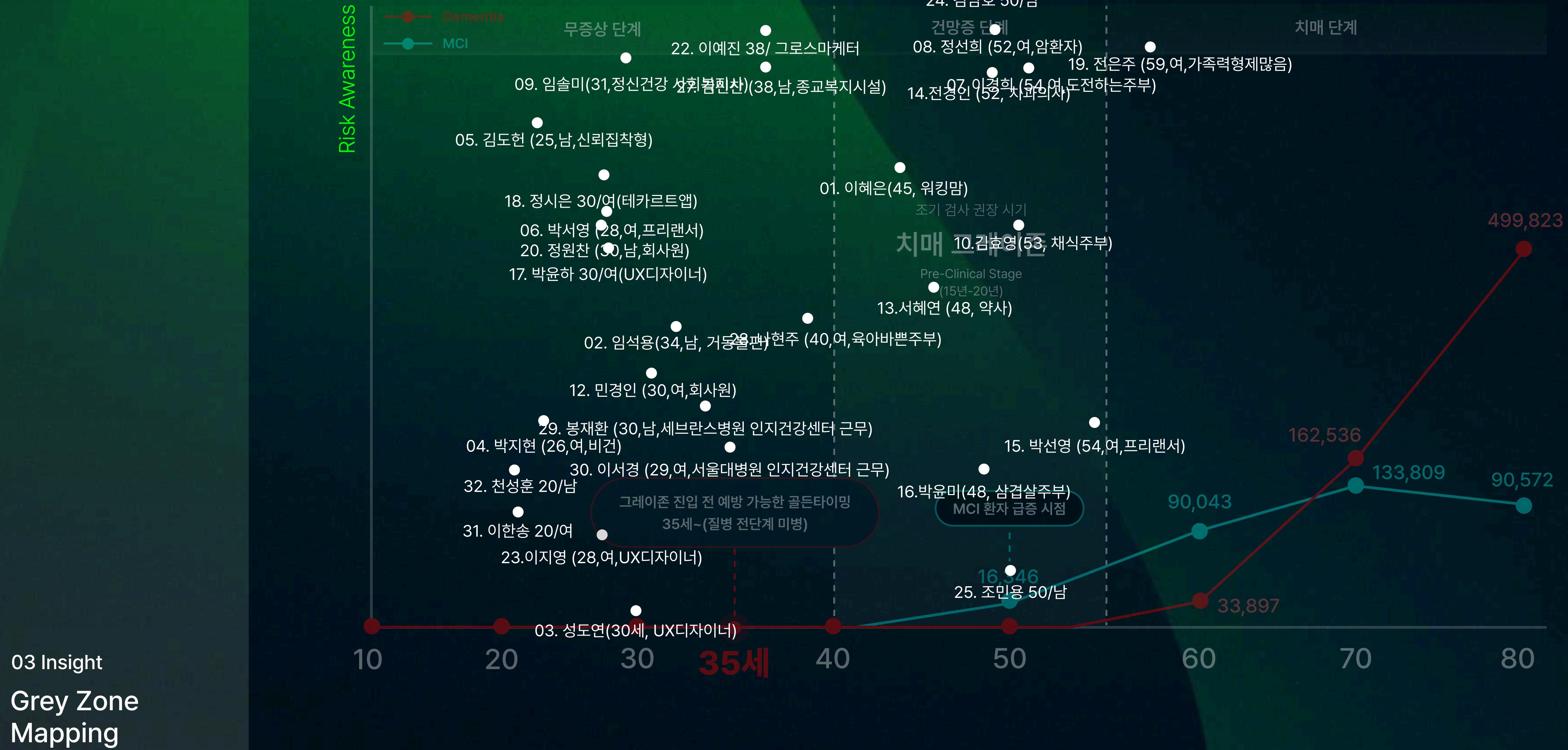
Zone 4.

Cognitive Health Indifferent with Dementia Family History
인지건강 무관심자 (치매 가족력 보유)

01 Introduction

Research Overview 02





07. 이경희

여, 54세, 전업주부

“가족 중 치매 환자가 있어, 다음은 내 차례.”

Core Idea.

새로운 것에 도전하면서 뇌 건강 유지 노력형

- #가족력 우려
- #건강염려증
- #정신 건강 유지
- #치매 조기 발견
- #유튜브
- #가족의 지지
- #도전과 변화 환영

Personality

건강관리 트렌드 민감 / 본인 치매 염려 / 액티브 시니어 / 자기관리 철저 / 새로운 나의 시작

Demographics

이름: 이경희

나이/성별: 54세 / 여성

직업: 전업주부(중산층)

학력: 대졸

가족: 남편, 딸

주소: 서울시 용산구

치매 가족력: 조부

돌봄 경험: 간접경험(주보호자 아버지)

건강 상태: 간접경험(주보호자 아버지)

인지건강 소비금액: 없음

건강염려증: 하 중 상

디지털 역량: 하 중 상
(카카오톡, 유튜브)

Core Needs

- 가족력으로 인한 치매와 뇌졸중의 위험을 줄이고 건강한 노년을 보내고 싶다.
- 새로운 활동과 알바를 통해 활력을 얻고 싶다.
- 뇌 건강을 유지하기 위해 지속적으로 배우고 도전하고 싶다.
- 건강 정보를 스스로 찾아 적용하며 주체적으로 건강을 관리하고 싶다.
- 자녀와 남편에게 부담을 주지 않고 스스로의 삶을 꾸리고 싶다.

Think & Feel

- 치매와 뇌졸중에 대한 두려움이 크고 가족력이 있어서 예방을 위해 노력해야 한다고 생각
- 갱년기와 수면 장애, 두통 등의 문제가 뇌 건강과 관련되어 있다고 믿고 있음
- 딸과의 소통을 통해 위안을 얻고 자신의 건강 문제를 더 객관적으로 이해 하려고 노력함
- 새로운 경험이나 경력 재개를 통해 자신을 발전시키고 건강을 유지해야 한다고 생각하며 새로운 활동에 대한 기대감과 도전 정신이 있음

Do

- 유튜브에서 뇌 건강에 대한 전문의 강의를 시청하며 정보를 얻음
- 걷기 운동과 같은 간단한 운동을 통해 몸과 마음을 관리하려고 노력함
- 건강 보조식품을 섭취 정도로 건강관리
- 다양한 알바 및 새로운 활동을 통해 인지적 자극을 주려고 함

Pain Points

- 가족력으로 인한 치매에 대한 두려움
- 갱년기 이후 수면 장애와 두통이 뇌 건강에 악영향을 미칠까 염려
- 갱년기 증상으로 인해 감정 기복이 커져 치매와 연결지어 생각할 때마다 스트레스
- 예방이나 관리하고 싶은 의지는 크지만 체계적인 예방 프로그램이나 정확한 예방 관리 방법 획득하기 어려움
- 다양한 정보 획득 능력이 떨어져 전문의가 운영하는 유튜브에만 의존

Gain Points

- 치매의 위험성, 예방이 가능하다는 사실에 대해 자각하고 다음은 내 차례라고 생각하며 적극적으로 예방하려고 함
- 건강염려증을 가지고 건강을 위해 스스로 정보를 유튜브를 통해 적극적으로 찾음
- 딸과의 소통을 통해 감정적 지지와 건강 관리의 동기부여를 받고 있음.
- 새로운 경험과 도전에 대한 강한 의지로 다양한 분야의 새로운 활동이나 경력 재개를 적극적으로 찾아 실행함

문은주 Persona C

가스활명수가 필요해



About

이름: 문은주
나이/성별: 59세 여성
직업/직책/연봉: 알바/ ~800만원
사는곳: 자가, 서울시 서대문구 홍제동 37평 아파트
가족: 부모님, 남편, 큰딸, 작은아들, 반려묘
K장녀/ 책임감/ 울화/ 갱년기/ 화병/ 수면장애/ 나를위해살고싶음

소 키우는 팔자 “언제나 돌봄 노동의 최전선에서...”

#울화병

#돌봄의 최전선

#K-장녀

#갱년기

#자기돌봄

Search Process

갱년기 증상과 치매 예방을 위해 TV프로그램이나 유튜브를 통해 건강관리 방법을 찾고 있으며 주변인들과 건강 정보를 공유한다. 치매를 늦출 수 있는 방법 식단 및 약 등을 인터넷에서 검색 함. 돌봄과 가사 노동에서 벗어나 자신의 삶을 사랑하고 새로운 것을 배우고자 주변 지인이나 딸을 통해 자신이 할 수 있는 취미 활동을 찾고 있음.

Attributes

서대문구 홍제동에 자가에서 남편과 큰딸 작은 아들 반려묘를 키우며 살다가 최근 친정어머니의 치매로 인해 어머니댁에 자주 드나들며 돌봐드리고 있다. K-장녀로서 책임감이 강하고 사랑이 많지만 그만큼 울화와 스트레스도 많다. 본인의 갱년기 및 어머니의 치매 돌봄 경험으로 통해 자신의 삶을 더 즐기고 배우고자 하는 욕구가 점점 커지고 있다.

Core Needs

가족의 건강 문제를 책임지며 돌봄 부담을 줄여 줄 수 있는 직접적인 지원이나 국가 시스템을 간절히 원함.
갱년기 증상과 치매 예방을 위한 구체적인 건강 관리 방법을 찾고 있으며, 자기 돌봄을 위한 지원을 원함.

Motivation

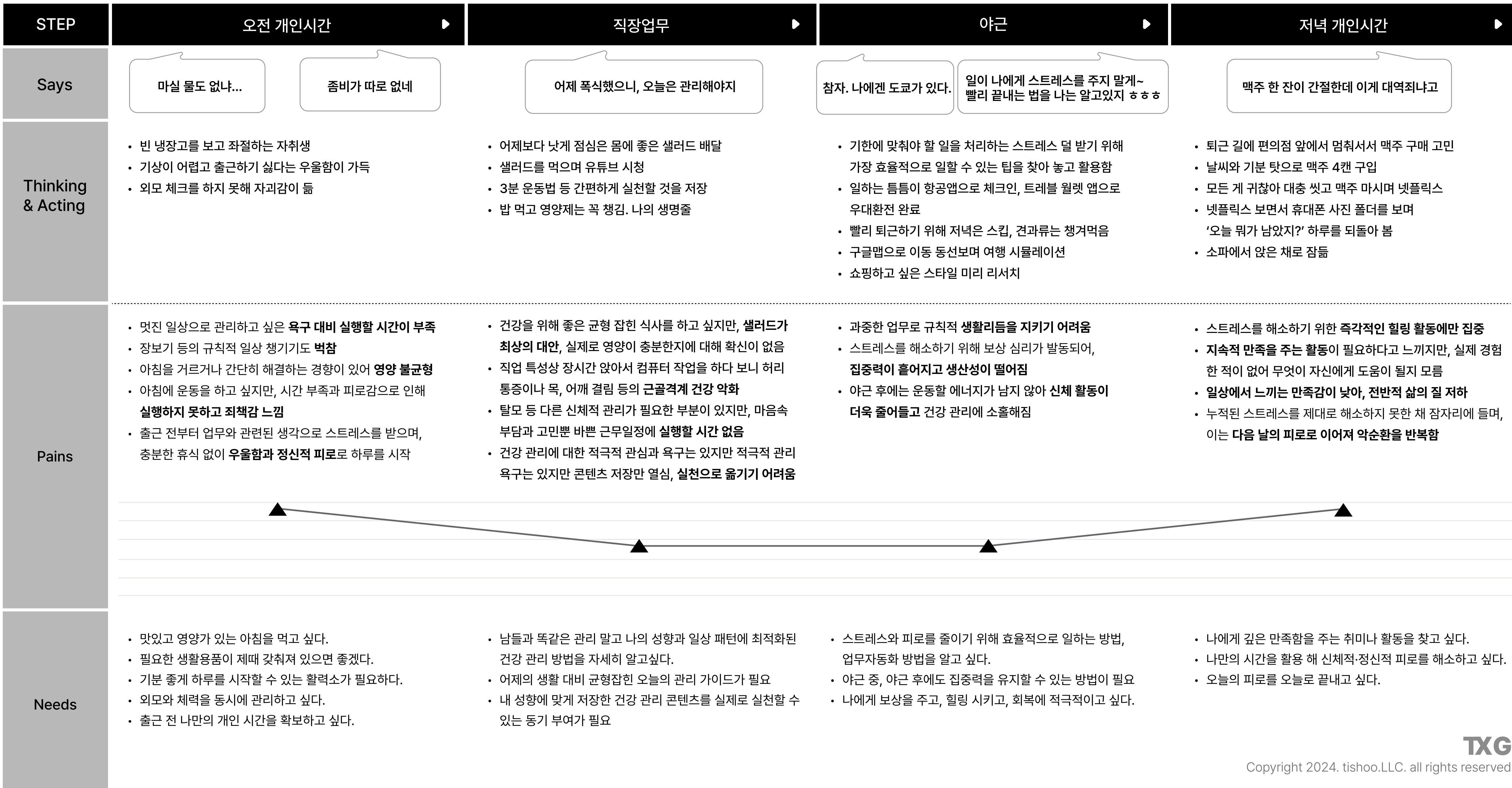
가족을 돌보는 대한 책임감이 강하며, 특히 치매에 걸린 친정 어머니의 케어에 최선을 다하고 있음
갱년기를 극복하고 이제는 자신만을 위한 삶을 살고자 하는 욕구가 생겨남
새로운 것을 배우고, 자신의 삶을 즐기기 위해 미래를 준비 함

Pain Point

친정어머니의 치매와 아버지의 노환으로 인한 책임감에 짓눌림
갱년기로 인한 수면장애로 고생 중, 치매 유전력으로 인한 건강염려가 증폭되는 상태
남편 및 친정 형제들 관계에서 불평등함을 느끼고 있음
가족들의 모든 돌봄 부담이 자신에게만 쓸려 있는 상태

Persona B. Journey Map

27 years old, male / Graphic Designer at a fashion company.



KANO MODEL

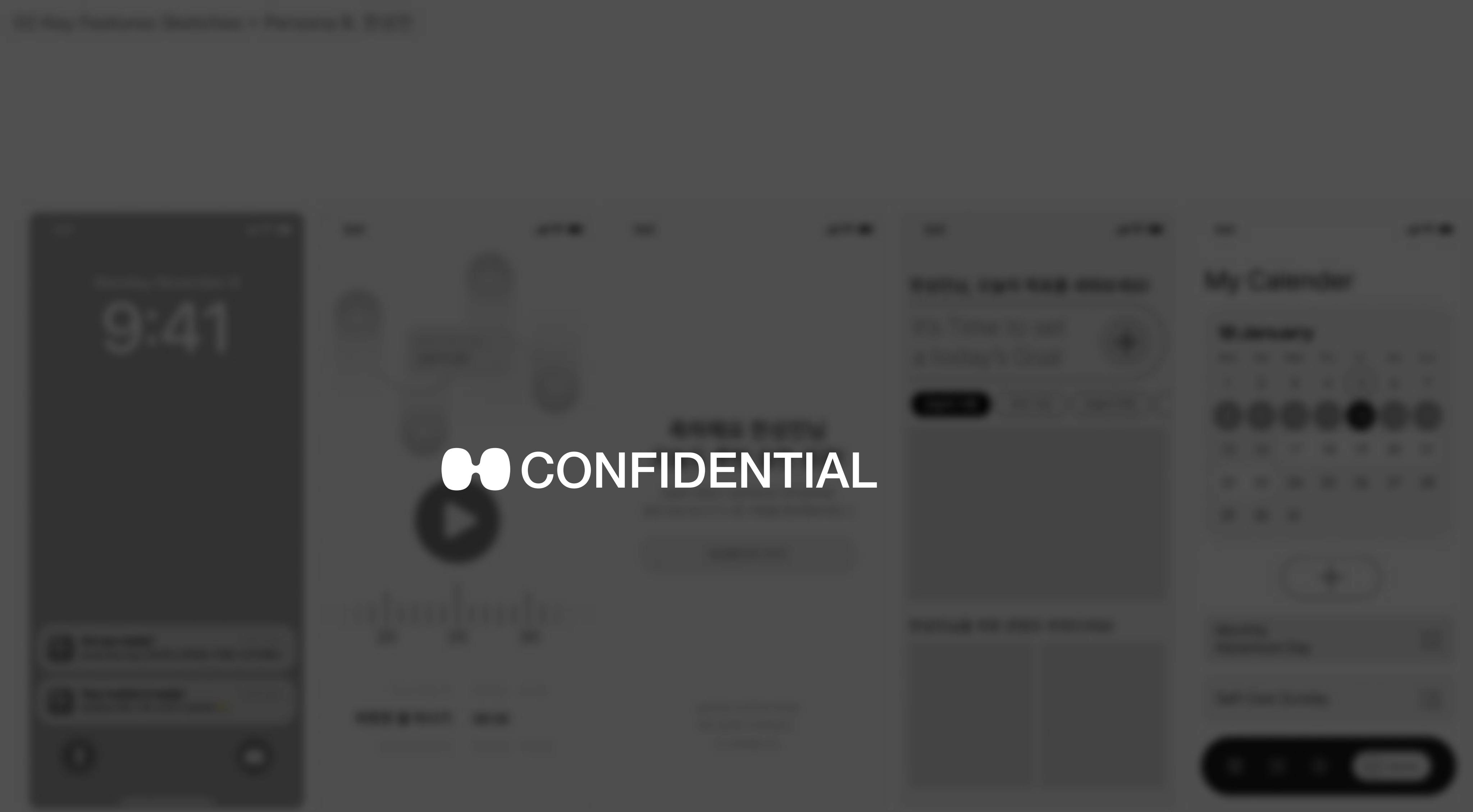
CONFIDENTIAL

02 Key Features Sketches

Persona B
한성진

02 Key Features Sketches

Persona B
한성진





GS Retail
UX/UI System Integration Project

GS25 Store Management System Consulting 2022

GS25 Store Management System Planning/Design 2023

Drafted planning documents for PC, tablet, POS, and mobile screens, and developed UI designs, including a design system.

Executed a large-scale project with over 600 pages using TXG's UX-driven approach.

*Detailed information is confidential.

 CONFIDENTIAL Project**IA & Flowchart****Navigation Structure**

Analyzed real users' usage patterns and types to extract essential information and design an ideal user flow.

Simplified complex flows to ensure smooth and easy service usage.

HYUNDAI music

1 Curation

You can view and save your playlist, as well as the user's playlist, including your own. It's an essential feature that helps with a wide range of music selection.

2 Player

With a perfectly tailored design for both the app and web, you can conveniently play music anytime, anywhere.

3 Communication

Not only can you share music, but you can also rate others' curations and share your listening experience through comments.

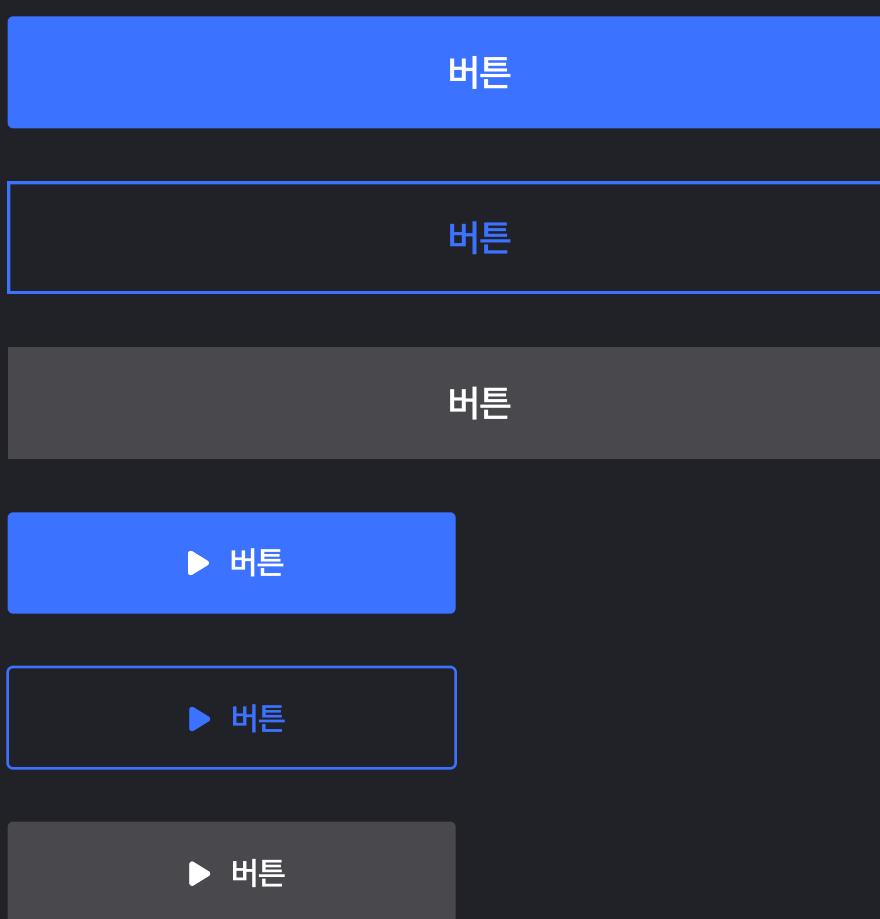
HYUNDAI MUSIC UX/UI Renewal Project

Hyundai Motor is closely collaborating with leading mobility service providers and investing in mobility services to offer unlimited freedom of movement to everyone. The company is expanding its role as a Smart Mobility Service Provider. Additionally, Hyundai Motor aims to play a pivotal role in ushering in the era of clean energy by utilizing hydrogen as an energy resource.

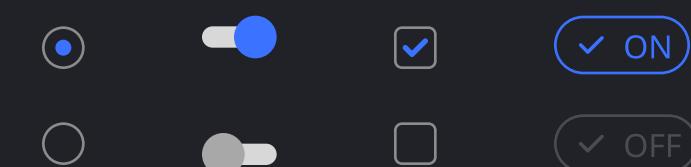
The image is a collage of screenshots from the HYUNDAI Music mobile application, illustrating its various features and user interfaces. The screenshots are arranged in a non-linear, overlapping fashion across the screen.

- Top Left:** A screenshot of a song player for "Strawberry Moon" by IU. It shows the lyrics "Oh, 오히려 기꺼이 체에고픈 밤이야 너와 길 일을 수 있다면 맞잡은 서로의 순으로" and a progress bar from 1:28 to 3:01. A "로그인" (Login) button is visible at the bottom.
- Top Center:** A screenshot of the "New Mix Creation" screen. It shows a preview of a mix titled "2022.8.4일의 큐레이션" and a list of songs including "Strawberry moon" by IU, "Blueming" by IU, "라워라" by IU, and "발현자" by IU. A "곡 추가" (Song Add) button is prominent.
- Top Right:** A screenshot of the "Song List" screen. It shows a grid of songs from various artists and groups, such as "Feel My Rhythm" by Red Velvet, "Psycho" by Red Velvet, "Lovesick Girls" by BLACKPINK, and "마지막처럼" by BLACKPINK.
- Middle Left:** A screenshot of the "User Profile" screen for "HYUNDAI MUSIC". It shows a placeholder for a profile picture and a button to "Create a Mix".
- Middle Center:** A screenshot of the "Song Addition" screen. It shows a search bar with the placeholder "곡명 또는 아티스트를 입력해주세요." and a list of recently added songs like "XIA(준수)" and "In Heaven" by JYJ.
- Middle Right:** A screenshot of the "Song List" screen, showing a different set of songs including "Weekend" by TAEYEON, "Feel My Rhythm" by Red Velvet, "Dingda" by Mamamoo, and "불장난" by BLACKPINK.
- Bottom Left:** A screenshot of the "Song List" screen, showing songs like "Weekend" by TAEYEON, "Feel My Rhythm" by Red Velvet, "Dingda" by Mamamoo, and "불장난" by BLACKPINK.
- Bottom Right:** A screenshot of the "Song List" screen, showing songs like "Weekend" by TAEYEON, "Feel My Rhythm" by Red Velvet, "Dingda" by Mamamoo, and "불장난" by BLACKPINK.

Buttons



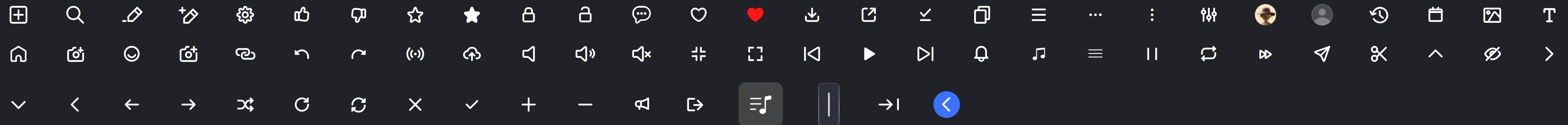
Select Control



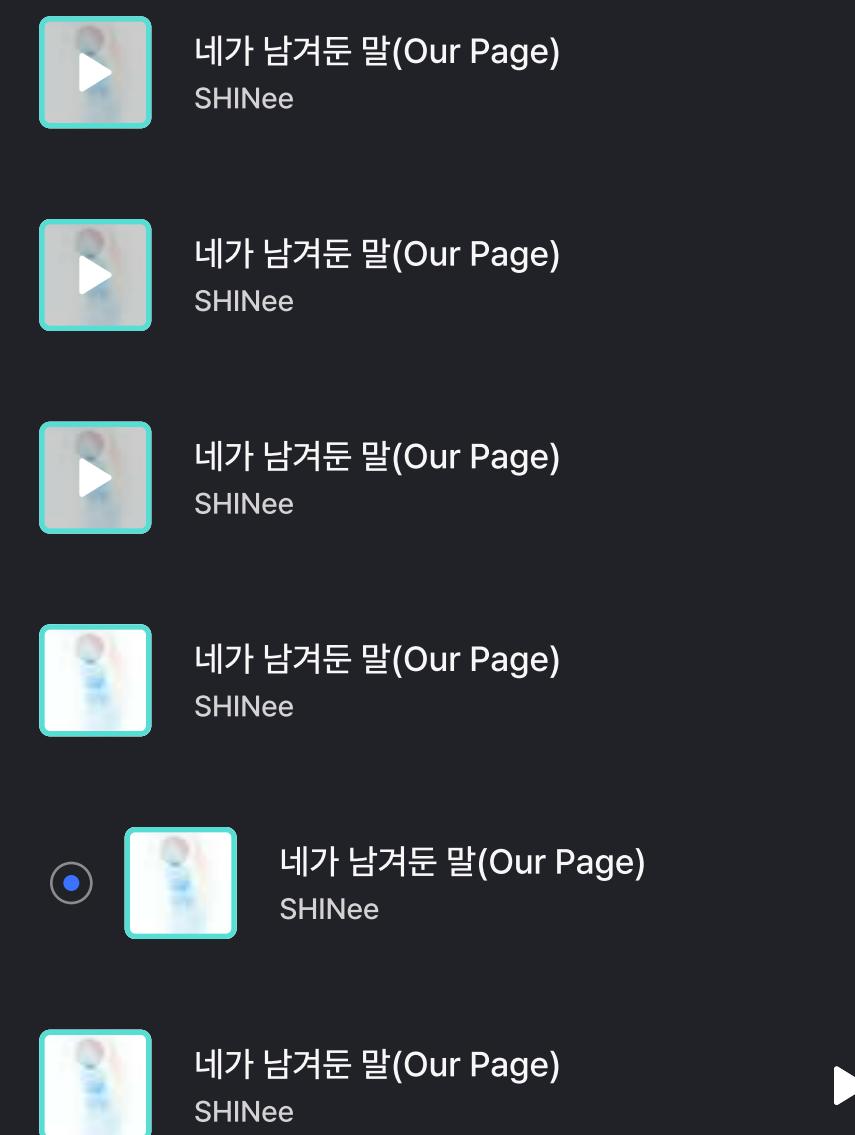
Chips



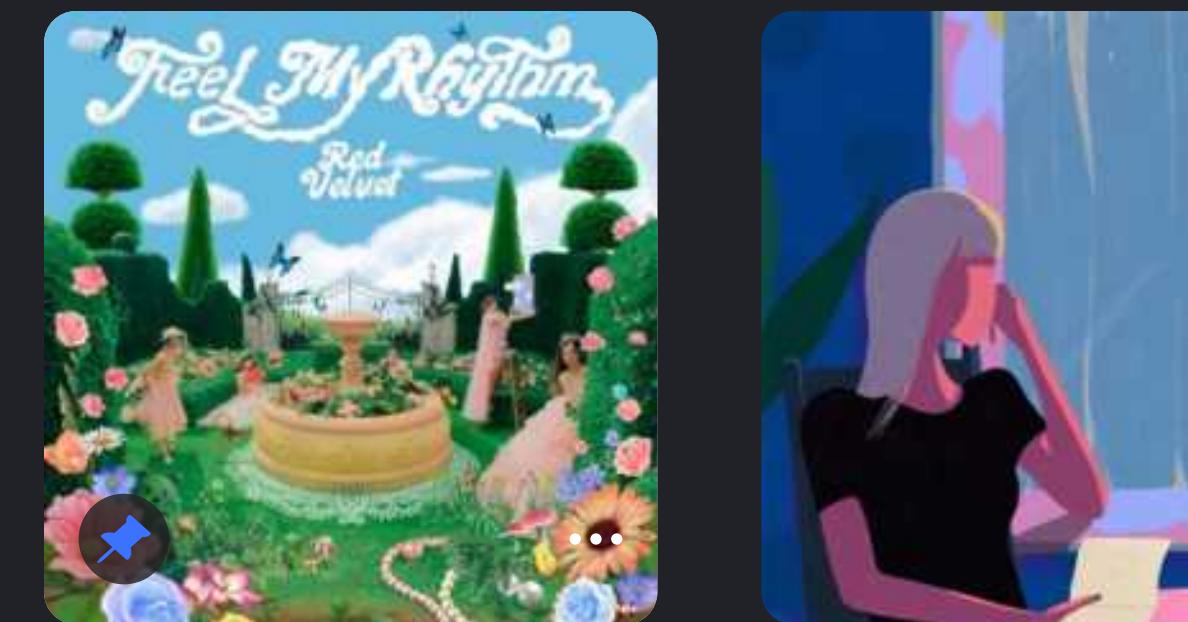
Icons



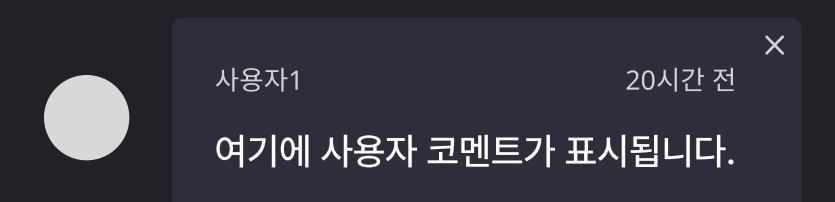
PlayList

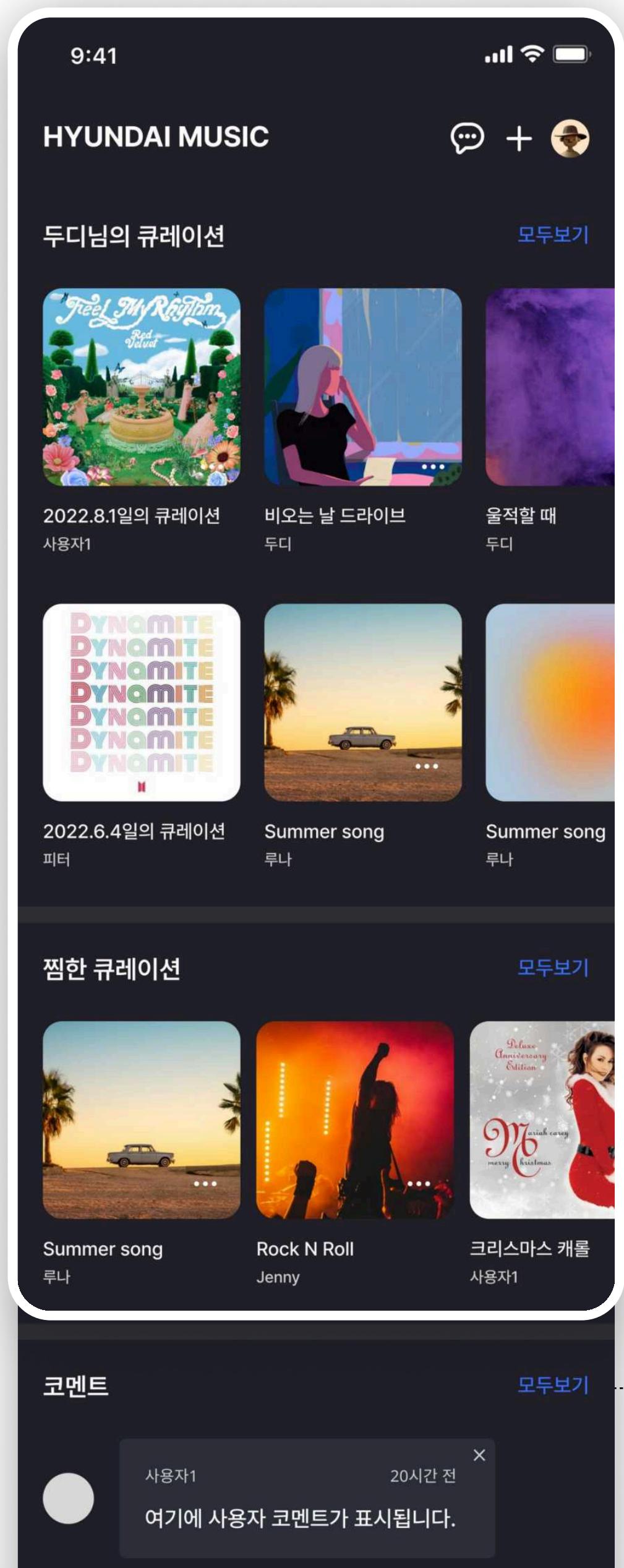


Curation



Comments





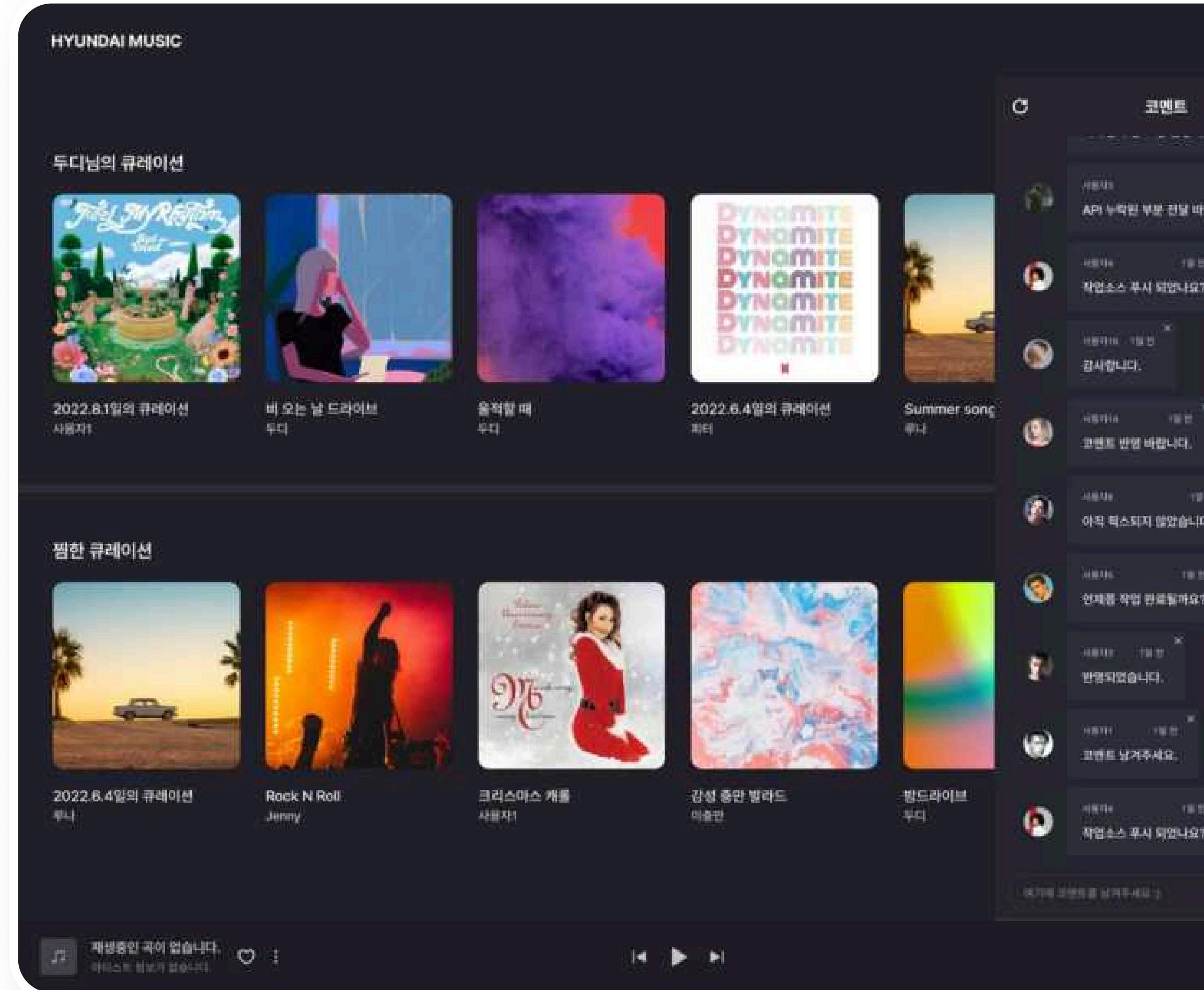
Home

Intuitive design

By placing only the essential features on the home screen in a simple layout, it encourages users to take quick actions.

A dark theme designed with the user's visual comfort in mind.

Designed with a dark background color as the default to avoid obstructing the view for users listening while driving.

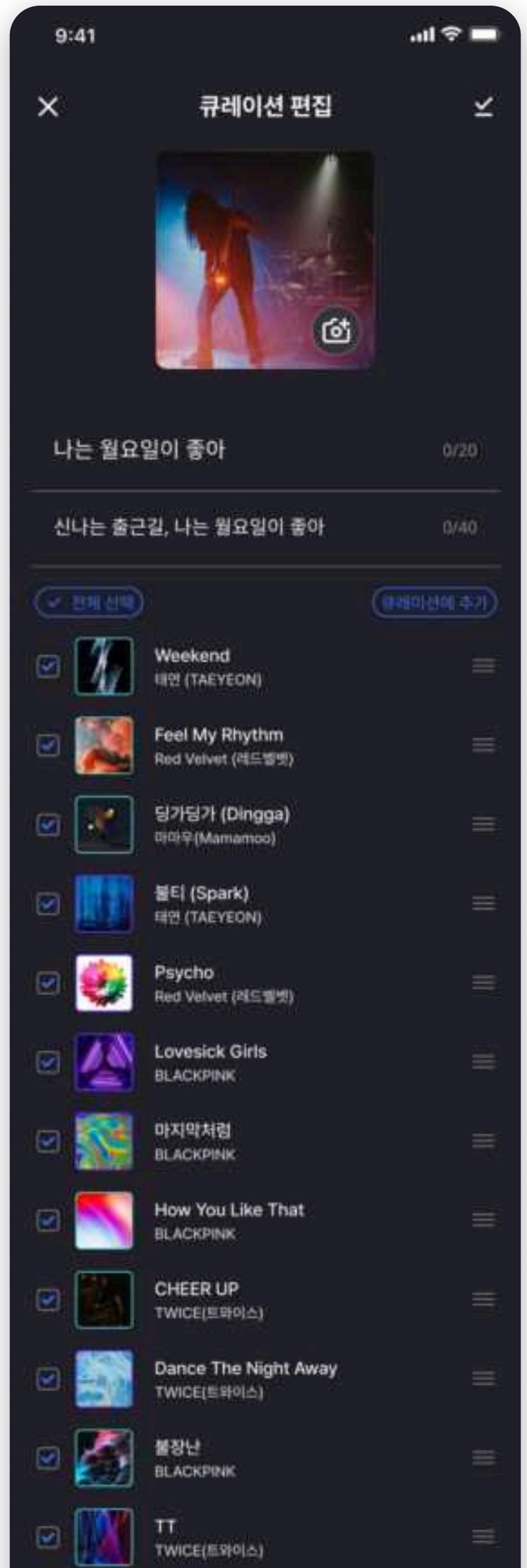


Communicating through comments

Leave comments on your curated playlists to interact with other users.

Edit Curation

You can always edit the playlists in your created curations as desired.



HYUNDAI MUSIC

나는 월요일이 좋아 0/20

신나는 출근길, 나는 월요일이 좋아 0/40

전체 선택 플레이리스트에 추가

Weekend 태연 (TAEYEON)

Feel My Rhythm Red Velvet (레드벨벳)

딩가딩가 (Dingga) 마마우 (Mamamoo)

불티 (Spark) 태연 (TAEYEON)

Psycho Red Velvet (레드벨벳)

Lovesick Girls BLACKPINK

마지막처럼 BLACKPINK

How You Like That BLACKPINK

CHEER UP TWICE(트와이스)

Dance The Night Away TWICE(트와이스)

불장난 BLACKPINK

TT TWICE(트와이스)

곡 추가

곡명, 또는 아티스트를 입력해주세요.

최근 검색 내역

라일락 아이유 (IU)

밤편지 아이유 (IU)

Blueming 아이유 (IU)

strawberry Moon 아이유 (IU)

내 손을 잡아 아이유 (IU)

Celebrity 아이유 (IU)

Love poem 아이유 (IU)

나는 월요일이 좋아

Strawberry moon 아이유 (IU) strawberry moon

Unlucky 아이유 (IU) Love poem

잔소리 아이유 (IU) 잔소리

가을아침 아이유 (IU) 꽃갈피 둘

금요일에 만나요 아이유 (IU) 3집 Modern Times - Epilogue

삭제 저장

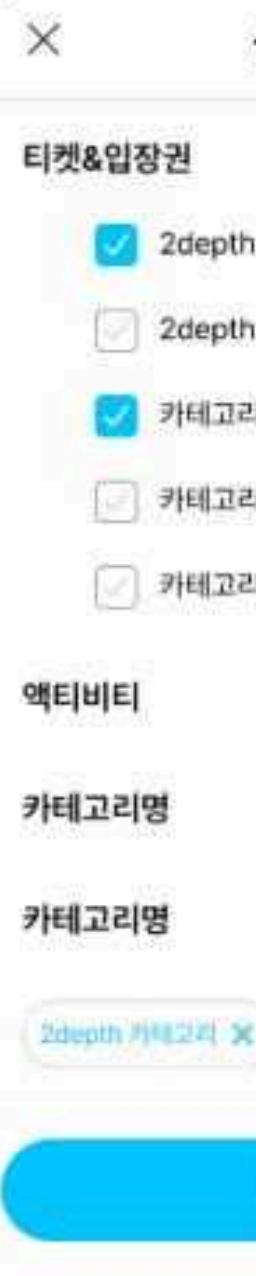
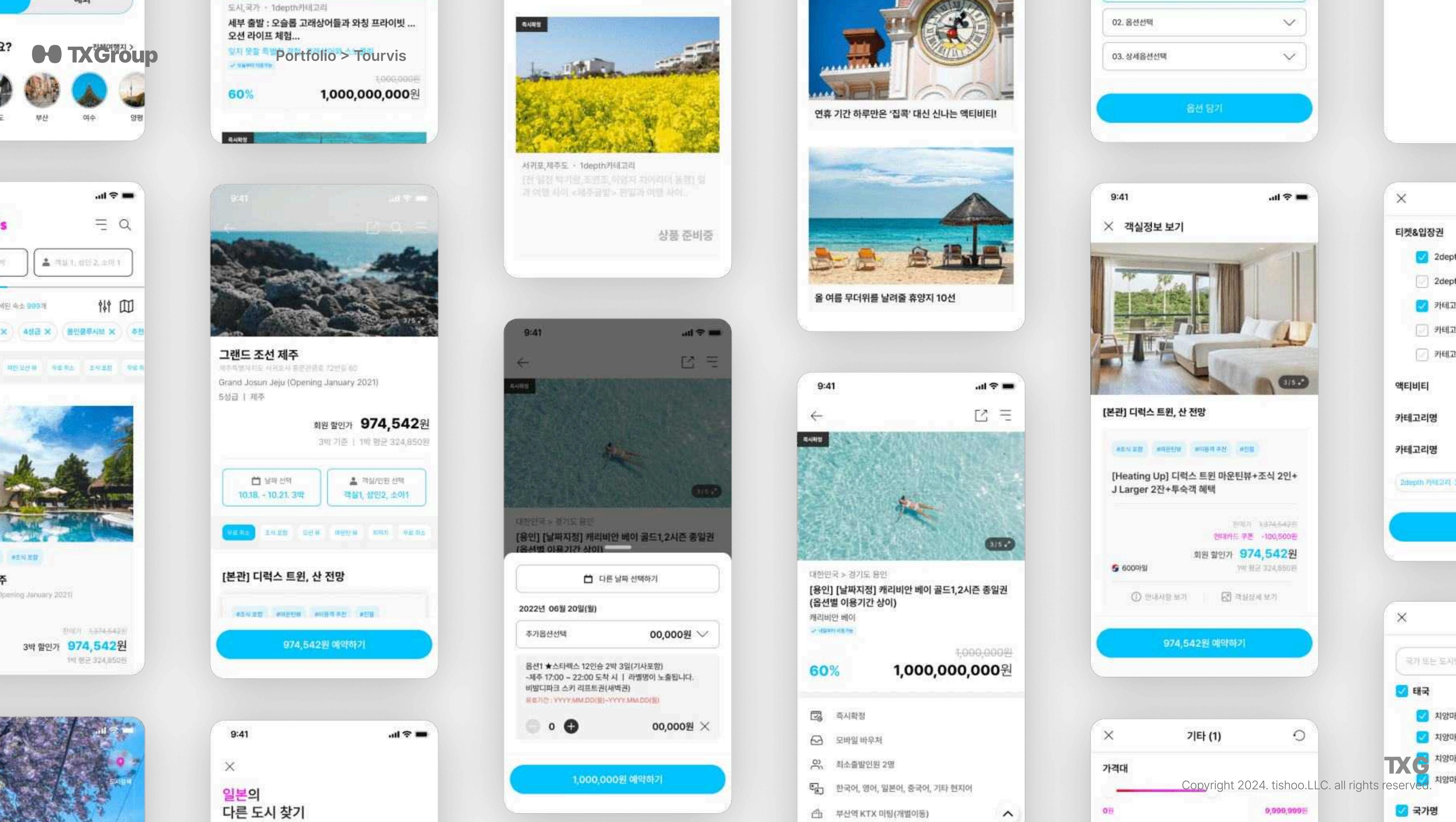
재생중인 곡이 없습니다.

TOURVIS

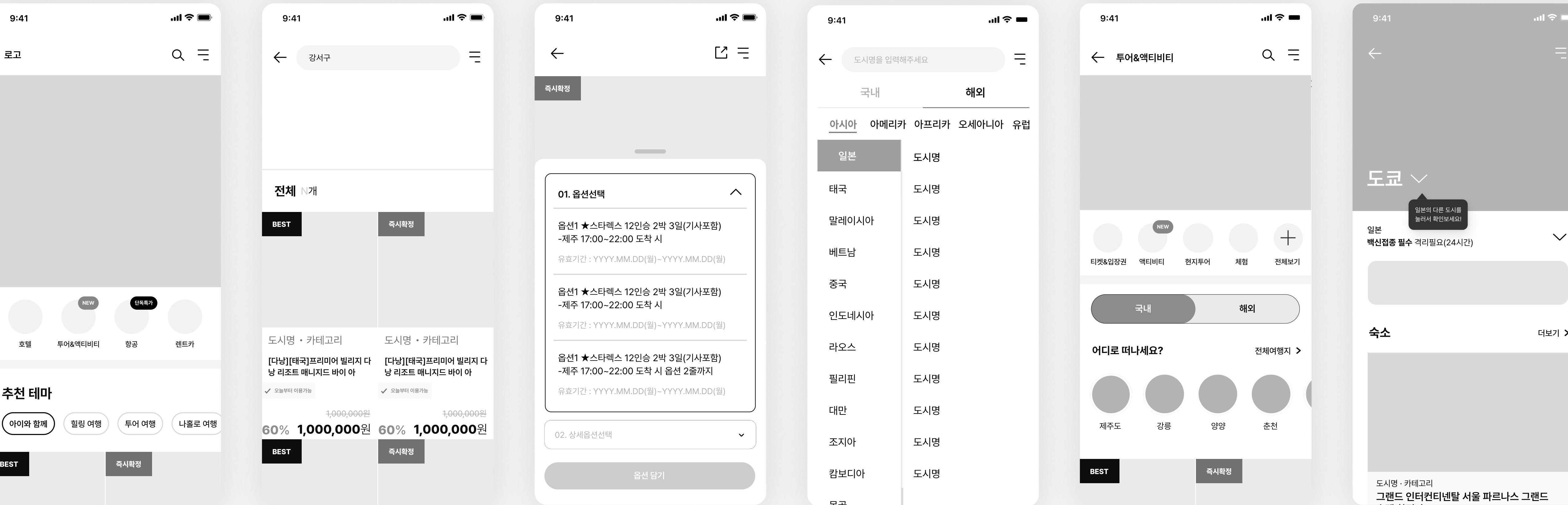
Tourvis
UI/UX · Brand Identity
Renewal Project



Tourvis is a travel platform that has grown into a standout brand, attracting attention from consumers, businesses, and the media. As the first domestic travel agency to introduce NDC (New Distribution Capability), it directly connects airlines and travel agencies, offering differentiated services such as lower fares, seat selection, and meal choices.



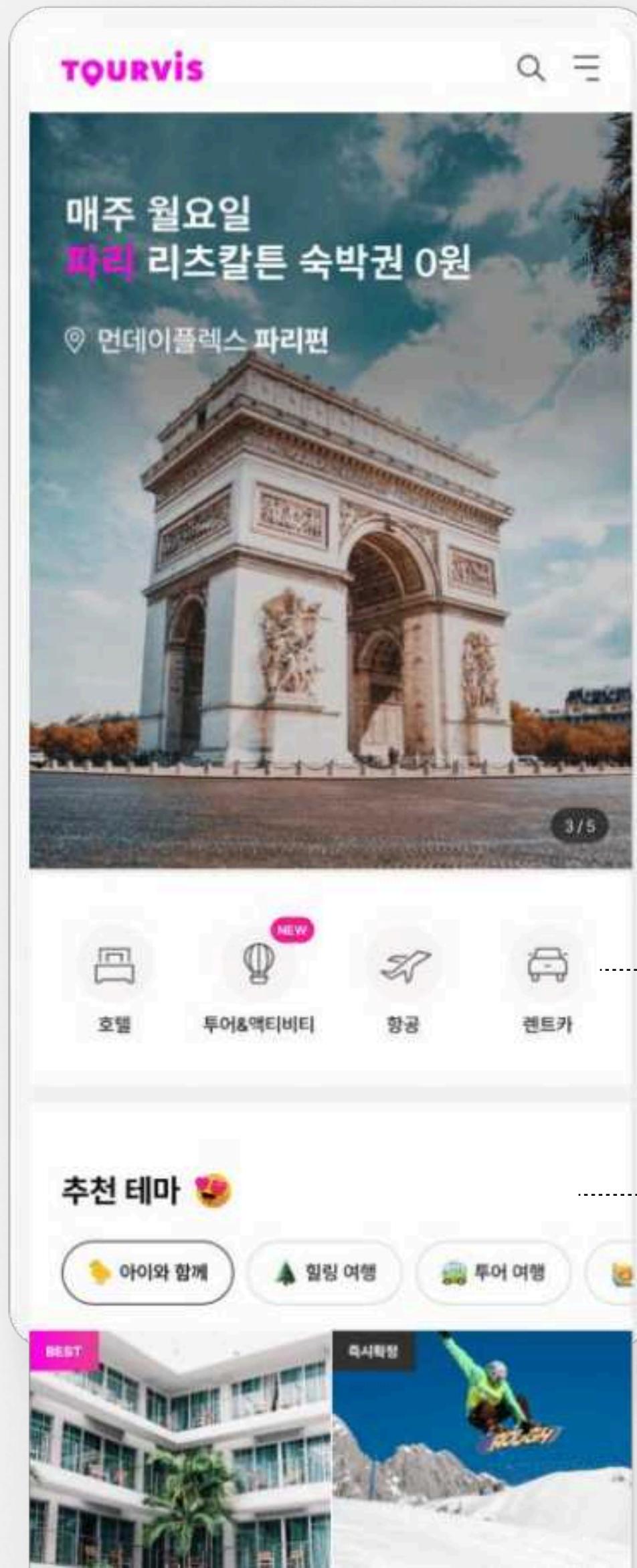
TQURVIS | Wireframe



The wireframes illustrate the user flow for searching and filtering travel destinations:

- Search Screen:** Shows a search bar with '강서구' (Gangseo-gu) and a '검색' (Search) button. Below the search bar are tabs for 'BEST' and '즉시확정' (Instant Confirmation). The bottom navigation bar includes '호텔', '투어&액티비티' (Tour & Activity), '항공' (Flight), and '렌트카' (Car Rental). The '추천 테마' (Recommended Themes) section includes '아이와 함께' (With Children), '힐링 여행' (Healing Travel), '투어 여행' (Tour Travel), and '나홀로 여행' (Solo Travel). A 'BEST' button is at the bottom left.
- Search Results Screen:** Shows a list of travel options. Each item includes a thumbnail, destination name, location, and price. For example, the first item is '도시명 · 카테고리' (City Name · Category) with a price of '1,000,000원' (1,000,000 won) and a discount of '60% 1,000,000원' (60% 1,000,000 won). Buttons for 'BEST' and '즉시확정' are at the bottom.
- Instant Confirmation Screen:** A modal titled '01. 옵션선택' (Option Selection) shows three travel options. Each option includes a thumbnail, destination name, location, price, and validity period. For example, the first option is '옵션1 ★스타렉스 12인승 2박 3일(기사포함)' (Option1 ★Starlex 12-seater 2-night 3-day (driver included)) with a price of '1,000,000원' (1,000,000 won) and a validity period of '유효기간 : YYYY.MM.DD(월)~YYYY.MM.DD(월)' (Validity Period: YYYY.MM.DD(Month)~YYYY.MM.DD(Month)). Buttons for '02. 상세옵션선택' (02. Detailed Option Selection) and '옵션 담기' (Add Option) are at the bottom.
- Destination Search Screen:** Shows a search bar with '도시명을 입력해주세요' (Please enter city name) and tabs for '국내' (Domestic) and '해외' (Overseas). The '국내' tab is selected, showing a list of cities: 일본 (Japan), 태국 (Thailand), 말레이시아 (Malaysia), 베트남 (Vietnam), 중국 (China), 인도네시아 (Indonesia), 라오스 (Laos), 필리핀 (Philippines), 대만 (Taiwan), 조지아 (Georgia), 캄보디아 (Cambodia), and 모고 (Mongolia). Buttons for '도시명' (City Name) and a plus sign are on the right.
- Destination Selection Screen:** Shows a search bar with '투어&액티비티' (Tour & Activity) and a '검색' (Search) button. Below the search bar are tabs for '국내' (Domestic) and '해외' (Overseas). The '국내' tab is selected, showing a list of cities: 일본 (Japan), 태국 (Thailand), 말레이시아 (Malaysia), 베트남 (Vietnam), 중국 (China), 인도네시아 (Indonesia), 라오스 (Laos), 필리핀 (Philippines), 대만 (Taiwan), 조지아 (Georgia), 캄보디아 (Cambodia), and 모고 (Mongolia). Buttons for '티켓&입장권' (Ticket & Admission), '액티비티' (Activity), '현지투어' (Local Tour), '체험' (Experience), and '전체보기' (View All) are at the bottom.
- Destination Details Screen:** Shows a search bar with '도쿄' (Tokyo) and a '검색' (Search) button. Below the search bar are tabs for '국내' (Domestic) and '해외' (Overseas). The '해외' tab is selected, showing a list of cities: 일본 (Japan), 태국 (Thailand), 말레이시아 (Malaysia), 베트남 (Vietnam), 중국 (China), 인도네시아 (Indonesia), 라오스 (Laos), 필리핀 (Philippines), 대만 (Taiwan), 조지아 (Georgia), 캄보디아 (Cambodia), and 모고 (Mongolia). A note says '일본의 다른 도시를 눌러서 확인보세요!' (Check other cities in Japan!). Buttons for '국내' (Domestic) and '해외' (Overseas) are at the bottom. The '숙소' (Accommodation) section shows icons for '제주도' (Jeju Island), '강릉' (Gangneung), '양양' (Yangyang), and '춘천' (Chuncheon). A '더보기' (View More) button is on the right.

TOURVIS | UXUI Design

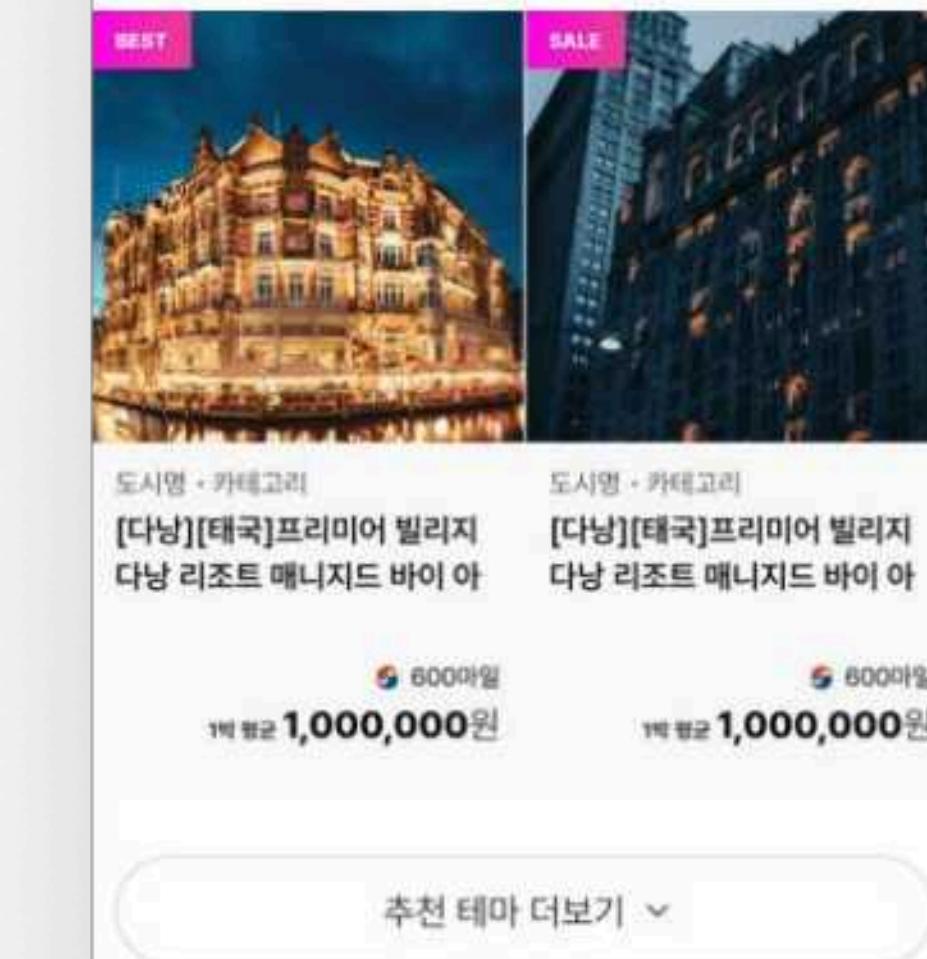


Direct Navigation to Key Menus

- 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.



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.

coupang travel

Coupang Travel UI/UX Project

Coupang Hotel Room Mapping UX/UI Improvement:
The UX was redesigned to allow users to view hotel products at a glance when searching.
Information about the hotel products (room details, accommodation policies, seller information, etc.) was reorganized for visual convenience.
A photo viewer was added, and the grid layout was adjusted to enhance product engagement.
This allows customers to easily access more information when visiting the product page.

TXGroup

Coupan travel

기본 결제 가능
무료취소 7일(4일)까지

최대 5,500원 적립
최대 적립 시
2018년 5월 10일(목) ~ 2018년 5월 11일(금)

예약하기

접근성 ★★★★☆ 좋음

10 일단넓어서 좋았고 취사도 할수 있고 주변 경치도

제주도 셀리스호텔&리조트 3성급

제주특별자치도 제주시 애월읍 고내로 46

★★★★★ (432) | 매우좋음

266,550원 (1박당 30,600원) 구상판매가
216,550원 (1박당 30,600원) 와우할인가 19% 할인

세금/필수 포함

최대 765원 적립

매진임박 - 마지막 객실!

쿠판이 머니 결제 시 169원 적립

아직 로켓와우 회원이 아니신가요?

로켓와우 무료체험 신청하기

상품평 ★★★★★ (432) | 매우좋음

전체 상품평 >

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

10 일단넓어서 좋았고 취사도 할수 있고 주변 경치도

위치 서울 솔라고 범미동 38-6

예약하기

접근성 ★★★★☆ 좋음

10 일단넓어서 좋았고 취사도 할수 있고 주변 경치도

객실 상세 정보

더블룸

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

아메리칸 스탠다드 더블 - 산전망

최대 가능 인원 3명 더블 1개

✓ 조식 제공
✓ 성인 2명, 아동 1명
✓ All inclusive
✓ 입욕제 무료증정
✓ 대기마약
✓ 철부 체크 가능
무료취소 10월 10일까지
무료취소 가능
서금/필수 포함

226,550원 (1박당 30,600원) 19% 할인

최대 5,500원 적립

객실 시설

객실(21층) - 30 m²(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, 목욕, 은수(24h)

서비스&기타

모닝콜서비스, 자동음김기, 카넥팅룸

취소/환불 규정

취소/환불 규정
자세한 취소 수수료는 마이쿠판 또는 취소 접수 시 확인 가능합니다.

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coupang travel | Mobile Wireframe

The wireframe illustrates the mobile user interface for the Coupa travel application, featuring several key screens:

- Type Selection:** A list of room types with checkboxes for selecting options. One room type is highlighted with a large price of 000,000,000원.
- Room Details:** Displays room title, location, price, badge, and a large photo placeholder.
- Product Information:** Shows product title, room information, and room options.
- Product Reviews:** A detailed review screen with a 5-star rating, 11 reviews, and a breakdown of ratings for price, service, facilities, cleanliness, and value.
- Product Usage Conditions:** A sidebar listing various usage conditions and their corresponding body components.

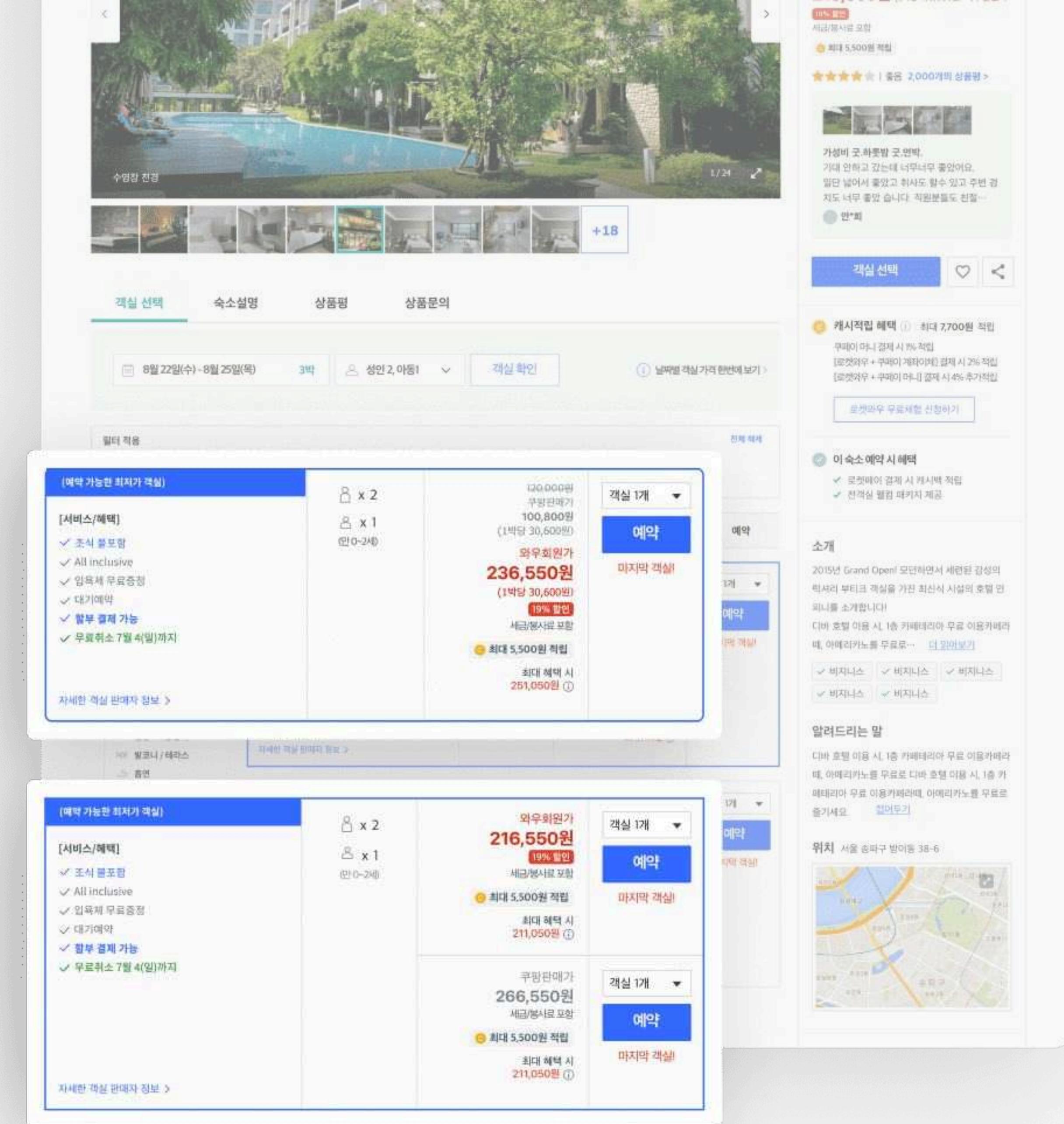
coupang travel | UXUI Design

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.



The screenshot displays the Coupang Travel booking interface. At the top, there is a large image of a swimming pool area with a caption in Korean: "수영장 전경" (Swimming pool view). Below the image is a grid of smaller preview images with a "+18" button. The main content area has tabs for "객실 선택" (Room Selection), "숙소설명" (Accommodation Description), "상품평" (Product Reviews), and "상품문의" (Product Inquiry). Below these tabs are date and guest selection fields: "8월 22일(수) - 8월 25일(목)" (August 22nd (Wednesday) - August 25th (Thursday)), "3박" (3 nights), and "성인 2, 아동 1" (2 adults, 1 child). There is also a "객실 확인" (Room Confirmation) button and a "날짜별 객실 가격 한번에 보기" (View room prices by date) link. A "필터 적용" (Filter Applied) button is also present. The main focus is a table comparing room prices for different guest counts and membership levels. The table includes columns for "객실" (Room), "인원" (Guests), "화우회원가" (Wow Member Price), and "최대 5,500원 적립" (Up to 5,500 won discount). The table shows the following data:

객실	인원	화우회원가	최대 5,500원 적립
1박당 30,600원 세금/행사로 포함	2인 x 2 (인 0~24)	120,000원 화우회원가 236,550원 (1박당 30,600원) 19% 할인	최대 5,500원 적립 최대 혜택 시 251,050원
1박당 30,600원 세금/행사로 포함	1인 x 1 (인 0~24)	100,800원 (1박당 30,600원) 화우회원가 216,550원 19% 할인	최대 5,500원 적립 최대 혜택 시 221,050원
1박당 30,600원 세금/행사로 포함	객실 1개 (인 0~24)	266,550원 화우회원가 211,050원 세금/행사로 포함	최대 5,500원 적립 최대 혜택 시 211,050원

On the right side of the interface, there are sections for "객실 선택" (Room Selection) with a "선택" (Select) button, "숙소설명" (Accommodation Description), "상품평" (Product Reviews) with a 5-star rating and "2,000개의 상품평" (2,000 reviews), and "상품문의" (Product Inquiry). Below these are sections for "캐시적립 혜택" (Cashback Benefit) with a "최대 7,700원 적립" (Up to 7,700 won discount) and "로켓의우 무료체험 신청하기" (Apply for free rocket experience), and "미 숙소 예약 시 혜택" (Benefits for booking a room) with "로켓메이 결제 시 캐시백 적립" (Rocket May payment cashback) and "전객실 패밀리 페키지 제공" (Family package provided for all rooms). There is also a "소개" (Introduction) section with a "2015년 Grand Open" (Grand Open in 2015) message, a "알려드리는 말" (Information provided) section with a "디비 호텔 이용 시 1층 카페테리아 무료 이용카페라" (Free cafe for Diby Hotel users) message, and a "위치" (Location) section with a map showing the hotel's location in Seoul, Gyeonggi-do.



Collaboration Platform for Hidden IT Pro

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Fun and lasting. The playground for IT professionals, TISHOO.
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UIUX Designer

120 FixGroup 1 All Projects Processing Completed Pending

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Play with IT Pro View more

Butter Recommended 98% Front Developer - IT Industry

Google Figma Figma

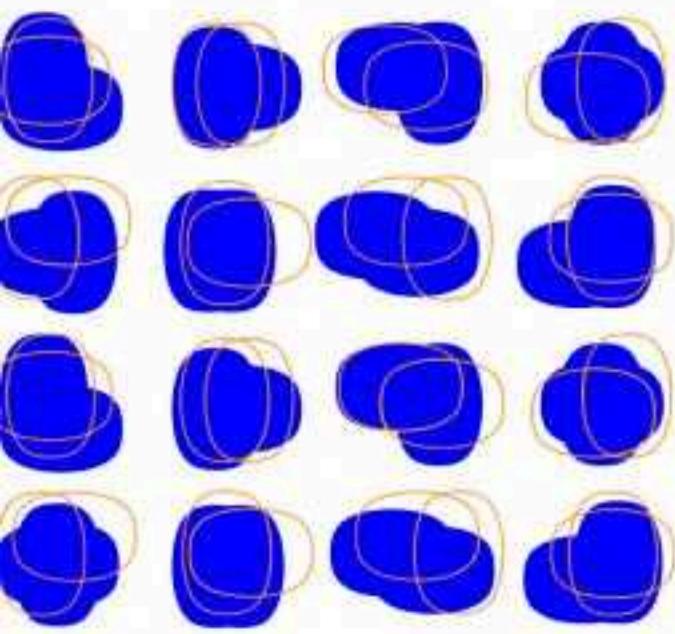
Just little note about me!

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

9:41

Requirement



Build up your Team

Choose to live with people who match your preferences.

Next

프로젝트 상세

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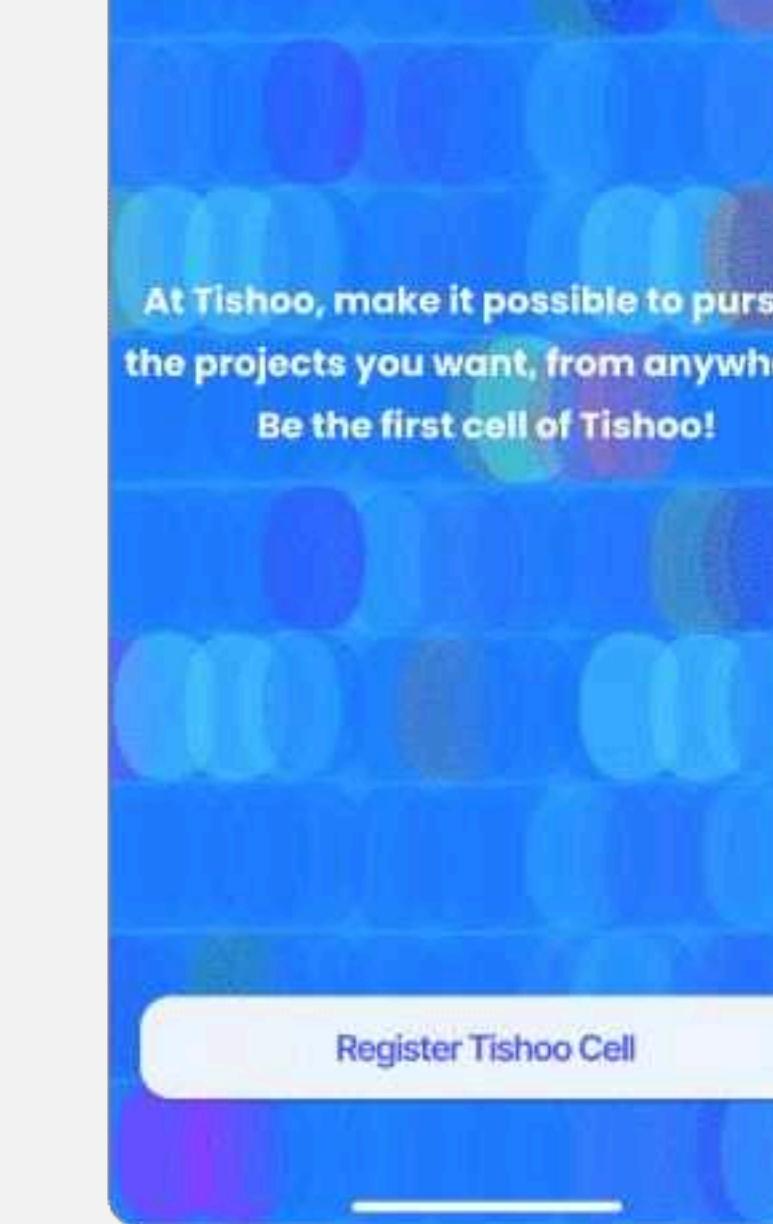


10.6k view 20 MIN

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

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!

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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 8:38 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?

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

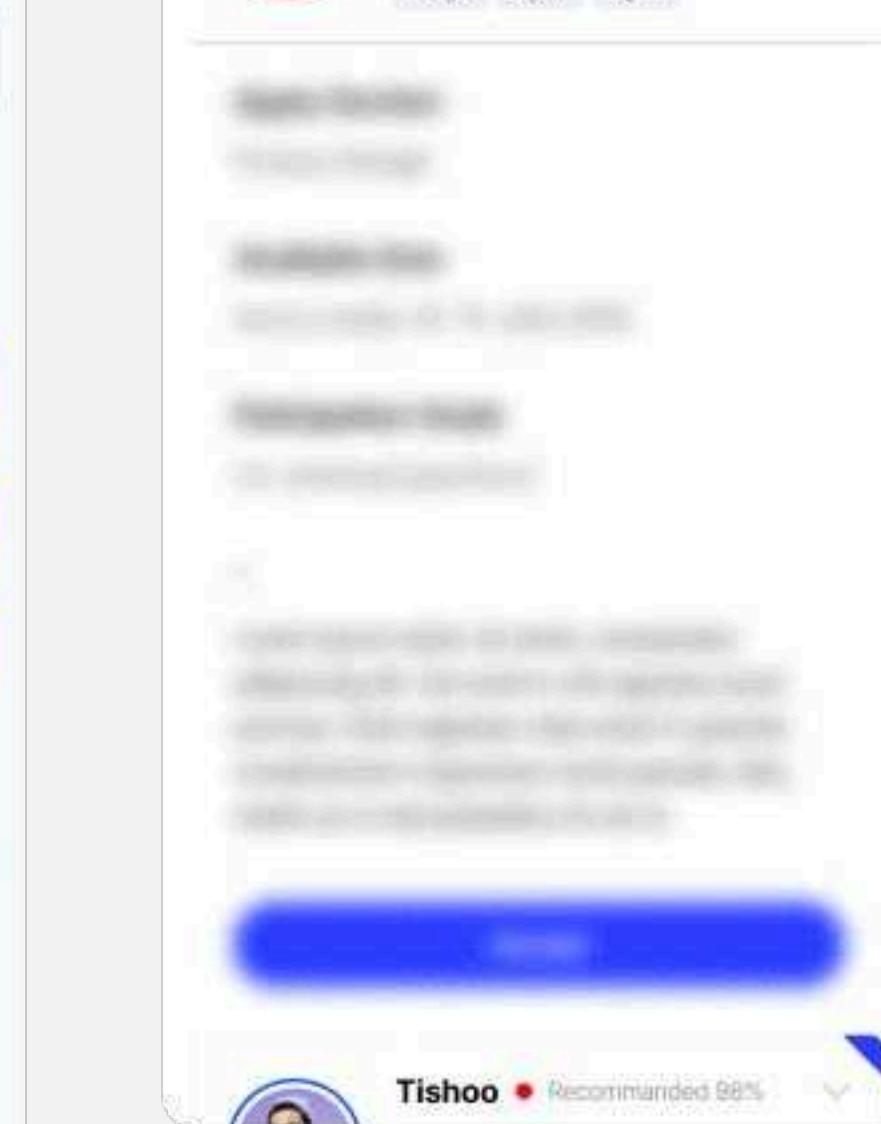
Unless there are any specific issues! 9:40 AM

Polly A week is enough~

9:41

Enter the message...

Tishoo Recommended 98%



9:41

My Page



Tishoo Designer • Senior • NAVER

Portfolio Follow

35K Response 100%

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!

TXG

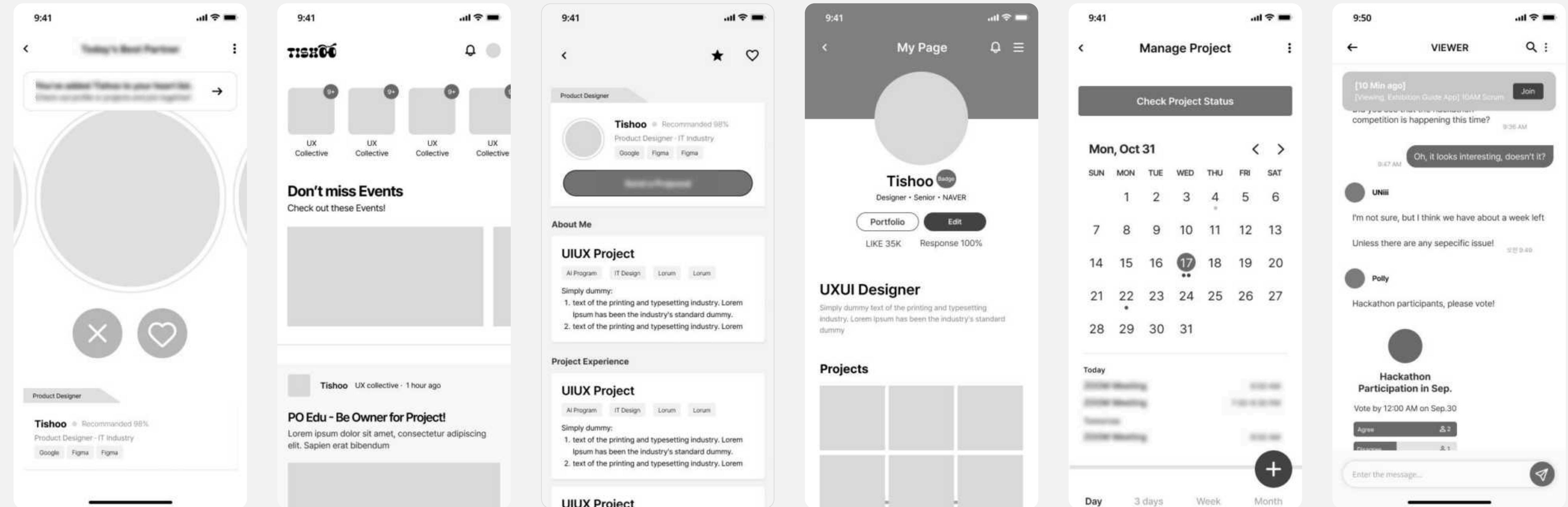
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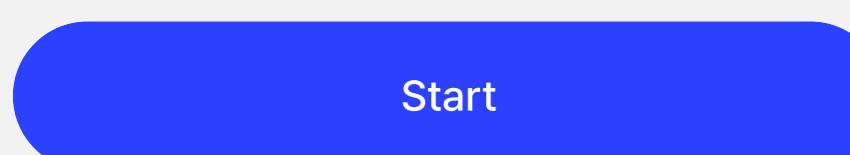
UXUI Designer

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

Projects

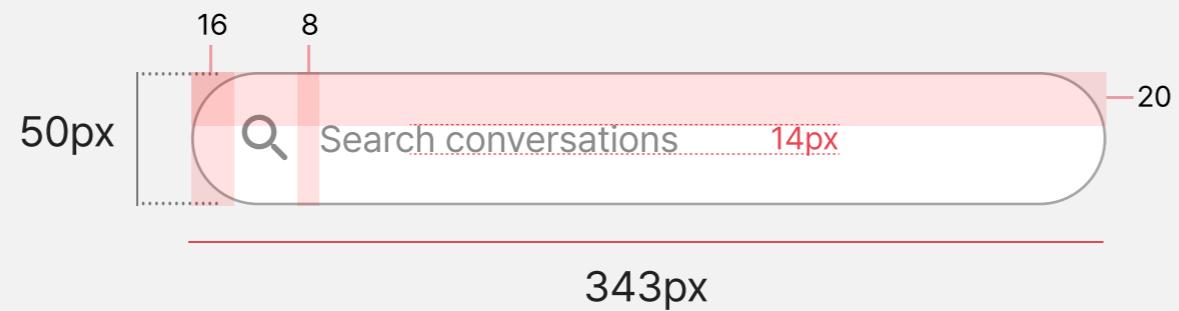
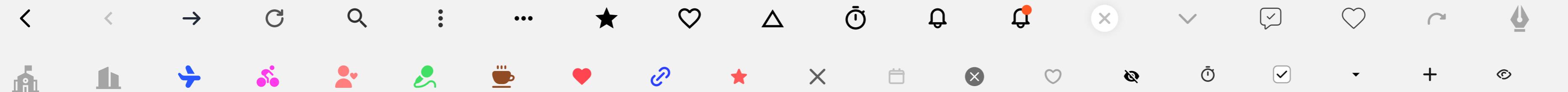
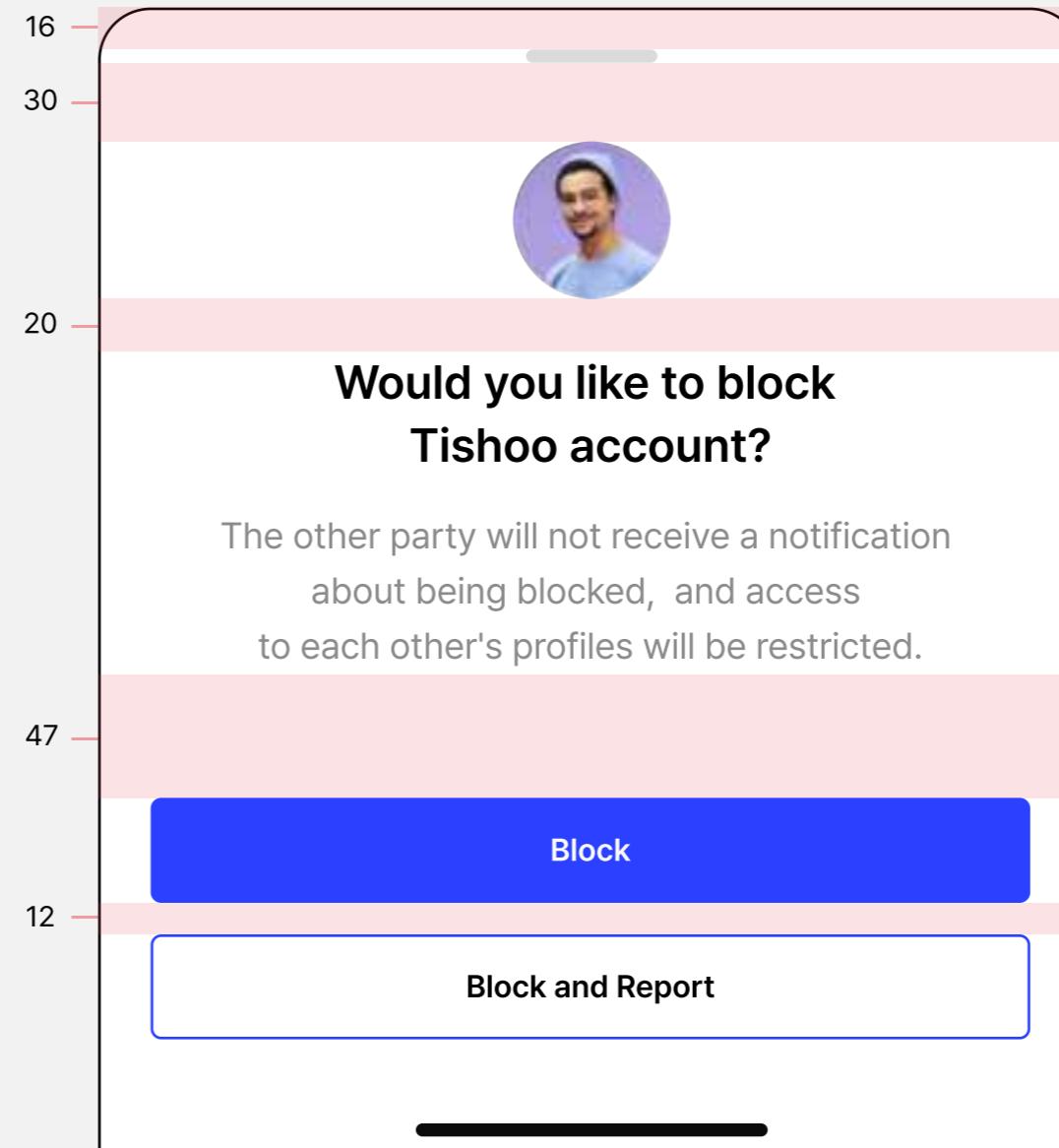
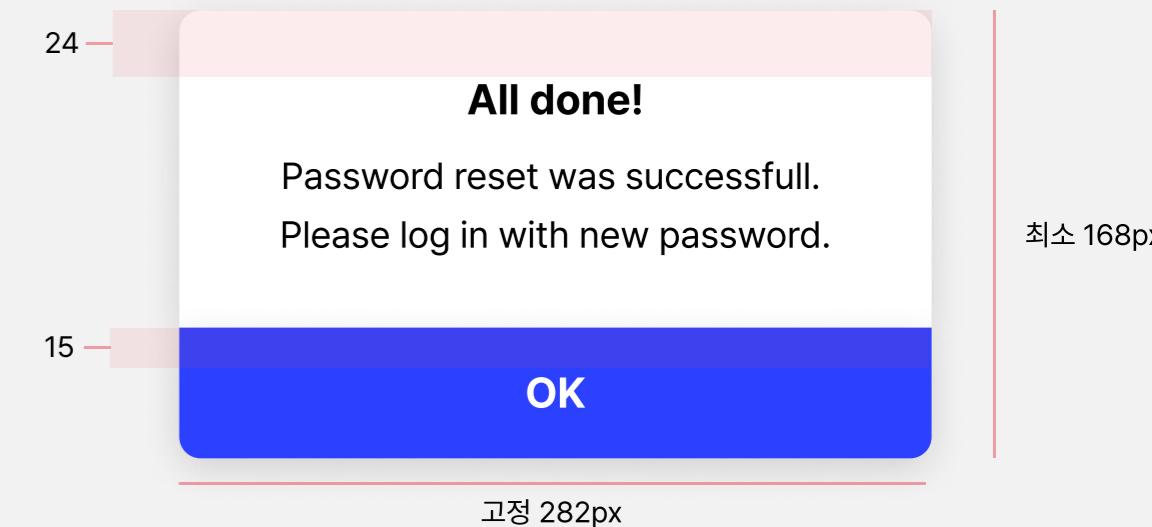




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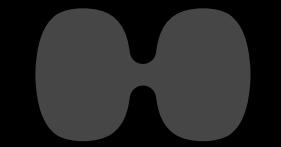


Standard Course

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

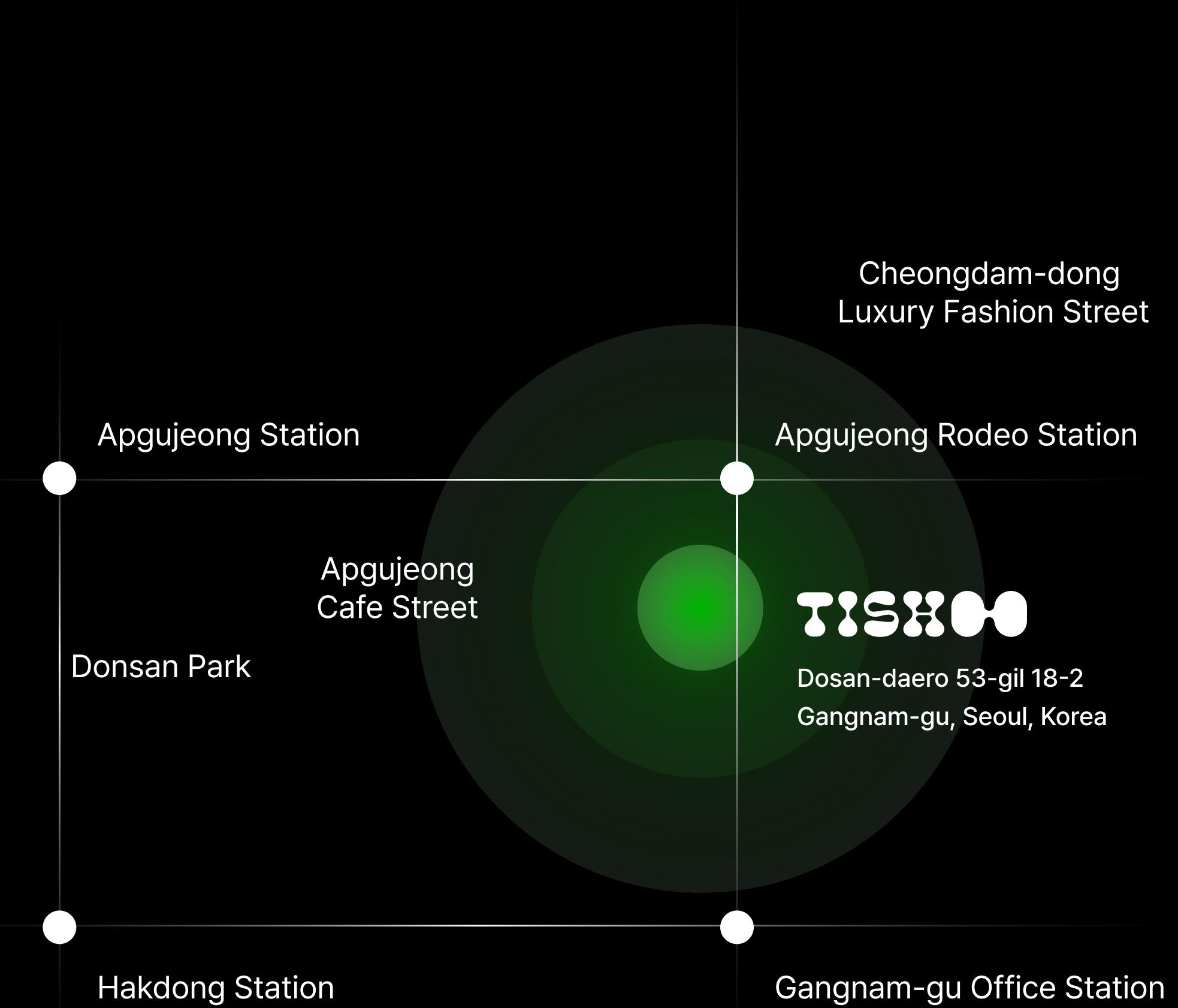
Individual mentoring

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.



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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
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IT Project Consulting Group

Thank you