

PITI PRAVICHPAIBUL

Portfolio

PITI PRAVICHPAIBUL's Profile:



Info :

Piti Pravchpaibul
15 Feb 1989
Bangkok, Thailand
Buddhism



Native
Language



Fluent
IELTS 6.5

Education :

Industrial Design (Bachelor Degree)

Faculty of Architecture,
Chulalongkorn University
(2007-2012)
GPAX (3.12)

Service Design (Master Degree first level)

POLI.design Consorzio
del Politecnico Di Milano
(2015-Present)

Project Management (Online certificate)

University of California,
Irvine via Coursera
(2016-2017)

Skills :



Adobe
Illustrator
90%



Adobe
Photoshop
90%



Adobe
InDesign
80%



Adobe
After Effect
70%



Adobe
Lightroom
70%



Adobe
XD
60%



iMovie
70%



Google
Sketchup
60%



Microsoft
Office
60%

Fields :



Corporate
Identity



UX/UI
Design



Infographic
Design



Graphic
Facilitation



Editorial
Design



Character
Design



Illustration



Packaging
Design



Project
Management



Photo
Retouching



Video
Editing



Digital
Marketing

PITI PRAVICHPAIBUL's

Experience:

Work Experiences :

- 2018 Head of Graphic Designer**
One World Media, Media Agency, Owner of Rabbit Today
- Branding design : Lead Graphic teams creating Corporate Identity both One World Media and Rabbit Today
 - Online Touchpoints : Lead Graphic teams creating all assets for online touchpoints (Website / Social Media)

- 2016 Service Designer Interns**
FutureBrand Italia, Design Agency
- Primary research : Trends & Consumers' behaviors research
 - Pitching deck preparation : gathering materials for various projects' pitching decks

- 2013 -2015 Senior Graphic Designer**
HUBBA, Coworking Space
- Head Project for HUBBA Starter kit for members Research & Visualise data into graphic
 - Senior graphic designer for HBX, Mobile applications producer. Create flow of apps, Wireframe design and all design in projects
 - Multidisciplinary Design for Clients and internal sections

- 2011 Graphic Designer Intern**
Computer Arts Thailand, Magazine office

- 2017 Service & Digital Marketing**
Neodent Dental Group, Franchise Dentist Clinics
- Branding design : Corporate identity & Interior design. Create occasional graphic contents
 - Digital Marketing Manager : Managing digital medias & Social networks, Content editor

- 2017 Service Designer Interns**
Plusimple, Social Network for Italian medical industry
- Primary research : Trends & Consumers' behaviors research
 - UX Designer : Creating workflows for each features
 - Brand design : Creating supportive materials for applications

- 2013 -2014 Branding & Graphic Designer**
Livinism, Branding Design Firm
- Overall branding & Corporate identity design for "Viet's Choice" : Vietnamese Restaurant in Hong Kong
 - Schematic & Interior design for multiple commercial spaces in occasional projects

- 2011 Graphic Designer Intern**
Digitopolis, Online Applications office

PITI PRAVICHPAIBUL's

Experience:

Extra Curricular Activities :

2016 Event & Design Team

*"TSAC2016", Thai Student Academic Conference
Thai students committees in Europe inAlghero, Italy.*

- Created and facilitated recreational activities in the event
- Created graphic & multimedia materials for the event

2014 Special Lecturer in "Design Fundamental"

Pah Space, Coworking Space

- Lectured & created Graphic design's theories presentations.
- Designed and facilitated workshop to enhance the understanding of attendees

2014 Special Lecturer in "Creative solution for Science instruction Media"

*Bangchak Petroleum collaborate with
National Science and Technology Development Agency*

- Lectured & created Idea initiation & visualize into presentation
- Designed and facilitated workshop to enhance the understanding of attendees

2011 Thai Representative in Graphic Design Technology Department

Ministry of Labour for WorldSkills 2011

- Represented Thailand in an international organised Skills Competition held in London, UK
- Got special training from professors and specialists

2010 Thai Representative in Graphic Design Technology Department

Ministry of Labour for AseanSkills 2010

- Represented Thailand in an International organised Skills Competition held in Bangkok, Thailand
- Got special training from professors and specialists

2009 Head of Graphic Design Department

Annual role play of Faculty "Archlakorn : SnowWhite"

- Created major materials for the event & Art direction consistency
- Co-operated with teams and suppliers to create multi-purpose materials



Achievements :

- 2014** **Second Runner Up
in "Business Plan Design"**
*Startup Weekends : Creative Edition
by Startup Weekends Bangkok*
- "MassageGuruu" The massage place navigation system
 - Initiate high potential business plan with team
 - Create design material for customer validation
 - UX design for proposal
- 2013** **Top 10 Finalists
in "Creative Project Design"**
Brands' Generation #6, by Cerebos Pacific Limited
- "AstroQuest" was attended
in Innovative & Creative Project competition
 - Create Final Presentation for jury with judges
- 2012** **50 Finalists
To display project on The Annual Degree Show**
Thailand Creative & Design Center
- "AstroQuest" was selected to display in Public Exhibition
- 2011** **The Best Presentation
in "Packaging Design"**
"Cool The World" by The British Dispensary (LP) Co., Ltd
- Prickly heat powder packaging design

- 2010** **The Consolation Prize
in "Packaging Design"**
by Department of Intellectual Property, Ministry of Commerce
- "Creative Thai Rice Packaging for Export" packaging design for rice
- 2009** **The First Prize
in "Graphic Design Competition"**
23th Thai National Skills by Ministry of Labour
- Multidisciplinary Design Competitions with national contestants
- 2009** **The First Prize
in "Logo Design"**
*"Chamchuri Games" - 38th Universities Games
by Chulalongkorn University*
- 2009** **The First Prize
in "Logo & shirt Design"**
*"Chula - Thammasart" - Annual Traditional Football League
by Chulalongkorn University*
- 2009** **The Third Prize
in "Corporate Identity & Packaging Design"**
"Thai Tourism Design Contest" for Thai Electronic Publishing Association

PITI PRAVICHPAIBUL's Gallery:

★ Highlights:



**The Third Prize
in "Corporate Identity
& Packaging Design"**

*"Thai Tourism Design Contest"
for Thai Electronic
Publishing Association*



**The First Prize
in "Logo & Shirt Design"**

*"Chula - Thammasart"
Traditional Football League
by Chulalongkorn University*



**The First Prize in
"Graphic Design Competition"**

*23th Thai National Skills
by Ministry of Labour*



**The Best Presentation
in "Packaging Design"**

*"Cool The World Contest"
Snake brand, Cooling powder*



**Thai Representative in
Graphic Design Technology**

*Ministry of Labour
for AseanSkills 2010*

2009

2010

2011

2012

2013

2014

2015

2016



**Thai Representative in
Graphic Design Technology**

*Ministry of Labour
for WorldSkills 2011*



**50 Finalists
To display project
on The Annual Degree Show**

*Thailand Creative
& Design Center*



**Special Lecturer
in "Creative solution for
Science instruction Media"**

*Bangchak Petroleum
collaborated with NSTDA*



**Second Runner Up
in "Business Plan Design"**

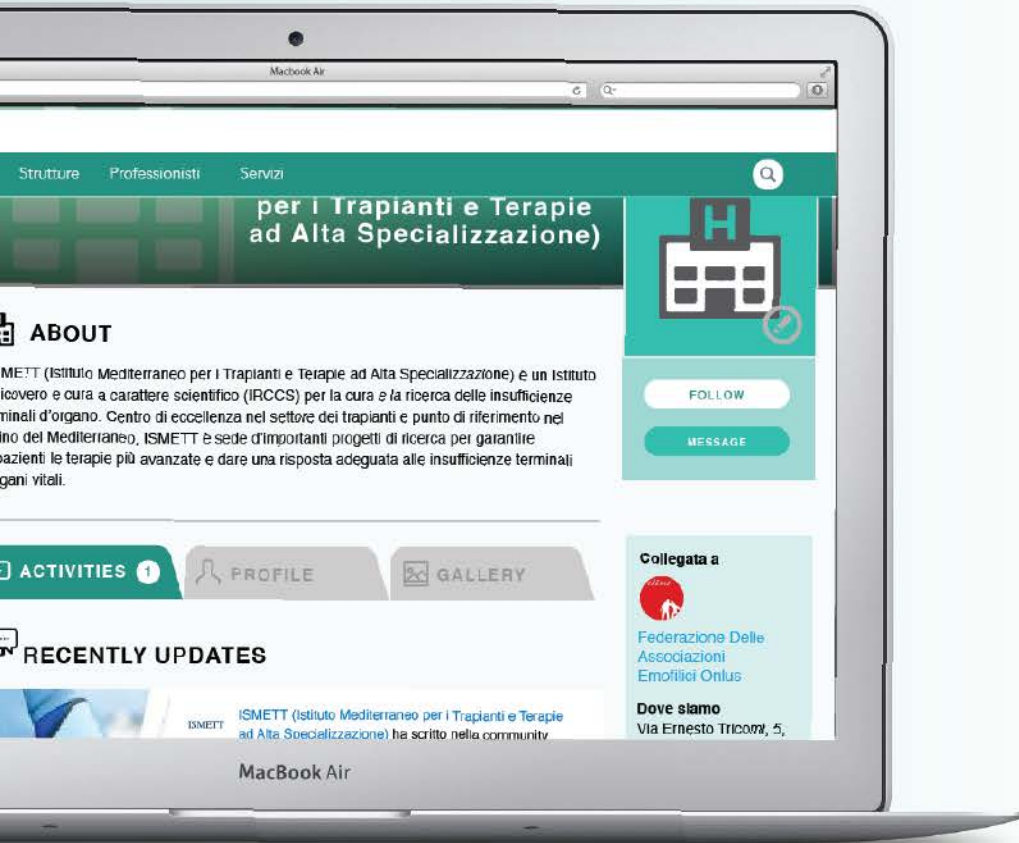
*Startup Weekends
: Creative Edition
by Startup Weekends Bangkok*



**Special Lecturer
in "Design Fundamental"**

*Pah Space,
Coworking Space*

PITI PRAVICHPAIBUL'S Service Design :



Corporate Identity
UX/UI design
Photo retouching
Project management
Digital marketing



Creating social platform that connect doctors, healthcare institutions and patients together. Users can view each others' profile while make a remote consultation using features from this platform to improve their experience.

Project Focus :

Improve entire interfaces and workflows to serve all requirements and behaviors from every stakeholders in every features, Website, dashboards, E-mail interactions and offline supportive materials.

PLUSIMPLE

Social platform for Italian medical industry



Key Features :

- Social network for Italian healthcare industry that user can search to any healthcare professions , see their profiles, and connect for further discussion
- Private dashboards that manage all users' conversations and store their documents via cloud which allow them to send to each other for the better diagnosis.

Process Workflow :

1 Research

- Trends research
- Analyse the existing interfaces
- User behaviors of every stakeholders (doctors, patients, associations, etc.)

2 Analysing

- Summarize the workflows and interactions
- Propose new components to fill the gap inside platform

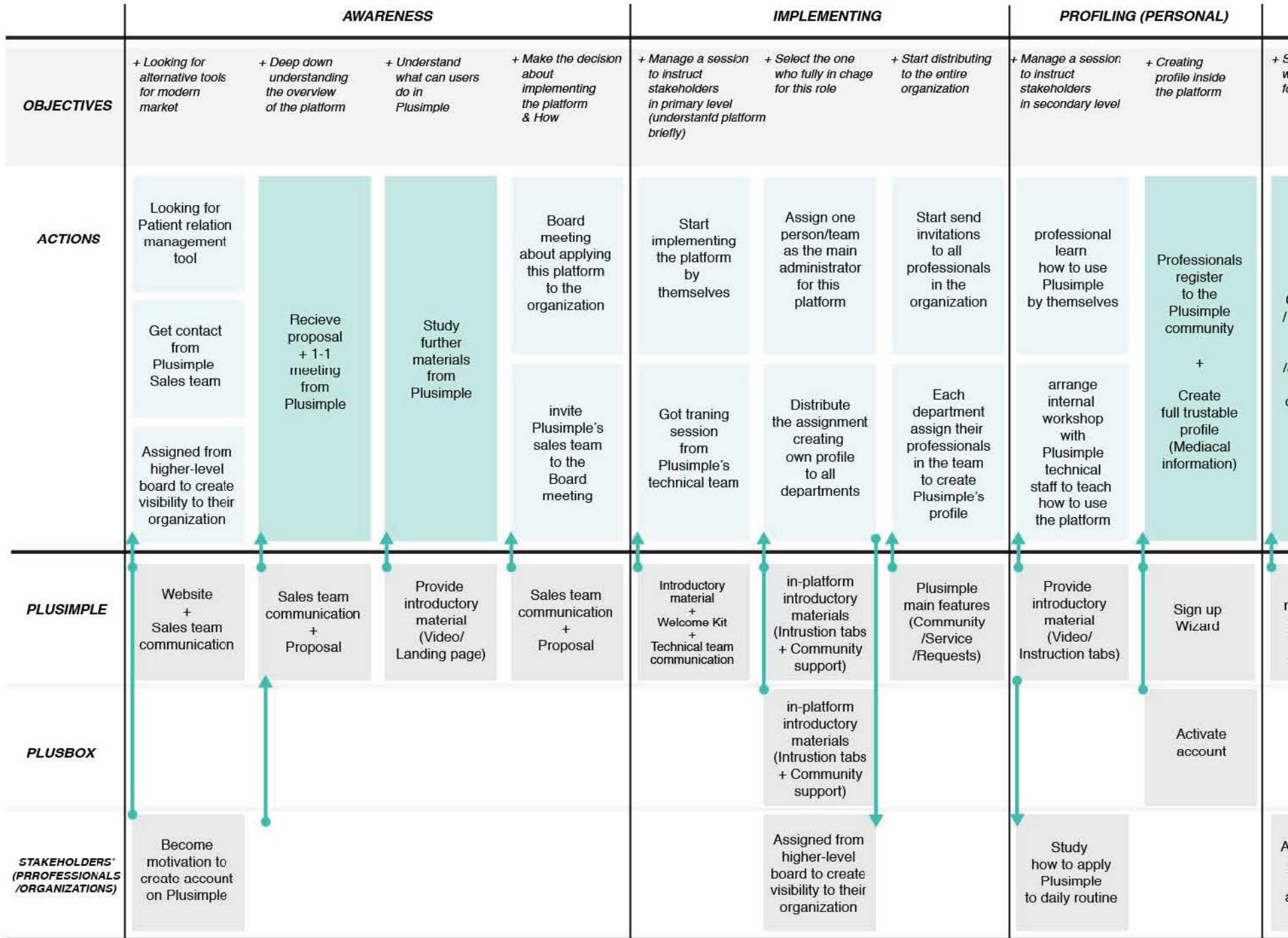
3 Visualising

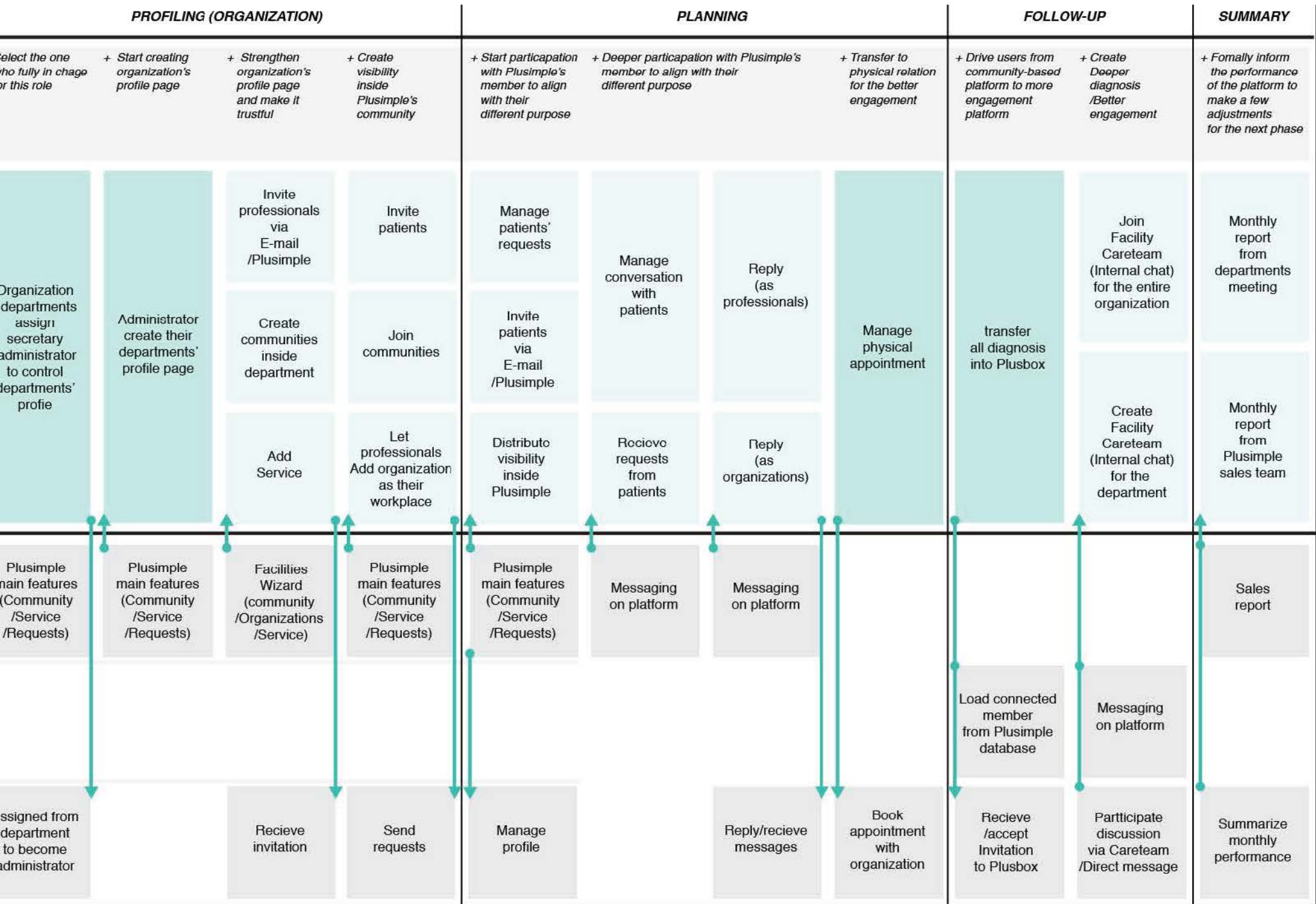
- Wireframe design
- Diagram visualisation
- Copywriting for offline supportive materials

4 Final Product

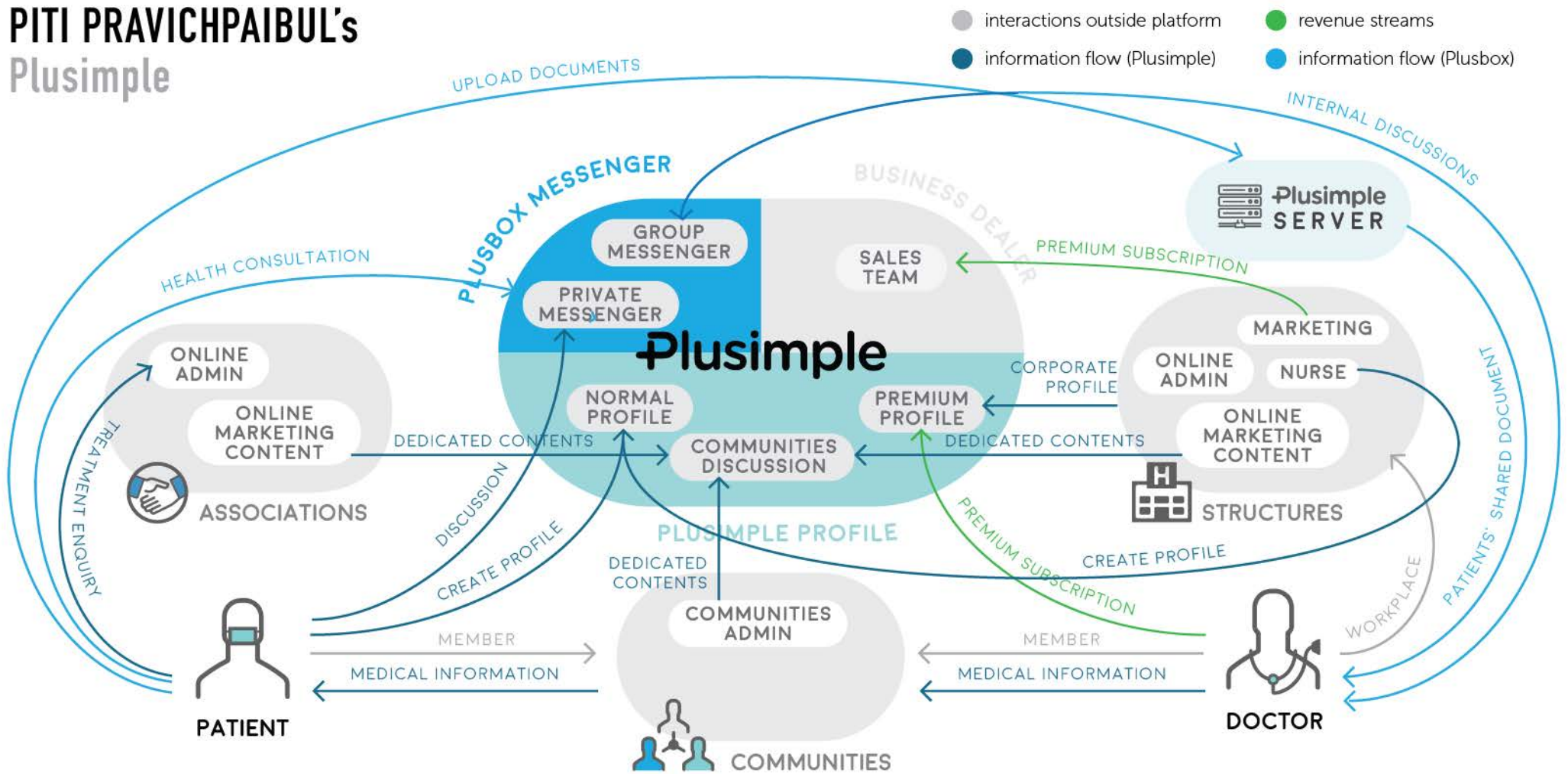
- Prototype for all features
- Interaction guide for developer
- Storytelling

PLUSIMPLE : Service Design Blueprint





PITI PRAVICHPAIBUL's Plusimple



COMMON USERS

All potentials stakeholders that want improving their wellbeing and start participating with you

PROFESSIONALS

Every professions in healthcare industry are considered as professionals for us

STRUCTURES

Including all micro & macro units inside organizations (Section / Departments)

ASSOCIATIONS

Non-profit facilities that created by non-professional but still for health and wellbeing purpose

COMMUNITIES

Members with same interests connected together, then share and update to the community

◀ **From Previous page**

Stakeholders Diagram
for all Plusimple's products

Understanding Plusimple Core Products

from Plusimple,
social profile for all stakeholders
in free and premium plan.
to Plusbox, private messaging
platform that can help in
cross-department diagnosis



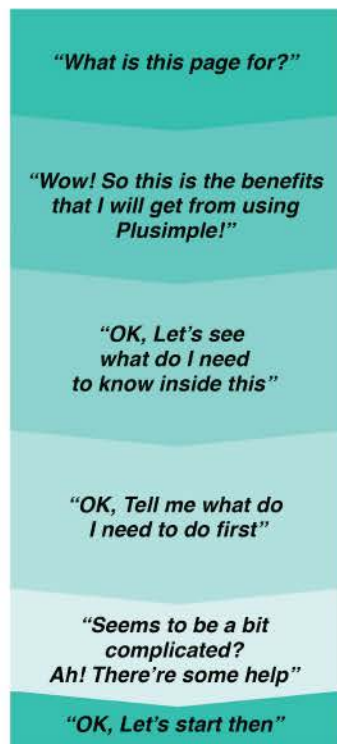
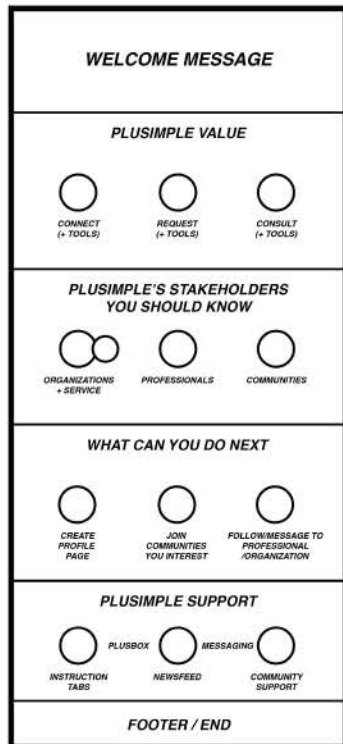
USERS CAN...	WITH THE...	THROUGH...
JOIN	PROFESSIONALS	PROFILE
	ASSOCIATIONS	COMMUNITIES
	ORGANIZATIONS	
CONNECT	PROFESSIONALS	COMMUNITIES
	ASSOCIATIONS	MESSAGING
	ORGANIZATIONS	SERVICES
ENGAGE	PROFESSIONALS	MESSAGING
	ASSOCIATIONS	PLUSBOX
	ORGANIZATIONS	

▲ Main interactions for stakeholders by Plusimple features

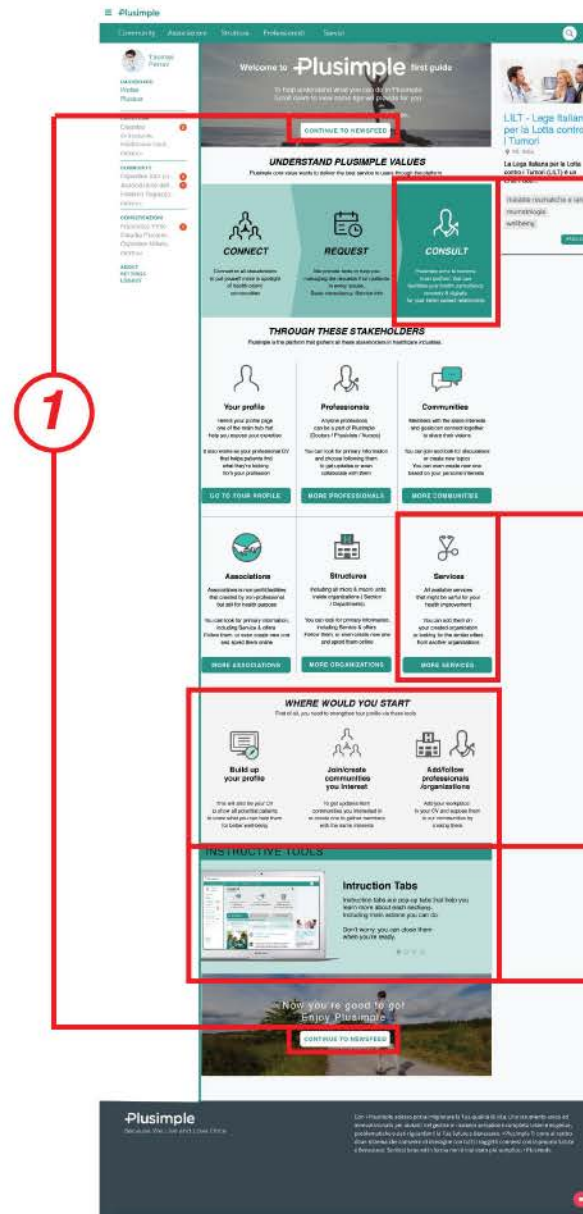
PITI PRAVICHPAIBUL'S Plusimple

From wireframes, to prototype

Starting from generate schematic wireframe to understand flow & sequence, provide the options, then visualise them



User Landing Page
(first time login)



2 Introducing Plusimple values

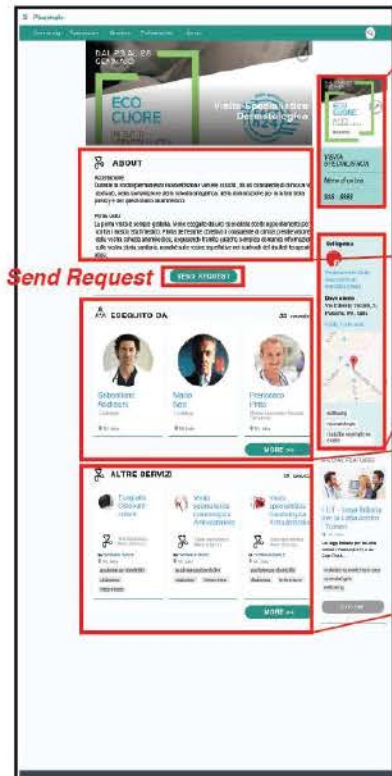
- Including,
- + Definition
- + Suggested interactions (What can you do with it)
- + Link to the main page of this section

3 Introducing Plusimple stakeholders

4 Where should you start?

5 Introducing Instructive materials

Service Page



Interaction panel

Allow you to request for more information (redirect to message)

Basic information

Brief biography of this account (~800 characters maximum)

Contact information

- Creator
- Address & Map
- Website

Professionals

Professionals who offer this service

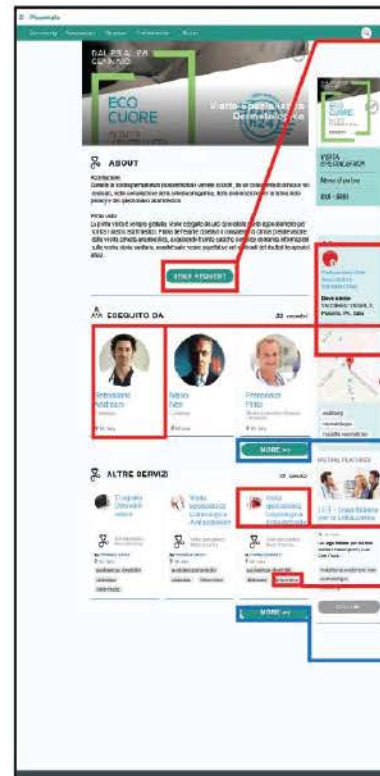
Display 3 random accounts with more button to redirect to new window

Services

Services that similar result to your request

Display 3 random services with more button to redirect to new window

Service Page



MESSAGING

ORGANIZATION'S PROFILE

PROFESSIONAL'S PROFILE

DISPLAY ALL PROFESSIONAL

SERVICE'S PROFILE

KEYWORDS SEARCH RESULT

DISPLAY ALL SERVICE

Interface classification

Since this application combined many stakeholders, I offered the visual system to categorised each type of stakeholders inside platform. Including elements and interactions

Patients (Normal users) Profile

Professionals Profile

Associations Profile

Healthcare structures Profile

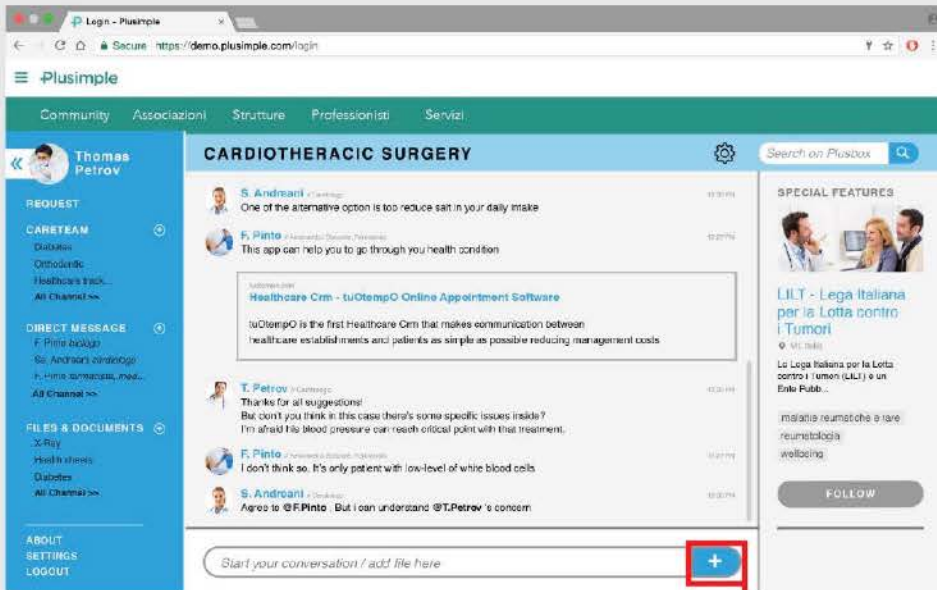
Service Profile



PITI PRAVICHPAIBUL'S Plusimple

Describe elements & interactions

contains technical data
to communicate to the developers



Choose file...

Add internal Note

Share Contact

Left-click Messenger bar

Choose file...

Add internal Note

Share Contact

Choose File →

**FLOW 01 :
SHARE FILE**

*Add
internal Note

Add Note [POP-UP]

Add Note X

This internal note will be send and store in internal patient management dashboard which will help organizations track your treatment plan with this patient.

from... Direct Message

to... A.G.A.P.E. - ONLUS

Type your note here.

Upper adjustment, (diagnostic services, Additional services) the map you cannot anything that can be used in the future message.

0/1000

Back **Next**

Share
Contact

Share contact [POP-UP]

Share Contact X

You want to share contact of...

Type keywords or select from subscriptions list

26 Other Messages, 17 Comments

Direct Message

F. Buschi

F. Pinto

Direct Messages

Liver Checking

Cardiotheracic Surgery

Cancel **Next**

Share contact done [POP-UP]

Share Contact X

Done!

The contact has been shared to your selected member

You can choose to continue what you're doing, or redirect to the channel you've shared this file.

Done **Go to channel**

Next

Add Note done [POP-UP]

Add Note X


Done!

The note has been sent to internal dashboard of selected organization


This message is for internal usage between you and structure so it won't display in your private channel.

Done

* Internal note is available only for professional with premium subscription only,

 In Case of Emergency (ICE) is a programme that enables first responders, such as paramedics, as well as hospital personnel, to contact the next of kin of the owner of a working mobile phone to obtain important medical or support information. The phone entry or entries are intended to supplement or complement written information in a wallet or on a marked bracelet or necklace.

What's ICE Code?


 ICE Code is the innovative way to reach patients' information effectively. With this code, you can share your detail of your full condition without worrying the limited space to fill in your physical objects you will also allow to share your basic medical information for better remote diagnosis, or even cross-diagnosis while keep your privacy

Why ICE Code is better?


both ICE Card and ICE Apps might be useful in term of accessibility, but it's full of limitation. Space, Privacy, and not attractive appears as to access to these information anywhere

ICE Code	ICE Card	ICE Apps
<ul style="list-style-type: none"> - Anyone can access to this information - Full detail of essential medical information - Ideal for cross-diagnose remote diagnosis, and even emergency case 	<ul style="list-style-type: none"> - Only people who see this card can see these information - Limited medical information based on availability of space - Ideal for emergency case 	<ul style="list-style-type: none"> - Only people who see this phone can see these information - Limited medical information based on availability of space - Not always for locked screen - Ideal for emergency case

How does ICE Code work?

 ICE Code is very easy to use. You need to fill all of your informations in the platform. Then, you keep the code with yourself. Save it in your phone or print the template and keep it in your pocket. Anyone who wants to access these information just have to open ice.plusimple.com and put your code here.

Understand the scenario



Here's your ICE Code!

2F7B 3734 2FBX

[Crea un nuovo codice](#)

Go to ice.plusimple.com to let people check your medical profile

We also provide the printable template to be sure everybody can access to your medical condition when you're not able to communicate properly. Better to keep your code available in your mobile phone or personal belonging (e.g. wallet, purse, etc.)

[download pdf](#) [print](#) [mobile wallpaper](#)

Introduction of ICE (In case of emergency) protocol

Introduce ICE Code

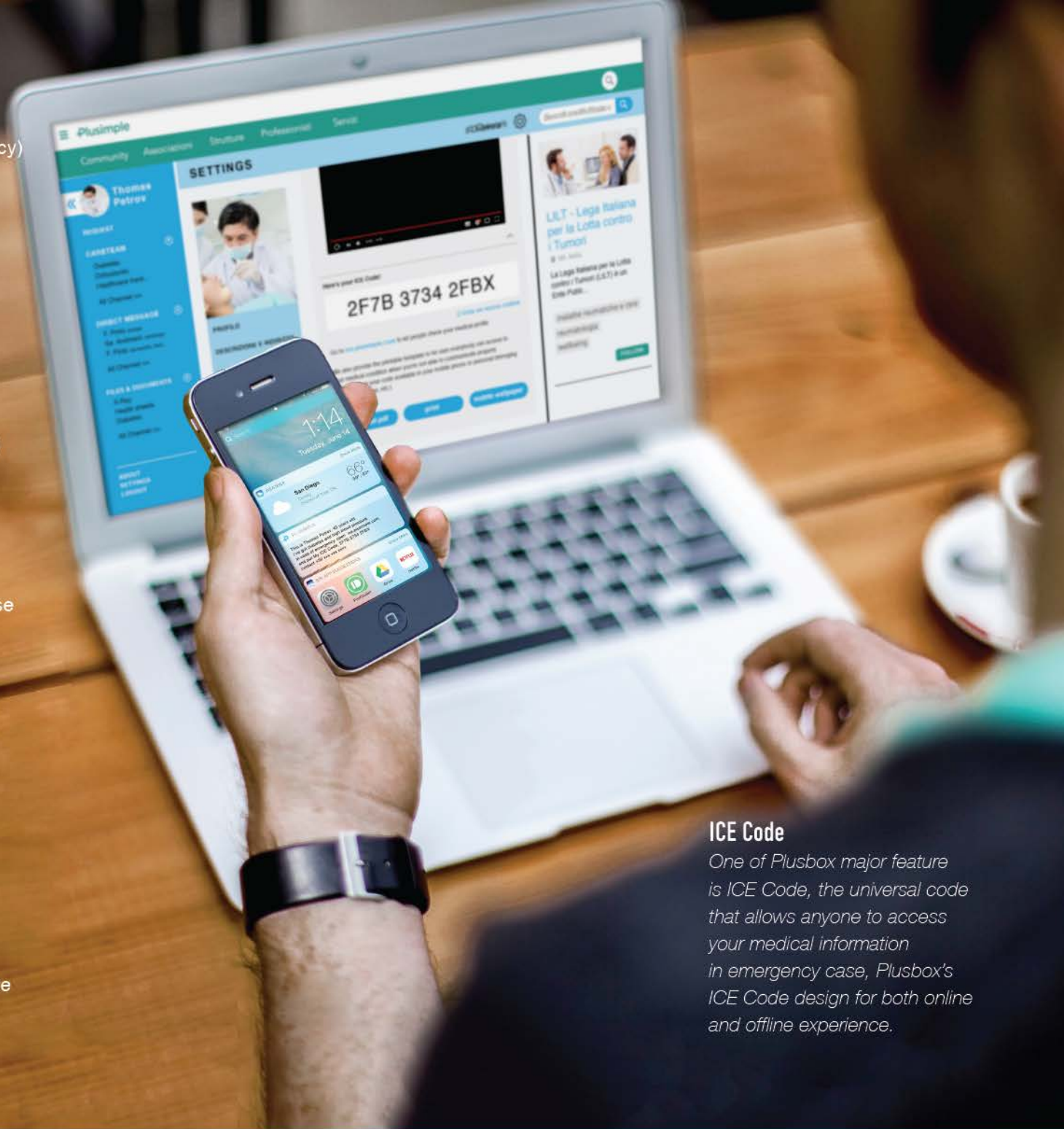
Compare the difference between each approaches (Card / apps / Code)

Instruction how to use the code to access the information

supportive multimedia to show the scenarios

Interaction for this ICE Code

- Download printable template
- Direct print template
- Mobile Wallpaper wizard



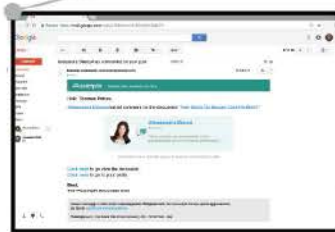
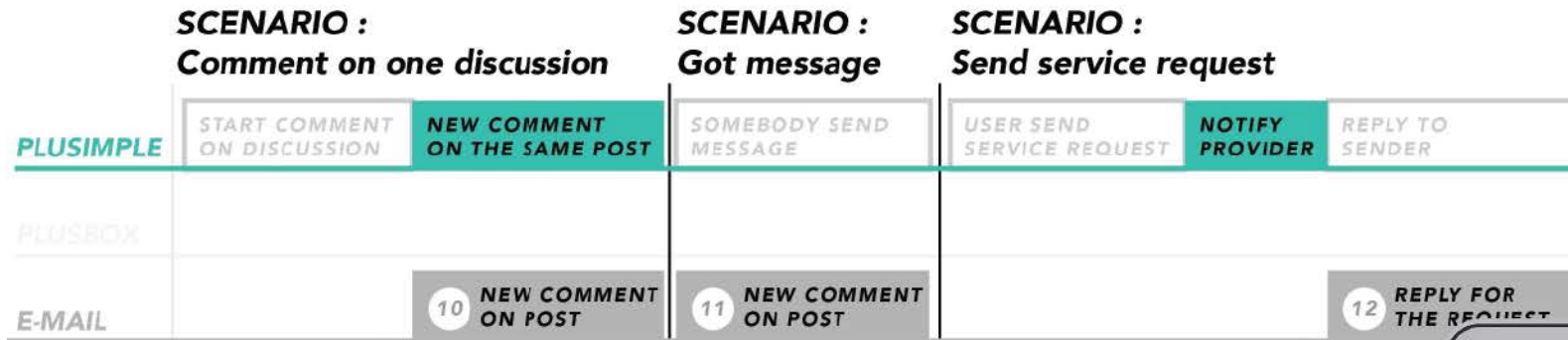
ICE Code

One of Plusbox major feature is ICE Code, the universal code that allows anyone to access your medical information in emergency case, Plusbox's ICE Code design for both online and offline experience.

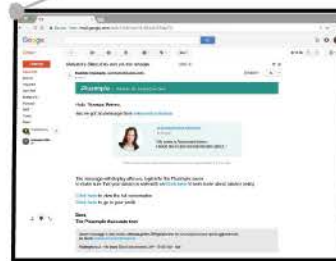
PITI PRAVICHPAIBUL'S Plusimple

E-mail interaction integrate into customer journey

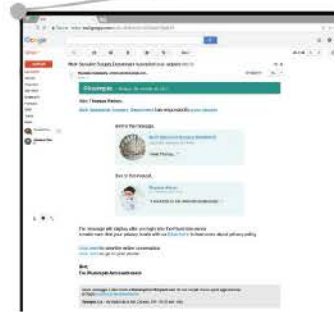
To ensure that the designs was covered entire flow in every scenarios. Designing for all interactions outside platform need to be concerned as well



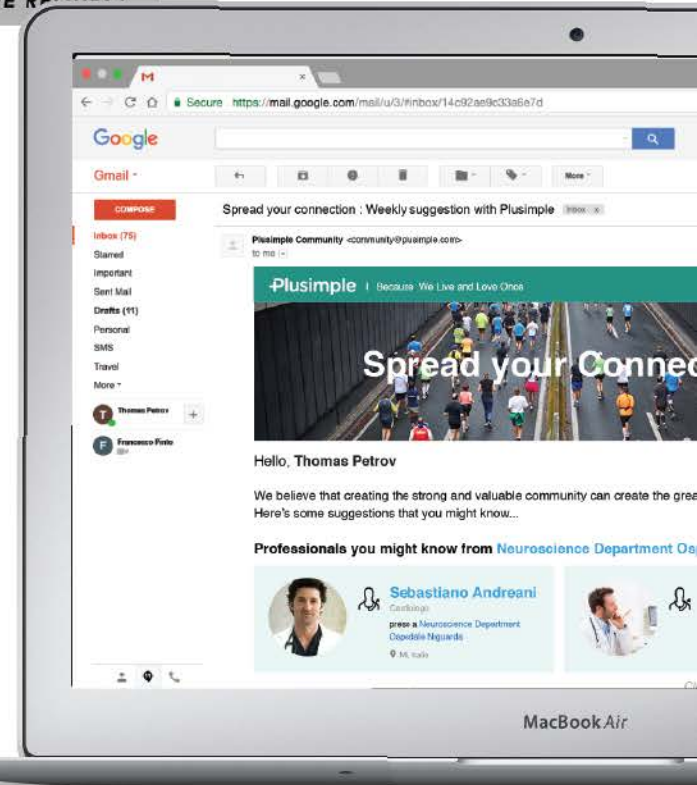
- Display comment
- Display posted member information
- Link to Discussion
 - >> Discussion page
- Link to posted member's profile
 - >> Posted member's profile page
- Link to your profile
 - >> Your profile page



- Display samples of message
- Display sender information
- Link to Conversation
 - >> Conversation page
- Link to posted member's profile
 - >> Posted member's profile page
- Link to your profile
 - >> Your profile page
- Link to learn privacy policy
 - >> Privacy policy page



- Display samples of message
- Display sender information
- Link to Conversation
 - >> Conversation page
- Link to organization's profile
 - >> organization's profile page
- Link to your profile
 - >> Your profile page
- Link to learn privacy policy
 - >> Privacy policy page



▲ Workflow of E-mail interaction on registration Timeline

Offline materials

Applications need to be promote offline as well. I also designed supportive materials, including publications for different stakeholders (professionals, associations, pharmacy companies) and environmental graphics



PITI PRAVICHPAIBUL'S Service Design

Corporate Identity
UX/UI design
Service design
Project management
Digital marketing



One World Media, newly established media agency, aims to create O2O experience using free-copies magazine called "Rabbit Today" as the medium to represent new modern lifestyle through curated contents from multi-section selected bloggers.

Project Focus :

As a head of graphic designer, my responsible is to lead design team delivering all online touchpoints on the early stage, official website and social media, offering the familiar experience and simple interface. I also created the visual identity to strengthen brand awareness with pleasant and harmony look & feel, and collaborated with another departments, marketing and business partners, to generate the smoothest workflow for cross-department proce

ONE WORLD MEDIA

Media Agency, Owner of Rabbit Today



Responsibilities :

- Lead design team creating official website for Rabbit Today
- Create the structure and visual for the sales team, using to sell their advertisement slots on daily magazine.
- Understand the workflow of creating daily magazine and provide tools facilitating cross-department tasks (Marketing - Business Dealer - Production)
- Structure the corporate identity, including branding, image guideline and social media implementation. to represent the best mood & feel of the brand

Process Workflow :

1 Research

- Brainstorm with another departments
- Competitor analysis

2 Analyse

- Understand overall tasks for daily magazine.
- Create cross-department workflow

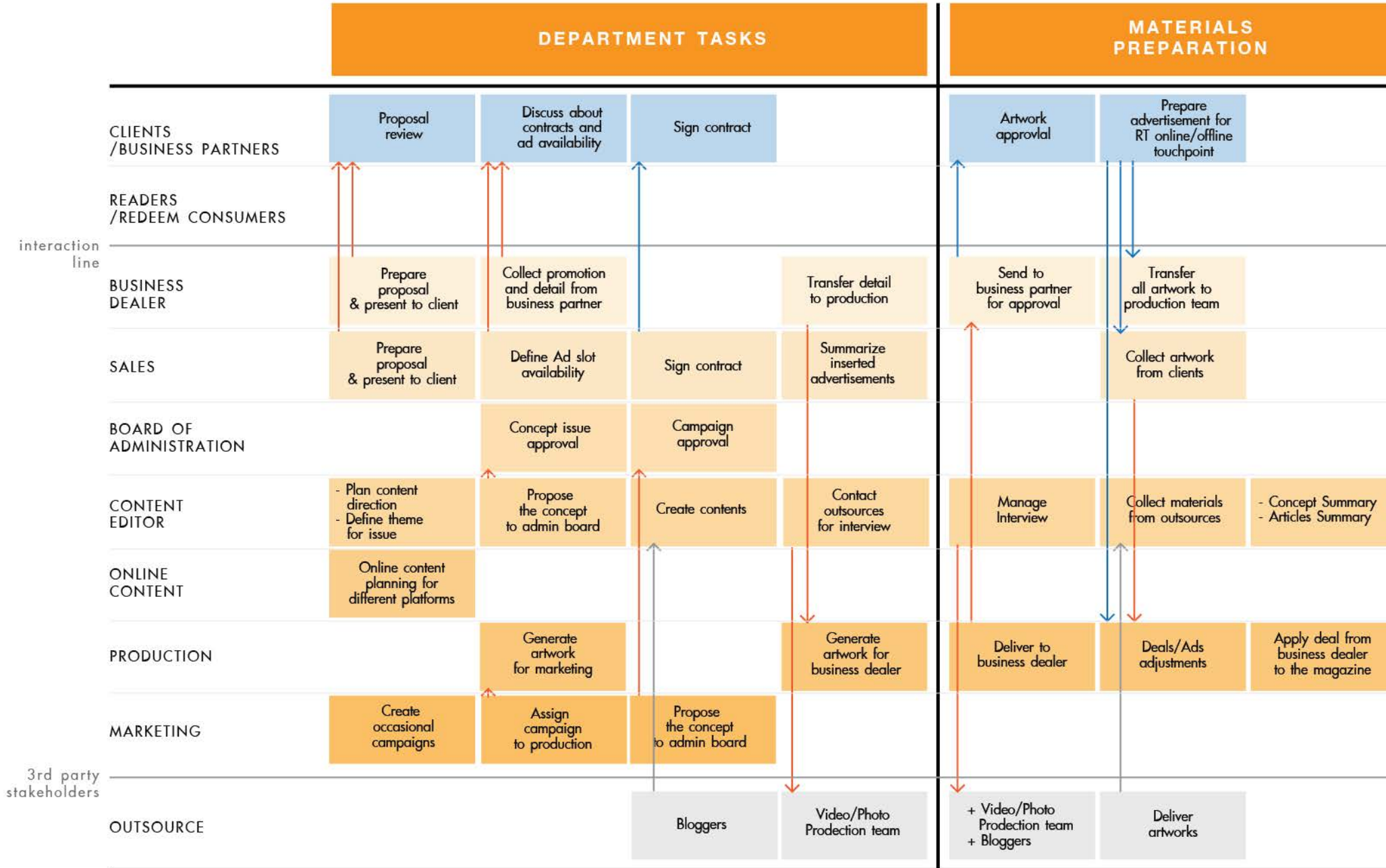
3 Design

- Corporate Identity
- Image Guideline
- UX/UI Design for website
- present to the board

4 Implementation

- Social media implementation
- Prepare materials for other departments

ONE WORLD MEDIA : Internal Workflow design blueprint



DAILY ISSUE PRODUCTION

DAILY ISSUE DISTRIBUTION

FEEDBACK SUMMARY

Send advertisement to Sales team

Forward advertisement to production

Distribute articles to online /production

Online content Summary for daily issue

Layout artwork on magazine

Final artwork approval

Proofreading

Final Adjustments

Gather material from content and production (articles/deals)

Prepare file for printing house

Distribute campaign in online format

Printing houses

Assign distributor for the distribution

Schedule posts/deals on website

Generate online artworks for online (articles / deals)

Distributors (DemoPower)

Recieve the magazine

Schedule posts/deals on social media

Distributors (DemoPower)

Redeemed deals

Redeem deals

Collect data

Campaign analysing

Campaign analysing

Participate campaigns

Engagement summary

Collect data

Result summary

Result summary

Recieve summary

Result summary to business partners

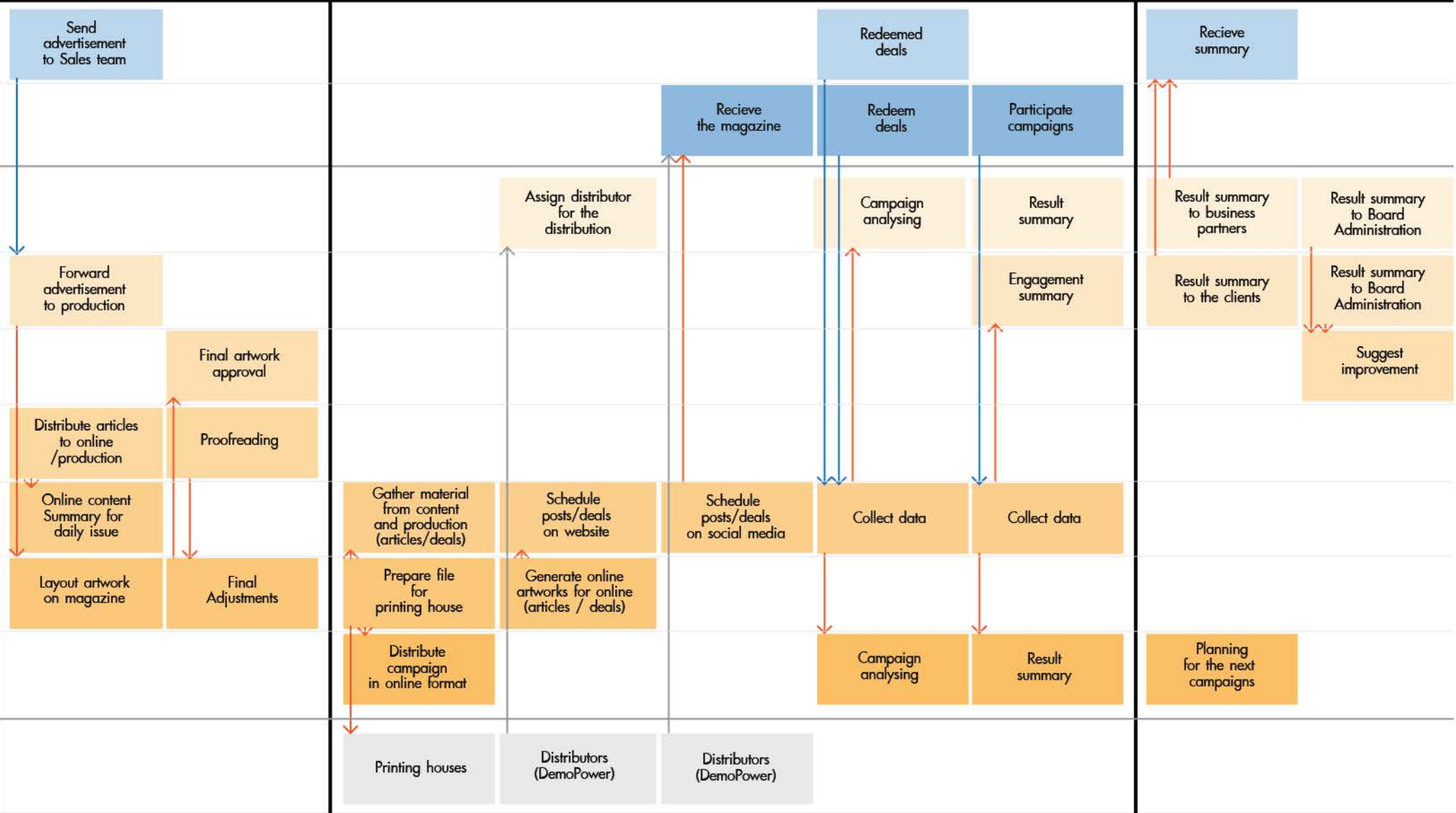
Result summary to the clients

Planning for the next campaigns

Result summary to Board Administration

Result summary to Board Administration

Suggest improvement



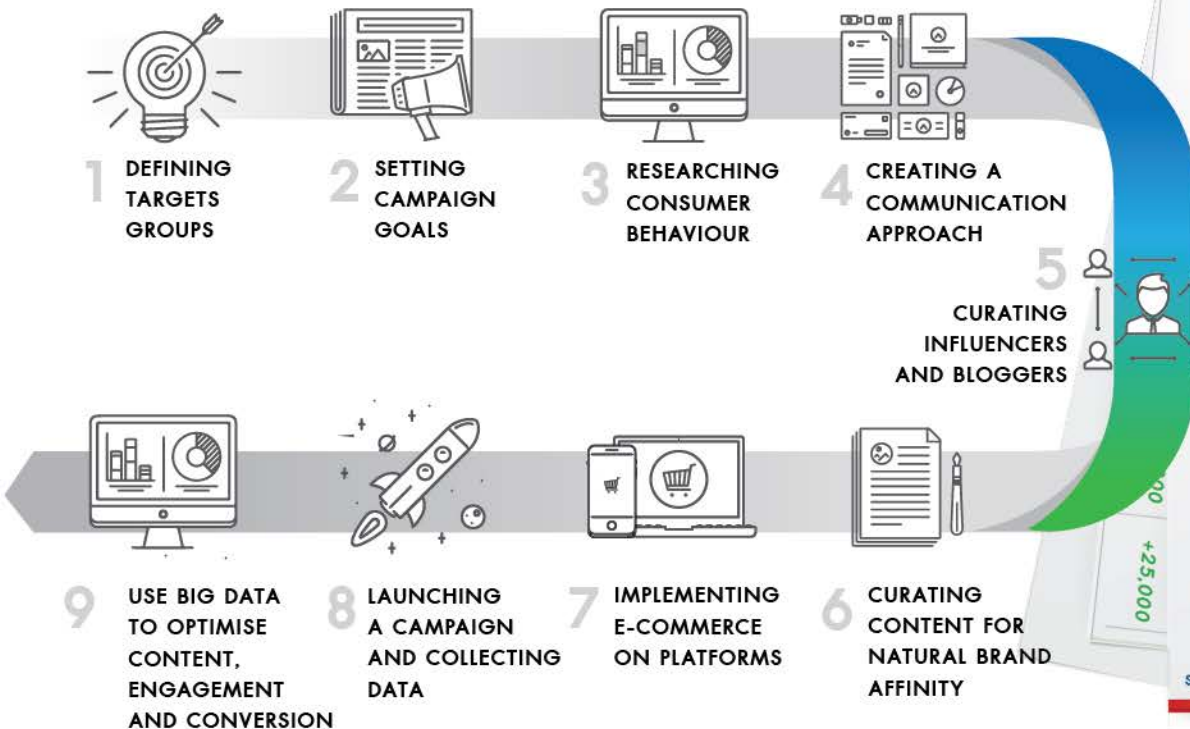
PITI PRAVICHPAIBUL'S One World Media

Signature tools for sales team

I designed tools and diagrams that help potential clients understand corporate's vision and workflow which applied into multiple outcomes both online (corporate website) and offline (Sales kit, proposal to clients)

Sales kit, which applied in different formats (one-page credential, presentation)

One World Media workflow from the beginning (defining target groups) to the end (optimising engagement)



owm ONE WORLD MEDIA Part of Nine Group

COMPANIES: VIB, MOCO, New Media One, DEMAPOWER, KERRY

CORE VALUES: ALL-PLATFORM MEDIA, CONTENT MARKETING AGENCY, TALENT AGENCY, E-COMMERCE SOCIAL MEDIA

CORE TARGETS:

- Bangkokian
- 15 - 55 Years Old
- mainly focus on BTS & MRT users
- Urban Professional
- Modern Family
- Millennials
- Students

9 FORMS: Video, Print, Free Samples/QR, Online Content, Out of Home Ads, On-Ground Events, Infographic, E-Commerce, Podcast

54 BLOGGERS with **10m+ FOLLOWERS** featured...

CORE PRODUCTS: rabbit today (Daily Magazine)

9 PLATFORMS: Daily Magazine, Official Website, Facebook, Youtube, Instagram, Twitter, Line@, SMS, E-Mail

TOPIC COVERED: News Beat, FABs (beauty & fashion), Smart Living (family)

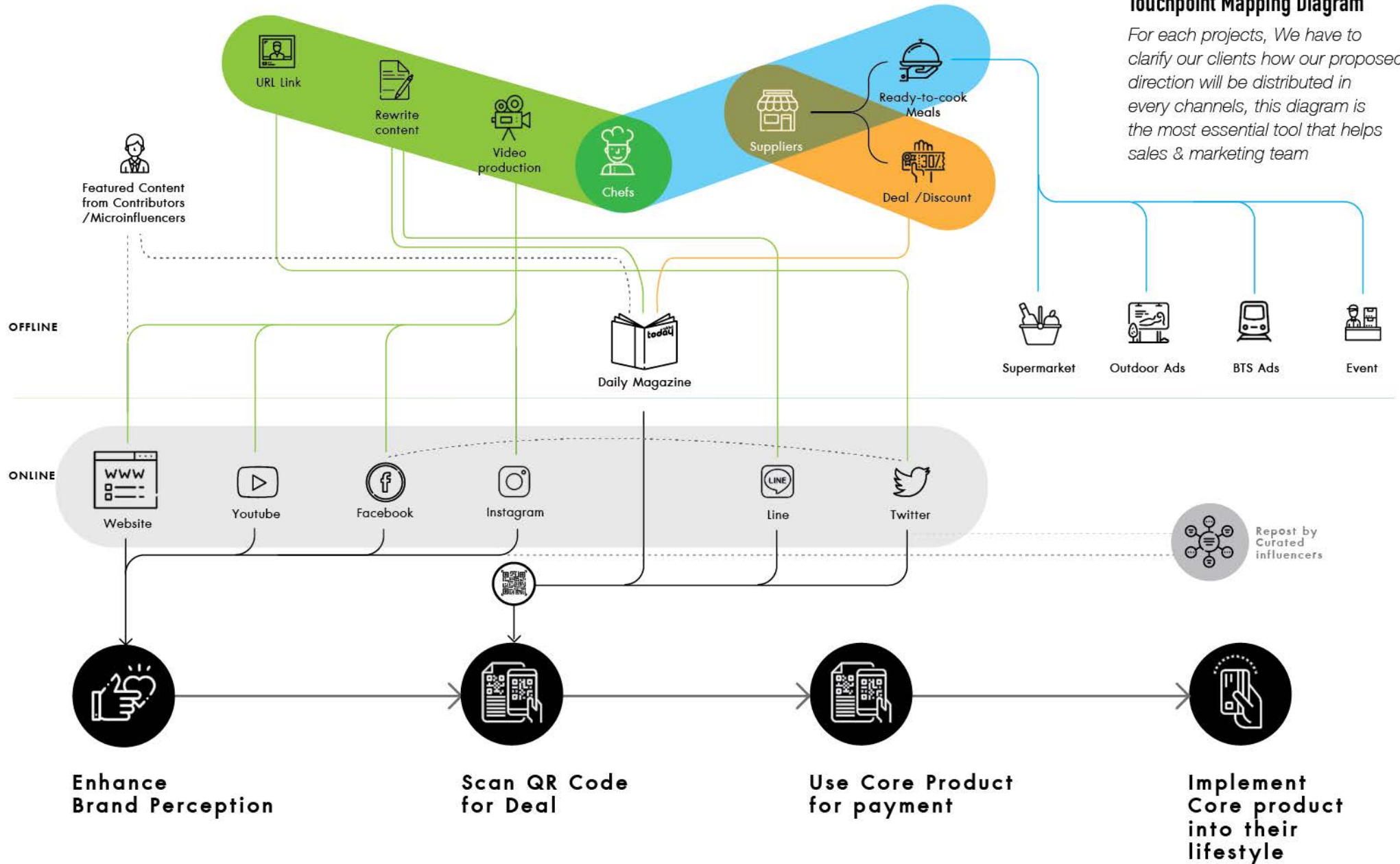
BIG DATA:

- 1.2m passengers
- 12m Rabbit card members
- 3.5m active Rabbit Reward members
- 500,000 copies/day 5 days a week
- 11 BTS Stations
- 5 MRT Stations
- 250 Starbucks
- 25 True Coffee
- Kerry Delivery 10,000 addresses/day

Sales Director : somwut.so@oneworldmedia.co.th

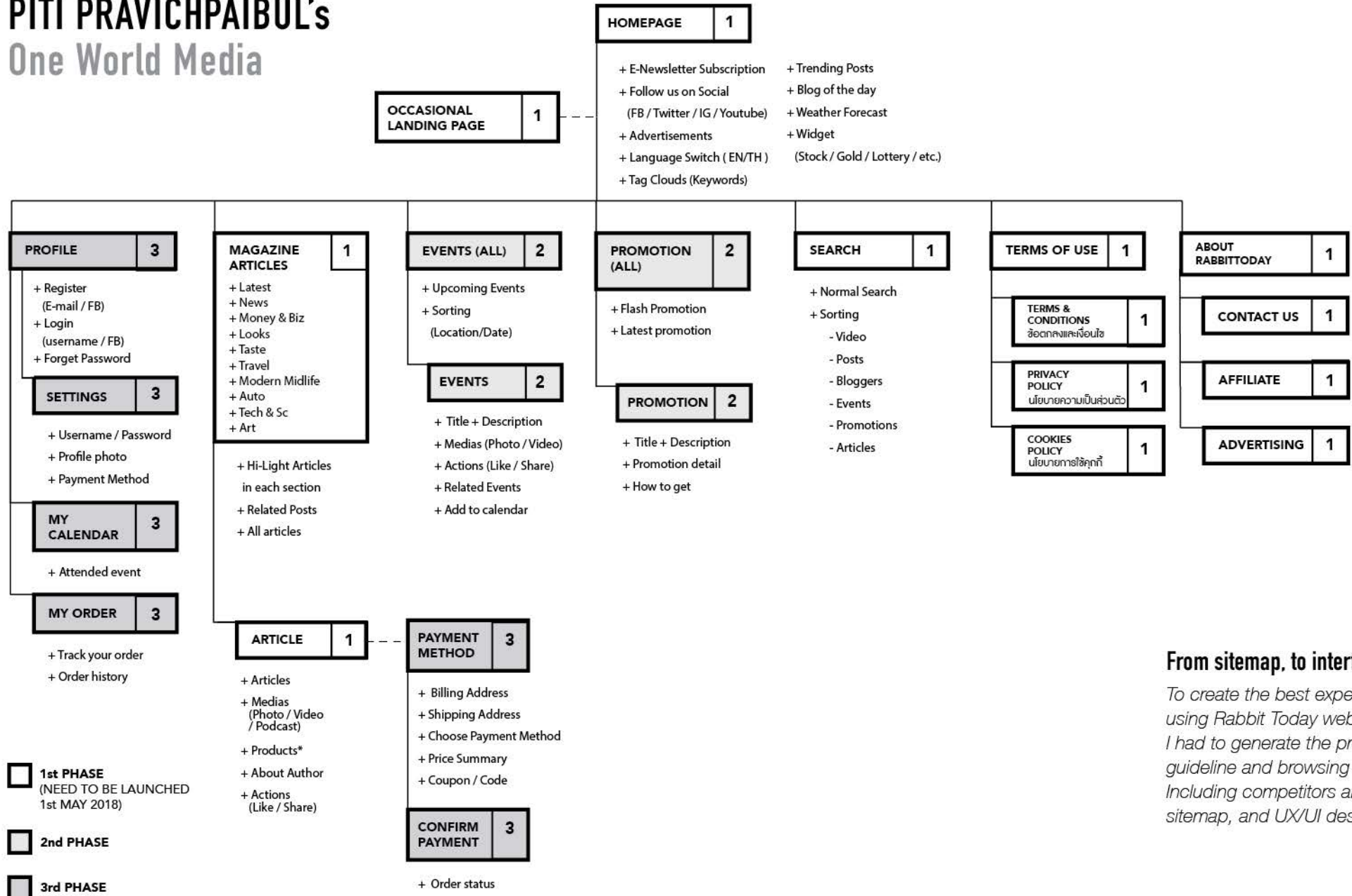
Touchpoint Mapping Diagram

For each projects, We have to clarify our clients how our proposed direction will be distributed in every channels, this diagram is the most essential tool that helps sales & marketing team



PITI PRAVICHPAIBUL's

One World Media



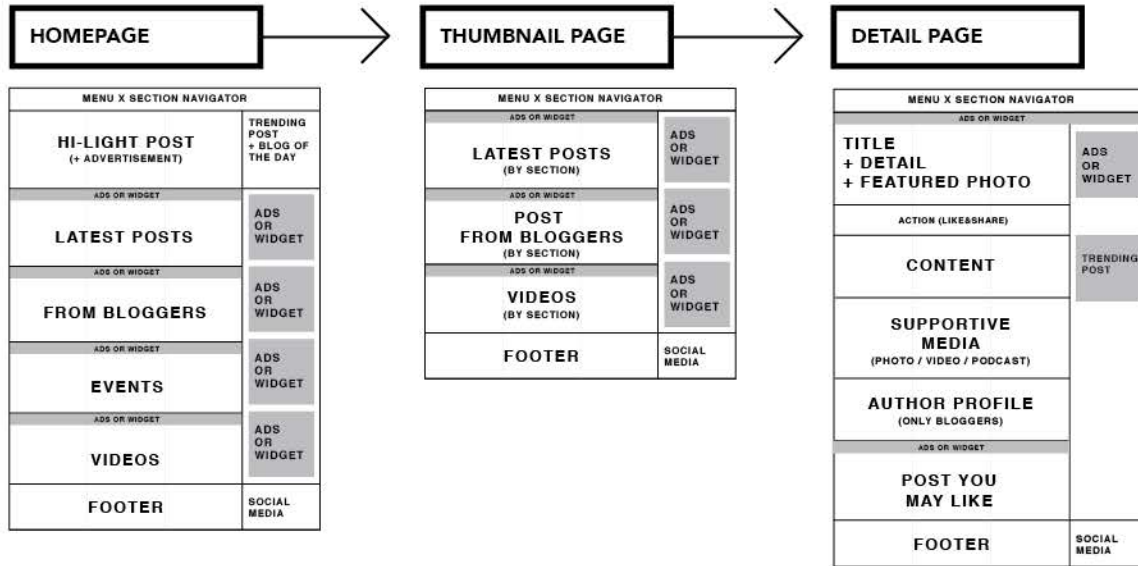
From sitemap, to interface

To create the best experience using Rabbit Today website, I had to generate the proper guideline and browsing system. Including competitors analysis, sitemap, and UX/UI design

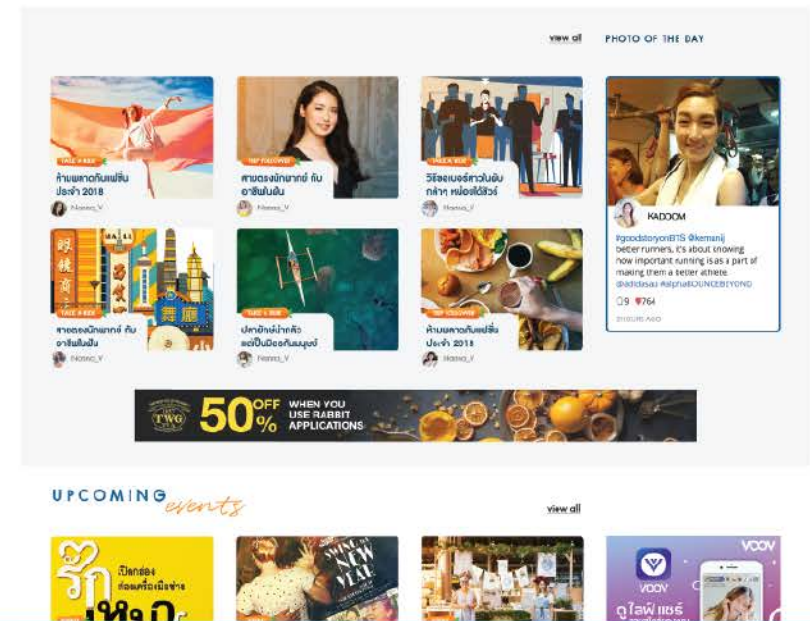
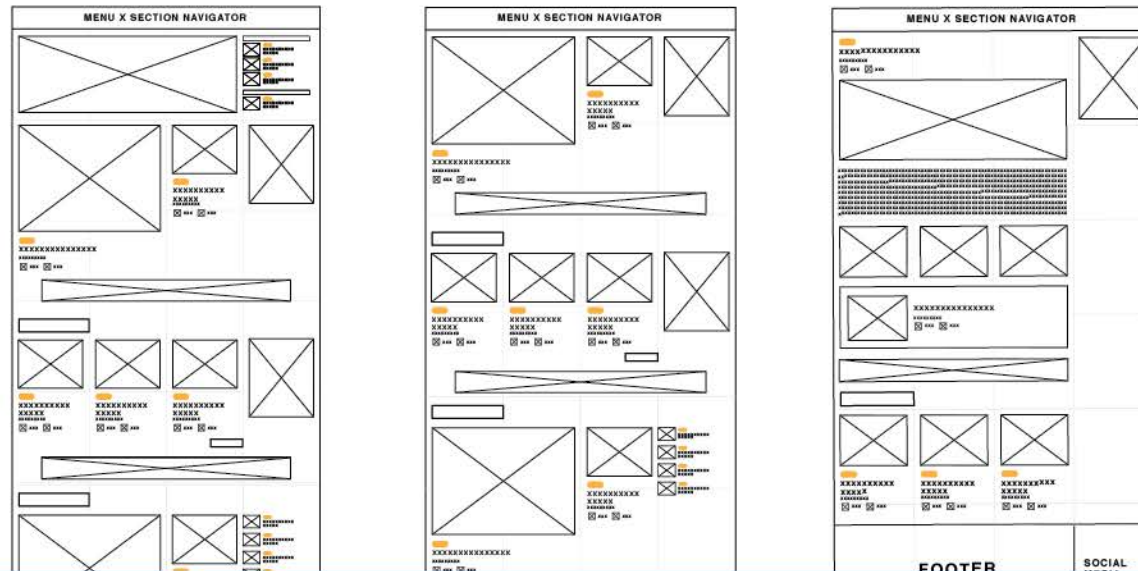
Interface design

I led the team creating detail design for every pages which required schematic design and wireframe design.

▼ Schematic design



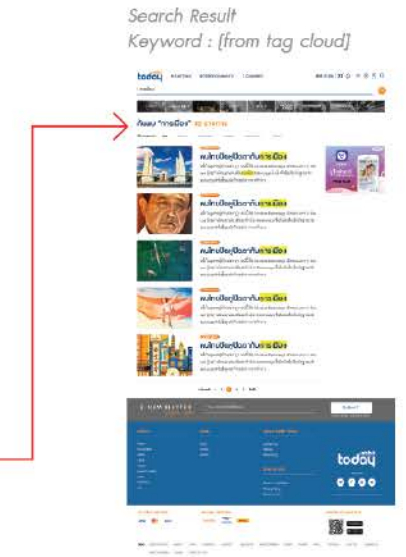
▼ Wireframe design



PITI PRAVICHPAIBUL'S One World Media

Interaction diagram

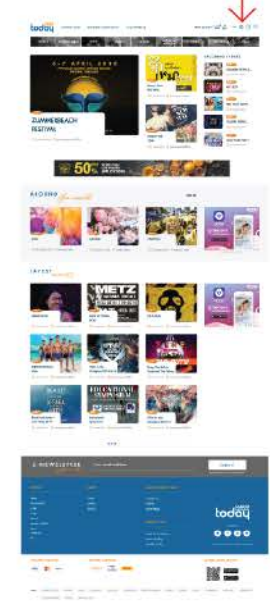
To educate outsourced developer team, I had to explain the flow for each actions, how website redirects to different pages inside and outside our site



Thumbnail page (by section)



Events Thumbnail page



Video Today page



Promotions Thumbnail page



Terms & Condition



Affiliate



Contact



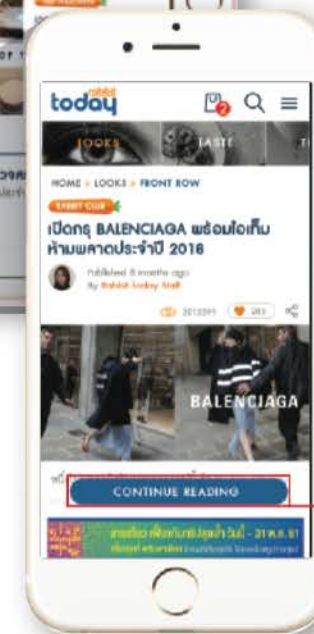
Responsive visualization

Responsive design is the key for modern website design, visualizing how platform fit in different devices is a must.

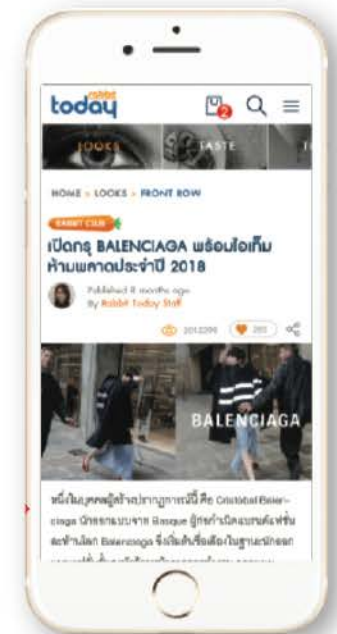


▲ Homepage on tablet (landscape)
1024 x 768 px
4 columns grid

◀ Homepage on tablet (portrait)
768 x 1024 px
3 columns grid



▲ detail page on mobile
414 x 736 px
(continue reading)



▲ detail page on mobile
414 x 736 px
(content only)

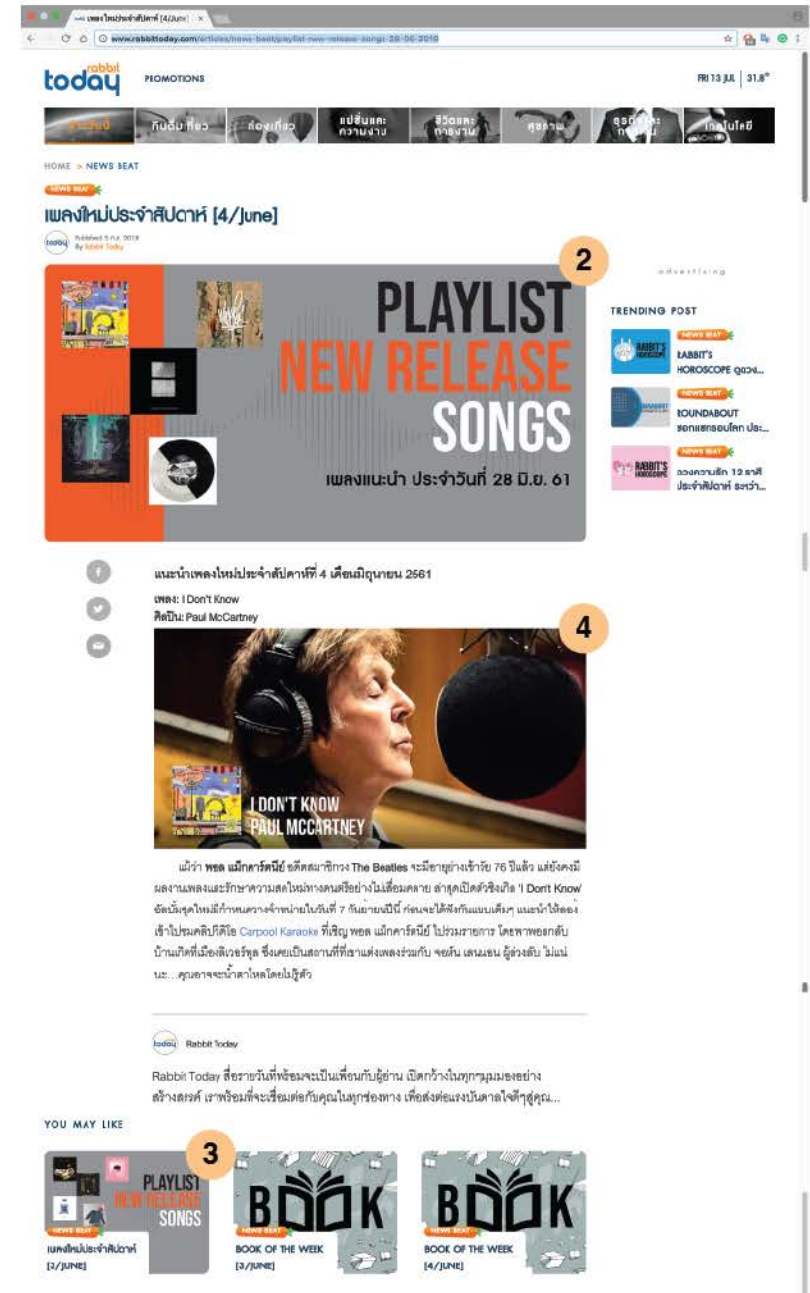
PITI PRAVICHPAIBUL'S One World Media

Sizing system for all platforms

Online channels for Rabbit Today including social media which contains various types of media for different purposes, I created the system that helps other designers generated artworks while keep branding consistency.



Types of content		dimension	type	amount /article	remarks
WEBSITE					
1	Hi-Light Banner	936x470 px	daily	1	Title has to align left (responsive issue)
2	Feature photo	920x470 px	"	1	
3	Thumbnail photo	600x450 px	"	1	
4	Content Gallery	920x470 px	"	3+	
SOCIAL MEDIA					
facebook					
5	Cover	820x310 px	weekly	-	Adapt from Monday cover
6	Facebook post	960x960 px	daily	1	
7	Facebook (Thumbnail to website)	1200 x 627 px	daily	1	
8	Facebook (Gallery)	1200 x 800 px 960x960 px	"	1 3+	Mainly focus on articles in Tasty (Food) and Guide to go (Travel) sections
twitter					
9	Cover	1500x500 px	weekly	-	Adapt from Monday cover
10	Posts	1200 x 680 px	daily	1	
Youtube					
11	Cover	2560x1440 px	weekly	-	-Adapt from Monday cover - Platform optimization
Instagram					
12	Posts	1080x1080 px	daily	1-3+	



PITI PRAVICHPAIBUL's Service Design :

Corporate Identity
UX/UI design
Service design
Project management
Digital marketing

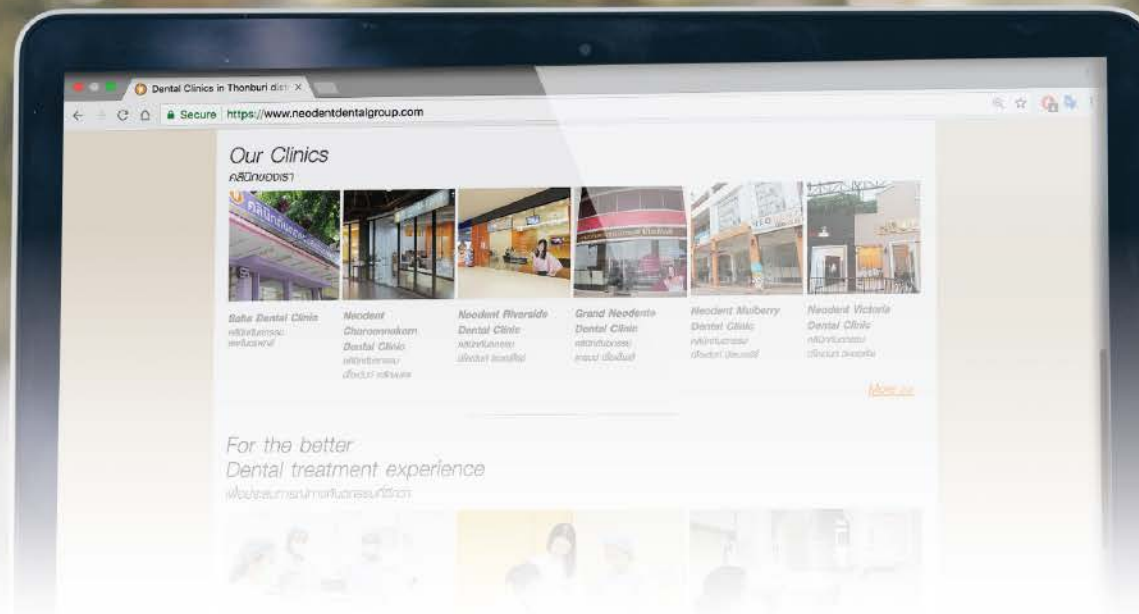


Neodent Dental group, Leading multiple dental clinics which locate throughout Charoenakorn Rd. and Phetkasem Rd., Bangkok, Thailand. Aims to improve their services and overall experience for every stakeholders, including dentists, patients, and branch operation teams. while broaden their goals to become leading dental clinics in Thonburi district

Project Focus :

I was accountable for online marketing, the major touchpoint for modern consumers today. by design the system and create materials to put on each platform, including official website and all social media, I also improving the interaction between customers and operation team by applying online messenger tools into this journey, which helps our potential clients reach them from the curated content on each platform

NEODENT DENTAL GROUP Service Roadmap for Dental Clinic



Objectives:

- Analyse user experience both on-site and online then improve them with the right tools
- Create alternative online channels that can reach their potential customers
- Define interesting opportunities to create brand awareness that reflected corporate's core values
- Understand every involved stakeholders to deliver the best approaches which create long-term engagement

Process Workflow :

1 Research

- Observation at the dental clinics
- Online survey
- on-site interview (focusing on staff)
- desk research (trend & competitors)

2 Analysing

- Collect data
- Summary challenges

3 Proposal

- Create project proposals
- Define budget and timeline
- Samples of final outcomes
- Present to the board

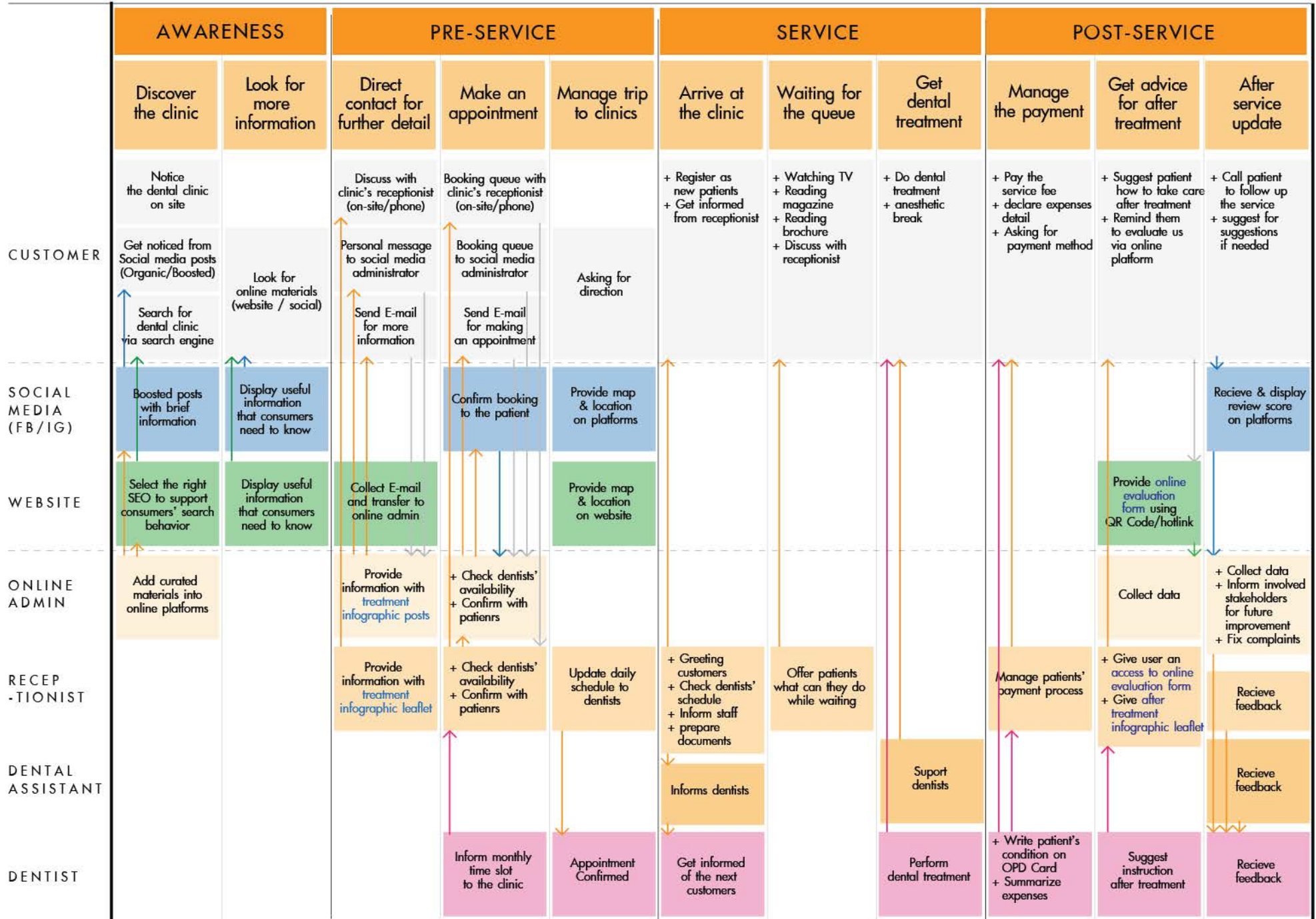
4 Implementation

- Project coordinator with 3rd party stakeholders
- Implement the design
- Create the workflow system
- Distribute & Training

NEODENT : Customer journey analysis

	AWARENESS		PRE-SERVICE			SERVICE			POST-SERVICE		
	Discover the clinic	Look for more information	Direct contact for further detail	Make an appointment	Manage trip to clinics	Arrive at the clinic	Waiting for the queue	Get dental treatment	Manage the payment	Get advice for after treatment	After service update
ACTIVITIES	Notice the dental clinic on site		Discuss with clinic's receptionist (on-site/phone)	Booking queue with clinic's receptionist (on-site/phone)		+ Register as new patients + Get informed from receptionist	+ Watching TV + Reading magazine + Reading brochure + Discuss with receptionist	+ Do dental treatment + anesthetic break	+ Pay the service fee + declare expenses detail + Asking for payment method	+ Suggest patient how to take care after treatment + Remind them to evaluate us via online platform	+ Call patient to follow up the service + suggest for suggestions if needed
	Get noticed from Social media posts (Organic/Boosted)	Look for online materials (website / social)	Personal message to social media administrator	Booking queue to social media administrator	Asking for direction						
	Search for dental clinic via search engine		Send E-mail for more information	Send E-mail for making an appointment							
DETAIL		+ Price + Reviews + Occasional promotions + Location + Treatments	+ Price + Duration + Brief detail + Payment + Occasional promotions + Location + Treatments	+ Date & Time + Dentist detail	+ How to get there? + Public transports option + Manage time + Parking lot				+ Cash + Credit card + Need papers for insurance? + Need paper for social security	+ Review online	
TOUCHPOINTS	+ Physical atmosphere		+ Receptionist + Physical atmosphere			+ Receptionist + Physical atmosphere + Registration form + OPD Form	+ Receptionist + Physical atmosphere + Magazine	+ Dentist + Dental assistant + Physical atmosphere + OPD Form	+ Receptionist + Receipt + Documents	+ Receptionist	+ Receptionist
	+ Google SEO + Social media + Google Maps	+ Website + Social media + E-mail	+ Website + Social media + E-mail		+ Google Maps + Social media posts		+ Created content for digital screen		+ Credit card machine	+ Social media	+ phone call
CHALLENGES		+ Insufficient qualitative information that can support brand's value		+ the system is not completely integrated, so, each touchpoint need to coordinate manually	+ verbal & descriptive detail is the fastest way to explain but least effective	+ Can't track back how each patient know us (offline?/online?)	+ Patients need to wait with nothing to do + This is the best time to embed brand's value to the patients	+ Half of overall feeling for each visit depends on this stage, which unqualified dentists can cause negative feedback	+ Patients need to wait with nothing to do + Lack of method to track how they perceive the overall service	+ Verbal advices can be forgotten through time	+ Inconsistent follow-up calls (sometimes they forgets to call)
OPPORTUNITIES		Add more useful information that helps consumers understand the services with friendly approach		Create new platform (or workflow system) that let staffs know how to perform in each activities	Create supportive media that helps user visualize the route using universal tools	Allow platform to get pre-service information from patients	Add more in-house materials to communicate brand's value and open the opportunities for more treatments	Provide strong system and workflow that support dentist	+ Add more in-house materials to communicate brand's value + Create online evaluation system that fast and effective	Create supportive media that helps user remember and strengthen brand's value	Create supportive system that reminds receptionist to call their patients

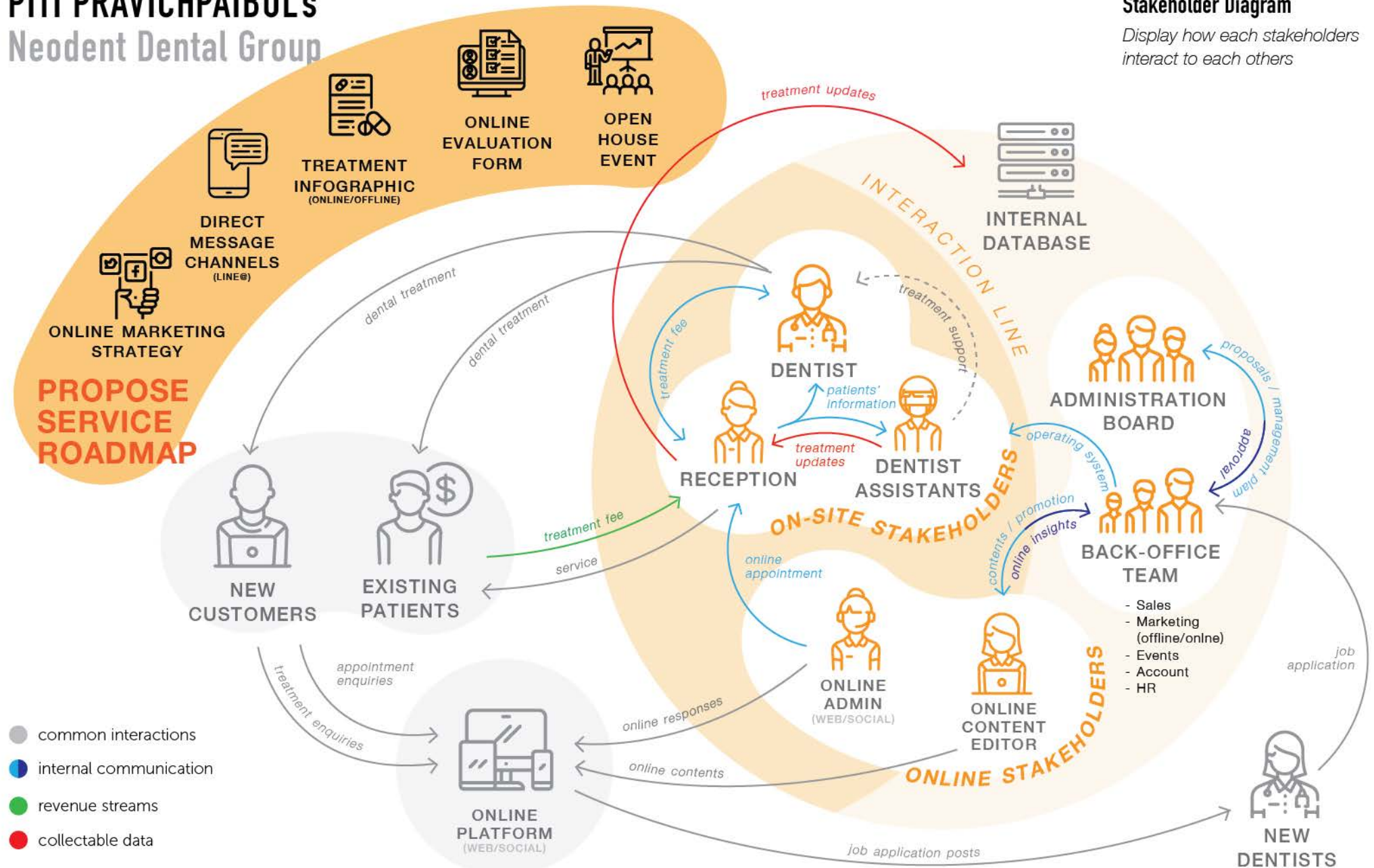
NEODENT : Service Design Blueprint



PITI PRAVICHPAIBUL's Neodent Dental Group

Stakeholder Diagram

Display how each stakeholders interact to each others



PITI PRAVICHPAIBUL's Neodent Dental Group

Corporate Website

To understand how all elements will fit inside this main online touchpoint, I need to start working with others teams to come up with the best UX design

BRANCHES	DENTISTS	PATIENTS	PRICES	WORK WITH US	CONTACT
- Description	- Name	- Testimonial	- Treatments types	- Positions	- Map
- Access to contact	- Photo	+ Interviews	+ General Dentistry	+ Dentists	- Opening hour
+ Saha Dental Clinic	- Type of treatment	+ Quotes	+ Oral Surgery	+ Staffs	- Contact
+ Neodent Charoenakorn	+ Saha Dental Clinic	- Case study	+ Endodontics	+ Admin team	- Social
+ Neodent Riverside	+ Neodent Charoenakorn	+ Before-After	+ Pedodontics	- Contact form	- Address
+ Neodent Mulberry	+ Neodent Riverside		+ Orthodontics		+ Saha Dental Clinic
+ Grand Neodente	+ Neodent Mulberry		+ Removable Prosthodontics		+ Neodent Charoenakorn
+ Neodent Victoria	+ Grand Neodente		+ Periodontics		+ Neodent Riverside
	+ Neodent Victoria		+ Fixed Prosthodontics		+ Neodent Mulberry
			+ Dental Implant		+ Grand Neodente
					+ Neodent Victoria
			- Price		
			+ THB		
			+ USD		

HOMEPAGE

- Introduction
- branches
- Corporate Value
- Blog

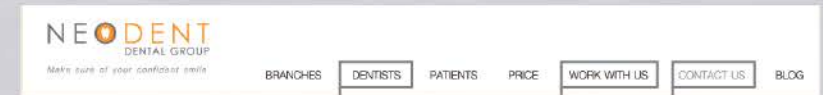
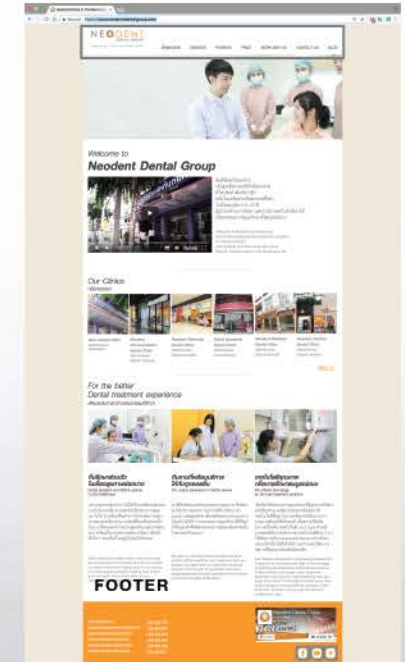
Interaction Diagram ▶

Show interaction flow, the way website redirect inside/outside our site

◀ Sitemap

using sitmap help us look through the structure of the entire website

- refresh to new pages
- open external platforms

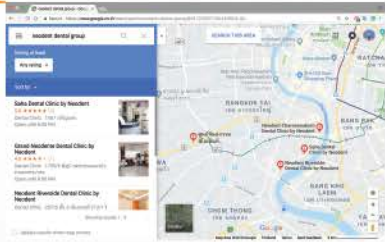


Dentist page



Work with Us page





Google Maps
Display locations
for all branches
of Neodent Clinics

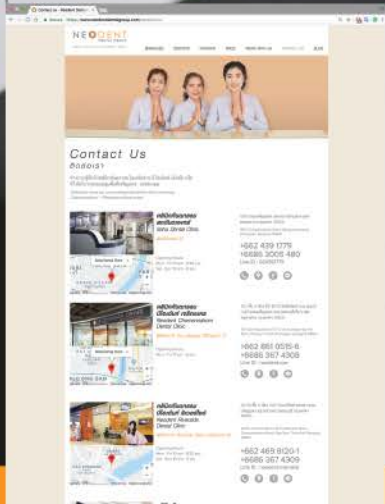


Youtube Channel
Gather all videos
including
testimonial and
knowledge sharing



Facebook page
to update all promotions
and connect to
Facebook community

Contact Us page



Welcome to
Neodent Dental Group

Our Clinics
ประเทศไทย

Saha Dental Clinic
คลินิกสาทร

Neodent
Charoensongkhro
Dental Clinic
คลินิกจตุจักร

Neodent Riverside
Dental Clinic
คลินิกบางนา

Grand Alliance
Dental Clinic
คลินิกสุขุมวิท

Neodent Srinakharinwirot
Dental Clinic
คลินิกศรีนครินทร์

Neodent Srinakharinwirot
Dental Clinic
คลินิกศรีนครินทร์

Neodent Srinakharinwirot
Dental Clinic
คลินิกศรีนครินทร์

For the better
Dental treatment experience
เพื่อประสบการณ์การดูแลสุขภาพที่ดีกว่า

ทีมรักษาด้วย
ไมโครซูกาฟอซอภาค

ทีมงานที่พร้อมบริการ
ให้ทันทุกขออัย

เทคโนโลยีคุณภาพ
เพื่อการรักษาขั้นสุด

PITI PRAVICHPAIBUL's Neodent Dental Group

NEODENT

1 DEMOGRAPHIC INFORMATION

- Gender
- Age

2 TREATMENT INFORMATION

- Branches
- Treatments
- X-Ray
- How long do you
become our customer
- Reasons you choose
Neodent

3 SATISFACTION SURVEY

- Atmosphere
- Overall service
- Overall treatment
- Facilities
- Overall feeling

4 ADDITIONAL SUGGESTIONS

- thing you impress the most
- thing need to be improved
- suggestion
- preferred promotions

แบบประเมินคุณภาพการบริการ คลินิก ทันตกรรม ในเครือฯ Neodent Dental Group

เครือฯทันตกรรม Neodent Dental Group มีความมุ่งมั่นที่จะพัฒนาบริการของคลินิกในเครือฯอย่างไม่หยุด
นิ่ง เพื่อให้ได้มาตรฐานระบบการบริการที่ทันสมัยที่สุดให้กับคุณใช้ทุกท่าน เนื่องขอท่านจึงเป็นส่วนสำคัญ ให้เรา
สามารถต่อยอดได้อย่างมีประสิทธิภาพ

แบบสอบถามชุดนี้ จะแบ่งออกเป็น 4 ส่วน ใช้เวลาทำประมาณ 10 นาที

*Required



ส่วนที่ 1 ข้อมูลทั่วไป

1.1 อายุ *

Page 1 of 4

Online Evaluation Strategy

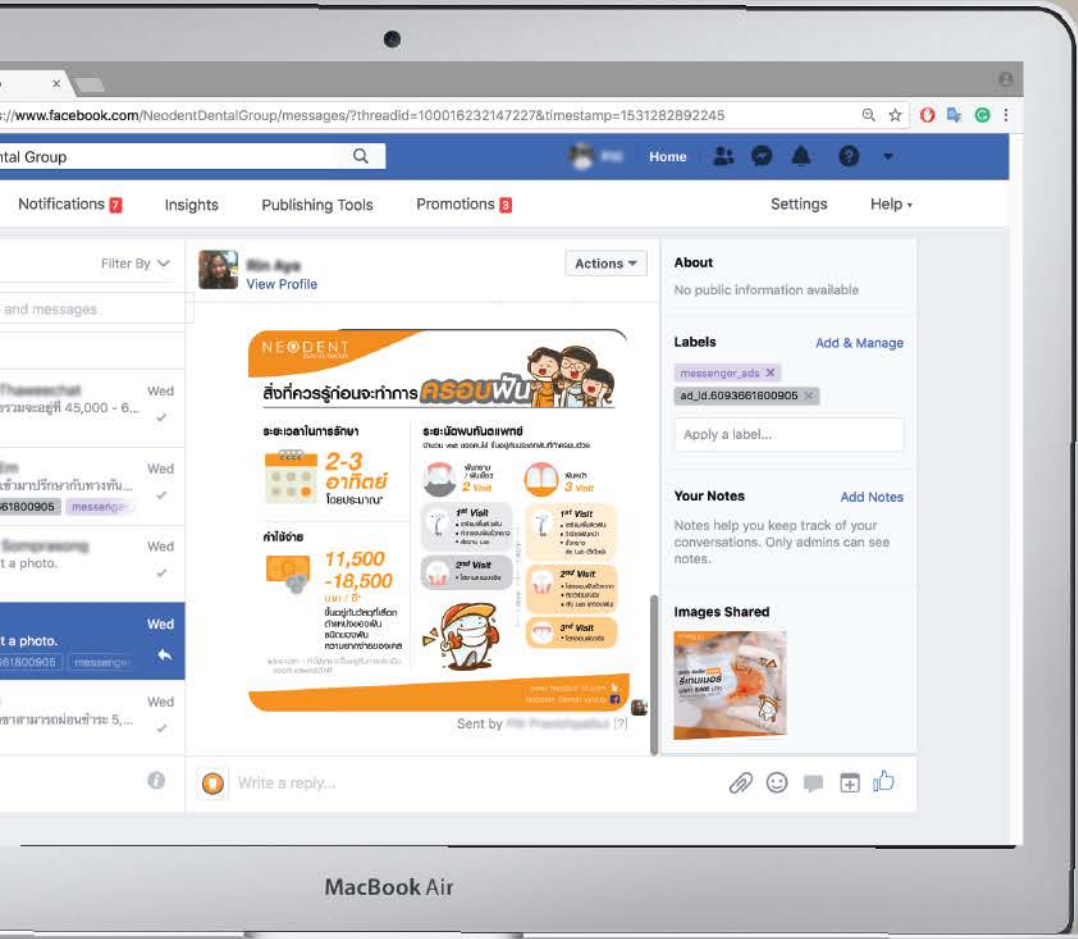
*The clinics operate without peoper
strategy to collect customers' feedbacks.*

*So I come up with solutions using
online platform and social media
(Google Form & Facebook)*

*I also proposed the marketing plan
that increase numbers of reviews.*

Treatments Infographic

From Dental crowns to tooth cleaning, these treatments require efforts from staff to explain both pre-service and post-service details. this infographic comes in both online (Facebook Page) and offline (leaflet) will help patients understand treatments easier while staffs have support tools.



PITI PRAVICHPAIBUL's Neodent Dental Group

Enhance Exposure

Multiple social media was established to reach our potential customers, Creating branding system to match all formats in different platforms. to create the most effective way for communication.

 **FACEBOOK
PAGES**

 **INSTAGRAM
ACCOUNT**

**LINE@
ACCOUNT** **LINE@**



MORE?

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