

# YOUNG

## App

My role in this project was to create a User Interface for an app that is used to redeem points that the user scores when recommending products to friends.

### BUSINESS GOAL

Promote products and campaigns amongst teenagers with a system that allows them to earn points and redeem them for products. The products and campaigns are provided and sponsored by major consumer brands.

### THE AUDIENCE

The app is originally meant to be used by teenagers in their last years of school.

Ages 15 to 20.

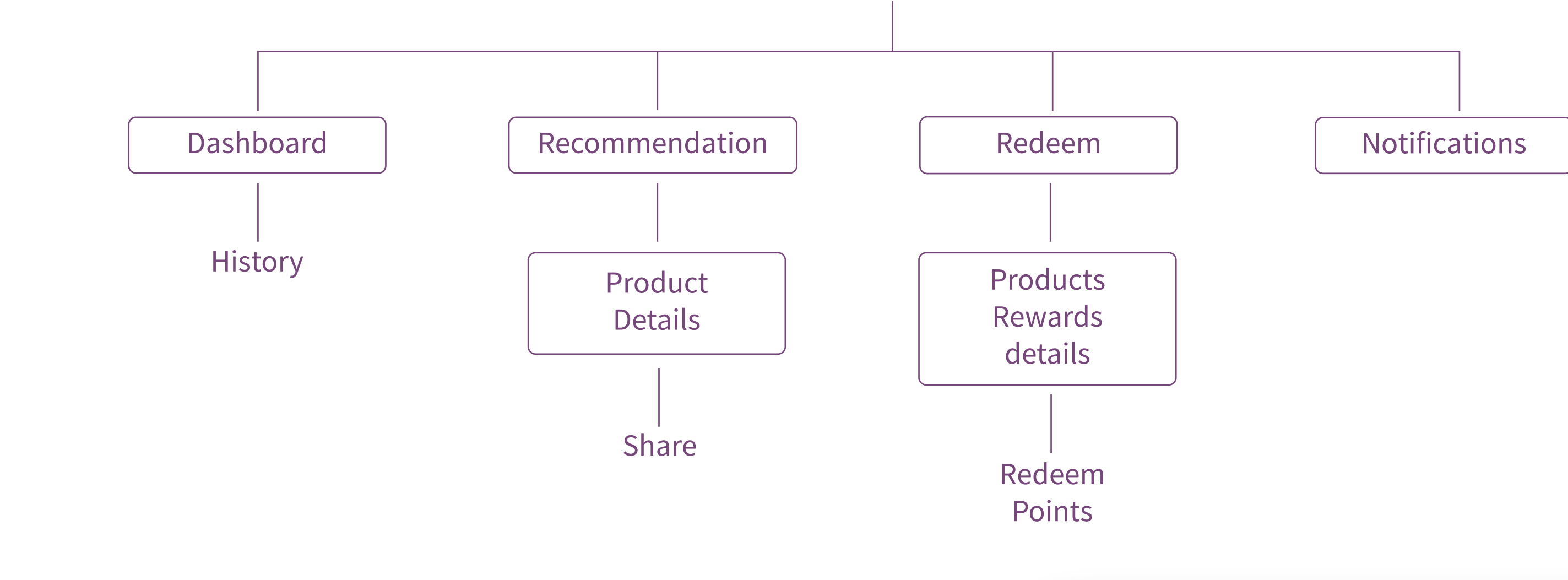
### THE BUSINESS

Samsung teamed up with Travel Rock - an important travel agency - to offer users make recommendations on their products in exchange of points they could later redeem for benefits in their travels and other rewards.

## Design process

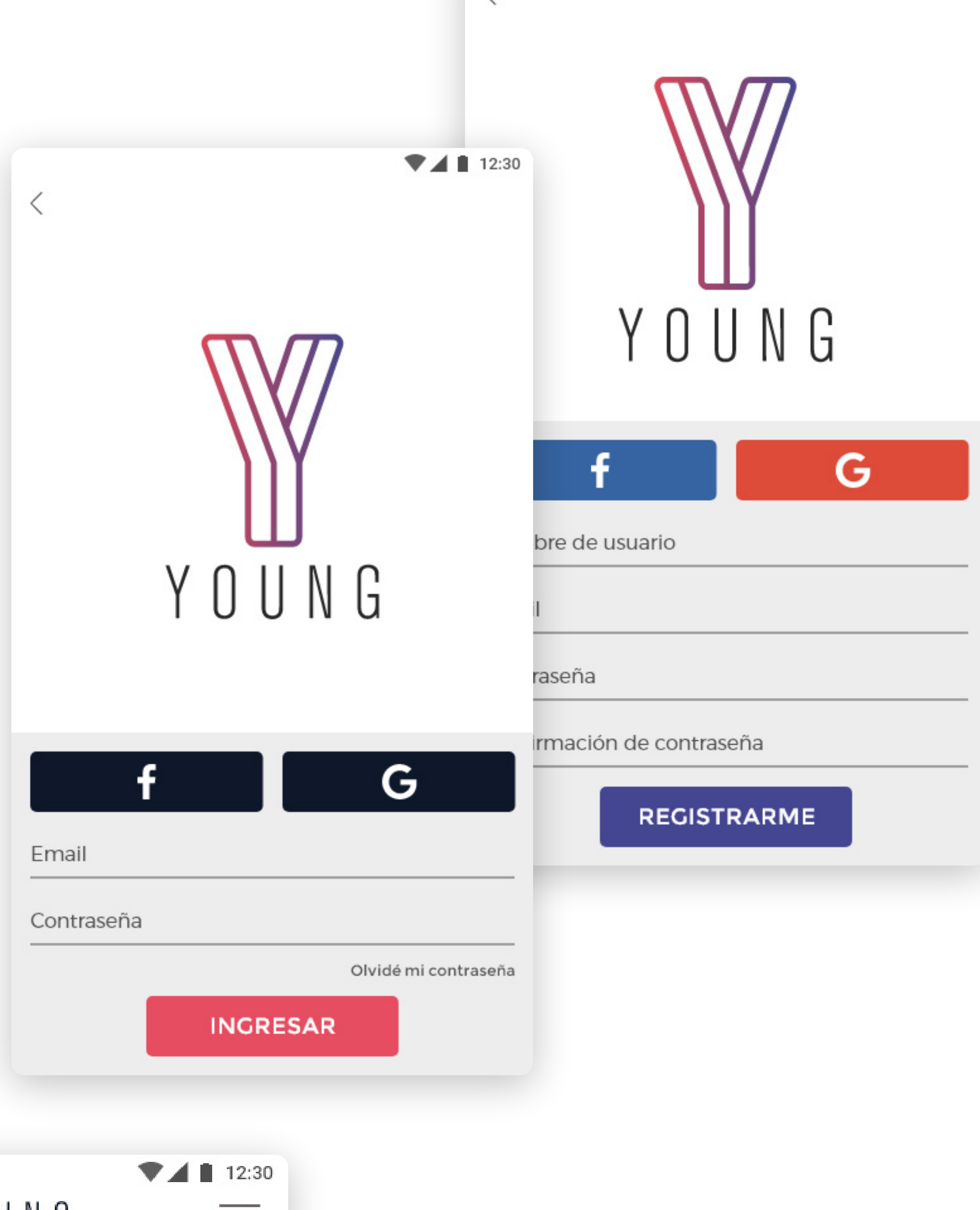


## Mobile app user flow



## Login & Registration

Connect with Facebook & Google



## User Dashboard

Points Earned & Redeemed

Recommendations Made & Completed



PUNTOS CANJEADOS		
DESCRIPCIÓN	PUNTOS	FECHA
Canje por premio	-1000	1/8/2017
Obtención de puntos	200	23/7/2017
Transferencia recibida	1000	15/11/2017
Transferencia recibida	500	1/7/2017
Transferencia realizada	-100	15/6/2017
Obtención de puntos	500	23/5/2017
Canje por premio	-500	22/5/2017

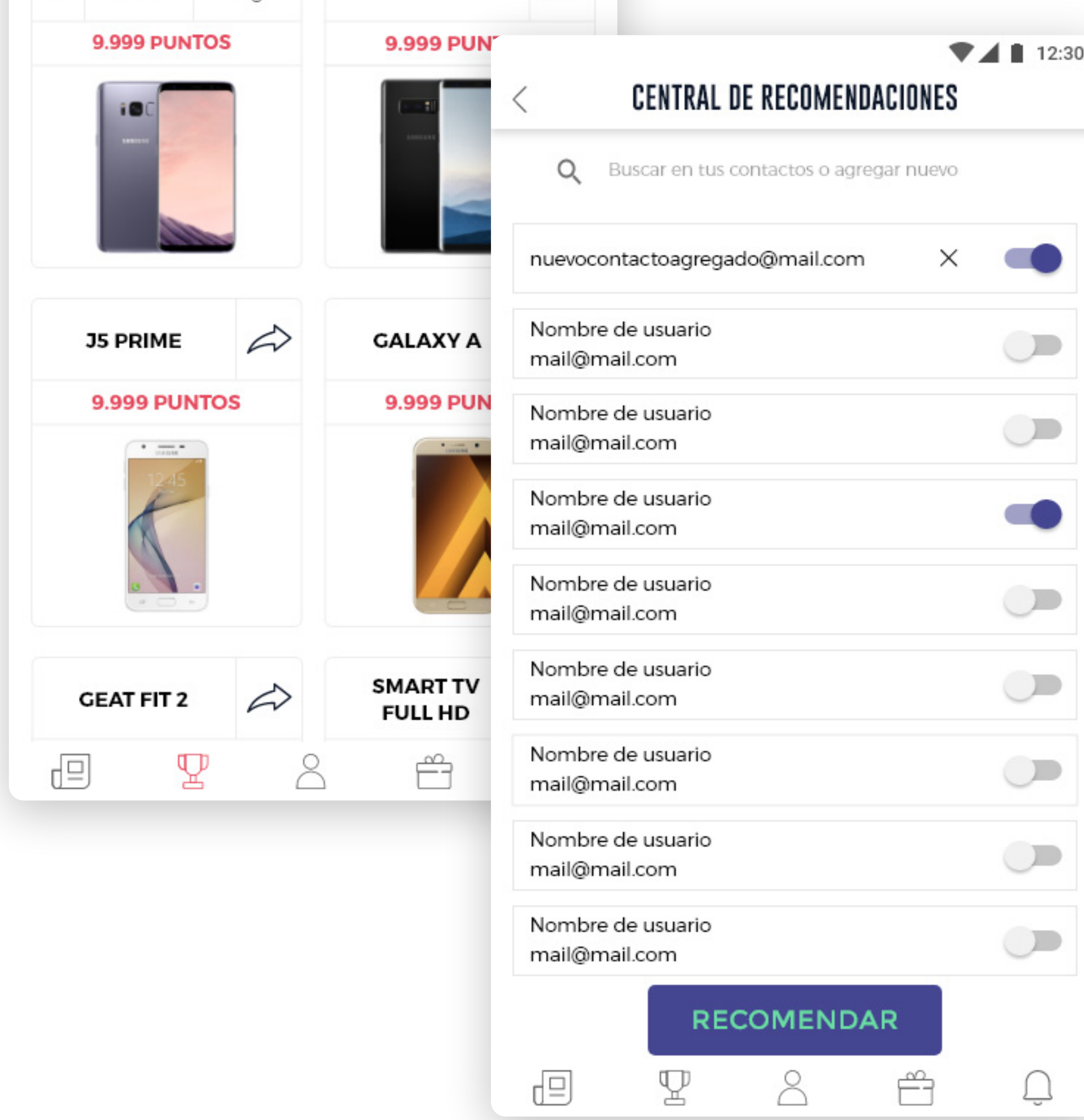
RECOMENDACIONES COMPLETADAS		
PRODUCTO	MAIL	PUNTOS
Samsung S8	mail@gmail.com	200
Smart TV UHD	mail@gmail.com	500
Lavarropa S	mail@gmail.com	300
Samsung G Note	mail@gmail.com	200
Samsung S8+	mail@gmail.com	300
Samsung S8	mail@gmail.com	200
Samsung S8	mail@gmail.com	200
Samsung S8	mail@gmail.com	200

## Recommendations & E-commerce

Users recommend products to their friends and family through the app.

When the contact gets the recommendation via email, they get a link to purchase the product directly in the e-commerce.

The e-commerce is a responsive website.

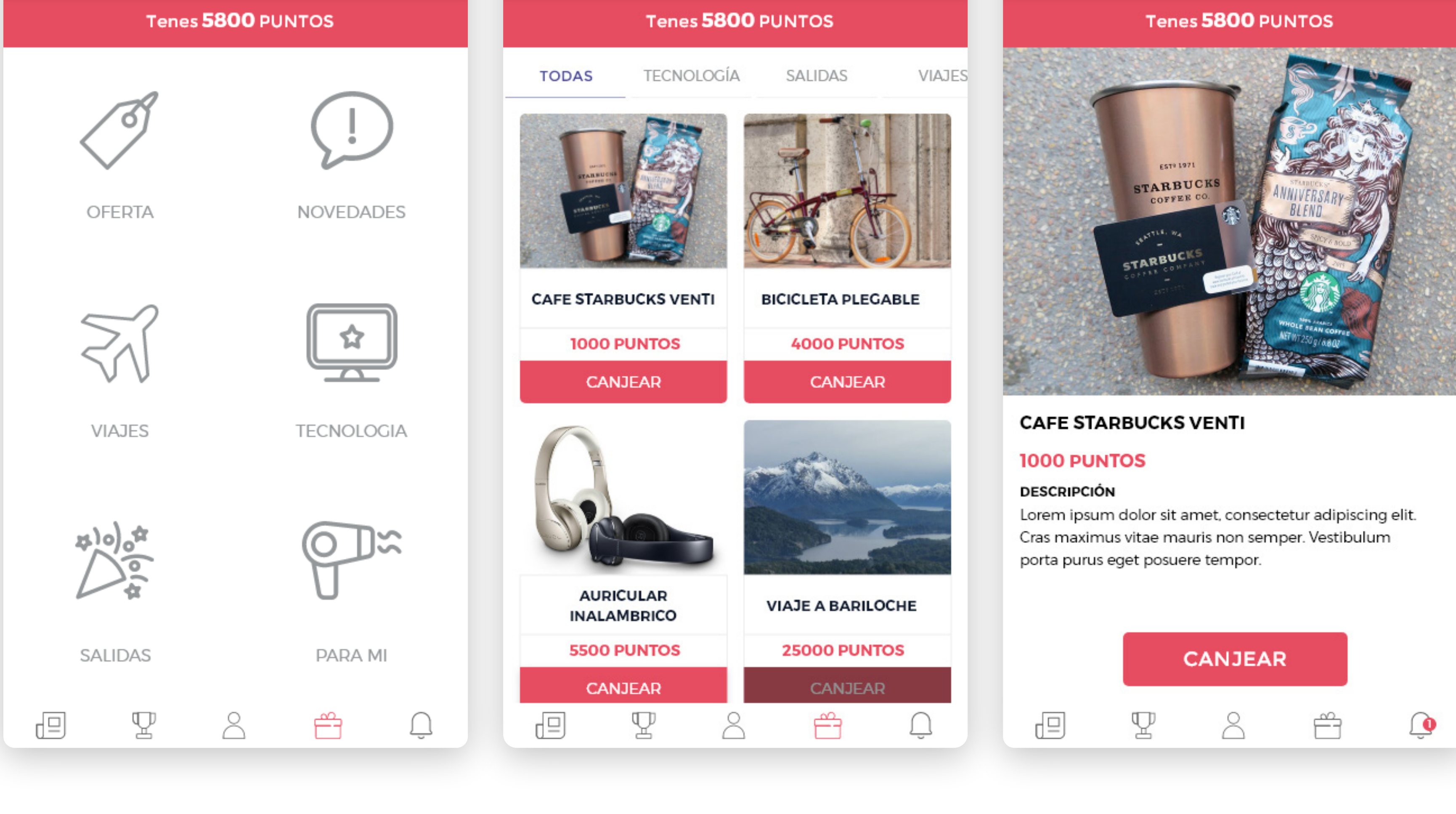


## Exchange Center

Here users can redeem their points for rewards available.

All rewards are categorized.

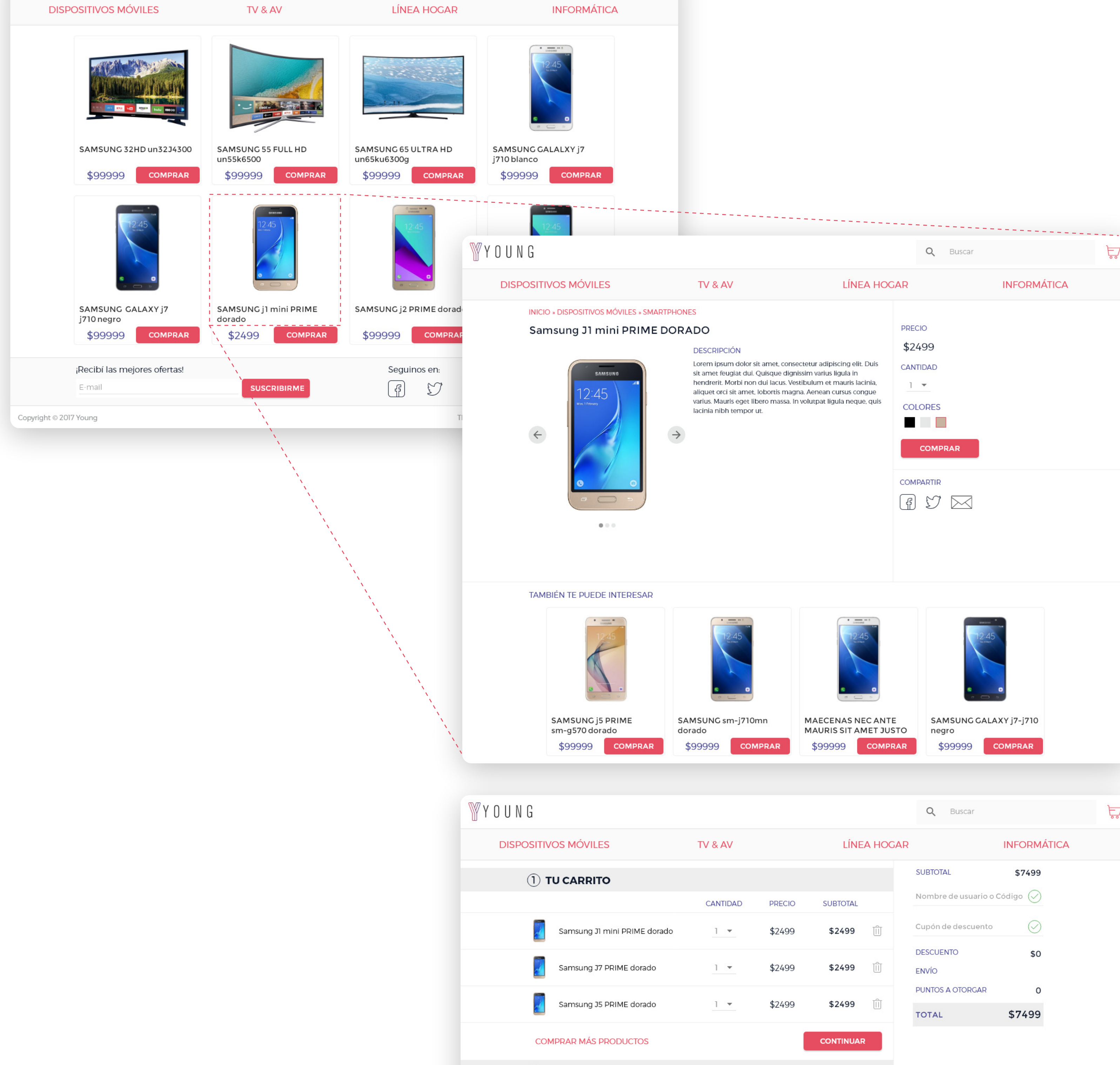
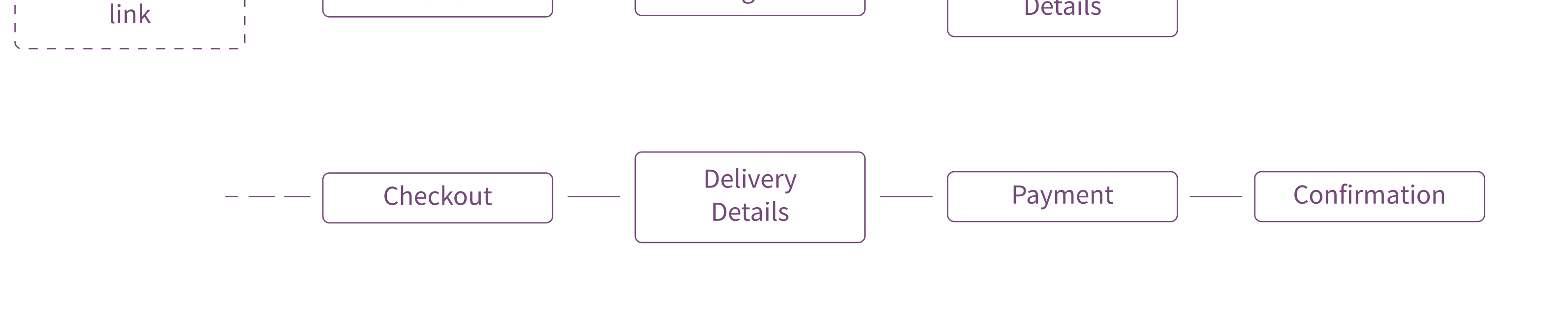
Categories can be navigated by swiping to the left.



Users can also transfer their points to other users.



## E-commerce web user flow



You can see a live prototype here:

<https://xd.adobe.com/view/f56bd5ab-a807-4acb-8e62-8607e2cc38ed/>





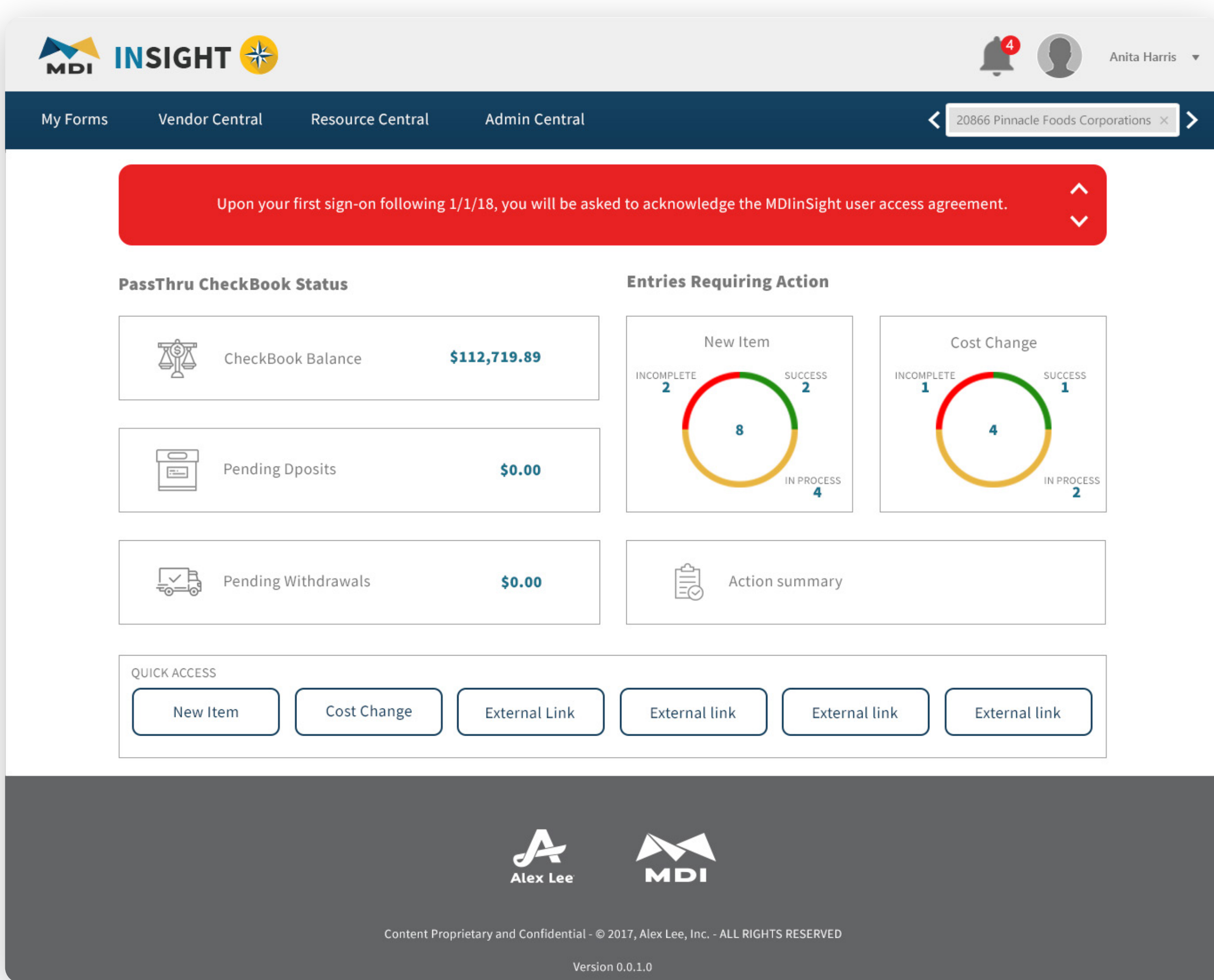
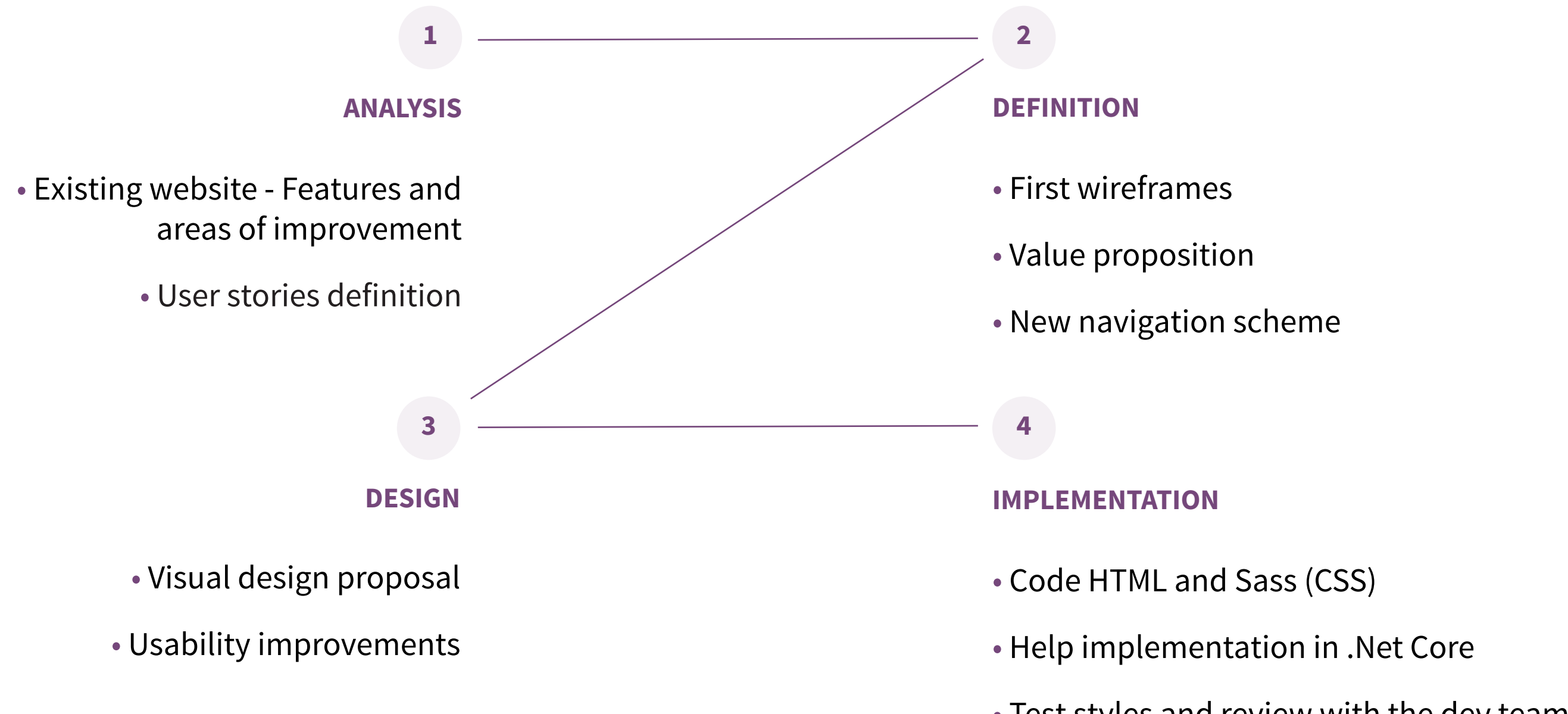
MDI is a whole sales distributor that offers vendors a platform to manage and update their products information, stock, and pricing.

For this project, I worked on the migration of that platform to a new, modern and more usable interface. I began wireframing the new platform, paying extra attention to improving usability in every feature.

## BUSINESS GOAL

Add new features to their existing software to provide a solution that allows its users to automate their tasks and to manage all the information related to products, distribution & inventory.

## Design process



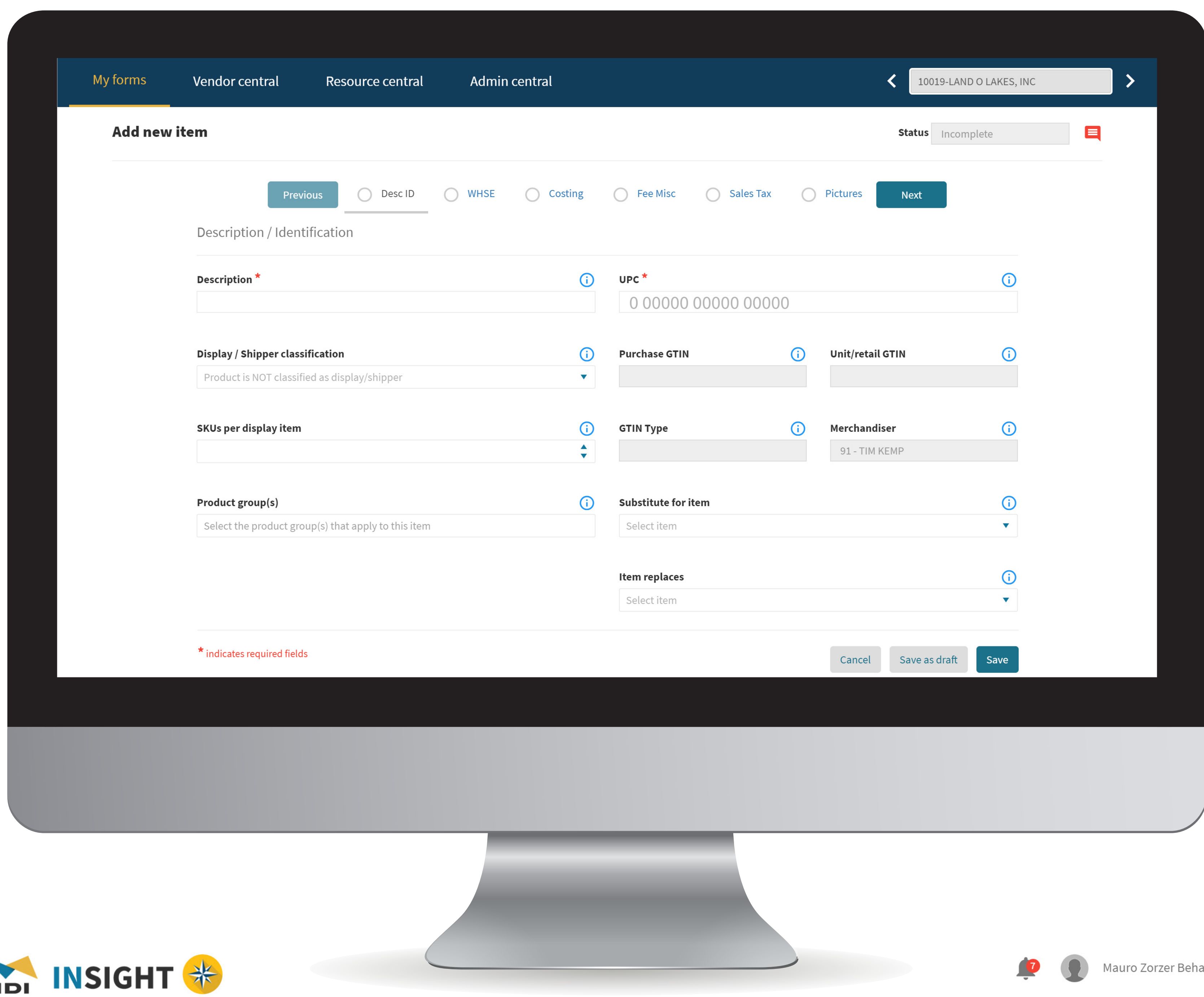
## New Item

The New Item form was completely restructured into a wizard form.

I broke down the creation of a new product into smaller steps, to get the user to focus on what's important each step of the way.

Usability is a main matter here, so all considerations were made to make sure the user has complete control on navigation and that they get all the information needed to fill out the form.

The result is a less crowded, well organized and user-centered approach for the main feature on the website.



## Add new item

Status Incomplete

Previous ☒ Desc ID ☒ WHSE ☐ Costing ☐ Fee Misc ☐ Sales Tax ☐ Pictures Next

Costing

Delivered case cost *	FOB Case cost	Size *	UM *
0,000			Select UM
Vendor SRP Amount	Vendor SRP quantity for	Product dating	Dating code *
			Select dating code
Cents off amount	MFG buy unit *	Vendor master case	Vendor pack *
	Select quantity		
Preprice amount	Preprice quantity for	Units per inner pack	First available order date
		This item is not contained in a...	
	First available ship date *	First MDI arrival date	

\* indicates required fields

Cancel Save as draft Save



You can see a live wireframe prototype here:

<https://marvelapp.com/5ab52i3/screen/35851684>





Bollore Africa Logistics is the biggest transport and logistics operator in Africa. Ipaki is the name of the system they use in the 17 container terminals operating in the continent.

Bollore has been working with Hexacta for more than 10 years. As a Designer, my role is to keep track of usability and find opportunities to improve Ipaki and IES interfaces.

#### BUSINESS GOAL

Assure control and quality on all their terminal operations (Ipaki) and offer a standalone invoicing system (IES).

## Design approach

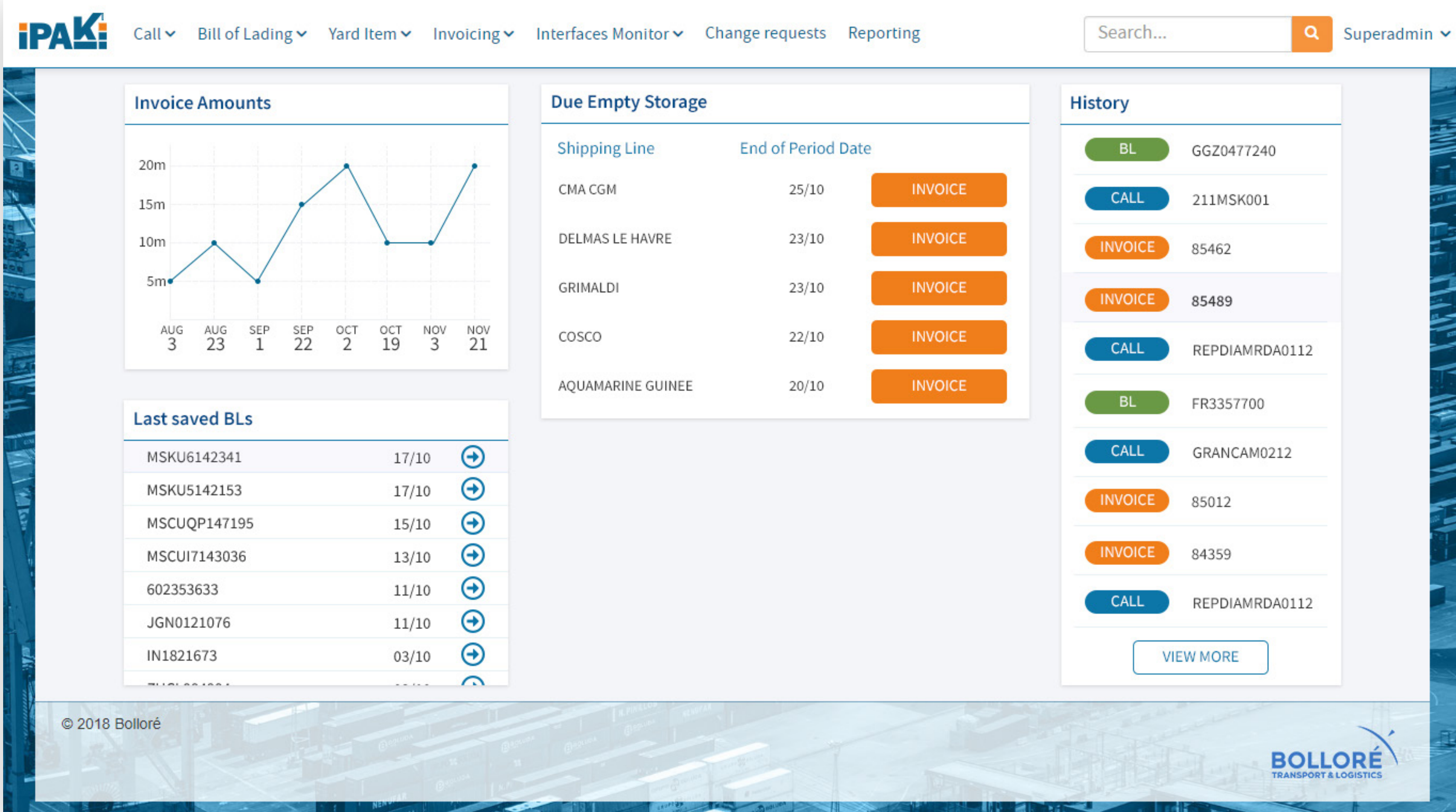
- **Usability** and visual design improvements
  - Navigation
  - Login screen and forms
  - Main user flows
- **Code** structure improvements
  - Semantics (HTML5)
  - Code sanitization
  - Reusable templates and components
  - Accessibility
  - Cross-browser compatibility
- **Update and maintain the design system**

## Login



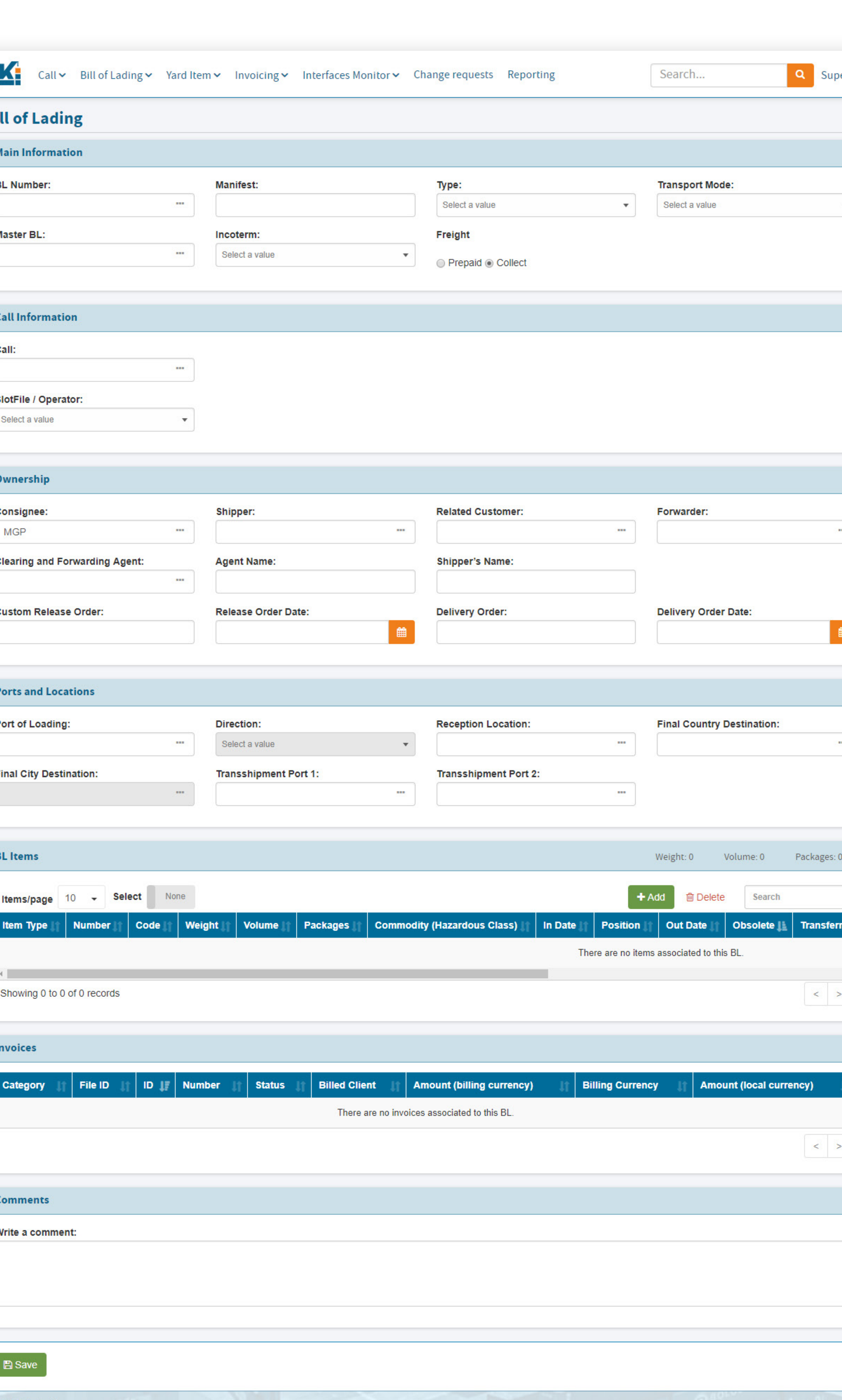
## Dashboard

I came up with the idea of including a dashboard in Ipaki. It would be the main page that the user sees when logging in. To boost productivity, I created quick access to the latest items that the user had been working on.



## Bill of Lading

This is one of the most important forms of Ipaki. Here I had to improve usability so I distributed the information in different panels.

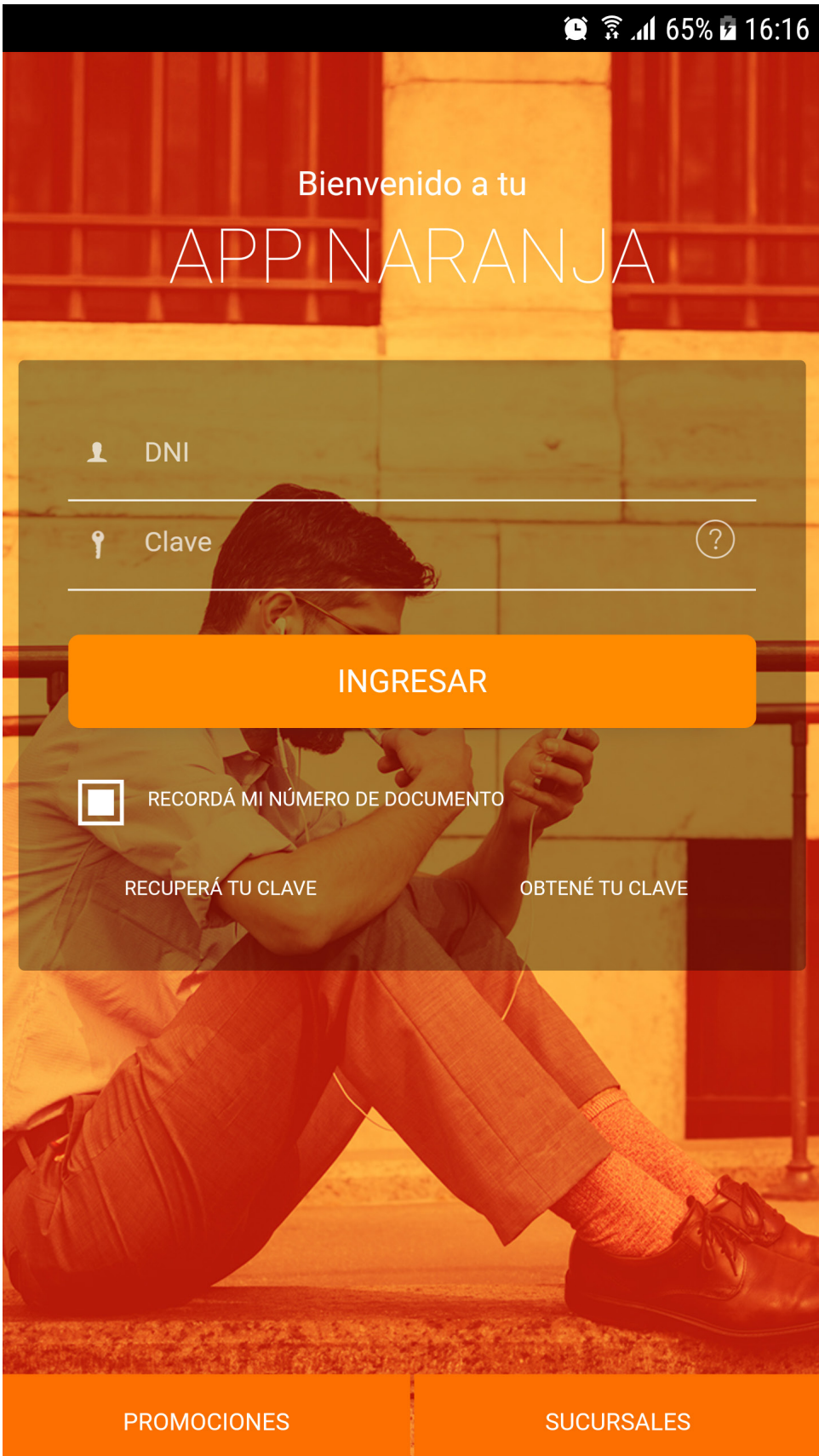




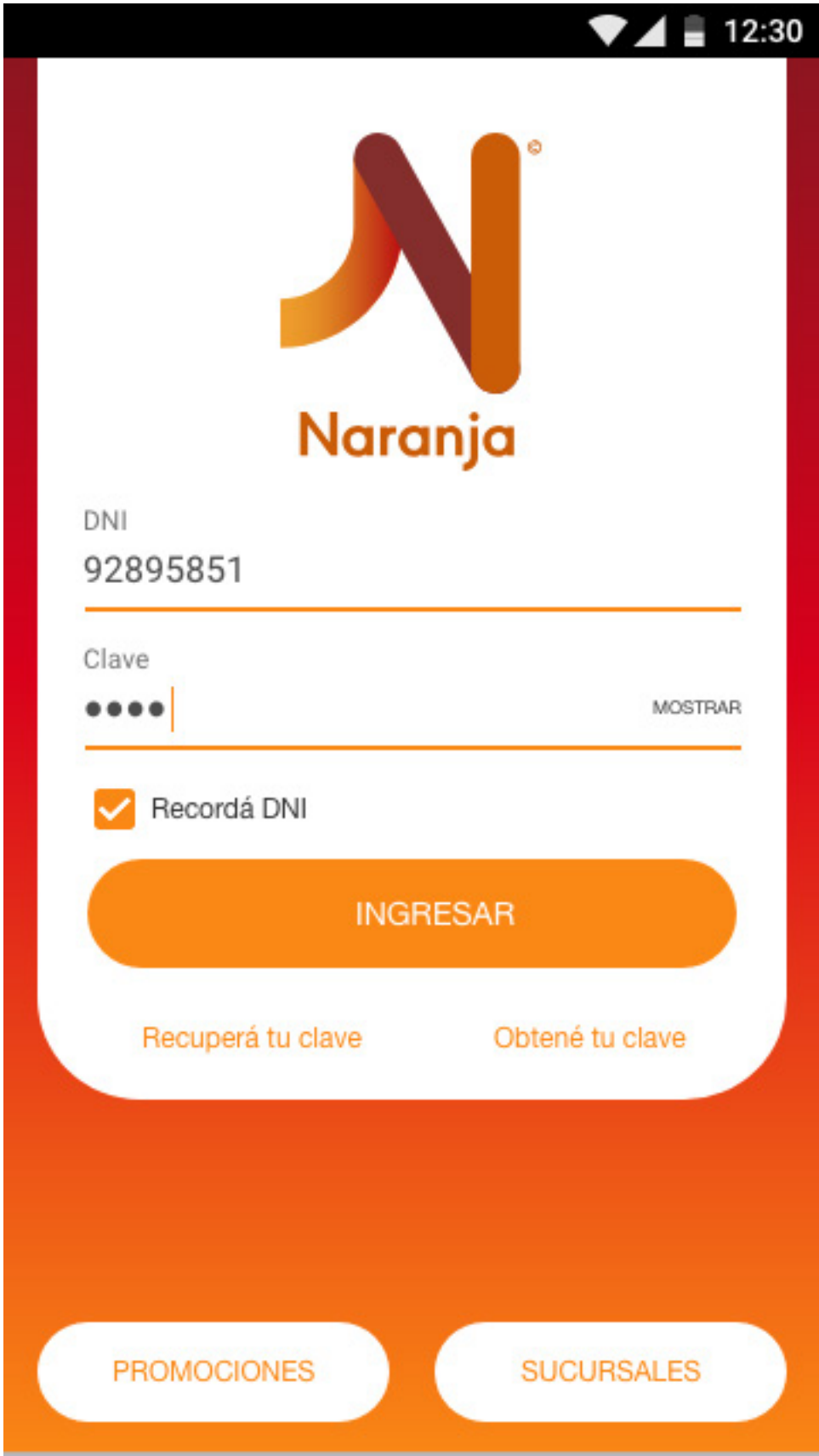
# Naranja

This is an exercise I made to redesign the login screen for Naranja Android app.

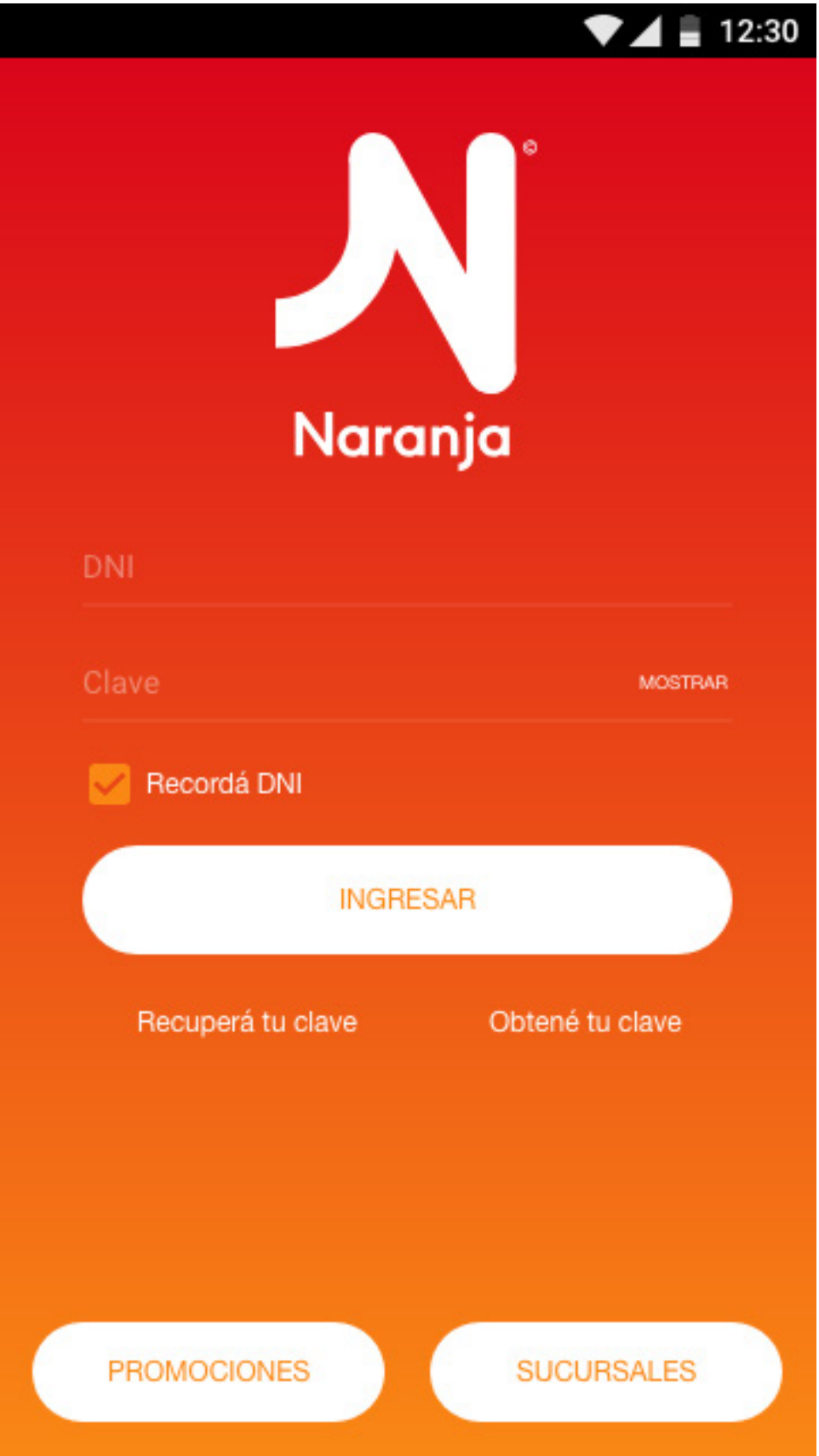
## Current login



## My proposal



## Alternative



You can see the prototype here:

<https://xd.adobe.com/view/7a437128-b28b-4ebc-561a-be212de6b6e5-0c72/?fullscreen>