

Antony C. Medina

Portfolio

Hi!

My name is Antony Medina, I ❤️ minimal and functional design.

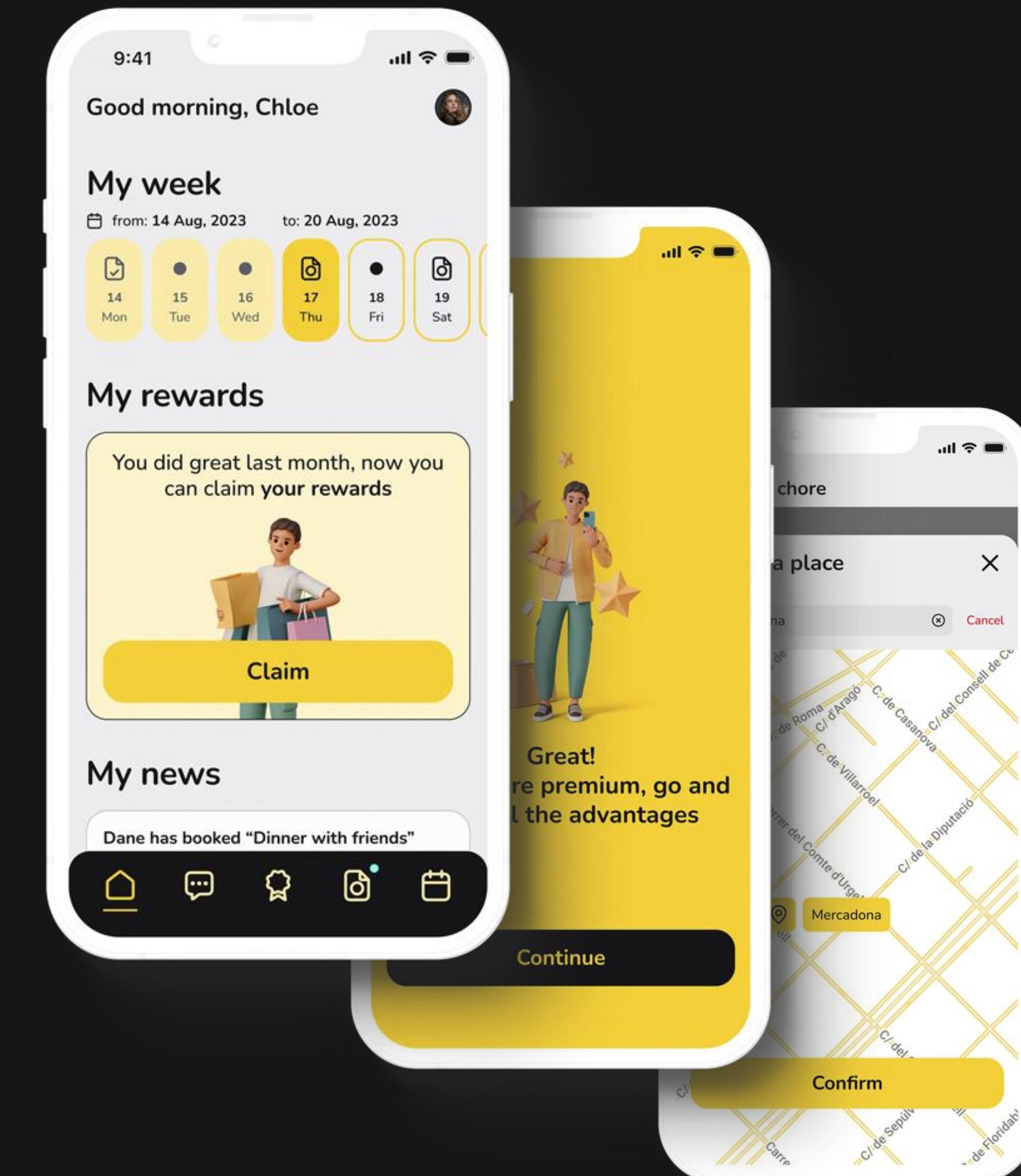
When I started design I was crazy for the UI part, but I soon realised that UX is sooo important, and I started focusing on allowing the data to lead the design process.

Right now I am working in Amadeus. I am in charge of the ResCreative team providing booking engine solutions for hotels. A major highlight of this time is when I got a special mention as “one-man-army” in front of the whole Web department because I was leading the department by myself. As I was a very effective problem solver they thought that ResCreative was a team of 3 or more people.

Additionally, I have realised that discovering solutions to difficult challenges is very exciting and I am good at that.

Housemate

Sharing good vibes



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Housemate

Housemate is an app designed to enhance the living experience for roommates by addressing common issues like poor communication, unfulfilled tasks, and varying cleanliness standards. The app encourages users to complete their responsibilities, facilitates communication, and standardizes household cleanliness, creating a more harmonious and organized living environment.

Housemate

Sharing good vibes



My role as Product Designer in phases

- **Research and Discovery:** Desktop research, also I conducted qualitative interviews to identify problems and patterns in roommates.
- **Problem Definition:** Developing User Personas and defining key insights to guide the app's design.
- **Ideation:** Generating ideas and potential solutions through brainstorming sessions.
- **Prototyping:** Creating quick sketches, wireframes, and high-fidelity prototypes using Figma.
- **Testing and Validation:** Conducting usability tests to iterate and refine the design, ensuring smooth and user-centered navigation.

User persona

User research

I used a generative qualitative approach, conducting in-depth interviews to better understand the problems and behavior patterns in shared living. Additionally, I conducted a benchmarking to identify existing solutions and improvement opportunities.

Insight

- Roommates have different cleanliness standards, leading to conflicts.
- Poor communication and unfulfilled tasks are the main sources of discord.

Benchmark

I analyzed similar apps in the market and found that many lacked specific features to standardize cleanliness and encourage task fulfillment. This presented an opportunity to differentiate Housemate with innovative and user-centric features.



MERITXELL CAPDEVILA

ABOUT HER

- Age: 32 years old
- Occupation: Graphic Designer
- Context: Resides in a shared flat
- Behavior: Enjoys spending quality time with roommates

PAIN POINTS

- **Lack memory:** She makes an effort not to forget to do her homework, but she doesn't always succeed.
- **Different cleaning standards:** In their apartment, they used to have arguments because not everyone had the same standards of cleanliness, although now they have fewer and fewer disagreements.

Problem

Shared living often leads to conflicts due to poor communication, unfulfilled tasks, and different cleanliness standards. These differences create tensions and misunderstandings among roommates, negatively impacting the household's harmony.

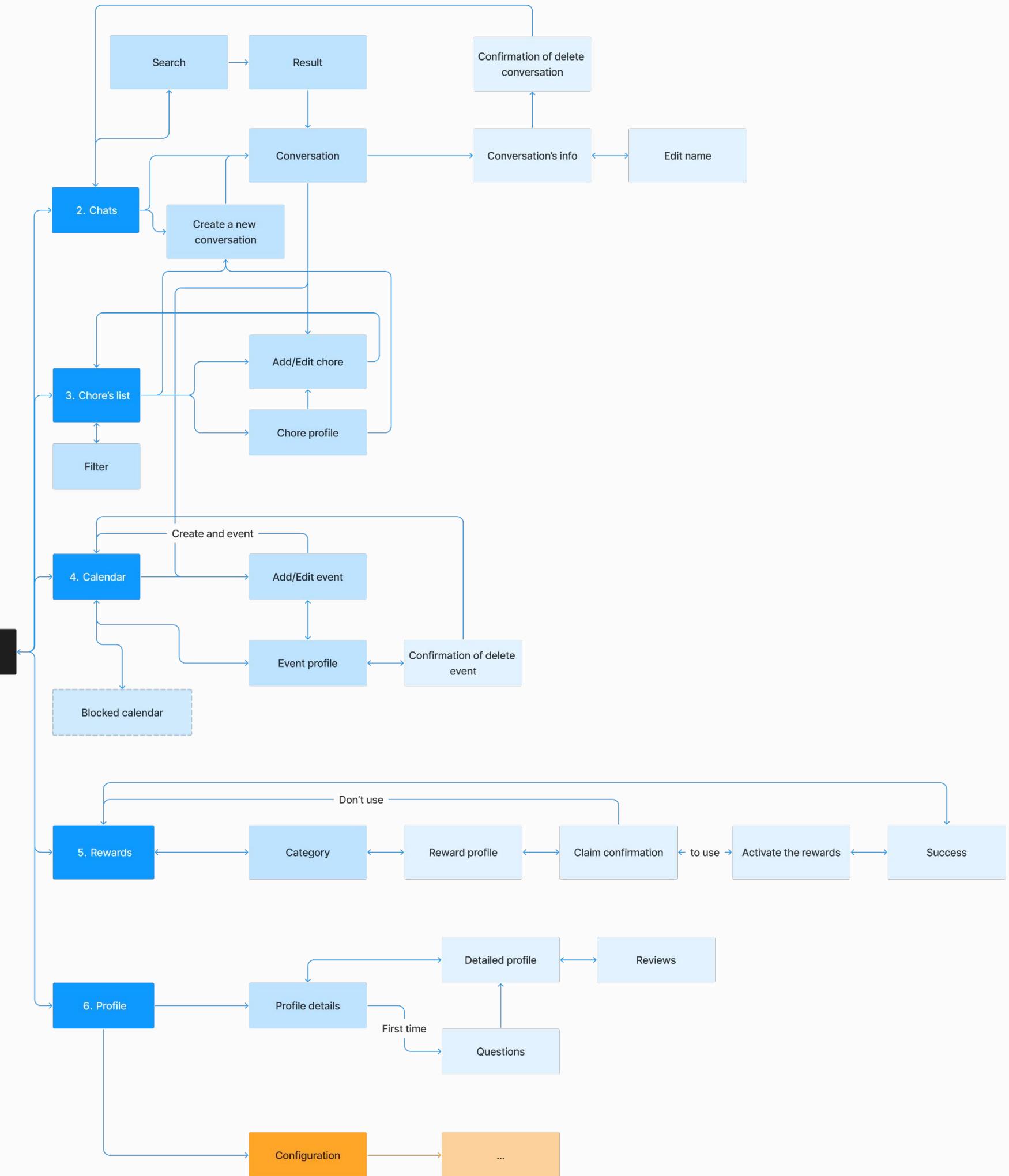
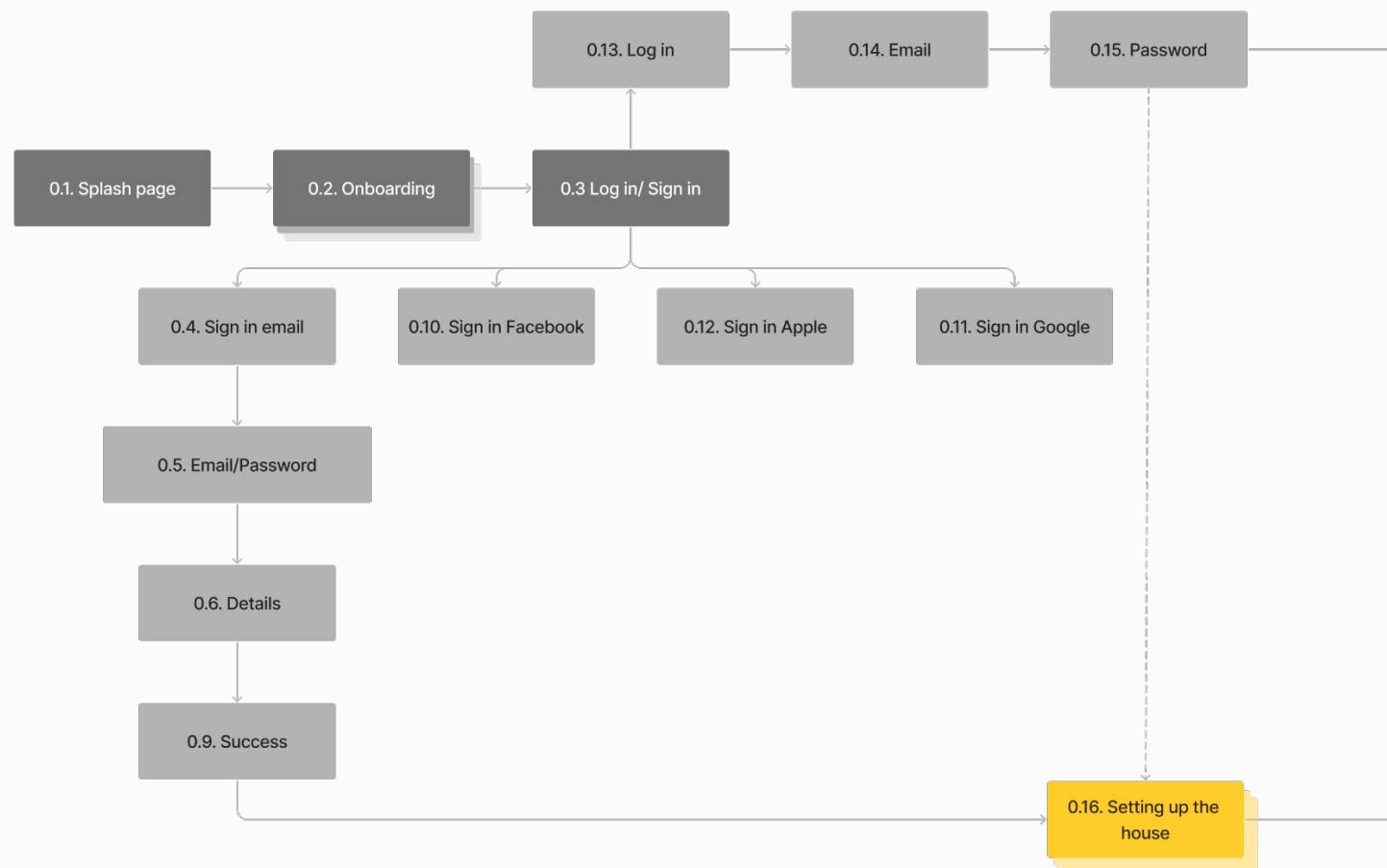
Solution

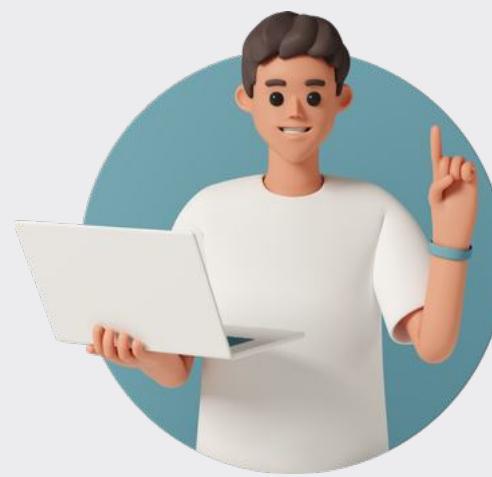
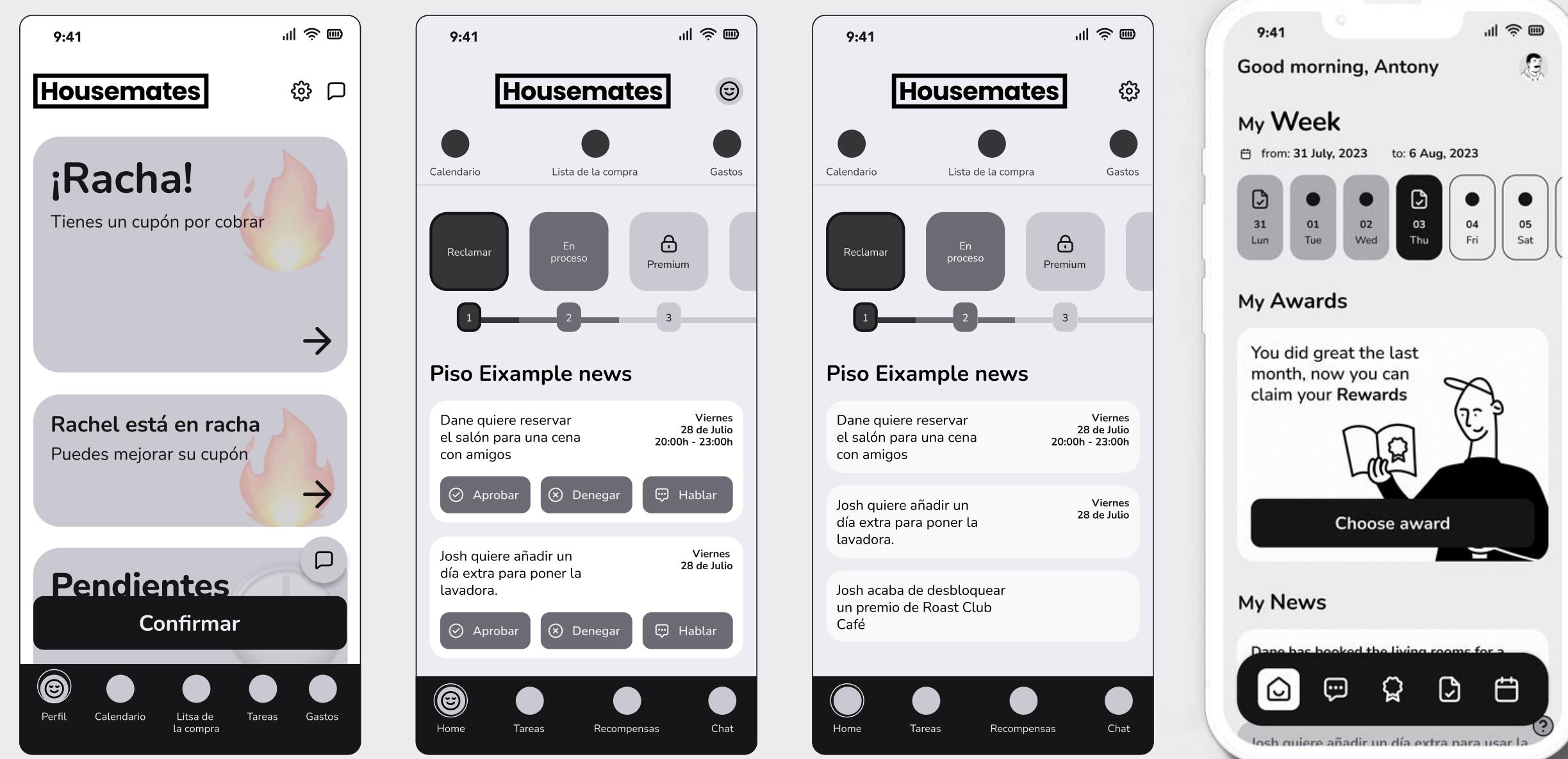
An app that assists in organizing the living space by motivating users to fulfill their responsibilities and facilitating communication, all while standardizing cleaning procedures.

How I will measure the success?

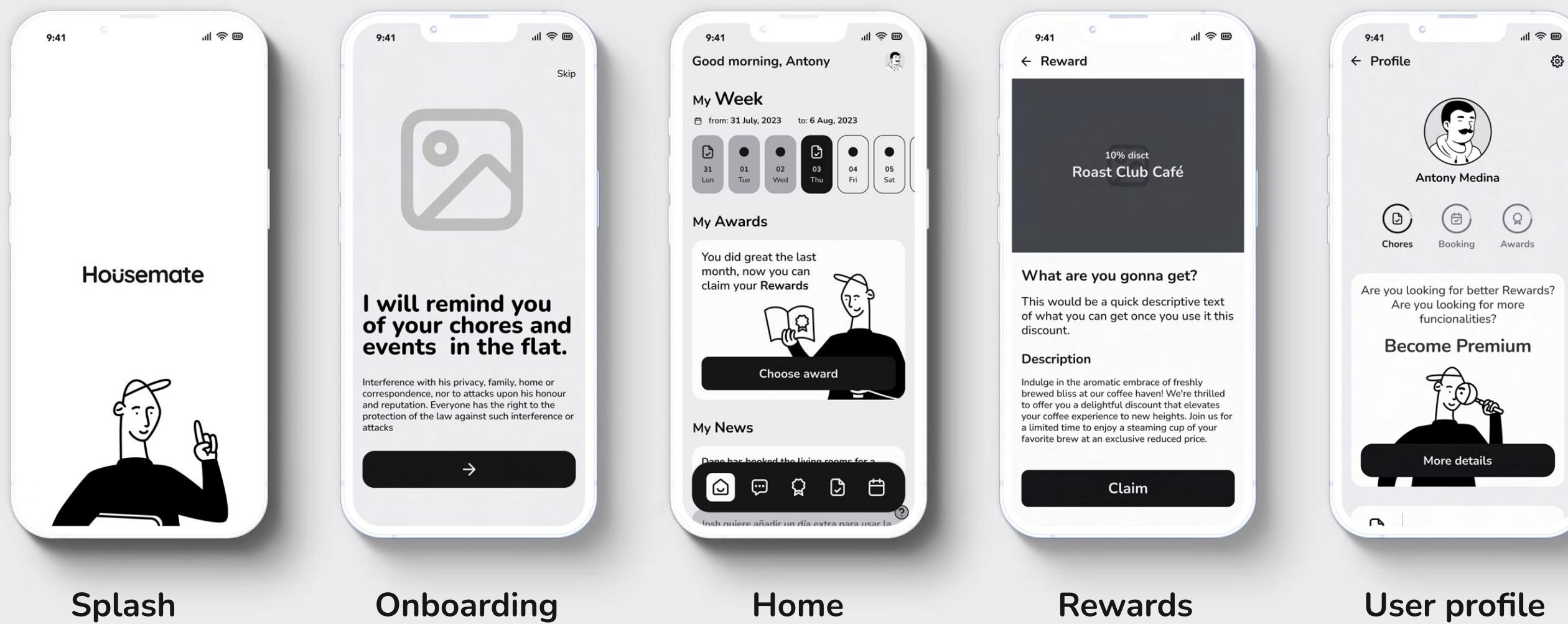
- User Satisfaction: High level of user satisfaction measured through surveys and feedback.
- Active App Usage: Increase in the frequency of use of the app's main features.
- Task Completion: Increase in the percentage of tasks completed on time.

This is the architecture of Housemate





At this stage, I created multiple versions of the main screen. However, soon I realized that I was attempting to address too many issues with this app. I needed to refocus on the essentials, remembering the main problem to solve, the insights, and the pain points of the user persona. So, I revisited the architecture, made necessary modifications, and removed some unnecessary elements. Once this task was completed, I returned to the wireframes and finalized the layout.



A representative display of the wireframes.

Moderated user testing

I opted for a moderated user test since the wireframes and all the process of preparing the mockups, providing users with context by explaining the problem that the app is solving. I presented the created screens and asked users to share their interpretations and if they could suggest possible actions. I aimed to minimize explanations to avoid influencing their responses. However, some screens with less intuitive flow required additional clarification or intervention to ensure user understanding.



Test analysis

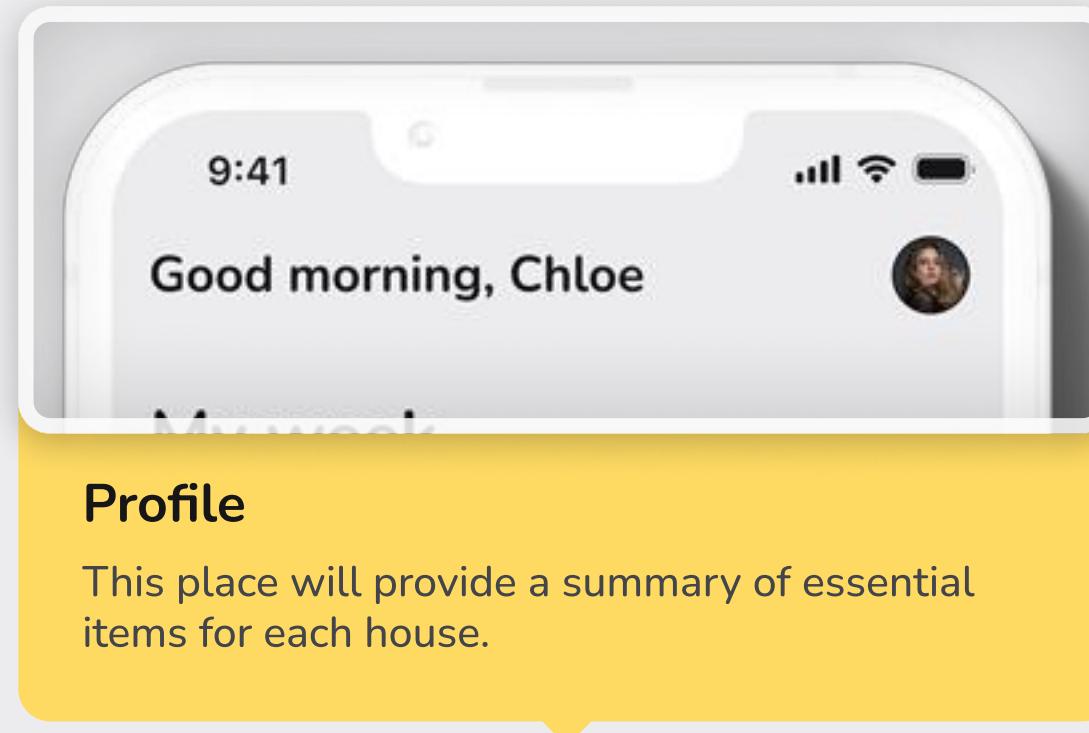
I also took notes of user comments, including suggestions for features they expected but didn't find. The next step involves evaluating these comments to determine if they could be valuable additions to address the initial problem.

After completing the tests, I analyzed them and corrected errors that were found in the app. As an example, some issues were identified in the Home Settings' screens, where requested features were arranged in an unintuitive order, causing usability problems.



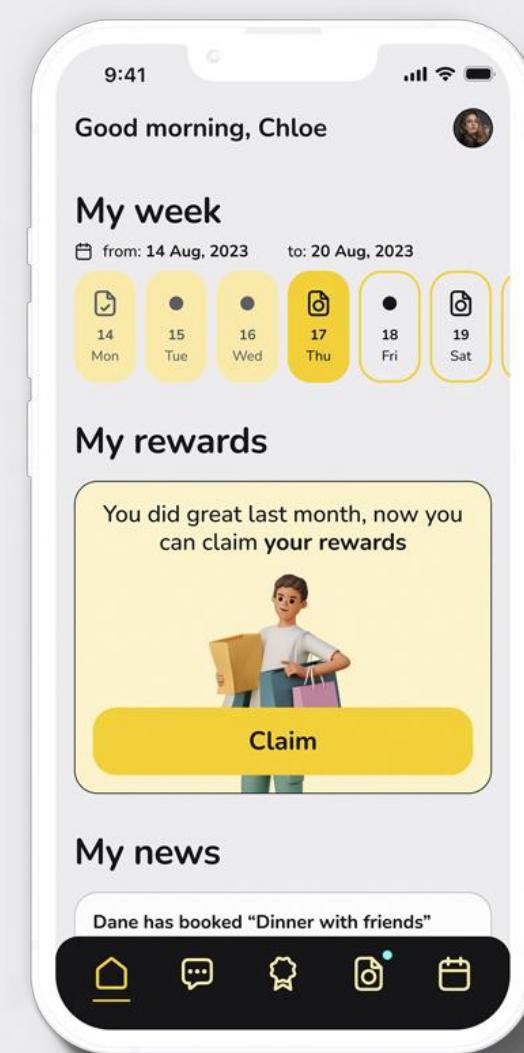
Weekly schedule

An easy way to see if you have chores to do.



Profile

This place will provide a summary of essential items for each house.



My rewards

You did great last month, now you can claim your rewards

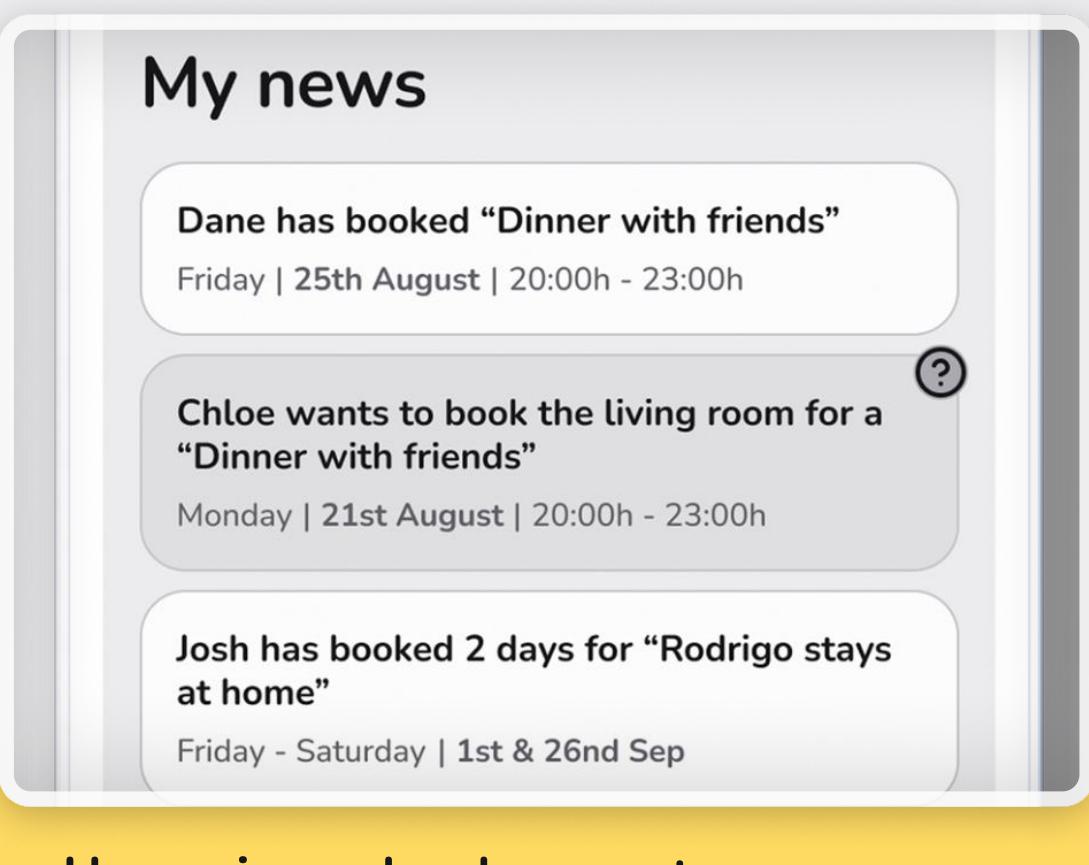


Claim



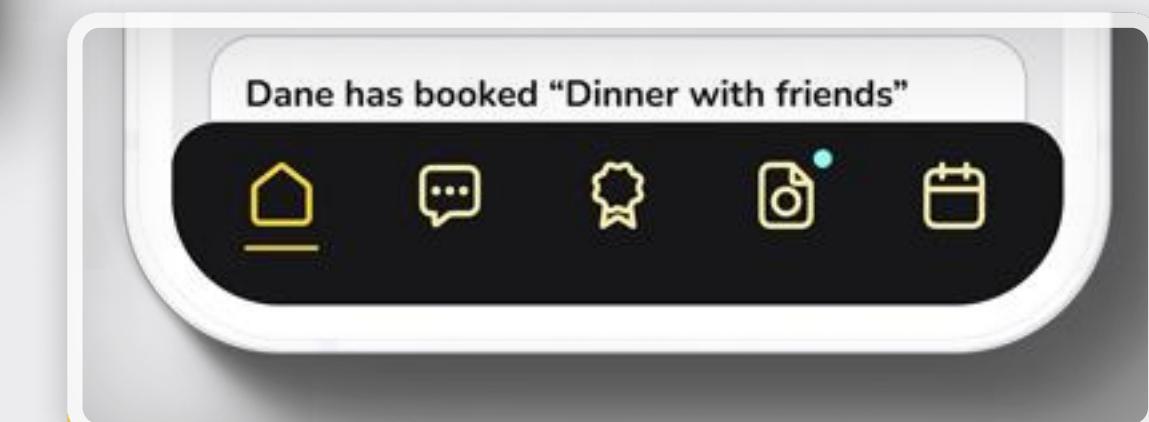
Available rewards

The user can easily see if they have a reward to claim.



Upcoming calendar events

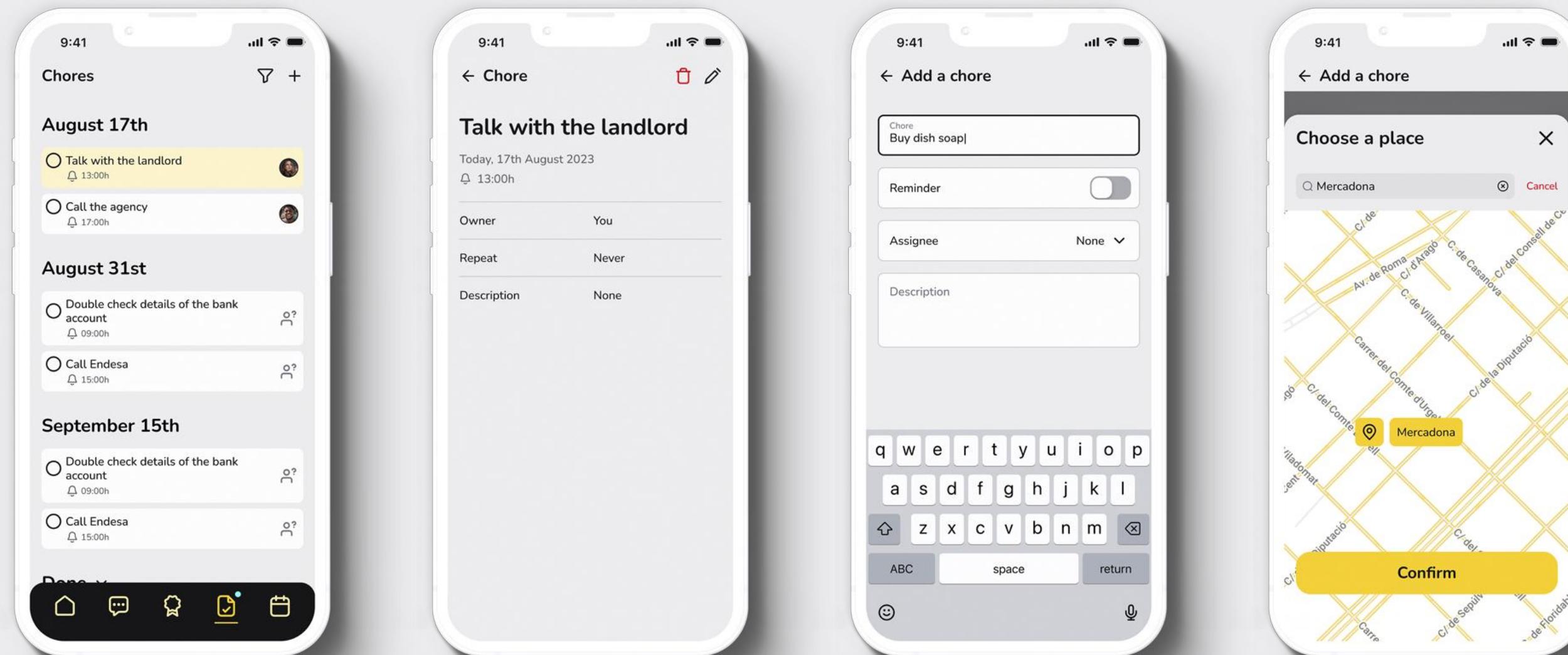
The user can easily see the next events.

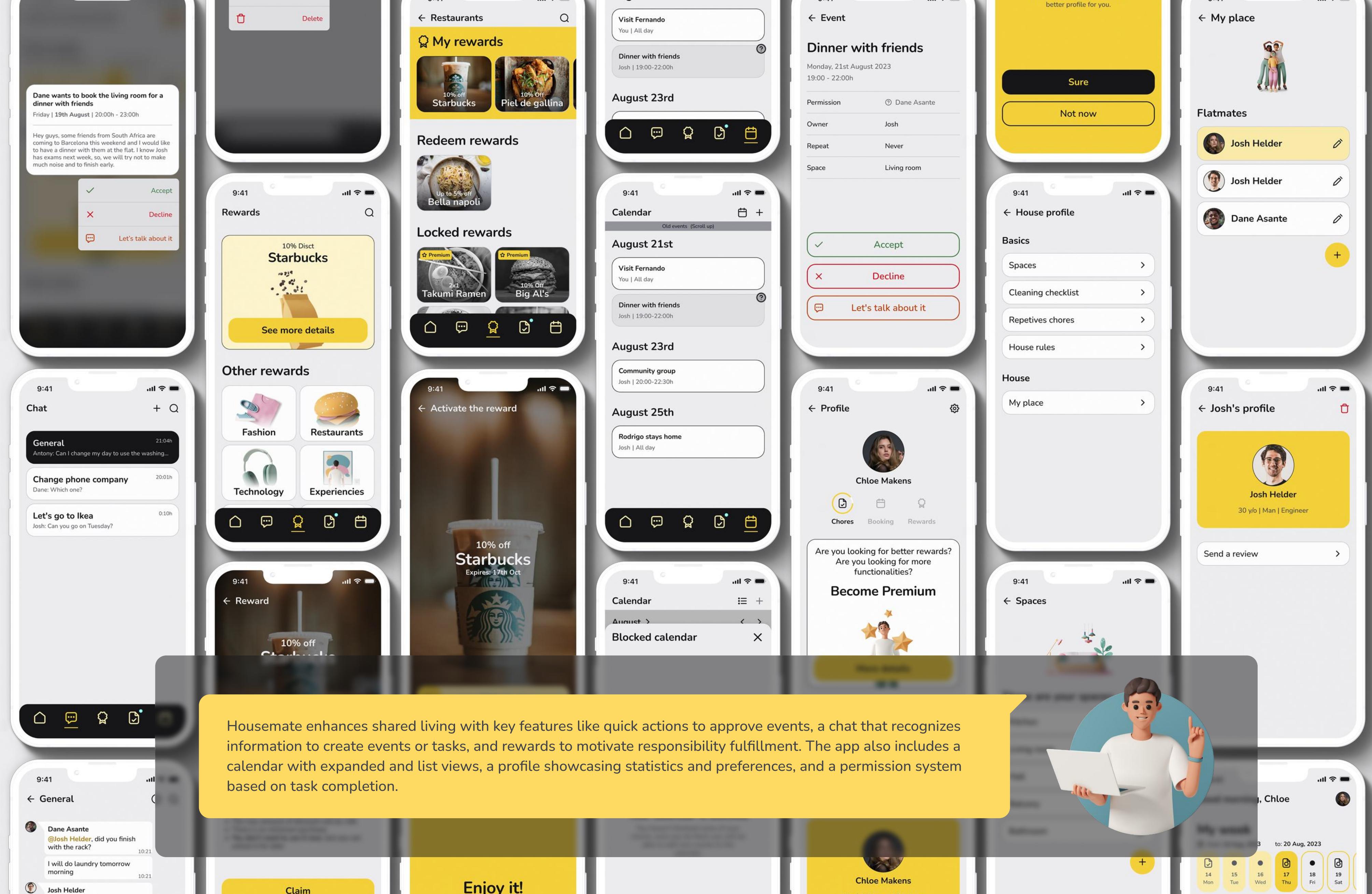


Friendly navigation bar

With a quick look to the nav bar the user can easily know where action is needed.

Chores are at the core of the app which addresses our insight - people forget about their responsibilities. Chores addresses 50% of this problem by reminding users of their tasks. The remaining 50% is tackled through a system of rewards and penalties for task completion or non-completion, respectively.





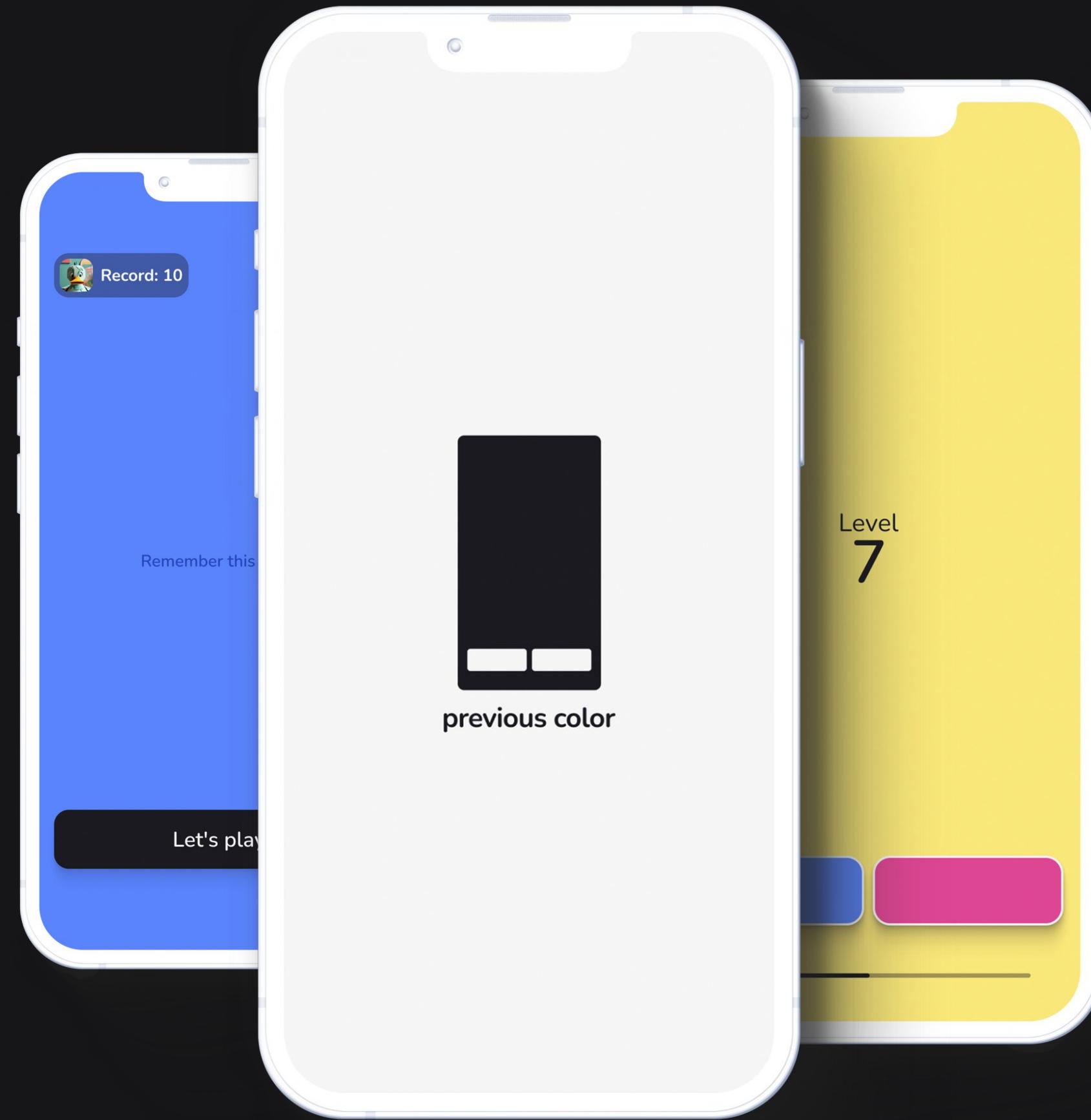
Learnings

The biggest lesson was the importance of constant iteration and usability testing to refine the design. I also understood that actively listening to users is crucial for developing a truly user-centered product.



Final thoughts

Housemate aims to resolve common issues faced by flatmates, such as arguments and negative feelings arising from poor communication, unmet expectations, or differing cleanliness standards. However, it's essential to note that while the app provides a solution, its effectiveness depends on an individual's willingness to use it as a tool for smoother apartment management.



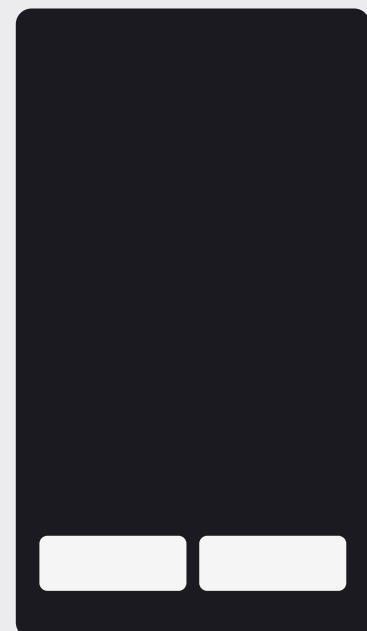
previous color

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Previous Color

Previous Color is a minimalist mobile memory game designed to exercise users' memory and concentration. Through a simple yet challenging dynamic, the game aims to offer short and effective mental training sessions.



previous color

My role as Product Designer in phases

- **Research and Discovery:** Conducted desktop research and benchmarking using Notion to gather data.
- **Game Definition:** Created User Personas to identify how the design should look.
- **Ideation:** Held brainstorming sessions to generate innovative ideas.
- **Prototyping:** Designed wireframes and high-fidelity prototypes in Figma.
- **Testing and Validation:** Conducted constant usability tests, iterating based on the results.

User persona

User research

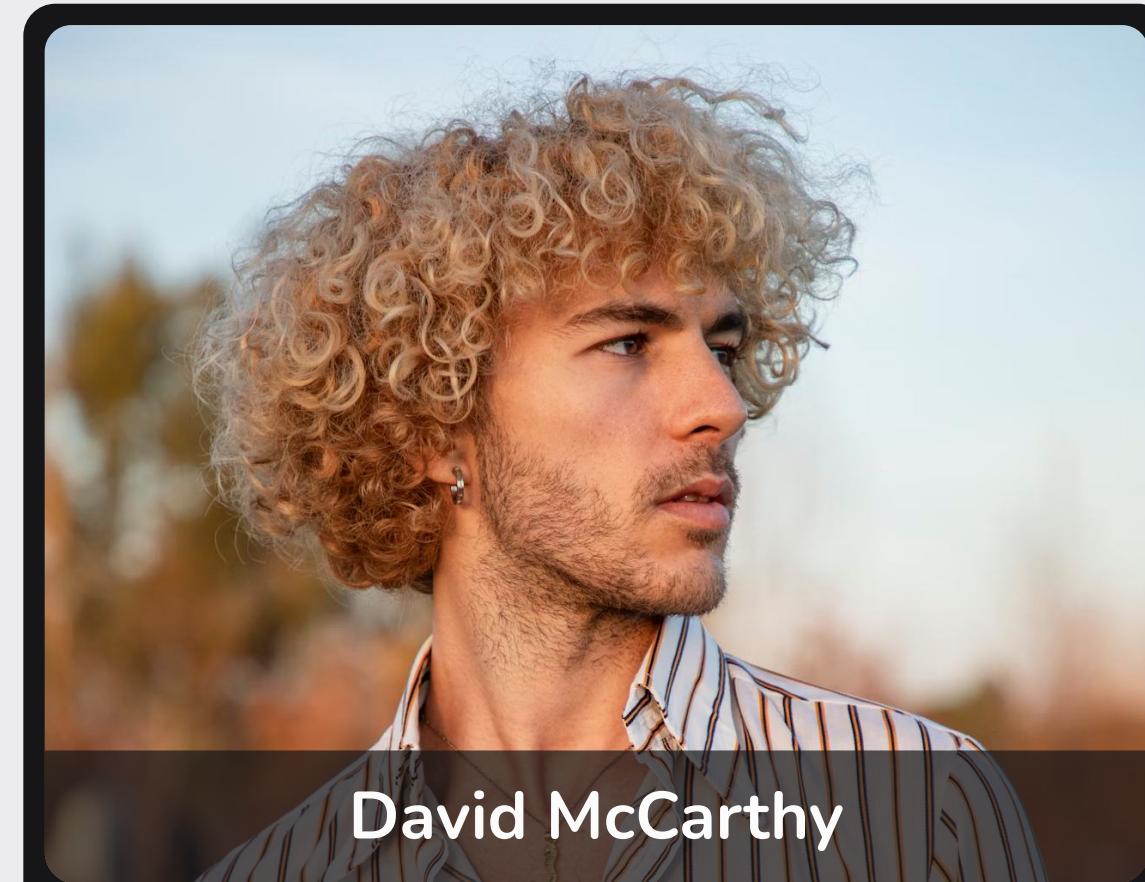
During the user research phase, I utilized methods such as desktop research and benchmarking. These techniques allowed me to better understand the current landscape of memory games and their users.

Insights

Through desktop research, I discovered a lack of memory games with mechanics similar to "Previous Color." This highlighted a unique opportunity to offer an innovative and memory-focused gaming experience.

Benchmark

I analyzed games like Two Dots, Puzzledom, and 1010!. I identified that these games, while popular, did not offer mechanics similar to "Previous Color." I saw the oportunity to offer the market a game that could not only entertain but also provide cognitive benefits.



David McCarthy

ABOUT HIM

- Age: 27 years old
- Occupation: Web Developer
- Behavior: Looks for games to play during his free time, such as during public transportation or short breaks at work.
- Needs: Short but effective games to exercise his memory and keep his mind active.

PAIN POINTS

- Lack of time: David has a very busy schedule and only has brief moments to relax and unwind.
- Far office: David works far from home and takes the subway everyday and sometimes he doesn't have anything to do during the ride.

Problem

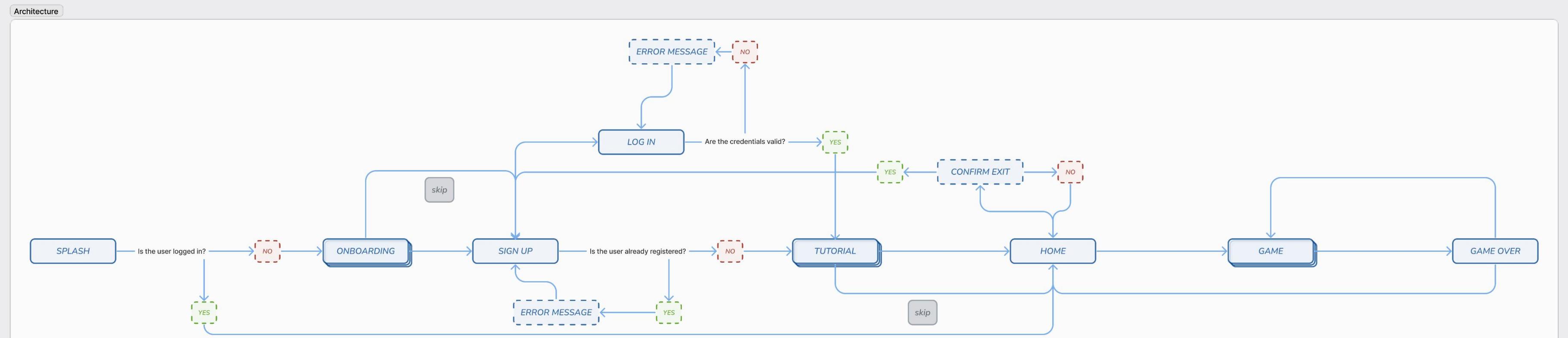
Research revealed a lack of memory games with innovative and challenging mechanics. Users, like David, need games that offer effective mental disconnection after long hours of work and provide enough variety and challenge to keep their interest and effectively exercise their minds.

Project Objectives

- Develop an innovative and challenging game mechanic that exercises users' memory.
- Create a smooth and engaging user experience with a minimalist design that allows users to mentally disconnect.
- Ensure game accessibility in short sessions to fit users' free time.
- Launch the game on the iOS platform to reach a broad target audience.

How we will measure the success?

- **User Retention:** Measured by the number of users playing regularly after the first week.
- **Positive Feedback:** Receive positive comments in usability tests and the Beta version.
- **Performance on the App Store:** Achieve a high rating and positive reviews on the iOS App Store.
- **Engagement:** High level of interaction and average playtime per session.



This is the architecture of Previous color





At this stage, I realized that even though it was an early phase of the design process, I needed to use some colors to initiate user testing



A representative display of the wireframes.

User Testing During the Wireframe Phase

During the wireframe phase, I conducted user testing to evaluate whether users correctly understood how to play "Previous Color". For that a representative group of users from the target audience was selected and I did the tests.



Key issues identified

- **Not clear onboarding section:** Although the users followed the instructions, when they reached the first game screen, several still had to stop and think about the game mechanics. This indicated that the Onboarding was not clear enough in effectively guiding users.

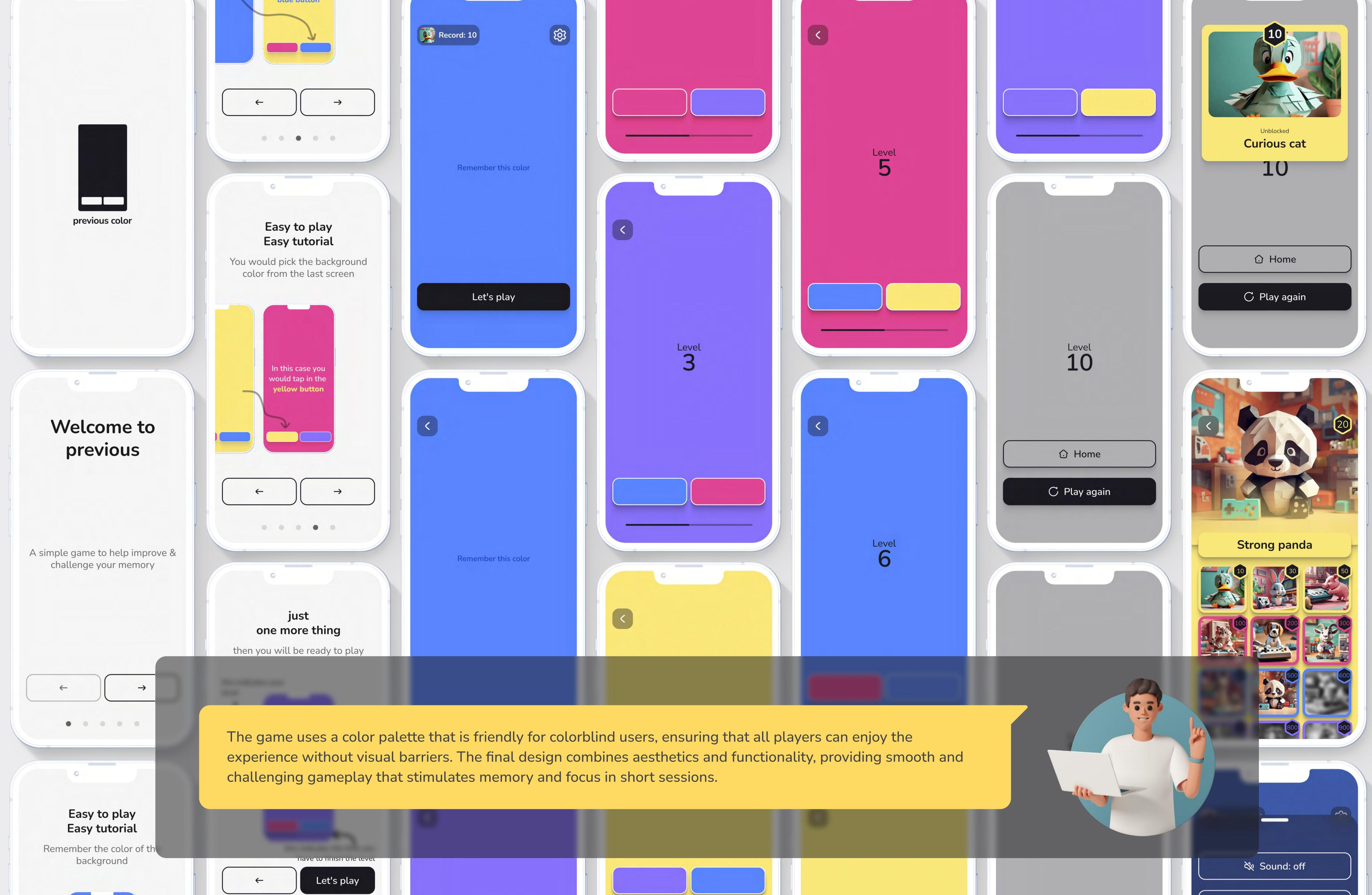
Iteration and improvements

- **Onboarding Revision:** Based on this feedback, I iterated on the Onboarding process, focusing on simplifying and clarifying it. Instructions were refined and more direct visual examples were added.
- **New Tests:** After these improvements, additional usability tests were conducted. The results showed a significantly better understanding by users, validating the effectiveness of the implemented changes.



A representative display of the game screens.

Since my illustration skills are limited, I used Stable Diffusion to generate the images.



Moderated user testing

Once the high-fidelity prototype was ready, I conducted usability tests to evaluate the user experience and gameplay. These tests focused on identifying issues with interaction, game understanding, and overall user satisfaction.



Results

The tests revealed that although players quickly understood the game mechanics, the game became monotonous and less challenging over time.

So I decided to add:

Level Timer: A time limit was added to each level, which decreases as the player progresses.

The latest usability tests confirm that this change was well received by players. This change made the game more challenging and dynamic.

Learning & final thoughts

This project strengthened my ability to combine creativity with data-driven analysis to create a functional and engaging product. Collaboration was essential, as clear communication with the team helped us solve issues and improve the solution.

The project is still in development, and I maintain constant communication with the developer. We are preparing for beta testing on TestFlight and will soon release the game on the App Store.

Thanks for reading my portfolio ;)

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