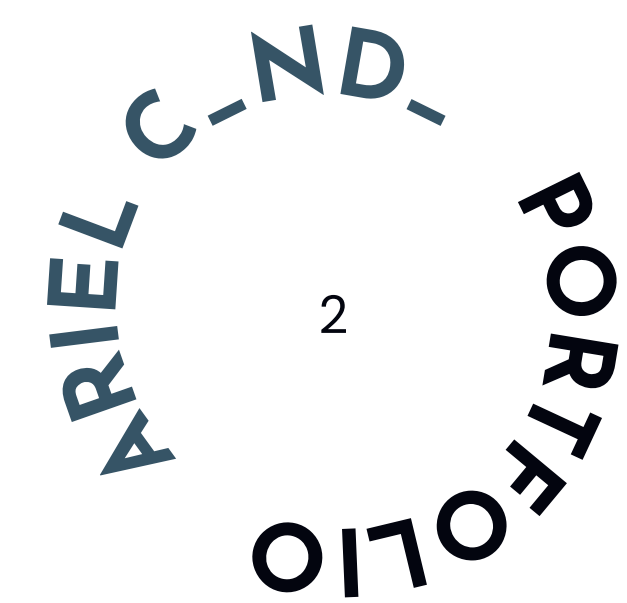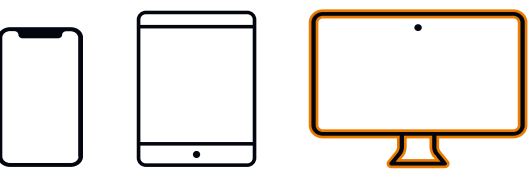PORTFOLIO ARIEL C.ND.

Ariel Conde
Designer UX/UI
hola@arielcnd.com
+34 627 057 847

PEOPLE
OF LEISURE

UX, Web Architecture, Web Redesign, Shopyfi, UI, Sustainability Strategy Consulting

Freelance web project for clothing brand based in Los Angeles, developed in collaboration with freelance marketing and developer September 2021.

Challenge

Rejuvenate the styling and thus capture the younger generation, better communicating the brand's must–haves.
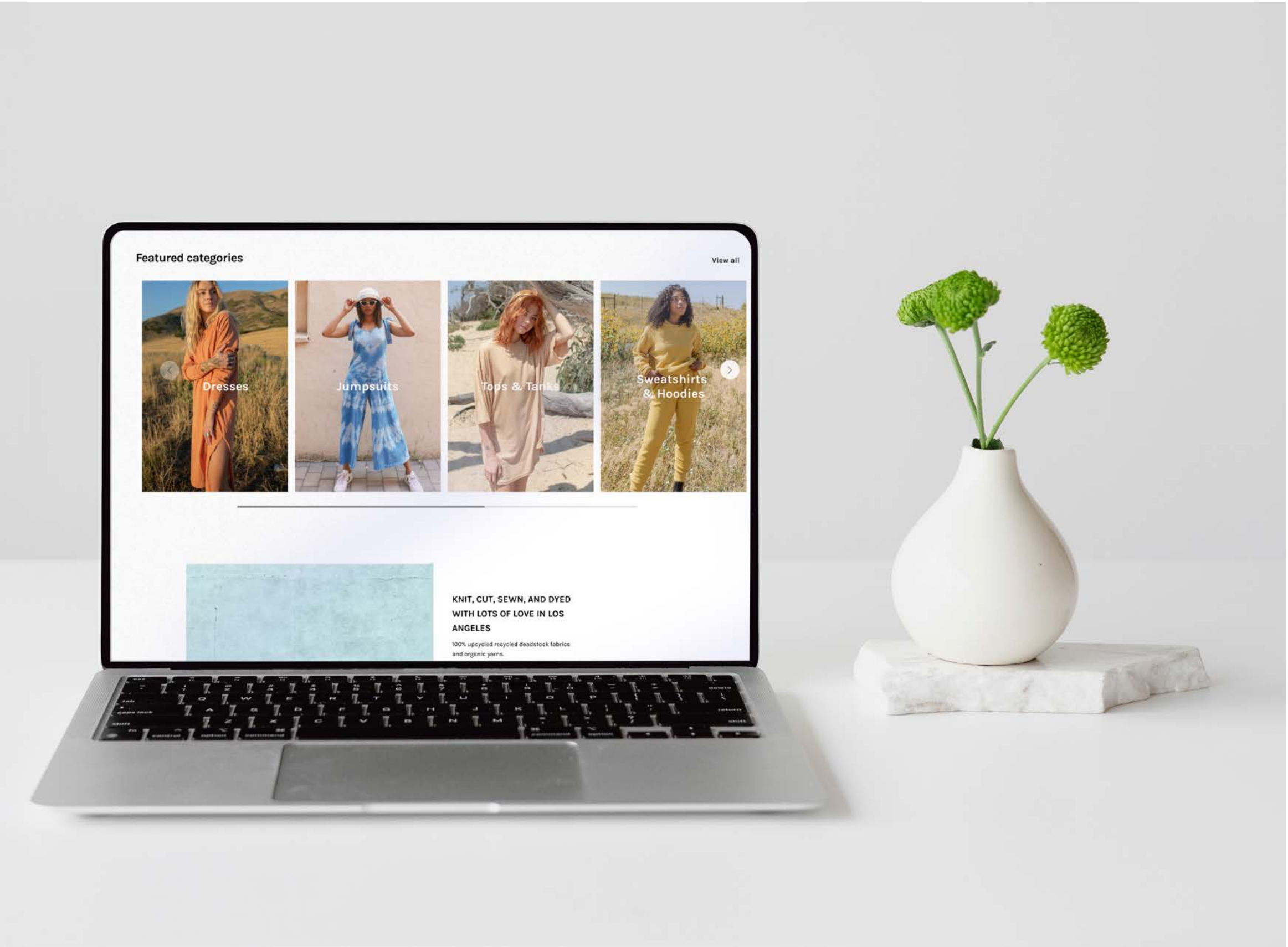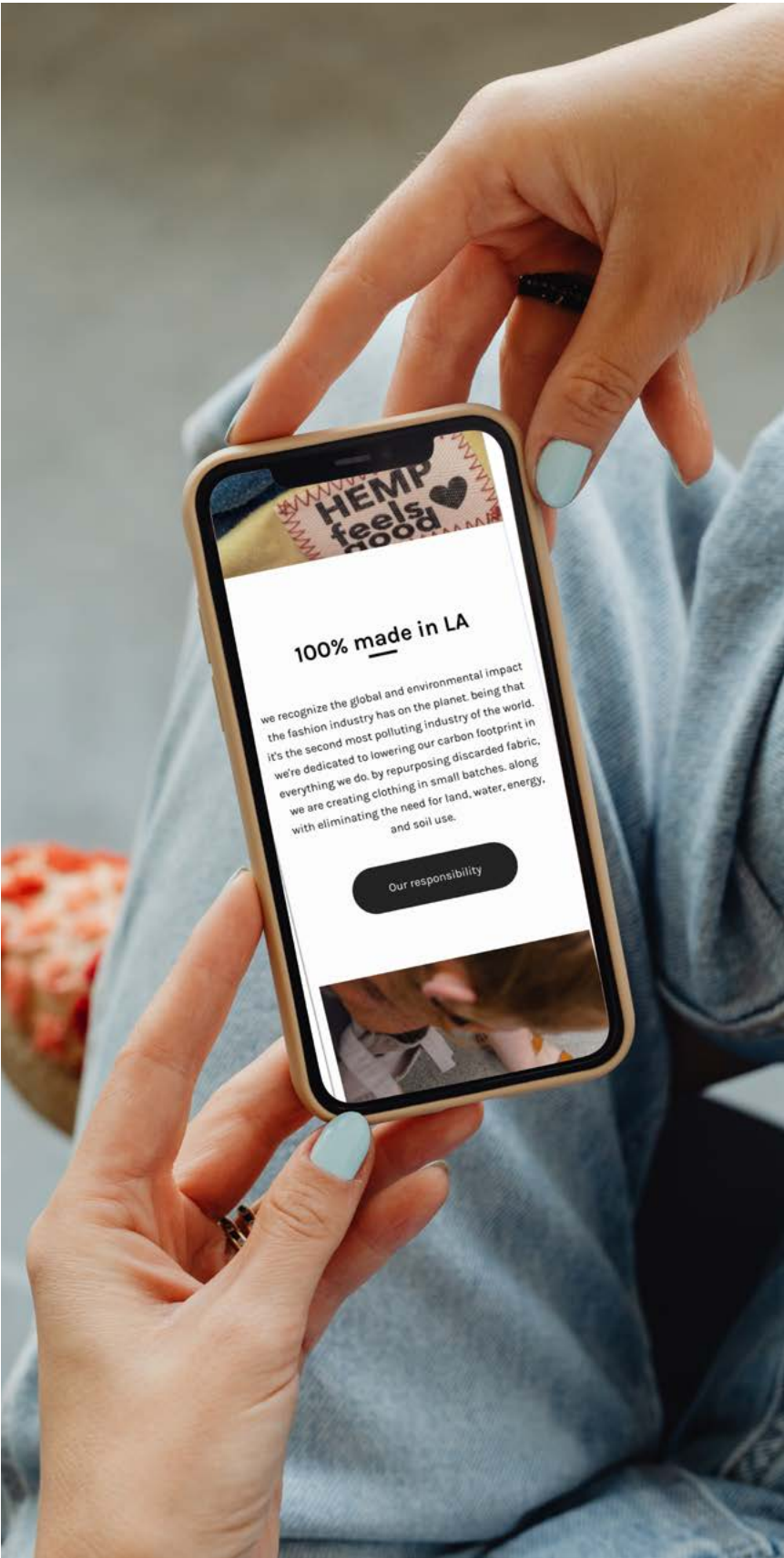
PEOPLE
OF LEISURE

Scope

The client needed a redesign of their website if they had steady sales but wanted to rejuvenate the image of the website, in coordination with the fashion consultancy and a freelance developer a Shopify template was designed.

Target audience

Although sales were up, the customer was not known in profanity, through google analytics, and sopify analytics demographics were crossed to develop two user personas.

Process

Although sales were up, the customer was not known in profanity, through google analytics, and sopify analytics demographics were crossed to develop two user personas.

PEOPLE
OF LEISURE

Deliverables and outcome

The whole project was managed through videoconferences with the owner of the brand. To begin with, we presented the user persona and the most relevant data extracted from the analytics. A tree testing was done to unravel the most optimal way to order the content in the menu. The Figma prototypes were validated and modifications were made so that the developer could start editing the theme according to the client's needs. It was observed that the way of communicating the brand's sustainable actions were anachronistic for 2021, and it was proposed to align the brand with the SDGs. Measuring the impact of the factory and ways to compensate the CO2 emitted in the deliveries, installing a pluguin that plants a tree every time a purchase is made..

Lessons learned

This was the kind of project that you are lucky to be commissioned to do, a pleasure to deal with Boby, who despite being interested in increasing sales like any other businessman, was super committed to the rights of his workers and saw the need for new ways to make his company greener.
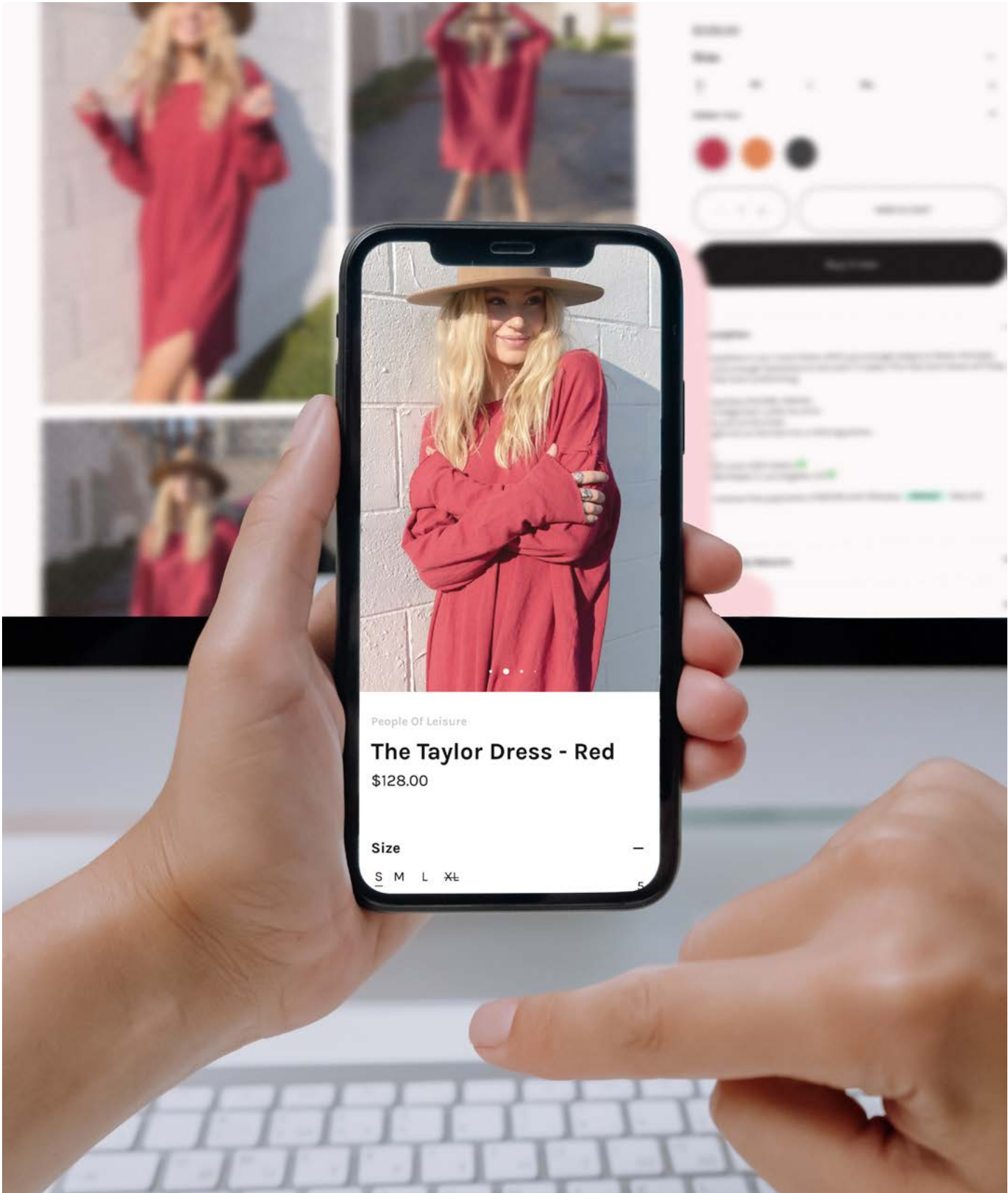
BLOC
DISTRICT

Areas of work:
Acquisition, activation and return

Freelance web project for a climbing gym located in the centre of Barcelona, fully developed from the graphic, strategic and technical aspects. Duration: 2020–2021.
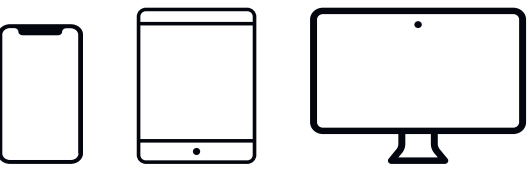
Challenge

Create a landing page to announce the upcoming opening of a new indoor climbing centre in Barcelona. The objective was to present the services and position the climbing wall to the general public compared to other options in the city.
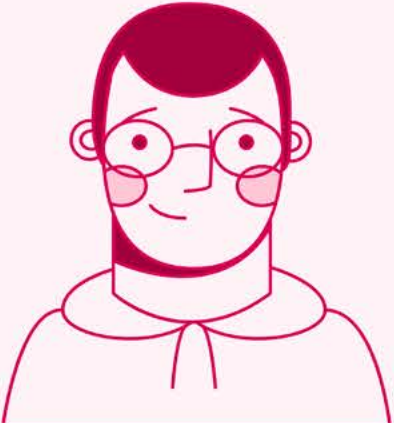
BLOC DISTRICT

Scope

I collaborated with Bengala studio, in charge of branding and brand strategy development. We adapted to the client's needs through short sprints. Initially, we translated the approved sketch into a landing page built with Elementor, incorporating functionalities that the client had not previously considered.

Target

The client identified three segments based on the previous climbing wall they had managed: beginner, intermediate and advanced climbers. These three protopersons were created to further validate with qualitative data and confirm these hypotheses.

Proceso

The project started in September 2020 with a two-week sprint to develop the landing page, announcing the opening date and offering pre-sales of tickets and memberships. The initial version was in Spanish, including an onboarding with a presonalised form to collect the level of future customers. In subsequent sprints, various functionalities were added, including database export capabilities for visitor statistics. The site was subsequently translated into Catalan and English. Gradually, different payment system options were integrated, and once the gym opened, the site was linked to an ERP system that centralised both membership management and timetable bookings at the climbing wall.

Luca Endrizzi

- Age: 22
- Nationality: Italian
- Location: Barcelona
- Occupation: Engineering student

Luca faces challenges with time management due to his studies and often struggles to find quality climbing facilities. He uses apps like Wikiloc to find routes, Strava to track activities, and YouTube for tutorials and inspiration.

GOALS

- He wants to reach an advanced level in climbing and participate in local competitions.
- It seeks to be part of a community of climbers to share experiences and learn from others.

PERSONALITY

Adventurer
Analytical
Sociable

FRUSTRATIONS

- She gets overwhelmed when the final exams come and she has no time for anything.
- He misses hiking in the mountains).

FAVOURITE APPS

G · · STRAVA

Aida López

- Age: 30
- Nationality: Spanish
- Location: Mataro
- Occupation: Social worker

Aida has recently taken up climbing, she is meeting new people and expanding her group of friends, for her it is a social event to share her leisure time and interests.

GOALS

- To expand her social circle and connect with like-minded individuals.
- To enhance her physical fitness and mental resilience through climbing.

PERSONALITY

Adventurer
Analytical
Sociable

FRUSTRATIONS

- Aida may feel frustrated in trying to build a new circle of friends after her separation.
- The increasingly obvious estrangement from his former group of friends.

FAVOURITE APPS

headspace

BLOC DISTRICT

Strategic approach of the project

1 *User attraction:* To generate interest prior to the opening of the gym, a series of social media teasers were created. Promoting future content on social media ensured that potential customers were aware of the new offer and were motivated to visit.

2 *First impression:* The landing page had a striking and eye-catching design and offered a user-friendly experience. We allowed users to pre-purchase tickets and memberships using a Minimum Viable Product (MVP) with a payment gateway. This facilitated the conversion of visitors into early adopters at a special opening price.

3 *User loyalty: To keep our users engaged, we integrated functionalities that allowed the export of customer lists to Excel. This not only made it easier to track users, but also improved ongoing communication with them, ensuring they felt valued and connected.*

4 *Recommendations:* While no specific strategies to encourage referrals were implemented in this initial phase, we planned to create sections on the site targeted at climbers of different levels. This strategy has worked well on social media, where content has been generated based on these three segments.

5 *ROI:* The return came sooner than expected, with subscriptions in the first two weeks. My vision in implementing the payment system was not a requirement that the client would have valued, and this point allowed us to attract new customers and increase revenue from minute one.

| Blocdistrict Barcelona				September			
🖼️ Landing Page Development	Sep 1-15	Develop Landing Page					
	Sep 15	Announce Opening Date					
	Sep 15	Offer Early Bird Sales					
☀️ Spanish Version	Sep 15-29	Initial Version in Spanish					
🌐 Multilingual Support	Sep 29 - Oct 6	Translate to Catalan					
	Oct 6-13	Translate to English					
📊 Database Export Functionality	Oct 13-20	Implement Database Export					
	Oct 20-27	Track Visitor Statistics					
💳 Payment System Integration	Oct 27 - Nov 10	Integrate Payment Options					
🧗 Gym Opening	Nov 10-24	Link to ERP System					
	Nov 10-24	Manage Member Info					
	Nov 10-24	Reservation System Integration					

BLOC DISTRICT

Deliverables and outcome

The project evolved along with the construction of the climbing wall, using a lean approach with sprints and daily meetings to adapt to the client's priorities. Creating the MVP in WP allowed to scale the project progressively to integrate the ERP.

Lessons learned

The key lesson was the importance of alignment between the various stakeholders for the successful development of a digital product. The company has five partners, each with different visions for the growth of the business model. It is crucial that the digital product aligns with these goals and metrics, which requires prioritisation and understanding before development.
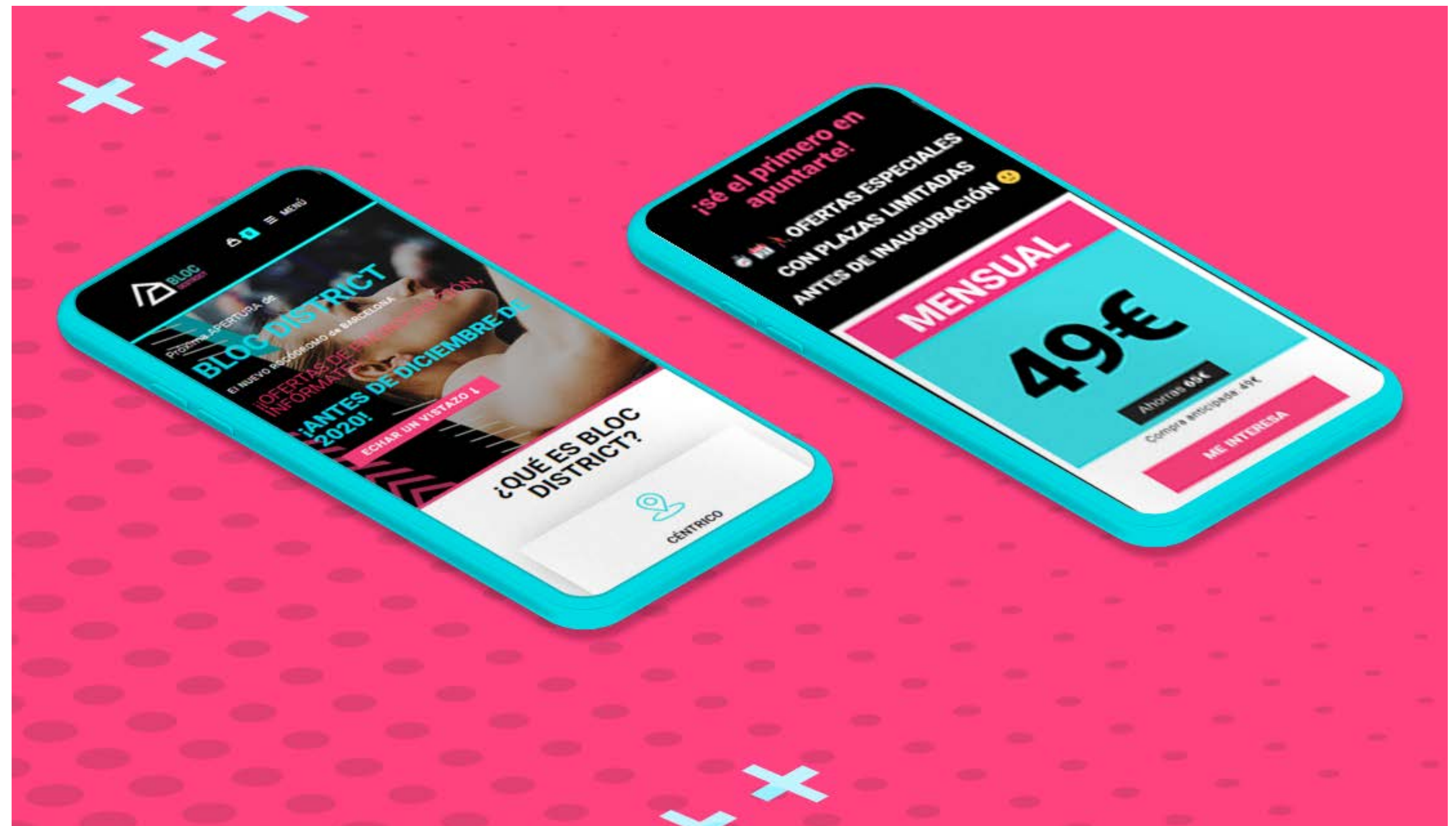
PROTEGE TUS PIÑOS E-COMMERCE

User Interviews, Benchmarking, Brand Strategy, Wireframes, Information Architecture, User Validation, Corporate Fitting, Online Shop, Web Analytics

Fully developed freelance project – March/July 2020

Tools used: Post–it notes, markers, Axure, Hotjar Figma, WordPress, Facebook Shops.
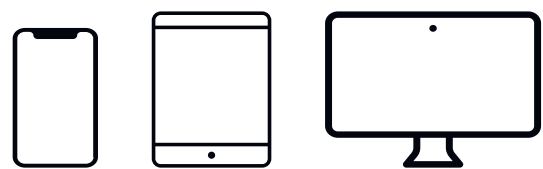
Introduction

Protege tus piños is a company dedicated to making custom mouthguards for athletes and wanted to open an online shop to better distribute their product without customizing. Since they were born in 2010, they have been making a name for themselves in the world of contact sports.
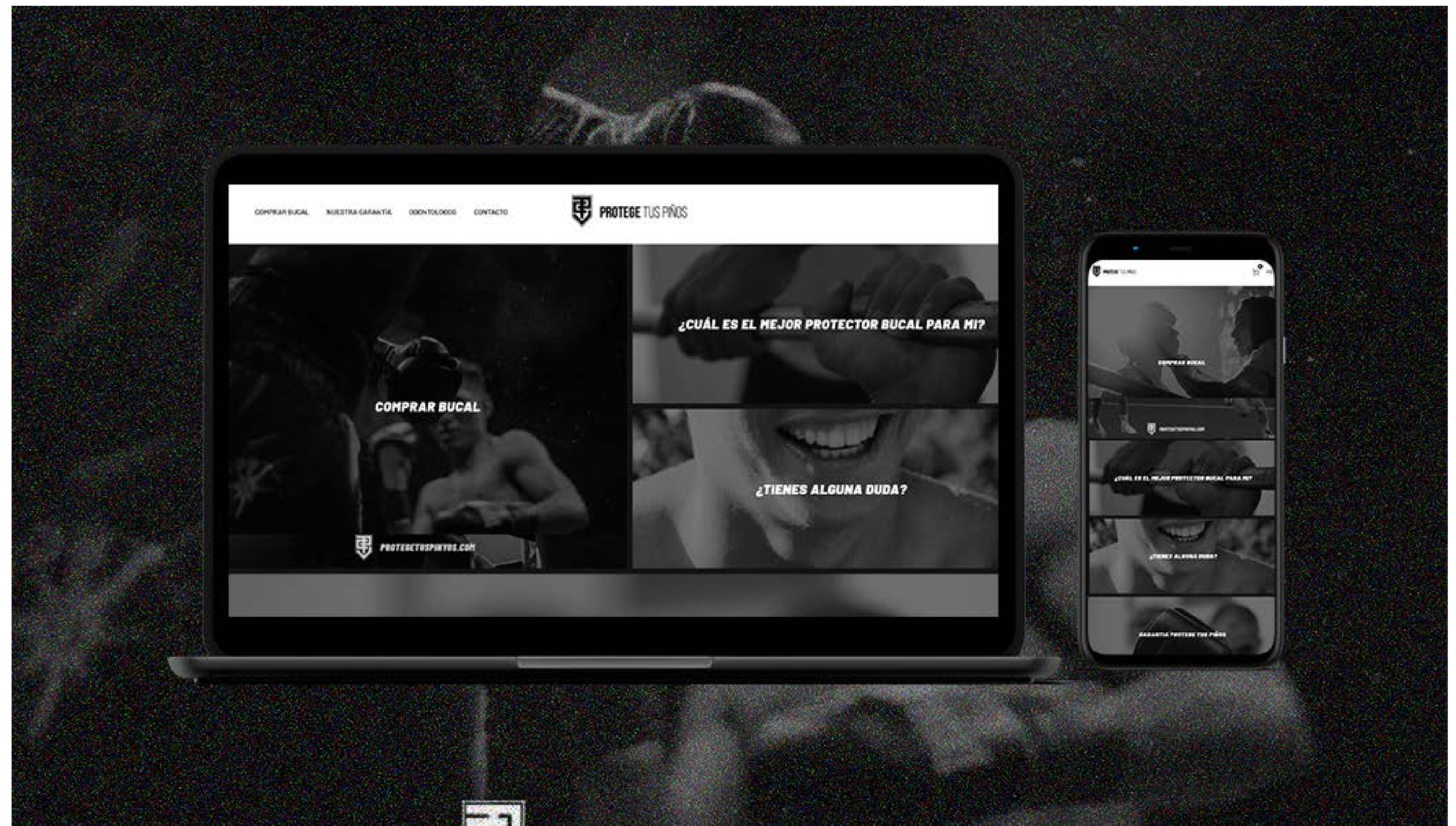
PROTEGE
TUS PIÑOS
E-COMMERCE

Challenge

On the one hand, to consolidate the brand's notoriety in the face of growing competition, and on the other hand, to achieve a communication that can broaden the target audience that buys the product, beyond contact sports.

Scope

My role as a freelance has been that of a one–man band: I initiated the research, both the benchmarking and the interviews with users, the design of the strategy that the brand could follow to open up the market, the subsequent prototyping in Axure with two versions of the web design, depending on the buyer persona. The validation of this design with real users, elaboration of the look and feel and subsequent implementation of all the technical aspects of the website through the Wordpress content manager.

Target audience

They are passionate about sports, both individual and team, they spend many hours in the gym, they like to take care of themselves and socialise with their family and friends. They enjoy their free time with activities that revolve around sport, their socio–economic level is medium. They are over 25 years old. They are looking for protection and comfort even if they have to pay a little more.

Miguel Torres 💪
38 años / MMA / 179 Cm / 93 kg

Le gusta tener cosas de calidad, aunque se tenga que esperar más tiempo para conseguirlas, valora a la familia, tiene pitbull, tatuajes y mira hombres mujeres y viceversa.

Belen Soto ✈️
24 años / Voleibol / 165 Cm / 57 kg

Siempre está en las nubes, prefiere hacer regalos hechos a mano y le encanta viajar con sus amigas. Es impaciente y le gusta sacrificarse para que el equipo pueda ganar.

PROTEGE TUS PIÑOS E-COMMERCE

Process

Through the respective meetings with the client, the needs of the project were established and interviews were conducted with athletes who had already been using the product for a long time in order to gain insights. Subsequently, two prototypes were developed in Axure (Prototype A, Prototipo B) The average resolution of the e-commerce design was tested with 8 remote users. One of the conclusions of this testing was that most users opted for one of the more elaborate and robust designs, discarding the minimalist proposal.
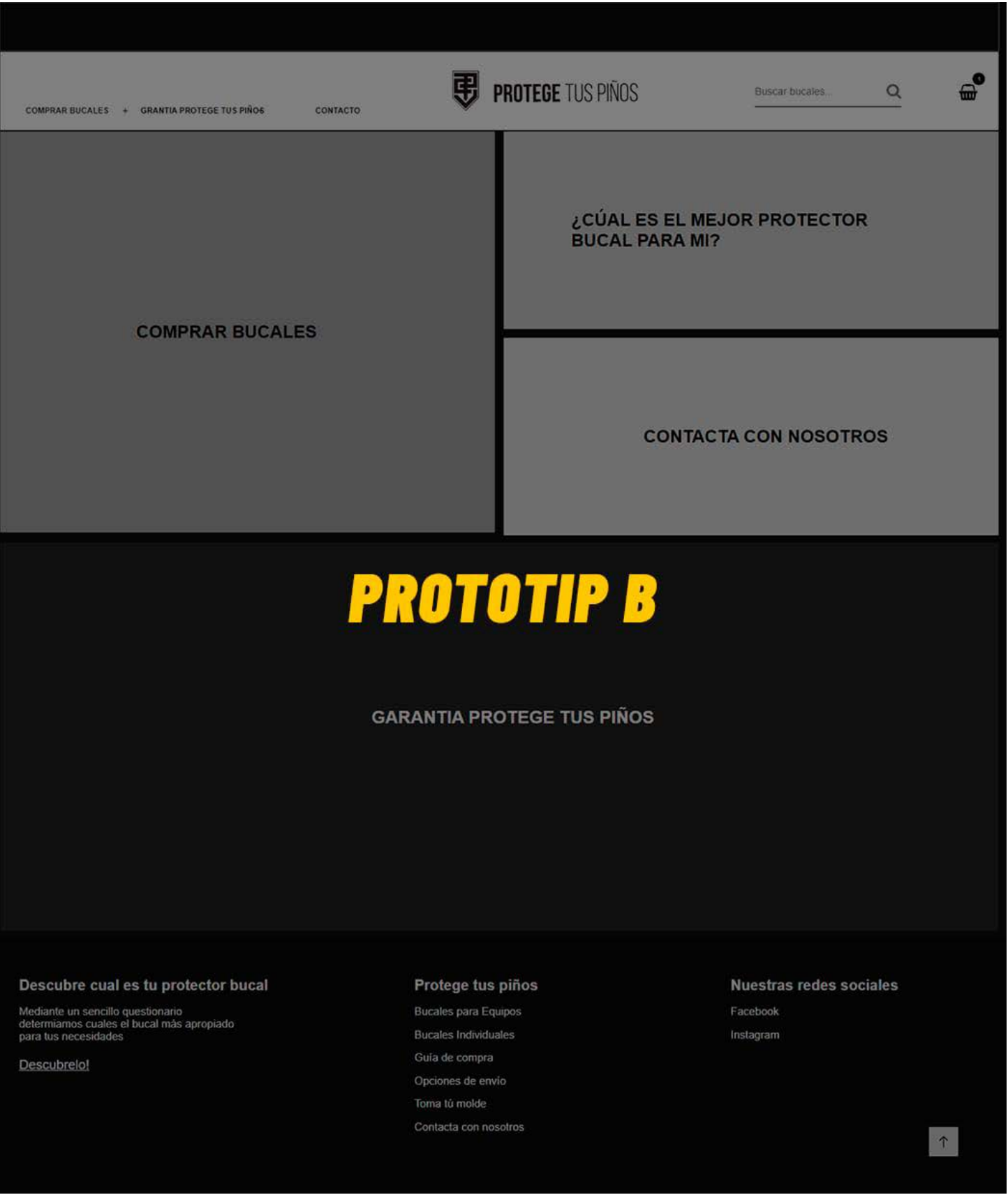
PROTEGE TUS PIÑOS E-COMMERCE

Deliverables and outcome

During the first phase of the project, a small market report was prepared, in which data was presented on the potential audience at the Spanish level, detailing the number of sportsmen and sportswomen who use mouthguards.
federated in the different modalities that usually use mouthguards.
A benchmarking was also elaborated to see the competition in the sector, including the international scope. In the second phase, the buyer personas and the results of testing with the two versions of the website were presented. During the launch phase, the web architecture was modified according to the new models that were added to the product catalogue.

PROTGE TUS PIÑOS

SOLAMENTE ES DURADERO LO QUE CON LA VIRTUD SE CONSIGUE.
(SÓFOCLES)

Button   Button

BARLOW FONT

H1 BARLOW BOLD ITALIC

H2 BARLOW BOLD ITALIC

H3 BARLOW BOLD ITALIC

H4 BARLOW BOLD

Body - Barlow Medium 500 16 Pt

PROTEGE TUS PIÑOS E-COMMERCE

Lessons learned

One of the main lessons learned was a design bias: it had been preconceived that, as the average ticket price for a product is around €100, the more minimalist and simple the design of the website, the more the product would stand out. But during remote testing of the two website designs, the majority of users opted for the more traditional e-commerce proposal. Another valuable lesson is that you don't have to create a lot of elaborate wireframes in order to draw conclusions with users.
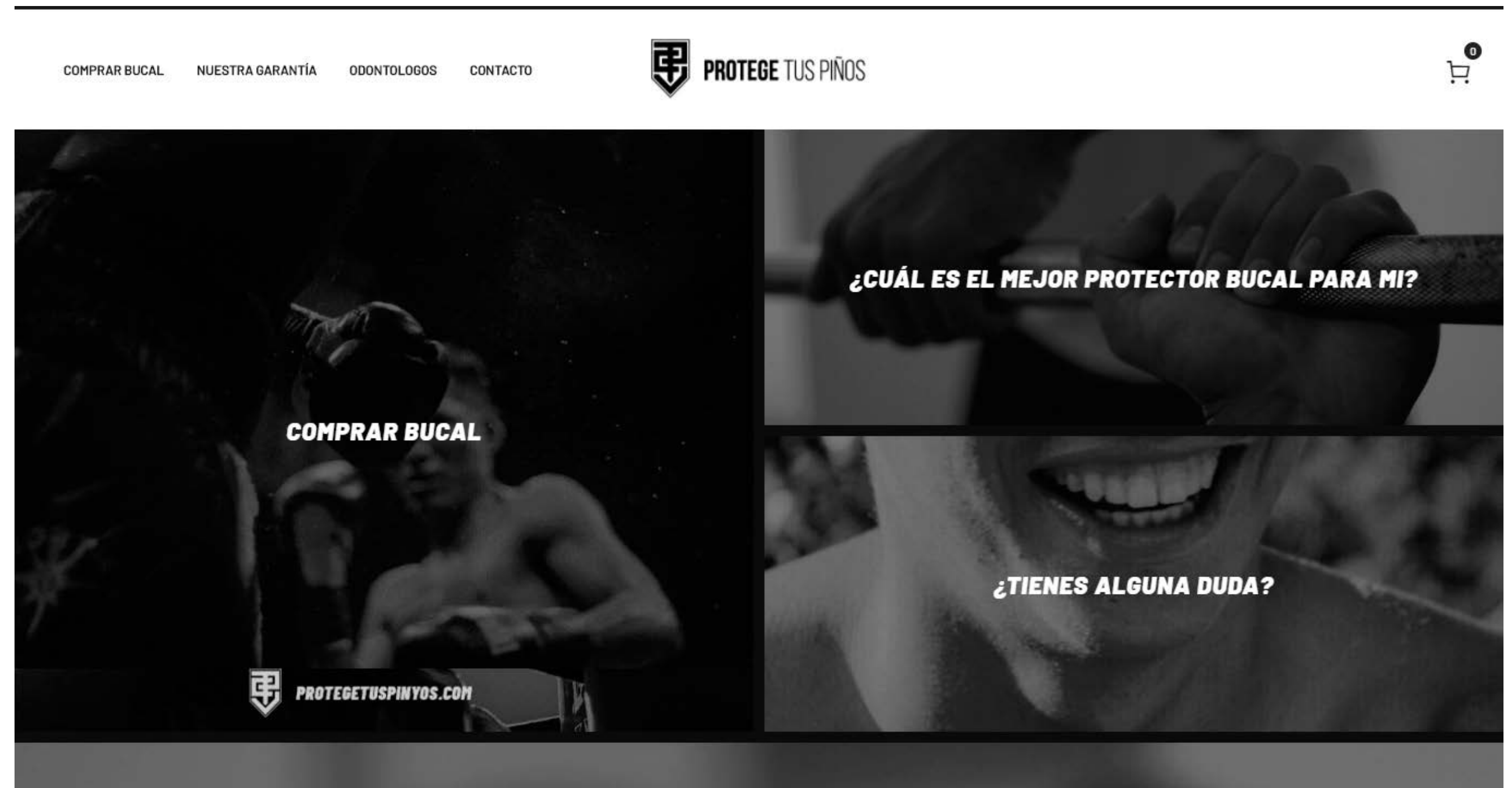
APP
EL CORTE INGLÉS

Design Thinking, Ux Research, Ux Strategy, Wireframing, Information Architecture, UI, User Validation

Final project of the master's degree UI / UX user experience, usability and interface design, together with @Merced Alfonsea, @Natalia Báscones, @Jaime Sanza. – October/April 2020

Tools used: Post–it notes, markers, Drawio, Axure, Hotjar Sketch, Invision.

Challenge

Positioning the El Corte Inglés brand among young millennials / Z and adequately transmit the advantages over the competition of other more popular multi–brand e–commerce sites or the brands themselves.
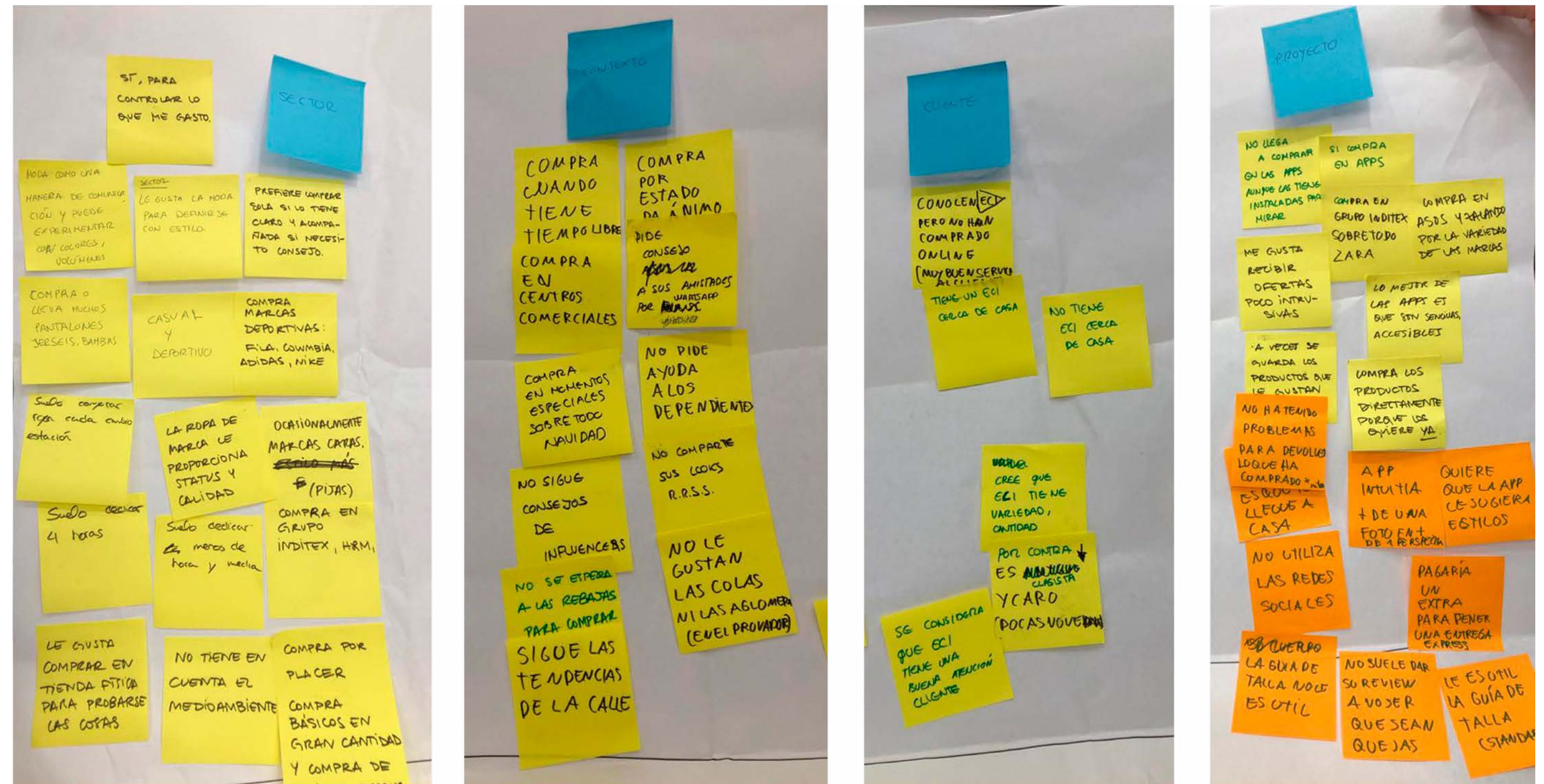
APP
EL CORTE INGLÉS

Research

n order to get to know the potential users of the app in depth, we conducted 13 interviews on the street in the Barcelona area, both girls and boys aged between 15 and 30. During the work process, and in order to validate the qualitative results, we conducted two online surveys, which allowed us to extend the scope of action to the whole of Spain.

User persona

After obtaining both qualitative and quantitative data, we created two user personas and subjected them to different journeys to evaluate, through the Pains, the areas of improvement of the.

Value proposition

Our value proposition is based on offering young people what they want and through the desired channel. To do this, we did a backlock on the current trends and demands of young people in the world of fashion. Our research came up against the generalised consumption of brands and a great opportunity to be able to offer one of the pillars of youth self–affirmation: the making of complete outfits.


LAURA GUZMÁN

22 AÑOS

SOCIABLE Y TRENDY

"ME ENCANTA ESTRENAR ROPA"

VÍCTOR BURGOS

20 AÑOS

PRÁCTICO Y RESPONSABLE

"NO EXISTEN PREGUNTAS SIN RESPUESTA, SOLO PREGUNTAS MAL FORMULADAS"

APP
EL CORTE INGLÉS

Architecture

The main functionality is to offer an augmented reality fitting room for young people to have the best brands at their Scope, at any time and wherever they are.

Resultado

When we started the development phase of the app, we began to sketch each one separately how we imagined the app. After some discussions we developed a couple of Prototypes on paper that we tested in guerrilla mode with users of our target group.
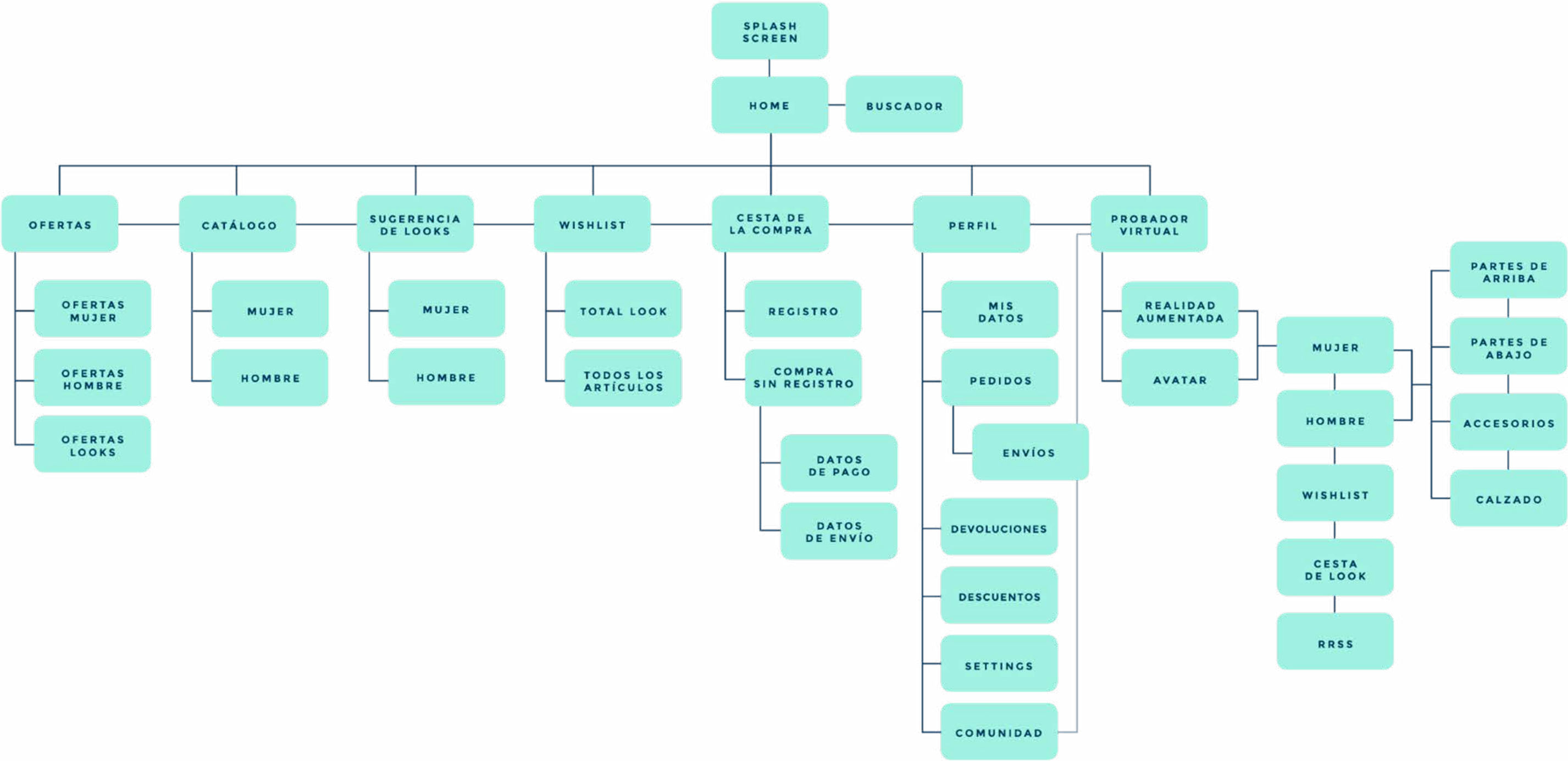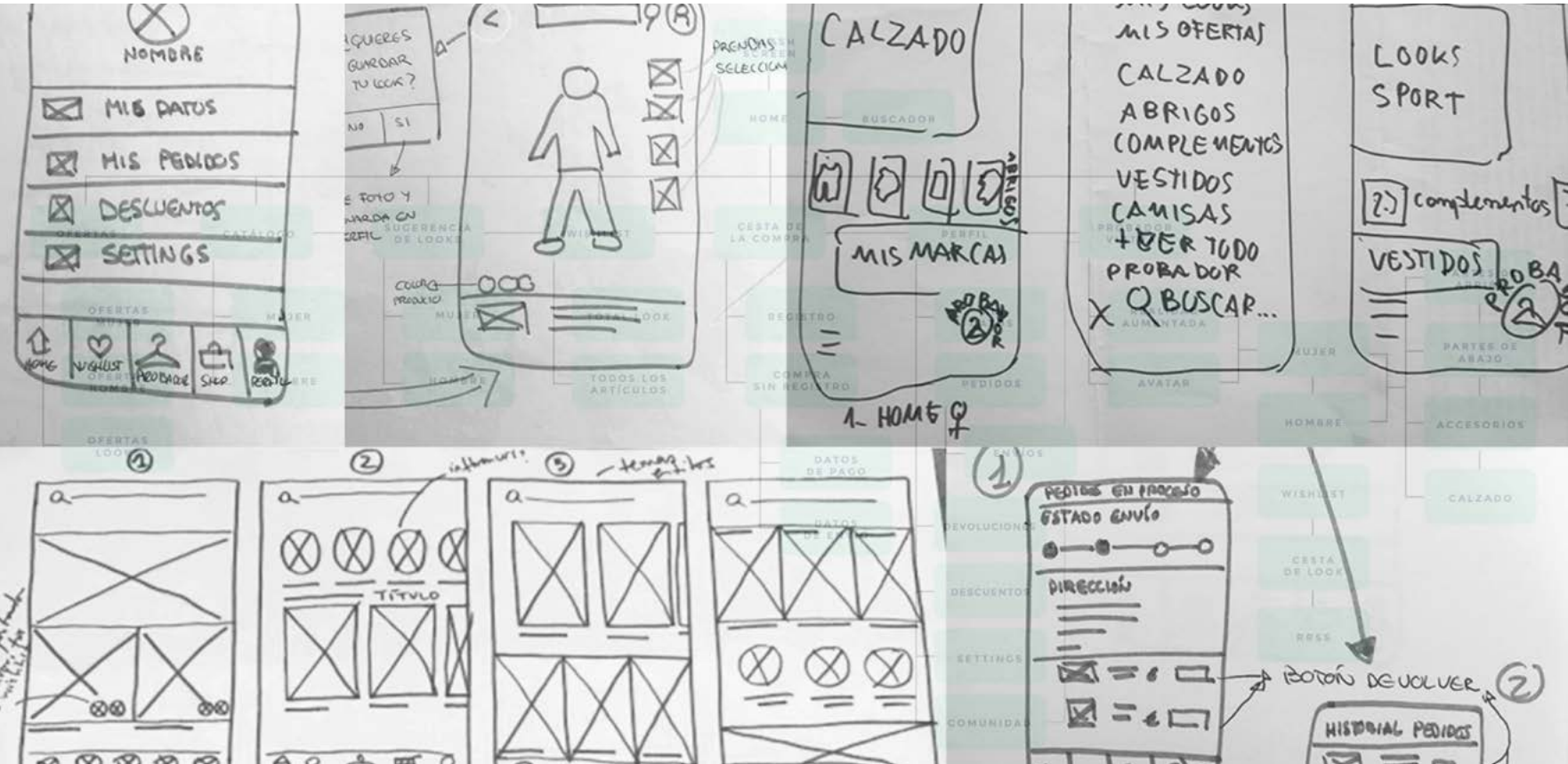
APP
EL CORTE INGLÉS

Deliverables and outcome

We then drew up a [Prototype with Axure](#) to see if the flow... was in accordance... with the target, and was tested by 9 real users (7 girls and 2 boys, born between 1.995 –2.001).
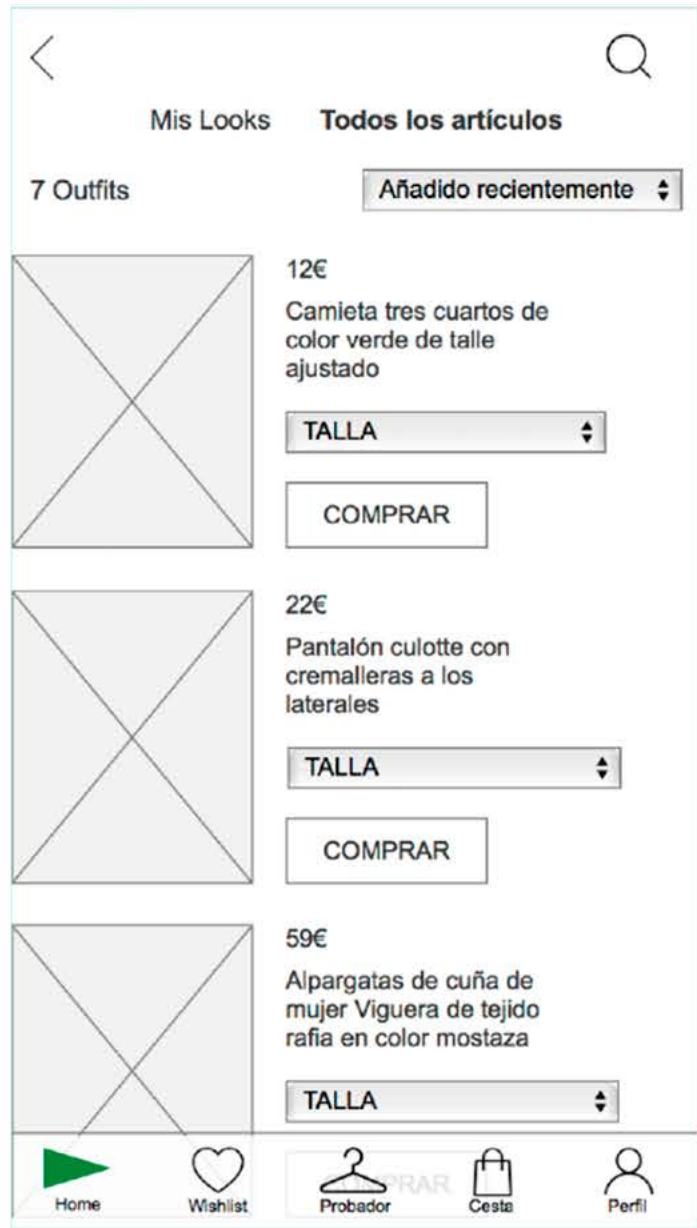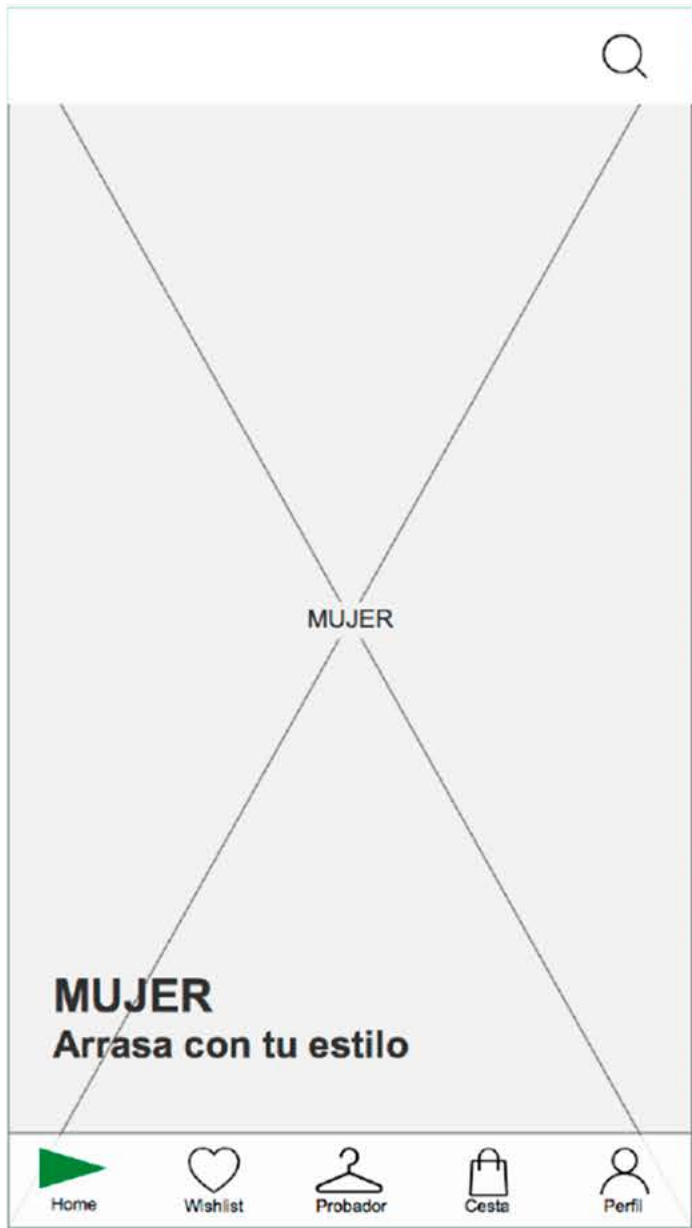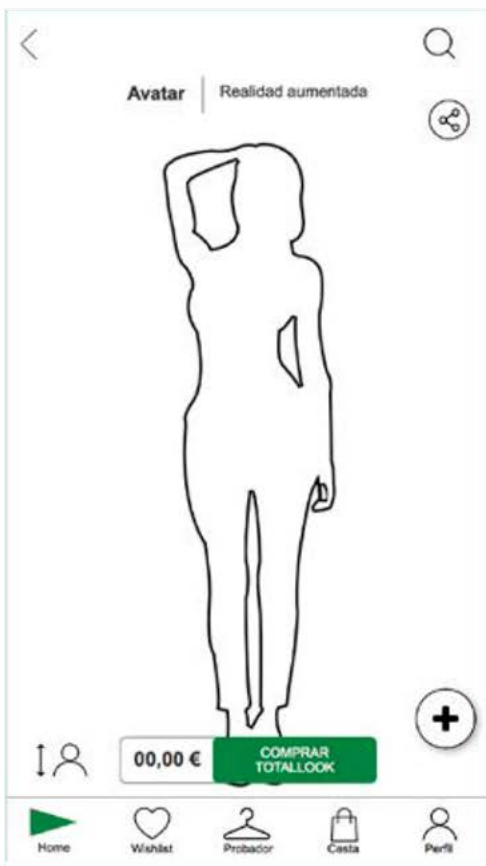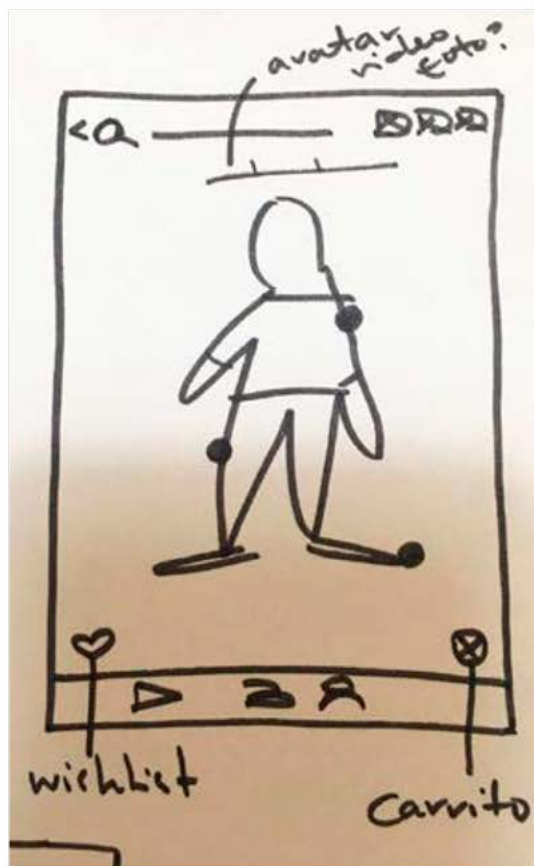
APP
EL CORTE INGLÉS

APP
EL CORTE INGLÉS

Lessons learned

The key factor that I have learnt during this project has to do with how fundamental the research phase is. You need to test with real users as early as possible, to get real feedback from potential users. Without a solid base to build on, empathising with the user is the foundation for developing the project and aligning it with the business.
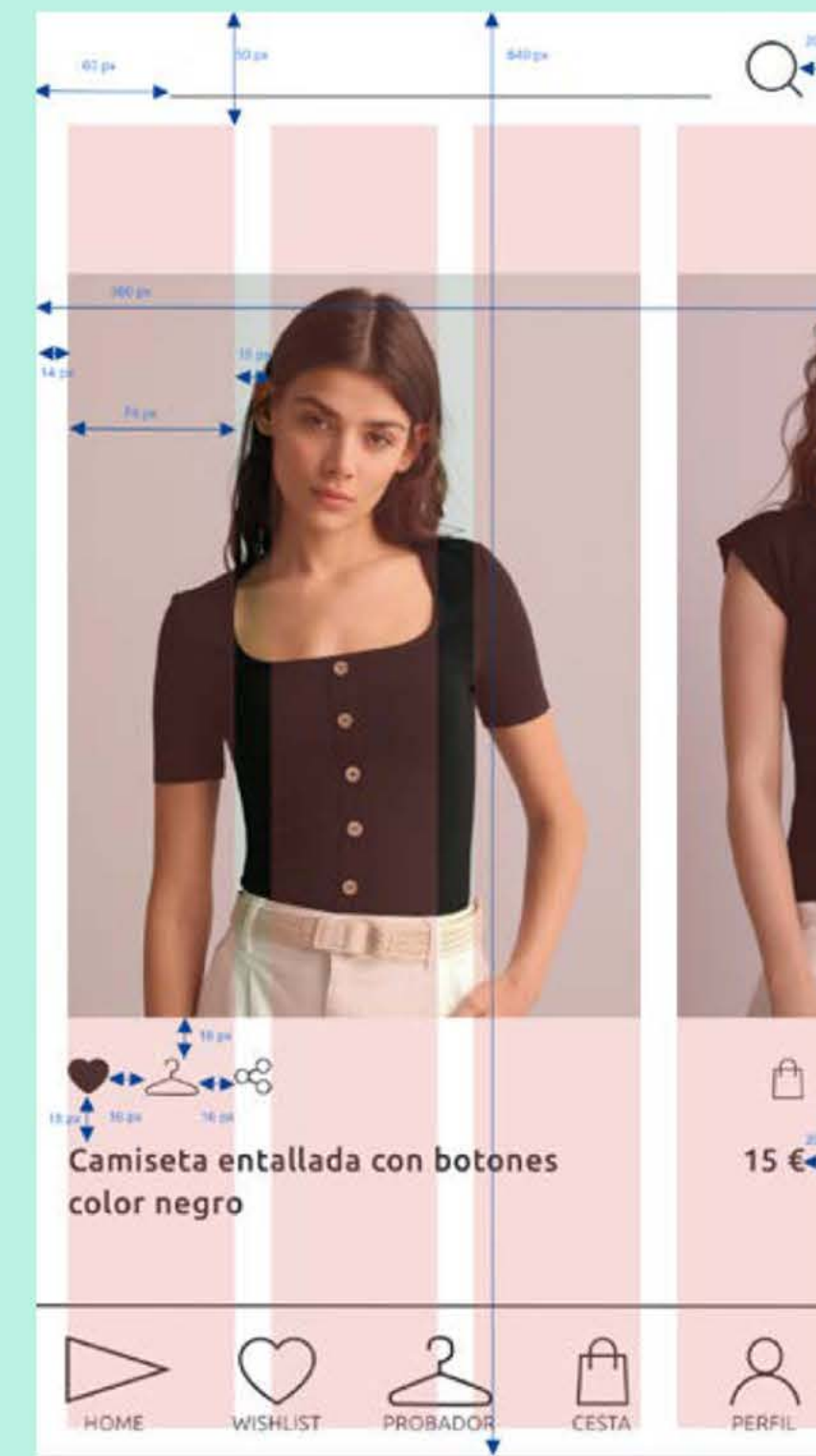
360 PX DE ANCHO X 640 PX

MAYORÍA DE JÓVENES
UTILIZAN ANDROID

IMÁGENES A SANGRE

4 COLUMNAS

OLIVIA MISSY

UX Research Guerrilla, Information architecture, CRO, UI

Landing proposal for influencer Olivia Missy's buttocks course.

Process

The agency shows me the current landing, and the previous one, and asks me to design a landing in Figma that converts more, being able to remove or add content at my discretion, I make an outline of each of the landings and detect what I think they wanted to abuse the cta, I go out to the street in search of the target to validate my hypothesis, I show the two landings from the mobile and the user detects that certain things are not read correctly in the current landing, I return to the studio to make the outline of my proposal and transfer it to Figma. Rearranging the payment method and the price of the course as a closure, just like the initial landing page. I delete the video, for a suggestive photo of the results, trying not to sexualise as I had been told in the street in order to widen the target and not only the public that listens to twerk..