

ÉVA SASVÁRI

UX/UI Design Portfolio

About me:

I am a student in Digital Concept Development based in Aarhus. I have a passion for UX and UI design and hands-on experience in conducting various design and content creation processes. I can discover and analyze the most important values for users and turn them into the language of design while keeping business requirements in mind.

My skillset includes:

User research

User testing

Design Thinking

Wireframing

Prototyping

Content creation



 evasasvari016@gmail.com

 linkedin.com/in/eva-sasvari

CONTENTS

CASE 1.

LITTLE TREES CAMPAIGN

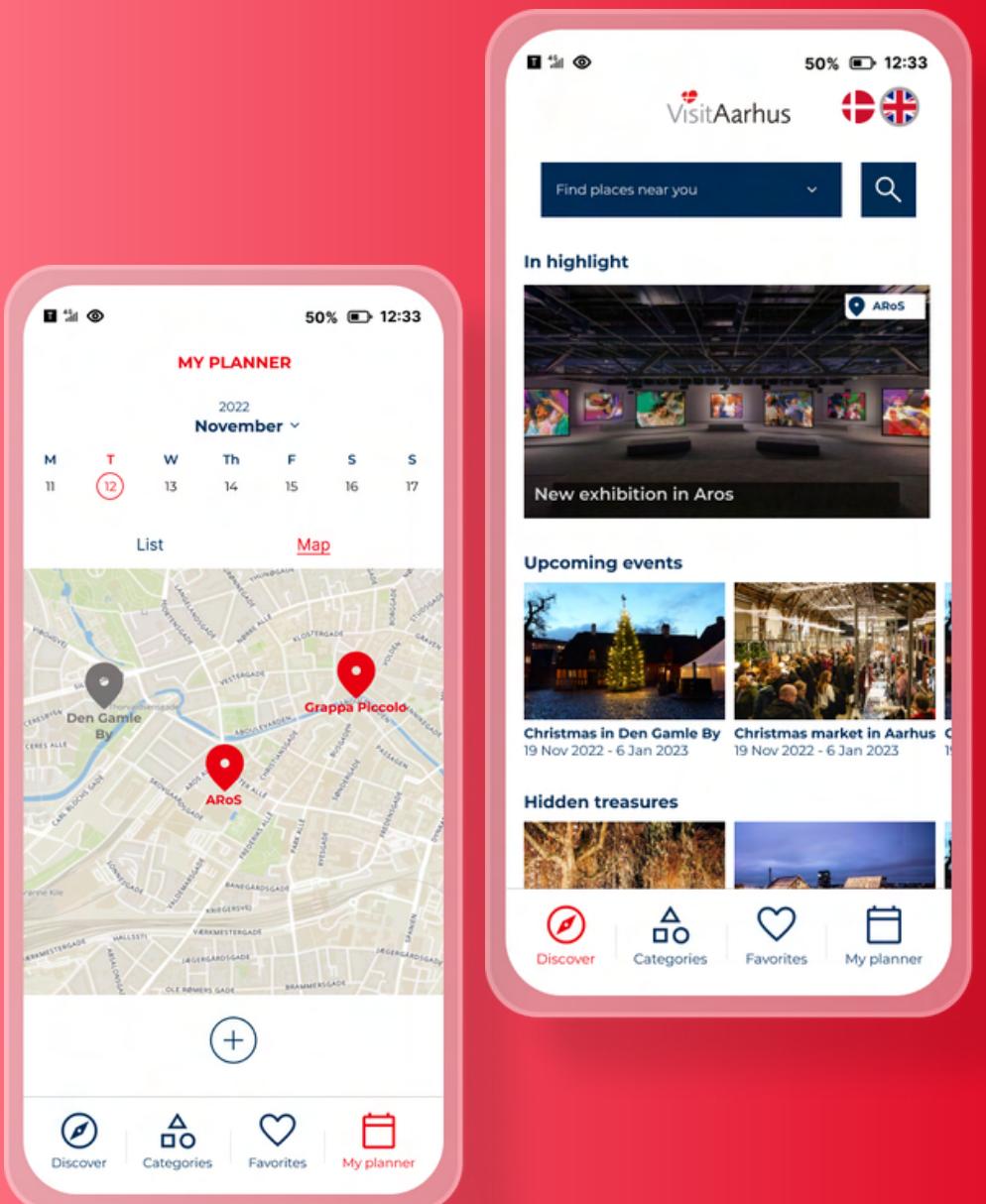
A Christmas campaign for the air freshener brand Little Trees.



CASE 2.

VISIT AARHUS APP

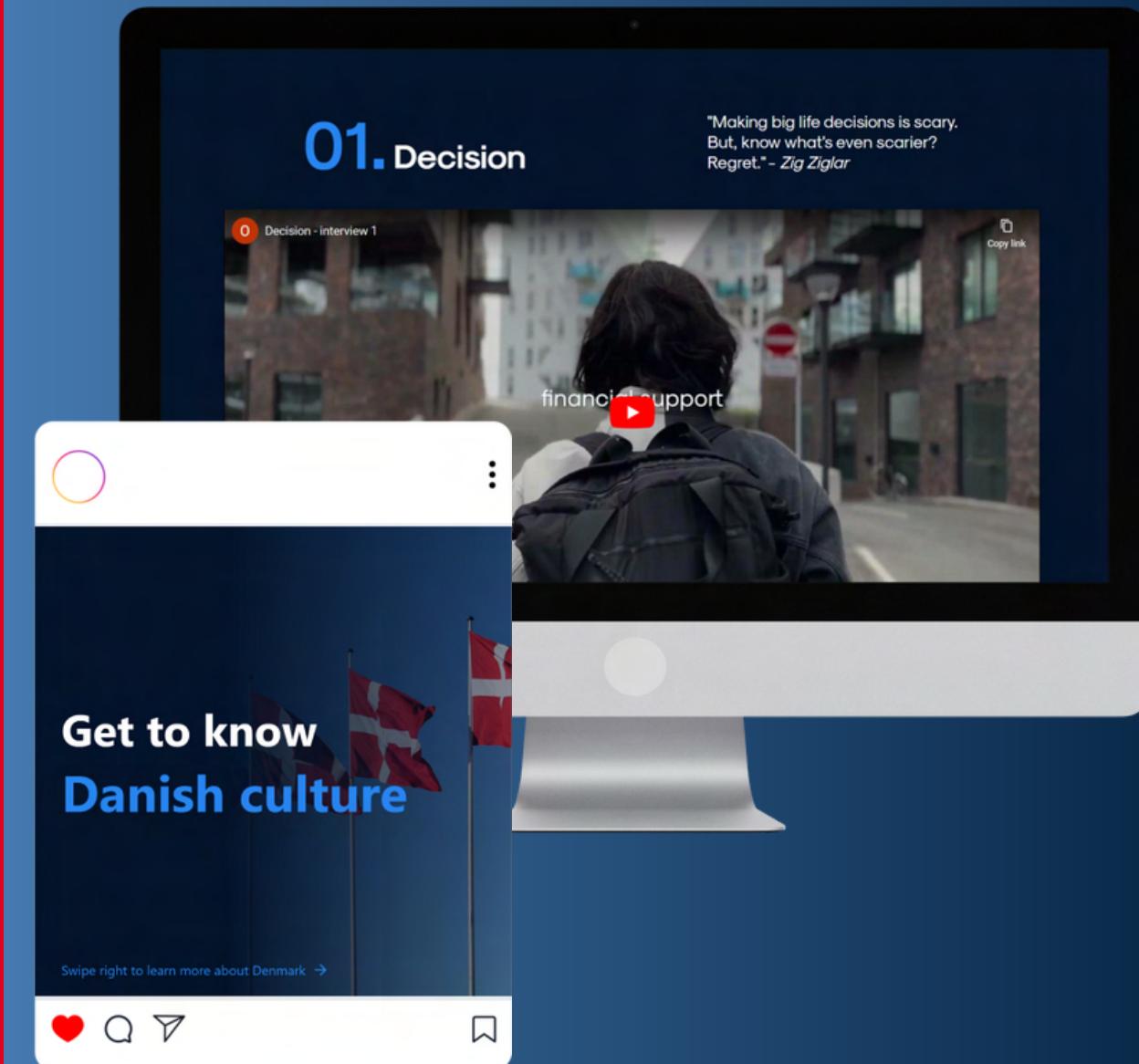
An application for tourists visiting Aarhus.



CASE 3.

WEB DOCUMENTARY

Engaging storytelling with the power of video and social media content.



1. LITTLE TREES CAMPAIGN

A website campaign for Little Trees

Focus: Showcasing user research

Duration: 3 weeks

Team: Individual project

Prototype:

[Mobile](#) [Desktop](#)



Case 1.

[Case description](#)

[Desk Research & Interviews](#)

[VPC & Empathy map](#)

[Personas](#)

[User Journey](#)

[Information architecture](#)

[Mindmap](#)

[Moodboard & Style tile](#)

[Logo redesign](#)

[Wireframes](#)

[Mockups](#)

[Conclusion](#)

Case 2.

Case 3.



Case Description

In this individual project, I focused on introducing a new product line for Little Trees (also known as Wunderbaum) to **attract a new customer group** for the brand. The theme of the new product line was Christmas, since at this time of the year companies have the opportunity to get closer to their customers through emotional bonding. This can also be an excellent chance to catch the attention of new users. I also stretched my tasks into renewing some aspects of the **product design and brand identity** to make it more relevant and appealing to younger generations. Throughout the project, I have put more **focus on the research and the visual design** phase.

[Case description](#)[Desk Research & Interviews](#)[VPC & Empathy map](#)[Personas](#)[User Journey](#)[Information architecture](#)[Mindmap](#)[Moodboard & Style tile](#)[Logo redesign](#)[Wireframes](#)[Mockups](#)[Conclusion](#)**Case 2.****Case 3.**

Desk Research

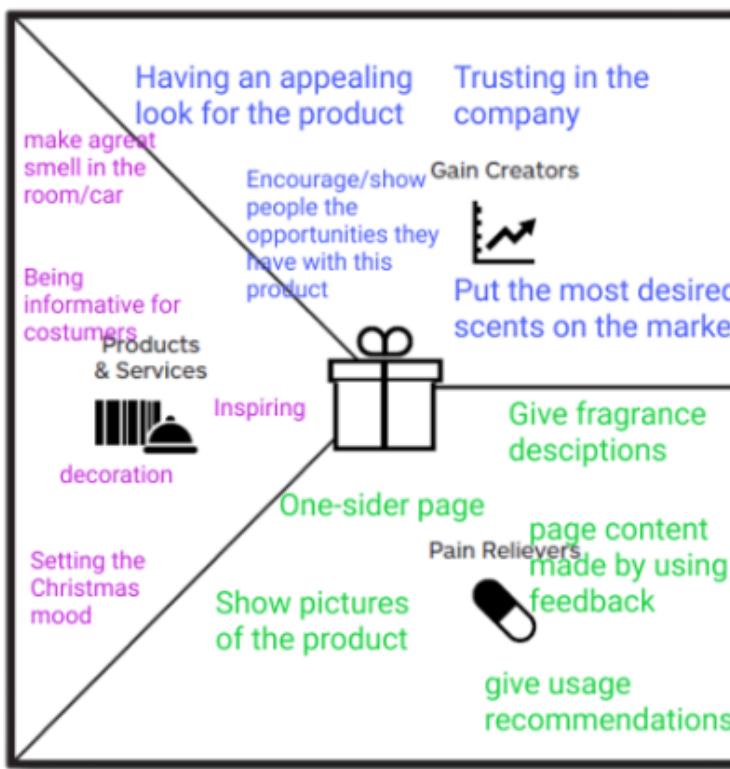
The first step was to conduct desk research to discover the **existing relationship between the user and the brand**. The famous pine tree-shaped air freshener, recognized in Europe as Wunder-Baum and in the UK and America as Little Trees, has been a **dominant presence in the market** for many decades. Beyond its widespread popularity and recognition, it has evolved into an iconic symbol of air fresheners. The brand is mainly the **preferred choice among car drivers**, establishing itself as a staple in automobiles over the years.

Interviews & Survey

I conducted a survey and five interviews with **home and car owners** to explore Christmas-related **behavior and preferences**. The results, spanning a broad age range (19-46 years old), revealed a **preference for sweet scents**, particularly apple, orange, and gingerbread, for festive aromas. This feedback led to the decision to create three distinct scents: Cinnamon-apple, Orange-clove, and Gingerbread. Respondents expressed an openness to using the product as both Christmas tree decorations and car fresheners, indicating a **viable market** for this product line.

Value Proposition Canvas

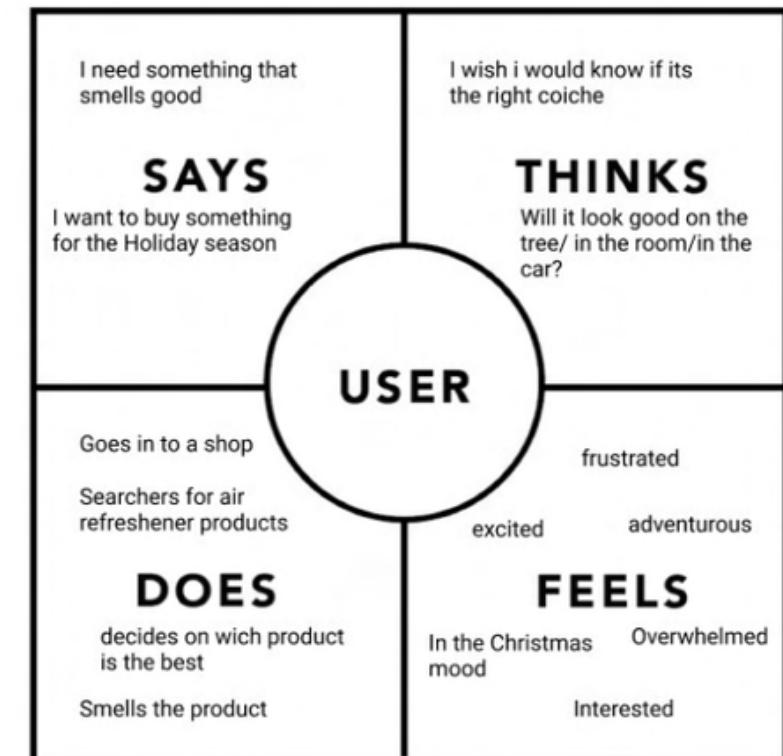
Given that the campaign aims to significantly impact individuals' emotional engagement with the brand, I have used the Value Proposition canvas to discover the **relationship between the user and the brand** in depth.



Empathy Map

I have created an Empathy Map to be able to emphasize and gain a deeper understanding of **users' experiences and actions** connected to shopping for air freshener products.

EMPATHY MAP



Case 1.

[Case description](#)

[Desk Research & Interviews](#)

[VPC & Empathy map](#)

[Personas](#)

[User Journey](#)

[Information architecture](#)

[Mindmap](#)

[Moodboard & Style tile](#)

[Logo redesign](#)

[Wireframes](#)

[Mockups](#)

[Conclusion](#)

Case 2.

Case 3.

Robert Bhatt (already existing customer group)



Bio:
Robert is a 45 year old taxi driver in New York City for whom Christmas is the busiest time in his work. He really wants to make his clients, who are already stressed because of the holiday season , a bit more comfortable while traveling. He really likes to set the car's interior atmosphere to adjust to the current season, so when Christmas is around the corner ,he likes to choose the right air freshener and decor. He also spends most of his time driving in his car during the day , so it's important to him as well, to have a great work environment.

User goals product:

- create a comfortable atmosphere
- decorate
- being minimalist
- have a good scent in the air

Frustration product:

- having a bad smell in the car
- not lasting long enough
- design is not fitting/ doesn't look good

User goal site:

- find information about price
- find info about the options
- find seasonal offers
- find information about the product

Frustration site:

- hard to navigate
- hard to find information
- not enough information about the product

Business objective:

- buy the product
- visit website
- recommend the product
- display the product

Internet usage:



Persona no.1

Age: 45 years old

Country: USA

Occupation: Taxi driver

Preferred scents:
suited for the season, fruity, fresh:

Place of product usage:



Persona 1

Robert represents the **current customer demographic**. He is a taxi driver who uses his car for his work every day. His priority is to appeal to customers, and he achieves this by maintaining a pleasant scent in his car with regular purchases of air fresheners. The festive appearance of the product is an added benefit for him.

Case 1.

[Case description](#)

[Desk Research & Interviews](#)

[VPC & Empathy map](#)

[Personas](#)

[User Journey](#)

[Information architecture](#)

[Mindmap](#)

[Moodboard & Style tile](#)

[Logo redesign](#)

[Wireframes](#)

[Mockups](#)

[Conclusion](#)

Case 2.

Case 3.

Anna Keller (new customer group)



Bio:
Anna is a young mother who lives in London with her husband and 2 little kids. Her youngest one is just 1 year old, so currently she is a stay-home mum. She wants to make Christmas perfect for the whole family, mostly focusing on the kids. She is organising every little detail with care: choosing the right presents, decorating everything from top-to bottom, preparing Christmas meals to have a cozy and snug Holiday. She also pays attention to the scent of the living room, where the tree is going to be placed.

User goals product:

- have a great smell in the house
- create the perfect Christmas mood
- bring the product into line with the decor

Frustration product:

- smell doesn't match with the mood
- product looks out of place
- Can't feel the scent in the whole room

User goal site:

- discover the options
- get description about the scent
- (maybe) buy products from home
- having 2 function in 1 (decor & scent)

Frustration site:

- not informal enough
- confusing
- design is not good looking

Persona no.2

Age: 26 years old

Country: United Kingdom

Occupation: school teacher

Preferred scents:
sweet, warm, cookie, something with a cozy feel

Place of product usage:



Business objective:

- make her buy the product again
- suggest products to others
- give good feedback
- use products in more ways (at home, in car)

Internet usage:



Persona 2

Anna embodies the characteristics of the **prospective consumer group**. I have directed additional attention to this target group, recognizing the fact that building trust with a new customer segment might require extra effort. She mostly uses air fresheners at home and she would like to incorporate them into her Christmas decorations. She likes sweet fragrances and, for her, setting the room's scent is part of preparing for the Holidays. Her worries are whether the product's design fits well with the decoration and whether she finds the desired fragrance.

Case 1.

[Case description](#)
[Desk Research & Interviews](#)
[VPC & Empathy map](#)
[Personas](#)
[User Journey](#)
[Information architecture](#)
[Mindmap](#)
[Moodboard & Style tile](#)
[Logo redesign](#)
[Wireframes](#)
[Mockups](#)
[Conclusion](#)

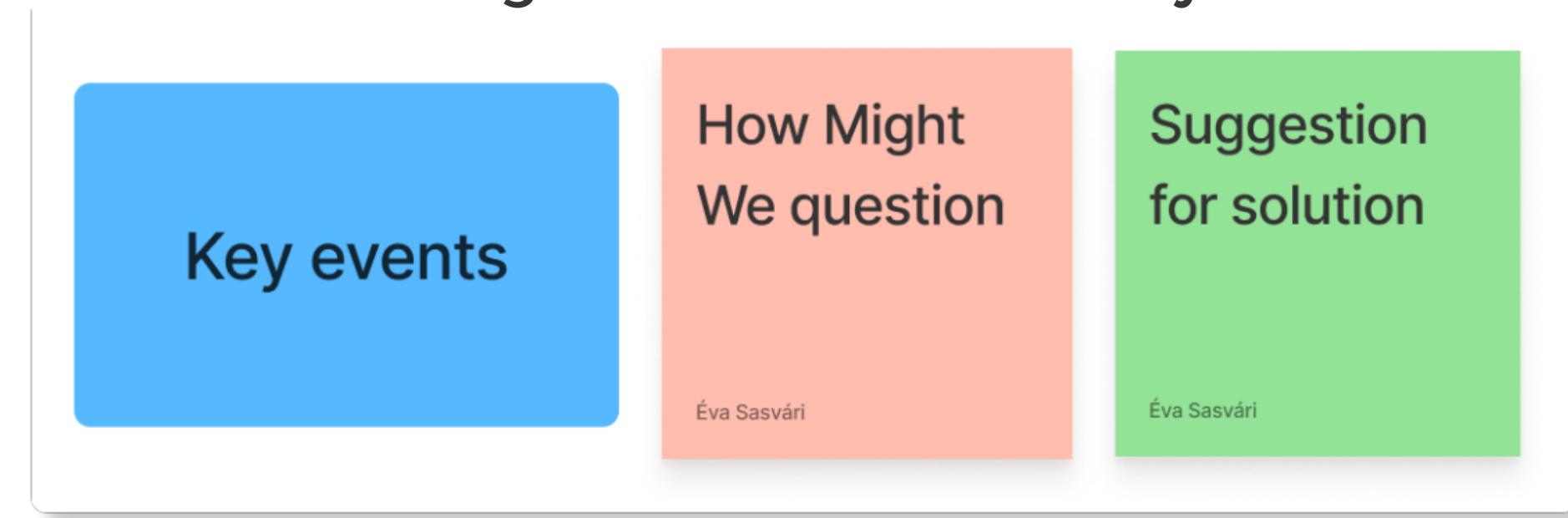
Case 2.

Case 3.

User Journey + How Might We

I have created User Journeys for both personas to understand their **unique perspectives**. The User Journey focused on revealing how would the campaign and the product fit into the lives of the target groups and create value. This tool also allows me to **pinpoint areas of discomfort** and **identify potential enhancements** to elevate user satisfaction with the product. I complemented this approach with 'How Might We...?' questions, aiming to offer an alternative perspective on customer needs and to **address or improve the touchpoints** highlighted in the User Journey analysis.

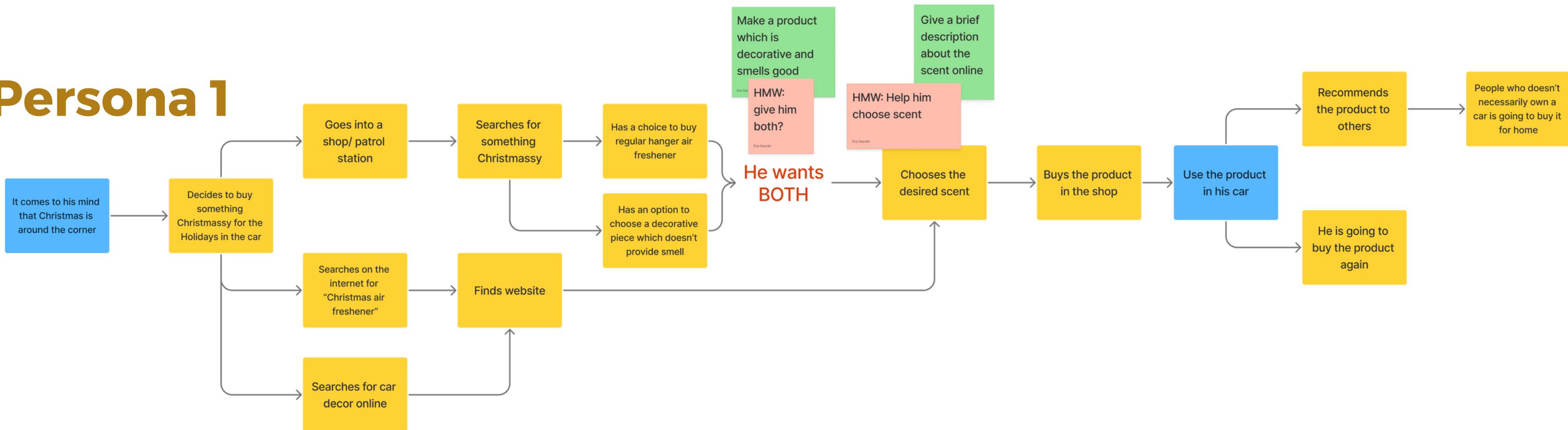
Legends for User Journey



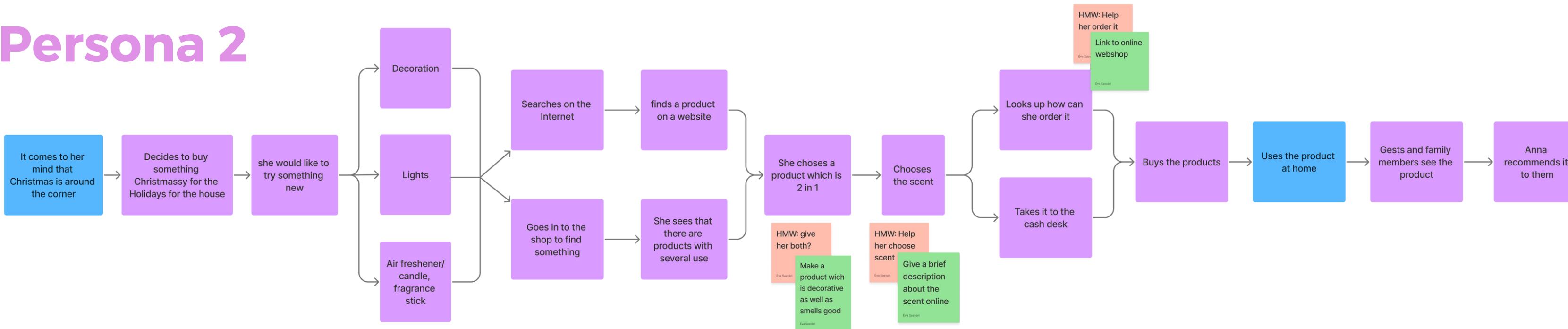
Case 1.

- [Case description](#)
- [Desk Research & Interviews](#)
- [VPC & Empathy map](#)
- [Personas](#)
- [User Journey](#)
- [Information architecture](#)
- [Mindmap](#)
- [Moodboard & Style tile](#)
- [Logo redesign](#)
- [Wireframes](#)
- [Mockups](#)
- [Conclusion](#)

Persona 1



Persona 2



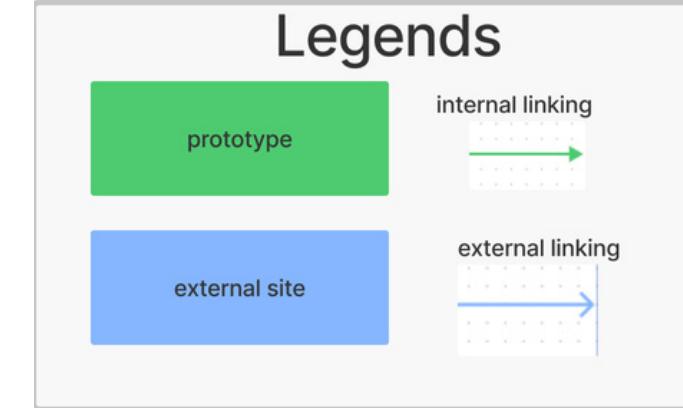
Case 1.

- [Case description](#)
- [Desk Research & Interviews](#)
- [VPC & Empathy map](#)
- [Personas](#)
- [User Journey](#)
- [Information architecture](#)
- [Mindmap](#)
- [Moodboard & Style tile](#)
- [Logo redesign](#)
- [Wireframes](#)
- [Mockups](#)
- [Conclusion](#)

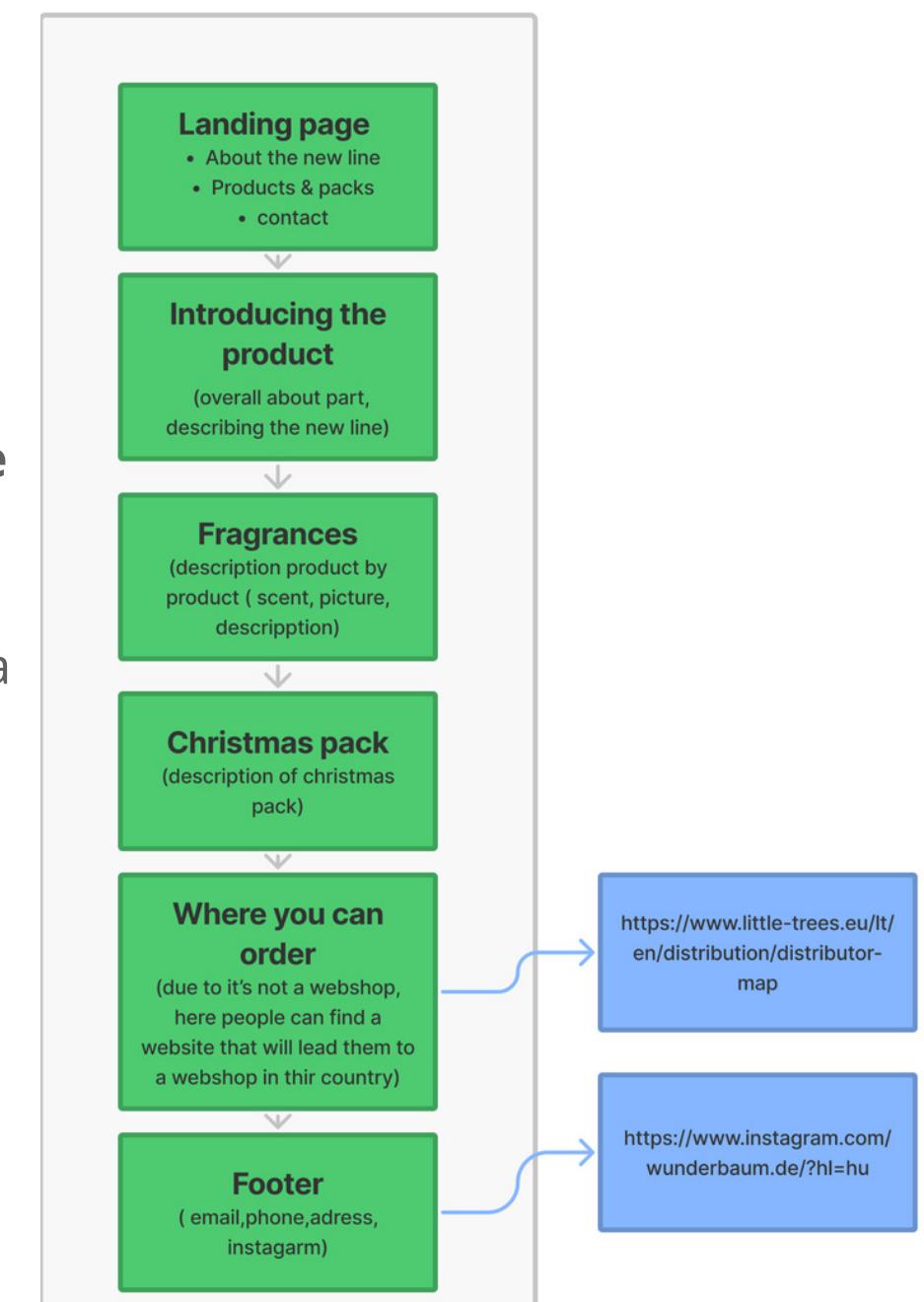
Information Architecture

To create the website, I strived for **simplicity** since the Holiday stress might make the website visitors impatient to fully discover a multi-layered website about a new concept. I have decided to part next to a **scrollable, single-page** website declaring the most important information about the campaign.

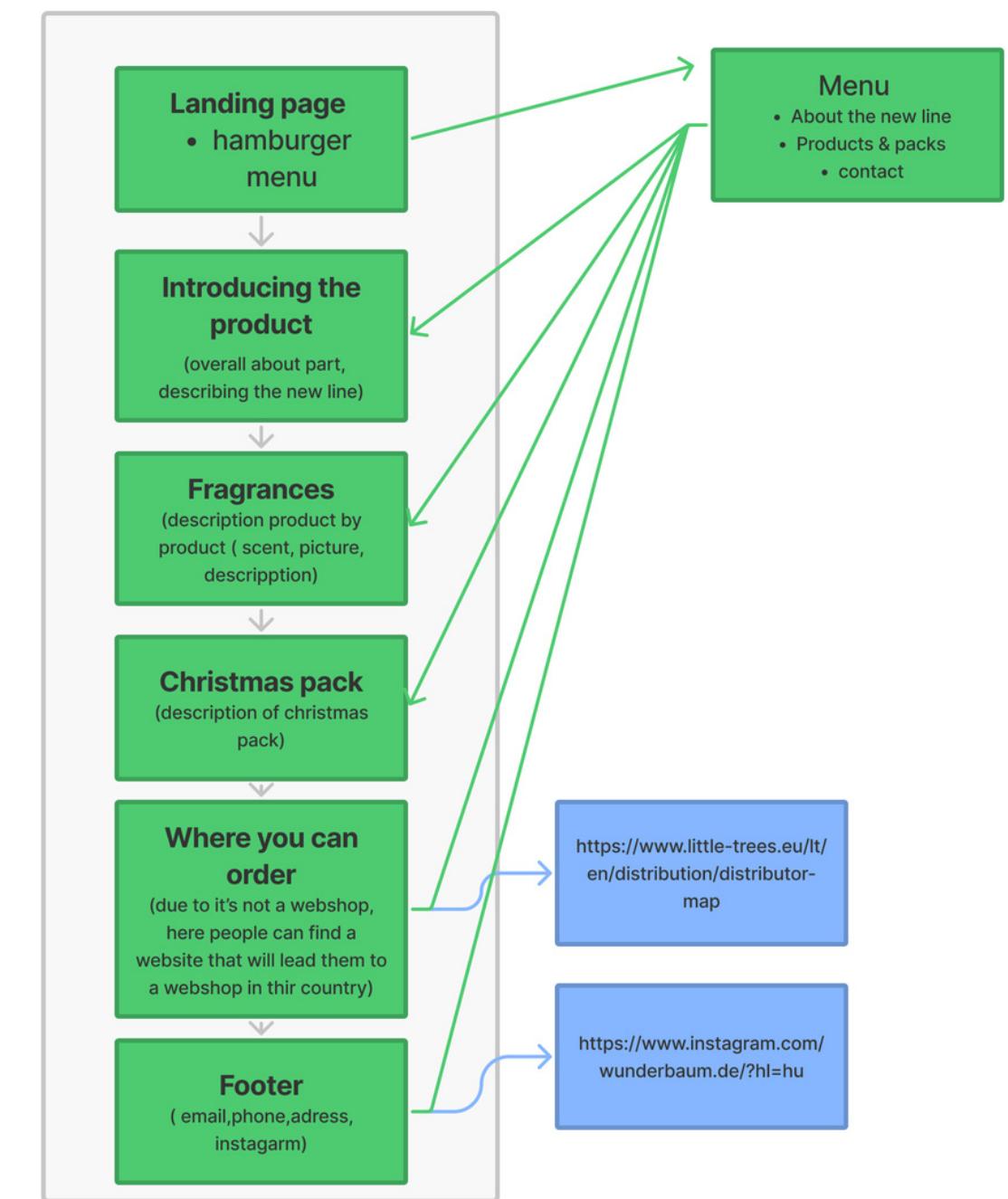
To ease any concerns that the key persona, Anna would have, the website displays all new **fragrances with a short description**. Since using a Little Tree product as a decoration is a new concept, the website also introduces **all the ways the product could be used**.



Desktop:



Mobile:



Case 2.

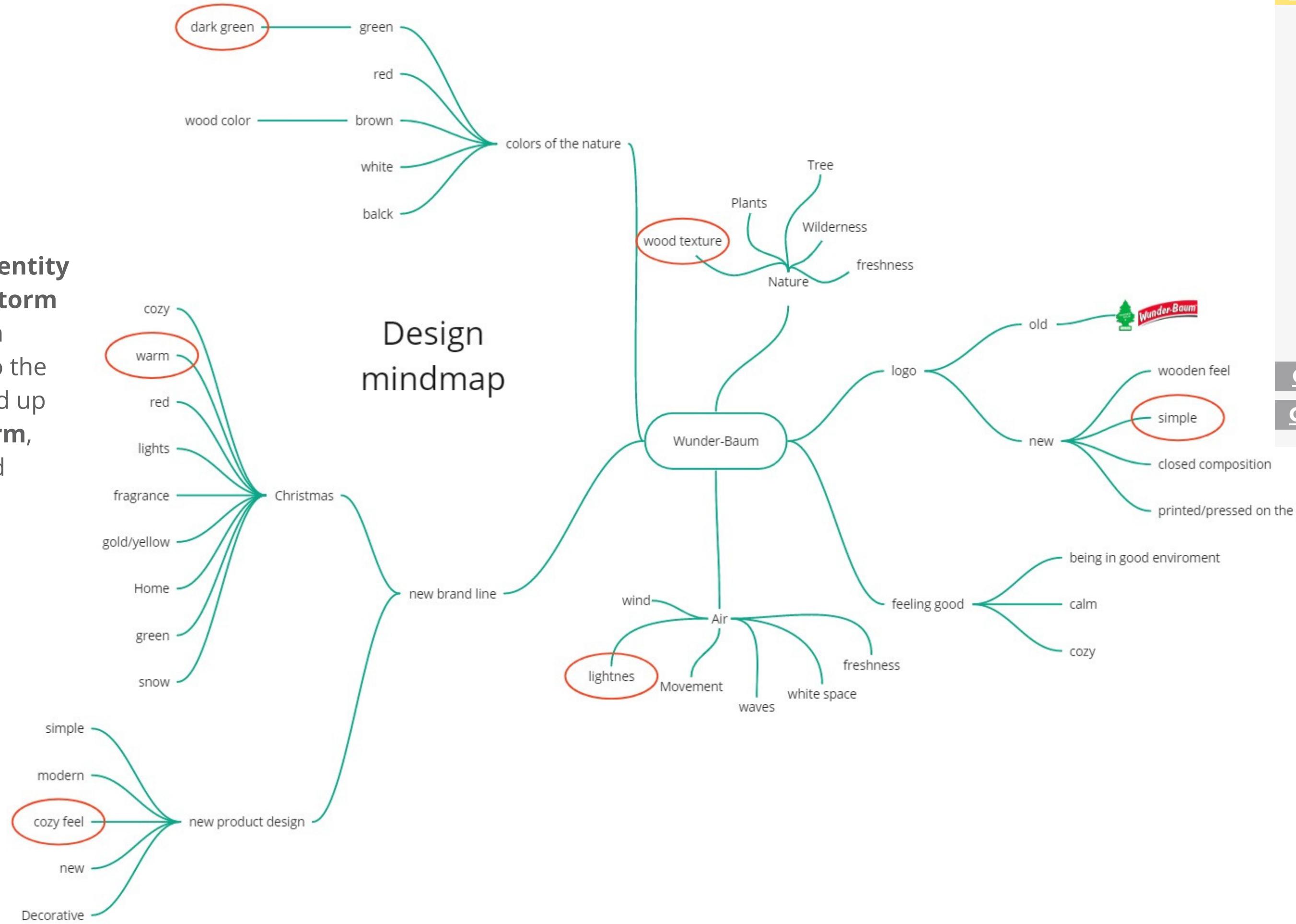
Case 3.

Case 1.

- [Case description](#)
- [Desk Research & Interviews](#)
- [VPC & Empathy map](#)
- [Personas](#)
- [User Journey](#)
- [Information architecture](#)
- [Mindmap](#)
- [Moodboard & Style tile](#)
- [Logo redesign](#)
- [Wireframes](#)
- [Mockups](#)
- [Conclusion](#)

Visual Mindmap

First step in creating a **visual identity** for the campaign was to **brainstorm** about possible key aspects both connected to the Holiday and to the brand itself. My keywords ended up being: **lightness, cozy feel, warm, dark green, wood texture, and simple.**



Case 2.

Case 3.

Case 1.

[Case description](#)

[Desk Research & Interviews](#)

[VPC & Empathy map](#)

[Personas](#)

[User Journey](#)

[Information architecture](#)

[Mindmap](#)

[Moodboard & Style tile](#)

[Logo redesign](#)

[Wireframes](#)

[Mockups](#)

[Conclusion](#)

Case 2.

Case 3.

Moodboard



&

Styletile

Header text

Miraculous&Christmas 64pt

Colors:



This is a title

Quicksand 20px

Fragrance 1

Fragrance 2

Fragrance 3

Quicksand 16pt

Textures:



Button

Button hover

[Example link](#)

This is the body text

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad
minim veniam

Quicksand 14pt

Christmas cozy
warm
Festive Simple

Logo Redesign

I aimed to refresh the brand's identity through a logo redesign. It was an important move to make to be able to give the brand a **modern and innovative character** that resonates with younger generations. By using **simple elements** and a **compact layout** the redesign aligns the brand with current trends. At the same time, keeping some **traditional elements** was necessary, to retain the brand's rich past and reputation. The new logo design contains the well known pine shape that became the trademark of the brand over the years.



Wireframes

Desktop Link

This wireframe illustrates a desktop website layout:

- Header:** NAV NAV NAV NAV
- Section 1:** Headline: "This is the headline", Button: "This is a button".
- Section 2:** Festive line: A large square frame with an X.
- Section 3:** Use it: Three smaller square frames with X's, each labeled "This is a subtitle".
- Section 4:** Fragrances: A large square frame with an X.
- Section 5:** Contact: Email, phone, location, facebook.

This wireframe illustrates a mobile website layout:

- Header:** Fragrance name: "Fragrance name" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.)
- Section 1:** Gift pack: A large square frame with an X.
- Section 2:** Order: "Order" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.)
- Section 3:** Contact: "Find shop", email, phone, location, facebook.
- Footer:** Fragrance name: "Fragrance name" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.)

Mobile link

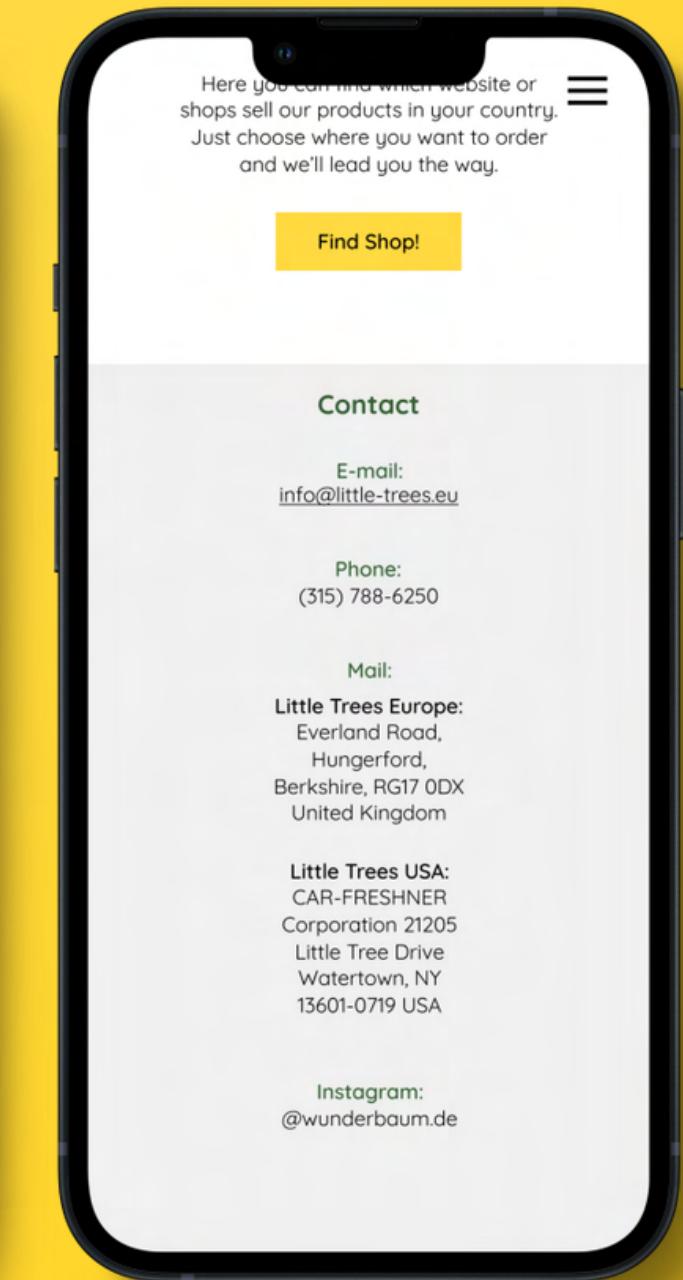
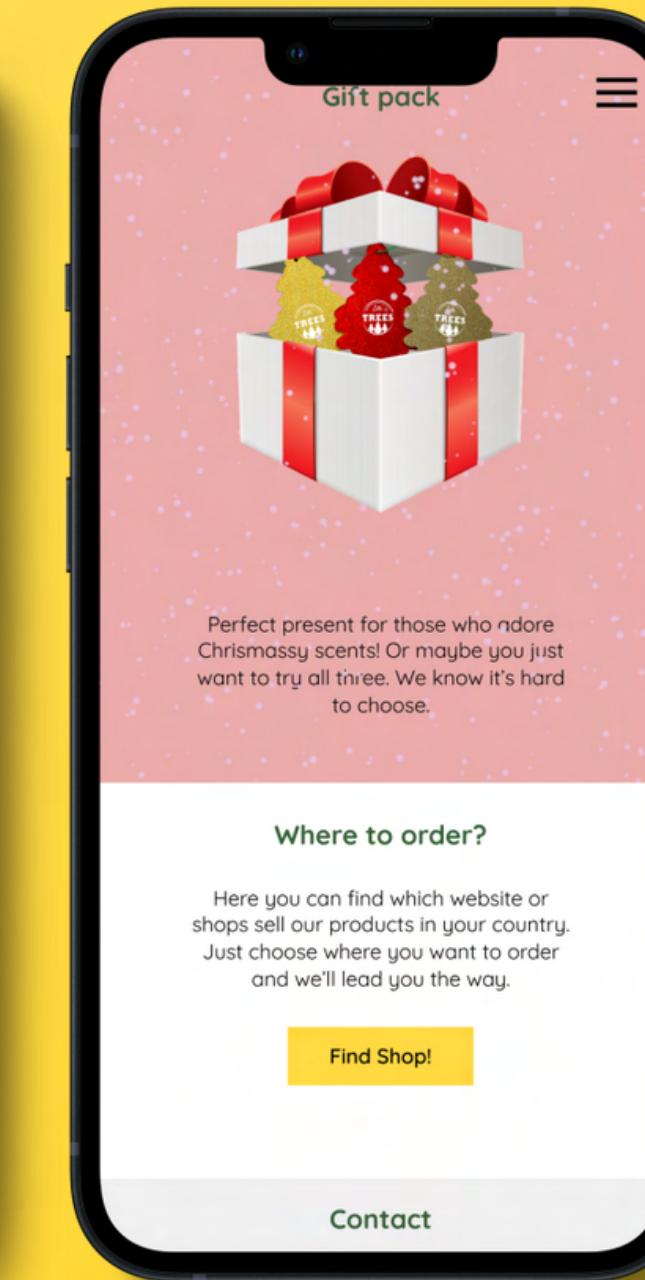
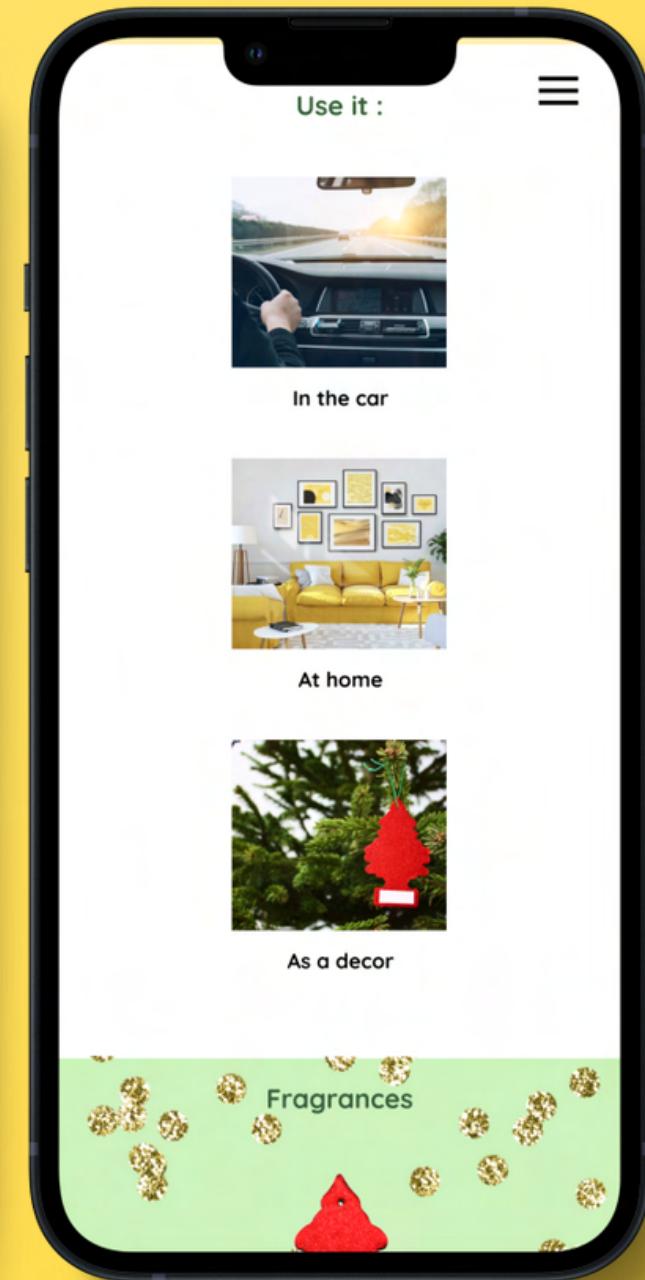
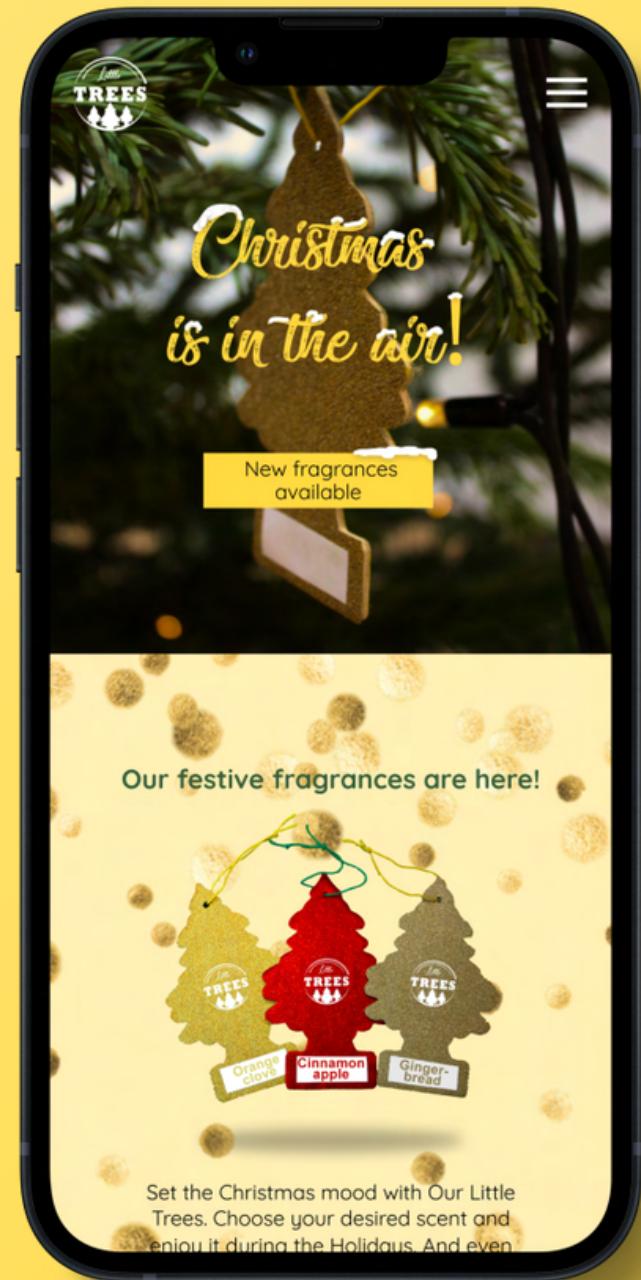
This wireframe illustrates a mobile website layout:

- Header:** Logo, Headline: "This is the headline", Button: "This a button".
- Section 1:** Festive line: A large square frame with an X.
- Section 2:** Use it: Two smaller square frames with X's, each labeled "Body text".
- Footer:** Contact: "Find shop", email, phone, location, facebook.

This wireframe illustrates a mobile website layout:

- Header:** Fragrance name: "Fragrance name" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.)
- Section 1:** Gift pack: A large square frame with an X.
- Section 2:** Order: "Order" (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.)
- Section 3:** Contact: "Find shop", email, phone, location, facebook.

Mobile Mockup Link



Desktop Mockup Link



Set the Christmas mood with Little Trees. Choose your desired scent and enjoy it during the Holidays. And even after!

One tree lasts up to 7 week!

Use it:

- In the car
- As a decor
- At home

Fragrances

Cinnamon apple

Enjoy the fruity aroma of juicy apples with a punch of spice. Cinnamon apple is a classic duo which immediately creates a festive atmosphere in the livingroom or car.

Orange clove

What is better than freshly squeezed oranges? Freshly squeezed oranges with clove! Not too harsh, not too spicy. The soft harmony of these two bring back childhood memories.

Gingerbread

Is that gingerbread baking in the oven? Pretty close... but it's actually our Little Tree! Sweet and cozy, warm and gentle. For those with a sweet tooth, it would be a shame to miss.

Gift pack

Perfect present for those who adore Chrismassy scents! Or maybe you just want to try all three. We know it's hard to choose.

Where to order?

Here you can find which website or shops sell our products in your country. Just choose where you want to order and we'll lead you the way.

Find Shop!

Contact

E-mail:
info@little-trees.eu

Phone:
788-6250

Case 1.

- [Case description](#)
- [Desk Research & Interviews](#)
- [VPC & Empathy map](#)
- [Personas](#)
- [User Journey](#)
- [Information architecture](#)
- [Mindmap](#)
- [Moodboard & Style tile](#)
- [Logo redesign](#)
- [Wireframes](#)
- [Mockups](#)
- [Conclusion](#)

Conclusion

I am confident that my campaign concept will successfully cater to both the existing and prospective target demographics. It promises to introduce a novel and appealing experience for users, encouraging them to explore a new concept from a widely known brand. The incorporation of a Christmas theme not only resonates emotionally with users but also enhances the holiday spirit with the anticipation of a new product launch.

Things I Have Learned

Emphasize

I learned how I can understand the user perspectives in depth combining various tools and methodologies.

Keep everyone in mind

I learned how I can efficiently gain the interest of a new user group while still providing value to the current customer, therefore expanding the customer segment.

Upgrading brand identity

I learned how I can refresh a well-known brand identity without character loss.

Case 2.

Case 3.

2. VISIT AARHUS APP

A city break planner app for VisitDenmark

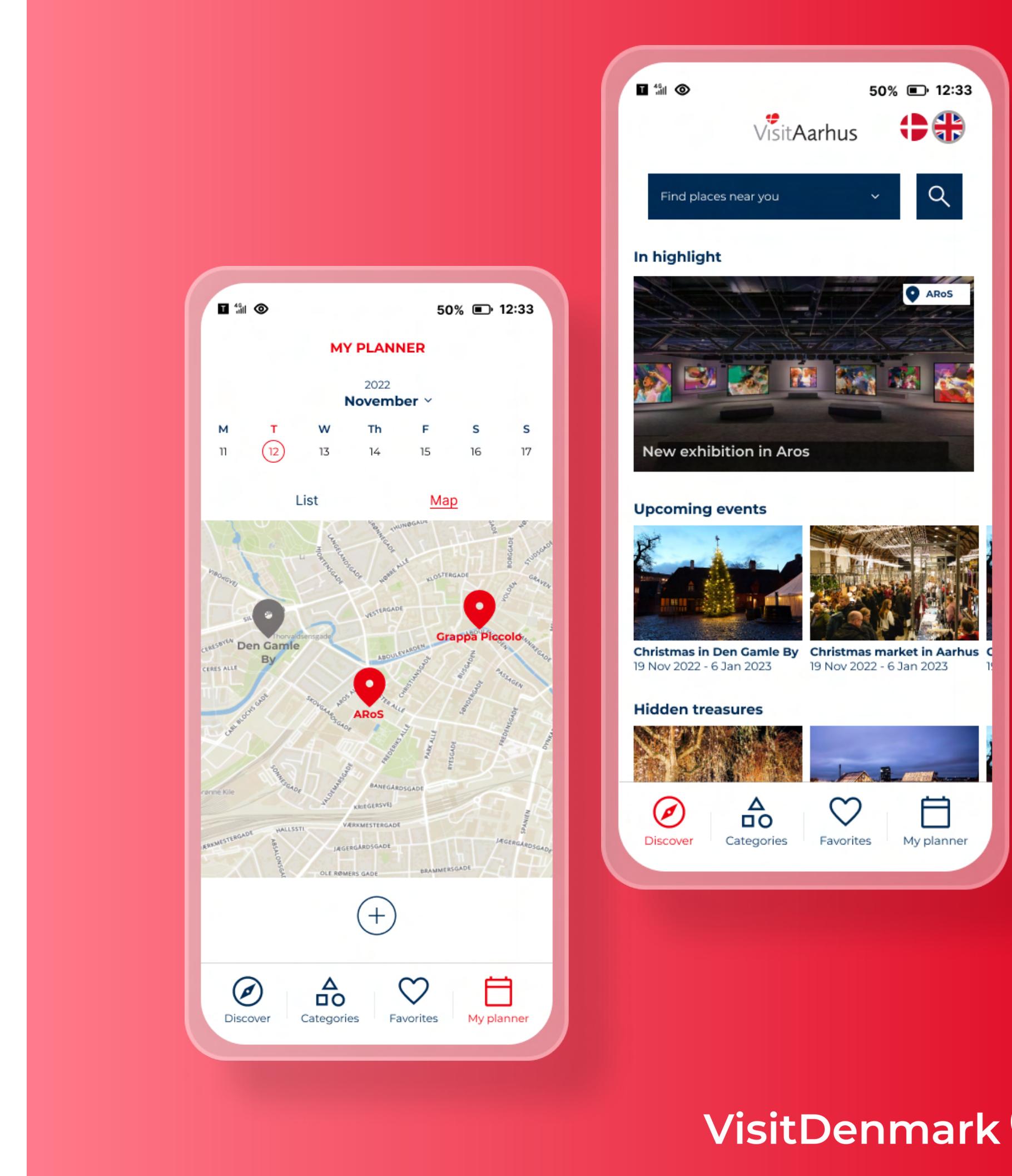
Focus: Showcasing UI process and working with a design guide.

Responsibilities: research, UX design, UI design

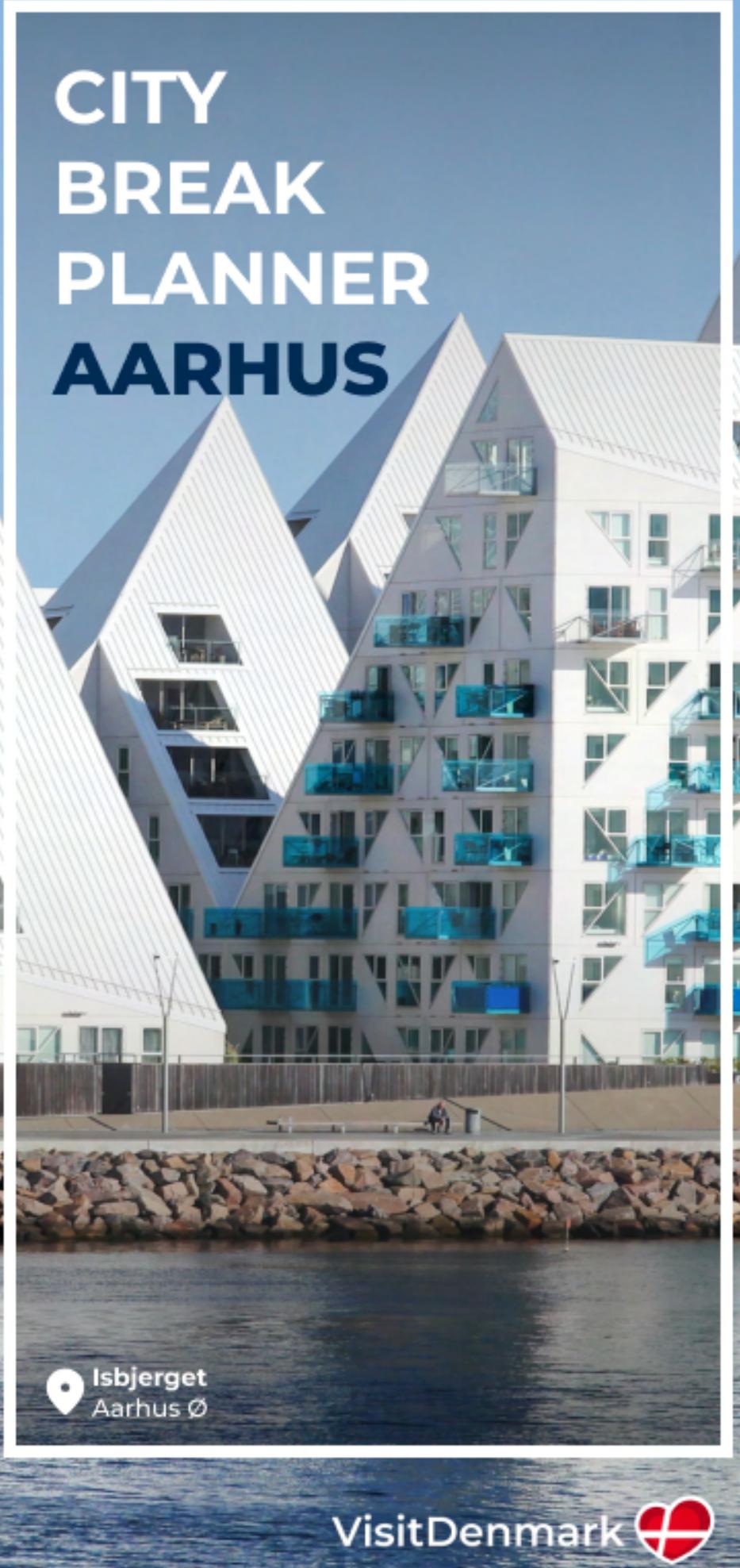
Duration: 2 weeks

Team: 5 members

Prototype



VisitDenmark



Case Description

The team project was focused on **creating an app for holiday planning** for the popular tourist information company Visit Denmark. The app was connected to the side branch of the company: Visit Aarhus.

The goal was to create a product which **provides valuable information to tourists** and functionalities to **help their holiday planning** when visiting Aarhus. Throughout the development, **the visual guide of Visit Denmark** needed to be followed.

Short Research Phase

The project's scope was to **define the functionalities** and deliver an app that fits the brand identity of Visit Denmark, therefore research activities were not the focal point.

Interviews

To use the limited time that we had for the research phase as best as we could, we chose to gather valuable **qualitative data through interviews**. With this, we discovered the most important needs and problems our users could have. We conducted 2 interviews with the two opposite types of tourists: planners and spontaneous travelers.

“I like to plan each day in my calendar”

“I create a list of places I want to visit”

“Travel agencies are expensive”

“Research takes a lot of time”

“I usually search for suggestions beforehand”

“Hard to know which restaurants to trust”

“I just visit whatever pops up suggested”

“I miss out on the hidden treasures”

“I try to save as much money as I can”

MoSCoW Prioratization

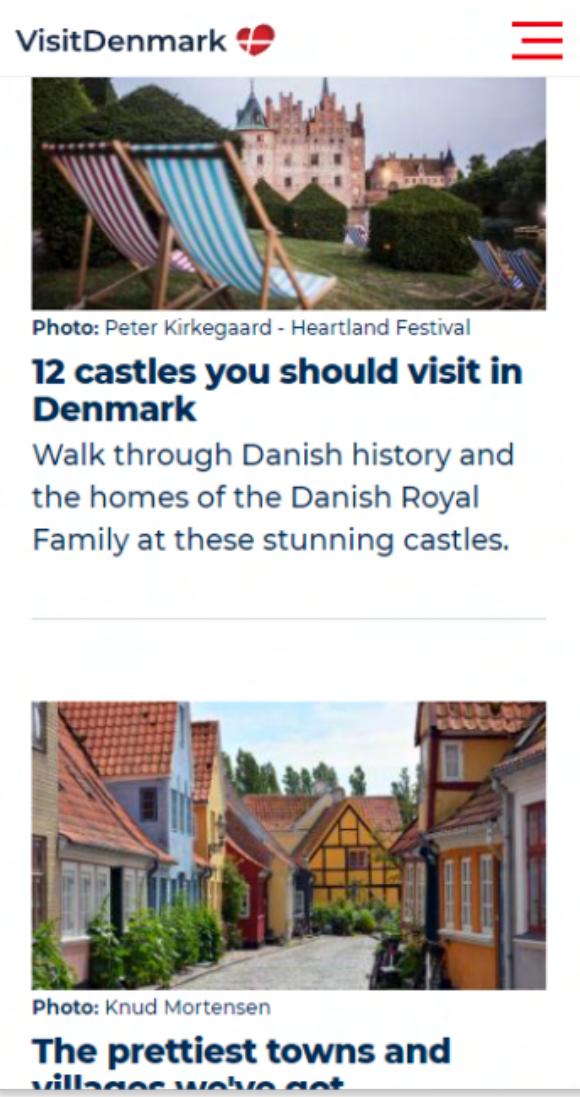
Based on the interview findings and discovering Visit Denmark's business approach we defined what the application **Must have, Should have, Could have, and Will not have** as function or content.

M	S	C	W
Must have <ul style="list-style-type: none">• Place recommendation• Upcoming events• Adjusted design identity• Program planner• Categories• Search	Should have <ul style="list-style-type: none">• Map• Calendar• Favourites	Could have <ul style="list-style-type: none">• Transoprtation information	Will not have <ul style="list-style-type: none">• Profile creation• Comments• Ratings• Community building

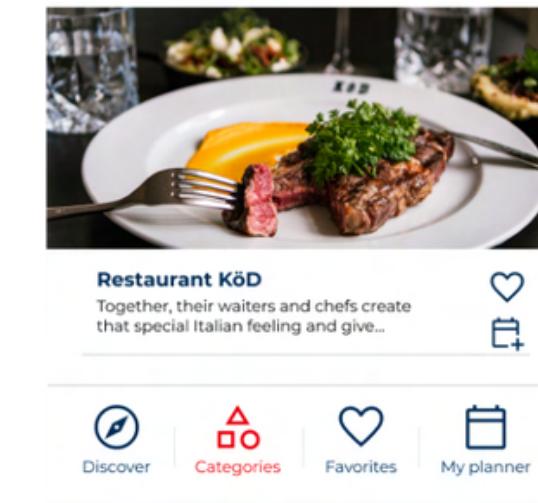
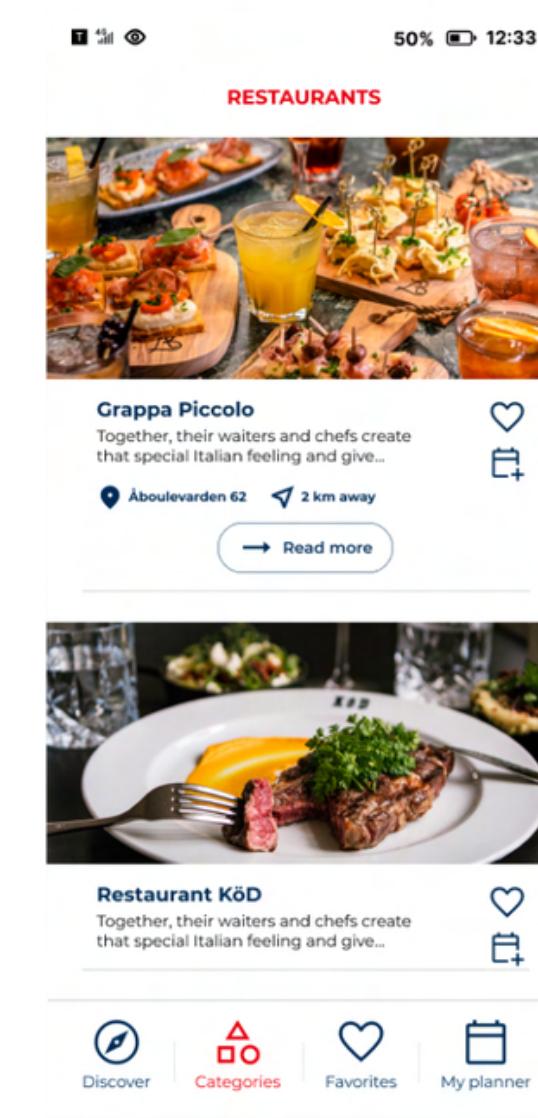
The Visual Guide of VisitDenmark

One of the challenges in the project was to **adjust our design to the visual identity** of VisitDenmark. To complete this, we followed the company's design guide throughout our work.

VisitDenmark

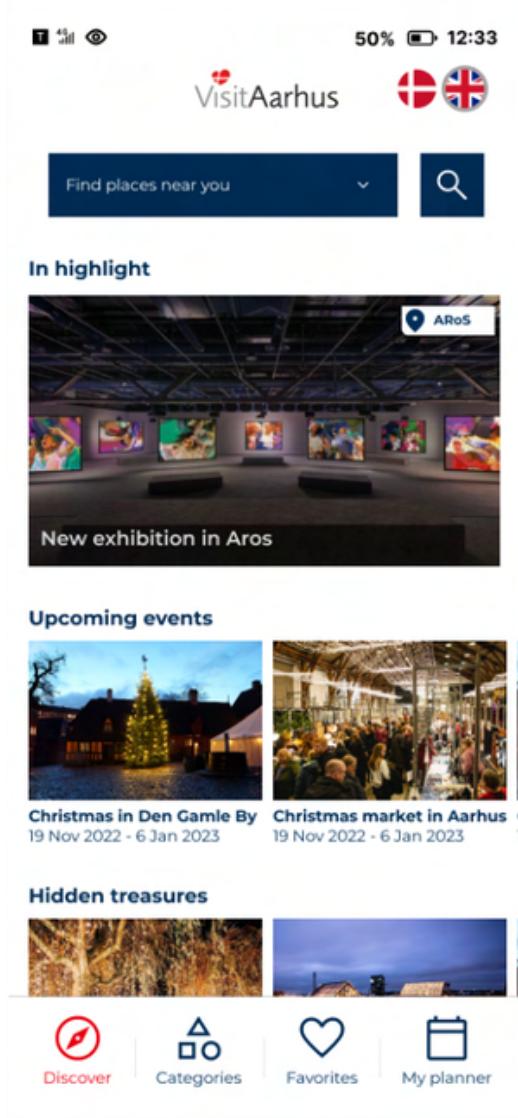


Lists

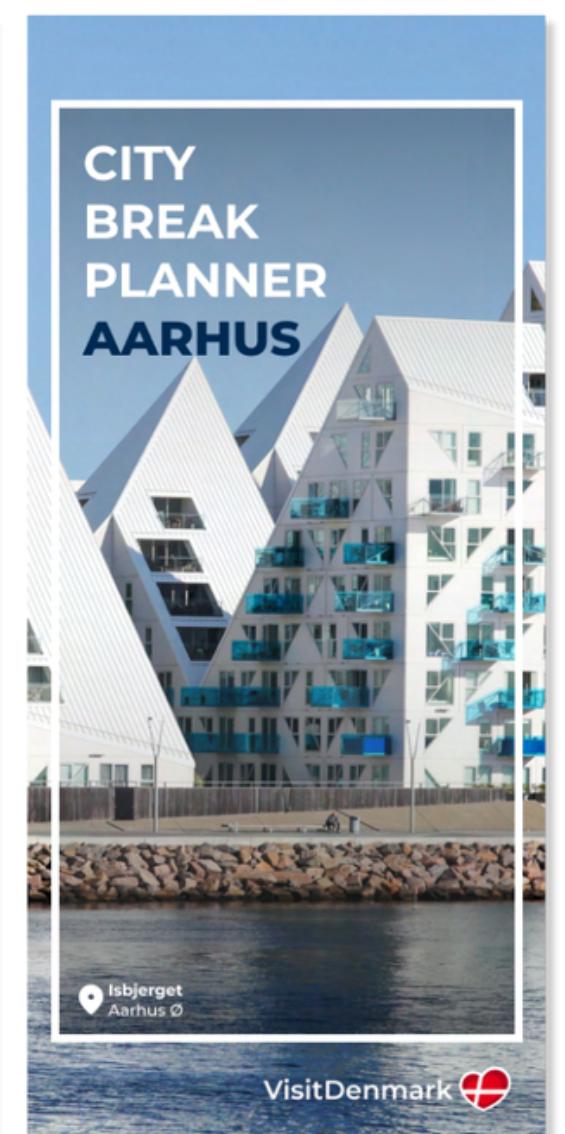


The app

Discover

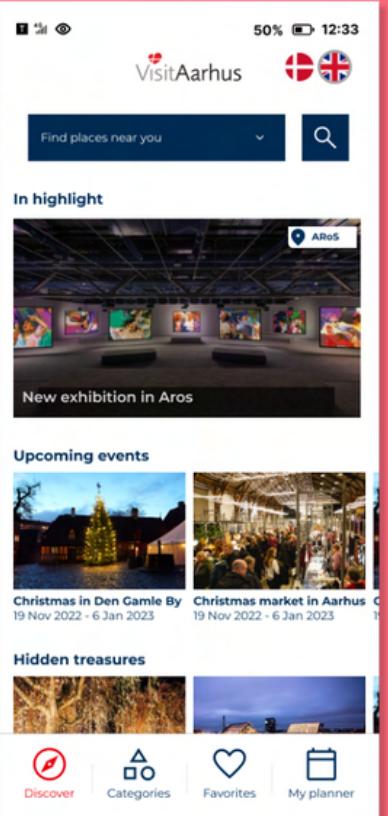
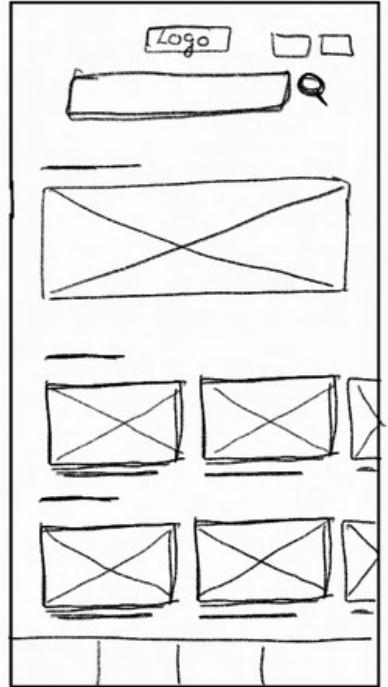


Loading screen

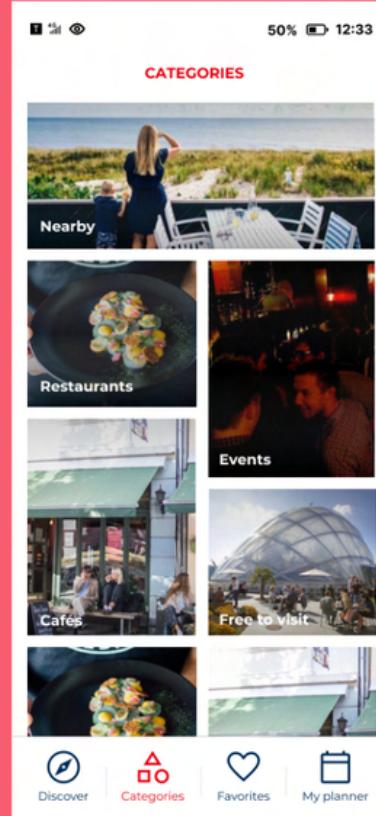
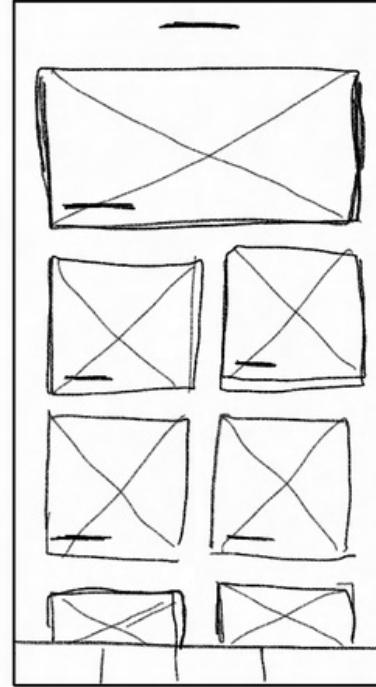


Sketch to Mockup

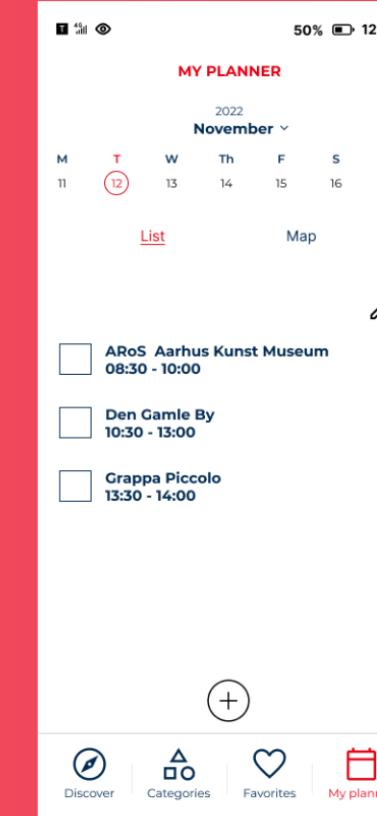
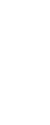
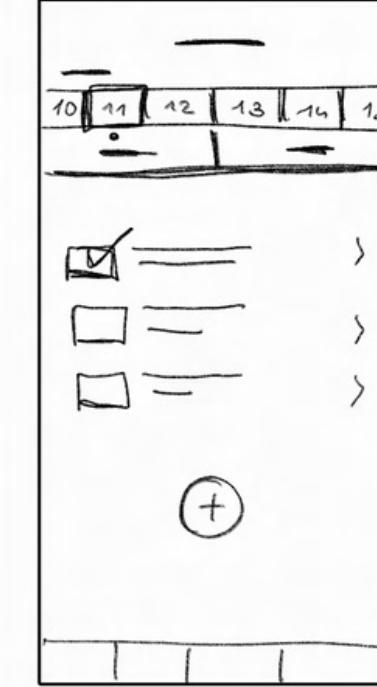
Discover/home page



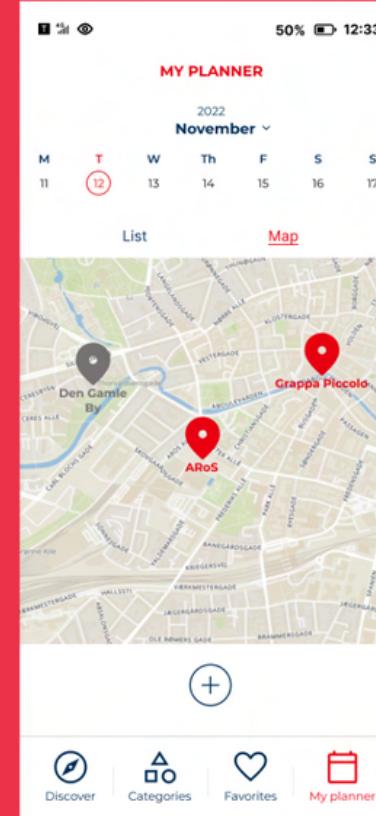
Categories



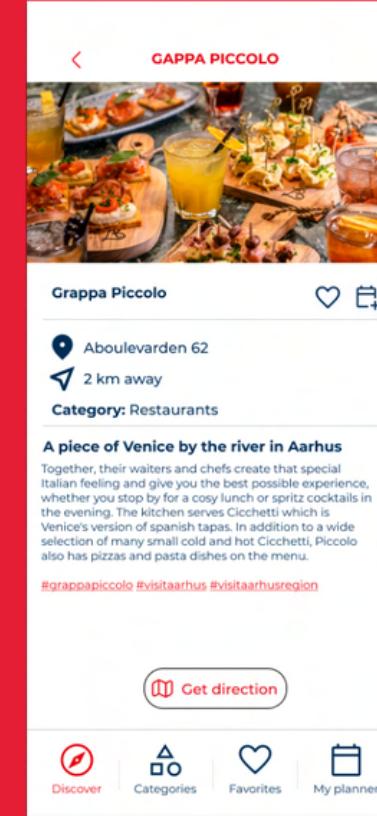
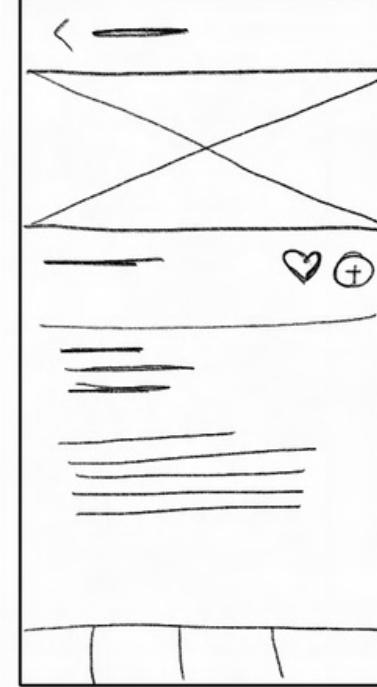
My planner (list)



My planner (map)

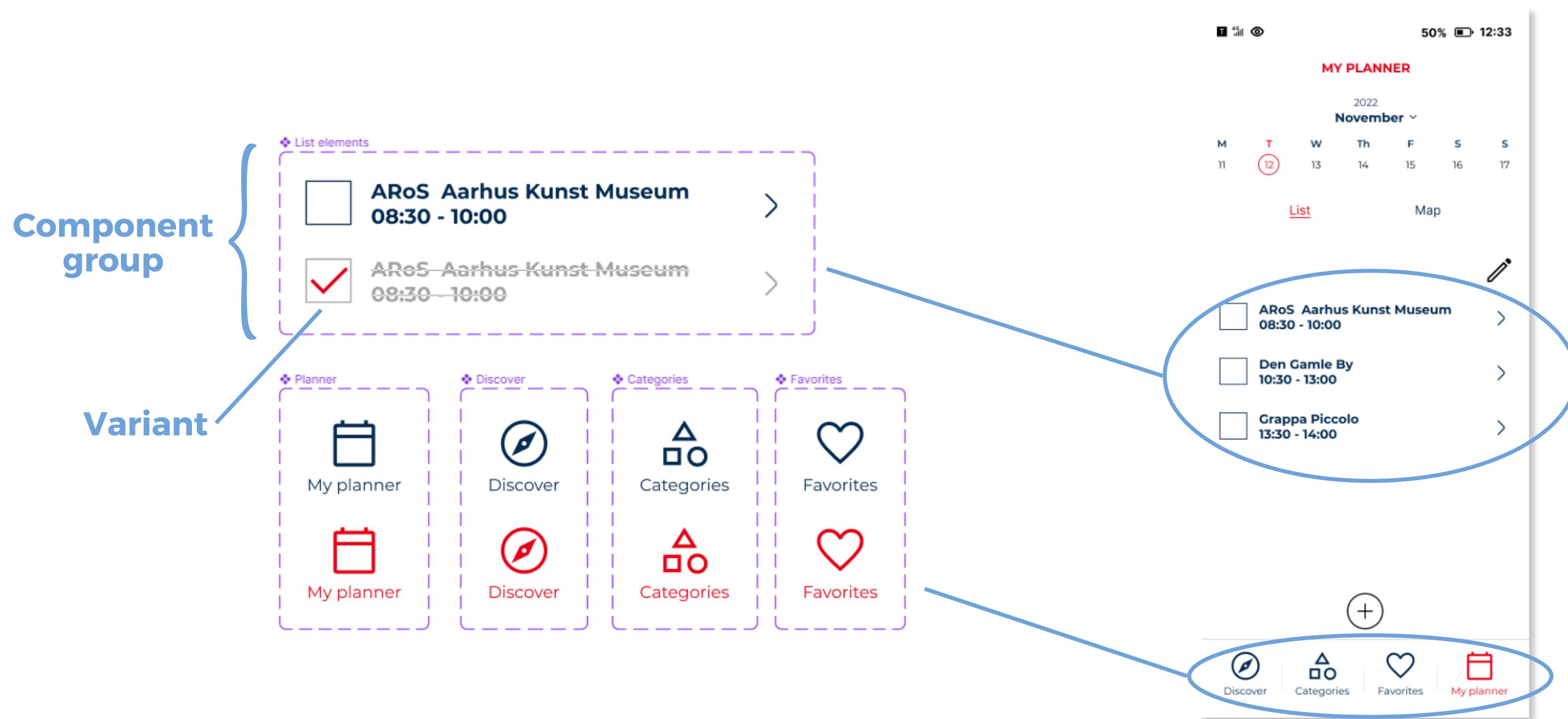


Sight details

Case descriptionResearch & InterviewsMoSCoWVisual GuideSketch to mockupFigmaConclusion

Working in Figma

While developing the prototype in Figma, we paid attention to **creating an organized system**. The elements were grouped into **components** and **variants**.



Conclusion

I believe with my team, we were able to create a simple and understandable application that follows the design principals of VisitDenmark and represents them. The solution creates value for both researched user groups: people who like to plan ahead and people who chose their activities spontaneously.

Things I Have Learned

Following a design guide

I gained experience in creating a new product with following already existing design principles. I also got to learn what does a design guide need to contain to be clear and understandable.

Prioratization

I learned how to create a simple application based on business attributes and user needs.

3. WEB DOCUMENTARY

A storytelling project for Business academy Aarhus

Focus: Showcasing skills in storytelling with video, social media and infographic content.

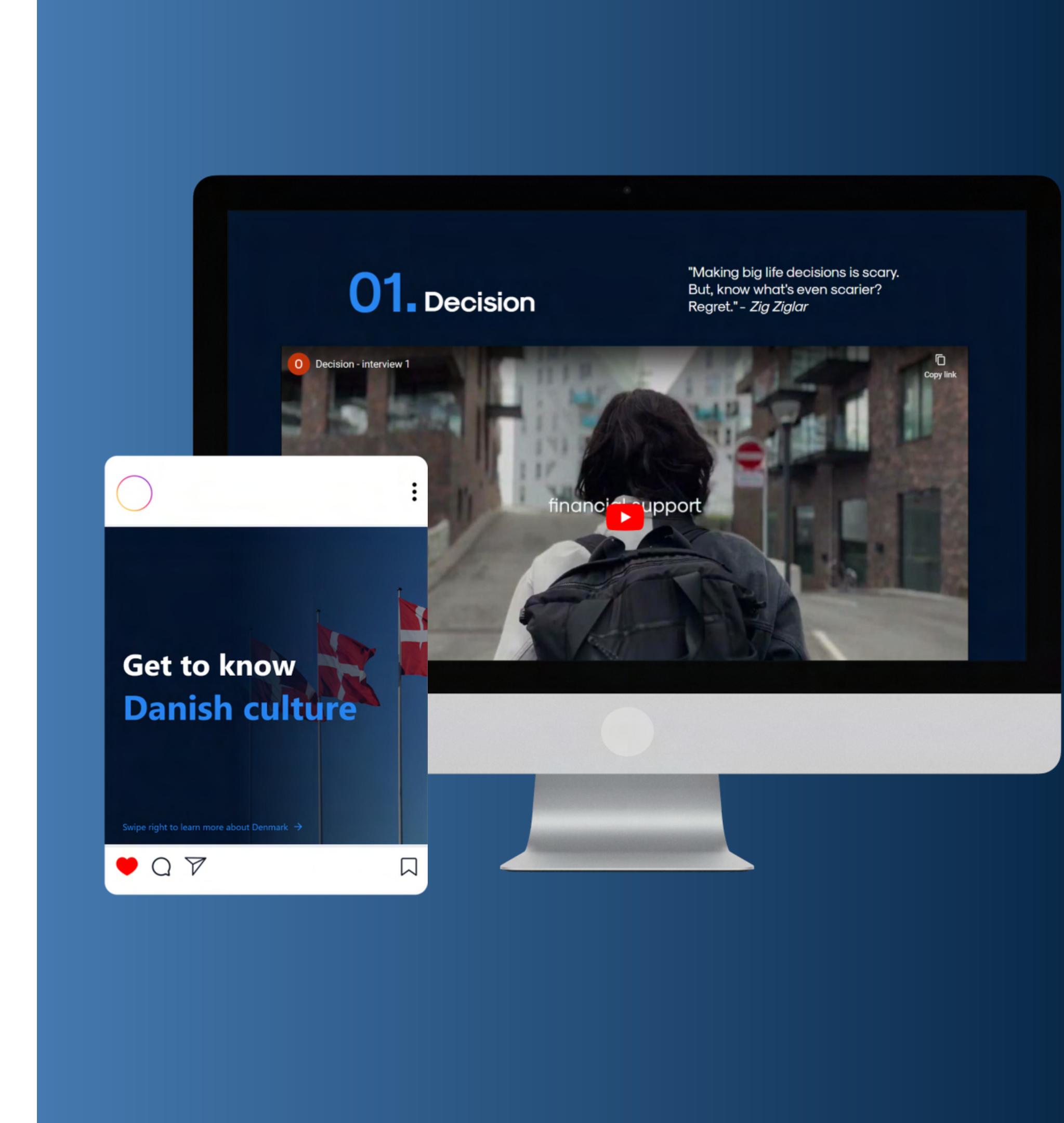
Responsibilities: research, UX design, UI design, storytelling, content creation, infographic

Duration: 2 weeks

Team: 4 members

Prototype:

[Website](#) [Social media posts](#)





[Case 1.](#)

[Case 2.](#)

[Case 3.](#)

[Case description](#)

[Research](#)

[Creating videos](#)

[The website](#)

[Social Media and infographic](#)

[Conclusion](#)

Case Description

The project was created by the request of Business Academy Aarhus International office.

The goal of the web documentary was to **tell a story for students** who are thinking about moving to Denmark and potentially start their education at Business Academy Aarhus. We wanted to encourage them on starting their adventure with studying abroad and sideing next to BAA.

Research

Through **desk research** and **interviews** with the students of BAA we discovered their difficulties and concerns connected to their experience when moving abroad. Based on the information gathered **creative brief was created**. Here we defined the goals of the project as well as chose the communication style of the documentary.

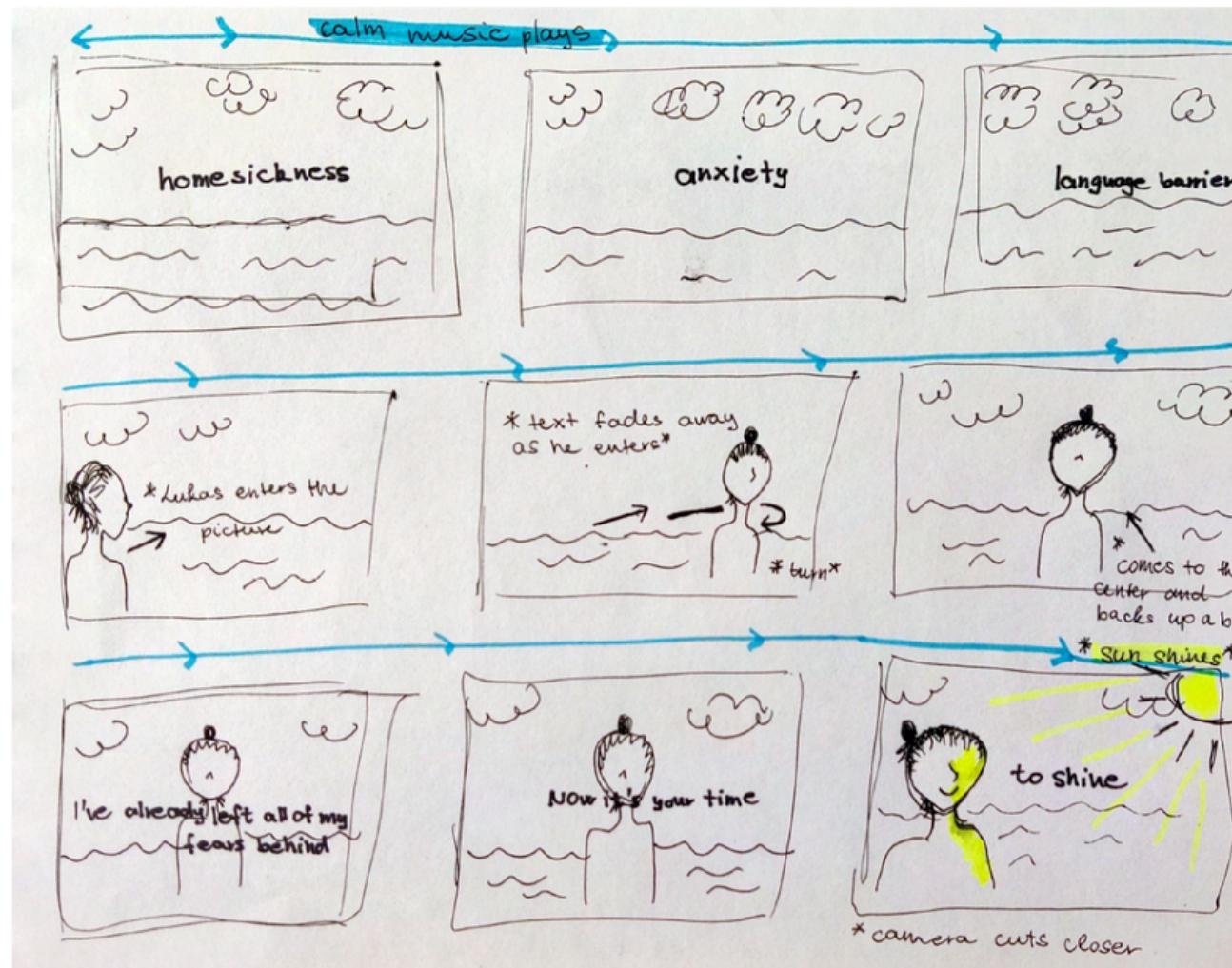


TONE OF VOICE			
VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Supportive	We're supportive to the user while he tries to find courage to move and study abroad.	- be reassuring - be positive - empathise with the user - guidance	- be doubtful, pushy, judgmental
Passionate	We're passionate about improving the user's life; making the world more connected and culturally diverse.	- be enthusiastic - use empowering words - be confident	- be lethargic - use passive voice
Inspiring	We want to inspire the users to chase their dream of studying abroad.	- mention important facts, highlight the relatable facts - give inspirational quotes	- be too "poetic"
Engaging	We want to make the user read more about BAAA's programmes, make them curious about all the possibilities academy has in offer.	- use active voice - refer to different sources of information throughout - talk in a friendly and natural way - be enthusiastic	- be too formal and serious - be too pushy
Challenging	We want to challenge the user to get out of their comfort zone and see what they are capable of.	- challenging questions	- be overwhelming

Creating Videos

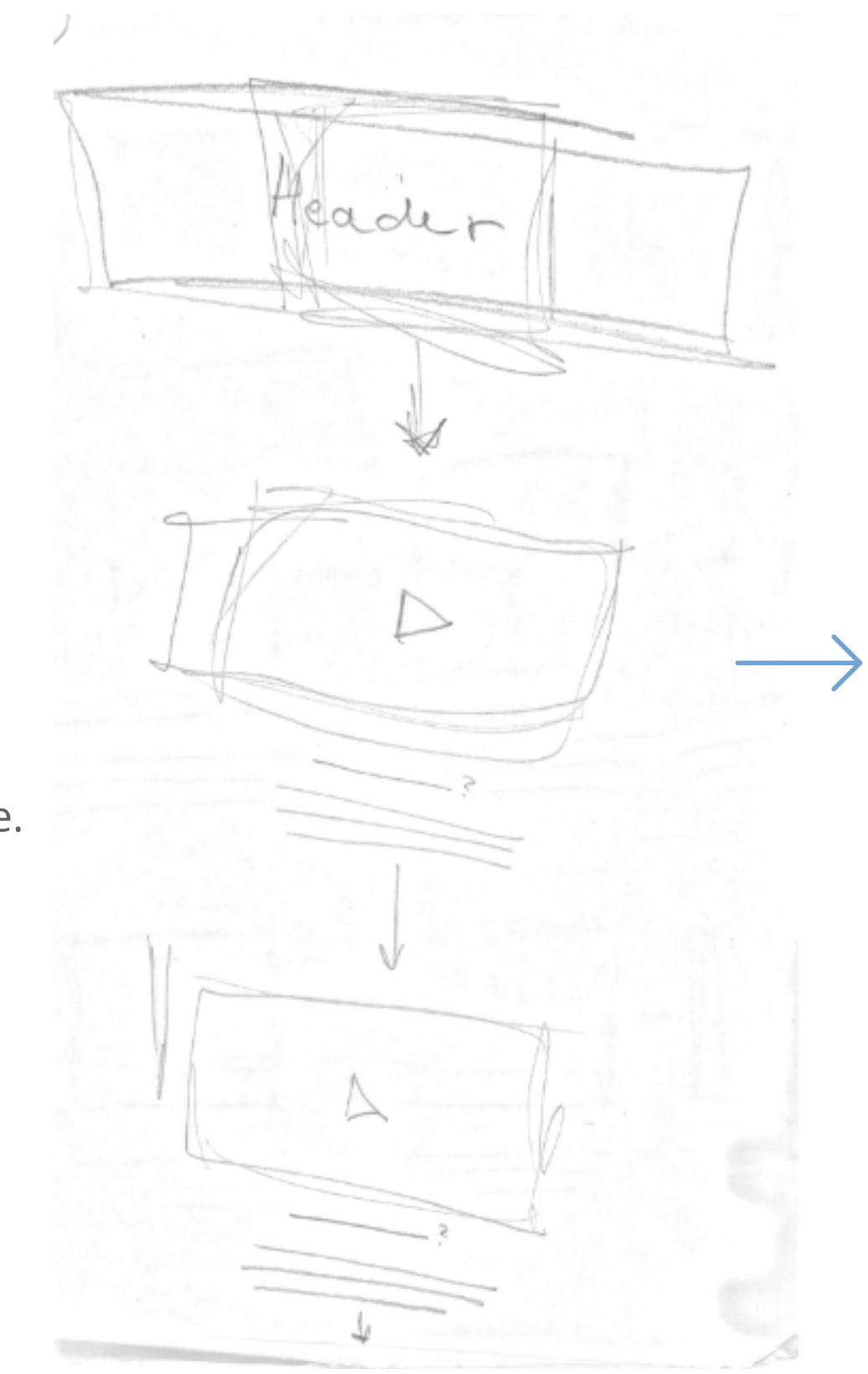
Our web documentary unfolds the story of a student who relocated to Denmark to continue his studies. Through **strategic storyboarding**, we planned visual elements of the videos to make filming and editing smoother. The videos showcase interviews with the student or artistic montages conveying powerful messages to fellow students.

[Videos can be accessed on the website](#)



The Website

The [website](#) was created using **HTML5, CSS3, and JavaScript**. The flow of the website aims to make the user discover more and more aspects of the storytelling as they scroll further. Content has an opening scene, a discussion, and a conclusion to be able to present a **solid narrative** about a student's life.



Lukas' story

Decision Struggles Benefits Advice My story

Hey! I'm Lukas :)|

Are you thinking of studying in Denmark?
Scroll down to get inspired by my story!

01. Decision

"Making big life decisions is scary.
But, know what's even scarier?
Regret." - Zig Ziglar

0 Decision - interview 1

financial support

Watch on YouTube

02. Struggles

"Believe me, the reward is not so great without the struggle." - Wilma Rudolph

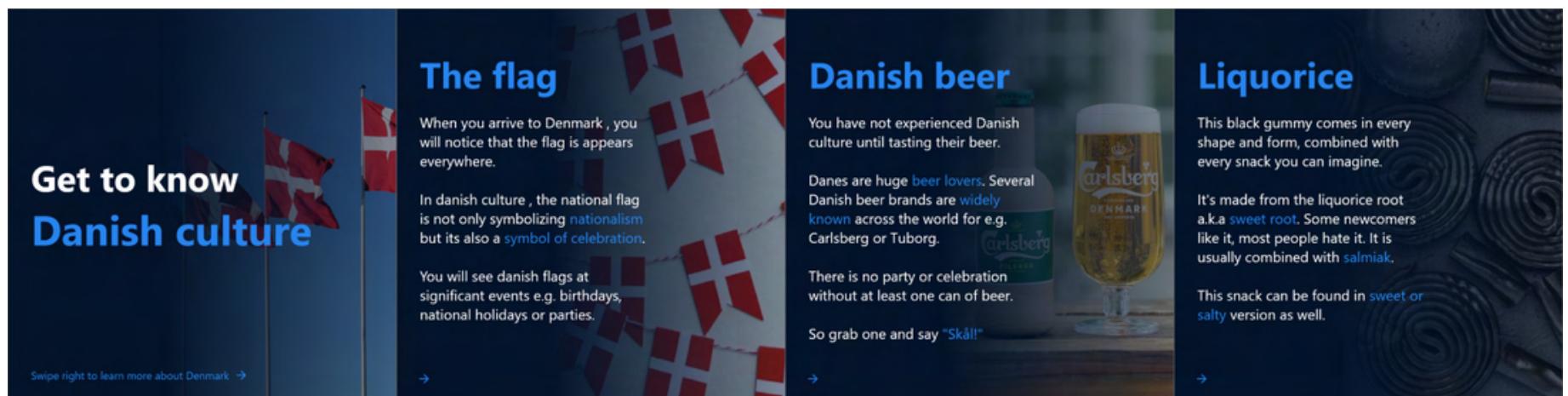
0 Struggles - interview 2

Copy link

Social Media Content and Infographic

To follow up the web documentary we focused on establishing a strong **presence on social media** platforms. Following desk research, it became evident that Instagram and Facebook were key platforms where users encountered advertisements from institutions and perceived these kinds of content as legitimate. We developed **informative content** about the Danish culture such as **posts and infographics**.

Instagram post with multiple slides



Infographic



Facebook post

Lukás Nagy
16.8.2022

Ayoo, dear international newbies! 😊

I really hope that you transition to 🇩🇰 was as smooth as possible! Though, we all know very well that it is never easy.

Take a deep breath. Exhale slowly. You're good, don't worry ❤️ I want you to remember few things before you go on

1. You're NEVER alone 😊

Some days may seem so dull and grey (metaphorically and in DK literally) but I'll always do my best to help you with anything. Socialising may feel intimidating but you really don't have to be afraid.

Danish people are extremely nice to strangers. If you make any interaction, they won't turn you down. On the contrary, I found such great Danish pals of various age and personality. Not talking about internationals - we're one big family and know we can rely on each other.

Being in a foreign country all by yourself is not a strut through a rose garden, however, it may be definitely a rollercoaster joyride.

So, let's buckle up and enjoy it! :)

2. Find your routine; Go out & explore! 🌟

One of the best parts of moving in to a new country are numerous options to accomodate to. First, it should be your home. Decorate it to your liking, so you feel as much *hygge* as possible 😊. [Here](#), you can find student-friendly priced pieces.

Let me know and tag me in the comment section what you found or want to know!

Looking forward to your replies! 😊

Conclusion

In summary, our project artfully combined a student's personal journey with a targeted digital strategy. The web documentary offered an intimate perspective, and our use of Instagram and Facebook ensured a broad and authentic reach. Through this cohesive blend of storytelling and social media engagement, we delivered a compelling project that resonates with students.

Things I Have Learned

Creating visual content

I gained experience in preparing and conducting the process of visual content creation.

Storytelling

I learned how to showcase a journey in a way that can build an emotional connection with the target audience using research findings.

Social media

I gained the knowledge of making captivating but valuable social media content in several formats.

CONTACT ME!

 evasasvari016@gmail.com

 linkedin.com/in/eva-sasvari