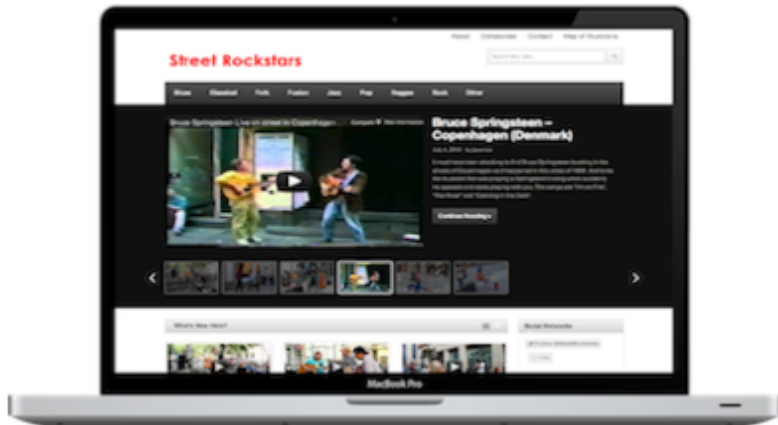


Street Rockstars



Street Rockstars is a project that tries to group the best street musicians around the world. Is not just about rock, but to create a place to find those strangers playing in the street. Those people nobody see, except the ones passing near in that moment.

Design Process:

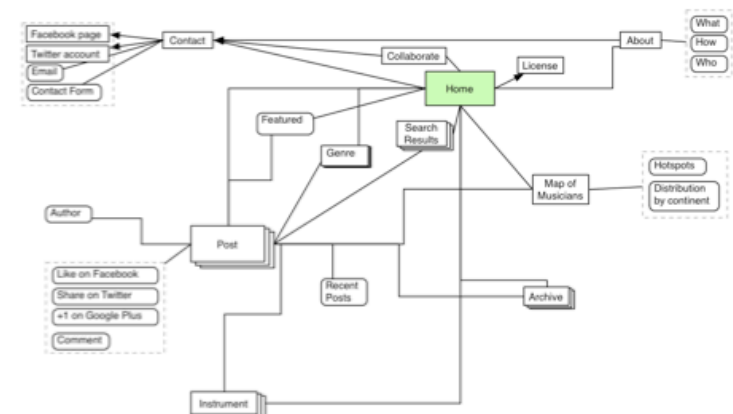
1. **Observing** people in the street recording the street musicians' performances: estimated age, gender and nationality.

Interviews with people that match the description.

2. Creation of two **personas** (one primary and one secondary) and **scenarios** of use for each one of them.

Generation of a list with the main functionalities needed.

3. Start defining the **Information Architecture**:



a. Generation of **sitemaps** or **blueprints**.

b. First **paper sketches** of possible representations.

Selection of the most appropriate ones and development of **wireframes** in more detail, using Balsamiq Mockups.

4. Creation of a simple **interactive prototype** and **user tests** on the main functions. Several iterations and redesigns.

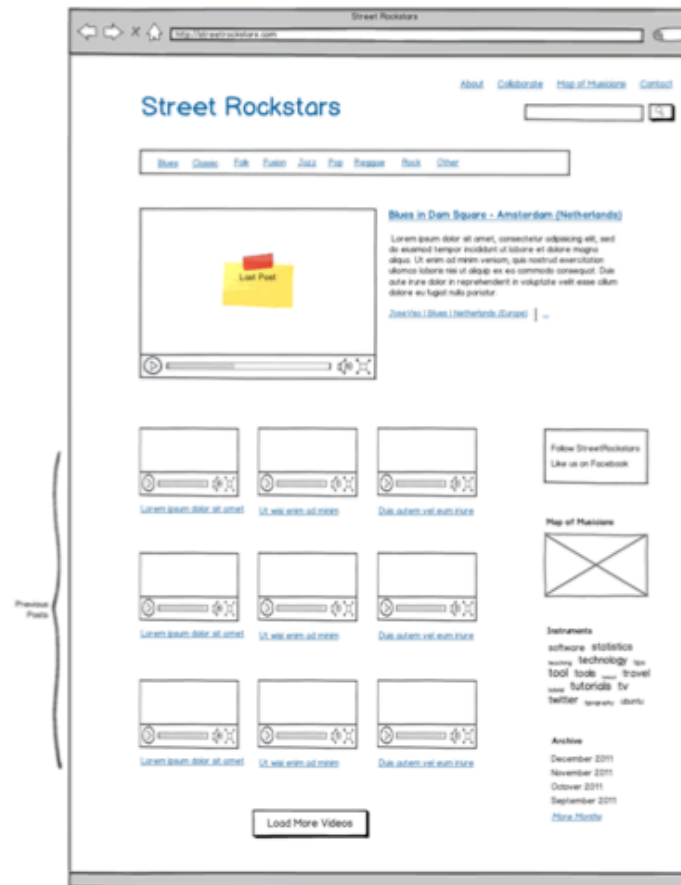
5. Add more detail to the wireframes using **Fireworks** and to the prototypes using **Axure**.

6. **Heuristic Evaluation**.

Test of the changes and specific aspects.

7. Implementation.

URL: <http://streetrockstars.com>



Low-fidelity prototype



High-fidelity prototype



SmartBite

SmartBite is a diet application for smartphones focused on motivate the users to not give in, adapting the diet to the favourite food of each person and providing a wide range of meal alternatives.

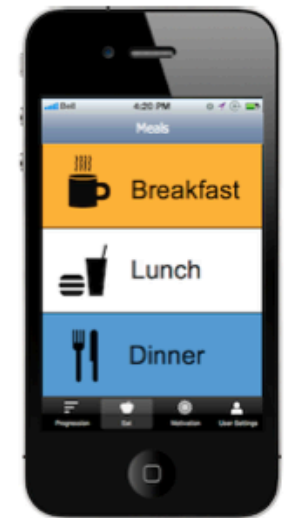
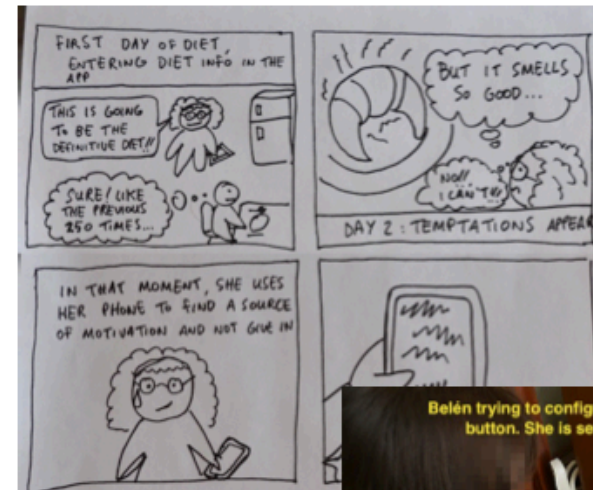
Developed in the [Human-Computer Interaction course](#) of Stanford University-Coursera.

Design Process:

1. **Needfinding:** Discover not covered needs around me or opportunities for improvement.

For doing that I observed and interviewed to several people.

2. Structure sketches: Creation of a Point Of View, use of **storyboards**, pick a concrete direction and create **rapid electronic prototypes** with Balsamiq Mockups.
3. Creation of a more detailed [interactive prototype](#) using [Justinmind](#).
4. **User Testing:** Created an Evaluation Plan, executed the tests planned, analysis of the results and planification of the next design iteration.



Take Me There

Take Me There is a website that contains videos of popular places around the world recorded in a subjective Point Of View. The goal is to give the user seeing the video the feeling of being in that specific place.

Design Process:

1. Generation of Personas and Scenarios.
2. Definition of User Flows and User Journeys.
3. Definition of the Information Architecture.
4. Creation of low-fidelity and mid-fidelity wireframes.
5. User Tests.
6. Iteration on the wireframes, analysis and redesign.
7. Creation of high-fidelity wireframes.
8. A/B Tests.



Tools:

OmniGraffle
Balsamiq Mockups
Adobe Fireworks CS5
Axure

Super Simple Mobile

Super Simple Mobile is a concept of a mobile phone for people who are not used to technology and don't like gadgets. Simple at the maximum: just call and receive calls but presenting the best User Experience possible.

The motivation behind this prototype is creating a mobile phone people like my grandparents are able to use without difficulties, and even enjoying it.

Design Process:

1. **Brainstorming.** Sketches of possible alternatives.
2. Development of two very **basic paper prototypes**.
3. **User Tests** with people whom the prototype is aimed (<http://youtu.be/epEz5XPhyeQ>).
4. After some **iterations** on both prototypes I deduced the Prototype A is the most appropriate and fits better with the target users' mental model.

