MATILDE MAIA

UX PORTFOLIO

I'm a designer with great interesting in arts and techhnology, focused on creating meaninfull experiences through design.

Hi and welcome!
I'm Matilde, and this
is my portfolio

GRIP

Client

GRIP

Sector

Sports, Skateboarding, Fashion

My Role

Entire product design from research to conception, visualization and testing

Project Time

3 months

Design Process:

| EMPATHIZE | DEFINE | IDEATE | PROTOTYPE | TEST |

Overview

GRIP is a skateboard store and crew that sells national and international brands of streetwear, skateboards, boards and hardware for skateboards, which has been growing since the 90s. It is a brand with a great focus on the skateboarding culture, with recurring use of photographs that reflect the feeling of rebellion and counter-culture, never neglecting the technical side of skateboarding.

With its growth, there was a need to reach a wider audience and create a website, taking into account the needs of GRIP customers and the brand itself - transmitting its culture, history and values, but also selling online.

This project was carried out by 3 people, where I had a more active role in product research, carrying out interviews, usability tests and implementing high and low fidelity prototypes.

Competitive Analysis

As a starting point we analyzed competing brands. This, essentially helped us in organizing content and preventing errors. Our research was based on direct competitors - as GLOBE, Obey, Plan B, but also on other online selling sites like Nike, Element and Carhart.

We considered the following values:

- Navigation;
- Functionality;
- Content Organization;
- Usability;
- Visual design;
- Strengths;
- Weaknesses;
- Opportunities;

Globe

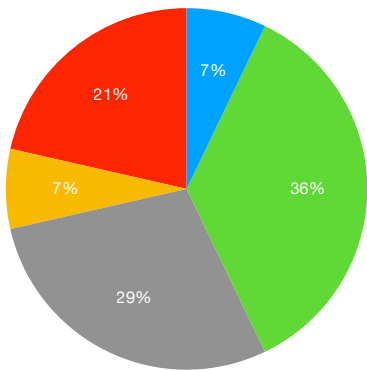|						
Navegation	Menu divided in two categories	1 - artigos e colecções 2 - historia, equipa e contactos	Lado esquerdo com dados e opções de utilizador	Menus duplicados 1- menu em cascata no topo 2-menu em overview no footer 3- três grandes categorias com fotos em background. A meio do site	Opção de organização conteúdo	
Functionalities	Multiple menus	Wizard	Feedback option	Chat	wishlist\cart	historia
	Atividades e parcerias com clientes	Footer com menu completo, redes sociais, subscrição newsletter, costumes menu	Divulgação de fotos das redes sociais na pagina principal			
Visual Design	Página principal com excesso de informação,	Disposição coerente entre páginas	Imagens limpas e apelativas	Imagens integradas com descrição		
Usability	Faqs/chat	Ajuda o utilizador a perceber os erros e corrigir				
Content	Menu interativo	Navegação fácil				
Strenghts	Apelativo à venda/ compra	Menu intuitivo	Imagens qualidade mais descrição	Organização consistente	Direciona o utilizador no preenchimento de dados	Wizard com visibilidade do status no sistema
Weakness	Permite o avanço (na compra) com erros	Falta de microinteraçoes	Devido ao excesso de informação, o site não será explorado na totalidade	Excesso de conteúdo na pagina principal		
Opportunities	Filtrar conteúdos	Reduzir numero de	Demonstrar códigos de erro			

Empathize

Interviews

I created a full interview where with questions regarding **lifestyle, tastes, motivations, needs, frustrations** and **solutions**. For this project, we only used a small sample of 10 users and we made live interviews and via Google Forms..

Questions related to the lifestyle and tastes of our interviewees were important for us to get to know them better and to define a persona. However, it was in the questions related to **his needs and frustrations that he helped us in the construction of our site map and our "notebook of intentions"**, further ahead.
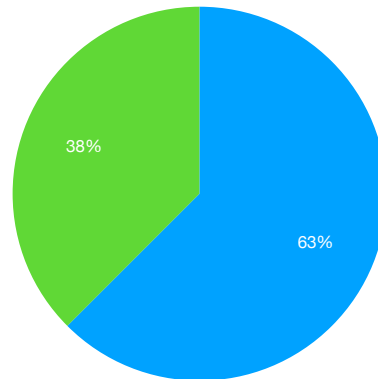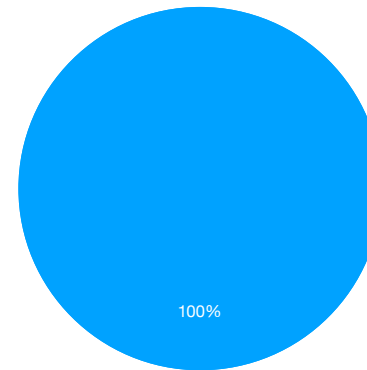
What payment method do you prefer?

What device do you use to shop Online?

Is the product feedback essencial?

Would you personilize your skate?

- Paypal
- MBWAY
- Credit Card
- ATM Reference
- On delivery

7%
21%
7%
36%
29%

- Computer
- Mobile
- Tablet

38%
63%

- Yes
- No

100%

- Yes
- Indifferent
- No

40%
20%
40%

Personas

Using the quantitative and qualitative data from interviews and survey results, I defined the **thow target group profiles,** to better empathize with my main user groups and prioritize goals according to their needs: João (Enginner, 35) and Marta (Student, 24).

Persona 1 — João

simpático   gosta de música   desportista
pacífico   teimoso   organizado e metódico

Bio

O João adora fazer desporto (actividades ao ar livre), vive com os pais, passa muito tempo com os amigos e a trabalhar, não gosta de perder tempo nas redes sociais, gosta de ler, gosta que a informação lhe seja entregue com pouco esforço.

Necessidades

- Gosta de receber novidades relevantes (newsletters).
- Gosta de produtos personalizados
- Gosta de informação rápida e intuitiva
- É "old school"

Frustrações

- Não encara bem as mudanças (ex. atualização de sites - layouts)
- Não gosta de ter de procurar com vários cliques.
- Não confia nas compras online.

"Sabe o que é mais caro na engenharia? O desconhecimento."

Idade: 27
profissão: Engenheiro
Estado civil: solteiro
Cidade: Porto

Personalidade

Introvert ——— Extrovert
Thinking ——— Feeling
confia ——— desconfia

Canais publicitários preferidos

Meios tradicionais (revistas, jornais, TV, ...)
Redes Sociais
Por referência

Marcas preferidas

VANS   NIKE   ELEMENT

Persona 2 — Marta

Aluada   Divertida   Desportista
Genuína   Competitiva   Ambiciosa

Necessidades

- Como dedica muito tempo as redes sociais, prefere que publicidade seja feita por lá
- Gosta de ter a liberdade de poder optar por diferentes formas de pagamento
- O skate preferido é a longboard, por ser mais a uma prancha de surf
- Gosta de apoiar boas causas e, por isso, gosta de saber a história e valores das marcas que utiliza
- Tendo oportunidade, gosta de personalizar os seus produtos

Frustrações

- Não gosta de perder muito tempo nos sites e apps que utiliza
- Perde-se no excesso de informação
- Ser demasiado exigente com ela própria, por ser despassarada

"If life gives you lemonade, make lemons! And life will be like, whaaaaat?"

Age: 24
Work: designer
Family: solteira
Location: Porto
Character: aventureira

Personalidade

Introvert ——— Extrovert
Thinking ——— Feeling
Sensing ——— Intuition
Judging ——— Perceiving

Bio

Amante da natureza e dos animais; adora arte no geral; adora conhecer pessoas e culturas novas; não gosta de pessoas fechadas (mente fechada); não gosta que lhe imponham regras; adora redes sociais; gosta de comunicar, participar e fazer parte de comunidades; segue atentamente os atletas preferidos; não gosta de frequentar shoppings, no entanto tem um estilo muito próprio.

Aplicações

Instagram
Whatsapp
Facebook

Marcas Preferidas

NIKE   Hurley   GOLF

Canais Publicitário Preferidos

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Formas e Pagamento Preferidas
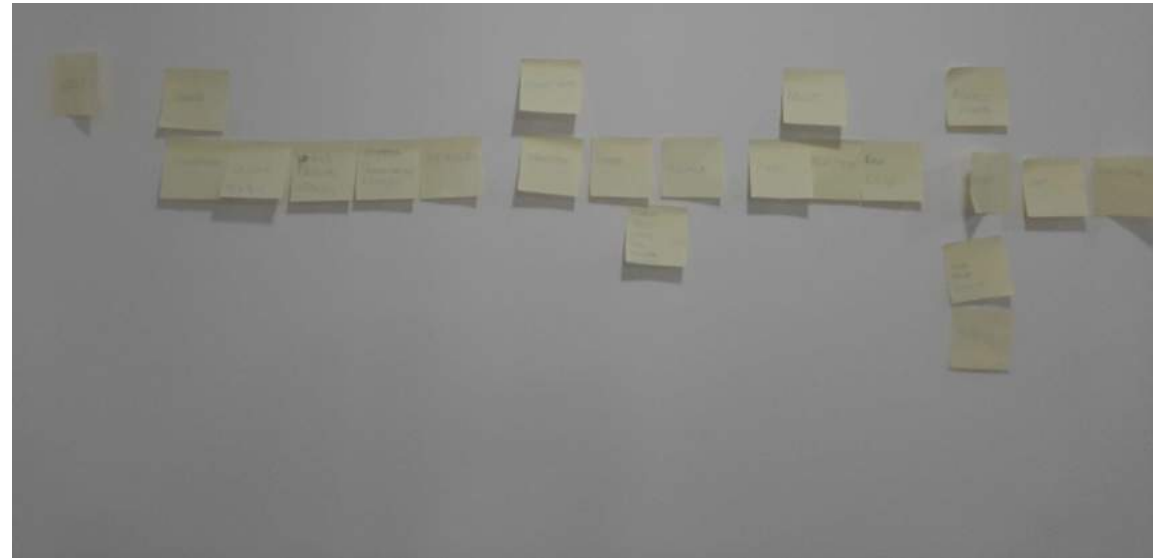
MB WAY
Cartão de crédito
Pagamento na entrega
Paypal

Pain Points

At the last stage of "emphatizing" with user, we reach to the following users pain ponts:

- Seeks reassurance that she/he has all the necessary information about the product;
- Not sure how to find the best price;
- Annoyed about the useless information;
- Out of stock products are too visible;
- Don't feel safe while checking out;
- Non device responsive websites;

SITE MAP

1st session

Final Site Map

GRIP (HOMEPAGE)	SKATES & APPAREL										STREET WEAR			ABOUT			ATHLETES / CLIENTS		CART
GIFS		NEW ARRIVALS			CRUISER (product images, product info, price, models, materials, specifics)		PENNY (product images, product info, price, models, materials, specifics)		APPAREL	DESIGN YOUR OWN	INSTRUCTIONS (how to use and how to best maintain products)	NEW ARRIVALS	WOMAN	MEN	HISTORY	CULTURE	CREW/TEAM	MY PROFILE	SHIPPING	OVERVIEW OF SHOPPING LIST / TOTAL OF PURCHASE
FEATURED PRODUCTS	CRUISER SKATES (page with products images/ description/price. Filter menu - color, size, price, construction)	PENNY SKATES (page with products images/ description/price. Filter menu - color, size, price, construction)	APPAREL (page with products images/ description/price. Filter menu - color, size, price, construction)	LIMITED EDITIONS (page with product images/description/ price. Filter menu - color, size, price, construction)	CRUISER SKATES (page with product images/description/ price. Filter menu - color, size, price, construction)	LIMITED EDITIONS (page with product images/description/ price. Filter menu - color, size, price, construction)	PENNY SKATES (page with product images/description/ price. Filter menu - color, size, price, construction)	LIMITED EDITIONS (page with product images/ description/price. Filter menu - color, size, price, construction)	7 BOARDS (page with images of 7 different material boards. Select one of them, and in the form of breadcrumb menu, select size, select pre-formate image or textures, or download own image. Then select type of wheels and its colour and to finalize select tensor alloy trucks and its colour. At the end final price will appear and you can add to cart.		T-SHIRTS (page with products images/ description/price. Filter menu - color, size, price, construction)			COMPANY DESCRIPTION, VALUES, VISION	EVENTS - NATIONAL AND INTERNATIONAL		EXCLUSIVE PROMOTIONS AND DISCOUNTS	TRACKING	SHIPPING DATA
HYPERLINK WITH IMAGE OF SKATE - QUICK LOOK	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, colours, sizes, price, material, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	When selecting a product, a quick view box will appear. Images of different perspectives, product description, skate sizes, price, add to cart.	BOARDS (page with products images/description/price. Filter menu - color, size, price, construction)			SHOES (page with products images/ description/price. Filter menu - color, size, price, construction)				LIFESTYLE		POINT SEASON	WARANTY	DISCOUNT CODE
HYPERLINK WITH IMAGE OF STREETWEAR - QUICK LOOK								WHEELS (page with products images/description/price. Filter menu - color, size, price, construction)			JACKETS (page with products images/description/price. Filter menu - color, size, price, construction)						YOUR SHOP HISTORY		PAYMENT METHOD
HYPERLINK WITH IMAGE OF APPAREL - QUICK LOOK											PANTS (page with products images/ description/price. Filter menu - color, size, price, construction)						MESSAGES		
INSTAGRAM SLIDER											HEADWEAR (page with products images/description/price. Filter menu - color, size, price, construction)						WISHLIST		
											ACCESSORIES (page with products images/description/price. Filter menu - color, size, price, construction)						FAQS		
											PROMOTIONS (page with products images/description/price. Filter menu - color, size, price, construction)								
											When selecting a product, a quick view box will appear. Images of different perspectives, product description, sizes,, colours, fit guide, price add to cart.								
	CONTACTS	STORES	NEWSLETTER	SOCIAL NETWORK ICONS															

Notas: No menu "About" na parte da cultura, haver uma hiperligação que iria para um blog, onde falaria sobre eventos nacionais e internacionais e outras informações sobre o lifestyle de skaters.

Storyboards

One of my favourite exercises: storytelling. I created two kind-of-fun scenerious where the user needed to use GRIP website. I believe that storytelling is a powerfull tool **that helps to visualize the user's experience with a product or service.**
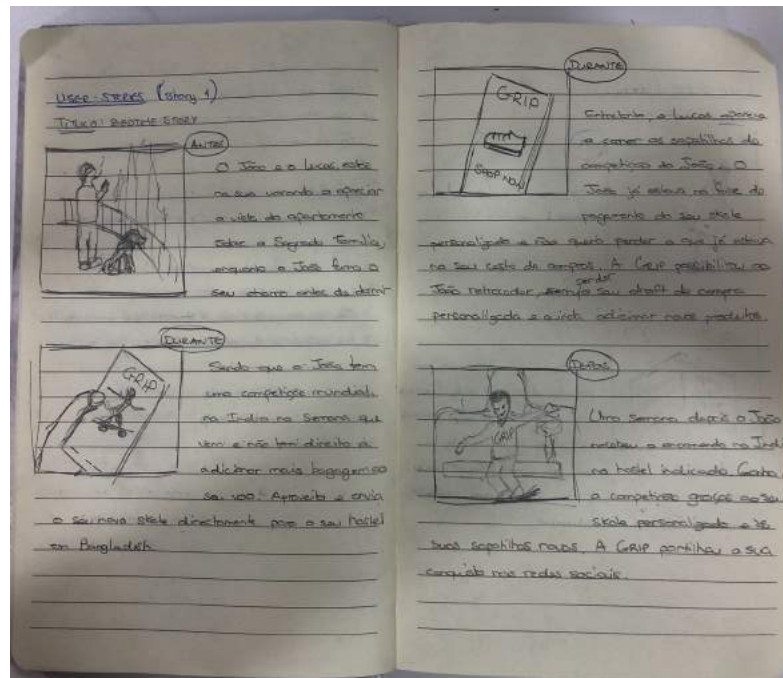
Another trip
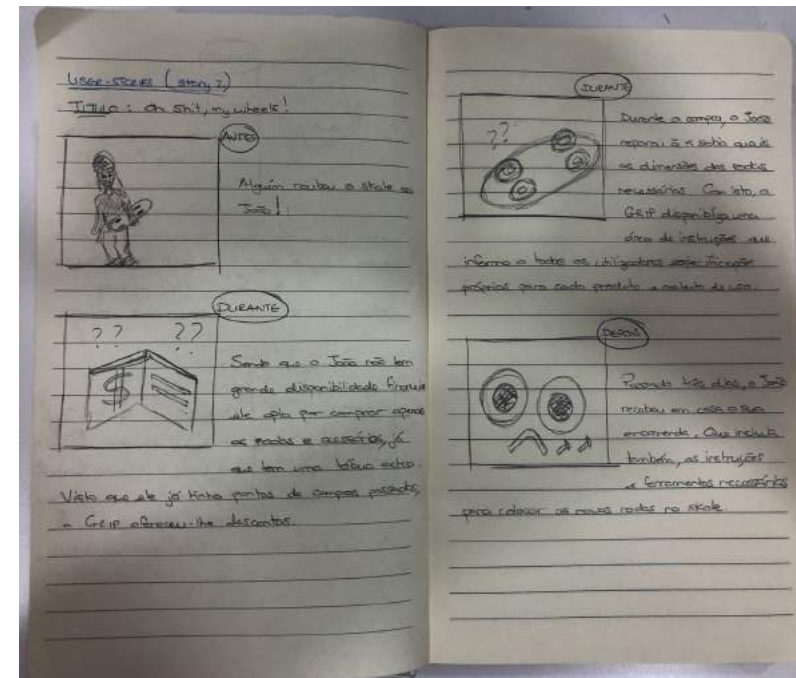
Someone stole my wheels!!

Skecthes
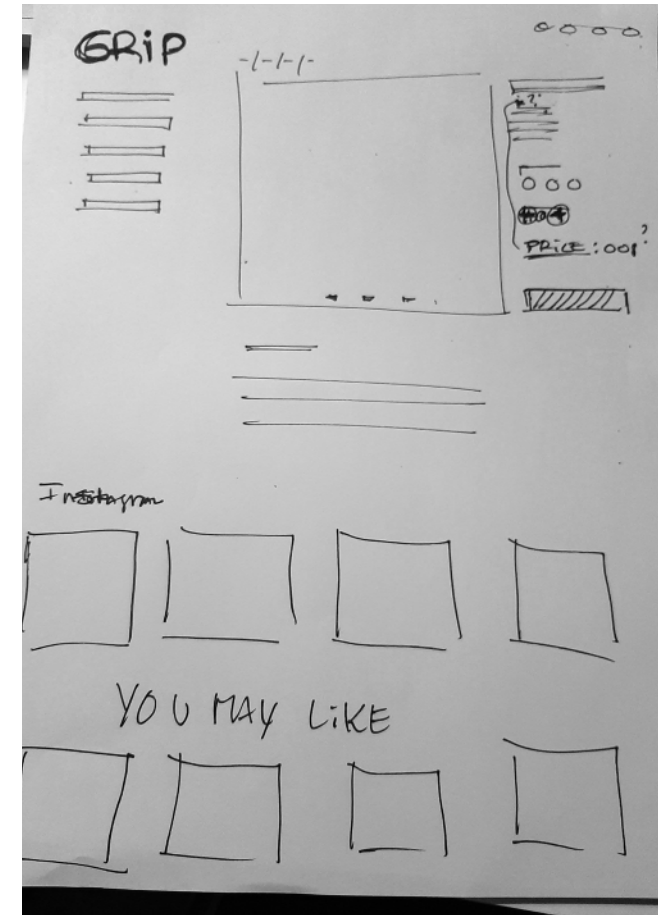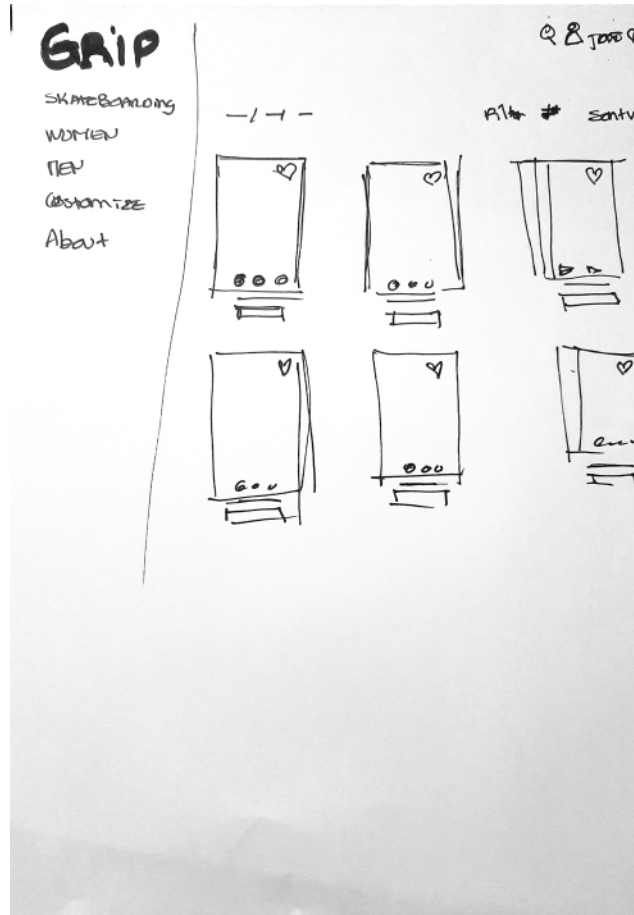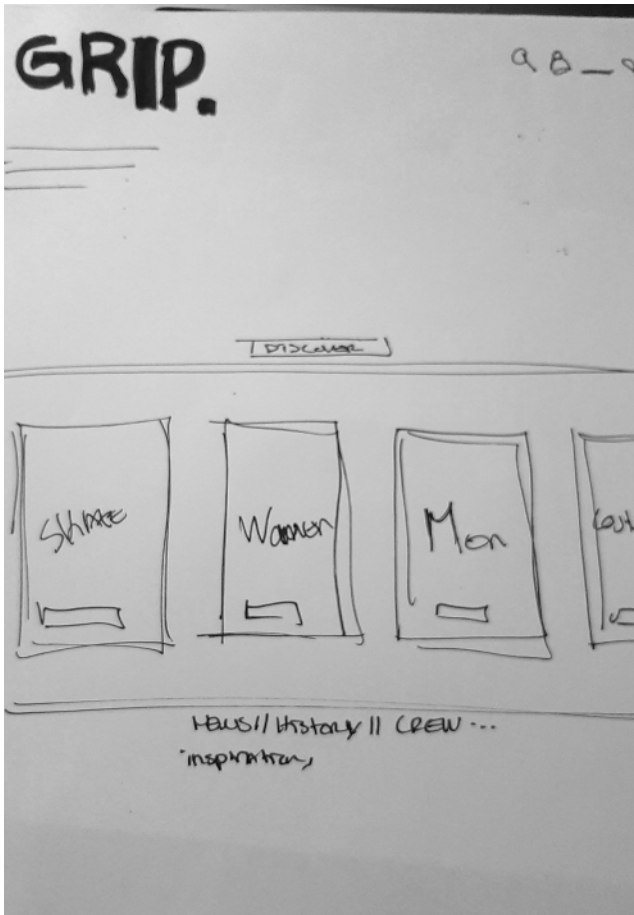
User Flow and Usabiity test
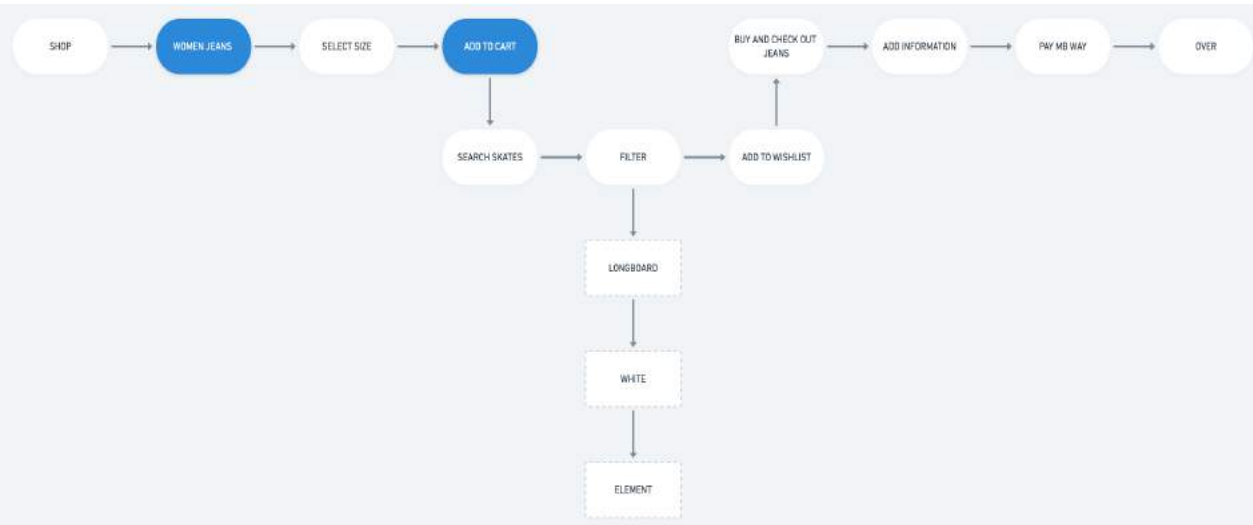
User Flows – BUY SOMETHING

I created two different user flows and conducted the one and only usability test.

In my opinion, we should have done more tests, with a larger amount of users, and with differente environmets, so that we can truly understand what was working or not, but due to the lack of time we had, we weren't able to do so.

This exercise was one, if not -THE - most value one. We detected a lot of defaults, but, the more painfull to the user were:

- Lack of microinteractions
- Lack of informations
- We needed to prevent errors
- Lack of hierarchy

User Flows - BLOG / WISHLIST / CLIENT AREA

Low Fidelity Prototypes
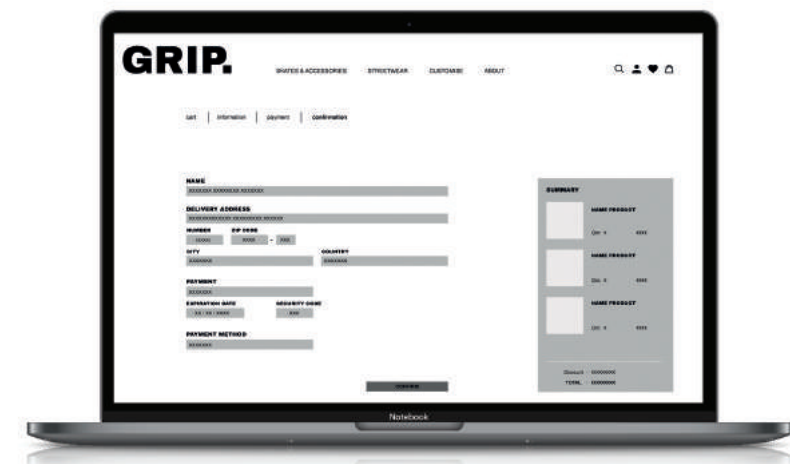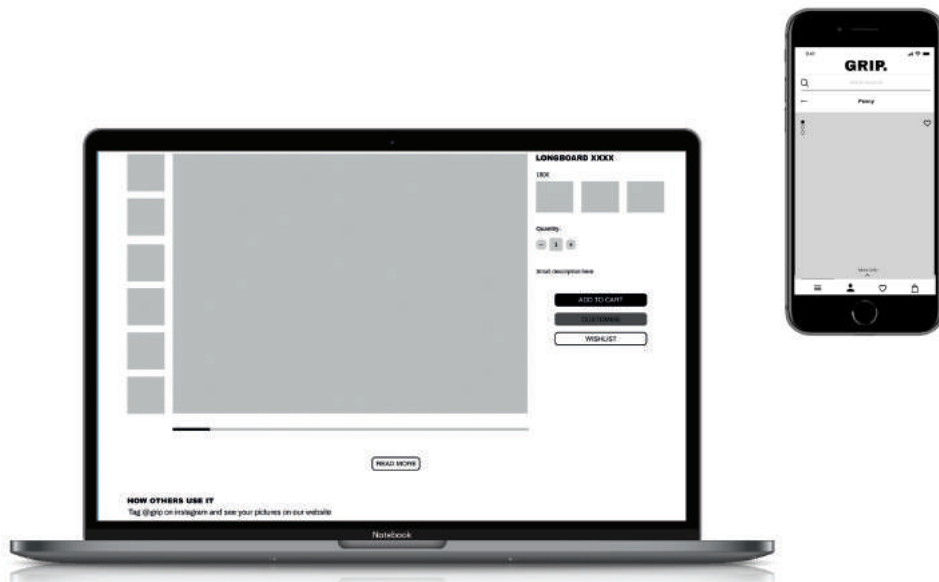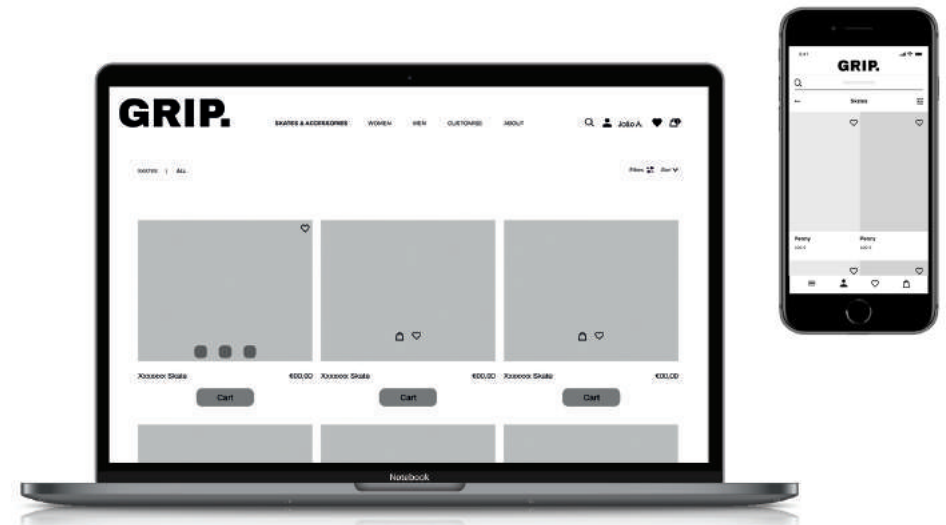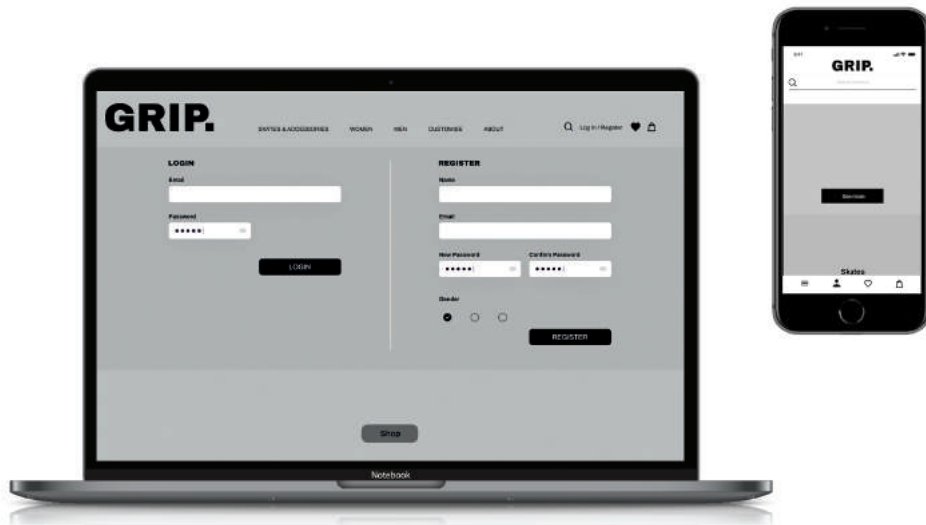
Visual Design

competitors analyses

A diferença do menu em desktop é que aparece em "horizontal dropdown menu", em mobile aparece em "hamburger menu".

Desktop menu

Mobile menu

https://planbskateboards.com

• Semelhança na prática

Blog   View all

SEP 20, 2019   SEP 05, 2019   AUG 21, 2019
Felipe Gustavo – "All On Me"   Chris Joslin Signature Indy   Aurelien Giraud's BANGIN!

TREVOR SUNSET 8.25 – PRO   JOSLIN WAVY 8.0 – BLK ICE –   TEAM OG SHEFFEY – PRO   TEAM OG DUFFY – PRO DECK
DECK   PRO DECK   DECK $55.00
$80.00 $65.00 $55.00

TEAM WRAP STICKER 10PK – STICKER   THE RIPPING SHRED STICKER 10PK –   JOSLIN SNIKT STICKER – STICKER
$10.00   STICKER $10.00
                                    $10.00

• Proximidade na prática

Blog   View all

SEP 20, 2019   SEP 05, 2019   AUG 21, 2019
Felipe Gustavo – "All On Me"   Chris Joslin Signature Indy   Aurelien Giraud's BANGIN!

Poppins Medium, 500i

Poppins Bold, 700i

Font weight_ 500i | 700i
src_ Poppins Medium | Poppins Bold

Raleway, 800i

Font weight_ 800i
src_ Raleway ExtraBold Italic

Awesome

Font weight_ 14px

Preto
#000000

Branco
#FFFFFF

Area de cliente

shopping cart

login

Redes sociais

youtube

instagram

twitter

facebook
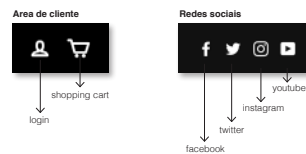
O tamanho das fontes adapta-se ao mobile.

Não, acabam por utilizar menos icons. Por exemplo, o icon do login que se encontra no website em versão desktop desaparece, e acaba por se inserir num menu "Hamburger" com o restante menu principal. Os restantes icons utilizados, acabam por ser os mesmos.

O propósito do website é vender skateboards, rodas, decks e acessórios. Tem uma área de cliente, blog informativo e redes sociais.

O que gostamos no website é a sua simplicidade e organização. No entanto, o que gostamos menos é que é pouco criativo e o menu principal acaba por apresentar várias opções que provavelmente poderiam estar organizadas de uma outra forma.

Alguns aspectos que gostaríamos de incorporar no nosso website, são a limpeza e a funcionalidade.

GRIP.
UI Style Guide
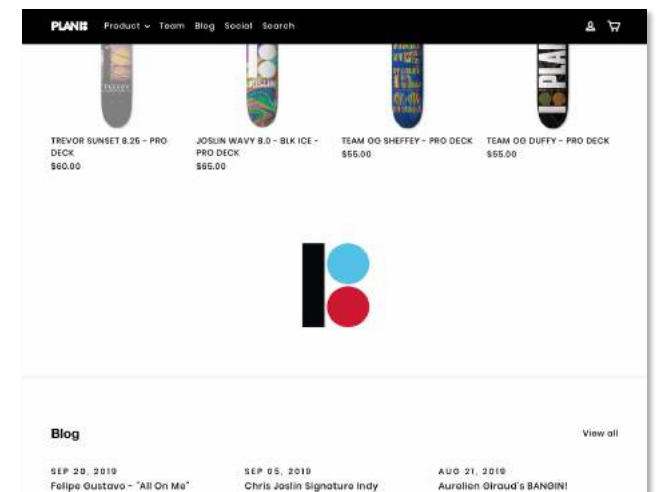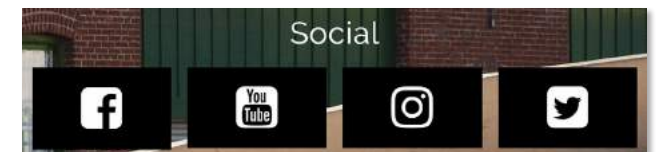
| COLORS

NEUTRAL COLORS

| #000000 | #000000 - 50% | #000000 - 20% | #000000 - 10% | #FFFFFF |

SEMANTIC COLORS

#FFCF6C

TYPOGRAPHY

Archivo

Components/Divider

| Heading 1 | Heading 2 | Heading 3 |
| Archivo Black 34px LА1 | Archivo Black 26px L32 | Archivo Black 18px L22 |

Components/Divider

| BUTTON 1 | BUTTON 2 | BUTTON 3 |
| Archivo Black 18px L23 | Archivo Regular 14px L18 | Archivo Regular 12px L16 |

Components/Divider

| Body 1 | Body 2 | Small Text | Email Text |
| Archivo Regular 18px L22 | Archivo Regular 16px L20 | Archivo Regular 14px L18 | Archivo Regular 12px L16 |

Components/Divider

| ICONOGRAPHY

TAB BAR ICONS

ICONS

| COMPONENTS

BUTTONS

DEFAULT

GHOST

SECONDARY BUTTONS

| DEFAULT | SELECTED | GHOST |

| DEFAULT | SELECTED |

INPUT FORMS

| DEFAULT | PASSWORD | DROPDOWN | MULTI-SELECT |

DEFAULT:
- LABEL — Active
- LABEL — Inactive
- LABEL — Active
- LABEL — Typing
- LABEL — Invalid form
- LABEL — Typing finalized
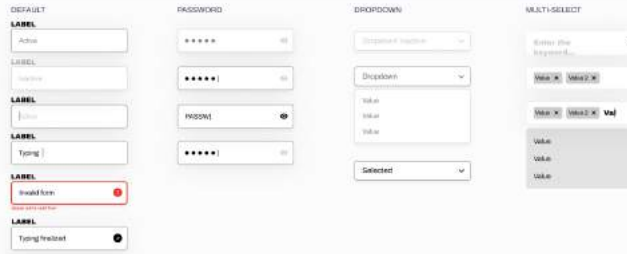
SEARCH BAR

TEXT BOX

Very nice and cozy place!

OTHER COMPONENTS

| SELECTOR | TAGS | SWITCH | DIVIDER |

| PAGINATIONS PAGE | STEPPER CONTROL | PROCESSING |

| 1 | 2 | 3 |

| TEXT LINK | LABEL | LOADING | RATING |
| Text Link   Right Icon | Label | Loading | |

COLOUR INFORMATION

SEGMENTED CONTROL

SLIDER

| Homestay |

| Homestay | Hotel | Villa | Resort |

OVERLAYS

FRAMES

Home page
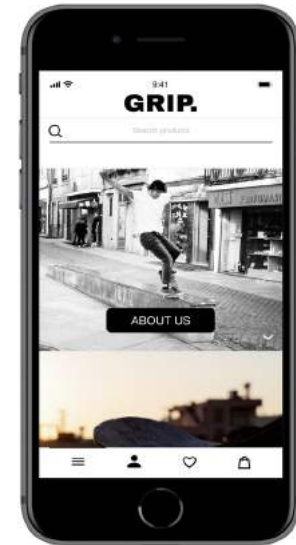
Products page
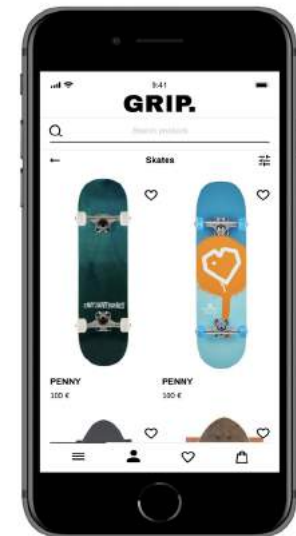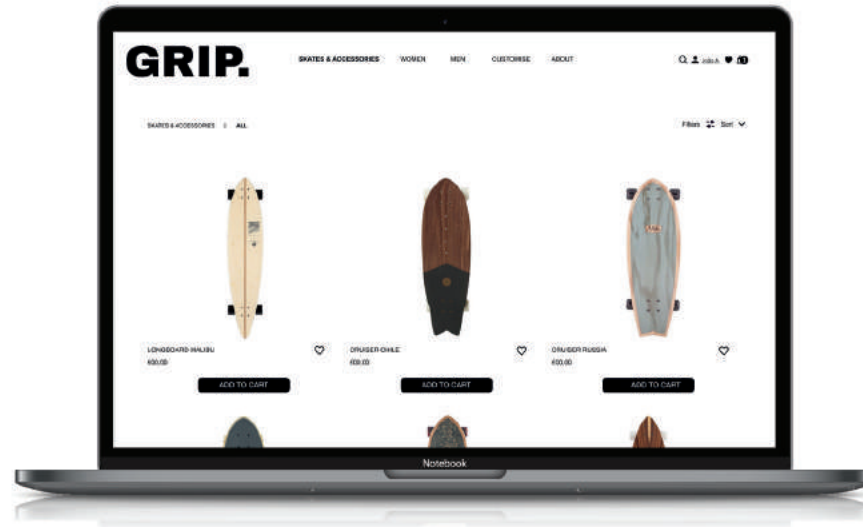
FINAL SOLUTION

Product page
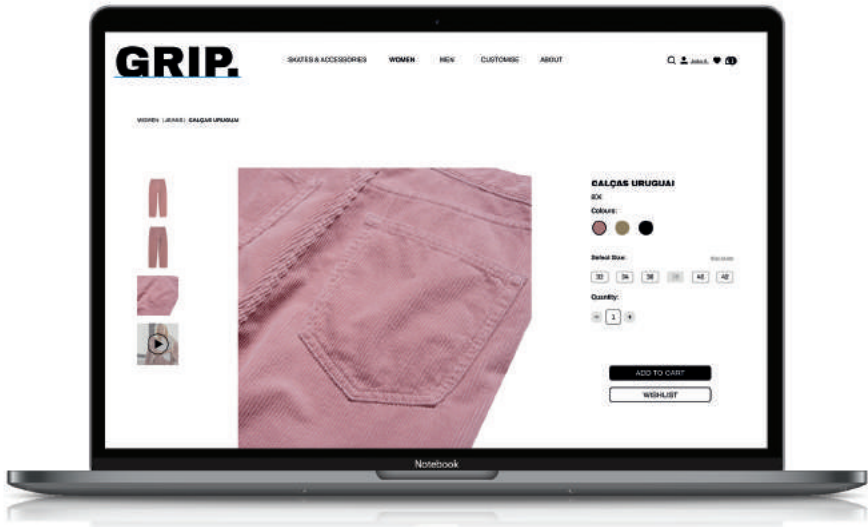
Check Out
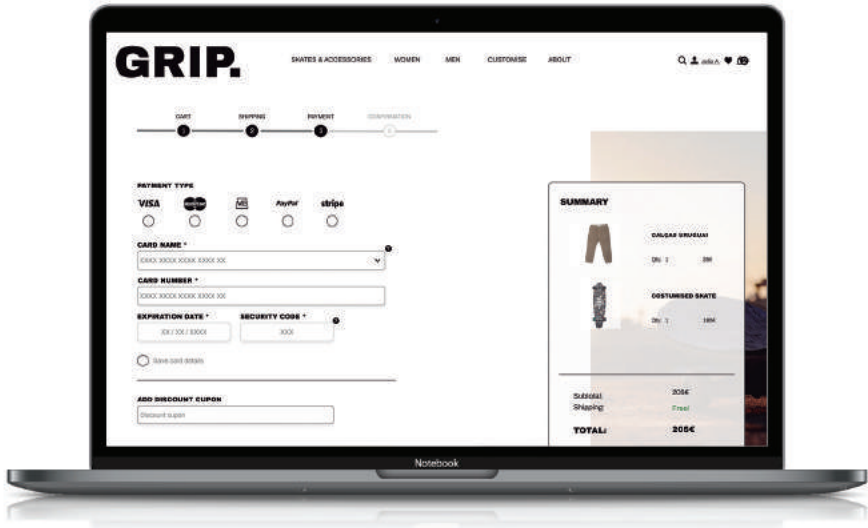
Case study 02

JUST CALÉM BUDDIES

Client   *CALÉM, PORTO*

Sector   *Gastronomy, Culture, History*

My Role   *UX/UI development*

Project Time   *1 month*

Design Process:

DEFINE

EMPATHIZE

IDEATE

PROTOTYPE

OVERVIEW

The challenge proposed by Cálem focused on two aspects: improving the customer **lifetime value of tourists** visiting Cálem cellars and i**mproving the brand's presence on digital channels**. One of the most important objectives inherent to the proposed challenge was to lead tourists to the e-commerce of the Cálem brand, the Uva Wine Shop, and how to get tourists to feel the need to consume the Cálem product when they return to their homeland.

We developed a platform where the tourist selects his interests and is introduced to a avalable buddy to introduce him to the city. On the platform it is also possible to know the Cálem brand as well as access the Wine Shop.

My role in this project was all the UX / UI development of the application, taking into account the briefing, defined marketing strategy, brand, user, financing and time needs.

DEFINE
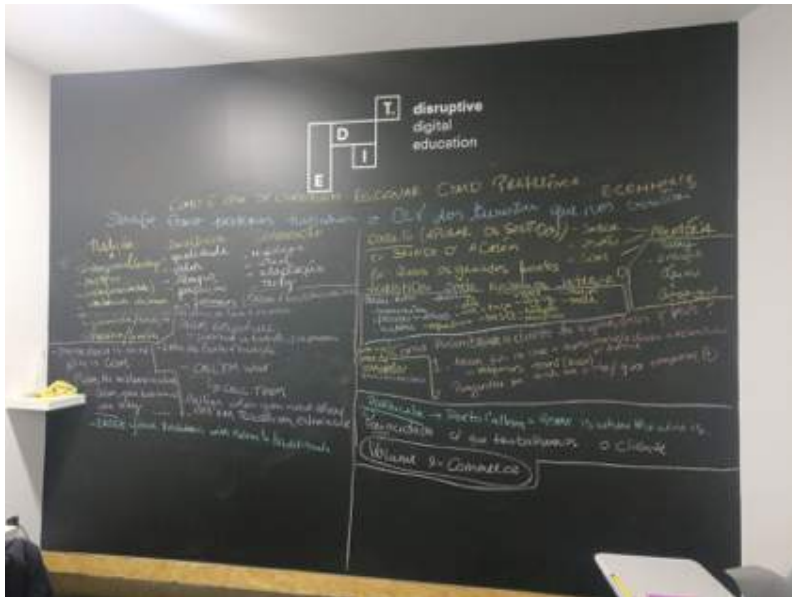
To better understand how we could respond to the challenge, we started by analyzing the trends for tourism in 2020 and creating a concept. We realized that one of the main trends, at the moment, is **local tourism**. Considering the birthplace of the Cálem brand, do we think that a better example of local tourism than **Porto**?
But why Porto? Because it's genuine, young, it's tradition and party and friends. Porto is Porto, and Porto is Cálem.

Following this line of thought, we wanted to instill all these characteristics of Porto in the tourists who visit it and who visit Cálem and we think about the profiles of the tourists who visit the city daily.
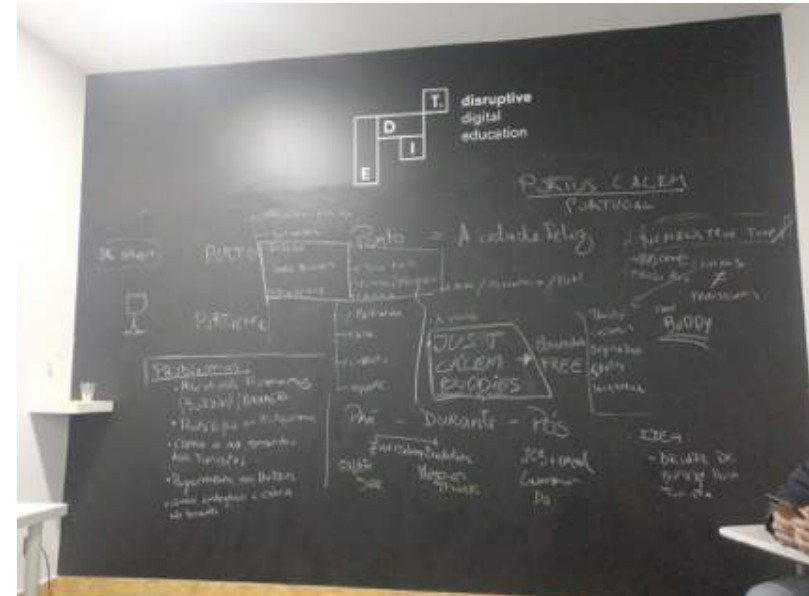
Following this brainstorming session, we came up with the idea of a **buddies program for tourists visiting Porto, which would be sponsored by Cálem** and which would be called Just Cálem Buddies (a play on the English call'em - call them- and the name of Cálem).

But what does the platform consist of?

The proposal focuses on creating a platform where, when defining their interests, a set of buddies are presented to the tourist, available to be their "tour guide" for the city of Porto that shares the same interests.

The idea is that the genuine friendship that buddy creates with the tourist during his stay in Porto reminds him of his experience in the city and, at the same time, of the Cálem brand and that is reflected in his relationship with the brand a long term.

EMPHATIZE

Entrevista 1

Nome: sara andrade
Idade: 33
Sexo: feminino
Cidade: porto

Viajante? Com que frequência: sim

Que tipo viajante é? (aventura, cultura, lonelly traveller ...) aventura

Perguntas relevantes:

Aderias a um conceito do género da Just Cálem Buddies? Porquê? Sim, facilidades de conhecer a cidade

Confiavas numa plataforma deste género? Sim ou Não e porquê? Mais ou menos, tinha que ler _ a reviews existentes

O que gostarias de saber sobre o teu buddy antes de o seleccionares? Quais as keywords mais importantes? Fotografia, biografia, referencias de coisas que tenha feito (ex: ftg de outras experiencias)

Como é que gostarias que o contato fosse feito? Redes sociais? Telefone? No site? No site _ o primeiro contacto

Estarias disposto a pagar um valor por este serviço? Sim

Se sim, pagarias de pagar um valor fixo ou preferias ser tu a estipular no final? Estipular no final ou pelo menos saber o mínimo e depois ver se dava mais ou nao

Tornarias-te um buddy na tua própria cidade? Sim, parece interessante

Entrevista 2

Nome: Rogério Salgado
Idade: 28
Sexo: Masculino
Cidade: Belo Horizonte, MG, Brasil

Viajante? Com que frequência: 6 em 6 meses (média)

Que tipo viajante é? Prefere misturar experiências, como gastronomia e sight-seeing. Fica sempre em hostels e faz amizade facilmente. Viaja mais sozinho, mas de vez em quando com amigos.

Perguntas relevantes:

Aderias a um conceito do género da Just Cálem Buddies? Porquê? Sim, para conhecer pessoas novas e poder otimizar o tempo que tenho na cidade, podendo disfrutar do maior número de coisas possivel.

Confiavas numa plataforma deste género? Sim ou Não e porquê? Me basearia muito em poder ter acesso a informações dos buddies antes. Se a plataforma já fosse um conceito provado e testado, não teria problemas. Em fase, inicial, poderia ficar com receio.

O que gostarias de saber sobre o teu buddy antes de o seleccionares? Quais as keywords mais importantes? Disponibilidade, especialidades ou skills, idiomas, tempo como membro e reviews.

Como é que gostarias que o contato fosse feito? Redes sociais? Telefone? No site? Penso que o contato possa ser feito das 3 formas. Mas o contato inicial espero que parta do buddie. Uma mensagem via whatsapp ou messenger inicialmente. Mas como usurário, quero as informações do buddie (telfone e email e qualquer outra coisa relevante).

Estarias disposto a pagar um valor por este serviço? Sim.

Se sim, pagarias de pagar um valor fixo ou preferias ser tu a estipular no final? Fixo, previamente acordado, baseado em nosso "roteiro"... quaisquer extras pagaria a parte pela prestabilidade e ajuda, como "tips".

Tornarias-te um buddy na tua própria cidade? No momento não, pois toma tempo e trabalho muito.

Entrevista 3

Nome: David Gonçalves
Idade: 27
Sexo: Masculino
Cidade: Braga, Portugal

Viajante? Com que frequência: 6 em 6 meses (média)

Que tipo viajante é? Gosta de experimentar e costuma viajar acompanhado pelos amigos ou família.

Perguntas relevantes:

Aderias a um conceito do género da Just Cálem Buddies? Porquê? Sim, porque é uma maneira de conhecer uma cidade, cultura e pessoas com a ajuda de uma marca (sponsor).

Confiavas numa plataforma deste género? Sim ou Não e porquê? Sim, caso as pessoas associadas tal como os restaurantes/cafés, etc , tivessem opiniões/reviews. O que tornasse o mais fidedigno possível. Para além disso, uma boa relação preço/qualidade é importante. Se através da app tiver descontos em dormir num hostel, ou a um museu, ir as caves, isso gera confiança.

O que gostarias de saber sobre o teu buddy antes de o seleccionares? Quais as keywords mais importantes? Primeiro saber se é uma pessoa da cidade. Depois a idade, para ver se o tipo de atividades encaixa com os meus gostos. #local (se é do porto). #linguas (as que fala é importante) #enologia (conhecimentos dos vinhos do porto par aconselhar) #simpatia

Como é que gostarias que o contato fosse feito? Redes sociais? Telefone? No site? Preferia uma sms e redes sociais (por exemplo: instagram).

Estarias disposto a pagar um valor por este serviço? Se sim, pagarias de pagar um valor fixo ou preferias ser tu a estipular no final? Sim, se compensasse em relação a uma ida normal aos sitios visitados. Preferia eu dar uma gratificação/Tip.

Tornarias-te um buddy na tua própria cidade? Sim, era uma maneira de mostrar a minha cidade ao mundo. Para além disso, tinha oportunidade para conhecer novas pessoas, culturas e possivelmente ainda ganhar alguma coisa a nível monetário.

Personas

With our interviews results, we could defined our user profile: George - 25 years old, German, recently graduated, loves to travel and loves the nightlife, is adventurous and enjoys meeting new people and cultures. He travels with friends, but also alone.
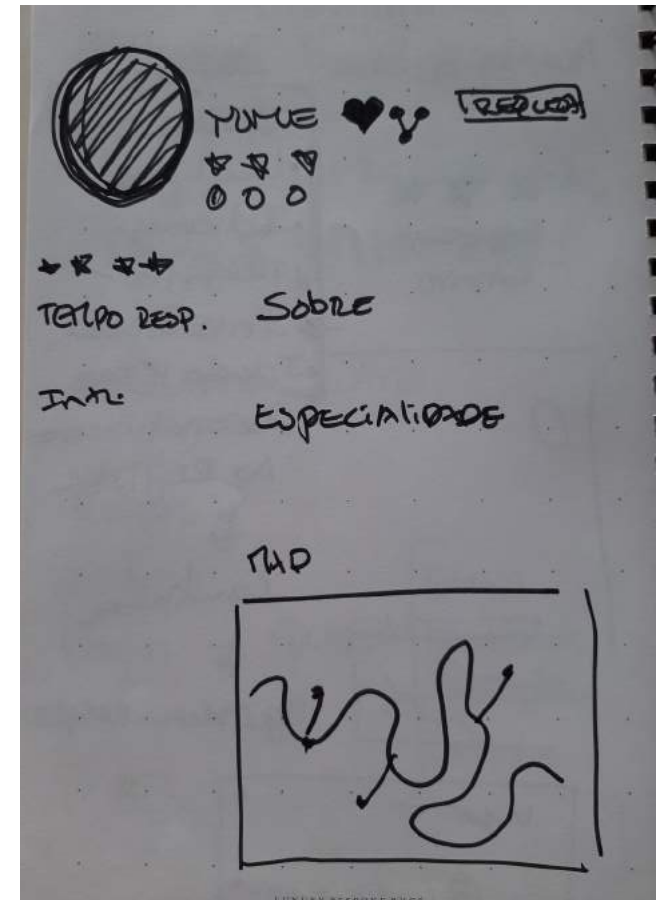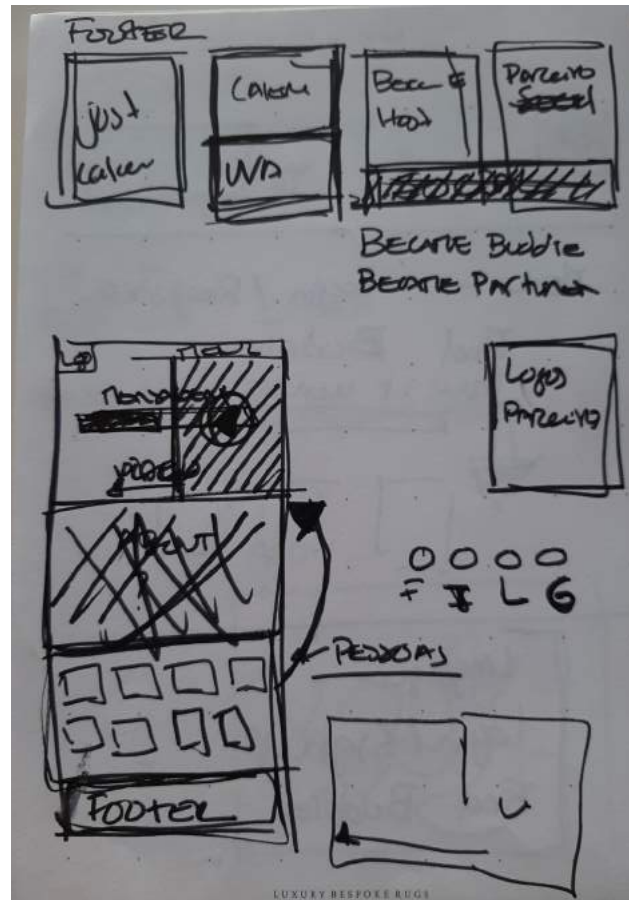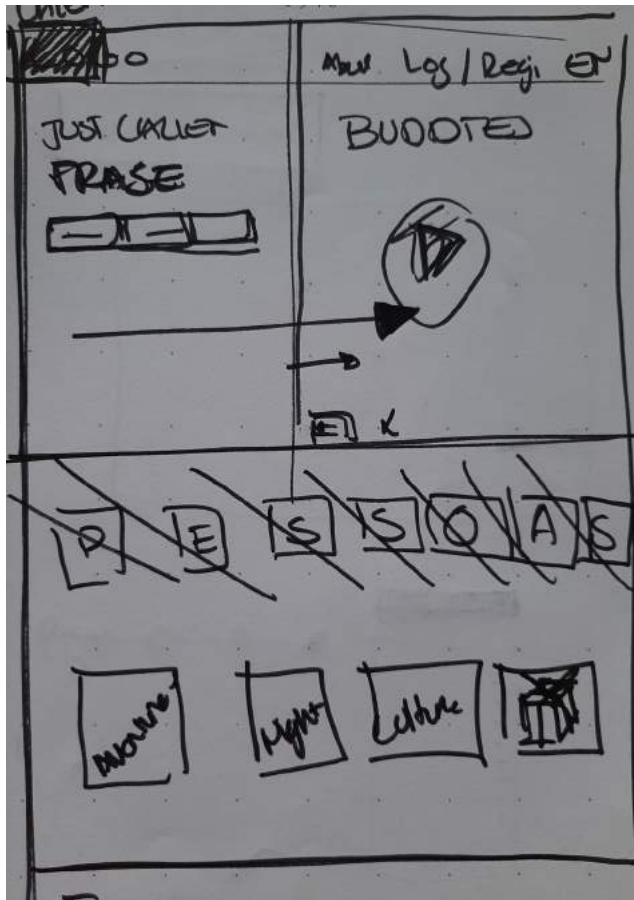
Pain Points:
- **Are afraid of this new concept;**
- **Price;**
- **How is the first contact made?**
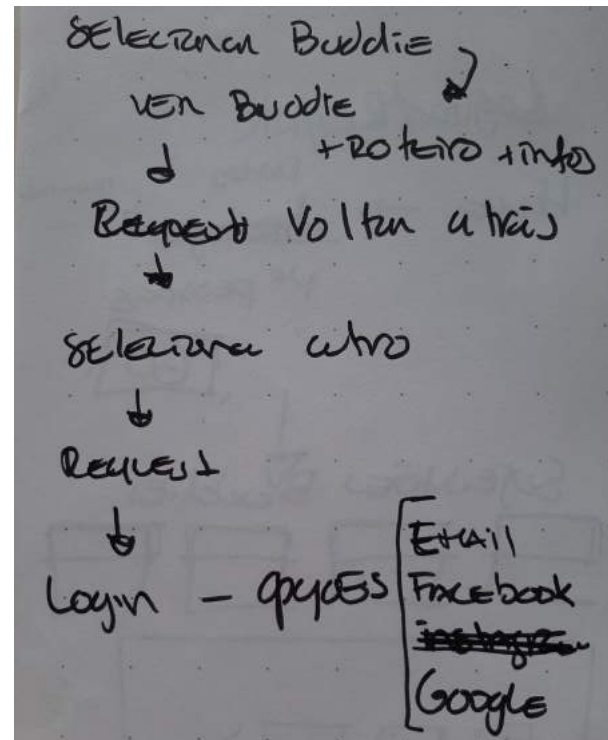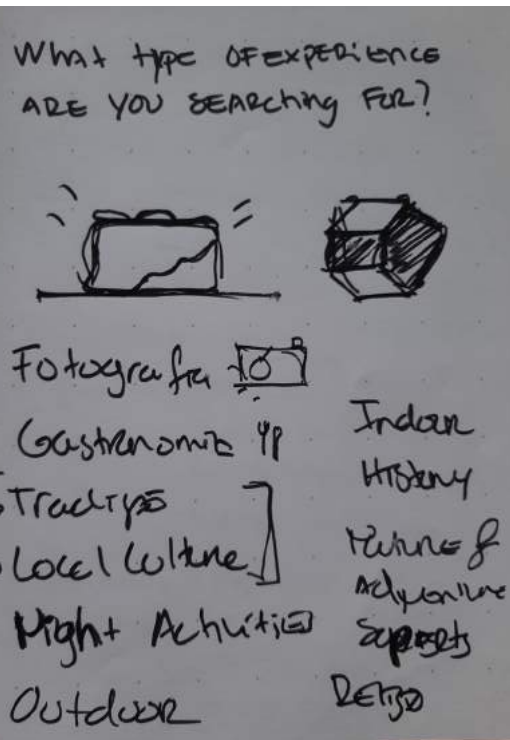- **It is not a travel agency;**
- **Who are these people?**
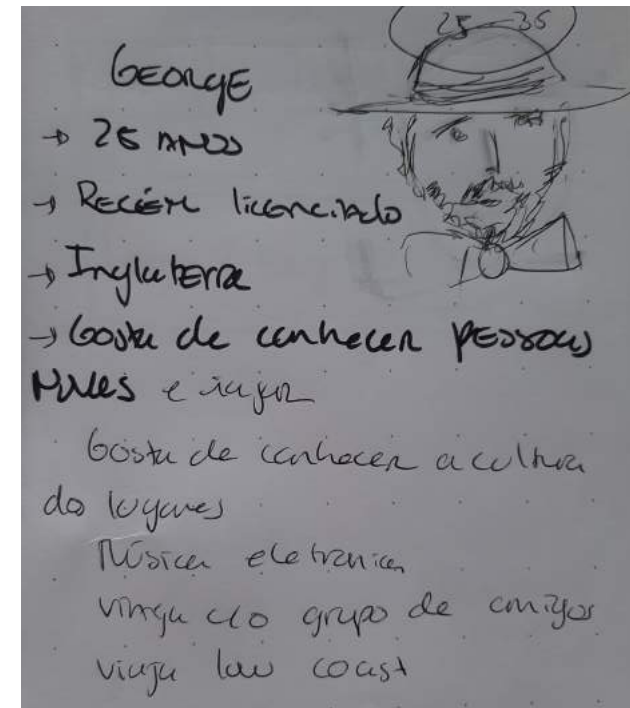
IDEATE

"We believe that tourists come and go, but that friends are forever, and what better way to create a lifetime relationship with a customer than to become friends with him?"

How it works

Step 1
Select what type of experience you are looking for.

Step 2
Make sure that you find the perfect buddy for you

Step 3
Discuss the details of your buddy. He or she will get in touch with you.

Step 4
Please remember to rate your buddy and leave a comment. Although it is a free service, tips are welcome.

1. Home Page

2. Selection of dates and number of people - City of Porto does not need pre-definition - FIND BUDDY.

3. Buddy's page: select filters.

4. Select a buddie and see his profile. Visible data: photo, tariff (illustrated), about, languages, specialties and interests, age, comments, rating, response time, available social networks and other suggestions of similar buddies (for future opportunities).

5. Change buddy: select a new buddy.

6. Analyze and select "Request Buddy."

7. Login (email, Facebook or google) or Register (in this case a confirmation email and sent together with a link for the account to be activated).

8. Select how you prefer to be contacted by a buddy (WhatsApp, Facebook Messenger, phone call)

9. (A) buddy contacts the user through the preferred option

PROTOTYPE
LOW - Fidelity Wireframes

After the initial sketches and having the steps defined, I started by designing low-fidelity wireframes, in order to better organize the platform structure.
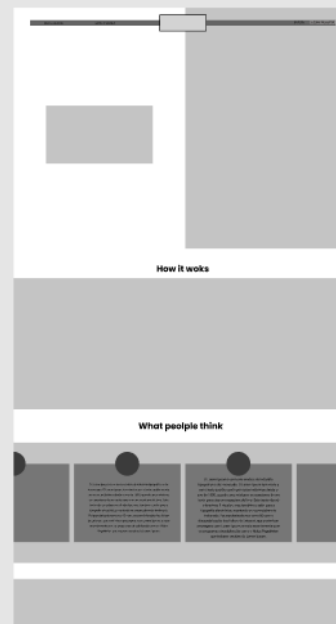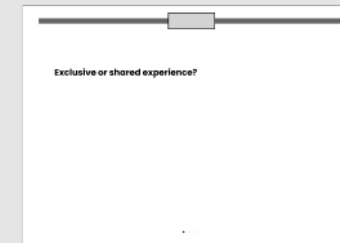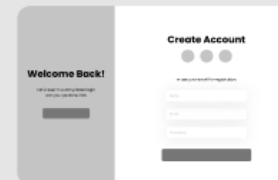
Style Guide

At the same time, together with another colleague, we developed the style guide.

It was not our objective that the platform was too similar to Calém website. So we feelt free to try to create a more **youthful and "fun" platform.**

From the style guide that the brand itslef gave to us, we took advantage mainly of their colours.

| TYPOGRAPHY

PB — Poppins (Bold)   **TG** — Trade Gothic   **BT** — Boston Trafic

| ICONOGRAPHY

| ILLUSTRATIONS

PRIMARY

SECONDARY

| COLORS

PRIMARY COLORS

| #7F3032 | #000000 | #FFFFFF |

SECONDARY COLORS

| #052140 | #60745E | #A48361 | #B86649 | #F69R3C |
| #A7AB40 | #FFBC53 | #FAF7EC | #DC59709 | #R2535C |

NEUTRAL COLORS

| #1A051D | #3F3356 | #DDC906 | #ECEBED | #F7F5F9 |

| COMPONENTS

BUTTONS

LARGE BUTTONS   SMALL BUTTONS   OTHER BUTTONS

DEFAULT   SMALL DEFAULT   Skip for now

GHOST   Small Ghost

INPUT FORMS

DEFAULT   PASSWORD   LEFT ICON   DROPDOWN   FILTERS DROPDOWN

CHECK IN / CHECK OUT   TRAVELERS   TEXT BOX   OTHER

OTHER COMPONENTS

CHECKBOXES   PAGINATIONS DOT   STEPPER CONTROL   LOADING   RATING   INTERESTS

LOGIN & REGISTRATION FORMS

Create Account   **Create Account**   **Login**

REGISTER   REGISTER   LOGIN

AVATARS

PROTOTYPE
HIGH - Fidelity Wireframes
STEP 1

The tourist, in this case, George, starts by putting the dates that he will be in Porto and, if accompanied, the number of people.

Also on the Home page, the user can see how the platform works and immediately read comments and reviews from other users;

The user goes through three main filters (which he can also sky) and filter it afterwords..
With the following questions:
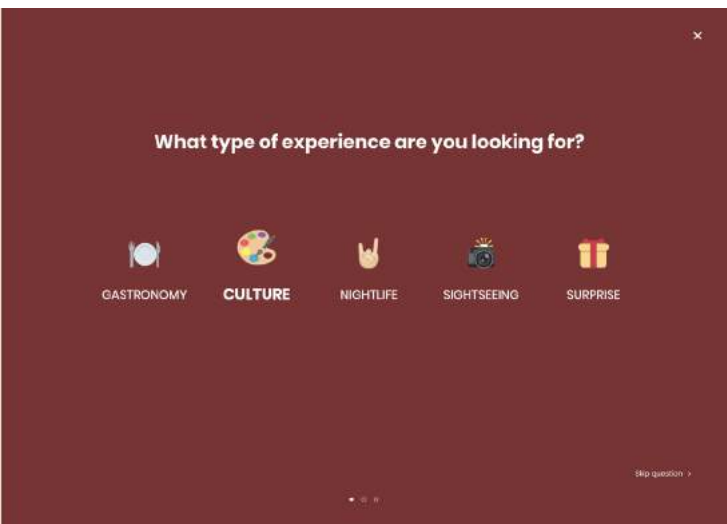
Q – 1

Q – 2
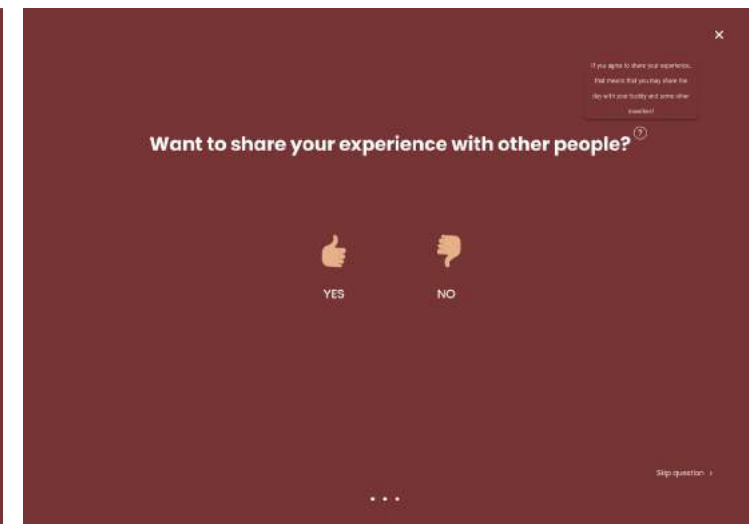
Q – 3

PROTOTYPE
HIGH - Fidelity Wireframes
STEP 3 - Select a buddie.

The user can change filters, dates an number of travellers, if he needs to.

He can also see the buddies that are available with the following information:

- **Picture**
- **Name**
- **Age**
- **Qualification**
- **Languages**
- **Price range (only some of them have)**

Pedro Gomes, 21

Buddies can set their own rate based on their experience, availability, specialties, ratings, etc. Don't be shy to reach out to them and negotiate 😊

FIND A BUDDY   HOW IT WORKS   JUST CÁLEM BUDDIES   EN|PT   LOGIN | REGISTER
Powered by CÁLEM

CHECK IN / CHECK OUT   TRAVELERS
21 - 23/02/2020   1 Person

FILTERS:
NIGHT LIFE   GERMAN   SHARED

Meet the Buddies:
We made a selection based on your dates and preferences

Buddies can set their own rate based on their experience, availability, specialties, ratings, etc. Don't be shy to reach out to them and negotiate 😊

Ricardo Figueiredo, 26

Rita Macedo, 27

Filipa Fonseca, 26

Rui Pedro, 25

Melanie Silva, 24

André Sousa, 30

Isabel Pinto, 35

Ana Maria, 23

ABOUT CALEM · WINE SHOP · CONTACTS
Become a Buddy   Become a Partner
Powered by CÁLEM
Terms and Conditions
Privacy Politics

PROTOTYPE
HIGH - Fidelity Wireframes
STEP 3 - See his profile.
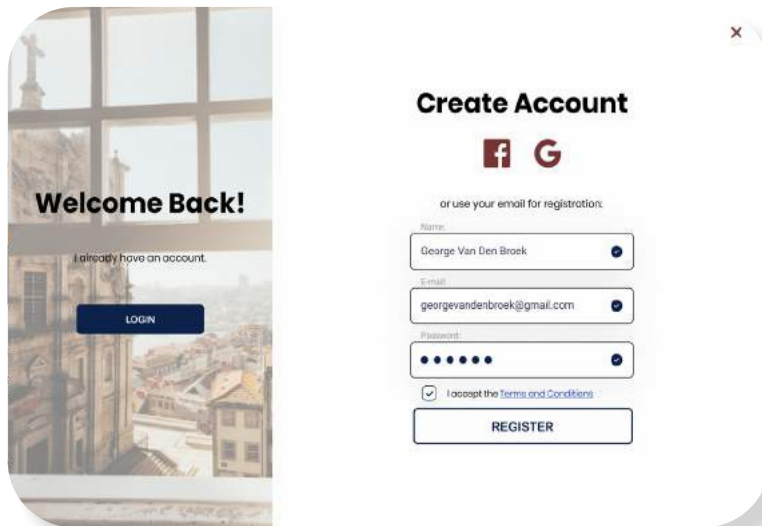
Visible data:

- Photo
- Tariff (illustrated)
- About
- Languages
- Specialties
- Interests
- Age
- Reviews
- Rating
- Response time
- Available social networks
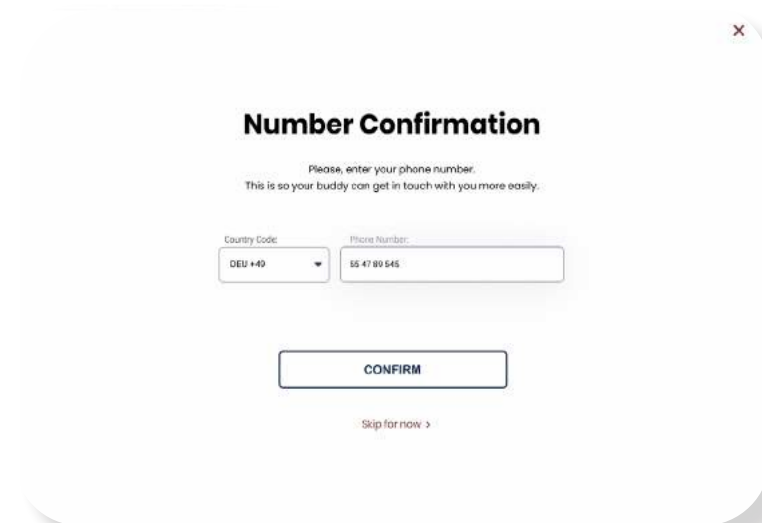- other suggestions of similar buddies
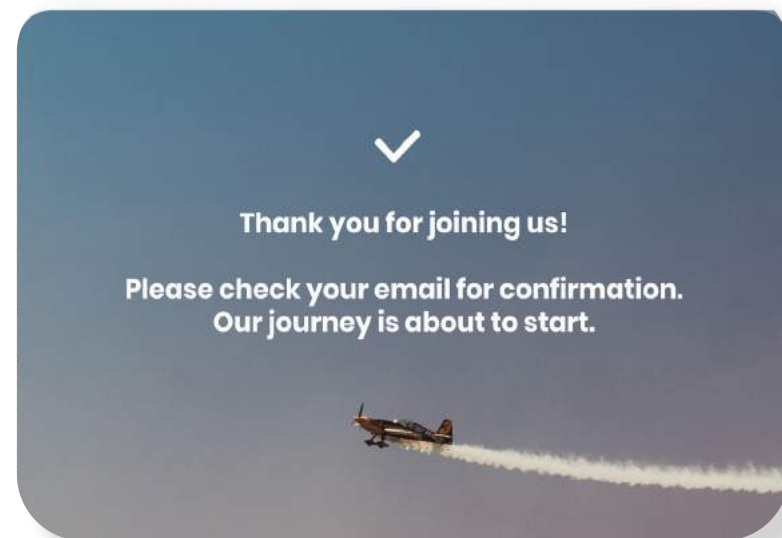(for future opportunities).
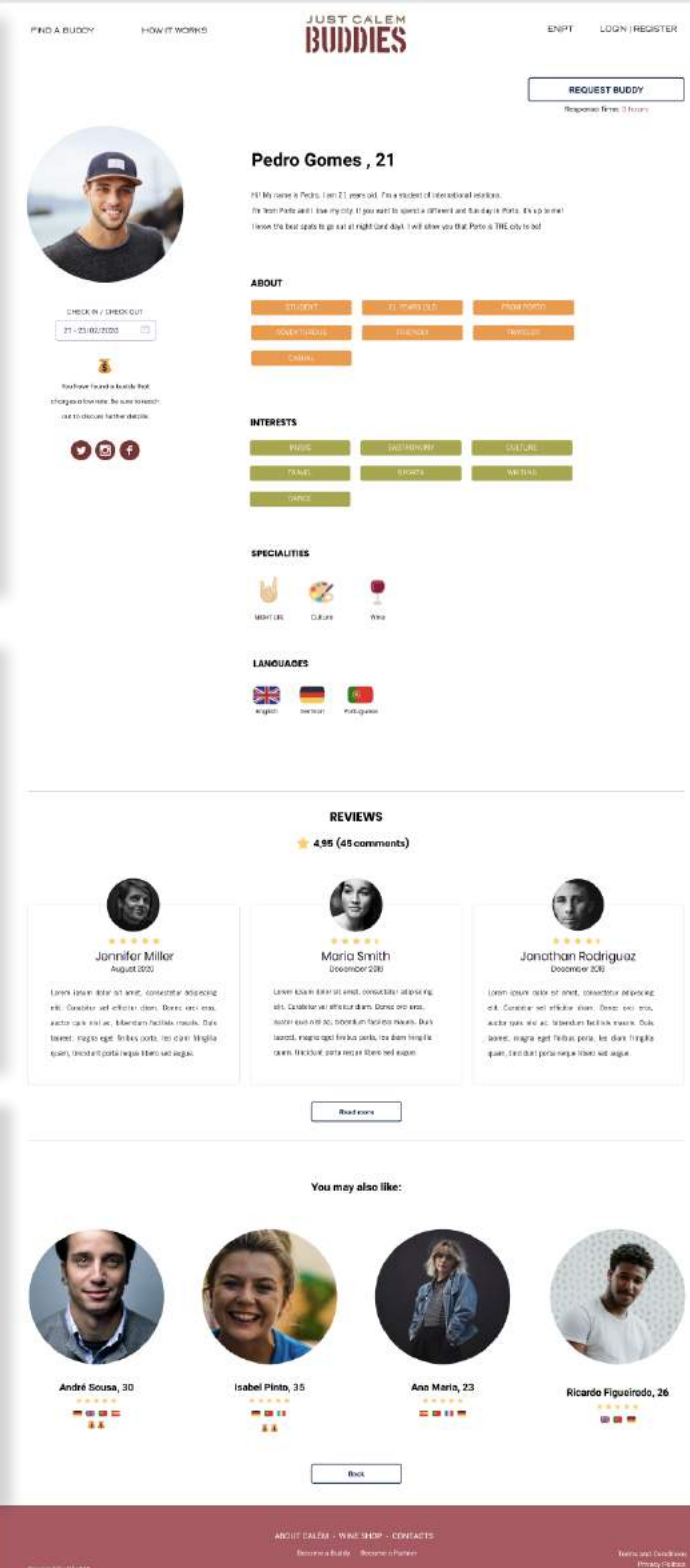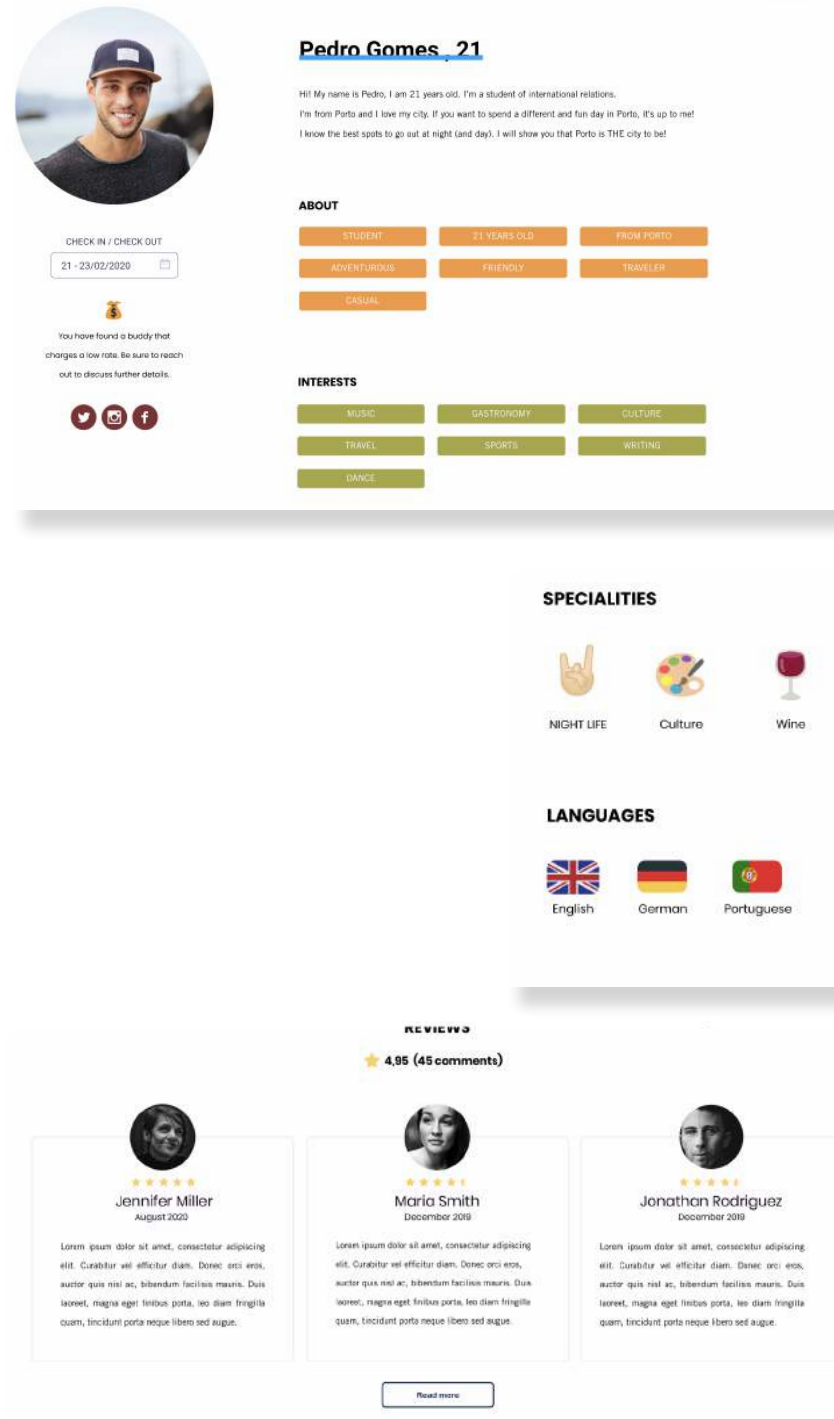
A) LOG IN / REGISTER

B) HOW DO YOU PREFER TO BE CONTACTED?

C) CONFIRM YOUR NUMBER

B) HAVE A NICE TRIP TO PORTO

Case study 03

TIK-TOK,
the new (r)evolution

Client   *Ux for Emotions - Workshop*

Sector   *Social Media*

My Role   *Empathy map, low fidelity prototype*

Project Time   *1 day*

Design Process:

EMPATHIZE

PROTOTYPE
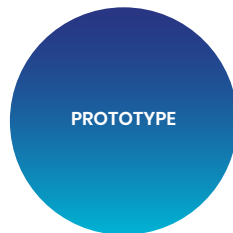
Overview

      This small one-day exercise aimed to find a digital product of medium complexity (amount of content, information architecture, interactions, etc.). **We needed to define and list tasks that represent a journey of use and flow.** Guide our colleague to get his feedback regarding the feelings he felt at each task. **Create an empathy map based on the observed.**

      I chosed to use tik tok as a "case study" for this exercise, as it is a new platform where there is still some resistance in its use.
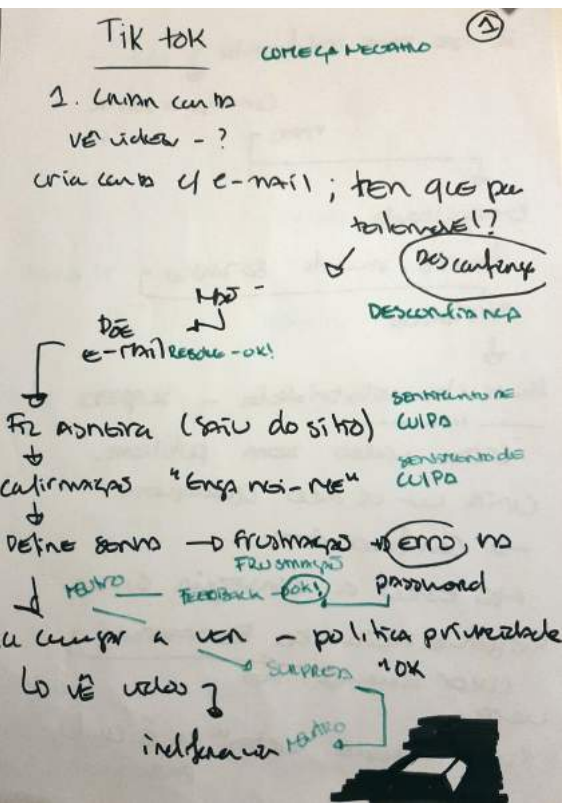
FLOW:

1 - Create account
2- Watch videos
3- Create a video
4 - Delete account

PAIN POINTS

- Lack of trust in the social network
- Constant comparison to other similar platforms
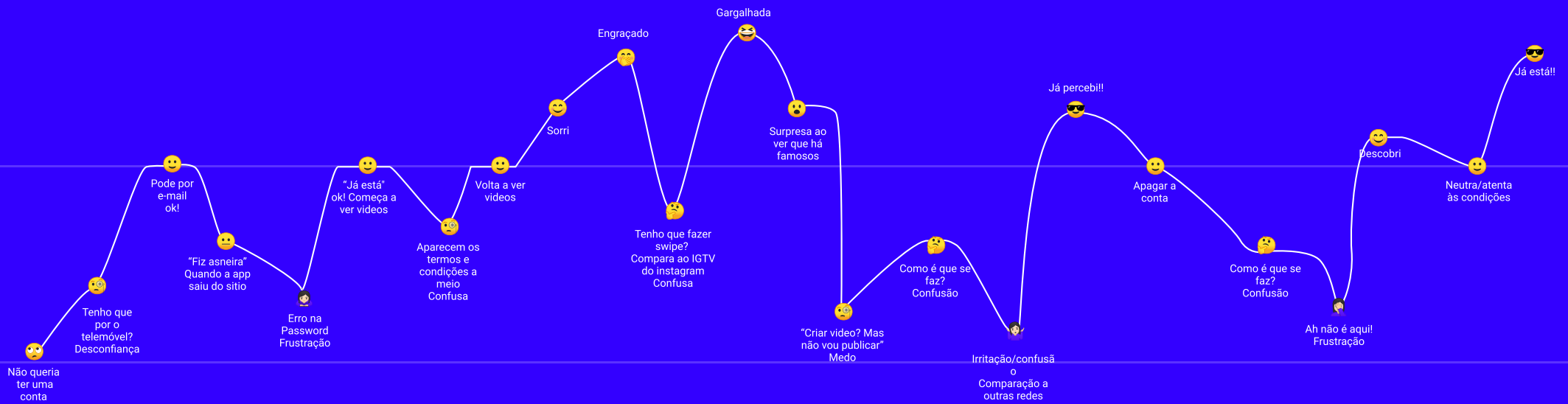- The user has to learn and has difficulty using the platform for the first time
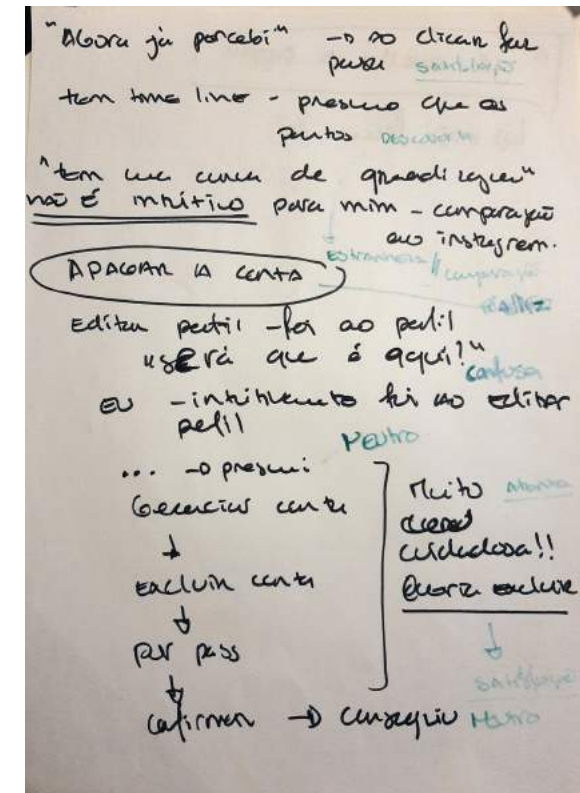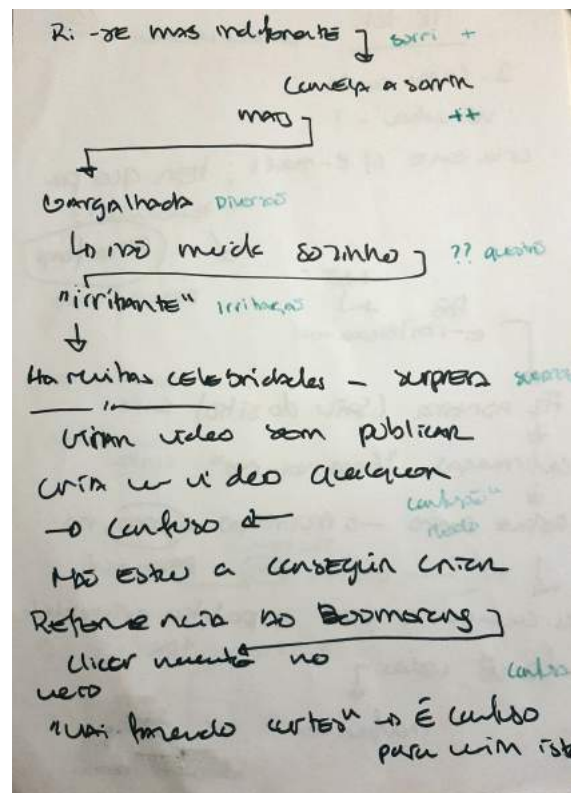
EMPHATY MAP

TIKTOK

Positive

Neutral

Negative

Não queria
ter uma
conta

Tenho que
por o
telemóvel?
Desconfiança

Pode por
e-mail
ok!

"Fiz asneira"
Quando a app
saiu do sitio

Erro na
Password
Frustração

"Já está"
ok! Começa a
ver videos

Aparecem os
termos e
condições a
meio
Confusa

Volta a ver
videos

Sorri

Engraçado

Tenho que fazer
swipe?
Compara ao IGTV
do instagram
Confusa

Gargalhada

Surpresa ao
ver que há
famosos

"Criar video? Mas
não vou publicar"
Medo

Como é que se
faz?
Confusão

Irritação/confusã
o
Comparação a
outras redes

Já percebi!!

Apagar a
conta

Como é que se
faz?
Confusão

Ah não é aqui!
Frustração

Descobri

Neutra/atenta
às condições

Já está!!

Based on my user's emotional balance strategies,
triggers, emotional connection levels, emotional capture parameters, etc., I identified a macro
 interaction component (login and registration, product\page, homepage) and designed / proposed
strategies to awaken desire, utility and usability.

Improvement suggestions:
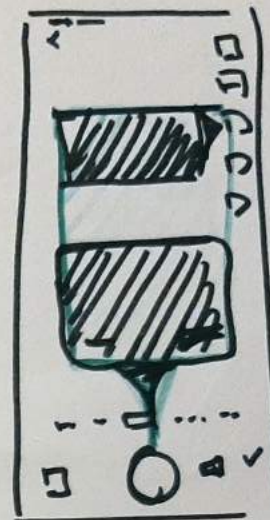
- **Reorganization of the icons in the video area,**
- **Creation of an automatic swipe**
- **Show and demonstrate the features, in a first use**
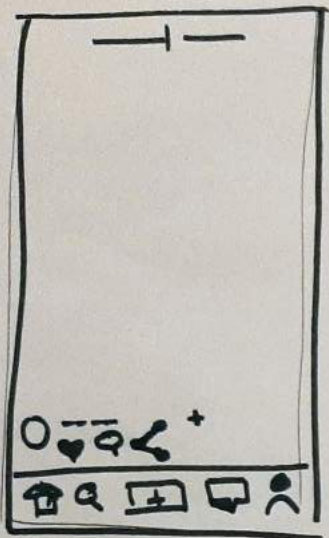
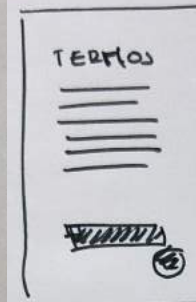

SIMBOLOS + DISCRETOS
SEM SER EM CIMA
DO VIDEO
+ PEQUENOS
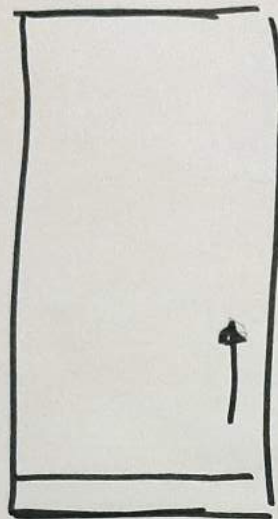
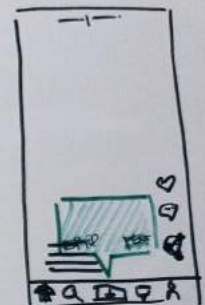SWIPE AUTOMÁTICO
+ POSSIBILIDADE
DO UTILIZADOR
CONTROLAR
BE
GOOD FOR lazy
PEOPLE ♥

DAR tips
AOS UTILIZADORES
QUE USAM A APP
PELA 1° VEZ

TERMOS

TERMOS E
CONDIÇÕES
TUDO O QUE FOR
TERMOS E BUROCRACIAS,
APRESENTAR ANTES
DE COMEÇAR EM O
NAVEGAR

1° contacto c/ A
Aplicação! → DAR DICAS
AOS MEUS UTILIZADORES
COMO FUNCIONA?
O QUE PODEMOS FAZER
SER BREVE! MAS
MAS Explicativo.

THANK YOU!

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