

Why Amazon?

Innovation | Diversity | Insights

I believe that being willing to listen to different ideas or even change yours can lead to innovation. And the only way to consider other perspectives is to have people with a diversity of backgrounds and experiences working alongside you. The power of diversity moves us forward and pushes us toward new insights.

These 3 main values for me, I can see them on Amazon.

Natali Salazar

UX Portfolio



About Me

For many years I have worked with different companies related to Marketing, Design and Technology. In the same way, my role has continually changed from web designer, researcher, UI designer to finally **becoming as a UX designer.**

[More about me ↗](#)

Before starting

As a product designer part of my job is **trying to evangelize the discipline of UX**. In the companies that I have worked, UX have been at the first level of maturity. Nevertheless in the cases that you will see, I put all my efforts **to apply some of the methods** to show them the value of UX in order to build better products.

Let's start!

Cases of study

[01]

Undermoilen

App
2019

[02]

VHR

Web
2020

[03]

Let's

App
2021

[04]

Eco meal

Web
2021

[Case study 01 - 2019]



Undermoilen

Travel App just for friends.

Platform:

Mobile

Task:

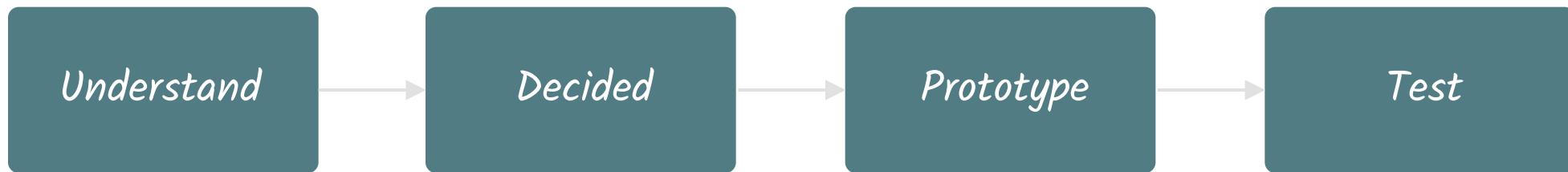
Research, Analysis and Prototyping

[View full case study on website ➔](#)

Overview

Twelve travelers and also some good friends decided to create an app just for friends. The idea was to generate a reliable network of friends. Initially, it is only possible to login by invitation.

Design Process



Who is the users?

We did telephone interviews, online surveys, we saw YouTube experiences video and check on backpackers blog.

After that we could figured out the goals of the user:

- Achieve a cultural exchange, new relationships, new experiences.
- Stay in a safe place.
- Connect with people recommended by your friends.
- Spend as little as possible on accommodation.



Define the Problem

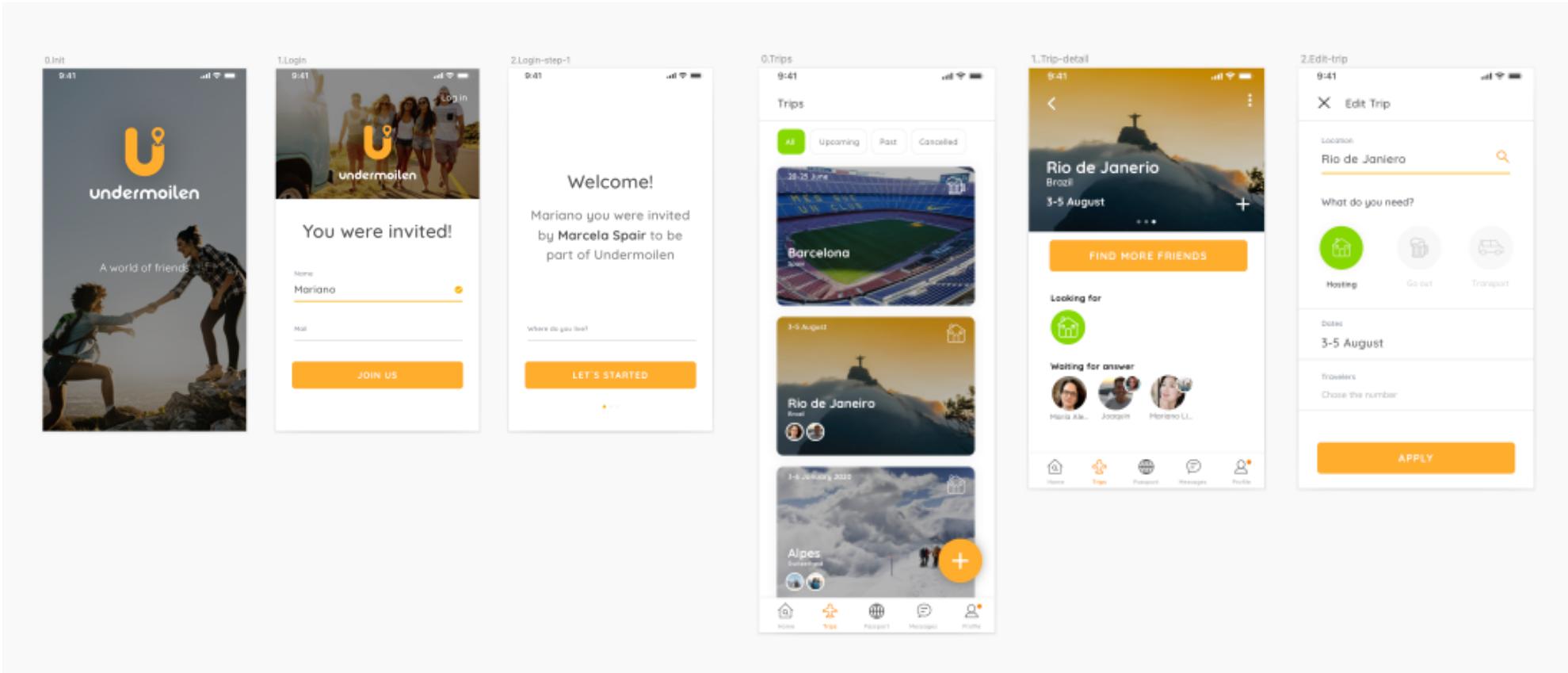
Travelers want to have in one place all the names of the people that other friends recommended to stay with. They don't want to waste time asking for trusted contacts again to stay.

“How might we create a trusted network of traveling friends to experience the world safely?”

Our problem statement

[Case study 01: Undermoilen]

Prototype



[Case study 02 - 2020]

The screenshot shows a vehicle history report for a 2018 Ford Mondeo. Key details include:

- Datos Relevantes:** Includes icons for being a taxi (yellow exclamation mark), 2 accidents (red car), and 2 traffic violations (red car).
- Vehículo:** Ford Mondeo Titanium, 2018, Sedan 4 Puertas, Nafta.
- Taxi:** Uso: Taxi. Fecha Patente: 05/07/2018. Fecha Transferencia: 07/09/2019. N° Motor: YU5878. N° Chasis: WFOWWXGBBW4R28.
- Situación Registral:** CABA. Radicado: Capital Federal. Registro: 094. Dirección: Paraná 433, Piso 8 D. Localidad: CABA (1033). Teléfono: 11 4375 5766. Horario: 8:30 a 12:30h.
- Titulares:** Shows three entries:
 - Persona Humana: Esteban Joaquín Acuña, 7/09/2019, Vigente, 100% interest.
 - Intendente Alvarez 1546, San Miguel, Buenos Aires.
 - Persona Jurídica: Crackers SA, 05/07/2018, 50% interest.Rosario Vera Peñaloza 873, Piso 3, Depto 28, CABA, CABA.

Impuesto Automotor							
Año	Cuota	Estado	Fecha vto. 1	Fecha vto. 2	Importe	Intereses	Total
2019	4	Administrativo	—/—/—	—/—/—	\$ —,—	\$ —,—	\$ —,—
2018	3	Administrativo	—/—/—	—/—/—	\$ —,—	\$ —,—	\$ —,—

Vehicle history Report

Report Digital and printable.

Platform:
Web
Mobile

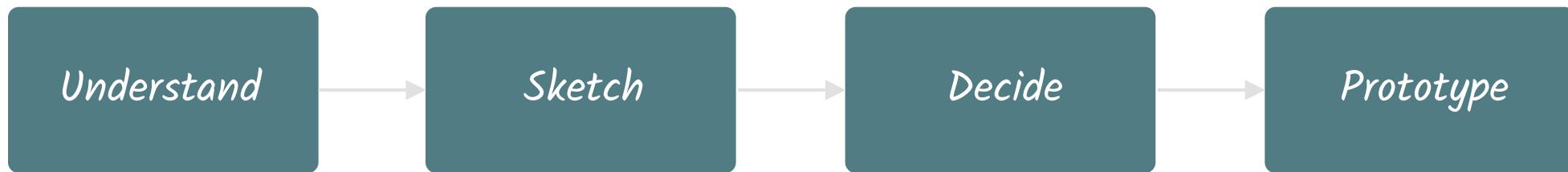
Task:
Research, Analysis and Prototyping

[View full case study on website ↗](#)

Overview

In Argentina the most common way to find something is word of mouth. At the same time, people waste valuable time seeking advice from different sources. The goal of this project was to build a trustworthy website where people could find and answer common questions about the history of used cars.

Design Process



Context and Competitors

Even during the pandemic, online purchases of used cars grew during 2020. In Argentina there are only two major competitors.

After an analysis of those website we found the following.

Weaknesses

Too much information.

Strengths

Most of them take into account the Business user.

In some cases, the call-to-action button is not as visible.

They propose different Plans to pay for the report.

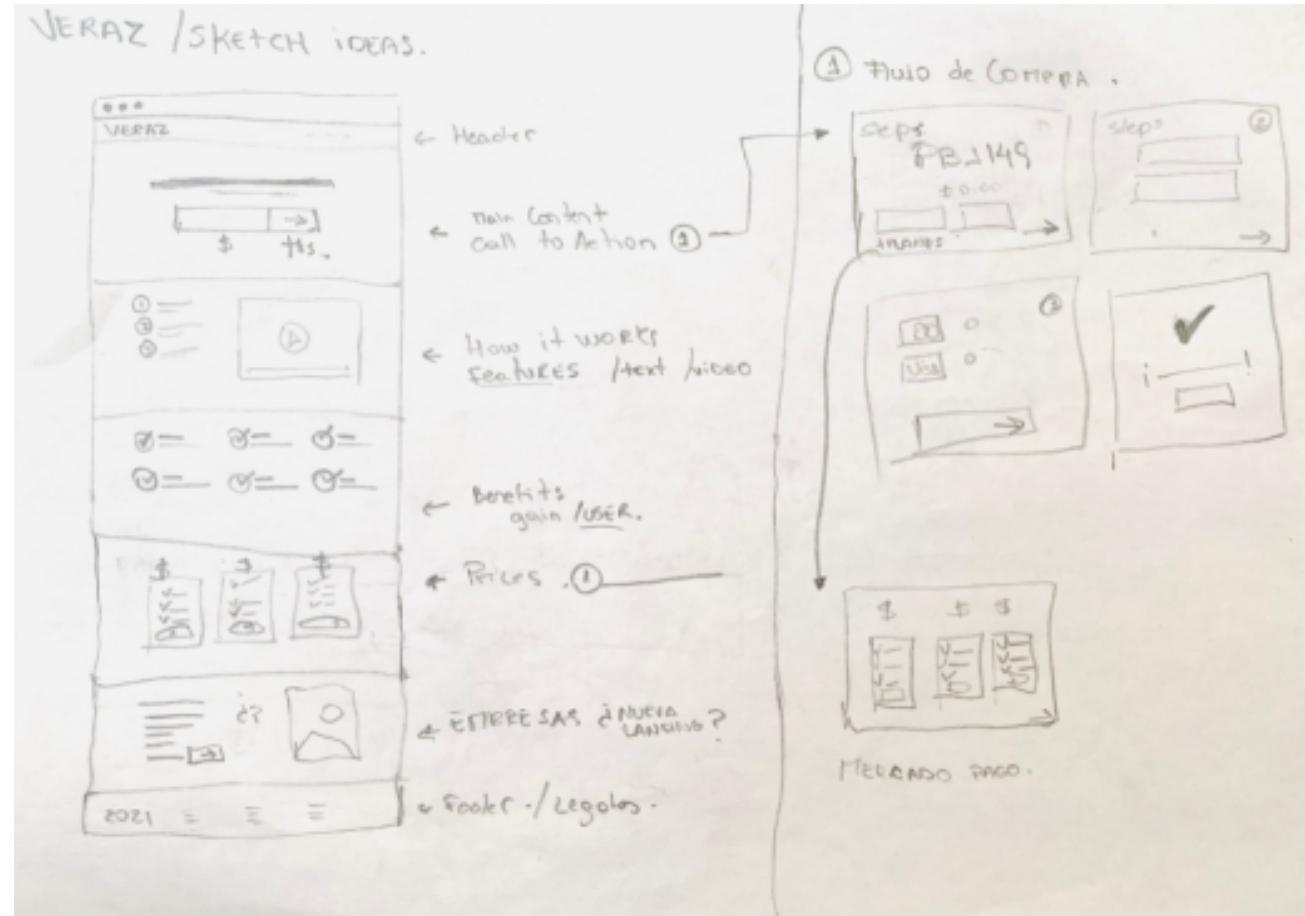
Too much scrolling to find the relevant information.

Complex forms to buy the report

[Case study 02: Vehicle History Report]

Sketch

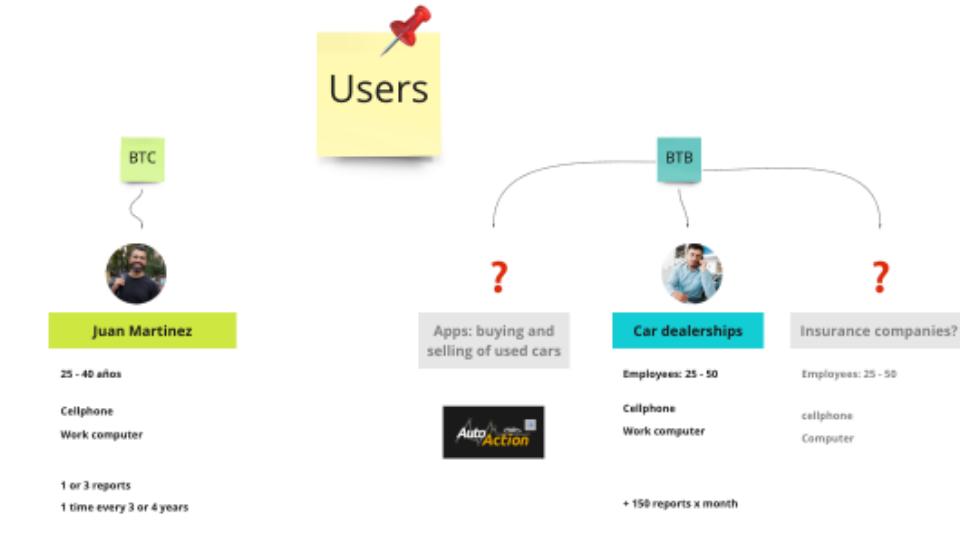
We quickly move into some ideas of landing page ideas and discuss how to improve the reporting request.



Our User

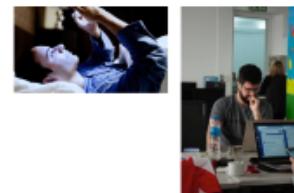
We understood that **two types of users** are involved in the process.

Direct users, those who would buy the car and **indirect users**, those who could offer the service of generating the report for them.



Context

Home - Office



Car dealerships



“How might we offer relevant,
accessible and fast information on
used cars?”

Our problem statement

[Case study 02: Vehicle History Report]

Prototype

Flow

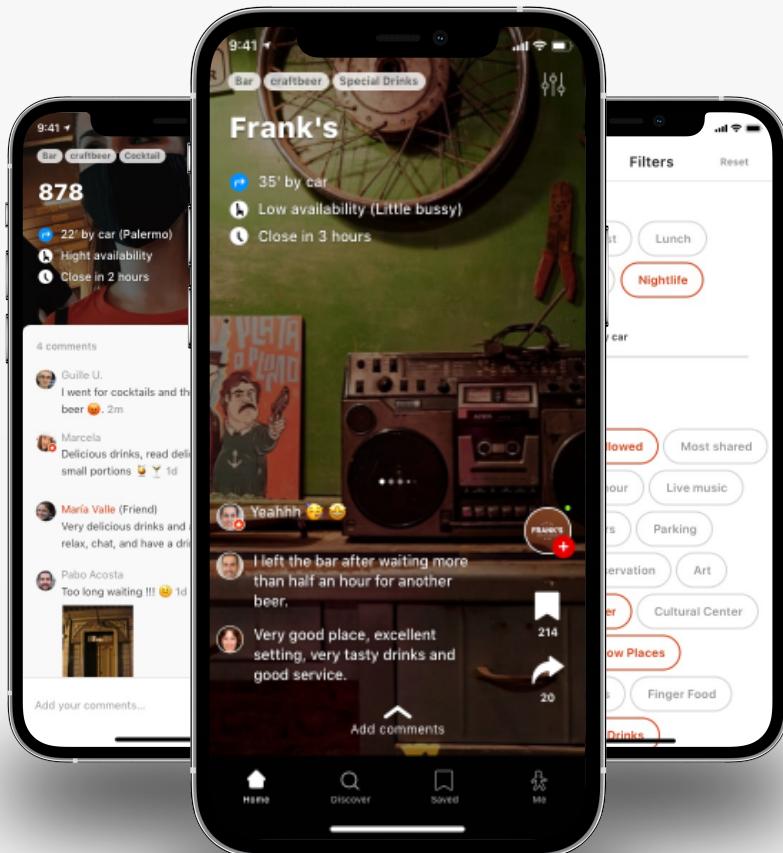
Digital

PDF

Something more...

The Test step was discontinued for reasons unrelated to the project.

LETS.



Let's

Finding the best places, together.

Platform:
Mobile

Task:
Research, Interviews, Analysis and Prototyping

[View full case study on website ↗](#)

Overview

This was an exercise part of a Bootcamp. The goal was design and pre-launch app that let user to find out about cool and little-known events happening in their city.

Design Process



Understanding the Users

After the interviews I can highlight the relevant points:

- Difficult to decide what place choose
- A lot of variety of places and events
- Most of them bother looking for places
- **Mouth of world to find places**
- Decide on the spot
- Prefer Night to go out
- Weekends is the best for go out
- They prefer Bars (craft beer)
- They usually go out with friends
- WhatsApp to plan outings

Do

He usually goes out on weekends at night and due to the pandemic he is not going out in the day. He prefers to go out in the afternoon because the places close early. Before the pandemic he could find places open at night. He decided where to go with their friends on the spot.

Say

"I go where my friends tell me because we share the same interests."

Pains

Due to the pandemic, many places here are also short on hours. He usually enjoys going out later, but now has to take into account the new time and space. This is very annoying because nobody is early.

Goals

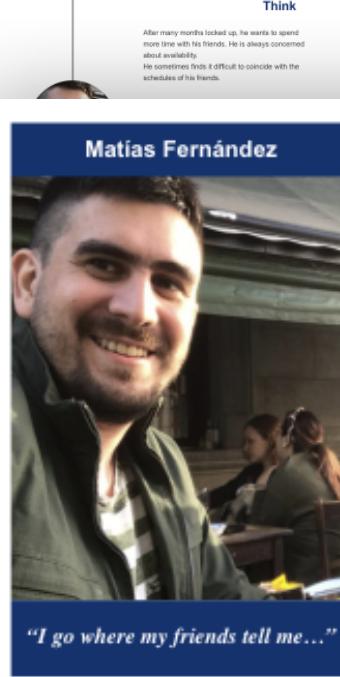
To find best places that suit him. Enjoy the places without waste his time thinking where to go.

Frustations

Wasting too much time deciding where to go, because there many options. Due to the variety of options, he ends up going to the same places. Many times they cannot enter due to space limitations due to the pandemic.

Scenario

Matías works full time for a small accounting firm. Since the last year he has been working from home. He loves meeting up with his friends from school or coworkers. They usually meet in a house and from there they decide where to go. After almost 8 month of quarantine he want to share moments with his friends.



Matías Fernández

Daniela | Woman | 33 | Professional | City of Buenos Aires.

March 15, 2021

1. Do you go out regularly or occasionally?

Regularly

2. Do you prefer to go out on the weekends or during the week?

Weekends

3. Do you prefer to go out in the morning, in the afternoon or at night?

Afternoon/Night

4. What kind of outings do you prefer?

Bars, Restaurants, Activities in Cultural Centers (Art and music).

5. How do you find the places you want to go? Where do you look for them? Prints, word of mouth, Instagram or Facebook Events.

Instagram or Facebook Events

6. What application do you use to make plans?

WhatsApp

7. Who do you hang out with often?

Friends, Some people I prefer to go alone.

8. Do you prefer places with people your age?

I don't care about it. I have diversity

9. Do you plan your outings in advance or you decide them on the moment?

I like to plan them in advance, but if I am free I go with my friends we often go to the bar.

10. Does finding a place to go out take a long time? Is it easy or difficult for you to find a place to hang out?

It's not easy to find a place to hang out because there is so much information available. But it's a difficult to choose one. At least I feel overwhelmed.

11. Do you want to be something else?

I would like to be able to find different types of events in more places, expand my horizons and be able to go to different places. I would like to have more options every time I want to find an event or place to go to. And it's also important to check in advance the hours of the place and if it continues to operate due to the pandemic. Many places have to close.

12. Is it hard to enter the place?

It's not hard to enter the place. Sometimes we have to wait more than 1 hour on the street, I would like to have something that reminds me of the past places I visited.

13. Is it hard to leave the place?

It's not hard to leave the place. I would like to have something that reminds me of the past places I visited.

Do

After many months locked up, he wants to spend more time with his friends. He is always concerned about availability. He sometimes finds it difficult to coincide with the schedules of his friends.

Think

Goals

To find best places that suit him. Enjoy the places without waste his time thinking where to go.

Frustations

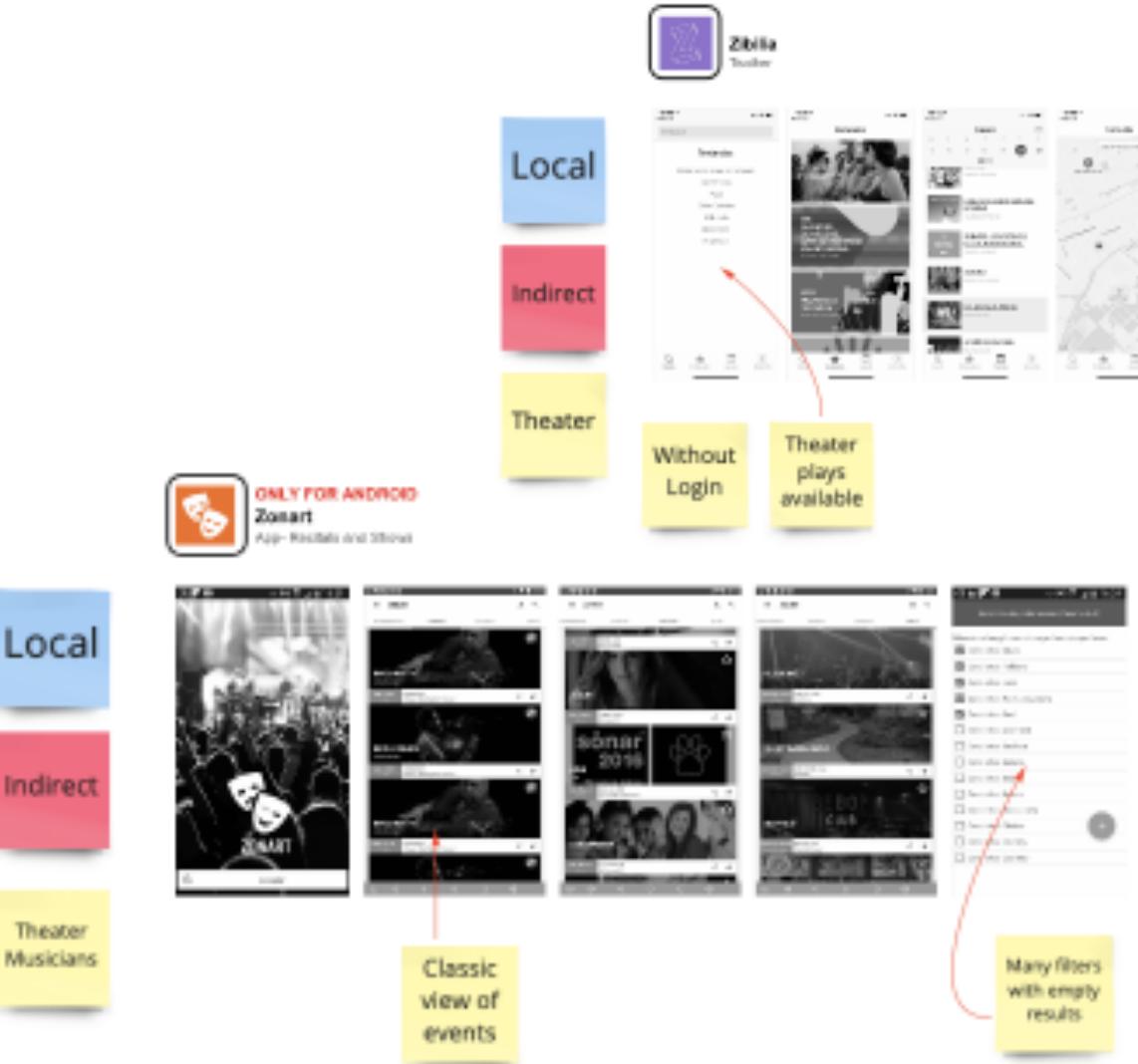
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Who are our possible competitors?

After Interviews I found that **the user don't use any app to find places**, but I found a different options on the market that offers the similar service.



Define the Problem

Argentine millennials don't use any app to find places.

“How might we get young people hooked on an app to find places to go out?”

Our problem statement

Style guide

"Let's" always implies an action. After it we usually add a verb because we associate it with "doing something".

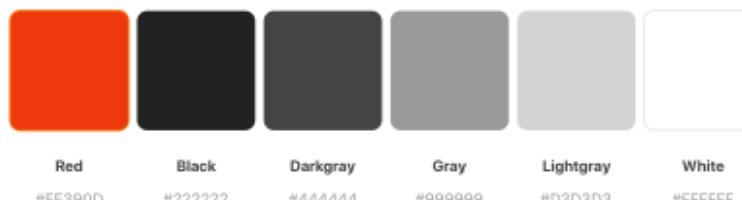
"Let's" proposes an action, and it's short and easy to remember.

After doing interviews, I found that when people plan to go out, they talk to friends about the best options. With this in mind, I used 2 figures, one represents the action of speaking and the second represents people in motion.

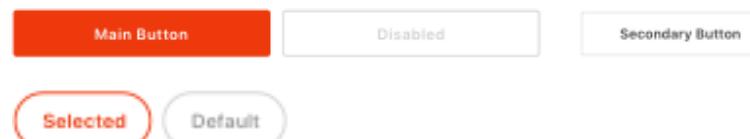
Logo



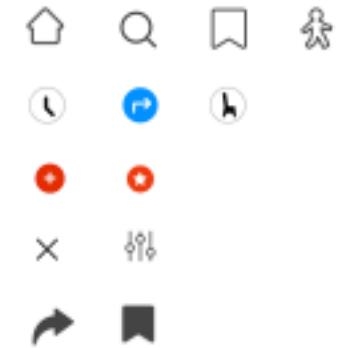
Colors



Buttons



Icons and Typography



H1: Main heading

H2: Sub heading

H3: Heading

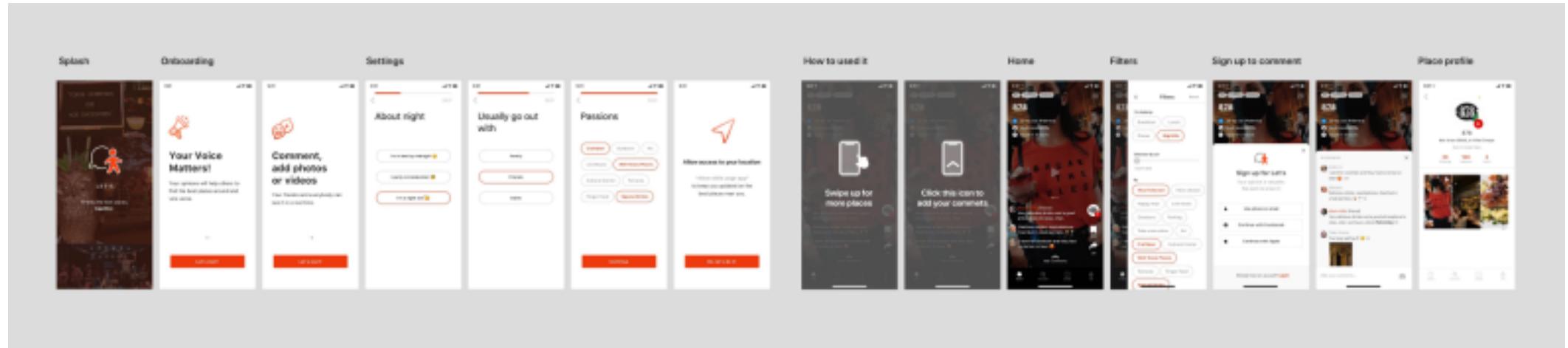
H4: Heading

Paragraph 1: Usign in comments

Paragraph 2: Text Indicator

[Case study 03: Let's]

Prototype



Next steps

Testing in a small group will give us a chance to see if people found it useful but more importantly easy and enjoyable to use.

[Case study 04 - 2021]

The image shows a screenshot of the Eco Meal website. At the top, there's an orange header with the text "ECOMEAL". Below it, a white header area says "Plan your meals 3 weeks in advance!" and displays a "Menu of March 8 to 12" with three meal options: "Pulled Onion Rice Bowls", "Cherry Glazed Pork Chops", and "Southwest Asian chicken salad". There are filters for "Diet" (Vegetarian, Vegan, Keto, Low-carb) and "Cooking time" (10, 20, 30, 40, 50). Below the menu, there are two rows of meal thumbnails. In the bottom right corner of the screenshot, there's a circular inset photo of a man with a beard, smiling, wearing a light-colored t-shirt with the text "@JHONAS_BLUEAI" and a small "R" below it. The inset has a white border and a "#ECOMEAL" hashtag in the bottom left corner.

Eco Meal

Designed to help people have healthy habits.

Platform:
Web

Task:
Research, Interviews, Analysis and Prototyping

[View full case study on website ↗](#)

Overview

This is a project to design a part of ecommerce website for a client
that sells on-demand meal kits online.

Design Process



Context

Cooking at home is definitely considered healthier, but at the same time it takes a bit of time. Timing is by far the most important thing for most of those who work all day.

One of the main reasons delivery services have increased has been the opportunity **to eat a variety of healthy foods and save time**.

Profile of a meal kit buyer

Millenias: 22 to 38 years old
Gen X'ers: 41 to 56 years old

59.2% Make over \$80k per year

57.3% Bachelor's degree or higher

65.3% Work full-time or are self employed

12.2% Have young children under the age of five

43% indicating they dine out 2-5 times per week

Reasons

65.1% to seek quick-and-easy meal solutions

43.4% saves me time meal planning

36% saves me time shopping

32.7% to try new cuisines

Users

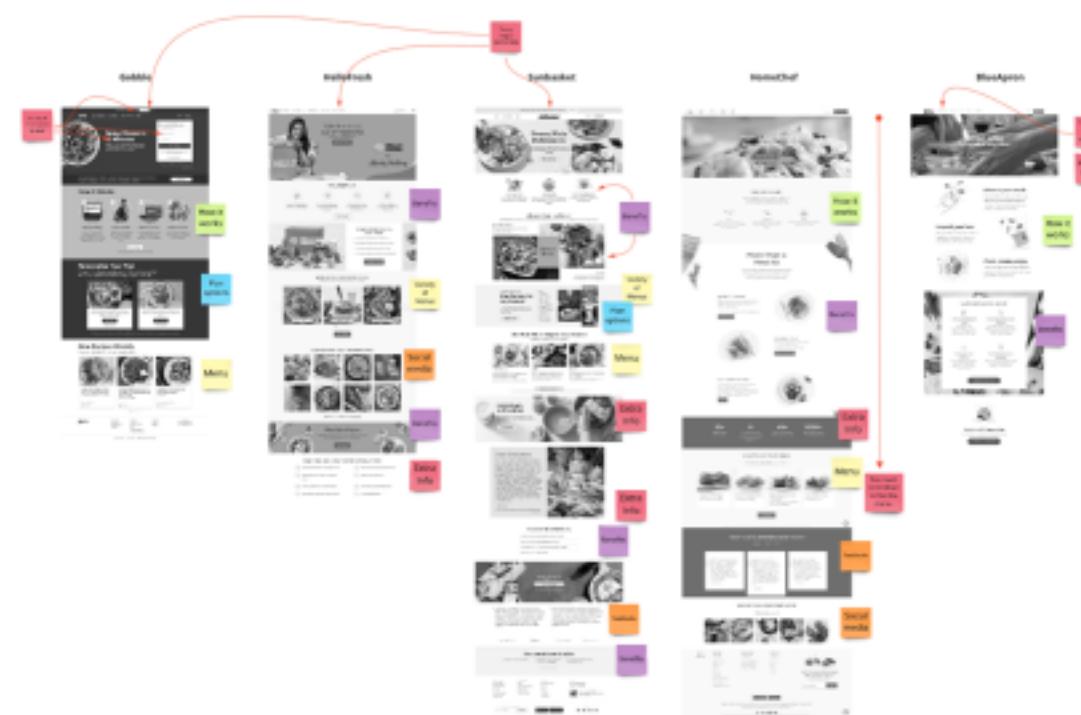
Millennials with upper-middle income between the ages of 32 and 45 who live in large cities.

The user wants to spend less time planning meals because they work full time and then get tired of thinking about what to eat.

It is also important for them to have a variety of foods and eat healthier.



Competitors



Define the Problem

People try the service but don't keep on using it.

“How might we keep the user engaged to generate long-term growth?”

Our problem statement

Style guide

Name: Eco Meal



ECO MEAL
ECO MEAL

Typography

Quicksand, 50 Medium

Quicksand, 42 Medium

Quicksand, 36 Medium

Quicksand, 32 Medium

Buttons



Text link

Color Palette



Prototype

Home

Cook healthy meals in less than 25'. We know your time is important.

Start now!

ScamFree, oil organic, all good.

Big Family

Entertaining

Kids

Plan your meals 3 weeks in advance!

Menu of Month 9 to 12

MEAL IDEAS

Shares on Instagram and get discounts!

Order now

Contact

Book press

6.0 / 10

Product detail

Korean Beef Bibimbap with Broccoli, Mushrooms & Carrots

Calories: 350 kcal

Carbohydrates: 75 g

Protein: 24 g

Fat: 10 g

Sodium: 350 mg

Very well liked

Ingredients in your box

Step by Step instructions

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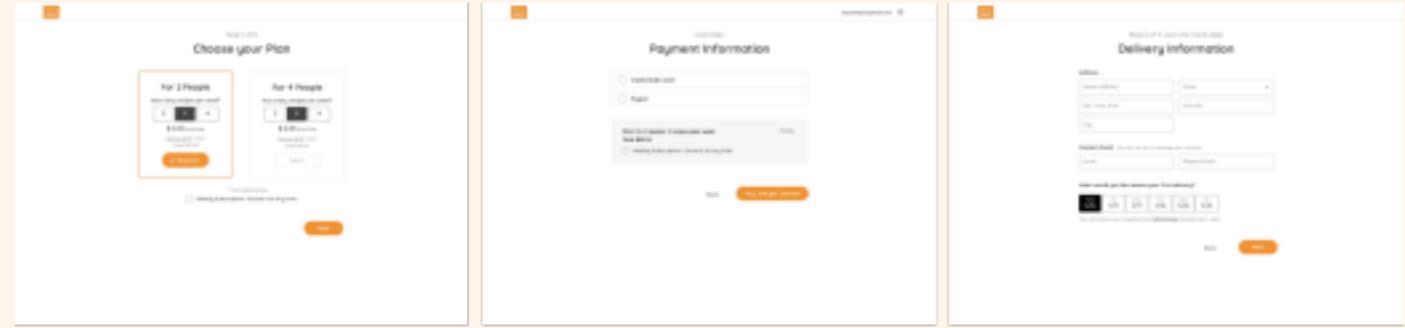
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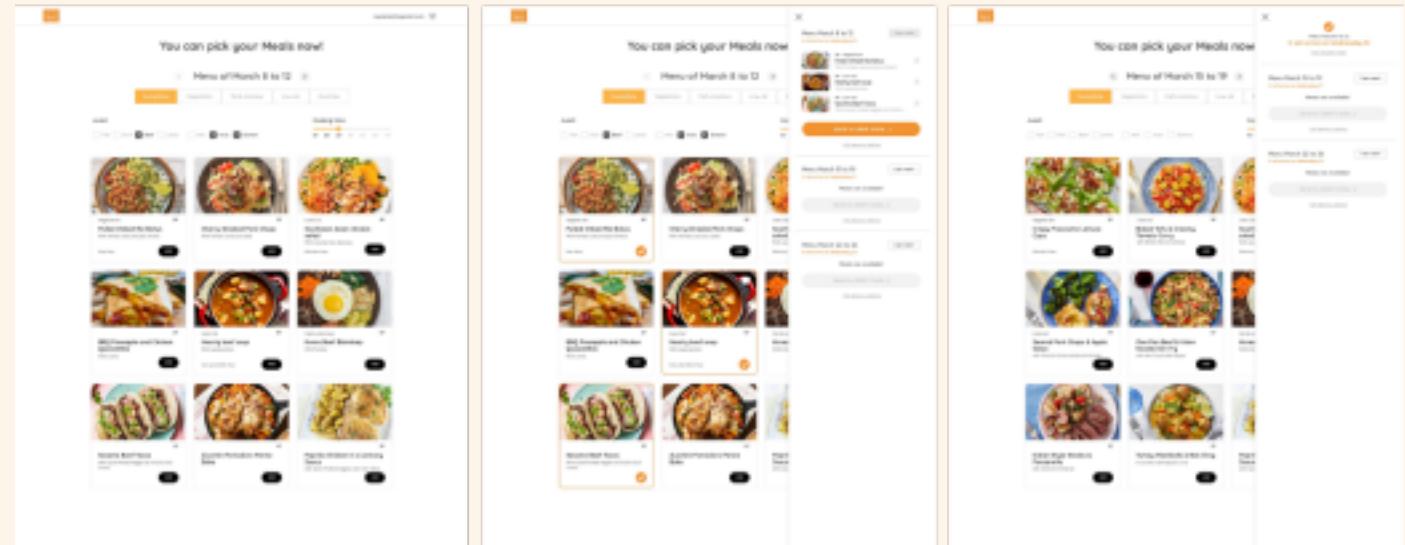
[Case study 04 - 2021]

Purchase Process

Fidelization Process - Subscription Model



Pick up Process - Ecommerce Model



Next steps

I discovered that the biggest problem with the competition is the confusing buying process, so the next step is to test the new proposal of this design. It is also a good idea to keep the user engaged by using social media to offer special discounts and benefits for people who want to try the Meal Kit service.

Thank You

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