Primoz Planko
User Experience Designer

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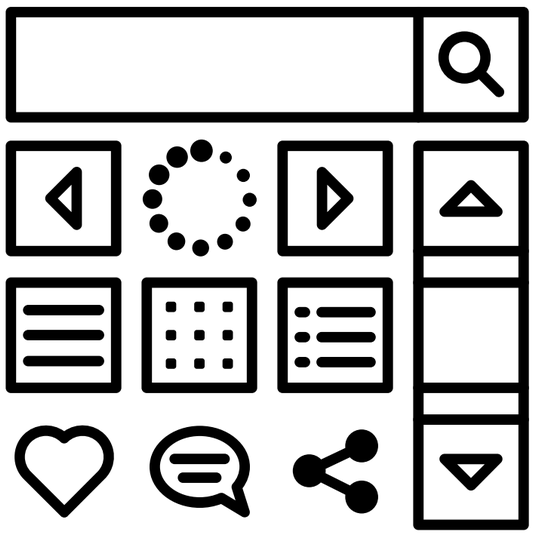


Hey, I’m Primoz
I’m a user experience designer

I love figuring out systems, finding loose ends and tying them up. I’m a curious person in awe of natures complexity and how people fit into it. I like working in teams where every member brings possibilities and restrictions that lead to a very specific solution that was far from obvious in the beginning. The result is a unique product.

I started out in graphic design, learning the tools of the trade and working mostly on print projects. The digital transformation was in full bloom and inviting to delve into. I worked in UI/UX for mobile and joined startups in London. Saw some success and failure, hopefully learned from it all. I aim to continue in the direction of UX and product design.

I am looking for a new role and following are some projects I’ve been involved in.

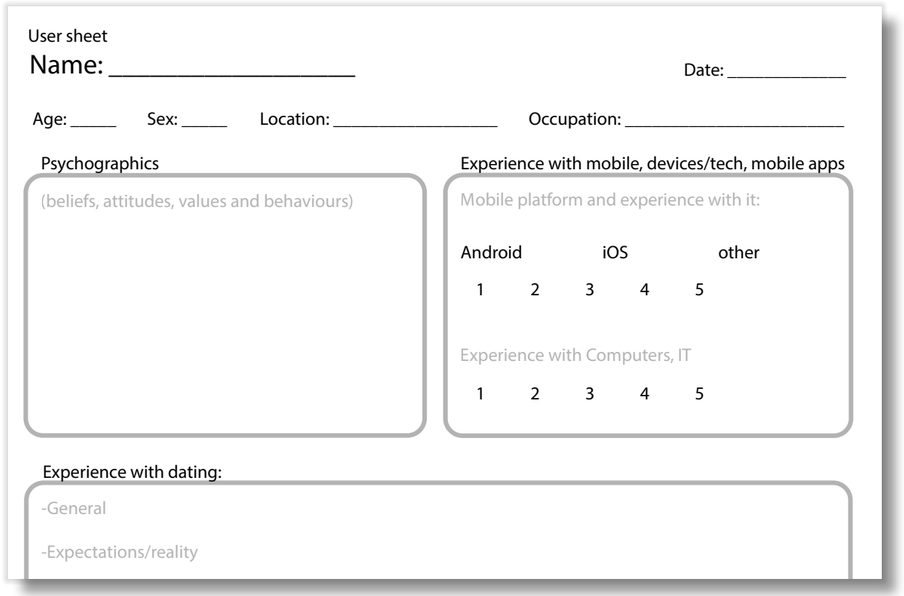
Buckle Up

BuckleUp is a mobile dating app with emphasis on travelling. It works on and offline. Anywhere and everywhere. Inclusivity for everyone, any gender or sexual orientation.

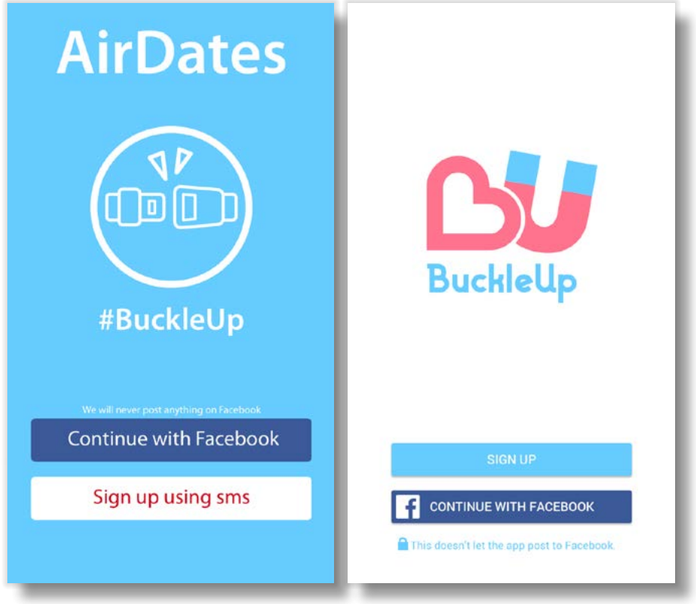
When I joined the team it was called Airdates and it was a swipe model dating app like Tinder with a planned travel feature. The travel feature allows you to connect to other users in the places you are travelling to, the airports and on the airplane on your itinerary.
With time we changed the name and the branding(https://www.behance.net/gallery/61537229/BuckleUp-branding), went from the swipe model to users in the vicinity/on the map and added an offline chat and a offline matching feature.

I was hired as one of two UI/UX Designer. I was working on the Android version and my colleague was working on the iOS version of the app.
The team was gathered together after an unsuccessful stage involving a remote team from India. We were translating and redesigning a flawed design from a previous stage. After a few months I became the sole designer in the company. Any change or innovation demanded solid reasoning and convincing others in the team to join the cause and then facing the CEO for the final approval. My work involved constant consulting and haggling with the developers to adapt for easiest and most effective implementation.

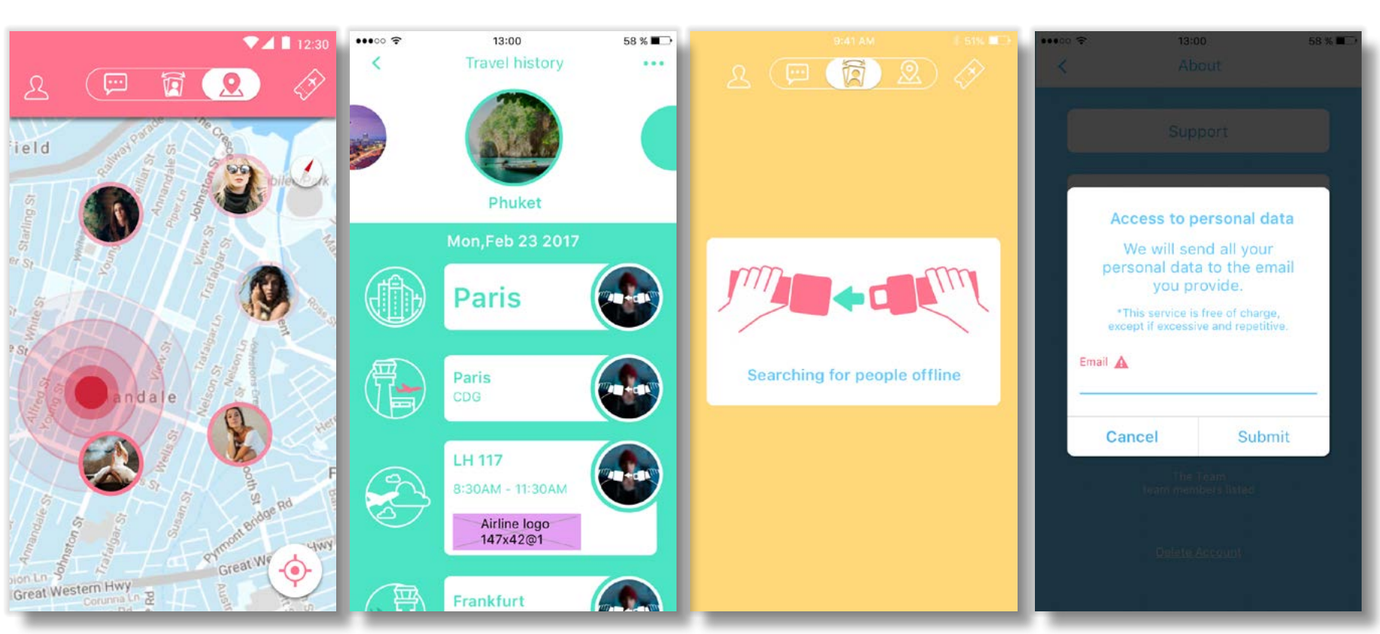
After a time of making the killer dating app, always adding new features demanded by the CEO, not breaking into the market or making a user base the company pivoted into tech.



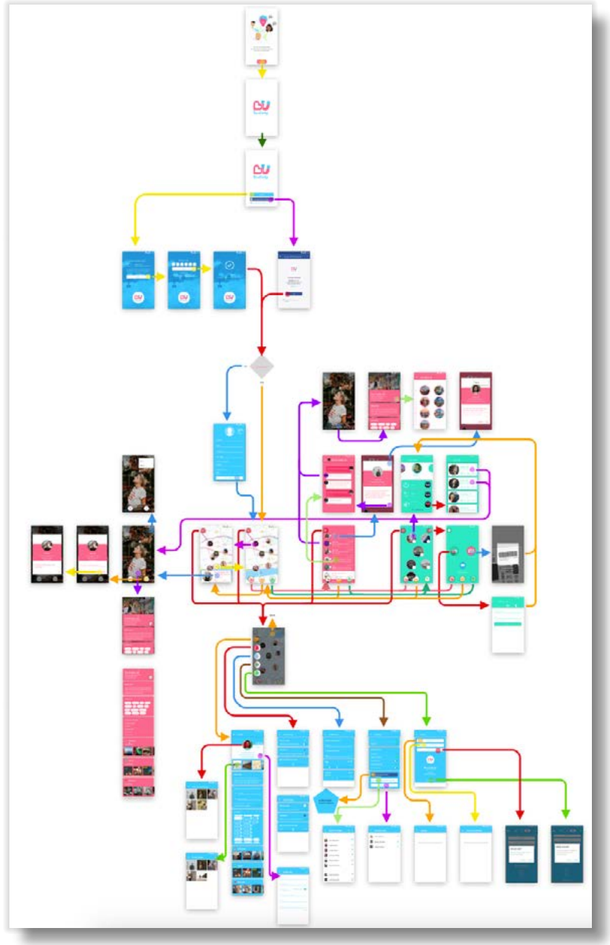
From initial research to defining user personas.

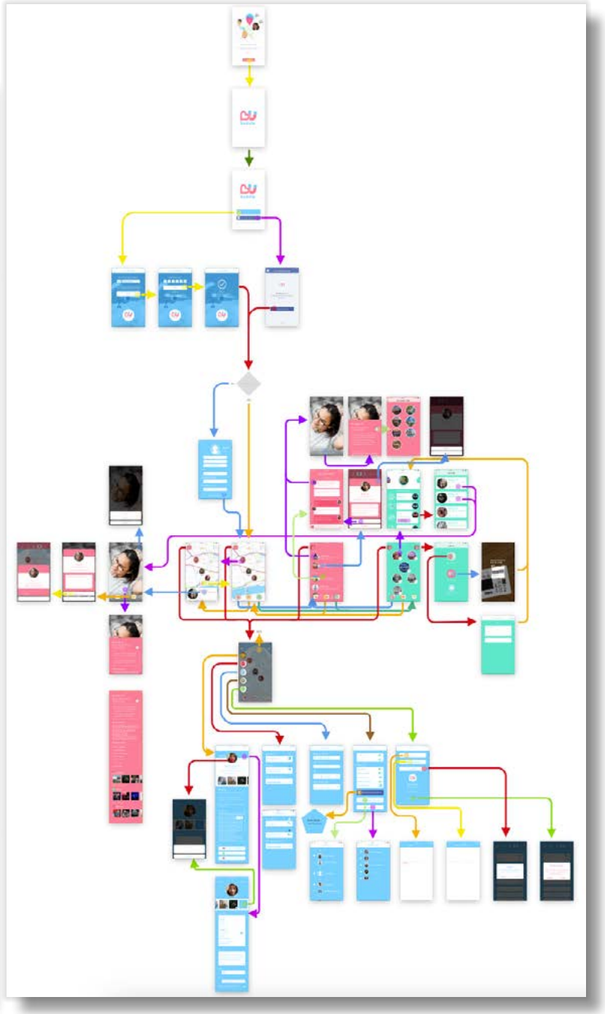


The first screen and some time later the new branding on the first screen.



Adding many new features like map mode, travel mode, offline swipe and chat mode and GDPR.



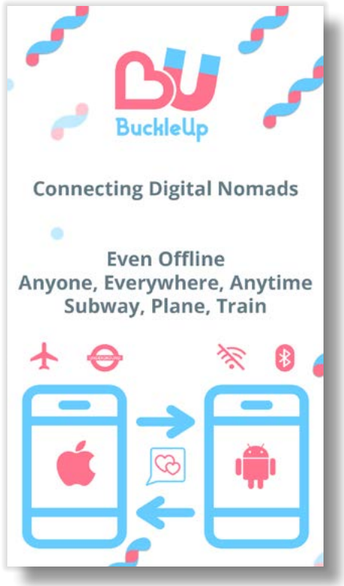


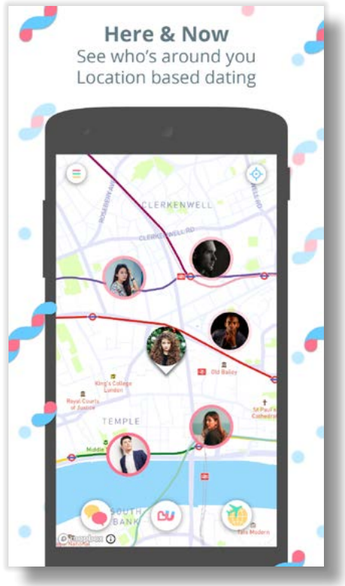
The number of screens grows and all the connections more complicated. Differences between the mobile platforms come due to different ui patterns.

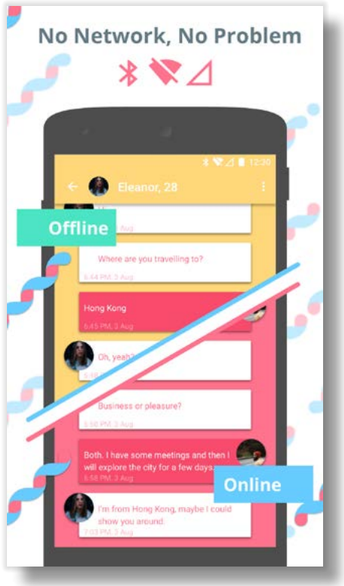
Beer and Beta

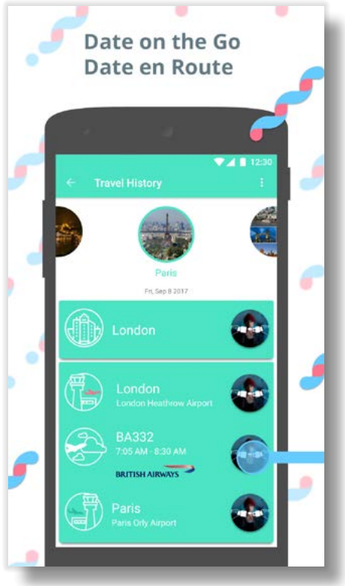
Comments/ feedback	Add more infot o your profile	Add a new profile picture	Hide your presence on the map from others	Change the preferences by which other users are shown to you	Initiate a chat with another user.	Add a trip (data provided)	Change the accuuracy of your shown location
	I wish I could pick these at sign up	Should be able to just change it. Wish I didn't have to add to profile gallery first.					
Prefences - age - numbers block one another. Settings don't save.				Accuraccy appears fine, but one user is in the Thames. There are multiple users in the water.		Not sure what the arrow is on the flight	
	When I click add interests I lose the screen, though I can change the "Iam" and "and" section on the "About me". I aslo can't scroll trough my interests, but I can remove some.	Managed to take new photo however when I wentto upload it, it wouldn't allow it and shut down the app.	Simple and easy.	Couldn't save settings.	Super buggy - the pop upto chat was off the screen, so I couldn't see what I was typing.	Very easy to add flight though I had to work out what "emoticon" to touch to find the "add trip" option. Also nothing was confirmed as saved.	Attempted, however nothing has happened when changing settings
Would't let me sign up via FB on SMS SMS said AirDates, Using iPhoneX Wasn't clear when I selected make							
	At first I was trying to tap the "About me" box to start editting.		I got it in 2nd try. First I entered in the settings page.	Straight forward found it under Preferences page.	Straight forward		Expected to be under Preferences.
	Can't see what interests I have as they are already populated and run off the screen.	The app closed on edit Would like to edit profile picture from the circle Had to go back to reassign my new profile picture. Can't delete photo.	Didn't get "Ghost mode"		Invite' - am I inviting him to meet? I the realise it's to start a chat. No submit button or chat		
Android Samsung S8 I can do all the tasks without a problem, but I don't see more than 3 people as matches.	Show my age . Which setting is "on"? Blue or green	Can't do it.	What's the point of the app if I do that? Wouldn't have found it by searching, but I had already clicked on the icon anyway because it looks so funny, so it was easy	Easy	The keyboard hides the input field	Done	Done
	View profile....What does this do? Ghost mode is confusing		Why is hamburger top left? Needs tutorial Check create acc screen validation Nice quick sign in process Interests "cooking"	Interests what does the + button do? How do I search for people? "Check out Now Dating"			
						Accidentaly exited the app by hitting back after adding.	Too many different settings/preferences areas. Found myself looking trough them all!

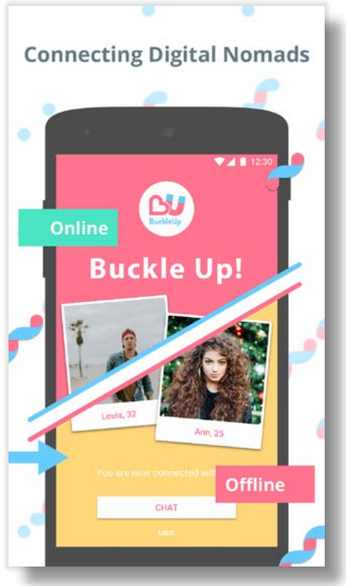
User testing. Actual users using actual phones reveal there's work to be done.

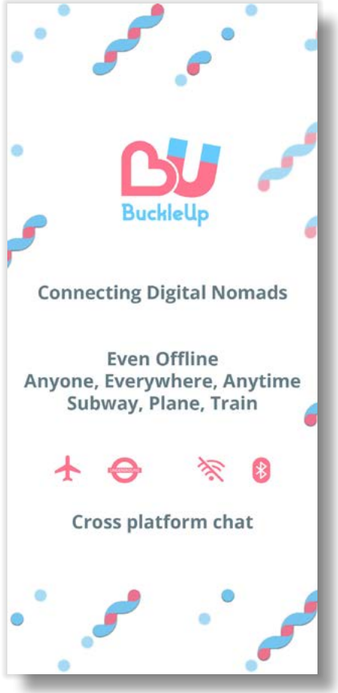


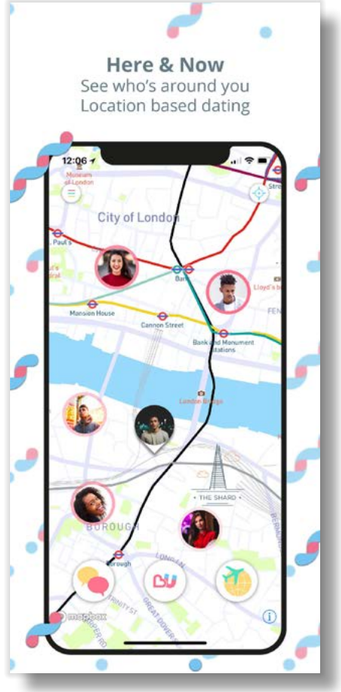


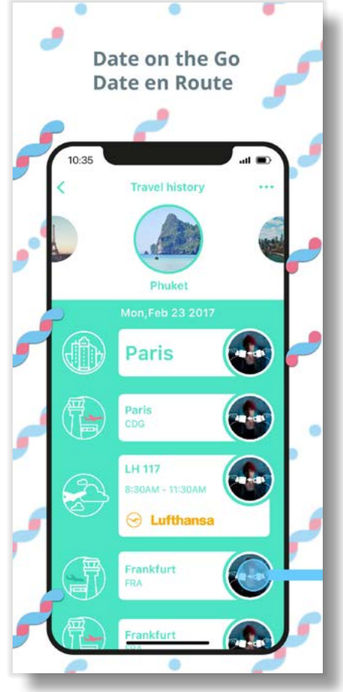












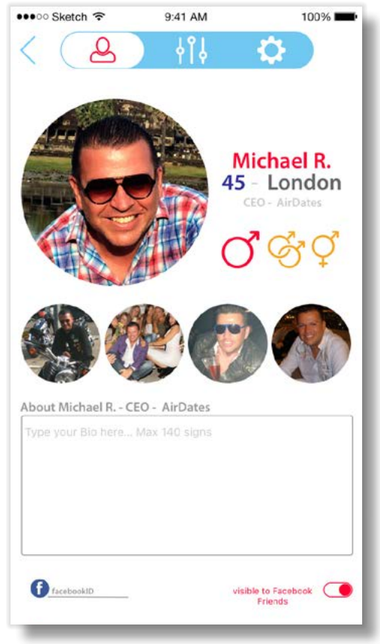
Playstore and Appstore media.
Infused with too much of everything.

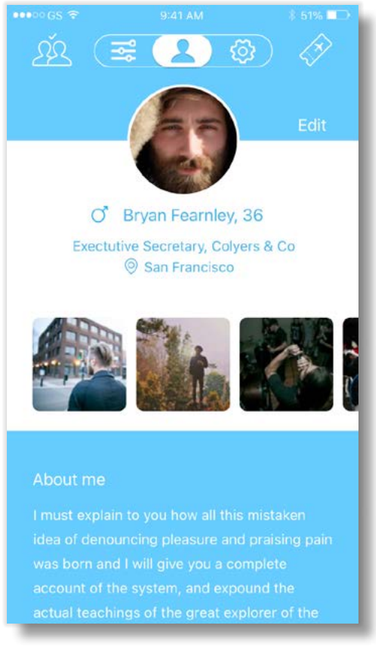
From uniform custom design to Android and iOS specific UI versions

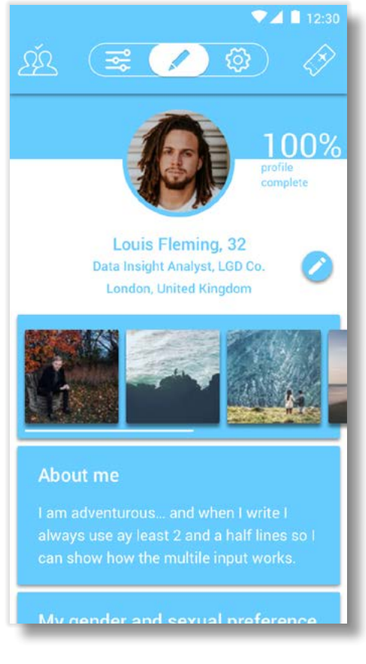
Problem:
Today It's hard to imagine this would happen. The logic of it is "making one UI costs less time and money than making 2". The existing UI design to be implemented was a Tinder lookalike consisting mostly of click-able icons and custom components. A user interface using all new patterns needs users to learn how to use the mobile app. This can confuse the user at times, adds to the friction and overall makes it harder for the user to do the tasks the app was supposed to do.

Solution:
Convince the stakeholder (the CEO in this case) that having two versions for each of the platforms would cater to the needs of the target platforms users. Using native components would save time not having to make custom ones and they should be an easy solution ready made out of the box.

Process:
I translated a part of the original design to the Google material design for the Android platform. I presented the example (my profile of the app) to the CEO with all the arguments for it. The developers backed me up, this would lessen their workload. Material design was fairly new at the time and was shiny enough for the CEO to like it. After the ice was broken the designer working on the iOS version also switched to native components where possible. Both platforms UI's were regularly tested for usability issues on individuals in the co-working space or guerrilla testing in cafés or other venues. We ironed out the problematic points when finding any.







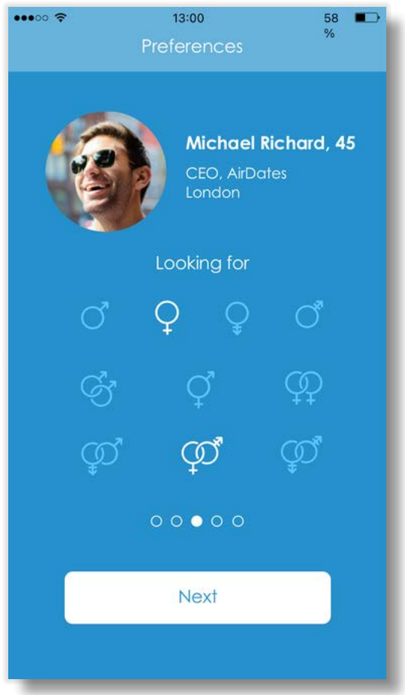
The gender and sexuality matching mechanics of the user

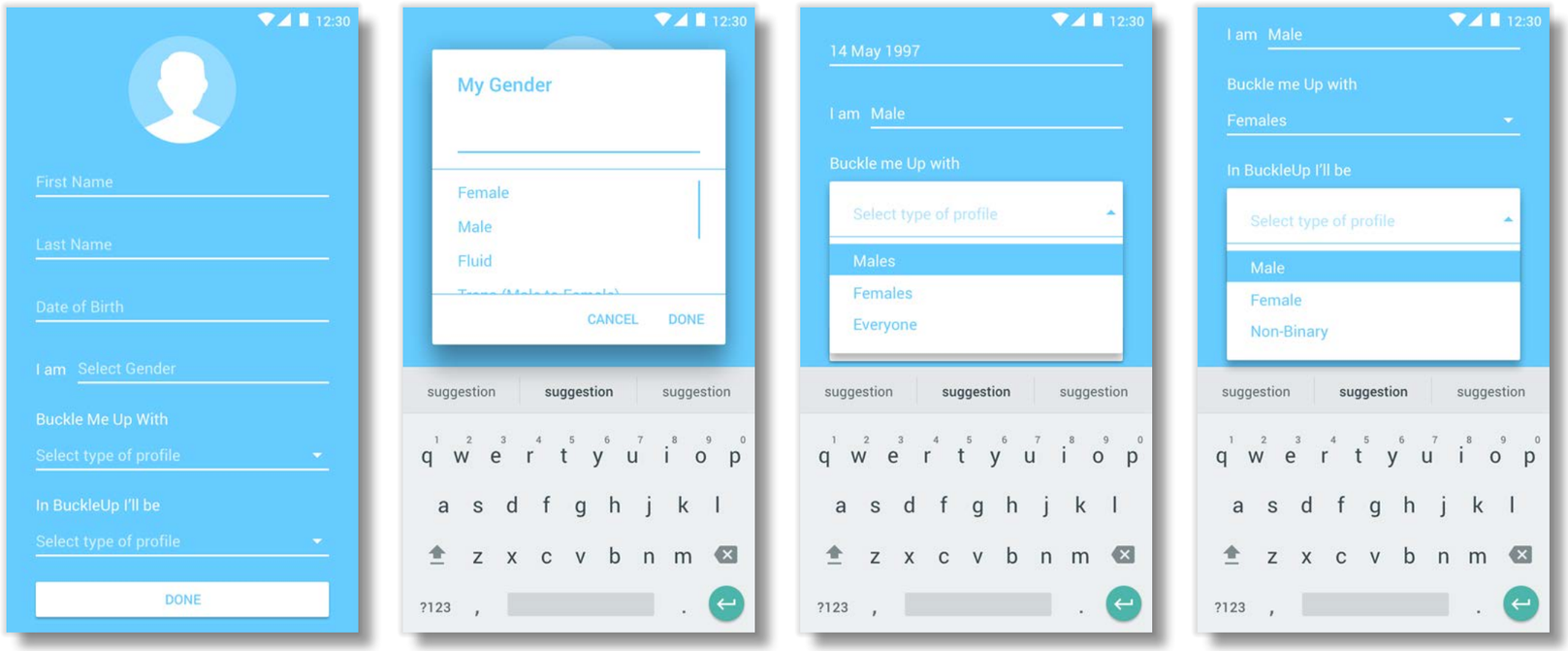
Problem:
The original design idea was to include all genders and sexualities. Each one was to be represented by their own sign. This was in the early 2017 when the lists of genders were growing by 7-8 per month. Or so the media presented it. The account creation form was packed full of gender representing icons no-one understood and was not sure is complete. On the other hand the heavy fragmentation of users into small groups would make it harder to find matches when the number of users using the app was low with non binary genders already being sparsely represented.

Solution:
For this our developers created a non native component. It's a drop down list with the possibility to type in your own. A text input/drop down list. A user can input their own gender.
While this was a step back on the equality of users, it allowed us to include everyone even though we did not know the finite number of genders. The non-binary users have an extra step to input their gender. A simple differentiation based on the binary model.

Process:
Research into any kind of official papers on the new genders returned zero results. I found some accepted official definitions for the transsexual genders but none for the non-binary. This left us in the dark and after compiling the longest possible list I saw it was useless. I had no trust in the list, nor was it making sense. We were weak on the back-end development and once the database would be populated with users it's hard to change the profile definitions. A step back on inclusivity.

This cannot be right.





The gender drop-down contains some of the more probable genders and by using the input the user can type in their own. This servers as a visual declaration.

The next two drop-downs define the mechanic. The choices are the both binary choices and see everyone. The first drop-down defines who you see and the second one defines who you want to be seen as.

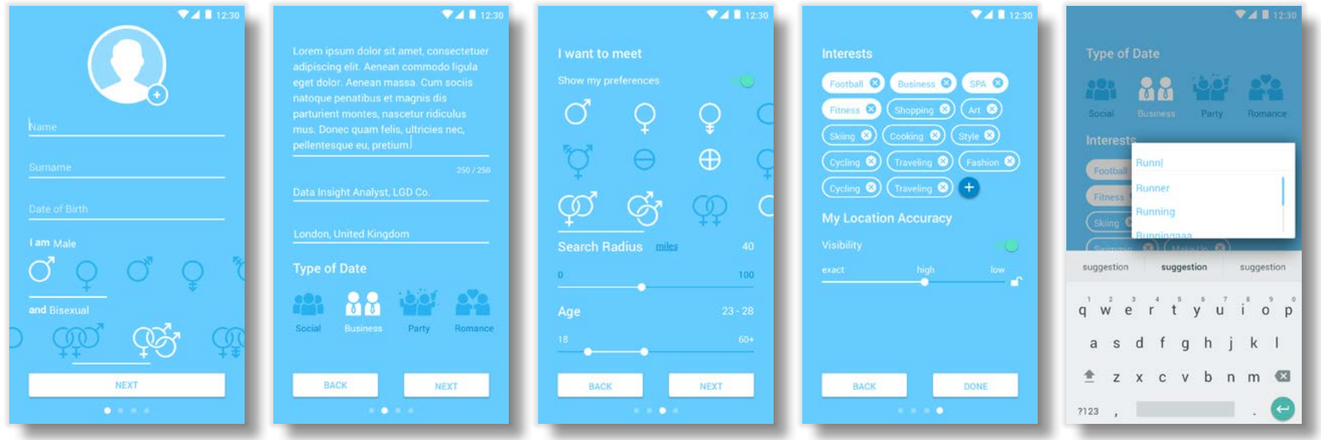
This is not a perfect solution. With the time constraints and available knowledge this was good enough at the time.

Since the gender declaration is visual only it invites to users to misuse it.
Example: Instead of
I am a female someone could say
I am a party animal.

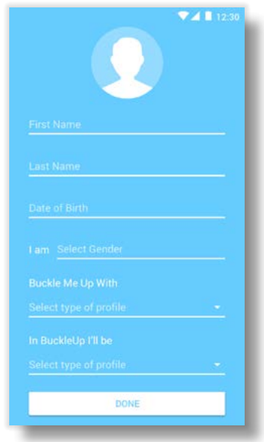
Sign up, creating an account and entering personal data

Problem:
A long form to fill, surrendering all the personal information, before the user sees what the app is all about and if it is even worth it. Too much work before any reward. The user might give up before completing the account creation.

Solution:
Profile creation made shorter, taking only a subset of the users data. The user would input just enough personal data so the user account would not seem like an empty or abandoned. 24h later a notification would ask the user to fill in more information and also boost retention.



Process:
To make the profile creation shorter I made a selection of the data inputs that were more significant. Users location, images and the bio carry more weight than interests at a first glance. I made some visual examples of the screens of the swipe card, profile creation and full profile seen by other users. I tested the examples with the team and some random people from the co-working space. Based on the feedback I decided on a subset of the profile data to be used when onboarding. The CEO decided we should go forward with a version that would need the minimum possible amount of personal data and that is what we ended up implementing.



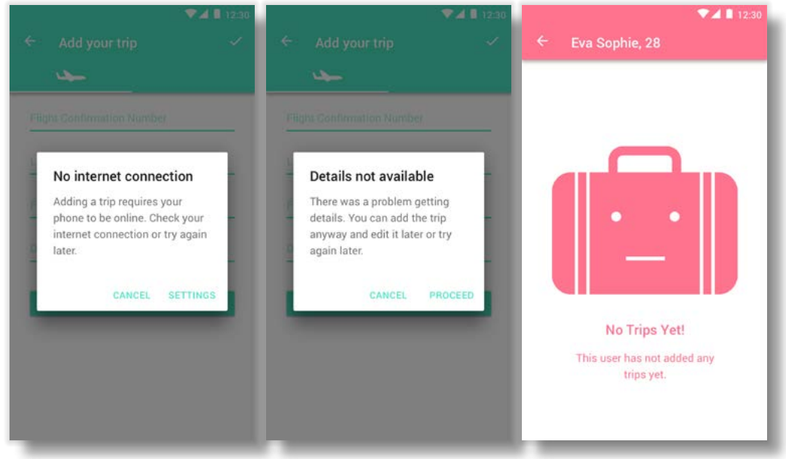
Profile image, name, DOB and the matching mechanics. Quick entry with some preferences set so the app shows all the users possible.

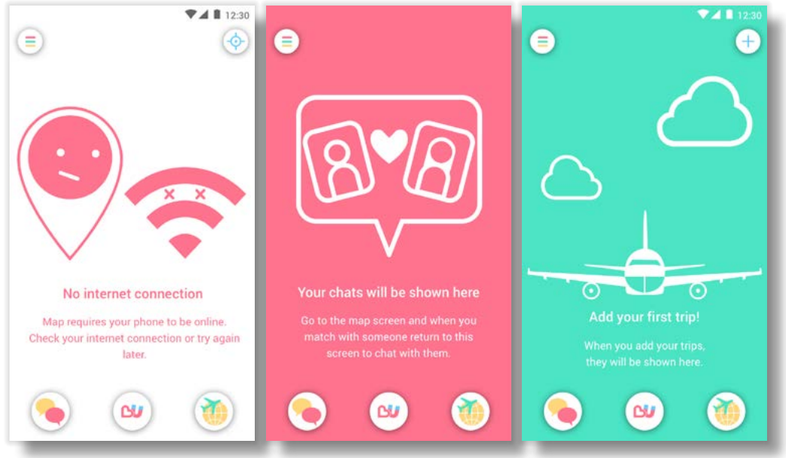
Status updates/toasts, empty states with Lottie animations

Problem:
After setting up the functionality and all the screens showing everything we wanted them to show we noticed there were situations which lacked context of what is happening. When the app is talking to the server for example uploading an image or when the chat screen shows an empty screen because there are no chats. These situations may lead the user to believe that something went wrong or disorient them, maybe even make them think they have done something wrong.

Solution:
Whenever the app is busy doing something that is not evident from the screen we would use a loader or a toast to let them know something is happening in the background. We used the native elements from both platforms since they are proven to work and are easiest to implement. For the empty states we used simple repeating animated illustrations. The illustrations show a trope hinting at what the state is and an additional textual explanation. This was done with the Lottie library.

Process:
First we identified all the spots that were in need of explaining of what's going on. These were screens where data was downloading from the servers, images were uploading, tasks were completed and showed no feedback and similar. We used the native elements from both platforms since they are proven to work and are easiest to implement.
For the empty states the other designer made the illustrations since that was more her thing and I did the simple animations with the illustrations. The animations are simple sways or repeating transforms. Nothing too fancy but opening up a possibility of more complex animations in the future. I've done it in Adobe After Effects, imported from Adobe Illustrator and exported a SVG(scalable vector graphic) code snippet. The code is then rendered in a frame on a chosen screen. The team liked the idea of having animations and it was not hard to convince them to implement it even though it was new to them. At the time custom animations have just started to appear in mobile apps and were considered as exciting and new.



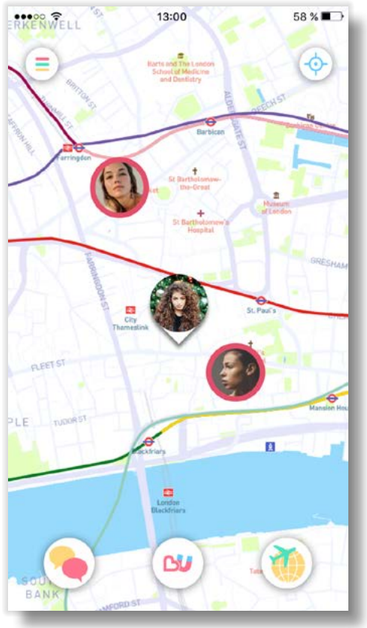


From swipe model to nearest user on map

Challenge:
With the arrival of the larger screens on mobile devices and a some social apps using interactive maps to show content. Zenly started a map hype which made Snapchat add a map feature and our company had to jump on the hype train. This meant we would remove the Tinder like swipe and replace it with a vicinity based model showing users on an interactive map.

Solution:
The centre point of the app was changed to be a map where you could see users in your vicinity and tap their avatar to see their profile and connect with them. The swipe functionality remained an extended functionality of the map and is populated from the vicinity users as is the map. The vicinity aspect was further reinforced by offline connectivity with bluetooth LE and the possible location based marketing enhancements.

Process:
The CEO and the devs come with an idea to rip apart the app we were carefully assembling for a long time and plug in a new feature. At first it seemed mad but soon we saw the fresh wind of the new feature and accepted the change. First we had an extensive exploration in what was the goal. This was mostly checking out what other apps have done and how we could follow with our context. When we had an idea of what we wanted we started looking for a way to incorporate it in the existing app and how to use the tech we had available. We made the interactive map the centre of the app and attached all the previous existing features to it and tied the loose ends.



ViaBLEgrid

The company was formed after moving away from the dating app and taking the offline communication tech it used to be developed further. Focusing on offline communication and creating SDK's for use in mobile and IOT devices.
The main SDK was enabling communication between iOS and Android over Bluetooth LE and mesh protocols. This has possible uses in countless number of situations from logistics, fire-safety, offline communication, sensor installations... Wherever devices communicate.

My role was to identify and find solutions for the use of the technology which has limitations and is unfriendly to users. Mostly this would be the communication of what the devices statuses were and what task is currently being done. I was making visual presentation materials for the sdk's and apps such as prototypes, videos of tasks done and imagery of the tech implemented in existing apps. This was done for the promotion and sales of the sdk's.

Powered by viablegrid

Showcasing the Safety SDK

Here I was making app previews with the functionality of our BLE cross platform communication tech. The SDK can, when triggered, alert any other person with an app with the same SDK when in need of assistance. It works offline and sends a call for help over bluetooth. It can be added to any app and the previews I was making were examples of how it could be added to other existing apps. We were using the previews to present the SDK to other app companies with intent of sparking an interest.
I was using proto.io, Invision Studio, Sketch and Adobe After Effects. I was adding components and screens into visuals of existing apps to make it as if the feature was implemented into the app. Then I would record the use of the feature in the app and we would use the short films as a presentation of the feature.

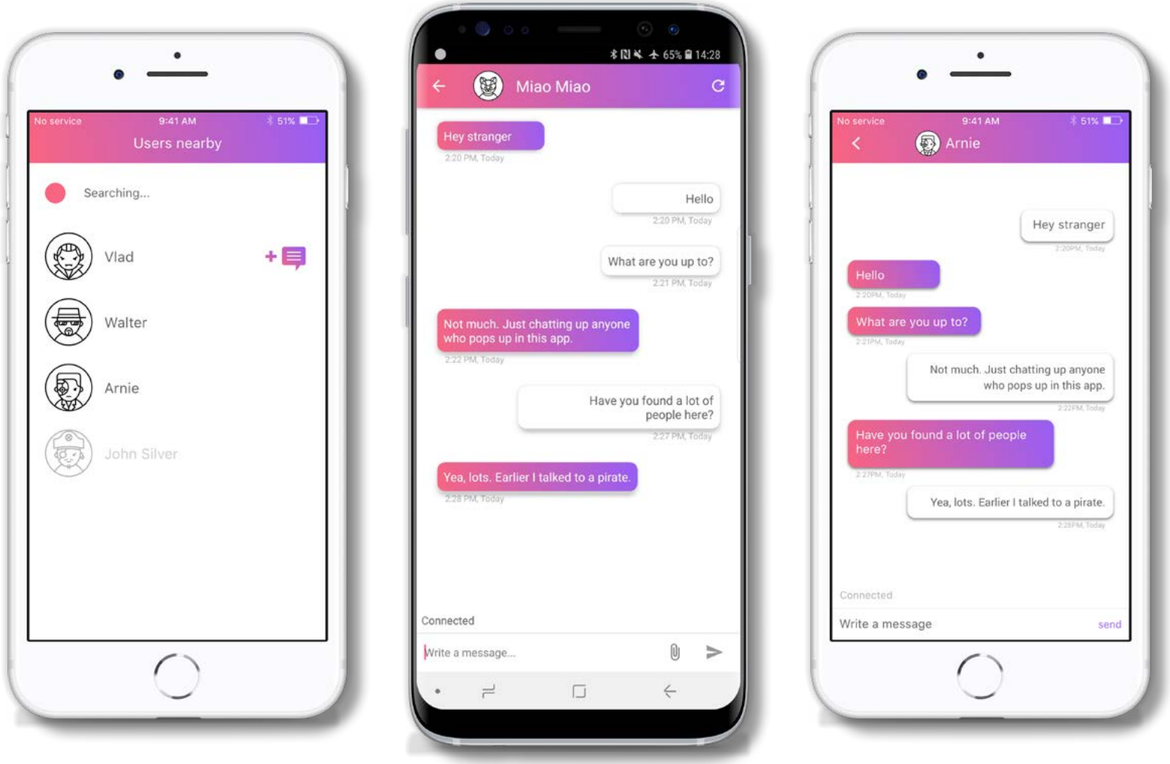
Two examples:

Click on the link to see a Citymapper demo online: https://drive.google.com/file/d/19dDL4LhmR4AZ_QRCtSk_E2k6wj2oLy0X/view?usp=sharing

Click on the link to see a Airtel India demo online: https://drive.google.com/file/d/1Avl-bI47vEYcg4Udlv4ix-ni2mf74SHBg/view?usp=sharing

Showcasing the Messaging SDK

We also made a chat app using the BLE cross platform communication. It was made to demo the Messaging SDK and showing the iPhone to Android communication over Bluetooth which was at the time not possible natively.
It is a simple chat app with extra status updates since the Bluetooth is not intended to work with multiple changing connections. The status updates let the user know what is happening and why sometimes there is a long wait while the devices connect. It takes some time for the communication to travel over the nodes of the mesh to the target user and make a connection. The app looks exactly like any other instant messaging app and is deceiving the user, but is not nearly as responsive. We added constant status updates so the user would know what is happening in the background.



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