

# MATEUS LIMA

## PRODUCT DESIGNER

USER EXPERIENCE & INTERFACE DESIGNER

[mateus.to@gmail.com](mailto:mateus.to@gmail.com)

# LAVE-ME (2016)



**Lave-me**  
THE ECO WASH CLOSE TO YOU

## ROLE

Product Designer | UI Designer | UX Research

## PROJECT DESCRIPTION

Lave Me is a eco-friendly car wash service that comes to you. The app was created offer ecological washes (use less water and not aggresive produts that harms the enviroment) and booking a nearby service or requesting a delivery service for you.

## CLIENT

Aurum Systems and Lave-me



## THE CHALLENGE

This was my first project as an UX Designer in a company, before that I was doing only online courses and preaching to this company how amazing UX Design is and what the benefits it could bring to their projects. This was the first project that I worked as UI/UX Designer from start to finish, from just an idea to final product.

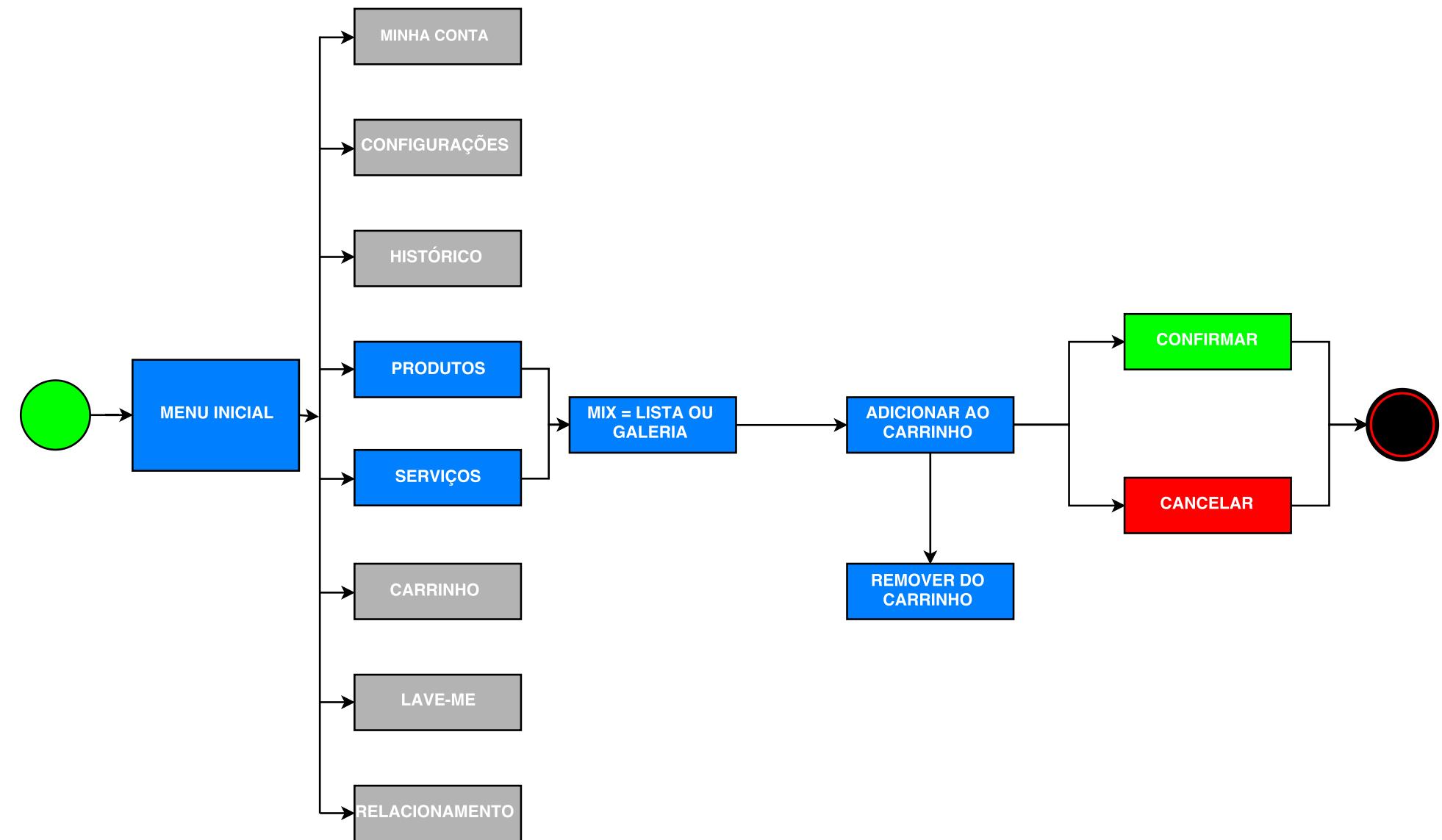
The stakeholder of this project was really helpful in most part of the process, I have done some workshops with him to understand a little bit of the process and since he was entrepreneur he gave some really good insights, the real challenge was to test the ecowash service providers without having the providers available.



## DISCOVERIES

Since I was getting a lot of training on UX, I tried to gather as much information as I could from the potential customers and what I found out with the market research was the following, during the time on project there are no similar thing in my city, ecological car wash services were just starting and there was no door to door service available as well, this could mean that this was a total innovation right? Nope, wrong assumption.

What customer research pointed out was the even that there is market on eco wash due to increase of awareness of ecological impact, the users were not yet conviced to let anyone enter on their property to wash the vehicles, and they prefered already well stablished car-wash services in the cities because they wouldn't only want to wash it but to do a check-up and regular maintenance (change oil) and etc, so with that in mind the scope of the project and business goals had changed to acomodate th feedback.



TASK MAP MADE BY STAKEHOLDER



## EXPANDABLE BUSINESS MODEL

Showing the results of the research for the stakeholder, made him to set change his mind about only carwash services, so he wanted to establish a framework for various car services, making the business model very dynamic, that could reduce the number of hours for development and design

## MULTI-PLATFORM DEVELOPMENT

The app is being developed to run on Android® and iOS® devices.

## FRAMEWORK FOR FUTURE PROJECTS

Each screen was designed with this idea in mind to be dynamic to accomodate different car services.



## USER FOCUSED GOALS

The main user goal is to schedule a car (wash) service without any hassle, allowing them to have control of their data, payment and schedule.

### MULTIPLE PAYMENT OPTIONS

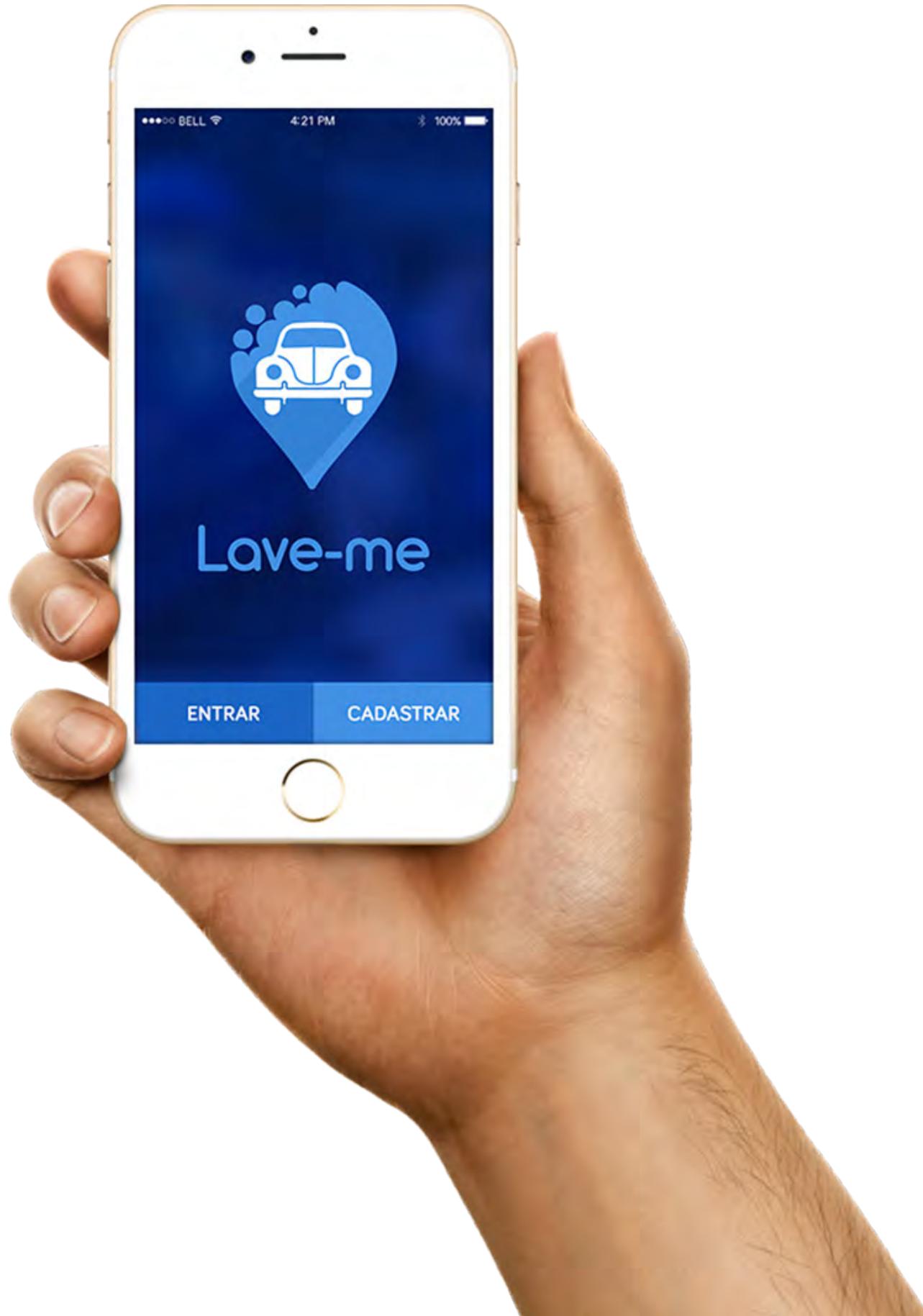
Users can choose to pay in cash or with a credit card through our app.

### USER-FRIENDLY INTERFACE

Through a step by step process is easy to schedule a car service.

### CUSTOMER AND SERVICE PROVIDER PROFILES

There is a distinct content for each profile, giving each user what is most important for them.

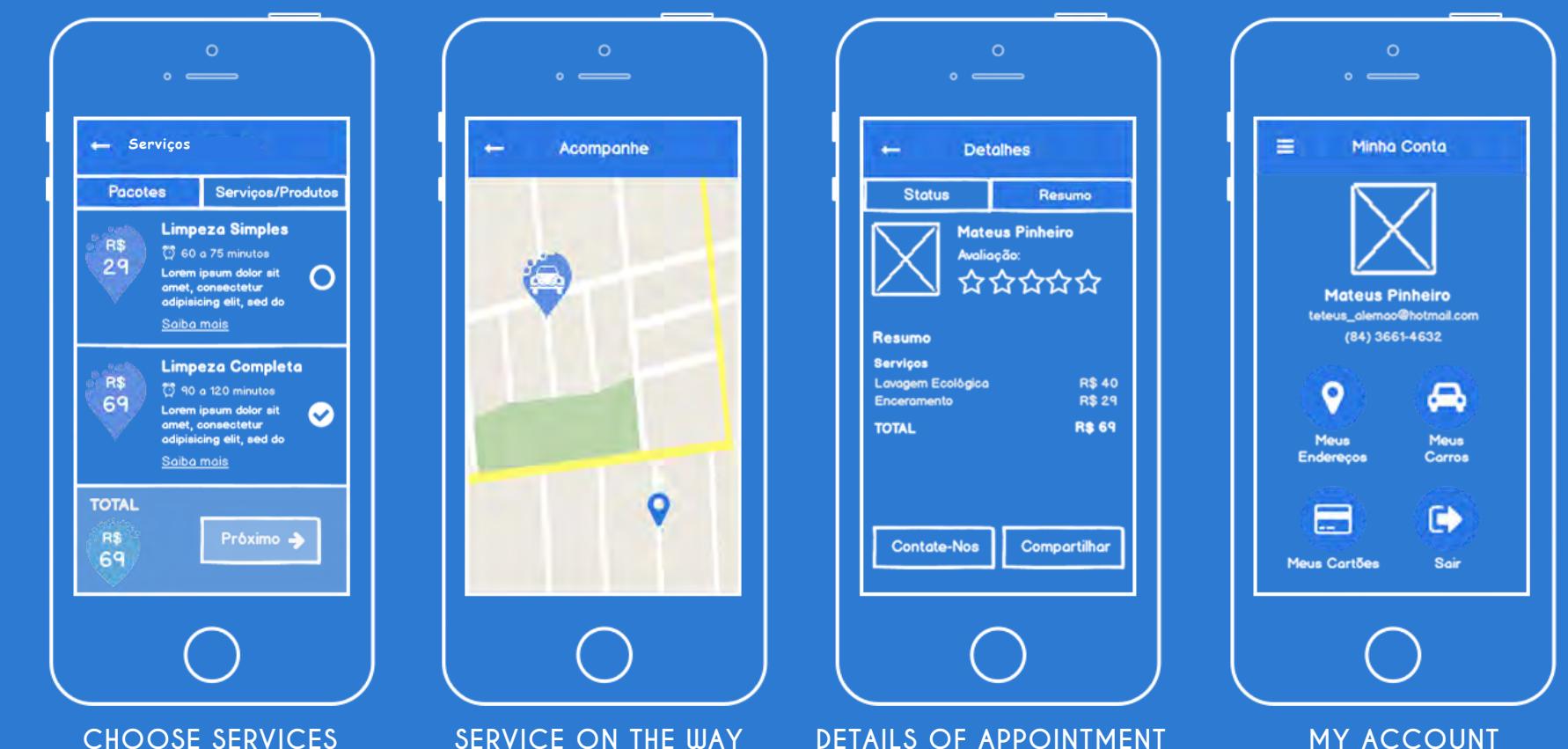
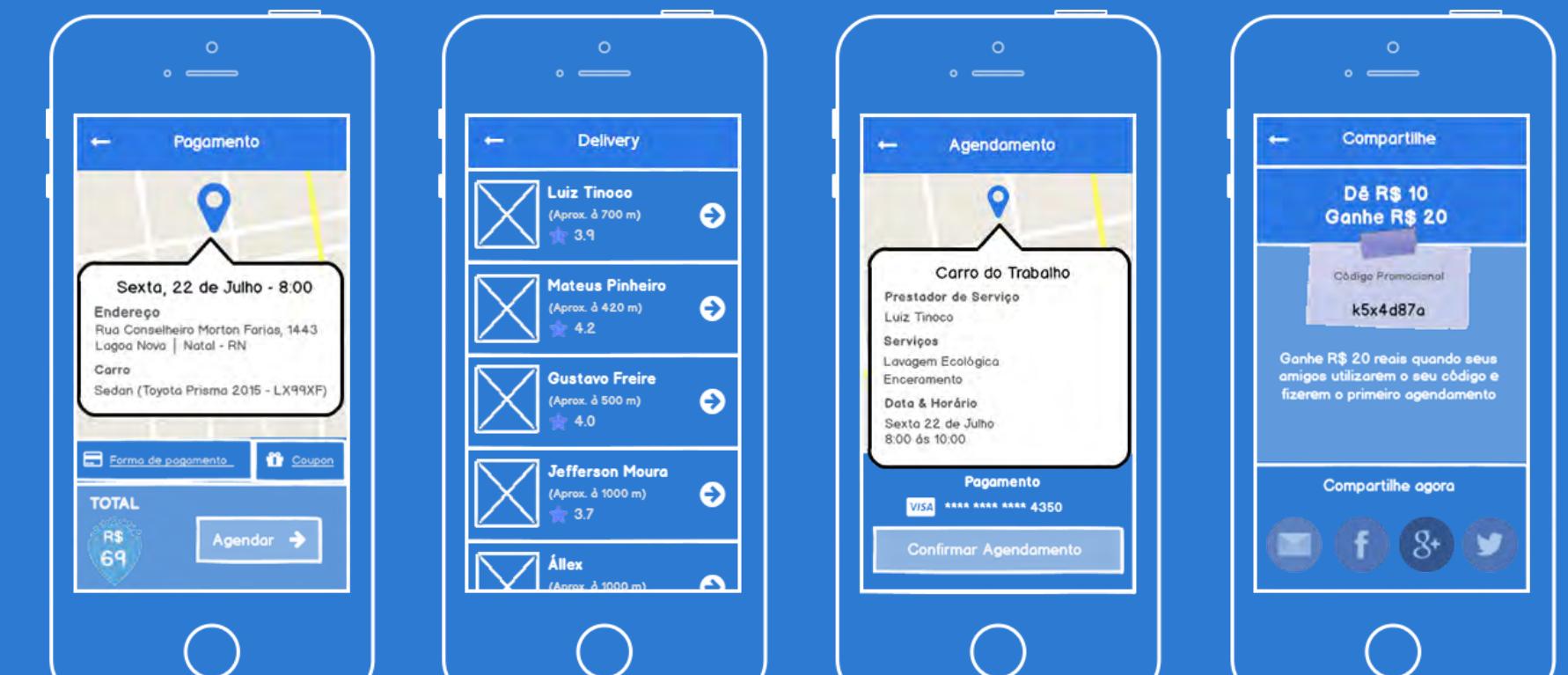




## LOW FIDELITY PROTOTYPES

After our stakeholders' and users' goals were defined through research, I have started working on wireframes so it would allow me to clarify our client what features it would have/need and I could receive feedback about what I was building specially about the flow.

For this exercise I end it up using two tools, the first one was obviously pen and paper when I was discussing with my client, but then I felt the need to use a tool like Balsamiq to show what I mean with more clarity and show some microinteractions that I couldn't achieve with paper at the time of the session, plus he could use those wireframes to talk with possible customers or partners.



## USER INTERFACE DESIGN

Afterward client approval on wireframes, I began designing the interface. I tried to follow our customer' requirements but yet having freedom to try different approaches, in the end I created got a pleasing but nonetheless an easy-to-use interface.

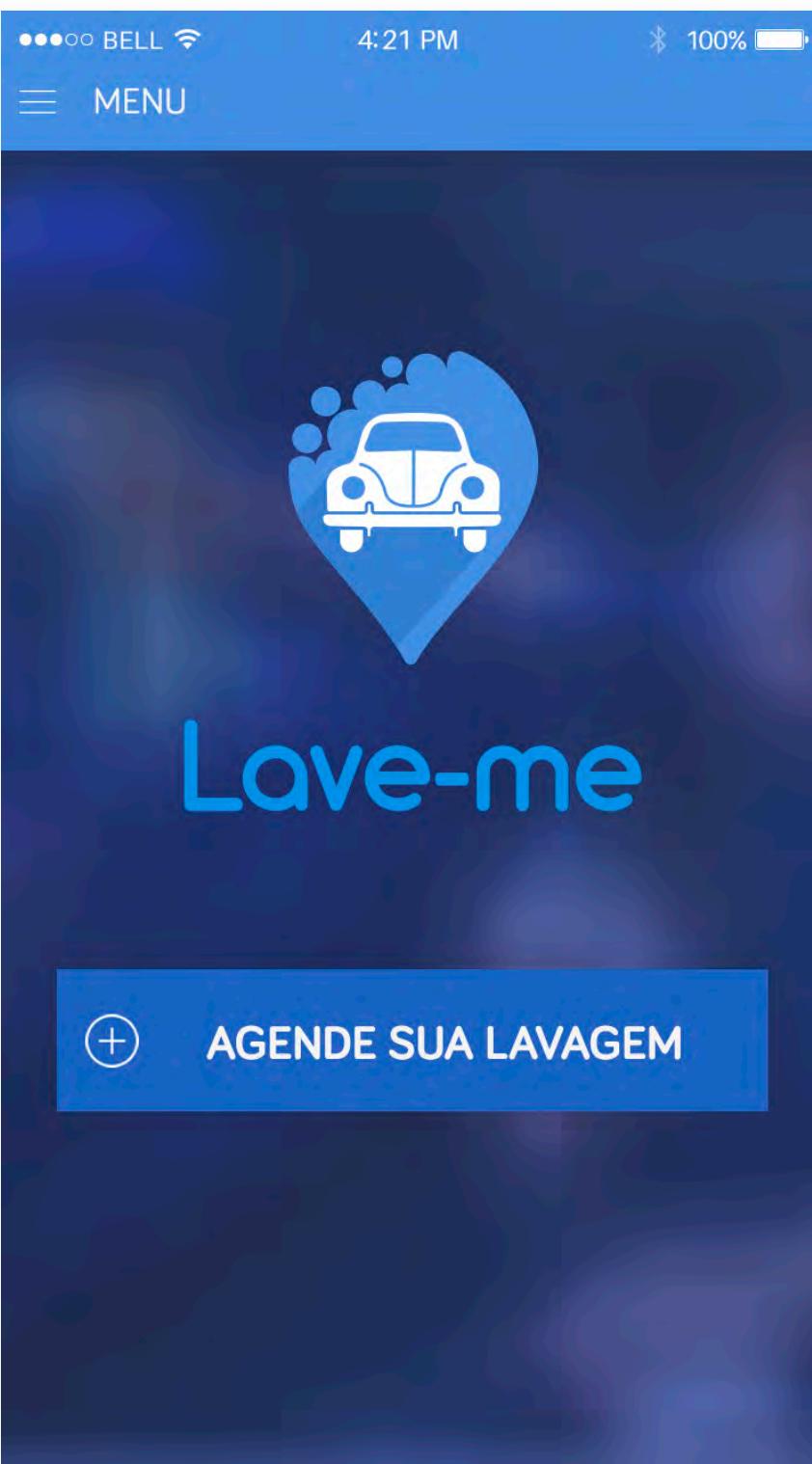
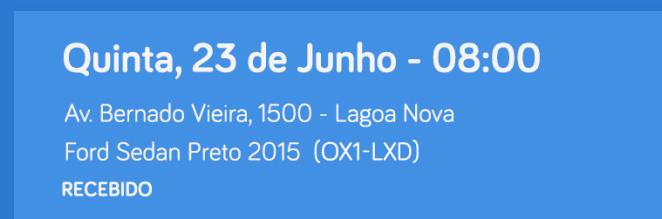
## HOME SCREEN AND MENU

The main action of our app is to schedule a car wash, so is it on spotlight in the home screen.

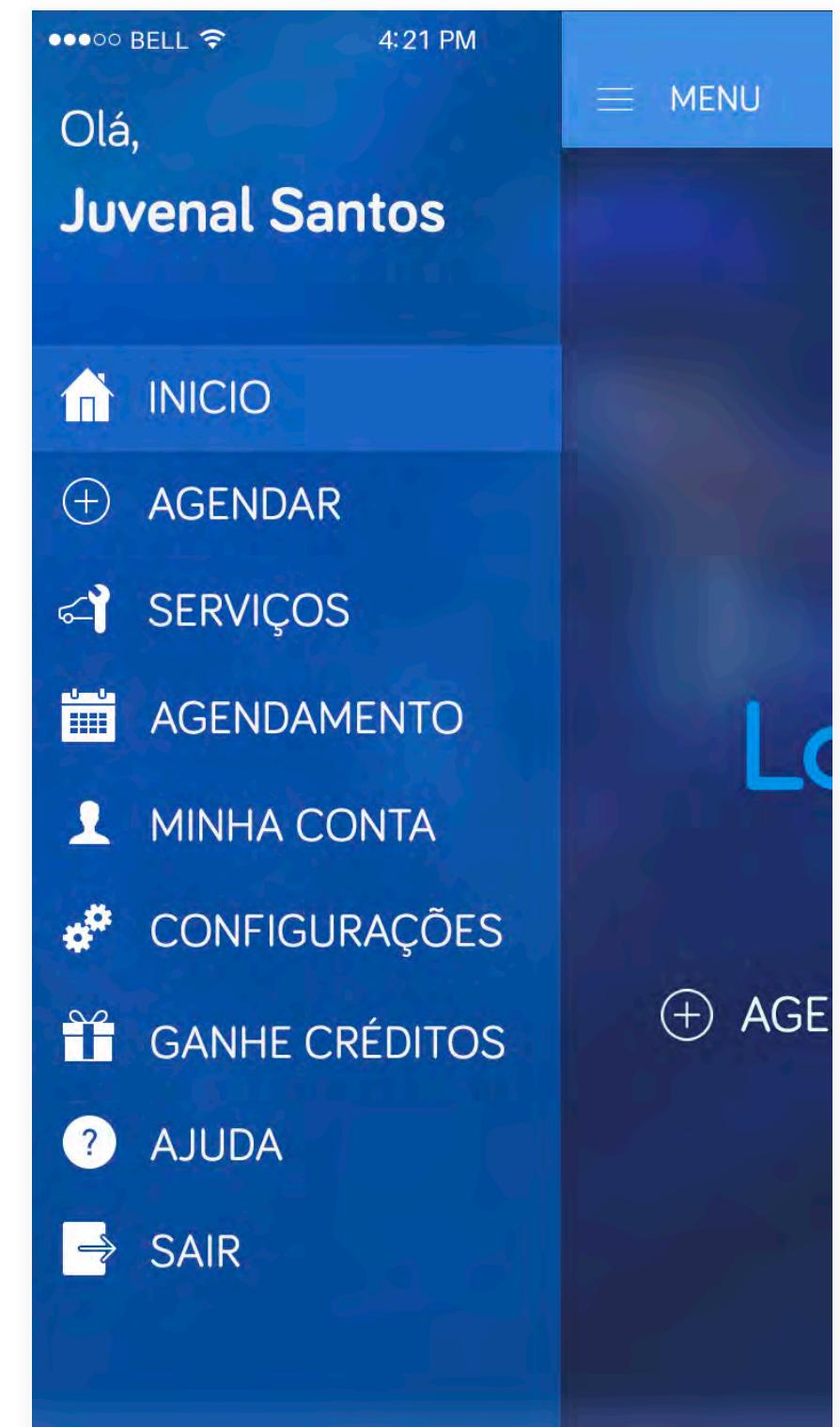
On the left is the menu of the app. There is your name, and all functions, that you need and you can hide the menu by swiping.

## GET NOTIFICATIONS IN-APP

Get notified about the upcoming schedules, on the bottom of the screen, like this one bellow.



HOME SCREEN



MENU

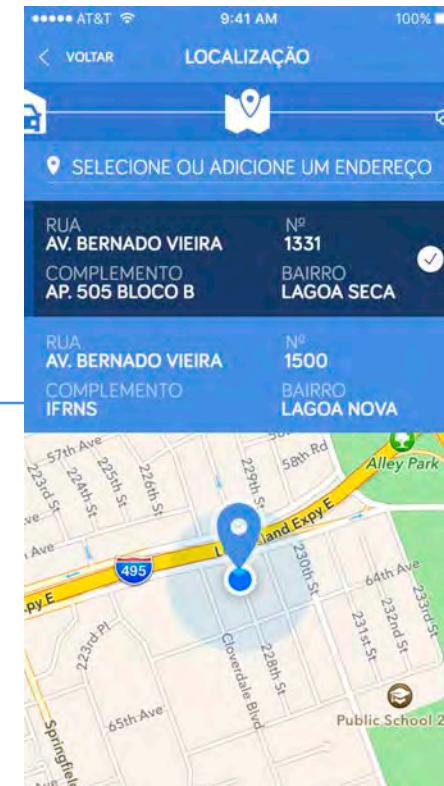
## BOOKING A SERVICE

To book a service is easy and just need to follow simple steps after the user is registered in our platform.

On the following example the customer already had used our platform and has saved data of cars, location and payment information.



CHOOSE YOUR VEHICLE



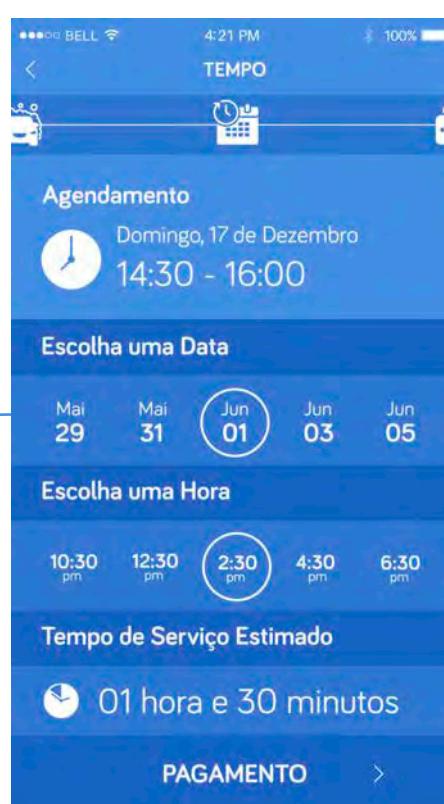
CHOOSE YOUR LOCATION



CHOOSE SERVICES



CHOOSE PROVIDERS



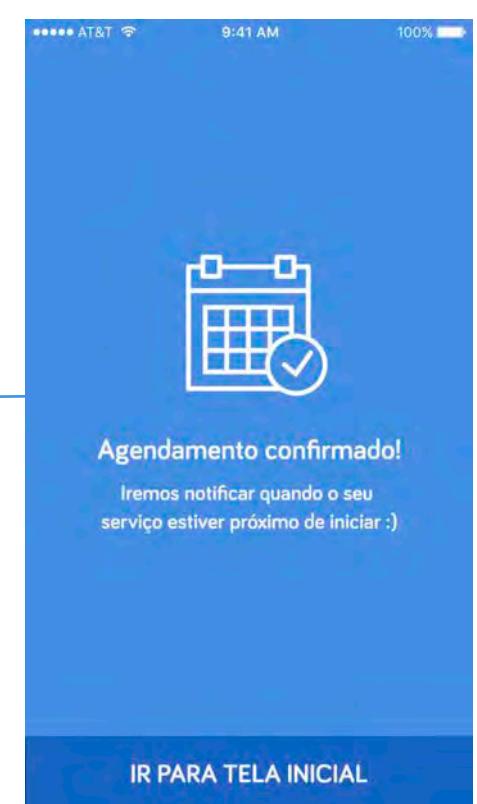
SET YOUR SCHEDULE



CHECKOUT & PAYMENT



REVIEW & CONFIRM



CONFIRMATION

## DIFFERENT GOALS CUSTOM PROFILES

The application has two separate profiles, one for the customer that book services and another one for the provider that execute the requested services.

## CUSTOM PROFILE



CUSTOM ACCOUNT



SAVED VEHICLES

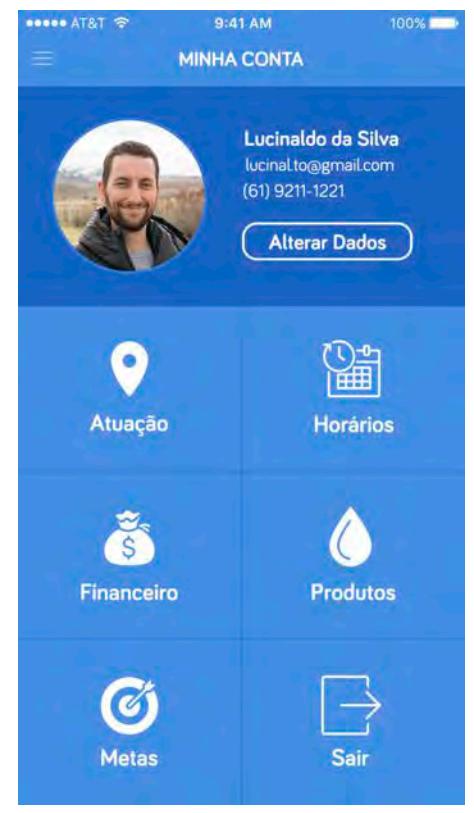


SAVED CARDS

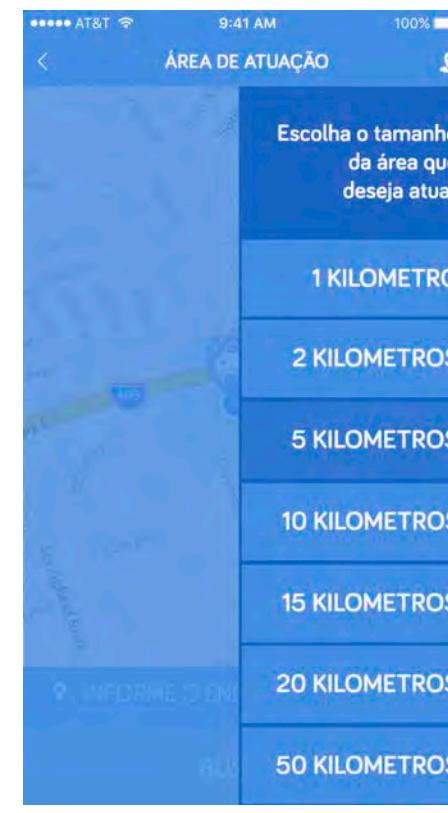


SAVED ADDRESS

## PROVIDER PROFILE



PROVIDER ACCOUNT



OPERATING AREA



TIMETABLES



FINANCES



TRANSACTION HISTORY



SUPPLIES



## ANOTHER MINDSET

I was just starting in the UX field and inside this company with a experienced client, so I had little decision making power - I just had a little bit more once I done the research and showed the data and findings from it to the stakeholders.

Another problem with this project was the I got the idea of a solution from the start but not the conception of the product, so I didn't gave inputs on the objectives and creation of a roadmap, and definition of priorities.

On the design side I didn't define the visual identity of the brand such as colors, logo, type and illustrations, for this I had to work with another designer and I felt that the result was a little bit inconsistent with what was proposed.



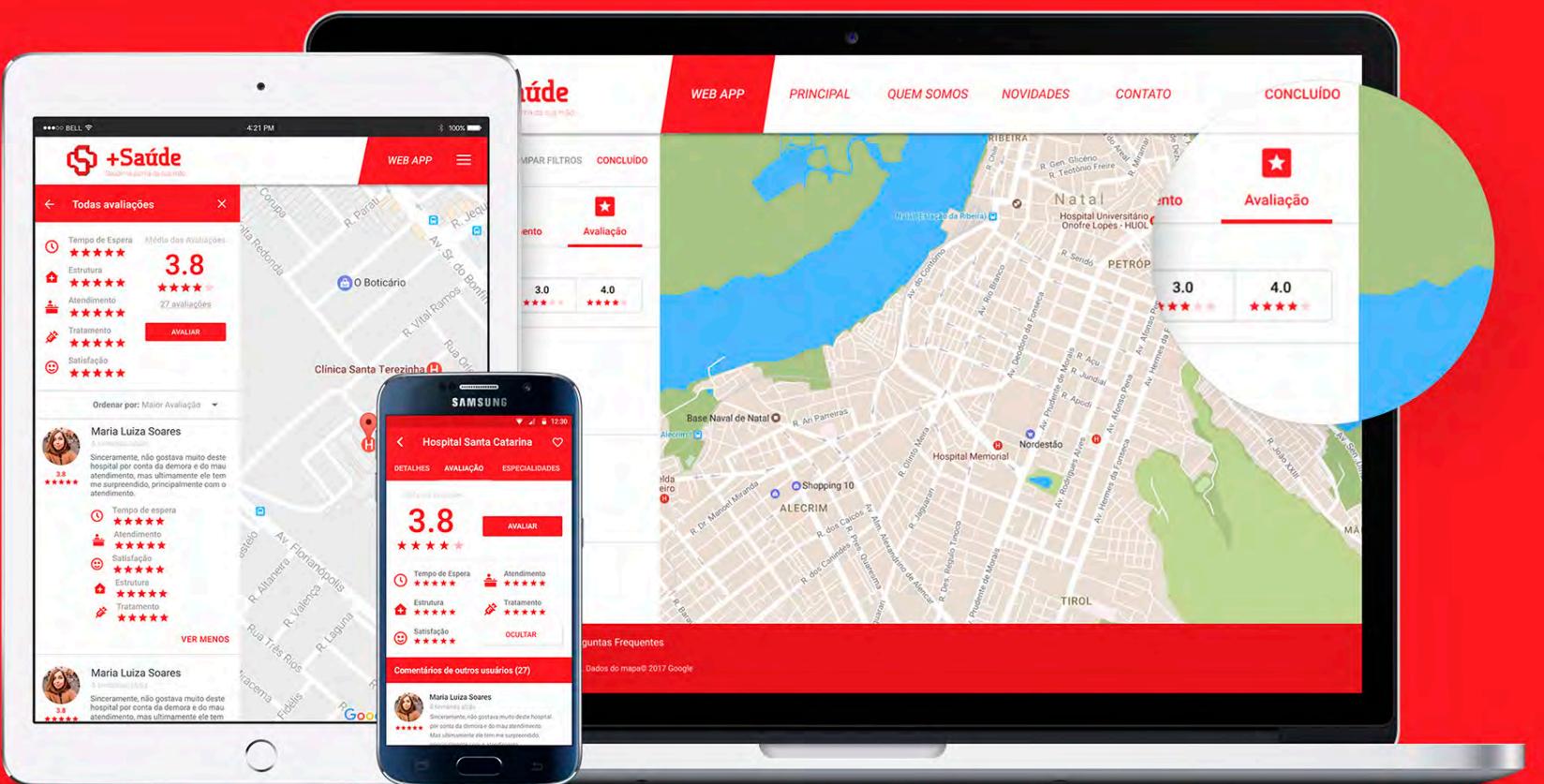
## TAKEAWAYS

Always test with all users - when I mean all, it should be all users involved, I felt that provider journey was not complete since I worked on based on what the stakeholder said what they should be doing instead of what they actually wanted or did in their own workflow.

I understand his point of view since it was a new service he didn't have any "employees" but I think if I had included in my process field study to learn what was the workflow of his partners or people who wash car in the streets this could have give me great data to work on to benefit his business idea.



# +SAÚDE (2016)



# +Saúde

## ROLE

Product Designer | UI Designer | Brand Designer

## PROJECT DESCRIPTION

+Saude was a project from a company that I worked for aimed to public sector and developed through phases of user experience design ranging from discovery, ideation, branding and interaction and interface design.

It was a real-world problem that I have chosen due to some of my family members and friend's families go through, the problem was the lack of information about public hospital and health centers in the northeast part of Brazil.

## CLIENT

Aurum Systems and Brazilian Public Health System

## AWARDS

Highlighted on Behance on Experience Design category on March 2017.

Highlighted on Behance on Interaction Design category on April 2017.

## THE CHALLENGE

Brazilian Public Health System is known for its huge waiting lines, lack of information about medical specialties and doctors. Our solutions aimed to solve this public health issue (or at least diminish this problem).

## DISCOVERIES

Researching about competitors solutions on private sector and see available options for users and how they interact with hospitals to gather any information about it's services we could see that we had a huge problem at hands.

Demographic research about our user's and found that most of the users of the public health system are from poor communities, some of them already have contact with technologies to communicate with their family members.

Most of the users try to call to hospital to have information, but because of the lack of a call center or enough personal the users find the line busy most of the time and this causes a lot of frustration on them, and that's when they decide to go directly to the hospital/health center to have the information that they need but even when they arrive there they might even find lack of information or for example they got their appointment canceled and need to go back to where they live that sometimes is miles away.



## OUR SOLUTION

Based on the research done, user's feedbacks gather and the lack of any solutions we are planning to deliver a solution that can help users of Brazilian National Public Health System (SUS), so they can easily locate what kind of doctor the system have in their city or in a specific public health facility or location.

You can also report absentee doctors, review hospitals by customer service, infrastructure, speed, and treatment, in the future we hope to be able to schedule appointments and other medical operations by our app, but if so we are dependent on government cooperation and investments.

## ONBOARD PROCESS

Most of the public digital systems at a time asked users for registration at onboarding process and this damaged the user conversion rate, because those system did not showed the benefits of registering - most of them required the user to do it so the user did not have any other option or most of the registering forms asked for information not required to use the system.

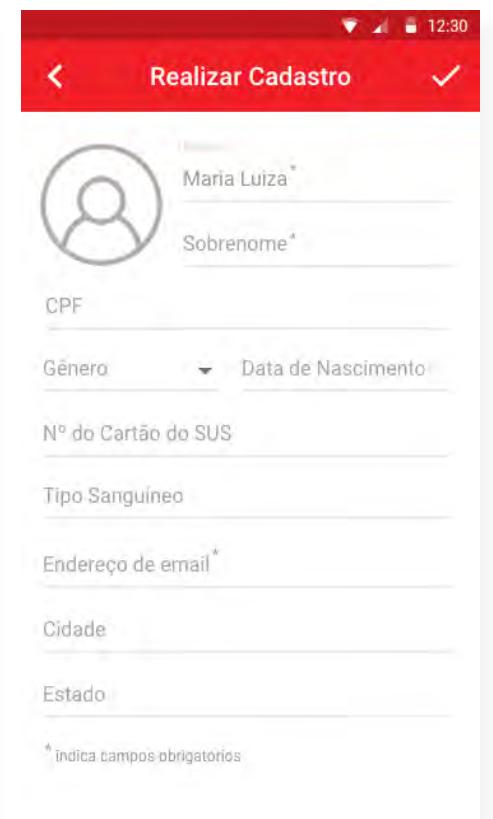
### THREE-STEP EXPLANATION ON ON-BOARDING PROCESS



### AFTER ONBOARDING



### SIGN UP PROCESS



### SIGN UP FOLLOW-UP



Users will be able to search health service institution by name, type or speciality.

One of the benefits is to stop wasting time to hospitals that don't have what they need.

Have an urgency? Call immediately an SAMU ambulance directly from the app for you or someone else.

Showing the users the benefits of signing up and allowing them to skip the process.

Sign up form only asking useful information to use on application. In case of an emergency some of the data will be displayed.

Success message upon sign up and also reinforcing the benefits for the user that is registered.



## MOBILE FIRST

So I followed the idea of mobile first, after a long process of research about our final user's needs and our competitors I began sketching and prototyping all screens and menus needed and after tests and iterations, we achieved this simple design for our app using Google Material guidelines.

Also we choose to use Google Material guidelines and build first on Android platform due to the fact that the target users of public health system mostly use Android smartphone due to the device price in Brazilian market.



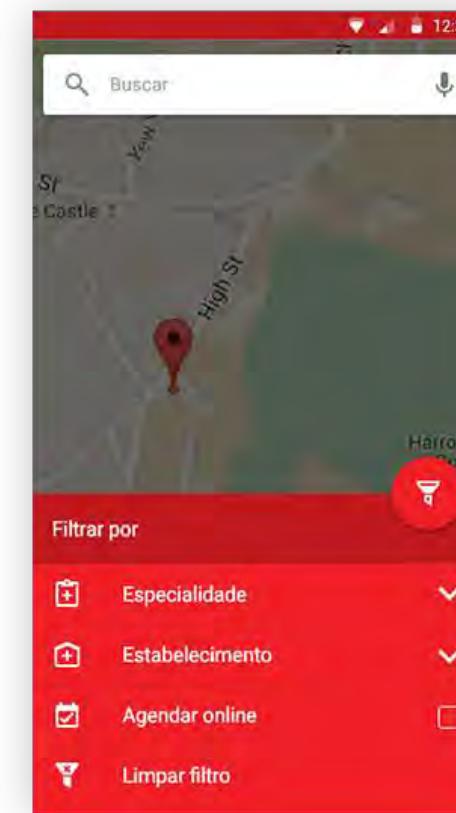


## NOT ONLY A SEARCH APP

The focus of the application was not only allowing the user to search for a hospital, but also give the user an option to call emergency services, schedule an appointment (if available) and evaluate the service of an institution or its infrastructure.



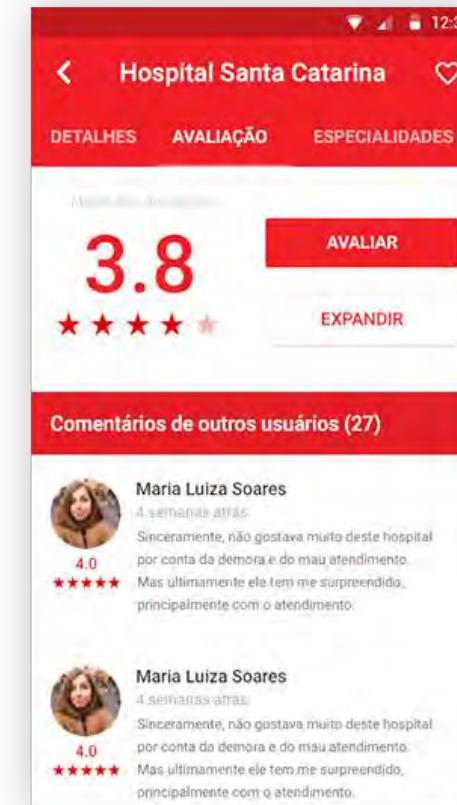
EMERGENCY CARD



FILTER



MY ACCOUNT



INSTITUTION REVIEWS



LEAVE A REVIEW

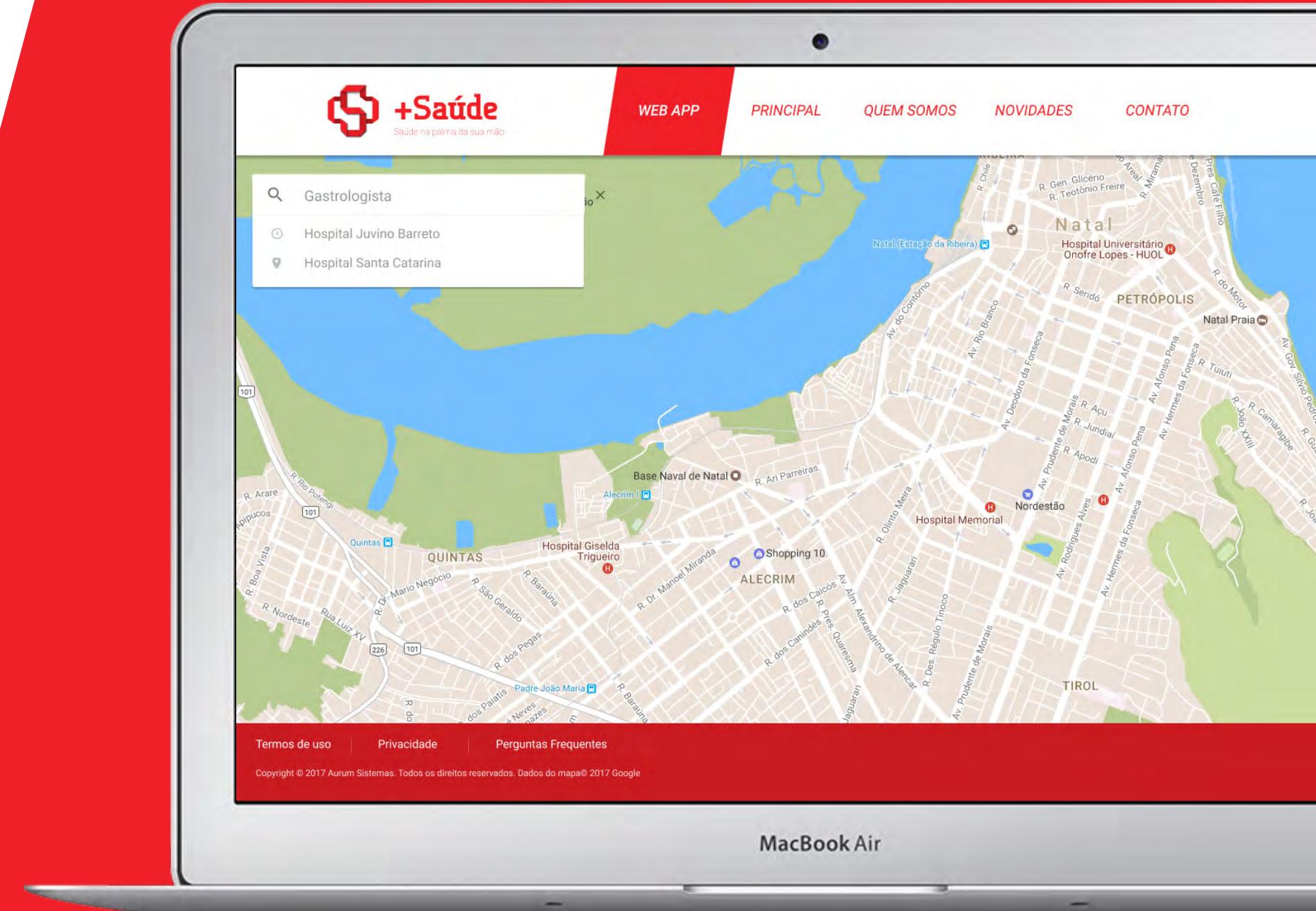


APPOINTMENTS

## DESKTOP UX & UI

After everybody agreed on the mobile app design I started planning a web app version, our team wanted to make sure that this version would have as many features as possible as the mobile app.

We choose to have web version due to some hospitals already have a computer, avoiding costs of buying tablets, even though our interface is responsive and ready to work on tablets if needed it.





## UI COMPONENTS

Reusing the same components used on the mobile version saved time and certified that we had consistency over our platform but also allowing room for adaptation on features/design as needed it.

### SEARCH RESULTS

X

SEARCH TERMS

Filtrar por:

+ Especialidade + Estabelecimento ★ Avaliação

**FILTERS CATEGORY**  
Filter by speciality, institution or by avilication

NAME	AVERAGE REVIEW
Hospital Santa Catarina	5.0 ★★★★★
Hospital Público	
Av. Industrial João Francisco da Mota, 4744	
Segunda à Sábado: 7h à 22h	

**ADDRESS**

### SPECIALTY FILTER

Filtrar Resultados LIMPAR FILTROS CONCLUÍDO **APPLY FILTERS**

**FILTER SELECTED**

+ Especialidade + Estabelecimento ★ Avaliação

SPECIALITY	
Psiquiatria	<input type="checkbox"/>
Pediatria	<input type="checkbox"/>
Cardiologia	<input type="checkbox"/>
Geriatria	<input type="checkbox"/>
Nutrologia	<input type="checkbox"/>

### INSTITUTION TYPE FILTER

Filtrar Resultados LIMPAR FILTROS CONCLUÍDO

**CLEAR FILTERS**

**FILTER SELECTED**

+ Especialidade + Estabelecimento ★ Avaliação

Filtrar por:

TYPE OF INSTITUTION	
Posto de Saúde	<input type="checkbox"/>
UPA	<input type="checkbox"/>
Hospital	<input type="checkbox"/>
Clínica	<input type="checkbox"/>
Unidade Básica de Atendimento	<input type="checkbox"/>

## INSTITUTION DETAILS



SEE PREVIOUS RESULTS

ROUTE

CONTACT INFO

REPORT AND SCHEDULE

Especialidades

Psiquiatria	Urologia	Urologia
Pediatria	Pneumologia	Pneumologia
Cardiologia	Odontologia	Odontologia
Geriatria	Oftalmologia	Oftalmologia
Nutrologia	Oftalmologia	

Avaliação



media das Avaliações  
**3.8**  
27 avaliações

DEIXAR UMA AVALIAÇÃO

REVIEW SECTION

OVERALL SCORE

LEAVE A REVIEW

## REVIEW STRUCTURE

USER'S NAME



Maria Luiza Soares

SUBMITTEES

AVERAGE SCORE

USER'S PHOTO

5.0



AVERAGE SCORE

TYPE OF INSTITUTION

Tempo de espera

Atendimento

Satisfação

Estrutura

Tratamento

WRITTEN FEEDBACK

5 star rating icon

VER MENOS

LEAVE YOUR FEEDBACK

Deixe sua avaliação

Hospital Santa Catarina, R. Araquari, s/n - Potengi, Natal - RN, 59110-390, Brazil

Marque a quantidade de estrelas que indica o seu nível de satisfação em cada área.

Espera 5 star rating icon Atendimento 5 star rating icon

Estrutura 5 star rating icon Tratamento 5 star rating icon

Satisfação 5 star rating icon

SCORE CATEGORIES

Descreva a sua experiência (opcional)

CANCELAR AVALIAR

WRITTEN FEEDBACK

CANCEL & SUBMIT

## VISUAL IDENTITY

The work for +Saúde that I done included in creation visual identity to this brand as well, so my goal when ~~creating this logo~~ was to show that we want to add value into public health system and that our service is simple but yet very helpful.

The color and typography is based on red and white to call attention of the users and associate with urgency and cleanliness, and that's why they are commom colors used on hospitals and other health institutions.



## LANDING PAGE

This landing page was designed to be a portal to the application and an important tool explaining our solution, so we can generate views, direct them to our apps (web and mobile), inform users about any news by us or about us in media and allow users to communicate with us.



# LANDING PAGE



## +Saúde perto de você

Encontre atendimento médico na palma da sua mão

[SAIBA MAIS](#)



### Mais Saúde pra você e sua família

Encontre o serviço de saúde mais próximo pelo nome, tipo ou por especialidade.



### Profissionais da saúde para sua necessidade

Não perca tempo indo a hospitais que não possuem o serviço que você precisa.



### Atendimento de emergências

Precisa do atendimento de urgência? Chame a SAMU direto do aplicativo seja pra você ou outra pessoa.



**Encontre o atendimento de saúde pública mais próximo a você.**

[USE A VERSÃO WEB](#)

## +Saúde

Está chegando pra revolucionar a saúde pública

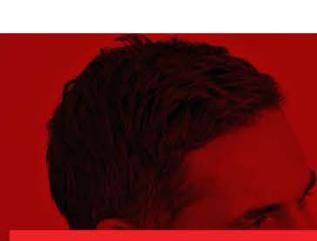
Baixe o nosso app

Disponível na  
 App Store

DISPONÍVEL NO  
 Google Play



## Últimas Notícias



Aplicativos para cuidar da saúde - conheça opções para Android ...

[www.tecmundo.com.br/listas/noticia/2016](#)

Cuidar da saúde deve ser uma preocupação diária e eterna, mas nem sempre conseguimos comermos horários certos e beber a quantidade ...

[LEIA MAIS](#)



Conheça 5 aplicativos que prometem melhorar a saúde

[www.tecmundo.com.br/saude/105663-fila](#)

O app que promete acabar com as filas de espera em hospitais já está disponível para a cidade do Rio Grande do Norte (com previsão de chegada ...

[LEIA MAIS](#)



Conheça os aplicativos para celular que são aliados da saúde

[www.tecmundo.com.br/listas/noticia/2016](#)

Essas são as promessas de alguns aplicativos disponíveis no mercado. Simples de usar, os apps são aliados da saúde e podem dar uma ...

[LEIA MAIS](#)

## Contato

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Endereço de Email: \_\_\_\_\_

Mensagem:



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[http://aurumsistemas.com.br/](#)  
[aurum@aurum.com.br](mailto:aurum@aurum.com.br)  
Tel: 55 (84) 99919-0303

## DIFFERENT PERSPECTIVE

If I was working at this project today I would take a different approach, by the time that I had researched and from what the stakeholders had asked/decided, I wouldn't have suggested building an specific app, I think the project could benefit with the growth of messaging apps in Brazilian society such as Whatsapp and Messenger in 2017/2018, and I could have suggested a chatbot to answer questions and schedule appointments, because of our target group.

I also know that this could mean a whole new world of problems such as lack of talent to build the solution, investments in neurolinguistics, specially because the region in Brazil that this project would be applied have some peculiarities with informal language that is most used in the day-to-day.

## TAKEAWAYS

Working for public institutions requires a lot of will power and not only skills, because our solution would touch some pain points such as reporting missing doctos/staff - this is a huge problem in our public health sector, schedule task through a tool instead with a person - a lot of people who work on hospitals are not used to technology on a daily basis - and also for the public as well, but it's through initiatives like this that our society can do things better.

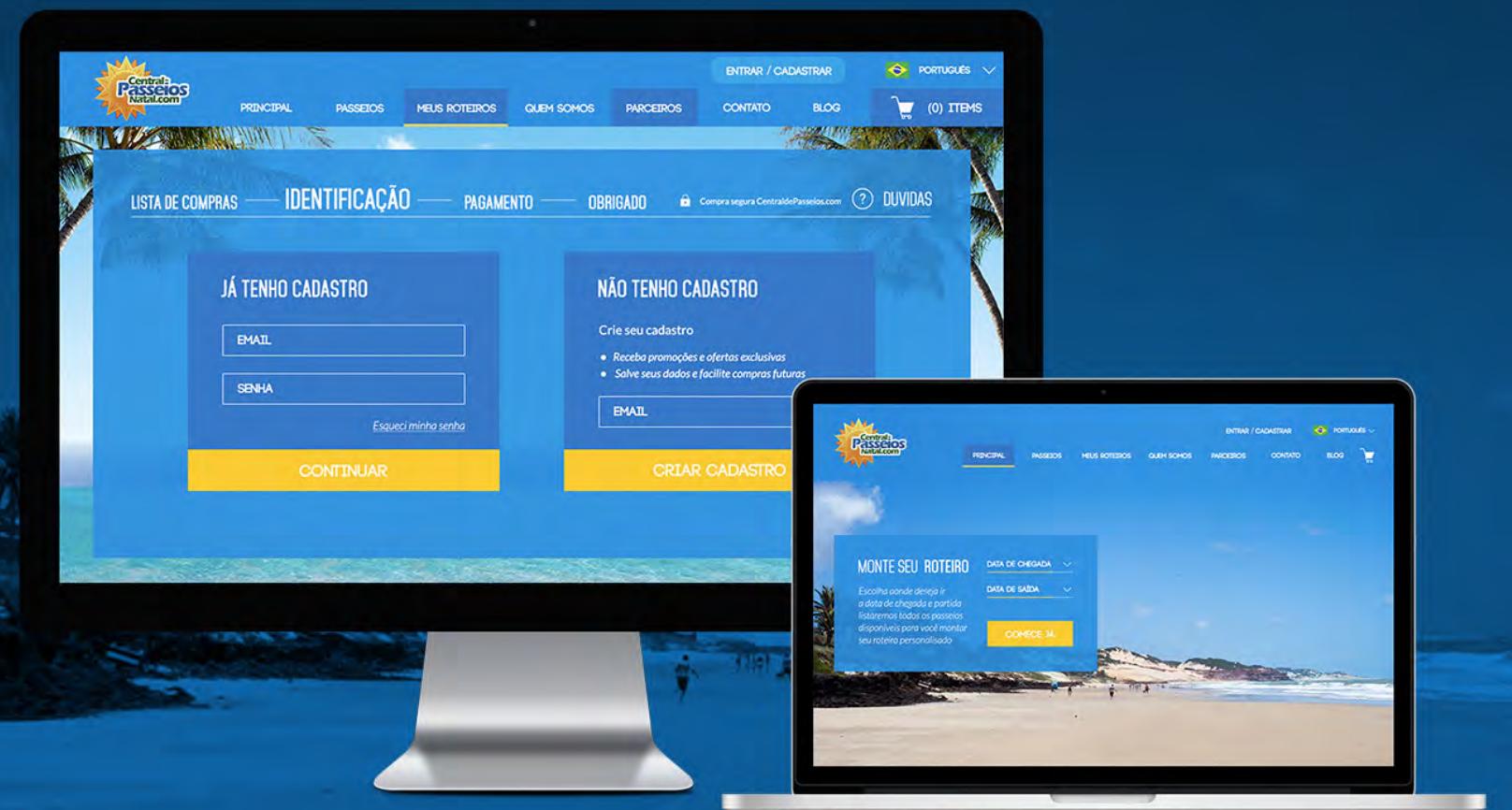
Another problem is working with only promises, for example this project was not even developed because the budget for innovation and research was cut due to the economic and political crisis that Brazil is going on since 2015/2016.



# CENTRAL DE PASSEIOS (2016)

TRIP PLANNER WEBSITE

## CENTRAL DE PASSEIOS



### ROLE

Product Designer | UI Designer

### PROJECT DESCRIPTION

This project had the goal of redesign a website for a client that offers city tours around the city of Natal, RN in Brazil. Natal is a coast city full of beautiful beaches and welcoming people always with a smile on their face to welcome tourists.

### CLIENT

Central de Passeios

## THE CHALLENGE

The current website was created using WSWIG software made by client and other partner, that means that she had no control of features to enhance her customer's experience, only what she had available from the tool she was using.

Her idea was to make partnership with other different companies to advertise their services on her website, and allow users to create their own travel itinerary, so users could specify their arrival and departure dates and see available activities in the city.

## DISCOVERIES

What I saw is that she was already had a low-fidelity prototype in hands but since she had no help from anyone with design background she could not see some of the problems of accessibility, information architecture, legibility and etc, but again I was here to help her.

The first thing that I did was a competitor research so we could see what are the features that they competitors had in our city, what were their weakness and what opportunities and strengths she had compared to them.

So actually her website was no different from it's competitors, most of them had no or little investment in their websites, most of the trip concierge services advertise their business as they would do with flyers, so they had a lot of information available at all times and no hierarchy or whatsoever



**Passeios** **Meu Roteiro** **Parceiros** **Quem Somos** **Contato** **Blog**

**OTIMIZE O TEMPO DA SUA VIAGEM  
EM NATAL E MONTE SEU ROTEIRO  
DE PASSEIOS COM SEGURANÇA**

[Veja como +](#) [Por que comprar aqui +](#)

**VOCÊ NÃO PODE PERDER!**



Bugue Litoral Norte

Bugue Litoral Sul

Quadriciclo

João Pessoa

## ITINERARY BUILDER

ADD TOUR

TOUR NAME

ACTIVITIES ON TOUR

EDITING TOUR

Change the number of adults and kids on a tour

TOUR DAY

IMPORTANT INFORMATION

**ROTEIRO - 03 DE JANEIRO À 06 DE JANEIRO**

DIA 03 DE JANEIRO  
+ ADICIONAR PASSEIO

DIA 04 DE JANEIRO  
**BUGGY LITORAL NORTE**

- PRAIA DE GENIPABU
- ESQUIBUNDA / TIROLESA
- DROMEDÁRIO
- LAGOA DE PRATAGI
- DUNAS DOURADAS

EMPRESA: MARAZUL TURISMO

SAÍDA: 9:00

DURAÇÃO: 7 HORAS

R\$ 120,00 POR PESSOA

EDITAR PASSEIO

TROCAR PASSEIO

RETIRAR PASSEIO

DATA DO PASSEIO

**BUGGY LITORAL NORTE**

- PRAIA DE GENIPABU
- ESQUIBUNDA / TIROLESA
- DROMEDÁRIO
- LAGOA DE PRATAGI
- DUNAS DOURADAS

EMPRESA: MARAZUL TURISMO

SAÍDA: 9:00

DURAÇÃO: 7 HORAS

R\$ 120,00 POR PESSOA

EDITAR PASSEIO

TROCAR PASSEIO

RETIRAR PASSEIO

DIA 04 DE JANEIRO  
**BUGGY LITORAL NORTE**

- PRAIA DE GENIPABU
- ESQUIBUNDA / TIROLESA
- DROMEDÁRIO
- LAGOA DE PRATAGI
- DUNAS DOURADAS

EMPRESA: MARAZUL TURISMO

SAÍDA: 9:00

DURAÇÃO: 7 HORAS

R\$ 120,00 POR PESSOA

EDITAR PASSEIO

TROCAR PASSEIO

RETIRAR PASSEIO

**Informações importantes**

- Valores por pessoa na descrição dos passeios.
- City Tour criança até 6 anos não paga acompanhado de 1 adulto
- Buggy compartilhado até 3 pessoas. Para Buggy privativo selecionar ícone.
- Passeio de Buggy poderá sofrer alteração de roteiro e horário conforme maré.
- Quadrícoletro obrigatório pagamento 160,00

**TOTAL: R\$ 400,00**

**FINALIZAR COMPRA**

## OUR SOLUTION

Seeing other examples abroad and based on current market research and her ideas, I crafted an application that allowed users from other countries to use her platform in English and Spanish a part from Portuguese language, since those are the main languages that the tourists speak in our city.

Another feature that I have designed for is the ability to build multiple itineraries so agencies from other countries could build custom itenerary for each of it's customers but also use pre-defined templates as well, saving some time when planning a trip for yourself or for others.

## MY ITINERARIES

MEUS ROTEIROS

+ CRIE UM NOVO ROTEIRO

5 DIAS NATAL & MARACAJAÚ

5 DIAS NATAL & MARACAJAÚ

CONTATO

PASSEIOS

MEU ROTEIRO

SSL

moip

Brasil

ABAV

## HOME PAGE DESIGN

For the design of the landing page I tried to build something modular that could be expanded in the future, but also showed all the beauty of Natal and convince customers why you should do a tour in our city with this company.

All identity was building the thematic of the city where it was applied, yellow for the sun - Natal is known as Sun City and the blue from the ocean and gorgeous beaches around the state.

### CLEAR CTA

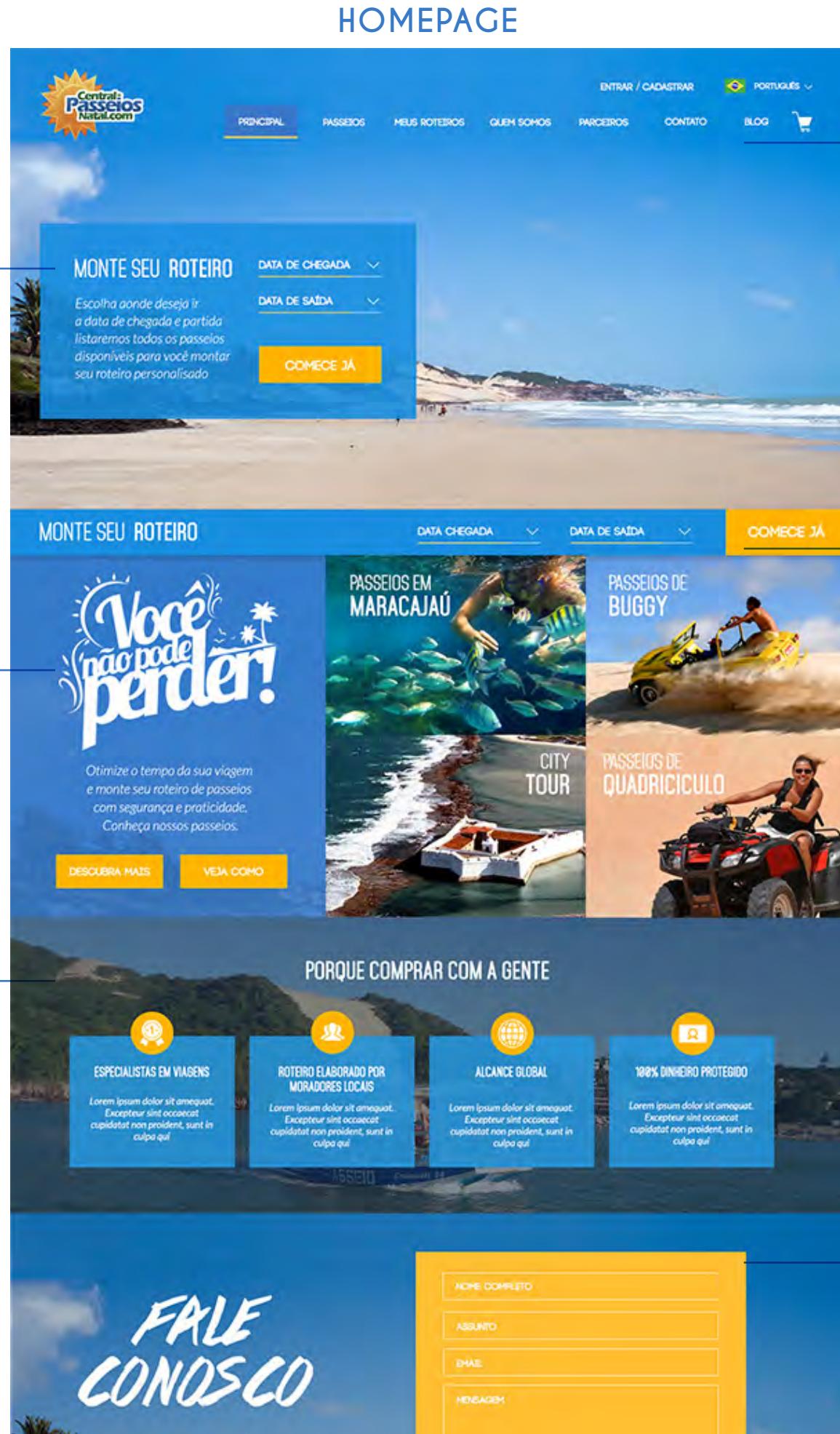
The users just need to specify desired arrival and departure date so the website would suggest the available tours and activities.

### TOURS PEAK

Through a dynamic grid of tours we show the users what adventures await for them and explain what are the activities.

### WHY US?

Why should users trust this company? Because they are travel specialists, the tours are done by locals, they have clients globally and your money is guaranteed.



### SIMPLE HEADER

The header is simple and floating would be floating over the pages.

It's composed of:

- Tours
- My itineraries
- About us
- Partner
- Contact
- Blog
- Shopping Cart

### DYNAMIC CTA

Once the user scroll down the CTA above would dynamically change to a fixed bar on the top of the screen allowing the user to quickly see the tours for the selected dates, this feature is only available on the homepage

### CONTACT FORM

Simple contact form for enquiries, suggestions and complaints

## TOURS

### TOURS SEARCH

### FIXED CTA

Change the number of adults and kids on a tour

### FIXED FILTERS

### TOUR CATEGORY

### PRICE FILTER

**PASSEIOS**

10 PASSEIOS ENCONTRADOS

**MONTE SEU ROTEIRO**

**INFORME DADOS DO PASSEIO**

**ADULTOS**: 1 + **CRIANÇAS**: 1 + **DATAS DO PASSEIO**

**R\$ 120,00 POR PESSOA**

**RESERVAR** **CANCELAR**

**QUADRÍCICLO LAGOAS DO SUL**

**QUADRÍCICOLO**

Passeio imperdível conhecendo o sul pela praia. Praias paradisíacas com falésias e dunas.

**Saída: 9:00 Duração: 4 horas**

**R\$ 190,00 POR PESSOA**

**COMPRAR**

**MERGULHO MARACAJÁ CATAMARÃ**

**BARCO**

Mergulho incrível por meio de parrachos. Peixes coloridos, ouriços e muitos animais marinhas

**Saída: 9:00 Duração: 7 horas**

**R\$ 110,00 POR PESSOA**

**COMPRAR**

**INFORME DADOS DO PASSEIO**

**ADULTOS**: 1 + **CRIANÇAS**: 1 + **DATAS DO PASSEIO**

**R\$ 160,00 POR PESSOA**

**RESERVAR** **CANCELAR**

**QUADRÍCICLO LAGOAS DO SUL**

**QUADRÍCICOLO**

Passeio imperdível conhecendo o sul pela praia. Praias paradisíacas com falésias e dunas.

**Saída: 9:00 Duração: 4 horas**

**R\$ 190,00 POR PESSOA**

**COMPRAR**

**CONTATO**  
Rua João Rodrigues de Oliveira, 01  
Ponta Negra, Natal RN  
tel: 55 84 99461-2221

**PASSEIOS**  
PASSEIOS DE BUG - LITORAL NORTE  
PASSEIOS DE BUG - LITORAL SUL  
PASSEIOS DE QUADRÍCICOLO  
CITY TOUR  
JOÃO PESSOA  
MARACAJÁ

**MEU ROTEIRO**  
COMO MONTAR O ROTEIRO  
QUEM SOMOS  
PARCEIROS  
BLOG

**SSL** **moip**  
**BRASIL** **ABAV**

### HELPER

### SCHEDULE AND CANCEL

### PRICE PER PERSON

### BUY BUTTON

### TRAVEL DETAILS

Choose the number of adults and kids on a specific tour.

## CHECKOUT PAGE

**LISTA DE COMPRAS** **ALTERAR DATAS**

SERVIÇO/PRODUTO	PREÇO	QUANTIDADE	VALOR TOTAL
TRANSFER AÉRO / HOTEL EM PONTA NEGRA	R\$ 50,00	- 1 +	R\$ 50,00
DATA DA RESERVA: 20/02/2016			
<b>CITY TOUR</b>			
FAIXA ETÁRIA: ADULTO	R\$ 60,00	- 1 +	R\$ 60,00
FAIXA ETÁRIA: CRIANÇA	R\$ 30,00	- 1 +	R\$ 30,00
DATA DA RESERVA: 20/02/2016			

Eu li e concordo com os [termos do contrato](#)

**ESCOLHER MAIS PASSEIOS**

**SUBTOTAL: R\$ 90,00**  
**DESCONTO: R\$ 10,00**  
**TOTAL: R\$ 80,00**

**REALIZAR PAGAMENTO**

**CONTATO**  
Lore ipsum dolor sit amet...  
Ponta Negra, Natal RN  
tel: 55 84 99461-2221

**PASSEIOS**  
PASSEIOS DE BUG - LITORAL NORTE  
PASSEIOS DE BUG - LITORAL SUL  
PASSEIOS DE QUADRÍCICOLO  
CITY TOUR  
JOÃO PESSOA  
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**MEU ROTEIRO**  
COMO MONTAR O ROTEIRO  
QUEM SOMOS  
PARCEIROS  
BLOG

**SSL** **moip**  
**BRASIL** **ABAV**

### PRICE FILTER

## PREVIOUS TOUR DETAILS PAGE

**BUGGY LITORAL NORTE**



**Roteiro**

O passeio do litoral norte é, sem dúvida, o mais famoso da cidade. Com destaque para as belíssimas dunas de Jenipabu onde se encontra os dromedários e o visual da lagoa, além das radicais brincadeiras nas dunas de Jacumá, o skybunda, o aerobunda (tirolesa) e o kamikaze são garantia de muita diversão.

O dia de passeio fica mais completo com a passagem pelas dunas douradas, que de tão belas foram usadas como cenário de novela. Além das dunas dos anjos e um refrescante mergulho na lagoa de Pitangui, situada nas dunas de Pitangui.

O percurso do passeio se estende de Ponta Negra à Muriú.

Esse passeio tem, em média, 7 horas de duração. A saída do passeio é do próprio hotel já no buggy.

São opcionais desse passeio:  
Parque de dunas móveis de Jenipabu;  
Aquário de Natal;  
Passeio de dromedário;  
Eskibunda, aerobunda (tirolesa) e Kamikaze;  
Cabo de São Roque (arvore do amor);  
Vale do Silêncio.



**Informações importantes**

A partir de: **R\$ 60,00** p/ pessoa  
Duração: 7h

Data da reserva: 27/08/2016  
Adultos: 0 Crianças: 0  
Idade de 12 anos: 0 De 6 a 11 anos: 0 De 0 a 5 anos: 0

Informe o Hotel: Marazul - Loja 1 (Alimmar - Ponta Negra)

**COMPRAR AGORA**

**Adicionar ao carrinho**

**Adicionar ao roteiro**

**Veja a matéria do nosso BLOG**

## REDESIGNED TOUR DETAILS PAGE

**BUGGY LITORAL NORTE**

DUVIDAS

**INFORMAÇÕES IMPORTANTES**

**FREQUÊNCIA**  
Segunda a Sexta-feira.

**DURAÇÃO**  
7h

**OBSERVAÇÕES**  
Valor por pessoa, buggy no sistema de vaga com capacidade para 4 pessoas.  
**Crianças** (qualquer idade) pagam preço normal.  
Travessia de Balsa á parte (em média R\$ 40,00 por veículo).



**ROTEIRO**

O passeio do litoral norte é, sem dúvida, o mais famoso da cidade. Com destaque para as belíssimas dunas de Jenipabu onde se encontra os dromedários e o visual da lagoa, além das radicais brincadeiras nas dunas de Jacumá, o skybunda, o aerobunda (tirolesa) e o kamikaze são garantia de muita diversão.

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O percurso do passeio se estende de Ponta Negra à Muriú.

**R\$ 160,00 P / PESSOA**

**DATA DA RESERVA**

**ADULTOS** 1  
**CIANÇAS** 1  
**CIANÇAS** 1

**INFORME O HOTEL**

**ADICIONAR AO ROTEIRO**

**GALERIA DE FOTOS**



**POSTS RELACIONADOS NO BLOG**

## SO MANY CHANGES

This was a project that I was not supposed to work on for so many reasons, first there was another designer working on it before I entered the company, second I was not getting paid for this project, but since I was the more experienced designer in this company I had as an opportunity to help another fellow junior designer and also regain the client's confidence since the project it was taking so long to design/build and it was not in the right direction.

At the time I did an overhaul on the design that my client end it up not expecting it but they got surprised in a good way, but even with such good feedback I would have changed a lot, for example the itinerary could have so much more features. Looking after a while the information architecture could be better defined on some of the elements such on tours page to reduce some confusion on for example - what time the tour ends instead of only showing how long it is.

## LEARNINGS

I worked on this project almost after some months of training and practicing my skills as a UX Designer, this was a project that I invested more on my UI Design skills because the client was a little impatient and had "a cousin that know how to design" and didn't allowed me to explore and show her a better travel concierge experience.

Another thing that I learned is does not matter if you do great design if your development team does not implement it even if you simplify your work and deliver to them fast, they need to be reliable.



## APP CRAWLER (2017)



### ROLE

UX & UI Designer

### PROJECT DESCRIPTION

I participated on this VanHackaton on 2017 together with a friend to complete a challenge that one company called AppSamurai announced. The challenge was to build an app store crawler, we managed to create one of the most complete and interactive project submitted for this challenge.

### CLIENT

AppSamurai

## CHALLENGE

The best performance indicator of a mobile application is the category ranking and overall ranking inside an app store. The main stores are Google Play and Apple App Store, and there are several sub categories inside those stores such as social networking, shopping, games etc.

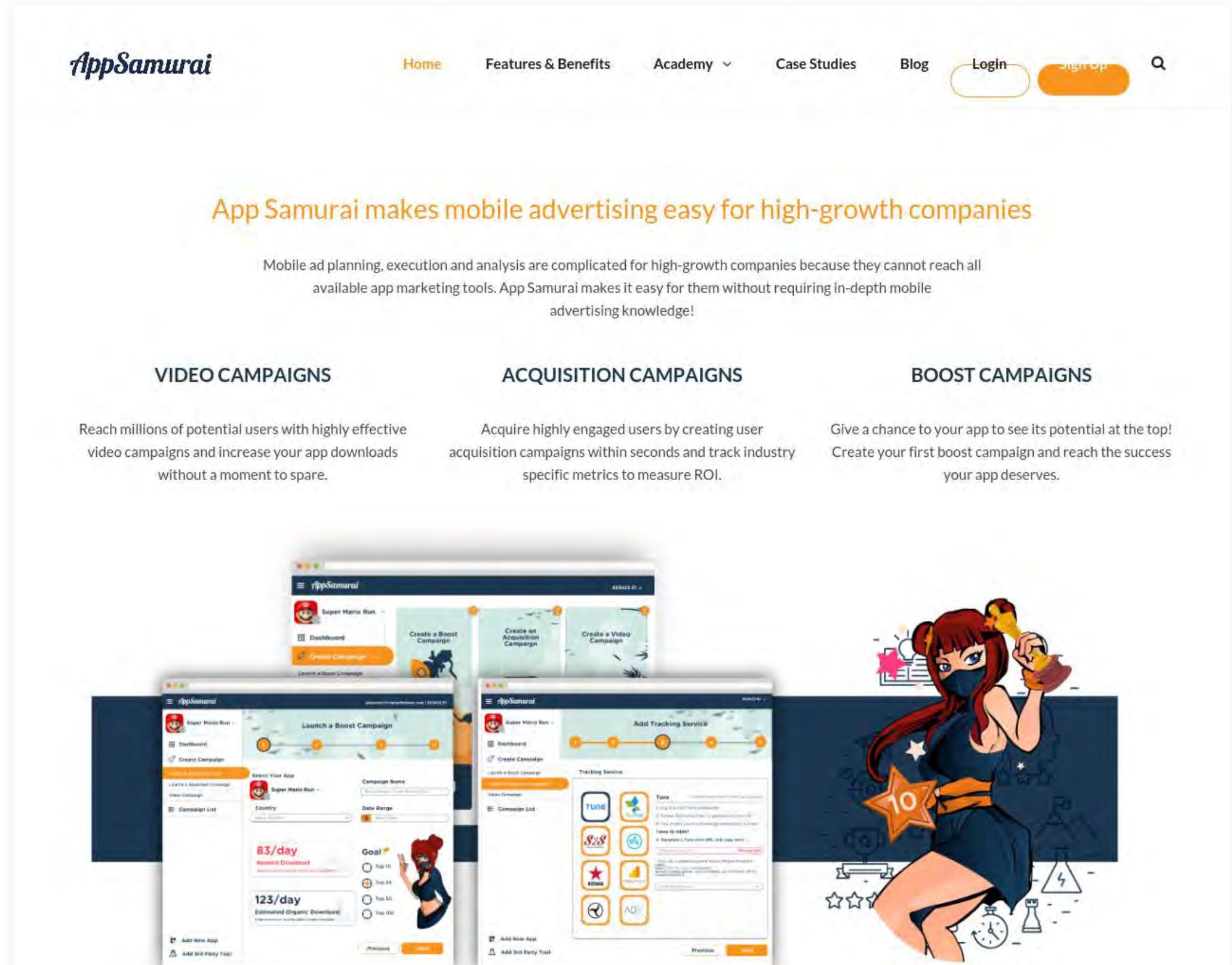
Your challenge is to crawl the app stores to get 1. Overall Ranking (If exists) and 2. Category Ranking of a mobile app for the selected Country, once the user enters their app name or their store link of the app. For example if I have an Android mobile app named " My Talking Tom". There will be a basic user interface where I will enter my app name and get today's United States rankings as: Games Free = 36, Overall = 92.

## MY PROCESS

The first steps that I take when I am doing any project is research and planning. I first researched who would be their competitors and what are their weakness. Allowing me to spot opportunities to build something better.

Trying to save time, I browsed AppSamurai to get some assets from them like colors, images and descriptions to give our app a better look and feel, allowing whomever who uses feel like a genuine experience. I had done some quick versions to show to my developer friend, so he told me what would be feasible to do in the short time that we had.

## APPSAMURAI WEBPAGE IN 2017



The screenshot shows the AppSamurai website homepage at the top, featuring a navigation bar with Home, Features & Benefits, Academy, Case Studies, Blog, Login, Sign Up, and a search icon. Below the header, a main title reads "App Samurai makes mobile advertising easy for high-growth companies". A sub-section below it discusses the challenges of mobile ad planning and execution for high-growth companies. Three main campaign sections are displayed: "VIDEO CAMPAIGNS", "ACQUISITION CAMPAIGNS", and "BOOST CAMPAIGNS". Each section has a brief description and a call-to-action button. To the right of these sections is a cartoon illustration of a red-haired woman in a superhero costume holding a star and a sword, standing next to a large orange star with the number "10". At the bottom, three smaller screenshots show the "Dashboard", "Launch a Boost Campaign", and "Add Tracking Service" interfaces, each featuring a character from the Super Mario Bros. video game.

## OUR SOLUTION

Our solution is composed of two projects. The first one is a web crawler library (PHP) that scraps data from the App Store and Google Play. The second one, is a web application (PHP, Laravel) that displays that data in a easy to understand way. You can see not only how the app ranks in the general and category charts, but you can also check a list of the top apps, browse apps, search and etc...

If the app the user is looking for is not listed in the charts (therefore, were not previously crawled), they can paste an URL from the App Store/Google Play to have it added to our database

If the app the user is looking for is not listed in the charts (therefore, were not previously crawled), they can paste an URL from the App Store/Google Play to have it added to our database.

You can check the prototype here, I also added more screens than asked so users could browse to see Top Apps on Apple Store or Google Play, separated by free and paid apps. I have used Adobe XD because has integration with Photoshop and Illustrator and also allows me quickly prototype and share with anyone to have some feedback.

## APP CRAWLER HOME PAGE

The screenshot shows the homepage of the App Samurai web application. At the top, there's a navigation bar with links for Home, App Ranking, Features & Benefits, Cases Studies, LOGIN, and SIGN UP. Below the navigation is a section titled "Get insights of your apps" with a sub-section "Top 10 Apps". It displays two separate lists: "Google Play" and "iOS Store", each containing ten apps with their names, developer names, and download counts. Below these lists is a "Get Started" section featuring a cartoon character and a "Start Increasing Your Downloads!" button.

## DETAILS OF THE APP CRAWLED

The screenshot shows a detailed view of the App Samurai dashboard for the app "My Talking Tom". The top part of the dashboard includes a search bar, a "Google Play" dropdown set to "United States", and a "Rating" section showing a 4.5-star rating with 12,000,000 reviews. Below this are sections for "Ranking Today" (rank #233 in the United States) and "Statistics Last Month" (rank #3 in the Games category). There are also sections for "Screenshots" showing four images of the game and a "Get Started" section at the bottom with a "Get started now" button and a preview of the dashboard interface.

## PROBLEMS & LIMITATIONS

Since we had limited ranking info, we had to be creative in order to get the category ranking for a determined app. We did that by counting how many apps of the same category appeared in the main ranking, and with that info, we counted in which position the current app appeared, thus, determining the ranking of the app for it's category.

Neither the App Store or Google Play provides public stats for the apps they sell. Therefore, we were limited to the app charts that they publish. The Apple App Store has a chart with the top 100 free and paid apps. Google Play store has a chart with the top 600 apps, but for simplicity reasons, we only crawled the first 100.

## TIME CONSTRAINTS

If we had more time, there were at least a handful of features that we would like do add. One of them was a line graph with history information for the app. That would require a few days to work correctly though, since we would need to acquire the data over time.

Another interesting feature would be to crawl stores of different countries to compare prices, ranking positions, etc... For now, our app only crawls the US Google Play and App Store.



# VANHACK JOB BOARD (2017)



## ROLE

UX & UI Designer

## PROJECT DESCRIPTION

This one of the available challenges for the 2017 Vanhackaton, I had personally chosen it because I used to browse for jobs on VanHack but it has always been a frustrating experience, due to inconsistencies and bad design choices.

## CLIENT

VanHack is a startup that aims to help graduates and IT professionals find job offers and facilitate the process of interviewing and hiring in countries like Canada, Germany, Ireland and among others.

## AWARD

This project was a VanHackaton challenge in 2017, the project was the second best in which I was rewarded with a one-month subscription to the VanHack service.

## CHALLENGE DESCRIPTION

Let's face it, job boards suck! Specifically, the VanHack Jobs Board isn't very good... We're offering a \$500 Cash Prize for the designer who can create the best version of a Jobs Board out there. We'd like something that allows anyone to quickly identify the best position for them in the location or locations they are interested in. It should be very visual, intuitive and easy to use. Oh, and don't forget to make it great on Mobile!!

Bonus points for being creative and thinking outside the traditional jobs board box.

## PREVIOUS JOB BOARD

The screenshot shows the VanHack Jobs Board homepage. On the left, a sidebar has icons for JOBS, MY JOBS, COURSES, and LIBRARY. The main area has a search bar for 'JOB TITLE OR KEYWORDS' and 'CITY'. Below is a table of job positions:

POSITION	LOCATION	SKILLS
(Senior-) Aviation Software Engineer	Germany - Essen	fullstack development, api, aviation, c, java, oo, php, rest, ruby on rails, spring, swim, xamarin
UX/UI Designer	Ireland - Dublin	game design, adobe illustrator, mobile design, photoshop, ui
Mobile Developer	Switzerland - Basel	mobile applications, android, git, ios
Backend Developer	Switzerland - Basel	node.js, api, css 3, javascript, nosql, sass, sql, tdd
Front End Developer	Switzerland - Zurich	angular.js, gulp, node.js

## FINDINGS

As a user of VanHack I already had some pain points that I wanted to tackle, but as a Designer I need to be unbiased on my solutions because I was not the only user on this platform, so I did some research to see some other examples of job boards online and also did some short interviews with users through Slack where users from VanHack use to chat with the community managers.

What I found was that most of the users complained about the lack of filters, the user could only currently search for a job title or keywords that didn't work most of the time, they suggested having categories to filter like Front-End/Back-End Development, Design, QA, Management. They would like also to be able to filter by the city properly, since the current city selector displayed a lot of cities but most of them did not have any job available for it, so it should only display cities with job availables.

## PREVIOUS JOB DETAILS

The screenshot shows a job detail page for a 'Backbone JS Developer' position in Berlin, Germany. The page includes sections for COMPANY DESCRIPTION, JOB TYPE (Permanent), RESPONSIBILITIES, and QUALIFICATIONS.

**COMPANY DESCRIPTION:**  
Our unique, constantly growing network and our strong brand give us access to interesting and dynamic startups in Germany. tridion Digital is backed by tridion AM, an HR operations and BPOutsource with a long history and strong market position. To support us in changing the world, thinking crazy thoughts and developing the next generation of HR software we are looking for.

**JOB TYPE:** Permanent

**RESPONSIBILITIES:**

- Professional work experience in IT development and project management
- Be part of an amazing cloud-based HR-Solution and a great team of technical experts
- Flat hierarchies with space for your own ideas in a dynamic, dedicated and motivating environment
- A fun workplace right in the heart of Berlin
- Challenges which let you grow day by day
- You are responsible for developing innovative HR solutions on Backbone.js
- You improve the frontend with HTML 5
- You define and run javascript unittests (QUnit)
- You research and are happy to learn new technologies that will improve our product and development flow

**QUALIFICATIONS:**

- You have at least 5 years work experience in JavaScript
- You worked with backbone.js/marionette.js and know the architecture
- You have very good skill in HTML 5
- You have very good skill in Jade Templates
- You have very good skill in sass
- (Optional) You understand Chai, Mocha, TDD and BDD and have strong attitude to testing

## MY PROCESS

So in this project, my main focus was to give a great experience across on devices, desktop and on mobile devices. Allowing VanHackers find jobs so much more easily.

I also tried to give an overhaul to VanHack overall website but respecting the brand that they already had, like the color scheme

Since I had a tight schedule I only focused on the Job Board and not through all the job application process since it was not requested as well. After that, I started brainstorming some ideas and sketching some prototypes to test with the users. I got some concepts from other job boards too, but I tried to give VanHack an approach that mixed the best of both worlds

## FIRST DRAFT IDEA

The screenshot shows the VanHack Jobs website interface. The top navigation bar includes links for 'VANHACK PREMIUM', 'VANHACKATHON' (highlighted in red), 'PLANS', and user profile/account settings. The left sidebar features icons for 'COURSES', 'JOBS' (selected), 'MY JOBS', and 'LIBRARY'. The main content area displays three job postings:

- Front End Developer** (FEATURED JOB)  
Location: Switzerland - Zurich | Type: Permanent | Salary: Competitive  
Skills: Angular.js, Gulp, Node.js, JavaScript, SASS | **APPLY**
- UX/UI Designer**  
Location: United States - New York | Type: Permanent | Salary: \$60,000  
Skills: Game Design, Adobe Illustrator, Mobile Design, Photoshop, UI | **APPLY**
- Senior Embedded Linux Software Engineer**  
Location: Ireland - Dublin | Type: Permanent | Salary: Competitive  
Skills: Linux, Buildroot, C, x86-64 Assembly, Embedded Linux | **APPLY**

## MY SOLUTION

In my solution the user are in control of what can they do. You can filter what job area, country, type of job and other many options. Giving user full control of what they are looking for.

There is a link to the prototypes here, I also made one example for an iPhone (mobile), this is a just a preview since the idea is to desktop version of the website be responsive and work on mobile devices as well.

## FILTERS ON UPDATED JOB BOARD

The screenshot shows the VanHack job board interface. At the top, there are tabs for 'VANHACK PREMIUM', 'VANHACKATHON', 'PLANS', and a user profile icon. Below the tabs is a search bar with placeholder text 'Enter Keywords (Designer, Software, Ireland, UX, Front-end, Back-end, React)'. Underneath the search bar are two job cards: 'Front End Developer' and 'UX/UI Designer'. The 'Front End Developer' card includes filters for location (Switzerland - Zurich), job type (Permanent), salary (Competitive Salary), and skills (Angular.js, Gulp, Node.js, JavaScript, SASS). The 'UX/UI Designer' card includes filters for location (Germany - Essen), job type (Permanent), salary (\$60,000), and skills (Game Design, Adobe Illustrator, Mobile Design, Photoshop). To the right of these cards is a large 'APPLIED' button. On the left side of the page, there is a sidebar titled 'Filters' with dropdown menus for 'Location', 'Positions', 'Visa Sponsorship', 'Job Type', 'Remote or Local?', 'Experience Level', and 'Language'. Each dropdown menu lists various filter options with their respective counts in parentheses.

## JOB DETAILS

The screenshot shows the VanHack job details page for an 'Embedded Linux Software Engineer' position. At the top, there are tabs for 'VANHACK PREMIUM', 'VANHACKATHON', 'PLANS', and a user profile icon. The main content area displays the job title 'Embedded Linux Software Engineer' with a location 'Dublin - Ireland' and a level 'Senior'. A large blue button says 'APPLY FOR THIS JOB'. Below this, there is a 'Company Description' section which reads: 'Europe's leading independent developer of products based on PC architectures. Designs vary from low power embedded computing modules to Super Computers using scalable multiprocessor architectures. Iricon is the leading world-wide independent developer of UEFI, Server Management and device driver software and is a firmly established name with the leading PC / Storage / Server OEMs worldwide.' There are also sections for 'Responsibilities', 'Qualifications', and 'Benefits', each listing specific requirements and perks.

## CONCLUSIONS AND LESSONS

This was a very interesting project, I already had some ideas to show to VanHack regarding their design and experience. I also received a lot of feedback from Ilya, the founder of VanHack and also users from the platform. VanHackathon was a great experience because put a lot of pressure on me to deliver great quality designs and ideas in a short period of time.

As I worked on two projects I couldn't give full attention to this one, but overall I think I had done a really great job and I could develop even more things for job boards if I have the time.

By the way I end it up getting "second place" and won one month of Premium Membership at VanHack, I will use it in the future when looking for jobs abroad :)