

**Carlos Alberto  
Rodriguez Behning**

**You might  
call me an UX,  
prototyper,  
or interaction  
designer.**

**I specialise in the  
Human-Centered Design  
mindset, with a focus on  
interaction design.**

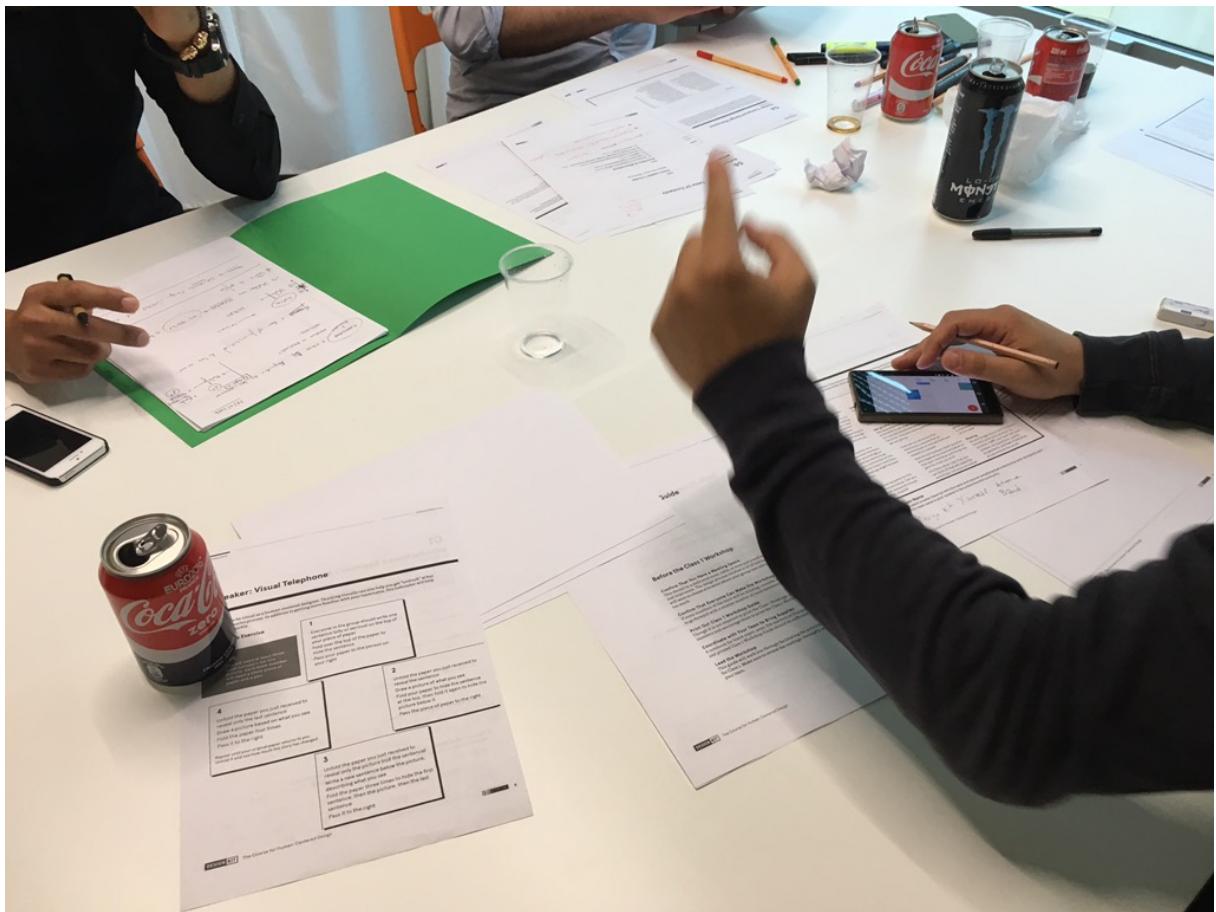
I've a deep knowledge of the UX process from start to finish, with more than six years UX experience designing websites and mobile apps for a range of markets including Legal, Insurance, and in the Freight and Trucks Exchange.

My main strength is focus: not on “pixel perfection”, but on workflows -- avoiding complexity and misunderstanding of interfaces and systems. I like asking people about their needs and figuring out solutions. I love the Human-Centered Design mindset.

I do nevertheless have some geek skills (AngularJS, Git, NPM, Ruby, etc.) which allow me deliver prototypes at many levels of fidelity. In my work I try to start with most important first and build outward, avoiding the unnecessary.

I've always liked well-designed things, and stuff that works well. I like trying it, flipping it over, looking at the details. I like understanding how things work. I love the world of IoT, Chatbots, IFTTT and Snapshat.

Ludwig Mies van der Rohe tells us "More is less. Less is more", and "God is in the detail"; Dieter Rams, relating how simplicity and elegance promote function over form: "Less but better"; And Steve Jobs, getting at an idea I really like: "Design is not just what it looks like and feels like. Design is how it works."



CASE I:

# In-house prototyping a new online experience

**When Wtransnet decided to redesign their main website and apps, they went to a prestigious UX consulting firm. Unexpectedly, the consulting design approach didn't convince the owners.**

**My first goal on Wtransnet was come up with a new prototype that would fulfil the owners, developers, and consultants requirements.**

### **My role:**

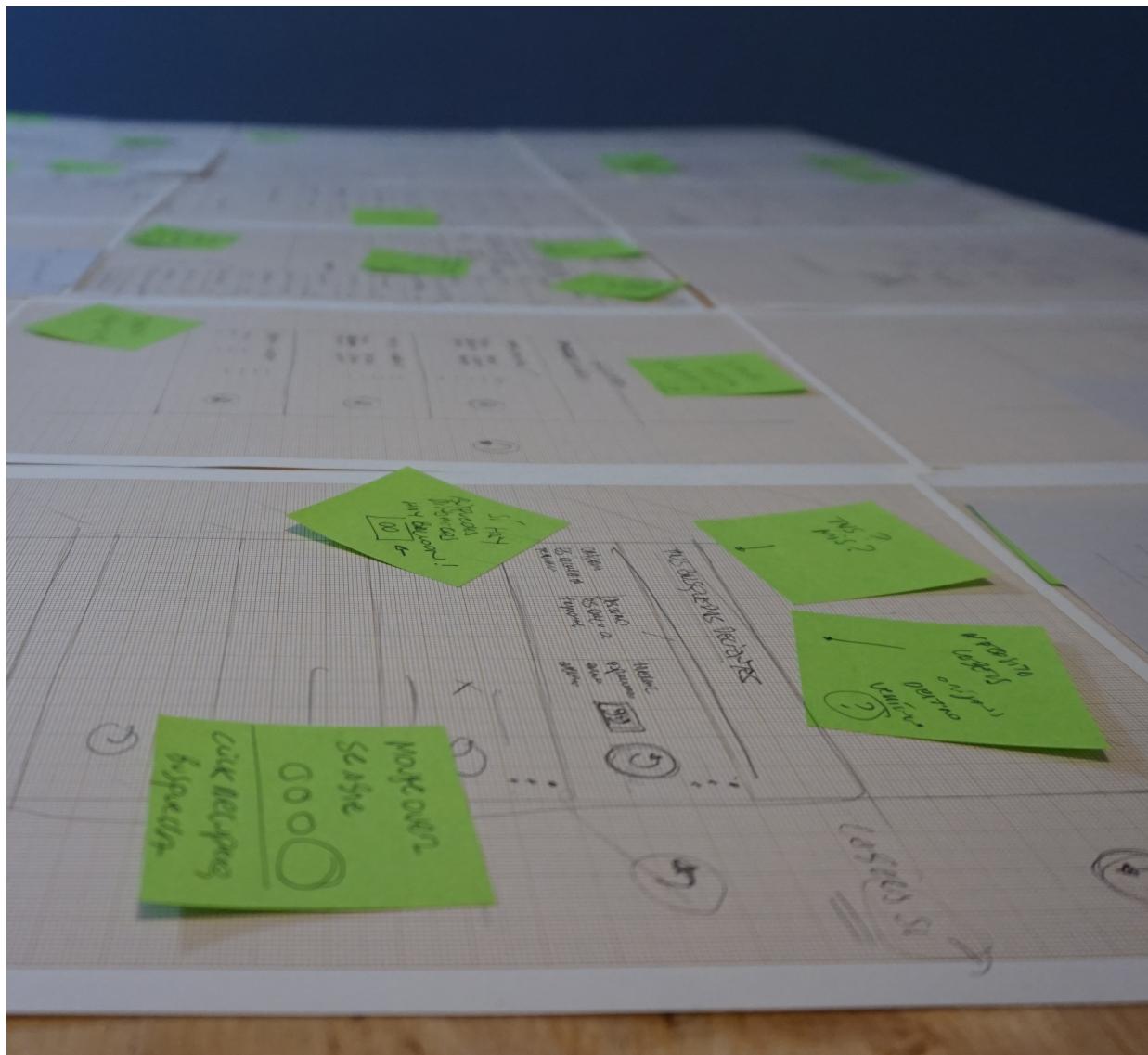
- Bridge the gap between the company and the consultancy
- Design a new online interactive prototype
- Collaborate on the documentation which the devs would need
- Perform user testing (both with the consultants , and without)
- Apply the consultancy visual proposal to all web screens

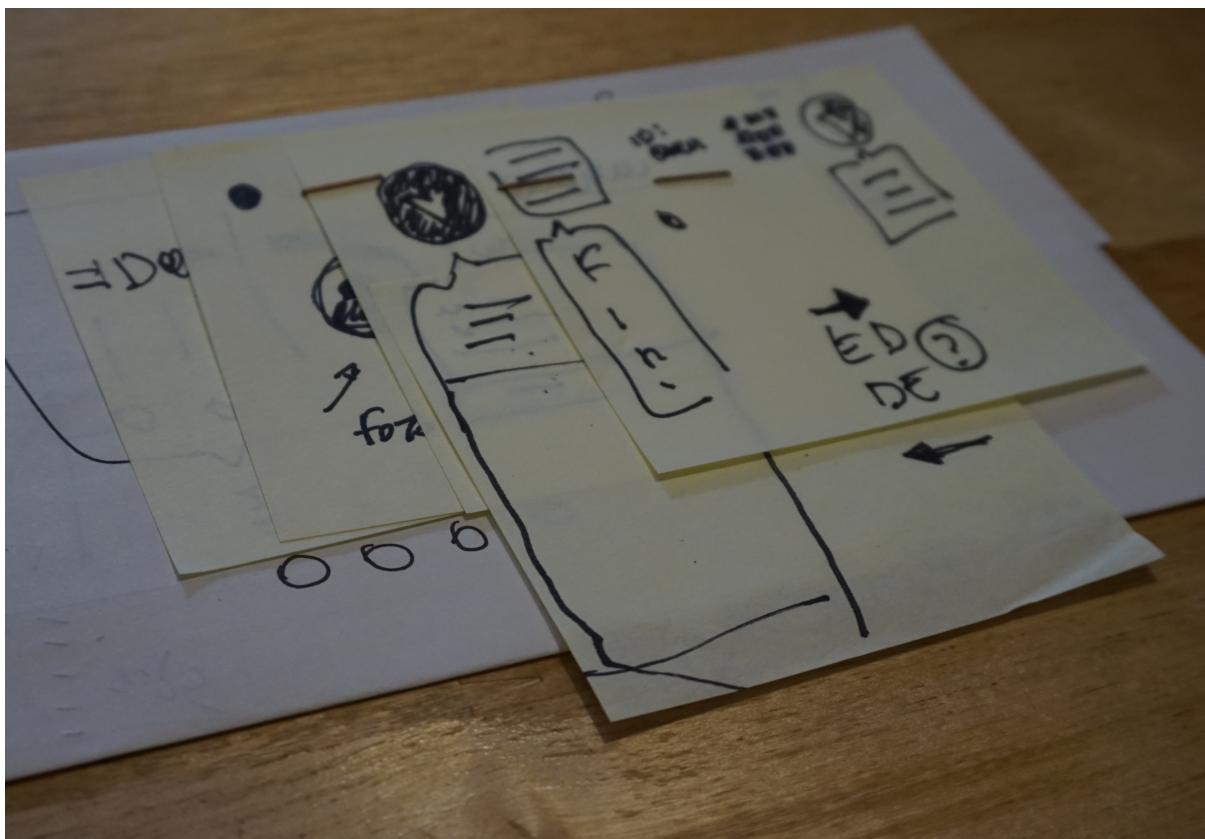
### **Deliverables:**

- The new interactive online prototype
- The synthesis report of the feedback from user testings
- A flow and functionality proposal for the "Dashboard"
- The "Pattern Lab" (an "Atomic Design" principles guide)

# The process

I started out reviewing the consultancy prototype. Every time I came upon something unusual I looked for a stakeholder to talk about it. Little by little I pieced together how an online international trucks and freights stock exchange works. I started bringing paper-prototypes to the meetings with the managers. Afterwards I drew out wireframes and delivered an interactive prototype.





## Atomic design

From the beginning, we had agreed that the Front-End would be implemented with AngularJS 2. We also agreed to use the components and principles of Google Material Design.

The Back-End would be implemented via microservices instead of a "monolith". As David Wells explains in his talk at the last Full Stack Fest, "Everything is a component."

In addition, considering that Wtransnet has different related online services (Cargo and Freight Exchange; Partners' search; TrackingCargo), we understood that we should develop the visual layer with the Atomic Design approach, taking advantage of the elements/components for both web and mobile apps.

[Publicar camión](#)[Publicar carga](#)[Aceptar](#)[Aceptar](#)[Rechazar](#)[Rechazar](#)

NEGOCIACIÓN

2 nuevas cargas

100% Coincidencia

ACEPTADA

4 coincidencias

60% Coincidencia

RECHAZADA

27

40% Coincidencia

[Ofertados \(6\)](#)[Gestionados \(2\)](#)[Listado](#)[Mapa](#)

Brand colors

R 0  
G 105  
B 167  
#0069A7

**Brand Blue**

R 228  
G 113  
B 0  
#E47100

**Brand Orange**

R 30  
G 59  
B 82  
#1E3852

**Brand Gray**

Global colors

R 72  
G 149  
B 236  
#4895EC

**Global Blue**

R 16  
G 16  
B 16  
#101010

**Global Black**

R 252  
G 136  
B 252  
#FCFCFC

**Global White**

Gray range

R 248  
G 248  
B 248  
#F8F8F8

**Gray Light**

R 212  
G 212  
B 213  
#DAD4D5

**Gray Soft**

R 160  
G 160  
B 162  
#A0A0A2

**Gray Base**

R 136  
G 136  
B 140  
#88888C

**Gray Middle**

R 60  
G 60  
B 64  
#3C3C40

**Gray Heavy**

Spot colors

R 0  
G 210  
B 171  
#00D2AB

**Spot Turquoise**

R 242  
G 148  
B 0  
#F29400

**Spot Tangerine**

R 255  
G 102  
B 129  
#FF6881

**Spot Magenta**

R 214  
G 57  
B 57  
#D64F39

**Spot Red**

**Regular 48****Regular 40****Semibold 20****Semibold 18****Bold 16****Semibold 14****Regular 14****SEMIBOLD 14****Regular 12**

Buscar por código, nombre, teléfono, CIF, IVA intracomunitario, matrícula...



Buscar matrículas



Oferta número: 455665786

ES-08-Barcelona → ES-28-Pozuelo de Alarcón

Disponibilidad: 17/10/2016

Oferta número: 455665786

ES-08-Barcelona → ES-28-Pozuelo de Alarcón

Oferta caducada: 17/10/2016



## Buscador de asociados

**6980 CGG**

Ref: 03846573828927364

Características: Doc, vinculada

Vehículo:

Trailer

24tn / 13,6m

Carga:

Basculante

Conductor:

Jaume Esteve

[Ver detalle](#)**ID 37777 - Aduanas wnt S.A.**

Lista blanca: Pago al contado - Incluida en la lista blanca el 22/11/2010

Oferta: Puede ofrecer carga - No puede ofertar camiones

Contacto:

Jaume Esteve

Localización:

Lugo, España

**Jose Antonio Guerendiain**

Nº de carné: 1234567890R

Contacto: +34 937774546 jesteve@wtransnet.com

Características:

Conductor propio, CAP, ADR Básico

**Autorización para actividad industrial**

Nº del documento: 1234567890R

Fecha expedición:

10/02/2009

Fecha caducidad:

09/02/2019

**ES-08025-Barcelona → ES-28-Pozuelo de Alarcón**

Fecha de carga: 17/10/2016

Requerimientos de la carga: ADR, Doble conductor

Carga:

Trailer

Frigorífico

24tn/13,6m

**ES-08025-Barcelona → ES-28-Pozuelo de Alarcón**

Fecha de carga: 17/10/2016

Requerimientos de la carga: ADR, Doble conductor

Carga:

Trailer

Frigorífico

24tn/13,6m

**ES-08025-Barcelona → ES-28-Pozuelo de Alarcón**

Disponibilidad: 17/10/2016

Características: Lateral, Basculante; Mega

Vehículo:

Trailer

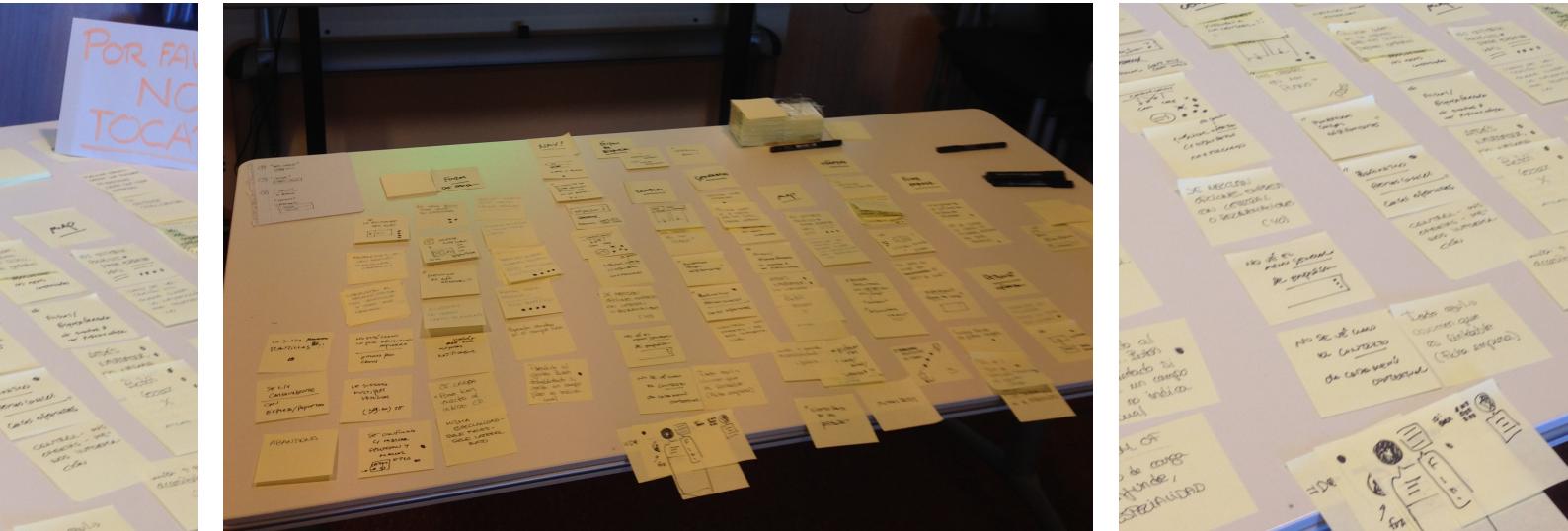
Frigorífico

24tn/13,6m

# Usability tests

Once the new interactive prototype was done, I organized some tests. After we fixed small issues, the prototype was ready to go out. With the consultants, we spent two days visiting the headquarters of a dozen clients, coming back with valuable feedback that helped us to fix a couple of issues and a few minor bugs. I organized a small committee and we watched the testing videos. Afterwards we noted down some users' concerns and I fixed the prototype again.

With this improved prototype in hand, I went out once again to validate it with more users (but without the consultancy this time). With the new users' feedback I managed to deliver the new improved prototype to the consultancy so they could deliver a fitting visual design proposal, as they had previously agreed.



# A widgets' class

One of the problems that we had identified early was that nobody found the current homepage to be useful. However, the testing told us that customers loved the idea of a "Dashboard" where each one could manage which widgets they would like to keep active and visible. It was a very important task, and I thought it would be good to involve more people.

So, I invited commercial agents, customer support representatives, and developers to join in, and together we made a design proposal for the dashboard, and also for a few widgets.



# Barómetro



## Ending

Having an opportunity to talk with many people, not only with bosses and users but also with commercial agents, customer supports and developers allowed me to relate to the users and their needs, as well as gain a better understanding of the business model and the company's requirements. Getting people involved in the creation process was also very important, and efforts to cultivate a sense of shared responsibility allowed me to get quality contributions and numerous new insights.

## Mi página

Publicar camión

Publicar carga

### Mis cargas

Oferta número: 455655737  
ES-08-Barcelona → ES-28-Pozuelo de Alarcón  
Fecha de carga: 18/10/2016

Oferta número: 455655685  
ES-08-Barcelona → ES-28-Pozuelo de Alarcón  
Fecha de carga caducada: 15/10/2016

Oferta número: 455655802  
ES-08-Barcelona → ES-28-Madrid  
Fecha de carga: 17/10/2016

Oferta número: 455665786  
ES-08-Barcelona → ES-08303-Mataró, Barcelona  
Fecha de carga: 17/10/2016

Oferta número: 455655784  
ES-08-Barcelona → ES-28-Madrid

### Mis gestiones

Oferta número: 455655652  
ES-08-Barcelona → ES-17300-Blanes, Girona  
Transportista: Transportes Hermanos Painino

Oferta número: 455655648  
ES-08-Barcelona → ES-17401-Arbúcies, Girona  
Transportista: Transportes Jenesc e Hijos

Oferta número: 455655648  
ES-08-Barcelona → ES-17401-Arbúcies, Girona  
Transportista: Transportes Jenesc e Hijos

Oferta número: 455665603  
ES-08-Barcelona → ES-28-Madrid  
Transportista: Martínez & Martínez Transp.

### Barómetro

7221 Completos  
3465 Grupajes

Nacionales      Nacionales

● ● ● ● ●

### Mis búsquedas

ES-08-Barcelona → ES-28-Pozuelo de Alarcón   
Vehículo: Completo, Trailer, Carga general

ES-08-Barcelona → ES-08303-Mataró, Barcel...   
Vehículo: Completo, Trailer, Carga general

ES-08-Barcelona → ES-28-Pozuelo de Alarcón   
Vehículo: Completo, Trailer, Carga general

ES-08-Barcelona → ES-17401-Arbúcies, Girona   
Vehículo: Completo, Trailer, Carga general

ES-08-Barcelona → ES-28-Madrid

### Ficha de Empresa

### Flota

Anadir widgets

## CASE II

# Designing on the fly

**When I started at Wtransnet, they were setting up a new online tracking cargo service, but the developers' team were coding features before the product concept has been completely defined.**

**Two dozen devs were working without any design...  
The perfect storm was beginning to form!**

### **My role:**

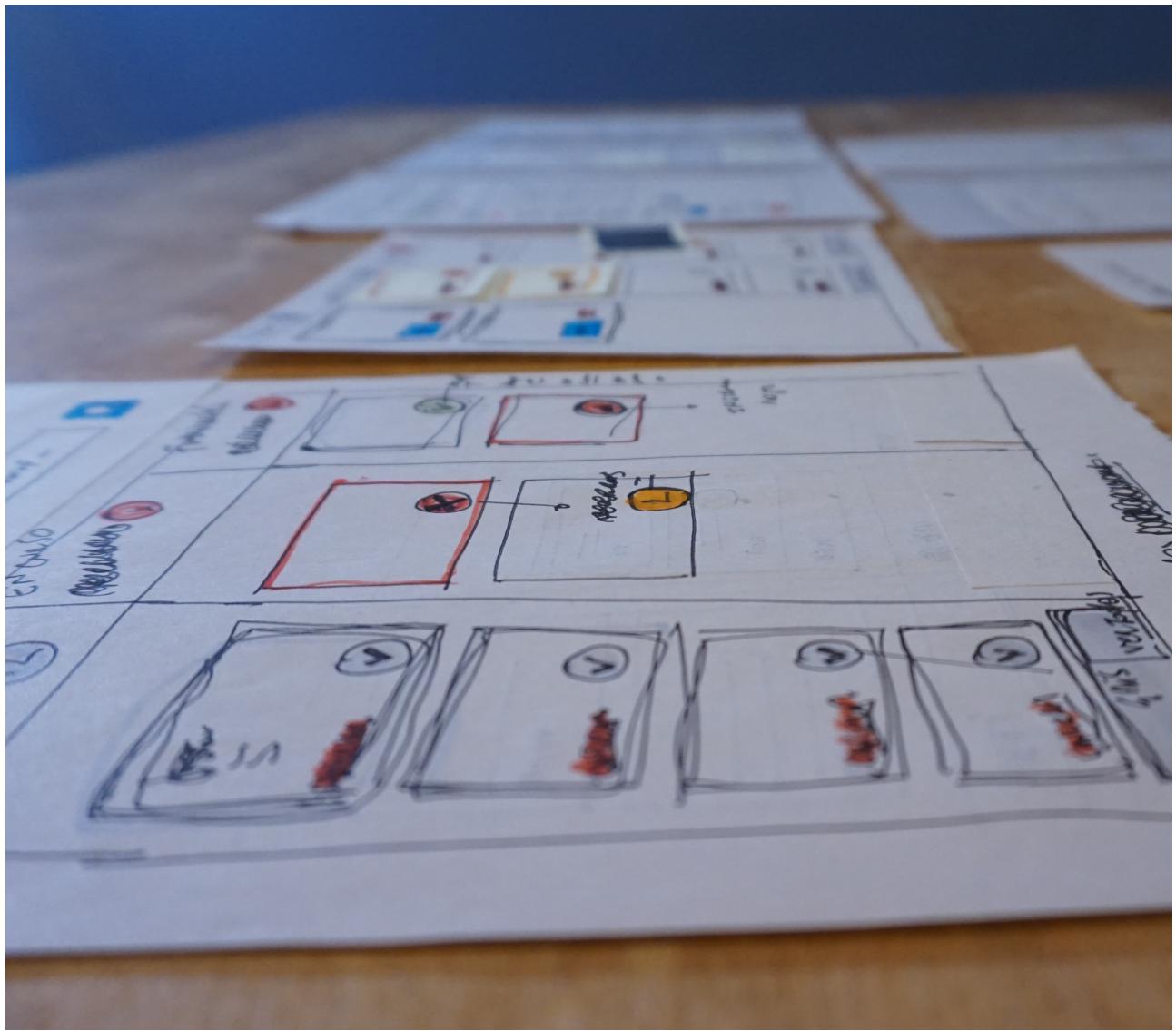
- Design the workflow and the user experience
- Design and code the front-end web, and design the apps screens
- Carry out usability tests for both, web and apps services

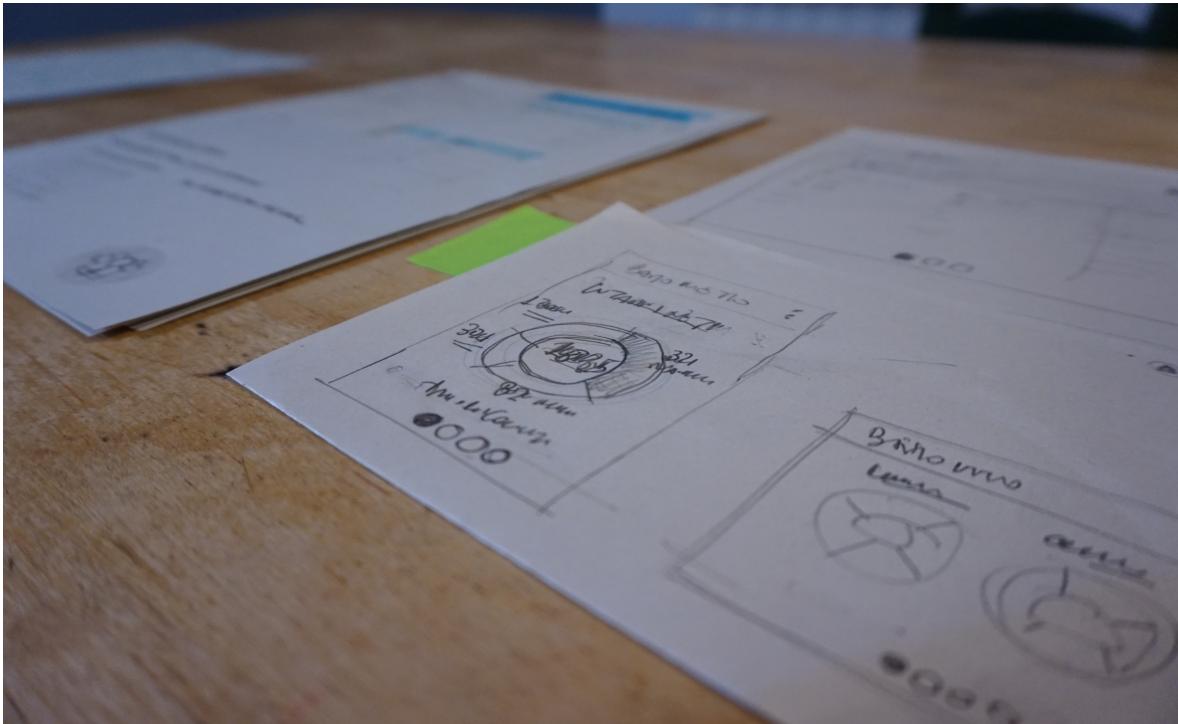
### **Deliverables:**

- The HTML5/CSS3 front-end code
- The iOS/Android screens/flow for the apps' developers
- The design proposal for the apps' "Onboarding"
- The synthesis' report on the usability tests

# The process

While getting to know the "Tracking Cargo" service, I noticed that the profile of the web users (the agencies) was very different to the profile of the app users (the drivers). Each of their tasks would be out-of-sync, and needed to be synchronised. I thought that the best way to keep everyone on the same page was to design the workflow as a paper-prototype, proposing alternative redesigns where inconsistencies or unintended behaviors were found.





## Design and coding

Due to time constraints imposed by the agreed schedule, the development of each screen or workflow had to begin immediately upon receiving approval. As the developers had also begun to develop the apps without a prior defined design or flow, I also had to work these up very quickly.

## In-house testing

We have performed usability tests for both the web and the app roles: "agents" (web) and "drivers" (app). The marketing department selected a number of customers as beta testers, and in order to be able to watch and analyze the users' behaviors we implemented scripts that allowed us to record the users' screens remotely (Jaco solution).

**utransnet | Bolsa**

Camiones Cargas Super transportes ID: 647382 AC

CREAR ORDEN DE CARGA Buscar por orden de carga o transportista

**ÓRDENES DE CARGA PENDIENTES 1**

**CARGAS/DESCARGAS EN CURSO 172**

**ÓRDENES DE CARGA FINALIZADAS 2**

**Orden de carga: 8e05487dfcf234**

Transportista efectivo: VILELLA TRANSPIRINT S.A.

Punto de carga: GRANDES ALMACENES FNAC ESPAÑA SA ES-02833-Pozuelo de Alarcón, Madrid 24/11/2016 de 15:00h a 16:00h

Punto de descarga: Fnac Diagonal Mar Centre ES-08019-Barcel 24/11/2016

**Orden de carga: 8e05487dfcf234**

Transportista efectivo: VILELLA TRANSPIRINT S.A.

Punto de carga: GRANDES ALMACENES FNAC ESPAÑA SA ES-02833-Pozuelo de Alarcón, Madrid 24/11/2016 de 15:00h a 16:00h

Punto de descarga: Fnac Diagonal Mar Centre

**Orden de carga: 8e05487dfcf234**

Transportista efectivo: VILELLA TRANSPIRINT S.A.

Punto de carga: GRANDES ALMACENES FNAC ESPAÑA SA ES-02833-Pozuelo de Alarcón, Madrid 24/11/2016 de 15:00h a 16:00h

Punto de descarga: Fnac Diagonal Mar Centre

**ORDENES DE CARGA**

**Crear orden de carga**

DATOS GENERALES

Transportista efectivo \* AGENCIA DE TRANSPORTES CALICHE,S.L. (MURCI)

DATOS VEHÍCULO

Tipo de vehículo Tráiler Especialidad

PUNTOS DE CARGA

ORIGEN: GRANDES ALMACENES FNAC ESPAÑA SA ES-02833-Pozuelo de Alarcón, Madrid 24/11/2016 de 15:00h a 16:00h

DESTINO: Fnac Diagonal Mar Centre ES-08019-Barcelona 24/11/2016

Añadir nuevo punto de descarga

DATOS PAGO

Precio \* 1400 Forma de pago Cheque

CREAR O

**Orden de carga: DC000565859455**

Estado: Finalizado

Historial:

- Enviada al transportista 09/01/2017 13:53:30
- Aceptado por el transportista 09/01/2017 13:53:30
- Aceptado por el conductor 09/01/2017 13:53:30
- Ha entrado en el punto de carga 09/01/2017 13:53:30
- En ruta 09/01/2017 13:53:30
- Ha entrado en el punto de descarga 09/01/2017 13:53:30
- Mercancía entregada
- Finalizada

DATOS GENERALES

Código de verificación: 825409 MODIFICAR

DATOS VEHÍCULO

Tipo de vehículo: Tráiler Especialidad: Carga General

DATOS PAGO

Precio: 3.000,98 € Forma de pago: Cheque Plazo de pago: 30 Día de pago: 30 Información general sobre el pago: Pago a 30 días...

PUNTOS DE CARGA/DESCARGA

Finalizado

DC0005

Punto de carga: GRANDES ALMACENES FNAC SA ES-28-Madrid 23/09/2016 de 12:00h a 13:00h

Punto de descarga: Fnac Diagonal Mar Centre ES-08019-Barcelona 23/09/2016

Mapa: Un mapa detallado de Europa central muestra el recorrido del camión. Se indican las fechas y horas de los diferentes puntos del trayecto, así como las coordenadas GPS exactas. Se observa que el camión ha viajado desde Madrid (España) hacia el norte, pasando por Francia y Alemania, para finalmente llegar a su destino en Barcelona (España).

DC1024

Orden de carga: 8e05487dfcf234

Transportista efectivo: DamiCa Samsung Mini

Punto de carga: A GRANDES ALMACENES FNAC ESPAÑA SA

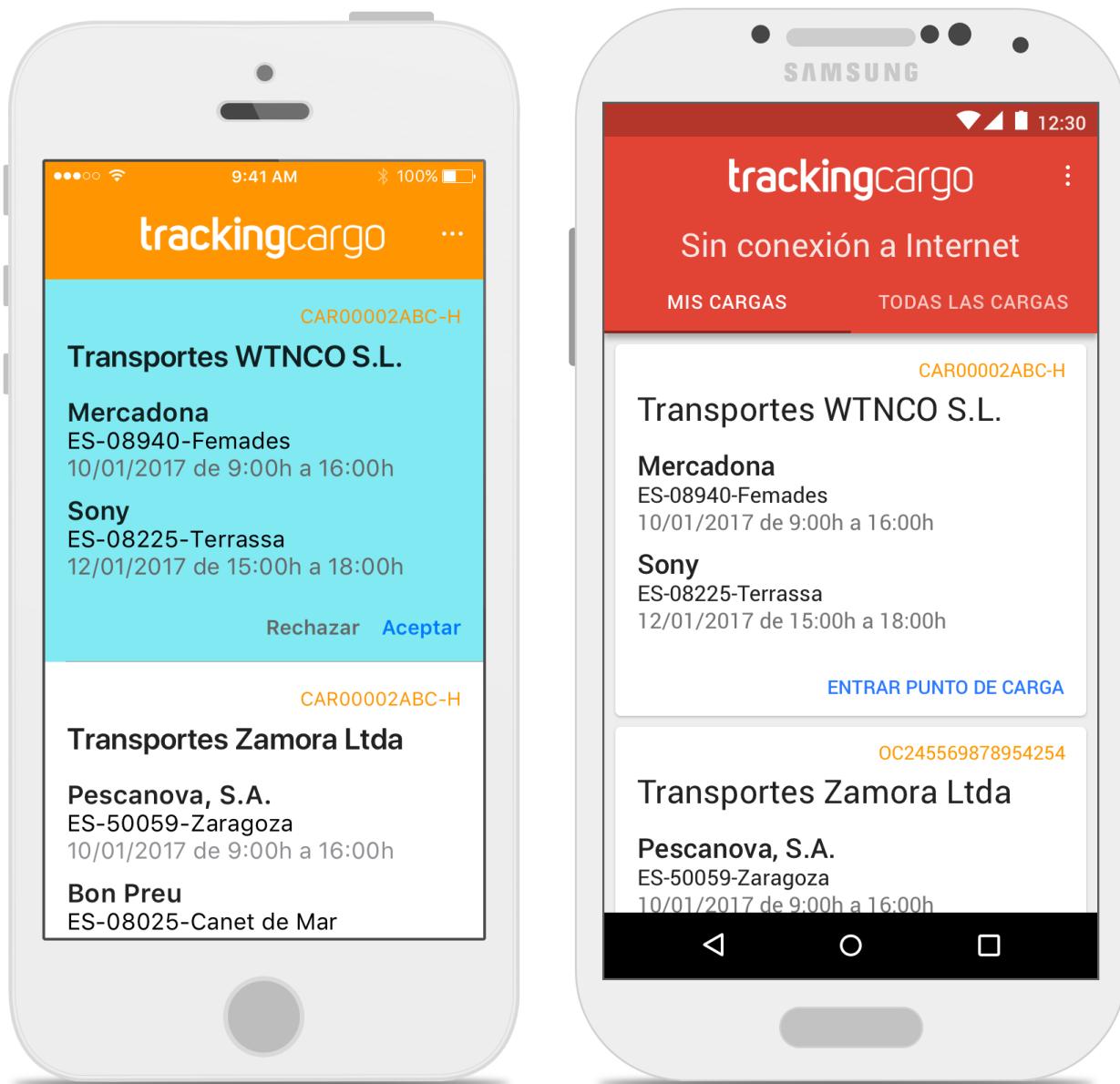
# Trouble in paradise

When I noticed bugs and design issues in the Android app, I immediately arranged a meeting to talk. Despite a somewhat tense start, during the meeting I managed to convince the apps' developers of the huge importance of the apps in the "Tracking Cargo" product. I highlighted some design issues, and I submitted some design ideas for the iOS app and redesign ideas to improve the Android app.



# Ending

It's been hard work doing everything on the fly: designing, programming, testing, redesigning... but, as a team, we managed to deliver a quality product on time. I believe that the key was effective communication -- reaching initial agreements quickly and producing low-res prototypes before turning to the details, and all the time looking to simplify the product wherever possible.





# People Person

I like watching documentaries and reading historical characters' biographies. I like talking to people and understanding why they do things the way they do.

Years ago I read the book "The Design of Everyday Things", and it blew my mind. Suddenly things that I hadn't previously understood began to make sense. Two years ago I studied Human-Computer Interaction and gained the concepts that allow me to do what I do today. This year I set out to master the methods and the mindset of the Human-Centered Design.

Here and now, everything makes more sense to me.

I used to work in a coworking space where I mixed with many designers and programmers. I gave talks to some on the principles of design ("Intro to design for devs"). To others I gave talks on the principles of programming ("Intro to programming for designers"). It was great, and I was pleased to see many people attending.

I love team work. I like being in a group, being with people, knowing other points of view. It helps me gain unexpected insights.

Recently, I had to prototype some widgets for a dashboard. The previous users' feedback already told us which widgets could be most useful for them, but I wanted to go further. So I organized a workshop with commercial agents, customer support representatives, and front-end developers. I started the workshop addressing the redesign that was in progress, the dashboard, the feedback from the users, and covering the topic "What is a widget?". From there we made a list of possible relevant widgets, and a behavior proposal for one of the most interesting widgets: the "Barometer".

Jacob Nielsen said that just a few users are all that are needed for a usability test. Whenever I have something testable, I try show it to people. Whenever and wherever possible I try to include extreme users in usability tests. Extreme users do the things that typically don't get thought of. It's always better to have real users, but with the right approach, useful feedback and cost effective testing can be gathered / performed virtually anywhere.

# Toolbox

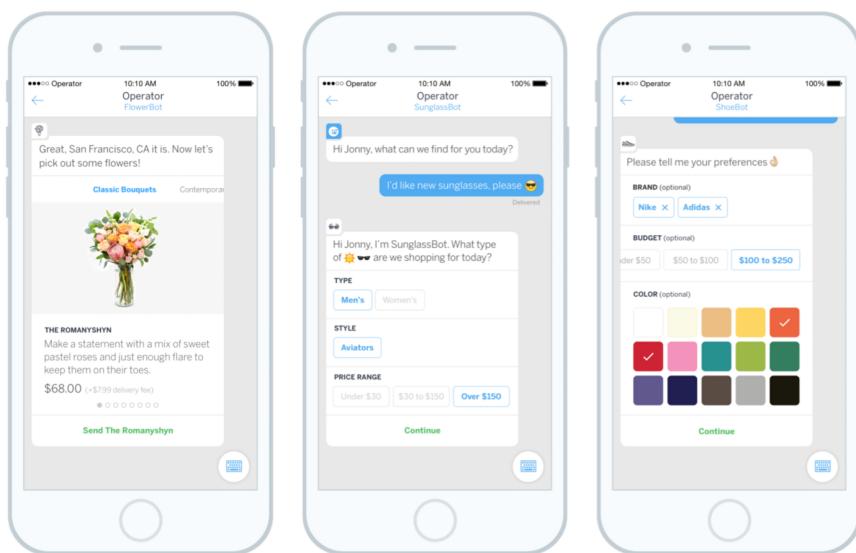
Sometimes people ask me about my tools. Here they are:

A lot of papers, markers and post-its; a [Sketch app](#) for design interfaces; a [Pixelmator](#) for bitmap images and [Principle for Mac](#) for animations; [Marvel app](#) for interactive prototypes (sometimes [Proto.io](#)), and [Atom](#) for coding.

Occasionally [Zeplin](#), [Lookback](#) y [Jaco](#). Of course [Slack](#), [Trello](#) and all the terminal stuff: [Gulp](#), [NPM](#), [Git](#), etc, playing with chatbot builders as [IBM Watson](#), [Recast](#), [Beep Boop](#), and [Chatfuel](#). And last, but not least, I've been cooking up [IFTTT](#) recipes to manage my tasks easier and smarter.

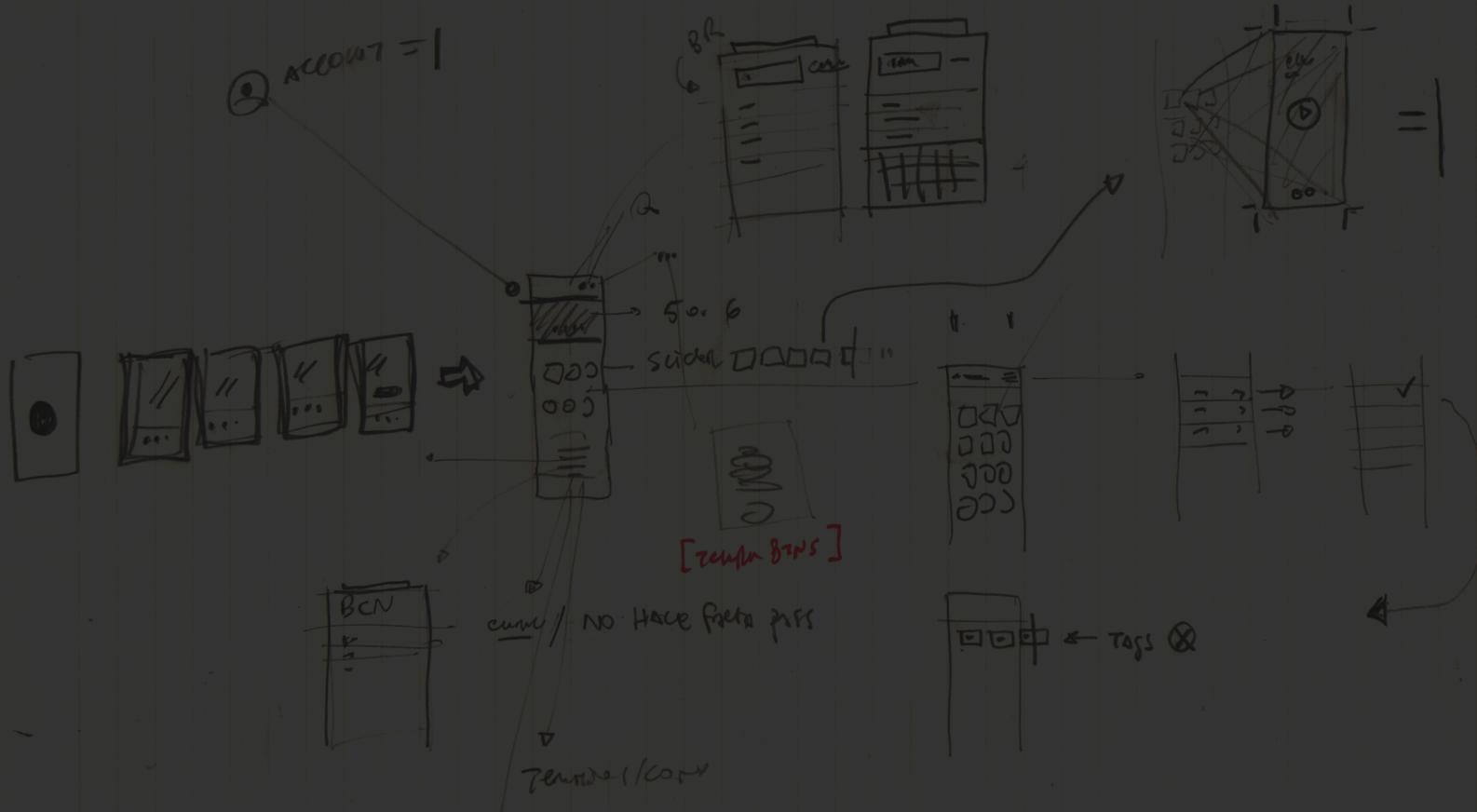
I love coding small stuff in [Ruby](#) and [JavaScript](#).

I enjoy working with [R](#) and lazy nights with [Arduino](#).



PS: I'm hooked on [99% Invisible](#) and [IDEO Futures](#) podcasts.

[ Seminar / Autumn Temple ]



# Thank you.

To find out more,  
please visit my websites:

[rodbeh.es](http://rodbeh.es)  
[twitter.com/rodbeh](https://twitter.com/rodbeh)  
[linkedin.com/in/rodbeh](https://linkedin.com/in/rodbeh)  
[dribbble.com/rodbeh](https://dribbble.com/rodbeh)  
[medium.com/@rodbeh](https://medium.com/@rodbeh)  
[github.com/rodbeh](https://github.com/rodbeh)  
[vimeo.com/rodbeh](https://vimeo.com/rodbeh)

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