

The image features a yellow background with large, hand-drawn black-outlined numbers '2015' and '9' in the foreground. The '2' contains a small drawing of a bus. The '0' contains a drawing of a recycling bin labeled '[recycling bins]'. The '1' contains a drawing of a person's face with the text 'face from pers'. The '5' contains a drawing of a smartphone. The '9' contains a drawing of a bottle. The background is covered with various small sketches and notes related to design and technology.

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.

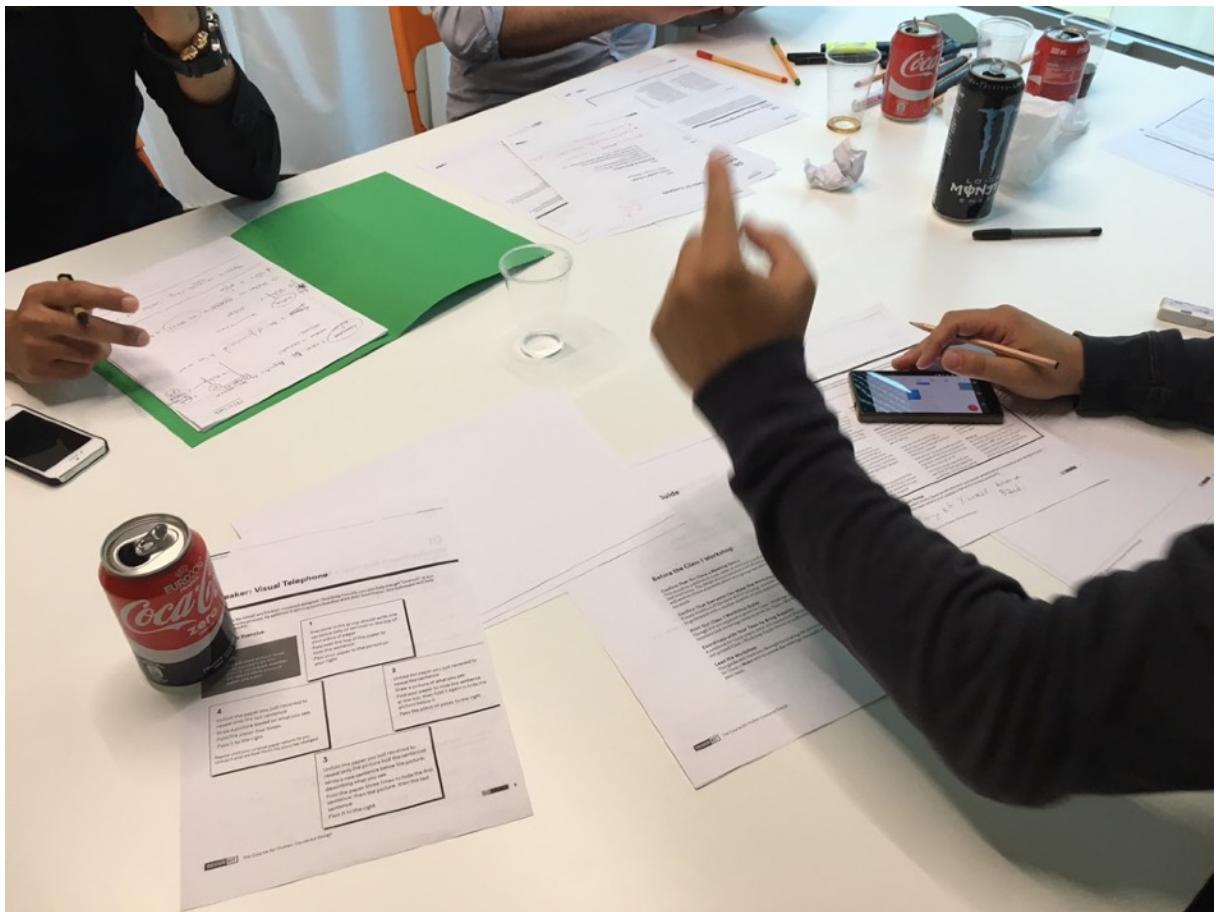
I've always liked well-designed things, and stuff that works well. I like trying it, flipping it over, looking at the details.
I like understanding how things work.
I love the world of IoT, Chatbots, IFTTT and Snapshat.

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."

https://gettingreal.37signals.com/ch09_Epicenter_Design.php

<http://www.underscore.co.uk/insights/the-thinking-beneath-minimalism>

<https://ia.net/know-how/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

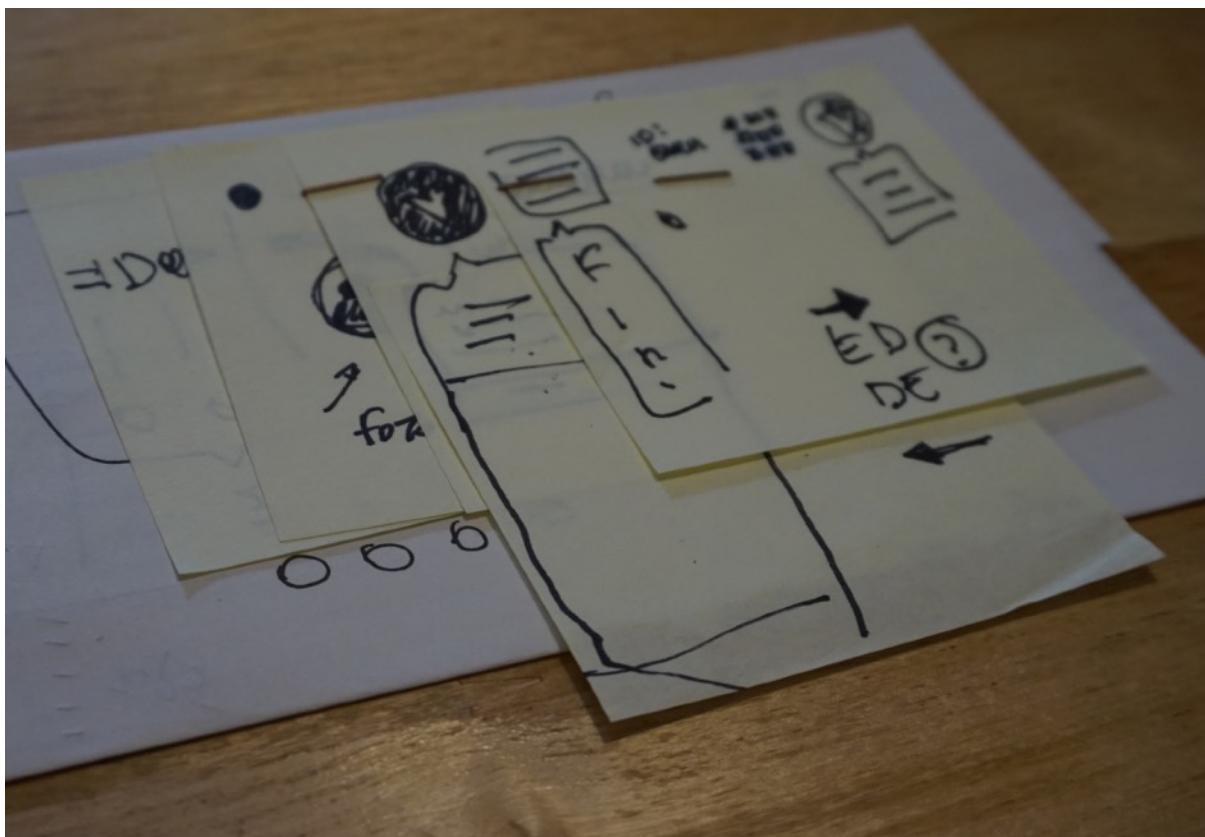
Deliverables:

- 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
<input checked="" type="checkbox"/> Aceptar	Aceptar
<input checked="" type="checkbox"/> Rechazar	Rechazar



Ofertados (6) Gestionados (2)

Listado Mapa

Brand colors



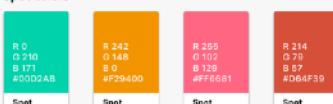
Global colors



Gray range



Spot colors



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

27

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

Reportar abuso

Reportar incidencia

Enviar oferta por email

Enviar oferta por SMS

Buscador de asociados

6980 CGG

Ref: 03846573828927354

Características: Doc, vinculada

Vehículo:

Trailer

24tr / 13,6m

Carga:

Basculante

Conductor:

Jaume Esteve

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

60% Coincidencia

Jose Antonio Guerendiain

Nº de carné: 1234567890R

Contacto: +34 937774546 jaesteve@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

Carga:

Trailer

Frigorífico

24tr/13,6m

Fecha de carga: 17/10/2016

Requerimientos de la carga: ADR, Doble conductor

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

Carga:

Trailer

Frigorífico

24tr/13,6m

Fecha de carga: 17/10/2016

Requerimientos de la carga: ADR, Doble conductor

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

Vehículo:

Trailer

Frigorífico

24tr/13,6m

Disponibilidad: 17/10/2016

Características: Lateral, Basculante; Mega

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

Vehículo:

Trailer

Frigorífico

24tr/13,6m

Disponibilidad: 17/10/2016

Características: Lateral, Basculante; Mega

4 coincidencias

Características: Lateral, Basculante; Mega

Fecha de carga: 17/10/2016

Requerimientos de la carga: ADR, Doble conductor

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

Vehículo:

Trailer

Frigorífico

24tr/13,6m

Disponibilidad: 17/10/2016

Características: Lateral, Basculante; Mega

Origen, destino Pozuelo de Alarcón Madrid,

Vehículo, carga Trailer, Frigo

27

Activar

[Link to "V4 Atomic Design" Sketch file](#)

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.



[Link to "V4 redesign prototype"](#)

A widgets' class

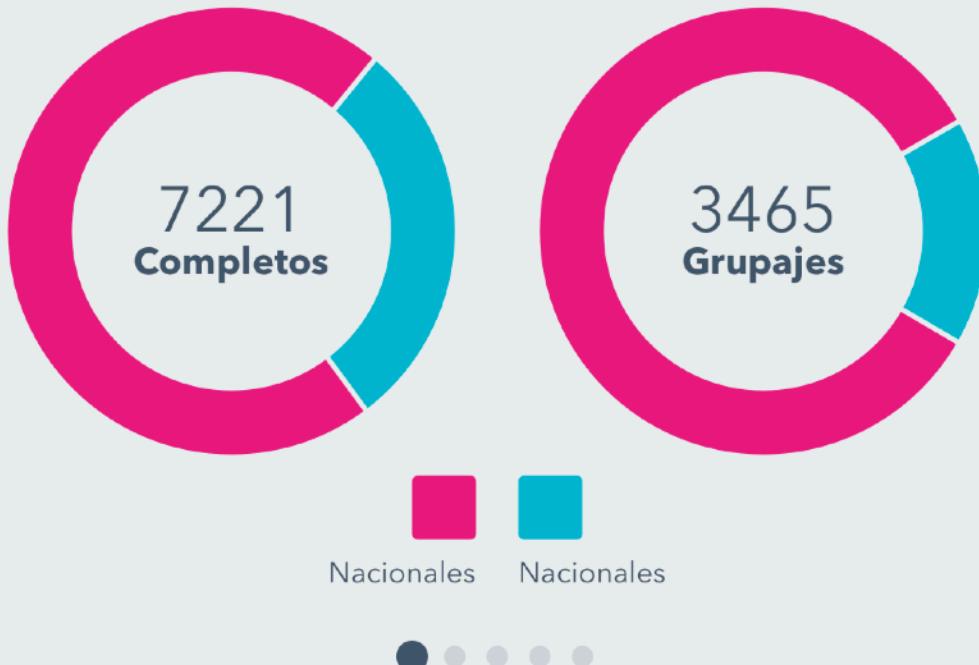
One of the problems that we had identified early was that nobody found the current homepage to be useful. However, the testing told us that customers loved the idea of a "Dashboard" where each one could manage which widgets they would like to keep active and visible. It was a very important task, and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



[Link to "Widgets workshop"](#)

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.

[Link to "Barometer" Sketch file](#)

[Link to "Barometer" prototype](#)

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.



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

[Link to "Dashboard" Sketch file](#)
[Link to "Dashboard" prototype](#)

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:

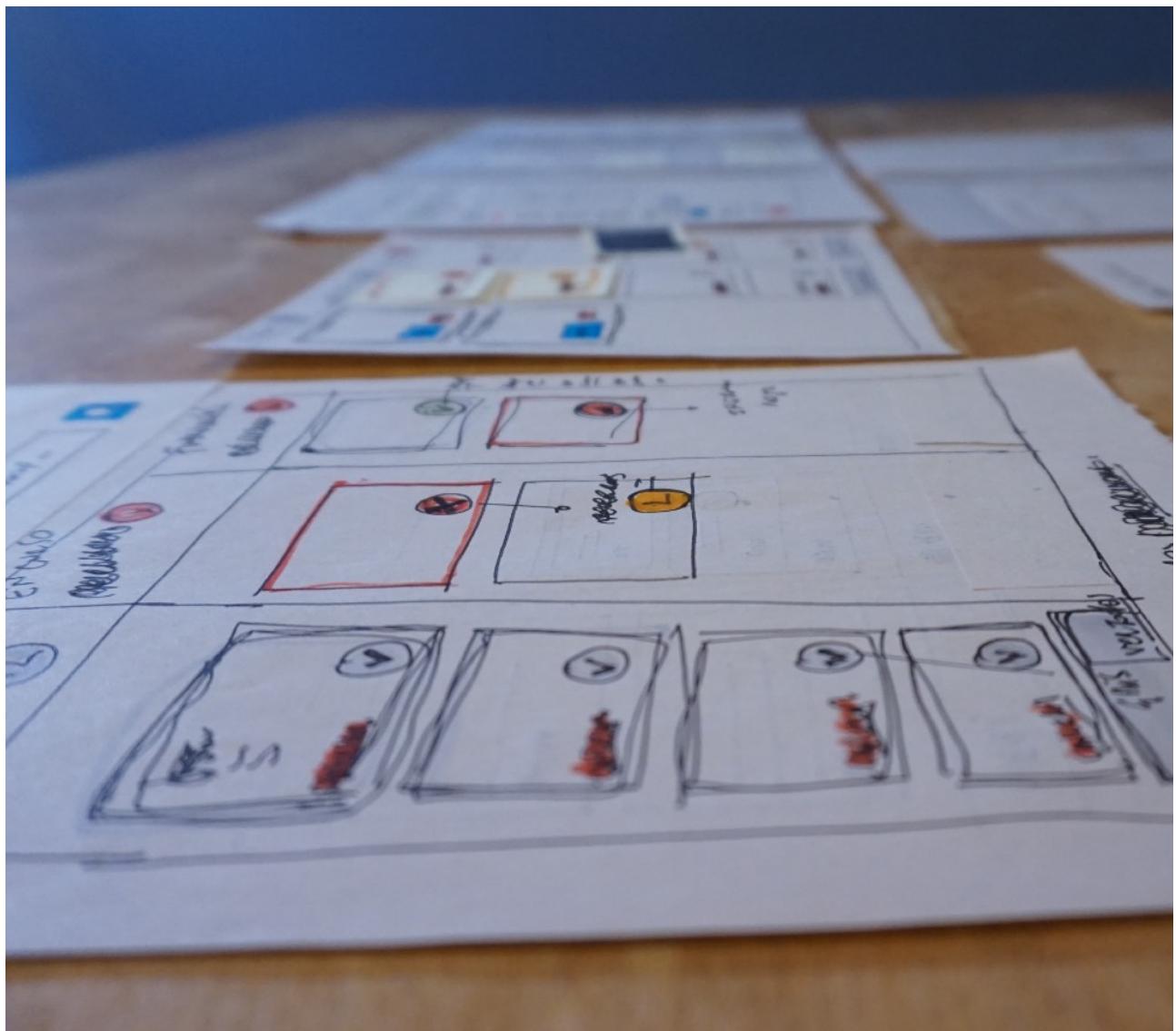
- Design the workflow and the user experience
- Design and code the front-end web, and design the apps screens
- Carry out usability tests for both, web and apps services

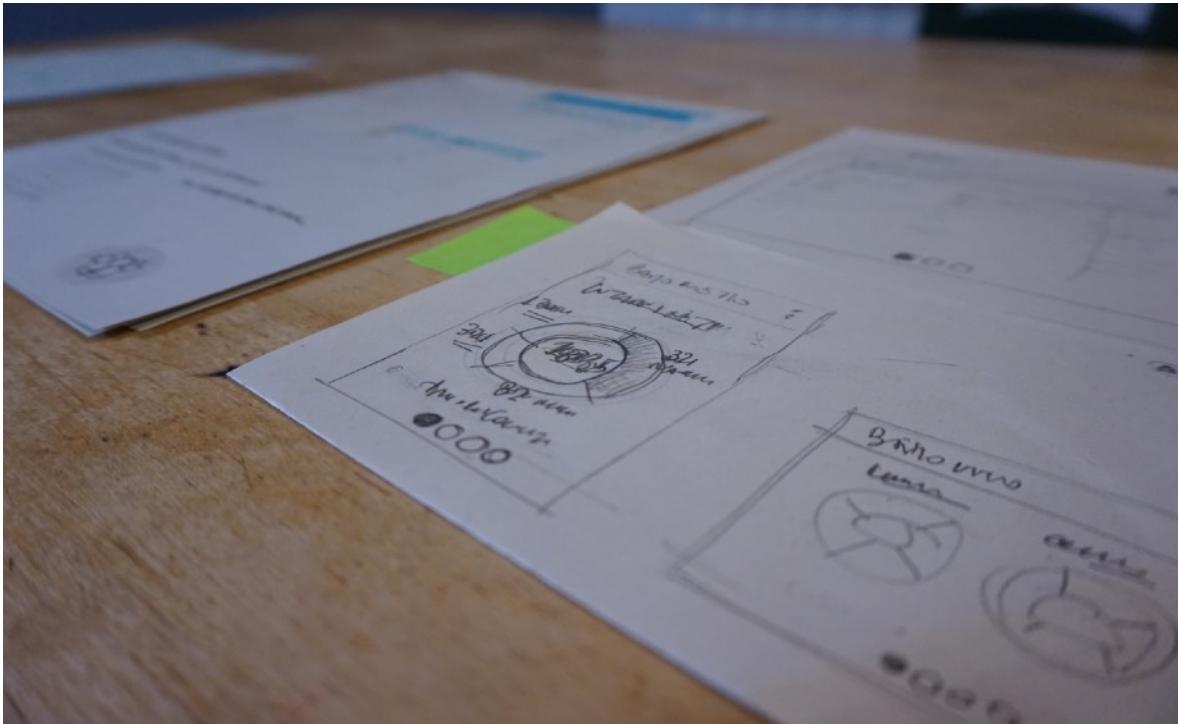
Deliverables:

- 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: Be05487dfcf234

Transportista efectivo: VILELLA TRANSP INT 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: Be05487dfcf234

Transportista efectivo: VILELLA TRANSP INT 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: Be05487dfcf234

Transportista efectivo: VILELLA TRANSP INT 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

utransnet | Bolsa

Camiones Cargas Super transportes ID: 647382 AC

CREAR ORDEN DE CARGA Buscar por orden de carga o transportista

Orden de carga:

Transportista efectivo: VILELLA TRANSP INT 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

Crear orden de carga

DATOS GENERALES

Transportista efectivo *

AGENCIA DE TRANSPORTES CALICHE,S.L. (MURCIA)

Referencia *

056589985

DATOS VEHÍCULO

Tipo de vehículo

Especialidad

Tráiler

utransnet | Bolsa

Camiones Cargas Super transportes ID: 647382 AC

CREAR ORDEN DE CARGA Buscar por orden de carga o transportista

ÓRDENES DE CARGA

Orden de carga: DC000565859455

Estado del envío:

- Enviada al transportista 09/01/2017 13:53:30
- Aceptado por el transportista 09/01/2017 13:53:30
- Aceptado por el cliente 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

Mapa de ruta:

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

utransnet | Bolsa

Camiones Cargas Super transportes ID: 647382 AC

DC1024

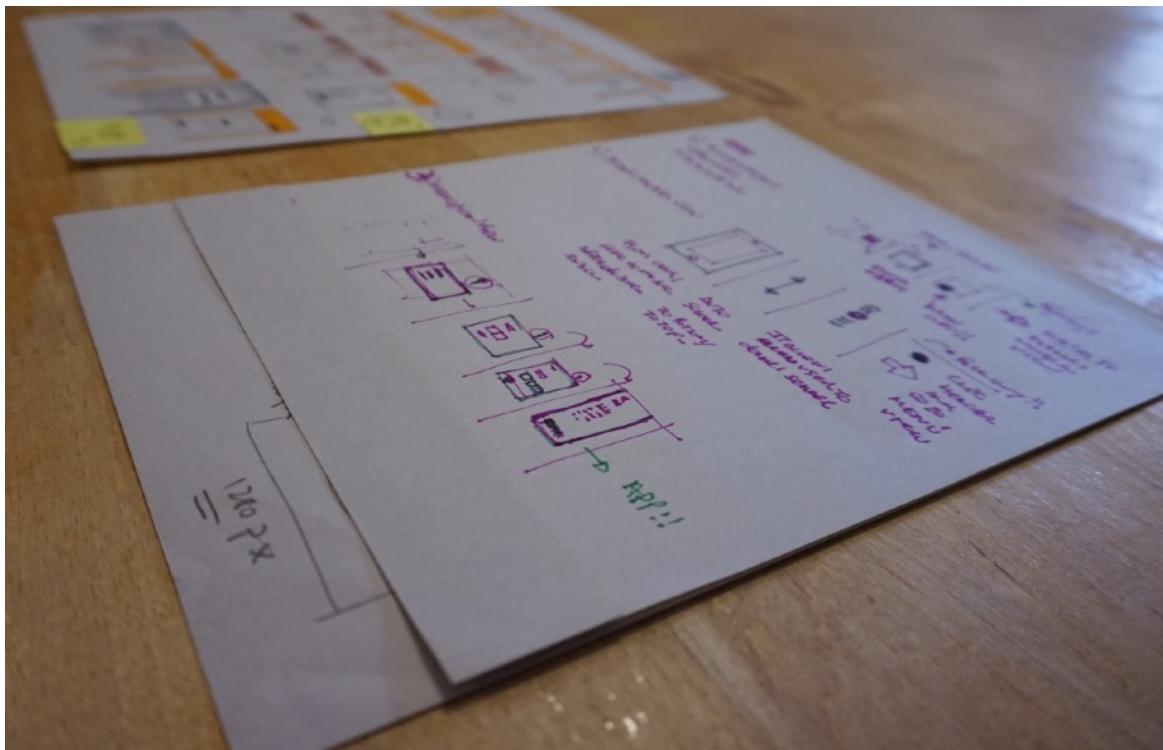
Orden de carga: Be05487dfcf234

Transportista efectivo: DaniCa Samsung Mini

Punto de carga: 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.



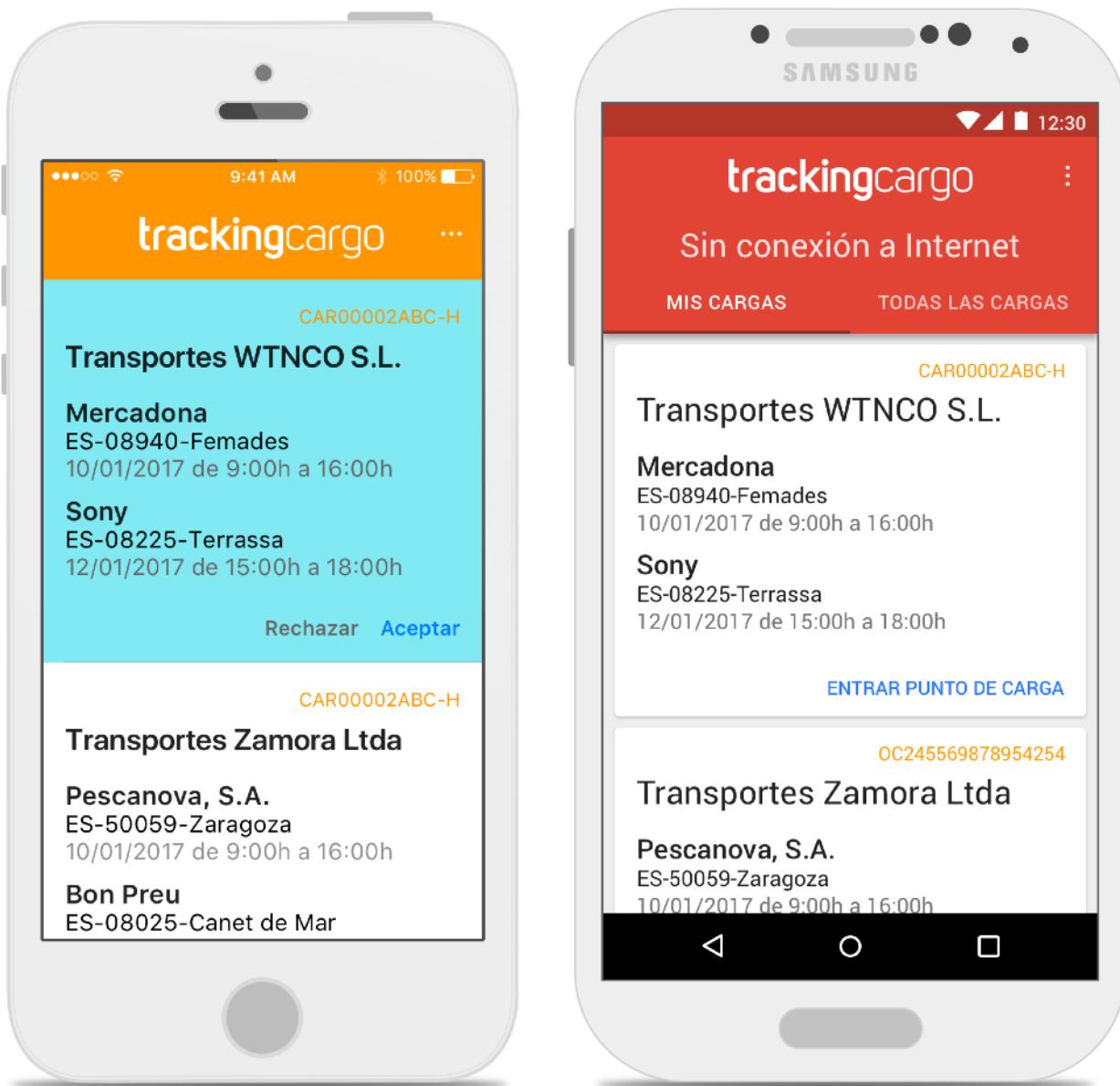
[Link to "Android vs iOS issues"](#)

[Link to "Android & IOS redesign"](#)

[Link to "Android & iOS redesign" Sketch file](#)

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.

[Link to "Intro to programming for designers"](#)

[Link to "Intro to design for devs"](#)

[Link to Coursera/UCSD "Interaction Design Specialization Capstone Project"](#)

[Link to IDEO.org "Design Kit Xammar Band" final project](#)

[Link to IDEO-U "modern-70-year-old Insights Report"](#)

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.

[Link to "Why you only need to test with 5 users"](#)

[Link to "Extremes and Mainstreams"](#)

Toolbox

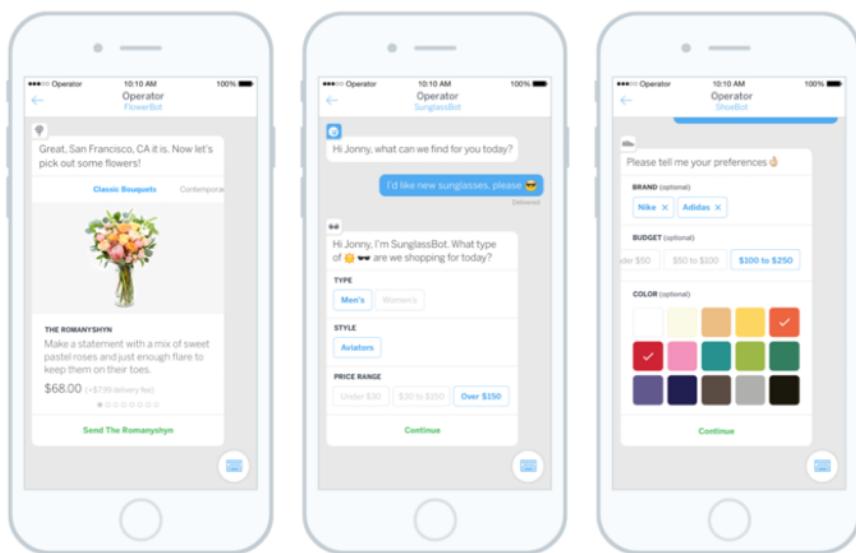
Sometimes people ask me about my tools. Here they are:

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.

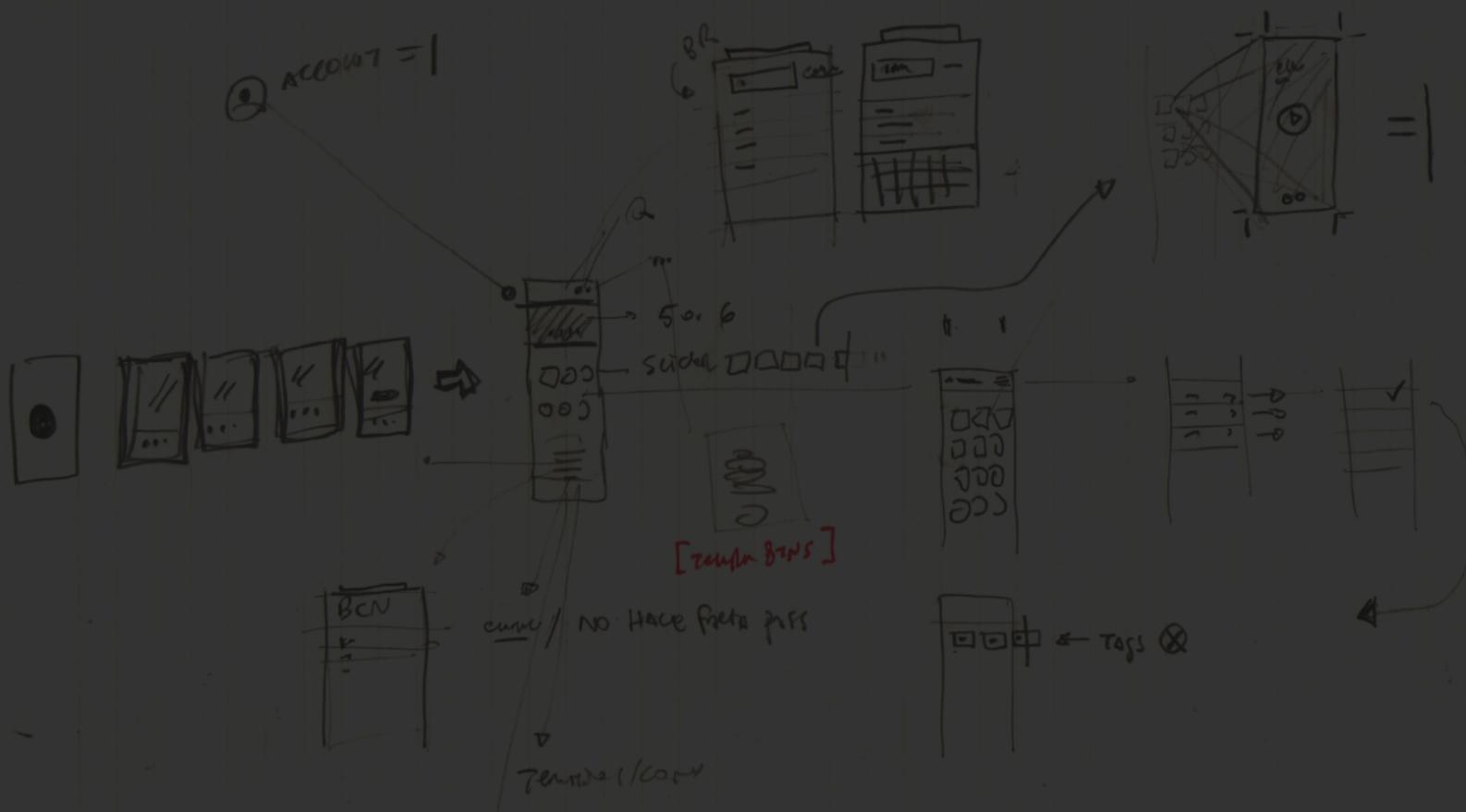
I love coding small stuff in [Ruby](#) and [JavaScript](#).

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
twitter.com/rodbeh
linkedin.com/in/rodbeh
dribbble.com/rodbeh
medium.com/@rodbeh
github.com/rodbeh
vimeo.com/rodbeh

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+34 695 892 792

