Hey! I'm Fiorinna Diaz|

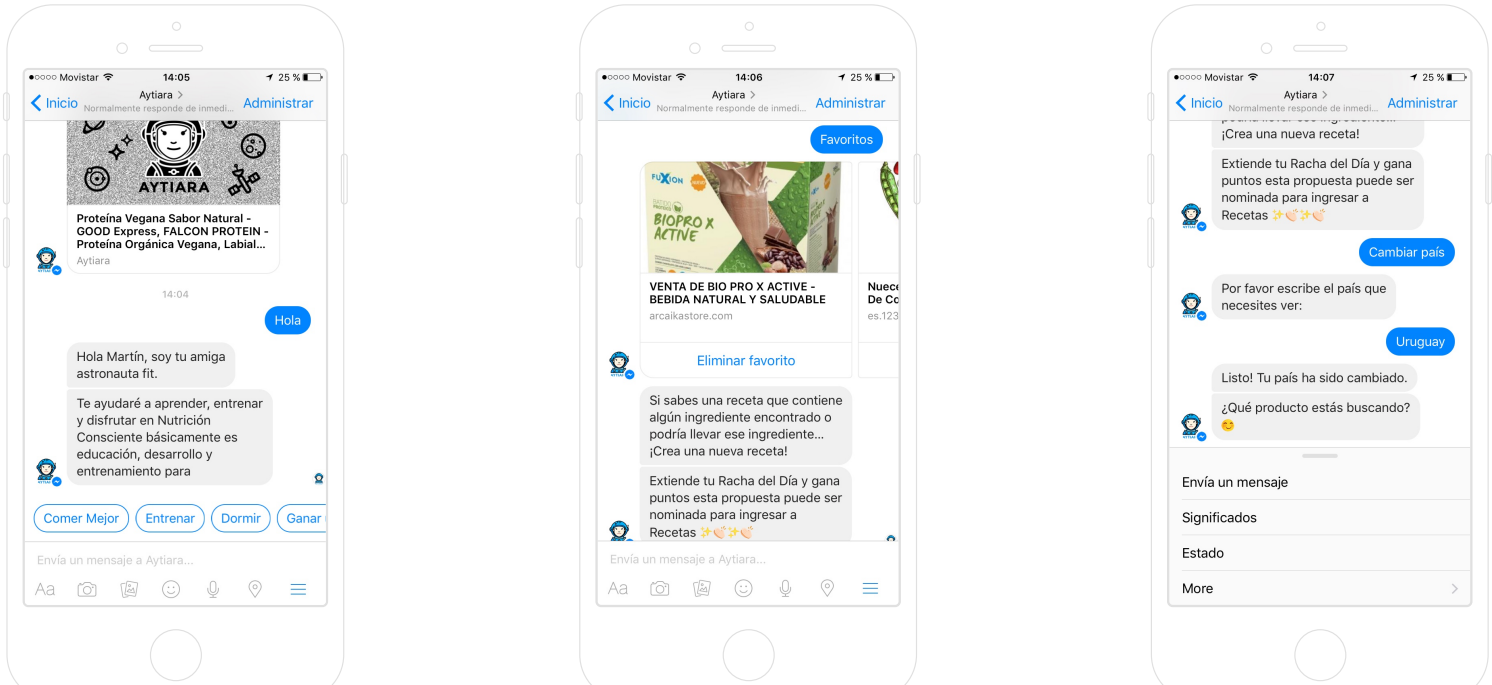
PRODUCT DESIGNER · UX CONSULTANT

Chilean designer raised in Latam, Vibrant Sprinter Cyclist + Traveler.
Studied in The Netherlands and self-taught.
Currently living in Santiago of Chile, but tomorrow, could be your country.
Available to work in Chile and around the world.

WWW.FIORINNA.COM

Current study cases

NEW Aytiara · Chatbot for Facebook Messenger



Proteína Vegana Sabor Natural - GOOD Express, FALCON PROTEIN - Proteína Orgánica Vegana, Labial...

Hola

Hola Martín, soy tu amiga astronauta fit.

Te ayudaré a aprender, entrenar y disfrutar en Nutrición Consciente básicamente es educación, desarrollo y entrenamiento para

VENTA DE BIO PRO X ACTIVE - BEBIDA NATURAL Y SALUDABLE

Si sabes una receta que contiene algún ingrediente encontrado o podría llevar ese ingrediente... ¡Crea una nueva receta!

Extiende tu Racha del Día y gana puntos esta propuesta puede ser nominada para ingresar a Recetas

Por favor escribe el país que necesites ver:

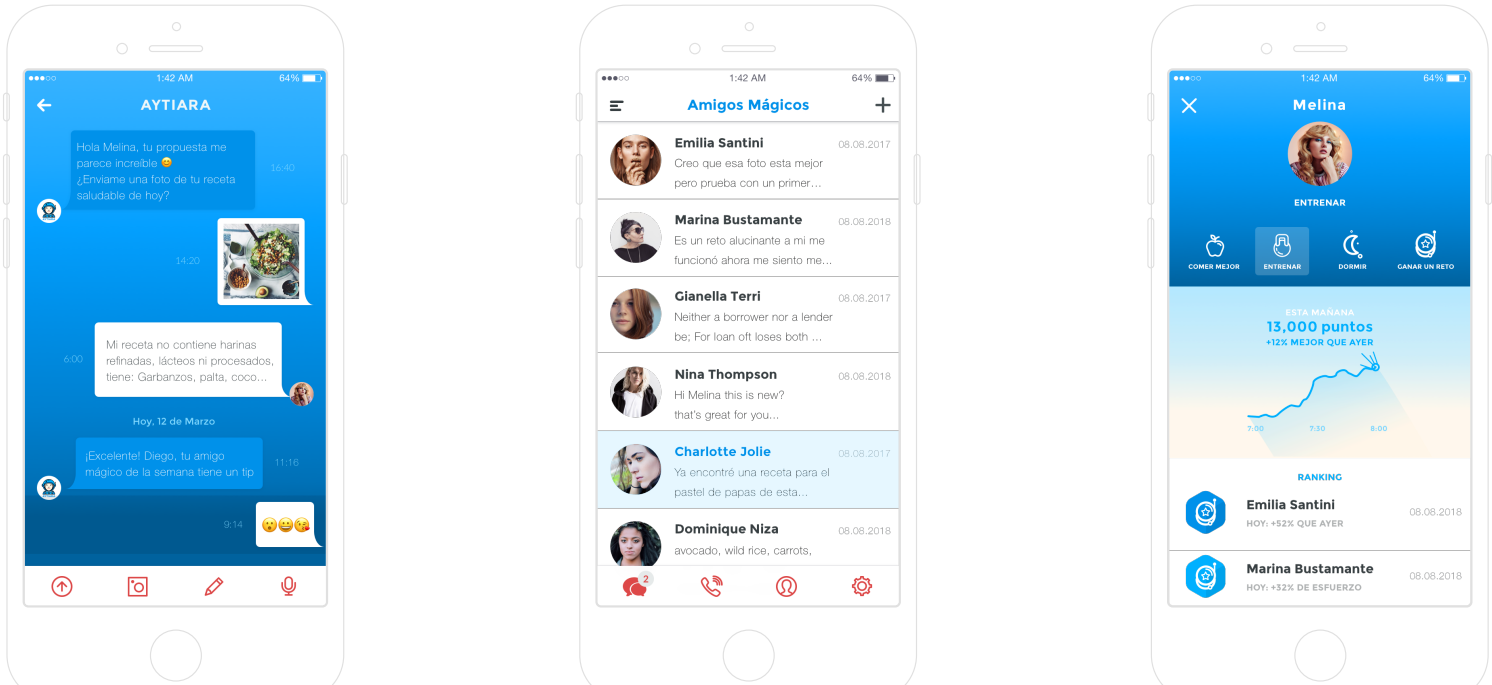
Uruguay

Listo! Tu país ha sido cambiado.

¿Qué producto estás buscando?

Aytiara
Inicio
Administrar
Comer Mejor
Entrenar
Dormir
Ganar
Favoritos
Eliminar favorito
Cambiar país
Envía un mensaje
Significados
Estado
More

NEXT ETAPE Aytiara · Interface Conversational App


AYTIARA
Amigos Mágicos
Emilia Santini
Marina Bustamante
Gianella Terri
Nina Thompson
Charlotte Jolie
Dominique Niza
Melina
ENTRENAR
13,000 puntos
RANKING

0.1 – The Client

Organization focused on nutrition education and healthy essentials habits for a radiant health designed for all people based on a character, an astronaut woman called: Aytiara

The current society and traditional education system are structured in such a way that they focus more on transmitting knowledge, truths absolutes, than on teaching people to think on their own and draw their own conclusions.

We believe in true educational democratization, which guarantees the eradication of corruption and sustainable entrepreneurship. We believe in an educational democratization supported in the being, more than only in the thinking.

1.1 – Who is Aytiara and how works?

Aytiara is your friend astronaut and coach, who helps you to learn about 'Conscious Nutrition', a vibrant lifestyle that contributes to a healthy organism, a spirit in harmony respecting the environment and the others.

Hola Melina, tu pr
parece increíble 😊
¿Envíame una foto
saludable de hoy?

Aytiara is a plant-based bot that gives you information on where to get essential nutrients and helps you keep up with your nutritional, sleep and fitness goals.

Helps you meet your plant-based nutritional goals by giving you information on where to get specific nutrients and what you should eat.

By the way, i' ll start testing what happens with the mass. The 1st version, will be launched this year for *Facebook Messenger*. The 2nd version is about one more independent: Interface Conversational App.

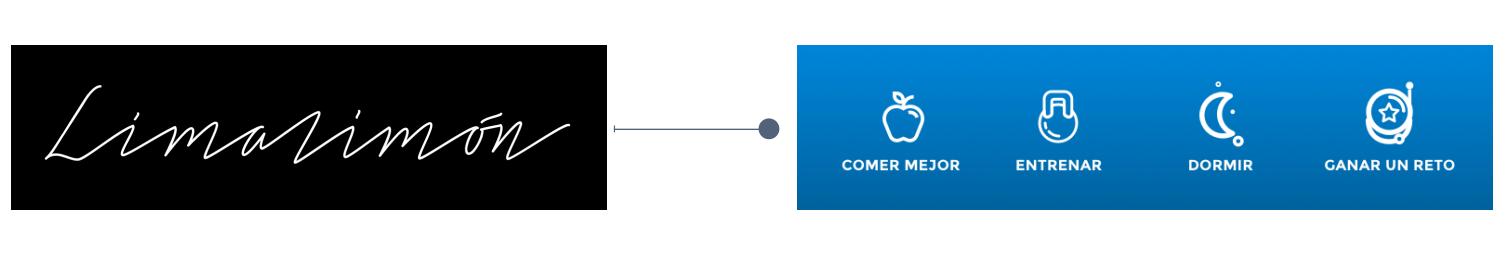
2.0 – The Challenge

My mind thought of this: *'Things move fast, deal with it. Don't get stuck in the past, learn to let go. If you do something big, go ahead; If you fuck you move faster'.* For that and more, I decided to do a Design Sprint: Listen to community and respond to their honest real needs. It sounds simple, but it isn't and I like it to be that way.

2.1 – The Process

Understand
DECIDE
Devise
DECIDE
Prototype
VALIDATE

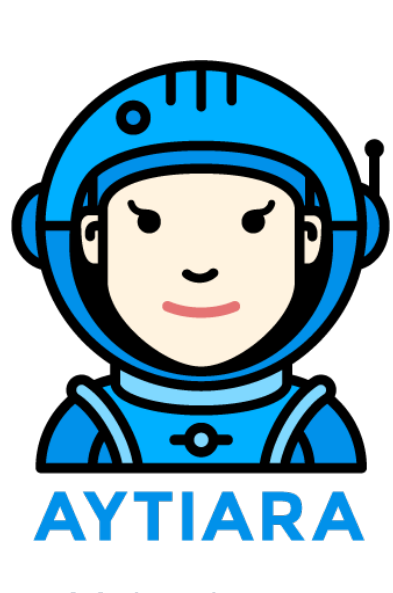
OK! IT'S TIME TO GET ON BOARD THE FIRST SPRINT AND TRANSFORM LIMALIMON TURNING GO TO THE NEW VALUES OF THE BRAND, DESIGNING ITS PRINCIPAL SERVICE MATRIX.


Limalimón
COMER MEJOR
ENTRENAR
DORMIR
GANAR UN RETO

THIS MATRIX IS A RESULT OF LISTENING CAREFULLY TO PEOPLE AND ATTACKING THEIR NEEDS

3.0 – My Role

Aytiara wants to be where its users are. This means that I had to create a consistent simple and friendly experience across mobile devices, from arch, interaction maps to production process. At the beginning of the project to the present, I started to study WIT.ai, NLP, artificial intelligence, Ux Write, neuroscience and everything else for bots; elaborating ideas, new concept – brand, ux conversational flow, wireframes, prototypes focused on Facebook Messenger. This decision was crucial in order to iterate quickly through the creation of the user interface. Once we finish with the first version I will begin planning the creation of the independent app for iOS with Martin, my dev-partner.



Conclusions that are determining this current experience:

- Keep it simple

This service is going to be used by all kinds of people. Something simple will help us create something intuitive for everyone.

- Make them participants.

Make your teammates and customers feel the brand or the product as their own. They need to contribute, give their opinions and get involved in the process to feel part of the evolution of the product or service that is being created or reformed in full concentration.

- Show your values

People who consume or experience your product or service are more likely to opt for a brand based on the values it represents. The values to be transmitted are pure oxygen.

- Thrills

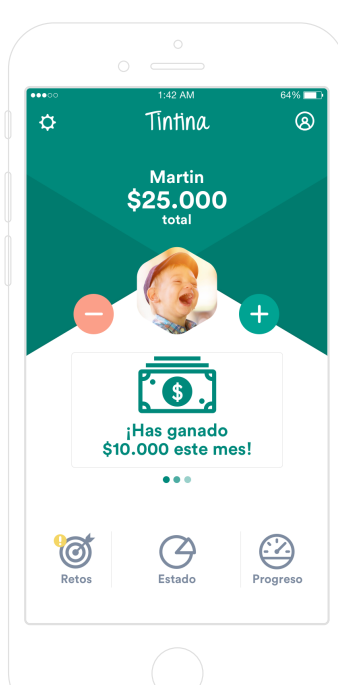
Associate your brand, product or service with a specific emotion: Happiness, nostalgia, security, audacity, among others.

- Tell a story

People don't buy products, but rather the stories that those products or services represent. Love the experiences.

NEW Tintina · Financial Education App

Transform the way you manage pocket money with your family.

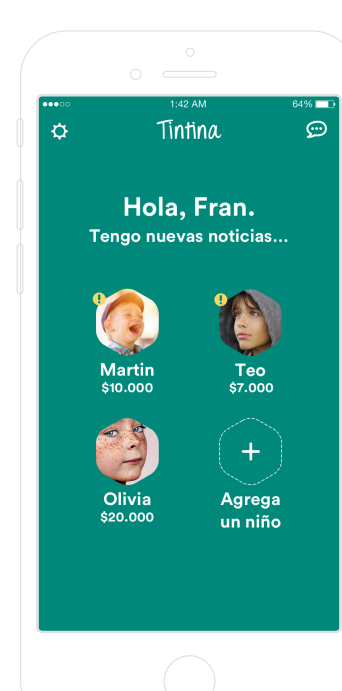

Tintina
Martin
$25.000
total
¡Has ganado $10.000 este mes!
Retos
Estado
Progreso

Pocket Money. Sorted.

Easy for parents, fun for kids.

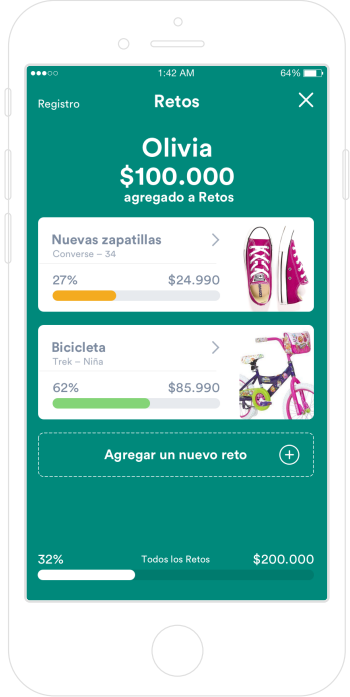
Tintina lets kids keep track of their money, while parents oversee what goes in and out. Parents remain the *Bank of Mommy and Dad*, no deposits are required. Keeping it simple and easy to use.

Tomás Varela


Tintina
Hola, Fran.
Tengo nuevas noticias...
Martin $10.000
Teo $7.000
Olivia $20.000
Agrega un niño

Every member of the family has an account.

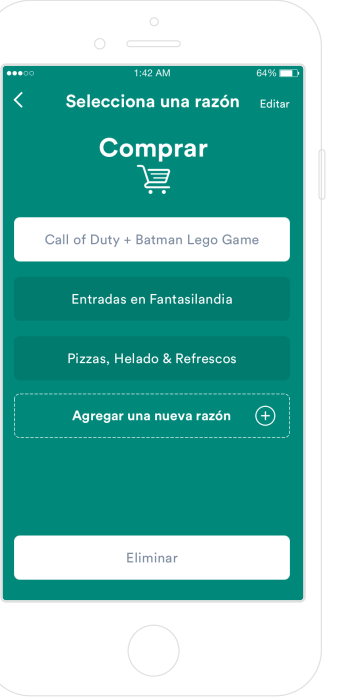
Your friend, the elephant-piggy bank called Tintina keeps things fair and square. Kids know how much pocket money they have. Parents get an overview of all their children's accounts.


Retos
Olivia
$100.000
agregado a Retos
Nuevas zapatillas
$24.990
Bicicleta
$85.990
Agregar un nuevo reto
$200.000

Create challenges to save for. Smart, simple and fun.

Children can upload challenges to save for. This could be something they want to buy, or to just save up. When they reach a challenge, parents can approve and fulfil the challenge.
These challenges may be to buy a pair of sneakers, purchase a bicycle, tickets for a festival, wash Daddy's car, money for a new video game and much more.

CREATING A CONSISTENT MESSAGE FOCUSED ON CHILDREN
Tintina + te hace grande


Selecciona una razón
Comprar
Call of Duty + Batman Lego Game
Entradas en Fantasilandia
Pizzas, Helado & Refrescos
Agregar una nueva razón
Eliminar

No more Shopping Showdowns.

If kids want to get something while out and about, they can take responsibility for the decision as to whether they buy something or not. Parents just deduct it on the app. Power to kids, no pestering for parents.

Tintina
Te hace grande

0.1 – My Challenge

Old School Values. New Methods.
My mission is a simple one: Tintina helps parents teach their children the value of money in a digital age.

0.2 – My Role (Team: Tincho, my teammate and me)

Simple, progressive and gameful.
We use the latest technology to bring to life all the sound traditional financial principles we were brought up with (or wish we were!) and make managing money relevant and smart.

From as young as 4 years, you can sign up to our digital Tracker which lets your children keep track of their money, save towards goals and earn rewards while you oversee what money goes in and out of their account (you remain the Bank of Mommy and Dad without making deposits).

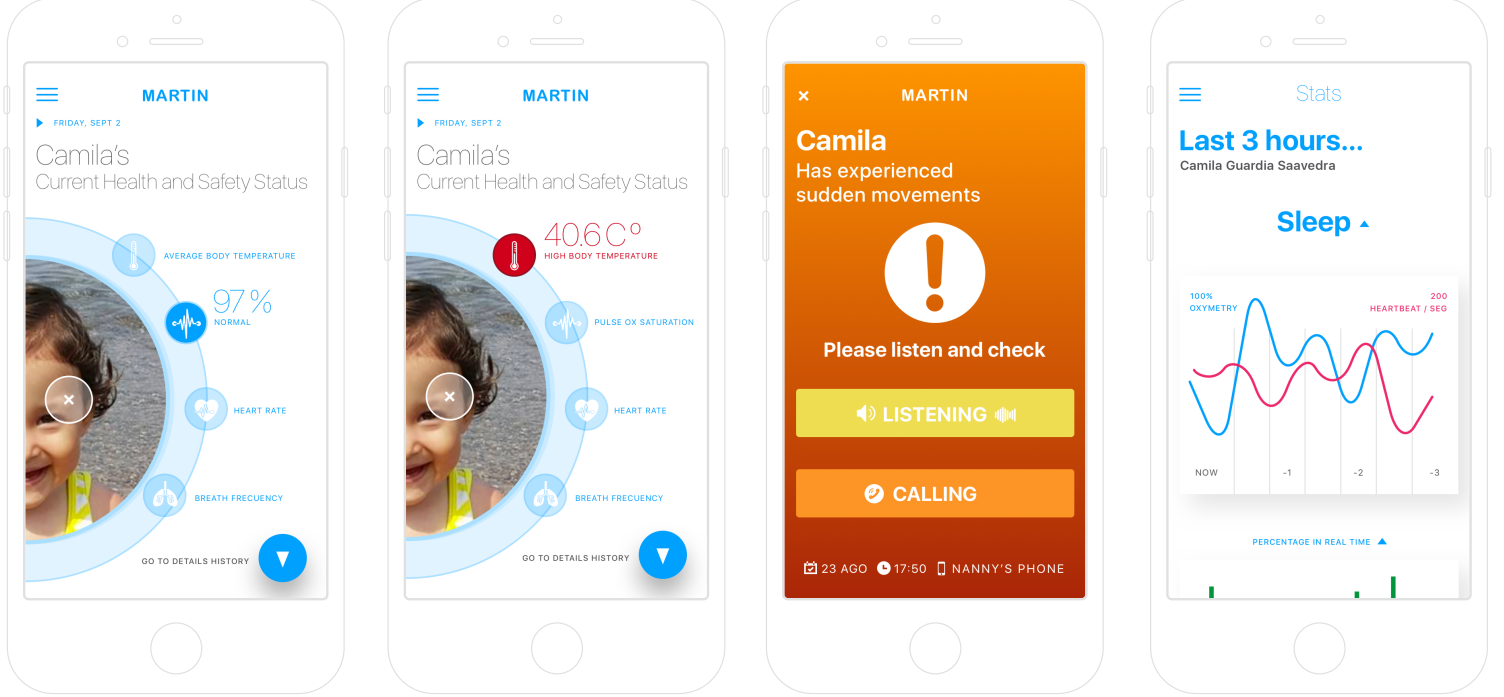
We believe the best lessons are learned 'Doing','Make','Testing'
Tintina encourages families to learn together so that parents can actively educate, motivate and empower their kids financially and gives everybody the reassurance that they're fully prepared for the future.

First was a chatbot product but for others reasons, we have decided that our tracker is wil be available on iOS and Android as an app.

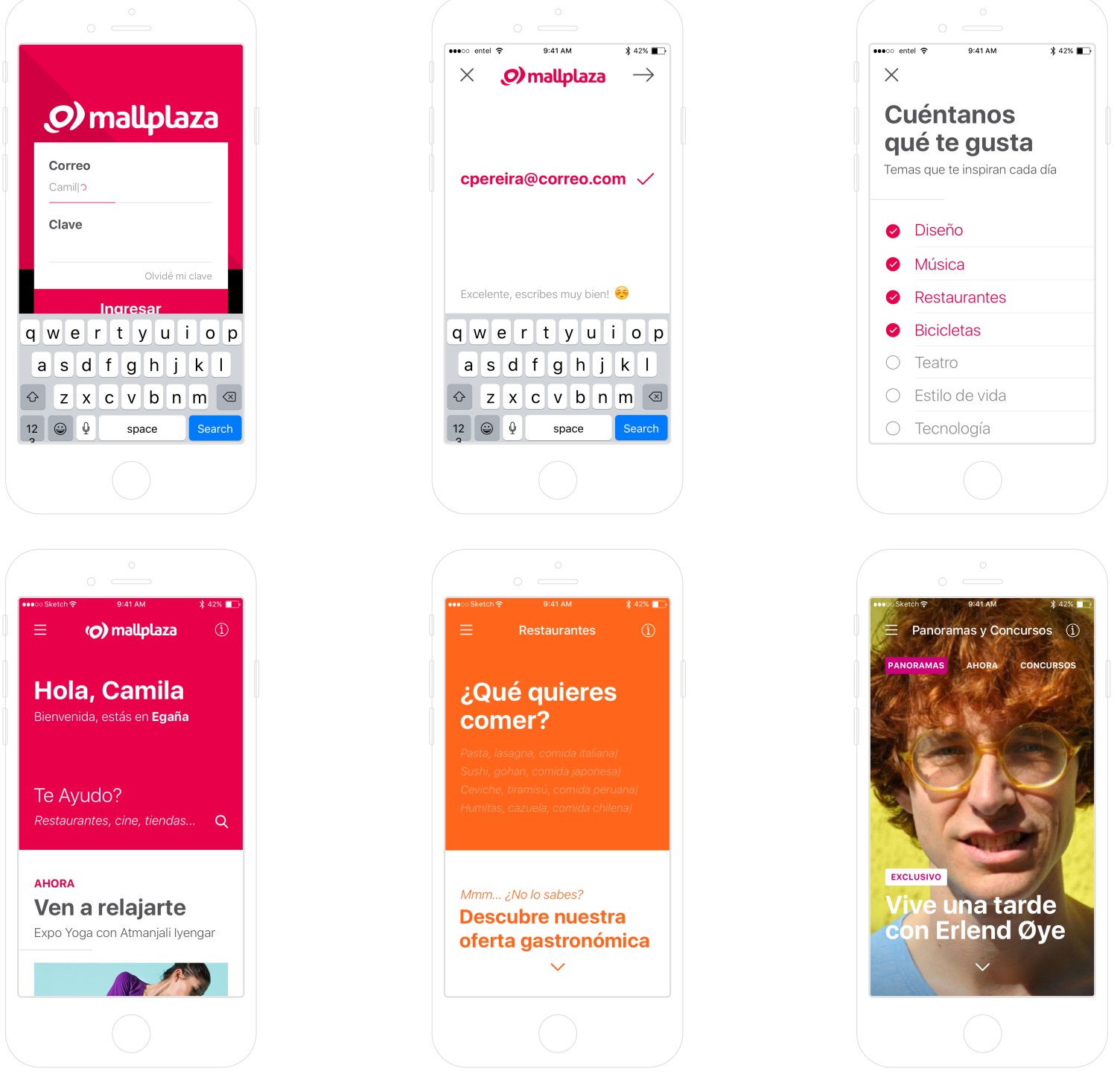
We use the latest technologies to find solutions. We like making, experimenting and building because we think that's the best way to learn. If you're interested in finding out more about us, want to give us some feedback, no dudes! just mail me hello@fiorinna.com 💗

Others study cases

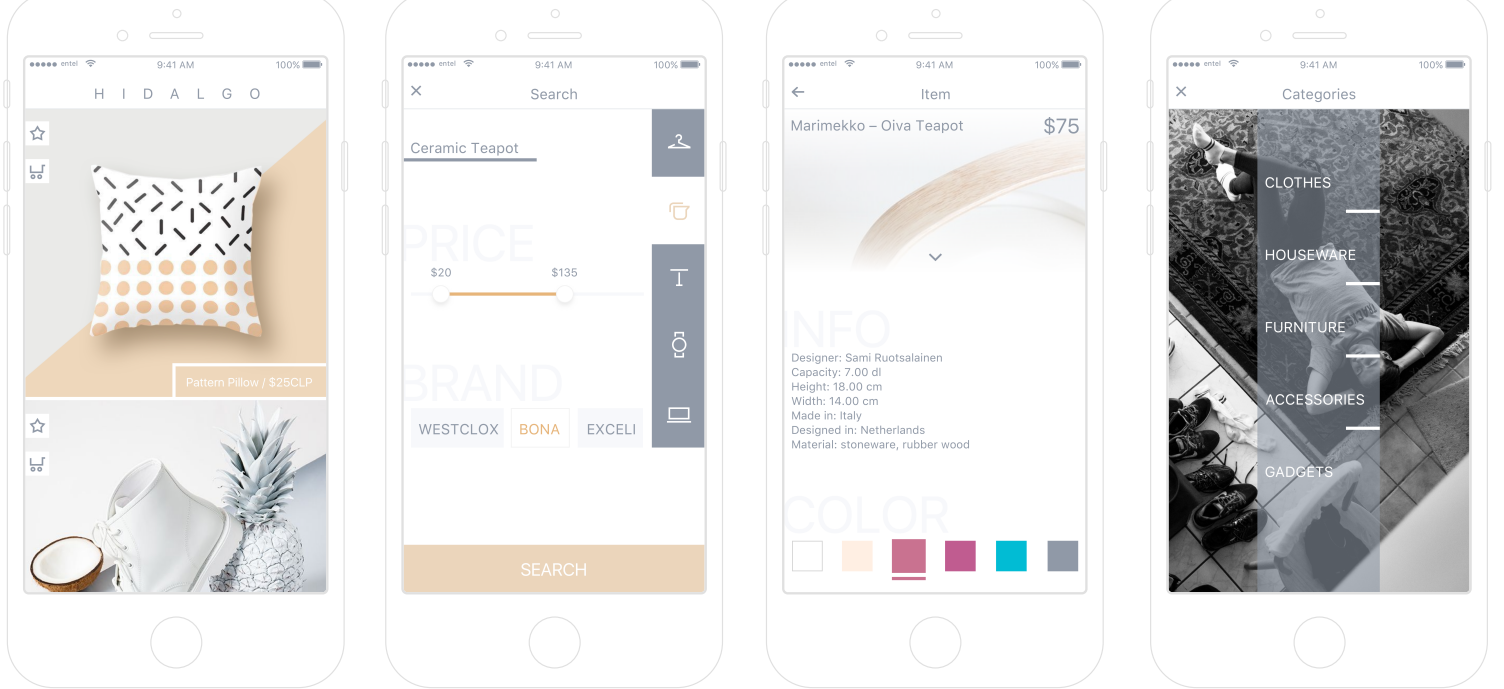
UPDATED Martin · Track your baby's movements always.


MARTIN
Camila's
Current Health and Safety Status
97%
40.6C°
Camila
Has experienced sudden movements
Please listen and check
LISTENING
CALLING
NANNY'S PHONE
Stats
Last 3 hours...
Sleep

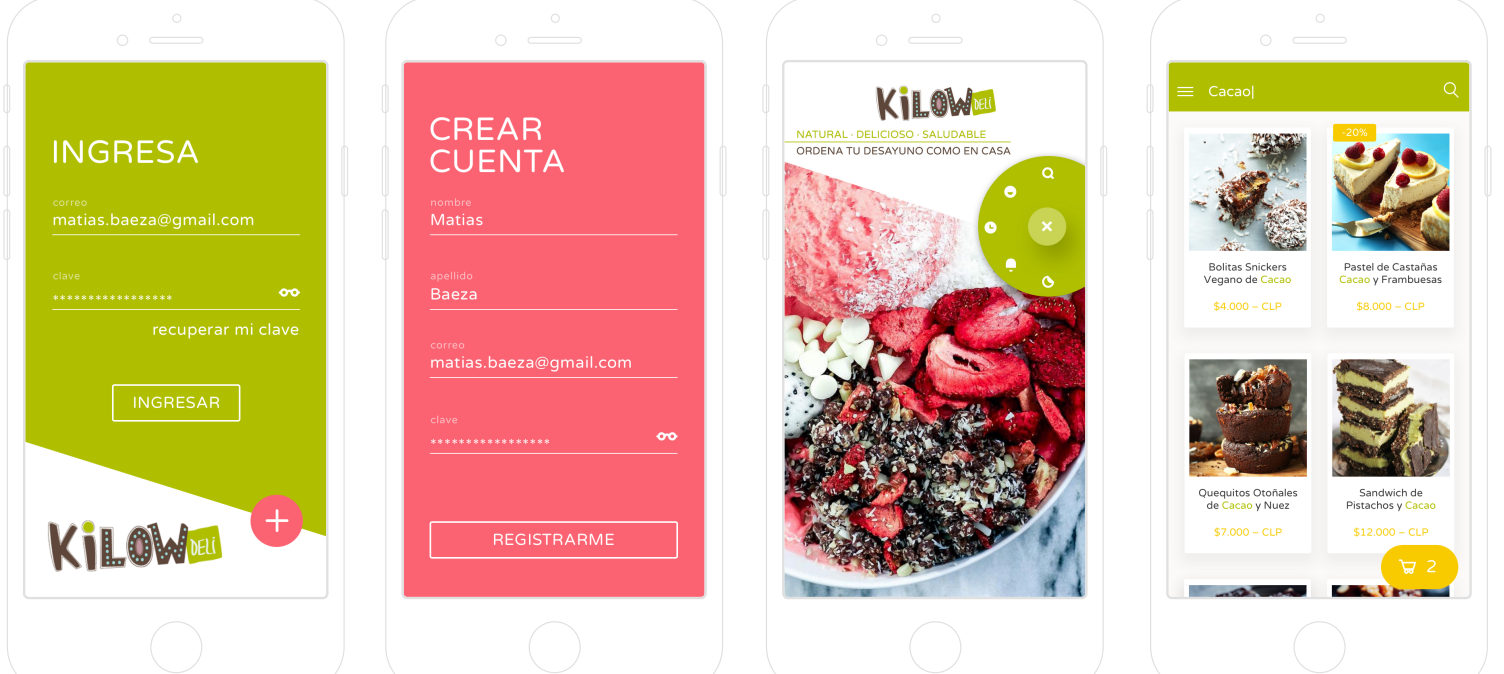
NEW DESIGN Mall Plaza · Find the most varied products and services, the best panoramas of entertainment and culture.


mallplaza
Correo
Clave
Ingresar
cpereira@correo.com
Cuéntanos qué te gusta
Temas que te inspiran cada día
Diseño
Música
Restaurantes
Bicicletas
Teatro
Estilo de vida
Tecnología
Hola, Camila
Te Ayudo?
Ven a relajarte
¿Qué quieres comer?
Descubre nuestra oferta gastronómica
Panoramas y Concursos
Vive una tarde con Erlend Øye

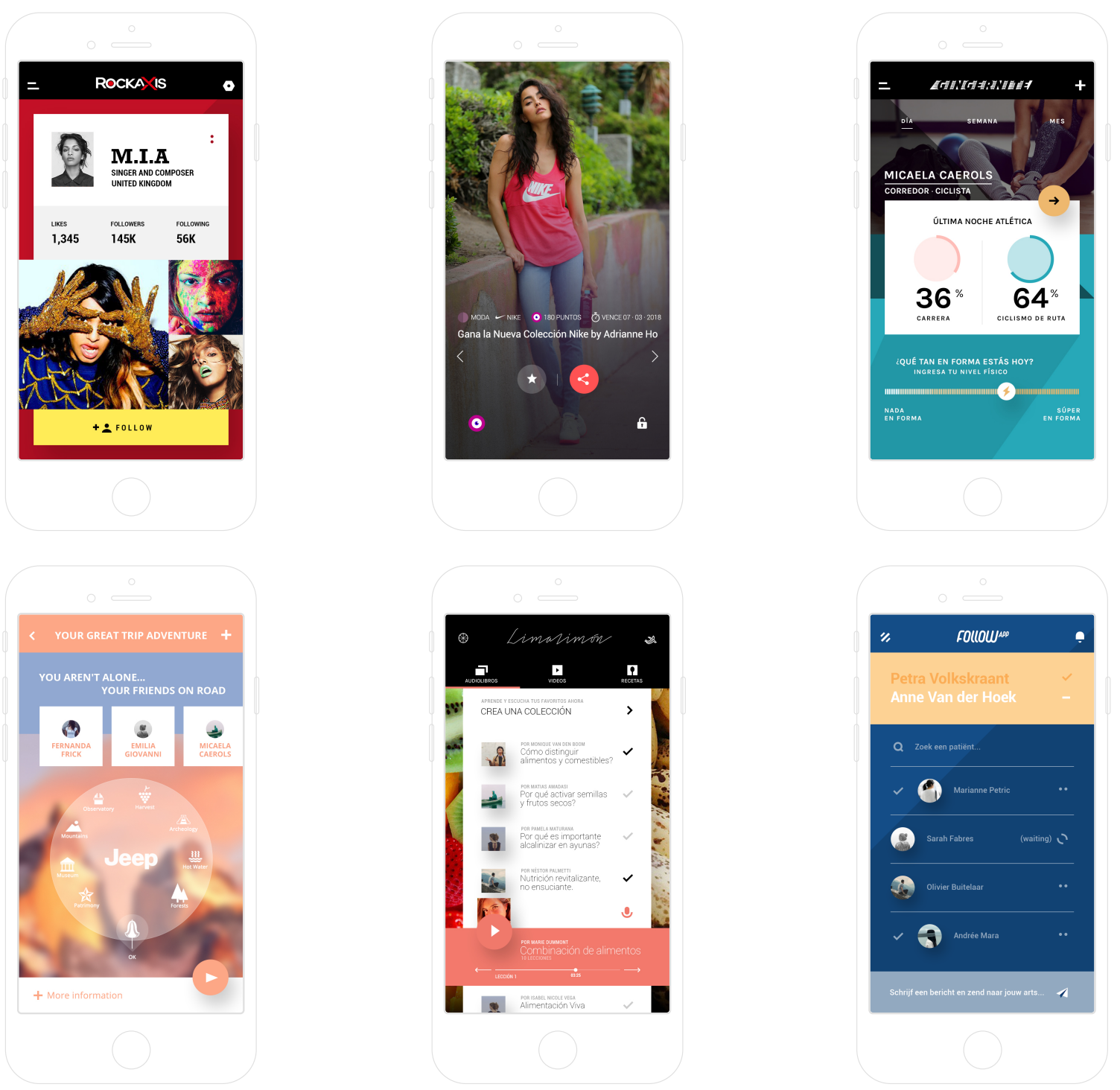
UPDATED Hidalgo Hommie Store · Buy your minimalist obsessions.


HIDALGO
Search
Ceramic Teapot
PRICE
BRAND
WESTCLOX
BONA
EXCELI
SEARCH
Item
Marimekko – Oiva Teapot
$75
INFO
COLOR
Categories
CLOTHES
HOUSEWARE
FURNITURE
ACCESSORIES
GADGETS

UPDATED Kilow Health Co · Order your breakfast like home.

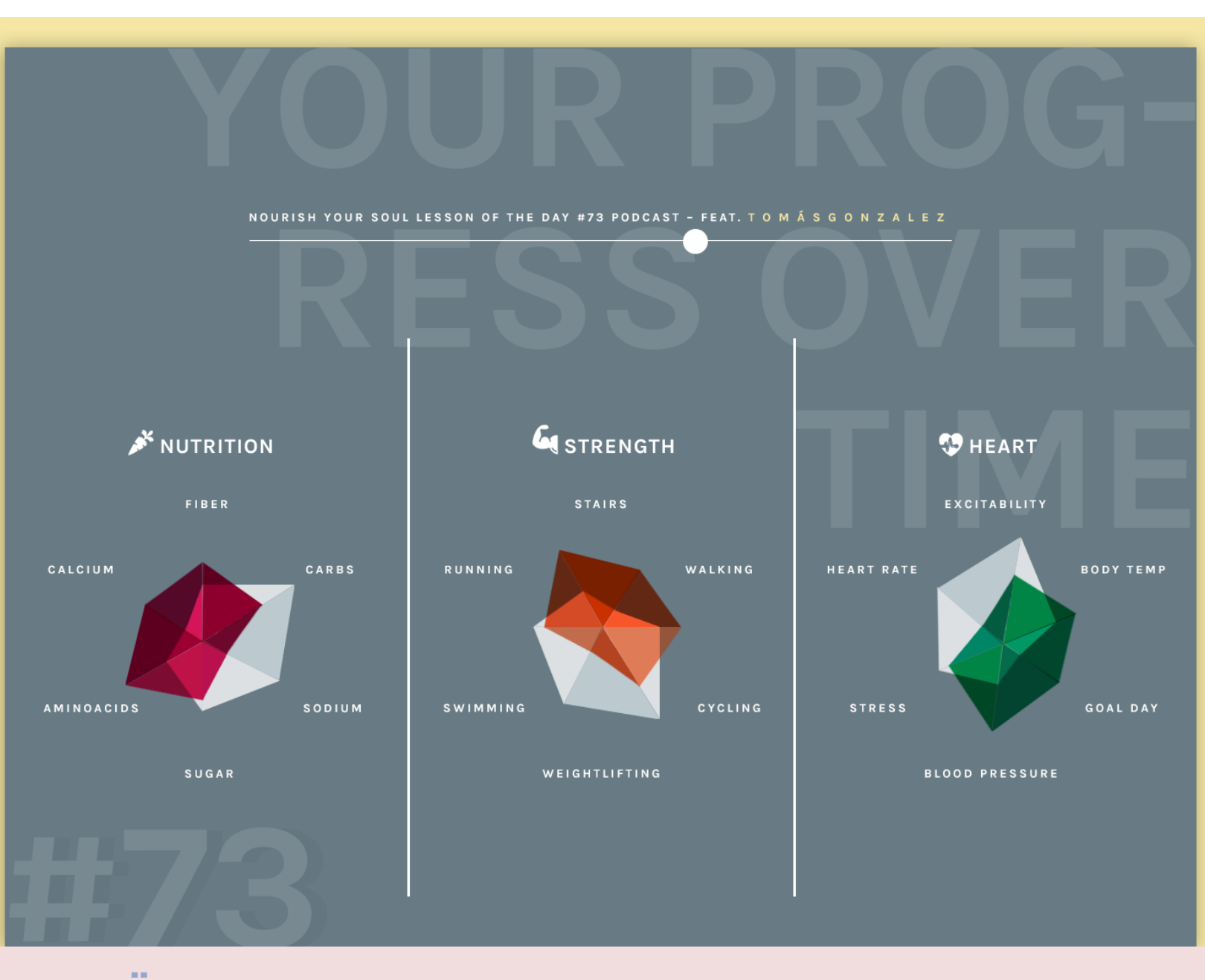

INGRESA
matias.baeza@gmail.com
recuperar mi clave
INGRESAR
CREAR CUENTA
Matias
Baeza
REGISTRARME
KILOW
Cacao
Bolitas Snickers Vegano de Cacao
Pastel de Castañas Cacao y Frambuesas
Queques Otoñales de Cacao y Nuez
Sandwich de Pistachos y Cacao

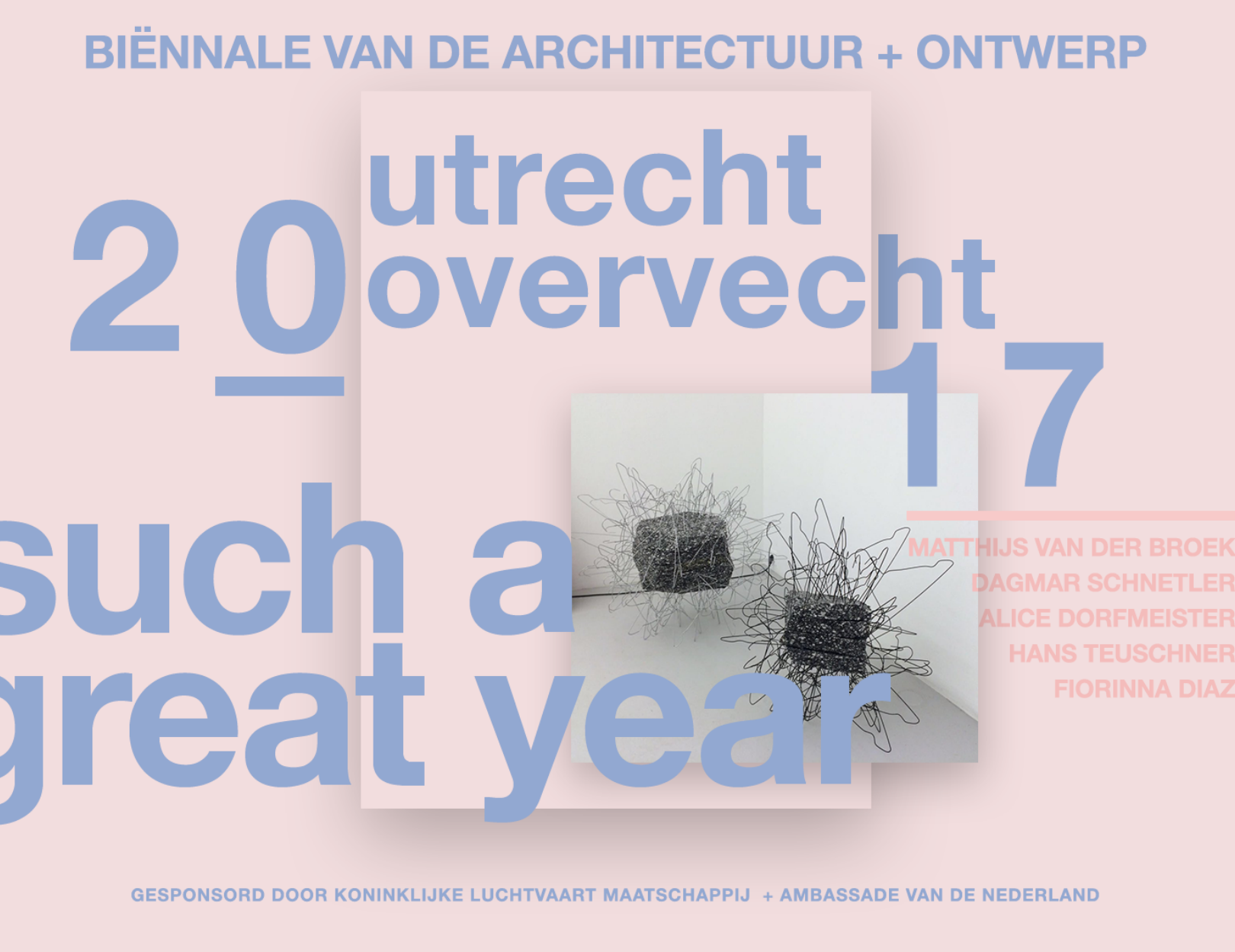
BEFORE Rockaxis · Loockea · Gingernite · Jeep · Limalimón · Followapp

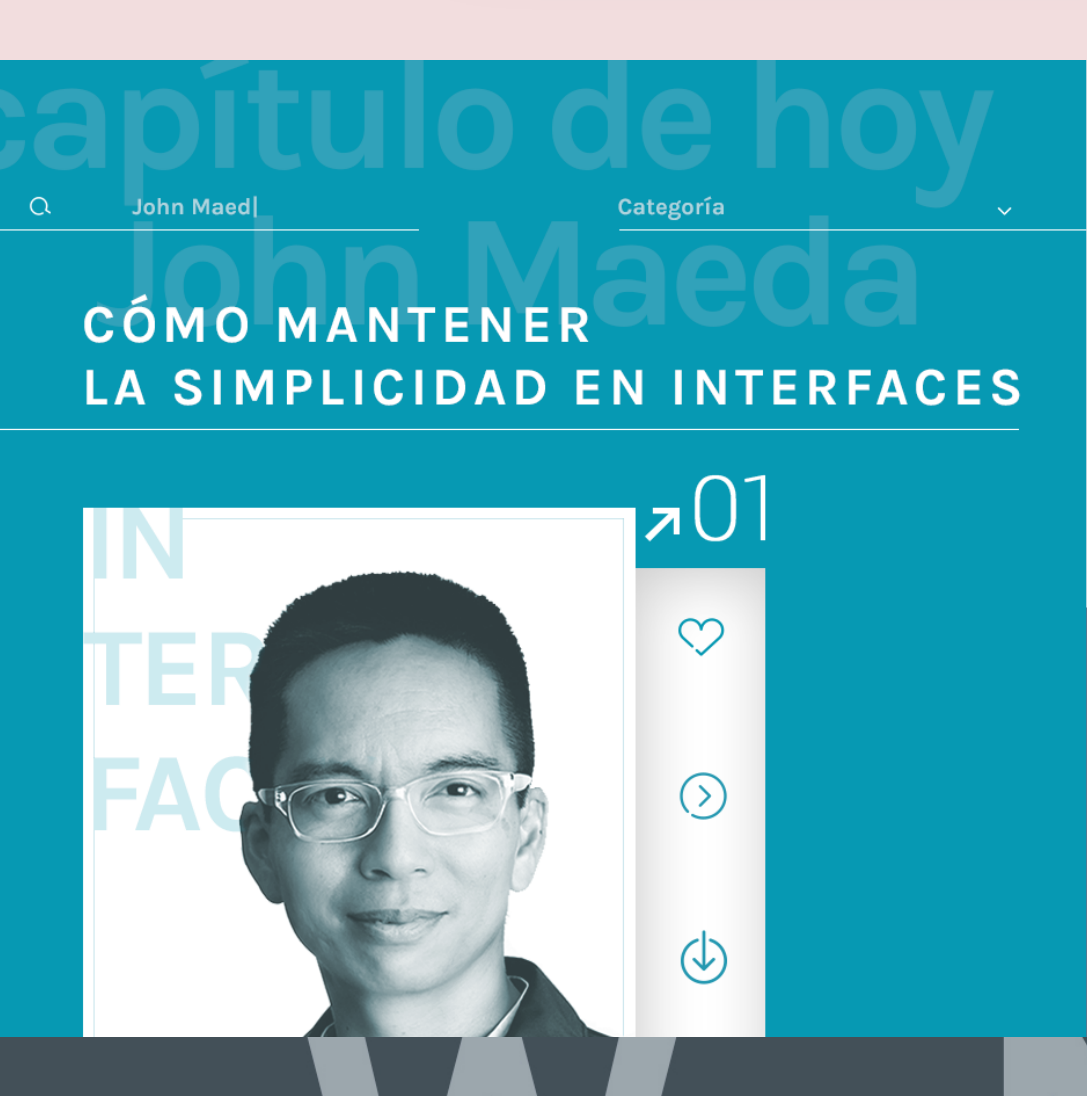

ROCKAXIS
M.I.A
SINGER AND COMPOSER UNITED KINGDOM
1,345
145K
56K
FOLLOW
Gana la Nueva Colección Nike by Adrianne Ho
MICAELA CAEROLS
CORREDOR · CICLISTA
36%
64%
¿QUÉ TAN EN FORMA ESTÁS HOY?
YOUR GREAT TRIP ADVENTURE
YOU AREN'T ALONE...
YOUR FRIENDS ON ROAD
Jeep
Limalimón
CREA UNA COLECCIÓN
Petra Volkskraant
Anne Van der Hoek
Marianne Petrik
Sarah Fabres
Olivier Bottelaar
Andrés Mara

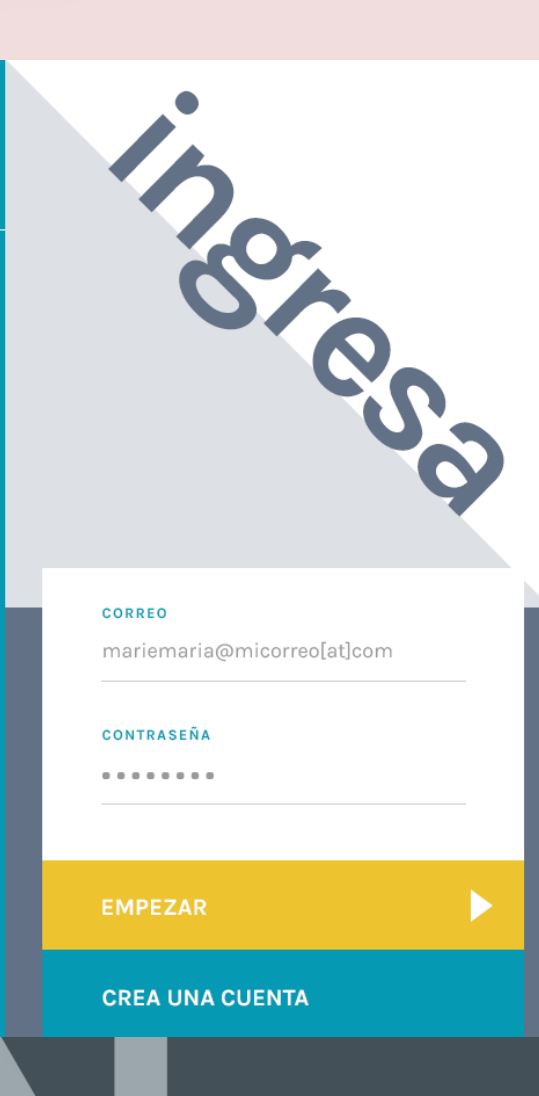
Simple, Intuitive & Smart

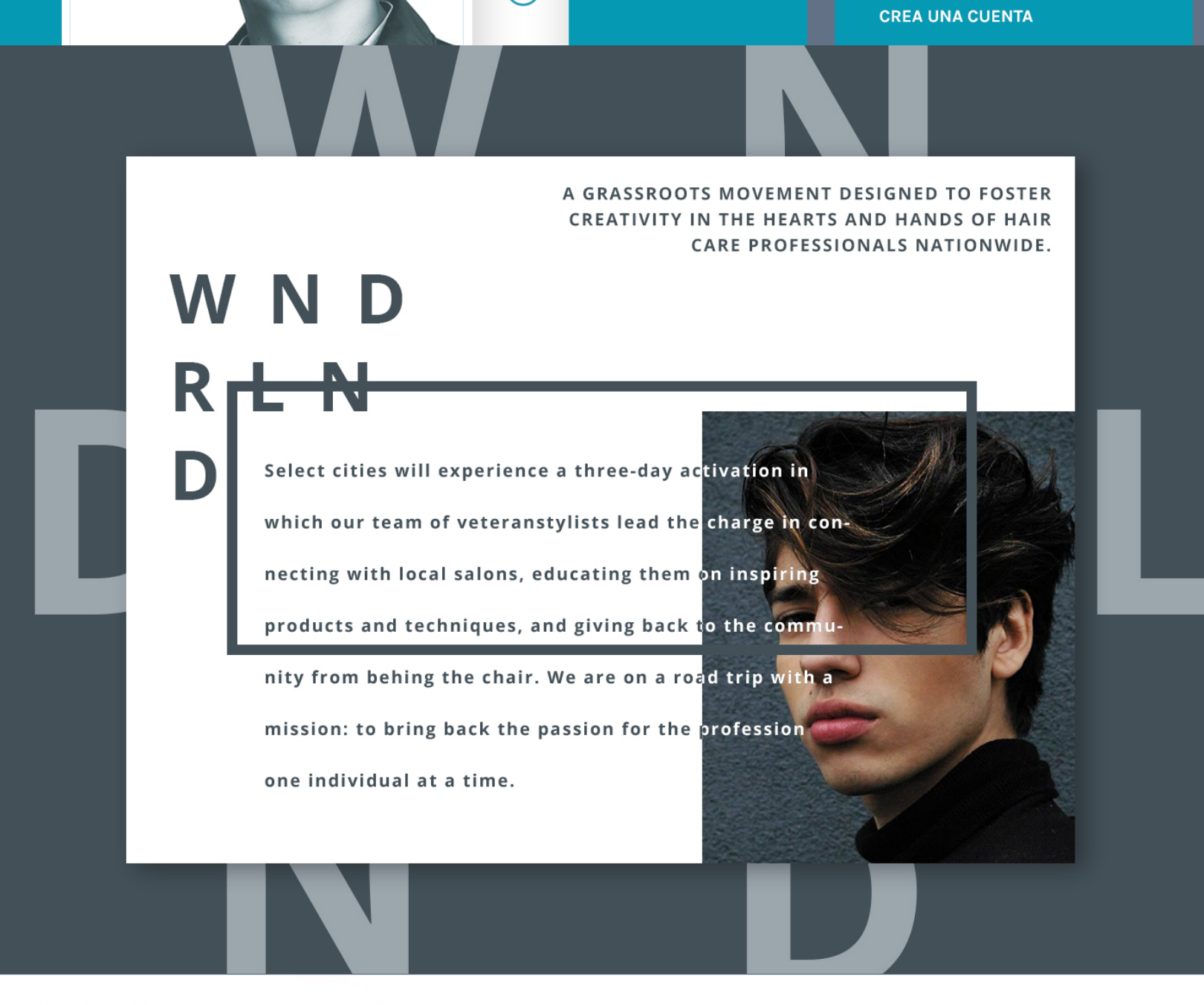
DESIGN FOR EDUCATE · COMMUNICATE · IMPACT AND THRILL


YOUR PROGRESS OVER TIME
NOURISH YOUR SOUL LESSON OF THE DAY #73 PODCAST – FEAT. TOMÁS GONZALEZ
NUTRITION
FIBER
CALCIUM
CARBS
AMINOACIDS
SODIUM
SUGAR
STRENGTH
STAIRS
RUNNING
WALKING
SWIMMING
CYCLING
WEIGHTLIFTING
HEART
EXCITABILITY
HEART RATE
BODY TEMP
STRESS
GOAL DAY
BLOOD PRESSURE
#73

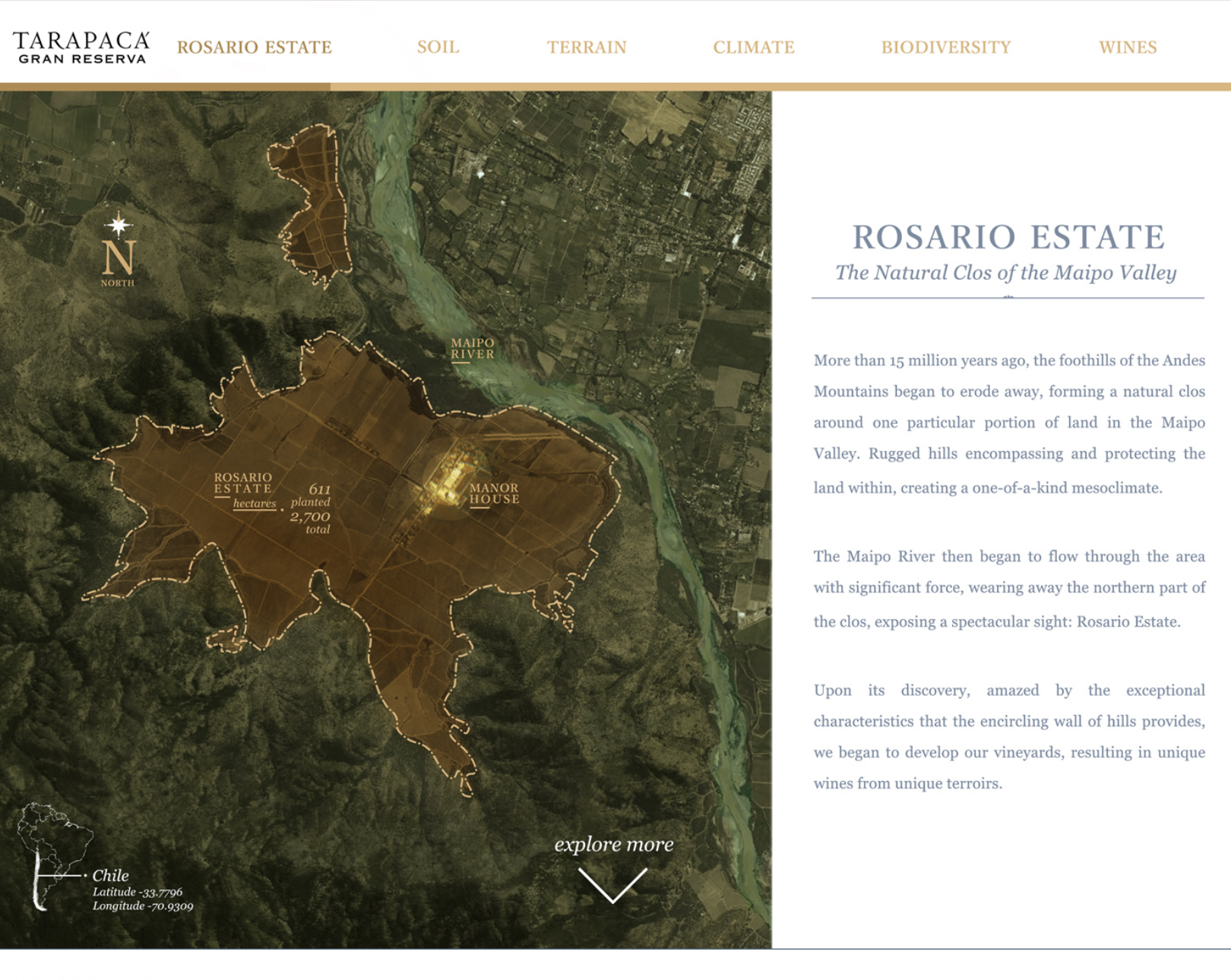

BIËNNALE VAN DE ARCHITECTUUR + ONTWERP
2017
utrecht overvecht
such a great year
MATTHIJS VAN DER BROEK
DAGMAR SCHNETLER
ALICE DORFMEISTER
HANS TEUSCHNER
FIORINNA DIAZ
GESPONSORD DOOR KONINKLIJKE LUCHTVAART MAATSCHAPPIJ + AMBASSADE VAN DE NEDERLAND


capítulo de hoy
John Maeda
Categoría
CÓMO MANTENER LA SIMPLICIDAD EN INTERFACES
IN TER FAC
01


ingresa
CORREO
mariemaria@micorreo[at]com
CONTRASEÑA
EMPEZAR
CREA UNA CUENTA


A GRASSROOTS MOVEMENT DESIGNED TO FOSTER CREATIVITY IN THE HEARTS AND HANDS OF HAIR CARE PROFESSIONALS NATIONWIDE.

Select cities will experience a three-day activation in which our team of veteranstylists lead the charge in connecting with local salons, educating them on inspiring products and techniques, and giving back to the community from behing the chair. We are on a road trip with a mission: to bring back the passion for the profession one individual at a time.

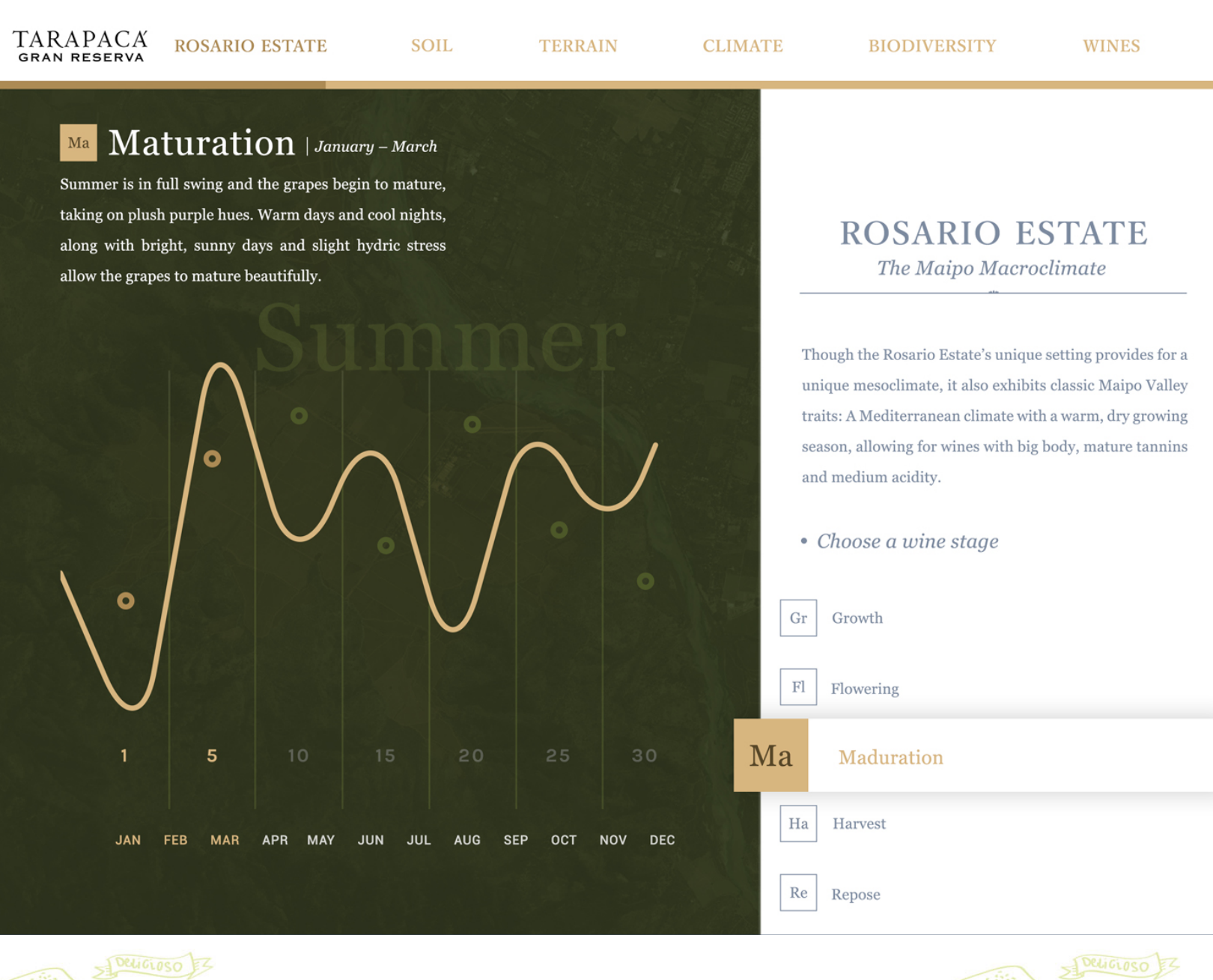

ROSARIO ESTATE
The Natural Clos of the Maipo Valley

More than 15 million years ago, the foothills of the Andes Mountains began to erode away, forming a natural clos around one particular portion of land in the Maipo Valley. Rugged hills encompassing and protecting the land within, creating a one-of-a-kind mesoclimate.

The Maipo River then began to flow through the area with significant force, wearing away the northern part of the clos, exposing a spectacular sight: Rosario Estate.

Upon its discovery, amazed by the exceptional characteristics that the encircling wall of hills provides, we began to develop our vineyards, resulting in unique wines from unique terroirs.

TARAPACÁ GRAN RESERVA
ROSARIO ESTATE
SOIL
TERRAIN
CLIMATE
BIODIVERSITY
WINES
N
NORTH
MAIPO RIVER
ROSARIO ESTATE
hectares
611 planted
2,700 total
MANOR HOUSE
explore more
Chile
Latitude -33.7796
Longitude -70.9309

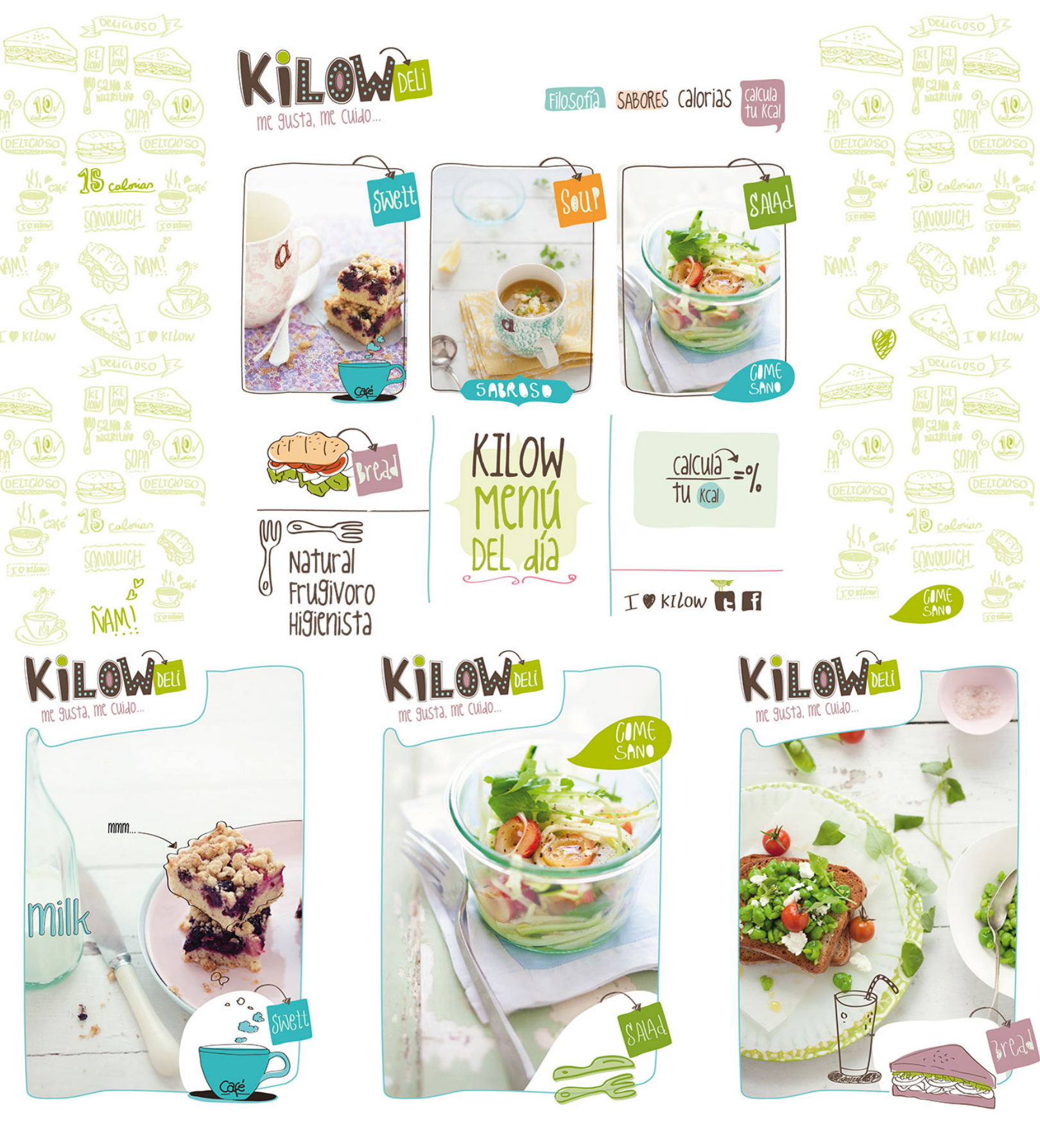

Ma **Maturation** | *January – March*
Summer is in full swing and the grapes begin to mature, taking on plush purple hues. Warm days and cool nights, along with bright, sunny days and slight hydric stress allow the grapes to mature beautifully.

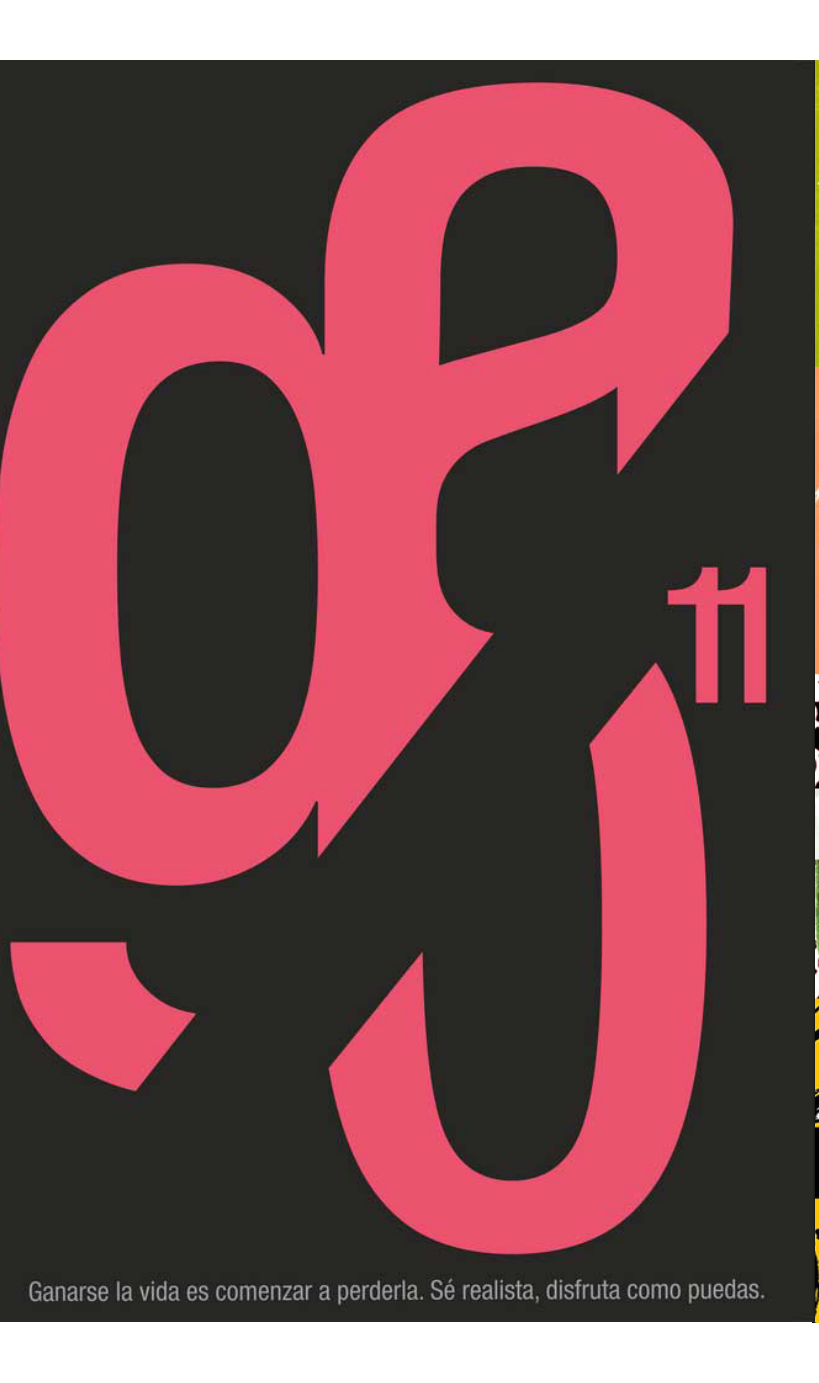
ROSARIO ESTATE
The Maipo Macroclimate

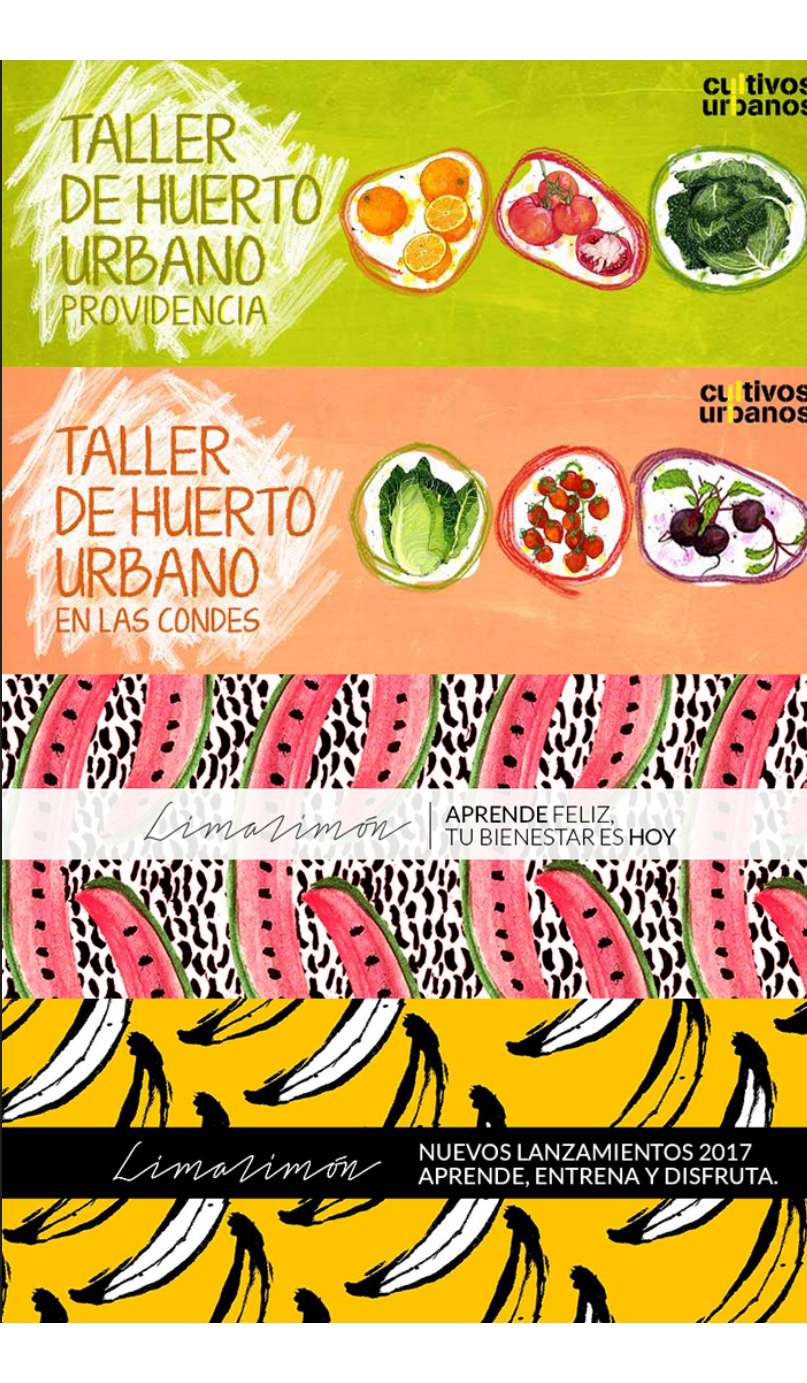
Though the Rosario Estate's unique setting provides for a unique mesoclimate, it also exhibits classic Maipo Valley traits: A Mediterranean climate with a warm, dry growing season, allowing for wines with big body, mature tannins and medium acidity.

- *Choose a wine stage*

Summer
1
5
10
15
20
25
30
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
Gr Growth
Fl Flowering
Ma Maduration
Ha Harvest
Re Repose


KILOW DELI
me gusta, me cuido...
Filosofía
SABORES
calorías
calcula tu Kcal
Swett
Soup
Salad
SABROSO
COME SANO
Bread
KILOW Menú DEL día
Natural Frugivoro Higienista
calcula tu Kcal =%
I ♥ KILOW
ÑAM!
milk
mmm...
Café


0811
Ganarse la vida es comenzar a perderla. Sé realista, disfruta como puedas.


TALLER DE HUERTO URBANO PROVIDENCIA
cultivos urbanos
TALLER DE HUERTO URBANO EN LAS CONDES
Limalimón
APRENDE FELIZ, TU BIENESTAR ES HOY
NUEVOS LANZAMIENTOS 2017 APRENDE, ENTRENA Y DISFRUTA.

Let's talk!

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(+56) 945 72 90 55
WWW.FIORINNA.COM