

PORTFOLIO

CALIN OLIVERIO

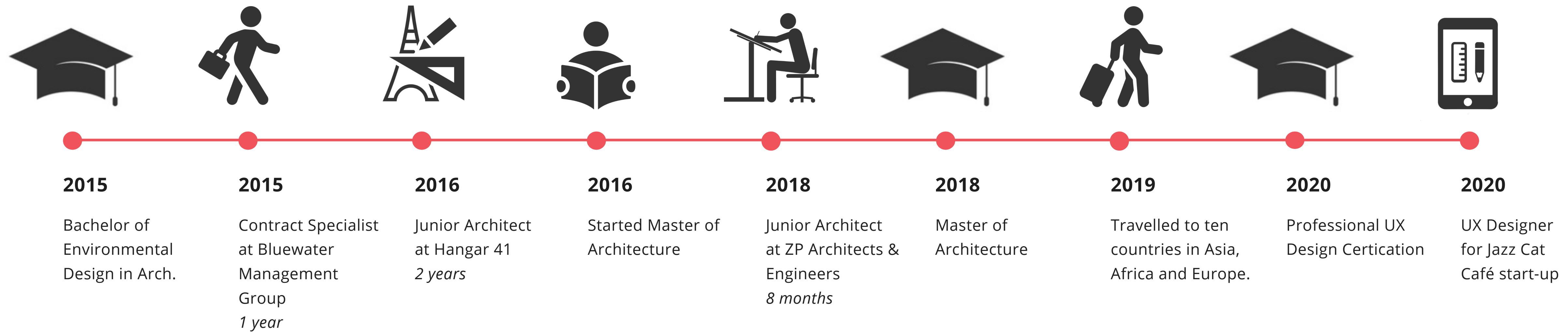
UX DESIGNER

Hello! I'm a UX designer, based
in Rotterdam, who loves creating
user-centered experiences that
enhance the world.



A walk down memory lane

My journey over the last several years.





Contents

01 Project: Cat Café

Created a booking system for an adoption cat café start-up.

02 Case Study: Roam

Developed a travel app that gamifies city exploration.

03 Code: Personal Website

Designed and coded my personal website.

PROJECT: CAT CAFÉ



Project Cat Café

My friend, Chantae, is opening an adoption cat café in Denver, Colorado. The café will partner with animal shelters to help abandoned cats to find a home and serves up tasty treats while visitors play with the kitties.

In order to partner with shelters and appease her investors, she needs a way to monetize the cuteness and monitor the cat's happiness and safety. Since I was familiar with the project, due to completing some architectural renderings previously for her, she asked for my assistance in designing a way to do both.

She needed a web application to book play dates with cats to adopt or just to play with, which reduces the number of guests and alleviates the stress for the cats. She needed to be able to present the website to the animals shelters and her investors.

Challenges

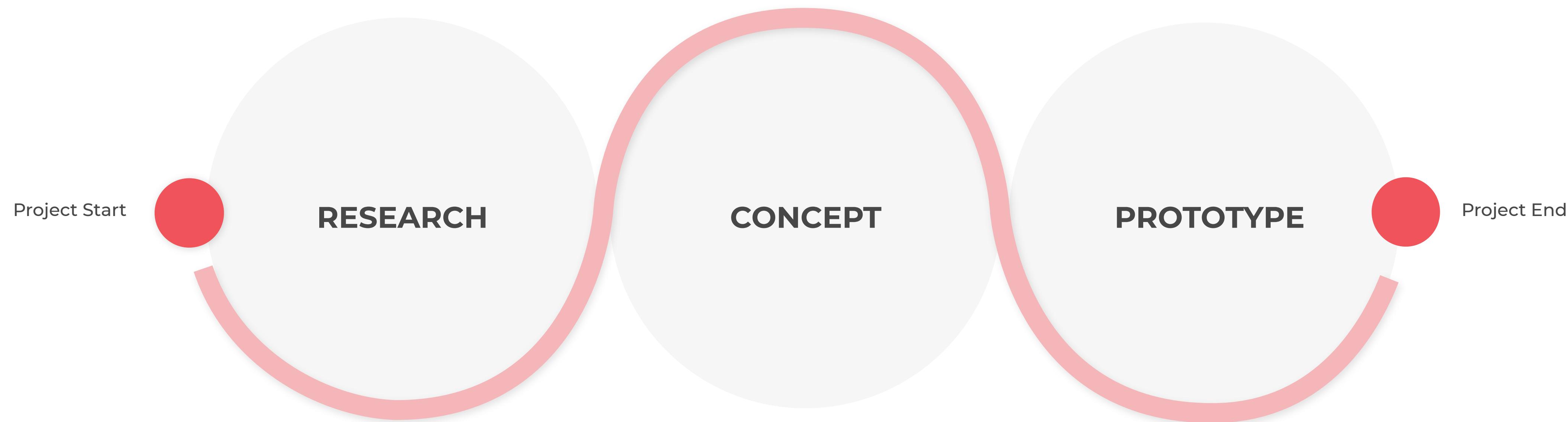
Her business plan will require all guests to purchase a food/drink item to play with the cats. In addition to human food, cat toys and cat treats will be sold. In order to prevent the cats from being overwhelmed by a large volume of people she will limit the capacity to 15-20 people which could deter users.

To help the cats find their forever home, she will provide the users with information about the cats' needs, preferences and history. She needs a simple system that allows her guests to learn about the cats, book times to play with them in the café, buy toys and treats, and order food/drink.

As one of my first UX projects, I created 2 solutions and tested with real customers. I used A/B and usability tests to determine which design was the strongest.



User Centered Design Process



1 Research & Analysis

Market research, competitor analysis and benchmarking to understand how other companies solve the same

2 Concept & Design

I produced 2 solution sketches and transformed those into user interface designs.

3 Prototype & Usability

Created clickable prototypes that I tested with real customers to get insights to create my final design.

**RESEARCH &
ANALYSIS**

KitTea, a adoption cat café



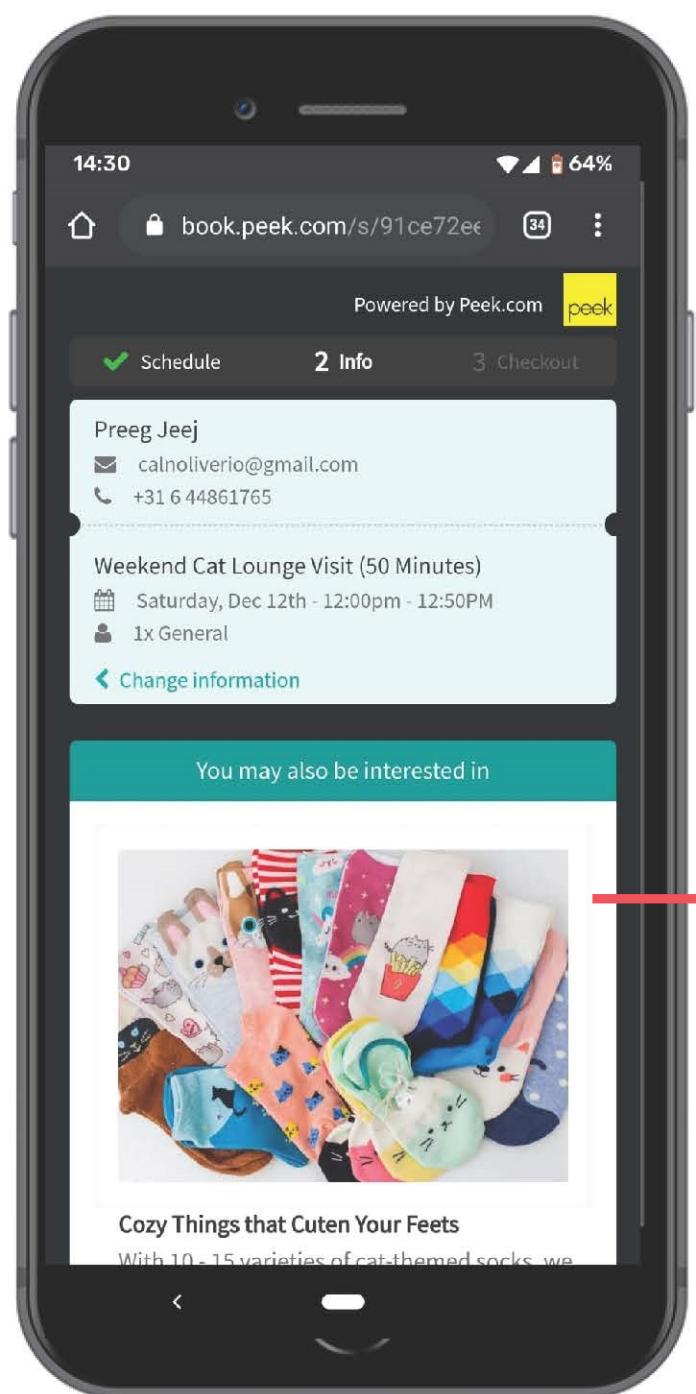
The image displays four sequential screenshots of a mobile application for booking cat lounge visits at KitTea. Each screenshot is annotated with a red line pointing to a specific UI element, followed by a descriptive text block.

- Homepage:** Shows a banner for "1266 VALENCIA SAN FRANCISCO" with a "Book Your Experience" button and a "GoFundMe" button.
- Step 1 Of Scheduler:** Shows a progress bar at the top, two booking options ("Weekend Cat Lounge Visit (50 Minutes)" and "Weekday Cat Lounge Visit (50 Minutes)"), and a "Book Meow" button. A red line points to the progress bar with the text: "Start a multistep booking process by selecting option a or b."
- Calendar:** Shows a calendar for December 2020 with a red line pointing to it. A red line also points to the "Select Time" section below with the text: "Calendar is clear and legible."
- Contact Information:** Shows a summary at the top, a ticket selection section, and a contact form with fields for First Name, Last Name, Phone, and Email. A red line points to the summary with the text: "The summary at the top keeps users aware of what they choose so there is no worry about booking the wrong thing."

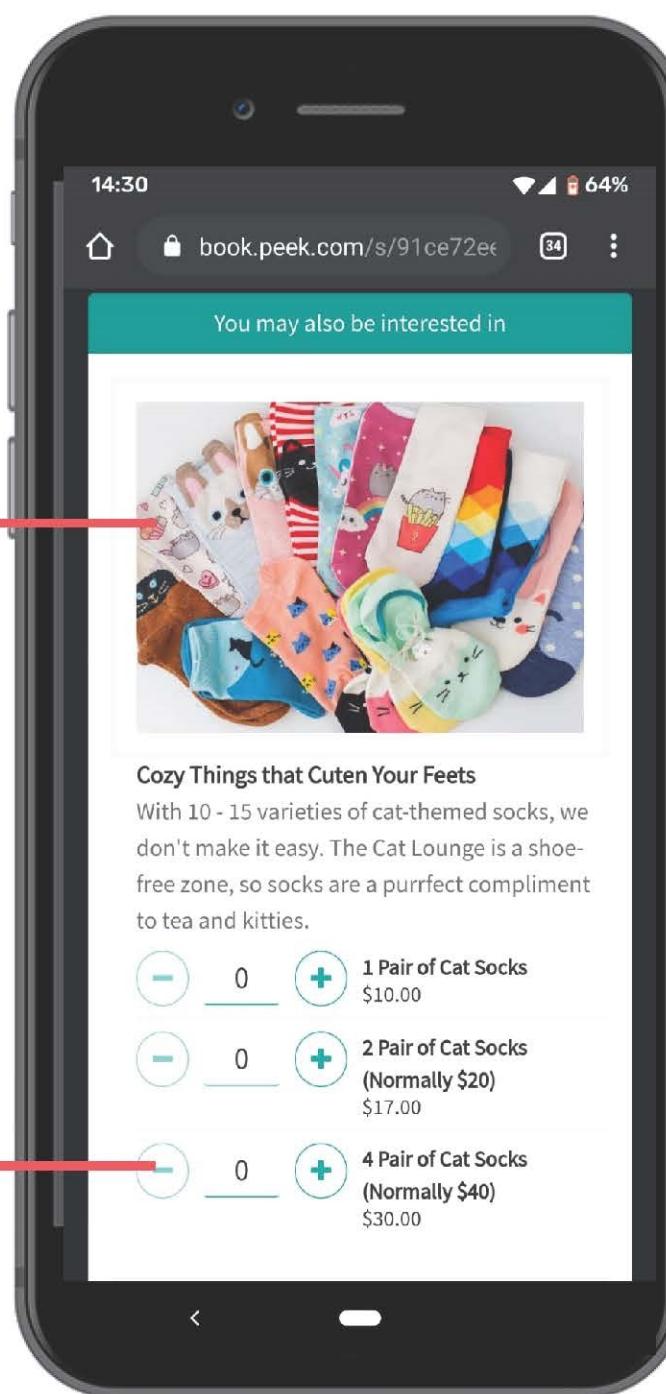
Annotations:

- Homepage:** Let users know it is more than just cats.
- Step 1 Of Scheduler:** Progress bar is a good way to let users know where they are.
- Calendar:** Simple Contact Info to retrieve booking and partial step for account creation.
Easier to select and compare available time slots.
- Contact Information:** Powered by Peek.com peek

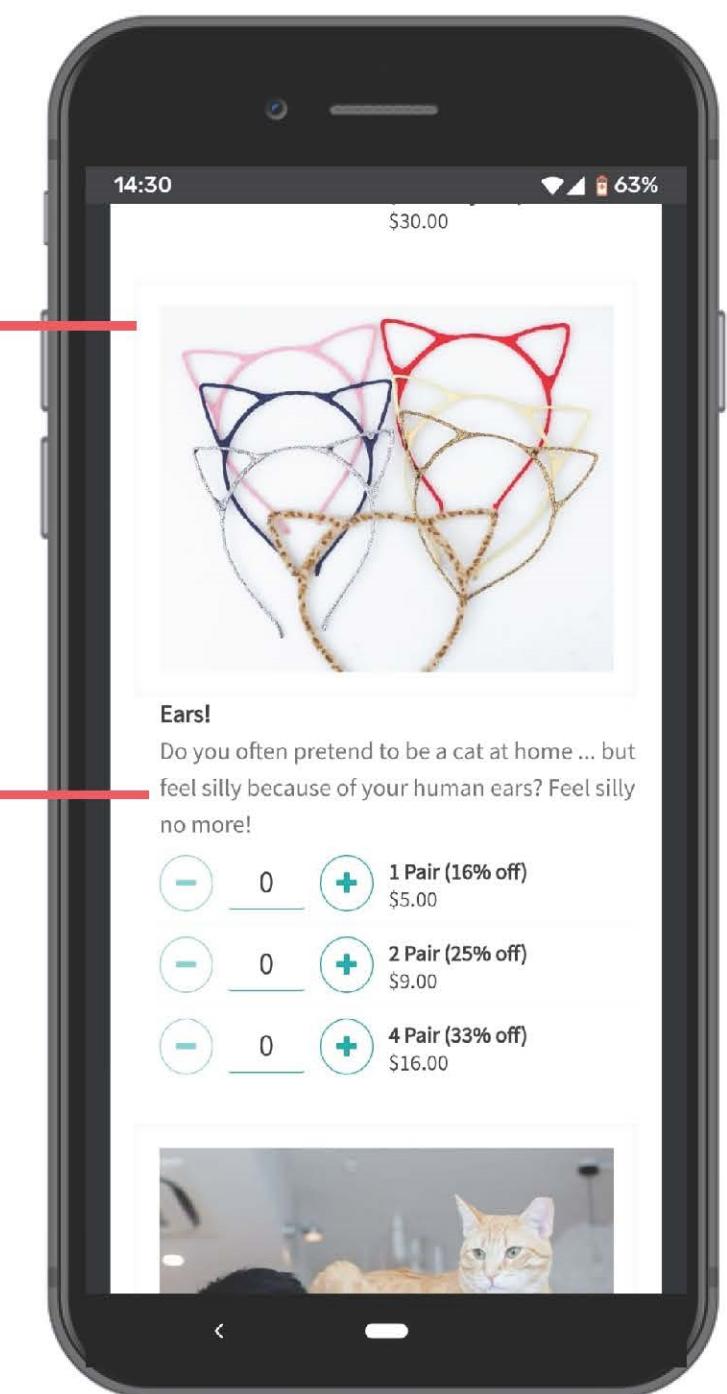
KitTea, a adoption cat café



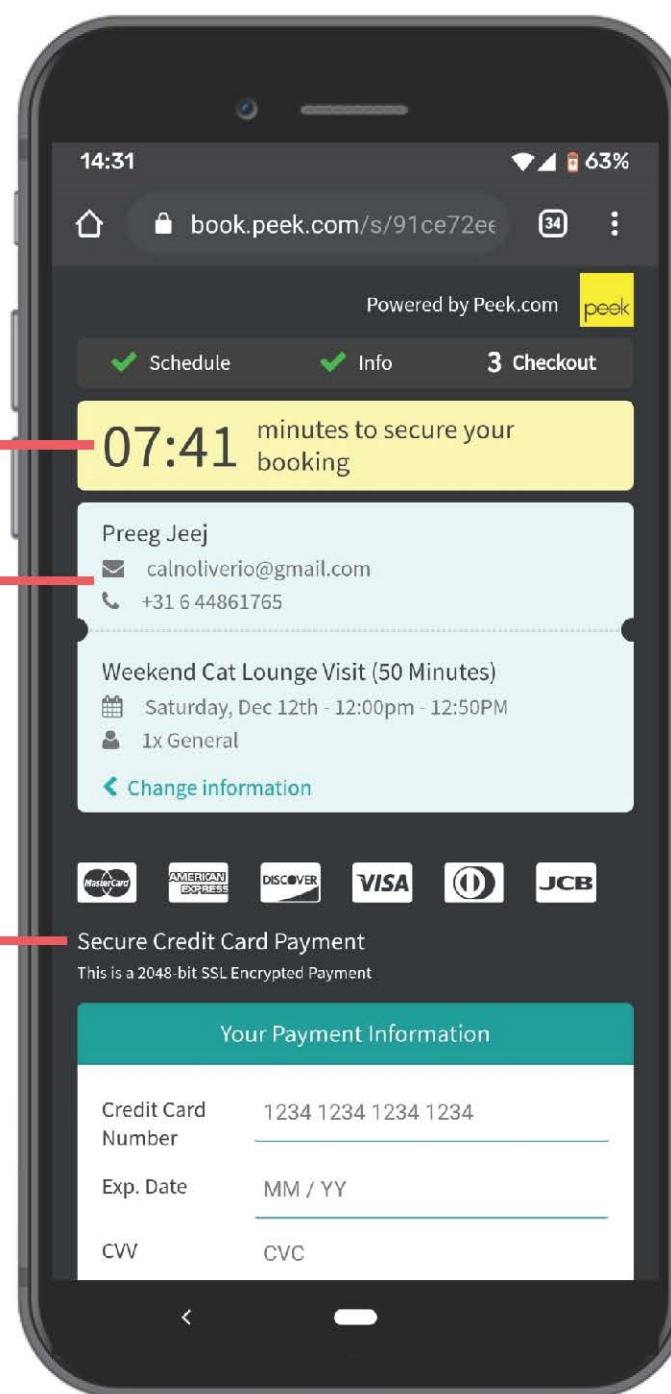
Add-Ons Before Conformation



Add-Ons Before Conformation

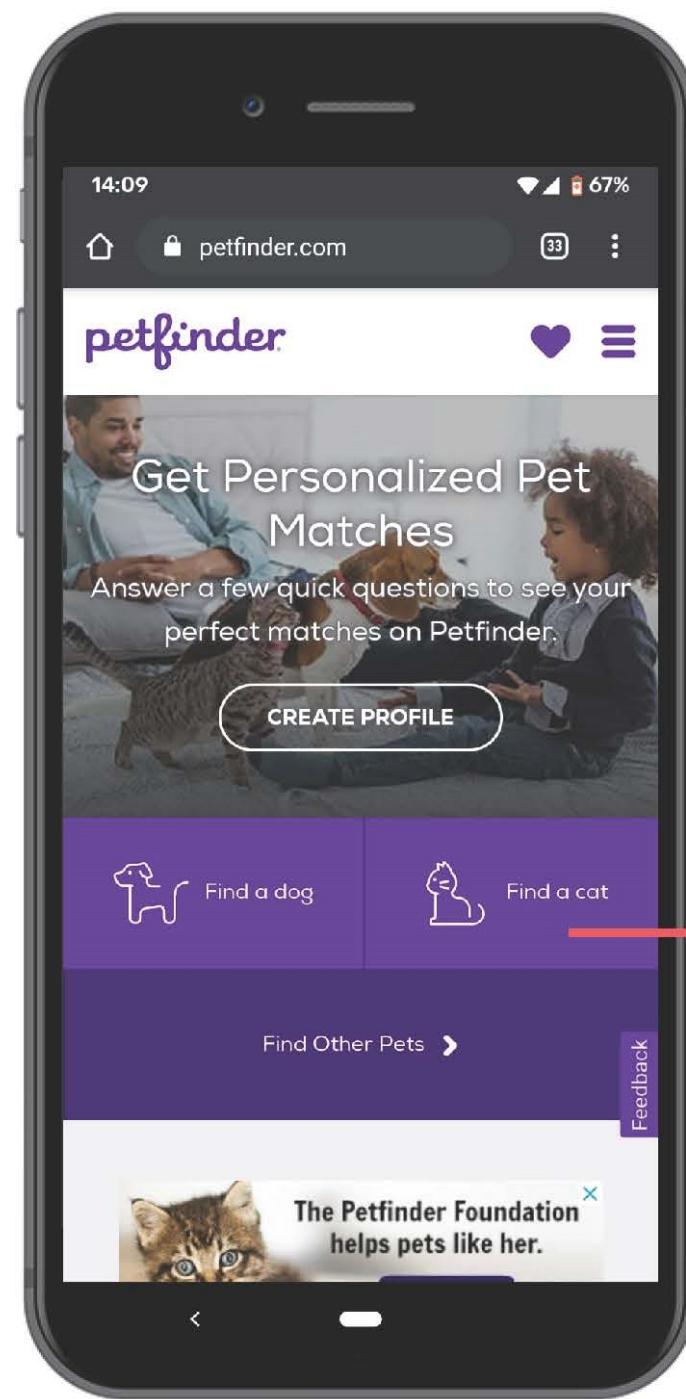


Add-Ons Before Conformation

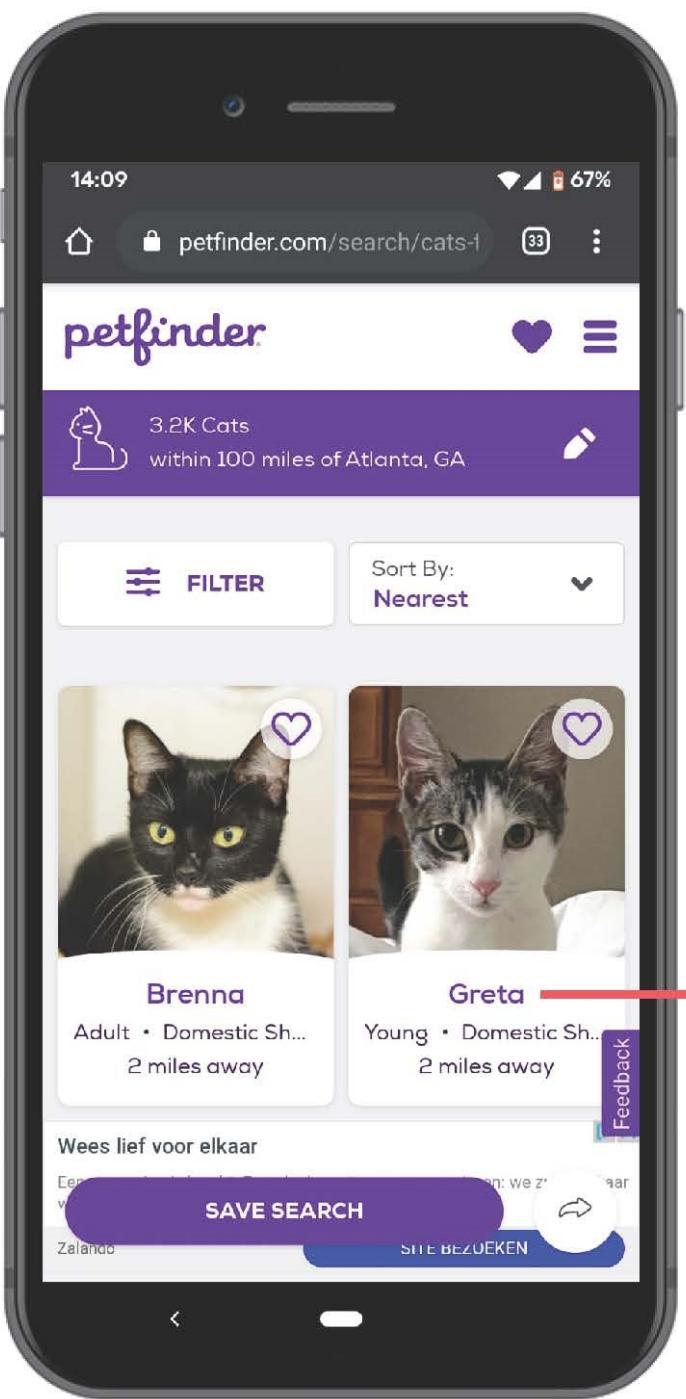


Payment

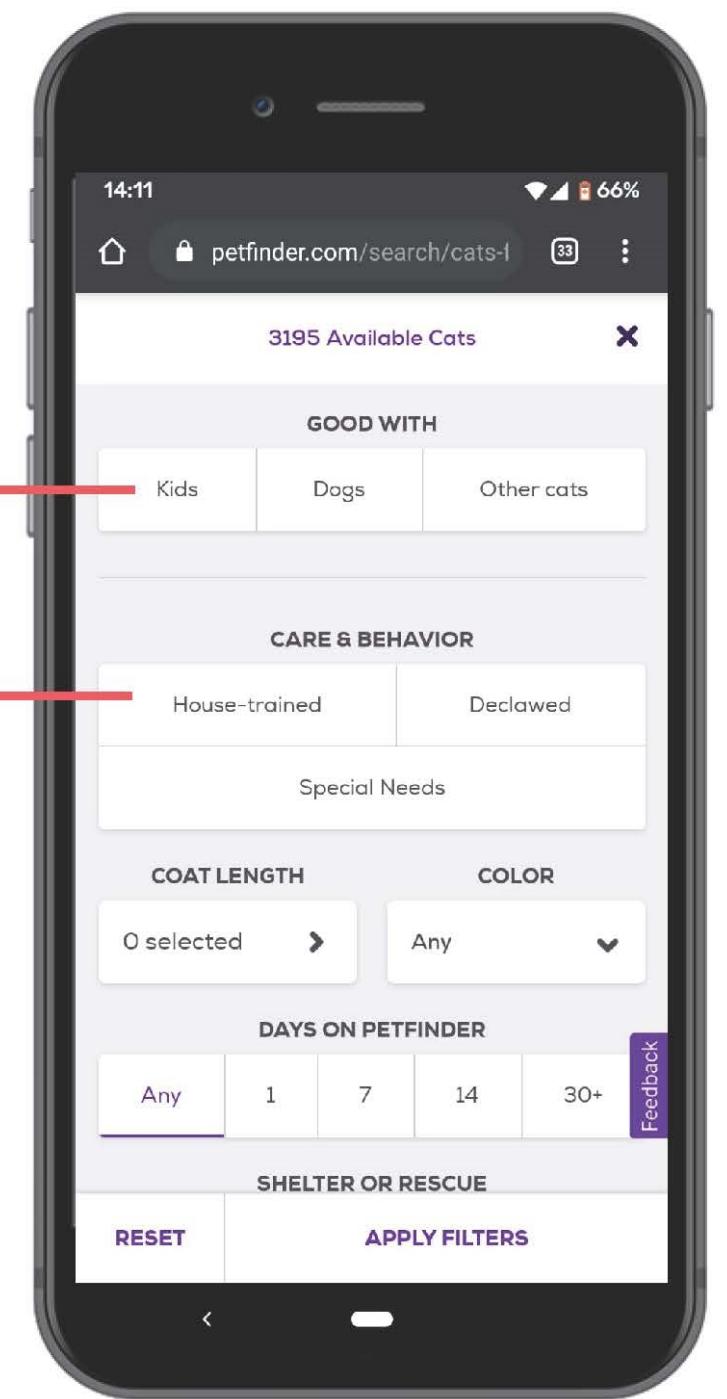
PetFinder - an adoptable animal search engine



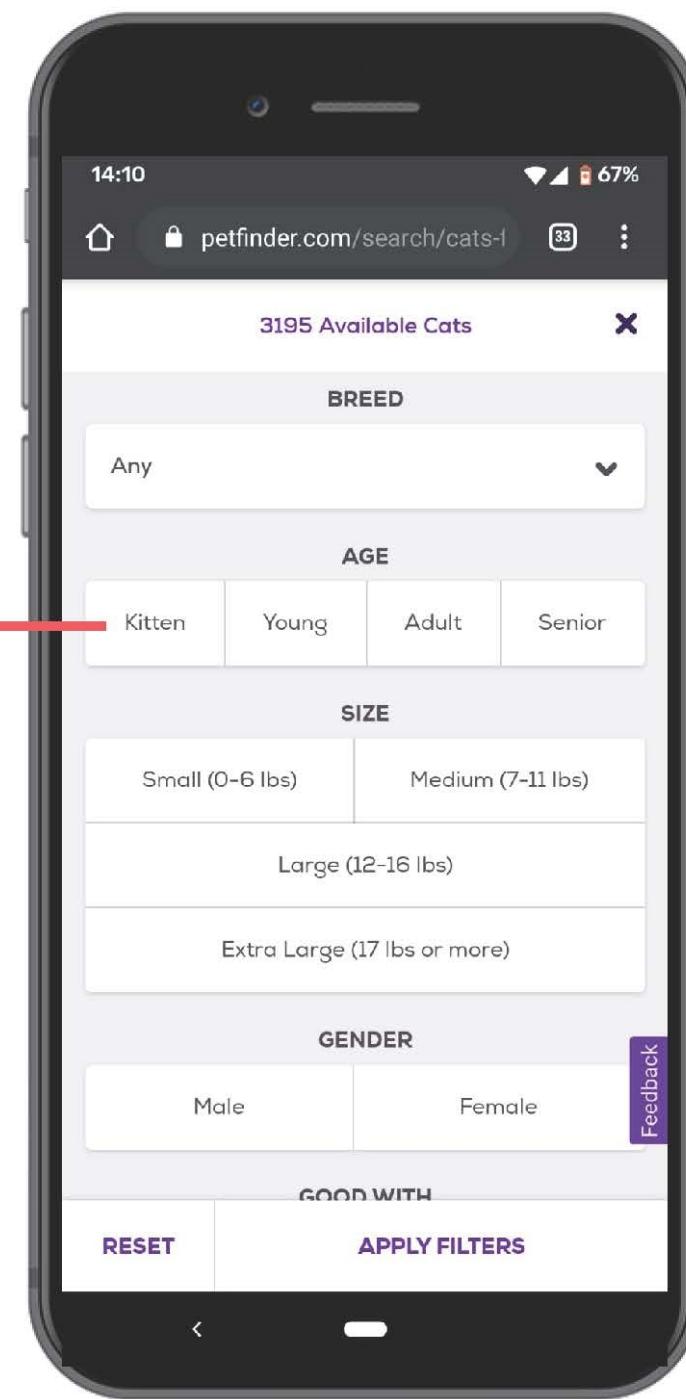
Homepage



Search Results



Search Filters



Search Filters

Important needs for those who are looking to adopt. Some users may have more specific criteria.

Clear and easy way to show a lot of info without clicking.

It is good to reduce the categories into more general sections since it might be hard to update numerous categories.

Airbnb - a homestay booking site



The figure consists of four smartphone screens showing different parts of the Airbnb mobile application. Each screen has a red horizontal line highlighting a specific UI element, with a corresponding text annotation describing a design choice or potential issue:

- Screenshot 1 (Left): Festive experiences page.** The red line highlights the large, festive image of a man in a Santa suit at the top of the screen. The annotation reads: "Used a monumental image to grab attention and give a clear place to focus when opening the app."
- Screenshot 2 (Second from Left): Search screen.** The red line highlights the search bar placeholder "Where are you going?". The annotation reads: "Used a monumental image to grab attention and give a clear place to focus when opening the app."
- Screenshot 3 (Second from Right): Guest selection screen.** The red line highlights the guest selection section. The annotation reads: "Used a monumental image to grab attention and give a clear place to focus when opening the app."
- Screenshot 4 (Right): Main search screen.** The red line highlights the search bar placeholder "What are you looking for?". The annotation reads: "Used a monumental image to grab attention and give a clear place to focus when opening the app."

Annotations from left to right:

- Used a monumental image to grab attention and give a clear place to focus when opening the app.
- Used a monumental image to grab attention and give a clear place to focus when opening the app.
- Used a monumental image to grab attention and give a clear place to focus when opening the app.
- Used a monumental image to grab attention and give a clear place to focus when opening the app.

Annotations from left to right:

- Too much for repeat users. This is needed in onboarding. But
- Too much for repeat users. This is needed in onboarding. But
- Too much for repeat users. This is needed in onboarding. But
- Too much for repeat users. This is needed in onboarding. But

Annotations from left to right:

- No clear hierarchy or purpose.

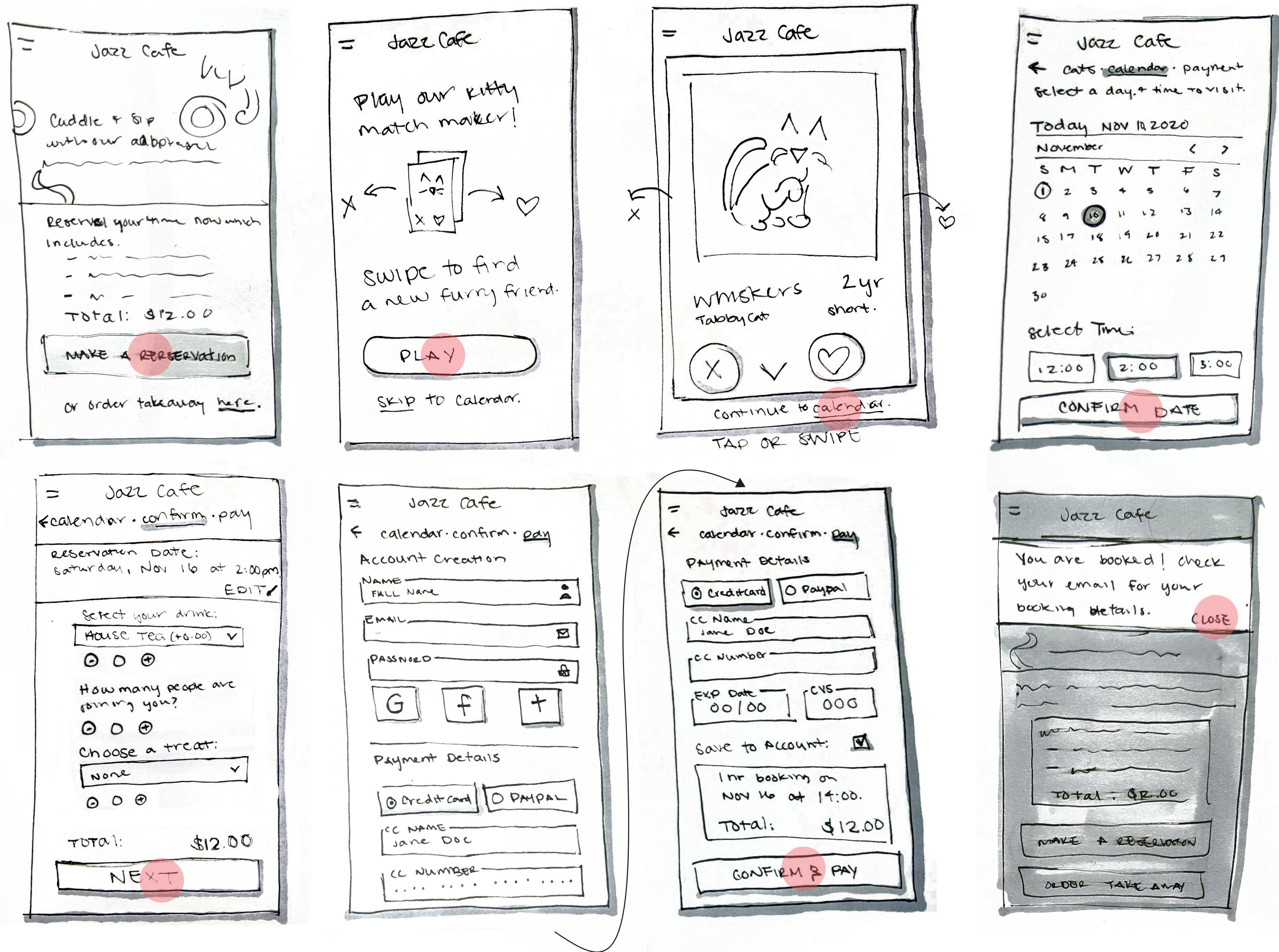
CONCEPT &
DESIGN

Sketching - Solution A

The sequence of sketches shows the following steps:

- Step 1: Intro Screen**
Jazz Cafe logo. Text: "Cuddle & Sip with kitties." Below: "Make a reservation to cuddle our adoptable kitties or order takeaway." Details: "Reservations include: - 60 minutes in our cafe - choice of house tea or coffee. Total cost to reserve: \$12.00." Buttons: "Make a Reservation" (highlighted with a red circle), "Order Takeaway".
- Step 2: Cat Selection Screen**
Text: "Do you want to see details about our adoptable cats?" Buttons: "YES Please!" (highlighted with a red circle), "SKIP to booking".
- Step 3: Cat Selection Screen**
Text: "lets find your purrfect match. Do you have any special needs?"
Age: BABY YOUNG
 ADULT SENIOR
Good w/: DOLLS KIDS
 CATS
Hair length: SHORT MED LONG
Buttons: "NEXT" (highlighted with a red circle).
- Step 4: Cat Selection Screen**
Text: "like cats you are interested in, we will do our best to make sure they are in the cafe during your reservation."
Cat cards:
 - Whiskers 2yr
 - Snowball 6moButtons: "NEXT" (highlighted with a red circle).
- Step 5: Account Creation Screen**
Text: "cats · calendar · payment". Form fields: NAME, EMAIL, PASSWORD.
Date: Today Nov 1, 2020 (highlighted with a red circle). Time: 12:00 pm (highlighted with a red circle). Total: \$12.00. Buttons: "NEXT".
- Step 6: Date Selection Screen**
Text: "cats · calendar · payment". Calendar view for November 2020. Selected date: Nov 1 (highlighted with a red circle). Buttons: "CANCEL" (highlighted with a red circle), "OK". Total: \$12.00.
- Step 7: Reservation Details Screen**
Text: "cats · calendar · payment". Form fields: Name (Jane Doe), Email (jane.doe@gmail.com). Reservation Details: 11:00 AM, 12:00 PM, 1:00 PM, 2:00 PM, 12:00 PM (highlighted with a red circle). Buttons: "NEXT".
- Step 8: Payment Screen**
Text: "cats · calendar · payment". Form fields: CC (radio button selected), Cardholder Name (Jane Doe), CC number (1234-5678-9012-3456), Exp. Date (11/24), CVV (123). Buttons: "Confirm" (highlighted with a red circle).
- Step 9: Confirmation Screen**
Text: "See you soon! You are booked! Check your email for a booking confirmation." Drawing: "10/20". Buttons: "Home" (highlighted with a red circle).

Sketching - Solution B



CASE STUDY: ROAM



Case Study: Roam

Roam is a geo-based scavenger hunt application that helps you discover new sights and tastes, wherever you are. Roam will guide you through the city with fun challenges that delight all of your senses. Let me walk you through the design process of Roam during my study with CareerFoundry.

Tools

Adobe XD	Usability Hub
Photoshop	FlowMapp
InDesign	Google Suite
Optimal Workshop	

Role

UX Designer

Time

6 months

Challenges

I spent most of 2019 traveling the world. Eventually, my energy and desire to plan faded. It takes a lot of time and research to get the most of a city, no matter whether you home or out of town. There is so much to see and do, but is it worth researching for two weeks only for 2 days of fun? An app that generates fun, unique tours without the tour guide price would be a life saver for travellers.

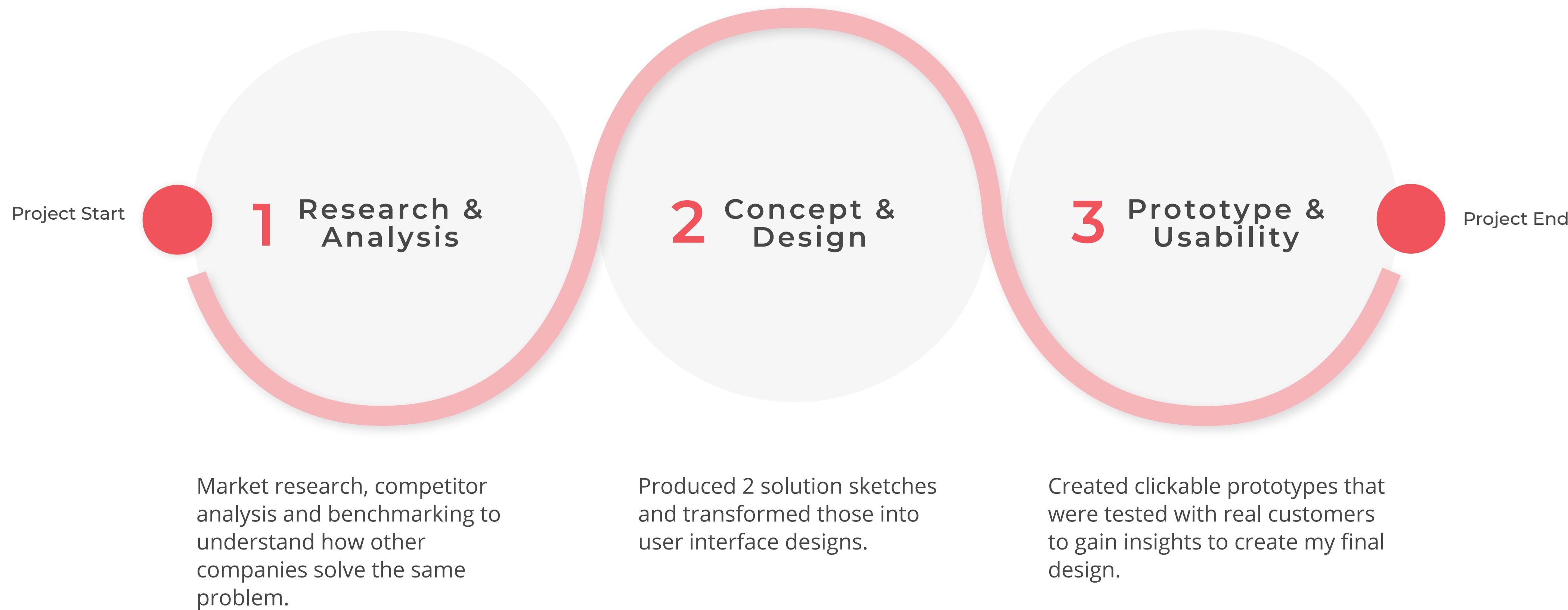




Problem Statement

My scavenger hunt users need a way to [combine social gatherings and city exploration in a fun, low effort way geared to their specific interests] because [users want to experience a city without spending hours on research]. I will know this to be true when I see [how often users complete Roam adventures in their hometown or use it when traveling].

User Centered Design Process



**RESEARCH &
ANALYSIS**

Benchmarking Scavify

A scavenger hunt creation and monitoring tool.

A screenshot of the Scavify website's "How It Works" page. The top navigation bar includes links for HOME, SOLUTIONS, HOW IT WORKS, PRICING, CONTACT, GET STARTED, and LOG IN. Below the navigation is a red header with the Scavify logo and the text "HOW IT WORKS". A sub-header "Create powerful engagement for your group with our customizable scavenger hunt app." is followed by three sections: "Overview", "The App", and "The Admin". The "The App" section shows a smartphone screen displaying a list of tasks under the heading "Complete challenges".

This a good example of what a task might look like. Conveys a lot in a minimal amount of icons.

Overlay makes it clear the task is complete and gives the user access to their uploaded photo.

A screenshot of the Scavify website's "Automatic Verification" and "Track Progress" sections. The "Automatic Verification" section shows a smartphone displaying a "TASK COMPLETED" message with a checkmark and a green circular overlay. The "Track Progress" section shows a smartphone displaying a profile for "Jenny" with a "200 POINTS" badge and a "See My Photos" button.

Scavify does a great job at clearly explaining the purpose of the app.

Automatic Verification
The app handles verifying the accuracy of completed challenges automatically so that you don't have to.

Track Progress
As challenges are completed, the app keeps track of everything including point totals, challenges that are remaining, and an individual's progress.

A screenshot of the Scavify website's "Track Progress" and "Measure" sections. The "Track Progress" section shows a dashboard with a "Leaderboard" table listing participants and their scores. The "Measure" section shows a dashboard with various performance metrics and charts, including a "New Participants" graph and a "Competitor Statistics" chart.

A great method to show a compilation of complete tasks.

Scavify is geared to the host of the scavenger hunt more than the user.

Beautiful analytics of the gameplay which is large organizations.

Benchmarking Scavify

A scavenger hunt creation and monitoring tool.



S

Strengths: Scavify allows the hunt host to intensely monitor a hunt's progress, which is useful for hosts with a large audience. It is easy to find information and make a booking. The tours/activities are geared to all ages, which broadens their user range. It is easy to find information and make a booking. A description of the sequence of events is incredibly helpful in making a selection.

O

Opportunities: While this app is wonderful for a large group, it is not made for independent users or for a hunt to be replayed. Creating a game for small groups of 1 to 30 people would add a unique product to those already available to consumers. Also a more affordable option would allow a larger demographic of people to use the app.

W

Weaknesses: The product is only geared for users with a large budget since the cost for an entire group rather per individual. Scavify is not meant to explore areas but rather, to learn about a specific organization, company, business or school. A product geared to the uses exploring urban areas verse a location/company centric game would fill the demographic missed by Scavify.

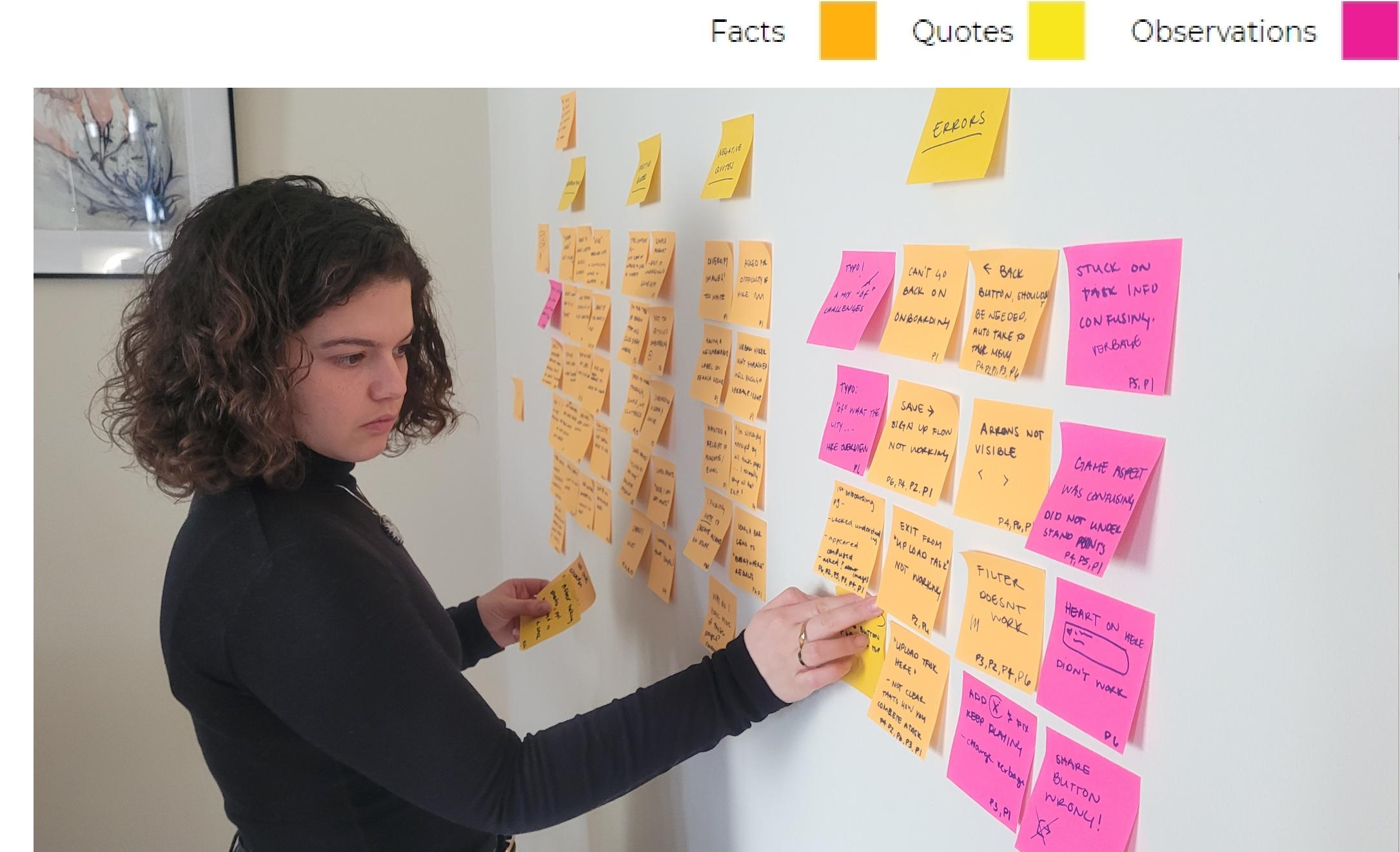
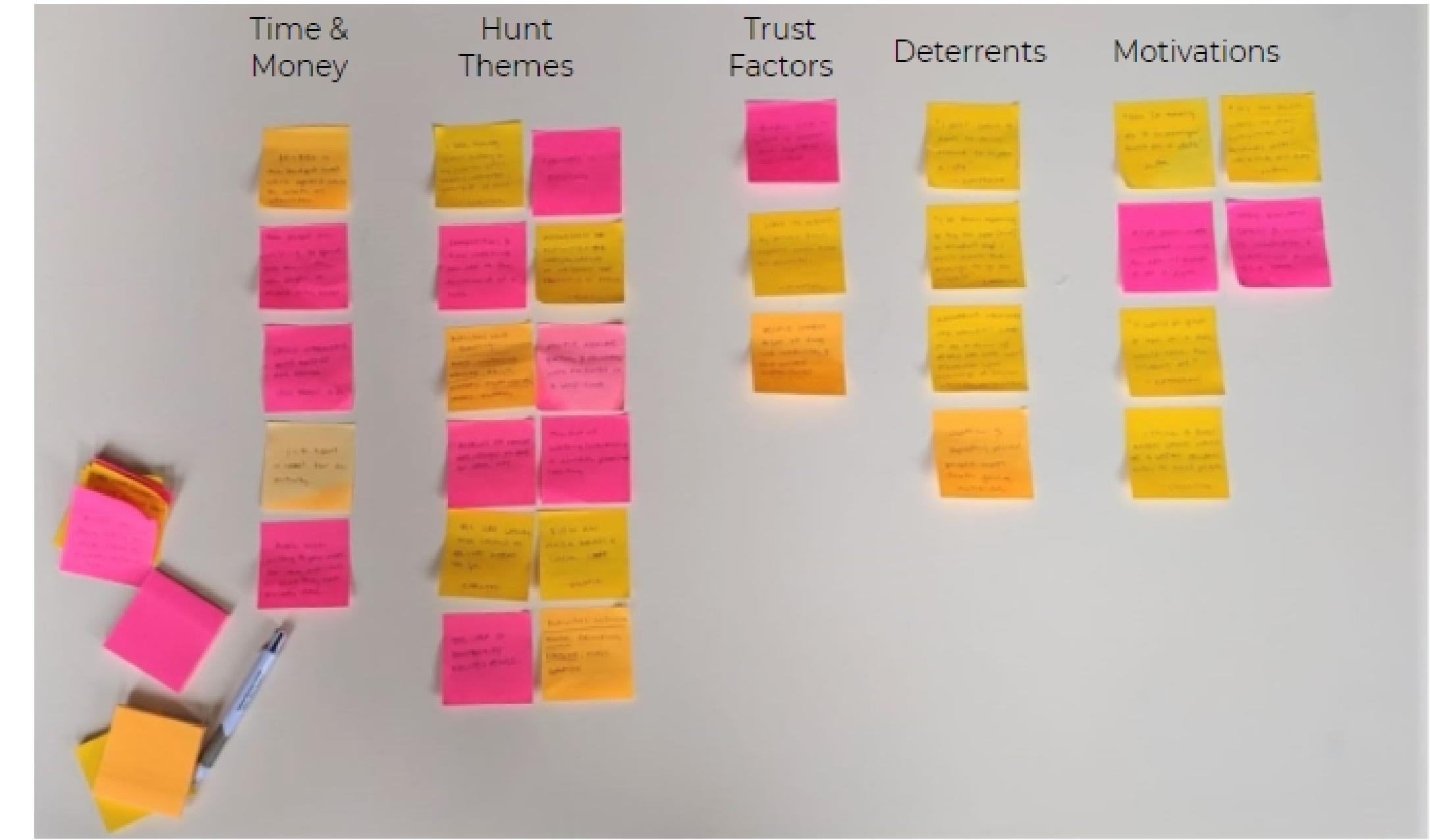
T

Threats: There are several other similar apps on the market such as GooseChase and Strayboots, each of which has unique elements that set them apart from Scavify. All are geared toward larger, organized groups and are too costly for a smaller parties.

Affinity Mapping

After completing user interviews with 5 participants, I extracted the relevant information through affinity mapping to understand the needs and desires of users.

The interview goal was to understand users' behavior and interests since this app would fit a niche in the current market. Affinity mapping gave clear insights into users needs and desire, as you can see in the Research Insights, following.



Research Insights

ADVENTURE CRITERIA

Food and drinks are a necessity in order for users to have a good time. (11 out of 13 users said this was part of their ideal day.)

Competition can make social interactions more fun. Time challenges and prizes can increase users' engagement. (11 out of 18 users said they enjoy playing games/sports with friends.)

Specify duration and price. Users need flexibility to adjust a hike to their needs. (All users responded with a wide range needs depending on other factors.)

ADVENTURE THEMES

The unexpected is welcome. Exploration is exciting due to the elements of surprise and newness.

New is better. Users like to experience things which are new to them from new activities to new restaurants. Spontaneity is more exciting than repetition.

Feel like a native. User interviews revealed a desire to be apart of the local community when traveling. Tourist sites are fun, but local recommendations provide authenticity.

APP INTEGRITY

Research is key. Users want to feel that they are participating in an activity that comes from a trusted source. If they app seems too trivial or superficial, users will disengage.

Feel like a native. Eliciting the feeling of local familiarity will increase user's confidence in the app.

Control and modification. No matter how much research is done, users need the ability to make adjustments on the fly or tweak plans for that day.

USER'S NEEDS

Date time? Personal interests and social situations are major planning factors. Likely user scenarios include dates, social outings, or out of town exploration.

Go with the flow. An effortless journey through a city is essential. Short distances between stops are key. The app should create an organic experience tailored to users' location.

It's a date! Allowing users to share adventures with friends makes planning easier.

OBSTACLES

Rain, rain go away. Weather is a massive deterrent for users to get outside. The app will be more accessible to users if they can adjust adventures based on the weather.

Walk, bike, or drive? Everyone has their own transportation preference. The radius of the adventure will be based on users' mode of transportation.



Alex, 39

"We are all pretty active and definitely need a bit of nature in our day to be happy. We don't want to get stuck inside all day."

FRUSTRATIONS:

- While she is proficient with her phone and computer, she does not like being stuck on either all day, especially on vacation.
- It is hard to find one activity that can entertain a large group. Most of the time a few people get left out of the fun.

GOALS/NEEDS:

- She needs a way to entertain a large age range and varied interests.
- Her family loves competition so that is a necessary component of her day.

MOTIVATIONS:

She is planning a trip with her family and all their kids in Los Angeles. They are

DEVICE AND INTERNET USAGE:



David, 28

"I used to know the best places to go when people came into town, now I am a little lost on where to take people since I moved to a new city."

FRUSTRATIONS:

- He likes planning but sometimes he is sick of all the research and would like a way to enjoy a vacation day without all the work.
- He has run out of time to plan and inevitably ends up drinking all day whenever that happens.

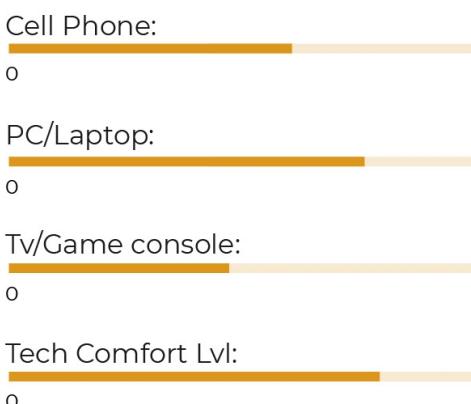
GOALS/NEEDS:

- Mike wants to add some variety to his social life without it costing a fortune or taking forever to plan.
- He would like to plan a day with friends without needing a car.
- He likes exploring new places so a tool to help with that would be great.

MOTIVATIONS:

Wants to show off the city to friends without wasting the day in the car. Also would like to keep it cheap since they have other more expensive activities planned for other days. He is new to the area and needs some help deciding what to do.

DEVICE AND INTERNET USAGE:

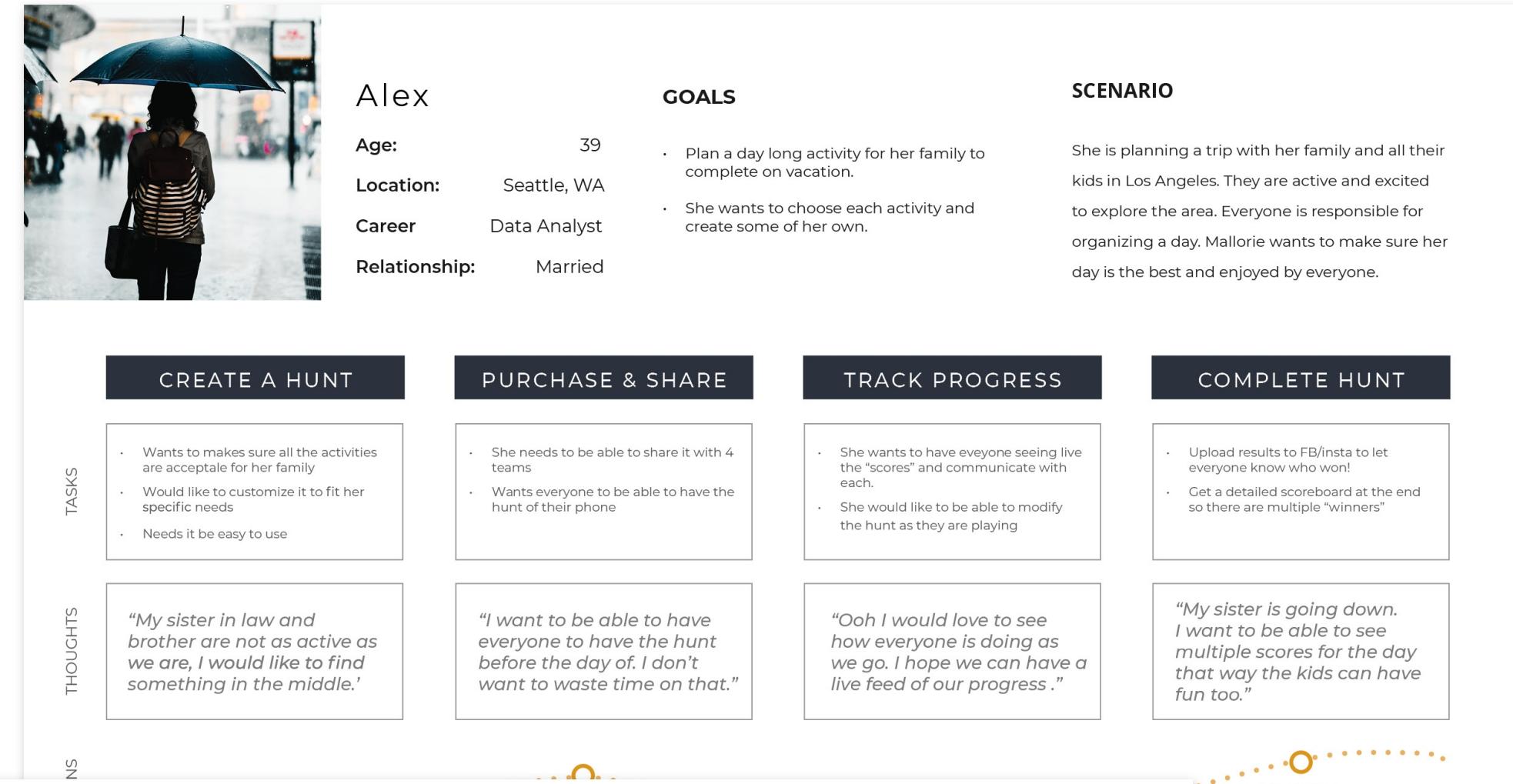


Personas

Out of the data, two distinct personas emerged. Each represented the most popular ideas from user interviews. Designing with specific personas in mind helped focus the project and made strong connections to the issues I found in the user research above.

Mental Models

Mental models were created to determine users' needs at specific points during their interaction with the product.



User Flows

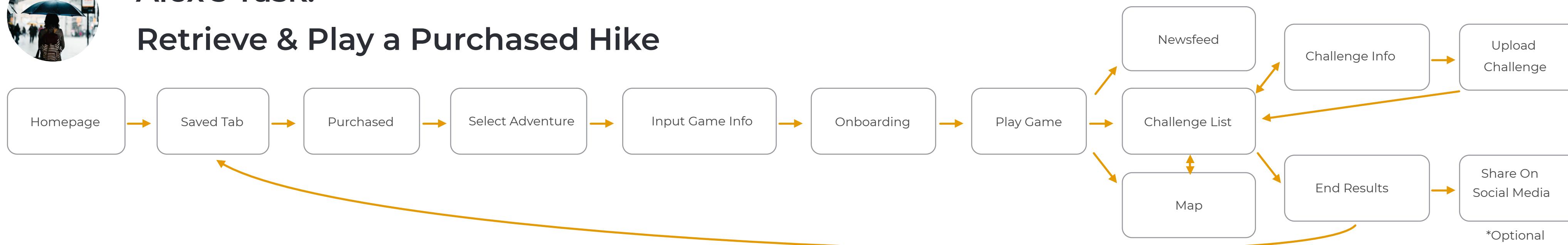
From here I created user paths through the app from point of entry to users' success criteria. This provided the basis for the information architecture.



David's User Flow: Find & Save Hike to "My Hikes"



Alex's Task: Retrieve & Play a Purchased Hike



Card Sorting

I validated the conclusions on Roam's main categories with an open, unmoderated card sorting session through Optimal Card Sort.

This program's analysis demonstrated key relationships in the data. The 3D representation of the card sort provided me greater insight due to my architectural background. Understanding the relationships as physical proximity made it easy to logically group tasks.

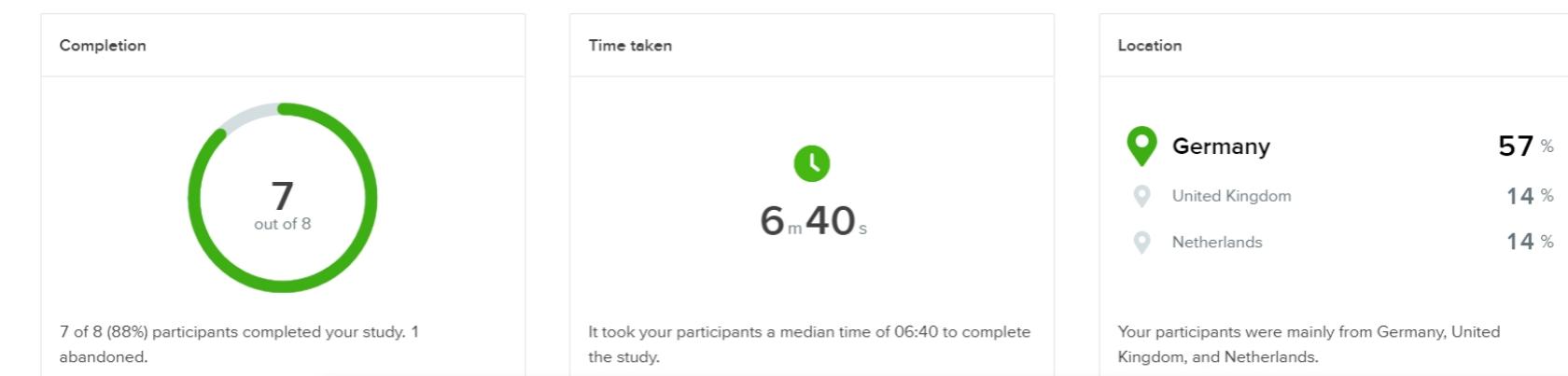
The data clarified the way in which users access saved/purchased adventures and where the login/sign up process should be located in the app. Additionally, the data indicated a navigation bar would be better than a drawer element since the app is organized into five main sections.

Card Sort Overview

Participants sorted 23 Cards into: **6 Median Categories**

I performed an unmoderated Card Sort using my initial site map to test if my information architecture was similar to my users. Responses were submitted over 3 days, using Optimal Card Sort and was distributed in closed Facebook groups, in a closed communication group on Slack and among my personal contacts.

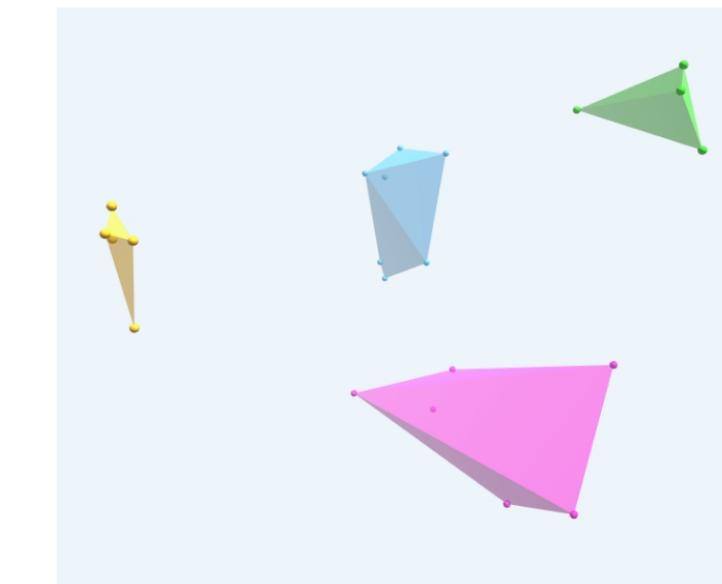
Participants



Card Sort Analysis - 3D Representation

4 Most Related Categories

Based on categories defined by participants



Account - Yellow

Account Creation
Account Information
Login
Saved Payment Information
Settings

Hike Settings - Pink

Hike Settings
Hike Setup Menu: modify a Hike before you start
Hike Task List: shows completed/not completed tasks during Hike
Play a Purchased Hike
Purchased Hike List
Saved Hike List

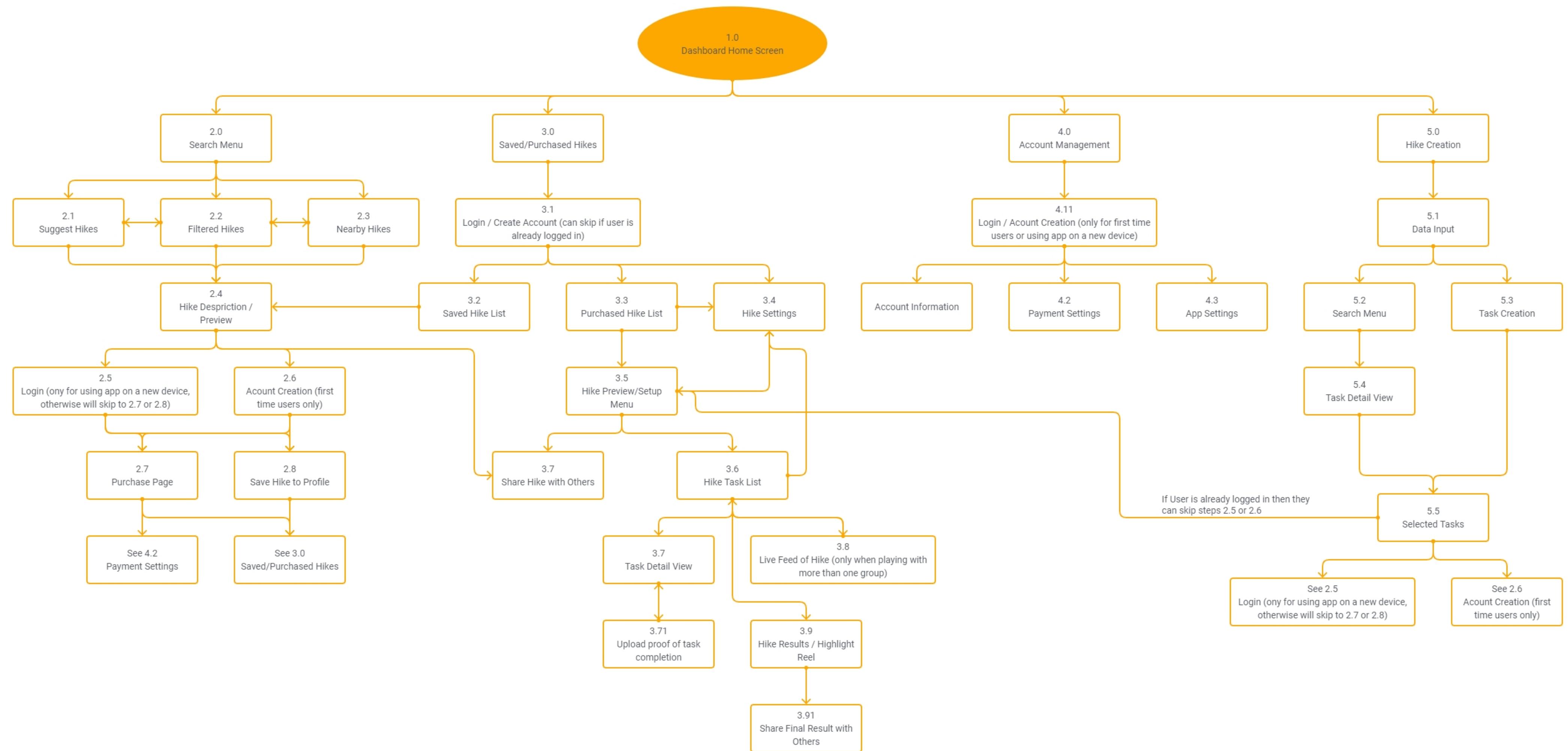
Hike Search - Green

Description and Preview of a Hike
Hike Search Results
Suggested Popular Hikes in your area
Filter Options for Hikes

Hikes - Blue

A way to upload proof of task completion
Custom Hike Creation
Hike Result / Scores / Highlight reel
Share Hike Results/Highlights with others
Share Hike with others
Task creation: create a custom task for a Hike
Task Detail View

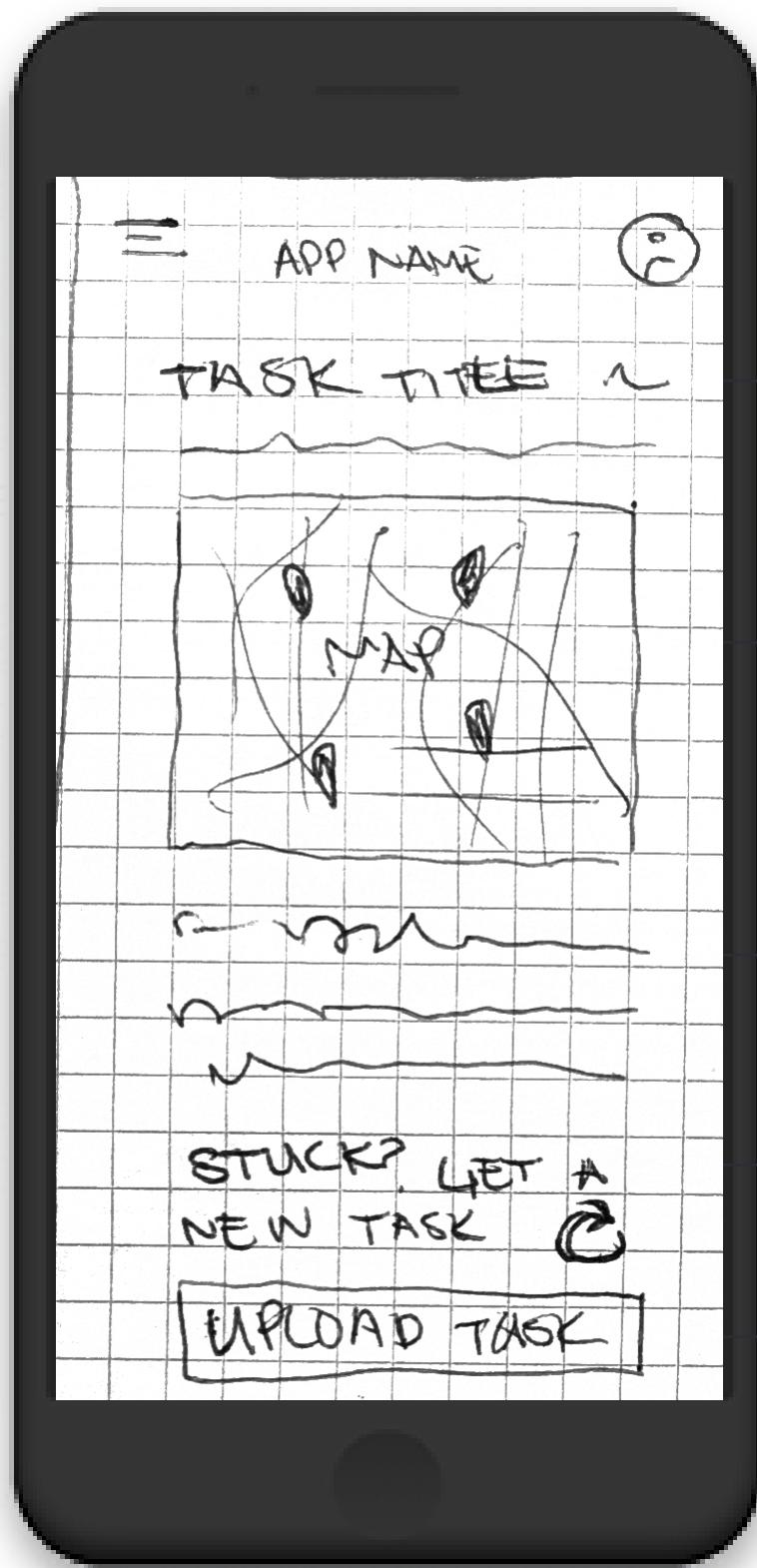
Sitemap



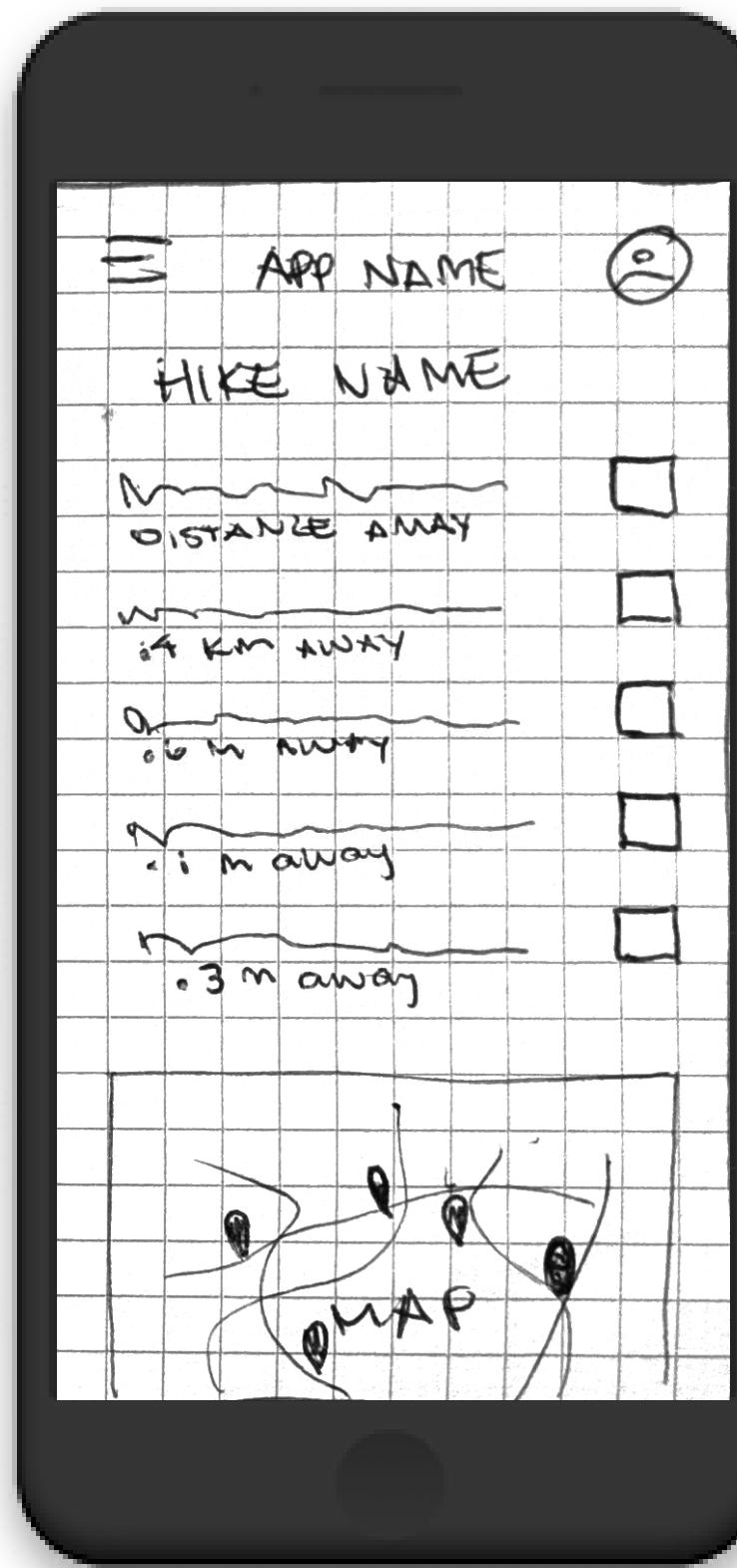
CONCEPT &
DESIGN

Sketching

Prioritizing the core features and onboarding process helped to quickly generate screen designs.

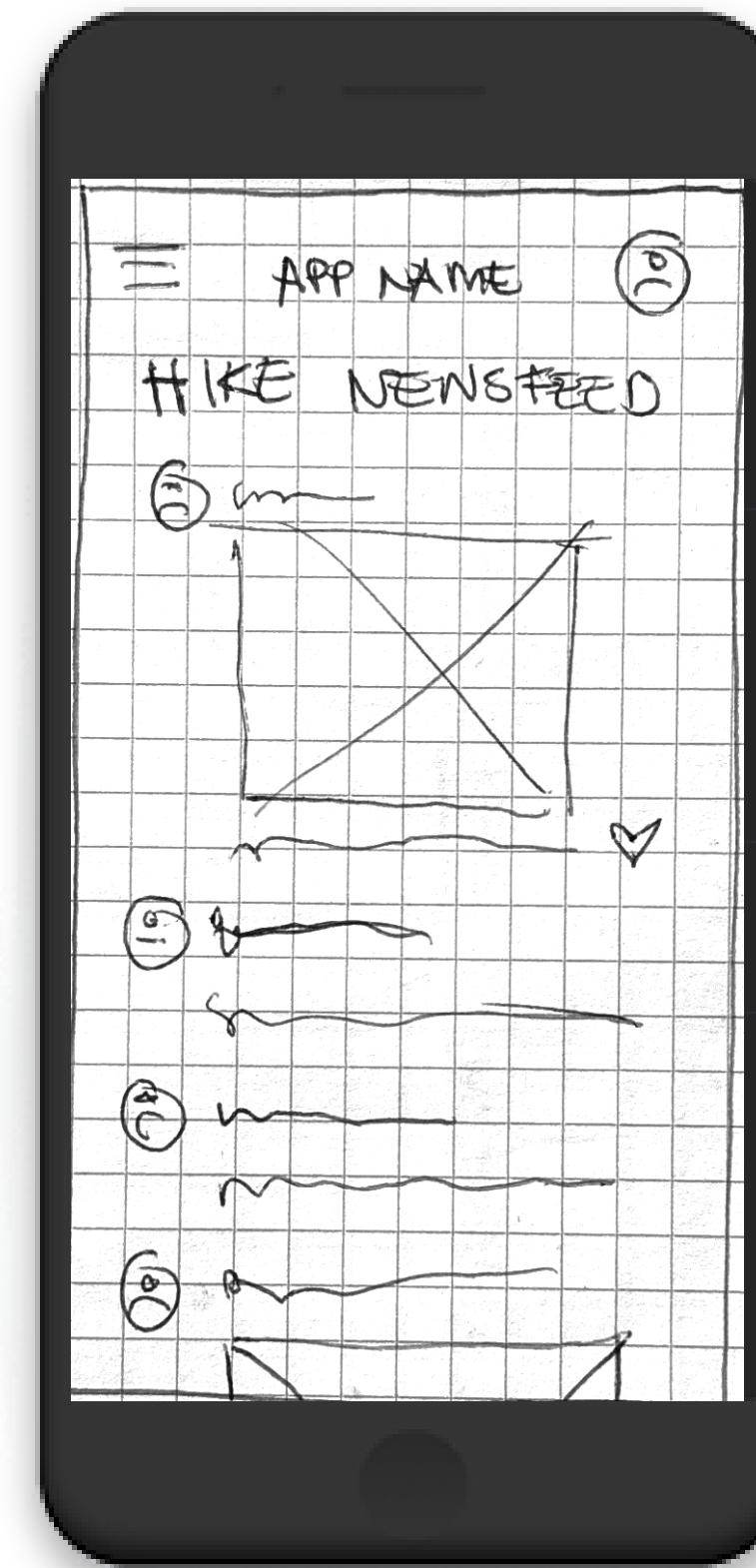


Task Detail Page



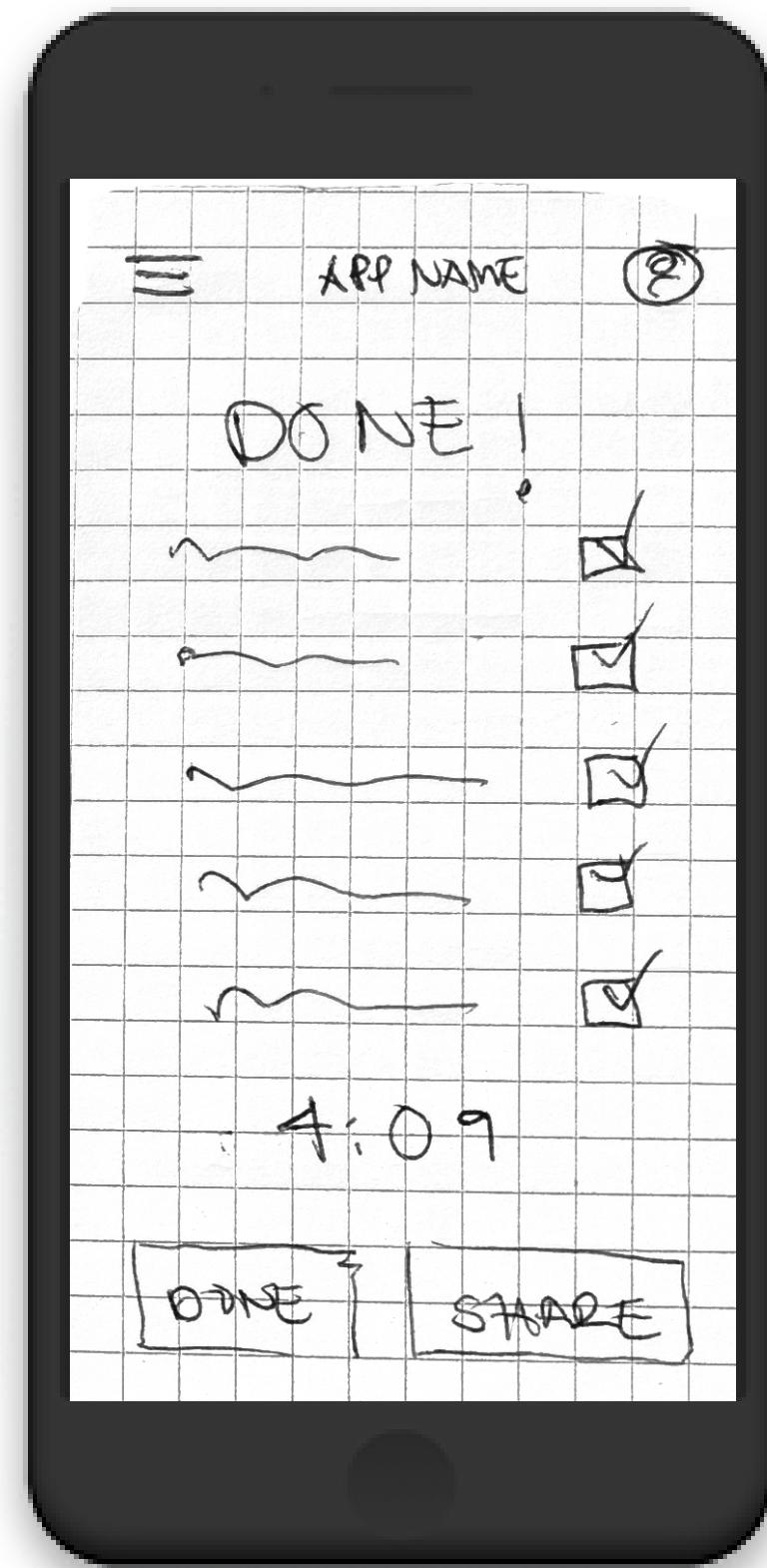
Adventure Creation

*Only available when users are playing in multiple groups



Hike Newsfeed*

*Only available when users are playing in multiple groups



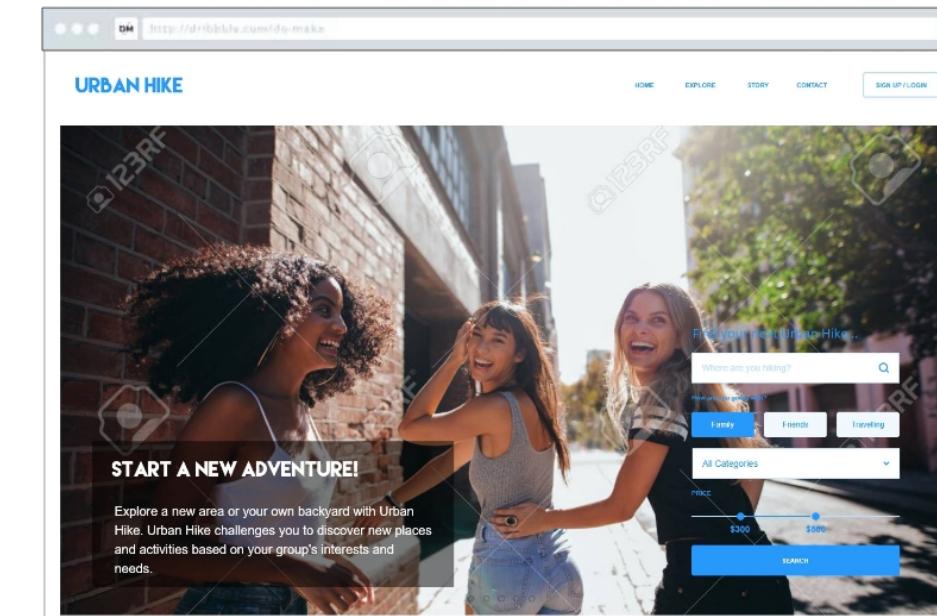
Hike Results Page

Can be viewed later too. Saved to My Hikes page

Wireframes

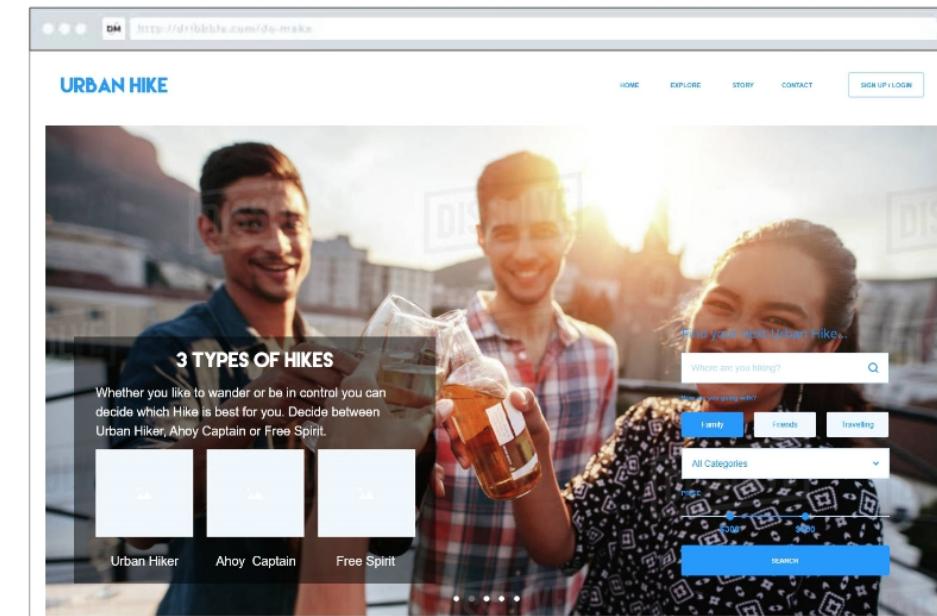
As the concept was translated into wireframes, a fun, youthful tone was developed through imagery and language. I chose a progressive onboarding process for the main app and hike creation features. It was critical to explain to users how the app functions since this was a non-traditional product.

Onboarding Sequence - Web



Onboarding 1

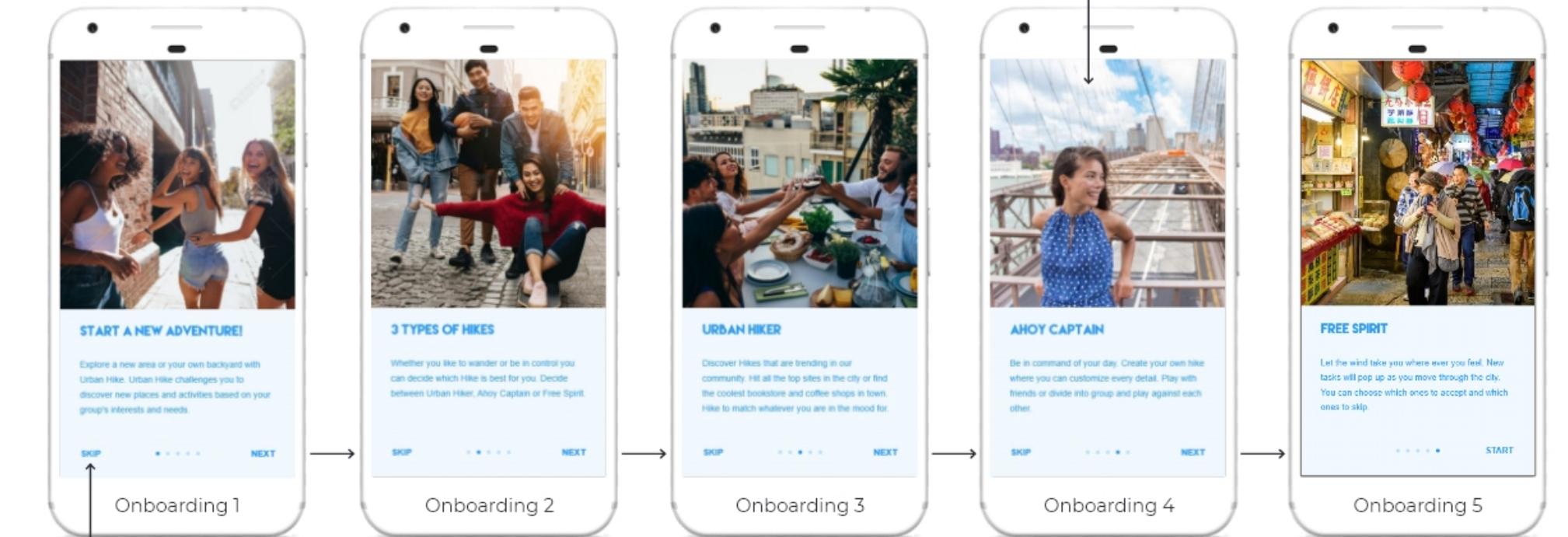
Sliding onboarding for the web version. Will slide automatically on a timer.



Onboarding 2

clickable prototype

Onboarding Sequence - Mobile



User can skip the onboarding if they prefer to figure it out themselves.

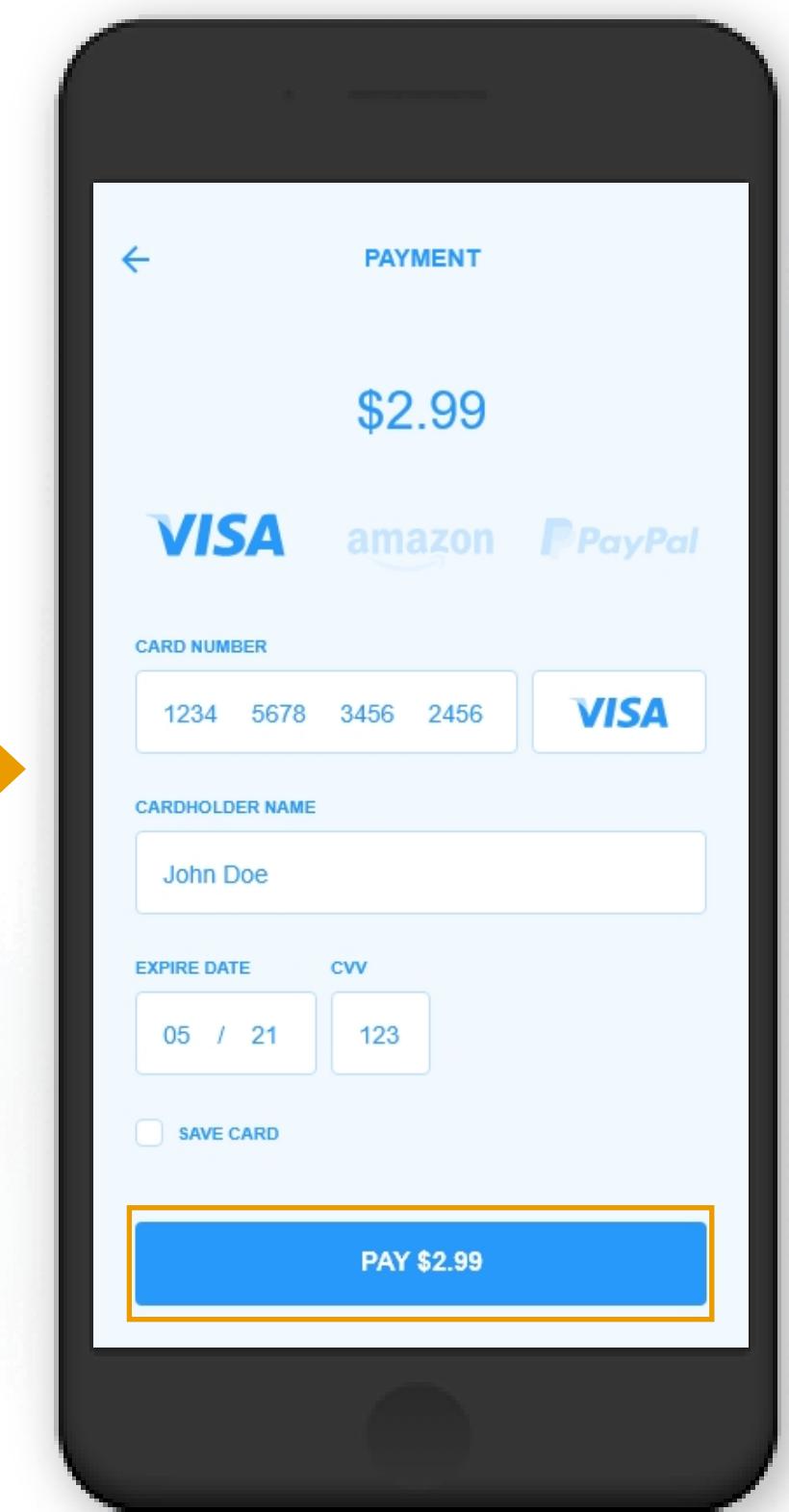
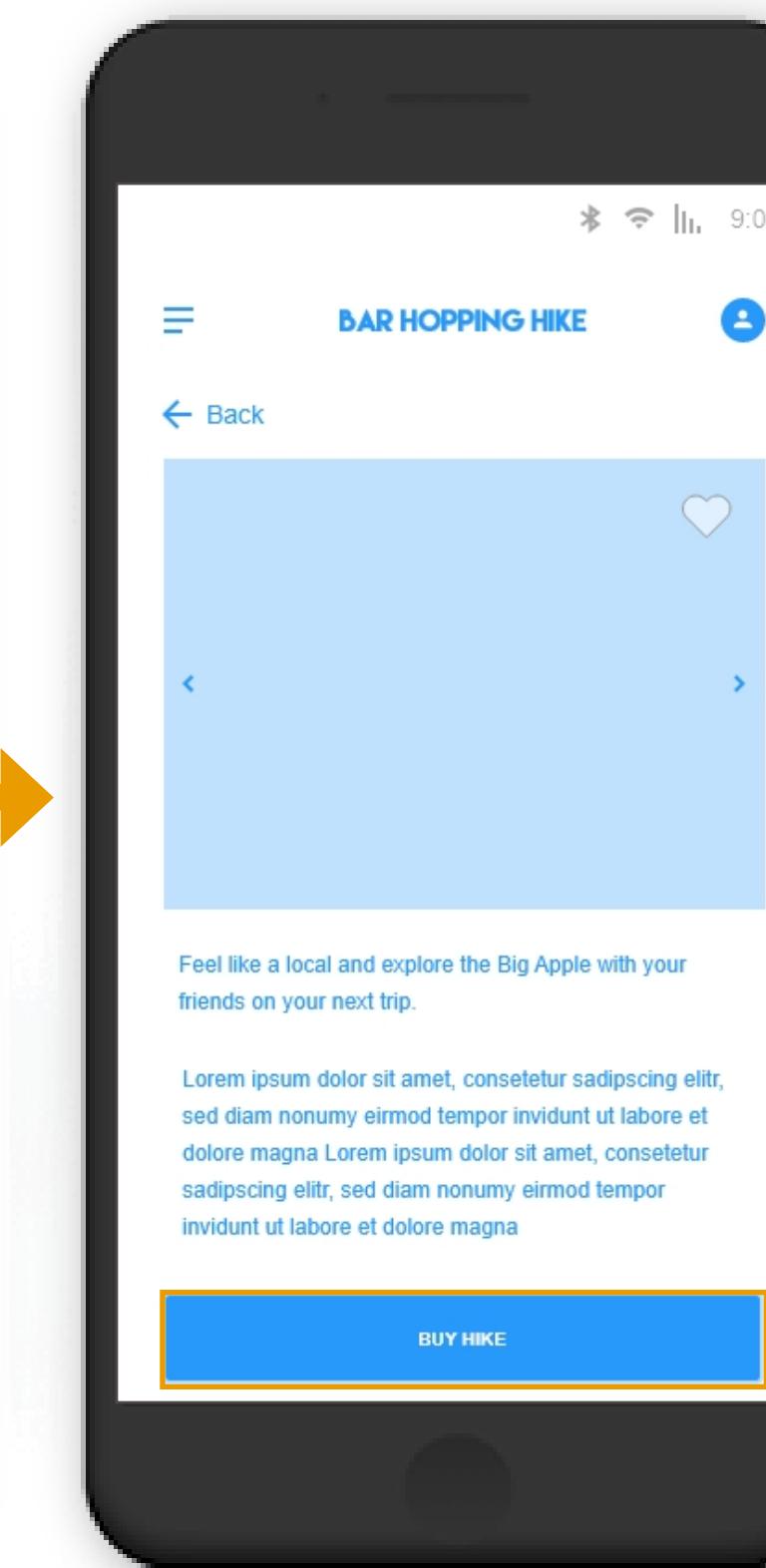
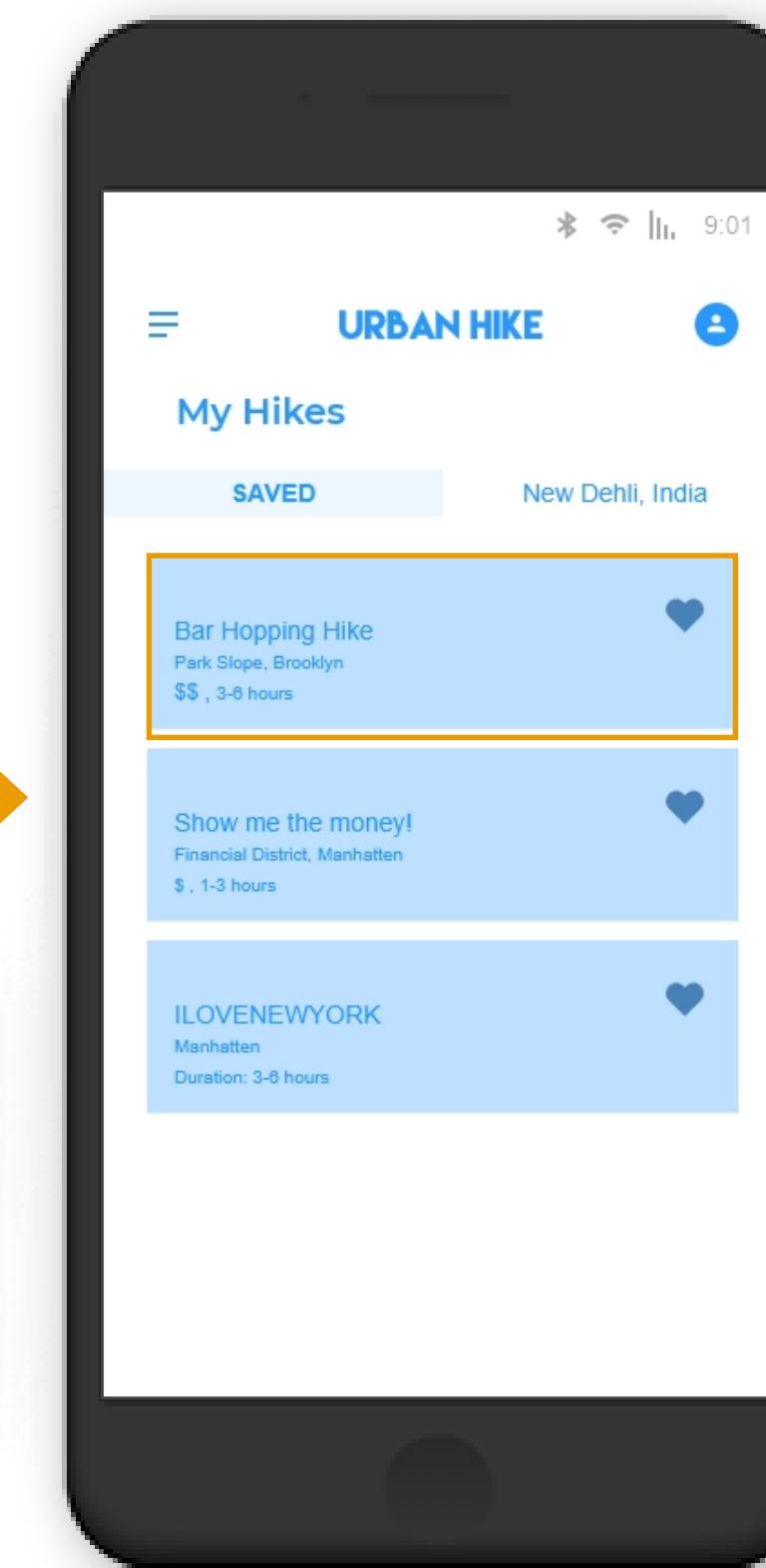
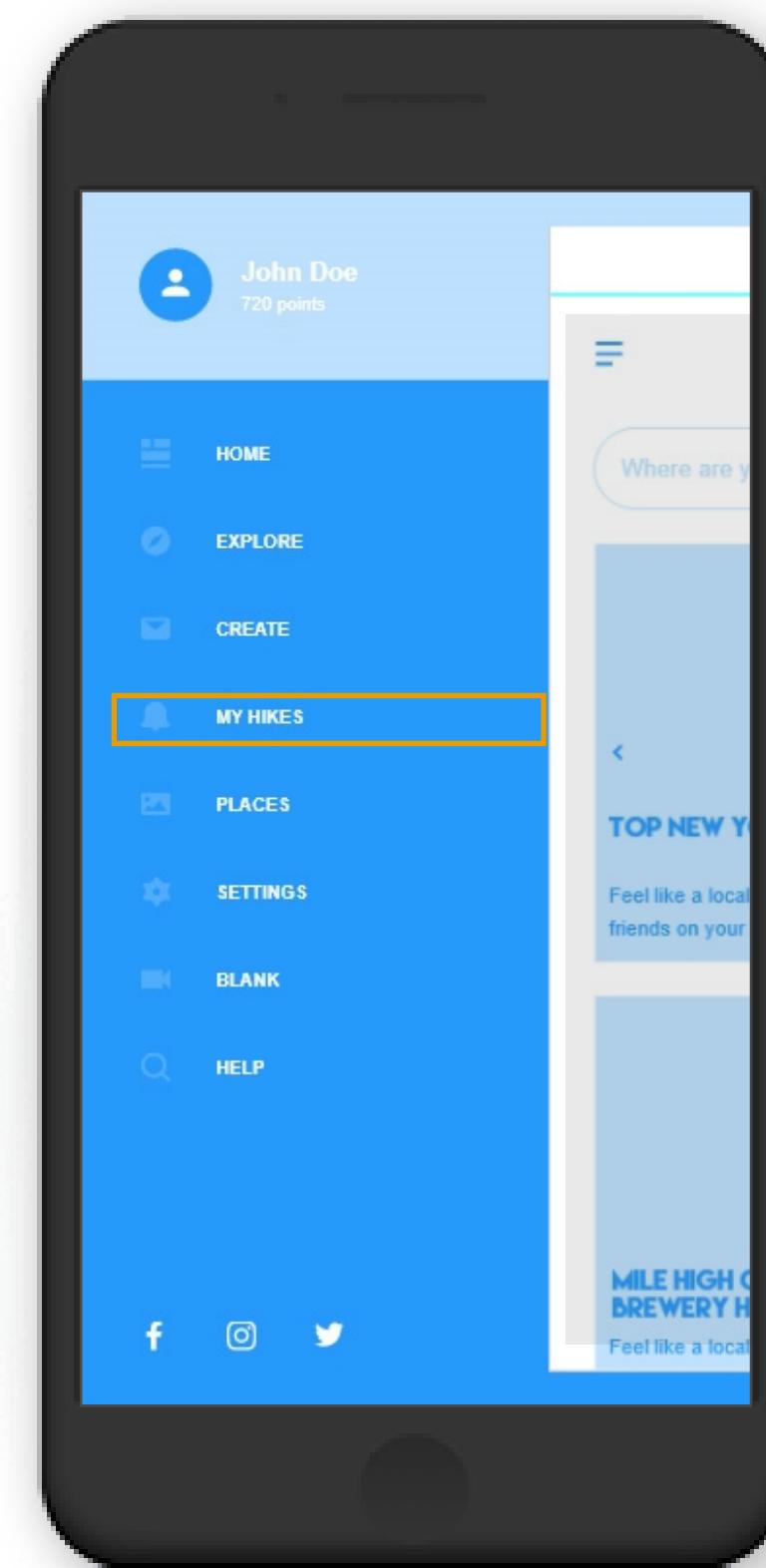
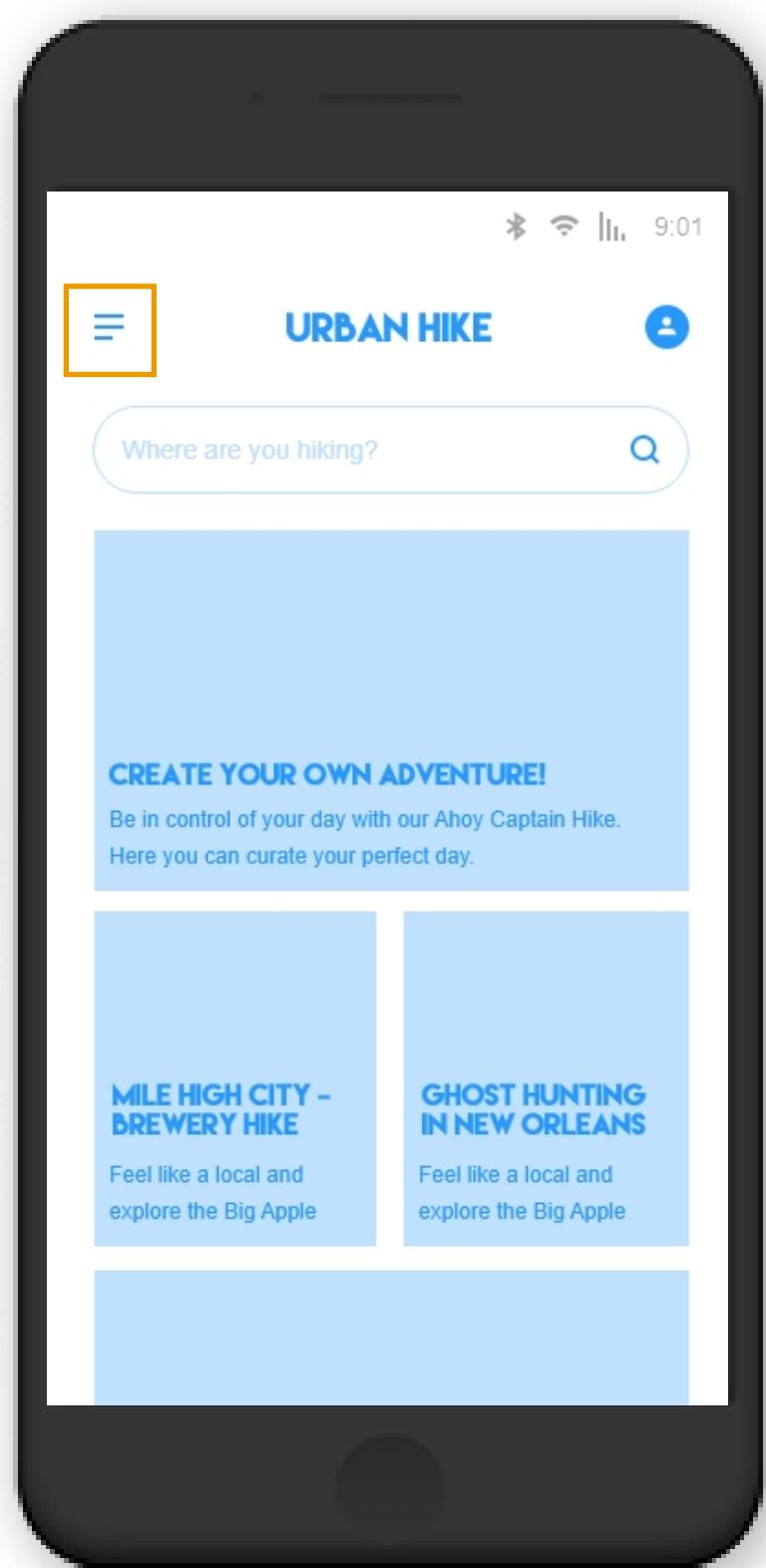
Users need to learn about the adventure types and how they help them achieve their goals.

clickable prototype



David's Task:

Buy & Play a "Saved" Adventure



App Homepage

Navigation Menu

My Hikes Page

Hike Preview

Payment Page

PROTOTYPE & USABILITY

Usability Testing

Once the main user flows were developed, six usability tests were carried out via remote testing. Four out of six participants completed all tasks asked of them; however, all needed some guidance or assistance to do so. Most participants found the app easy to use and noted they had a positive experience during testing.

Participants succeeded in selecting an adventure that suited them but struggled to navigate from the home screen to different adventure options without assistance. I learned that the home screen did communicate the CTA well, which could limit customer conversions. A different style of tutorial is needed for gameplay and game creation rather than the current progressive tutorial style. These modifications should solve the majority of the usability issues found.

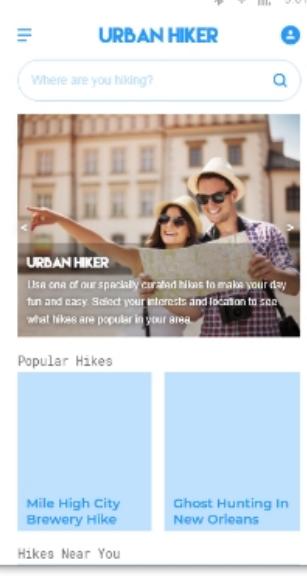
Usability Test Results

5

Issue 4: Homepage does not effectively guide users to a hike. Users understood the adventure types but did not know where to find them.

Solution:
Redesign homepage to focus on the three hikes types and change navigation to a bottom bar navigation to allow for fluid movement between features. A button for searching, favorites, hike creation, geo-based hike and profile.

Why:
No user-tested used the carousel on the homepage (0%), which is the primary method for selecting a hike type. P1 asked how to get to the other hikes. 67% of users needed assistance to complete the task starting on this page. There was significant feedback on multiple features that necessitate a revision.


TESTED HOMEPAGE


REVISED

Rename app. Name was not understood.
5/6 users did not know they could scroll to see more adventure types.
Need to add GPS permission.

Can only scroll in one direction to make navigation easier.
App Name is now ROAM, which is more in line with the app purpose.
Quickly go to a popular city to see pre-made adventures.
Now the primary hikes each have their own button. Simplified.

Usability Test Results

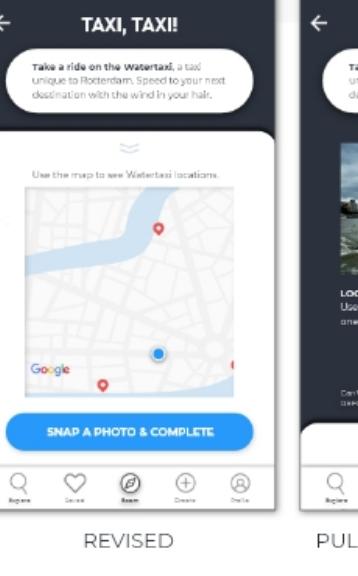
5

Issue 5: Users struggled to know how to complete/finish a task during gameplay.

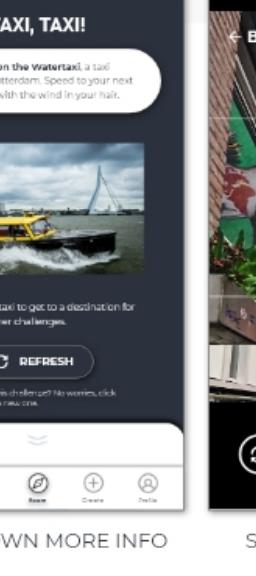
Solution:
Revise the task overview screen to make the screen is more user-centered. Move the "submit" button to the top of the screen and remove the checkbox.

Why:
50% of users attempted to click on the checkbox to complete the task, and the other 50% asked where they should click. Three users specifically requested the checkbox to be removed since they found it confusing.


TESTED


REVISED

Task language is clear and direct.
Most users did not like clicking back. Felt like they were exiting the hike.
REMOVE!! Highly confusing to users.
Several users asked what this was. Revise to make actions clearer.
Change language. Was not clear to users. Needs to be more distinct and prominent.


PULL DOWN MORE INFO

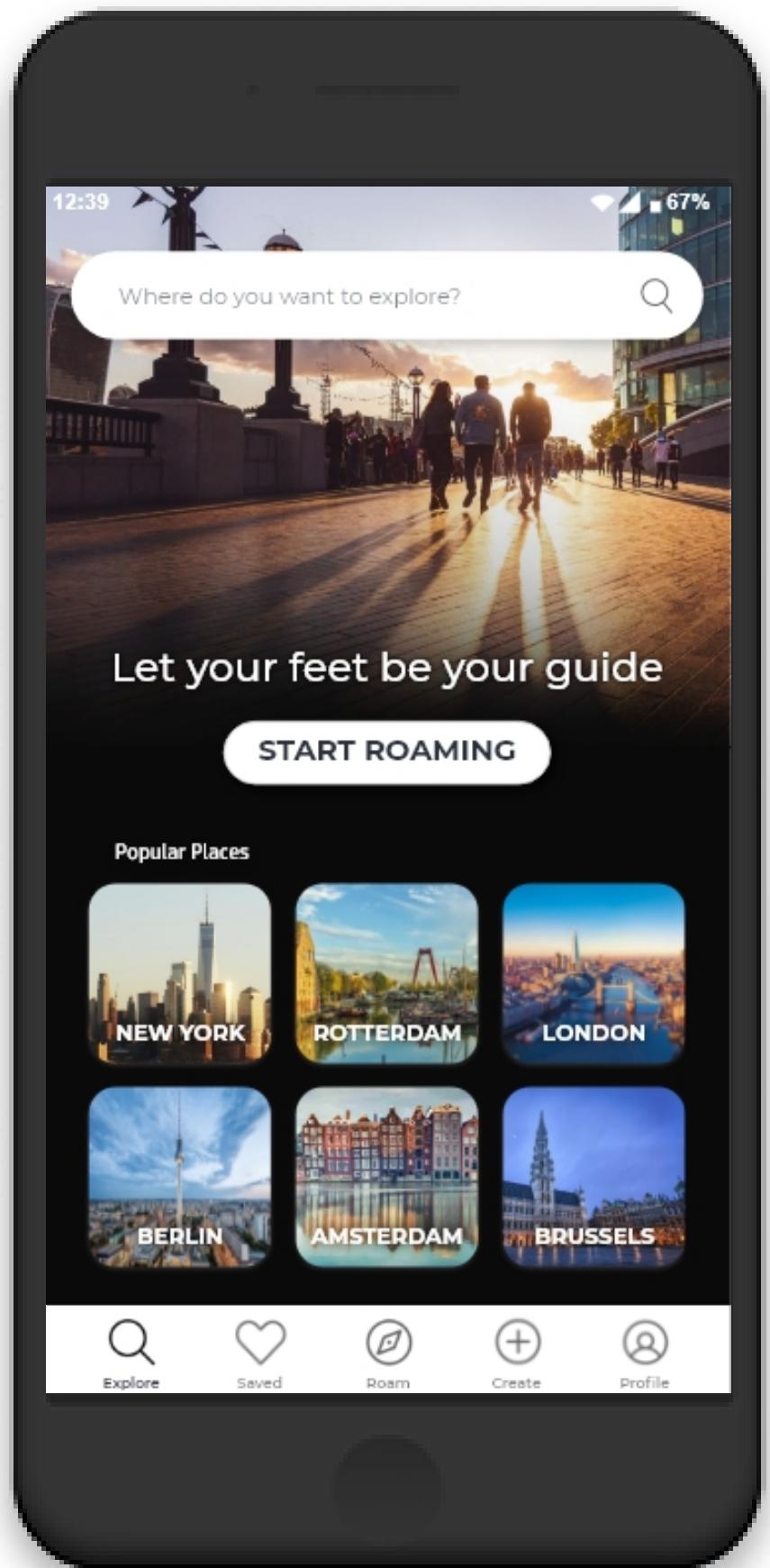
If the user needs more help they can pull down the map for additional info.


STRAIGHT TO CAMERA

Complete button is now is more distinct from other elements on the page.
They can take a photo or select from a previously taken one.

Preference Test Round 2

13% (2)

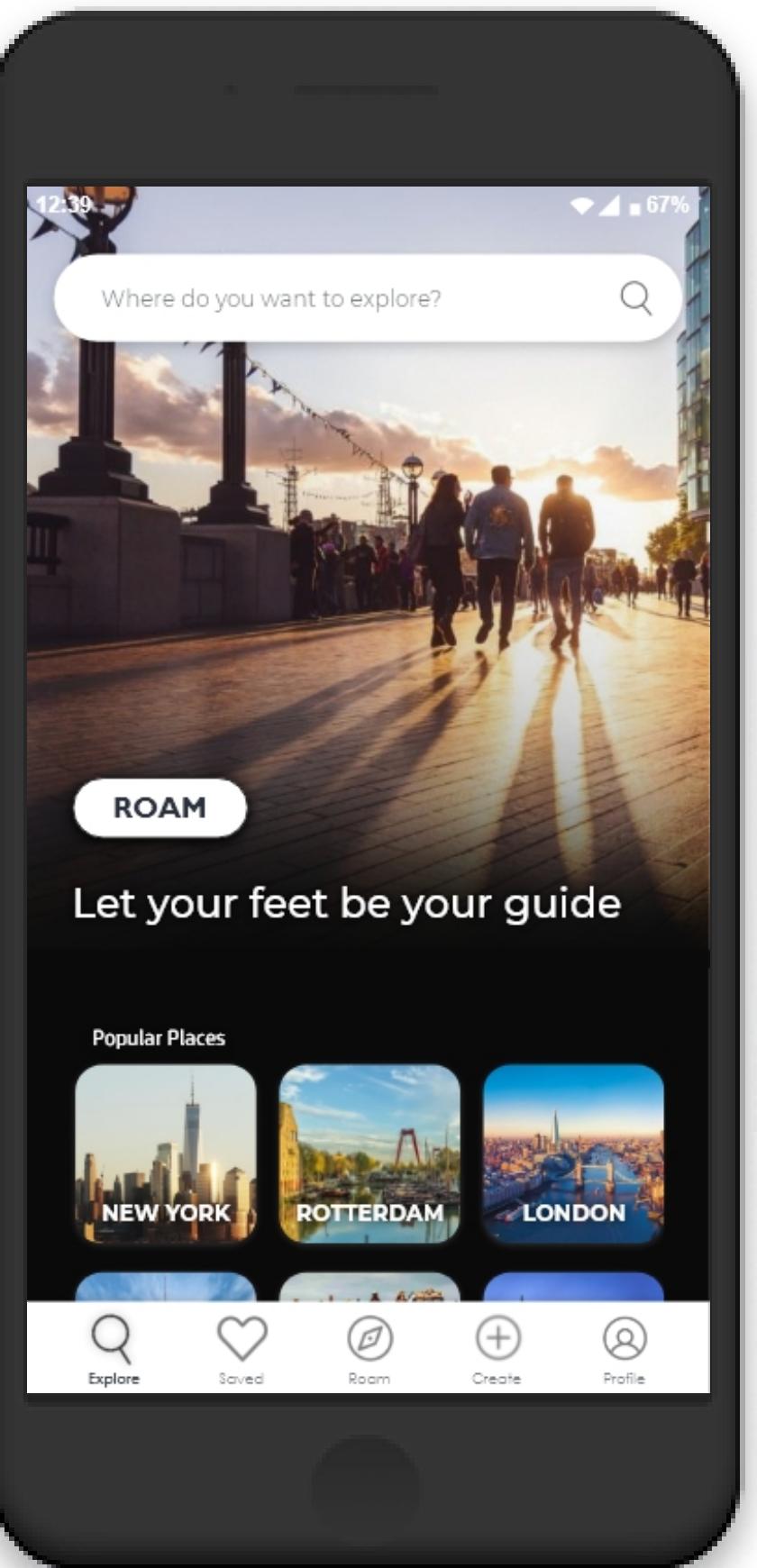


Name was not understood by users.
New Name: Roam

Message was more confusing.

Not clear "Roam"/"Start Roaming" are buttons.

87% (13)



Make image smaller and shift contents up. Too much wasted screen space.

Center Text and Button. Move Roam below "Let your feet"

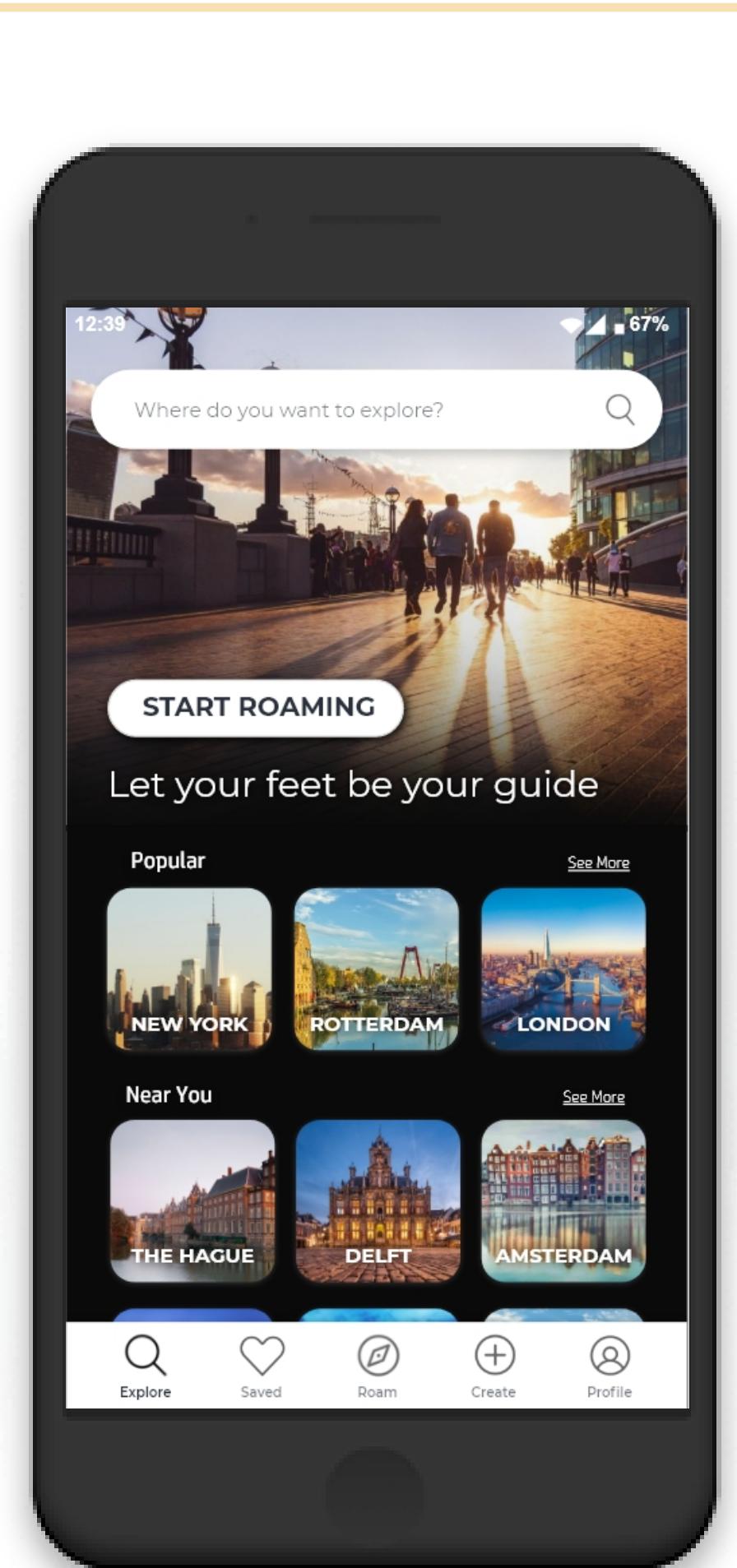
Gap is too big. Decrease.

Roam Button is too small. Not clear that is a button.

OPTION A

OPTION B

REVISED



Design Language

Once I revised the app based on my usability test results, I created a Style Guide and Design Language to give the design consistency and coherency. I tested the app to make sure all elements and screens were compatible with WCAG 2.0 guidelines for contrast accessibility. Additionally I made all clickable areas at least 44px by 44px.

IMAGES

Images that are the main image of a city or adventure should be in the style of the photos here. City photos do not have people and adventure photos can have but still minimally. High contrast with warm tones as accents; especially blues, purples and gold/orange/pink accents.

Homepage Background

Onboarding

City Images

Adventure Images

BUTTONS

All text in buttons will be centered vertically and horizontally within the button, unless otherwise stated.

START, NEXT, END, CONFIRM BUTTON

- Centered at bottom of screen
- Margin to margin width
- Text centered, Color: White or Navy
- Corner Radius 23 pt
- Shadow 2

SECONDARY BUTTON

- Centered on screen
- Button is twice the length as the text
- Shadow 5, Dark Grey, Outline Orange
- Corner Radius 23 pt

CTA

- Aligned to left margin
- Text centered, Color: White
- Corner Radius 23 pt
- Shadow 2

INPUT BOX

Inactive

Team Name* (30 characters max.)

Typing

My Team Name]

Typing

My Team Name

My Team Name

Drag Down Window

- Can be pulled down to reveal more information (i.e. filter options)
- Shadow 1, Color: White
- Bounces down to bottom position or up to top.

Roam: Design Language

COLORS

Orange HEX #E99B00	White HEX #FFFFFF	Navy HEX #2C323D	Grey HEX #B0848B	Lt Grey HEX #F3F3F3	Dark Grey HEX #474747	Black HEX #000000
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SHADOWS

Shadow 1 HEX #000000 @ 70% Opacity X:0 Y:-5 B:4	Shadow 2 HEX #000000 @ 35% Opacity X:1 Y:3 B:6	Shadow 3 HEX #000000 @ 20% Opacity X:1 Y:1 B:3	Shadow 4 HEX #000000 @ 20% Opacity X:0 Y:-1 B:4	Shadow 5 HEX #000000 @ 100% Opacity X:0 Y:0 B:4
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FONTS

All White text will have Shadow 5 to increase legibility.

All text (excluding icon labels, input labels) should be no smaller than 10pt on any screen.

When in doubt go with a bigger font.

H2 Banschrift Bold, 30Pt

H3 Banschrift Bold, 26Pt

T1 Banschrift Bold, 16Pt

T1.1 Banschrift Bold, 14Pt

T1.2 Banschrift Bold, 12Pt

T2 Montserrat Regular, 22 Pt

T2 Montserrat Bold, 14 Pt

T3 Montserrat Bold, 14 Pt, T3.1 Orange, T3.2 White

T4 Montserrat Regular, 12 Pt, T4.1 White

T5 Montserrat Bold, 12 Pt, Black

T6 Montserrat Regular, 12 Pt

T7 Montserrat Regular, 10 Pt

T8 Montserrat Regular, 8 Pt

GRIDS

6 COLUMN GRID -16 MARGIN, 10 GAP

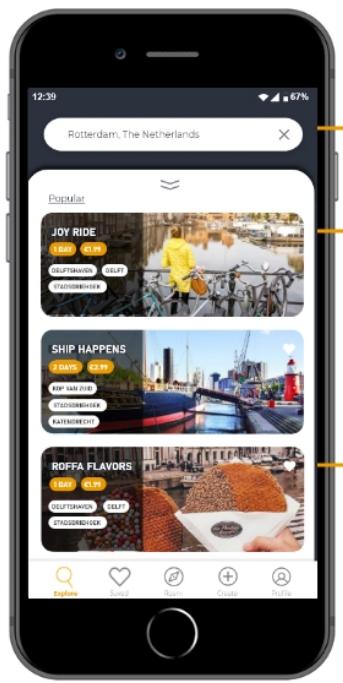
GRID

HOME

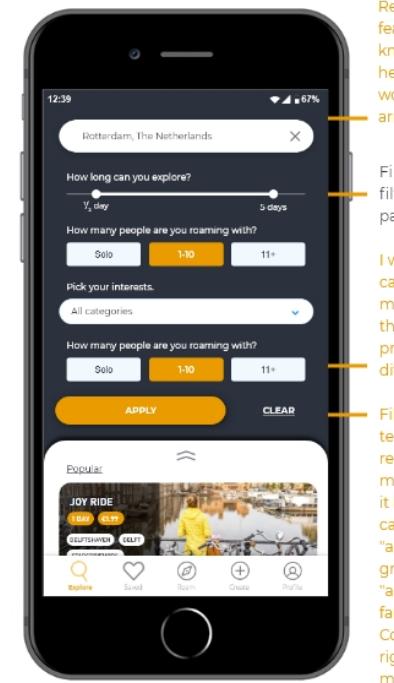
Feedback & Revision

■ NEGATIVE ■ POSITIVE

BEFORE:

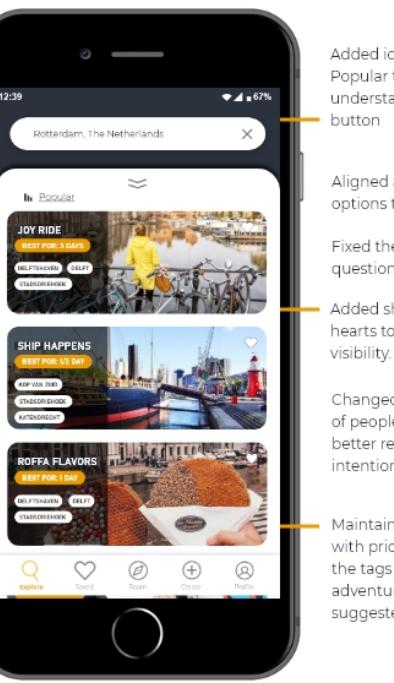


SEARCH RESULTS

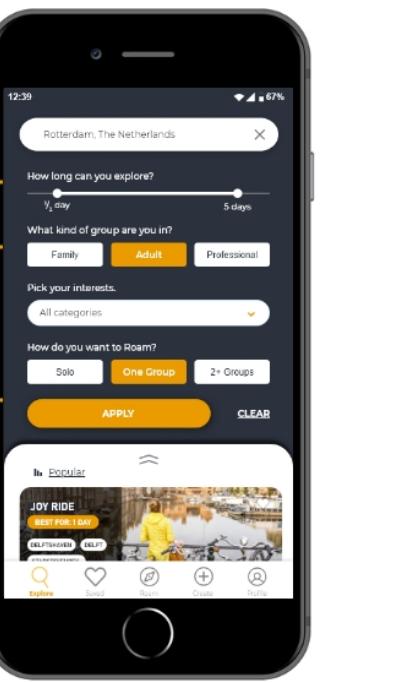


SEARCH FILTERS

AFTER:



SEARCH RESULTS



SEARCH FILTERS

Feedback & Revision

Before finalizing the product, one last round of testing catch several issues that were overlooked in earlier iterations. Most users navigated the app with ease and enjoyed the user interface. Approval of the app's aesthetic may have masked the app's ambiguous language explaining the CTA: what an "adventure" is and why users should buy an adventure. This was a crucial find since it could limit customer conversions.

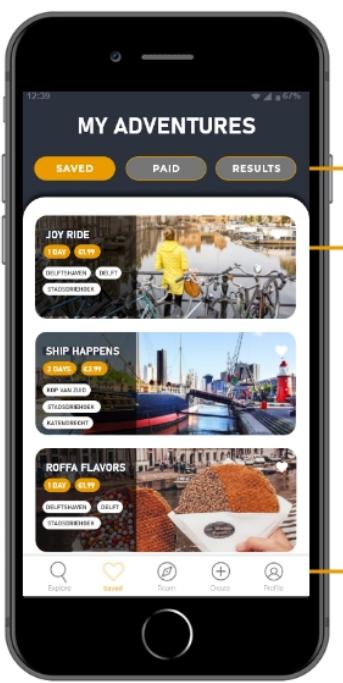
Feedback & Revision

■ NEGATIVE ■ POSITIVE

BEFORE:

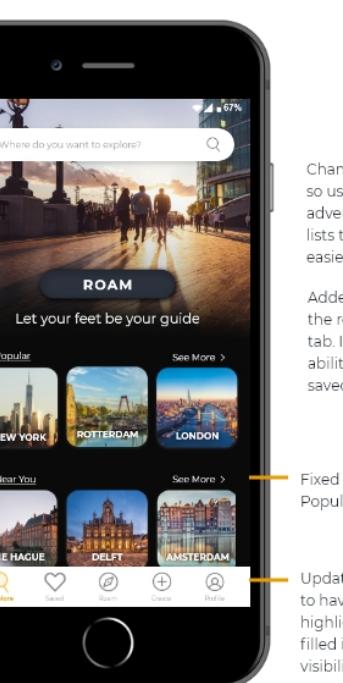


HOME

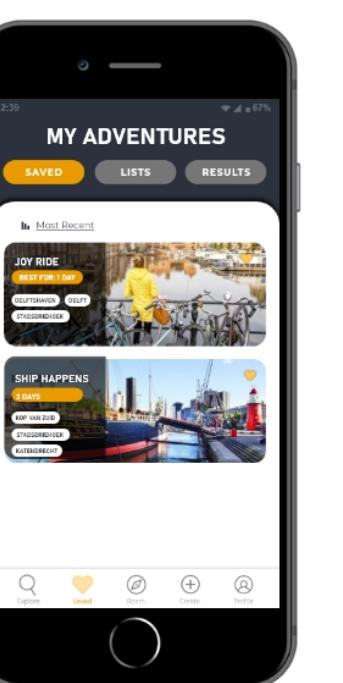


SAVED

AFTER:



HOME

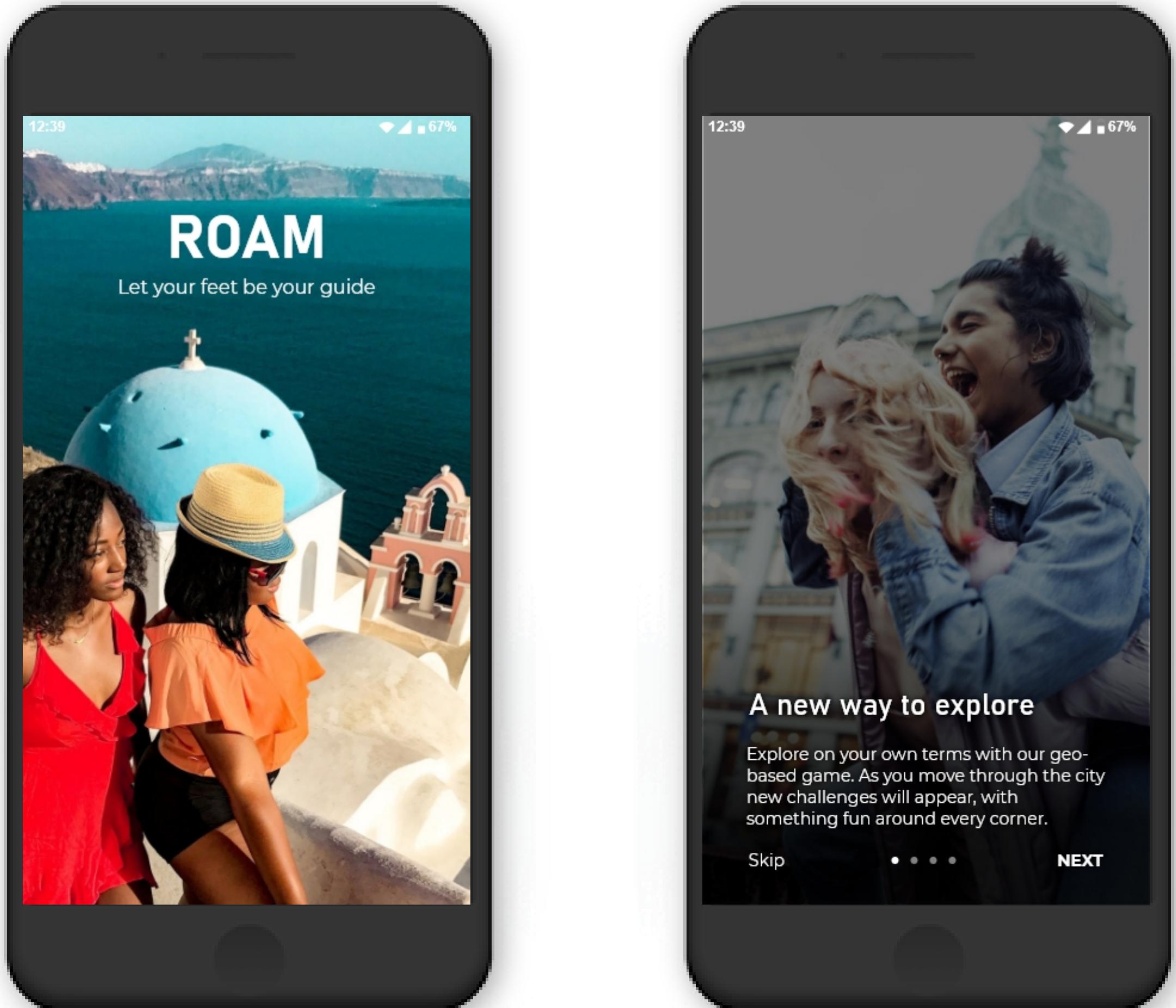


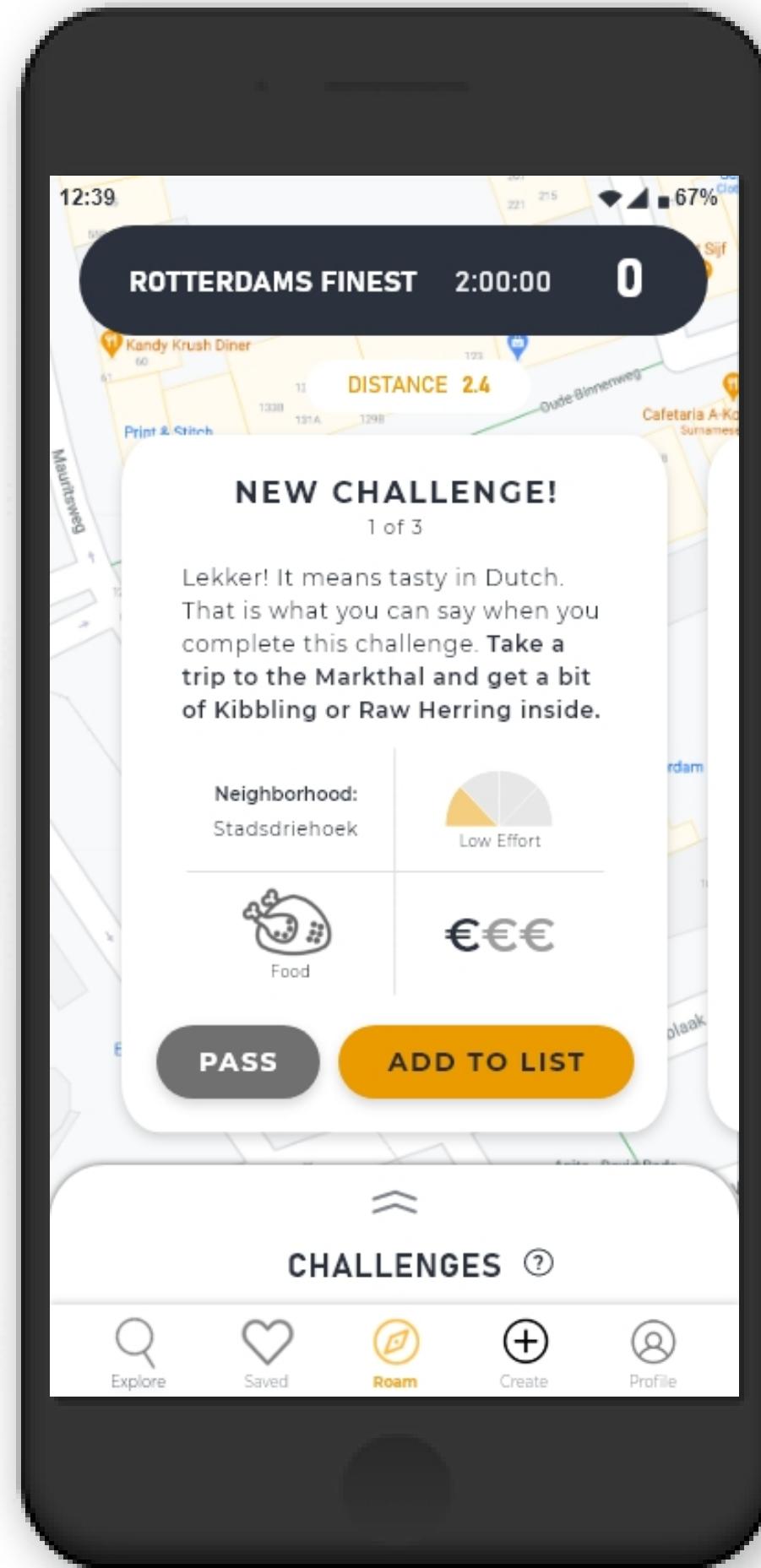
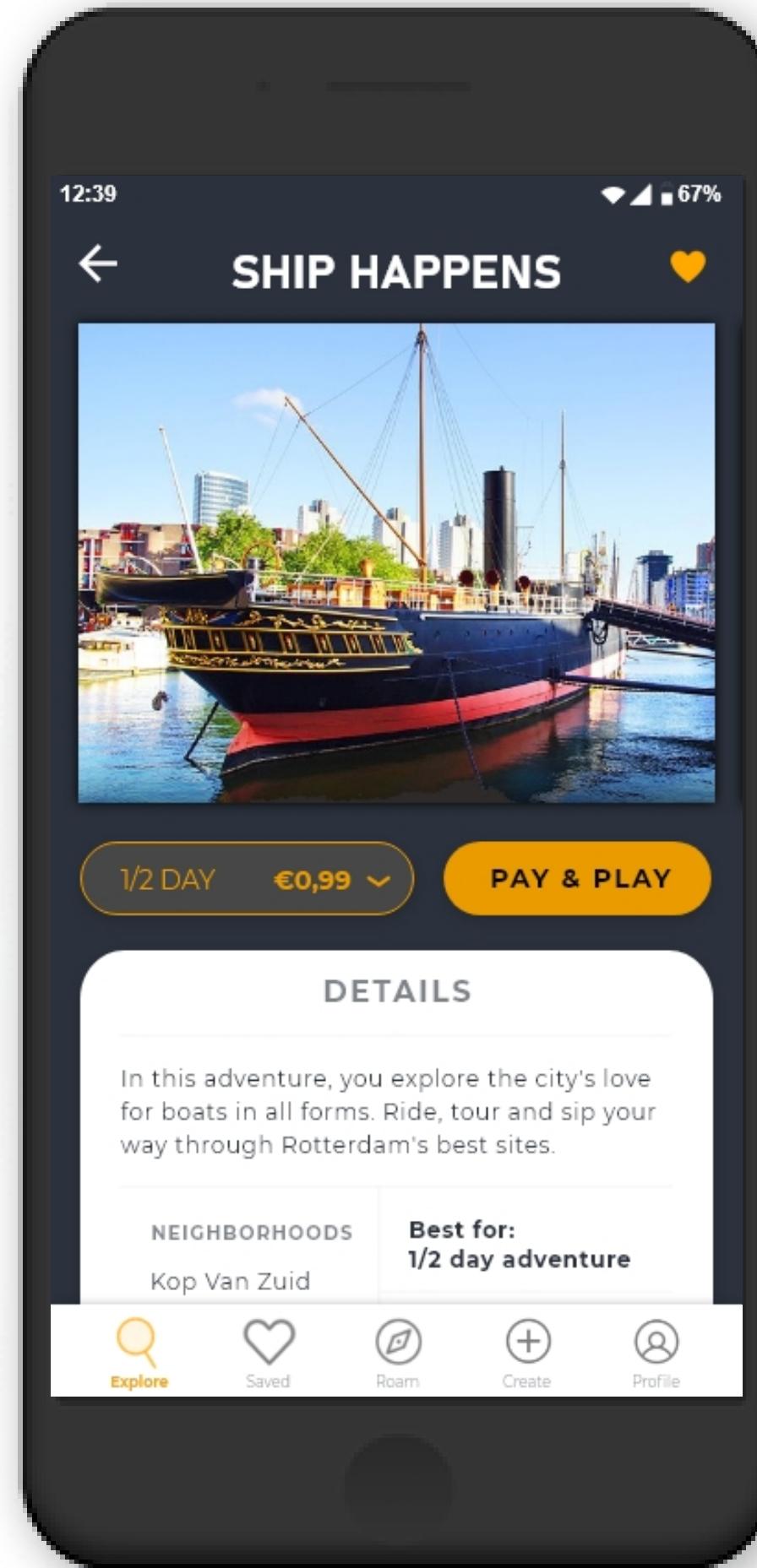
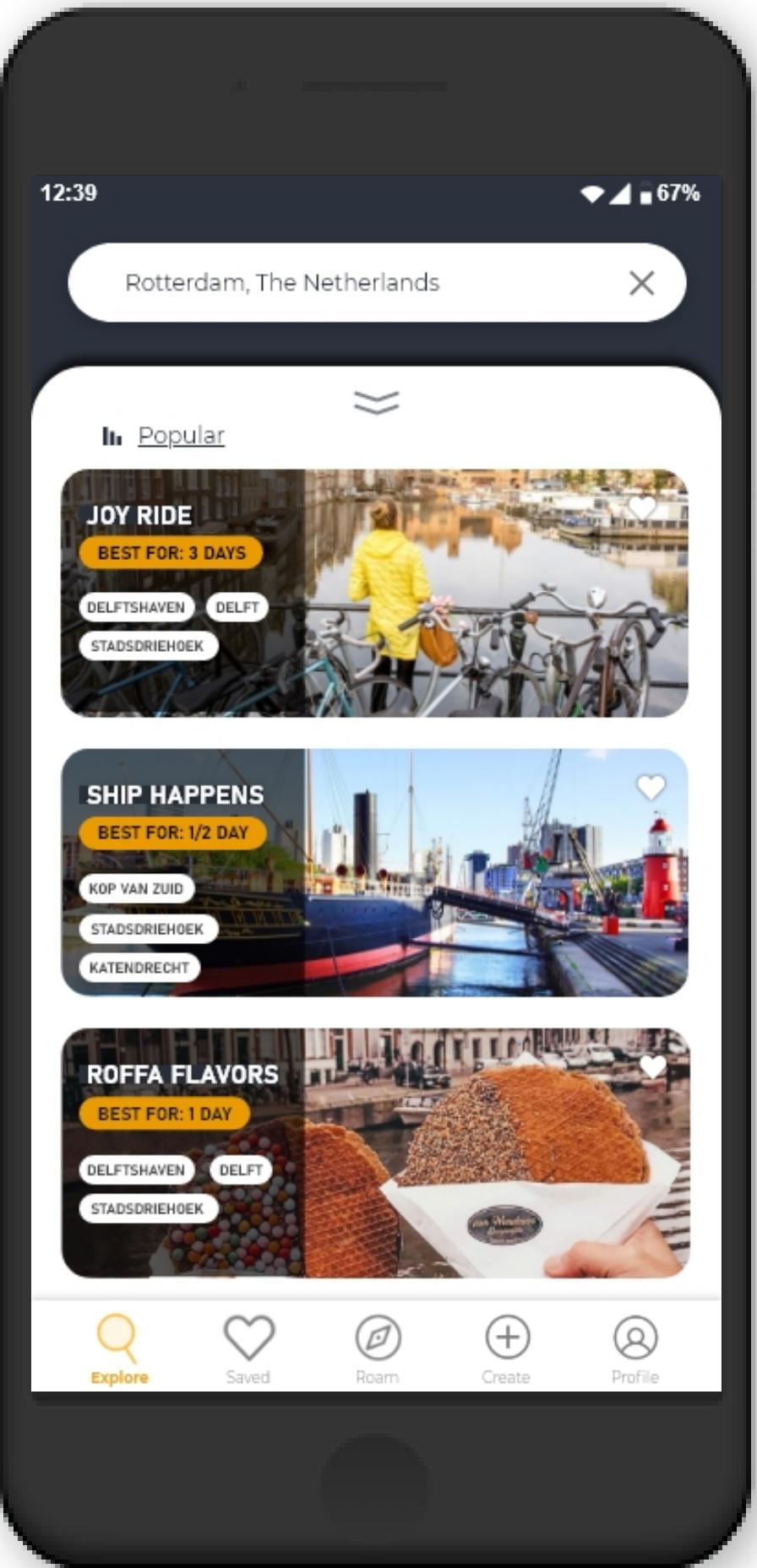
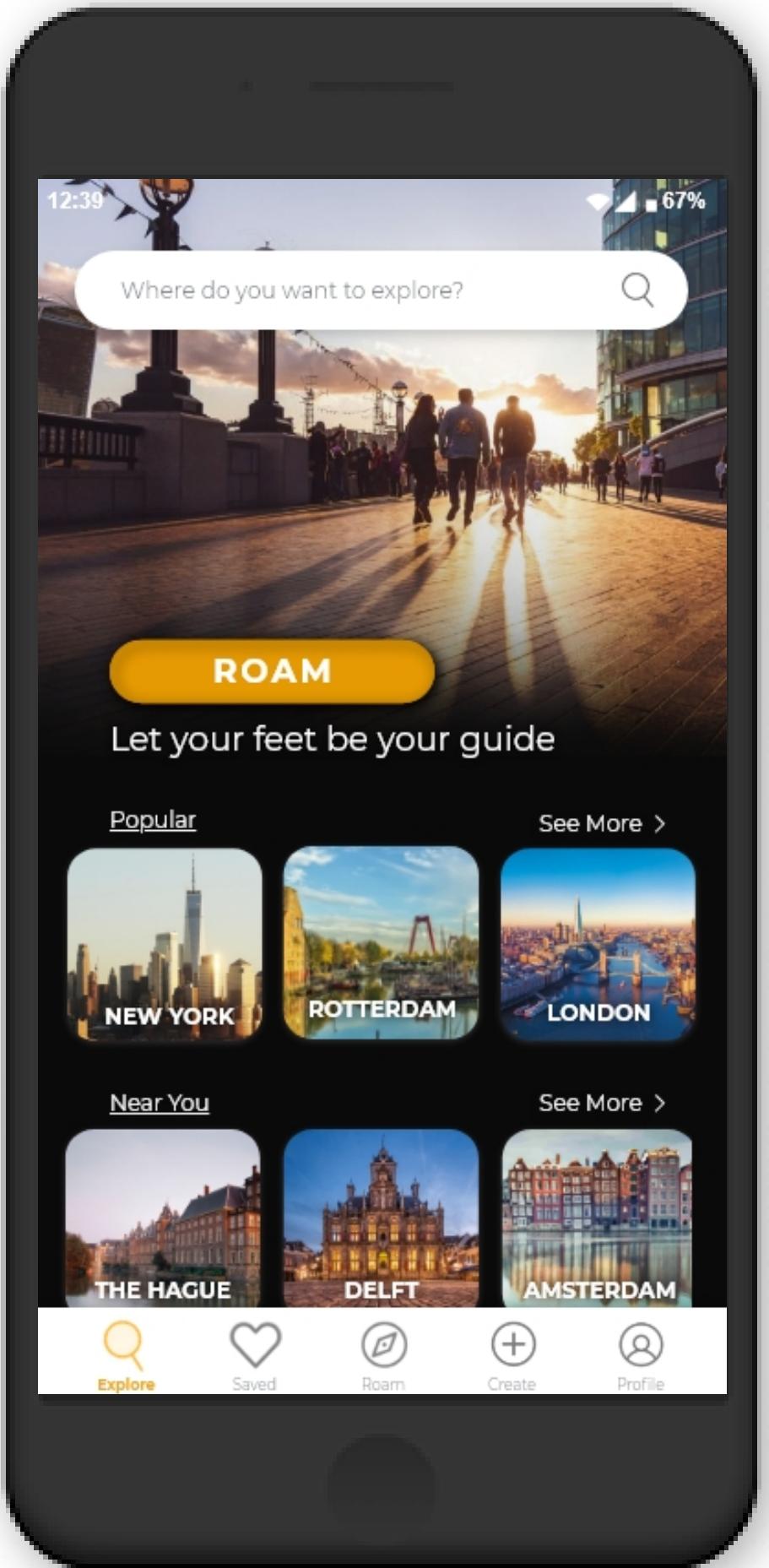
SAVED

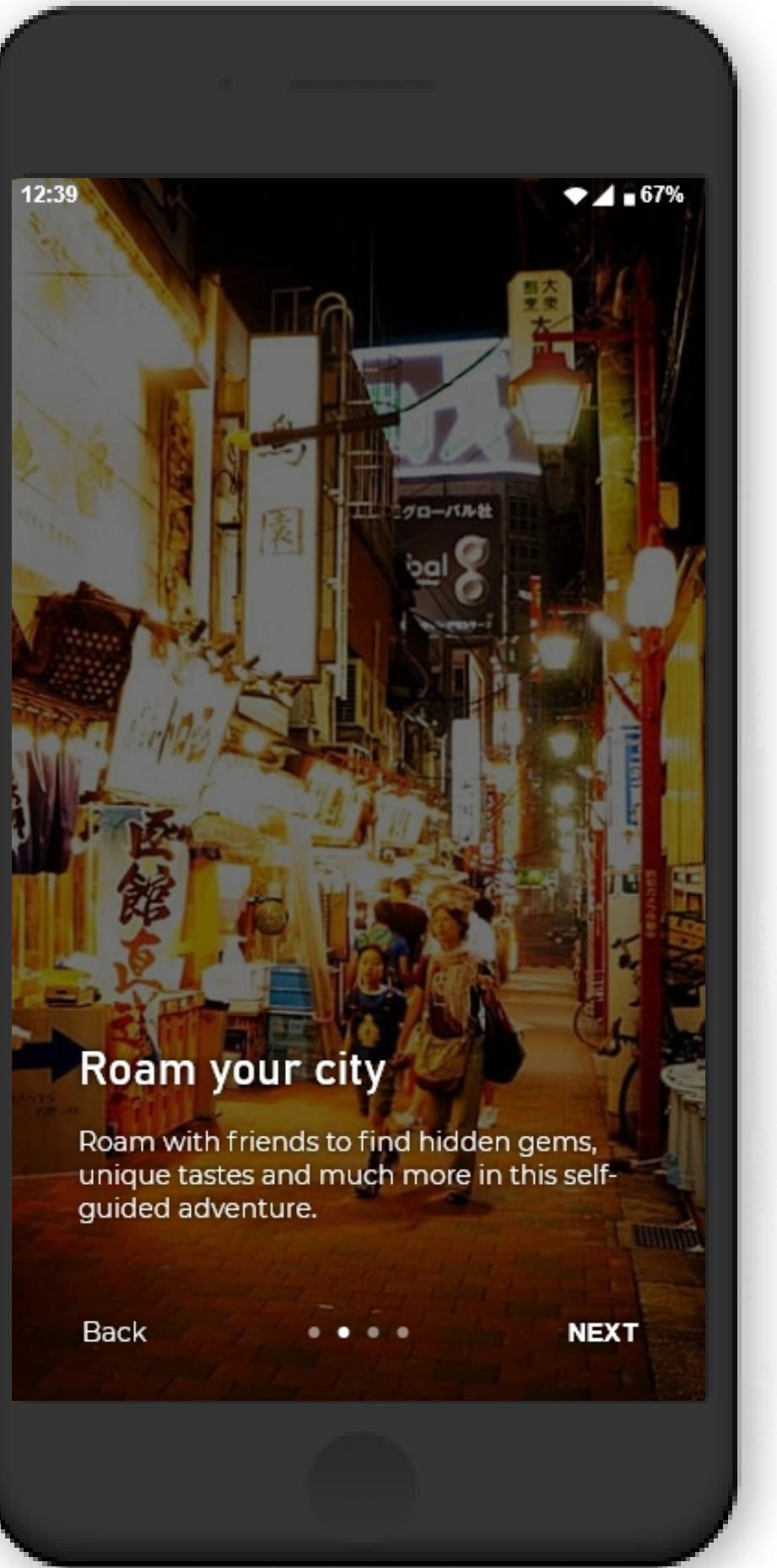
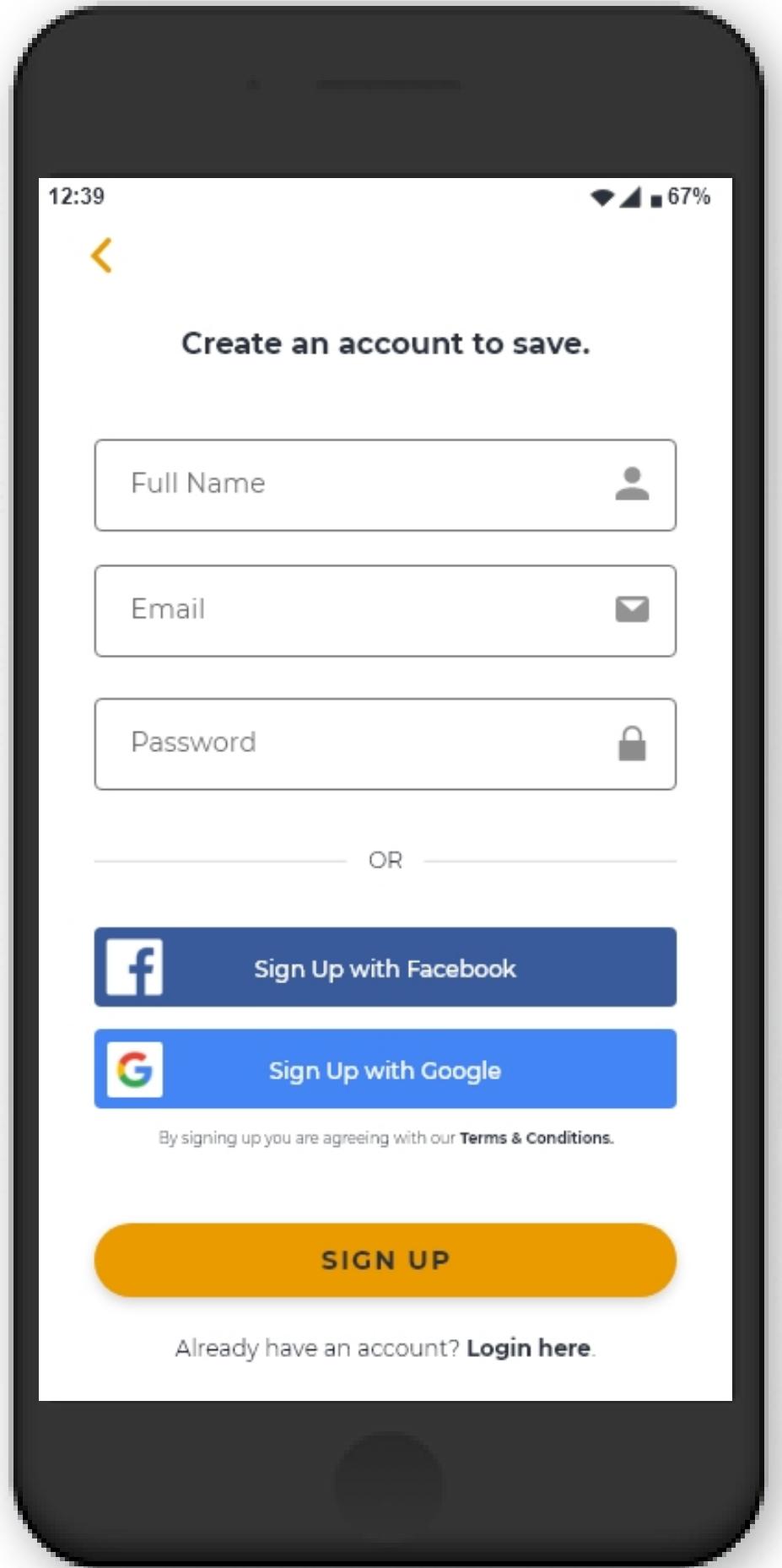
Final Design

Roam is a geo-based scavenger hunt app that makes exploring cities less work and more fun. As the user move through the city, challenges will pop up on the screen, which they can accept or pass to build the perfect adventure. Users can challenge themselves to complete as many tasks as possible before time is up.

Use the link below to see the most up to date prototype.







Where To Next

While I am satisfied with the final outcome of Roam. I want to further develop the core features to better convey what it means to "Roam" and entice users to purchase and play. Additionally, I need to improve the text content overall to increase the user's desire to purchase and play an adventure. I expect this could take two weeks to develop and test.



Thank you for your time.

Take the plunge and give me a call! You can contact me at:

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E: calinoliverio@gmail.com