



Zulu

Bookmark web app

B2C • Productivity

Sketch

User Interviews

Sketching

Crazy 8s

User Interviews

Card Sorting

Problem Definition

Lean Design

HTML / CSS

JavaScript

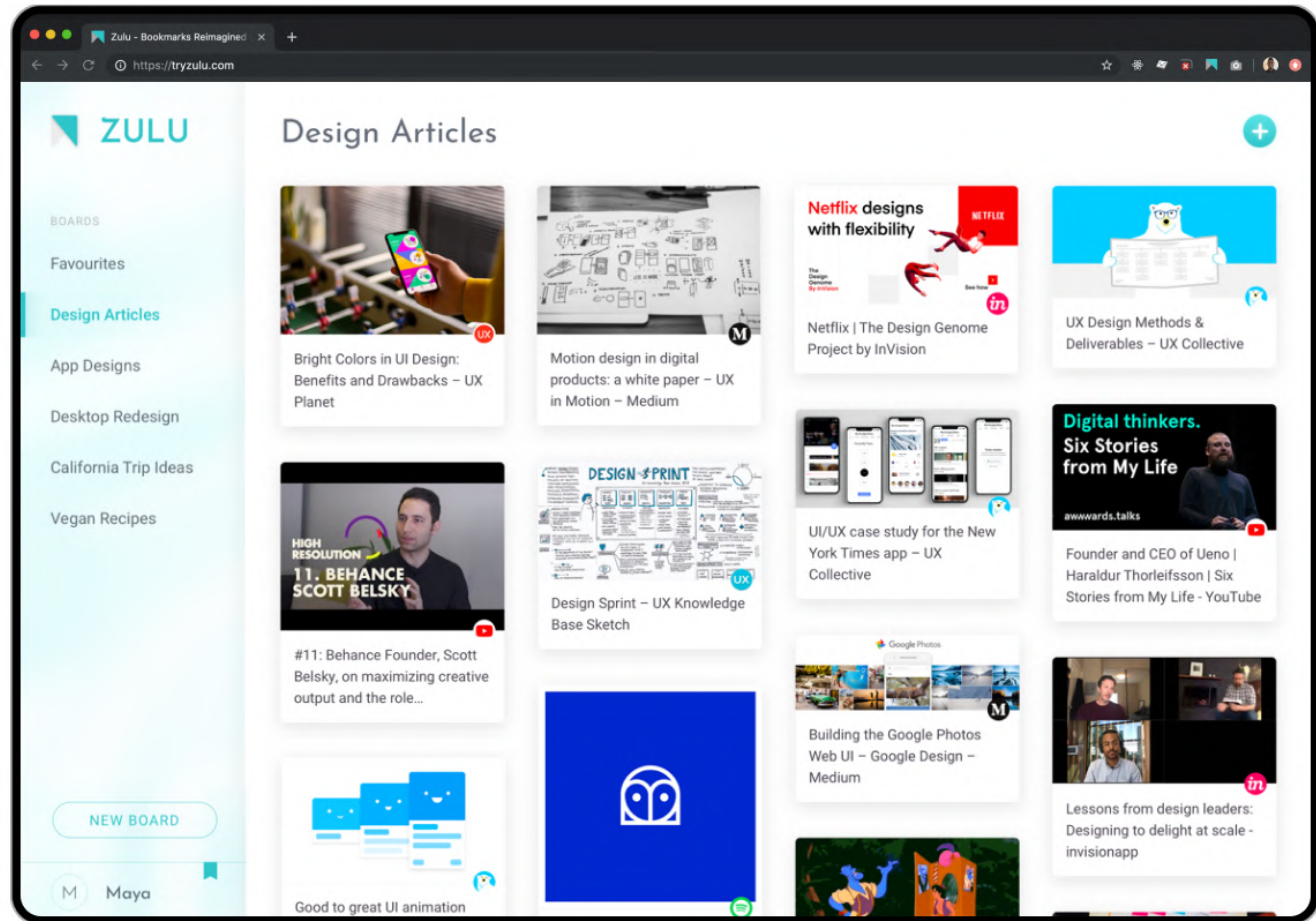
SmartLook

Bookmarking web app and browser extension

I designed, developed, and launched a web app and browser extension, in collaboration with my co-founder.

Carried out user research to inform the MVP, defined the UX, and developed the visual brand identity and UI. Led usability testing and card sorting sessions. Designed and implemented transitions and animations to give the product an extra delight factor.

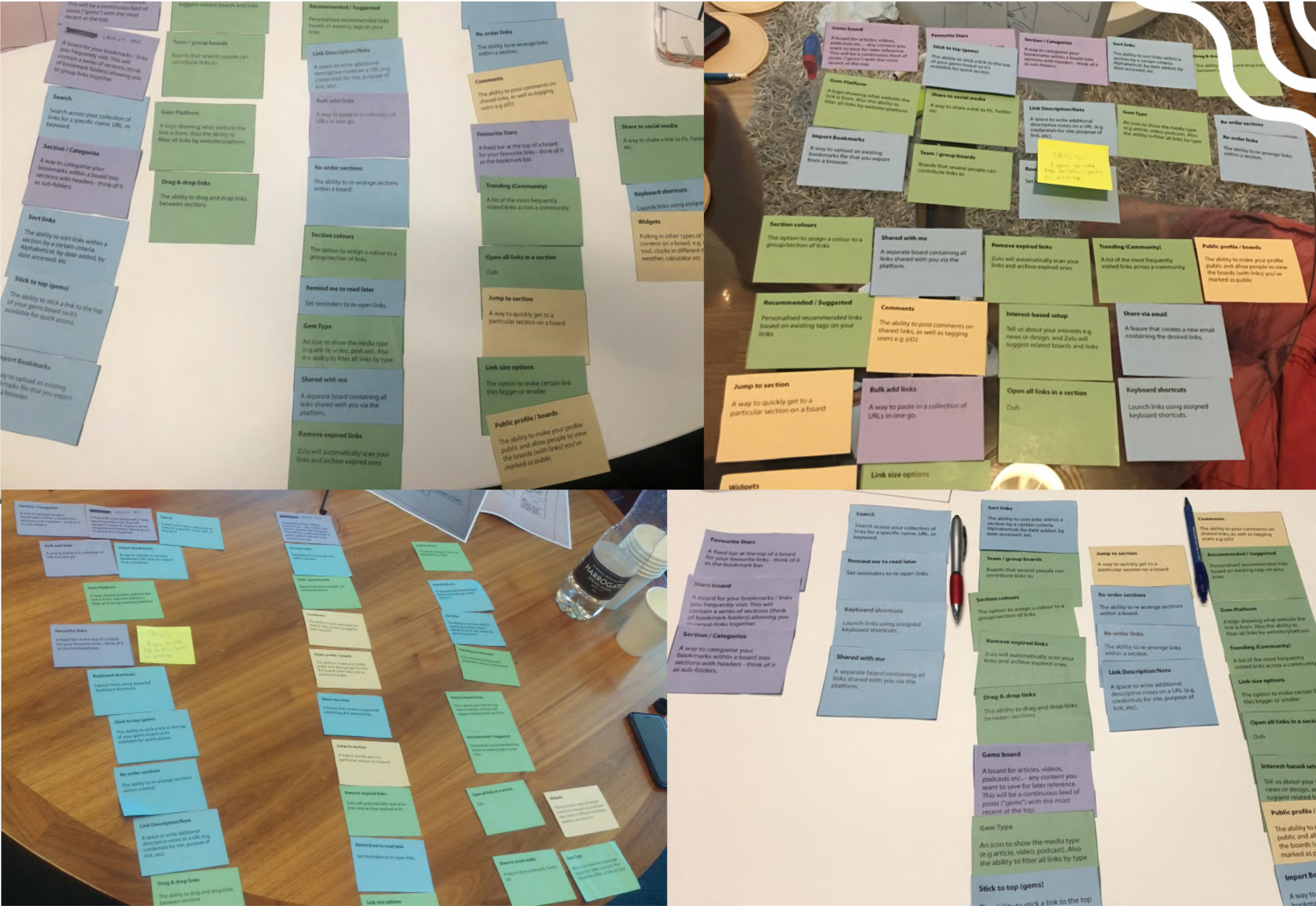
The product has recently reached over 1000 organic sign-ups. Check it out at tryzulu.com.

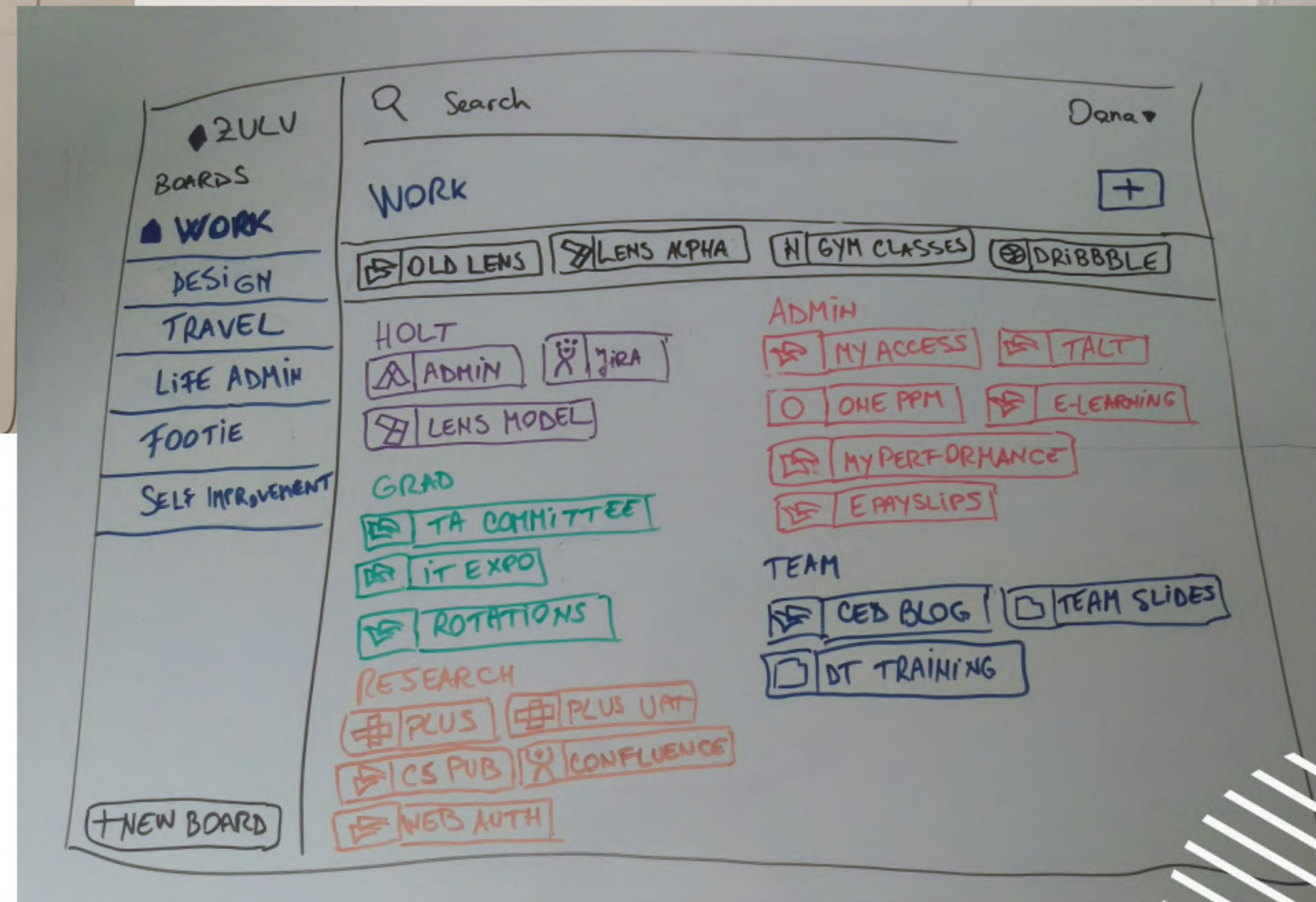
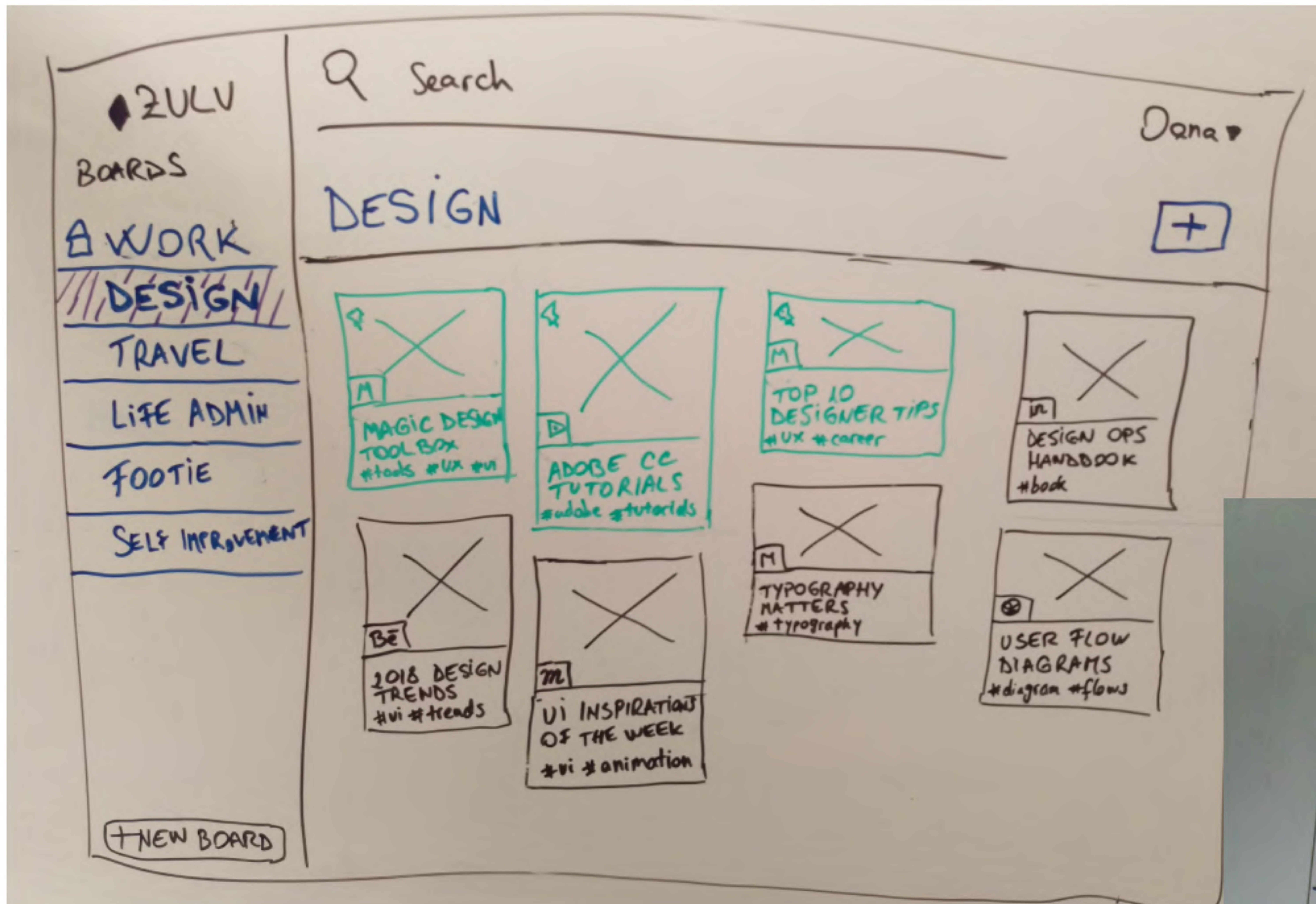


Card sorting

I ran multiple open card sorting sessions to understand the relative importance and grouping of the initially proposed features.

I used the insights from the research to focus the design effort on the highest priority items and to lay out the key functionality in a way that matched the mental model of end users.





Early sketches I

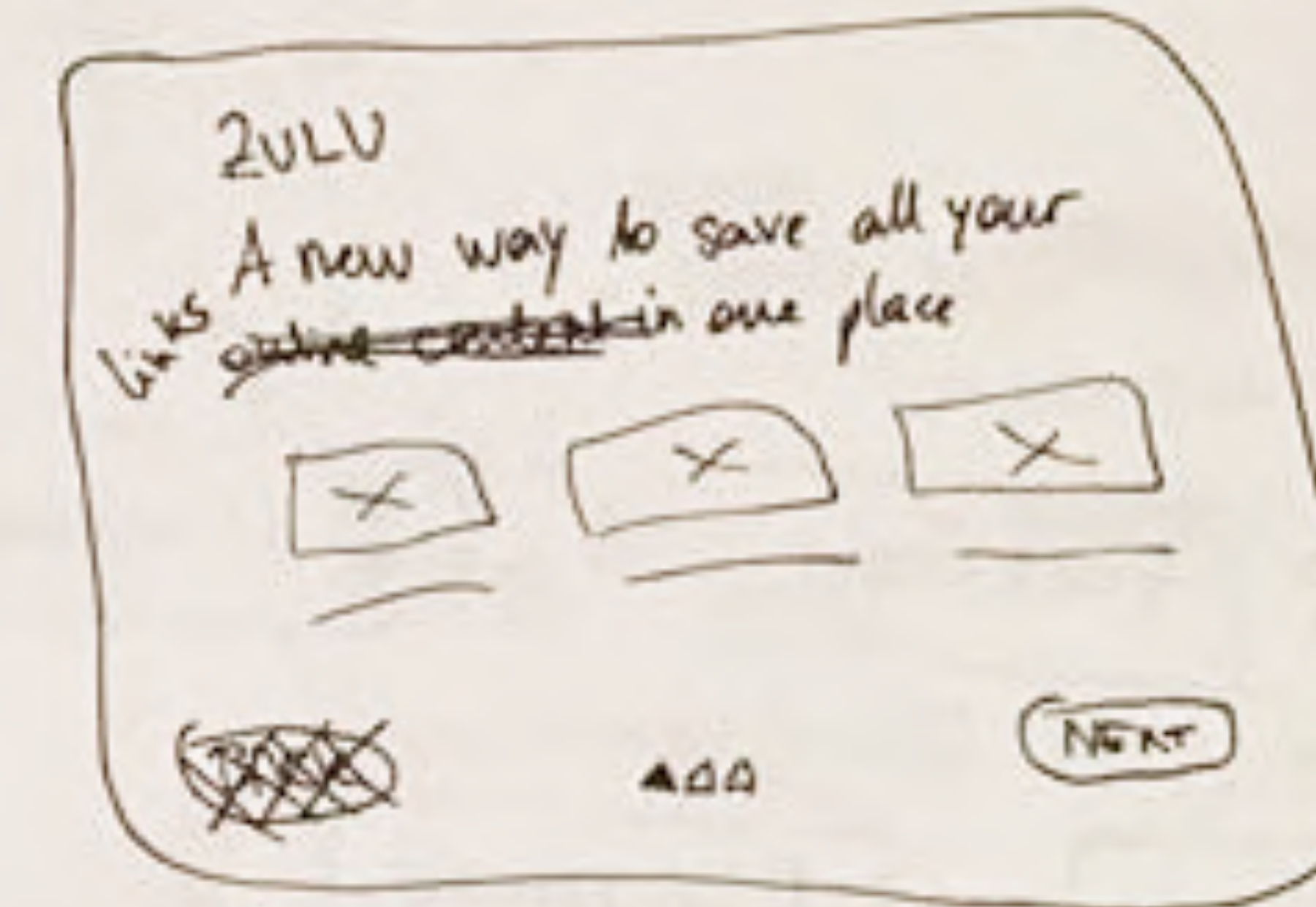
In the very early stages of the product development, I sketched many quick ideas, with the aim to bring concepts to life.

Early sketches II

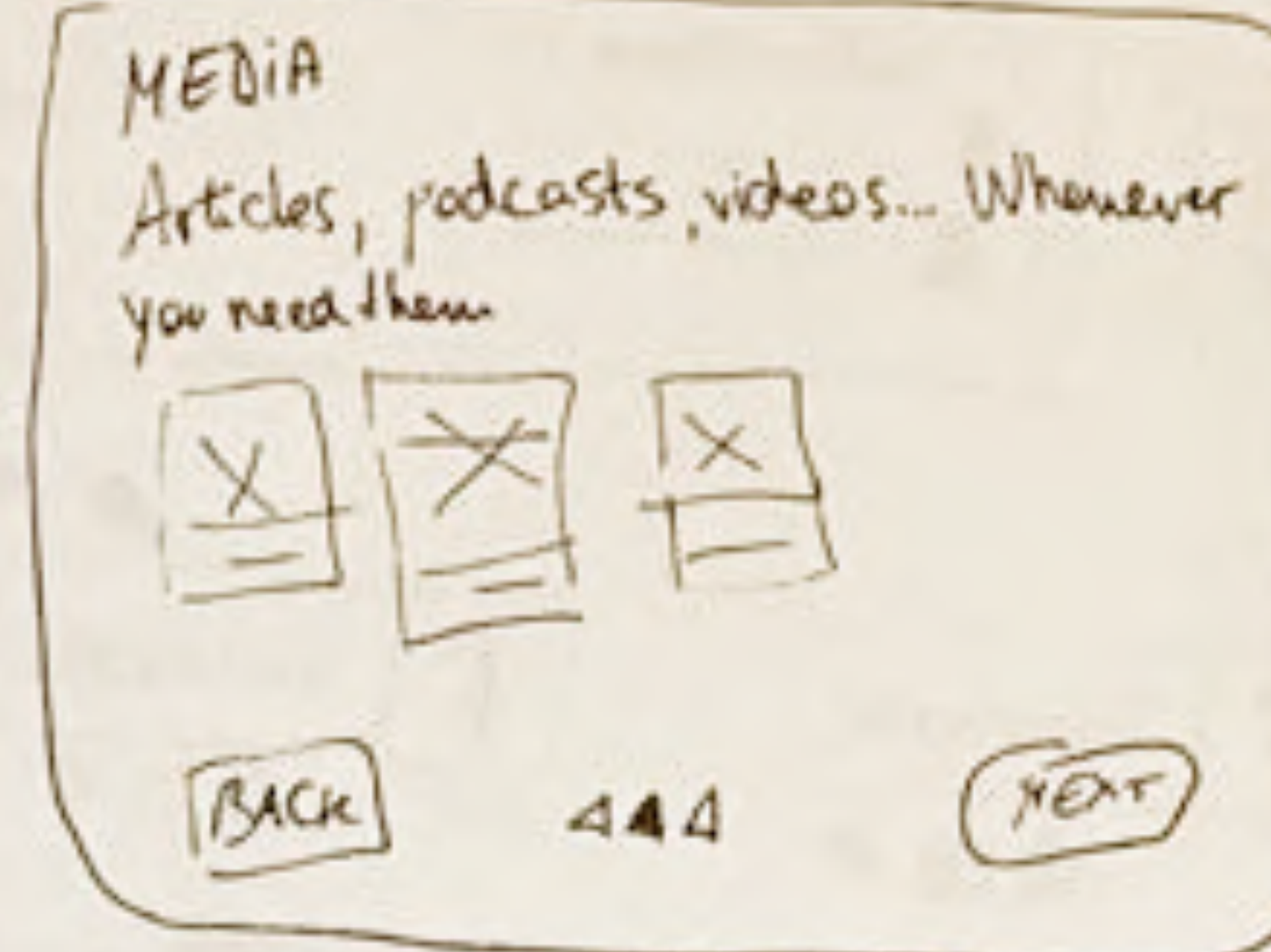
I gradually developed the product thinking and refined the sketches, adding detailed workflows and copy, mapping out the information architecture, and brainstorming layout alternatives.

ZULU ON-BOARDING

1. SAVE LINKS
 2. ORGANIZE IN BOARDS
 3. MEDIA?
1. SAVE BOOKMARKS
 2. SAVE MEDIA
 3. ORGANIZE BOARDS
1. Welcome to Zulu!
 2. ~~Bookmarks~~ Bookmarks vs Media
 3. Organize Boards



Any browser Visual
Any device



Whether it's links you came back to everyday or articles you want to save for later, you got you!



Easy way to organize into boards

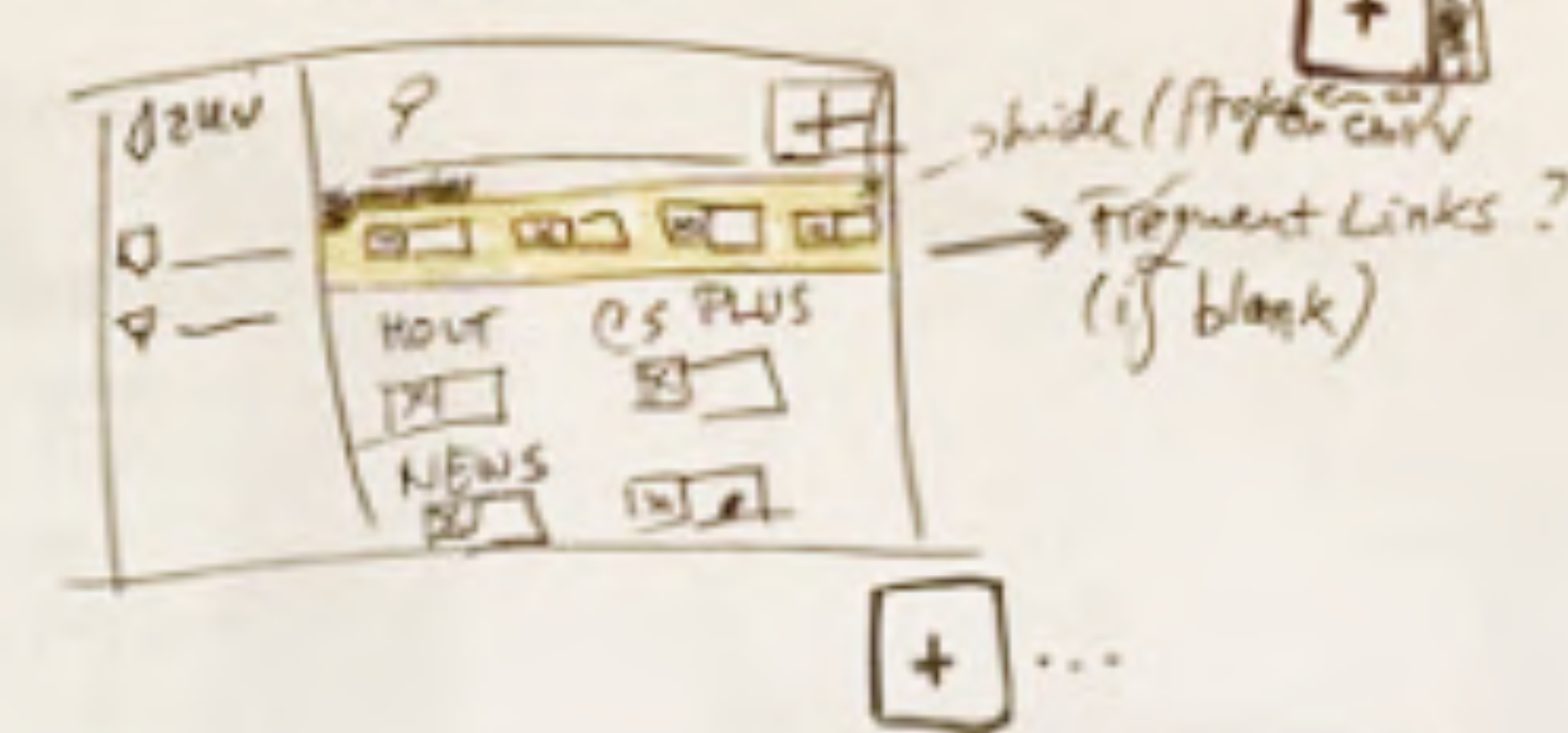
ADD LINK

- PASTE - DIFFER BASED ON LINK (PIN/POST)
- DIFFER BASED ON PAGE YOU'RE ON - CONTEXTUAL
- BUTTON - CONTEXTUAL
- SEPARATE BUTTONS - GENERIC
- OPTION IN FORM -
- SELECT BOARD

- FORM BOARD - CONTEXTUAL
- DEFAULT (HOME)
- BLANK
- FORM TABS - SINGLE
- MULTIPLE

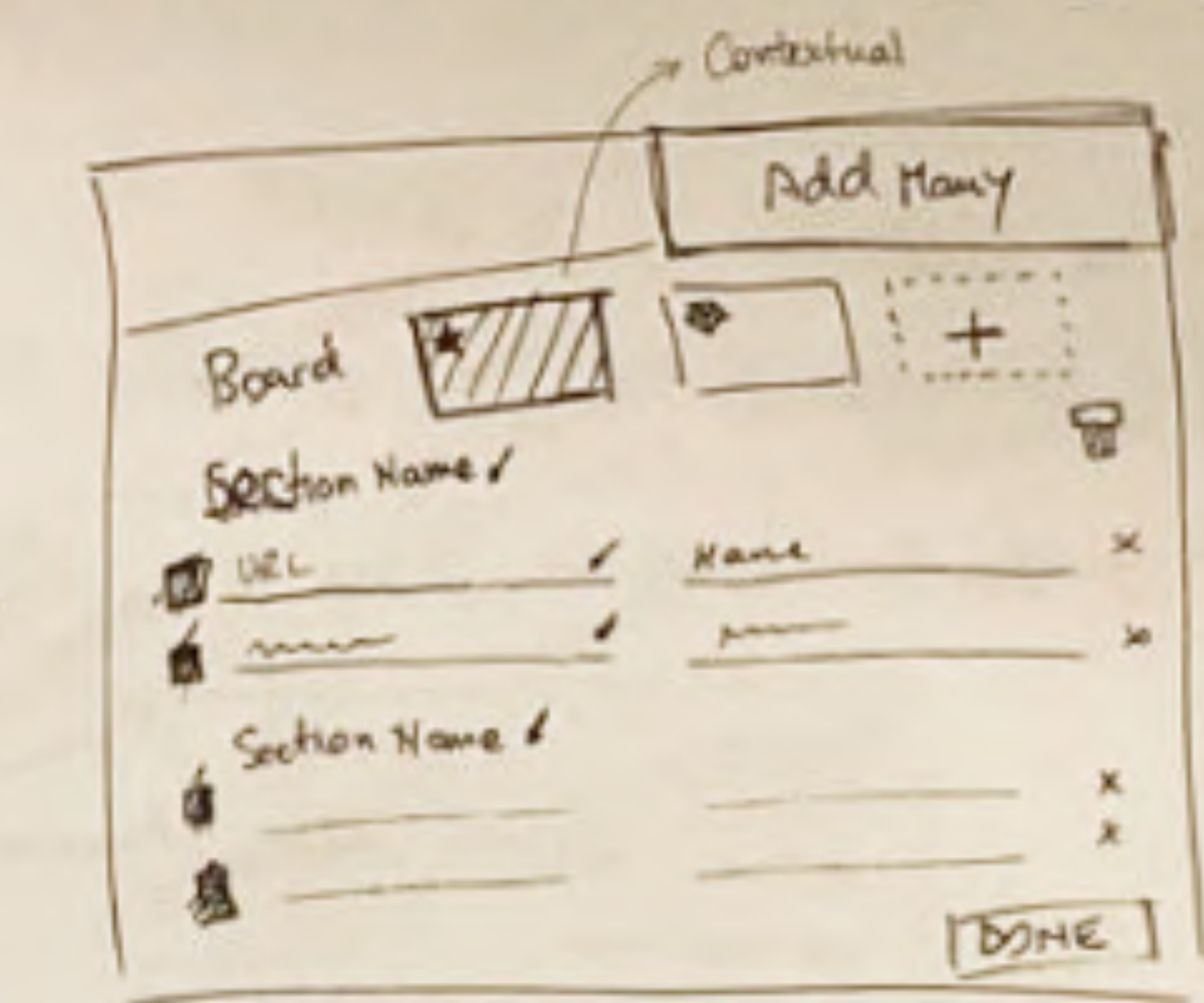


Q Search



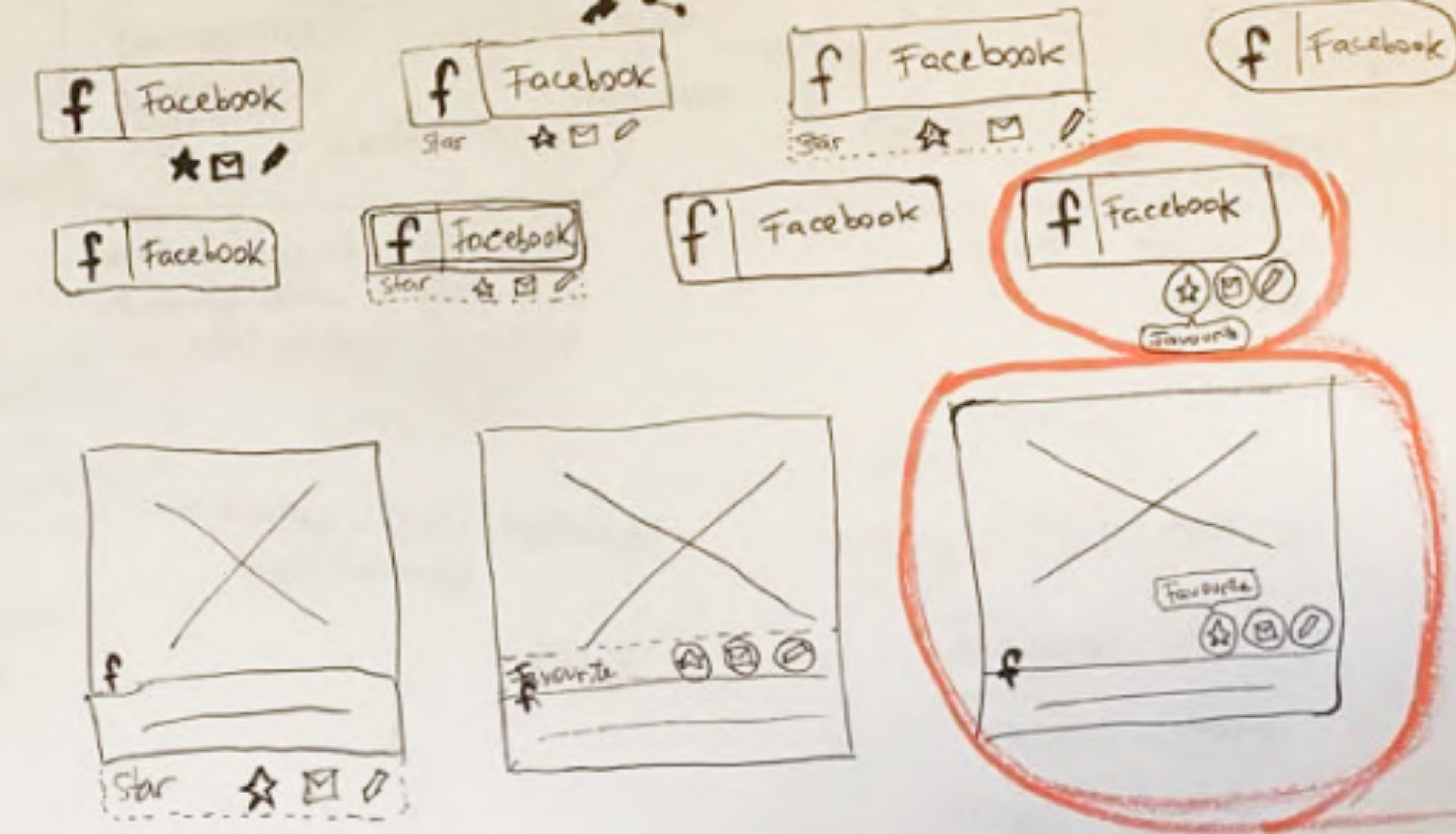
BOOKMARKS: Links again
PAGES:

BULK ADD/IMPORT



TILES

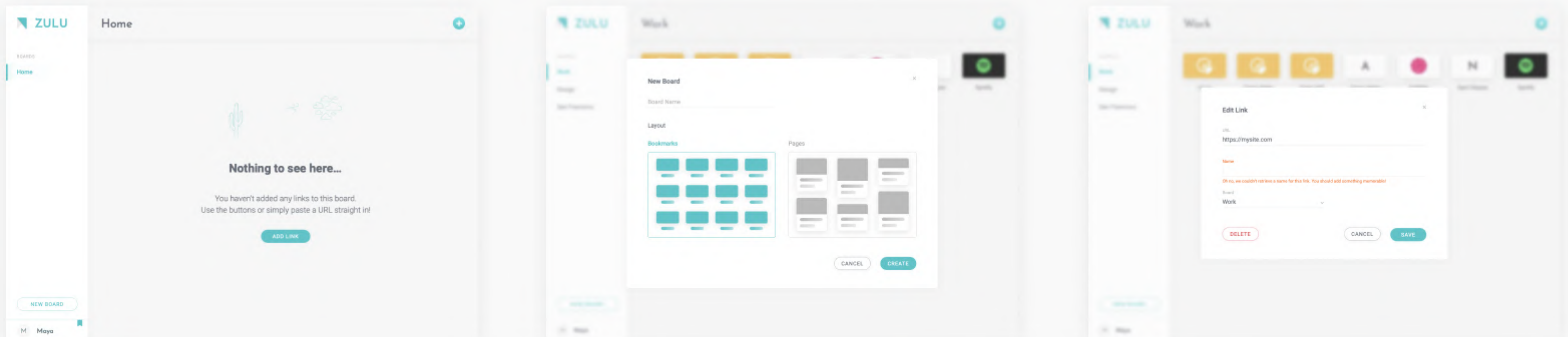
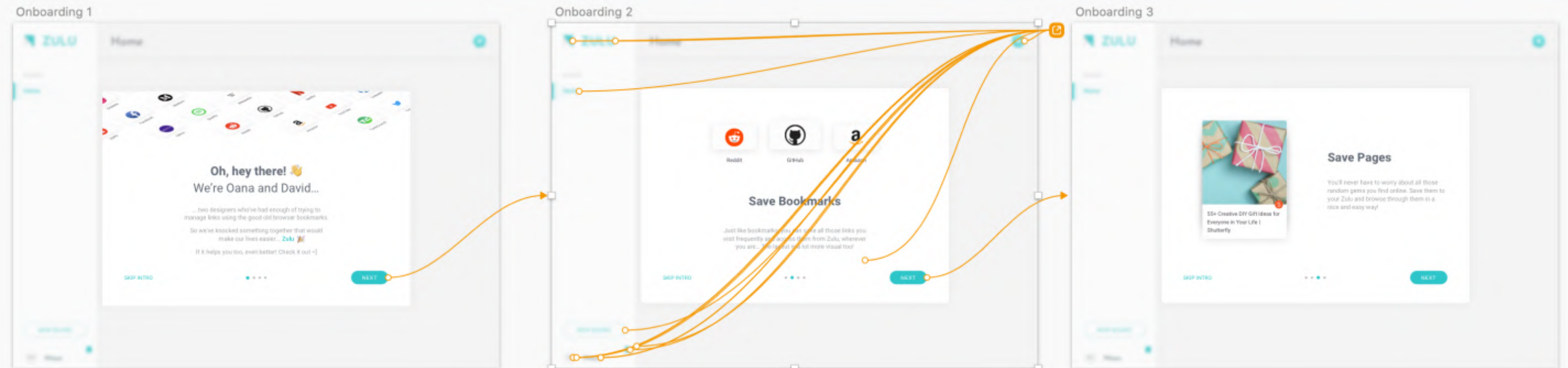
- Visual Name URL [Tags] [Description] Date Added Times clicked [Read/unread?] Type? (eg video...) Platform? (eg Youtube...) Logo
- Share? Email?
- Star/Unstar?
- Edit
- Remove
- Move? to section/board?
- Drag?
- Make Gem?
- Stick to top
- Mark as read/unread?
- Edit
- Remove
- Move to board?
- Make Pin?
- Drag?
- Share/Email?

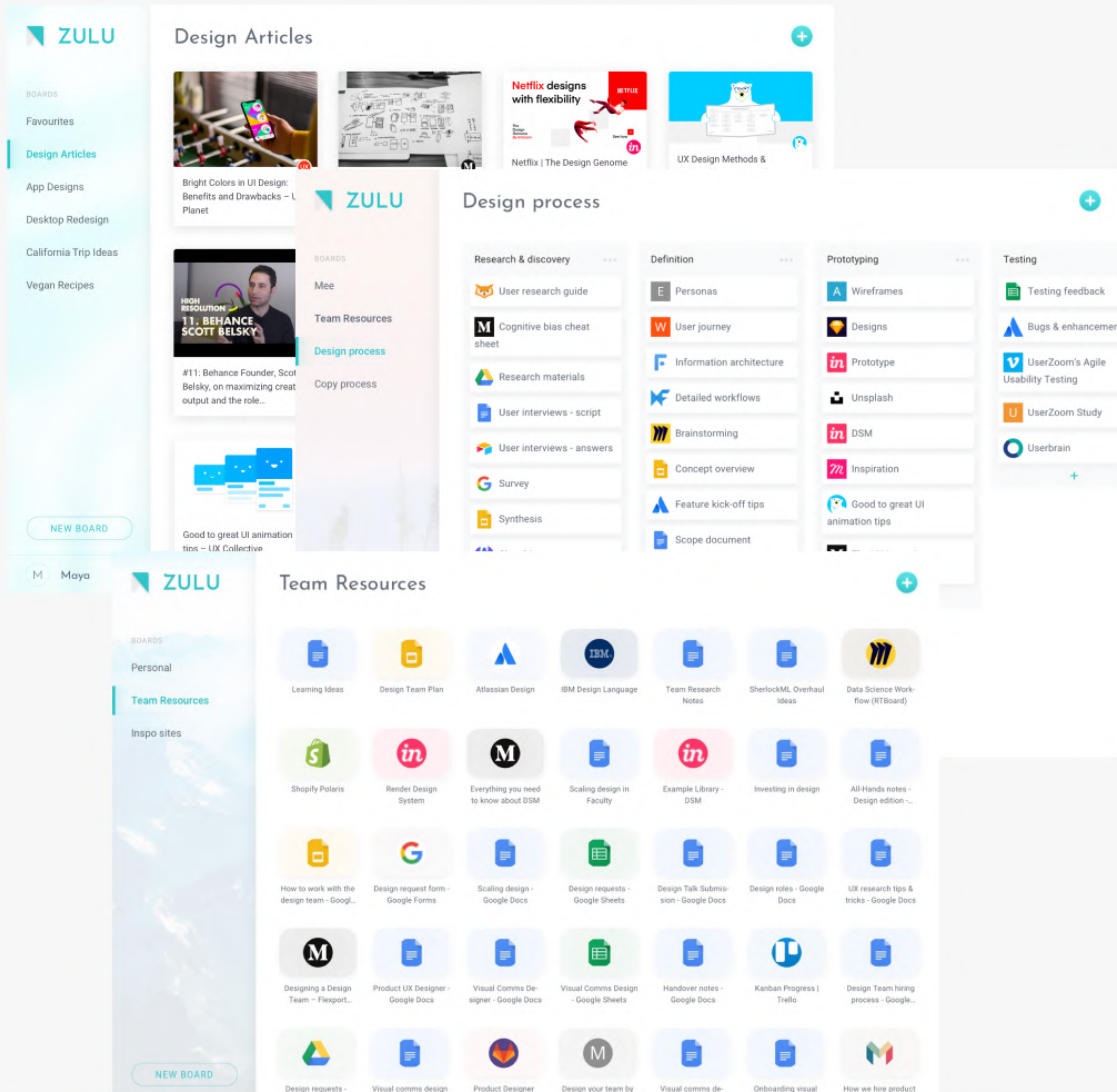


Desktop prototype

Moving into UI design, I iterated the look and feel of the login page, the onboarding flow, and of the features to manage boards and links. I added interactions and designed animations and transitions, which were then implemented in the live product.

Though subtle, those design details add visual depth and create an impression of sleekness, which has been highlighted by users.





High-fidelity mockups

