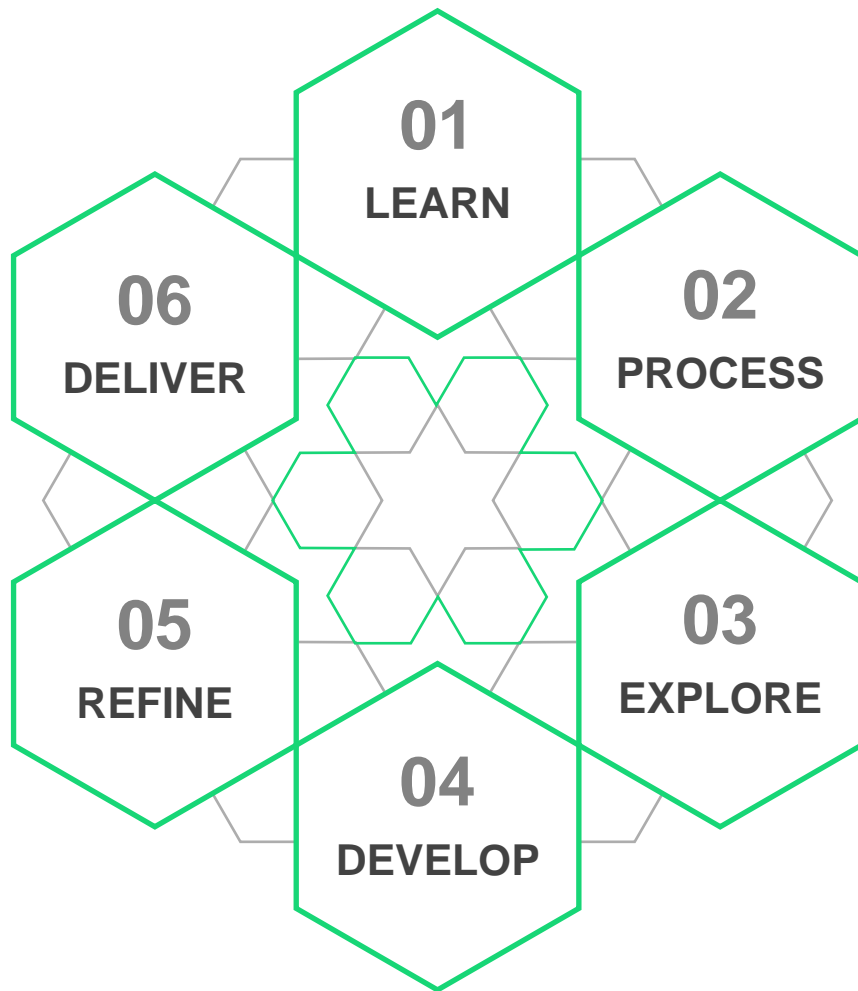**Younes Hadry**

Product Designer

Portfolio

Selected Samples 2016

PRODUCT JOURNEY

01 LEARN

Collect information
Analyze behaviors
Setup personas
Setup product goals

02 PROCESS

User journey
Map screen info
Red route analysis
Low-fidelity Wireframing

03 EXPLORE

Diagram
Low-fidelity prototyping
Intern testing
Possible states

04 DEVELOP

General UI components
Specifications
High-fidelity prototypes
Moodboard & UI overview

05 REFINE

MVP & testing
Final UI prototypes
Etiquette
Styleguide

06 DELIVER

Analytics
Checking product goals
Conversion rate optimization
Growth Hacking

01 LEARN
02 PROCESS
03 EXPLORE
04 DEVELOP
05 REFINE
06 DELIVER

CASE STUDIES

01 Booking Bricks

SAAS platform for managing rental objects in Europe, such as cabins, single rooms and appartements.

02 Product Manager

Web based application that acts as a back-office for managing products.

03 Customer Manager

Web based custom solution for retail stores to manage their customers.

04 Schedulr

iOS mobile application for iPad and iPhone, built for retail businesses to track and manage their customer appointments.

05 botDB

Part product database, part futurist dream, botDB is building the world's authoritative database for consumer robotics, growing to include 3D Printers, Drones, and more.

01 Booking Bricks
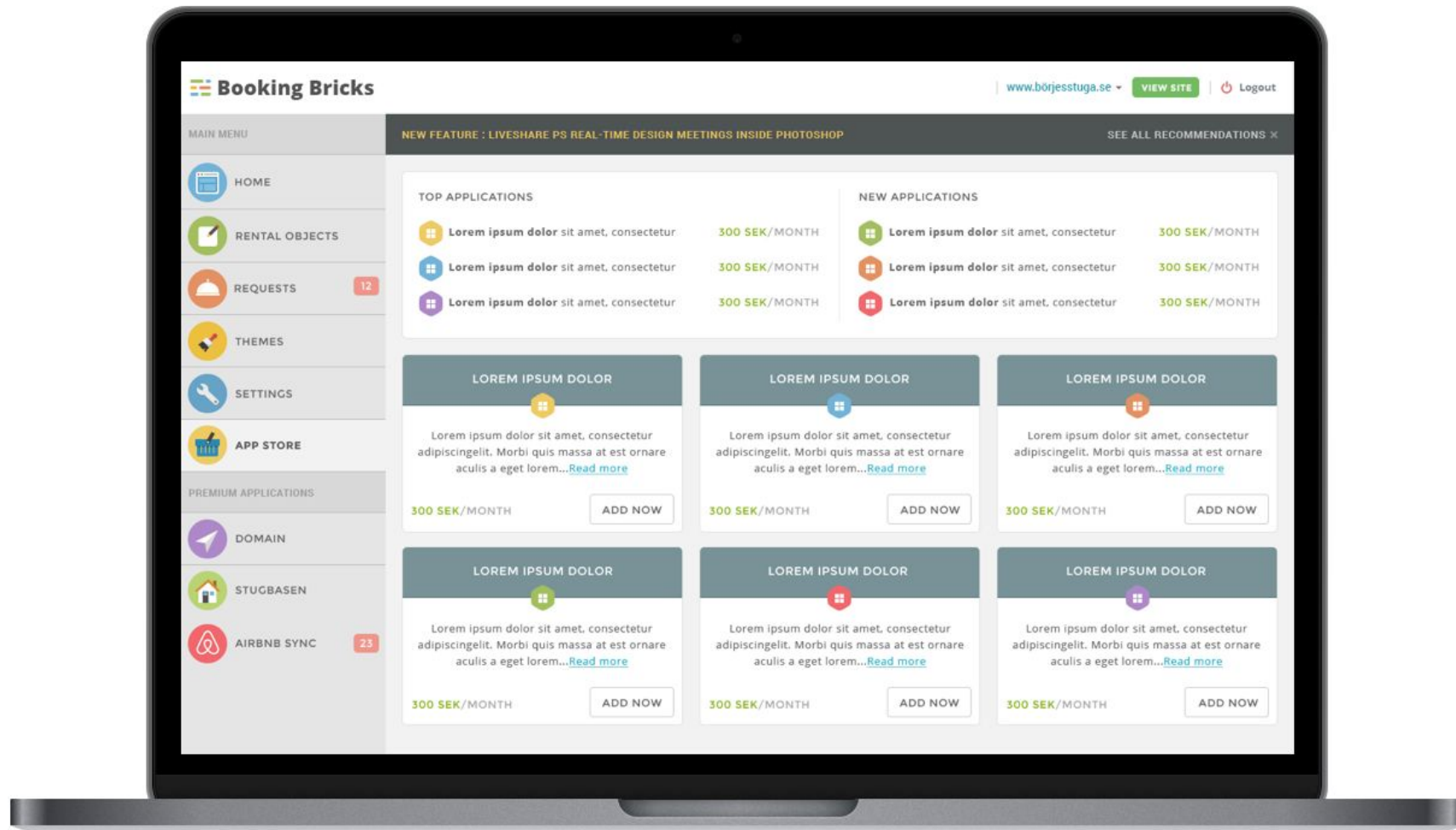
Date
August 2014

Platform
Web / SAAS

Challenge
Create an easy to use & visually appealing web application and landing page in order to maximize user adoption.

What I did
Information Architecture, Wireframing, UI Design.

BOOKING BRICKS

ABOUT US   FEATURES   THEMES   LOGIN

GET YOUR RENTAL BOOKING SITE FOR FREE.

The best and easy web solution to rent your properties.

Subscribe today and get your rent website done in 3 minutes.

Free of charges, It costs nothing to start.

Get Started

Free website with online booking functionality

Now it's easier than ever for you to rent out your vacation home!

WEBSITE SCREENSHOT
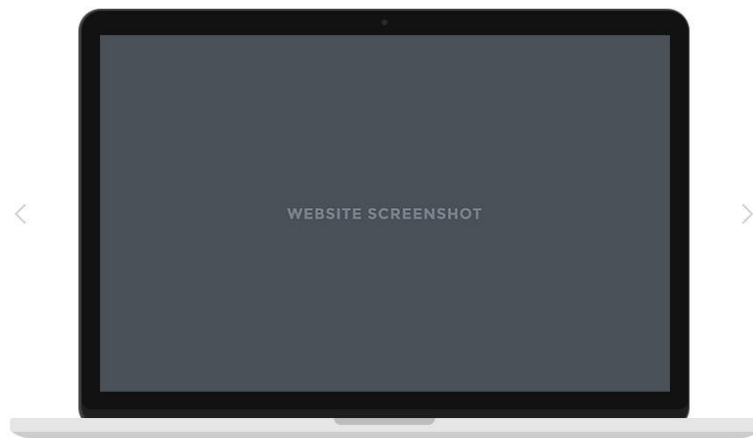
Get Started

Checkout

📋 **Your Order**

CONTINUE

PROPERTY	CHECKIN DATE	CHECKOUT DATE	TOTAL BILLED
North Östersund cabin	23 Aug 2014	30 Aug 2014	4541 SEK

GO BACK

1 Your personal informations

COMPLET NAME Lorem ipsum dolor sit amet igur salit

ADRESS Lorem ipsum dolor sit amet igur salit

EMAIL ADRESS Lorem ipsum dolor sit amet igur salit

TRAVEL DESCRIPTION Lorem ipsum dolor sit amet igur salit

PHONE NUMBER Lorem ipsum dolor sit amet igur salit

2 Your payment informations

VISA MasterCard
○ CREDIT CARD

PayPal
○ PAYPAL ACCOUNT

○ CASH

Dashboard

Todo's Feed 7

📦 You have 2 new orders waiting for your approval

⌨ You haven't write "About" text yet, start writing it.

📅 You haven't updated you calendar in 1 month, lets do that !

💬 You haven't done a status on Facebook, time to do that !

📦 You have 1 new order waiting for your approval

💬 You haven't done a status on Facebook, time to do that !

⌨ A listing's text description still need to be done

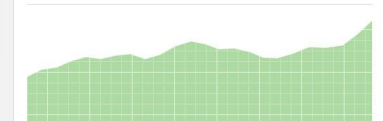💬 You haven't done a status on Twitter, time to do that ! ✓

💬 You haven't done a status on Facebook, time to do that ! ✓
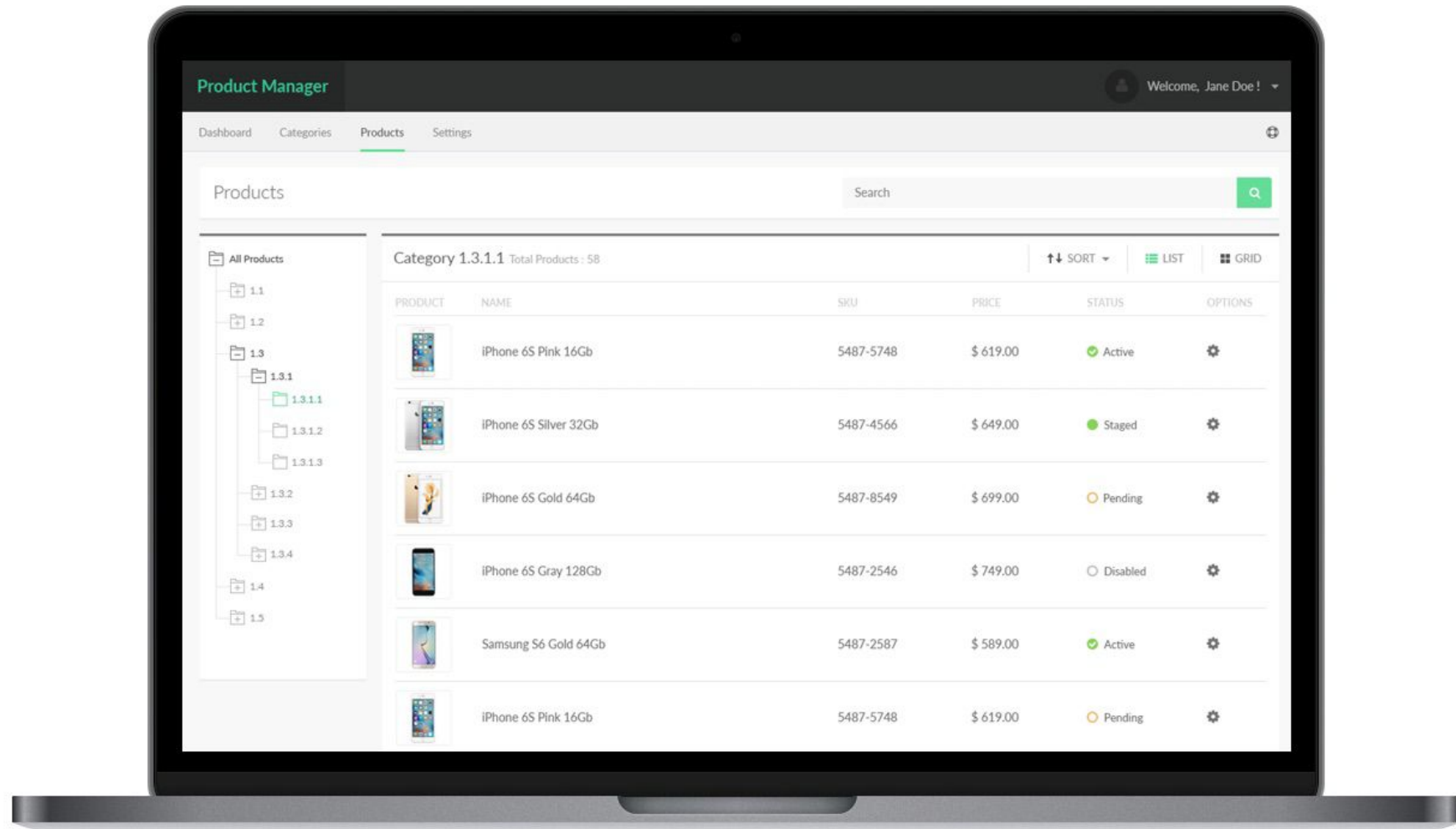
Booking Inquiries : 2

Total Revenue : **3726 SEK**   +20%

Monthly Views : **365**   +20%

02 Product Manager

Date

February 2016

Platform

Web / Custom

Challenge

The most used screen should fit up to 130 form inputs and reduce the average session duration.

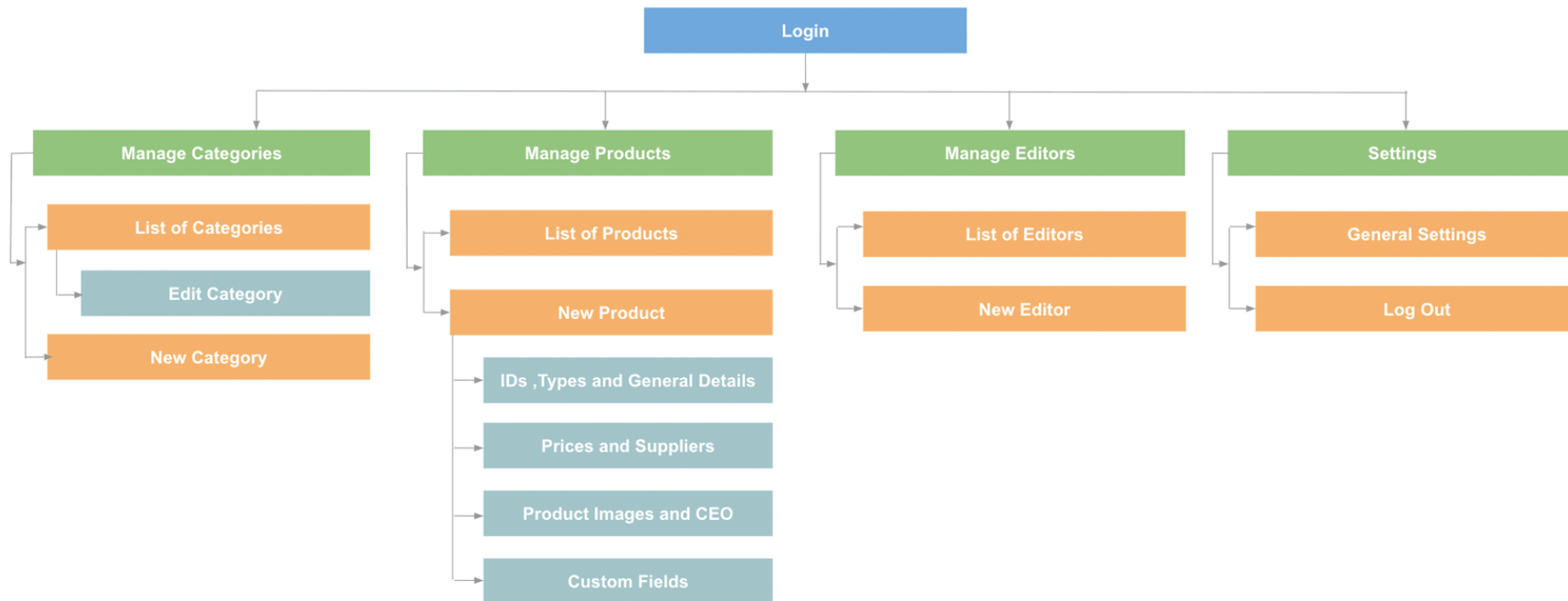**What I did**

Information Architecture, Wireframing, UI Design, Red route analysis, Front-end development

02 Product Manager

```
                                    ┌──────────────┐
                                    │    Login     │
                                    └──────────────┘

┌─────────────────┐   ┌─────────────────┐   ┌─────────────────┐   ┌─────────────────┐
│ Manage Categories│   │ Manage Products │   │  Manage Editors │   │    Settings     │
└─────────────────┘   └─────────────────┘   └─────────────────┘   └─────────────────┘

   ┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
   │List of       │      │List of       │      │List of       │      │General       │
   │Categories    │      │Products      │      │Editors       │      │Settings      │
   └──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘

   ┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
   │Edit Category │      │New Product   │      │New Editor    │      │Log Out       │
   └──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘

   ┌──────────────┐      ┌──────────────────────────┐
   │New Category  │      │IDs ,Types and General    │
   └──────────────┘      │Details                   │
                         └──────────────────────────┘

                         ┌──────────────────────────┐
                         │Prices and Suppliers      │
                         └──────────────────────────┘

                         ┌──────────────────────────┐
                         │Product Images and CEO    │
                         └──────────────────────────┘

                         ┌──────────────────────────┐
                         │Custom Fields             │
                         └──────────────────────────┘
```

Map screen info

Gathering product information based on stakeholder documents. This map is highlighting the first navigation diagram, used to avoid dead ends. It's also a good reference for the development team to forecast a lean implementation of screens and features.

02 Product Manager

Product Manager | Welcome, Jane Doe !

Dashboard | Categories | Products | Settings

Catgeory Manager | SAVE

All Products
- 1.1
- 1.2
- 1.3
  - 1.3.1
    - 1.3.1.1
    - 1.3.1.2
    - 1.3.1.3
  - 1.3.2
  - 1.3.3
  - 1.3.4
- 1.4
- 1.5

Category 1.3.1.1 — All Products / 1.3 / 1.3.1 / 1.3.1.1

Category Details

Image — Drag a file here or Choose File

Category Name — Smart Phones

URL — http://www.google.com/smartphones

Description

Parent Category — Phones

Active from | Active to | Ongoing

SEO

Page Title — Smart Phones

Keywords — ADD

Description

Selected keywords :
Retina Display ✕ | Voice recognition | Waterproof
Touch ID | Fast LTE | Fast WIFI | Samsung
Mobile Phones | iPhone 6S

Category Products

Total Products : 20 | ‹ 1 2 3 4 5 ›

PRODUCT	NAME	SKU	PRICE	OPTIONS
	iPhone 6S Pink 16Gb	5487-5748	$ 619.00	⚙
	iPhone 6S Silver 32Gb	5487-4566	$ 649.00	⚙
	iPhone 6S Gold 64Gb	5487-8549	$ 699.00	⚙
	iPhone 6S Gray 128Gb	5487-2546	$ 749.00	⚙
	Samsung S6 Gold 64Gb	5487-2587	$ 589.00	⚙
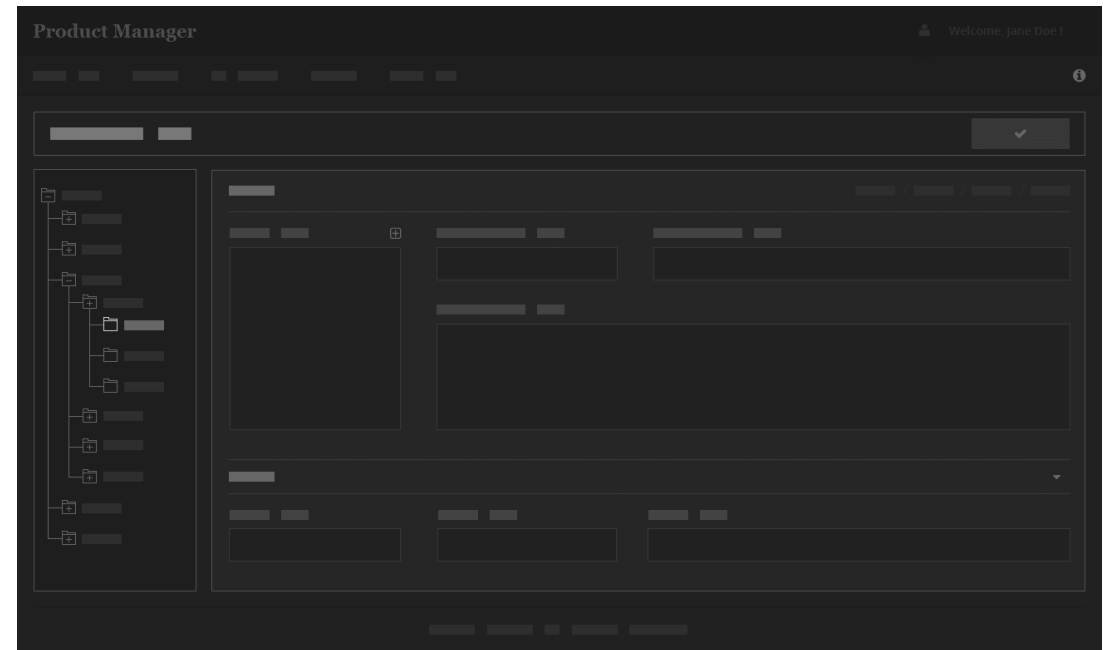
Wireframing

Explore the possibility of key features and make the ideas go visual.
I used Invisionapp to prototype screens with a set of functions that deliver 80% of the product's value.
The folder tree is a key feature to display main and sub categories of products.

High-fidelity prototype

Gathering product information based on stakeholder documents.

02 Product Manager

Interaction

I used Invisionapp to include features interaction into the high fidelity prototype. Keeping everything in one place is important to avoid any confusion and gives a great idea about the final product.
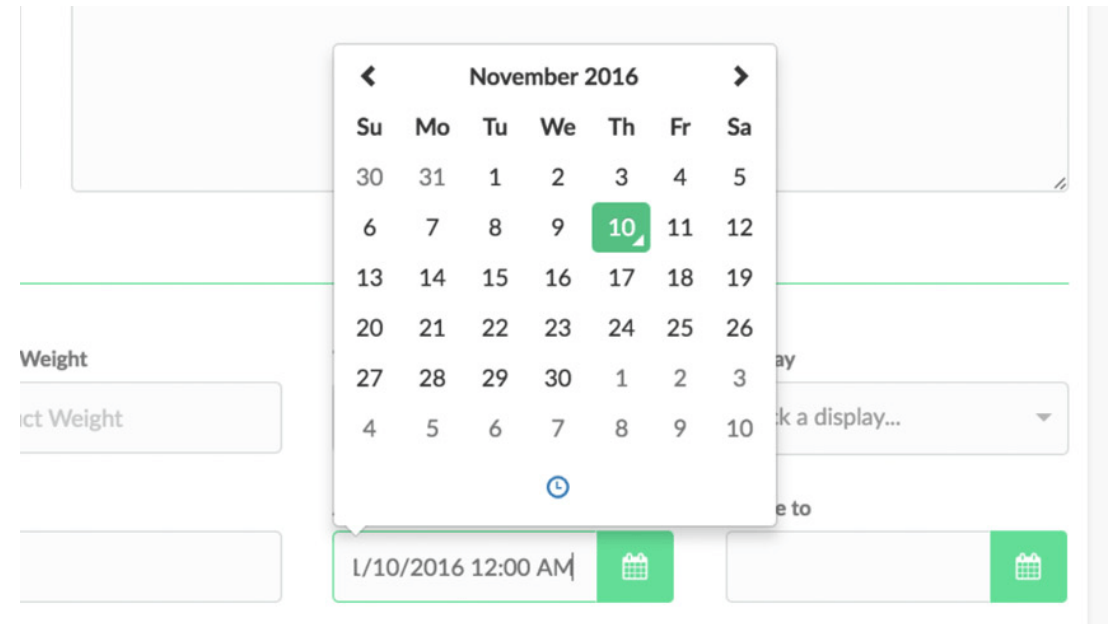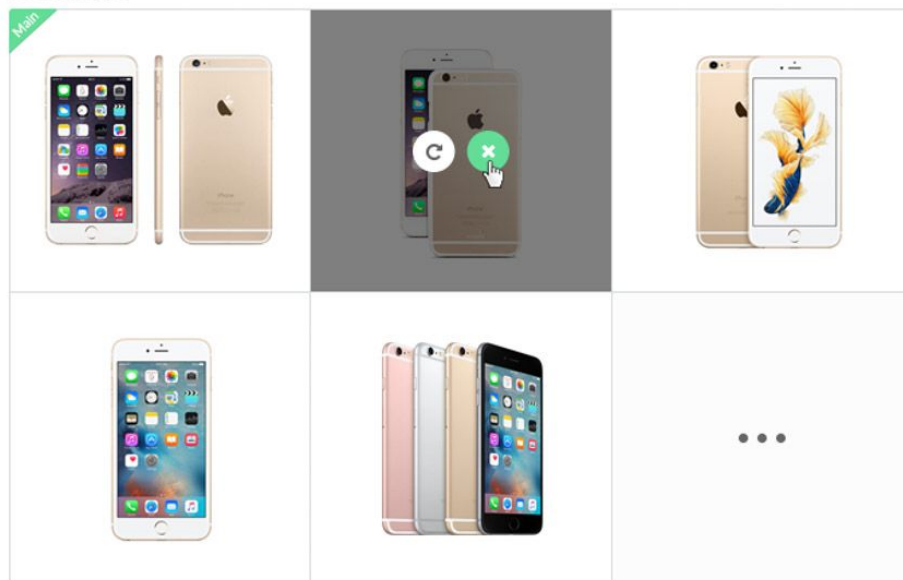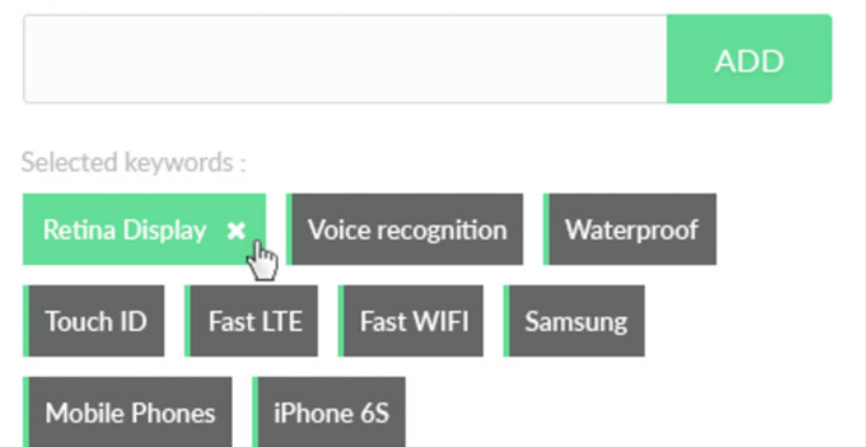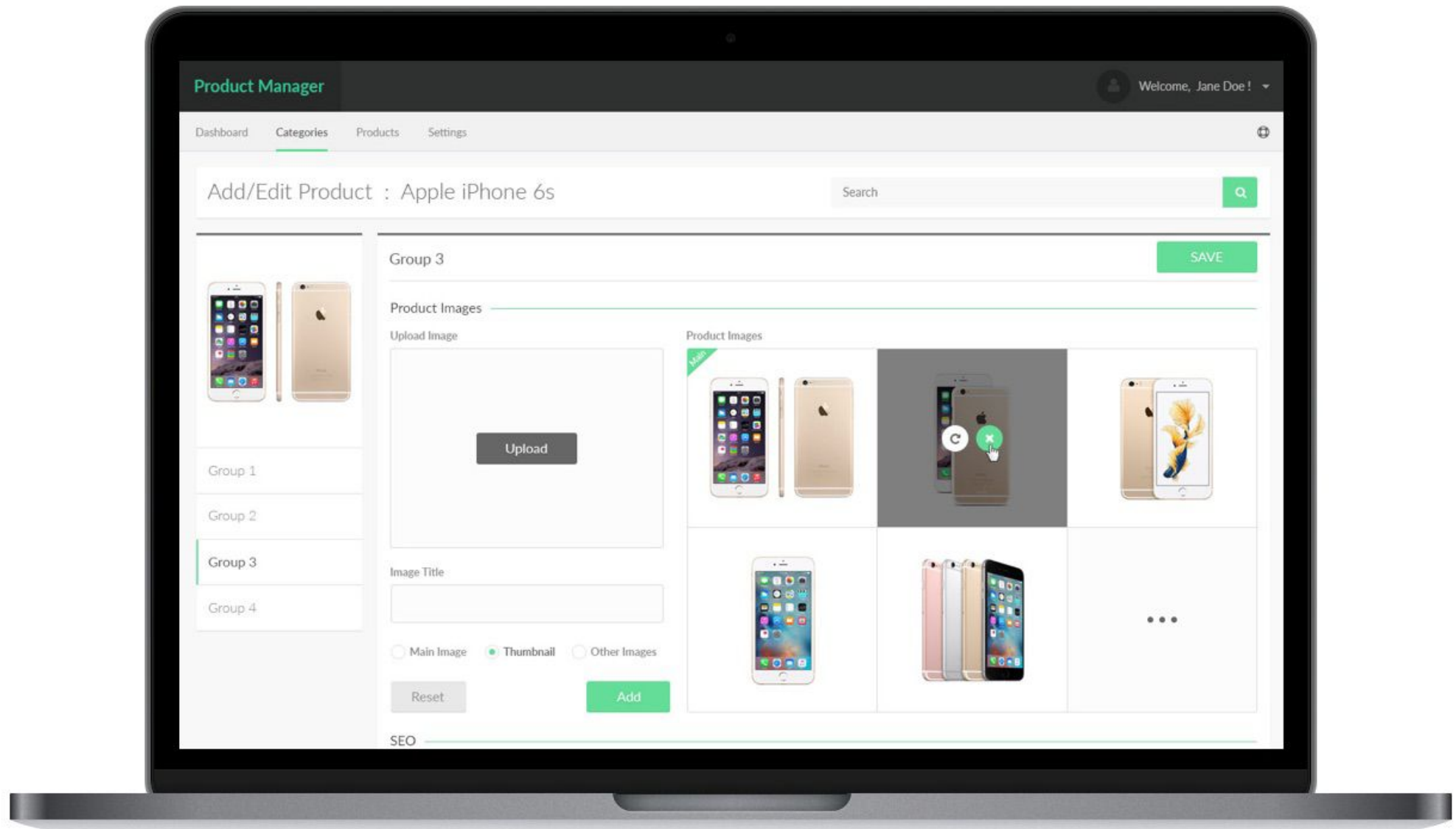
02 Product Manager

Front-end development

Delivering production-ready HTML5/CSS3 code that match W3C standards

03 Customer Manager
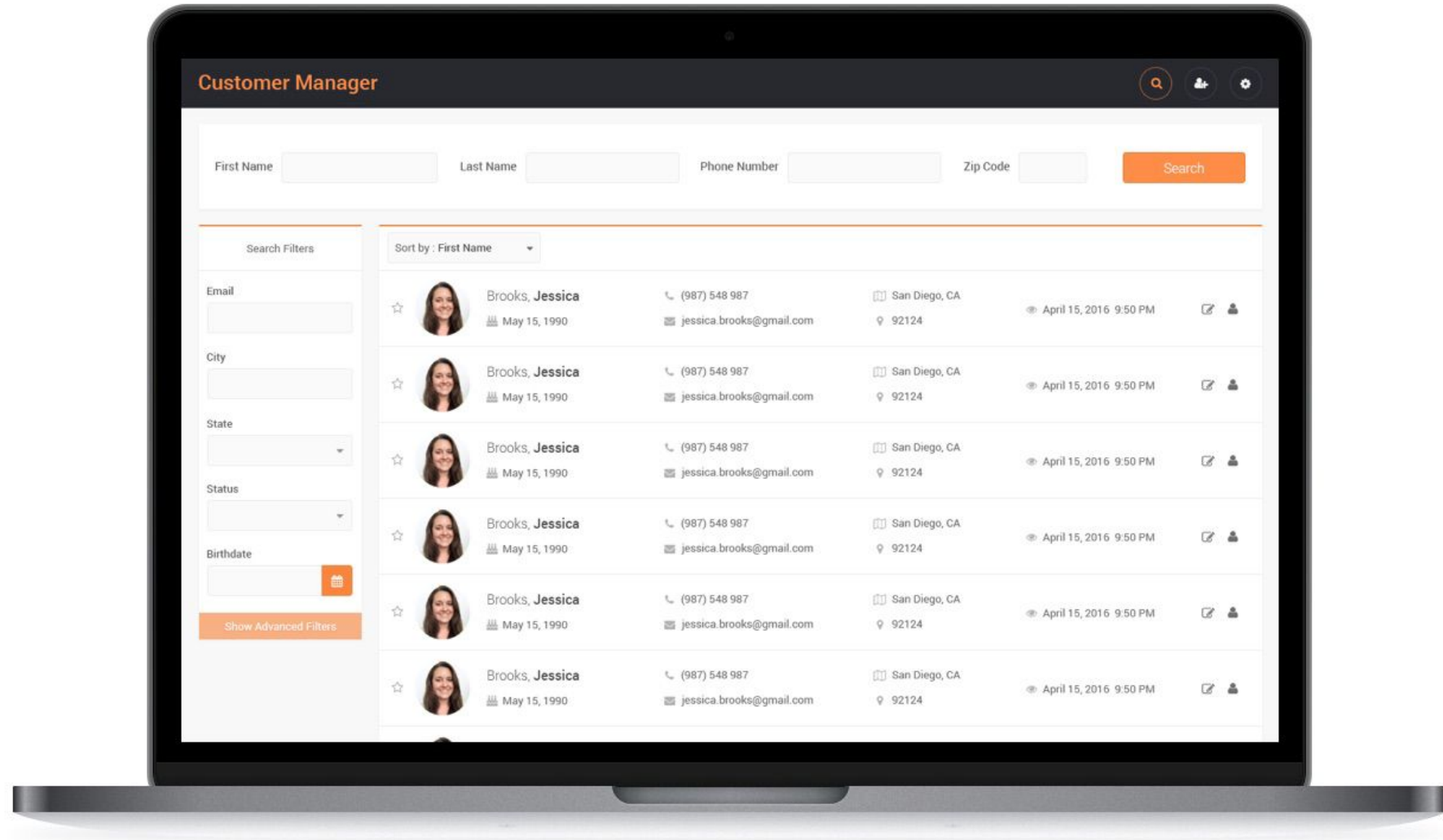
Date
May 2016

Scope
Redesign a web based custom application to manage customers of a retail store to follow the same modern direction of the company's custom solutions

Platform
Web / Custom

What I did
Information Architecture, UI Design, UX Design.

03 Customer Manager

Search Engine

Customers / Results

Customer Profile

Add / Edit Customer

Customer Information

Customer Stats

Customer History

Communication Feed

Create / Send Email

Campaigns center

Phone Call Modal
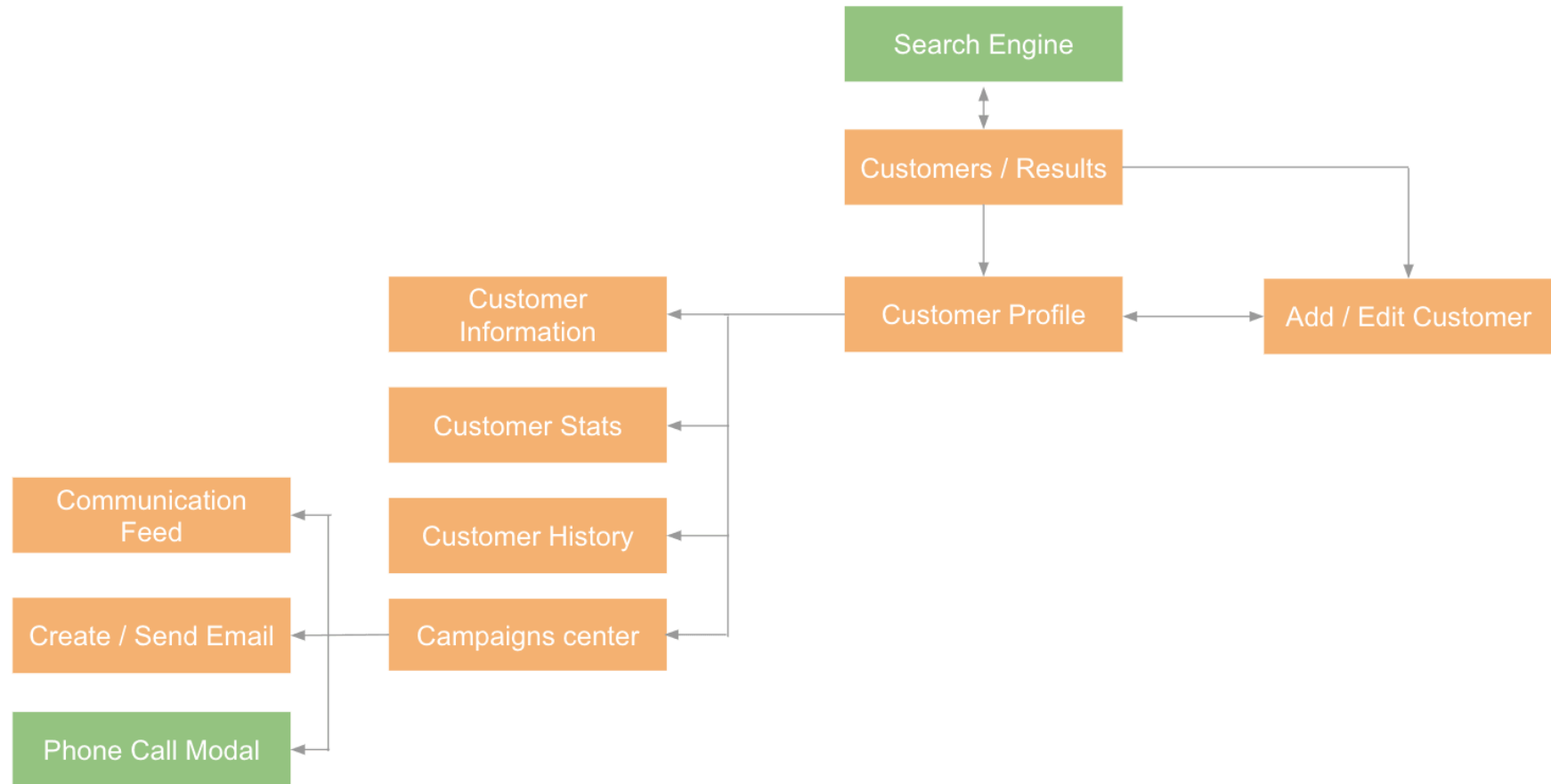
Map screen info

Develop UX by improving navigation paths and adding a new feature of Communication feed.

03 Customer Manager

Product Redesign

The redesign of an existing product is very challenging, the application should look and feel better while keeping the previous features. The good news is: there is a good amount of analytics data and users feedback to boost the application's efficiency.
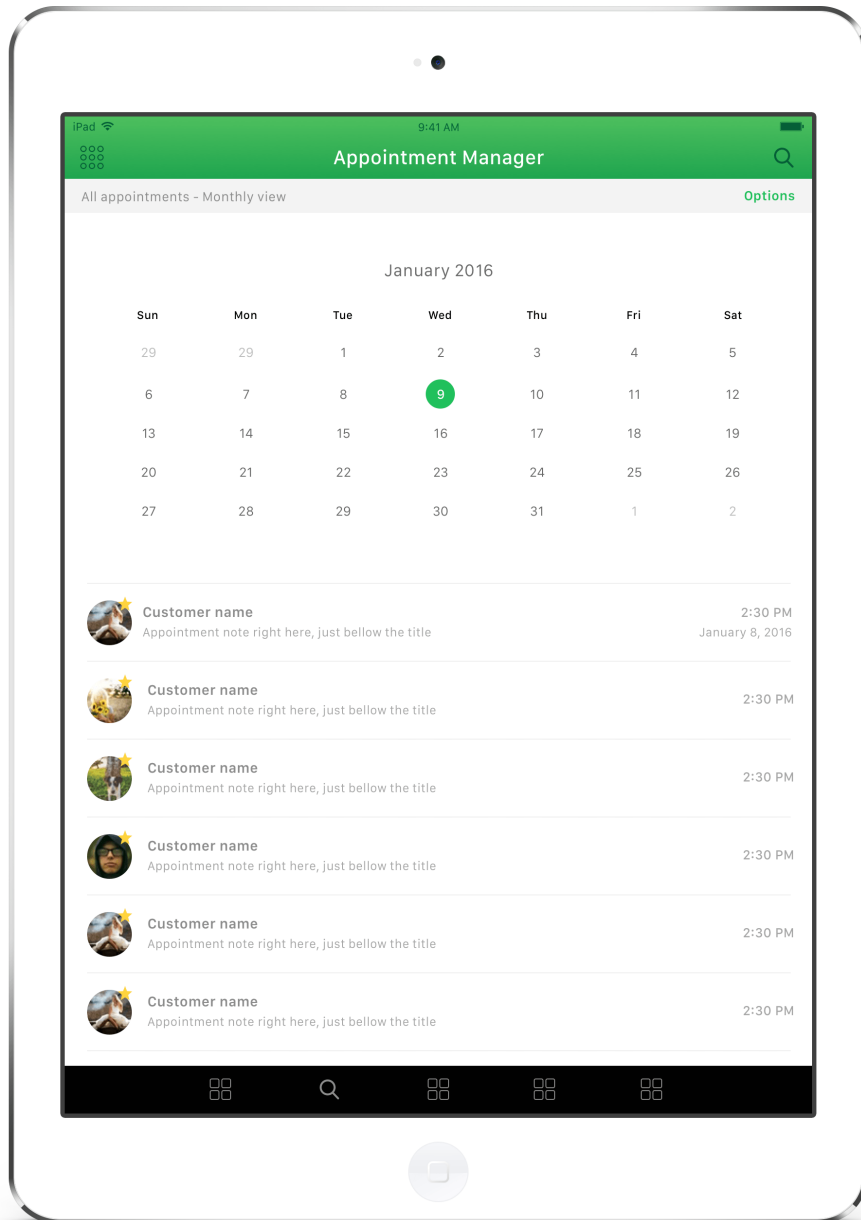
03 Customer Manager
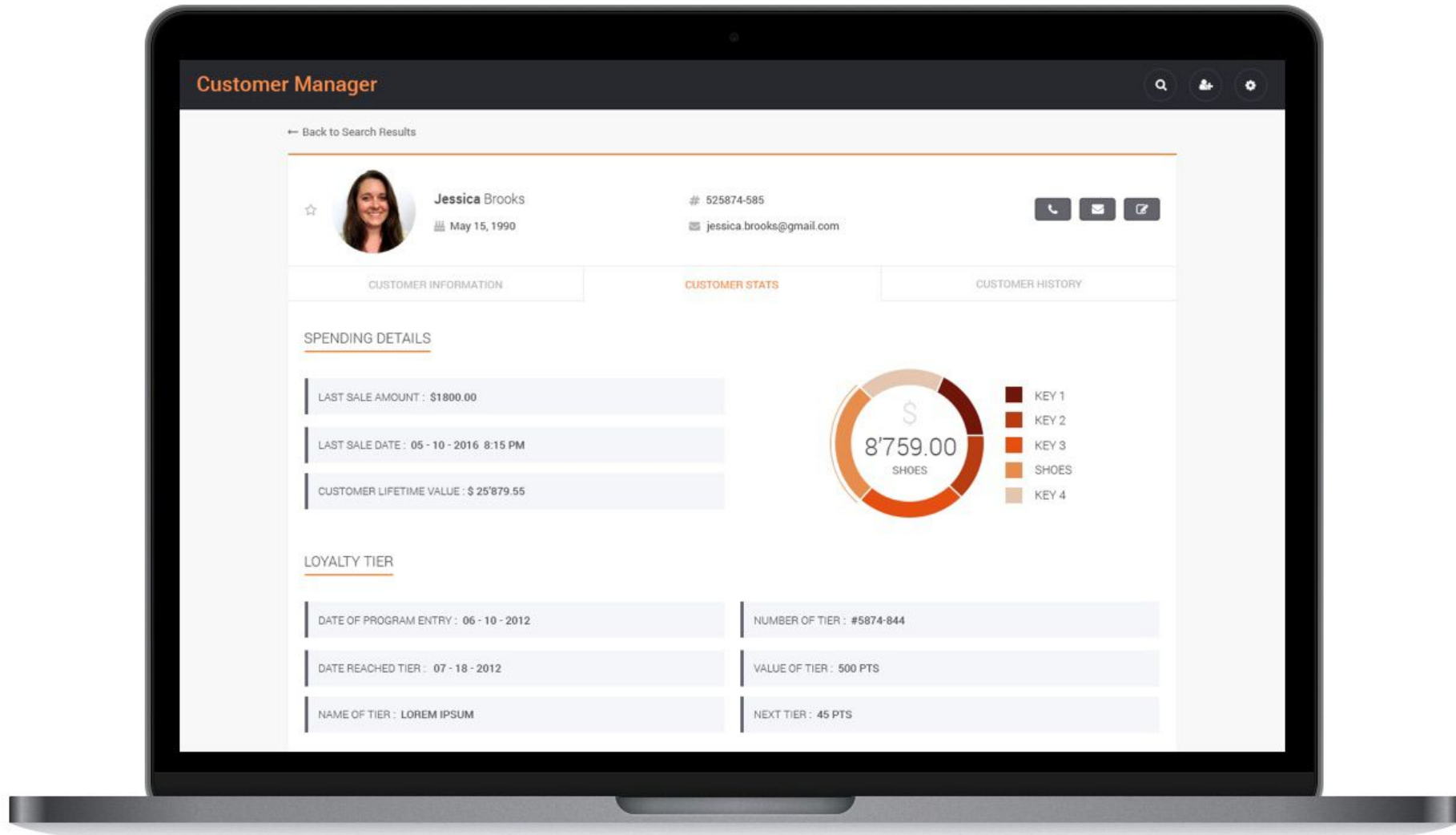
Data Visualization

Create visually-appealling charts that could be easily implemented in the code, It's important to discuss this design decision with the developer to be on track of the UI feasability.

04 Schedulr (WIP)

Scope

Appointment Manager is an iOS mobile application project, aiming to create an efficient tool for store managers and sales associates to track and manage their customer appointments.

Challenge

Create a performant and flexible iOS10 application that can be easily used by three user types, related by a business hierarchy.

Role

Product Design, Information Architecture, UX Design, UI Design

Tools

Sketch, Adobe Illustrator, InvisionApp.

04 Schedulr

User Group 1 : Associates

Emily

Demographics :

Sales Associate
23 years old
College undergraduate

Key Characteristics :

→ Initiative and the ability to focus on opportunities and solutions;

→ Tend to not have excuses for a situation and take action when situations require action;

→ Determined to win and willing to take risks.

User Story / Tasks :

→ Respond to customers calls and emails and take appointments;

→ Welcome clients and guide them through their shopping experience.

Goals :

→ Anticipate customers needs and keep tracking the upcoming appointments;

→ Reach customers satisfaction through good shopping experience.

Frustrations :

→ Needs to be alerted when an appointment is upcoming;

→ Afraid to forget the customer's details (name, expressed need...)

User Group 3 : Brand Managers

David

Demographics :

Brand Manager
48 years old
Master degree in Marketing

Key Characteristics :

→ Strong analytical skills and data-driven thinking;

→ Comfortable working with numbers, metrics and spreadsheets;

→ Drive for results and leaderships skills.

User Story / Tasks :

→ Monitor stores performance;

→ Analyze feed of appointments of each store and compare stores performance;

→ Define access permissions for store managers.

Goals :

→ Manage customer journey and each connection with brand;

→ Provide Stores and managers with what is needed to provide the best experience to customers

Frustrations :

→ Providing technology to stores to enhance the brand experience while re-training staff due to turn over
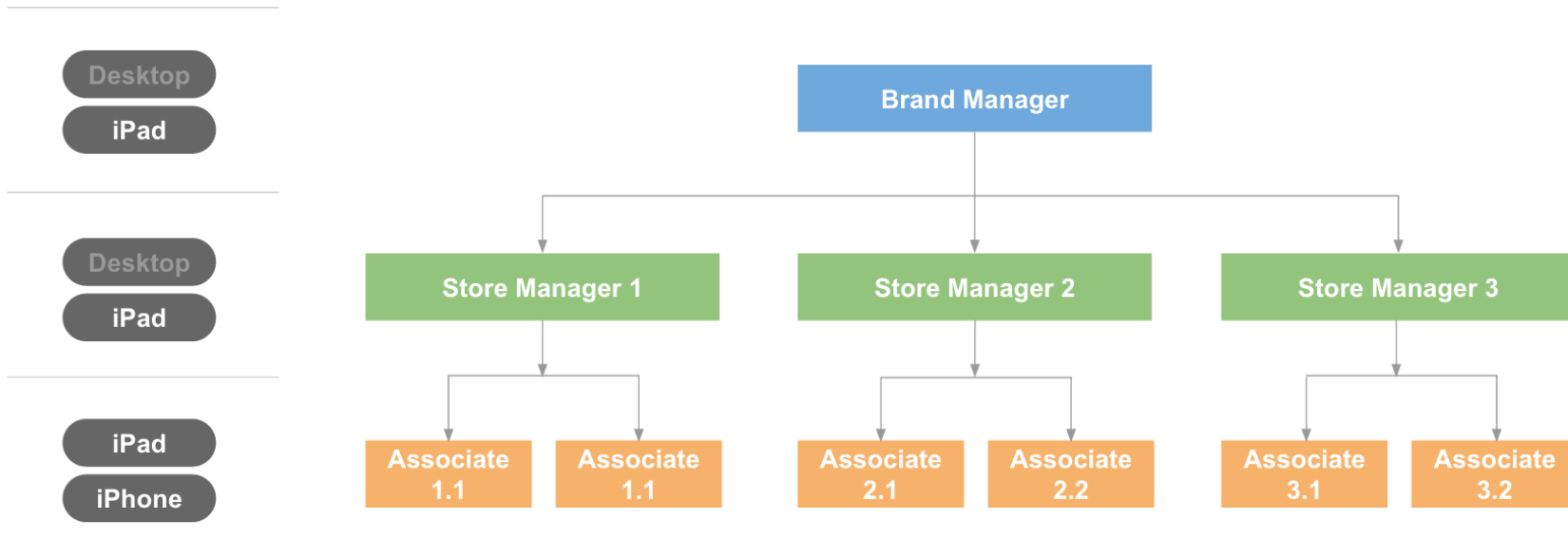
User Research : Personas

This is the type of applications that has very specific target users, it is very important to list their tasks, their goals, their struggles and their needs.

Schedulr app serves three primary user groups (sales associates,store managers and brand managers) related by business hierarchy.

User role hierarchy

This document aims to show the hierarchical structure that organize the user groups

Desktop

iPad

Desktop

iPad

iPad

iPhone

Brand Manager

Store Manager 1

Store Manager 2

Store Manager 3

Associate 1.1

Associate 1.1

Associate 2.1

Associate 2.2

Associate 3.1

Associate 3.2

User Research : Role hierarchy

Each user group has specific appointment-related tasks, goals and frustrations. The three groups are going to use the same application, with different access to the features. Therefor, they have similar tasks and needs (such as accessing the customer information)

Red Route Analysis

	Used by Few	Used by Some	Used by Many	Used by Everyone
Daily Use	• View appt metrics	• Add new appt • Assign appt to associates	• Monitor appt. Activities • View customer details	• View appts • View customer details
Weekly Use	• Compare store perf	• Monitor Associate perf	• Search Associate	
Monthly Use		• View/Edit appts types • New store alert • Schedule store alerts		• View store details
Rare Use	• Add new store • Add new appt. Type • Transfert associates	• Edit appts types • Add/Edit associates	• View associate profile	

Red Route Analysis

Red Route Analysis prioritize the user experience for common tasks, so the ones used frequently by most users could be easily accomplished.
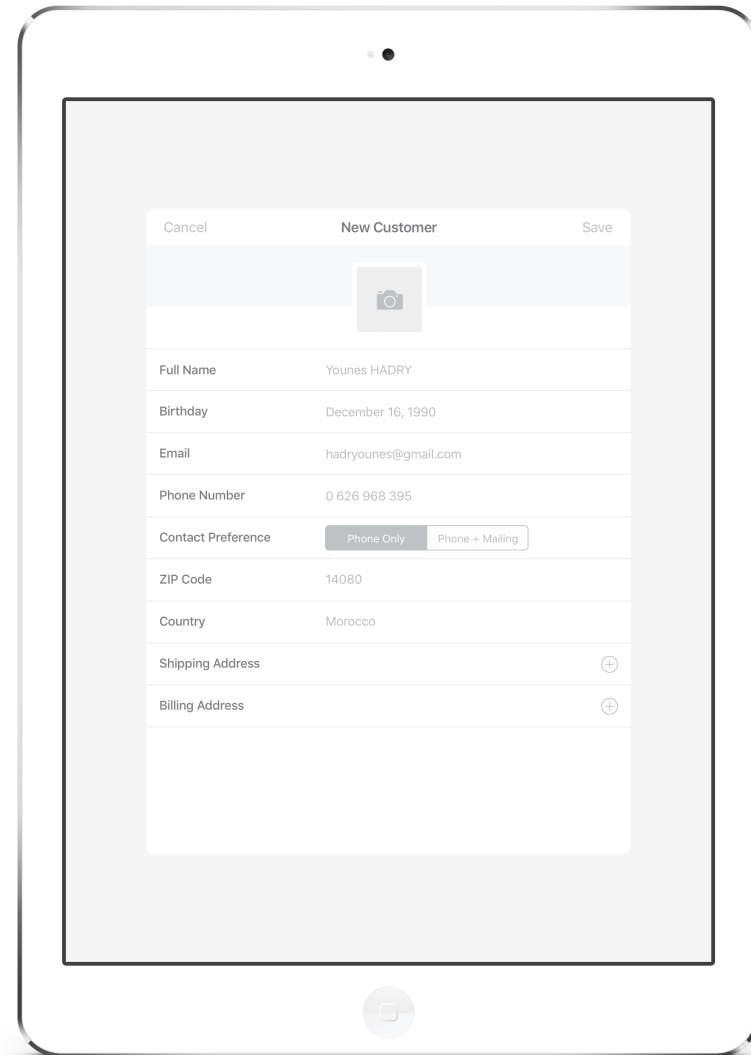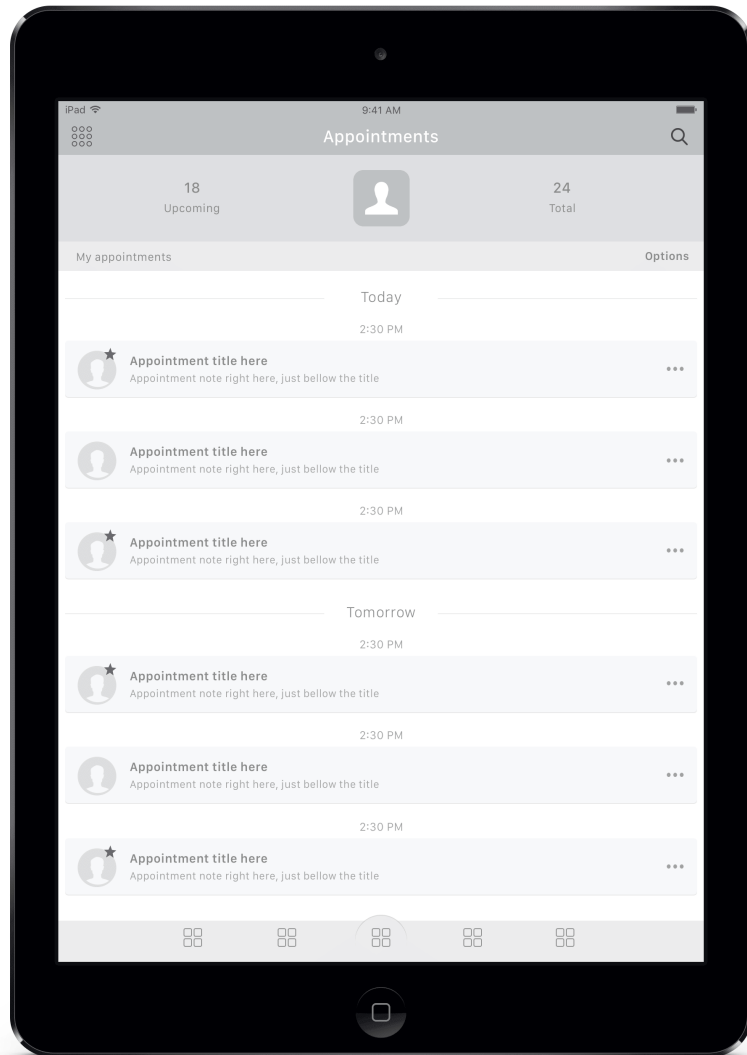
04 Schedulr
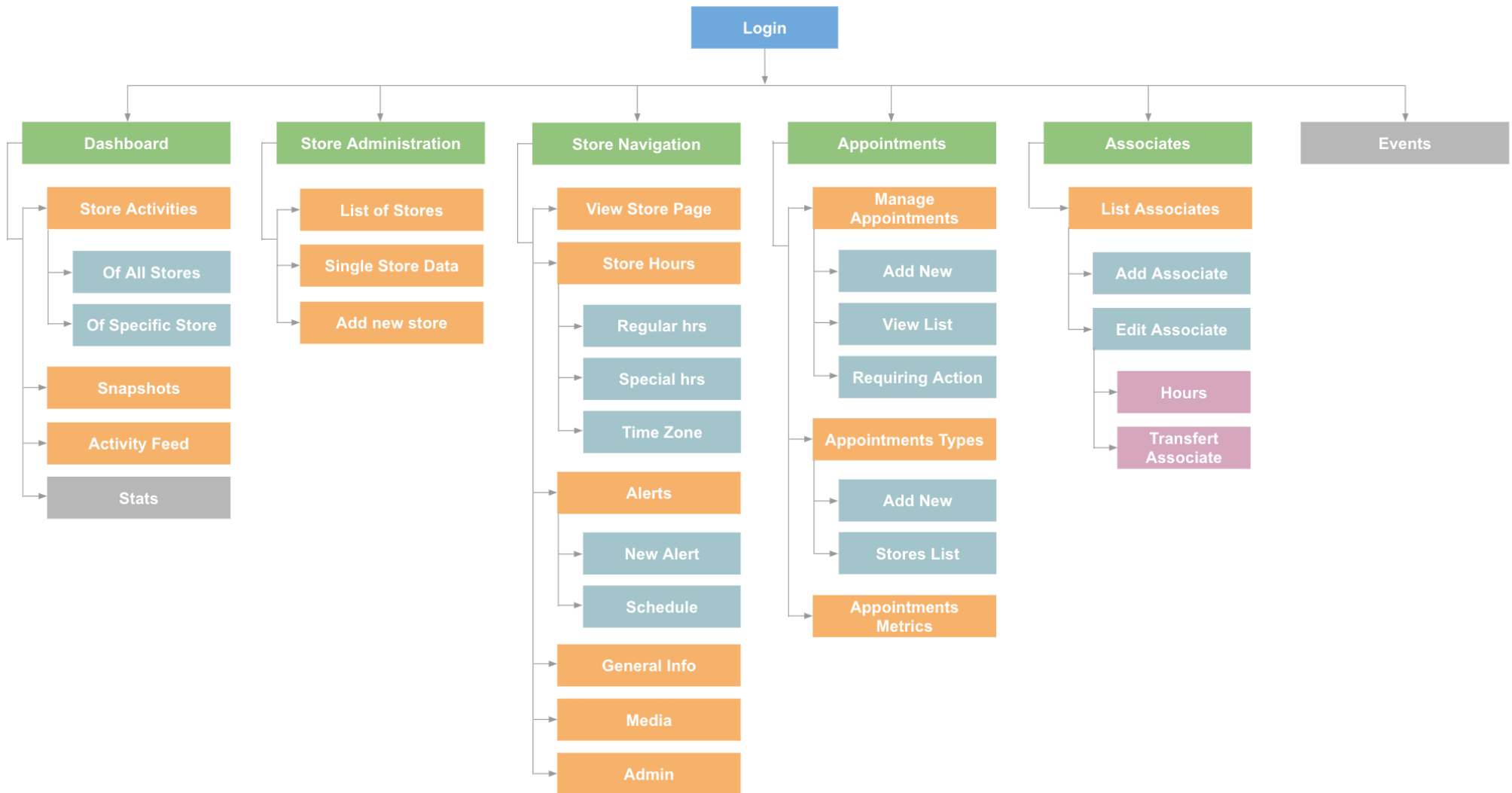
Information Architecture

Build a map of application for each user type from the project specifications and user data that was gathered during User research phase.

After confirming each user type's features, this general map was created as the first diagram of the application.
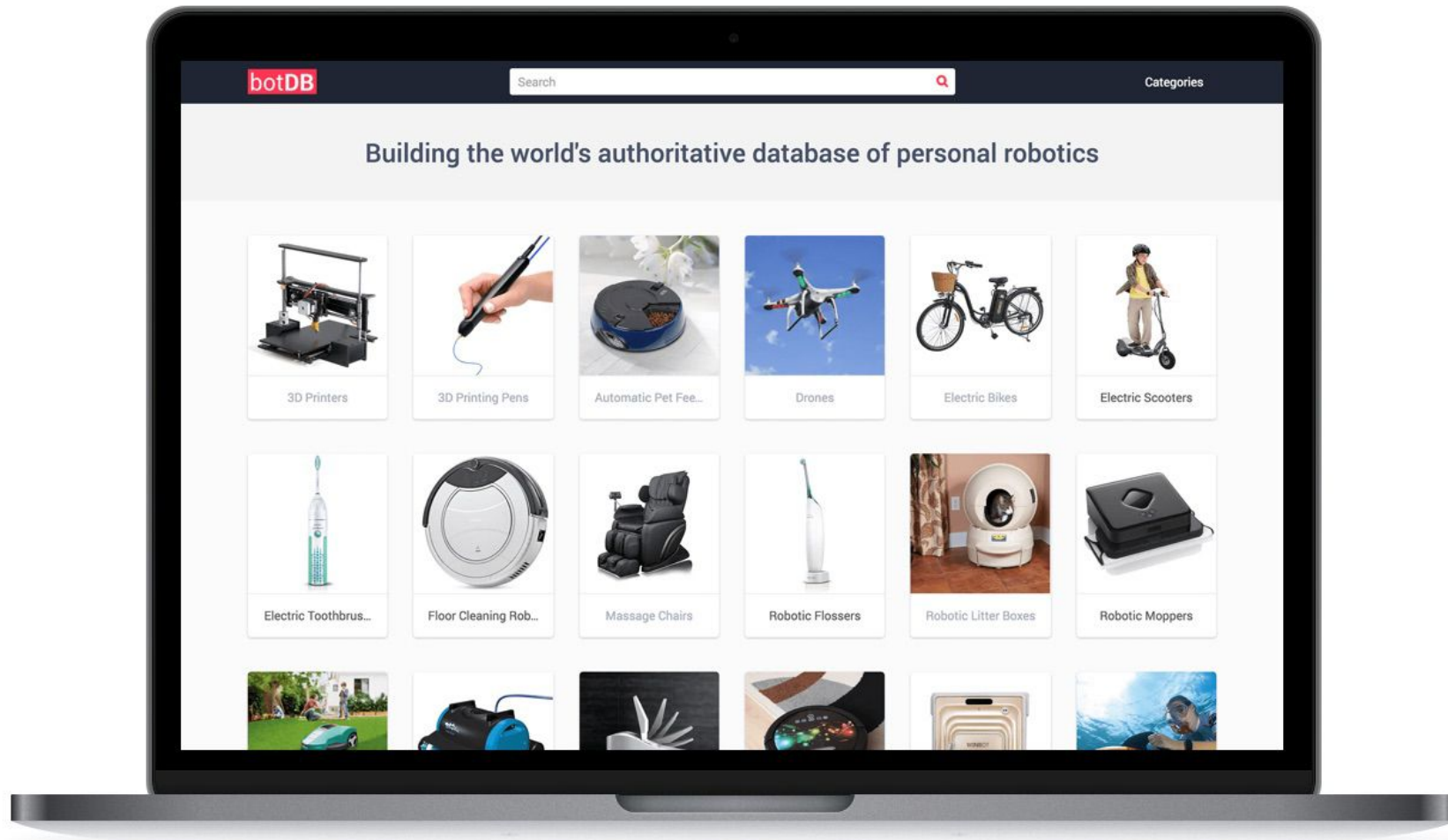
04 Schedulr

Mid-fidelity mockups

Craft mid-fidelity mockups based on IOS10 GUI and following IOS best practices to design a solid base that could support future iterations. At this step, it's important to use physical device to test and confirm each UI component in order to make good design decisions.

05 BotDB

Date
June 2016

Scope
Design and code a highly-converting flexible mobile-first UI that adapt to every product category of the database, the current and future ones.
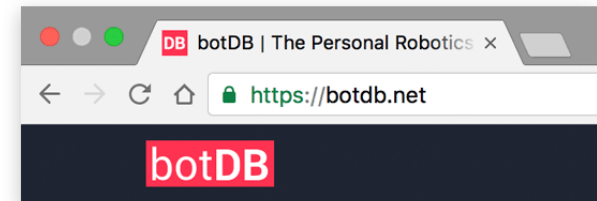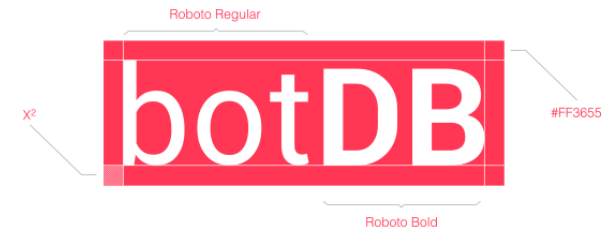
Platform
Web / Mobile

What I did
Branding, UX Design, UI Design, Frontend development, Conversion Optimization.
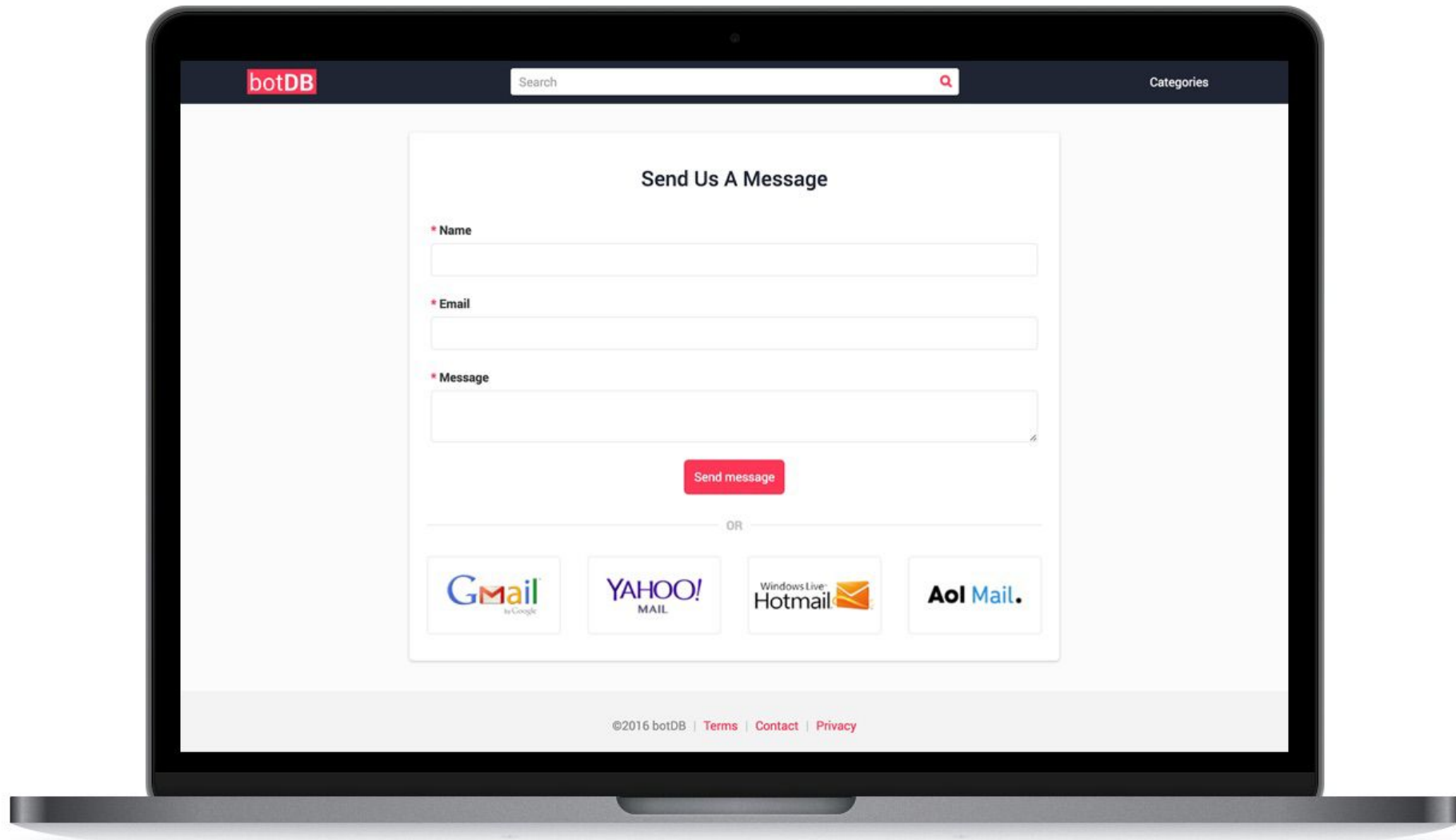
05 BotDB

Branding

The goal was to design the simplest logotype possible using the primary UI color (magenta) and "BOTDB" name. Deliverables were the logo (complet and minified versions), favicons, brand guidelines, Youtube channel art and icon.
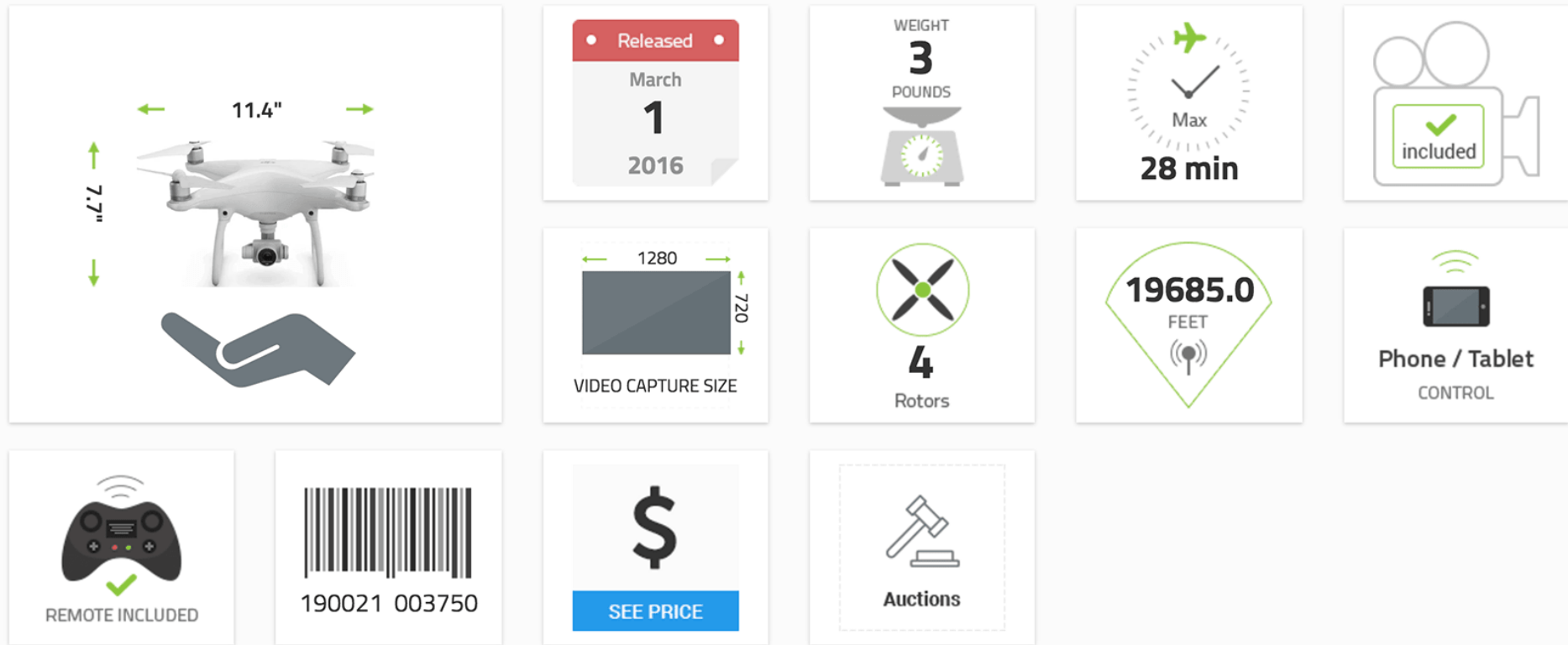
05 BotDB

UX Design
I used Lean UX methodology to produce prototypes progressively and iteratively with constant feedback from my client, while performing intensive and simultaneous device and A/B testing to boost the lead conversion rate.

05 BotDB

UI Design & Development

I am a designer who loves to code, my skills make me capable to provide the **Design in Browser** option for my clients when it's needed, especially when the final product is responsive. So most of this UI design process has been performed in the browser. But not completely, I used Photoshop and Sketch to create a comprehensive style for botDB and to craft some prototypes before their implementation.

THANK YOU VERY MUCH

More projects at **dribbble.com/hadry**

Learn more about me at **youneshadry.com**

+212 6 26 96 83 95