



# UX/UI Design Portfolio

○ Hugo Ramos

○ Bloomview

○ Guru

- UX/UI Design Portfolio

# Hugo Ramos

- Bloomview

- Guru - the friendly lender

- iFlorist planning tool

- Davinci

- VACP



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Dear [ your name here ],

Thank you for taking the time to view my portfolio. It's in my greatest interest to create experiences that solve problems & impact people's lives. When i'm not doing that, I could be found engaging in all sorts of typical human behavior i.e. working out, reading, spending time with family & friends, watching over-rated hollywood films, and/or planning my next big move.

I look forward to knowing your name.

A handwritten signature in black ink that reads "Hugo Ramos". The signature is fluid and cursive, with "Hugo" on top and "Ramos" below it, both sharing a common vertical stroke.

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○ iflorist

○ Davinci

○ VACP

○ Connect



# Bloomview

Duration  
2.5 month(s)

## Overview

Bloomview is a mobile application utilized by florists to send direct messages to customers with pictures of their floral arrangements pre/post delivery. My objective was to understand the needs of floral business owners/employees, customers and recipients in hopes to design a user friendly experience that would help overcome the frustration of all parties concurrently.

## Process

- 1. Research
  - Industry Research
  - User Research
- 2. Iteration
  - Rapid Prototyping
  - High fidelity
- 3. Testing
  - Accessibility
  - Usability Testing
- 4. Validation
  - User Testing
  - KPI's

## Challenges & Constraints

- Lack of time and access to customers and their recipients in order to conduct sufficient user research.
- Lack of knowledge/experience designing for the floriculture industry.

## Research

I realized since this was an internal tool to be utilized by employees, it would be important to understand the day to day operations and unique challenges associated with the floral business. Therefore, I decided to visit their floral shop headquarters in Miami to get some meaningful data that would help me in my design process.



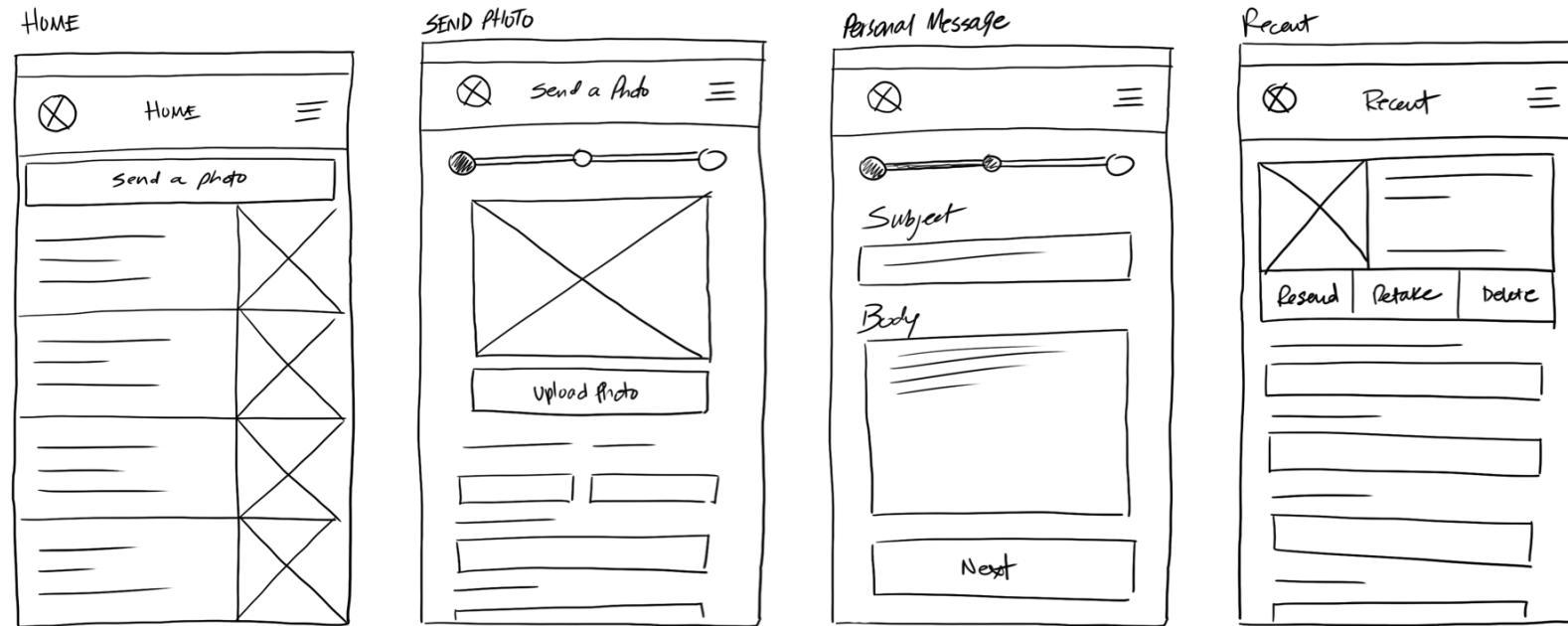
## User Empathy

After visiting the company headquarters, I had a deeper understanding of the floral business and the challenges employees and customers face. Employees shared with me how concerned customers were from the inability to see their floral arrangement with their own eyes prior to delivery. Pictured below is a storyboard depicting the worst case scenario: *The customer wants to purchase flowers for his wife and have them delivered, but unfortunately the wrong flowers are sent to the recipient.*



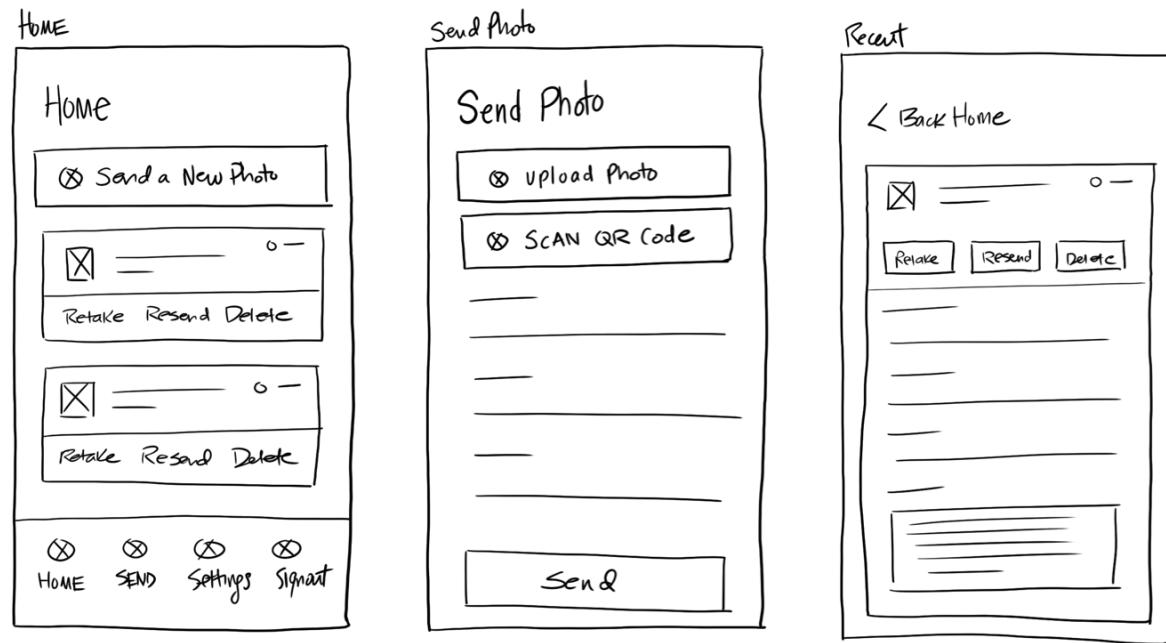
## Quick Concept

After synthesizing my research, I decided to begin sketching concepts in hopes to translate the qualitative insights I obtained into a user flow. Predicated on the busy, hectic environment the primary user is experiencing while using the app, I decided to prioritize simplicity and ease of use.



## Renovation

Due to a limited timeframe, I didn't have the chance to test these concepts as thoroughly as desired. But I managed to put together a prototype using Marvel to simulate the initial concept I created above. I consolidated a majority of screens and found opportunities to improve the app and limit the amount of effort required to complete each task.



## Branding

Next, I started to prepare my sketch files for high fidelity. I requested brand guidelines from stakeholders to ensure the visual identity was consistent with the brand of their floral company. This is when I learned there was no existing visual identity because they were forming a new entity, called iflorist, which would serve as the holding company for all the digital floral products moving forward.



## Colors

The following colors were selected to have an equal affinity for the floral and finance industry.



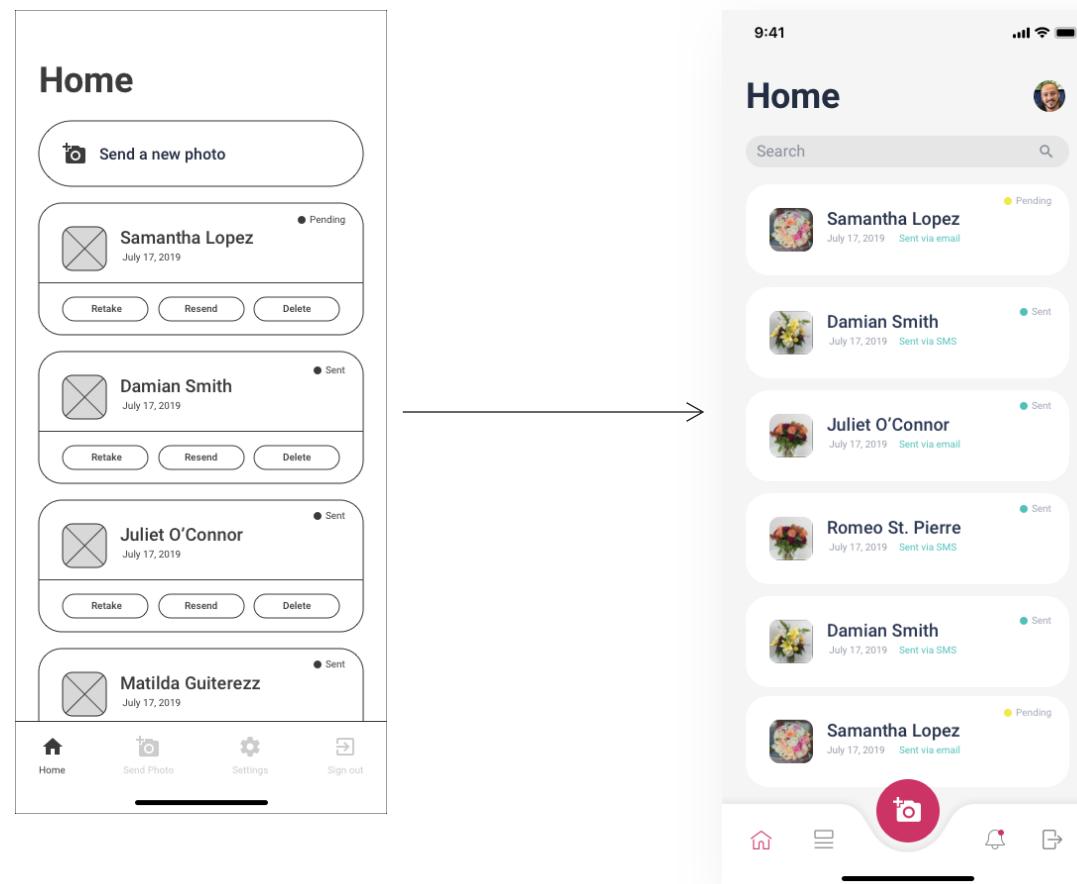
Logo



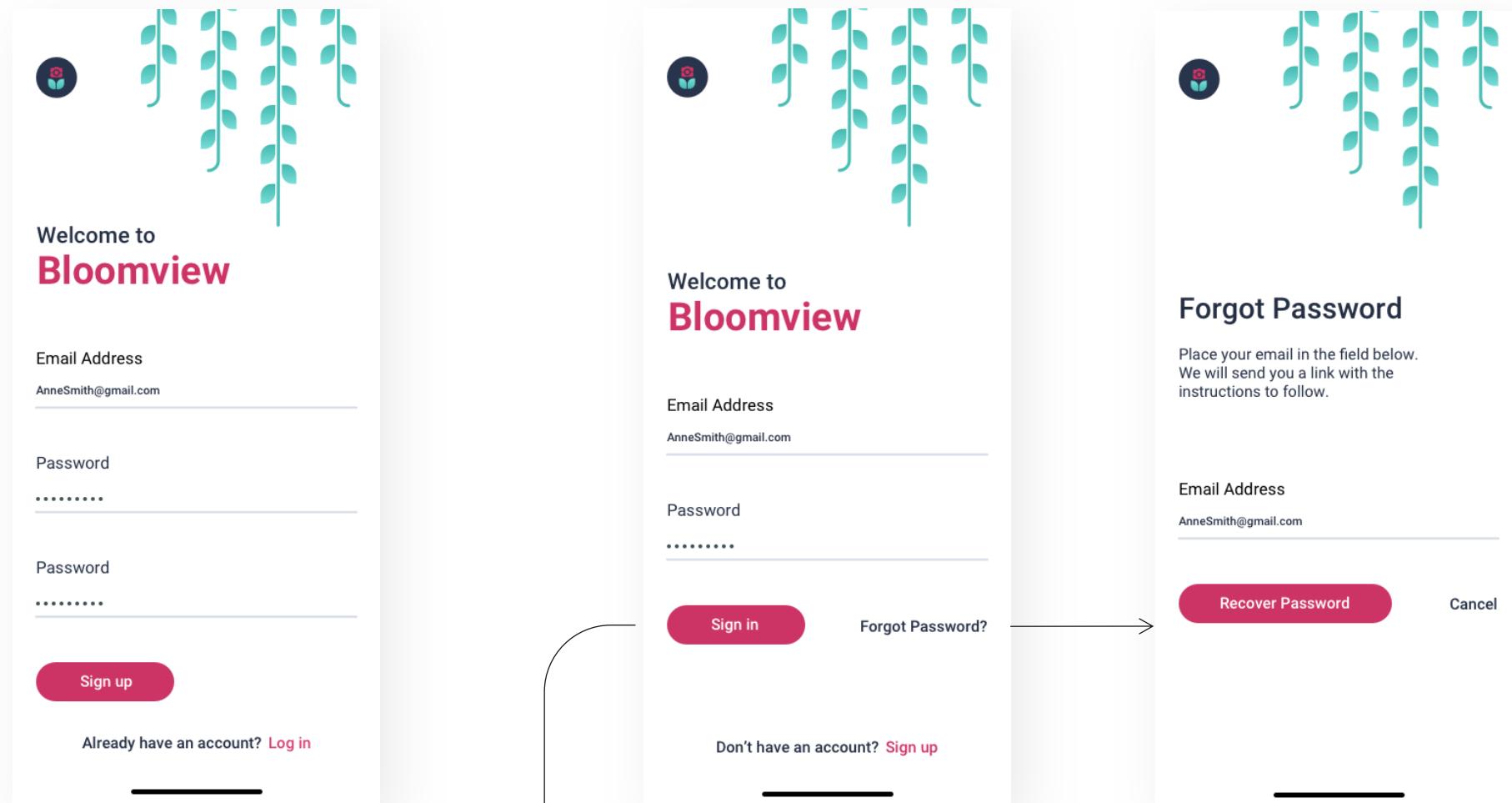
bloomview

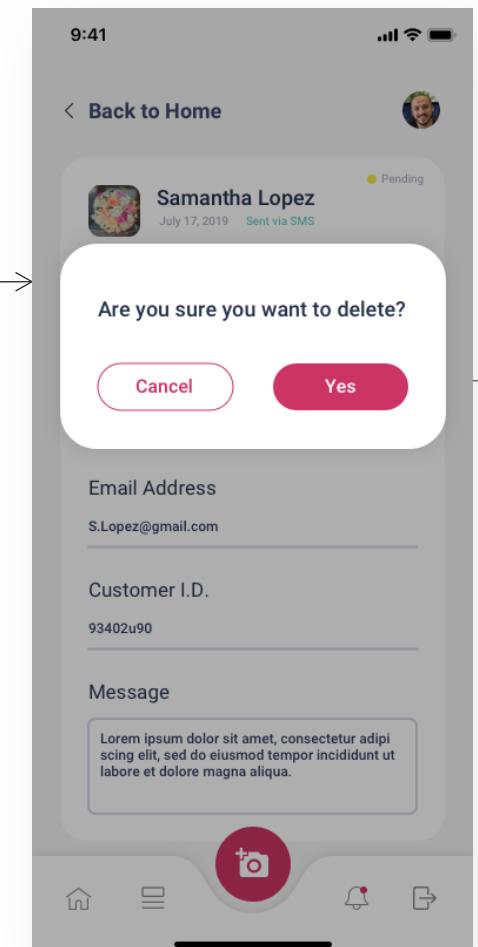
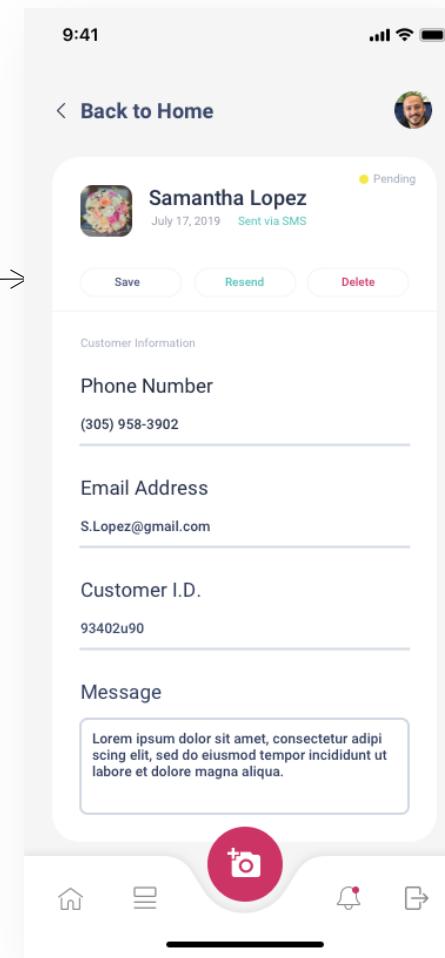
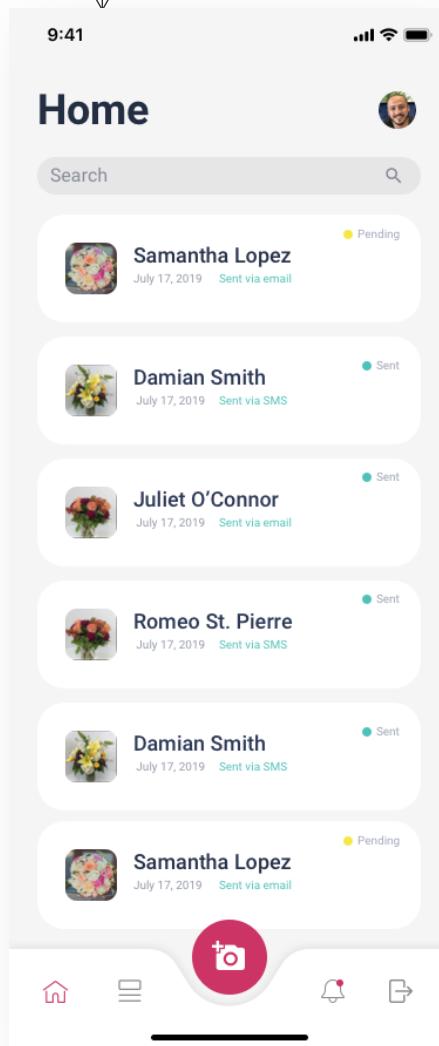
## Outcome

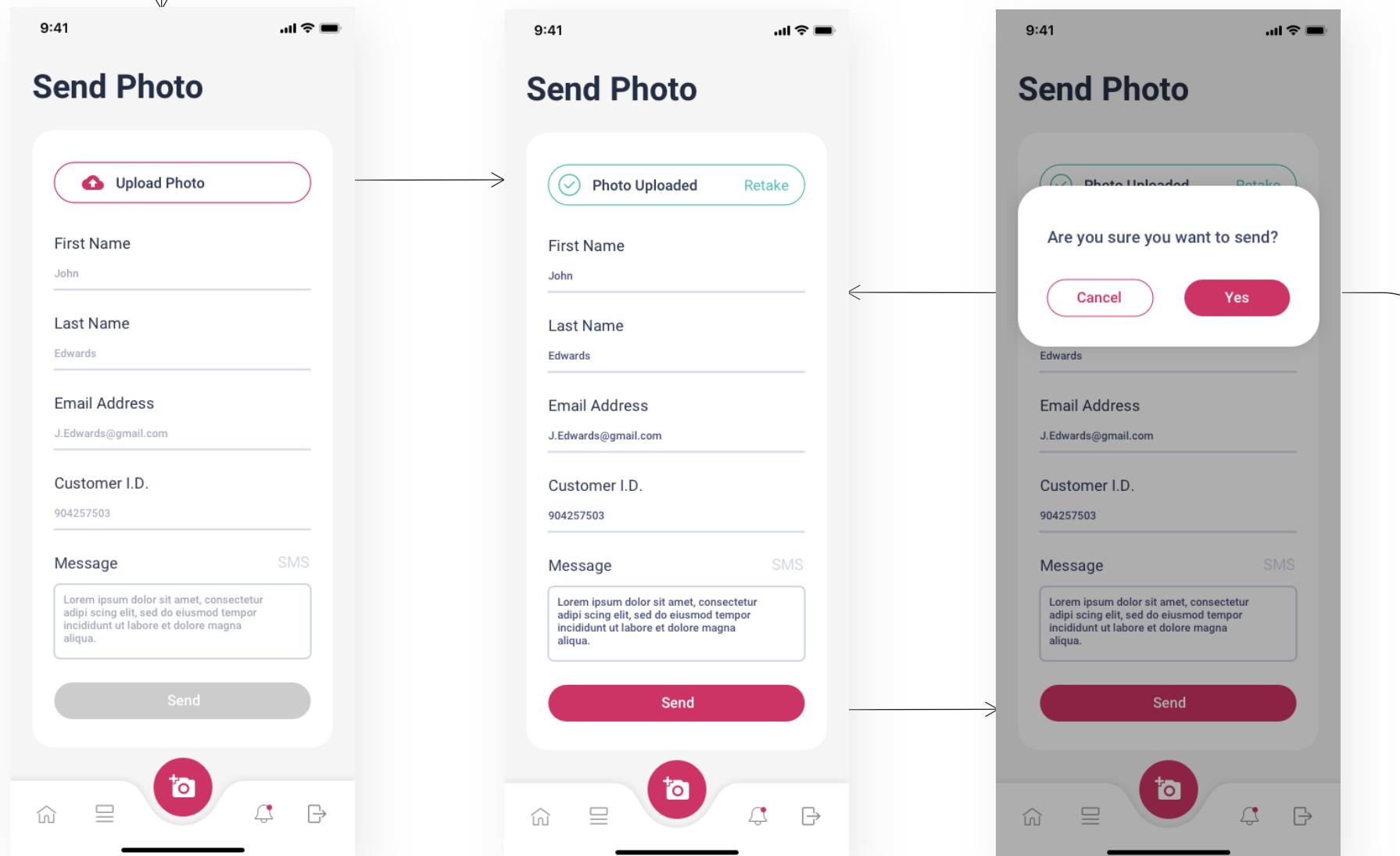
One of the biggest challenges for this project was that I took on the additional branding work but still had to meet the initial deadline for the Bloomview application. Despite the challenge, I was confident that it would work out. My strategy was to create a medium fidelity wireframe out of components so when branding was ready, all I had to do was update the color styles and symbols in Sketch in order to create a global style update.

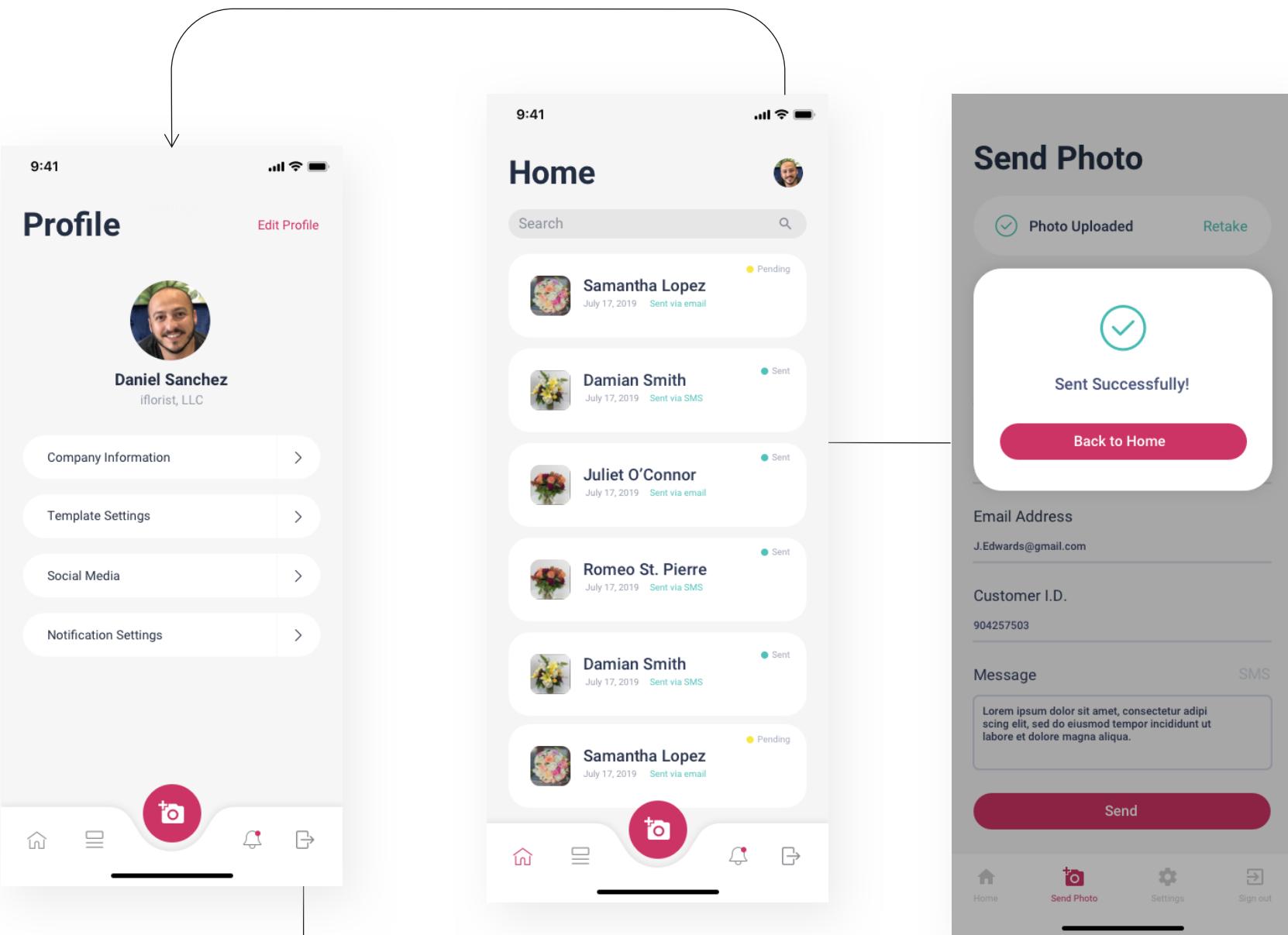


## User Flow











## Conclusion

After handing off design files to the development team, my goal was to continue iterating in hopes to improve the product by observing and tracking its performance and seeking responses from users through empathic listening.

○ Hugo

○ Bloomview

# Guru

○ iflorist

○ Davinci

○ VACP

○ Connect

○ Take care



# Guru - The Friendly Lender

Duration  
3 month(s)

## Overview

Guru is an incentive driven payday lending service providing affordable access to funds for individuals and businesses. Guru is also dedicated to educating users on how they can improve their finances with free content and access to educational resources. My objective was to understand the current payday lending industry in hopes to design a user friendly experience that would create trust and credibility within a market with a poor reputation.

## Process

- 1. Research
  - Industry Research
  - User Research
- 2. Iteration
  - Rapid Prototyping
  - High fidelity
- 3. Testing
  - Accessibility
  - Usability Testing
- 4. Validation
  - User Testing
  - KPI's

## Challenges & Constraints

- Having to recreate the perception of the payday lending industry, which has a less than credible reputation in the marketplace.
- Having to design the product around legal requirements that increase user task durations.

## Research

Pay day lending is a \$46 billion industry with over 21,000 store fronts and over 120 million loans issued annually in the United States alone (330,000 per day). Guru realized that it's position within this industry was to differentiate itself by providing a more operationally efficient business model, which translates to direct cost savings for the consumer in the form of lower interest rates (Standard interests rates are unreasonably high, typically exceeding +700% APR on a 2-week loan).

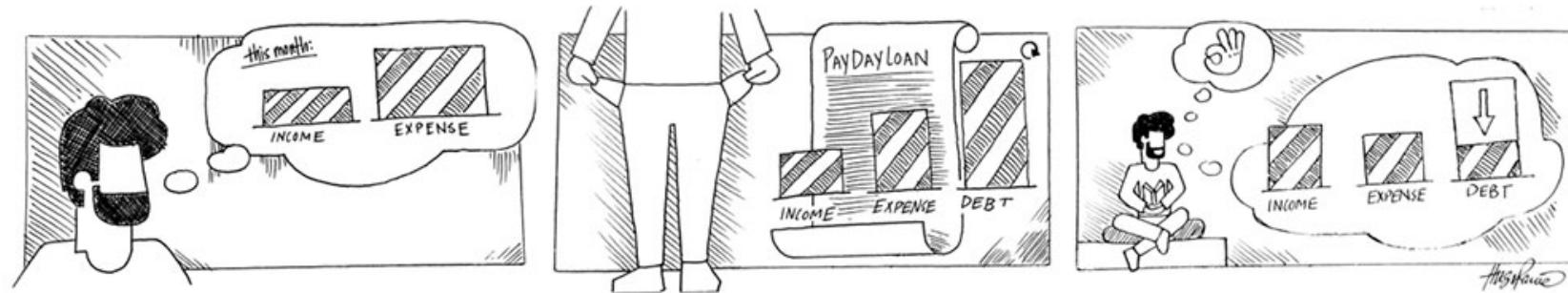
## Rewarding Fiscal Responsibility

By making repayment more affordable, Guru prevents the cyclic debt tendency of traditional payday lending by helping mitigate default rates. This sets up customers for financial success by making it easier for them to access credit in emergency situations without having to pay high fees and interest rates.

INDUSTRY	GURU	\$ \$\$	
Average Loan:	\$500	Average Loan:	\$500
2 week Interest:	21%	2 week Interest:	10%
Annualized APR:	504%	Annualized APR:	260%
Total due after 2 weeks:	\$605	Total due after 2 weeks:	\$550
		Amount Saved:	\$65
		Savings w/ Zencentives:	\$80

## User Empathy

To better communicate the challenges and up-hill battles the primary user faces, I decided to sketch a visual representation of their journey throughout the typical pay day lending process and the intended outcome they would experience after using GURU. As you can see the before-state is a situation of scarcity, the user is stuck in a frustrating debt cycle; Where the after-state, is a sense of relief, financial security and personal development.



## Quick Concept

After processing the data i gathered from my research, I decided to begin iterating concepts, starting with the loan application process. After running through several different iterations, I arrived at the following concept. My biggest challenge was in finding a way to limit this process to a minimum of 5 steps/screens without compromising legal requirements. After doing a quick user testing session I was able to figure out which components could be consolidated or eliminated in hopes to create a more efficient user flow.

step 1.	step 2	step 3.	step 4	step 5				
<input type="checkbox"/> Apply for loan	<input type="checkbox"/> Apply for loan	<input type="checkbox"/> Apply for loan	<input type="checkbox"/> Apply for loan	<input type="checkbox"/> Apply for loan				
Step 1: How much money do you need? <u>\$</u>	Step 2: Personal Information  <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Step 3. Employment Information  <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Step 4. Payment Method  How would you like to receive your funds?  <table border="1"><tr><td>option 1</td><td>option 2</td></tr><tr><td>option 3</td><td>option 4</td></tr></table>	option 1	option 2	option 3	option 4	Step 5. Confirmation  Your Payout <u>\$100.00</u>  <input type="text"/> <input type="text"/> <input type="text"/>
option 1	option 2							
option 3	option 4							
<input type="button" value="Next"/>	<input type="button" value="Next"/>	<input type="button" value="Next"/>	<input type="button" value="Next"/>	<input type="button" value="Next"/>				

## Renovation

My goal was to learn which questions were absolutely pertinent to the loan application. I realized many of the questions were unnecessary and/or could be deferred to a later time via reminder to complete profile. Therefore, I was able to improve the experience for the first time user by condensing the application into 4 simple steps without compromising any of the terms or contingencies.

The wireframe illustrates a four-step loan application process:

- Step 1:** "Apply for a loan" with an "X". Below it, there are five input fields connected by a horizontal line, each preceded by a radio button. The labels are partially visible as "To apply you'll need: [REDACTED]". Below these are five lines for address, phone, email, and SSN, each preceded by a checked checkbox. At the bottom is a "Continue" button.
- Step 2:** "Apply for a loan" with an "X". Below it, there are five input fields connected by a horizontal line, each preceded by a radio button. The labels are partially visible as "How much do you need? [REDACTED]". Below these are five lines for amount, preceded by a checked checkbox. At the bottom is a "Continue" button.
- Step 3:** "Apply for a loan" with an "X". Below it, there are two sections: "Personal Information" and "Employment Information", each with three input fields. At the bottom is a "Continue" button.
- Step 4:** "Apply for a loan" with an "X". Below it, there is a section labeled "Confirmation" containing a box with "\$100.00" and three input fields below it, preceded by a checked checkbox. At the bottom is a "Complete" button.

## Branding

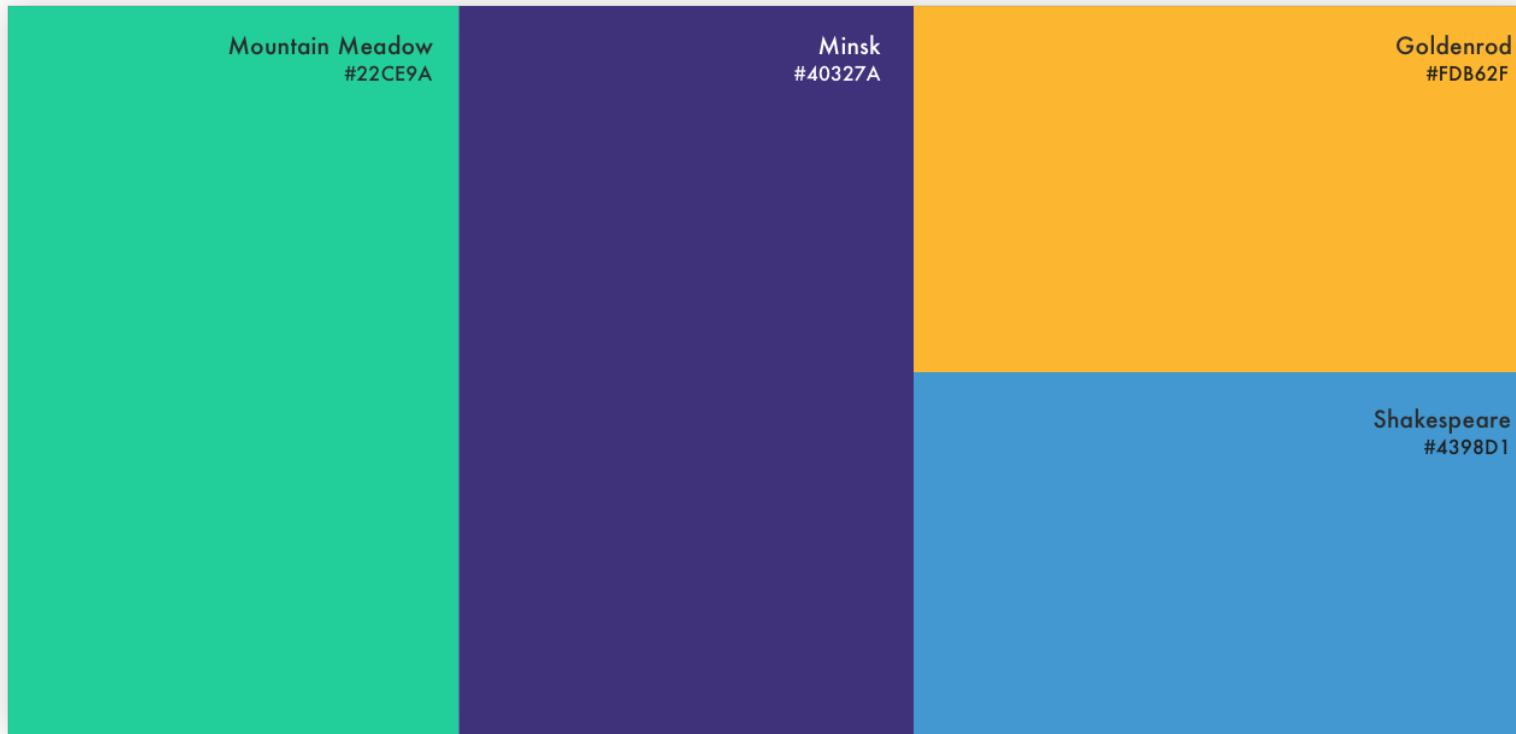
Along with the UX and UI, I was also heavily involved with the branding process. I encouraged stakeholder's that it would be beneficial to create a new visual identity for the app that was in alignment with the company mission, and target audience.

### Brand Characteristics



## Colors

The following colors were selected to have an approachable yet professional impression.



Original Logo



New Logo



## Landing Page



The landing page for Guru features a teal header with the Guru logo and navigation links: Download, How It Works, Zencentives, Features, About us, and FAQ. The main title "Micro-Finance Made Easy" is prominently displayed in large white font. Below it are download links for the App Store and Google Play. A central smartphone displays the app's interface with a balance of \$160.45 and various loan management options. Below the phone are four cards: "Create a Profile" (customer icon), "Link Your Bank" (bank icon), "Apply in Minutes" (document icon), and "Get Approved" (checkmark icon). A large graphic at the bottom left shows a bar chart with a dashed trend line.

**Guru**

Download How It Works Zencentives Features About us FAQ

# Micro-Finance Made Easy

Available on the App Store ANDROID APP ON Google Play

**Create a Profile**  
Customers will need a valid government ID, valid checking account, phone number & email address.

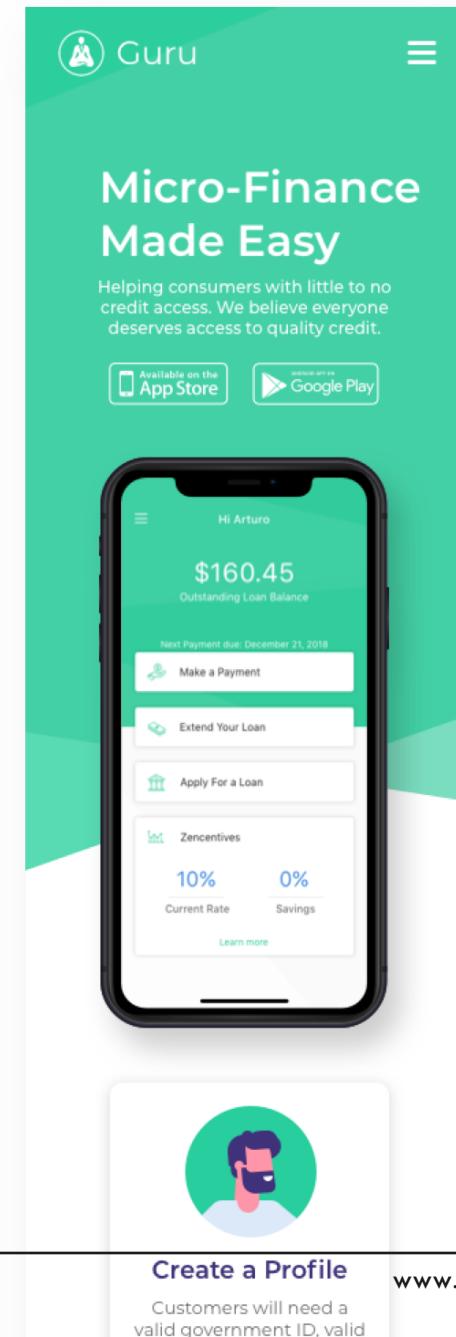
**Link Your Bank**  
Provide details of where you bank to seamlessly link your account.

**Apply in Minutes**  
Our application is quick and easy, and we can approve instantly!

**Get Approved**  
Receive funds straight to your bank account within 24 hours of approval.

**ZENCENTIVES**  
We believe in rewarding responsible money management.

Zencentives is designed to help you get the cash you need at an interest rate you deserve. With [hugoramos0910@gmail.com](mailto:hugoramos0910@gmail.com) repayment, Guru reduces your interest rate by 1% (min. 5% on a 2-week issuance).



The mobile application interface for Guru is shown on a smartphone. The top navigation bar includes the Guru logo and a three-line menu icon. The main screen displays the user's outstanding loan balance of \$160.45, the next payment due date (December 21, 2018), and buttons for "Make a Payment", "Extend Your Loan", and "Apply For a Loan". A "Zencentives" section shows a current rate of 10% and 0% savings. Below the phone is a "Create a Profile" card with a customer icon and the text: "Customers will need a valid government ID, valid checking account, phone number & email address." At the bottom right is the website URL [www.hugoramos.co](http://www.hugoramos.co).

**Guru**

Micro-Finance Made Easy

Helping consumers with little to no credit access. We believe everyone deserves access to quality credit.

Available on the App Store ANDROID APP ON Google Play

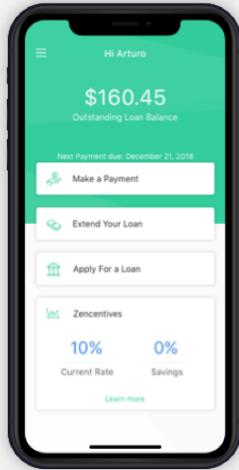
**Create a Profile**  
Customers will need a valid government ID, valid checking account, phone number & email address.

[www.hugoramos.co](http://www.hugoramos.co)

# PRODUCT FEATURES

## Intuitive Dashboard

Intuitive dashboard that gives you all the information you need.



## Account Integration

Quick and easy bank account integration to get your money fast.

## Easy Application

Get approved for up to \$500 with our simple application process.

## Reasonable Payments

Incentivized repayments designed to help lower your rate



## Link Your Bank

Provide details of where you bank to seamlessly link your account.



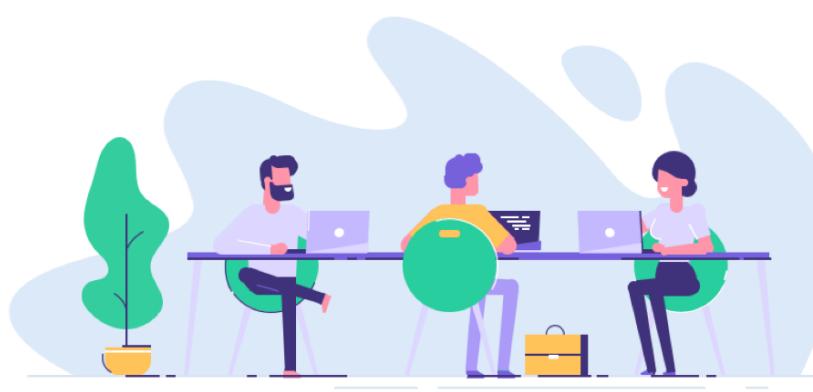
## Apply in Minutes

Our application is quick and easy, and we can approve instantly!



## Get Approved

Once approved, receive your funds. We verify banking account information instantly and customer's funds will be available in minutes. Spend wisely!



## About us

Constructed out of necessity, We looked at what was out there and decided we could create a better product. [hramos0910@gmail.com](mailto:hramos0910@gmail.com)

Our team at GURU has created the most convenient, affordable &

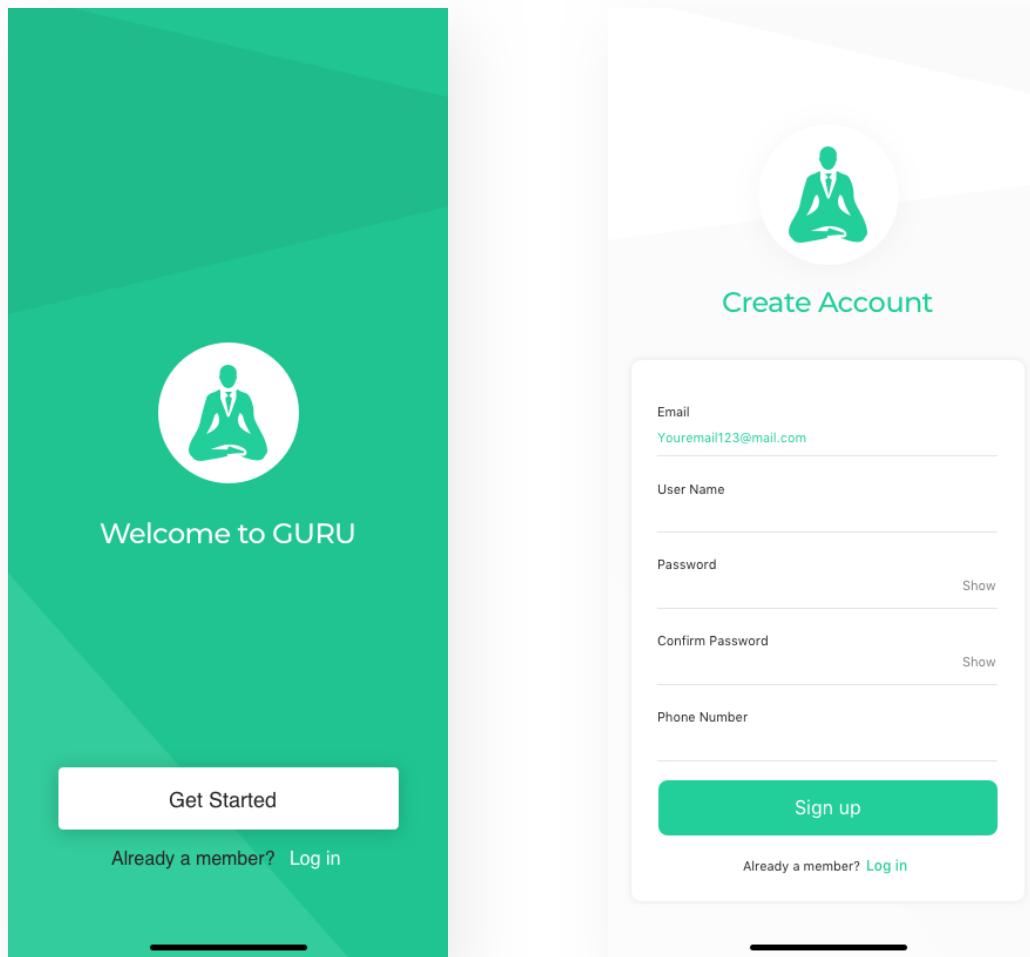
## ZENCENTIVES



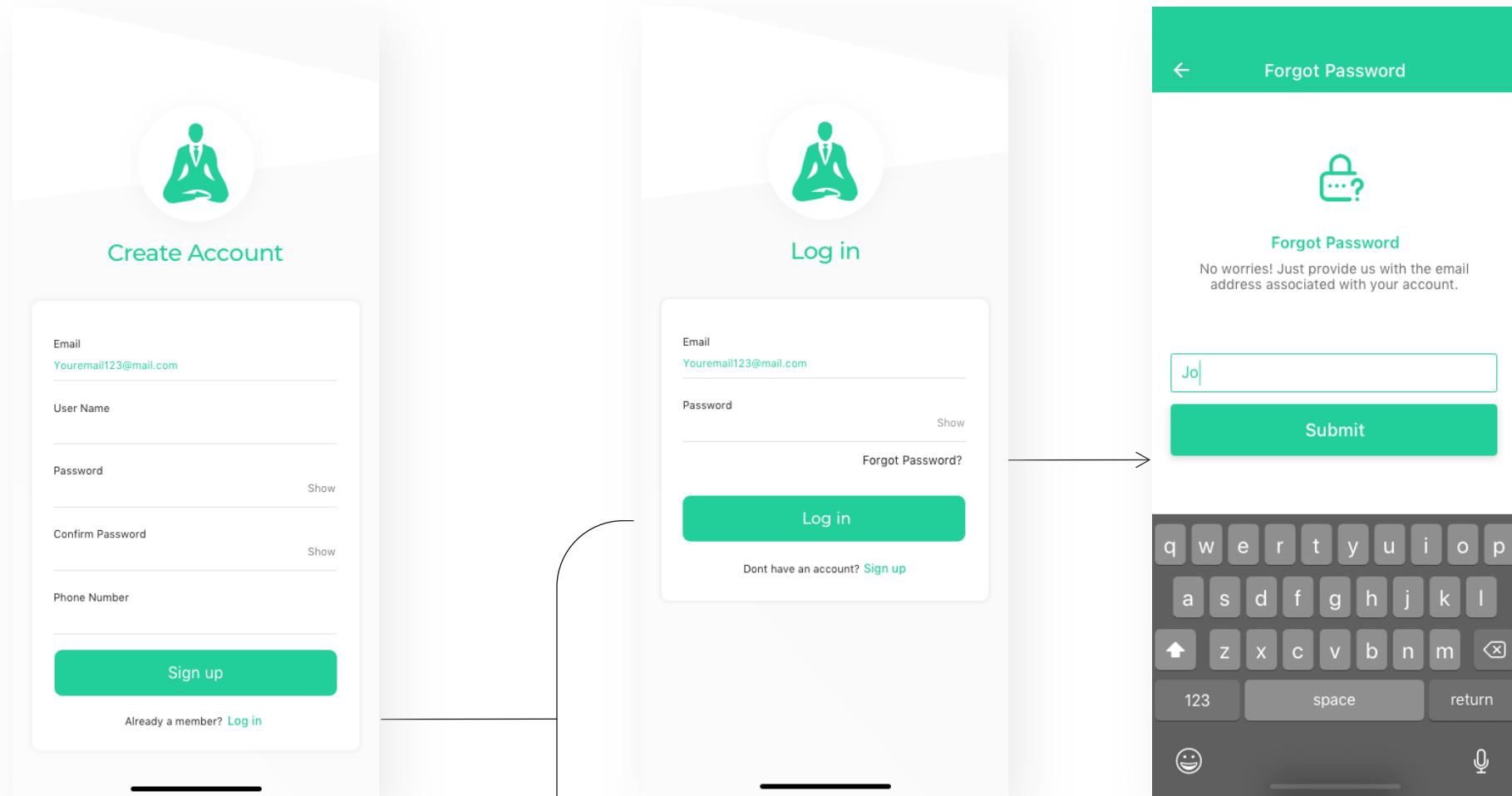
[www.hugoramos.co](http://www.hugoramos.co)

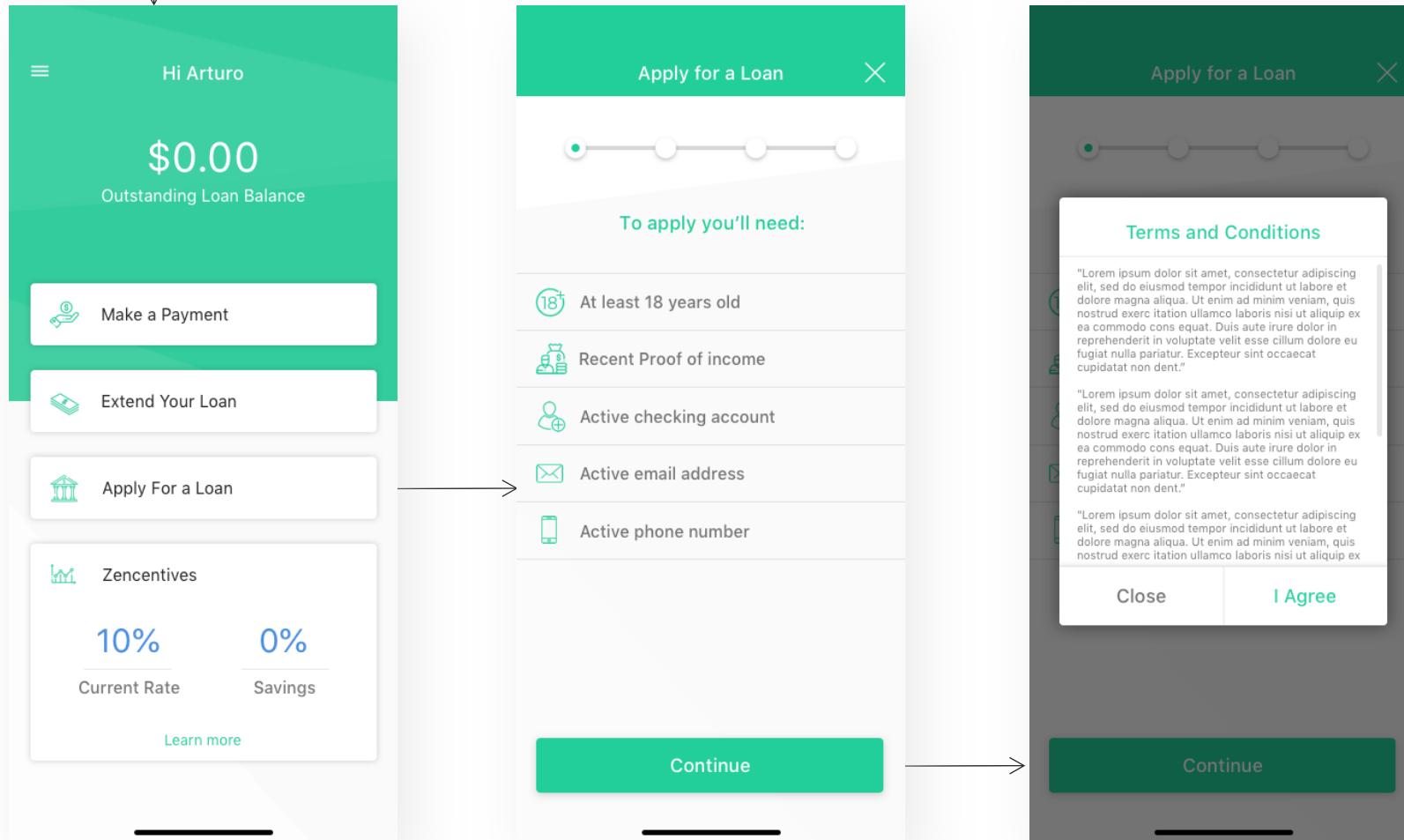
## IOS application

I decided to test this product with a handful of users to find opportunities for improvement. After a few adjustments, I arrived at the following design.



# User Flow





**Apply for a Loan**

Confirmation

\$100.00  
Due Dec. 21, 2018

Finance Charge*:	\$10.00
Service Fee:	\$5.00
Total Amount Due:	\$115.00

\*APR 240% prorated for 2 week term

**Continue**

**Apply for a Loan**

Personal Information

First name  
Last name  
Date of birth  
Phone Number  
Email Address  
SSN

**Employment Information**

Santander  
(305) 505-6685  
Pay cycle  
Have you ever filed for bankruptcy?

**Continue**

**Apply for a Loan**

How much do you need?

\$100

Slider: \$100 to \$500

Loan Amount:	\$10.00
Finance Charge*:	\$10.00
Service Fee:	\$5.00
Total Amount Due:	\$115.00

\*APR 240% prorated for 2 week term

**Continue**



## Conclusion

All in all, I arrived at the most minimal solution in preparation for development. My next steps are to continue researching and iterating in hopes to improve upon this design and deliver an experience that satisfies business needs and user needs unitedly.

○ Bloomview

○ Guru

# iflorist

○ Davinci

○ VACP

○ Connect

○ Take care



# iflorist - Planning Tool

Duration  
1.5 month(s)

## Overview

iflorist is a conjunction of digital products tailored to the floral industry. Their mission is to help floral companies become more operationally efficient and easier to manage. From POS systems, to budgeting and planning tools, iflorist provides a suite of innovative products that help florists create autonomy in their processes. I was hired to invent a consistent and meaningful user experience and branding for iflorist and all of its subsidiaries.

## Process

- 1. Research
  - Industry Research
  - User Research
- 2. Iteration
  - Rapid Prototyping
  - High fidelity
- 3. Testing
  - Accessibility
  - Usability Testing
- 4. Validation
  - User Testing
  - KPI's

## Challenges & Constraints

- Lack of time and access to customers and their recipients in order to conduct sufficient user research.
- Lack of knowledge/experience designing for the floriculture industry.

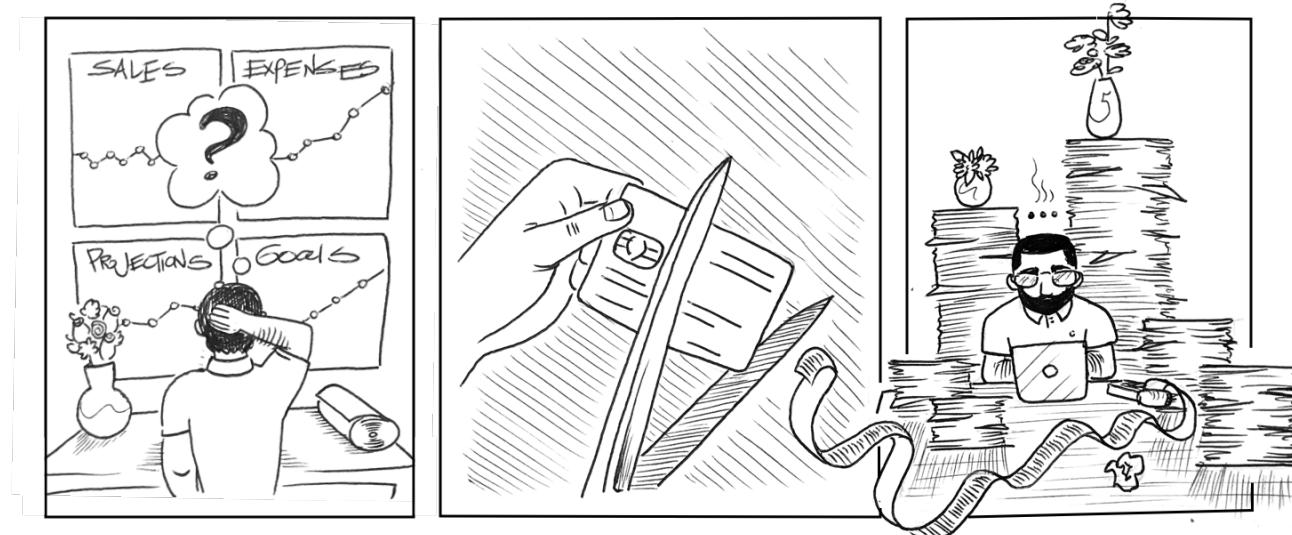
## Research

I realized since this was an internal tool to be utilized by employees, it would be important to understand the day to day operations and unique challenges associated with the floral business. Therefore, I decided to visit their floral shop headquarters in Miami to get some meaningful data that would help me in my design process.



## User Empathy

This scenario represents the constant struggle floral business owners face in their day to day business operations. The dire need to cut costs as expenses increase especially at times during the year where sales begin to decrease. Also, managing all of the moving parts of the business in order to stay profitable is a daunting task.



## Quick Concept

I decided to begin prototyping initial concepts for the first iteration using Invision's Freehand. Based on my research, users tracked all expenses, revenue and sales projections with spreadsheets, and are not as tech savvy as some may expect. I realized this was an opportunity to reduce the burden of that process by incorporating a minimalistic approach to the architecture of the app.

Due to the complexity of this project and the limited time frame, I decided to create more elaborate wireframes to ensure that every detail was correct, and that stakeholders and users understood the layout completely before investing time into the high fidelity stage. This decision resulted in less wasted time, energy and resources.

Authentication

Create an Account.

Email Address  
Password  
Confirm Password

Sign Up

Already have an account? Log In

Dashboard



Sales Overview



## Branding

Next, I started to prepare my sketch files for high fidelity. I requested brand guidelines from stakeholders to ensure the visual identity was consistent with the brand of their floral company. This is when I learned there was no existing visual identity because they were forming a new entity, called iflorist, which would serve as the holding company for all the digital floral products moving forward.



## Colors

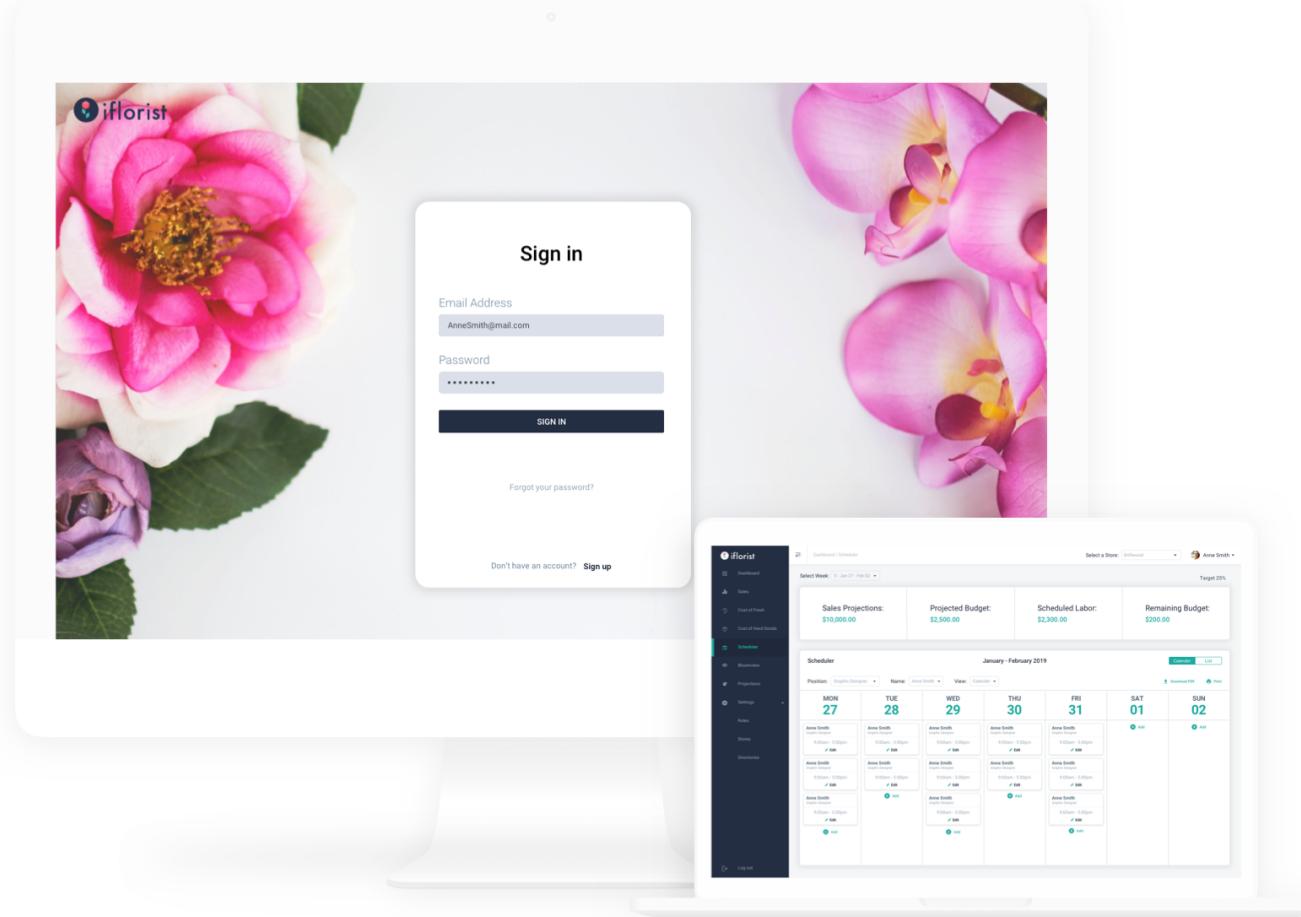
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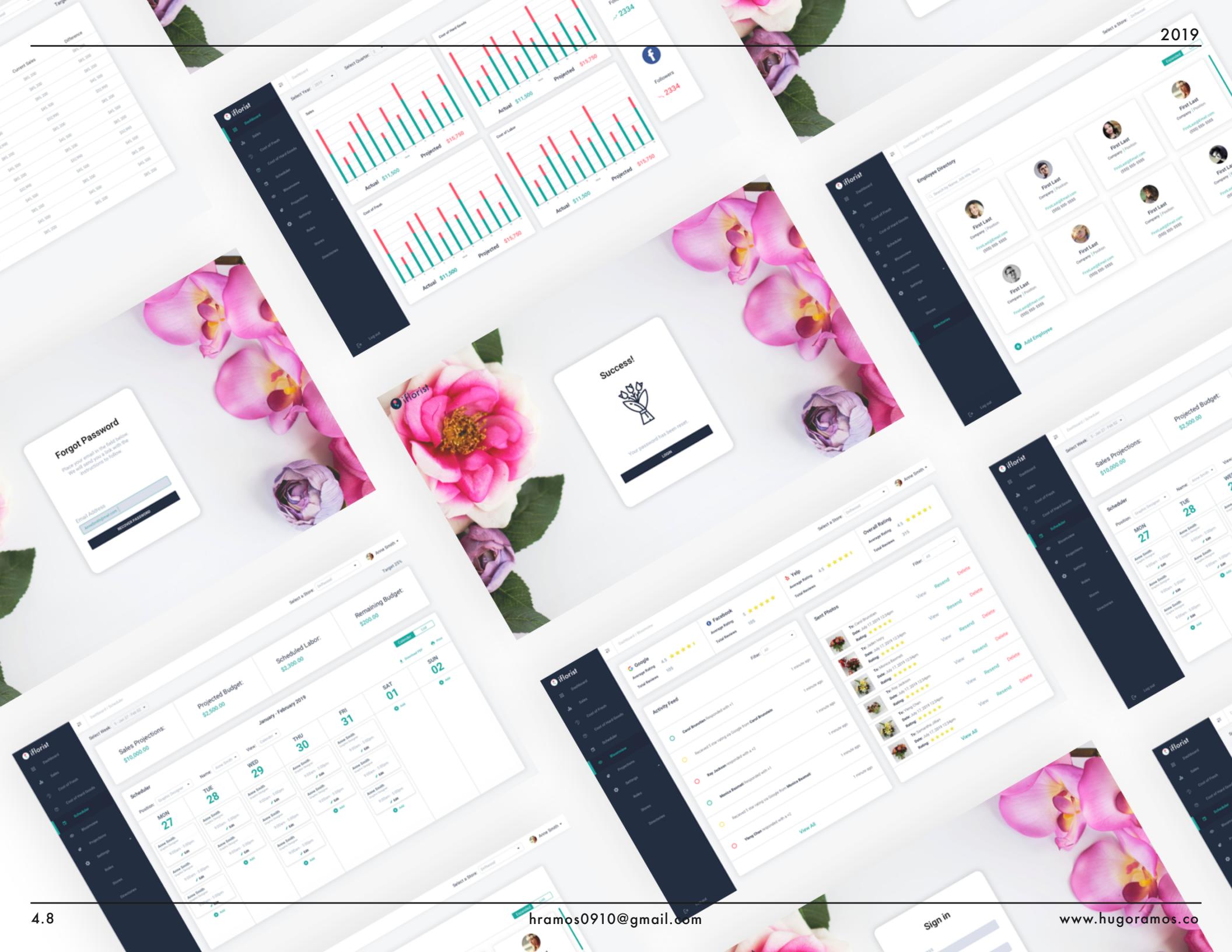


Logo



## Outcome







## Conclusion

After handing off design files to the development team, my goal was to continue iterating in hopes to improve the product by observing and tracking its performance and seeking responses from users through empathic listening.

○ Guru - the friendly lender

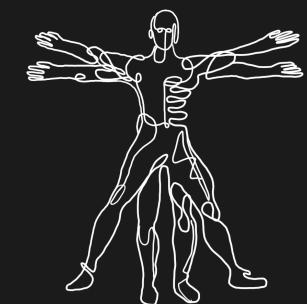
○ iflorist planning tool

# Davinci

○ VACP

○ Connect

○ Take care



# Davinci

**Duration**  
3 month(s)

## Overview

U.S military veterans need help obtaining monetary compensation for disabilities sustained from their war efforts. In hopes to create an effective solution for this problem, we created Da Vinci: a scalable web based platform intended to help Veterans obtain the medical benefits they deserve in the shortest period of time.

## Process

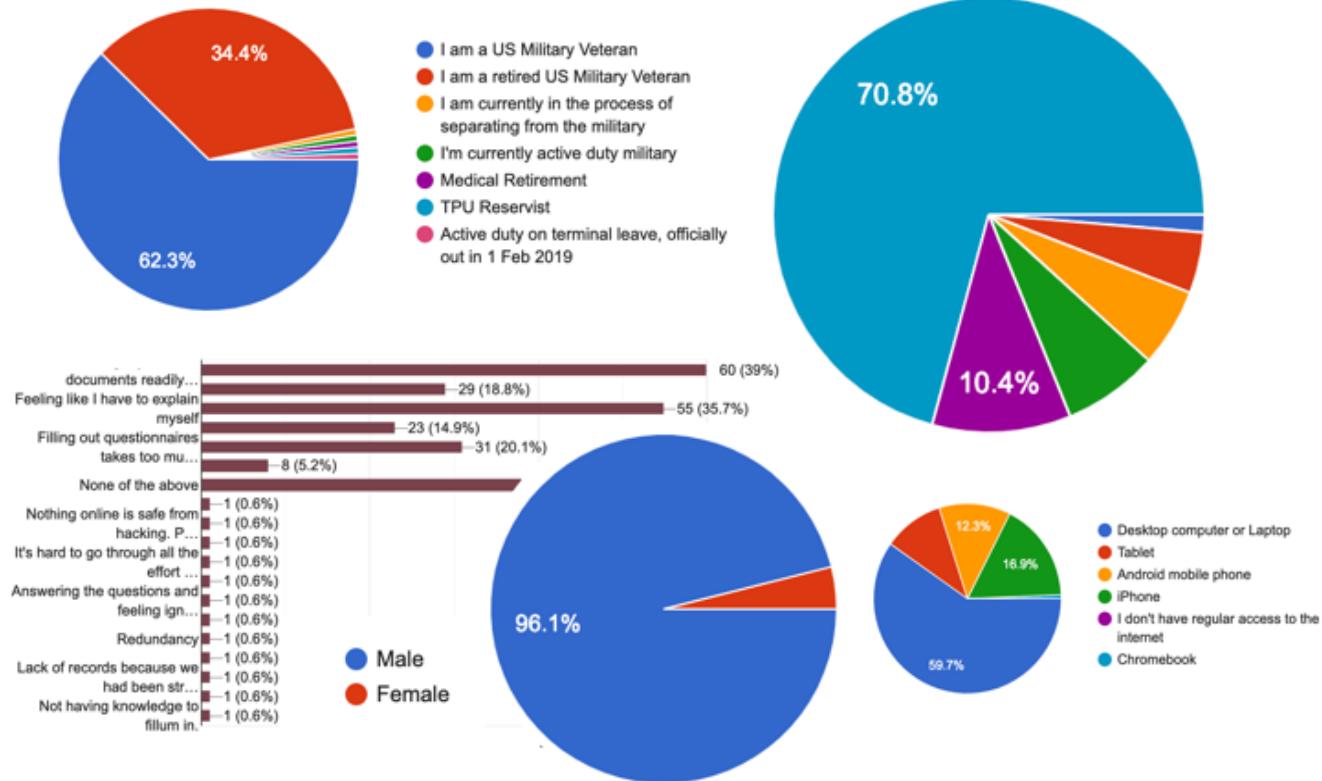
- |   |  |  |  |
|---|--|--|--|
| ○ 1. Research<br>Industry Research<br>User Research | 2. Iteration<br>Rapid Prototyping<br>High fidelity | ○ 3. Testing<br>Accessibility<br>Usability Testing | ○ 4. Validation<br>User Testing<br>KPI's |
|---|--|--|--|

## Challenges & Constraints

- Understanding the complexity of how military veterans are rated based on the disabilities incurred from their war efforts.
- The application requires answers to more than a hundred questions to provide an accurate estimate of disability increase.

## Research

To learn more about our user base, we sent out a brief survey to gather qualitative and quantitative data to help form the basis of our design process. We obtained 154 responses from US military veterans and received key insights that would help us understand the problem from the user's perspective.



## User Empathy

Based on our research, we decided to create user personas to form a deeper understanding of our user-base in order to meet their specific needs. Predicated upon demographics, personality type, and other psychographic information, we came up with three archetypes that met the criteria of the user we're designing for.



### Vietnam Vince Primary

**“ I’m at least keyboard literate, so I rather deal with a live person than a computer screen.”**

**Gender:** Male

**Age:** 55

**Marital Status:** Single

**Military Status:** Retired Veteran

**Patient Conditions:** High Blood Pressure, Depression and PTSD, Diabetes (Agent Orange Exposure)

#### VA Services Utilized:

My HealtheVet: secure messaging, Rx refill, blue button, lab results,

Peer Counseling Services

Smoking cessation services

Treatment for Diabetes from Agent Orange Exposure

#### Closest Relationships:

Grand children

Other Veterans

#### Characteristics:

Cautious, Opinionated, Loyal skeptical

#### Desires:

I want to be in control of my medications

Make sure someone responds to me (Secure messaging and appointments)

Let me see all of my health records

#### Technology Devices:

Iphone (Smartphone)

PC (Home Desktop)

Landline

#### Technology Pain Points:

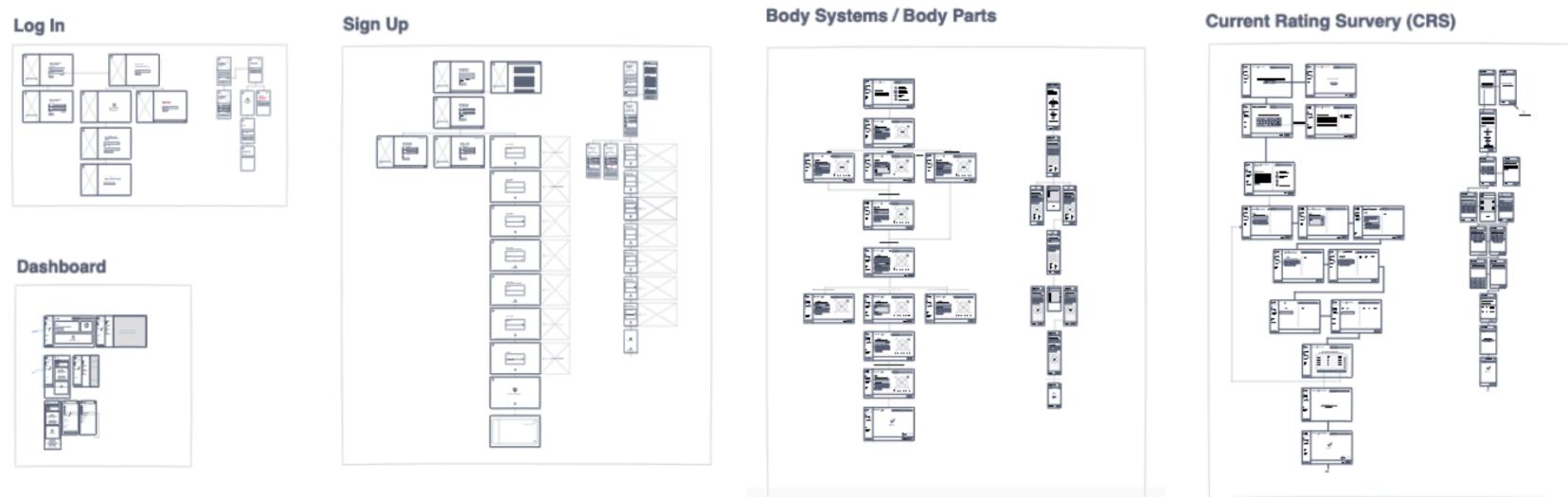
Don't feel that apps and websites are secure

Problems with sign in

Too much information on VA websites

## Quick Concept

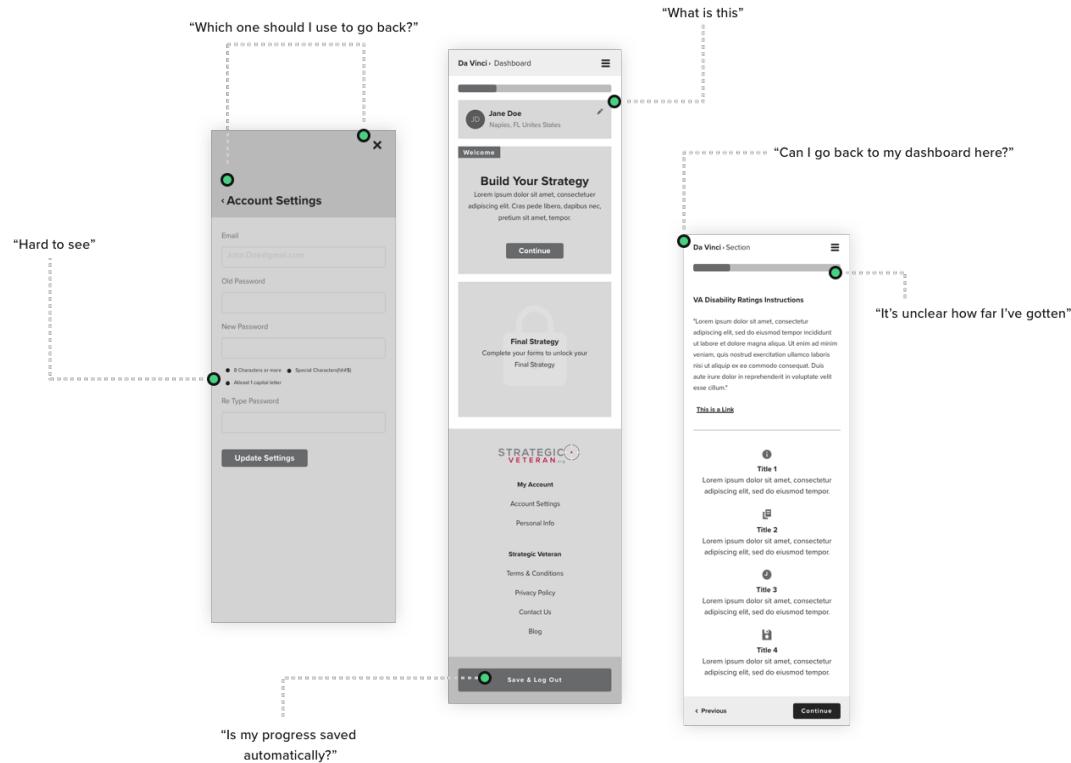
We began creating the general layout of the application based on specific requirements and must-haves that were imperative for the first version of Da Vinci. We collaborated on Invision's Freehand for the first round of concept iterations and made sure to follow Usability and human design centered principles and best practices along the way.



## Renovation

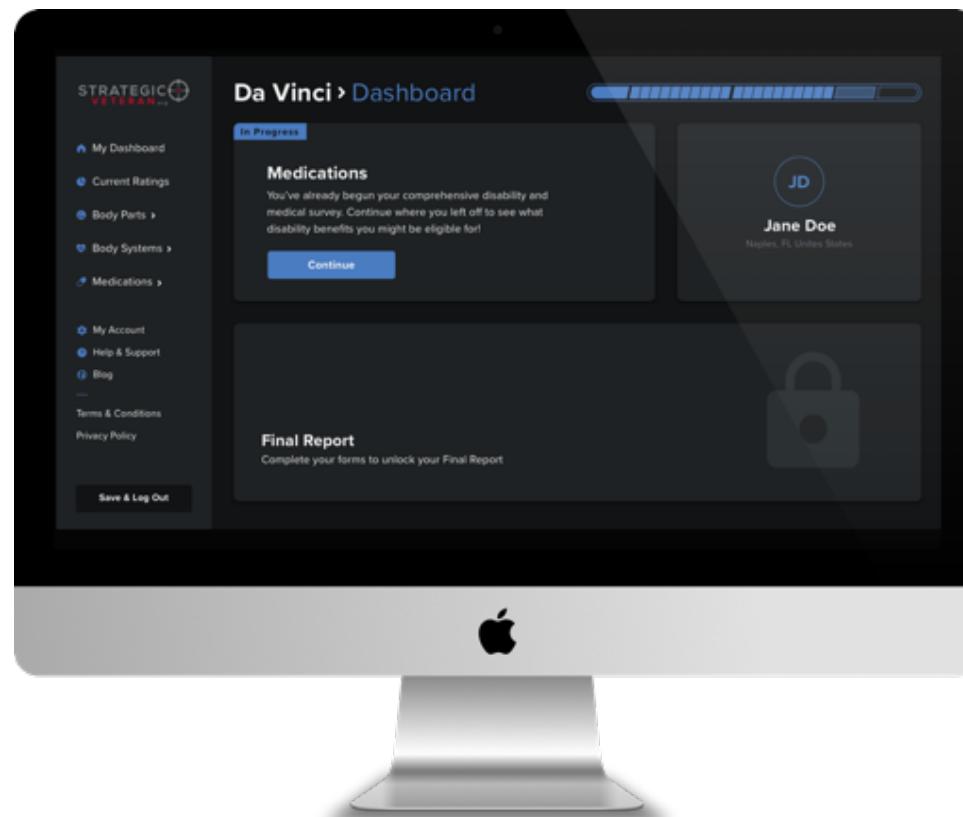
After ensuring the low-fidelity wireframes met all user and product requirements and scenarios, we converted our initial concept drawings into medium resolution wireframes in preparation for our first usability test.

In following a strict agile process, we made all necessary changes before committing time and energy into adding styles, icons and visual elements to the application. However, we did create symbols out of the elements that were validated from our testing sessions, so when we were ready to move into styling it was done globally, saving us a great deal of time and energy.



## Outcome

After creating a high resolution prototype using Sketch and Flinto, we conducted in depth usability tests to further improve the application. It was imperative for us to gain feedback from stakeholders, customer service and sales representatives, and other key personnel within our organization that have hands on experience helping military veterans every day. This was to ensure that every feature and function made sense and adhered to and/or improved upon the processes that is followed on a daily basis while helping military veterans get the disability compensation they deserve.



Medications > Disabilities

Current Past

Enter ALL of the medications and medical devices you have used in the past but are no longer using for Obstructive Sleep Apnea.

Or choose from the suggestions below:

- CPAP
- BiPAP
- Acetaminophen
- Actig
- Alveo
- Ambien
- Aspirin
- Bayer
- Bufferin
- Sleep Apnea Sleeping Assistant Device

I have never taken any medications for this disability

Service Connected Disabilities

- Sleep Apnea
- Tinnitus
- Obstructive Sleep Apnea
- Post-Traumatic Stress Disorder
- Anxiolysis
- Chronic Pain
- Painful Facets
- Complex Regional Pain Syndrome
- Generalized Anxiety
- Limbic ADD

Save & Log Out Previous Continue

## Easy to use questionnaire

Our intuitive questionnaire simplifies the process for the user by auto generating the top 10 most common answers.

## Proprietary Algorithm

Our proprietary algorithm allows us to help more veterans by simplifying and speeding up the discovery process in a scalable way.

Da Vinci > Current Ratings

What is your overall VA disability rating?

You can rate this information as best as possible. If you don't know your overall disability rating select "Not Sure" for instructions on how to obtain this information.

0%	10%	20%	30%
40%	50%	60%	70%
80%	90%	100%	Not Sure

Save & Log Out Previous Continue

Da Vinci > Final Report

Final Report

Congratulations! You have completed all forms. Your final report has been generated and can be viewed below or downloaded to your device as a PDF.

Download Final Report as PDF

Potential Disabilities

Body Parts

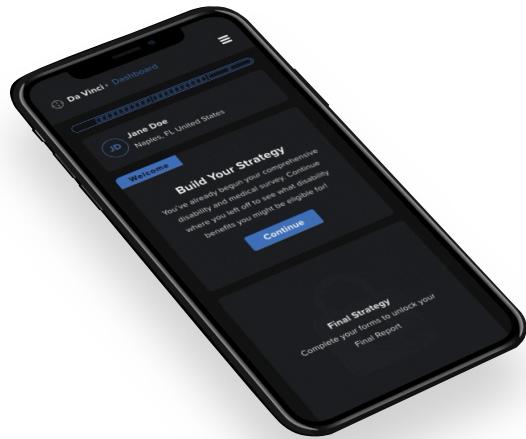
Body Systems

Current Ratings

Save & Log Out Previous Continue

## Generate Final Report

After receiving input from users, our application synthesizes all the data and automatically generates a report of potential ratings that can be downloaded as a PDF.



## Conclusion

After the initial release, we will continue researching and testing to get more feedback and learn more on how we can create the most optimal experience for our users.

iflorist

Davinci



Connect

Take care



# VACP

Duration  
3 month(s)

## Overview

VA Claim Pros serves United States military veterans by providing them with professional medical disability consultation services. The purpose of this site is to serve as a landing page for potential clients and existing clients to learn more about the company and set appointments to meet with a VACP representative.

## Process

- |   |  |  |  |
|---|--|--|--|
| <input type="radio"/> 1. Research<br>Industry Research<br>User Research | <input type="radio"/> 2. Iteration<br>Rapid Prototyping<br>High fidelity | <input type="radio"/> 3. Testing<br>Accessibility<br>Usability Testing | <input type="radio"/> 4. Validation<br>User Testing<br>KPI's |
|---|--|--|--|

## Problem Statement

"Veterans need help obtaining the medical disability benefits they were promised, however they feel misled and ignored. They need a reliable, responsive resource to help them achieve their goals."

# User Journey Diagram

User journey diagrams allow us to be more empathetic while designing for our user because we have a better understanding of the specific frustrations they go through before they discover our product and provides us with more awareness of frustrations that may potentially arise in the future.

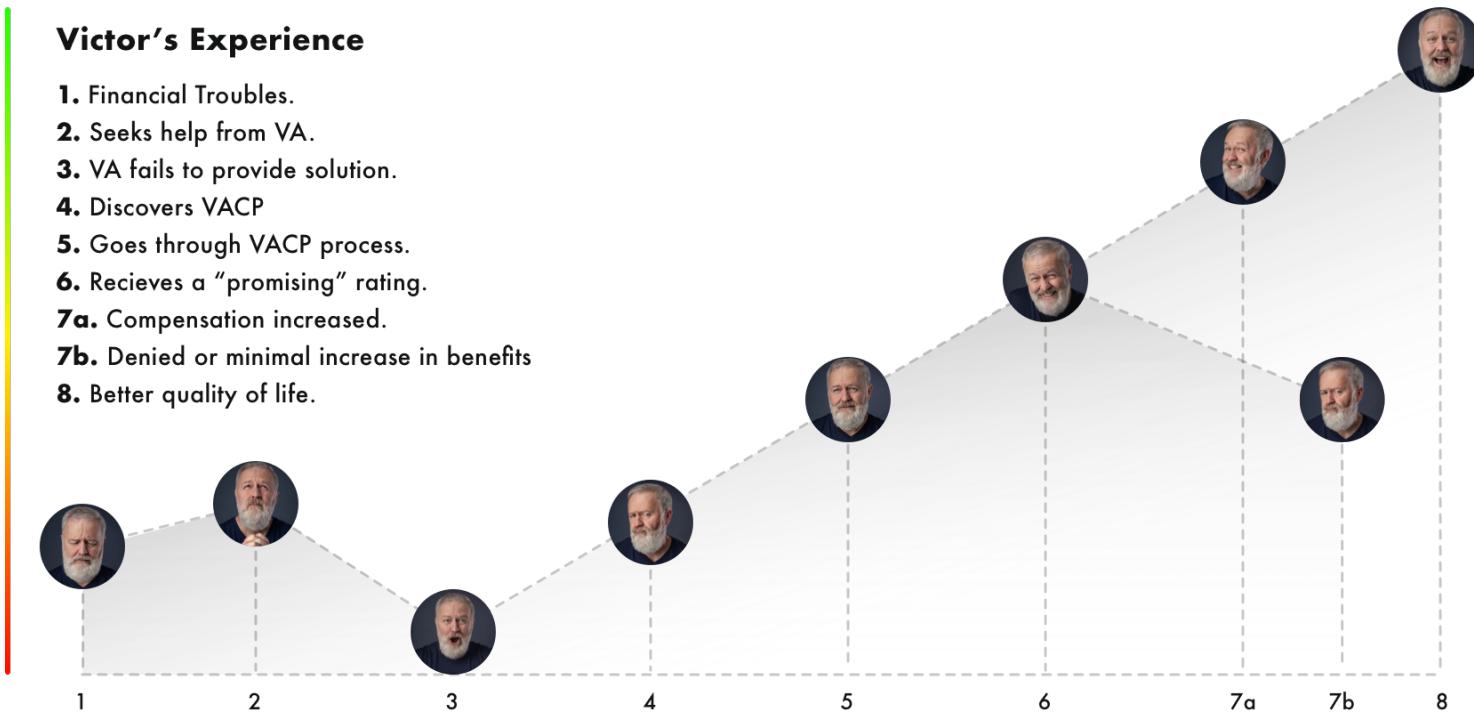


## Goals and Expectations

Victor's primary goal is to increase his income so he can take care of himself and his family throughout his retirement. He expects to receive the help a veteran who served his country deserves.

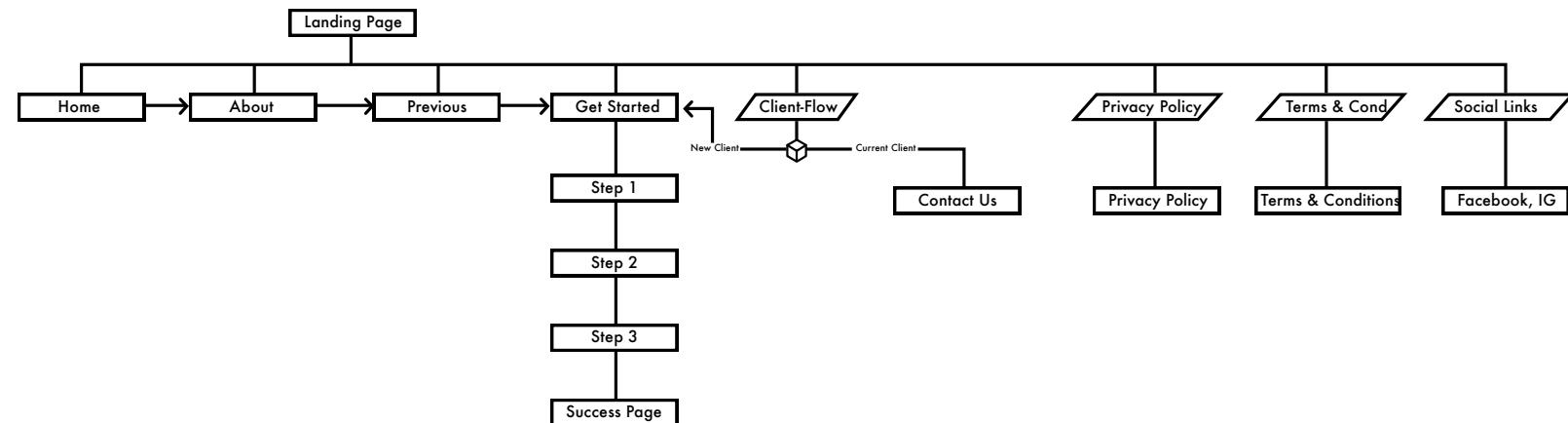
## Victor's Experience

1. Financial Troubles.
2. Seeks help from VA.
3. VA fails to provide solution.
4. Discovers VACP
5. Goes through VACP process.
6. Receives a "promising" rating.
- 7a. Compensation increased.
- 7b. Denied or minimal increase in benefits
8. Better quality of life.



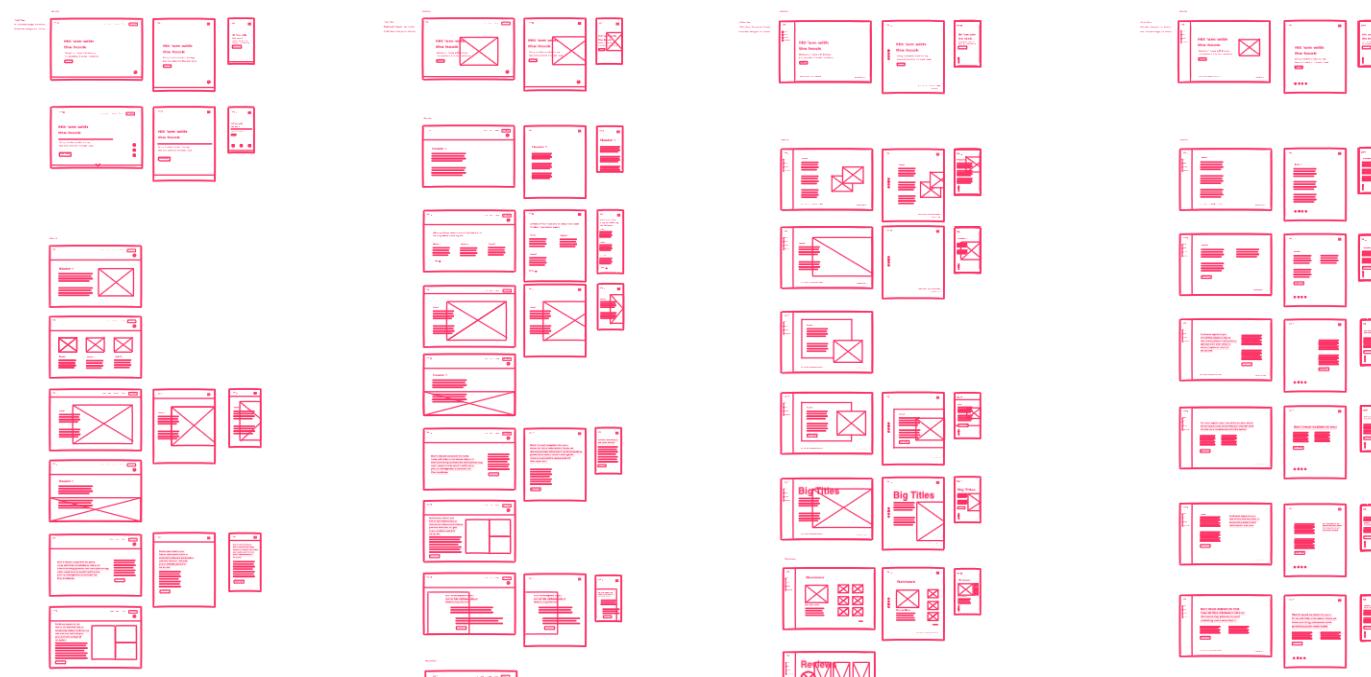
## Site Structure

Before our brainstorming session, we decided to map out a simple site structure highlighting the intended user flow. This flow would allow the user to get acquainted with the company and schedule an appointment with a representative.



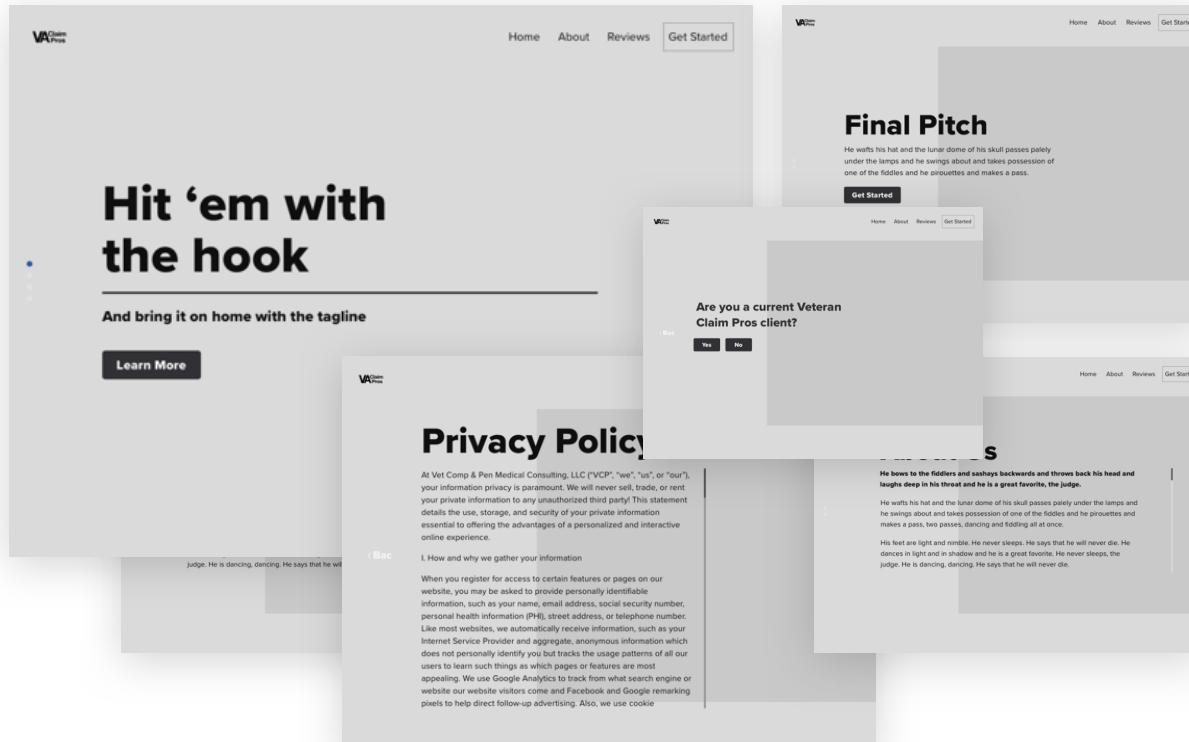
## Quick Concept

After laying out the site structure, we decided to immediately begin iterating several design alternatives. We then regrouped to decide which layout would work best for the desired outcome from both a user and business perspective. Although there were many changes in our approach, this prototyping session was helpful in allowing us to explore all possible ideas in order to determine the most viable option.



## Renovation

Before we started this project, we knew there were certain components that needed to be created based on stakeholder requirements. After creating them, we agreed upon which low-fidelity wireframes would work best, then we started converting them into medium resolution. In order to save time and energy we created symbols out of all individual components and linked them to a separate style guide which we could update to effect all components in the future.

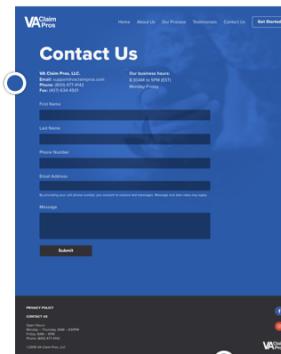


## User Testing

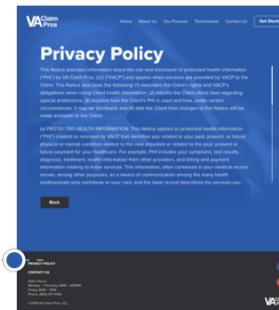
We decided to conduct user testing sessions at various points in our process between medium and high res to validate our design decisions. In each session, we realized that there were many opportunities to improve the experience for the user. After organizing all feedback into a trello board, we prioritized all of the changes to be made and implemented them into the final version of our high res design while adhering to stakeholder requirements.



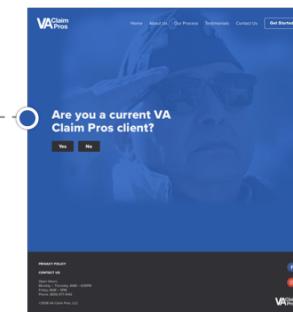
"Add a phone number to the contact page to allow users to call the office directly."

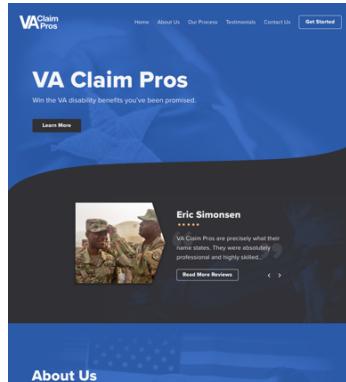


"I expect to receive a turn around time for when someone should reach back to me."



"There should be a link to the privacy policy page so users can be more informed ."



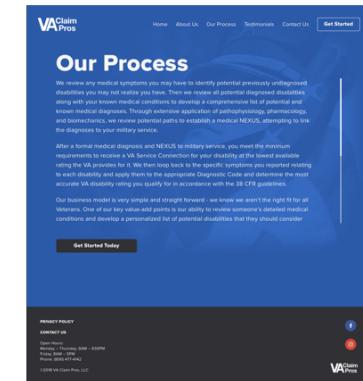


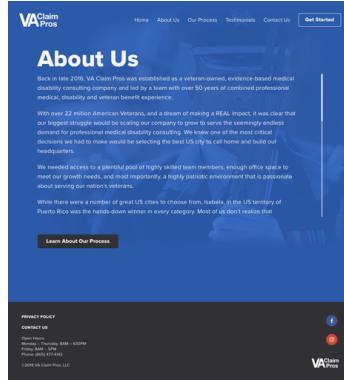
## Home page

The home page was designed to make an introduction of the company culture in order to build trust and establish an initial relationship with the user base. Short previews of the company's history and process are displayed on this page with links to more details.

## Our Process

A detailed explanation of VA claim pros' process is presented on the site to inform users on how the process works and provide a clear expectation of how VACP can serve them.





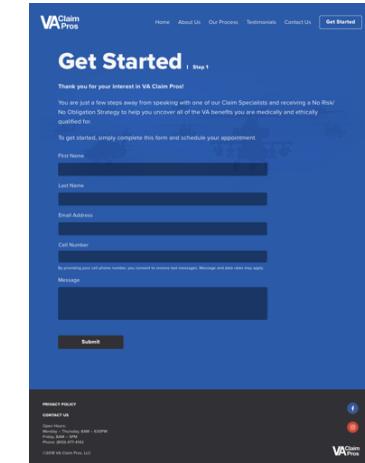
## About Us

**US Military Veterans appreciate doing business with established companies they can trust and believe in. The about page was designed to build rapport and credibility with the user base.**

## Get Started

In hopes to increase disability benefits for US Military Veterans on a wide scale, the site is designed to take users through a flow that leads them into scheduling an appointment with one of our representatives.

Current clients have the ability to reach out directly to support.



## Style Guide

This style guide was created in a modular fashion based on components from our sketch libraries. Using abstract we were able to keep all UI components up to date across multiple variations of the design and reuse these components to populate each individual element in our style guide. This allowed us to keep the style guide up to date automatically based on edits to the library master files.

**COLORS**

Colors are named using the format `ColorName` (as defined by the Design System). Colors can be used directly in the Sketch project and imported into projects under Node Modules. Please review the `color` constants associated with each color to this project.

Color Name	Description
Border on-top	Use as background color behind images
Secondary Color	Use this color as main base for secondary button background
Border white	All body text
Border group white	Input placeholders
Border black	Text area placeholder

**DETAILS**

COLLECTION: Style Guide

PAGE: Style Guide

FILE: Style Guide sketch

COMMIT: Merged Style guide

BRANCH: Master

PROJECT: VACP Website

**ELEMENTS**

Primary UI elements documented include buttons and inputs.

Element Type	Definition
Primary Button	Primary button
Secondary Button	Secondary button
Primary Button (disabled)	Primary button (disabled)
Secondary Button (disabled)	Secondary button (disabled)
Primary Text	Primary text
Secondary Text	Secondary text

**DETAILS**

COLLECTION: Style Guide

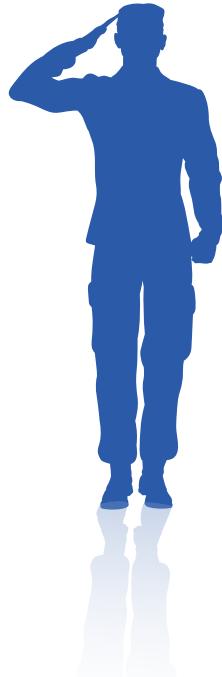
PAGE: Style Guide

FILE: Style Guide sketch

COMMIT: Merged Style guide

BRANCH: Master

PROJECT: VACP Website



## Next Steps in our Design Process

Our primary goal moving forward is to validate our design decisions by monitoring the efficiency and success of our design outcome from a user and business perspective. In hopes that VACP clients and prospects have an increasingly satisfying experience, we also plan to continue researching and iterating to find ways to improve the platform and create an even better experience that will greatly improve customer satisfaction and retention.

Davinci

VACP

# Connect

Take care

Let's talk

Hramos0910@gmail.com

- VACP
- Feedme
- Connect
- Take care



Take care