HELLO!

Ioannis Chalellis UX Designer

UX DESIGN PORTFOLIO

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I believe that even most complex systems can be made simple & easy to understand for everyone.

About Me

Started as a Software Developer.

Have a degree in Software Development, which allows me to understand all the technological aspects developers facing .

 Continue to embrace new skills, so I learned React and Android programming,.

Principles

Gather all information you can find. Dig deep. Analyze all aspects to propose the best solution possible.

Design that way, so users won't need the manual to understand what to do.

Provide the best quality of each & every detail.

My Work !

Table of Contents
1. Bus ticketing system
2. Food ordering Mobile App
3. Design an App to Combat FOMO

1. Bus ticketing system

ROLE:
UX researcher, UX designer, UI designer

About the project:
KTEL one of the biggest national bus transport companies in Greece connecting many citys round the country, wanted to update upgrade their application with a fresh design and with a user-friendly interface.

The goal for the project was to make it simple and easy to book a round trip on the mobile app. Improving this would be the foundation for a strong evolvement of a diverse user base. The problem with the app as it is now is that users are upset with the way the app it works, this makes almost impossible to do the booking, also tourists that are visiting the country and they try to take the bus complain that is impossible to use the application as it is at the moment as there is no option the app to speak English.

Gathering info (Research & interviews)

For start I tested the app by completing a roundtrip booking to get an updated scope of the problematic experience. My goal was to understand the challenges that users faced and learn the workarounds that were employed.

I also conducted a competitive analysis of other well established UK bus brands offering similar services to better understand how the existing challenges in this space that other users may incur.

Problems i have found:
Users can't figure out if they've selected the right trip details for their round trip tickets.
Users cannot find where their bus route is.
Users would rather use the desktop site over the mobile app because they are enabled to see more features to assist with their trip selection.

Analyzing data (Personas)

I distilled my research down to personas that best represented the user group. I mapped out the user's journey of our persona Desi, while including her thoughts and feelings from the day. From this, I was able to visualize her biggest frustrations and hone in on a focal point within the problem space.

Desi
Student

Demographics

•20 years
•Single
•Lives with other 3 females
•Degree Student

Personality

• Good tech knowledge
•Has lots of friends
• Reading in coffee shops

Goals & Needs

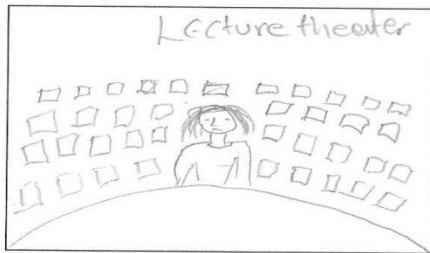•Loves travelling
• Timesaving

Frustrations & Pain points

• Find best prices
•Money is a problem
•Travels frequently

Analyzing data (Storyboards)

Storyboard meant to explain the context on which the app can be used.
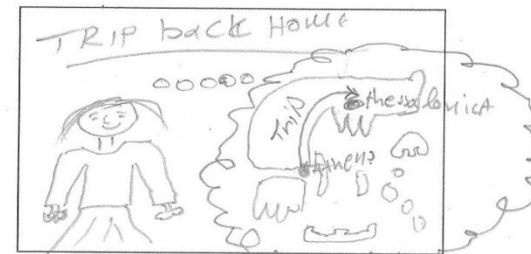
PERSONA: Desi
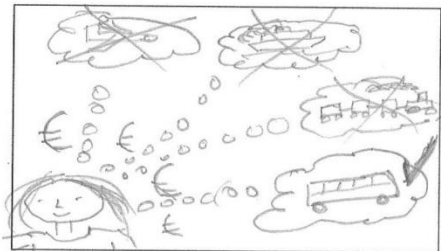
USER STORY/SCENARIO:

Desi is a student

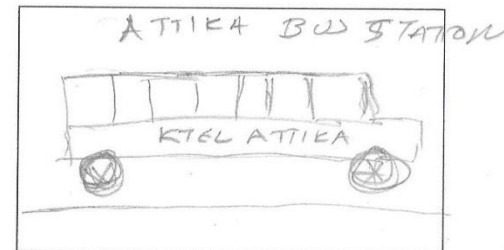she is working hard to finish the semester and to return home

Semester is over and now it is time to book her ticket to go back Home she is in Athens and she lives in the north

Money was always a problem she cannot afford plane, ship train, she desides to get the buss

So she gets the mobie Phone and she log in to ATTIKA Bus App and she get an e-ticket

off she goes she has it all Processe in 3 minutes, No que to wait easy and above all everthing is on her phone
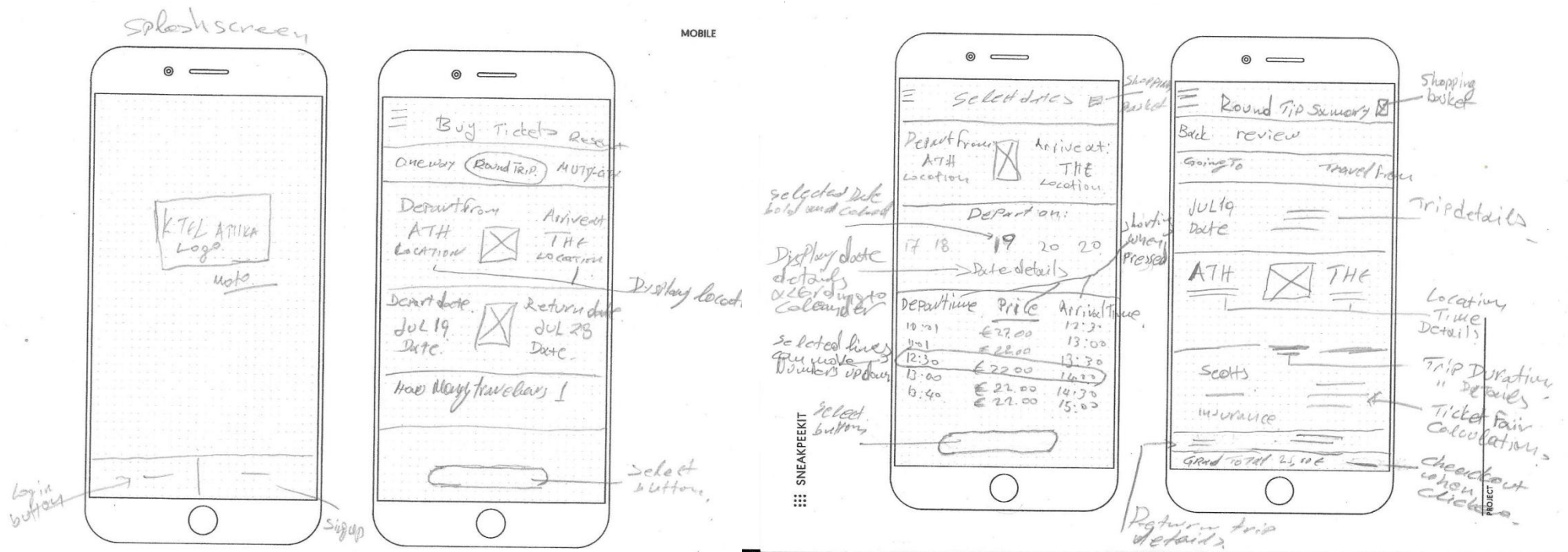
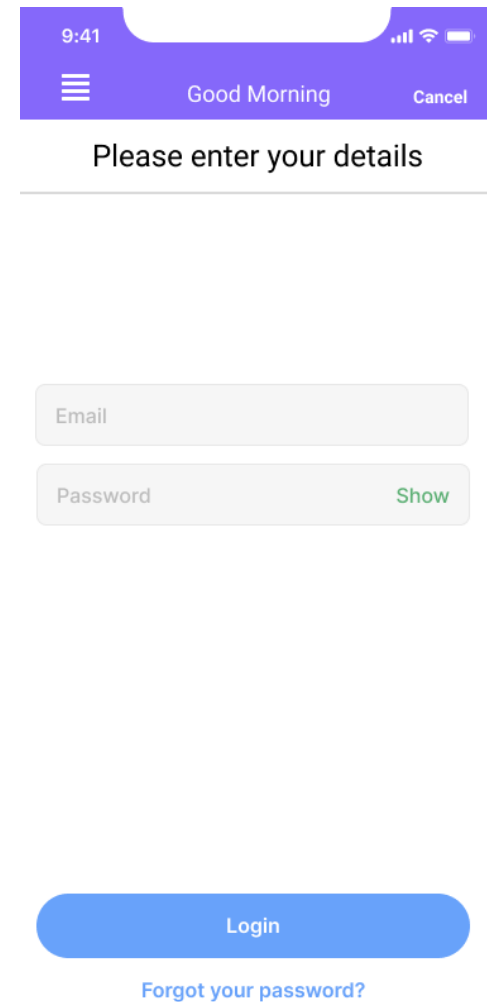PAGE # 1.   PROJECT/TEAM: Ichulellis

DATE:

STORYBOARD

Simplifying (Wireframes & mock-ups)

Wireframes are used early in the development process to establish the basic structure of an app before visual design and content is added. In the ideation phase I created wireframes presenting information architecture of the future layout.

On boarding screens

9:41

KTEL
ΑΤΤΙΚΗΣ
Best Prices in Attica

| Login | Sign up |

9:41

☰ Good Morning **Cancel**

Lets get some info

Name

Email

Password   Show

Re-type Password   Show

Sign Up

Forgot your password?

9:41

☰ Good Morning **Cancel**

Please enter your details

Email

Password   Show

Login

Forgot your password?
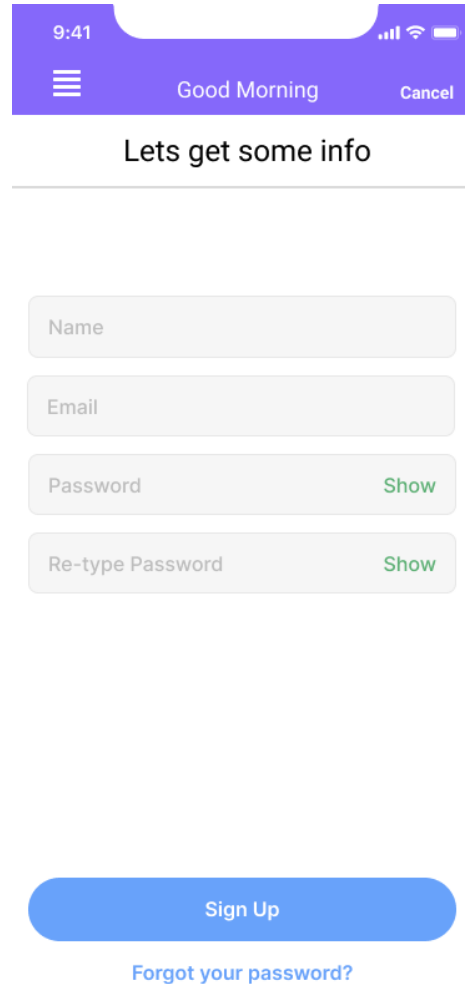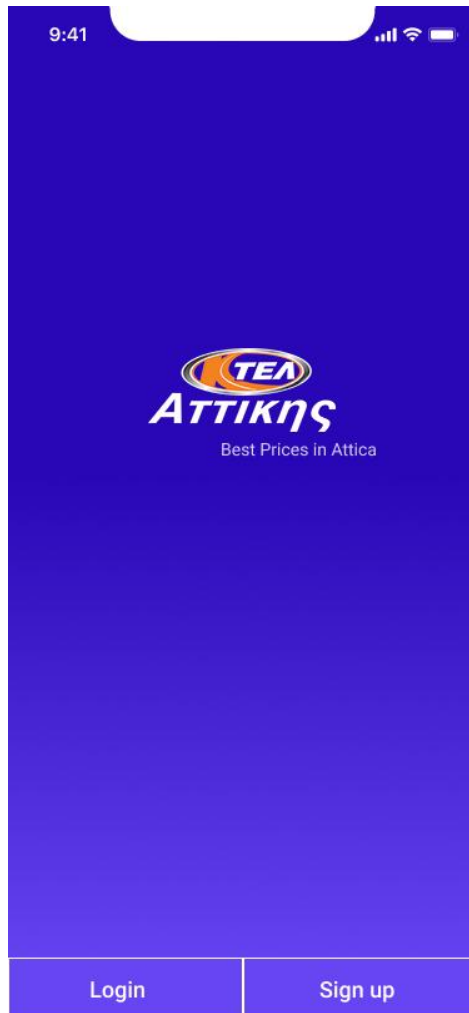
On boarding screens

9:41

☰ Buy Tickets **Cancel**

Choose your travel destination and dates

ONE WAY | ROUND TRIP | MULTY-CITY

Depart from: Arrive at:

Depart date: Return date:

How many travelers

Search

9:41

☰ Buy Tickets **Recent**

Choose your travel destination and dates

ONE WAY | ROUND TRIP | MULTY-CITY

Depart from: Arrive at:
ATH   **THE**
Athens Center   Thessaloniki Station

Depart date: Return date:
JUL 19   **JUL 28**
Sanday   Monday

How many travelers ?   **1**

Search

9:41

☰ Round Trip Summary 🛒

Back   Review your intinerary

Going to   Travel from

JUL 19   Trip no # 1234
Sanday   Guest x1 25,00 €
                        Special Accomodations: n/n

ATH   **THE**
Athens Center   Thessaloniki Station
Depart time :   Arrival time :
4:30 am   6:30 pm

          10h 20 min
          non stop

Seats   Travel Fair : 25,00 €
                        Seats : 00,00 €
– – –   Insurance : 00,00 €
Insurance   Sub Total : 25,00 €
(not avaiilable)

JUL 22   Trip no # 1234
Monday   Guest x1 25,00 €
                        Special Accomodations: n/n

Grand Total : 25,00 €   **Cheackout**

On boarding screens

Screen 1 — Select Dates

9:41

Select Dates

Choose journey details

Depart from:
ATH
Athens Center

Arrive at:
THE
Thessaloniki Station

Depart on:

17 18 **19** 20 21

SANDAY 19 JULY 2020

Depart Time	Price	Arival Time
1:00 am	25,00 €	2:30 pm
1:30 am	25,00 €	3:30 pm
2:00 am	25,00 €	4:00 pm
2:30 am	25,00 €	4:30 pm
3:00 am	25,00 €	5:00 pm
3:30 am	25,00 €	5:30 pm
4:00 am	25,00 €	6:00 pm
4:30 am	25,00 €	6:30 pm
5:00 am	25,00 €	7:00 pm
5:30 am	25,00 €	7:30 pm
6:00 am	25,00 €	8:00 pm
6:30 am	25,00 €	8:30 pm
7:00 am	25,00 €	9:00 pm
7:30 am	25,00 €	9:30 pm

Select

Screen 2 — Buy Tickets

9:41

Buy Tickets   Back

Select you travel dates

Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Please select your departure dates

Select

Screen 3 — Language

9:41

Language

Back   Please select your language

English US
United Kingdom
German
Polish
Spanish
Greek
French
Russian
Portuguese
Turkish
Italian
Boulgarian
Albanian
Romanian
Serbian
Czech
Dutch

Select

2. Food ordering Mobile App

ROLE:

UX researcher, UX designer, UI designer

About the project:

A Greek customer wanted a mobile food ordering application of a single design, and with user-friendly interface.

Food ordering apps are quite popular these days.

I decided to create competing app where to make an order should be as simple as few clicks on mobile device and it should be easy to understand and informative about the options and choices the users have.

Gathering info (Research & interviews)

The research phase started with goggling competitor applications in Greece, in UK and USA. Analyzing and comparing the content of their apps helped me to determine the direction of development for my application.

Further, to build empathy with users, I started off with a set of casual interviews.
This resulted in a preliminary set of requirements and creating User Personas.

Interviews helped me to discover list of main requests of the users:

1. Quality of the service
2. Good choice of listed restaurants
3. Delivery/Take away option
4. Price criterion

Also buy reading User Reviews of competitor apps i was able to spot and evaluate problems that they were facing, so my design will be ahead for the competition.

Then I did analysis of colours, their perception and influence. The Green is a cool color that symbolizes nature and the natural world. Perhaps because of its strong associations with nature, green is often thought to represent tranquillity, Good Taste Researchers have also found that green can improve reading ability.

Analyzing data (Personas)

Persona helped me to combine patterns I figured during interviews and express them more clearly.

Demographics

- **22 years**
- **Single**
- **Rents apartment**
- **Likes shopping**

Personality

- Career oriented
- Works many hours

Goals & Needs

- Food mood
- Timesaving

Frustrations & Pain points

- Waste of time searching for restaurants of a particular cuisine

Dimi
Hairdresser

Analyzing data (Storyboards)

Storyboard meant to explain the context on which the app can be used.

Simplifying (Wireframes & mock-ups)

Wireframes are used early in the development process to establish the basic structure of an app before visual design and content is added. In the ideation phase I created wireframes presenting information architecture of the future layout.

On boarding screens

9:41

Mediterraneo

Get a meal

9:41

Please make your choice ⌄

Greek Salad
€ 2,80

Pita Giro
€ 3,00

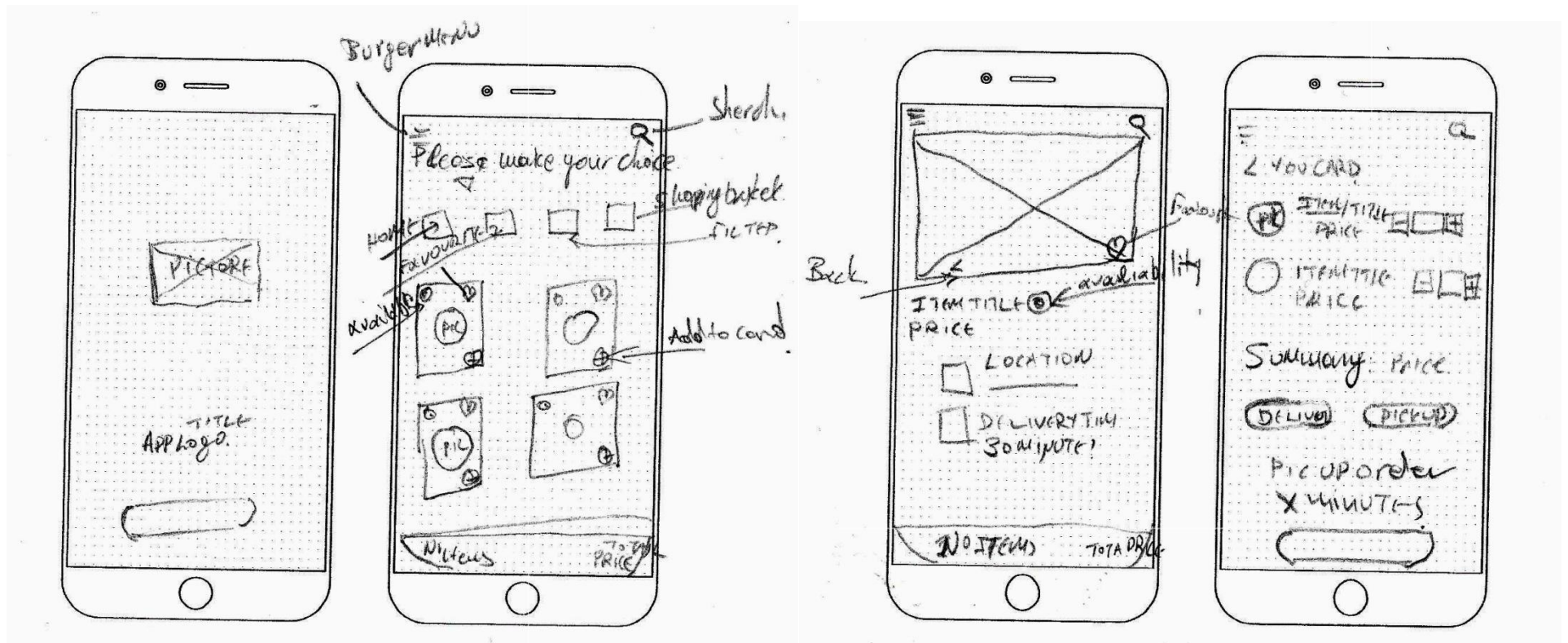Souvlaki
€ 1,50

Gemista
€ 5,54

2 Items   € 4,5

9:41

Gemista ◉
€ 5,54

Ingredients

tomatoes, green bell peppers, eggplants, potatoes, red onions, garlic, rice, parsley,sugar, butter, olive oil

Location
Lorem ipsum dolor sit amet,

Delivery Time
30 Minutes

Alergies : Contains clutain

2 Items   € 4,5

On boarding screens

9:41

< Your Card

Souvlaki
€ 1,50
− 1 +

Pita Giro
€ 1,50
− 1 +

Summary : € 4,50

Delivery | Pick uo

30 Minutes

Make an order

9:41

Tracking

Order Number : 020304056

● Confirmed

● Cooking

● On The way

○ Delivered

○ Rate Us

Home

9:41

Order Confirmation

Date: 27/01/2020
Time: 13:02

Order Number : 020304056

Delivery Time :60 Minutes

Payment Method : Card

TOTAL : €4,50

Track your order | Home
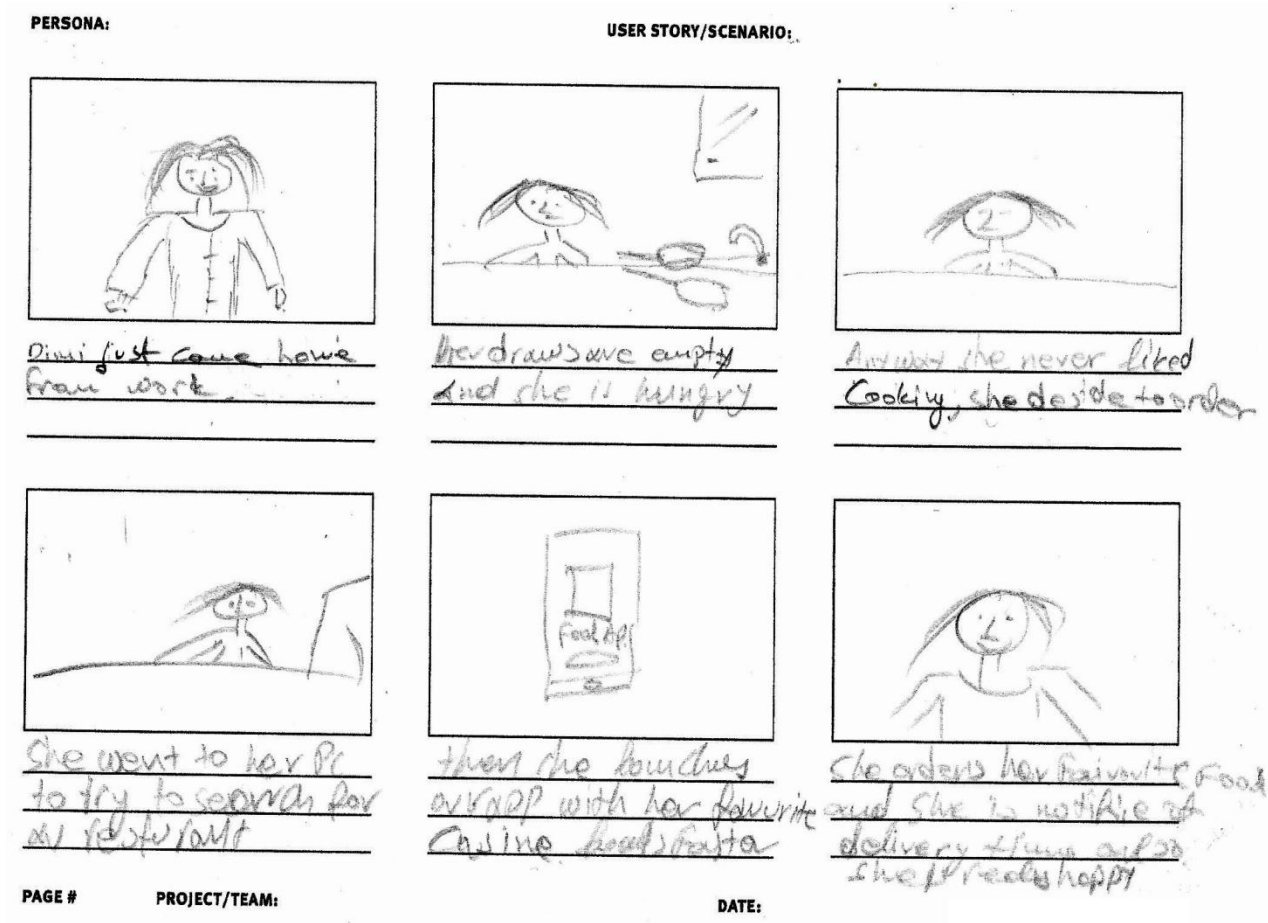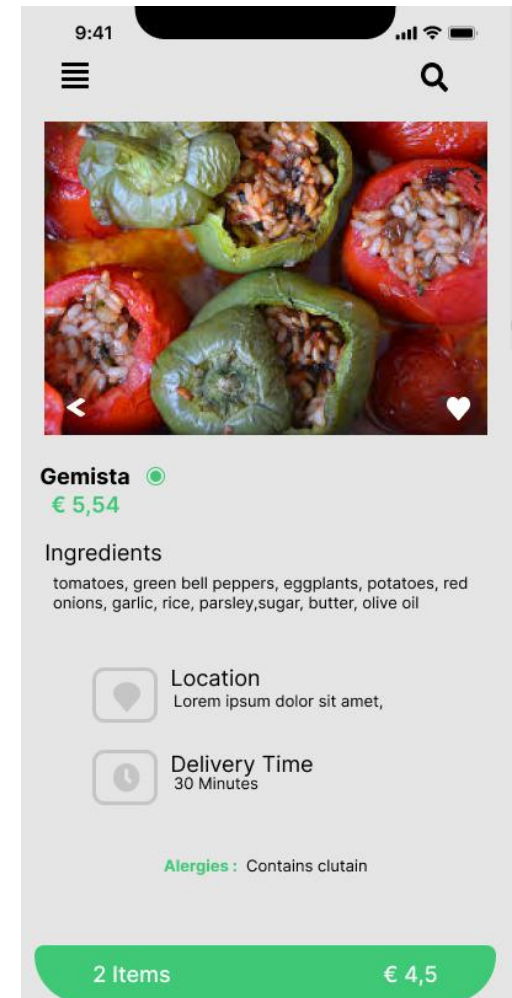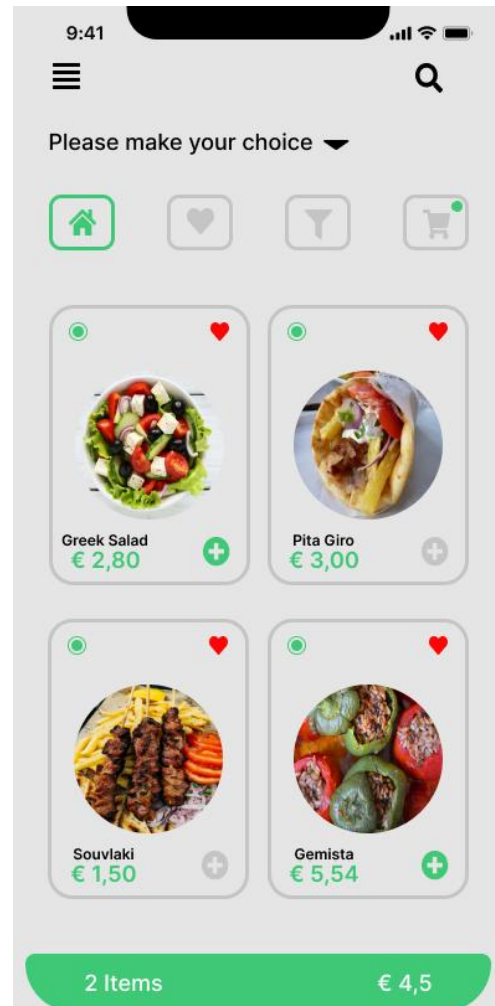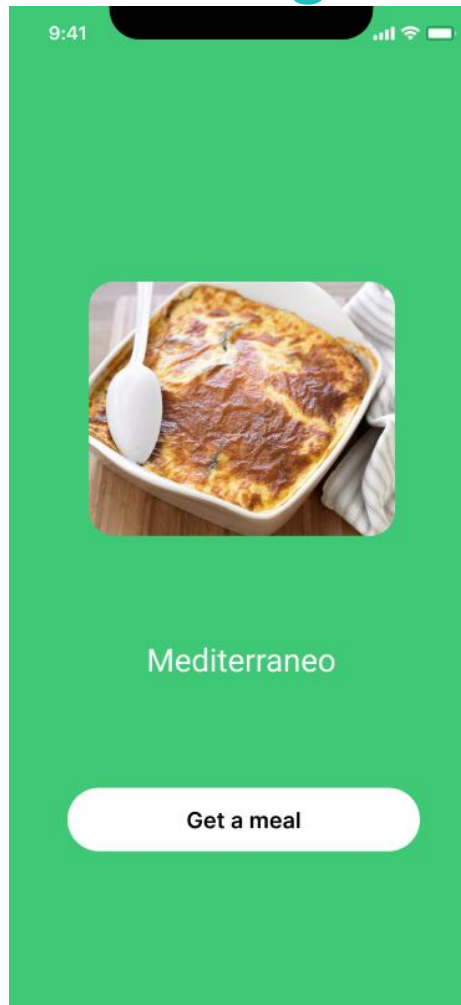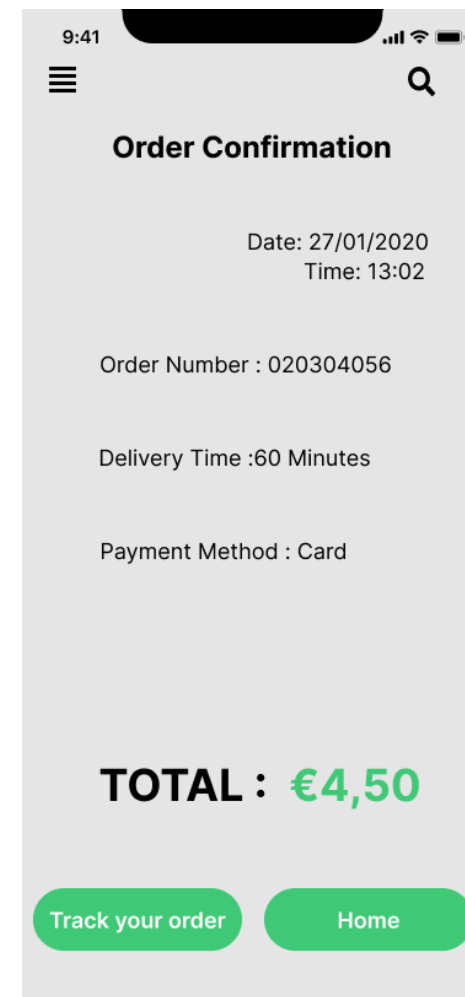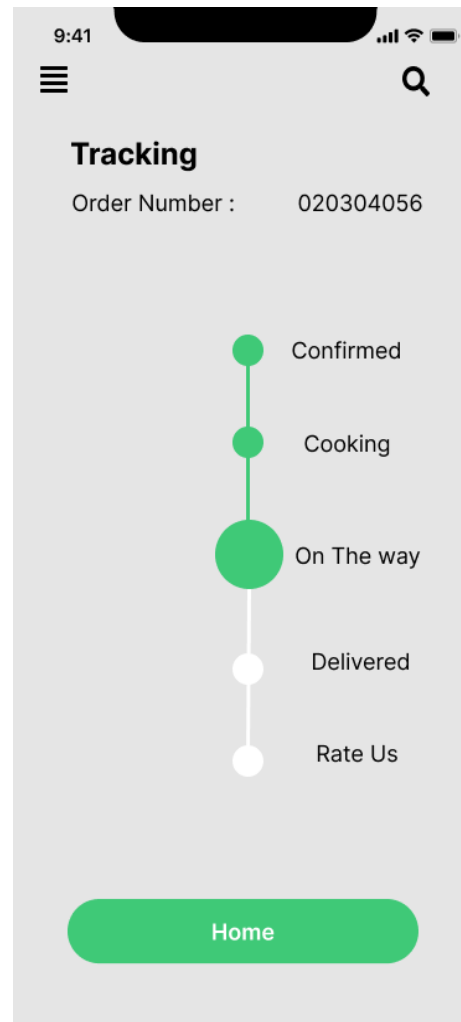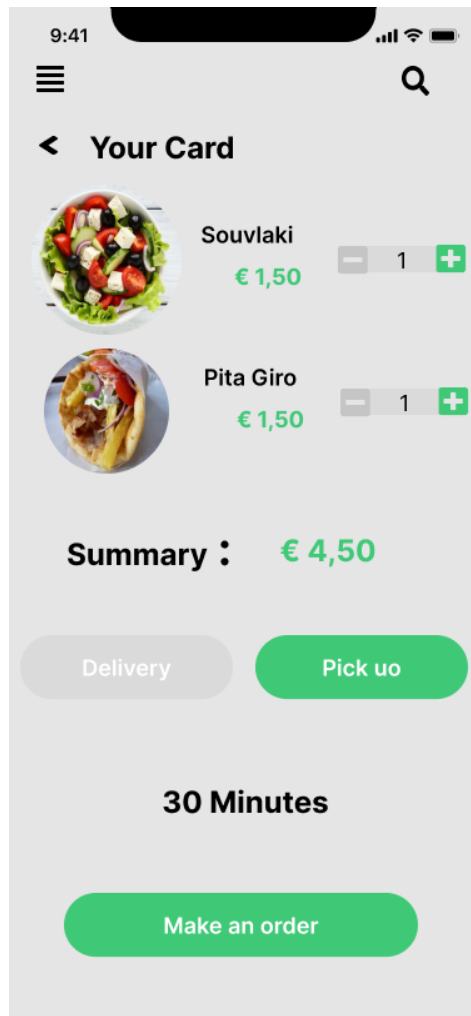
3. Design an App to Combat FOMO

ROLE:

UX researcher, UX designer, UI designer

LIMITATIONS:

The app should focus on one particular issue.

About the project:

Fear Of Missing Out (aka FOMO) is social anxiety, which forces people to think that others are having fun or doing something interesting while the person with FOMO is somewhere else. FOMO is connected with Social Networks usage, but it also may interfere with any other human activity.
My goal in this assignment was to interview people who may have experienced FOMO & to develop an app concept, which may help to ease this fear.

Gathering info (Research & interviews)

The research phase started with goggling secondary research sources. But later, I decided to look for RescueTime annual reports (cause I used their service before).
Those reports had info about the user's behaviour during working hours.

RescueTime found out that both FOMO & messengers' notification design has a huge impact on people's productivity at work. That let to average 2 hours 48 minutes of productive time/day. Since productivity at work often leads to people's success & happiness, I decided to focus on this particular area. During interviews, though, I noticed that several participants expressed controversial thoughts like "At work, I spend 3 hours at YouTube picking up videos to run in the background and often stay overtime. But my surfing habits are 100% healthy". They didn't want to be associated with any "disorder".

"91% of millennials claim that they have healthy relationships with tech. But 53% wake up at least once per night to check their phone." Accel + qualtrics The Millennial Study Most participants expressed similar ideas when they were asked about preferences. All interviewees responded that they would use apps that provide audio (podcasts, audiobooks, playlists) as an alternative to social media. They would also use a service that reminds them to take a break or a walk, but they would not use something that makes them do exercises.
People are embarrassed to do work out in public, but they have no room to do them privately.

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Analyzing data (Persona & Storyboards)

Persona helped me to combine patterns I figured during interviews and express them more clearly.

Demographics

- **28 years**
- **Single**
- **Rents apartment**
- **Likes movies and shopping**

Personality

- Career oriented
- Motivated to self develop
- Loses focus, when distracted
- Tries to keep up with news & trends
- Prefers to use messengers & emails **instead of calling**

Goals & Needs

- Maximize her effectives during the day
- Find something interesting to listen during beaks
- Shield her self from noise in the office

Frustrations & Pain points

- Search for interesting information take too much time
- Videos requires attention and she loses focus
- Colleague speaks too loudly & it irritates her
- There is no quite room to work

Maria
Project Manager

Analyzing data (Storyboards)

Storyboard meant to explain the context on which the app can be used.
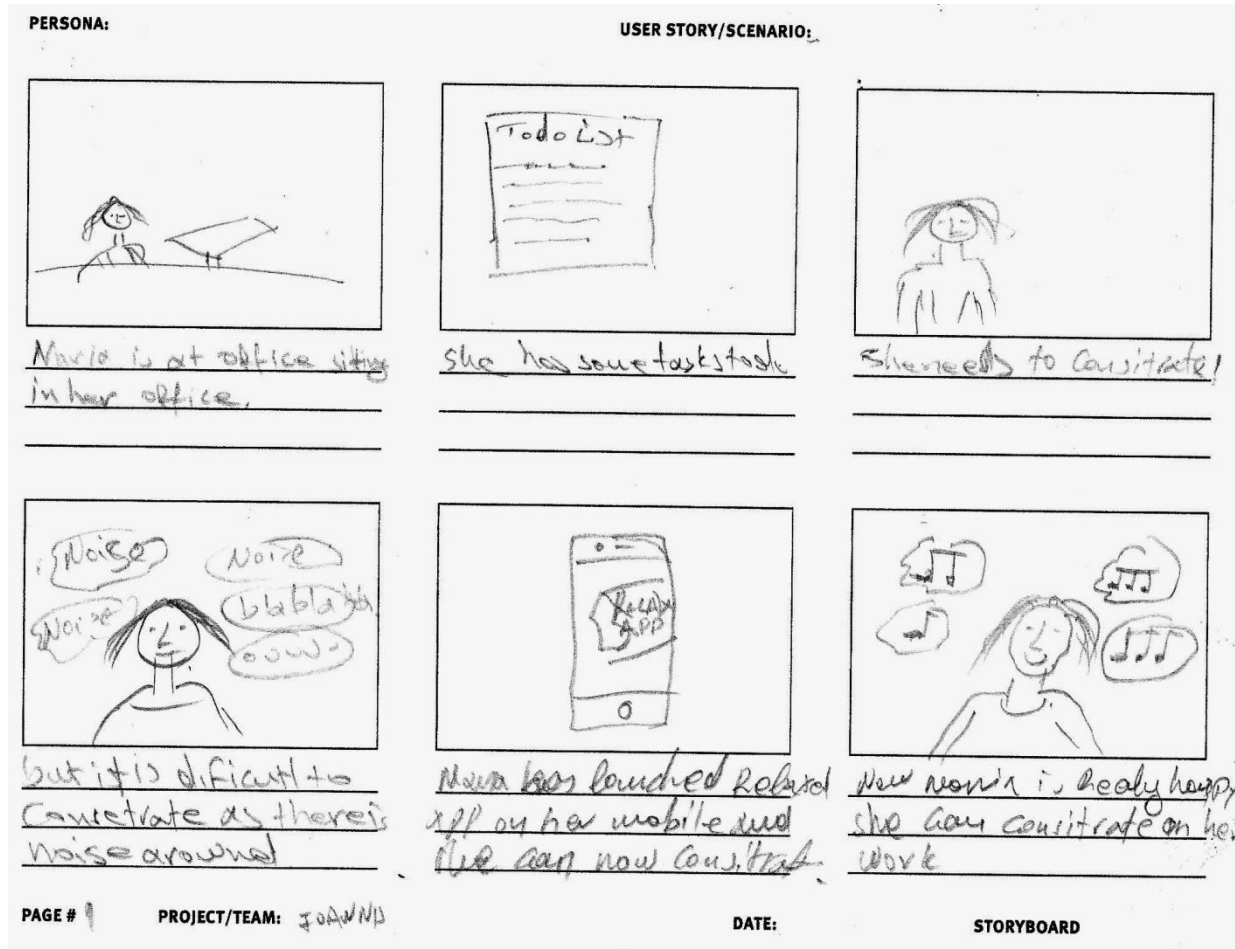
Simplifying (Wireframes & mock-ups)

The idea was to help users concentrate or deal with boredom by providing them an alternative to social media.
Users launch app and select 30 or 60 minutes sessions. App offers them podcasts, music, or audiobooks for that
session and mutes notifications from all sources, except important.
Afterward, ShieldMe offers to take a break or go for a walk.

MOBILE

On boarding screens

9:41

Give your self a moment

Choose 30 to 60 minutes sessions and simply allow The appto turn on the "Do not disturbe" mode for you.

Don't worry. you wont miss any importan calls

● ○ ○

SHOW ME

9:41   SKIP

Do what you love most

Select things you like and we will provide personalized audio content: books , podcasts or music play lists

○ ● ○

ANITHING ELSE ?

9:41

Podcasts ⚙

30 Minutes

1 Hour

Suprize Me

🎤 Podcast   🎵 Music   📖 Books

9:41

◄ Podcasts
Previously in series

Previously in series
Netflix
🎵 4   ⏱ 2.5 hours

❤ LIKE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Gravida purus ipsum mi facilisi libero, eu euismod scelerisque. Ultrices egestas pharetra feugiat leo, non.

▶ PLAY

1. I just want to kiss her   20:31
2. My dad owned $20 dolars for Terminator   15:22
3. It was one trip to Santiego   10:11
4. We wer tried to play movies   22:34

🎤 Podcast   🎵 Music   📖 Books

9:41

PHONE IS CURRENTLY IN "DO NOT DISTURB" MODE

0:00   -29:06
My dad owned $20 dolars for Ter 🎵
Netflix

👎 ◄◄ ⏸ ►► 👍

ADD 30 MIN   **29:58**   STOP

🎤 Podcast   🎵 Music   📖 Books