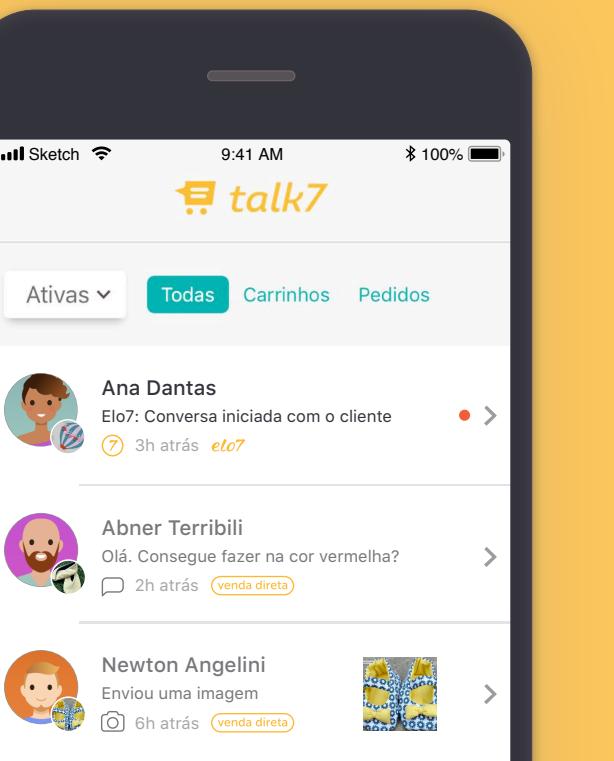


Maria Camila Tessarolo

Lead Product Designer | Elo7

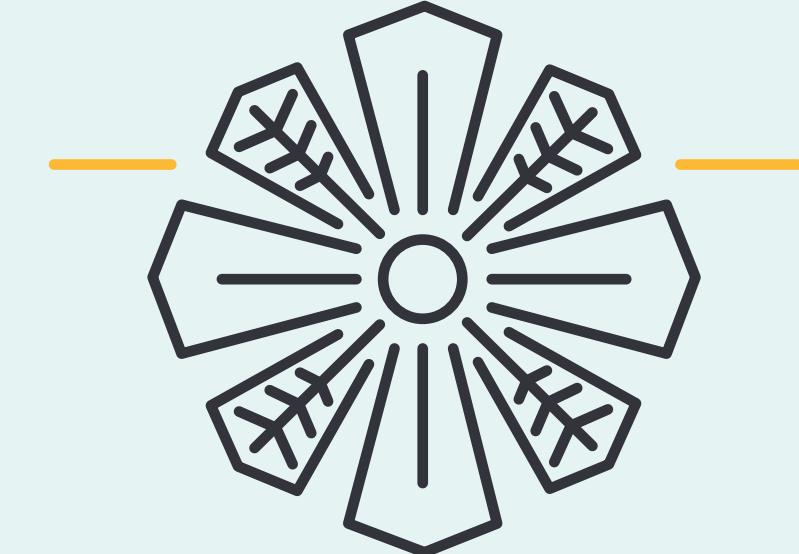
Talk7



Coleções



Reach

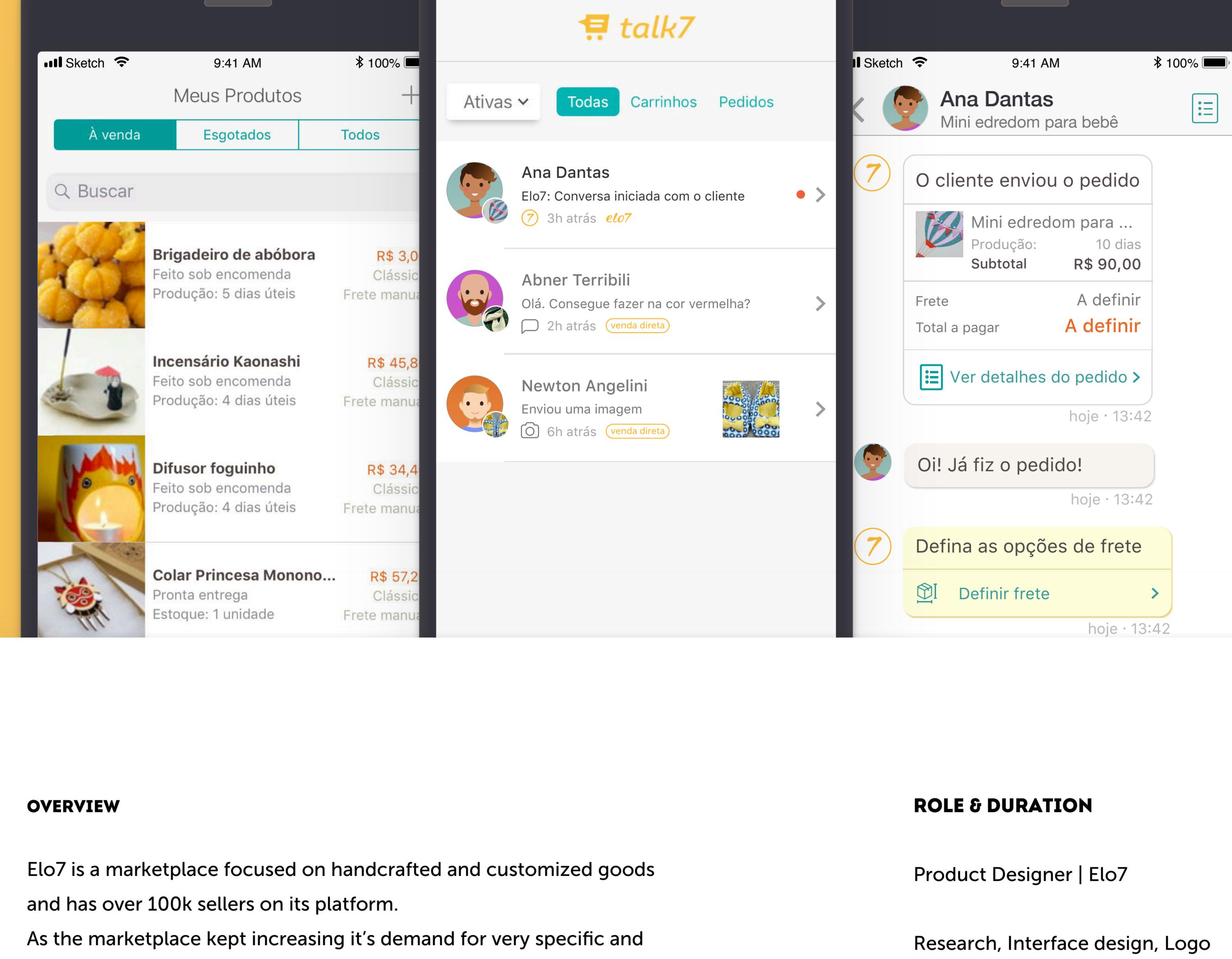


Femijuris



Talk7

Messaging App to track sales in real time



OVERVIEW

Elo7 is a marketplace focused on handcrafted and customized goods and has over 100k sellers on its platform. As the marketplace kept increasing it's demand for very specific and personalized orders, it became clear that we needed more systematic ways to connect sellers to buyers.

The outcome of this project was to deliver a chat tool for the seller to understand more deeply the buyer's desire, but also to aid the management of the sales in other chat platforms (WhatsApp, FB Messenger) offering advantages for such cases.

ROLE & DURATION

Product Designer | Elo7

Research, Interface design, Logo design, Prototyping and testing

Oct 2015 - Jun 2016

The problem

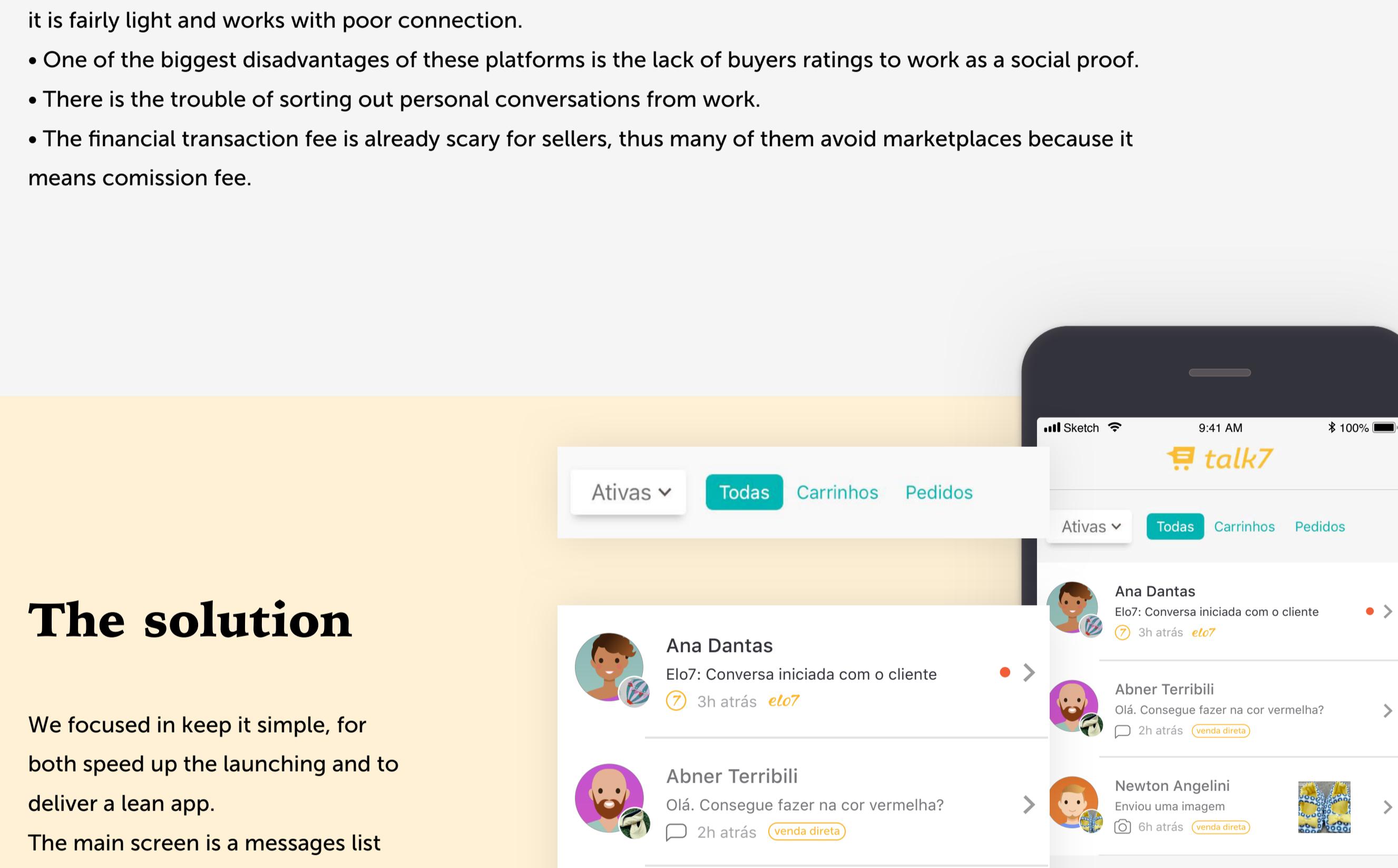
The longer it takes to the seller to respond buyer messages, the worse conversion rate gets. The only tool we provide to make this conversation happen is a comment box that goes to the email.

In addition, many sellers who already have customers prefer to use WhatsApp or other widespread chat tools to sell, though these tools are not provided with payment or delivery integrations in Brazil yet.

User research

We interviewed about 16 people who used WhatsApp, Instagram, FB Messenger and others to sell. The research encompassed:

- Understand means of promoting and attracting clients
- How they charge/get paid
- Posting/delivery journey
- How they manage deadlines, stock, etc
- Pros and Cons observed in each platform

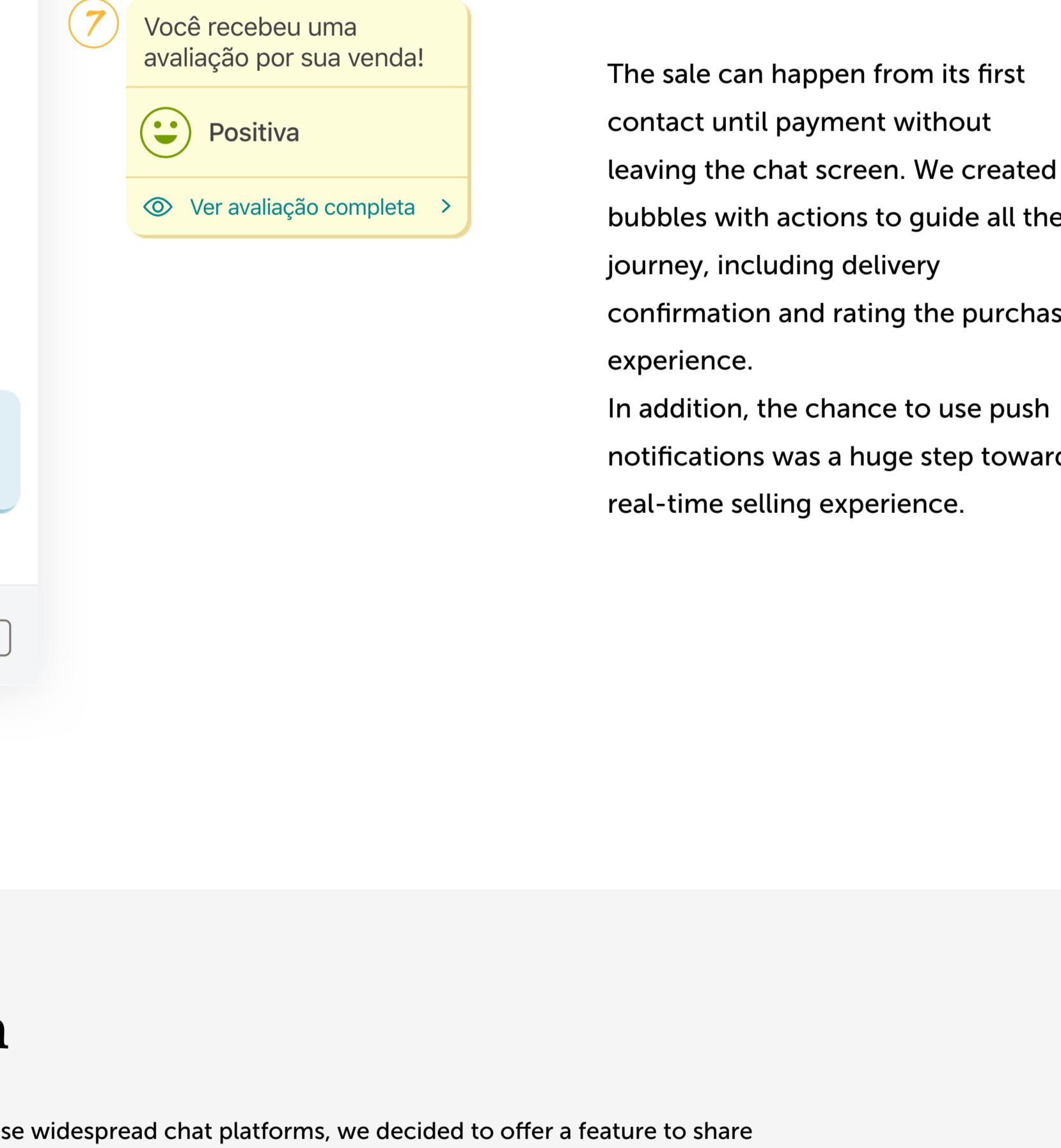


Insights

- Factors like device memory and 4G connection were crucial to most sellers, who own low-end devices and can't afford much internet for their phones. This was one of the main reasons to choose for WhatsApp - it is fairly light and works with poor connection.
- One of the biggest disadvantages of these platforms is the lack of buyers ratings to work as a social proof.
- There is the trouble of sorting out personal conversations from work.
- The financial transaction fee is already scary for sellers, thus many of them avoid marketplaces because it means commission fee.

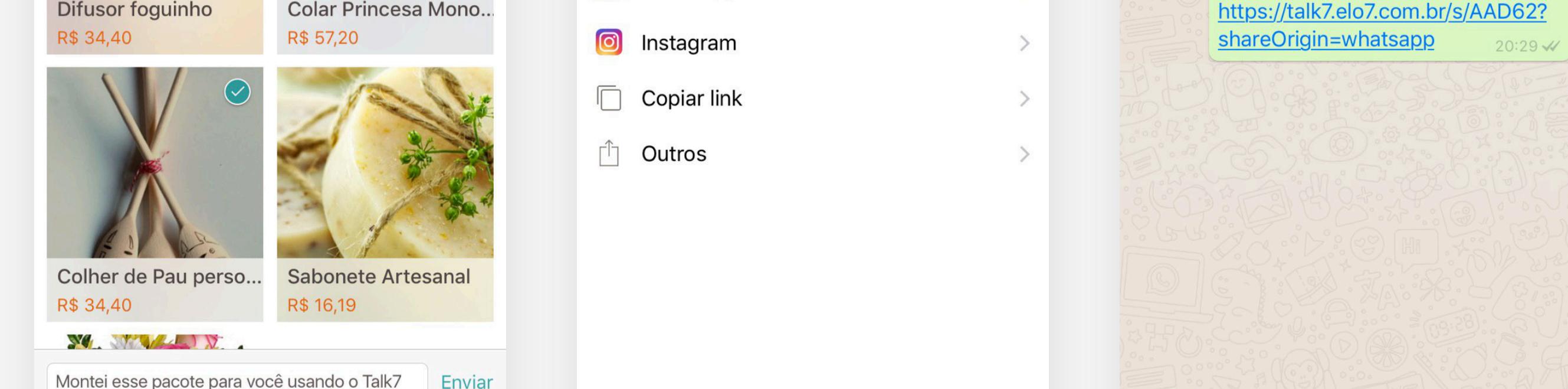
The solution

We focused in keep it simple, for both speed up the launching and to deliver a lean app. The main screen is a messages list with filters for each step of the sale.



Sales concentration

Aware that we would not be able to avoid that sellers use widespread chat platforms, we decided to offer a feature to share the products - or a bundle of them - in order to make the transaction occur in our platform. For such cases the commission fee is of 6% - one third of the 18% charged in ordinary sales - and yet ensuring payment, posting with a discount and the chance to be rated by the buyer.



Impact

In the first 12 months of launching, the sellers time of response got 3 times faster in weekdays - 20min vs 1h - and the app had an average of 1k paid orders in a day. It had a great adoption and today it has over 10k active sellers.

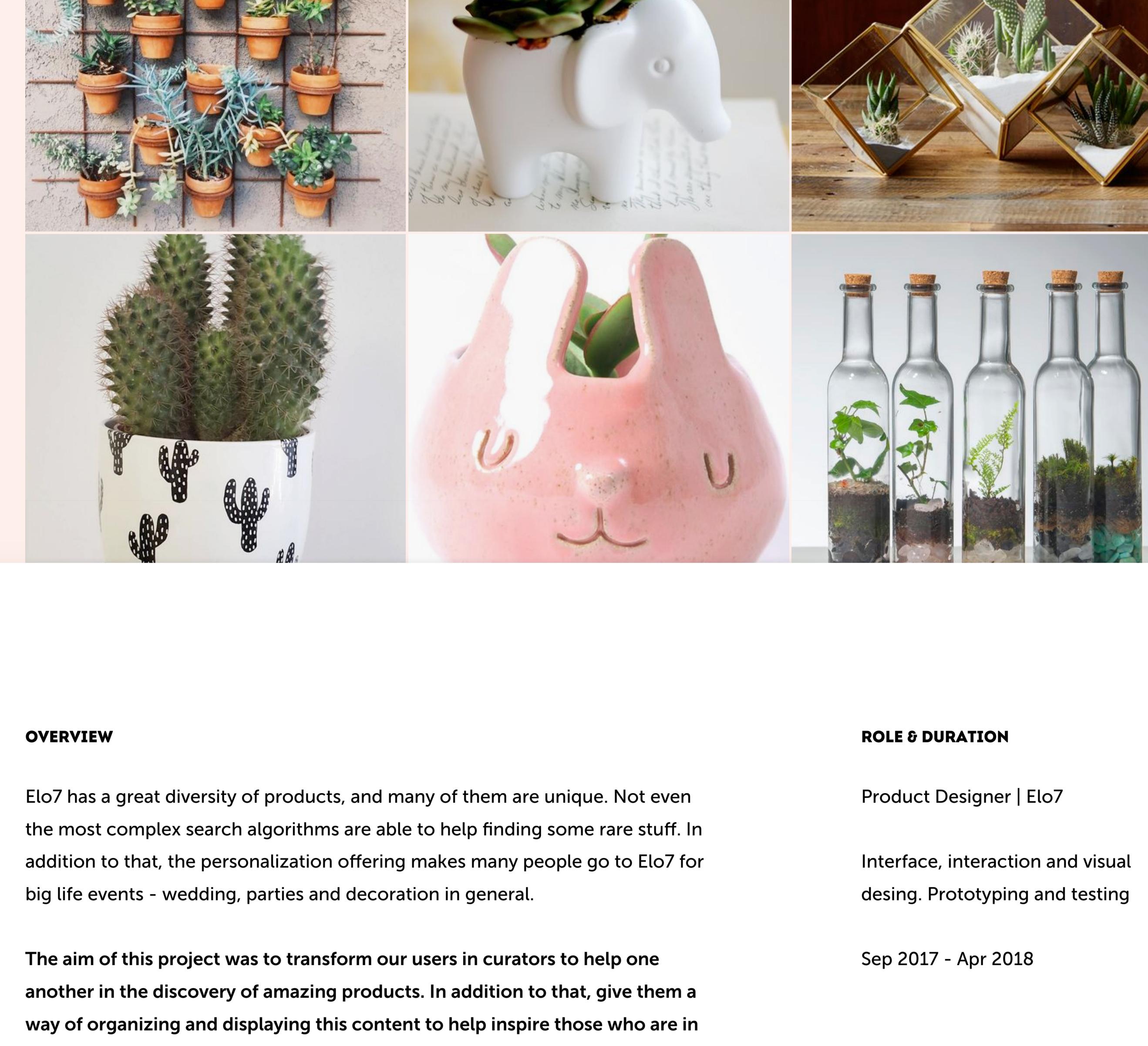
"Fast, efficient, reliable and safe. Centralizes the communication with the client avoiding that they contact our private WhatsApp. Excellent"

"Easy communication (...) The client can purchase on the link, there's no need to get the App, which significantly improves sales"

"Sales are concluded faster, because the client instantly pays by credit card, giving them less opportunities to give up the purchase. If we send an invoice the client often forgets, gives up or take a lot of time to pay"

Collections

A tool to organize and discover products



OVERVIEW

Elo7 has a great diversity of products, and many of them are unique. Not even the most complex search algorithms are able to help finding some rare stuff. In addition to that, the personalization offering makes many people go to Elo7 for big life events - wedding, parties and decoration in general.

The aim of this project was to transform our users in curators to help one another in the discovery of amazing products. In addition to that, give them a way of organizing and displaying this content to help inspire those who are in different journeys of planning, such as brides, new mothers and so on.

ROLE & DURATION

Product Designer | Elo7
Interface, interaction and visual design. Prototyping and testing

Sep 2017 - Apr 2018

The problem

The first impression on Elo7's product catalogue is often very negative. It proved very difficult not to see hand knitted baby shoes mixed with cheap personalized keyrings to give as souvenir. This hinders users identification with the products displayed.

With the increase of signs left by our navigation in the internet, users are more and more used to experience serendipity in their discovery journey. We lacked a fuel to convince our users to show us what they like.

Solution

A tool for the users to segment their favorites the way they want.

Profile

For the first time we gave buyers a public profile showing their collections and adjusted shops profiles to be consistent.

Recommendations

We stimulated our users to follow profiles and shops with nice content based on the products they most like.

Discovery + Engagement

We created a newsfeed with content from the network, helping to discover products that would be hard to find in a normal search context and improving users engagement.

Impact

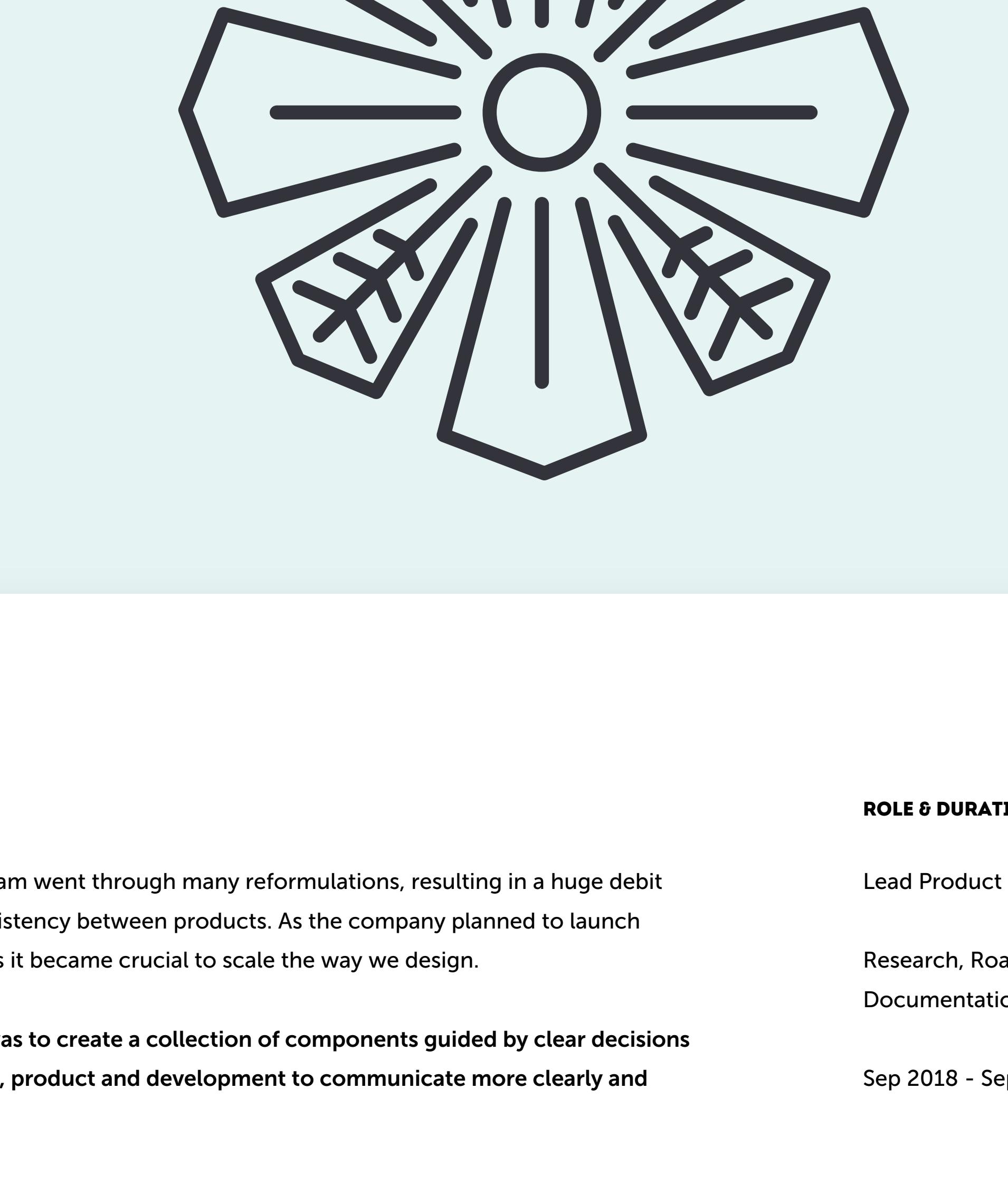
In A/B testing, users exposed to the new profile and the newsfeed presented a retention rate 10x bigger than the control group.

Today more than 38k profiles are followed daily and we now have a good source of material to feed our search algorithms.

Reach

Ilo7 Design System

A dark gray upward-pointing arrow icon.



with well
required

Challenges

For more information about the study, please contact Dr. Michael J. Hwang at (310) 794-3000 or via email at mhwang@ucla.edu.

- A design system is a product in itself, and since we were a small team it was difficult to keep up with the progress of the initiative with other work branches that were happening
- Is hard to achieve the integration required for the team members to contribute

ciliate the
ing new

Grau de Certeza	Oportunidade	Prioridade
H	Salto	0

H	Incremental	0	Reach	Linguagem visual - Espaçamentos: Definir padrões de margem, padding e posicionamento
H	Salto	1	Reach	Design System: Componentes da página de produto em atomic design
H	Salto	1	Reach	Design System: Componentes de coleções em atomic design
H	Salto	1	Reach	Biblioteca de componentes - Criar uma página web via InVision DSM
H	Salto	1	Reach	Design System: Documentar botões
M	Incremental	2	Reach	Linguagem visual - Imagens: Definir iconografia e ilustrações do produto
M	Salto	2	Reach	Linguagem visual - Motion: Incluir animações em algumas ações do usuário

Texto é uma
um conjunto
os tipos de le

- | Sistema | Família |
|---------------------|-----------------------------------------------|
| Windows | Segoe UI |
| MacOS & iOS | SF UI Text
SF UI Display
Helvetica Neue |
| Chrome OS & Android | Roboto |
| Custom | Museo Sans |

Tamanho H1

Propriedades de UI
Line height: 38px
Margin top: 40px

	<p>Sugestão de uso Título de perfil/loja - usar com moderação</p>
Tamanho H2	<p>Propriedades básicas Tamanho: 24px Peso: 500 / Medium Espaçamento: 0</p>
	<p>Propriedades de UI Line height: 32px Margin top: 30px</p>

Cores ajudam a criar um ambiente que indica hierarquia ao longo da estrutura organizacional. Nos comprometemos a buscar

Nossa paleta primária é composta por cores vibrantes que refletem a vivacidade da nossa marca. Essas cores estão presentes nas partes mais importantes desde o marketing até o produto.

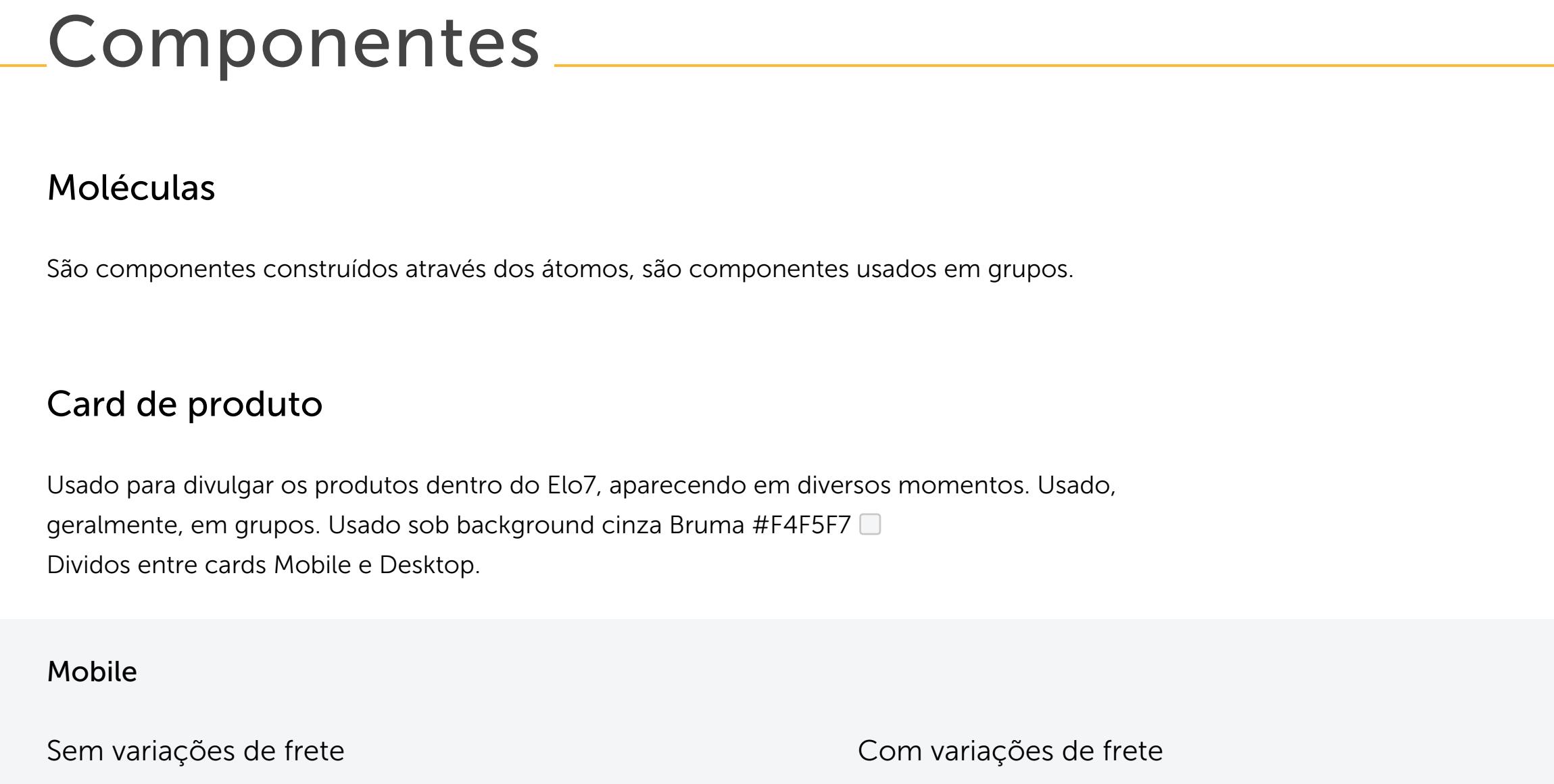
The image displays two color palette cards side-by-side. The left card, titled 'Sirena' (teal), shows four 'A' icons and four 'PASS' status indicators. The right card, titled 'Caqui' (orange), shows four 'A' icons and three 'PASS' and one 'FAIL' status indicator. Below each card is a table comparing color names, hex codes, and RGB values.

NOME	HEX	RGB
Sirena	#008489	0, 132, 137

NOME	HEX	RGB
Caqui	#F05F37	240, 95, 55

A
PASS

Gram	#779E00	119, 158, 0	Pavão	#4278AA	66, 120, 170	Melanc
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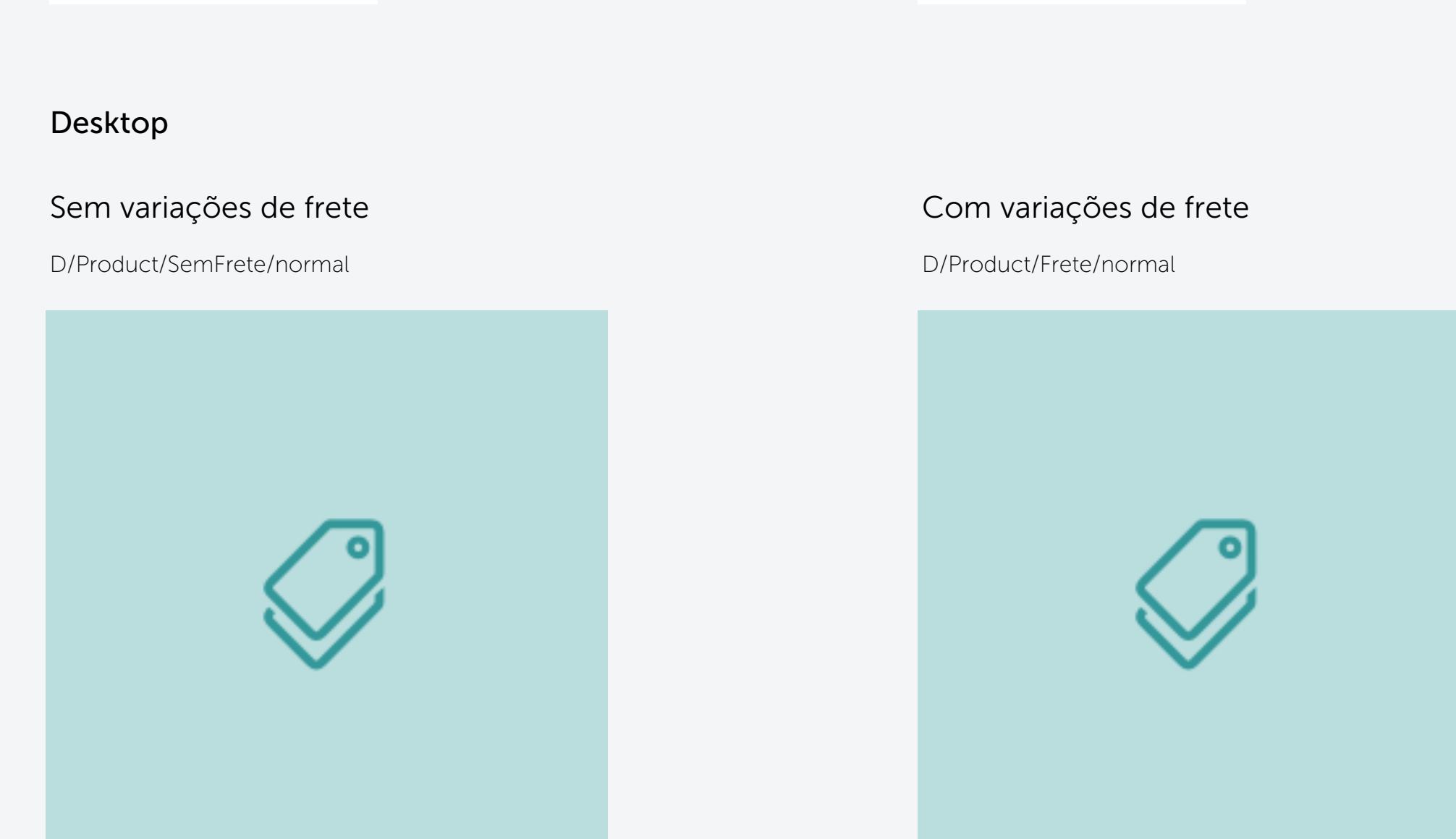


1

Vaso Made
lorem ipsum
R\$ 72,00

A teal rectangular button with a white circular border containing a red heart icon.

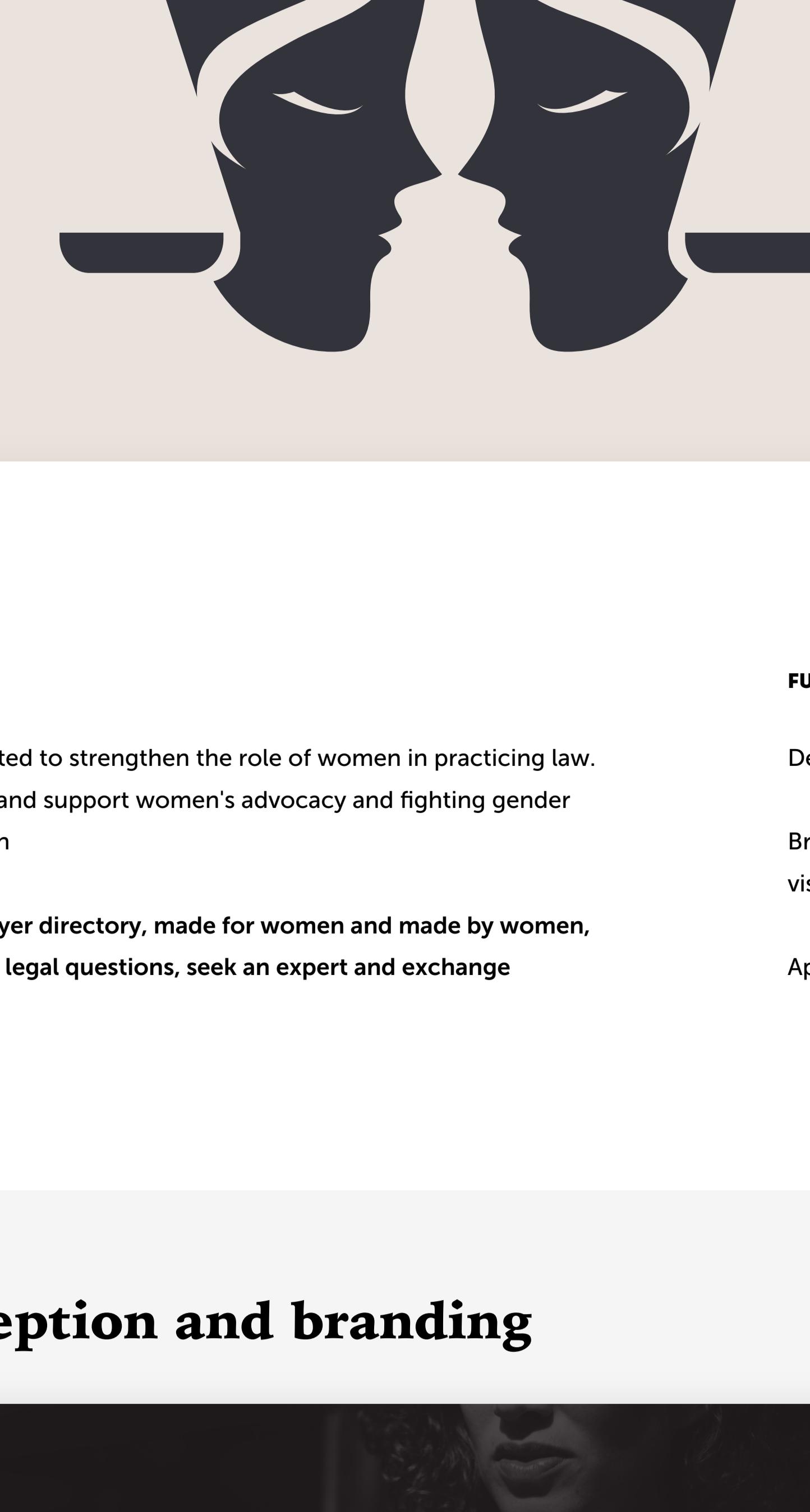
Pôster Frase Asking it To
Be a donut
R\$ 888,90



Project Learnings

Femijuris

Collaborative network to promote sorority and legal empowerment



VISÃO

Femijuris is a startup created to strengthen the role of women in practicing law. Its purpose is to promote and support women's advocacy and fighting gender inequality in the profession.

In short, Femijuris is a lawyer directory, made for women and made by women, in which is possible to ask legal questions, seek an expert and exchange

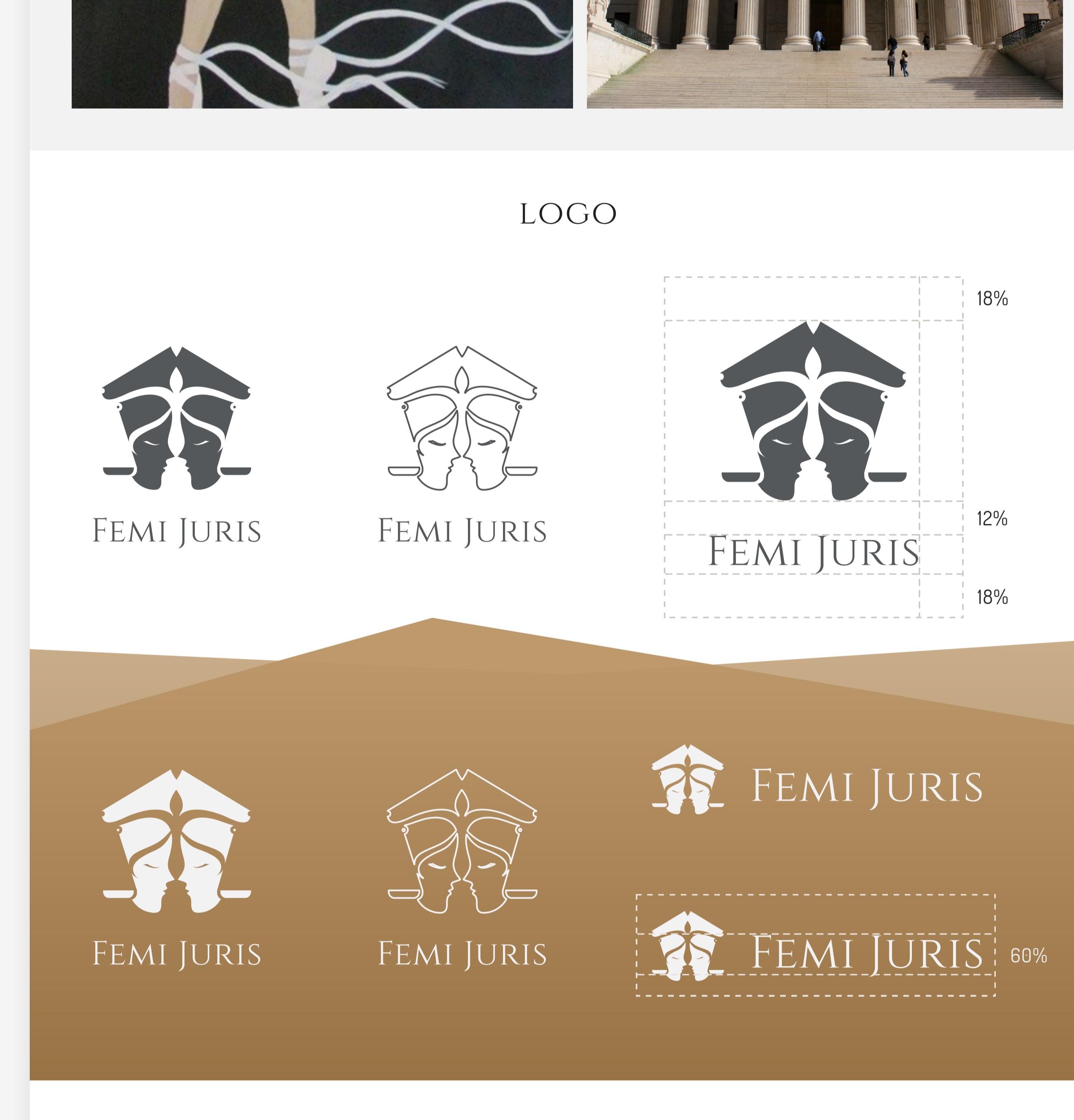
FUNÇÃO & DURAÇÃO

Designer - Freelancer

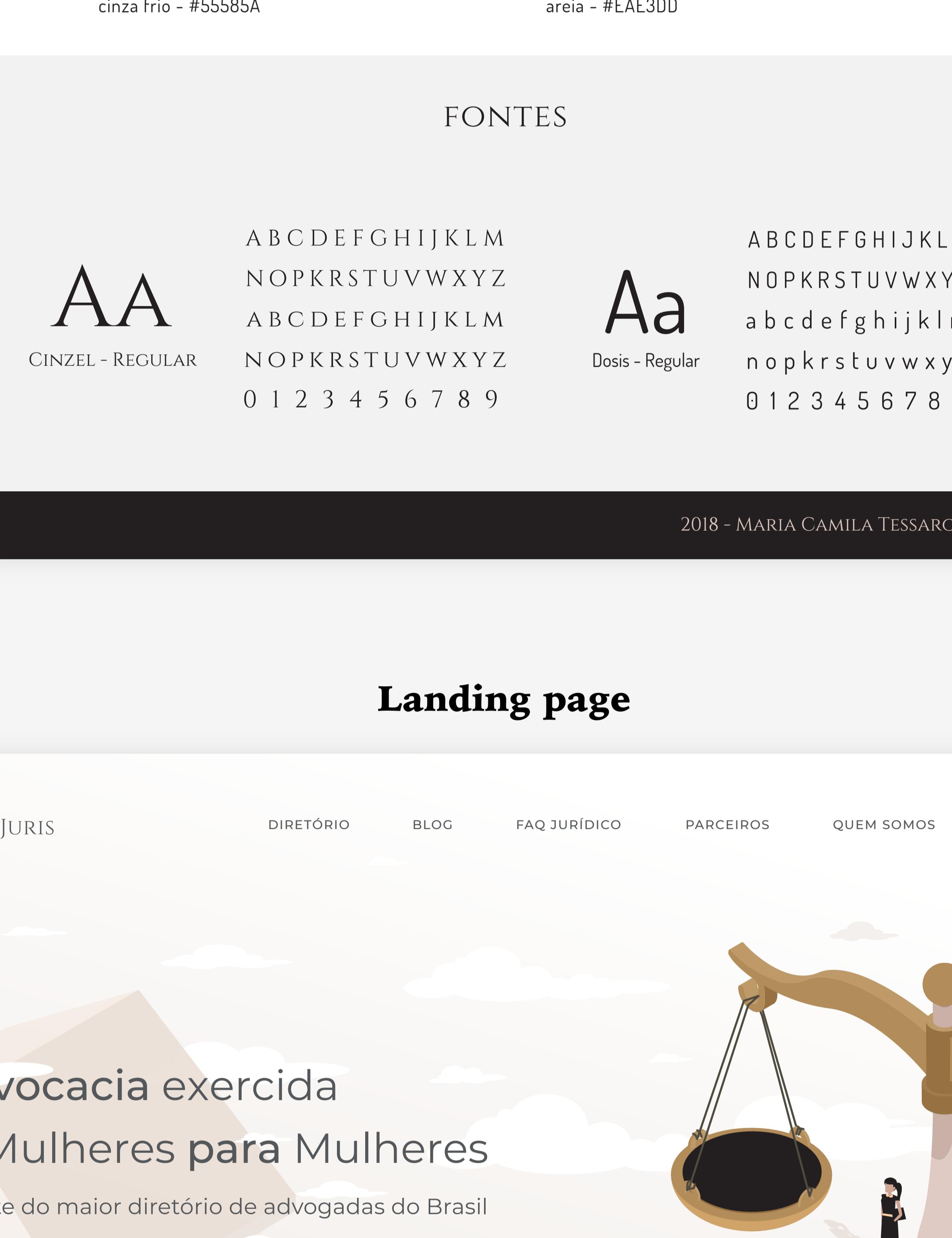
Branding, Interface, interaction and visual design

Apr - May 2018

Logo conception and branding



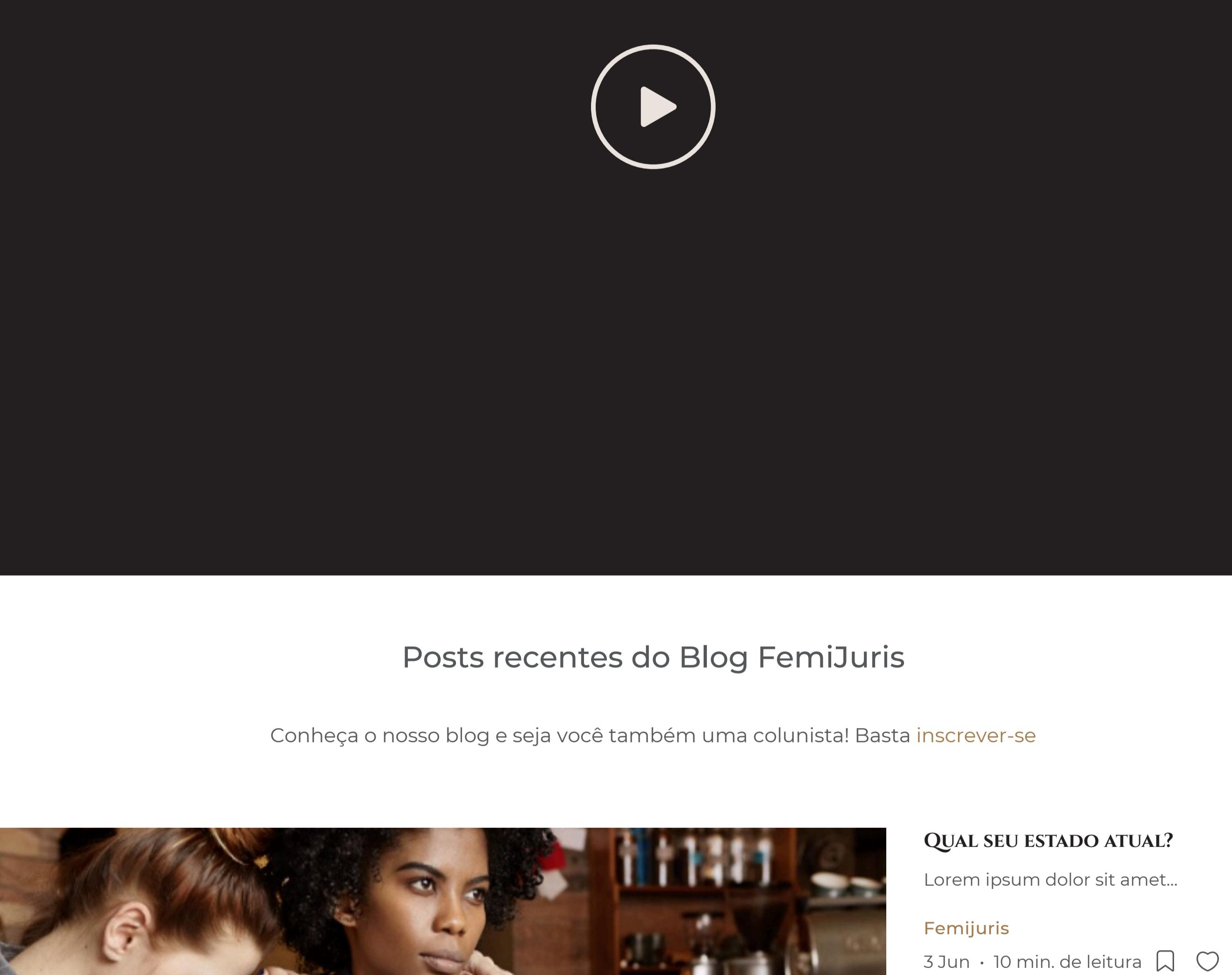
INSPIRAÇÃO



LOGO



CORES



FONTES

A A
CINZEL - REGULAR

A B C D E F G H I J K L M
N O P K R S T U V W X Y Z

A a
Dosis - Regular

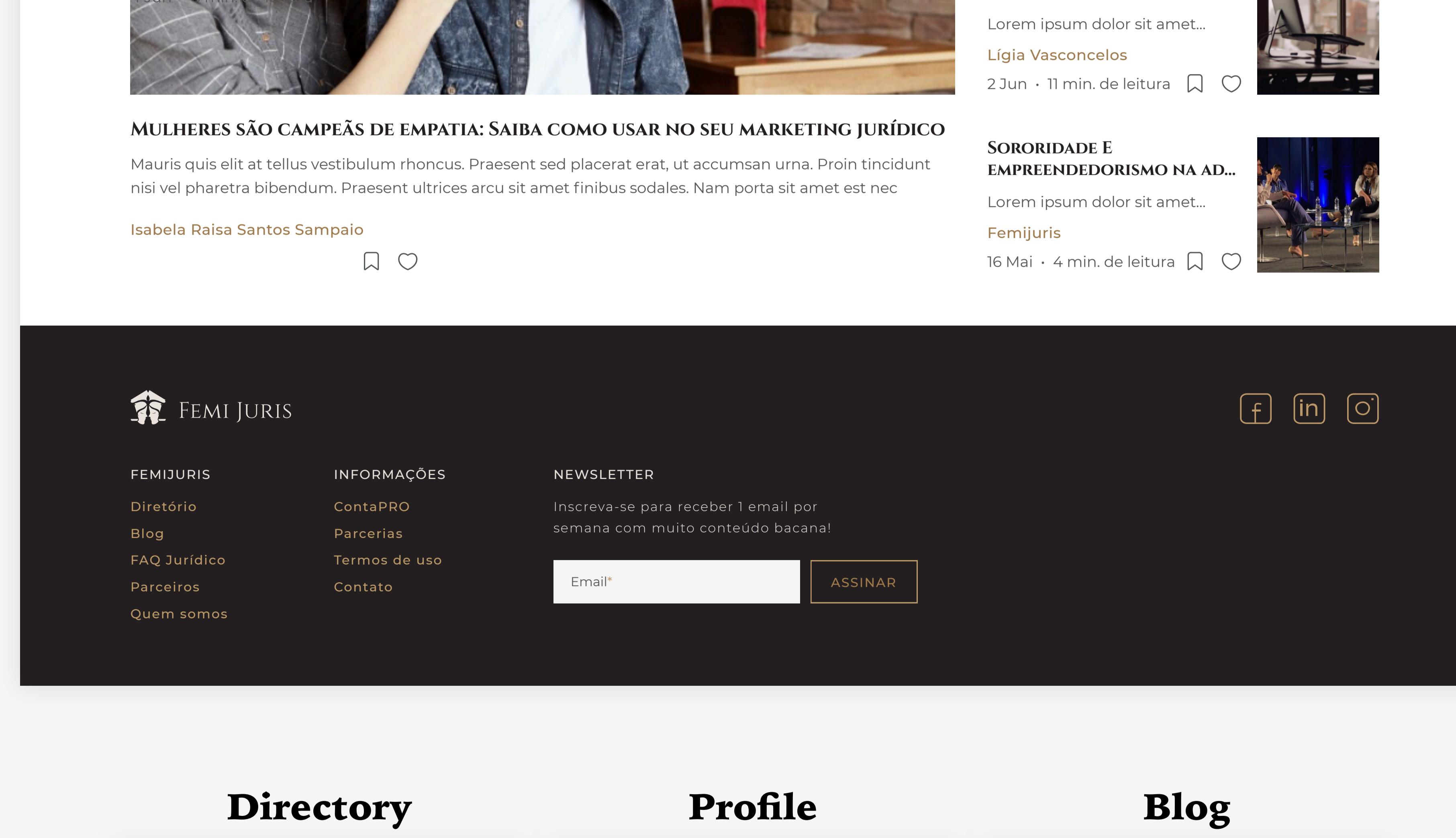
A B C D E F G H I J K L M
N O P K R S T U V W X Y Z

a b c d e f g h i j k l m
n o p k r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

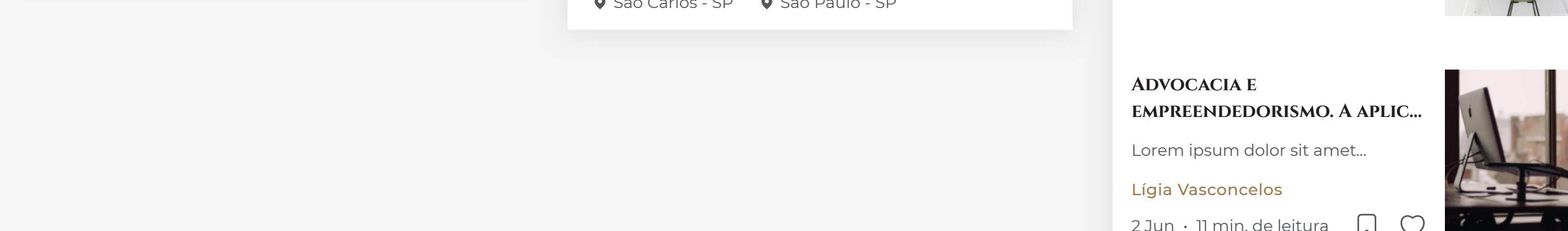
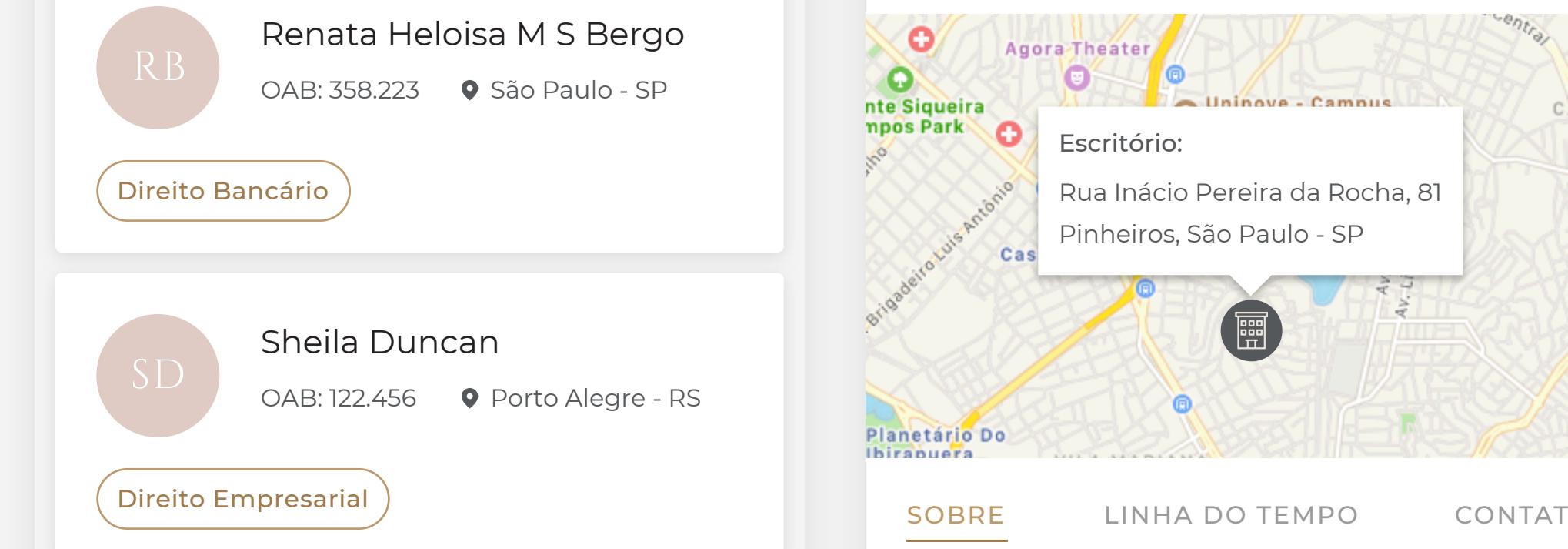
2018 - MARIA CAMILA TESSAROLO

Landing page



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Renata Helôisa M. S. Bergo
OAB: 358.223 São Paulo - SP
Direito Bancário

Sheila Duncan
OAB: 122.456 Porto Alegre - RS
Direito Empresarial

Profile

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Sobre Linha do tempo Contato

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Blog

BLOG

O Estou buscando...

HOME CATEGORIA 1 CATEGORIA 2 CATEGORIA 3

MULHERES SÃO CAMPÃAS DE EMPATIA: SAIBA COMO USAR NO SEU MARKETING JURÍDICO

Aqui seria interessante colocar um lead do artigo talvez...

Ou se não as duas primeiras linhas...

Isabela Raisa Santos Sampai

4 Jun - 3 min. de leitura

Femijuris

16 Mai - 4 min. de leitura

Advocacia e Empreendedorismo: a aplic...

Ligia Vasconcelos

23 Jun - 11 min. de leitura

