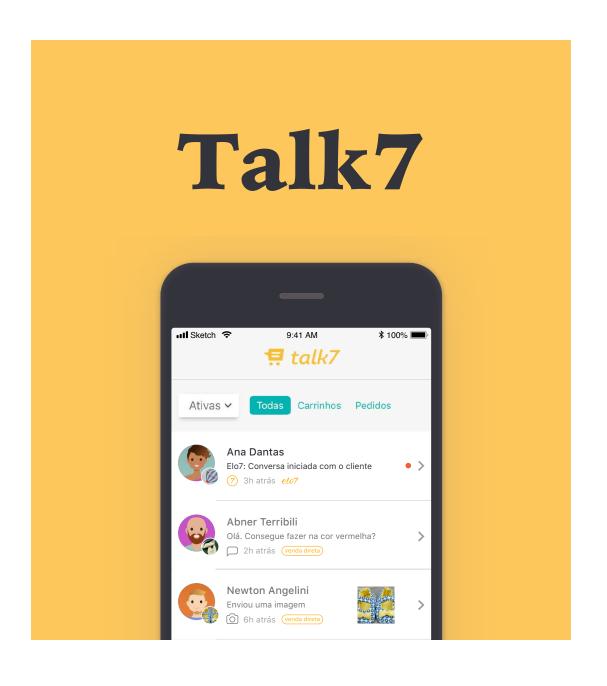
Maria Camila Tessarolo

Lead Product Designer | Elo7



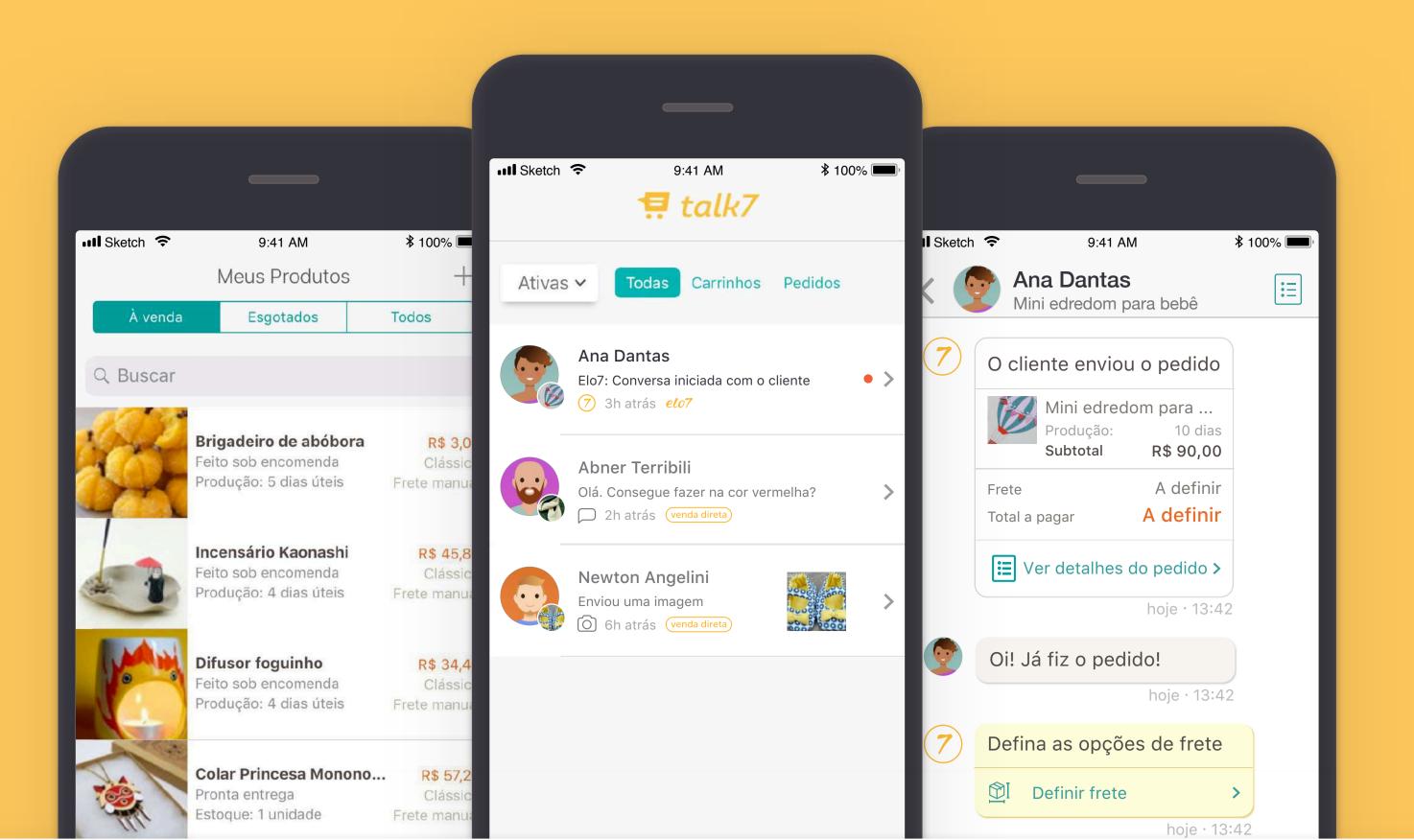






Talk7

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 deisgn, 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 conversartion 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 paidPosting/delivery journey
- How they manage deadlines, stock, etc
- Pros and Cons observed in each platform



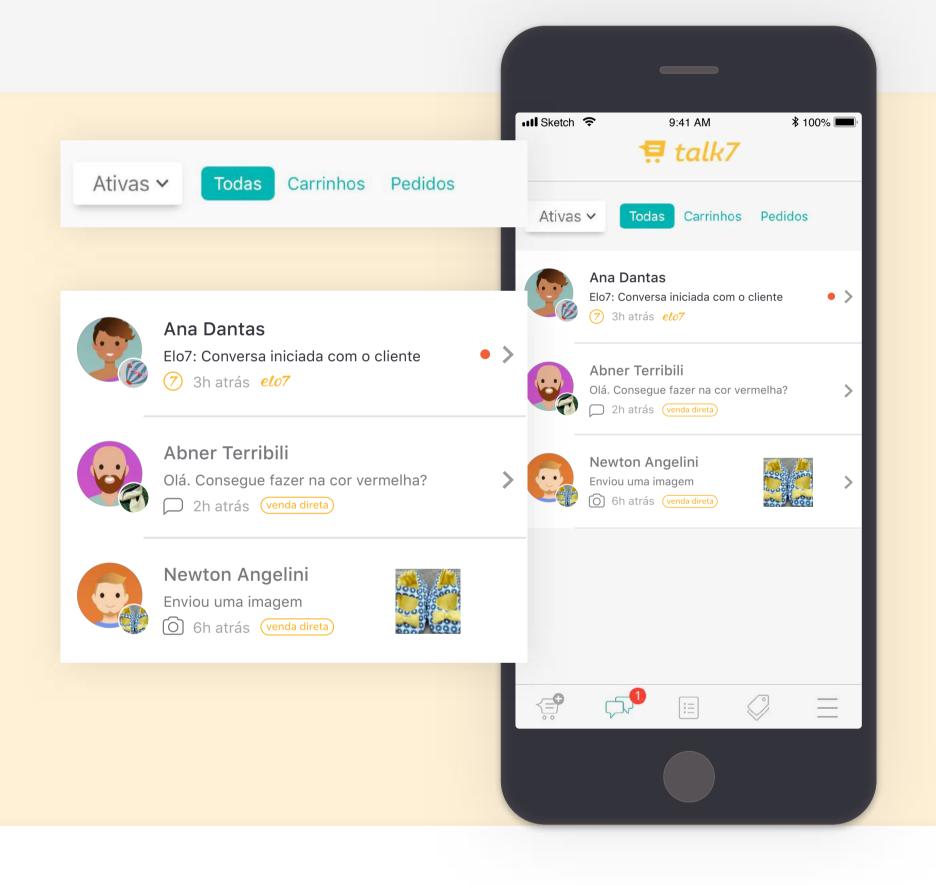
Insights

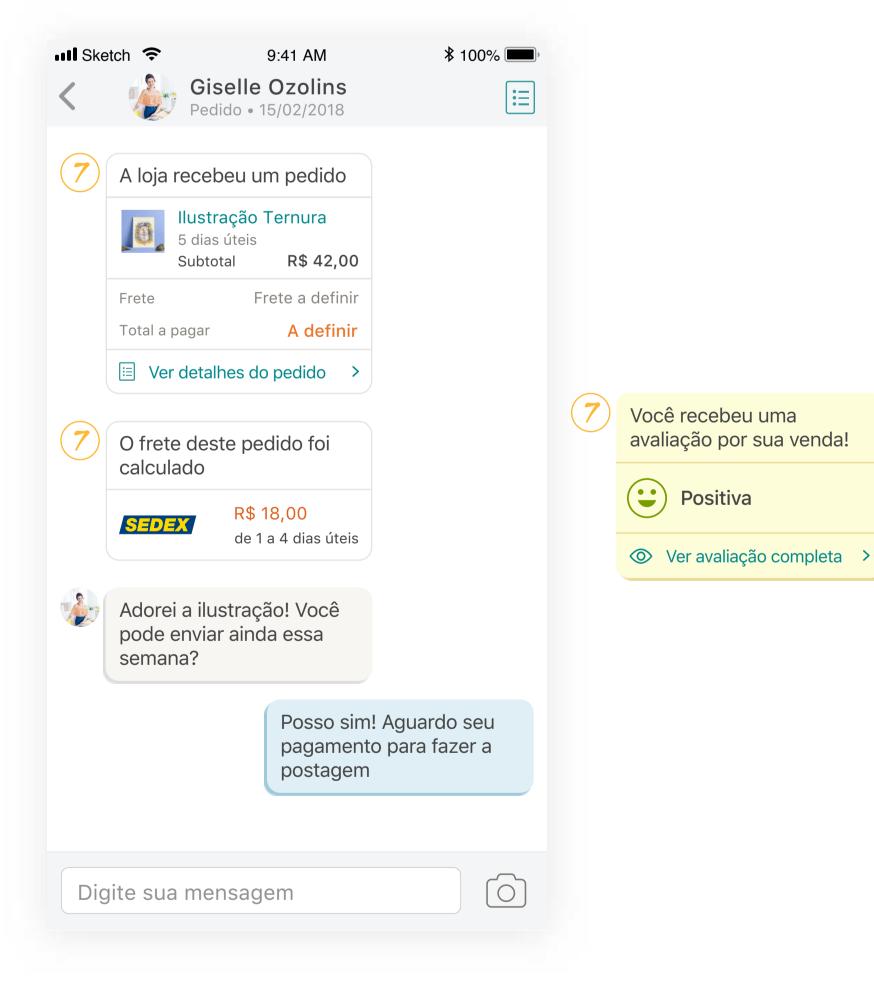
- Factors like device memory and 4G connection were crucial to most sellers, who own low-end devices and can't afford much internet for their phones. This was one of the main reasons to choose for WhatsApp it is fairly light and works with poor connection.
- One of the biggest disadvantages of these 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 comission 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.





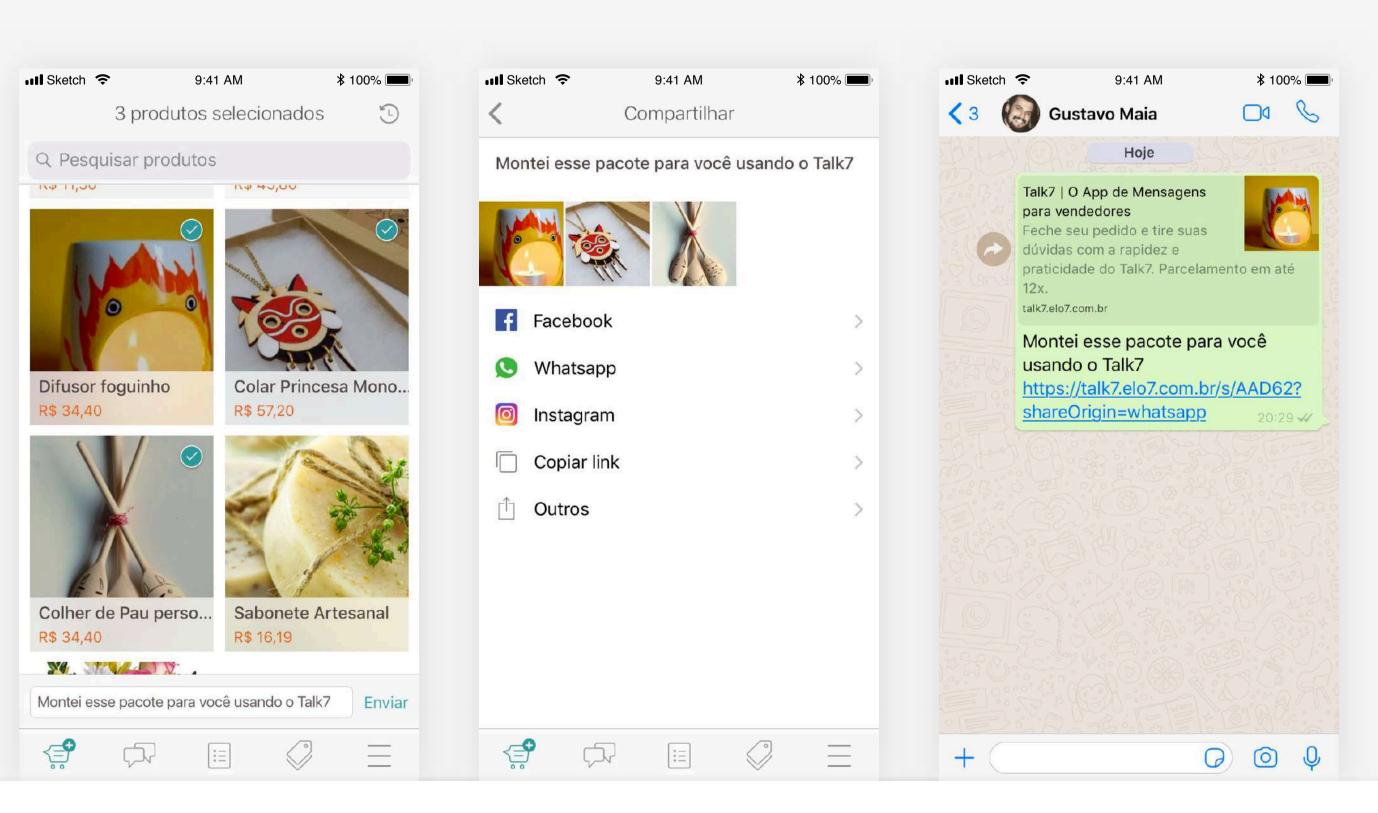
Chat commerce

The sale can happen from its first contact until payment without leaving the chat screen. We created bubbles with actions to guide all the journey, including delivery confirmation and rating the purchase experience.

In addition, the chance to use push notifications was a huge step towards real-time selling experience.

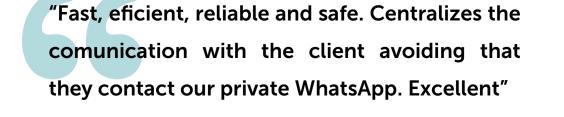
Sales concentration

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 orded to make the transaction occur in our platform. For such cases the comission 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 lauching, 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 geat adoption and today it has over 10k active sellers.

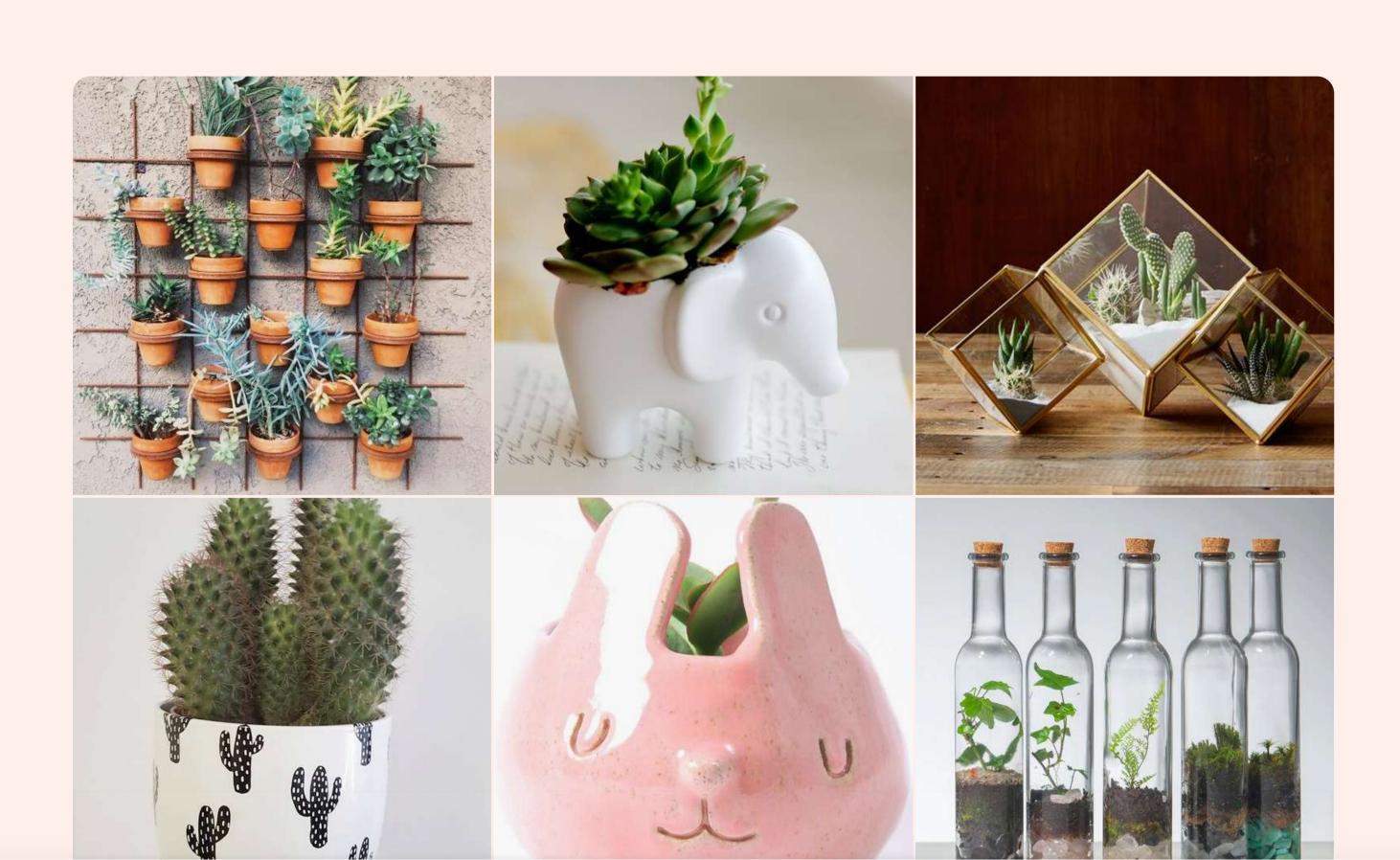


purchase on the link, there's no need to get the App, which significantly improves sales"

"Easy comunication (...) The client can

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 desing. Prototyping and testing

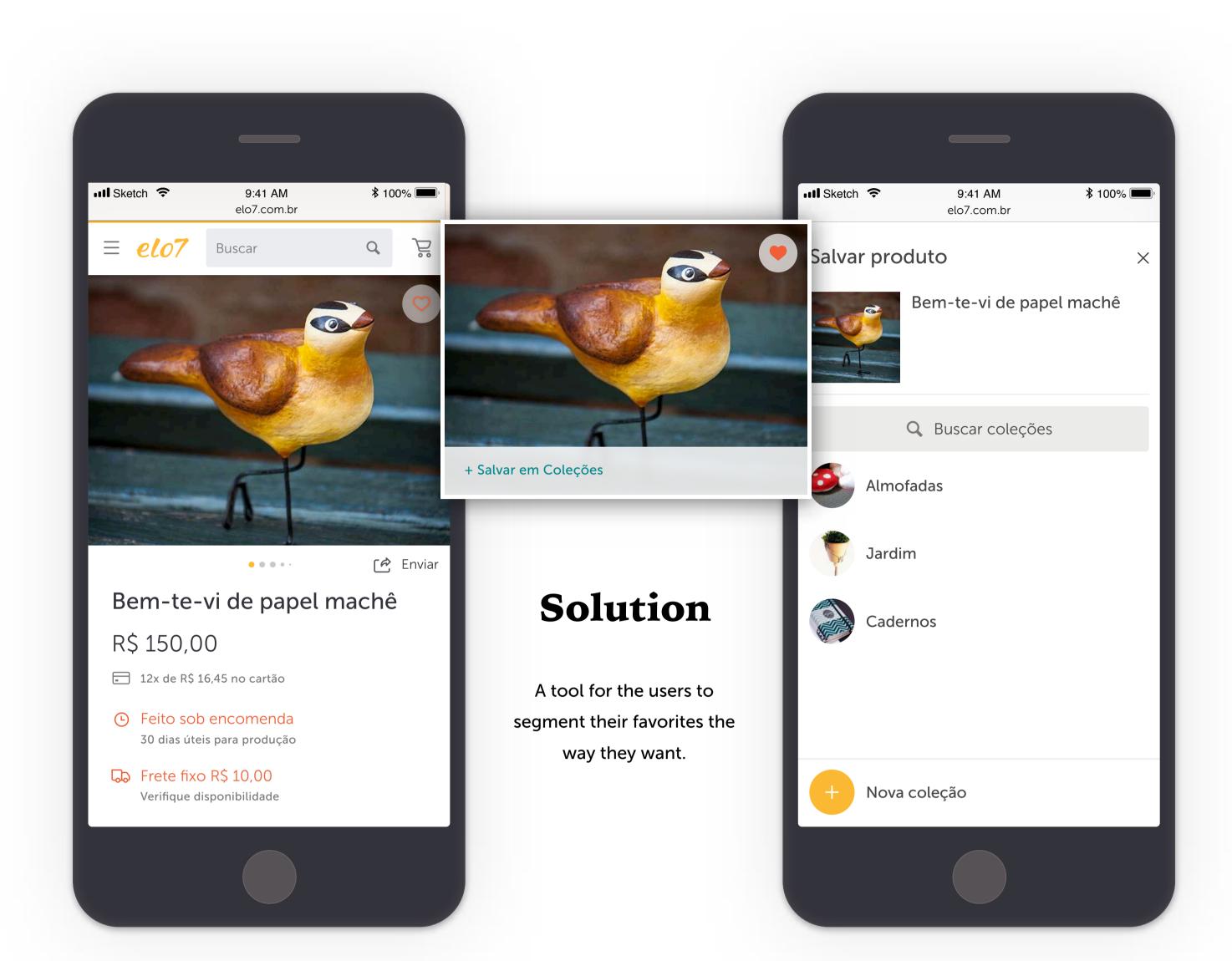
Sep 2017 - Apr 2018

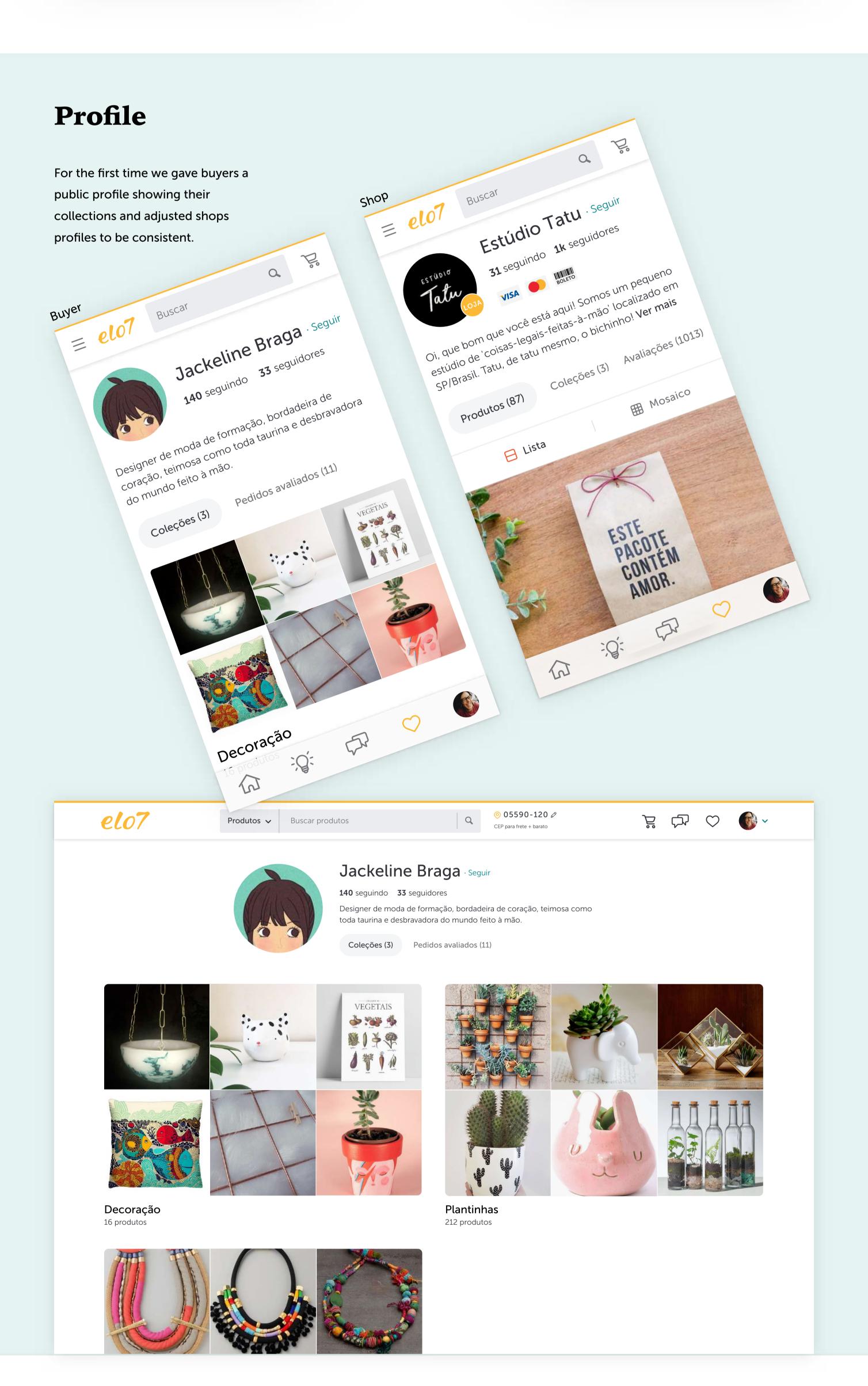
The problem

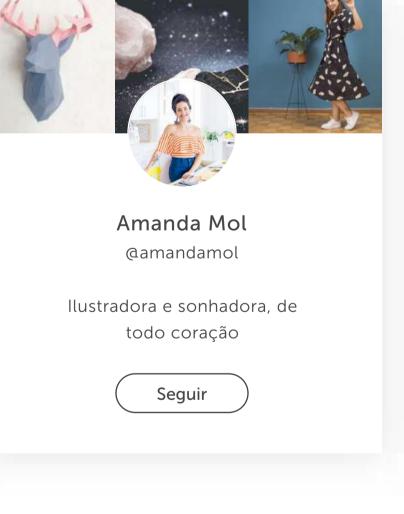
The first impression on Elo7's product catalogue is often very negative. It proved very difficult not to see hand knitted baby shoes mixed with cheap personalized keyrings to give as souvenir. This hinders users identification with the products displayed.

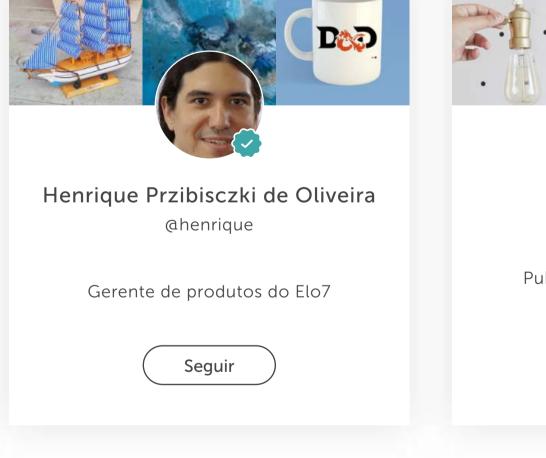
serendipity in their discovery journey. We lacked a fuel to convince our users to show us what they like.

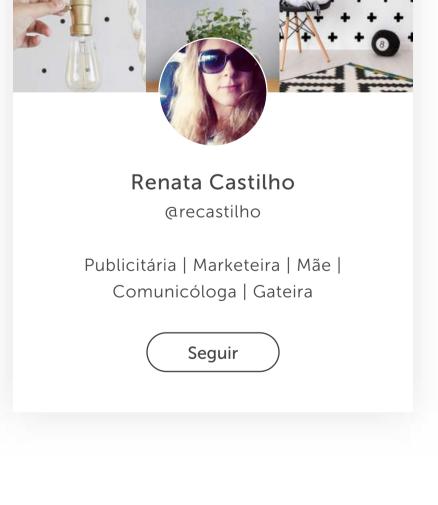
With the increase of signs left by our navigation in the internet, users are more and more used to experience





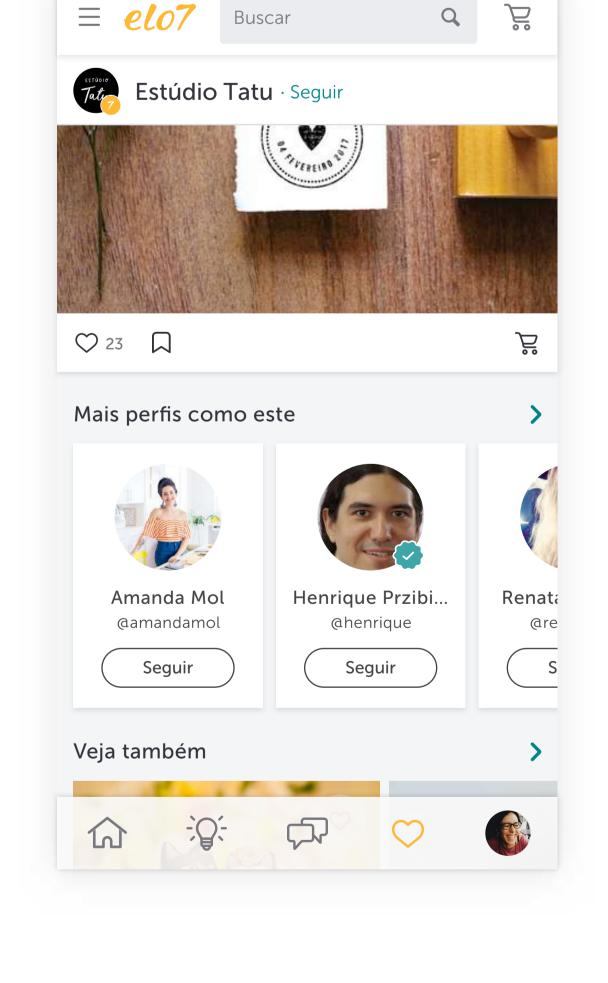


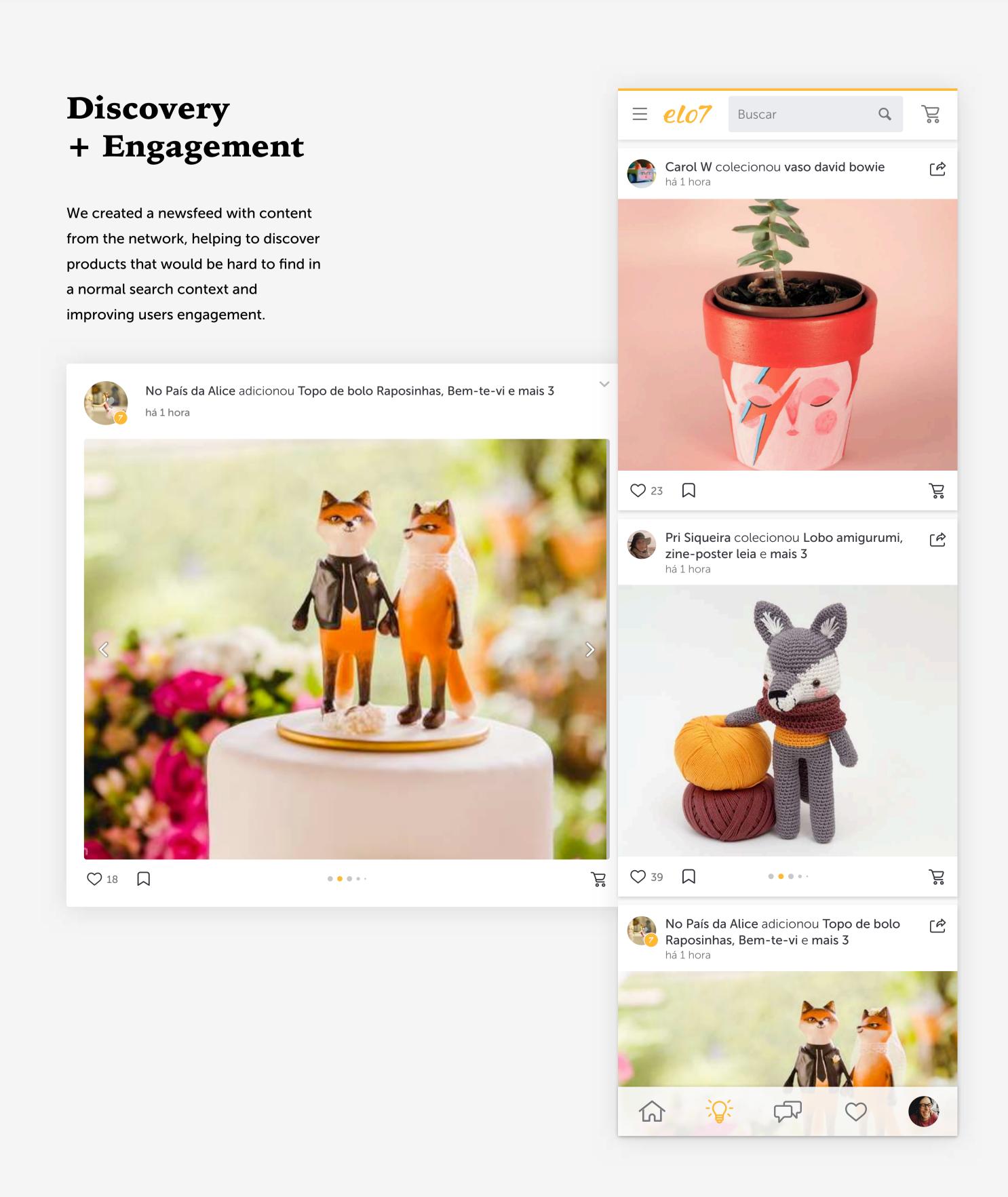






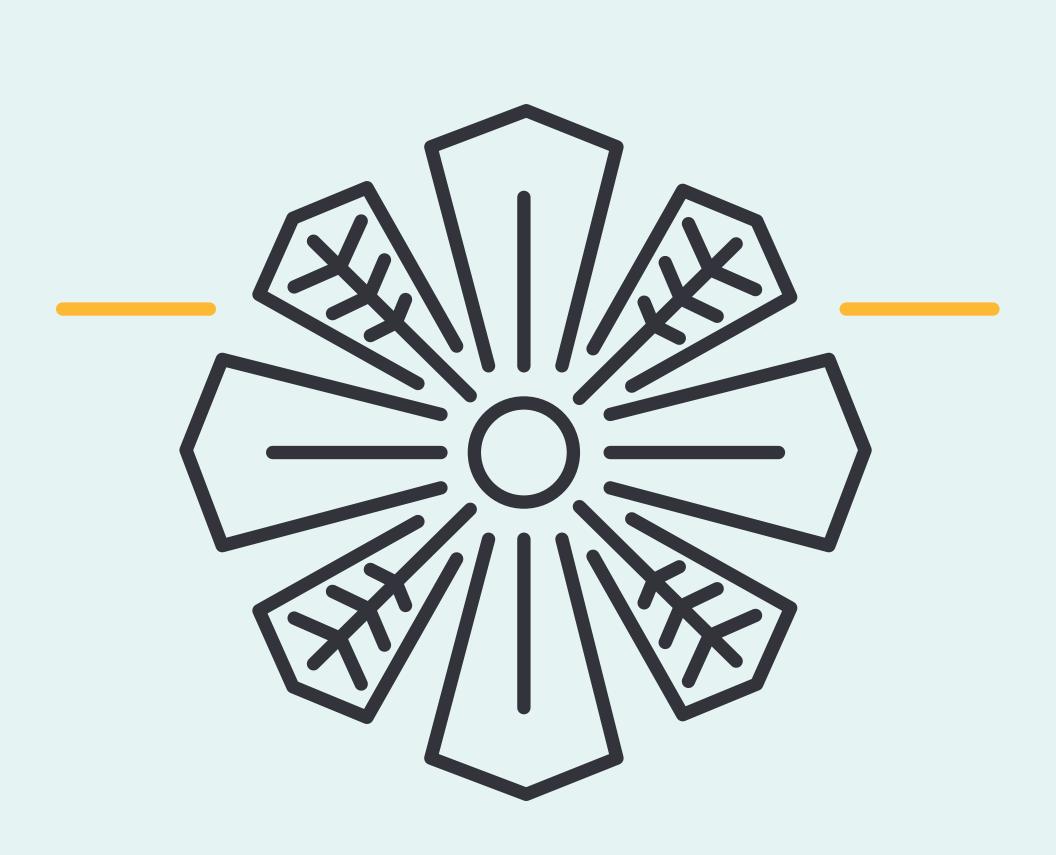
with nice content based on the products they most like.





Reach

Elo7 Design System



Elo7 design team went through many reformulations, resulting in a huge debit on visual consistency between products. As the company planned to launch more products it became crucial to scale the way we design.

Our mission was to create a collection of components guided by clear decisions to help design, product and development to communicate more clearly and efficiently.

Lead Product Designer | Elo7

ROLE & DURATION

Research, Roadmap, Design, Documentation

Sep 2018 - Sep 2019

The problem

OVERVIEW

The site's interface was outdated and we needed to start redesigning. The Apps were built long after, so they had a rather different appearance. Besides, for technical reasons we ended up replacing some native screens with webviews, increasing the inconsistence. With the launch of Collections, lots of new components were required. We could not wait any longer to systematize our process.

Challenges

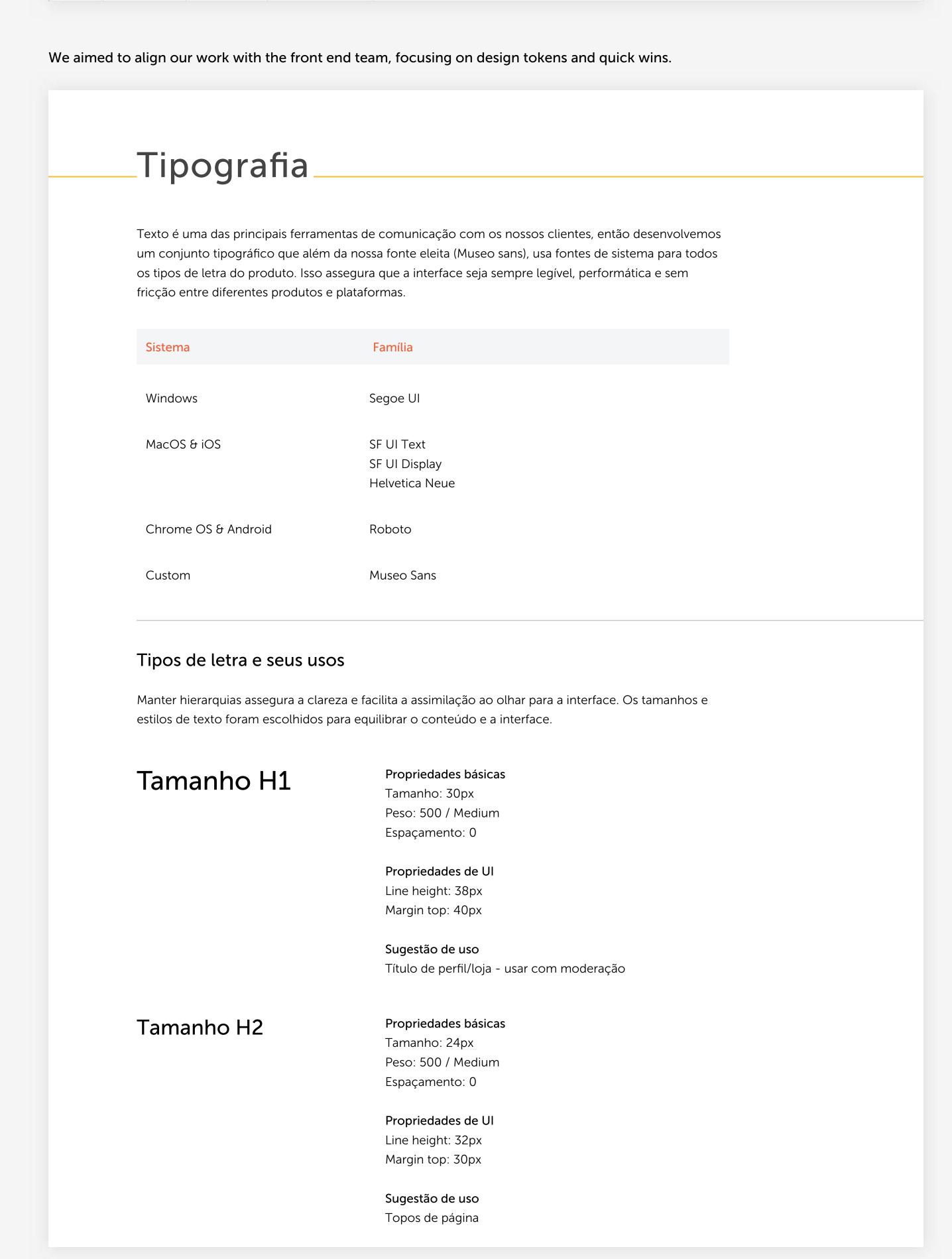
• A design system is a product in itself, and since we were a small team it was delicated to conciliate the progress of the iniciative with other work branches that were happening • Is hard to achieve the integration required for the team members to contribute without starting new inconsistencies

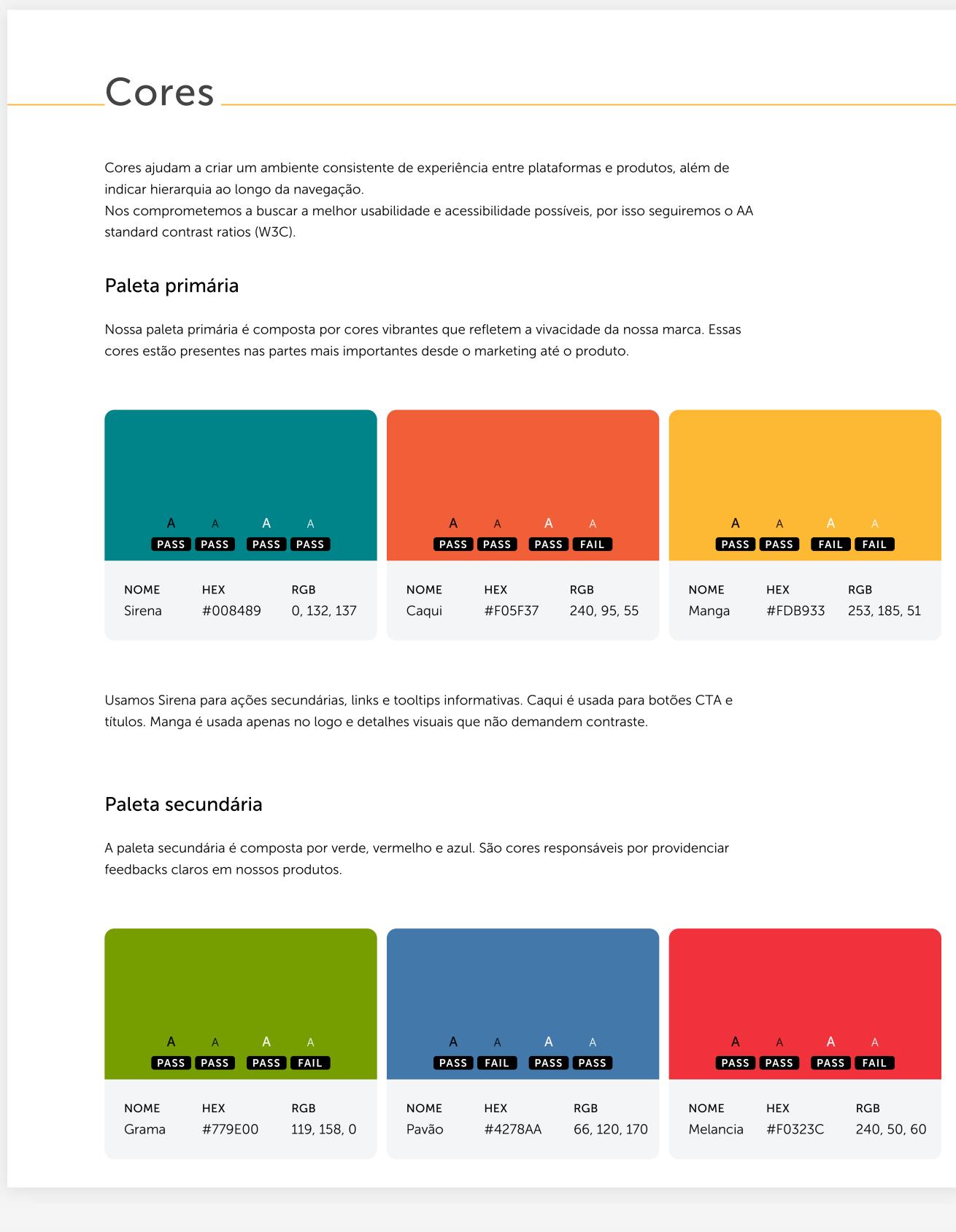
• We always had a tailor-made design culture. It is important that everybody understands that working sistematicaly may not be faster or easier from the start, but it has a great outcome.

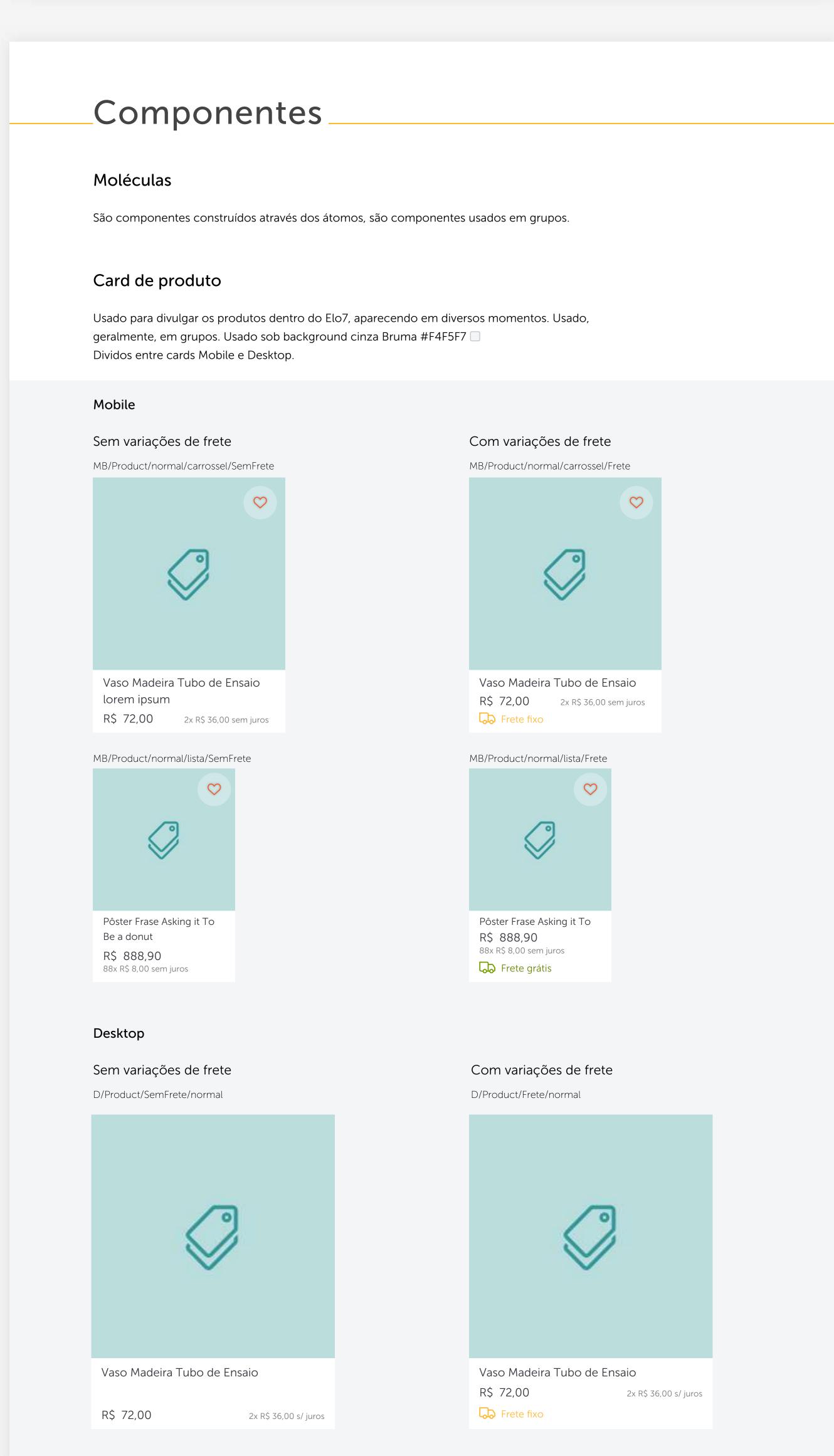
Creating a roadmap

It was necessary to list and prioritize every iniciative of the design system to estimate team's sprints and conciliate it with our reality.

Grau de Certeza	Oportunidade	Prioridade	Produto	Entrega
× =	豆	·=	₹	
Н	Salto	0	Reach	Auditoria visual: Inventário de atributos visuais e de interface
н	Incremental	0	Reach	Linguagem visual - Tipografia: Definir padrões de peso, leading e tamanho que serão usados no produto
Н	Incremental	0	Reach	Linguagem visual - Cores: Definir quais cores serão usadas no produto
н	Incremental	0	Reach	Linguagem visual - Espaçamentos: Definir padrões de margem, padding e posicionamento de elementos nas páginas
н	Salto	1	Reach	Design System: Componentes da página de produto em atomic design
Н	Salto	1	Reach	Design System: Componentes de coleções em atomic design
н	Salto	1	Reach	Biblioteca de componentes - Criar uma página web via InVision DSM
Н	Salto	1	Reach	Design System: Documentar botões
М	Incremental	2	Reach	Linguagem visual - Imagens: Definir iconografia e ilustrações do produto
М	Salto	2	Reach	Linguagem visual - Motion: Incluir animações em algumas ações do usuário







team members and most of all the importance of a clear process to navigate through a vast roadmap.

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

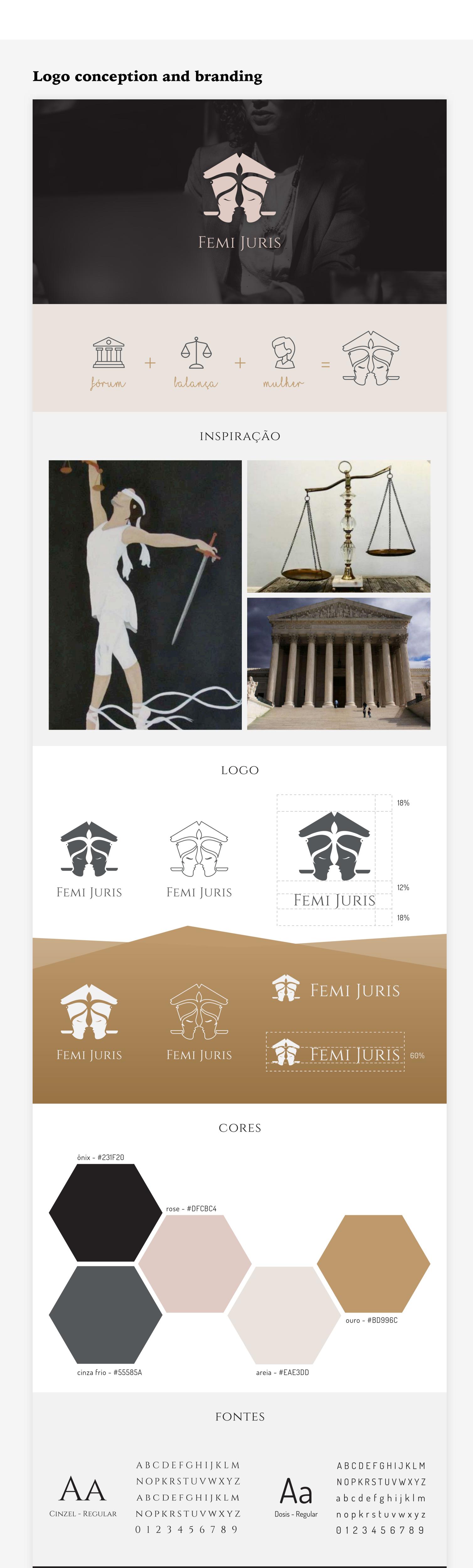
In short, Femijuris is a lawyer directory, made for women and made by women, in which is possible to ask legal questions, seek an expert and exchange

FUNÇÃO & DURAÇÃO

Designer - Freelancer

visual design Apr - May 2018

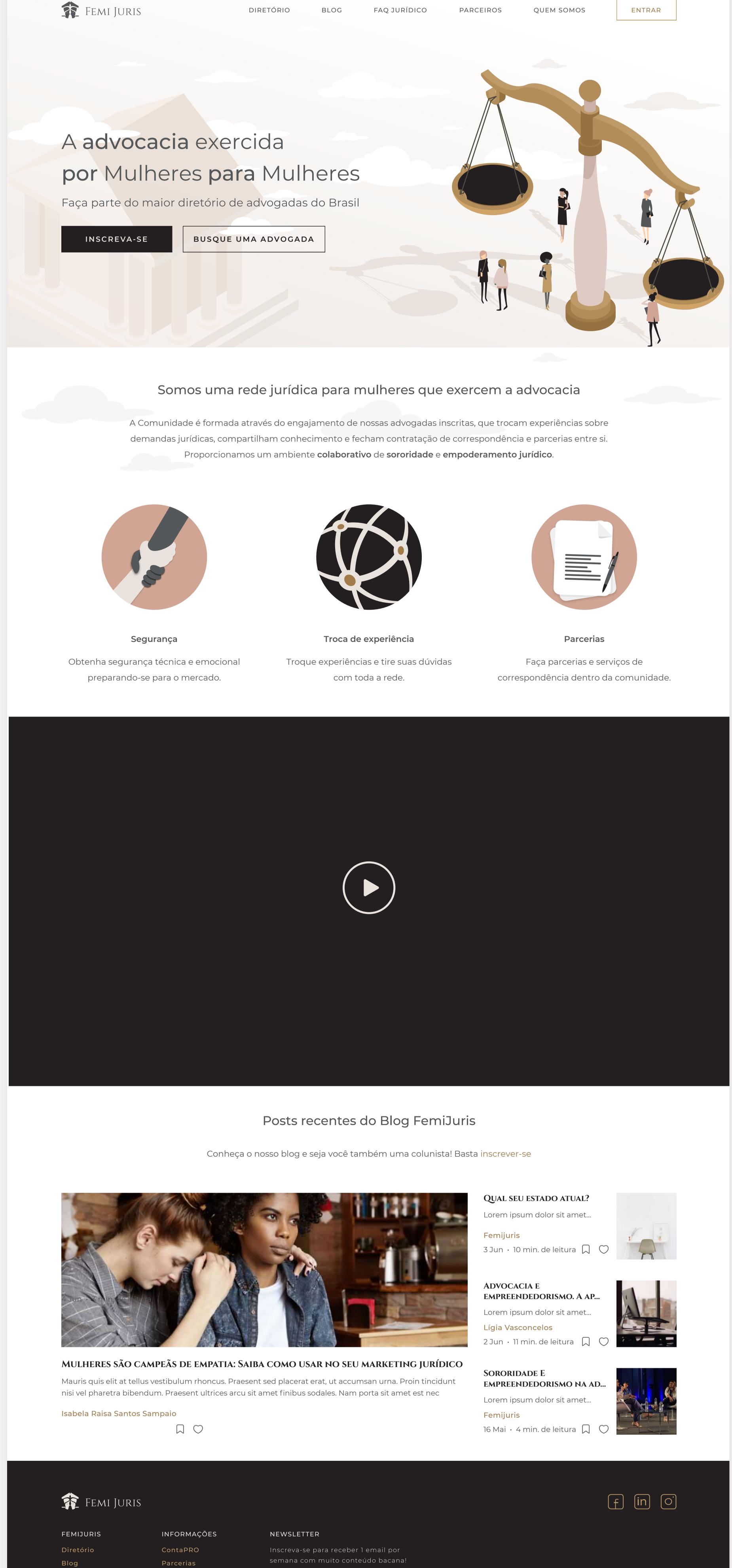
Branding, Interface, interaction and

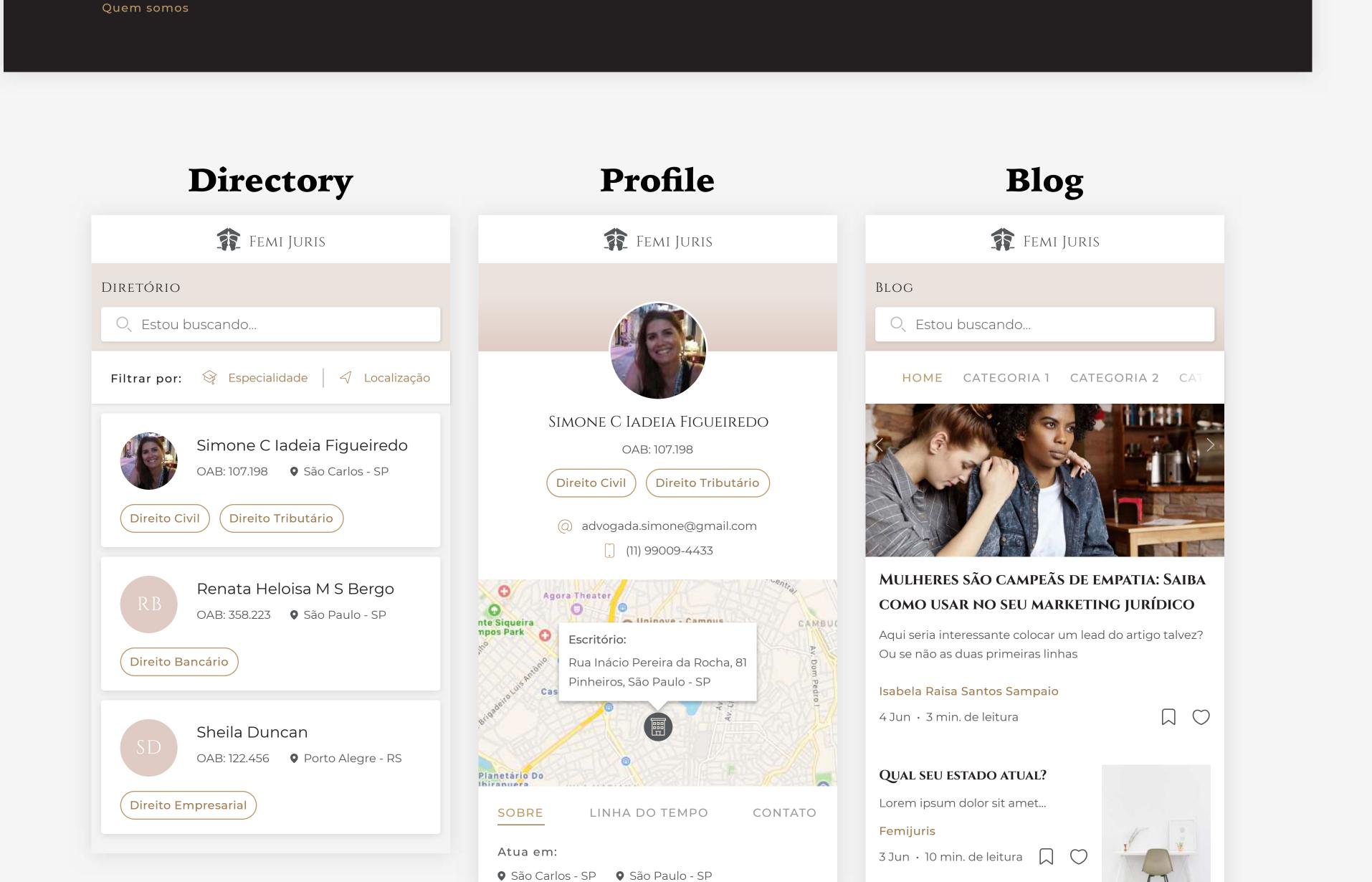


BLOG

Landing page

2018 - Maria Camila Tessarolo





ADVOCACIA E

Lígia Vasconcelos

2 Jun • 11 min. de leitura

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ASSINAR

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