



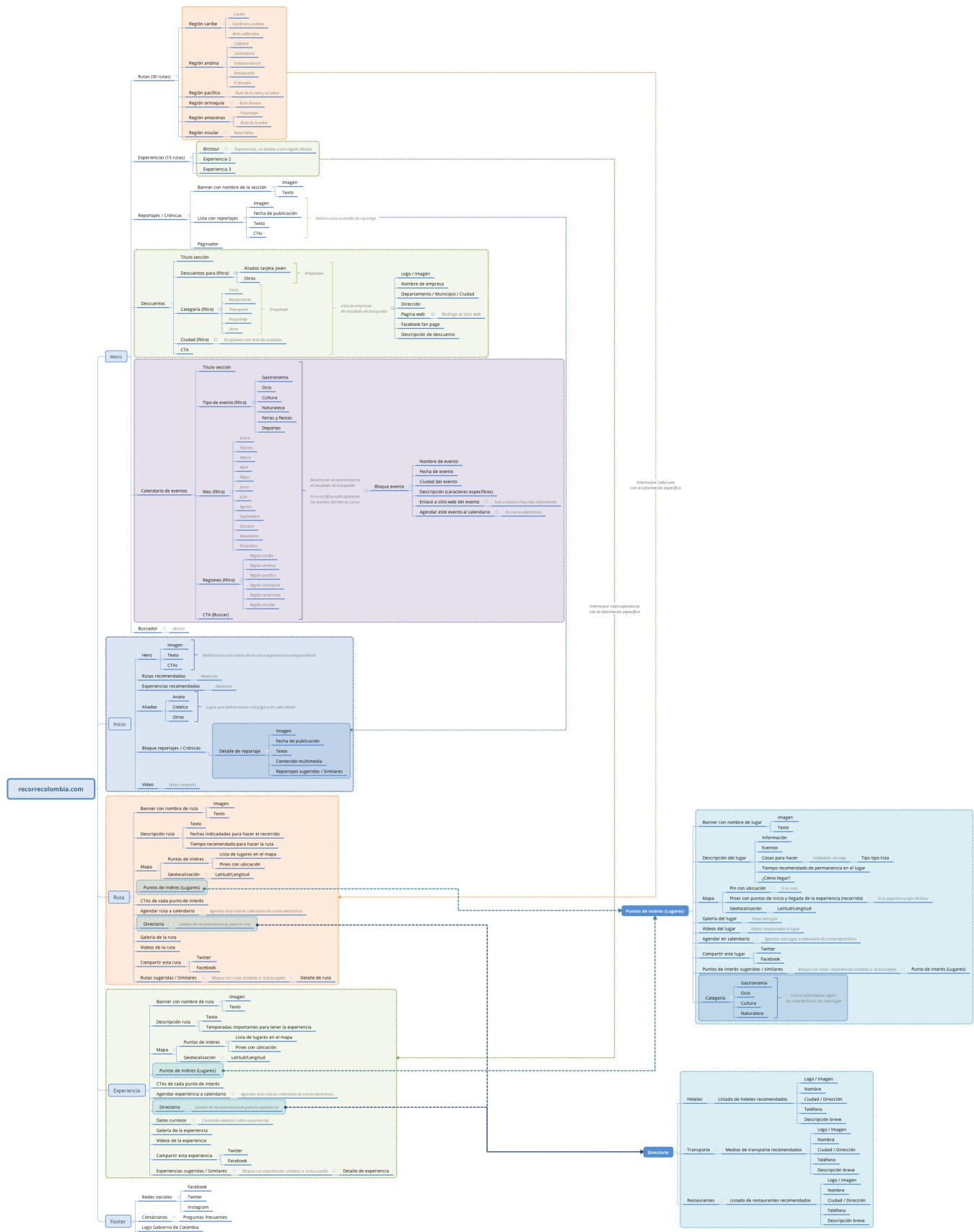
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Portfolio

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SITE MAP - AI

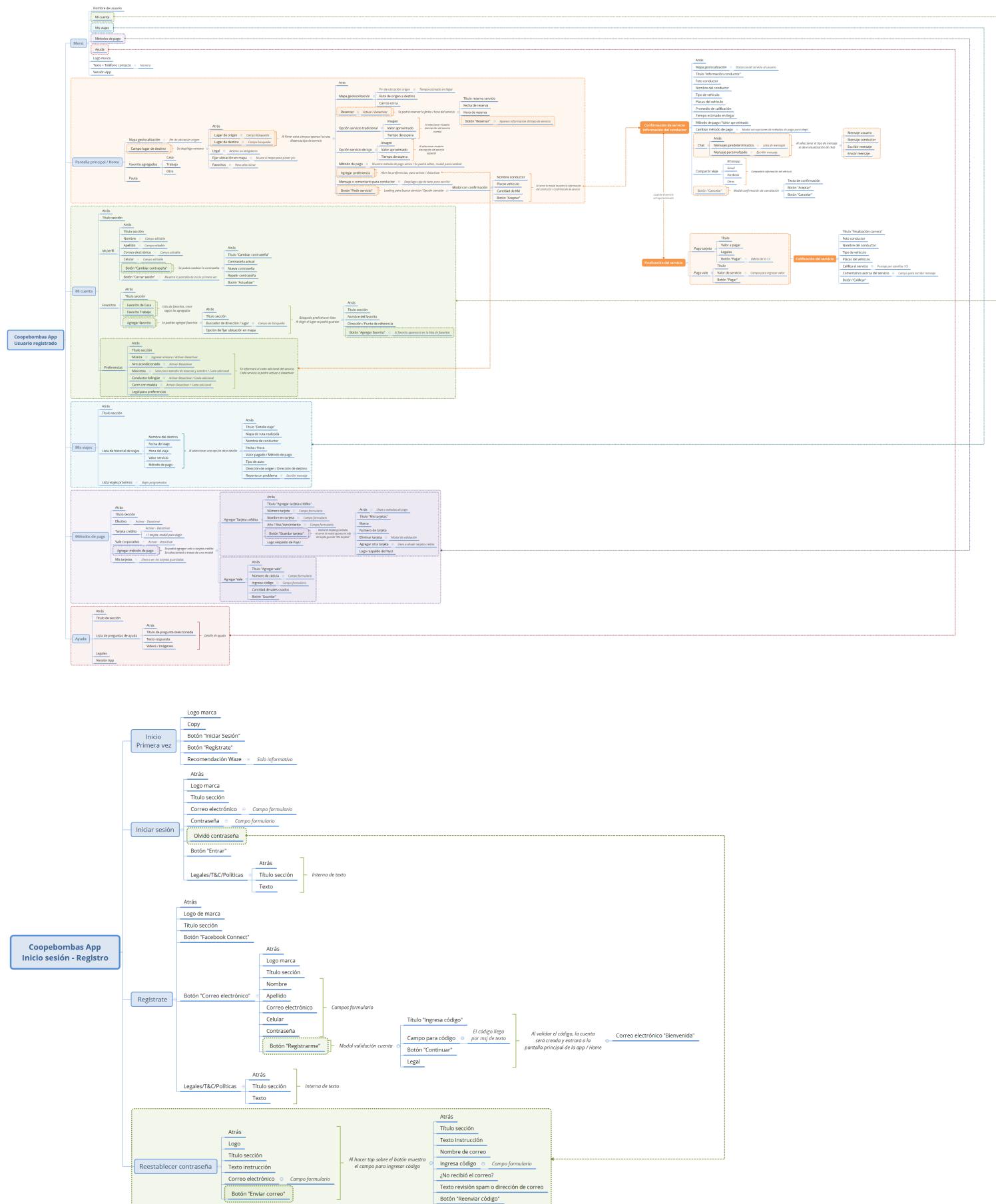


The wireframe displays the desktop version of the Recorre Colombia website. At the top, there's a navigation bar with links for RUTAS, EXPERIENCIAS, HISTORIAS, DESCUENTOS, and EVENTOS, along with a search icon. The main content area features a large image of a beach with palm trees and a "DESCUBRELA" button. Below this are sections for "RUTAS RECOMENDADAS" (listing Ruta Libertadora, Ruta Precolombina, Ruta Caribe, and Ruta Antioqueña) and "EXPERIENCIAS RECOMENDADAS" (listing Bicitor, Caño Cristales, Volcán Puracé, and Ciudad Perdida). On the right side, there's a sidebar with social sharing options, a map, and a section for events like "BALNEARIOS" on October 11, 2018.

The wireframe shows the mobile or tablet version of the website. The layout is similar to the desktop version but adapted for smaller screens. The "RUTA CARIBE" section is prominently displayed at the top with its own dedicated image and "DESCUBRELA" button. Below it are the "RUTAS RECOMENDADAS" cards. The overall design is clean and responsive, prioritizing key travel routes and experiences.

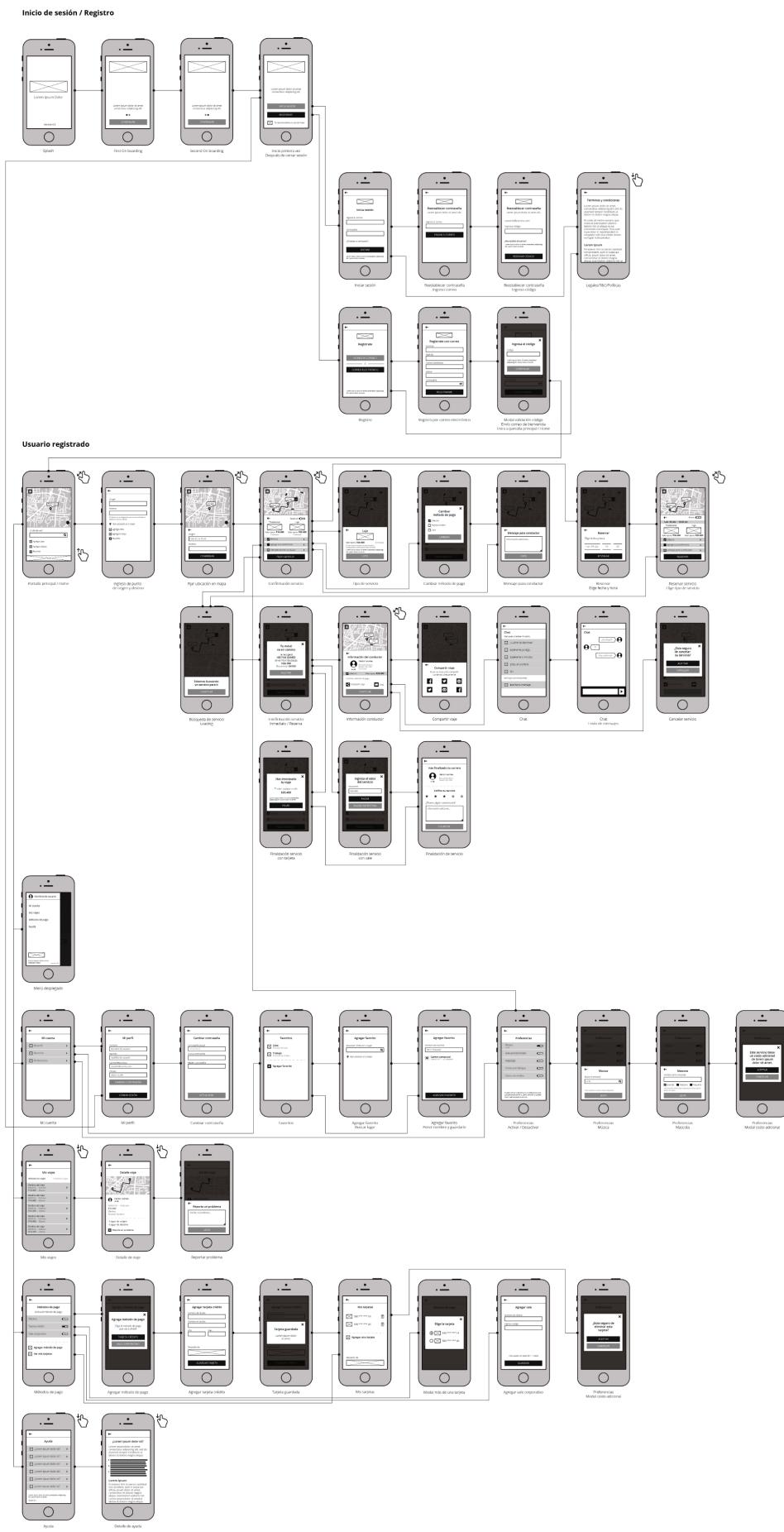
APP MAP - AI

COOPEBOMBAS
EN NOSOTROS PUEDES CONFIAR

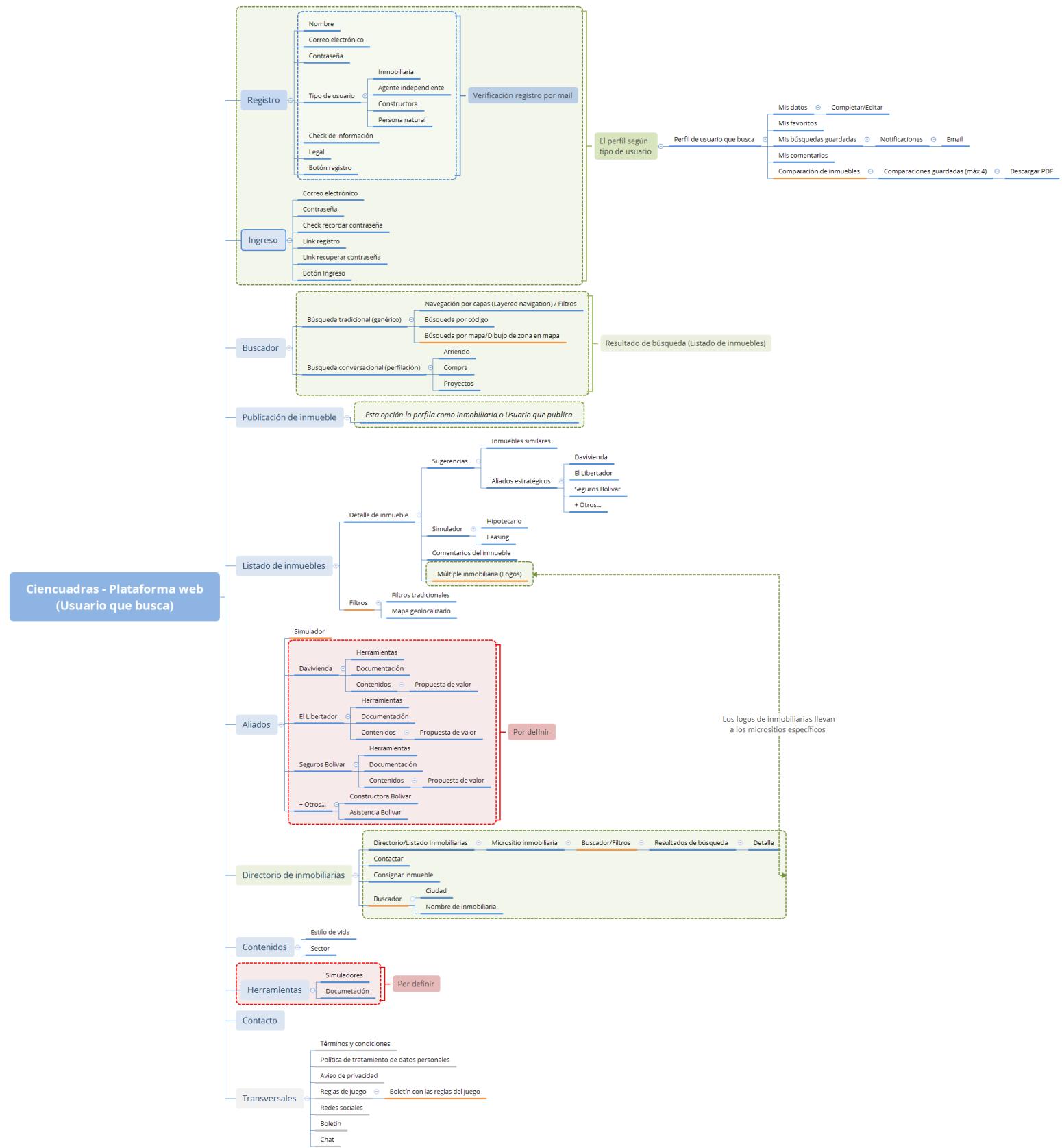


WIREFRAME - USER FLOW

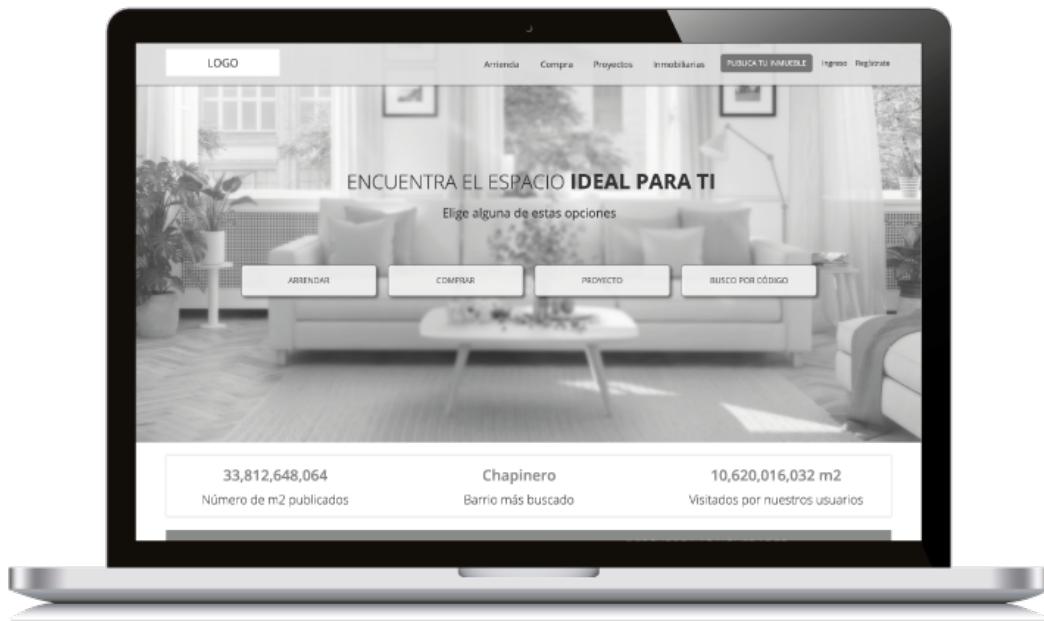
COOPEBOMBAS
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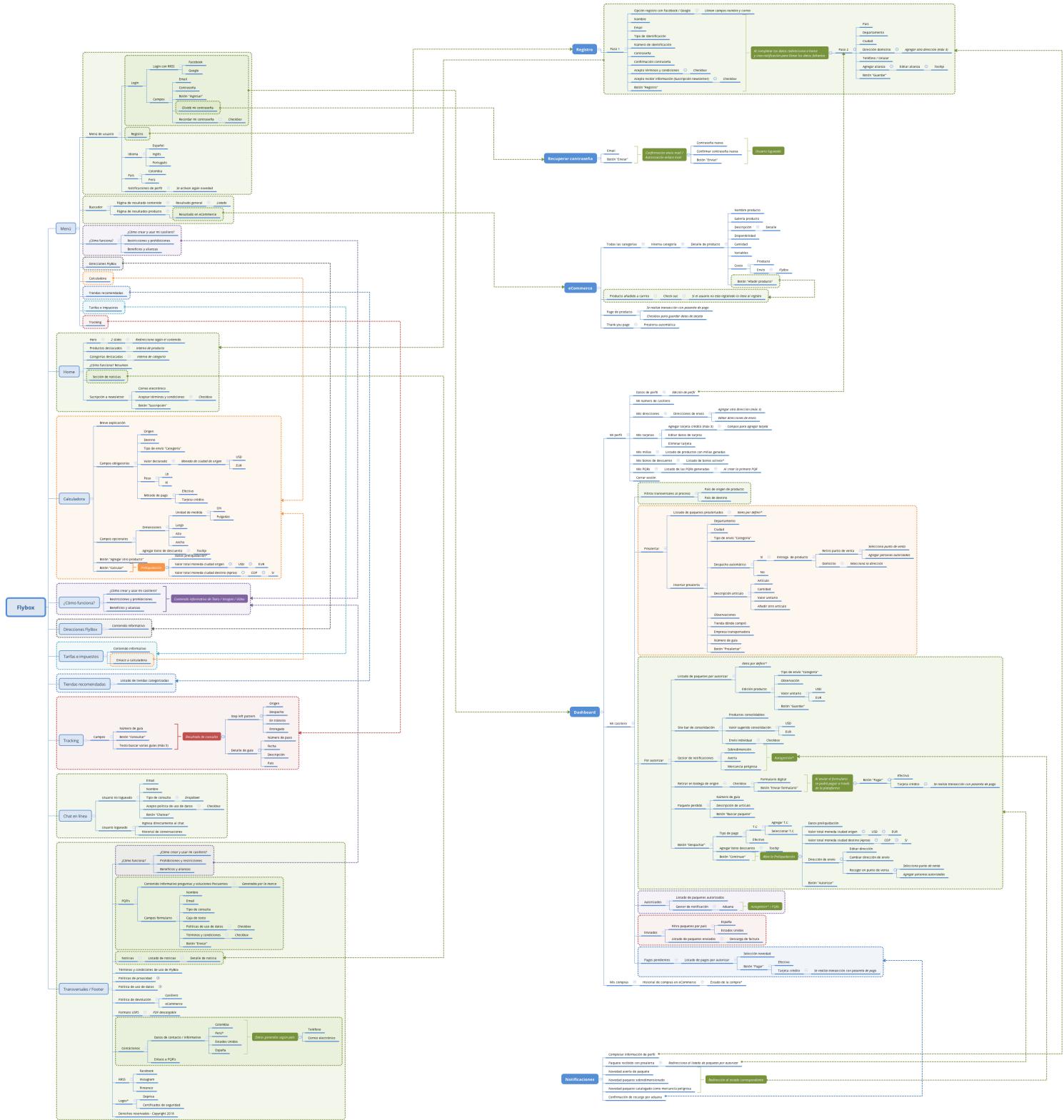
SITE MAP - AI



WIREFRAME



SITE MAP - AI



WIREFRAME



The wireframe displays three main sections of the FlyBox website:

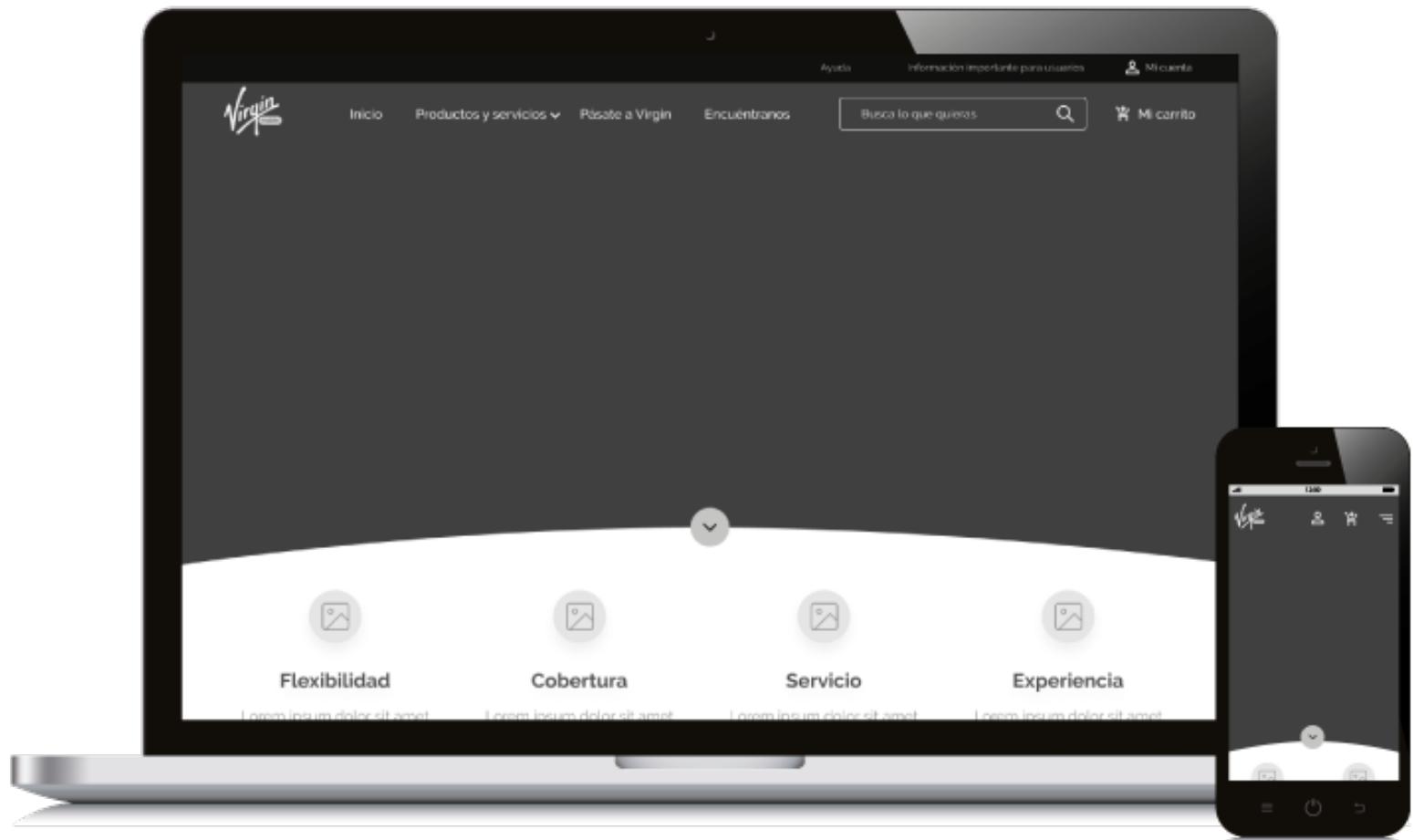
- Calculadora de costos:** A page for calculating shipping costs. It includes fields for article details (Nombre del artículo*, Valor declarado*, Peso en libras*), dimensions (Largo, Ancho, Alto), and payment method. A "CALCULAR MI ENVÍO" button is present.
- Cómo funciona:** An informational page with three cards: "¿Qué es un casillero?", "Calcula tu envío", and "Rastrea tu envío".
- Mi casillero:** A dashboard page featuring sections for "Mis direcciones" (with a link to add up to 5 addresses), "Mis millas" (with a link to check points), and "Notificaciones" (with a link to view notification history). It also includes links to "DEPRISA" and "SEGURIDAD Y VERIFICACIÓN".

The wireframe shows the FlyBox website displayed on a tablet screen. The layout is identical to the desktop version, featuring the header, the "FLYBOX" section with introductory text and the "CREAR CASILLERO" button, and the "¿Qué es un casillero?", "Calcula tu envío", and "Rastrea tu envío" cards at the bottom.

WIREFRAME



Wireframe with new architecture of information to Virgin Mobile.



<https://www.virginmobile.co/>

USER PERSONA / WIREFRAME

Proposal of a game for grocers of a brand, a user persona was made to find the moments in which a user could access the game.



Tendero
Arquetipo

José Luis Gómez

- 37 años
- Atiende su propia tienda.
- Quiere que su tienda sea la más surtida del sector.
- Trabaja durante largas jornadas.
- Su negocio es su único medio de sustento.
- Es una persona muy optimista y piensa mucho en su futuro.

Necesidades

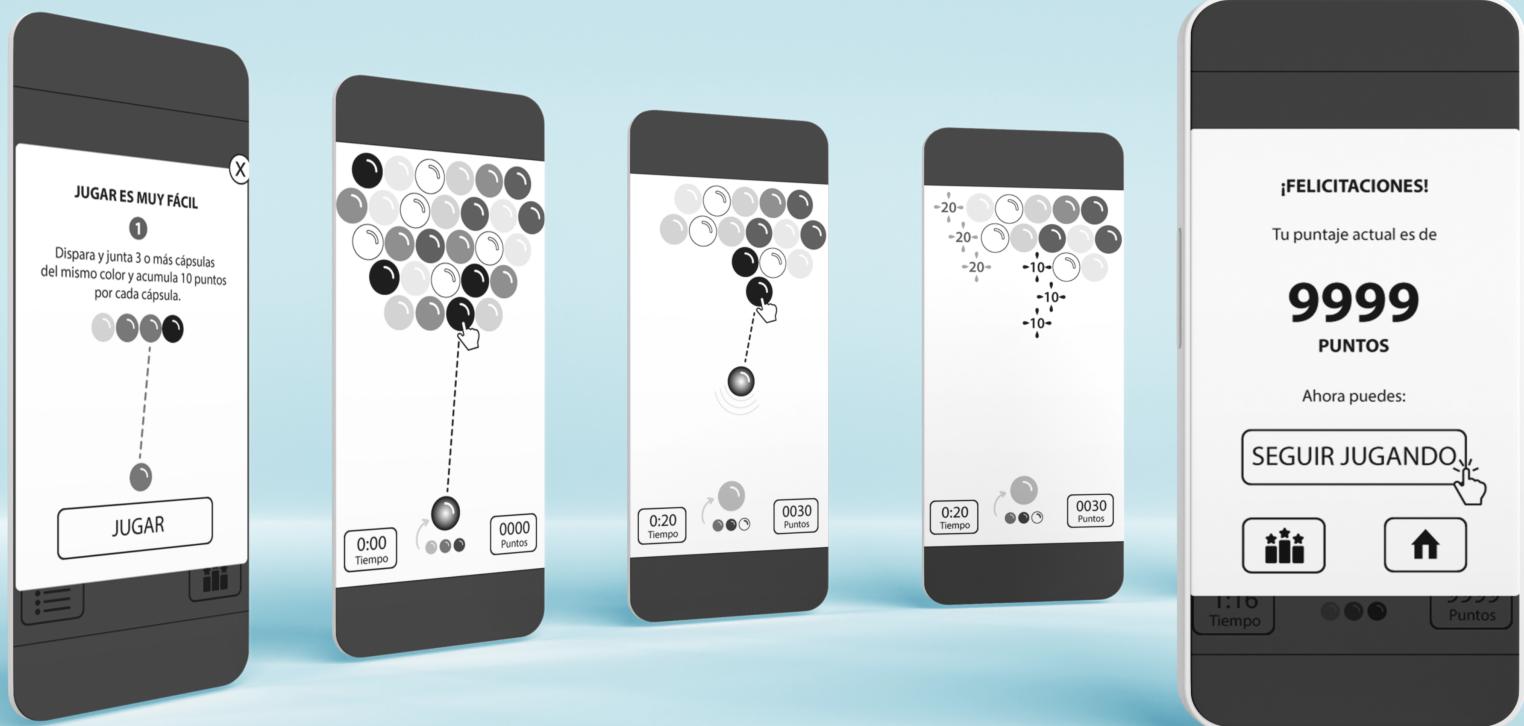
- Estar informado por parte de sus proveedores e informar a sus clientes.
- Divertirse en tiempos cortos en los que su trabajo se vuelve monótono o simplemente tiene espacios de tiempo libre.
- Ser reconocido por la marca y los proveedores.

Limitaciones

- La tienda le consume mucho tiempo.
- Tiene celular pero solo lo usa para "chatear" y para llamar.
- No tiene plan de datos, se conecta por wifi.

Soluciones

- Enseñarle que el celular se puede convertir en una herramienta participativa y divertida.
- Se debe entregar información clara y concreta.
- Enviar recordatorios invitándolo a participar.
- Actividades cortas para aprovechar tiempos.
- Actividades muy sencillas y que a medida que avanza se vuelvan más complejas.



WIREFRAME / UI

Campaing mini site to Jumbo Cencosud.

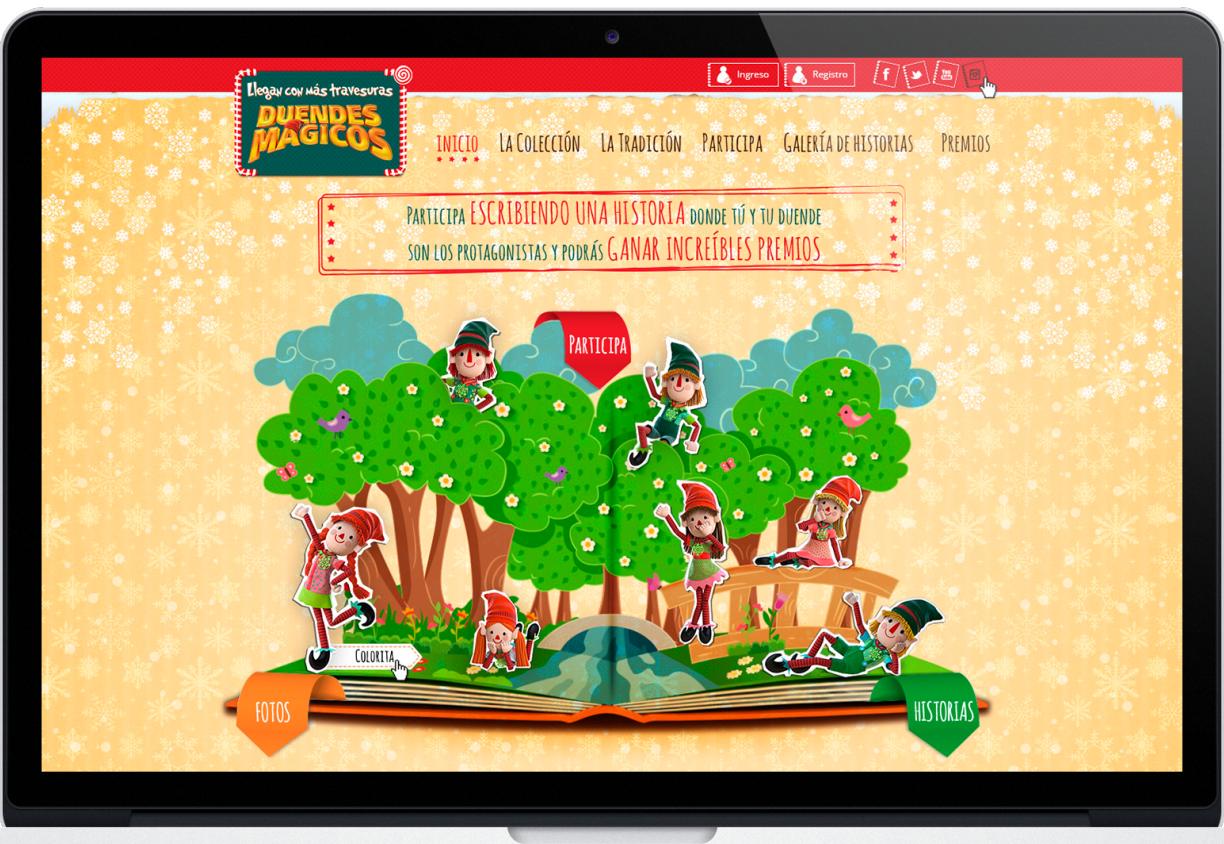
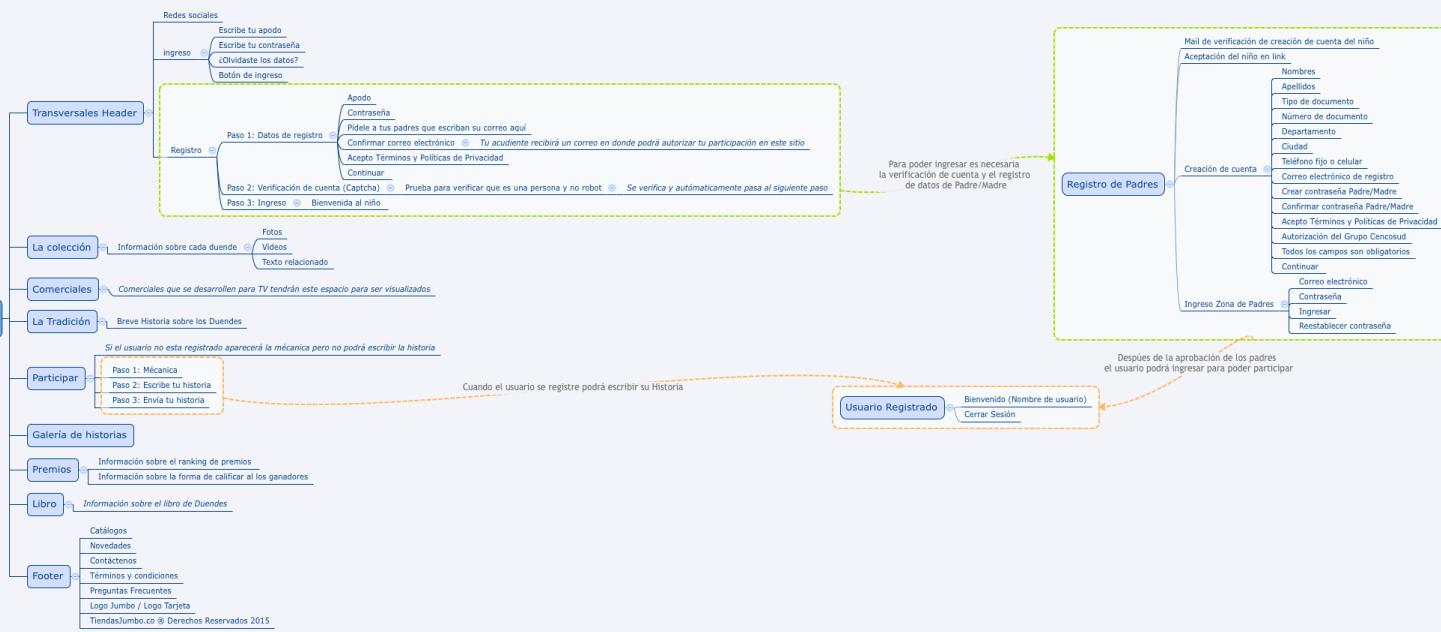


<https://www.behance.net/gallery/40261519/Jumbo-Mobile>

SITE MAP - UI

JUMBO

Campaing mini site to Jumbo Cencosud.





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Quijano Chauta

Thanks for watching!