



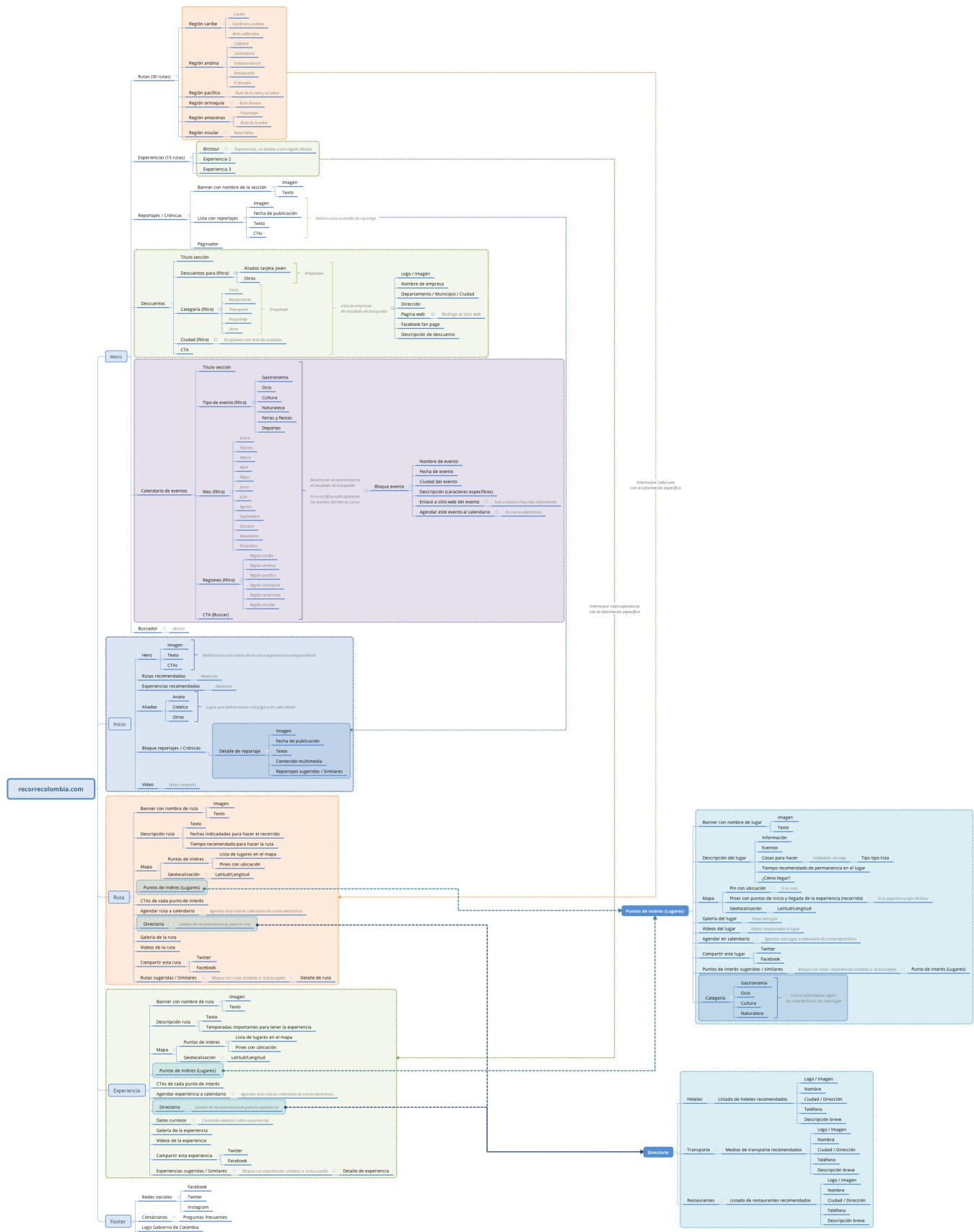
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SITE MAP - AI

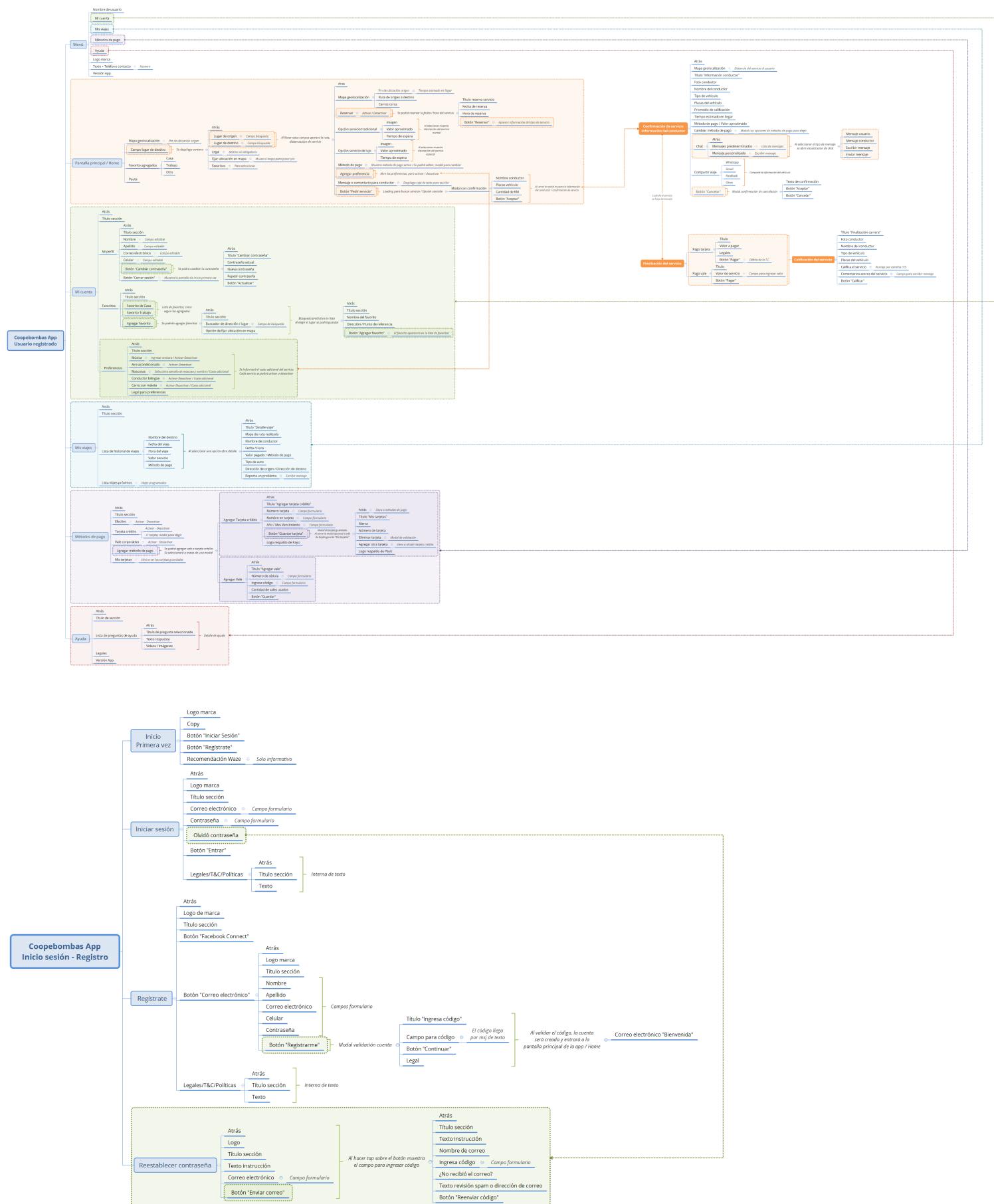


The wireframe displays the desktop version of the Recorre Colombia website. At the top, there's a navigation bar with links for RUTAS, EXPERIENCIAS, HISTORIAS, DESCUENTOS, and EVENTOS, along with a search icon. The main content area features a large image of a beach with palm trees and a "DESCUBRELA" 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 tablet view of the Ruta Caribe page. The layout is similar to the desktop version, featuring a large header image of a tropical beach, a "DESCUBRELA" button, and sections for "RUTAS RECOMENDADAS". The tablet's screen is tilted slightly to the left, and it sits on a stand.

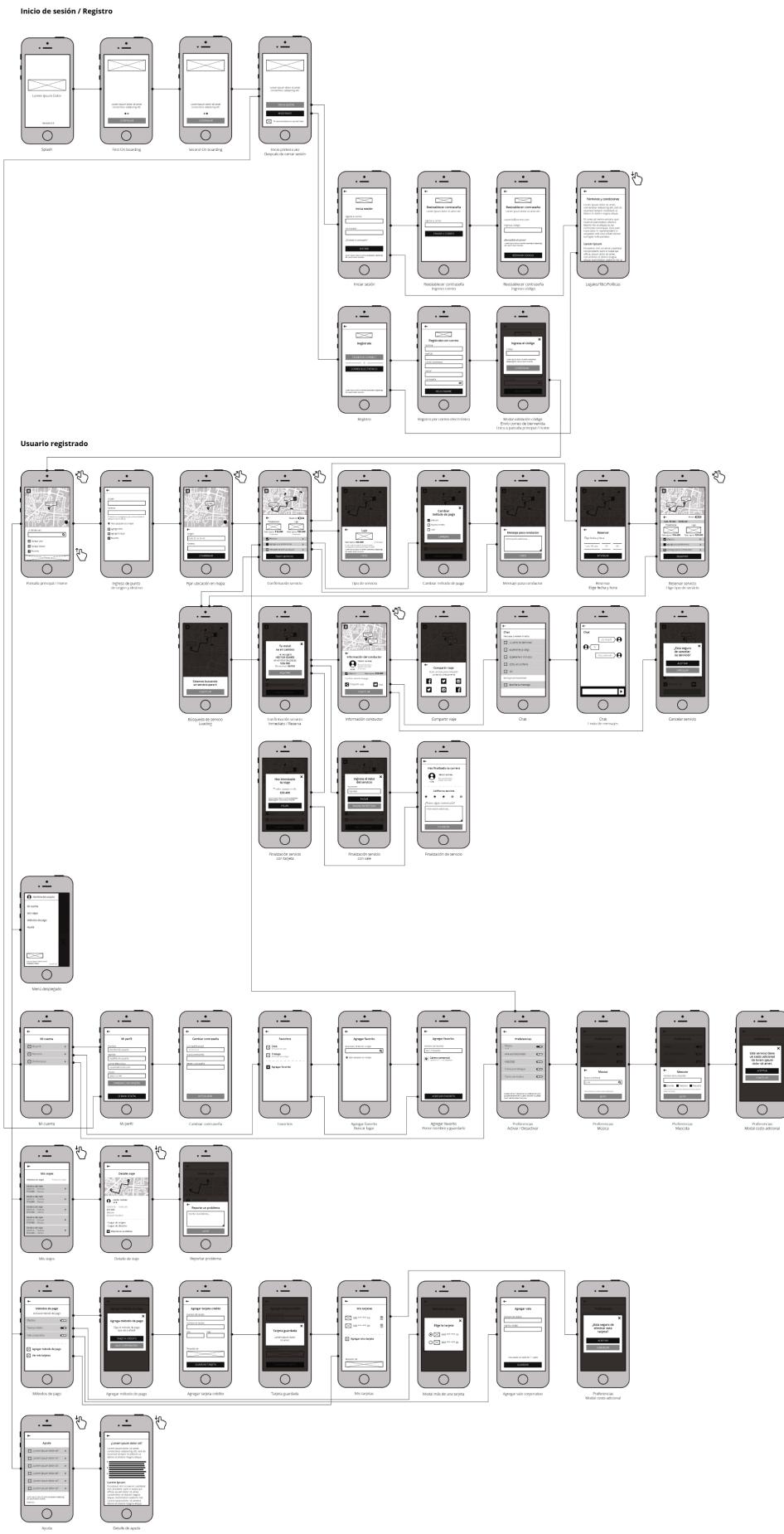
APP MAP - AI

COOPEBOMBAS
EN NOSOTROS PUEDES CONFIAR

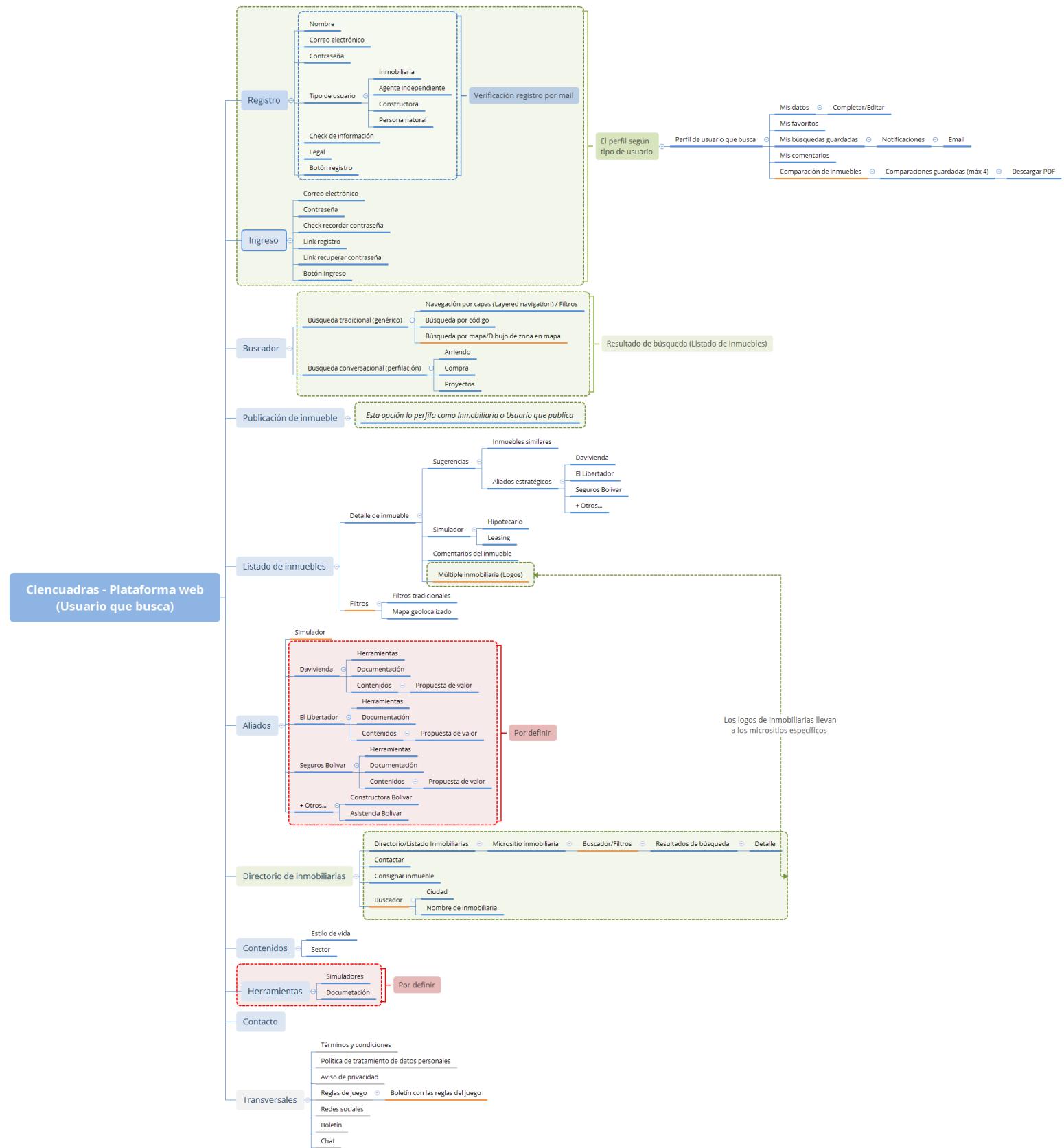


WIREFRAME - USER FLOW

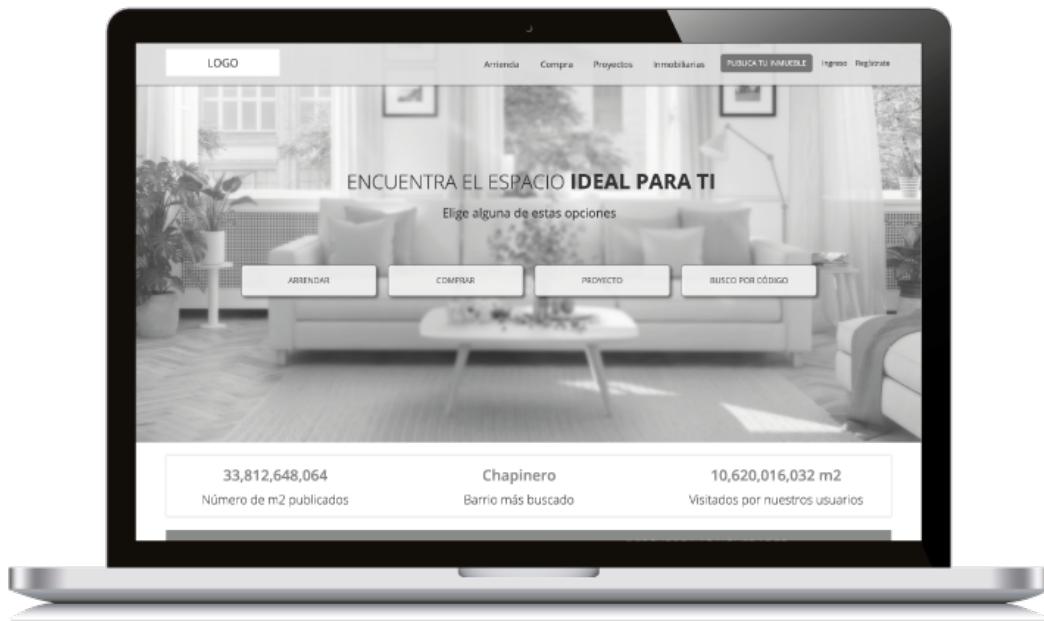
COOPEBOMBAS
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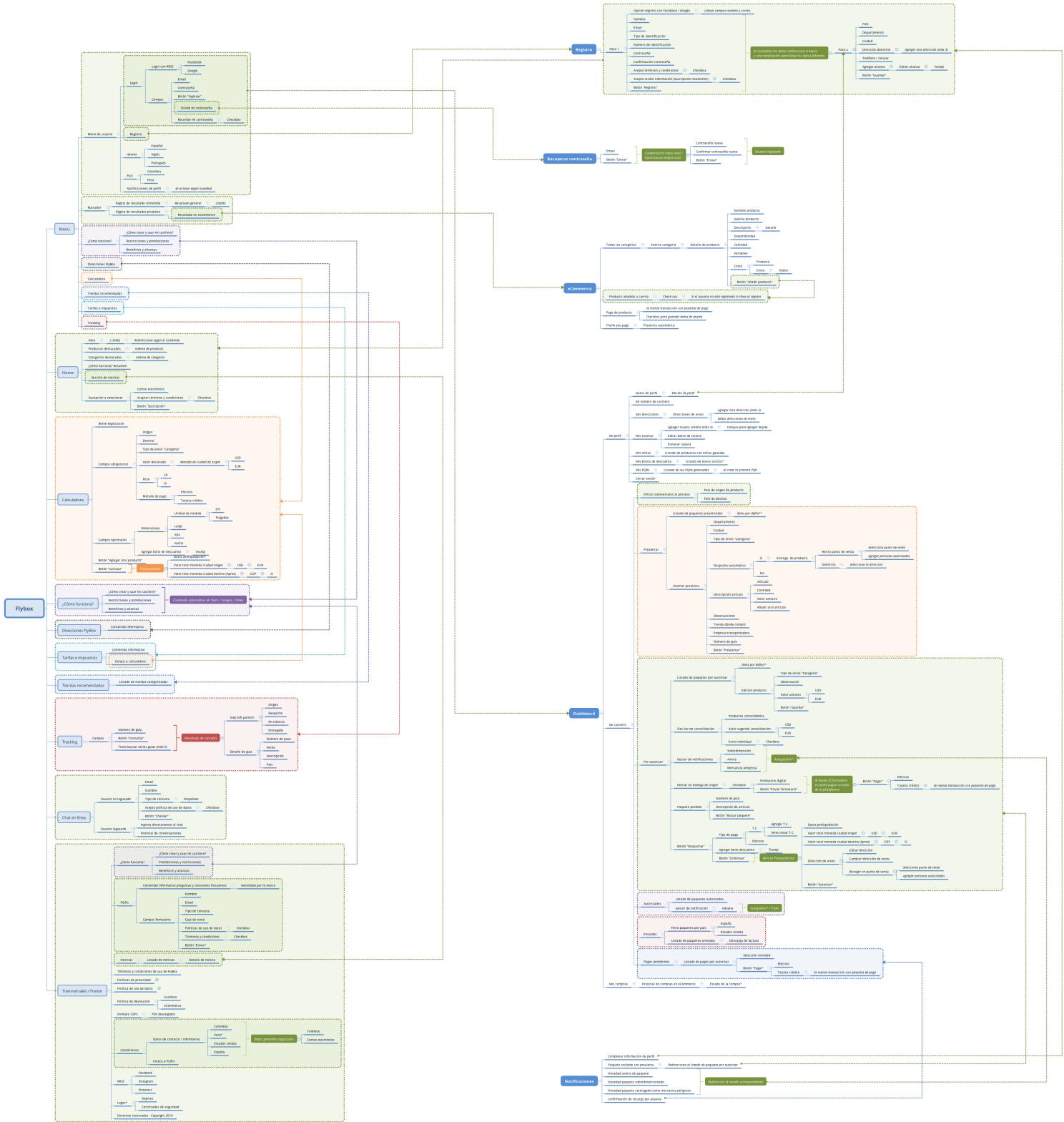
SITE MAP - AI



WIREFRAME



SITE MAP - AI



WIREFRAME



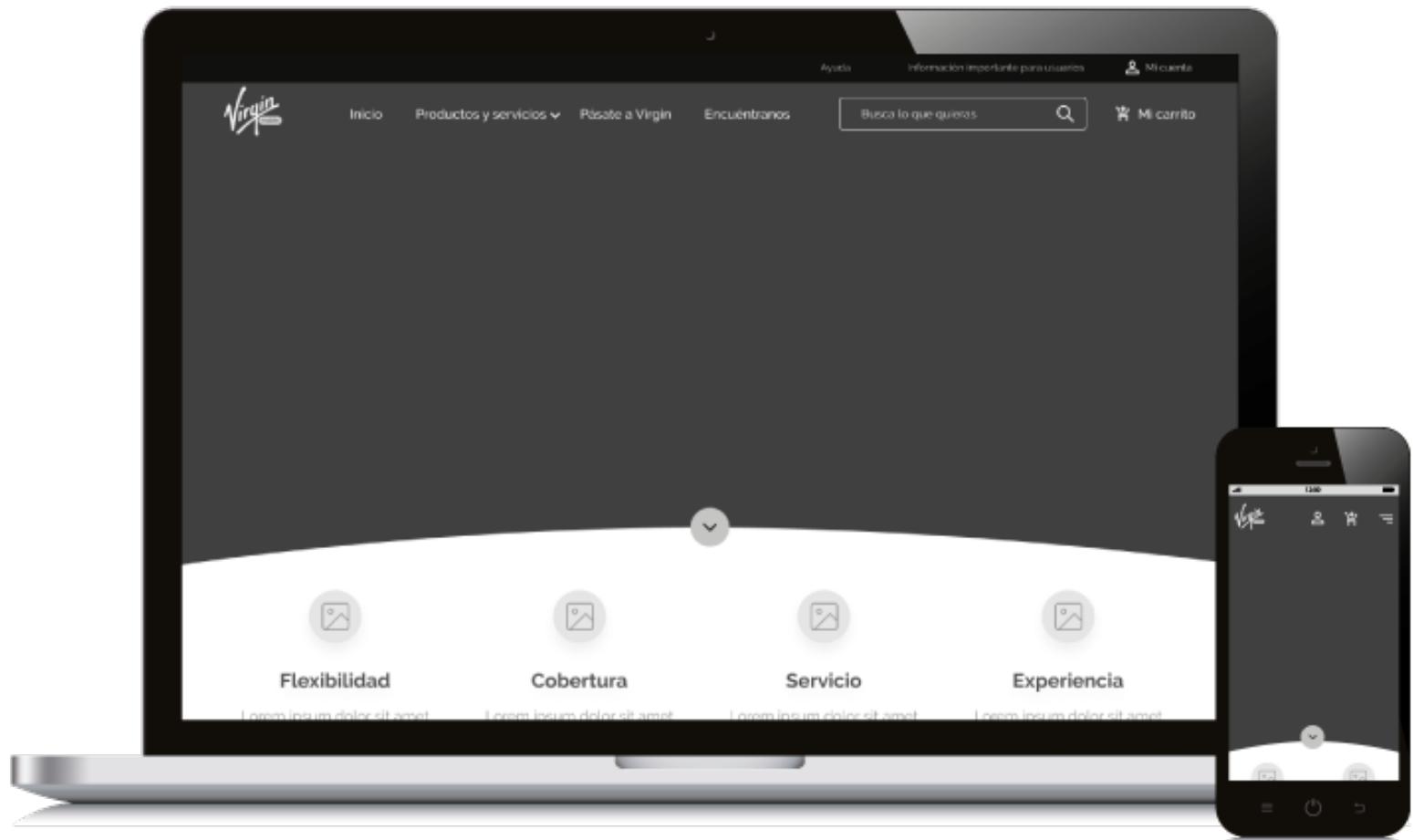
The image is a collage of screenshots from the FlyBox website, illustrating its various features and user interface elements.

- Left Panel:** Shows the homepage with a search bar, navigation links (Inicio, Direcciones casillero, Calculadora), and a prominent "Calculadora de costos" section. This section includes fields for article name, origin country, category, declared value, payment method, and dimensions. It also features a "CALCULAR MI ENVÍO" button and a note about entering dimensions.
- Middle Panel:** A detailed view of the "Calculadora de costos" page. It shows three cards: "¿Qué es un casillero?", "Calcula tu envío", and "Resta tu envío". Each card contains placeholder text and a checkbox icon.
- Bottom Panel:** A "¿Cómo funciona?" (How it works) section with three numbered steps: 1. "Regístrate gratis" (Free registration), 2. "Compra en internet" (Buy online), and 3. "Recibe en casa" (Receive at home). Each step has a brief description and a checkbox icon.
- Right Panel:** A screenshot of the FlyBox mobile application. It shows a header with a search bar, contact links, and a "Mi casillero" button. Below is a "Mis direcciones" section with a link to add up to 5 addresses. Further down are sections for "Mis millas" (My miles) and "Notificaciones" (Notifications), each with a checkbox icon. At the bottom, there's a "Nuestras redes" (Our networks) section with social media icons and a "DEPRISA" logo with a "SEGURO Y VERIFICADO" (Secure and Verified) badge.

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

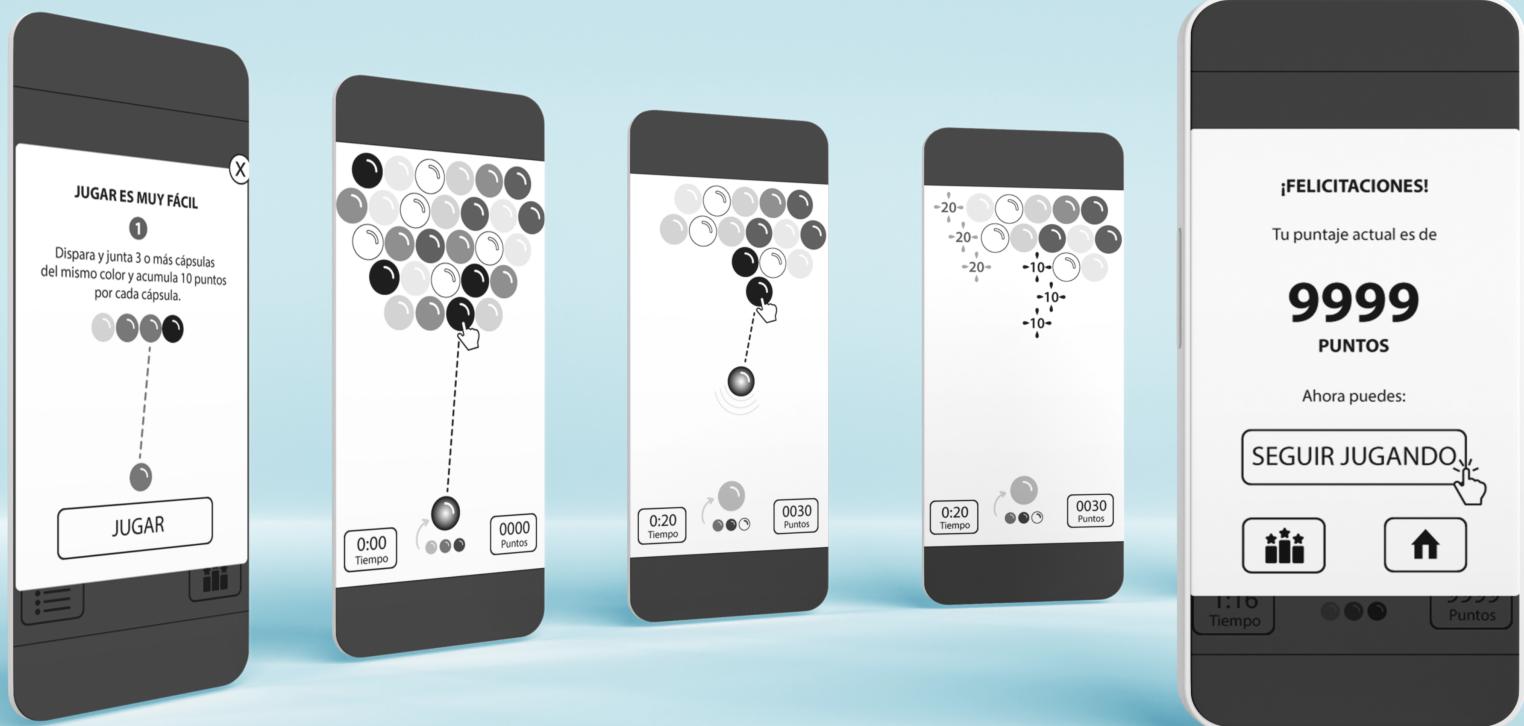
- Estar informado por parte de sus proveedores e informar a sus clientes.
- Divertirse en tiempos cortos en los que su trabajo se vuelve monótono o simplemente tiene espacios de tiempo libre.
- Ser reconocido por la marca y los proveedores.

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.

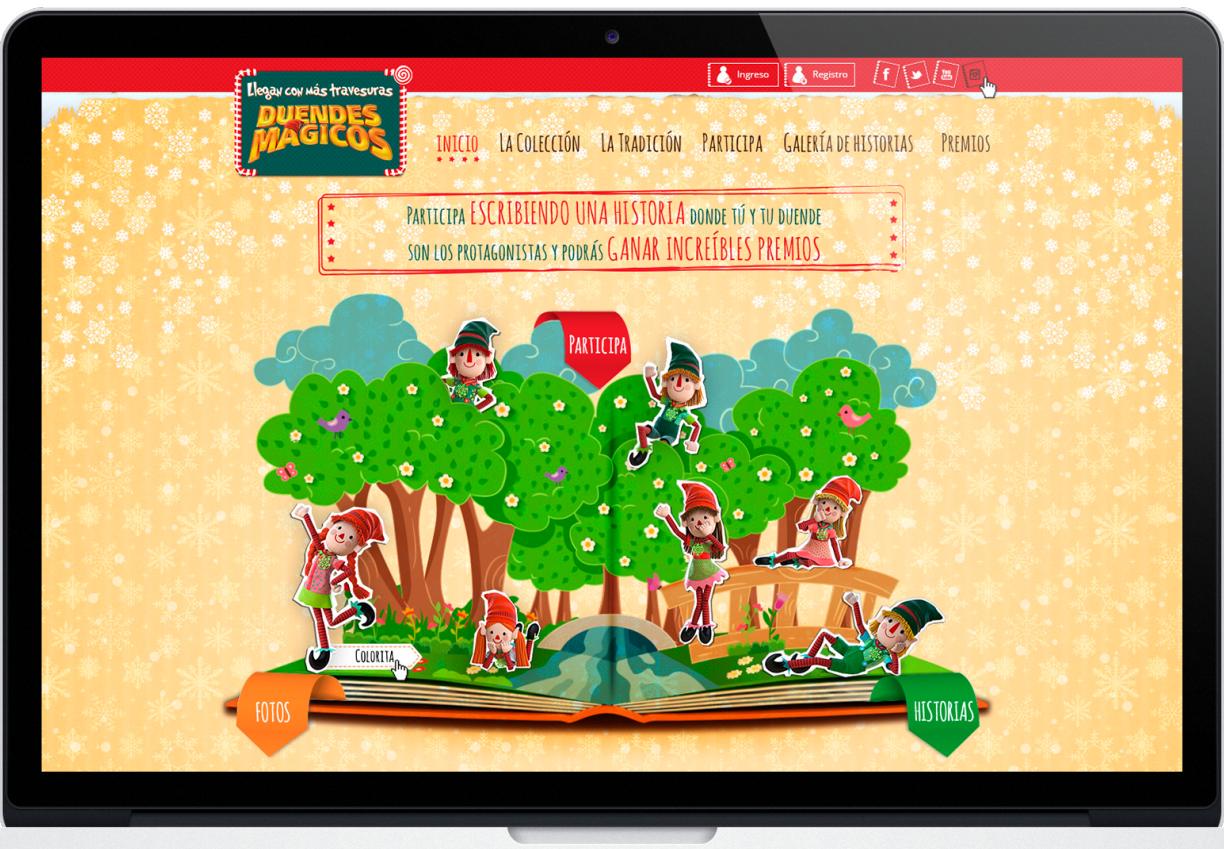
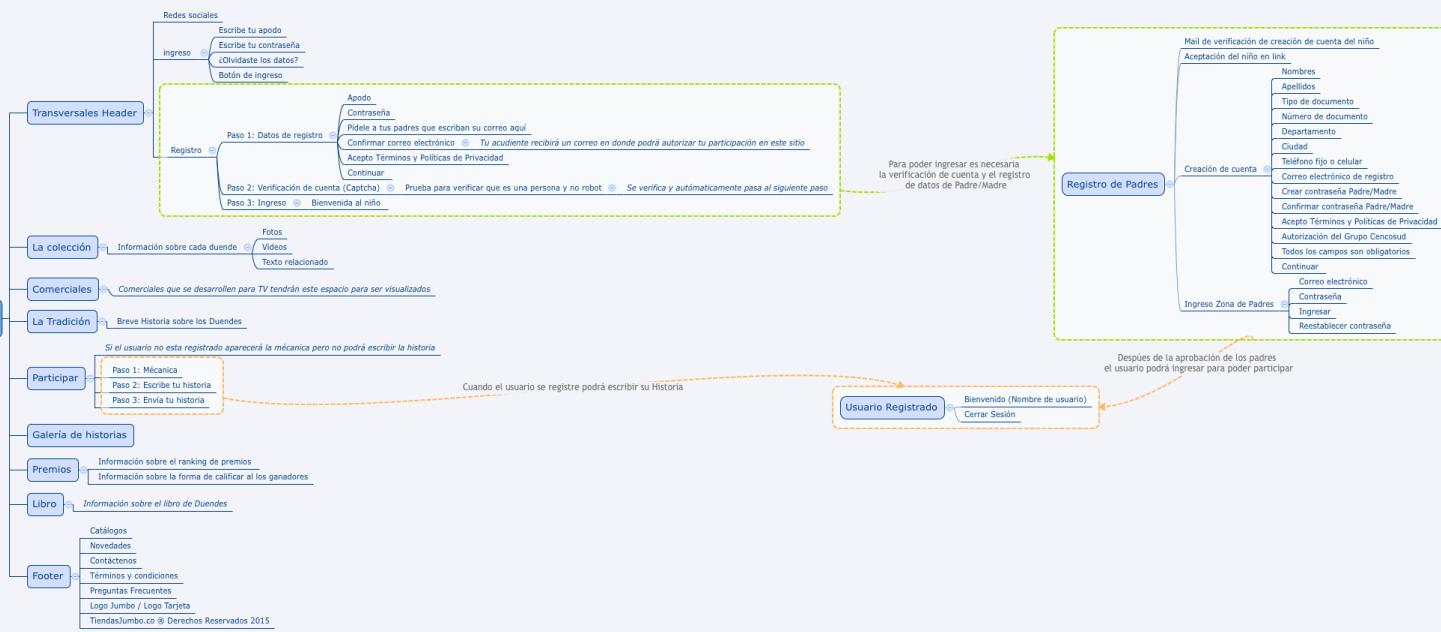


<https://www.behance.net/gallery/40261519/Jumbo-Mobile>

SITE MAP - UI

JUMBO

Campaing mini site to Jumbo Cencosud.





Maricarmen
Quijano Chauta

Thanks for watching!