FABIO MONZANI

UX UI DESIGNER

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fabiomonzani.com

HELLO

I have been designing and developing user experiences and interfaces for over 10 years.
I live and work in London, where I create visuals compelling and user-friendly interfaces, using the latest tools and technologies.
With a background in multiple industries and countries, I am passionate about designing functional products with an eye for details striving to find simple solution for complex problems.
Focused on creating the right solution across all platform and devices aiming to create the best User Experience in response of specific needs.
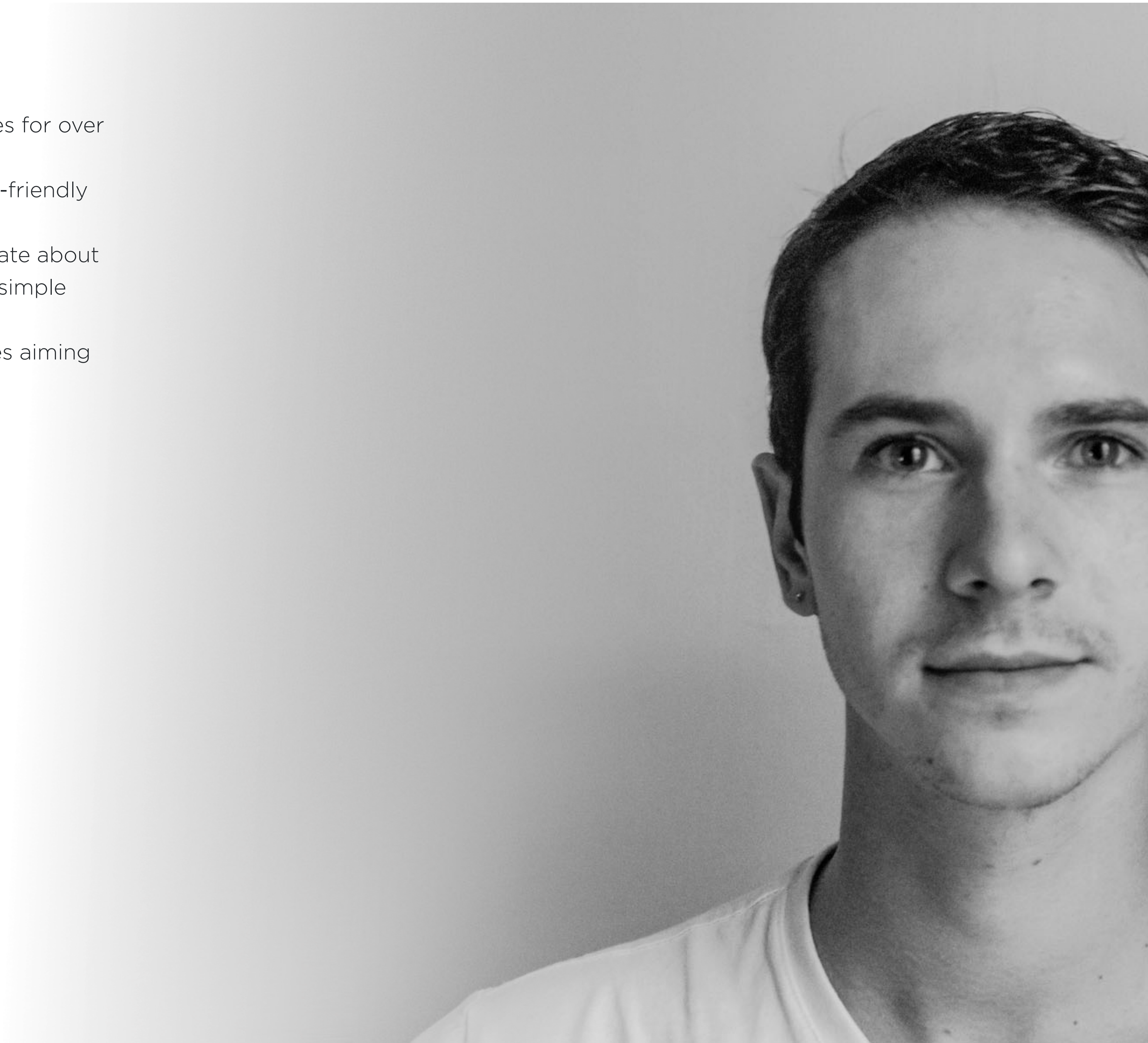
pod POINT   (Pod Point)

Pod Point is a leading UK provider of charging infrastructure for electric vehicles. It provides charging units for home, business and public use.

My main role as Lead UX/UI designer here at Pod Point is to maintain the existing products, like the Pod Point App and services while working on new features and creating the products that are going to shape the future of the company.

As electric vehicles keep rising in popularity, so is demand for charging infrastructure and our products, which always offer a challenging experience when researching how to shape the future of a fairly new industry.

Talking and listening to user needs and feedback has been key in the creation and development of new products, while balancing the current industry tech limitations and expanding styling and brand guidelines.

Everyday working at Pod Point has been a full dive into an ever changing industry that still has a lot of complexities with a steep learning curve.
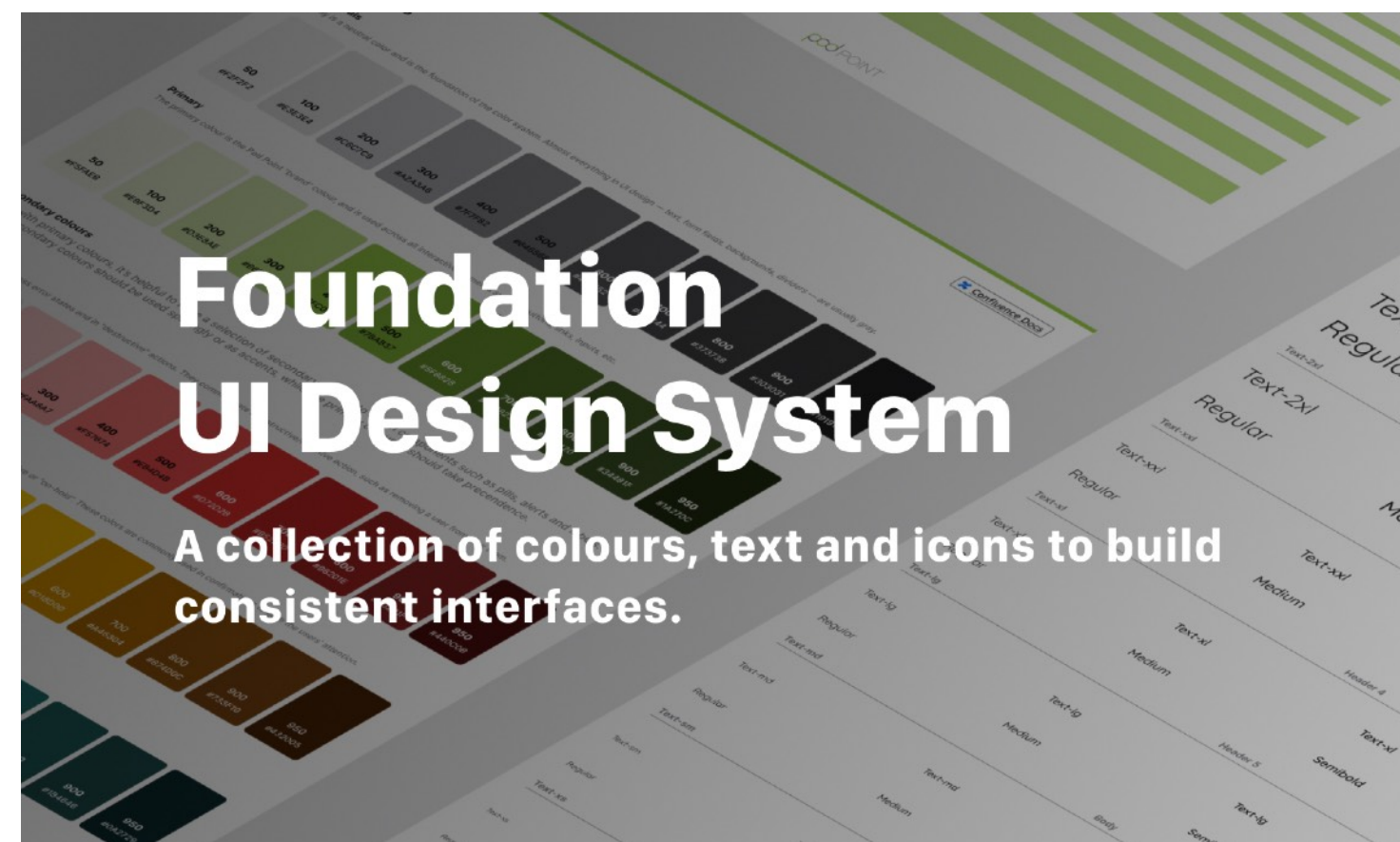
www.pod-point.com

Design system

When I first started at Pod Point in 2020, I noticed that the non-existent design system and outdated brand guidelines were affecting our ability to deliver a cohesive user experience. The lack of a unified design language led to inconsistencies across our suite of products, making it challenging for users to navigate and engage with our offerings effectively.

To address these issues, I undertook the task of creating a comprehensive design system from scratch. My goal was to establish a solid foundation that would serve as a guiding framework for all product development efforts. By implementing a design system, we aimed to bring clarity, consistency, and coherence to our product ecosystem, ultimately enhancing the overall user experience.

The design system initiative involved three key components: a foundation system, including colours, spacing, typography etc and one for web applications and another specifically tailored for mobile platforms. Recognising the unique design considerations and user interactions associated with each platform, I ensured that the design systems were optimised to suit the respective environments while maintaining overarching brand coherence.

Foundation UI Design System

A collection of colours, text and icons to build consistent interfaces.

Figma link

Web UI Design System

A collection of colours, text and components to build consistent interfaces.

Figma link

Mobile UI Design System

A collection of colours, text and components to build consistent interfaces.

Figma_link

Pod Point App

The Pod Point App is the heart of the home charge ecosystem.
From here you can explore and access the public charging network as well as managing your WiFi enabled homecharger and your charging data.

EV drivers have a particularly wide range of user persona that tend to condense in the range of 40+.
It was imperative to create a simple user experience that would benefit from consolidated design patterns that are easily recognisable.

Researches for all Pod Point products were carried out both internally and externally, tapping in our ever-growing customer base.
Design sprints were also used to kickstart new products and features but following a new redesigned structure to better fit the "working from home" environment.
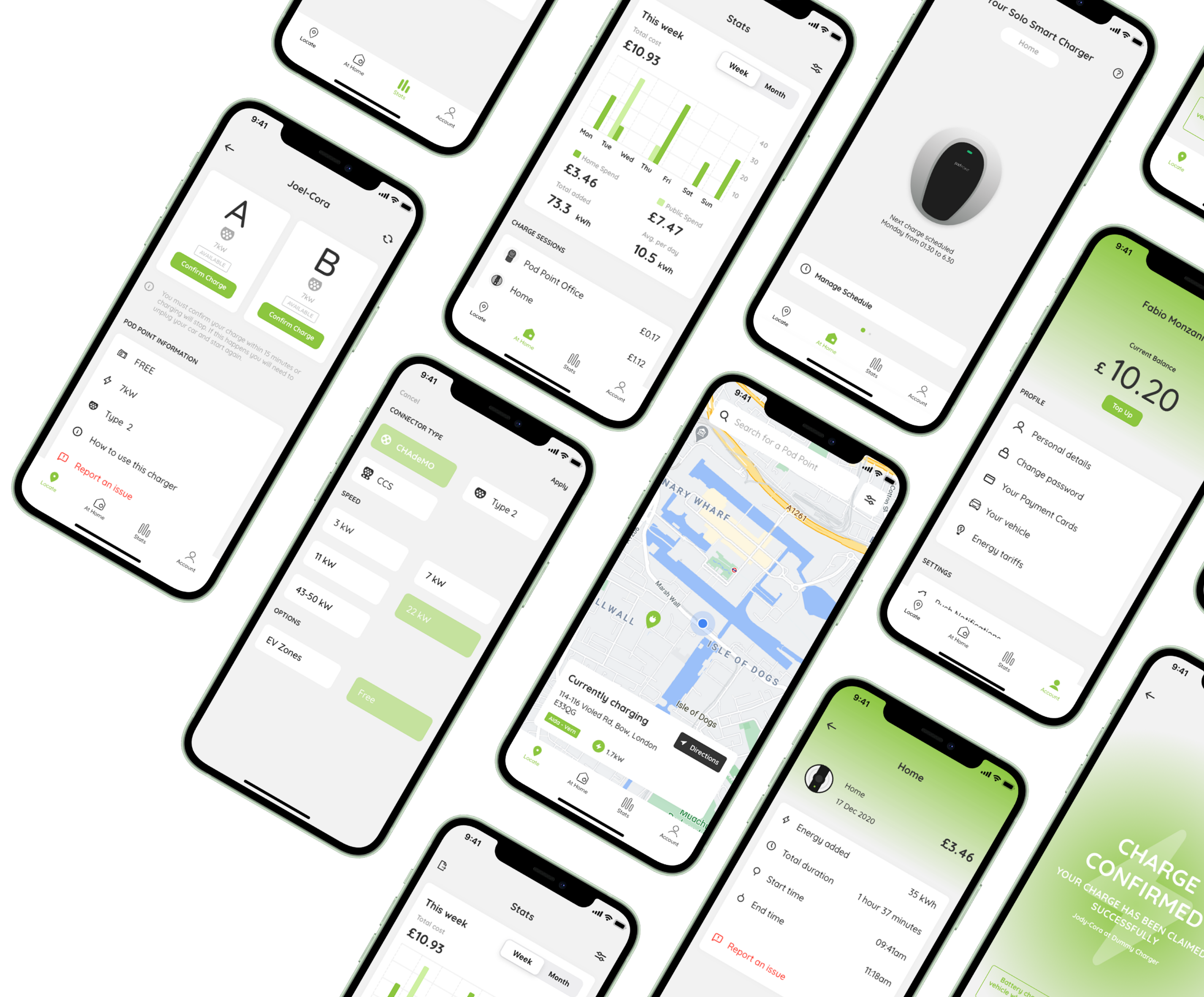
Charge schedule

Charge schedule was one of the first feature I have been working on the EV driver app and one that has been requested by our user for a very long time. The feature allowed user to schedule a start and stop time to charge their EV when electricity was cheap at night, especially if you had a dual-rate tariff. This project and initial release had to overcome some technical difficulties due to the charger API and the general infrastructure limitations and was released in 2020. Due to limitations we were constrained to one schedule per day, schedules could not overlap meaning that we had to develop a sigular approach for a very simple feature.
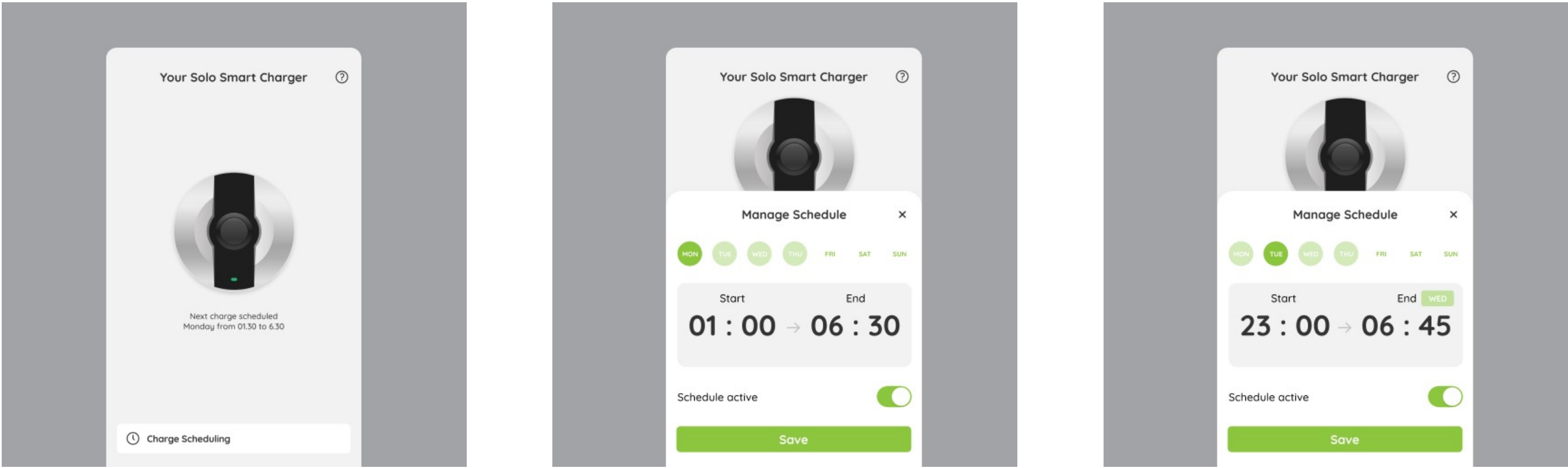
The next release of charge schedule (2023) improved upon the previous iteration bringing more clarity around time settings and some other needed improvement suggested by our users. Among the improvements we decided to shift to a time based duration instead of selecting the start and stop time, also the days of the week are now clearer to understand where a charge is active or inactive.
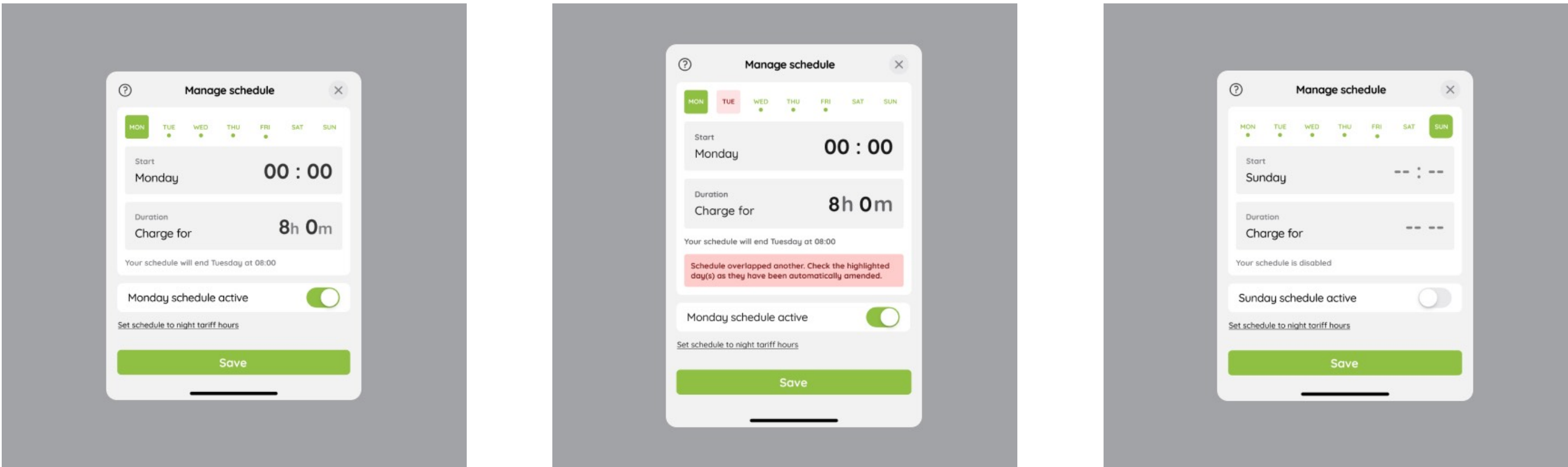
Onboarding journey

As our user base grows and Pod Point units are installed on new houses and developments we needed to develop a seamless in-app experience for new owners to connect their unit to the app in order to control, schedule and charge. Before implementing this journey in the app, the customer would have to contact customer support via phone if their unit was not purchased directly through Pod Point.
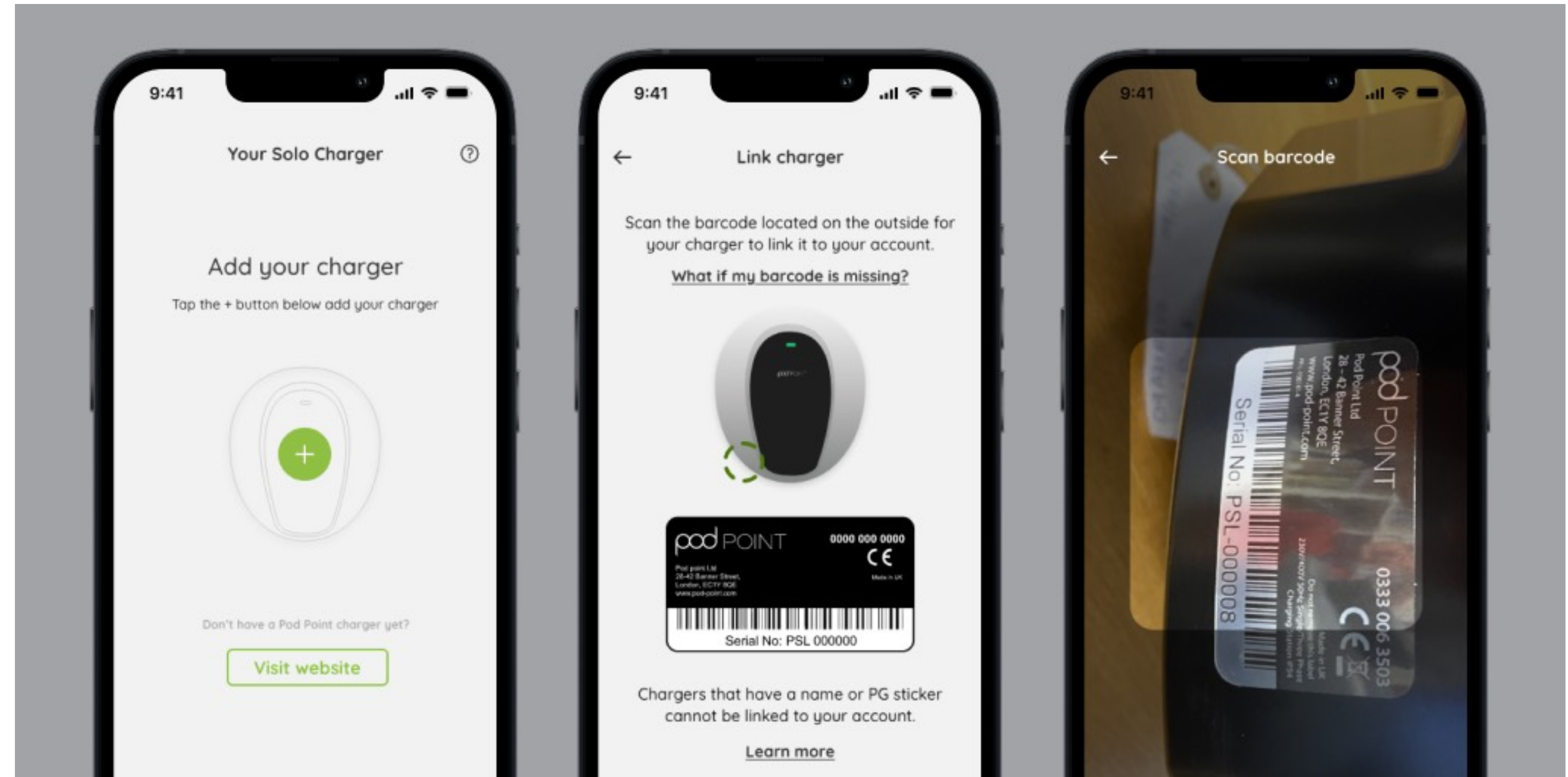
Sites Management Service

Offering a fleet management system has always been one of the main priority for the commercial side of the business as well as replacing our old management system.

Among our customers Mitie, DPD, Amazon and Sky to name a few, had the need to track usage and electricity expenses for their new EV fleet delivery vehicle.

We had to offer a solid solution that could help visualise multiple source of data as well as managing driver, vehicle and expenses.

Research and user interviews started well in advance in order to have enough time to better understand the problem we were going to solve but also creating a solution that could scale together with our customers fleet.

I had the opportunity to learn more about the needs and experiment with new ideas given how new the EV industry is. Lots of data needed to be managed in the process while displaying them in a simple and intuitive way was a key part of the success of our fleet solution. Once released to our business customers the product was well received and these are some of the feedback we received:

"Better and faster than the old system, and you guys are listening"

Simon @ Glyndbourne

"The new portal is great and much easier to use, thank you for setting up access"

Paul @ Landsec

"Not complicated to use, the layout is much better"

Leia @ Bet365

"It does seem a lot cleaner and more intuitive"

Peter @ Napier
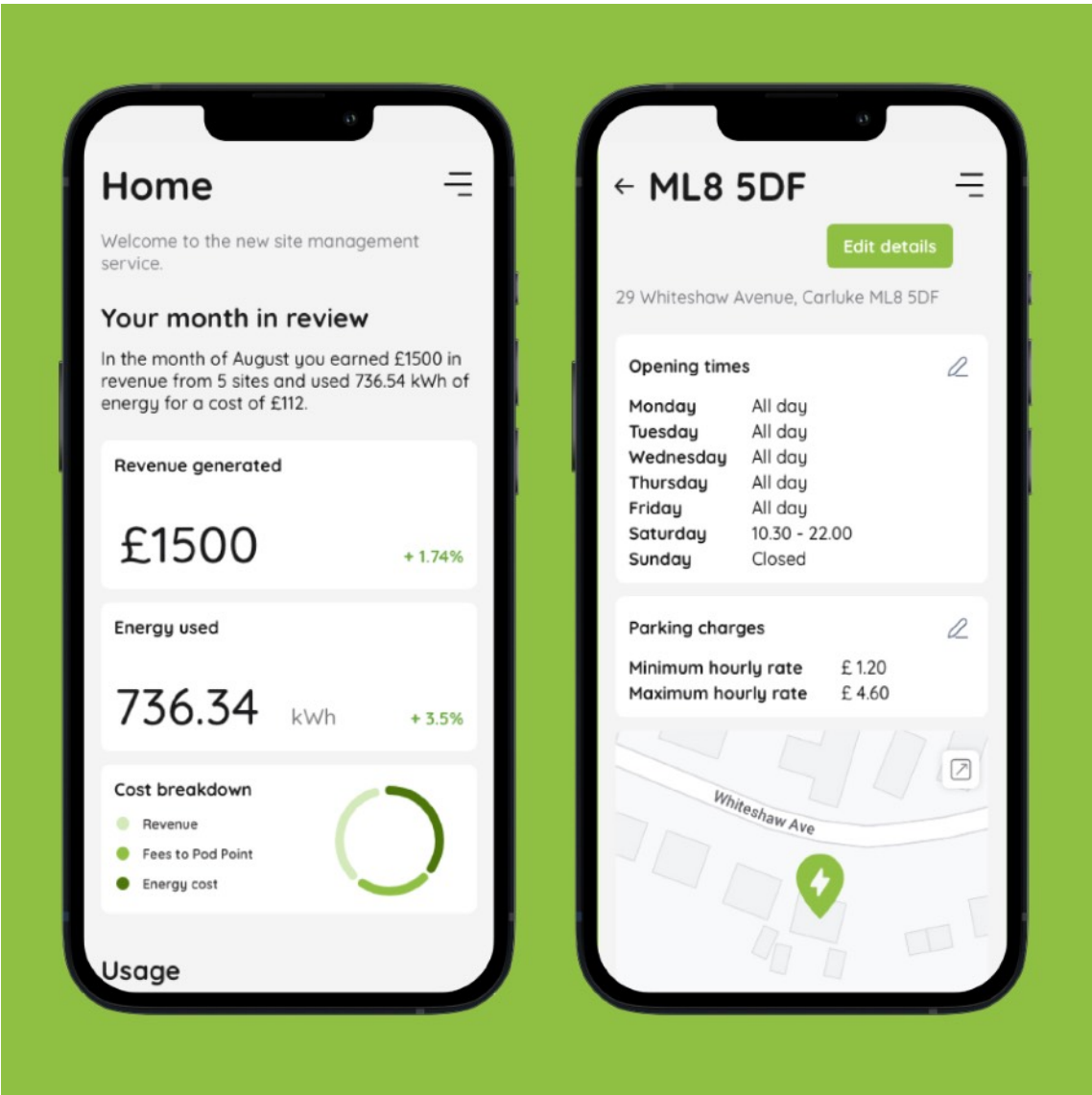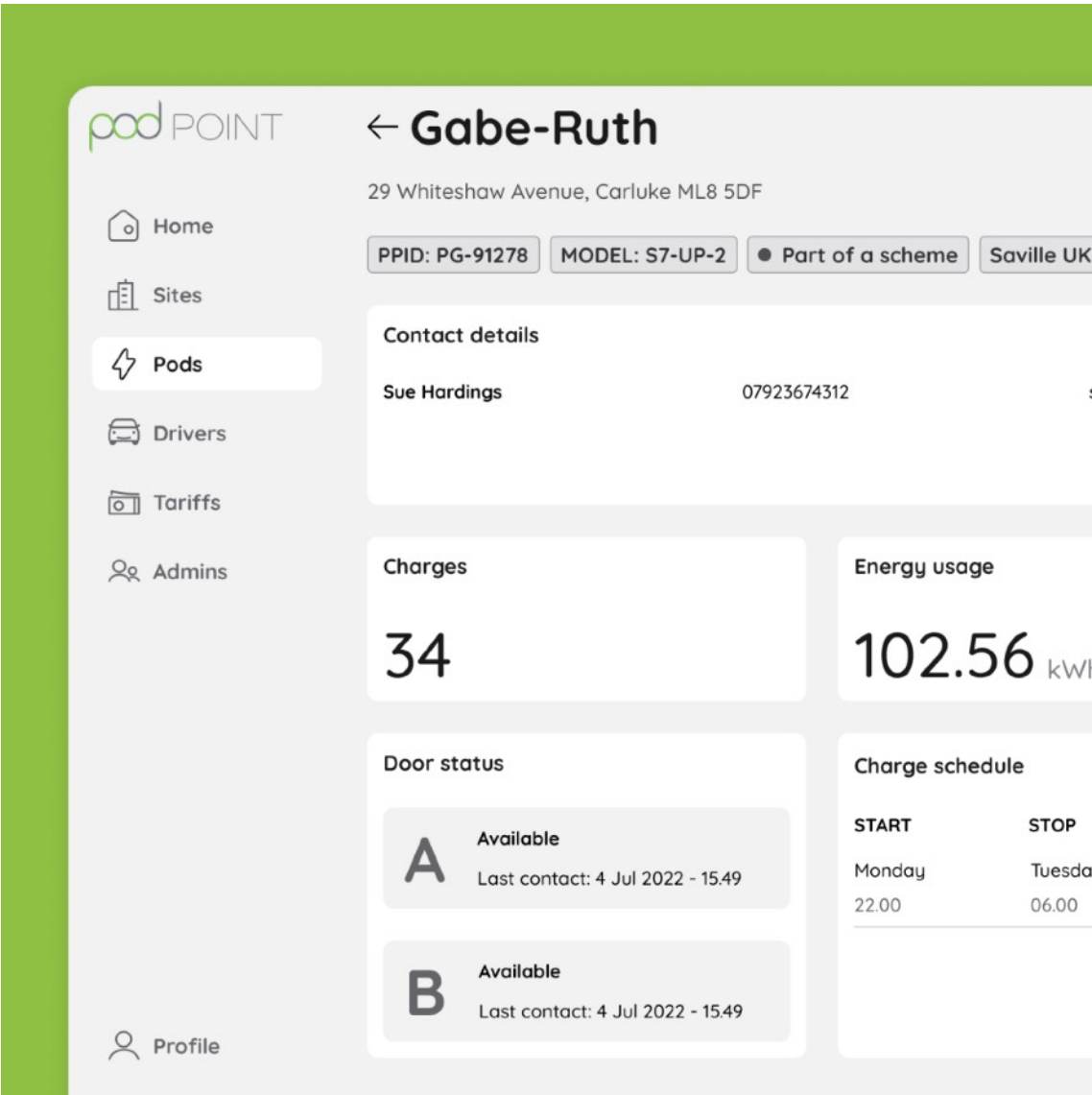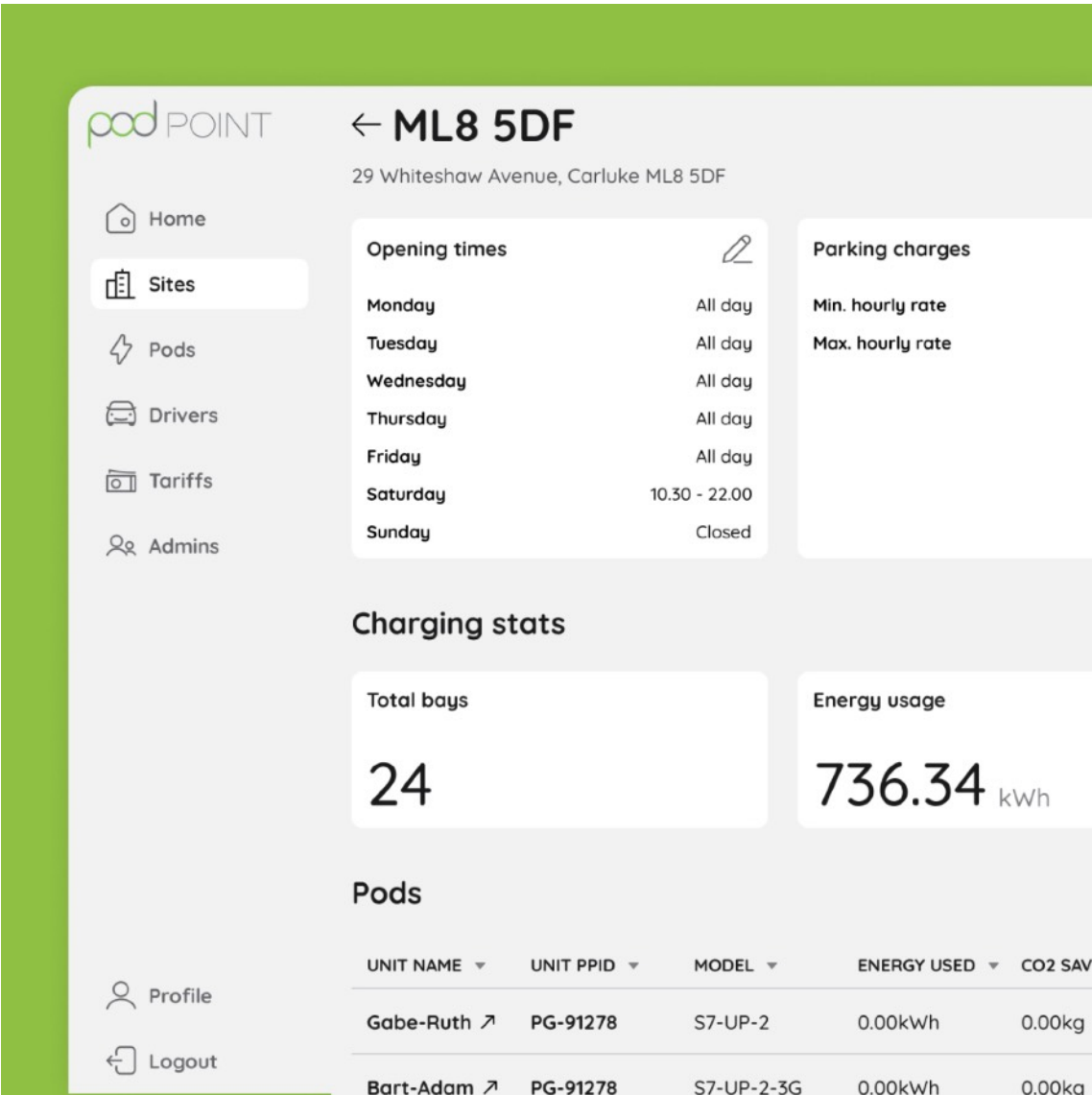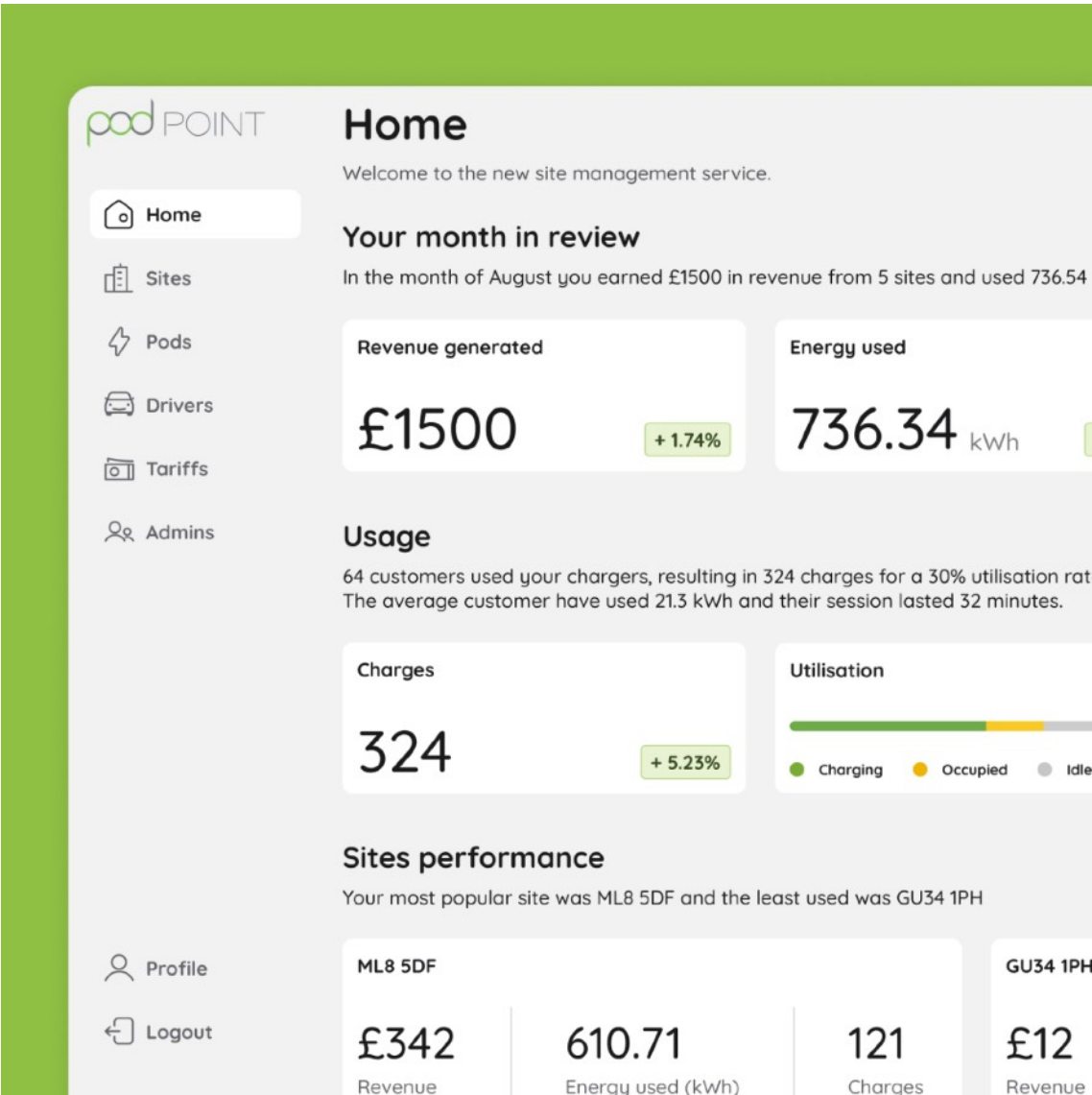
Storefront experience

The homecharge storefront experience was the remake of our current e-commerce platform, allowing customers to purchase their homecharge units.

As the business requirements were growing in complexity, our current e-commerce experience needed a redesign to accomodate for more products, accessories and streamline the experience to make it simpler for our customers to complete their journey.
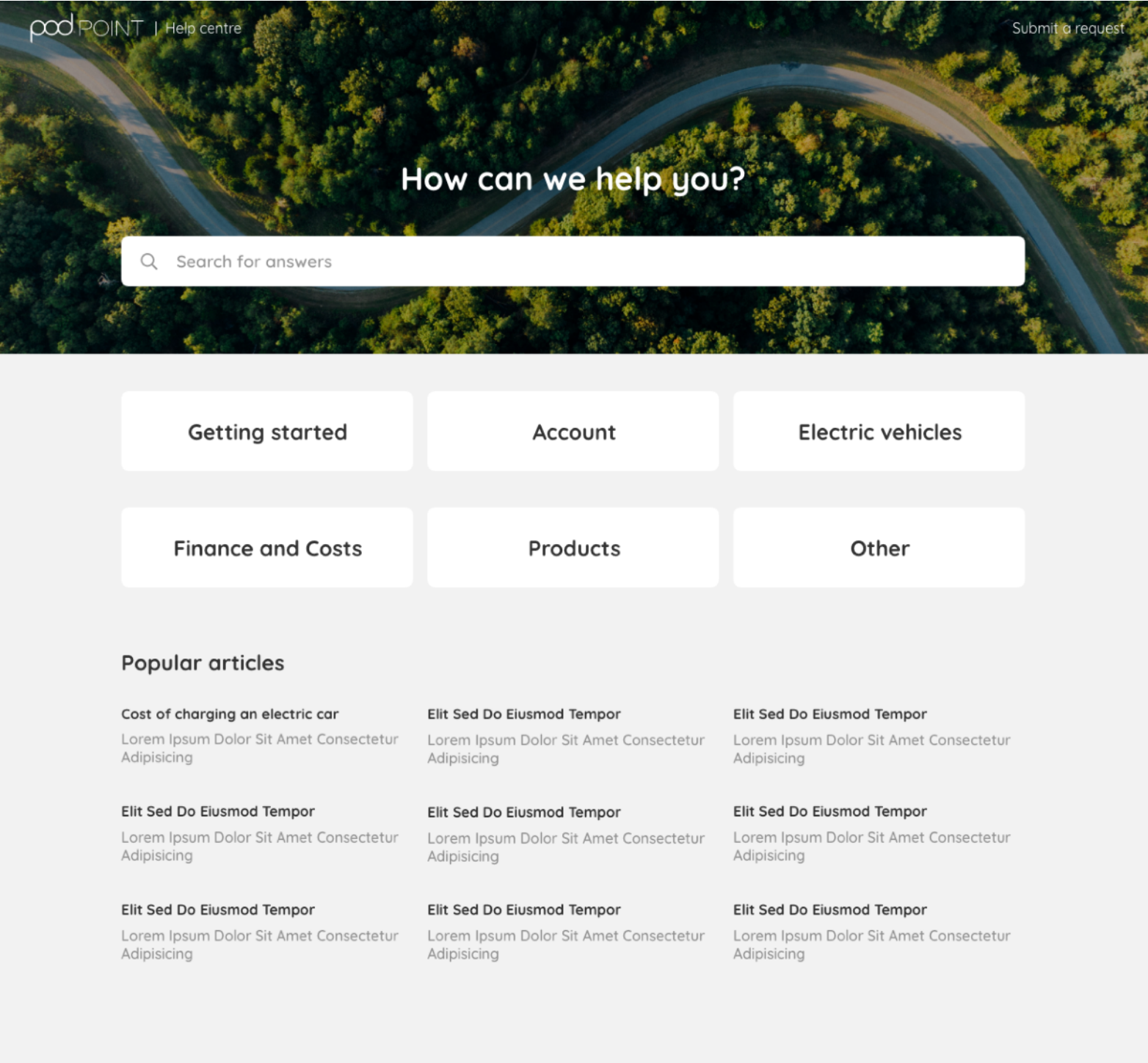
In the process of migrating to a CMS rather than a custom built platform we collaborated with an external agency to deliver the platform.
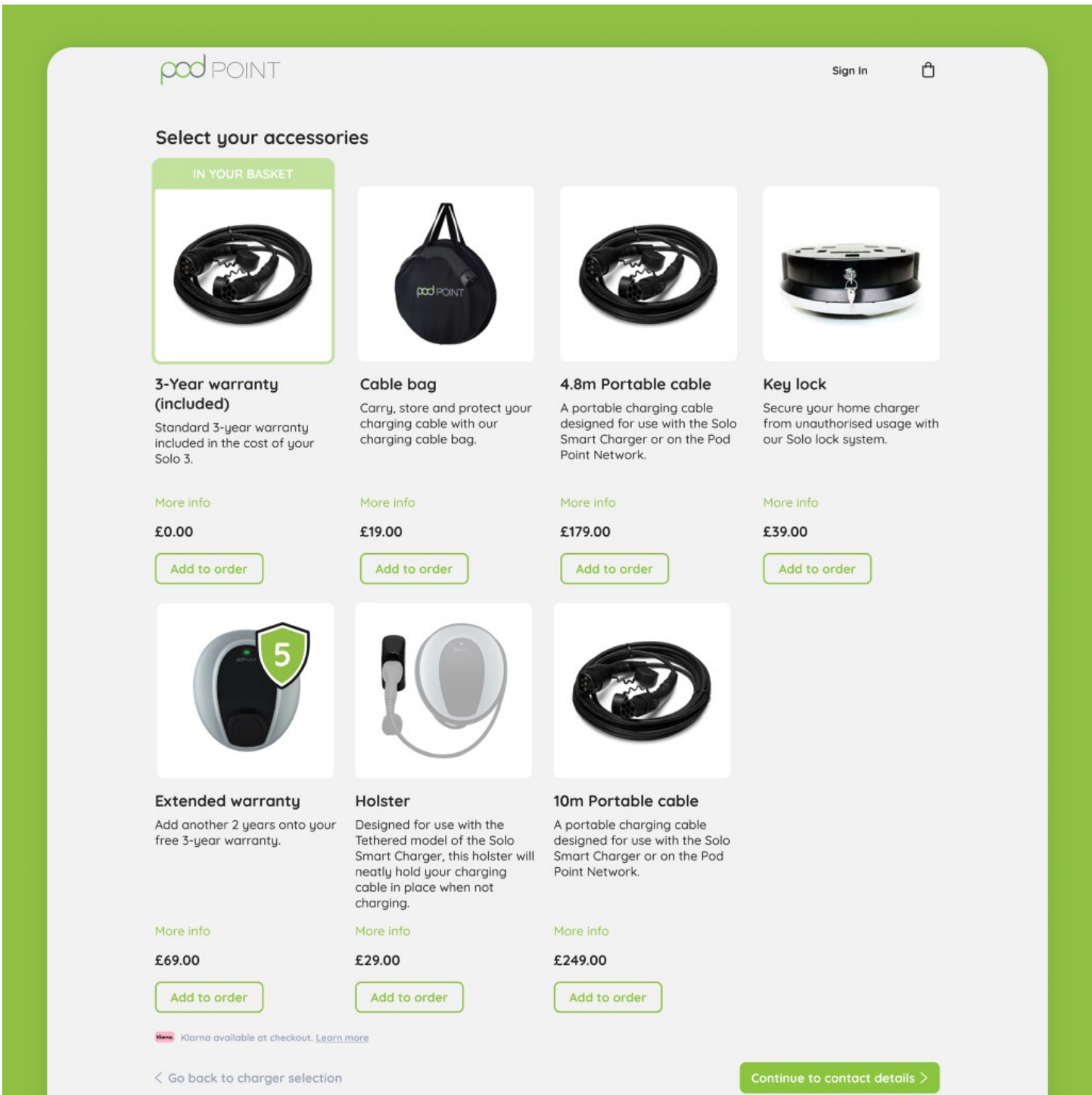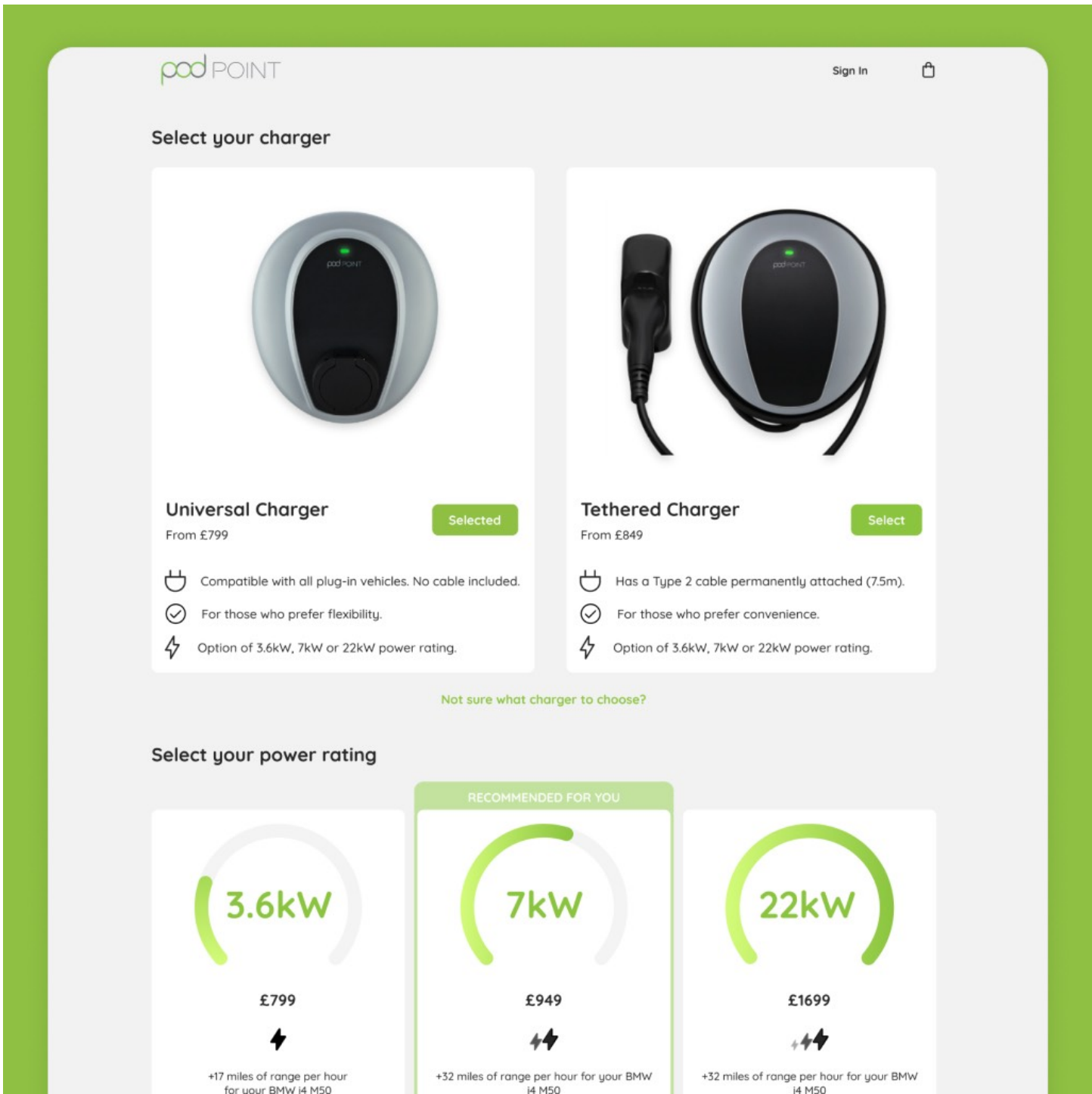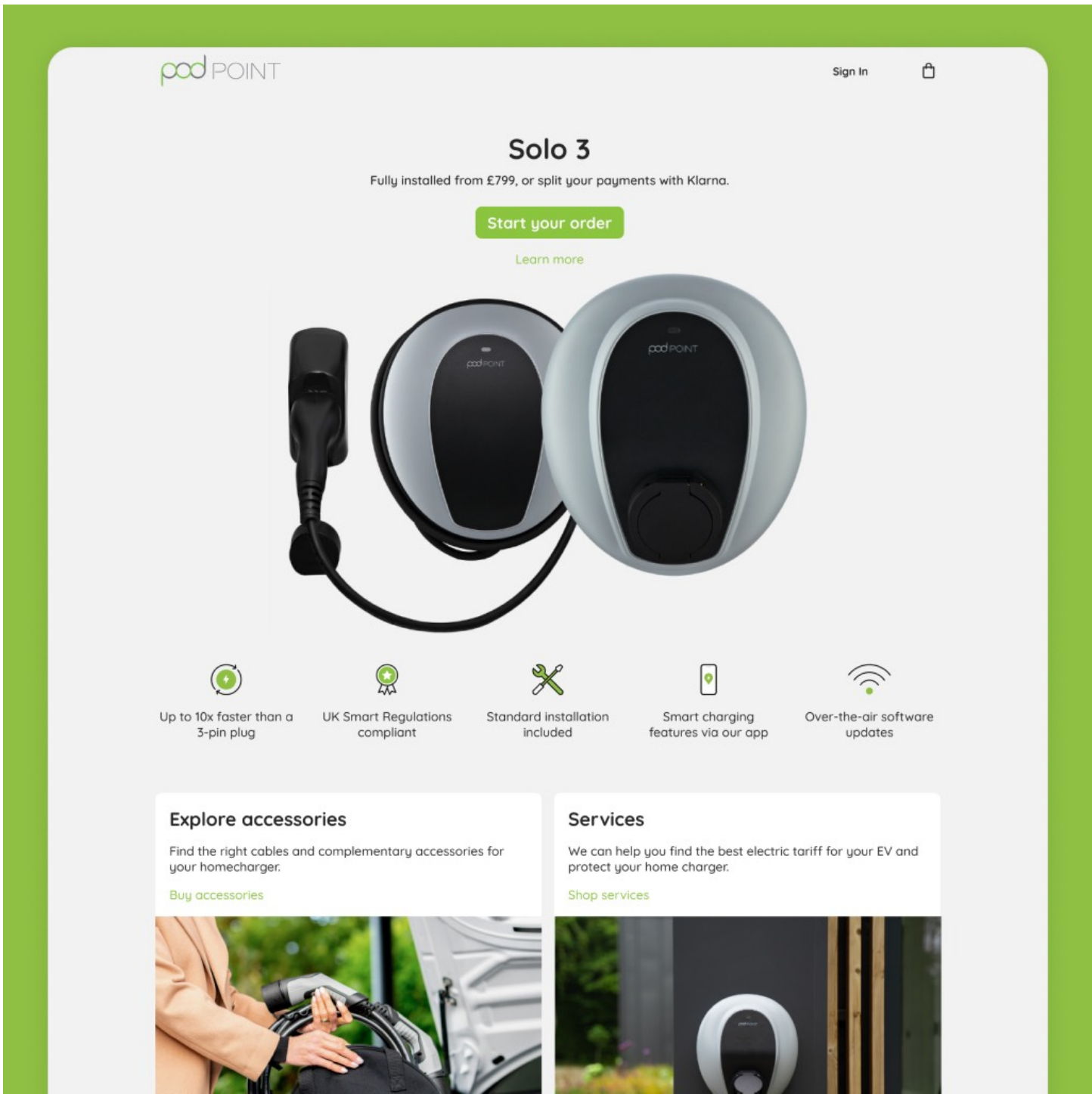
Other projects

Pod Point is a fast growing company and as such the need for new products and features.
While at the company I was able to work on a multitude of projects
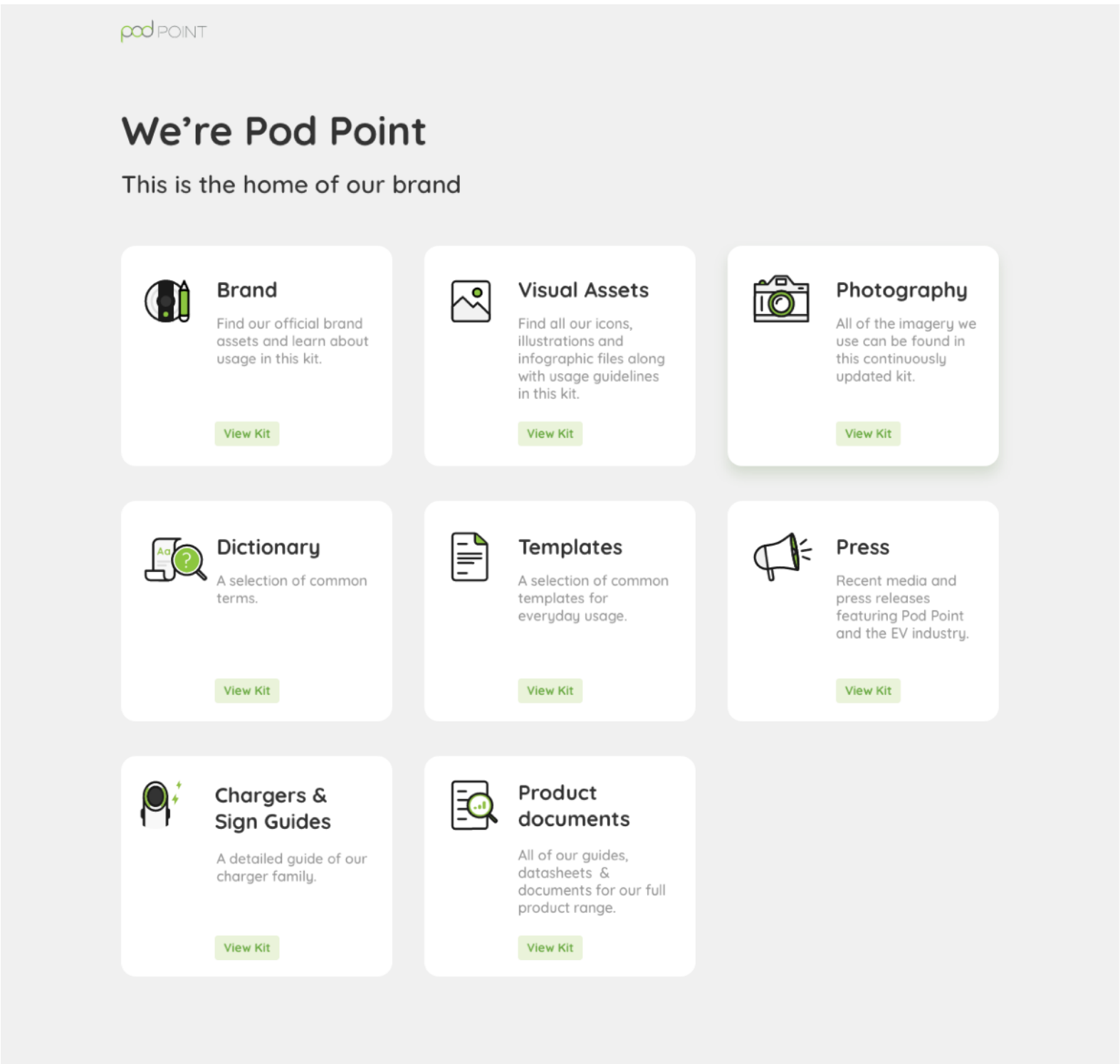For more projects visit fabiomonzani.com

Knowledge base

A Salesforce based knowledge base to help users find answers to their questions.

Access Point
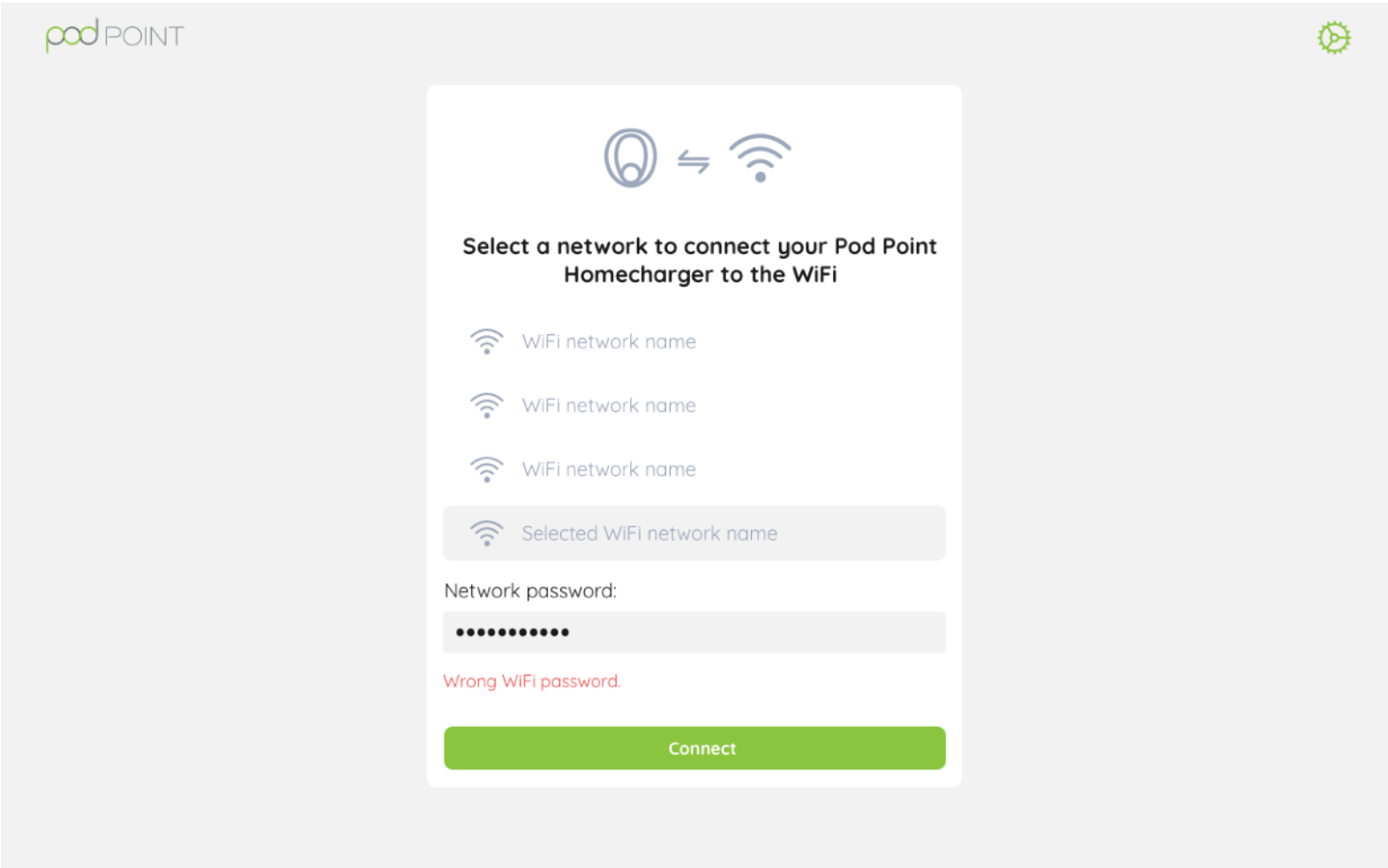
UI solution that required small size and interoperability living on the built-in memory of our homechargers to help installers and customers configure their unit.

Branding website

Branding subdomain available at brand.pod-point.com to document our brand guidelines and assets.

SAM

LABS

(SAM Labs)

SAM Labs is an EdTech company that provides software, hardware and content to teachers, creating the necessary confidence for teaching STEAM and coding to kids.

My main role as UX/UI designer was to improve and redesign SAM Space, the flagship app for iOS, Android, Windows and Chromebook.
While doing that, I had to keep in mind existing users, devices and content designed to be working with the app.
At the same time, bluetooth hardware blocks needed to be easy to recognise and pair to the device, creating a seamless and "magic" experience.

Talking to teachers and users in general to collect data and research alongside our UX researcher was one of the main task during the design process.

I also had the opportunity to touch into different departments, like content and manufacture, to bring the same user experience across the company products.

www.samlabs.com
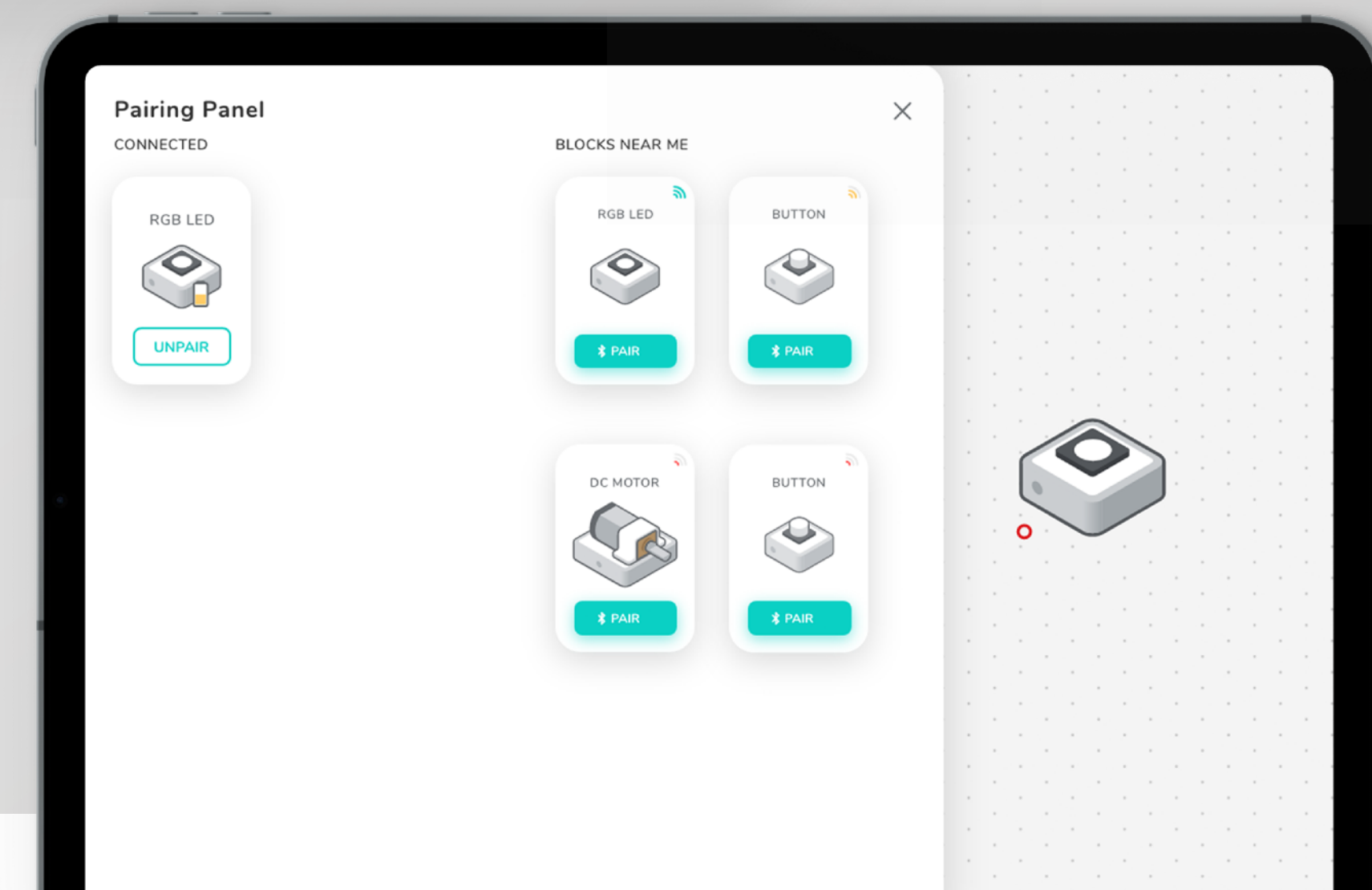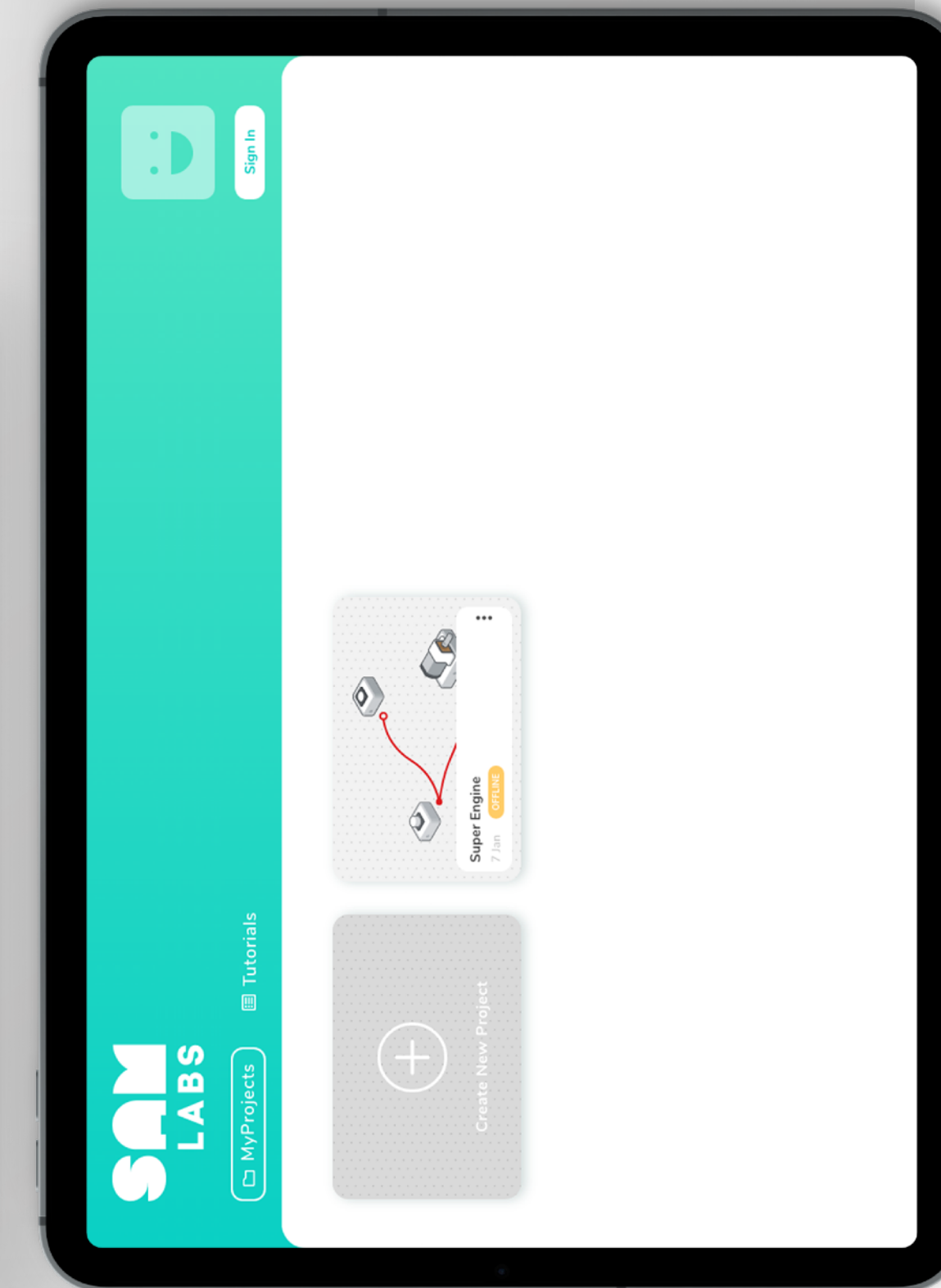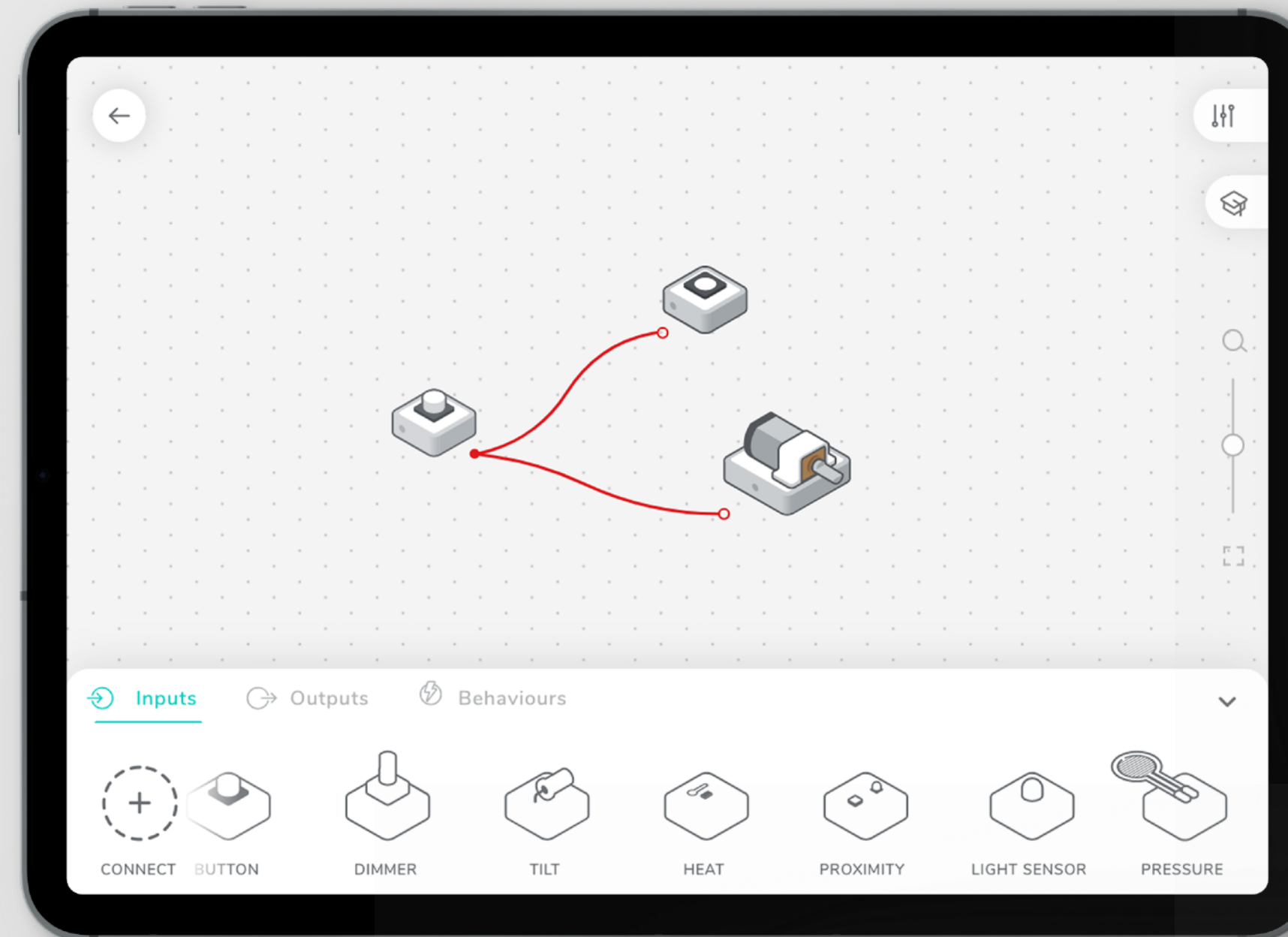
User Research

The redesign and improvement of SAM Space started with collecting data and user feedback from the current application in order to understand the good and the bad.

The main user personas where teachers and kids from elementary school and older grades. Researches were carried out by observing how the product and app were being used in classroom and also interacting with kids to get their unbiased opinions.
Teacher researches on the other side were used for a more adult perspective on the direction the product should focus and possible future features that could help them teach in a better way.

The main takeaways from my researches, both in the UK and USA were:
- A better pairing experience, especially with a lot of kids trying to connect at the same time.
- Improved interface and navigation between actions and programming behaviours.
- A missing guidance/tutorial when getting started.
- Account management and creation.
- Minor improvements

Wireframing

During the wireframing process I used different tools and methodologies, from the classic pen and paper, white boarding and Adobe XD for fast mapping and prototyping.

I went through multiple iterations, every time bringing forward the most successful parts and elements, testing basic interactions by creating bare minimum interfaces and always keeping in mind users journey and requirements.

The most challenging part was related to the hardware and bluetooth technology in use by the company which has proven to respond in different way depending on the OS and model.
In order to overcome this problem, different UX and UI solutions were put in space specifically to solve the issue, plus positive reinforcements which turned out to be great for kids.
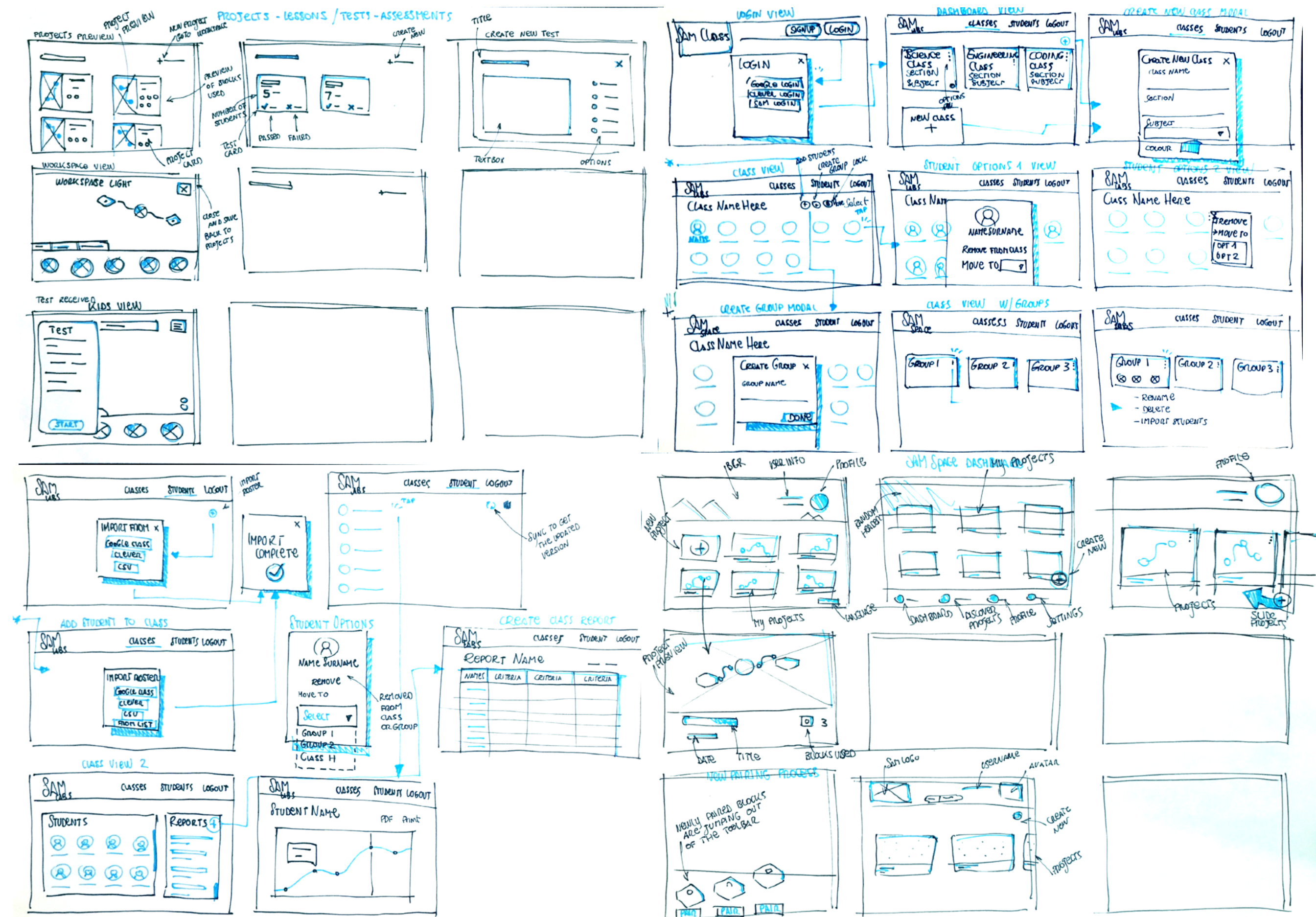
Examples of iterations for workspace navigation
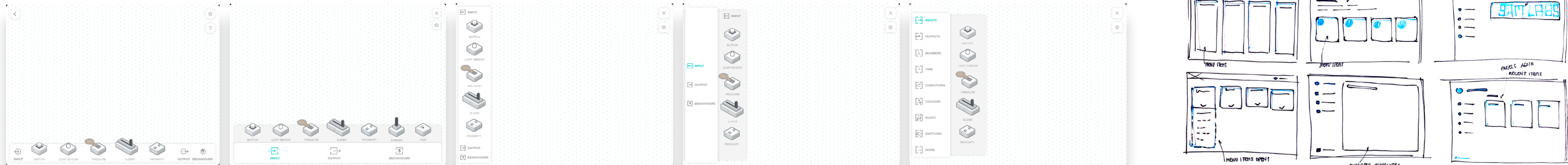
Website Design 2020

After working on the re-design of SAM Space (the company flagship app) was time to refresh the website as a part of relaunching the company in 2020.

I followed a very similar research-design approach which was then converted into wireframe and multiple design iterations keeping as a main goal that the user should reach anywhere on the website in 2 click maximum.

For this project I've been closer to every single company department, including management, HR, marketing, sales and product, translating my previous user research into a better website to compliment the experience of onboarding new users, lessons management and shopping among the most important.

Website navigation diagram
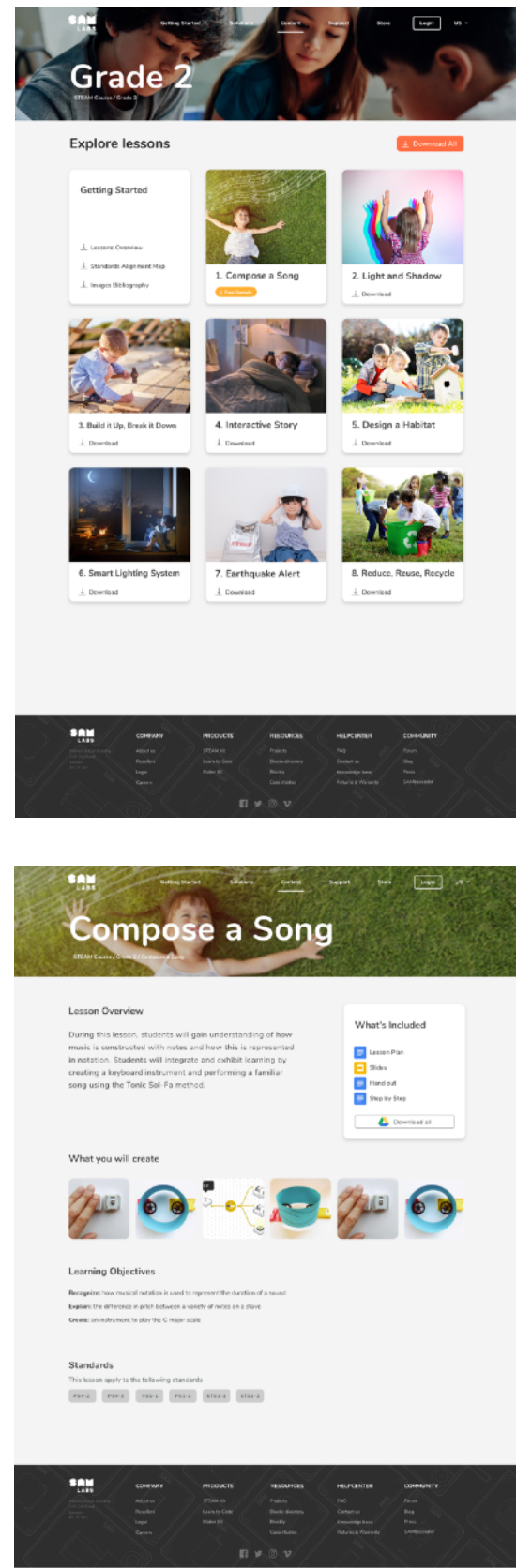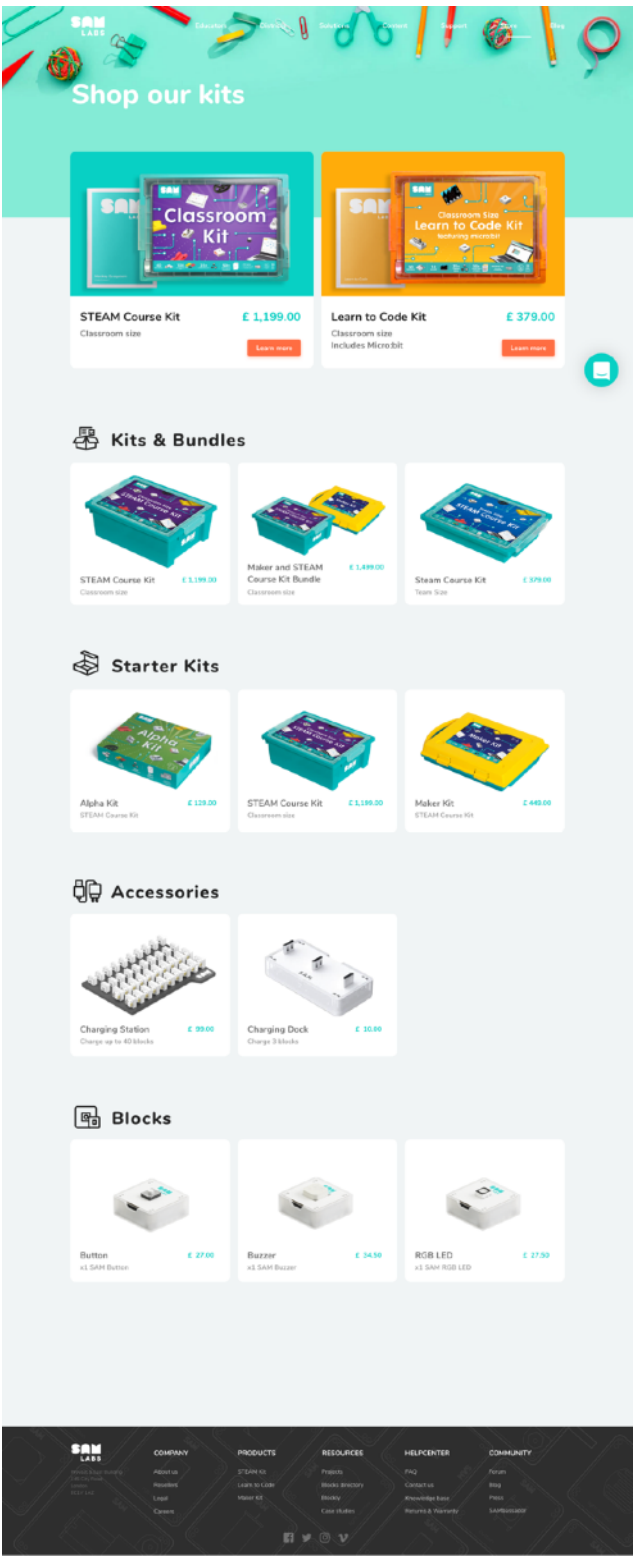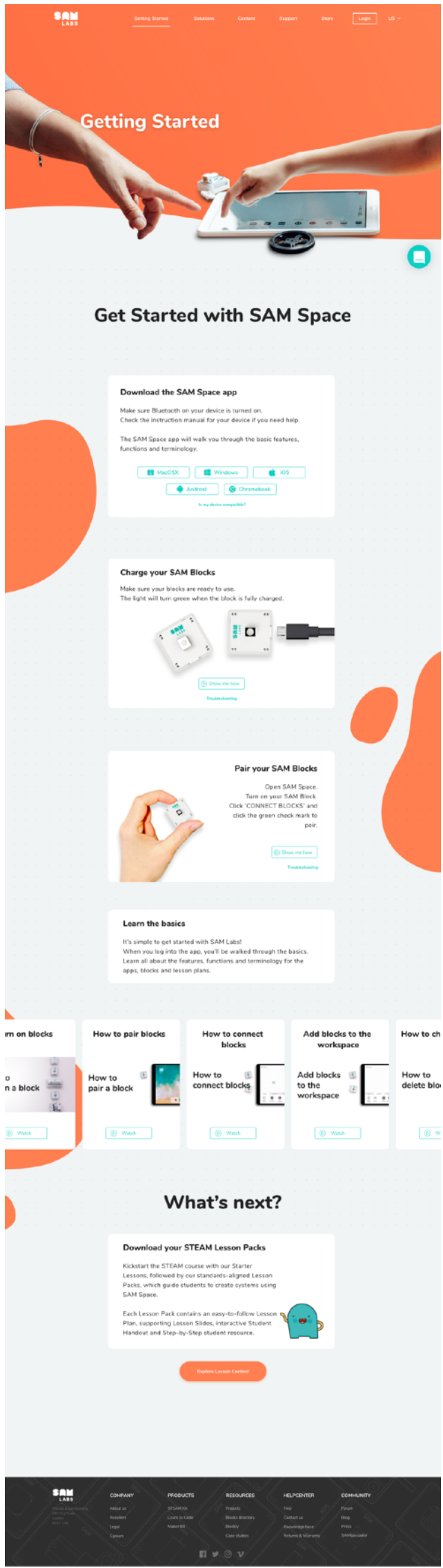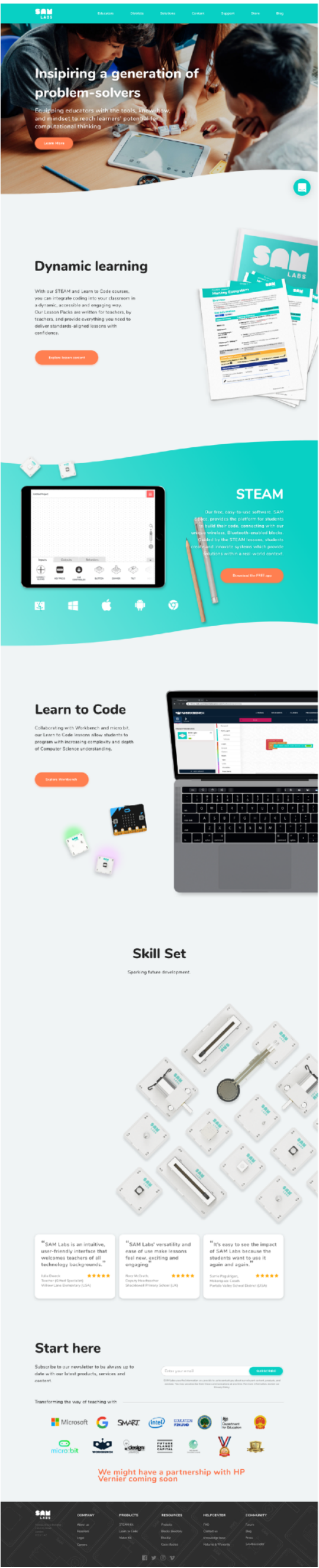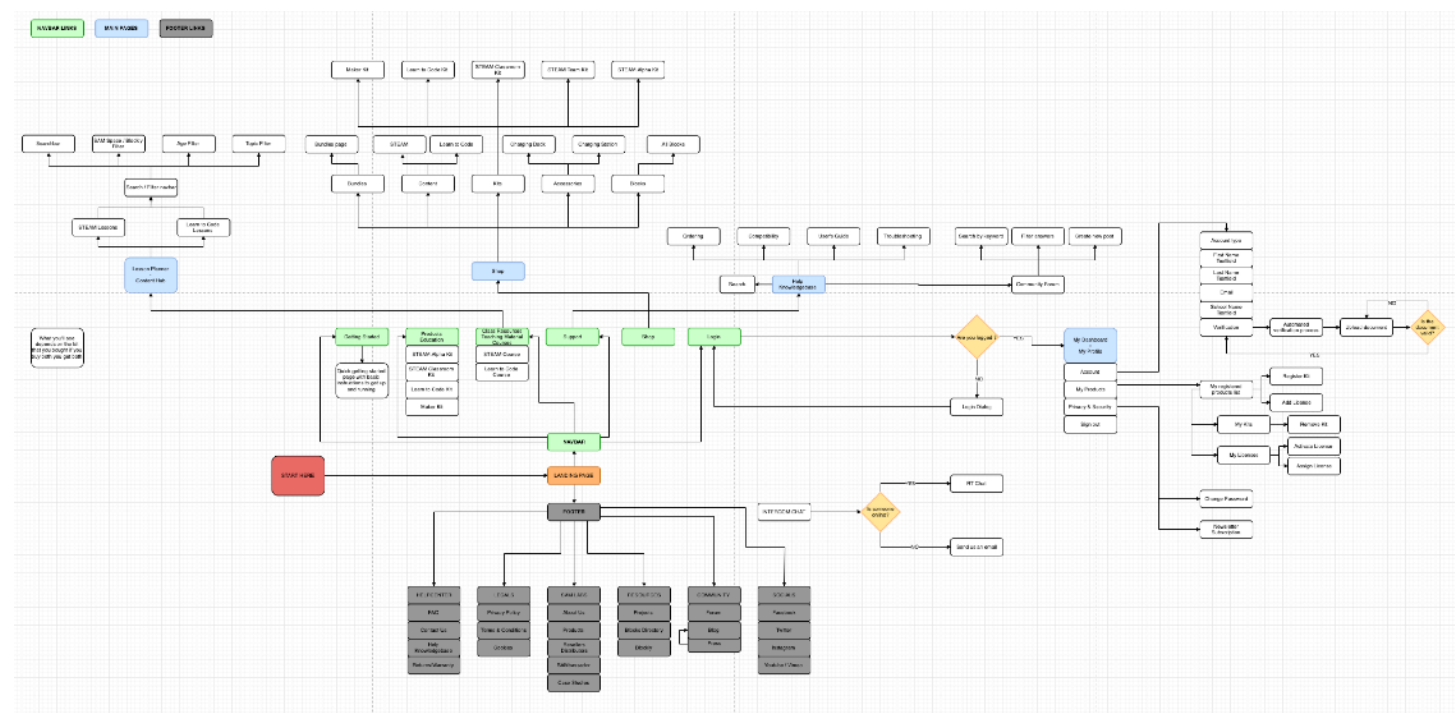
Illustrations

As part of the product, software, hardware and content were 3 of the main area I was involved as designer.

One of the latest product I've been working on at SAM Labs was the creation and illustration of a character for a series of 23 lessons dedicated to Kindergarten.

During the process I had to closely work with the content and editor team, to brainstorm stories and transform them into beautiful illustration.
This included the character design, animations (Adobe Character Animator/ Adobe After Effects) and lessons illustrations (Adobe Illustrator)

The main inspiration for the character comes from the letter "A" in the SAM logo, which was transformed and re-iterated to create this character.
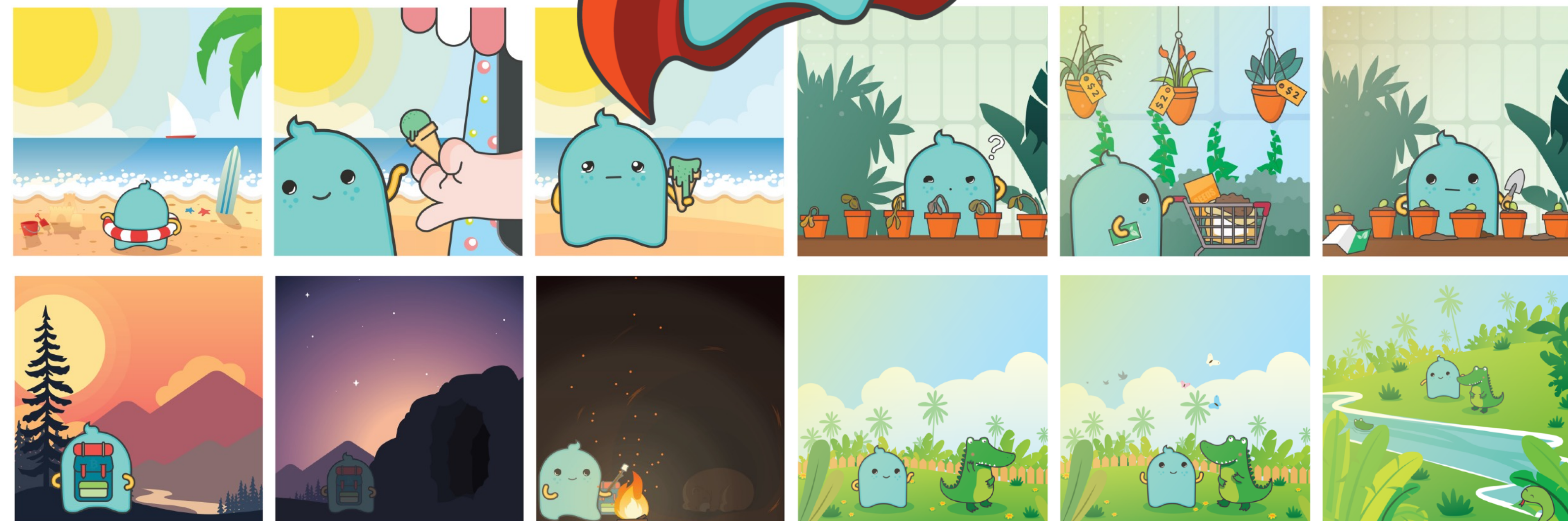

The main character, Blocky, unboxing one of our Classroom Kits

Concept drawings
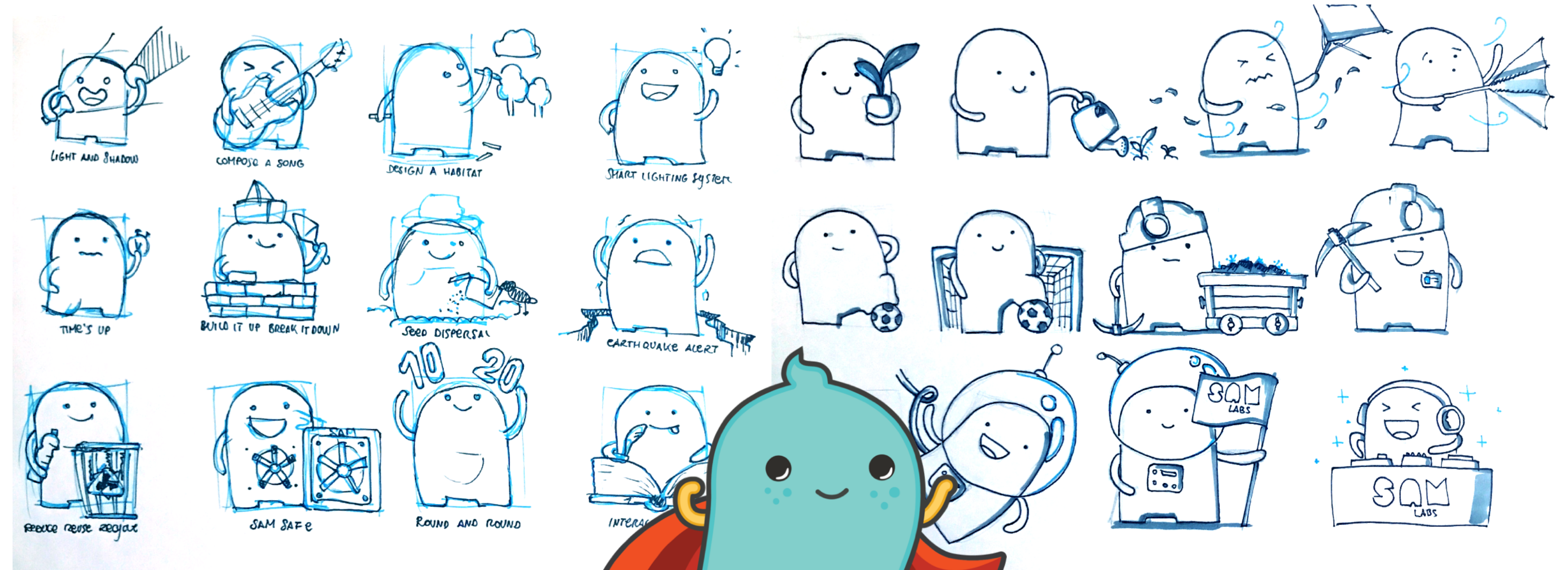

Lesson illustrations

ORDERLY

(ORDERLY)

ORDERLY is the all-in-one inventory solution to manage every ordering needs for the modern hospitality business.

By automating the hard part of your inventory, we provide an instant, error-free solution to manage the products you require and your relationship with their providers.

We look after the back of your house, so you can be in the front.
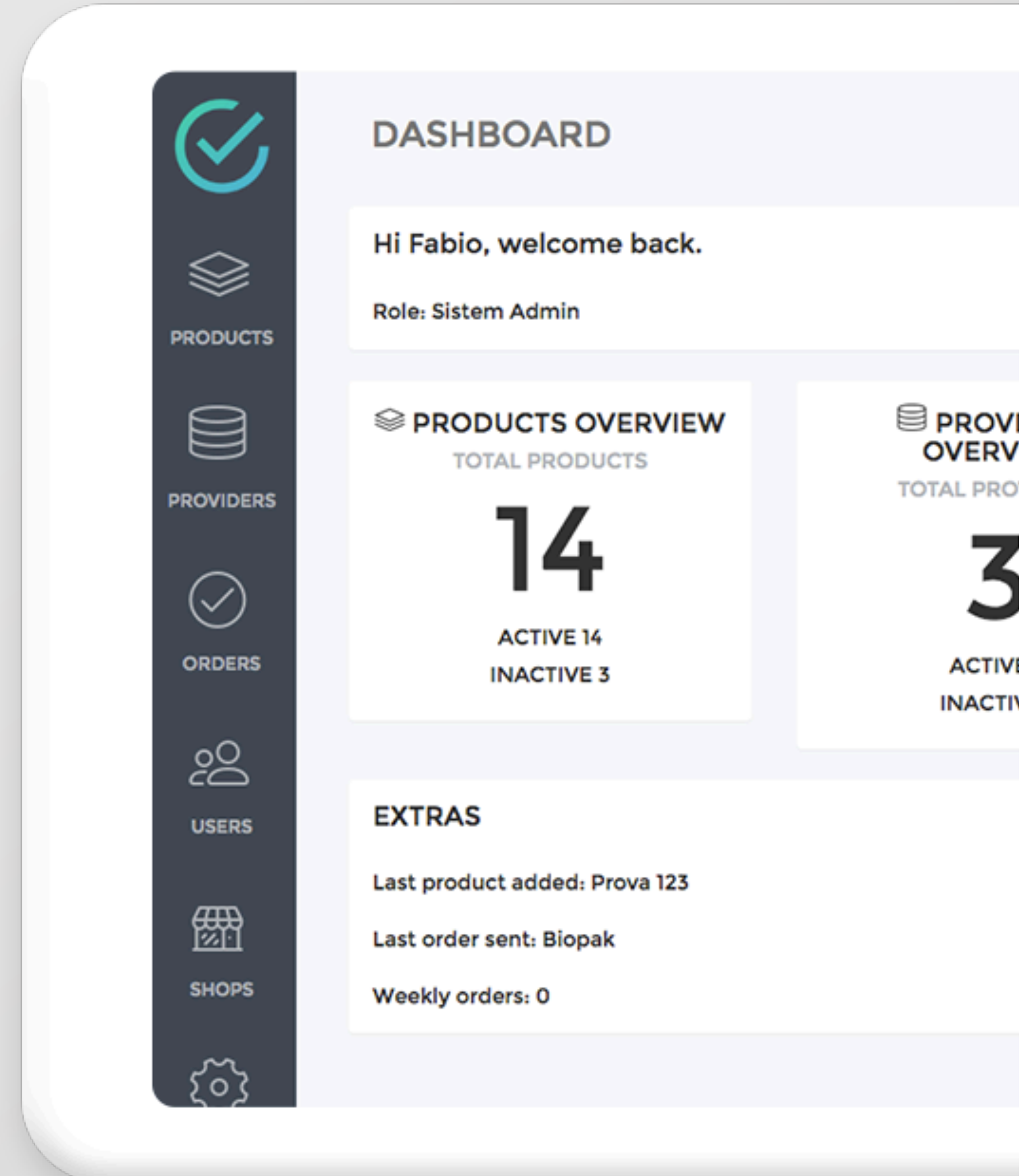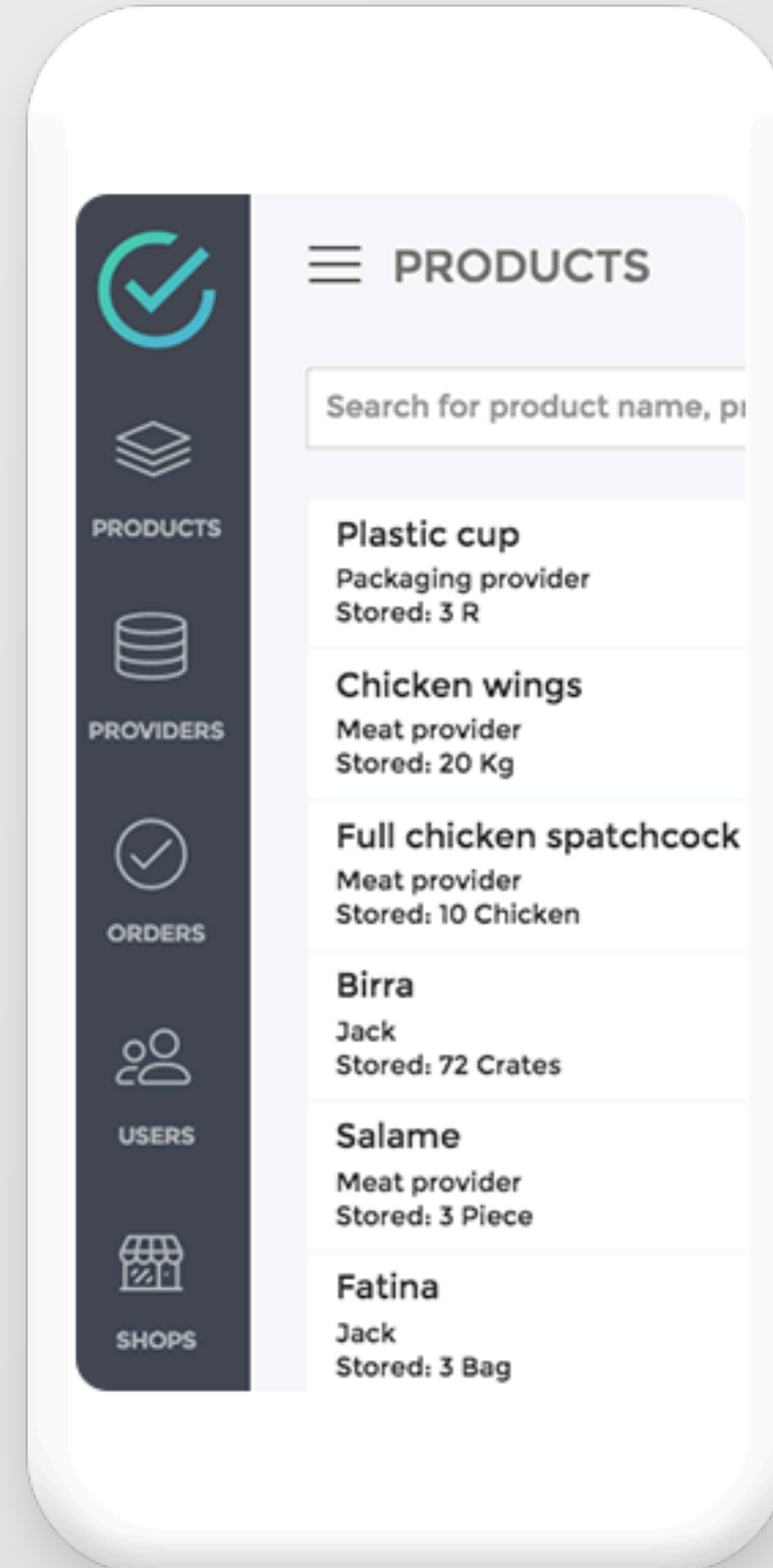
Getting Started

I started this project by collecting as much information as I could and having regular meeting with the key stakeholders.

As it was my first project for the hospitality industry I had to first get myself deep into the goals and the type of product they were trying to achieve.
Being myself a waiter for a few years during college I was able to collect information and understand the pain points in a much faster way than being totally new to this field.

I spent a good amount of my time talking to company members which had also a background as chefs in hospitality and had a restaurant for many years.

By creating a product for users that comes from different background the best idea was to spend time to talk to them, understand what was their idea and also collecting data through questionnaire.
Fortunately I have few friends that work and worked in the industry for quite some times and they were a crucial part to get into the know and meet new people in order to collect enough data to start with the design process.
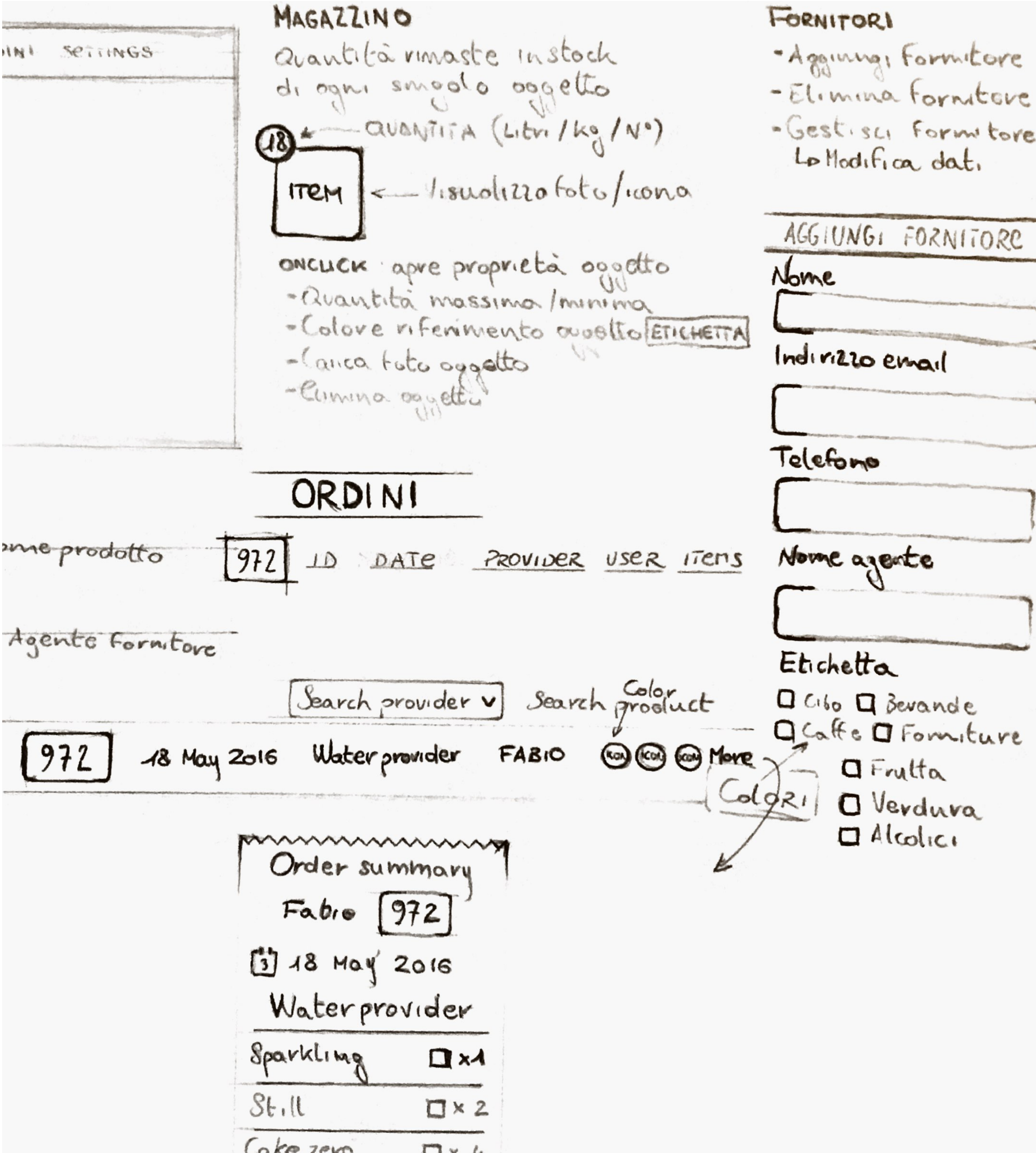
Research Highlights - Pain Points

Stock take is a time consuming process

90% of the businesses still use pen, paper and fax

Errors and food waste is common due to old ordering methods

Multiple providers have different platforms

Not customisable solutions

There are no all-in-one solutions available

User Journey

The user journey is in my opinion a very important step and that requires times and deep thought as the whole product is going to be based out of those logic diagram.

The whole user experience/journey is mostly based on the data collected while talking to different users, considering what they think is more important and what is less of a concern for them I was able to create an Excel table with recurring elements and giving them a score from 1 out 10.

By the end of this process I already had a group of elements that could be part of the main navigation menu and group others in sub-category.
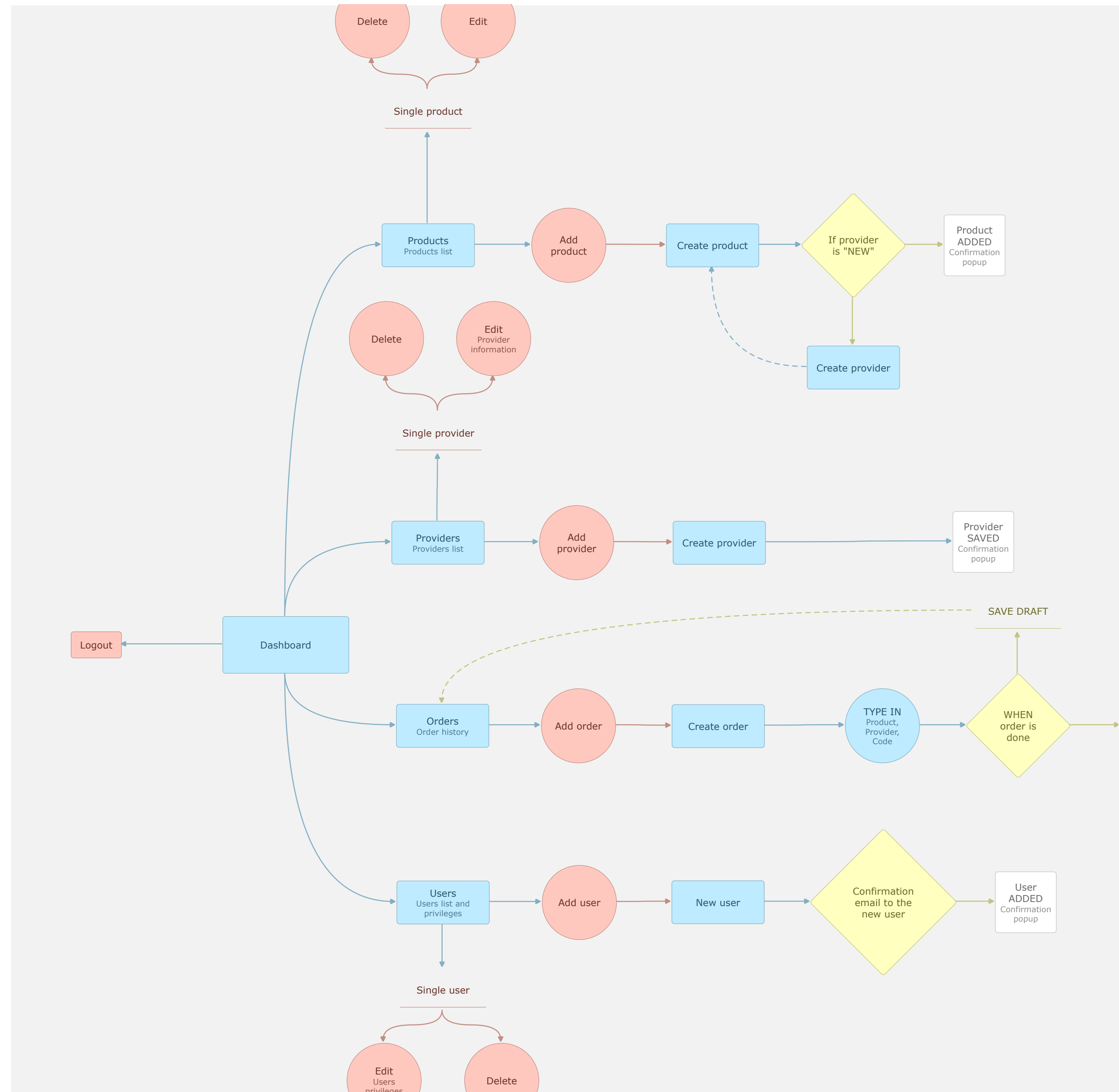
Logo Design

Creating the logo for a product you're working on is always an exciting task, as it compress everything into a single element and also the first thing people will see when looking at your product.

We can compare the logo to a book's cover as it is the first thing you'll see before opening it and start reading the synopsis.

Following this process the logo has to be simple, readable and professional, giving the user an hint of what is the product all about.

That's why I used a very sleek and minimal lettering, combining shapes and icon to recall the ordering process.

The final result (upper right corner) is a thin minimal font with an embedded checkmark in the "O" symbolising things getting done.
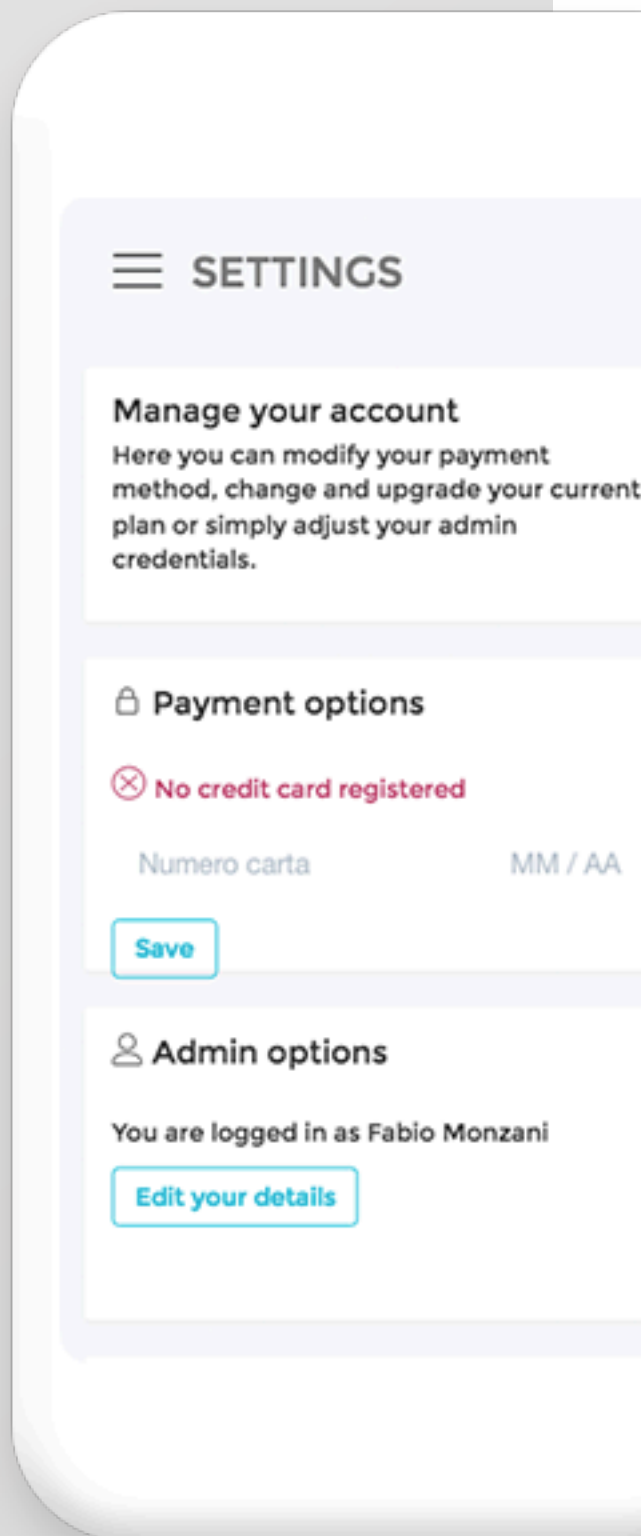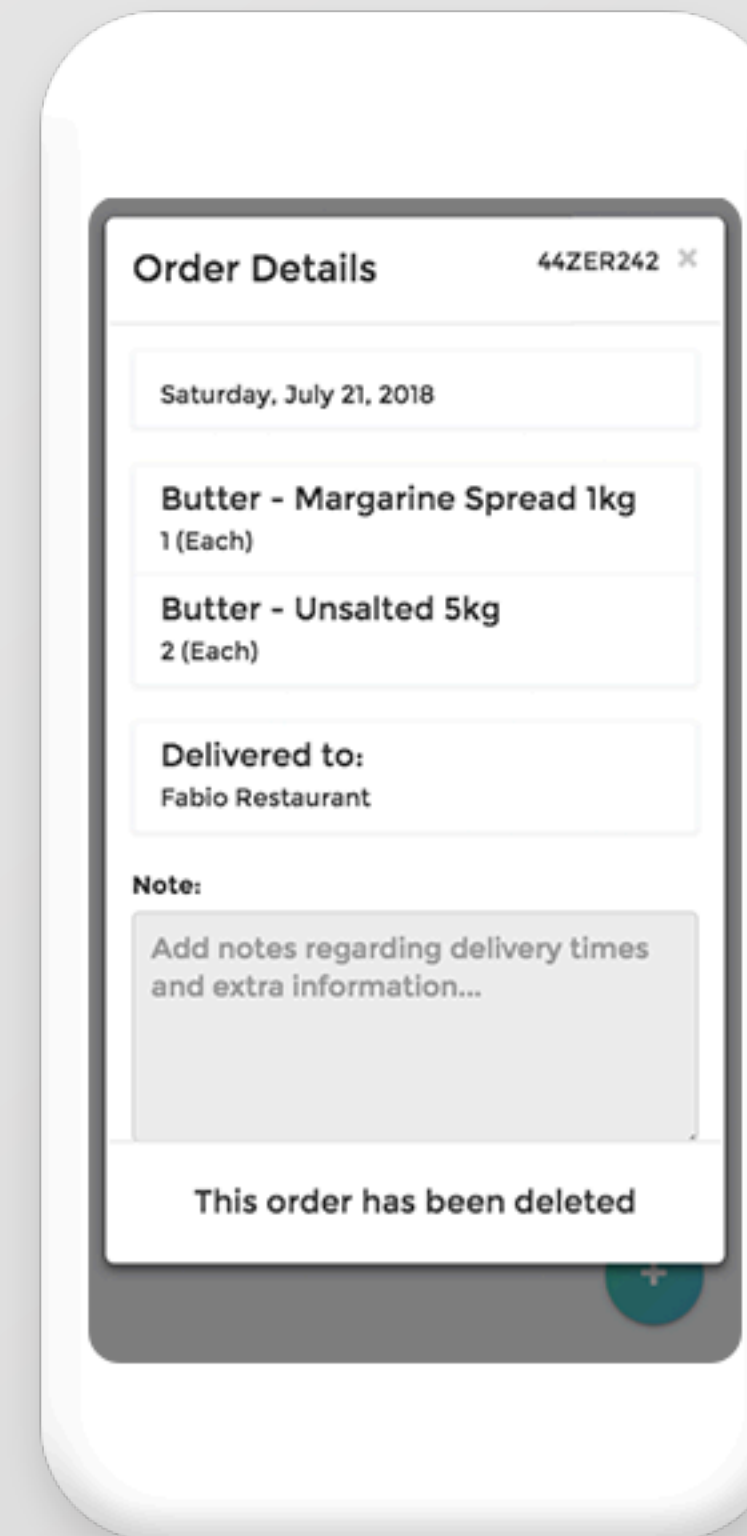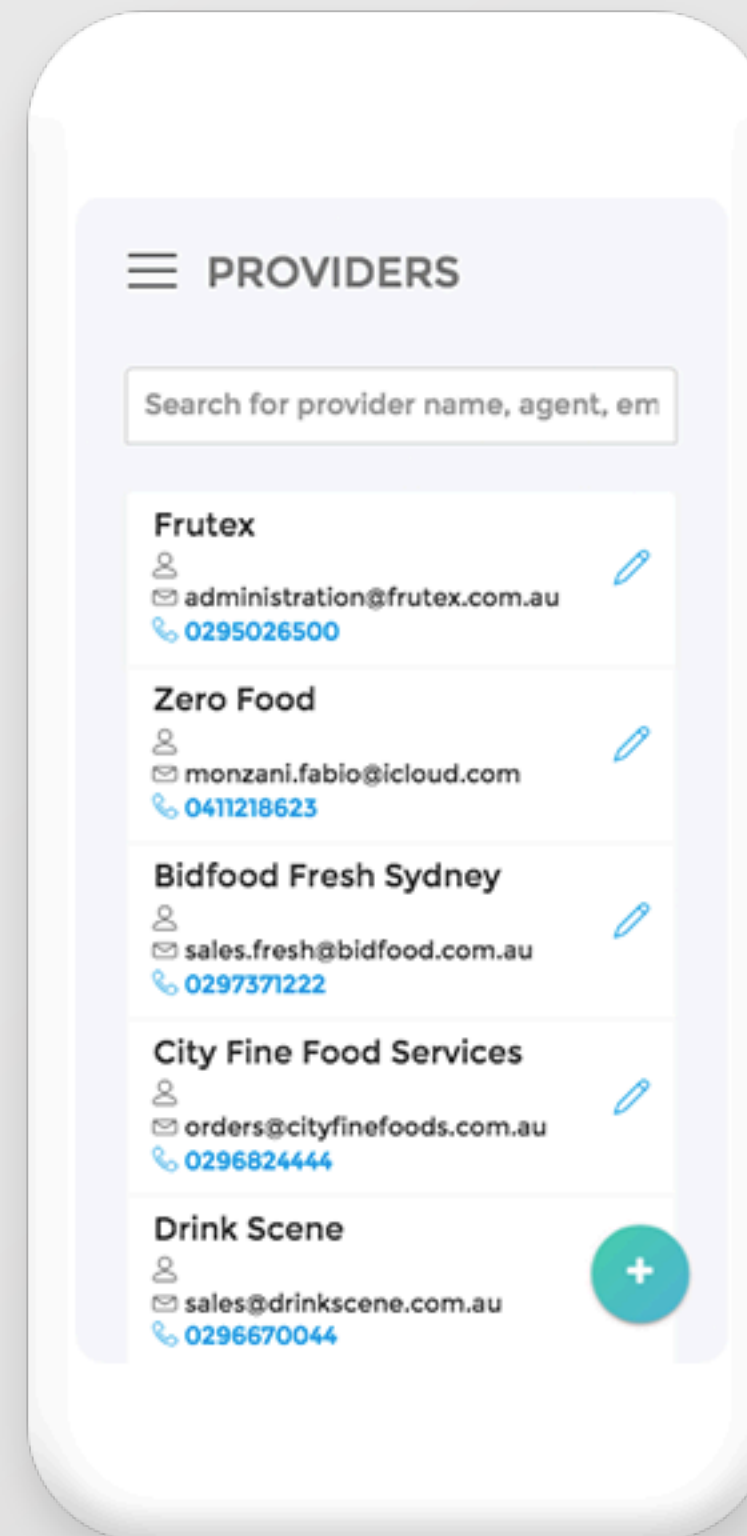
The Final Result

ORDERLY

Logotype

Icon

Logo only

PRODUCTS

Search for product name, pr

Plastic cup
Packaging provider
Stored: 3 R

Chicken wings
Meat provider
Stored: 20 Kg

Full chicken spatchcock
Meat provider
Stored: 10 Chicken

Birra
Jack
Stored: 72 Crates

Salame
Meat provider
Stored: 3 Piece

Fatina
Jack
Stored: 3 Bag

PRODUCTS

PROVIDERS

ORDERS

USERS

SHOPS
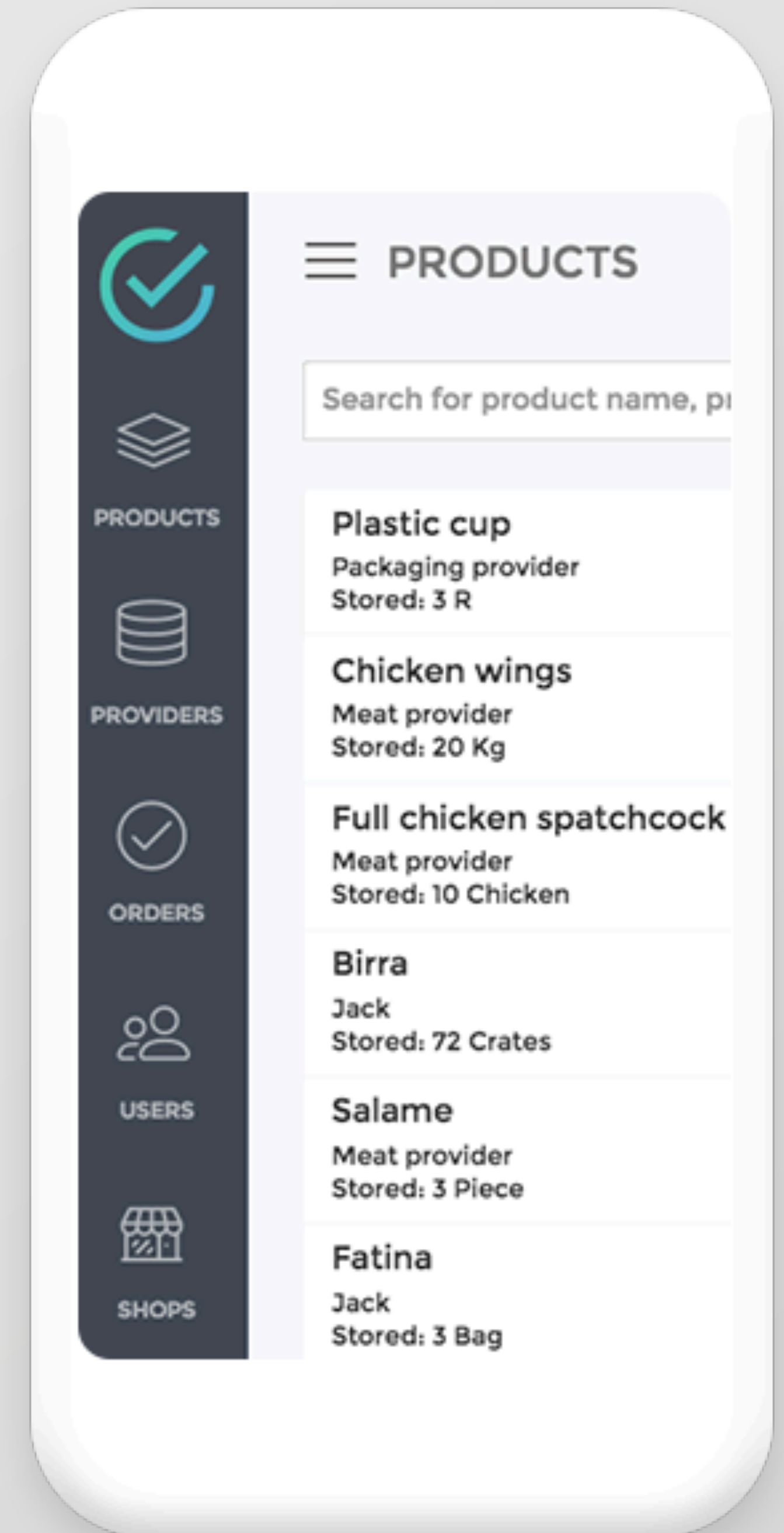
The Final Design
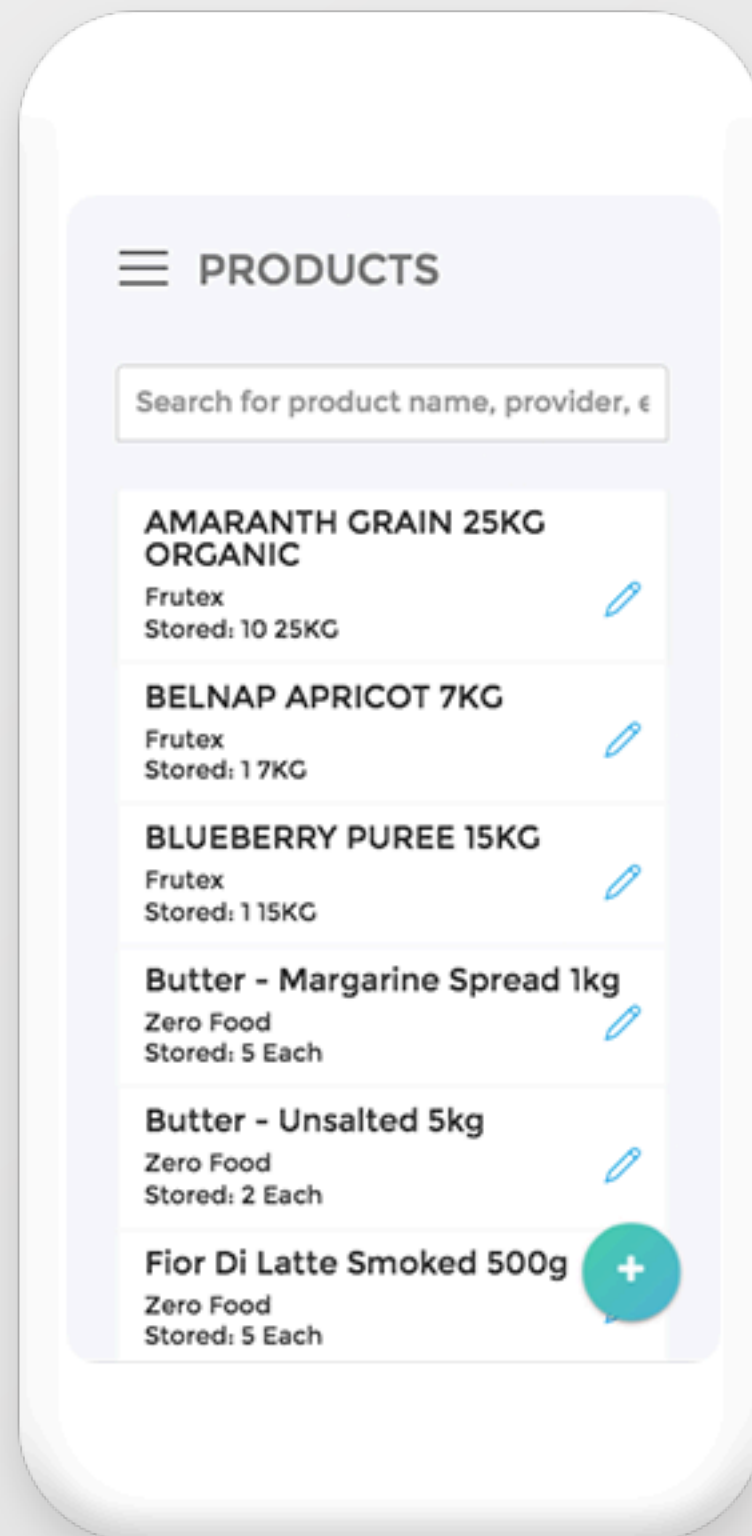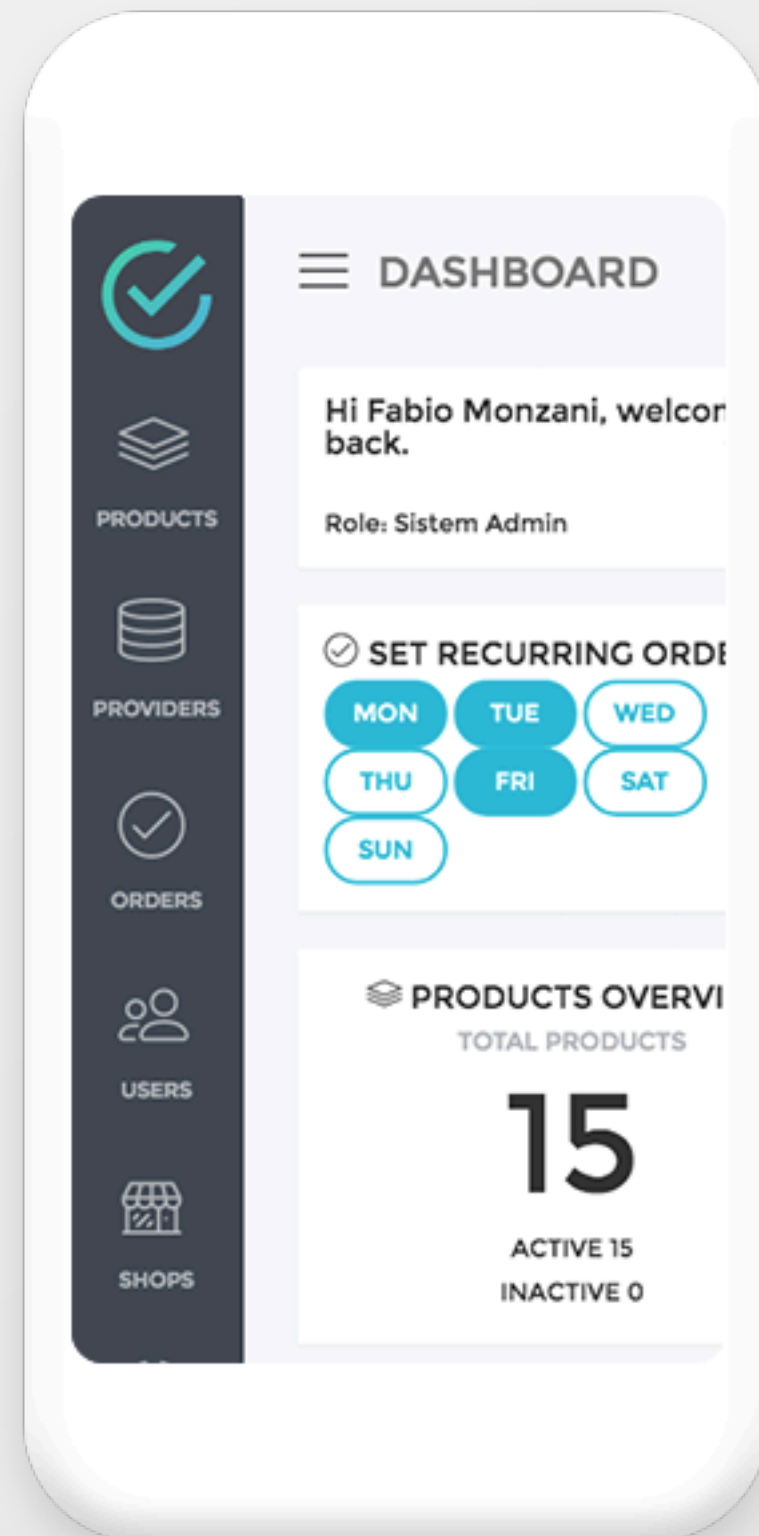
The Platform

ORDERLY is also a platform that connects hospitality businesses with food and drinks providers.
The real challenge was to create two distinct platform with a similar user experience, one for the business side and the other for the providers and that could also communicate and exchange data in a seamless and nearly magical way.

STAY ROVER
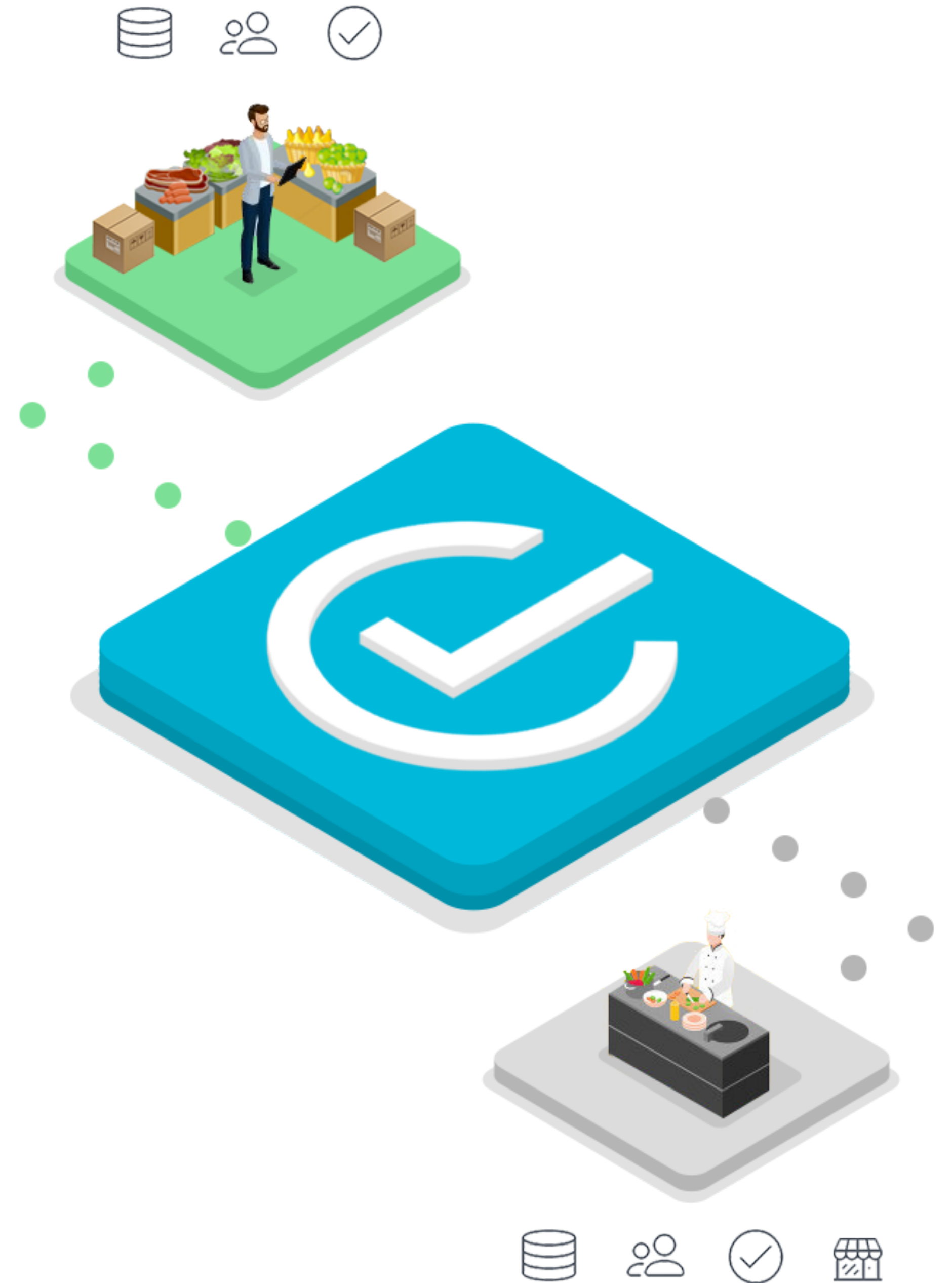
(ROVER STAY OVER)

Rover Stay Over is a new Sydney based startup for pet lovers and pet owners.

Rover Stay Over finds a local trusted sitter to care for your pet while you're away from home.

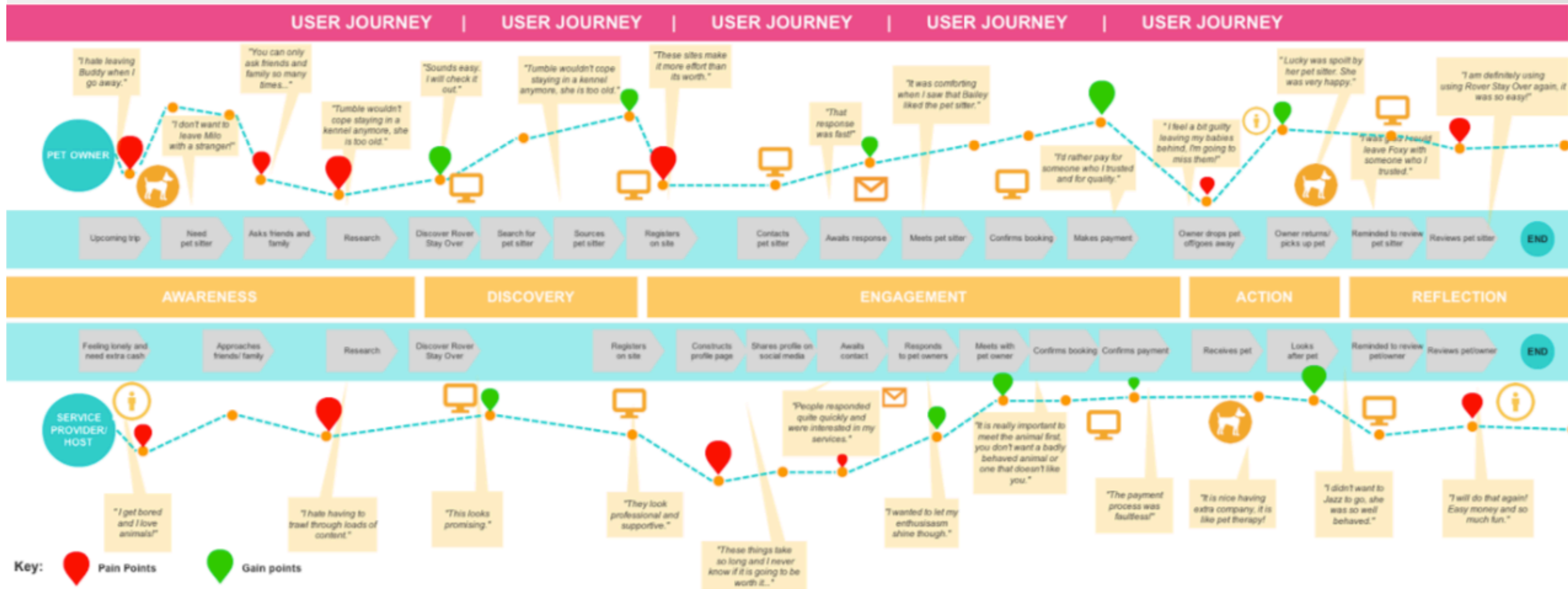Receive daily updates of walks, activities and what your pet is getting up to while you're away.

Care can be provided at the sitters or your own home.

If you're a pet owner or just love animals Rover Stay Over is a great way to spend time with furry friends and earn some extra income.

You have control over what services you offer and when.
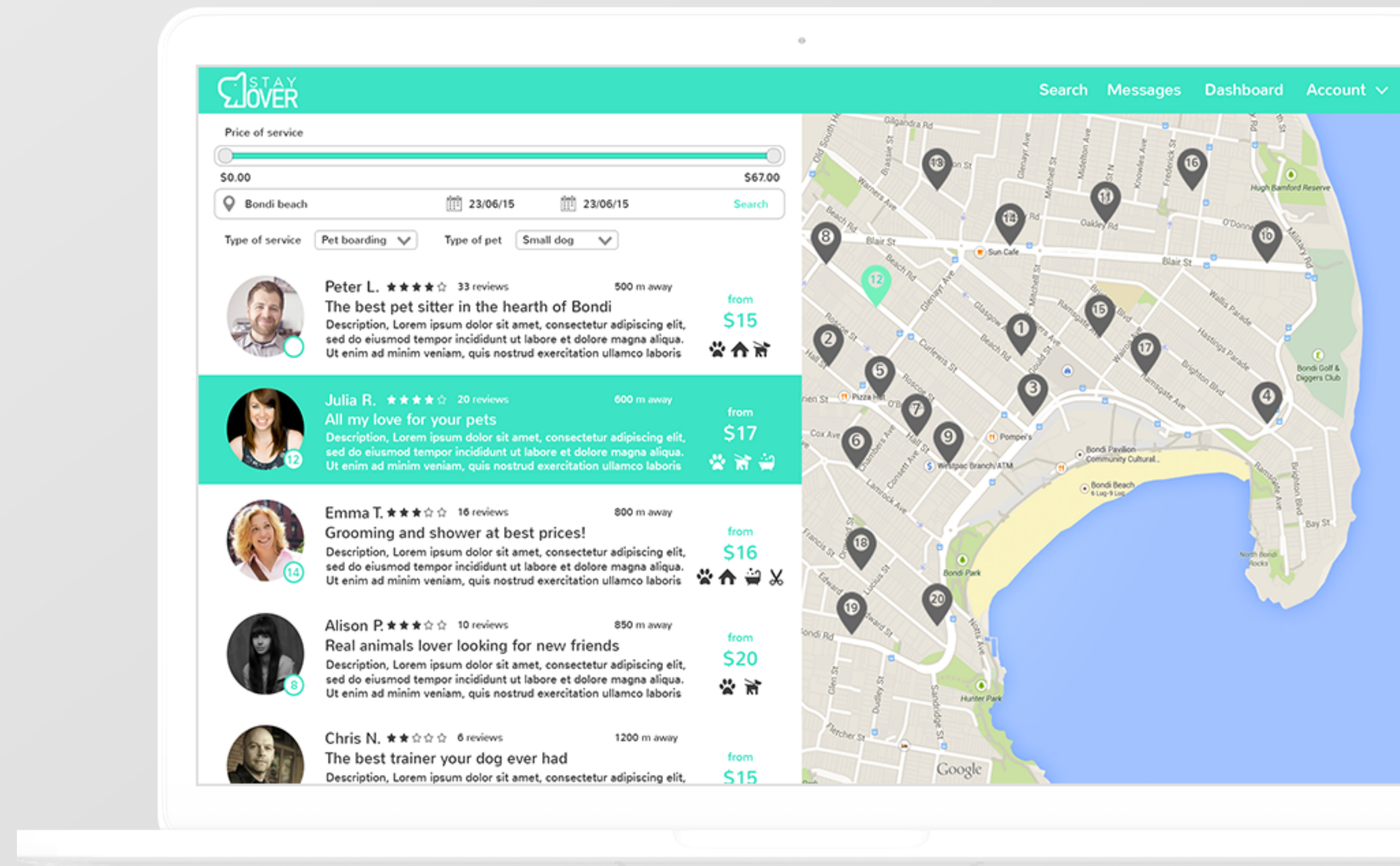
User Journey

Logo Design

Creating the logo for Rover Stay Over was a fun process, having complete freedom from the founders to design something with few guidelines and just letting the inspiration flow.

The basic requirements were simple; I just had to create a logo that was easy to read, not too complicated and had some animal reference in it.

I decided to use a dog's face as key element and then shape it as a capital R in order to play around with the words ROVER and OVER.

Despite me wanting to use a rounded font to keep it playful, the final decision went on a sharper lettering.
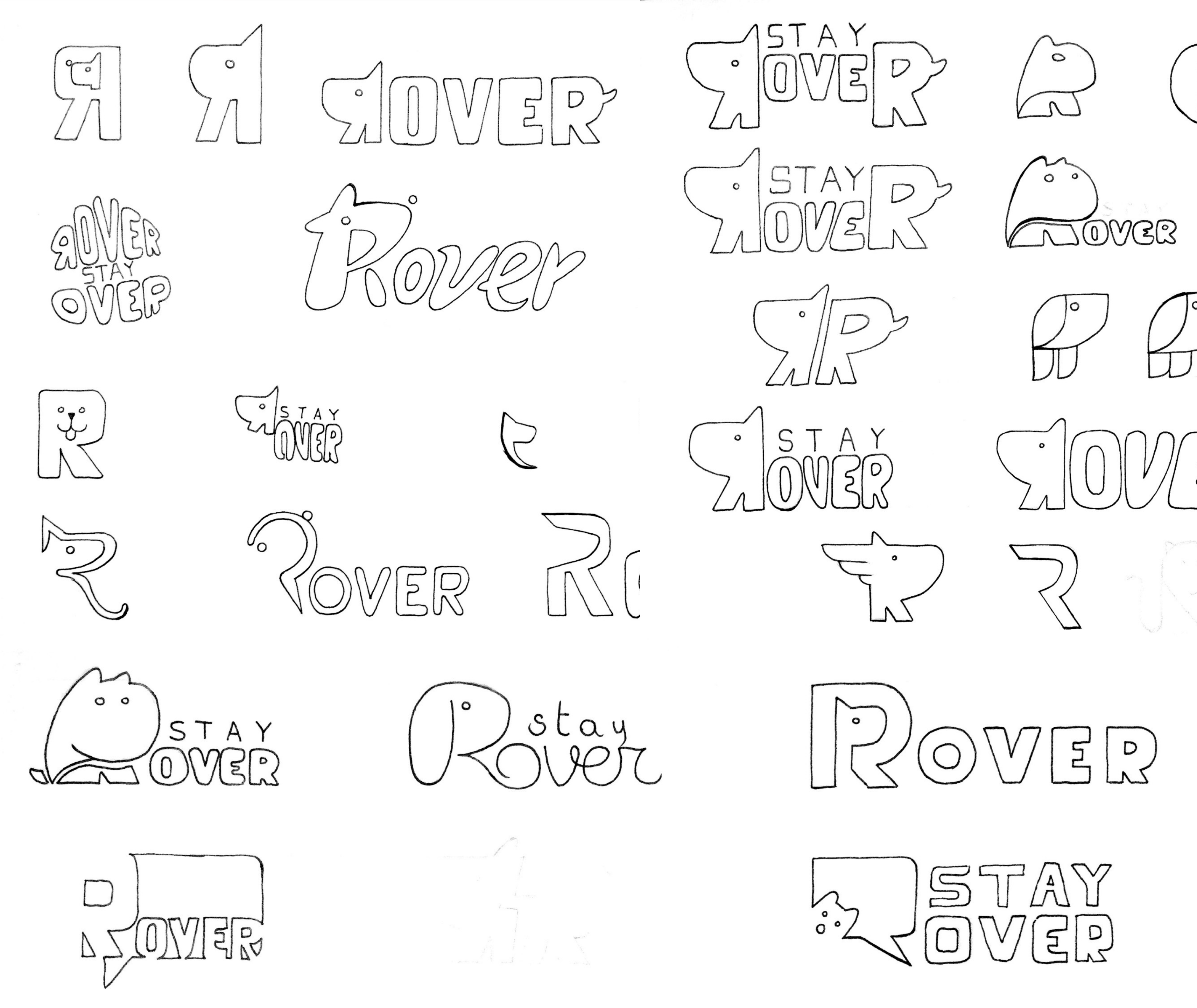
Icons Design

While designing the platform I soon realise that a custom icons set would be needed for some of the services offered by the providers, especially for the animal categories.

The sketches on top represents animal categories such as birds, fishes, reptiles and dogs.
At the bottom the custom icons set complete with services such as dog walking, training, grooming, first aid, etc.
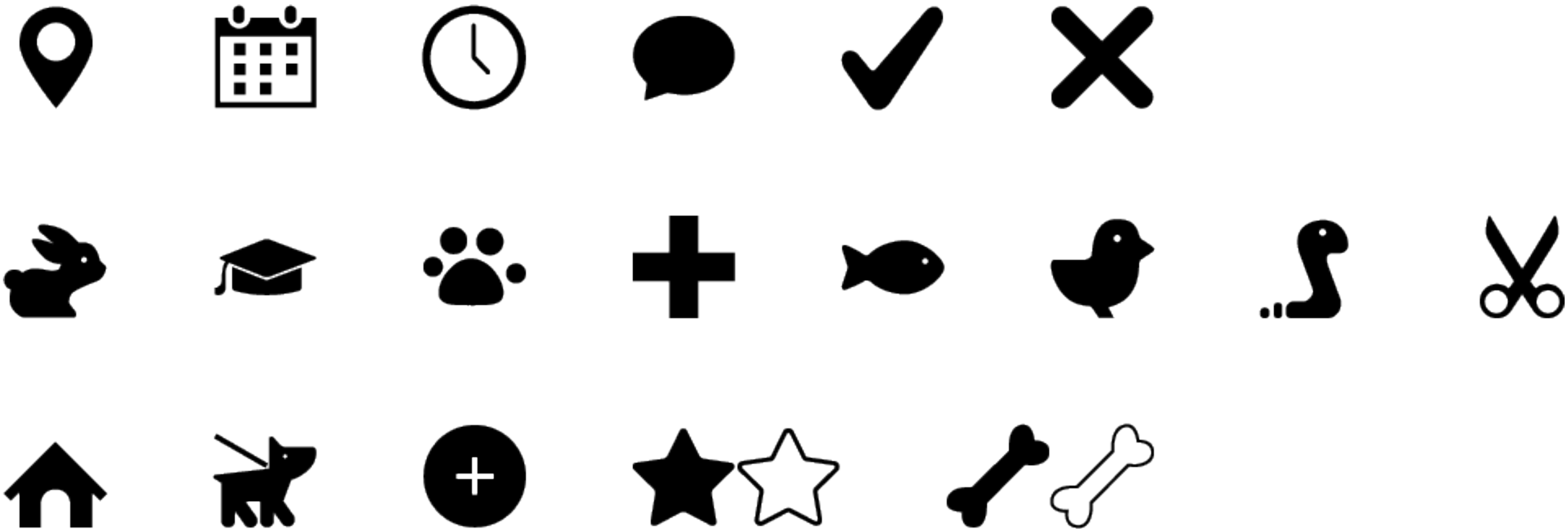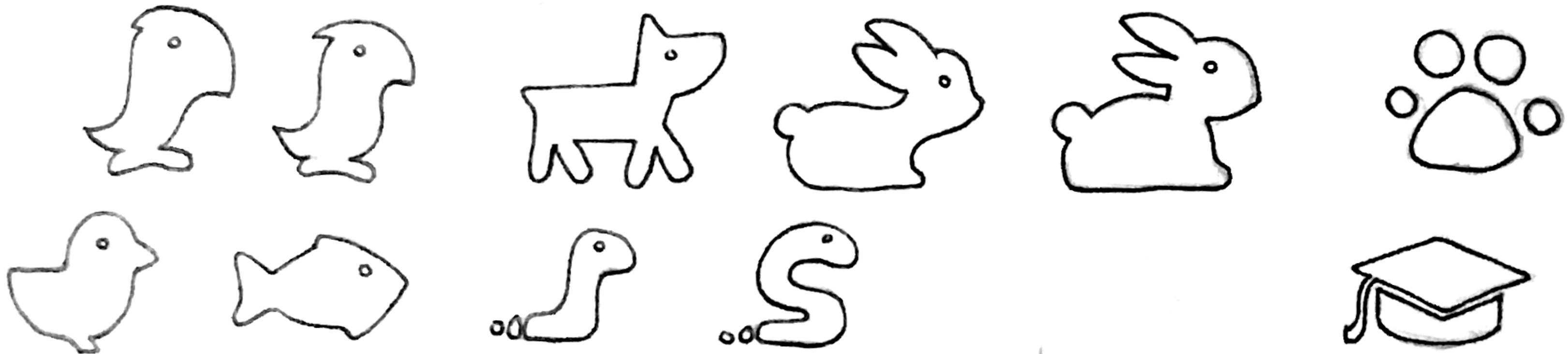
Landing Page

After spending quite some time wireframing different prototypes for the landing page I completed the first version in order to launch the MVP.

Most of the inspiration comes from the company motto "We are the AirBnB for pets" and the Airbnb website played an important role of inspiration in the creative process trying to use the same successful formula.

We later decided to extend the landing page and fill it with more information regarding the process, the services offered and what other users said about us.

The result is a page with a much more professional look where new users can find all the basic info they need to get started.
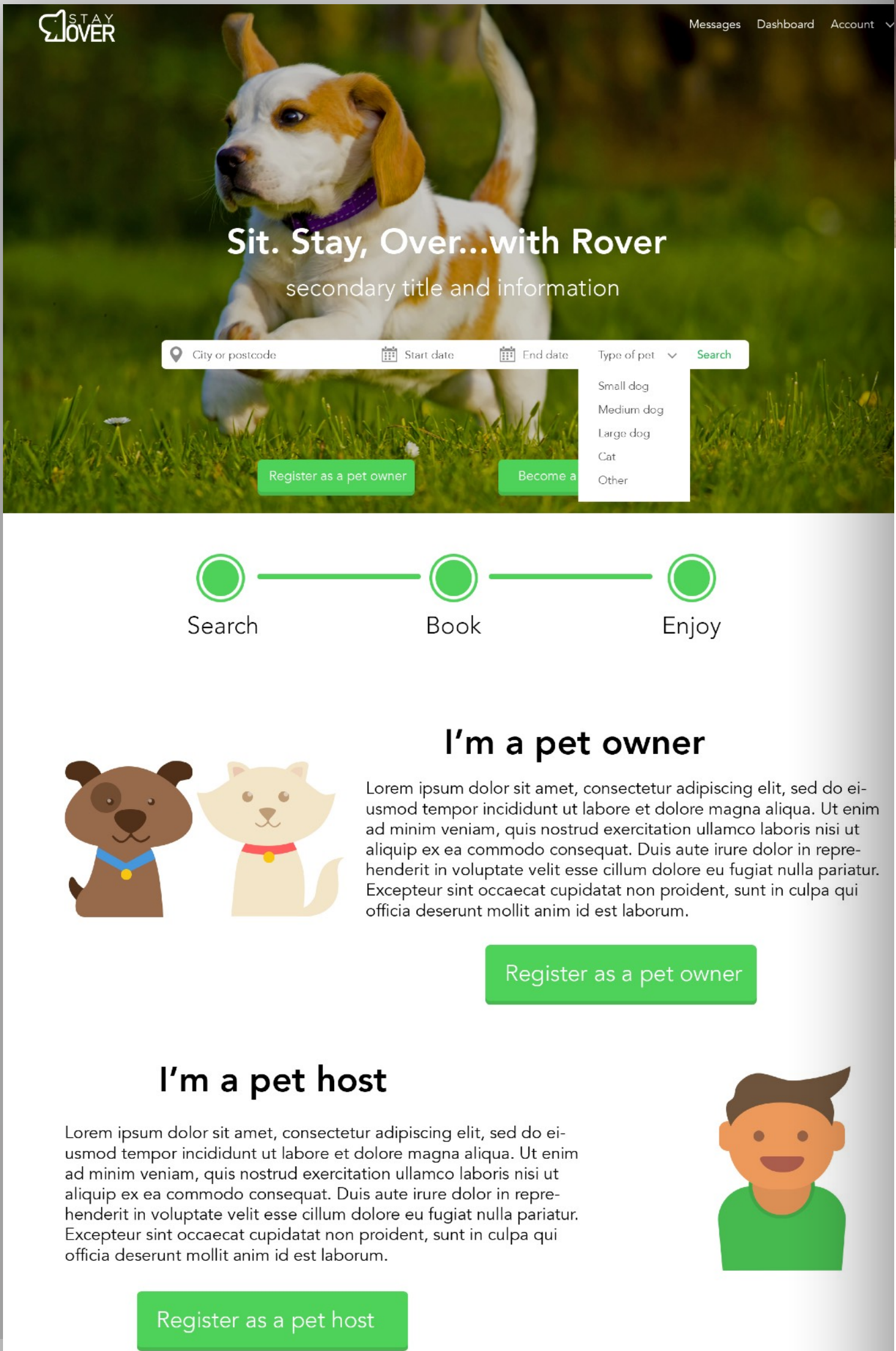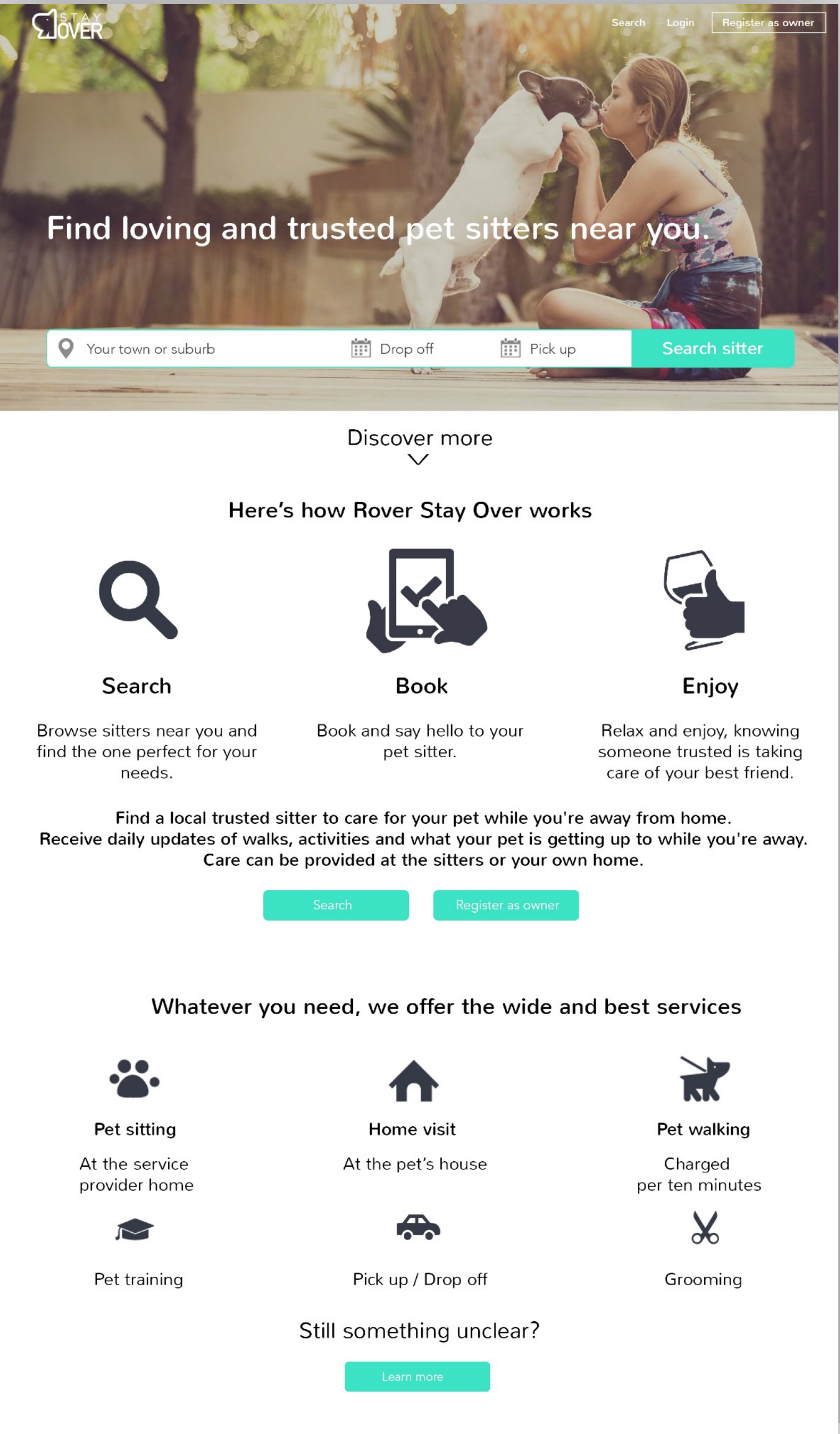
Dashboard

The Rover Stay Over Dashboard is the core for most users wherever you are a Pet Owner or a Pet Sitter here is where you get started with messaging other users, manage your appointments and much more.

We wanted to keep it simple, especially because our average user was not a tech-savvy person and needed just the essential tools to use the platform. That's why I used big colourful blocks to highlight the main areas, keeping the calendar in the middle to balance the composition but also because was one of the main area of interaction.

The main difference between the MVP and the First review is the Primary color which was abandoned because considered "too aggressive" on some user screen and devices, replaced by a nice and subtle aqua color.
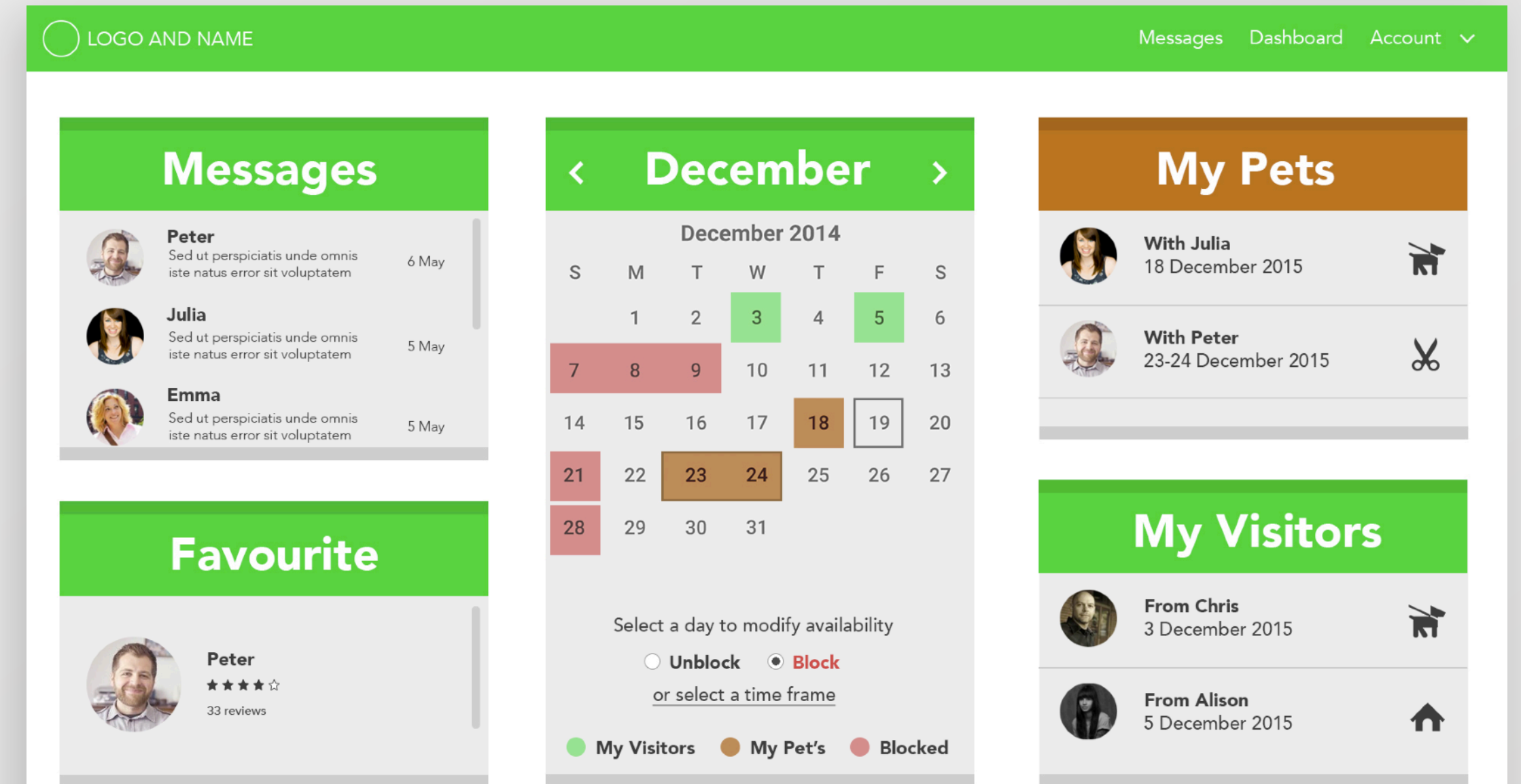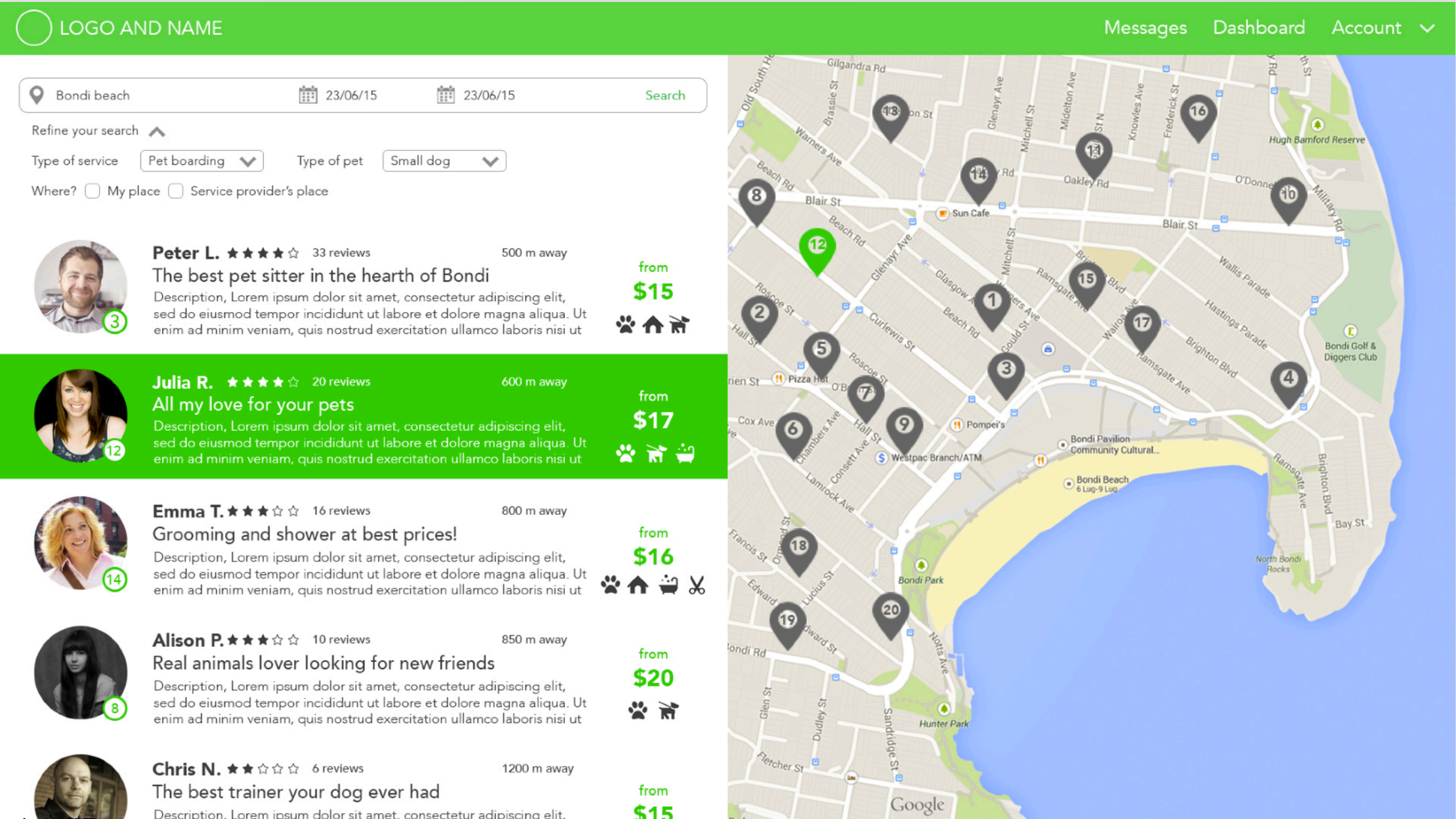

MVP stage
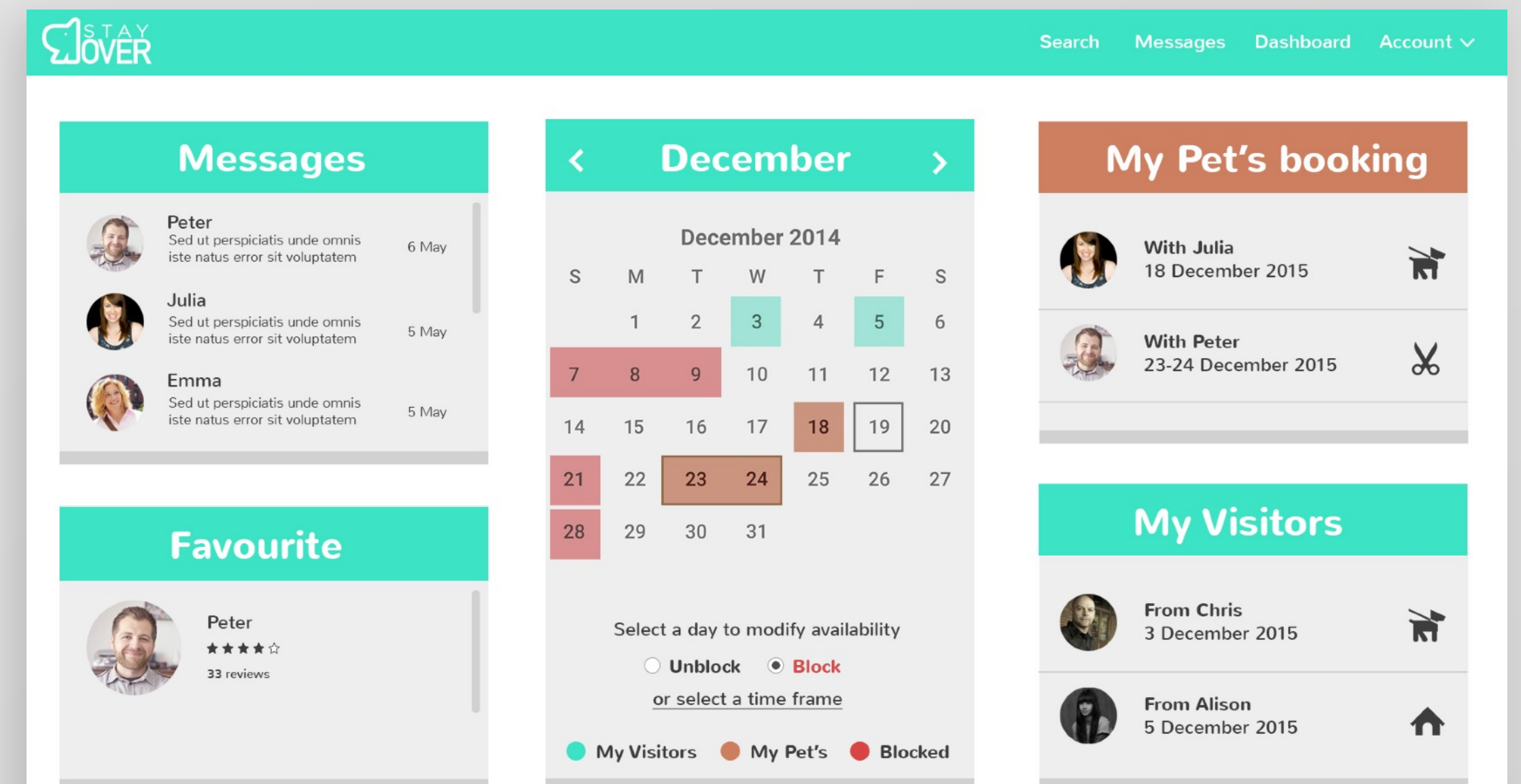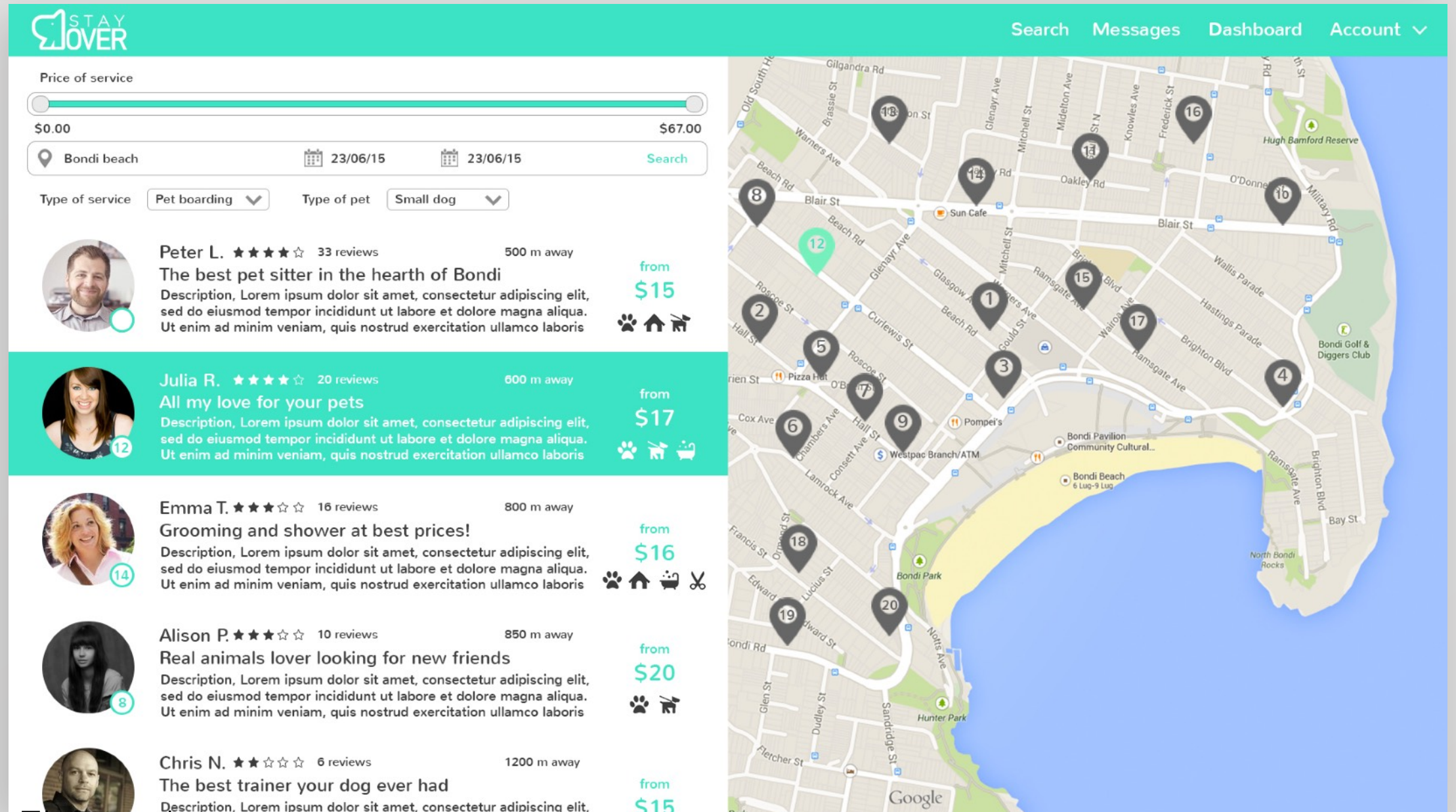

First review

Search

The search page is where most of the search process and refinement happen.
Again, one of the first version of Airbnb played an important role in inspiring the layout.

After reviewing some of our users suggestions we added a price bar range at the top to better skim the results when on a budget.


MVP stage

First review

HOSPOREVIEW

Hosporeview is a review website for the employees who work in Australian hospitality.

The base concept is that employees who work for a restaurant, cafe or any other hospitality venue can review their experience as employee during their working period there, giving other people who are applying for a job a little more understanding on a wide range of criteria(wage, weekly tips, management etc).

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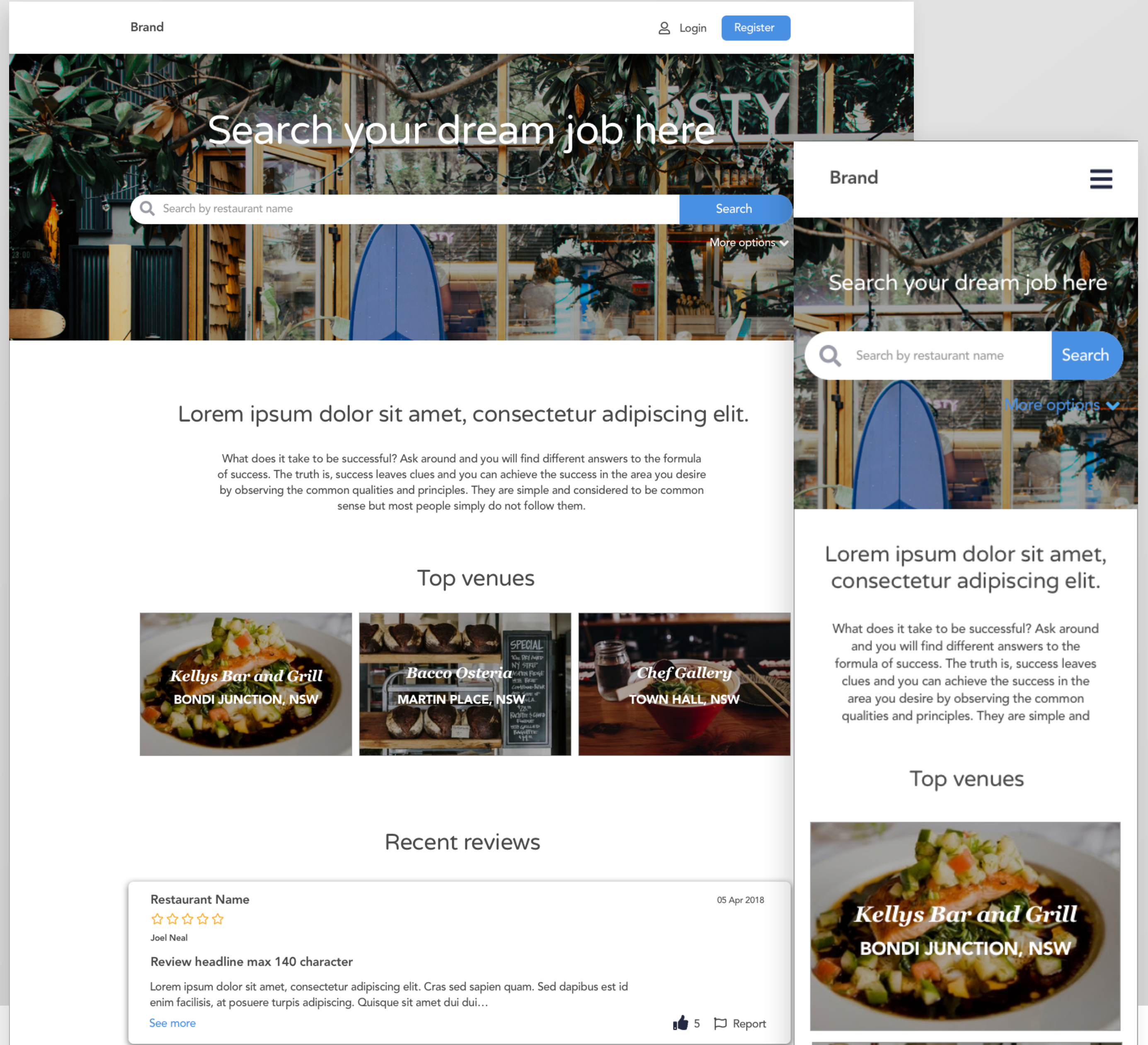
Wireframing

Following the user journey flow diagram I quickly started sketching wireframes in order to validate the user experience and understanding spaces every section and element was going to take.

Wireframing is most of the time the first real world validation of all the ideas and requirements that have been just a word until now, the first step towards a better and beautiful design.

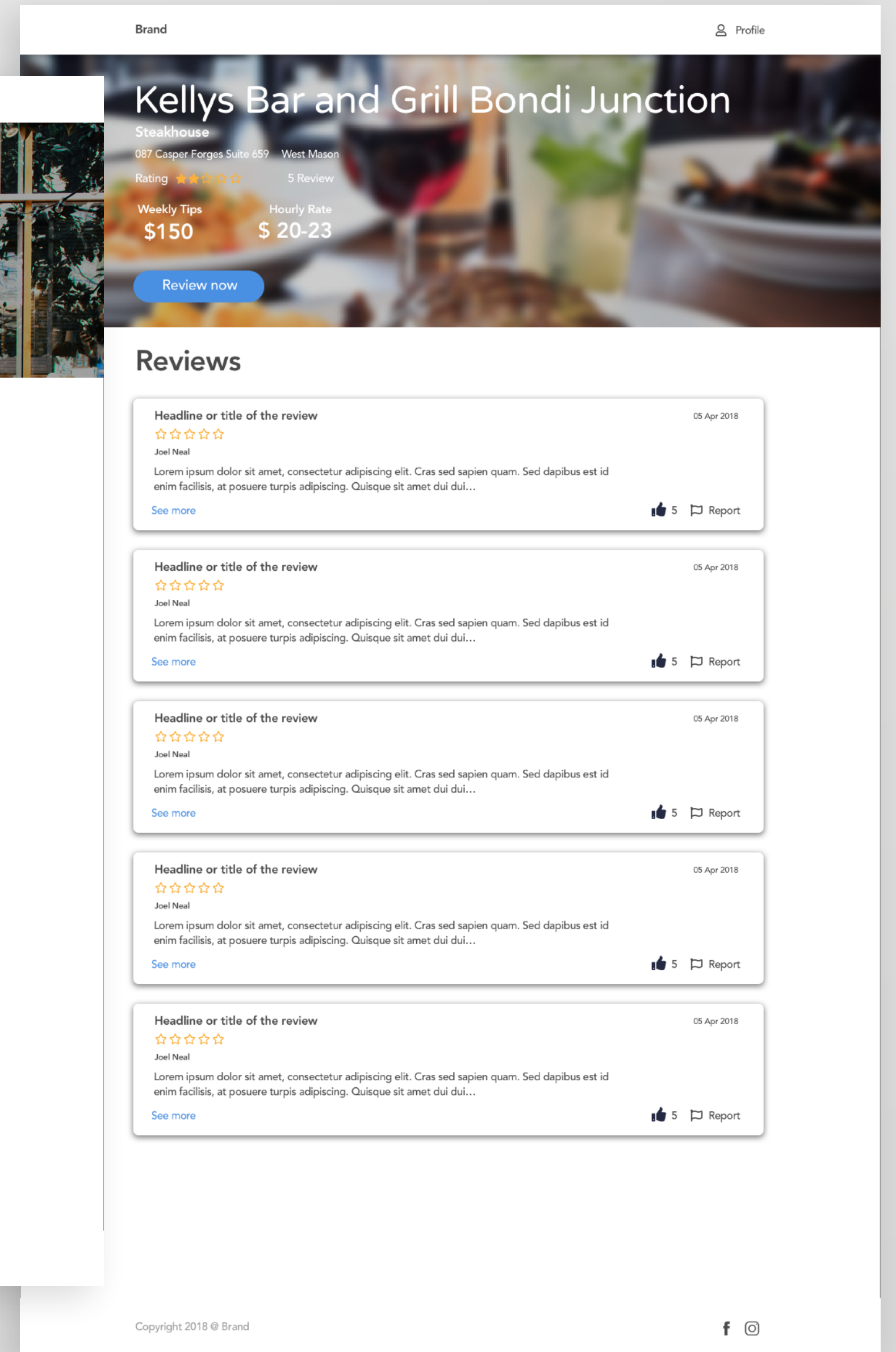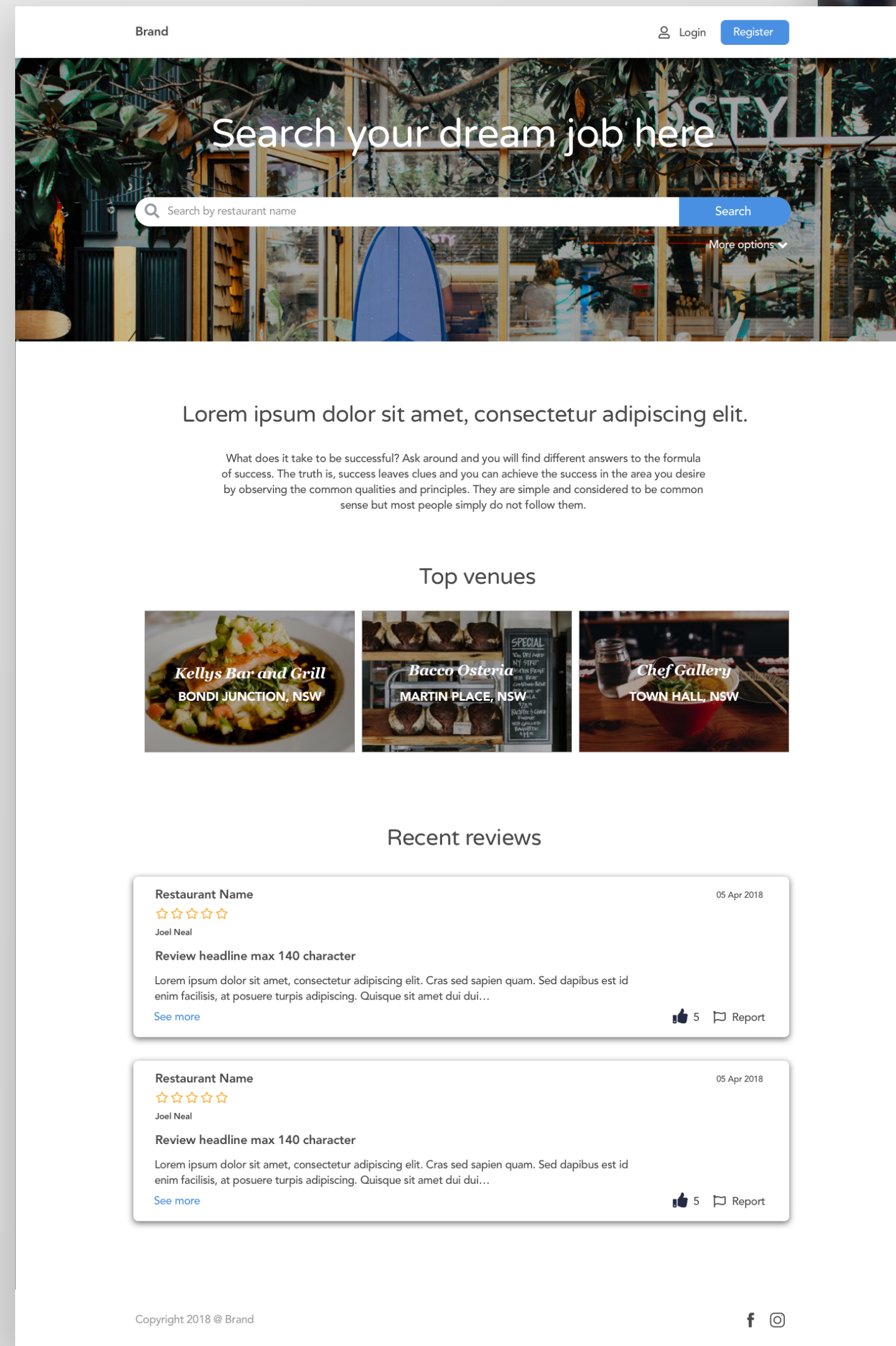https://invis.io/UFM0RLNWZB9#/305671969_Mobile_-_Homepage_Guest

The Design

Once tested the usability of the user journey with interactive wireframe, I then started to work on the first version of the design.

After several iterations I created an HTML/CSS version to get a much better feeling with the final version, which is usually hard to achieve when working with Invion or Marvel
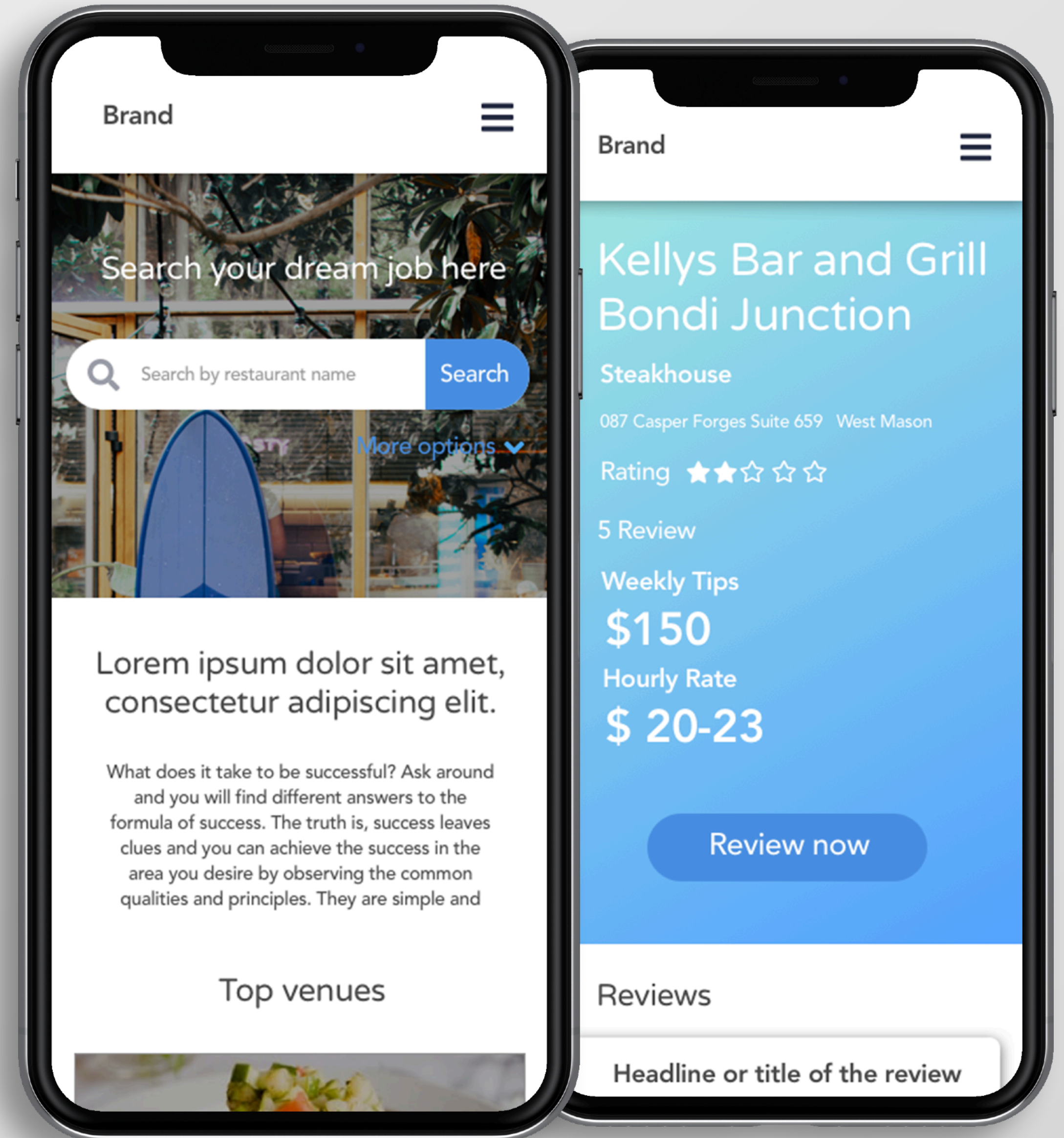
We then decided to go for this solution and develop the rest of the interfaces in HTML/CSS.

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Mobile First

By developing the whole website using Bootstrap as Framework creating the mobile version was an easy task allowing the platform to be visualised on any device with different screen resolution without losing layout or resolution.