

FABIOMONZANI

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DESIGNER

UX

HELLO

I'm a UX/UI designer based in London with previous working experience in Australia and Italy.

Passionate about designing beautiful and functional products with an eye for details who likes to find simple solution to 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.

I'm currently using these tools and softwares, while always on the look for new ones to improve and facilitate my workflow.





(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.

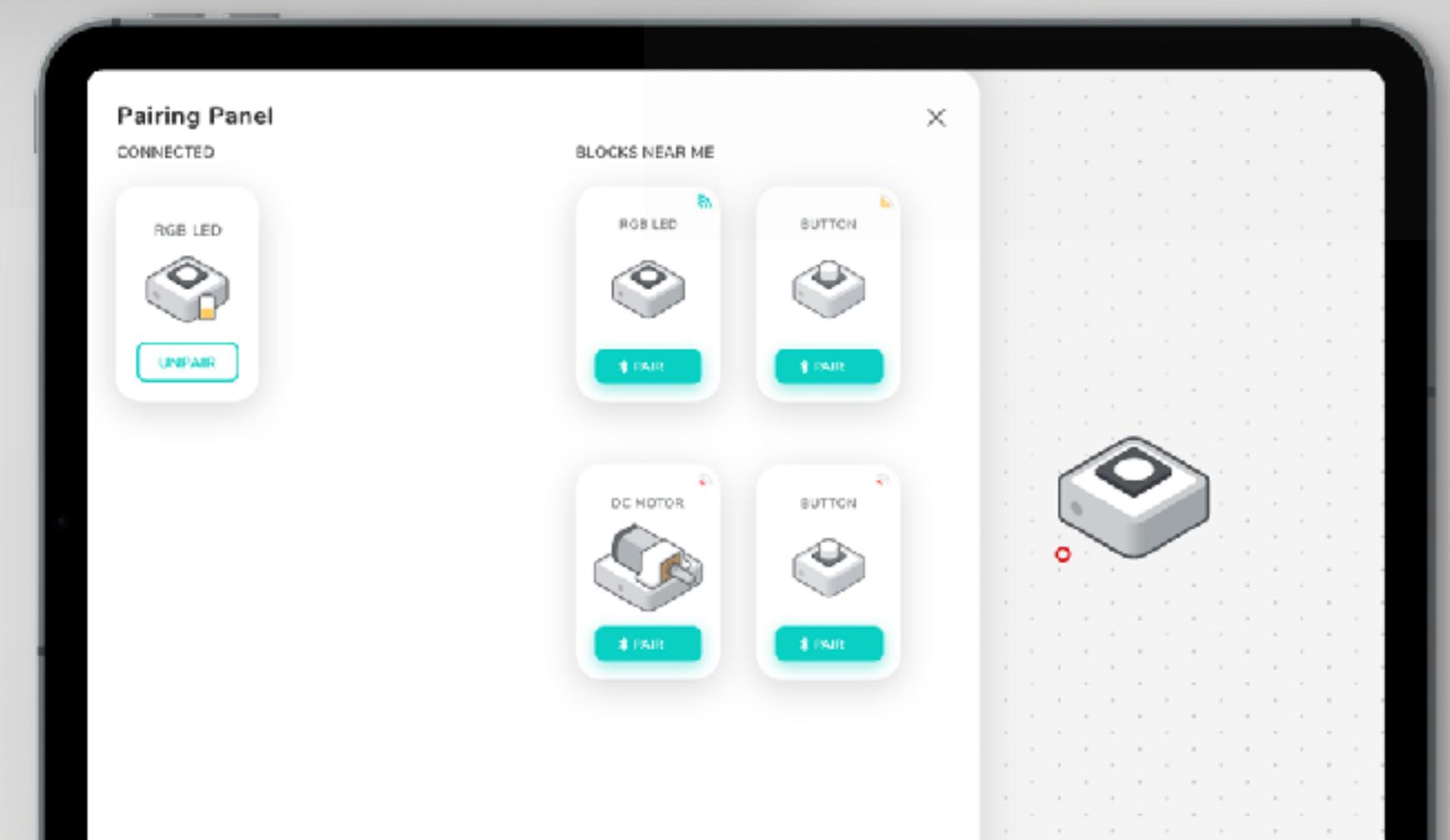
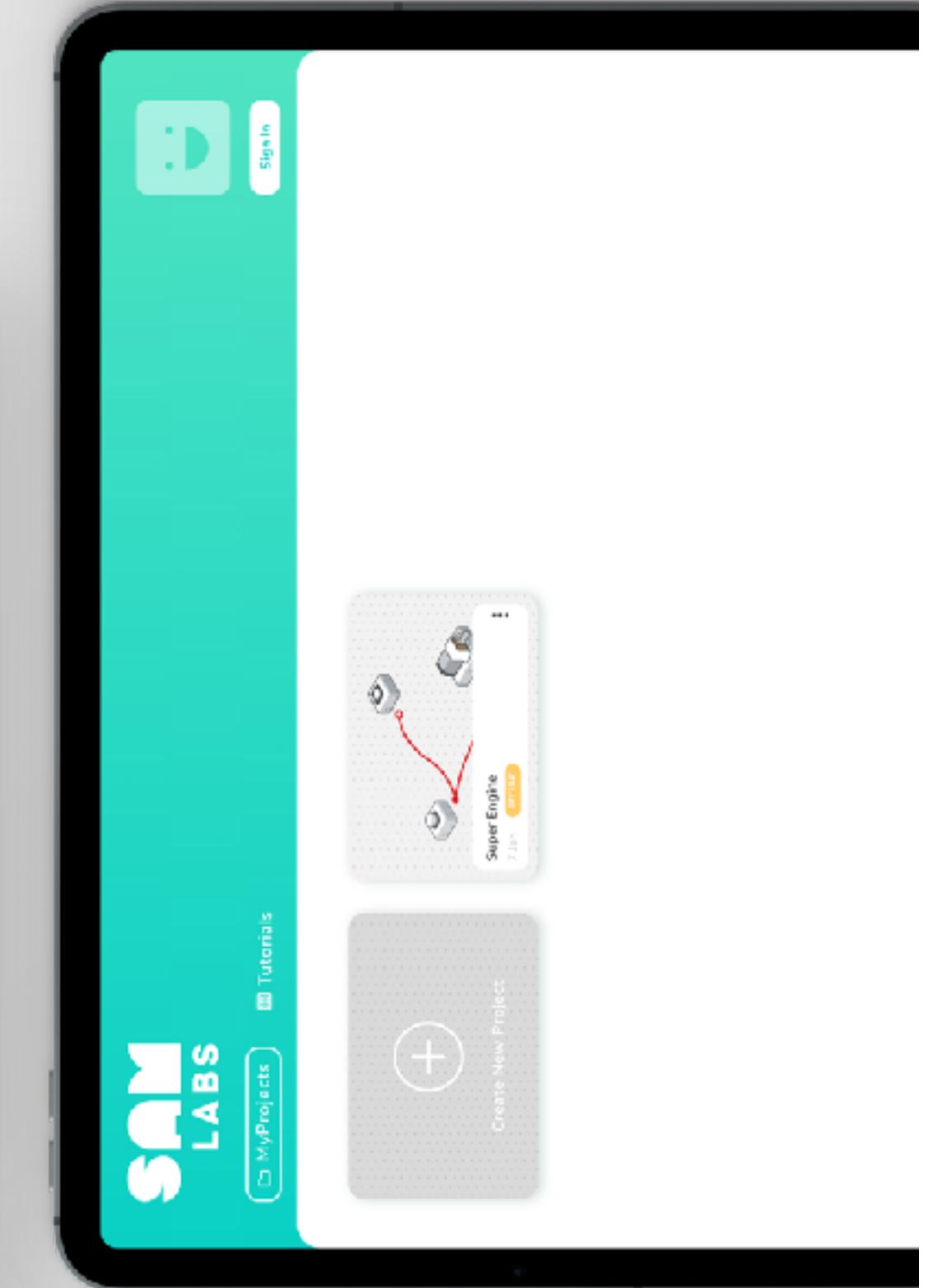
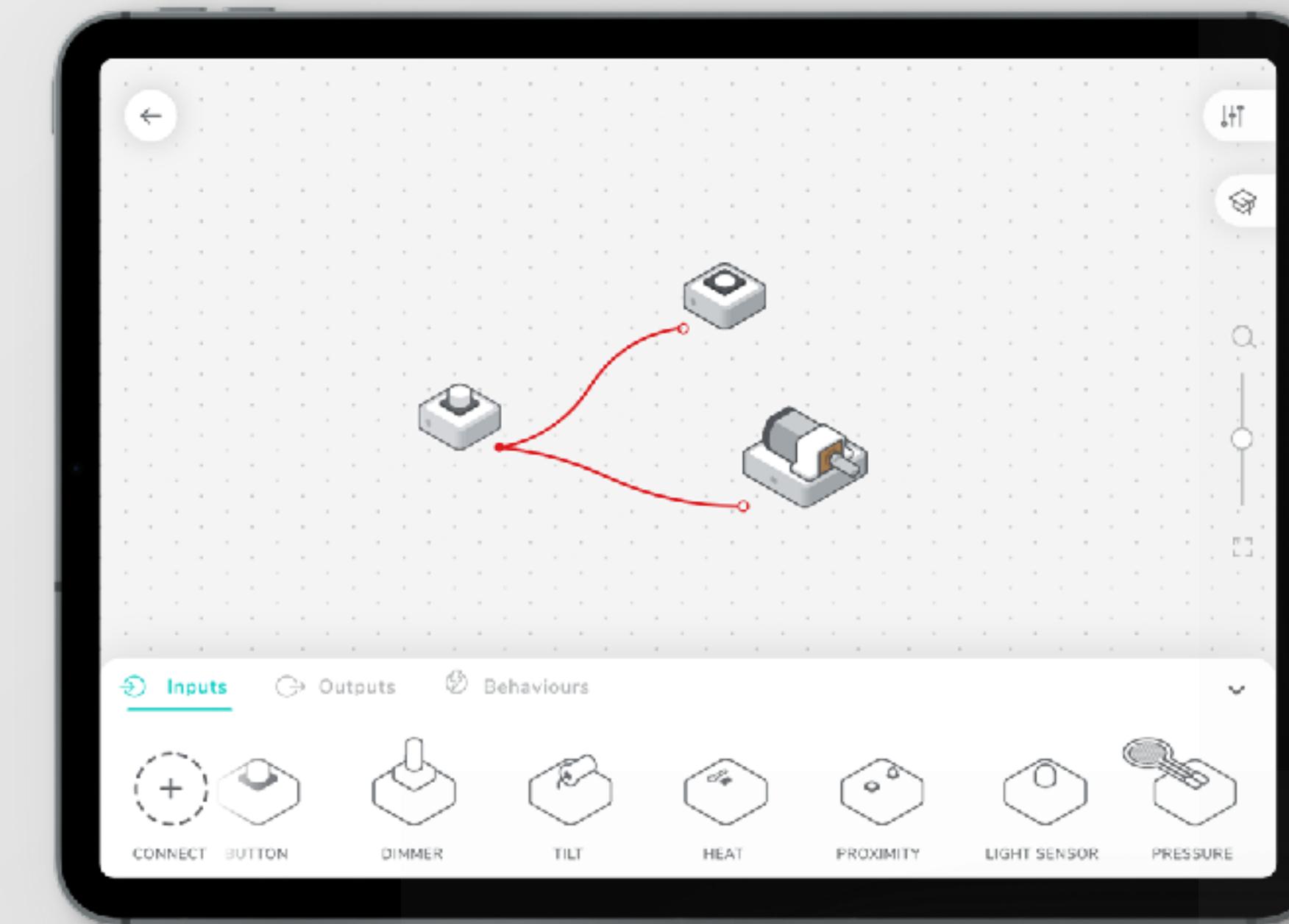
My main role as UX/UI designer was to improve and redesign SAM Space, the flagship app for iOS, Android, Windows and Chromebook.

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.



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

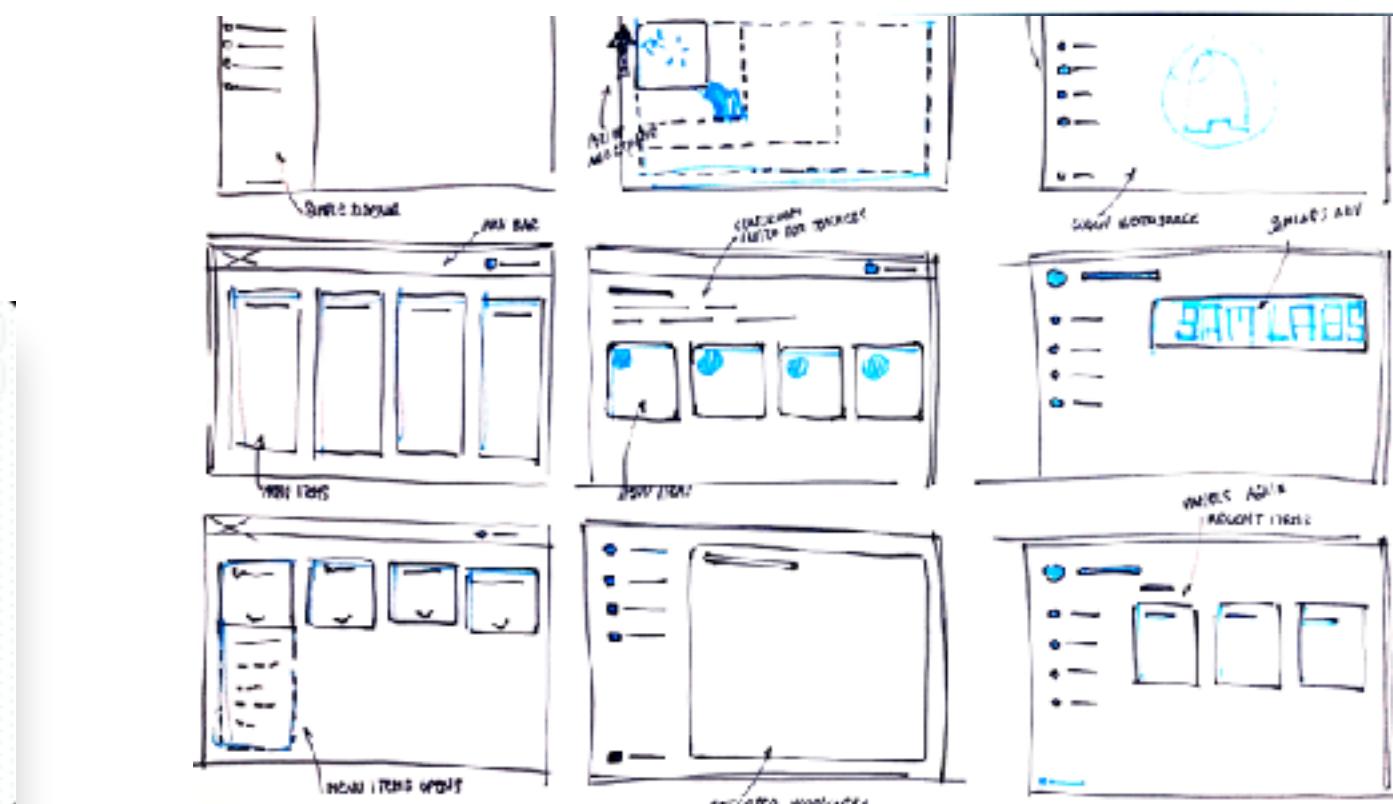
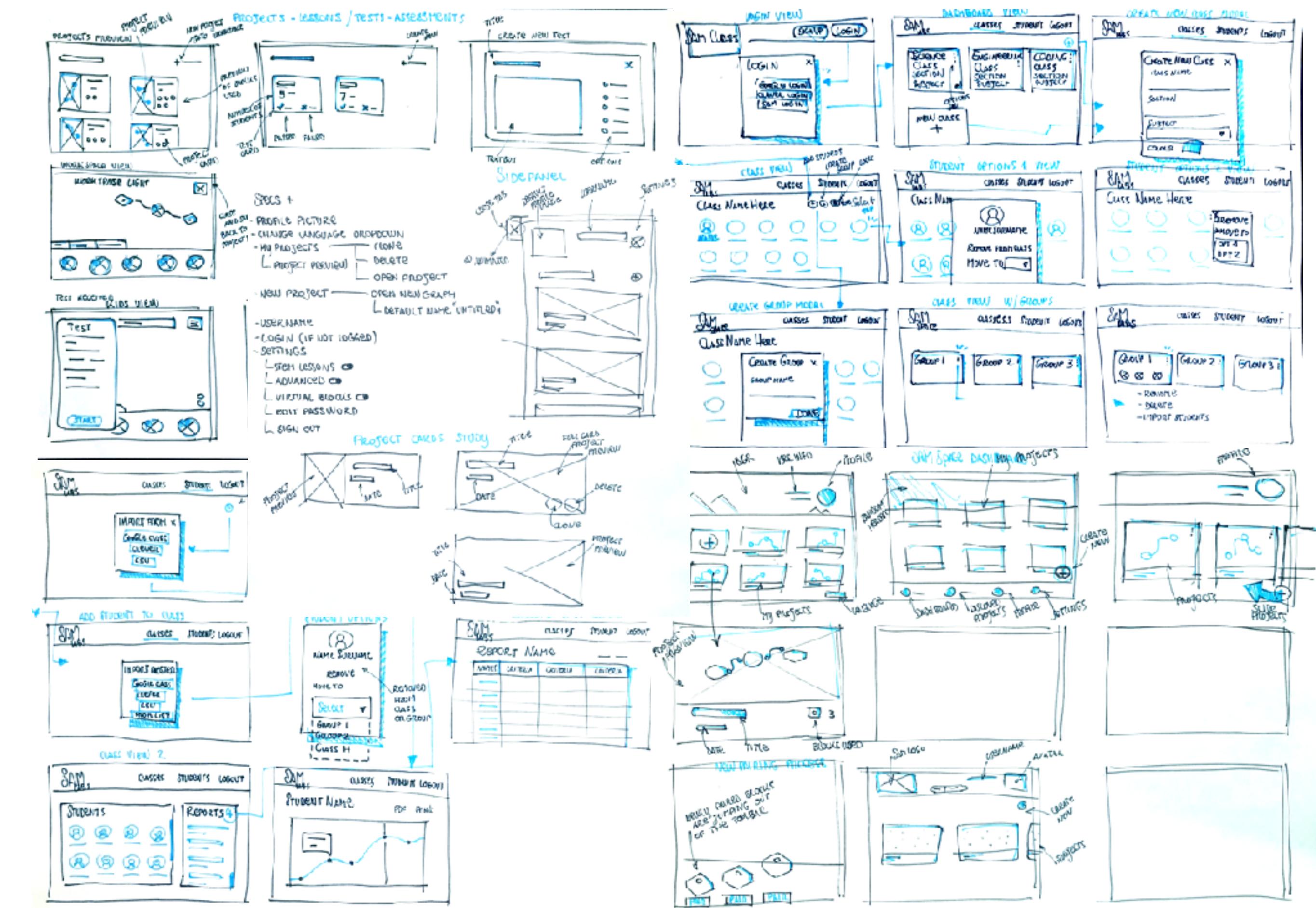
During the wireframing process I used different tools and methodologies, from the classic pen and paper, white boarding and Adobe XD for fast mapping and prototyping.

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 place specifically to solve the issue, plus positive reinforcements which turned out to be great for kids.

Examples of iterations for workspace navigation



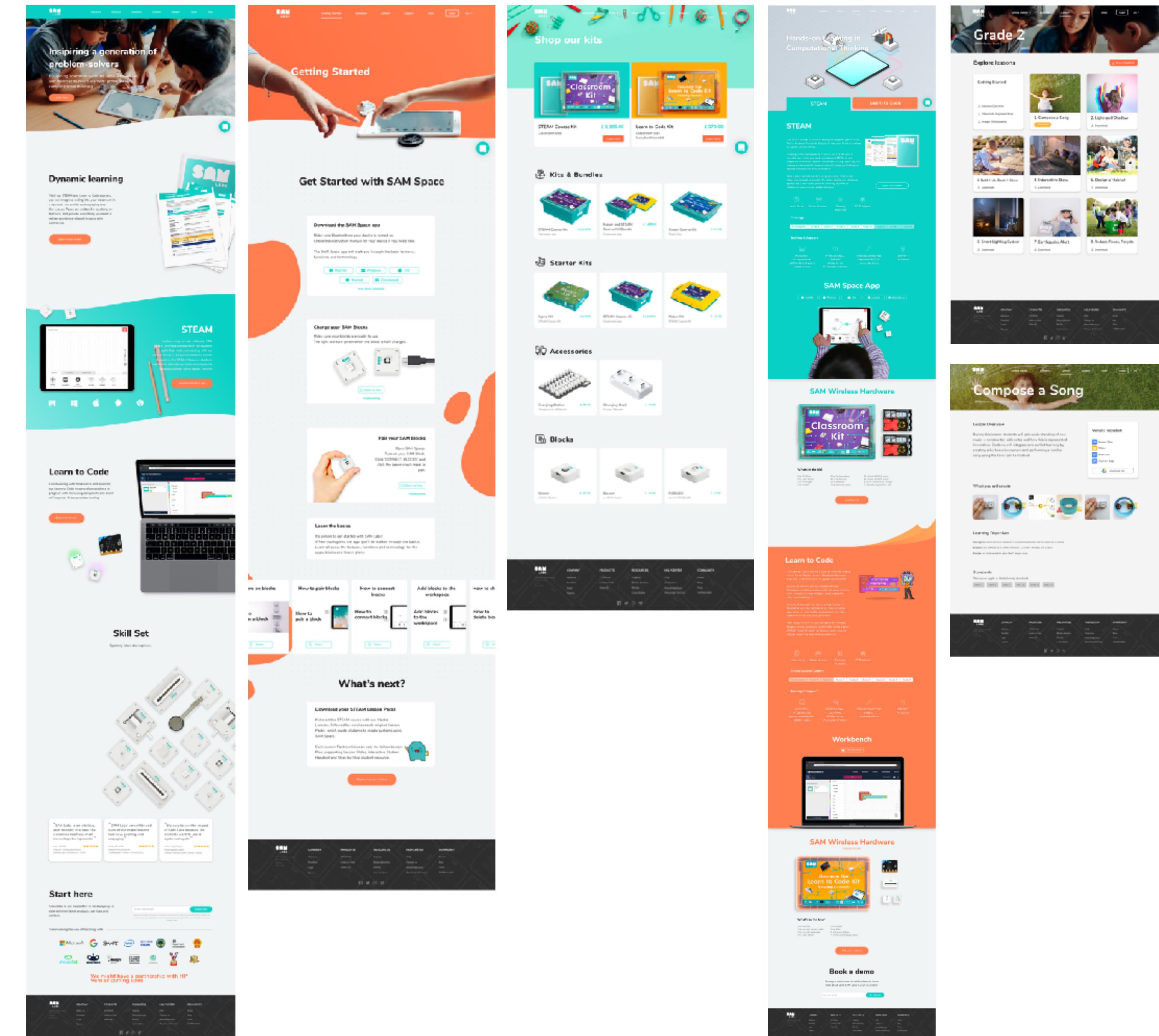
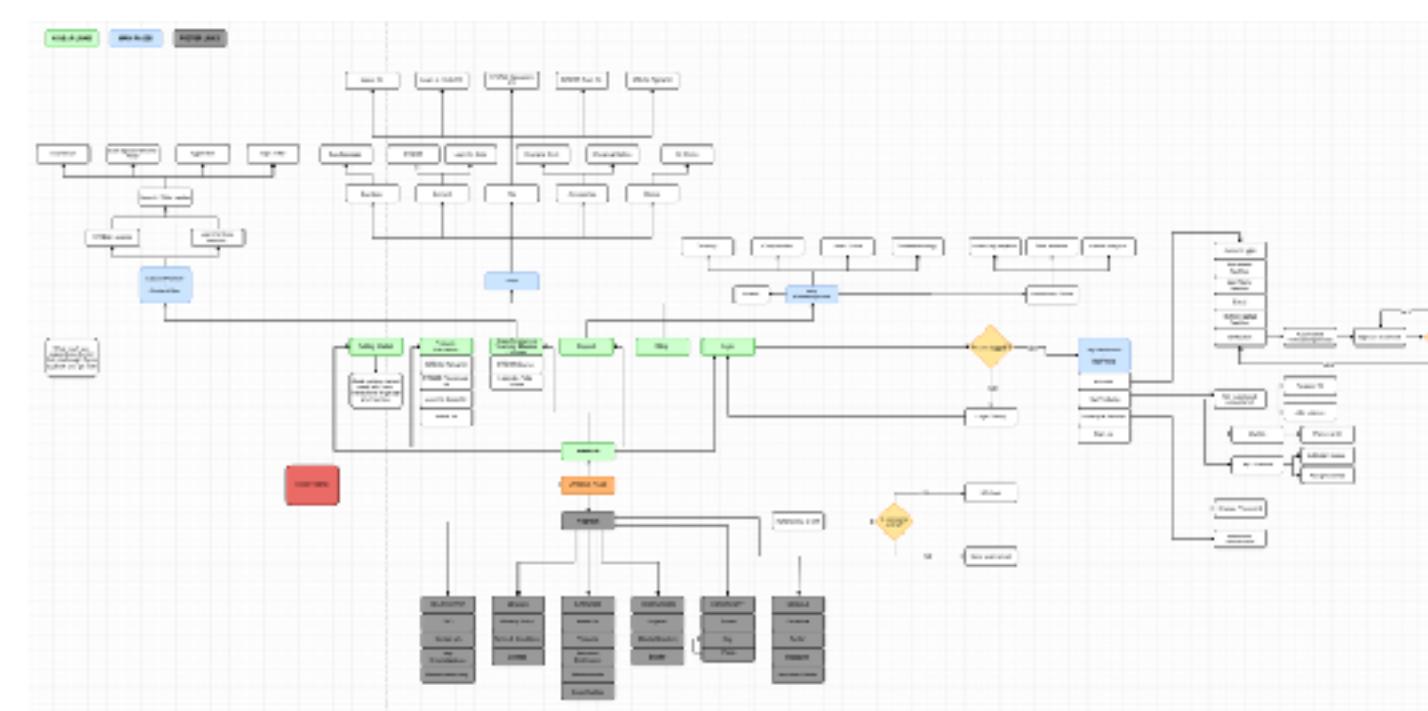
Website Design 2020

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.

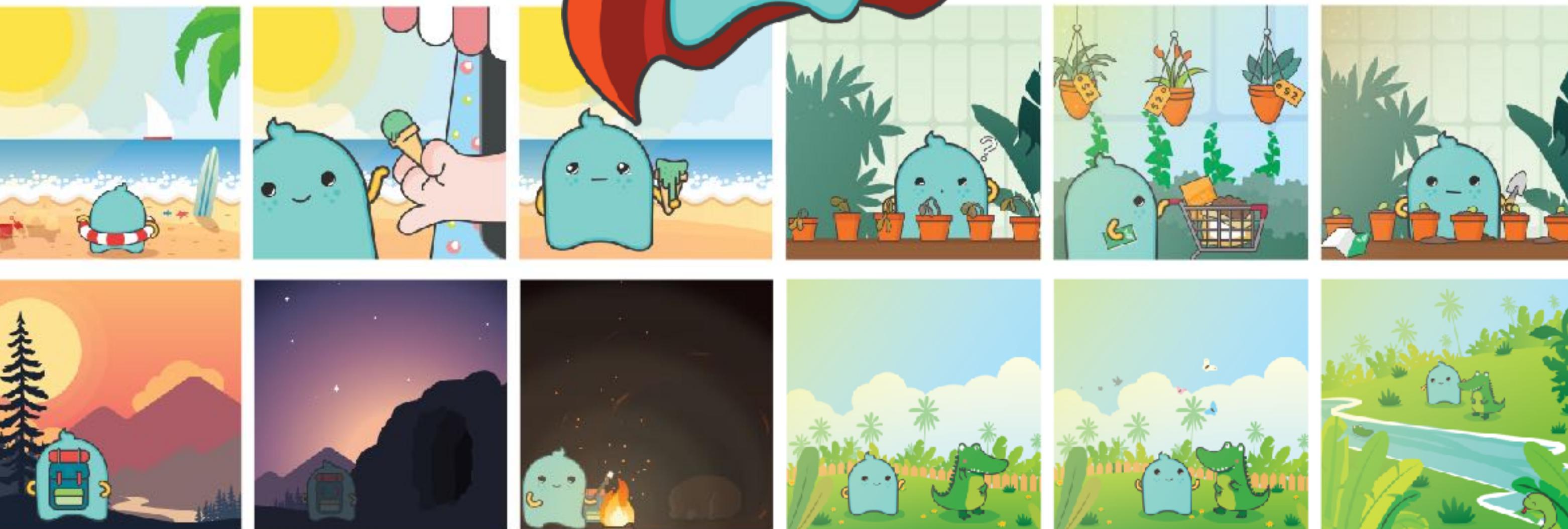


The main character, Blocky, unboxing one of our Classroom Kits

Concept drawings



Lesson illustrations





(ORDERLY)

ORDERLY 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.

The screenshot displays two main views of the ORDERLY software. On the left, a modal window titled "PRODUCTS" shows a list of inventory items with details like provider and storage information. On the right, the "DASHBOARD" view provides a high-level overview with statistics and links to other system features.

PRODUCTS Screen:

- Search bar: Search for product name, pi
- List of products:
 - 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

DASHBOARD View:

- Hi Fabio, welcome back.** (Role: Sistem Admin)
- PRODUCTS OVERVIEW**
 - TOTAL PRODUCTS: 14
 - ACTIVE 14
 - INACTIVE 3
- EXTRAS**
 - Last product added: Prova 123
 - Last order sent: Biopak
 - Weekly orders: 0

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.

The image shows a hand-drawn wireframe of a mobile application interface. At the top left is a navigation bar with 'HOME' and 'SETTINGS'. Below it is a section titled 'MAGAZZINO' (Inventory) with the subtitle 'Quantità rimaste in stock di ogni singolo oggetto'. A callout box labeled 'ITEM' contains the text '18' and 'QUANTITÀ (Litri / kg / N°)' with arrows pointing to 'Visualizza foto/icona' and 'ONCLICK: apre proprietà oggetto'. Below this is a list of properties: 'Quantità massima/minima', 'Colore riferimento questo/ETICHETTA', 'Lancia foto oggetto', and 'Limma oggetto'. To the right is a section titled 'ORDINI' (Orders) with a table header: 'Nome prodotto', 'ID', 'DATE', 'PROVIDER', 'USER', and 'ITEMS'. Below the table is a search bar with 'Search provider' and 'Search product' fields. An order row is shown with ID 972, date 18 May 2016, provider Waterprovider, user FABIO, and items: 'Waterprovider' (checkboxes for Cibo, Bevande, Caffe, Forniture, Frutta, Verdura, Alcolici). A 'More' button is next to the checkboxes. To the right is a 'Colori' (Colors) section with a grid of checkboxes for Cibo, Bevande, Caffe, Forniture, Frutta, Verdura, and Alcolici. At the bottom is an 'Order summary' section for user FABIO with ID 972, showing an order from 18 May 2016 for Waterprovider. The summary lists items: 'Sparkling' (checkbox x1), 'Still' (checkbox x2), and 'Fanta zero' (checkbox x1).

FORNITORI

- Aggiungi fornitore
- Elimina fornitore
- Gestisci fornitore
 - Modifica dati

AGGIUNGI FORNITORE

Nome: _____
Indirizzo email: _____
Telefono: _____
Nome agente: _____
Etichetta:
 Cibo Bevande
 Caffe Forniture
 Frutta Verdura
 Alcolici

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

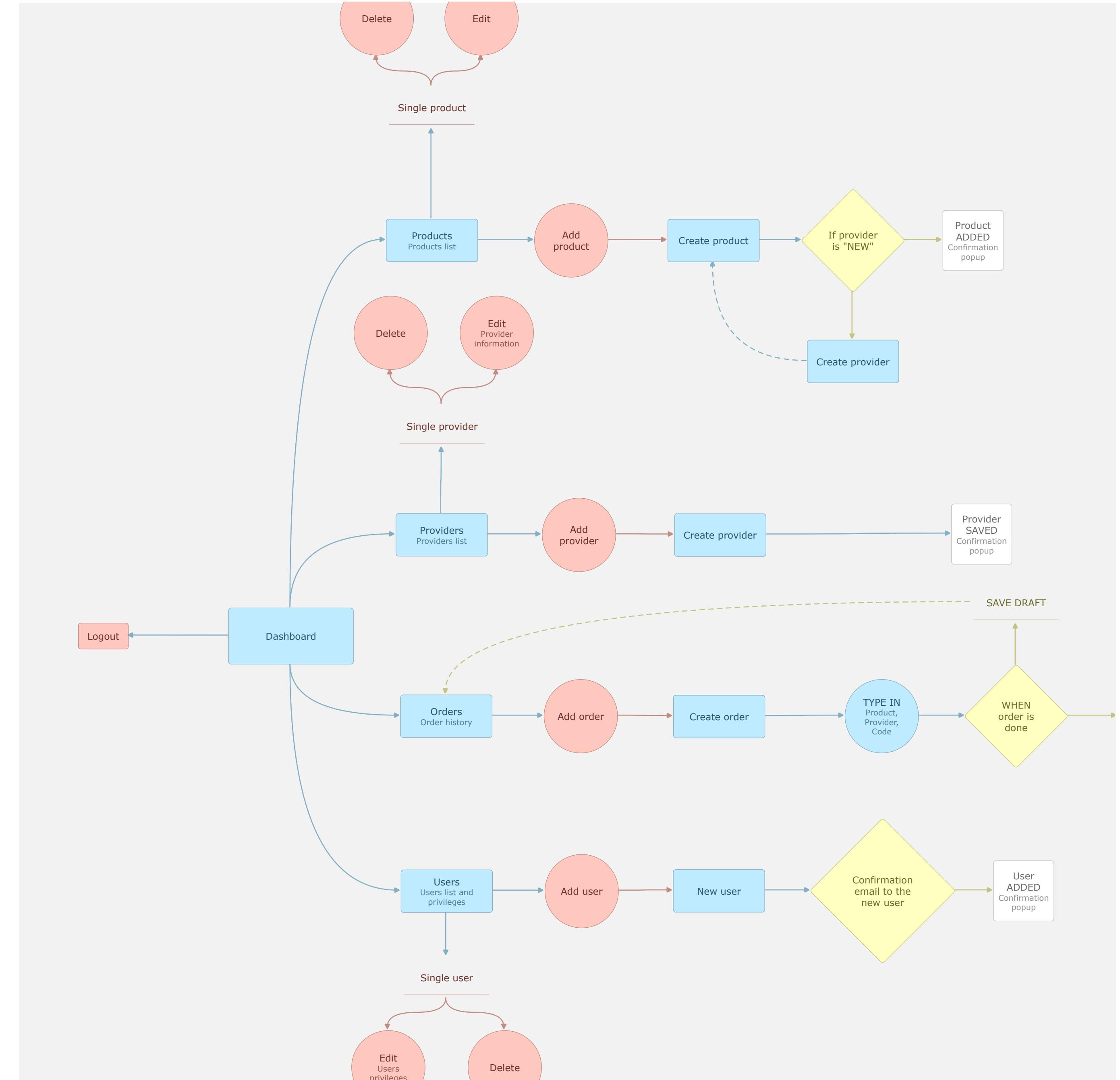
There are no all-in-one solutions available

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

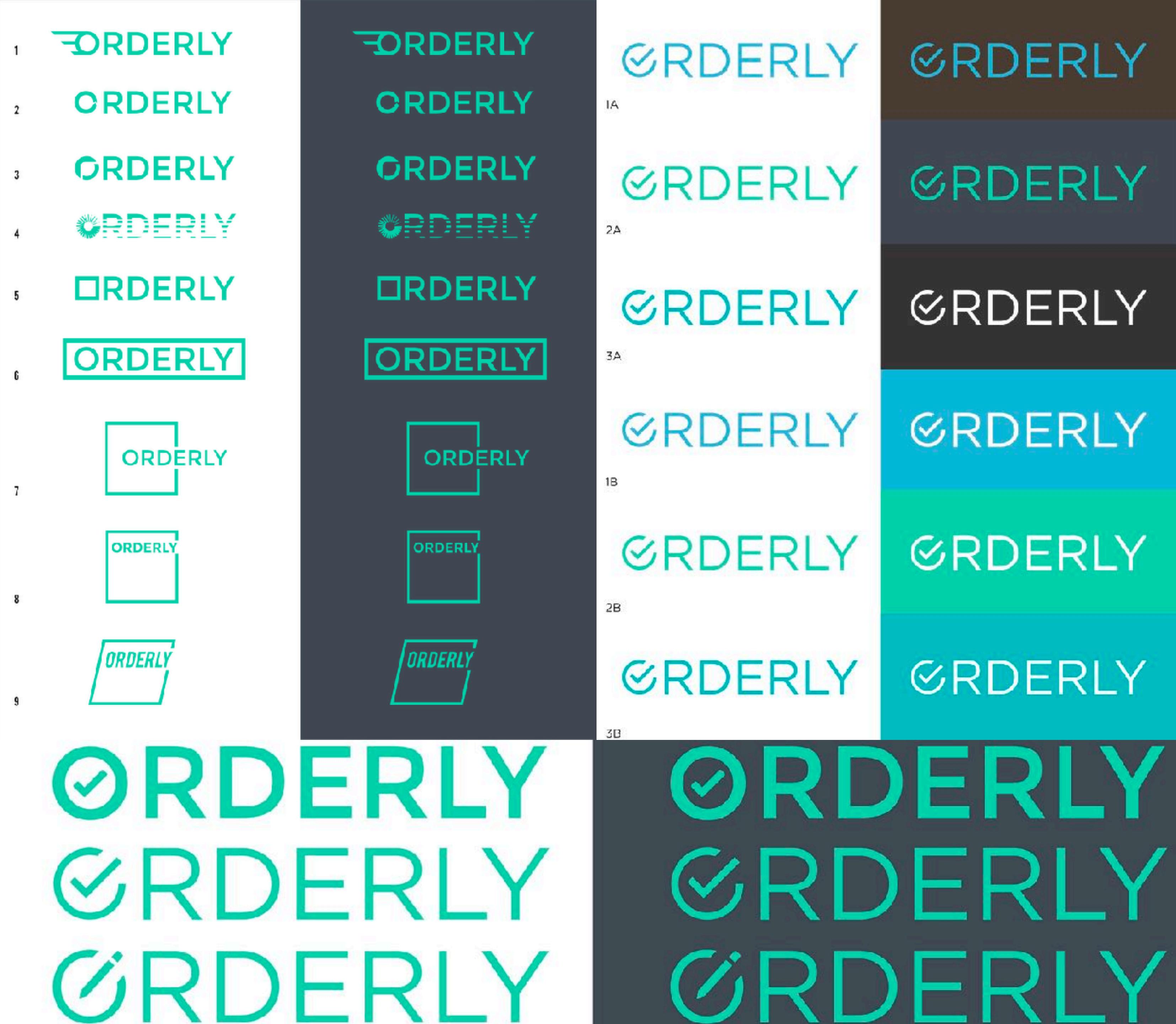
Creating the logo for a product you're working on is always an exciting task, as it compresses everything into a single element and also the first thing people will see when looking at your product.

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 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

GRDERLY

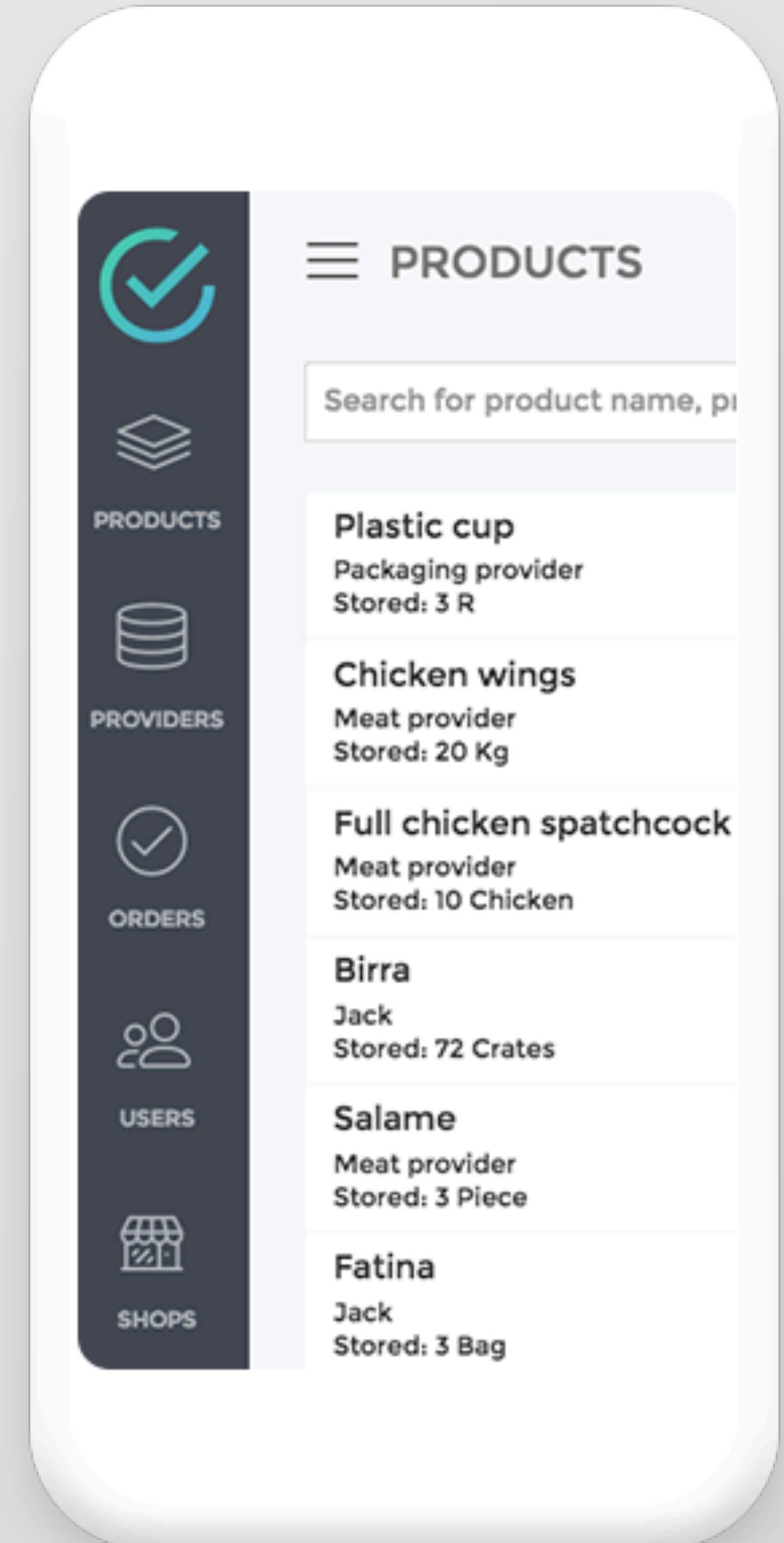


Logotype

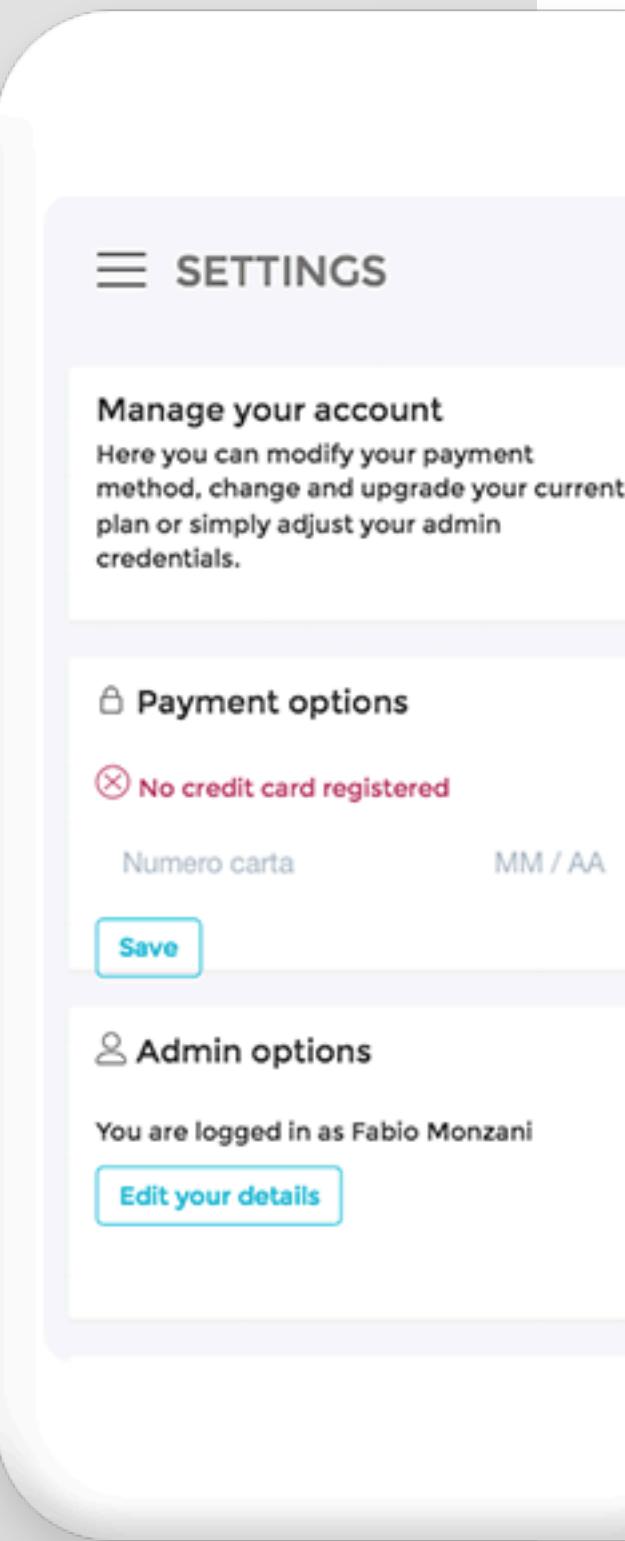
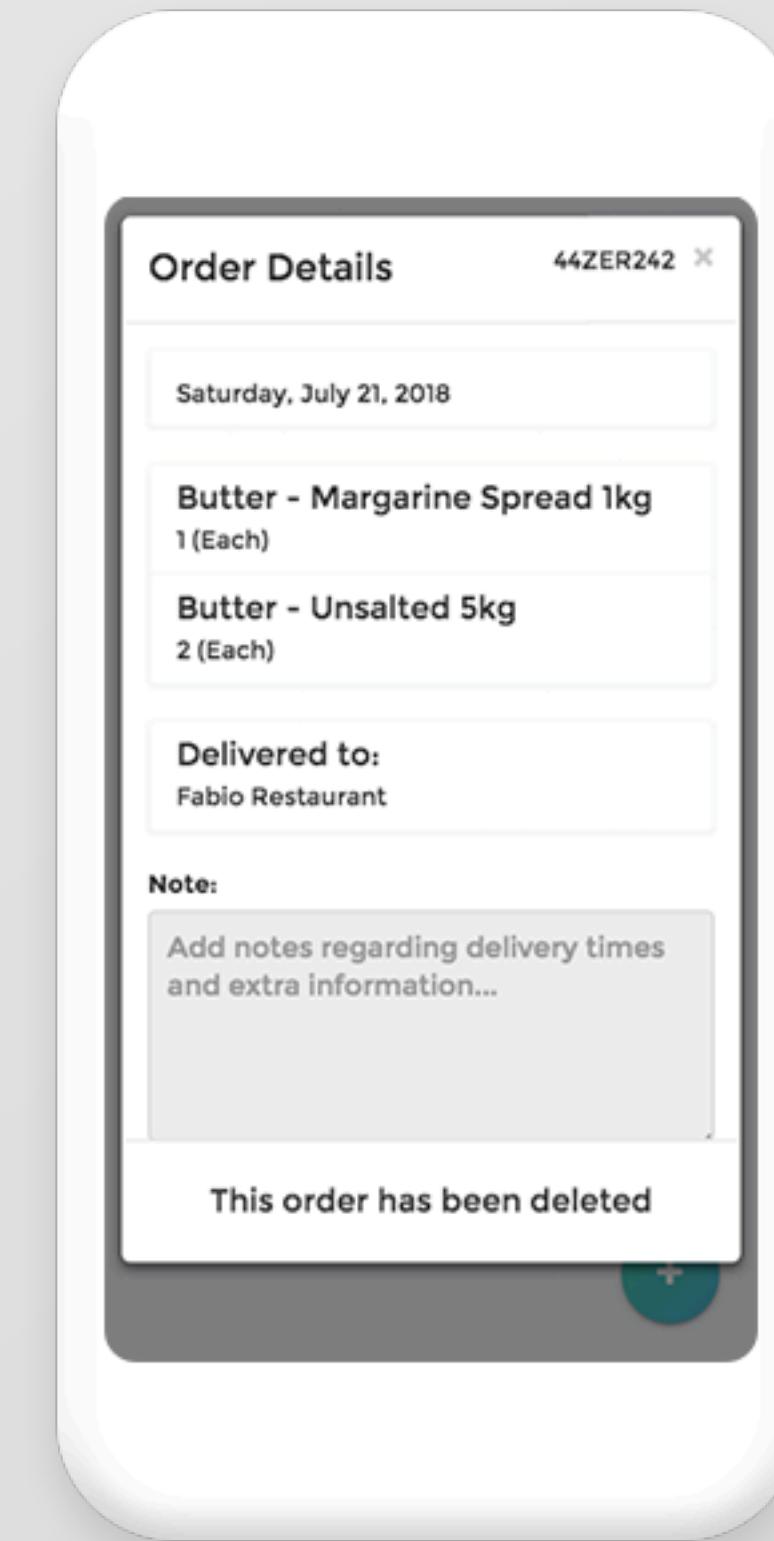
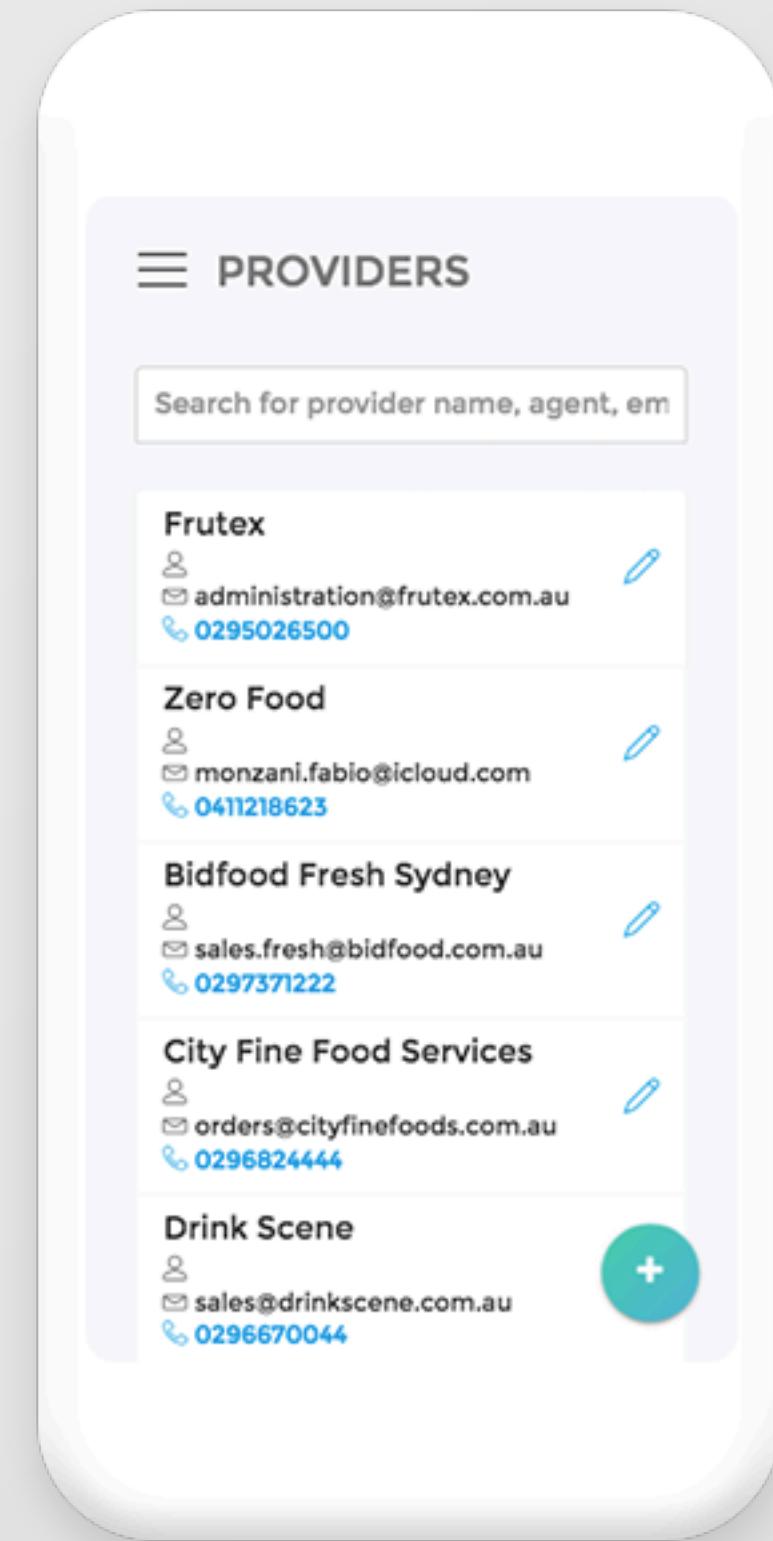
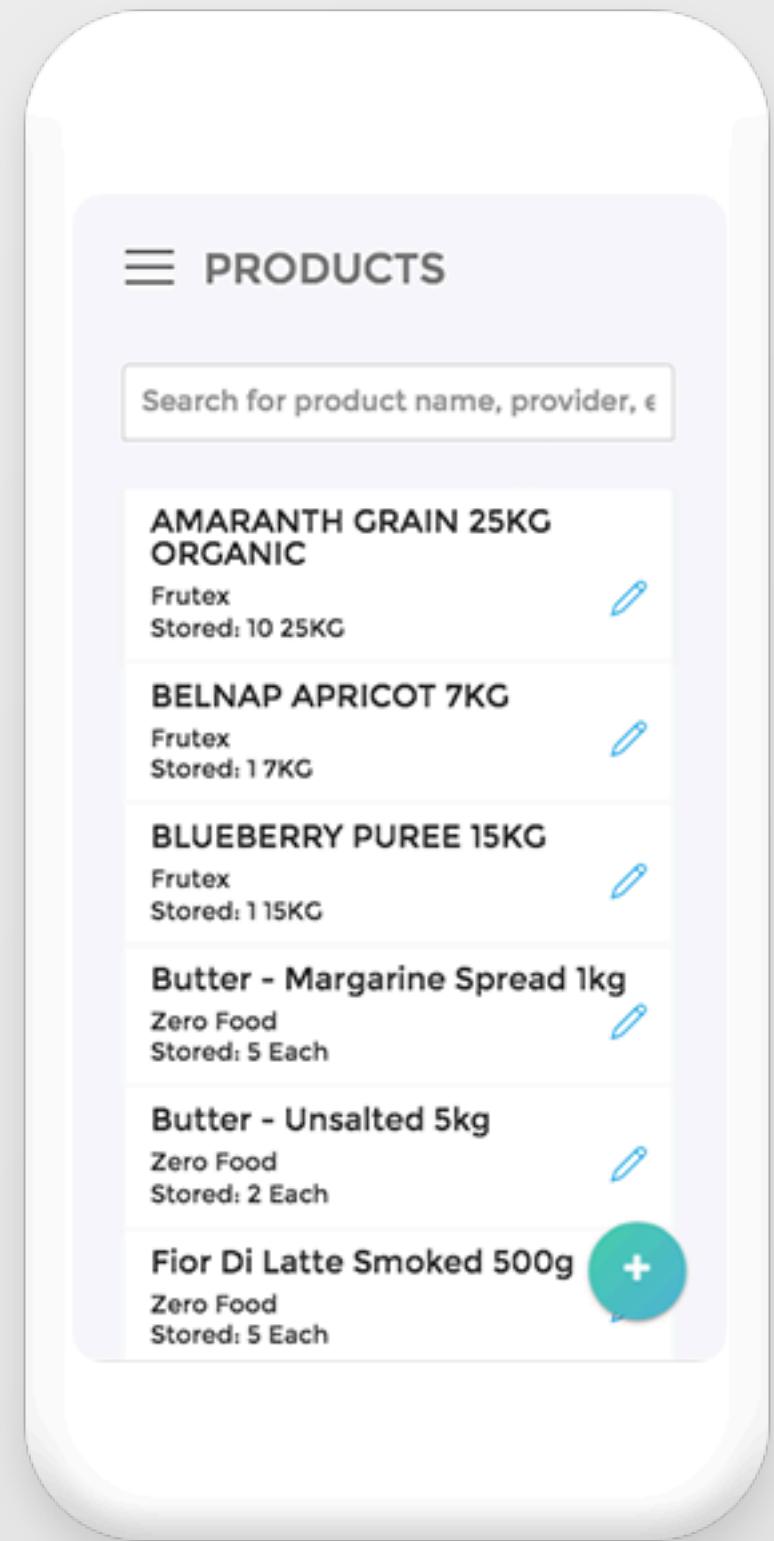
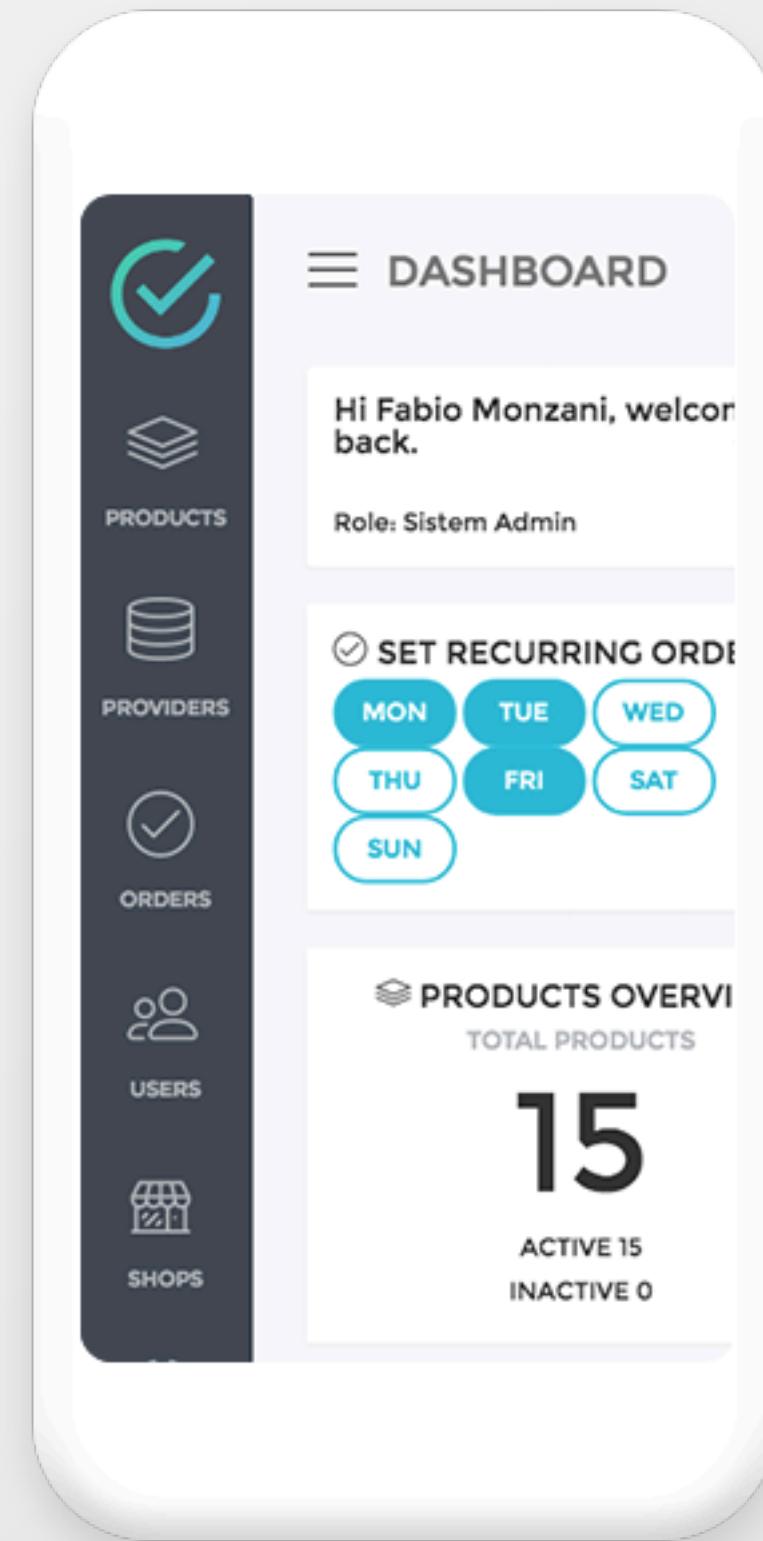
Icon



Logo only



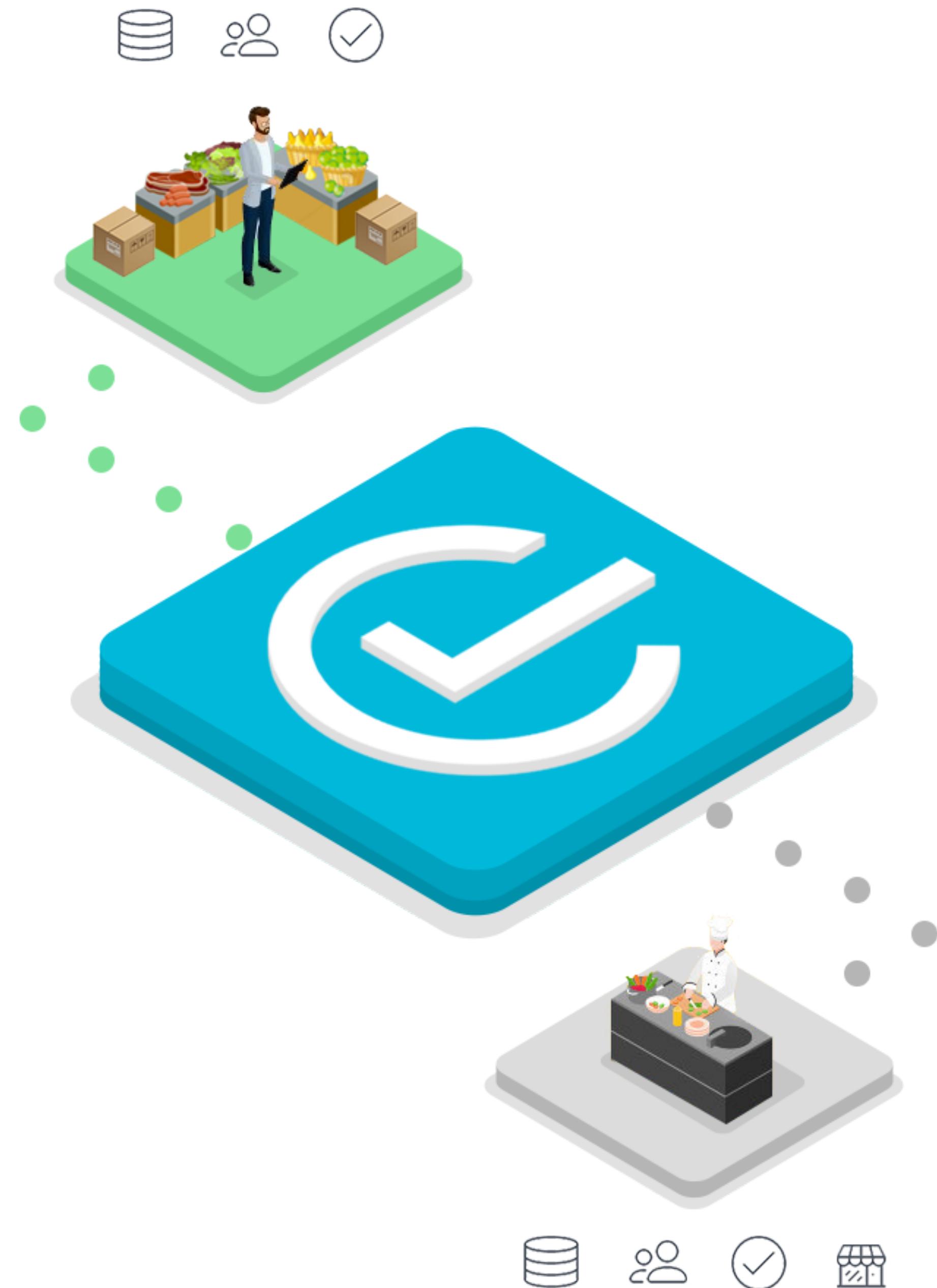
The Final Design



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.





(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.

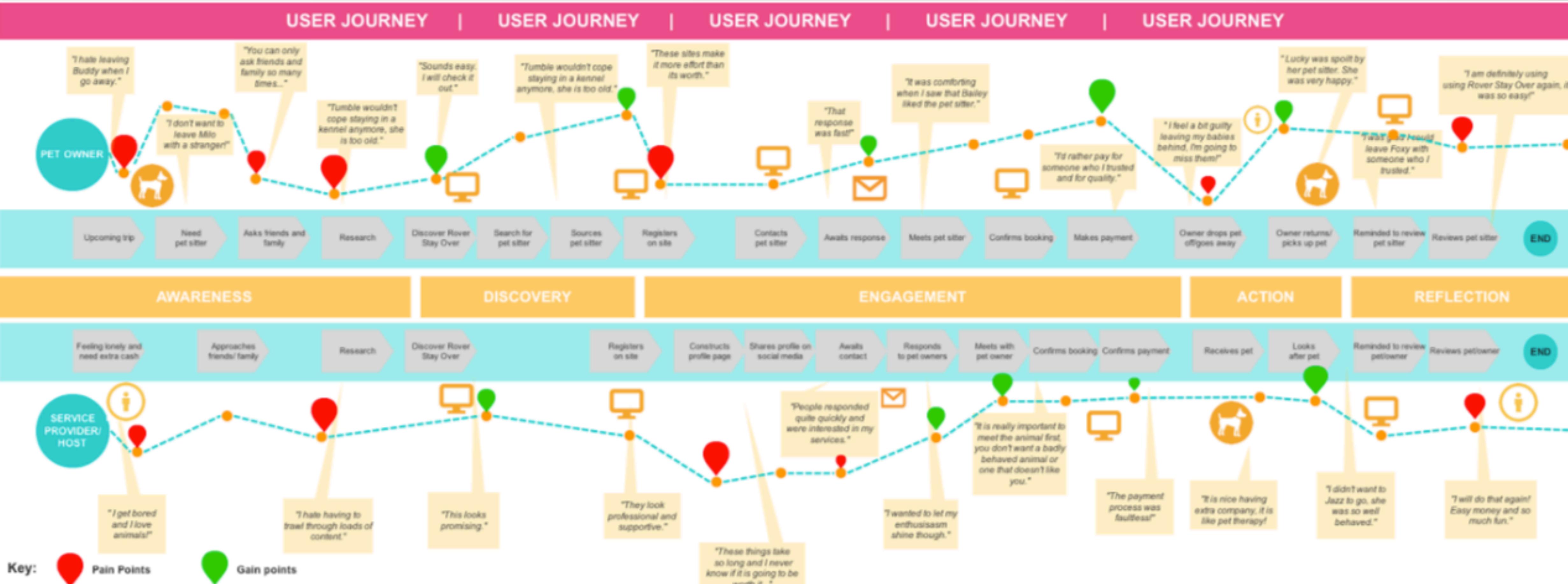
If you're a pet owner or just love animals Rover Stay Over is a great way to spend time with furry friends and earn some extra income.

You have control over what services you offer and when.

The screenshot displays the Rover Stay Over mobile application. At the top, there's a navigation bar with 'Search', 'Messages', 'Dashboard', and 'Account' options. Below the navigation is a search bar with a location set to 'Bondi beach', dates '22/06/15' to '22/06/15', and a 'Search' button. Underneath the search bar are filters for 'Type of service' (set to 'Pet boarding'), 'Type of pet' (set to 'Small dog'), and a dropdown for 'Price of service' with a slider ranging from '\$0.00' to '\$67.00'. The main content area shows a list of five pet sitters with their profiles, ratings, distance from the search location, descriptions, and service prices. Each sitter has a small profile picture, a star rating, the number of reviews, and a brief description. To the right of the list is a map of Bondi Beach area, marked with numbered pins corresponding to the sitters listed. The map shows various streets like Beach Rd, Ramsdale Ave, and Hasting Rd, along with landmarks such as Bondi Pavilion and Bondi Beach.

Sitter	Rating	Reviews	Distance	Description	Price
Peter L.	★★★★☆	33 reviews	500 m away	The best pet sitter in the heart of Bondi	from \$15
Julia R.	★★★★☆	20 reviews	600 m away	All my love for your pets	from \$17
Emma T.	★★★★☆	16 reviews	800 m away	Grooming and shower at best prices!	from \$16
Alison P.	★★★★☆	10 reviews	850 m away	Real animals lover looking for new friends	from \$20
Chris N.	★★☆☆☆	6 reviews	1200 m away	The best trainer your dog ever had	from \$15

User Journey



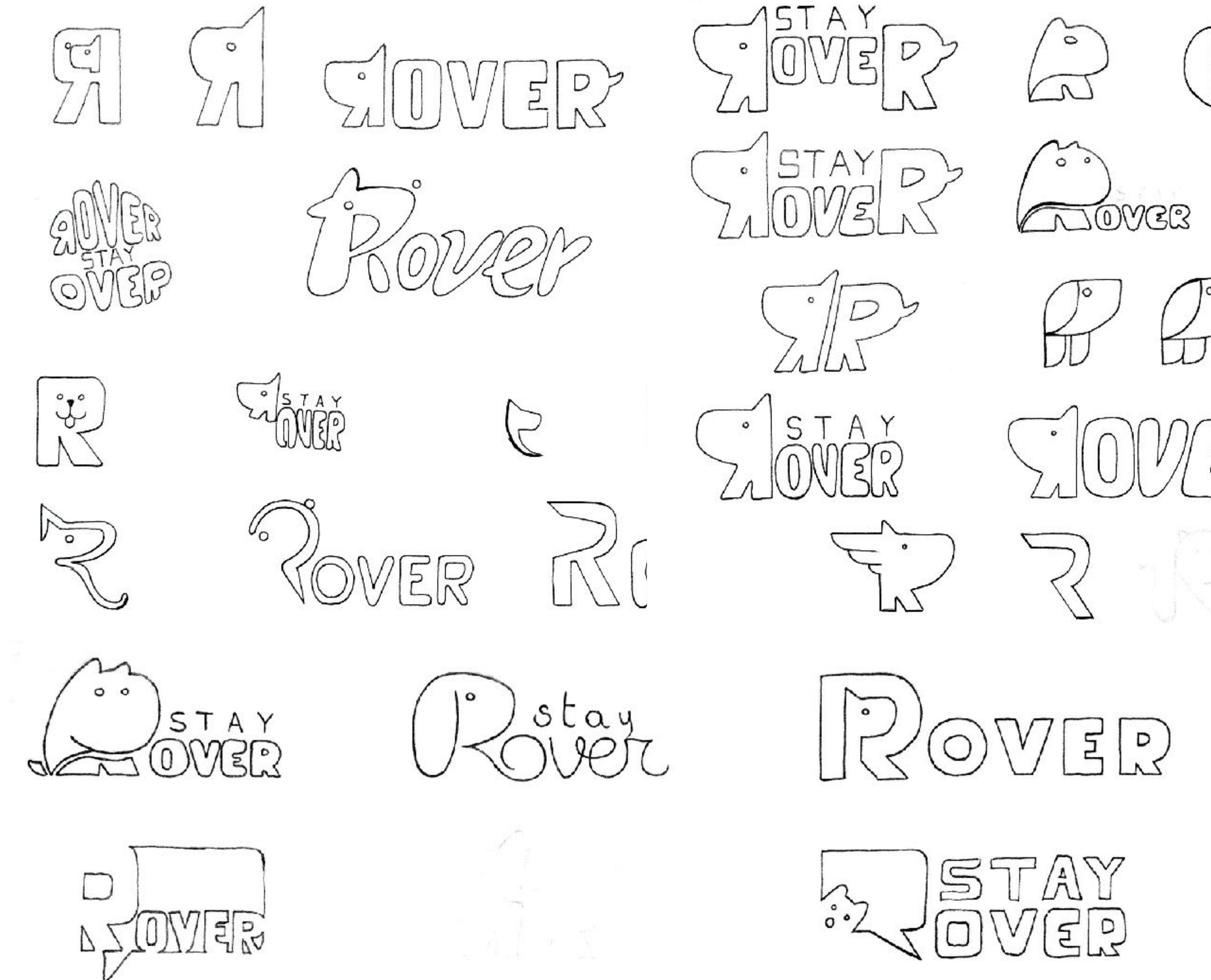
Logo Design

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.

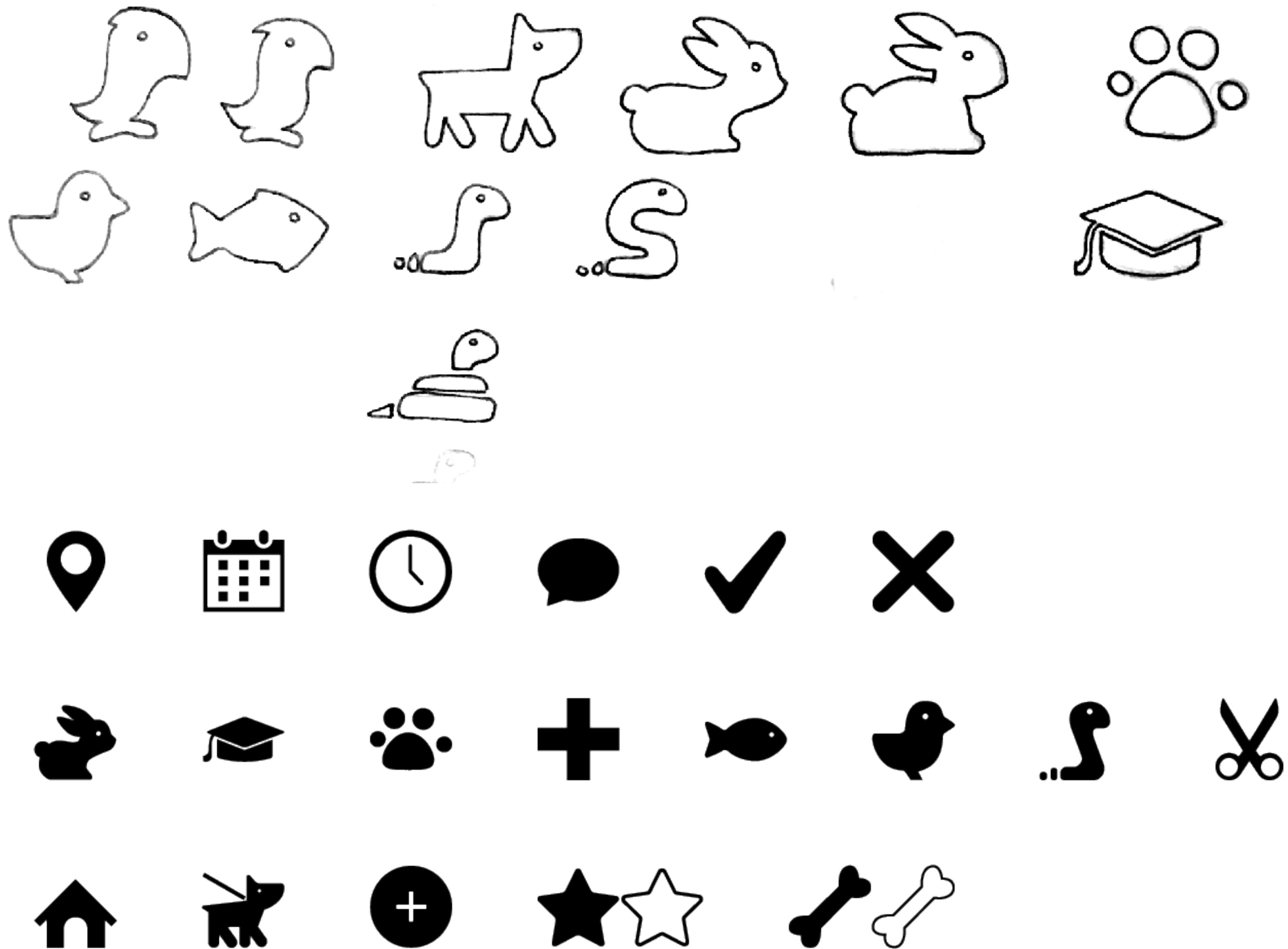


Icons Design

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.



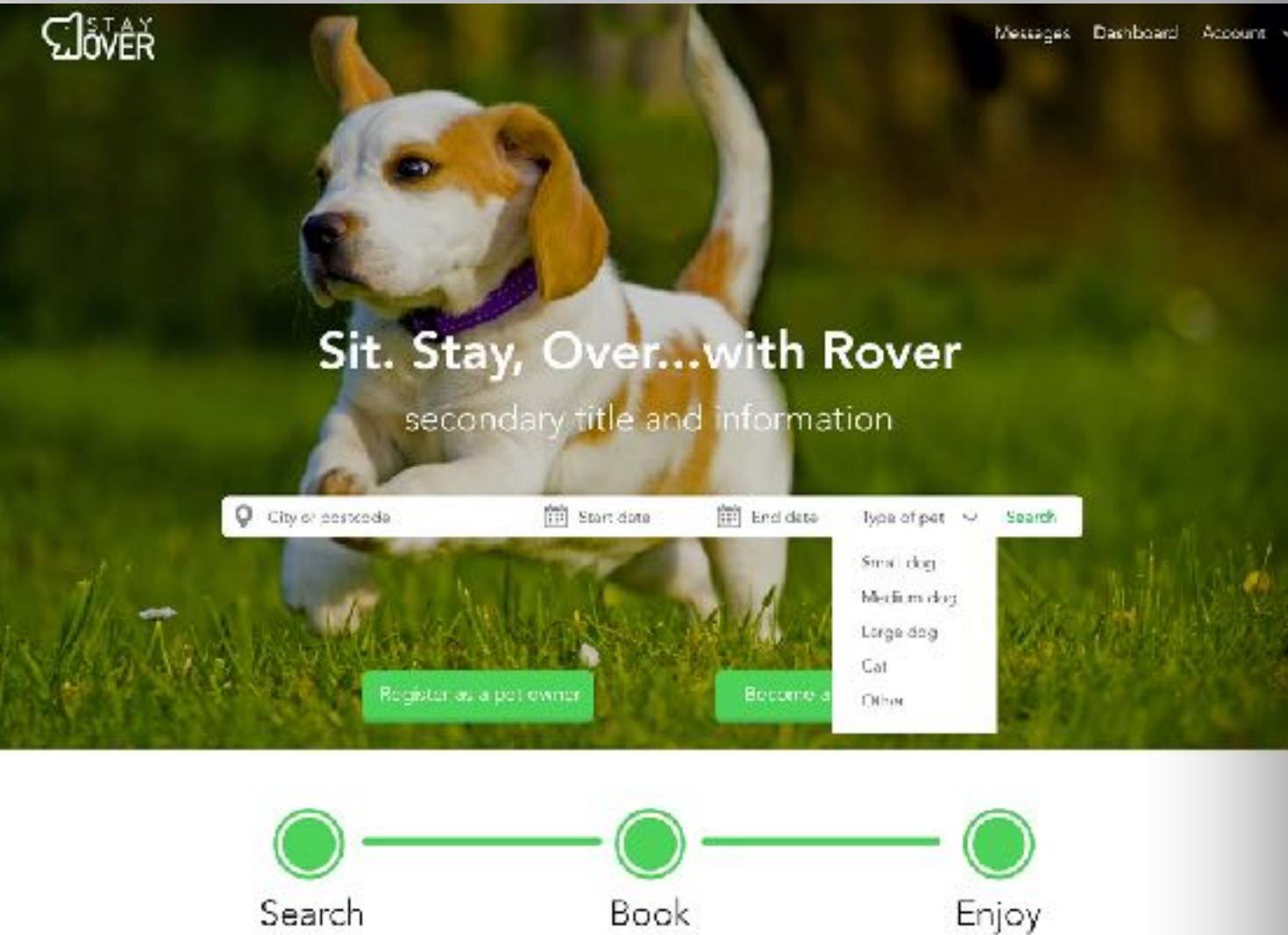
Landing Page

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.

MVP stage



I'm a pet owner

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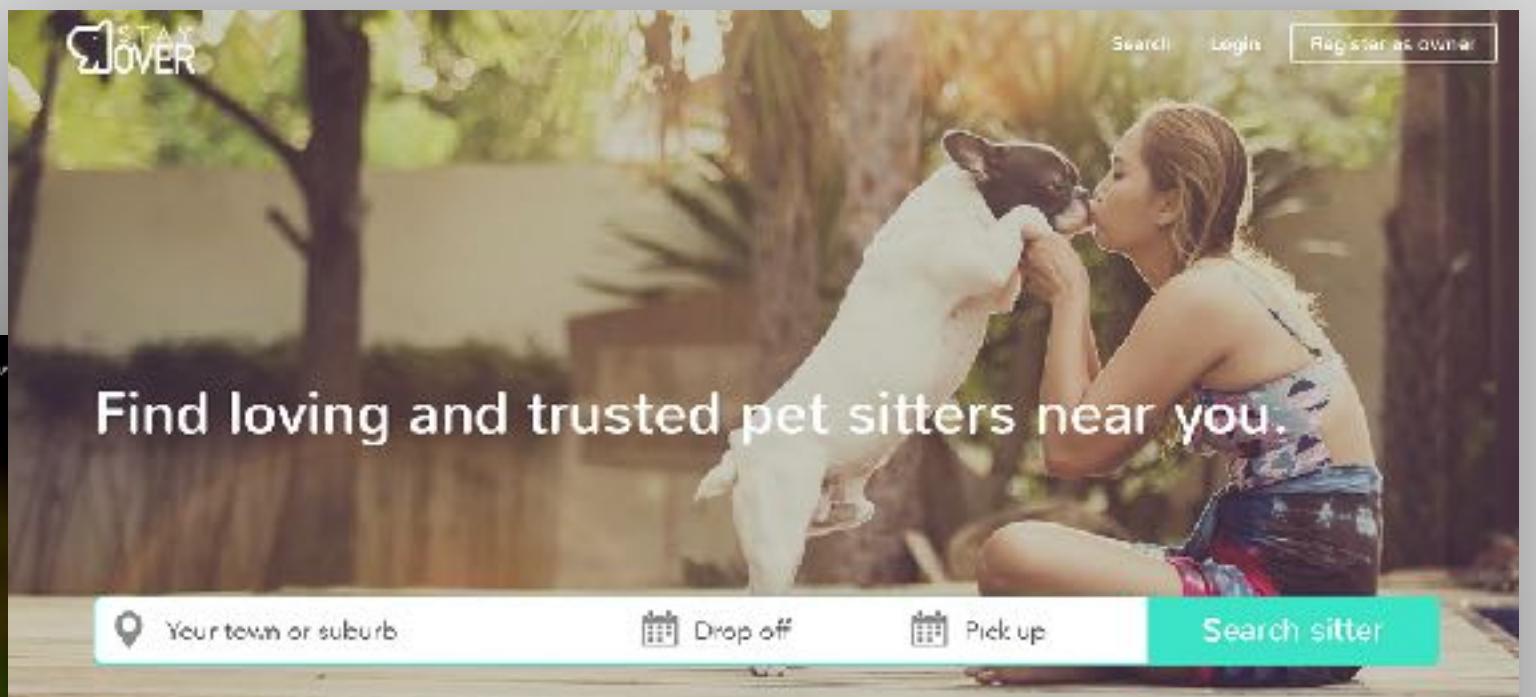
[Register as a pet owner](#)

I'm a pet host

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[Register as a pet host](#)

First review



Here's how Rover Stay Over works



Search

Browse sitters near you and find the one perfect for your needs.



Book

Book and say hello to your pet sitter.



Enjoy

Relax and enjoy, knowing someone trusted is taking care of your best friend.

Find 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.

[Search](#) [Register as owner](#)

Whatever you need, we offer the wide and best services



Pet sitting

At the service provider home



Home visit

At the pet's house



Pet walking

Charged per ten minutes



Pet training



Pick up / Drop off



Grooming

Still something unclear?

[Learn more](#)

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.

This image shows the MVP (Minimum Viable Product) version of the dashboard. It features a green header bar with the logo and navigation links: 'Messages', 'Dashboard', and 'Account'. Below the header is a large central calendar for December 2014. To the left of the calendar are two boxes: 'Messages' (listing Peter, Julia, and Emma with placeholder text) and 'Favourite' (listing Peter with a placeholder profile). To the right is a panel titled 'My Pets' showing booking entries for 'With Julia' and 'With Peter'. The overall design uses a mix of green, grey, and white colors with large, bold text for the main sections.

This image shows the dashboard after the first review. The header has been updated to a teal color. The central calendar remains the same. The 'Messages' and 'Favourite' panels have been updated to use a teal color scheme. The 'My Pets' panel has been renamed to 'My Pet's booking'. The overall design is more cohesive due to the统一的 teal color theme.

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.

LOGO AND NAME

Bondi beach 23/06/15 23/06/15 Search

Refine your search Type of service Pet boarding Type of pet Small dog Where? My place Service providers place

Peter L. ★★★★☆ 33 reviews 500 m away
The best pet sitter in the heart of Bondi
Description, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut
from \$15

Julia R. ★★★★☆ 20 reviews 500 m away
All my love for your pets
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from \$17

Emma T. ★★★☆☆ 16 reviews 800 m away
Grooming and shower at best prices!
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from \$16

Alison P. ★★★☆☆ 10 reviews 850 m away
Real animal's lover looking for new friends
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from \$20

Chris N. ★★☆☆☆ 6 reviews 1200 m away
The best trainer your dog ever had
Description, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut
from \$15

MVP stage

STAY COOLER

Price of services

0.00 50.00

Bondi beach 23/06/15 23/06/15 Search

Type of service Pet boarding Type of pet Small dog

Peter L. ★★★★☆ 33 reviews 500 m away
The best pet sitter in the heart of Bondi
Description, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut
from \$15

Julia R. ★★★★☆ 20 reviews 600 m away
All my love for your pets
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Emma T. ★★★☆☆ 10 reviews 800 m away
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Alison P. ★★★☆☆ 10 reviews 850 m away
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The best trainer your dog ever had
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from \$15

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).

Brand

Login Register

Search your dream job here

Search by restaurant name

Search

More options

Brand

Search by restaurant name

Search

More options

Search your dream job here

Search by restaurant name

Search

More options

Top venues

Kelly's Bar and Grill
BONDI JUNCTION, NSW

Bacco Osteria
MARTIN PLACE, NSW

Chef Gallery
TOWN HALL, NSW

Recent reviews

Restaurant Name

Joel Neal

Review headline max 140 character

08 Apr 2018

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Cras sed sapien quam. Sed dapibus est id enim facilisis, at posuere turpis adipiscing. Quisque sit amet dui dui...

See more

in https://invis.io/UFMORLNWZB9#/305671969_Mobile_-_Homepage_Guest

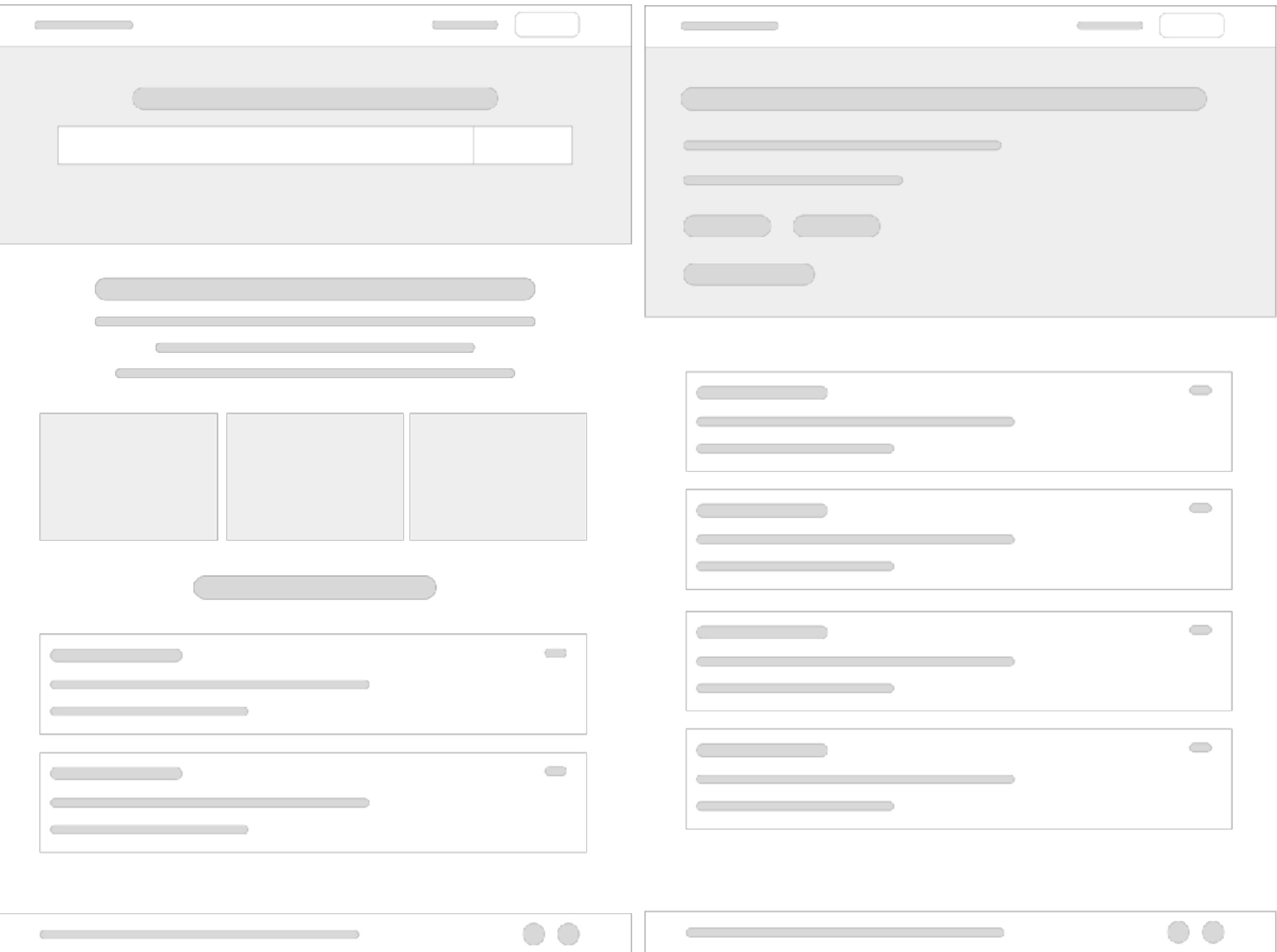
Top venues

Kelly's Bar and Grill
BONDI JUNCTION, NSW

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/UFMORLNWZB9#/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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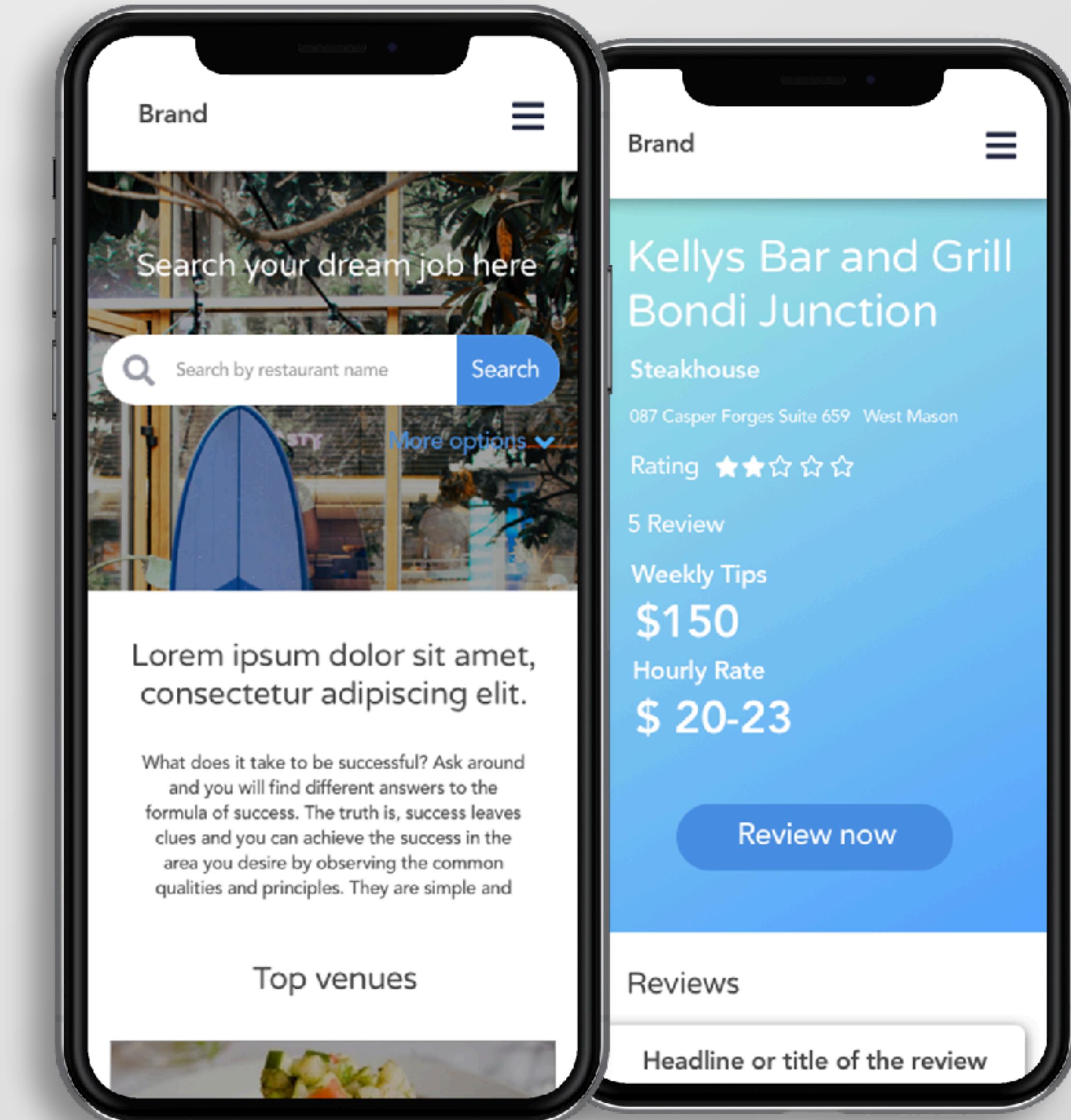
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https://invis.io/UFMORLNWZB9#/305671969_Mobile_-_Homepage_Guest

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.



https://invis.io/UFMORLNWZB9#/305671969_Mobile_-_Homepage_Guest