

the empathy lab
RESEARCH MATTERS.

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UX/UI Design Portfolio
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CONFIDENTIAL

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1. Takealot order tracking

Redesign of Takealot.com's customer order history and tracking experience

Takealot | Customer Order Tracking

Takealot.com is South Africa's largest e-commerce store. Customers can place orders online and then track their order's progress and delivery online.

The Takealot product team was tasked with completely overhauling the customer order history and order tracking screens and experience, in order to reduce customer/call centre contacts relating to order tracking.

In close collaboration with the project's product owner, business analyst, developers, and the rest of the UX/UI team, I designed wireframes for both desktop and mobile to support new functionality and greatly improved UX.

I also designed and co-facilitated guerrilla usability tests which helped the team decide between possible design options early on in the design process.

The new designs had a measurable, positive impact for customers and for the business by significantly reducing call centre contacts.

The old interface

- Items were not grouped clearly by order number.
- Inaccurate tracking information was provided.
- Details were scarce about why an order was delayed.
- The interface was outdated.
- The UX across platforms was inconsistent.

The screenshot shows the 'Order History' section of the Takealot.com website. At the top, there are navigation links for 'Help', 'Email Us', and account information ('Hi Jarrod (that's not me)', 'Login', 'My Account'). A shopping cart icon indicates 4 items. Below the header, a search bar allows filtering by 'last 3 months' or 'All'. The main table lists orders with columns for Order #, Order Date, Title, Status, Expected Date, Qty, and Price. The first two orders are for books, both awaiting payment. The third order is for a Disney Pooh Walker, ordered from supplier. The fourth and fifth orders are for Disney Frozen DVDs, with stock allocated to the user's order. Buttons for 'Cancel this order' and 'Pay now' are visible for each row.

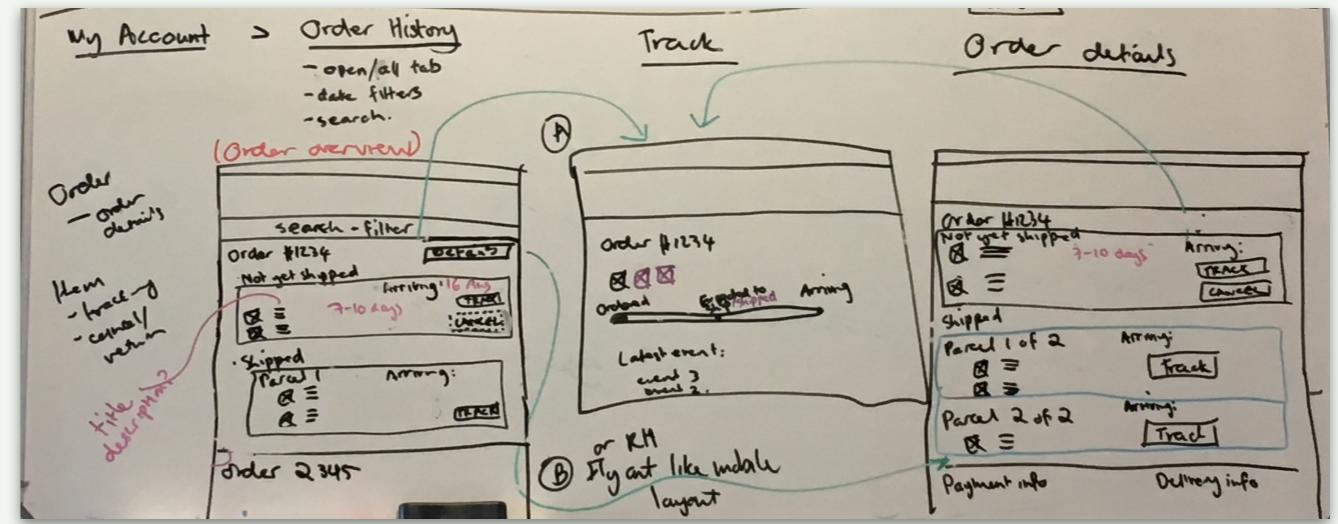
Order #	Order Date	Title	Status	Expected Date	Qty	Price
11017496	05 Jun 2017	Life Application Study Bible NIV	Awaiting Payment	30 Jun 2017	1	R 595.00
11017496	05 Jun 2017	Nuk - First Choice Bottle Silicone Teat - Twin Pack - Size 2 Rabbit 300ml	Awaiting Payment	30 Jun 2017	1	R 249.00
10995108	02 Jun 2017	Life Application Study Bible NIV	Cancelled	13 Jun 2017	1	R 447.00
10878958	23 May 2017	Disney - Pooh Walker - Grey and Blue	Ordered from Supplier	26 May 2017	1	R 983.00
10878958	23 May 2017	Inside Out (DVD)	Stock allocated to your order	26 May 2017	1	R 45.00
10878958	23 May 2017	African Extracts Advantage Intensive Day Cream	Stock allocated to your order	26 May 2017	1	R 130.00
10878958	23 May 2017	Disney's Frozen - Classics (DVD)	Stock allocated to your order	26 May 2017	1	R 40.00

Footer Links:

- Orders**: Daily Deals, App Only Deals, Our Hottest Products, Gift Vouchers
- Help**: Contact Us, FAQ, Shipping & Delivery, Exchanges & Returns, Bank Details, Directions to Warehouse
- Account**: My Account, Orders, Exchanges & Returns, Personal Details, Invoices, Digital Library
- Company**: About Us, Careers, Sell on Takealot, Press & News, Competitions, Terms & Conditions
- Download Our Apps**
- Follow Us**: (links to social media)

My role

- Competitor analysis.
- Research.
- User journeys.
- User requirements.
- Collaboration with the project's BA to assist with tech specifications.
- Desktop and mobile wireframes.
- Usability research (design and co-facilitation).
- Copywriting.



Orders

All Open Orders FILTER

Order #1234567	Arriving by 17 July	Why the wait?
	Beyerskloof - Pinotage - 750ml Qty: 2 R700.00 Ordered from supplier (7-10 days)	Not yet shipped
	Orico USB2 x3 Ultra Mini Hub 2x Card Reader Qty: 1 R844.00 Ordered from supplier (3-5 days)	
	Pampers - Active Baby 111 Nappies - Size 5 Mega Pack Qty: 4 R871.00	
	Taurus - Automatic Vacuum Cleaner Qty: 1 R370.00	

[Track](#)

[View Order Details](#)

Tracking

Arriving by 17 July

10 Jul	Ordered
14 Jul	Expected to ship
17 Jul	Arriving by 17 July

Detailed tracking will become available once your parcel has shipped from our warehouse.

Wireframes

In collaboration with the product team I worked through many iterations of wireframes, from low to high fidelity.

The image displays two wireframe prototypes for the Takealot.com website, illustrating the design process for the Order history and Tracking features.

Order history (Left Wireframe):

- Header:** takealot.com, Help, Hi Jarrod (that's not me), Login, My Account, 3 hearts, 4 items.
- Breadcrumbs:** Account > Order history.
- Title:** Order history
- Filter:** Open orders (2) (selected) or All orders.
- Order Details:**
 - Order #123456 | Ordered on 10 July 2017**
 - Arriving by 17 July** ([Why the wait?](#))
 - Not yet shipped**
 - Items:**
 - Beyerskloof - Pinotage - 750ml (Qty: 2, R700)
 - Orico USB2 x3 Ultra Mini Hub 2x Card Reader (Qty: 1, R844)
 - Pampers - Active Baby 111 Nappies - Size 5 Mega Pack (Qty: 4, R871)
 - Taurus - Automatic Vacuum Cleaner (Qty: 1, R370)
 - Track** button.
- Cancelled:** Samsung Series 4 J4003 32" LED TV (Qty: 1, R309).
- Total:** R1750.00

Tracking (Right Wireframe):

- Header:** takealot.com, Help, Hi Jarrod (that's not me), Login, My Account, 3 hearts, 4 items.
- Breadcrumbs:** Account > Order history > Tracking.
- Title:** Tracking
- Status:** Ready for collection
- Timeline:**
 - Ordered 10 July
 - Ready for collection 12 July
 - Collect before 19 July
- Collection address:** Mr D, Parow
Dion Ctr, Voortrekker Rd, Parow Centre, Parow
Opening hours: Mon - Fri 09h00 - 17h00
- PIN number:** 17954
- Latest update:** 12 July 2017
 - 08h45 Ready for collection. Collect before 19 July <branch address>
 - 10 July
 - 12h45 Parcel arrived at courier facility Cape Town, SA
 - 11h02 Shipped - parcel has left CPT warehouse and is in transit to courier facility Cape Town, SA

Footer:

Orders	Help	Account	Company	Download Our Apps
Daily Deals App Only Deals Our Hottest Products Gift Vouchers	Contact Us FAQ Shipping & Delivery Exchanges & Returns Bank Details Directions to Warehouse	My Account Orders Exchanges & Returns Personal Details Invoices Digital Library	About Us Careers Sell on Takealot Press & News Competitions Terms & Conditions	Follow Us

The final product

- The project went live on all 4 of Takealot's platforms (desktop, mobi web, iOS and Android) and is still in use.
- The new designs provided clear information to customers about their order history and order details.
- Accurate and detailed tracking information and events was available to customers.
- The user experience was simplified and more intuitive, and the UI had a fresher, more contemporary look and feel.
- Data showed that this redesign significantly reduced call centre contacts for the business.

The image displays the Takealot platform across two devices. The top portion shows the desktop website with a clean, modern design. It features a header with the 'takealot.com' logo, user account info ('Hi Nicola'), and a shopping cart icon. Below the header is a blue navigation bar with a dropdown menu for 'Shop by Department'. The main content area is titled 'Orders' and shows two recent deliveries. Each delivery card includes the order number, delivery date, signature information, product details (name, quantity, price), and a 'Track' button. The bottom portion shows the mobile application's 'Orders' screen. It has a similar header with connectivity and battery status. The main content area lists three orders under 'LAST 3 MONTHS'. The first order is for 'Ultra Link 100 X Solar Fairy String Lights - Black' (Qty: 1, R 199). The second order is for 'Inverroche - Amber Gin - 750ml' (Qty: 1, R 329). The third order is for 'OY Magnetic Paper Clip Holder Cheeping Bird' (Qty: 1, R 179). To the right of the orders, there are sections for 'Order Details' and 'Pay Now' (for the awaiting payment order). At the bottom, there is a section for 'Cancelled Item(s)' with a small image of a blue item.

2. Takealot seller portal

Redesign of Takealot.com's seller portal

Takealot | Marketplace Seller Portal: Order Management

Takealot.com's marketplace team went through the process of overhauling their seller portal (used by 3rd party suppliers to fulfil customer orders) in several phases. The order management process was the first phase of this work.

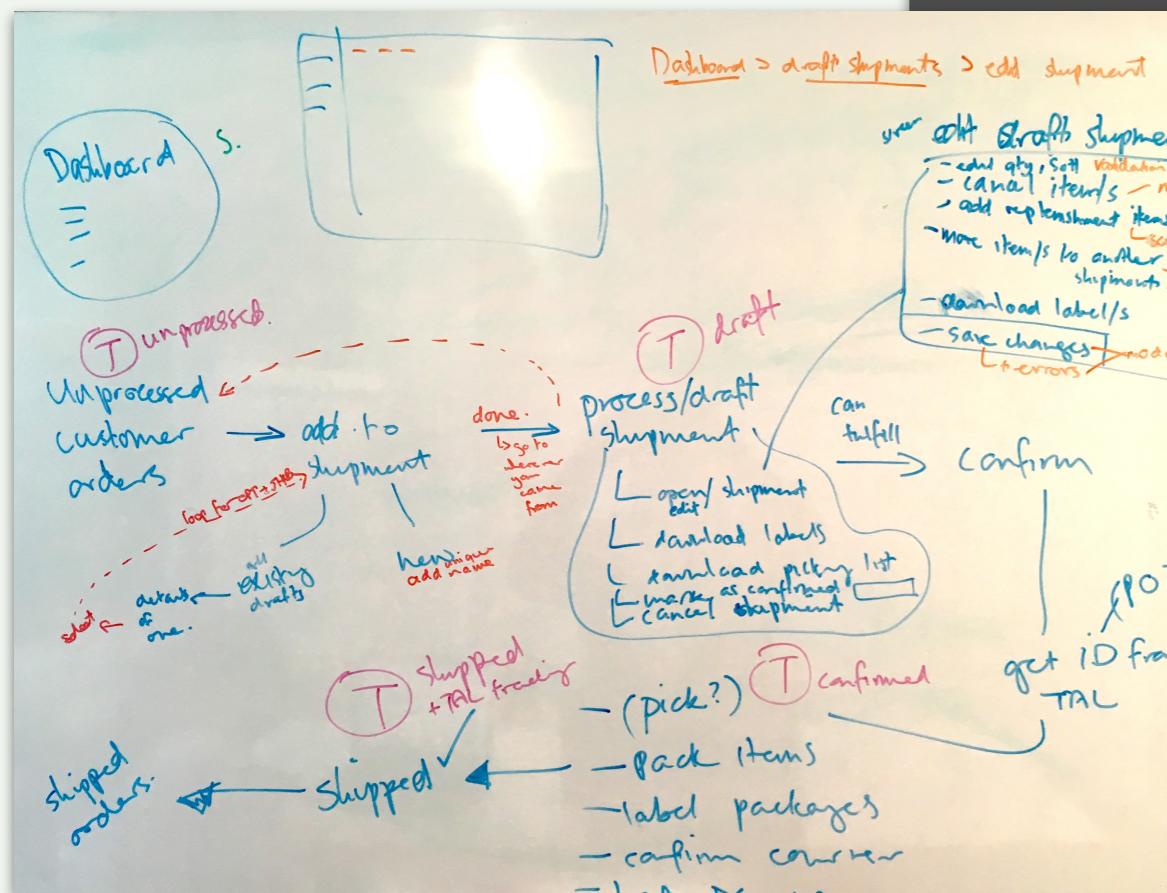
I worked closely with the project's product owner, business analyst and UI designer to greatly simplify the user journey, to introduce consistent patterns throughout the system and to design a new interface that will support sellers in managing and processing incoming customer orders.

I designed wireframes for desktop (currently the portal is available for desktop only), and conducted numerous user interviews to get feedback from sellers early on in the process and to resolve certain issues the team was grappling with.

This new design went live and feedback from customers and the business was positive.

My role

- Research.
- User journeys.
- User requirements.
- Collaborating with the project's BA and Product Owner to assist with tech specifications.

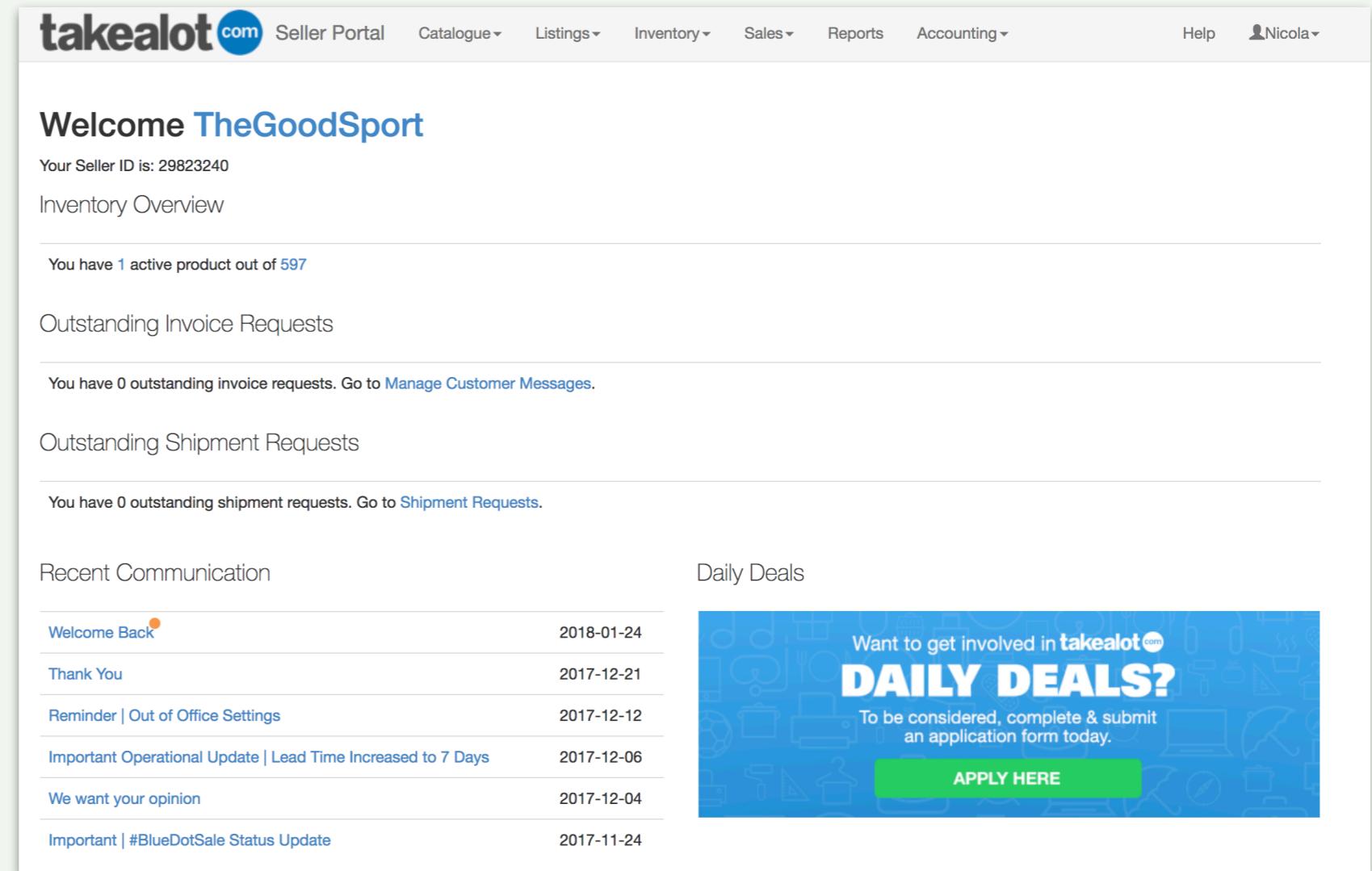


The screenshot shows the 'My Shipment' page on the Takealot.com website. The header reads 'My Shipment 1' and 'Manage Orders > Draft shipments > My Shipment 1'. The main content area is titled 'Draft | Due 30 Oct 2017 | JHB | 56 items'. It displays a table of 56 items with columns for 'Shipment Type', 'Product Title', 'SKU', 'TSIN', 'SoH remaining', 'Stock at Takealot', 'Qty required', and 'Qty sending'. A blue row highlights a 'Customer Order' for 'Product 2'. Buttons for 'Bulk Actions', 'Download product labels', 'Move to another shipment', and 'Remove products' are visible. At the bottom are links for 'Download picking list', 'Download all product labels', and 'Add replenishment products'.

- Desktop wireframes (several iterations).
- Usability research and user interviews.

The original interface

- There were multiple, inconsistent design patterns within the original system.
- Interaction patterns were not standardised and were therefore unintuitive and confusing.
- The system contained many huge and ungainly data tables.
- The UI was outdated.
- The system did not support or encourage good user behaviour or simple, memorable workflows.



The screenshot shows the takealot.com Seller Portal homepage. At the top, there's a navigation bar with links for Seller Portal, Catalogue, Listings, Inventory, Sales, Reports, Accounting, Help, and a user profile for Nicola. The main content area starts with a welcome message: "Welcome TheGoodSport" and "Your Seller ID is: 29823240". Below this is a "Inventory Overview" section stating "You have 1 active product out of 597". There are sections for "Outstanding Invoice Requests" (0) and "Outstanding Shipment Requests" (0), both with links to manage them. A "Recent Communication" sidebar lists messages from the system: "Welcome Back" (2018-01-24), "Thank You" (2017-12-21), "Reminder | Out of Office Settings" (2017-12-12), "Important Operational Update | Lead Time Increased to 7 Days" (2017-12-06), "We want your opinion" (2017-12-04), and "Important | #BlueDotSale Status Update" (2017-11-24). To the right, there's a "Daily Deals" section with a blue background featuring icons and the text "Want to get involved in takealot.com DAILY DEALS? To be considered, complete & submit an application form today." with a green "APPLY HERE" button.

The original interface continued...

takealot.com Seller Portal Catalogue Listings Inventory

Manage Inventory | Shipping Queue

Manage Shipping Queue

- View the status of your Shipping Orders. A Shipping Order is split into Shipments to each of Takealot's fulfilment centres.
- View, prepare and track Shipments
- Shipping Orders must be created from the 'Manage Inventory' section in the Seller Portal

Orders **Shipments**

Show All Open Closed

Order Name / Order ID

Showing results 1 - 50 of 111

↑ Order name	↑ Order ID	↑ Date Last Updated	↑ Total SKUs	↑ Total Quantity Shipped
Gia30/01/2018A	168194	2018-01-30	28	56
TGS 29/01/2018	167988	2018-01-29	1	1
Gia29/01	167685	2018-01-29	1	1
Gia129/01	167686	2018-01-29	1	1
Gia528/01	167675	2018-01-28	2	2
Gia3/1/2018	167646	2018-01-27	1	1
Gia427/01	167651	2018-01-27	3	3
gia27/01/2018	167628	2018-01-27	1	1
Gia227/01	167645	2018-01-27	1	1
TGS26/01/2018	167396	2018-01-26	1	1
TGS 26/01/2018	167605	2018-01-26	1	1
re print bar code	167294	2018-01-25	0	None
Gia25/01	167263	2018-01-25	1	1

takealot.com Seller Portal Catalogue Listings Inventory Sales Reports Accounting Help Nicola

Manage Inventory | Shipping Queue | Export Full Inventory

Manage Inventory

- Change product sale prices directly in the form below and click 'Save' to make the change appear on the Takealot website.
- Select products for several actions by checking the respective row.
- Action 'Send / Replenish Stock': Send inventory to one or more Takealot warehouses.
- Action 'Close Listing': Hides your offer from the Takealot website. Customers can not buy a closed listing.
- Action 'Re-List': Re-listing a closed Listing will make your product buyable again if in stock.
- Action 'Create Removal Order': Remove inventory from one or more Takealot warehouses. Please close your listings before if you do not want sales to occur while the Removal Order is being processed.
- Filter 'Eligible for Storage Fees': Inventory in Takealot warehouses which is currently eligible for end-of-month storage fees.

Search by Title

Search

Search by Barcode, SKU or TSIN

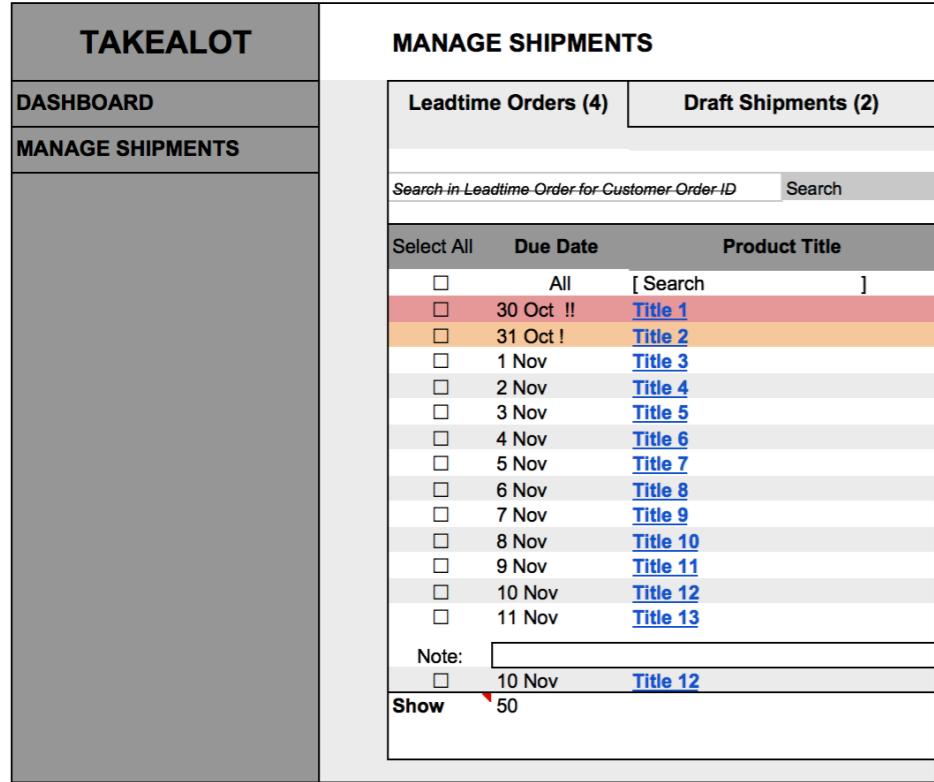
Search

Clear Filters Add Listing Action Show All Items Reset Save

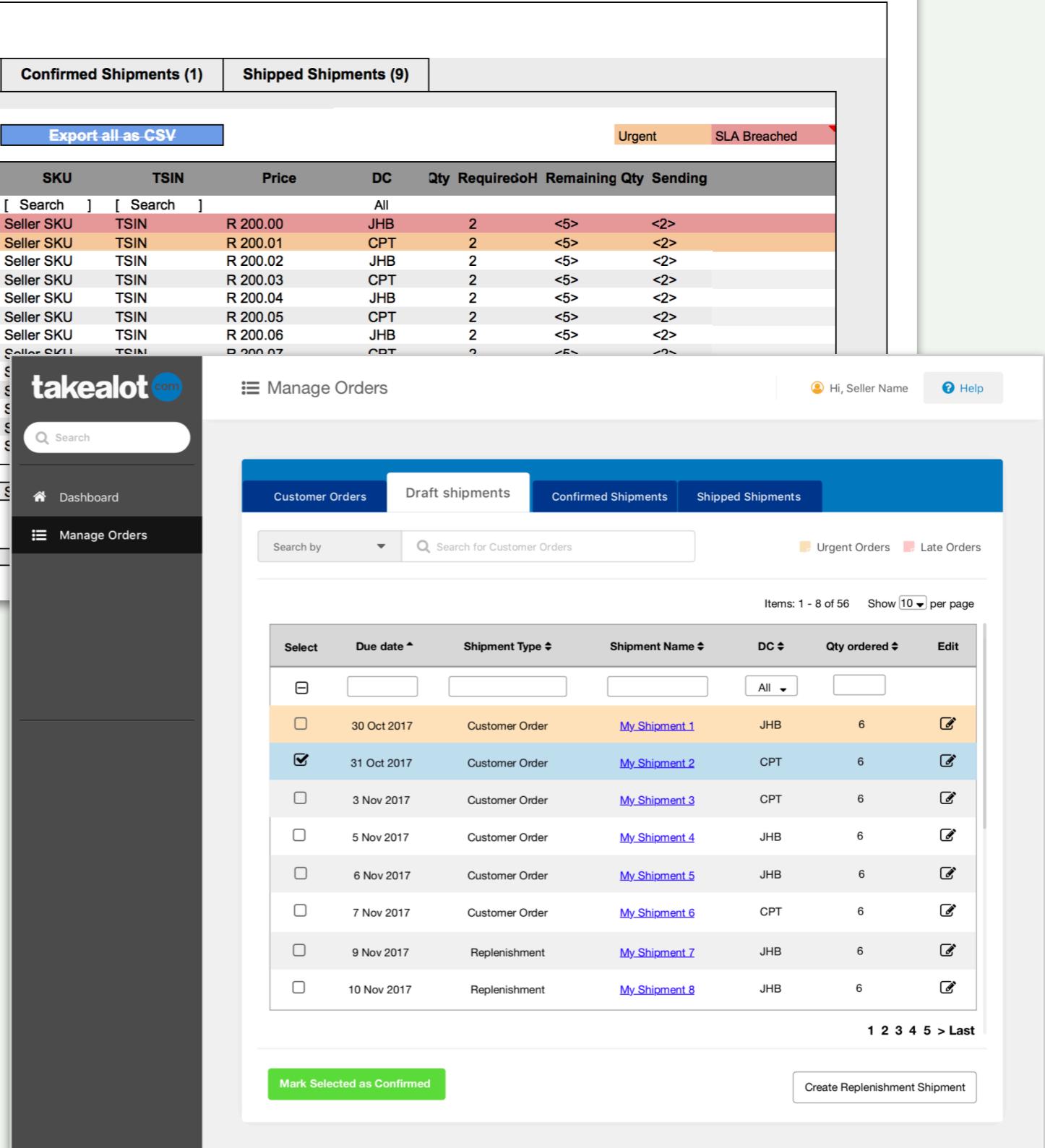
Showing results 1 - 50 of 597

Action	↑ Status	↑ SKU	TSIN	↑ Title [Barcode]	↑ Lead Time	↑ Quantity Available	↑ SOH My Warehouse	↑ Open Orders	↑ RRP	↑ Current Price
<input type="checkbox"/>	Inactive	9900674920899	51668671	TheGoodSport Suede Yoga Combo - Light Blue [MPTAL00494463]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	9900674920882	51668670	TheGoodSport Suede Yoga Combo - Peacock Feather [MPTAL00494462]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	9900674920875	51668669	TheGoodSport Suede Yoga Combo - Blue Bird [MPTAL00494461]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	9900674920868	51668668	TheGoodSport Suede Yoga Combo - Elephant [MPTAL00494460]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	9900674920851	51668667	TheGoodSport Suede Yoga Combo - Reindeer [MPTAL00494459]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	9900674920844	51668678	TheGoodSport Suede Yoga Combo - Peacock Display [MPTAL00494458]	5 days	0	0	0	0	895
<input type="checkbox"/>	Inactive	VT0310 WHITE >	51480177	Vitalsox Compression Pack of 2 Running Socks - White (Size: XL) [MPTAL00490860]	5 days	0	0	0	0	395

Wireframes



Initially I was presented with rough and overly-complicated Excel wireframes that the BA had designed. (above)



I transformed these into Sketch wireframes and iterated closely with the Marketplace Product Team to overhaul the design. (right)

Select	Due date ▲	Shipment Type ▲	Shipment Name ▲	DC ▲	Qty ordered ▲	Edit
<input type="checkbox"/>				All		
<input type="checkbox"/>	30 Oct 2017	Customer Order	My Shipment 1	JHB	6	
<input checked="" type="checkbox"/>	31 Oct 2017	Customer Order	My Shipment 2	CPT	6	
<input type="checkbox"/>	3 Nov 2017	Customer Order	My Shipment 3	CPT	6	
<input type="checkbox"/>	5 Nov 2017	Customer Order	My Shipment 4	JHB	6	
<input type="checkbox"/>	6 Nov 2017	Customer Order	My Shipment 5	JHB	6	
<input type="checkbox"/>	7 Nov 2017	Customer Order	My Shipment 6	CPT	6	
<input type="checkbox"/>	9 Nov 2017	Replenishment	My Shipment 7	JHB	6	
<input type="checkbox"/>	10 Nov 2017	Replenishment	My Shipment 8	JHB	6	

The final product

The new designs present a much clearer workflow, with consistent patterns and interactive and visual elements to support the user in their order management.

takealot.com

Manage Orders

Hi, Seller Name | R 1203.20 Available | Help

Orders Summary **Customer Orders** **Draft Shipments** **Confirmed Shipments** **Removals**

Search by: Search for Customer Orders Urgent Orders Late Orders

Show	Select	Delivery Date	Product	Price	Warehouse	Stock	Qty Required	Qty Sending
[+]	<input type="checkbox"/>	1 January 2017	Product Title 11 Seller SKU TSIN Barcode	R 200.00	JHB	5	2	- +
[+]	<input type="checkbox"/>	2 January 2017	Product Title 12 Seller SKU TSIN Barcode	R 100.00	CPT	5	4	- +
[+]	<input type="checkbox"/>	3 January 2017	Product Title 13 Seller SKU TSIN Barcode	R 50.00	JHB	5	2	- +
[+]	<input type="checkbox"/>	5 January 2017	Product Title 14 Seller SKU TSIN Barcode	R 25.00	CPT	5	2	- +
[+]	<input type="checkbox"/>	6 January 2017	Product Title 15 Seller SKU TSIN Barcode	R 200.00	JHB	5	2	- +

← Prev 1 2 3 4 5 Next → Cancel Add To Shipment

Orders

Inbox (3)

Products

Reports

Marketing

Settings

SELLERS PORTAL TOUR
Familiarise yourself with all seller portal features.

TAKE THE TOUR

3. Takealot's usability testing lab

Setting up takealot.com's usability lab and conducting benchmark tests for search and browse functionality.

Takealot | Usability Lab and Tests

Before I joined the company, Takealot did not conduct in-depth usability testing. They had neither the human or technical resources to do so.

I was tasked with setting up their usability lab, which now includes a dedicated testing room and a range of devices and recording software such as lookback.io.

I researched usability tools, sourced recruitment agencies, and project managed and implemented the company's first set of comprehensive benchmark usability tests, covering search and browse features specifically.

I had to engage with numerous stakeholders within the business to design a usability test and test artefacts that covered assorted business research requirements. I co-facilitated and observed several rounds of testing with my UX colleagues, and collated and analysed all the data afterwards, so that we could present concrete findings and proposed improvements to the business.

In the process I also trained my UX colleague to run a second round of testing focusing on Takealot's checkout process, which I co-facilitated and observed.

I also introduced more informal testing at Takealot, including on-site surveys at the Cape Town warehouse, informal testing in the Foreshore, and ad hoc user interviews.

Example tasks and testing artefacts

Task 1: Let's assume your kettle has broken and you need to buy a new one. Show me how you would buy a kettle from the Takealot website (any price, make or brand)



✓	Possible user action	Notes
	Searched	
	Browsed	
	Sorted	
	Filtered	
	Add to cart	
	Viewed PDP	

Notes:

Overall task score: _____ [0 = failed, 1 = struggled]

Reason: _____

The screenshot shows a desktop browser window displaying the Takealot website. The user is viewing a search results page for 'kettles & toasters'. The page lists several products, including the 'Salton - Cordless Glass Kettle' (R 215), 'Russell Hobbs - Illuminating Glass Kettle - 1.7 Litre' (R 499), and 'Mellerware - Vision II Glass Kettle - Blue' (R 279). Each product listing includes an image, price, rating, and a 'Add to cart' button. The browser's address bar shows the URL: https://www.takealot.com/home-kitchen/kettles-toasters-10865. The video player interface at the bottom indicates it is a Lookback Participate Desktop recording.

Example of user task and facilitator/observer script and score card (above) and lookback.io video and screen recording (right)

The test results

Every task and participant was scored according to a matrix of success. These scores were then collated so an overall success/failure rate could be calculated.

A	B	C	D	E	F	G	H	I	J
DESKTOP	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	Avg Score
1: Buy a new kettle	0	1	2	2	2	0	2	1	1,25
2: Buy a new TV	0	2	1	2	1	0	2	1	1,13
3: Buy a gift	0	0	1	0	2	0	2	1	0,75
4: Buy something to read	0	0	2	2	2	2	2	0	1,25
5: Spend R1000 voucher	-	2	0	1	-	-	-	-	1,00
score per task	0,00	1,00	1,20	1,40	1,75	0,50	2,00	0,75	1,08
rating per task	3,75	3,00	4,20	4,00	4,50	2,50	4,00	3,75	3,71
satisfaction rating	4	4	4	4	5	3	4	4	4
NPS	10	10	8	8	10	7	8	8	

Key findings

Once the data was analysed and summaries, the key issues identified during testing were then triaged with the CTO and Product Owners, and prioritised into Jira tickets. These insights were used to inform the Product roadmap going forward.

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	
2 ISSUES	1	2	3	4	5	6	7	8	S-TOTAL	1	2	3	4	5	6	7	8	S-TOTAL	TOTAL	FIXES	PRIORITY	EASE TO FIX	SOLUTION	PLATFORM	NOTES	JIRA Ticket	
3 General																											
4 User confused by	y	y	y	y	y	y	y	y	8									-	8	1	UI fix for this	Desktop			PRD-36		
5 User confused by	y	y	y	y	y	y	y		4									1	5	1	"Movies and "Series" [In	Both			PRD-28		
6 Search																											
7 auto	y							y	2	y								1	3	4	3	Evaluate suggestions	Both	Box" and user clicked on it	PRD-47		
8 sea	t	y						y	2									1	3	1	3	intuitive (.e.g "Toys for 7 year old	Both	for "Search by Filters"	PRD-50		
9 une	g	y						y	2		y							2	4	1	1	service for Brands	Both	Check with ML	PRD-54		
0 Filters																											
1 Us	y								1		y	y	y					3	4	2	2	obvious? Anchor to top of	Mobi			PRD-46	
2 Us	e							y	2									1	3	2	1	coming soon - need front-end)	Desktop			PRD-45	
3 Us		y							1									0	1	3	1	double check this issue	Desktop	Check if categories are helpful	PRD-30		
4 Us	or		y						1									0	1	4	2	Fix data and facet	Desktop			PRD-52	
5 Us	r'							y	1									1	1	2	2	across dept. Hanz to create new	Desktop			PRD-56	
6 se									1	y	y	y					3	3	1	3	doesn't support it yet	Both			PRD-42		
7 Promos																											
8 cho											y	y						3	5	1	1	MP+Retail Requirements AND	Both			PRD-44	
9 cho											y	y						3	5	1	2	platforms.	Both	new offers aren't called the	PRD-44		
0 bun											y							1	2	3	2	platforms.	Both			PRD-43	
1 bou											y							2	3	2	2	platforms.	Both			PRD-51	
2 PDP																											
3 Use		y							1									0	1	3	2	platforms.	Both			PRD-41	
4 Use	DP								1									0	1	3	2	platforms.	Both			PRD-55	
5 sun		y	y						2	y							2	4	2	2	Backfill using datasources	Both			PRD-35		
6 Shipping																											
7 Use			y						1	y	y						4	5	1	1	collecting, so: Hide CPT JHB	Both			PRD-34		
8 Use	it?	y							2								0	2	4	1			this		PRD-53		
9 day		y	y	y	y	y	y	y	6	y	y	y	y	y	y		6	12	1	2	days"	Both	Same as next		PRD-62		
0 any	y	y							1	y							4	5	1	2	Add: "Delivered in x-y days"	Both			PRD-32		
11 Cart/ATC																											
12 listi		y							1								0	1	4								
13 mor									1								1	2	3	2	on all platforms. Add "checkout	Both			PRD-33		
14 Use	art								1								0	1	3	2					PRD-37		
15 Other																											
16 bet		y							1								0	1									
17 bar			y	y					2								0	2									
18 top	ls.		y	y					1								0	1	3	1	on this	Desktop			PRD-38		
19 below the fold			y						1	y							1	2	3	3		Both	use these/find these		PRD-40		
SUMMARY																											

Example of key findings from usability tests, as grouped into themes, prioritised, and linked to Jira tickets (sensitive information greyed out)

4. Nedbank credit cards

UX and UI design work for Nedbank's online credit card applications

Nedbank | Online credit card applications

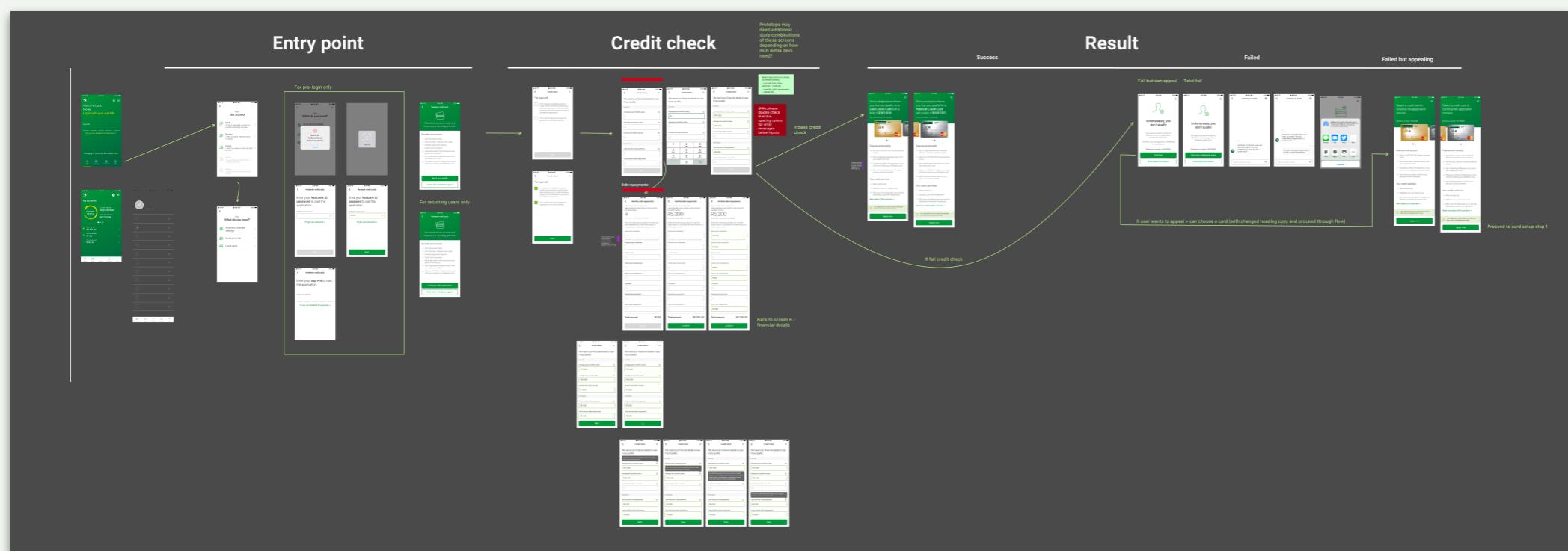
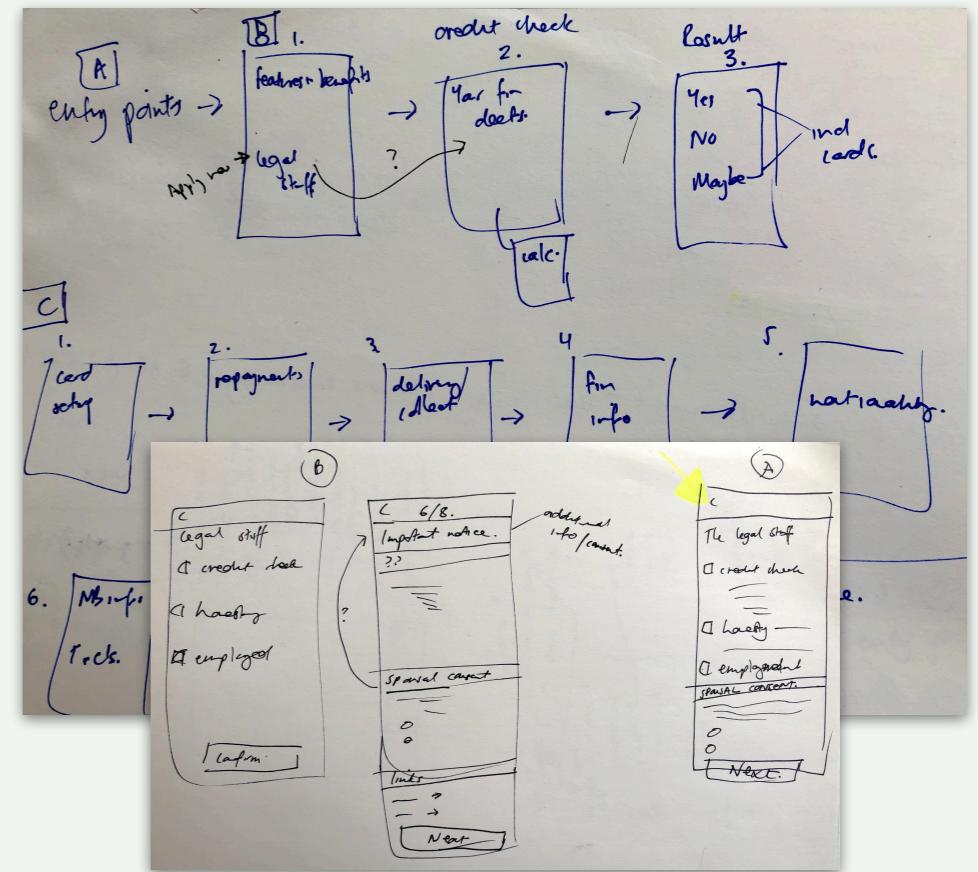
Nedbank is one of the biggest banks in South Africa. In my role there as a senior UX consultant I was tasked with designing their online credit card application process.

At the time of this project, users could not apply online for a credit card - they had to go into a branch to do so. This took time and was overly complicated.

Phase 1 of this project let users complete a credit check and credit card application in Nedbank's Money App, by chatting in app with a call centre agent. Phase 2 enabled users to complete the entire process in their banking app or using Nedbank's online banking web platform, giving them immediate results and feedback.

My role

- Research.
- Competitor analysis.
- User journeys.
- Collaborating with the user testing team to test designs.
- Wireframes for native app and responsive web.
- UI design for native app and responsive web, using Nedbank's design system and component library.



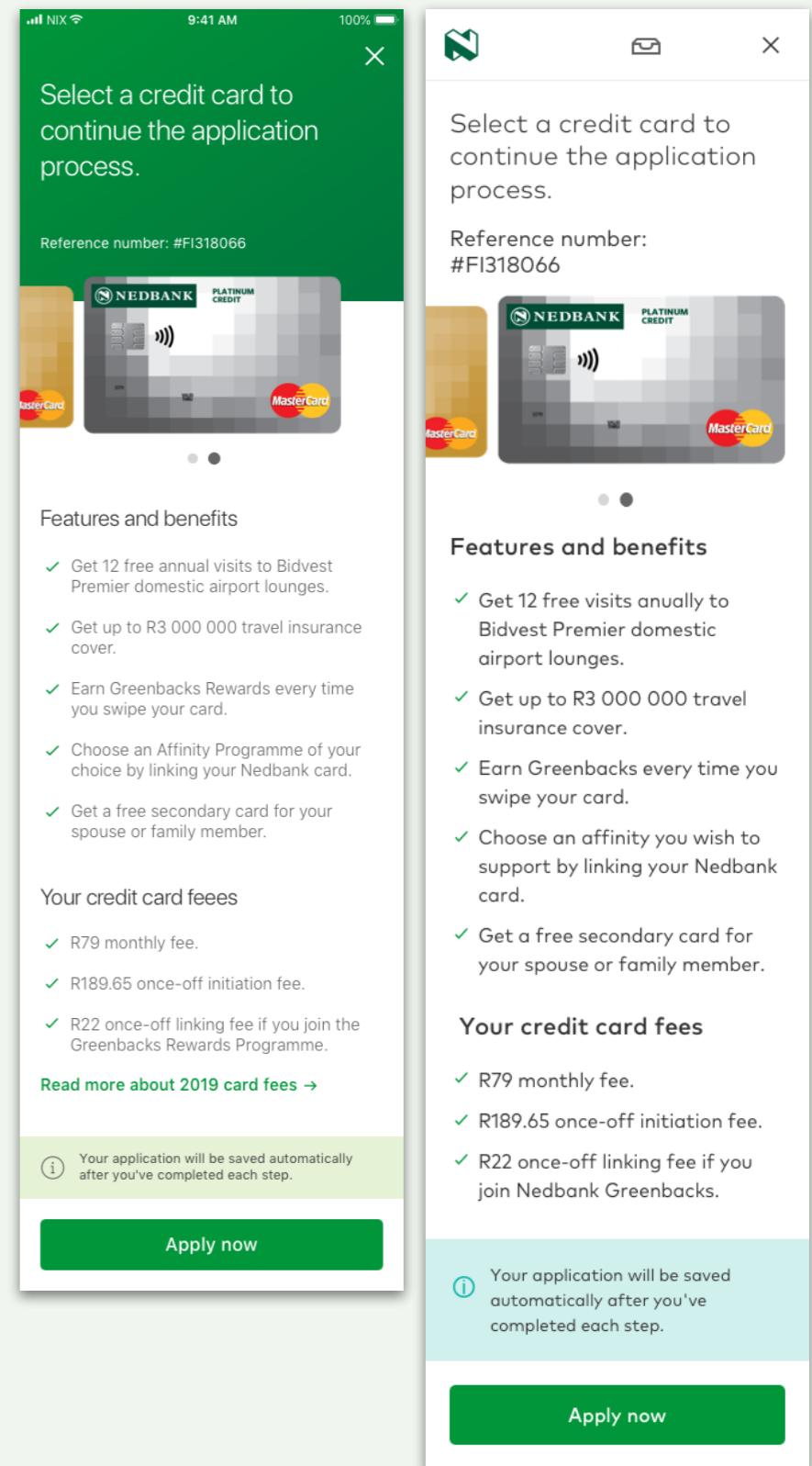
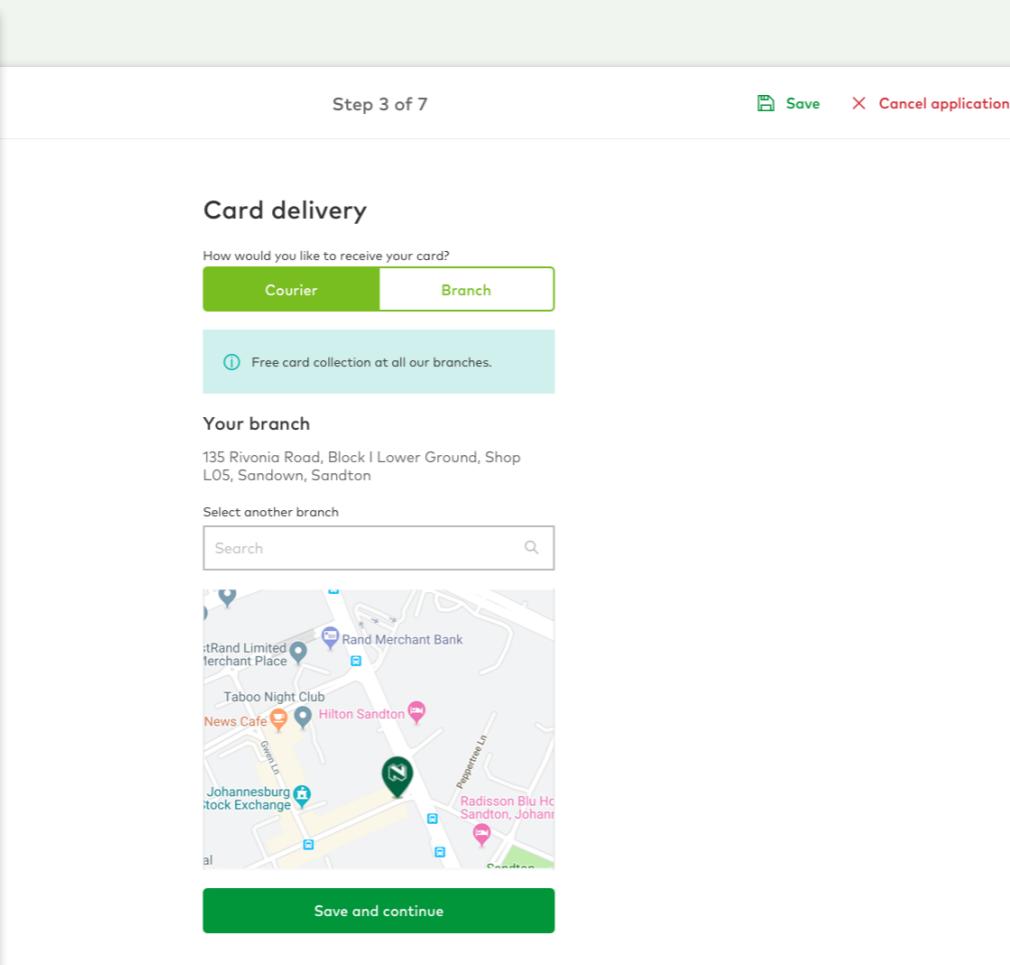
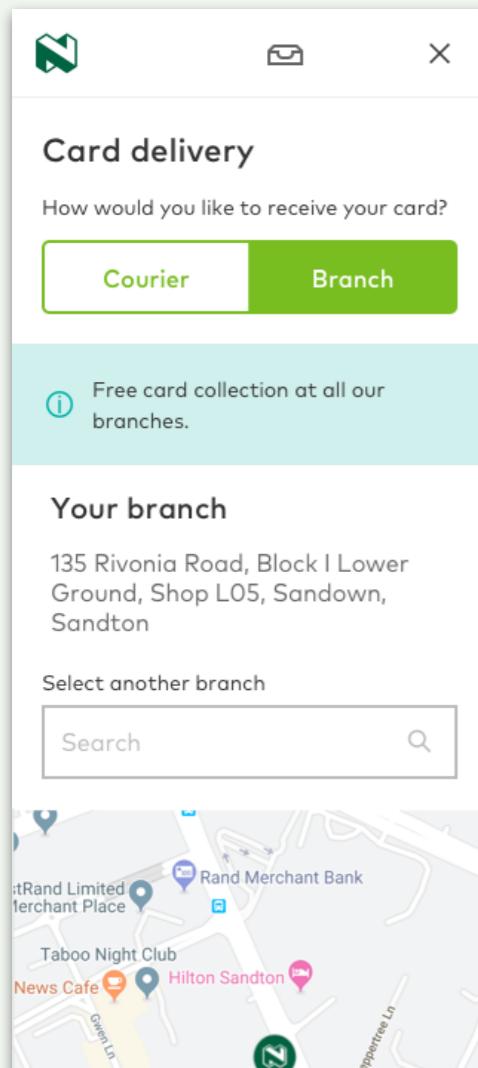
Wireframes and user journeys for the credit card application process.

UI Design

Once we had completed usability testing and the user journey and wireframes were complete, I collaborated with a fellow UI designer to complete the UI.

All UI at Nedbank is governed by the Nedbank Design System, which is implemented through reusable components in assorted Sketch libraries.

Using these libraries, I completed the UI design work for iOS and Android, and mobile and desktop responsive web.



5. Luno's crypto bundles

UX and UI design work for Luno's crypto bundle investment product

Luno | Crypto bundle flows

Luno is South Africa's largest crypto wallet and exchange. In my role there as a product design team lead I was tasked with designing their new crypto bundle product (amongst many other things).

This product was challenging to design because we had to convey a sizeable quantity of information to customers in a succinct and informative way. We also had to resolve entry points into this new flow, and cater for transient states like rebalancing of the bundle. Additionally, new components in the design library were required.

We conducted numerous rounds of usability testing - both moderated and unmoderated - for the buy, sell and top up flows, and for individual components including tables and data visualisation.

I collaborated closely with our product manager, UX writer, developers and our systems designers to create new flows that were usable, simple and understandable - for Luno's website and iOS and Android apps.

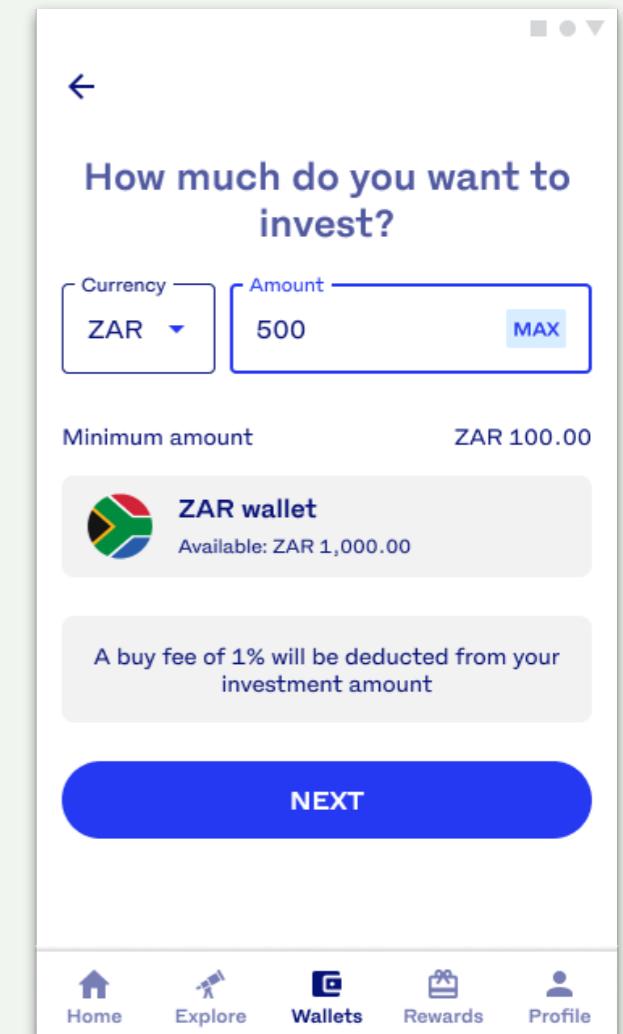
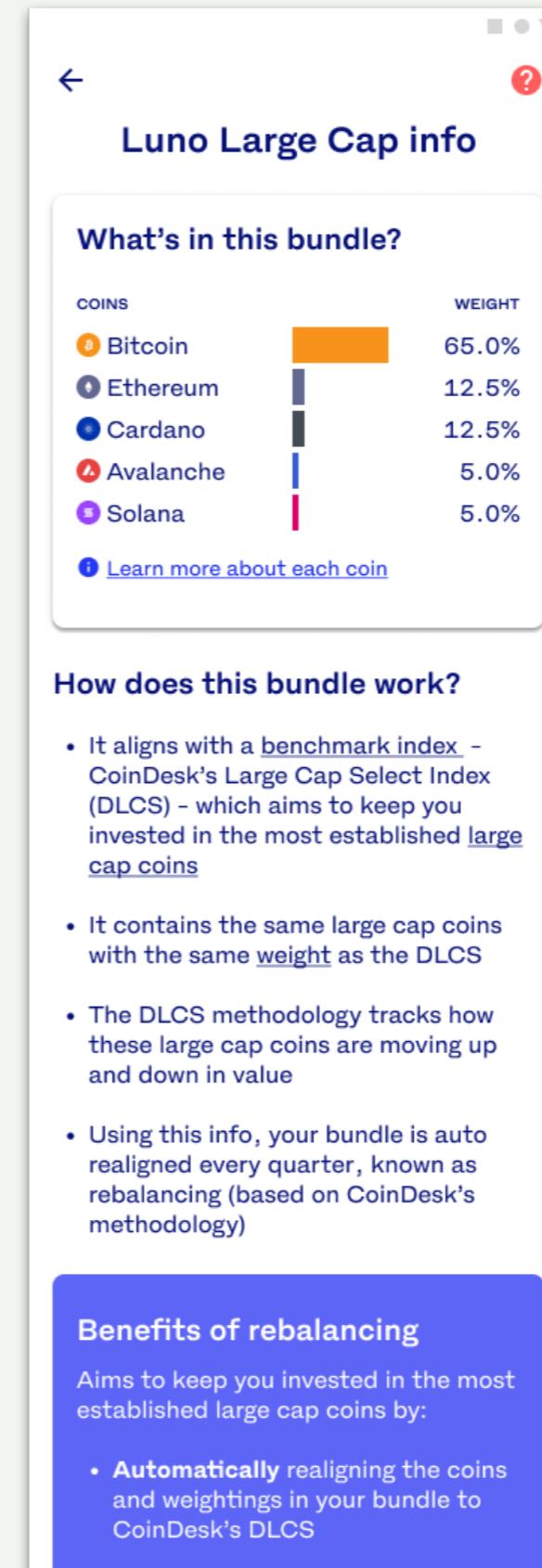
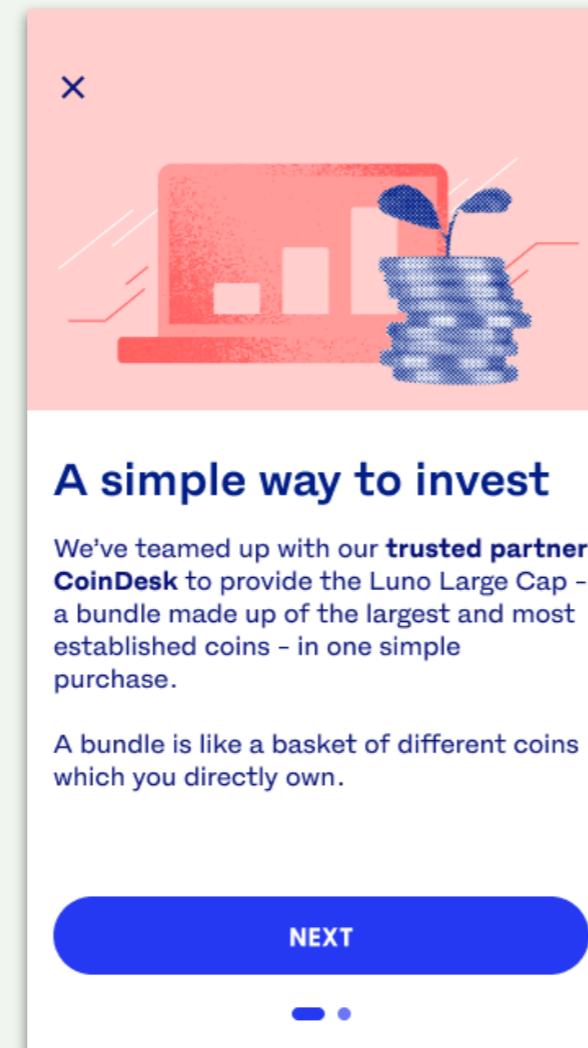
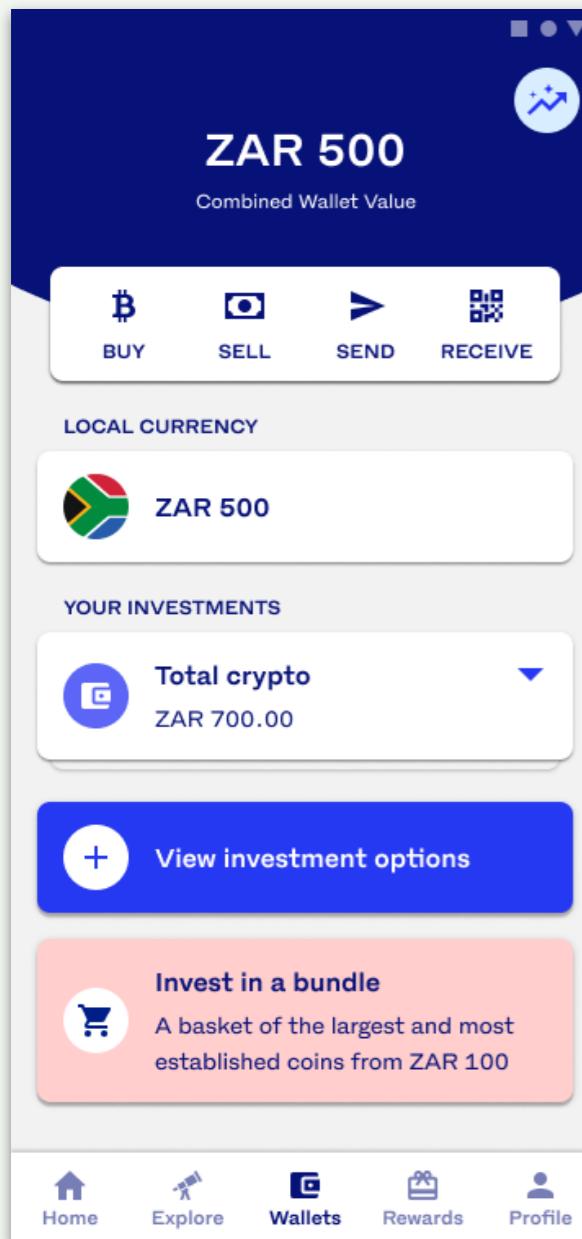
My role

- Research, competitor analysis.
- User journeys.
- Wireframes for native apps and responsive web.
- High-fidelity prototypes.
- In depth, moderated and unmoderated user testing (including with Maze and usertesting.com).
- UI design of new components, for inclusion in Luno's design system and component library.



A selection of new components I designed.

The final product



The final product continued...

Screenshot 1: Investing ZAR 500.00 in your bundle

You SPEND
ZAR 500.00

BUY FEE 1%
1%
ZAR 5.00

YOU RECEIVE
ZAR 495.00 worth of a bundle

I understand that I own the underlying coins in this bundle, and that owning this bundle will incur fees. I instruct Luno to rebalance this bundle in accordance with the methodology.

I have read and understand the [terms and conditions](#) and the [bundle methodology](#).

CONFIRM

Home **Explore** **Wallets** **Rewards** **Profile**

Screenshot 2: You invested ZAR 495 in your bundle

Your investment will be added to your bundle portfolio

VIEW MY BUNDLE **GO TO WALLET**

Screenshot 3: Bundle Details

ZAR 550
Luno Large Cap

TOP UP **SELL**

PROFIT AND LOSS

ALL TIME	TOTALS
+ ZAR in	ZAR 495.00
- Fees	ZAR 5.00
+ ZAR growth	ZAR 55.00
+ ZAR out	ZAR 100.00
= Total worth	ZAR 550.00

You're up **ZAR 55.00**. This is +11% of your ZAR in.

COIN INFO

Coin	Weight	Value (ZAR)
BTC	75.0%	412.50
ETH	16.0%	88.00
ADA	4.0%	22.00
SOL	3.0%	16.50
AVAX	2.0%	11.00
TOTAL	100%	ZAR 550.00

Number of coins 5
Rebalancing Quarterly

6. Luno's new home tab

UX and UI design work for Luno's new home tab

Luno | New home tab

in Q1 of 2023 Luno undertook a revamp of its UI, moving the brand into a fresher, more contemporary space. A key component of this process was redesigning the home tab.

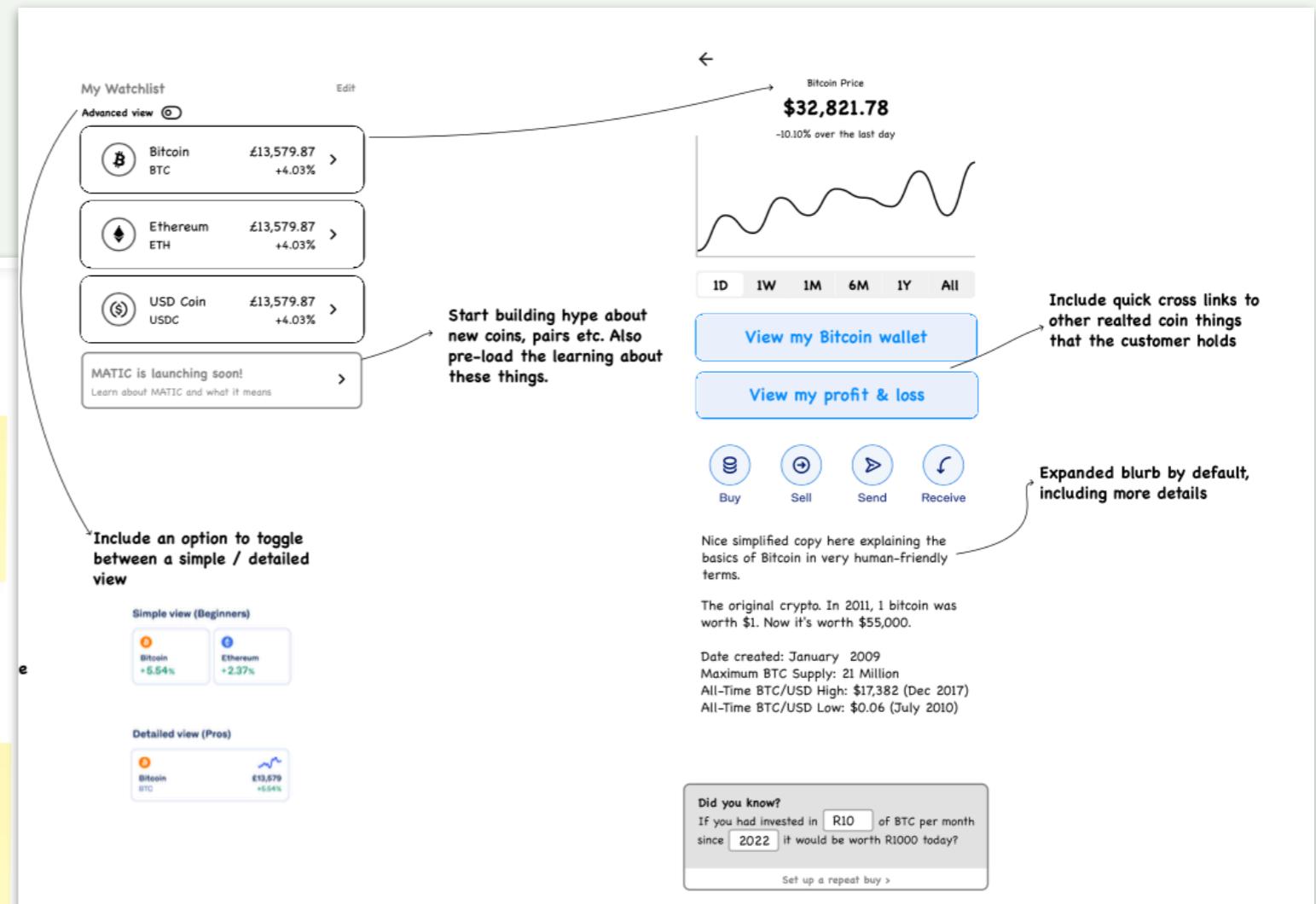
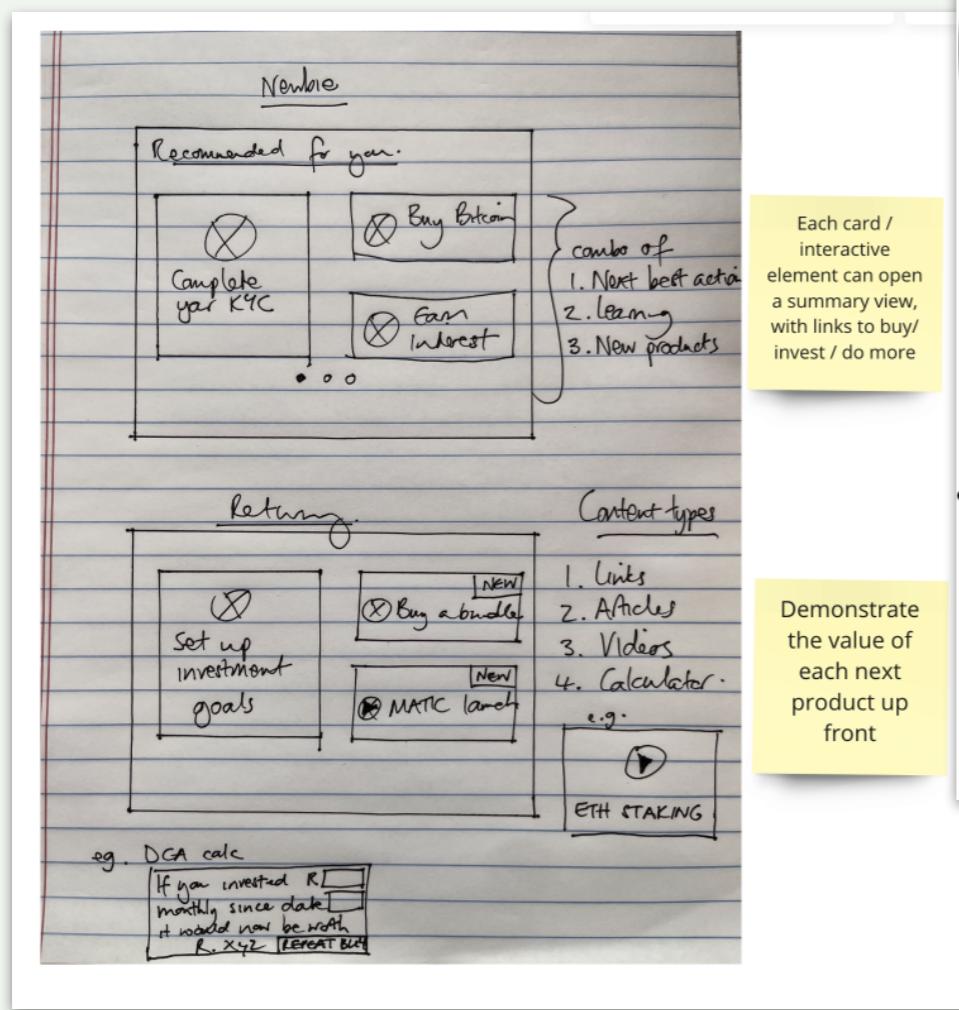
For this project, the team (myself, our design principal, UI lead, product manager and one of my product design line reports) worked rapidly in several one-week long design sprints.

We iterated daily on wireframes and designs, incorporating existing customer feedback and insights from previous rounds of usability testing. Additionally, we designed for a progressive customer journey with Luno over time (from a brand new customer with no crypto products, to an experienced investor).

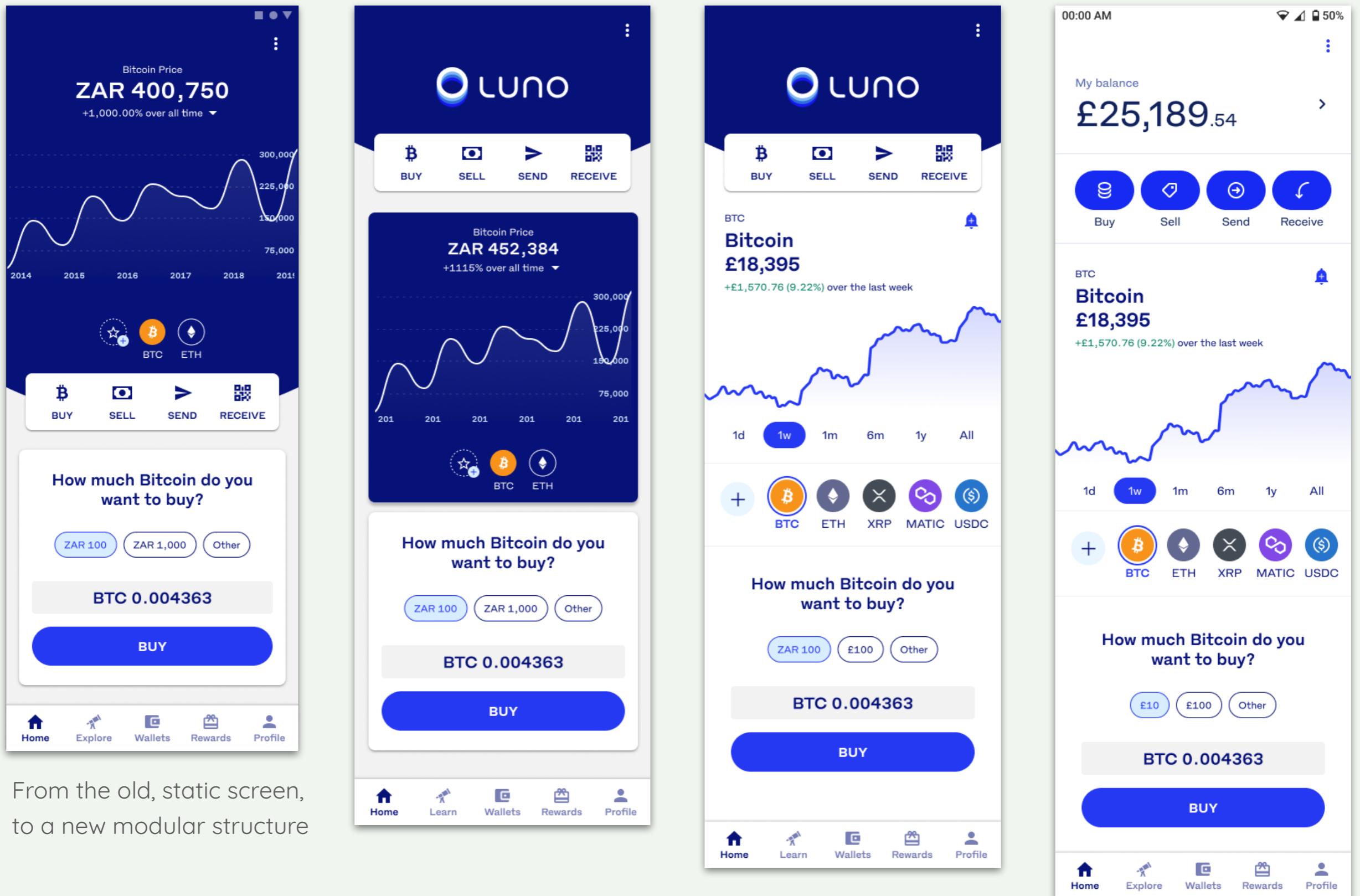
We planned and delivered an incremental evolution of the home tab, from an outdated design to new, modular components that aligned with changing customer needs and the business's product marketing strategy.

My role

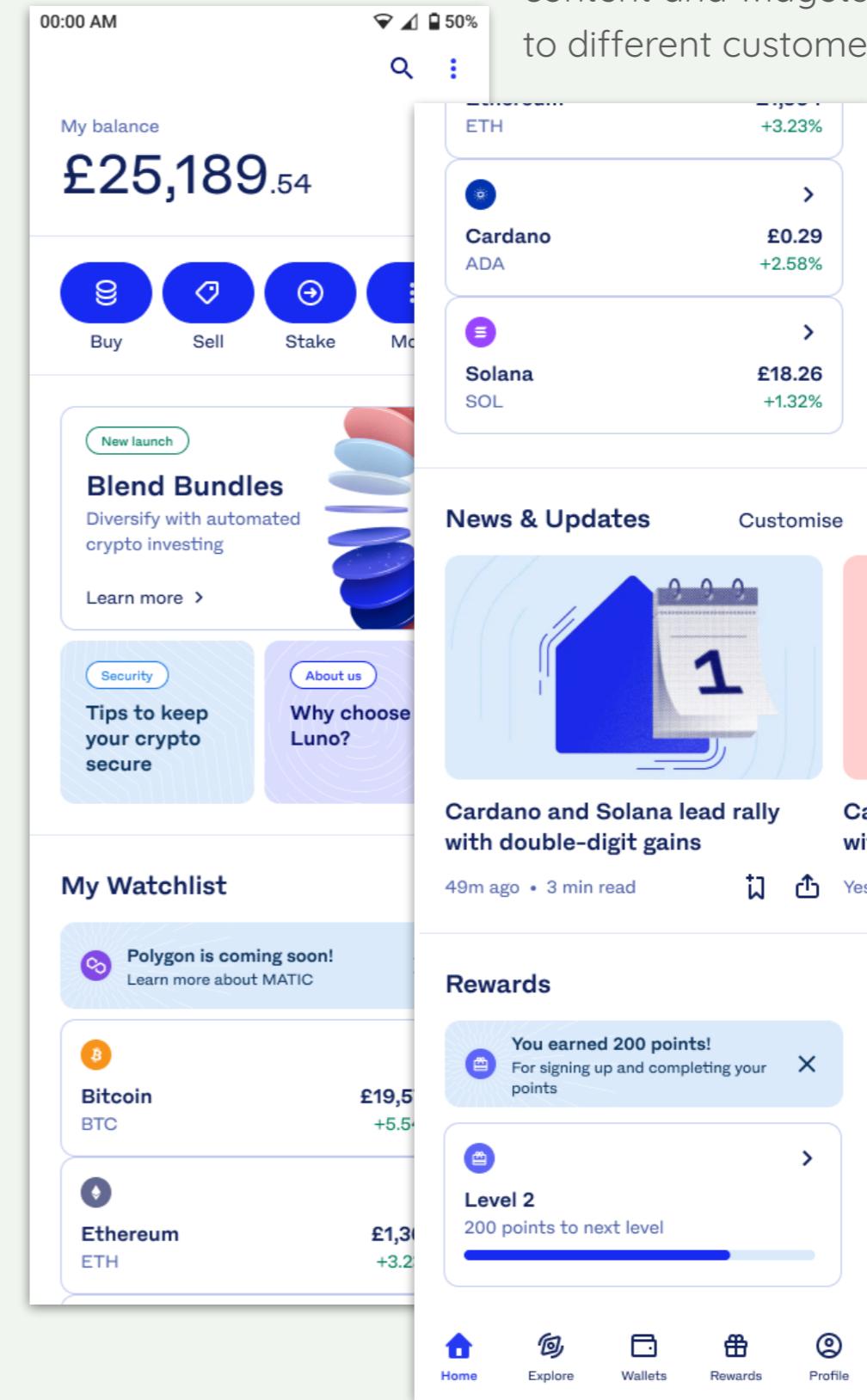
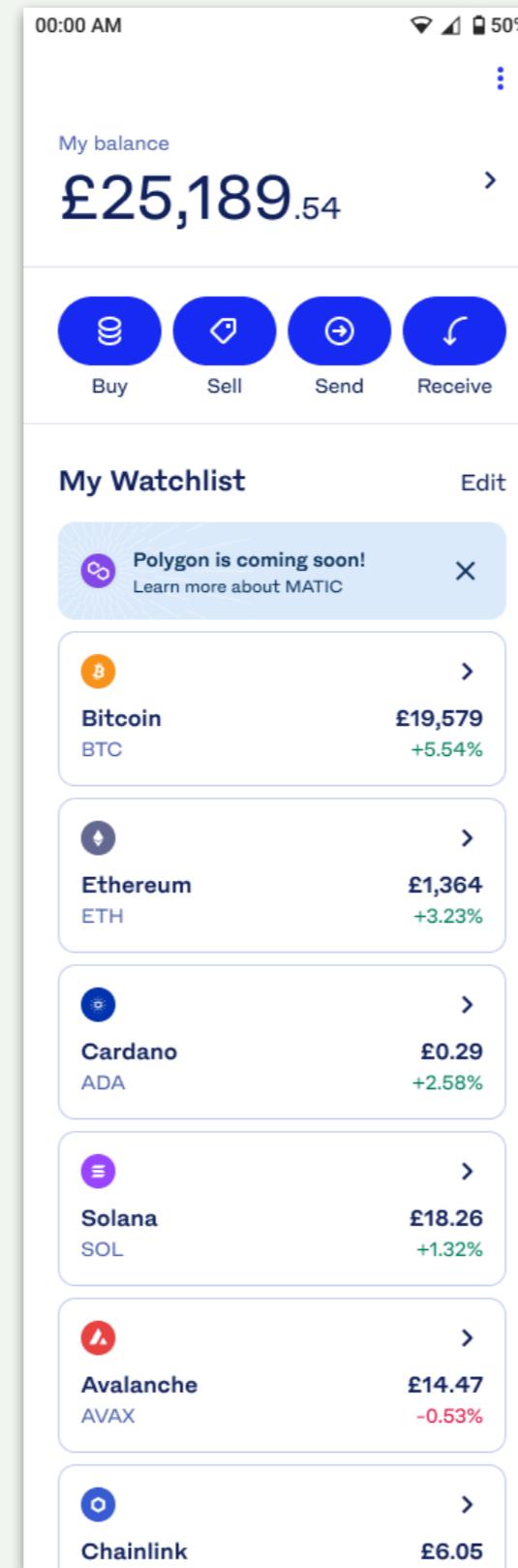
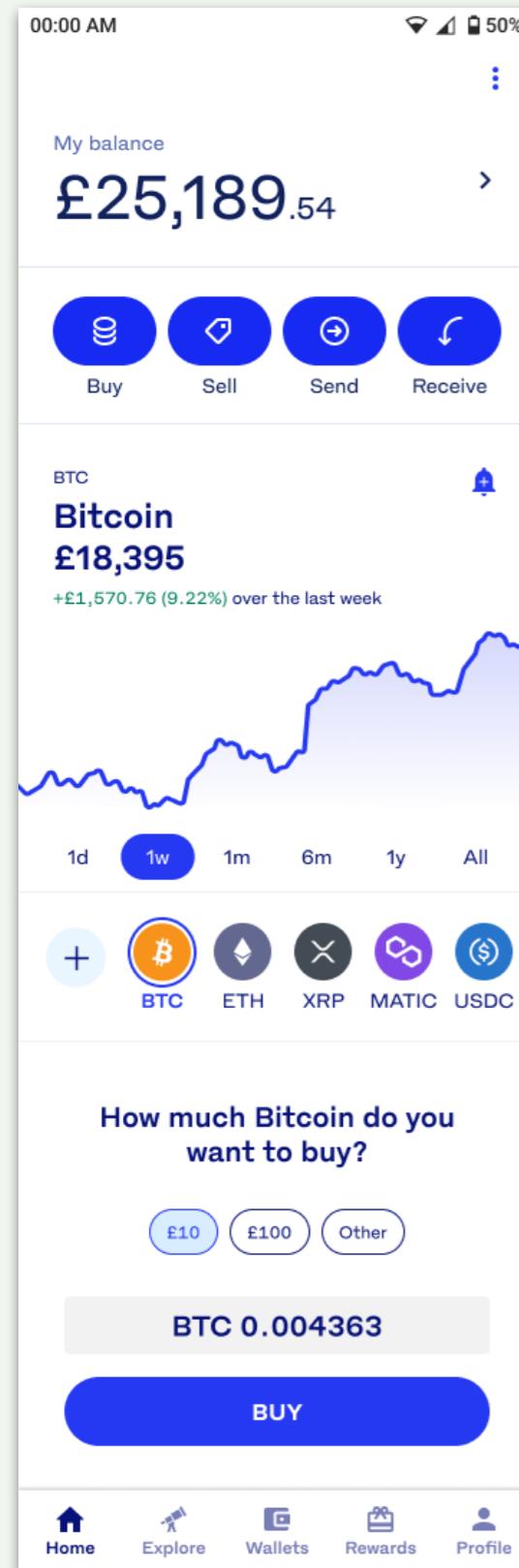
- Research, competitor analysis.
- Design sprint and project management.
- Low to high-fidelity wireframes.
- Progressive customers journeys.
- UI ideation.



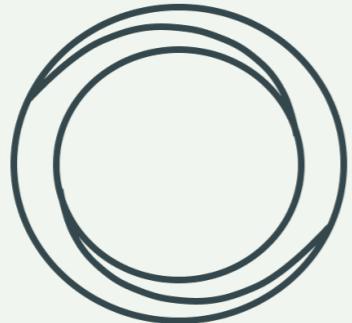
The evolution of the home tab



The evolution of the home tab continued...



Adding additional new content and widgets to cater to different customer needs.



the empathy lab

RESEARCH MATTERS.

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