

BEHOPPY

Every beer you drink, I'll be watching you :)

UX/UI

MARKETING

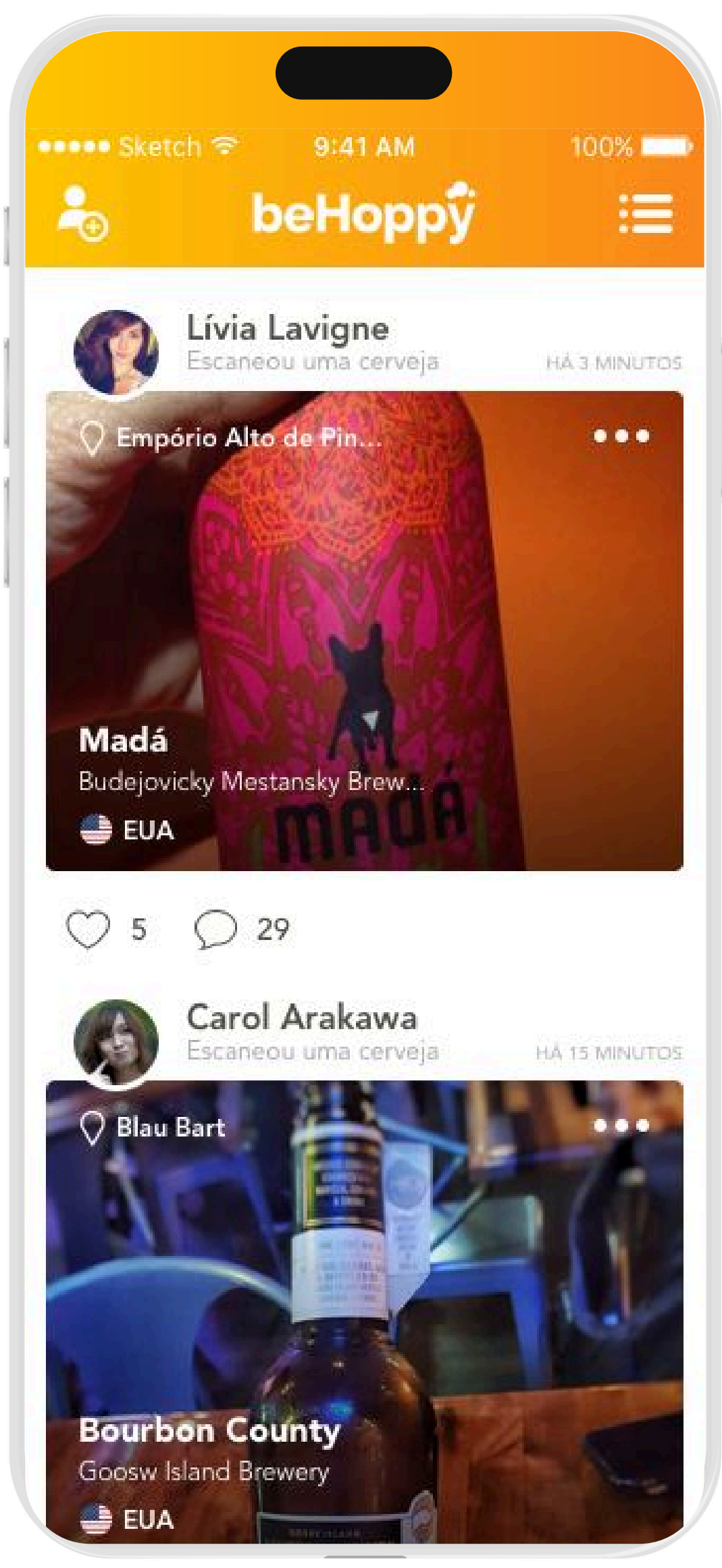
BRANDING

PRODUCT STRATEGY

CASE STUDY

THE PROJECT

I love craft beer, but I often forgot the names and even styles of the beer I drank. That's why I was so happy to join the beHoppy team to redesign part of the experience of this drinking buddy on your phone by redesigning their news feed.

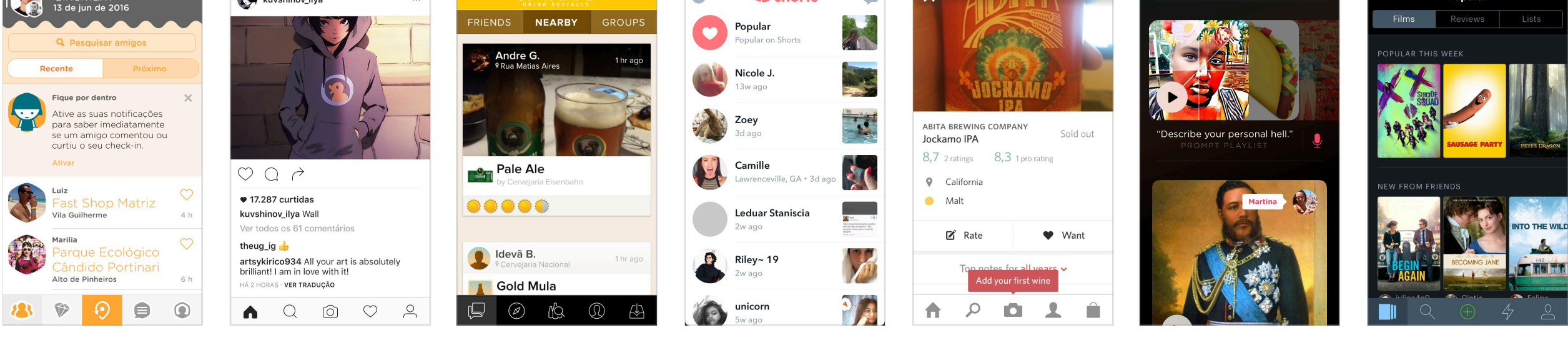


WHY A NEWS FEED?

After some weeks validating the MVP with a very simple UI, we decided that was time to facelift the app. We received a lot of feedback from users asking us to give a more "social" feeling to the app, with options like adding / following friends. With that in mind, I created an entire social onboarding process, that ended in a beer news feed with your friends.

RESEARCH

With our personas in mind, I started to research what was the best way to display tons of beers and contacts in a friendly way to keep track and interact. I took inspiration from some of the main players like Facebook and Instagram, but mixing some interesting ideas from apps like TikTok and Hello.



WIREFRAMING

We created a workflow that involved a walkthrough at the Lo-Fi sketches of every feature that we create. That went great to not only get early feedback, but to create a collaborative cycle over the design decisions.



DESIGN AND PROTOTYPE

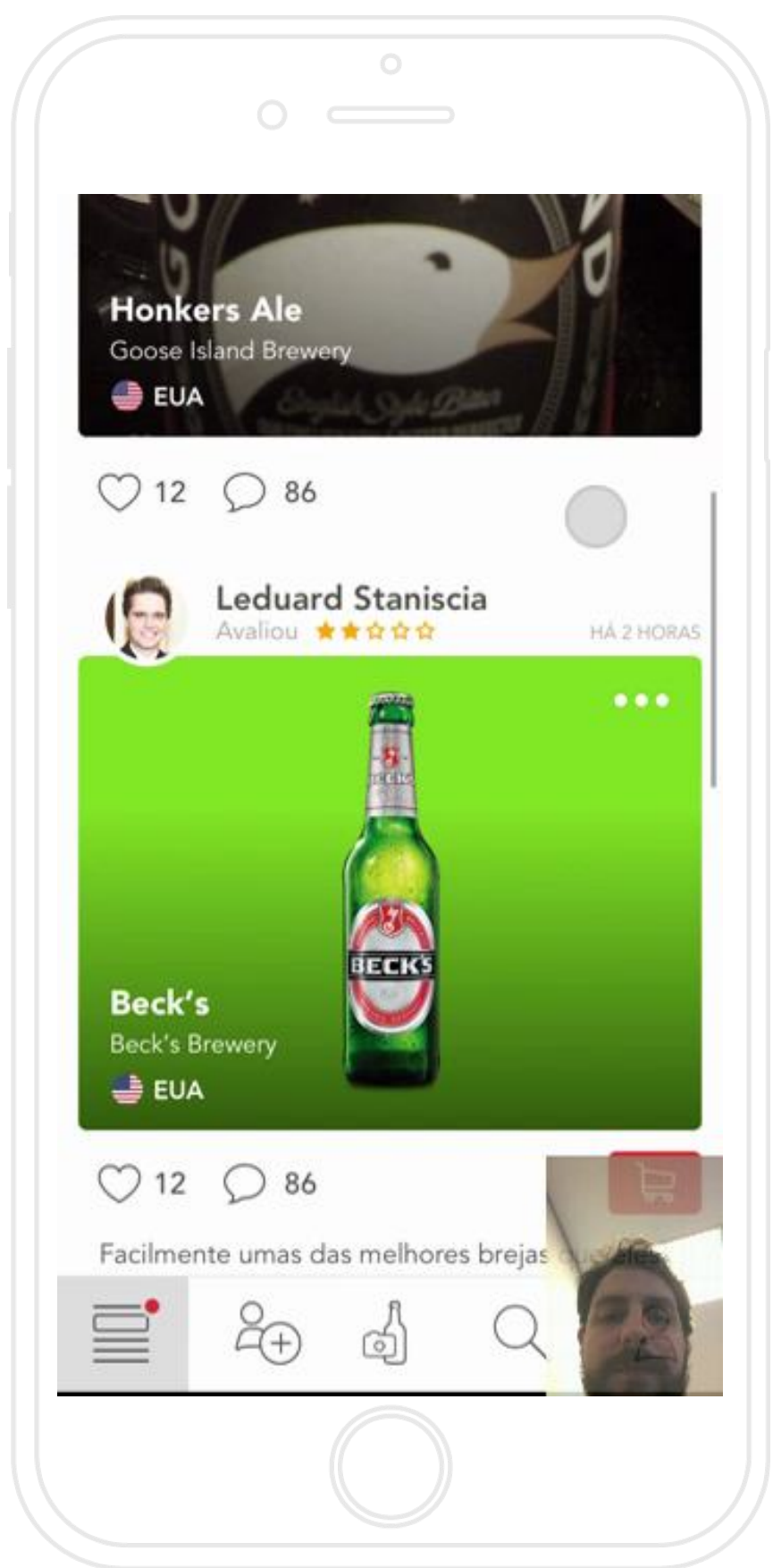
Before diving directly into prototyping my design, we performed preliminary validation by recording users sessions through the HiFi UI with an internal group of testers from diverse teams, presenting 3 main informations cards. We got some great insights, some of them made into the final design.



Rodrigo is one of the most competent and versatile designers I have worked with. The process of creating a feature with him on our team, through discussions and iterations, was a learning experience for everyone. We always came out enriched by the process. He has an extreme focus on user experience while keeping in mind business goals, building solutions through research and experimentation that satisfied our requisites and were easy to use.



Bruno Bandeira de Azevedo
Tech Lead, Software Engineer
and Cloud enthusiast.



OUTCOMES

With the beers feed validated and tested, we launched a new version of the app at the stores, and managed to improve the metrics below:

4.3

APP STORE RATING

1400+

REVIEWS ON THE #1 TRENDING BEER

TOP 10

FEATURED AT THE FOOD & DRINK
CATEGORY ON APP STORE