

Victor Vernilli

Product Designer





I'm an **end-to-end Product Designer** who enjoys working in a multicultural and diverse teams — as the more diverse is the team, **✨ the more amazing the outcomes will be ✨**

I'm comfortable collaborating and building products from scratch to release. With a strong tech background, I'm able to work **from research to front-end technologies.**

More than a designer: who am I?

Recife

Pernambuco - Brazil



A woman with blonde hair tied back in a bun is smiling warmly at the camera. She is wearing a light-colored t-shirt with the word "ROVES" printed on it. She is holding a large, dark brown ceramic mug with both hands, which has a textured surface and a small circular logo or emblem on the front. The background is a plain, light color.

Coffee lover

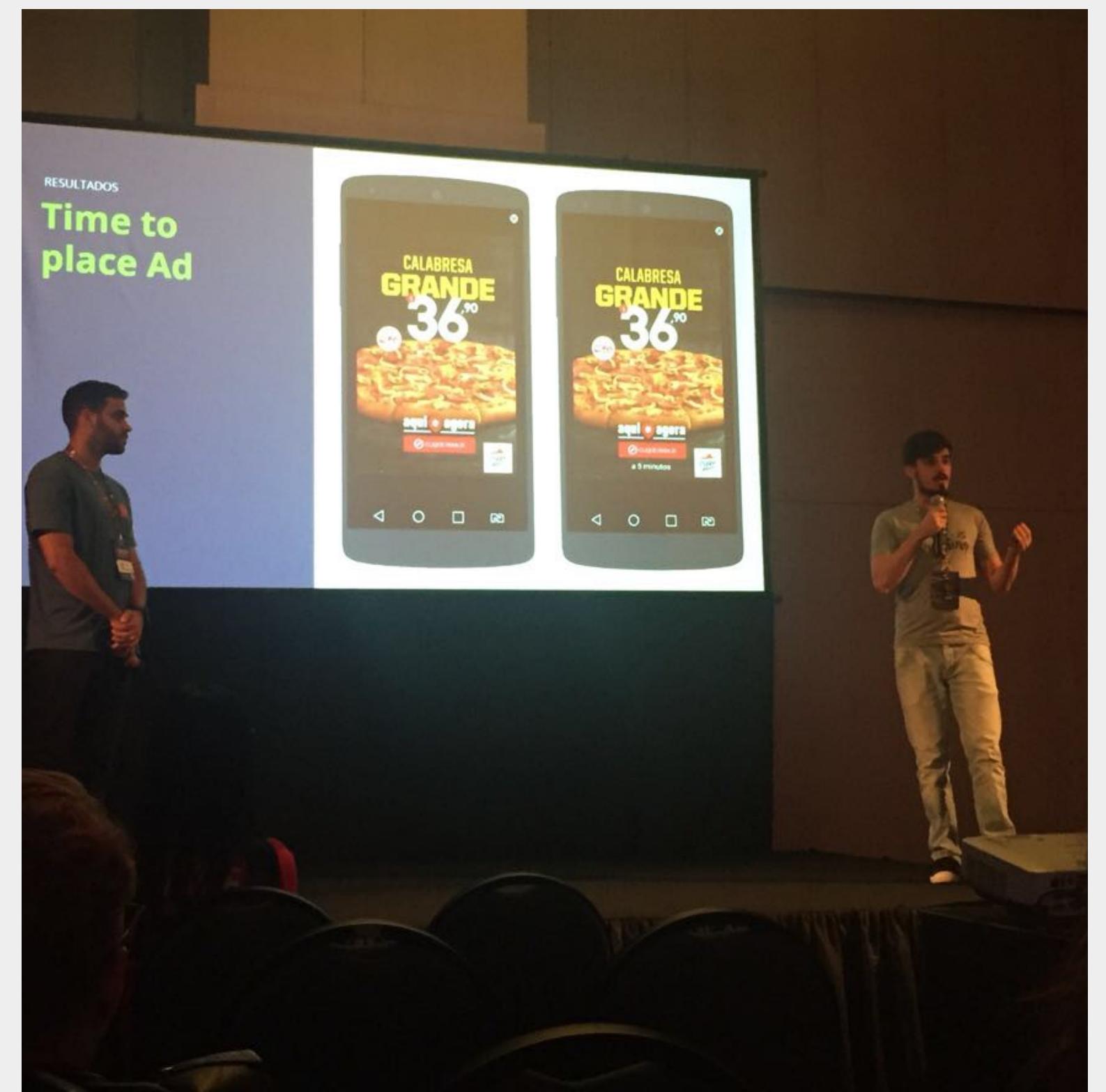
A black and white photograph of a man with short hair, wearing a green zip-up tracksuit, playing table tennis. He is in the middle of a serve, holding a paddle and ball above his head. The background shows a ping pong table and some equipment.

Childhood dream

Table Tennis Professional

Trained for 1 year

How did I get here...



2011 — 2017



Computer Science

Federal University of Pernambuco - UFPE



Recife - Brazil

2015



Apple Developers Academy

Federal University of Pernambuco - UFPE

Apple's Program to educate and develop **designers and developers** in the Apple ecosystem. Through Challenge Based Learning Methodology, I could work in multidisciplinary teams, using **user-centered design** and **design thinking** to build mobile applications



Recife - Brazil

2020 — 2021



Digital Experience Design

Faculty of Fine Arts — University of Lisbon



Lisbon - Portugal

2016 — 2018



InLoco Media

UX Engineer



Recife - Brazil

2017



Interaction South America

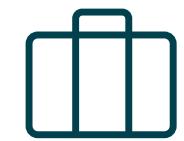
Presented a talk in the greatest event on South America about Interaction Design

I have presented two presentations, with a colleague, about our **learnings and results in applying user-centered design techniques in mobile ads**. The presentations happened at The Developer's Conference and at Interaction South America — **The greatest event in Latin America about interaction design**.



Florianópolis - Brazil

2018 — 2019



ACE English Malta

UX/UI Designer



St Julian's - Malta

2019 — Now



Indie Campers

Product Designer



Lisbon - Portugal

What I have done...



Case study

ACE English Malta

Redesign the ACE English Malta's site,
English School based in Malta



Case study — ACE English Malta

Overview



My Role

UX Searcher, UX/UI Designer and Web Designer



Team

Me, CMO, SEO Writer and Photographer



Duration

3 and a half months



Discovery

Interviews, survey, market analysis, competitors analysis and customer journey map



Designing

HMW, Card sorting, paper prototype and high-fidelity



Tools / Tech

InVision, HTML, CSS, WordPress, Google Analytics, Adobe Suite

The challenge

Increase the number of direct sales, without intermediaries. Also,
Boost the sales team productivity, by reducing the number of unnecessary emails answering basic information.

Discovery

Case study — ACE English Malta

Market analysis & Historic data

A report is made by the Maltese Government with data from all Maltese schools, where it's possible to check how many students came to Malta to study English in the past year, **as their nationalities, gender, and so on.**

This report supported me in **understanding the market around the country**, comparing ACE English Malta with other competitors, also opportunities to attack or new markets.

Table 9. Total number of foreign student weeks by age group and citizenship¹: 2018

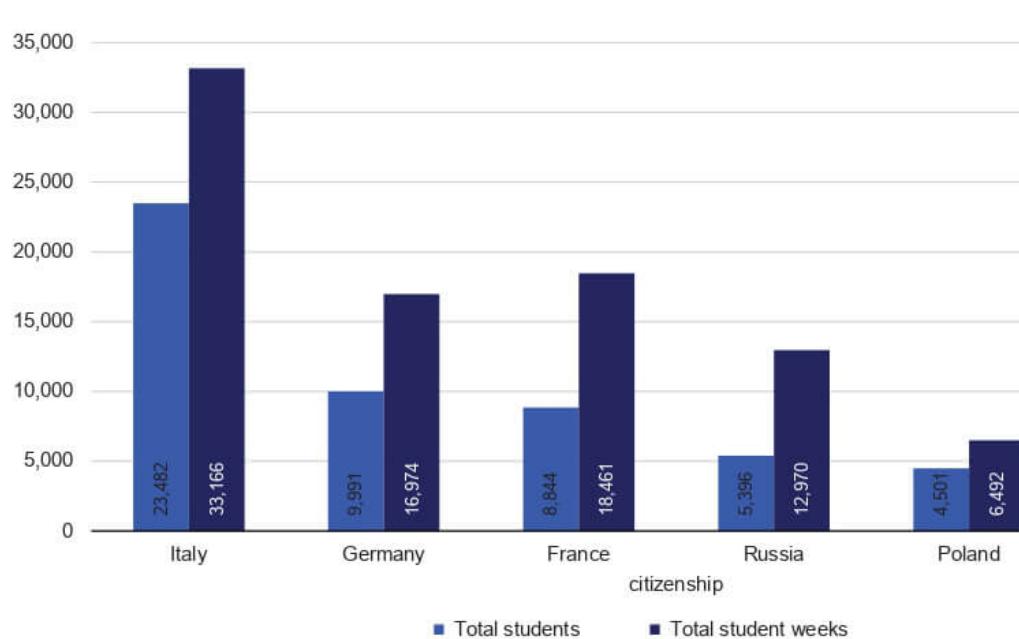
Citizenship	15 and under	16-17	18-25	26-35	36-49	50 and over	Unsp
Italy	11,506	8,648	5,494	3,252	2,646	1,621	
Germany	4,598	2,439	3,745	1,798	2,113	2,281	
France	7,310	3,609	5,086	890	804	746	
Russia	4,694	1,017	2,281	2,893	1,742	343	
Poland	2,204	981	481	675	1,522	629	
Austria	1,762	1,199	703	109	158	180	
Brazil	245	431	6,193	7,712	2,958	1,599	
Spain	2,278	1,064	2,860	2,503	1,206	551	
Japan	784	711	9,008	3,181	1,021	481	
Switzerland	663	769	2,159	530	633	913	
Turkey	578	274	6,602	2,650	871	224	
Czech Republic	664	497	534	398	691	291	
Colombia	120	649	5,784	5,949	1,618	102	
Ukraine	919	234	546	630	394	81	
South Korea	220	73	4,133	2,222	1,031	205	
Netherlands	157	370	750	111	109	79	
Slovakia	363	319	345	353	355	129	
Sweden	1,381	383	209	47	46	69	
Hungary	260	157	258	283	501	143	
Other countries ²	4,224	2,347	9,979	6,122	2,694	884	
Total ³	44,928	26,171	67,149	42,309	23,113	11,551	

⁽¹⁾ includes only students arriving in 2018

⁽²⁾ includes students whose citizenship is unknown

⁽³⁾ total excludes 9,705 weeks spent by foreign students during 2018 who arrived in Malta during the previous year

Chart 5. Number of foreign students and student weeks by citizenship¹: 2018



⁽¹⁾ includes only students arriving in 2018



Case study — ACE English Malta

Surveys

The school distributes to its students a survey at the end of their course to understand their point of view. **I reformulated some of the questions** trying to understand not only **how was their experience**, but **how everything started**.

Case study — ACE English Malta

Interviews

Based on the previous analysis of the Maltese market and the historic data of the school, **I invited 10 students to participate — different gender, age, country of origin and proficiency in English.** Thus, I've created a script for a semi-structured interview which would help me during the interview sessions.

Case study — ACE English Malta

Competitors analysis

Working alongside the Marketing Manager and the General Manager, **we created a list of schools that we considered our direct competitors** — considering ACE's strategy and school target

I analyzed several aspects their communication channels including website, Instagram, Facebook, and other social media.



A screenshot of the EF Language Year Abroad website. At the top is a blue navigation bar with the text "Our Services". Below it is a large image of a building with arches. On the left, there's a "Menu" button and a search icon. The main content area has a heading "EF LANGUAGE YEAR ABROAD Students and Adults" and a "Destinations" dropdown menu with options like "Destinations", "Programs", "Offers", "Videos", "Infomeetings", "Book now", "Language tests", and "More".

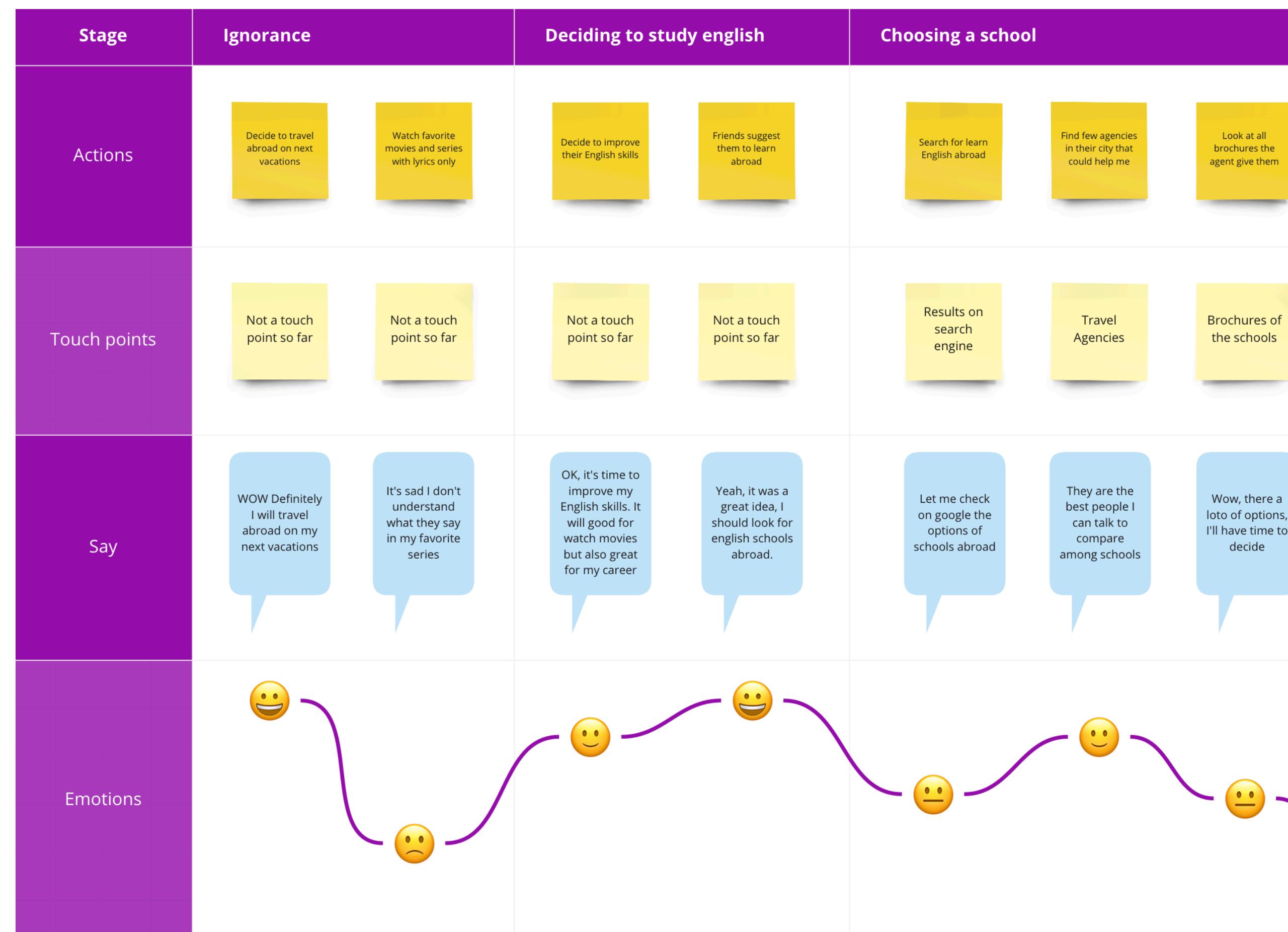


A screenshot of the EC English Courses website. It features a dark purple header with the EC logo in an orange square. To the right are links for "English Courses", "Destinations", "30+ Schools", "Young Learners", "Sign in", and "Contact". Below the header is a large image of a person swimming in the ocean. Text overlay on the image reads "Learn English in Malta". A price of "€450.00" is displayed in the top right corner. At the bottom, there's a photo of four people smiling in the water and a "Discover Malta with EC English" call-to-action button.

Customer Journey Map

I've created two Customer Journey Maps — **direct bookings and booking from agencies** — trying to map and identify the **pain-points and feelings** when choosing a school.

For both types of students **our website and social media were points of contact in their decision process**. Also, the website content was not clear, easy to understand, and, even didn't have content for some topics



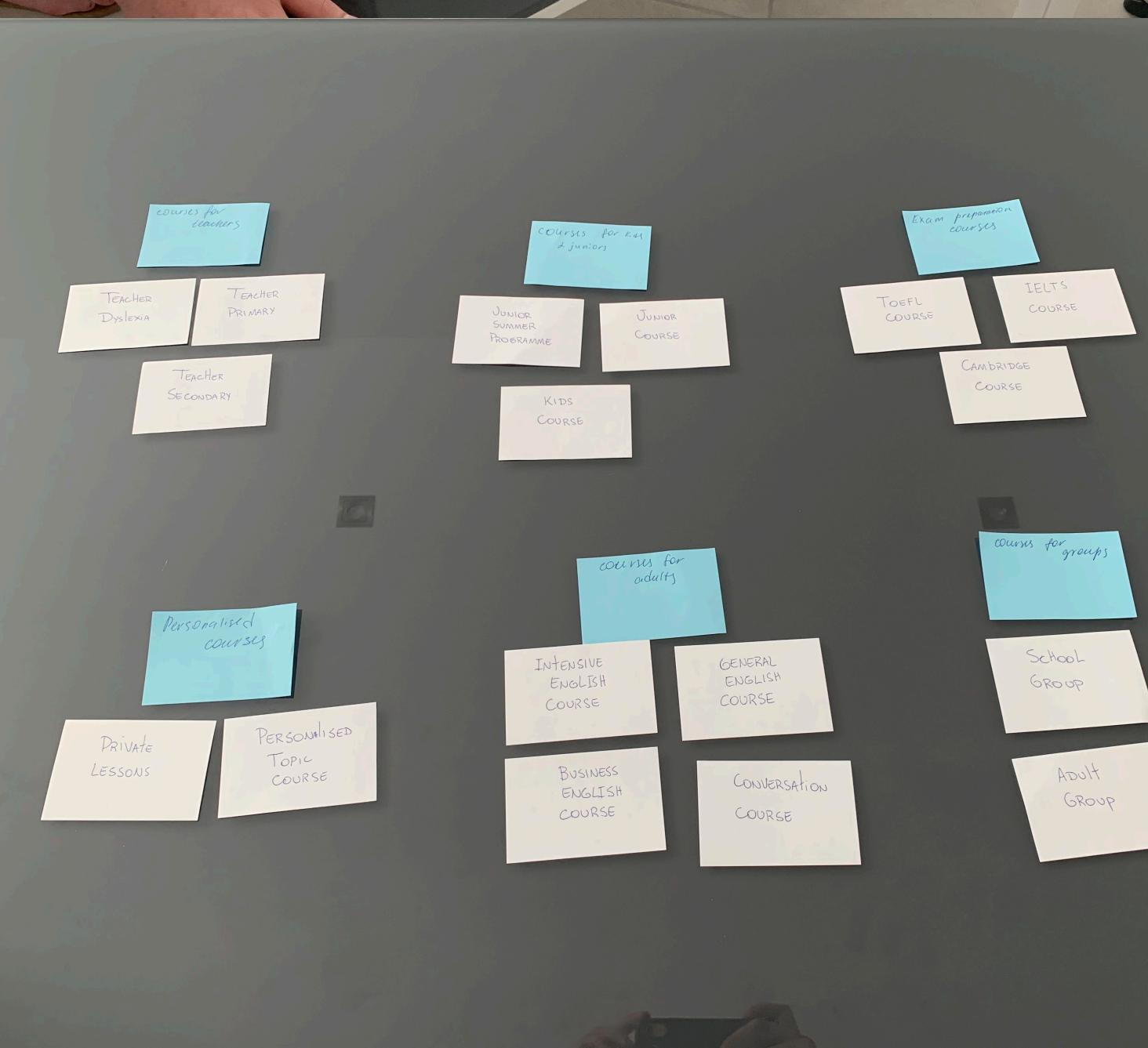
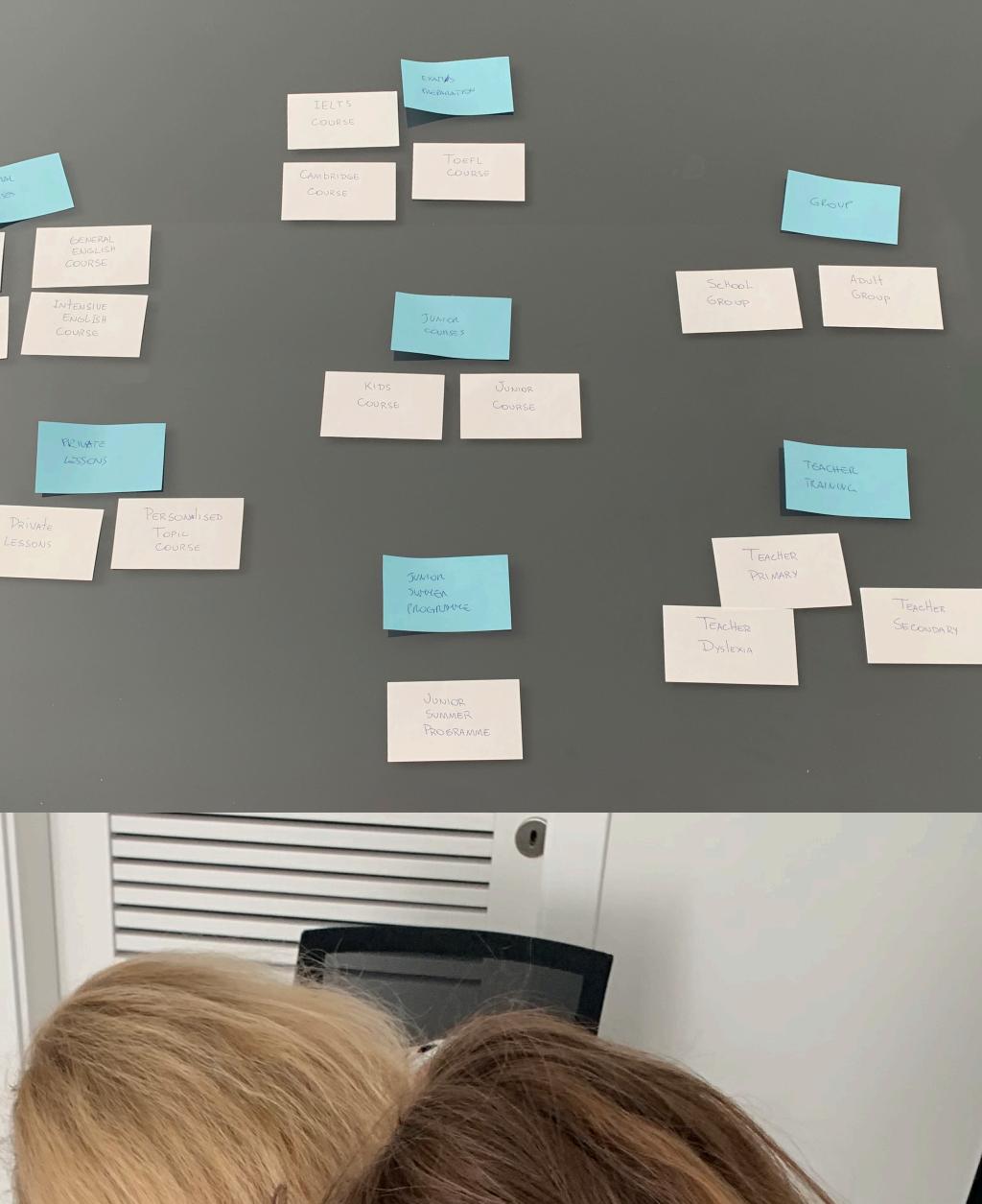
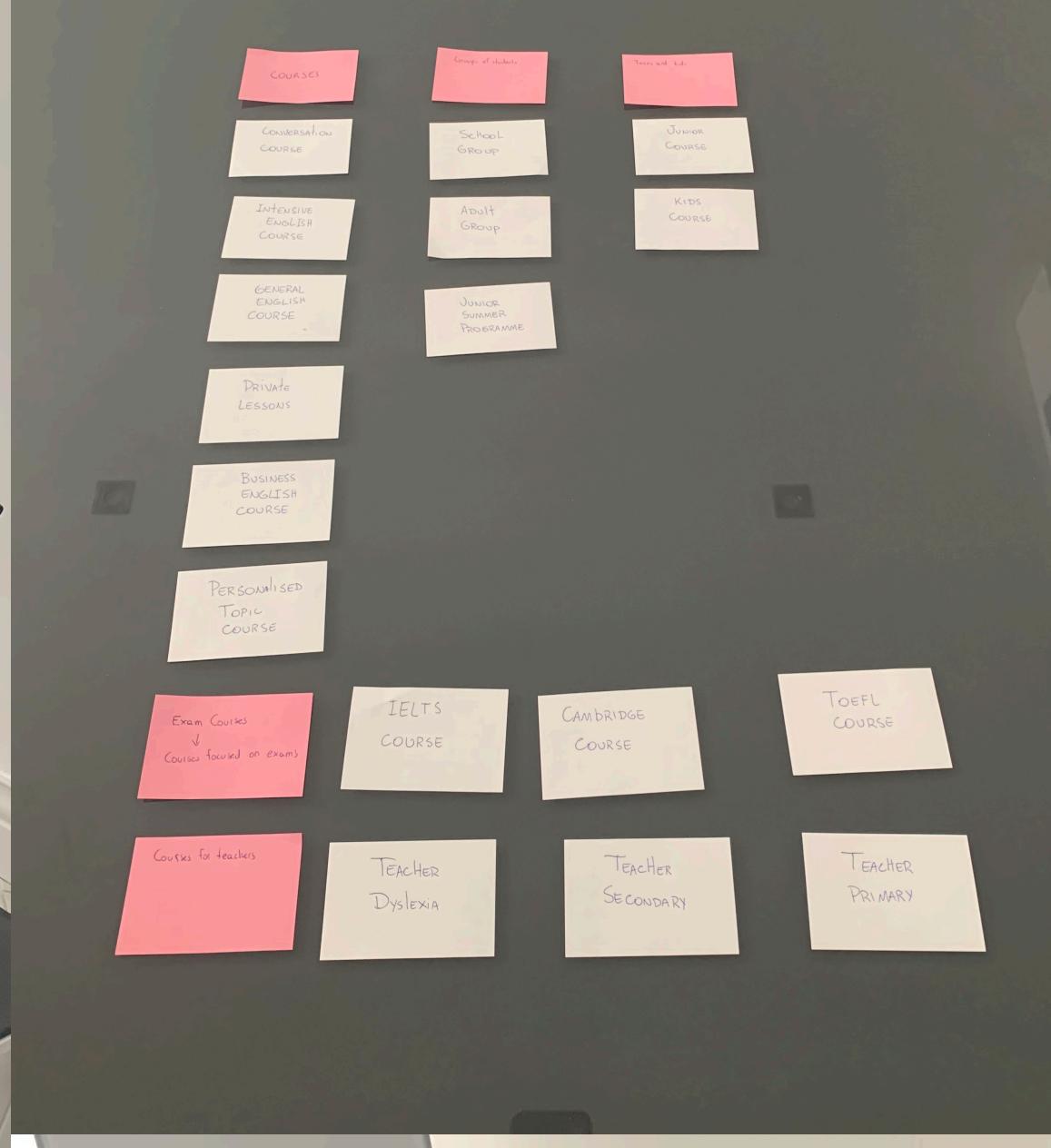
Designing

How might we...

show all information of a courses easily to read by a person non-native in English?

present all type of courses in a way users can compare the courses?

show information about the student visa for students outside Schengen area?

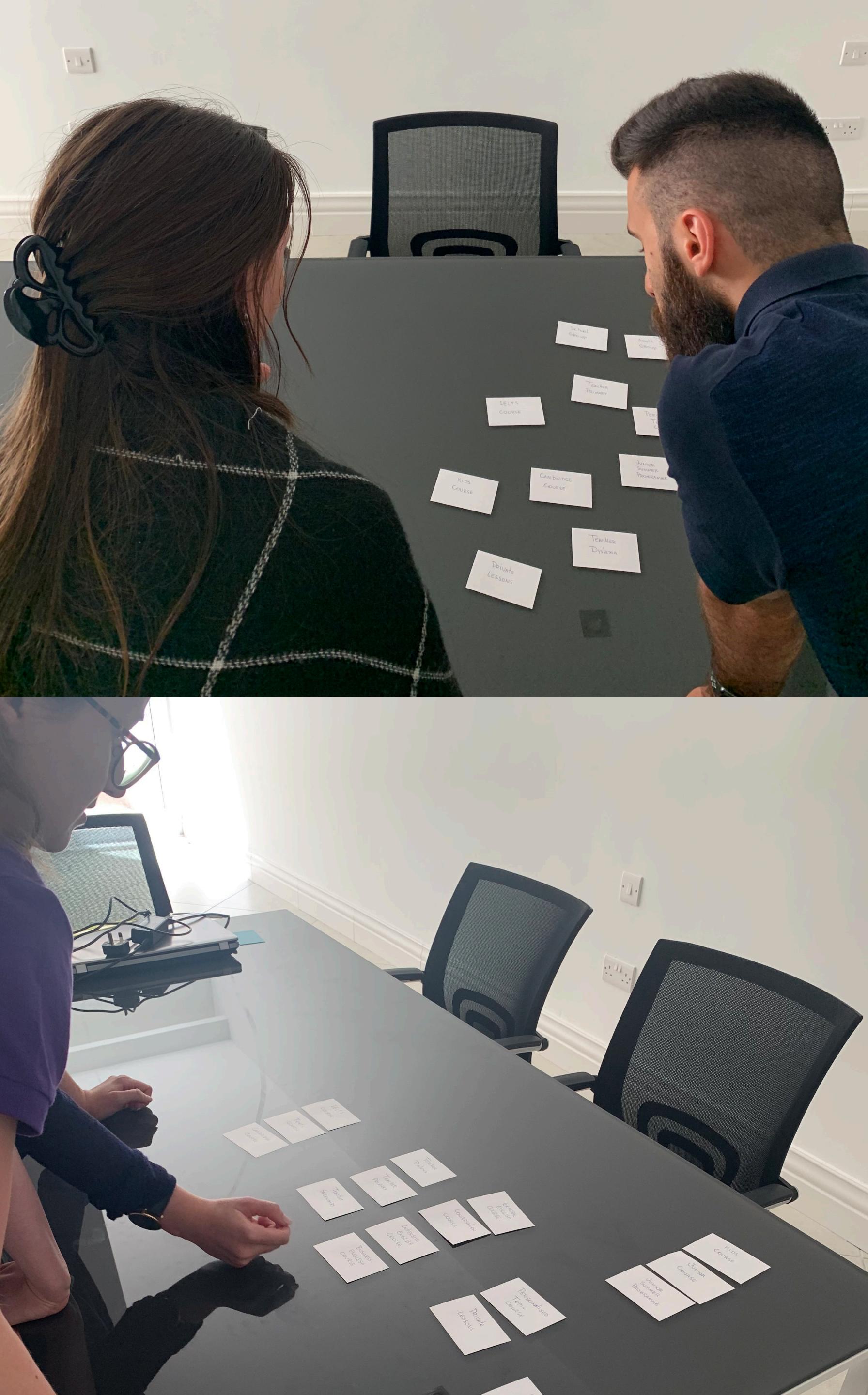


Case study — ACE English Malta

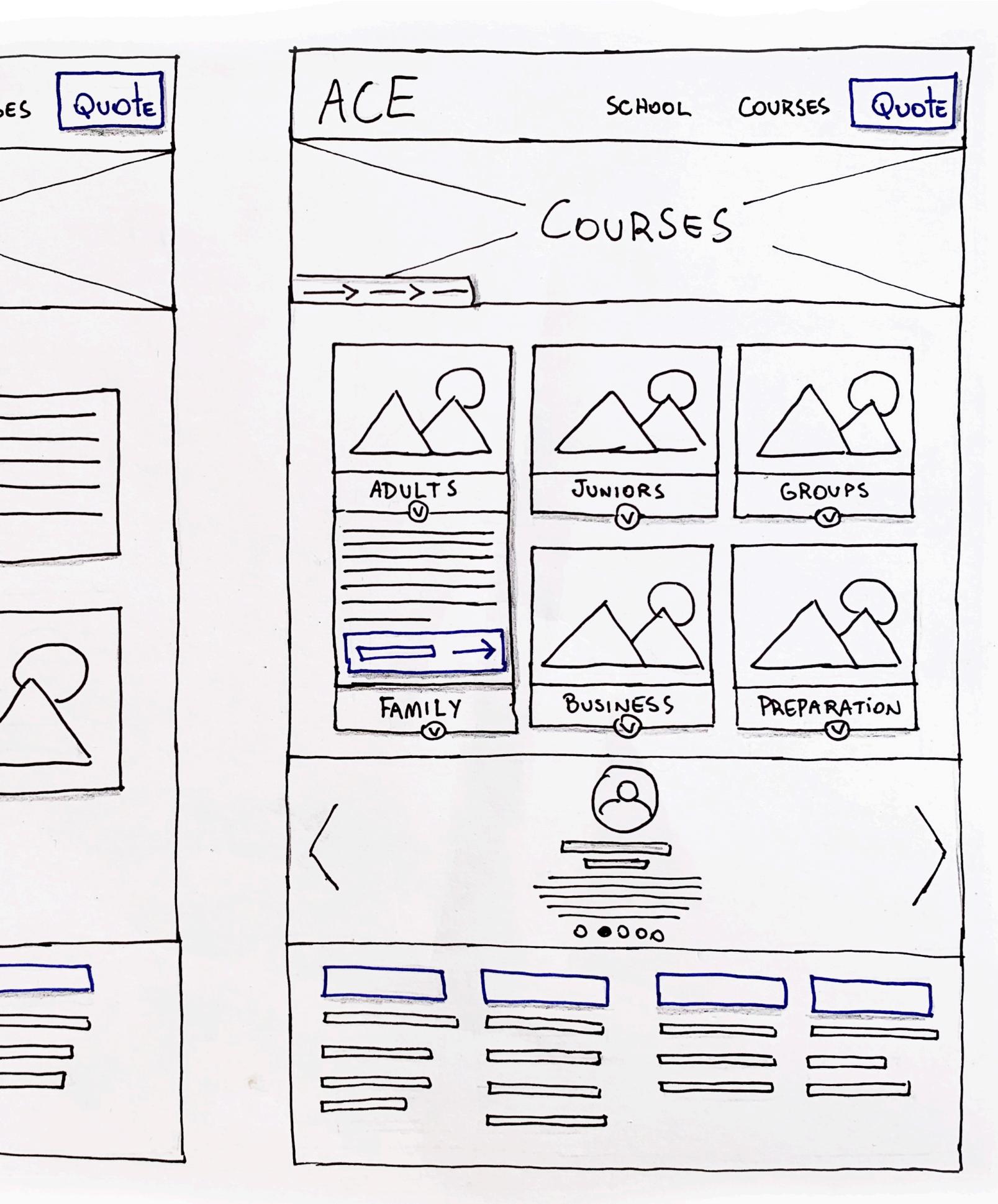
Information architecture

I've run some card sorting sessions with **different groups of students**. My goal was to find **how they would group and categorize all the courses the school offers**.

Also, to have a wider perspective, I've invited the school staff and the management to participate in other different sessions.



Case study — ACE English Malta



Sketching and Mockups

Two kinds of prototypes: **a low-fidelity prototype or paper prototype; and a high-fidelity one.** The goal of the first was to understand the better user flow; the second to test the interface itself and check with chosen elements work on the interface.

Description

The goal of this course is to learn practical, real-world English quickly, intensively and enjoyably, with a curriculum that combines grammar with everyday useful vocabulary and phrases, covering all the essential aspects of listening, speaking, reading and writing. In our general group courses, the lessons cover everyday topics and their related vocabulary, grammar points and how to integrate them successfully in conversations, useful phrases, expressions and natural sounding question and responses, and techniques and correction to improve your pronunciation and intonation.

ACE Group 20 and ACE Group 30 courses are the natural choice for those looking for general English courses in Malta. You will find yourself learning in an immersive, multicultural environment where interacting and learning with other students from a variety of different backgrounds offers a unique learning experience. We believe that learning English happens best when it is lived and experienced as part of daily interactions with other learners and teachers, and where the motivation to learn comes from the desire to make new friends, have fun and share unforgettable experiences.

Our Whole Methodology

	ACE Group 20	ACE Group 30	ACE Conversation 10
General Course	20 lessons per week	20 lessons per week	-
Interactive Course	-	10 lessons per week	10 lessons per week
Type of course	General English Course	General English Course	General English Course
Max Students per Class	12	12	12
Levels Available	All	All	All
Lessons on Interactive Whiteboard	Yes	Yes	Yes

ACE Group 20 provides 3 hours of General English lessons, while ACE Group 30 offers the added benefit of an additional 90 minutes of Conversation Class, where the focus is on discussion, fluency and extended periods of lively debate, dialogue and discussion. These lessons make use of interactive technology and student-centred engagement and exchange, making them some of the best conversation lessons Malta has to offer. The conversation lessons of Group 30 courses are the obvious and best choice for those who want to put the skills they've developed in the General English lesson into immediate use in dynamic, challenging and enjoyable back-and-forths.

Lessons Timetable

ACE Group 20 and 30 are the best-known and most popular courses here at ACE. Take a look at the info below to see the timetable for lessons as well as all the amazing features and facilities available to you once you've joined ACE.

ACE Group 20	ACE Group 30
4 lessons daily	4 lessons daily

Morning	Afternoon	Morning	Afternoon
9:00 to 10:30	14:45 to 16:15	9:00 to 10:30	13:00 to 14:30

Break Break Break Break

Internship

[About Us](#) [English Courses](#) [Accommodation](#) [Malta](#) [Activities](#) [Get a Quote](#)

[Home](#) > [Work with Us](#) > [Internship](#)

About our Internship

The ACE English Malta Internship programme allows you to gain an unpaid internship placement within the school, giving you the opportunity to gain practical experience within an English-speaking organisation where you are involved in learning English from both the student-side and staff-side. This is a whole other way to immerse yourself in English speaking and learning, while at the same time giving you a leg-up professionally within the support and safety of ACE's busy but welcoming environment, improve your English, add international work and varied kinds of experience to your CV, and gain a competitive edge in your career. Join the ACE team, and you can bring your English skills into immediate use by helping us to provide the best possible service to all students.

Internship Facts

Availability	All year round
Eligibility	You need to be at least 18 years old or over An Pre-Intermediate level of English is required
Location	Malta

Why choose an internship with ACE?

The internship allows you to:

- Gain international work experience in Malta
- Improve your English language skills through the immediate, day-to-day demands of working through English
- Put your English skills to the test through working with native English speakers and high-level English speakers, experiencing more real-world workplace interactions in English
- Work in English
- Network and form contact and connections

About you

- Young, energetic and open-minded
- Excellent communication skills
- Organisational skills

Areas

- Marketing
- Academic
- Customer Service

Accommodation

Apartments

[About Us](#) [English Courses](#) [Accommodation](#) [Malta](#) [Activities](#) [Get a Quote](#)

[Home](#) > [Accommodation](#) > [Apartments](#)

ACE Superior and Standard

With ACE, finding accommodation options in Malta couldn't be easier. The only way to learn and improve English is by practising, and there's no better way than to practise every day and everywhere possible, especially at home. We offer shared, fully-furnished, self-catering apartments where you can feel at home and practice your English skills with your new dormitory housemates/friends. This type of accommodation is ideal for students who would like to share the learning and living experience with other international students, make new friends, and be immersed in the language-learning opportunities both in school and out.

To make your stay as comfortable as possible, we provide heaters in winter and fans in summer. Besides this, our apartments are completely cleaned once a week, including replacement of linen and towels. It's our aim to provide you with a comfortable and relaxing home during your stay in Malta, so that you can keep the learning alive 24/7 and have a truly immersive, cooperative learning experience.

	Superior Apartment	Standard Apartment
Distance from the school	5 to 10 minutes' walk from the school	15 to 30 minutes' walk from the school
Type de appartement	3 or 4 bedrooms	3 or 4 bedrooms
Type de chambres	Twin/Triple/Simple	Twin/Triple/Simple
Cuisine	Fully-equipped kitchen	Fully-equipped kitchen
WiFi	Free high-speed WiFi	Free high-speed WiFi
Nettoyage	Once a week	Once a week
Autre	Bed linen, towels, fans and heaters	Bed linen, towels, fans and heaters

[Get a quote](#) [Get a quote](#)

All the ACE apartments are fully-furnished, include a living/kitchen/dining area (exchange cooking tips and try each other's foreign recipes), free WiFi (in the living areas), twin and triple bedrooms, space to chill-out and study alone or together.

Apartment location

Superior Apartments

5-10 minutes' walk

The apartments are all within walking distance of the school, as well as restaurants, shops, bars and beaches, so there's always somewhere to go exploring! ACE Superior Apartments are located within 5-10 minutes' walk of the school and the Raymond Complex, putting you closer to the action.

Standard Apartments

15-30 minutes' walk

ACE Standard Apartments are located within 15-30 minutes' walk of the school, as well as restaurants, shops, bars and beaches.

About Us

Home > About Us

[Read more →](#)

The School

If you are looking for a language school in Malta, look no further than ACE English Malta, where students achieve specific language-learning objectives in a welcome but rigorous educational environment. At our boutique English school, we are committed to providing high-quality, academically-focused courses, with the most effective, modern and efficient teaching methodologies.

Methodology

At ACE English Malta, the teaching methodology is based on tried and tested, professional and dynamic pedagogical approaches, carried out in a modern, fun and welcoming environment. We take great care to make sure that our teaching methodology offers maximum personalized attention to each and every student.

[Read more →](#)

[Read more →](#)

Location

ACE's location in the Baytree Complex in St Julian's puts it right at the heart of Malta's premier tourist destination, St Julian's. Initially a fishing village, the area later transformed into a summer residence for wealthy locals, and has now developed into one of the island's most upmarket and sought after residential, as well as a night and entertainment centre, especially for the young and young at heart.

Our Team

The ACE English Malta team are inspired by a passion for education, learning and community, and a commitment to providing superb service. We take pride, not only in that enterprising use of modern technology and

Visa Support

Home > Malta > Visa Support

Types of Visa

Students are responsible for their visas and must ensure that they apply for the required travel documents before travelling. Studying in Malta will be amazing, but first you need to take some actions in order to travel to Malta. One of them is a visa. This is required for some non-European countries and nationals from these countries to apply for a Student Visa. This document is mandatory if you want to stay in Malta longer than 90 days. We are here to help you in this process.

We provide our students with visa support, and we can help you with visa extension documents. In Malta there are different types of visa, the most important for you are:

- Visa
- Visa Extension

Visa (Entry)

Some students need a Visa to enter the Maltese Islands territory; this requirement depends on their country of origin.

Pre-arrival Visa

This type of visa is required before arriving in Malta. Students who fall in this category CANNOT enter the Maltese Islands without this visa. This visa gives the student 90 days inside the Schengen area. Before booking the flight to Malta, please check if you are required to first get a visa by following this link: [Identity Malta](#).

If a visa is required, contact your embassy for more information.

For those students wanting to stay for more than 90 days, check out the following information: [Visa Extension](#)

90 days Visa

If a student does NOT fall in the previous category, they are eligible for a 90-day Visa. This visa allows the student to enter the Schengen area without documentation. This person is allowed to stay for a maximum of 90 days from the first day in the Schengen area. If you want to be a student in Malta for more than 90 days, refer to the section: [Visa Extension](#).

Visa Extension (Student)

If the student wants to stay here for more than 90 days, they are required to have a Student Visa. Students are responsible for their visas and must ensure that they apply for the required travel documents in plenty of time before traveling to Malta. The School will provide a Booking Confirmation and Visa Letter to facilitate the student application.

On the day that you apply for your visa extension, you mustn't forget to have the original and a copy of all documents. Also verify that the dates of all the documents all match. The extension must be made immediately upon arrival in the country.

The process of this visa should start here, when the student is already in Malta.

Students of all nationalities must apply for this document if they want to stay more than 90 days.

Required Documents

Copy of all passport pages

Photos in passport size

School letters

→ Containing the start and end dates of your course

Fully completed and filled-in visa application form (obtained from the school)

Letter of sponsorship + sponsor document (when need)

Return flight ticket

Copy of credit / debit / atm card

Bank statement in English

→ The amount shown on the bank statement must total at least 19 euros per day

→ Minors must present parent's bank statement and letter of sponsorship with their document.

Insurance in English

→ Covering the whole period of the stay and any included services

Accommodation Letter

→ If you live with ACE English Malta, we will give you this letter

→ If you don't live with ACE English Malta, you must present:

Case study — ACE English Malta

User testing

Trying to understand if the new website proposal would solve the problems identified previously, **I invited 8 students to run some User Testing sessions.** The selection of students follow the same approach as for the interviews — being 4 students who I interviewed and other 4 who I didn't have any contact.

The image displays two screenshots related to user testing. The left screenshot shows the LinkedIn inbox of a user named Raffaele, with several notifications from 'Raffaele' about the website. The notifications include:

- TEACHERS: All our modern classrooms are equipped with the next generation of...
- TEACHERS: International Team - small letters not capital first letters
- TEACHERS: Qualified at international level in ELT
- TEACHERS (International): Depending on the applicant, the school will also consider part financi...
- JUNIOR SUMMER PROGRAMME: Your accommodation is included in the package and no extra fees will be...
- TEACHERS: Friendly and fun environment

The right screenshot shows a web browser displaying the ACE English Malta website. A red circle highlights a comment from 'T Teacher' on a page that appears to be a job listing or application form. The comment reads: "10 T Teacher Open Vacancy". The rest of the page includes sections like 'About us', 'Location', and 'Why work with us'.

Case study — ACE English Malta

Copyright and SEO

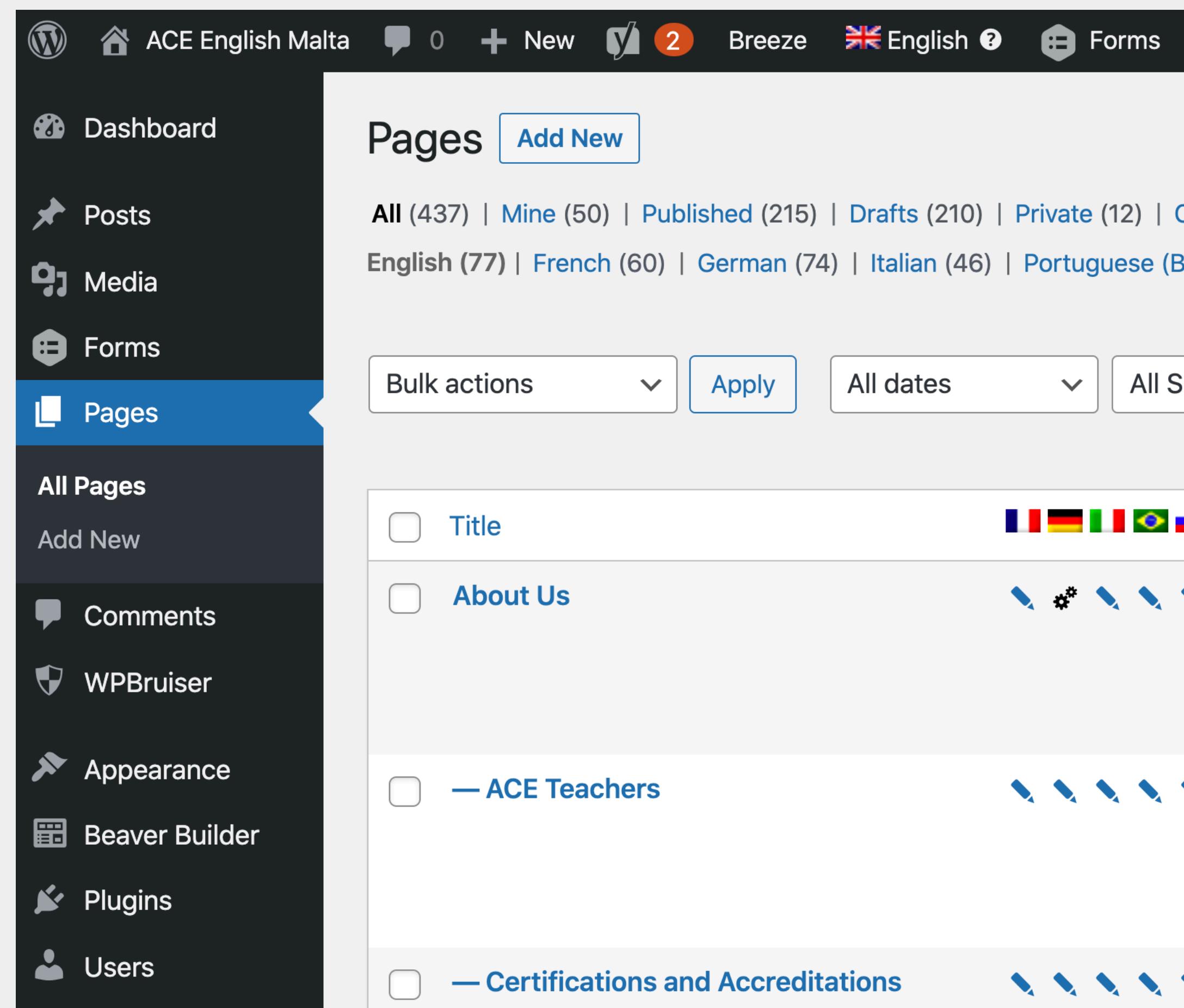
Together with one of our teachers, we created guidelines on **how the website copy should be written and the tone of voice** — not so formal, considering our main target, but not so informal.

In a market full of competitors, **impacting SEO ranking is mandatory** to get noticed

Development

Development

I've built the website using **WordPress**, due to my previous experience with the tool. My expertise with **HTML and CSS** supported me to I could build and change the website the way I wanted.



Results

Case study — ACE English Malta

Results

After 5 months, I've compared the numbers of the new version with 5 months before — the old version:

- **Increase 20%** of New users
- **Increase 30%** of New sessions
- **36% more** visualization on the pages
- **Increase 150+%** on "Get a quote" page
- **28% more direct sales**



Learnings

Start tracking the **metrics and indicators impacted** by your work

Double check everything **before running the interviews**

Different nationalities has **different ways of thinking**

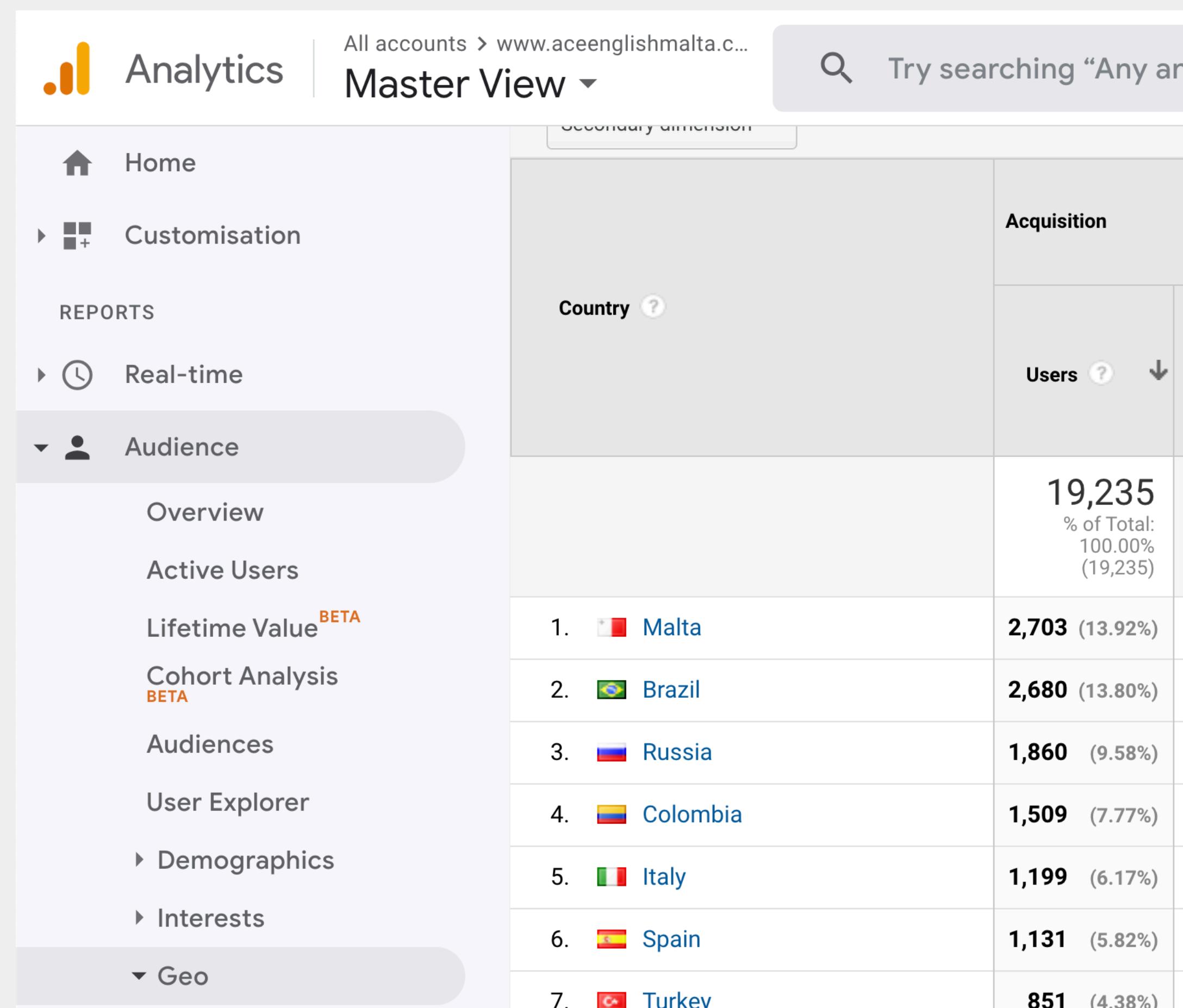
Check the **technical limitations** of the platform you will use

Case study — ACE English Malta

Next steps

Add new languages on the website might be small or simple, however, it can impact significantly as **the students are not well familiar with the language when they are searching for a school.**

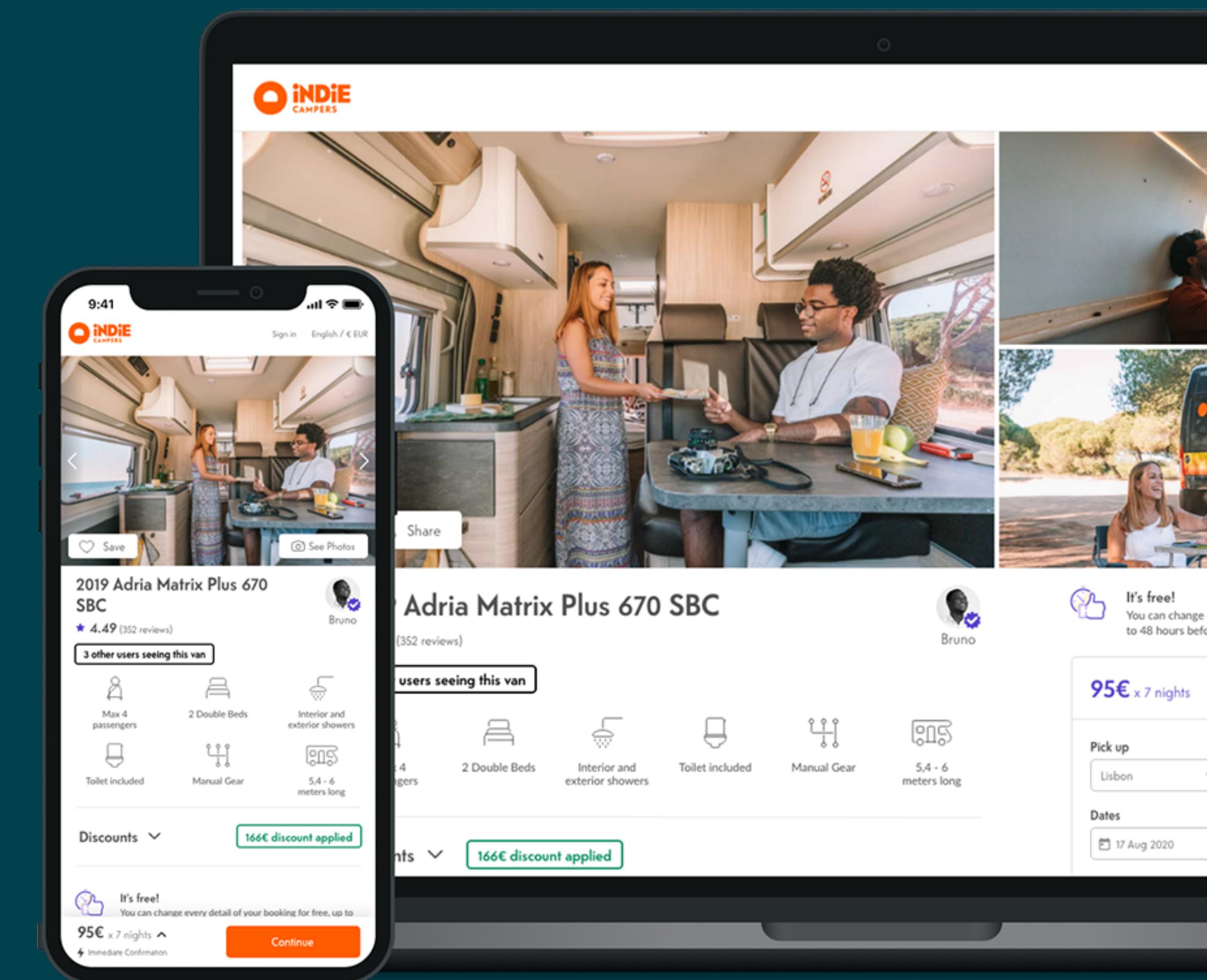
Around 15% of the website access is from Malta. That is a big challenge to understand **why those numbers are so high**, considering our target is not Maltese people



Case study

Indie Campers

Designing a new page for the Indie Campers' models/categories, also redesigning the funnel experience



Case study — Indie Campers

Overview



My Role

UX/UI Designer and Front-end



Team

Me, PM, CPTO and Fullstack Devs



Duration

3 months



Discovery

Customer listening, Experience Map and competitors analysis



Designing

Sketching, mockups, prototyping and user testing



Tools / Tech

Adobe XD, HTML, CSS, VueJS, Google Analytics, Adobe Suite, Hotjar

The challenge

Create a new page for the Indie Campers' models/categories, showing technical info to support the clients when choosing a model to travel. **The whole funnel experience — including sign up page and checkout page — also had to be redesigned,** as it has a strong correlation with those new pages.

Case study — ACE English Malta

Context

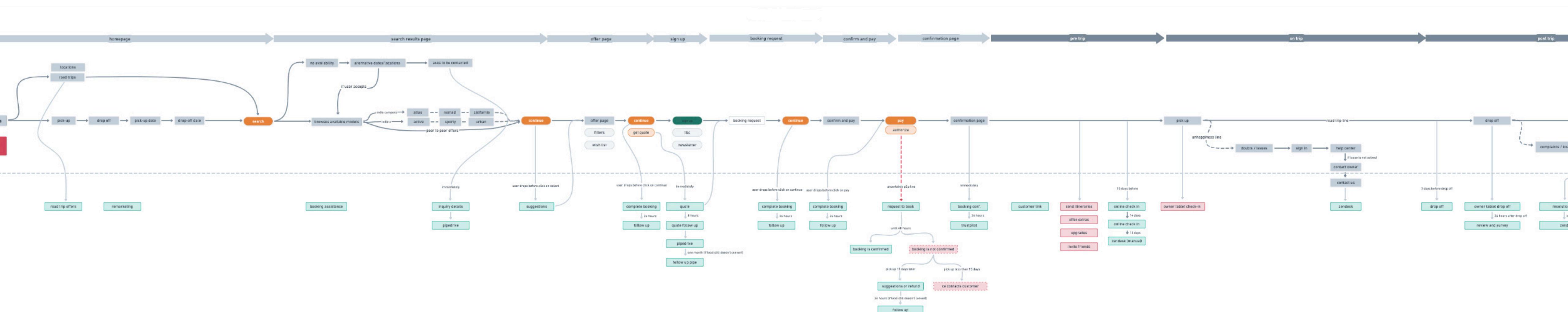
Traveling in a campervan is trending all over Europe although most travellers are doing that for the first time. **Indie Campers is the biggest own-fleet campervan rental in Europe, with around 1600 vehicles around Europe.** That said, our customer support team receives many requests and has to answer questions regarding the features, available extras and price breakdown.

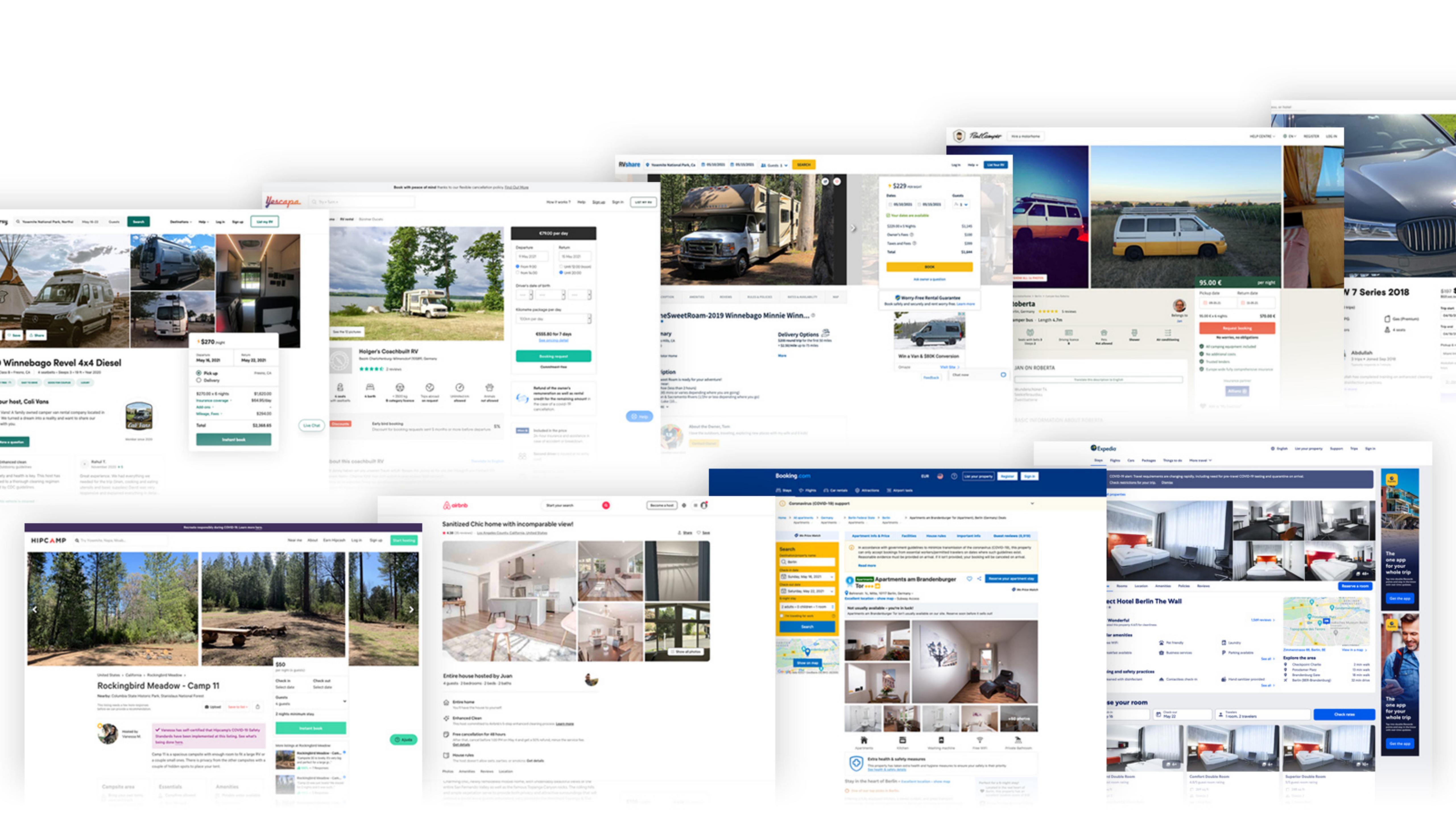
Discovery

Experience Map

When I joined indie campers a customer journey map was already created with **the whole experience our clients have while traveling** with us, from the first access on the website to the post weeks after the trip.

We were going to change some of the touch-points, including new ones: The listing page and SignUp page. So I've discussed with Product Manager **how those new steps would influence** the customer experience map.



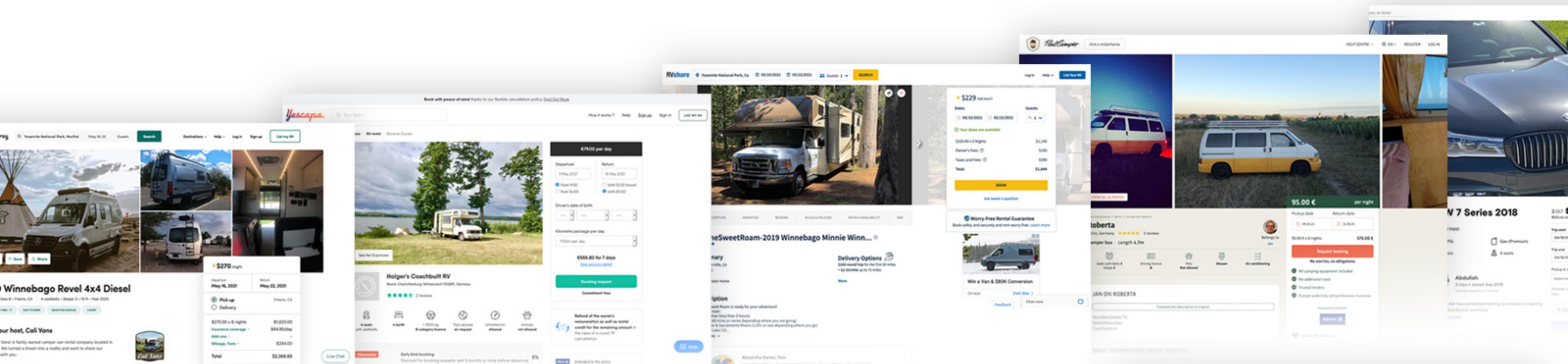


Case study — Indie Campers

Competitors

There are a lot of players already in the market, so it would be extremely important to understand **how our competitors built their funnel experience.**

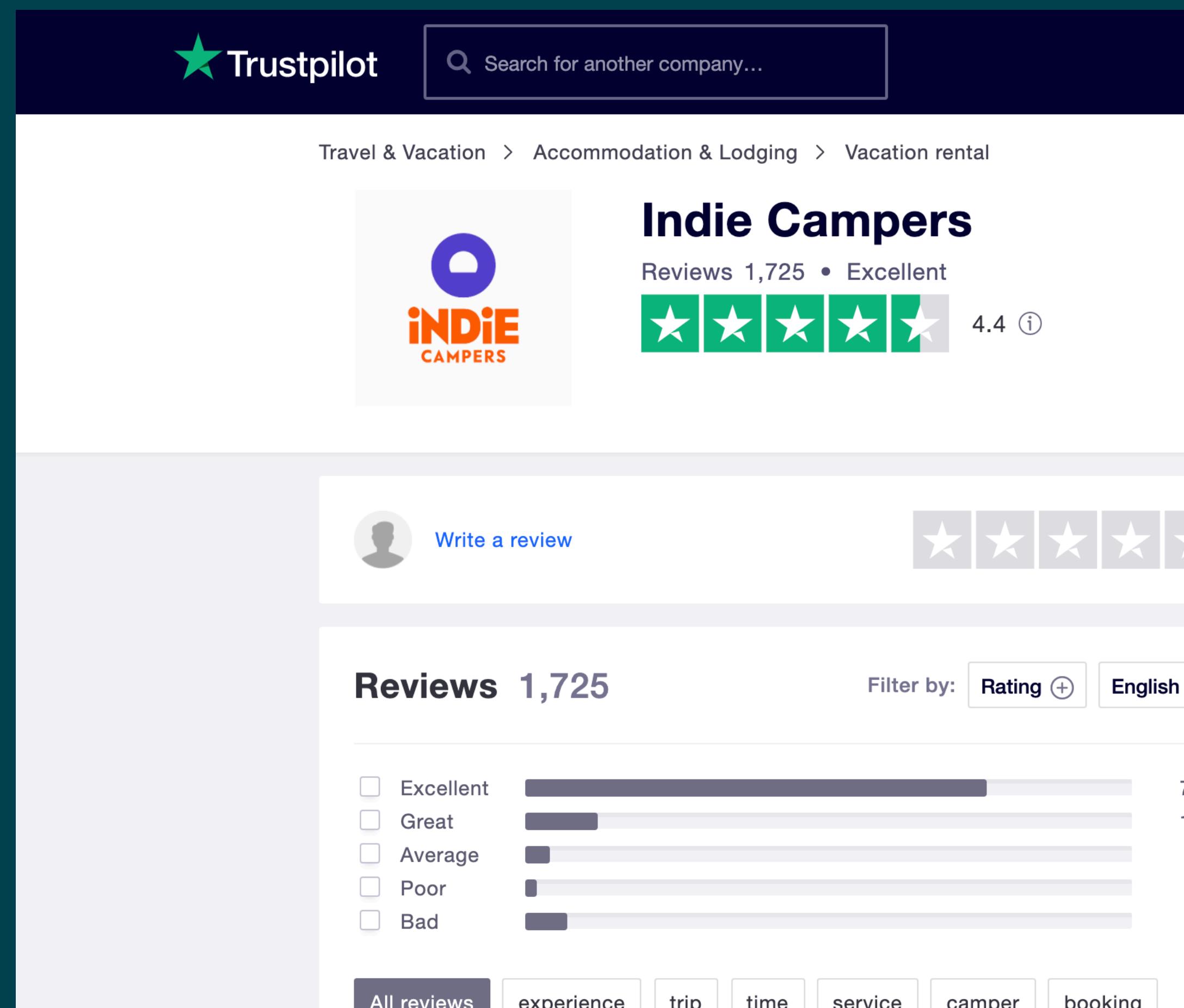
We also analyzed **other digital platforms** — like Airbnb, Booking.com, Expedia — to check what other industries do nicely to give more ideas for our version.



Case study — Indie Campers

Customer listening

The Customer Support Team listed the most frequent questions they received about the vehicles, such as **insurance, fuel type, extras available to hire, features and amenities, location to pick up the vehicle**, etc.



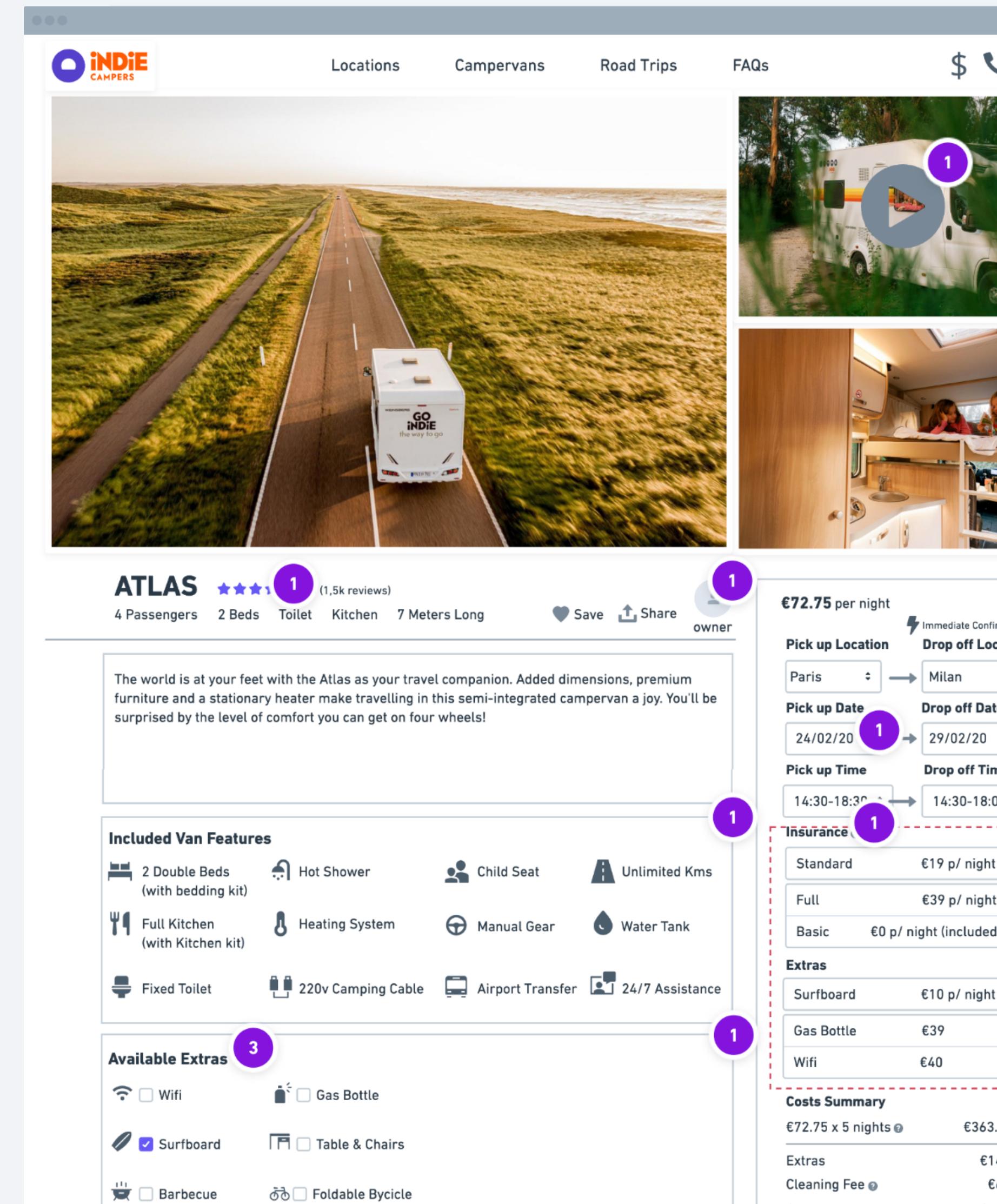
Designing

Case study — Indie Campers

Sketching

Alongside the Product Manager of this project, **we used the previous findings to prioritize the information and create sketches** based on release phases. Our team works in an MVP model, so we deliver the minimum valuable product first and increment it in future iterations.

In this stage, **we mapped all possible paths the user would take until the booking confirmation.**

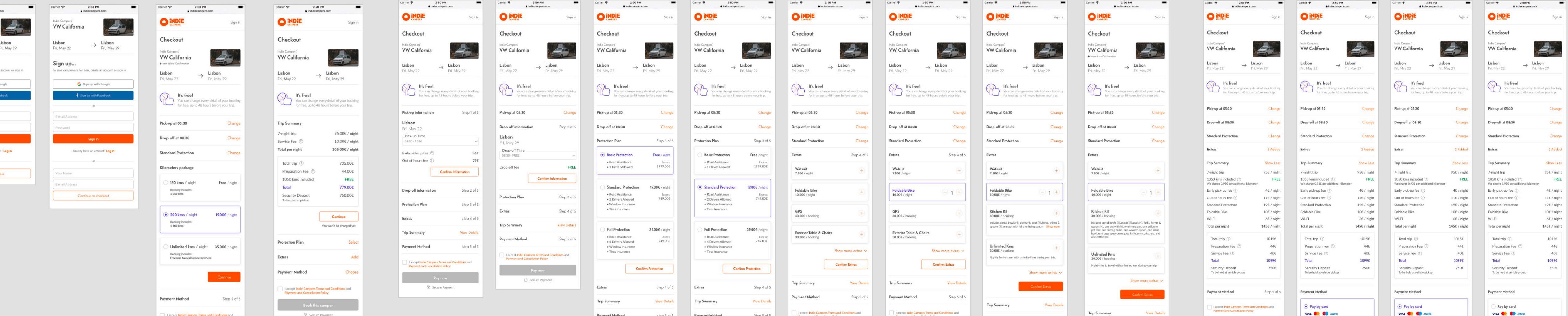


Case study — Indie Campers

Mockups and Prototyping

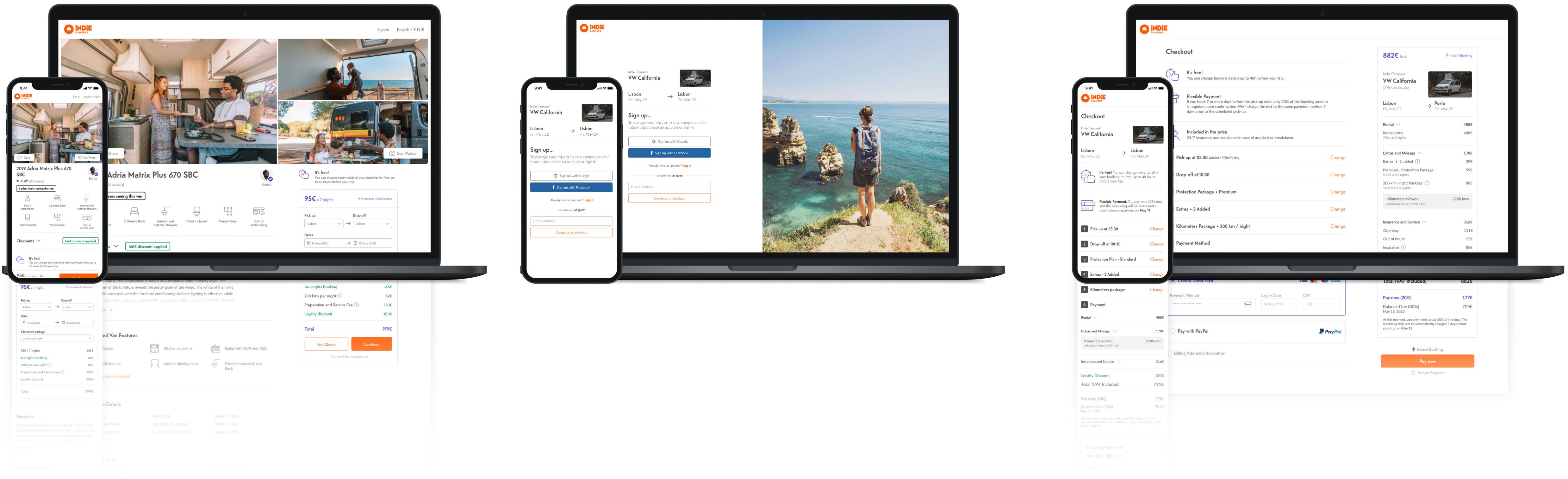
At Indie Campers around **70% of the access to the website is on mobile devices**. So, I've started the approach of **mobile-first** and then adapt to other devices.

I've used **Adobe XD** to create the mockups and prototypes, and **Adobe Illustrator** to create the iconography



Case study — Indie Campers

Mockups and Prototyping



Case study — Indie Campers

User testing

We have to be extremely careful when we display prices to users, as **it could influence the perception of the clients over the product and if they will proceed on the funnel**. So, I've tested with users several ideas of the price breakdown, to find the clearest version.

The challenge here was to make the price breakdown **more clear and simpler, with no hidden fees and clarity on what they will pay for**

Locations
Pick up: Paris → Drop off: Raykjavik
Dates: 22/02/2020 → 29/02/2020

Trip Summary
7-night trip: 95.00€ / night
1050 kms included: FREE
Go to checkout
You won't be charged yet

95€ / night Immediate Confirmation

Pick up: Lisbon → Drop off: Lisbon
Dates: 17 Aug 2020 → 22 Aug 2020
Kilometers package: 150 kms per night

95€ x 7 nights: 665€
200 kms per night: Included
Cleaning and Service Fee: 120€
Total: 979€

95€ / night Immediate Confirmation

Pick up: Lisbon → Drop off: Raykjavik
Dates: 17 Aug 2020 → 22 Aug 2020
Kilometers package: 200 kms per night

95€ x 7 nights: 665€
One way fee: 112€
200 kms per night: 82€
Cleaning and Service Fee: 120€
Total: 979€

95€ x 7 nights Immediate Confirmation

Pick up: Lisbon → Drop off: Raykjavik
Dates: 17 Aug 2020 → 22 Aug 2020
Kms package: 150 kms per night

1050 kms included: FREE

Trip Summary
7-night trip: 95€ / night
Service Fee: 40€ / night
Total per night: 145€ / night

Total trip: 515€
Preparation Fee: 44€
Total: 675€

Dates: 17 Aug 2020
Kilometers package: 150 kms per night

95€ x 7 nights
150 kms per night

Cleaning and Service Fee

Total: 675€

Get Quote Continue

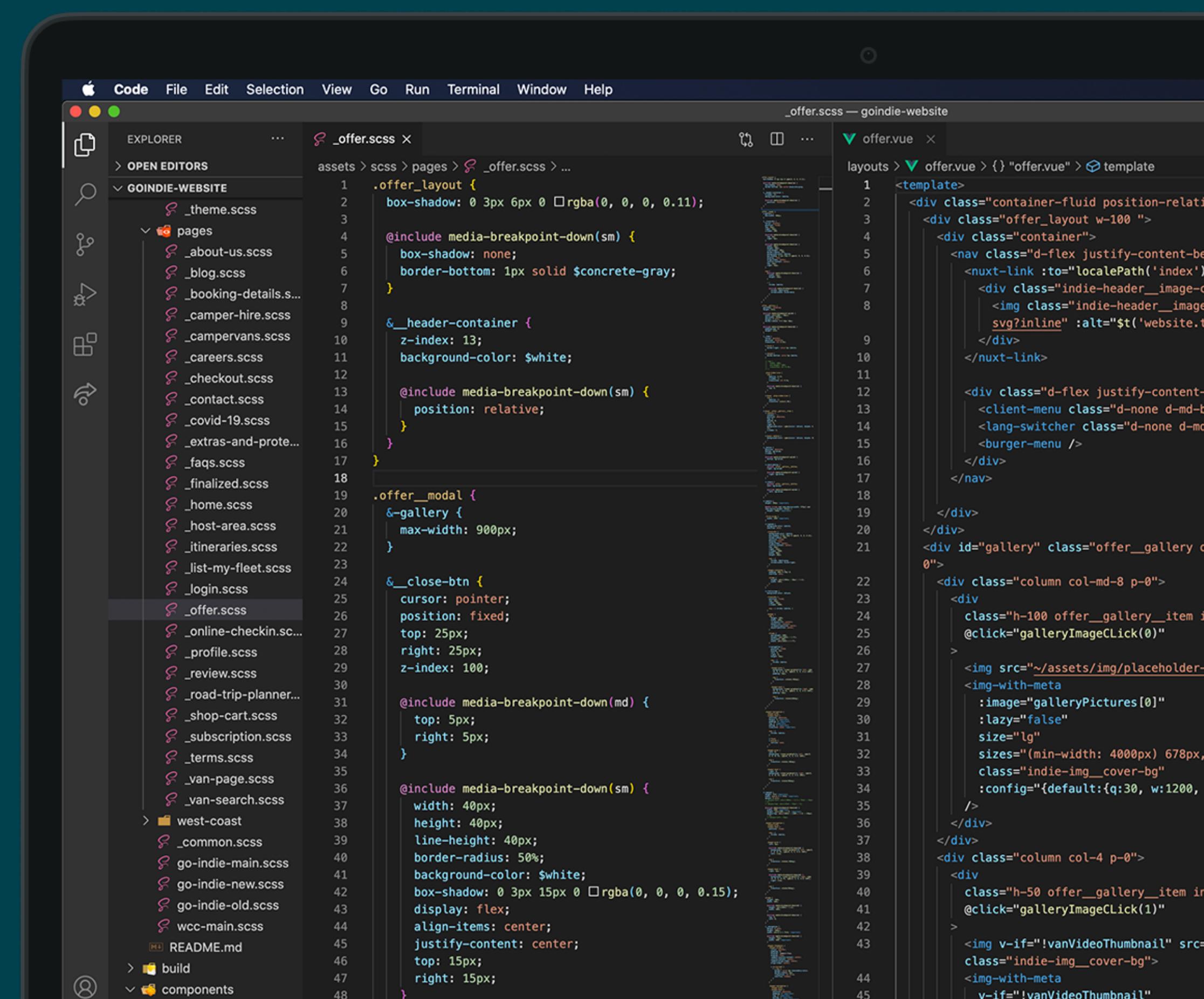
Development

Case study — Indie Campers

Development

I've worked alongside full-stack developers to create those pages. I was in charge of the **CSS / SASS**, the general **HTML structure**, and support a bit on **VueJS**

At Indie Campers, all designers have to have some knowledge in HTML and CSS, as they are people **in charge to guarantee** that what is being developed is what they've designed.



The screenshot shows a dark-themed code editor with multiple tabs open. The left sidebar shows a file tree for a project named 'GOINDIE-WEBSITE'. The main area displays two files: '_offer.scss' and 'offer.vue'.

_offer.scss:

```
offer_layout {
  box-shadow: 0 3px 6px 0 rgba(0, 0, 0, 0.11);
  @include media-breakpoint-down(sm) {
    box-shadow: none;
    border-bottom: 1px solid $concrete-gray;
  }
  &_header-container {
    z-index: 13;
    background-color: $white;
    @include media-breakpoint-down(sm) {
      position: relative;
    }
  }
  .offer_modal {
    &_gallery {
      max-width: 900px;
    }
    &_close-btn {
      cursor: pointer;
      position: fixed;
      top: 25px;
      right: 25px;
      z-index: 100;
      @include media-breakpoint-down(md) {
        top: 5px;
        right: 5px;
      }
      @include media-breakpoint-down(sm) {
        width: 40px;
        height: 40px;
        line-height: 40px;
        border-radius: 50%;
        background-color: $white;
        box-shadow: 0 3px 15px 0 rgba(0, 0, 0, 0.15);
        display: flex;
        align-items: center;
        justify-content: center;
        top: 15px;
        right: 15px;
      }
    }
  }
}
```

offer.vue:

```
<div class="offer_layout w-100">
  <div class="offer_header">
    <nuxt-link :to="localePath('index')">
      <div class="indie_header_image" :alt="`Website logo`">
        <img alt="Indie Campers logo" />
      </div>
    </nuxt-link>
  </div>
  <div id="offer_modal" class="offer_gallery" v-if="!vanVideoThumbnail">
    <div class="offer_gallery_item" @click="galleryImageClick(0)">
      
      <img-with-meta :image="galleryPictures[0]" :lazy="false" size="lg" sizes="(min-width: 4000px) 678px, 100vw" :config="{default:{q:30, w:1200}, lg:{q:100, w:1200}}"/>
    </div>
    <div class="offer_gallery_item" @click="galleryImageClick(1)">
      <img alt="Van video thumbnail" />
      <img-with-meta :image="vanVideoThumbnail" class="indie-img-cover-bg" :config="{default:{q:30, w:1200}, lg:{q:100, w:1200}}"/>
    </div>
  </div>

```

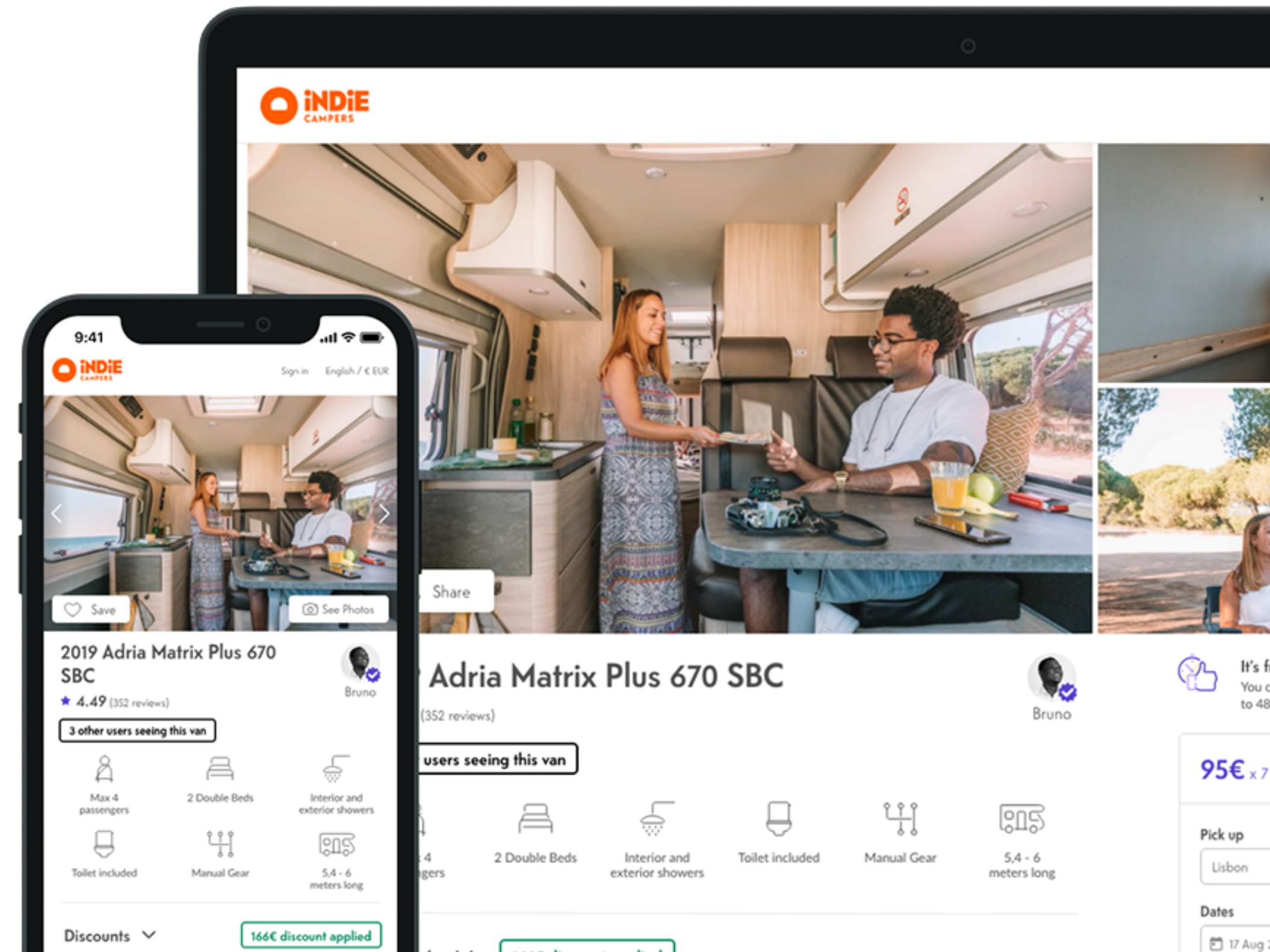
Results

Case study — Indie Campers

Results

The process took around **3 months**. Our Customer support team uses a platform that tracks the type of requests they receive. Comparing the 2 following months of the MVP version release with the same period of the previous year, we had a **significant improvement on our Customer support** team.

- **Reduce 23%** "Information of the models" tickets in
- **Reduce 16%** of "Indie campers service" tickets



Case study — Indie Campers

Next steps

I've set a few trackers on our **Hotjar account to identify potential new improvements** or any issues. A lot of new content has been added explaining our vehicle, but we could identify new information we could explain better.

Also, **we are planning to start AB Tests**, so in future we will be able to test several changes at the same time

The screenshot shows a webpage for a 'Nomad' camper van. At the top, there's a large image of a woman smiling while eating breakfast at a table outside a grey and orange camper van. Below the image, the word 'Nomad' is highlighted with a red underline. To the left, there's another smaller image of a man taking a photo of a woman holding a baby next to the van. The main listing includes the van's name 'Nomad', its rating of '4.8 (58 reviews)', and a 'Discount on 14+ night bookings' button. It also lists features like '4 People', '2 Beds', 'Integrated Bathroom with Shower', 'Integrated heating system', 'Manual gear', and '5.4 - 6 Meters long'. On the right, there's a sidebar with a 'Like' button, the text 'It's free! You can change book your trip.', and a summary of costs: '74€ x 29 nights', 'Pick Up' (with a dropdown menu), 'Dates' (with a calendar icon), and 'Kilometers packages Extra km: 0.29€'. At the bottom, there's a 'Vehicle description' section with a detailed paragraph about the van's build and interior.

Thank you

Let's have a  or 

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