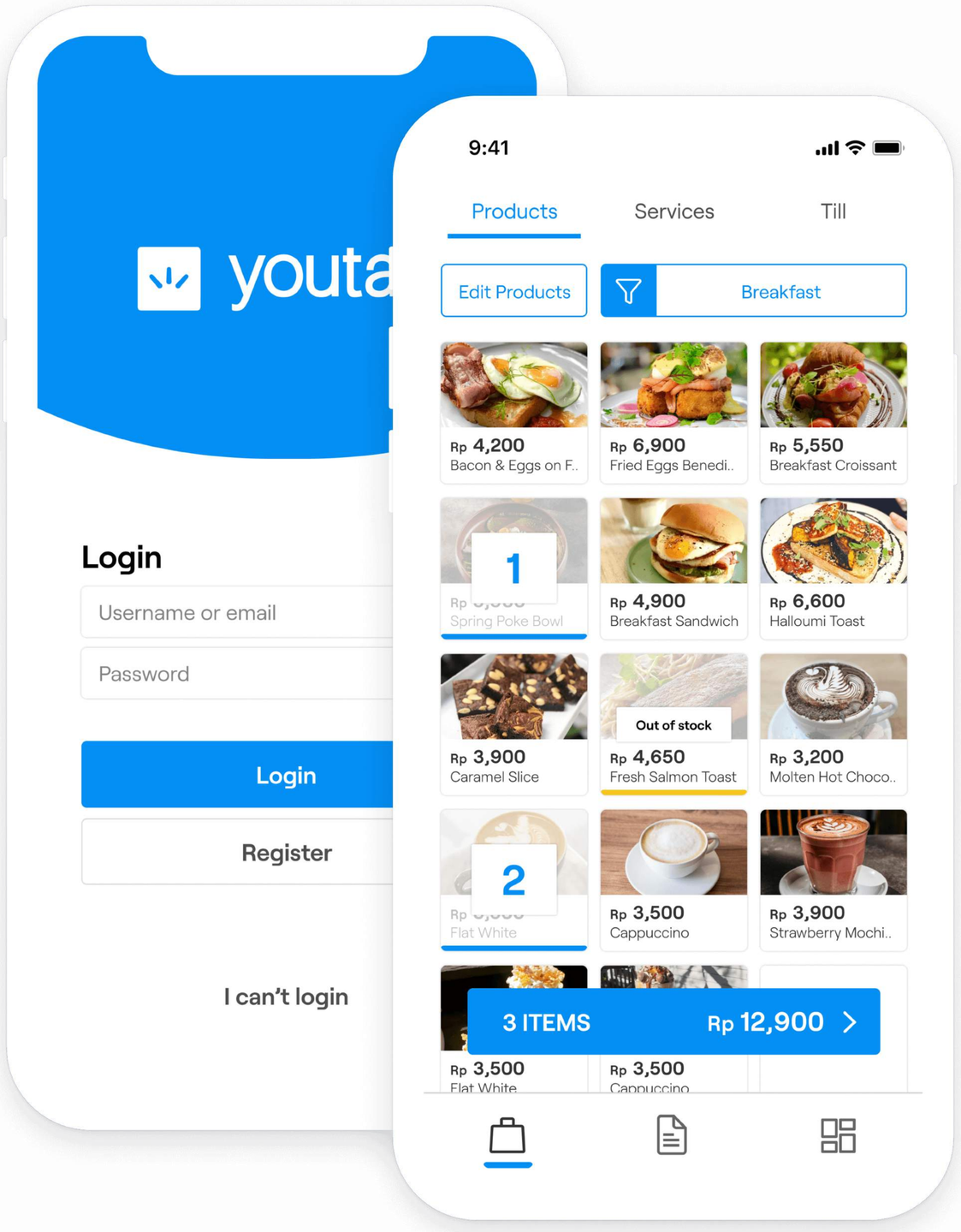
TOM BUTLER

UI & PRODUCT DESIGN PORTFOLIO

Youtap Merchant App, MNO Portal, Public Website



YOUTAP
MERCHANT APP

UX & UI Design, Iconography, Research

The Merchant App is designed with first-time smartphone users in mind. Merchants who are typically cash-only; receipts, and ledgers often handwritten.

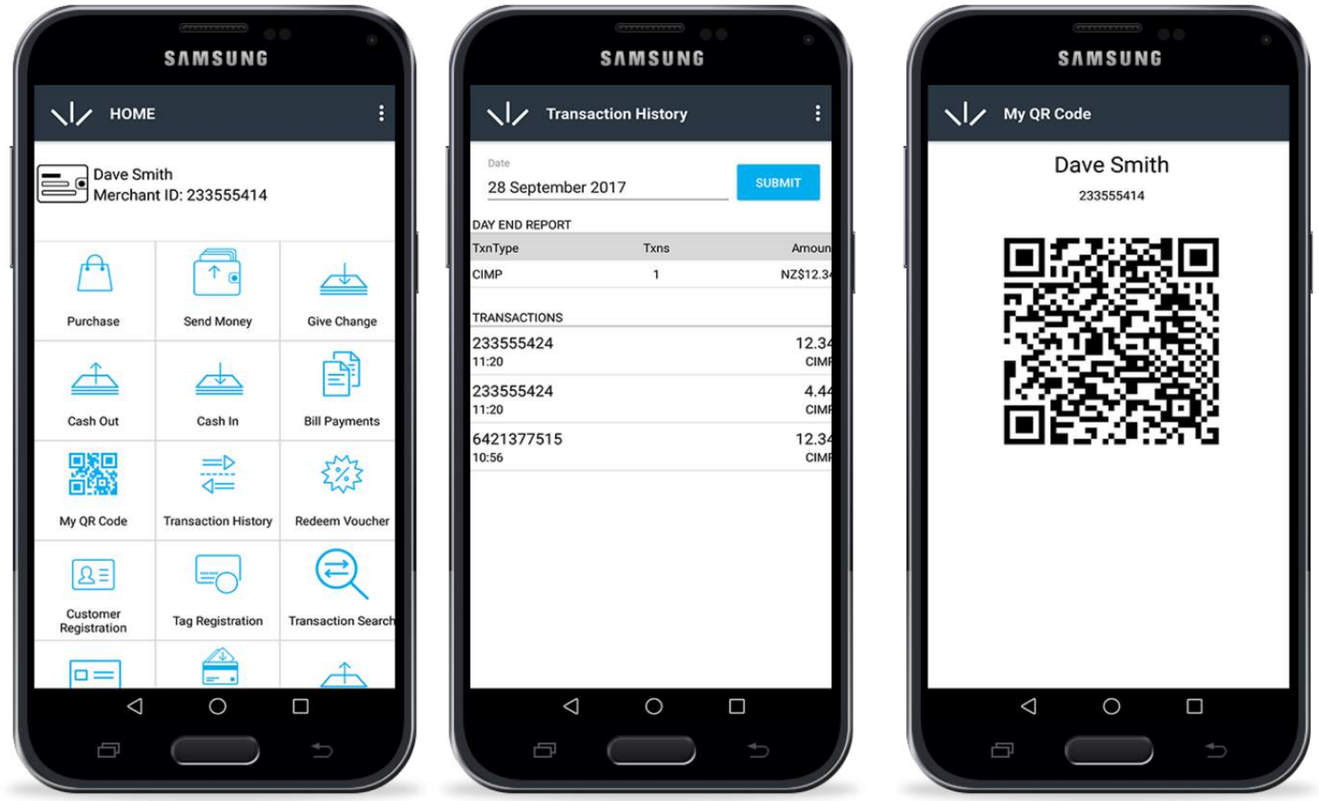
The goal was function and usability over form.

YOUTAP MERCHANT APP

EXISTING APP AUDIT

Prior to starting the project, all product design was carried out by developers, there was no design system in place, no consistent iconography, and no UX or market research done. I understood a complete rebuild of the product was necessary - and after getting sign-off from the management team - began looking at design standards in the FinTech space.

Aside from neglected aesthetics, the core pain point for users was navigation. It used a single tile screen to begin every essential function of the app, with no hierarchy or filters for different categories.



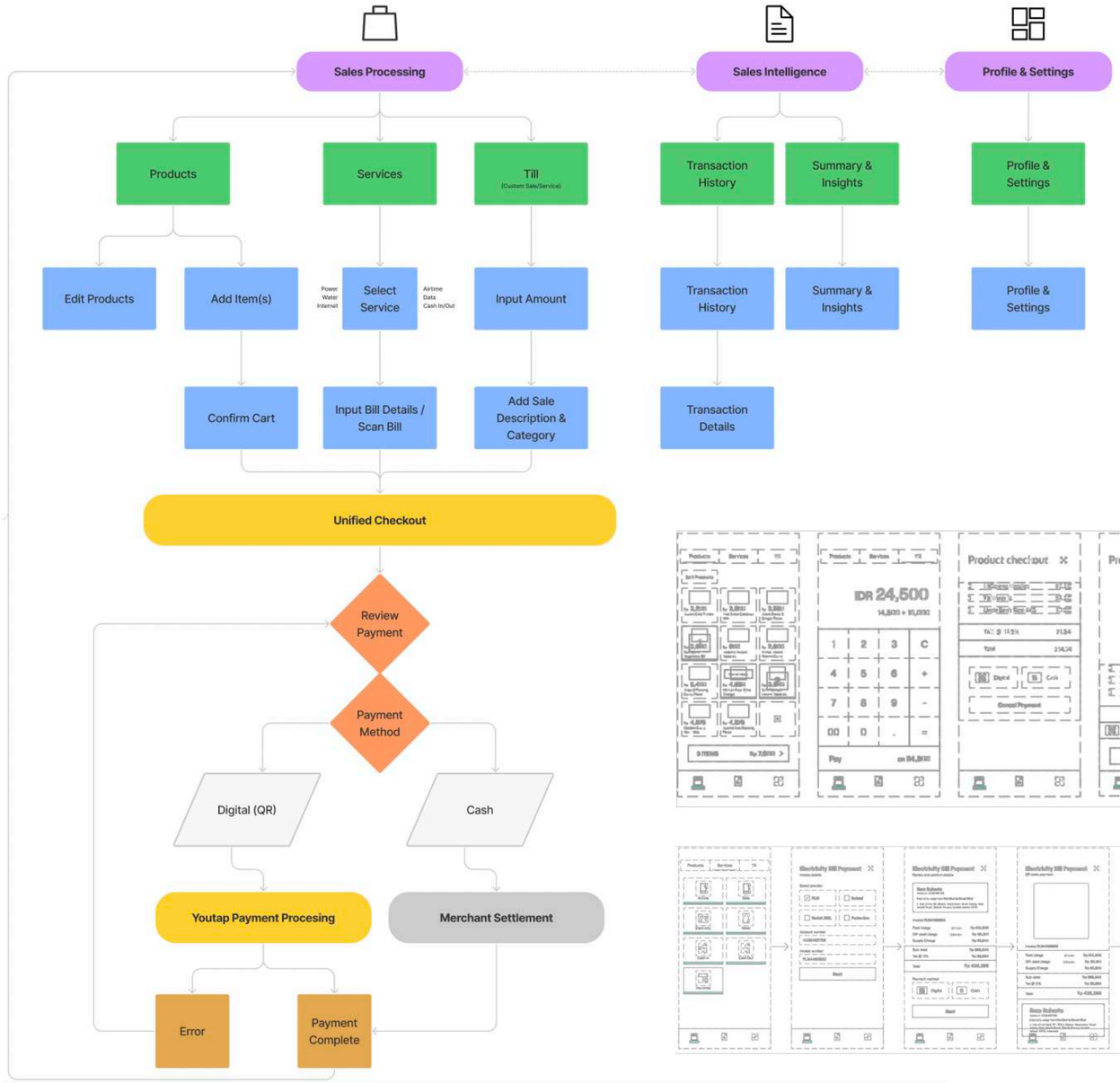
YOUTAP MERCHANT APP

WIREFRAMES & NAVIGATION MAP

When collecting feedback on the existing app, we found the lack of an organised navigation would paralyse the user.

Most of the navigation and layout decisions were made during whiteboard sessions with the product team, and at times, key stakeholders. We iterated these until the final design stage. Low fidelity mockups were created to illustrate the core screens, and unified checkout process.

The unified checkout was the foundation of our new navigation flow, we split the core use cases into ‘Till’ (custom payment), ‘Products’ (regular payments), and ‘Services’ (utility and wallet related transactions). We then designed a checkout process that was consistent between all 3 payment categories.



YOUTAP MERCHANT APP

STYLE GUIDE

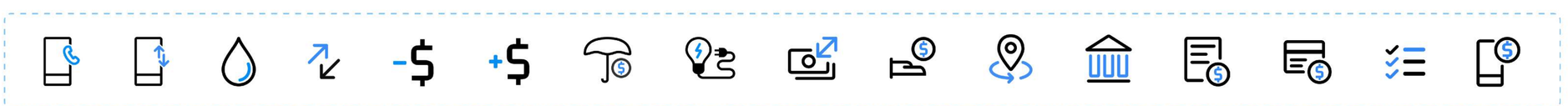
TYPEFACE

H1	**Roobert Bold 24pt**
H2	**Roobert SemiBold 18pt**
H3	Roobert Regular 18pt
H4	Roobert Regular 16pt
Subtitle	Roobert Regular 14pt
Paragraph	Roobert Light 11pt

PALETTE

blue.dark2	#014575	gray1	#333333	success	#72DE43
blue.dark1	#026AB5	gray2	#555555	error	#F51F1B
blue.primary	#038FF4	gray3	#777777	warning	#F5C91B
blue.light1	#81C7FA	gray4	#D0D0D0		
blue.light2	#C0E3FC	gray5	#E9E9E9		
blue.light3	#DFF1FE	gray6	#F8F8F8		

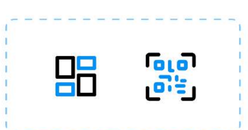
ICONOGRAPHY



Payment & Services Menu

Utility

Merchant Navigation

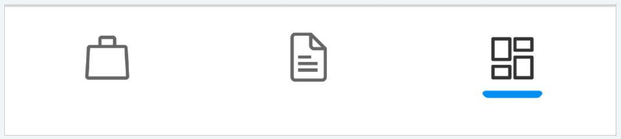


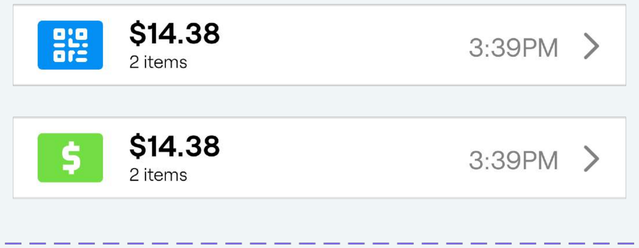
Payment Navigation

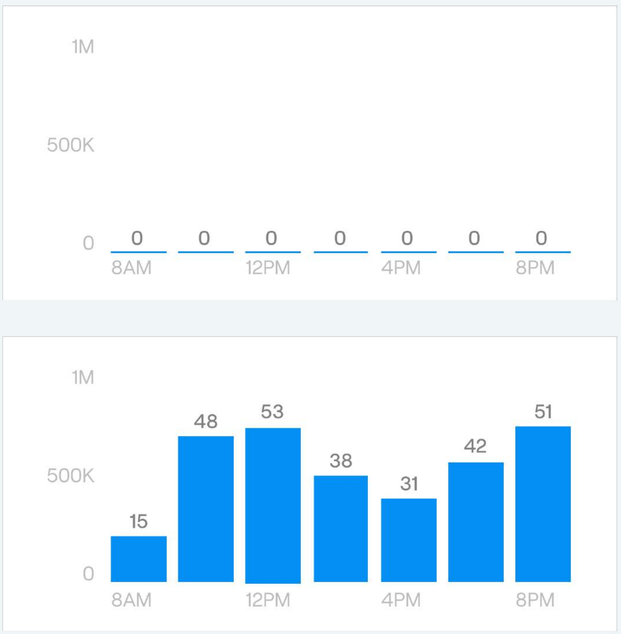
Cash / Digital Indicators

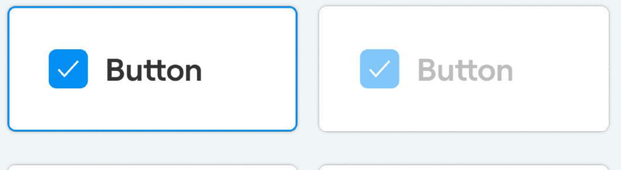
YOUTAP MERCHANT APP

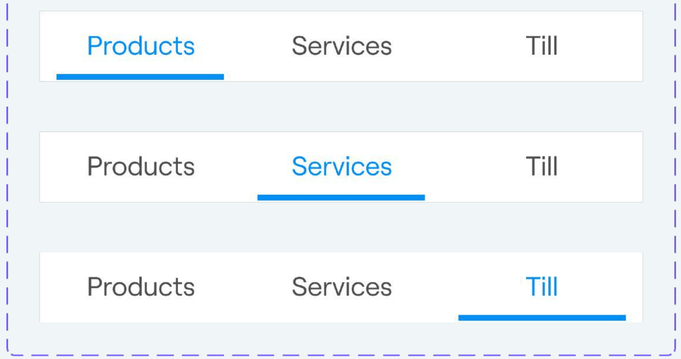
FIGMA COMPONENTS & VARIANTS

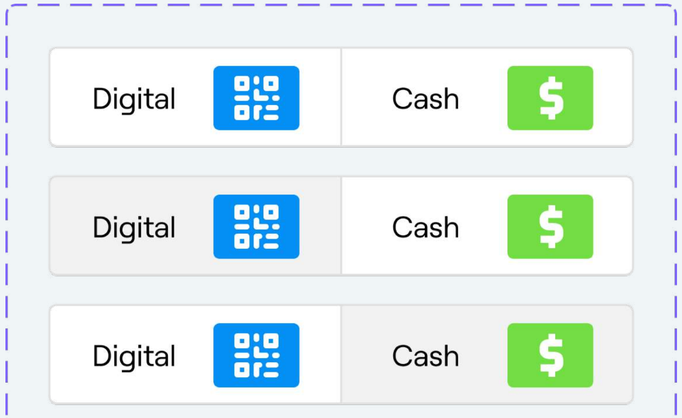


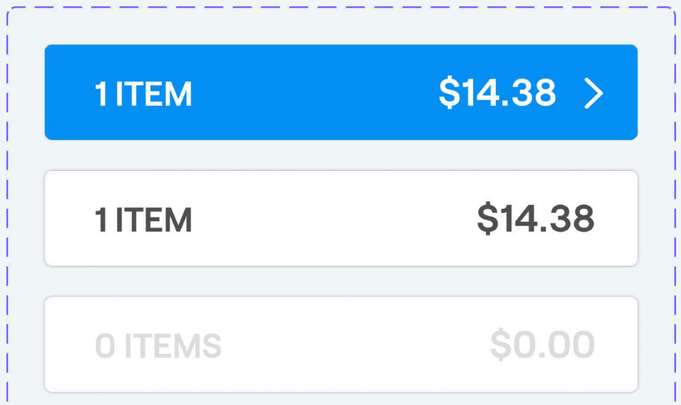


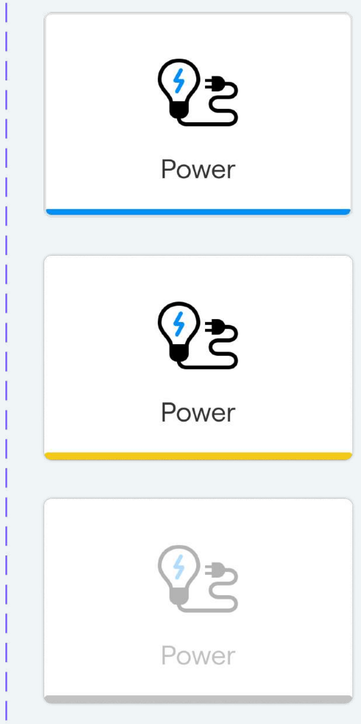


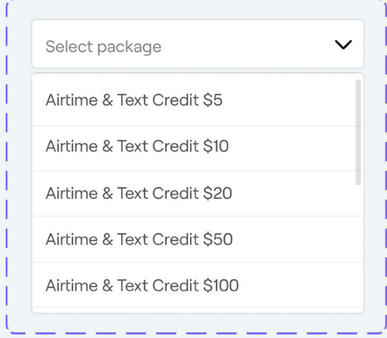


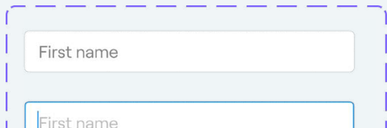


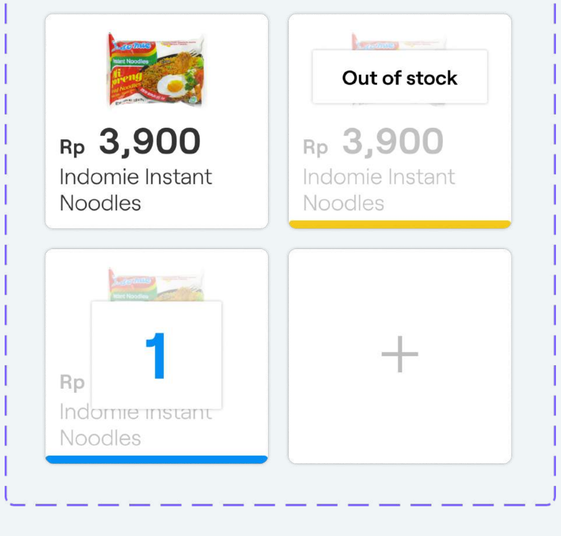


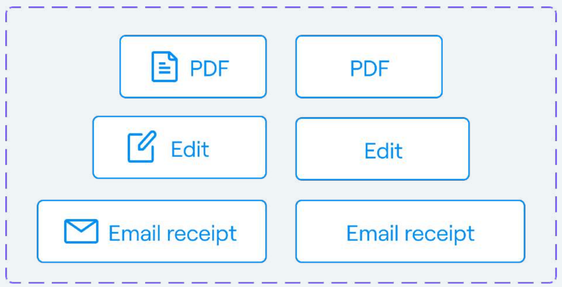


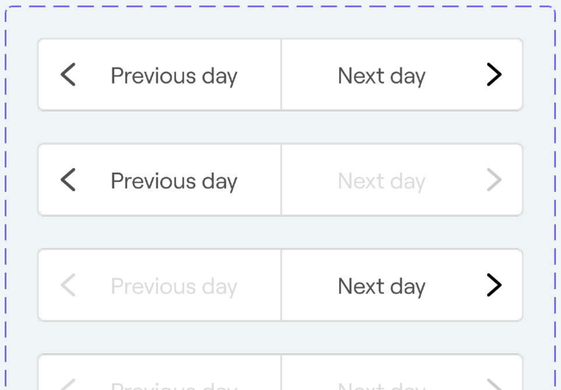








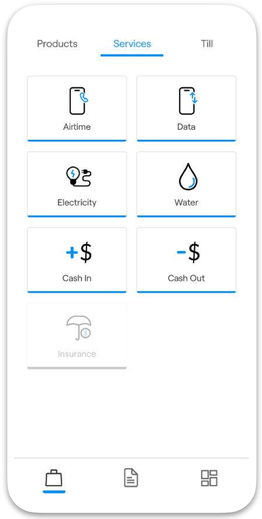


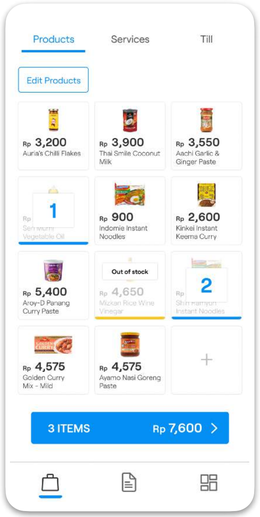


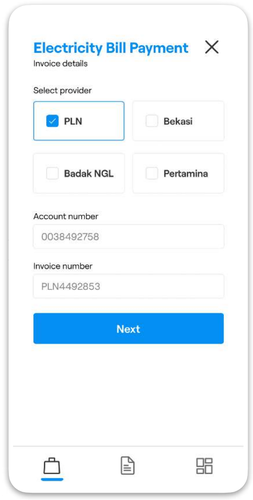
YOUTAP MERCHANT APP

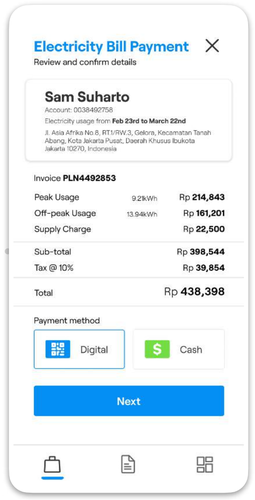
CORE USE CASES

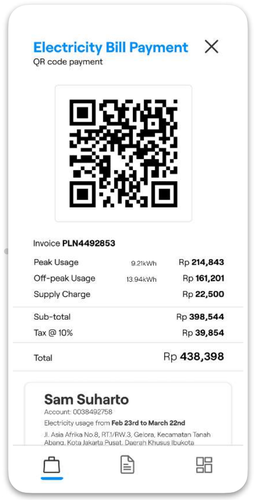
Services Payment

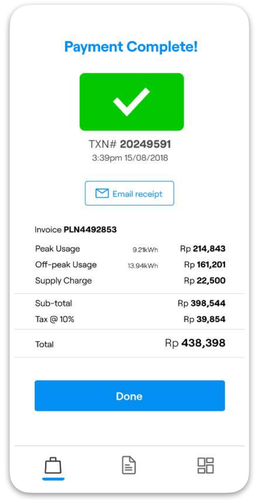




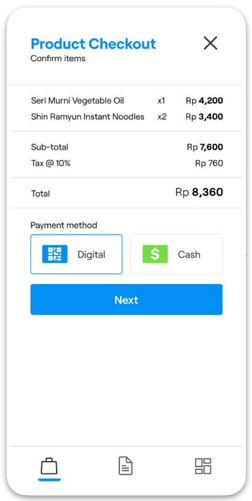


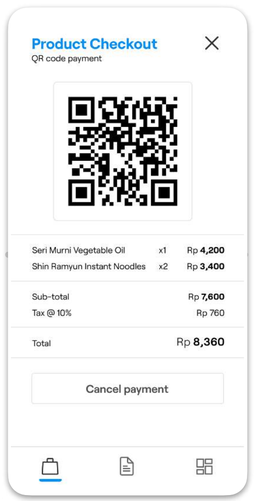


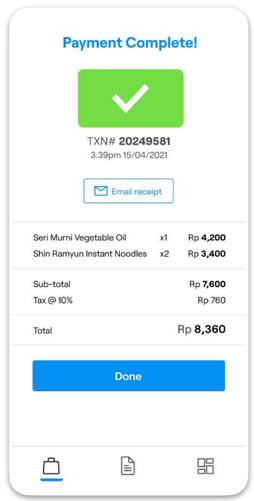




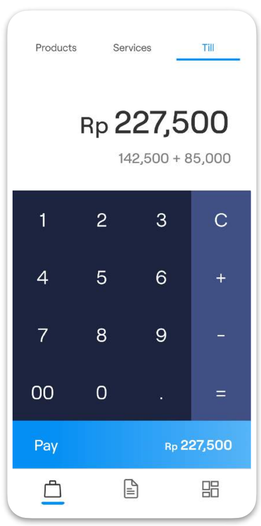
Product Payment

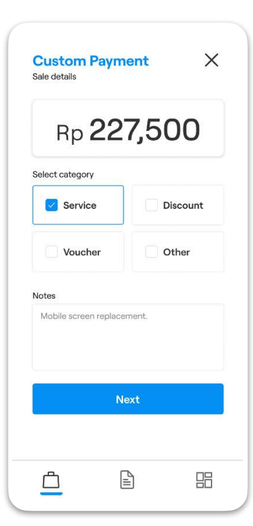


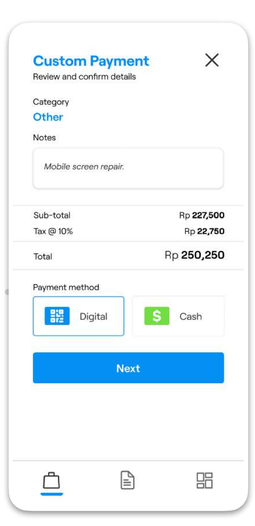


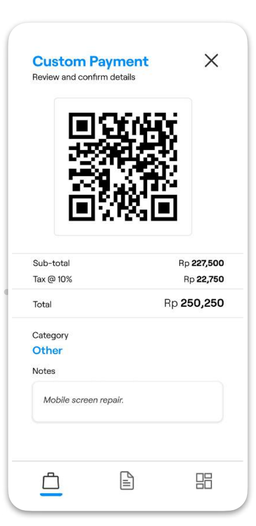


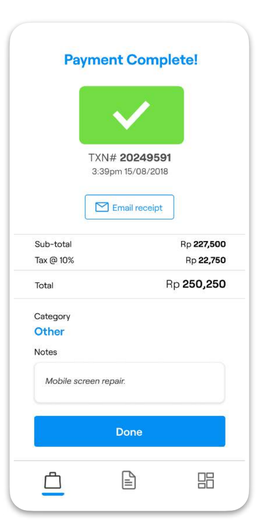
Custom Payment







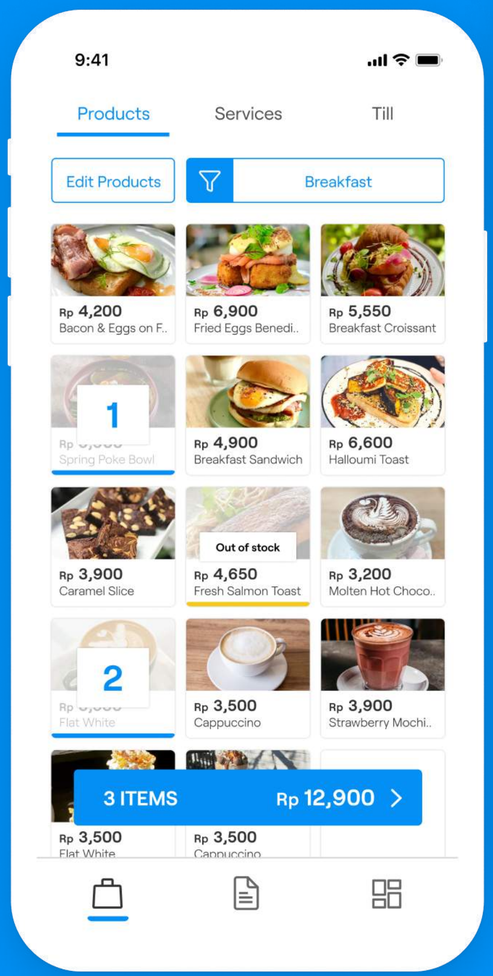




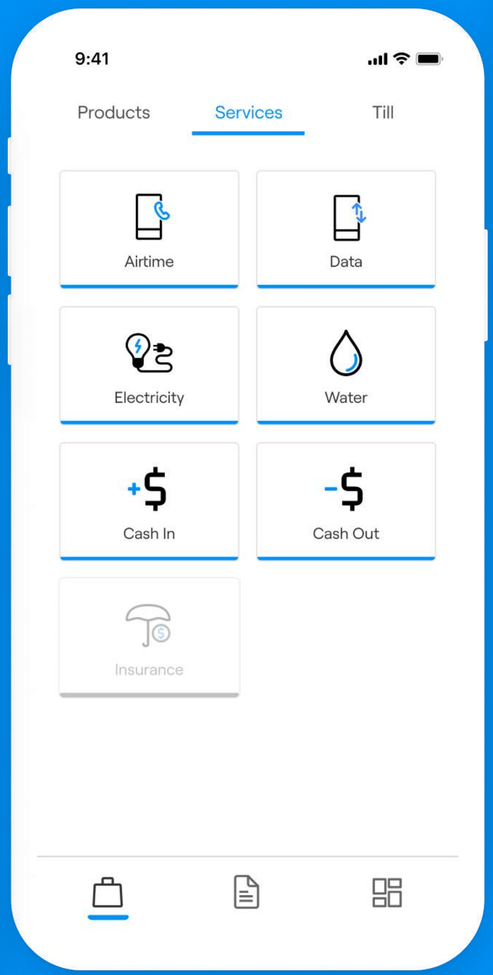
YOUTAP MERCHANT APP

FINAL DESIGN

Products

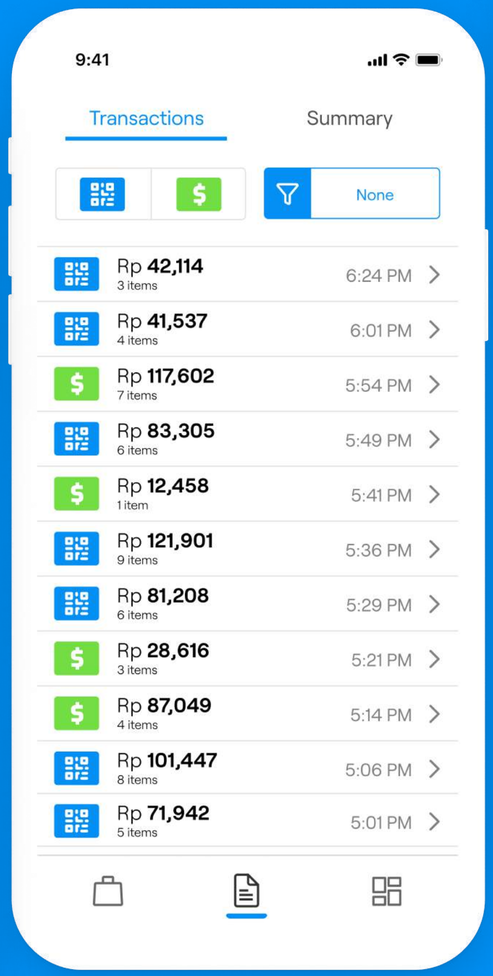


Services

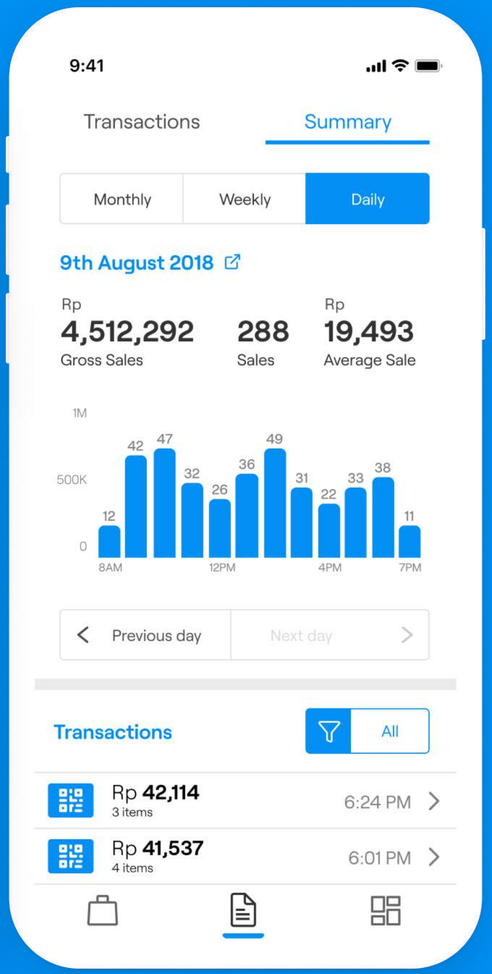


Till

Transactions

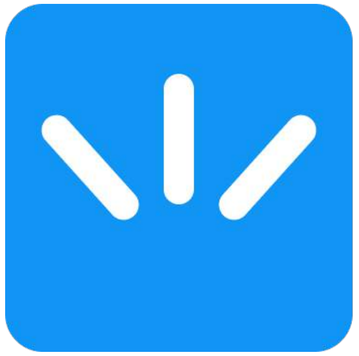


Summary



YOUTAP MERCHANT APP

POST-LAUNCH



Youtap Indonesia - Aplikasi Usaha

Financial Services

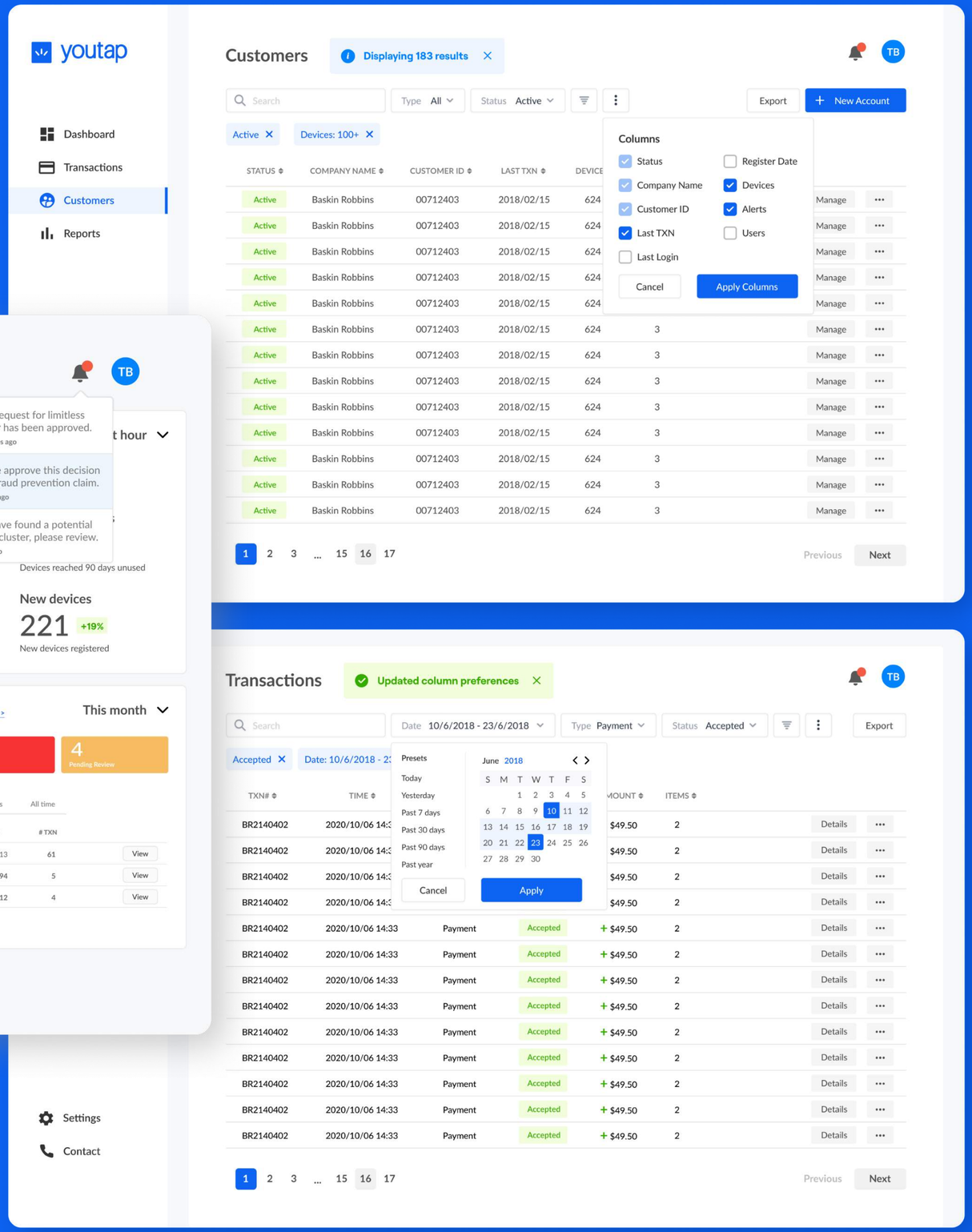
Installs	Reviews
100k+	★★★★★ 4,088

The app was released in several markets - including on Indonesia’s Telkomsel network - empowering merchants to access all 168 million subscribers on their mobile money network. The application has over 100,000 installs, and a 5 star ratings with over 4,000 reviews on the Google Play store.

YOUTAP

MNO PORTAL

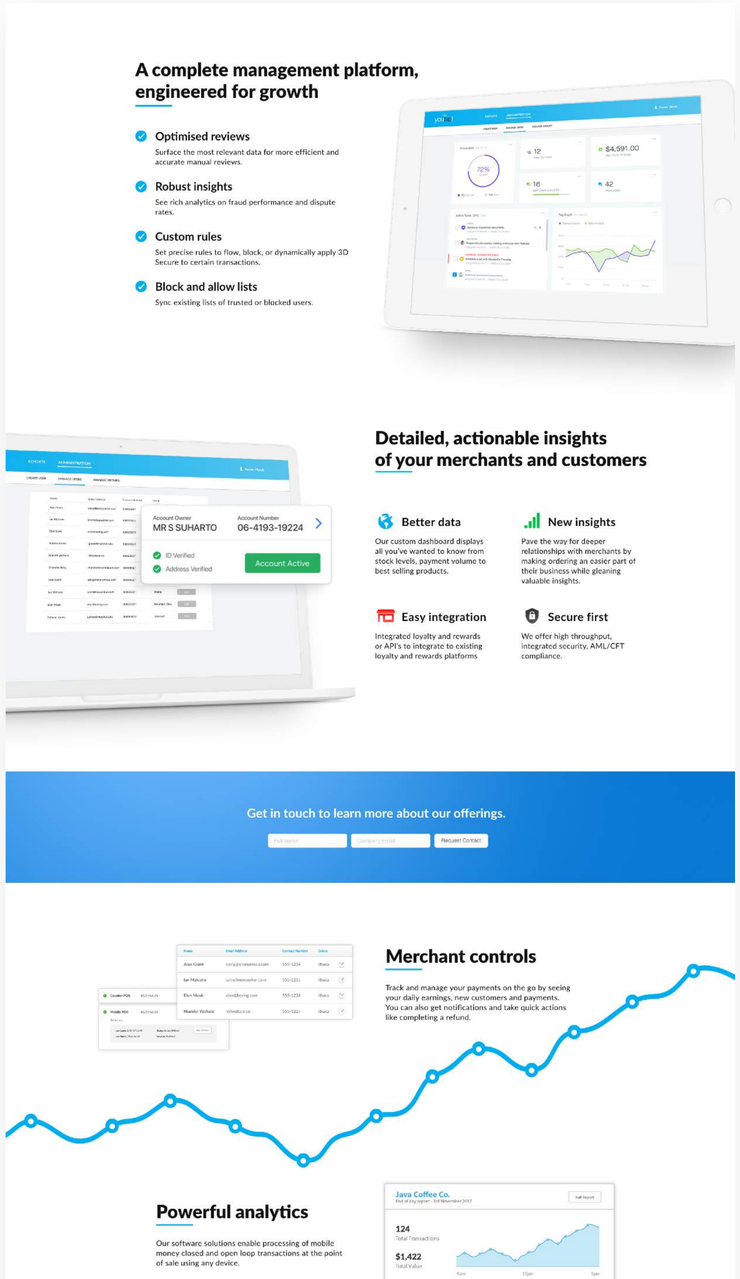
UX & UI Design, Research

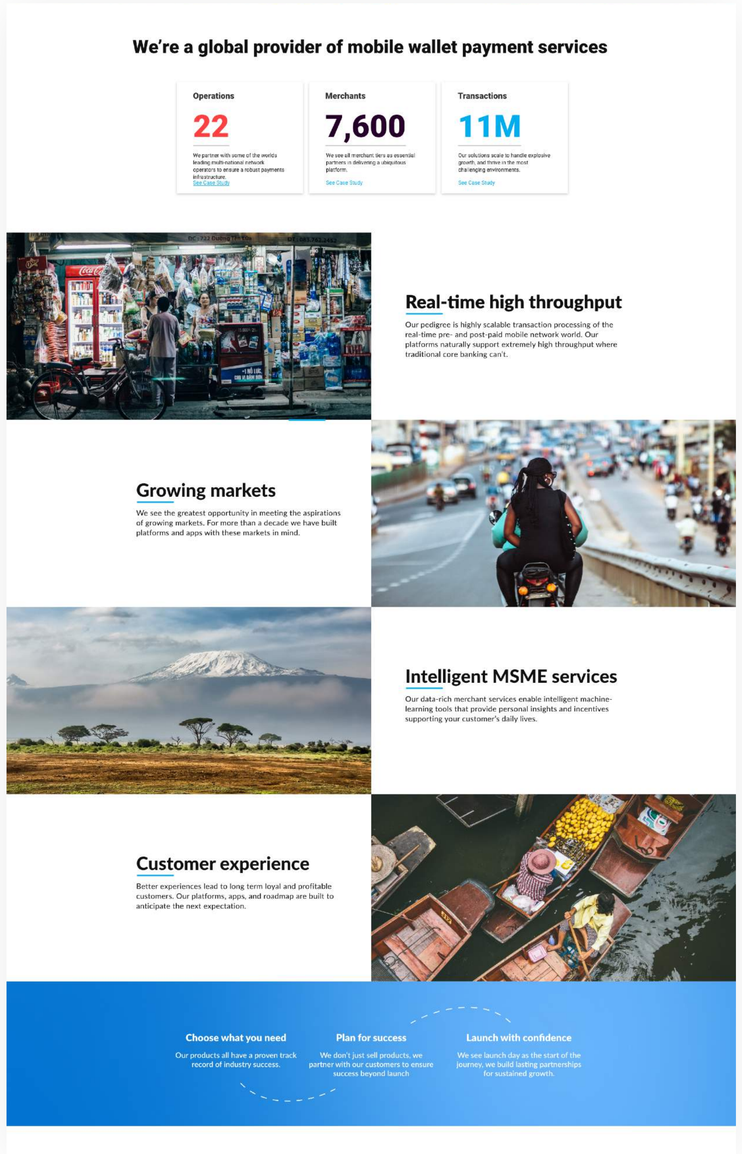


YOUTAP

PUBLIC WEBSITE

UI Design, Graphics, Web Development





THANK YOU

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