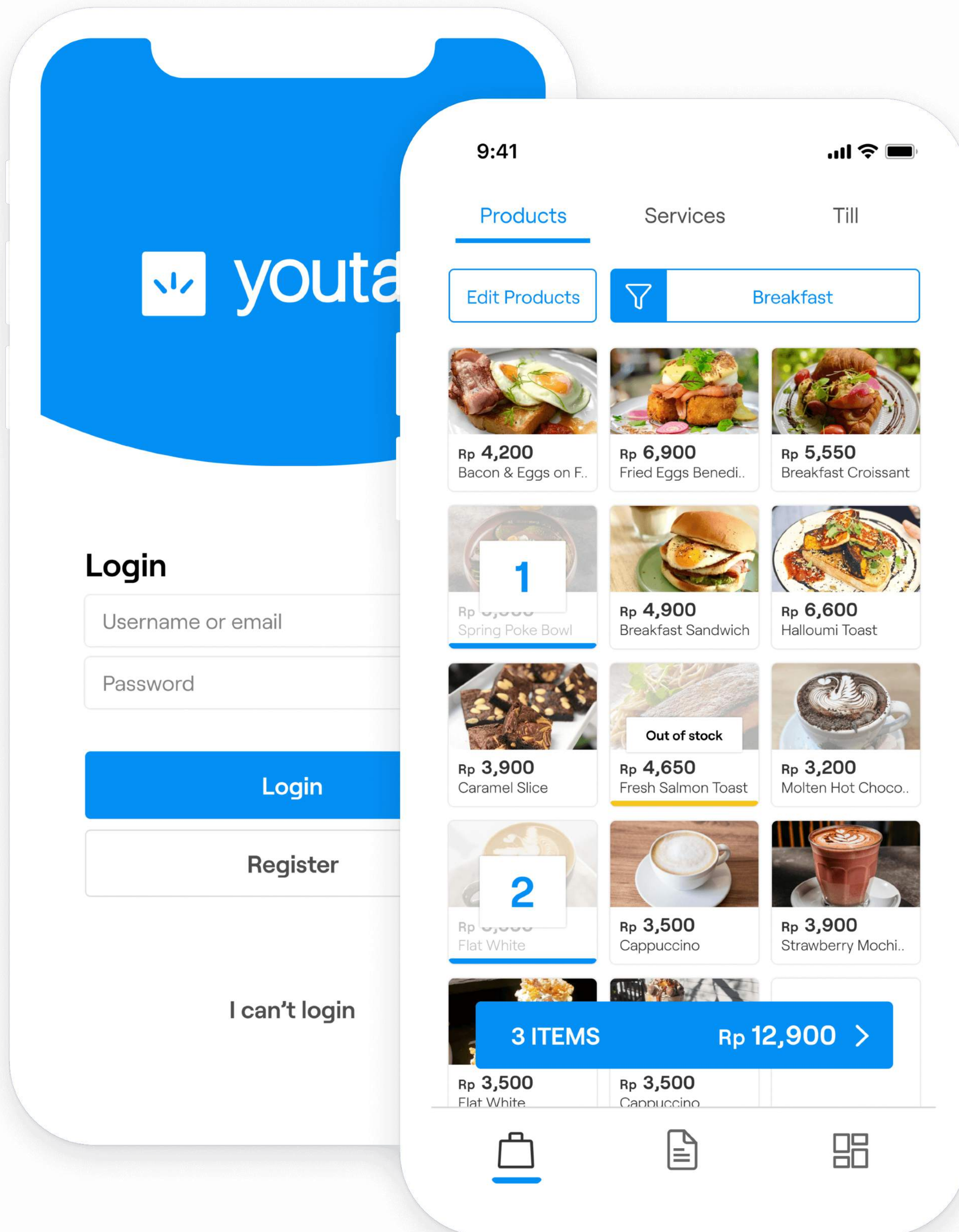


TOM BUTLER

UI & PRODUCT DESIGN PORTFOLIO

Youtap Merchant App, MNO Portal, Public Website



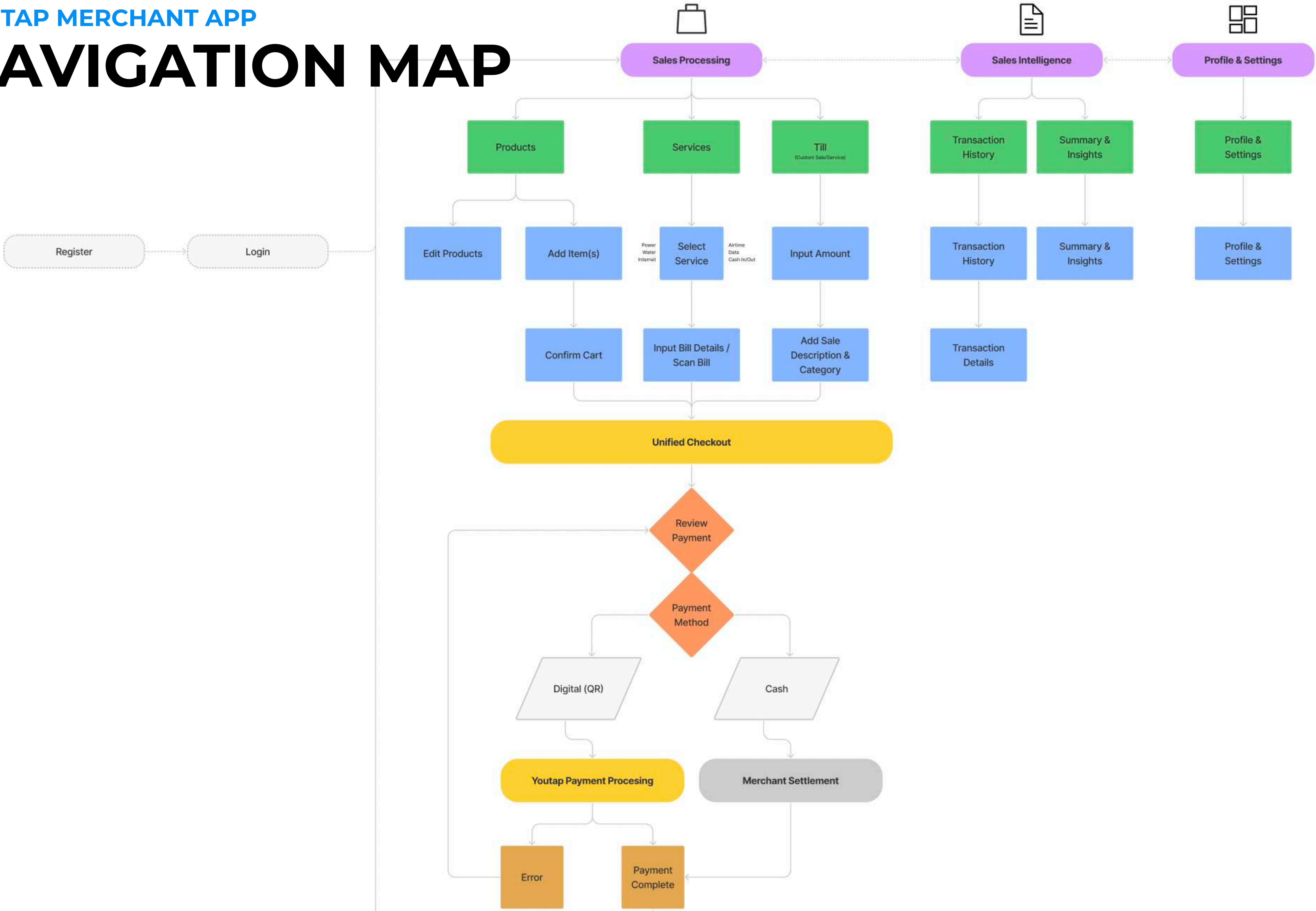
YOUTAP MERCHANT APP

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.

NAVIGATION MAP



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

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ICONOGRAPHY

Payment & Services Menu

Utility

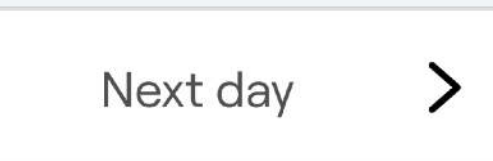
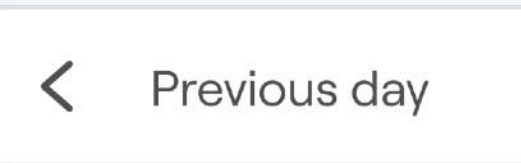
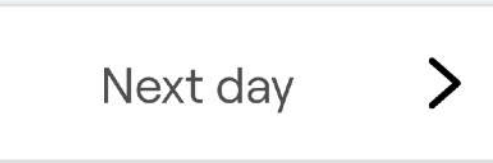
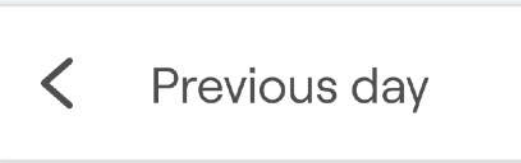
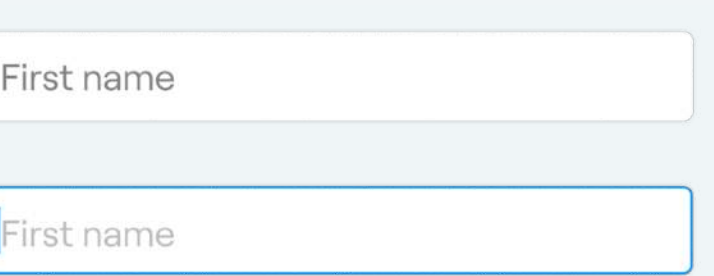
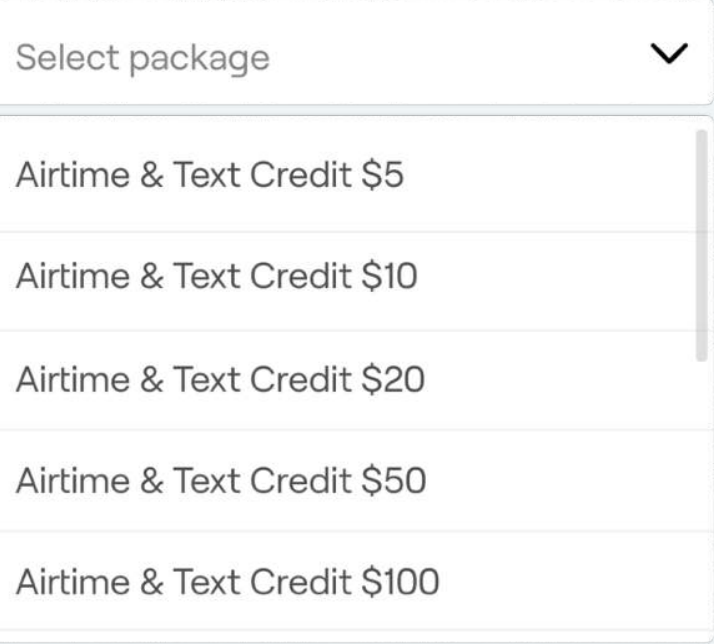
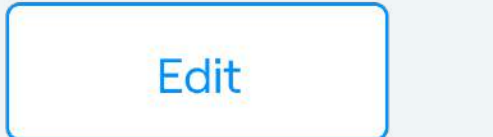
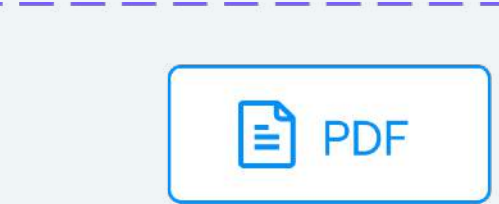
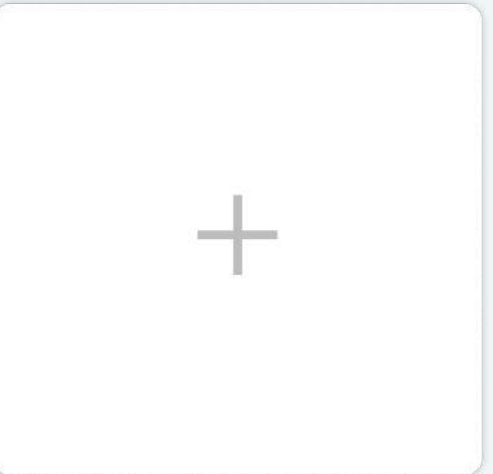
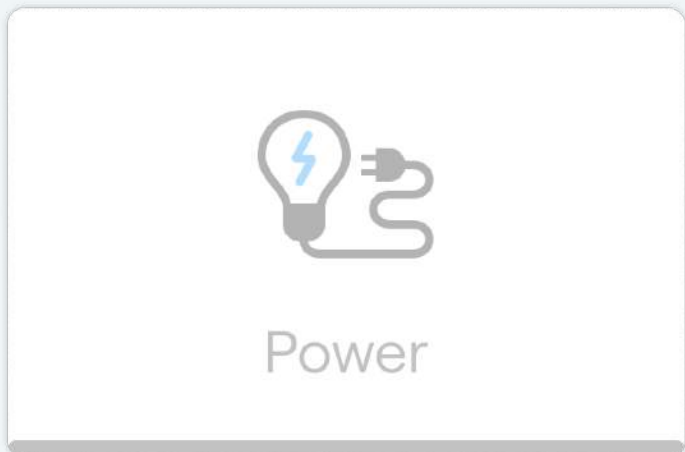
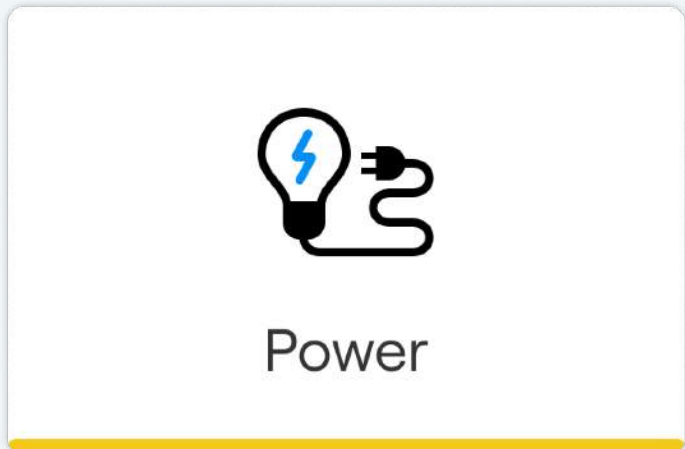
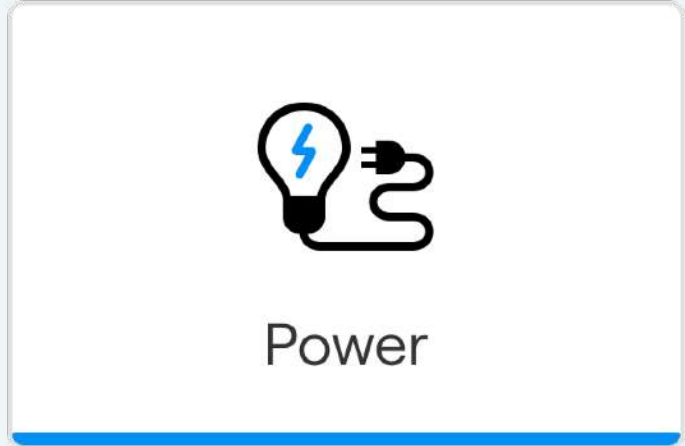
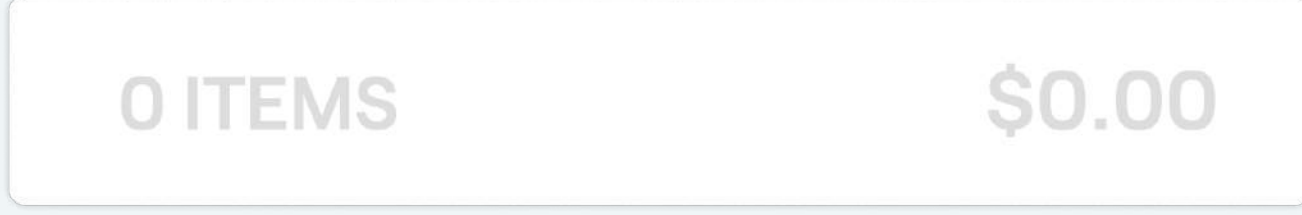
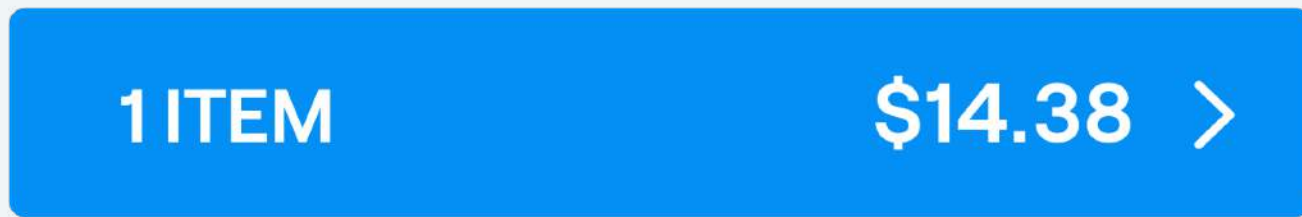
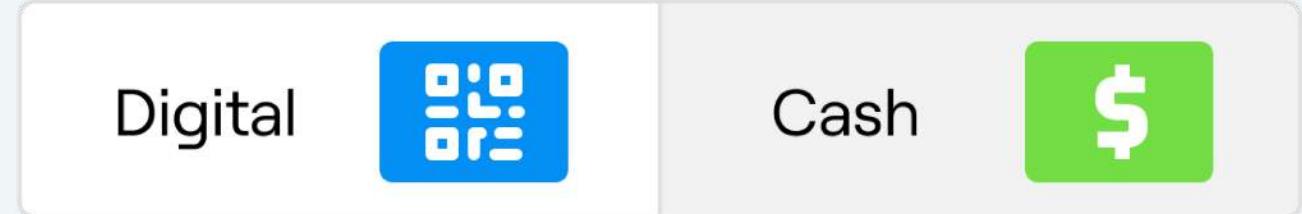
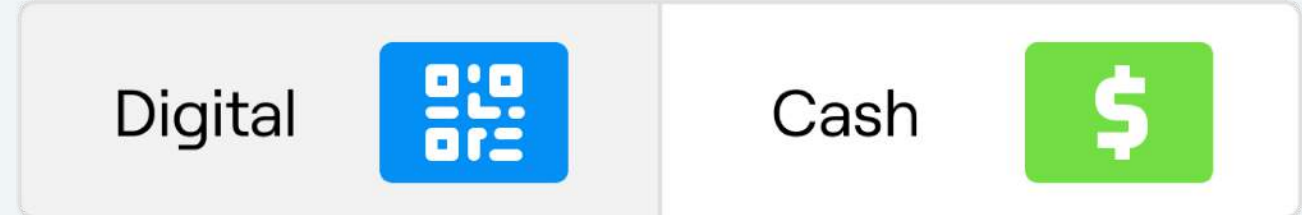
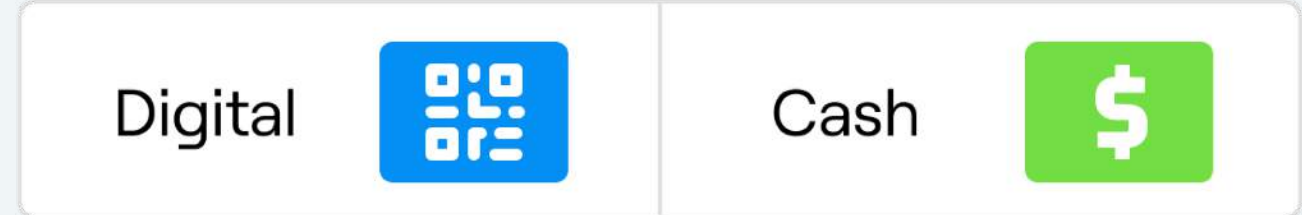
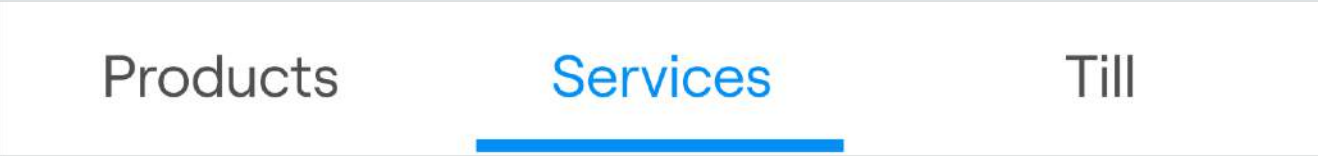
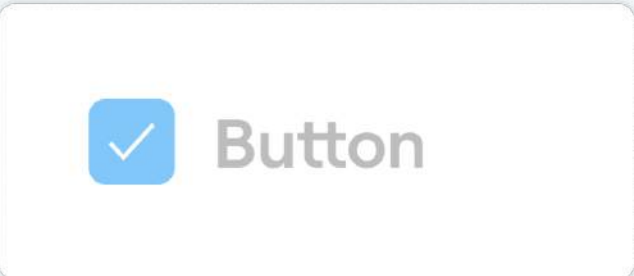
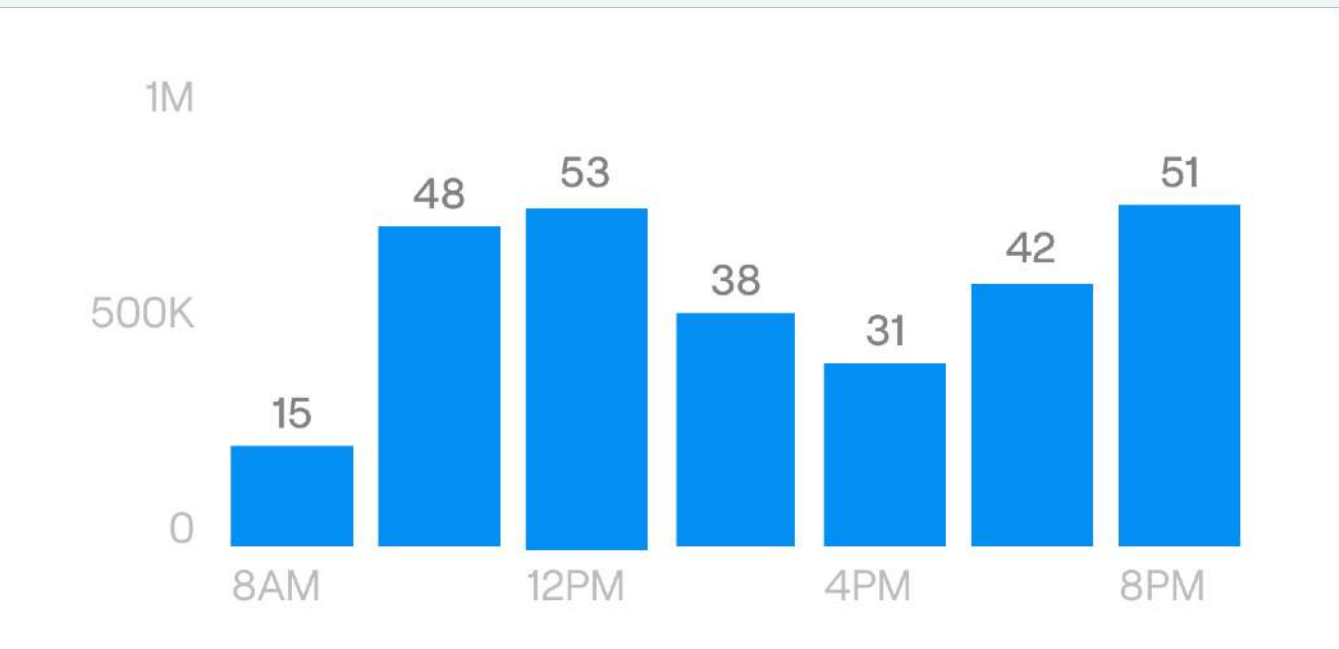
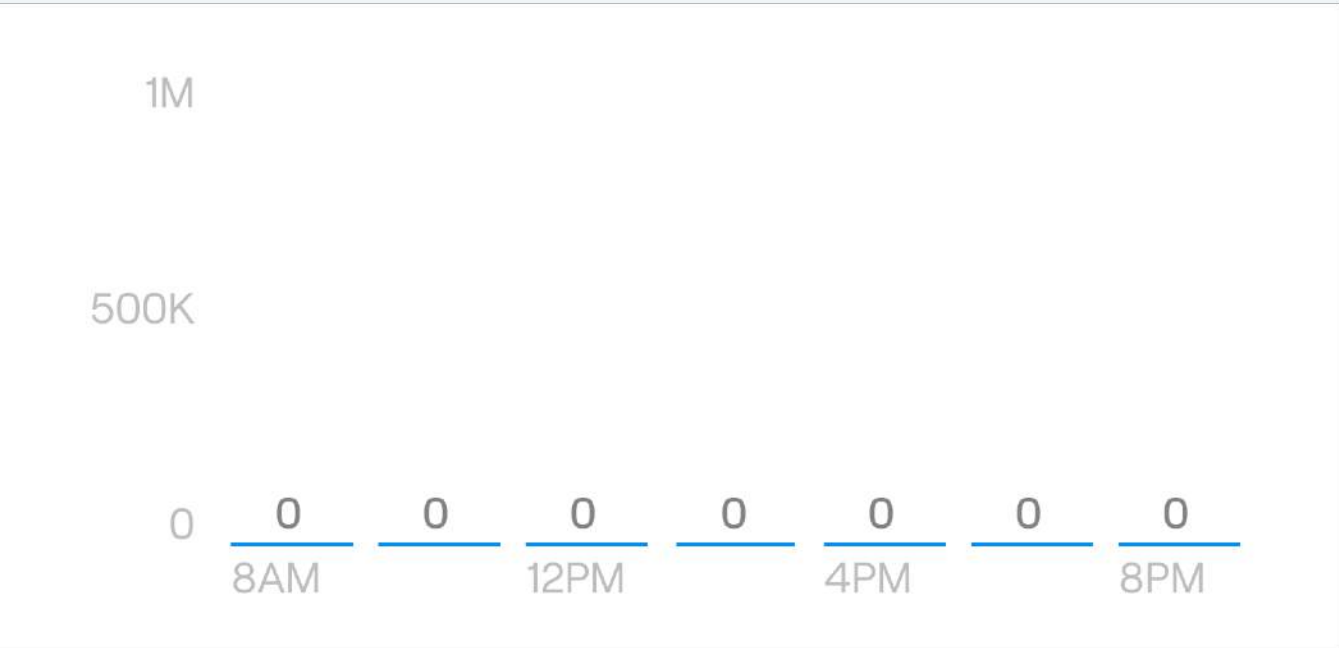
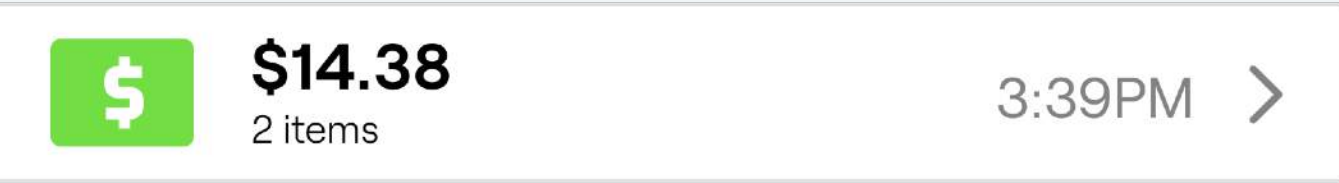
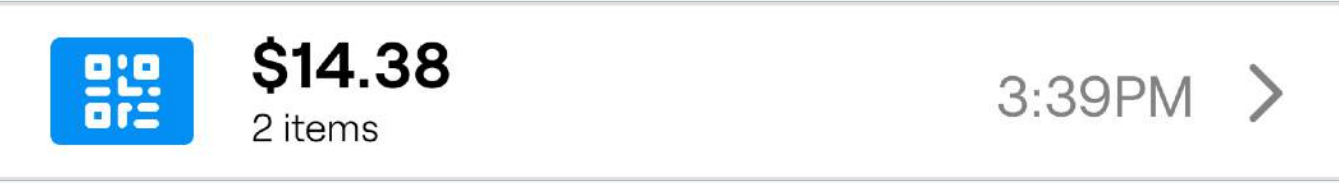
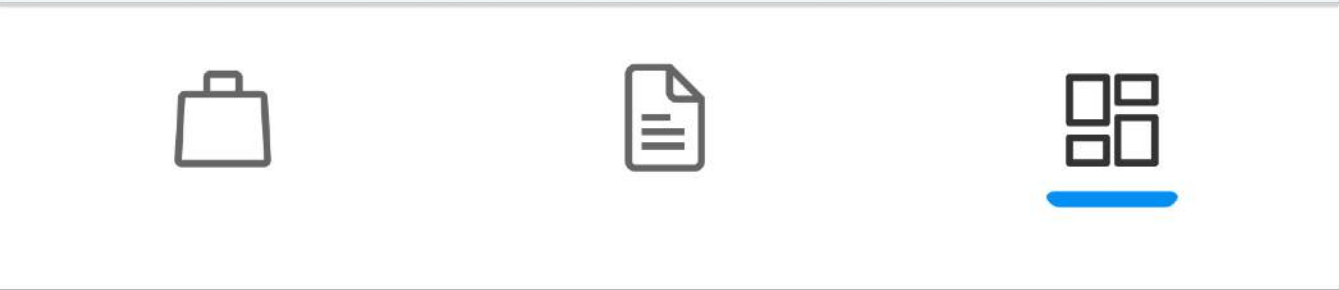
Merchant Navigation

Payment Navigation

Cash / Digital Indicators

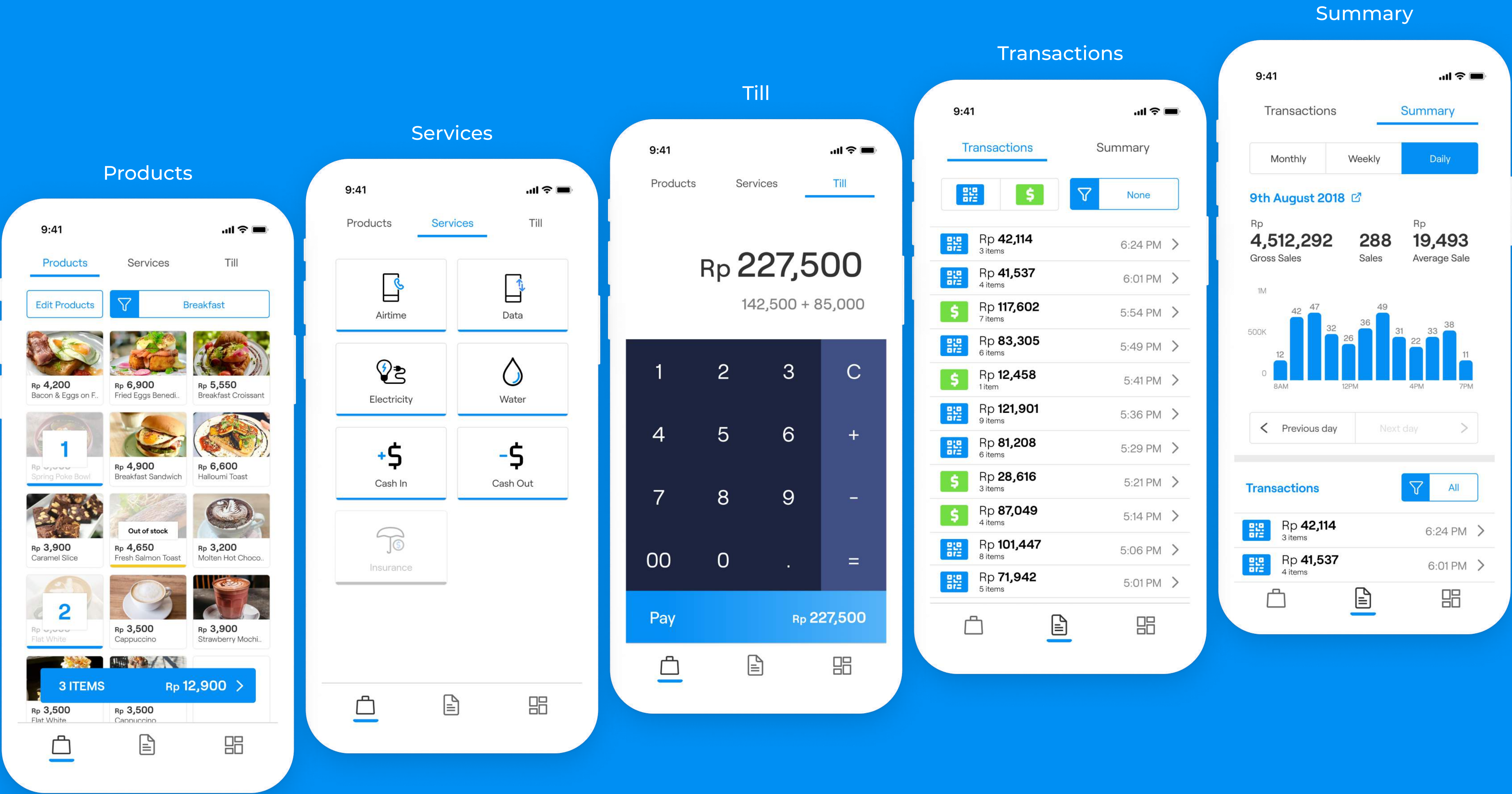
YOUTAP MERCHANT APP

FIGMA COMPONENTS & VARIANTS



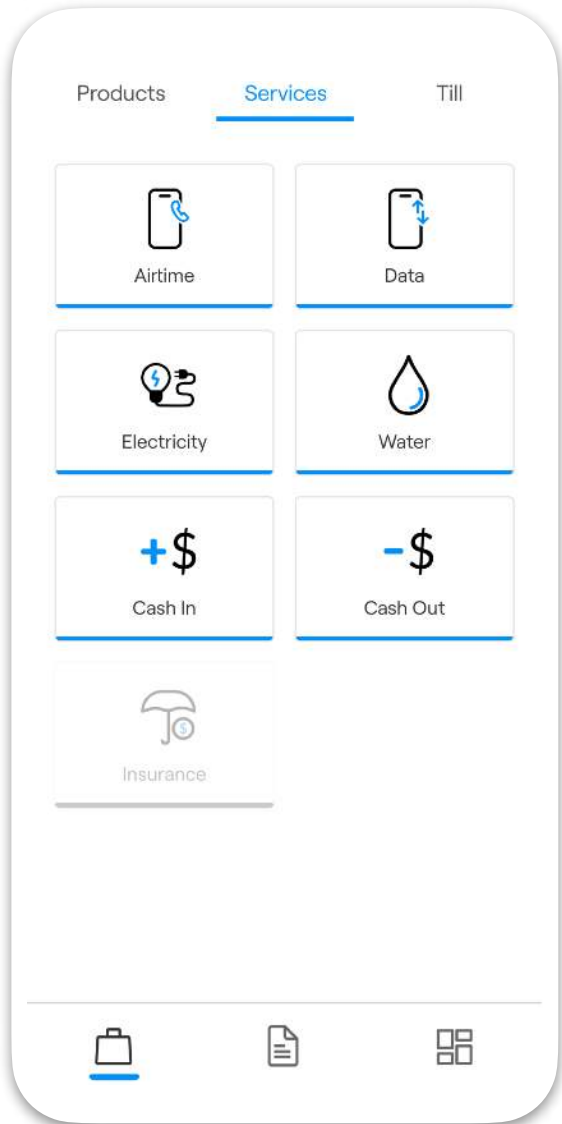
YOUTAP MERCHANT APP

CORE SCREENS

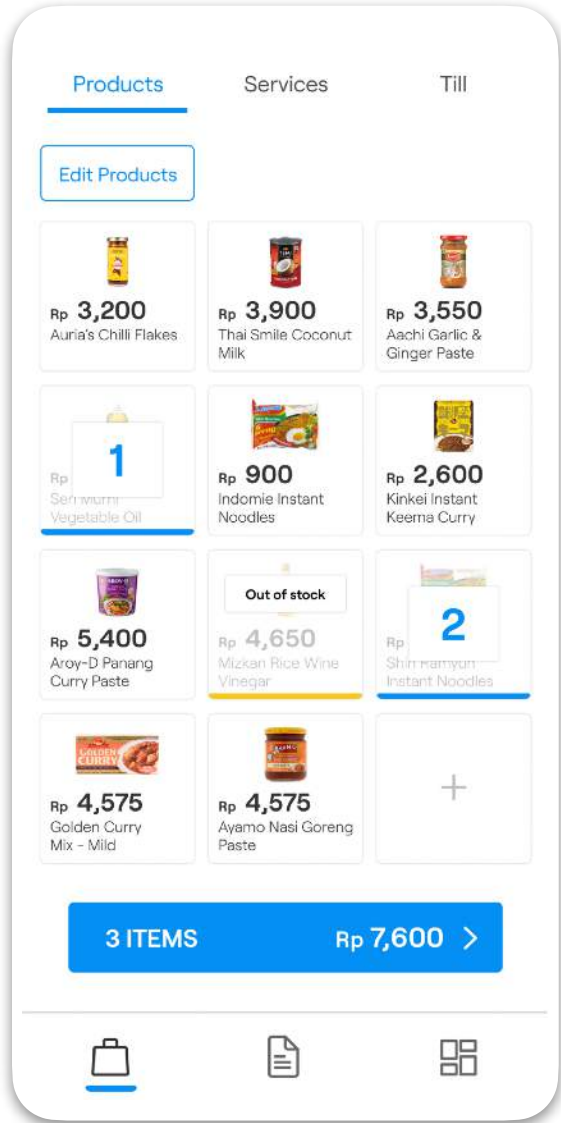
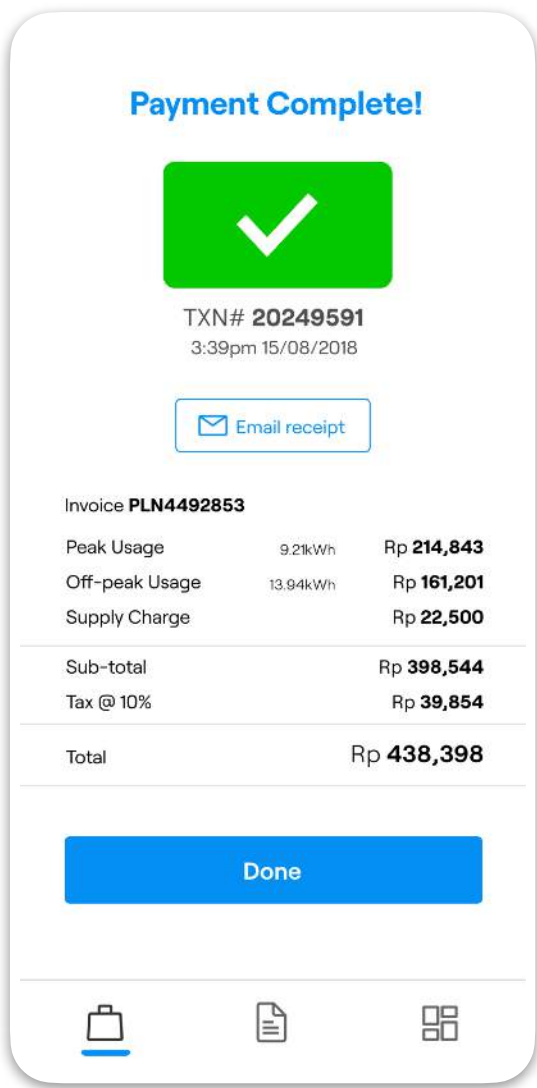
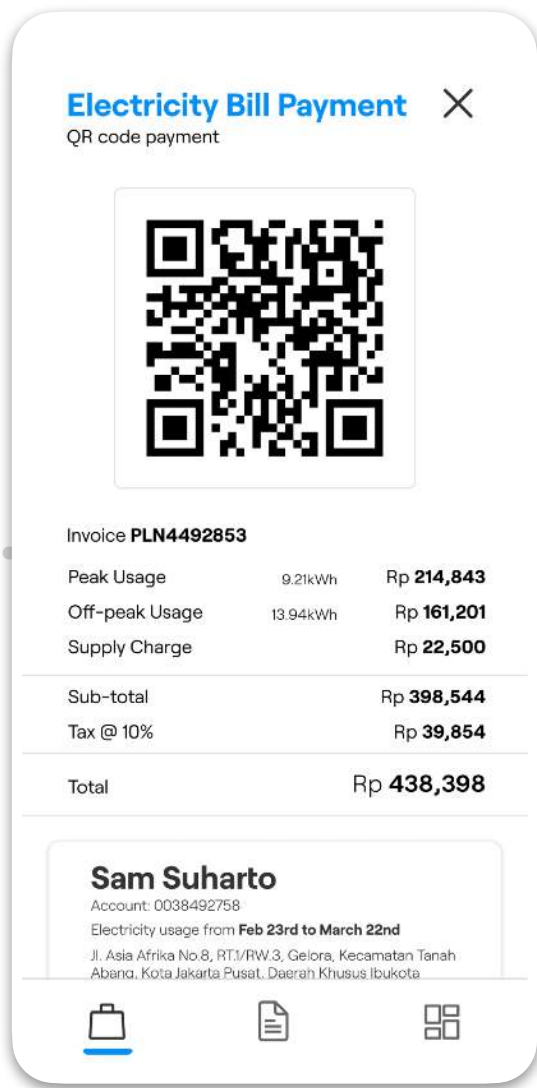
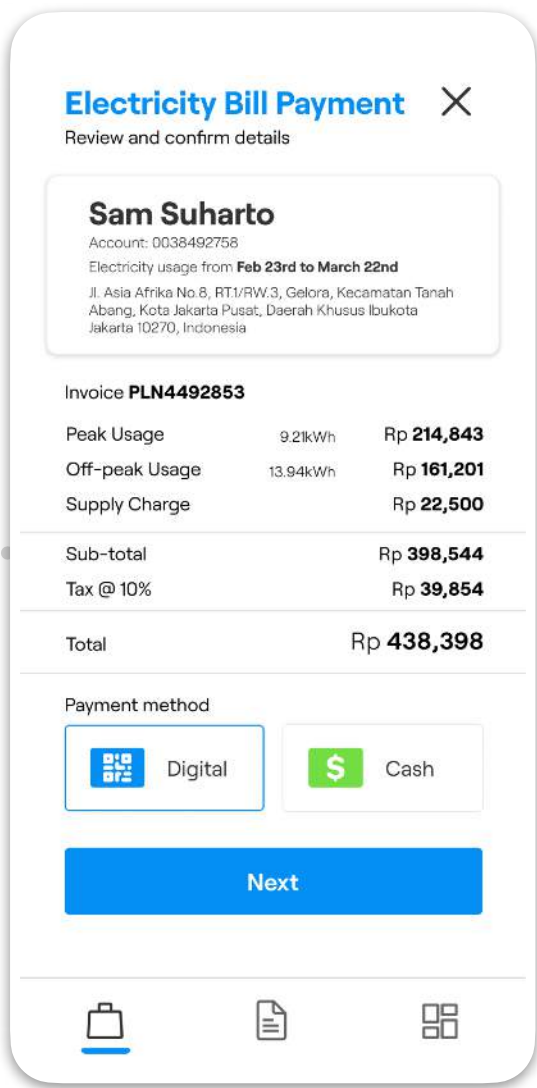
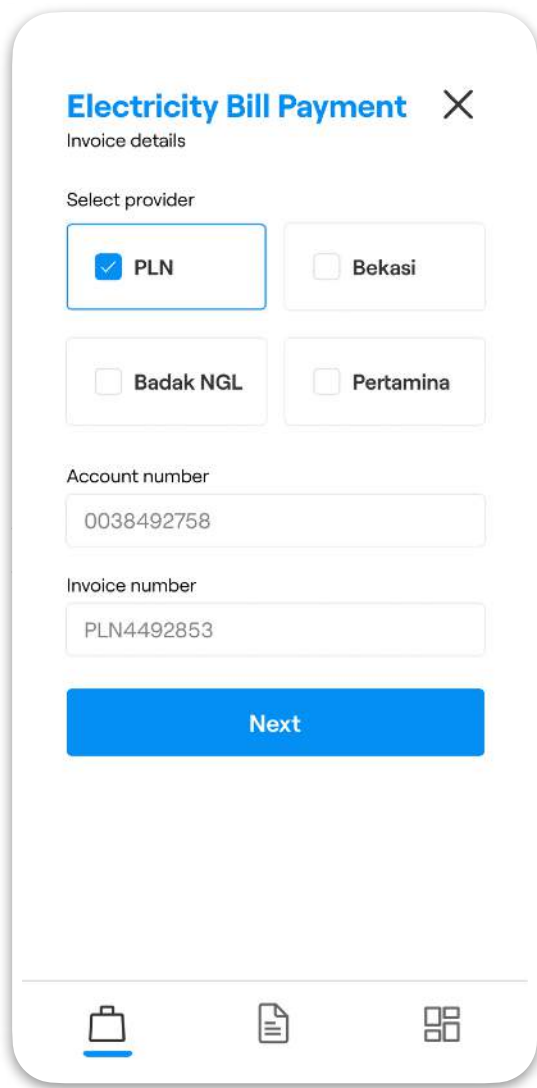


YOUTAP MERCHANT APP

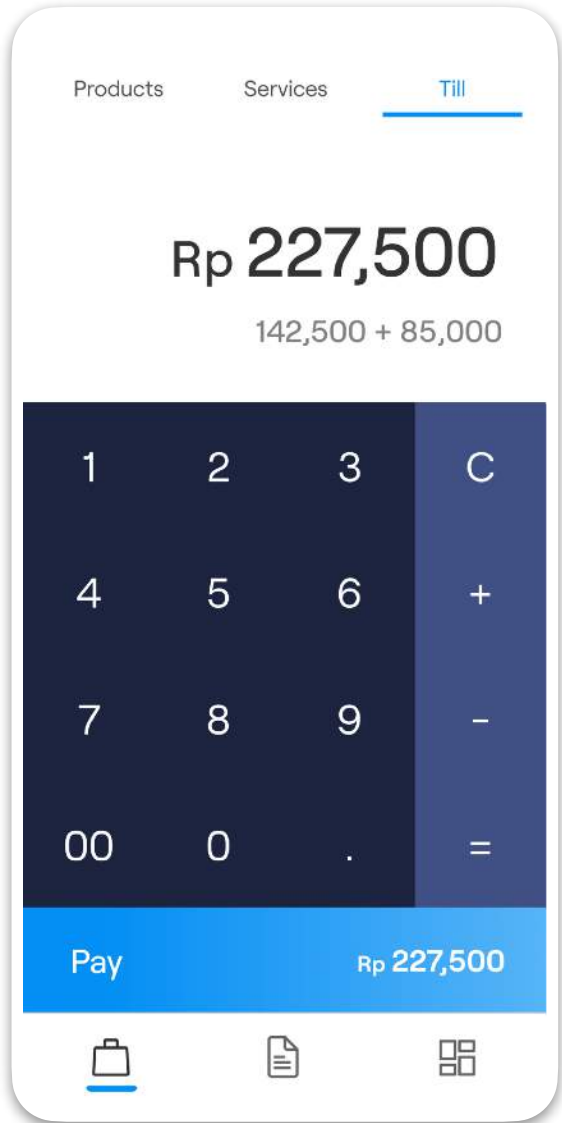
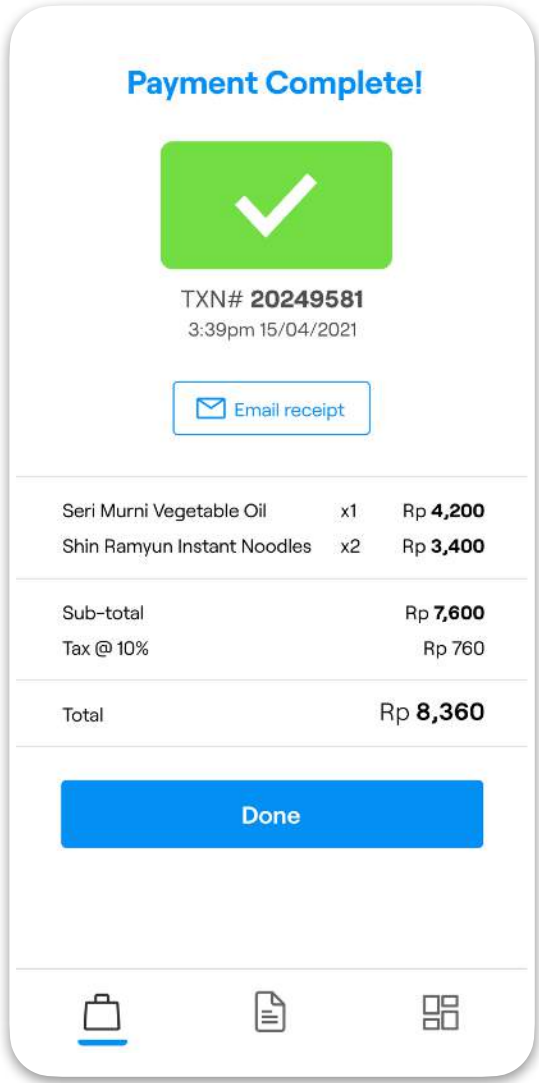
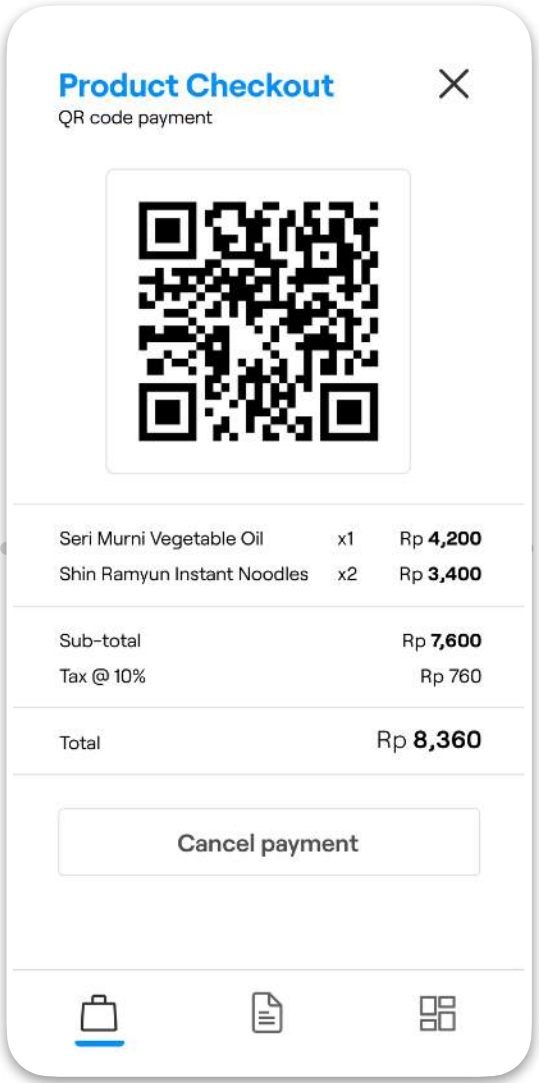
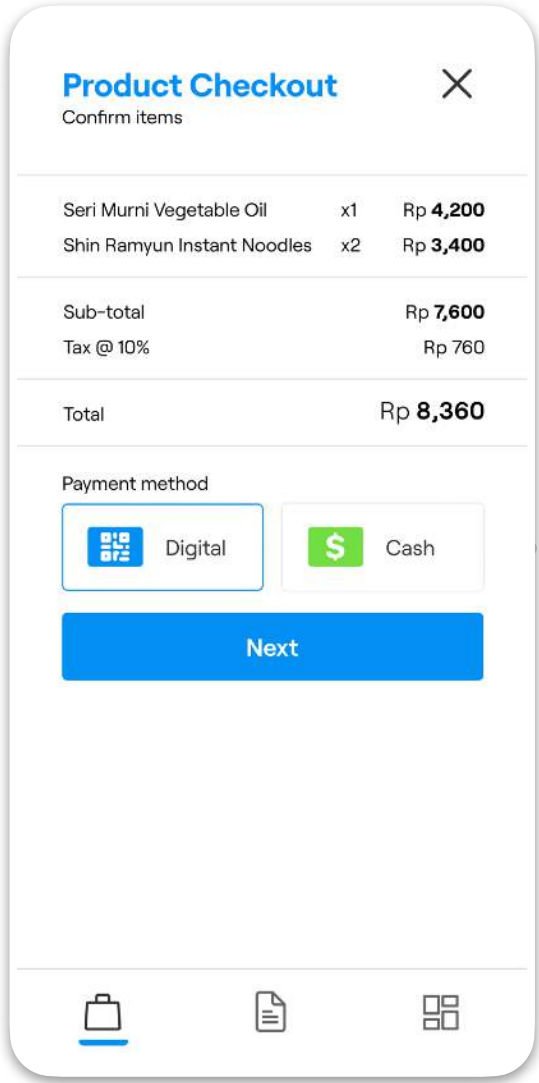
CORE USE CASES



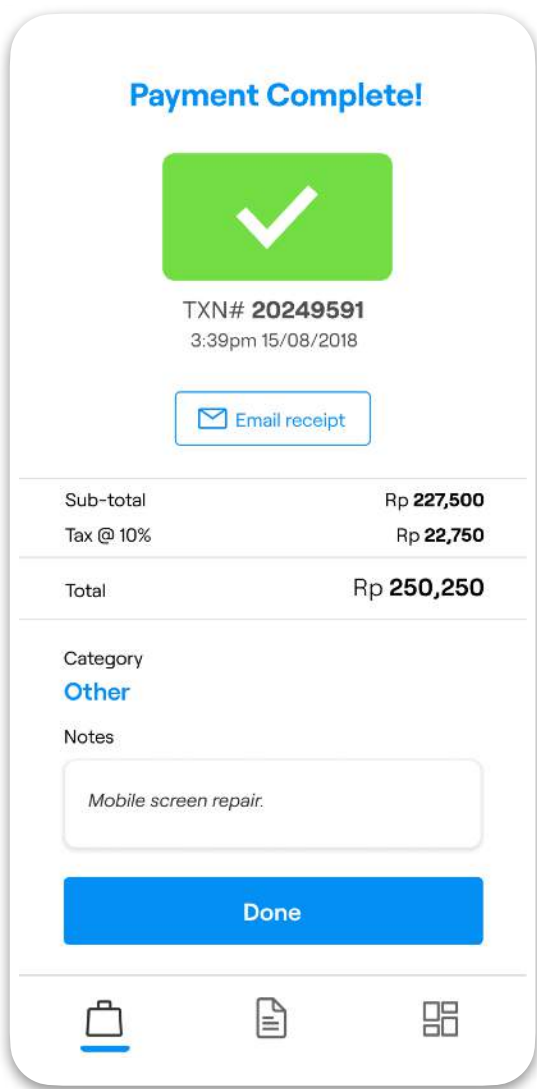
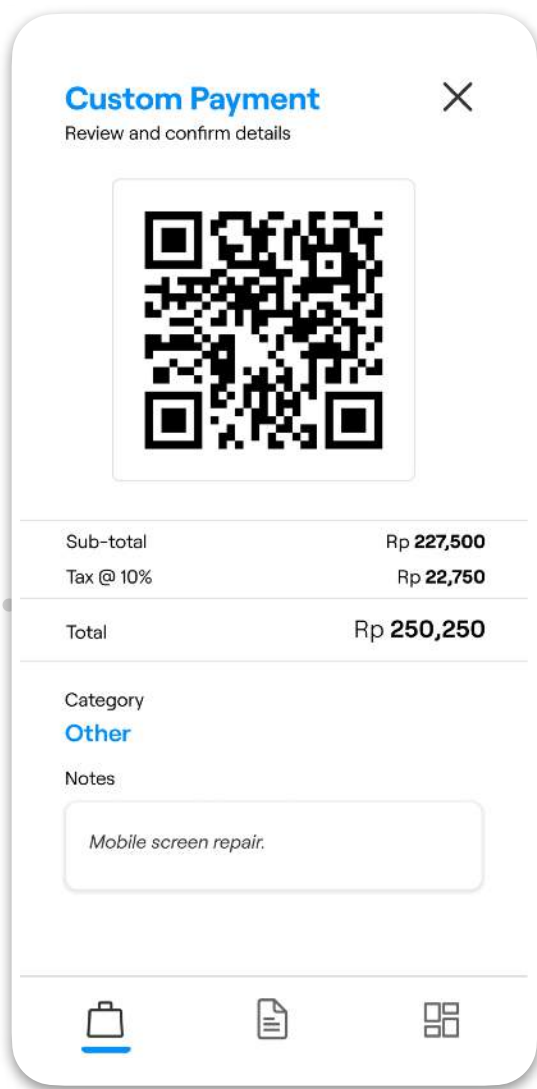
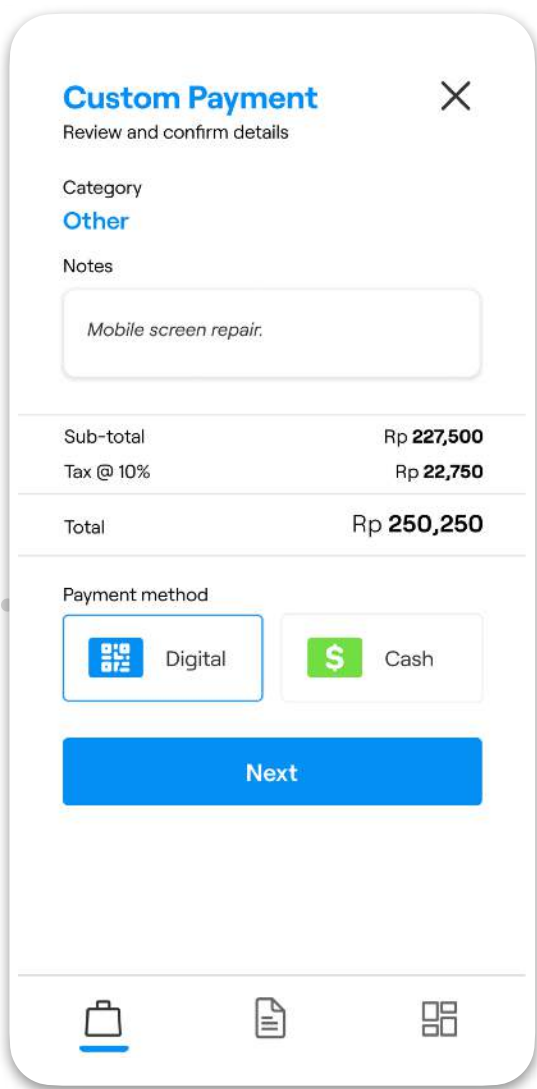
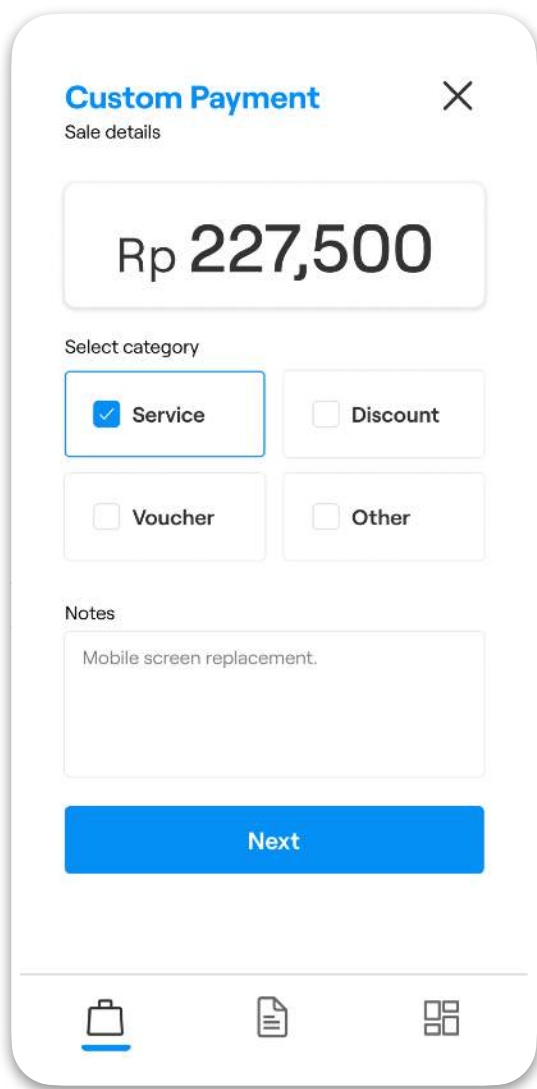
Services Payment



Product Payment



Custom Payment



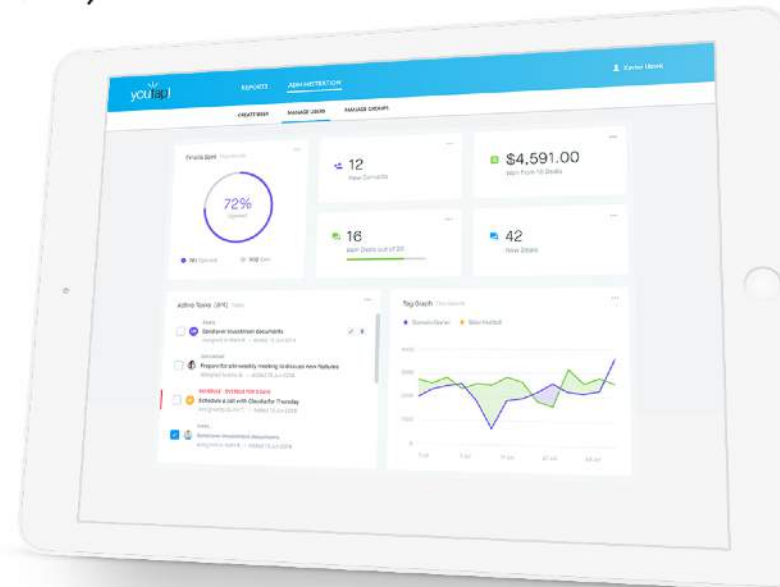
UX & UI Design, Research

PUBLIC WEBSITE

UI Design, Graphics, Web Development

A complete management platform, engineered for growth

- ✓ **Optimised reviews**
Surface the most relevant data for more efficient and accurate manual reviews.
- ✓ **Robust insights**
See rich analytics on fraud performance and dispute rates.
- ✓ **Custom rules**
Set precise rules to flow, block, or dynamically apply 3D Secure to certain transactions.
- ✓ **Block and allow lists**
Sync existing lists of trusted or blocked users.



Detailed, actionable insights of your merchants and customers

Better data

Our custom dashboard displays all you've wanted to know from stock levels, payment volume to best selling products.

New insights

Pave the way for deeper relationships with merchants by making ordering an easier part of their business while gleaming valuable insights.

Easy integration

Integrated loyalty and rewards or API's to integrate to existing loyalty and rewards platforms

Secure first

We offer high throughput, integrated security, AML/CFT compliance.

Get in touch to learn more about our offerings.

[Talk to us](#) [Compare plans](#) [Request Contact](#)

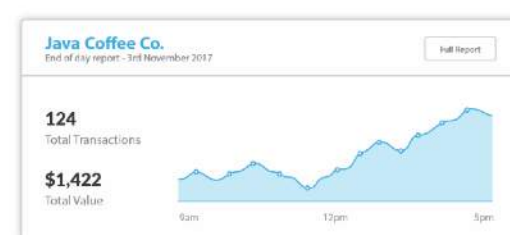
Merchant controls

Track and manage your payments on the go by seeing your daily earnings, new customers and payments. You can also get notifications and take quick actions like completing a refund.

Store	Owner Address	Contact Number	Status
Starbucks	1234 Main St, New York	555-1234	Active
Starbucks	5678 Main St, New York	555-5678	Active
Starbucks	9012 Main St, New York	555-9012	Active
Starbucks	3456 Main St, New York	555-3456	Active
Starbucks	7890 Main St, New York	555-7890	Active

Powerful analytics

Our software solutions enable processing of mobile money closed and open loop transactions at the point of sale using any device.



We're a global provider of mobile wallet payment services

Operations

22

We partner with some of the world's leading multi-national network operators to ensure a robust payments infrastructure.

Merchants

7,600

We serve all merchants, from small businesses to large enterprises, in delivering a ubiquitous platform.

Transactions

11M

Our solutions scale to handle explosive growth, and thrive in the most challenging environments.



Real-time high throughput

Our pedigree is highly scalable transaction processing of the real-time pre- and post-paid mobile network world. Our platforms naturally support extremely high throughput where traditional core banking can't.

Growing markets

We see the greatest opportunity in meeting the aspirations of growing markets. For more than a decade we have built platforms and apps with these markets in mind.



Intelligent MSME services

Our data-rich merchant services enable intelligent machine-learning tools that provide personal insights and incentives supporting your customer's daily lives.

Customer experience

Better experiences lead to long term loyal and profitable customers. Our platforms, apps, and roadmap are built to anticipate the next expectation.



Choose what you need

Our products all have a proven track record of industry success.

Plan for success

We don't just sell products, we partner with our customers to ensure success beyond launch.

Launch with confidence

We see launch day as the start of the journey, we build lasting partnerships for sustained growth.

Consumer application

- ✓ **Optimised reviews**
Surface the most relevant data for more efficient and accurate manual reviews.
- ✓ **Robust insights**
See rich analytics on fraud performance and dispute rates.
- ✓ **Custom rules**
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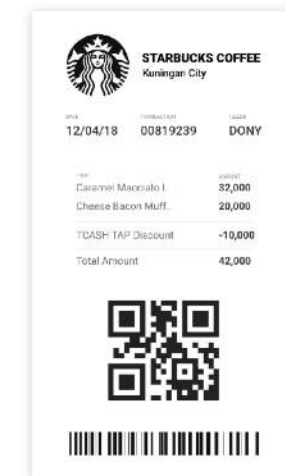
Merchant application

- ✓ **Optimised reviews**
Surface the most relevant data for more efficient and accurate manual reviews.
- ✓ **Robust insights**
See rich analytics on fraud performance and dispute rates.
- ✓ **Custom rules**
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Promotion & partnership toolkit

- ✓ **Treat more customers like regulars**
View returning customers' points and reward history in a quick glance and provide a more personalized experience.
- ✓ **Turn walk-ins into repeat business**
Replace your old paper punch cards with a digital loyalty punch card experience and drive even better customer loyalty.
- ✓ **See the impact of loyalty**
You can even compare average spend and visits from loyalty versus non-loyalty customers.



Youtap X8

Your mass market mobile money payments solution for the store, street, and transport.

[Find Out More](#)



Get in touch to learn more about our offerings.

We're always looking to sell products to people.

[Contact Youtap](#)

THANK YOU

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