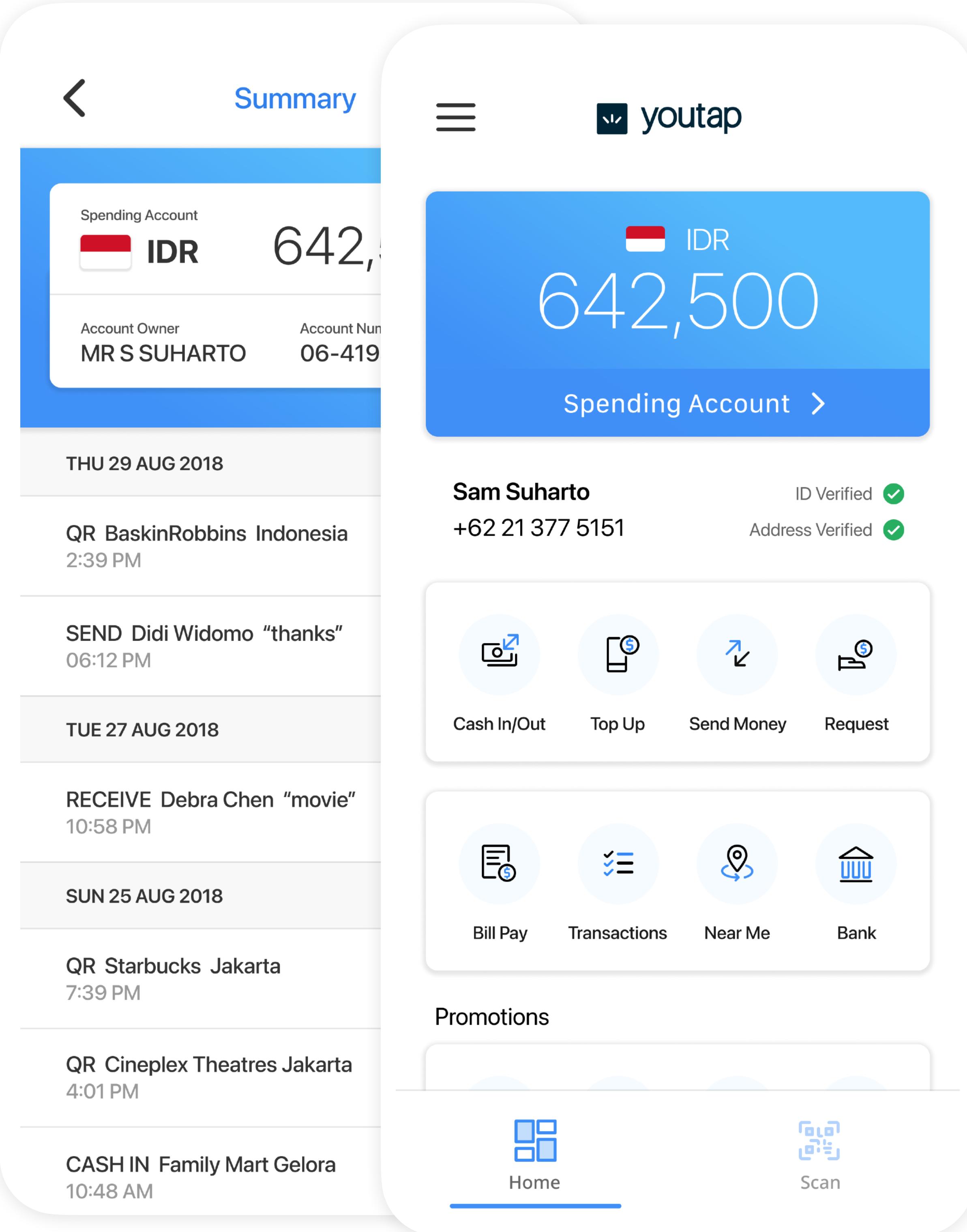


TOM BUTLER

UI & PRODUCT DESIGN PORTFOLIO

Youtap Merchant App, Payment App, Public Website



YOUTAP PAYMENT APP

UI Design, Iconography

The Payment App was designed for marketing purposes only, with the goal of illustrating an end-user payment experience - in tandem with the Merchant App - on Youtap's payment platform.

The screenshot shows the Youtap Merchant App's main summary screen. On the left, a sidebar lists categories: Airtime, Electricity, Cash In, and Insurance, each with a corresponding icon. The main area displays the 'Daily Summary' for August 9th, 2018. It shows gross sales of Rp 4,512,292, 288 sales, and an average sale of Rp 19,493. Below this is a bar chart showing sales volume by time of day: 12 at 8AM, 42 at 10AM, 47 at 12PM, 32 at 2PM, 26 at 4PM, 36 at 6PM, and 49 at 8PM. A 'Weekly Summary' for August 2nd-9th is also shown, with gross sales of Rp 14,201,493, 673 sales, and an average sale of Rp 21,105. Navigation buttons for 'Previous day', 'Next day', 'Previous week', and 'Next week' are present. At the bottom are four navigation icons: a bag, a document, a PDF icon, and a grid.

Products

Transactions

Summary

Daily Summary
9th August 2018

Rp **4,512,292** Gross Sales

288 Sales

Rp **19,493** Average Sale

< Previous day Next day >

1M
500K
0

12 42 47 32 26 36 49

8AM 10AM 12PM 2PM 4PM 6PM 8PM

Weekly Summary
2nd - 9th August 2018

Rp **14,201,493** Gross Sales

673 Sales

Rp **21,105** Average Sale

< Previous week Next week >

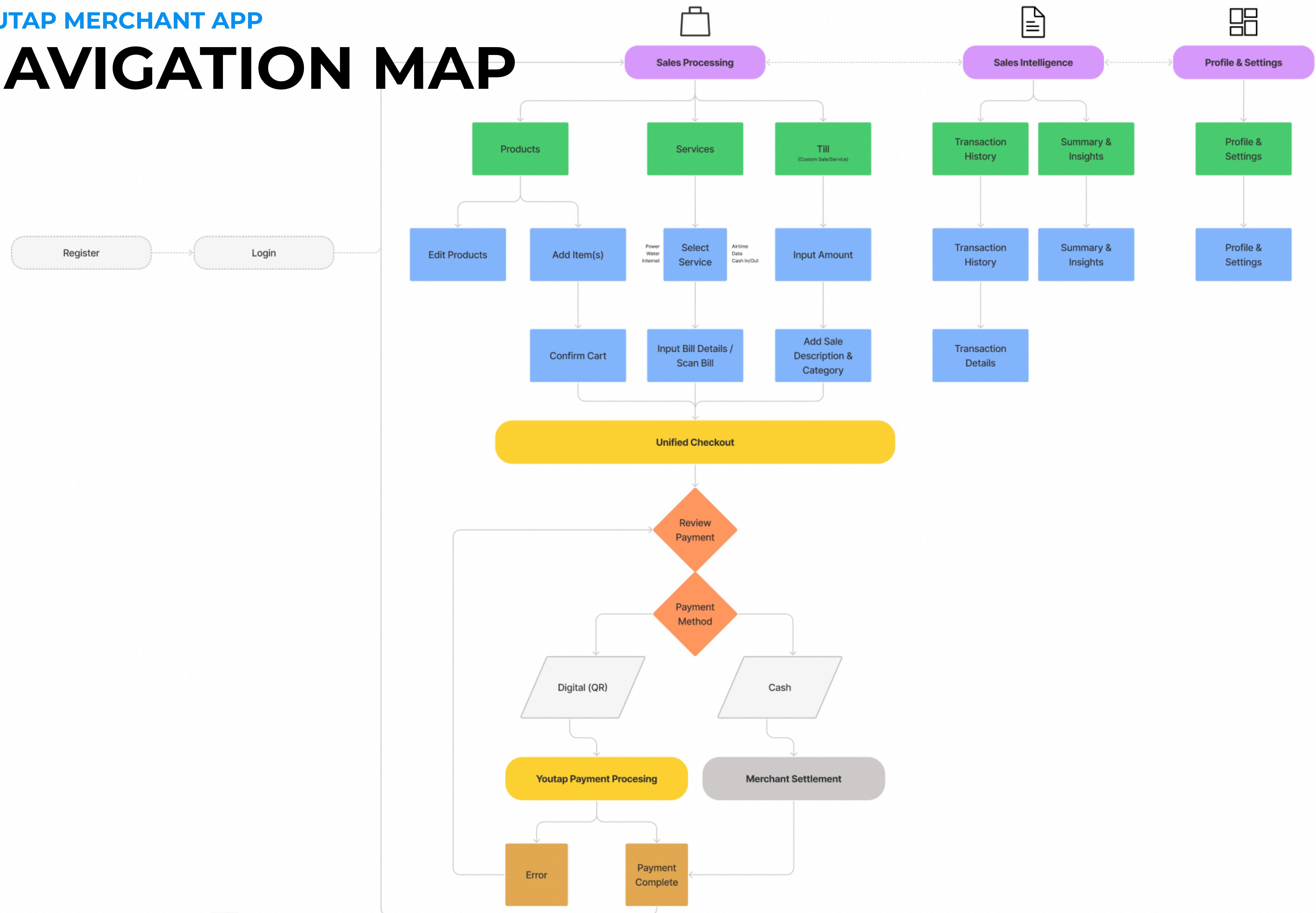
YOUTAP MERCHANT APP

Research, UX & UI Design, Iconography

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



STYLE GUIDE

TYPEFACE

H1 Roobert Bold 24pt

H2 Roobert SemiBold 18pt

H3 Roobert Regular 18pt

H4 Roobert Regular 16pt

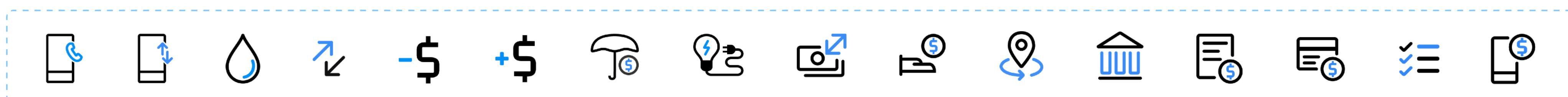
Subtitle Roobert Regular 14pt

Paragraph Roobert Light 11pt

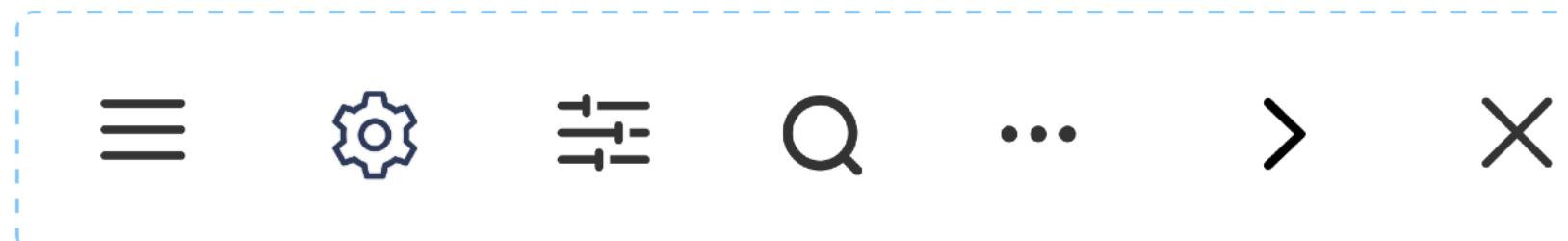
PALETTE

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	#DODODO		
blue.light2	#C0E3FC	gray5	#E9E9E9		
blue.light3	#DFF1FE	gray6	#F8F8F8		

ICONOGRAPHY



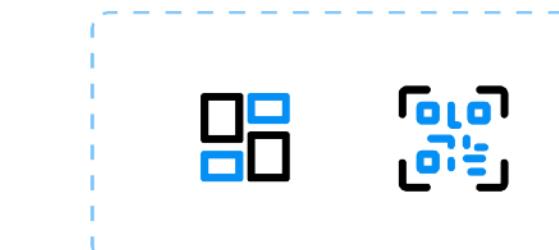
Payment & Services Menu



Utility



Merchant Navigation



Payment Navigation

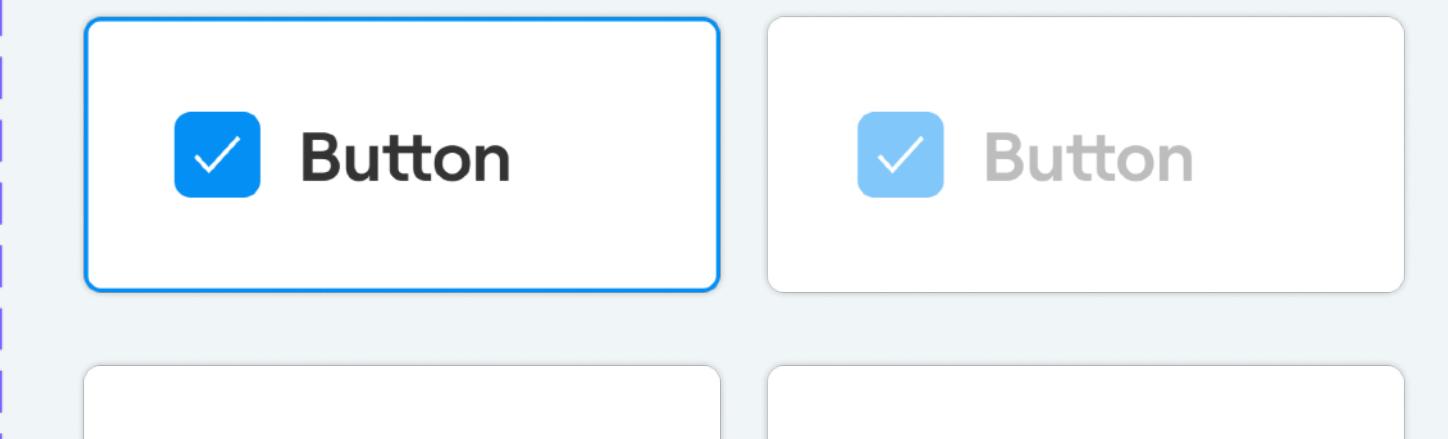
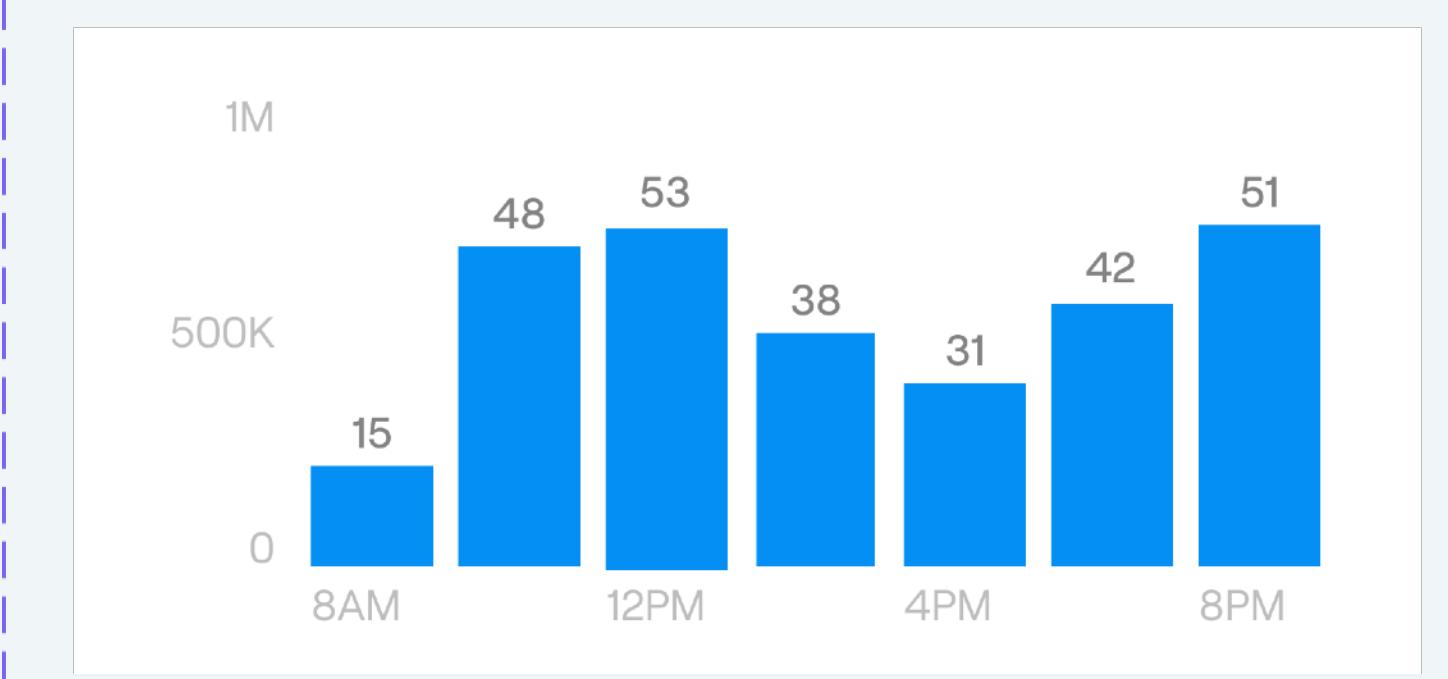
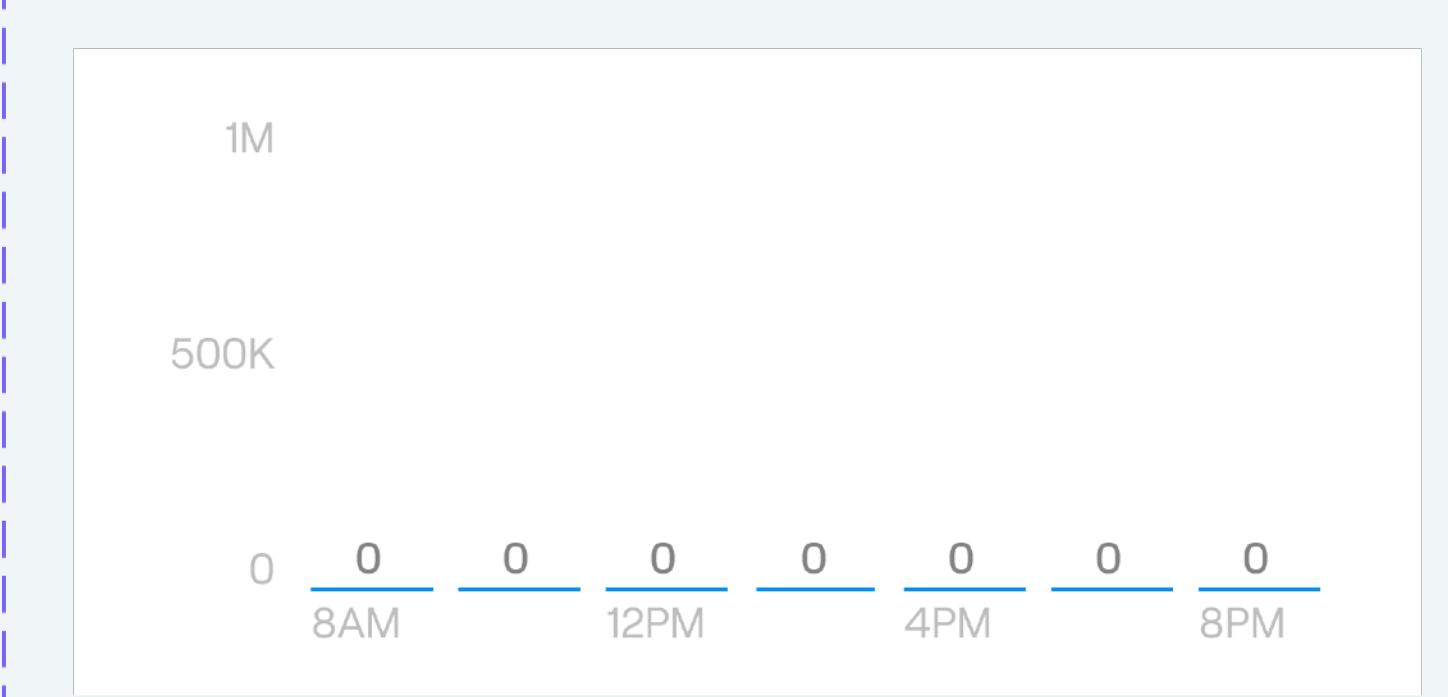
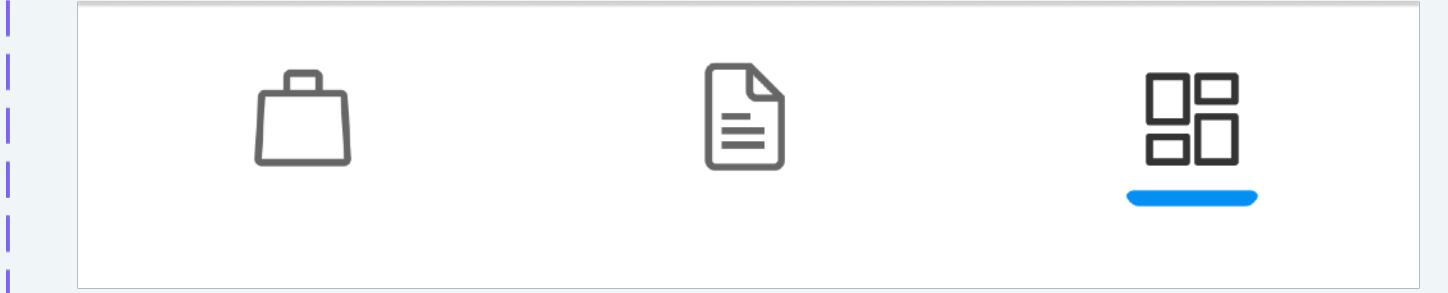


Cash / Digital Indicators



YOUTAP MERCHANT APP

FIGMA COMPONENTS & VARIANTS



Products Services Till

Products Services Till

Products Services Till

Digital Cash \$

Digital Cash \$

Digital Cash \$

1 ITEM \$14.38 >

1 ITEM \$14.38

0 ITEMS \$0.00

Power

Power

Power

Select package

- Airtime & Text Credit \$5
- Airtime & Text Credit \$10
- Airtime & Text Credit \$20
- Airtime & Text Credit \$50
- Airtime & Text Credit \$100

First name

First name

PDF PDF

Edit Edit

Email receipt Email receipt

Email receipt Email receipt

< Previous day Next day >

YOUTAP MERCHANT APP

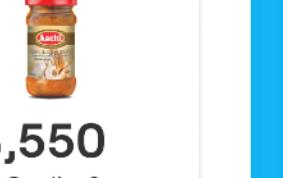
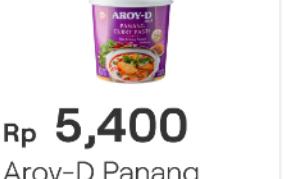
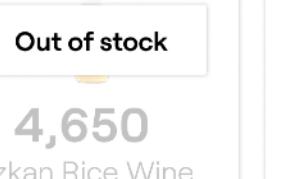
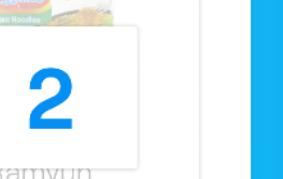
CORE SCREENS

Summary

Products

Products Services Till

Edit Products

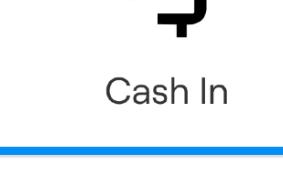
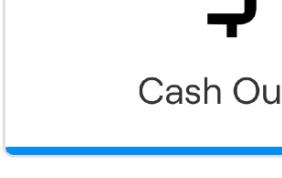
 Rp 3,200 Auria's Chilli Flakes	 Rp 3,900 Thai Smile Coconut Milk	 Rp 3,550 Aachi Garlic & Ginger Paste
 Rp 1 Seriwurni Vegetable Oil	 Rp 900 Indomie Instant Noodles	 Rp 2,600 Kinkei Instant Keema Curry
 Rp 5,400 Aroy-D Panang Curry Paste	 Rp 4,650 Mizkan Rice Wine Vinegar	 Rp 2 Shin ramyun Instant Noodles
 Rp 4,575 Golden Curry Mix - Mild	 Rp 4,575 Ayamo Nasi Goreng Paste	

3 ITEMS Rp 7,600 >

Services

Products Services Till

 Airtime	 Data
 Electricity	 Water
 Cash In	 Cash Out
 Insurance	

Till

Products Services Till

Rp 227,500
142,500 + 85,000

1	2	3	C
4	5	6	+
7	8	9	-
00	0	.	=

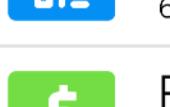
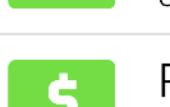
Pay Rp 227,500

Transactions

Transactions Summary

Digital Cash

 Rp 42,114 3 items	6:24 PM >
 Rp 41,537 4 items	6:01 PM >
 Rp 117,602 7 items	5:54 PM >
 Rp 83,305 6 items	5:49 PM >
 Rp 12,458 1 item	5:41 PM >
 Rp 121,901 9 items	5:36 PM >
 Rp 81,208 6 items	5:29 PM >
 Rp 28,616 3 items	5:21 PM >
 Rp 87,049 4 items	5:14 PM >
 Rp 101,447 8 items	5:06 PM >
 Rp 71,942 5 items	5:01 PM >

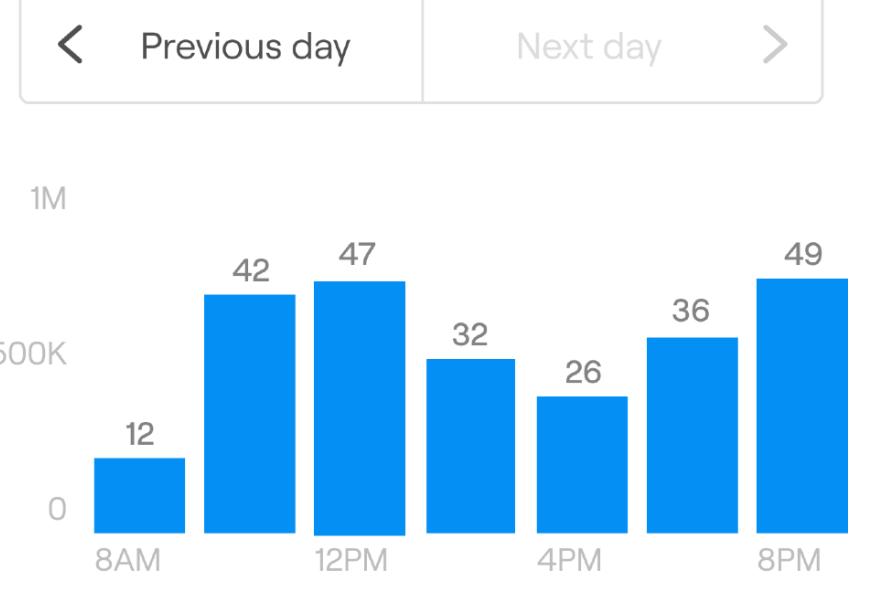
Transactions **Summary**

Daily Summary 9th August 2018 

Rp 4,512,292 288 Rp 19,493
Gross Sales Sales Average Sale

 Previous day  Next day 

1M 500K 0 8AM 12PM 4PM 8PM



Weekly Summary 2nd - 9th August 2018 

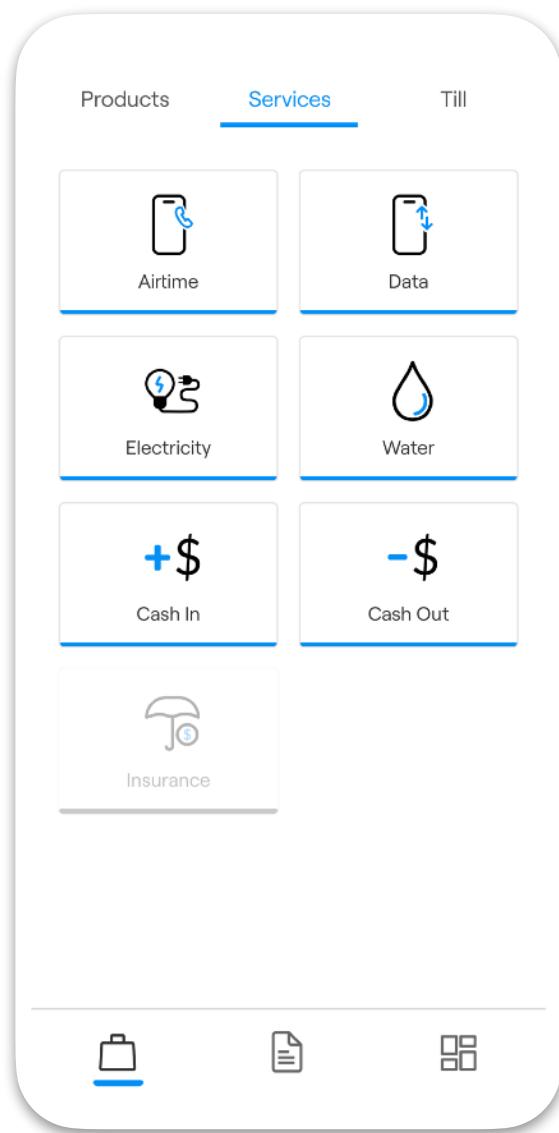
Rp 14,201,493 673 Rp 21,105
Gross Sales Sales Average Sale

 Previous week  Next week 

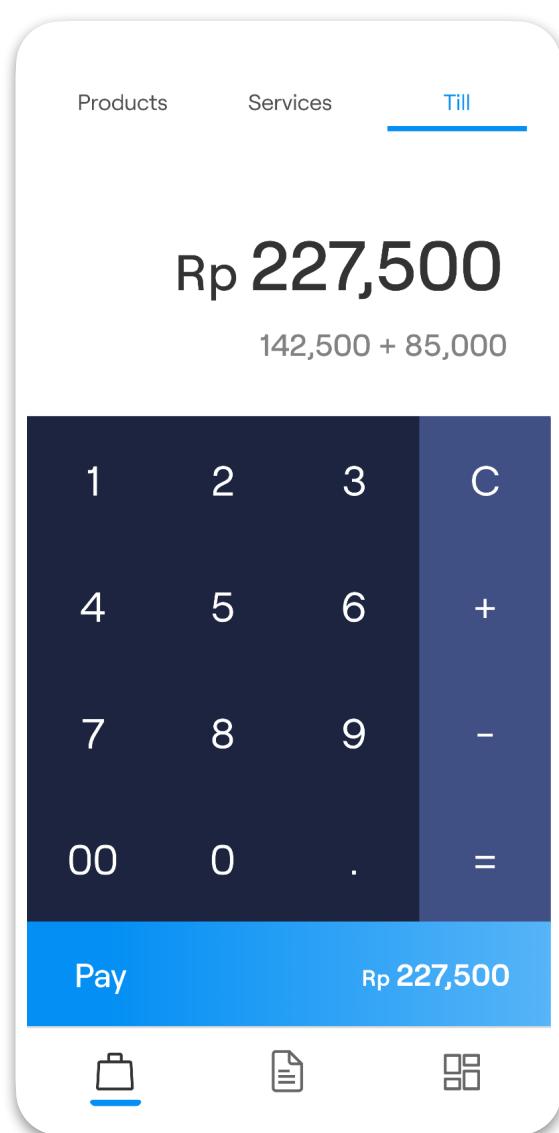
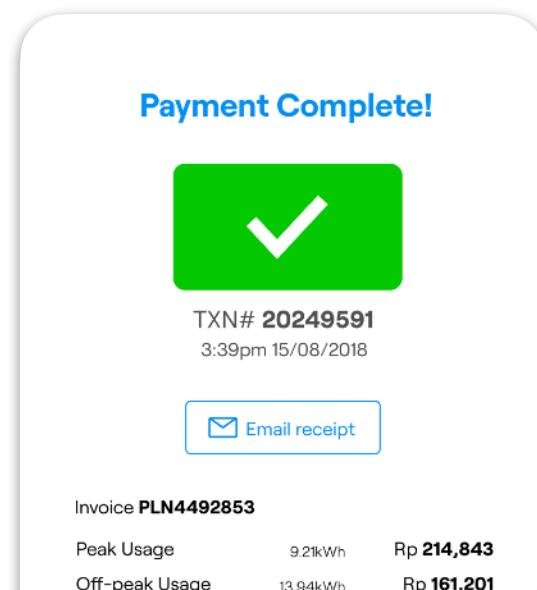
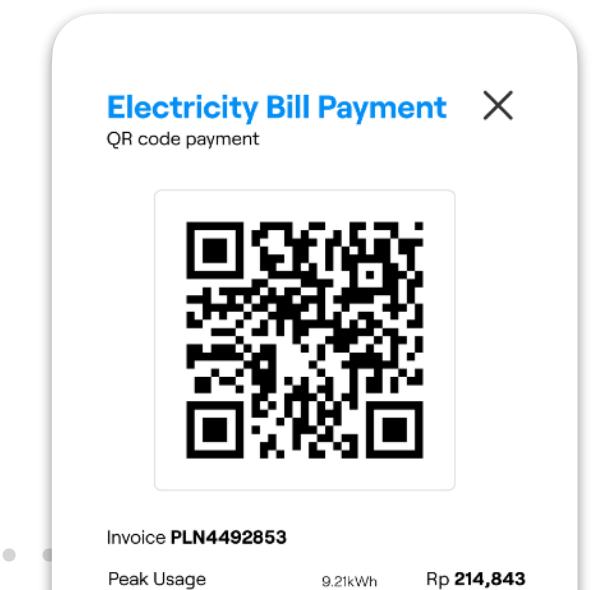
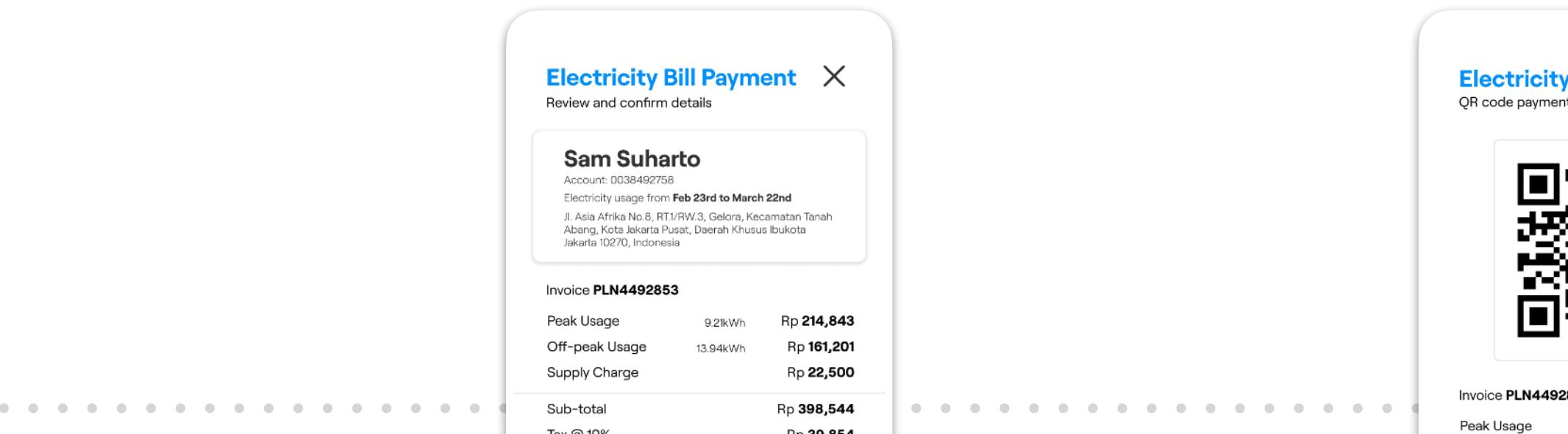
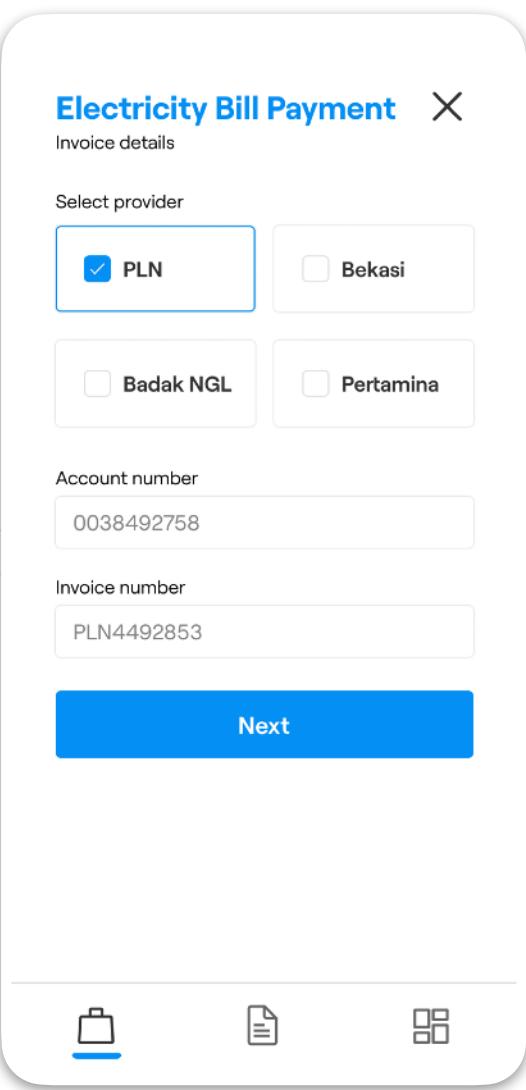
  

YOUTAP MERCHANT APP

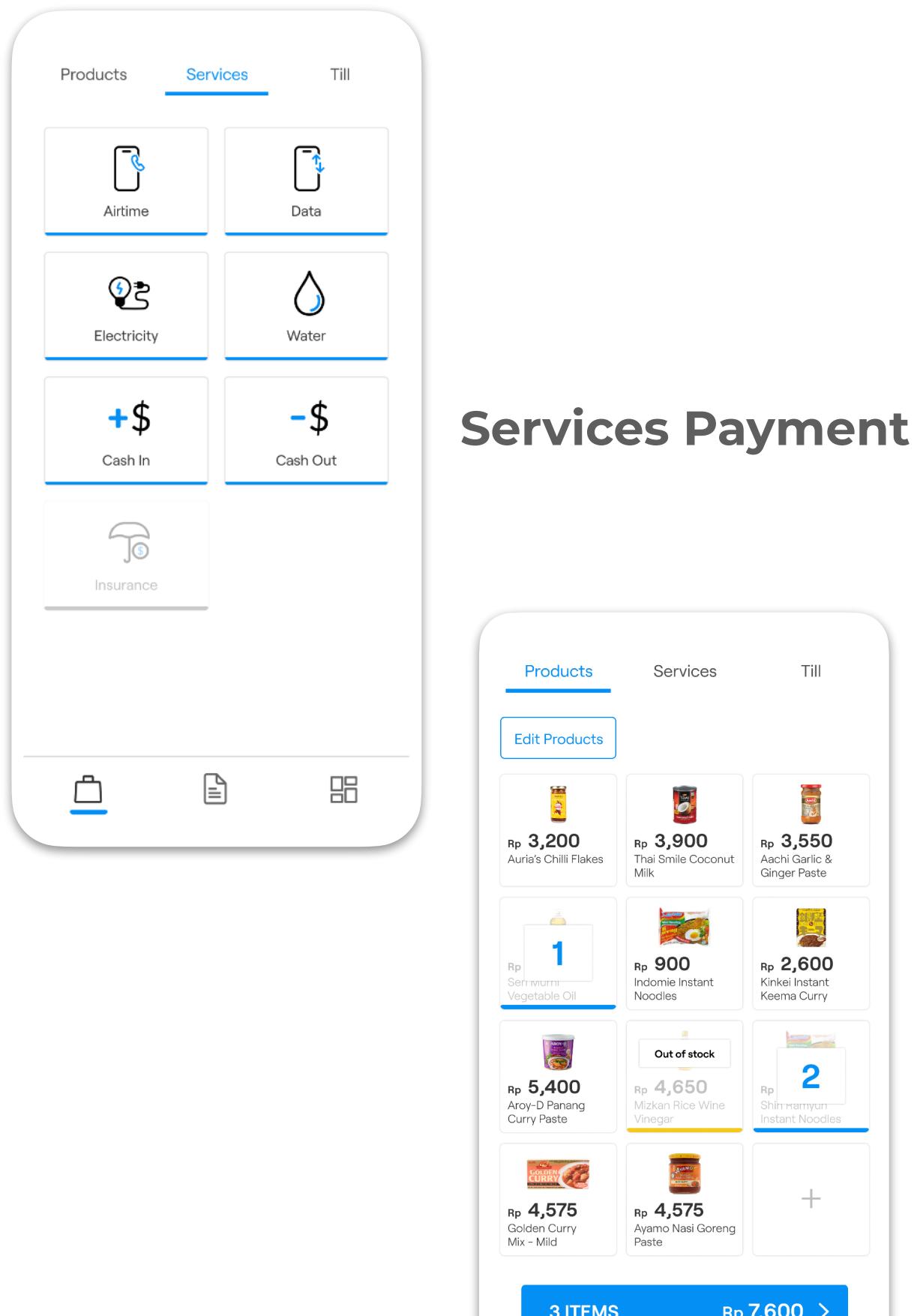
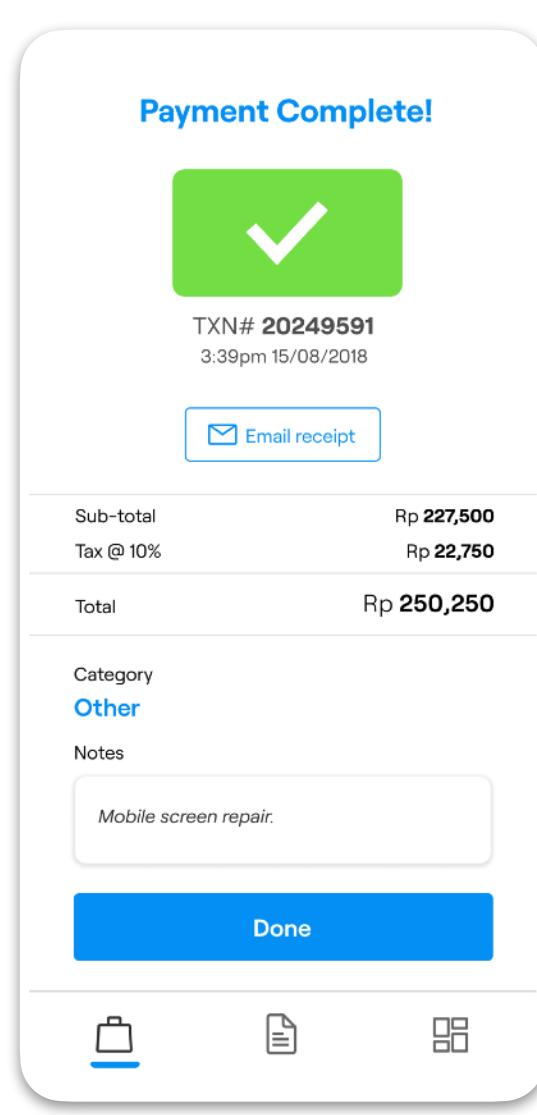
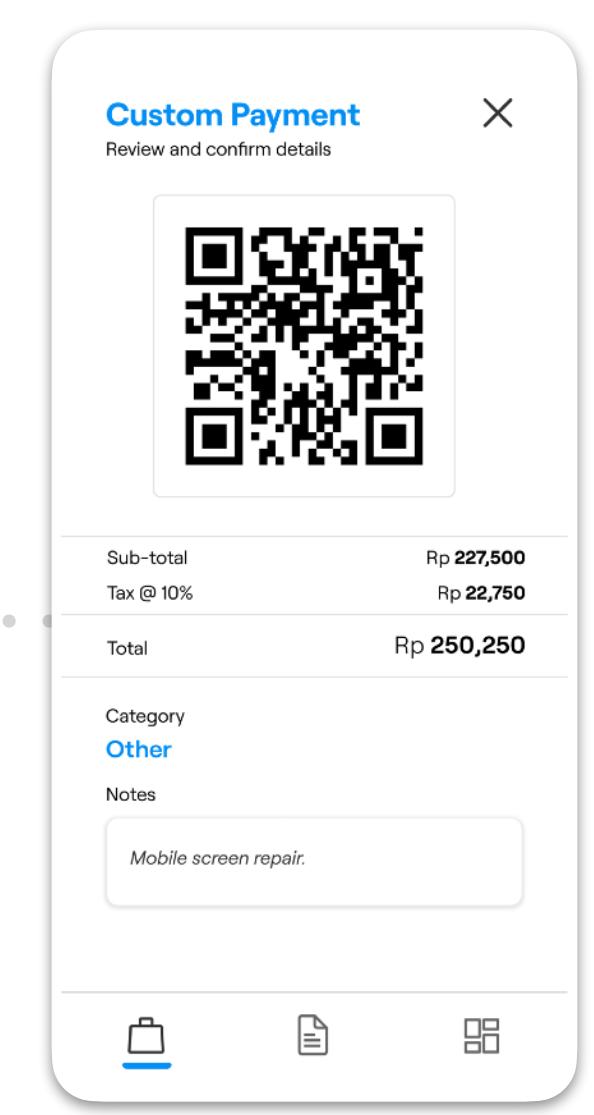
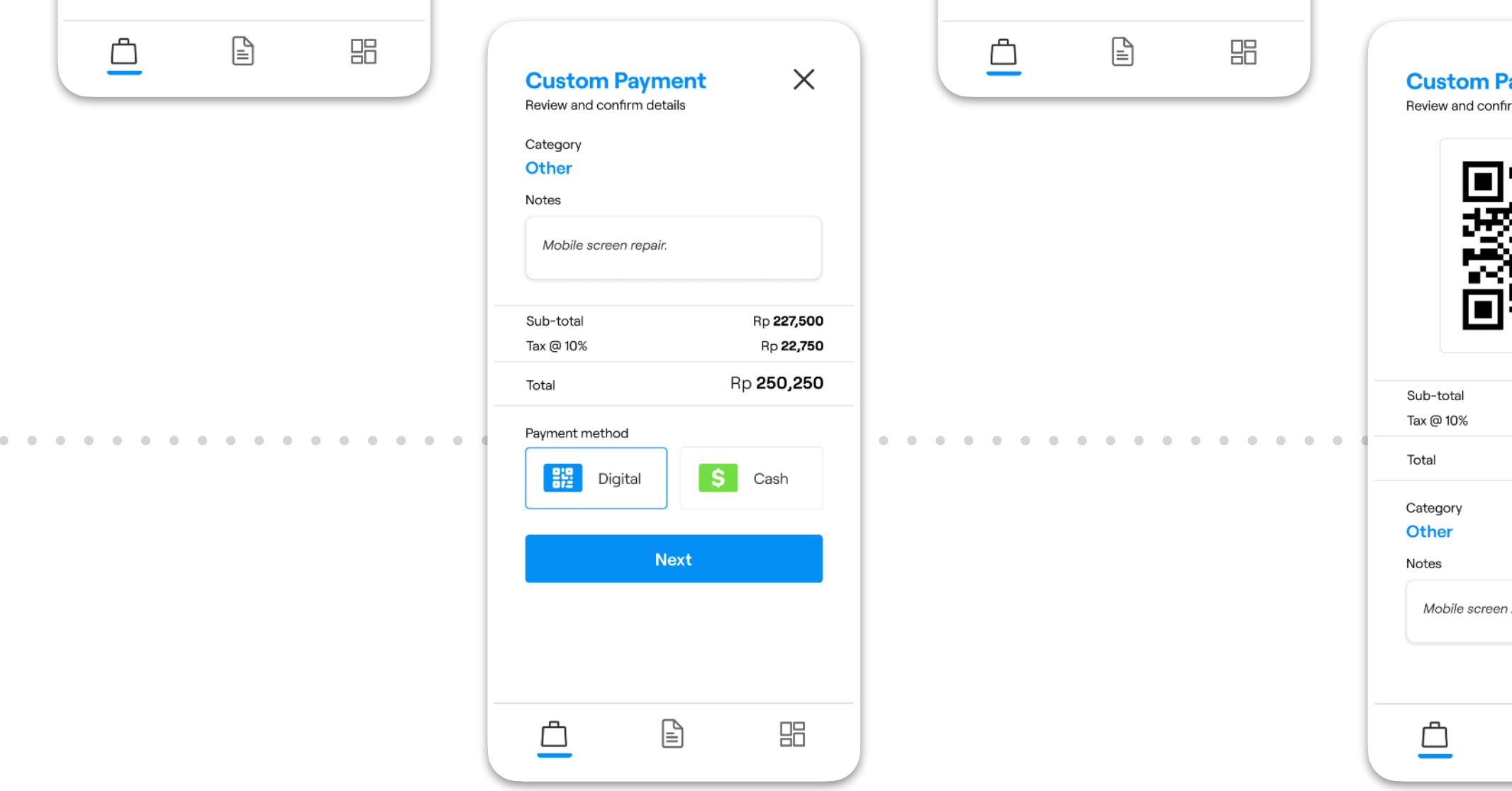
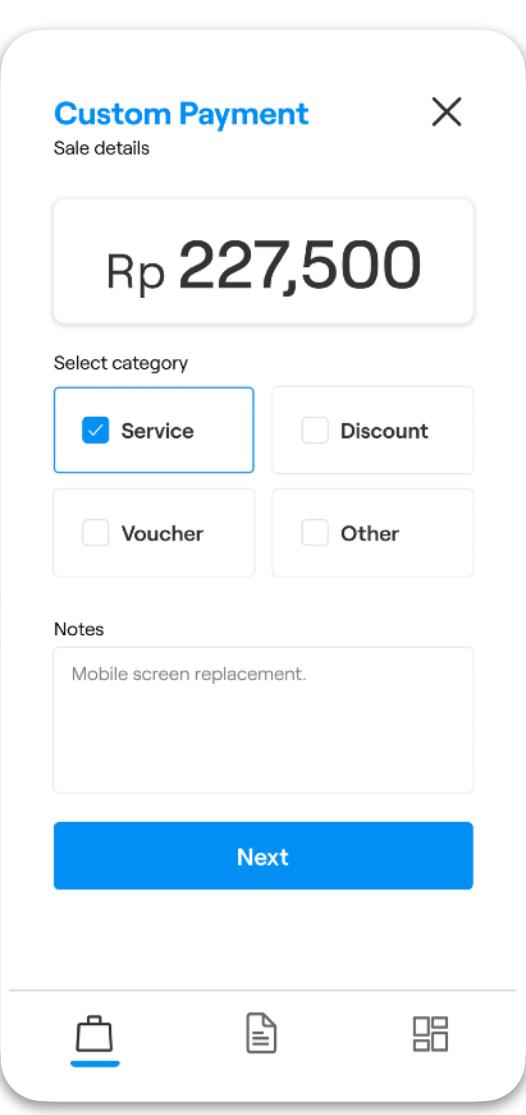
CORE USE CASES



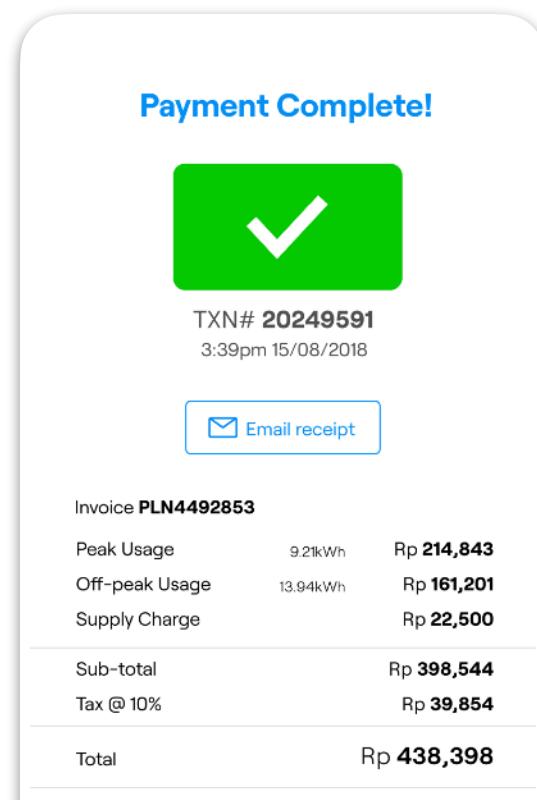
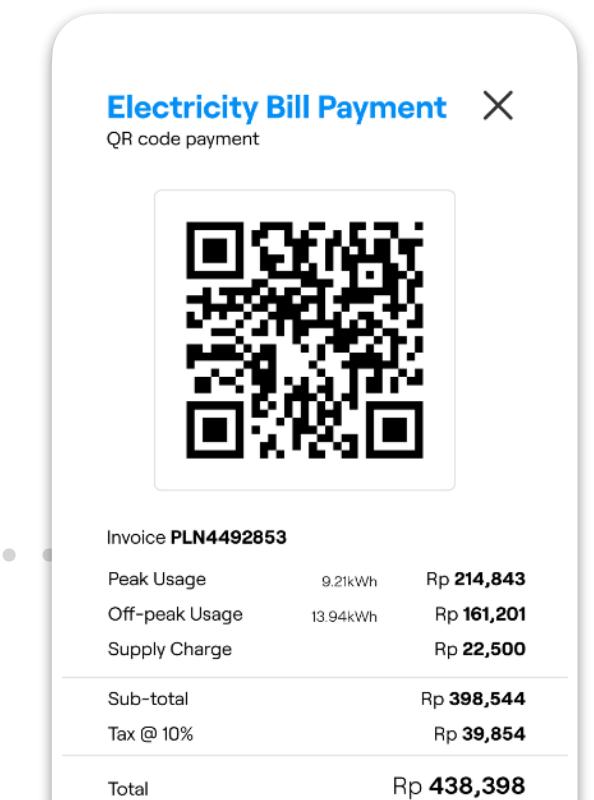
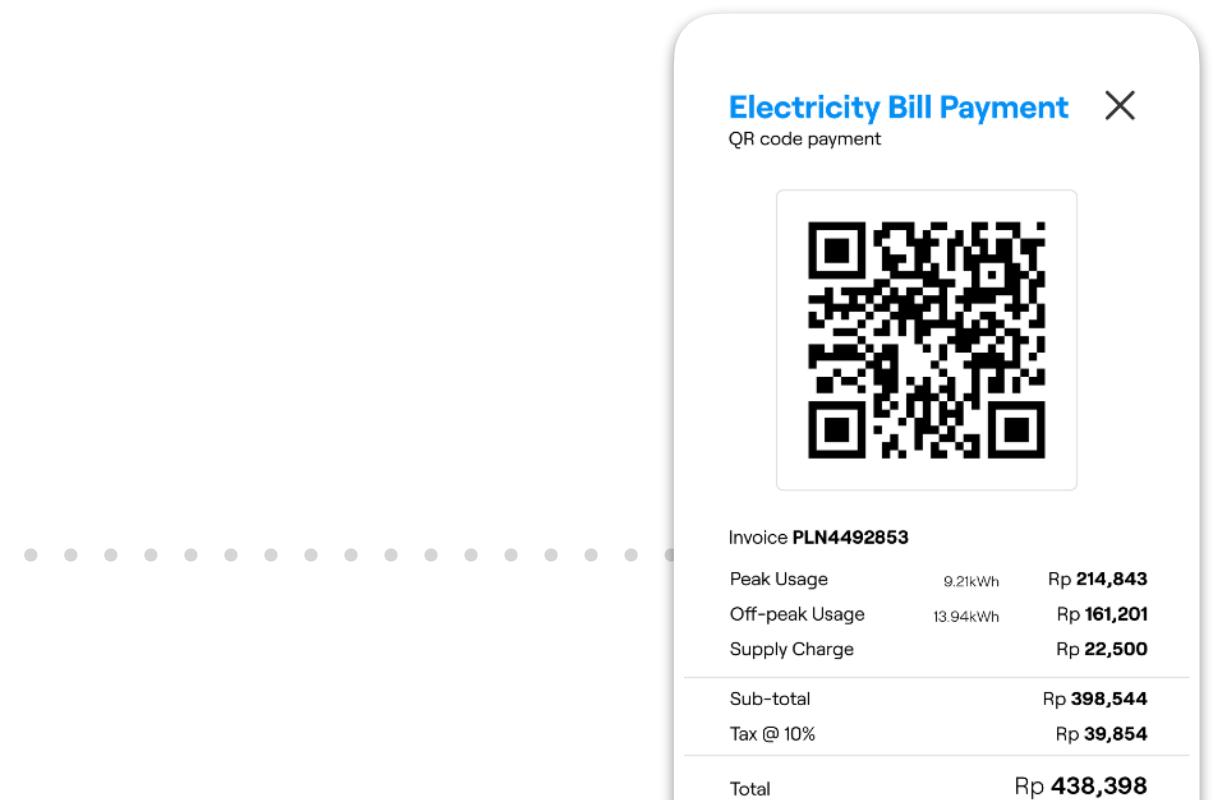
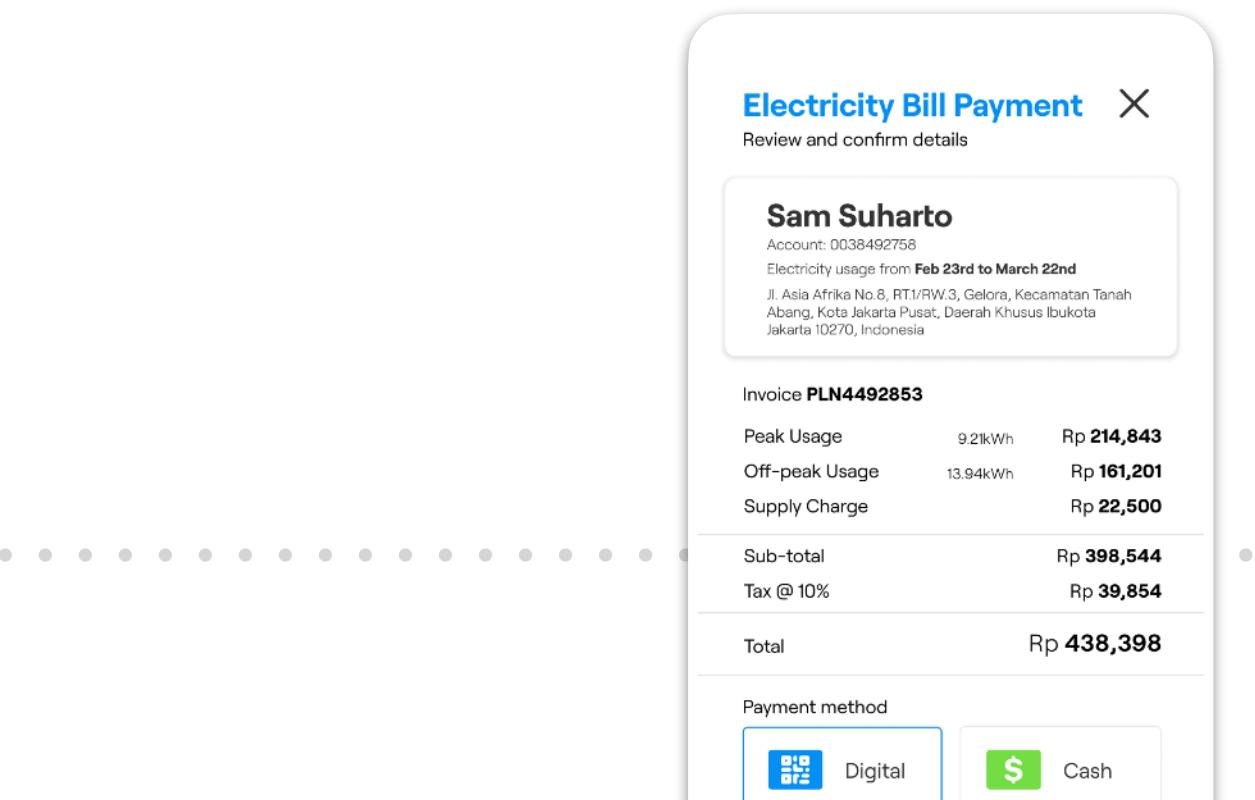
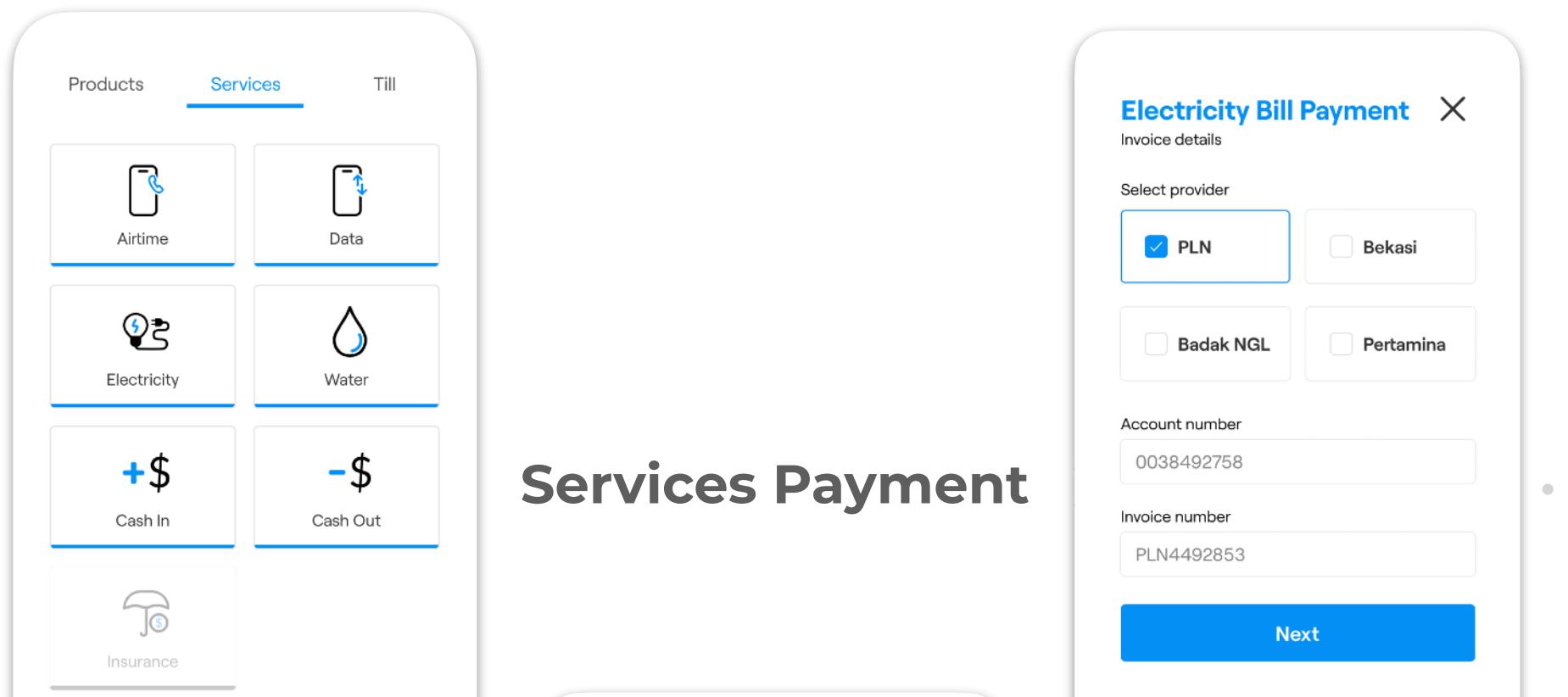
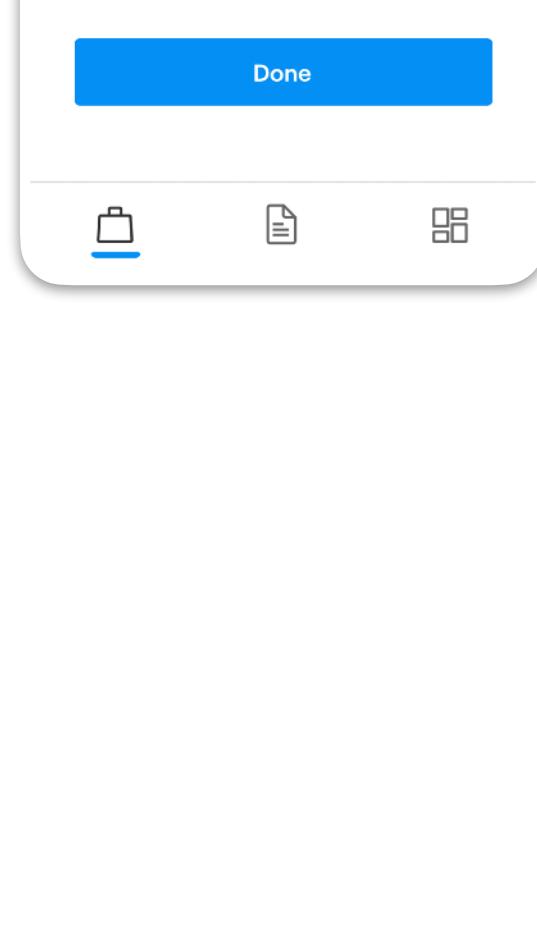
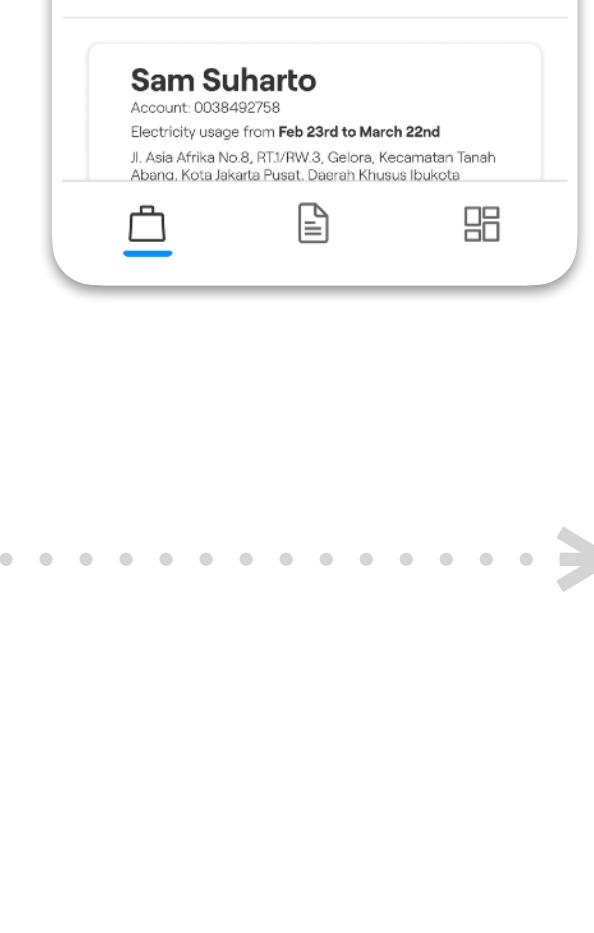
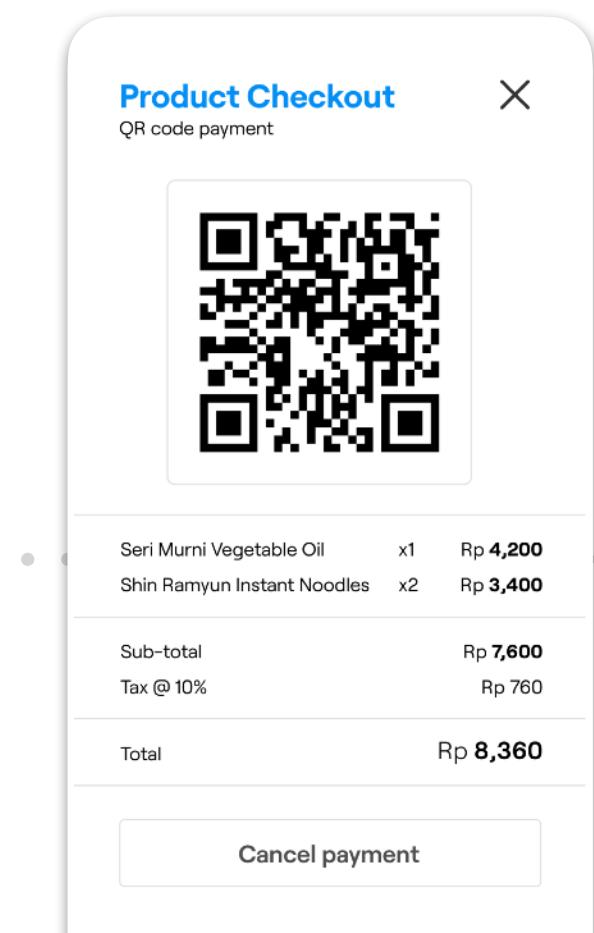
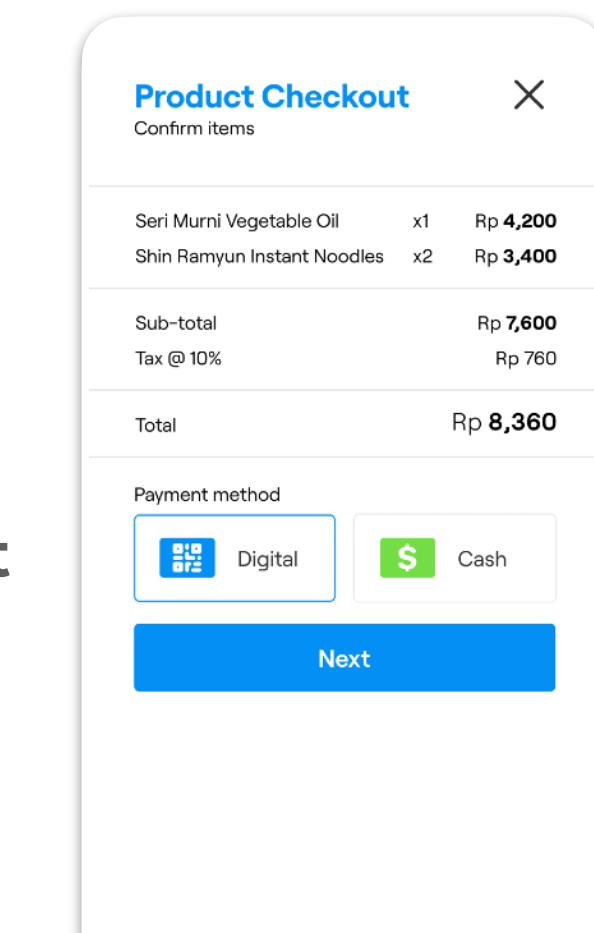
Services Payment



Custom Payment



Product Payment

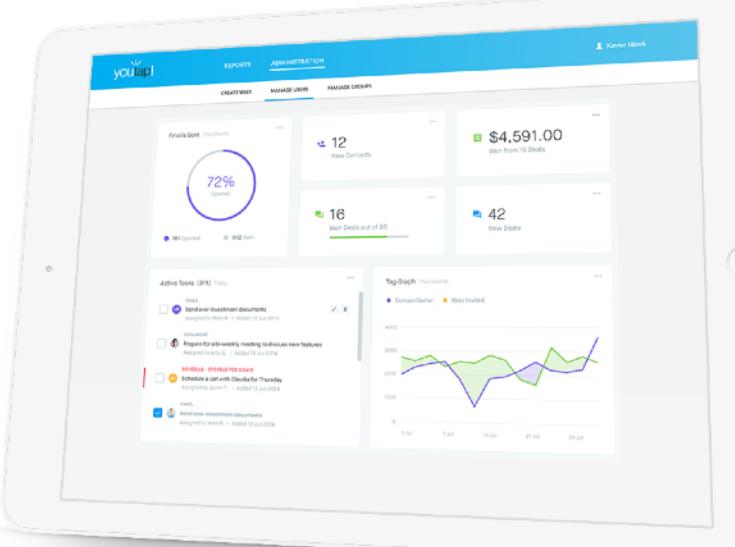


PUBLIC WEBSITE

UI Design, Graphics

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 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

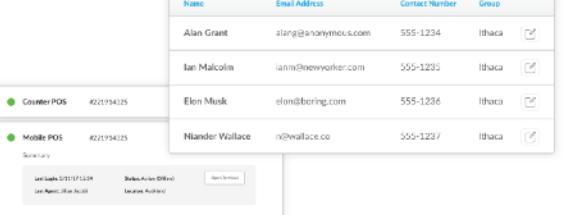
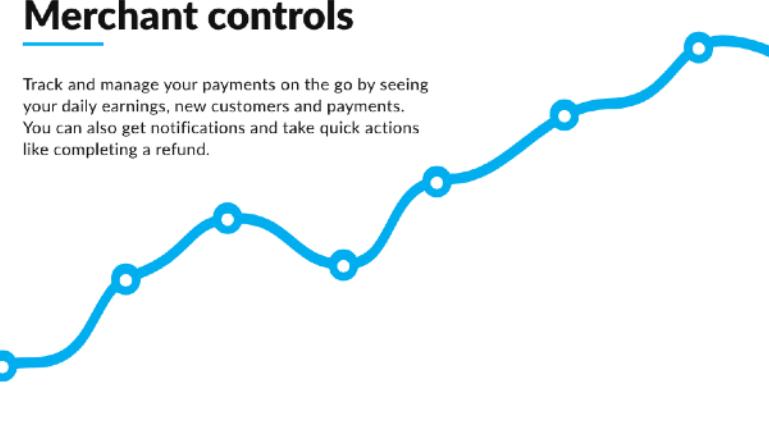
- Better data**
Our custom dashboard displays all you've wanted to know from stock levels, payment volume to best selling products.
- New insights**
Pave the way for deeper relationships with merchants by making ordering an easier part of their business while gleaning valuable insights.
- Easy integration**
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.

Find Hours | Company Profile | Request Contact

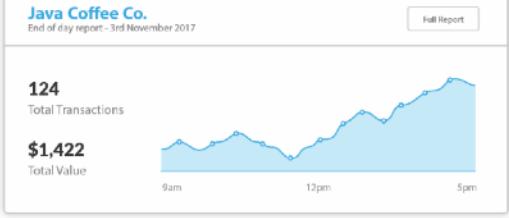
Merchant controls

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.

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.
[See Case Study](#)

Merchants
7,600

Our solutions scale to handle explosive growth, and thrive in the most challenging environments.
[See Case Study](#)

Transactions
11M

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.



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.



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.

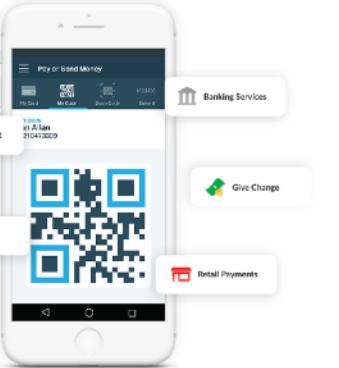
Choose what you need
Our products all have a proven track record of industry success.

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.

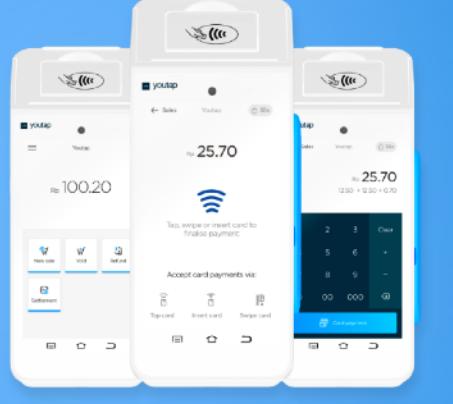
Consumer application 

- 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**
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



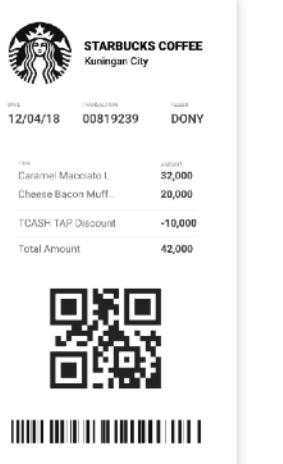
Merchant application

- 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.

Contact YouTap

THANK YOU

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tbutlerw@gmail.com

+81 070 4803 1523

tombutler.site