

TOM BUTLER

UI & PRODUCT DESIGN PORTFOLIO

Youtap Merchant App, Payment App, Public Website

The screenshot shows the Youtap Merchant App's main summary screen. On the left is a vertical navigation bar with icons for Airtime, Electricity, Cash In, and Insurance. 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** Sales **288** Rp **19,493**

Gross Sales Sales 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** Sales **673** Rp **21,105**

Gross Sales Sales Average Sale

< Previous week Next week >

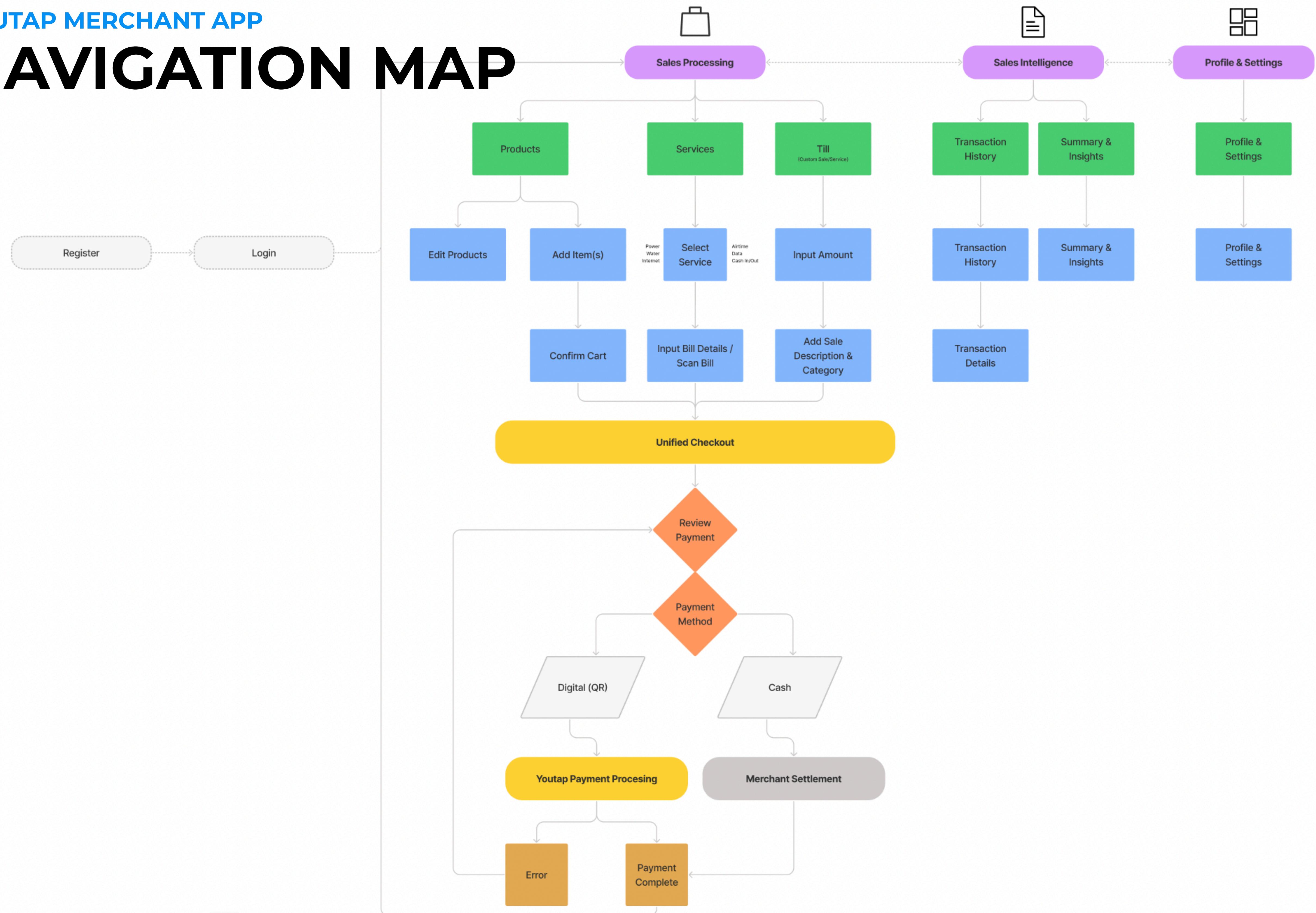
YOUTAP MERCHANT APP

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

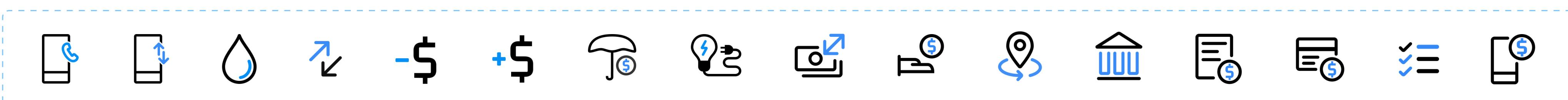
Subtitle Roobert Regular 14pt

Paragraph Roobert Light 11pt

PALETTE

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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		

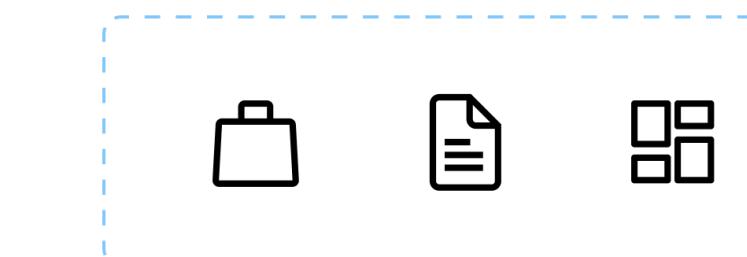
ICONOGRAPHY



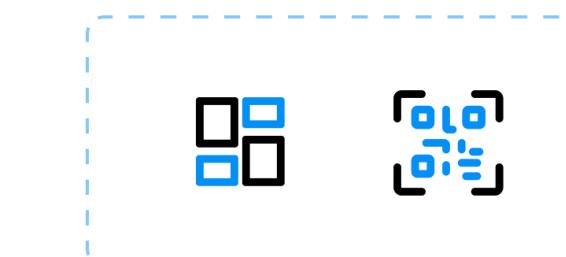
Payment & Services Menu



Utility



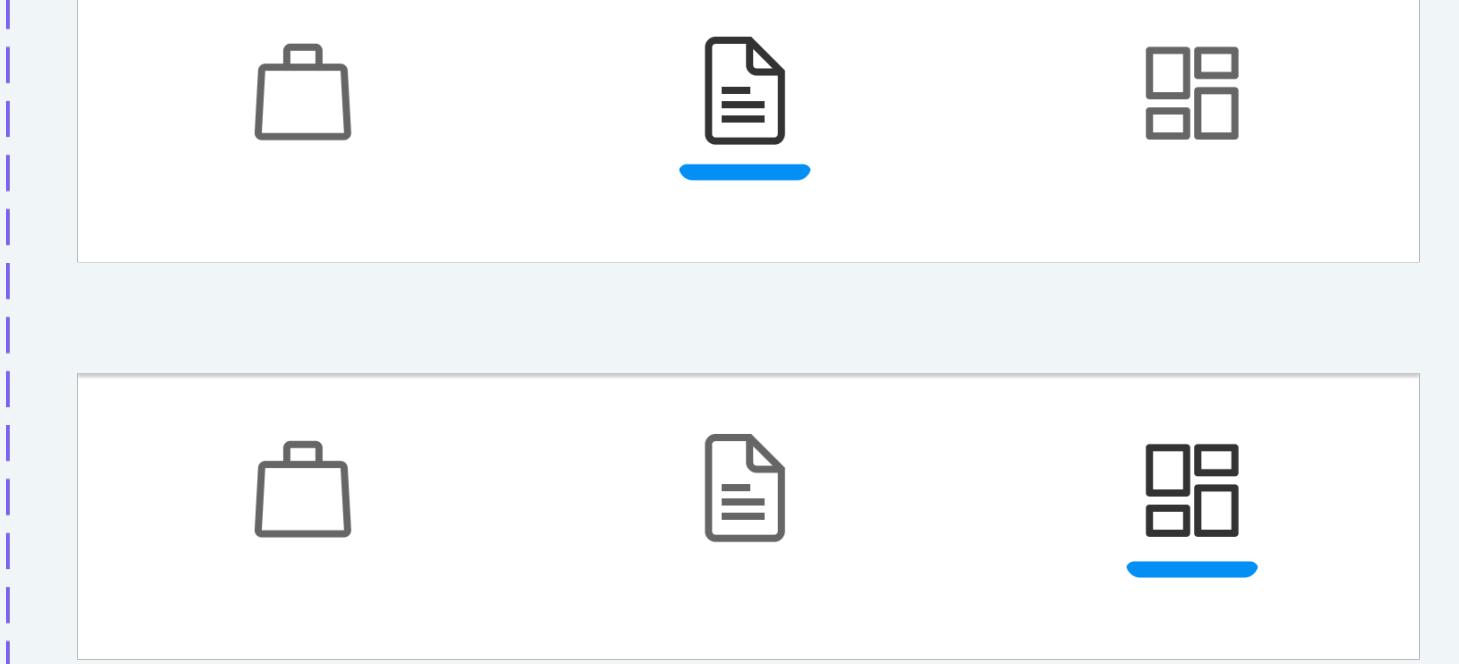
Merchant Navigation



Payment Navigation

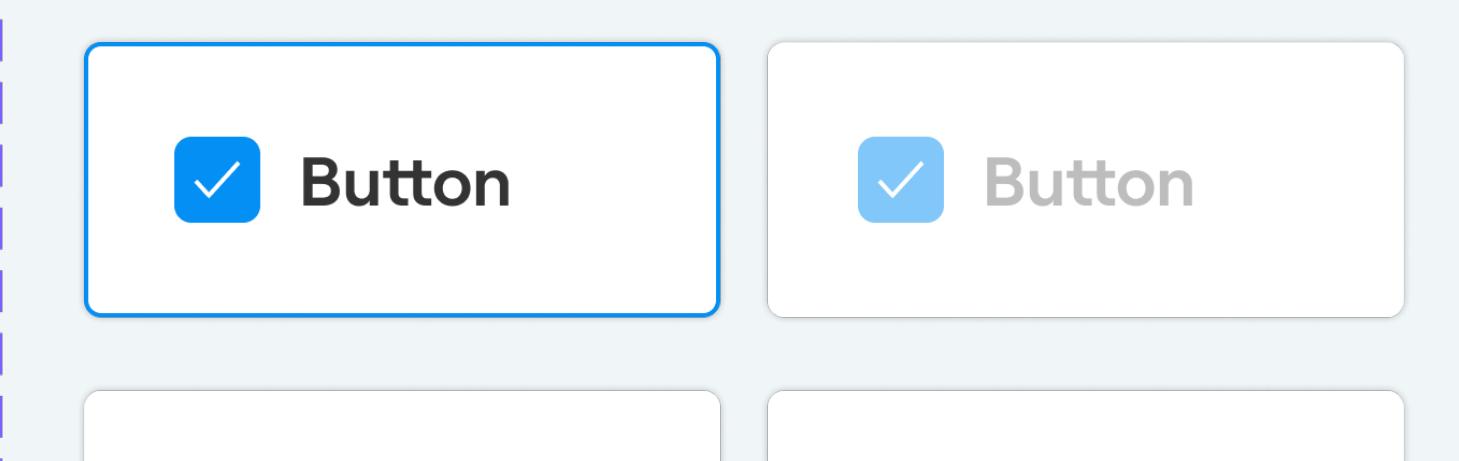
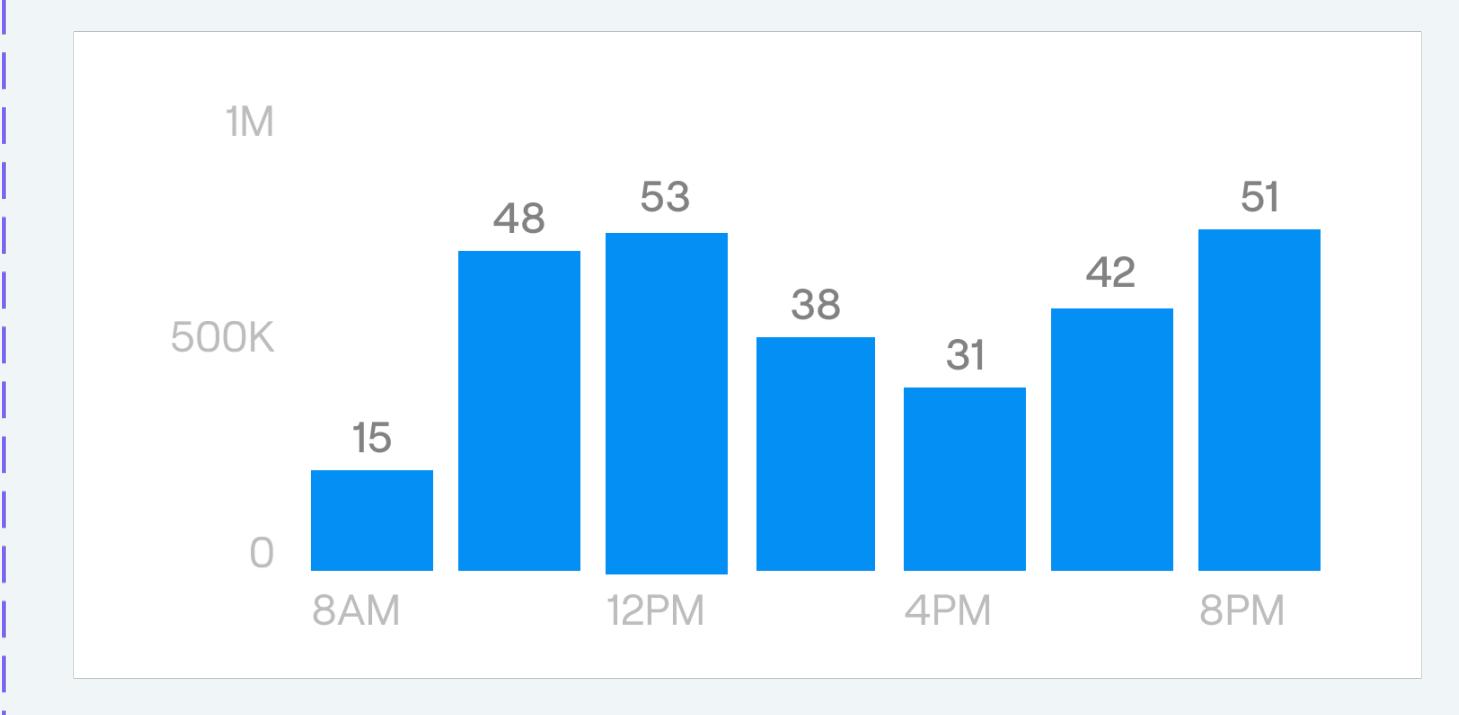
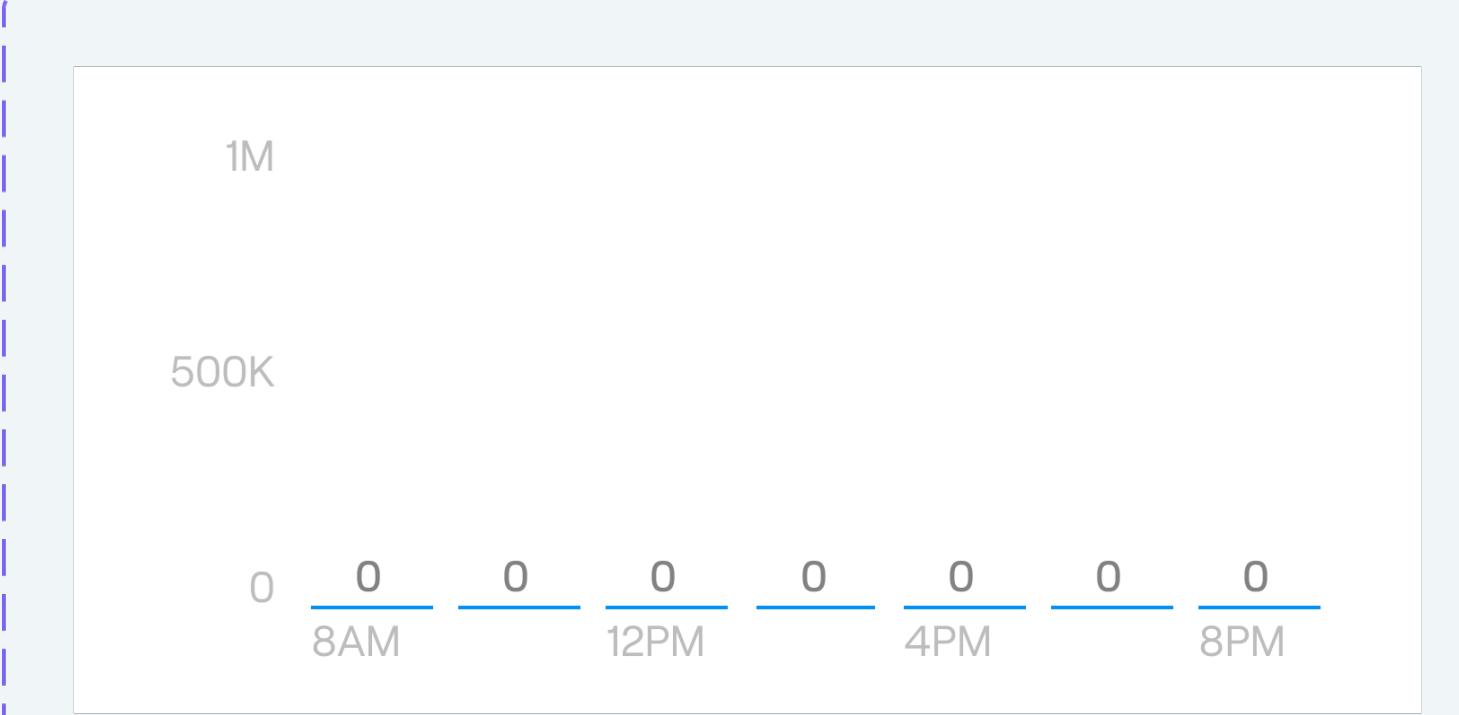
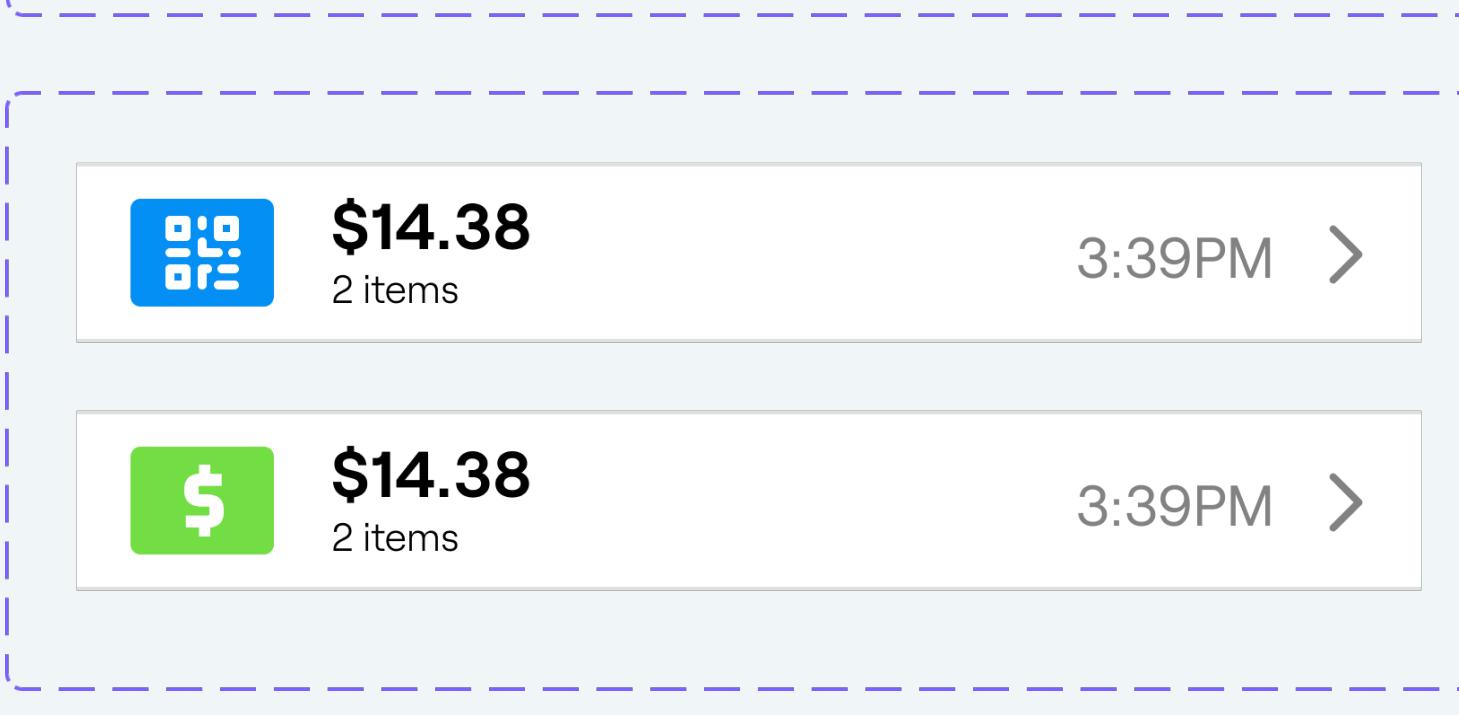


Cash / Digital Indicators



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

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

Out of stock
Rp 3,900 Indomie Instant Noodles

Rp 3,900 Indomie Instant Noodles

1 Rp Indomie instant Noodles

+

PDF PDF
Edit Edit
Email receipt Email receipt

< Previous day Next day >

YOUTAP MERCHANT APP

CORE SCREENS

Summary

Products

Products

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 Kinkai 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	+ (Placeholder)

3 ITEMS Rp 7,600 >

Bag **File** **Grid**

Services

Products **Services** **Till**

Airtime	Data
Electricity	Water
+ \$ Cash In	- \$ Cash Out
Insurance	(Placeholder)

Bag **File** **Grid**

Till

Rp 227,500
142,500 + 85,000

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

Pay Rp 227,500

Bag **File** **Grid**

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 >

Bag **File** **Grid**

Summary

Transactions **Summary**

Daily Summary 9th August 2018

Rp 4,512,292 Gross Sales	288 Sales	Rp 19,493 Average Sale
1M	12 42 47 32 26 36 49	Previous day Next day

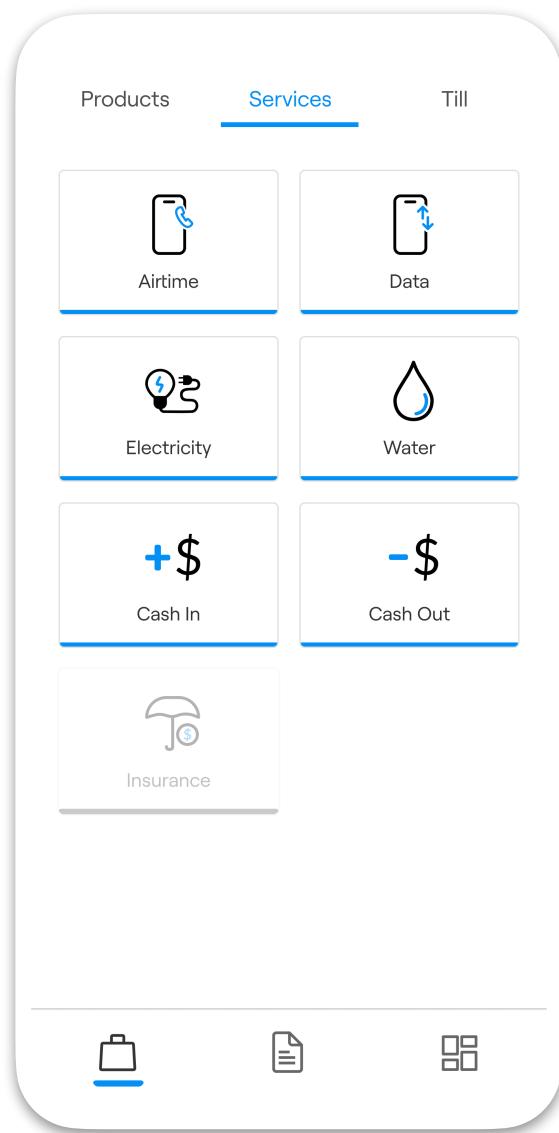
Weekly Summary 2nd - 9th August 2018

Rp 14,201,493 Gross Sales	673 Sales	Rp 21,105 Average Sale
1M	12 42 47 32 26 36 49	Previous week Next week

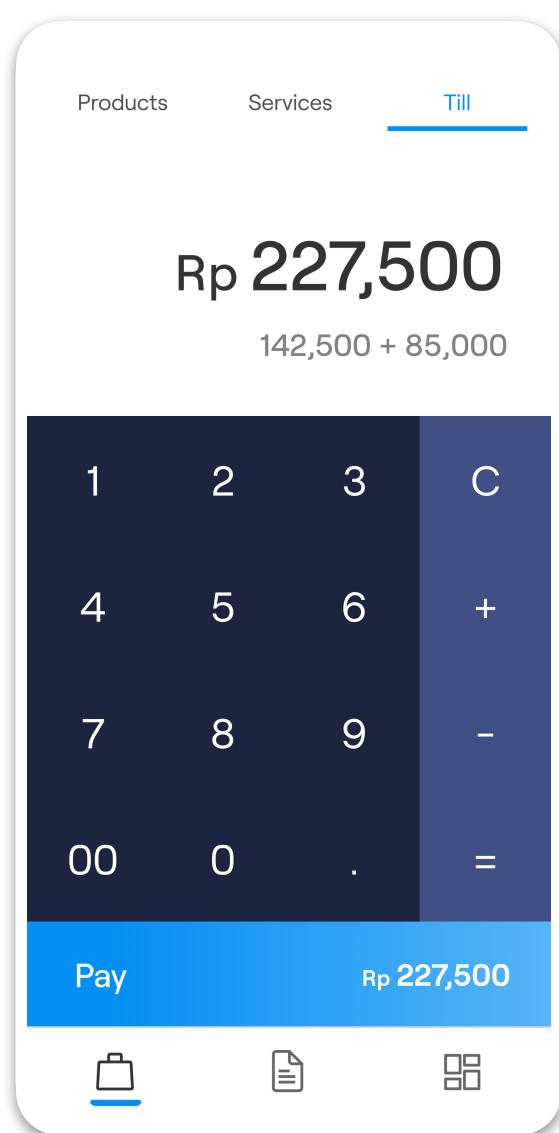
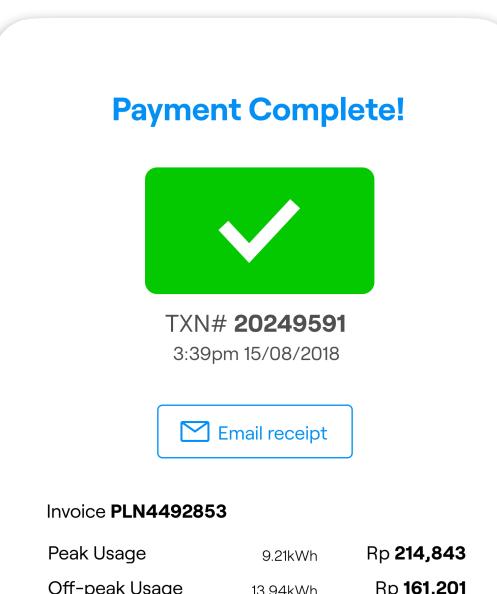
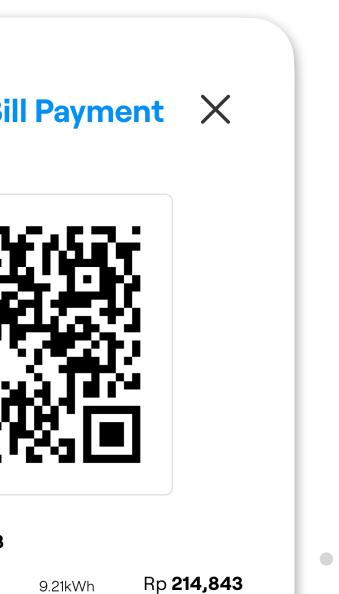
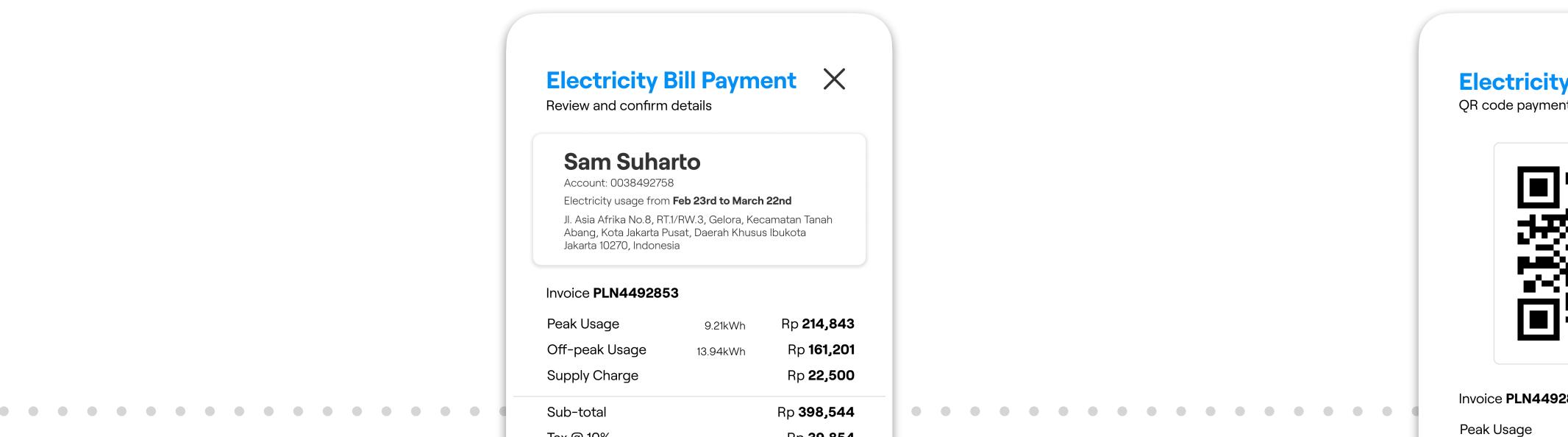
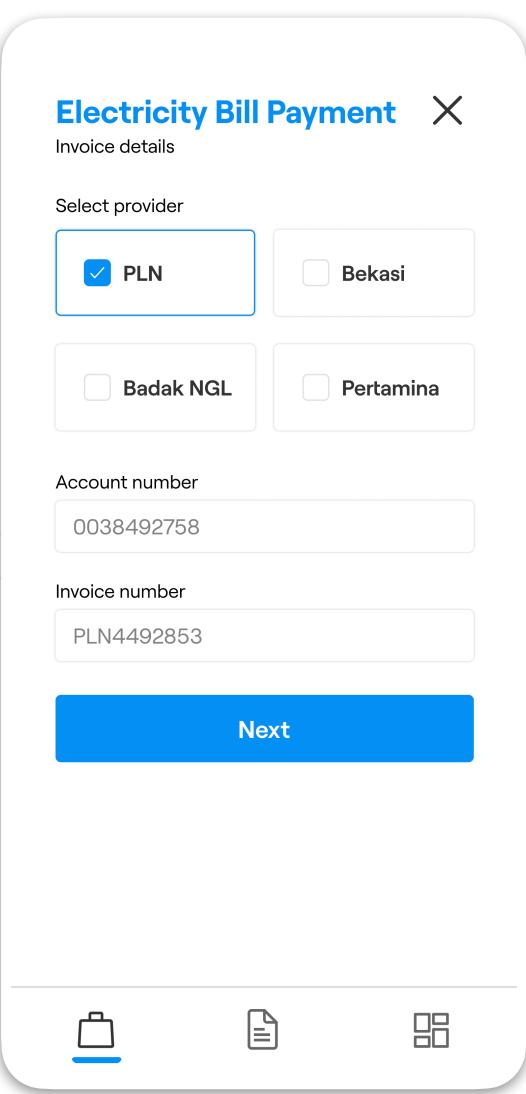
Bag **File** **Grid**

YOUTAP MERCHANT APP

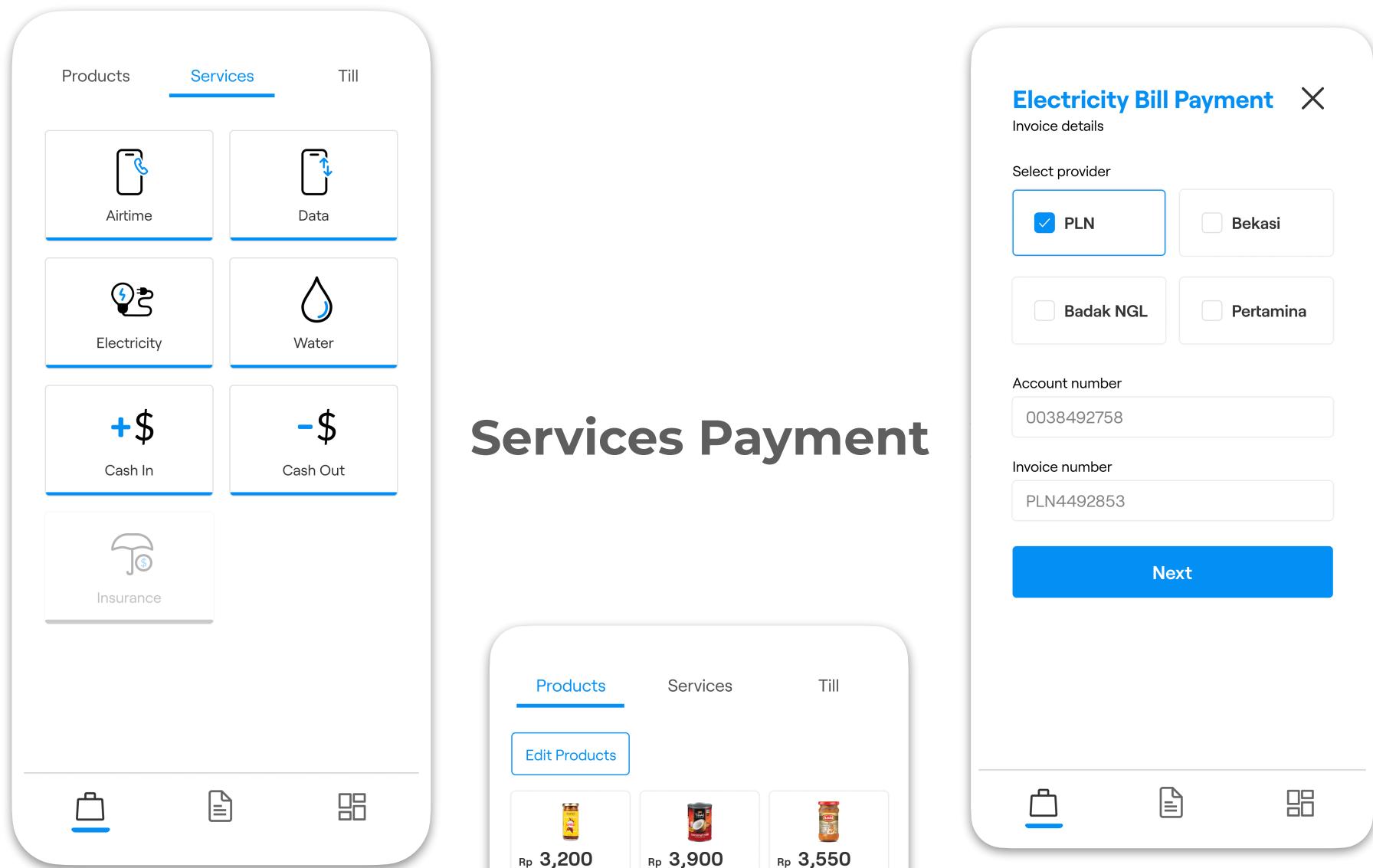
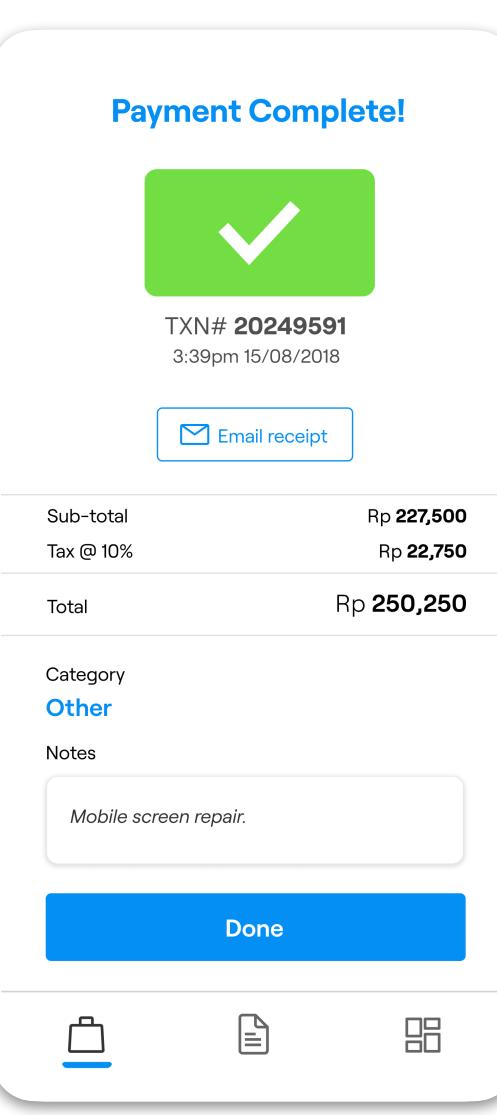
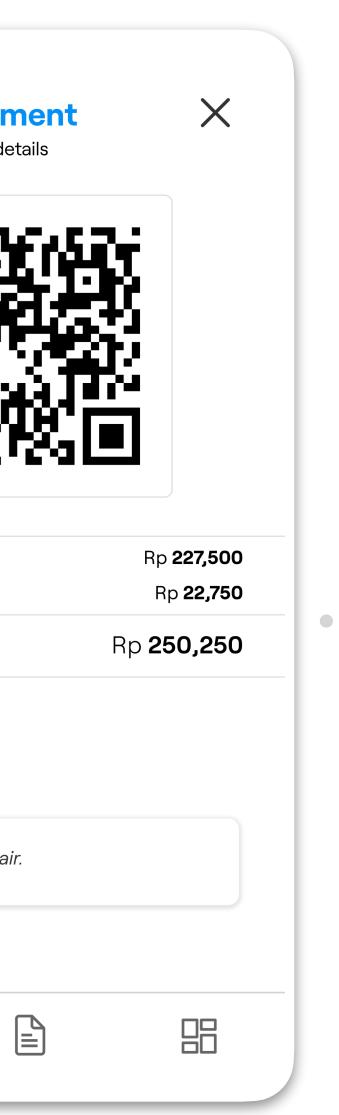
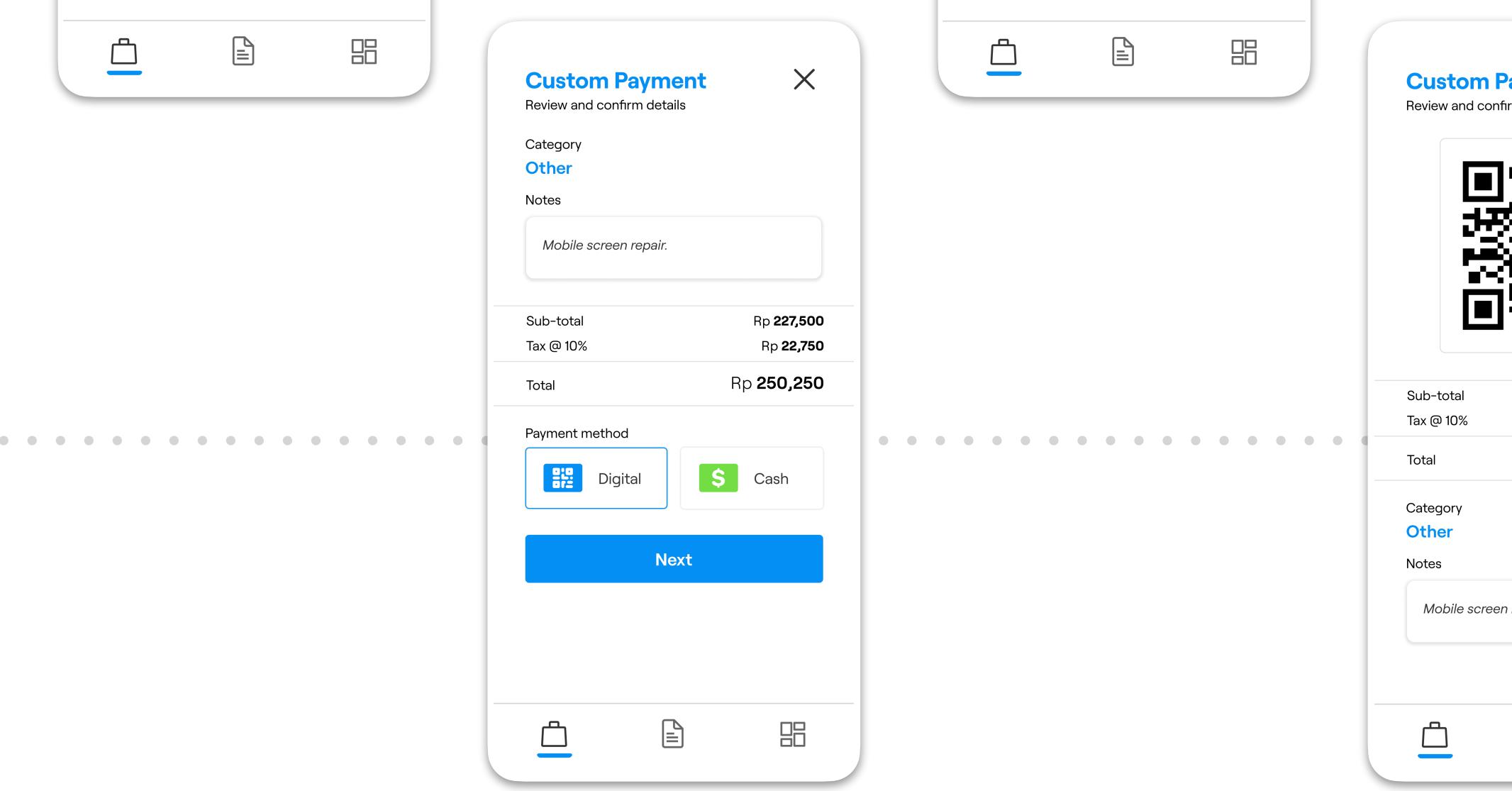
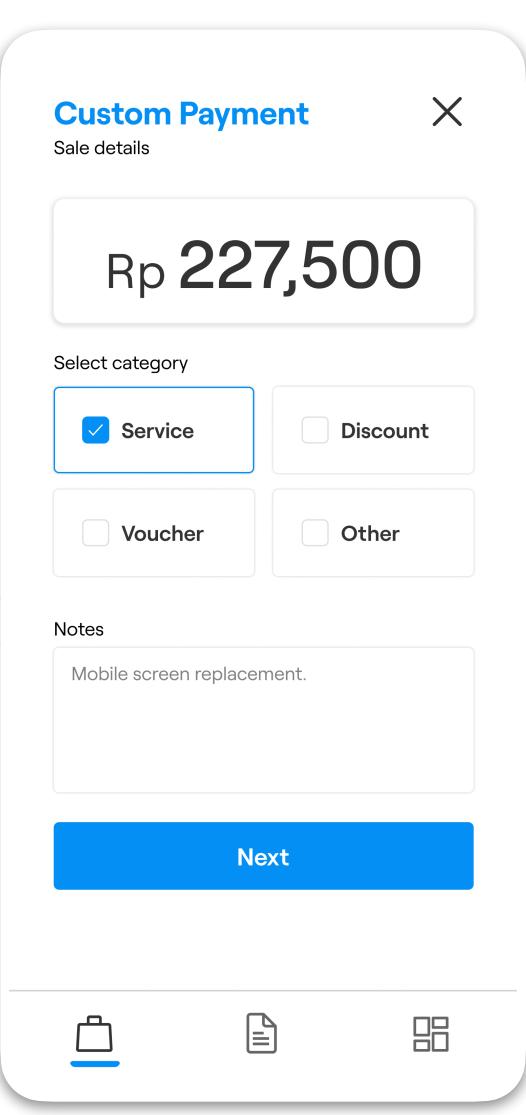
CORE USE CASES



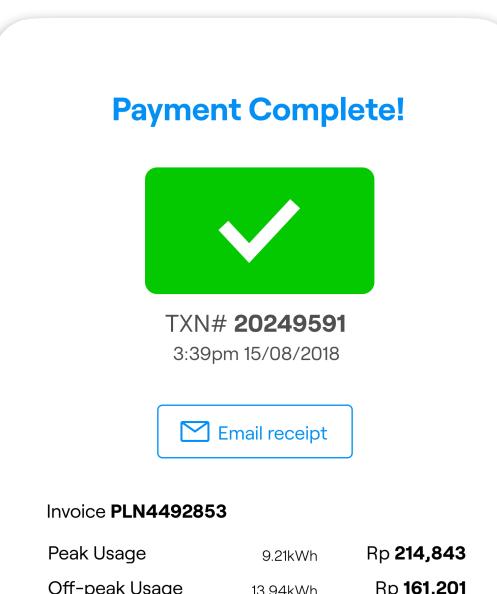
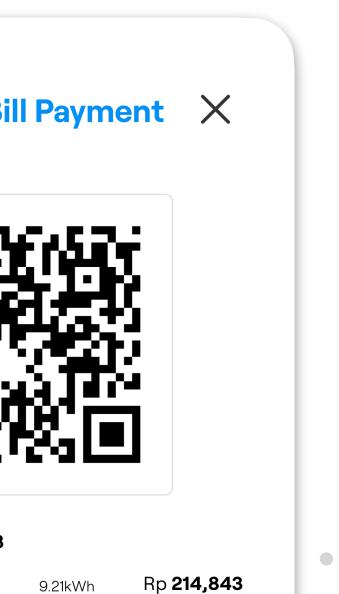
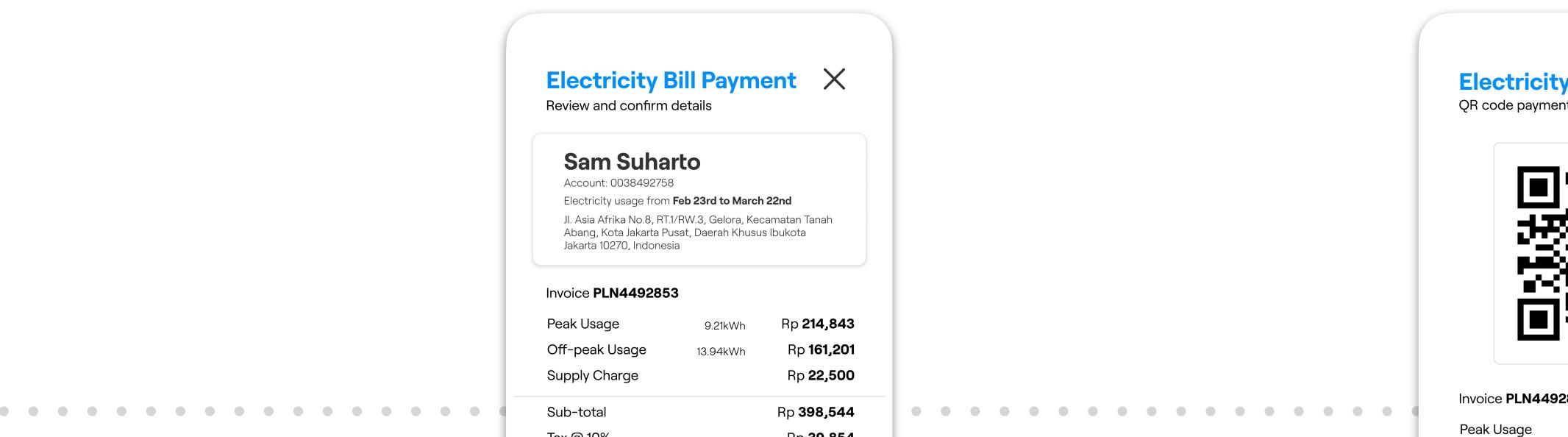
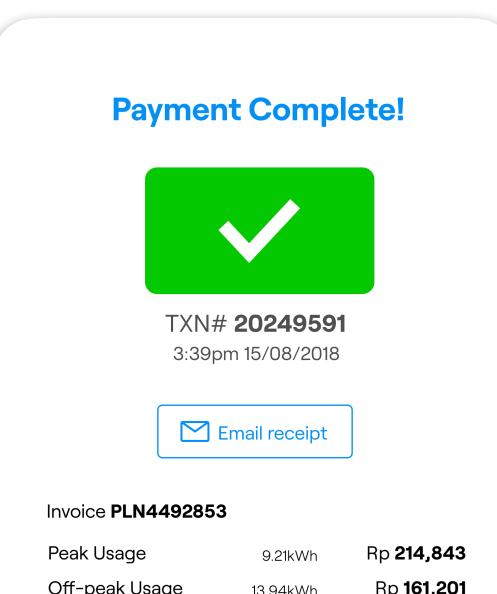
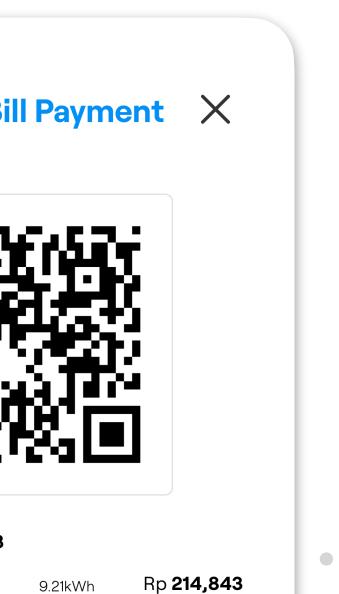
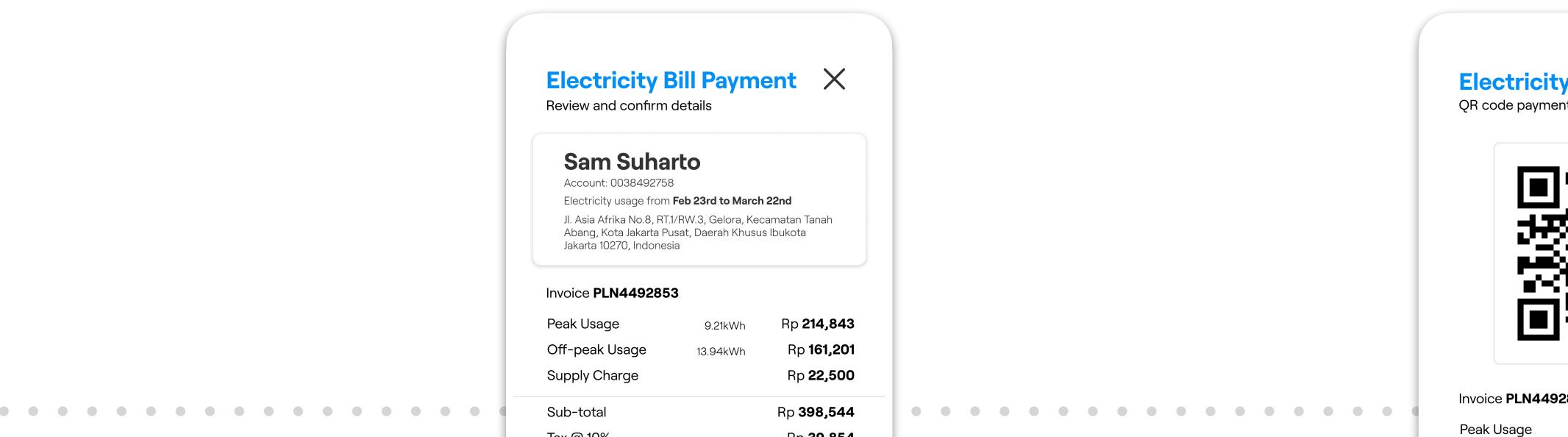
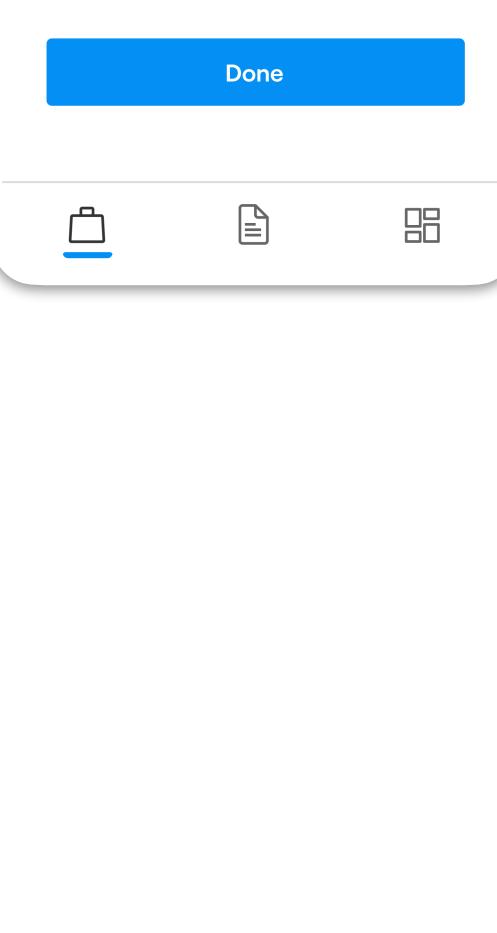
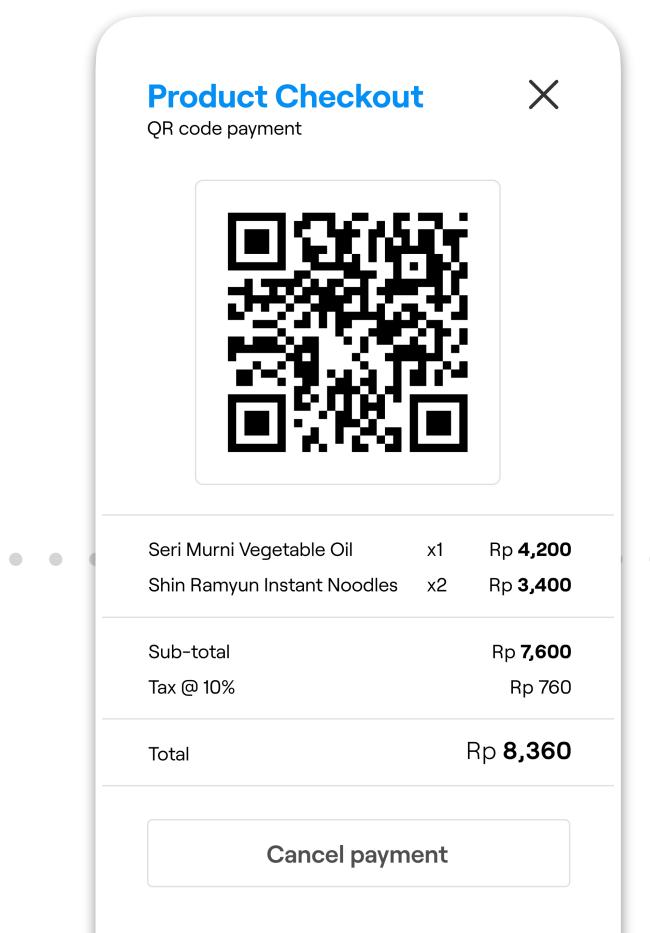
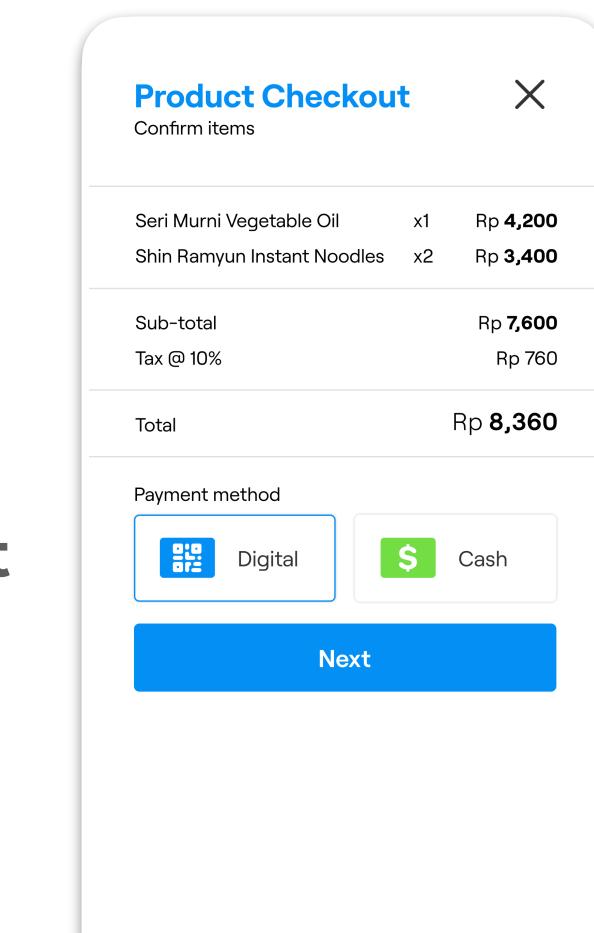
Services Payment

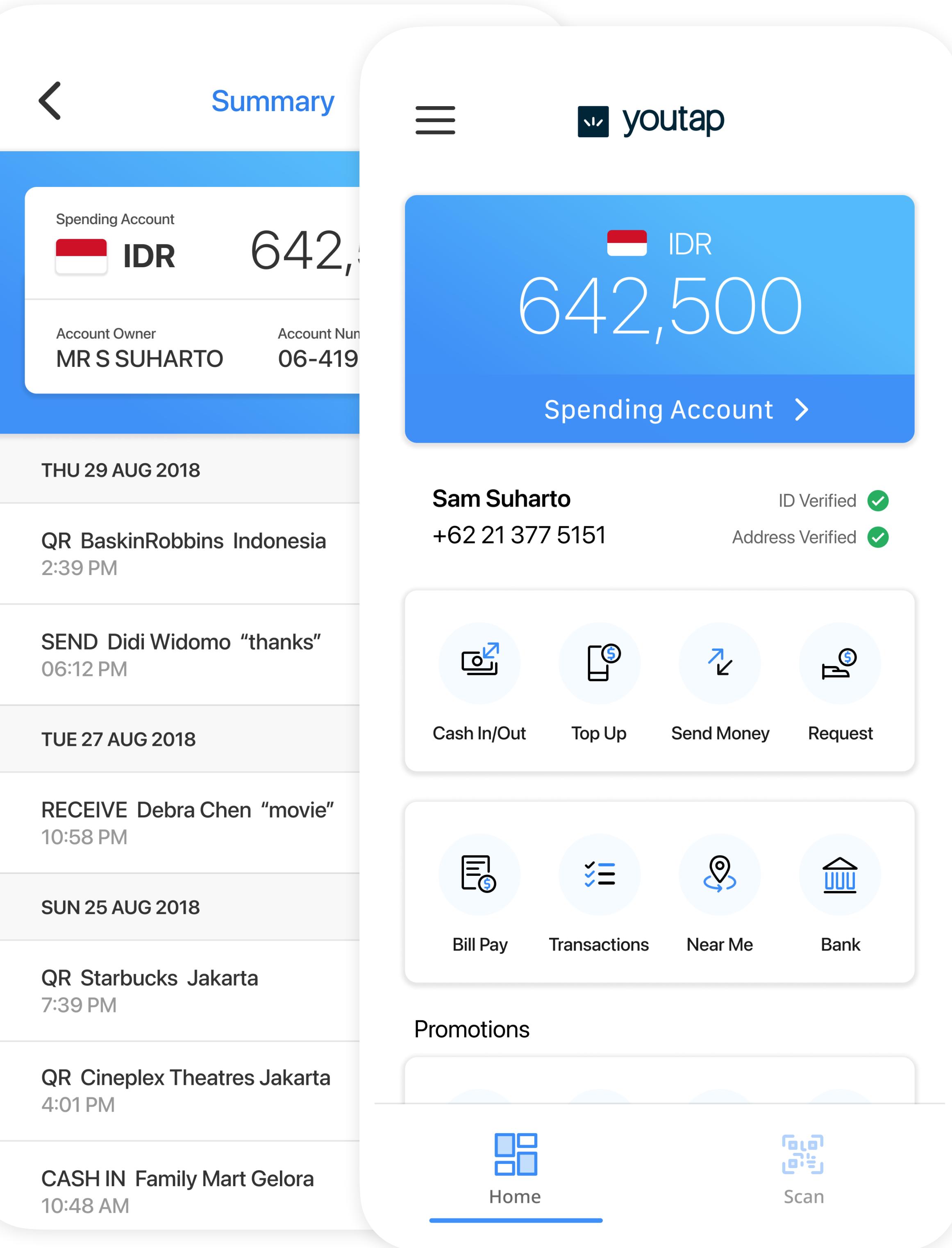


Custom Payment



Product Payment





YOUTAP PAYMENT APP

UI Design, Iconography

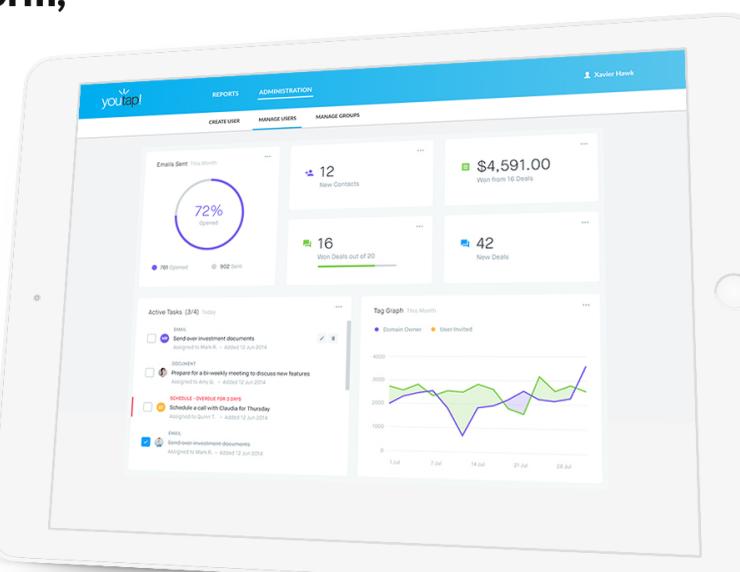
The Payment App was designed for marketing purposes only, with the goal of illustrating an end-user payment experience - in tandem with the Merchant App - on Youtap's payment platform.

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 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

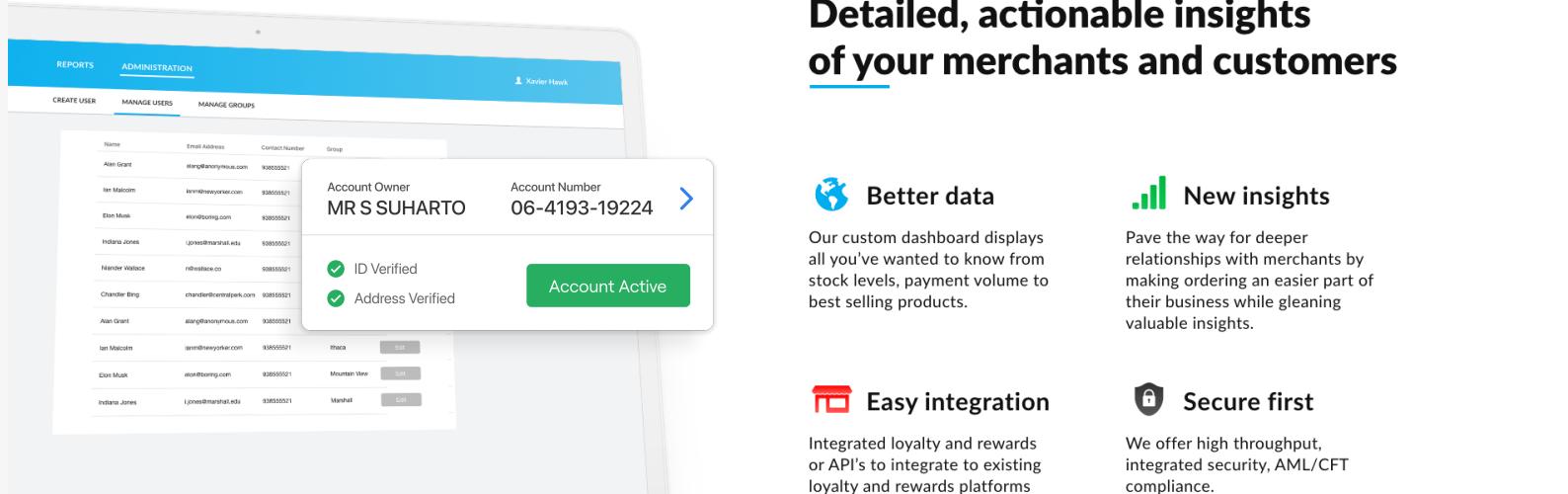
- Better data**
Our custom dashboard displays all you've wanted to know from stock levels, payment volume to best selling products.
- New insights**
Pave the way for deeper relationships with merchants by making ordering an easier part of their business while gleaning valuable insights.
- Easy integration**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

Full Name: _____ Company Email: _____ 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](#)

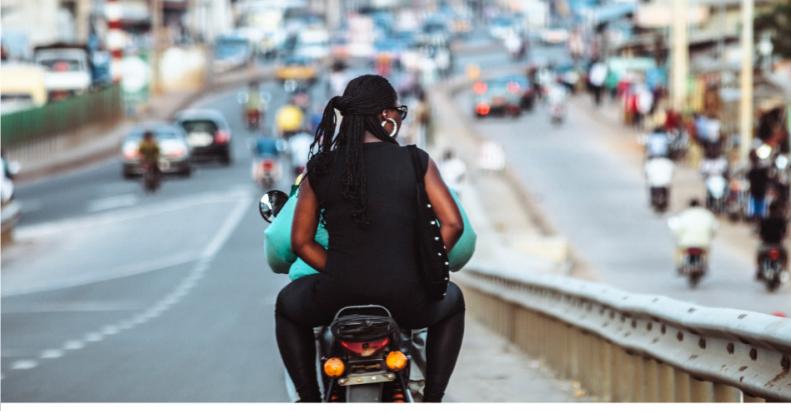
Merchants
7,600

We see 9 merchant tiers as essential partners in delivering a ubiquitous platform.
[See Case Study](#)

Transactions
11M

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

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.

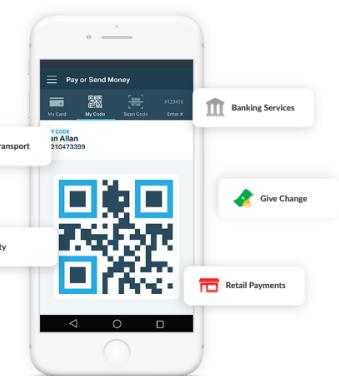
Choose what you need
Our products all have a proven track record of industry success.

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



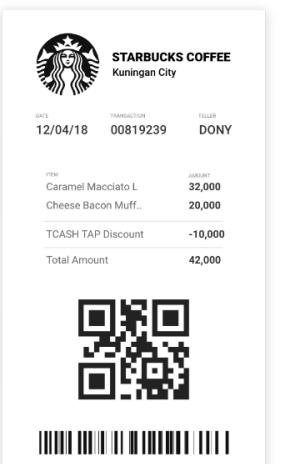
Merchant application

- 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.
We're always looking to sell products to people.

Contact YouTap

THANK YOU

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