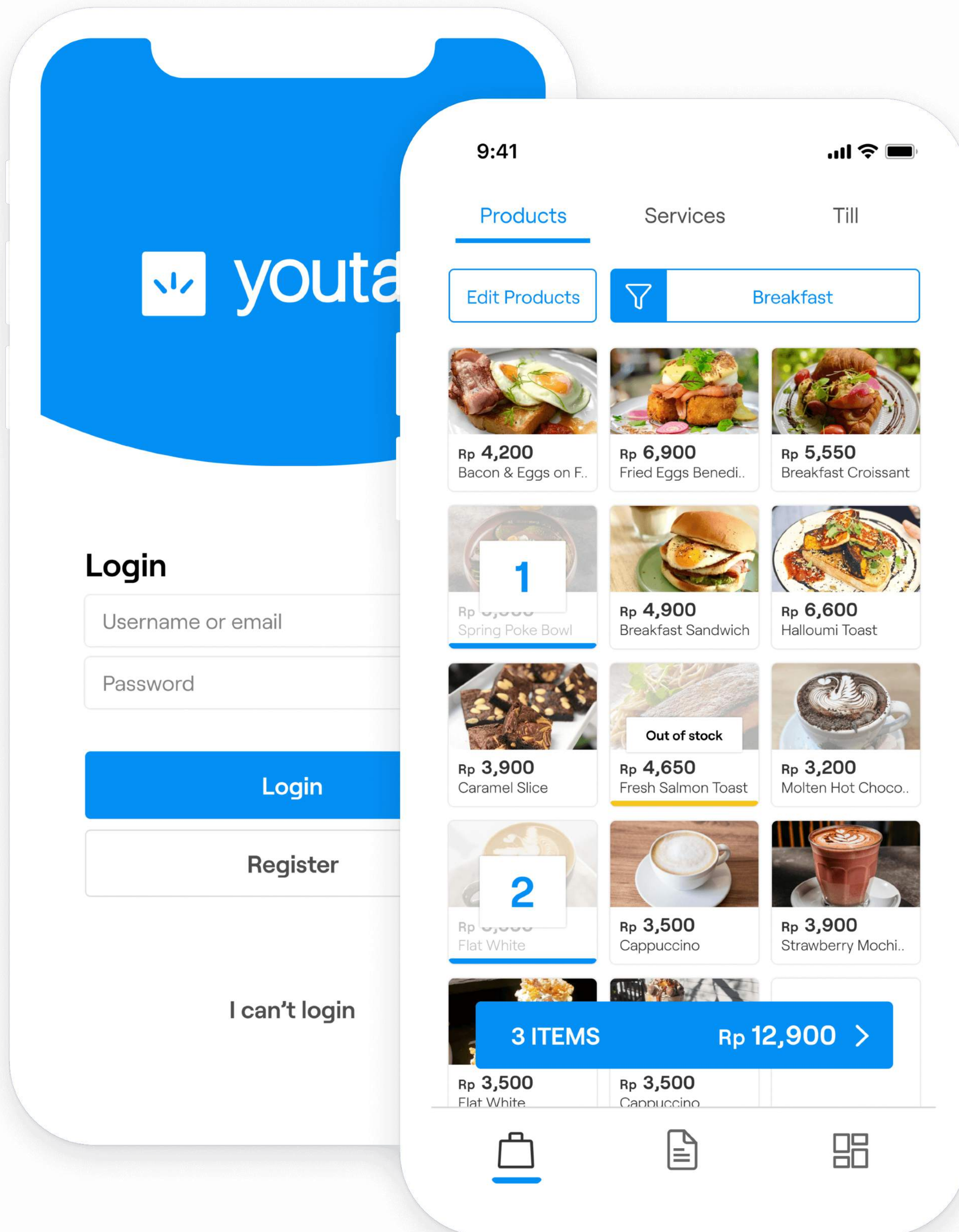


**TOM BUTLER**

# **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.

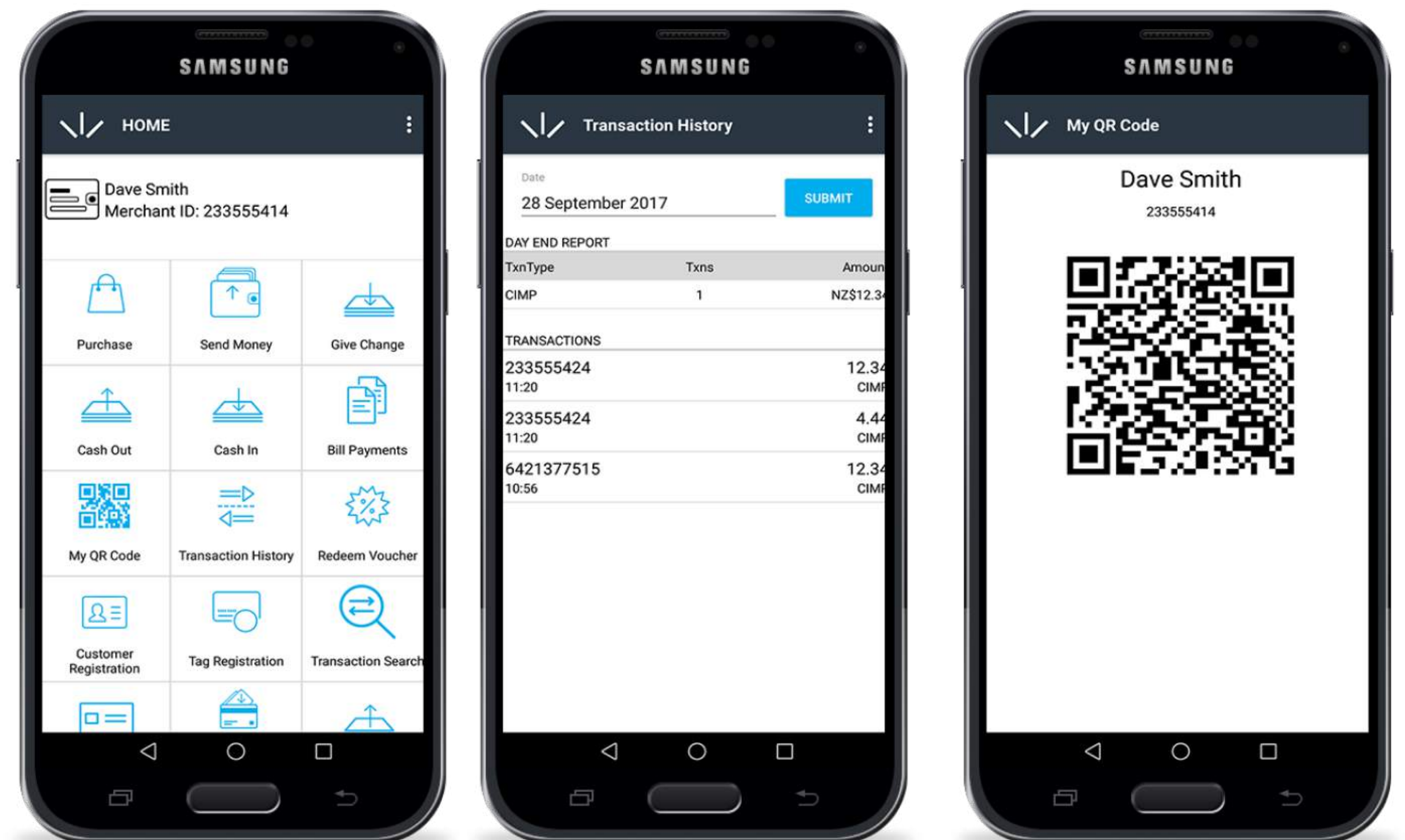
The goal was function and usability over form.



# 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.



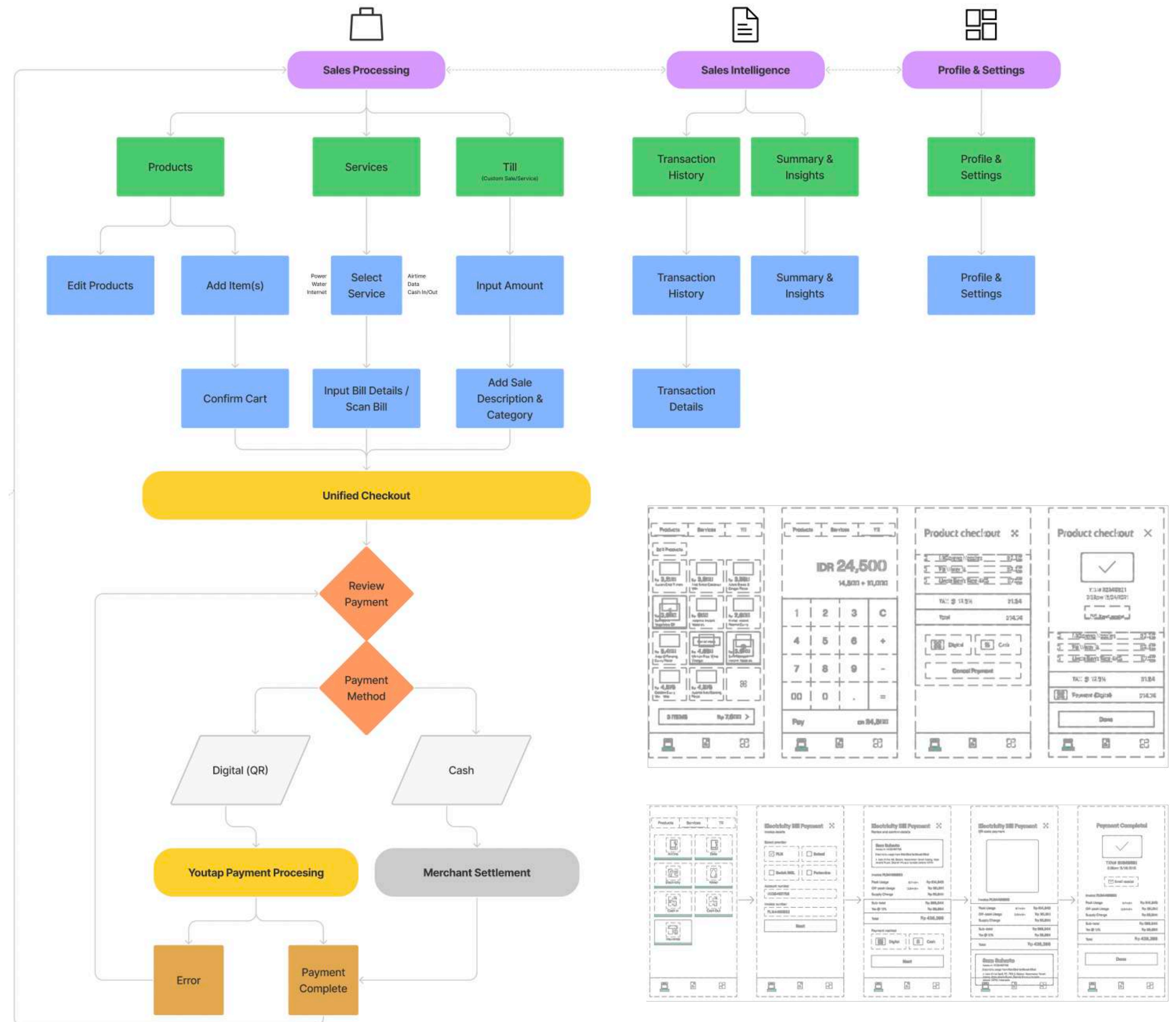


# WIREFRAMES & NAVIGATION MAP

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

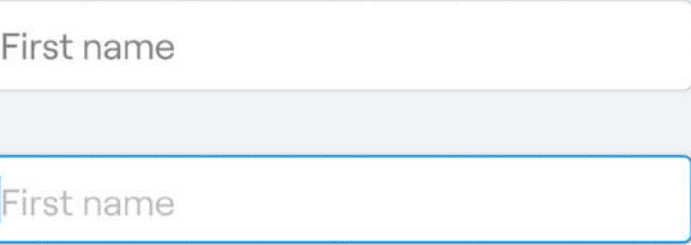
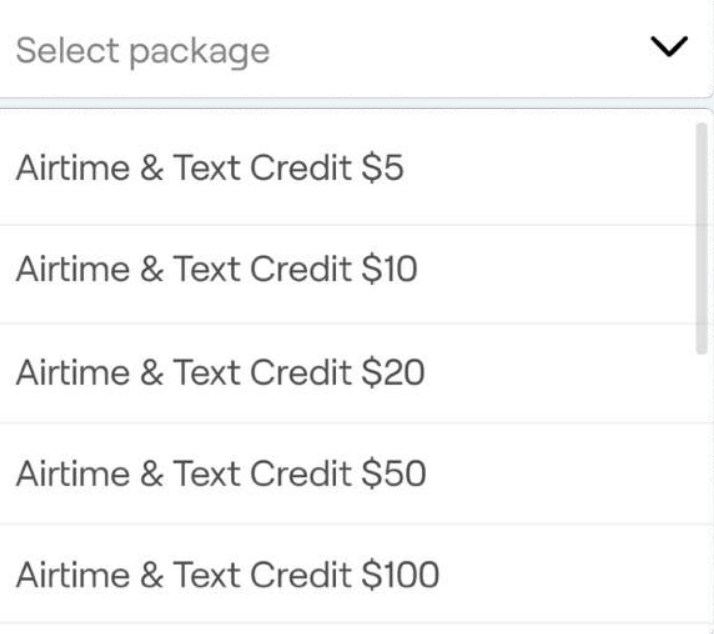
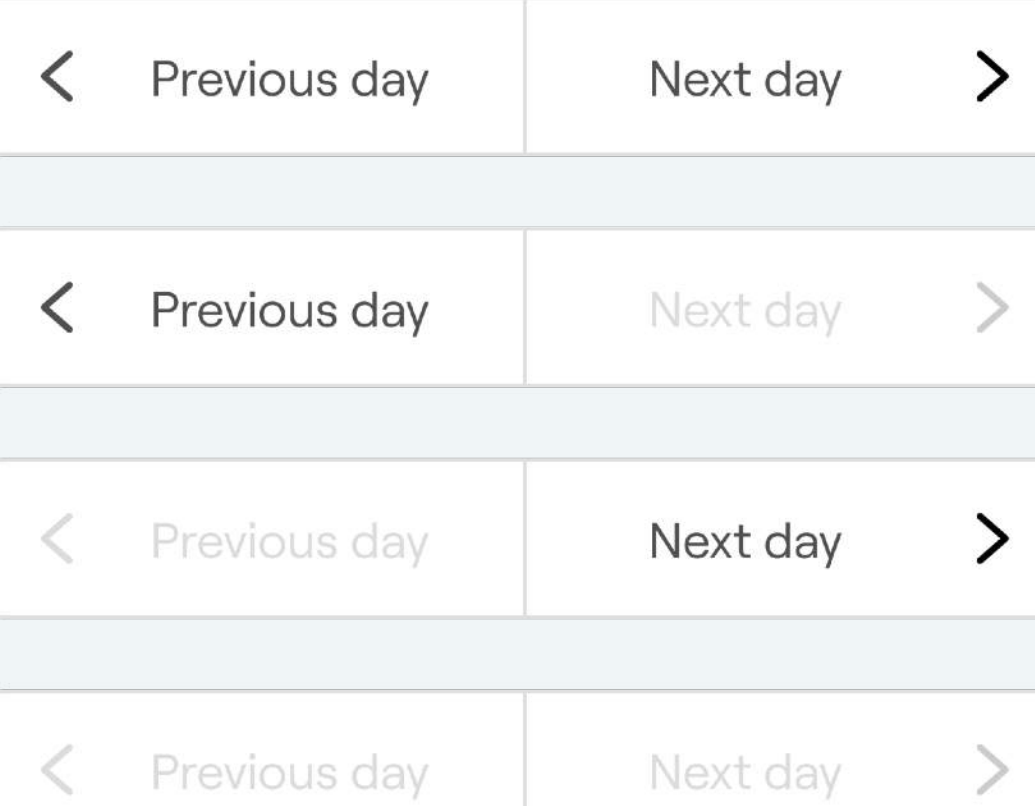
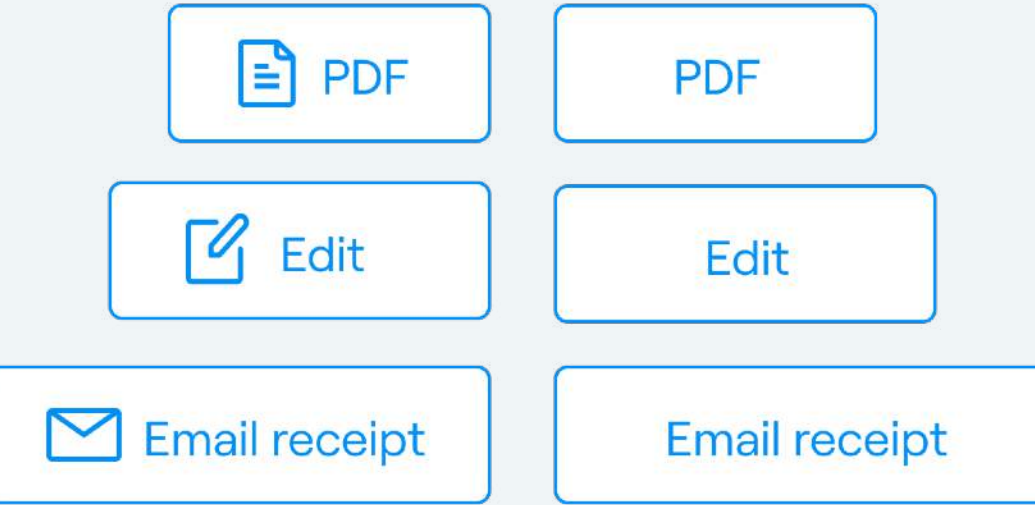
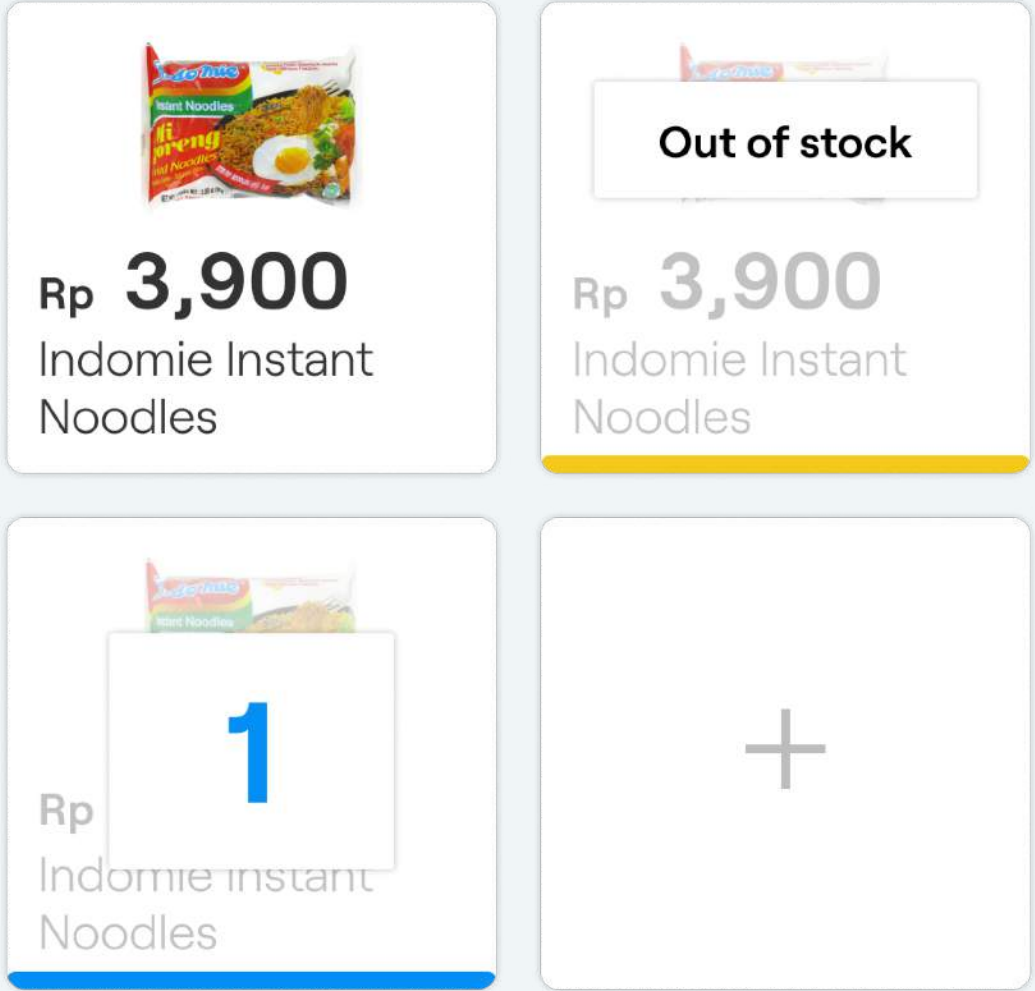
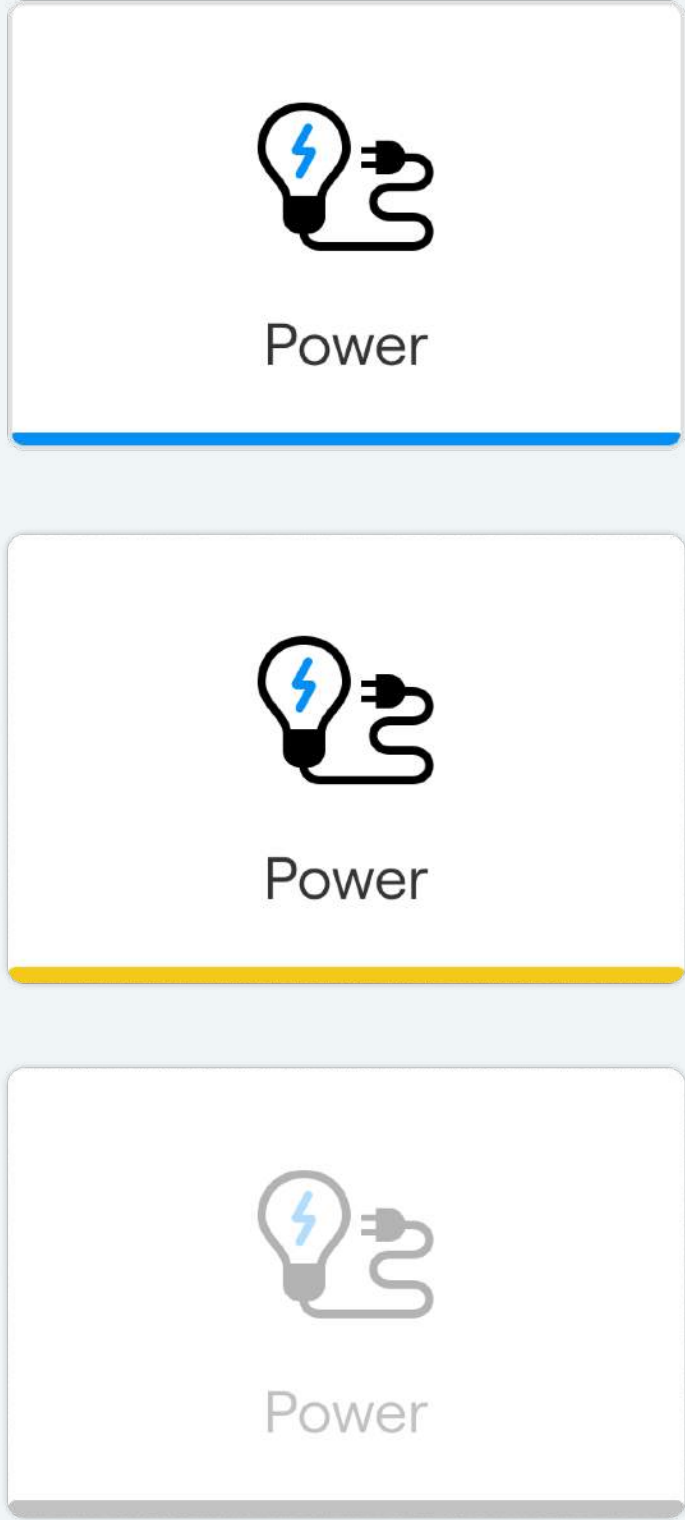
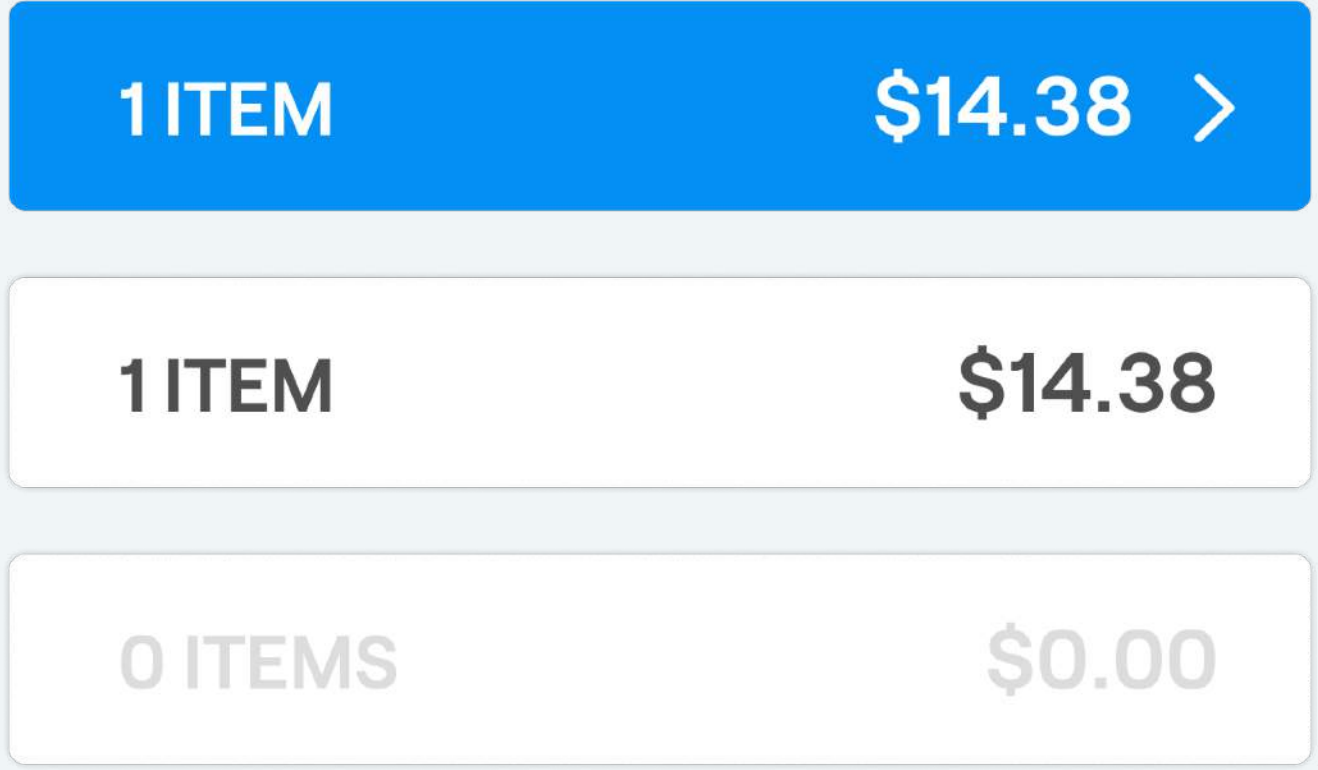
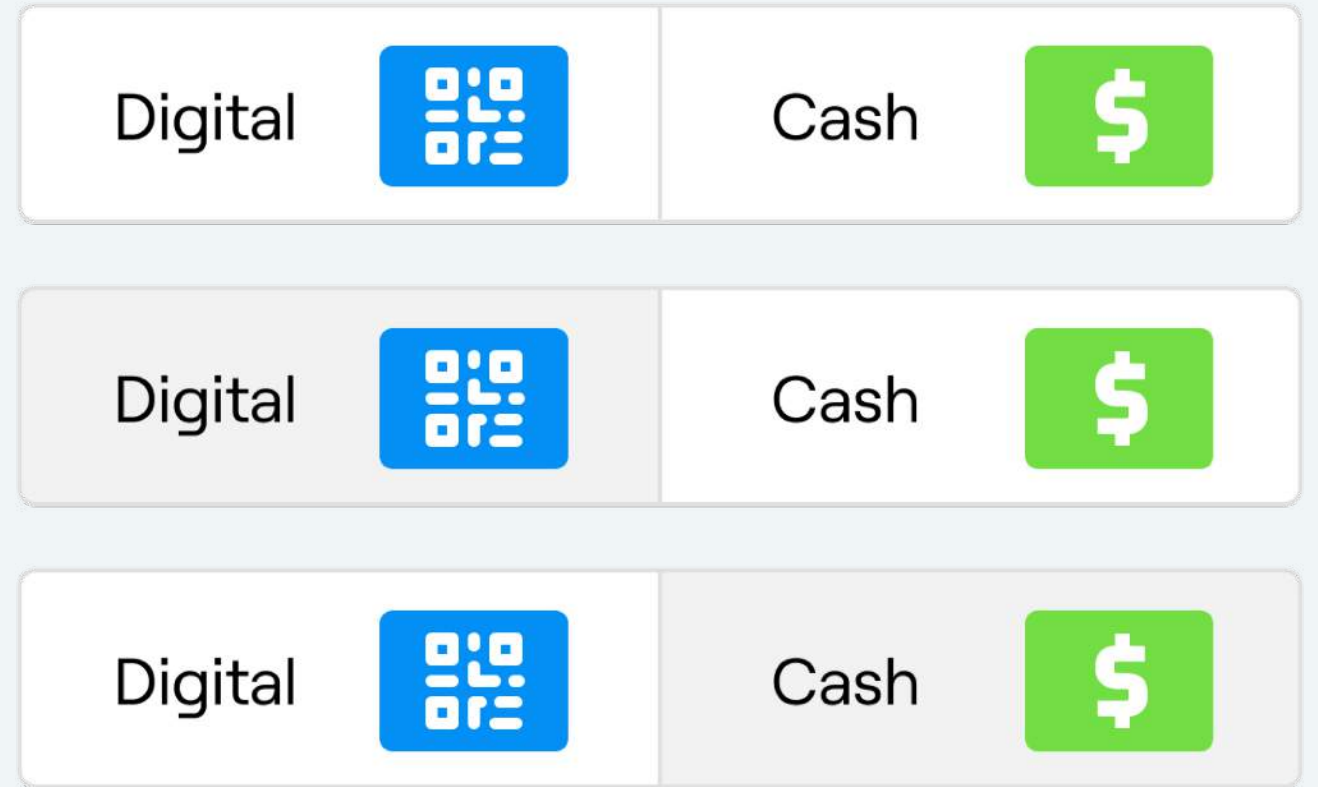
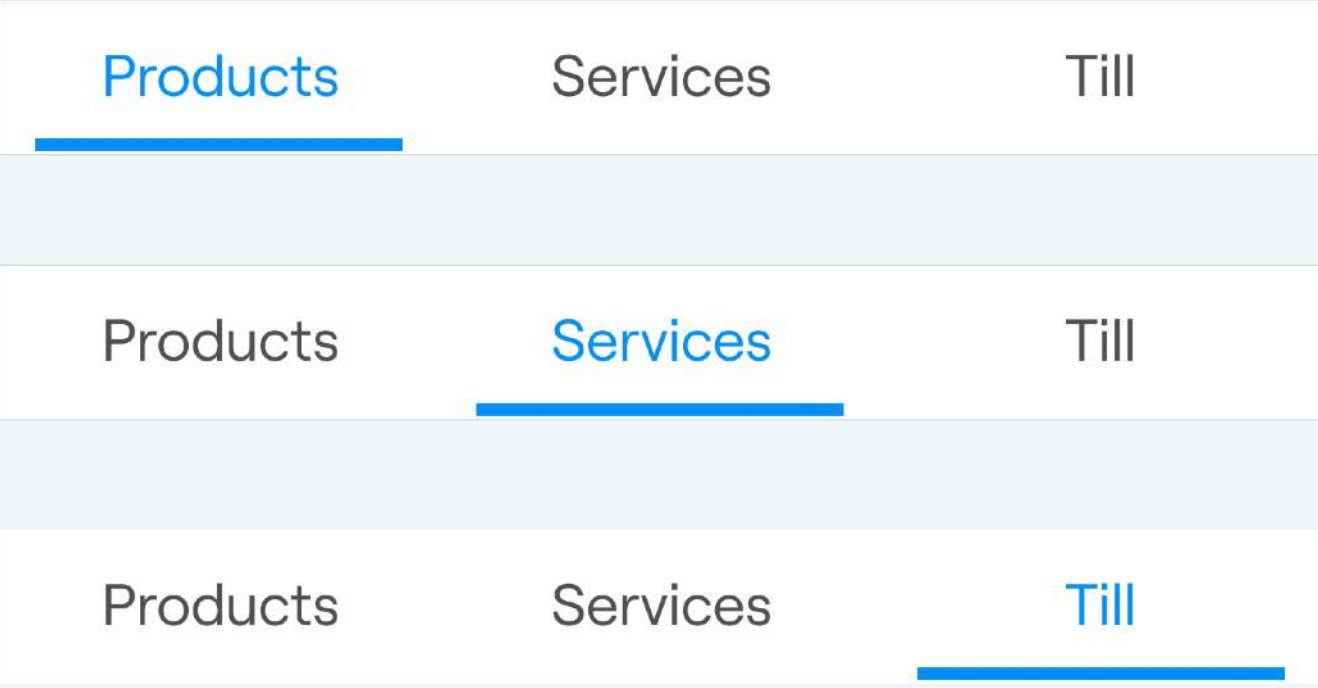
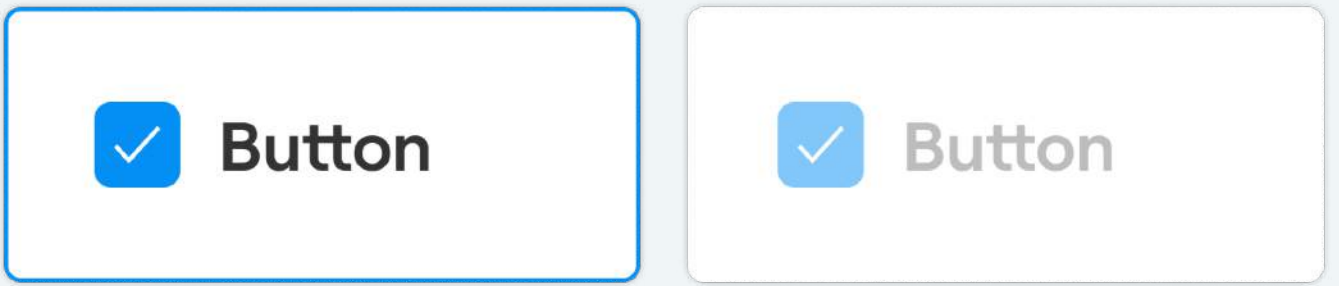
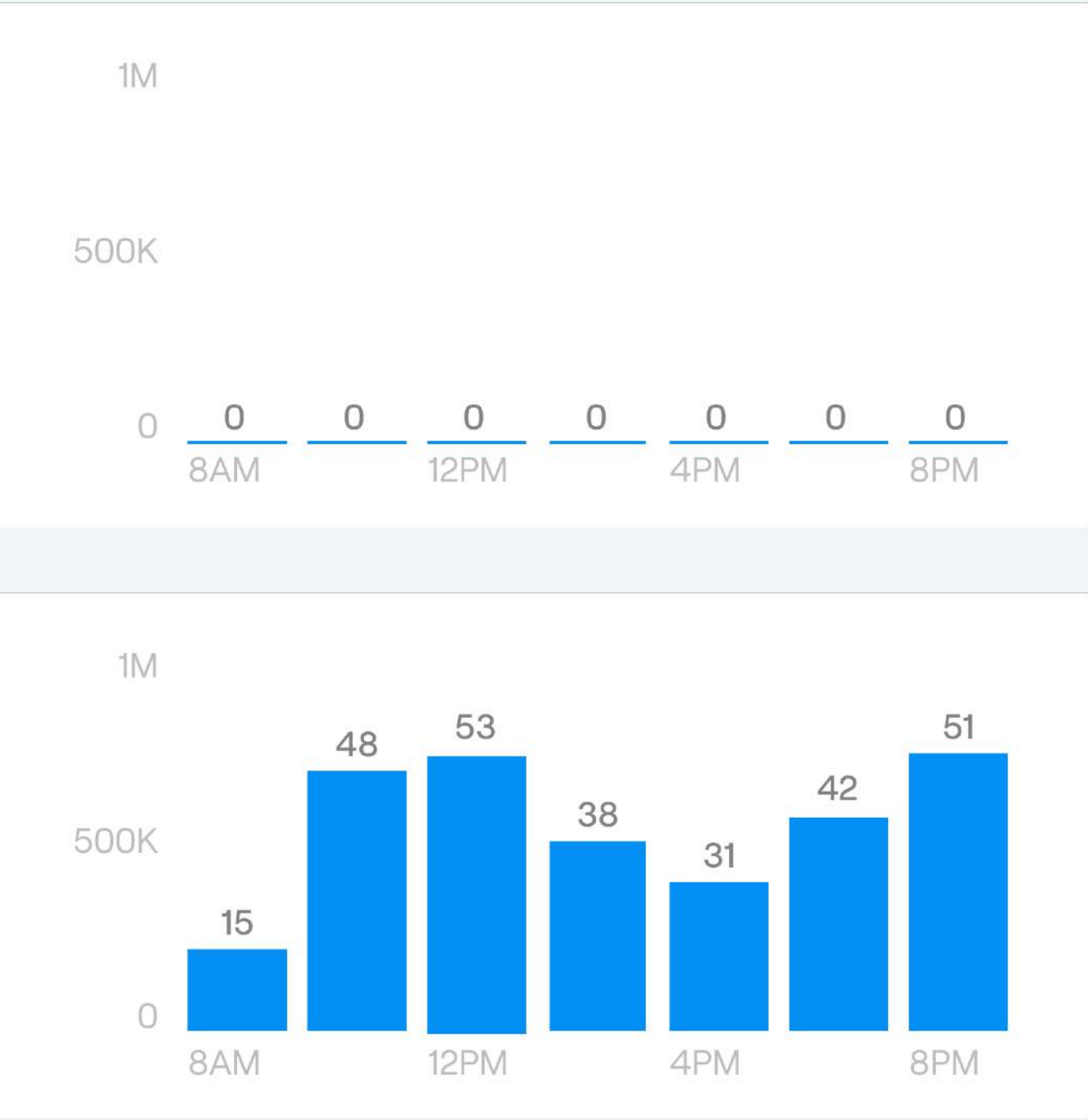
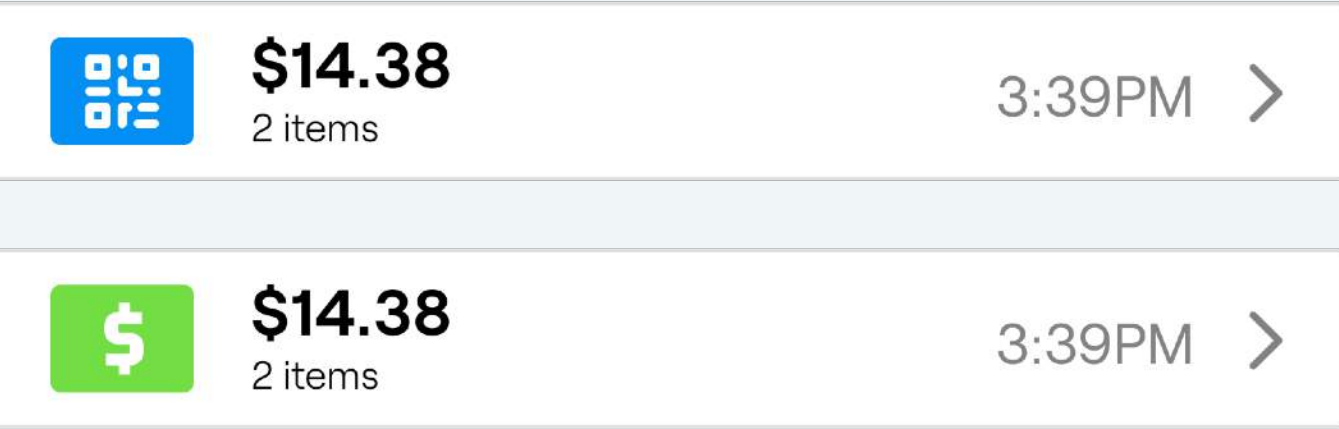
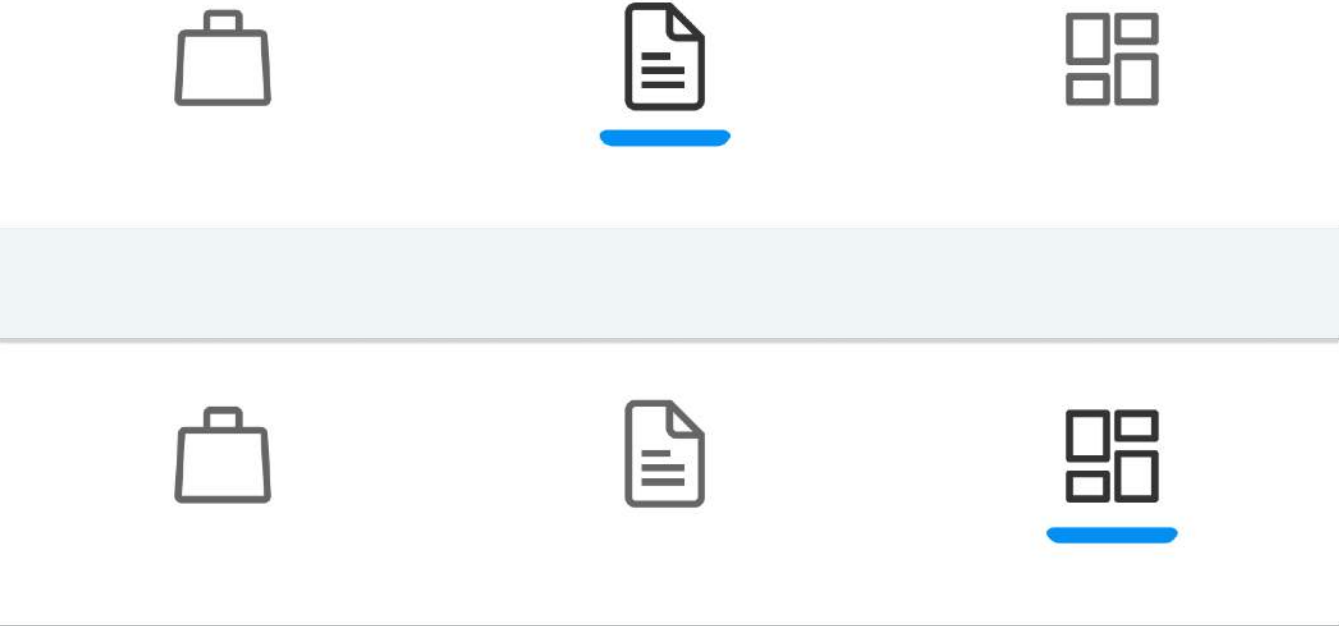
Payment Navigation

Cash / Digital Indicators



YOUTAP MERCHANT APP

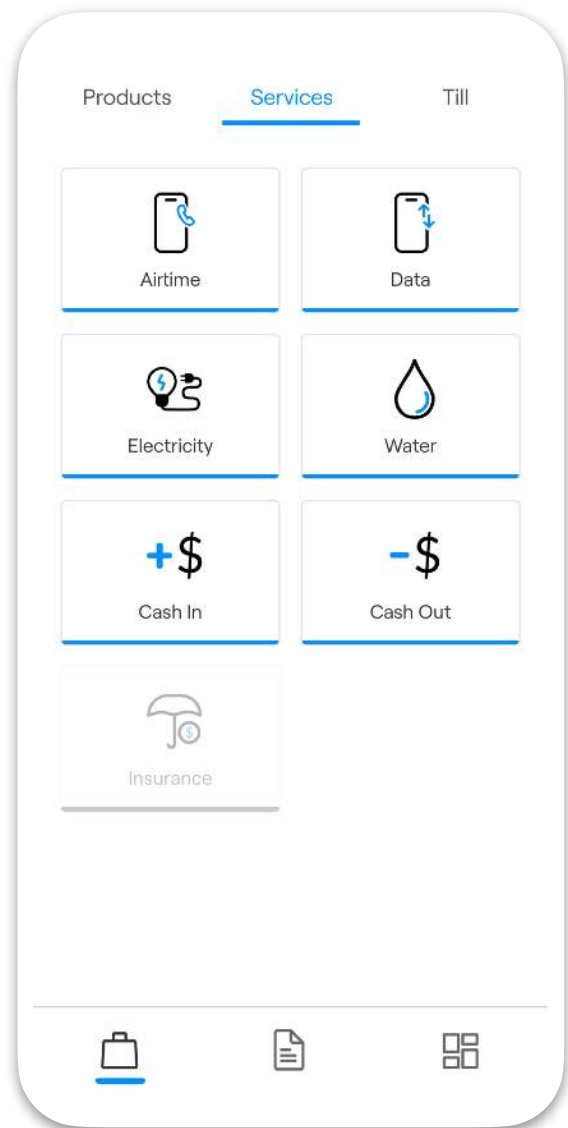
FIGMA COMPONENTS & VARIANTS



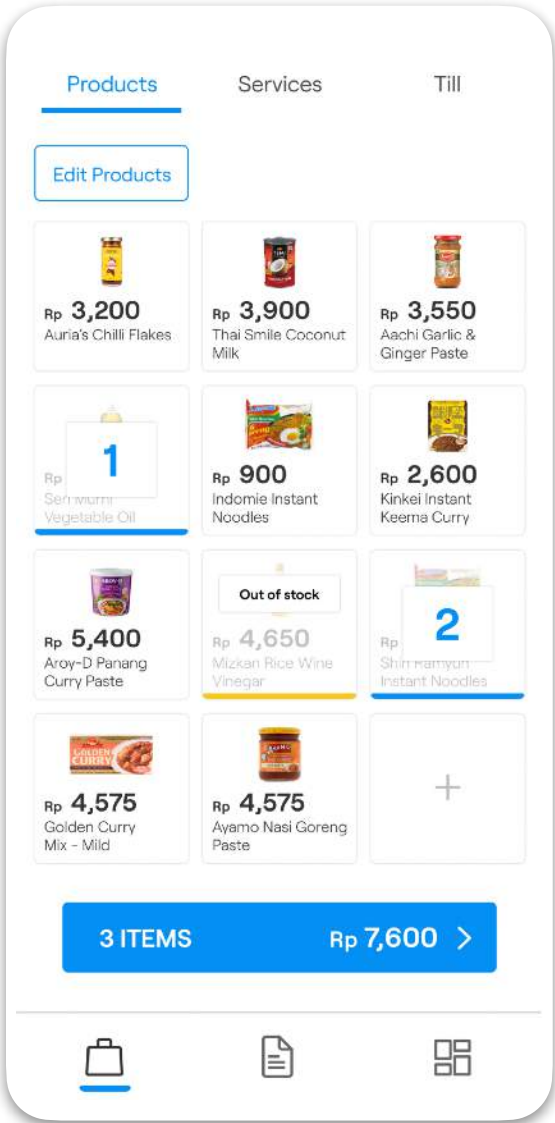
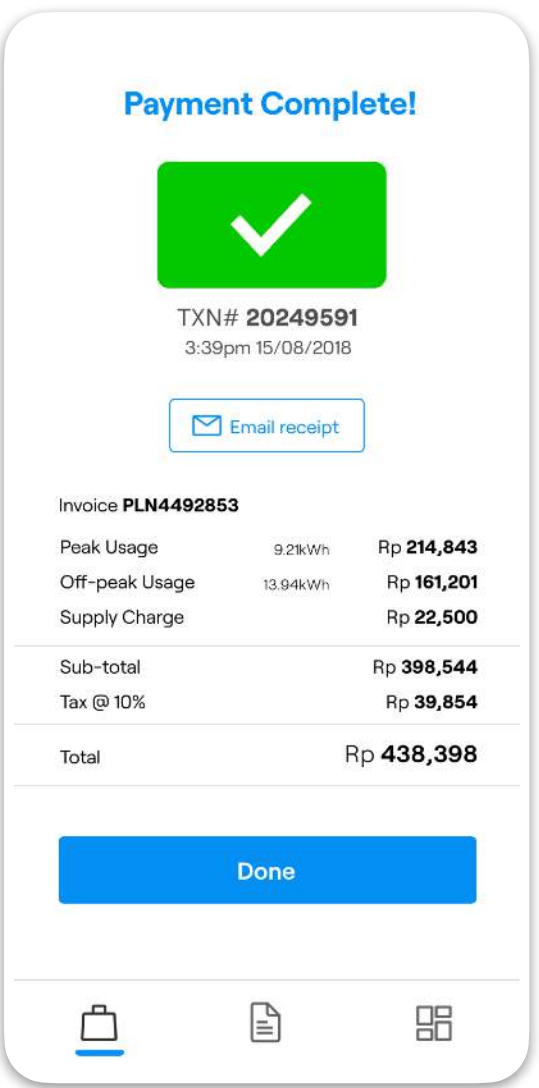
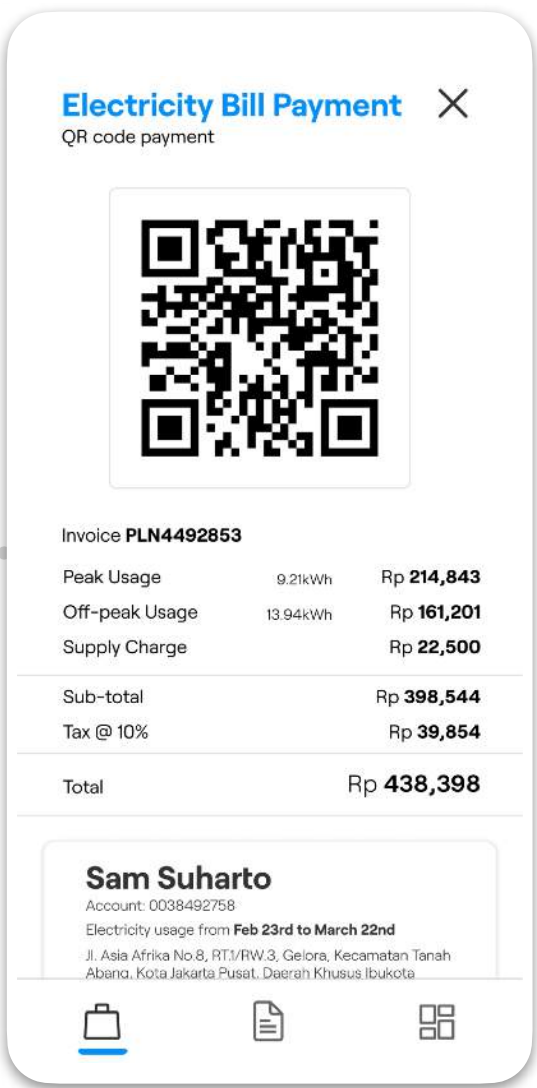
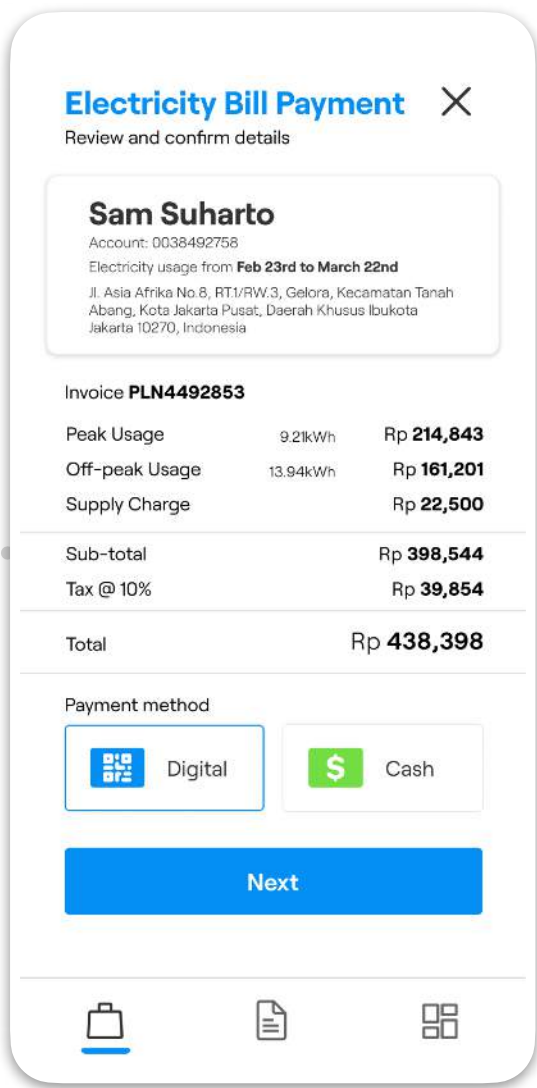
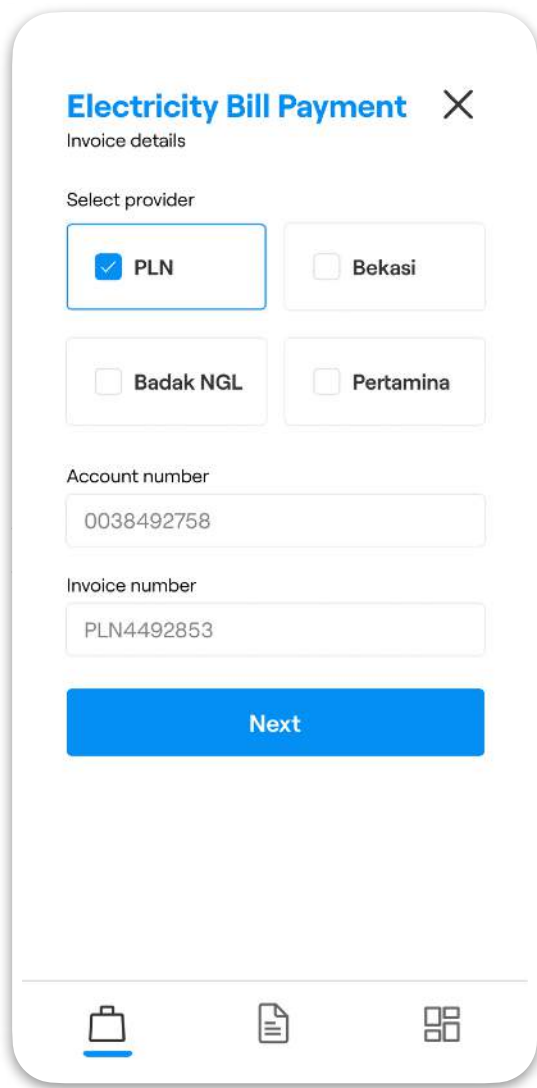


# YOUTAP MERCHANT APP

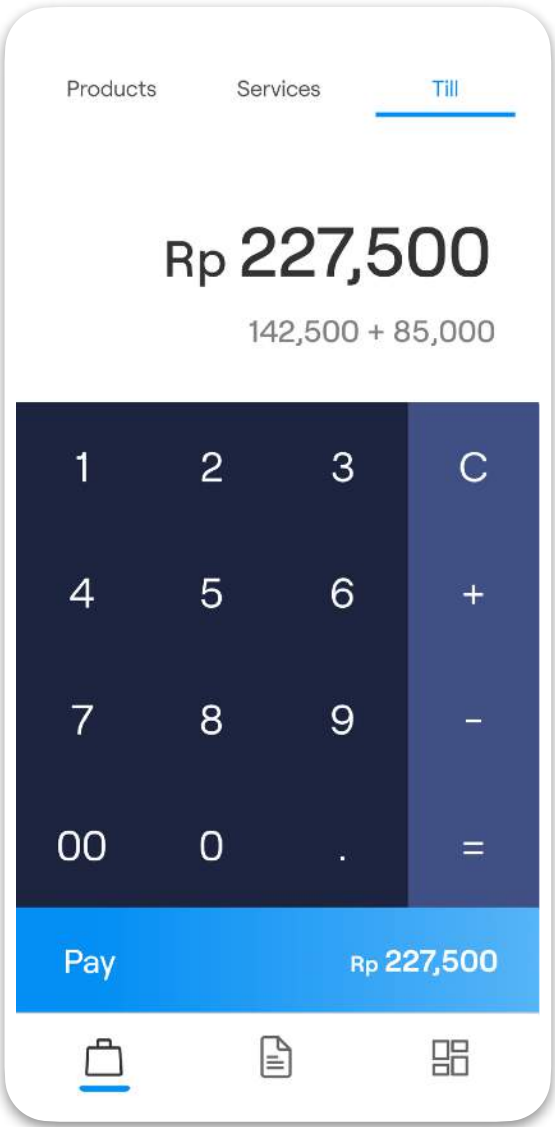
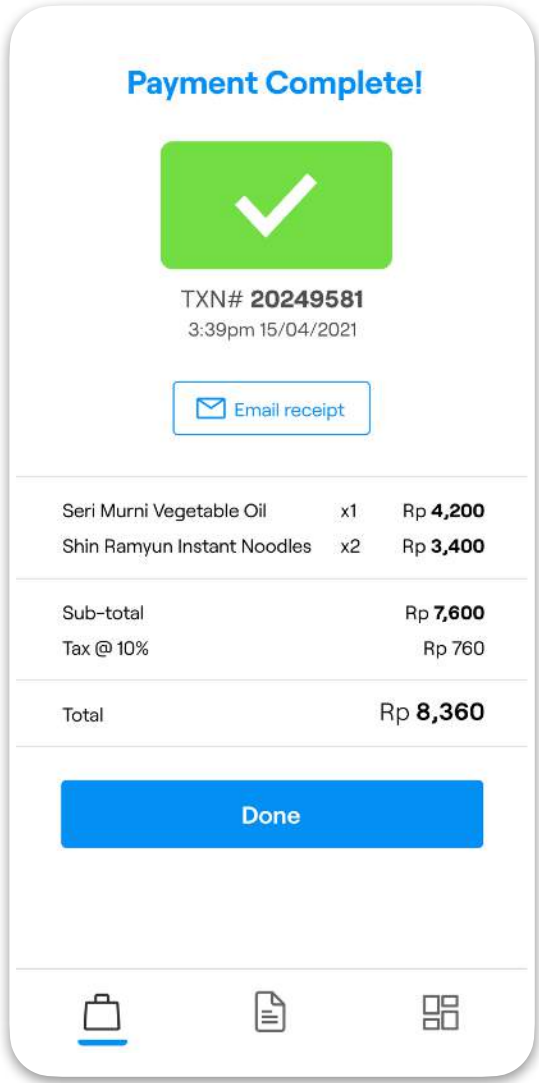
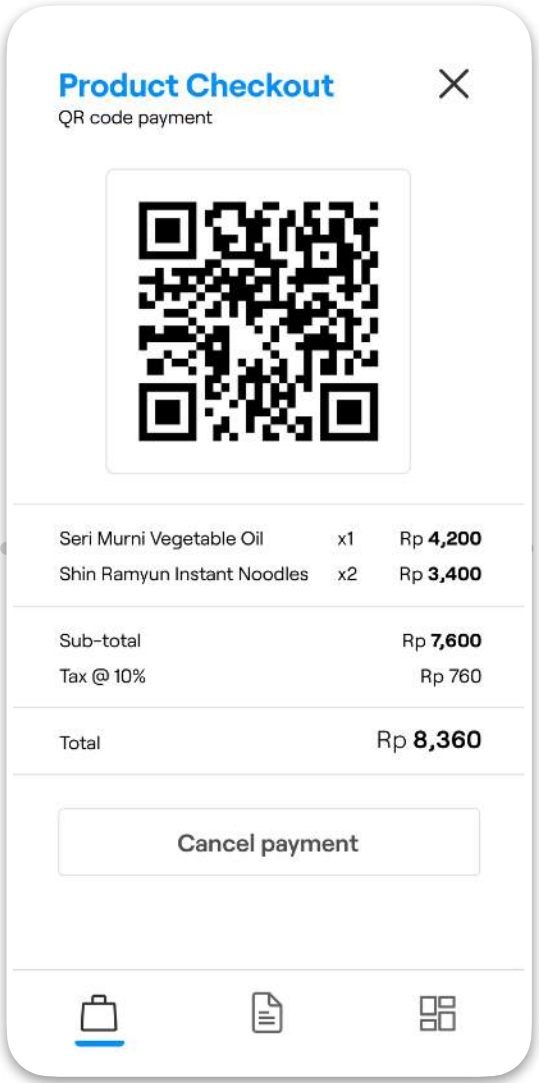
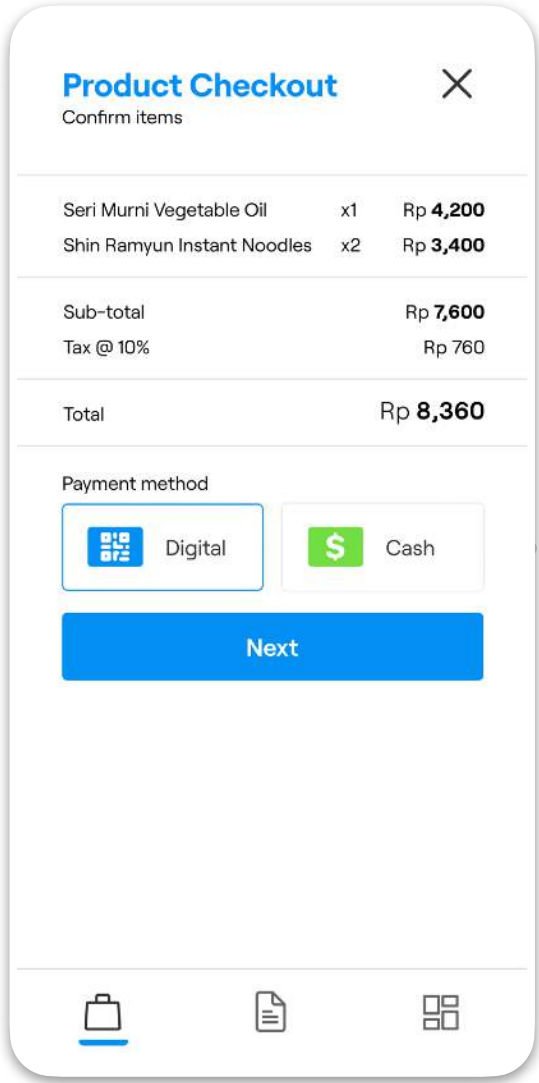
## CORE USE CASES



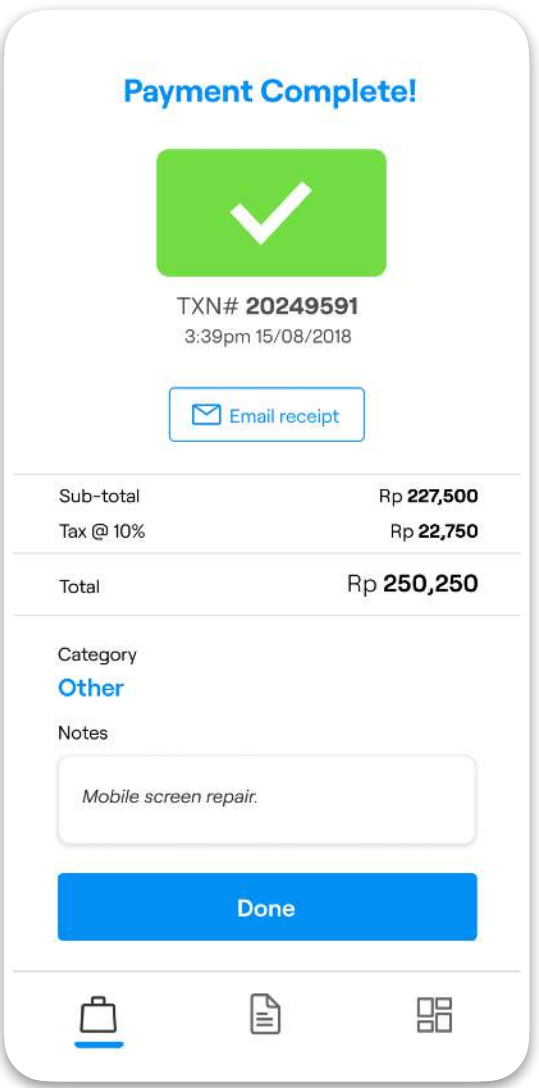
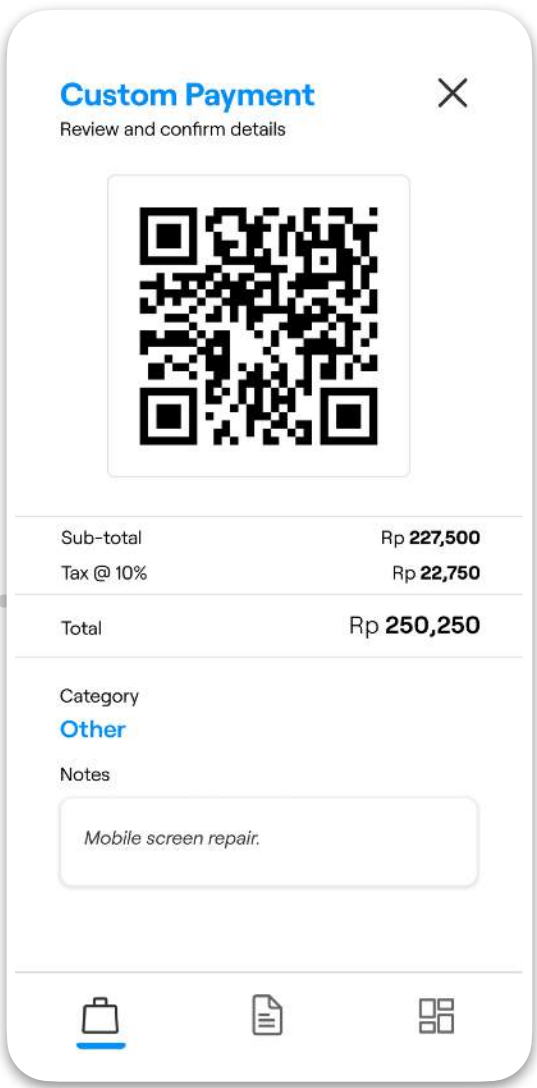
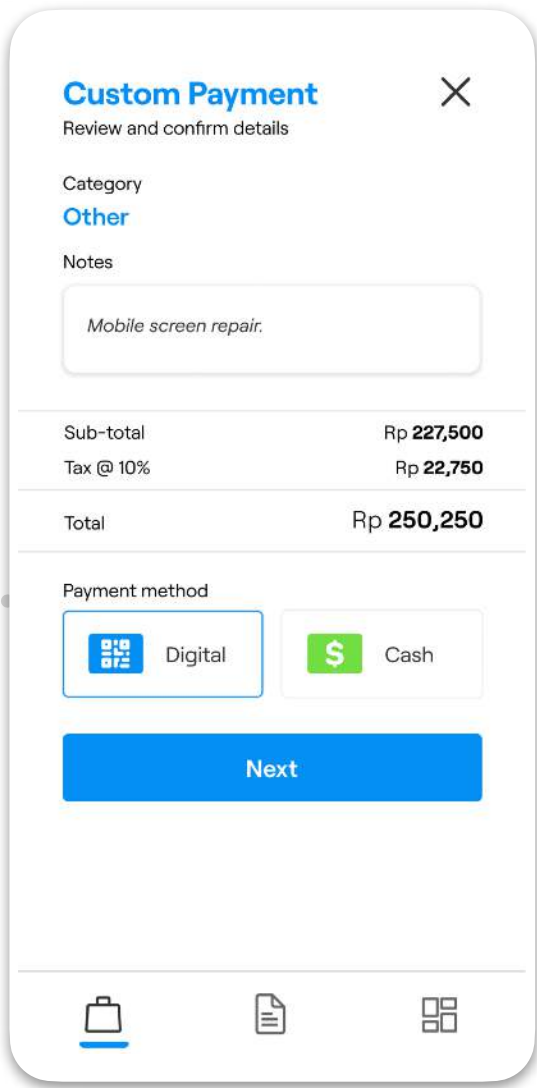
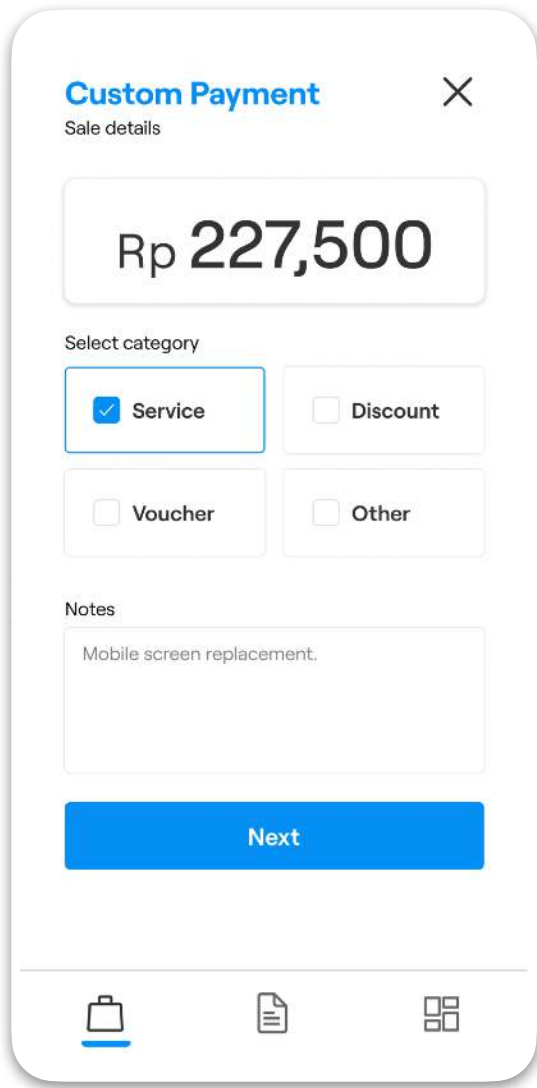
Services Payment



Product Payment



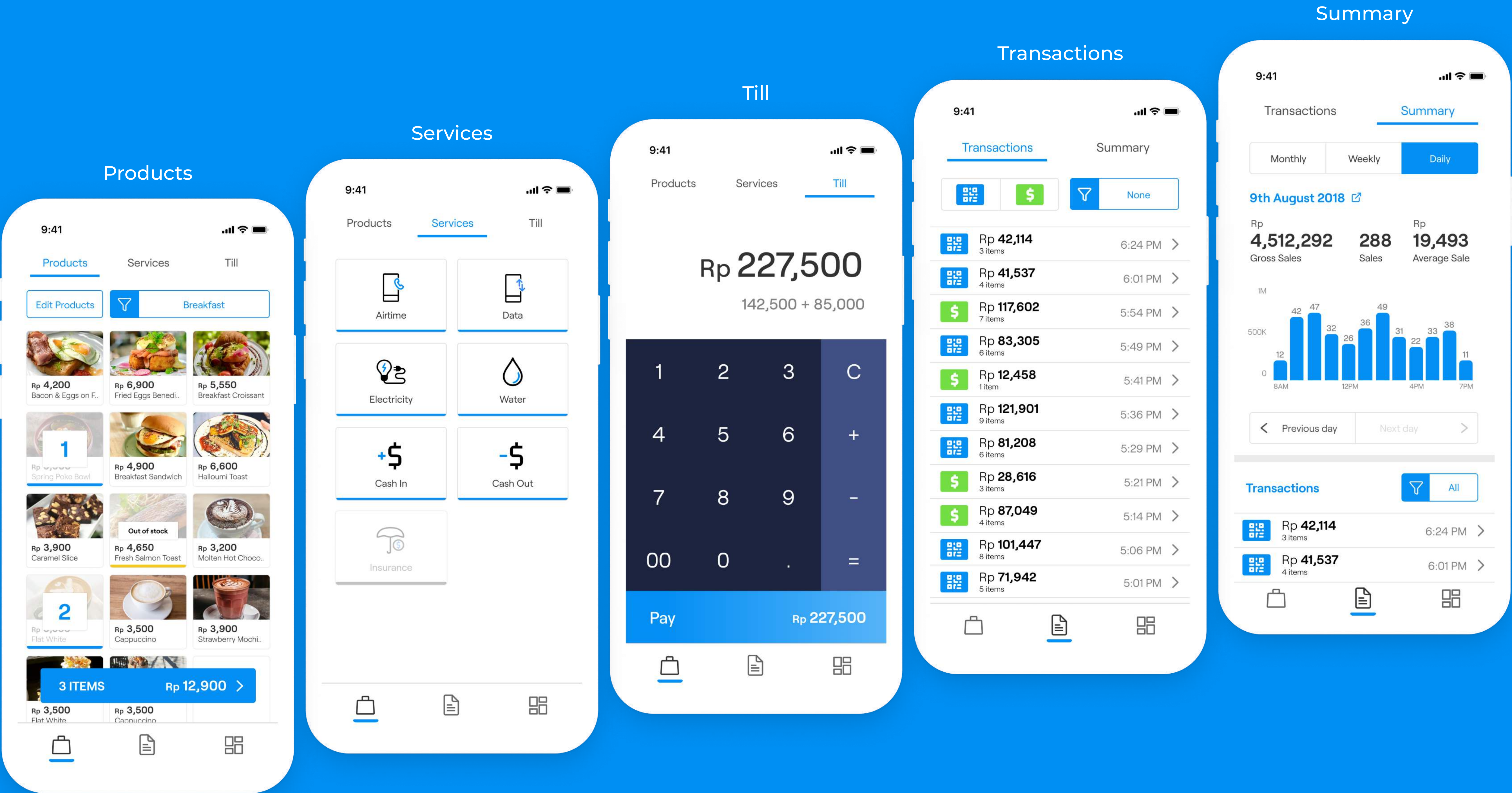
Custom Payment





YOUTAP MERCHANT APP

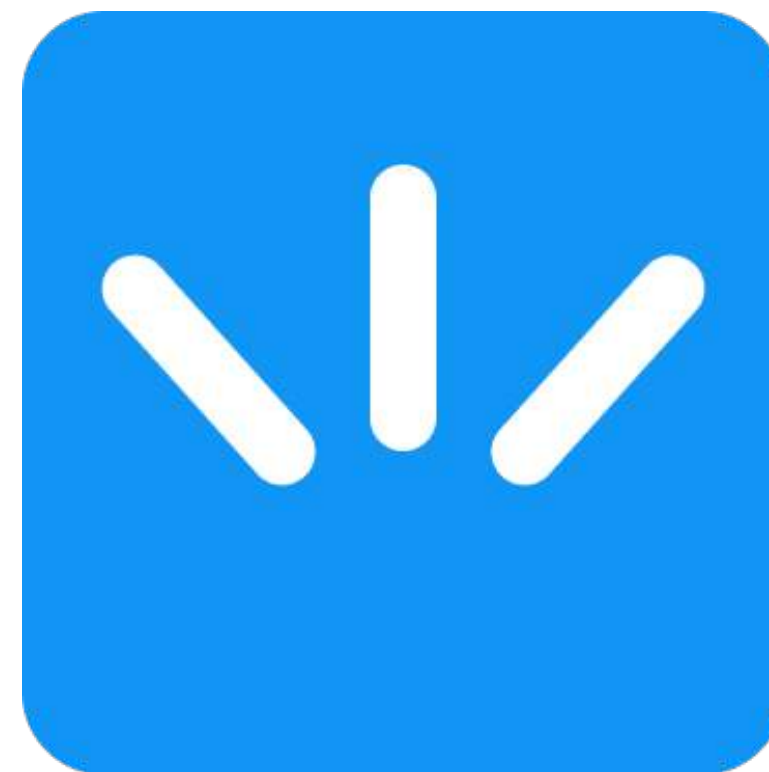
FINAL DESIGN





YOUTAP MERCHANT APP

# POST-LAUNCH



## Youtap Indonesia - Aplikasi Usaha

Financial Services

Installs

100k+

Reviews

★★★★★ 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

Dashboard

Transactions

Customers

Reports

Dashboard

Transactions

Customers

Reports

Settings

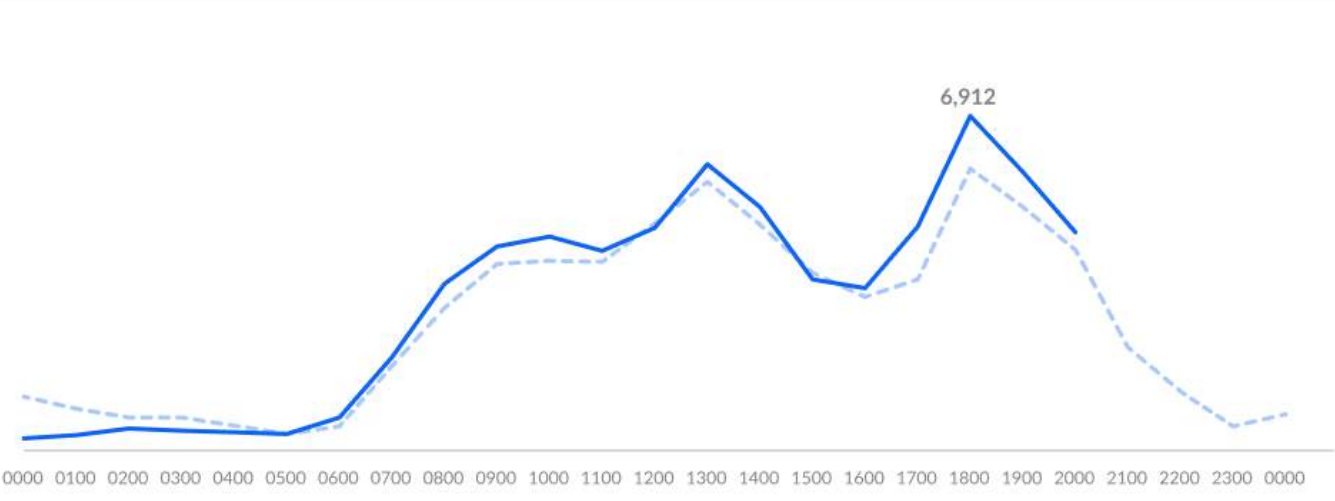
Contact

Dashboard

All transactions

Live

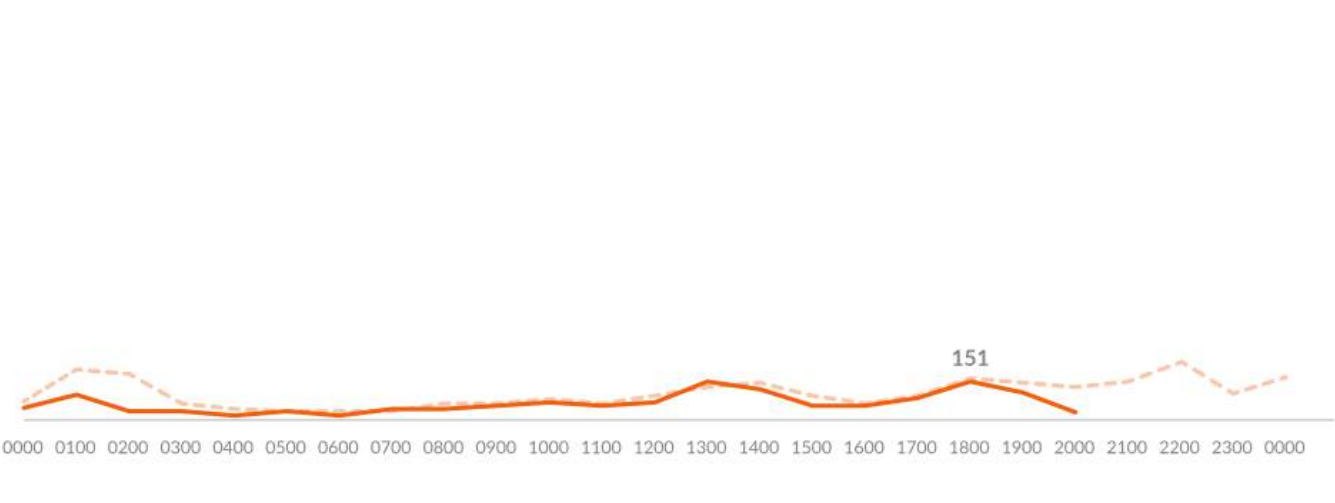
Today



Failed transactions

Live

Today



Active devices

5,192

this hour

Device type

Android

3,705

81%

iPhone

1,025

21%

Traditional POS

462

8%

New devices

221

+19%

New devices registered

Your request for limitless power has been approved.

2 minutes ago

Please approve this decision on a fraud prevention claim.

4 hours ago

We have found a potential fraud cluster, please review.

1 day ago

Devices reached 90 days unused

Flagged activity

Fraud control center

This month

61

Approved

5

Rejected

4

Pending Review

Today

Last 30 days

Last 90 days

All time

Approved

Rejected

Pending Review

VALUE

# TXN

View

View

View

YOUTAP

Dashboard

Transactions

Customers

Reports

Customers

Displaying 183 results

Search

Type All

Status Active

Export

New Account

Active

Devices: 100+

Columns

Status

Company Name

Customer ID

Last TXN

Last Login

Register Date

Devices

Alerts

Users

Cancel

Apply Columns

STATUS	COMPANY NAME	CUSTOMER ID	LAST TXN	DEVICE		
Active	Baskin Robbins	00712403	2018/02/15	624		Manage
Active	Baskin Robbins	00712403	2018/02/15	624		Manage
Active	Baskin Robbins	00712403	2018/02/15	624		Manage
Active	Baskin Robbins	00712403	2018/02/15	624		Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage
Active	Baskin Robbins	00712403	2018/02/15	624	3	Manage

1

2

3

...

15

16

17

Previous

Next

YOUTAP

Dashboard

Transactions

Customers

Reports

Transactions

Updated column preferences

Search

Date 10/6/2018 - 23/6/2018

Type Payment

Status Accepted

Export

Accepted

Date: 10/6/2018 - 23/6/2018

Presets

Today

Yesterday

Past 7 days

Past 30 days

Past 90 days

Past year

Cancel

Apply

TXN#	TIME	AMOUNT	ITEMS		
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...
BR2140402	2020/10/06 14:33	\$49.50	2	Details	...

1

2

3

...

15

16

17

Previous

Next

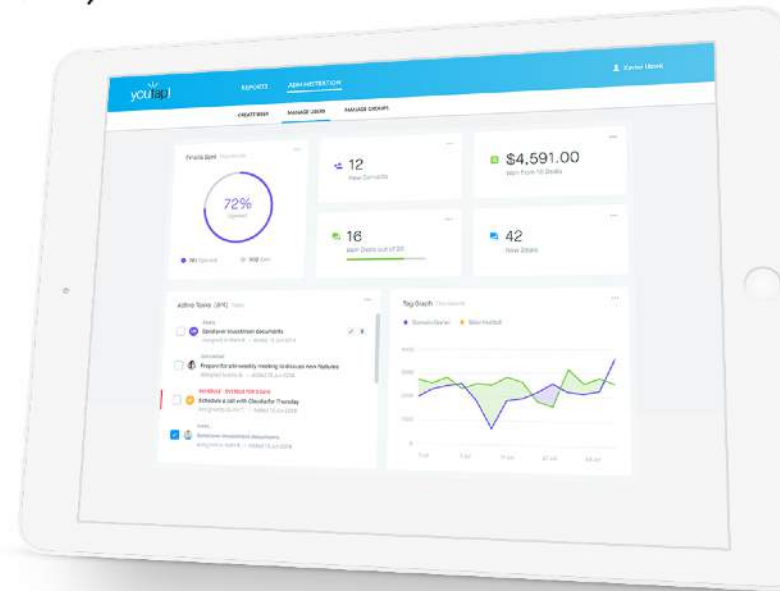


# PUBLIC WEBSITE

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](#)

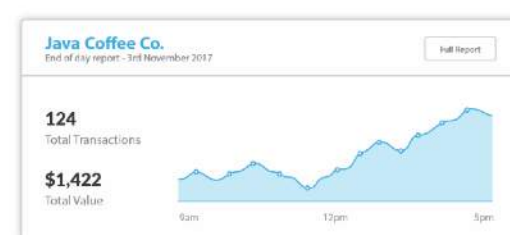
## Merchant controls

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.

Name	Email Address	Contact Number	Status
Alan Grant	alan@grant.com	555-1234	Block
Sam Maltby	sam@maltby.com	555-1235	Block
Ellen Maltby	ellen@maltby.com	555-1236	Block
Michael Maltby	michael@maltby.com	555-1237	Block

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



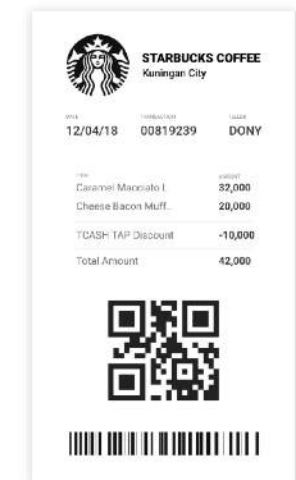
## Merchant application

- ✓ **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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+81 070 4803 1523

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