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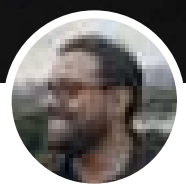
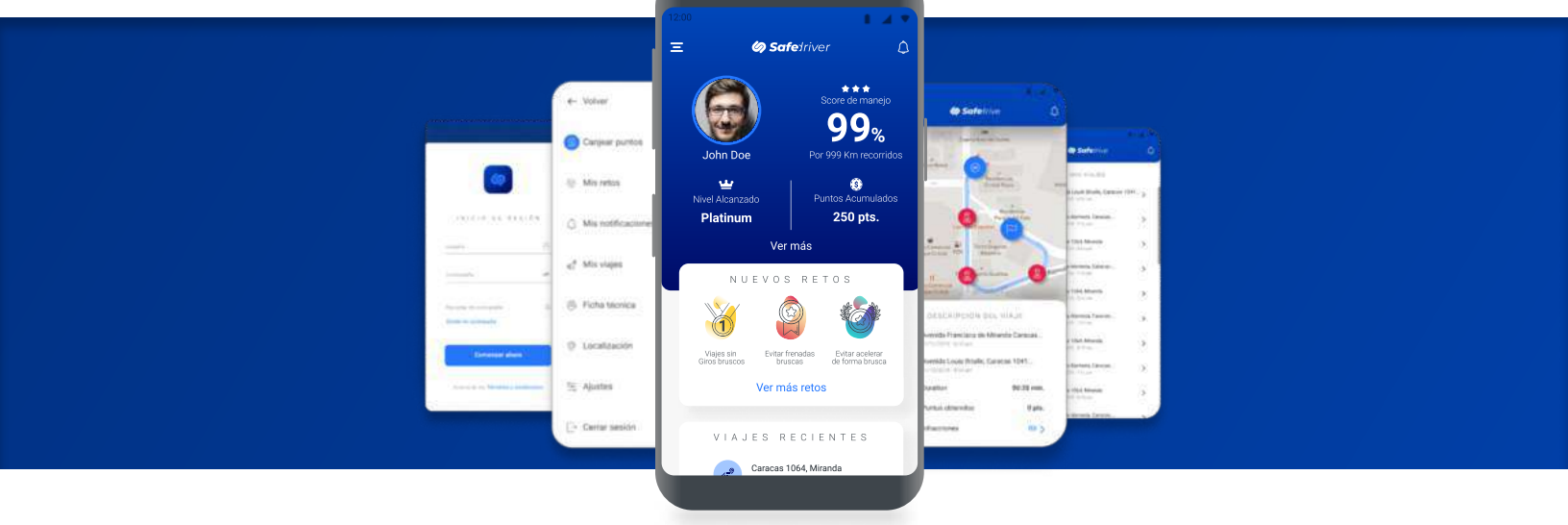


Portfolio

Safe Driver



What is the project about and how did I get to it?

A digital product was wanted that would help auto insurance companies have drivers who do not pose a risk for their bad driving habits. This was a project that I assumed as Product Onwer in the company of Foresight GPS.

What was the problem?

The fundamental problem is to make the clients of the insurance company have an important incentive to be "good" drivers, so that the drivers would receive points for overcoming driving challenges. These challenges are related to good driving habits, all evaluated and approved by the insurance company.

As a second phase of this application, points generated by good drivers can be exchanged for discounts on insurance rates or for other prizes of other brands associated with the insurance company.

Design process

Part of the solution was to validate that there was a device that was installed to the vehicles to be able to capture the events of sudden accelerations, sharp turns and sudden braking. Then generate an algorithm that is capable of calculating a score of good driver, receiving the aforementioned variables along with the use of the mobile and the distance traveled by each trip made by the driver.

After all this, we went on to design the complete architecture of the app and then go to the UX / UI design and finish with the prototyping before moving on to the development team.

For this project I led the data science team (driving score algorithms), the design team (UX / UI - Prototyping) and I was the Product Owner during all the development sprints (Scrum Methodology) and the company representative before the stakeholders who requested the development.

Solution Description

We call the application Safe Driver. This app connects to a software called G-Evolution (Property of Foresight GPS) to read the values generated by the vehicles with the device installed. From these values, a driving score is generated that the user of the app can consult at all times. In addition the user can see the record of all his trips and see where infraction happens (sudden braking for example). By winning challenges (3 consecutive trips are sharp turns, staying on 80% driving effectiveness for 5,000 consecutive kilometers, etc.) the user earns points that can be exchanged from the same application for discounts on the insurance rate or other prizes managed by the insurance company.

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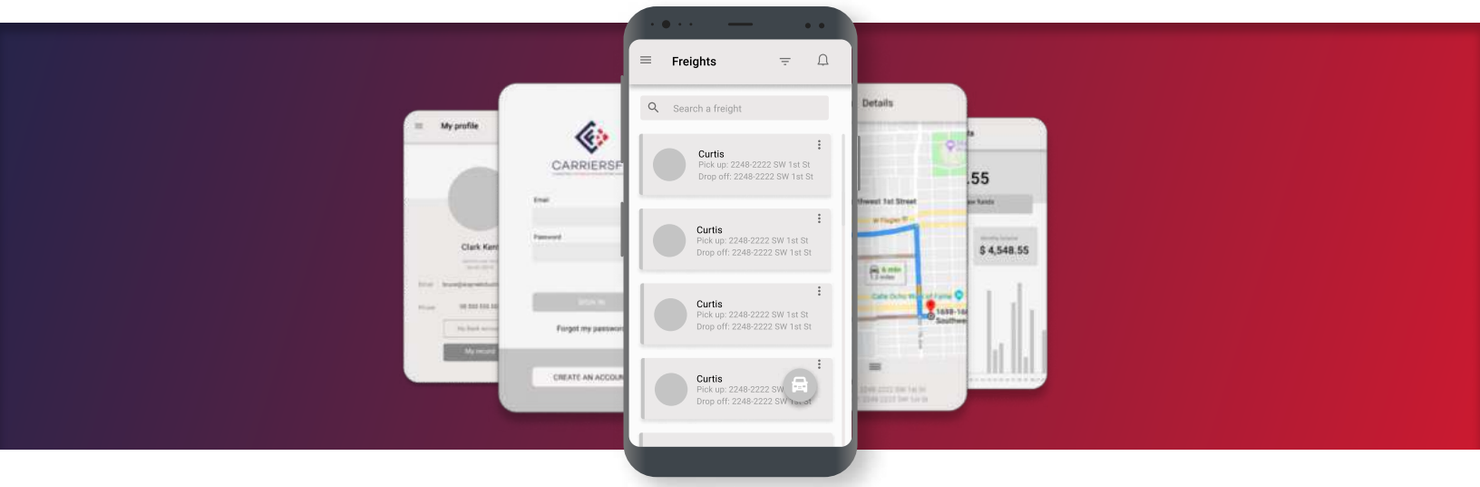
🖌️ Portfolio

▶️ Carriersfy



🖖🏾 What is the project about and how did I get to it?

I was contacted by a digital business development company called Vertical Link, established in the United States, to generate the business plan, the SRS (Software Requirements Specification) and prototype (UX / Lo-fi). The specific project was to replicate the Uber model in the heavy cargo transportation business in the southern Florida (USA).

The business is currently in its first round of financing.

🔍 What was the problem?

The heavy cargo freight business in the United States is based on brokers that put carriers in contact with companies or people who need to move cargo from point A to point B. The brokers keep a large part of the fee that the carrier receives. The solution must be the most intuitive and easy to use to eliminate the need for the brokers and turn the solution into a marketplace of carriers.

🛠️ Design process

I took a month in the process of preparing the business plan. During that month I researched the legal framework of the business and special regulations, met with potential users, investors (who know the business very well) and conducted three mystery shoppers to evaluate: service levels, prices and UX.

For the product development process I designed several use cases and personas for the app and web app. The information architecture was built with a shipper and carrier model in mind, each with its own functions. Then we did the wireframe design and user flow. Then an independent prototype was built for each of the functionalities to make deliveries faster and facilitate customer feedback.

😎 Solution Description

- ✓ Some features are included to differentiate from the competition. One of them was Carriersfy Go! which is a small social network where Shipper users can alert other drivers about road incidents.
- ✓ We lead a data scientist team (Product Owner) to develop a route optimizer (base on an Google API) where drivers can easily save time on their deliveries.
- ✓ In addition to these functions, an internal chat can be added so that carriers and shippers can communicate at the specific time in an effective way.

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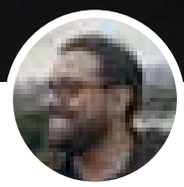
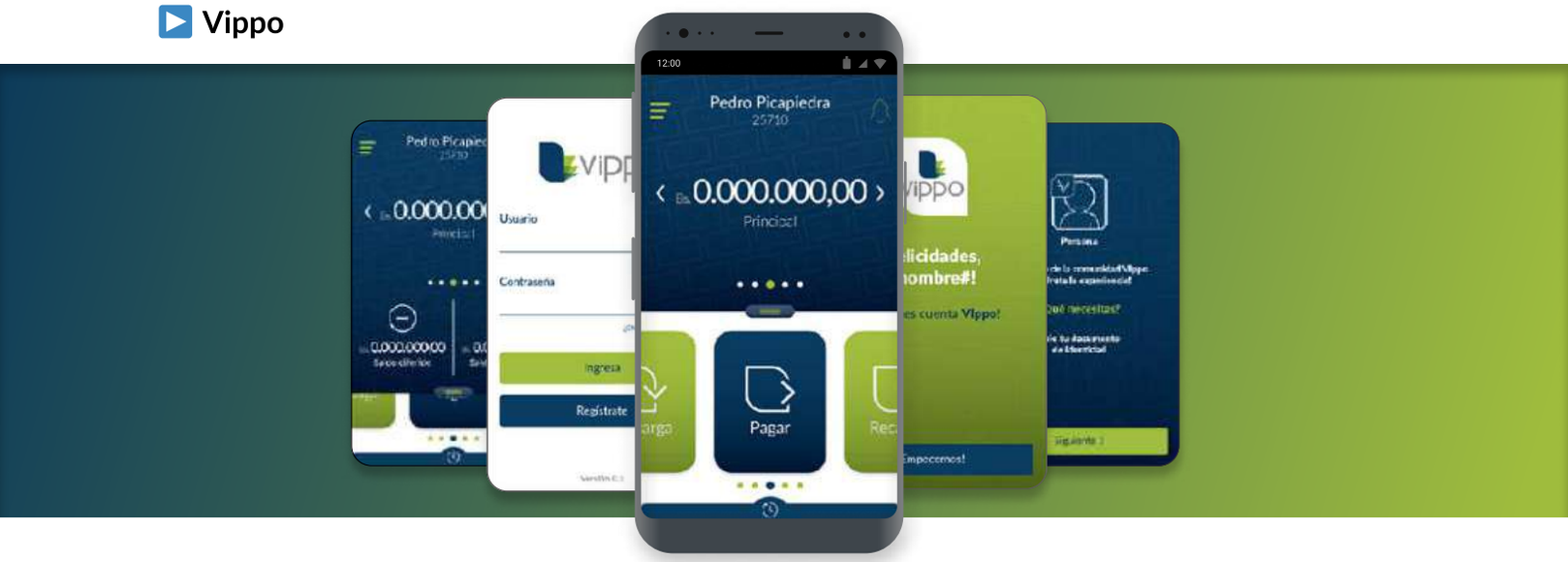


🖌️ Portfolio

▶️ Vippo



🖐🏾 What is the project about and how did I get to it?

Vippo is a Venezuelan fintech with a vision of operations in LATAM that aims to make the exchange of monetary transactions easier for all users. I arrived at the project because they recruited me through Linkedin.

🔍 What was the problem?

Many of the users of the platform complained because the app was very complicated to use. Then it was decided to improve the user flow.

In addition, the user interface (UI) was refreshed.

🛠️ Design process

A deep benchmark of the main local and international competitors was made. A user research was made to determine what are the "natural" tasks to make payments in shops, this was done to determine the hierarchy of the tasks, simplify them and take them to the app in the correct order.

😎 Solution Description

- ✓ The general UX of the app was improved, emphasizing the user registration, eliminating several irrelevant questions at the time of registration and that could be completed at a later time.

- ✓ In addition, the flow of the payment process was improved. We separate it by stage: selection of wallets (in this solution you have different types of accounts), selection of funds, selection of receiving user. Each one in a different interface so that there is no confusion.

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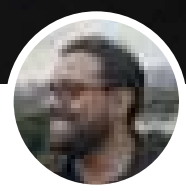

Portfolio

ARDev Team

What is the project about and how did I get to it?

ARDev Team is a UK startup that aims to develop augmented reality solutions for the security, surveillance and logistics industry. The startup is currently looking for financing. I was contacted through the social network UpWork.

The project is currently in the first round of financing.

What was the problem?

Specifically, the ARDev team contacted me to design the information architecture, user experience and the UI of the prototype of the first version (MVP) of its Augmented Reality solution for maintenance of electric towers using industrial drones.

The solution needed to solve the following user problems:

- ✓ The required interface will be intuitive enough to compete with other solutions, thus reducing the learning curve of the solution and thereby increasing the adoption of the tool.
- ✓ Normally, the maintenance team of electric towers is composed of two people: one who takes the notes and is attentive to the environment, and another who pilots the drone. this solution reduce the maintenance equipment to one person.
- ✓ Providing the best user experience for the pilot can perform all maintenance and information logging without losing sight (LOS).

Design process

- ✓ Make a benchmark of similar platforms.
- ✓ Interviews with Stakeholders and expert end users (drone pilots).
- ✓ Creation of a prototype and user test.
- ✓ Adjustments based on test feedback.

Solution Description

- ✓ We design a solution that allows the control of the aircraft without losing sight of the environment. The UX was desing it for focusing on the center of the Drone's action: in this way when the user moves their hands to the action area, the virtual controls will take a bit more prominence in the UI.
- ✓ Transparencies play a decisive role to focus the action on the environment and all of the colors will take on more brightness when there is less lighting on the outside, thus facilitating the usability of the solution.
- ✓ Micro interactions are essential (sounds and visuals) to indicate the conclusion of user tasks and actions that require attention.