



Portfolio

Uno Maz

Uno Maz was a project that I started with a crew of developers. The initial iteration was supposed to handle payment at the table and in future iterations, ordering, history, suggestions and other functionalities that would make the experience at the restaurant as much as possible about enjoying the drinks, food and atmosphere, and less about unpleasant waiting.

1

Objectives

- Design an MVP of a payment at the table app;
- Contribute to the list of features to be implemented in the future that could improve the user experience in restaurants.
- Design the product landing page.

2

Approach

- Think about the scenarios that people can encounter in a restaurant;
- Research the pain points that customers have when dining out;
- Conducted competitive analysis;
- Analyzed the personas and the best ways to improve the experience of the secondary personas as well, such as the restaurant staff.
- Created mock-ups and a prototype.



Prototype



Pourquoi UnoMaz ?

Votre table libre en quelques secondes

Vos clients règlent sans intervention, votre table est prête à accueillir vos prochains clients en un instant; malheureusement UnoMaz ne peut pas encore dresser la table.



Un personnel serein, des clients satisfaits

Avec moins de pression, l'ambiance dans le restaurant se détend et tout le monde en profite.

Améliorez vos avis

Démarquez-vous de la concurrence avec un service plus rapide et de meilleure qualité.



Augmentez les pourboires

UnoMaz simplifie et encourage vos clients à laisser un pourboire. De quoi garder vos équipes motivées et investies.

Moins d'attente plus de profit

Augmenter votre chiffre avec des QR codes, c'est trop beau pour être vrai. Alors on vous propose un essai gratuit, sans engagement, pour que vous voyez par vous-même.

Ça coûte rien d'essayer :)



Combien ça coûte ?



3

Results

- The landing page was built as a light-hearted presentation of the product that can resonate with the B2B users that would purchase it. It had as purpose to show in a very simple and easy to understand manner, the benefits of using UnoMaz.
- The mobile app MVP for paying the bill was built to make the payment process much easier and reduce the waiting time for paying the bill, as well as easing the payment for parties of customers.

WiMeet

WiMeet is a simple Visio web app, designed for the needs of insurance brokers. For this project, I was in charge of designing a more visual appealing interface for the app that was created by developers and new features that the customers were interested in. I was in charge of creating the branding part, logo, colours, visual style and landing page as well.

1

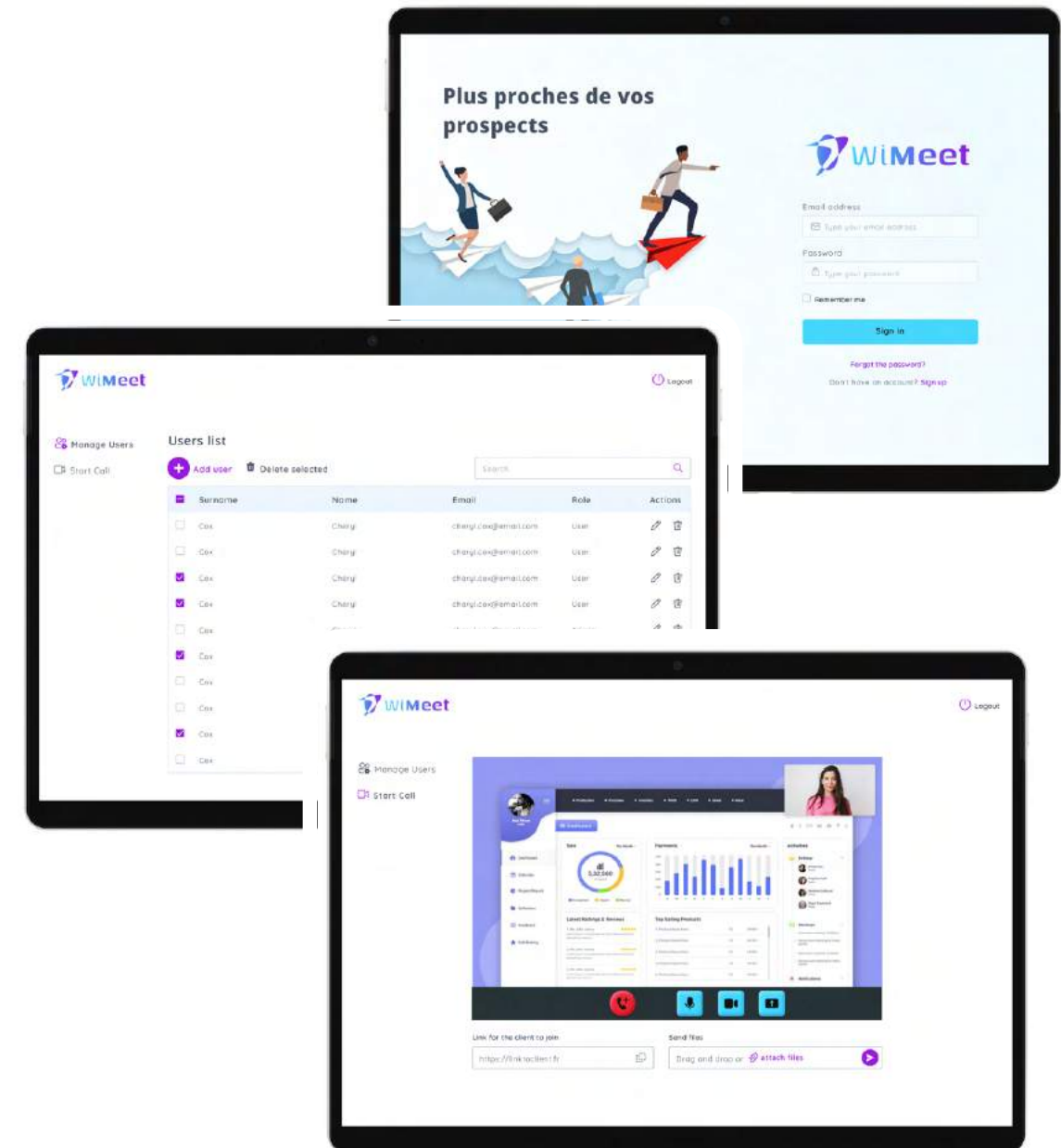
Objectives

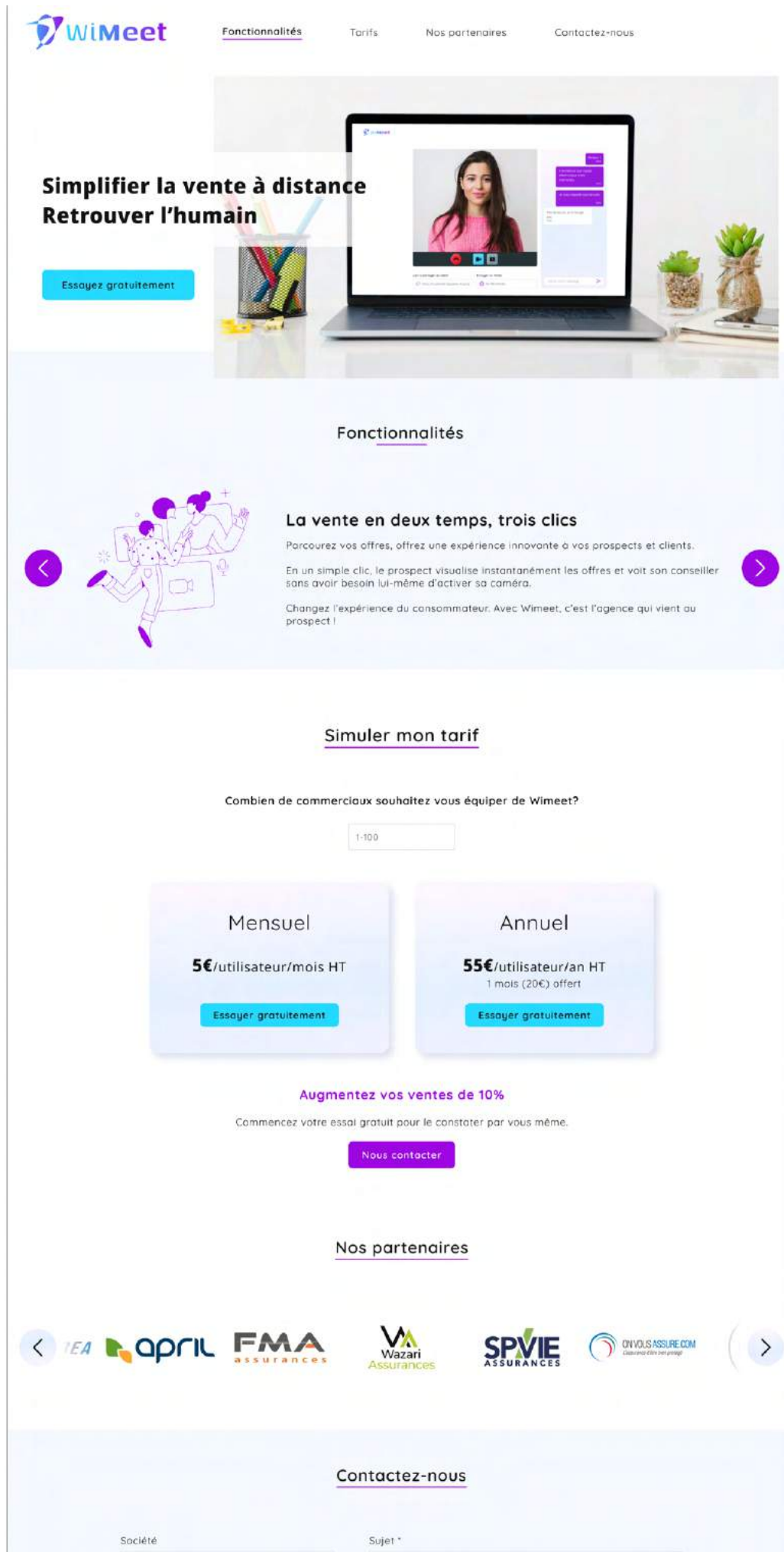
- Create the app landing page;
- Redesign the interface of the web app and add new functionalities;

2

Approach

- Analysed the needs and the particularities of the insurance broker and customer personas in collaboration with the CEO;
- Worked in close collaboration with the developers and I designed the app taking into consideration the technical limitations;
- Made adjustments according to the users feedbacks from the Beta testing.





3

Results

- The landing page was built as a very concise minimalistic presentation of the product, for B2B users, that highlights the main benefits of using the app. It also contains a price simulator for the plans, a contact form and collaborators.
- The web app was built around the key functionalities, with the purpose of being very straight forward and easy to use.
- The visuals were built to have a very clean look, professional, but with a drop of playfulness.

wimeet.fr

Nicecactus web app

Nicecactus is a gaming platform that organizes tournaments and trainings for a variety of video games. The challenge was to improve the user experience for better acquisition and retention.

1

Objectives

- Redesign Nicecactus web app to look more visual
- Make the app consistent in look and functionalities;
- Improve the user experience

2

Approach

- Analyzed the issues that users reached support for and that were UX related;
- Conducted and moderated remote interviews and user testings with my team for different features;
- Conducted competitive analysis;
- Created personas and antipersonas based on the collected data;
- Created prototypes;
- Conducted heuristic evaluation;
- Created user flow diagrams, user journey, empathy map;
- Brainstormed for new features;
- Created high fidelity mock-ups.

Wannabe pro



PERSONAL INFORMATION

- Jean "Baltikk" Levesque
- 19 years old, boy
- Paris, France
- computer science student

Jean is a computer science student, living with his parents. He is very passionate about competitive video games, and has some small Fiverr gigs to support his passion. He dreams of having his own games studio one day. He feels like he could be good enough to become a pro gamer and get money out of it. He wants to start streaming and dreams of becoming famous among gamers, but his parents and girlfriend are not supportive and think that he spends too much time playing and that he should start making money and help with the house errands. He's afraid of failing and having to get a full time job.

BRANDS



GAMING PERSONALITY

- not pro yet but dream about it
- devotes a lot of time to play
- team of amateurs (friends, community)
- has a job and plays on his free time
- uses tracking methods
- have paid services like ps plus, steam, season passes

BOUNDARIES

- expensive gear
- limited by time (studies, work, real life friends)
- parents worried and not supportive enough
- girlfriend not supportive enough
- no earnings (no money)
- high effort and long term reward

TURN OFFS

- no wifi connection
- servers down for maintenance
- bad gaming conditions (gear, settings)
- low skill teammates (no patience)
- losing
- afk teammates
- bugs
- teammates having girlfriends

TURN ONS AND HOBBIES

- manga and anime
- good gaming setup
- color lights neons
- belonging to the gaming community
- watching streams
- watching pro friends
- being the team captain
- amateur coder
- blame external conditions
- playing all night

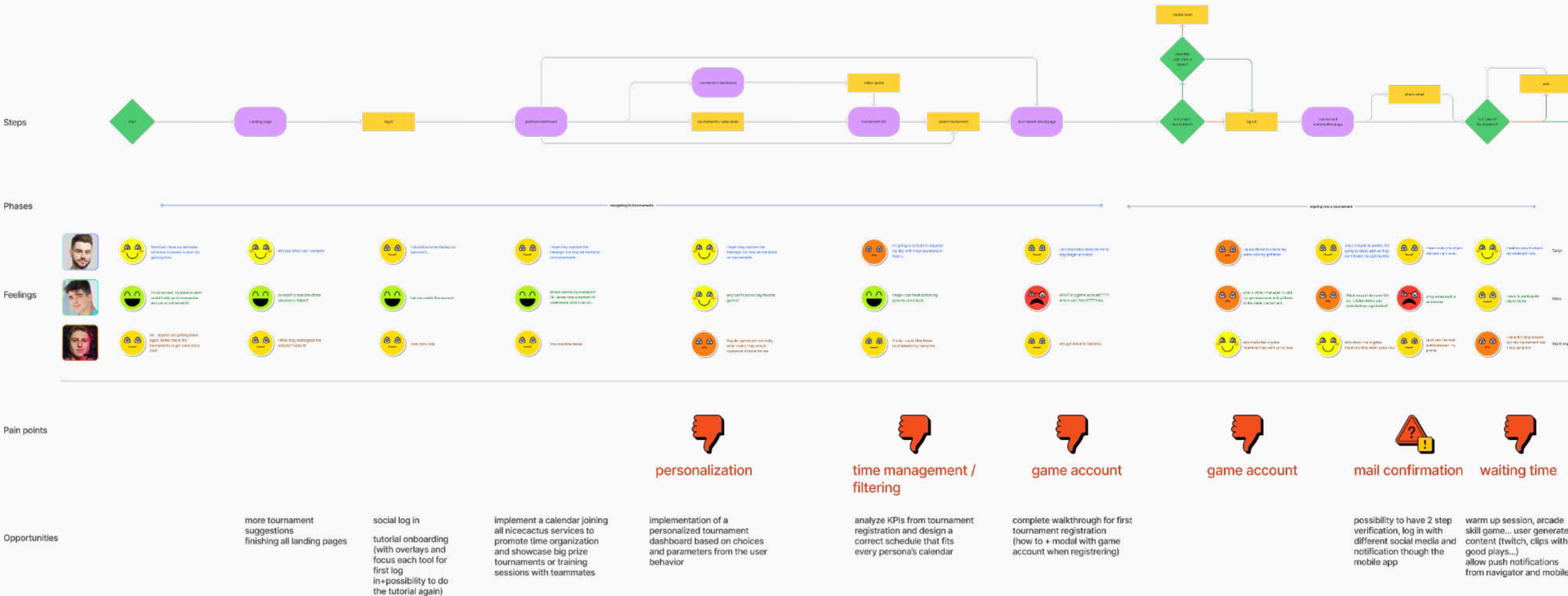
#wp

#forthewin

#winornothing

3 Results

- Many key areas from the app were hard to navigate, and we improved the user flow.
- There was no gratification for users, therefore I suggested a reward system which was not yet put in place. However, a step for gamification was done by creating a season pass.
- The user profile was not very attractive and there were not many ways to interact with other players. As a result I redesigned the user profile and suggested improvements on social interaction, to create more a sense of community.
- Trainings were very long, therefore not very attractive. We created shorter modules to encourage users to start.





Nicecactus 360

Search for organization, user, game page



2410 exp
Lvl 4



Username
#8888



Lvl 2

2410/2600

SEASON 1 90 days left

THE BEGINNING

Next unlock: Common Frame



GO PREMIUM

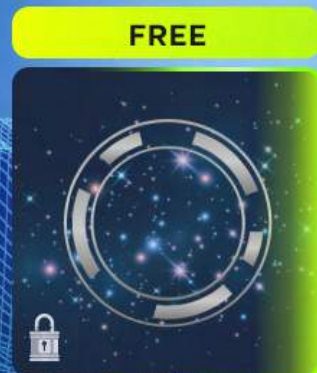


Weekly missions

Complete weekly missions and earn extra experience

- Complete a training module 200
- Participate in a tournament 150

COMMON BANNER



1

2

3

4

5

6

7

PAGE 1 OF 4


Nicecactus 360

Search for organization, user, game page

9

2410 exp
Lvl 4

Username
#8888



Unlock the power of an all-in-one platform


Build now your success faster than ever

Payment plan

Monthly

Trimestrial

Yearly




Premium

4.99 € /month

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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SUBSCRIBE




Premium +

6.99 € /month

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SUBSCRIBE









Premium Melty

7.99 € /month

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SUBSCRIBE

[Compare plans](#)



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✓

Purchase confirmation

CONGRATULATIONS!

You purchased your "Premium +" pack.

You will receive a confirmation email and you can find your invoice any time in your billing details

↓ BUTTON TEXT

✓

Inform your card details

Your payment method

VISA

•••• •••• •••• 7534 02/2023



Delete

[Use another card](#)

[Back](#)

✓

Select your payment method

CREDIT CARD  

PayPal Checkout

You are purchasing the premium offer "Premium +" and you will be charged the

TOTAL AMOUNT OF 25 €/month.

Nicecactus 360

Search for organization, user, game page

9

2410 exp
Lvl 4

Username
#8888

FRA

BlazinDragon

TO THE MOON AND BACK!!!

Joined less than 1 year ago

Online

FOLLOW

123 FOLLOWERS | 23 FOLLOWING

BIO

Sed scelerisque blandit purus tincidunt cursus. Quisque placerat augue libero, id rutrum nulla viverra sit amet. Phasellus hendrerit, sapien nec ultricies pretium,

FAVORITE GAMES

CONTACT

XP
123

TOURNAMENTS
12

CASH PRIZES
1400 €

TRACKED MATCHES
1234

TRAINING OBJECTIVES
123

23/12 K/D

TROPHY CASE (123)

x5

23/08/2020
JACKPOT
Earned 100 Cactus Points

23/08/2020
1st place
Monaco Gaming Show Warm up Edition
Round Robin, RL 1v1

23/08/2020
1st place
Ekinsport Cup
Bracket, LoL 5v5

x2

23/08/2020
TOURNAMENT BOSS
Played in 10 tournaments

23/08/2020
PRO TRAIN
Completed module

TEAMS (23)

ART
Artic Moneyes
AlexTurner #4532

SOUL
Soulvivors
Brotherly #1222

PER4
Per4mers
Baltikk #9887

TRAINING HIGHLIGHTS

Beginner training pro...

20%

Advanced training pro...

90%

Intermediate training ...

50%

Beginner training pro...

70%

8 2

8 6

8 1

8 1

8 2

8 5

8 4

8 8

8 8

8 10

TRACKING HIGHLIGHTS

VICTORIES RATE
45%

STARTED GAMES
577

VICTORIES
55

DEFEATS
66

TOTAL TIME PLAYED
56h 20m

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Nicecactus 360

Search for organization, user, game page

9

2410 exp
Lvl 4

Username
#8888

LEAGUE OF LEGENDS

VALORANT

COD MOBILE

TEAMFIGHT TACTICS

+

Objectives

Novice Training

70%

Module Description Donec venenatis fells neque, sed scelerisque fells accumsan non. Cras silt amet consectetur dul, ac tincidunt massa. Curabitur eulsmo...
Up to date, Last update: 23.01.2021 [Learn more](#)

Buldozer

Damage

CONTINUE

RESTART

MISSION

Participate in 91 kills in 7 games.
Average target / match: 7

TIPS

- Use abilities (grenades, flashes...)
- Be patient
- Wait in strategic locations

RESULTS

Kills + Assists: 141/91
Games: 7/7

REWARD

Whatever will be here

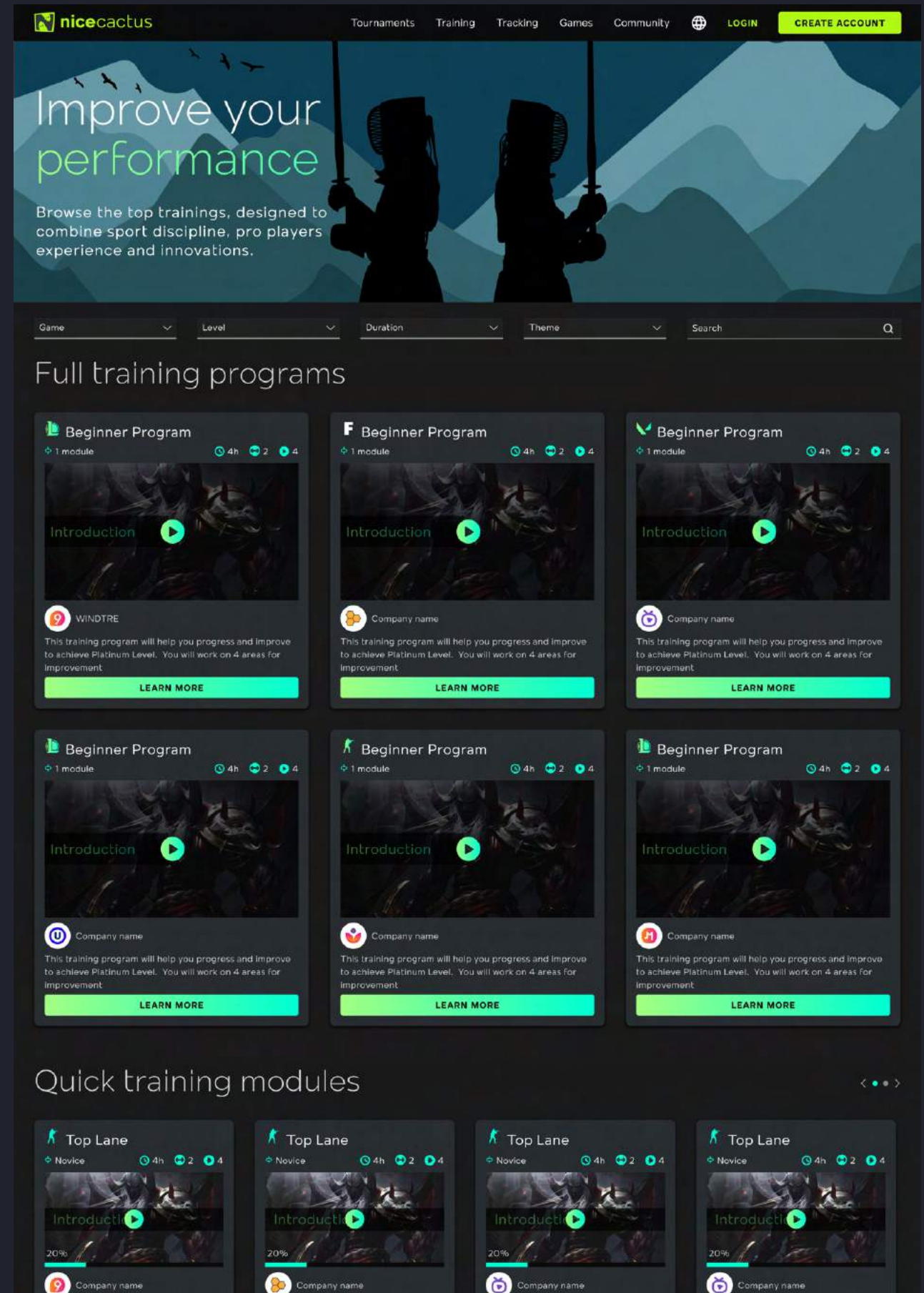
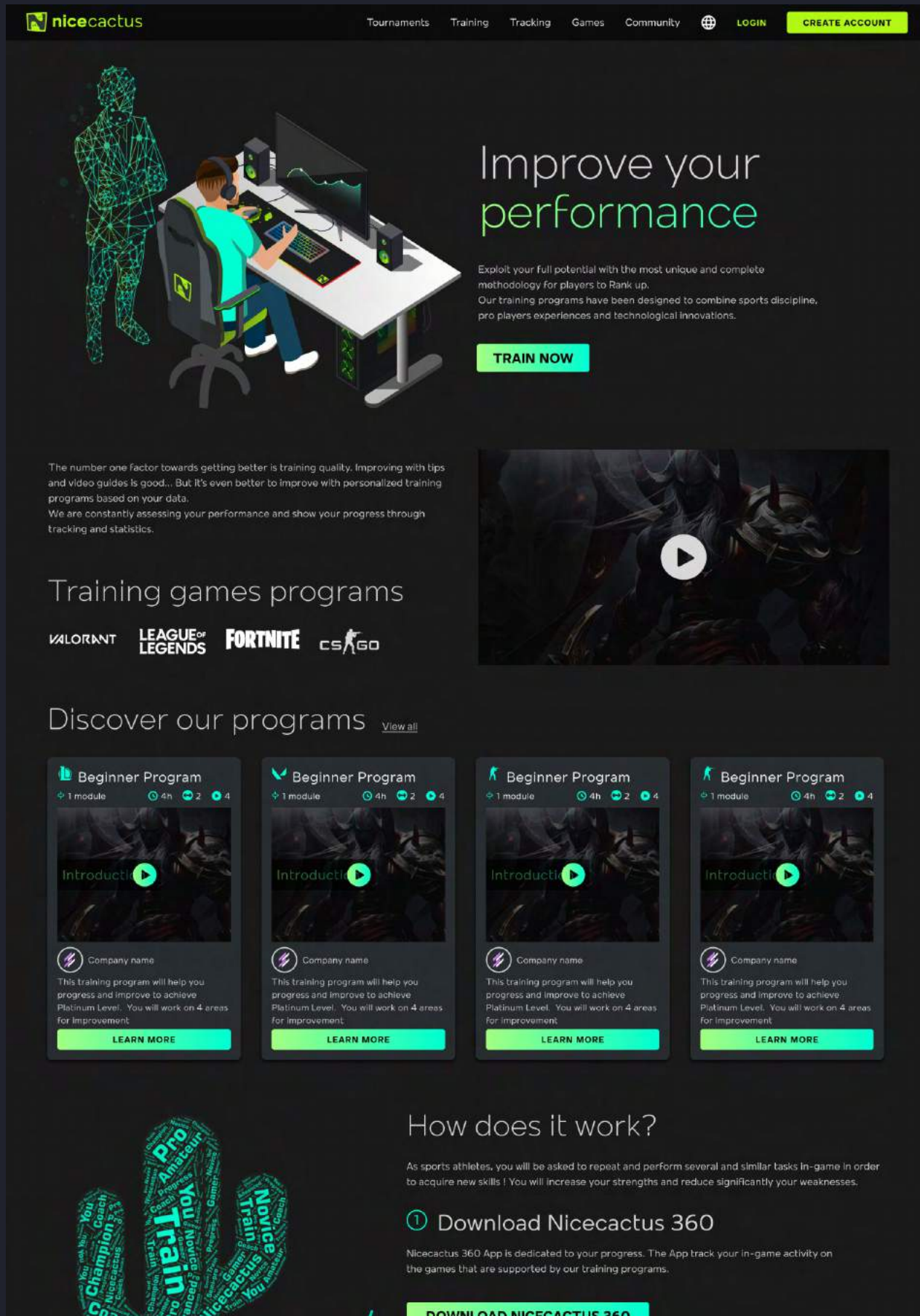
View my statistics

Objective statistics

Current attempt

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Nicecactus website



Osprey Approach

Osprey Approach is a cloud based legal software that has been on the UK market for 30 years under the name of Osprey TM. As the competitors started gaining ground and the conversion of new clients became harder, the need of bringing the app up to date in terms of design became a priority. Therefore, we proceeded to identify the issues users face, research the competitors software and understand the needs of new users.

1

Objectives

- Redesign Osprey TM to look and feel contemporary;
- Make the app consistent in look and functionalities;
- Make the design suitable for a responsive app.

2

Approach

- Analyzed the issues users reported and I identified usability related issues;
- Conducted contextual inquiries with my team, at four legal companies, with 18 users;
- Conducted competitive analysis;
- Created affinity diagramming and personas based on the collected data;
- Created a prototype, did a heuristic evaluation, and we tested the prototype with 14 users;
- Created mock-ups.



PRIMARY

Travis Morissette
Solicitor
46 years old
Married, 1 child

"I like to work from home sometimes, or review my cases while having my coffee, I like having everything in one place and well organized."

Travis is a family law solicitor for a law firm. He doesn't like to carry papers around and wants to have access to all cases and documents, wherever he is. He also likes to be able to produce documents with his templates and send them to clients, without going through the whole process of printing, writing and scanning.

GOALS:

- Have all cases documents in one place and have access to them from anywhere;
- Spend time with his family while being able to work on important matters;
- Produce and send documents to clients just from his tablet or laptop.



PRIMARY

Alda Haag
Accountant
32 years old
Engaged, living with fiancé

"Numbers and balances are my thing. Is not that hard when you have a good tool."

As an accountant, Alda sometimes feels overwhelmed by the big responsibility. She can't afford to make errors. Having a good tool to create reports, allocate payments, calculate interests and make the calculations relieves her of that unnecessary stress and makes her work easier. She's an active person, and she loves the fact that she can do things quickly and there's no need for her to spend extra hours on her duties.

GOALS:

- Complete her tasks quickly so that she can allocate her spare time doing things she's passionate about;
- Make precise calculations;
- Make error free reports.



SECONDARY

Halie Fritsch
Entrepreneur
35 years old
Committed, living with partner

"Visionaire and a risk taker, I own two start-ups. That takes a lot of my time but makes me feel so independent and accomplished."

Halie loves what she's doing and wants to be involved in brainstorming ideas for her start-ups and business development plans. She's also an adventurer and likes to spend her spare in nature with her partner and dog. She doesn't want legal matters to consume much of her time and appreciates a good collaboration tool and being updated without having to be on endless phone calls and email exchanges.

GOALS:

- Collaborate with her lawyers
- Stay updated

ospreyapproach.com

3

Results

- The most important conclusion was that, being a complex system would make the transition difficult for users that had operated Osprey TM for years and that were used to the way it worked. Therefore, a decision that would attract new clients but not interfere with the work of the current users was made;
- Apart from the redesign, Osprey TM was rebranded and renamed into Osprey Approach, a flat design was adopted, and new functionalities (such as filters, sorting, contextual menu, search in different pages as well as a global search) were added;
- Osprey TM was kept as a separate product for another year, until the full transition was made and the users from Osprey TM switched to Osprey Approach;
- The system would be too difficult to use on mobile devices, so, the design was made responsive for desktop and tablets.

4

Impact

- The approach highly increased user satisfaction, converted new users and became competitive on the current market, not only as a legacy but as a modern software as well.

The screenshot displays the 'Osprey Approach' web application interface. The top navigation bar includes the Osprey logo, user information (Today's Units: 0, Today's Time: 00h:00m, Today's Value: £0.00), and a 'Global search' button. The main content area is titled 'Case Management' and 'Key Dates' for 'K00004/1 (Kendra Rowley) FE-ADRI WT-FAMILY Litigation'. Below this is a 'WORKFLOW STATUS BAR' showing 'Key Dates: Date: 04/09/2020 Description: More Key Dates'. The 'CLIENT & MATTER SEARCH' section includes fields for Client No. (K00004), Matter No. (1), Name (Kendra), and Matter (Litigation), with a 'Load Client/Matter' button. The 'KEY DATES' section features a table with columns: KEY DATE, KEY DATE ID, NOTES, DATE MET, F/E, TASK DESCRIPTION, USER, EDIT, and RUN. The table contains six rows of data, with the first two rows highlighted in red and the last four in green. The bottom of the screen shows 'Page 2 of 2 (16 Items)' and 'Page size: 10'.

KEY DATE	KEY DATE ID	NOTES	DATE MET	F/E	TASK DESCRIPTION	USER	EDIT	RUN
16/11/2018	ANTCOMP		●	MARCEL	Task 1	Iaura	✎	
24/11/2018	ACCEPT36		●	ADAMB		Iaura	✎	
04/09/2020	ACKNLSERV		●	ADRI		Iaura	✎	
04/09/2020	ANTIC_COMP		●	ADRI		Iaura	✎	
08/09/2020	_MWTEST		●	ADRI		Iaura	✎	
15/09/2020	_MWTEST		●	ADRI		Iaura	✎	

The screenshot displays the 'Osprey Approach' web application interface, specifically the 'MATTER DETAILS' section. The top navigation bar is identical to the previous screenshot. The main content area is titled 'Clients & Matters' and 'Key Dates' for 'K00004/1 (Kendra Rowley) FE-ADRI WT-FAMILY Litigation'. Below this is a 'WORKFLOW STATUS BAR' showing 'Key Dates: Date: 04/09/2020 Description: More Key Dates'. The 'CLIENT & MATTER SEARCH' section includes fields for Client No. (K00004), Matter No. (1), Name (Kendra), and Matter (Litigation), with a 'Load Client/Matter' button. The 'MATTER DETAILS' section includes fields for Branch (1: Bucharest - UserID 5255871687), Dept (1: Civil Department), Fee Earner (Adrianne Melba), Supervising Fee Earner (Gordie Sinn), Work Type (Family), Private Or Legal Aid (Legal Aid), LA Version (1st April 2016), Franchise Category (Crime), Unique File No. (131118/001), Remuneration Type (INV A: Advice and Assistance Free Stand Outside Police Str), Debtor Limit (0.00), Disbursements Limit (0.00), WIP Limit (0.00), Date Opened (13/11/2018), Date Completed, and Date Archived.

Osprey Approach focused apps

The research for Osprey Approach confirmed our assumption, that the software was too complexe to be made into a mobile app. After discussions with the stakeholders and the marketing team, we decided that the best approach would be to split it into focus apps, based on the legal market segment.

1

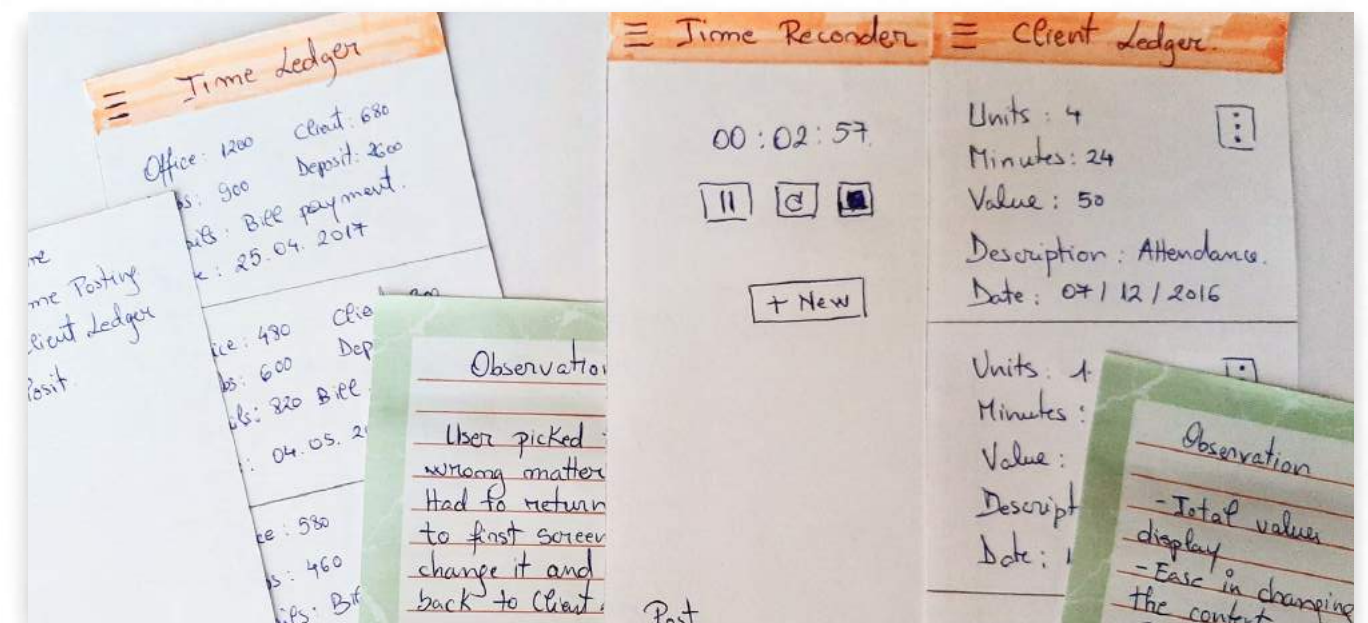
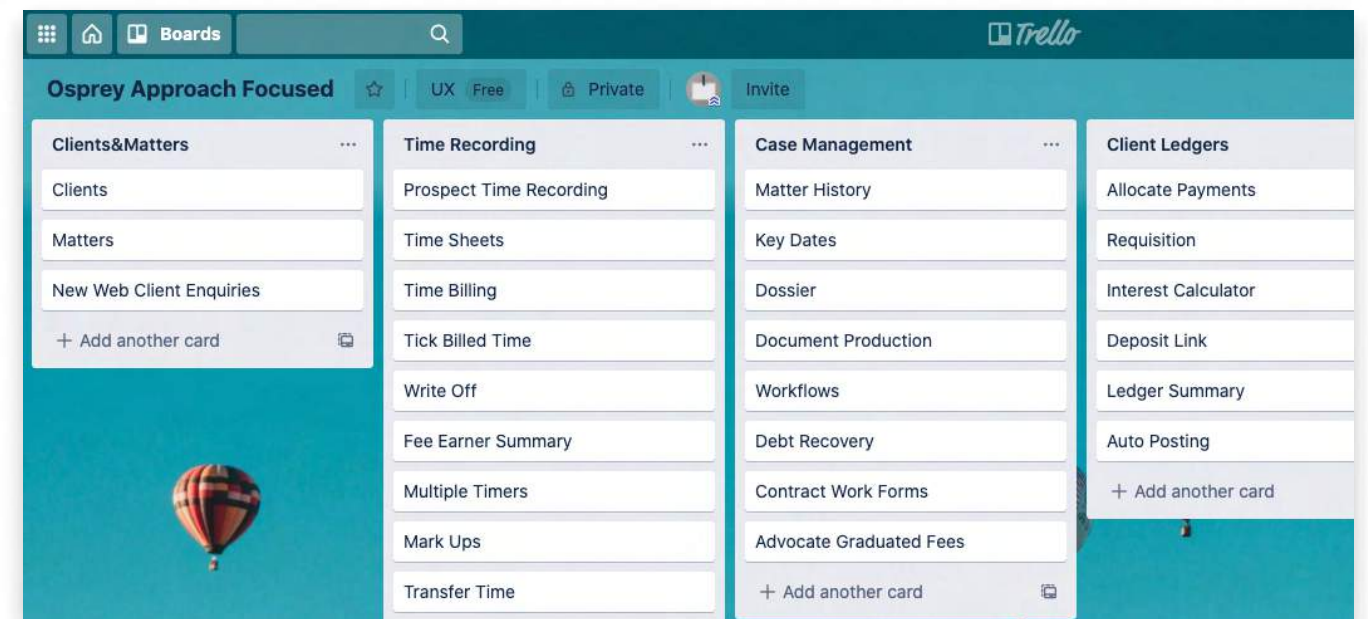
Objectives

- Split Osprey Approach into focus apps;
- Find the key functionalities for each segment (probate, litigation, civil, crime, etc).

2

Approach

- After studying the requirements and talking to the stakeholders, it was decided that the most appropriate action would be to make a card swap sorting session in order to determine the key functionalities for each category;
- Given the complexity of the app, we used analytics to identify the most accessed pages and created cards accordingly;
- Based on the analysis, it was decided to split the apps further more into a Case Management app, a Cheque Requisition app, an email app and a Time Recording focus apps;
- We started by designing the Time Recording apps, created the information architecture and paper prototypes, as well as tested them with users;
- After a few iterations we came up with the final design and after approval I created the high fidelity mock-ups.



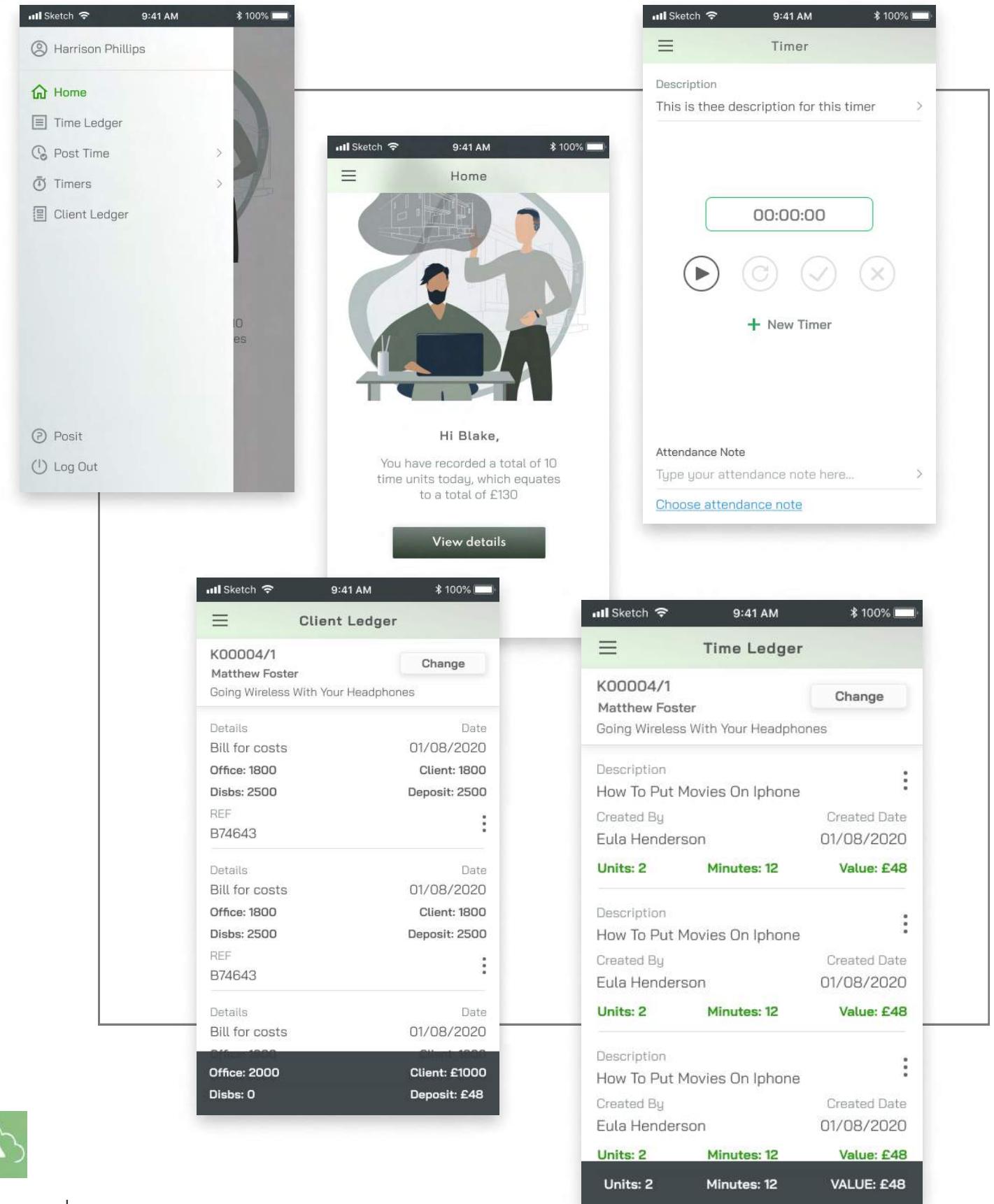
3 Results

- We designed a Time Recording general app, we added specific features to it and built the Time Recording focus apps. Some apps have identical features, but after the user's positive feedback on the concept, we decided to stick to the initial idea of having an individual app for each category;
- We designed Posit, an artificial intelligence chatbot that would assist users and help them post by using voice commands.

4 Impact

- As lawyers need to attend meetings with clients and court, the ability to use their phone to record and post while performing their tasks adds greatly to their efficiency and satisfaction;
- Developing specific apps for each segment makes the app more clear and easy to use, removing unnecessary features while also having users know which app they need.

Osprey approach focus apps



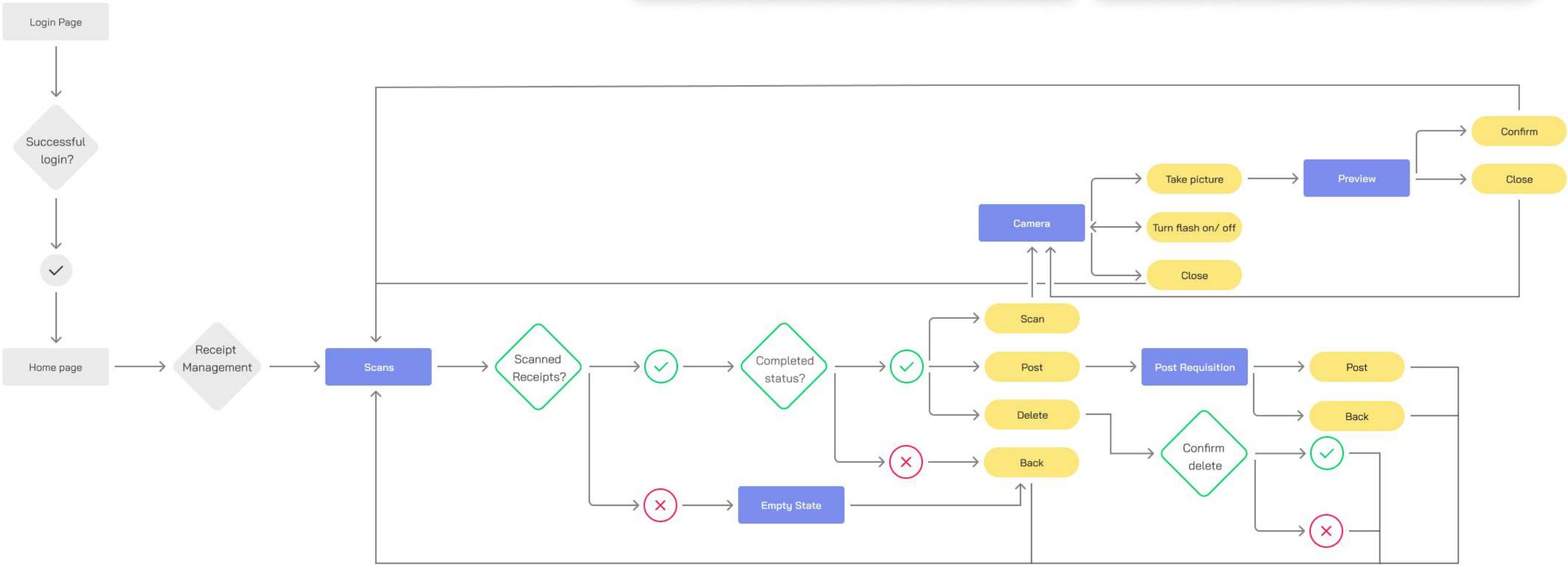
Receipt Management section

The stakeholders requested that a new section was to be designed and added to the Osprey Approach Time Recording focus apps, allowing users to scan receipts, process the data and post it to Osprey Approach.

1

Objectives

- Design a receipt scanning system;
- Identify the key functionalities;
- Integrate the section into Time Recording apps.



User Flow Chart

2 Approach

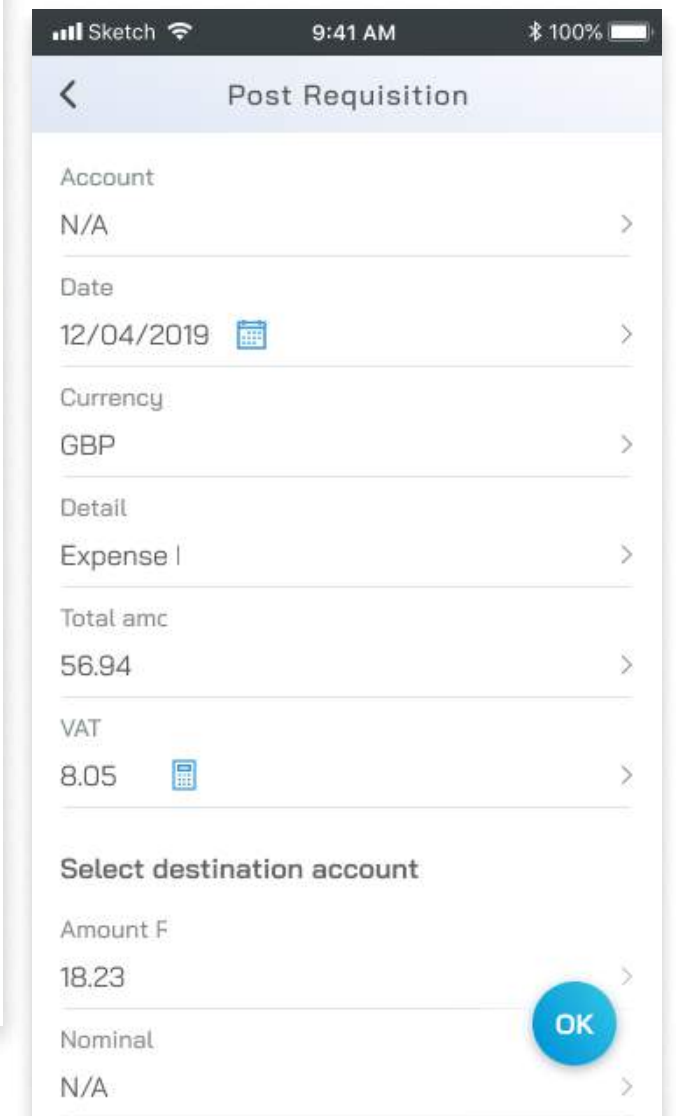
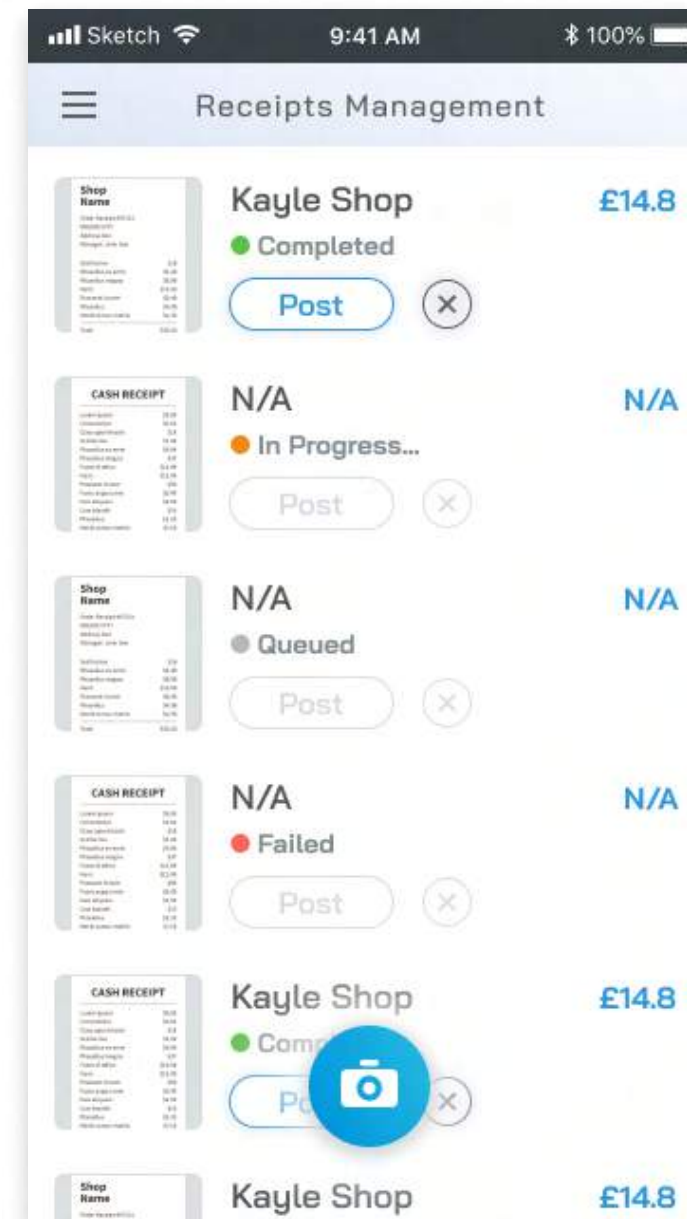
- Researched other receipt scanning existing apps;
- Remotely interviewed 16 users of Osprey Approach that also use the Time Recording app and asked them to use a receipt scanning app in the context of their work;
- Created user stories and a user flow chart;
- Created a prototype that I tested with users;
- Designed high fidelity mock-ups.

3 Results

- I designed an app that would facilitate the scanning and processing of receipts and that would help fee earners post the data to Osprey Approach;
- I integrated the Receipt Management in the Time Recording app as a different section of the menu.

4 Impact

- The fact that users are able to post receipts to Osprey Approach just by taking a picture, without having to manually input the details, increased efficiency and satisfaction while also removing the error factor of manually inputting data.



Osprey Approach email app

Product Designer

When designing the Osprey Approach Focus Apps, we decided to have the email as a stand-alone app, as it is an important feature, used by all clients, that allows them to export emails and attachments to Matter History, as well as post in real time.

1

Objectives

- Design a contemporary email client for mobile devices;
- Integrate the specific Osprey Approach email functionalities;
- Compatibility with the most popular email clients.

2

Approach

- Studied email clients: Outlook, Google, Yahoo;
- Conducted unmoderated interviews with 18 Osprey Approach users;
- Identified red routes, created personas and a storyboard;
- Made cards with functionalities from the standard email clients, plus the Osprey Approach web app email functionalities. 12 participants took part in a swap card session, to identify the features they use the most;
- Created a digital prototype, conducted a heuristic evaluation and I tested it with users, remotely;
- Upon approval, I created high fidelity mock-ups.

ALL of the time	Sync emails		Attach files from Matter History	Send email Read email
MOST of the time		Export	Add email signature Attach files from device Select templates	Export & post Select client/matter
SOME of the time	Delete email	Customize font, add bullets/numbers Download attachments	Organize emails in folders Forward email	Reply to email
LITTLE of the time	Add email address account	Remove email account Manage email account		
	FEW of the people	SOME of the people	MOST of the people	ALL of the people



1. Ok, everything done for today! I have to buy something from the supermarket and then, go home!



2. Oh, no! I forgot to send those documents to Mr. Shaffer...



3. Wait! I just installed Osprey Approach email app earlier. Can I email documents from Matter History?!



4. Yay, I was even able to select a template! That's great. Email sent, and time posted. Everyone happy!

3

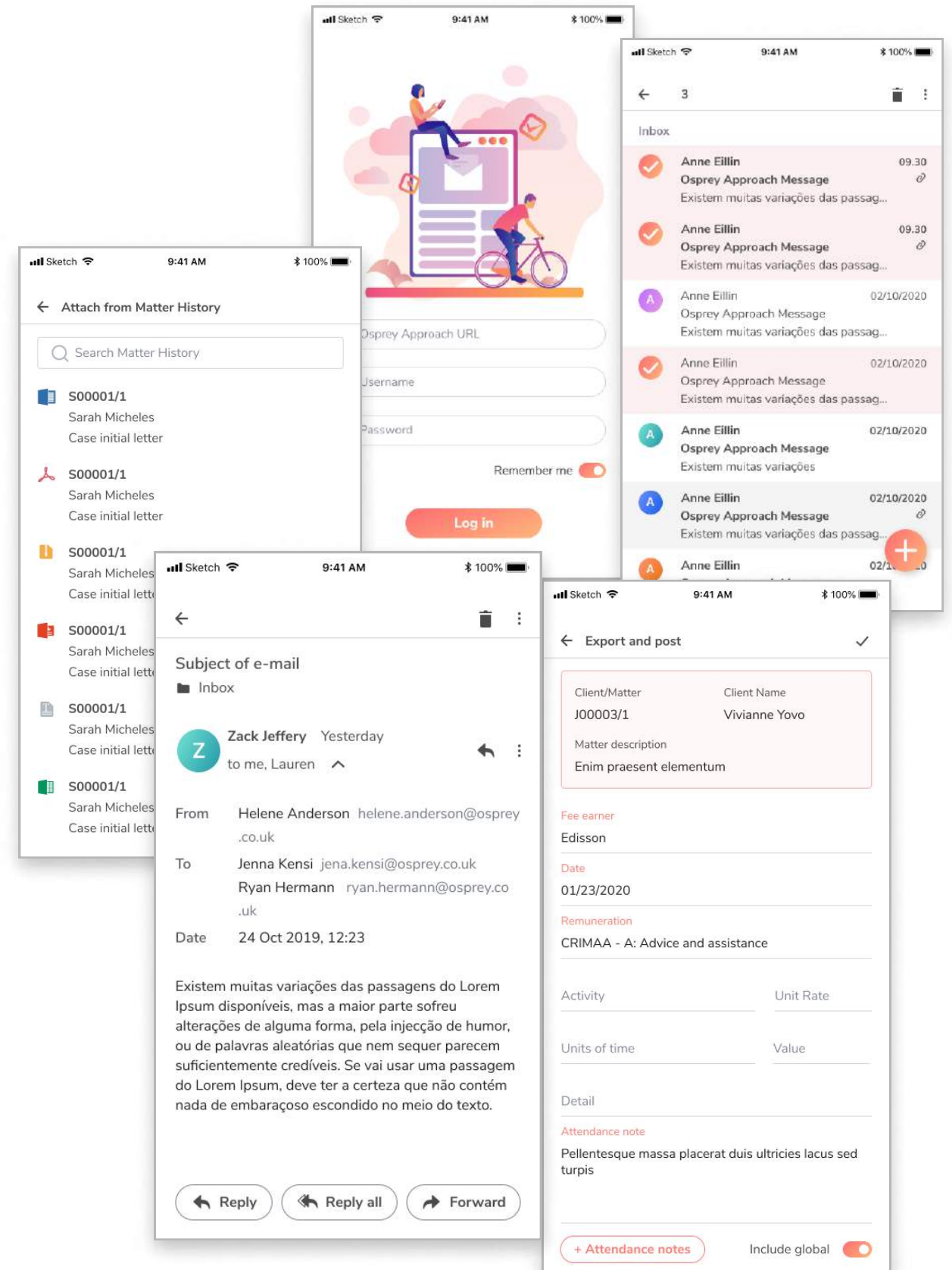
Results

- I designed an email client integrated with Google and Outlook (being that these are the email clients most often used by Osprey Approach users), providing the possibility to automatically post time when sending emails, sync emails, download attachments, export to Osprey Approach Matter History and General Files, compose new emails and attach files from Matter History as well as using templates and signatures;
- It was designed to allow users to add multiple accounts but the feature was not implemented.

4

Impact

- Users are able to automatically post time when sending emails, to use templates, attach documents from Osprey Approach as well as receive emails and export them to Matter History or General Files. This can now be done from anywhere, with just a few clicks on their smartphone, improving user experience, increasing effectiveness, efficiency and satisfaction.



Osprey Approach Overview

Besides the showcased Osprey Approach related apps, I also designed Windows apps, Outlook add-ins and Microsoft Word and Excel add-ins. Some apps were designed as hybrid while others were designed individually as native apps for Android and iOS. They are published on iOS App Store, Android Play Store and Microsoft store.

The redesign of the main app and the release of all the focus apps was a success and exceeded expectations, as the number of clients increased by 30% and the number of users reached 8000. The license prices also increased by 40% and after a year of both Osprey TM and Osprey Approach running, the transition was completed with all the Osprey TM clients switching to Osprey Approach.

Convert 2 Client

Convert 2 Client started as an app that would facilitate the sale and purchase process of properties for solicitors, under the initial named Approach 2 Quote. Recently, new features were added, and it was rebranded as Convert 2 Client, to be more representative.

1 Objectives

- Design an app for conveyancing that can be integrated with Osprey Approach and that facilitates the collaboration between solicitors, real estate agents and clients, for the UK.

[Convert2client.com](https://convert2client.com)

2 Approach

- Understanding the process of selling and buying properties in the UK;
- Interviewed 8 conveyancing solicitors and 6 real estate agents;
- Created personas and user journey maps for solicitors, real estate agents and clients;
- Created a concept and had a card sorting session to produce the structure;
- Created a digital prototype, did heuristics testing and tested it with users, remotely.



3

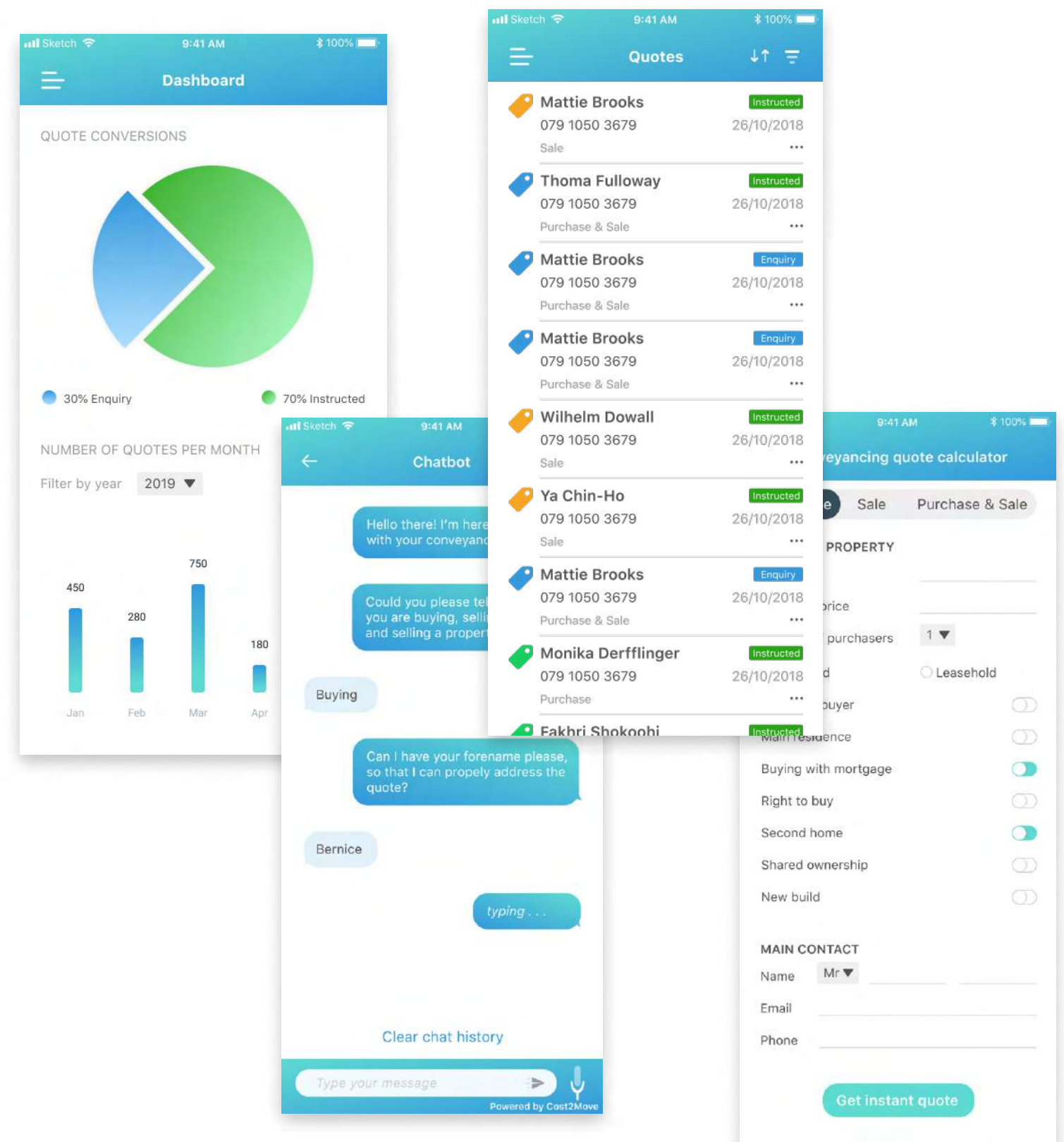
Results

- Designed an app for conveyancing that facilitates the process and creates a bridge of communication between solicitors, real estate agents and clients;
- I designed the interface for desktop and native iOS and Android apps;
- I designed a conversational interface based on an AI driven chatbot to assist users.

4

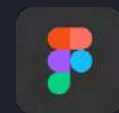
Impact

- Many clients converted and, given the success, the app was expanded for employment as well. Due to the high demand on the employment legal market in 2020, a redundancy calculator was added and the app was rebranded to include the new features as well;
- The conversational interface was later integrated in all the other Osprey Approach focus apps.



Tools I use

Frequently



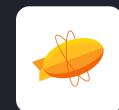
Figma



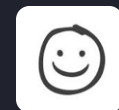
Sketch



InVision Studio



Zeplin



Balsamiq

Other...



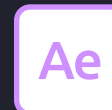
Adobe InDesign



Adobe Illustrator



Adobe Photoshop



Adobe After Effects