

PORTFOLIO

Bianca Gordon

7-Eleven

UI/UX

Mobile First

In-store platform

Design System

Responsive Website and In-Store Platform

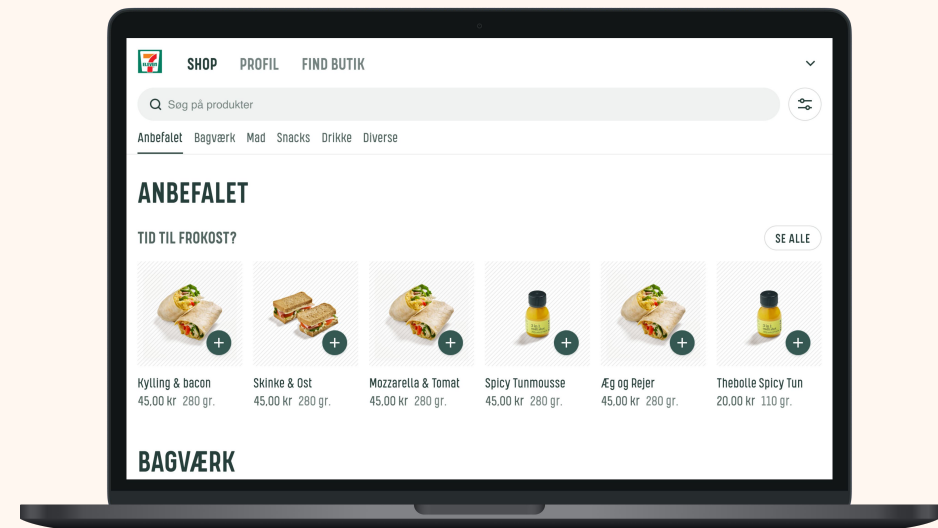
Role: Product Designer

Project Brief

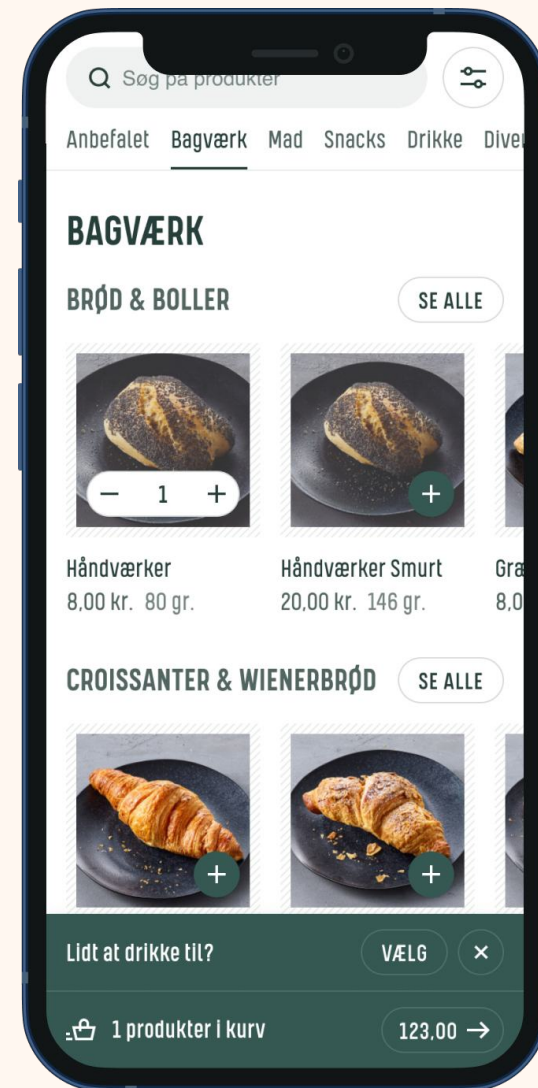
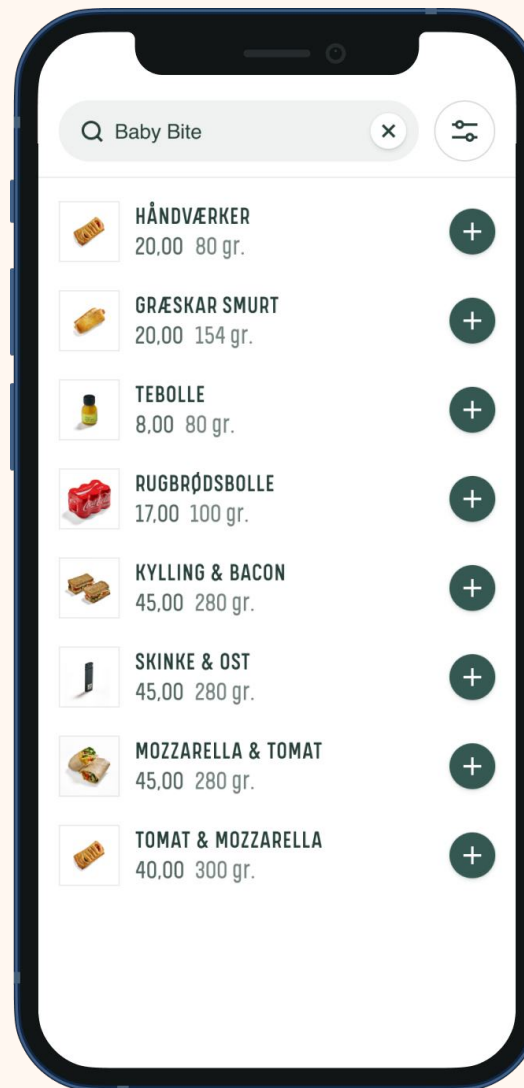
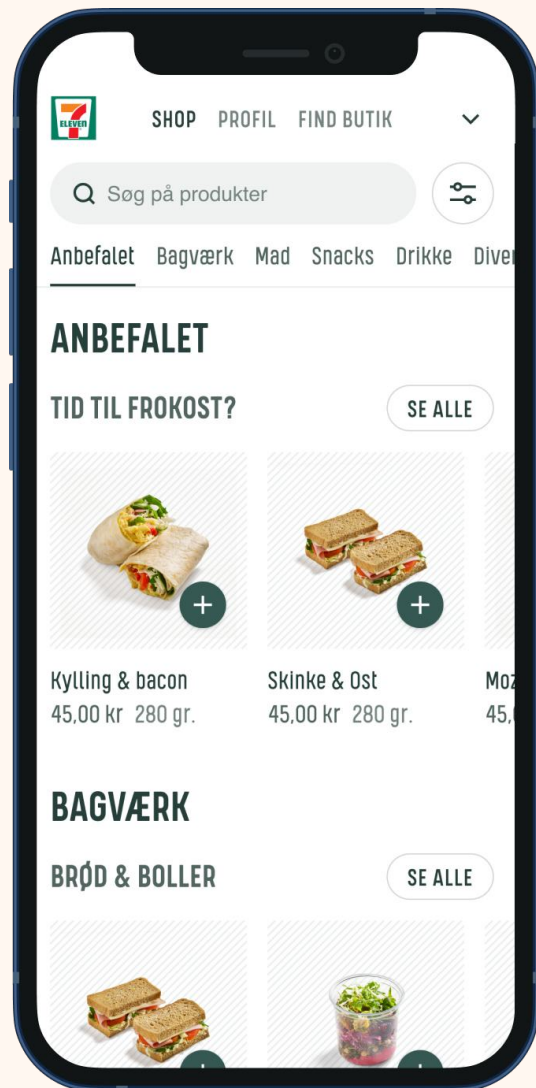
7-Eleven Denmark sought to enhance their customer experience by developing a responsive e-commerce website with a mobile-first approach.

The website needed to allow customers to browse and order products seamlessly from any device. The idea was to order and deliver fast.

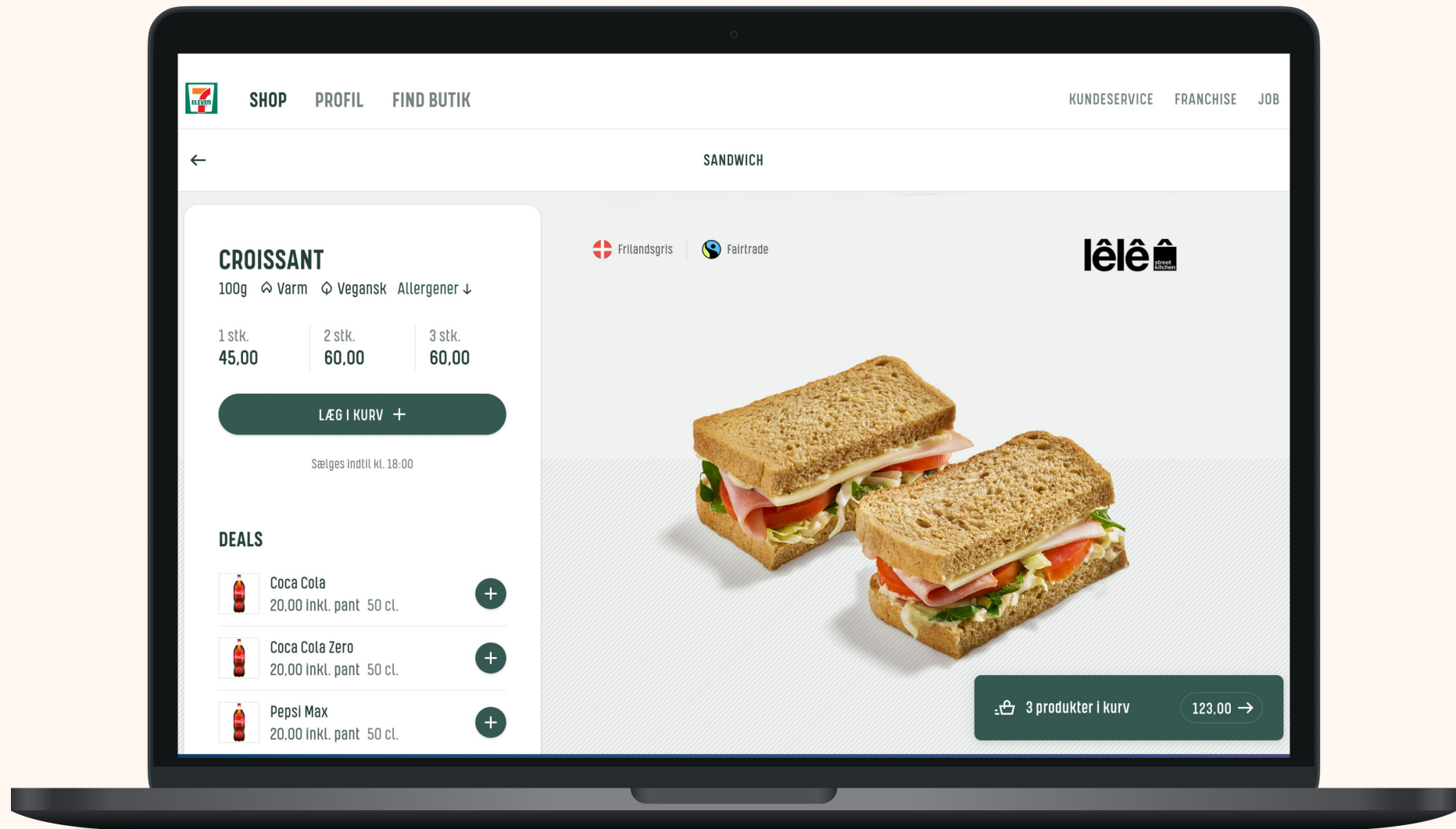
We also designed an in-store platform to handle the orders and ensure the orders are ready for delivery.



7-Eleven



Mobile



Desktop

7-Eleven

Design Process

1. Research and Discovery

To understand the needs of 7-Eleven's customers and the market, we conducted comprehensive research:

Market Analysis: Reviewed competitors' online shopping experiences.

Stakeholder Interviews and workshops: Discussed with 7-Eleven's team to understand business goals and technical constraints.

2. User Experience (UX) Design Mobile-First Approach

Wireframing: Created detailed wireframes for mobile, tablet, and desktop views, ensuring a seamless transition between devices.

User Flows: Designed user flows for key tasks such as browsing products, adding items to the cart, and completing the checkout process.

In-Store Platform

Tablet Interface: Designed a tablet-friendly interface for store associates to assist customers and manage inventory.

3. Visual Design

Design System: Developed a cohesive Design System that included color schemes, typography, and iconography reflecting 7-Eleven's brand.

High-Fidelity Mockups: Created high-fidelity mockups for key screens, ensuring a clean and modern design that enhances user experience.

In-Store Platform

Consistent Branding: Ensured the in-store platform's visuals matched the website for a unified customer experience.

Engaging UI: Designed an intuitive and engaging interface for the kiosks and tablets, with clear calls to action and easy navigation.

7-Eleven



Merchant App

7-Eleven

4. Prototyping and Testing Interactive Prototypes:

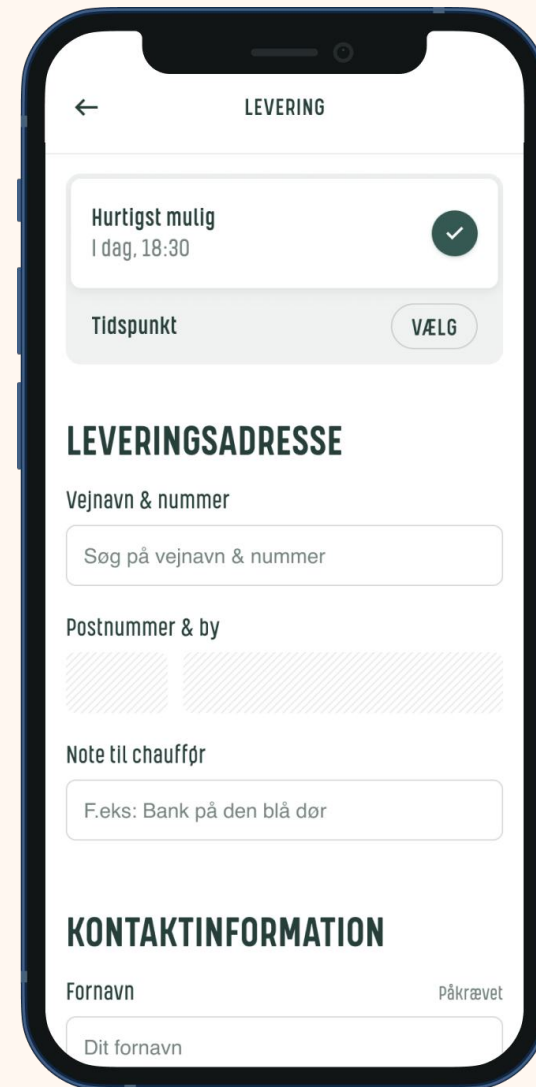
- Developed interactive prototypes using Figma to simulate user interactions and gather feedback from stakeholders and users.

Usability Testing:

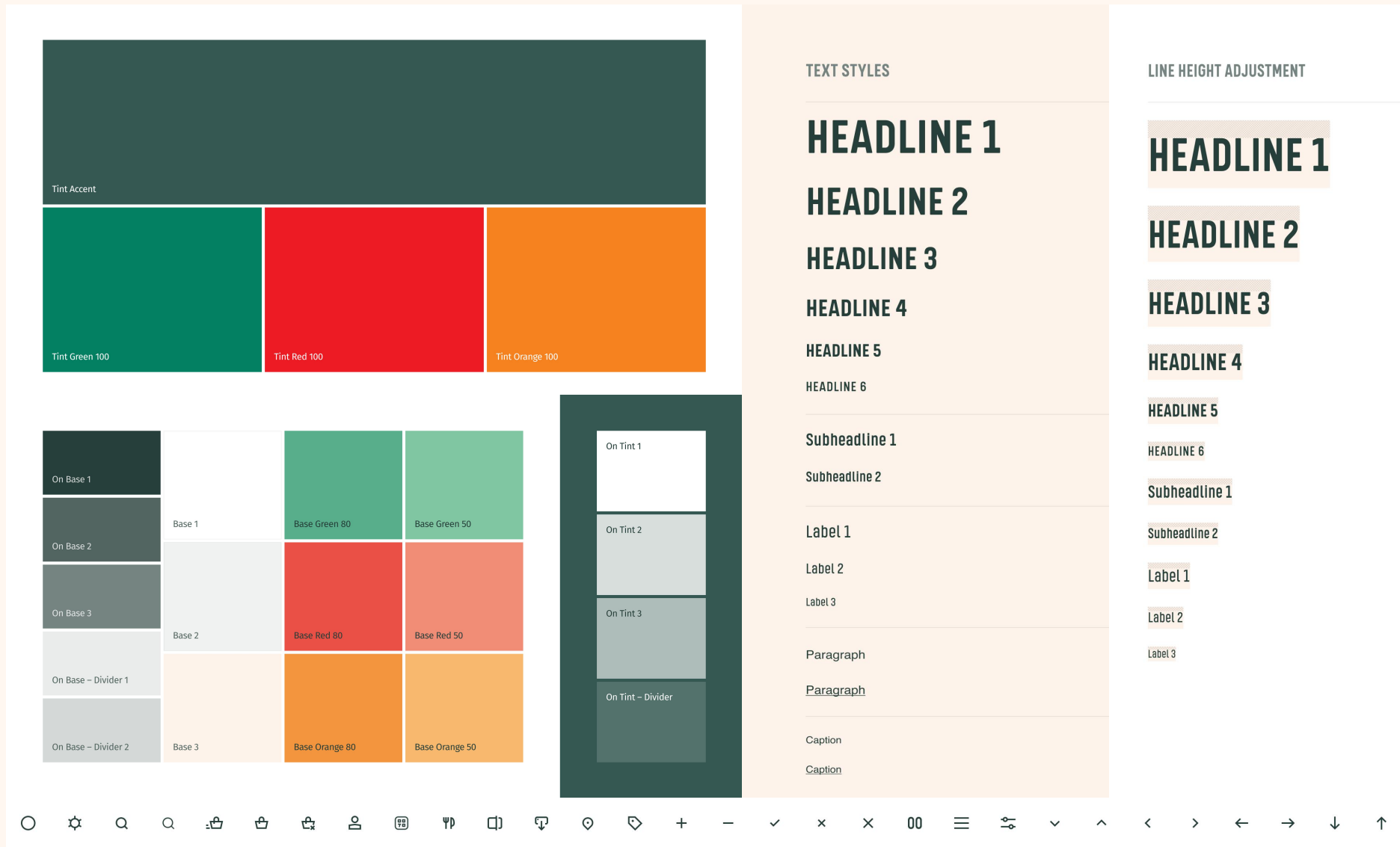
- Conducted usability testing sessions with target users to identify pain points and gather insights on the user experience for both the website and in-store platform.
- Iterated on designs based on feedback to improve usability and overall user satisfaction.

5. Development Handoff

- Created detailed design documentation and assets for the development team.
- Collaborated closely with developers to ensure accurate implementation of the design.



7-Eleven



Design System

Gjensidige

UI/UX

Ideation Workshops

Concept Development,

Gjensidige Pitch: Attracting a Younger Audience

Role: Design Lead

Project Brief

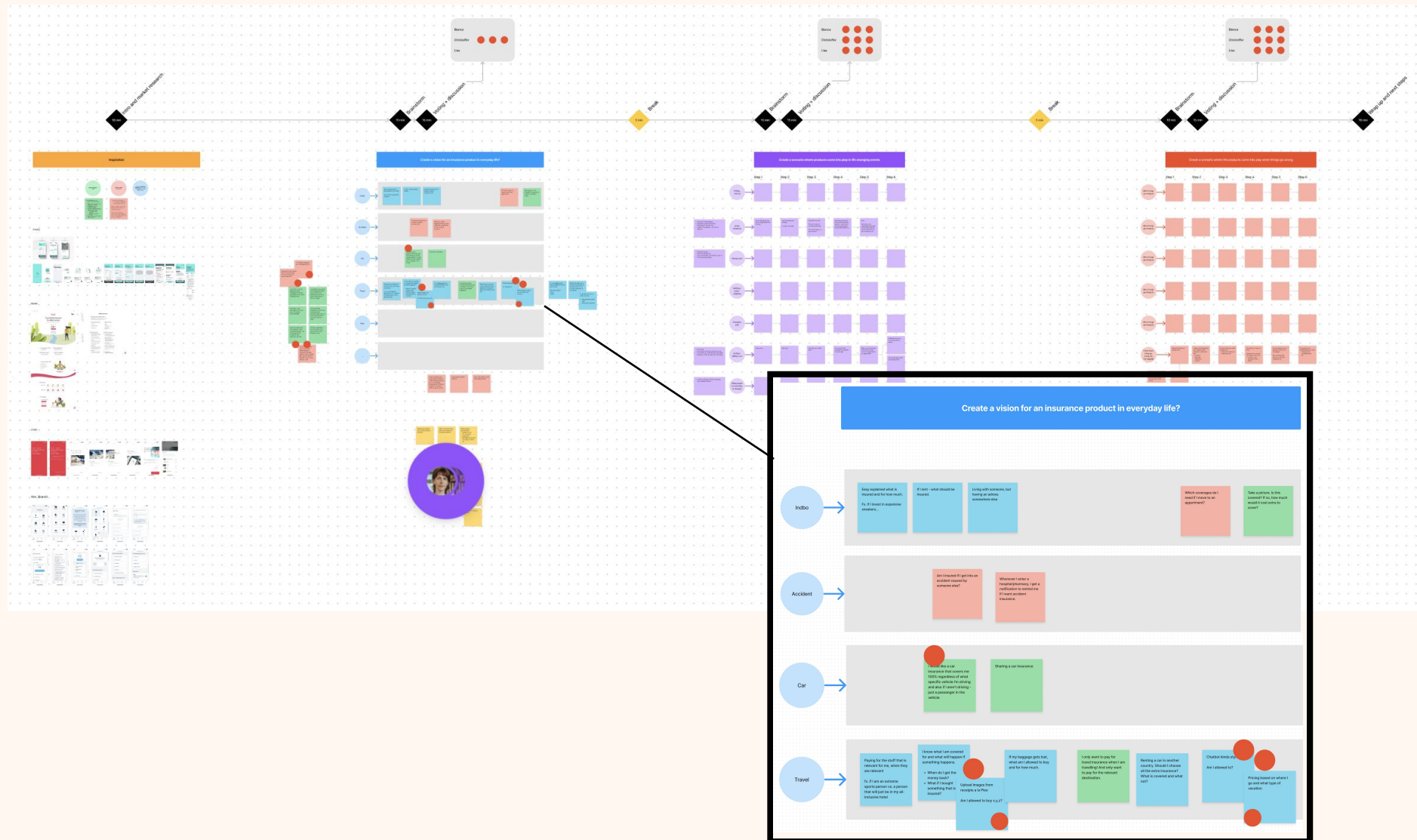
The client, a traditional insurance company, aimed to shift their focus towards a younger group of people. They wanted to explore new offerings that would appeal to this target group. Our task was to ideate and pitch innovative solutions, with a particular focus on digital engagement and user-friendly products.

Outcome

The pitch was well-received by the client, who appreciated the focus on travel insurance and the detailed app design. They were particularly impressed by the user-centric approach and the practical implementation plan.

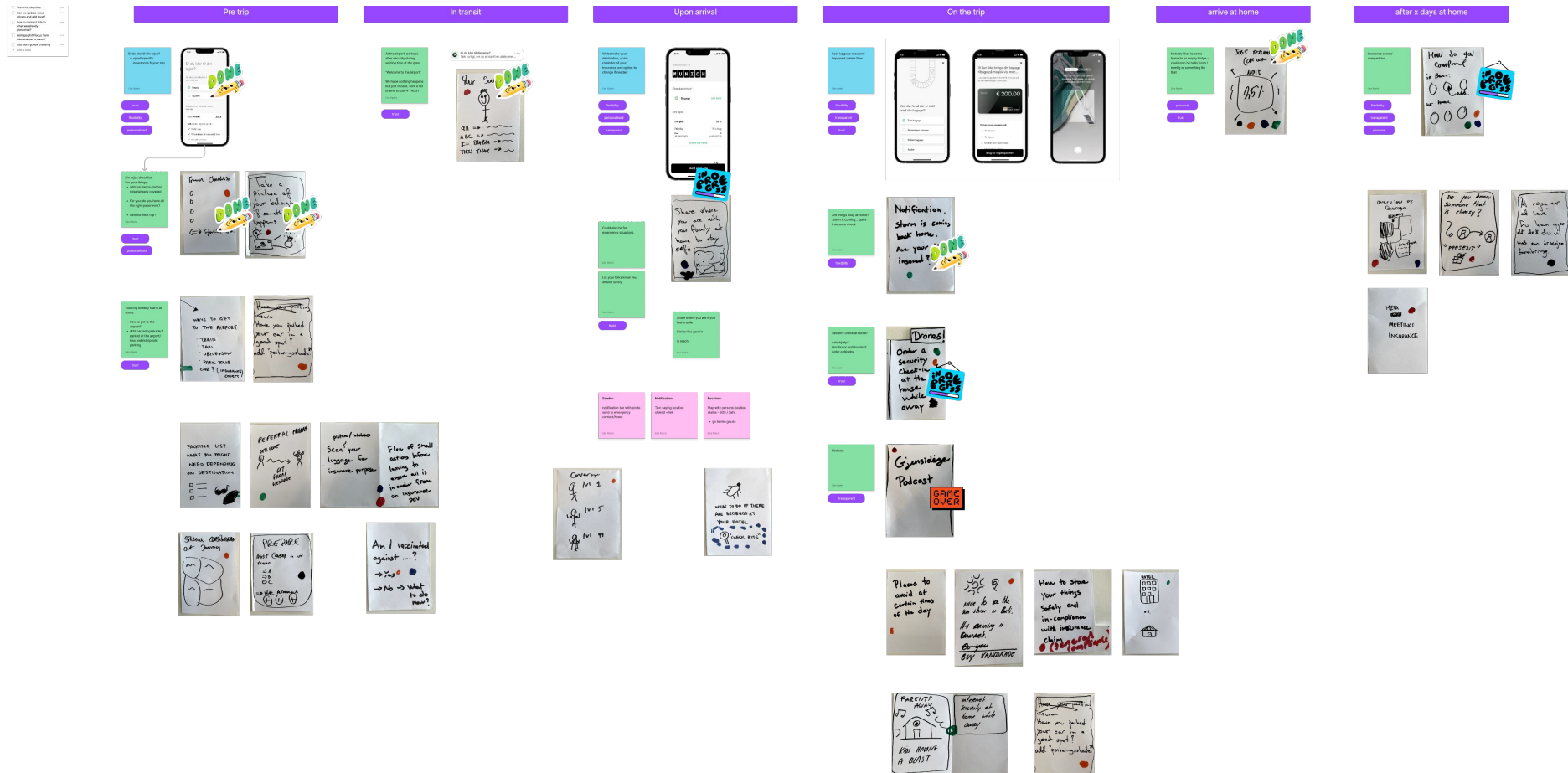


Gjensidige



Preliminary ideation session

Gjensidige



Design Process

1. Research and Discovery

To understand the preferences and behaviours of the younger target group, we conducted the following:

Market Research: Analysed trends and popular products in the insurance market.

User Surveys: Gathered data from potential users about their needs, preferences, and pain points regarding insurance products.

2. Ideation Workshops

We organised a series of intensive ideation workshops over the course of a week. The process included:

Brainstorming Sessions: Generated a wide range of ideas on how to make insurance products more appealing to young people.

Prioritisation: Used voting and discussion to prioritise the most promising ideas.

Concept Development: Focused on the concept of travel insurance, as it resonated strongly with the target group's lifestyle and interests.

3. Concept Focus

Travel Insurance We decided to centre our pitch around travel insurance, offering features specifically designed for younger travellers. Key ideas included:

Flexible Coverage: Customisable plans that can be tailored to different types of trips.

Digital-First Approach: An app that simplifies purchasing, managing, and claiming insurance.

Community Features: Social features that allow users to share travel tips and experiences.

4. App Design and user flows

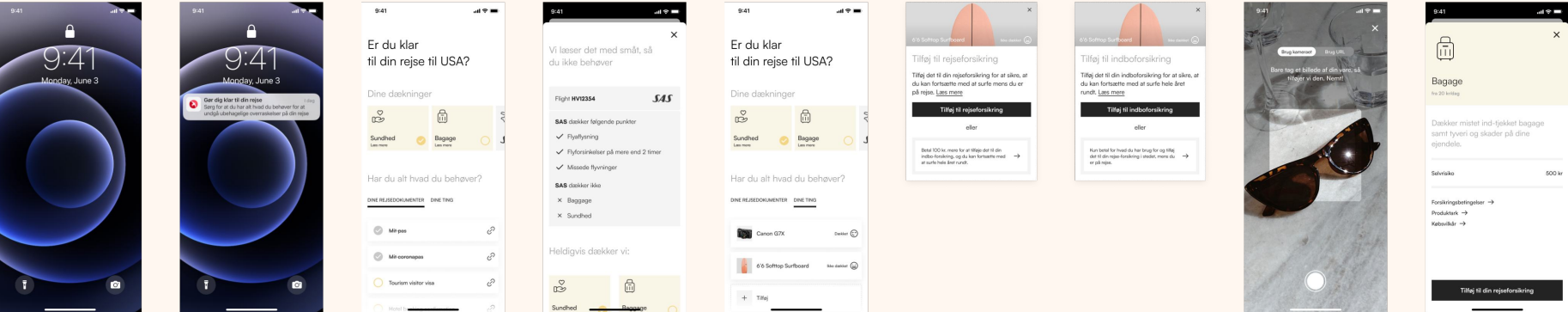
Home Screen: Personalised dashboard with travel tips, insurance plan details, and quick access to support.

Plan Customisation: Easy-to-use interface for customising coverage options based on trip type and destination.

Claims Process: Streamlined claims process with step-by-step guidance and real-time support.

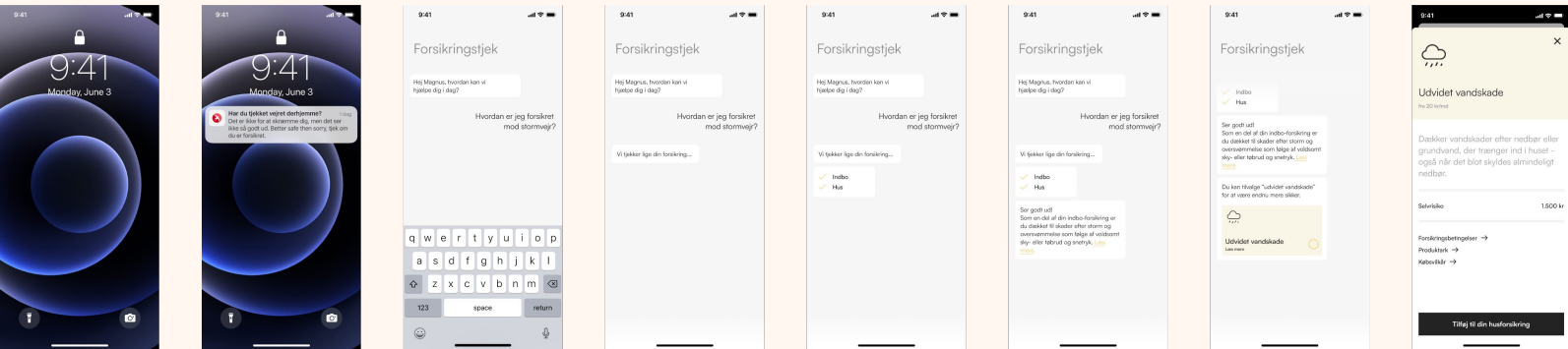
Gjensidige

Pre trip



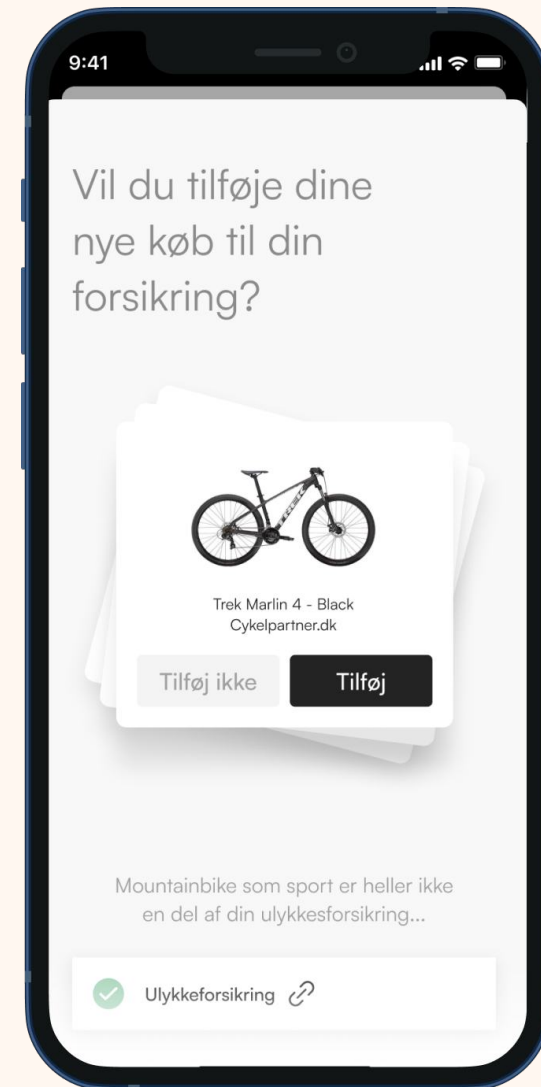
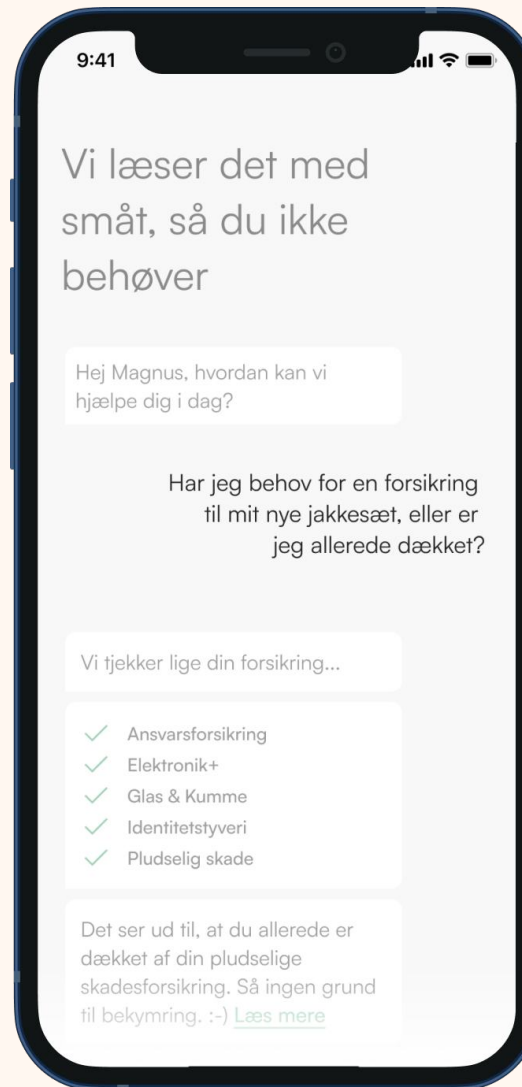
During the stay

Description



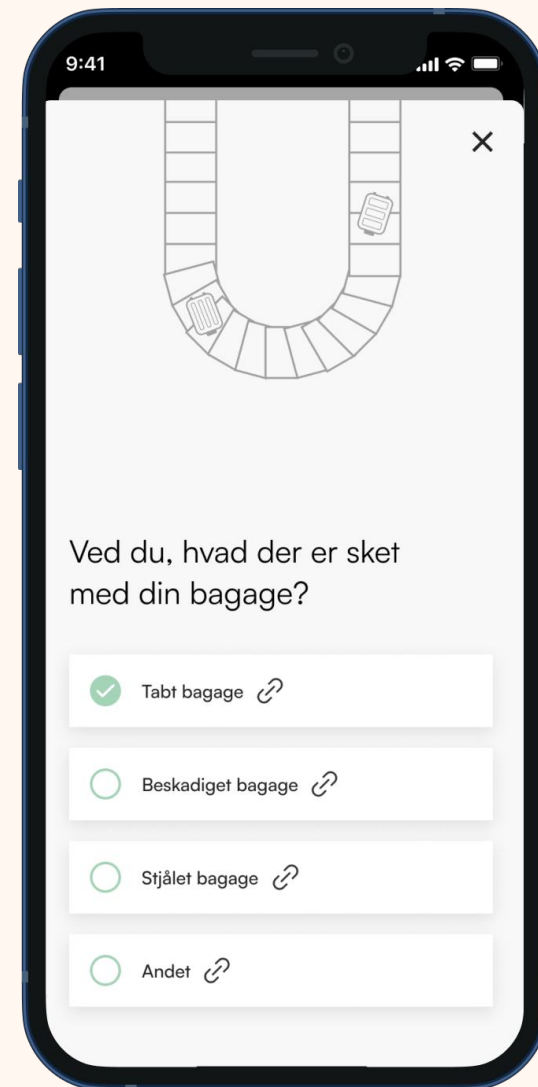
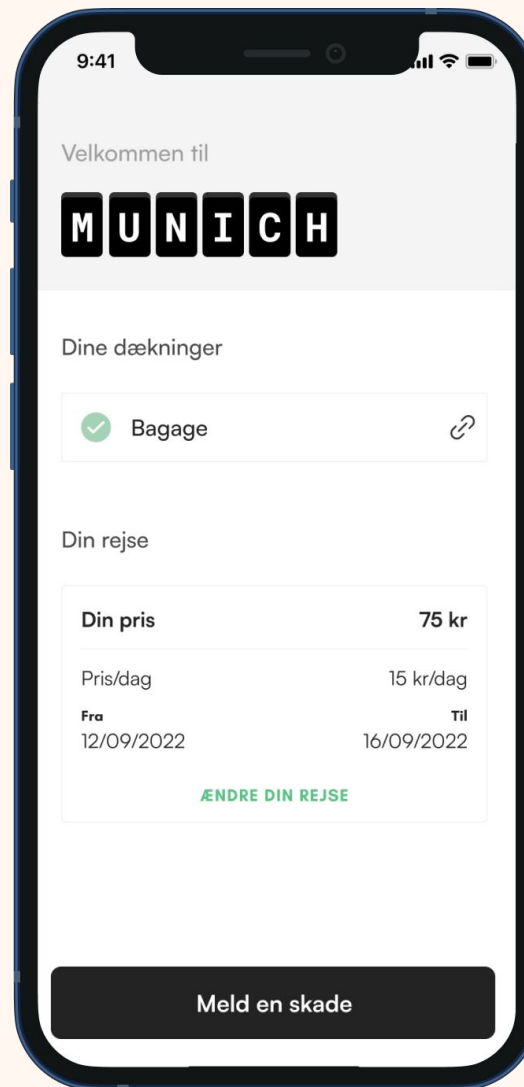
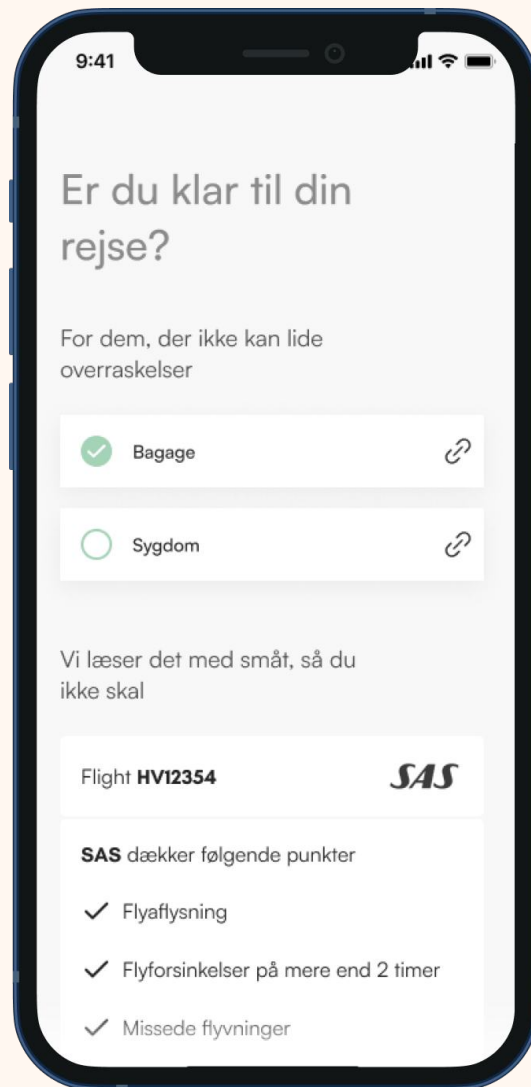
Possible user flows (Pre-trip and while they are on holiday)

Gjensidige



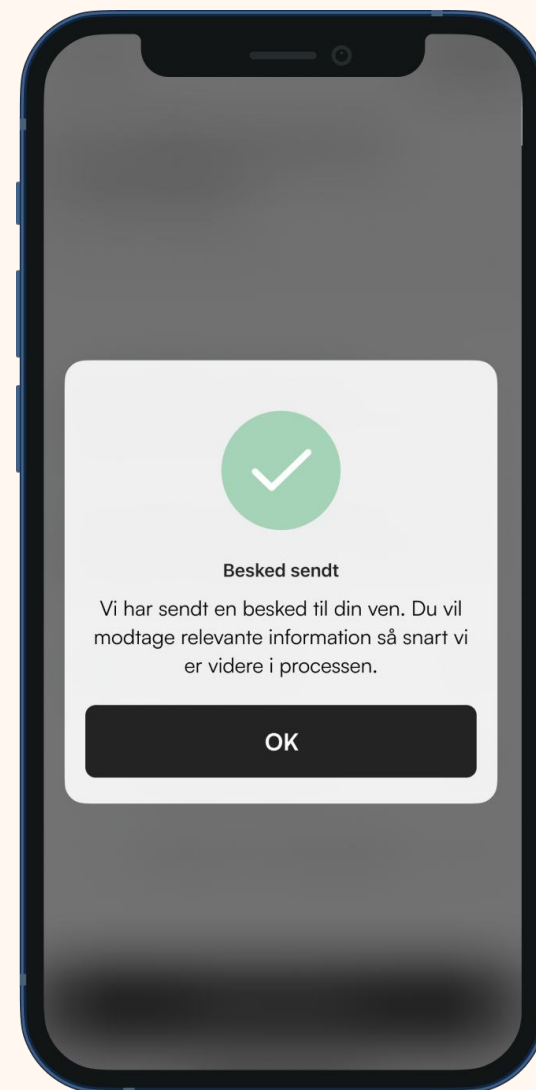
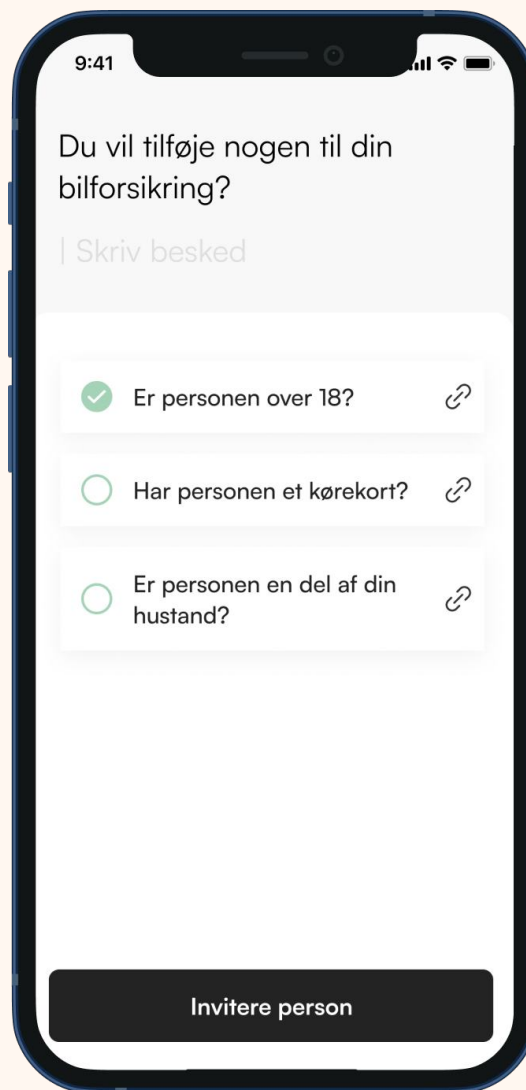
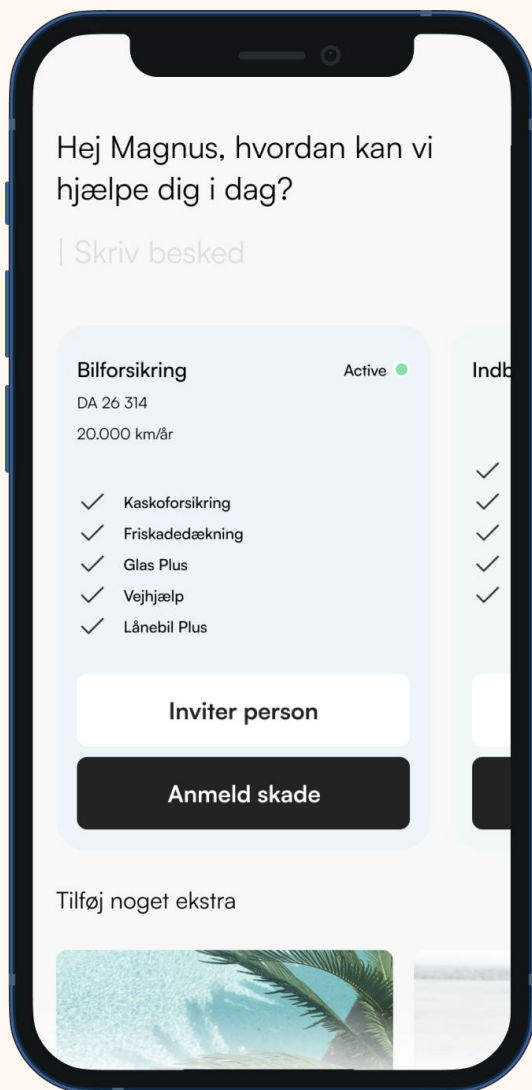
Value drivers

Gjensidige



Travel - lost luggage

Gjensidige



Car Insurance

Lægeforeningen

UI/UX

App Design

Iconography

Design System

Lægeforeningen Member App Design

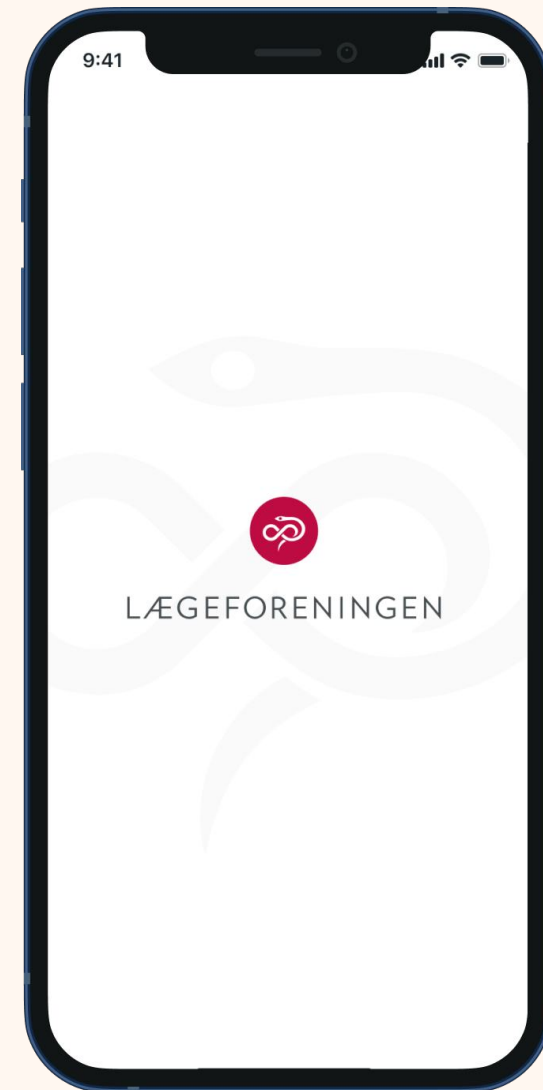
Role: Design Lead

Project Brief

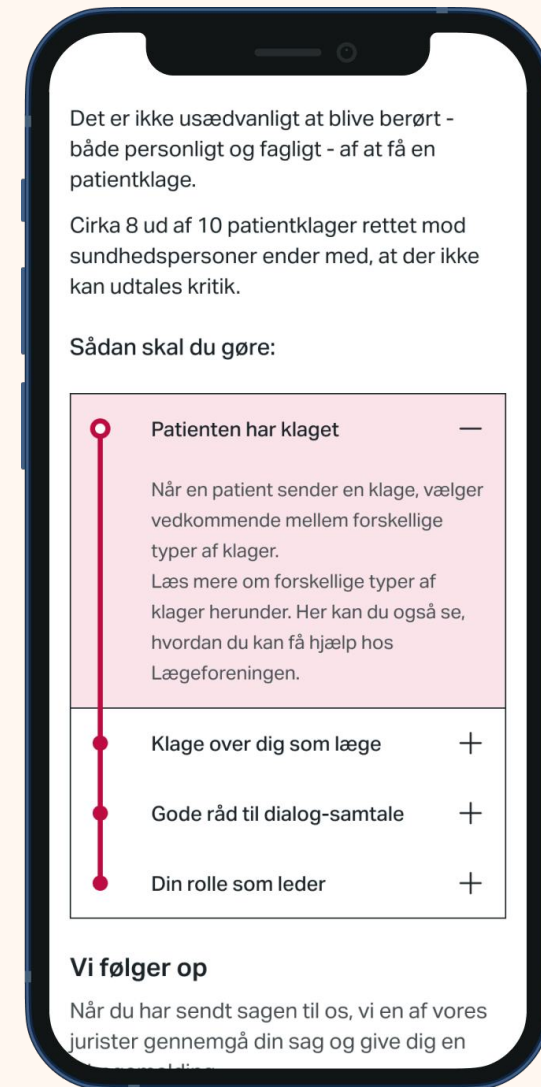
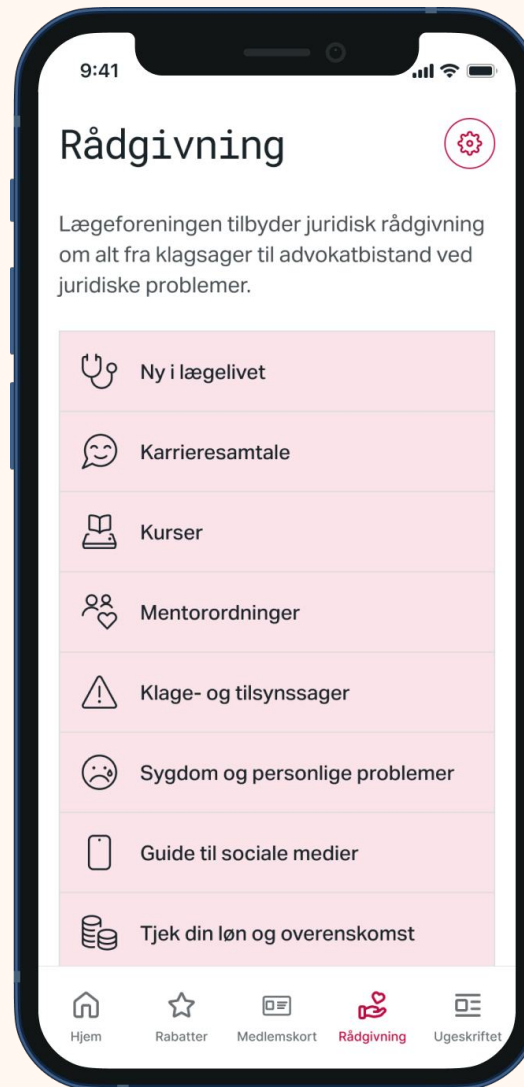
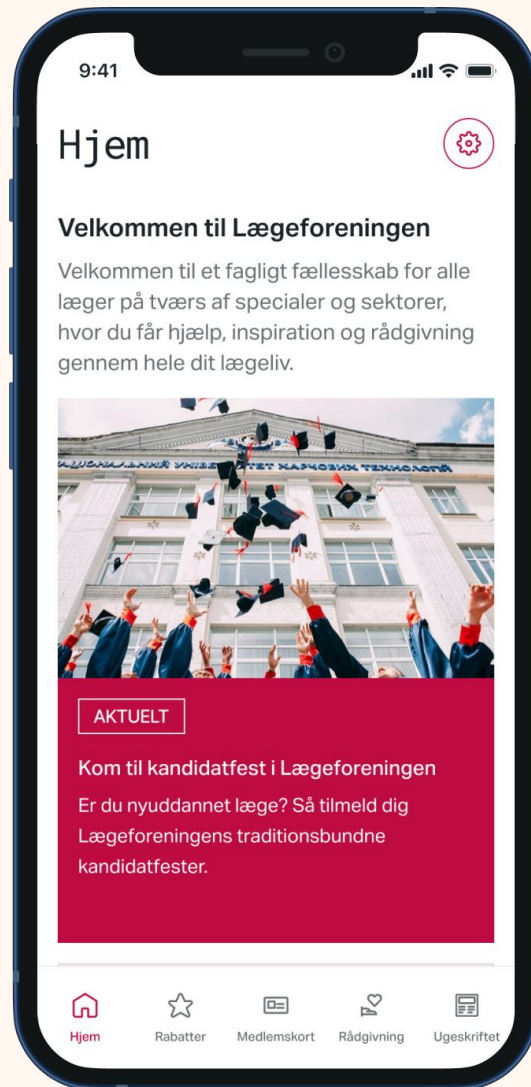
Lægeforeningen, a medical association with 35,000 members, wanted to create an app to enhance member engagement and provide easy access to their services. The app needed to offer career advice, legal advice, mentoring, course invitations, and various discounts, all in a user-friendly interface tailored to the needs of busy doctors.

Outcome

The Lægeforeningen app successfully launched, providing members with easy access to career and legal advice, mentoring, courses, and discounts. The custom icons and cohesive design system received positive feedback for enhancing the user experience and maintaining a professional look and feel.

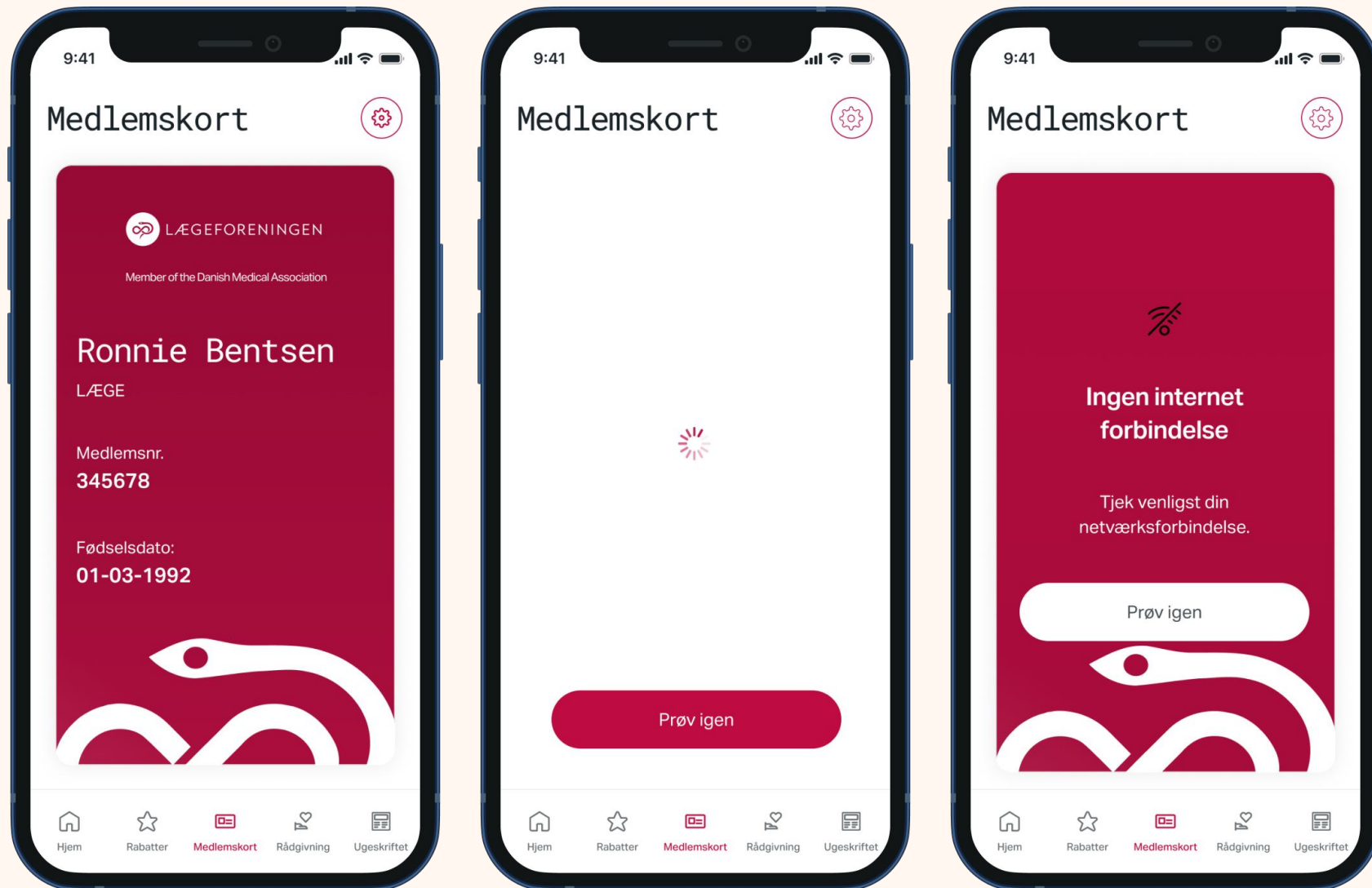


Lægeforeningen



Home and Counseling

Lægeforeningen



Medlemskort

Lægeforeningen

Design Process

1. Research and Discovery

To understand the needs of Lægeforeningen's members, we conducted:

User Interviews: Engaged with a diverse group of doctors to understand their daily challenges, needs, and how they would use the app.

2. User Experience (UX) Design

User Personas: Developed personas representing different types of members, such as young professionals, mid-career doctors, and senior practitioners.

User Journeys: Mapped out user journeys to identify key touchpoints and ensure a seamless experience from onboarding to accessing various services.

3. Visual Design:

Wireframes: Created detailed wireframes for each screen, focusing on intuitive navigation and ease of access to key features.

High-Fidelity Mockups: Designed high-fidelity mockups that reflected the association's brand identity, with a clean and professional aesthetic.

Iconography

Custom Icons: Designed a set of custom icons for different services (e.g., career advice, legal advice, mentoring, courses, and discounts) to ensure clarity and visual appeal.

Consistency: Ensured all icons followed a consistent style and adhered to the brand guidelines.

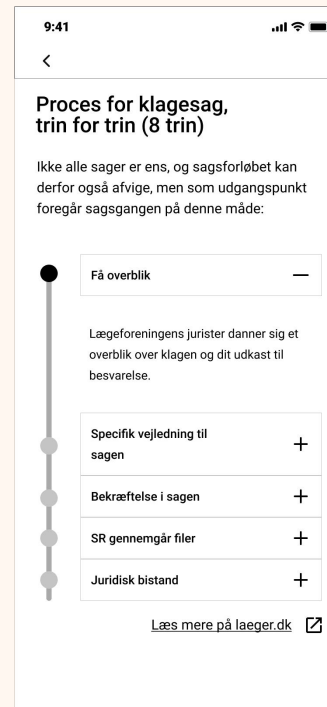
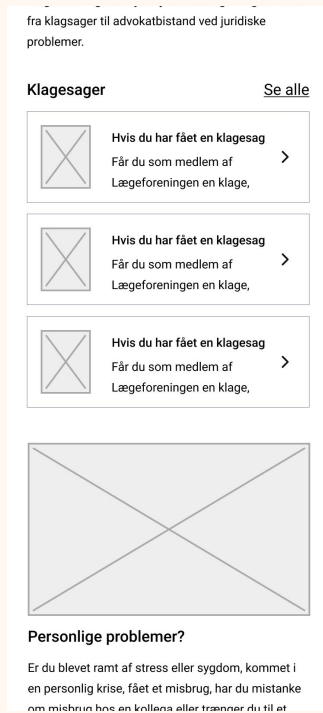
Design System

Colour Palette: Developed a colour palette that aligns with Lægeforeningen's branding, ensuring accessibility and visual harmony.

Typography: Selected fonts that are professional and easy to read on various devices.

Components Library: Created a comprehensive library of UI components (buttons, forms, cards, etc.) to ensure consistency and efficiency in the design process.

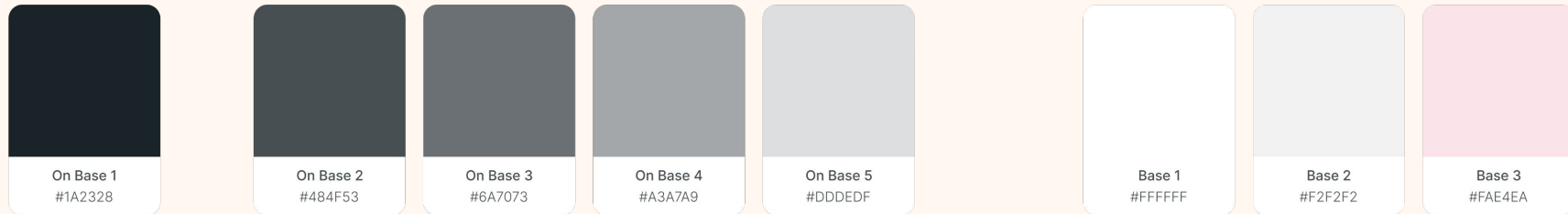
Lægeforeningen



Wireframes

Lægeforeningen

Neutral colors



Primary color with extended palette



Icons



Design System

4. Prototyping and Testing - Interactive prototypes

Developed interactive prototypes using Figma to simulate user interactions and gather feedback from stakeholders and users.

Usability Testing:

Conducted usability testing sessions with a sample group of doctors to identify pain points and gather insights on the user experience.

Iterated on the design based on feedback to improve usability and overall satisfaction.

5. Development Handoff

Created detailed design documentation and assets for the development team.

Collaborated closely with developers to ensure accurate implementation of the design and adherence to the design system.

Taxa 4 x 35

UI/UX

Colour Theory

Iconography

Design System

Taxa 4 x 35 App Redesign

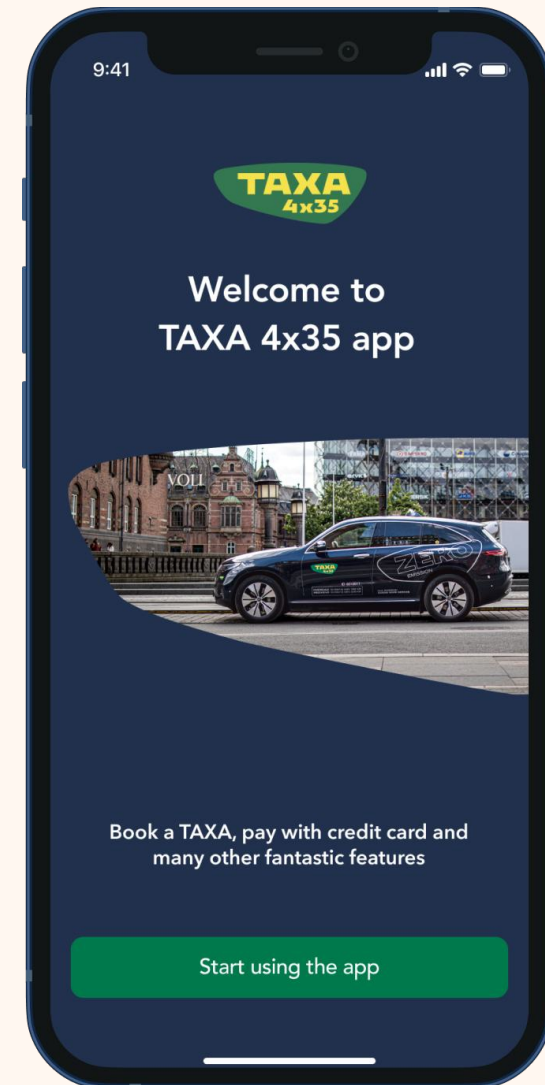
Role: Product Designer

Project Brief

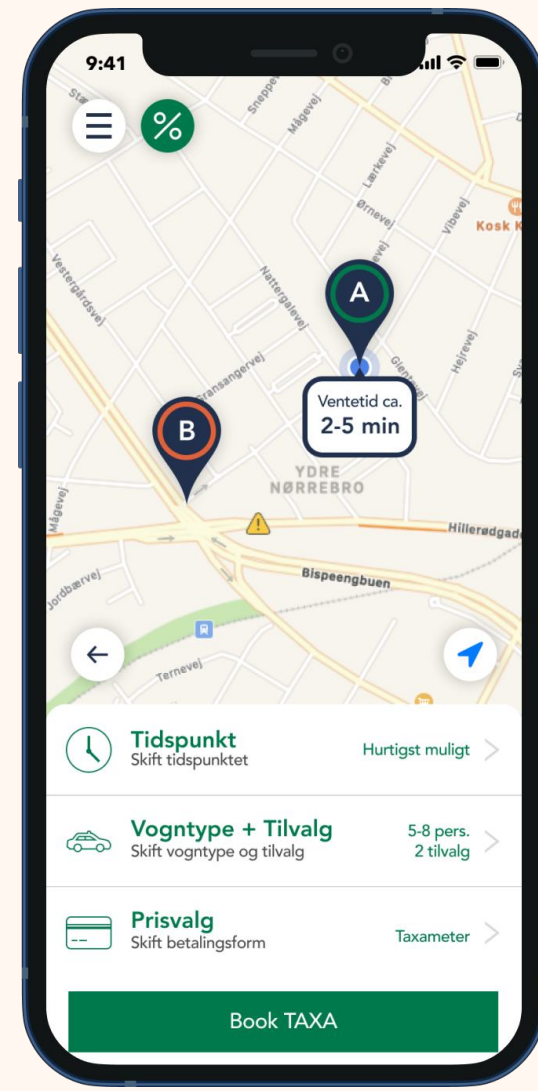
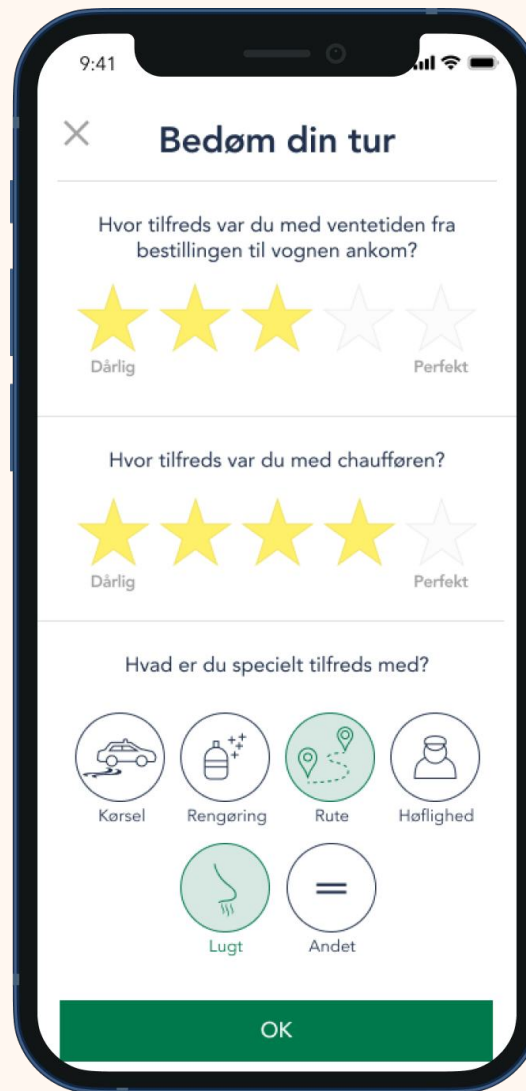
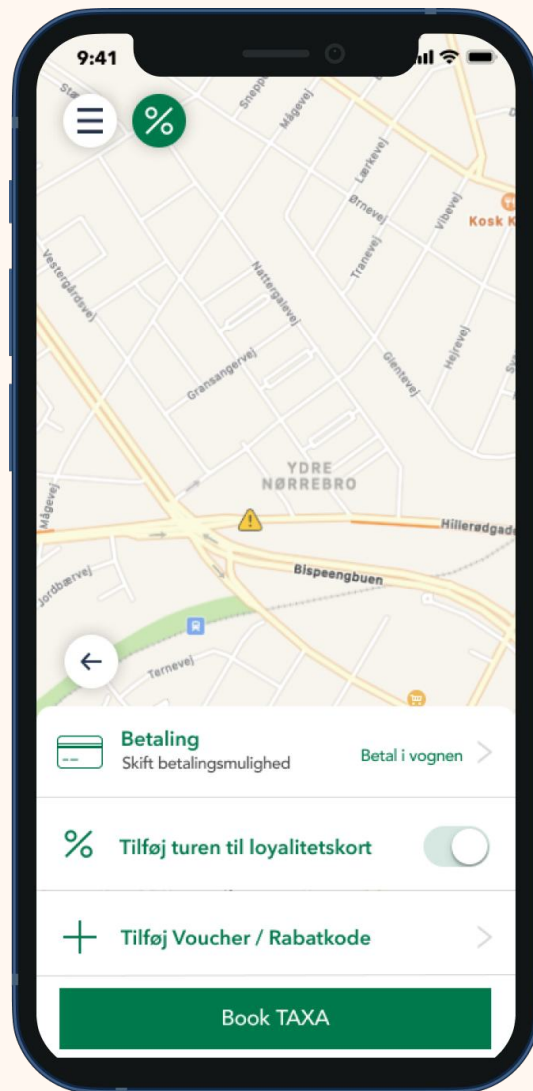
Taxa 4 x 35, initially sought suggestions for a comprehensive redesign of their app to enhance user experience and modernise the interface. However, the project scope was later refined to focus on updating the app's icon designs and tweaking the colour palette to improve visual appeal and usability.

Outcome

The updated icons and colour tweaks resulted in a fresher, more modern look for the taxi company's app. User feedback highlighted improved recognition of key features and enhanced readability, leading to a more enjoyable user experience.



Taxa 4 x 35



Home and Counseling

Design Process

1. Initial Analysis

Current State Evaluation: Conducted a thorough evaluation of the existing app to identify areas for improvement in iconography and colour usage.

User Feedback: Reviewed user feedback and app store reviews to understand common pain points related to the app's visual elements.

2. Icon Design

Research and Inspiration: Analysed iconography trends in the transportation and travel industries to gather inspiration.

Studied competitor apps to understand the standard practices and identify opportunities for differentiation.

Design Execution

Custom Icons: Designed a new set of custom icons for key features such as booking, tracking, payment, and profile management.

Consistency: Ensured all icons followed a cohesive style that aligned with the company's branding and improved recognition.

3. Color Tweaks

Current Palette Analysis: Evaluated the existing colour palette for contrast, accessibility, and overall aesthetic.

Identified colours that required adjustments to enhance readability and visual hierarchy.

Palette Refinement:

Primary and Secondary Colours: Tweaked primary and secondary colours to create a more vibrant and modern look while maintaining brand identity.

Accessibility: Ensured all colours met accessibility standards for contrast, improving the app's usability for all users.

UI Components: Applied the updated colors to various UI components such as buttons, navigation bars, and backgrounds to ensure consistency.

Vitality

UI/UX

App Design

Engagement Strategy

User Flows

Health and Activity App for Vitality

Role: Product Designer

Project Brief

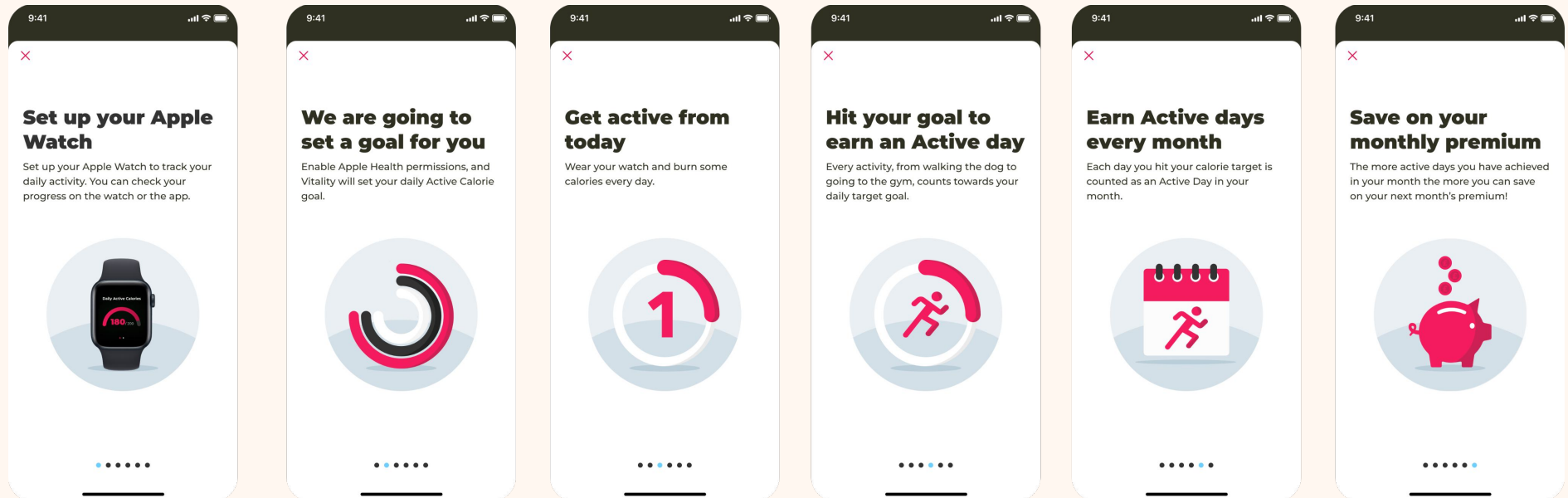
Vitality wanted to create an app that encourages users to lead a more active lifestyle by offering discounts on their life insurance. The app needed to track physical activities, provide health tips, and offer rewards for achieving fitness milestones.

Outcome

The health and activity app was successfully launched, with users reporting increased motivation to stay active and positive feedback on the app's design and functionality. The client observed a notable increase in user engagement and a positive impact on life insurance policy discounts.



Vitality



How Vitality works (Rerun onboarding)

Design Process

1. Research and Discovery

To understand user needs and motivations, we conducted:

Market Research: Analysed existing health and fitness apps to identify popular features and user engagement strategies.

User Surveys: Gathered insights from potential users about their fitness habits, motivations, and preferences for rewards.

Desktop Research

2. User Experience (UX) Design

User Personas: Developed personas representing different user groups, the active that doesn't need motivation, those that needs motivation and those who downloads the app and never uses it. Defined their goals, pain points, and preferred features to tailor the app experience.

User Journeys:

Mapped out user journeys to identify key touch points and ensure a seamless experience from onboarding to achieving fitness milestones and receiving discounts.

3. Visual Design - App interface

High-Fidelity Mockups: Designed high-fidelity mockups that reflected the brand's identity, with a clean and motivating aesthetic.

Apple Watch Screens - Designed mockups of the Apple Watch integration of the app.

4. App Features

Activity Tracking: Integrated with wearable devices and smartphones to track various physical activities such as steps, cycling, and workouts. Provided visual representations of users' progress and activity history.

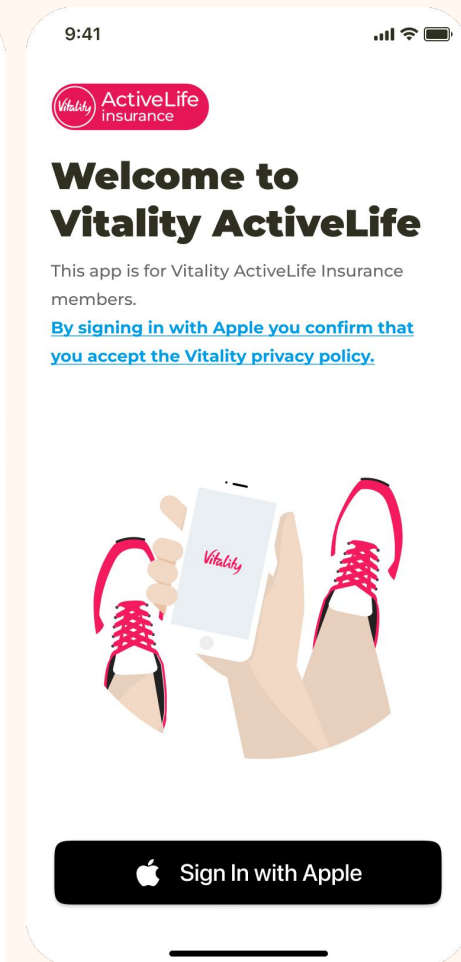
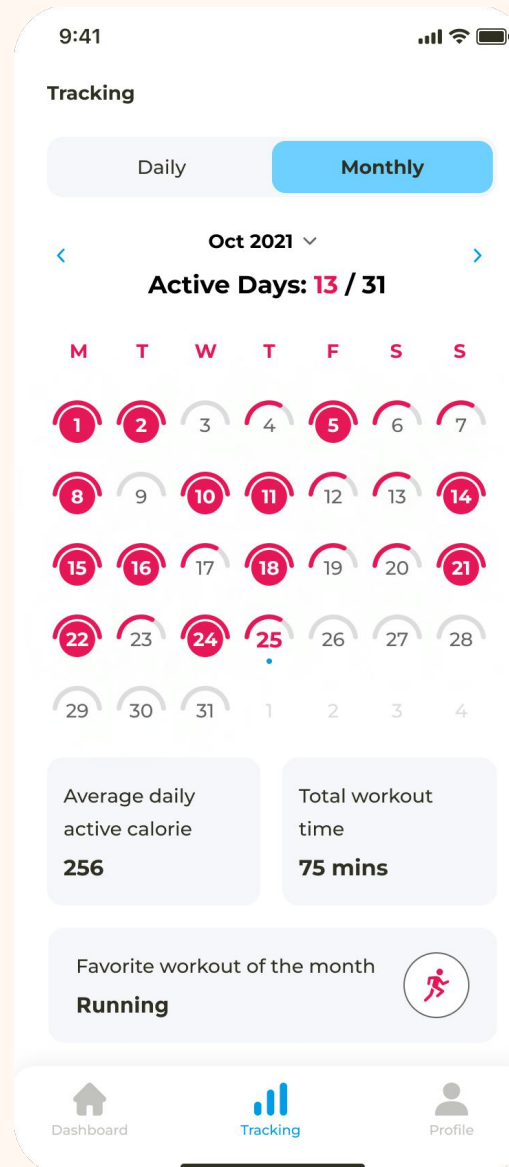
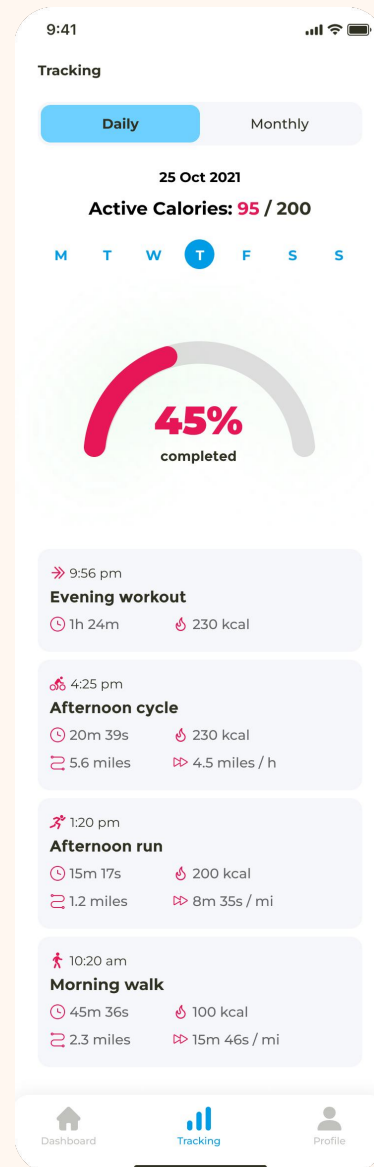
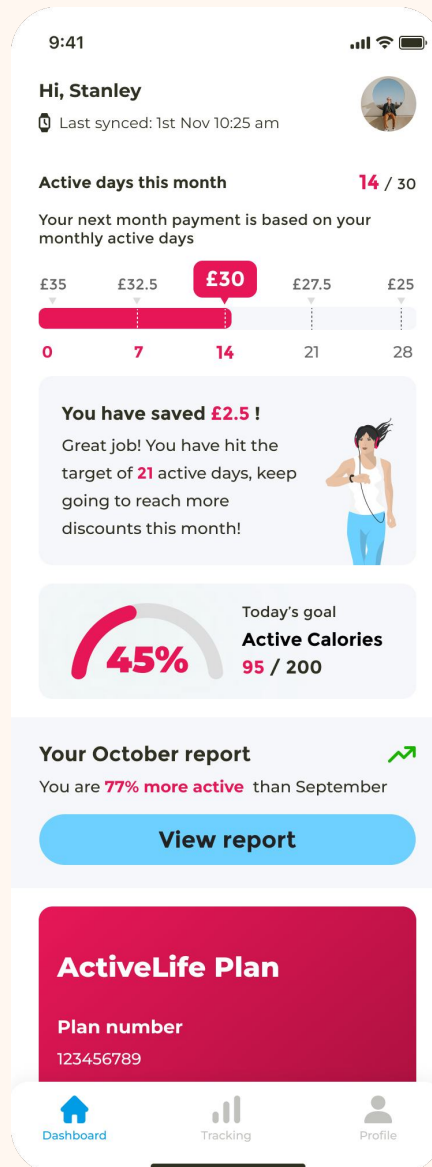
Health Tips and Challenges:

Delivered personalised health tips and fitness challenges to keep users engaged and motivated. Included social features that allow users to compete with friends and share achievements.

Rewards System:

Developed a rewards system where users earn points for completing activities and challenges. Points can be redeemed for discounts on life insurance premiums and other benefits.

Vitality



Home and Tracking Screens

Vitality

9:41

< Profile

Contact Us

Hi Stanley,

How can we help you?

What do you need help with

Active Days

Description 140/1000

Hi, I recently updated my iOS software and can see that my activities are no longer being tracked. I checked step 4 of the troubleshooting guide online, and removed Apple Health from my 'Data Sources & Access' page. But it is still not working.

Add Attachment

Send

Thank you for getting in touch!

We appreciate you contacting us. One of our colleagues will get back in touch with you soon!

Have a great day!

Done

9:41

< Profile

and can see that my activities are no longer being tracked. I checked step 4 of the troubleshooting guide online, and removed Apple Health from my 'Data Sources & Access' page. But it is still not working.

Add Attachment

Send

Format not supported

We only support .png, .jpg, .jpeg. Please try uploading the image again.

Retry

Upload later

Exceeded maximum file size

A file you are trying to upload exceeds the maximum file size.

Retry

Upload later

Are you sure?

Are you sure you want to remove this attachment?

Remove attachment

Cancel

Vitality

15 day streak



Today's Active Calories **250/570**

Last Updated: 20 Mar 13:47

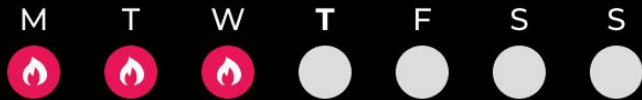
0 day streak



Today's Active Calories **250/570**

Last Updated: 20 Mar 13:47

15 day streak



Today's Active Calories **250/570**

Last Updated: 20 Mar 13:47



GEMS

UI/UX

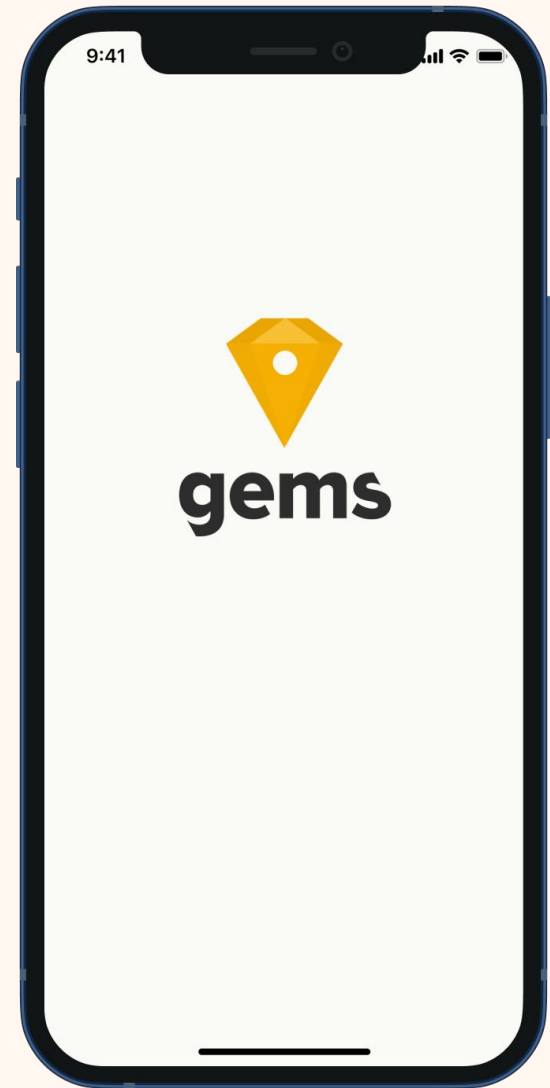
App Design

Travel "GEMS" App Design

Role: Lead Designer

Project Brief

The client wanted to create an exclusive travel app that showcases hidden "Gems" at various travel destinations. Access to the app is restricted and can only be granted via an invitation code. Users can discover location-based gems, write reviews, post them on their private profiles, share them with friends, and create lists of places to visit.



“Drop Off” Pile and create groupings (themes) .

accessibility of the design and especially on the map - it may not be enough with just colors

Typography - the use of fonts and the tone of voice for the app

Create a clear system and patterns on how the app works - example: consistent in how buttons with same function are located in the app

app looks great so far; **pictures are too big** at the moment, doesn't look as if you are not able to scroll down

should be easy to use, clean and should be more relaxed

Simplify Screens

branding...how to best convey what the app's message is

Branding could be looked over to better clarify Gems

competitor research now that the app is becoming more social

Communication and check-ins - aligning on each stage of the project

alignment on how we approach features for the app and how that should be...how we progress in a structured way

good collaboration: nice to sit together and do these sessions and sit together, once a week for at least 5 mins to keep communication

stickiness: how are we creating this; why would users come back to the app

gamification aspect;

Users - invite only after the MVP; cap on shares - not allowed to invite a lot of people. **Sense of exclusivity**

business plan: we will move towards this where we will **focus on business owners**; this is not defined yet (could be **NPS**, invite only,

travel app moved to social app

Friends sharing experiences

AFTER THE MVP

Gems will be

- By invitation only
=> Waiting list to enter the app (By invitation only)

Must able to see

- Who invited who
- Social layers (1st – 2nd – 3rd)

Search

- Based on location
=> i.e. who of my friends have been in Bangkok => list with Friends and when they been there

Create scarcity

- ie after 5 posts or 5 likes you are able to invite 2 friends by ie WhatsApp

Subscription

- 6 maanden free, than pay ie EUR 1 per month

Gems

Design Process

App Interface

Wireframes: Created detailed wireframes for key screens, focusing on intuitive navigation and easy access to location-based features.

High-Fidelity Mockups: Designed high-fidelity mockups with a visually appealing and modern aesthetic that encourages exploration and sharing.

Custom Icons

Designed a set of custom icons for various features such as discovering gems, writing reviews, and managing lists.

Color Palette and Typography:

Developed a color palette that reflects a sense of adventure and discovery.

Selected fonts that are modern and easy to read, ensuring clarity and consistency across the app.

Key Features

Invitation-Only Access:

Designed a secure and user-friendly onboarding process requiring an invitation code for access to the app.

Location-Based Gems:

Integrated GPS functionality to display hidden gems based on the user's location.

Created a map view and list view for users to explore nearby gems.

Review and Profile Management:

Enabled users to write reviews, add photos, and post them on their private profiles.

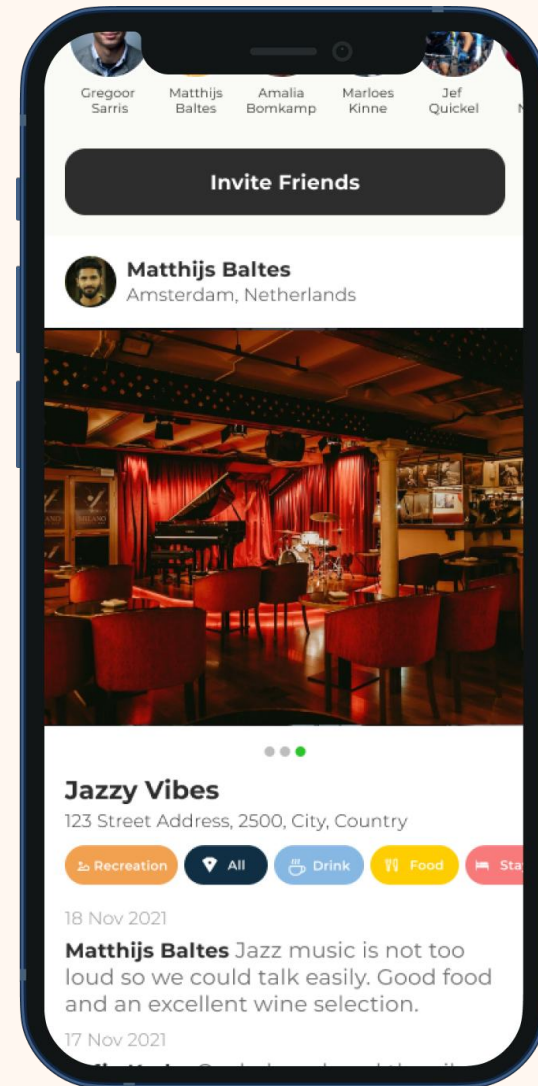
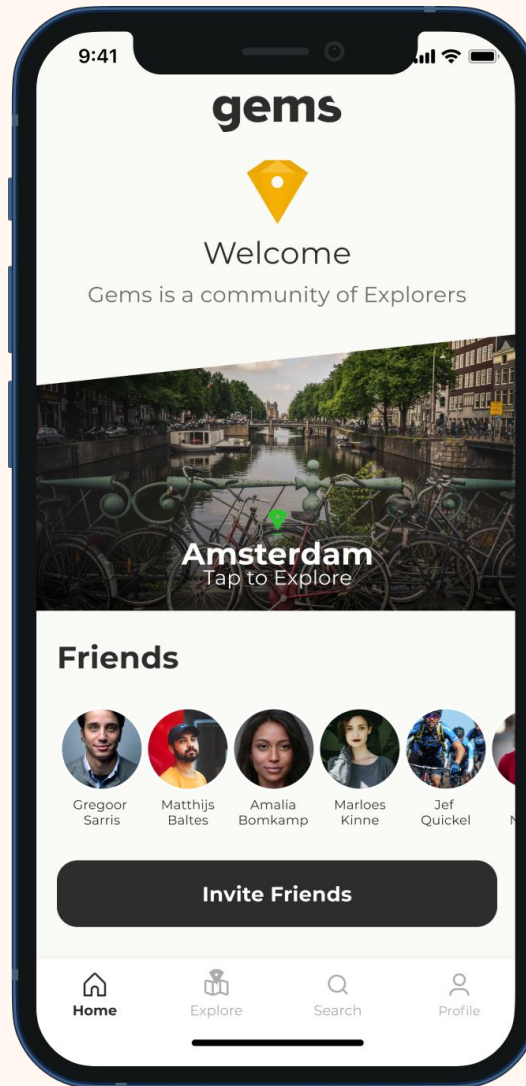
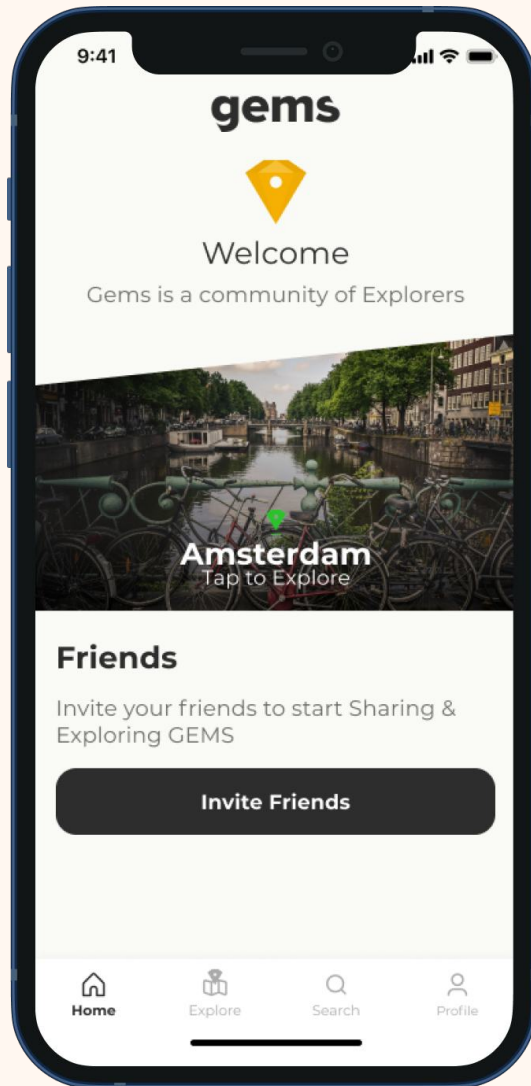
Designed profile pages to showcase users' reviews, favorite gems, and personal travel lists.

Social Sharing and Lists:

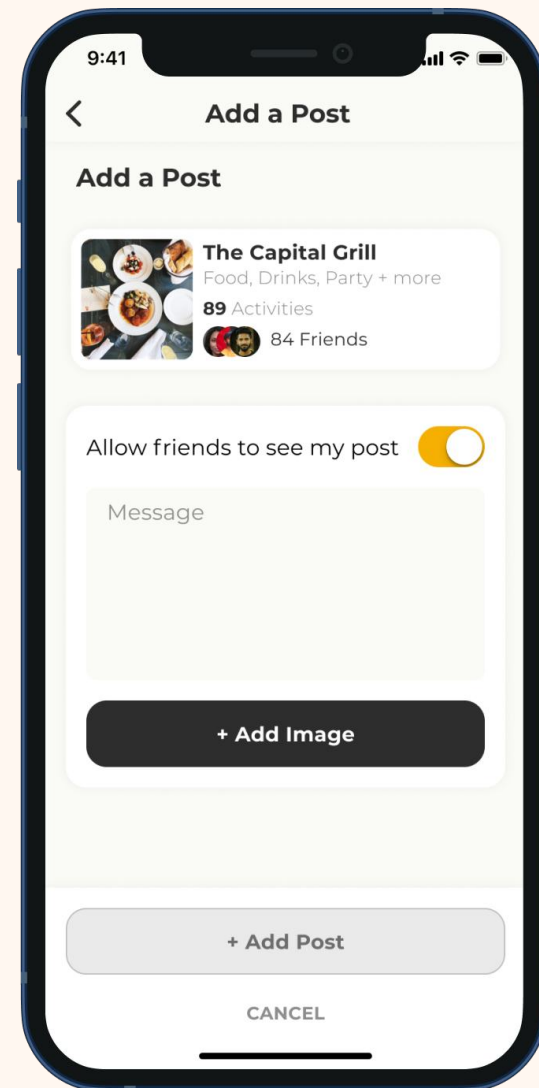
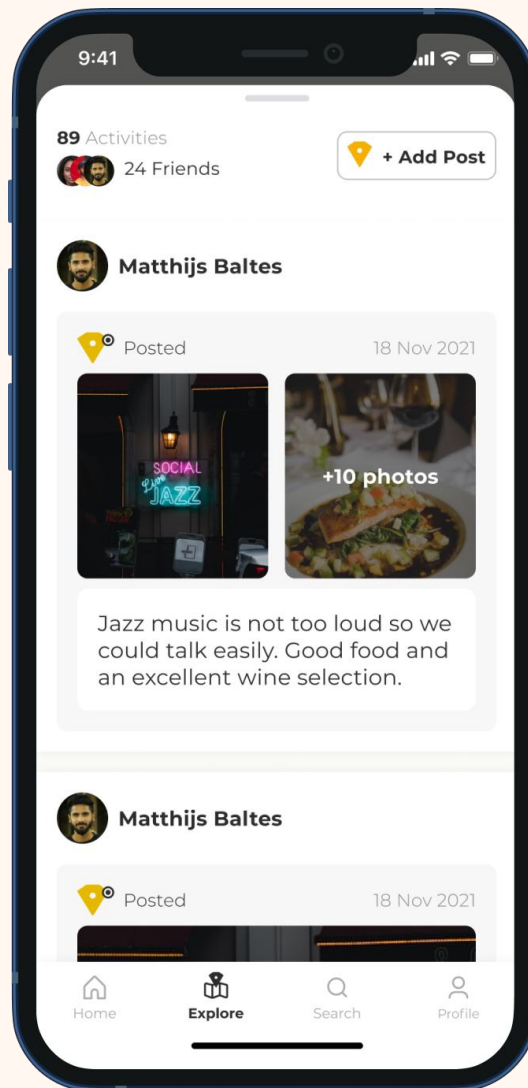
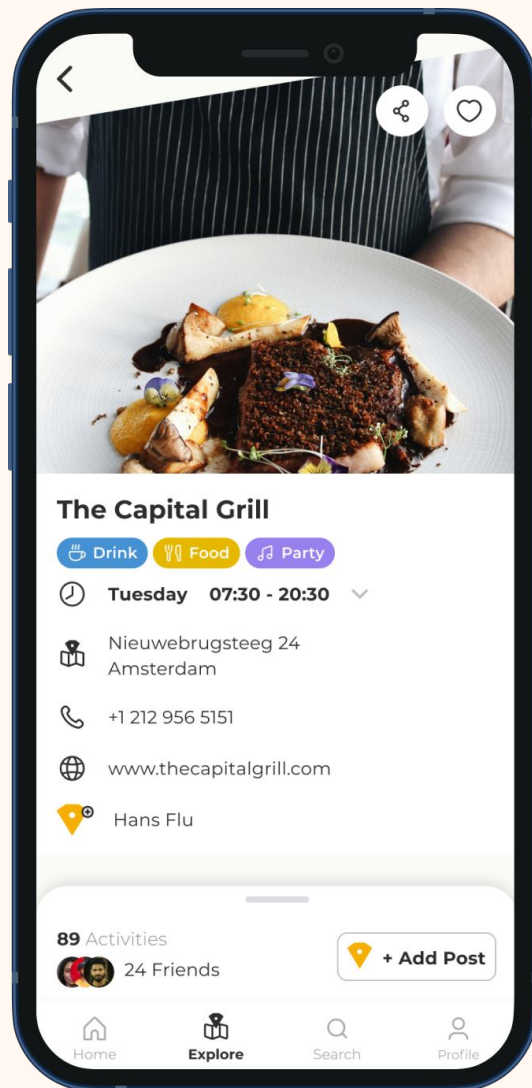
Implemented features for users to share gems and reviews with friends via the app.

Designed list management functionality allowing users to create and share lists of places they want to visit.

Gems



Gems



NewcastleGateshead Initiative

UI/UX

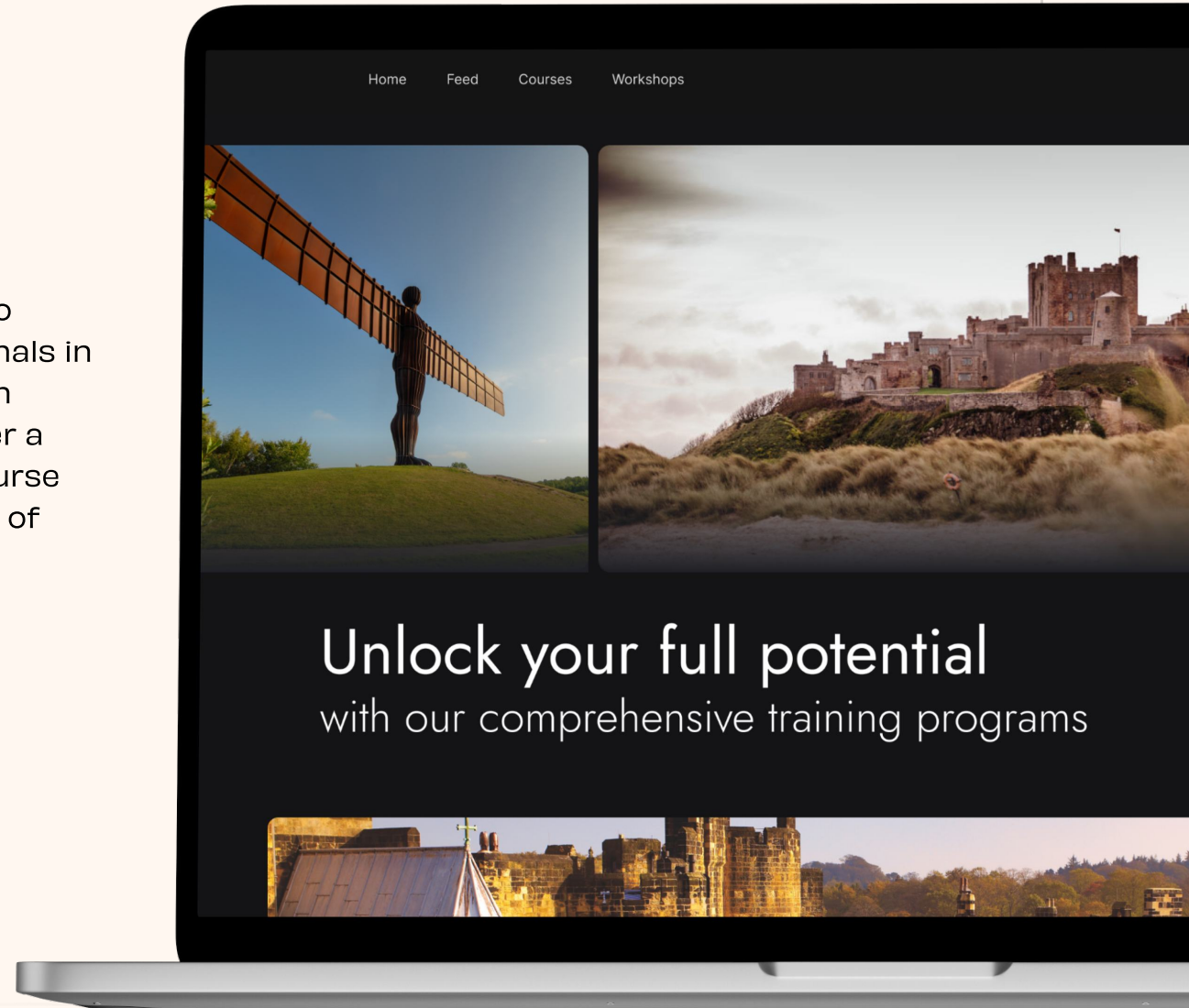
App Design

Pitch for a Tourism Training Website for NGI

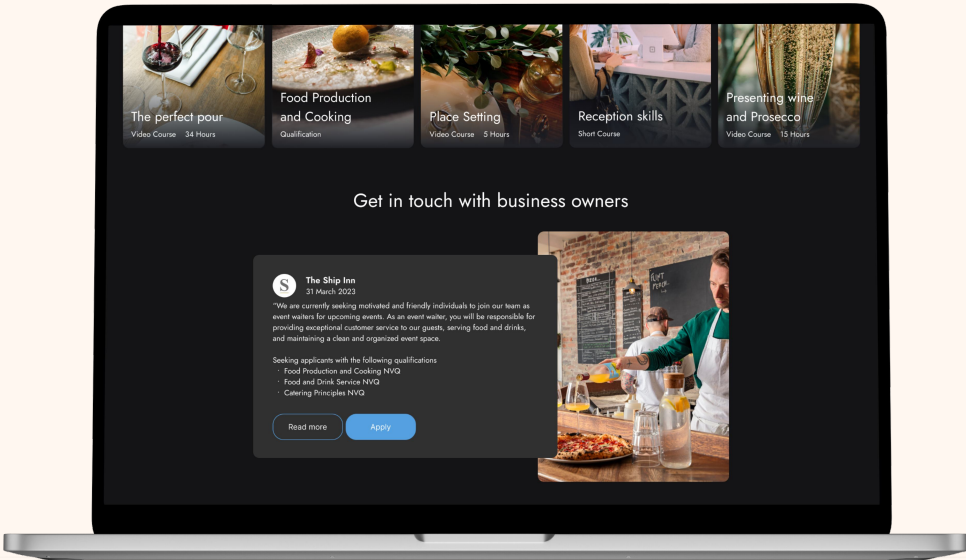
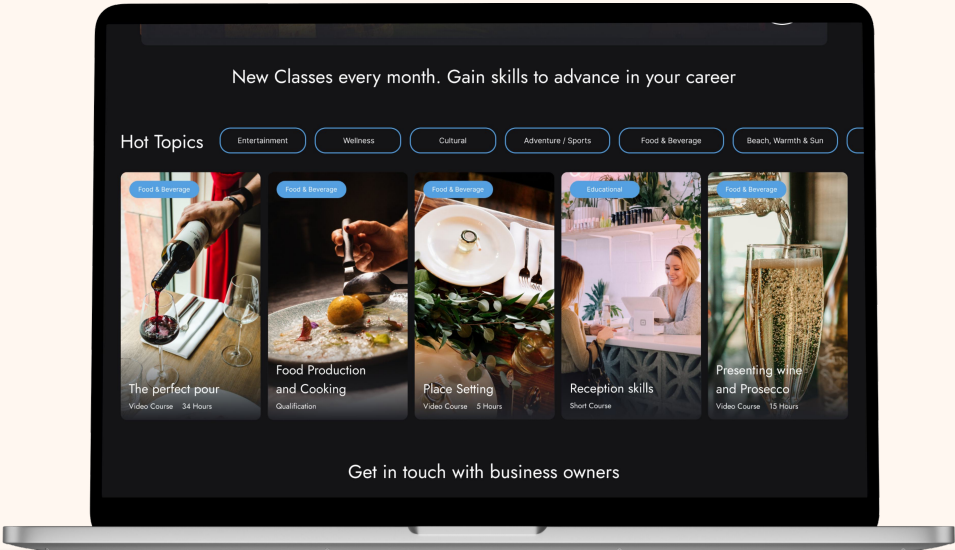
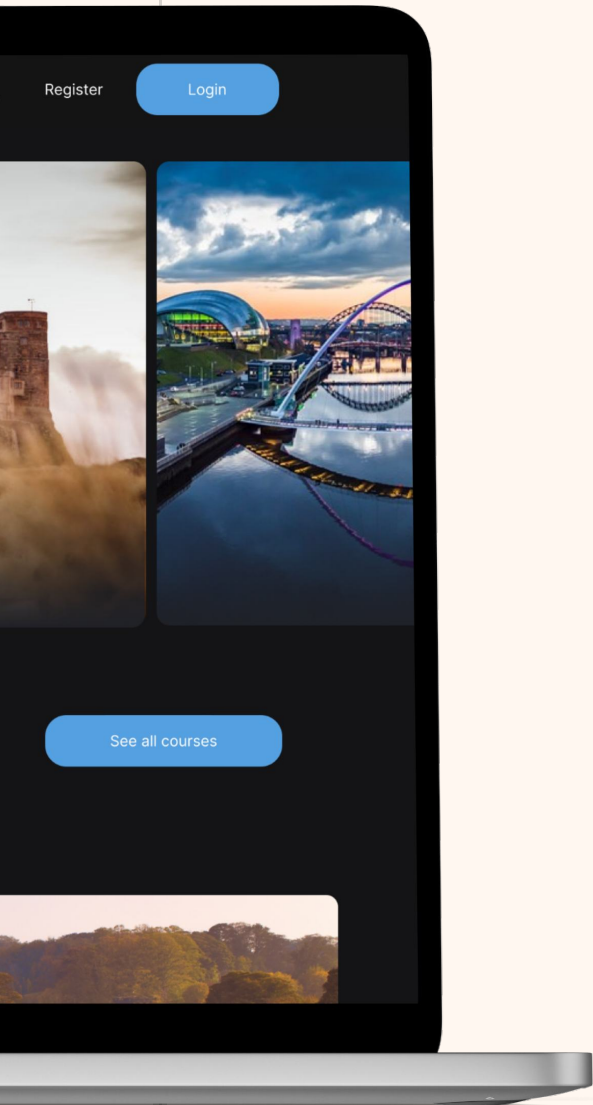
Role: Lead Designer

Project Brief

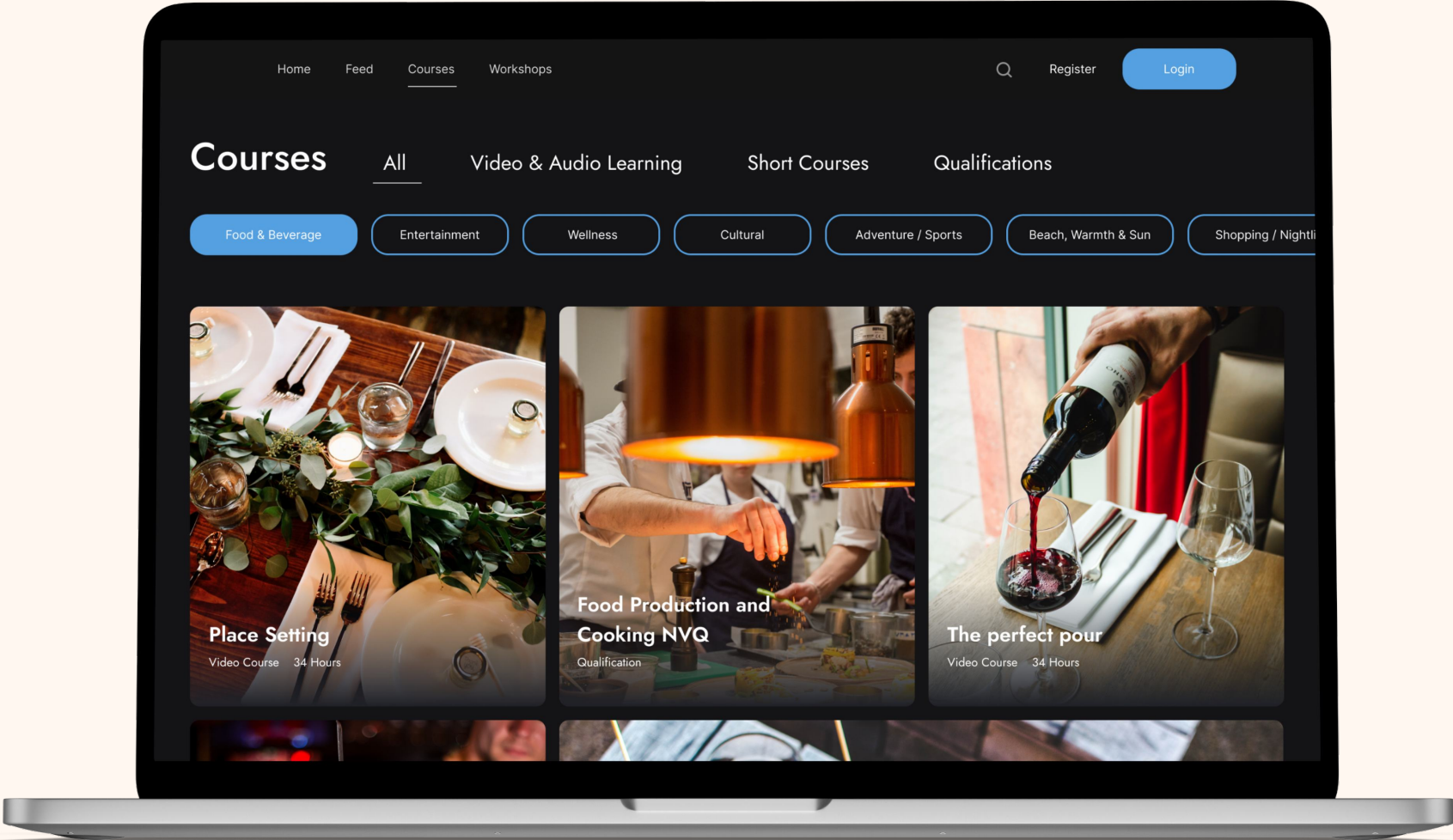
The NewcastleGateshead Initiative sought to create a dedicated website where professionals in the tourism industry can access and enrol in training courses. The website needed to offer a user-friendly interface, a comprehensive course catalog, and resources to enhance the skills of individuals working in tourism.



NewcastleGateshead Initiative



NewcastleGateshead Initiative



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