STX NEXT
python powerhouse

Portfolio

PRODUCT DESIGN

How we can help your product

Product Design Services

STX Next provides support services from the Product Design Team for any project that could benefit from having such support. The team consist of a range of specialists including UX Designers, Graphic Designers and Business Analysts that will share their expertise through a range of deliverables.
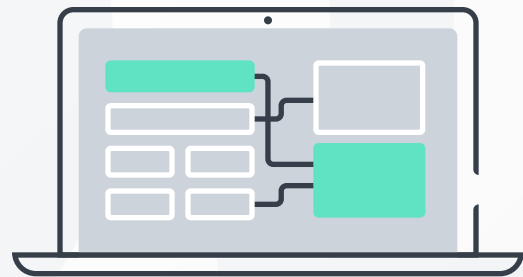
UX DESIGN

Design services bringing the strongest competitive advantage of current digital products - User Experience.

While designing the product we focus on delivering a great overall user experience by focusing on the usability and performance of the product's features. We design the Information Architecture and create Wireframes (from low to hi-fidelity) that map out content and functionality.

VISUAL DESIGN

Creating visually stunning User Interfaces that are appealing to users and boost the overall User Experience.

We work on your product branding, provide web design services and also help you create content. For complex enterprise systems we work using a Design System, making sure to maintain consistency across all products.

PRODUCT STRATEGY

Advising on the Product Strategy to ensure that the product will meet business needs and provide the right functionality for your target group.

We work together with the client to set up the business goals, evaluate market needs, design the business model, establish product features and create the product roadmap, as well as define the MVP.

Product Design Support

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RESEARCH

Making sure that we have enough information to create the best possible product.

We help you perform market research, examine users and competition, analyze benchmarks, discover best practices and take all the necessary steps that will be beneficial for your product.

DATA ANALYSIS

Working on data (not just assumptions) to make important decisions for the future of your product.

We help you establish Key Performance Indicators (KPIs) and choose the metrics that will help you achieve your goals as well as advise you on analytical tools and help you understand the data.
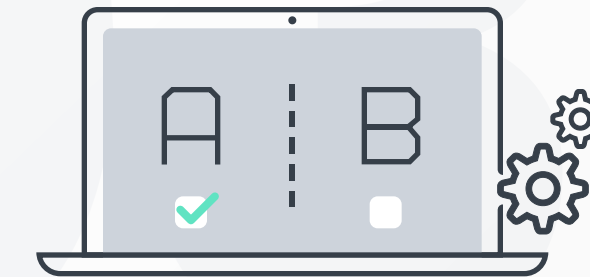
TESTING AND VALIDATION

Making assumptions meet reality in order to adjust the product features and tackle potential issues as soon as possible.

We perform Usability Testing (remote and moderated) before launching a product or feature on the market. We also support clients in validating business and design decisions through a controlled product release process and A/B testing.

Projects

Newable

Fintech application form redesign:
Making finances fairer, easier and more accessible for business.

01
About the client

Newable Business Finance is a joint venture between two leading SME lenders in the UK: Newable Limited and Liberis Limited. Newable is a company that allows business growth by connecting people who want to start or expand business with potential investors.

02
About the project

The procedure of requesting a loan requires a set of actions, including filing out a long form requiring dozens of specific pieces of user data and file uploads. The challenge was to transform the cumbersome application process into an easy, intuitive and efficient experience.
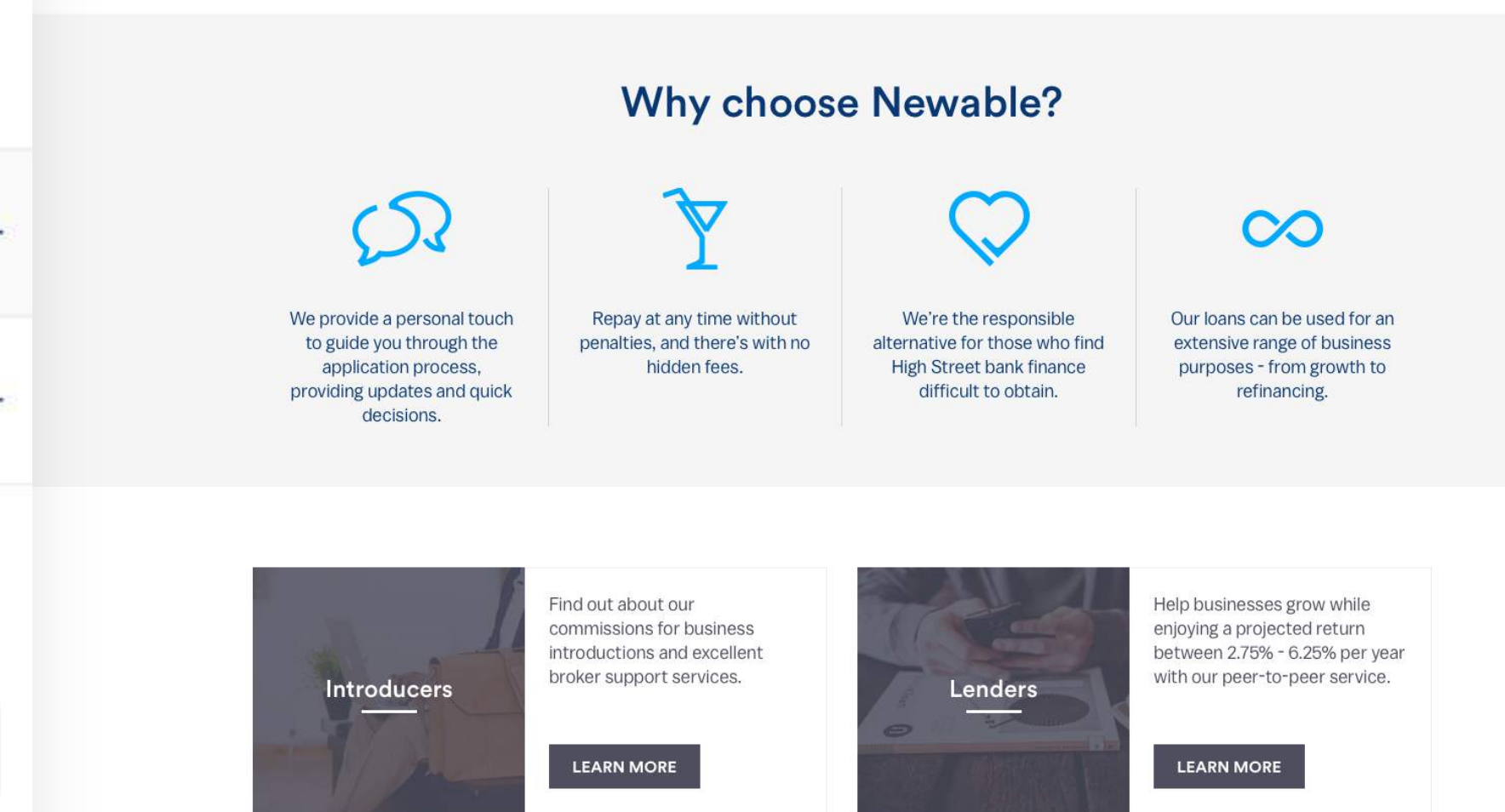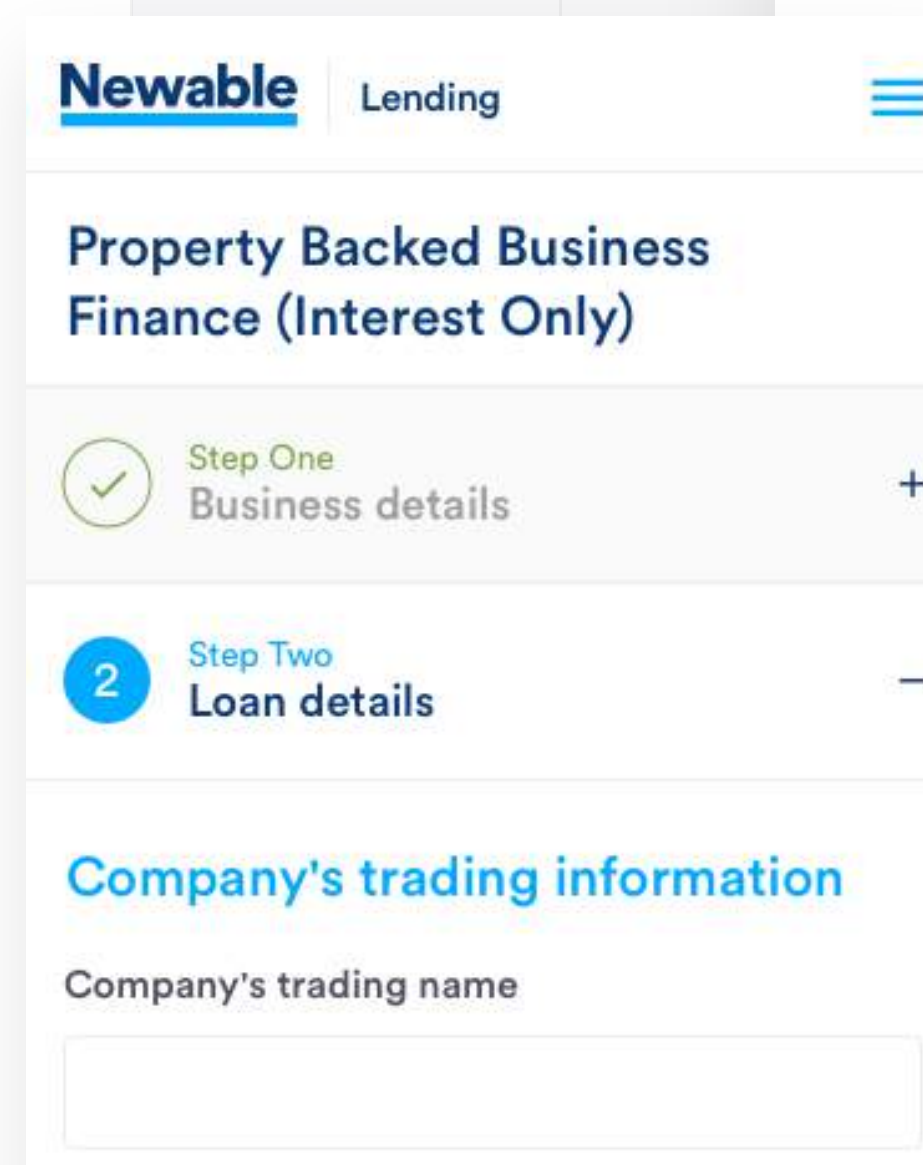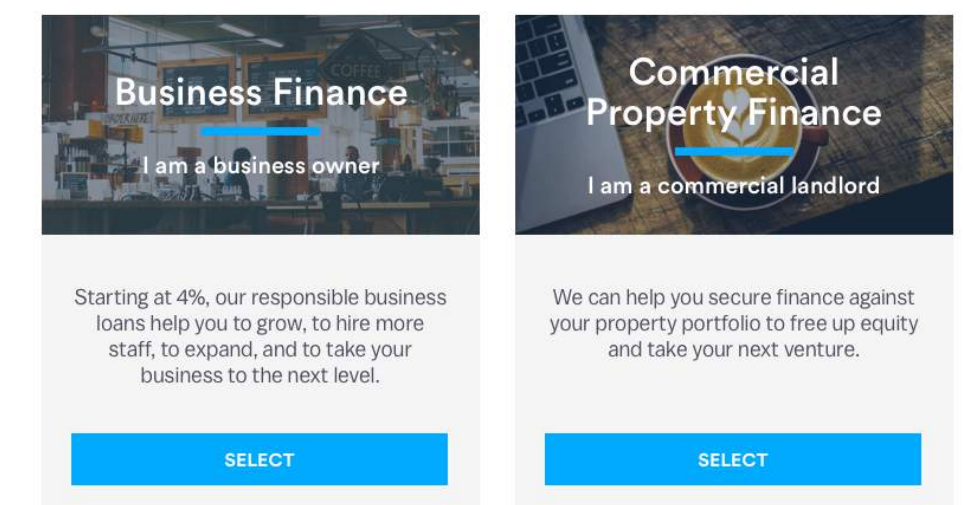
Our scope

Our job was to provide design support for the existing development team. In the process of redesigning the loan application form UX, we performed a usability audit, located the problems, worked with the Product Owner to find the solutions, did the feasibility check, and finally delivered scalable and component-based production designs.
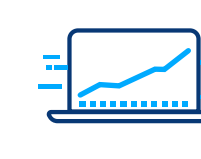
Cooperation Model: Ongoing Design Support
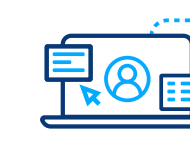
UX Audit

UX/ UI Design

Component Styleguide

Feature Recommendation

Conversion Rate Optimisation

1 UX Audit

It acts as a quick and efficient user experience evaluation of a product to determine its effectiveness to meet the intended experience goals of both the customer and the business. It allows creating a product overview and map of the current application's structure.

2 Feasibility Check

With all the structures mapped, the Product Design team consulted with the dev team to clarify information about the process and to estimate the number of modifications that could be applied to the existing structure.

3 Style Guide

All inputs were compiled in a visual style guide containing specification and design rules for all types of UI elements (inputs, dropdowns, segmented, etc.).

4 UI Design

With a library of UI elements in place, recreating the loan application form structure was like building with Lego blocks. Utilizing white space and introducing a visual hierarchy of elements and sidebar design made the form more readable and usable.

5 Handoff & Implementation Support

A well-structured and deliberate design-development process can be more than helpful in creating a successful product. All visual assets were gathered and exported with descriptions and specifications to ensure the dev team had access to all the necessary information.

Designs

Newable | Lending

Lending

Responsible business loans from 4%. No early repayment fees.

Business Finance

I am a business owner

Newable | Lending

Property Backed Business Finance (Interest Only)

✓ Step One
Business details   +

2 Step Two
Loan details   −

Company's trading information

Company's trading name

Legal name different from trading   (Optional)

| Yes | No |

Company's legal name

< Back to Newable.co.uk   👤 John Smith   Log out

Newable | Lending   My loans   Business Development Zone   Ask Mento

✓ **Step One**
Loan details

② **Step Two**
Business details

③ Step Three
Applicant's details

④ Step Four
Property details

⑤ Step Five (Optional)
Your plans for the business

⑥ Step Six
Required documents

Property Backed Business Finance (Interest Only)

Company's trading information

Company's trading name

Company's trading name   (Optional)

| Yes | No |

Company's trading name

Company's trading name   (Optional)

Help text

Company's trading name

| Input | Input | Input |

Company's trading address

(Optional)

Company's trading name

Input

Help text

Company's trading name

Input

Company's trading name

Input

Company's trading name

Input

Company's trading name

Input

Design Insight

01
Design Guide

Creating a consistent collection of components supported by clear specifications ensures effective communication and cooperation between the design and dev teams. The most convenient solution here is a combination of a style guide with a simple form content matrix, allowing any further processes of form building to be completed in a matter of hours. This is especially important when application forms are a significant part of a company website's content.
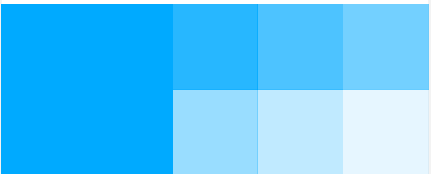
Existing Brand Guidelines

MAIN COLOR
#093875
RGB (9,55,117)

SECONDARY COLOR
#00AAFF
RGB (0,170,250)

FONT COLOR
#4D4E5E
RGB (77,78,94)

FONT COLOR
#4D4E5E
RGB (77,78,94)

Inputs

Company's trading name
Input

Company's trading name
Input

Company's trading name
Input
Help text

Company's trading name
Input
Help text

Company's trading name
Input

Company's trading name
Input
Validation message

Text field with prefix
£ 500,000
Help text

Company's trading name
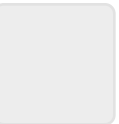Input

Company's trading name
20px Input 12px 12px 46px
Help text   (Optional)
Validation message

Default   Active   Disabled   Validation

Circular Std

Company's trading name
Input   Input   Input
01   January   1990
02   February   1991

AUGUST 2017
S M T W

Crypto Trading Unlocked

About the client

Blocktrade.com is a digital assets management platform for trading digital tokens, including cryptocurrencies and cryptocurrency indices. Aside from currency conversion, the platform also aims to allow easy entry into cryptocurrency trading through a 'stock market' system.

02
About the project

The task was to design both a web platform and a native mobile app that combine sophistication and simplicity, allowing retail users, brokers, professional traders as well as institutional money managers to trade with crypto assets and indices in a thoroughly audited, highly secure way, performing similarly to Nasdaq.
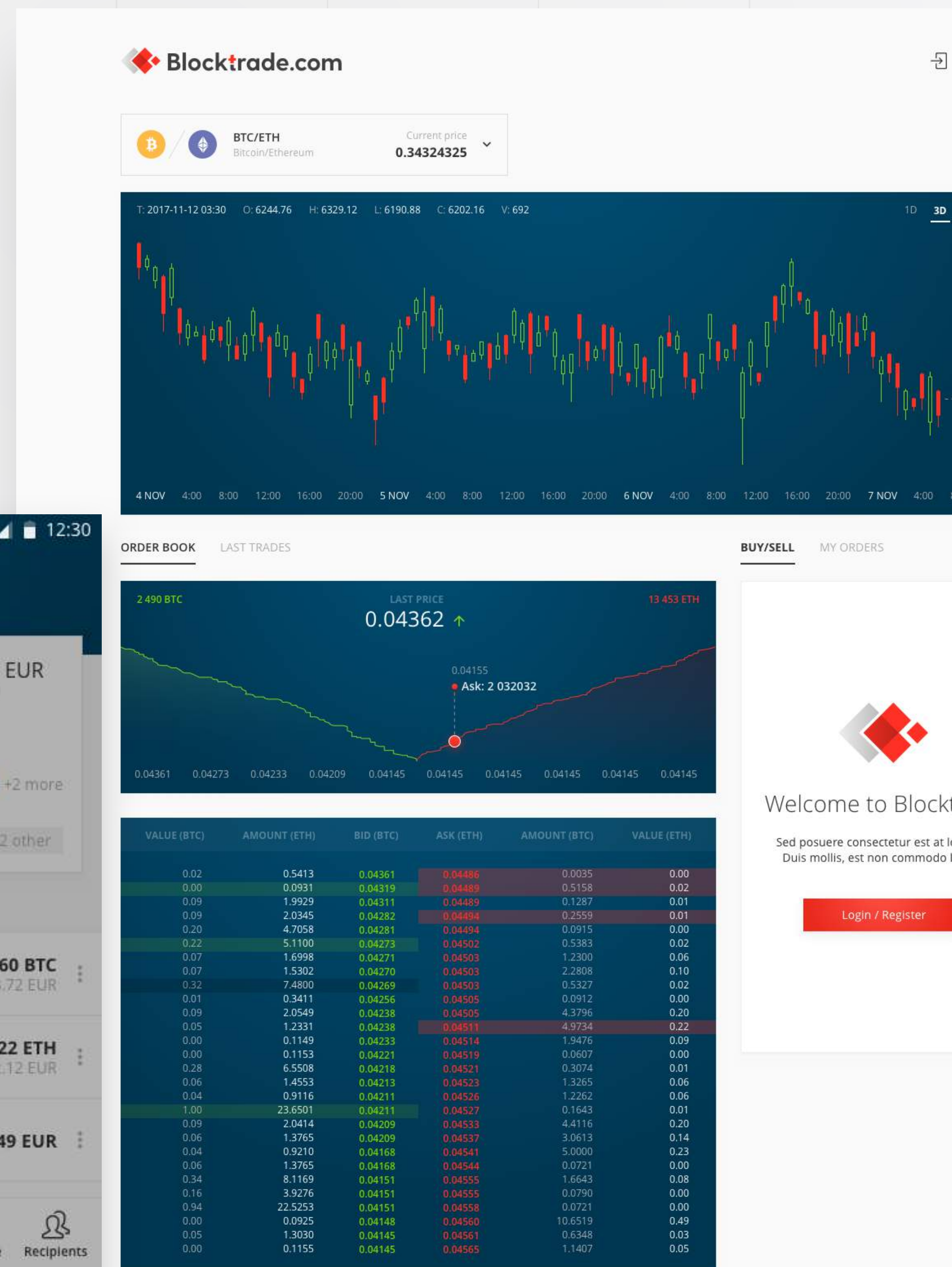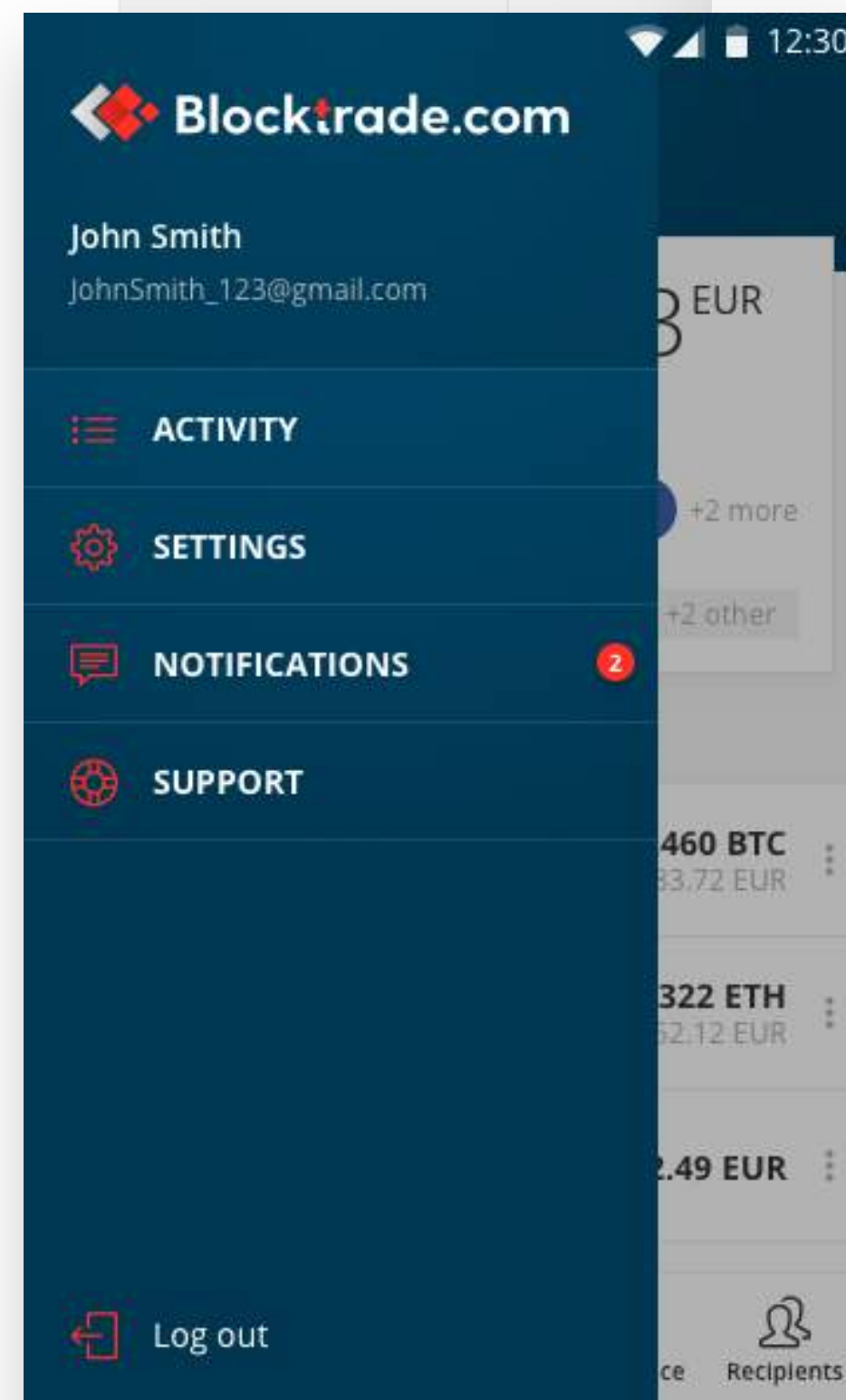
Our scope

From the start, Product Design was responsible for creating the visual concept, working closely with the client's stakeholders and our development team. The client's line of business was challenging, so it was clear to us that we had to do meticulous research on the cryptocurrency market to be able to suggest reasonable and useful solutions. The project also involved a native mobile app, and we had to make sure that the design of this experience would feel native from the very beginning, so we created a new IA and navigation to distinguish it from the web application while maintaining visual coherence between the two platforms.

Cooperation Model: End to End Design Solution

UX/ UI Design

Design Handoff

Web Application Design

Digital Brand Look & Feel

Native Mobile Application Design

Feature Recommendation

1 Understand the Context of Use

Because the design doesn't exist in a vacuum, instead of jumping straight into design activities we needed to understand the context of use and the business needs of the client. We gained this information through a series of discussions with stakeholders and through evaluating the traditional stock trading process.

2 Design to achieve the Synergy Effect

We wanted to take advantage of the synergy effect within the design process. By creating the Blocktrade trading experience based on the client's initial concept on the one hand and utilizing knowledge and experience of the design team members on the other, we were able to do that quickly and effectively.

3 Content Mapping

Based on existing concept sketches provided by the client, we mapped the current user journey and looked for opportunities to decrease cognitive load and improve efficiency. It allowed us to simplify and shorten some of the flows and introduce patterns better optimized for the usage context.

4 Embrace the Modularity

The platform was designed with modularity in mind, ensuring that all components are self-contained and can easily populate screen with their functionality. Each component was designed to handle a vast amount of various data while maintaining consistency across the whole platform by using custom icons combined with simple color-coding.

Web platform

Mobile App

Designing the mobile experience requires a different approach than just scaling down the desktop. That is why we started with a clean slate when planning the Blocktrade mobile experience. We made sure that the whole design feels native from the very beginning, focusing on microinteractions and animations.
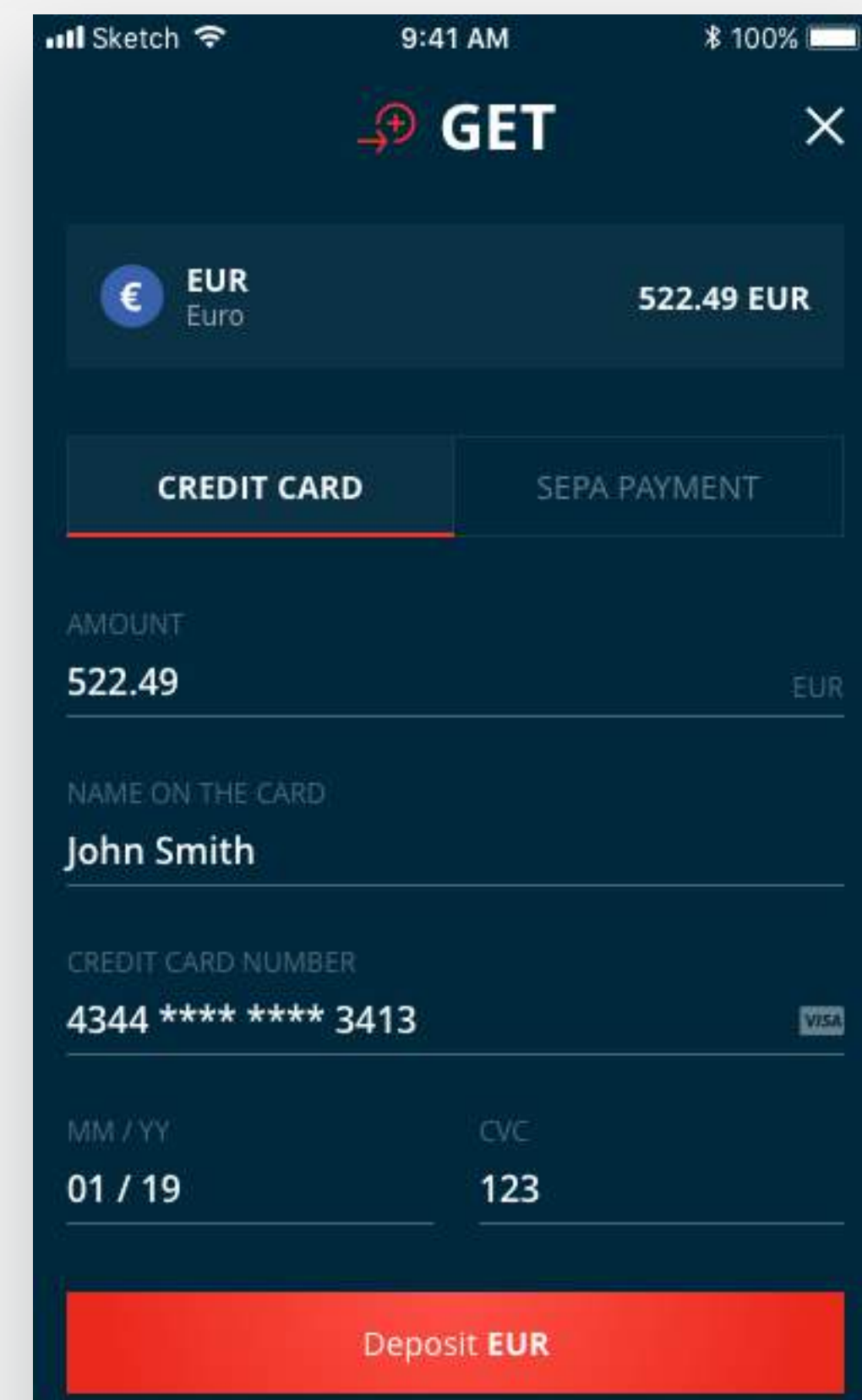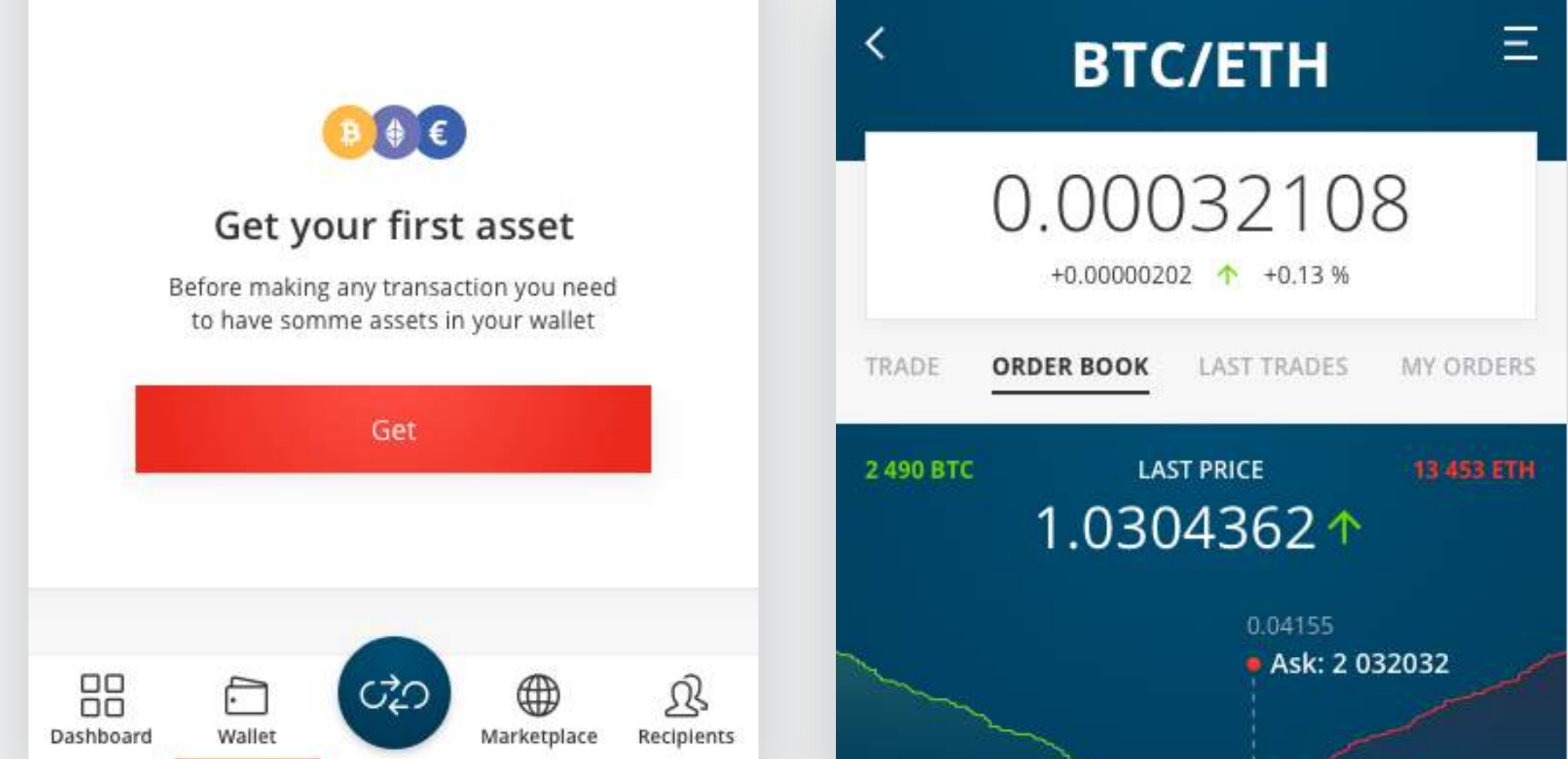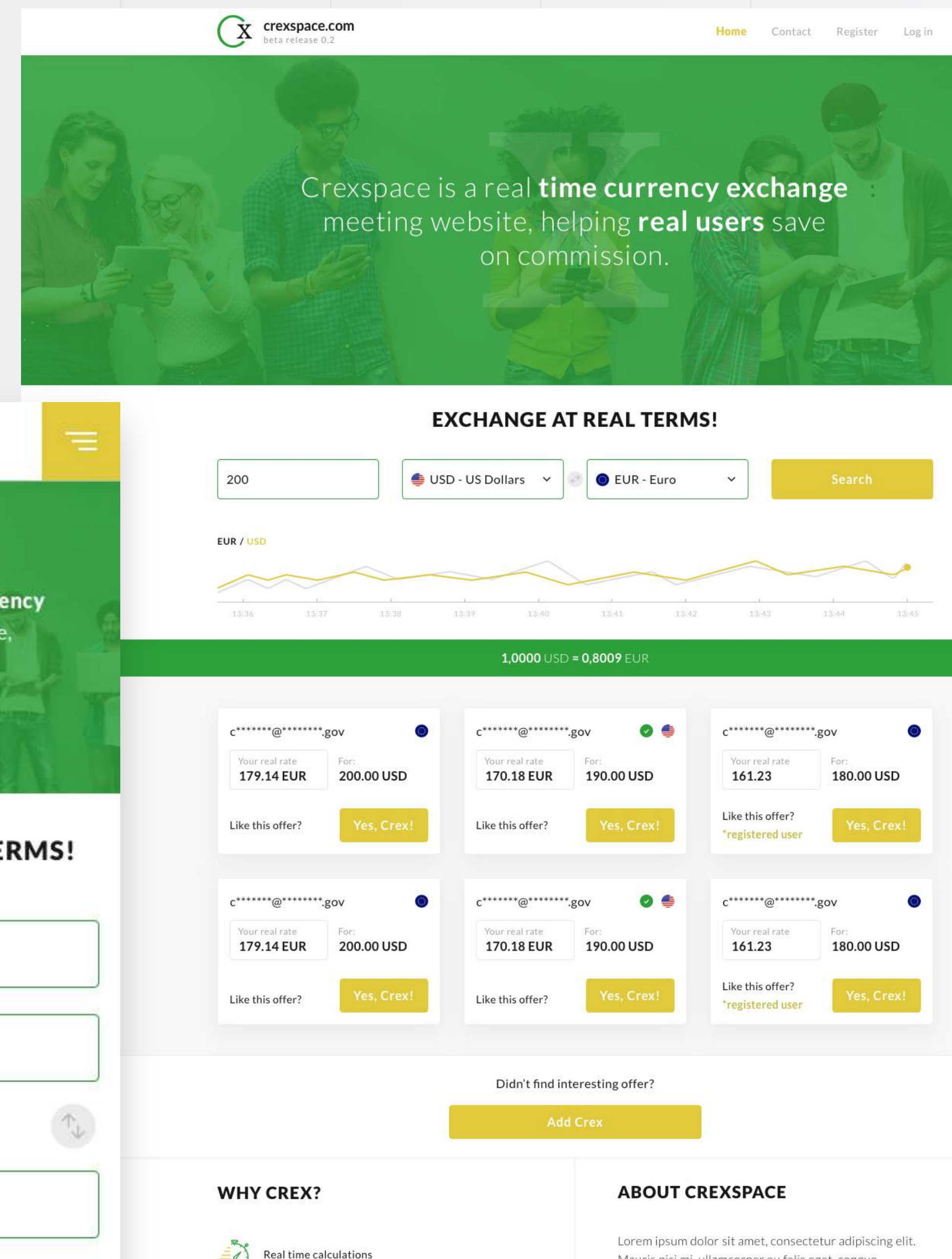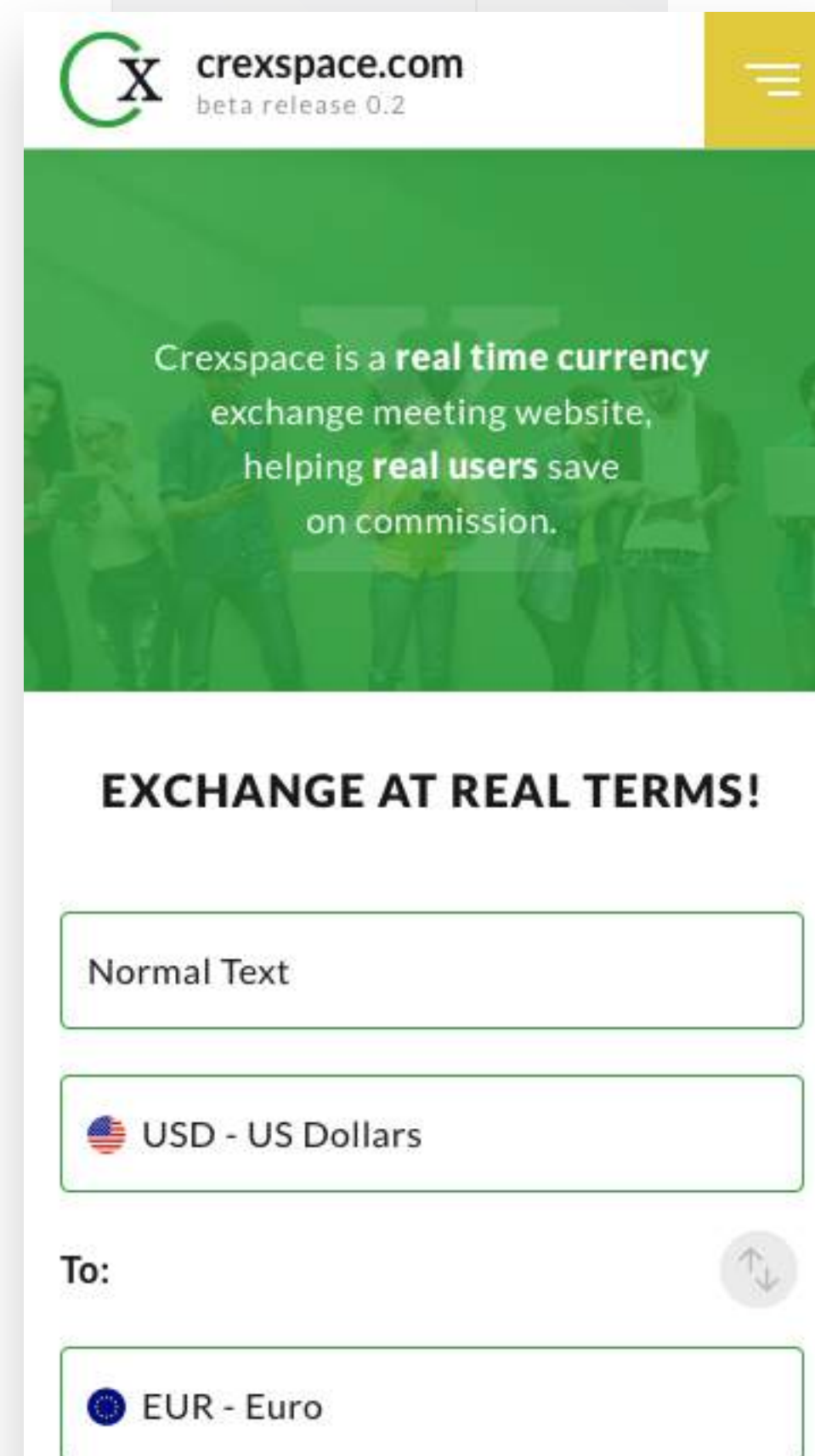
crexspace.com

MVP in 5 weeks exploration

About the client

Crexspace is a real-time currency exchange website for expats workers that solves the problem of high commissions. The product idea is simple and powerful, but the market of fintech companies focusing on exchanging currencies is quite saturated.

About the project

Our goal was to check if the idea had a chance to penetrate the market and if Crexspace could then proceed to "learn by doing." Our primary challenge was the very short timeframe and the ability to refresh currency rates in real time.

crexspace.com
beta release 0.2

Home   Contact   Register   Log in

Crexspace is a real **time currency exchange** meeting website, helping **real users** save on commission.

EXCHANGE AT REAL TERMS!

200   USD - US Dollars   EUR - Euro   Search

EUR / USD

13:36 13:37 13:38 13:39 13:40 13:41 13:42 13:43 13:44 13:45

1,0000 USD = 0,8009 EUR

c*******@*******.gov

Your real rate 179.14 EUR   For: 200.00 USD
Like this offer?   Yes, Crex!

c*******@*******.gov

Your real rate 170.18 EUR   For: 190.00 USD
Like this offer?   Yes, Crex!

c*******@*******.gov

Your real rate 161.23   For: 180.00 USD
Like this offer? *registered user   Yes, Crex!

c*******@*******.gov

Your real rate 179.14 EUR   For: 200.00 USD
Like this offer?   Yes, Crex!

c*******@*******.gov

Your real rate 170.18 EUR   For: 190.00 USD
Like this offer?   Yes, Crex!

c*******@*******.gov

Your real rate 161.23   For: 180.00 USD
Like this offer? *registered user   Yes, Crex!

Didn't find interesting offer?

Add Crex

WHY CREX?

Real time calculations

ABOUT CREXSPACE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nisi mi, ullamcorper eu felis eget, congue

crexspace.com
beta release 0.2

Crexspace is a **real time currency** exchange meeting website, helping **real users** save on commission.

EXCHANGE AT REAL TERMS!

Normal Text

USD - US Dollars

To:

EUR - Euro

Our scope

The core role of Product Design was to figure out a reasonable way to deliver an MVP in 6 weeks. Based on the client's initial concept, we suggested and designed the entire user experience that was then validated and executed. We worked very closely with the client from the start, in the spirit of true partnership, updating each other daily and exchanging regular feedback.

Cooperation Model: End to End Design Solution

Discovery Workshops

Digital Brand Look & Feel

UX/UI Design

Design Handoff

Prototyping

Feature Recommendation

1 Discovery Workshops

We started with evaluating, refining and updating the initial business plan to understand the needs, ideas, and business requirements in this project. We wanted to translate it into a standard, simple language that everyone on the team could understand. The challenge was to avoid making some of the culturally natural assumptions until they could be confirmed or refuted with real data.

2 Prototyping

Thanks to the workshops, we were able to refine the initial concept and improve the initial low-fidelity wireframes containing all the necessary user actions. We decided to create iterative releases and move in steps to higher levels of fidelity, introducing gradual improvements to the content, copy, and usability.
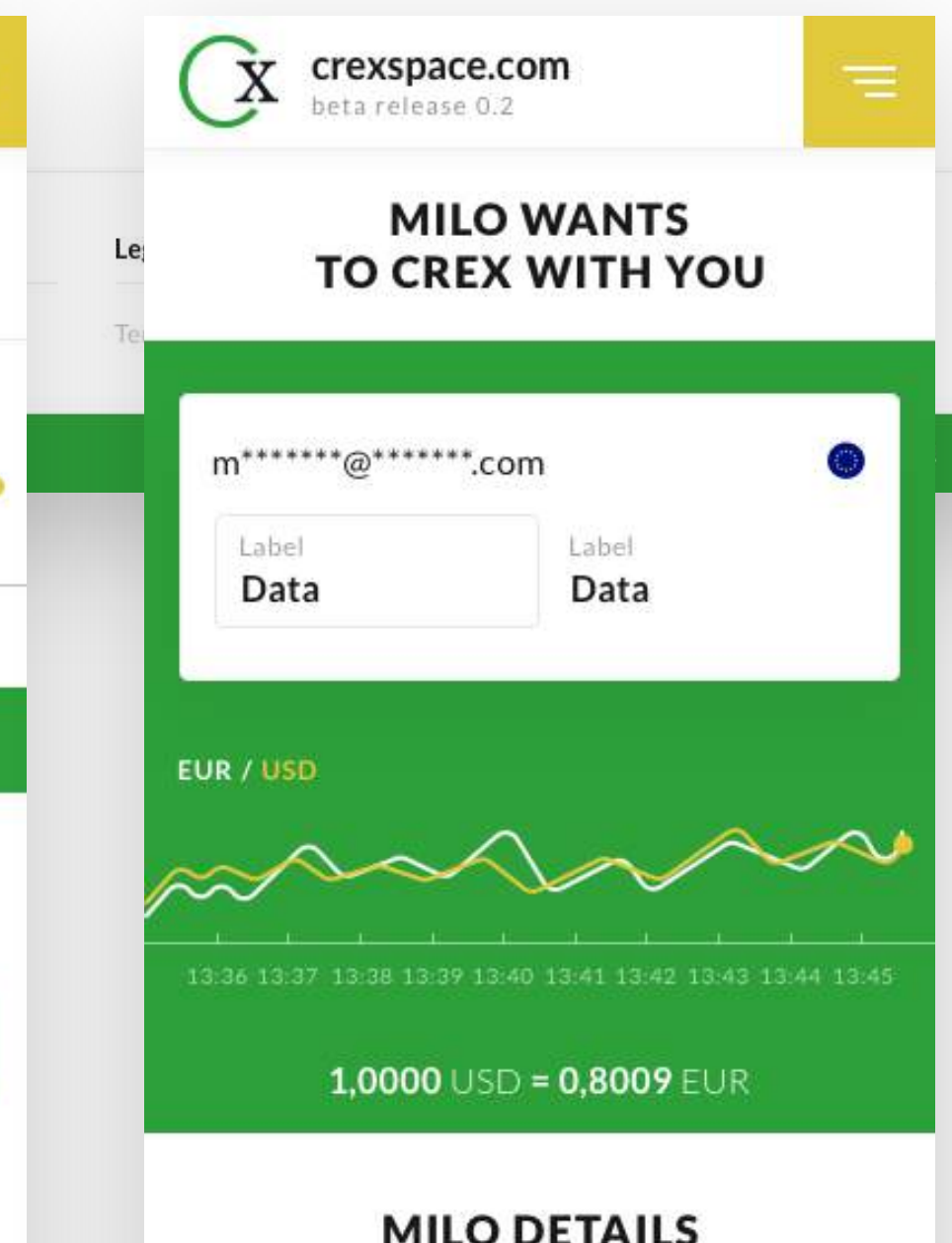
3 Visual Design

Once we confirmed that the wireframes and content were doable from the development perspective and the substantive knowledge was sound, we prepared more usable and visually attractive designs. We started with the mobile visual design and then scaled the experience and visual aesthetic to larger devices.

Design insight

01
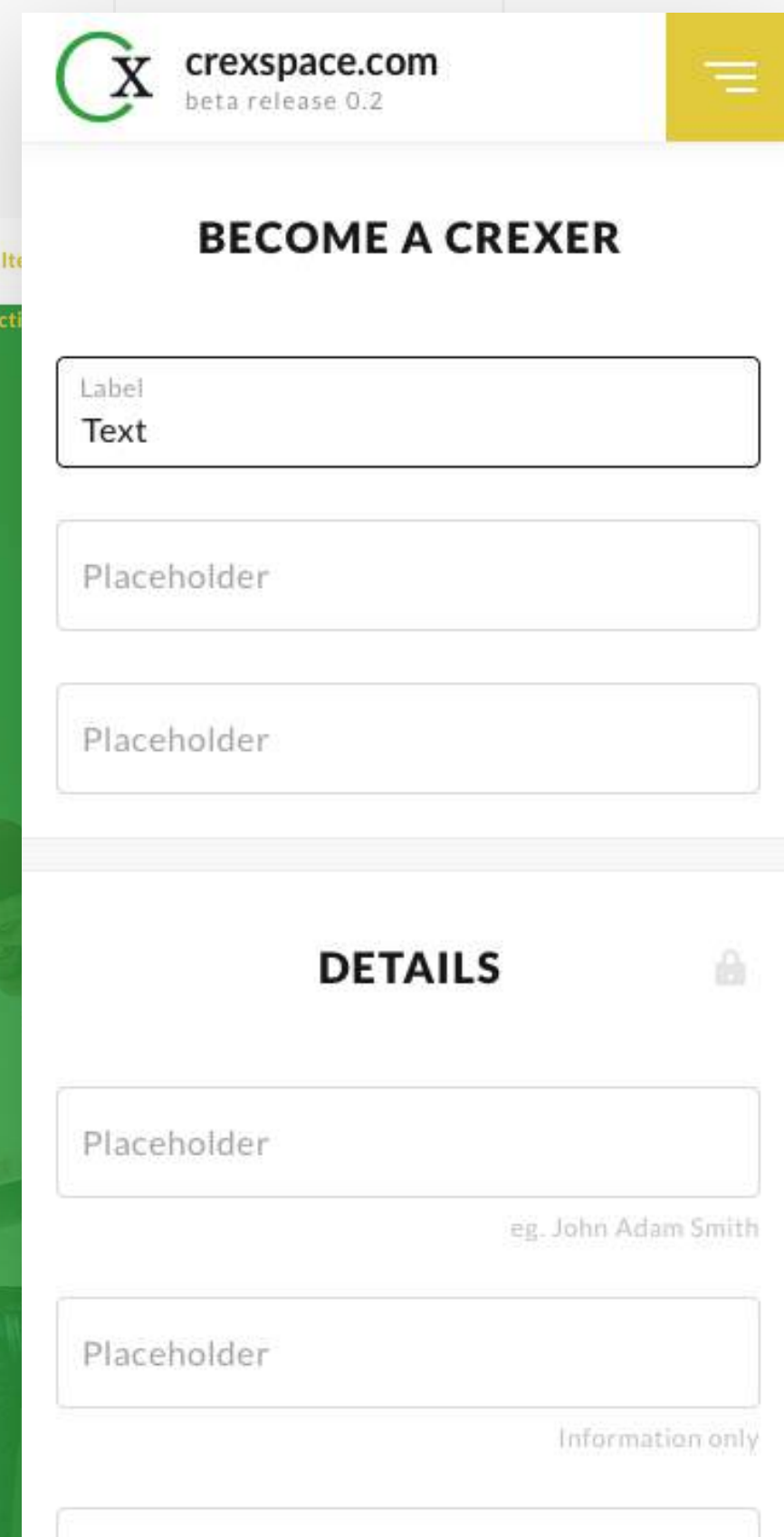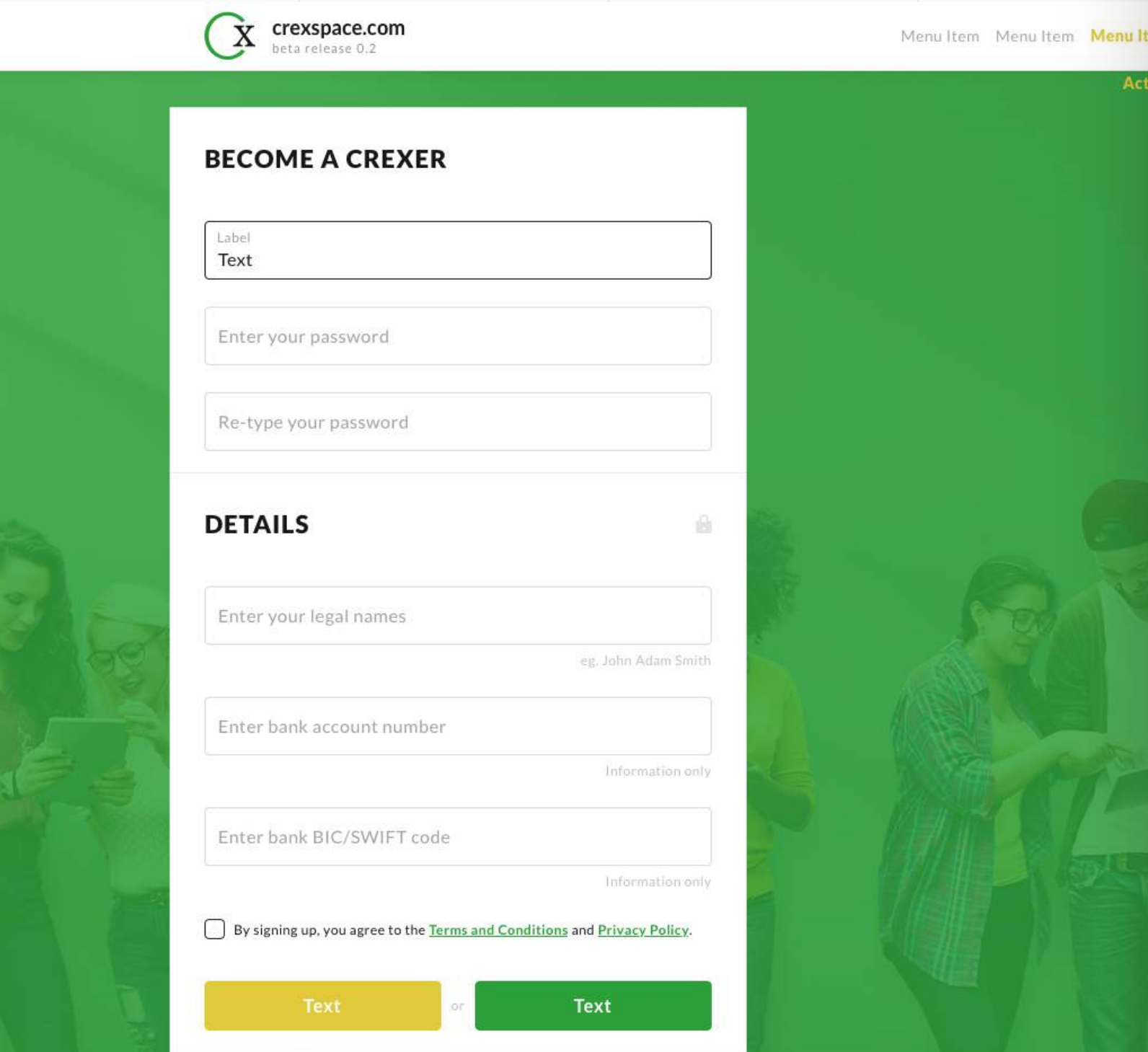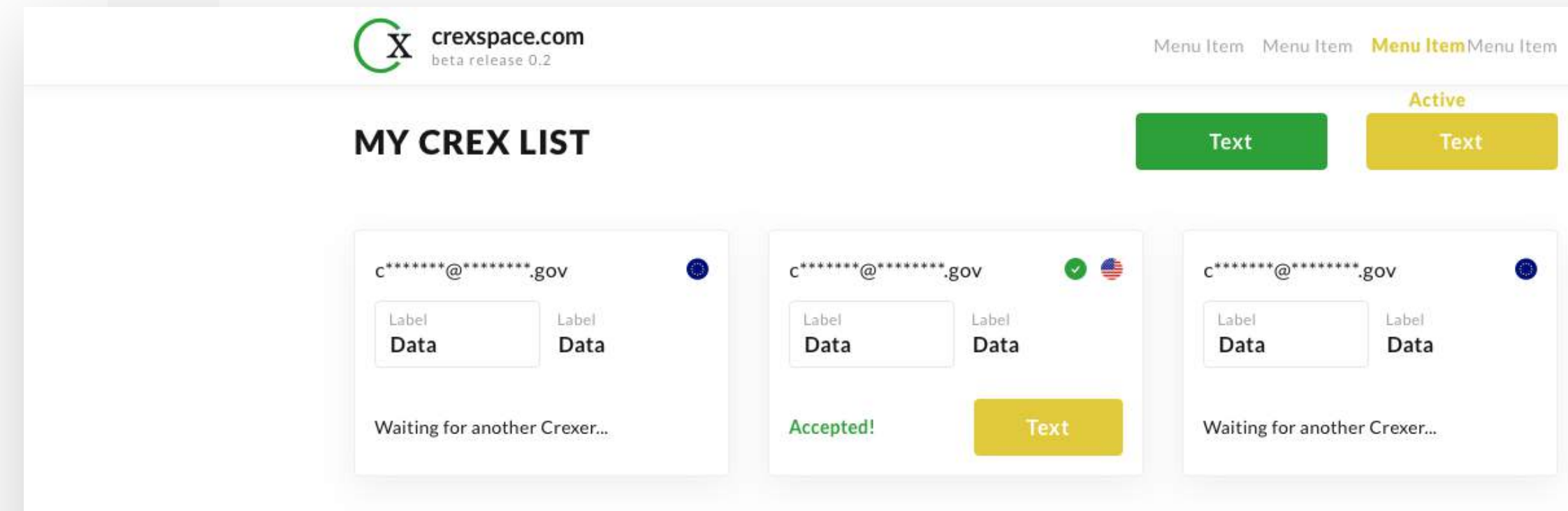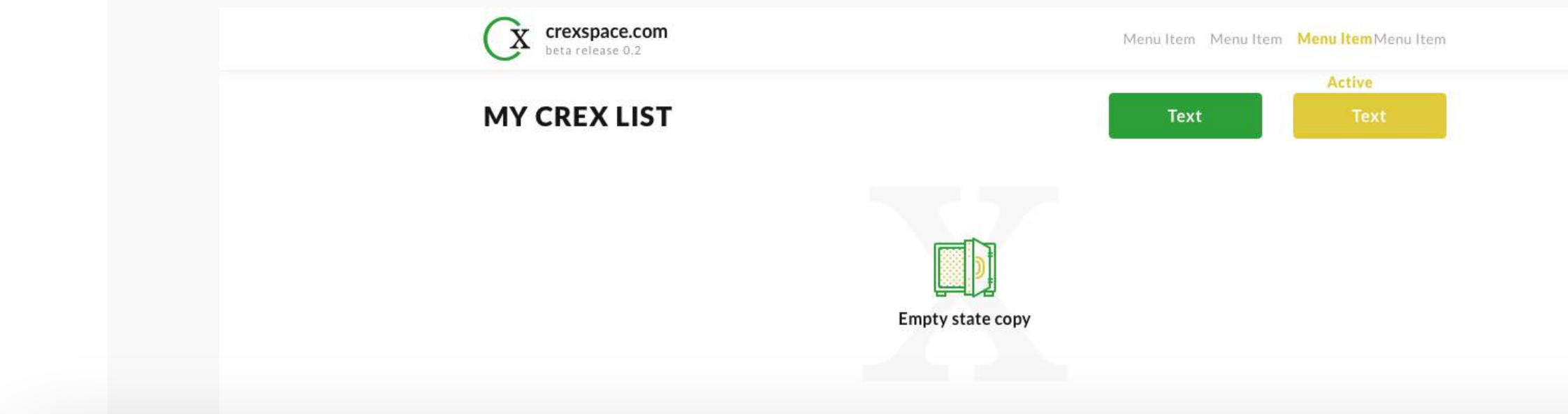Currency swap calculator

Designed as a guide for expats workers to show the relationship between what they have "in their pocket" and how that translates to other currencies. The tool is supplemented by a real-time chart to indicate market relations for the selected currencies.

crexspace.com
beta release 0.2

Menu Item   Menu Item   **Menu Item** Menu Item

Active

MY CREX LIST

Text   Text

Empty state copy

crexspace.com
beta release 0.2

Menu Item   Menu Item   **Menu Item** Menu Item

Active

MY CREX LIST

Text   Text

c*******@*********.gov

Label   Label
Data   Data

Waiting for another Crexer...

c*******@*********.gov

Label   Label
Data   Data

Accepted!   Text

c*******@*********.gov

Label   Label
Data   Data

Waiting for another Crexer...

crexspace.com
beta release 0.2

Menu Item   Menu Item   **Menu Item**

Acti

BECOME A CREXER

Label
Text

Enter your password

Re-type your password

DETAILS

Enter your legal names

eg. John Adam Smith

Enter bank account number

Information only

Enter bank BIC/SWIFT code

Information only

☐ By signing up, you agree to the Terms and Conditions and Privacy Policy.

Text   or   Text

crexspace.com
beta release 0.2

BECOME A CREXER

Label
Text

Placeholder

Placeholder

DETAILS

Placeholder

eg. John Adam Smith

Placeholder

Information only

crexspace.com
beta release 0.2

ADD NEW CREX

EUR / USD

13:36 13:37 13:38 13:39 13:40 13:41 13:42 13:43 13:44 13:45

1,0000 USD = 0,8009 EUR

Label
Normal Text

🇺🇸 USD - US Dollars

To:

crexspace.com
beta release 0.2

MILO WANTS TO CREX WITH YOU

Le

m*******@*******.com

Label   Label
Data   Data

EUR / USD

13:36 13:37 13:38 13:39 13:40 13:41 13:42 13:43 13:44 13:45

1,0000 USD = 0,8009 EUR

MILO DETAILS

T · B · SEEN

Improving the cashback experience, one step at a time.

01
About the client

TBSeen is a startup run by 12 British female celebrities, including the founder Kate Thornton. TBSeen.com brings together money-saving deals, offers, and rewards from 500 carefully-curated brands, blended with original, entertaining and helpful content.

02
About the project

TBSeen has been a long-term partner for STX Next. Our cooperation began with TBSeen's existing product - a website for getting great deals on a wide range of products from fashion and beauty to food and holidays.
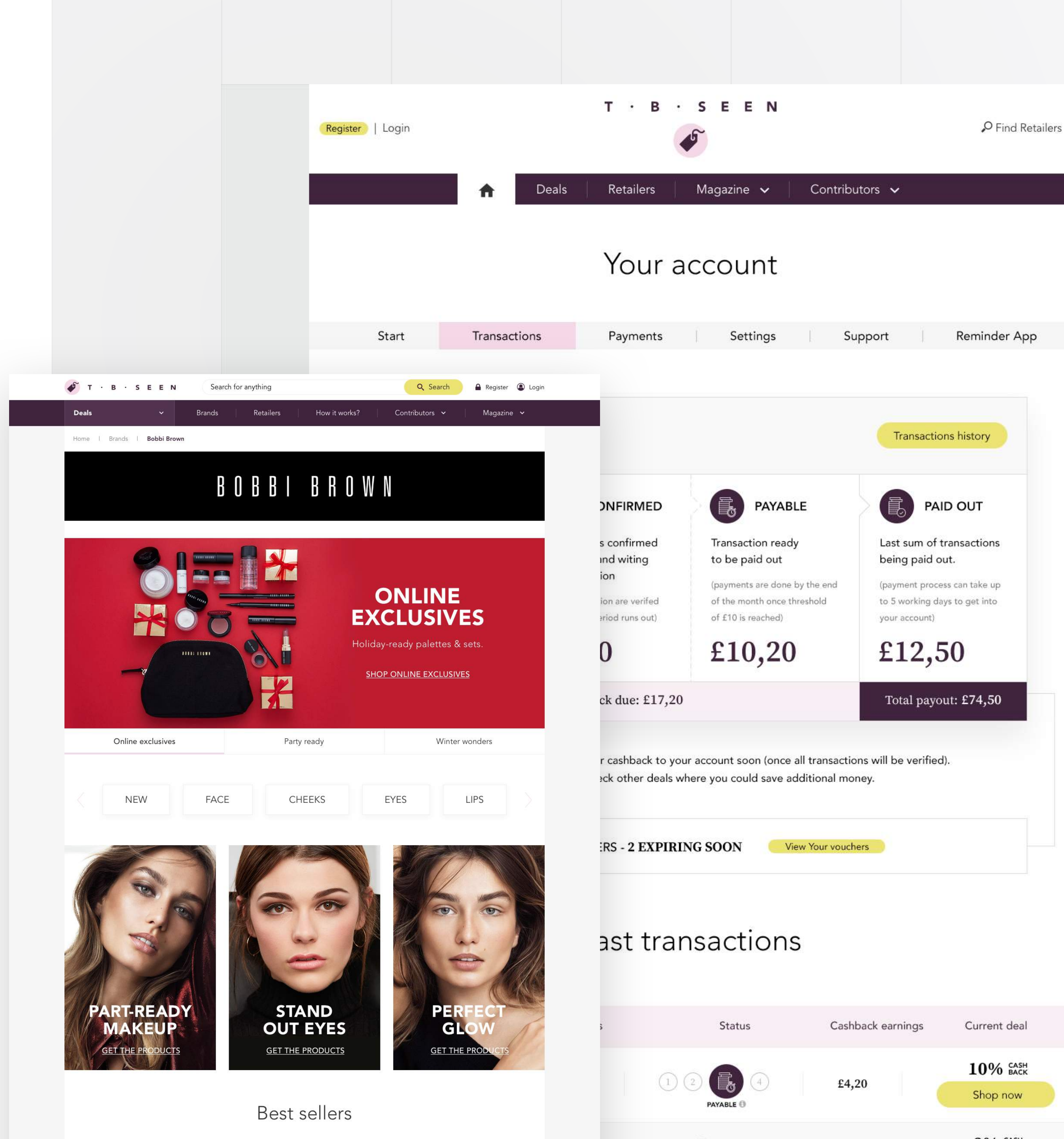
Our scope

We have been focusing our efforts on providing to the TBSeen platform. This meant exploring new ideas to boost the business potential, validating the Product Owner's hypotheses regarding the then-current user behavior, and supporting the development team in order to optimize their use of existing frameworks and libraries for greater consistency of the design language.

Cooperation Model: Ongoing Design Support

Discovery Workshops   **Business Analysis**   **UX/UI Design**

Feature Recommendation   **Data Analysis**

1 Discovery Workshops

During the Workshops with TBSeen, we evaluated their existing idea based on our expertise. We put the work into discovering the actual business needs in this project and helped TBSeen establish and prioritize their KPIs. This, in turn, affected the development work, dictating what features get implemented first.

2 Feature Prioritization

At the same time, we improved the prioritization of features on the existing pages and redesigned critical elements of the site. We made improvements to the website, optimizing it for more registrations, fine-tuning conversion funnels and increasing user engagement.

3 Visual fine-tuning

Through a series of structural improvements like a grid approach and color composition, we managed to build a more harmonious and visually balanced interface with more whitespace and more natural alignment of the elements.

4 New User Cashback Module

To make the entire cashback process more intuitive, we designed a widget that helped TBSeen with reinforcing the saving aspect among the users. It was also a source of feedback across all steps of the transaction and payment process, giving users more confidence and a sense of control within the platform.

5 E-commerce Approach

We also explored the concept of the E-commerce driven approach combining user needs and new business opportunities for TBSeen. The result was a product-driven platform structure providing simple, intuitive ways of website content exploration and a brand page structure providing a new partnership model.
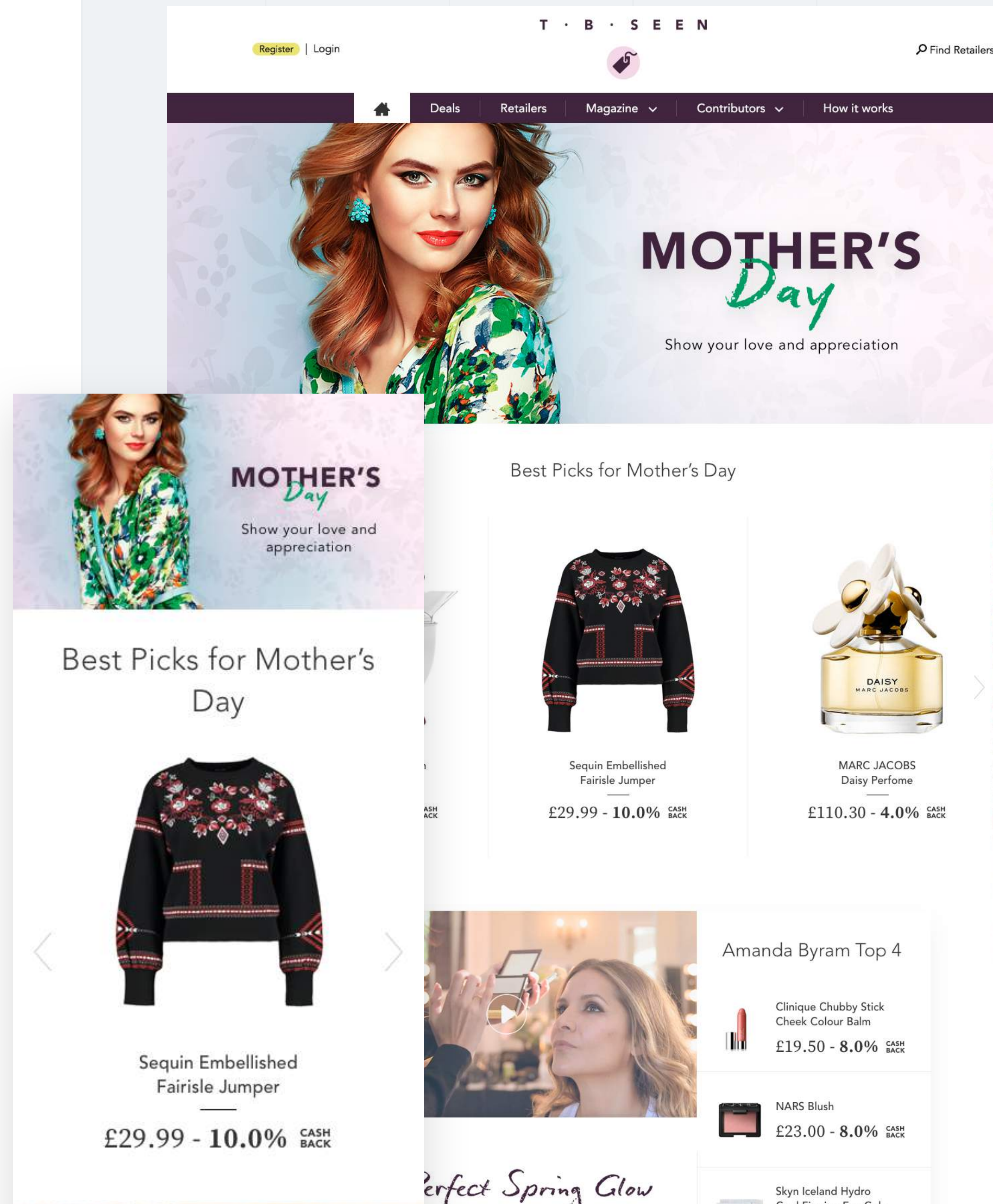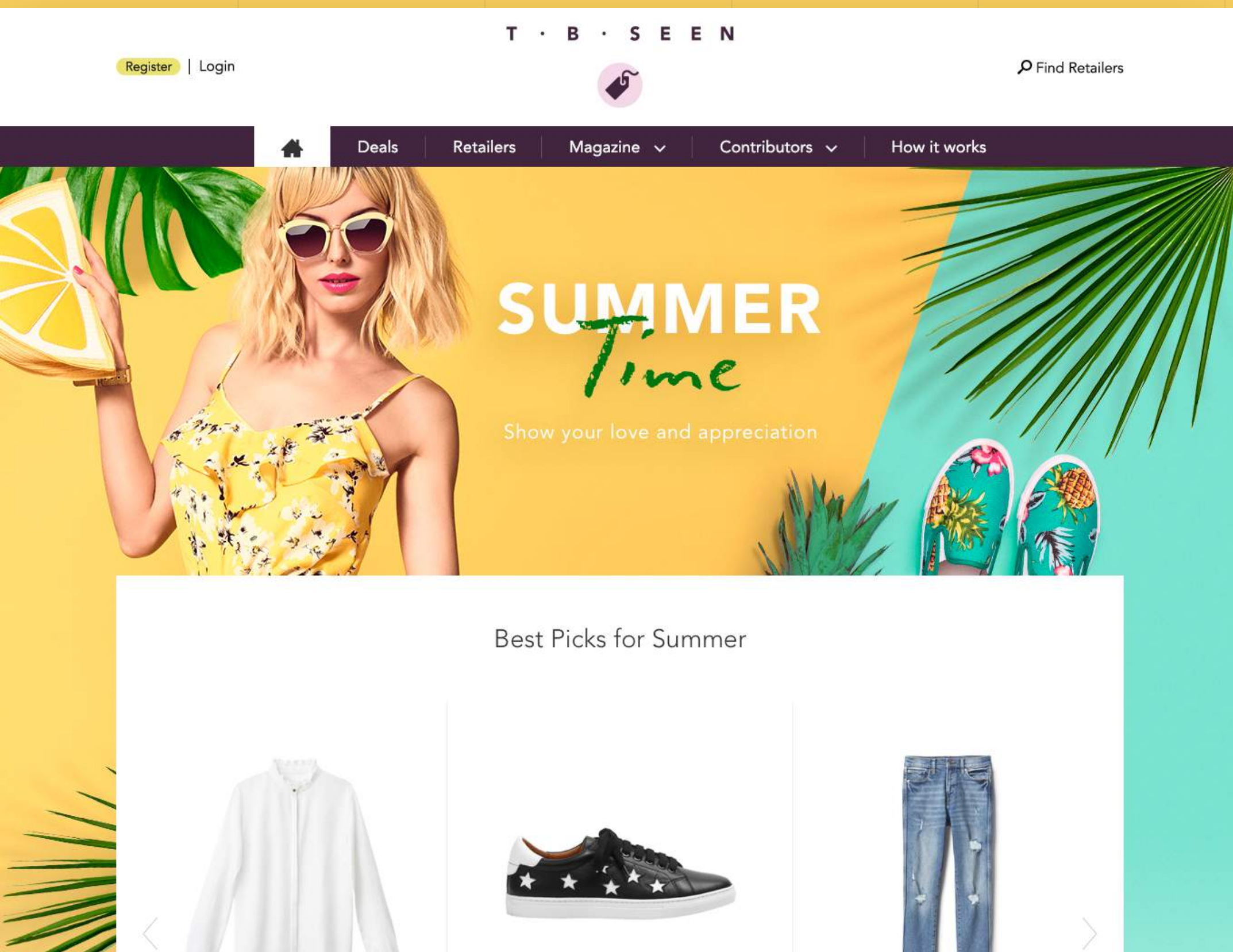
Designs

Design insight

Visual Content over UI

Custom landing pages can be based on the same structure and layout but thanks to clever and out-of-the-box thinking about the content and supporting visuals we can trigger a vast range of emotions and expected actions. This approach minimizes the development effort and allows the marketing team to be more flexible and independent.

deuce

UI Design Language Exploration

▶

01
About the client

Deuce Tennis is a platform where users come together to play tennis through coached sessions and player matchmaking; book courts; and interact with other players based on their user profile.
Clubs and venues offer coached sessions and courts for players to book and play on.

02
About the project

The goal was to explore visual design treatments and concepts for the Deuce responsive web app to set a design language for the app ultimately.
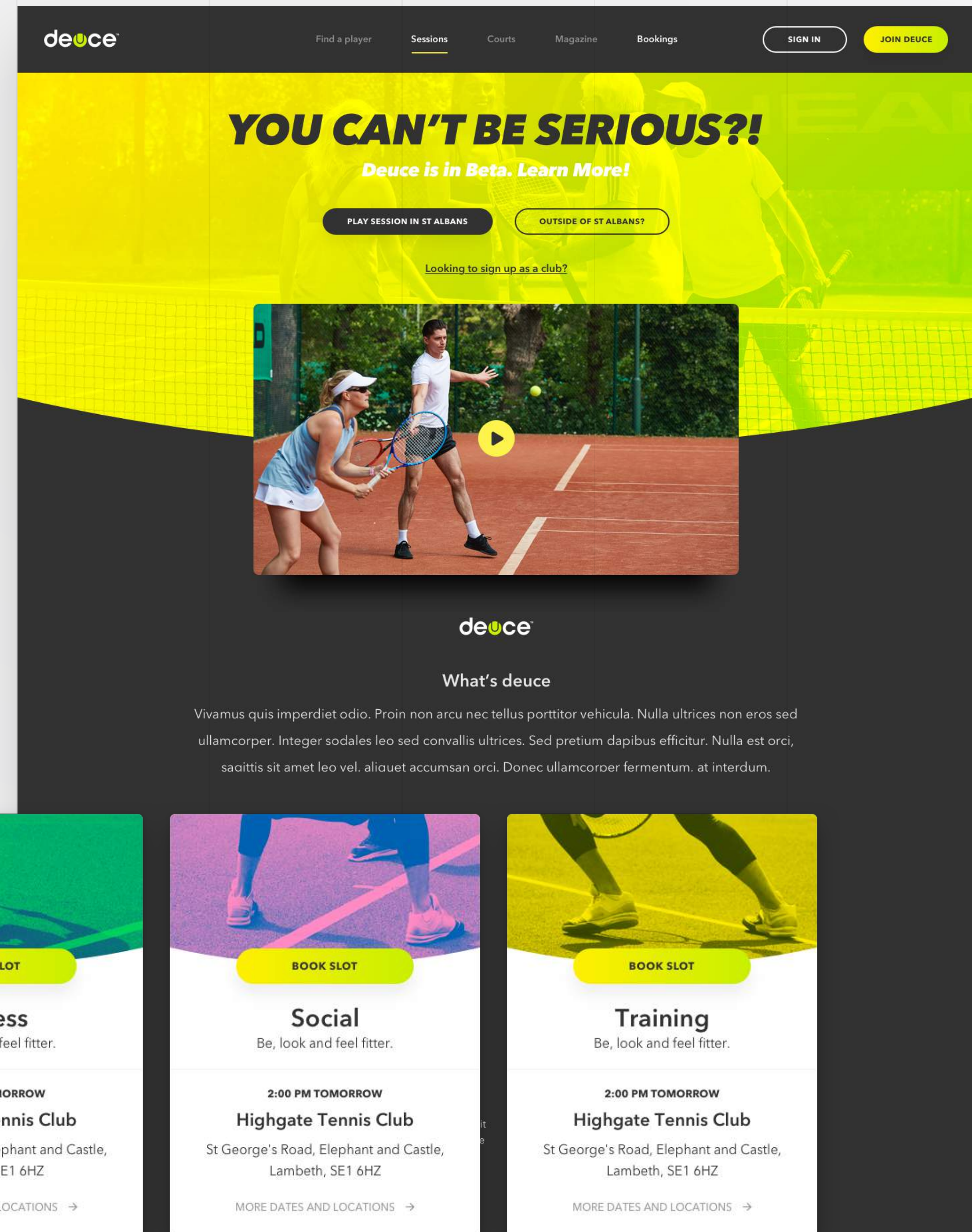
Our scope

Through a series of design sprints and exercises, we helped the client explore various visual directions for their product and choose the most optimal one, both from the user and business standpoint. Once the client made their choice, we polished up every functionality with regard to user flow and interactions, keeping component scalability and flexibility in mind. We worked very closely with their CXO each step of the way.

Cooperation Model: Design Team Extension

Concept Design
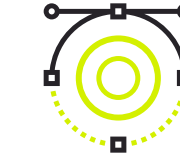
Digital Brand Look & Feel

Atomic Design Approach

Responsive Web Design

1 Initial Design

The long-term goal for this phase was to establish the look and feel for the project through a series of design evaluations and conversations. Designs were discussed, developed and honed into the final version through an iterative process.

2 Component Exploration

The modularity of the interface was an important factor in our explorations. We needed to achieve a defined set of reusable components and guidelines across the brand structures, with intentionally defined differences made explicit.

3 Responsive Web Design

With the user context in mind, we delivered a device-agnostic, responsive design. It was crucial to design assets that respond to the user's behavior and environment based on screen size, platform, and screen orientation.

4 Native App Concept

The interaction should be a conversation that happens in the right time and place. With the native app our goal was to let users do things the way they usually do them, but with additional speed and efficiency.

Designs

BOOK SLOT

Family
Kids & Parents/Carers playing and getting fit together

2:00 PM TOMORROW

Highgate Tennis Club
St George's Road, Elephant and Castle, Lambeth, SE1 6HZ

MORE DATES AND LOCATIONS →

Get fitter!
Be, feel and look fitter.

Wembley and Sudbury Lawn Tennis & Squash Club

BOOK NOW

More dates and locations

8:30 AM Tomorrow

Wembley and Sudbury Lawn Tennis & Squash Club

BOOK NOW

More dates and locations

8:30 AM Tomorrow

Get fitter!
Be, feel and look fitter.

Wembley and Sudbury Lawn Tennis & Squash Club

Family
Kids & Parents/Carers playing and getting fit together

2:00 PM TOMORROW

Family
Kids & Parents/Carers playing and getting fit together

---

deuce

Backhand Session For Beginners
Holland Park Lawn Tennis Club

70%

Johnny Smith

deuce

Search...   John Smith   Club page

70%

Johnny Smith
The Royal Tennis Club

Activity

Sessions

Courts

Matchmaking ①

Communities

Lloyd Blair Added new photo
Jan 28, 2017 12:35 PM   23 ▾

Aenean lacinia bibendum nulla sed consectetur. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum Donec sed odio. Maecenas faucibus mollis interdum. Sed posuere 🎾

Belinda Bencic breaks record with 23rd Grand Slam   49 ▾
Jan 28, 2017 12:35 PM

Seeding rules in women's tennis are a "kind of punishment" for players such as Serena Williams after maternity leave and "should be changed", says the tournament director of the Miami Open.

deuce
game. set. matched.

Select pro plan
Morbi leo risus, porta ac consectetur vestibulum at eros.

Jan 28, 2017 12:35 PM   12 ▾

| Marin Cilic | 2 | 7 | 3 | 6 | 1 |
| Roger Federer W | 6 | 6 | 6 | 3 | 6 |

♥ Joseph Peterson and 24 more users   Stats   View Report

Susan Garza   23 ▾
Jan 28, 2017 12:35 PM

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. 🤔🎾 Donec sed odio. 🎾

Play. More. Tennis.

Design insight

Key Visuals
as a medium for
Deuce's tone of
voice

We experimented to find the right balance between photography and supporting illustrations. Enriching the real-life photos with dynamic shapes and brand primary colors helped us establish the energetic yet professional tone for the rest of the platform.

WELCOME

Aenean id enim auctor, placerat erat, venenatis lacus. Orci varius natoque penatibus!

USERNAME OR EMAIL

PASSWORD

LOGIN

Forgot password?

Create my new Deuce account!

zappi

Putting Britain's Temporary Teachers in control

01
About the client

Zappi is a mobile app and web platform that makes it easy to create and manage temp requests for both schools and teachers. Zappi is all about putting the teacher in control. Control over schedule and availability, control over communication, control over time management, control over payment and finally control over the feeling of anxiety.

It's already disrupting the British market and plans exponential growth in the education sector.

02
About the project

The main point of focus was to build the user experience of the app that changes the way classrooms and supply staff connect—for the better and forever. On top of that, we also created a web platform supporting the schools and extended the digital branding to make it possible to build the company's website and landing page.
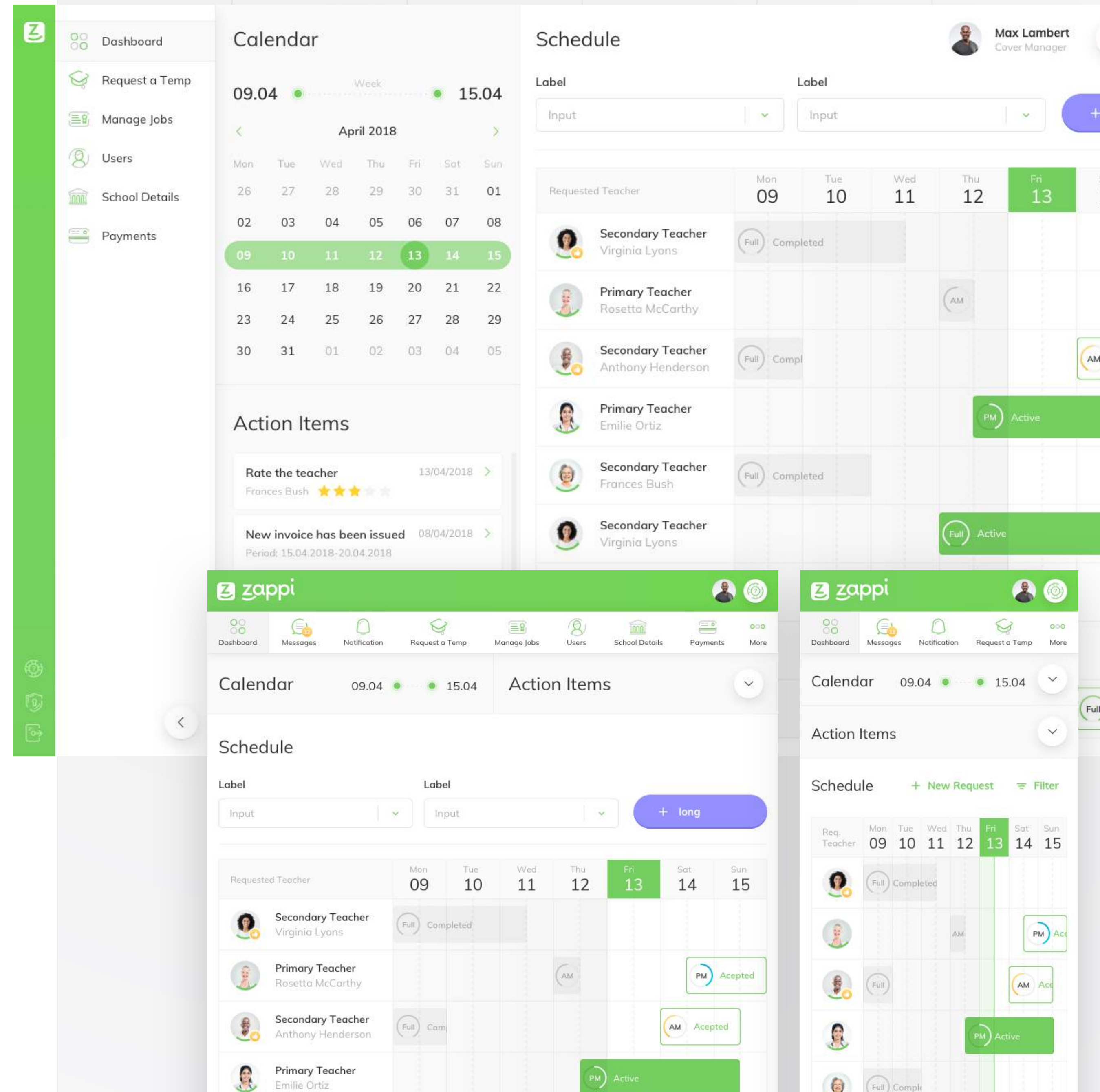
Our scope

We worked with Zappi for the entire duration of the product creation, from early idea exploration, through initial design, all the way to delivering production designs necessary for the development team. Product Design also supported the client's Marketing department to expand the visual branding with digital components. The cooperation is ongoing; for now we are focusing on data-driven design and design optimization based on market feedback.

Cooperation Model: End to End Design Solution

Discovery Workshops

Digital Brand Look & Feel

UX/UI Design

Design Handoff

Design Support for Marketing

Clickable Prototype

1

Discovery Workshops

We kicked off our project with fully-fledged discovery workshops spanning 3 days. It was an opportunity for our product team to get together with client stakeholders in order to answer three questions: what we are making, for whom, and how. It allowed us to build a shared understanding of the problem and the context around it.

2

Story Mapping

In order to make sure we are not designing in a vacuum and all the necessary steps create a cohesive and delightful process, we mapped out in detail all the steps required to design the experience. Based on that, we created story maps that would help visualize the experience for both the teacher and the school.

3

Initial Design

We managed to capture the spirit of the project before moving forward: how the screen looks, how it behaves, how it fits the brand personality and more. This phase started with some initial experimentation regarding the visual direction of the product, and the design efforts were focused on the primary flow for better time efficiency.

4

Production Design

The project was completed upon the creation of execution sets ready for handoff, all prepared with the brand tone of voice and business needs in mind.

5

Branding Explorations

We also expanded and polished Zappi's digital brand identity so that it would compliment the interface design of the product on the one hand and create an impactful image of the brand in the users' eyes on the other.

Native App

01

Focus on experience

We strived to present always just the right amount of information to move the user forward. The app should ease his logistic problems and help to focus on teaching. It was crucial to minimize the user's memory load by making interactions and behaviors more obvious. The user should be able to create a mental model of the system by searching for familiarity and correlation with his previous experiences.
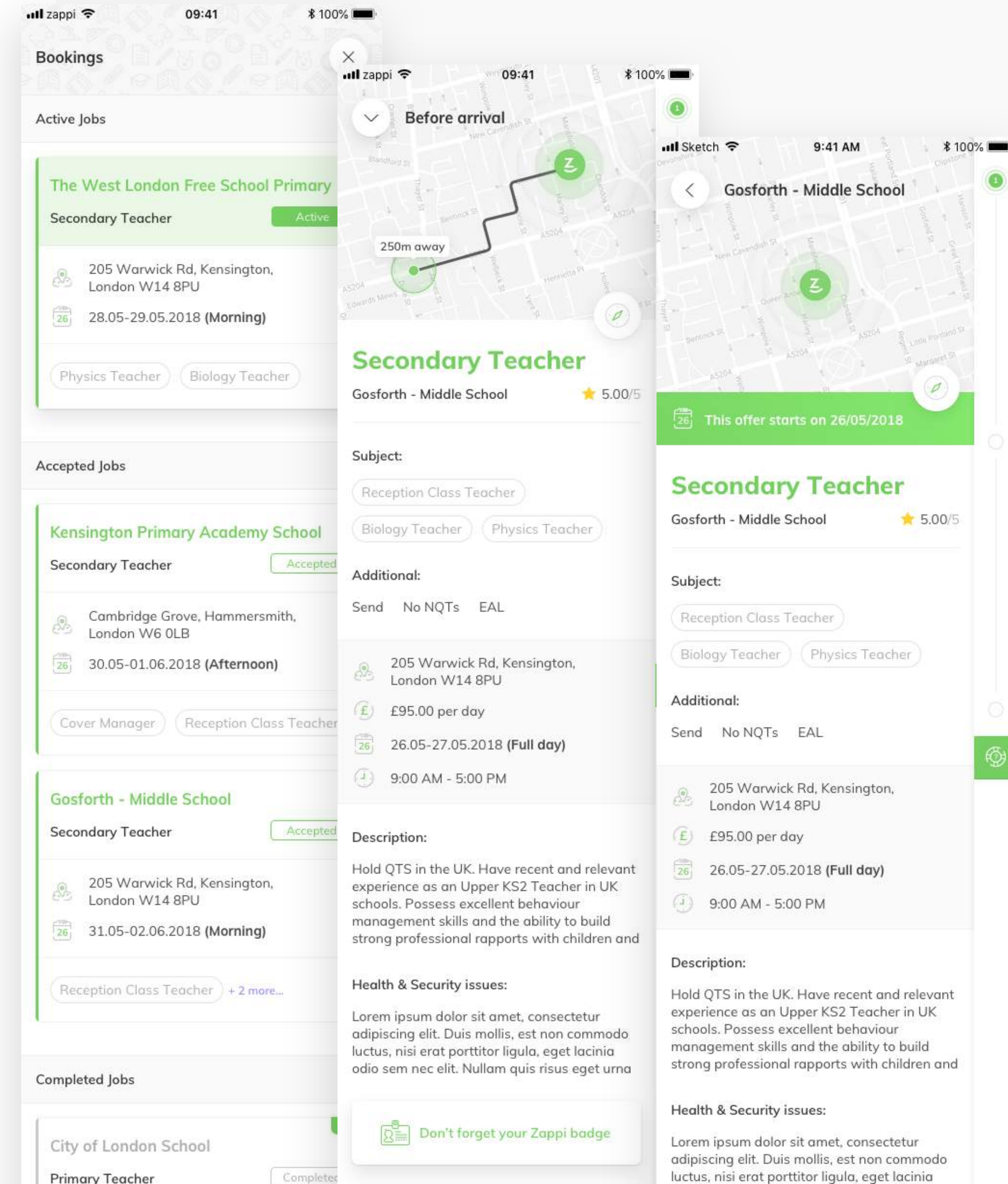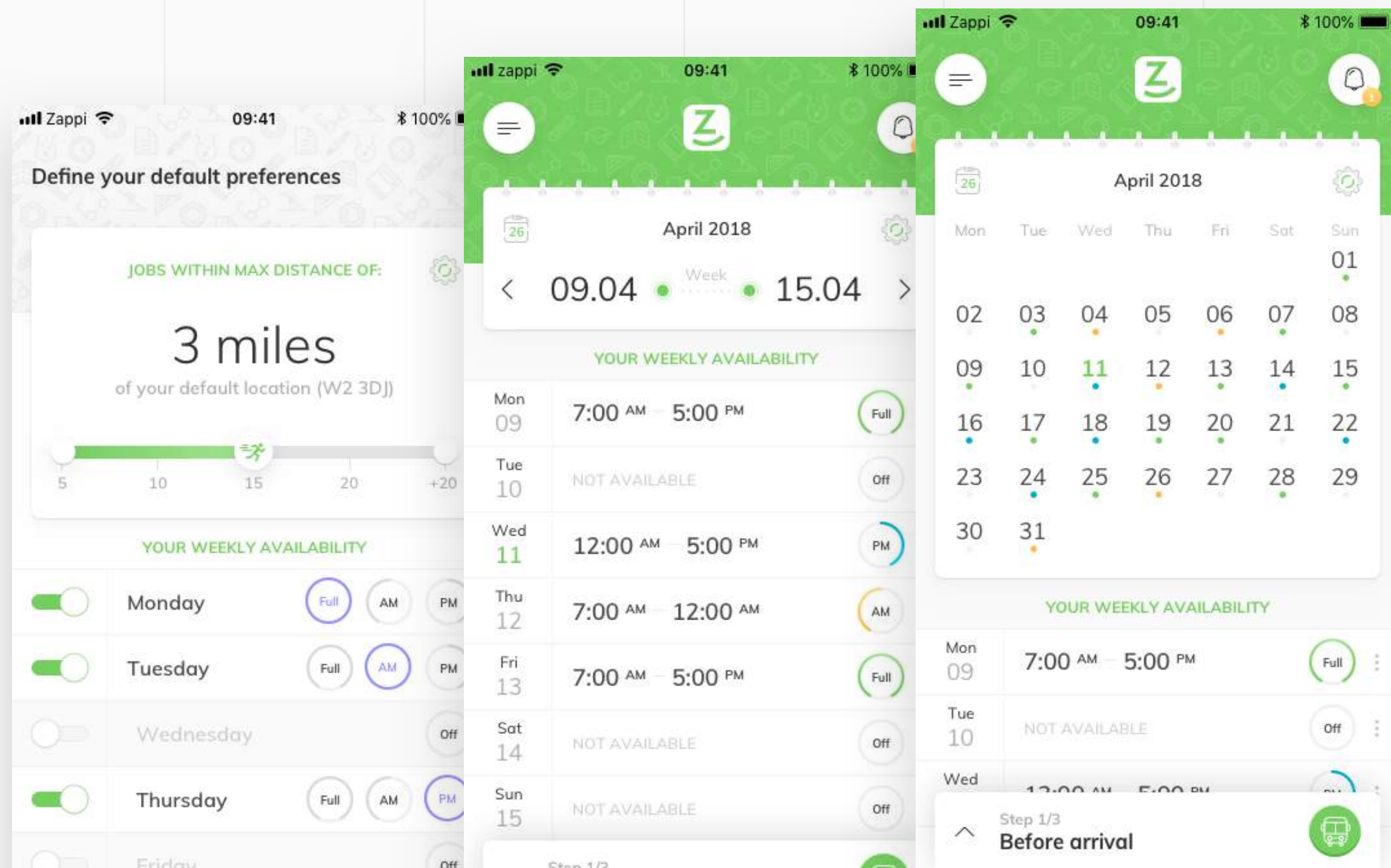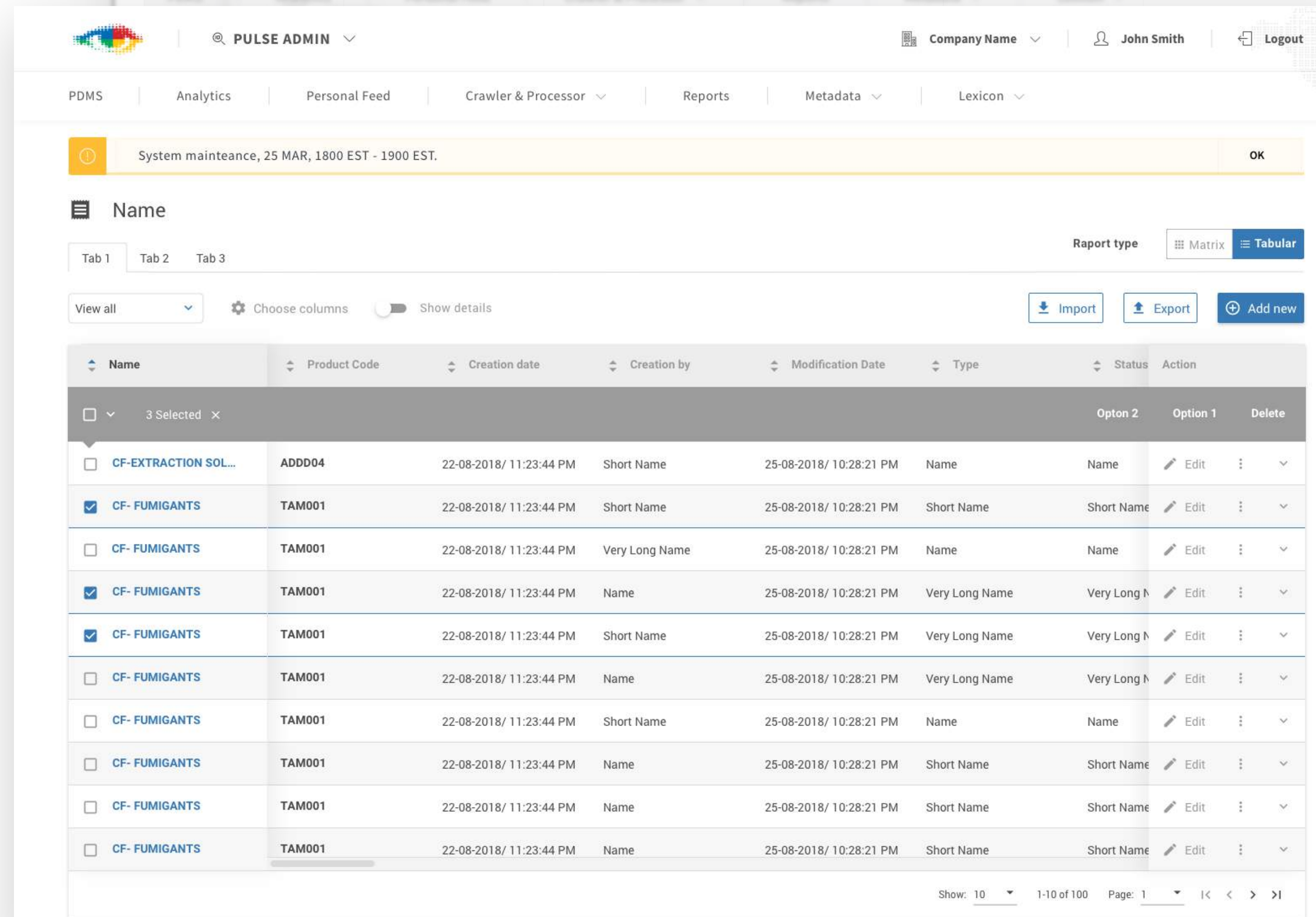
Web Platform
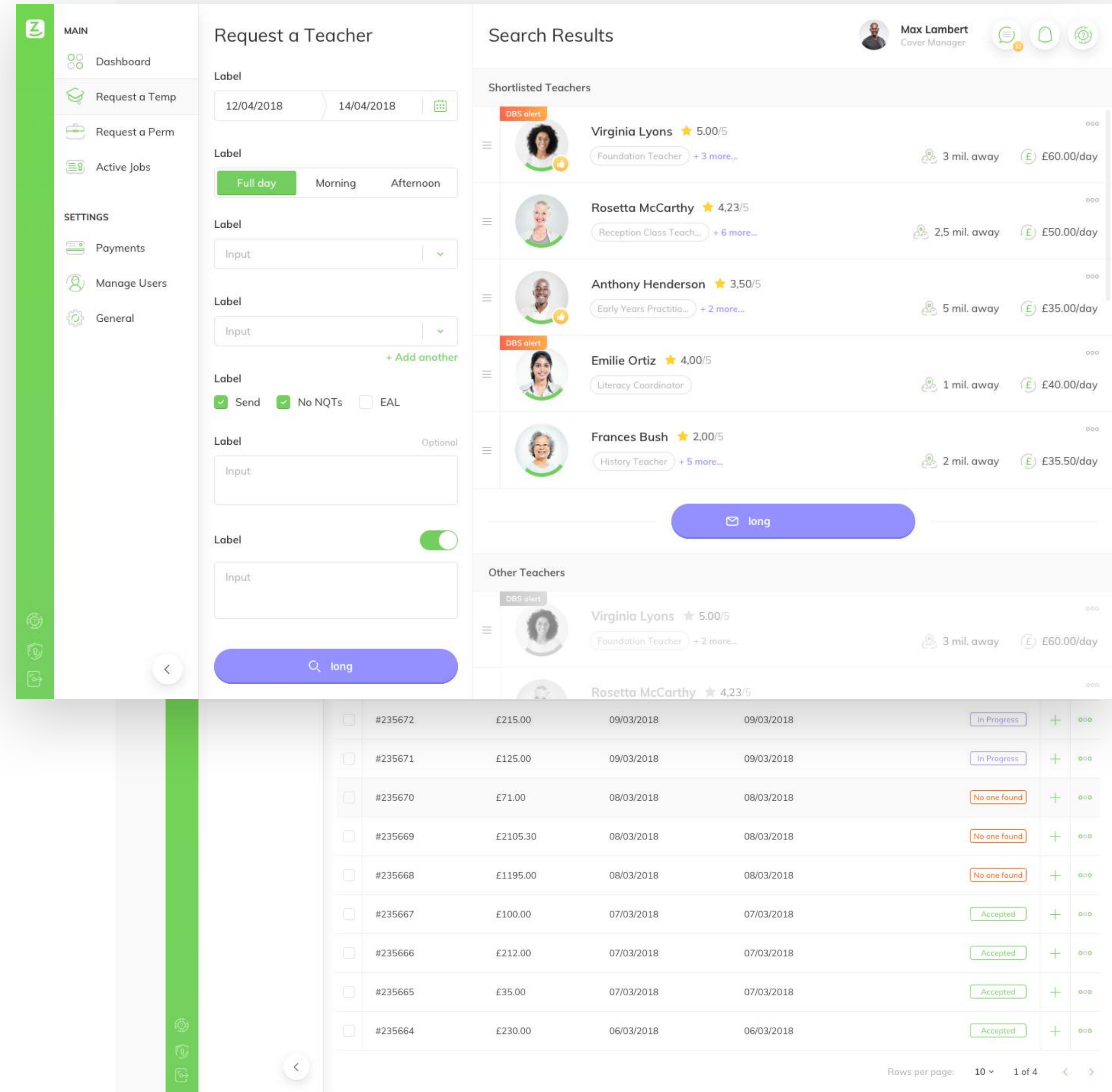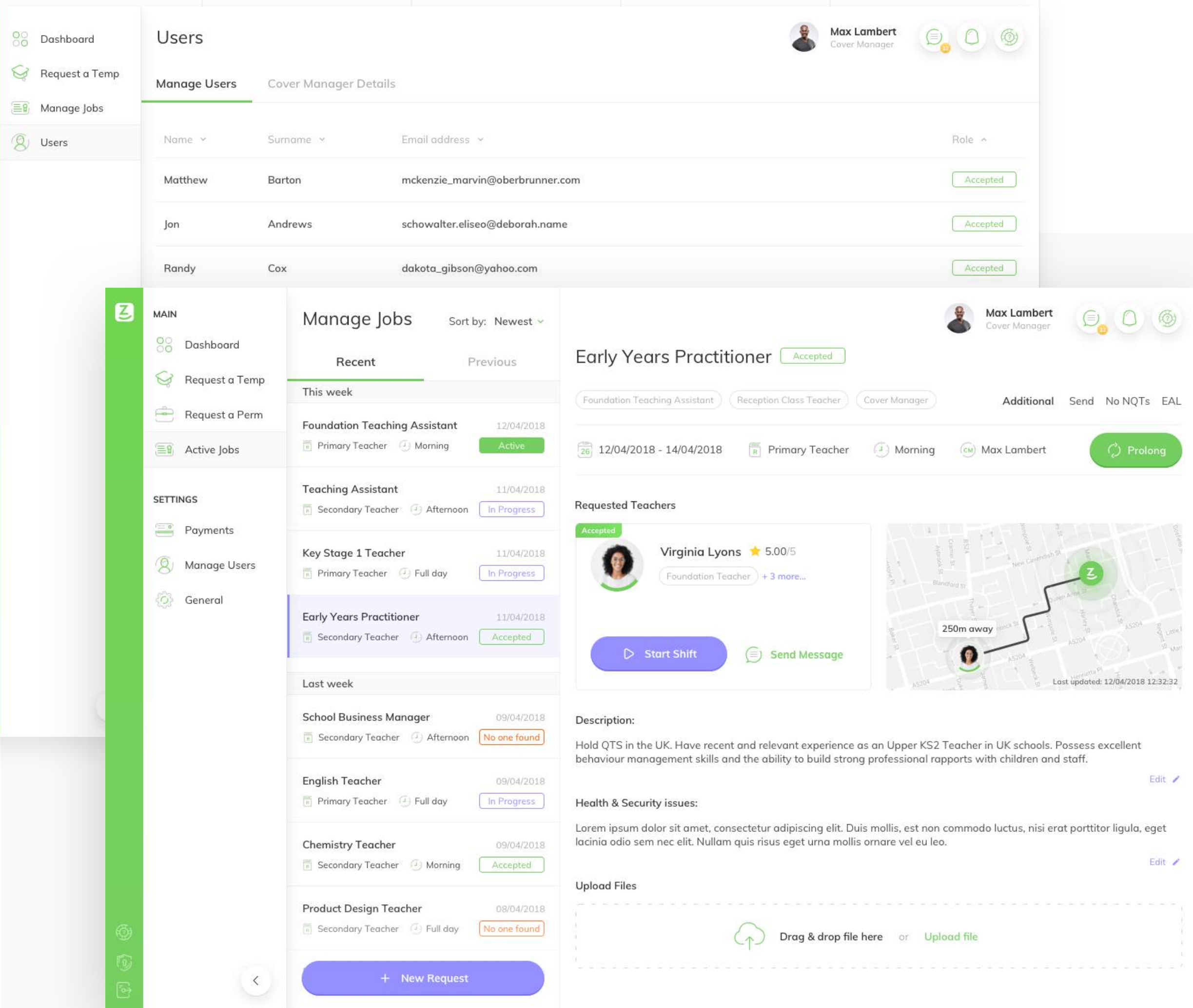
Designing UI components for reusability.

01
About the client

Based in Washington DC, Decernis provides regulatory expertise and systems to manage food, consumer, and industrial product safety compliance across more than 180 countries. Decernis gives clients the most complete regulatory intelligence on the market through unique, fully integrated, patented technology platforms covering over 80,000 regulations.

02
About the project

Our goal was to create a unified system that defines fixed and flexible elements across brand structures, with intentionally defined differences made explicit. The efforts of aligning design language and pursuing better component consistency across all products within the company's portfolio were a direct result of Decernis' decision to push the project in a direction where they could switch to newer technologies with better support.

DECERNIS

PULSE ADMIN

Company Name   John Smith   Logout

PDMS   Analytics   Personal Feed   Crawler & Processor   Reports   Metadata   Lexicon

System mainteance, 25 MAR, 1800 EST - 1900 EST.   OK

Name

Tab 1   Tab 2   Tab 3

Raport type   Matrix   Tabular

View all   Choose columns   Show details   Import   Export   Add new

Name	Product Code	Creation date	Creation by	Modification Date	Type	Status	Action
3 Selected ✕						Opton 2 Option 1 Delete	
CF-EXTRACTION SOL...	ADDD04	22-08-2018/ 11:23:44 PM	Short Name	25-08-2018/ 10:28:21 PM	Name	Name	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Short Name	25-08-2018/ 10:28:21 PM	Short Name	Short Name	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Very Long Name	25-08-2018/ 10:28:21 PM	Name	Name	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Name	25-08-2018/ 10:28:21 PM	Very Long Name	Very Long N	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Short Name	25-08-2018/ 10:28:21 PM	Very Long Name	Very Long N	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Name	25-08-2018/ 10:28:21 PM	Very Long Name	Very Long N	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Short Name	25-08-2018/ 10:28:21 PM	Name	Name	Edit
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Name	25-08-2018/ 10:28:21 PM	Short Name	Short Name	Edit
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CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:44 PM	Name	25-08-2018/ 10:28:21 PM	Short Name	Short Name	Edit

Show: 10   1-10 of 100   Page: 1

Our scope

We worked closely with the Product Owner and the stakeholders to build a cohesive approach to the design and the most frequently used UI components. Thanks to this, we managed to unify all the elements and interactions, especially with regard to the heavy use of tables and large amounts of numerical data to process. It's the first step toward a rebuilt design system, useful both to the designers and developers to grow the platform further in the future.

Cooperation Model: Ongoing Design Support

UX Audit

UI Inventory

UX/UI Design

Atomic Design Approach

Usability Testing

Clickable Prototype

1

UX Audit

The UX Audit acted as a quick and efficient user experience evaluation of the product to determine its effectiveness to meet the intended experience goals of both the customer and the business. It allowed us to create a product overview and map out the current application's structure, while also getting familiar with the primary flows and core functionalities of the platform.

2

Global Navigation

An interface inventory is a comprehensive collection of the bits and pieces that make up the interface. It served us as a foundation for a sound design system and ensured that every inconsistency was visible and every component accounted for.

3

UI Inventory

As the services were built by different teams at different times, it was difficult and ineffective to move from one service to another. We designed a global/universal navigation pattern that would allow the user to switch between services effortlessly in their day-to-day workflow.

4

Reusable Table Components

Our approach involved getting quickly to the core of the purpose and problem of table consistency, focusing on particular components separately, and communicating constantly on the developments. We were able to generate an efficient design solution and get the team's approval quickly.

Designs

TEXT FIELD/ EMPTY STATE

Input

TEXT FIELD/ FILLED STATE

Label

Input

TEXT FIELD/ INACTIVE

Input

TEXT FIELD/ FILLED STATE WITH ICON

Label

Input

TEXT FIELDS/ VALIDATION STATE

Input

Validation message

BUTTON/ PRIMARY

⊕ Button

BUTTON/ PRIM...

⊕ Button

⚙ **Choose columns**

☑ Product Code

☑ Actions

☑ Name

☐ Creation date

☑ Creation by

☐ Modified date

☑ Type

JUL

| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | |

⊕ **Add Bypass**   ✕

Ingredient

BETA-ASARONE ▾

Country

Austria ▾

Usage

Baking Mixes and Doughs ▾

Function

Flavor ▾

Conclusion

Prohibited ▾

Commentary...

Close   💾 Save

Dashboard

🔔   🏢 Company Name ▾

| ▦ **DASHBOARD** |
| ⚙ **GCPLUS** |
| 🔍 **PULSE ADMIN** |
| 🔗 **SCM** |
| ▤ **NEWS** |

ⓘ Lorem ipsum

⚠ System mainteance, 25 MAR, 1800 EST - 1900 EST.

⊗ Investigation issues in Poland that are making our system fail.

Name	Product Code	Creation date	Creation by	Modification Date
Search...	Search...	Choose date 📅	Search...	Choose date 📅
CF-EXTRACTION SOL...	ADDD04	22-08-2018/ 11:23:44 PM	Short Name	25-08-2018/ 10:28:21
CF- FUMIGANTS	TAM001	22-08-2018/ 11:23:4		10:28:21
CF- FUMIGANTS	TAM001	22-08-2018/ 11:		
CF- FUMIGANTS	TAM001	22-08-2018/ 11		
CF- FUMIGANTS	TAM001			

John Smith

🔍 **PULSE ADMIN**   ⌄

PDMS

Analytics

Personal Feed

Crawler & Processor   ⌄

Reports

Metadata   ⌄

Lexicon   ⌄

👤 Company Name   ⌄

⏻ Logout

Design insight

01
The Components
of a Table

Designing a standard table UI pattern that could be used across multiple product lines with different use cases and different target users.

LAMDEN CLOVE

Designing a Peer-to-Peer cryptocurrency exchange

01
About the client

The Lamden team is distributed around the world with an HQ in San Francisco and the IP in Switzerland, the heart of the cryptocurrency revolution. Their product is a set of tools that help create custom blockchains easily and painlessly for enterprise-class endeavors.

02
About the project

The main focus of the Lamden project was to develop the UI for a theoretical Atomic Swap capability. In short, our graphic user interface was supposed to create the possibility to perform a peer-to-peer cryptocurrency exchange without any middleman.
The project is called Clove. Additionally, we were responsible for creating supporting features and services such as a fiat exchange platform; transaction signing plugin; and Albanti, design for penny auction software with the aim of connecting it with blockchain in the future.
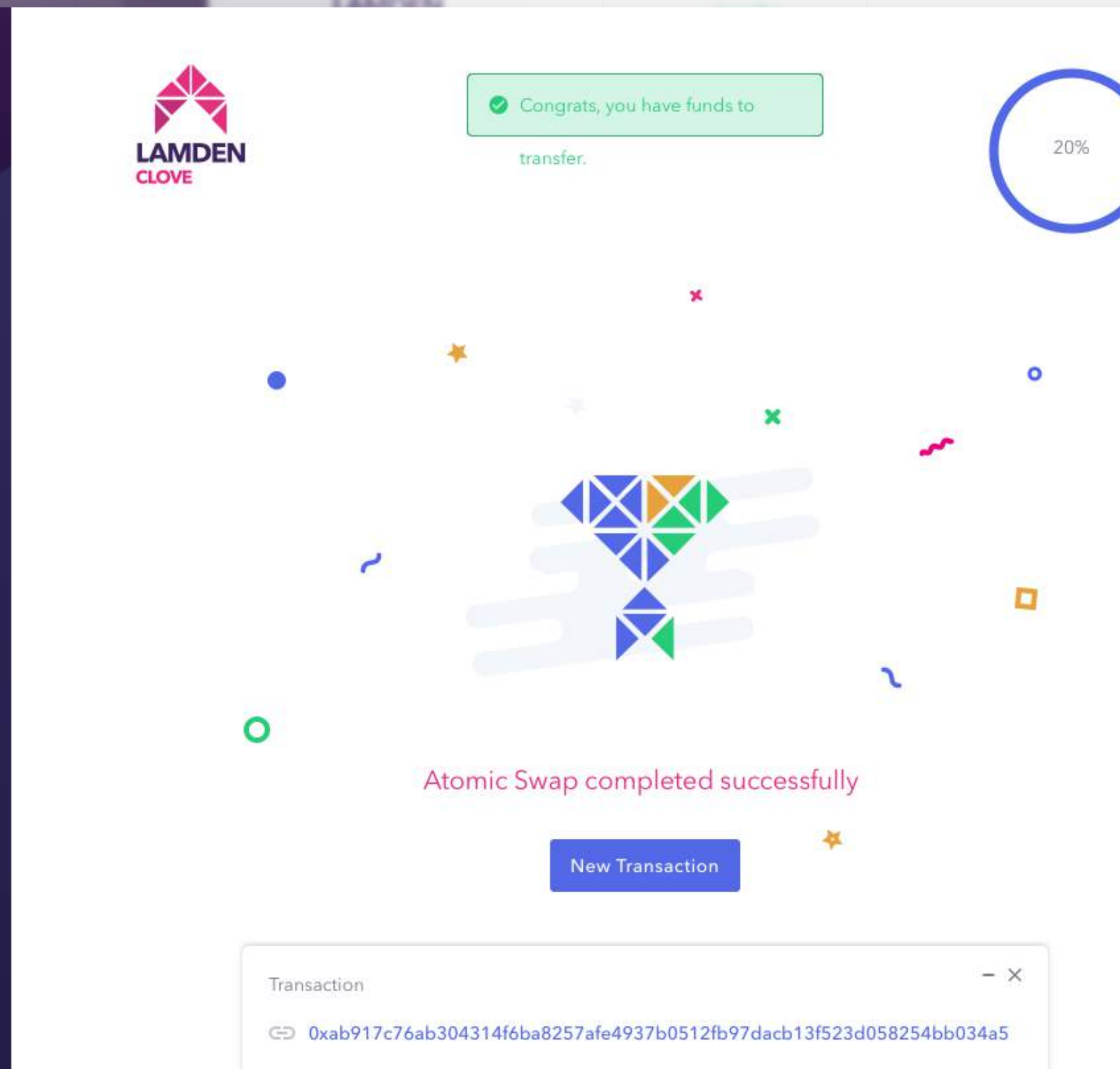
Our scope

Product Design was responsible for thorough primary research into the subject and creating a proof-of-concept for the Atomic Swap idea. Afterwards, we took the validated idea and translated it into various interface instances for the client. The purpose of this was to see how the idea would work in different contexts. To accomplish our goals, we constantly exchanged feedback with the development team. On top of that, we provided strong support for the client's Marketing efforts by creating additional materials presenting the functionality of the Clove UI.

Cooperation Model: End to End design solution

R&D and Proof of Concept

UX/UI Design
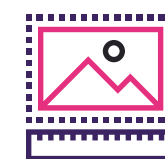
Design Support for Marketing
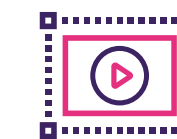
Explainer Video Production

Clickable Prototype

Motion Design

1

R&D and proof of concept

Our first goal was to develop a working minimum viable product of Atomic swap. As product design, we were translating requirements and technical feasability into the primary graphical user interface.

2

Story Mapping

After the initial proof of concept, we took the MVP user interface to the next level. Thanks to that we created the entire Clove experience that can be enhanced and adapted to any business requirements: from refunding unsuccessful exchanges to adding a custom token and more.

3

Clove.ui Full Product Design support

As a design team, we took ownership over UI elements, usability recommendation and day-to-day support of any aspect of the Clove experience. We also designed the interface for the management and exchange of the Lamden token (TAU).

4

Albanti

With our expertise, we created a custom UI kit and template for a premium-class penny auction platform, which will be a place to showcase the Lamden technology itself.

5

Clove.ui Motion product presentation

When both the design and technical parts of the product were working as intended, we designed and created a process walkthrough explainer video.

Designs

INITIATION · PARTICIPATION · REDEEMING

You have **23:20min** left to finish your part of Atomic Swap!

Selected currencies

0.329345 ETH ⇄ 0.025 BTC

Ethereum wallets

ETH 1   0xA253fe98Ac82360ED2FAD65Ee8C5Ab55D39018f8

ETH 2   0x907b01fa9Fcc896876D1cE0607DC59D331C99Ce

Bitcoin wallets

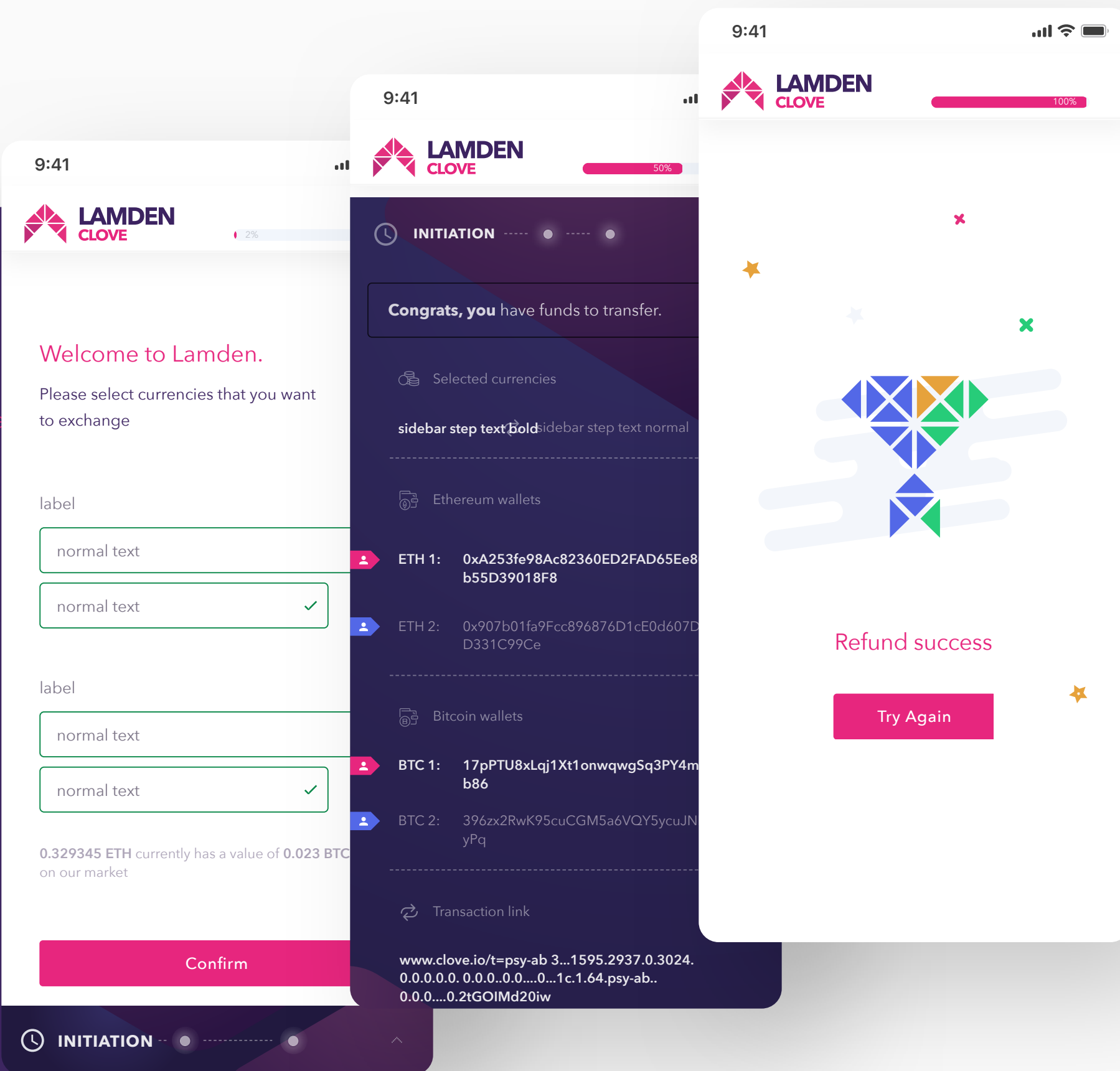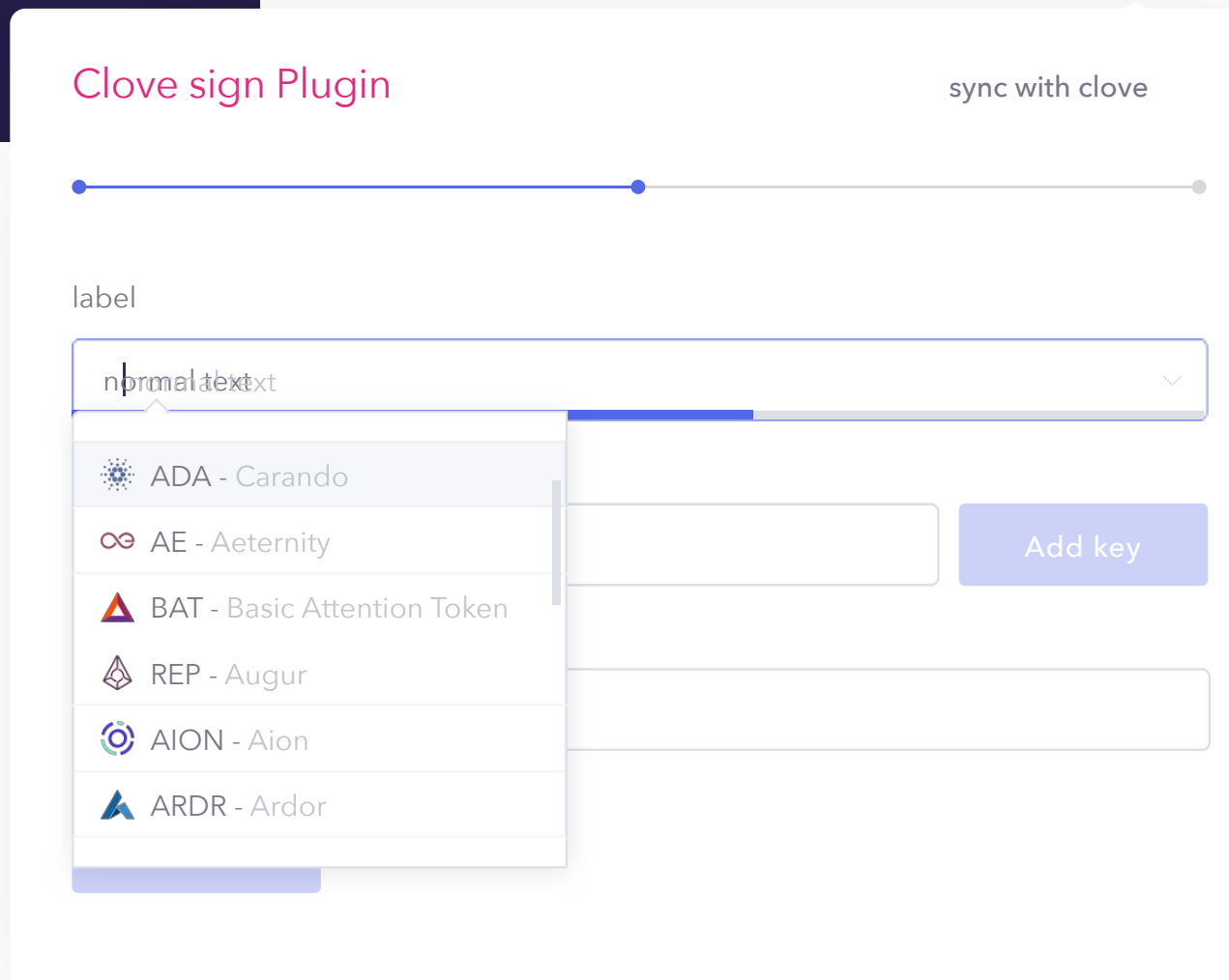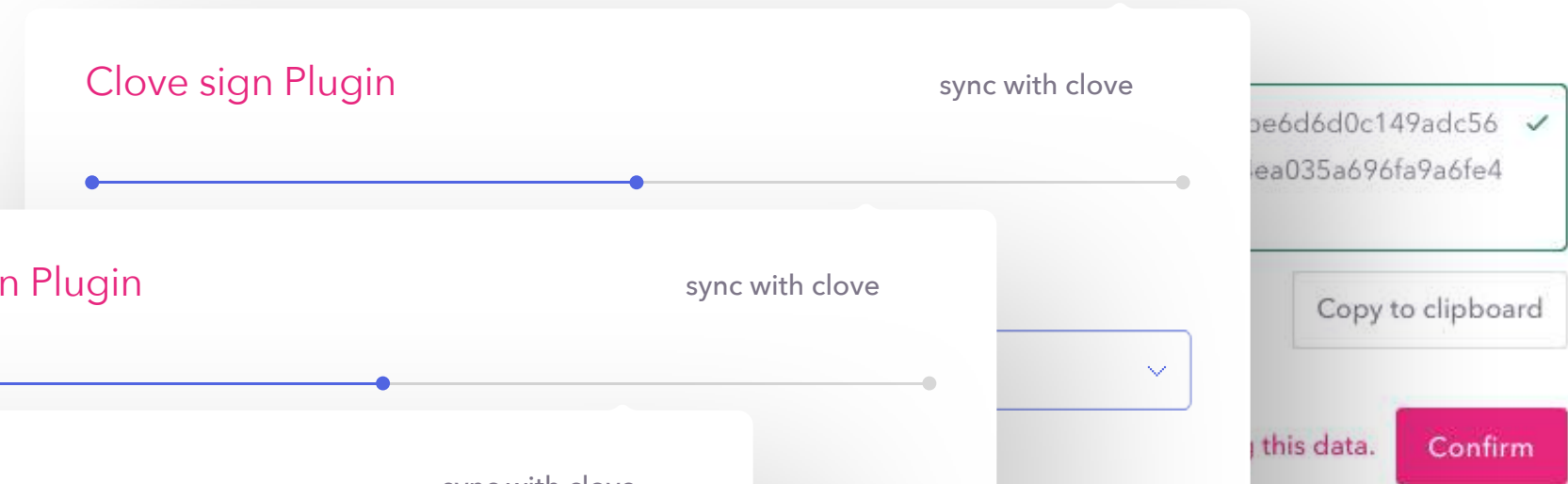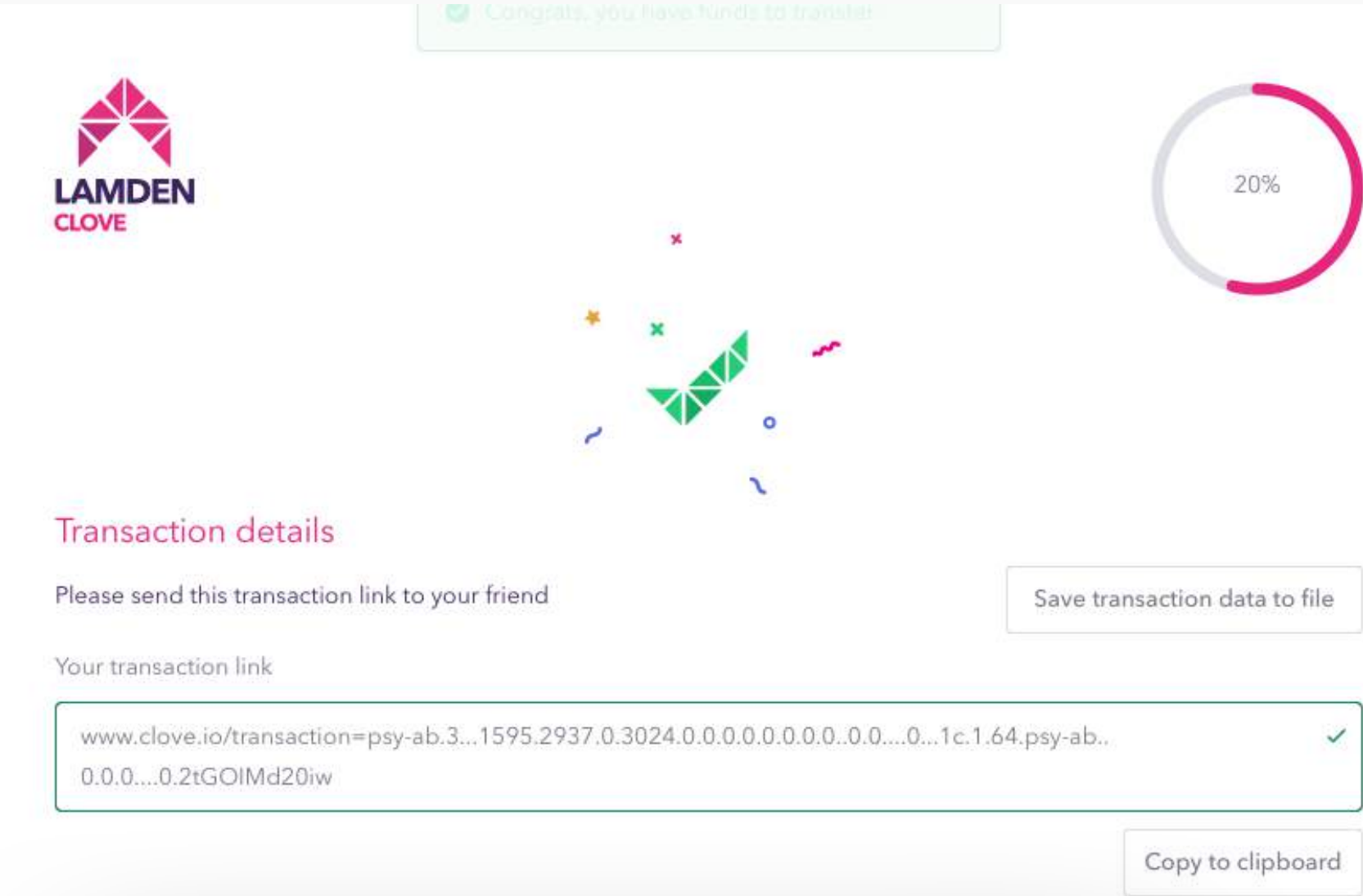BTC 1   17pPTU8xLqj1Xt1onwqwgSq3PY4mDjab86

BTC 2   396zx2rwK95cuCGM5a6VQY5ycuJNDQfyPq

Transaction link

www.clove.io/t=psy-ab 3...1595.2937.0.3024. 0.0.0.0.0. 0.0.0...0.0....0...1c.
1.64.psy-ab..0.0.0....0.2tGOIMd20iw

Transaction details

Please send this transaction link to your friend

Save transaction data to file

Your transaction link

www.clove.io/transaction=psy-ab.3...1595.2937.0.3024.0.0.0.0.0.0.0.0....0.0....0...1c.1.64.psy-ab..
0.0.0....0.2tGOIMd20iw

Copy to clipboard

Clove sign Plugin

sync with clove

20%

LAMDEN CLOVE

Clove sign Plugin

sync with clove

Copy to clipboard

this data.   Confirm

Clove sign Plugin

sync with clove

label

normal text

☀ ADA - Carando

∞ AE - Aeternity

▲ BAT - Basic Attention Token

◆ REP - Augur

◎ AION - Aion

▲ ARDR - Ardor

Add key

9:41   LAMDEN CLOVE   100%

Refund success

Try Again

9:41   LAMDEN CLOVE   50%

INITIATION

Congrats, you have funds to transfer.

Selected currencies

sidebar step text **bold** sidebar step text normal

Ethereum wallets

ETH 1:   0xA253fe98Ac82360ED2FAD65Ee8
b55D39018F8

ETH 2:   0x907b01fa9Fcc896876D1cE0d607D
D331C99Ce

Bitcoin wallets

BTC 1:   17pPTU8xLqj1Xt1onwqwgSq3PY4m
b86

BTC 2:   396zx2RwK95cuCGM5a6VQY5ycuJN
yPq

Transaction link

www.clove.io/t=psy-ab 3...1595.2937.0.3024.
0.0.0.0.0. 0.0.0...0.0....0...1c.1.64.psy-ab..
0.0.0....0.2tGOIMd20iw

INITIATION

9:41   LAMDEN CLOVE   2%

Welcome to Lamden.

Please select currencies that you want
to exchange

label

normal text

normal text ✓

label

normal text

normal text ✓

0.329345 ETH currently has a value of 0.023 BTC
on our market

Confirm

INITIATION

Lamden experience

Please wait.

Design insight

01
Component
Translation

Various products and experimental technologies that are coherent with each other are always challenging. We were using UI Kit for Vue.js and upgraded it accordingly throughout all of the elements, saving weeks of development while still highlighting the brand aspects of Lamden products.

A. Colors

Primary Colors

Clove 1 #E7267E	**Clove 2** #3C2361	**Clove 3** #5368E7

Secondary Colors

Success #67C23A	**Warning** #E6A23C	**Danger** #F56C6C	**Info** #909399

Neutral Colors

Primary Text #402864	**Secondary Text** #909399	**Base Border** #DCDFE6	**Lighter Border** #EBEEF5
Regular Text #7D7688	**Placeholder Text** #C0C4CC	**Light Border** #E4E7ED	**Extra Light Border** #F2F6FC

Primary 2nd Secondary Success Info Warning

Disabled button

Primary 2nd Secondary Success Info Warning Dan

Primary 2nd Secondary Success Info Warning Dan

C. Icons

Basic usage

Button

Icons

|					
calendar_today	more	cancel	arrow-exchange	step-dot	checkmark
eth-wallet	btc-wallet	currencies	txn-status	1st/ 2nd-person	arrow-right

Signal Kit

Designing an Omni-channel Communication App for School Districts.

01
About the client

Dewsly Education, L.L.C. (Kansas, United States) provides a technology solution designed to eliminate fragmented communication in the primary and secondary education communities. The solution provides
a secure, simple, and manageable place to connect school

02
About the project

SignalKit is a communication tools ecosystem for schools that solves the problem of school announcements and instant messaging for people communicating in a different language. The features of the platform are built to support various biases and behaviors to match the users' communication needs in their natural environment and language. We were asked to provide full Product Design support, from UX consultancy, through Motion/Graphic Design, to UI Deliverables for product ideation, solutions, and R&D.
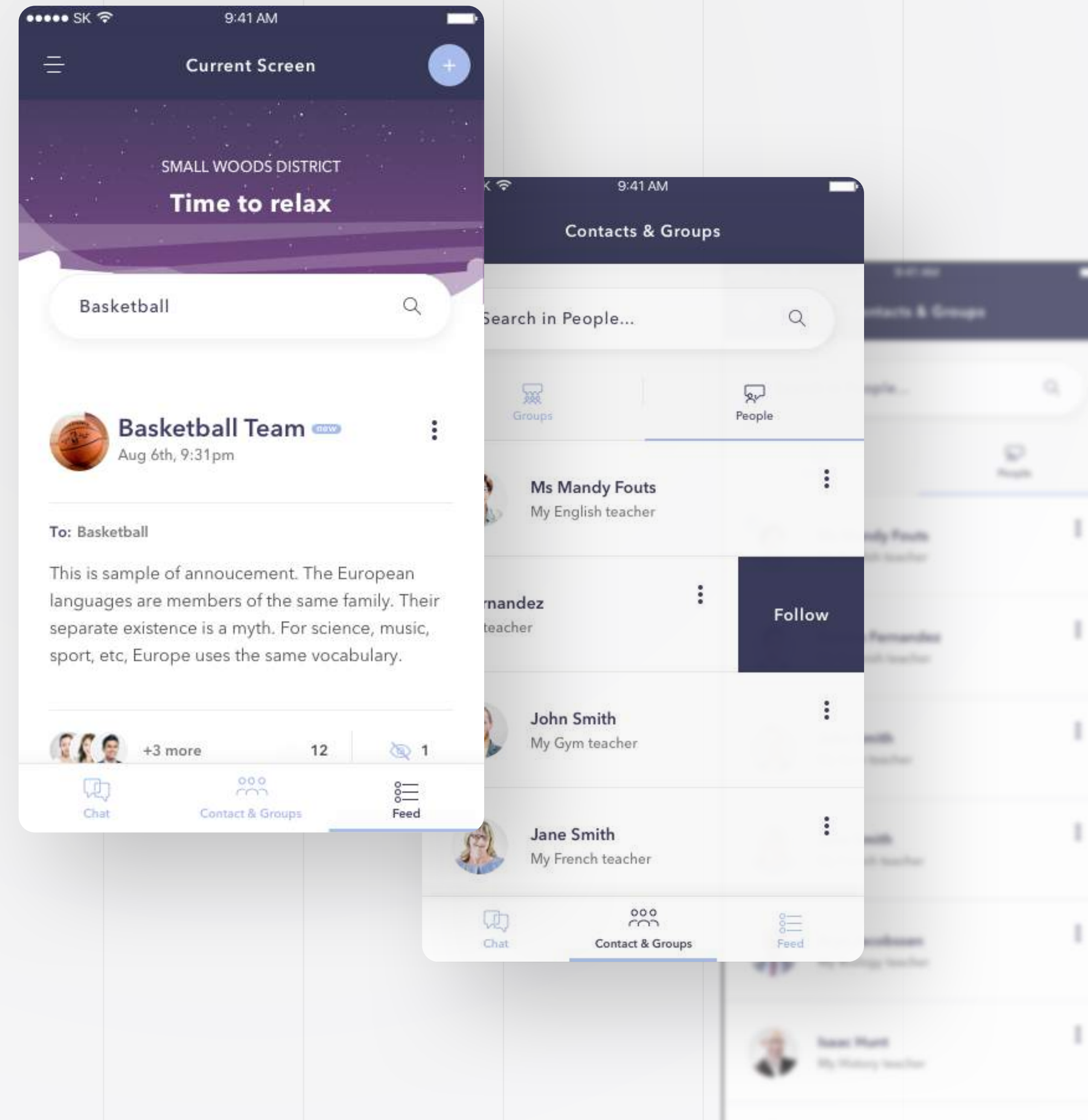
Our scope

Potential clients are often interested in outsourcing their project design to a dedicated team—SignalKit was no different. Our job was to design completely new experiences for our client's customers and support these prototypes with design that simply works. In time, our cooperation also involved supporting the ideation process, as well as research and development of experimental functionalities.

Cooperation Model: Ongoing Design Support

UX Audit

R&D for new Products

Usability Testing

Design Support for Marketing

End to End Design Support (Mobile)

UX/UI Improvement of WebApp

1 UX Audit

We held discovery workshops followed by a UX Audit of the existing web system to fully experience and understand the potential risks, test the usability and accessibility heuristics, find friction points, and recommend improvements.

2 React Native App

After a scoping session, we confirmed that we should check the hypothetical needs of a native app for SignalKit consumers and partners. Keeping the business requirements in mind, we prepared an initial design and built a minimally required flow to meet the goals of the hypothesis. We rebuilt the information architecture of the existing web app to match the primary personas and adjust it with the most optimal mobile design patterns.

3 Web App Improvements

We took an existing system and improved its design coherency to create or adjust the features that met the requirements of the users and business partners. We did that by separating the product layers and testing the assumptions to progressively meet the most anticipated needs and fix the bugs or user flows. We also created an interface inventory to prepare the product for future improvements and features.

4 Research, Design, and Development

We provided a highly experienced UX and Design team to research and create new technologies and features for the future product life-cycle.

5 Day-to-Day Support and Product Recognition

As a remote team of designers for SignalKit, we provided full support for various design tasks and needs., from product marketing materials, through motion and interaction designs and vision, to small interface tweaks. Since we excel at creating new features, we were best suited for the task of messaging as a visual design of our view for the client's users.
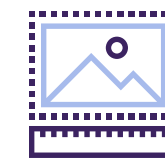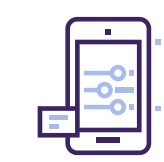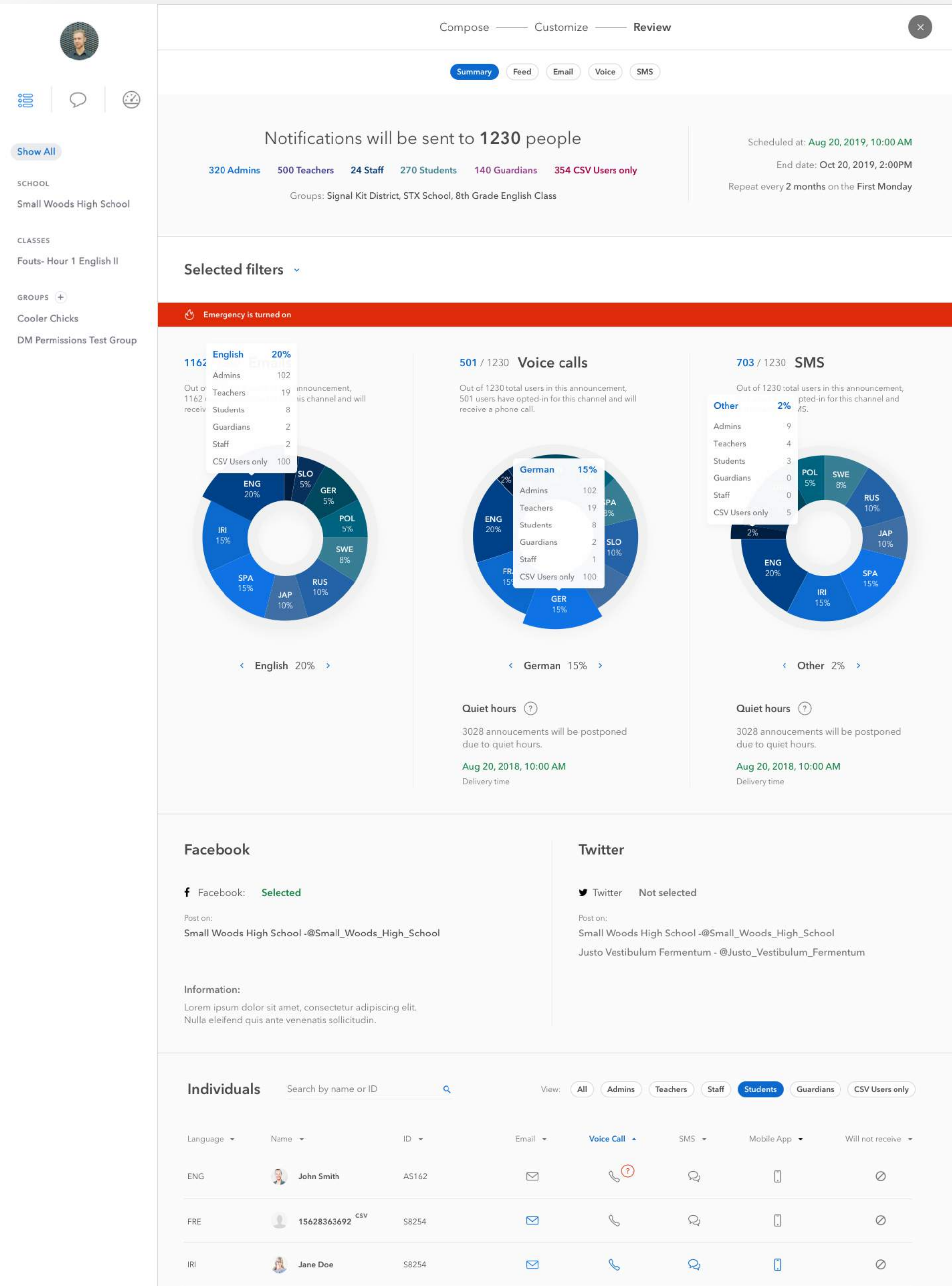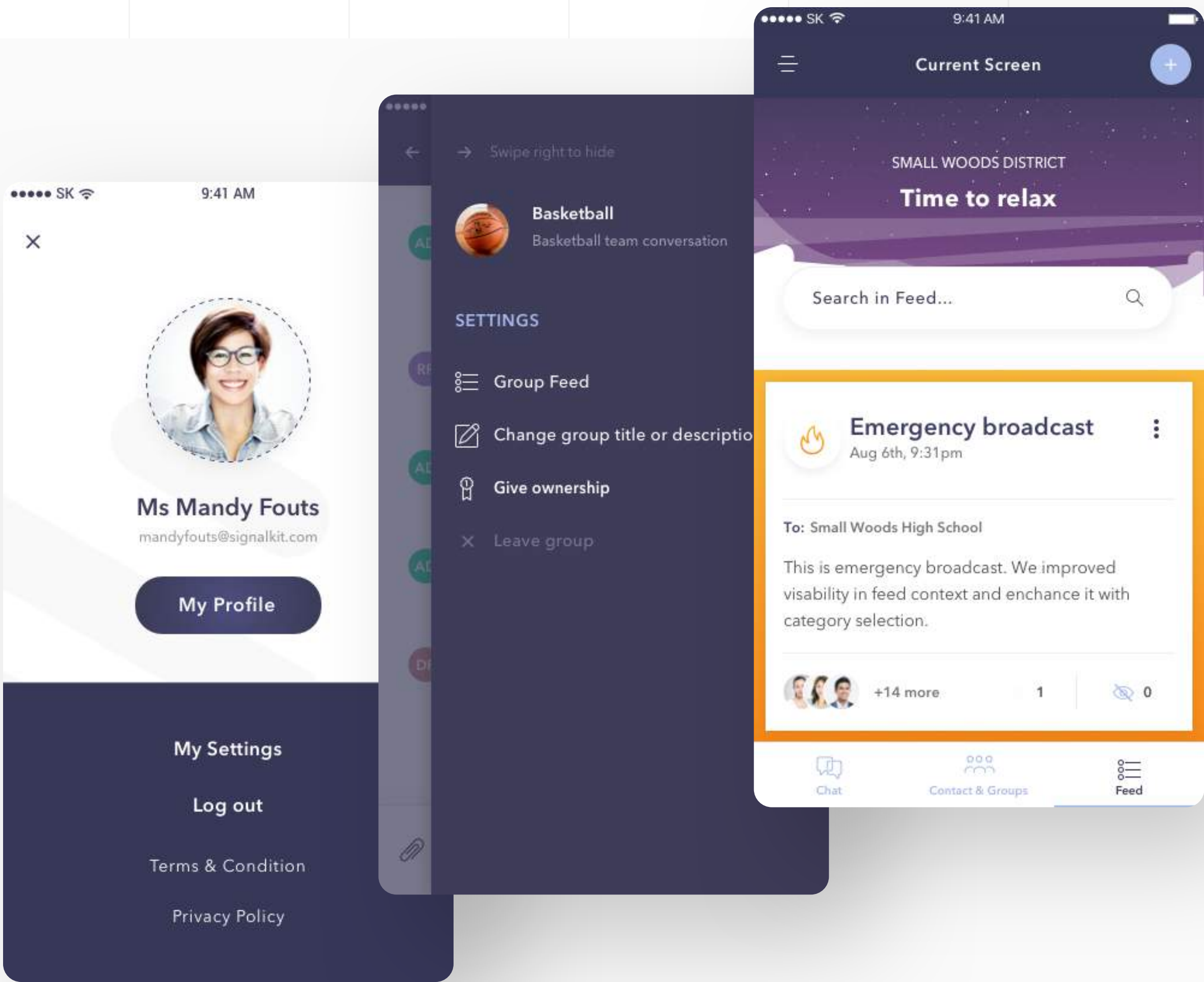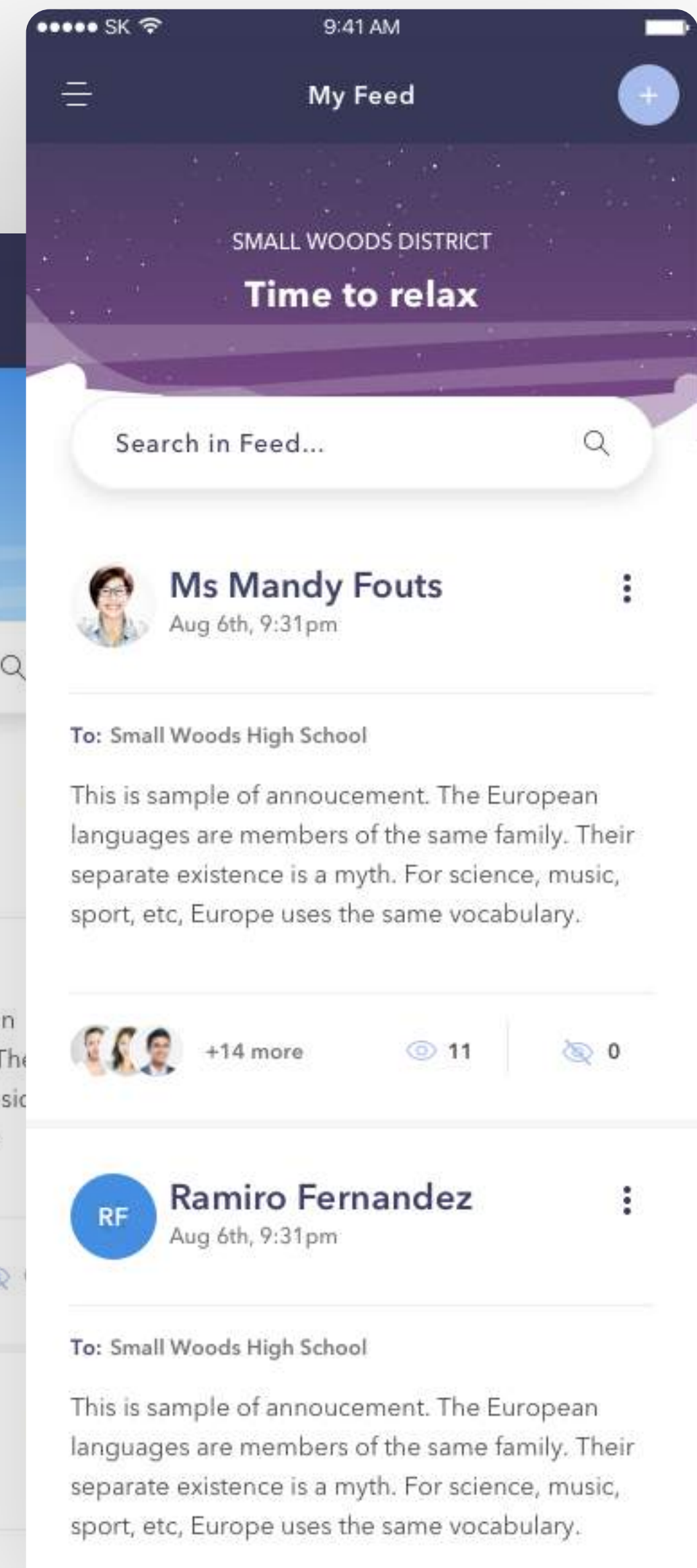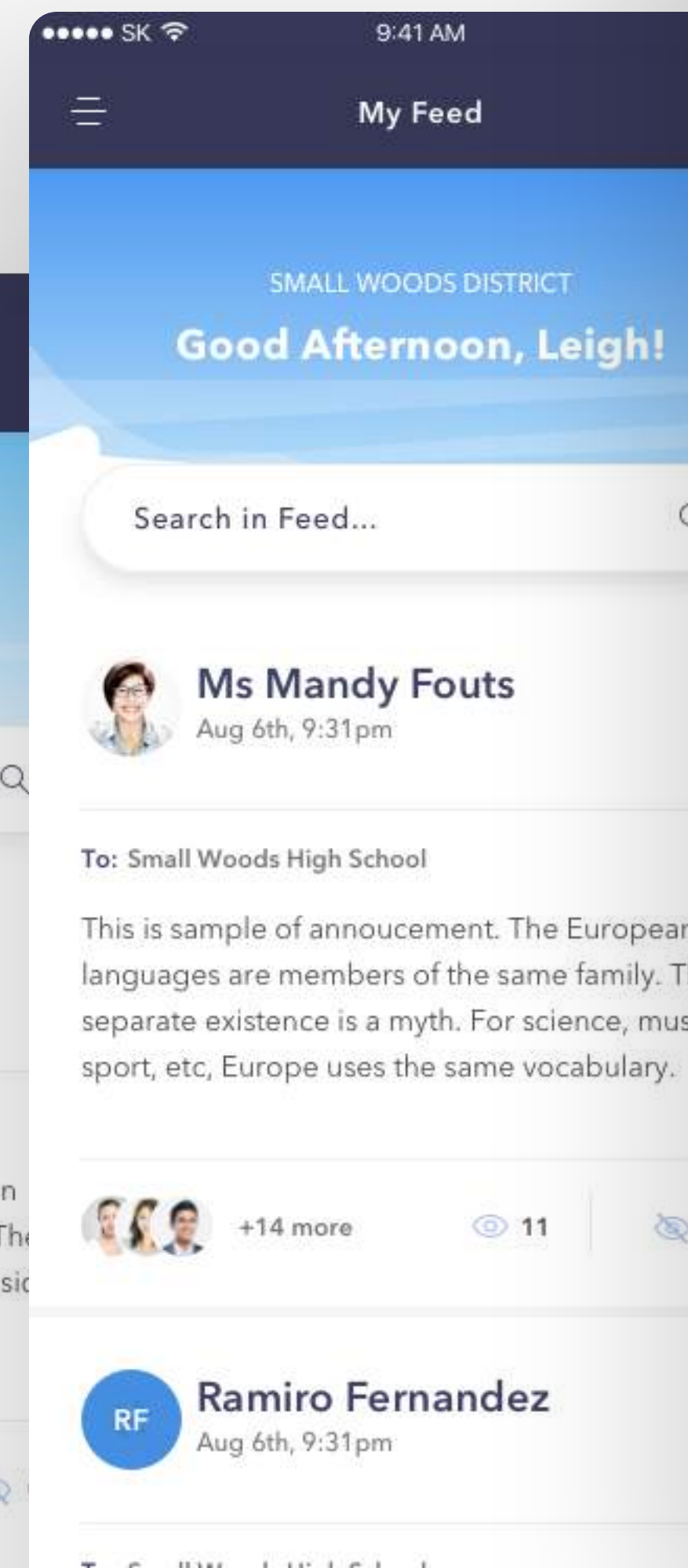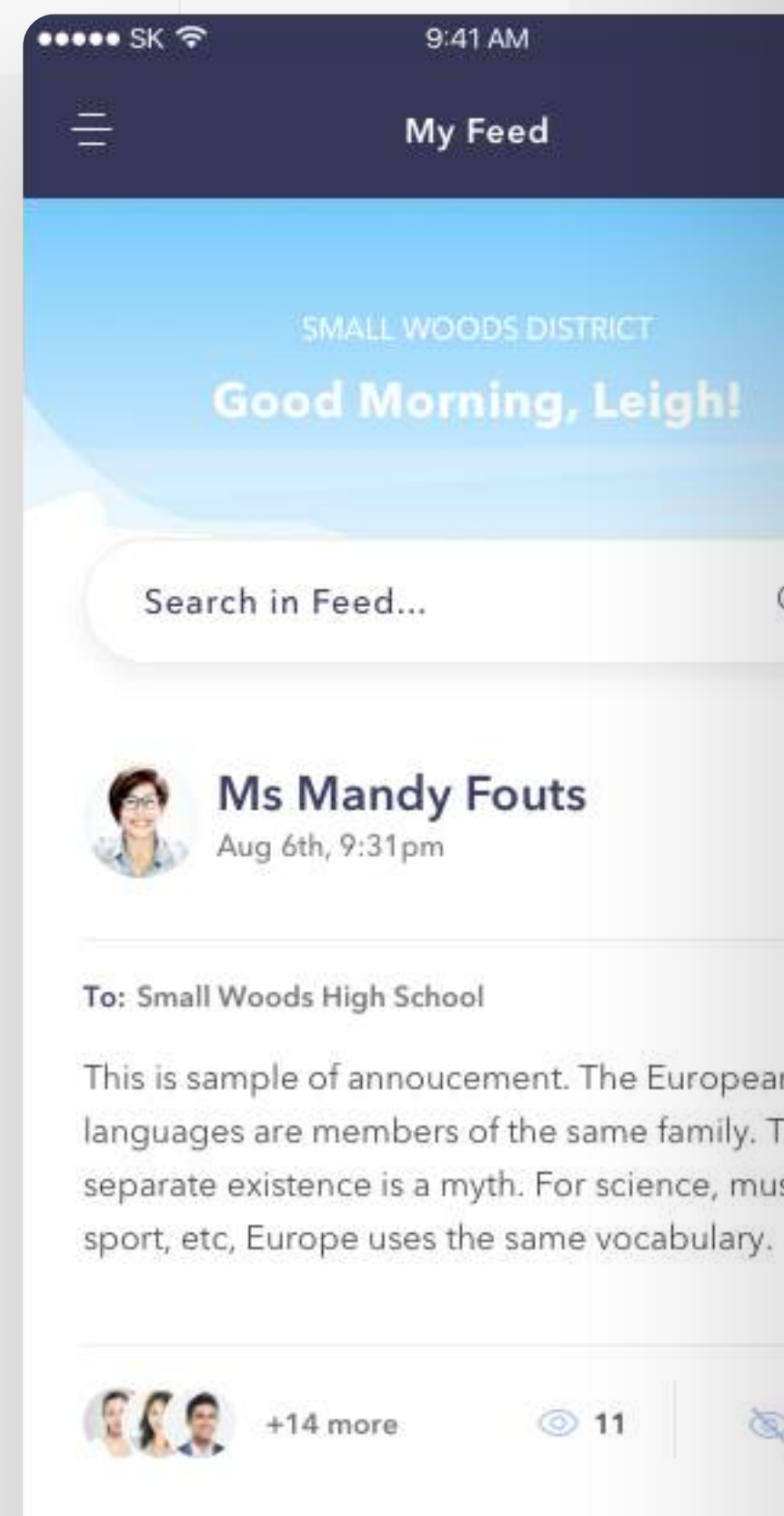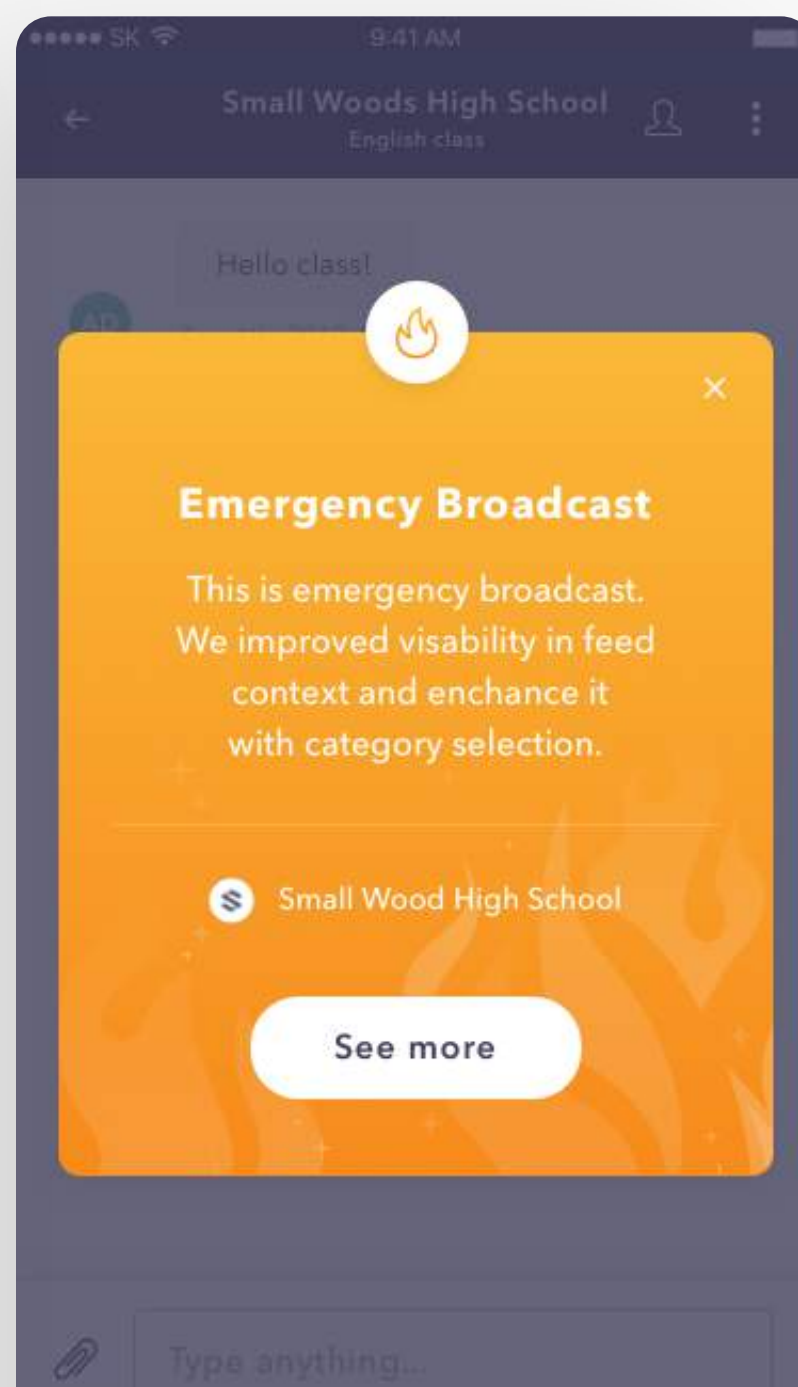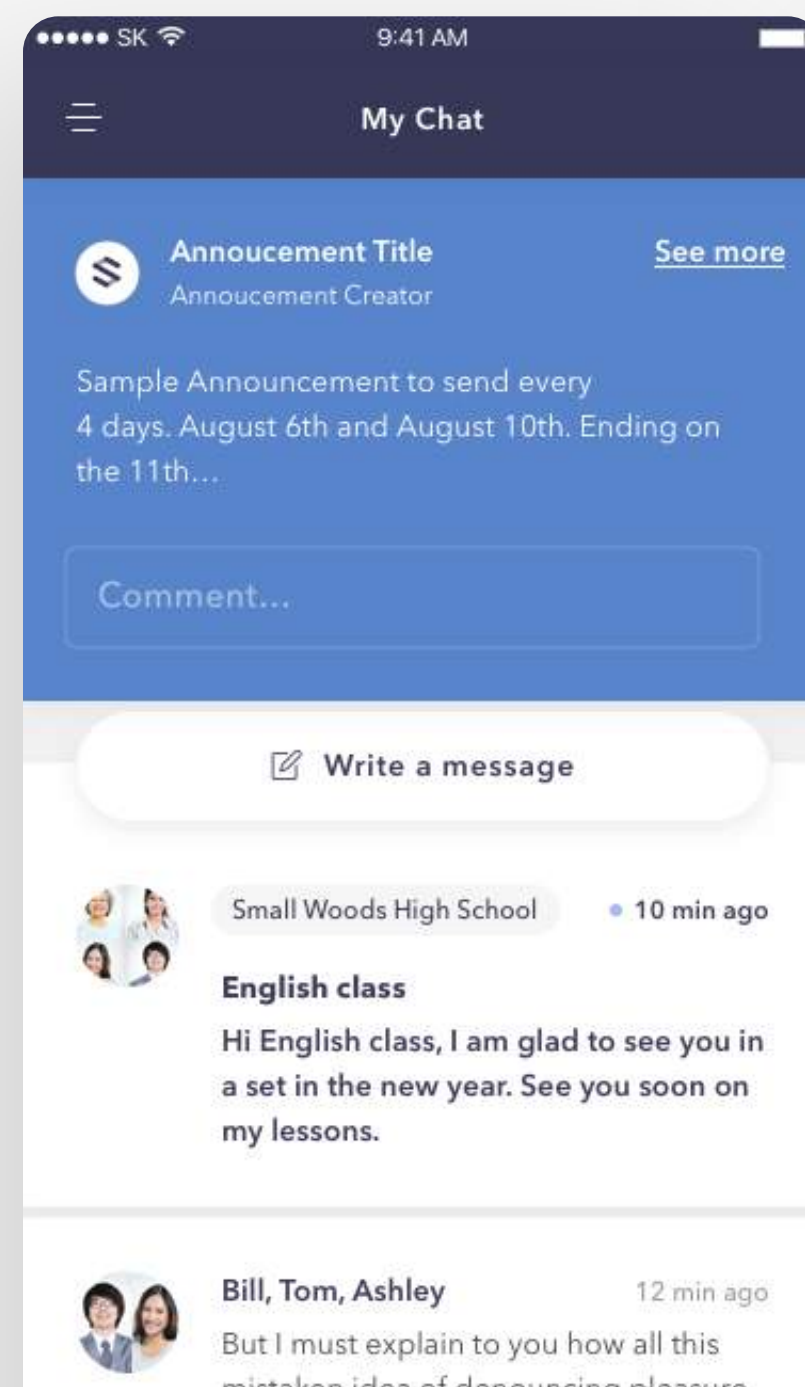
Designs

Design insight

01
High-quality animation to any native app.

Animation and interactions based on After Effects are often just a preview for the developers that once again need to be translated to a usable format. We found a way to translate the animation assets directly into code, taking the motion design deliverables back to Product Design, which saved an unbelievable amount of the developers' time. We were able to create stunning illustrations that highlight the desired emotions for the whole user experience.

STXNEXT
python powerhouse

Thank you!