

LEONARDO MORENO

CASE STUDY #1

MOBILE BANK

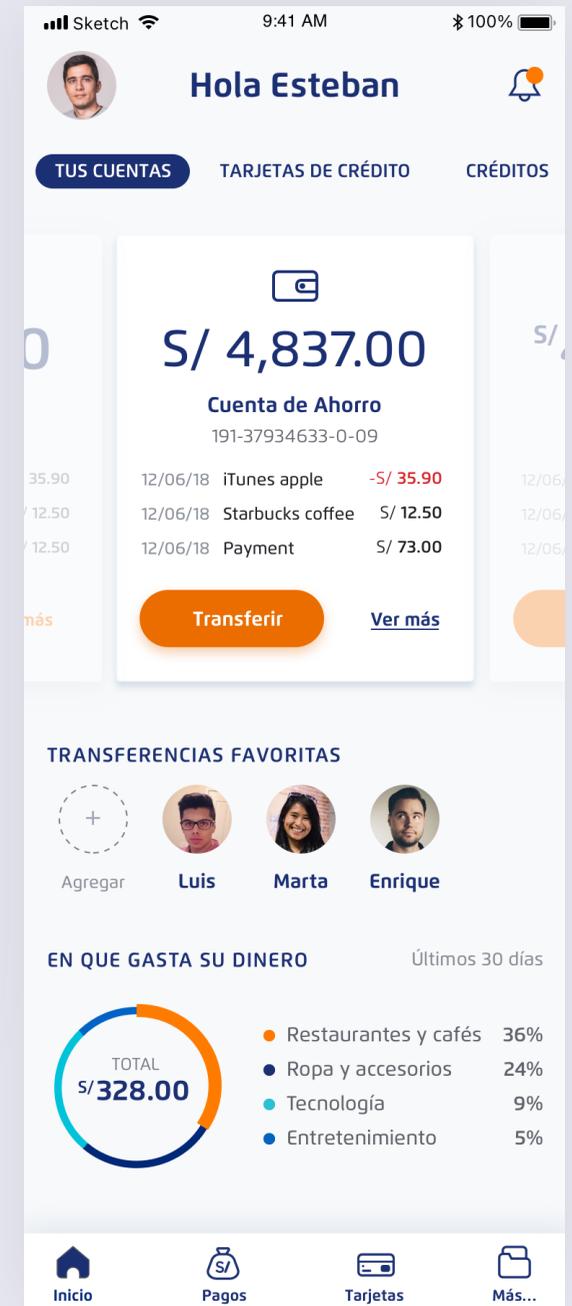
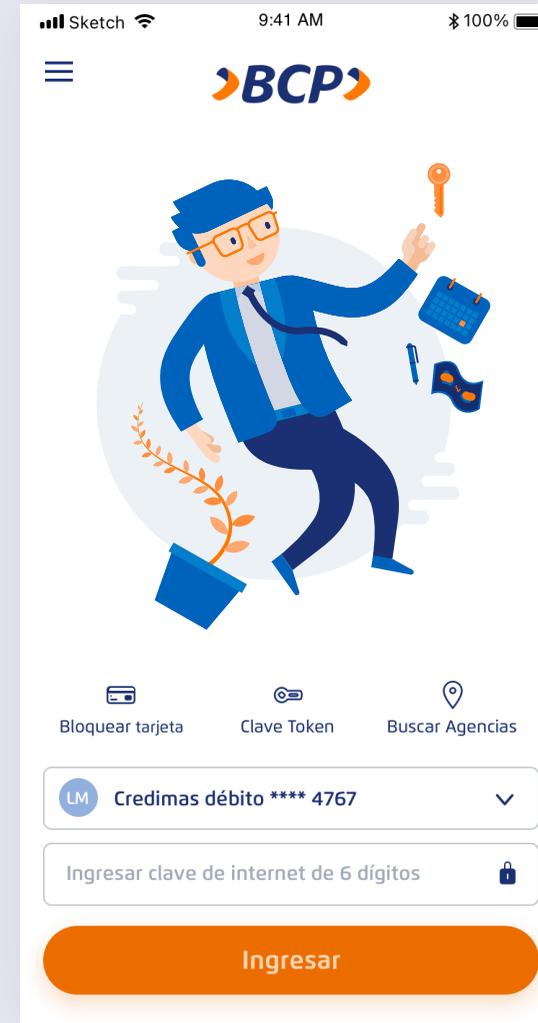
THE PROBLEM

BCP had an outdated mobile banking application, with non-scalable technology and a poor quality user interface. Their competition in the Peruvian market was gaining more users as they were newer banks with modern app features. Many of the users rated the BCP application negatively.

WHAT I DID

As a design team we needed to redesign BCP's mobile banking application that was aimed at 5.6 million monthly users. One of the challenges was incorporating new technology and thinking about new components that would come from a Design System. Part of my collaboration in the redesign included many research sessions, ideation tests and exploration of the tools.

Tools that I used:



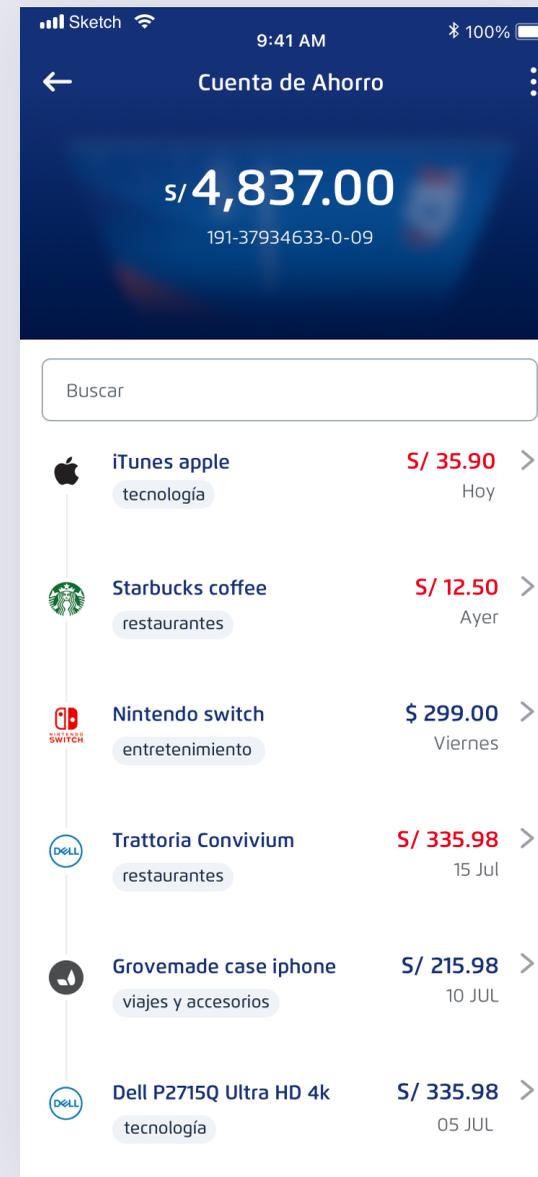
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Tools that I used:



CASE STUDY #2

INSURANCE MARKETPLACE

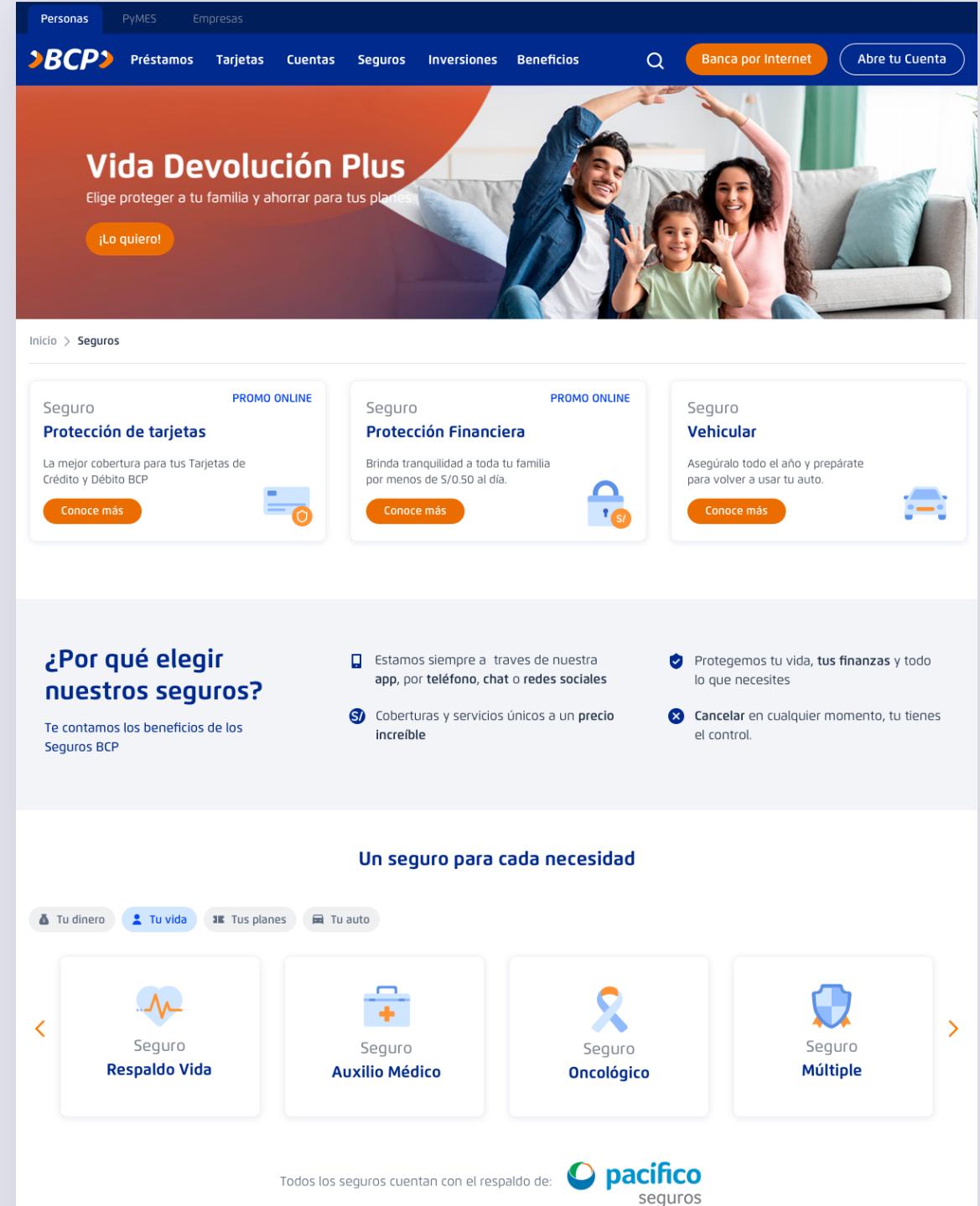
THE PROBLEM

The BCP sales area had around 12 bank insurances that were sold in person in established offices with sales personnel. This was very costly for the bank and a common frustrating experience for the customer, who did not understand all the coverages and exclusions of the insurance when they were explained in person.

WHAT I DID

As a Senior Designer, I led the design of a Marketplace for the bank, a project that began from the research stage with interviews, journey maps, prototypes and low fidelity designs. The end result was the complete Marketplace experience and it was delivered to the development team. Throughout the whole process there was validation and participation of product managers, developers and sales managers.

Tools that I used:



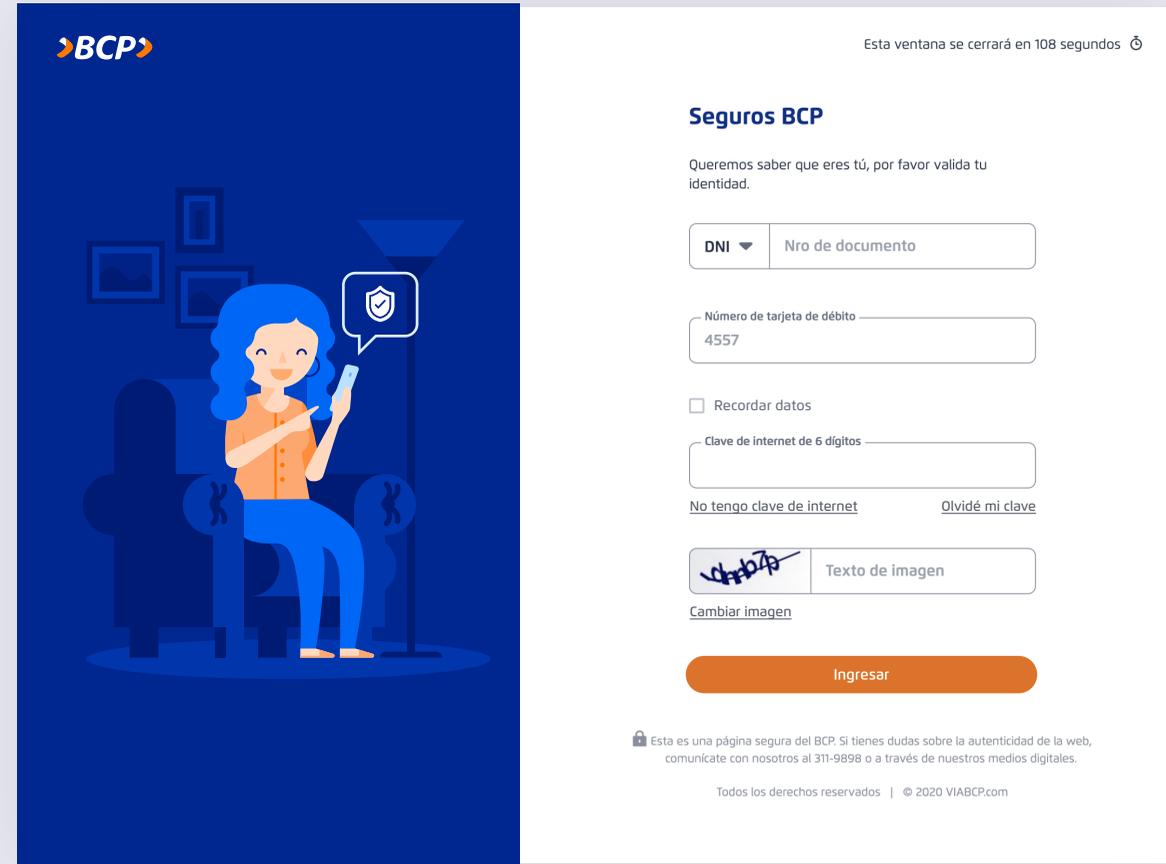
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Tools that I used:



BCP Seguros Cerrar sesión

1 Identificar 2 Elige 3 Confirma

Fernando, estas a dos pasos de proteger todas tus tarjetas BCP

¿Qué plan prefieres?

Plan anual Un solo pago ¡Ahorra 1 cuota al año! S/ 142.89

Plan mensual Paga mes a mes S/ 12.99

Elige tu medio de pago

Tarjeta de crédito Cuentas soles y dólares

VISA Cuenta Sueldo BCP Soles 4557 **** * 4567

AMEX Cuenta Sueldo BCP Soles 4557 **** * 4567

Mastercard Cuenta Sueldo BCP Soles 4557 **** * 4567

El cobro será de forma automática según el plan elegido

Al elegir una tarjeta de crédito o cuenta en dólares el cobro del seguro tendrá un tipo de cambio referencial del día que utiliza BCP

Conocer más del seguro Continuar

Centro de contactos Dudas frecuentes

BCP pacifico

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BCP Cerrar sesión

¡Felicitaciones! Ya tienes el Seguro Protección de Tarjetas Plus

Los documentos del seguro se enviaron a: fernando.pascana@gmail.com

Tipo de seguro Seguro Protección de Tarjetas Plus

Número de solicitud 1029345667

Pago mensual S/ 12.99 soles

Medio de pago Cuenta de Ahorros BCP Soles 193 **** * 23

Seguro Activo

Con el respaldo de pacifico seguros

Recuerda llámanos al (01) 311-9898, anexo *230

Para usar el seguro

Atención especializada y resolver tus dudas

Cambiar las condiciones del seguro Medio de pago y frecuencia de pago anual/mensual

CASE STUDY #3

BENEFITS APP

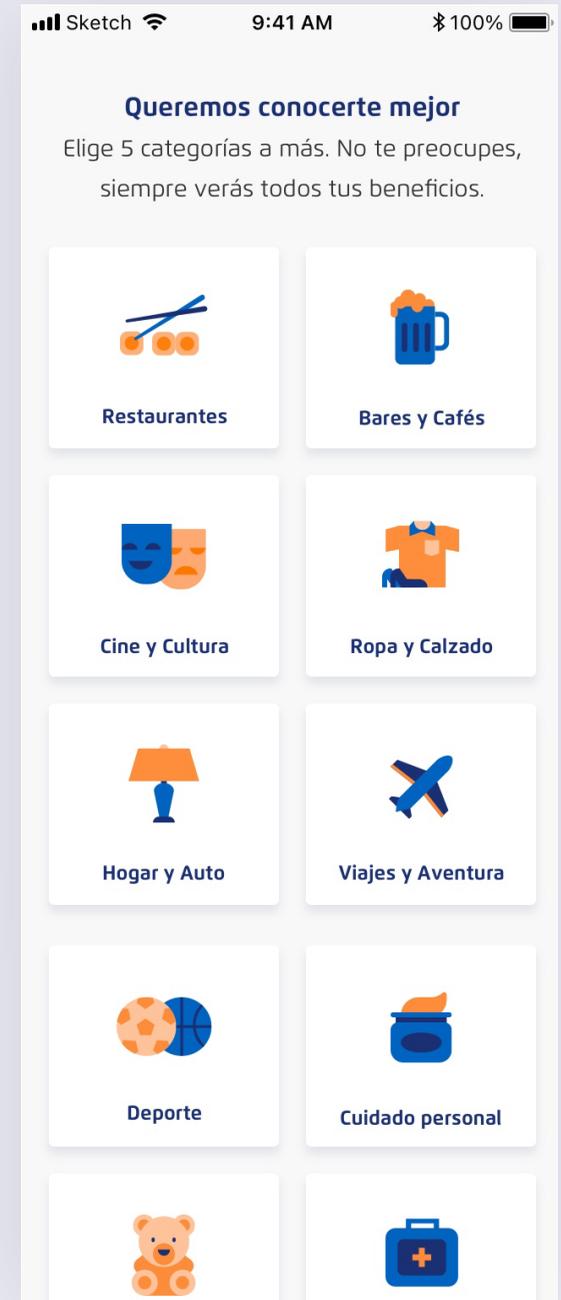
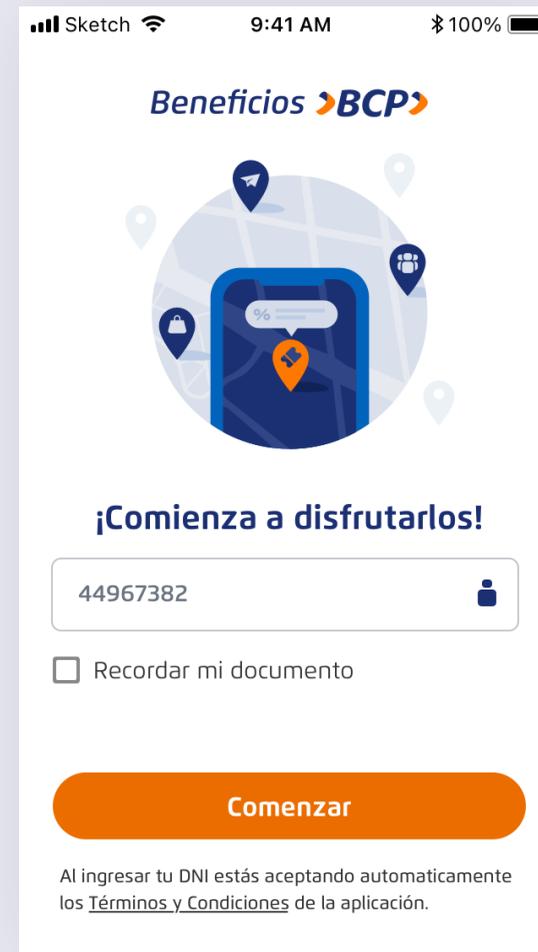
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BCP clients were not clear about the benefits they received for being clients of the bank. As a retention strategy, BCP needed to create a digital product where its customers could see and learn about their benefits in restaurants, clothing stores and other businesses. The proposal had to be easy to use and based on the real needs of the different types of clients.

WHAT I DID

I worked together with a multidisciplinary team to create the first wireframes. We ran user tests that helped us iterate over the initial proposal. Once having an acceptance with the wireframes and the high fidelity prototype, I designed the final version that was passed to the development team to be implemented and released. A set of illustrations was designed for the app and its documentation for the Design System

Tools that I used:



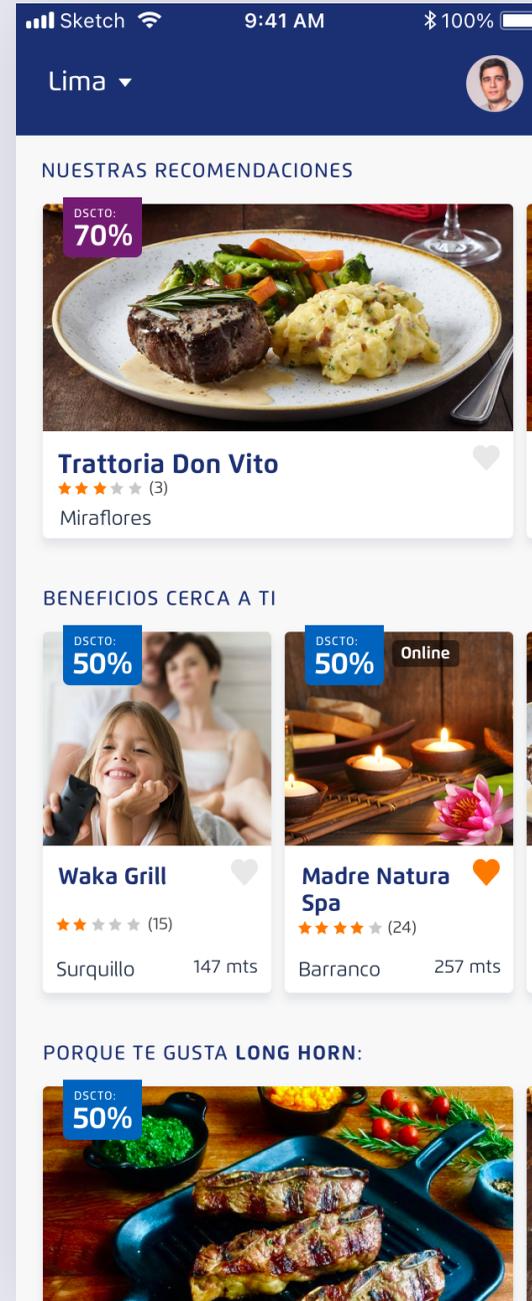
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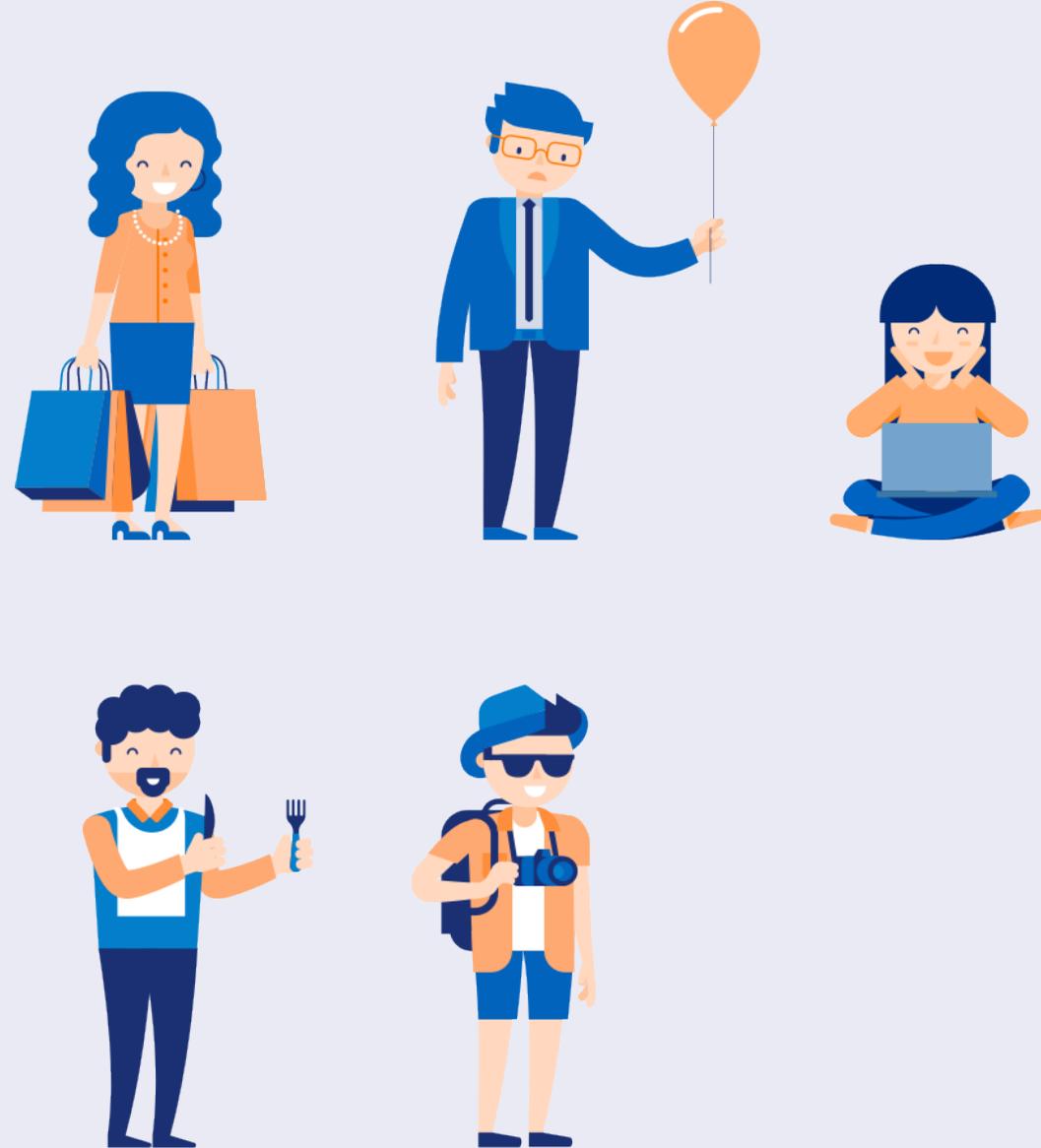
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CASE STUDY #4

COMMERCE MANAGER

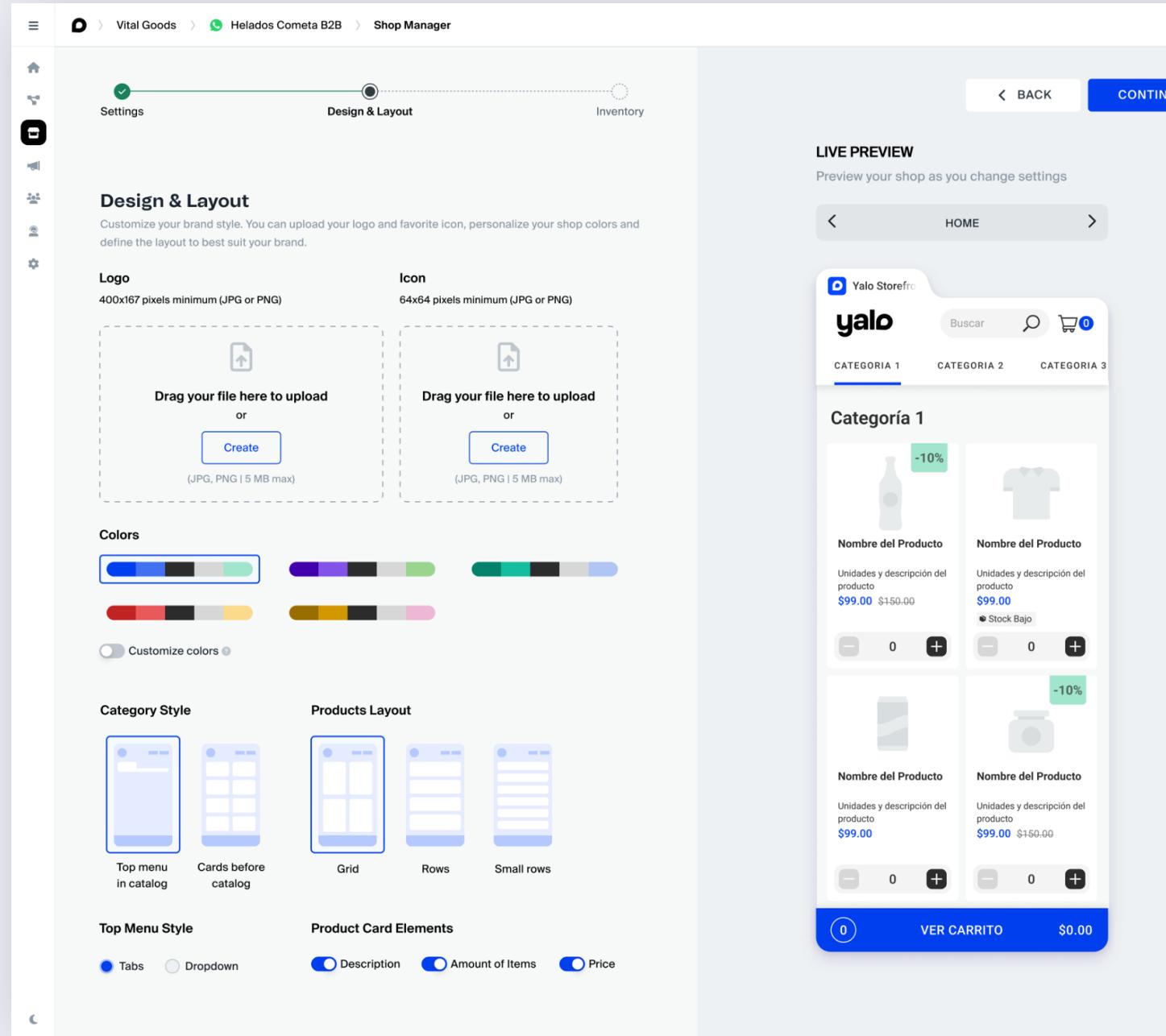
THE PROBLEM

Yalo's wholesale clients, such as Coca Cola and Unilever, needed to be allowed to create an online store. Part of the customer's needs include managing brand identity, uploading their products, stock and prices, and checking their orders and sales. The user needed to execute these tasks in a clear and simple way, both for the first creation of the store and for its future administration on a regular basis.

WHAT I DID

I was responsible for designing the creation flow, which involved uploading images, selecting branding colors, defining business rules and copy in different parts of the store. I also designed the product inventory upload pages as well as the system to verify orders placed in the store. The entire experience was designed for the first creation as well as future updates to the store. The process included wireframes, user tests and benchmarks.

Tools that I used:



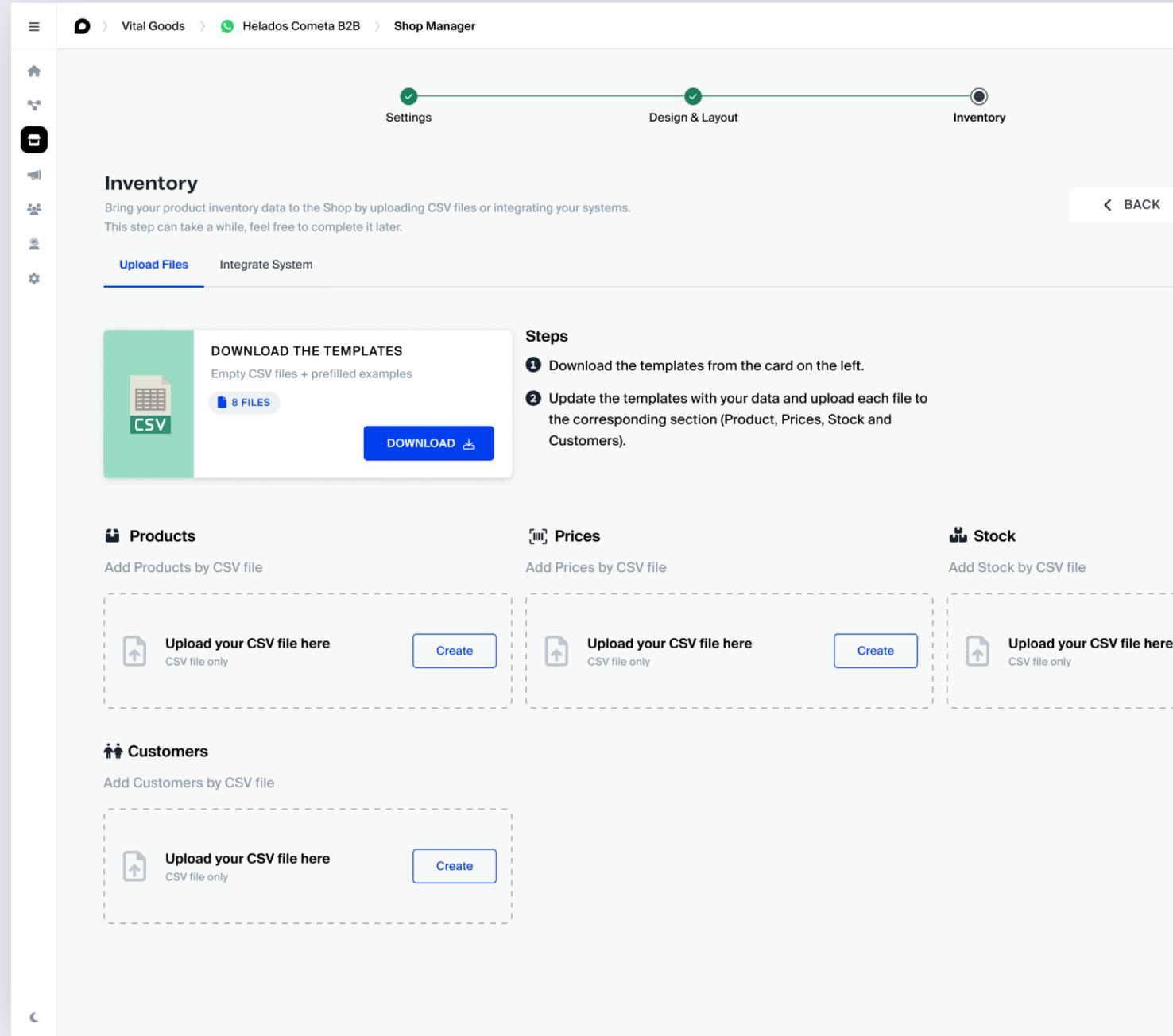
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Tools that I used:



Order ID: 67335sdg535dgb57dff446
22/11/2023

Order Date	Customer Code	Session ID	Products	Status	Order Value
2022/11/22	1245757857	67335sdg535dgb57dff446	376	Created	\$9,300.00 MXN

Products

Image	Product Name	SKU	Description	Price	Category	Quantity
	Smart Soda Sabor Original	1245757857	Caja con 6 botellas de 235ml	\$ 270.00 MXN	Bebidas	12
	Smart Mora	924648389	Caja con 12 botellas de 235ml	\$ 360.00 MXN	Bebidas	4
	Coco Soda Light	0837464721	Caja con 6 botellas de 235ml	\$ 140.00 MXN	Promociones	8
	Smart Soda 3D	9374538781	Caja con 8 botellas de 600ml	\$ 400.00 MXN	Bebidas	35
	Smart Soda Sabor Naranja	9876351323	Media caja con 12 unidades de...	\$ 930.00 MXN	Promociones	2
	Envase de plástico	903745894	Caja con 12 botellas de 235ml	\$ 260.00 MXN	Promociones	29

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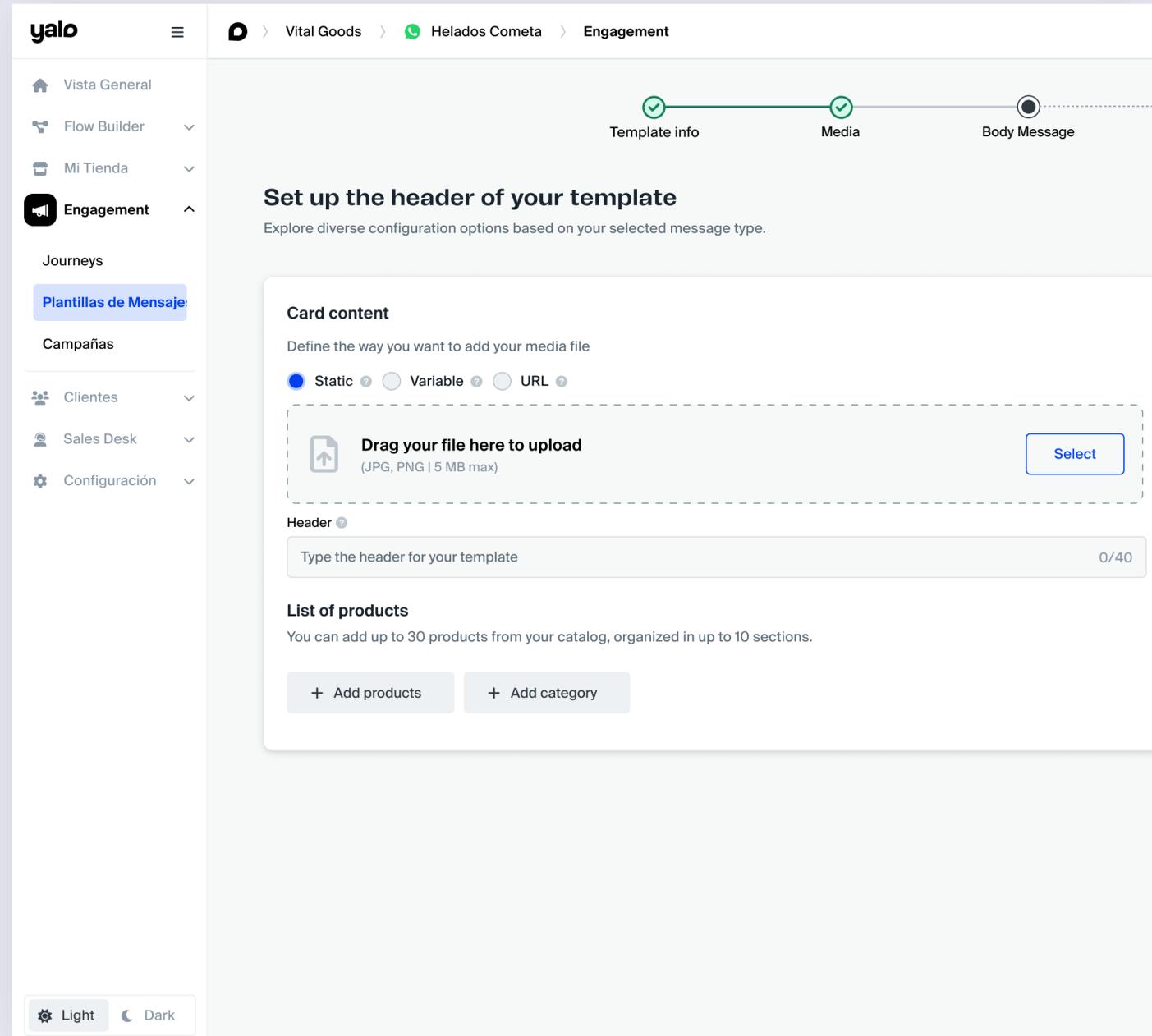
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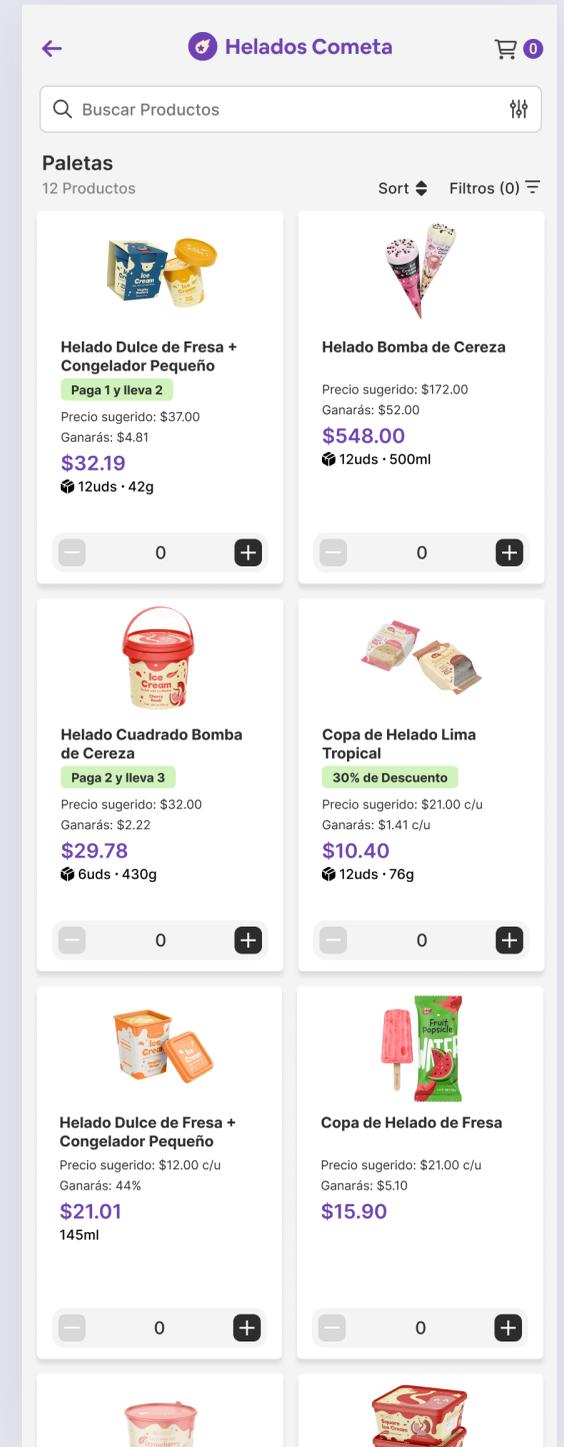
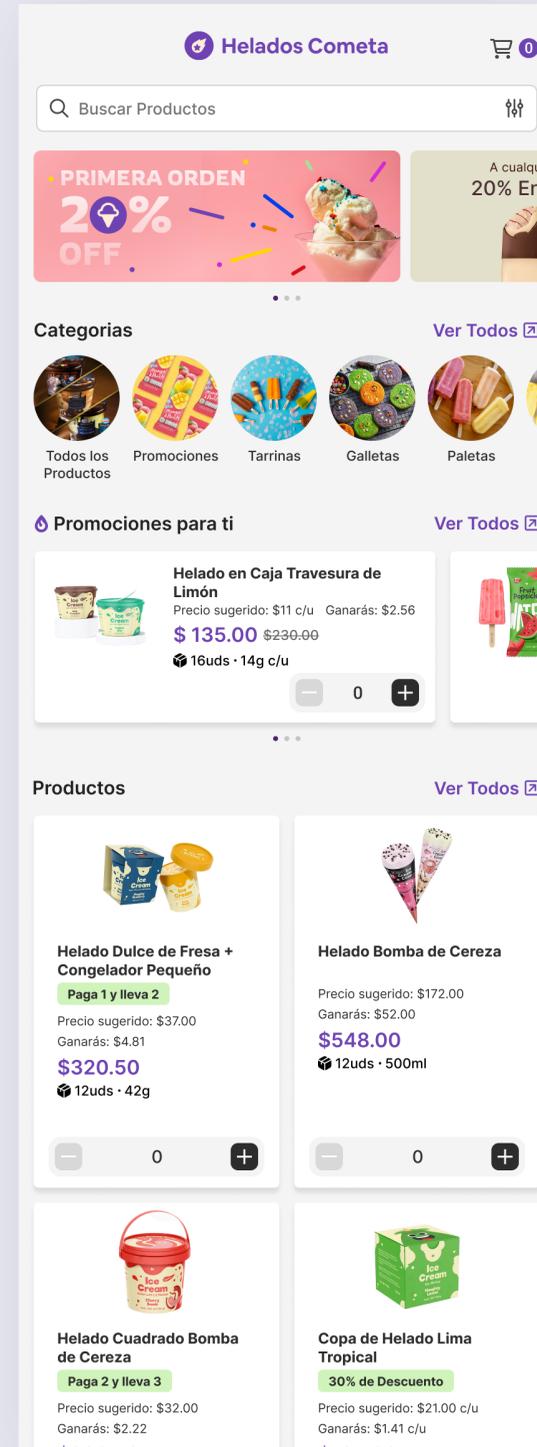
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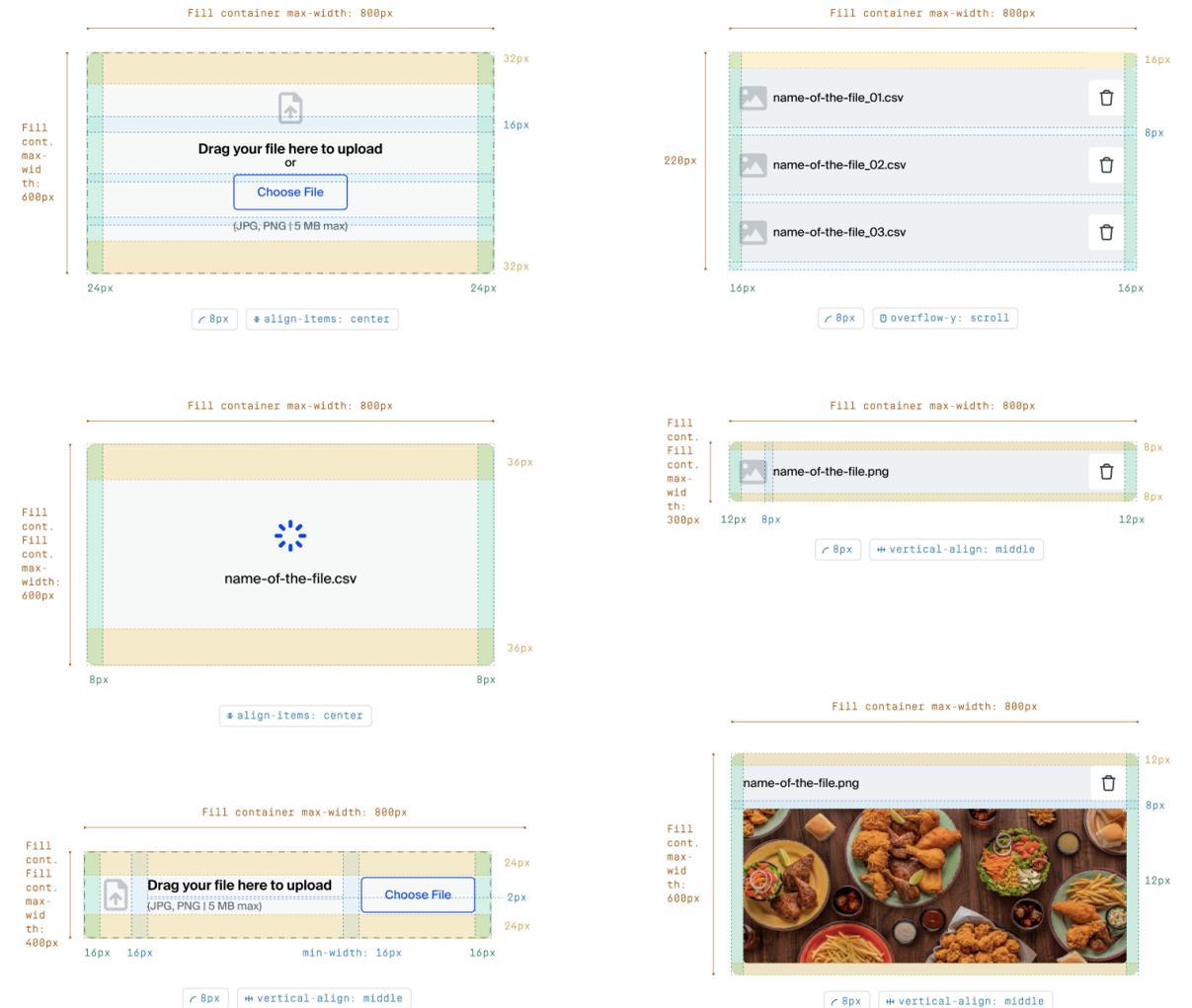
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Tools that I used:



System



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Tools that I used:



Components > Tooltip > Anatomy

Anatomy

#	Element	TYPE	Description
1	Title	optional	It's optional. Gives context on the topic of the tooltip. It can change from light to dark depending on the type of tooltip.
2	Body	required	It's always necessary. It is a flexible text that must be able to contain 1 to 2 small paragraphs. It can change from light to dark depending on the type of tooltip.
3	Container	required	It's always necessary. It is a flexible container that must support all the body text. It can change from light to dark depending on the type of tooltip.
4	Icon	optional	It is the icon that pops up the tooltip as its hover state.



THE PROBLEM

CASE STUDY #5

COMMERCE DASHBOARD

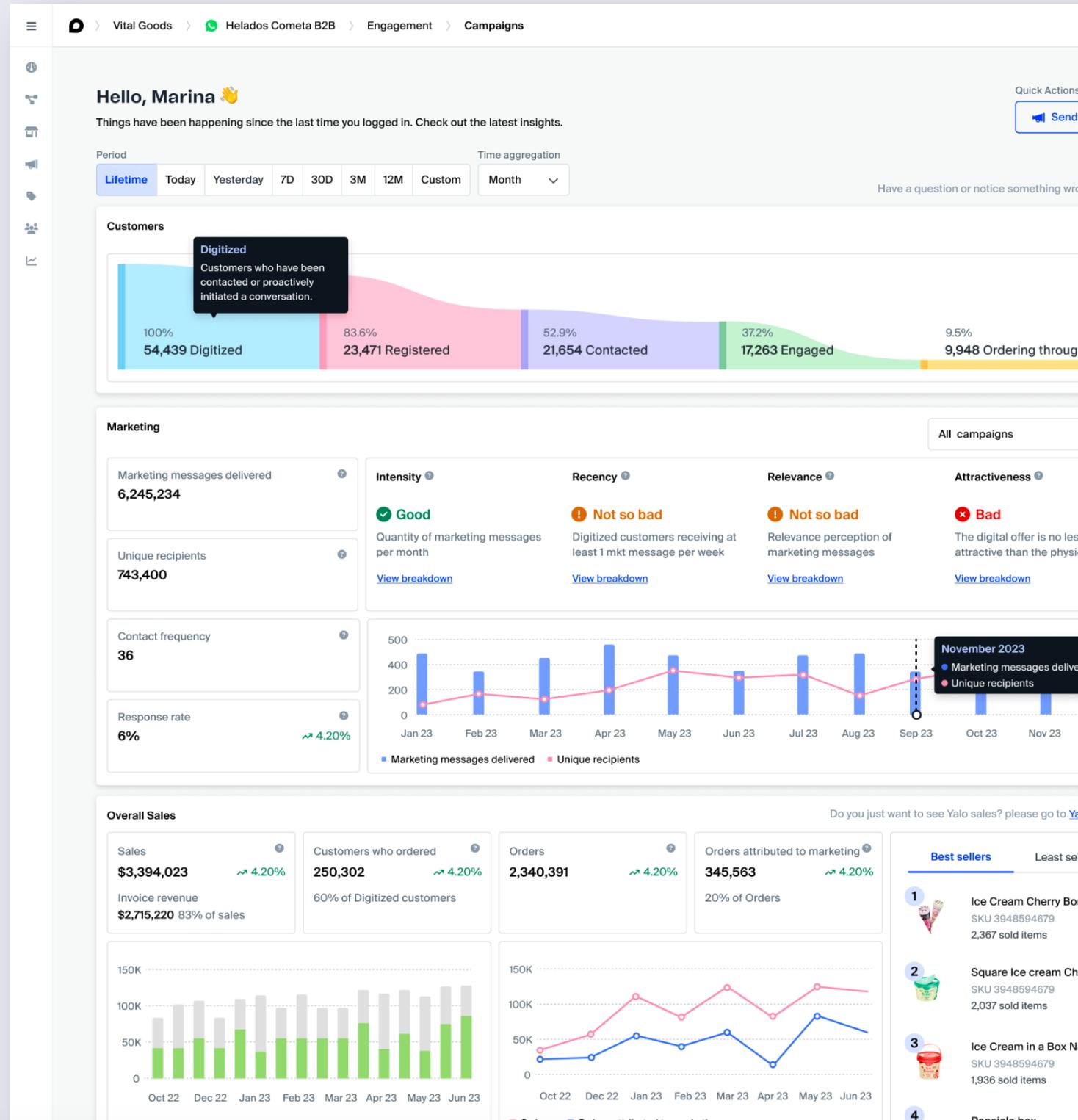
THE PROBLEM

Yalo's customers needed to understand their sales performance on the platform, as well as data that would allow them to create marketing strategies and provide sales reports to their area managers. The dashboard should also serve as the main page for Yalo Studio. There are 3 different types of customers, so the dashboard modifies its data based on the type of customer.

WHAT I DID

We conducted 8 interviews with different clients in the B2B and B2C sector to define their needs and show them the first prototype of the dashboard. As a designer, I worked with the product manager and lead engineer, validating the data and preparing the final experience for the beta version. Our main objective of the dashboard was also to show the ROI of this commerce tool.

Tools that I used:



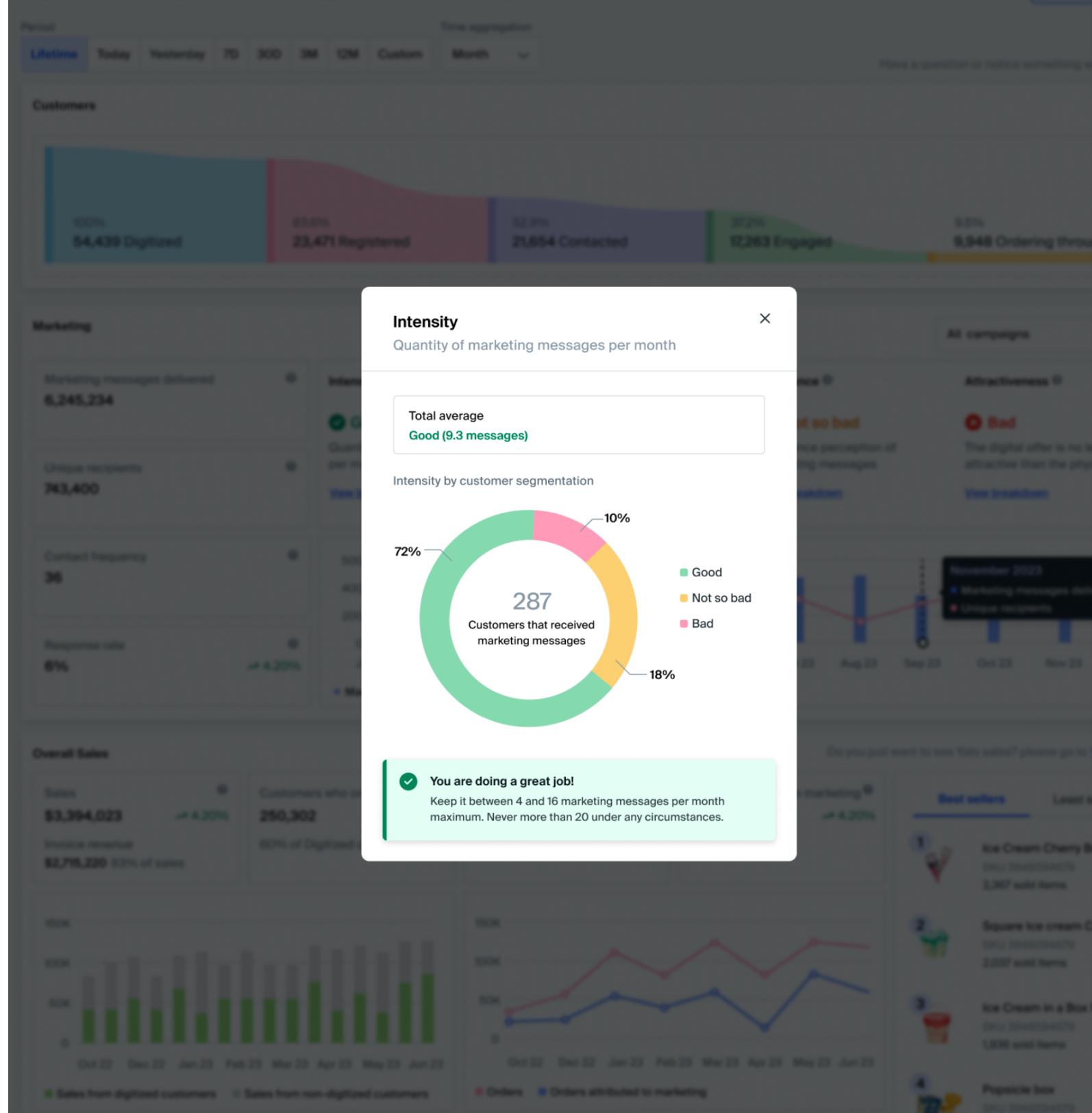
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THANK YOU.