

Projects

Service + UX + UI Design

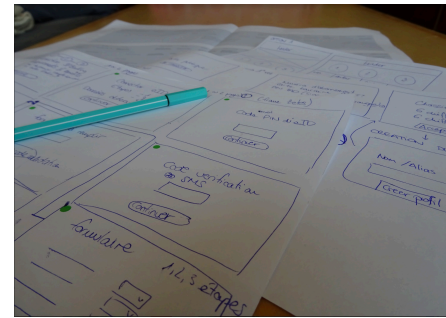
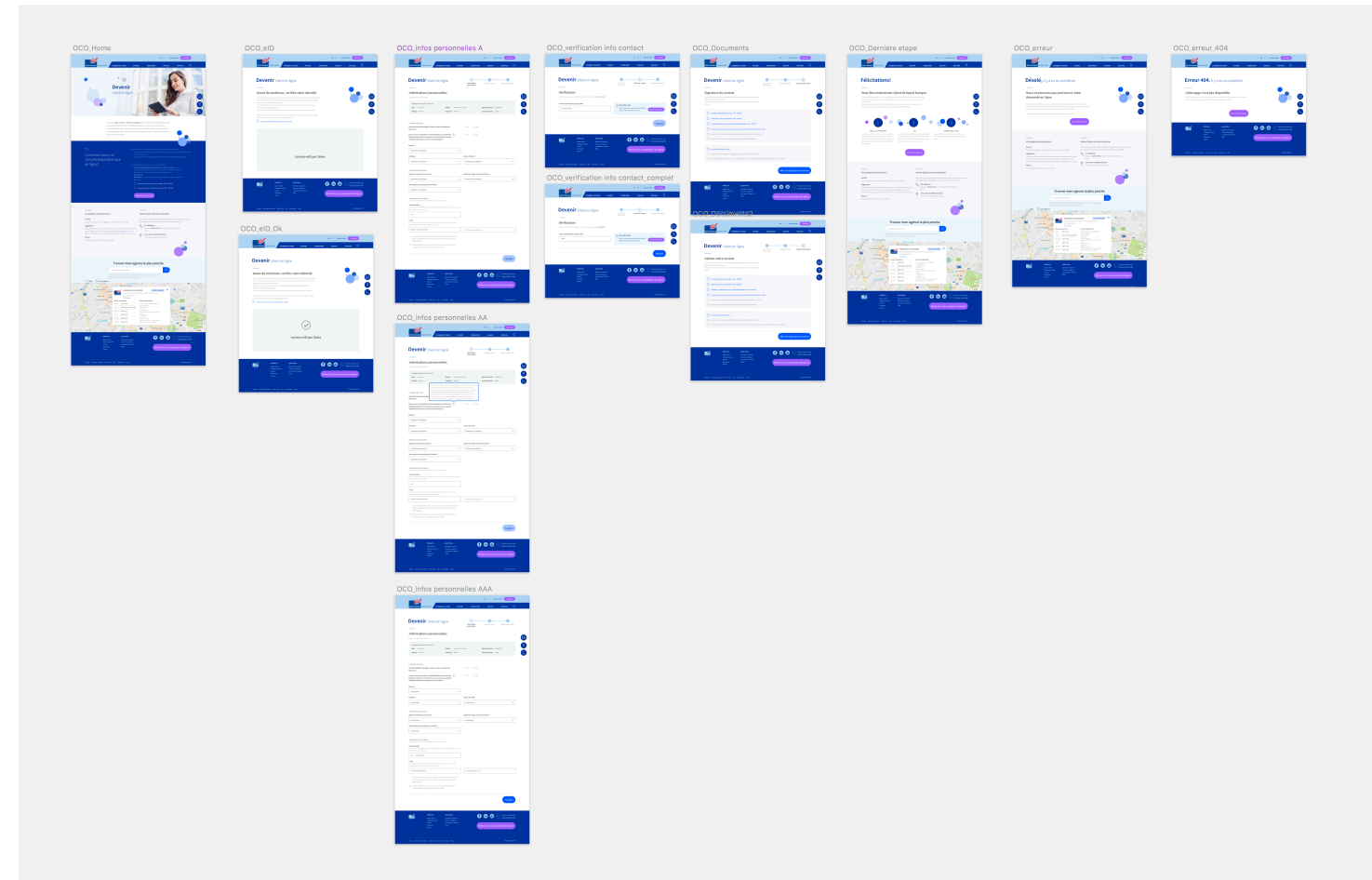


Talentum
Schools

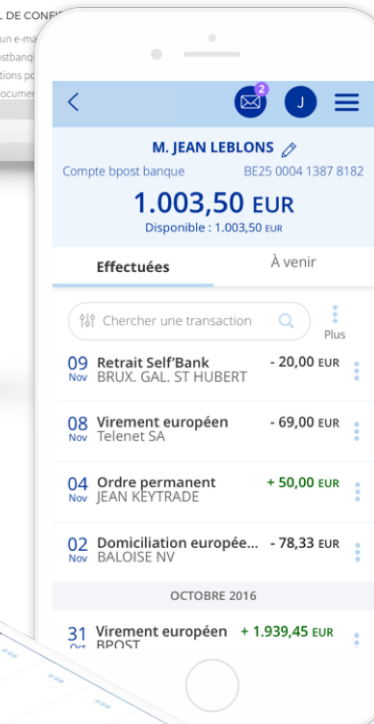
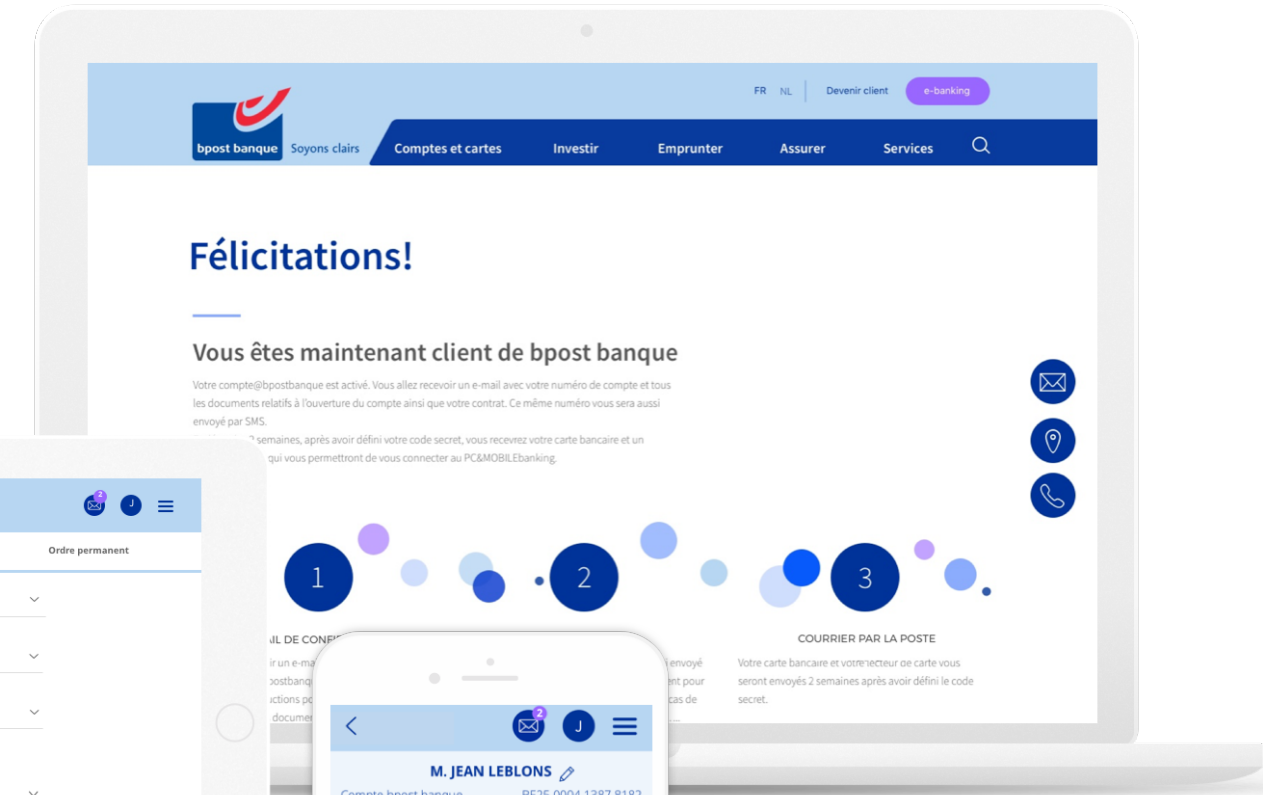
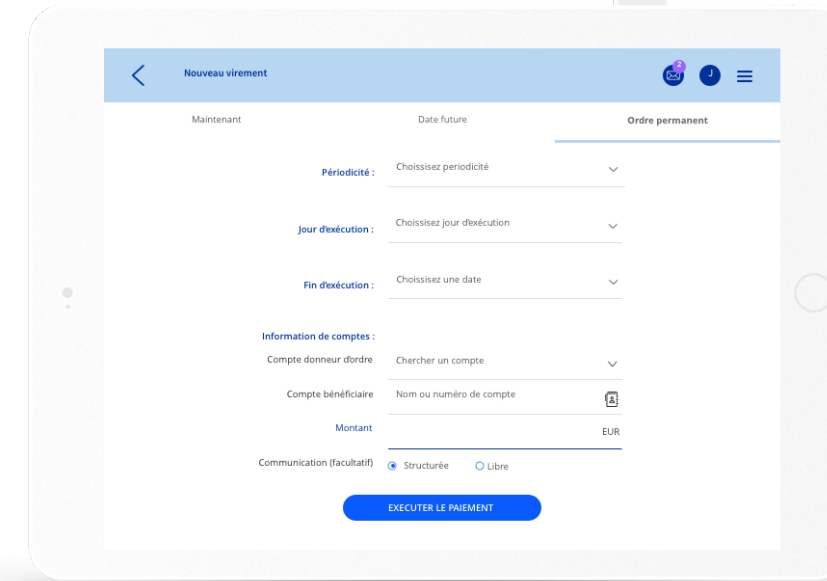
The project was developed for Telefónica Talentum Schools Program and it consists of the design of an online platform in which all technological courses offered for children between 4-18 years at Movistar stores are listed. The website allows to take part in online courses and to book a place to attend a course in person in all stores in Spain. New content and new features that improve the User eXperience are added from the start.

Telefonica

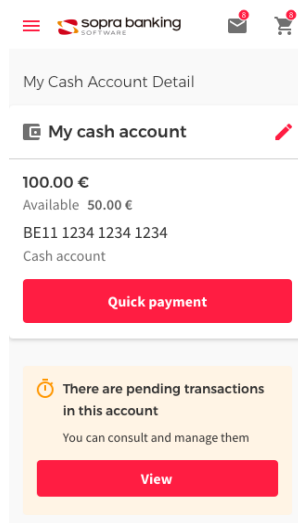
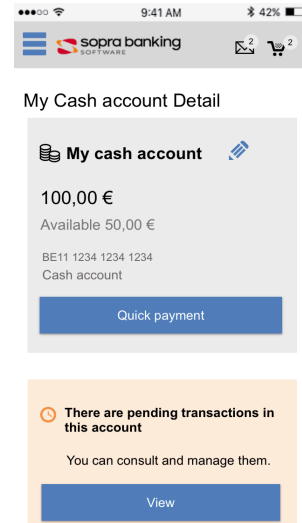
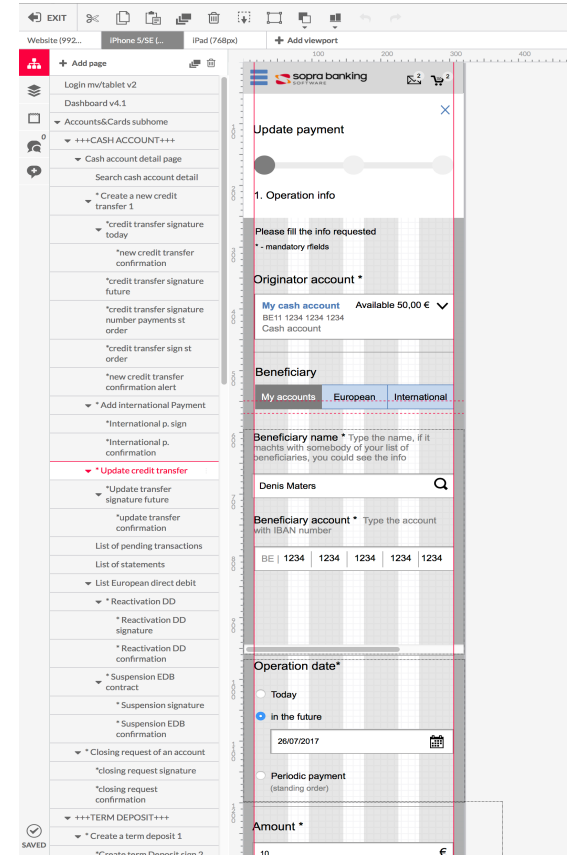
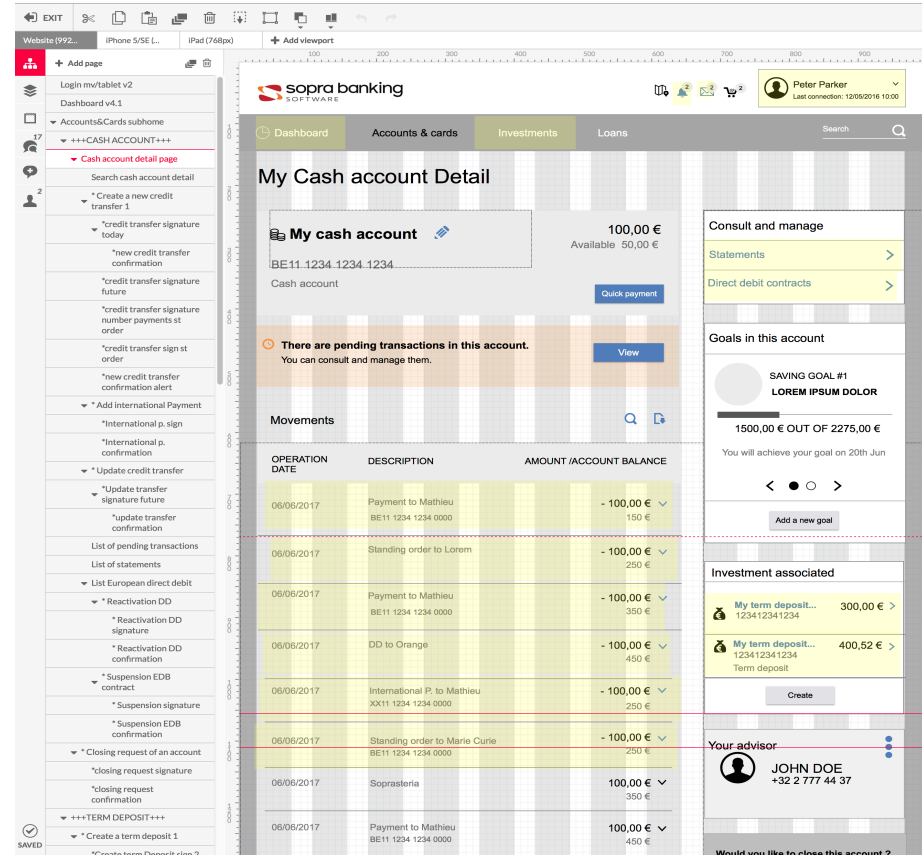
bpost Bank is a belgian bank which started a digital transforma on on December 2016. I worked the during 3 months on this project adapting the screens to all devices: desktop, tablet and smartphone, improving the interaction and making a better experience.



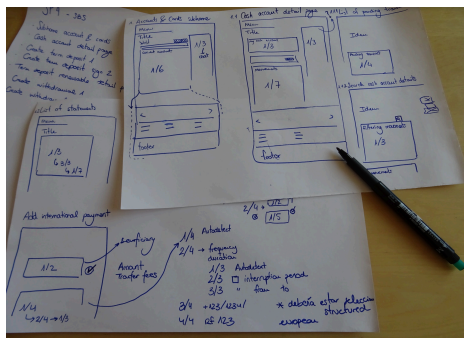
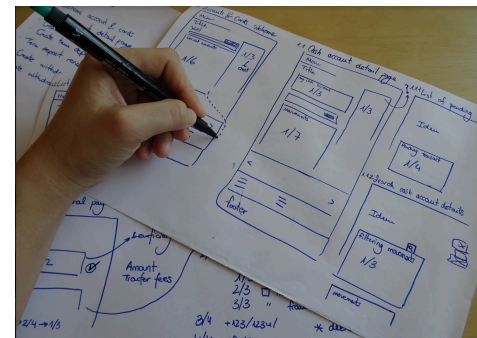
I have also proposed on the Online Customer Onboarding process, one of the most important steps to become online client.



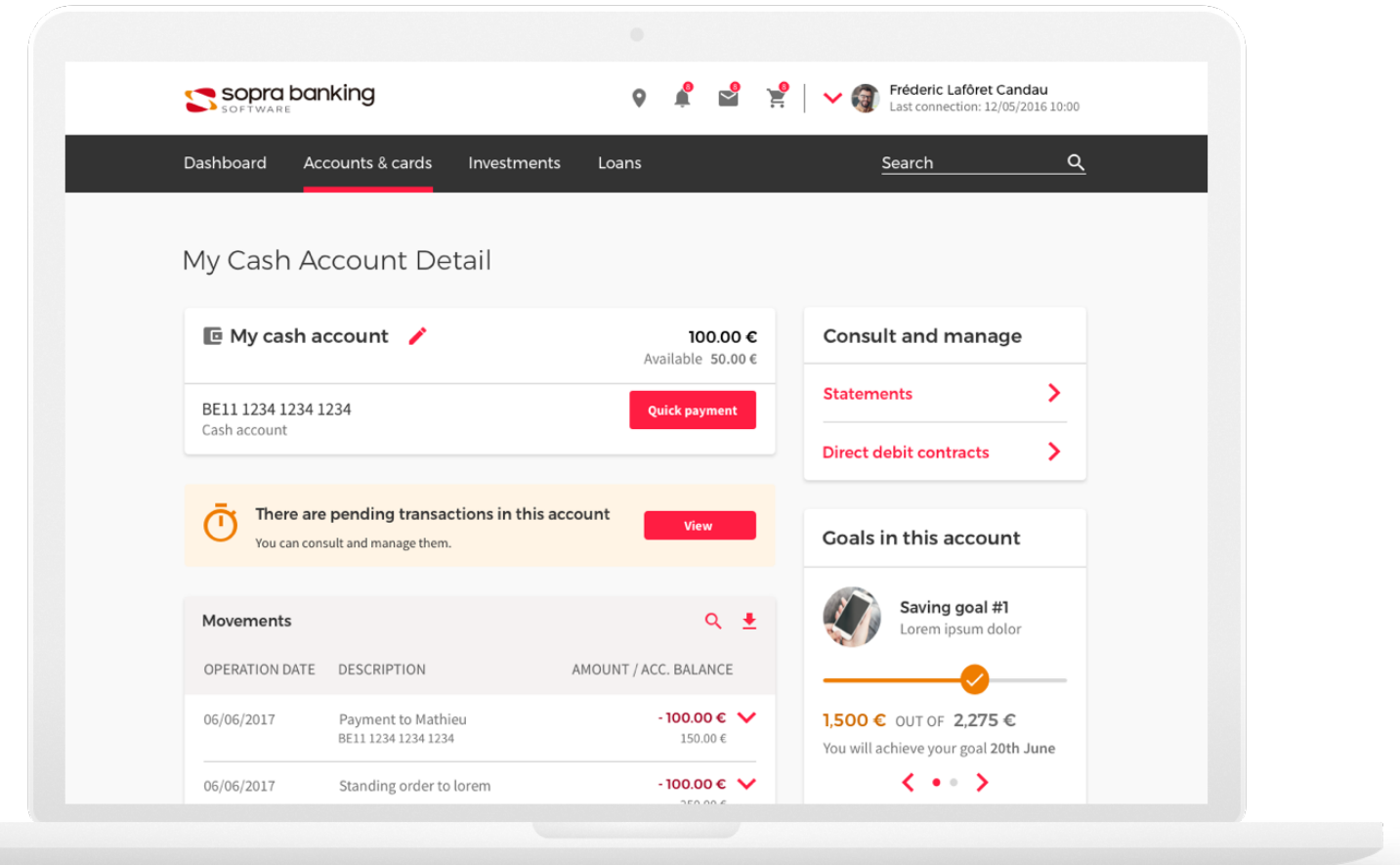
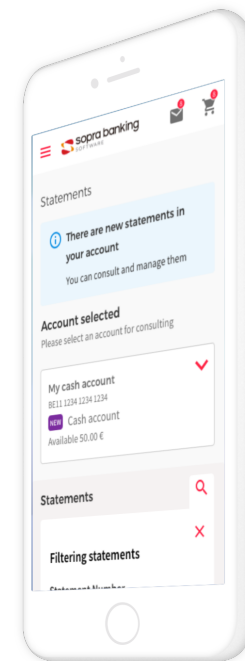
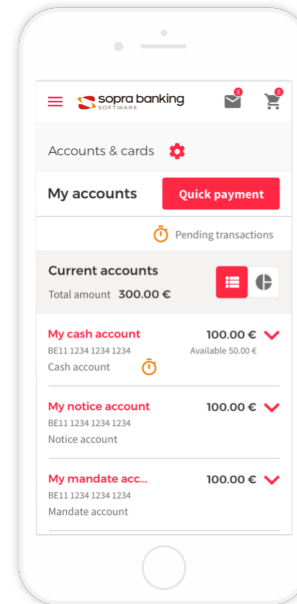
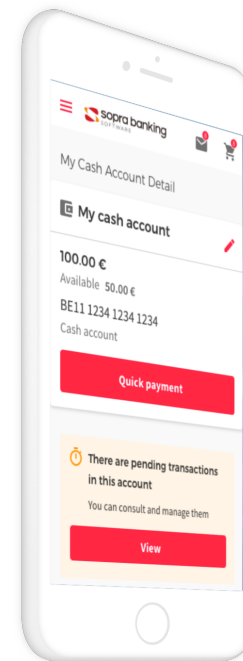
“According to the latest Google study analyzing the accessibility and usability of mobile sites, bpost bank is n°1 of Belgian banking websites. Google has given a score of 78% to bpost bank.” February 2018



Sopra Banking Software is a banking software vendor and a major digital player. This platform is designed to make it easier to create innovative customer experiences and it fosters scalability.



From prototypes to the final visual design, I worked in this project during 6 months. We worked with Agile methods, validating the progress every 2 weeks.

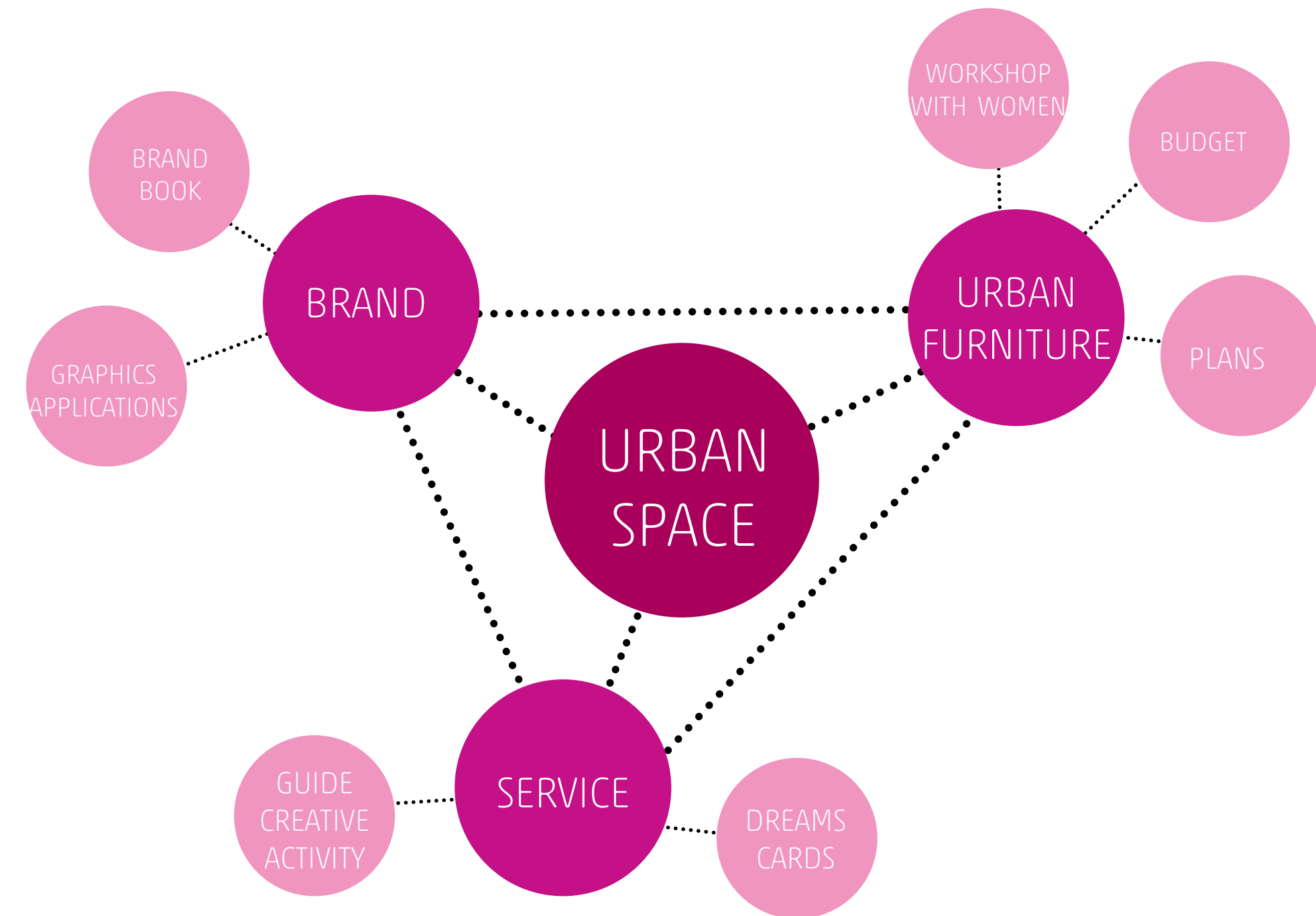


How might we make low-income urban areas safer and more empowering for women and girls?

This challenge, proposed by Open IDEO, was the topic of my thesis of my degree Industrial Design Engineering and Product Development. At first, I created the brand SUMA IDEAS which represents a urban space where women develop their social skills and feel safe in the city, enhances the empowerment of women in low-income urban areas, such as El Gancho neighborhood in Zaragoza.

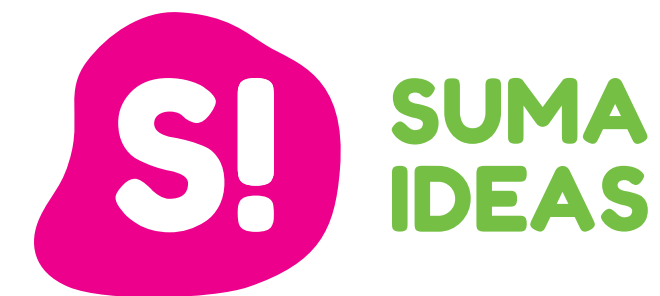
A product line of urban furniture that meets the needs of women is designed.

For maintenance and promotion this proposal. There will be a series of creative workshops with women and their children where glass bottles are recycled, painted and accompany with a card where each women write the dream of their life and it becomes the bottle into a single object. These bottles will be sold throughout the city in order to raise funds and finance the project.





To the left: A creative workshop that I led with women and children in the neighborhood El Gancho, in Zaragoza, Spain, with a main objective: find the real needs of women that would use the urban space that I was going to design.



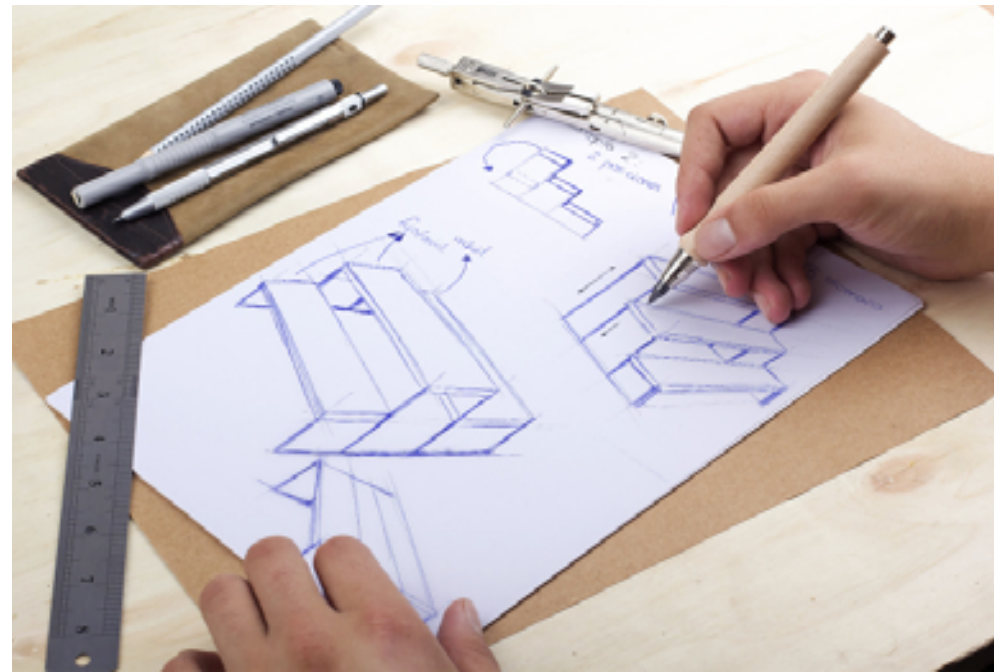
To the right: Different graphics applications of the brand created: SUMA IDEAS.

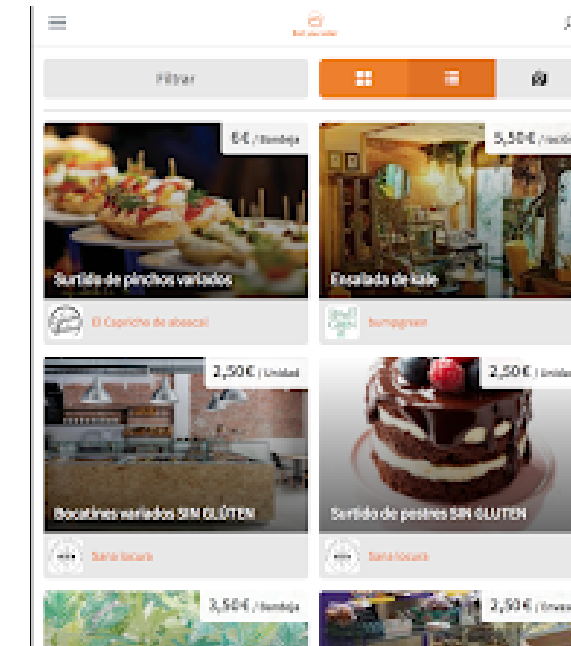
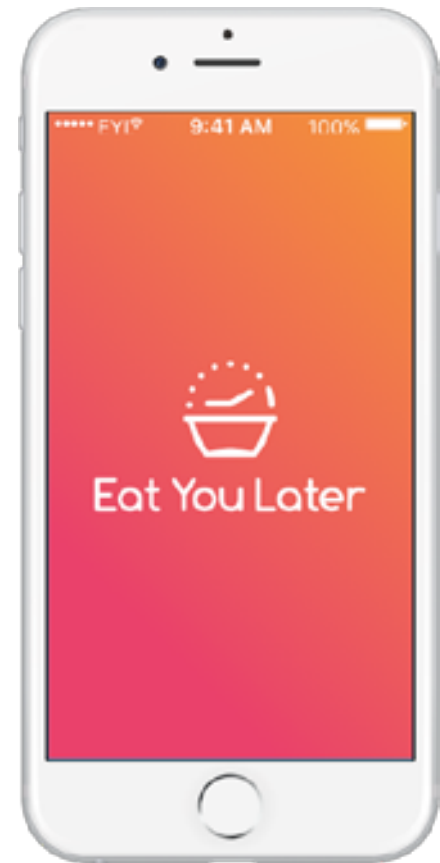


In the workshop these women and their children were very active. They learned basic techniques of creativity and it was used to design street furniture, which we see to the right, adapted to them.

It is an overall design process:

- Proposed methodology: Design Thinking + Product Engineering Methodology.
- Product design.
- Development graphic image.
- Service Design.





Eat you later is a startup that was founded at the end of 2016 with the intention of minimizing the food surplus that is produced daily in establishments selling food, whether fresh or processed.

This platform focuses on the collaborative economy, sustainability and the positive impact on society.

In just two clicks you can buy food that has not been sold at a specific time in the stores, at a very low price.

The application is available on IOS and Android

Check out the website: www.eatyoulater.es



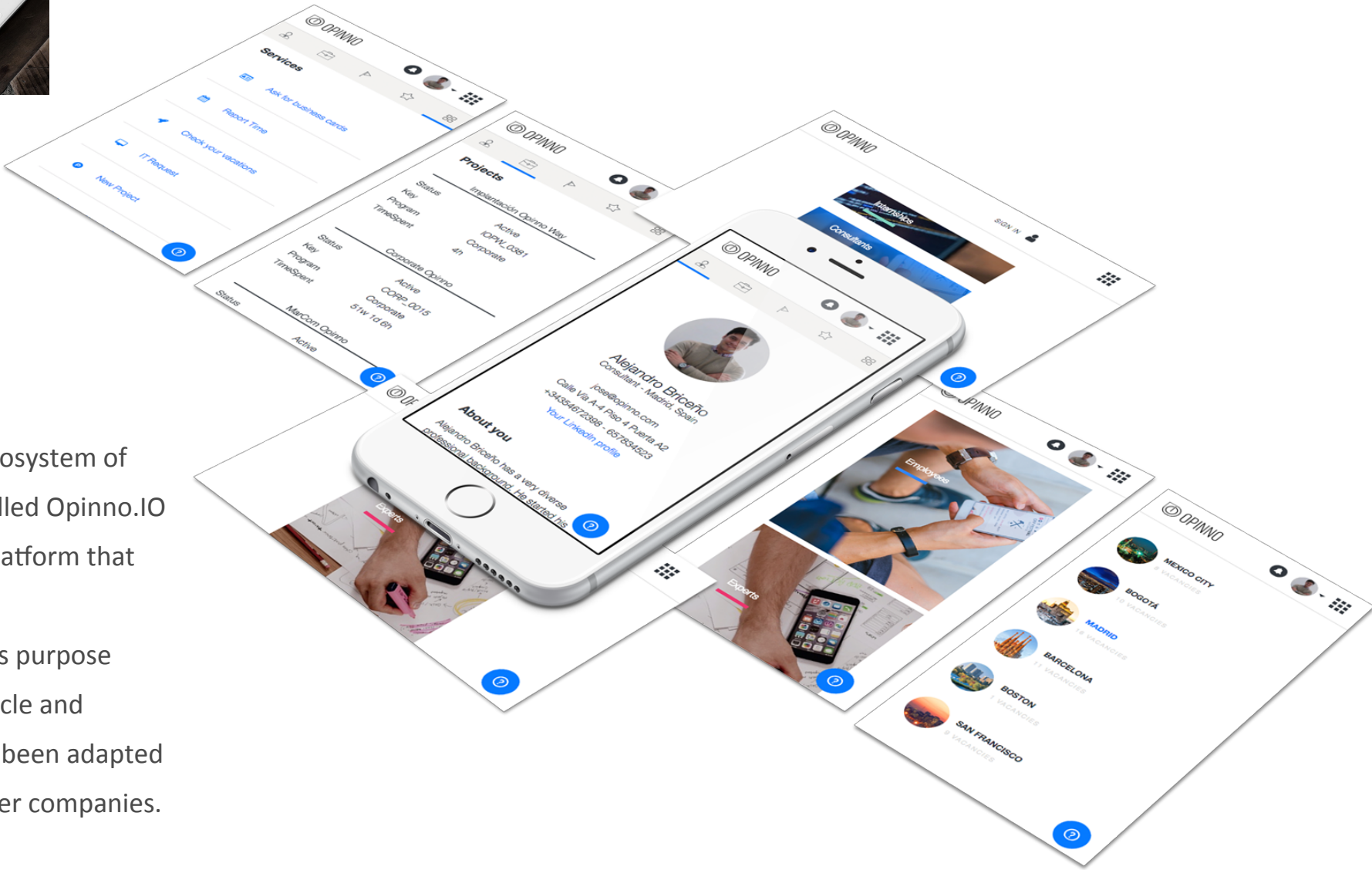


Opinno is a global consultancy firm supporting companies around the world. Opinno was born in Silicon Valley at the end of 2008 and nowadays they have a network of over 50,000 experts.

During my time in Opinno, we have developed a whole ecosystem of platforms that facilitate the day to day of the company called Opinno.IO. A set of HR Platform, a Events Platform and a Challenge Platform that will be hosted on the brand's homepage.

This products were originally developed for Opinno and its purpose was geared to covering the needs generated by the life cycle and requirements of an employee in the company. It has now been adapted by and implemented to the diverse demands of our partner companies.

Check out the project at: <https://opinno.com>



UX Process

Marina López Hernando

Entrevistas



Entrevistas



Entrevistas



Insights



DISRUPTIVE



Research



Personas



Personas

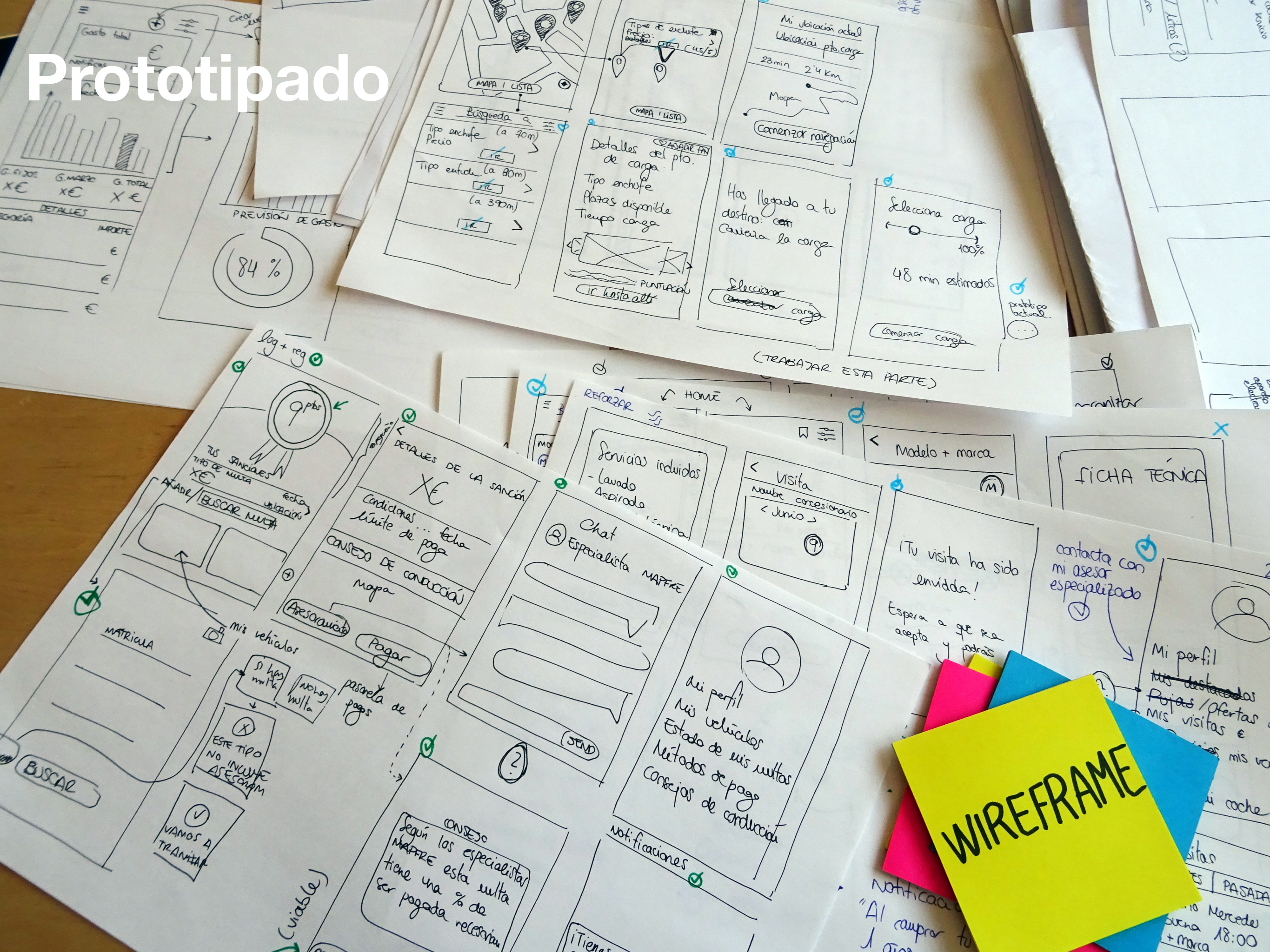
Mapa de empatía



Customer Journey



Prototipado



Prototipado

Contraseña ☐ Recuérdame ☐ Olvidaste?

tipo de ración

Descripción (140 caracteres)

Días de apertura

Foto

Términos y condiciones ☐ pantalla

cuando

"Tus ventas excedentes"

Validar pedidos

Nº de raciones

Carne ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Pescado ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Pasta ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Vegetariano ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Pastelería ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Horario de recogida

00h 00min - 00h 00min ☐ franja

Periodicidad publicación

☒ 6h

☒ 12h

☐ 24h

☐ Fin de existencias

☒ fusionar

Ración de carne

fecha (Estado) >

Ración pescado

fecha (Estado) >

Ración pastelería >

Diferenciar por pendientes/entregados

Misma estructura pero posibilidad de editar.

Cliente

Email

Contraseña

☐ Recuérdame ☐ Olvidaste?

Crear cuenta

Foto

Email

Contraseña

Repetir contraseña

Alergias

Misma pantalla poder editar

Restaurante c/cualquiera

400 m

4€ 3 raciones

MAPA

Nombre rest: 40m

Tipo comida

Nº raciones Precio

Nombre Tipo Nº raciones Precio

180m

250m

1Km

3.5Km

Tipo de comida

Leer comentarios + valoración

Nº raciones ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4

Dirección de recogida

Horario 15h - 16h

Comentarios

☐ Llevo mi envase ☐ Quiero donar 1€?

Total a pagar:

Nº tarjeta

fecha

Titular

pedido

tu com

Enseñalo a

Dirección

caso

Nº

- CONEX. REDES SOCIALES

- PROYECTOS SOCIALES

- ALÉRGICOS

- MAPAS

• geolocaliz.

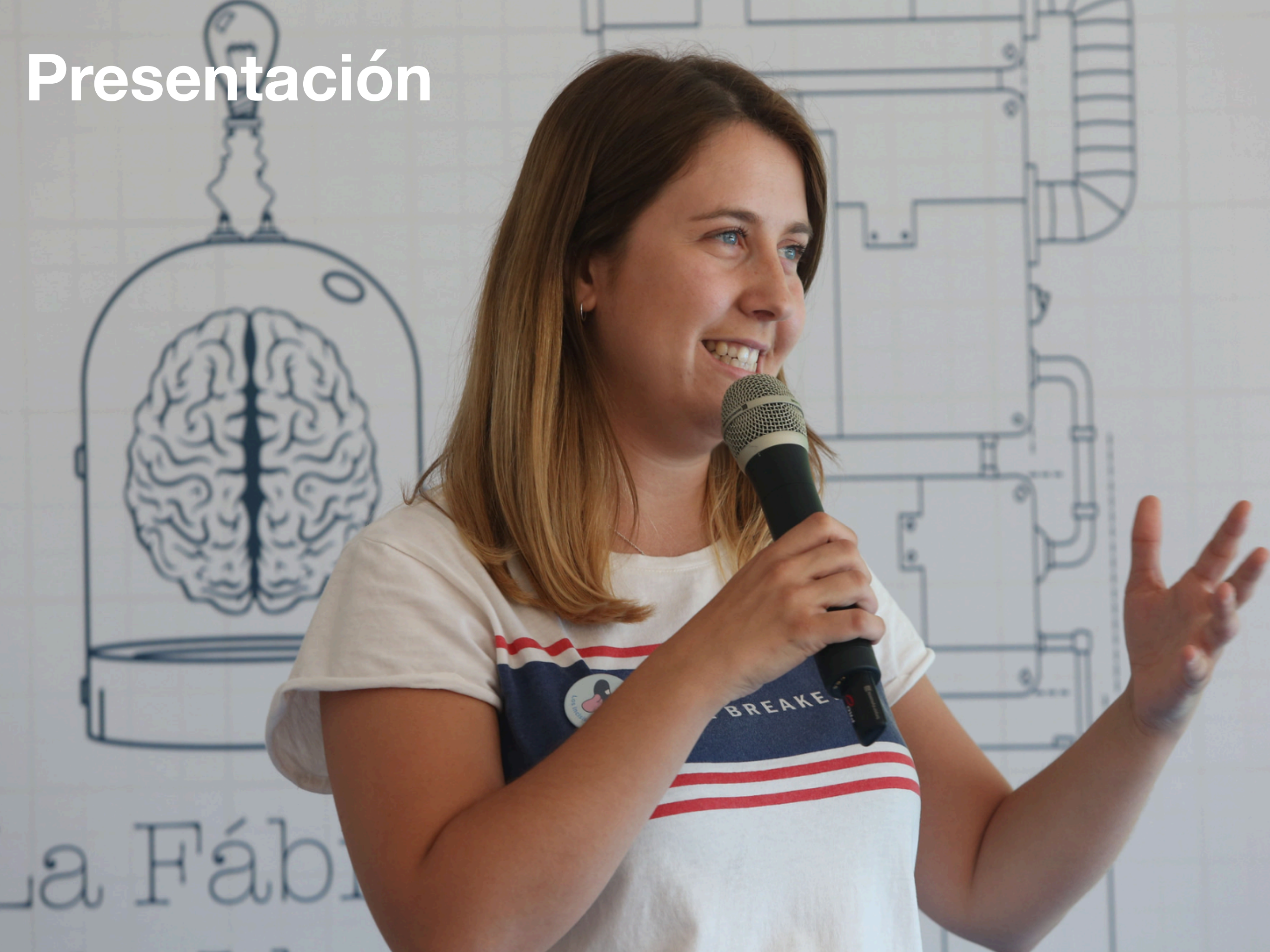
• nº raciones

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Prototipado



Presentación



Let's talk

marinaloph@gmail.com

+34 625 621 223