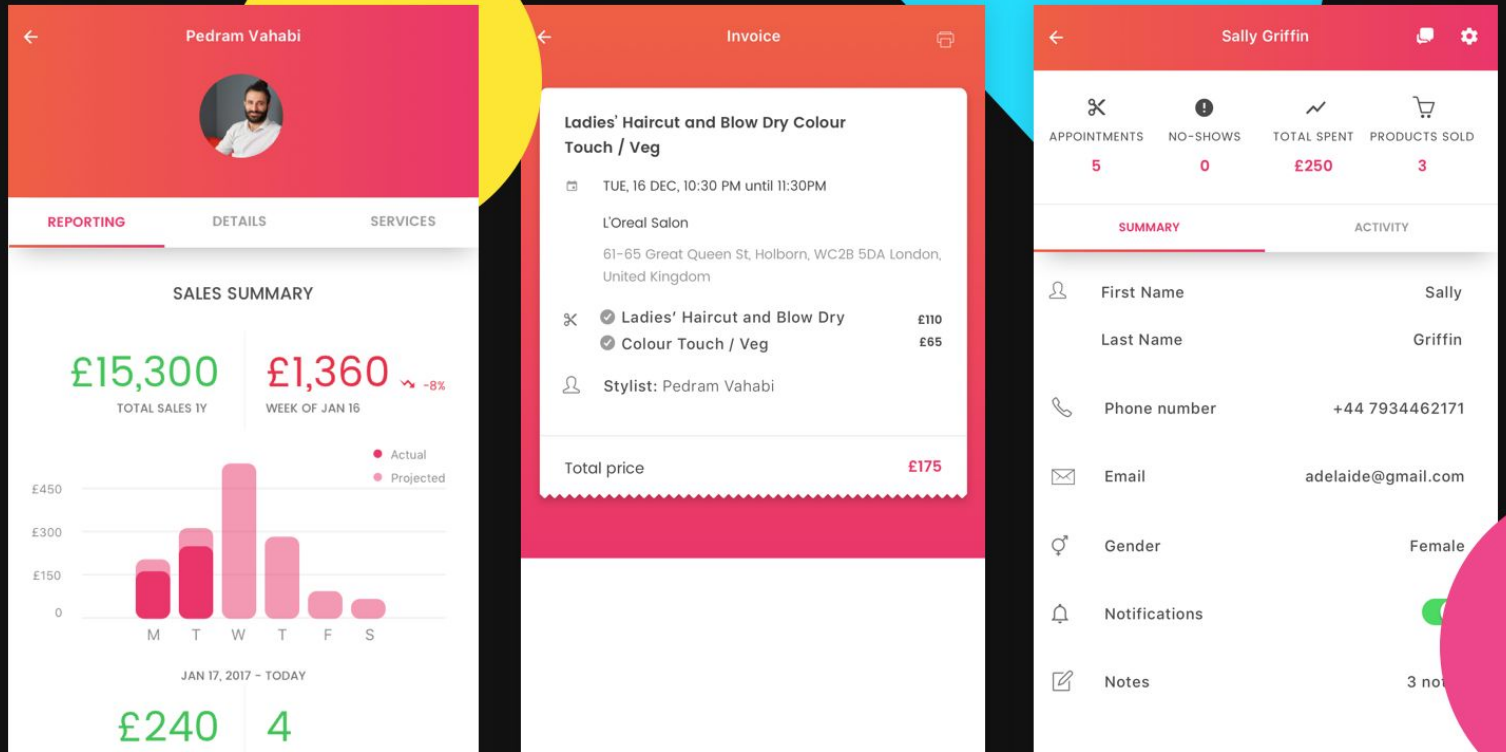
I'm Pedram Vahabi.

Product & UX Designer @ FoundersFactory.

Mentor & Speaker. London.

W: pedramvahabi.co
E: pedramvahabi@gmail.com
P: +44 (0) 7934462171

1 **Belle.**


Pedram Vahabi
REPORTING
DETAILS
SERVICES
SALES SUMMARY
£15,300
TOTAL SALES 1Y
£1,360
-8%
WEEK OF JAN 16
Actual
Projected
£450
£300
£150
0
M T W T F S
JAN 17, 2017 - TODAY
£240
4
Invoice
Ladies' Haircut and Blow Dry Colour Touch / Veg
TUE, 16 DEC, 10:30 PM until 11:30PM
L'Oreal Salon
61-65 Great Queen St, Holborn, WC2B 5DA London, United Kingdom
Ladies' Haircut and Blow Dry £110
Colour Touch / Veg £65
Stylist: Pedram Vahabi
Total price £175
Sally Griffin
APPOINTMENTS 5
NO-SHOWS 0
TOTAL SPENT £250
PRODUCTS SOLD 3
SUMMARY
ACTIVITY
First Name Sally
Last Name Griffin
Phone number +44 7934462171
Email adelaide@gmail.com
Gender Female
Notifications
Notes

1 Belle.

READ MORE →

DESCRIPTION —

A complete and innovative solution for managing customer bookings and payments in beauty salons.

ROLE

Product Designer

DATE

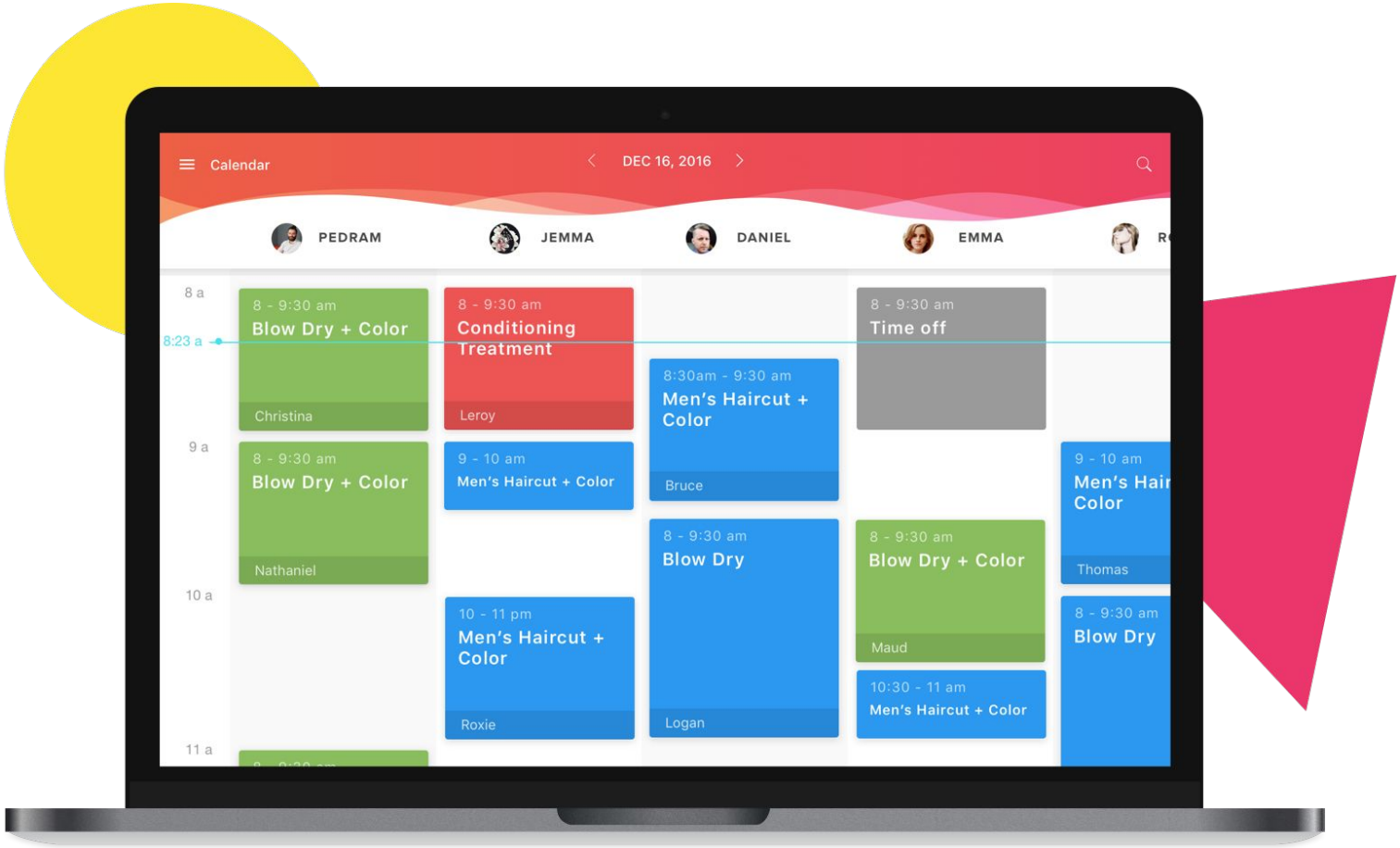
2017

INDUSTRY

Beauty

1 **Belle.**

SEE ANIMATION →



1 **Belle.**

WHO WAS THE CLIENT —

The project was created as part of the Founders Factory's Incubator, under the Beauty sector, in partnership with L'Oréal.

WHAT DID I DO —

I led UX from the initial stages up to the million-dollar investment (L'Orèal - figures not yet revealed) in just 6 months.

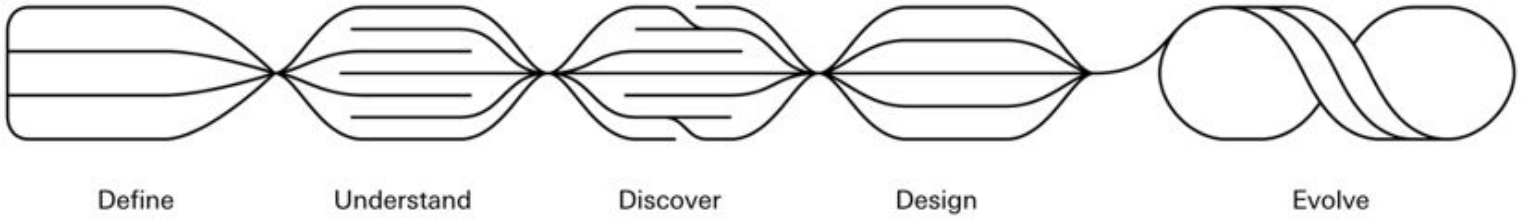
Reduced the "time to completion" per booking by 30% of the industry average and improved the usability by 60% in 2 months.

- Creative Direction
- Usability Testing
- UX Research
- Brand identity
- Development

1 Belle.

CHALLENGE —

The challenge was to find a billion-dollar opportunity that contributed to solving a big problem and helped bring innovation to the beauty industry.


Define
Understand
Discover
Design
Evolve

1 Belle. / Problem discovery.

As a Product designer, I began my research with three major activities:

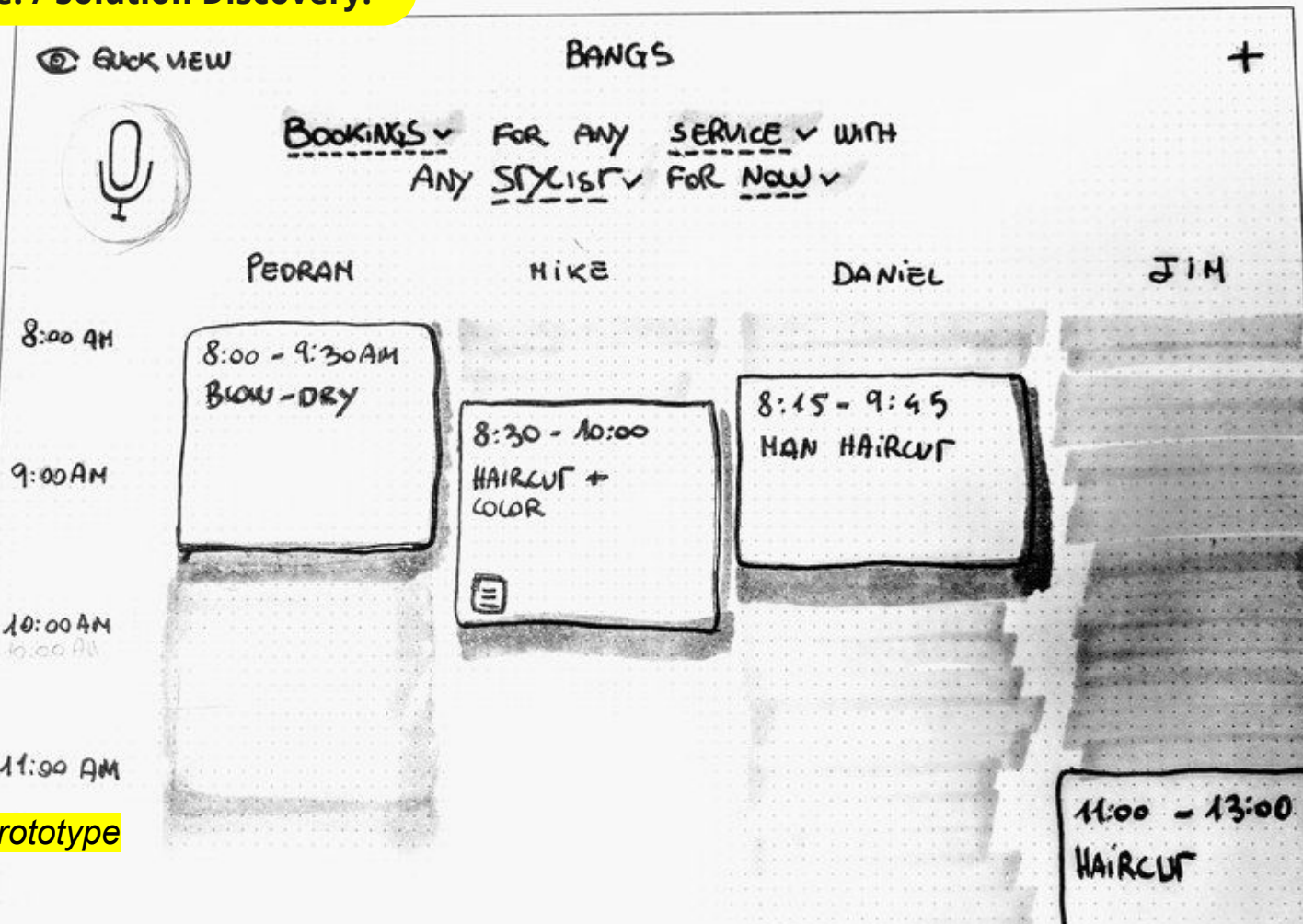
- User interviews
- Personas
- Opportunity Workshops

Beauty sector's problems:

- No access to consumers' data in the salons (trendy hairstyles, color, product preferences etc ...) due to the software currently used and the fragmented market
- No possibility to predict sales in the salons and to identify new market trends based on customer activities
- Product Warehouse management

Salons' problems:

- There are no products covering all phases of salons management: from booking to inventory management and payment
- Personnel Management
- Very old softwares used (not accessible from smartphones or from home)



Paper prototype

BANGS

AVAILABILITIES ∨ FOR ANY SERVICE ∨

WITH ~~ANY~~ MIKE ∨

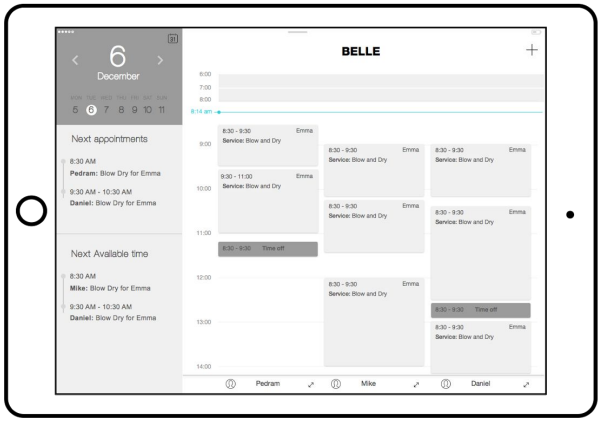
FOR TODAY AT 3:00 PM ∨

	PEDRAM	MIKE	DANIEL	JIM
3:00 PM	FREE		FREE	

Paper prototype

1 Belle. / Solution Discovery.

CALENDAR



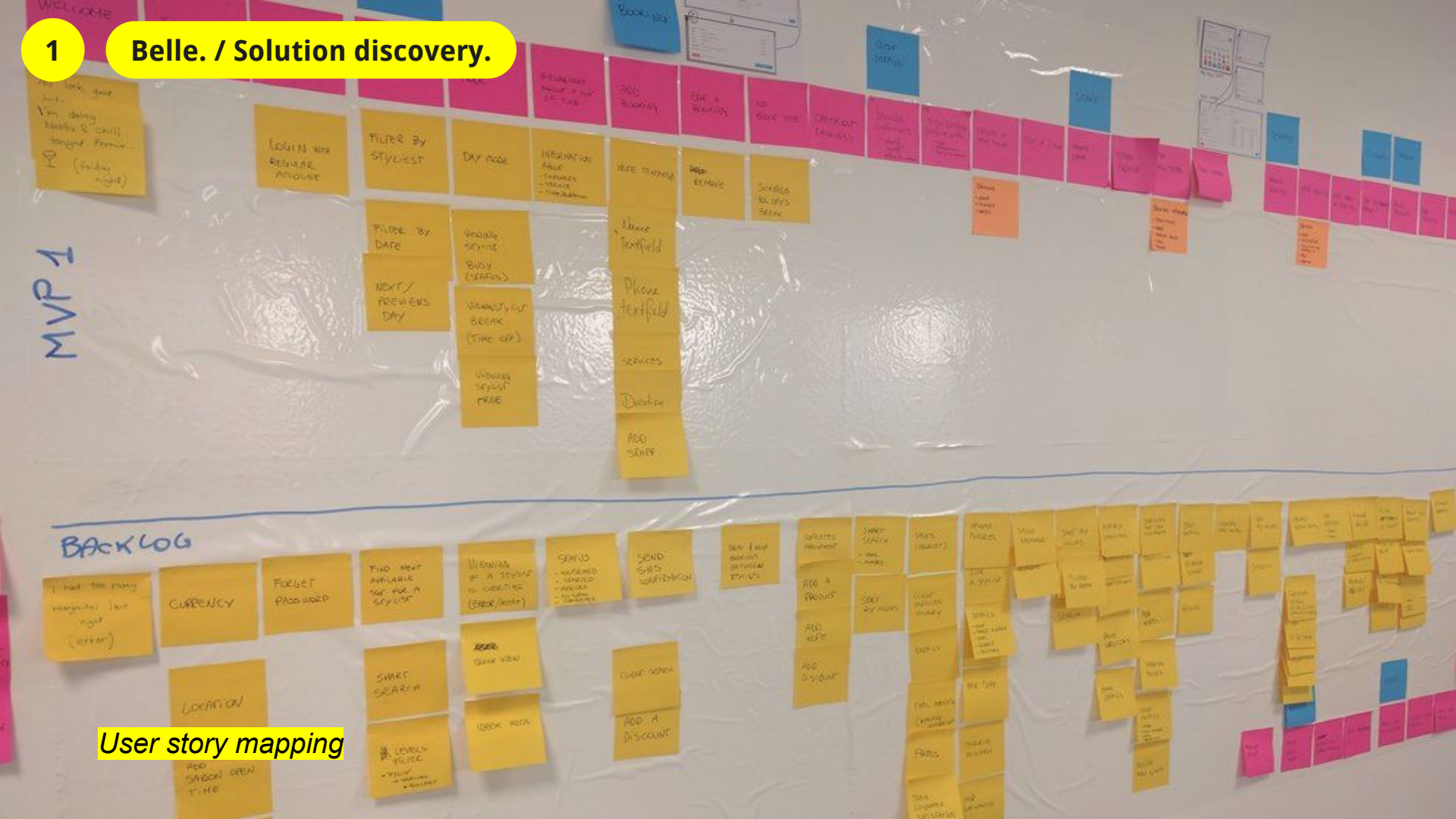
Swipe Down

Swipe Left

VOCAL ASSISTANT

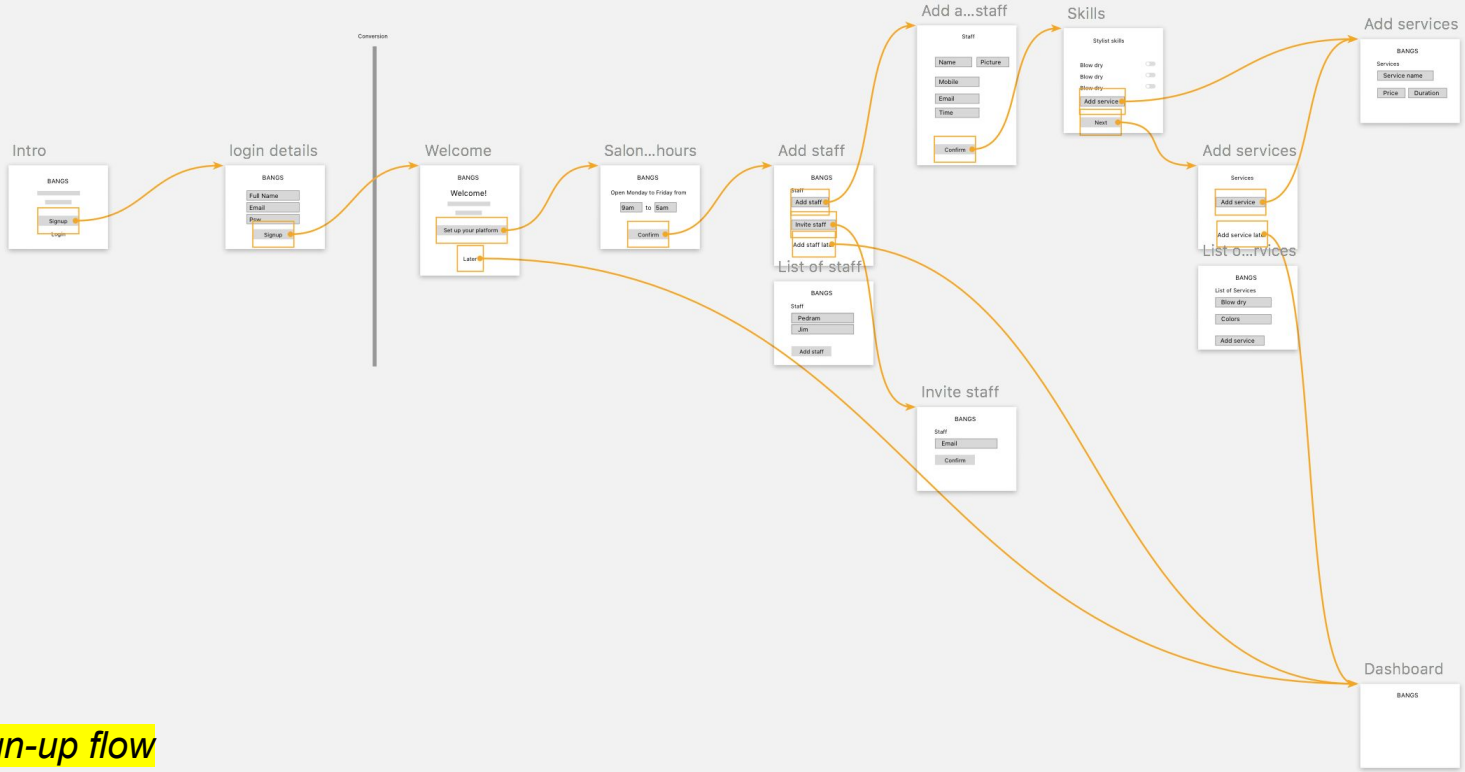
Assumptions tested

1 Belle. / Solution discovery.



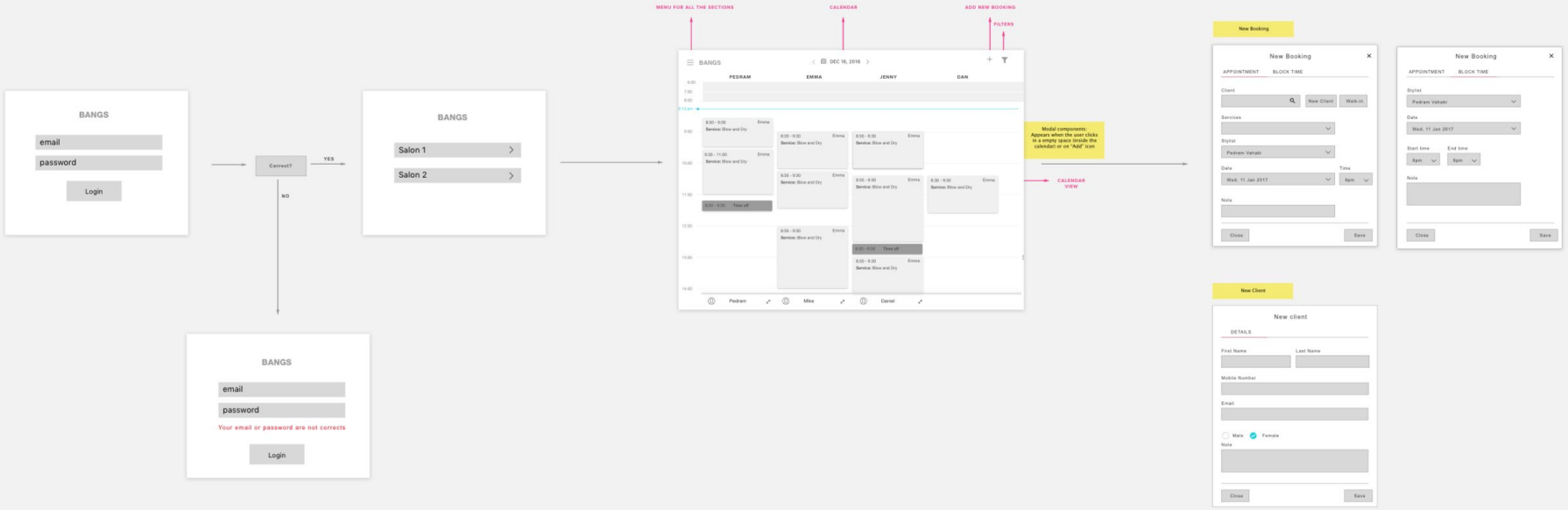
User story mapping

1 Belle. / Solution discovery.



Sign-up flow

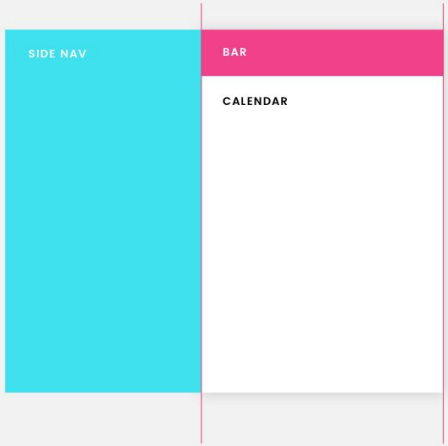
1 Belle. / Solution discovery.

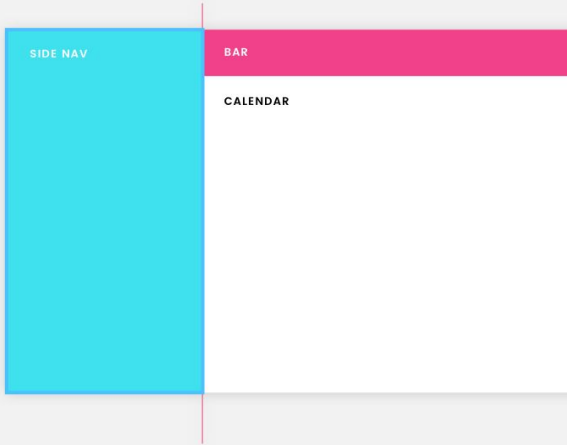


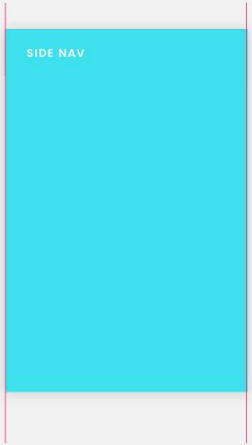
Booking flow

Translating concepts into UI

Based on our wireframes,
we designed UI concepts that
reflected everything we had
learned thus far and created
a consistent design
across devices.







1 Belle. / UI & Brand identity

TRIANGLES

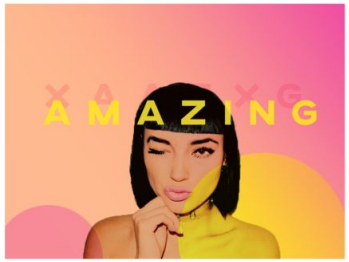
MALE

#51FF00
#3FE1EF
#2B8AE3
#FFB891

PALETTE

BIG CONCEPT

FEMALE



BIG CONCEPT

#FEE900
#F1418B
#F1418B
#FFB891

PALETTE

CIRCLES

AXIS

A B C D E F
G H I J K L M
N O P Q R T S
U W X Y Z X

AOVEL SANS

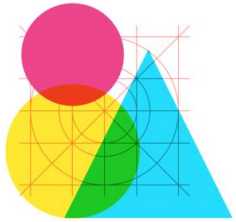
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

REVERSE

LOGO

LOGO FOR WEB



ICON

1 Belle. / UI & Brand identity

BUTTONS

DONE CANCEL DISABLE

POPPINS

Pp

STYLES

Light
Regular
Medium
Semi-Bold
Bold

CHARACTERS

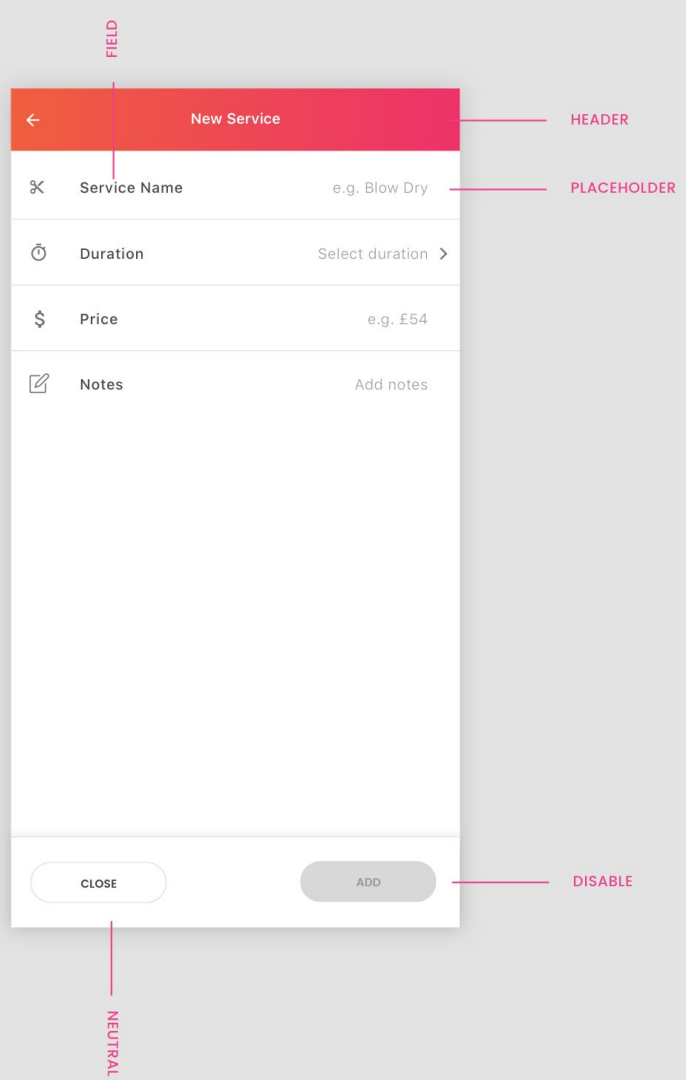
ABC DEFGHIJKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrstuv
wxyz

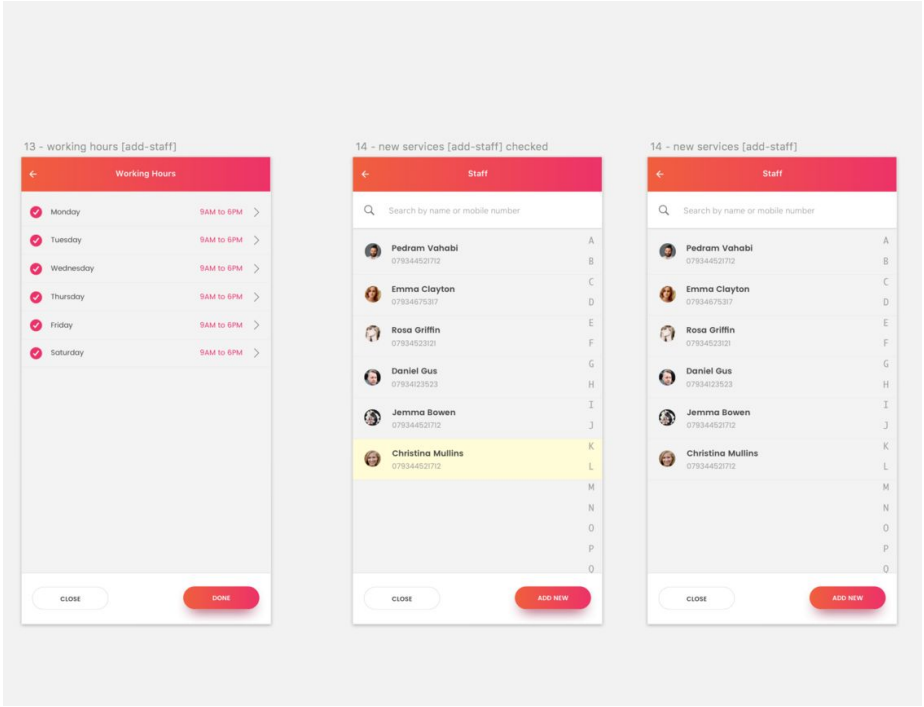
1234567890123456789

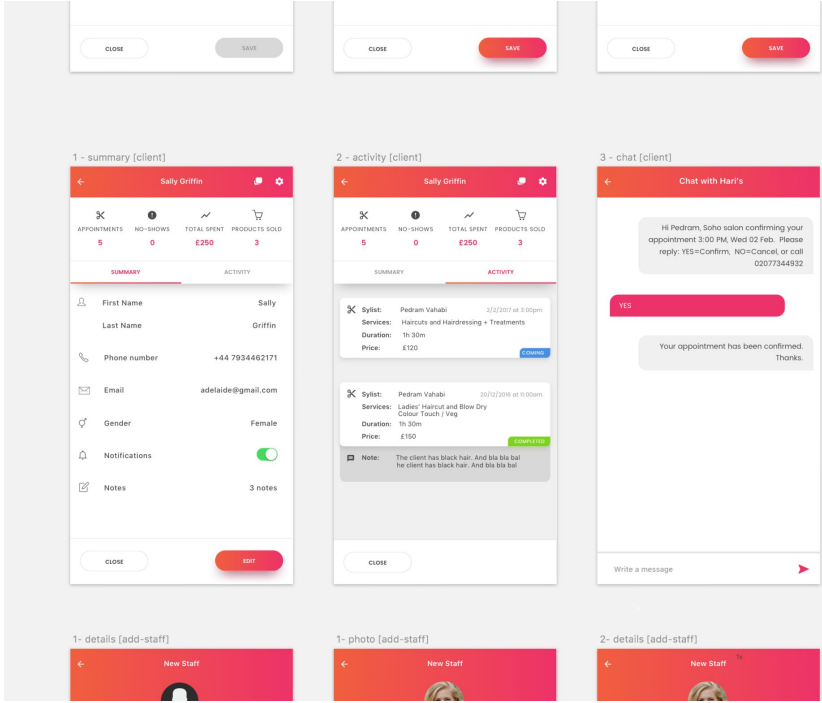
‘?’“!”(%)[#]{@}/&<-+÷
×=>®©$€£¥¢:;

#ED3269 #3FE1EF #EF5350 #FEE900 #51FF00



1 Belle. / UI & Brand identity





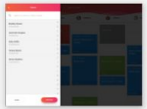
Fluid Sidebar

1 Belle. / UI & Brand identity

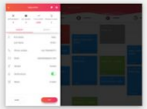
Calendar

Menu

1-clients



2-clients



3-clients

4-clients

5-clients

1-new-client

2-new-client

3-new-client

4-new-client

5-new-client

6-new-client

7-new-client

8-new-client

9-new-client

10-new-client

11-new-client

1-staff

2-staff

1-new-staff

2-new-staff

3-new-staff

4-new-staff

5-new-staff

6-new-staff

7-new-staff

8-new-staff

9-new-staff

10-new-staff

11-new-staff

User flows

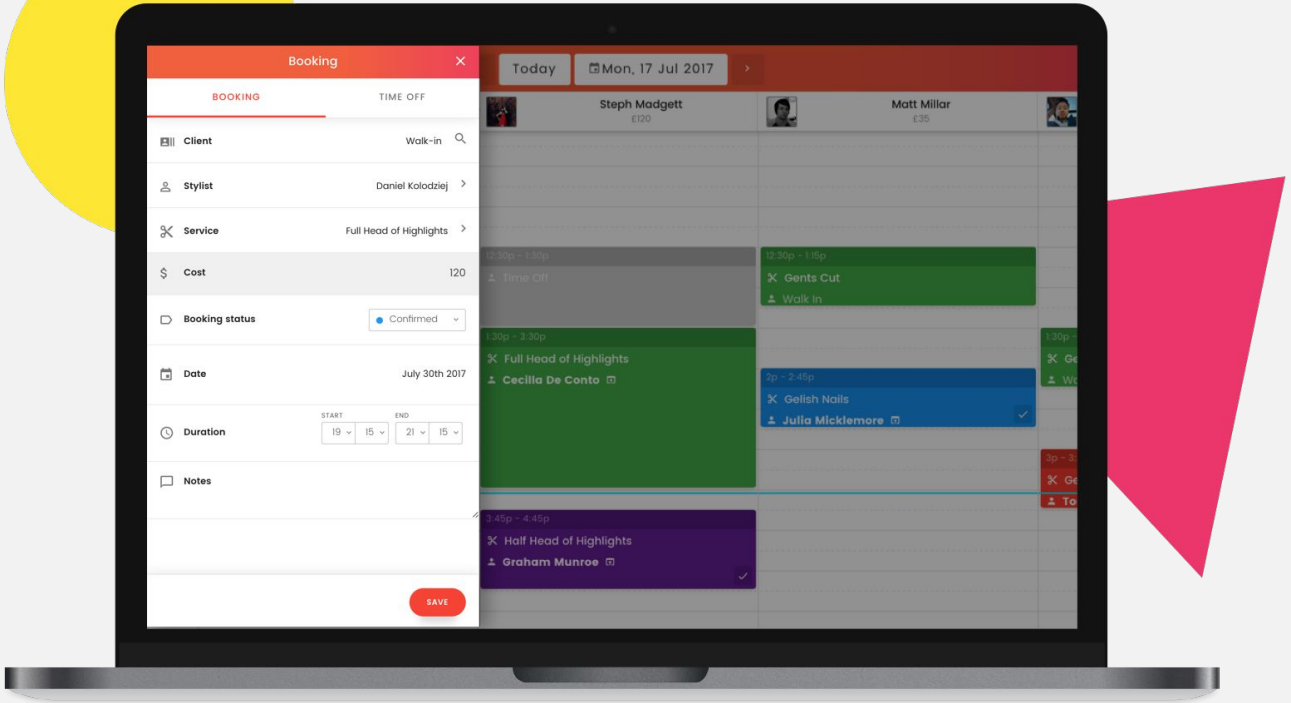
1-staff-profile

2-staff-profile

3-staff-profile

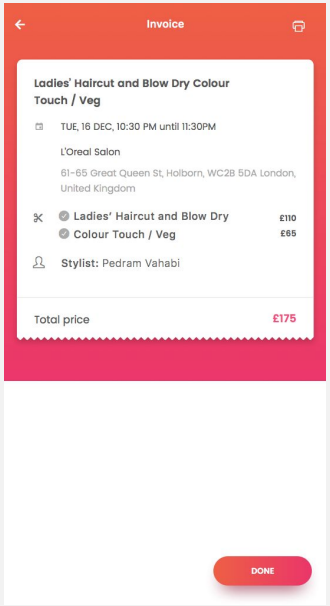
1

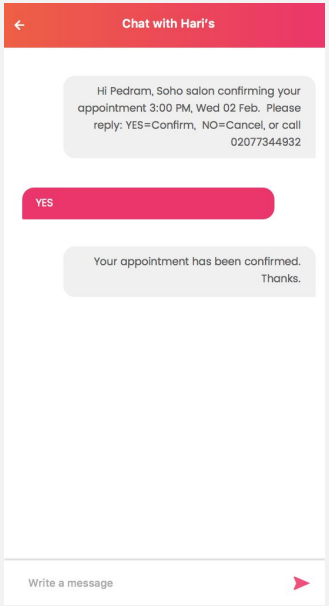
Belle. / UI & Brand identity

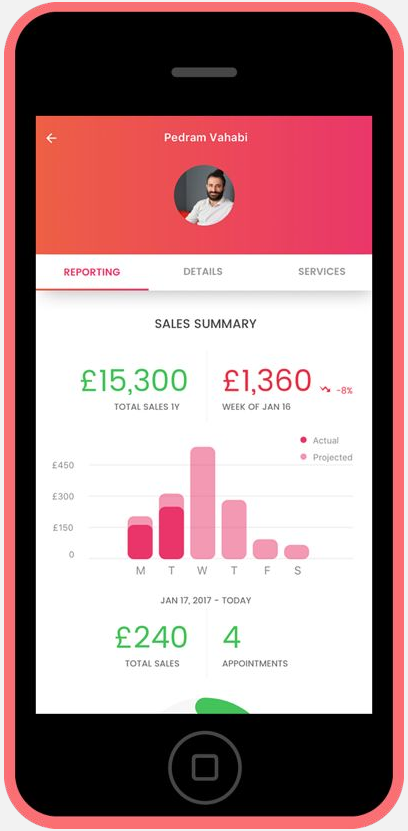


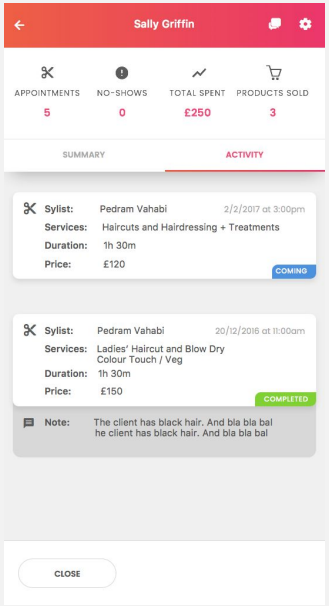
Desktop

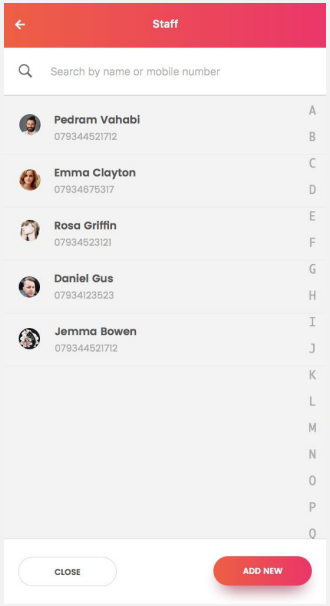
1 Belle. / UI & Brand identity











B2B Native App

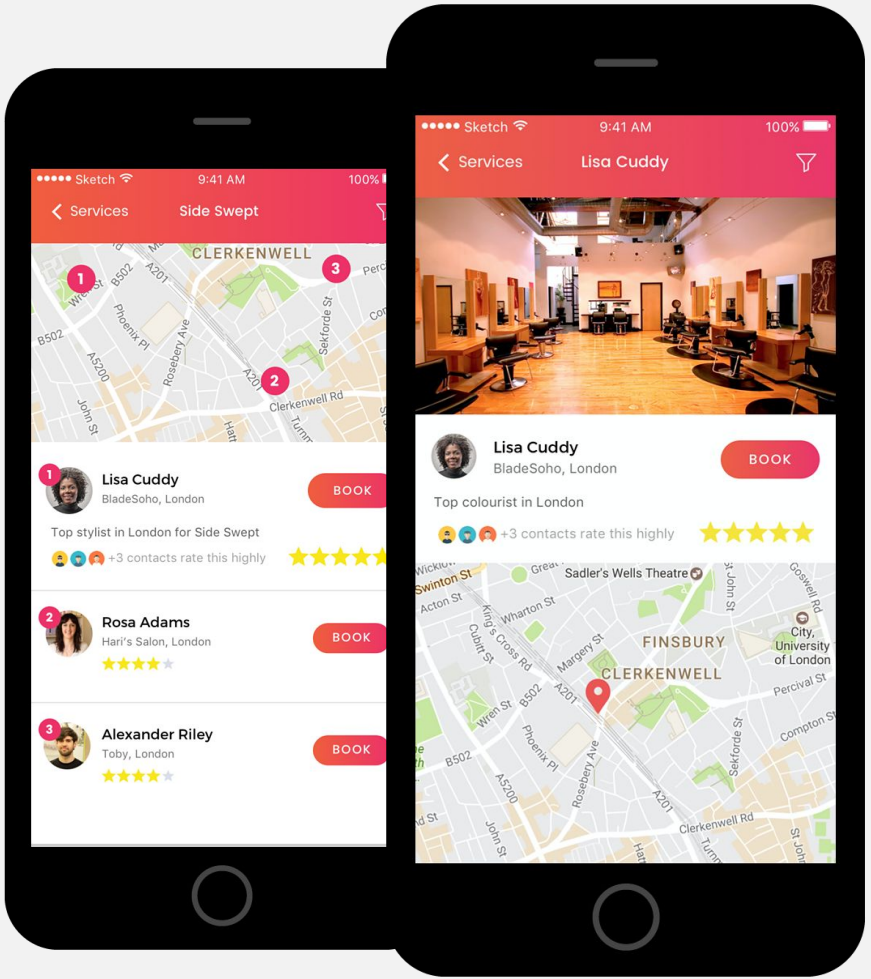
1

Belle. / B2C

B2C Native app

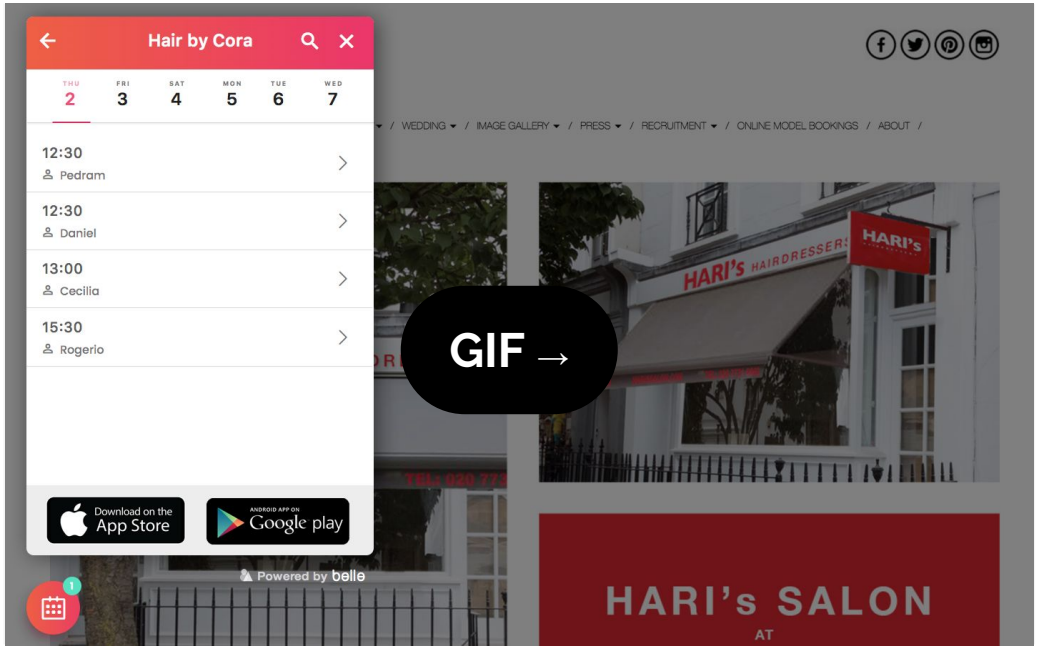
1

Belle. / B2C



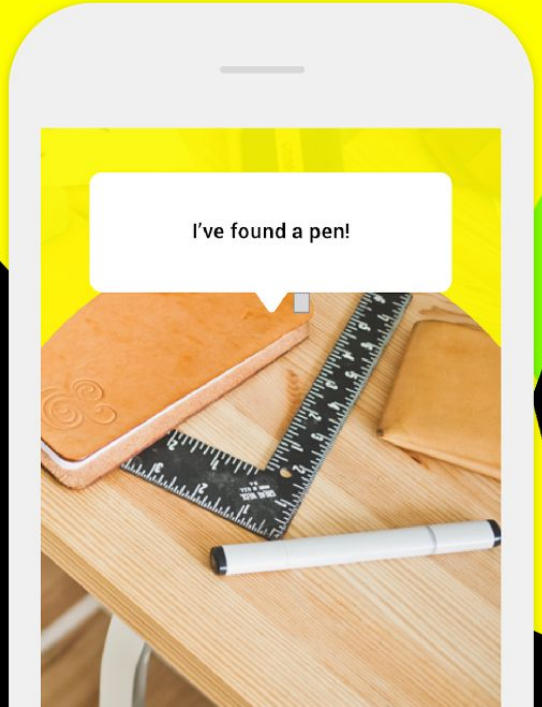
iOS App

1 Belle. / B2BC Widget



Widget to integrate the bookings on the salons' websites.

AEYE.
SPACE



2 aeye.

READ MORE →

DESCRIPTION —

We built an award-winning product to help the visually impaired in under 48 hours.

Winner of IBM Watson Award at Techcrunch Disrupt Hackathon London.

ROLE

Voice UI

Interaction Design

DATE

2016

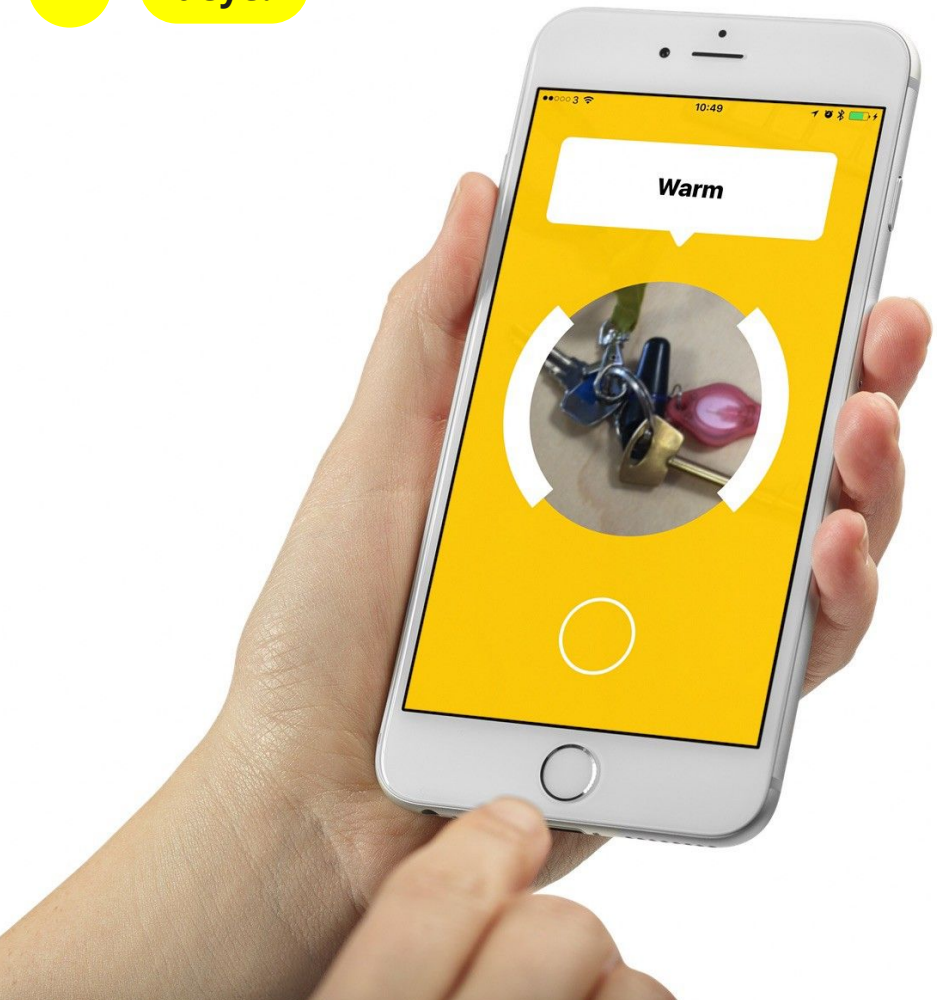
INDUSTRY

Healthcare

KEY FACTS —

- **285 million people are estimated to be visually impaired worldwide.**
- **About 90% of the world's visually impaired live in low-income settings.**
- **82% of people living with blindness are aged 50 and above.**

2 aeye.



WHAT IT ACTUALLY DOES —

Aeye is an artificial eye. Using a combination of the microphone and camera on the device, someone is able to ask where an object is and be guided to it. Moving around the room will result in a “hot” or “cold” reading.

aeye. / Voice user interface.

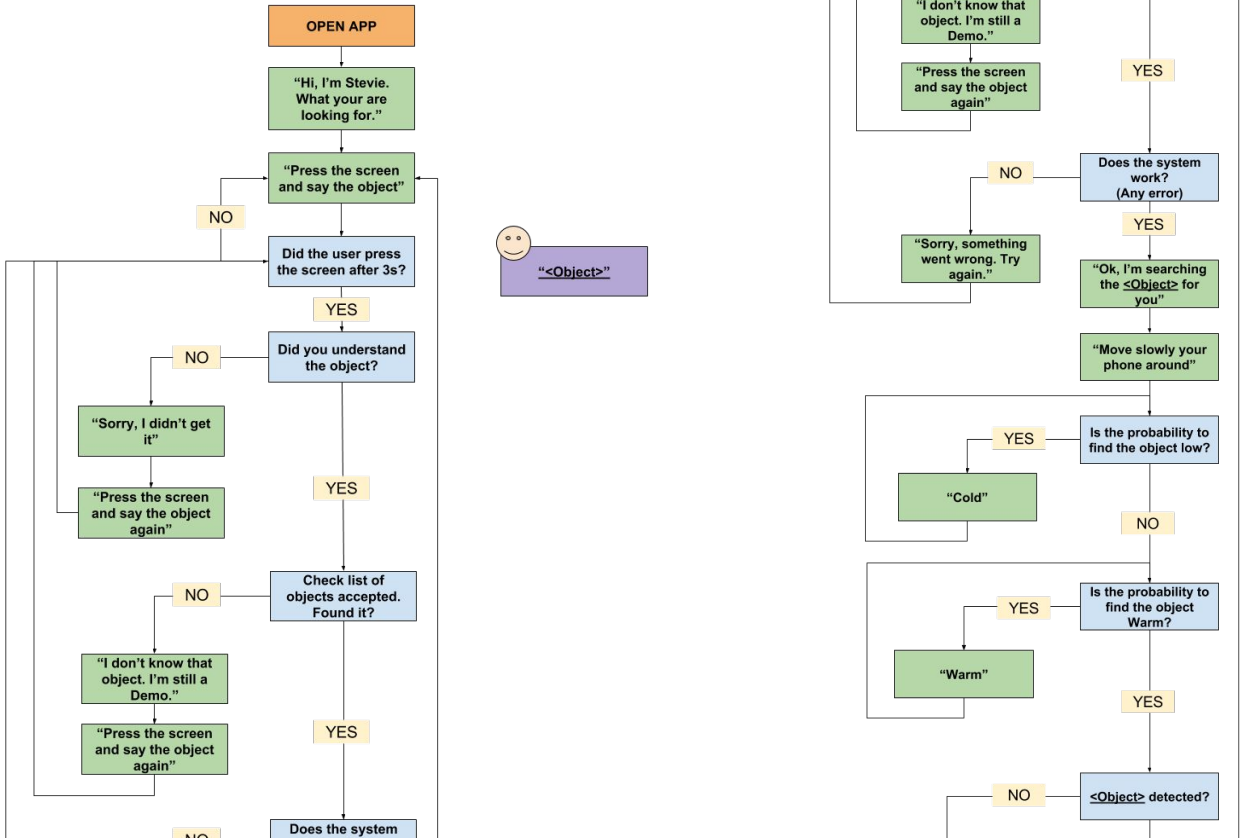
User voice

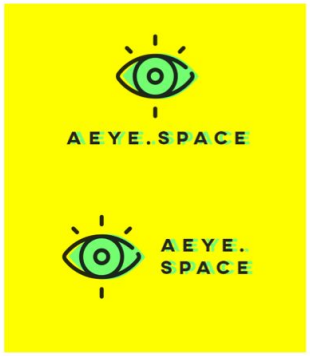
System voice

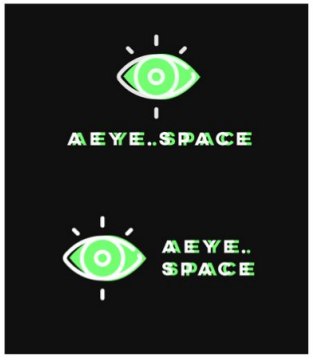
Conditions

Assumptions:
1) The device is in landscape mode

2) The user is close to a table







Penultimate #ROBOTO

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

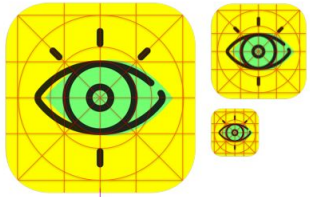
The left hand does not know what the right hand is doing.

A B C D E F #AXIS

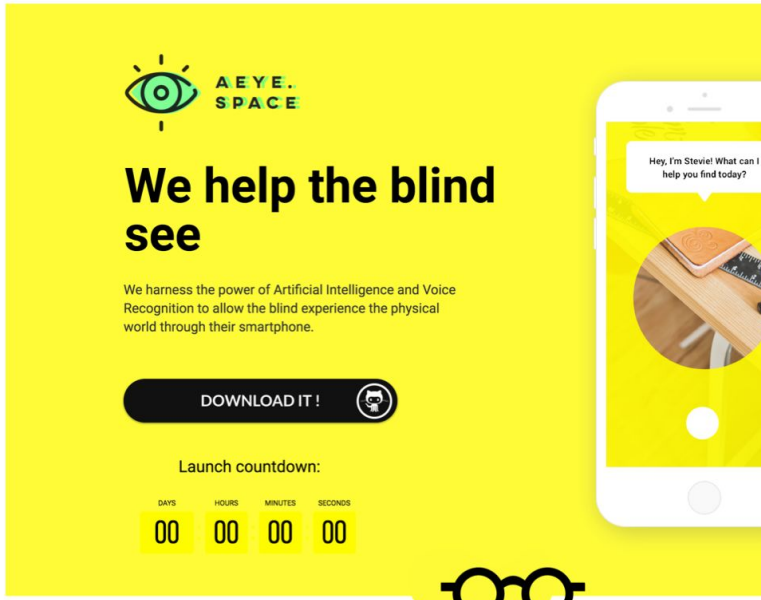
G H I J K L M

N O P Q R T S

U W X Y Z X



iOS Icons



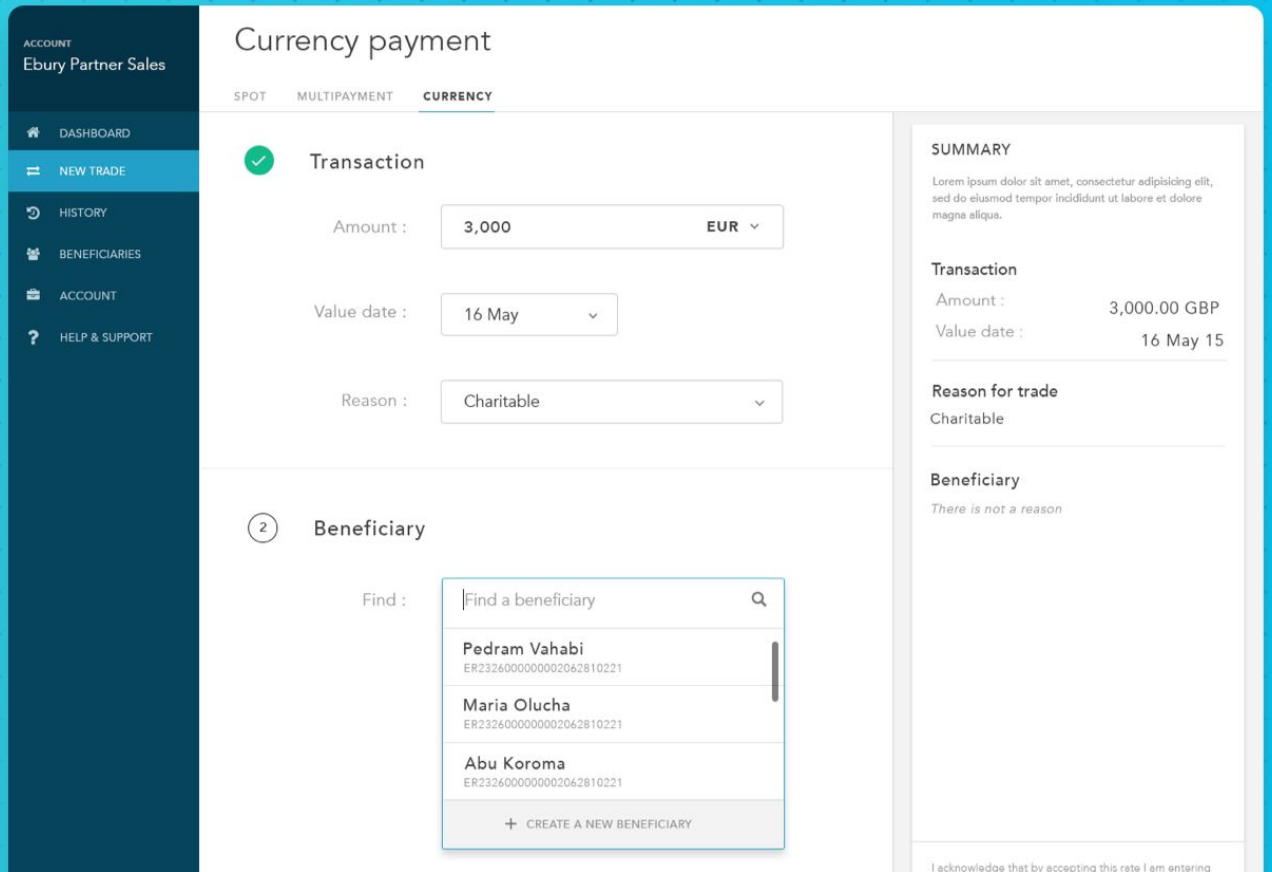
Aeye.space is a hack created by the **Founders Factor** for **TechCrunch Disrupt London hackathon** held at Co Arena on 3 and 4 December 2016.

FOUNDERS FACTORY **Founders Factory is a hackath never ends.**

We create entirely new businesses from scratch. We v directly with our corporate investors to identify new bu opportunities. We tease out problems, conceptualise in the form of prototypes, and validate them with cons This involves rapid experimentation, sharing technical

3 **Ebury EBO.**

Ebury



3 Ebury EBO.

READ MORE →

DESCRIPTION —

Ebury provides fast access to finance for over +15k SMEs across the World, and helps them to send money abroad at the lowest possible cost.

ROLE
UX Designer

DATE
2016

INDUSTRY
Fintech

3 **Ebury EBO.**

WHAT DID I DO —

As a User Experience Designer, I led the design team and worked closely with the Product Owner to effectively deliver and execute business requirements by understanding the customers' needs.

Overall, I helped improve the Omnichannel Experience for +15k SMEs in over 9 different countries.

- Usability Testing
- UX
- Visual Design
- Development

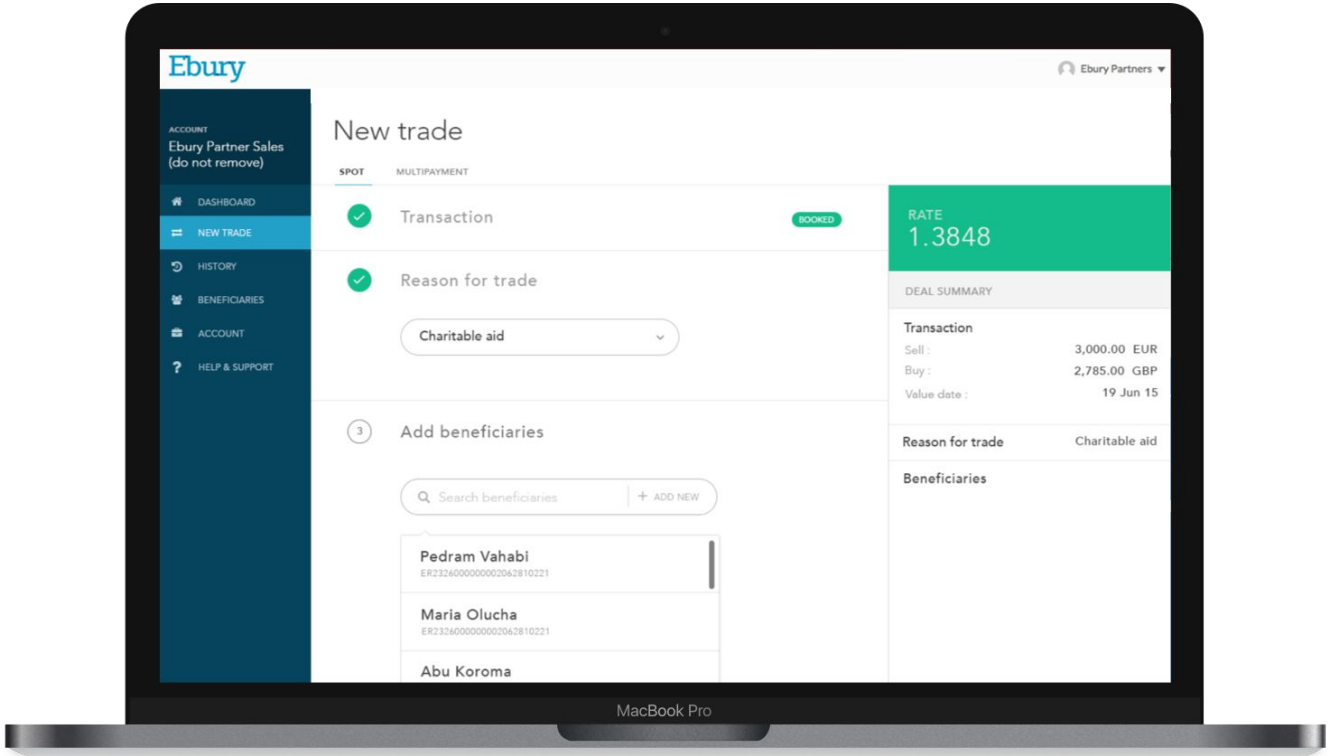
CHALLENGE —

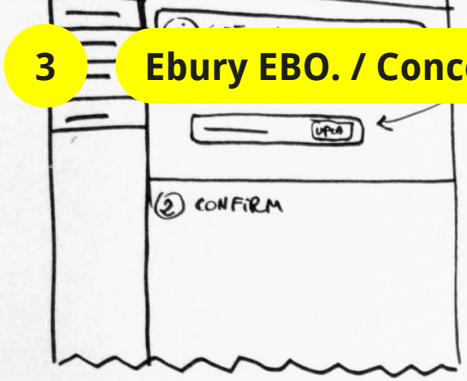
Developing a new, simple payment experience that was more understandable, trustable and time-efficient.

VISION —

All-in-one payment page that maintains consistency across different devices.

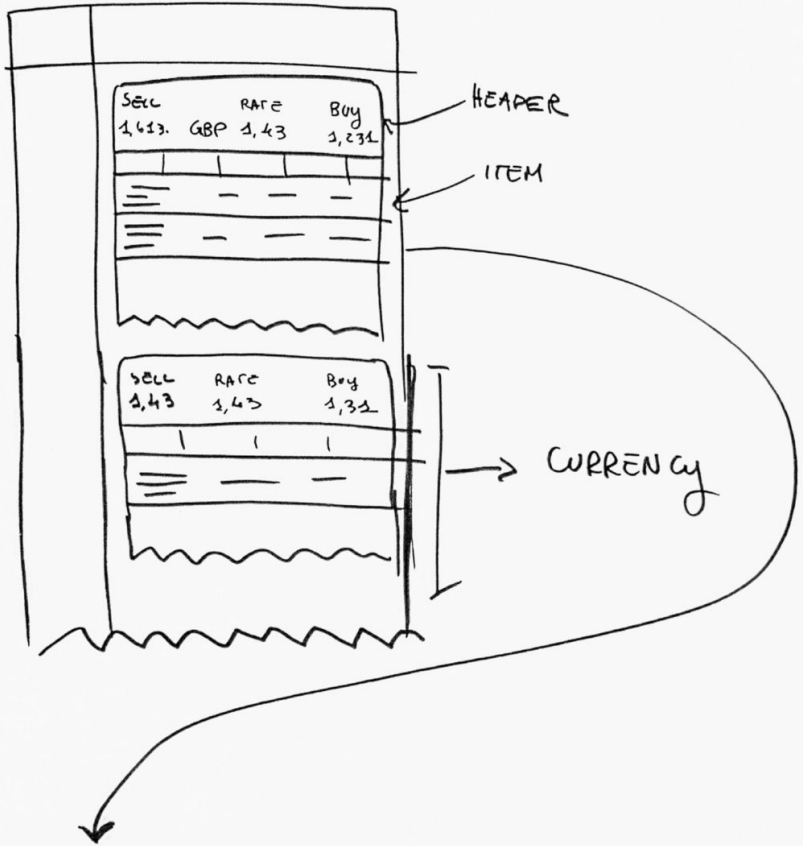
3 Ebury EBO.

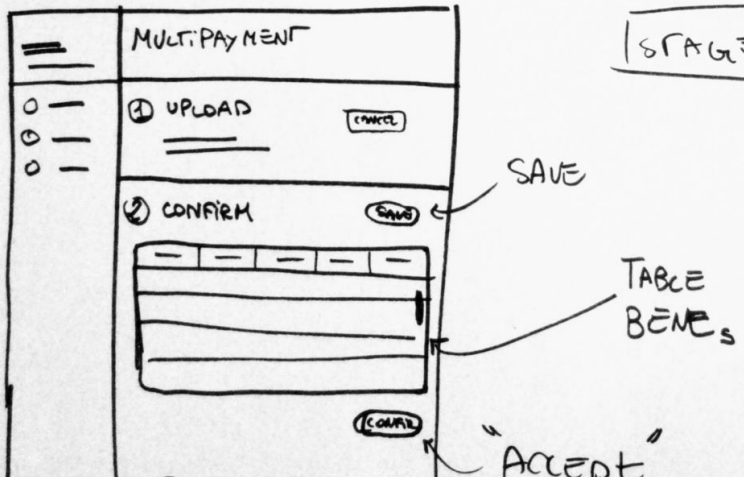

Ebury
Ebury Partners
ACCOUNT
Ebury Partner Sales (do not remove)
DASHBOARD
NEW TRADE
HISTORY
BENEFICIARIES
ACCOUNT
HELP & SUPPORT
New trade
SPOT
MULTIPAYMENT
Transaction
BOOKED
Reason for trade
Charitable aid
3
Add beneficiaries
Search beneficiaries
ADD NEW
Pedram Vahabi
ER2326000000002062810221
Maria Olucha
ER2326000000002062810221
Abu Koroma
RATE
1.3848
DEAL SUMMARY
Transaction
Sell : 3,000.00 EUR
Buy : 2,785.00 GBP
Value date : 19 Jun 15
Reason for trade
Charitable aid
Beneficiaries
MacBook Pro



Actions :

- Download the "simple"
- UPLOAD A FILE
- LOAD A "SAVED TRANSACTION"



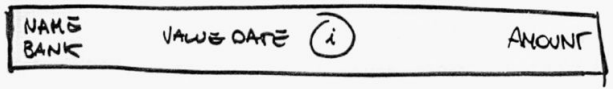


STAGE 2

SAVE

TABLE BENES

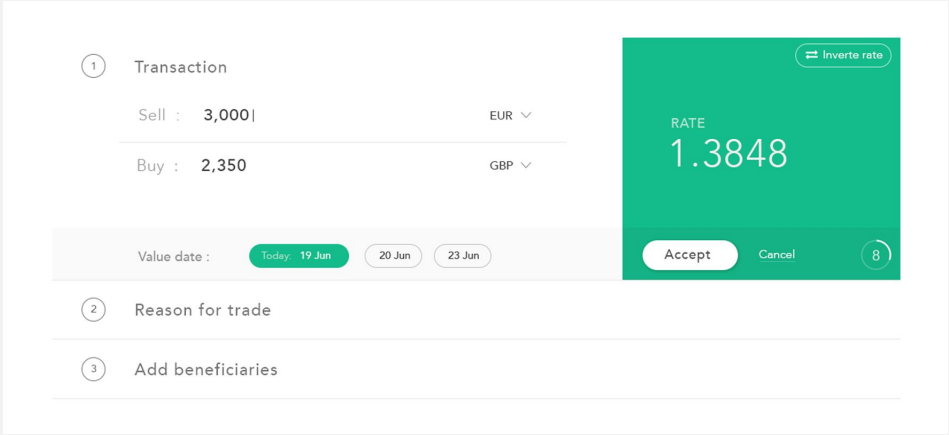
"ACCEPT"

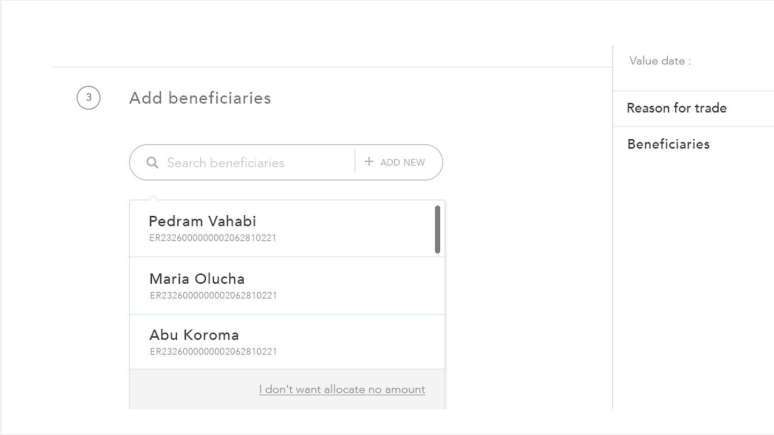


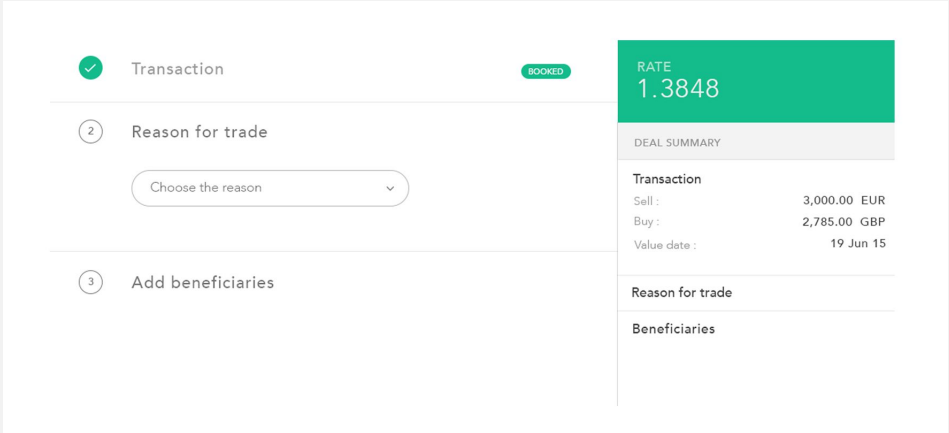
Actions:

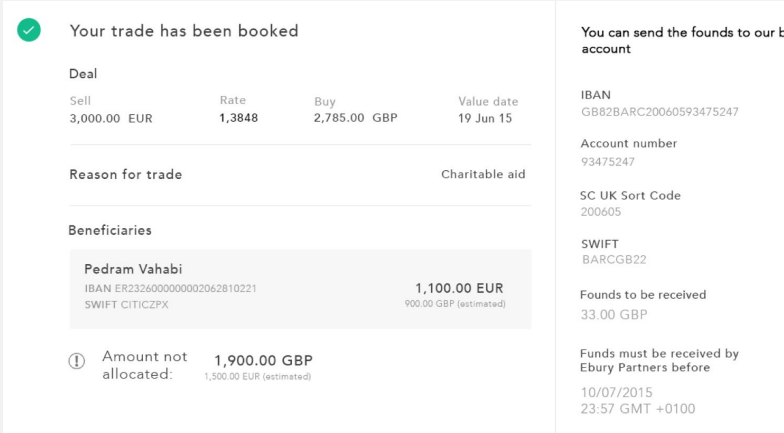
- EDIT
- DELETE

3 Ebury EBO. / UI



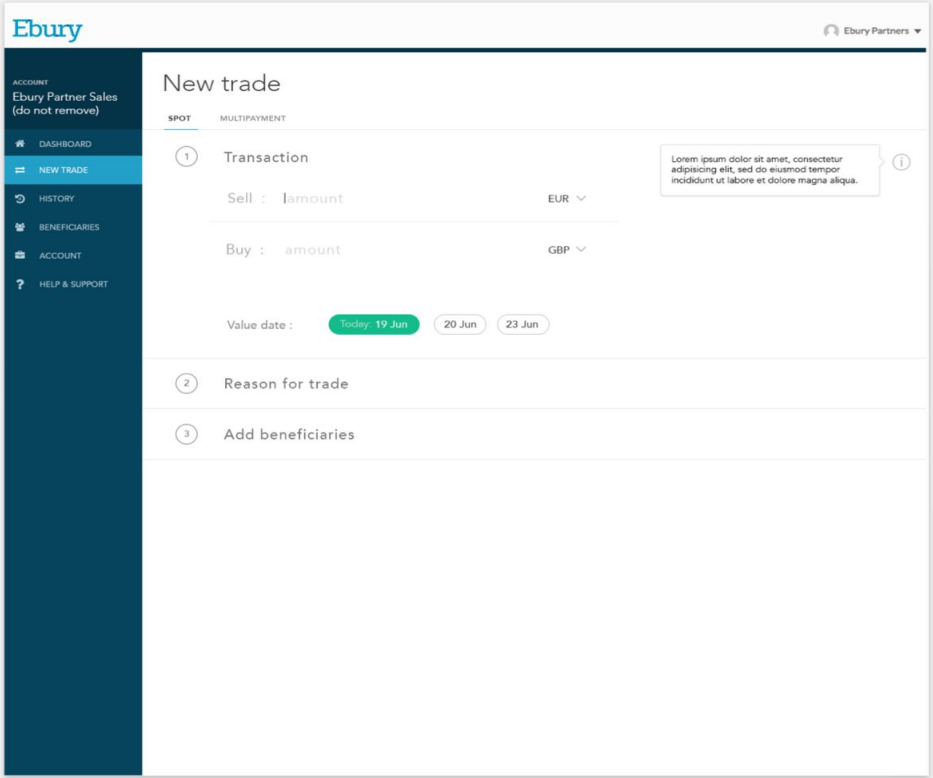




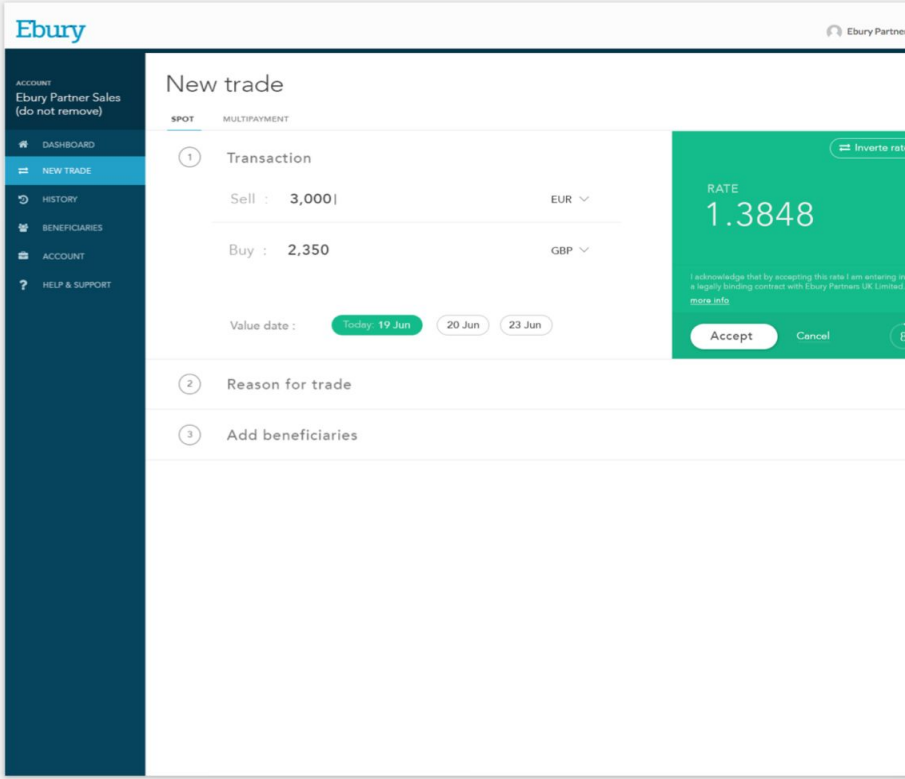


3 Ebury EBO. / Development

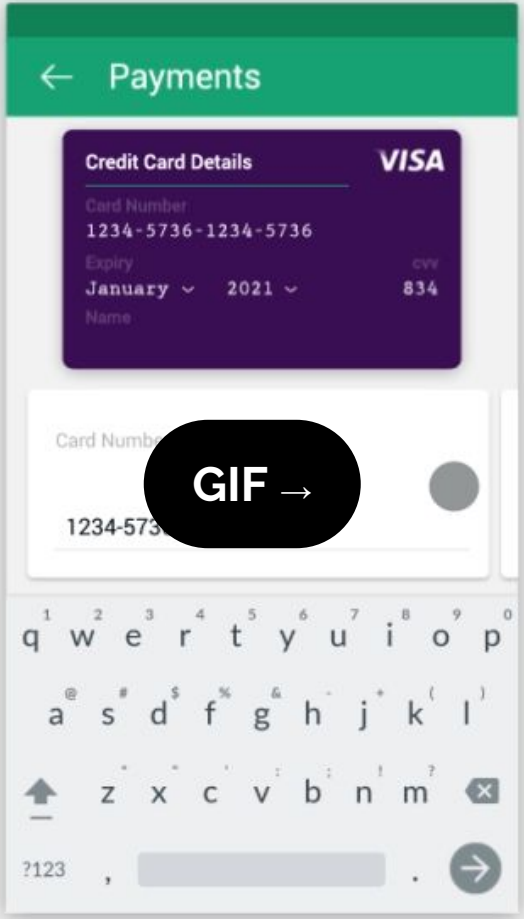
0-Transaction



1-Transaction



3 **Ebury EBO. / Mobile App**



4 **Ebury Online.**

Photography Hero image

10 Icons

Photography

6 Typeface - Avenir

Aa Aa Aa

Aa Aa Aa

4 Our colours

Typeface - Avenir

Aa Aa Aa

2 Logo

Ebury What borders?

Ebury What borders?

7 The grid

Logo

Ebury What borders?

4 **Ebury Online.**

READ MORE →

WHAT DID I DO —

Guided the UX vision for an omni-channel experience for +15k SMEs for over 9 different countries; achieving 10% month-on-month growth.

- Creative Direction
- UX
- Visual Design

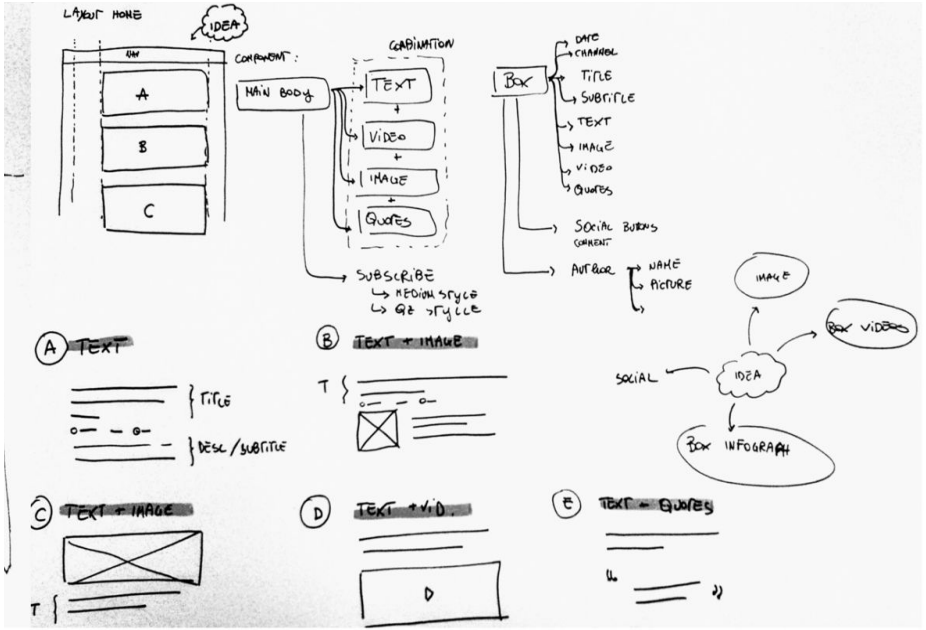
CHALLENGE —

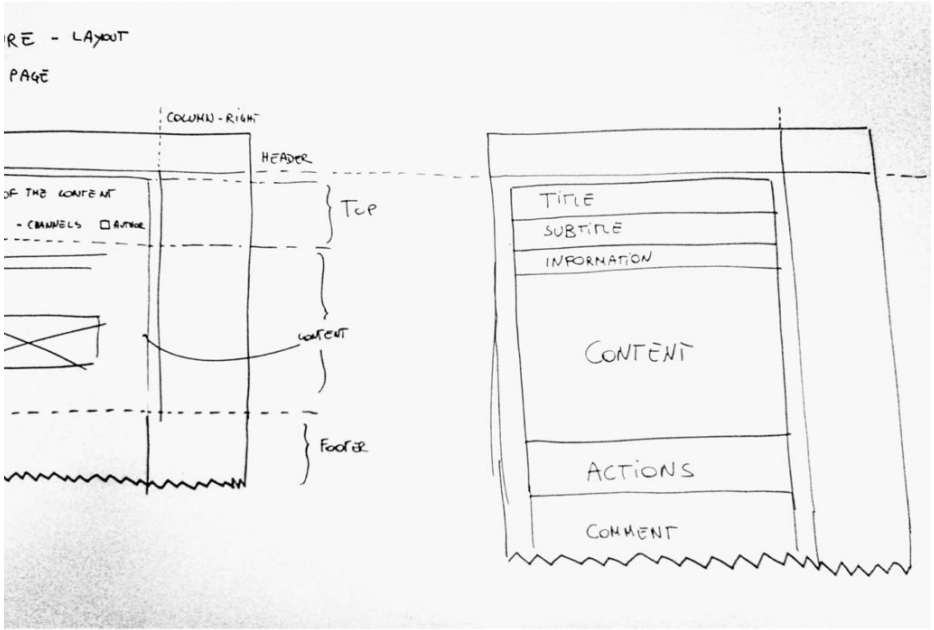
Rethink the way in which current and potential customers perceive the Ebury brand, centred around the modern consumer requirements of speed, security and simplicity.

VISION —

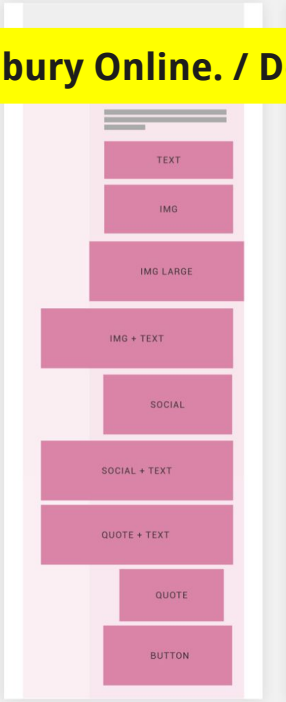
Create a new brand guidelines for Ebury to identify the most effective way of engaging the end user, underlining this company's core values.

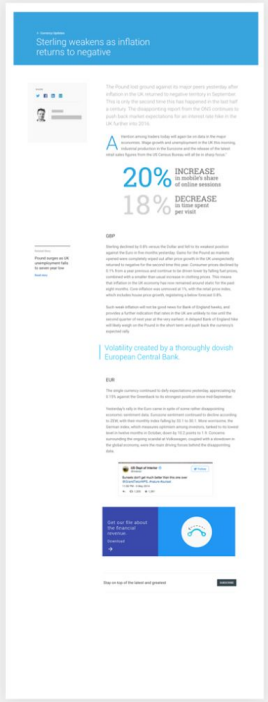
Ebury Online. / Design system.

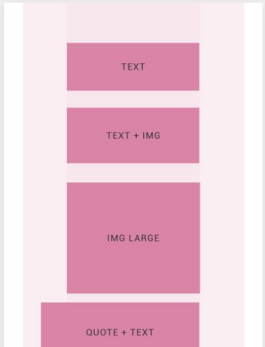


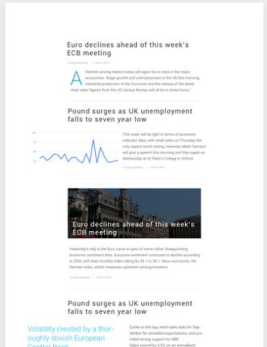


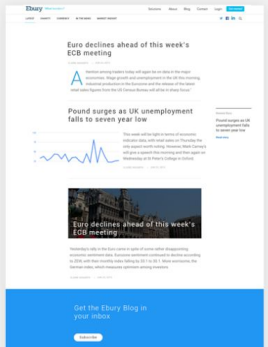
4 Ebury Online. / Design system.

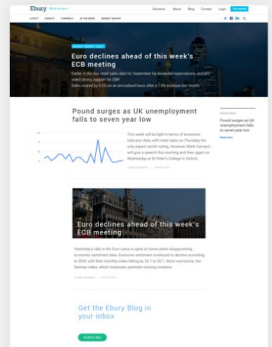




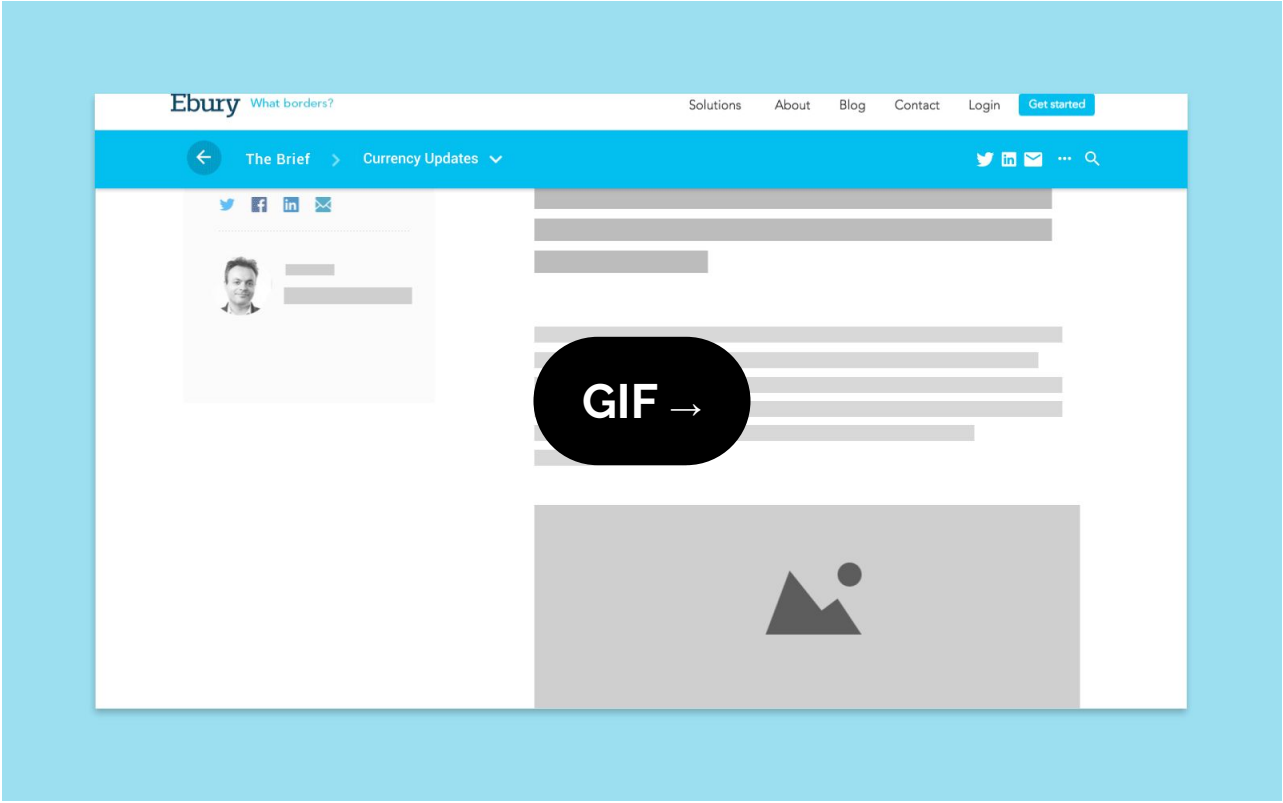




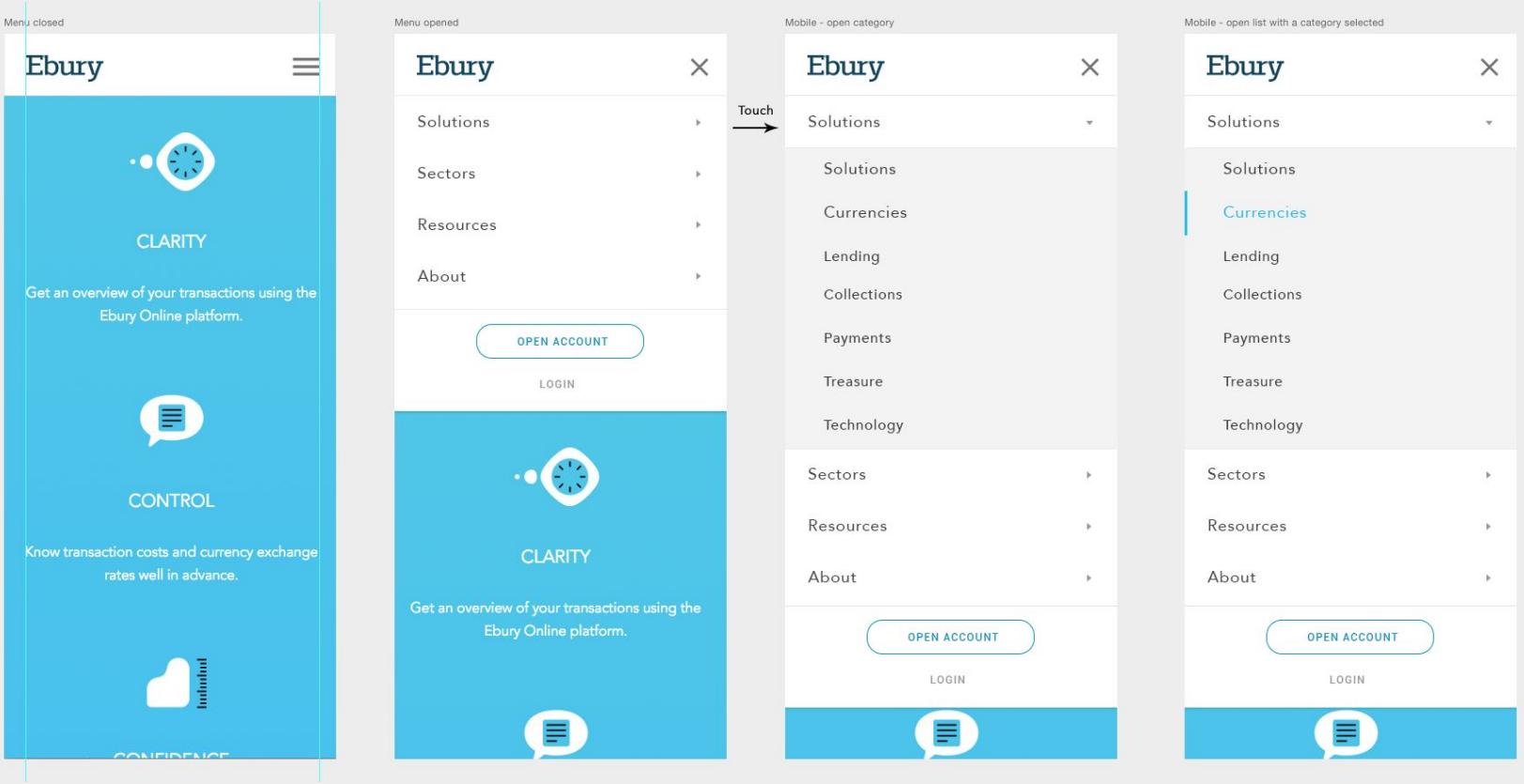




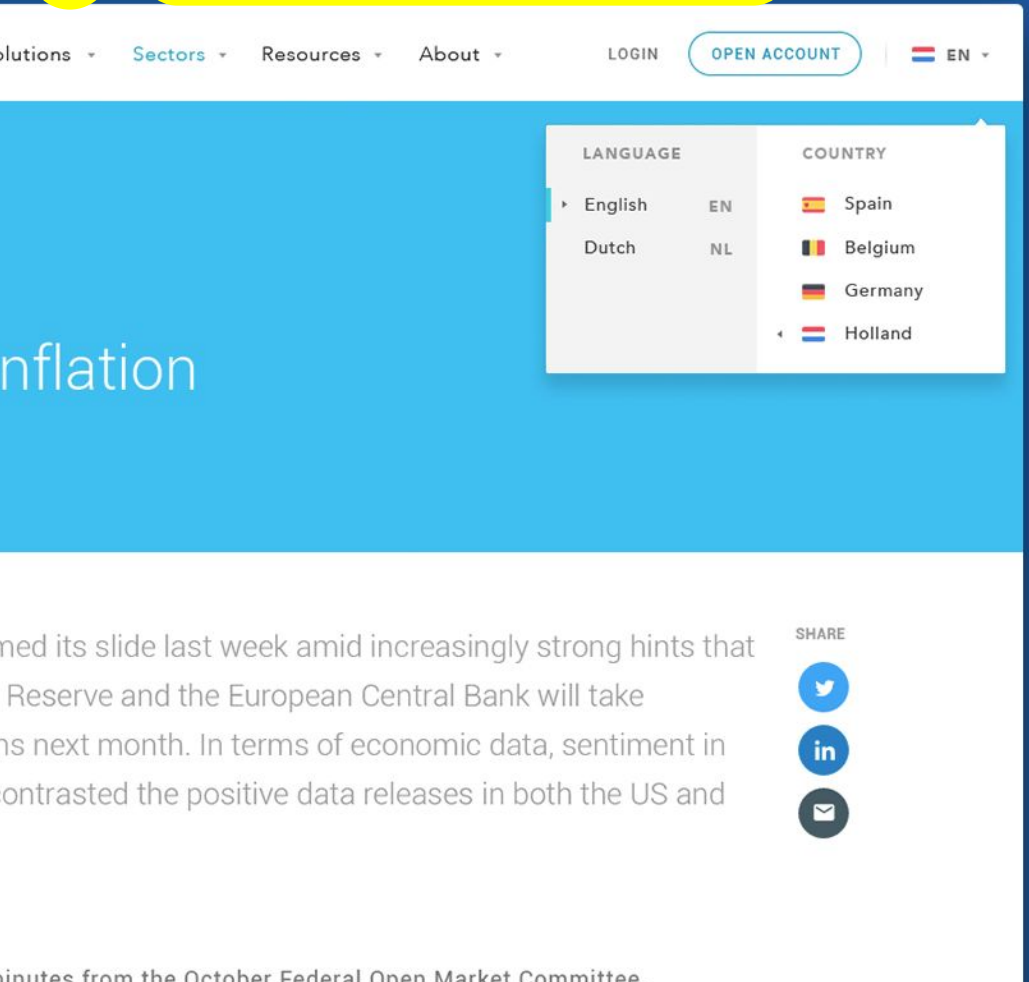
4 Ebury Online. / Design system.



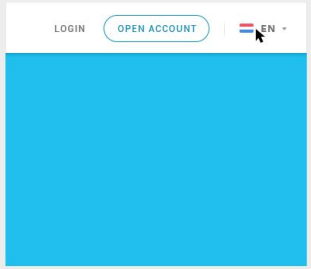
4 Ebury Online. / IA & Navigation.



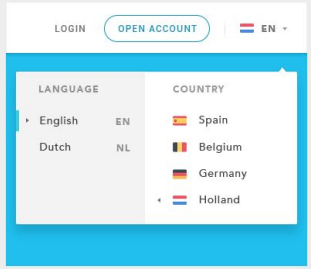
4 Ebury Online. / IA & Navigation.



Closed



Open without scrollbar



Open with scrollbar

Open with mouse over another language

5 Gazzetta.

Gazzetta Gold
La Gazzetta dello Sport
INTERVISTA ESCLUSIVA
RONALDO
«L'ITALIA ARRIVA SEMPRE»
Così nasce il Milan di Inzaghi
GAZZETTA GOLD
Un passo nel futuro
GAZZETTA GOLD
Istruzioni per l'uso
La guida completa
L'agenda dello Sportivo

5 Gazzetta.

READ MORE →

DESCRIPTION —

Gazzetta dello Sport is the most prestigious European sports newspaper.

ROLE

Lead UX Designer

DATE

2015

INDUSTRY

Publishing

5 Gazzetta.

www.gazzetta.it | sabato 9 marzo 2013 | 1,50 €
anno 117 - numero 58
La Gazzetta dello Sport
Tutto il rosa della vita
LE 3 SBERLE DI LONDRA
Contro il Tottenham un film già visto per lo Strama-Team
Inter, le cause del crollo
La squadra si scusa
Approccio sbagliato, infortuni, scarso peso fisico, errori tattici. Ad Appiano l'incontro con i tifosi
AVANTI TUTTA I ROSSONERI VINCONO 2-0 A MARASSI E SONO SEMPRE PIU' TERZI
BUM BUM MILAN
MESSAGGIO AL BARÇA
Pazzini s'infortuna ma segna un gran gol: in dubbio per martedì (con Mexes). Raddoppio di Balo. Espulso Constant. Negati 2 rigori al Genoa
Gazzetta.it
Video
Foto
Risultati
Live!
Community
Mondo Gazzetta
Seguici
Accedi
26°
Martedì 18, Giugno 2013
La Gazzetta dello Sport.it
Tutto il rosa della vita
NBA Finals 2013
Wimbledon 2013
Tour de France
Giro d'Italia 2013
CICLISMO
TOUR DE FRANCE
Speciale Gazzetta
HOMEPAGE
MIO
CALCIO
CALCIOMERCATO
CALCIO ESTERO
FORMULA 1
MOTOMONDIALE
SUPERBIKE
PASSIONE MOTORI
CICLISMO
BASKET
NBA
TENNIS
RUGBY
ATLETICA
VOLLEY
MOTOGP
Trionfo ad Assen per Rossi: "Quasi non ci credo"
La caduta di Lorenzo
L'urlo di Valentino
Capolavoro Valentino! Lorenzo eroico finisce quinto
Ginobili show, Miami crolla Spurs a un passo dal titolo
Gli Spurs si portano a una vittoria dal titolo grazie anche alla grande prova dell'argentino...
Le pagelle di gara-5
Danny Green super
Magic: "LeBron faccia di più"
NIVEA
stress protect
NIVEA DEO STRESS PROTECT

5 **Gazzetta.**

WHAT DID I DO —

As a User Experience Designer, I led the project and worked closely with the client to effectively understand their needs in order to improve the User Experience on their application.

- UX Manager
- Interaction Design

ACHIEVEMENTS —

Achieved +9% month-on-month visits growth, +17% page views within 3 months.

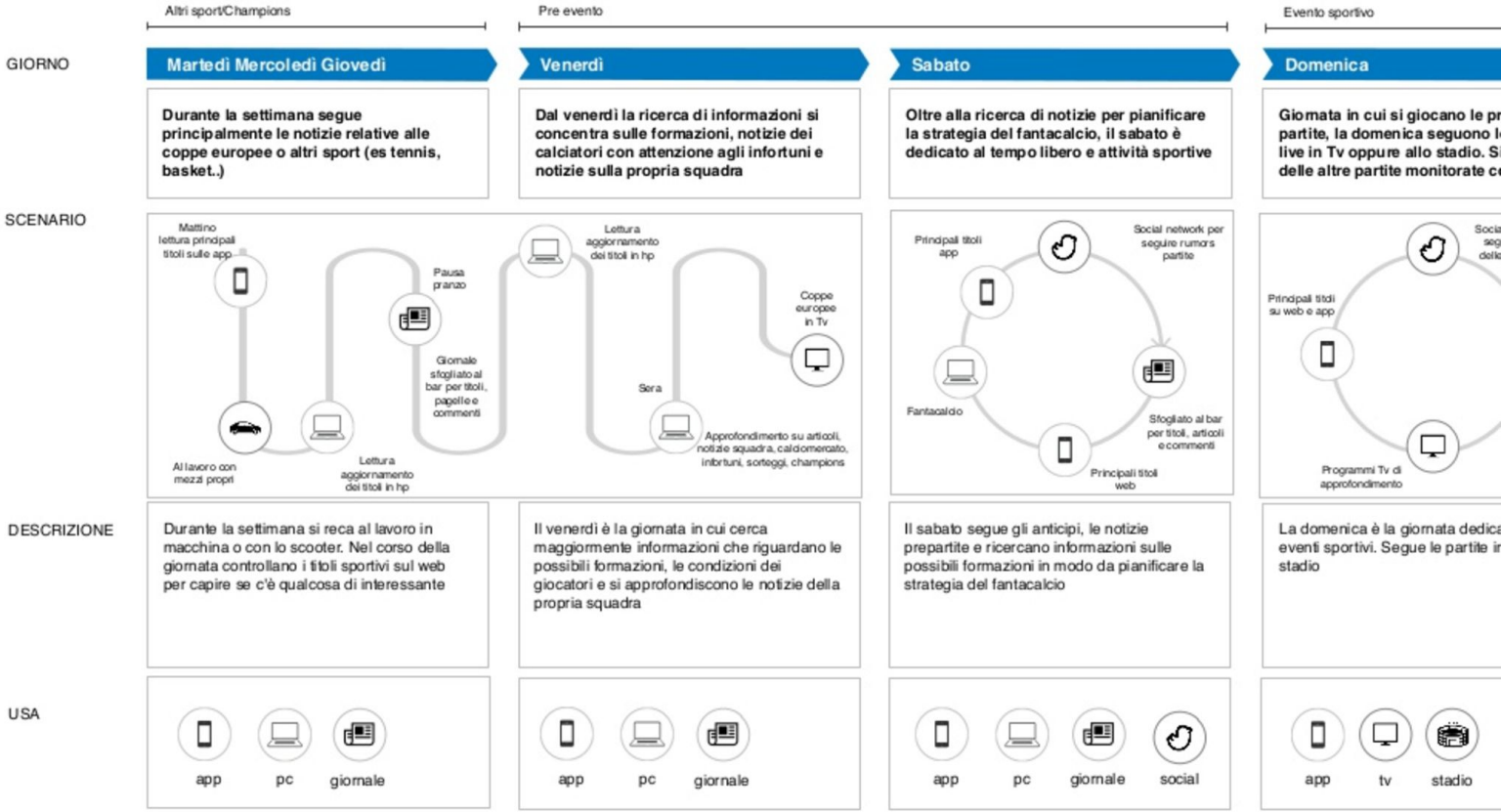
CHALLENGE —

A new digital offer capable of getting all sport lovers involved.

VISION —

Sports, always and everywhere.

5 Gazzetta. / Roadmap.


Altri sport/Champions
Pre evento
Evento sportivo
GIORNO
Martedì Mercoledì Giovedì
Venerdì
Sabato
Domenica
Durante la settimana segue principalmente le notizie relative alle coppe europee o altri sport (es tennis, basket..)
Dal venerdì la ricerca di informazioni si concentra sulle formazioni, notizie dei calciatori con attenzione agli infortuni e notizie sulla propria squadra
Oltre alla ricerca di notizie per pianificare la strategia del fantacalcio, il sabato è dedicato al tempo libero e attività sportive
Giornata in cui si giocano le pr partite, la domenica seguono l live in Tv oppure allo stadio. Si delle altre partite monitorate co
SCENARIO
Mattino lettura principali titoli sulle app
Al lavoro con mezzi propri
Lettura aggiornamento dei titoli in hp
Pausa pranzo
Giornale sfogliato al bar per titoli, pagelle e commenti
Lettura aggiornamento dei titoli in hp
Sera
Coppe europee in Tv
Approfondimento su articoli, notizie squadra, calciomercato, infortuni, sorteggi, champions
Principali titoli app
Social network per seguire rumors partite
Fantacalcio
Sfogliato al bar per titoli, articoli e commenti
Principali titoli web
Principali titoli su web e app
Programmi Tv di approfondimento
DESCRIZIONE
Durante la settimana si reca al lavoro in macchina o con lo scooter. Nel corso della giornata controllano i titoli sportivi sul web per capire se c'è qualcosa di interessante
Il venerdì è la giornata in cui cerca maggiormente informazioni che riguardano le possibili formazioni, le condizioni dei giocatori e si approfondiscono le notizie della propria squadra
Il sabato segue gli anticipi, le notizie prepartite e ricercano informazioni sulle possibili formazioni in modo da pianificare la strategia del fantacalcio
La domenica è la giornata dedica eventi sportivi. Segue le partite ir stadio
USA
app
pc
giornale
app
pc
giornale
app
pc
giornale
social
app
tv
stadio

	t	Prima mattina	Mattina			Pausa pranzo	Pomeriggio		Prima di cena	Dopo cena
	h	7–8	8–10	10–11	11–13	13–15	15–17	17–18	18–20	20–23
Andrea Fan		Titoli principali		Short news Homepage		Prima pagina Approfondimento	Homepage		Approfondimento	Notizie sportive Partite
Luigi Cherry Picker		Titoli principali		Titoli principali Approfondimento		Titoli principali Short news			Homepage Approfondimento	Notizie sportive Approfondimento Partite
Barbara Surfer						Titoli principali Approfondimento				Aggiornamenti Approfondimento

5 Gazzetta. / UI.

5 Gazzetta. / UI.

Thanks!

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