Portfolio

Illia Strikhar is a Product Designer helping companies create better online products that *actually* make difference.

Below you may find some of my work, all completed as part of Creative360 team. Due to NDA's I can't disclose names & logos.

Student social network

iOS
MVP development
Interactive wireframes

🤐 is a social network for universities. It lets students discuss local news, sell stuff, create events, and more.

My challenge was to come up with a lean MVP and design interactive wireframes.

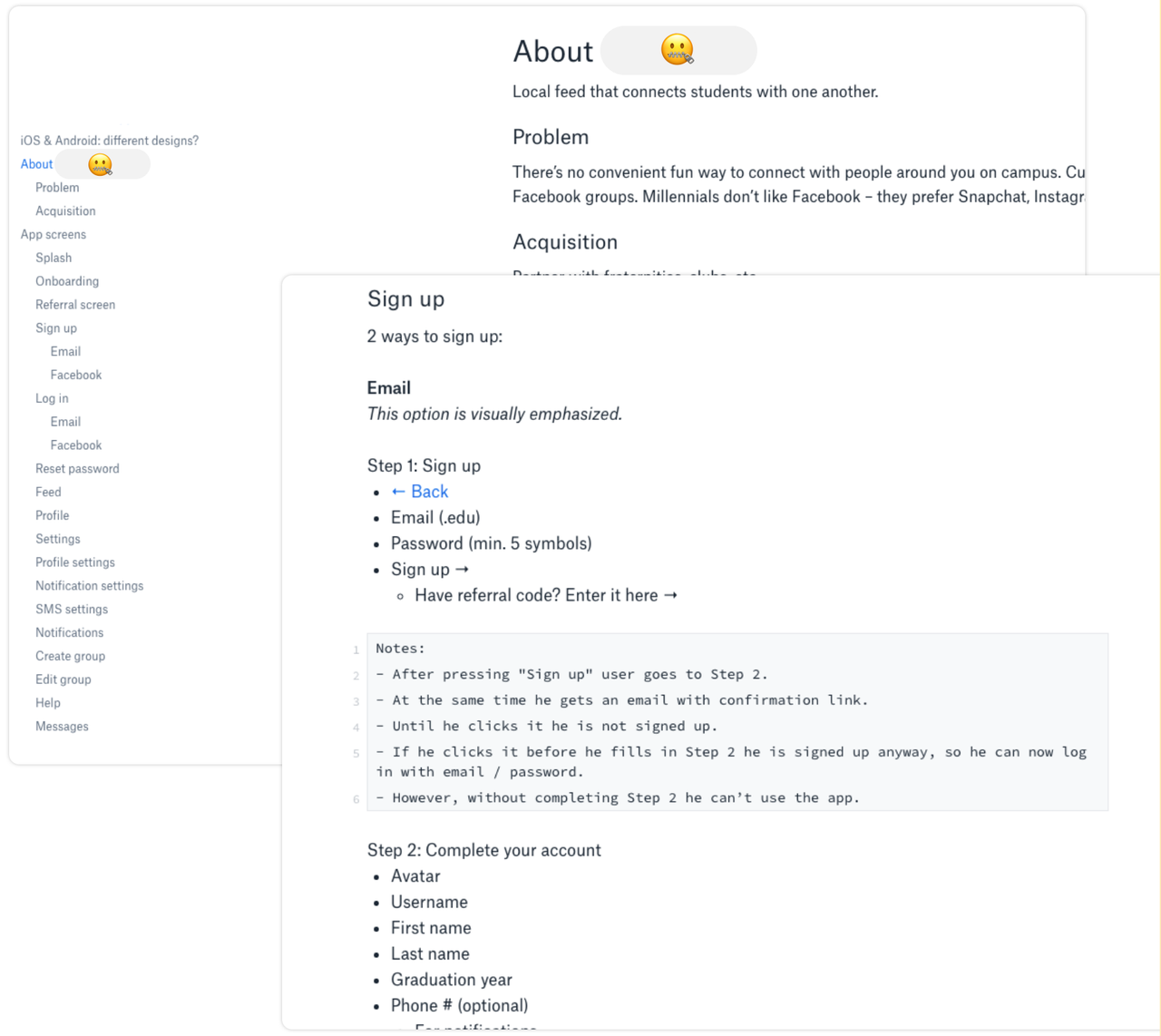
MVP development

Students are more reluctant to use Facebook and Twitter as it's *the media of their parents*, so a client had this great vision of a social network tailored for millennials.

Clearly, the success of the app depended on its personality – on how delightful, fun, and modern it would be. Since I live close to FSU I had an almost unlimited access to our target audience.

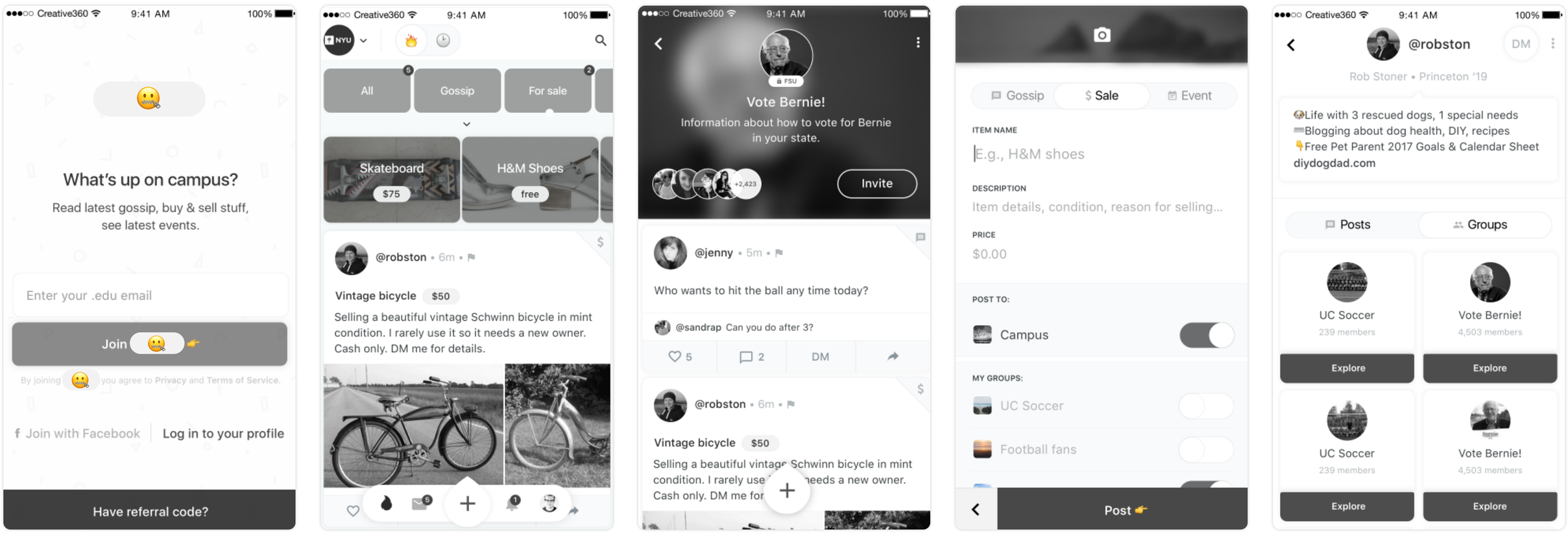
After conducting on-site interviews I got a grasp of similar popular apps (👻, Peach, Houseparty, etc), which then served as an inspiration for an MVP development.

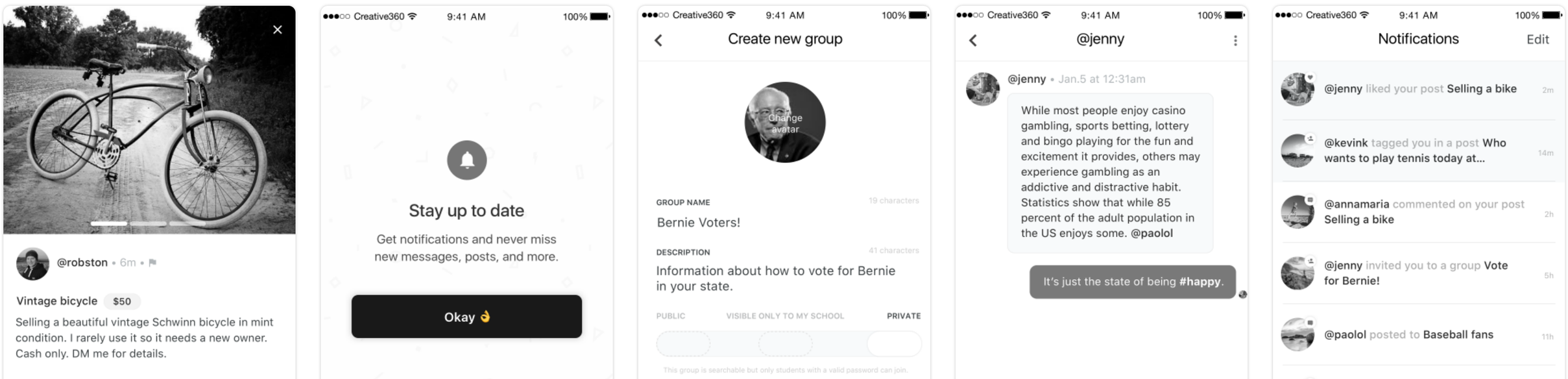
During preliminary usability testings I conducted together with a founder at UCLA the buzzwords students used to describe the app was "cool" and "fun" which meant the main objectives were met.

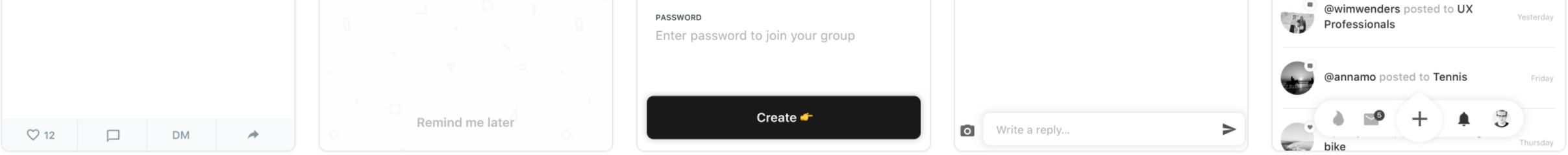


Wireframes

Below you may find some of the wireframes for the Student social network iOS app.







Business appointments

iOS | Web | MVP development | Interactive wireframes

🤐 allows people to book and manage appointments with local businesses.

My challenges included:

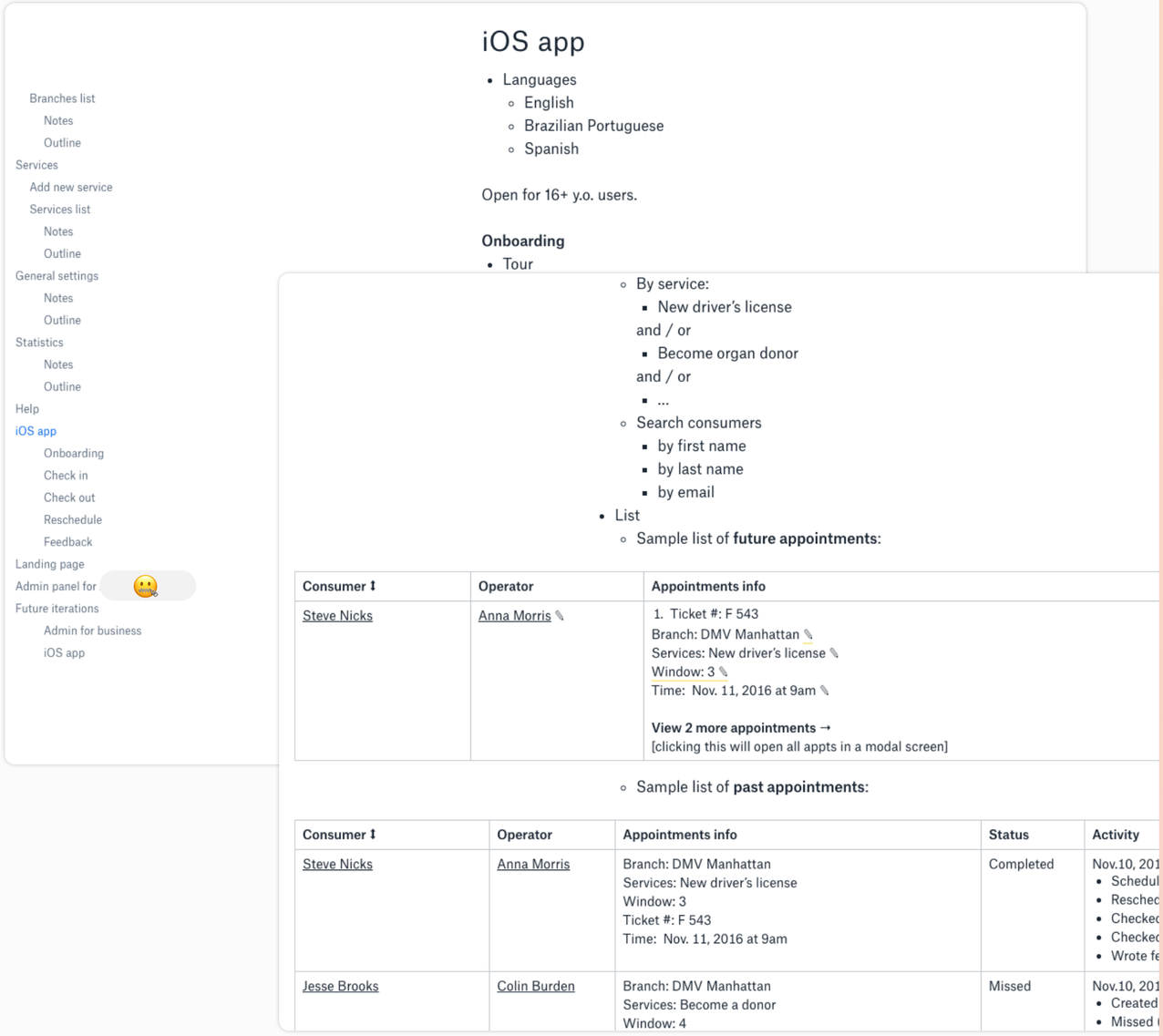
1. To come up with an MVP & wireframes for an iOS app;
2. To come up with an MVP & wireframes for a web dashboard

MVP development

The main objective was to provide an effortless way to schedule appointments at a variety of businesses (from DMVs to local banks).

I had to make sure 🤐 was easy to use by both customers and business employees. The product had to be user-friendly for people of different nationalities and ages.

Luckily, the founder had years of experience working at DMV in California. So he knew all the ins and outs of how the system should work. After obtaining all the information from him I created an MVP narrative part of which you may see on the right.



Branches list
Notes
Outline
Services
Add new service
Services list
Notes
Outline
General settings
Notes
Outline
Statistics
Notes
Outline
Help
iOS app
Onboarding
Check in
Check out
Reschedule
Feedback
Landing page
Admin panel for 🤐
Future iterations
Admin for business
iOS app

iOS app

- Languages
  - English
  - Brazilian Portuguese
  - Spanish

Open for 16+ y.o. users.

Onboarding

- Tour
  - By service:
    - New driver's license

    and / or
    - Become organ donor

    and / or
    - ...
  - Search consumers
    - by first name
    - by last name
    - by email
- List
  - Sample list of **future appointments**:

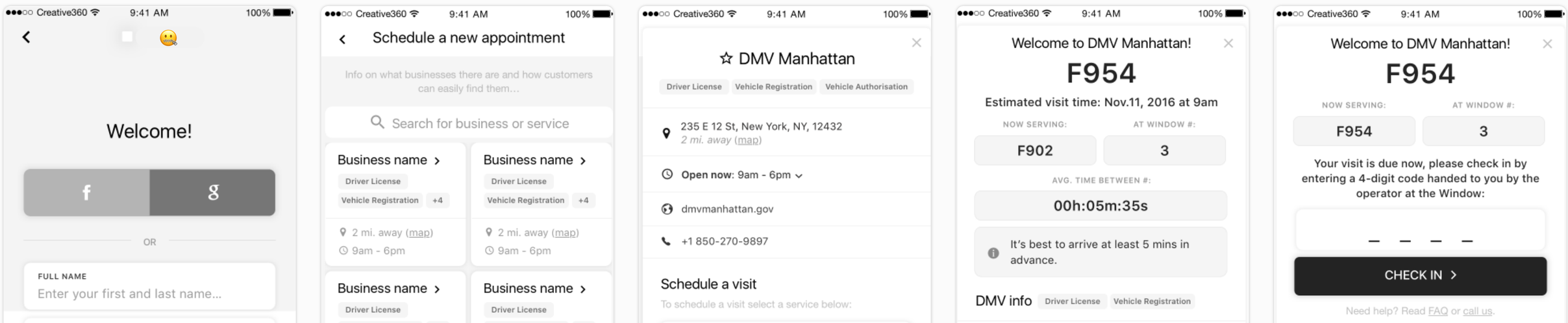
Consumer ↕	Operator	Appointments info
Steve Nicks	Anna Morris	1. Ticket #: F 543 Branch: DMV Manhattan Services: New driver's license Window: 3 Time: Nov. 11, 2016 at 9am **View 2 more appointments →** [clicking this will open all appts in a modal screen]

  - Sample list of **past appointments**:

Consumer ↕	Operator	Appointments info	Status	Activity
Steve Nicks	Anna Morris	Branch: DMV Manhattan Services: New driver's license Window: 3 Ticket #: F 543 Time: Nov. 11, 2016 at 9am	Completed	Nov.10, 201 • Schedul • Resched • Checked • Checked • Wrote fe
Jesse Brooks	Colin Burden	Branch: DMV Manhattan Services: Become a donor Window: 4	Missed	Nov.10, 201 • Created • Missed (

Wireframes

Below you may find some of the wireframes for Business appointments iOS app and web dashboard.



EMAIL
Enter your email...

PASSWORD
Type your password...

SIGN UP

By signing up your agree Privacy and Terms

Vehicle Registration +4 | Vehicle Registration +4
2 mi. away (map) | 2 mi. away (map)
9am - 6pm | 9am - 6pm
Business name > | Business name >
Driver License | Driver License
Vehicle Registration +4 | Vehicle Registration +4

Qs | Favorites | Account | Help

Driver License, Vehicle Registration

Next window available in: ***30 mins***.
It's best to arrive a little earlier. Do you want to sign up for then or queue for later?

Schedule

235 E 12 St, New York, NY, 12432
2 mi. away (map)
dmvmanhattan.gov
+1 850-270-9897

CHECK IN >

REQUEUE FOR LATER | CANCEL

DMV info | Driver License | Vehicle Registration

q w e r t y u i o p
a s d f g h j k l `
d f g h j k l
123 | space | Done

Creative360 9:41 AM 100%

Your queues | + New appointment

Here a list of your queues. Some more text about not forgetting about appointments etc...

DMV Manhattan (# F954)
Driver License | Vehicle Registration
Estimated time: 15 Jan., 2016 at 5pm
Where: 234 E 13 St, New York, NY, 42349
Now serving: # F901

Chase Bank (# A543)
New Account
Estimated time: 16 Jan., 2016 at 9.30am
Where: 1 Park Ave, New York, NY, 10045
Now serving: # A540

T-Mobile Soho (# 54352)
Close Account | New Account
Estimated time: 18 Jan., 2016 at 9am
Where: 432 Lexington Ave, New York, NY...
Now serving: # 54309

Delta Airlines (# L150)

Qs | Favorites | Account | Help

Creative360 9:41 AM 100%

Your queues | + New appointment

No queues yet

You have signed up for any appointments yet. To do so, please tap **+ New appointment** button above.

Qs | Favorites | Account | Help

Creative360 9:41 AM 100%

Your account

Personal info

FULL NAME
Nikola Stojanovic

EMAIL
joxnie@gmail.com

PASSWORD
****

PHONE #
1-347-4239

Notifications

SMS

Push (in-app)

Help

Creative360 9:41 AM 100%

Help

Reach us at support@ or via the form below:

Your message...

Send message

Frequently Asked Questions:

Question 1
Question 2
Question 3

Queues | Favorites | Account | Help

Creative360 9:41 AM 100%

Are you happy with your visit to DMV Manhattan?

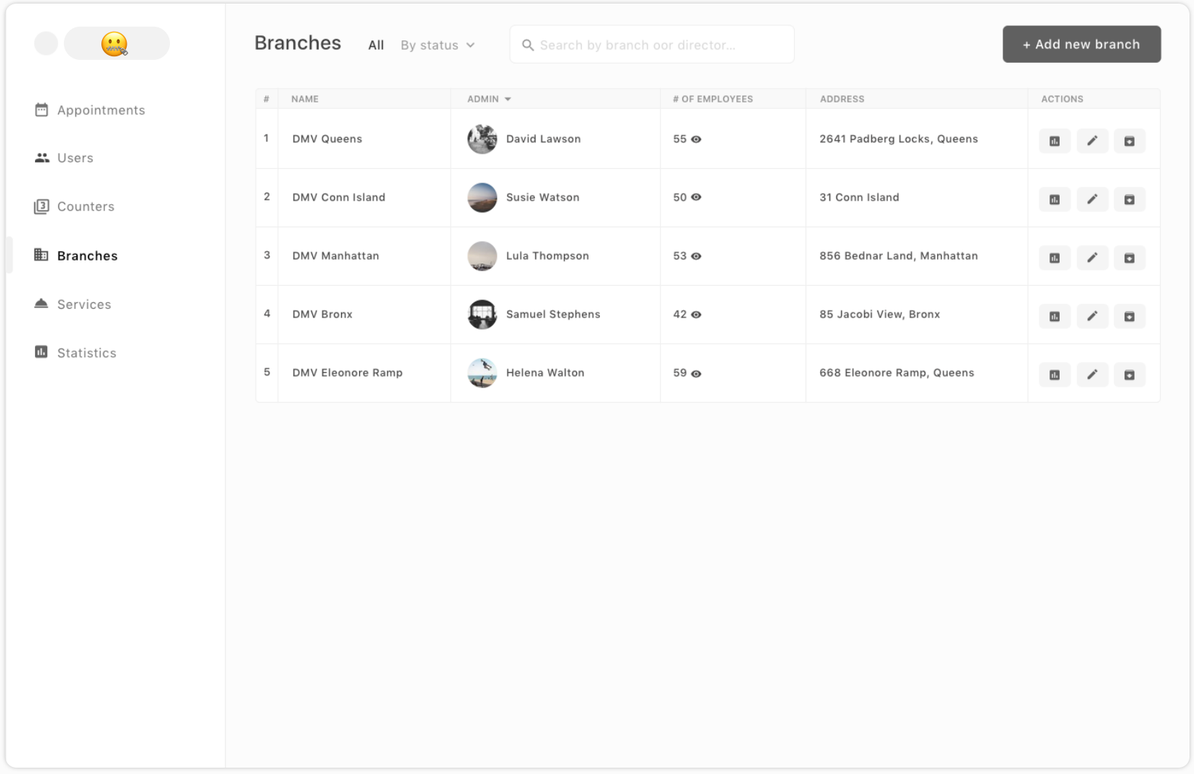
Add comment...

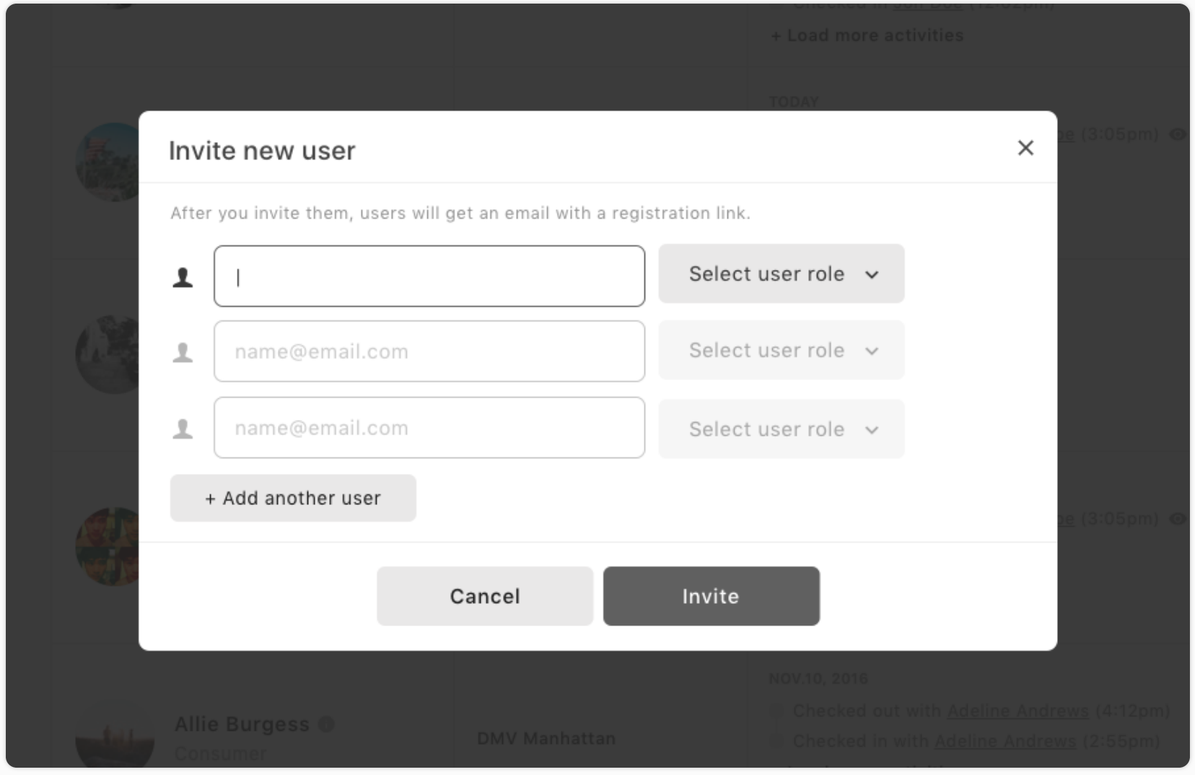
CONTINUE >

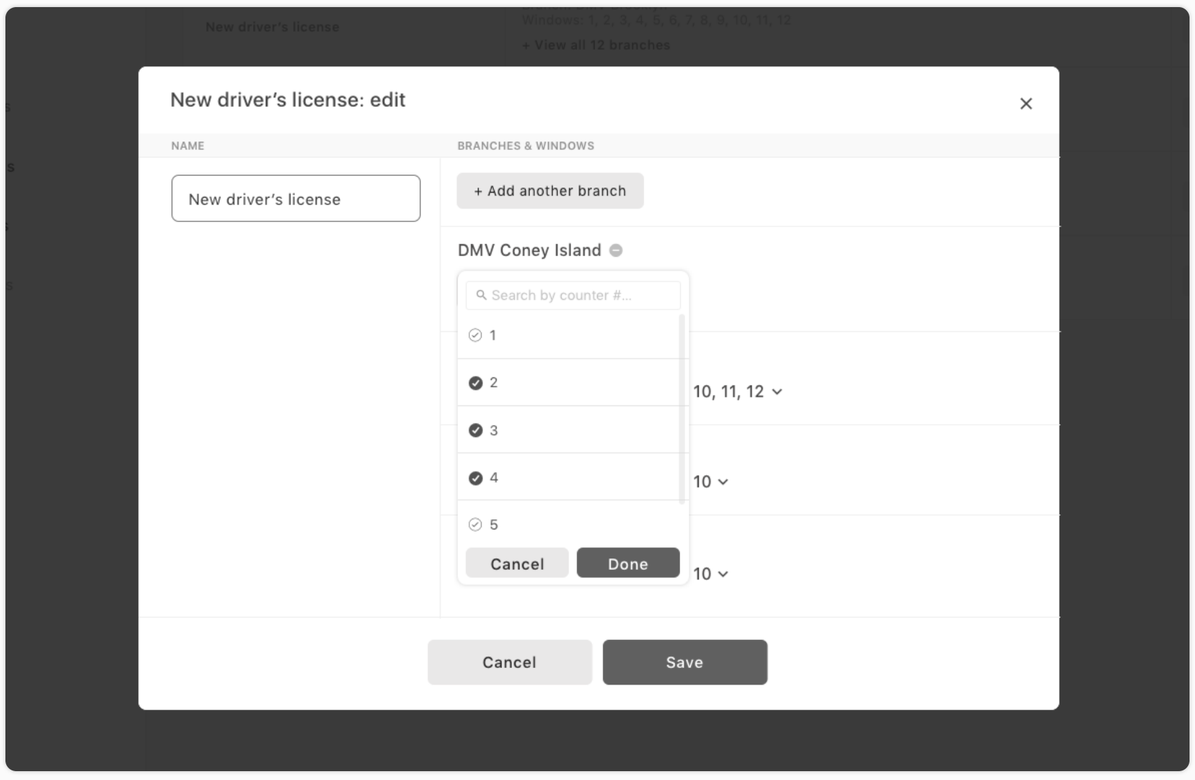
Appointments | All | By activity | By service | By branch | Search by name or email...

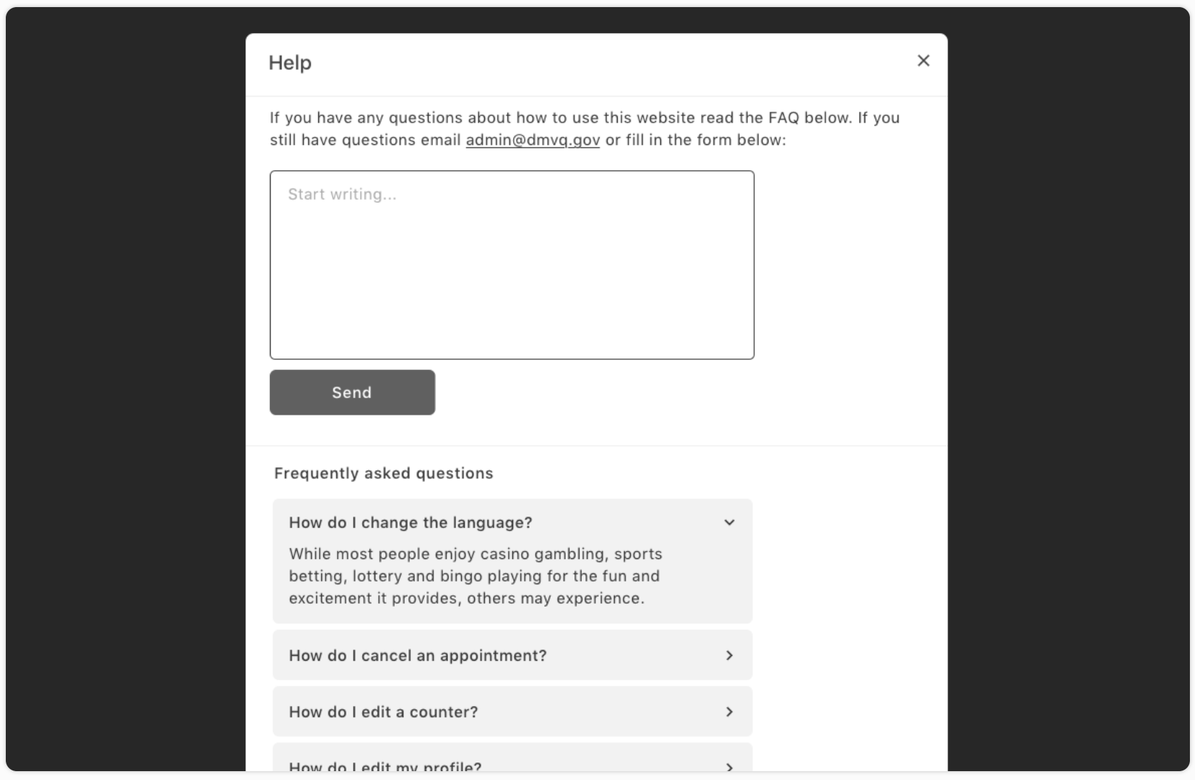
- Appointments
- Users
- Counters
- Branches
- Services
- Statistics

CONSUMER NAME	OPERATOR NAME	APPOINTMENTS INFO	ACTIVITY	ACTIONS
Jason Biggs Scheduled	Michael Ramirez	1. Ticket #: S543 Branch: DMV Manhattan Services: New driver's license Window: 3 Time: Nov. 11, 2016 at 9am + View 2 more appointments	TODAY Scheduled (10:11pm) Rescheduled (10:35pm) + Load more activities	
Walk-in consumer In progress	Lauren King	1. Ticket #: W053 Branch: DMV Brooklyn Services: New driver's license, New auto plate Window: 3 Time: Nov. 11, 2016 at 9am	TODAY Scheduled (10:11pm) Rescheduled (10:35pm)	
Austin Ross Paused	Stephanie Estrada	1. Ticket #: D032 Branch: DMV Manhattan Services: New driver's license Window: 3 Time: Nov. 11, 2016 at 9am + View 1 more appointment	TODAY Scheduled (10:11pm) Rescheduled (10:35pm)	
Zachary Coleman Missed	Raymond Pierce	1. Ticket #: S543 Branch: DMV Manhattan Services: New driver's license Window: 3 Time: Nov. 11, 2016 at 9am	TODAY Missed (11:15am) NOV. 10, 2016 Scheduled (10:11pm) Rescheduled (10:35pm)	
Jackie Miller Scheduled	Michael Ramirez	1. Ticket #: S542 Branch: DMV Manhattan Services: New driver's license Window: 3 Time: Nov. 11, 2016 at 9am	TODAY Scheduled (10:11pm) Rescheduled (10:35pm)	
		1. Ticket #: S541	TODAY	









Food social network

iOS

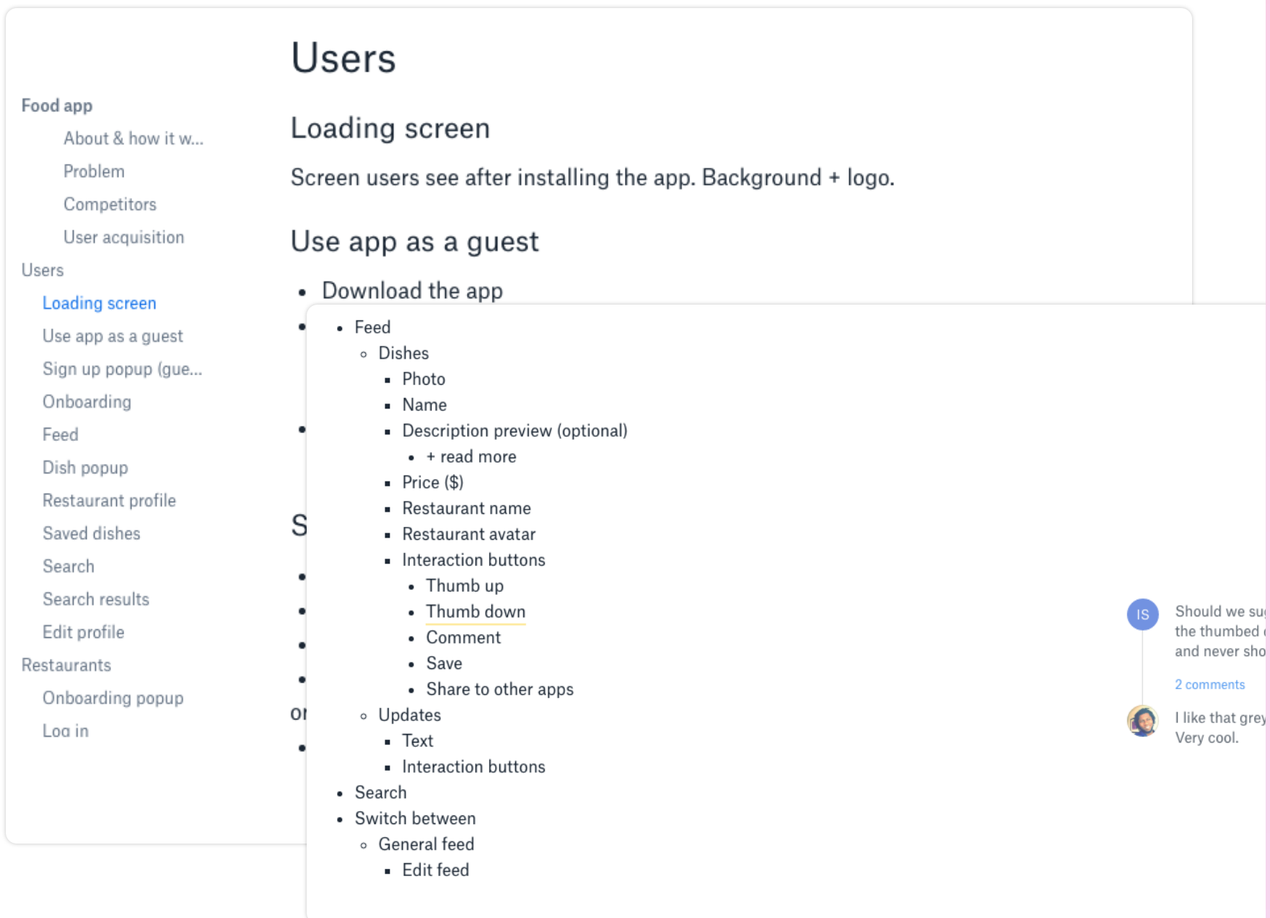
MVP development

Interactive wireframes

🤐 is an iOS app that helps people find best food nearby.

My challenges included:

1. To come up with an MVP & wireframes for an iOS app (users);
2. To come up with an MVP & wireframes for an iOS app (restaurants)



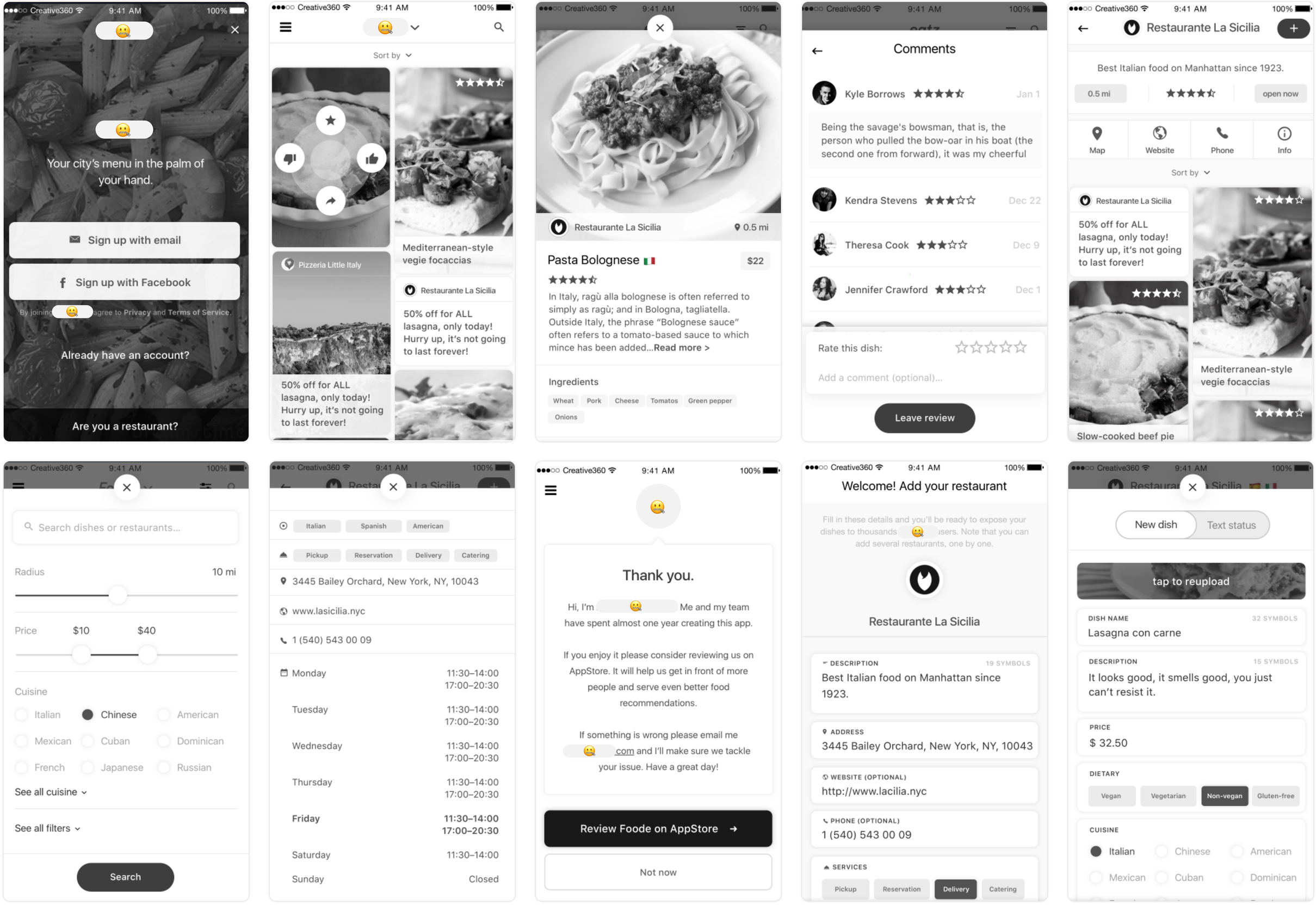
MVP development

What made this app unique is that it allowed to search for various food around you – based on such preferences as cuisine, price, ingredients, and allergies. It meant there were many personas I had to consider, but at the same time the MVP had to stay simple and focused on just quickly finding any dish.

After working through all use-cases I came up with an MVP with a feed of recommended dishes as a centre-point (based on user's searches and interactions) and a search overlay available from every screen.

Wireframes

Below you may find some of the wireframes for Food social network iOS app.



Gift cards

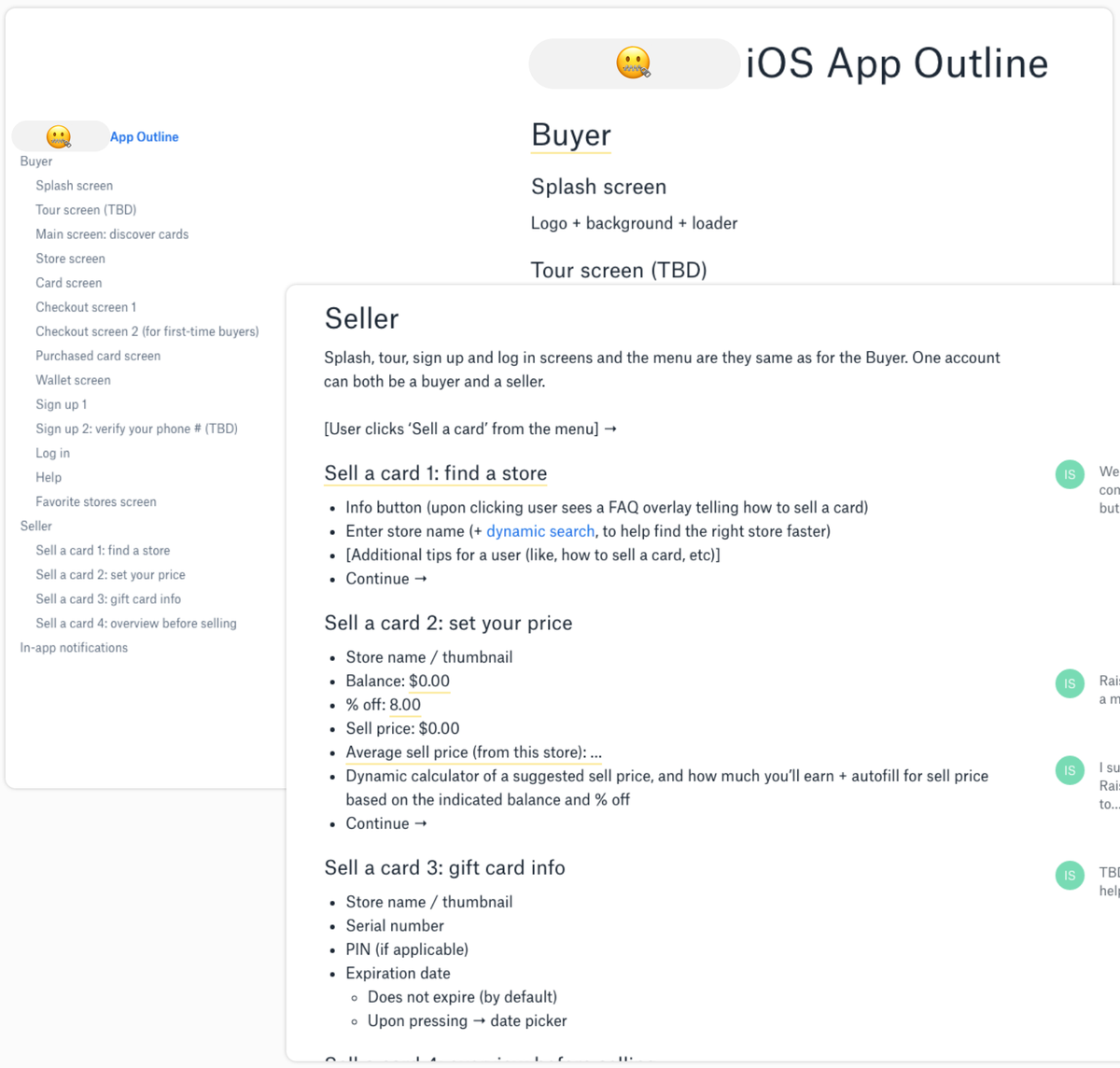
iOS

MVP development

Interactive wireframes

is an iOS app that helps people buy and sell gift cards.

My challenge was to come up with a lean MVP and design interactive wireframes.



MVP development

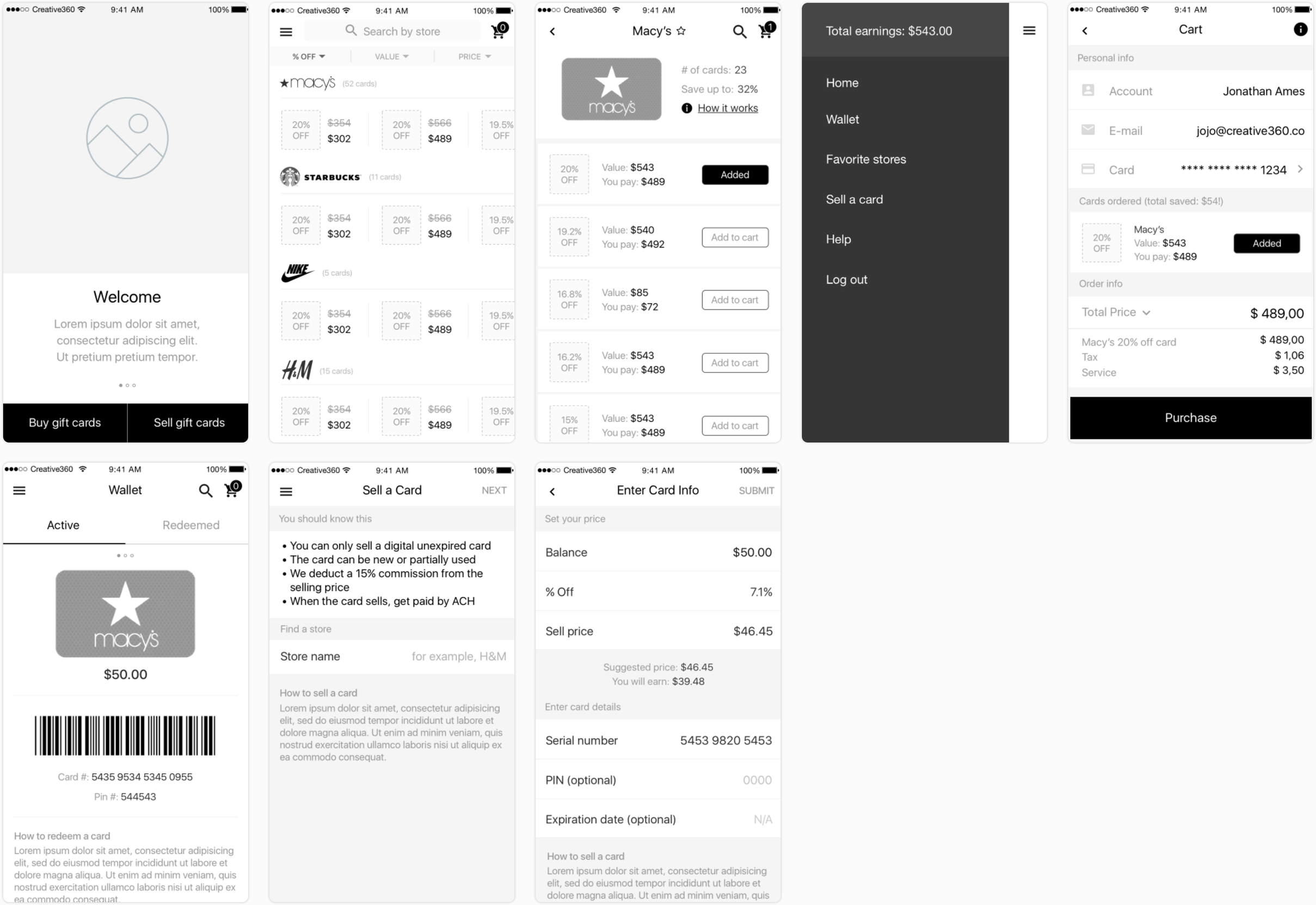
My market research showed there was no iOS app that would provide convenient experience both for buying and selling gift cards.

So I had to make sure would cover all possible scenarios in a minimum amount of steps.

After deciding on the list of screens and drawing user flows I came up with an MVP narrative part of which you may see on the right.

Wireframes

Below you may find some of the wireframes for Gift cards iOS app.



Thank you for reading.

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This portfolio was assembled on Feb.13, 2017 for illia.co✌️ .