### hey, Olá,

### LEAD DESIGNER

# **Apparicio Junior**

Design leader actively building, managing and evolving design teams to deliver scalable products. Collaborating with data, engineers and stakeholders to improve people's experiences. Worked with some of the world's biggest brands, such as Rolls-Royce, Harvey Nichols, Cazoo and British Petroleum.

Currently @ BT Group



### LATEST WORK WITH BT GROUP

NDA ON A FEW **PROJECTS, I CAN** SHARE IN A CALL





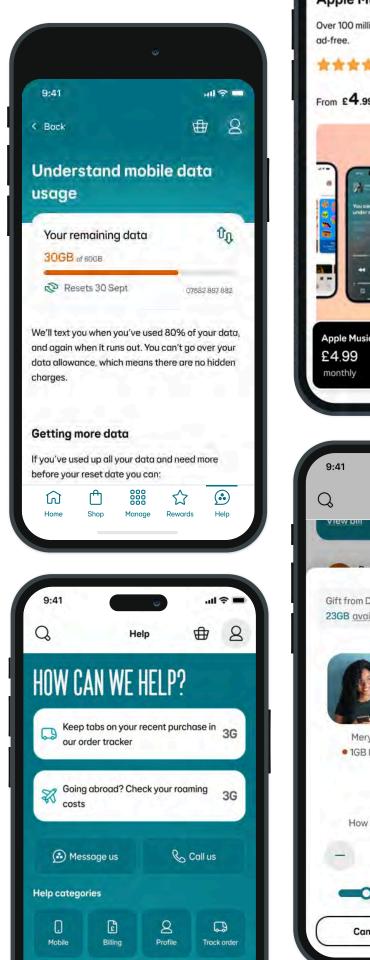
# **AI ADOPTION** 50% FASTER TO PRODUCE PDP CONTENT



# PRODUCT

### WORLD CLASS **PRODUCT LAUNCHES**





Men

• 1GB I

How

Can



### WHAT DO YOU GET WORKING WITH ME

I had the privilege of working with AJ and I can confidently say he is one of the most exceptional design leaders I've ever encountered. His ability to blend visionary leadership with an unparalleled level of craft and product design expertise truly sets him apart.

Not only did AJ inspire the team to create world-class digital products and experiences, but he also literally showed us the way leading by example with his meticulous attention to detail and world class ideas. AJ is more than just a skilled practitioner; he is a catalyst for innovation and excellence.





AJ has a remarkable ability to tackle challenges head-on while bringing others along for the journey. Whether it was walking me through tough design problems, reviewing files with meticulous care, or preparing me for interviews, AJ's mentorship was transformative. He didn't just guide me; he invested in my growth, sharing his knowledge and empowering me to take on challenges with confidence.

Beyond his craftsmanship, AJ also has a sharp business acumen that propelled him to Head of Design, a role where he seamlessly bridges the gap between design and strategy. Watching AJ operate on both a tactical and strategic level has been nothing short of inspiring. He leads with empathy, clarity, and a vision that brings out the best in his team.



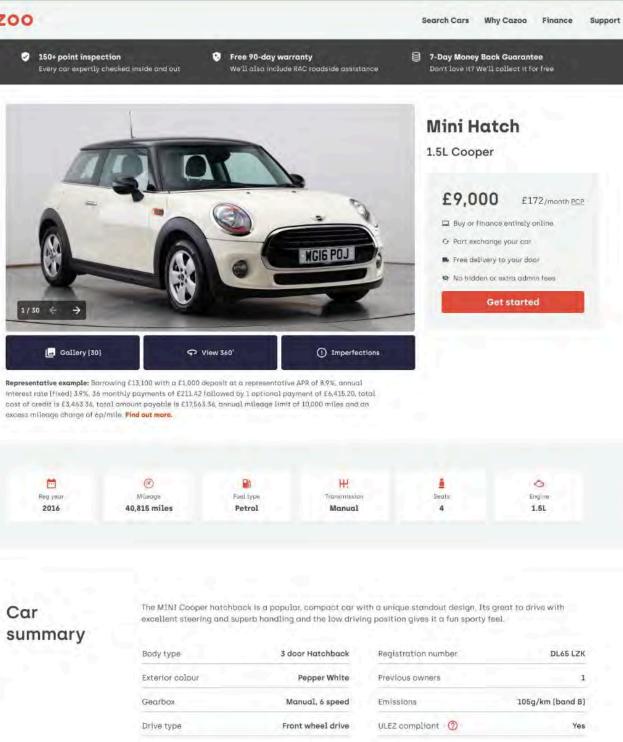
Suraj Soren LEAD PRODUCT DESIGNER



He is one of the most inspirational people I've worked with. There's really good design, which is not an easy find to start with, and there's AJ level of great design. The level of detail, thought and creativity AJ possesses is outstanding. But it doesn't stop there! He is honest, direct and very driven. He cares a lot about what he does and voices his experienced opinions to ensure the highest standards of delivering the right thing. Last but not least, he is very knowledgeable in organisational leadership, strategic thinking and product delivery. I always get tips from him for both my personal and professional growth. I hope we continue working together my friend. Please never change your core values.



#### CAZOO



Mileage	Fuel type
40,815 miles	Petrol

on the car's photos.

# CAZOO

### The new way to buy used cars

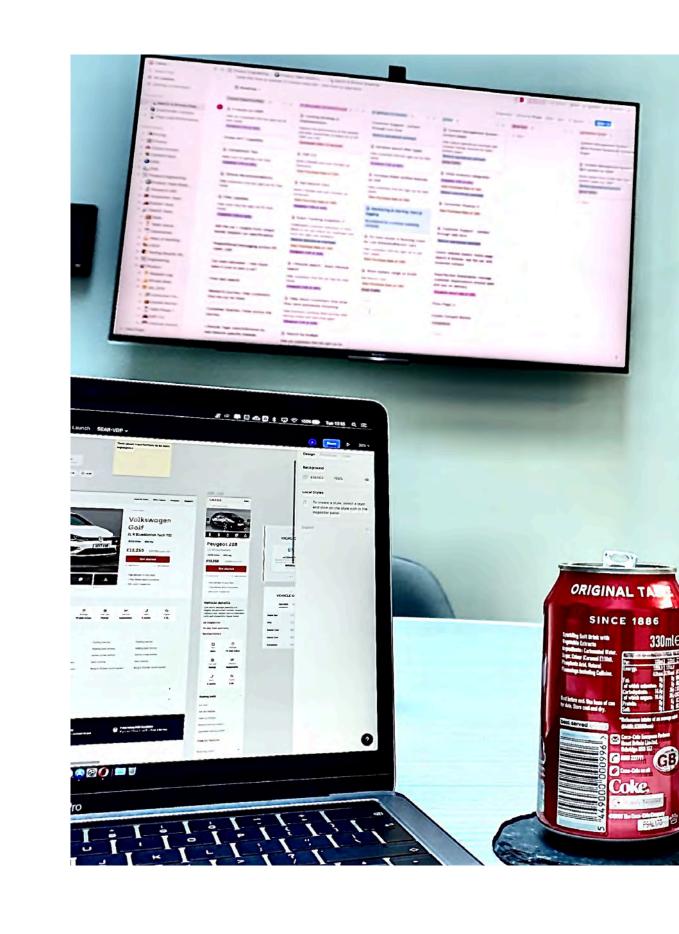
This car has been thoroughly inspected, reconditioned and valeted by us. As it's a used car, you should expect some normal wear and tear relative to its age and mileage. Any imperfections will be highlighted

### MY ROLE

Design Team Lead for 5 teams, working in a squad team including PM, UX Researcher, Content Strategist and Engineers.

### TIMELINE

5 months vehicle details page 3 months finance calculator



GOALS

# Improve the vehicle details page

The main journey of a user buying a used car is finding the right car. The objective of the project is to help customers to search and browse cars.

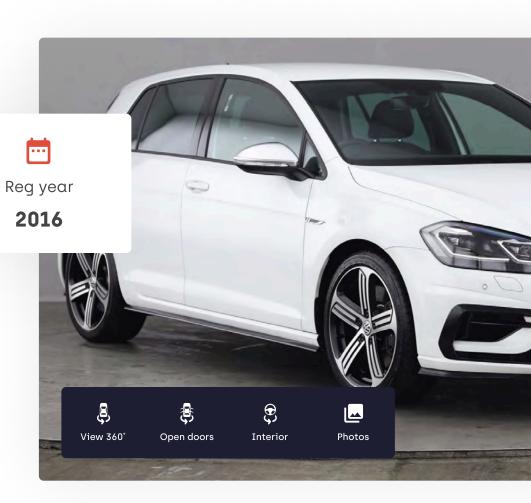
- improve the 360° gallery experience
- content discoverability
- $\cdot$  get started click rate

Bì

Fuel type

Petrol

Insurance Group 37











WHY IT WAS A PROBLEM

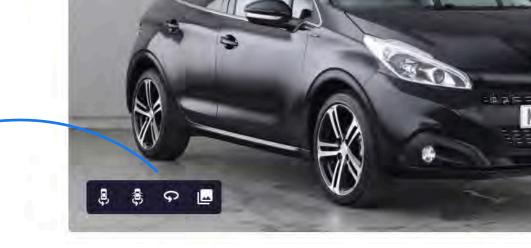
## Bounce rate, visual confusion

Data has shown that users were viewing details page but not proceeding to checkout, and when they proceeded, it was to calculate their monthly payments.

- gallery loading time 15s
- bad content hierarchy about the car
- not helping users to calculate their payment
- confusing icons and UI patterns
- large number of customer service calls

Which one is the 360° gallery?

CAZOO BETA





#### Vehicle summary

Engine	2L Petrol
Georbox	Manual, 6 speed
Exterior colour	Grey
Body type	5 door Hatchback
Sects	5 seats
Emissions	127g/km (band D)
Previous owners	1

This car has been fully inspected, thoroughly reconditioned and valeted. There might be some normal wear and tear which is expected with any used car of this age.

#### **Top features**

Aircon	Alloin
AP CAN	www.t.s
Bluetooth	Cruise control
DAB	Keyless entry
eather seats	Metallic paint
Start/stop	

lew all features

#### **Running costs**

£125 / year
Group 19 (approx. £329 / year)
51.4mpg (approx. £22 / week)

tot all running costs are shown above. The running costs shown here are estimated based on verage fuel price and mileage for this car. Insurance cost estimates are based on qualified drive with a clean record in a accidents. Vialations or points!.

#### Cazoo Quality Assurance

very Cazoo car is thoroughly inspected and reconditioned to meet our highest

io you can enjoy total peace of mind, all our cars have

#### Volvo V40

2L R-Design T2

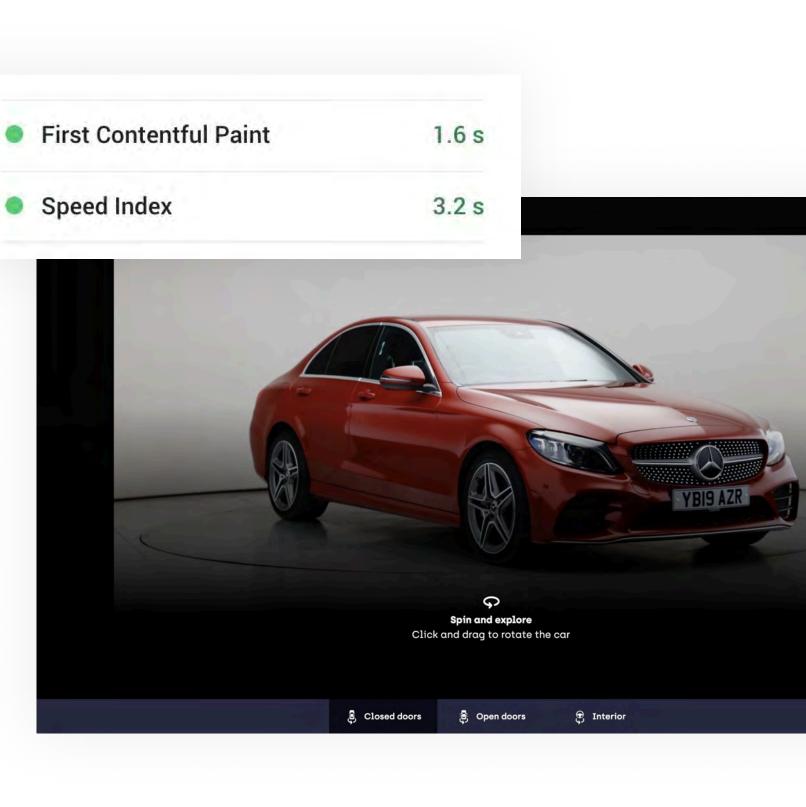
#### £11,850

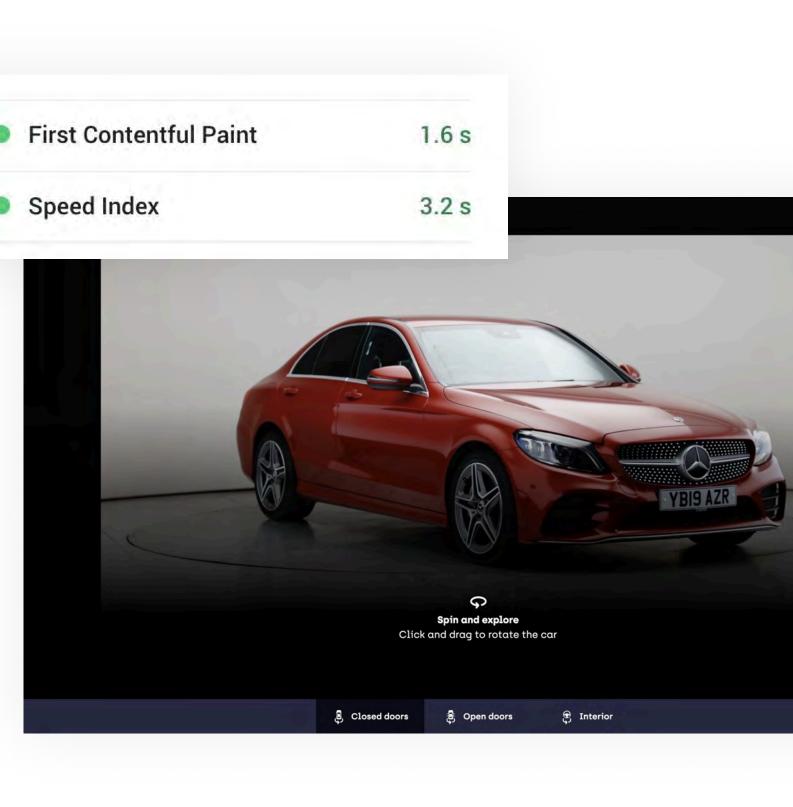
Start purchase
Free delivery to your door
7-bay Money Back Quaranties
Una polar Inspection

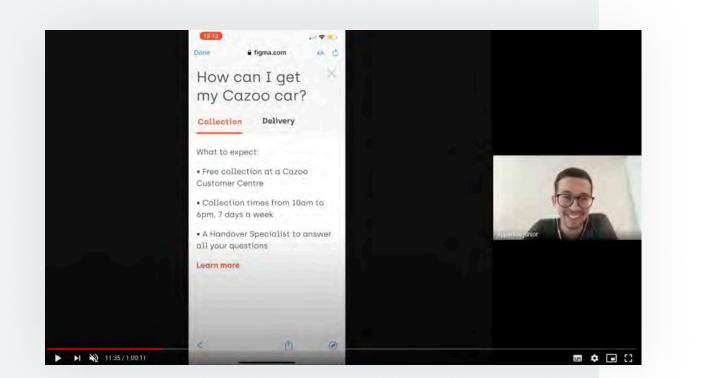
### **CONSTRAINTS**

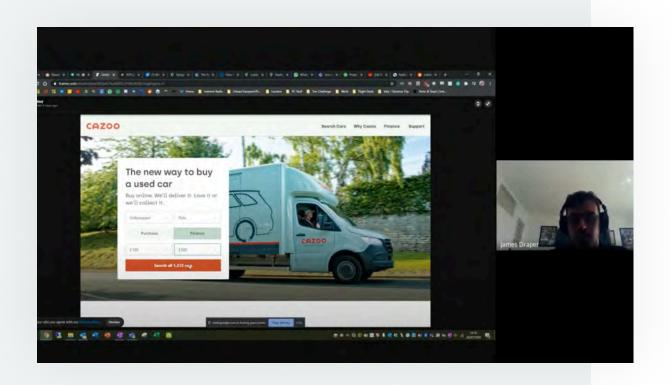
# **Technical** feasibility

- speed index lower than 4s
- using a third-party image sourcing
- finance calculation APIs









### THE PROCESS

### Concept & Testing

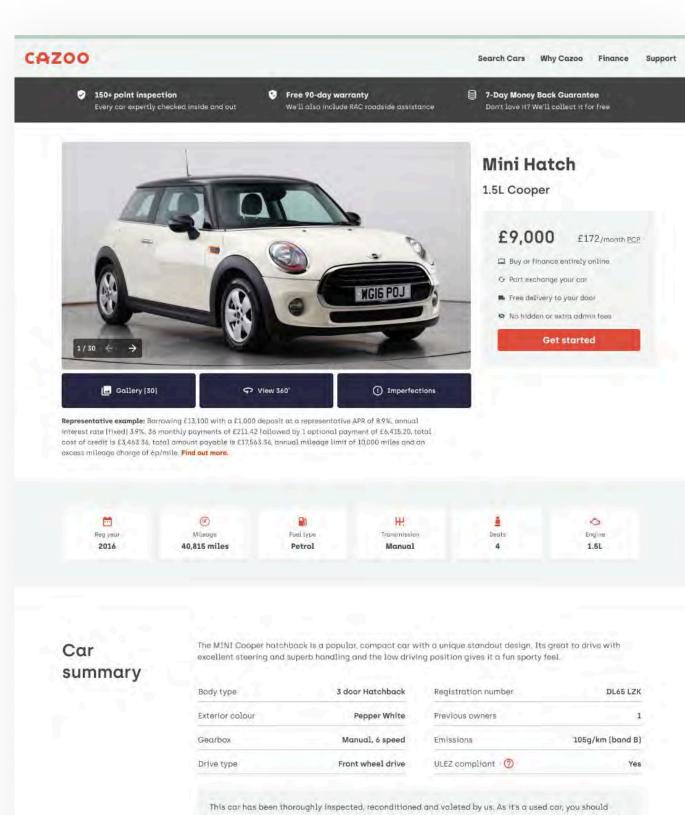
Decided to test the live website on the first round to pin point what problems the page had, also tested 3 new designs to understand which of them actually solved the problem.

From the beginning to end we had a crossfunctional refinements to improve faster.

#### SOLUTION

### UI + IA + Content

Using simpler patterns and accessible iconography with labels, adding a finance calculator in each details page, also highlighting important facts about the car.



on the car's photos.

expect some normal wear and tear relative to its age and mileage. Any imperfections will be highlighted

RESULTS



get started clicks

+35%

360° gallery



page view rate

+73%

completed orders



### imperfections gallery



customer satisfaction score

### LEARNINGS

# Usability + Delight

- users engage more with the gallery
- page is consistent visually
- easier to read on F pattern
- brand trust increased with imperfections gallery



Fiat 500X	
1.4L Pop Star MultiAir	
2018 reg	MLIS KUK
Car price	£9,0
Part exchange	-£1,5
Total payable today	£7,5

Car summary





10 August 2021 40,190 miles

 Body type
 5 door SUV
 Previous owners

 Exterior colour
 White
 Number of keys

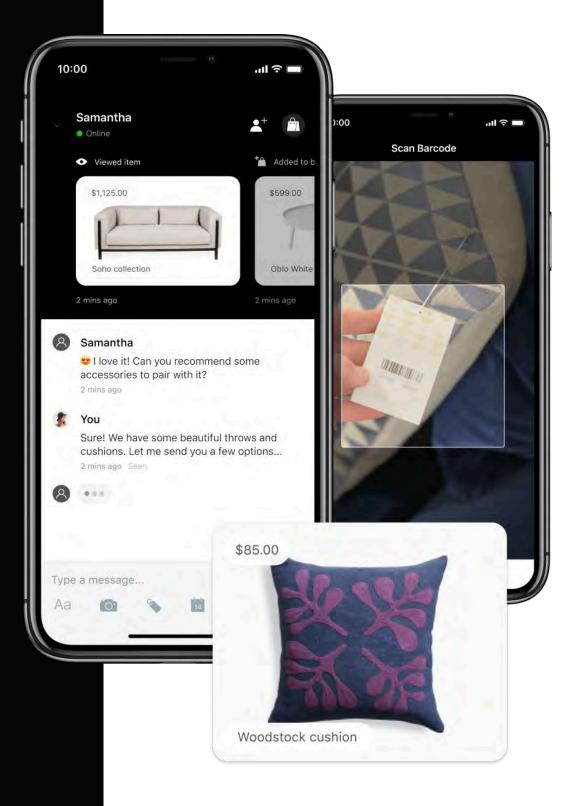
 Gearbox
 Automatic, 8 speed
 Emissions
 209g/km (backson)

 Drive type
 Four wheel drive
 ULEZ compliant (2)

 Registration number
 DX68 WKC

# HERO®

Connect online shoppers with associates in-store

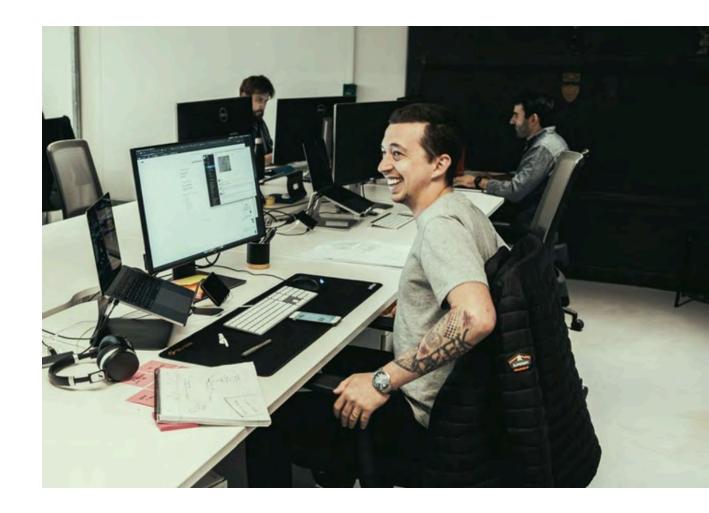


### MY ROLE

Lead Product Designer in collaboration with: Scrum Master, Data Scientist, Customer Service and iOS/Android Developers.

### TIMELINE

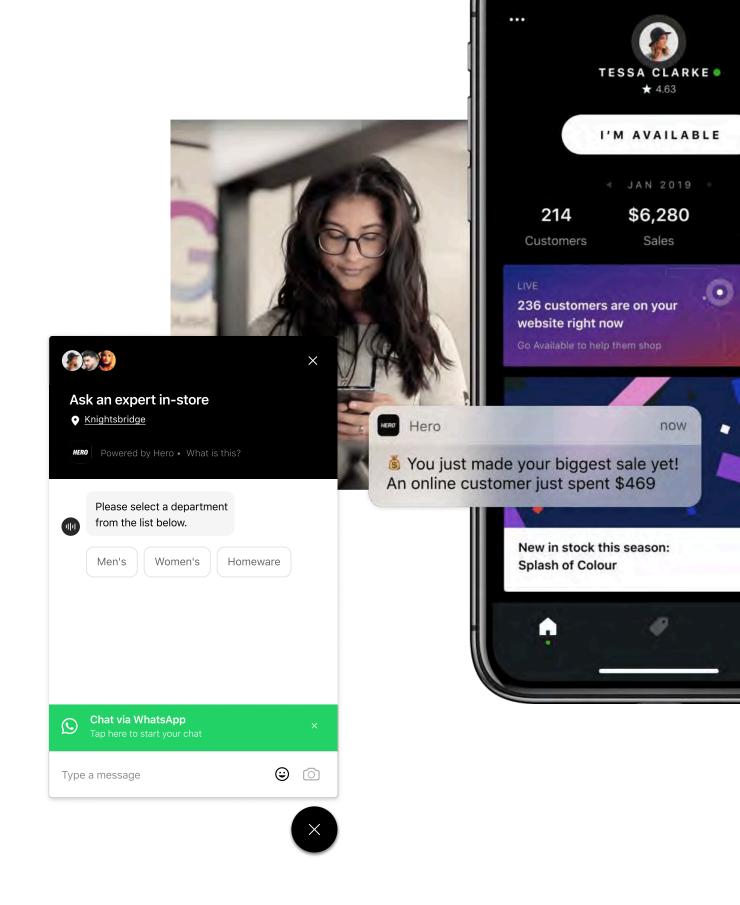
Entire project from research to delivery was 7 months.



HERO PLATFORM

# Associate app & Web Chat

Hero brings the store experience online. Helping shoppers and associates to connect. The platform includes an online chat on the store website and an app for associates to manage their clients.



#### GOALS

# Clienteling using WhatsApp

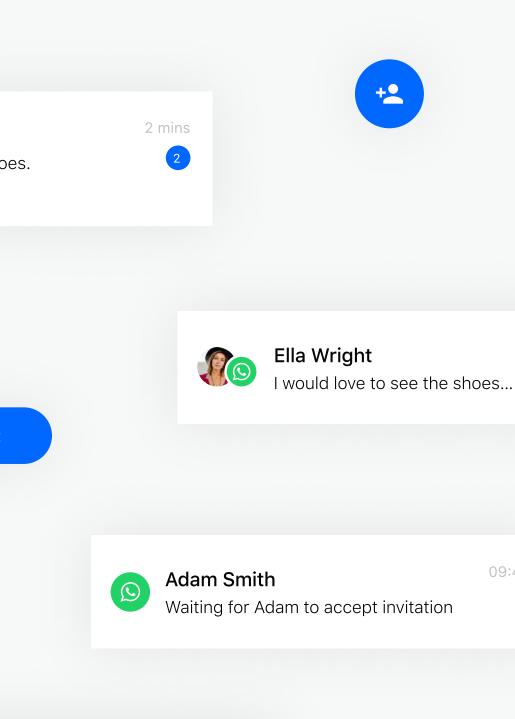
Shoppers can chat by text and video while on the website; the problem is when users leave the website. How can associates keep in touch? How can we upsell?

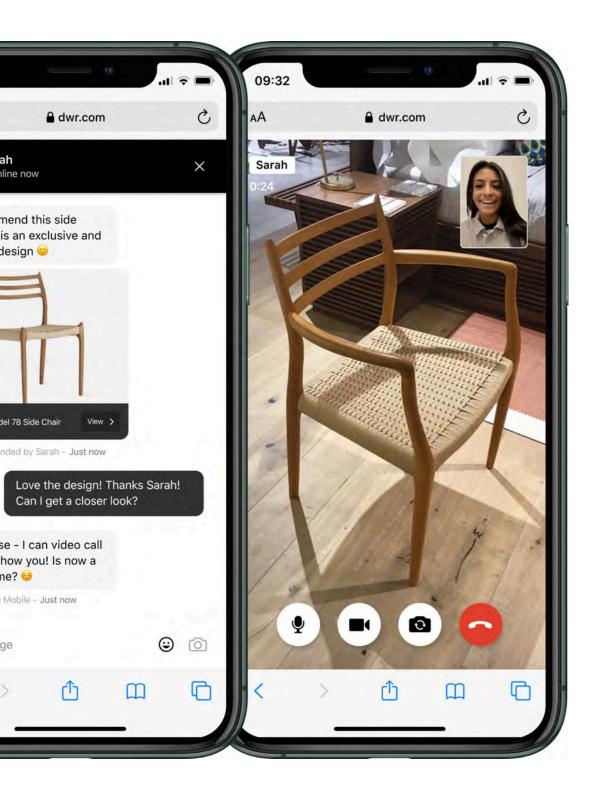
- increase sales
- attract in-store visits and returning customers
- bridge the gap between shoppers and associates

John Ewing WhatsAppThanks for the idea of the shoes.Item purchased 2 days ago

+ Add Contact

Hey Ella Solution Just to let you know, the item you were looking for is back in stock. Would you like to...
1. Collect in-store
2. Purchase online





### THE PROBLEM

# Shoppers want on demand advice

How to design a behaviour of shopping? How to profit when stores are closed?

- the need to increase sales channels
- customers don't like webchats
- empower users to have a 1:1 with associates

### **CONSTRAINTS**

# **Compliance and** 24 hour window

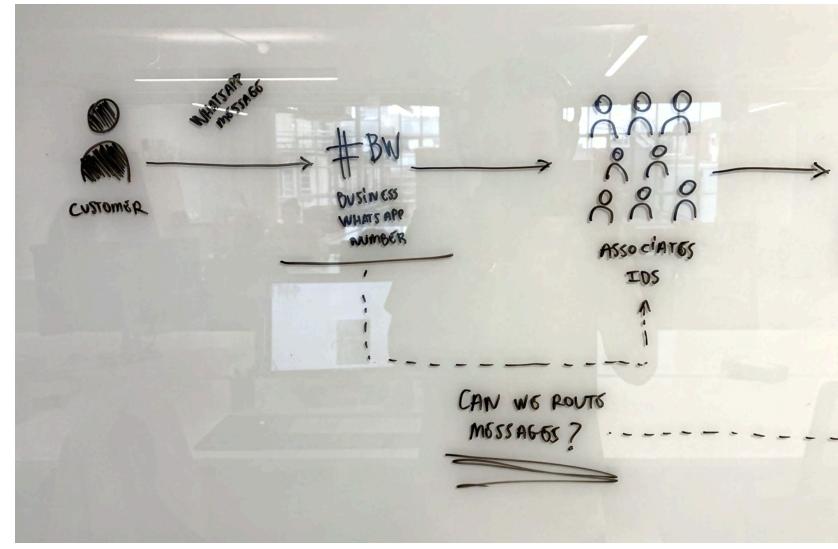
- each store have its compliance guideline
- WhatsApp Business 24 hours window
- one-time messages need to be approved
- users would see WhatsApp Business profile
- routing messages to the correct associate

messages as soon as possible.

 One-time Notification - Enable businesses to request a user to se message after 24-hour messaging window have ended. Learn mor

• Standard Messaging - Businesses will have up to 24 hours to respond to a user. Messages sent within the 24 hour window may contain promotional content. We know people expect businesses to respond quickly, and businesses that respond to users in a timely manner achieve better outcomes. We highly encourage businesses to respond to people's

> • Message Tags - Enable businesses to send important and p updates to users outside the 24 hour Standard messaging w message tags to support certain use cases. The message ta Agent tag (in Closed Beta) that allow businesses to manually messages within a 7 day period. Learn more here.



dev and design collaboration, found a way to route messages



#### THE PROCESS

# Research & Testing

To understand shoppers and associates, I ran surveys and interviews, gathering data at the beginning was essential to map the journey.

An MVP was launched to a smaller group of stores, challenging if all constrains were not blocking the experience.



TOTAL RESPONSES

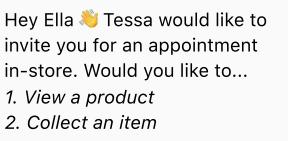
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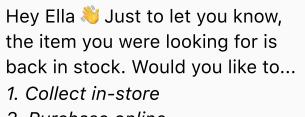




- 3. Preview our collection
- 4. Attend an event

10:39 AM

10:39 AM



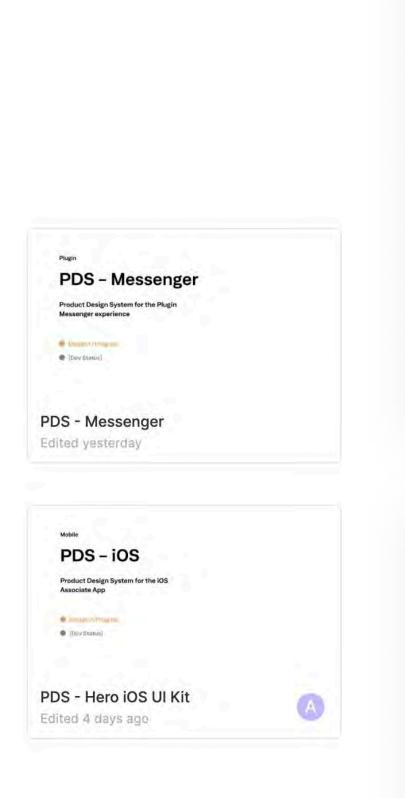
2. Purchase online

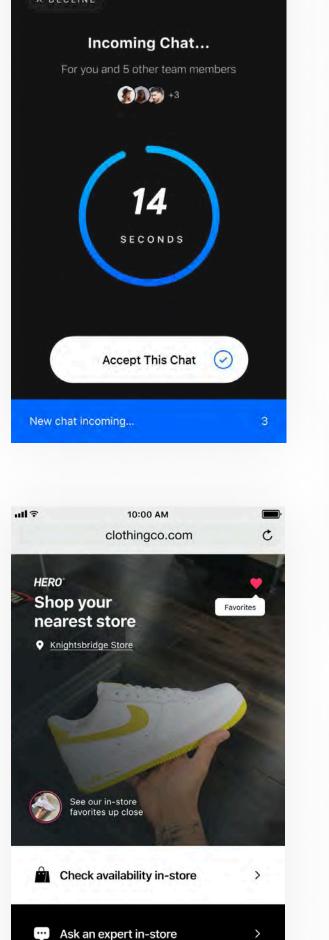
l 🗢	10:00 AM	
HERO	+44 1234 567894 tap here to add to contacts	
	Thanks Tessa, I will vis	it the shop
	next week for sure. 😁	
		2 days ago 🖋
invit in-s	Ella 👋 Tessa would like to e you for an appointment tore. Would you like to ew a product	

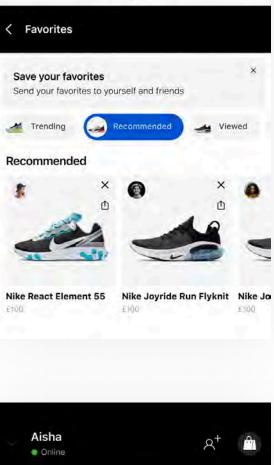
#### SOLUTION

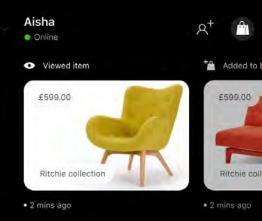
# Out of stock and follow-up

Shoppers can use WhatsApp as the main chat platform and associates will reply using Hero app.









Ready for pickup in-store, Emma.



Knightsbridge 33 king s Rd, London, SW3 4LX

Expires: 20:00 today



Nike Joyride Run Flyknit E100 Black/Blue





Tessa Jones just made his 150th product recommendation.



This week's biggest sale was by Nikos Buse. Congrats!

61

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61





#### Stay in touch with Tessa

Choose the best channel below to continue this chat for personalised advice when you need it.







I agree to receive Whatsapp texts from [company] about my interests and special offers at the number I have provided. This consent is not a condition of purchase. RESULTS

### 1 in 3

customers go in-store after interacting online

### +60%

of customers using WhatsApp to chat

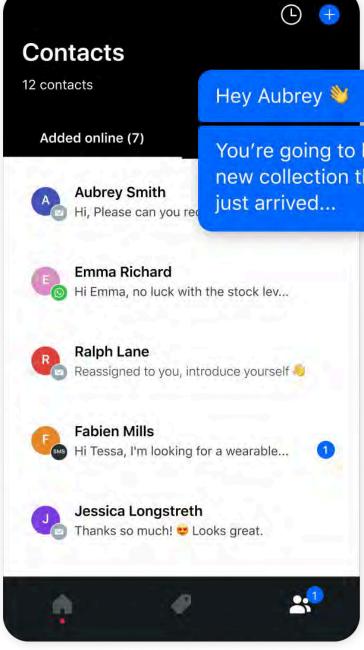


amount spent on

purchases

### **LEARNINGS**

## **Limitations make** us more creative.



You're going to love the new collection that's

#### Hey Jason 👋

We have just recieved a collection I think you will love. Check it out...



**Big Sur Collection 2021** the-store.co

> Thanks Emily, this collection looks amazing. Checking it out now! 💙

THANKS, NEXT STEP

### Let's work together