

DESIGNING CLARITY FOR COMPLEX WEB PRODUCTS

—— Selected Web UX Case Studies ——

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UX | UI | Product Design | Web Systems

| *Introduction*

This portfolio presents **two web platform products** designed with a system-oriented UX approach.

My work focuses on building clear, scalable structures for complex web environments, where users need to understand, decide, and act with confidence. Rather than designing isolated screens, I approach UX as a set of interconnected decisions shaped by context, constraints, and long-term product evolution.

Each case study highlights the problem space, key UX decisions, trade-offs, and learnings, with an emphasis on information architecture, user flows, and system consistency. These projects are presented not as final artifacts, but as evolving products designed to grow and adapt over time.

1. OnTrack by Quantix^{*}

Designing Scalable Logistics Traceability

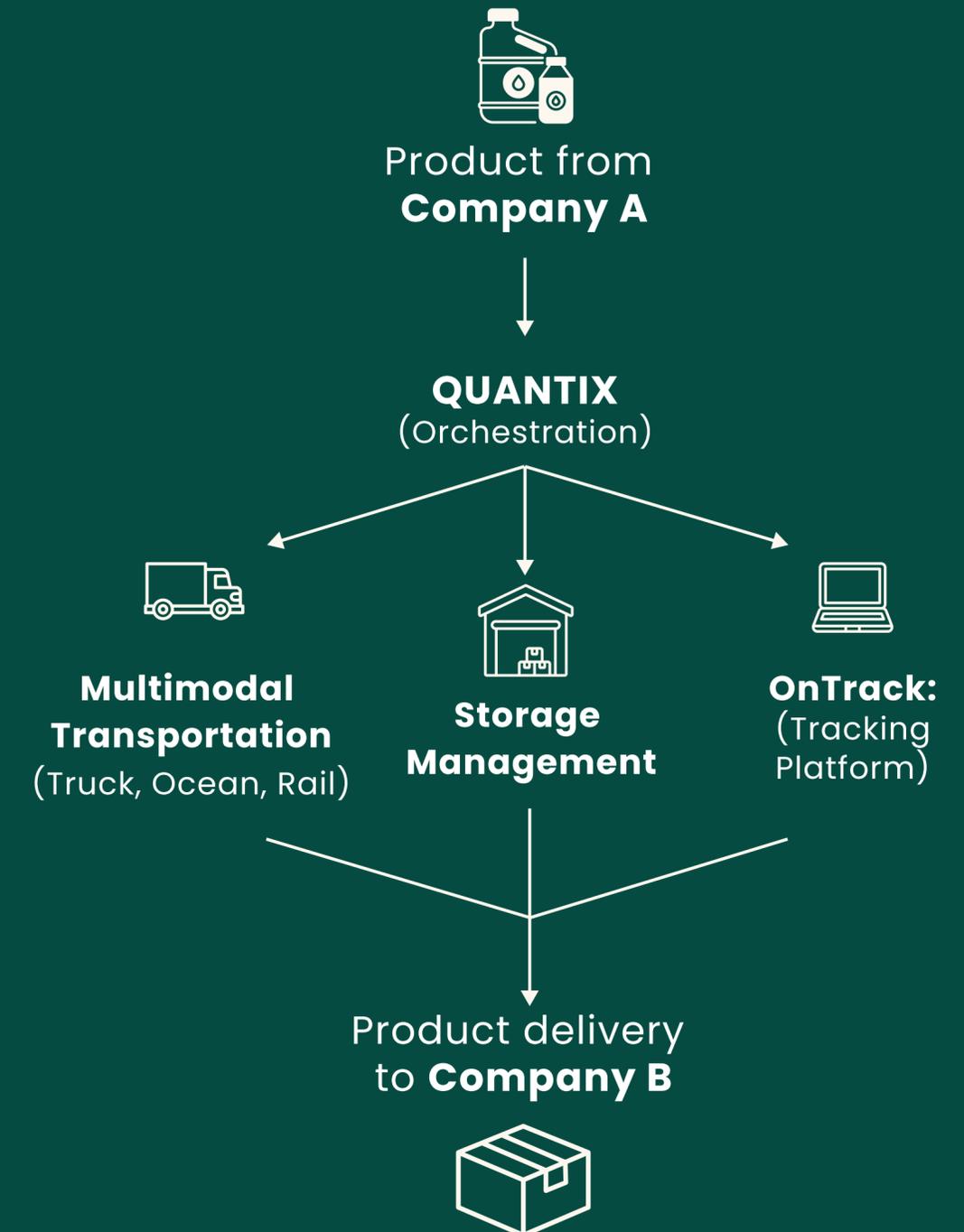
A **B2B web platform** designed to bring clarity, structure, and scalability to complex chemical logistics and transportation operations in US.

| *Context and Product Overview*

- **Product:** OnTrack by Quantix
- **Type:** B2B Web Platform
- **Domain:** Logistics & Transportation
- **Users:** Operations teams, logistics coordinators, decision-makers
- **Business Goal:** Enable real-time visibility, traceability, and operational decision-making across complex logistics workflows

OnTrack is a logistics web platform designed to support complex transportation operations through structured data, traceability, and multi-role collaboration.

Quantix's Role in the Supply Chain



| *My Role and Responsibilities* ✨

- Lead UX Designer & UX Researcher
- UX Research, Information Architecture, User Flows
- Design system foundations and scalable components
- Ongoing product evolution over 2.5 years across multiple phases

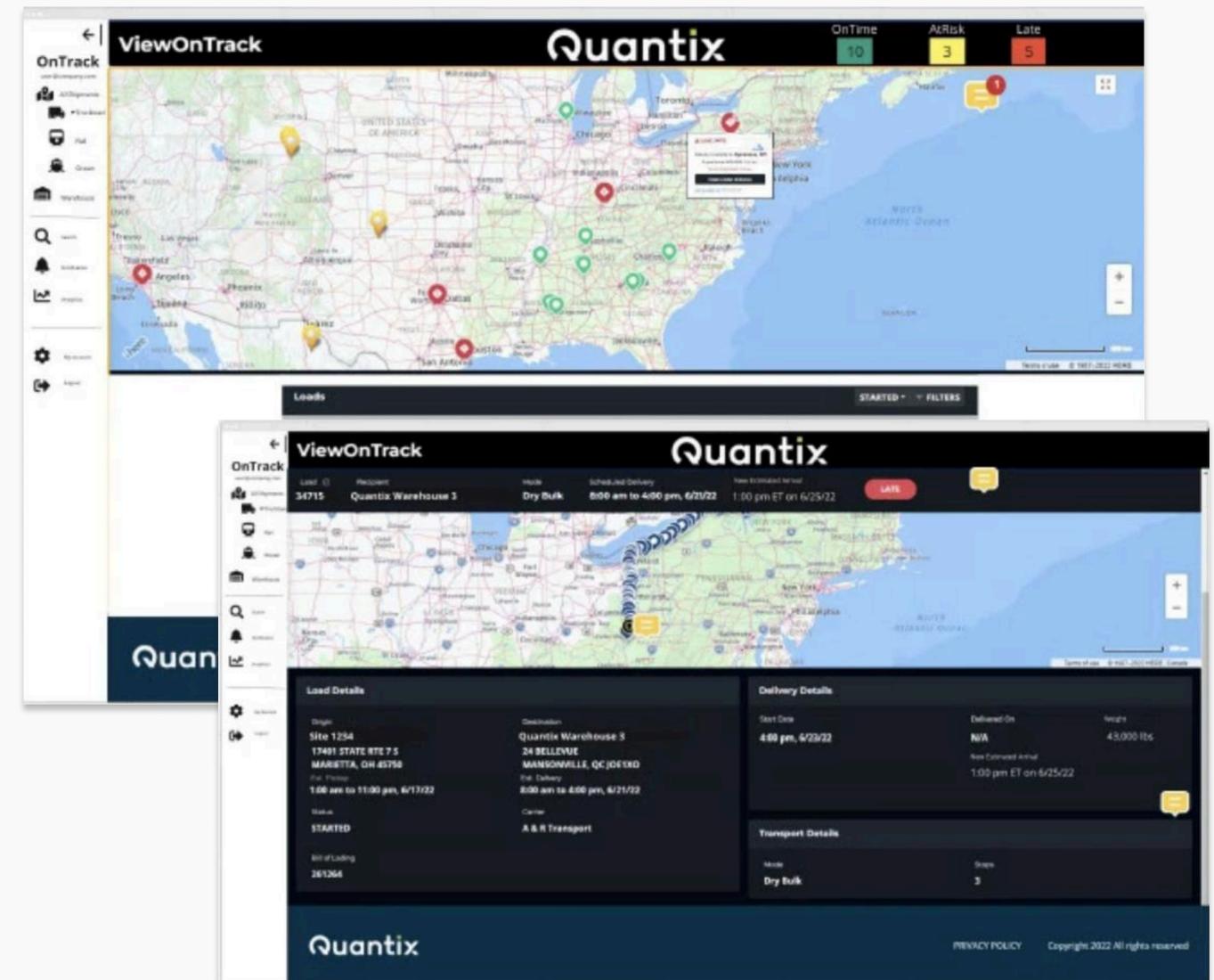
I worked across strategy, structure, and system-level UX decisions, collaborating closely with stakeholders and development teams

| *Problem Space* ✨

Key challenges identified:

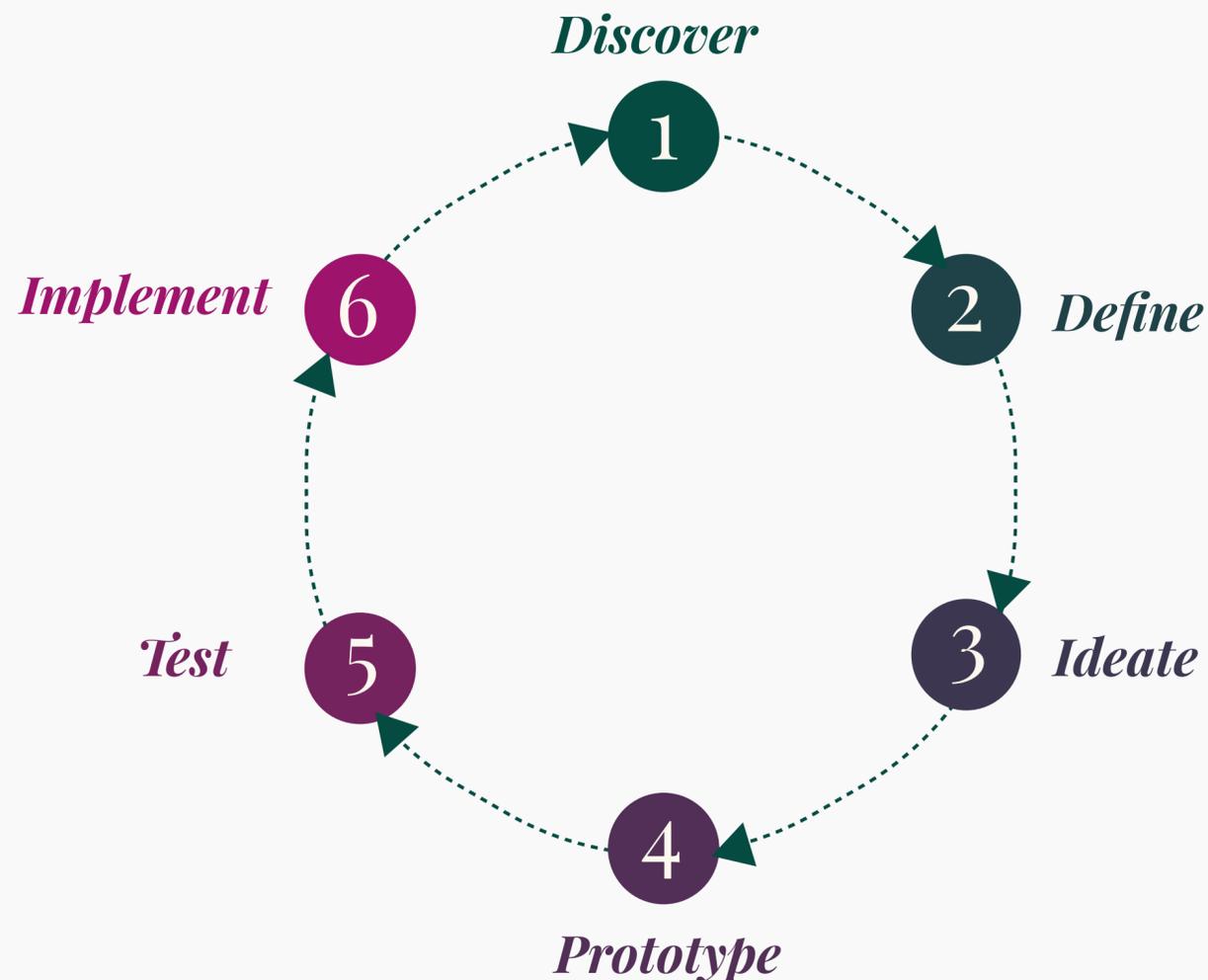
- Fragmented operational information across tools and teams
- Lack of visibility and traceability in logistics processes
- High cognitive load when making time-sensitive decisions
- Systems not designed for real-world operational complexity
- Absence of a design system, resulting in an inconsistent user experience.

Users were required to make critical decisions without a clear, unified view of their operations.



| *Design Process Overview*

Based on Design Thinking and Human Centered Design Methods



Key activities per phase

- 1 In-depth interviews, shadowing, journey maps, audits of existing tools, benchmarking, initial metrics and indicators.
- 2 Proto & User Personas, Jobs to be Done, Information Architecture, User flows and Task flows, Impact vs Effort Matrix for functionalities prioritization, card sorting and tree testing.
- 3 Co-Creation workshops with stakeholders and users, low fidelity mock ups, concept testing with users, Guerrilla Testing.
- 4 Creation of UI Kit library, medium and high fidelity prototypes, flows validation with dev-team.
- 5 User Testing with Maze, A/B testing, heatmaps, remote testing
- 6 HandOff to Dev-team, Demo sessions, delivery and launching to users, metrics with Google Analytics and MixPanel. Constant iteration.

| *Research Discovery*

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Insight

Users rely on multiple systems to track shipments, making it difficult to understand real-time status quickly.

Tracking shipments requires constant checking, increasing the risk of missed delays.

Lack of integrated updates leads to repeated follow-ups and uncertainty.

User Evidence

“I have to open three different systems just to know where a truck is.”

“If I don’t check the ETA all day, I could miss an entire shipment.”

“Sometimes I have to call the warehouse three times...”

Design Opportunity

Centralize all shipment data into one real-time view.

Enable proactive alerts and clear ETA visibility.

Surface warehouse confirmations and updates directly in the platform.

| *Research Discovery*

Insight

Users depend on spreadsheets to compensate for missing reporting and sharing capabilities.

User Evidence

“I download everything, transfer it to Excel...”

Design Opportunity

Automate reports and enable smart exports.

Without clear prioritization, users manage shipments one at a time instead of strategically.

“I wish I could see the urgent ones first...”

Automatically highlight critical shipments and support quick actions.

| *UX Strategy Principles*

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Establish a Single Source of Operational Truth

Design the platform as the primary reference point for shipment status, consolidating data into one clear, real-time view to eliminate system switching and uncertainty.

Support Proactive Monitoring, Not Manual Checking

Reduce the need for constant supervision by making changes, risks, and delays immediately visible through clear status indicators and alerts.

Embed Communication into the Workflow

Surface warehouse confirmations, updates, and key messages directly within the platform so users can act without relying on external follow-ups

Replace Workarounds with System Intelligence

Design reporting and data-sharing capabilities that remove the need for spreadsheets by automating exports and supporting real operational use cases.

Design for Prioritization and Decision-Making

Help users focus on what matters most by automatically highlighting critical shipments and enabling quick, informed actions.

| *Information Architecture*

The information architecture was designed to **reduce cognitive load** while maintaining access to complex operational data.

- Definition of core entities (shipments, routes, statuses, events, etc.)
- Clear hierarchy of operational information
- Grouping data based on user intent and context
- Scalable structure to support future product growth

OnTrack

Login

- Quantix Information
- User & Password

Home

- Dashboard
- Time Zones
- All shipments
- Important Events
- Suggested Events
- Warehouse: Shipping and Packaging orders

Shipments

Truck

- Search
- Filters
- Export Data
- Statuses
 - All Loads
 - On Time
 - At risk
 - Late
 - In detention
 - Detention Risk

Truck Loads

- Details
 - ETA
 - Load
 - Delivery
 - Transport
 - Map
- Timeline

Rail

- Search
- Filters
- Export Data
- Statuses
 - All Loads
 - On Time
 - At risk
 - Late
- New Rail Trace

Rail Loads

- Details
 - ETA
 - Map
- Timeline

Warehouse

- Search
- Filters
- Export Data
- Warehouses
 - All Warehouses
 - WH Details
 - Map - Location
 - Inventory
- Map

Inbounds

Outbounds

Tools

- Advanced Search
- Notifications
 - In app Notifications
 - Truck
 - Rail
 - Warehouse
 - Settings
 - List of notifications
 - Create/Delete notifications

Settings

- My account
 - Profile
 - Account Security
 - Notificactions
- Log out

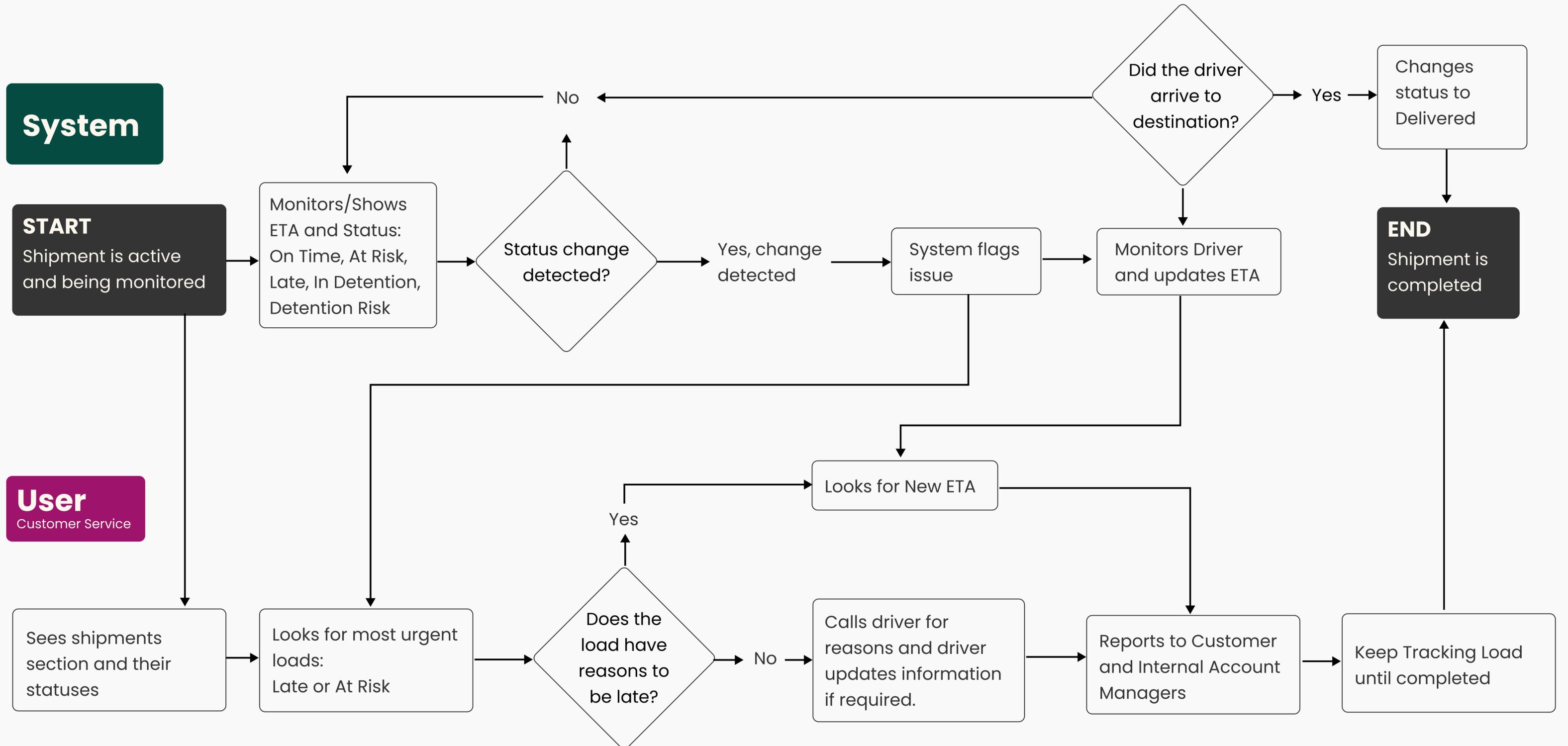
| *System Logic*

The system accounts for real-world interruptions, incomplete data, and operational exceptions.

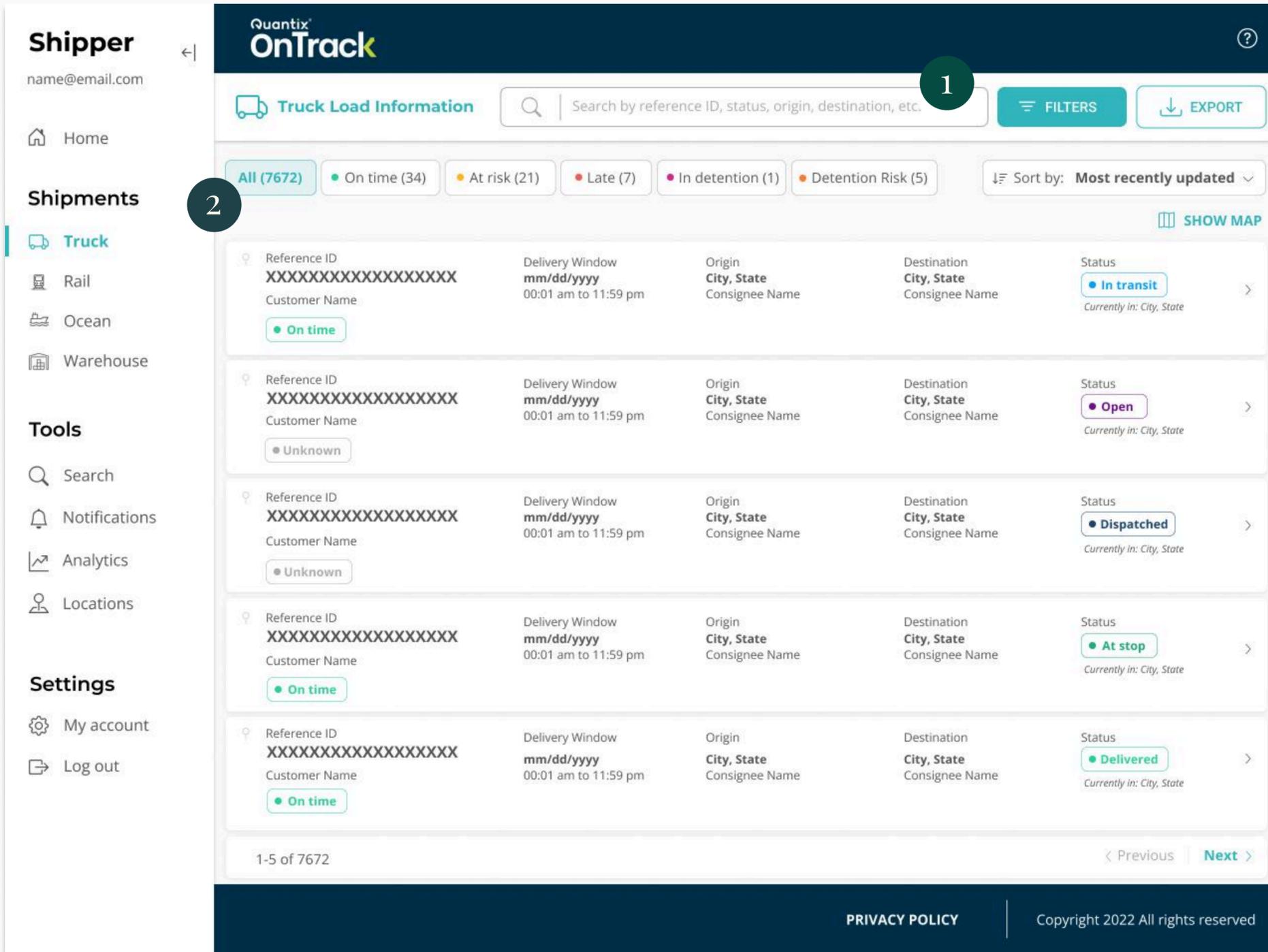
For this system, I considered:

- End-to-end operational flows
- Multi-step processes with clear states
- Error states, exceptions, and edge cases
- Navigation logic aligned with user mental models

Primary System Flow



Core Experience - Shipment Tracking



Shipper
name@email.com

Quantix OnTrack

Truck Load Information

Search by reference ID, status, origin, destination, etc.

FILTERS EXPORT

All (7672) On time (34) At risk (21) Late (7) In detention (1) Detention Risk (5)

Sort by: Most recently updated

SHOW MAP

Reference ID	Delivery Window	Origin	Destination	Status
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	In transit Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Open Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Dispatched Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	At stop Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Delivered Currently in: City, State

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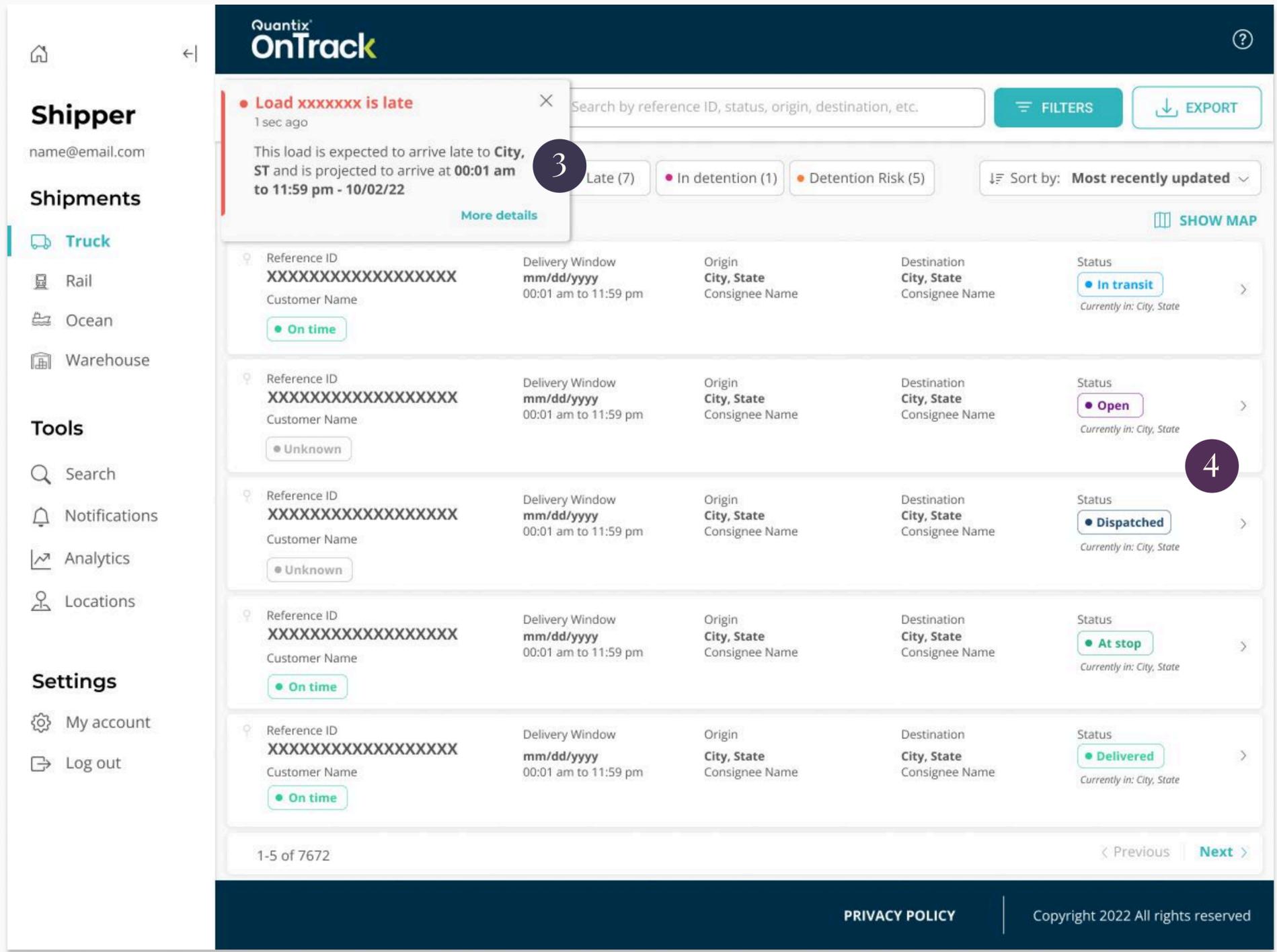
1

Search and filtering are visually prioritized to support fast lookup by shipment ID, allowing users to quickly locate and act on critical loads.

2

Shipment states are surfaced visually to allow instant understanding without reading detailed data.

Core Experience - Shipment Tracking



Quantix OnTrack

Search by reference ID, status, origin, destination, etc. **FILTERS** **EXPORT**

Load xxxxxxxx is late
1 sec ago
This load is expected to arrive late to **City, ST** and is projected to arrive at **00:01 am to 11:59 pm - 10/02/22**
[More details](#)

Late (7) In detention (1) Detention Risk (5) Sort by: **Most recently updated** **SHOW MAP**

Reference ID	Delivery Window	Origin	Destination	Status
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	In transit Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Open Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Dispatched Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	At stop Currently in: City, State
XXXXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name	City, State Consignee Name	Delivered Currently in: City, State

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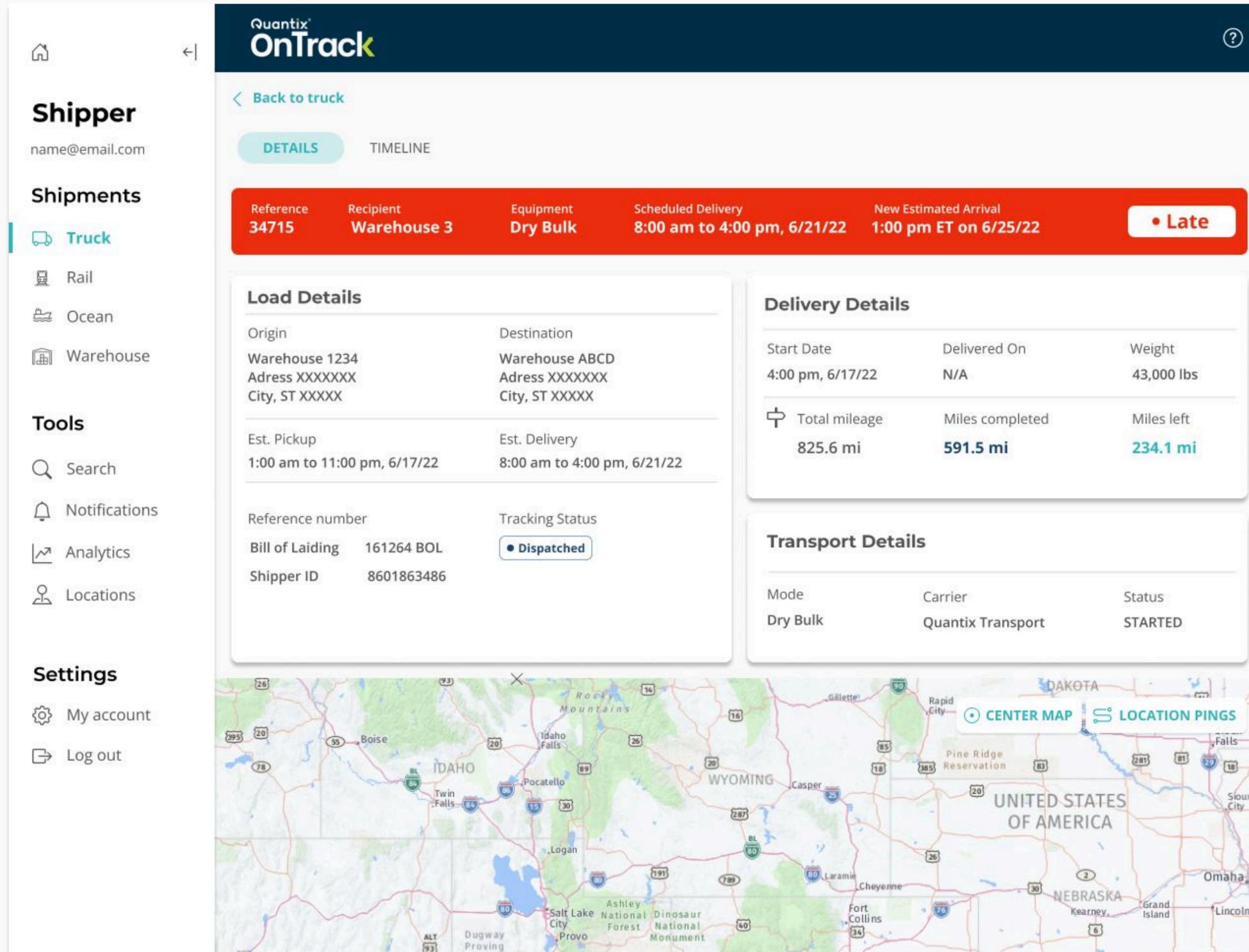
3

Information hierarchy balances visibility and focus in a data-heavy environment.

4

The system flags critical changes proactively, reducing the need for constant manual monitoring.

Core Experience - Shipment Tracking



Quantix OnTrack

[Back to truck](#)

DETAILS | [TIMELINE](#)

Reference	Recipient	Equipment	Scheduled Delivery	New Estimated Arrival	
34715	Warehouse 3	Dry Bulk	8:00 am to 4:00 pm, 6/21/22	1:00 pm ET on 6/25/22	Late

Load Details

Origin	Destination
Warehouse 1234 Address XXXXXXX City, ST XXXXX	Warehouse ABCD Address XXXXXXX City, ST XXXXX

Est. Pickup	Est. Delivery
1:00 am to 11:00 pm, 6/17/22	8:00 am to 4:00 pm, 6/21/22

Reference number	Tracking Status
Bill of Lading: 161264 BOL	Dispatched
Shipper ID: 8601863486	

Delivery Details

Start Date	Delivered On	Weight
4:00 pm, 6/17/22	N/A	43,000 lbs

Total mileage	Miles completed	Miles left
825.6 mi	591.5 mi	234.1 mi

Transport Details

Mode	Carrier	Status
Dry Bulk	Quantix Transport	STARTED

Map: CENTER MAP | LOCATION PINGS

5

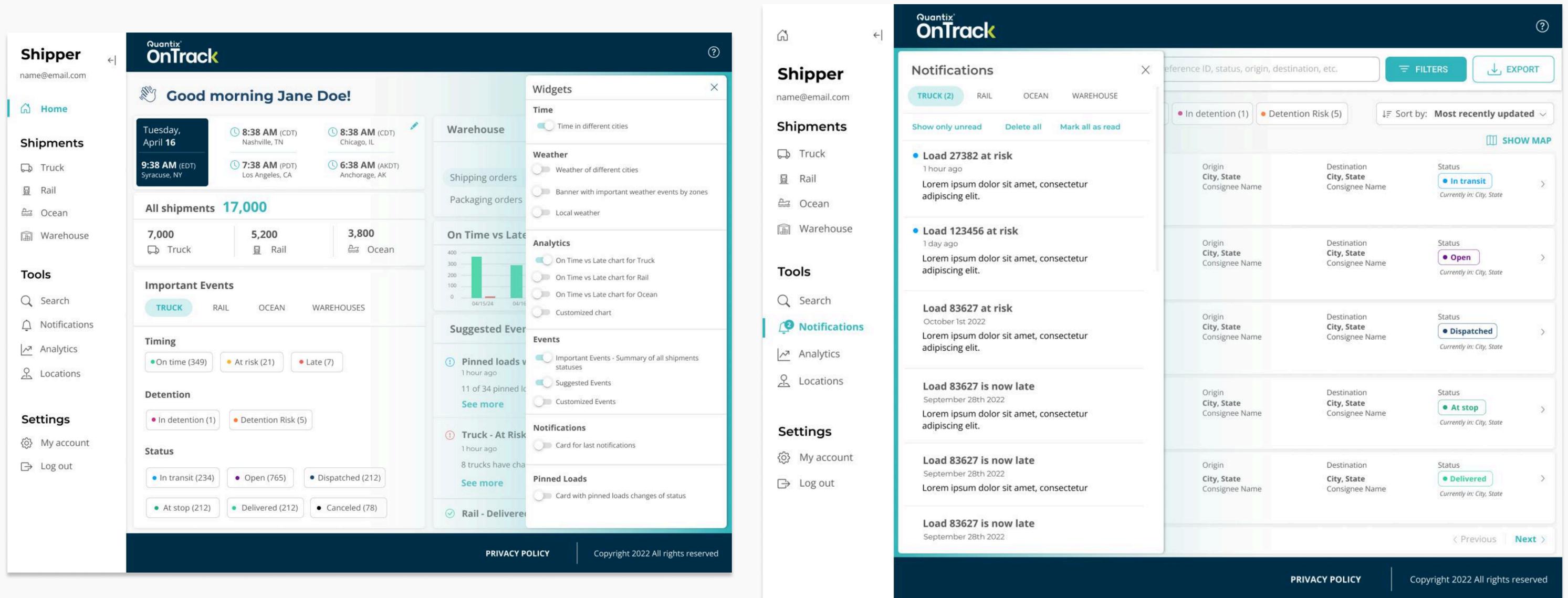
The system prioritizes shipment status and key timing information, surfacing scheduled time and updated ETA at a glance, while secondary details remain accessible on a deeper level when needed.

| *From Core Experience to Supporting Capabilities*^{*}

While the core tracking experience supports critical decision-making, **the platform extends beyond a single view**. Additional system capabilities were designed to **reinforce visibility, communication, and prioritization** across the full operational workflow, without breaking the logic established in the core experience.

Cluster 1: Visibility & Monitoring

These views support proactive monitoring by surfacing shipment status, alerts, and changes at scale, reducing the need for constant manual checking.



The image displays two screenshots of the Quantix OnTrack dashboard, illustrating the visibility and monitoring capabilities.

Left Screenshot (Main Dashboard):

- Header:** "Good morning Jane Doe!"
- Shipments Summary:** "All shipments 17,000" (Truck: 7,000, Rail: 5,200, Ocean: 3,800).
- Important Events:** Filtered by TRUCK, showing "On time (349)", "At risk (21)", and "Late (7)".
- Detention:** "In detention (1)", "Detention Risk (5)".
- Status:** "In transit (234)", "Open (765)", "Dispatched (212)", "At stop (212)", "Delivered (212)", "Canceled (78)".
- Widgets:** Includes "Warehouse" (Shipping/Packaging orders), "On Time vs Late" (Bar chart), "Suggested Events" (Pinned loads, Truck - At Risk), and "Analytics" (On Time vs Late charts for Truck, Rail, Ocean).
- Footer:** "PRIVACY POLICY | Copyright 2022 All rights reserved".

Right Screenshot (Notifications Modal):

- Header:** "Notifications" (TRUCK (2), RAIL, OCEAN, WAREHOUSE).
- Filters:** "In detention (1)", "Detention Risk (5)".
- Sort by:** "Most recently updated".
- Table:** Lists shipment details including Origin, Destination, Status, and Current Location.
- Footer:** "PRIVACY POLICY | Copyright 2022 All rights reserved".

Cluster 2: Communications & Confirmations*

Communication is embedded directly into the workflow, allowing users to access confirmations and updates without relying on external follow-ups.

Settings
Manage your account and preferences here

Profile **TRUCK** RAIL OCEAN WAREHOUSE

Account Security

Notifications

Truck notifications
Manage your truck notification preferences

Late/ At risk
You will know when a load has changed from on time status to Late or At risk.

Notification
 SMS
 Email

Pinned
You will receive any pinned loads update

Notification
 SMS
 Email

Digest
Receive an email with a summary of the notifications related to pinned loads

Email

Frequency
Select how often do you want to receive your email digest

Daily **Weekly** Monthly

Manage Notifications [CREATE NOTIFICATION](#)

Name	Event	Method	Frequency	Status
Notification name 1	Detention	Email/Sms	Per event	<input checked="" type="checkbox"/> Active
Notification name 1	Detention	Email/Sms	Per event	<input checked="" type="checkbox"/> Active
Notification name 1	Detention	Email/Sms	Per event	<input checked="" type="checkbox"/> Active

Shipper
name@email.com

Shipments

Truck

Rail

Ocean

Warehouse

Tools

Search

Notifications

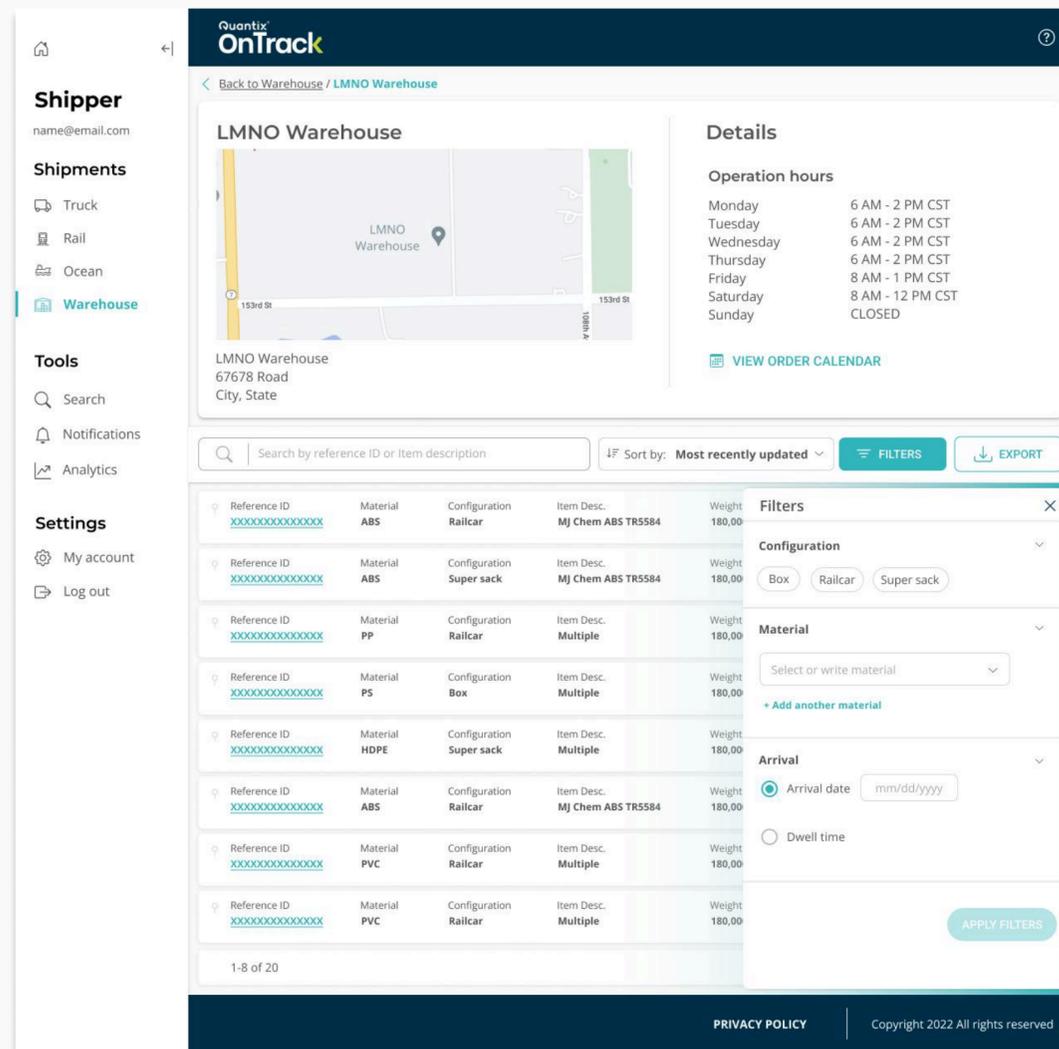
Joseph Cook has shared a new notification with you
1 sec ago
From now on you will receive a new notification.
[Manage notification](#)

Customer Name
On time

Reference ID	Rail Car ID	Origin	Destination
XXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name
XXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name

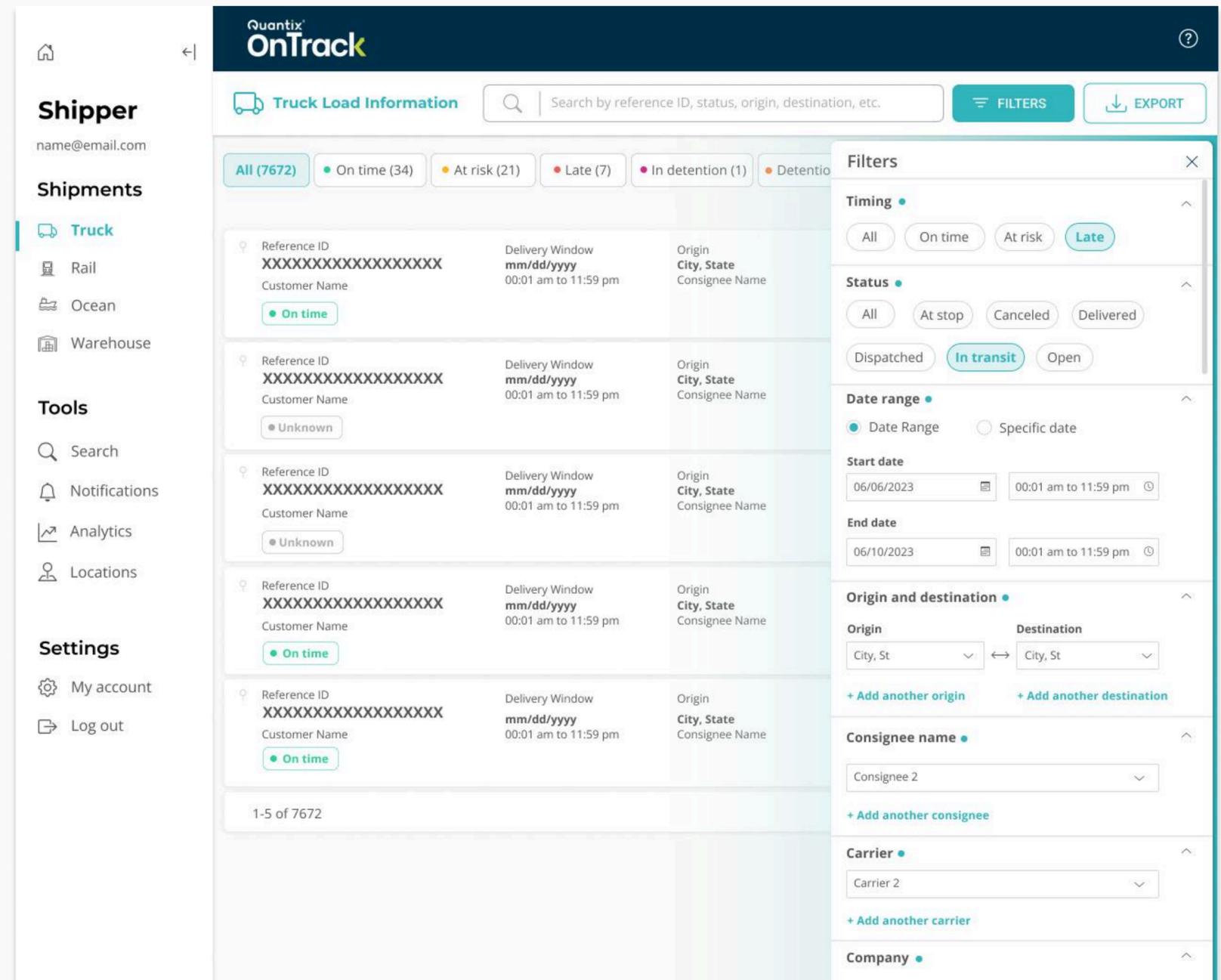
Cluster 3: Reporting & Data Sharing

Reporting and data-sharing tools were designed to replace spreadsheet-based workarounds with reliable, system-generated outputs.



The screenshot shows the 'Shipper' interface for 'LMNO Warehouse'. It includes a map of the warehouse location, operation hours (Monday-Saturday 6 AM - 2 PM CST, Sunday CLOSED), and a table of shipments. A 'Filters' sidebar is open, showing options for Configuration (Box, Railcar, Super sack), Material (ABS, PP, PS, HDPE, PVC), and Arrival (Arrival date, Dwell time).

Reference ID	Material	Configuration	Item Desc.	Weight
XXXXXXXXXXXXXXXXXX	ABS	Railcar	MJ Chem ABS TR5584	180,00
XXXXXXXXXXXXXXXXXX	ABS	Super sack	MJ Chem ABS TR5584	180,00
XXXXXXXXXXXXXXXXXX	PP	Railcar	Multiple	180,00
XXXXXXXXXXXXXXXXXX	PS	Box	Multiple	180,00
XXXXXXXXXXXXXXXXXX	HDPE	Super sack	Multiple	180,00
XXXXXXXXXXXXXXXXXX	ABS	Railcar	MJ Chem ABS TR5584	180,00
XXXXXXXXXXXXXXXXXX	PVC	Railcar	Multiple	180,00
XXXXXXXXXXXXXXXXXX	PVC	Railcar	Multiple	180,00



The screenshot shows the 'Truck Load Information' interface. It features a search bar, a status filter (All (7672), On time (34), At risk (21), Late (7), In detention (1), Detention), and a table of shipments. A 'Filters' sidebar is open, showing options for Timing (All, On time, At risk, Late), Status (All, At stop, Canceled, Delivered, Dispatched, In transit, Open), Date range (Date Range, Specific date), Start date, End date, Origin and destination, Consignee name, Carrier, and Company.

Reference ID	Delivery Window	Origin
XXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name
XXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name
XXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name
XXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name
XXXXXXXXXXXXXXXXXX	mm/dd/yyyy 00:01 am to 11:59 pm	City, State Consignee Name

| *Design Patterns in Use* ✨

While a formal design system is not shown here, core design patterns were consistently applied across the product to ensure clarity, predictability, and scalability.

Status Indicators

All (7672)

On time (34)

At risk (21)

Late (7)

In detention (1)

Detention Risk (5)

All (7672)

On time (34)

At risk (21)

Late (7)

In detention (1)

Detention Risk (5)

Alerts & Feedback

● **Load xxxxxxx is late** 1 sec ago
This load is expected to arrive late to **City, ST** and is projected to arrive at **00:01 am to 11:59 pm - 10/02/22**
[More details](#)

● **Load xxxxxxx is at risk** 1 sec ago
Load xxxx is at risk of missing the pickup/delivery time of stop **City, St** and is projected to arrive at **00:01 am to 11:59 pm**
[More details](#)

● **Rail ID XXXXXXX has changed status to "AT STOP"** 1 sec ago
The shipment has changed from "DEPARTURE" to "**AT STOP**"
[More details](#)

✓ This is a success message.

✗ This is an error message.

i This is an informational message.

! This is a warning message.

Design Patterns in Use

Data Tables

Reference ID	Rail Car ID	Origin	Destination	Scheduled Delivery	Status
XXXXXXXXXXXXXX Customer Name	XXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name	mm/dd/yyyy 00:01 am to 11:59 pm	In transit <small>Last update mm/dd - 00:01 pm CT</small>
XXXXXXXXXXXXXX Customer Name	XXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name	mm/dd/yyyy 00:01 am to 11:59 pm	At stop <small>Last update mm/dd - 00:01 pm CT</small>
XXXXXXXXXXXXXX Customer Name	XXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name	mm/dd/yyyy 00:01 am to 11:59 pm	Started <small>Last update mm/dd - 00:01 pm CT</small>
XXXXXXXXXXXXXX Customer Name	XXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name	mm/dd/yyyy 00:01 am to 11:59 pm	Acquiring <small>Last update mm/dd - 00:01 pm CT</small>
XXXXXXXXXXXXXX Customer Name	XXXXXXXXXXXXXX	City, State Consignee Name	City, State Consignee Name	mm/dd/yyyy 00:01 am to 11:59 pm	Delivered <small>Last update mm/dd - 00:01 pm CT</small>

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Search & Filters

Search by reference ID, status, origin, destination, etc.

123456

- 123456789
- 12345601827
- 12345628748292
- 12345615452
- 1234561451122221

FILTERS QUICK FILTER

Timing

All On time At risk Late

Status

All At stop Canceled Delivered

Dispatched In transit Open

Date range

Date Range Specific date

Start date
06/06/2023 00:01 am to 11:59 pm

End date
06/10/2023 00:01 am to 11:59 pm

| *Key UX Decisions & Trade-offs*

Some complexity was intentionally hidden to enable better decision-making.

- Choosing clarity over maximum data density
- Structuring information even when stakeholders wanted “everything visible”
- Balancing flexibility with system consistency
- Information was grouped and sequenced to support scanning and pattern recognition rather than detailed inspection.
- Patterns were designed to scale across views while maintaining a predictable and learnable experience.
- Complex information was layered, allowing users to access depth when needed without overwhelming the primary experience.

| *Accessibility & Usability Considerations*

- Visual hierarchy for quick scanning
- Clear status indicators
- Legibility in data-heavy environments
- Interaction patterns designed for frequent, prolonged use

| *Outcomes and Impact*



60% reduction in time to identify critical shipments, improving operational response to delays.



2 hours saved daily per user in searches and validations; increased report reliability.



Reduced rework between design and development, improved interface comprehension, and **40% increase in delivery speed.**



35% increase in weekly active usage and **25% reduction** in human errors.

The system enabled clearer operations and more confident decision-making.

2. **SportsCrowd***

Designing a Digital Ecosystem for Clubs and Fans

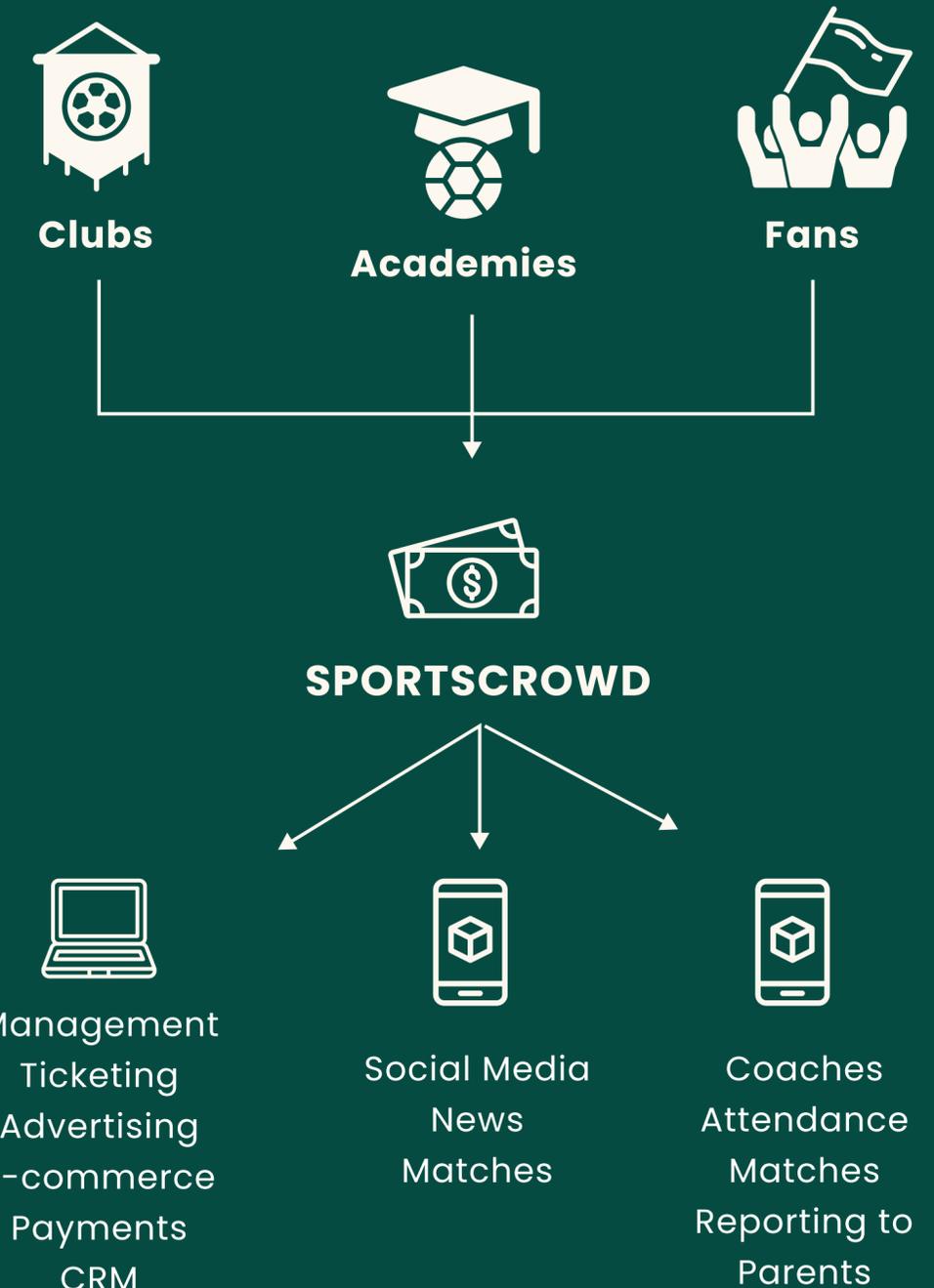
A **scalable SaaS platform** designed to unify club operations and fan engagement, delivering a consistent web experience across multiple roles, teams, and evolving use cases.

| *Context and Product Overview*

- **Product:** SportsCrowd
- **Type:** SaaS Web Platform + Fan App
- **Domain:** Sports and Digital Communities
- **Users:** Parents, Students, Soccer Clubs Managers, Academies' owners, Coaches
- **Business Goal:** Unify interactions between fans, clubs, academies, federations, and competitions across the continent into one single experience.

The goal was to transform it into a simple, emotionally connected, and strategically designed web experience.

SportsCrowd as a Profit Center



| *My Role and Responsibilities* ✨

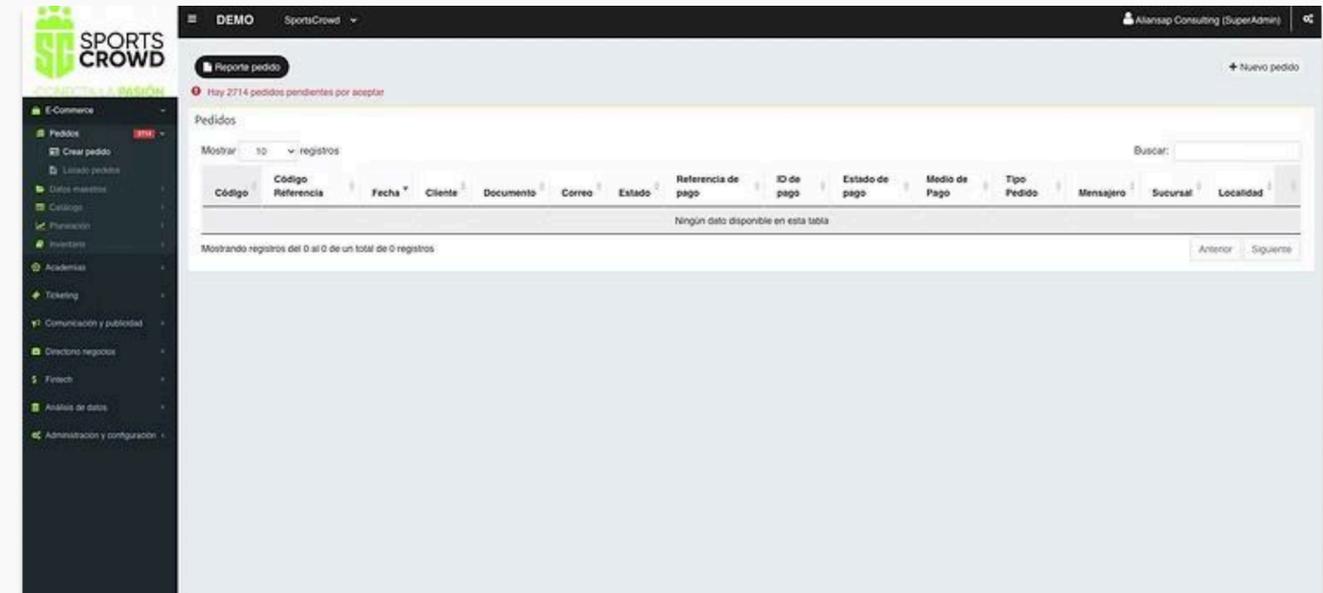
- Product & UX Design Leader
- Research, Information Architecture, User flows, Product Strategy, KPIs
- Ensure consistency across products.

I bridged strategy and technology, working closely with internal stakeholders, clubs, and development teams

| *Problem Space*

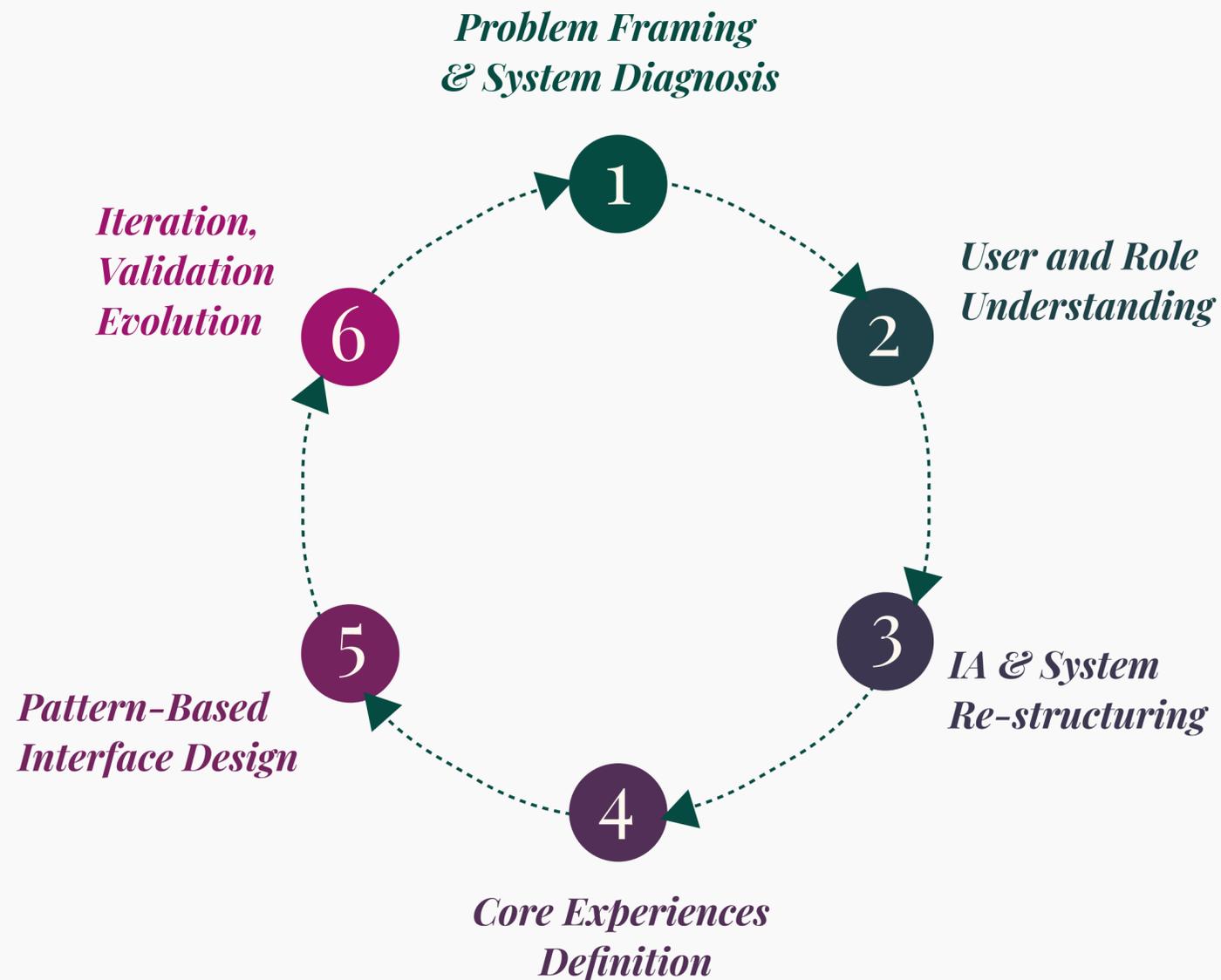
Key challenges identified:

- The platform lacked coherent structure and intuitive navigation.
- Users struggled to access core functions (training, ticketing, fan activities).
- Fragmented flows hindered operational efficiency and user satisfaction.



Design Process Overview*

A Product-Led, System-Oriented UX Process



Key activities per phase

- 1** Platform Structure Audit, Identified fragmentation and redundancies, Mapped user roles and system dependencies. Distinguished structural issues from UI issues.
- 2** Primary user roles identification with needs and responsibilities. Assessed frequency and criticality of tasks
- 3** Reorganized navigation by user intent. Grouped features into logical domains. Reduced duplication across modules Clarified hierarchy and access levels
- 4** Identified business-critical workflows. Prioritized high-frequency user journeys. Defined core vs secondary experiences. Established progressive information disclosure
- 5** Defined reusable interface patterns. Standardized navigation and actions. Designed consistent feedback and states. Ensured cross-view consistency
- 6** Iterated based on real usage. Refined flows through continuous feedback. Adapted designs to evolving needs Balanced scalability and usability

| *System Diagnosis* ✨

Insights were derived from semi-structured interviews, Heuristic analysis, user flows and journey mapping, card sorting for information structure and competitive benchmarking

Insight

Unclear structure makes it difficult for users to understand where tasks live or how to return to them.

System messages use technical terminology that users do not understand, slowing task completion and increasing support dependency.

User Evidence

“When I want to go back to create a training, I can’t.”

“I don’t understand these error codes and always have to call to find out what went wrong.”

Design Opportunity

Establish a task-driven information architecture that supports predictable navigation and clear orientation.

Replace technical language with clear, human, sports-oriented copy that communicates intent and next steps.

| *System Diagnosis*^{*}

Insight

Users must navigate across multiple sections to complete simple, high-frequency tasks.

Inconsistent icons and visual cues make actions harder to recognize and understand.

User Evidence

“I have to go into each section three times more to get to what I want.”

“I don’t understand this icon on the button or what it does.”

Design Opportunity

Reduce steps in critical flows by consolidating related actions into cohesive, streamlined journeys.

Define a consistent visual language that prioritizes clarity, recognition, and accessibility.

| *UX Strategy Principles*

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Design clear, task-driven structures

Organize navigation and flows around core user tasks to ensure predictable and efficient movement across the system.

Use human, contextual language

Replace technical jargon with plain, role-specific copy that communicates intent, guidance, and next steps.

Streamline critical workflows

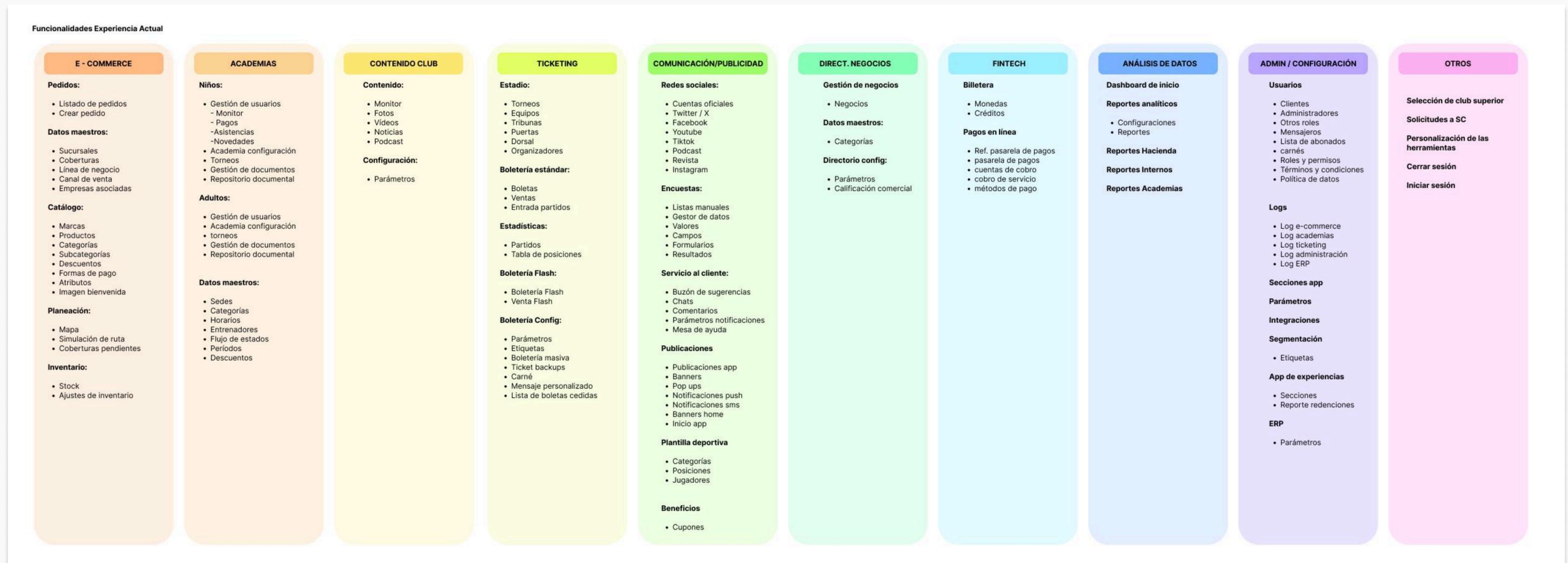
Reduce unnecessary steps and consolidate related actions to optimize high-frequency, business-critical tasks.

Maintain visual consistency and clarity

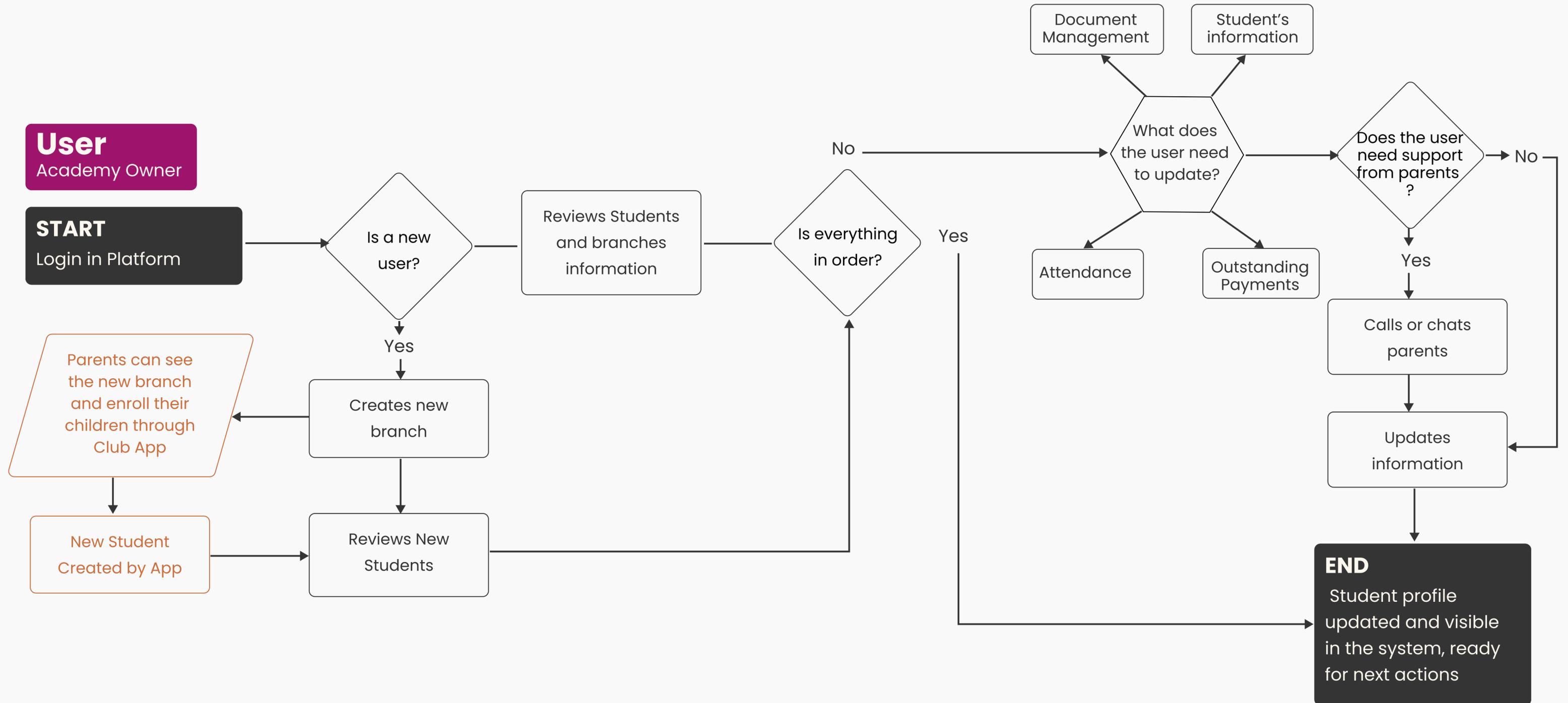
Apply a cohesive visual language and iconography to improve recognition, comprehension, and accessibility.

Information Architecture

We grouped functions by real user intent — operational tasks for club teams vs emotional connection points for fans — reducing time to complete tasks and surface what matters.



Core Flow: Academy Management



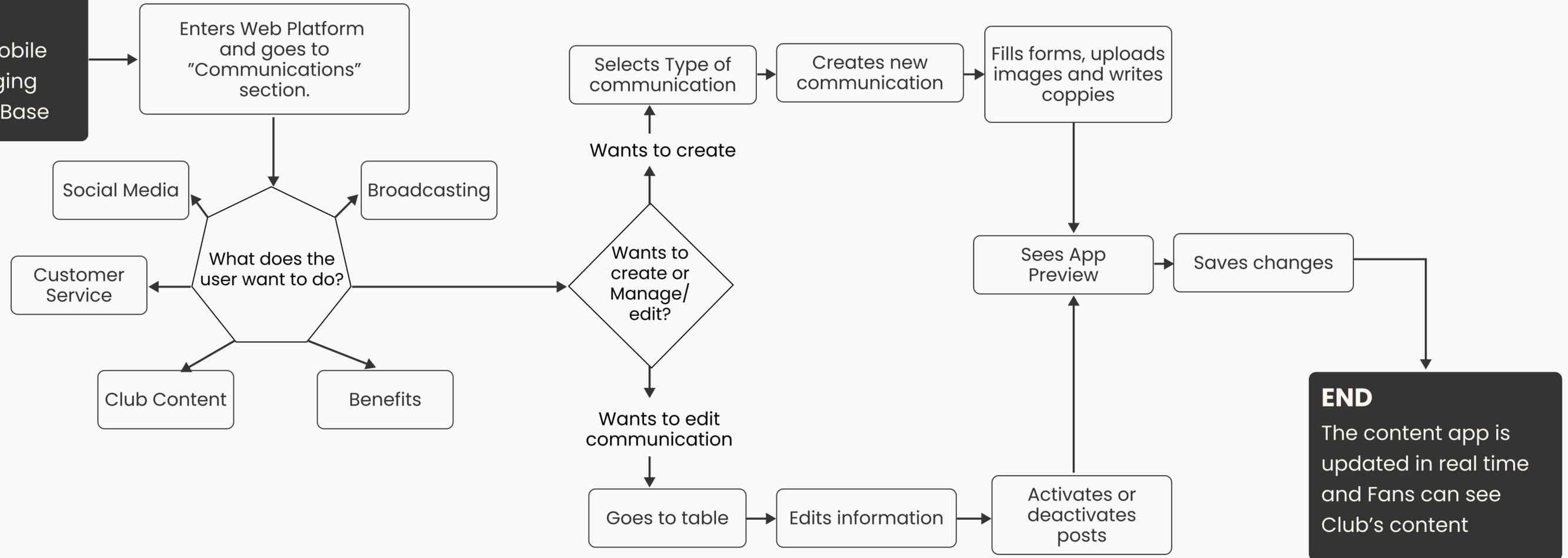
Core Flow: Fan Engagement

User

Community Manager

START

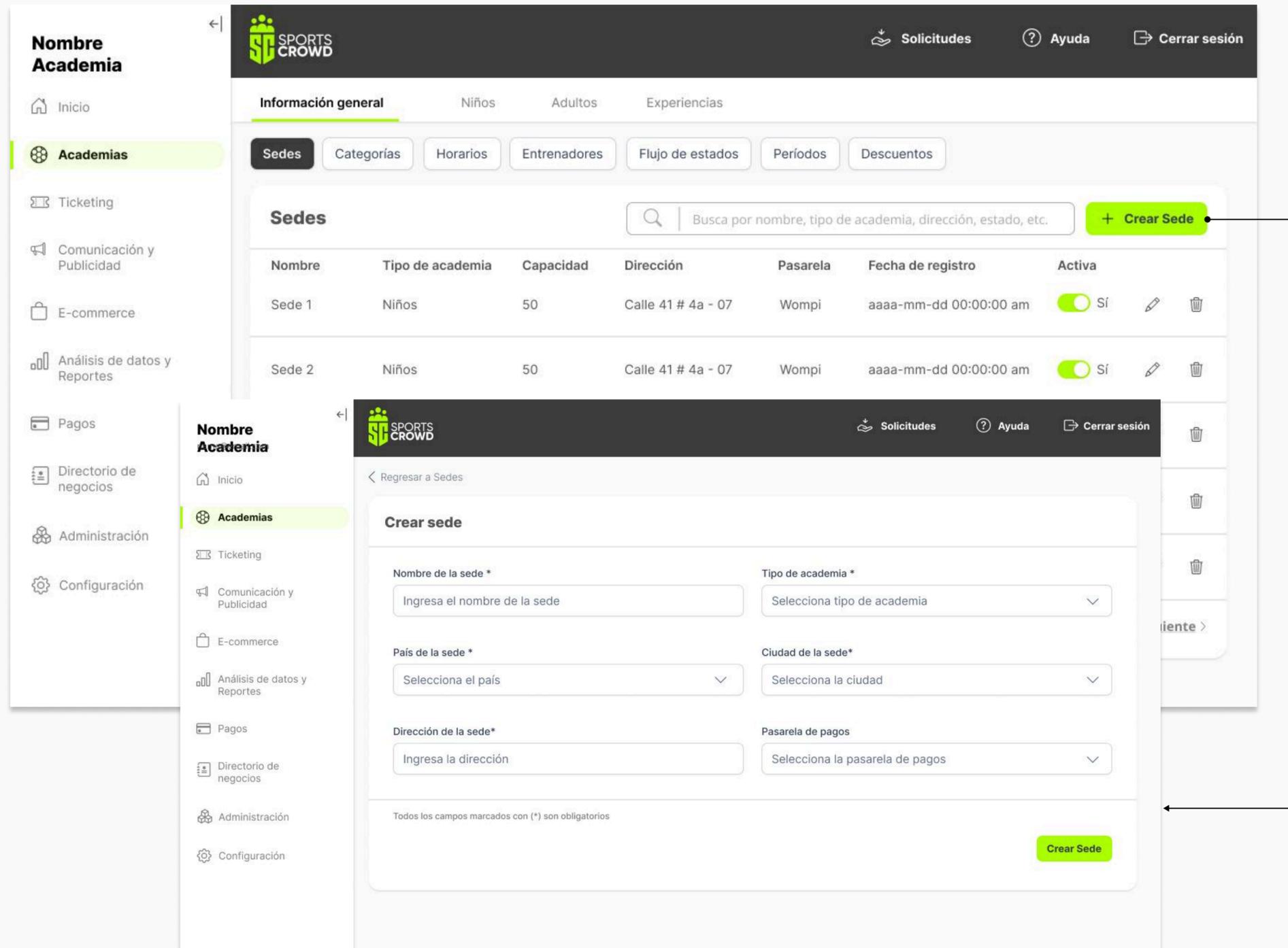
Pre-existing mobile app for managing the Club's Fan Base



| *Core Experiences in Action*

Rather than presenting isolated screens, these interfaces illustrate how strategic UX decisions were applied across core operational areas of the platform.

| System Configuration - Scalable Foundations



The image displays two overlapping screenshots of a web application interface for 'Nombre Academia'. The top screenshot shows the 'Sedes' management page, which includes a search bar, a '+ Crear Sede' button, and a table of existing locations. The bottom screenshot shows the 'Crear sede' form, which includes fields for 'Nombre de la sede', 'Tipo de academia', 'País de la sede', 'Ciudad de la sede', 'Dirección de la sede', and 'Pasarela de pagos'. A green arrow points from the '+ Crear Sede' button in the top screenshot to the 'Crear Sede' button in the bottom screenshot.

Nombre	Tipo de academia	Capacidad	Dirección	Pasarela	Fecha de registro	Activa
Sede 1	Niños	50	Calle 41 # 4a - 07	Wompi	aaaa-mm-dd 00:00:00 am	<input checked="" type="checkbox"/> Sí
Sede 2	Niños	50	Calle 41 # 4a - 07	Wompi	aaaa-mm-dd 00:00:00 am	<input checked="" type="checkbox"/> Sí

Core system entities such as locations, categories, schedules, and roles are managed through structured configuration views to support scalability and long-term growth.

Why this matters

- Enables multi-location and multi-category operations
- Reduces future rework
- Aligns system setup with real operational models

| Student Management*

The screenshot displays the 'Gestión de alumnos' (Student Management) interface. The top navigation bar includes 'Solicitudes', 'Ayuda', and 'Cerrar sesión'. The main header shows 'Información general' with tabs for 'Niños', 'Adultos', and 'Experiencias'. Below this, there are buttons for 'Gestión de alumnos', 'Gestión documental', 'Pagos', 'Asistencias', 'Novedades', and 'Torneos'. A search bar is present with the text 'Busca por nombre, tipo de academia, dirección, estado, etc.' and a '+ Crear alumno' button. A 'Gestión académica' dropdown menu is open, showing options like 'Exportar alumnos', 'Importar alumnos', 'Informe de rendimiento', 'Programar pagos', and 'Importar horarios'. The main content area is a table of students with columns for 'Nombres alumno', 'Apellido alumno', 'Número documento', 'Edad', 'Estado', and 'Activo'. The table contains five rows of student data, each with a 'Ver más' link and a trash icon. The bottom of the page shows pagination '1-5 de 10' and navigation arrows.

Nombres alumno	Apellido alumno	Número documento	Edad	Estado	Activo	
Juan Ramón	Alvarez Rojas	XXXXXXXXXXXX	11	Pagar inscripción	<input checked="" type="checkbox"/> Sí	
Sara	López Ramos	XXXXXXXXXXXX	9	Completar registro	<input checked="" type="checkbox"/> Sí	Ver más >
Juan Sebastián	Alomía Morales	XXXXXXXXXXXX	17	Error documentos	<input type="checkbox"/> No	Ver más >
Juan Ramón	Alvarez Rojas	XXXXXXXXXXXX	11	Matriculado	<input checked="" type="checkbox"/> Sí	Ver más >
Sara	López Ramos	XXXXXXXXXXXX	9	Becado	<input checked="" type="checkbox"/> Sí	Ver más >

The system centralizes student management as a foundational entity, allowing users to create, configure, and update profiles without breaking their operational flow.

What this enables:

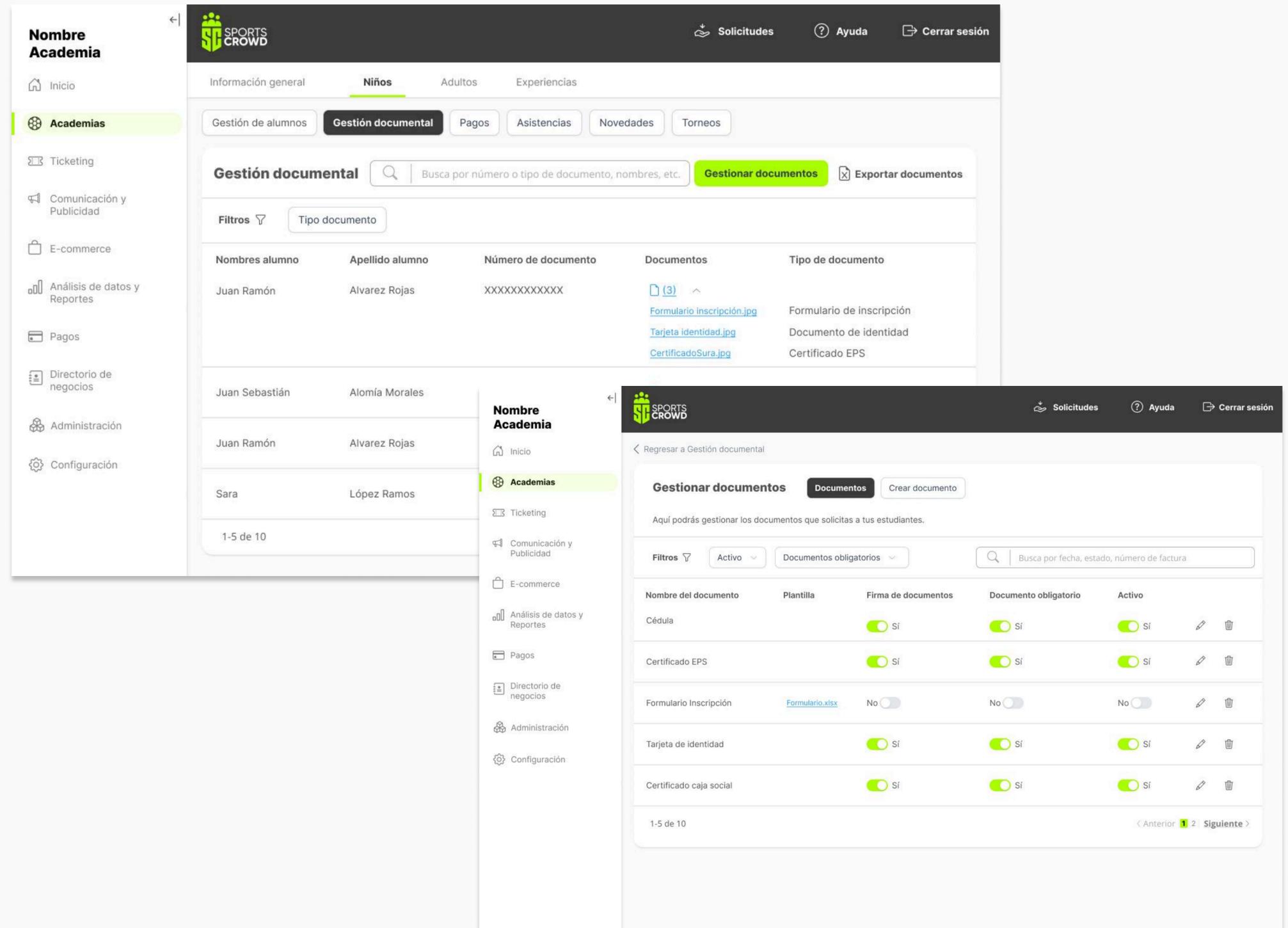
- Clear ownership of student data
- Faster transitions to related actions
- Reduced cognitive load when managing multiple profiles

Student Document Management

Student documentation is surfaced through a centralized, searchable system, enabling administrators to quickly assess status, completeness, and compliance.

Why this matters

- Immediate visibility of missing or incomplete documents
- Faster decision-making
- Reduced manual follow-ups

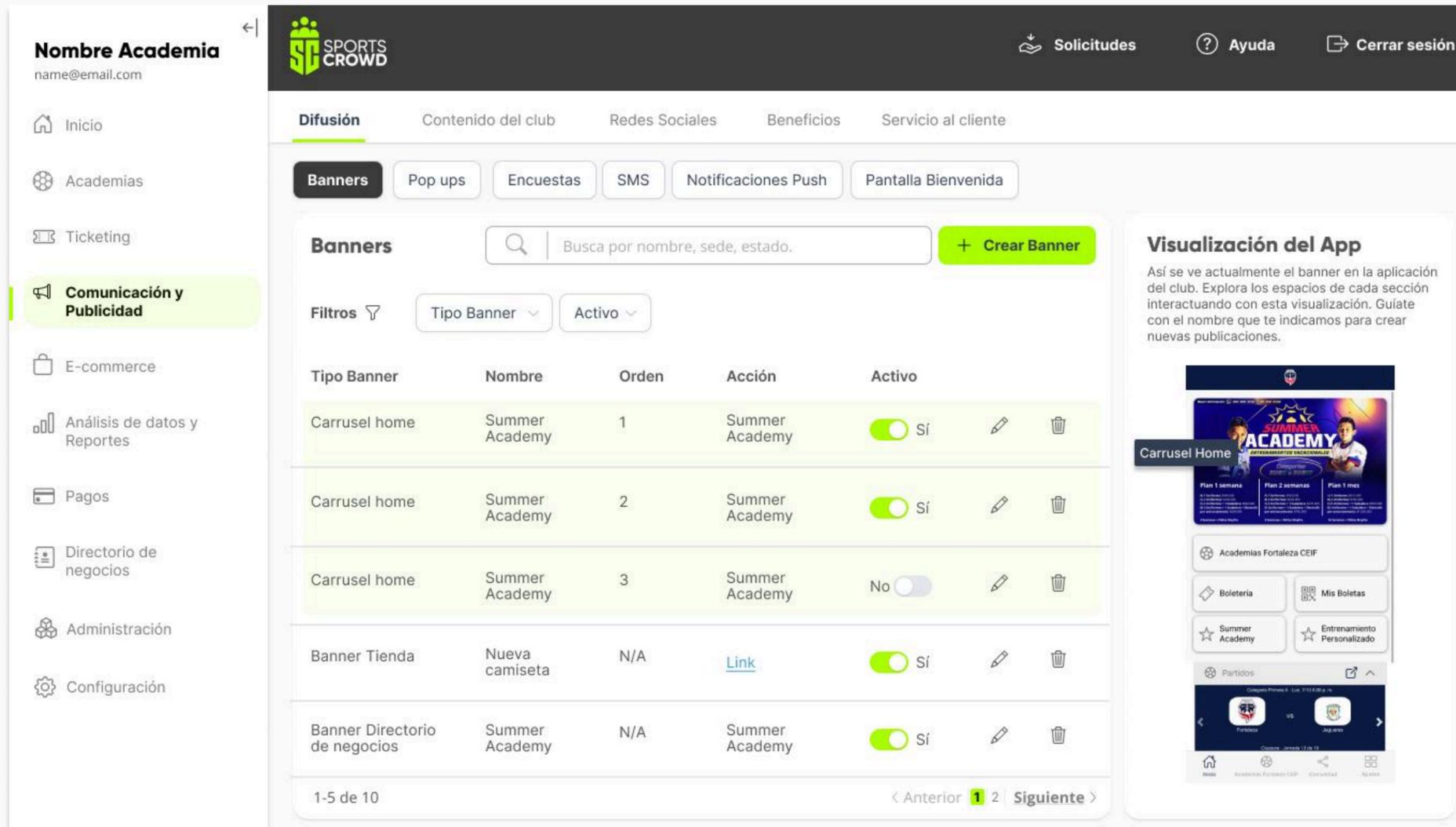


The interface is divided into two main sections. The top section, titled 'Gestión documental', shows a list of students with columns for 'Nombres alumno', 'Apellido alumno', 'Número de documento', 'Documentos', and 'Tipo de documento'. The bottom section, titled 'Gestionar documentos', shows a detailed view of document management with columns for 'Nombre del documento', 'Plantilla', 'Firma de documentos', 'Documento obligatorio', and 'Activo'.

Nombres alumno	Apellido alumno	Número de documento	Documentos	Tipo de documento
Juan Ramón	Alvarez Rojas	XXXXXXXXXXXX	Formulario inscripción.jpg Tarjeta identidad.jpg CertificadoSura.jpg	Formulario de inscripción Documento de identidad Certificado EPS
Juan Sebastián	Alomía Morales			
Juan Ramón	Alvarez Rojas			
Sara	López Ramos			

Nombre del documento	Plantilla	Firma de documentos	Documento obligatorio	Activo	
Cédula		<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	
Certificado EPS		<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	
Formulario Inscripción	Formulario.xlsx	<input type="checkbox"/> No	<input type="checkbox"/> No	<input type="checkbox"/> No	
Tarjeta de identidad		<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	
Certificado caja social		<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	<input checked="" type="checkbox"/> Sí	

Communication & Promotion



The screenshot shows a web dashboard for 'Sports Crowd' with a sidebar menu and a main content area. The sidebar includes options like 'Inicio', 'Academias', 'Ticketing', 'Comunicación y Publicidad' (highlighted), 'E-commerce', 'Análisis de datos y Reportes', 'Pagos', 'Directorio de negocios', 'Administración', and 'Configuración'. The main area is titled 'Difusión' and contains tabs for 'Banners', 'Pop ups', 'Encuestas', 'SMS', 'Notificaciones Push', and 'Pantalla Bienvenida'. The 'Banners' tab is active, showing a table of banners and a 'Visualización del App' preview.

Tipo Banner	Nombre	Orden	Acción	Activo
Carrusel home	Summer Academy	1	Summer Academy	<input checked="" type="checkbox"/> Sí
Carrusel home	Summer Academy	2	Summer Academy	<input checked="" type="checkbox"/> Sí
Carrusel home	Summer Academy	3	Summer Academy	<input type="checkbox"/> No
Banner Tienda	Nueva camiseta	N/A	Link	<input checked="" type="checkbox"/> Sí
Banner Directorio de negocios	Summer Academy	N/A	Summer Academy	<input checked="" type="checkbox"/> Sí

Visualización del App: Así se ve actualmente el banner en la aplicación del club. Explora los espacios de cada sección interactuando con esta visualización. Guíate con el nombre que te indicamos para crear nuevas publicaciones.

Visualización de la App: Carrusel Home, Academias Fortaleza CEIF, Boletería, Mis Boletas, Summer Academy, Entrenamiento Personalizado, Partidos.

Communication tools are centralized into a single operational space, allowing clubs to manage promotional content, surveys, and notifications without fragmenting the workflow.

Why this matters

- Keeps communication aligned with operational context
- Reduces reliance on external tools
- Enables faster execution of campaigns and updates

Surveys Creation

The interface is divided into two main sections: 'Crear encuesta' and 'Reporte Encuesta'.

Crear encuesta (Create Survey):

- Nombre de la encuesta***: Escribe un nombre de referencia para la encuesta
- Tipo de encuesta***: Selección múltiple
- Sección en la que aparecerá***: Elige la sección donde quieres que aparezca
- Segmento***: Selecciona quién podrá responder esta encuesta
- Fecha de inicio***: Indica la fecha de inicio
- Fecha de finalización***: Indica la fecha de finalización

Preguntas (Questions):

- Primera pregunta***: Escribe aquí tu pregunta
- Radio buttons: Opción 1, Añadir opción
- + Agregar otra pregunta

Reporte Encuesta (Survey Report):

- 56 respuestas
- Exportar
- Table with columns: Usuario, ¿Tienes mascotas?, ¿Cuántas mascotas tienes?, ¿Qué tipo de mascotas?

Usuario	¿Tienes mascotas?	¿Cuántas mascotas tienes?	¿Qué tipo de mascotas?
Nombre Usuario 1	Sí	5	Perros, gatos, pájaros
Nombre Usuario 2	No	N/A	N/A
Nombre Usuario 3	No	N/A	N/A
Nombre Usuario 4	Sí	2	Gatos
Nombre Usuario 5	Sí	1	Perro

Survey creation is designed as a guided, step-by-step flow, reducing setup complexity while ensuring consistency across different communication use cases.

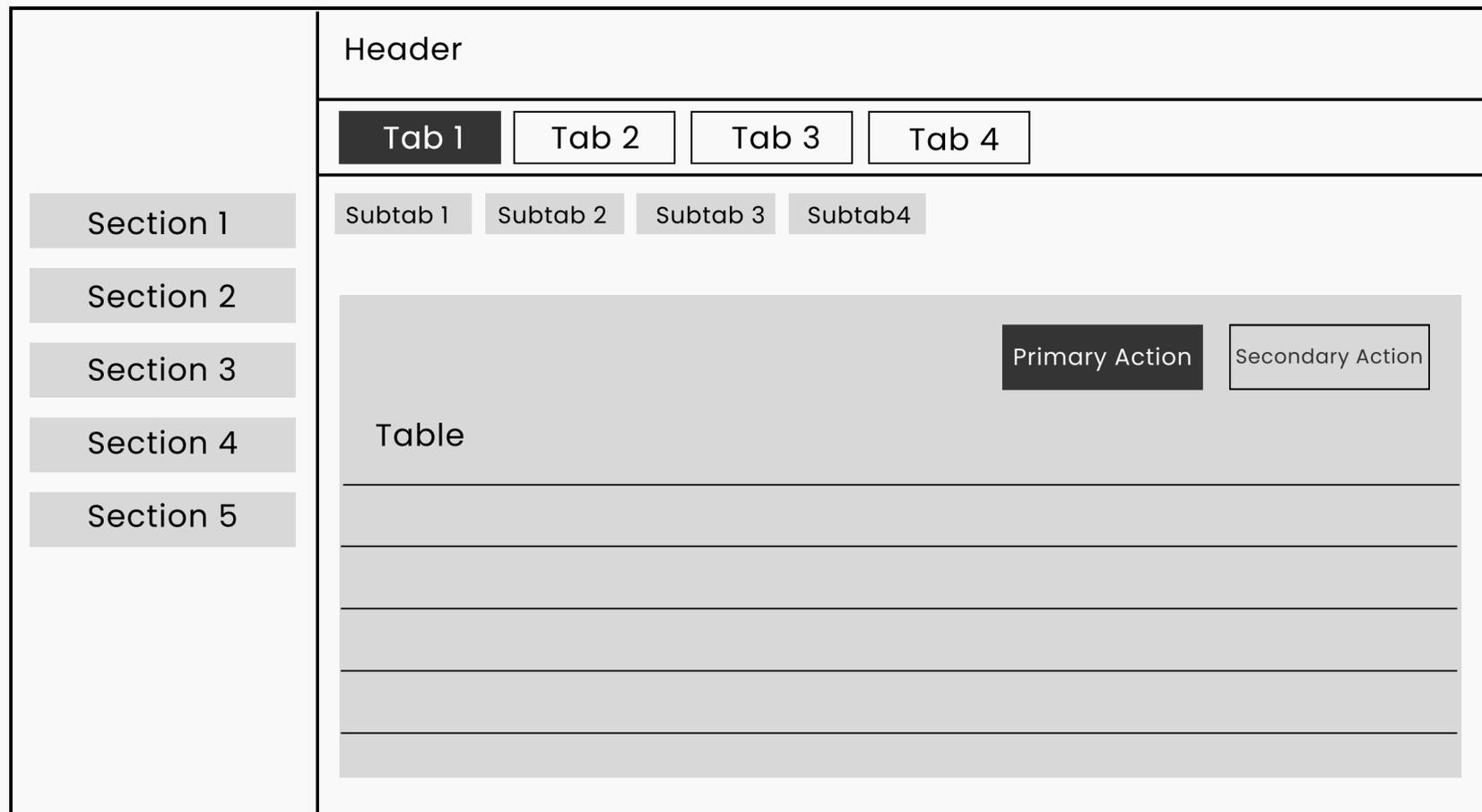
Why this matters

Lowers cognitive load for non-technical users

Prevents configuration errors

Encourages consistent data collection

| *Design Patterns in Use*



A consistent interface skeleton was applied across the platform, using primary and secondary tabs, data tables, and contextual actions.

Why it works

This structure reduces cognitive load, accelerates learning across modules, and supports scalable, high-volume workflows by keeping interactions predictable and information tied to context.

| *Design Patterns in Use* ✨

Forms

Form

Acción Principal del Formulario

Field Text	Field* Select
Field Select	Field Select
Field Text	Field Text

Todos los campos marcados con (*) son obligatorios

CANCELAR CTA

Process Statuses

Pagar inscripción

Completar registro

Error documentos

Matriculado

Becado

Tables

Table

Título

Busca por nombre, tipo de academia, dirección, estado, etc.

+ Acción Prim.

| Column Title |
|--------------|--------------|--------------|--------------|--------------|--------------|
| Text | Text | Text | Text | Text | Text |

1-5 de 10

< Anterior 1 2 Siguiente >

Tabs and Subtabs

Main Tab

Selected Tab

Tab 2

Tab 3

Tab 4

Sub Tabs

Selected Sub Tab

SubTab 2

Subtab 3

Subtab 4

| *Key UX Decisions & Trade-offs*^{*}

- Centralized student profiles to reduce navigation and unify all operational data, at the cost of higher initial information density.
- Progressive disclosure of information, prioritizing critical data while keeping secondary details accessible but non-intrusive.
- Flexible tab-based navigation over linear flows, enabling faster task switching instead of step-by-step guidance.
- Operational, table-driven layouts focused on speed, clarity, and scanability rather than visual richness.
- Scalable system structures designed for future growth, trading short-term simplicity for long-term robustness.

| *Outcomes and Impact*



Average time to complete operational tasks **decreased by 40%.**



47% reduction in clicks per task and increased system adoption.



+45% improvement in visual comprehension and reduced navigation errors.



90% of users correctly understood labels on their first interaction.

**THANK YOU FOR *REVIEWING*
*THESE CASES.***

****LUISA OVIEDO***

UX | UI | Product Design | Web Systems