

# Enhancing User Experience

Designing the mobile product for Coreva

## Overview

Coreva sought to enhance their mobile platform's user experience, a peer-to-peer payment and marketplace app.

**Project Type:** Mobile Adaptation Design

Collaborated closely with Coreva to develop a comprehensive UX solution tailored specifically for their mobile platform.

**Role:** UX/UI Designer: Ideate / Design

Deliverables included high-fidelity mockups and a prototype, aiming to address pain points and boost usability.

**Skills:** Wireframing / Prototyping / Mockups

**Software:** Figma / Notion / Microsoft Teams

"How might we streamline web-based wireframes to mobile screens while optimizing user experience for a peer-to-peer payment and marketplace app?"

## Step 1 | Design System Development

In the initial step, our team, consisting of myself and a colleague, focused on laying the foundation for the project by creating a design system. This involved establishing consistent design elements, such as color palettes, typography, and UI components, to ensure coherence and efficiency throughout the platform.

### Color Palette

**Primary Color**  
Purple #5C00CD

**Secondary Color**  
Black #111111

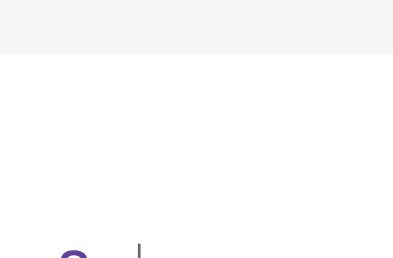
**Tertiary Color**  
Medium Grey #D0D0D9

### Icons

**Basic Style of Icons**  
Flat and minimalist

**Color of Icons**  
Black #111111

**Icon Size**  
15x15 Spx

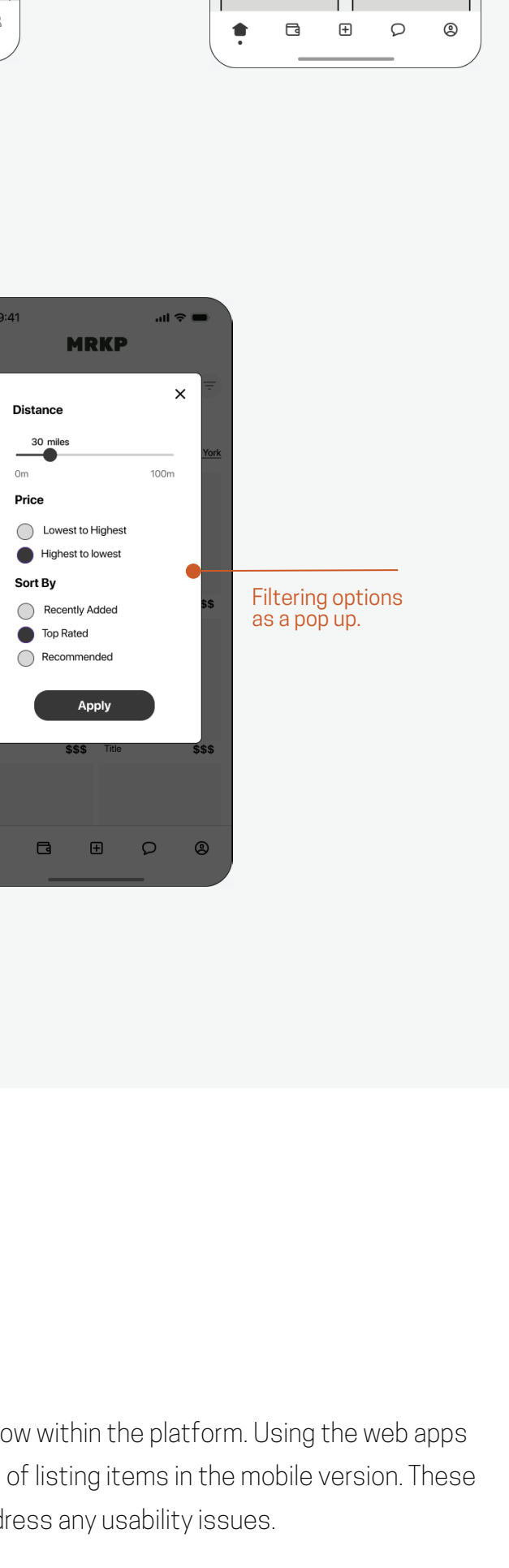


### Fonts

**Font Family**  
SF Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

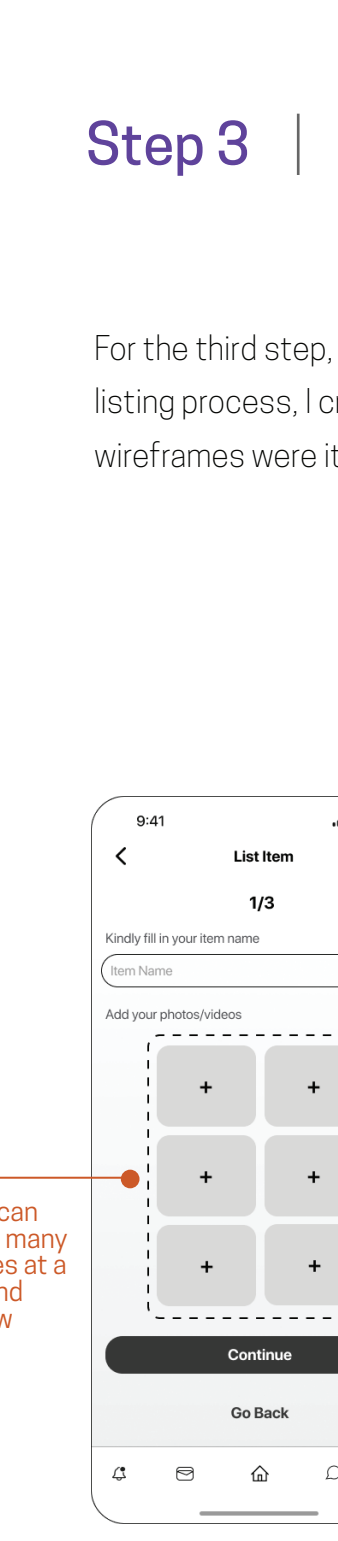
### UI Elements



## Step 2 | Home Page Design

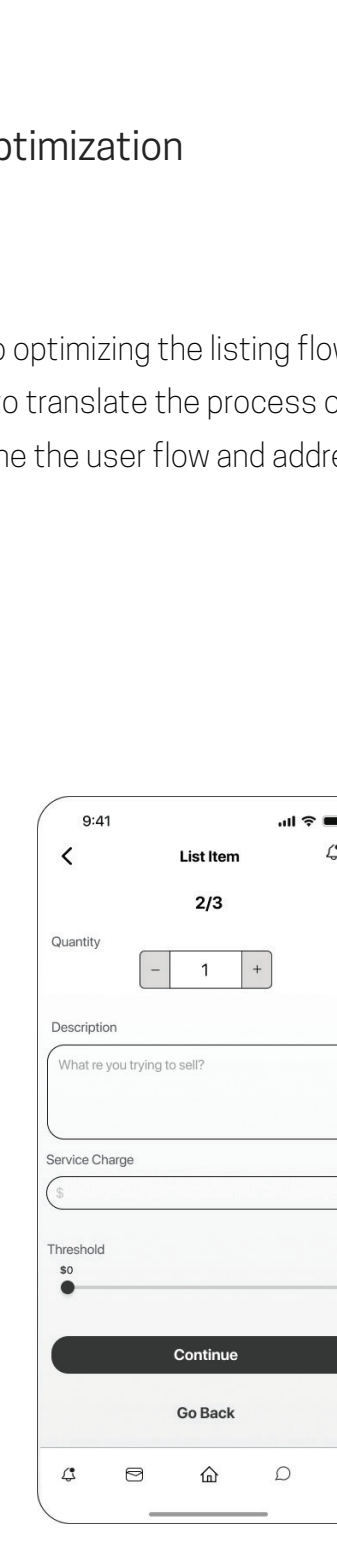
During the second step, I worked on redesigning the home page of the platform. This phase involved reviewing user research to identify user needs and preferences. Based on the insights gathered, I created wireframes to visualize the layout and structure of the new home page, incorporating feedback from stakeholders. These wireframes were then refined into high-fidelity designs and a prototype by my colleague.

### First Iteration



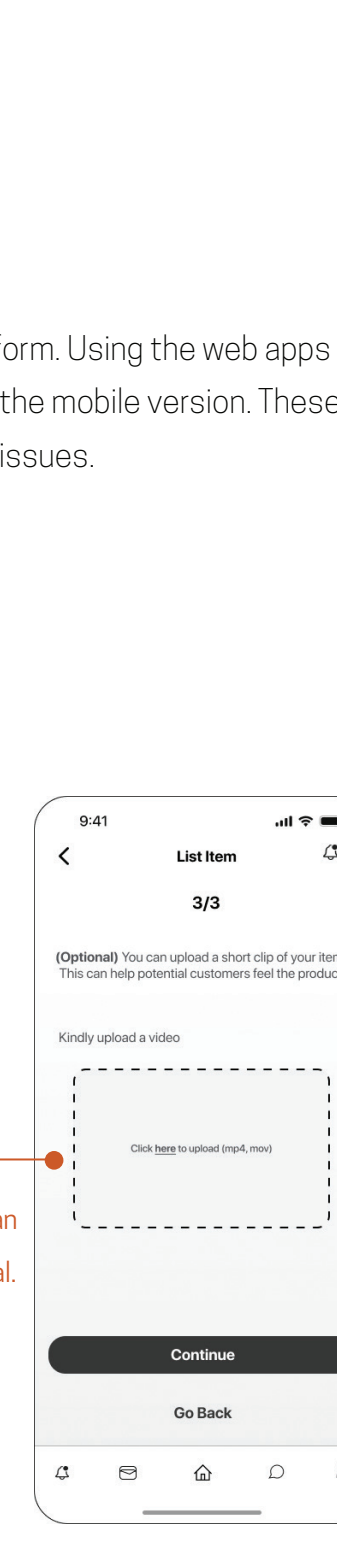
Initially categories were considered for the home page for quicker access.

### Second Iteration



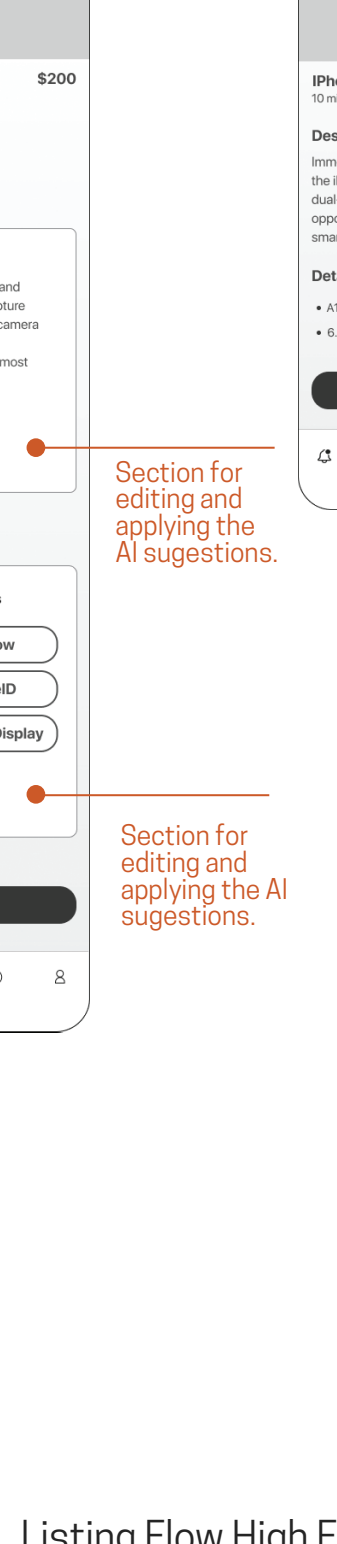
Lighter background was preferred.

### Third Iteration

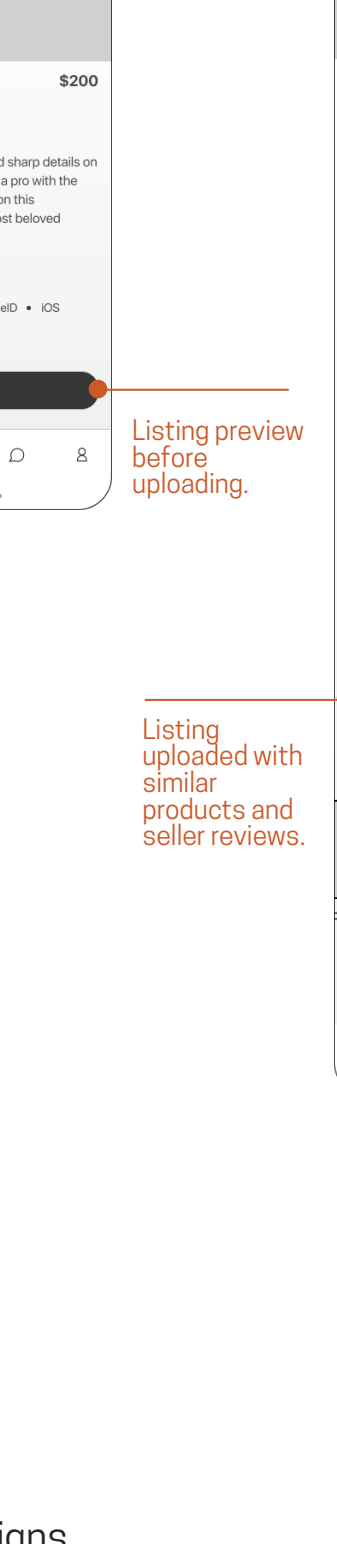


Filter was added for quicker search.

### Fourth Iteration



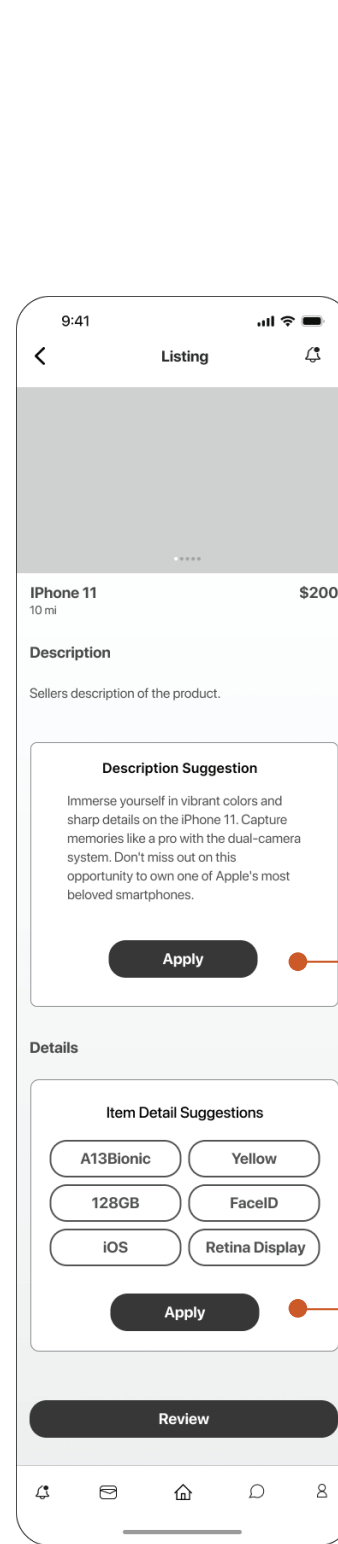
Categories were replaced with more visuals of the available products nearby.



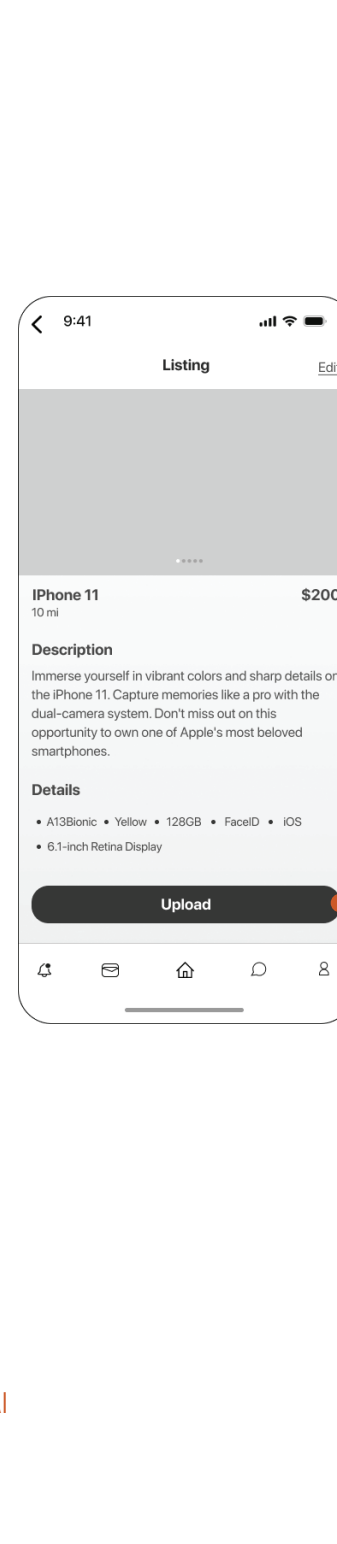
Filtering options got a pop-up.

## Step 3 | Listing Flow Optimization

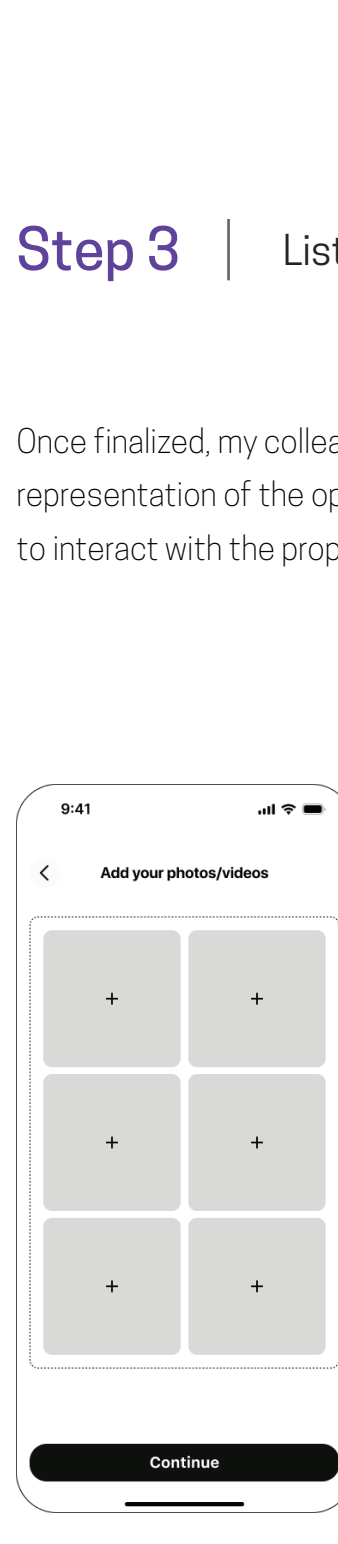
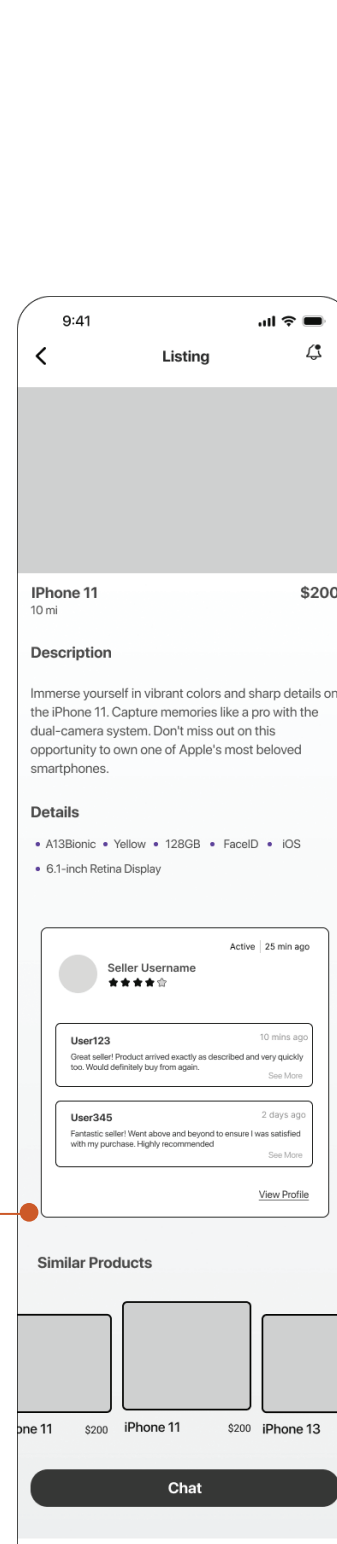
For the third step, my focus shifted to optimizing the listing flow within the platform. Using the web apps listing process, I created wireframes to translate the process of listing items in the mobile version. These wireframes were iterated upon to refine the user flow and address any usability issues.



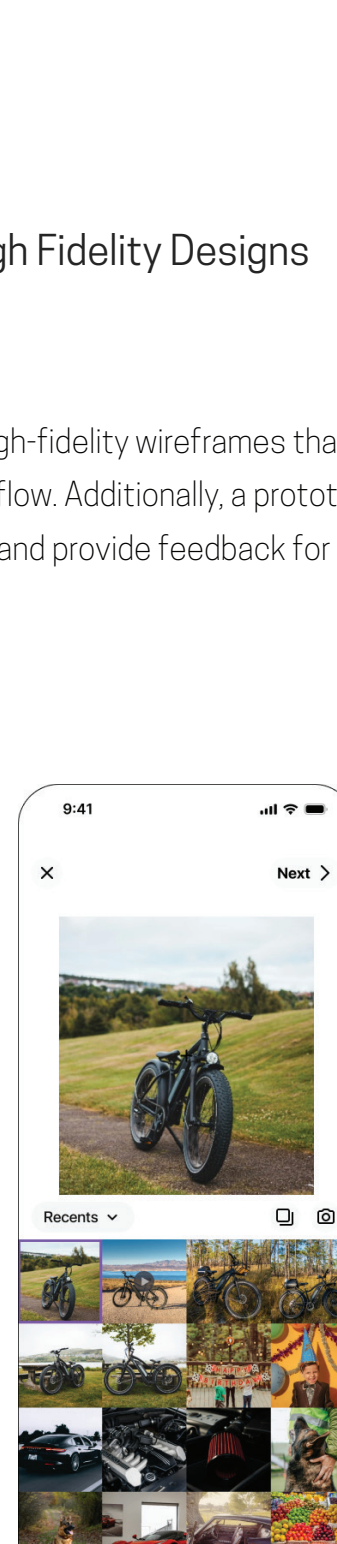
Users can upload many pictures at a time and preview them.



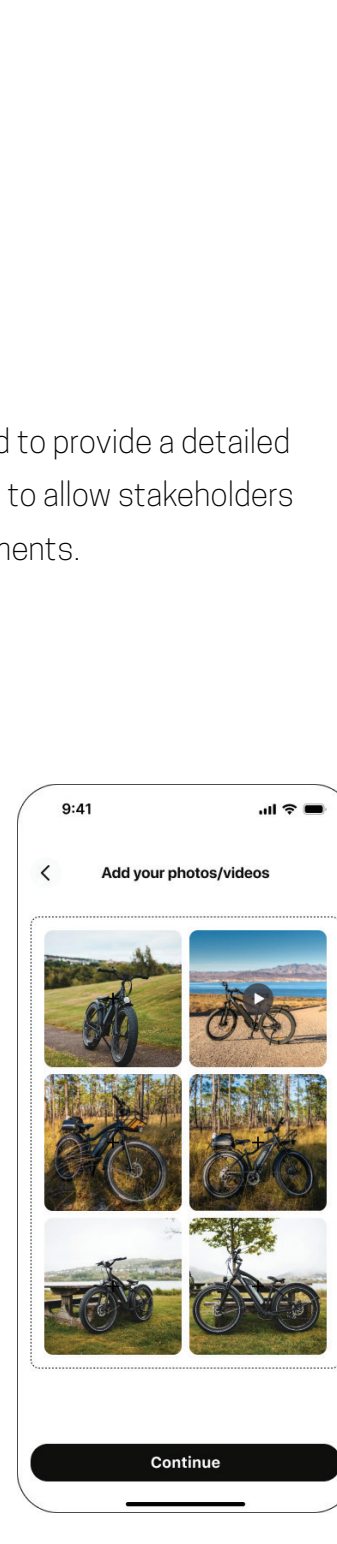
Initially the video was an extra step and optional.



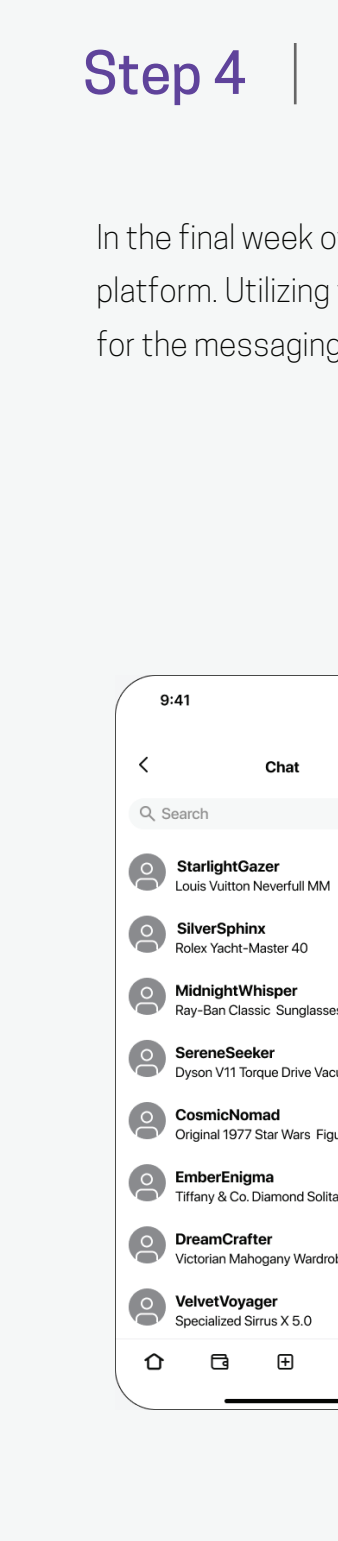
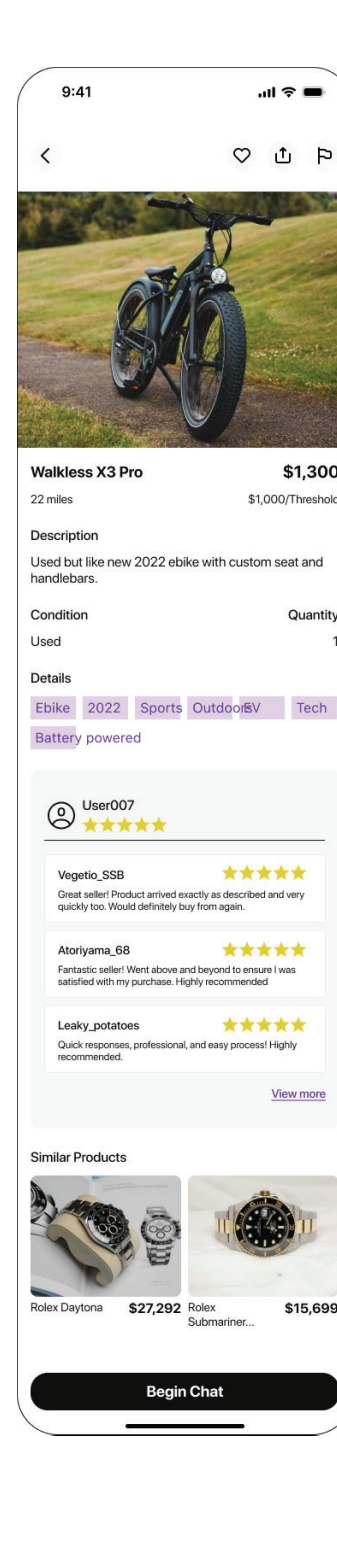
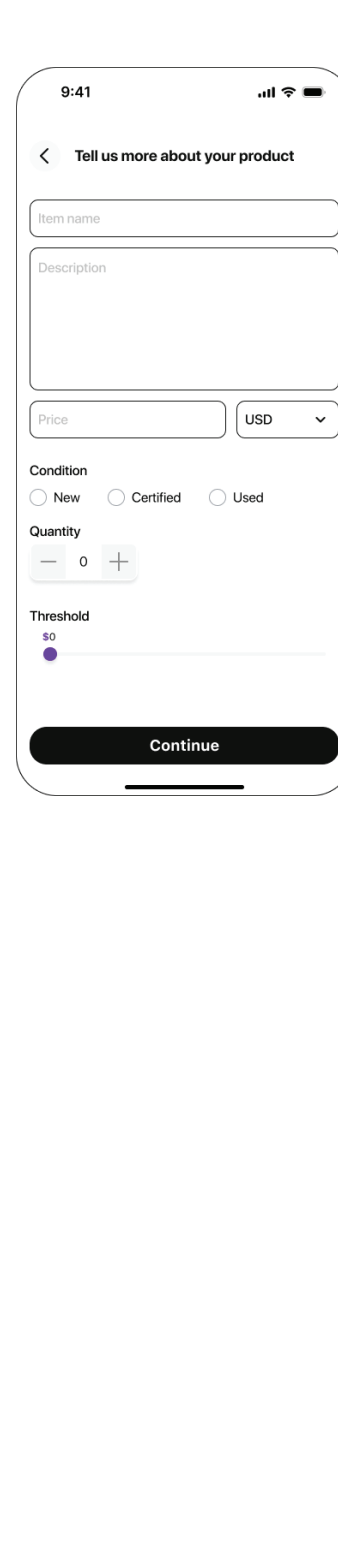
Section for editing and applying the AI suggestions.



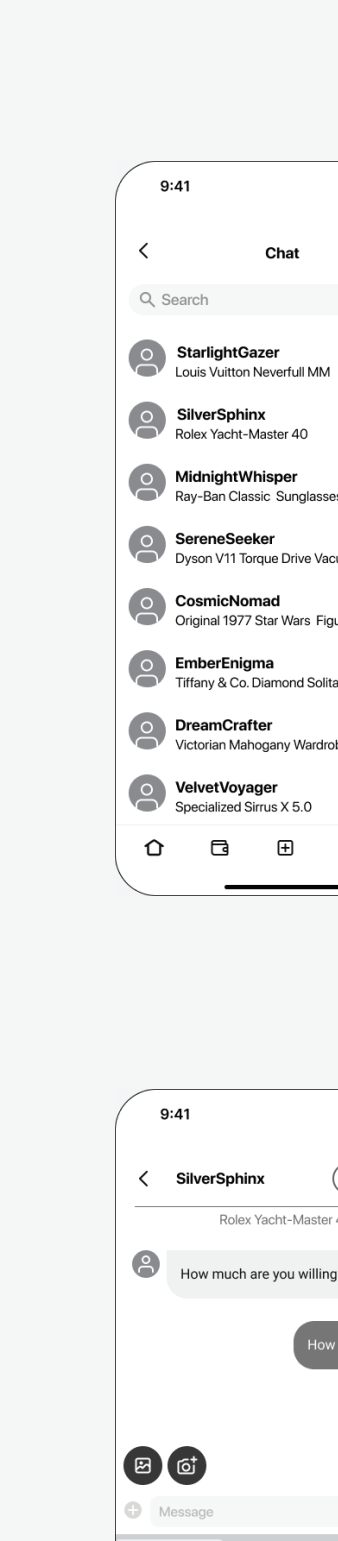
Listing preview before uploading.



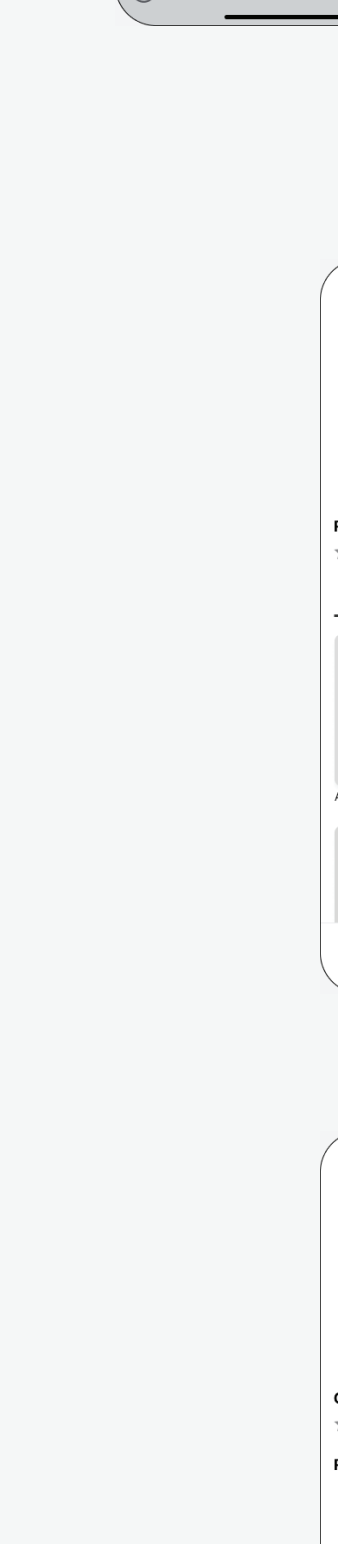
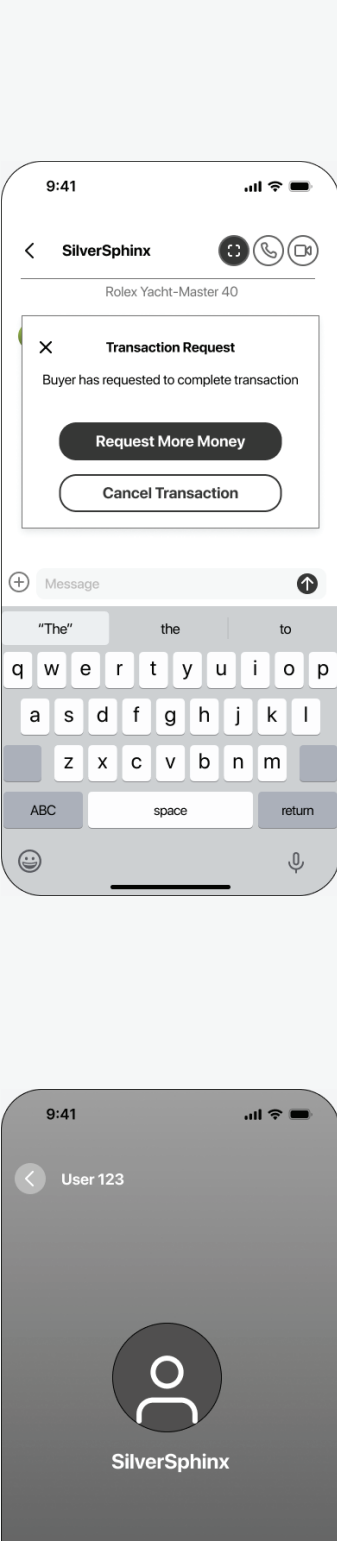
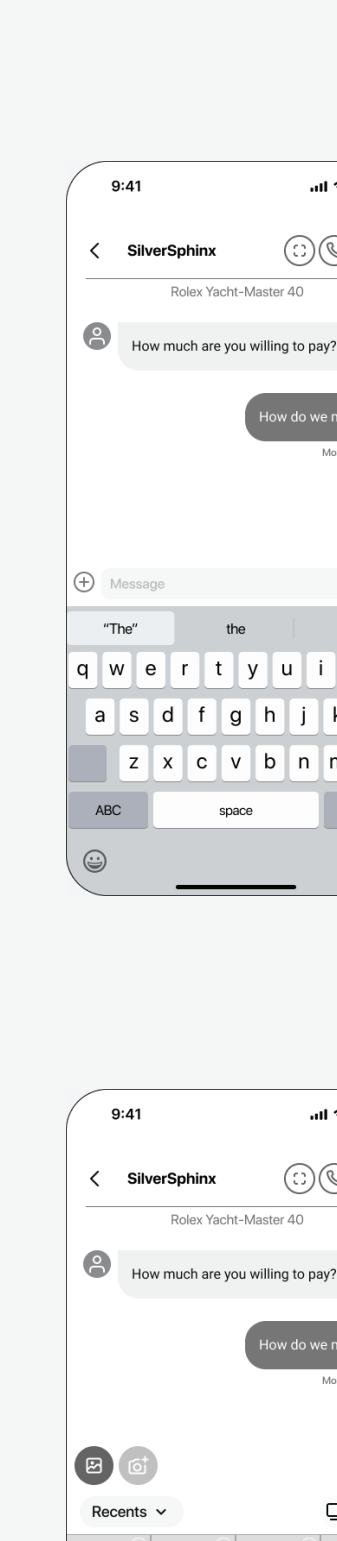
Listing uploaded with similar products and seller reviews.



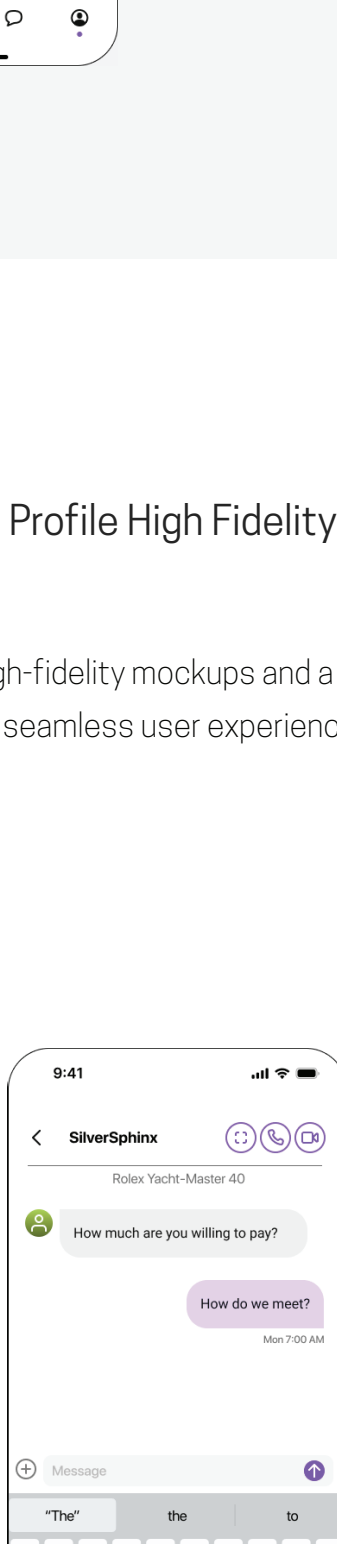
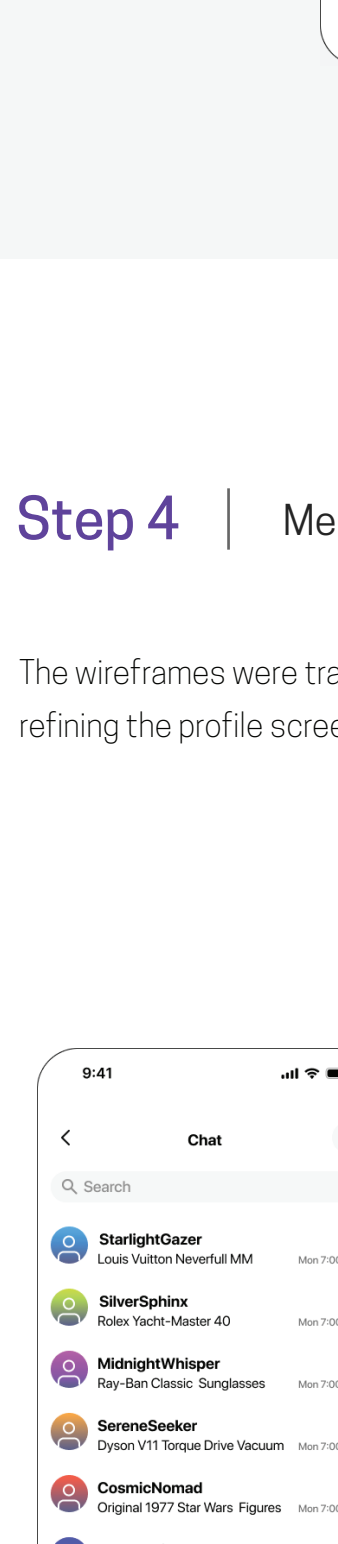
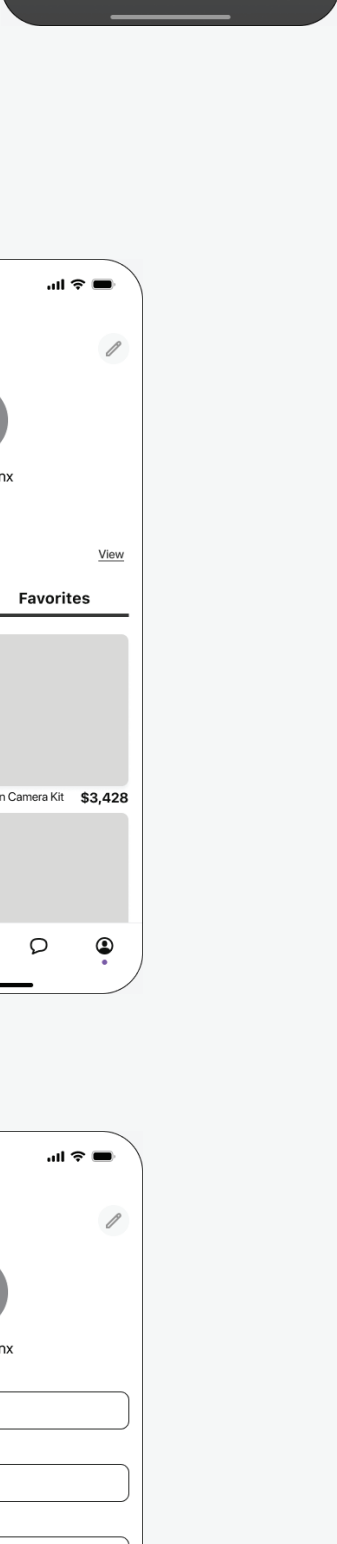
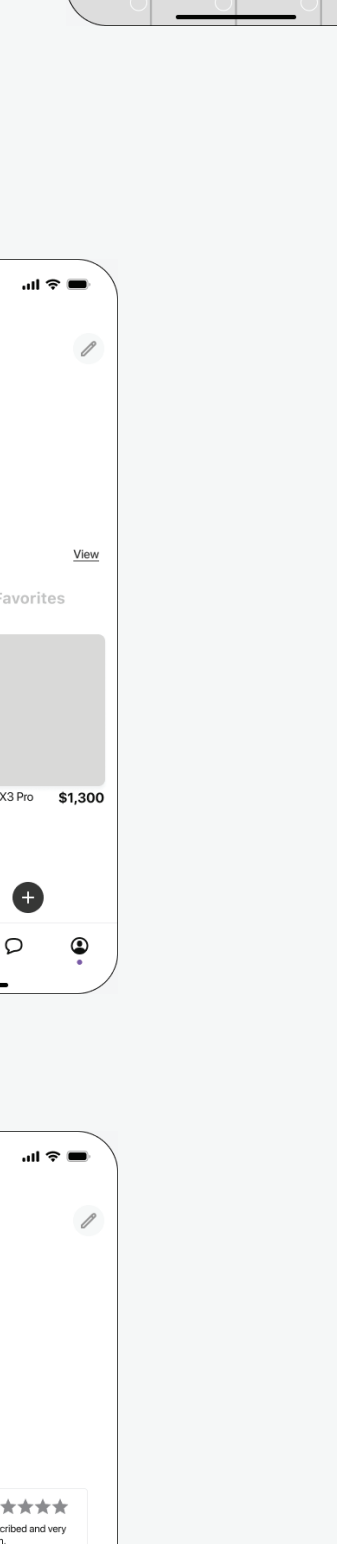
Main action buttons for the chat. Pop up that shows chat options.



Plus button that pop up image buttons.

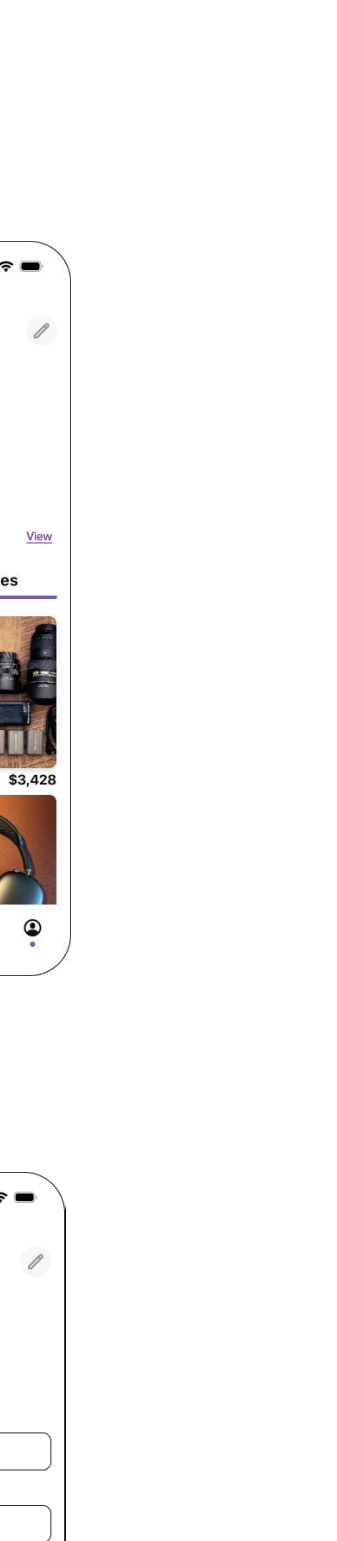
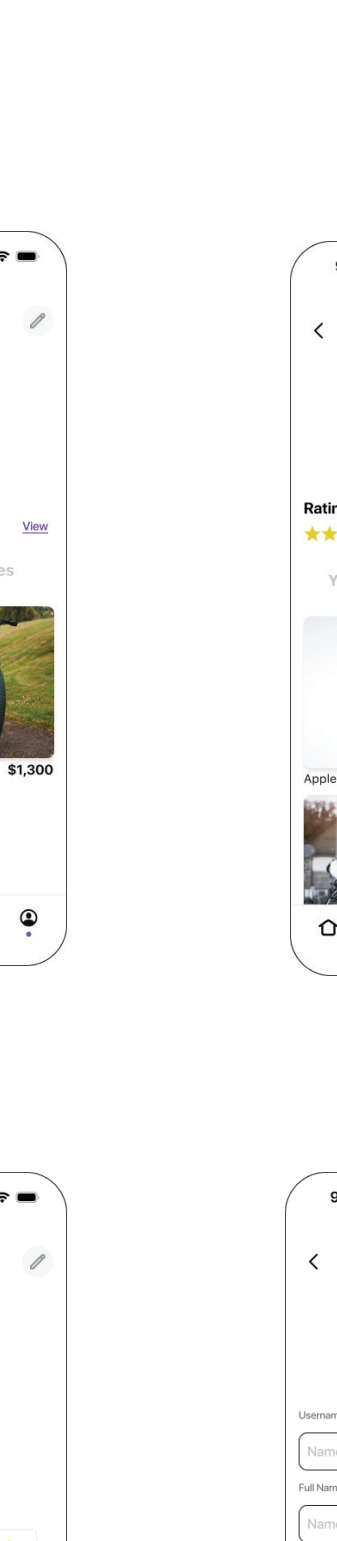
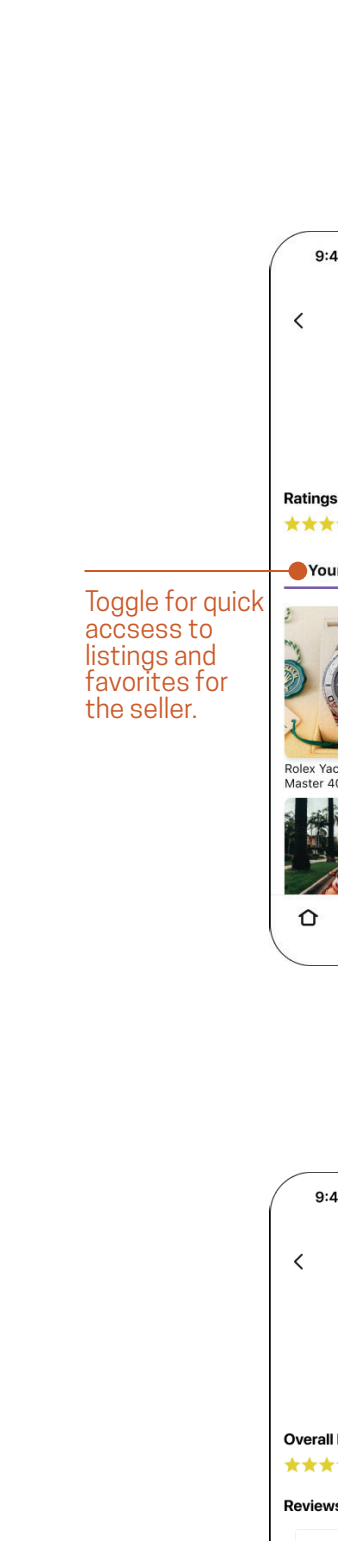


Toggle for quick access to listings and favorites for the seller.

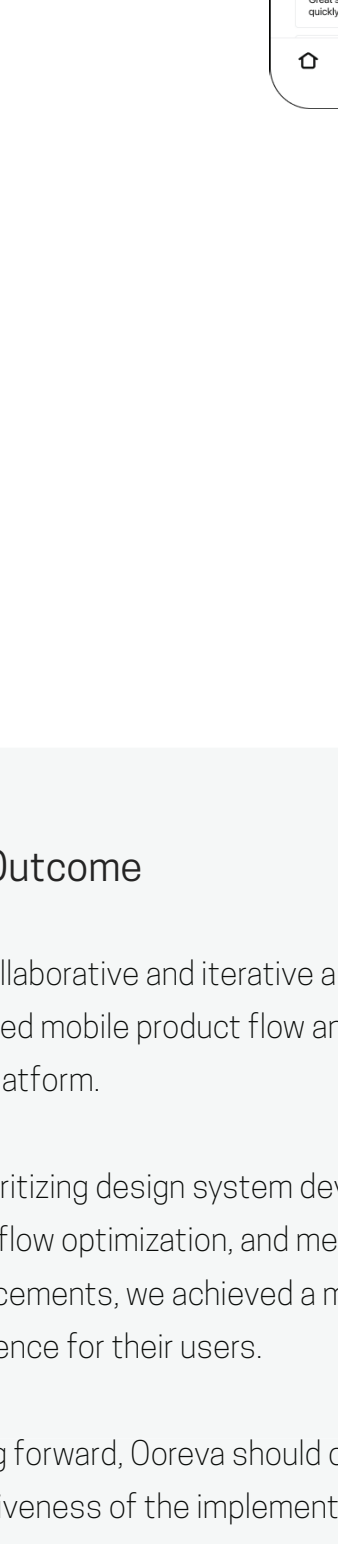


## Step 4 | Messaging and Profile High Fidelity

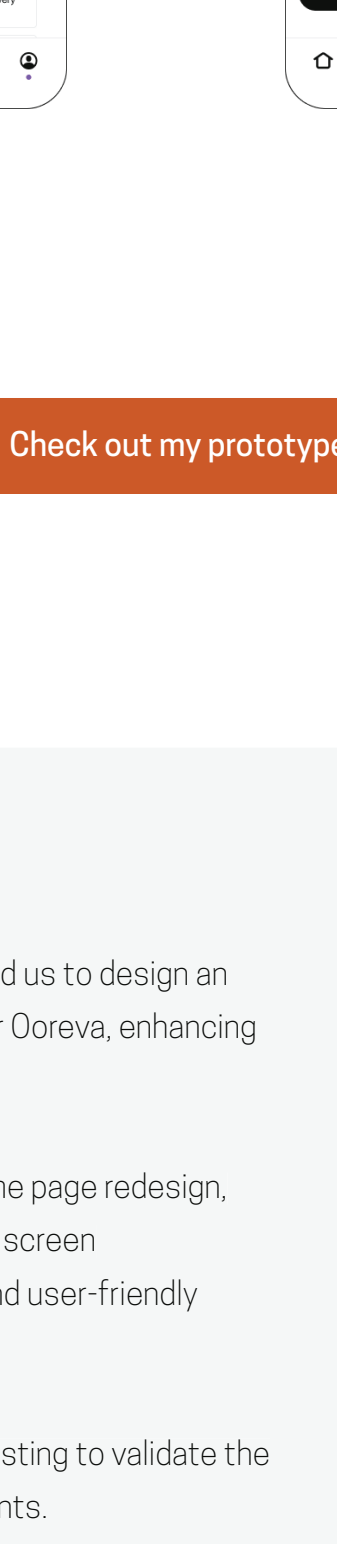
The wireframes were translated into high-fidelity mockups and a prototype. Simultaneously, I worked on refining the profile screens to ensure a seamless user experience when managing user profiles.



Main action buttons for the chat. Pop up that shows chat options.



Toggle for quick access to listings and favorites for the seller.



Check out my prototype

## The Outcome

The collaborative and iterative approach enabled us to design an improved mobile product: flow and prototype for Coreva, enhancing their platform.

By prioritizing design system development, home page redesign, listing flow optimization, and messaging/profile screen enhancements, we achieved a more intuitive and user-friendly experience for their users.

Moving forward, Coreva should conduct user testing to validate the effectiveness of the implemented enhancements.

## Contact

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