

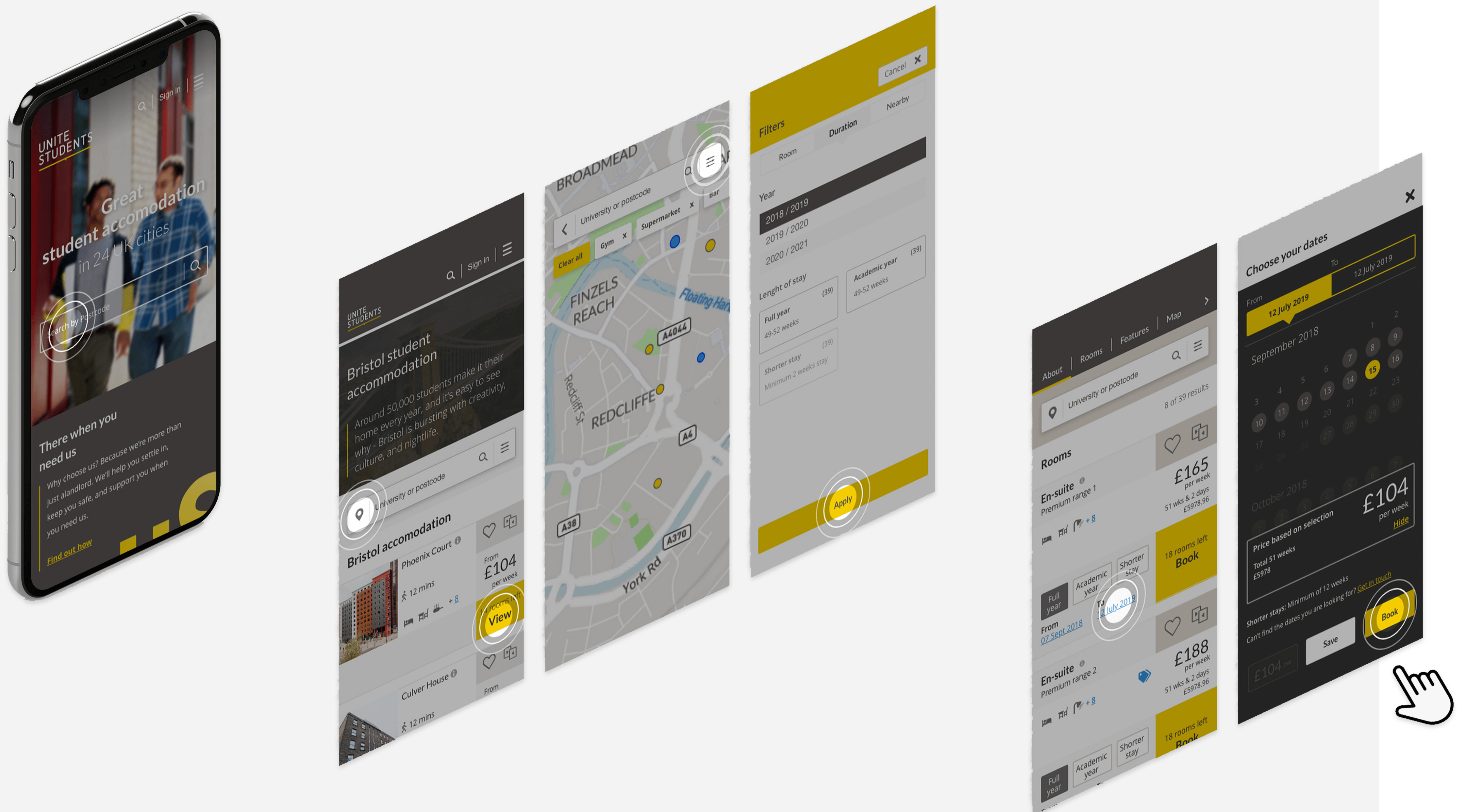
VALENTINA ZANELLI

PORTFOLIO

The online version of my portfolio is available at
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valentina zanelli
UNITE STUDENTS - website



Unite Students is the leading of student accommodation provider in the UK. The business is embarking upon a large digital transformation project, starting from their website redesign.

Particular attention was given to the redesign of the booking process, from search and information gathering to room selection. The user experience redesign aimed at reducing the cognitive load and frustration of customers, increasing the clarity around available options; to do so, the menu and Information Architecture have been redesigned to help customers with the content comprehension.

The team successfully redesigned the experience to book a room with Unite by reducing the necessary clicks from a maximum of 9 to a maximum of 6. The outcome was a frictionless user experience for our customers and a conversion increase for the business.

+35%

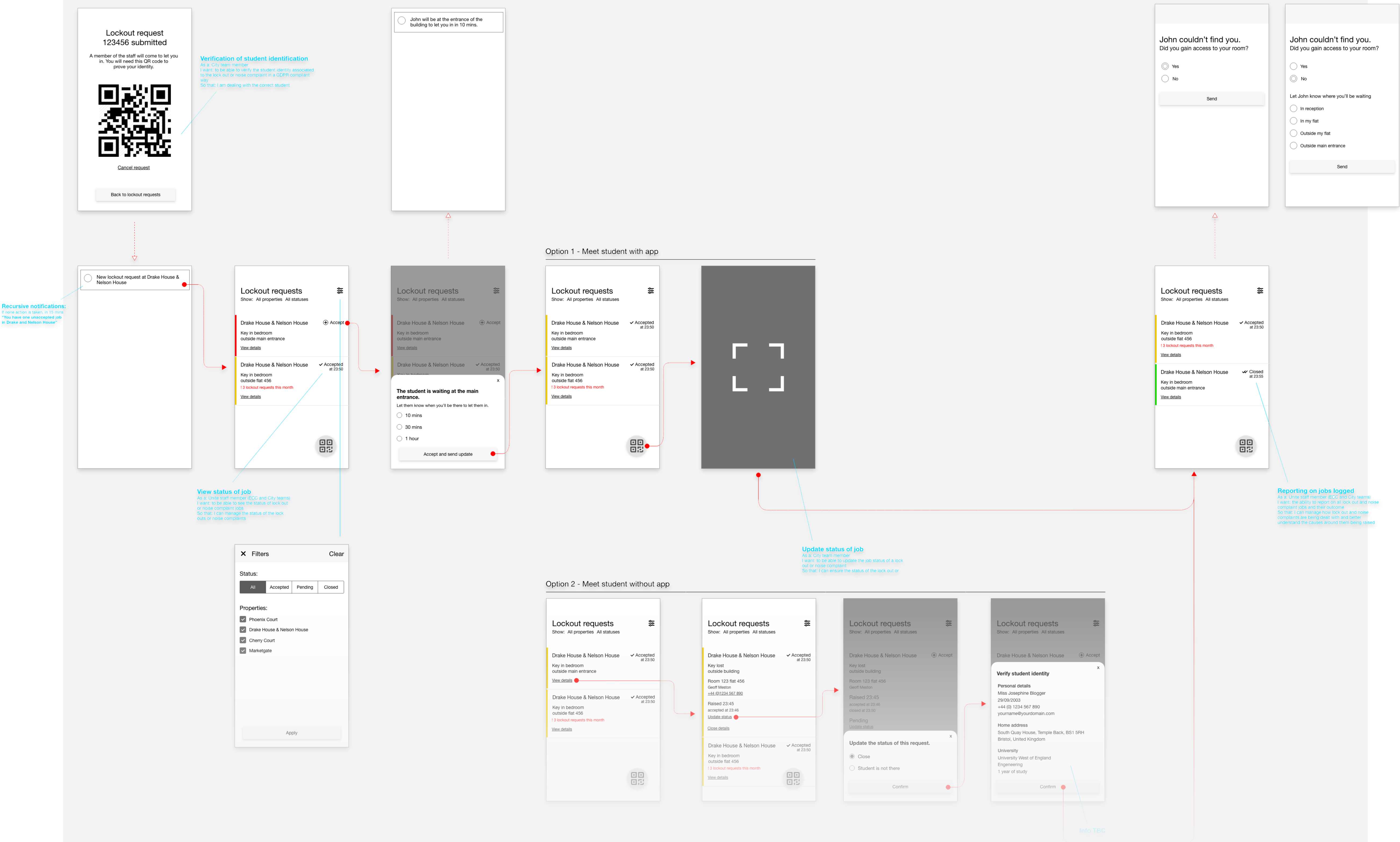
customers entering
booking flow

+95%

increase in short term
let bookings

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UNITE STUDENTS - employee app

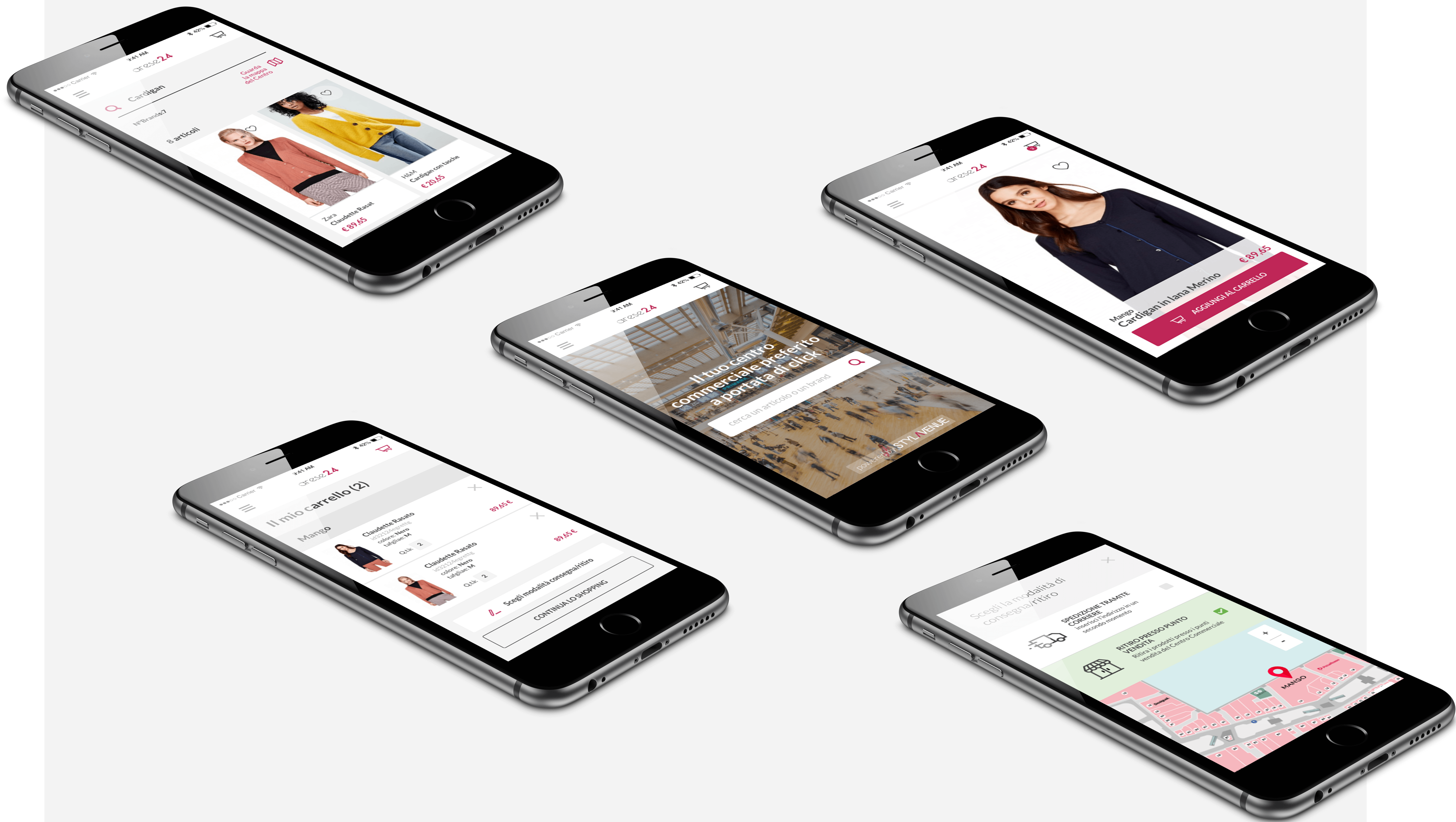


The Unite Employee app is a single destination for employees both as new starters and as part of their day-to-day routine. The experience in the app compliments their role, providing access only to relevant features and tools.

The product aimed at responding at several business needs: it creates a frictionless experience for students, automating processes while making them more efficient and creating faster solutions. It exposes data at every opportunity to help inform our next innovations, while returning a perception of reliability, quality and trust in our digital solutions to our customers.

The established problem provided a base on which to build bespoke features that enhance and optimise both the customer and employee experiences. Working in a mobile-centric business, whereby the phone is the heart of people’s personal and professional lives. The Employee App provides the employee with the tools to do their job, based on their role.

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ARESE 24

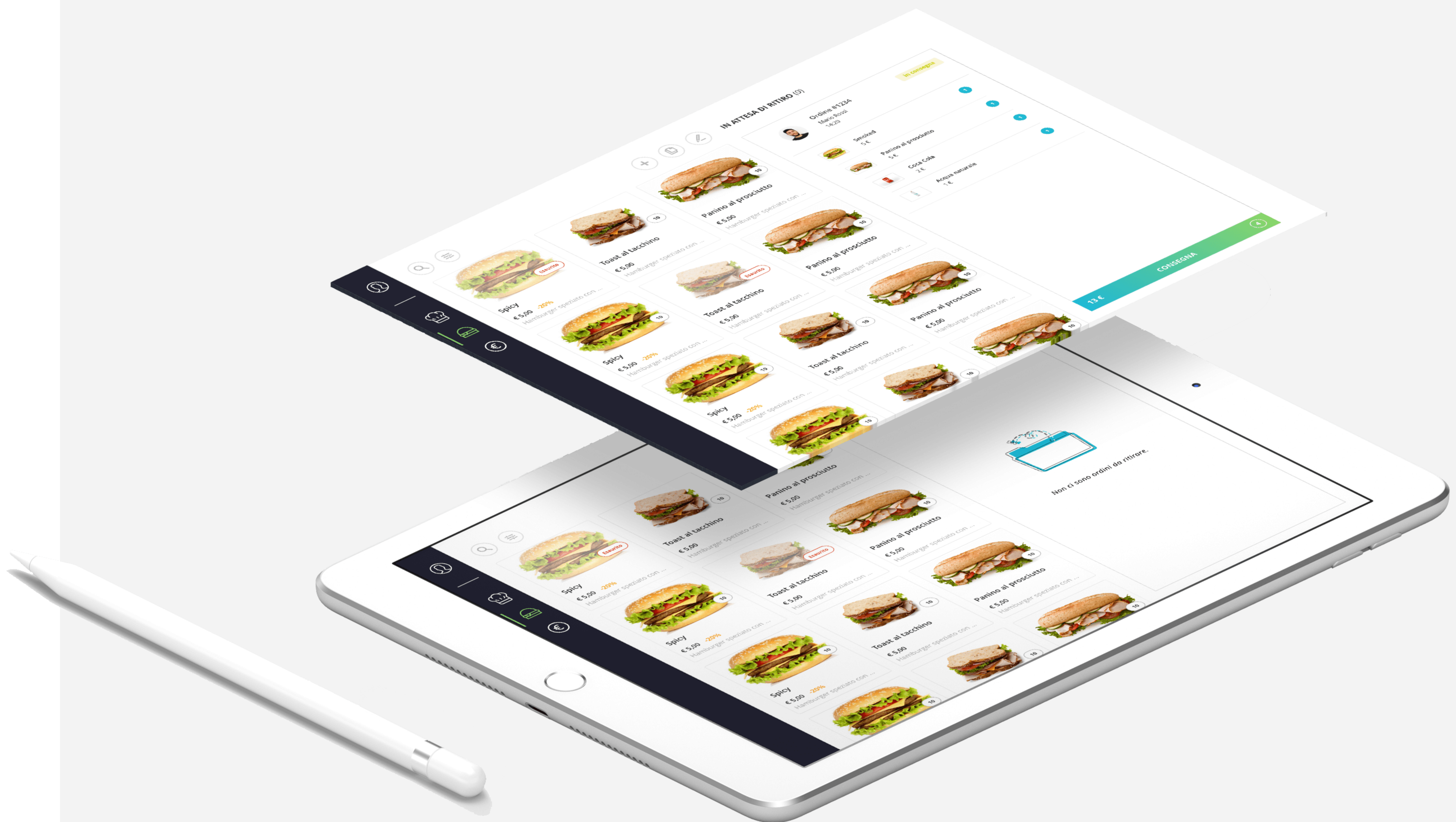


It's not a secret to anyone that offline stores are struggling to keep up with an online offer everyday more powerful and vary. Arese 24 is an innovative mobile app that aims at giving back power to traditional stores offering an engaging user experience for its customers.

Built in partnership with one of the main department store in Milan, Arese 24 offers a way for customers to have one centralised shopping experience across different sellers, with an option to have their purchase delivered at home or in store, to pick it up.

My role involved the UI redesign of the app, and building and maintaining the design system across the products (customers and sellers side).

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XCONIK



Thanks to an innovative and intuitive experience, Xconik allows a simple and quick purchasing from digital vending machines. Xconik is an innovative app designed to manage the whole buying process through iOS or Android smartphones.

Recently, Xconik is trying to reach new markets by working as a click & collect/food delivery mobile application that enables you to save all the conventional wait-times of going to a restaurant. The concept is simple: enter the restaurant and find everything ready. Take it to-go or have it delivered where you want, skip the line and save your time.

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JOEBEE

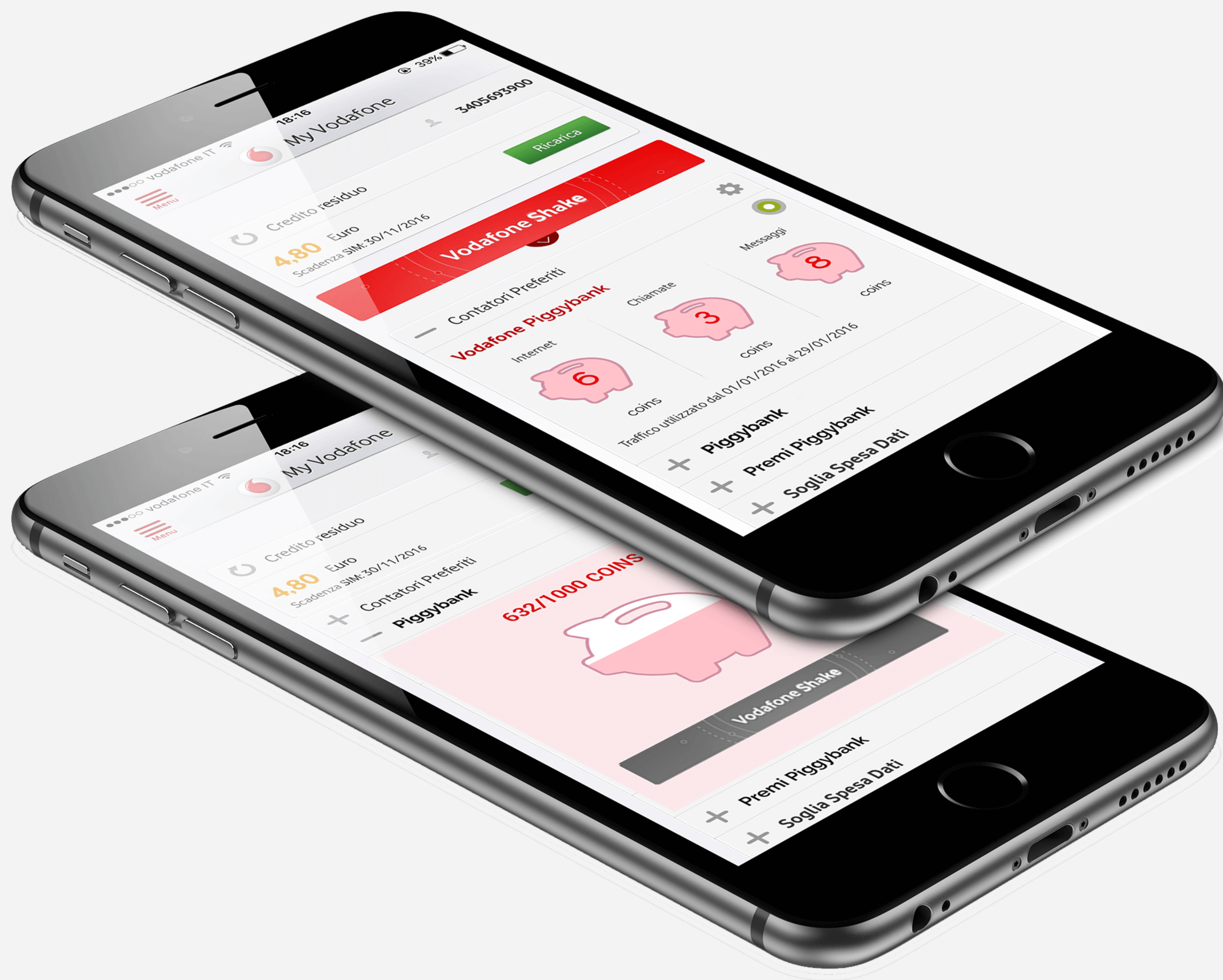


Joebee.com is the first e-commerce for professional services, an innovative marketplace where professionals can create their own personal website and sell their work directly to the costumers. Being still a developing project, the interface is changing very fast to meet all the users' requirements that such a complex project require: in this case, the flow through which a professional service is needs to be redesign to be the most usable.

When I first joined Joebee team, I found an overly complicated platform that suffered from the continuous adding of features on top of the existing ones, and a lack of user feedback. Our primary target has been the simplification of the booking flow as a consequence of user testing, the main challenge being trying to convince and educate the managment to the importance of user research and user testing

valentina zanelli

VODAFONE PIGGYBANK



The project aimed at improving the user experience of MyVodafone mobile app. The application works as a virtual piggy bank that allows a team of users to collect unused resources (minutes, sms, data) at the end of the month and let them choose a price everytime the Piggybank is full.

Extreme attention was paid to the personalisation of the user experience, in a strictly user-centered design process.

The first step of the process involved a series of workshops and research activities aimed at discovering and clarify several topics.

The reasearch session helped the team to understand the business requirements, such as the strive of Vodafone to invest in group contract among their customers. At the end of this phase, the idea of piggybank was born.