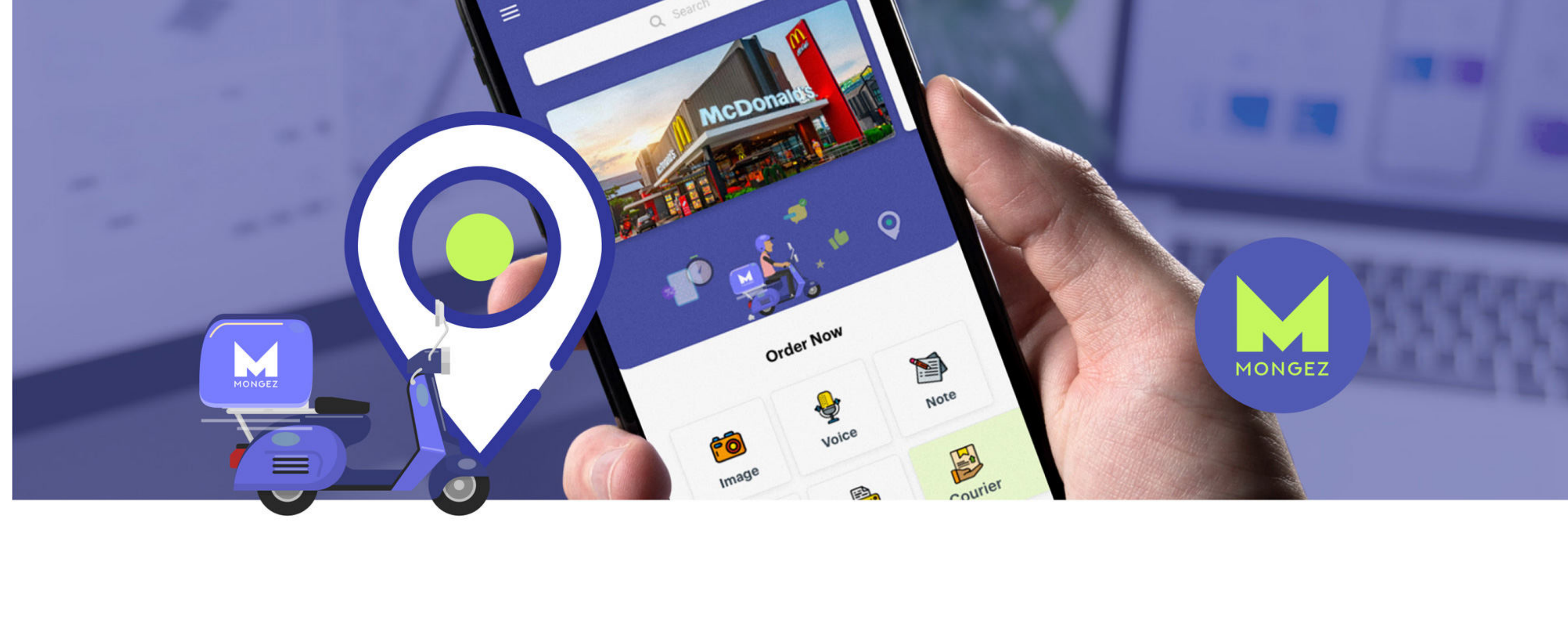


Mongez

By understanding both business vision and user behavior, I was able to assist the Mongez team in translating their ideas into a concrete design interaction through user-centered design innovation.

What i did

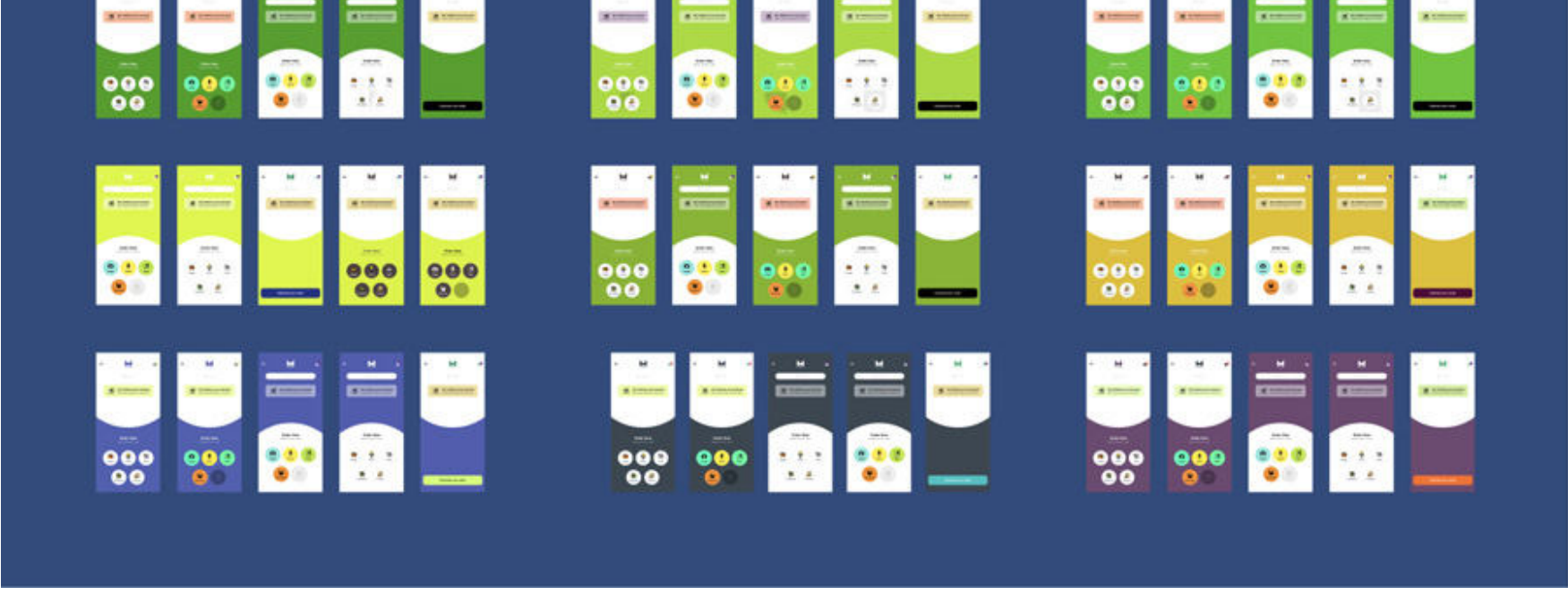
- Brand identity development
- UX Flows, Journeys
- Wireframes
- UI Design



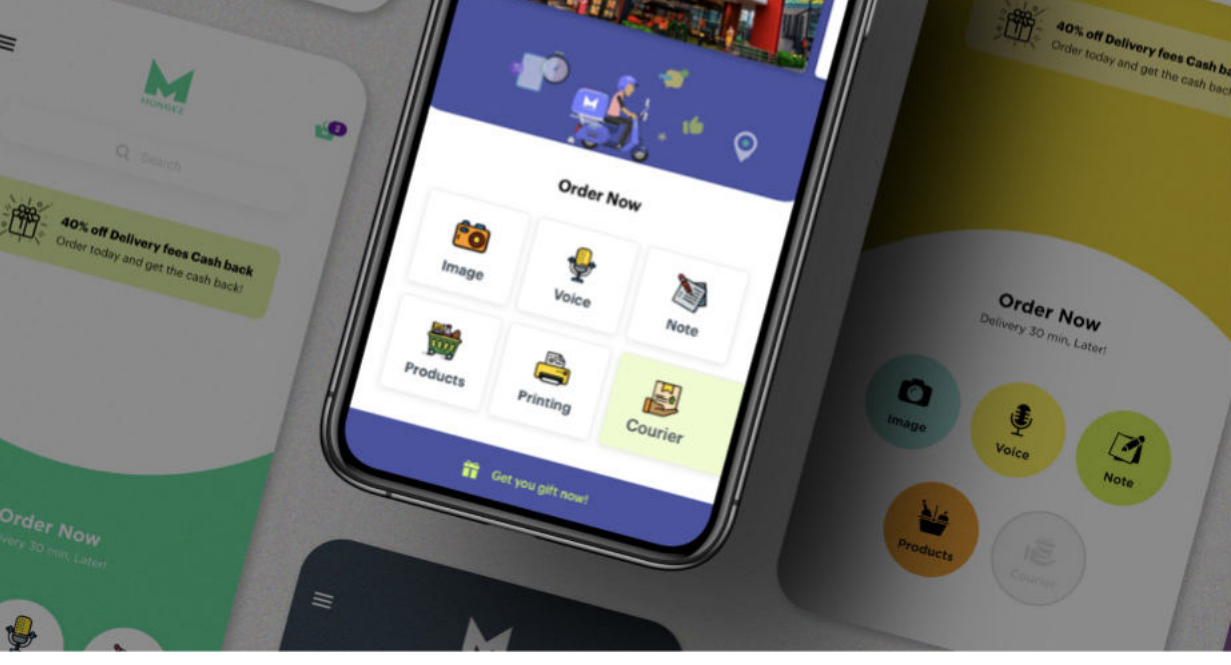
My strategy was problem-solving-driven. Based on the workshops I had with stakeholders and my own knowledge, I found the following issues:

- ✓ **Brand recognition has to be increased.**
- ✓ **Having a one-of-a-kind paradigm of interaction to convert the characteristics they envisioned for Modern visual design.**
- ✓ **Mongez app has many ordering methods and wishes to provide the flexibility option to use everything all-in-one**

I began with developing the brand identity to be more recognizable among the competitors. It went through a lot of workshops and iterations to match-make printings, cloths, and everything else.

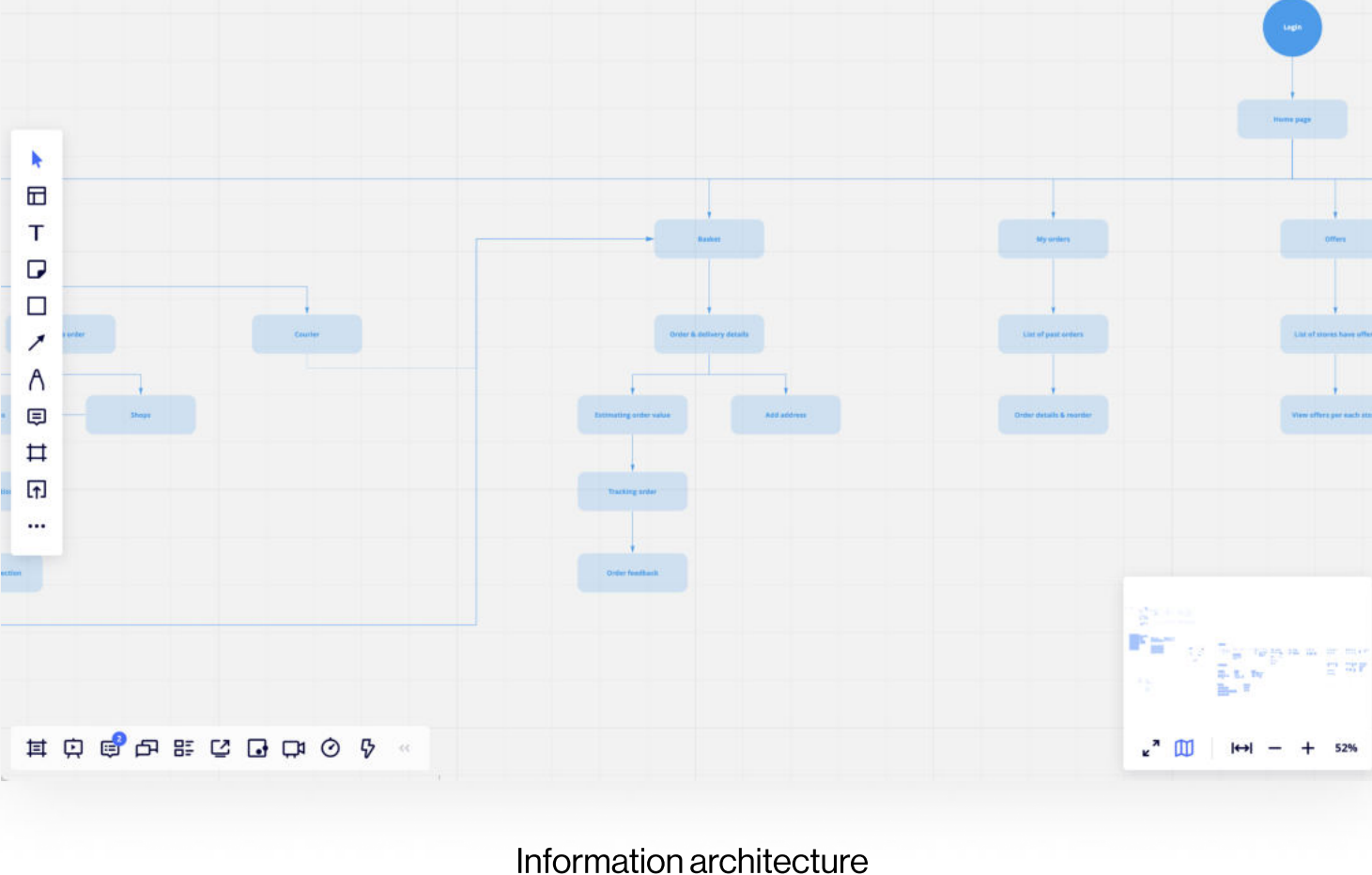


Brand color options

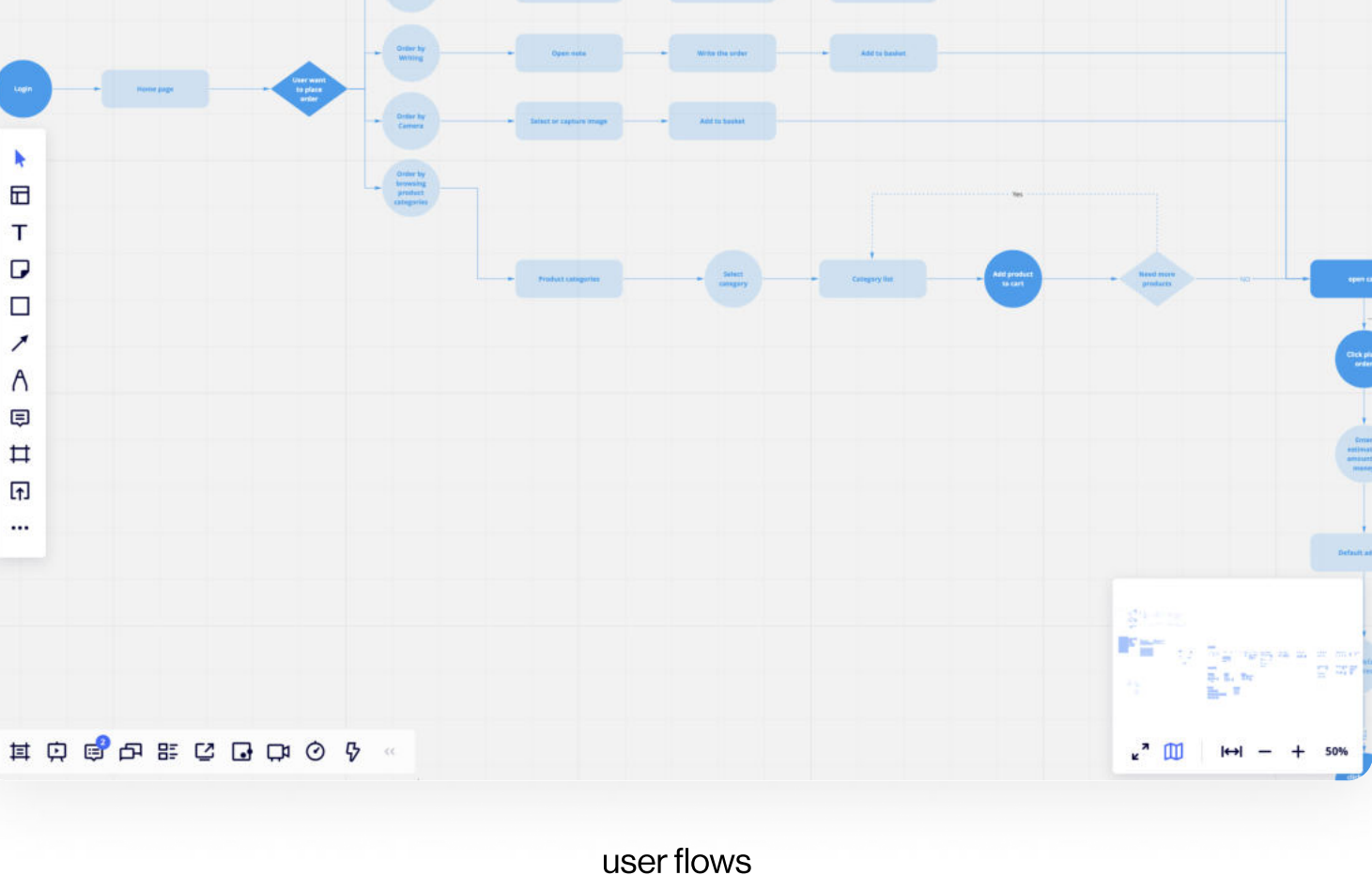


It was a hard decision because the new identity will reflect in everything in the brand. even the office looks so It took many iterations until the team made sure that they were satisfied what the decision they did.

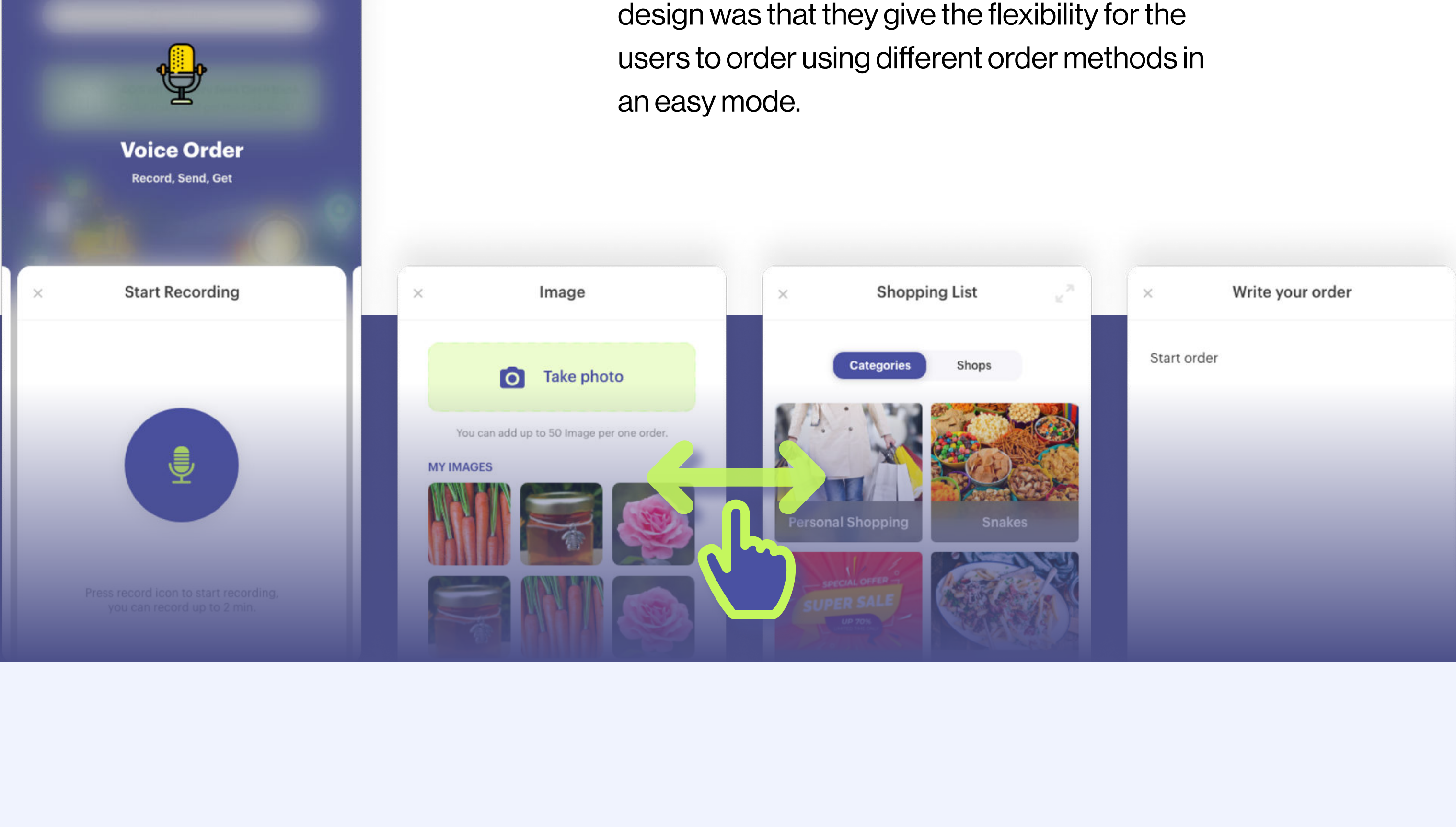
Parallel My team and I are worked on the overall user-flows to solve the main task usability problems, then worked on the information architecture for both customers and captains apps.



Information architecture



user flows

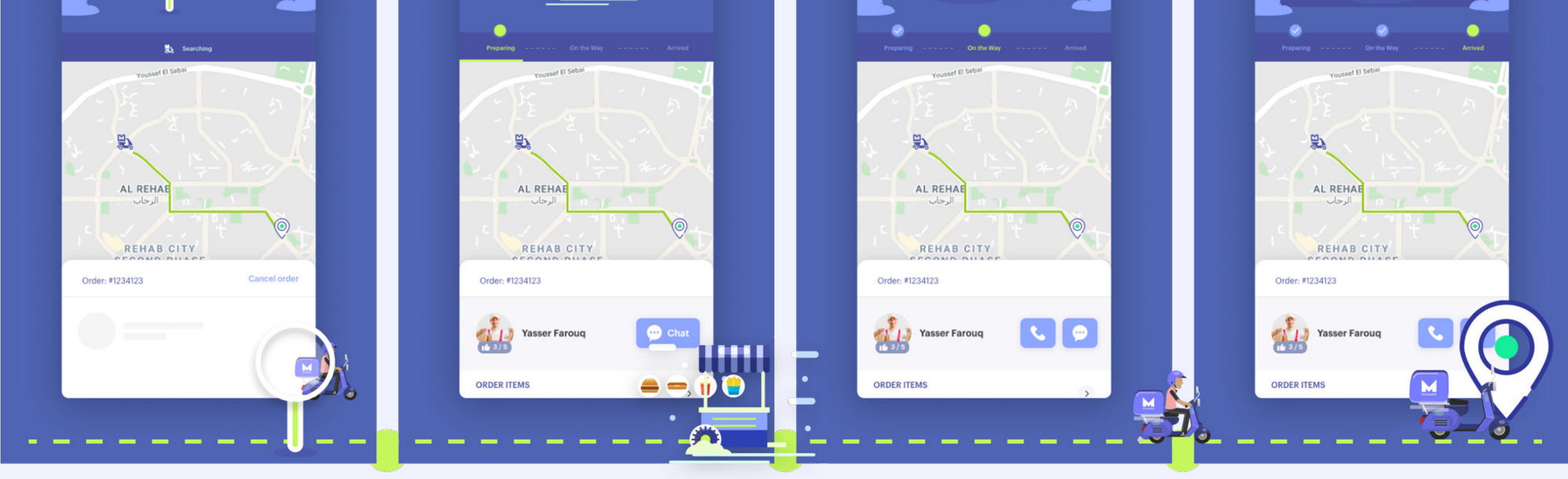


One of the highlight challenges they have and want to translate the business idea into visual design was that they give the flexibility for the users to order using different order methods in an easy mode.

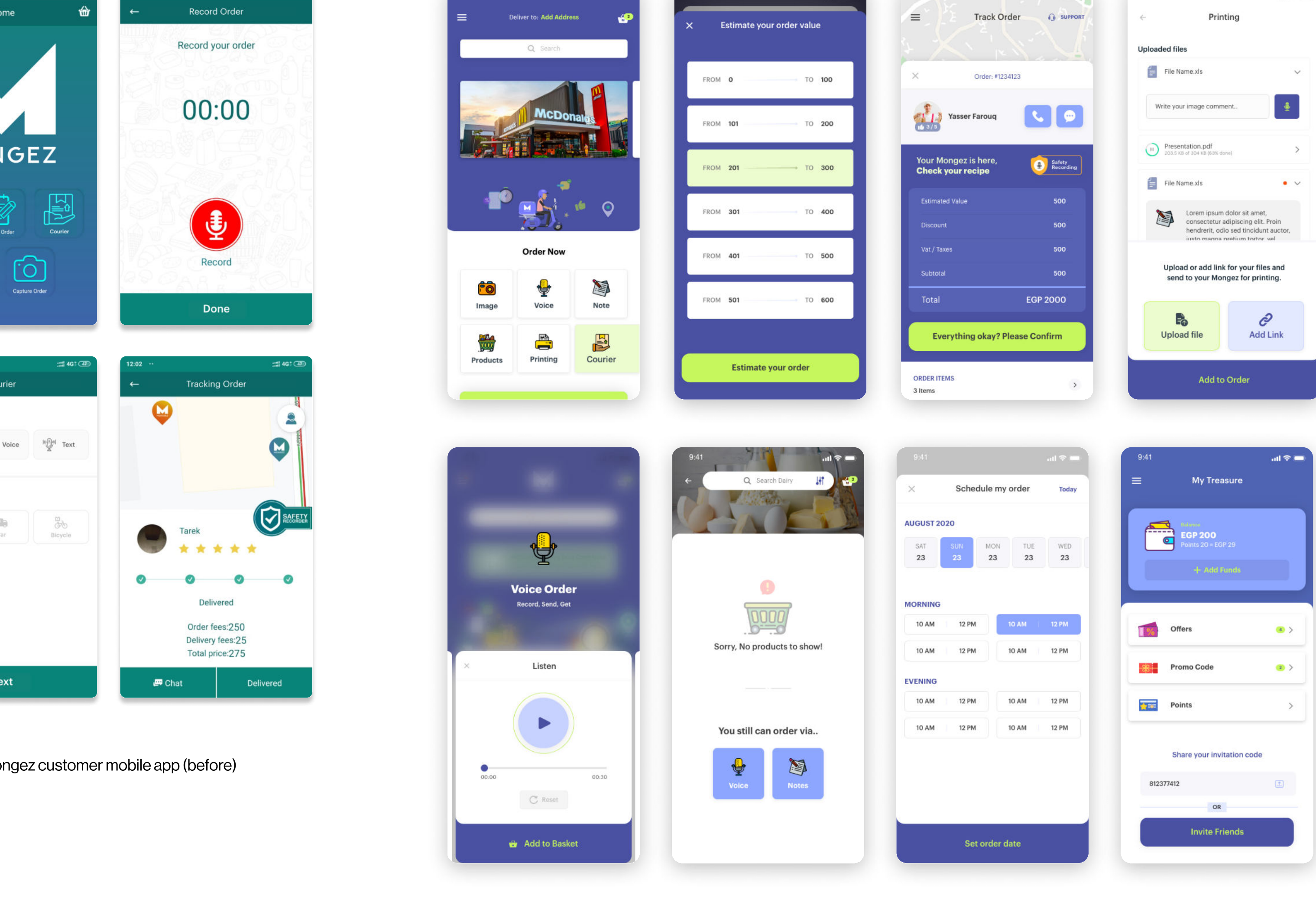
(Goal-Gradient Effect) as a Law of UX

I applied the goal gradient effect law to ensure the possibility of users completing the order.

- ✓ The closer users are to completing a task, the faster they work towards reaching it.
- ✓ Provide a clear indication of progress in order to motivate users to complete tasks.
- ✓ Providing artificial progress towards a goal will help to ensure users are more likely to have the motivation to complete that task.



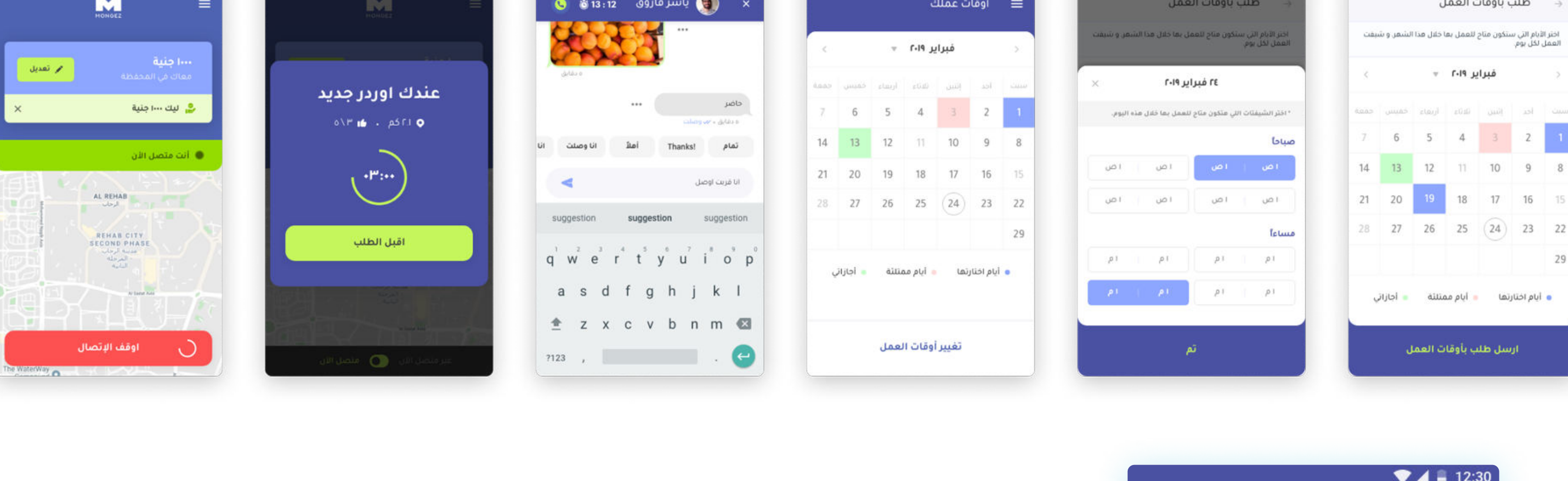
Customer mobile app (Before / After)



mongez customer mobile app (before)

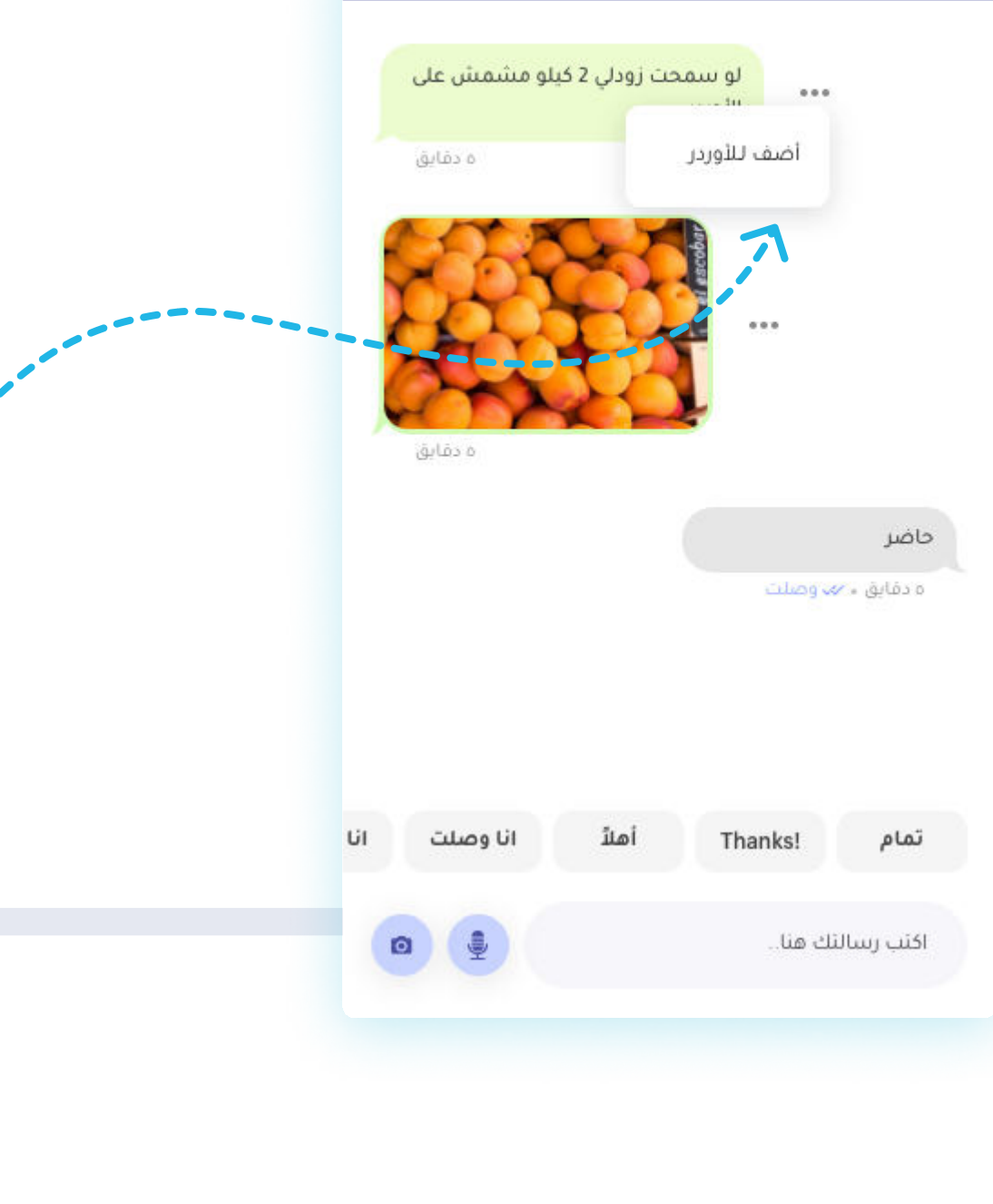
The scope of work encompassed the whole customers and workers mobile app experience. Furthermore, there is a supervisor application that manages workers workflow and customer issues.

Worker mobile app

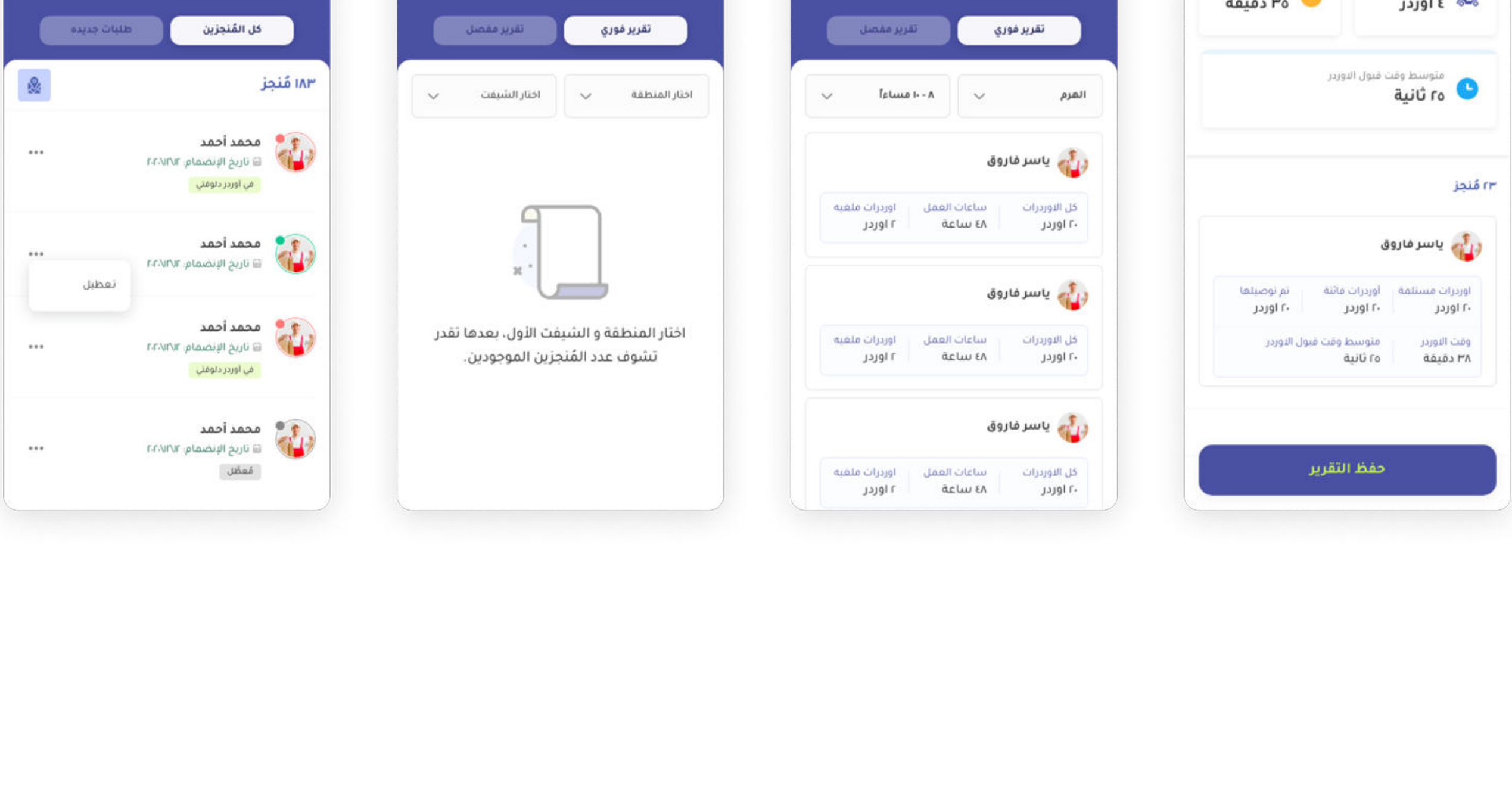


One of challenges was that in the Customers app, they have the ability to add new items to the cart from the chat room during the order timeline. The worker should accept it and add it to the main order in order to have a complete receipt and record for everything purchased.

I discovered from understanding the context of the worker behavior that workers don't have time to type when collecting things from stores, **thus the solution was quite easy - only one thumb to add the order to the main ordering list.**



Supervisor mobile app



Celebrating the official launch

About the project

Mongez is a gate to a new lifestyle starting by an on-demand delivery service, devoted to deliver any product or item to your doorsteps at any time 24/7. Our super easy application will allow you to order your daily needs while we guarantee a reliable service, accessible application, fast and safe delivery.

Client Mongez

Company TarekElsawaf,desirm

Year 2020