EMMANUEL ODOEMELAM

PORTFOLIO

Web Portfolio

FEATURED PROJECTS

Regal Flowers

Read Casestudy

About

Regal flowers is the most trusted online and walk-in fresh Flower Shop that sells and delivers luxurious fresh flowers and gifts across Lagos and Abuja, Nigeria.

Problem

Regal flowers had an inconsistent and quite outdated design, which did not allow the platform thrive in a densely populated e-commerce niche. The goal was to recreate the product interface to reach new heights.

Solution

- We declustered the homepage, improved the product page by making the Call to action (CTA) prominent and visible in the first page viewport,
- Simplified the payment process
- Created a personalised Web App, to ensure users quickly purchase products and flow effortlessly to checkout.

Effect

- Improved visual appeal
- Reduced the checkout process by **60%**
- Consistent visual language
- Improved information architecture

Contributions:

• Acted on feedbacks received after interviews with active users and analysis of existing data from google analytics and Hotjar, aimed at pinpointing drop-off zones of the current website.

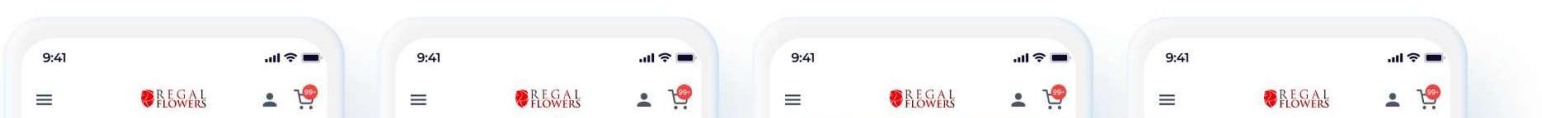
• Drove design decisions through user research findings and usage metrics analysis. Leading to the reduction in the time taken to checkout by 60% (5 steps to 3 steps)

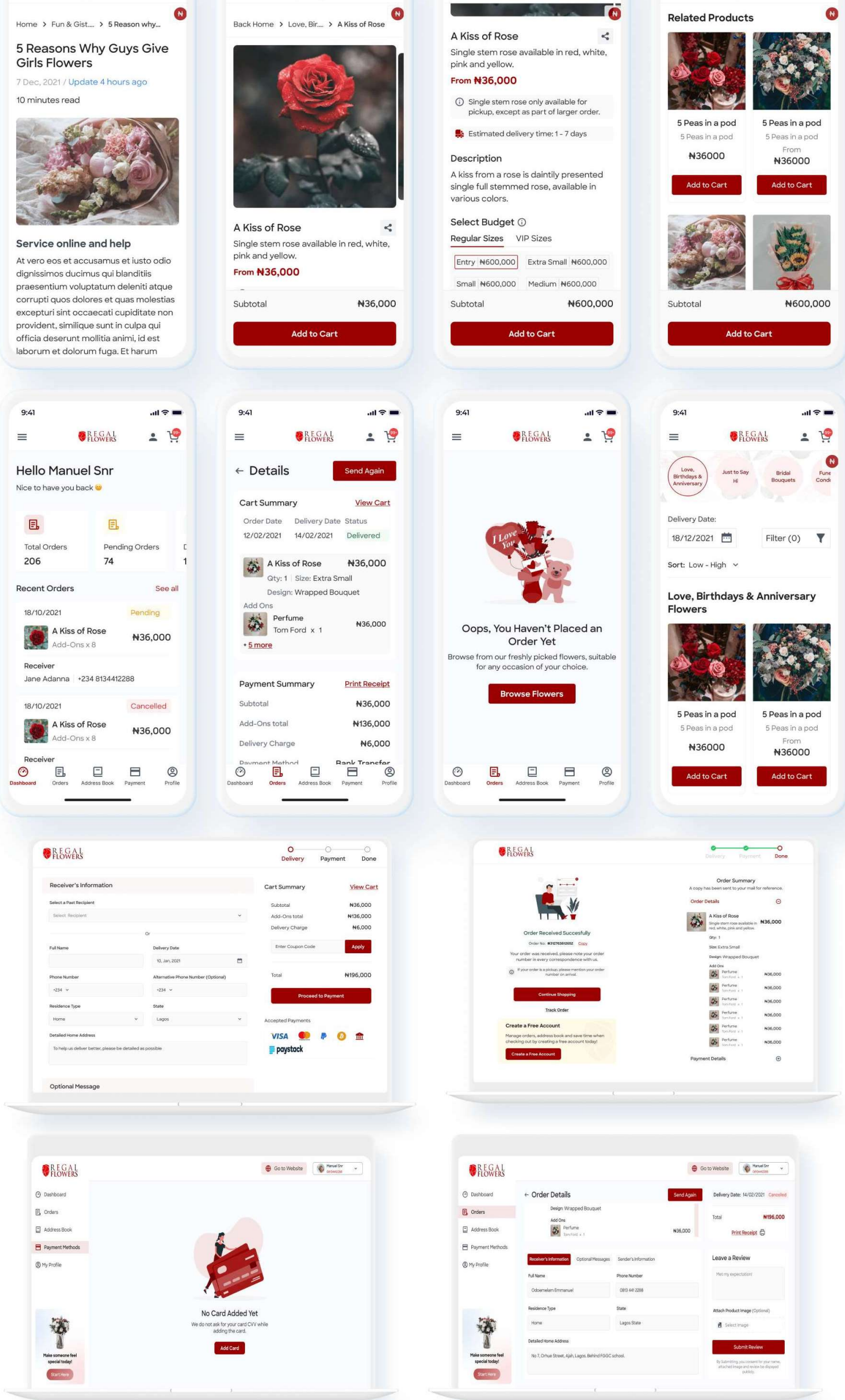
• Ensured platform-wide consistency through documentation of use cases and UI elements.

• Led UX design of the website revamp, observing technical feasibility.

• Currently working closely with the development team to ensure UI designs are implemented pixel perfect

Snapshots:




Home > Fun & Gist.... > 5 Reason why...
5 Reasons Why Guys Give Girls Flowers
7 Dec, 2021 / Update 4 hours ago
10 minutes read
Service online and help
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Back Home > Love, Bir.... > A Kiss of Rose
A Kiss of Rose
Single stem rose available in red, white, pink and yellow.
From ₦36,000
Subtotal ₦36,000
Add to Cart
A Kiss of Rose
Single stem rose available in red, white, pink and yellow.
From ₦36,000
Single stem rose only available for pickup, except as part of larger order.
Estimated delivery time: 1 - 7 days
Description
A kiss from a rose is daintily presented single full stemmed rose, available in various colors.
Select Budget
Regular Sizes
VIP Sizes
Entry ₦600,000
Extra Small ₦600,000
Small ₦600,000
Medium ₦600,000
Subtotal ₦600,000
Add to Cart
Related Products
5 Peas in a pod
5 Peas in a pod
₦36000
5 Peas in a pod
5 Peas in a pod
From
₦36000
Add to Cart
Add to Cart
Subtotal ₦600,000
Add to Cart
9:41
REGAL FLOWERS
Hello Manuel Snr
Nice to have you back
Total Orders
206
Pending Orders
74
Recent Orders
See all
18/10/2021
Pending
A Kiss of Rose
Add-Ons x 8
₦36,000
Receiver
Jane Adanna +234 8134412288
18/10/2021
Cancelled
A Kiss of Rose
Add-Ons x 8
₦36,000
Receiver
Dashboard
Orders
Address Book
Payment
Profile
Details
Send Again
Cart Summary
View Cart
Order Date
Delivery Date
Status
12/02/2021
14/02/2021
Delivered
A Kiss of Rose
₦36,000
Qty: 1
Size: Extra Small
Design: Wrapped Bouquet
Add Ons
Perfume
Tom Ford x 1
₦36,000
+ 5 more
Payment Summary
Print Receipt
Subtotal
₦36,000
Add-Ons total
₦136,000
Delivery Charge
₦6,000
Payment Method
Bank Transfer
Oops, You Haven't Placed an Order Yet
Browse from our freshly picked flowers, suitable for any occasion of your choice.
Browse Flowers
Love, Birthdays & Anniversary
Just to Say Hi
Bridal Bouquets
Delivery Date:
18/12/2021
Filter (0)
Sort: Low - High
Love, Birthdays & Anniversary Flowers
5 Peas in a pod
5 Peas in a pod
₦36000
5 Peas in a pod
5 Peas in a pod
From
₦36000
Add to Cart
Add to Cart
Delivery
Payment
Done
Receiver's Information
Select a Past Recipient
Full Name
Delivery Date
Phone Number
Alternative Phone Number (Optional)
Residence Type
State
Detailed Home Address
Optional Message
Cart Summary
View Cart
Subtotal
₦36,000
Add-Ons total
₦136,000
Delivery Charge
₦6,000
Enter Coupon Code
Apply
Total
₦196,000
Proceed to Payment
Accepted Payments
paystack
Order Received Succesfully
Continue Shopping
Track Order
Create a Free Account
Manage orders, address book and save time when checking out by creating a free account today!
Create a Free Account
Order Summary
Order Details
A Kiss of Rose
₦36,000
Payment Details
Go to Website
Dashboard
Orders
Address Book
Payment Methods
My Profile
No Card Added Yet
We do not ask for your card CVV while adding the card.
Add Card
Make someone feel special today!
Start Here
Order Details
Send Again
Delivery Date: 14/02/2021 Cancelled
Total
₦196,000
Print Receipt
Receiver's Information
Optional Messages
Sender's Information
Full Name
Phone Number
Residence Type
State
Detailed Home Address
Leave a Review
Submit Review

AMAT Now

Visit Website

About

AmatNow is a new generation e-commerce and logistics platform, aimed at bringing the best of afro continental dishes and groceries to the doorsteps of individuals in Istanbul, Turkey.

Problem	Solution	Effect
The client needed to create a platform where users can shop for african dishes and groceries easily.	Built a cusomer facing mobile application and a rider application to facilitate client's vision.	• Launched MVP in 4 months • Generated **66,000TL** in revenue, and 2700 users over the period of 3 months

Contributions:

• Carried out product research, competitive analysis, and user behavioral analysis to facilitate clients' visions.

• Effectively communicated research findings, detailed design, and design rationale both verbally and visually.

• Designed wireframes and high-fidelity screens for the customer-facing B2B mobile application.

• Synthesized user insight into feasible design decisions: deployed an MVP within 4 months

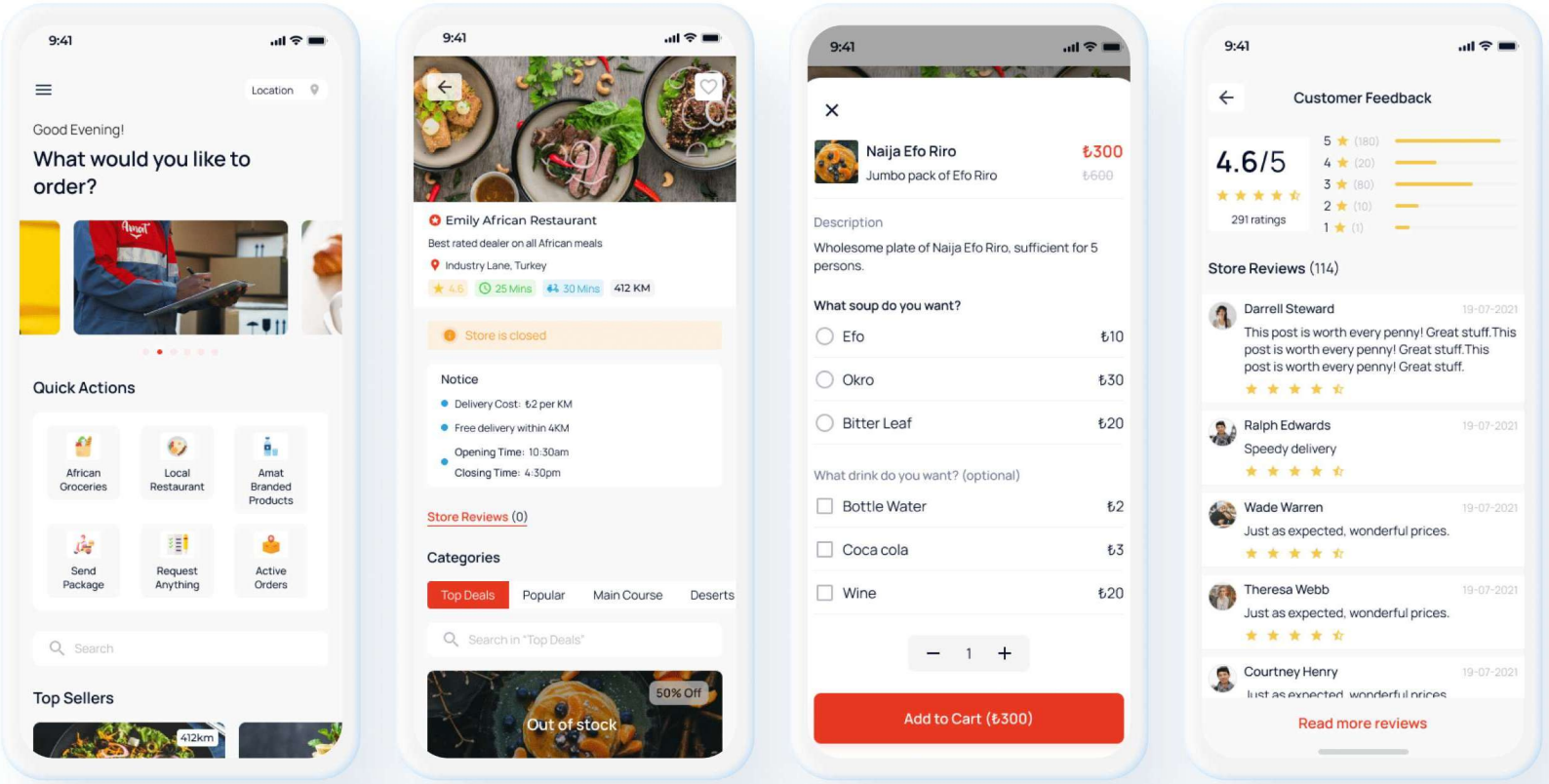
• Collaborated with stakeholders and developers to ensure that the final product adhered to standard accessibility guidelines and user privacy policies.

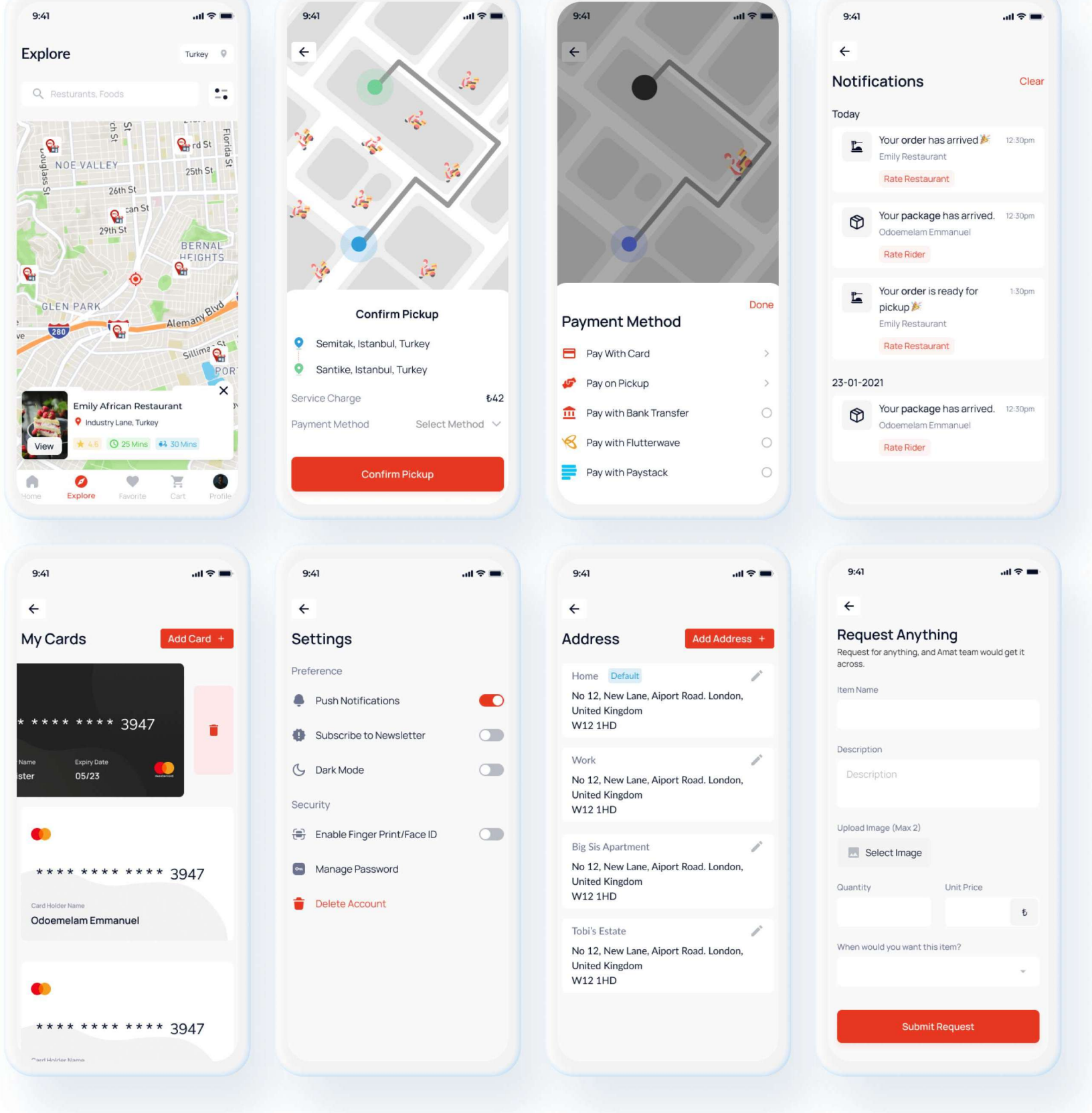
• Collaborates with the Creative and Brand teams to ensure consistency in brand execution and to share best practices, leverage company assets.

• Led design of the official company's website, leading to an increase in merchant registration by 40%.

• Developed a high-level product road map, listing out the functionalities to be completed within the broader time frames

Snapshots:





PayPadi

Read Casestudy

About

PayPadi is a mobile banking application designed for individuals who desire to perform seamless, fast, and secure transactions within or across the borders. It focuses on providing an improved, efficient, and secure mobile banking experience, and a platform where individuals can collectively save money for emergencies.

The Problem

Case 1

So i have to memorize/copy your account number before sending money to you. Really

Solutions

Send Money 🎉

Create a seamless experience for carrying out banking transactions.

Bills 💡

Target Audience

Main 👧

The GenZ (18-25years)

Over 25% of the population in Nigeria.

Secondary 👨

The Millennials (26-41 years)

Over 67million of the total population in Nigeria.

now? it's 2022 😒

Case 2

The kids school fees need to be paid by the end of the month, but I'm only paid ₦50,000 monthly, how do i solve this 😭

Case 3

Arghhh, Mom's GoTv subscription would expire next week, I'll have to go to their outlet again to renew the subscription, else mom would miss an episode of Twist of Fate

Make paying of bills instant and seamless, with minimal clicks as possible.

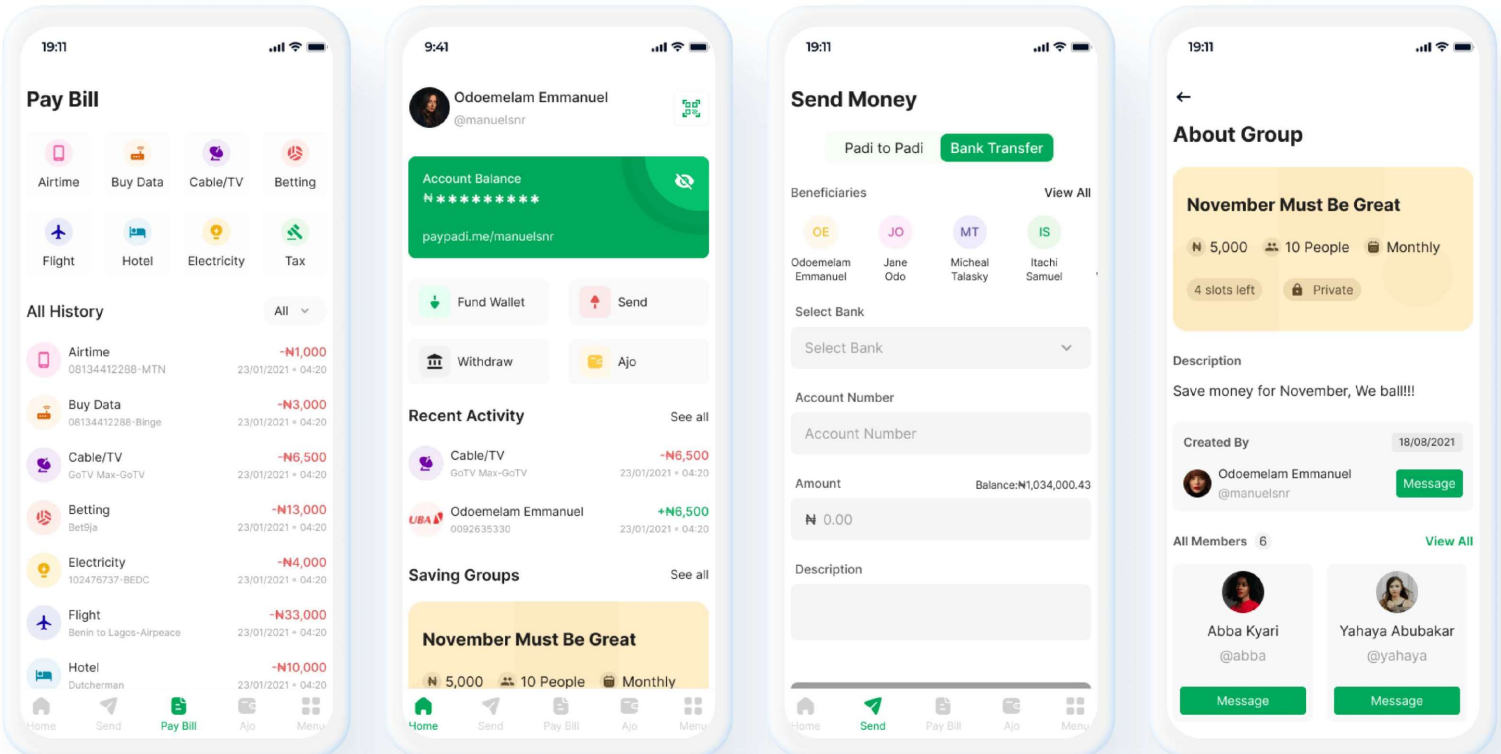
Saving 💰

Create a platform where friends can come together and save money for emergencies, while one person takes the monthly saving at a time.

Contributions:

- Conducted researches and competitive analysis on various Fintech platforms .
- Drove design decisions through user research findings and usage metrics analysis.
- Ensured all designs adhered to heuristics and accessibility
- Designed wireframes and high-fidelity screens for the customer facing mobile application,and website.

Snapshots:



Yami

Read Casestudy

About

Yami is a fintech company with unique money lending solutions. We make access to funds easier at very affordable interest rates for mobile money and bank agents.

Problem

The client needed an admin backend platform to manage the Yami customer facing product.

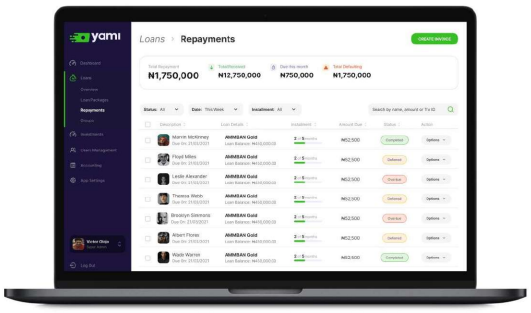
Solution

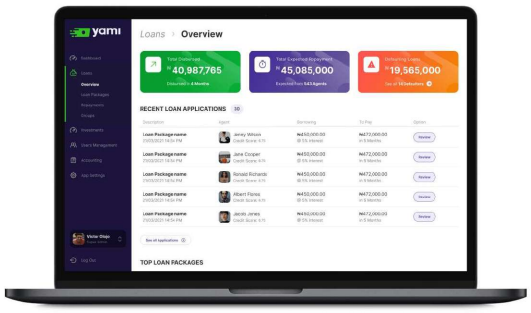
Created a comprehensive admin session, where admins can fully manage investments and loans.

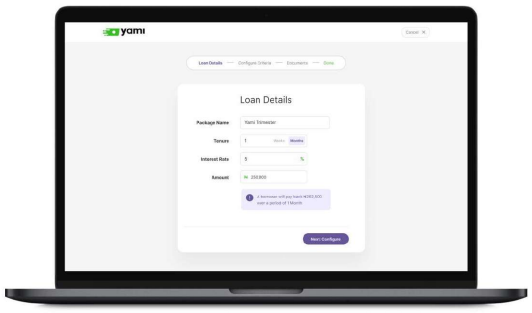
Effect

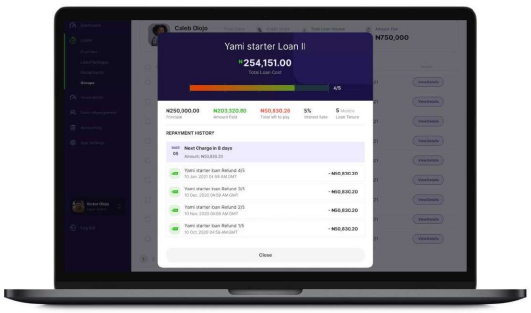
- Organized Processes
- Notable increase in processed loans
- **23%** increase in investments

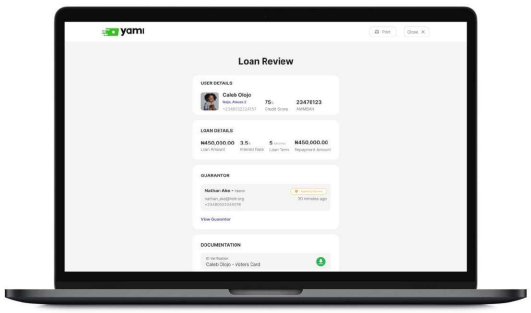
Snapshots:

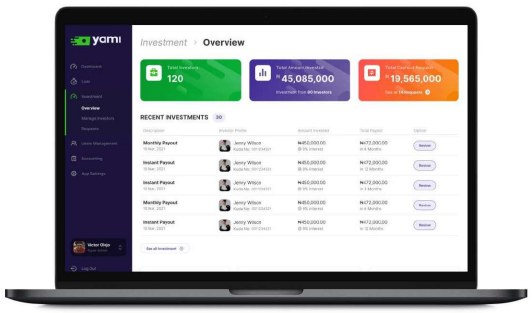


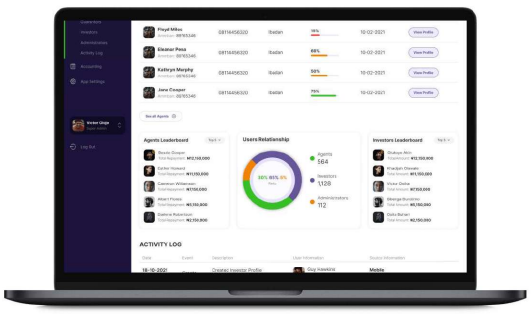


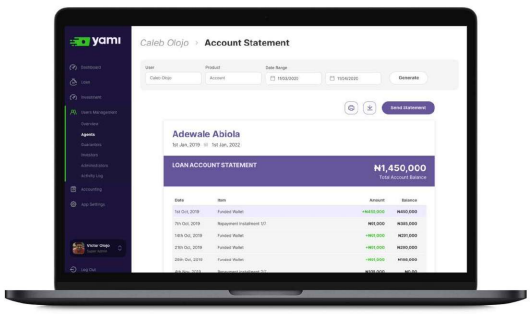


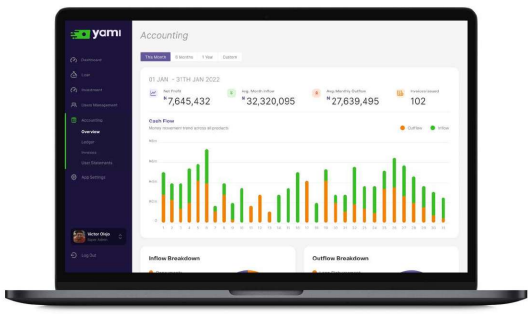












Adron Homes

Read Casestudy

About

Adron homes properties is a leading Real Estate company, founded in 2012 with over 2,000+ properties in Nigeria.

Problem

With the advancement in technology, leading to the spike in mobile phone users, Adron Homes needed to re-position themselves right at the center of their target audience.

Solution

Increase sales, customer count and improve internal coordination by providing a mobile and web platform to showcase and manage Adron Homes properties

Effect

- **30%** increase in customers
- Improved company profile standing

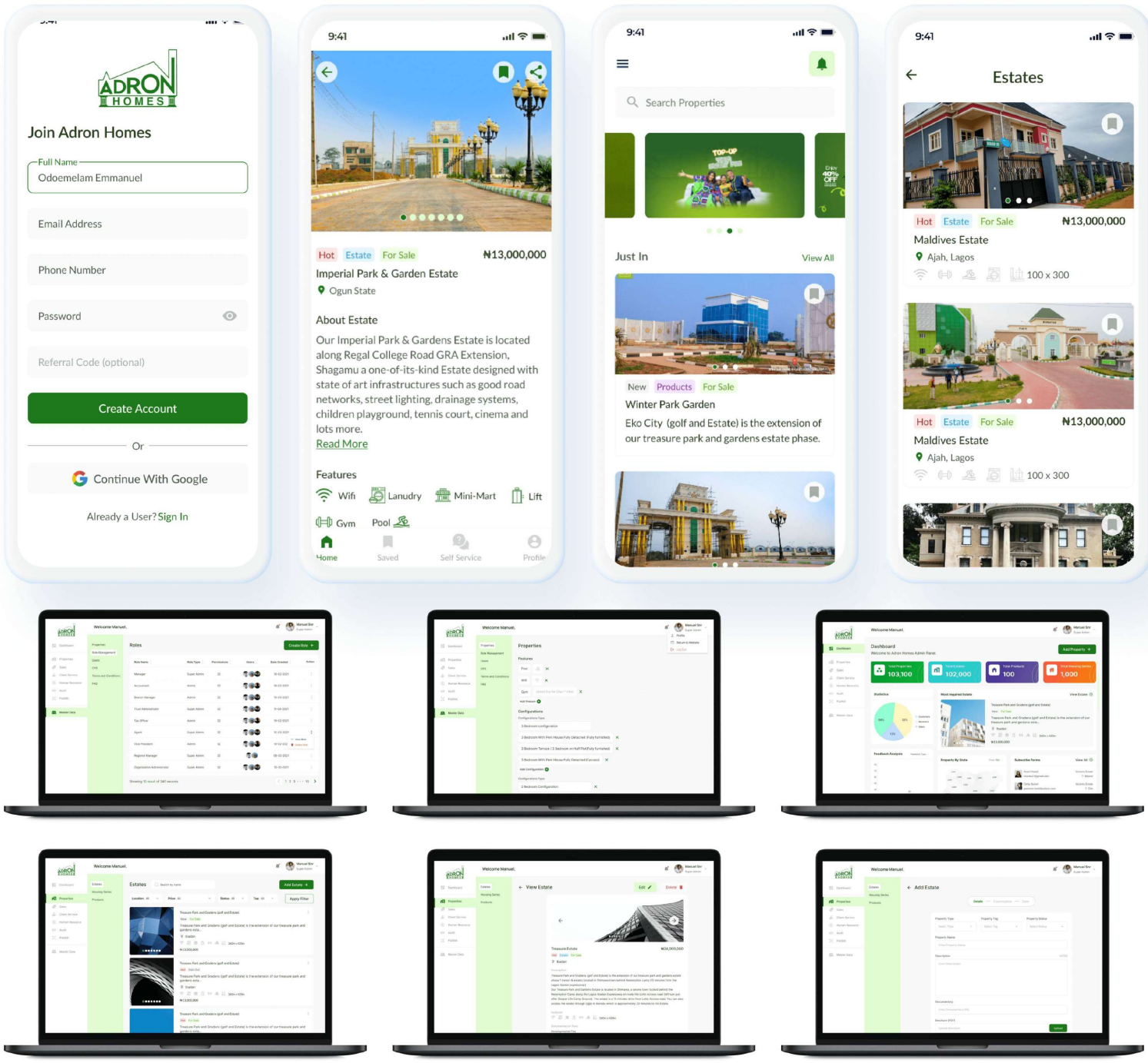
Contributions:

• Facilitated clients' product visions by researching, conceiving, sketching, prototyping, and user-testing experiences for the real estate mobile application.

• Developed high-level mock-ups, interaction flows, and prototypes to effectively communicate interaction and design ideas.

- Designed the admin dashboard for the administrative management of the mobile application.
- Established a design system to ensure consistency across products.
- Collaborated with the developers to ensure that all the designs are perfectly implemented.

Snapshots:



Vittas International

Visit Website

About

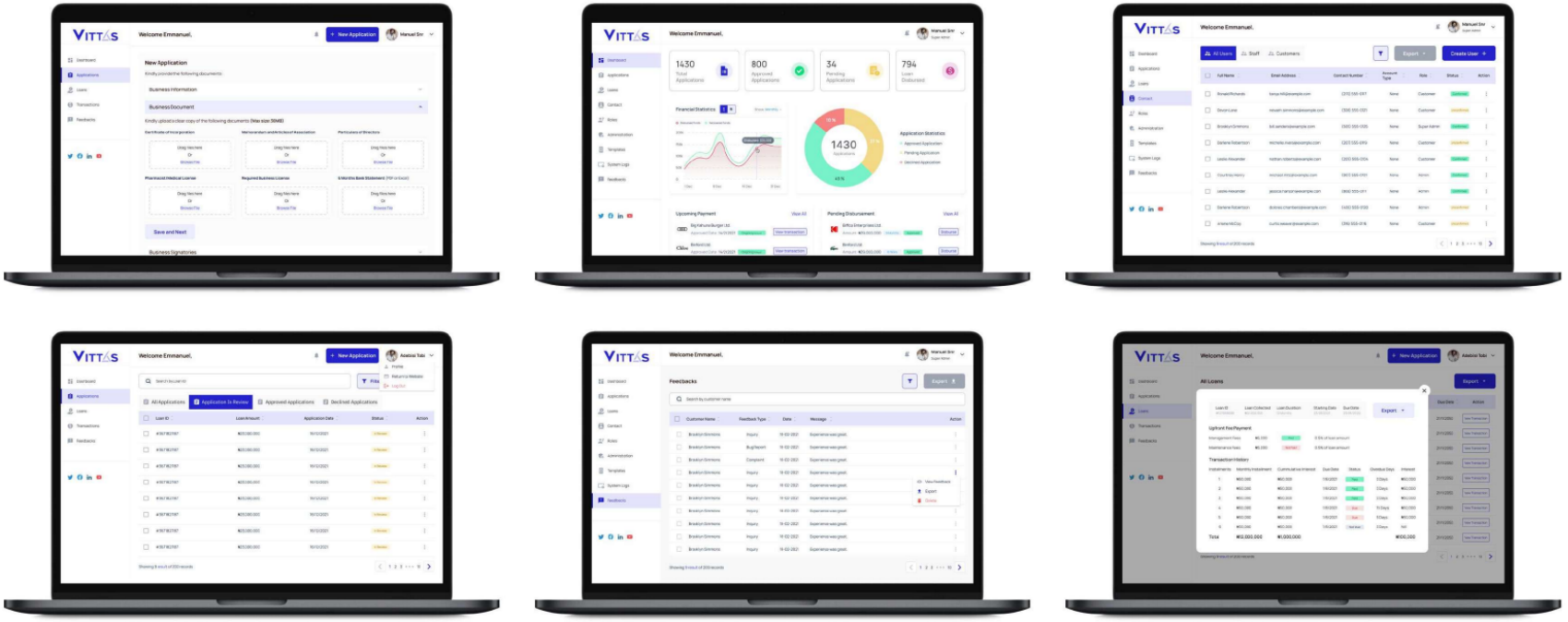
Vittas International is a leading financial platform, aimed at lending money to small and medium scale business with affordable interest rates.

Problem	Solution	Effect
Vittas International intended on bridging the gap created by the lack of funds available to small and medium scale businesses.	Created a website, customer facing Web App and admin panel Web App for Vittas SAAS platform.	• Increase in loan requests • **20%** increase in product adoption • Increase in company standing

Contributions:

• Gathered and evaluated user requirements in cross-collaboration with product managers and engineers to create wireframes, prototypes, mockups, detailed UI and visual design for Vittas financial lending system.

• Created a user flow to clearly showcase to the development team and stakeholder, the path taken by a user to complete given tasks.

• Worked closely with the development team to design and build Vittas SAAS software application observing technical feasibility.

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