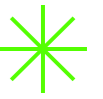


* La Guía del Taco *

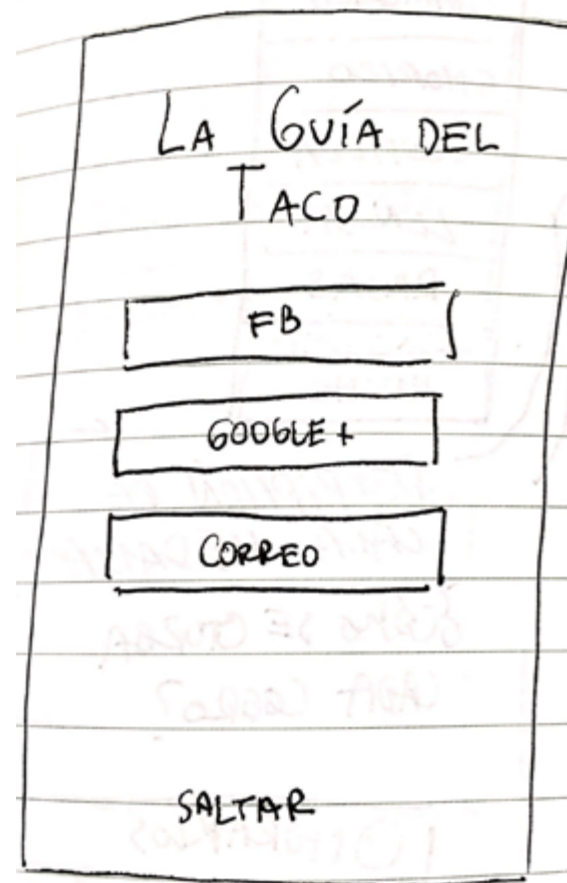
The process: concept, prototype and layouts

1.0_Concept & Sketches

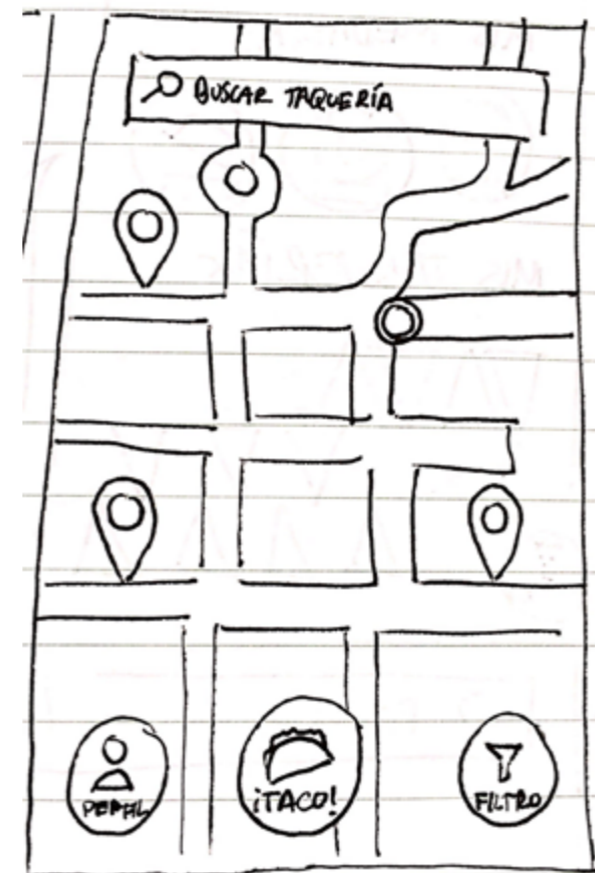


La Guía del Taco started as an internal project at Steta&Malo. It was meant to be a test to see how fast we could develop an app that monetized successfully. The core concept of the app was discussed during creative meetings and I made some initial sketches.

Core concept of the app: an app to find the closest taco places



The first sketches of the app were made with pen and paper.

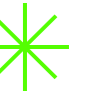


We decided that we wanted the main screen of the app to be a map with the user's current location automatically displaying the closest taco places.

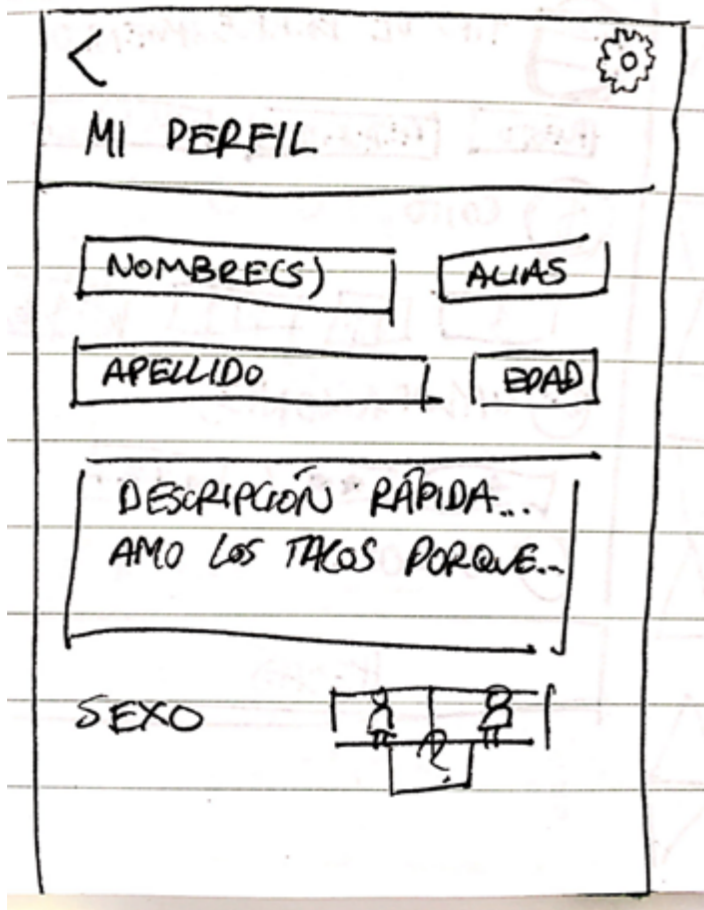


An important part of my process is taking notes along my sketches. This way I can come back to these ideas later on.

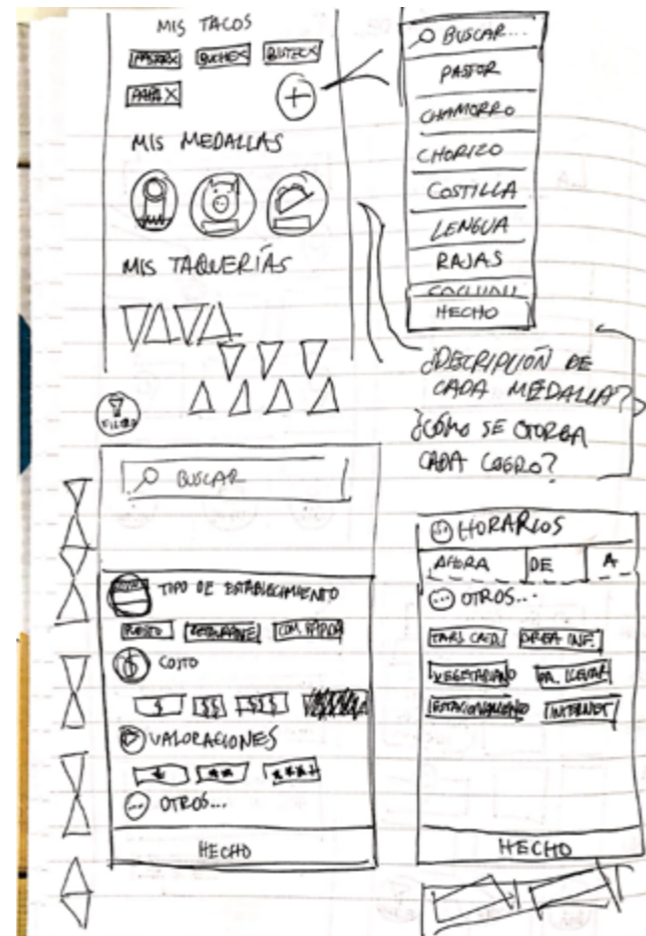
1.1_More Sketches



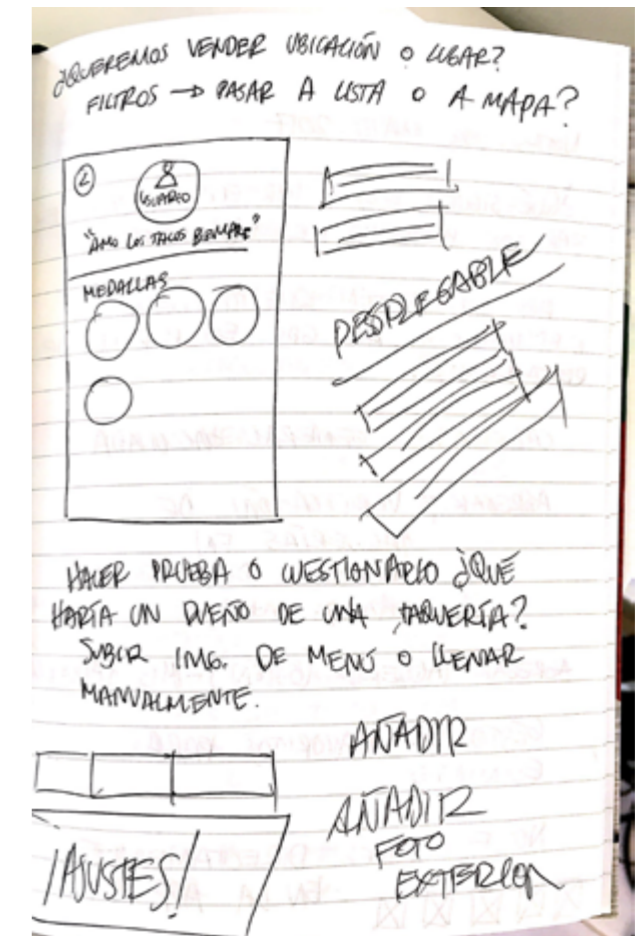
The sketching part of the process is very important because I can quickly discuss them with the team and change things without having to spend too much time remaking them. I don't focus on having beautiful designs at this stage, I want to get the main product right.



'My profile' section.

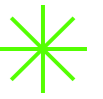


Quick and dirty: I focus on getting the basics right before going into details. I take notes and talk constantly with the team.



Some more sketches and notes. I jot down ideas and important things I want to retake in the future.

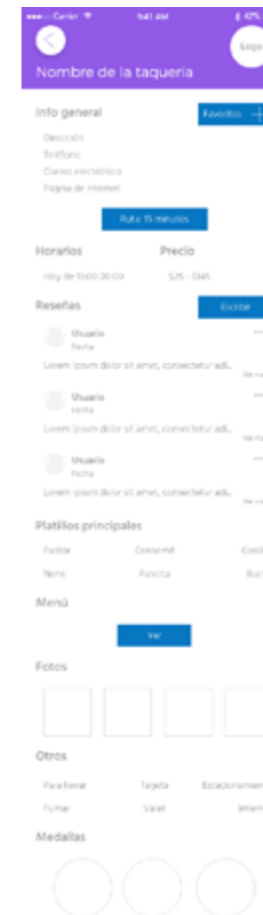
2.0_Wireframes



After sketching the main structure of the app I go to my computer and start making wireframes. At this stage I start focusing a bit more on details. Exact position of buttons, sizes of images, and how users are able to interact with the product on the digital platform. I used Adobe XD for the wireframes and prototype.



Log In screen. At this stage we hadn't decided which were the social media options we were going to use. On the bottom we make the onboarding easier by giving the option to skip sign in to start right away.



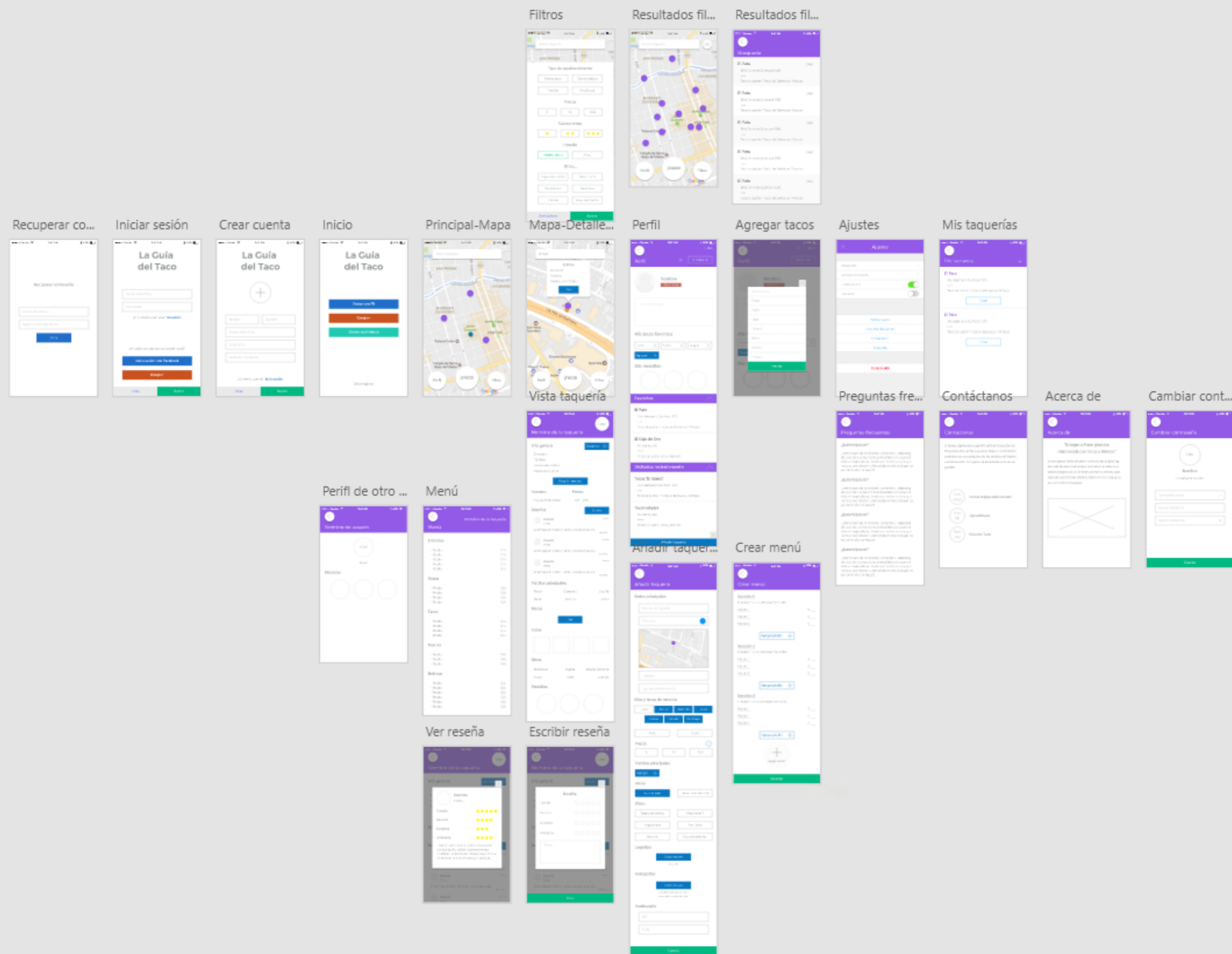
Taquería view: the structure of the app consisted of a static header and a scrollable body.



We used popups in the cases where there was related content to show on certain sections.

ARTBOARDS

- Recuperar contraseña
- Cambiar contraseña
- Acerca de
- Contáctanos
- Preguntas frecuentes
- Mis taquerías
- Ajustes
- Perfil de otro usuario
- Menú
- Crear menú
- Resultados filtros lista
- Ver reseña
- Escribir reseña
- Resultados filtros
- Vista taquería
- Iniciar sesión
- Crear cuenta
- Añadir taquería
- Filtros
- Agregar tacos
- Perfil
- Mapa-Detalle restaurante
- Principal-Mapa
- Inicio



20%

Repeat Grid

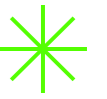
W 0 X 0

H 0 Y 0

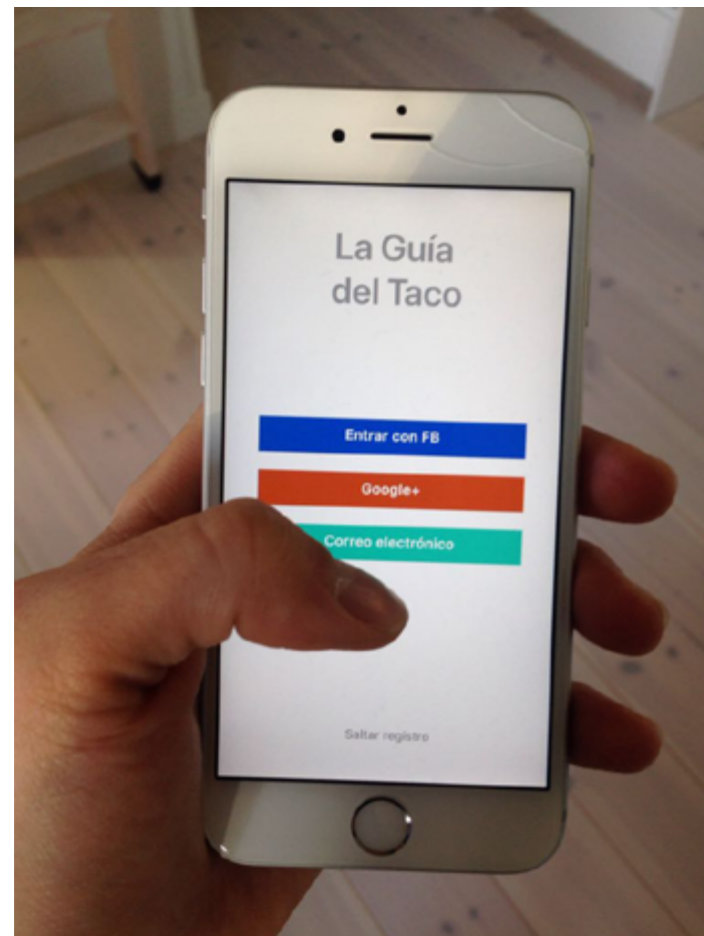
APPEARANCE

Opacity

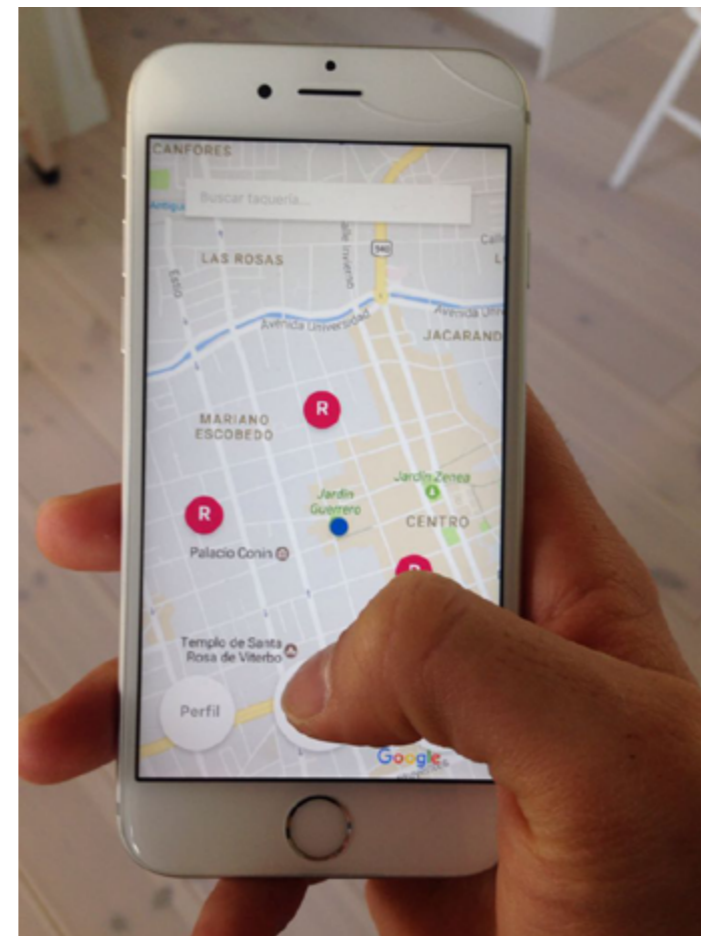
3.0_Prototype Testing



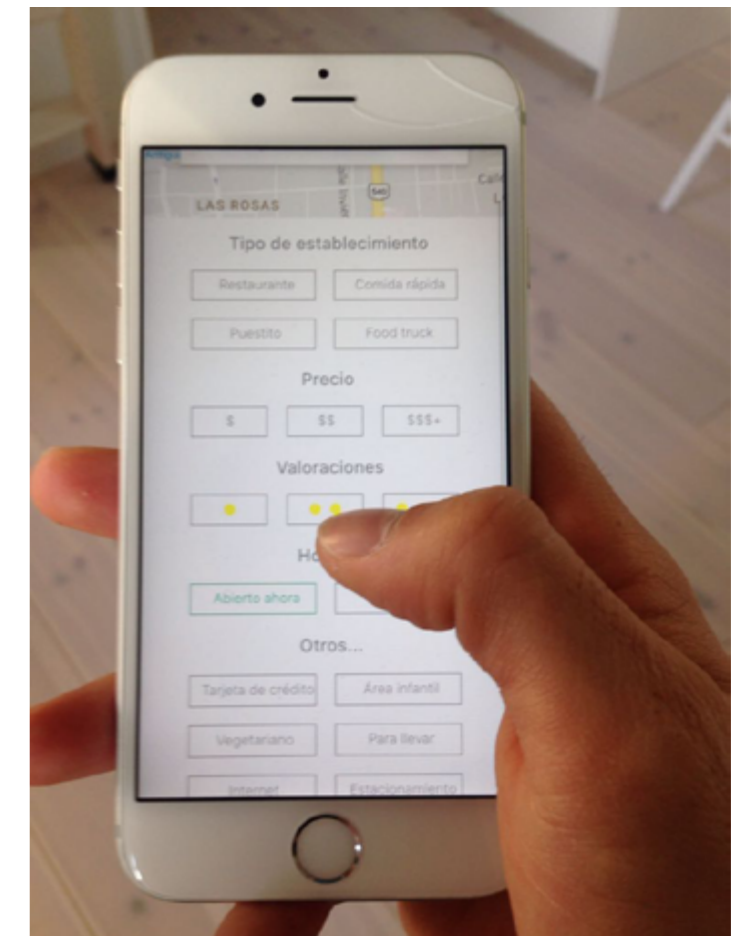
With Adobe XD I was able to make a prototype with simple interactions to test the usability of the app: from a smooth onboarding to simple task completion. I was interested in analyzing how users interacted with the app when asked to perform specific tasks and also without any kind of instruction.



It's very easy to make a simple prototype with XD. I was able to make tests with people from the company and with outsiders.

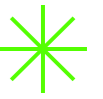


It was really interesting to see how people used the app. I analyzed this and made changes accordingly.

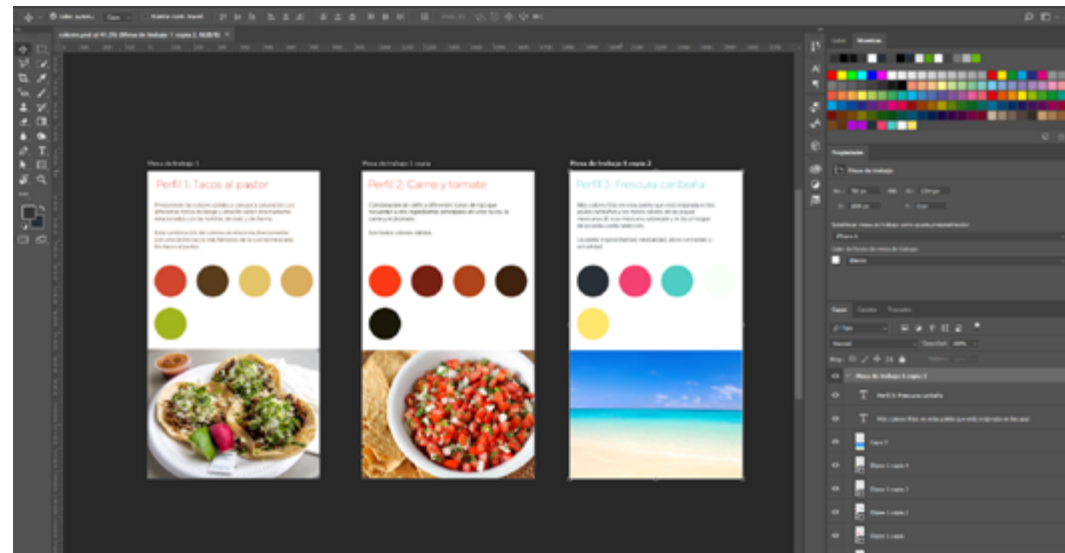


It's in the details: there were things we thought people were going to use a lot but with the tests we discovered this wasn't the case. Making assumptions is an inevitable part of the process but it's important to test them.

4.0_Defining Style



After the user tests with the wireframe prototype I started looking into the look and feel of the app. What will stand out and make users feel they are in a food app? I made some research with other food apps and food websites and found two important elements: photographs are really important and color is key to creating the correct atmosphere.



When choosing the colors I based the choice on Mexican traditions and food. I also looked into the natural beauty of the Mexican nature.

Colores de La Guía del Taco



#292f36



#f44072



#4ecdc4



#f7ff7



#ffe66d



#d3d3d3

Tipografía

Títulos de sección

Montserrat Light / 18 y 20 pt

Títulos y cuerpo

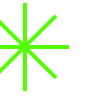
Hind Light/Medium/Semibold /
12, 14, 16, 18, 20 pt

After choosing the color palette I also chose a couple of fonts that were readable and went well together. I used the Font Pair online tool to get some ideas.



Another important part of the project was coming up with a visual identity of the brand. This was a job well done by another designer in the Design team at Steta&Malo.

5.0_Layouts



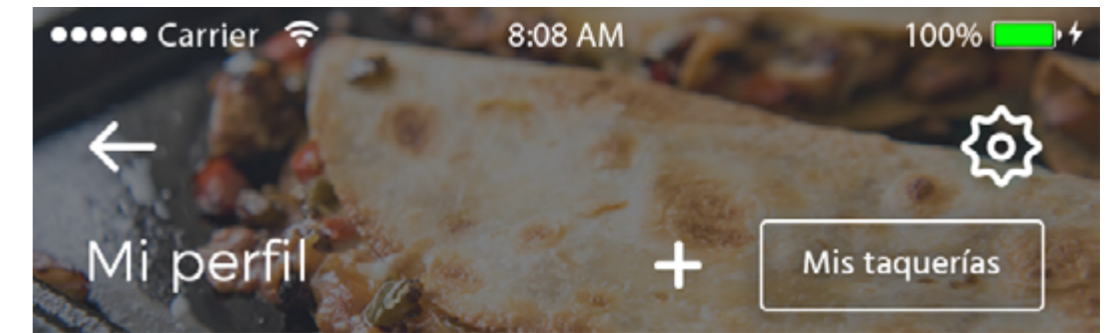
The final stage before implementation was creating the layouts of each and every screen with the visuals already implemented. I applied a minimalistic approach with some influences from material design and some of the apps I researched. The iconography for the buttons was created by me based on the brand identity.



Icons designed by me. These are the main buttons of the main view. You can also see I applied some material design to the 'floating' buttons.

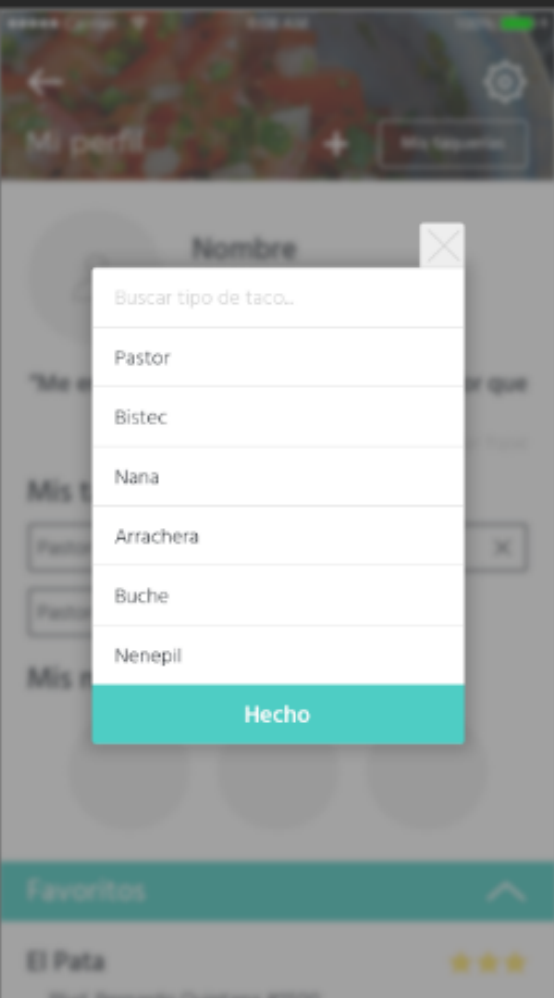


The use of gradients can be seen throughout the app. It's not only trendy but also creates a warm atmosphere that unconsciously makes the user comfortable and hungry.

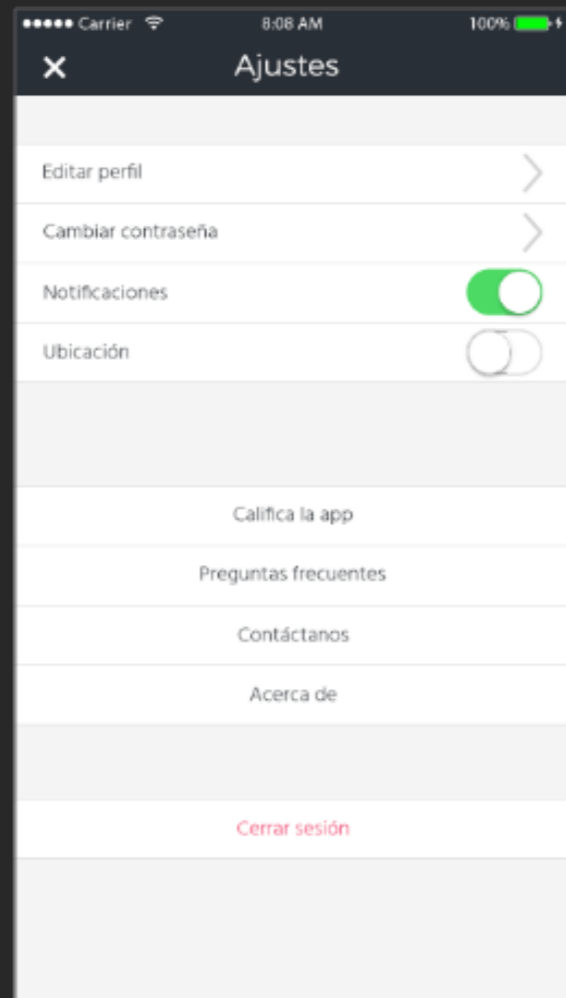


Photography is an important part of the app. Every section has a header with food photographs. Hungry yet?

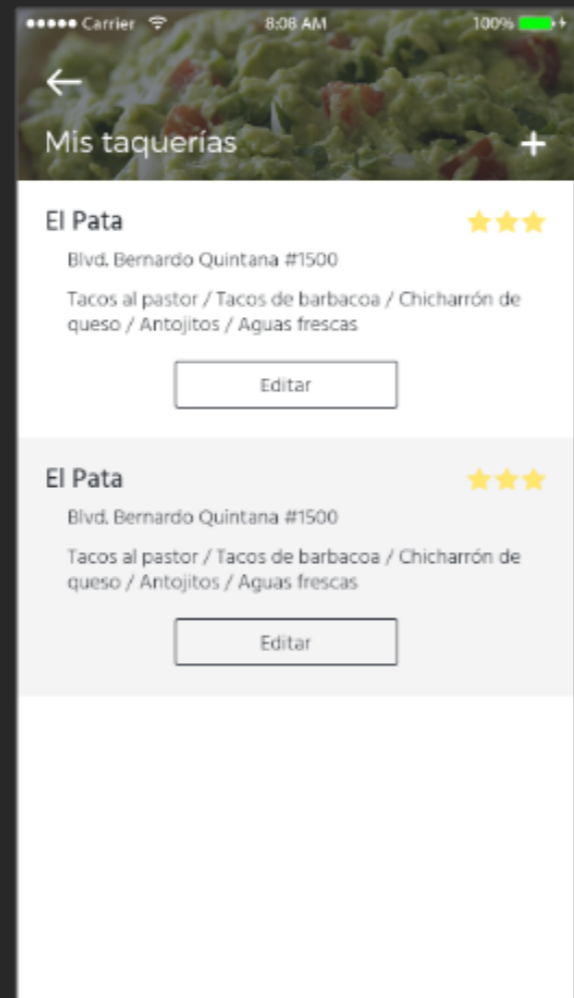
11_agregar_tacos_popup



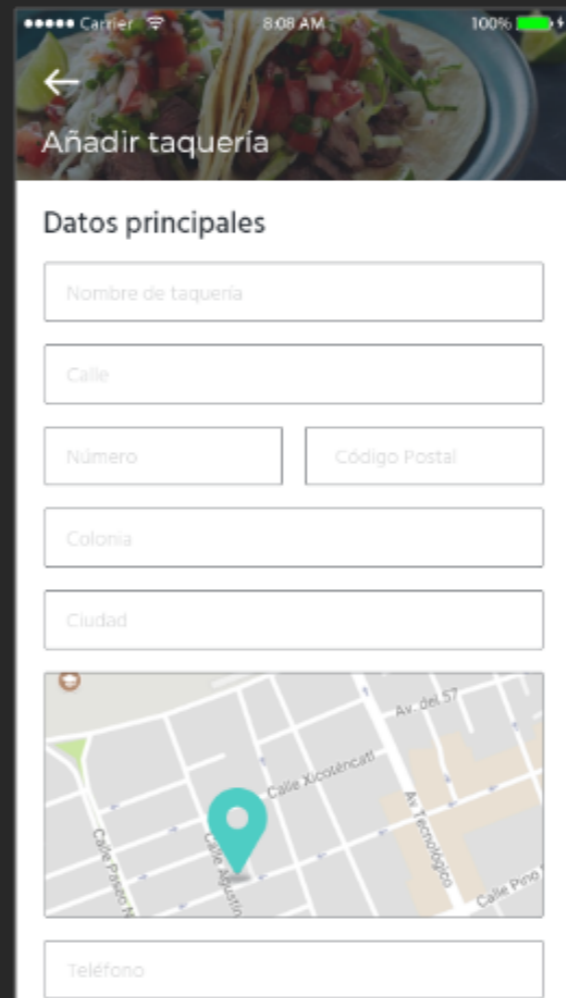
12_ajustes



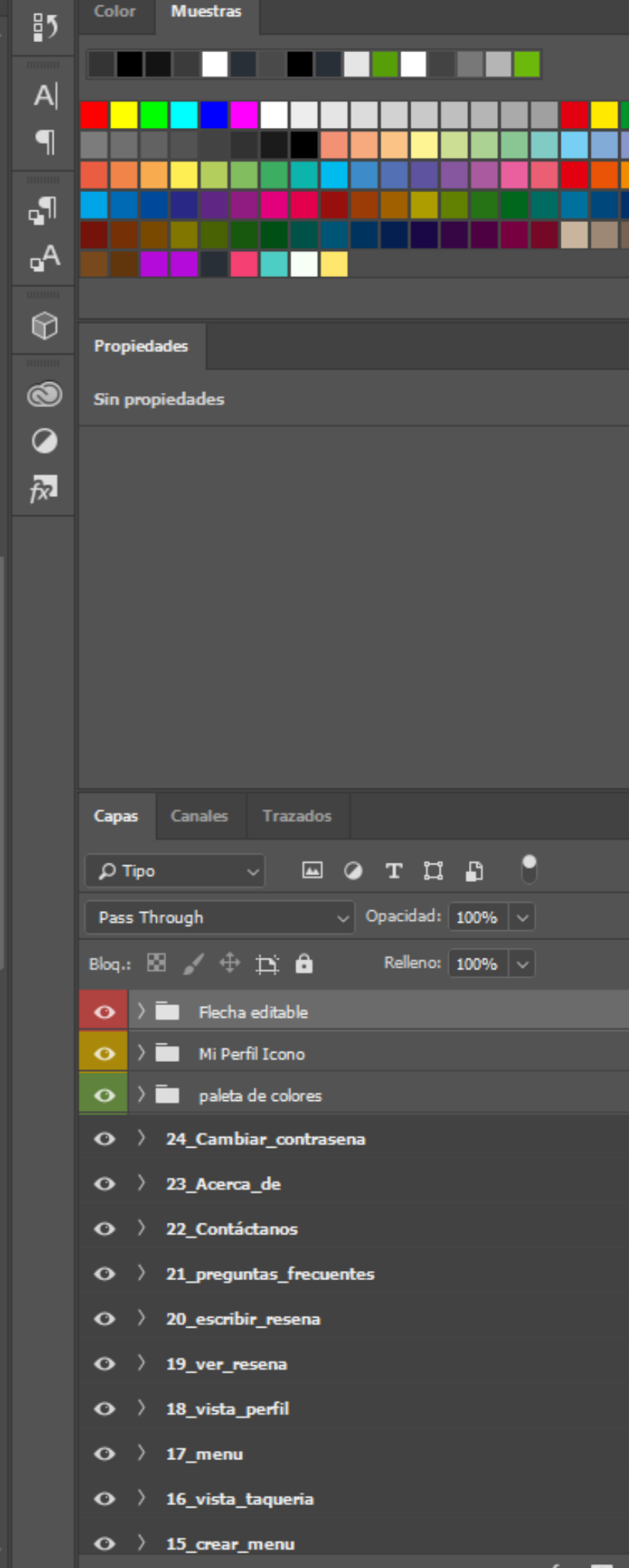
13_mis_taquerias



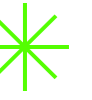
14_anadir_taqueria



15_crear_menu



5.1_Interactions



Every button has an interaction. Every interaction has a meaning. I created an interaction guide for every single button of the app. I shared this with the developers so that they had a guide with specifications: from color change to size modifications. Pixel perfect.

Manual de botones e interacciones de La Gu
(usar archivo PSD de layouts como referi

Encabezados
Flechas atrás registro (pantallas: 2,3,4)
Estado normal (100%) Estado presionado (80%)
Flechas encabezado (pantallas: 9, 10, 13, 14, 15, 16, 17, 18, 21, 22, 23, 24)
Estado normal (100%) Estado presionado (80%)
Botón ajustes (pantalla 10)
Estado normal (100%) Estado presionado (80%)
Botón 'Mis taquerías' (pantalla 10)
Estado normal Estado presionado

Redes sociales y correo
Facebook (pantallas: 1, 3)
Estado normal (fondo: #3b5998)
Estado presionado (fondo: #333878)
Google (pantallas: 1, 3)
Estado normal (fondo: #4285f4)
Estado presionado (fondo: #2e5daa)
Correo (pantalla 1)
Estado normal (fondo: #4ecdc4)
Estado presionado (fondo: #2e8b57)

Botón buscar (lupa) (pantallas: 5, 6 y 8)
Estado normal (color: #d3d3d3)
Estado presionado (fondo: #4ecdc4)

Botón flecha (pantalla: 12)
Estado normal (color: #d3d3d3)
Estado presionado (color: #a1a1a1)

Mi perfil y filtros (pantallas: 5, 6 y 8)
Estado normal (100% c/ sombra) Estado presionado (90% s/ sombra)
¡Taco! (pantallas: 5, 6 y 8)
Estado normal (100% c/ sombra) Estado presionado (90% s/ sombra)
Hecho (corto) (pantalla: 7)
Estado normal Estado presionado

Estado presionado (fondo: #4ecdc4)
Estado normal (borde b estrellas 4)
Filtro
Abierto
Estado (borde y text
D
Desconectar
Estado nor (fondo: #f4
Bot
Guarda
Agrega
Estado (fondo: #
Botón bo