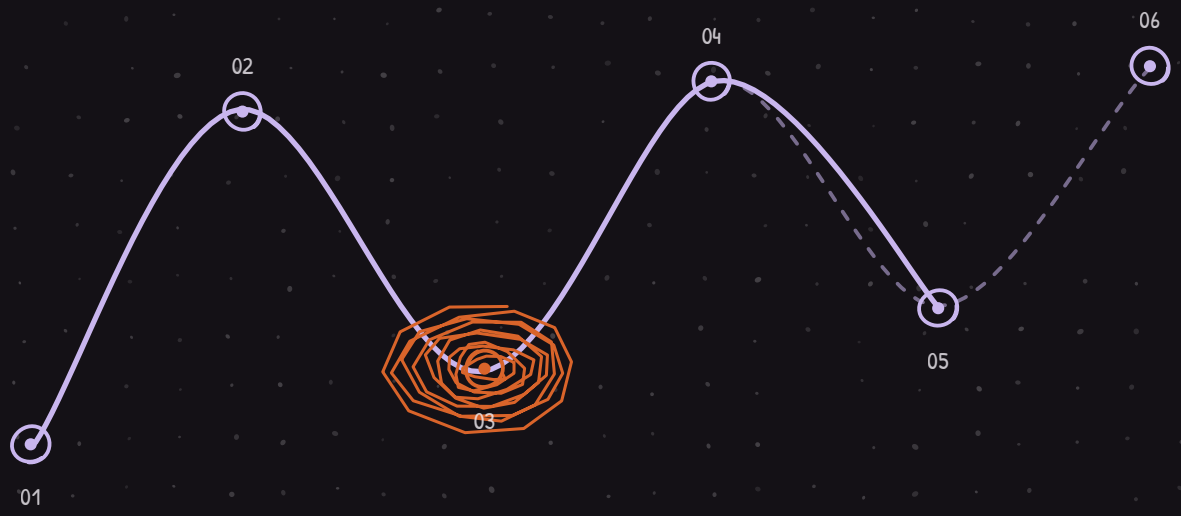
SERVICE & EXPERIENCE DESIGNER

Jessica Issa



01 · NOTICES A PROBLEM
Something in a service doesn't work.

02 · LOOKS FOR HELP
Finds a page, a form, a phone number.

03 · GETS SENT SOMEWHERE ELSE
Three teams, no shared view.

04 · TRIES AGAIN
Repeats the story from the start.

05 · GETS AN ANSWER
It works, eventually.

06 · THE SERVICE LEARNS
Evidence feeds the next fix.

Services and digital products, from the systems behind them to the experience people have.

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I design services and digital products, from the systems behind them to the experience people have.

At a council I lead work on digital inclusion, case handling and the digital platform review. Before that I built a restaurant brand and its digital presence, and led the handover of a franchise group. I also design interfaces and brand systems in my own time.

I built an AI-assisted readability tool that is now shaping content across three programmes, and Map, Trace, Test, Transfer, a method of my own for working through complex systems. I like work that starts with how people actually behave, and ends with something that ships.

Good design is easy to use and just as easy to run. I try to get both right.

EXPERIENCE

North East Lincolnshire Council

Service Designer · September 2025 to present. Leading service design on the Digital Inclusion Programme, Regulatory Change Programme and Digital Platform Review.

GTB, Dubai

Lead Brand & Digital Designer · November 2018 to December 2024

Moora Foods

Strategic Operations Consultant · December 2022 to June 2023

Mango, Barcelona

Retail Service Designer · September 2021 to July 2022

SEAT Innovation & Anima Design

Service & Experience Designer · September 2020 to July 2021

EDUCATION

Bachelor of Arts (Hons), Business Design

Istituto Europeo di Design, Barcelona. First Class Honours.

Bachelor of Arts, Honours

University of British Columbia, Vancouver.

SPEAKING

Connected Britain · Sept 2026

Keynote, Regional Development Stage. Digital Inclusion Phase III: Behavioural Systems Mapping, with DSIT.

SOCITM · May 2026, Leeds

Digital Inclusion Programme, Phase II.

Seven projects: three in local government and four commercial.

PUBLIC SECTOR · CONFIDENTIAL, RECREATED AND SIMPLIFIED

01	Digital Inclusion Programme	Social Policy & Inclusion	Sept 2025 to Present	04
02	Environmental & Regulatory Services Change Programme	Regulatory & Enforcement	Sept 2025 to Present	07
03	Digital Platform Review	Public Sector Digital Platform	Nov 2025 to Present	10

COMMERCIAL AND PERSONAL WORK

04	GTB · Brand & Digital Build	Food & Beverage	2018 to 2024	13
05	Moora Foods · Franchise Transition	F&B / Franchising	2022 to 2023	15
06	Mango · Experiential Retail	Fashion / Sustainability	Sept 2021 to Jul 2022	17
07	SEAT × Anima Design	Automotive / Gen Z Digital	Sept 2020 to Jul 2021	19

Digital Inclusion Programme

CLIENT
North East Lincolnshire Council

ROLE
Lead Service Designer

SECTOR
Social Policy & Inclusion

YEAR
Sept 2025 to Present

Lead service designer, research to internal tooling. With a multidisciplinary team of six across Data, ICT, research and Children's Services. September 2025 to now, in Deliver.

A 2021 digital exclusion discovery fizzled out before anything shipped. In 2025, after the Government's action plan, we restarted it.

The inclusion webpages had not been updated since 2022. Links were broken, support routes had closed, and nobody owned delivery. Past initiatives had low uptake. Digital skills were treated as the whole problem, and residents were being sent to help that no longer existed.

OUTCOME

A skills problem is now treated as a structural one. Four prototypes are in pilot, and a plain-language tool is being tested for council-wide use.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

What I did, and why.

MY ROLE

I led the project from start to finish. I designed and facilitated every resident workshop myself, about 80 residents in total, plus a 140-staff session and a separate staff workshop of about 45 people that produced 22 user stories.

I turned the research into six insights, a storyboard, an actor behaviour map, personas and a sprint action plan. I gave more than 14 presentations, starting with the CEO and Directors, then ADs and their managers, then individual teams. I have presented the work at SOCITM and, with DSIT, at Connected Britain.

On the DSIT work in Waltham, I joined as the service designer, ran interviews and mapped the findings on Miro.

01

I treated it as structural exclusion.

The council could have run another skills programme. I chose to fix the structure, because residents told us they were shut out by unclear information, hidden offline steps and fragile confidence. Skills were not the main barrier.

02

I kept the programme focused.

When requests came to fold in children's services and to revive a defunded language programme, I said no. I chose depth over breadth, because neither had evidence it would change an outcome. The aim was to change one outcome properly, not to make the numbers look good.

03

I met people where they were.

Surveys worked for care leavers. For other groups, I chose in-person workshops, interviews and day-in-the-life mapping, because that is where the honest answers came from.

04

I let testers shape the readability tool.

Version one gave one score. Testers said a score does not tell you what to fix, so I kept building until it showed the exact sentences to change and suggested better wording.

METHODS

Double diamond, workshops, day-in-the-life and as-is mapping, surveys, interviews, behavioural systems mapping, rapid prototyping.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

Six drivers, none of them about skills alone.

01
Access is not universal
Low income · Older people

02
Confidence is fragile
Older adults · People in crisis

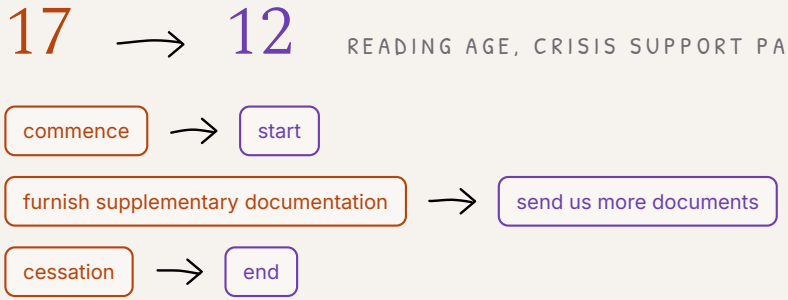
03
Services assume independence
Complex needs · Older people

04
Information is unclear
Non-UK nationals · First-time users

05
Offline steps stay hidden
No printer · Limited mobility

06
Skills do not match
Young people · Volunteers

Staff-only, holds no data. It shows the sentences to change and suggests better wording.



Aligned to the Marmot Principles: eight priorities English councils use to reduce health inequalities.

WHAT I MADE

- Six resident workshops and two staff sessions
- Six insights and a sprint action plan
- A storyboard, actor behaviour map and personas
- The readability tool

WHAT CHANGED

- Staff had not realised how many people were being excluded. It became a priority and a hot topic across teams, and residents said they felt seen.
- Dead and broken pages were fixed or removed.
- Friendship at Home, a volunteer group that visits older residents to help with devices, began visits while the project was still running.
- On the council's crisis support page, the tool took the reading age from 17 to 12.
- The tool is deployed in two of my current projects, with eight live testers from different teams piloting it.
- Four prototypes are in a 4 to 8 week rapid pilot. Funding bids are in progress, and details are not public.

There is no before and after number yet. The prototype pilot will give the first.

REFLECTION

The readability work taught me how much a measurable test changes a conversation. A crisis support page that read at age 17 is easy to dismiss as a feeling, and hard to dismiss as a number. Once we could show it, rewriting it down to age 12 was not a debate. I would bring that kind of evidence into every stage of the programme, as early as possible.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

Environmental & Regulatory Services Change Programme

CLIENT
North East Lincolnshire Council

ROLE
Lead Service Designer

SECTOR
Regulatory & Enforcement

YEAR
Sept 2025 to Present

Lead service designer. With the Housing team, and with IT who build the flows in Salesforce. September 2025 to now, rollout in progress.

The council moved case handling from Granicus to Salesforce. The move exposed weak spots across housing, environmental and highways enforcement.

Old processes had been copied into the new system without redesign, so every inefficiency came with them. Officers faced 15+ manual steps for each case action. Nothing ranked urgent cases above routine ones. Cases hung on single people, so one absence could stall a file. The Arcus and Salesforce link was patchy, and teams couldn't see each other's data. The result was case delays and backlogs across three services at once.

SIMPLIFIED SERVICE BLUEPRINT

REDRAWN FOR THIS PORTFOLIO. DASHED LINE: WHAT PEOPLE SEE ABOVE, WHAT WE RUN BELOW.

RESIDENT	Reports an issue →	Case arrives →	Case is prioritised →	Reaches an officer →	Teams see progress
FRONT STAGE	The website routes to one form	Automated triage	Embedded prioritisation	Routing by capacity and area	One shared dashboard
BACK STAGE	Duplicate forms no longer reached	Was manual triage, 15+ actions	Nothing ranked urgent cases before	No case waits on one person	IT build each flow in Salesforce

OUTCOME

One redesigned case-handling model now runs across three services. A scoring matrix built on web and service data decides which service area is redesigned next.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

What I did, and why.

MY ROLE

I am the lead service designer. I audited 55+ enforcement forms and workflows, mapped how tasks moved between Arcus and Salesforce, and designed the new flows. I test each flow with officers and iterate. IT then build it as a Salesforce flow.

In Phase Two, "we" means IT and me. We deploy each service area together and fix anything that breaks as it goes live. I also set up the sprint cycles, reviews and action tracking that keep the work moving.

I researched residents through what they wrote into forms. Comparing their answers with the questions we asked showed where forms confused people and sent them to the wrong one.

01

I redesigned the workflow instead of copying it across.

Moving the old process into a new platform would have kept every manual step. I started from how a case should flow, then had IT build that.

02

I route cases by capacity and area.

If someone is off, the case still gets picked up. No case waits for one named person. I also rebuilt bin reporting, which had several disconnected routes, into one.

03

I took the slower, collaborative route.

I persuaded each service area to work through the redesign with me. Parallel projects that skipped this step had to be redone. I held firm on the systems and behavioural-change logic, and I deferred to officers on resident behaviour, because they know it better than I do.

04

I replaced complaint-led choices with data.

Before the matrix, the next service area was usually chosen by senior decision-makers, often in response to complaints. Now it is chosen by a score.

METHODS

Form and workflow audit, task-flow mapping, workflow redesign, analysis of resident form responses, sprint cycles, a demand-based priority matrix.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

Before, a case went through manual triage, a list of 15+ actions and static assignment. Now triage, priority and routing are built in.

BEFORE



AFTER



WHAT THE NEW MODEL GIVES

- Fewer manual decisions per case
- Routing by capacity and area
- One shared view across teams
- A pattern other service areas reuse

THE OPERATING MODEL · A WEEKLY RHYTHM

Discovery & Evidence | Service Mapping & Diagnosis | Co-Design & Alignment | Iterative Delivery (Sprints) | Review, Retro & Governance

Centred on user needs and operational resilience: stand-ups, cross-service sprint reviews, retrospectives and action tracking.

WHAT I MADE

- An audit of 55+ forms and workflows
- One redesigned case workflow and the Salesforce flows built from it
- A sprint and review cadence for each service area
- The priority matrix

WHAT CHANGED

- No case depends on a single person any more.
- The same workflow logic runs across housing, environmental and highways enforcement.
- Case progress is visible on a shared dashboard across enforcement teams.
- Website routing now stops people landing on duplicate or near-duplicate forms.

Tracking is going in step by step. Some of it is live, but it has not run long enough to show the change in numbers. The first measured results will come from Phase Two.

REFLECTION

Persuading every team to take the slower route paid off, because the parallel projects that skipped it were redone. The lesson I carry forward is to start with data. The council had no joined-up view of what was happening when we began, so we have built the evidence as we go. A clear baseline before a project this size makes everything after it easier to prove.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

Digital Platform Review

CLIENT
North East Lincolnshire Council

ROLE
Lead Service Designer

SECTOR
Public Sector Digital Platform

YEAR
Nov 2025 to Present

Lead service designer, and a contributor across nine workstreams. With a team of nine and four service leads who signed off. November 2025 to now.

The council ran a statutory site and 12 microsites. They published independently, and nothing told one what the others were doing.

There was no cross-tracking, no shared SEO signal, no shared front door and no update rhythm. We were competing against ourselves for the same keywords and search phrases. 6,000+ pieces of content were duplicated, and nothing stopped a service area from posting, changing or buying a domain on its own.

A platform programme had run for two years after a technical failure produced 140+ complaints in 24 hours. Delivery had stalled.

OUTCOME

A stalled platform programme was re-sequenced, then replaced with one approved platform. The landing page is live and the full build starts in November.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

What I did, and why.

MY ROLE

I was brought in to get the programme moving. I designed the 3×3 impact matrix and the prioritisation criteria, built the effort model, mapped dependencies and ran workshops across IT, Web, Comms, Research and Transformation.

When the roadmap alone wouldn't fix the fragmentation, I wrote the Hub proposal myself, using data from digital marketing and customer analytics. I took it to the team first. They agreed, and I then presented it to the four service leads.

01

I mapped dependencies before sequencing.

Workstreams existed but weren't ordered. I mapped what depended on what and ranked them by impact and effort, so the working group could start.

02

I replaced individual gatekeeping with a form.

Content requests go through a Salesforce form with strict criteria and route automatically by functional versus promotional need. That took pressure off individuals and made decisions structured.

03

I proposed one platform instead of fixing each site.

The options were to keep the estate as it was, or to revamp each site and retire the rest. Keeping it meant 13 sites fighting each other. Southampton had run a similar project with strong outcomes, which I used as evidence.

04

I made a smaller ask when the first pitch failed.

Four service leads each ran their own platform and each protected it. The pushback was about proof: what would one platform give them that separate improvements wouldn't? I came back with a proof of concept instead of a full commitment. That got the room to yes.

05

I set a procedure, not just a platform.

Service areas now bring any new site, domain or purchase to the core group and explain what, why, purpose, budget and whether it can be built in house. Content follows the same rules and guidelines, and the readability tool is built into the process.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

Thirteen sites, no shared signal. One platform proposed to replace them.



2M
views a year · statutory site

263k
views a year · 12 microsites combined

The statutory site on its own, and one resident-facing platform, the Hub, organised around five pathways.

- **Visit** · Everything for people exploring, visiting or spending time in the area.
- **Work & Invest** · Business, employment and investment routes, together.
- **Create** · Culture, arts and the creative economy, its own pathway.
- **Live** · Resident services and community life.
- **Get Online** · The digital inclusion and skills connector.

WHAT I MADE

- The 3×3 impact matrix, effort model and dependency map
- A content submission form with routing rules
- The Hub proposal and a proof of concept
- The governance procedure for new sites, domains and content

WHAT CHANGED

- The proposal was approved. The landing page is live, and three microsite front ends have already moved across.
- The aim is to pull traffic from all 12 microsites into one place and make navigation easier for residents and visitors. The full build starts in November 2026, once the legacy sites are decommissioned.
- Service areas can no longer create or buy a site without making a case to the core group.
- A cross-service working group means each service area owns and writes its own Hub content.
- Full resident journey tracking is now technically possible for the first time.

Baselines for later: 2M and 263k annual views. Targets are set at pilot launch, reviewed at the end of Phase 1 and adjusted before Phase 2.

REFLECTION

Service areas each want different things at different times, and once they are set on an idea they act on it. When they doubt we can deliver, some buy their own, which is the fight this programme exists to end. The fix is a shared view of the full cost before any conversation starts. Tools now change in weeks, and a locked-in contract can't change with them, so the cost repeats across systems.

RECREATED AND SIMPLIFIED FOR CONFIDENTIALITY.

GTB · Brand & Digital Build

CLIENT
GTB, Dubai

ROLE
Lead Brand & Digital Designer

SECTOR
Food & Beverage

YEAR
2018 to 2024

Lead brand and digital designer. I designed the website and coded part of it. Solo, for six years. 2018 to 2024.

The concept was born in 2012. The first store opened in 2018, with no name, no visual identity, no website and no presence on delivery apps.

It was launching into one of the most competitive digital food markets in the world. The menu was also very large, which made it hard to price and hard to read on a phone.

MY ROLE

I designed and built the digital and physical side for six years. That meant the name, the identity, bilingual Arabic and English menus, uniforms, in-store assets, a responsive website, delivery platform strategy and weekly design operations.

I designed the website and coded part of it. I wrote a Notion design system so the team could edit templates and promo assets without me.

OUTCOME

A burger concept with no name, identity, website or delivery presence became a consistent top performer on UAE delivery apps such as Deliveroo and Talabat.

KEY DECISIONS

01

I cut the menu by testing it.

The menu was very large. I tested items on the delivery apps and narrowed it to a core offer. That improved margins and tightened the brand.

02

I designed Arabic and English together.

The bilingual menus were built as one system, not translated afterwards.

03

I tuned six delivery apps every week.

Dynamic pricing, campaigns and engagement tracking ran weekly on platforms such as Deliveroo and Talabat. Small, steady changes beat big launches.

04

I built a system the team could run.

The Notion design system meant changes didn't queue behind me. That is also why the work could be handed over in 2024.

The first year was entirely design and build. Every year after was design operations, tuned week to week.

2018	2019	2020 to 23	2024
Naming & Identity	Launch · Menus, Website, Uniforms	Weekly Design Ops, Pricing & Campaigns	Handover · Independent Operation

IMPACT

11.3%	+220%	−60%
Peak website conversion	Delivery visibility, year one	Manual content operations

Measured against a 2019 to 2020 baseline and tracked year on year to 2026.

WHAT I MADE

- The name, identity and badge
- Bilingual menus, uniforms and in-store assets
- A responsive website
- Six delivery listings and a weekly operating routine
- A Notion design system

WHAT CHANGED

- Peak website conversion reached 11.3%.
- Delivery visibility rose 220% in year one.
- Manual content operations fell 60%.
- The business ran independently after the 2024 handover.

REFLECTION

This was the hardest project I have worked on, and the most rewarding. I carried one concept from an idea in 2012 to a working store with regular customers and events. It taught me that a brand is never finished: the website, the menu and the events all kept changing as we learned what customers wanted.

Moora Foods · Franchise Transition

CLIENT
Moora Foods (Subway Franchise Group)

ROLE
Strategic Operations Consultant

SECTOR
F&B / Franchising

YEAR
2022 to 2023

Strategic operations consultant and core strategic lead for the sale. With 70+ staff and eight stakeholder groups. December 2022 to June 2023.

Moora Foods ran three Subway franchise outlets in Dubai, with over 70 staff and a decade or more of customer data. The business was being sold.

Handing it over meant moving assets, leases, staff, systems and sensitive paperwork between two parties while the shops stayed open.

MY ROLE

I was the core strategic lead for the sale. I mapped equipment, leases and asset valuations, built the profit and loss breakdowns, prepared the pricing feasibility for the buyers (KOJ) and handled the sensitive documents: visas, passports, serial numbers and bank accounts.

I also ran the retraining. I was the person holding eight relationships steady at once.

OUTCOME

Operational control moved across three outlets with no lost trading days, and 70+ staff were retrained on a new POS system in three weeks.

KEY DECISIONS

01

I moved store by store.

It was the safest way to move stock and keep the shops trading. One store at a time meant a problem stayed in one place.

02

I phased the Oracle training.

I ran it with Oracle courses, in six steps: briefing, store setup, hands-on training, live testing, a knowledge check, then go-live with support.

03

I used the numbers to hold the pricing conversation.

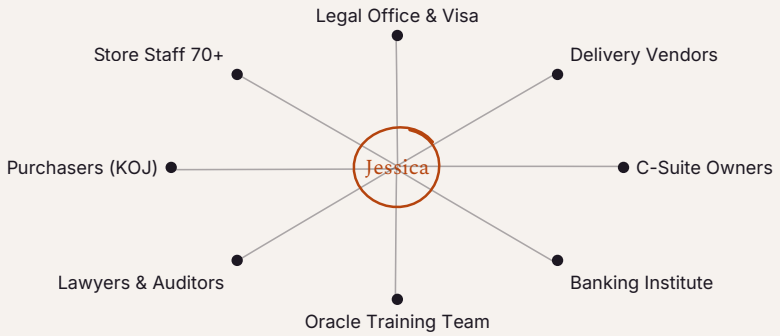
The hardest part was the constant back and forth with the buyers over price. I walked them through the profit and loss to show the potential and value of each store.

04

I agreed terms between both parties first.

That let trading carry on without a single day of disruption.

One person, eight relationships to hold steady at once.



From first conversation to full handover in seven months.

Dec 2022	Initial sale discussion
Jan to Mar 2023	Feasibility & pricing negotiation
Feb to Mar 2023	Audits & P/L
Mar 2023	Final offer & agreement
Apr 2023	Visa & bank transfer
May 2023	Oracle training rollout
June 2023	Full handover

WHAT I MADE

- The asset and lease map and profit and loss breakdowns
- A pricing feasibility report for the buyers
- A handover plan and a seven-month timeline
- A phased training programme for 70+ staff

WHAT CHANGED

- 70+ staff were retrained on Oracle POS in three weeks.
- Full pricing feasibility was delivered to the buyers.
- Sensitive ownership documents were handled from start to finish.
- Operational control moved across all three outlets without a day of lost trading.

REFLECTION

A sale looks like paperwork, and it is really about people. Many livelihoods sat inside this handover, so I treated every decision, from pricing to training, as something that lands on someone. It is the project that taught me to weigh the human cost next to the commercial one.

Mango · Experiential Retail

CLIENT
Mango, Barcelona

ROLE
Retail Service Designer

SECTOR
Fashion / Sustainability

YEAR
Sept 2021 to Jul 2022

Retail service designer, experiential and brand. Solo, with four Mango representatives at HQ. September 2021 to July 2022. Also my thesis project.

Mango's flagship in Barcelona is where the brand began, and it has the biggest footfall of any store. Shoppers' interest ran cold well before checkout.

People heard about the brand from friends and online ads, compared prices and nearby stores in the shop, and left with a loyalty scheme that didn't feel personal. Sustainable choice was thin. By the end of the visit, the emotional curve had slid from excited to angry.

Mango's brief was open: rethink the role of the space, tie it to the brand's Mediterranean roots, and inform future business models.

MY ROLE

I worked alone on a commissioned project. I did the observation, the interviews and the desk research. I mapped the journey, built the emotional curve and persona, designed the floor proposal and wrote the business case.

I pitched it in person at Mango HQ to four representatives.

OUTCOME

I pitched a retail proposal in person at Mango HQ in Barcelona to four Mango representatives.

KEY DECISIONS

01

I replaced the men's line on the lower floor with three workshops.

The flagship has the most footfall, so a change there counts. The workshops are modular: Mango Skin, Mango Ceramic and Mango Parfumerie.

02

I chose to collect insight, not just sales.

Workshops let Mango hear directly from customers, so new lines start from what people say instead of what we assume.

03

I designed for someone who doesn't want to be there.

Isabella is a composite persona built from interviews and observation. She shops when she has to. The proposal gives her a reason to want to be in the space.

04

I moved the model from fast to slow.

The proposal shifts a fast, transaction-led model towards a slower, insight-led one, tied to Mediterranean lifestyle.

The trip runs cold well before checkout.

	PRE-SHOP · 0 MIN	SHOP · 15 MIN	POST-SHOP · 5 MIN
EXPERIENCE	Hears from friends, sees online adverts	Compares prices, searches nearby stores	Selects payment, claims points
TOUCHPOINTS	Social media, word of mouth	Brick & mortar, app, website	App, website, email
PAIN POINT	Not all clothes are sustainable	Not much choice in sustainable items	Loyalty doesn't feel personal

EMOTIONAL CURVE · EXCITED TO ANGRY



THE PROPOSAL

GROUND FLOOR · 0 (AS IS)

Ecological | Social | Geological

LOWER FLOOR · −1 (PROPOSED)

Mango Skin | Mango Ceramic | Mango Parfumerie

Three modular, co-creative workshops replace the men's line, so Mango learns from customers directly.

WHAT I MADE

- A customer journey map and an emotional curve
- A composite persona
- A floor proposal with three workshop concepts
- A business model shift and the pitch

WHAT CHANGED

- I delivered the full proposal in person at Mango HQ.
- Mango's direction since then points the same way: its stores now use micro cement in their style, with a more Mediterranean feel, it has launched a perfume line, and it ran an event in Ibiza with influencers. I can't claim these came from my pitch.

REFLECTION

Working alone meant every claim in the proposal had to stand on my own research. The strongest parts are the ones backed by journey evidence, and the weakest are where I leaned on argument. Pitching to four people at Mango HQ taught me to lead with what I had seen customers do.

SEAT × Anima Design

CLIENT
SEAT Innovation & Anima Design

ROLE
Service & Experience Designer

SECTOR
Automotive / Gen Z Digital

YEAR
Sept 2020 to Jul 2021

Service and experience designer. With researchers and business developers from Anima Design and SEAT Innovation. September 2020 to July 2021.

Electric motorbikes were booming in Barcelona, for tourists and residents alike. SEAT Innovation and Anima Design wanted an app to connect those riders with each other and with what was going on in the city.

The existing product used outdated mechanics and a broad, undefined audience. A generation that expected more was switching off. My first job was a full critique of the product and how well it matched its audience.

MY ROLE

I was the service and experience designer. I ran the interviews and competitive analysis, built the structure, designed the flows and wrote the final deck in SEAT's own fonts and brand style. The rest of the team were researchers and business developers.

I worked through many iterations of the app and the concept.

OUTCOME

A reframed mobility app for Gen Z, delivered as a full information architecture, flows and a final deck, as scoped.

KEY DECISIONS

01

I reframed the app around connection, not transport.

The first concept was too vague and weak. When it became about connecting people through mobility, the frame changed: experiences empowered by community.

02

I built onboarding around an archetype quiz.

A quiz and a video-led landing page replaced a standard sign-up, so the app felt personal from the first minute.

03

I paced content around forgetting.

Review something just before you forget it and the forgetting curve flattens, so recall gets stronger. I spaced content to come back at those moments.

04

I made the feed open only after the event.

It rewards attending and gives people a reason to come back. I also mapped a Big IA and a Small IA, so every screen has to earn attention.

First hearing about the app to coming back for another event.

	PRE-ONBOARDING	ONBOARDING	BROWSE	BOOK	ATTEND	POST-EVENT
GOAL	Get out of house	Feel prepared & safe	Find something exciting	Make a plan with someone	Feel part of something	Keep the momentum going
PAIN POINT	Doesn't know what to expect	Worries she won't fit in	Not many local Gen Z events	Nervous to commit	Language or age barrier	Falls out of habit easily
EMOTION	Curious	Hopeful	Excited	Anxious	Surprised	Motivated

A big IA and a small IA, so every screen earns attention.

Landing / Welcome · Onboarding · Archetype Quiz · Home · Search · Event Details · Create Event · Messages · Profile · Tickets · Payment / Edit Cards · Edit Profile · Host Profile

WHAT I MADE

- A product critique and a value proposition
- A Big and Small information architecture
- Onboarding flows, a post-event feed and key screens
- The final deck

WHAT CHANGED

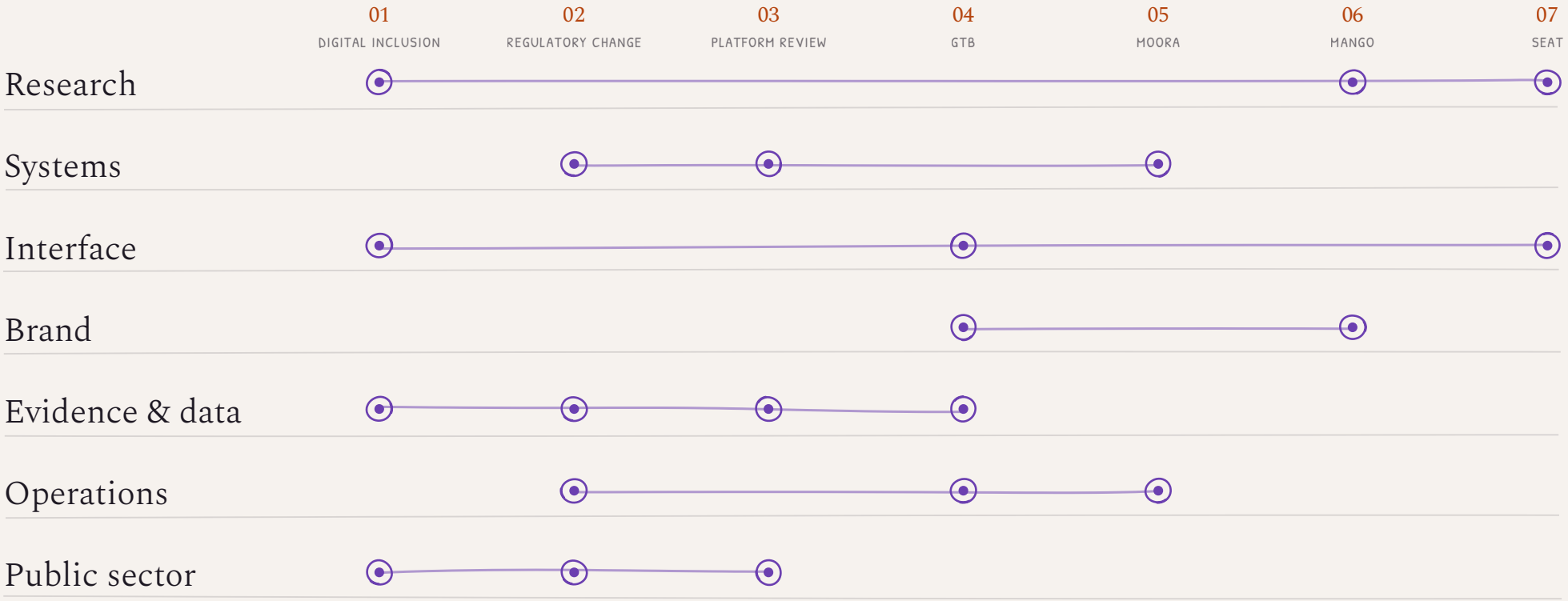
- The concept, structure and deck were delivered as required.
- Two years later SEAT wound down its MÓ scooter range, a business decision unrelated to this work.

REFLECTION

Barcelona was a good test case, with electric motorbikes booming and a real chance to connect riders. Building from real interviews, right through to Alex, kept the design honest and gave the concept something solid to stand on. The product line did not last, but the way of working did.

The same few ideas run through all seven projects.

Each row is a way of working. Each dot is a project where it shows up, joined by a line.



Want to work *together?*

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