

Hola 🖐️

This is Manon Pietri's portfolio

This document outlines three key projects in detail, focusing on UX
and strategic design beyond just mockups.

[Linkedin](#) [Behance](#)



L'ORÉAL



=ornikar



Emma®





My name is Manon. I am a dynamic, polyvalent and curious UX/UI designer, passionate about bringing digital solutions to life through **research and design**.

🎨 As a former Brand Designer with a strong background in marketing, I leveraged my expertise in brand strategy to seamlessly transition from brand to product design.

🖋️ Now I help companies create **better experiences** by doing user research to discover and to understand their **user's needs**, followed by **prototyping** and design validation.

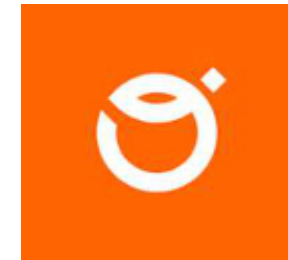
🎬 When I'm not working, you can find me behind the camera, recording interviews around the world and crafting them into compelling **film documentaries**.





Project Management System Design

2 sprints. 2023
PM + UX Junior + 19 devs



ITEO for l'Oréal

ITEO is a digital product studio and consulting company that helped l'Oréal to develop and improve their Project Management System (PMT)

I worked as a UI designer for 4 months, collaborating with the product team (1 PM, 1 UX researcher) and the development team. While my primary focus was on UI design, I also contributed to UX research from the primary data analysis, joining the process that the UX researcher had already initiated.

Branding

Design System

Prototype

Testing

Product improvement

Feature implementation



Project Management System Design

2 sprints. 2023
PM + UX Junior + 19 devs

PROBLEM

Users find it difficult to navigate the PMT due to an overload of information, resulting in inefficiencies in locating specific details and managing projects and incidents.

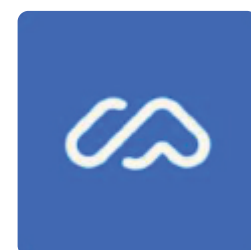
OBJECTIVE

Improve the interface to reduce the time required to locate key information.

METHODOLOGY

Agile

USED TOOLS



1. Empathize

2. Conceptualize

3. Design

4. Test

Used methods

User interviews 9 participants

Surveys 55 participants

Insights

Users require an average of 11 clicks to access essential information, leading to inefficiencies and frustration. Only 65% of tasks are completed successfully without assistance, indicating significant usability challenges. The average time to resolve tickets is 96 hours, causing prolonged downtime and user dissatisfaction. Users spend an average of 7 minutes searching for necessary information, which hampers productivity. The NPS is 1, reflecting widespread user dissatisfaction and a reluctance to recommend the software. Users log in 19 times a month on average, showing that the software is not integral to their daily workflow.

1. Empathize

2. Conceptualize

3. Design

4. Test

Understand all gathered data

We needed to understand all the collected insights from the empathize stage in order to uncover possible solutions, define the value proposition and to create a design strategy.

Insights classification

Affinity maps

Sketching

Personas

PM journey map

Insights

The principal persona is the **Project Managers (PMs)**. They use the tool extensively to plan, execute, and oversee projects. The tool is only use on desktop. The main issue for participants was the **time spent** searching for the information they needed.

1. Empathize

2. Conceptualize

3. Design

4. Test

Design strategy

Before we started designing we needed to understand:

What are the main information that the Project Managers need?

Which information needs to be displayed simultaneously?

Which filters would be the most useful for them?

1. Empathize

2. Conceptualize

3. Design

4. Test

Design strategy

Critical Information: Provide a central dashboard displaying essential information at a glance.

Incident Management: Clearly differentiate between creating new incidents and opening existing ones to streamline the process for users.

User-Specific Cases: Implement categories for incidents to help users easily track and manage their responsibilities.

Customizable Views: Allow users to apply multiple filters to tailor the information.

Column Reduction: Minimize the number of columns in the incident board to reduce clutter and improve readability.

1. Empathize

2. Conceptualize

3. Design

4. Test

Testing Iteo prototype on L'Oreal employees

40 participants

A/B Testing

Unmoderated

Usability tasks

Brand perception

Test Scenarios

User flow



Results

Average incident **resolution time reduce drastically** from 96h to 41 h.

Click Depth for SKU details reduce **from 11 click to 6 clicks.**

Task Success Rate went from 65% to **82 %**

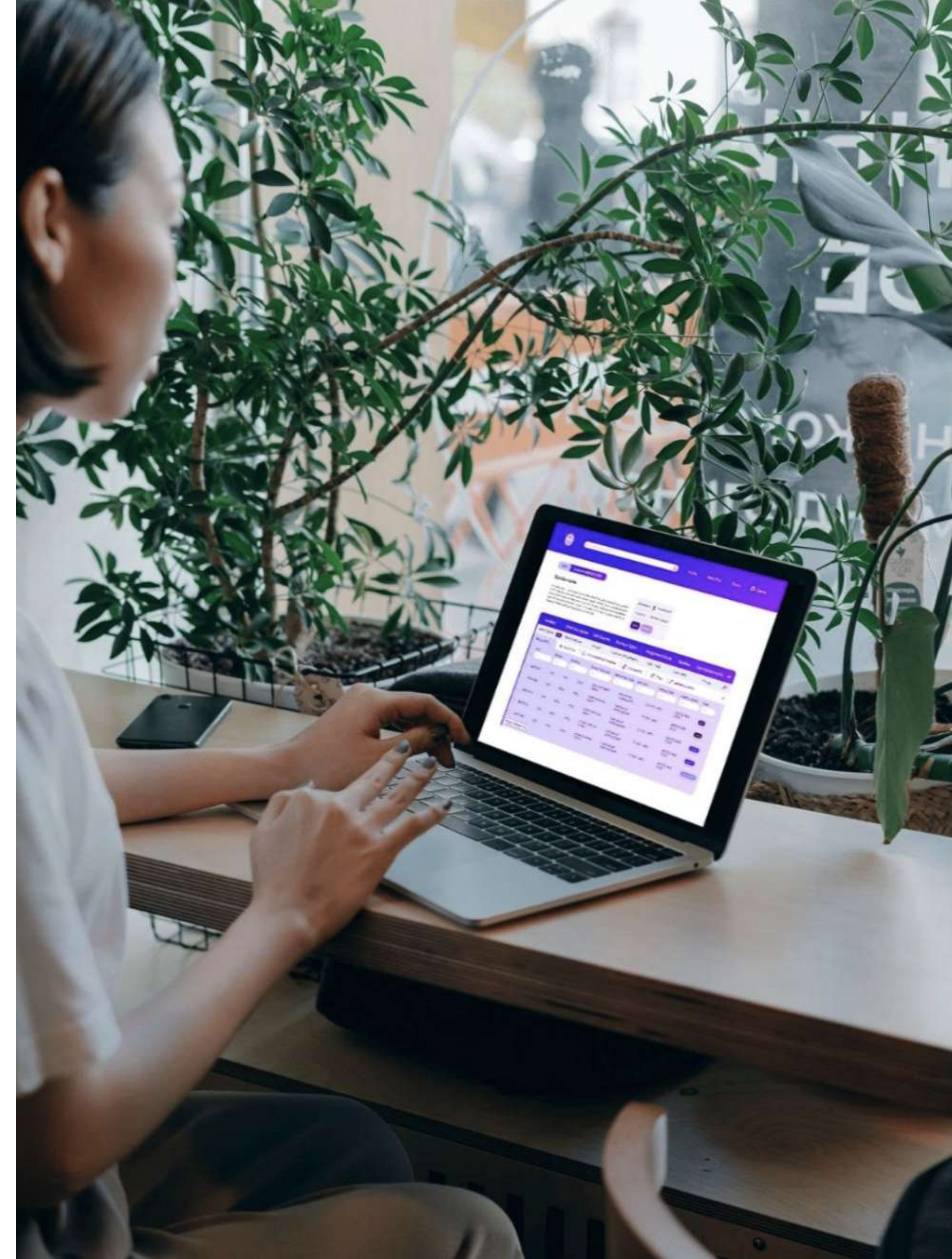
The NSP increased but is still low **2,9/5**

Last Iteration I Summarise

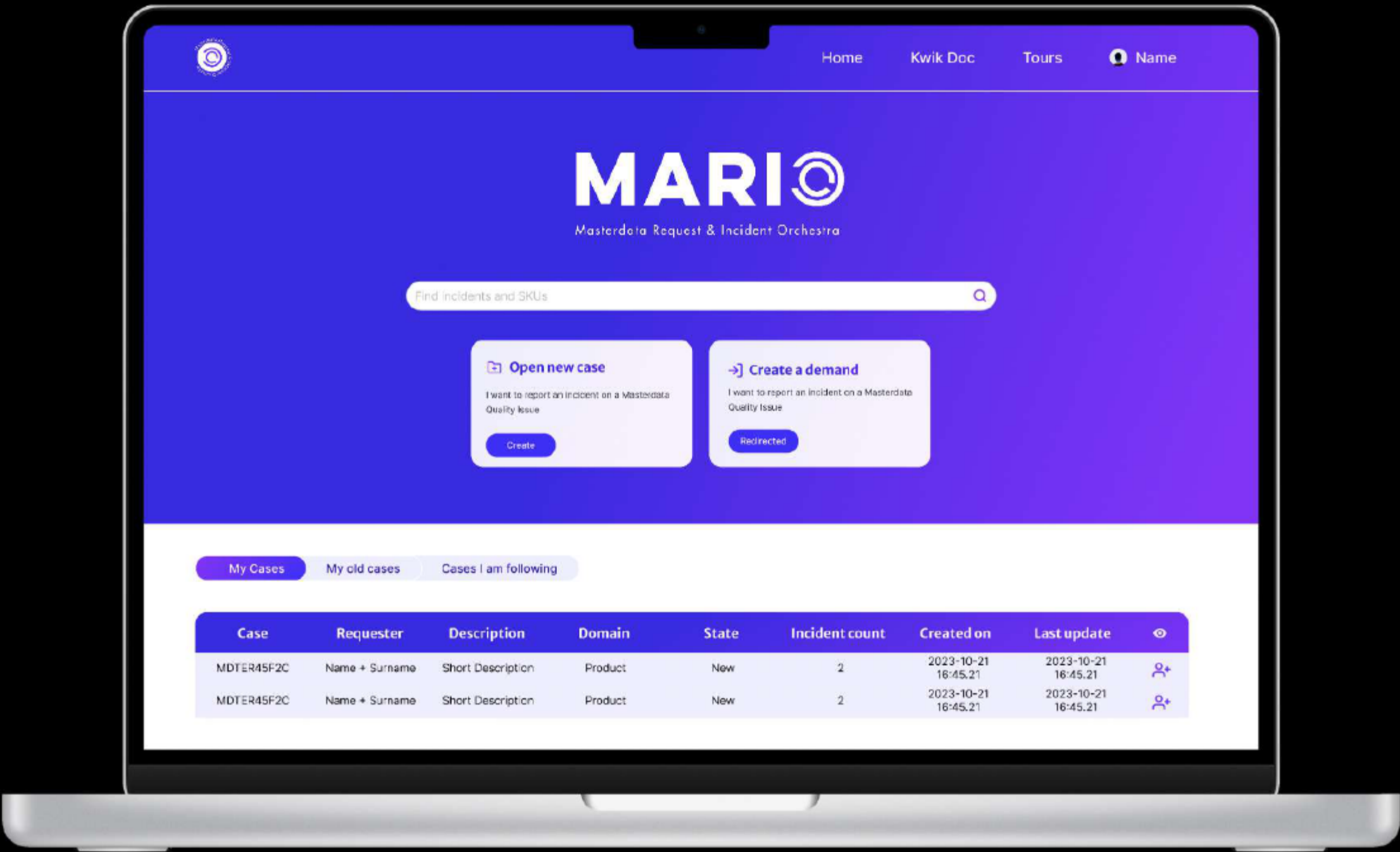
👉 As users needed clearer indications to **identify pending and new incidents**, we created a **tagging system** and enhanced the visual differentiation between **incident states**.

✎ Click Depth for **SKU details** was still **over standard recommendations**, therefore we reduced the flow from 6 to **4 clicks**.

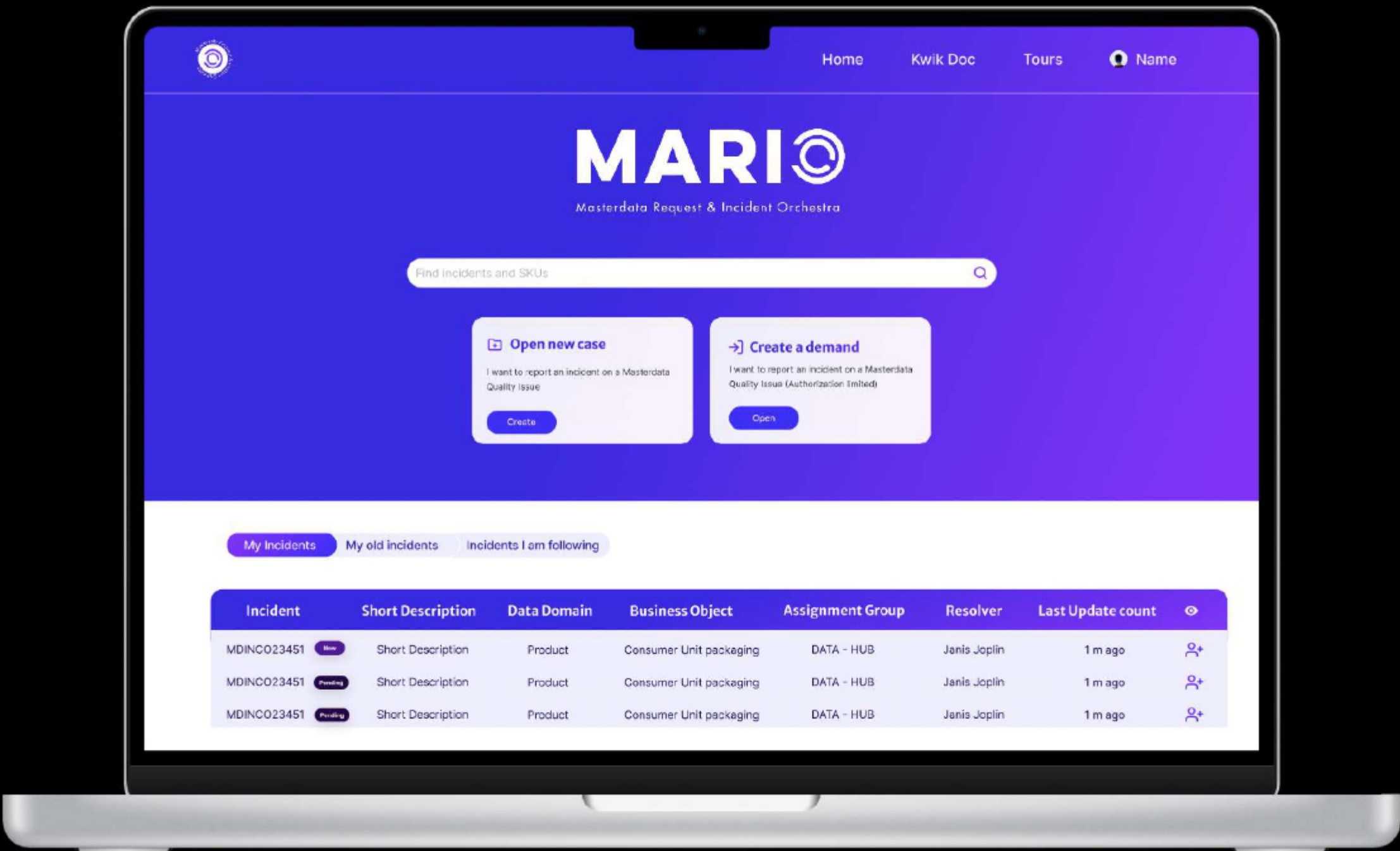
📌 Feedback indicated that the main dashboard was still showcasing too much information leading to confusion, so we **reorganize** and **rename** the columns according to **PM priorities**, and **removed** one more.



Sprint 1 Increment

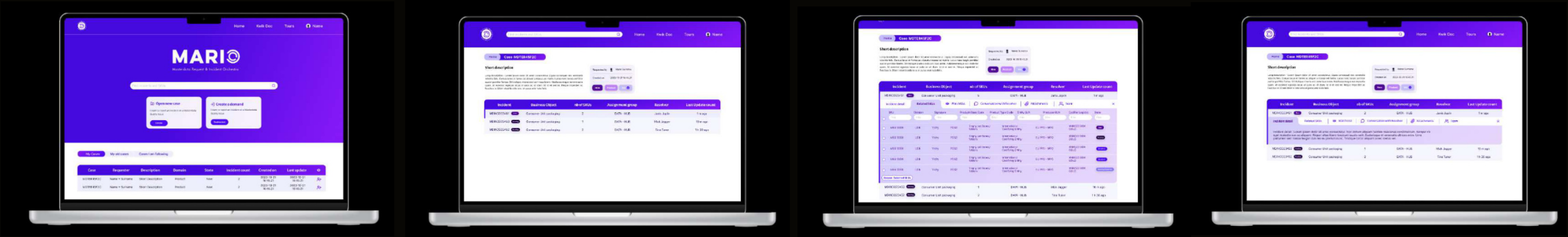


Sprint 2 Increment

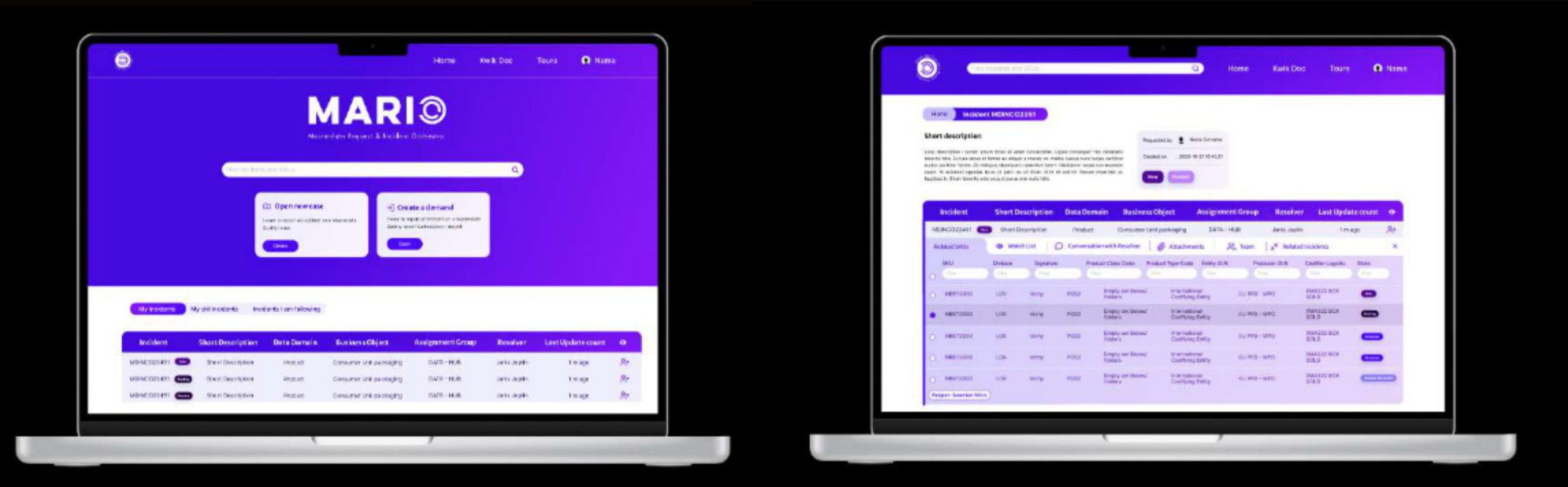


Click Depth reduction for SKU details

V1



V2





Final Results

Incident **resolution time reduce drastically** from 96h to 36 h.

Click Depth for SKU details reduce **from 11 click to 4 clicks.**

Task Success Rate went from 65% to **89 %**

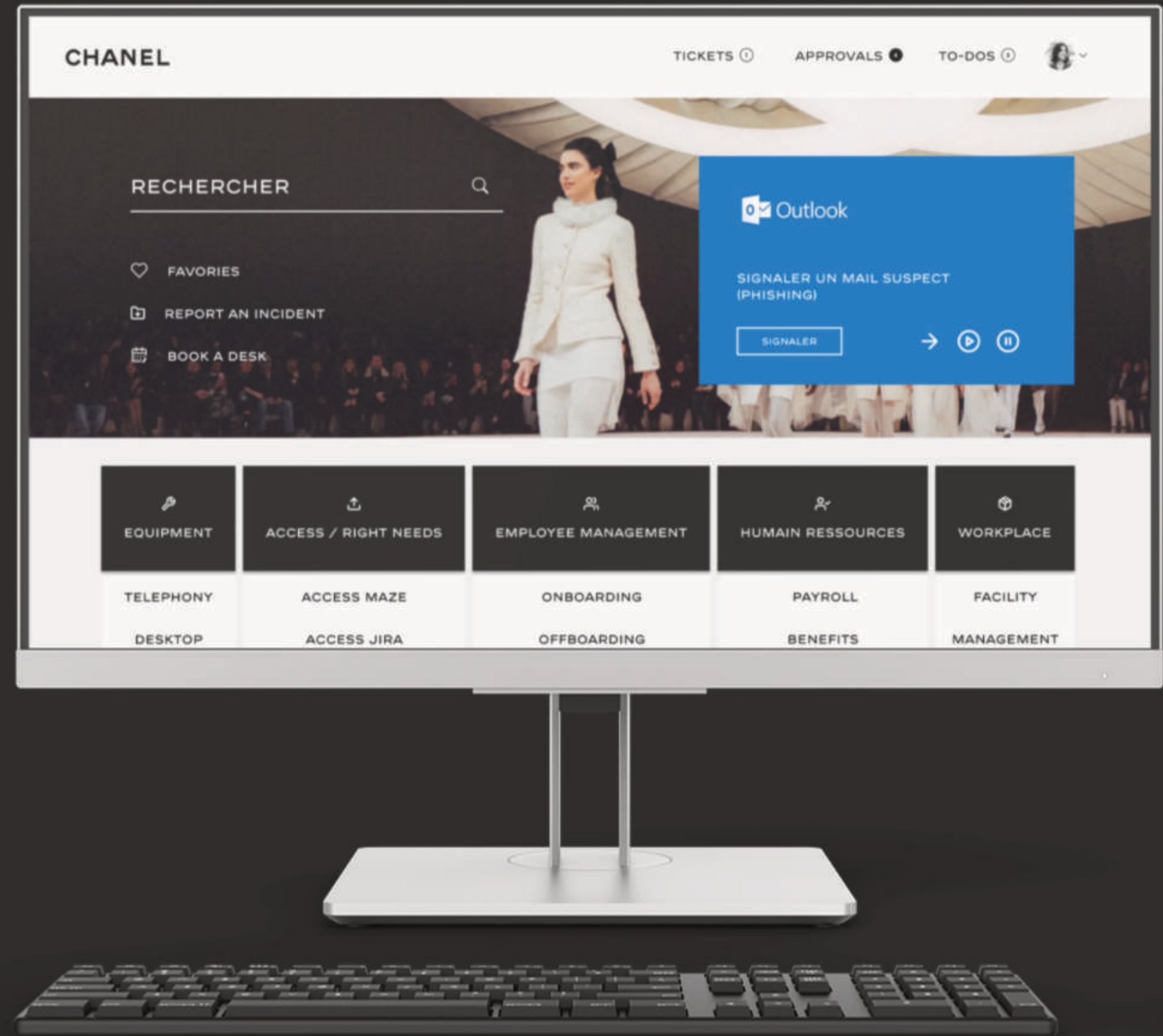
The NSP increase from **1/5 to 3,9/5**

User spend an average less than **2 minutes** searching for necessary information. (Initially 7 minutes)

User log more than 45 times a month, (at least 1 time a day), showing that the **software is now well integrating to their daily workflow.**

TMS Similar Projects with

- Chanel
- Petit Forestier
- Edhec
- Fidal
- LIP
- Unic
- FDJ



[illegible]

The image displays a digital dashboard interface for a customer support system, featuring a clean, modern design with a blue and white color palette. The interface is shown from a high-angle, overlapping perspective, suggesting multiple screens or a large display area.

Dashboard Overview:

- Header:** Includes a search bar labeled "Recherche" and a "Soumettre" button.
- Left Sidebar:** Contains navigation links: "Dashboard", "Nouveau Ticket", "Tickets ouverts", "Clients", "Produit souscrits", "Actualité", "Ressources", "Mon compte", and "Se Déconnecter".
- Main Content Area:**
 - Welcome Message:** "Hello Michelle, Welcome to your Dashboard!"
 - Last Open Tickets:** A section showing two tickets. The first is "Résolu" (Resolved) and the second is "Pending". Both tickets include details like "Numéro du ticket", "Créé le 10.12.2023", "Description du problème", "Par Prénom Nom", and "Type de Produit".
 - VOS CLIENTS:** A section titled "VOS CLIENTS" with an icon of a person and a laptop.
 - PRODUITS SOUSCRITS:** A section titled "PRODUITS SOUSCRITS" with an icon of a person and a laptop.
 - Actualité (News):** A section titled "New feature coming soon!" with the text "Use Unyc around the world with no hidden fees." and a "Consulter" button.
 - Ressources:** A section titled "Articles et ressources" with the text "Retrouvez l'ensemble des ressources et articles en lien avec vos besoins" and a "Rechercher" button.
- Right Sidebar:** Contains additional navigation links: "Nouveau Ticket", "Tickets ouverts", "Clients", "Produit souscrits", "Actualité", "Ressources", "Mon compte", and "Se Déconnecter".
- Footer:** Includes a search bar labeled "Recherche" and a "NOM DU PARTENAIRE" label.

Maximyc

Recherche

Dashboard

Tickets ouverts

Produit souscrits

Vos clients

Nom du client	Nom du contact	Téléphone du contact	Email du contact
IT SOLUTION	Maxime Point	0676152738	maxime.point@itsolution
IT SOLUTION	Maxime Point	0676152738	maxime.point@itsolution
IT SOLUTION	Maxime Point	0676152738	maxime.point@itsolution
IT SOLUTION	Maxime Point	0676152738	maxime.point@itsolution
IT SOLUTION	Maxime Point	0676152738	maxime.point@itsolution

unyc

Recherche

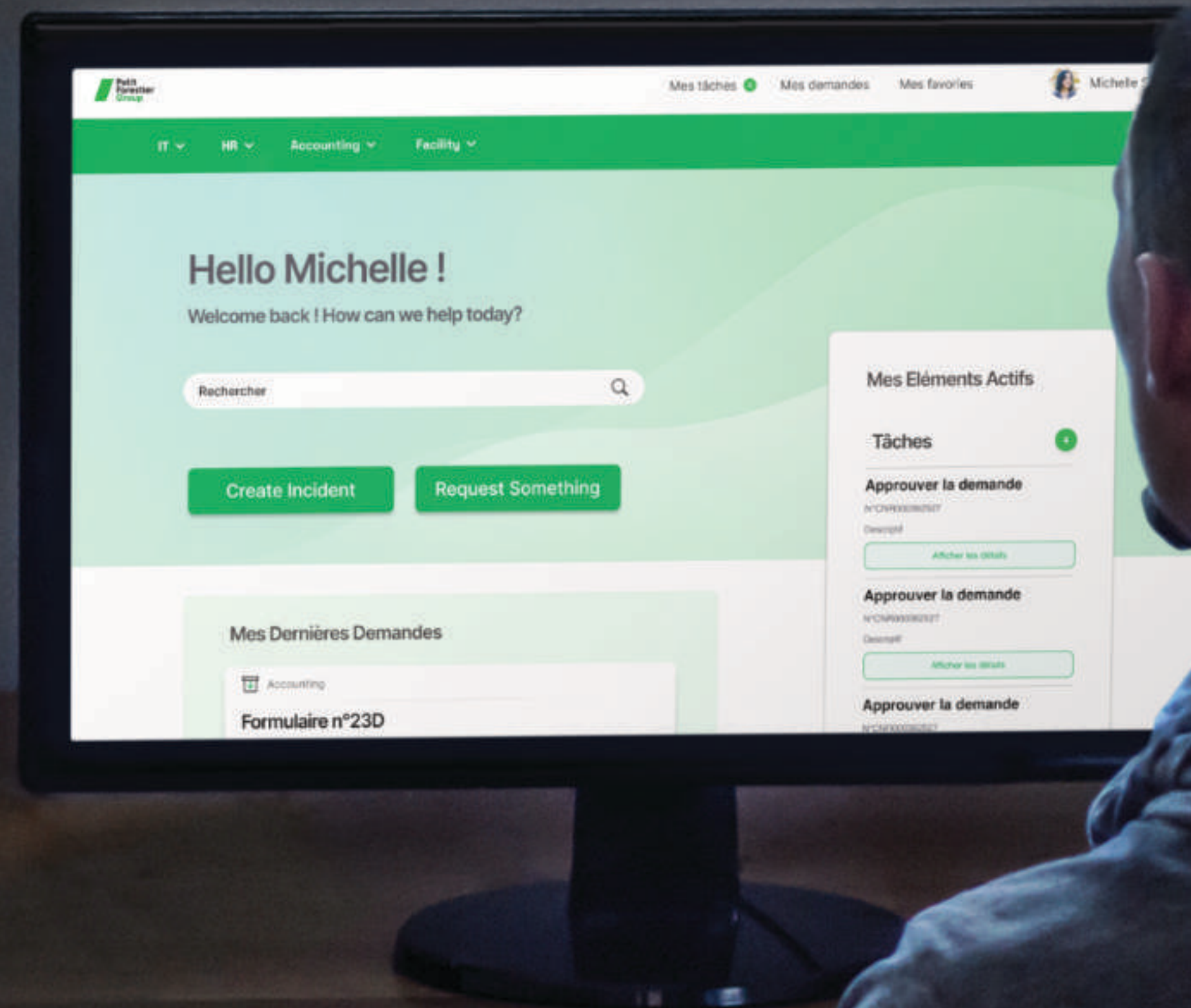
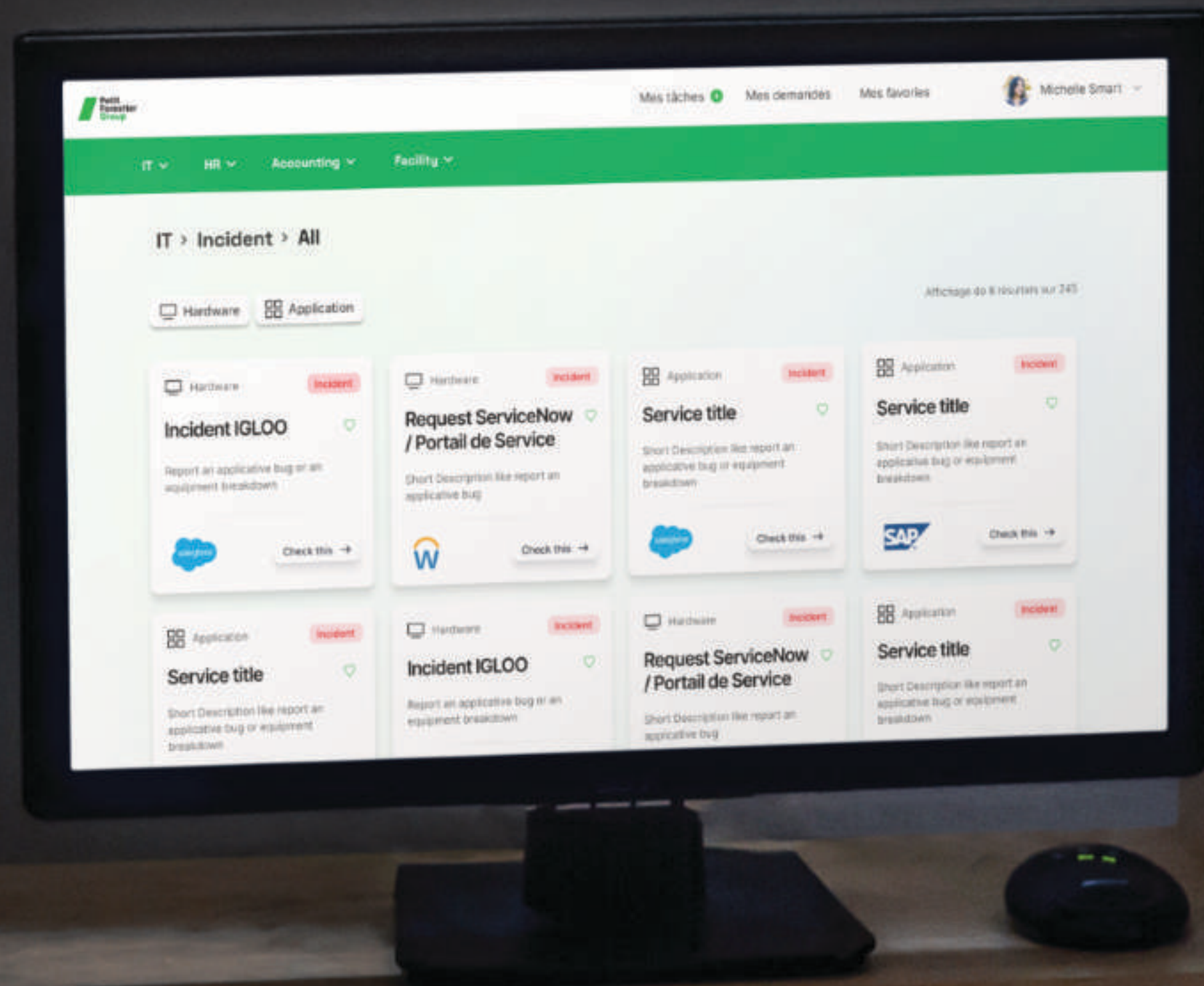
Création d'un nouveau ticket

Définissez la nature de votre demande

Vous souhaitez

Sélectionner la nature de votre demande

La demande concerne





Accueil



Application & logiciels



Matériel



Salles de cours



Services généraux



Tâches



Demandes



Enquête



Profile



Langues

Bonjour Marianne

Comment peut-on vous aider aujourd'hui ?



Demande de support

Déclarer un incident

Voir les demandes

Elements Actifs

Tâches

2

N°CNR062527

Voir

N°CNR062527

Voir

Demandes

0

Enquêtes

0

Frequently Ask Question

Comment obtenir une attestation de scolarité ?



Comment obtenir une attestation de scolarité ?



Comment obtenir une attestation de scolarité ?



Comment obtenir une attestation de scolarité ?



Accueil



Application & logiciels



Matériel



Salles de cours



Services généraux



Tâches



Demandes



Enquête



Profile



Langues



Générale

Délegation

Vacances, congés maladie, vous se
Planifiez vos jours d'absence, délég
pendant votre absence.

Nouvelle Délégation

Déléguer à

My delegate

Jean Pelleton
Marketing Manager

Jean Pelleton
Marketing Manager

Jean Pelleton
Marketing Manager

Jean Pelleton
Marketing Manager



Accueil



Application & logiciels



Matériel



Salles de cours



Services généraux



Tâches



Demandes

Loan Request

Peripheral Request

Home

Loan Request



Computer, Iphone, other

Short Description like report an
applicative bug or equipment
breakdown

Open

Loan Request



Computer, Iphone, other

Short Description like report an
applicative bug or equipment
breakdown

Open

EMLYON

business school

Project #3





Teaching Design thinking & prototyping

4 sessions a years since 2022
Intructional designer & Teacher



EM LYON Business School

Emlyon is a leading international and European business school in France with a wide range of programs: BBA, Masters, MBA and executive education.

As a teacher, I guide students through the creation of digital products (web or app). In groups of five, they follow the six key steps of design thinking, from problem definition to producing interactive mockups.

Empathize

Define

Ideate

Prototype

Test

Implemente



Teaching Design thinking & prototyping

4 sessions a years since 2022
Intruactional designer & Teacher

OBJECTIVE

Teach students procedures and product design mechanisms to
imagine and develop an application aimed at improving resource

METHODOLOGY

Design Thinking, Group work, Weekly presentations

USED TOOLS





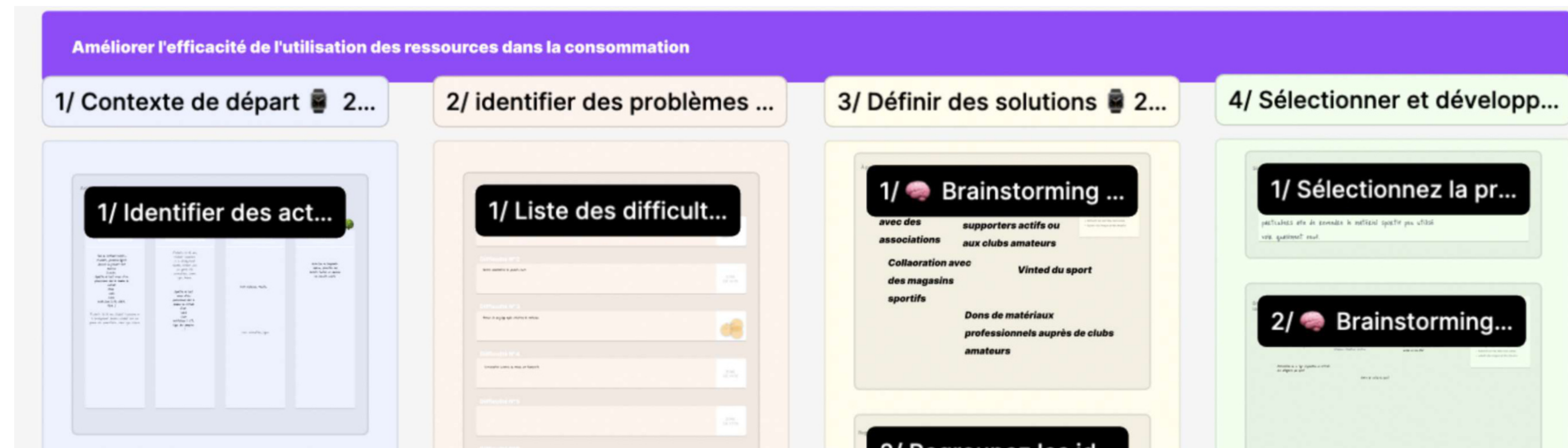
Teaching Design thinking & prototyping

4 sessions a years since 2022
Intructional designer & Teacher

Ideation Workshop

Conducting an ideation workshop with students is crucial for laying a strong foundation for product development.

1. Encourages **Creative Thinking**
2. Enhances collaboration & **teamwork**
3. Identifies and **defines the problem**
4. Builds **engagement** and motivation
5. Structured approach to **problem-solving**





Teaching Design thinking & prototyping

4 sessions a years since 2022
Instructional designer & Teacher

Prototyping

Students will learn the fundamental of Figma to be able to create interactive wireframes.

Instructions

Phase 1 - Prototyper (1 semaine)

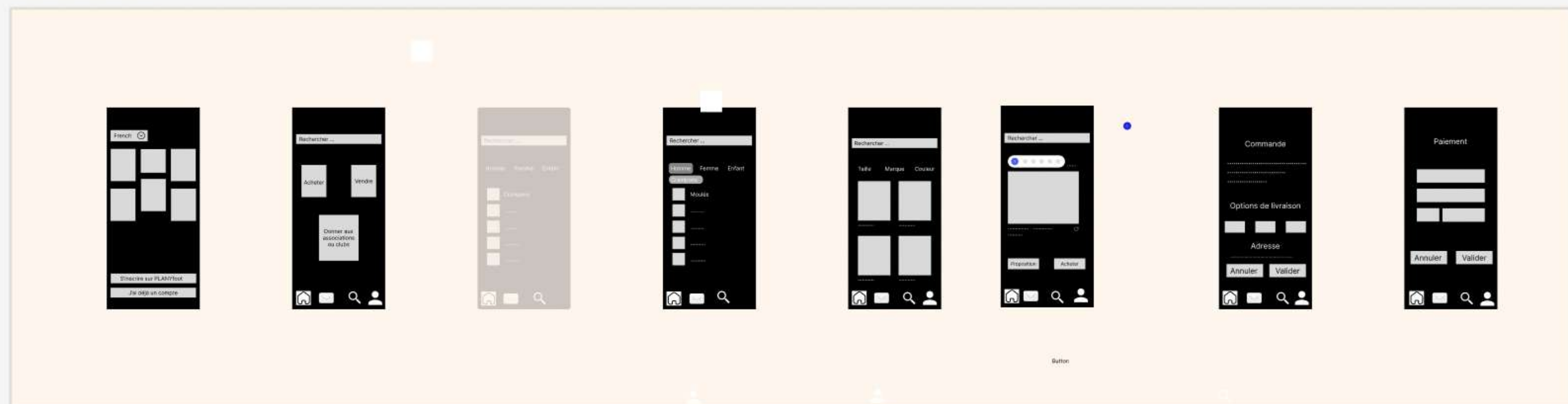
Matérialiser votre solution sous forme de wireframe.

Un wireframe est un prototype basse fidélité d'un produit numérique qui décrit la taille et le placement spécifique des éléments de page, des fonctions et de la navigation.

Ressources

- [Kit wireframe](#) →

Wireframe 1



Defining & Testing

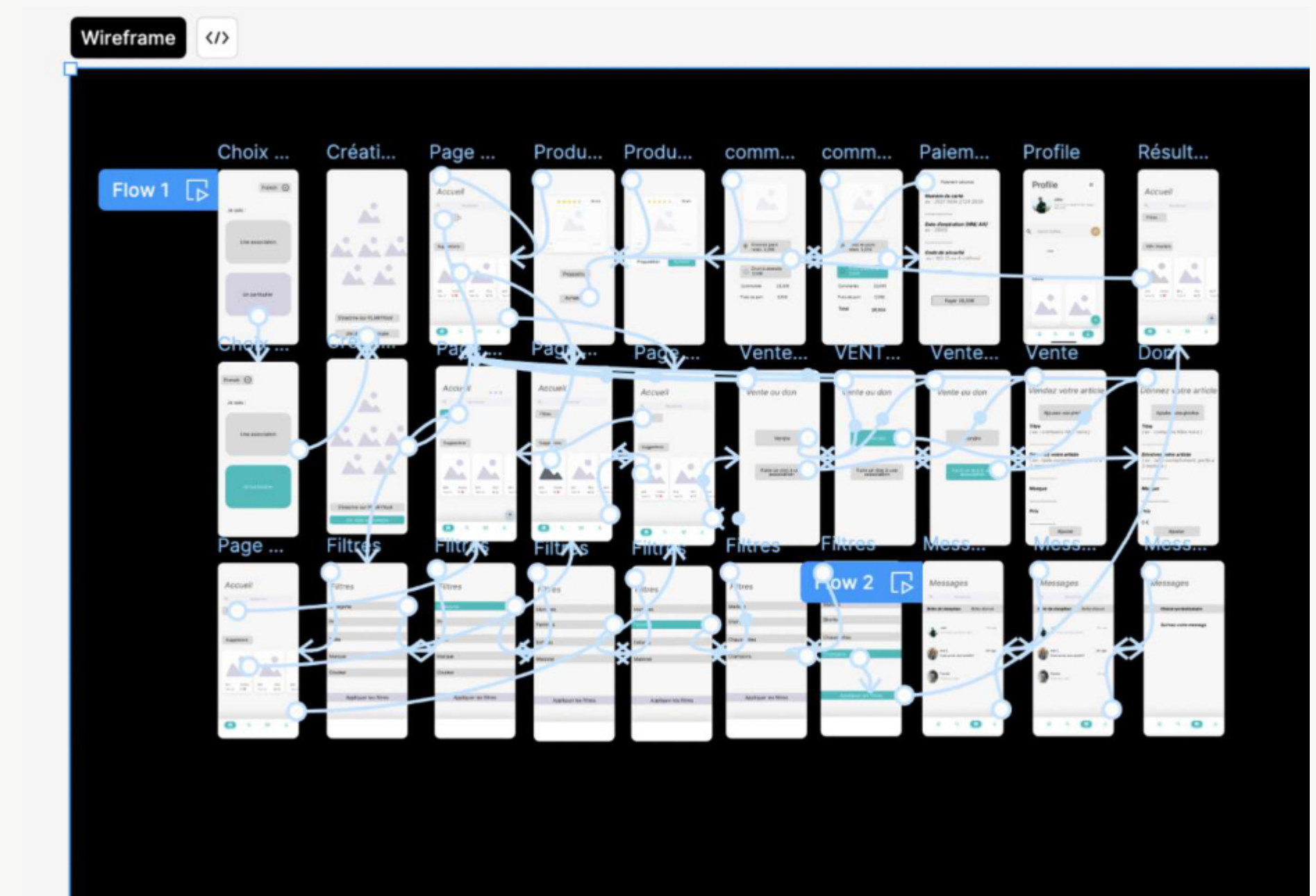
It's crucial that students understand that conducting user tests is fundamental for validating design assumptions and gathering actionable feedback.



Teaching Design thinking & prototyping

4 sessions a years since 2022
Instructional designer & Teacher

- Students must identify and contact individuals within their target audience.
- Perform three unmoderated user tests to gather authentic user insights.
- Present findings and proposed improvements to other groups based on user feedback.





Teaching Design thinking & prototyping

4 sessions a years since 2022
Instructional designer & Teacher

Iteration & students' presentation

It's important that students understand that analyzing user feedback is fundamental for refining their designs before applying UI elements.

In the phase, students will have to :

- Analyze the collected user feedback.
- Refine interactive wireframes based on insights gained.
- Ensure wireframes are optimized before applying UI elements.
- Present their final project to the jury.

Instructions

Phase 3 - Itérer (1 semaine)

Améliorer votre solution pour aboutir à un mockup.

Un mockup est un prototype de moyenne fidélité. Il permet de démontrer rapidement un concept et d'obtenir ainsi facilement les retours de l'utilisateur.

Ressources

- [Kit mockup](#) →





Teaching Design thinking & prototyping

4 sessions a years since 2022
Intructional designer & Teacher

Evaluate & Feedback

Over the past three years, I have guided **over 120 students** in this module, which delivers **4 ECTS credits**.

Engagement Activities (EA): **85%** participation in interactive activities.
Evaluation Success Rate (ESR): **96%** pass rate on assessments.

Submission of the ideation workshop	09/04/2024 07:30 - 09/04/2024 12:45
Evaluation of the ideation workshop by the tutors	09/04/2024 07:30 - 12/04/2024 17:00
First deposit of the wireframe	09/04/2024 08:00 - 15/04/2024 17:00
Peer evaluation 1	09/04/2024 10:45 - 16/04/2024 08:00
Evaluation of the wireframe by the tutors	16/04/2024 08:00 - 19/04/2024 17:00
Peer evaluation 2	16/04/2024 08:00 - 23/04/2024 08:00
Submission of the wireframe tests	17/04/2024 07:00 - 22/04/2024 17:00
Evaluation of the wireframe tests by the tutors	23/04/2024 07:00 - 26/04/2024 17:00
Peer Evaluation 3	23/04/2024 08:00 - 30/04/2024 08:00
Submission of the mockup	24/04/2024 08:00 - 29/04/2024 17:00
Jury evaluation of the mockup	30/04/2024 07:30 - 06/05/2024 17:00
Results	12/04/2024 17:00

Ma progression des tâches

✓

Evaluation of the ideation workshop by the tutors
09/04/2024 07:30 - 12/04/2024 17:00
3 / 3

Voir

⌵

✓

Evaluation of the wireframe by the tutors
16/04/2024 08:00 - 19/04/2024 17:00
3 / 3

Voir

⌵

✓

Evaluation of the wireframe tests by the tutors
23/04/2024 07:00 - 26/04/2024 17:00
3 / 3

Voir

⌵

✓

Jury evaluation of the mockup
30/04/2024 07:30 - 06/05/2024 17:00
3 / 3

Voir

⌵

>

Results
12/04/2024 17:00

⌵





Product developpement

2024
Product Designer + Founders



THE FIG GAME

Playful & informative game to open conversations about pleasure and intimacy.

As Art Director, I crafted the visual identity and brand universe, and as Game Conceptor, I designed the metrics and rules, following a product design approach. The 1-year project involved close collaboration with Agathe and Camille, the two co-founders.

Branding

Visual identity

Physical prototype

Testing

Product improvement

Game Matrice

Physical product

Concept validation



Product developpement

2024
Product Designer + Founders

PROBLEM

Topics close to sexuality and intimacy make people ill at ease, leading often used to avoid subject, resulting to many misconceptions, biaises and wrong approaches of intimacy.

OBJECTIVE

Open conversations and deep dive into taboo topics to learn from your others experiences.

METHODOLOGY

Lean startup: Focuseson building minimum viable products (MVPs)to quickly test and validate ideas in the market.

USED TOOLS



Build

Measure

Learn



Build

Mesure

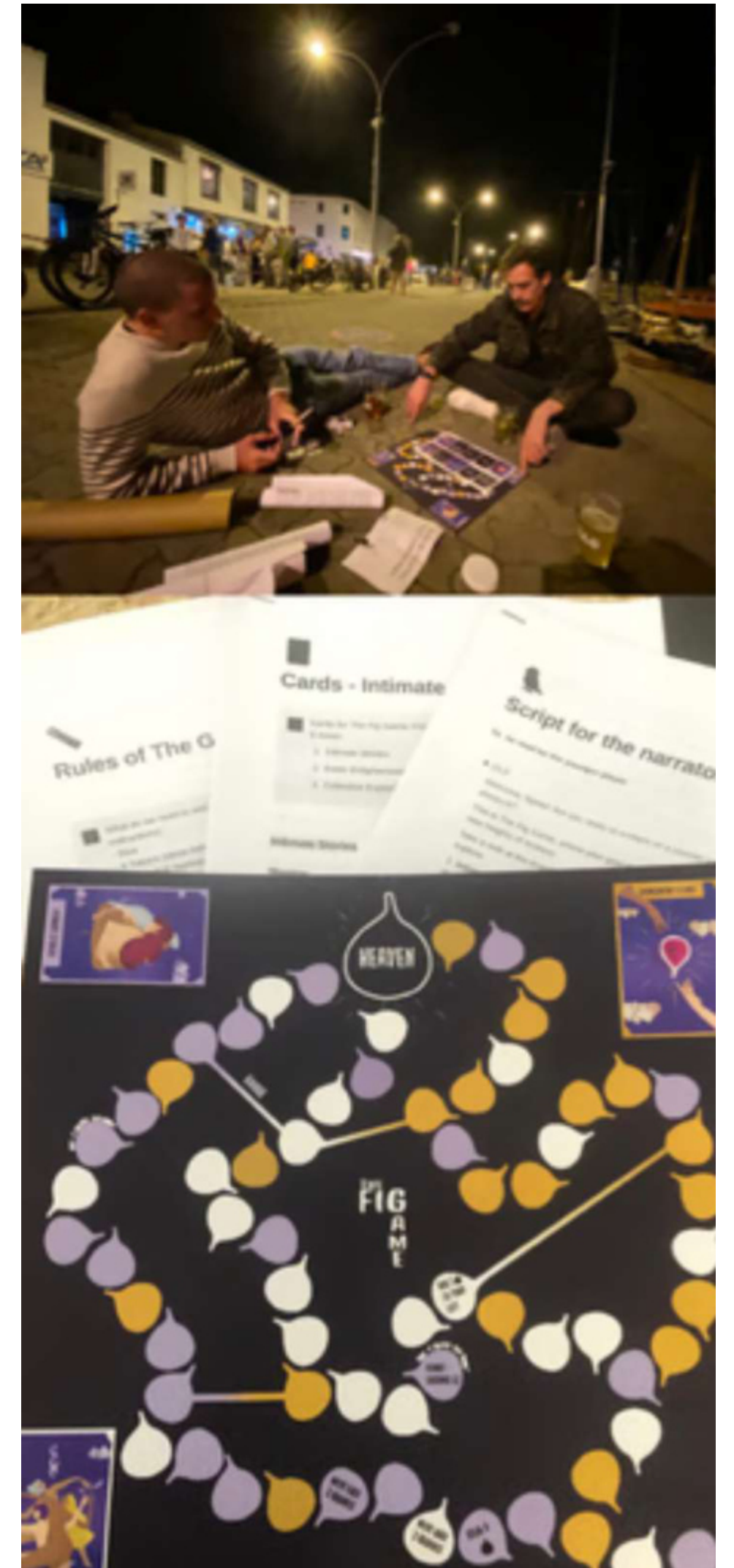
Learn

Tests & ideations

24 feedback sessions conducted over two months (3 sessions per week), from a diverse group including friends, family, acquaintances, and people met in public places.

Gathered insights from over **55 participants** including various demographics to ensure a comprehensive understanding of user needs.

Completed **two full ideation cycles**, incorporating feedback to refine game rules and mechanics.



Build

Measure

Learn

Learning & improvements

✅ Validated **primary persona** (feminist and engaged woman) while ensuring broader target group inclusivity through diverse participant feedback

🎨 Completely **changed** the brand **identity** and visuals to make it bolder and **fit our target style**

🗑️ Removed the game board

🔄 Modified some **rules** to streamline gameplay

🎭 Added **Character cards** to spice things up and stimulate creativity for challenges

🎉 Added **bonuses card!**



Results

- 🎯 **304%** reach of our initial Kickstarter target
- 👤 **86** contributors
- 💰 **€4,944** collected
- 💬 Game available in **2 languages**
- 🌍 Delivered in **15 countries**



Thank you for reading!

Do you want to know more?
Let's get in touch 😊

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