

Manon Kouwenhoven

Portfolio



Hi, I'm Manon

I'm a UX/UI designer and problem solver with a huge passion for minimalism and **valuable user experiences**.

I create digital solutions to real problems that **simplify and "friendlify" lives**. I do this by researching, empathizing, analyzing, structuring, clear communication and friendly interfaces and interactions.

I love collaborating with other people, sharing ideas, get inspired and challenge each other to innovate and design **solutions that make people's lives easier and increases usage and conversion!**

UX/UI design



Design system, UI design

UI project at Experience Haus for Riple



As part of the 'UI design with Figma' course at Experience Haus **I worked in a team of seven on a real client project for Riple.**

Riple is an all-in-one social news platform that delivers short 100 word news summaries worldwide. Riple had been developed without thoughtful design and was already made available on Android.

Designsystem and high quality UI design for Riple ready for development

Given the target group, age between 20 and 35 with a busy lifestyle, we discussed with the client and decided to design the app in dark-mode, since this is very popular in that age group. We designed Riples **Design System, new user flow and user interface.**

My UI Design contribution

I designed the:

- **color system**
- **entrance page**
- **homepage**
- **article page**
- **action bar** and **associated actions** and **pop-ups**

Together we delivered a high quality prototype ready for development. Our client and teacher were both gratefull and pleasantly surprised about the high quality and quantity designs we delivered in just 4 weeks.

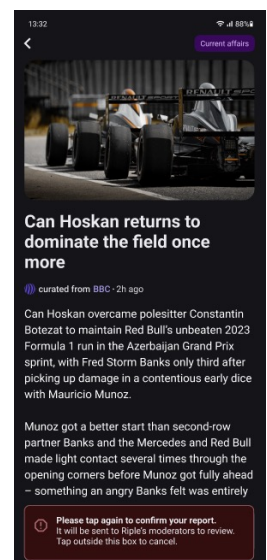
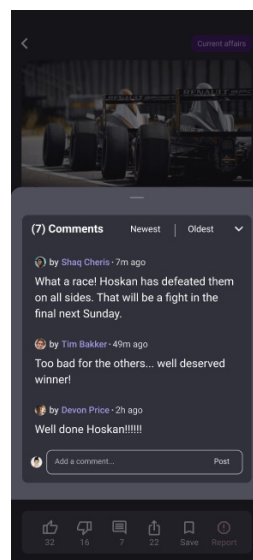
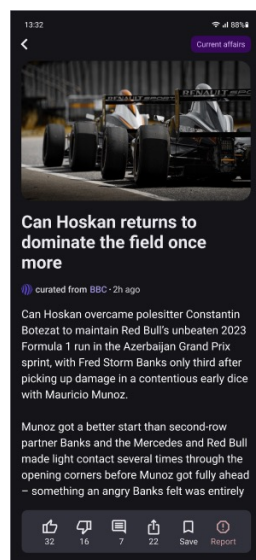
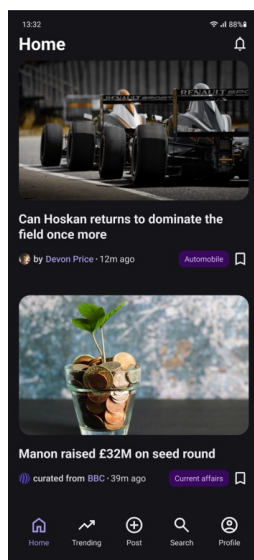
Color Styles



Colors used for notifications



[Link to the prototype in Figma](#)



User research, UX design, UI design

UX/UI project at Experience Haus for client Pimentae



Teamwork UX/UI design

During my UX/UI Design course at Experience Haus I worked **in a team of three** on a real **client project for Pimentae**.

Pimentae is a freshly bottled premium Tequila cocktail brand disrupting the cocktails scene and wanting their consumers to experience the exotic roots.

Although the client was already doing a lot for a great user experience, website sales was dissatisfying.

UX Research

After the **stakeholder interview** to define Pimentae's problem we performed **User Research**:

- **User surveys 54 participants**
- Interviews 7 persons, of which **I interviewed 3 persons**.
- **Competitor research**

Key findings

- It was not clear what was sold
- Ingredients were not clear
- People found it a bit expensive
- From photo's not clear if you buy 1 or 2 bottles
- People would like to taste it first before ordering a bottle
- People want to know where they can buy the drink in a local shop

Define

With the key findings we defined

- a **problem statement**
- a **persona**
- the current **customer journey** based on our persona
- a **user flow** to illustrate the path the user follows



**Regi, 28, single
Guildford**
Office manager at a company that acts as a Cofounder for Start-Ups

Regi is a party goer, who needs a good quality drink at home, because she wants to start her evening with posh luxury pre-drinks with her friends.

“Love to party and have a little adventure.”

Motivation & goals:

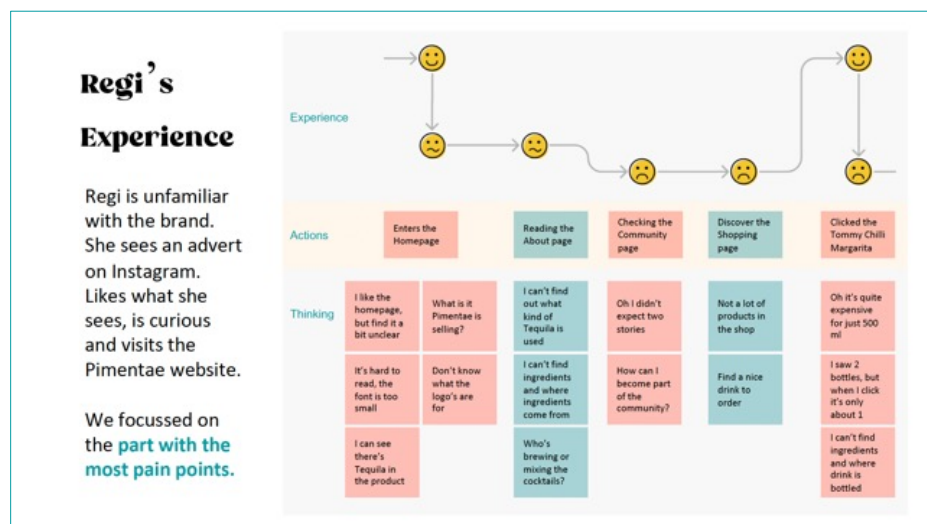
- Posh pre drinks with friends
- Good quality drinks, natural ingrediënts
- Discover new festivals and parties

Inspired by:

- Life-style magazines
- Instagram & Pinterest
- Trendy festivals & events

Frustrations:

- Can't figure out where to buy special luxury drinks in local shops
- No ingrediënts listed on alcoholic drinks
- Can't try expensive drink before buying



UI design

- I designed low definition and high definition **wireframes** for the **homepage** and the **footer**
- from our wireframes we created a **prototype**

Usability tests

I conducted **3 usability tests** out of 7 in total with our prototype.

During iteration we made little design changes from our observations.

I designed our presentation, which we presented to our client as a team.

What I designed

Homepage:

- [Big clear statement](#) telling what is sold
- [Map](#) to find local dealer
- [Product ingredients](#) added to the products
- [Video of cocktail production](#) to show Pimentae is fresh bottled with natural ingredients
- [Video of festival](#) to create product and event awareness

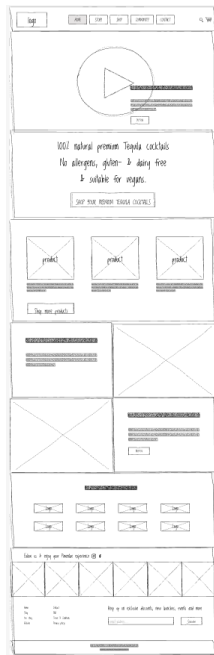
Footer:

- [Instagram feed](#) to create vibe-, community- and product awareness

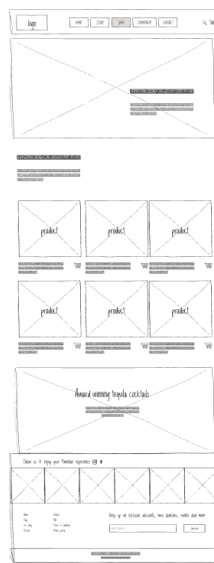
We designed a way to create product and event awareness to **attract more people to buy, join and enjoy Pimentae's Tequilla experience.**

Low fidelity wireframes

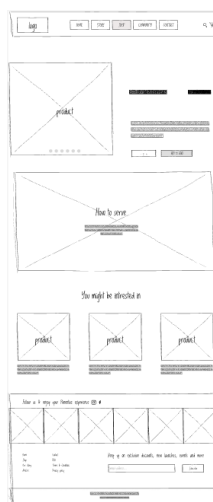
Homepage



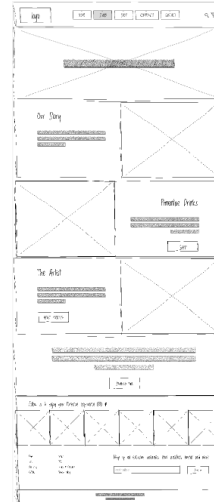
Shopping page



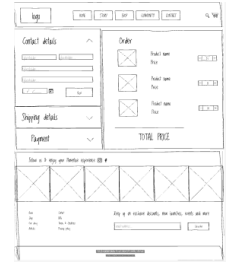
Productpage



Our story page



Checkout page

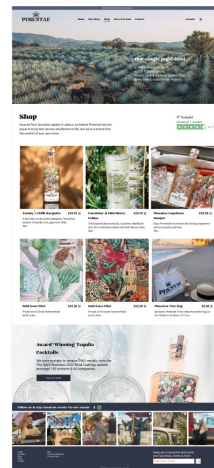


High fidelity wireframes

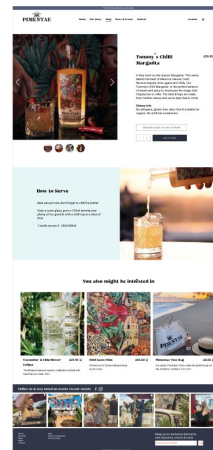
Homepage



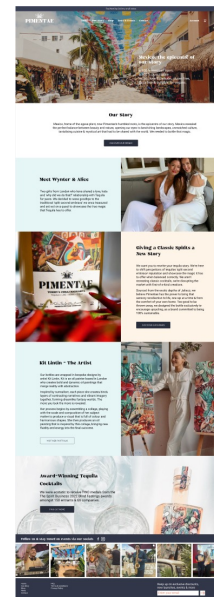
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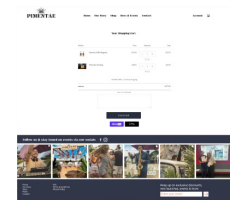
Productpage



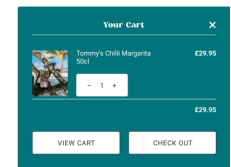
Our story page



Checkout page



Product cart



[Link to our prototype in Figma](#)

There are buttons and behaviours that don't work. The prototype gives a rough impression of what could be built.

Design Thinking, UX writing

Social innovation challenge IBM + Stichting MAIT

With Benti we designed a simple and easy way to help people in debt quickly and anonymous to the right aid organisation

For a Social innovation project at IBM to find a solution to help people in debt in Rotterdam.

- **I designed the user journey**
- **I designed the presentation** to assist getting executive approval to build the solution.

In a later stage, with a diverse team of technicians, creative designers, relief organization and experience experts we used **Design Thinking** to design the identification, name of the bot and the way it should communicate.

UX Writing

My main contribution to Benti:

- **UX writing for the website** and communication to community care and general practitioners. Besides that I coördinated our project.

May 2022 we launched a successful media campaign in Rotterdam IJsselmonde. We **achieved our goals** with a percentage of 28% of people being referred to the right debt relief organization. [Link to Benti](#)



1. Start het chatgesprek



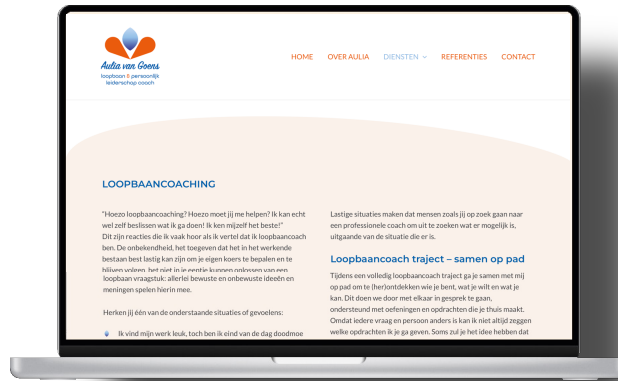
2. Kies de hulporganisatie die bij jou past



3. Kom in contact met de gekozen hulporganisatie

Brand design, UI design

Logo and Webdesign for Aulia van Goens coaching

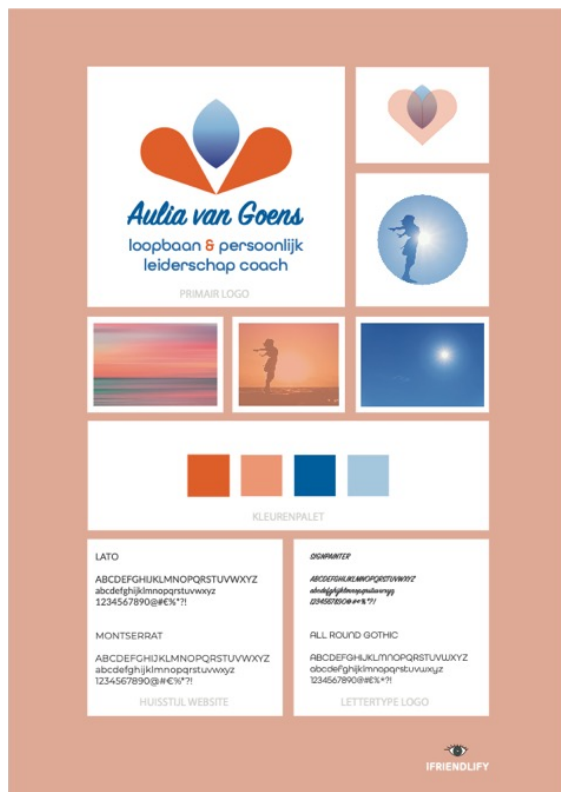


I was asked by my former coach to design her logo, brand and website. After client interview and **competitor research**,

- **I designed the logo and identity and the website** radiating her values and way of coaching and showing the energy and commitment she has in her field.

[Link to the website](#)

- For the complete picture I designed a **writing paper template, invoice template, mail icon, mail closing and business cart.**



“Manon created my logo and website with her creative design skills and emphatic listening to my needs. I’m very happy.”



Design Thinking, User journey

Social innovation IBM + Movement on the Ground

We designed a way for camp residents to empower themselves and feel proud.

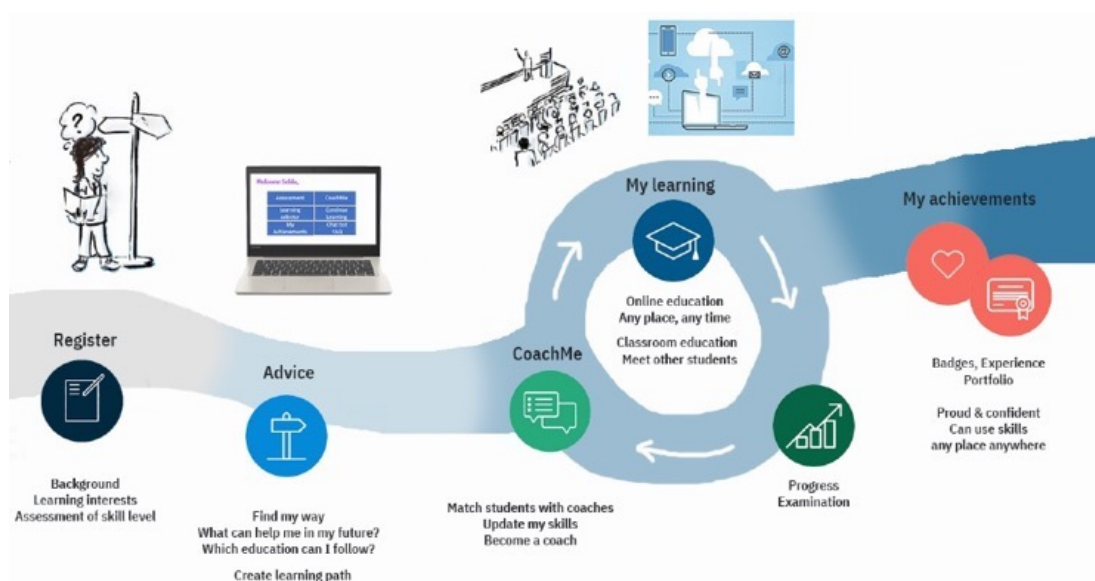
I volunteered in a Social innovation challenge at IBM to support the Camp to campUs philosophy of Movement On The Ground to transform refugee hotspots into communities that are safe, sustainable, healing and enabling.

Through **Design- and Disruptive Thinking** with a diverse team we designed a way for the camp residents to **empower themselves** by **learning new skills**, **give meaning** to their day to day live in the camp, become **part of a community** and **feel proud** of what they have learned or achieved.

Also in this project I **visualised the the user journey**.

One year later the first **proud camp residents received their certificate**.

Picture source:
[Movement On The Ground](#)
[@Instagram](#) (opens when logged in)



UI design

IBM internal digital “flyer” and website

From flyer to website

For an internal IBM organization, which developed a one-page resume tool, I took part in the scrum team for the promotion of the tool. I was asked to design a flyer.

As we were in Covid-19 lockdown, a paper flyer was of no use.

So **I consulted to inform users by a digital flyer and a website** in which also future tool updates and information changes could be communicated, which was previously done in the one-page resume tool.

I designed a better way to provide and maintain everything users need to know regarding the tool.

- **I designed the digital flyer and the website.**

With this solution I created a user-friendly experience to inform users about the new resume tool as well for the tool owners to update future tool information, saving tool maintenance time and costs.



UI design, UX writing

IBM internal design and development Process Portal

I designed an easy and accessible way to find and easily absorb necessary process information.

I designed and developed a brand-new process portal for the IBM Benelux CRM process on the intranet.

The process information used to be hard to find, official information spread all over the intranet and not always clear if found process-information was still current. I thought:

“This could be designed better. Simplified and clarified for the end-user.

Easier and less time-consuming to maintain.”

What I did:

- **I interviewed** different types of user groups.
- **I researched** tools for the design and development of the new portal.
- **I designed and developed** a new portal in an intranet website.
- **I structured and edited the texts** in very clear, simple and easy to read text.

What I accomplished:

+ I improved the accessibility and user experience with the design of a clear and easy to use portal. Saving people lots of time searching and absorbing required information.

+ I improved the way to make future updates with the reduction of the amount of documents to maintain (reduced amount of documents from 550+ to 68)

+ I reduced application costs to zero with the solution to design the portal as an internal website where before saving the Chief Information Office internal server- and application costs.