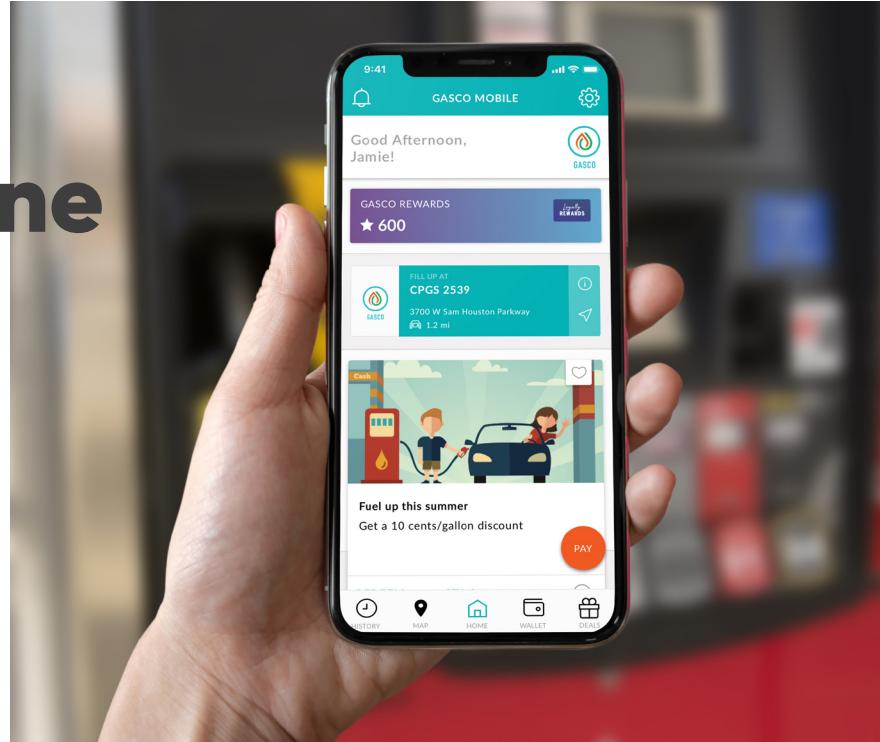




# PetroZone

Interaction  
User Experience



PetroZone is a white label platform that allows mobile payment for gas stations and convenience stores. The mobile app is powered by P97's cloud platform to enable payment, and P97's web management portal, which allows customers to publish digital marketing offers.

# Project Overview

I was brought on as an Interaction Designer to add to the existing PetroZone GEL library so the app could be more intuitive and user friendly. In addition to the UI, user experience flows needed to be overhauled to allow users to use the new features and verticals.

## Roles

Interaction Designer

Senior Interaction Designer

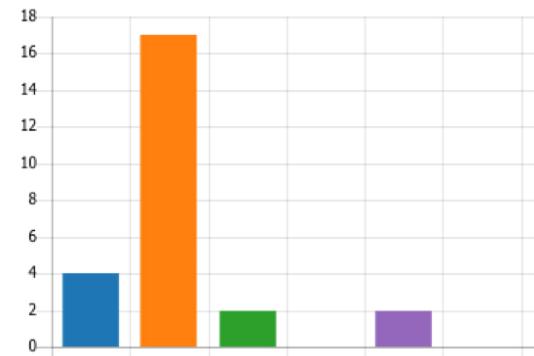


# Research

A survey was sent to groups of existing users and non-users to understand their background, driving habits and main motivation for using mobile payment apps. With the results, user personas were created to identify the users who use the app.

## 1. What is your age range?

- 16-25 8
- 26-35 34
- 36-45 4
- 46-55
- 56-65 4
- 66-75
- 76 and older



## 10. How much time do you spend using your phone per day?

- 1-2 hours 10
- 2-4 hours 24
- 4-6 hours 12
- 6-10 hours 4



## 11. How much time do you spend surfing the internet per day?

- 1-2 hours 22
- 2-4 hours 16
- 4-6 hours 5
- 6-10 hours 7



20. How often do you buy gas?

Weekly	34
Bi-weekly	16
Monthly	0
Other	0



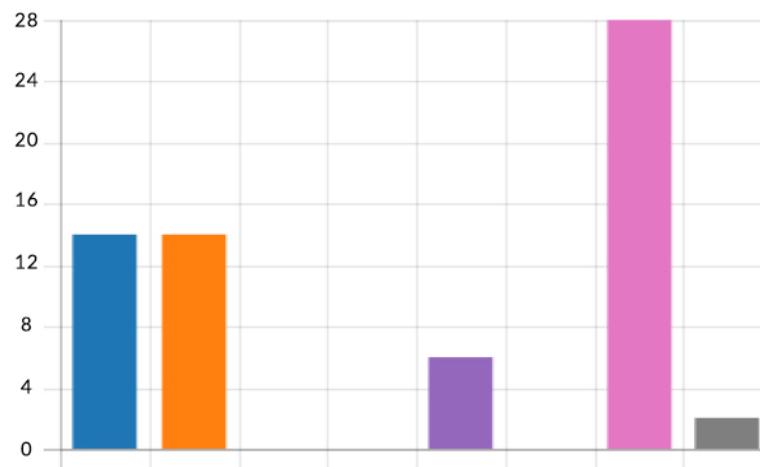
21. What time of day do you typically purchase gas?

Before work	8
Mid-day	8
After work	28
Night	4
Other	2



22. Do you buy other items besides gas at gas stations?

Yes - Soda, drinks	14
Yes - Food, snacks	14
Yes - Car accessories	0
Yes - Grocery, toiletries	0
Yes - Alcoholic beverages	6
Yes - Apparels, clothing	0
No	28
Other	2



# UX PERSONA



## Sandra Perez

*"Kill two birds in one stone."*

26 yrs. old | Accountant  
Bachelors in Business Mgmt.  
52k Annually  
Values Efficiency  
Single, no kids  
No pets  
Houston, TX

### Typical web/app tasks:

Check Instagram  
Post on Facebook  
Tweet to promote blog  
Write blogs on her personal website  
Uses banking app to check rewards  
Loves ordering from Amazon  
Uses fueling app for filling up gas

***"As a user, I want to get gas, bundled snacks and coffee so that I can save money and time."***

Sandra is a happy-go-lucky gal. She is adventurous and always plans for her next itinerary.

#### Jobs to be done:

- Book tickets to another country for travel
- Fill up gas
- Post on social media twice a week
- Blog about her travels and fine food & drinks experiences
- Find efficient ways to perform day-to-day work tasks



#### Tools used:

Credit card cash-backs, Fast-food apps, Uber Eats, Door Dash, social media apps



#### Desires:

She wants to increase her salary so she can travel more and expand her hobby as a "foodie." She lives for new tastes, experiences and meeting new people.



#### Brief description of life:

Sandra wakes up at 8 a.m. and gets to work 9 a.m. She is confident and likes her work day to go as seamless as possible. She has a few girl-friends at work that she chats with when she is taking a break. She plans for their happy hour in downtown every weekend. When she gets home she likes to order in food and watch her favorite TV shows like The Office and Chef's Table and Russian Doll. She checks her e-mails and all her social media platforms when she gets home. In between commute, work and social spaces, she checks her phone for about five hours and surfs the web for two hours daily.



#### Frustrations:

Sandra gets frustrated when she sees her coworkers doing something unproductive. She doesn't like it when she uses the internet/app and takes too long to work/load.



#### Solutions:

She uses apps, rewards programs that give her savings while she is purchasing. Whenever she can, she uses apps that save her time and money.

# UX PERSONA



## Josh Wilson

*"If it isn't on my calendar,  
It does not exist."*

30 yrs. old | Software Engineer  
Bachelors in Computer Science

72k annually  
Values Reliability  
Married, no kids  
Has a labrador  
Salt Lake City, UT

Typical web/app tasks:

Check e-mail (gmail)  
Outlook Mail & Calendar

List agenda  
Check LinkedIn

Order sports gear and books  
at Amazon

Occasionally checks banking app  
Uses mobile app to fuel car

**"As a user, I want to fill up gas at a station near my house so that I can stay on top of my schedule."**

Josh can be strict and pragmatic, but knows when to loosen up. He likes a friendly competition.

Jobs to be done:

- Travel to another city for a conference
- Fill up gas
- Wash car monthly
- Order toiletries online
- Improve knowledge & skills



Tools used:

Gmail, phone calendar, Mint, fueling app, Amazon



Desires:

He wants to be a reliable team member,  
increase his knowledge and expertise because it keeps him satisfied.



Brief description of life:

Josh wakes up every 5 a.m. to jog with his Labrador for 45 minutes.  
He leaves the house around 7:15 a.m. and arrive at work by 8 a.m. on weekdays.  
Josh checks his phone about three hours a day and spends two hours surfing the web. He reads one book a month and takes online classes about improving his knowledge and management skills. When he gets home, he likes to relax, and sometimes watch soccer tournaments. On Monday mornings, he plans for the week about his projects at work and prepares for weekly meetings as best as he can. Every Saturday mornings he plays soccer with his friends.



Frustrations:

Dislikes it when people promise and don't follow through.  
He doesn't like it when a tool or a mobile app fails to deliver or function as intended.

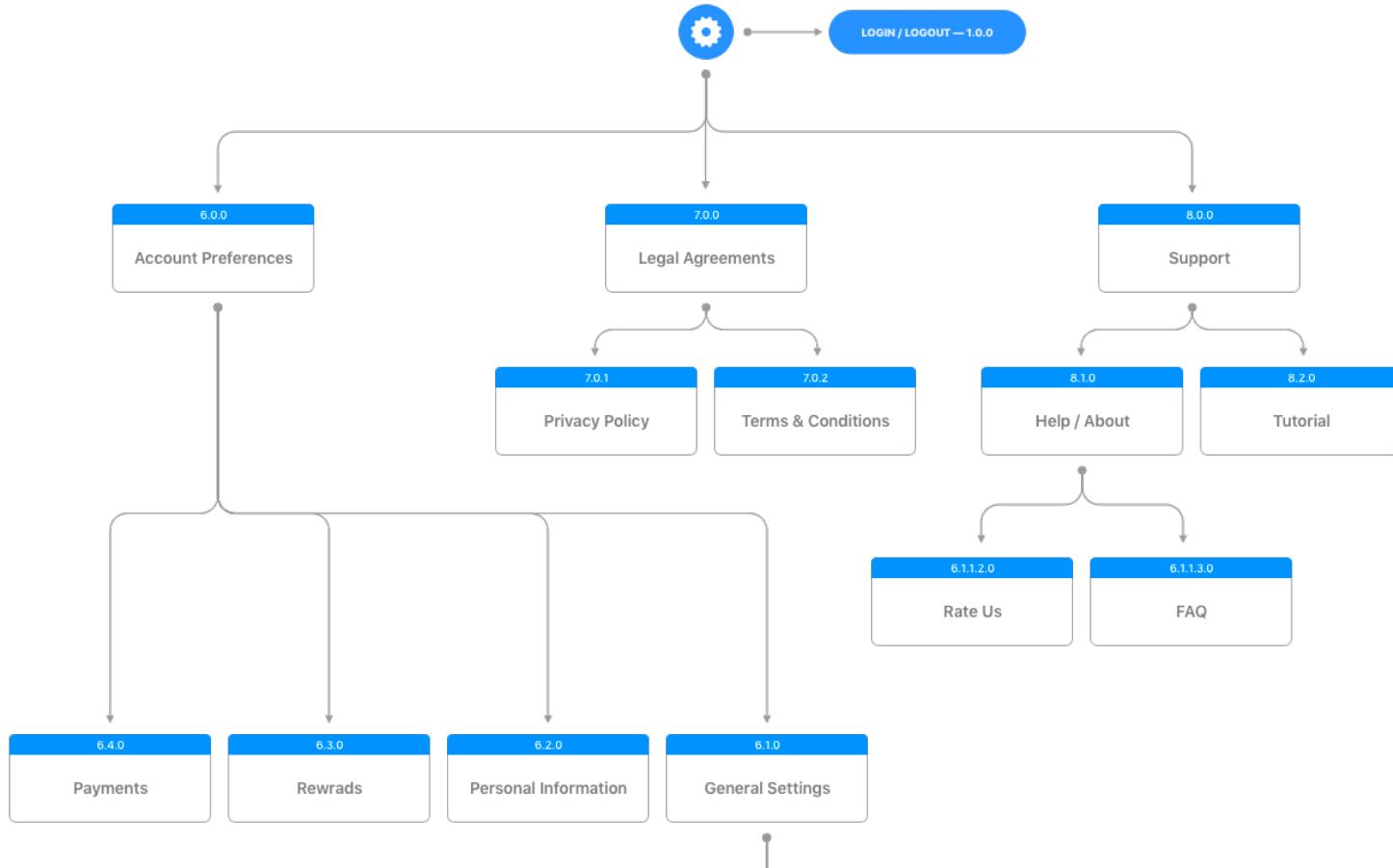


Solutions:

Creating a reliable schedule or plan of action helps him get ease his mood and accomplish his goals. Trusting word of mouth from his peers, looking at reviews before purchasing a product.

# Information Architecture

As part of my role, I created diagrams to showcase the structure of the content in the app to customers.

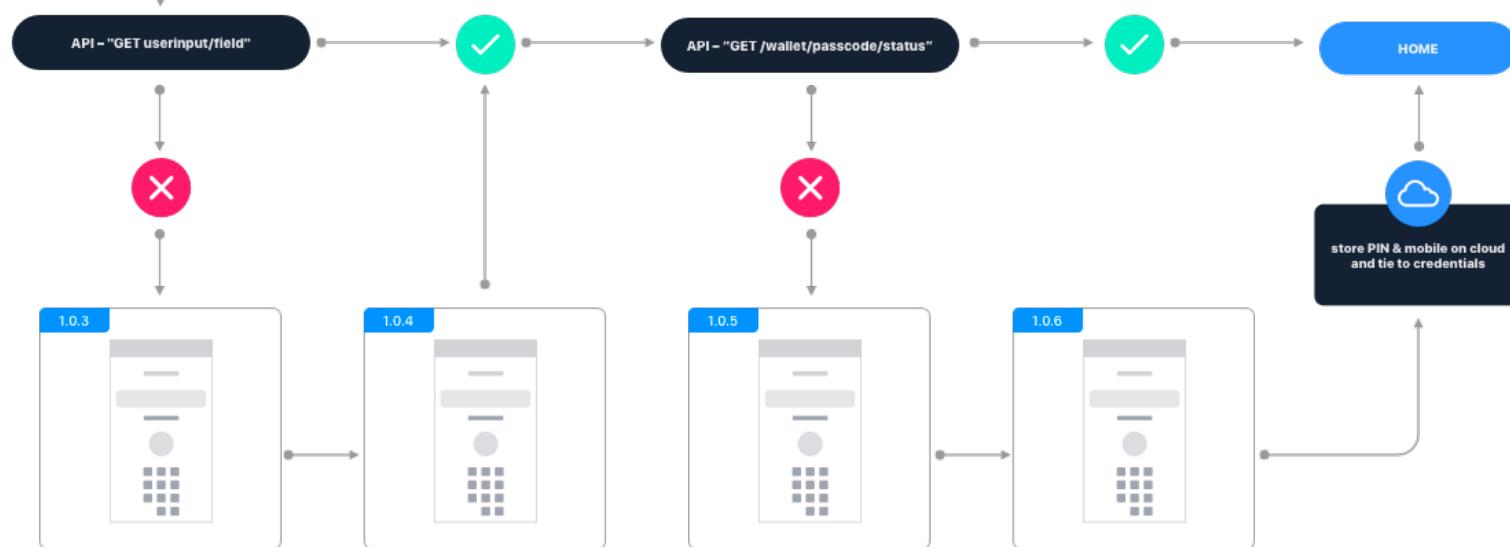


#### register Step

input [first, last name\*]  
input [password\*]  
input [confirm password\*]  
input [email\*]

checkbox [terms & conditions]  
link [terms & conditions]

button [sign up]  
button [facebook] (only if configured in Portal)



#### Enter Mobile Number

text [why add mobile]  
list [country code]  
input [valid mobile number]  
button [next]  
component [numpad]

#### SMS Verification

text [SMS verification]  
input [verification SMS code]  
button [resend code/next]  
component  
[numpad/ Autofill from SMS]

#### Create PIN

text to why create a PIN  
input [4 digit PIN]  
button [check]  
component [numpad]

#### Confirm PIN

text [confirm PIN]  
input [4 digit PIN]  
button [check]  
component [numpad]



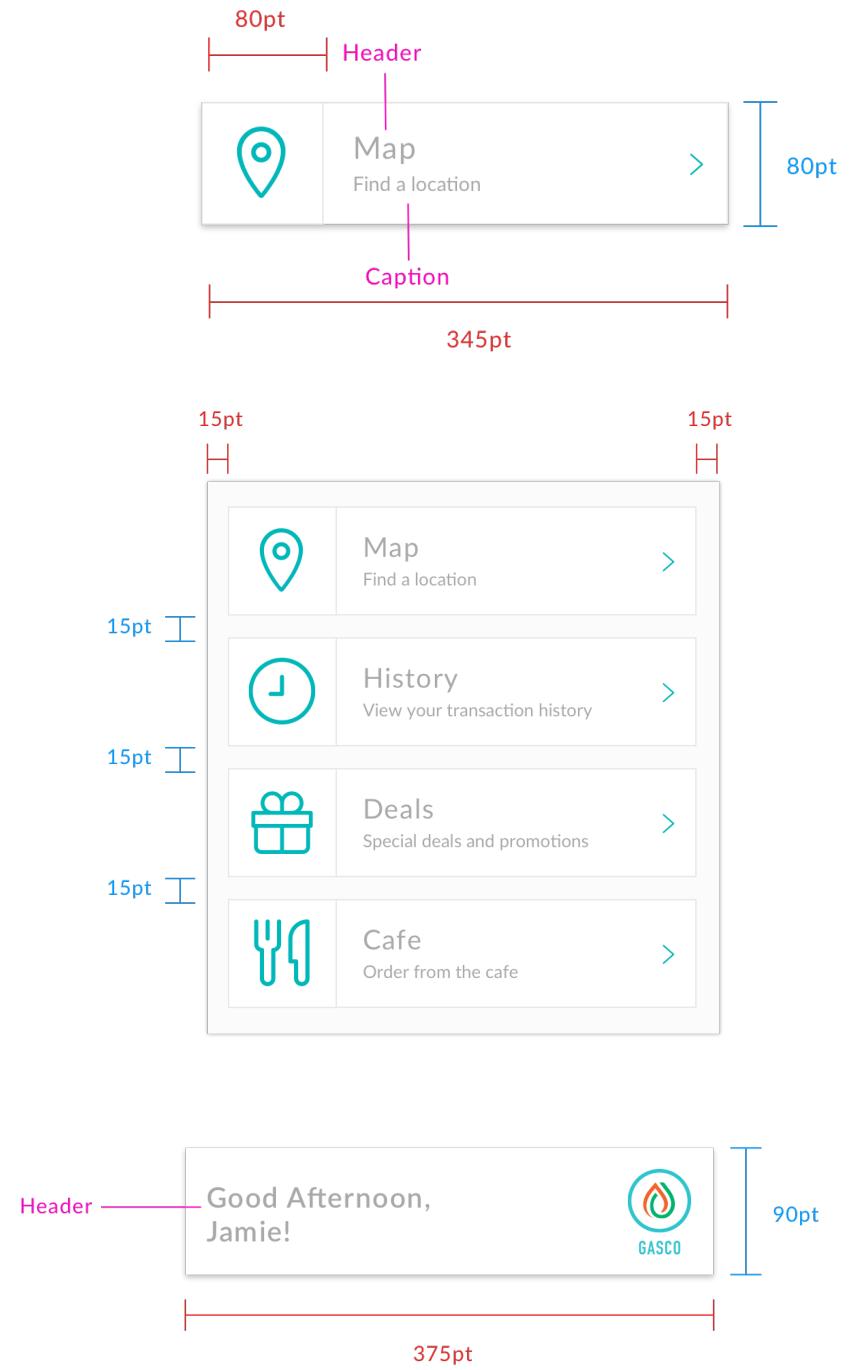
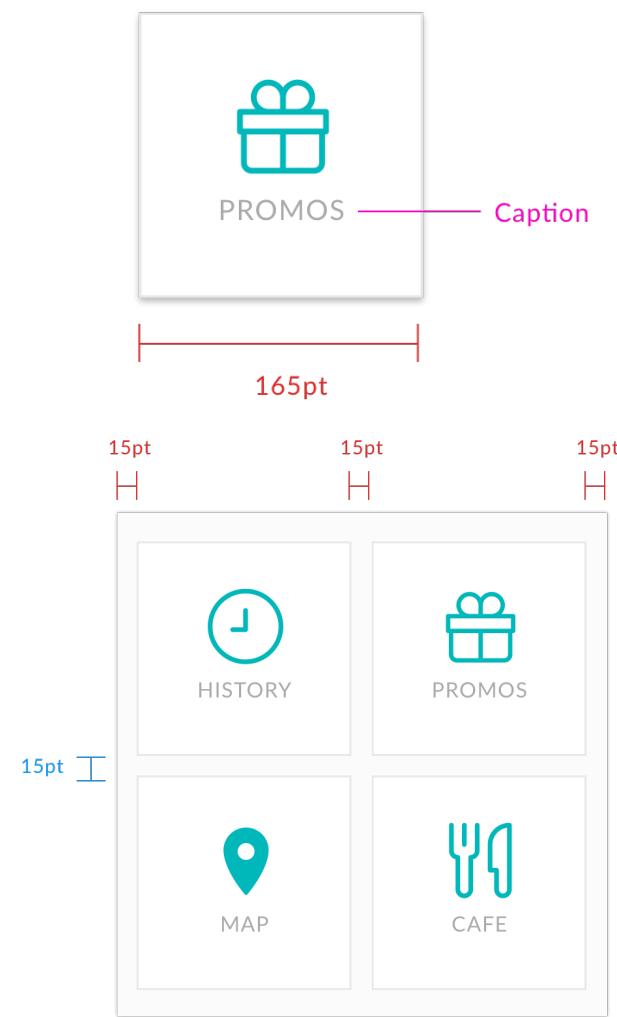
# Modular Homescreen

To allow the product to become scalable in the long-term, new components were added to the existing GEL library. This would allow the app to be customizable by the B2B customer. This created an easy to maintain system where a single update can cascade through every screen utilizing that component.

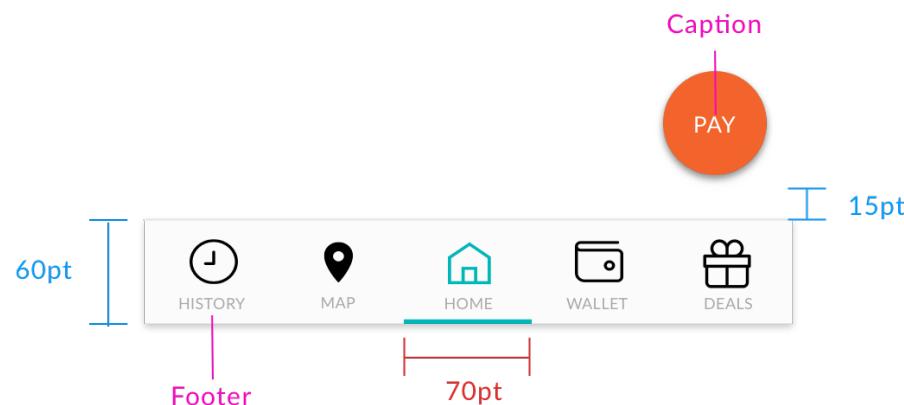
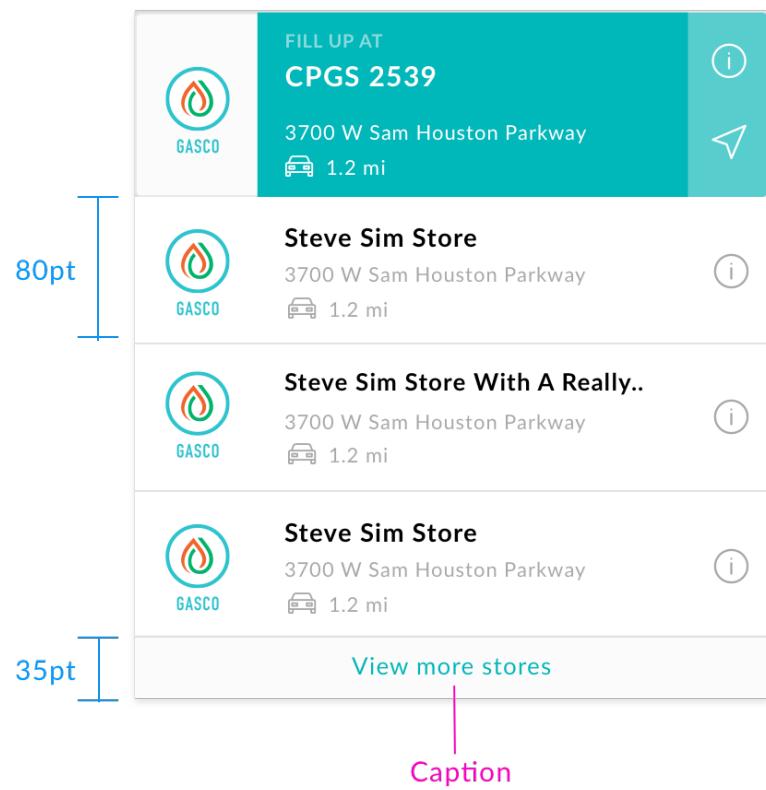
This framework allowed flexible branding in the white label app and allowed us to create unique branded experiences for dozens of customers without extensive development time.



# Design Patterns

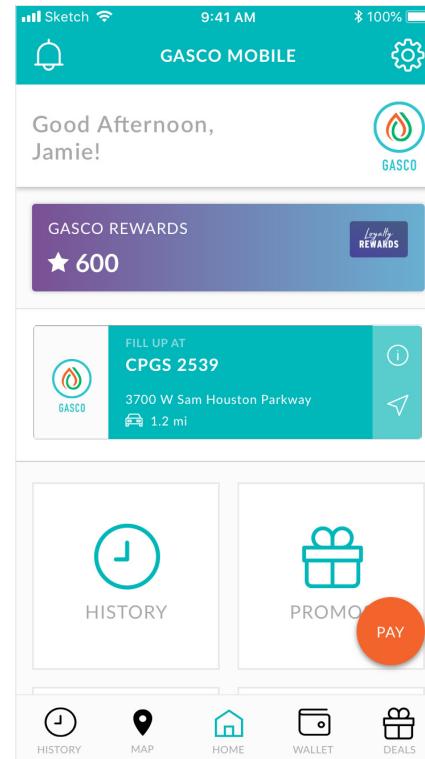
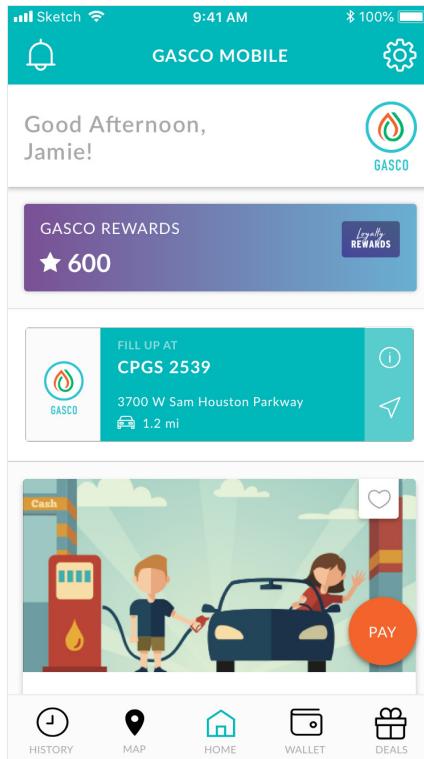


# Design Patterns



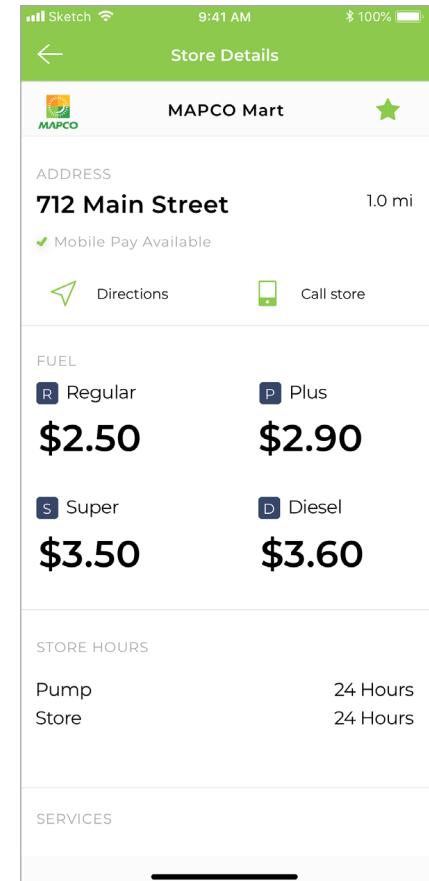
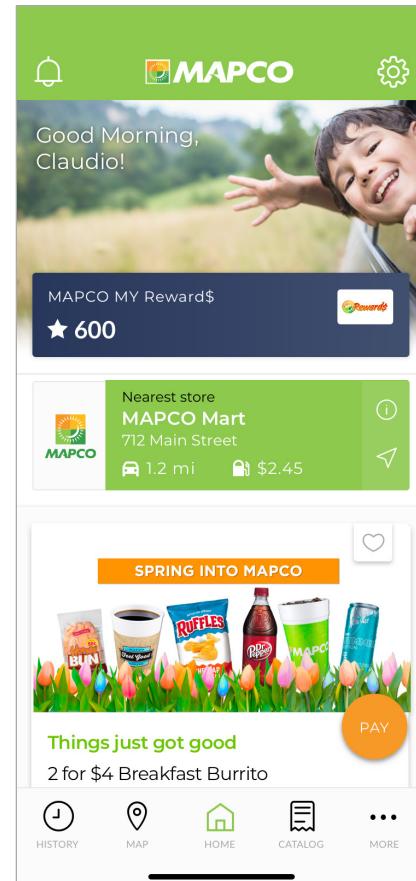
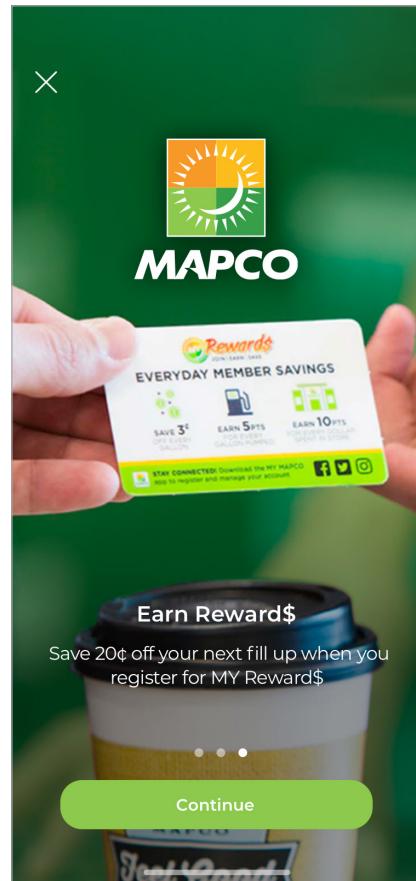
# A/B User Testing

10 users were presented with high-fidelity prototypes of the modular homescreen. The participants were asked to find a store, pay for fuel, add a new payment method, and a few other tasks. The results showed the homescreen on the left was well received (8 to 2) by users.



# Product - MAPCO

The customer implementation of the modular homescreen.



< MAPCO

## Settings



Claudio Daguerressar  
claudio@mapco.com

Account

**Personal Info**  
Change your account information >

**Payment**  
Add a credit or debit card >

**MY Reward\$**  
View loyalty cards >

**Wallet**  
View claimed rewards >

Language  
English >

Notifications

Push Notifications 

< Payment Add



No payment method added  
Select and add a payment method to make purchases.

< Pump Selection

Enter your pump number

01

Continue

1 2 3  
4 5 6  
7 8 9  
+ \* # 0 

< Payment Confirmation

MAPCO Mart  
3043 Nolensville Road  
Nashville, TN 37211

VISA  ....1234 >

Pump 2 >

Amount Fill Up >

Carwash None >

Use Rewards Fuel Discount 

Authorize



# Product Features

Modular Homescreen

Offers View

Hydrogen

Map View

Light/Dark Theme

Navigation

Phone Verification

Grid View

Configurable Walkthroughs

Welcome Modules

Loyalty - Paytronix

Driver Management

Updated Location/Price view

Native Identity Management

Advance Map Filters