

UX/UI & PRODUCT DESIGNER

Marcos Camacho García

CASE STUDIES

Introduction

My name is Marcos, and I'm a UX/UI & Product Designer passionate about creating useful, intuitive, and engaging products.

In 2016, I joined Paganti as a UX/UI Designer, working on the Paga+Tarde Consumer Finance platform with a focus on Design Thinking and a user-centered approach. In 2020, I moved to Exoticca, an online travel operator, where I continued enhancing user experiences and helped the company grow from a startup to a profitable enterprise.

Over the past eight years, my work has ranged from improving copywriting to researching customer experiences for new insights. I've developed new features, creating valuable, timeless products. While I started with Lean UX, I've recently embraced Teresa Torres' Product Trio framework, fostering collaboration and continuous improvement.

Pagantis

The following pages contain a small sample of my previous experience as a UX Designer in Pagantis.

While at Pagantis, I worked along with other UX designers in the maintenance and development of Paga+Tarde Consumer Finance. As a team, we worked in a wide range of tasks: from improving the copywriting and the overall experience of the online forms, as well as researching our customers' overall experience in search of new insights for improvement or the development of new features.

The works you are about to see were done between 2019 and the first months of 2020.

UI Improvements

1 / 2

WHAT

To reduce the user's drop-off at this step.

WHY

Applicants were arriving at this screen after a long-form (KYC steps) and after being pre-approved by the Credit Risk Engine.

At this point, they were supposed to pay the first installment to finish the purchase.

HOW

I wanted to reduce the user's "working memory" and explain what are they paying and why now.

BEFORE

9:41 pagamastarde.com

pagantis

Finaliza tu compra

Para finalizar la compra debes pagar ahora la primera cuota de 24,14€

Elige una forma de pago:

☒ Tarjeta  

Número de la tarjeta

Tarjetas aceptadas VISA o Mastercard

Titular de la tarjeta

Caducidad CVV

MM/YY 3 números

☐ Consiento la cesión de mis datos a Banco Cetelem S.A.U. para recibir comunicaciones comerciales, incluidas por medios electrónicos, de productos y servicios financieros.

Pagar 26,14€

[Cancelar y volver a la tienda](#)

AFTER

9:41 pagantis.com

pagantis

¡Tu solicitud ha sido pre-aprobada!

Elige un método de pago para pagar la primera cuota hoy y finaliza tu compra ahora.

 Total de la compra 104,54€

 **Hoy pagarás 26,14€**

 Te quedarán 3 pagos de 26,14€

Elige una forma de pago:

☒ Tarjeta  

Número de la tarjeta

Titular de la tarjeta

Caducidad CVV

MM/YY 3 números

UI Improvements

2 / 2

WHAT

Create a new layout for the installments selector

WHY

- Allow the introduction of flexible installments (Pay half today and the other half in 3 months)
- Create a new layout for the installments selector .

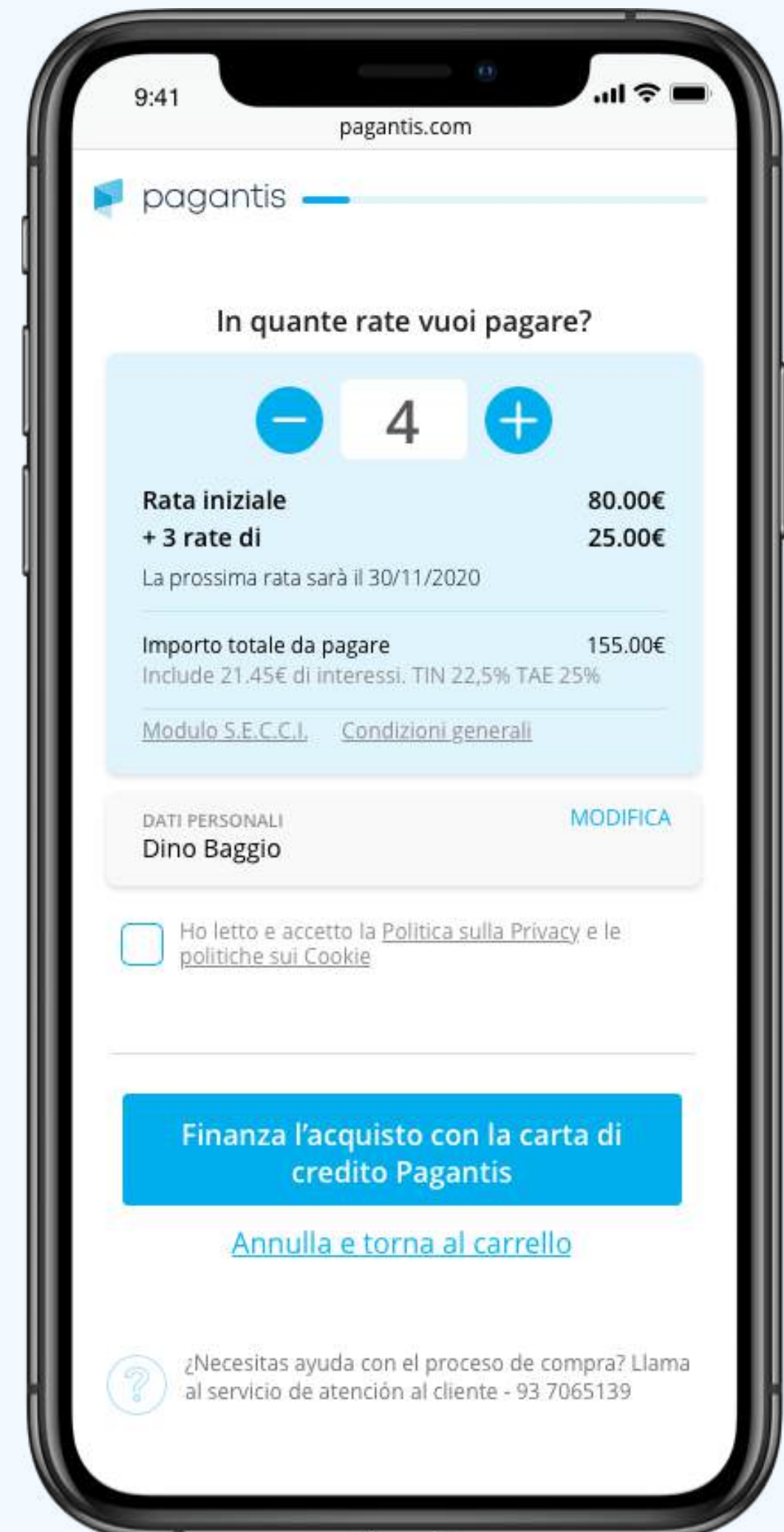
HOW

Grouping the financing details in a table-like structure grouping related information (texts on one side numbers in another one) reducing the user's cognitive load. Allow the introduction of flexible installments (Pay half today and the other half in 3 months) Create a new layout for the installments selector

BEFORE



AFTER



Improving Customer's Login.

1 / 2

On August 2019 a new login interface was implemented for Paga+Tarde's customers. The new login required customers to create a password associated to their email account.



AFTER 3 MONTH

~200 User does not exists
alerts in Datadog

789 Complaints
through Hotjar's poll

12% Existing users didn't
create a password

30/Mo. Telephone requests
to change email

- Users, primarily seniors, don't remember the e-mail account they used when applying for the loan.
- There is a large number of emails with misspelled domains saved in the database. For example: "gamil" or "gnail" instead of gmail and "holmail" instead of hotmail, etc)
- Due to legal requirements, only the Legal Department has the authority to change a user's email address. This process is made manually in the database.

Improving Customer's Login.

2 / 2

FORGOT USERNAME?

FORGOT PASSWORD?

pagantis



Entra en tu cuenta

Usuario (Email)

Contraseña

Iniciar sesión

[Olvidé mi email/contraseña](#)

pagantis

Olvidé mi:

Usuario (Email) Contraseña

Ingresa tu número de móvil. Te enviaremos un SMS con link para que puedas ingresar a Tu Cuenta

Teléfono móvil

Enviar SMS

pagantis



Te hemos enviado un SMS al teléfono:

634856255

[Cambiar teléfono](#)

¿No has recibido el SMS?

[Reenviar SMS](#)

pagantis

Olvidé mi:

Usuario (Email) Contraseña

Introduce tu email asociado con la cuenta de Paga+Tarde

Email

Continuar

pagantis



Revisa tu email:

mcamacho@pagantis.com

Haz clic en el link que te hemos enviado para ingresar en tu cuenta

¿Escribiste mal tu e-mail?

[Vuelve a escribir tu email](#)

SOLUTION

- If users forget their email we try to identify them with their mobile cellphone.
- When forgetting the password we offer the possibility of login with a "magic link"
- The development team fixed all misspelled domains saved in the database.
- Propose to the Product Owner to build a tool for the Legal Department allowing them to change user's email.

+ New Feature: Upload ID in the Application Form

1 / 3

My role & responsibilities: UX Design - UI Design - UX writing | **Timeline:** One week | **Client:** Paga+Tarde Consumer Loans

Context: As part of the new AML (Anti-money Laundering) Laws we were forced to start asking our customers to provide an ID Card picture as part of the application form. Together, with developers and the Product Owner we ran a co-creation session in order to implement an MVP for the new feature.

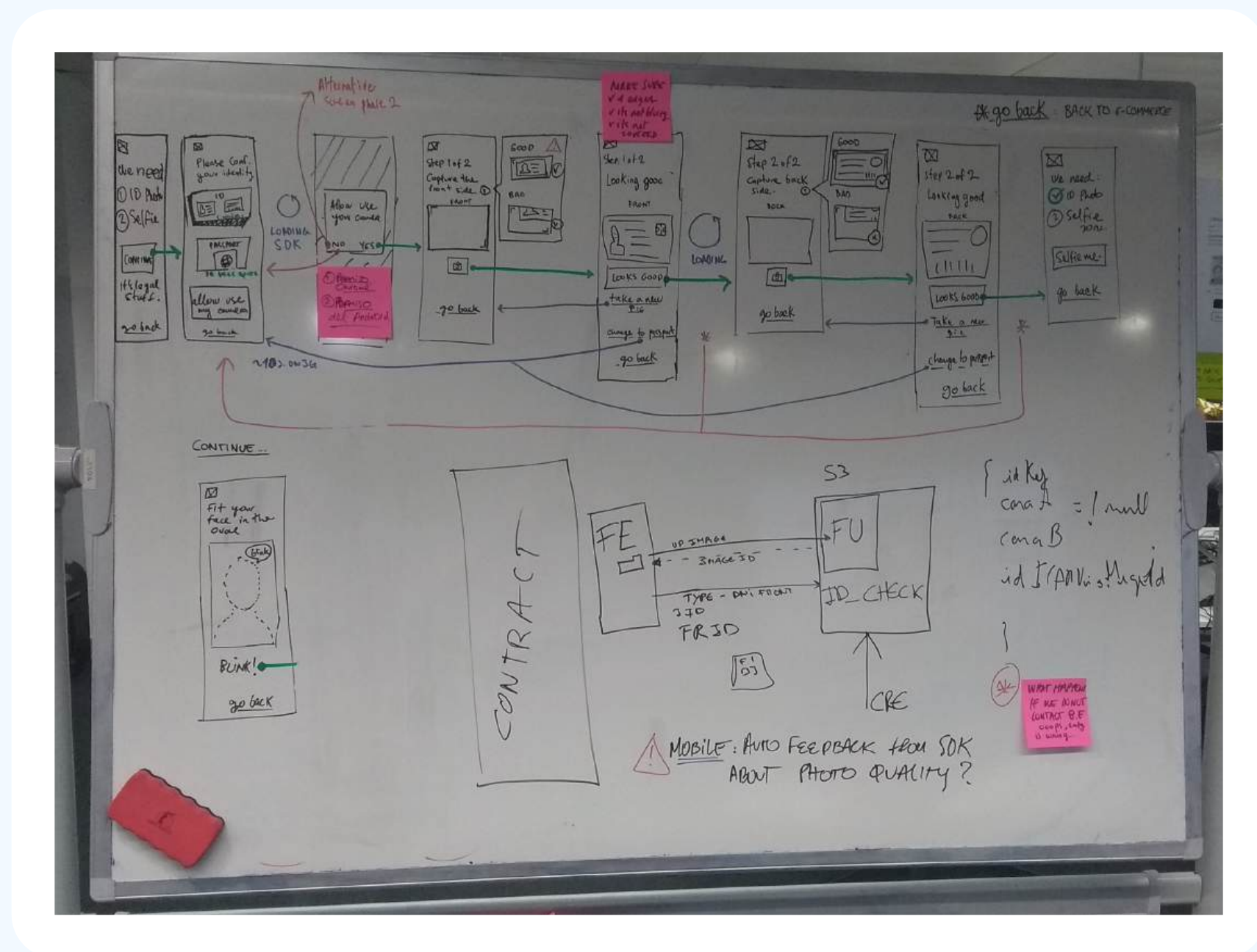
THE MVP

How can we add a new complex step in the application form and not sacrifice the conversion rate?

Limitations: For the MVP the company chose to work with a third-party provider and implement their solution before inviting the UXTeam to participate.

Together with the Product Owner, I ran a co-creation session with the Development Team where we evaluated the users needs, business needs, and technology capacities including the SDK's technical limitations.

I also did a benchmark analysis of our main competitors.



Co-creation session board

+ New Feature: Upload ID in the Application Form

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CONFIRMA TU IDENTIDAD

Sube una foto de tu documento de identidad

Selecciona el tipo de documento:



Pasaporte

🕒 aprox. 30 segundos



DNI / NIE

🕒 aprox. 2 minutos



✓ Lo que debes hacer

- Envíanos una imagen de buena calidad (mínimo 2MP) Asegúrate que todos los datos son legibles.
- Mostrar el documento completo (deben ser visibles las 4 esquinas)
- Presentar un documento con tu foto y a color.
- **Aceptamos los siguientes documentos:** DNI, pasaporte, tarjeta de permiso de residencia, permiso de trabajo o residencia.

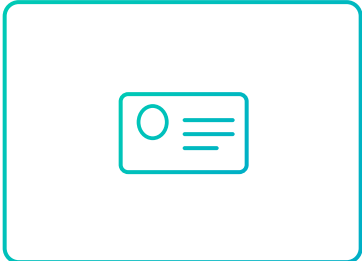
⚠ Lo que no debes hacer

- Presentar una imagen oscura.
- Presentar una imagen borrosa o con brillos que oculten tus datos.
- **No aceptamos:** Tarjeta de estudiante, permiso de conducir o tarjeta roja de refugiado.

[Ok, entendido](#)

Paso 1 de 2

Sube una imagen de la la **parte frontal** de tu DNI / NIE



[20MB máx] [.jpg / .jpeg / .png]

Seleccionar imagen

Revisar la foto

PARTE FRONTAL



Asegúrate de que tienes tu documento físicamente presente, y de que todos los datos son legibles, sin borrosidad ni deslumbramientos.

Se ve bien. Continuar

[Hacer una nueva foto](#)



+ New Feature: Upload ID in the Application Form

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After implementing the MVP we started to monitor our users' behavior and found an increment in the number of rejected users because our system was unable to validate their ID's image as a valid or authentic document.

ISSUE 1

We found out some pictures were upside down.

Along with the Data Team we ran a hackathon and build a custom automation service for rotating the images before validation.

ISSUE 2

Opening markets in Italy, France and Portugal.

Make it easier to choose different document types according to each country's regulation. For example, in Spain, a valid identity document can be national ID, Passport, and Residence Card. In Italy, there are two different national IDs, one a paper version and the other a plastic card; and the Passport.

Confirma tu identidad

Sube una foto de tu documento de identidad

Selecciona el tipo de documento:

DNI ▼

Pasaporte español

Tarjeta de residencia

Permiso de conducir

ISSUE 3

- Users were sending non Spanish documents.
- Some images could not be recognize after several attempts.

Automatically pop-up guidelines after two failed attempts.

Recomendaciones

✓ **Lo que debes hacer**

- Envíanos una imagen de buena calidad (mínimo 2MP) Asegúrate que todos los datos son legibles.
- Mostrar el documento completo (deben ser visibles las 4 esquinas)
- Presentar un documento con tu foto y a color.
- **Aceptamos los siguientes documentos:** DNI, pasaporte, tarjeta de permiso de residencia, permiso de trabajo o residencia.

! **Lo que no debes hacer**

- Presentar una imagen oscura.
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Rebranding: Icons.

Adapting all iconography to the new branding including a variation for dark backgrounds not available before.

BEFORE



AFTER



Exoticca

This document showcases a selection of recent design proposals created at Exoticca, focused on improving online conversion rates.

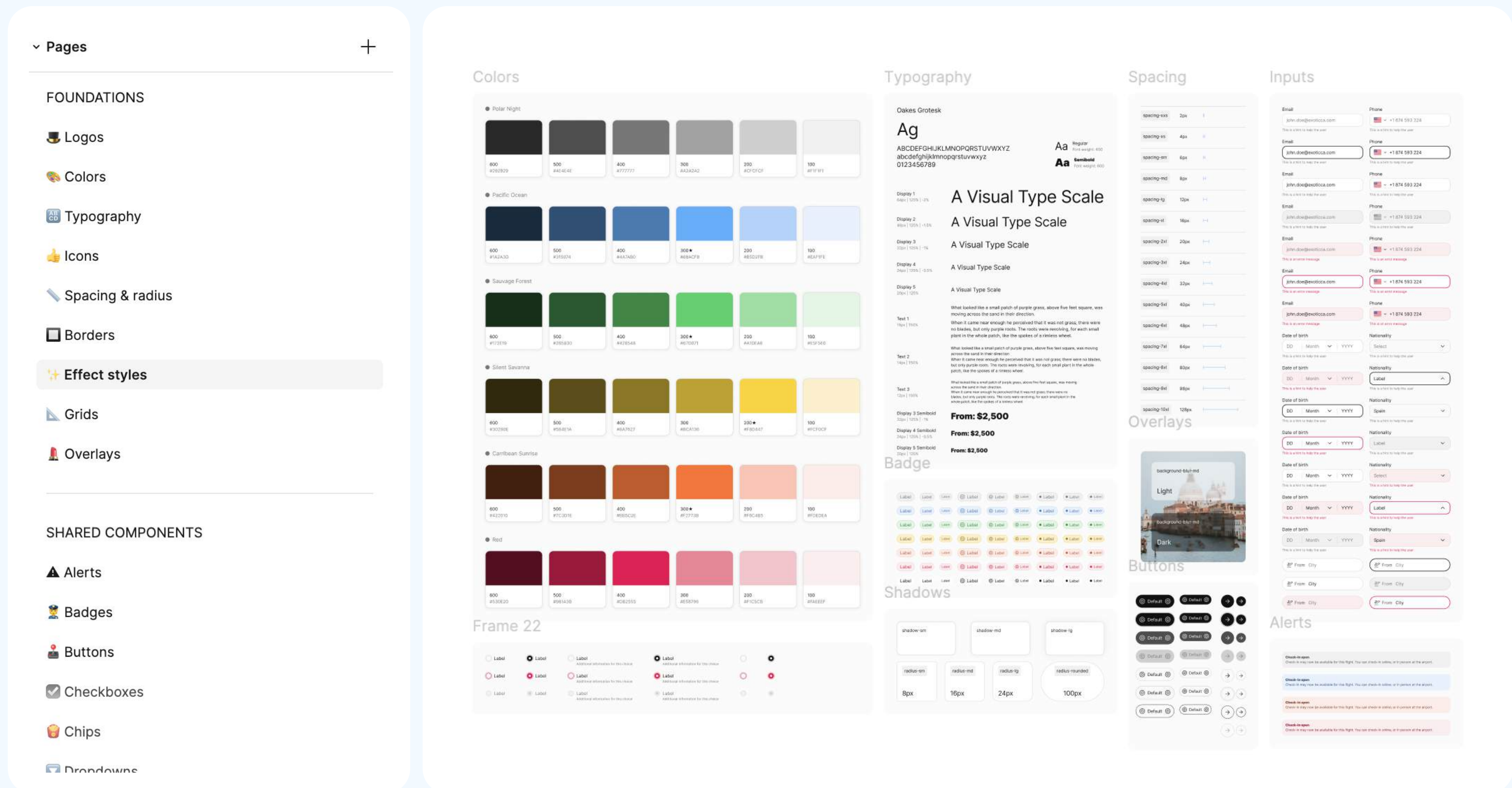
During my time at Exoticca, I was a key member of the Design System Team and actively participated in the CRO Team as part of the Product Trio.

I collaborated across the company with design, product management, content strategy, engineering and marketing to address business needs and research priorities while championing the users of our products.

The projects you're about to see were completed in the first half of 2024.

e Design System

Custom made and scalable Design Library design together with the Design and Front-end team.



e Homepage

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Redesigning the homepage: transforming it from a product catalog into a brand showcase that clearly communicates “who you are and what you do”, while still maintaining its transactional focus.



WHY

In 2023 Exoticca launched a TV and online campaign “What a time to be alive”. Presenting Exoticca as an affordable online tour operator. A company that employs expert Travel Crafters design extraordinary vacation packages at never-before-seen prices to give a truly unforgettable experience.

After interviewing customers, we realized there was a significant lack of trust. This may be due to the high ticket prices, but also because the primary attraction strategy focuses on offering the lowest prices, which made customers suspicious, questioning why it was so cheap. Additionally, customers primarily learn about Exoticca through email alerts from travel deal companies like Travelzoo.

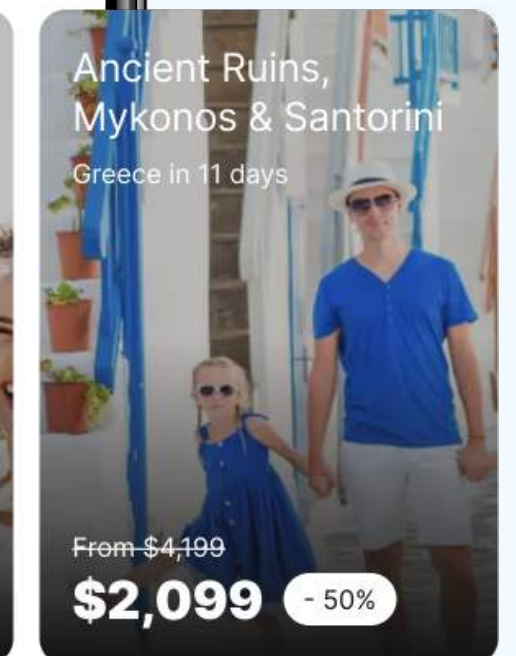
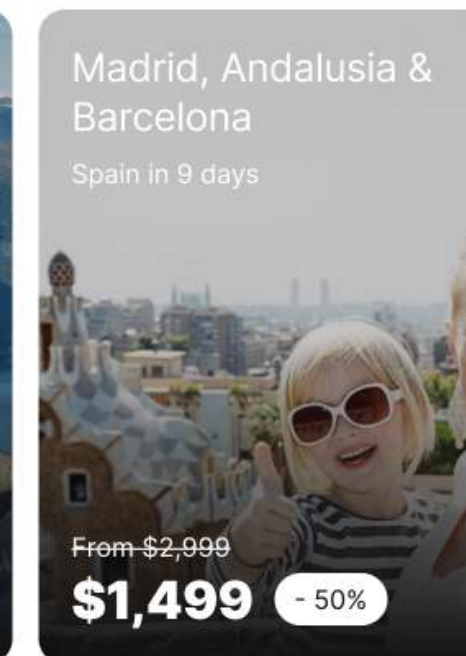
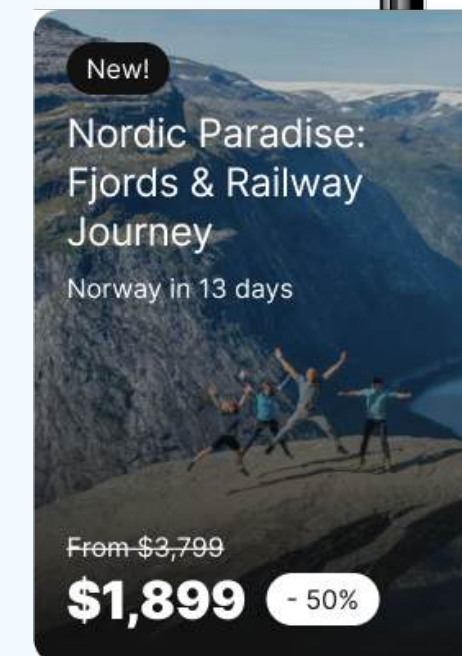
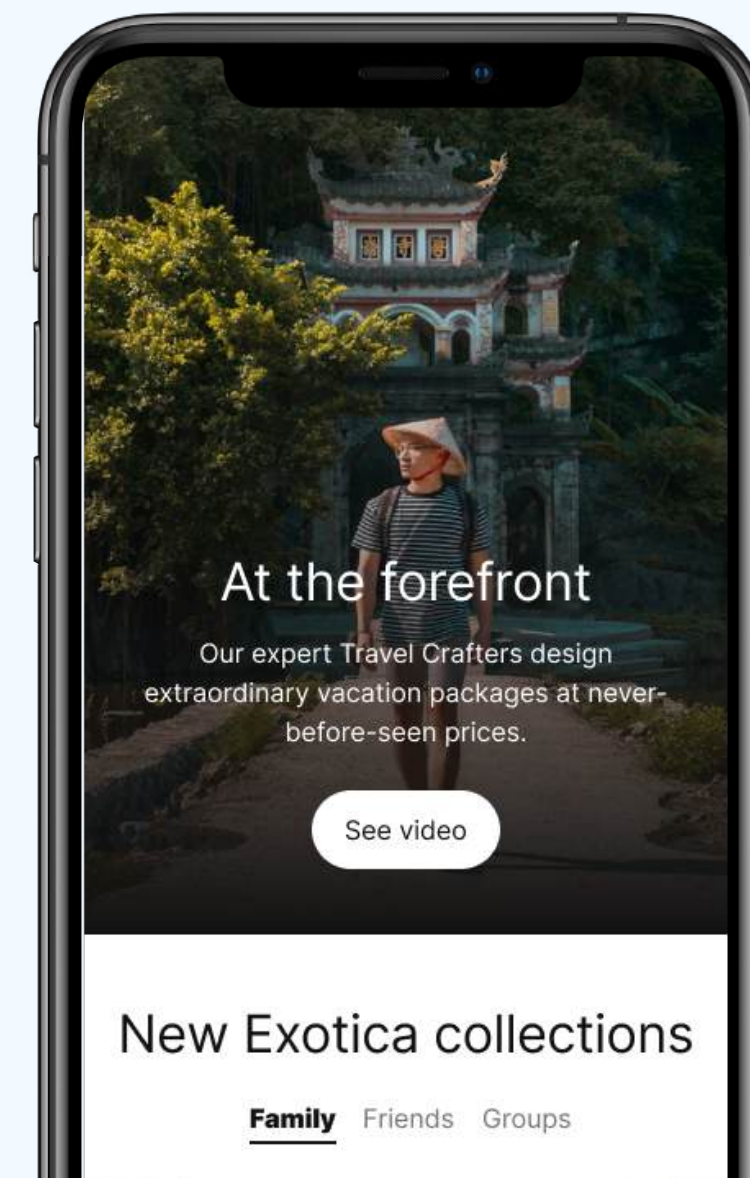
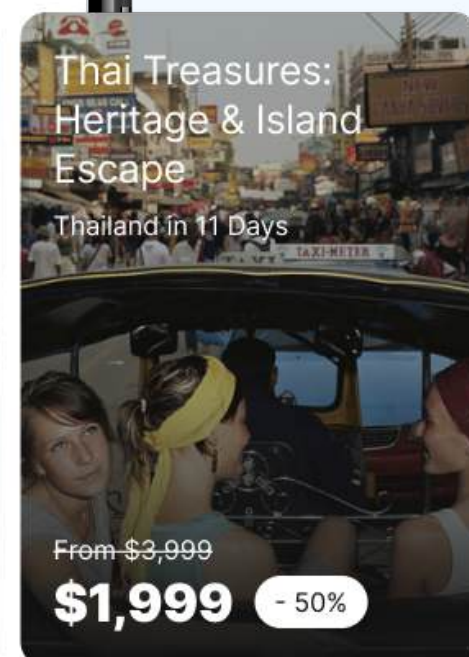
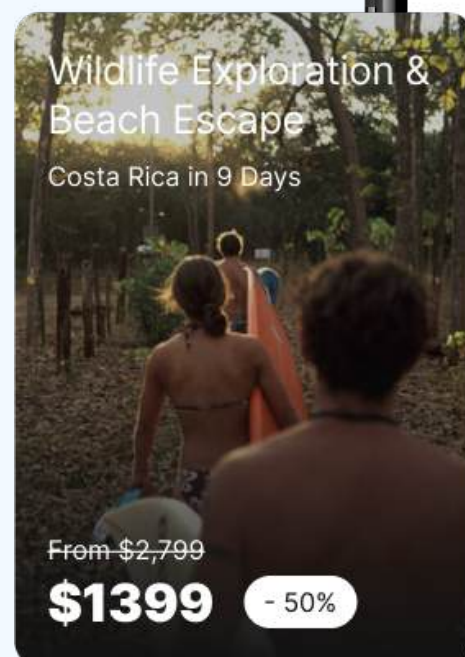
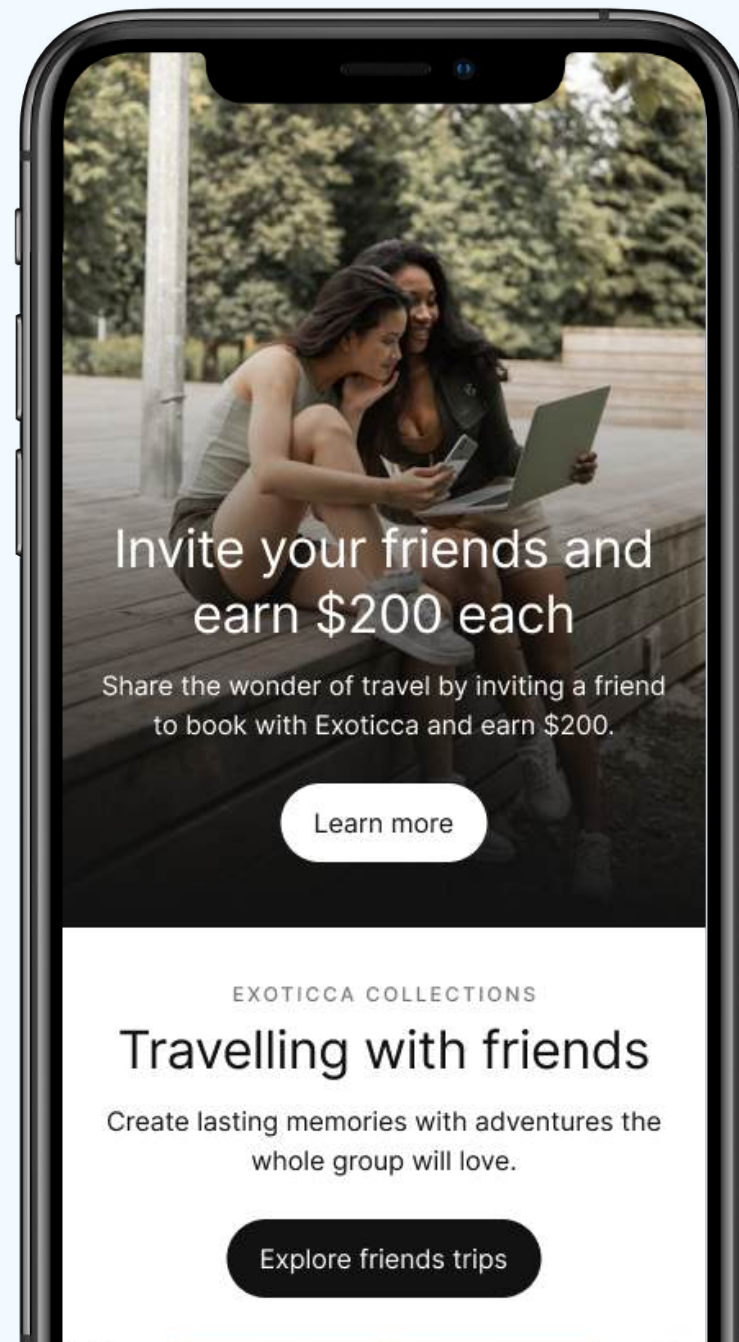
HOW

Quoting NNGroup: “A company's homepage is its face to the world and the starting point for most user visits.” Following heuristic guidelines: make the site’s purpose clear, help users find what they need, reveal site content, and use visual design to enhance—not define—interaction design.

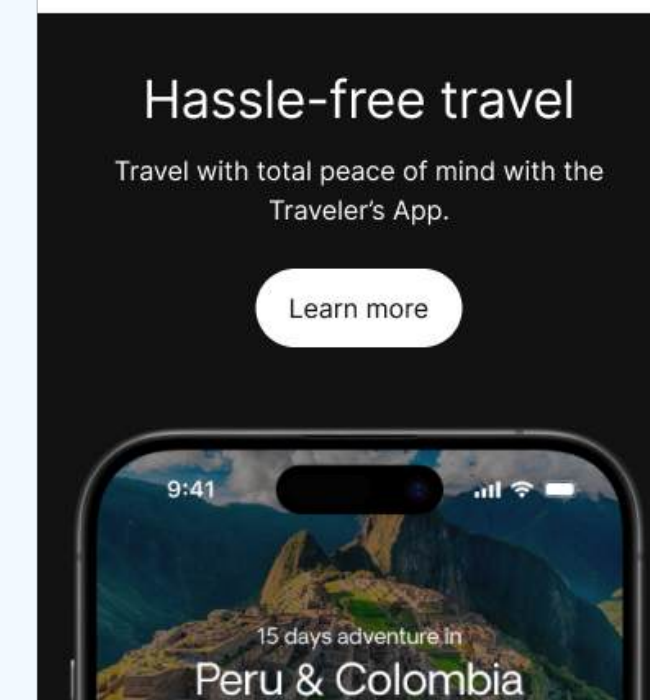
e Homepage

2 / 2

The primary strategic objective was to seamlessly blend content and products by integrating the company's unique selling points with relevant offerings.



Explore more



e Conversion Rate Optimization

1 / 2

Paradoxically, while Exoticca's value lies in its technology and ability to create affordable and unique all-inclusive trips, its main sales channel is the Call Center. How might we transfer the Call Center's sales expertise to the website?



REMOVING COMPLEXITY

70% Of traffic comes from mobile devices

60% Conversion occur on desktop

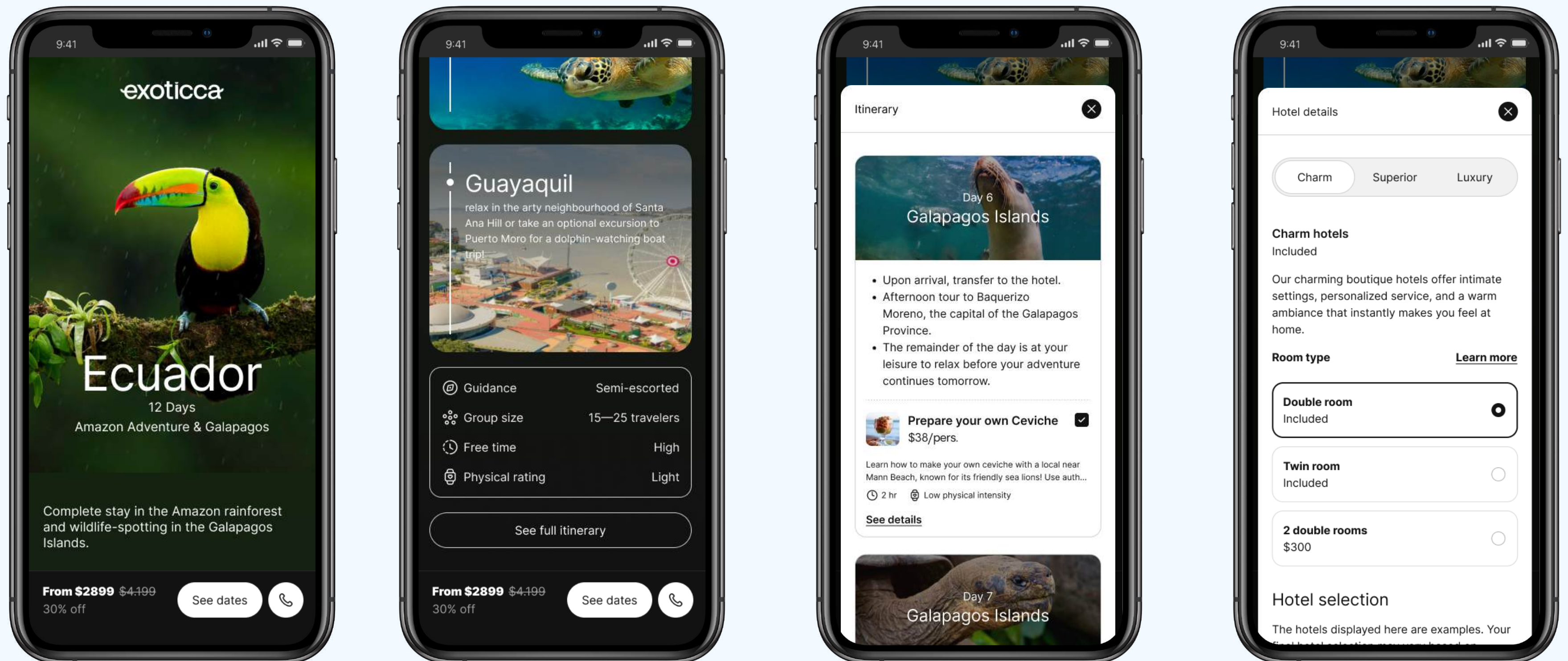
0.4% Online Conversion Rate

Exoticca offer a complex product: multi-city trips with intricate itineraries, often spanning different countries. Customers needed to choose an itinerary, select accommodations (hotels and rooms), flights, and various add-ons, such as extra activities or meal plans.

The existing checkout process required users to review the itinerary, pick a travel date, and then navigate a complicated series of customization options to upgrade their trip. This created a high cognitive load, causing many customers to abandon the online process and turn to sales agents instead. As a result, online conversion rates were impacted, and the company's reliance on sales agents made it difficult to scale the business without hiring and training more staff.

e Conversion Rate Optimization

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SOLUTION

The redesign aimed to streamline the experience by merging the exploration and purchasing phases. Customers could now explore trips while simultaneously providing traveler information and selecting accommodations, flights, and other options. This approach reduced complexity and made the booking process more seamless, hoping to improve the overall online conversion rate.

e Product Discovery Experiments

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Continuous Discovery Experiments are a crucial aspect of the Continuous Discovery process. These experiments aim to validate or invalidate hypotheses about customer needs, pain points, and desires.

Experiment 1

OPPORTUNITY SPACE

82% Of customers were leaving 1st step in the checkout

SOLUTION

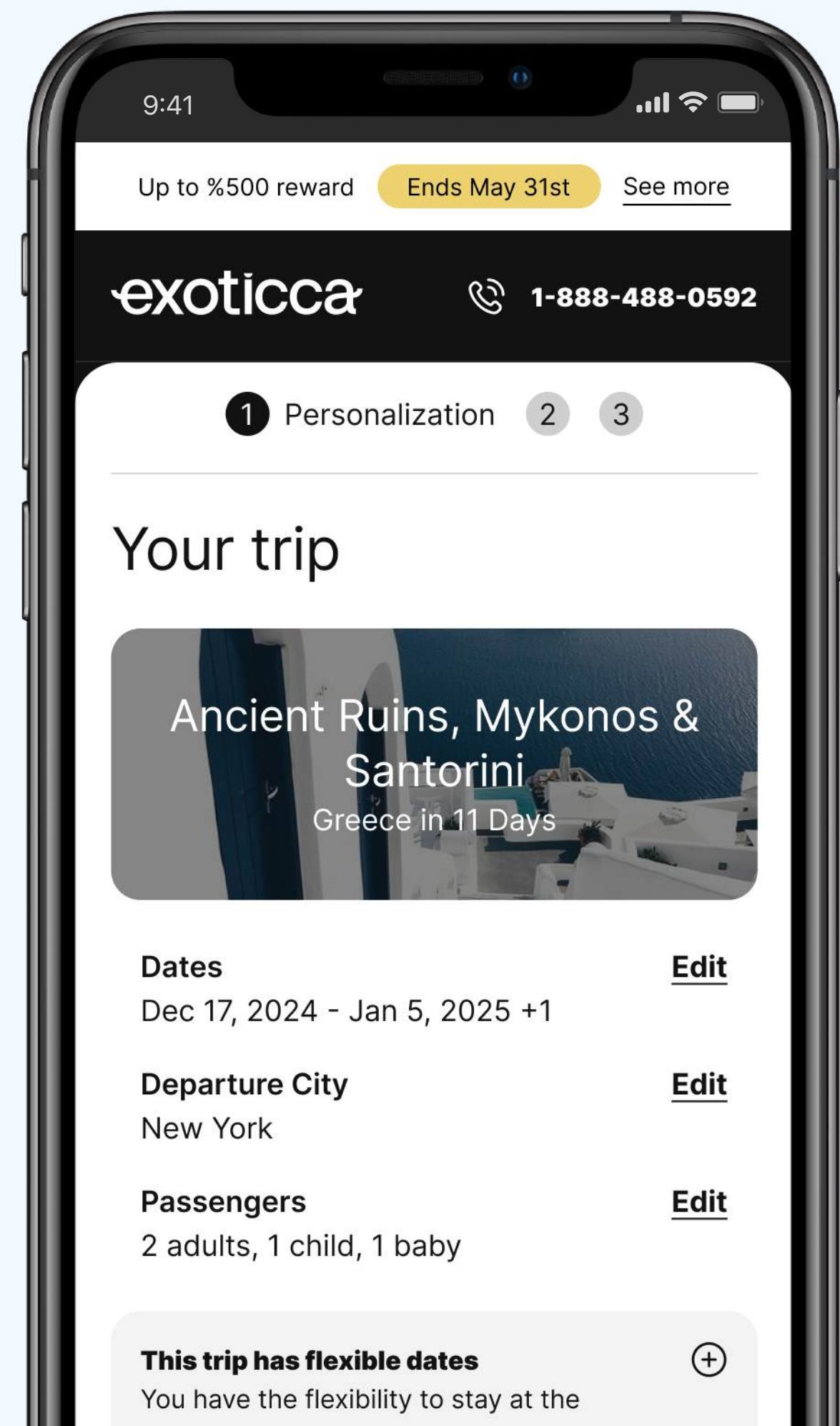
Several experiments:

- Survey when user drops the checkout. **Results:** 40% modify trip details, 30% were just browsing, 26% want to check the itinerary again.
- Test different "copys".
- Allow users to edit trip details (pax., dates and category) in the checkout.

POTENTIAL OUTCOMES

3% Reduction in users leaving the checkout

€412K projected extra revenue for the next 12 months.



e Product Discovery Experiments

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Experiment 2

OPPORTUNITY SPACE

30% Of users are just browsing
"I need more time to decide"

SOLUTION

Allow customers to lock the price for 24 hours

- A/B test displaying the "Lock this price" button
- A/B test to increase price lock from 24h to 48h
- A/B allowing to lock the price without asking for passengers data.

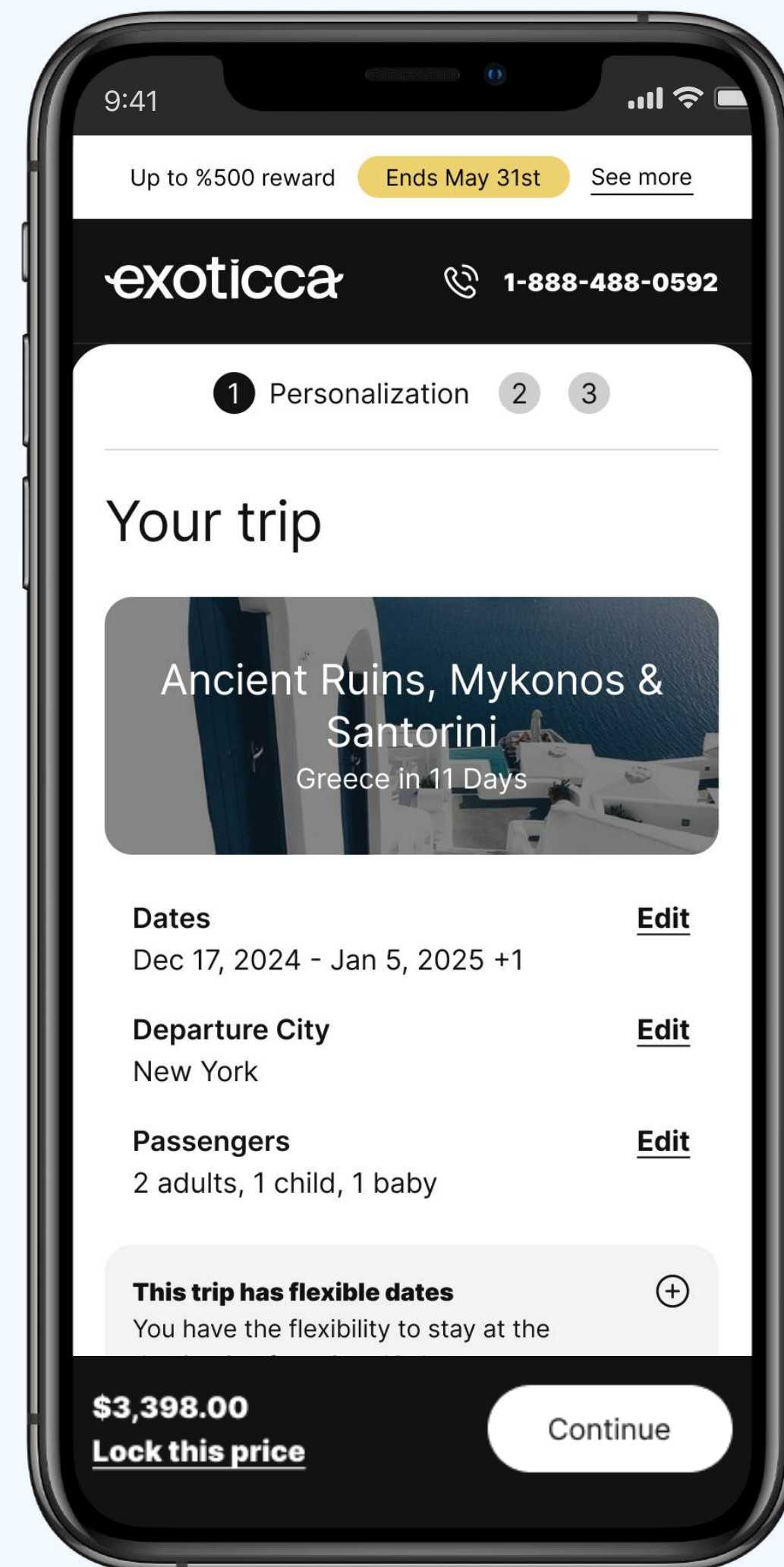
OUTCOMES

+4% Conversion rate

1.5K New bookings

700K Generated revenue

850 New leads





Thanks!

Contact MARCOS CAMACHO GARCÍA
contact@marcoscamacho.com
+34 634 856 256