

**Alan Aguilar**  
UI / UX / Product Designer



A black and white illustration of a smartphone frame. The frame is dark with rounded corners and a notch at the top center. Inside the frame, the text is centered and reads: "Hello", "I want to show you my creative process in only 5 steps.", and "It's based on Design Thinking Methodology." The text is in a bold, sans-serif font.

# Hello

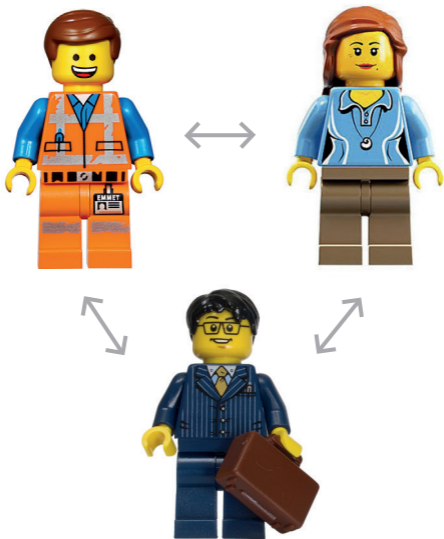
**I want to show  
you my creative  
process in only  
5 steps.**

**It's based on  
Design Thinking  
Methodology.**

A front-facing view of a smartphone with a black bezel and a notch at the top. The screen is a solid, vibrant orange color. In the center of the screen, the number '01' is displayed in a large, white, sans-serif font. The phone's physical buttons are visible on the left and right sides.

01

# Empathize



**In this step, I need to obtain all the possible information of the client and their needs.**

A front-facing view of a smartphone with a black bezel and a blue screen. The screen displays the number '02' in a large, white, sans-serif font, centered horizontally and vertically. The top of the screen features a notch containing a camera lens and a microphone. The phone's body is dark, and the background is white.

02

# Define



## Identifying issues

- Pain Points
- Emotional Journey Map
- Customer Journey Map
- Benchmark
- Research

A front-facing view of a smartphone with a black bezel and a notch at the top. The screen is a solid, vibrant green color. In the center of the screen, the number '03' is displayed in a large, white, sans-serif font. The phone's physical buttons are visible on the left and right sides.

03

# Ideate



**Brain Storming**



A front view of a smartphone with a black bezel and a red screen. The screen displays the number '04' in a large, white, sans-serif font, centered horizontally and vertically. The top of the screen features a notch containing a camera lens and a microphone. The phone's body is dark, and the screen is a vibrant red color.

04

# Prototype



- Figma
- Miro
- Adobe XD
- Sketch
- Invision
- HTML
- Wordpress

A black smartphone is shown from a front-facing perspective. The screen is black and displays the number '05' in a large, white, sans-serif font. The phone's frame is visible, showing rounded corners and a notch at the top center containing a camera lens and a microphone. The background is white.

05

# Test



- **Setting validation objectives**
- **Definition of the sample and the validation guide**
- **Solution test**



Freude am Fahren

# MyBMW.

Welcome to financial services.

Register

Login



16:21



# Hello Matthias

Tuesday February 13th, 2022



## What do you need today?



### Balance

Your balance today.



### Payments

All the payments you made.



### Invoices

For present or future invoices.



### Account status

Your statement today.

16:21



## < Payments

Payments

8

Make a  
payment

Total  
payments

48



Payment due

\$16,589.00

Date limit:  
February 22th, 2022

Total

\$796,272.00

Balance

\$132,712.00

Recurring payment

BBVA

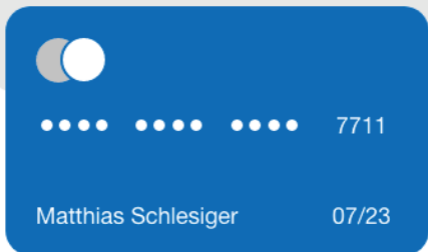
CLABE: \*\*\*\*\*567

Do you have another  
payment form?

16:21



## < Payments



5454 5676 5437 7711

07/23

3454

Matthias Schlesiger

Pay





A front view of a smartphone with a black bezel and a notch at the top. The screen is a solid, vibrant green. In the center of the screen, the words "Thank you :)" are written in a clean, white, sans-serif font. The text is arranged in two lines: "Thank" on the top line and "you :)" on the bottom line. The phone's physical buttons are visible on the left and right sides.

**Thank  
you :)**