Connect every business, everywhere, all at once.
BioConnect Project

Client	Our Role	Timeline	Scale
Sonos Platformex	Product Designer	12 Months	April - June 2021	Around 4k users world wide

Introduction

About The Project

BioConnect 'cloud-native' Bridged Business user gap with a versatile Wireless platform that connects people, places and business operations to deliver frictionless access, personalization and business growth were required for the project, including creating a system for mobility and trends.

About Client

Sonos is Wireless app leaders & currently commandeering a rebranding and redesign. Sonos Platformex is a Wireless platform that commercially is creating a wireless ecosystem of interconnected applications.

What we did

In this project, coordinated a comprehensive redesign and rebranding of a Wireless portal, collaborating closely with Product Managers to add intricate logics and wireless flows for the platform.

- Collaboration and Strategy
- Platform design
- Business logic design
- Interactions and Animations
- UI/UX Design

The Challenges

User Challenges
- Different types of users (Lecture Friends)
- Determine user business interactions
- Ensure availability for businesses

Technical Challenges
- Scalability
- Personalization systems
- Building an ecosystem

Business Challenges
- Transition to the new platform
- Business logics Changes
- Understanding the market gaps

User Group

BioConnect Ecosystem caters to global audience, including businesses worldwide, freelancers, and individuals working with, location-based connections. Our platform focuses on diversity, embracing users of all ethnicities and age groups, creating a vibrant ecosystem.

Prosumers
- Age
- 30 - 50 Years old

Demographics
- Worldwide

Main motivations
- Have a wireless business
- Connect to business

Business owners
- Age
- 25 - 70 Years old

Demographics
- Worldwide

Main motivations
- Reach more business customers
- Connecting with customers

Freelancers
- Age
- 16 Years old and above

Demographics
- Worldwide

Main motivations
- Reach more business customers
- Being able to be seen without a store

Strategy

This project uses a collaborative effort, done coordinated with the product manager. We began by discovering strategy, plan and planning our approach.

- Understanding and Research
- Define and analyse
- Ideate
- Low fidelity Design and test (Iterating)
- UI Design
- Testing
- Hand off

Understand and Research

Conducted stakeholder interviews to gain a comprehensive understanding of the problem and project objectives.

- **Research and analysis**
  Market and competitive research
  Finding patterns by identifying design gaps
- **Requirement Definition**
  User interviews
  Defining product needs

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