Maddison Letchford

User Experience Design Student Portfolio

2023

A Bit About Myself

I'm Maddison Letchford, a self-taught User Experience Design Student from London, UK. With a background in Motion Graphics and Animation, I moved to Ravensbourne University in 2021 to fine-tune my UX/UI skills.

Education

Motion Graphics and Animation (2019 - 2021)

North Kent College

User Experience and User Interface Design (2021 - Present)

Ravensbourne University London

Skills

Brand Packages

Wireframing

User Research

HTML & CSS

Contact

🌐 www.maddieletch.co.uk

✉ maddison.letchford@gmail.com

in /maddisonletchford

Contents

Botanica

March 2022

Mission

Increase the motivation of gardeners by providing them with a platform that nurtures and encourages knowledge and community.

Role

Solo project.

Tasks

User research, affinity diagrams, user journey mapping, elevator pitches and problem statements, wireframing, low and high-fidelity programming, brand packages and user testing.
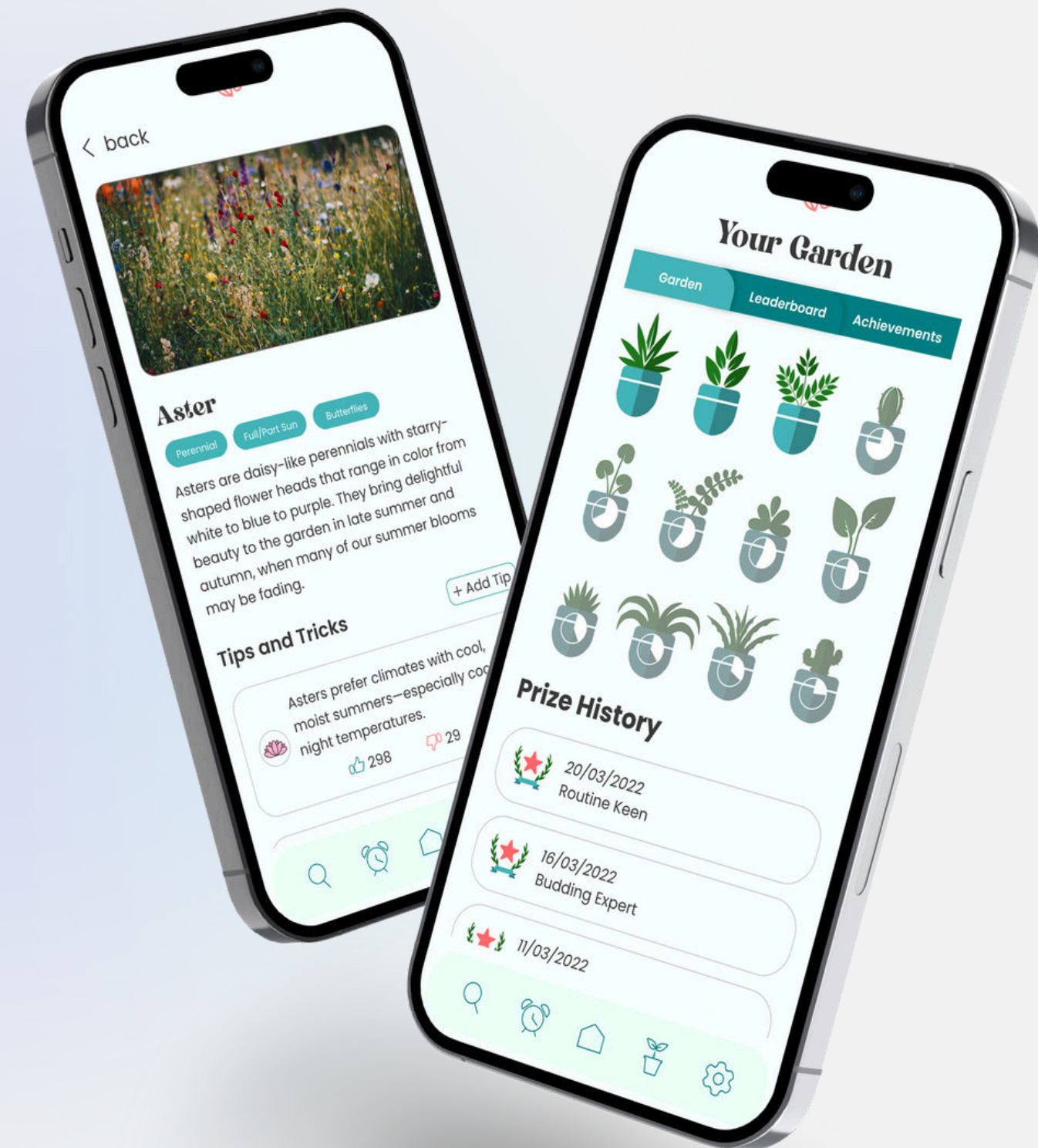
Botanica

Early Designs

Community VOTING Scheme

Top Suggestion

- ☒ user
  this plant needs more water than you think!
  👍 407 👎 62
- ☒ user
  keep this away from too much sunlight
  👍 318 👎 84
- ☒ user
  leaves are prone to go yellow
  👍 302 👎 144

strong engagement

fulfilling feeling - giving to others

Plant Identifier and Database

Personal pronouns for a sense of community and realism

We think this is a... Chrysanthemum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis

Capture plants using your own camera

Plant Organiser and Calendar

Monthly and weekly breakdowns for overall and more refined tracking

January

February

This Week

Monday — Nothing today!
Tuesday — Water hydrangea
Wednesday — Plant cuttings, Change soil in hibiscus
Thursday — Check soil pH, Fertilize flower beds
Friday — Repot hyacinth, Trim dead leaves
Saturday — Nothing today!
Sunday — Change window box display, Change hanging basket displays

Colour coded events

Detailed and custom reminders

Community FAVOURITES

Top Fertilizers ∨
This month ∨

1. ☒ ——— 48/5
2. ☒ ——— 47/5
3. ☒ ——— 44/5
4. ☒ ——— 42/5

Adjustable date/item settings

Quick-view rating system

Links to purchase item and see reviews

DIAGNOSTICS

HELP! My plant is:
- ☒ going yellow
- ☒ shrivelling

Adjustable filters to suit your concerns

Common Causes

1. Overwatering
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
2. In an area too humid
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
3. Moisture Stress
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
4. Chlorosis
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
5. Poor Soil Quality
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis

Clear and straight-forward diagnoses, with brief explanations and an expandable page

UNIQUE GARDEN QUIZ

Lets get to know eachother...

1. How experienced of a gardener are you?
2. How much do you want to garden?
3. Describe your garden conditions.
4. What types of plants do you prefer?

Informal + friendly tone

Plant recommendation and planting/harvesting schedule

Answer-based responses, meaning that the results are exactly to your taste

Multiple choice for most accurate answers

Sketchnote of app plans

Botanica

Early Designs

FONTS

Aicho
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()?

Poppins Regular
Poppins SemiBold
Poppins Light
Poppins Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
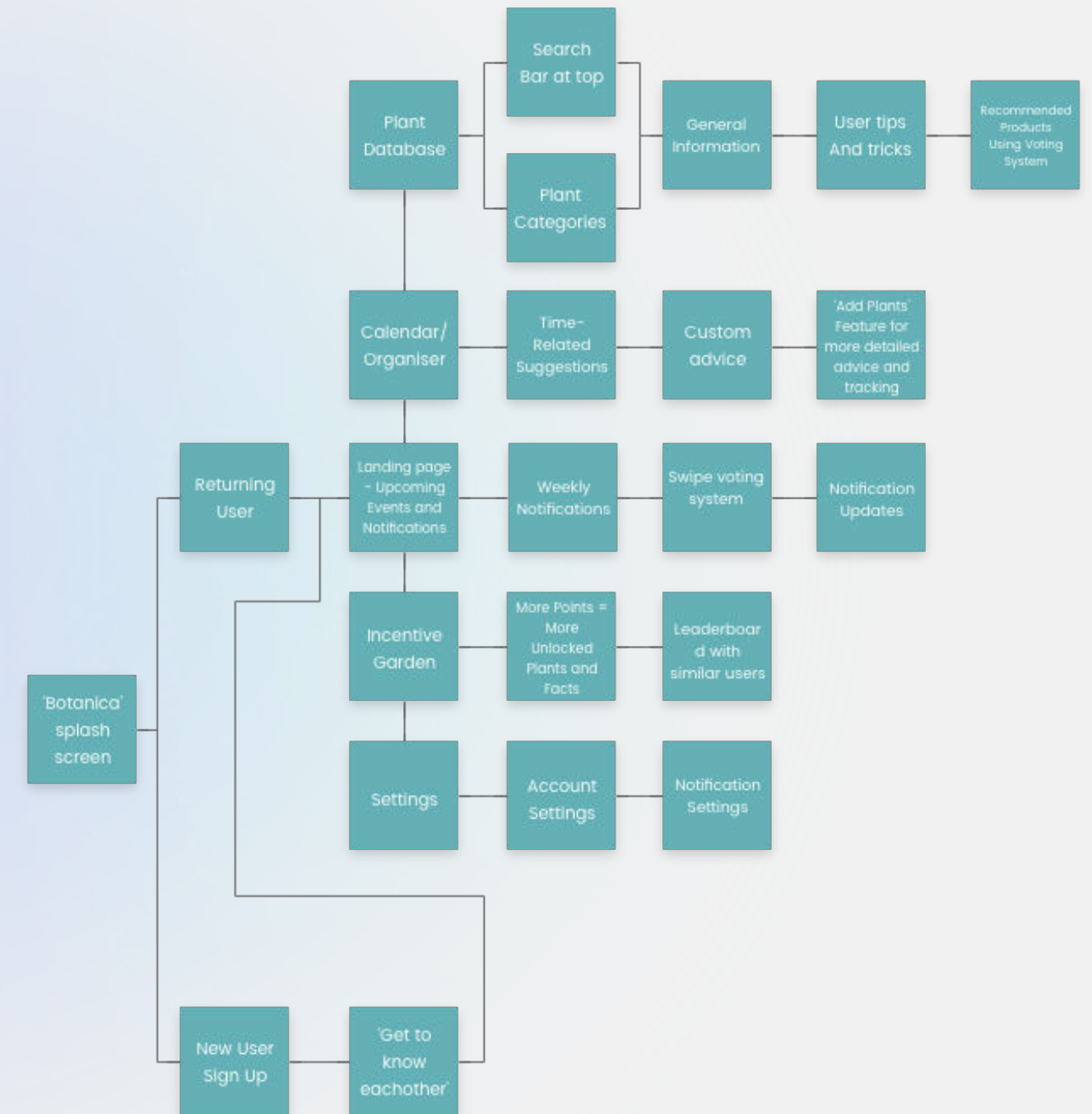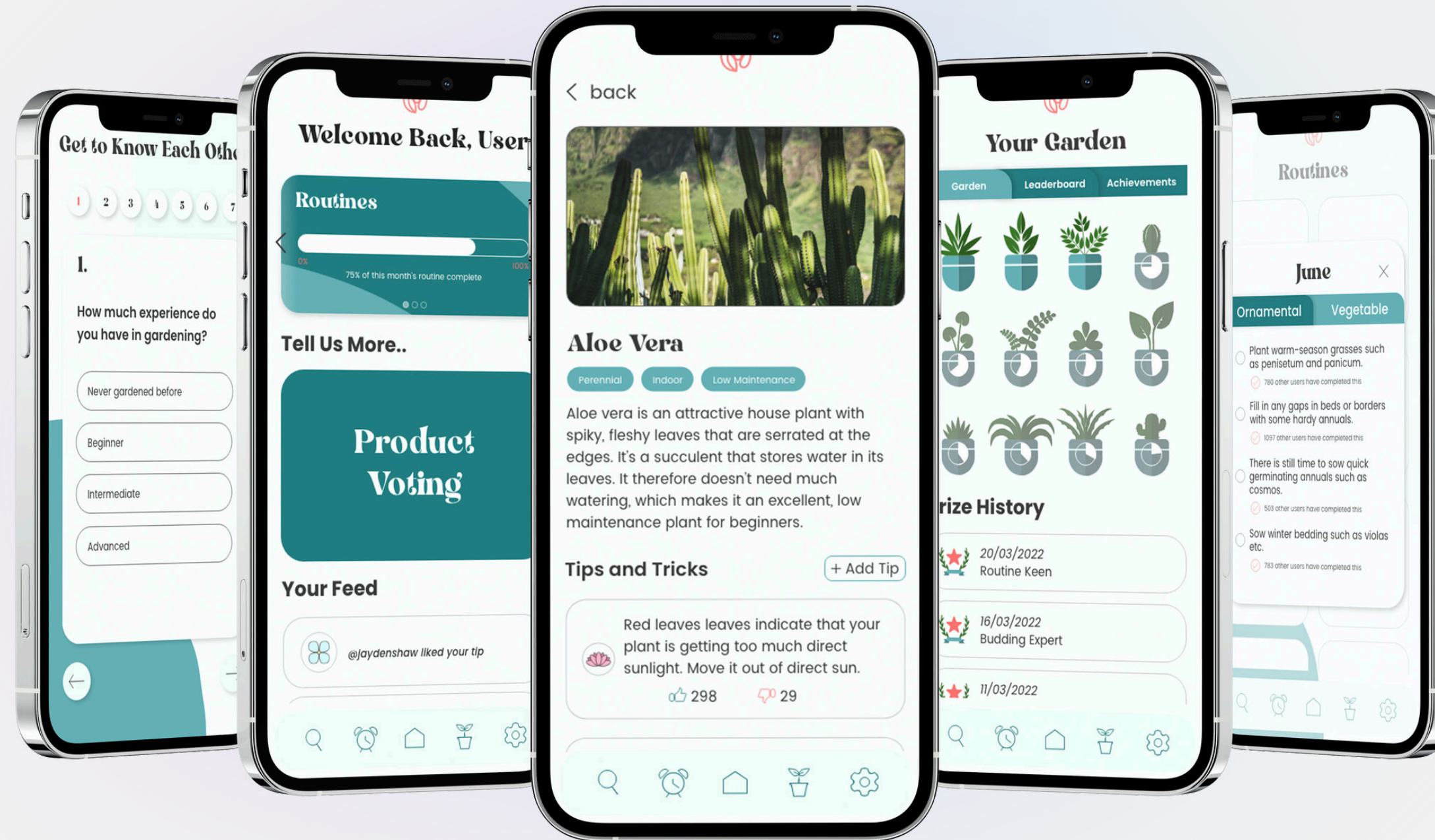1234567890
!@£$%^&*()?

COLOURS

Brand Package

CONCEPTS

LOGO

Botanica

ICONS

User Journey Mapping

- Plant Database
- Search Bar at top
- General Information
- User tips And tricks
- Recommended Products Using Voting System
- Plant Categories
- Calendar/ Organiser
- Time-Related Suggestions
- Custom advice
- 'Add Plants' Feature for more detailed advice and tracking
- Returning User
- Landing page – Upcoming Events and Notifications
- Weekly Notifications
- Swipe voting system
- Notification Updates
- Incentive Garden
- More Points = More Unlocked Plants and Facts
- Leaderboard with similar users
- 'Botanica' splash screen
- Settings
- Account Settings
- Notification Settings
- New User Sign Up
- 'Get to know eachother'

Botanica

Final Product
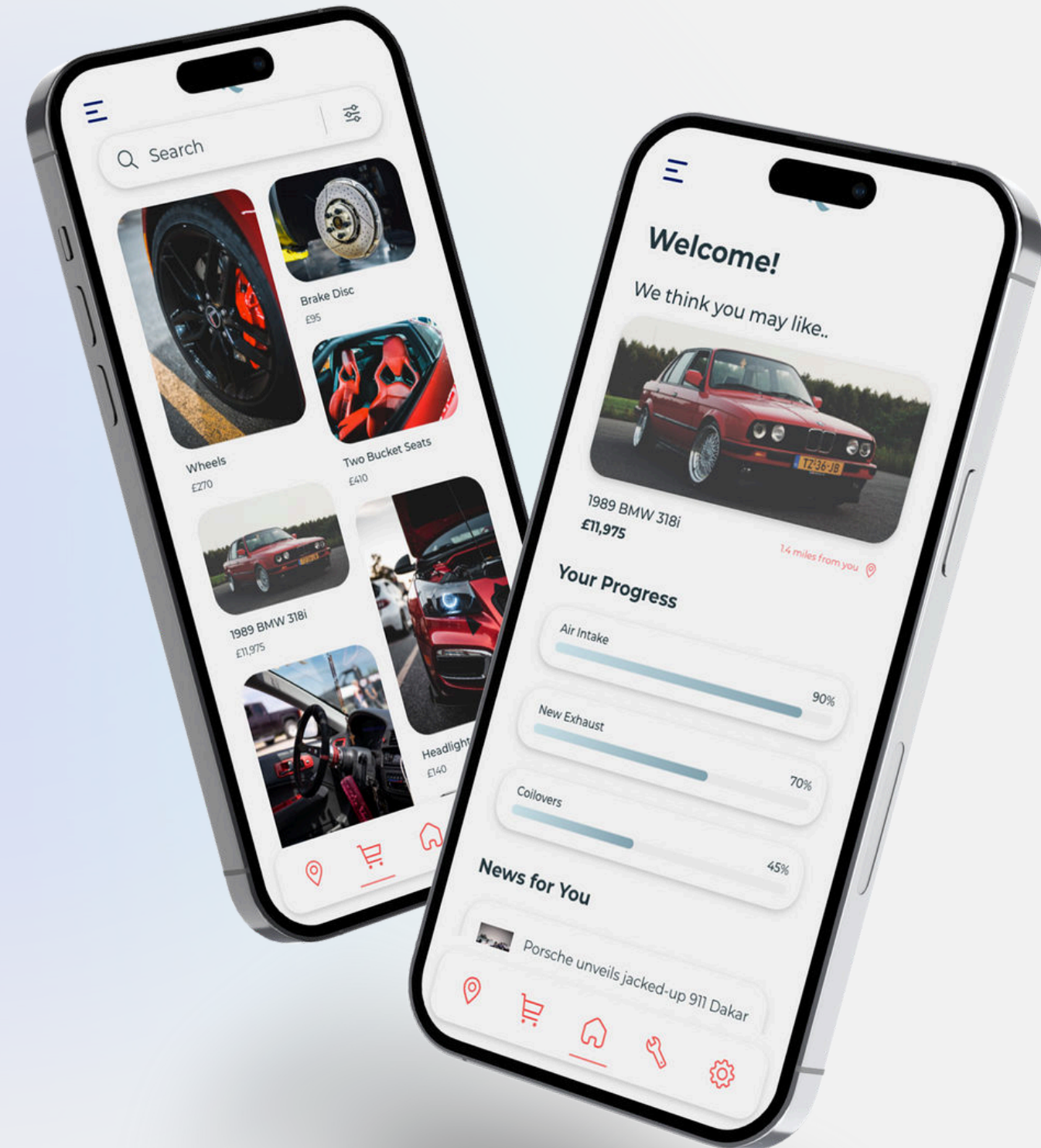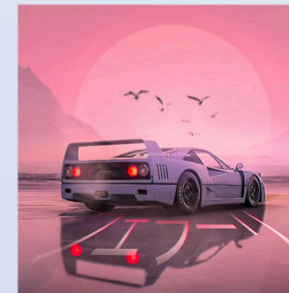
Rally
October 2022

Mission

Encourage the car community to collaborate and socialise through a platform that utilises marketplace and map features.

Role

Solo project.

Tasks

User research, affinity diagrams, user journey mapping, elevator pitches and problem statements, wireframing, low and high-fidelity programming, brand packages and user testing.

Rally

Early Designs

Prototyping

Botanica

Early Designs

Calling Hearts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@ $% ^& `()?<>:'/{}

Montserrat Regular
Montserrat Medium
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTU-
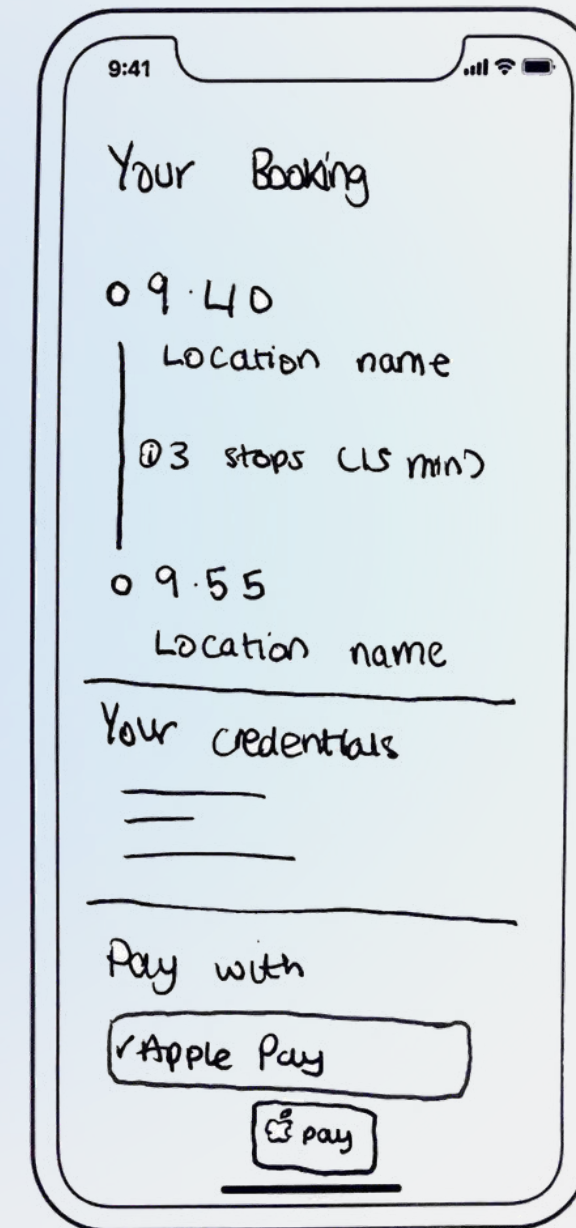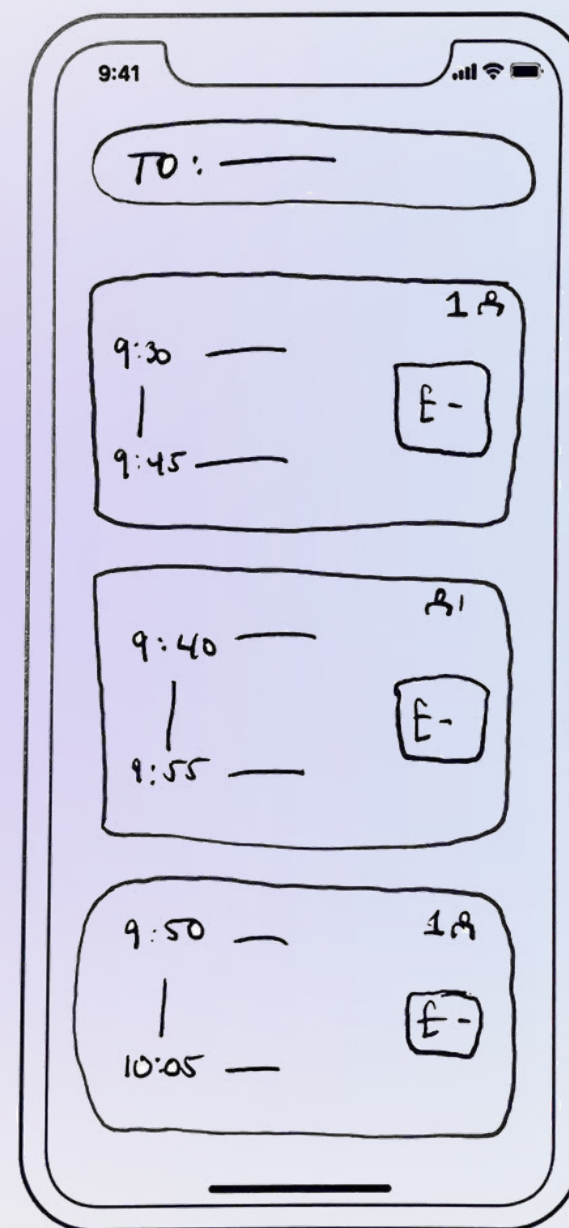VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()?

COLOURS

Brand Package

CONCEPTS
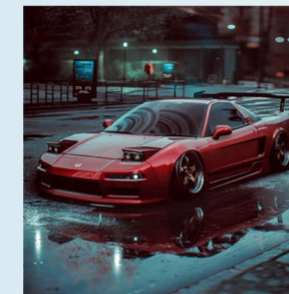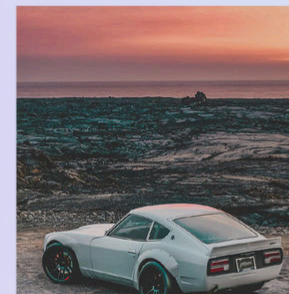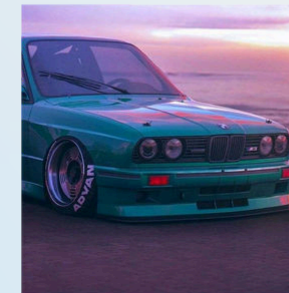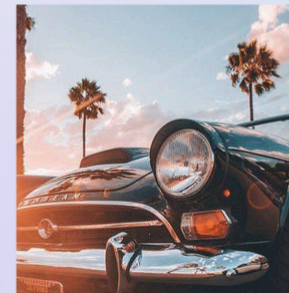
LOGO

R **Rally**

ICONS

Rally
Final Product

Overland

March 2023

Mission

Provide a transport solution for London in the future that tackles the lack of footbridges and passageways for the public.

Role

Lead User Experience Designer, Illustrator

Tasks

User research, affinity diagrams, user journey mapping, elevator pitches and problem statements, wireframing, low and high-fidelity programming, brand packages and user testing.
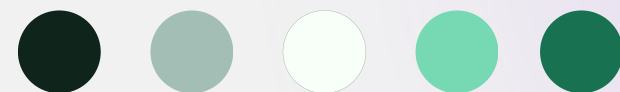
Overland

Early Designs

Low-Fidelity Prototypes

Overland

Early Designs

FONTS

Futura Medium

Futura Medium Italic

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()?
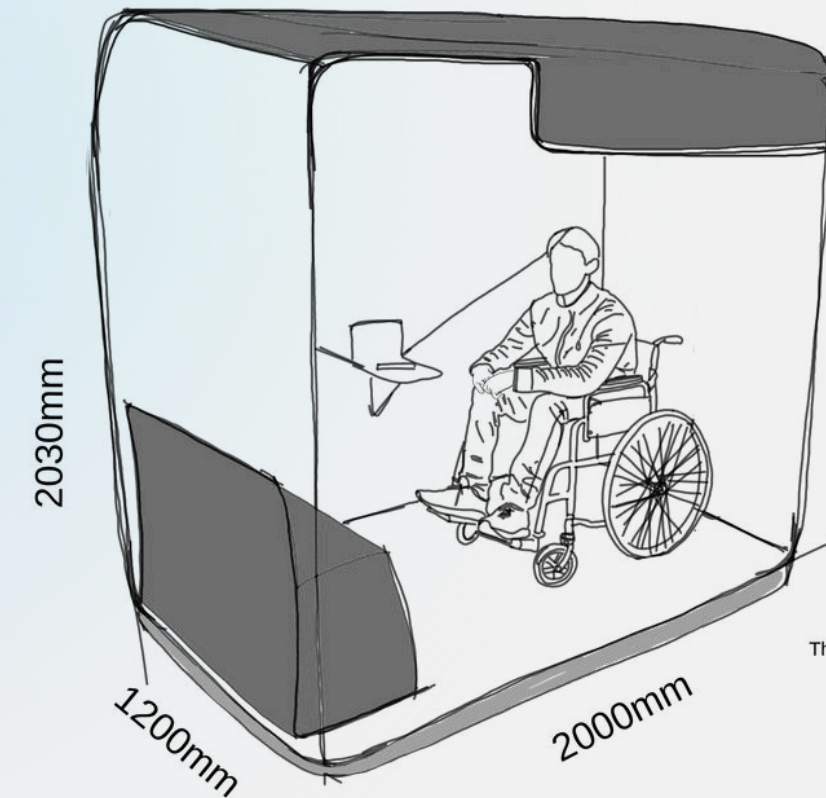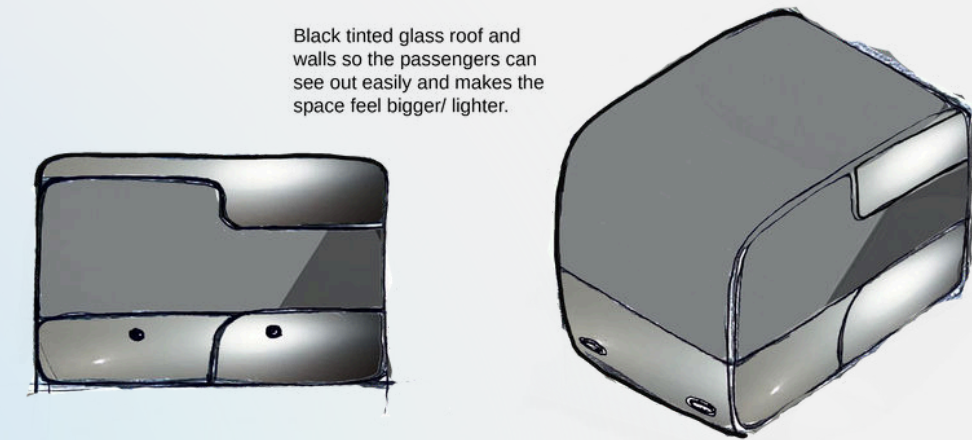
COLOURS

ICONS

Brand Package

INSPIRATION

LOGO

OVERLAND

Black tinted glass roof and walls so the passengers can see out easily and makes the space feel bigger/ lighter.
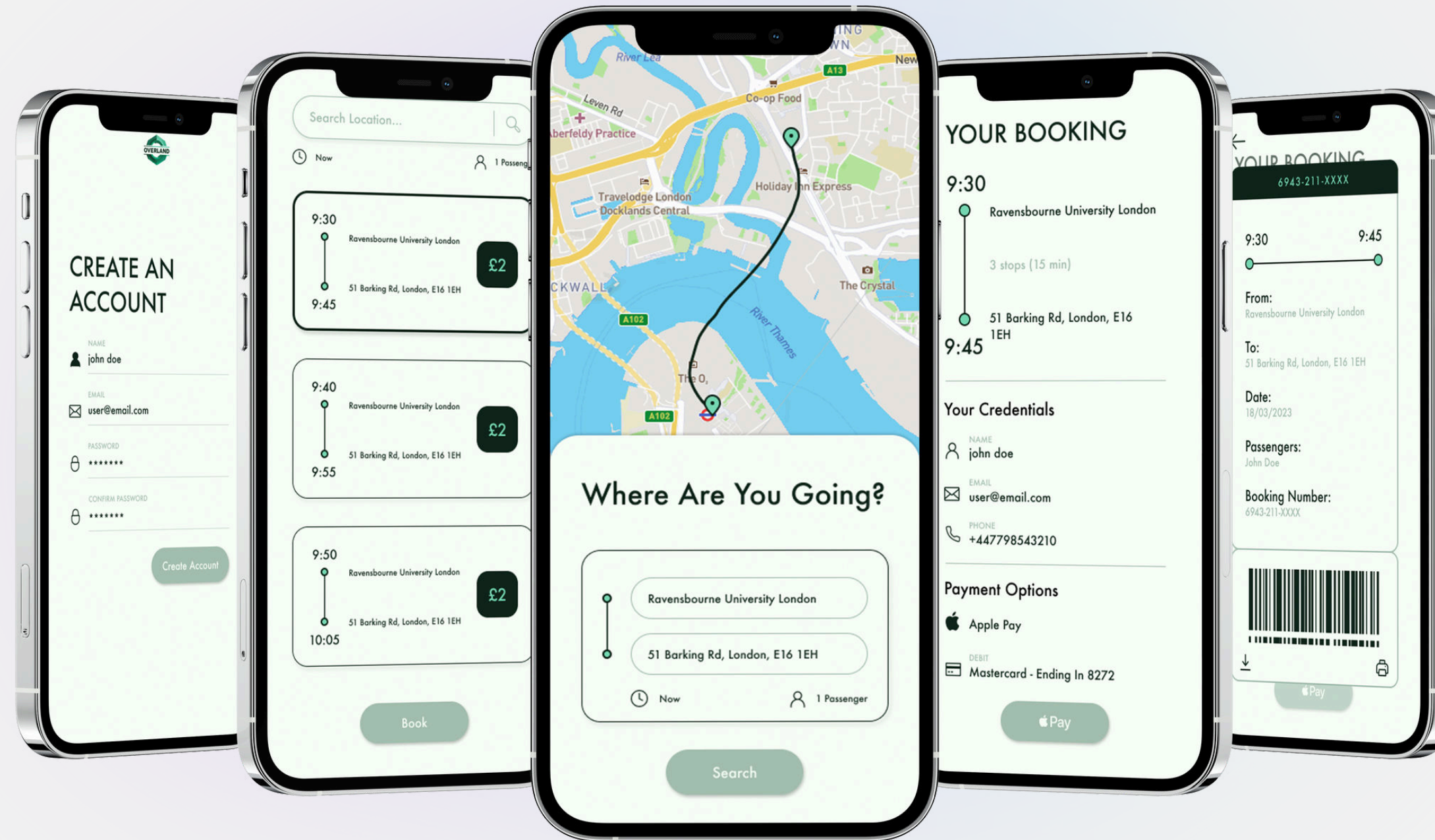
2030mm

1200mm

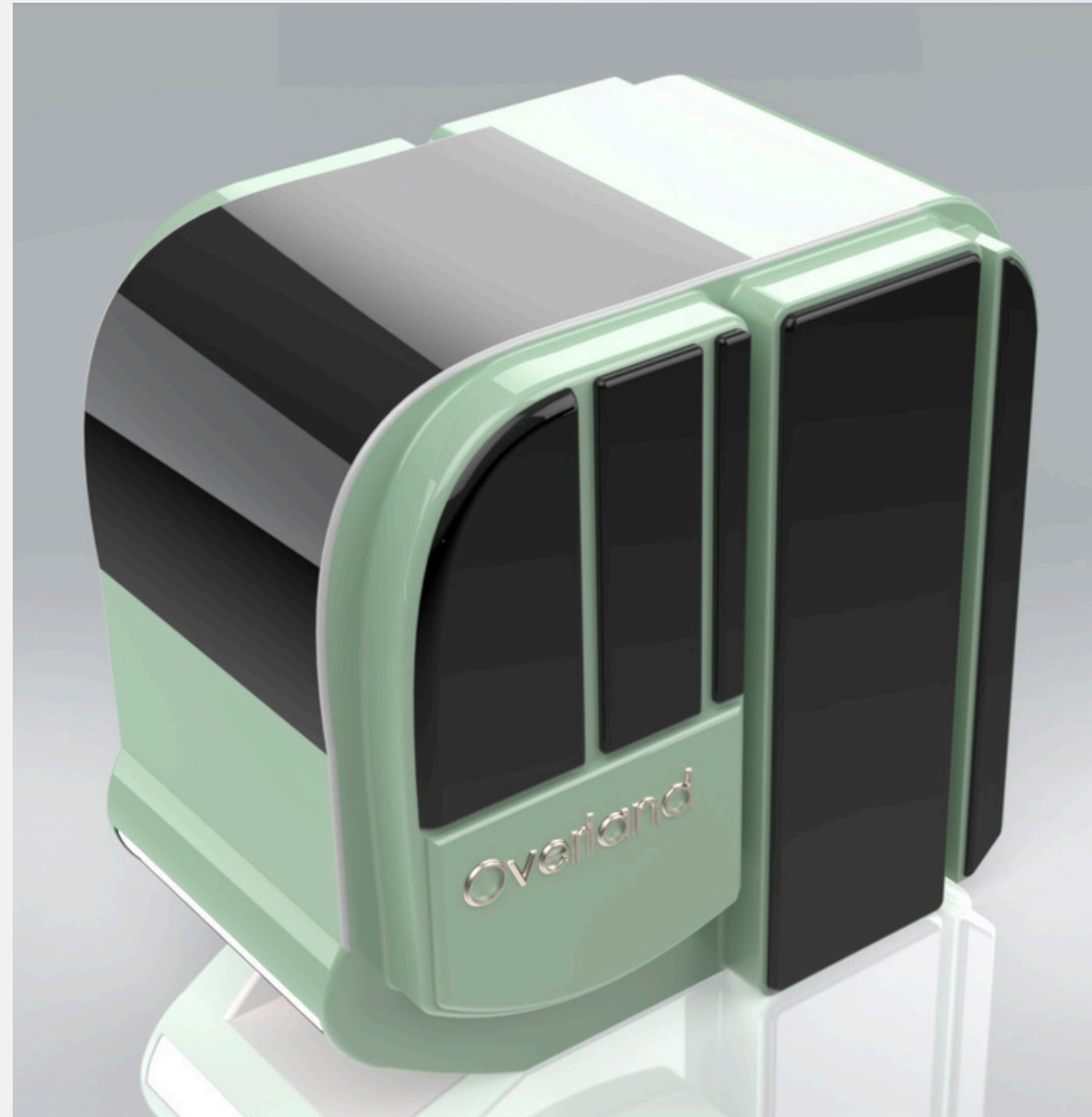2000mm

The dimensions and sizing of the Pod.

Product Designing

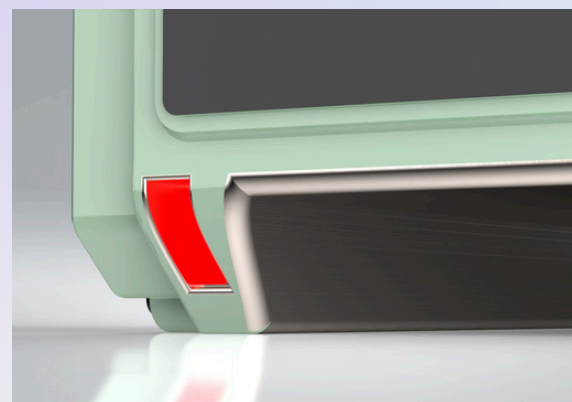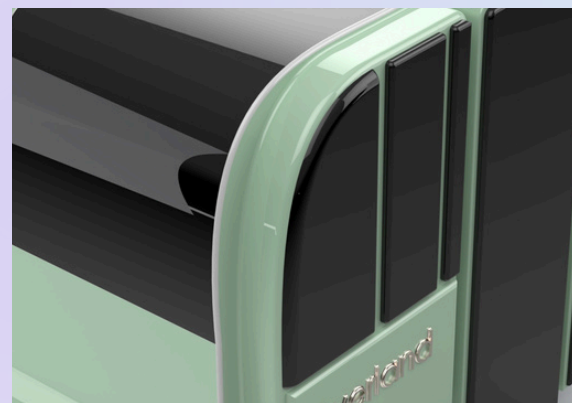# Overland
Final Product

Overland

Final Product
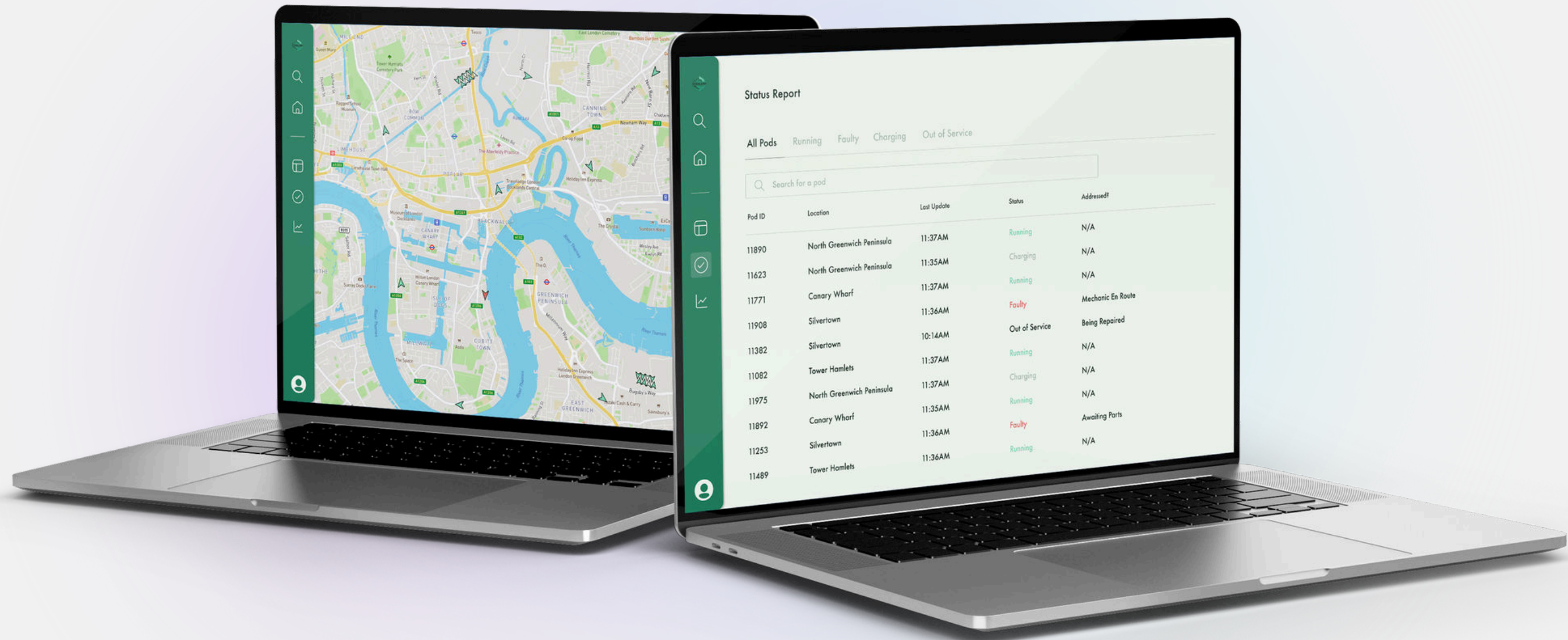

Final Product

Overland
Final Product

Back Office App

Overland
Final Product

Back Office App

Thank you for your time.

🌐 www.maddieletch.co.uk

✉ maddison.letchford@gmail.com

in /maddisonletchford