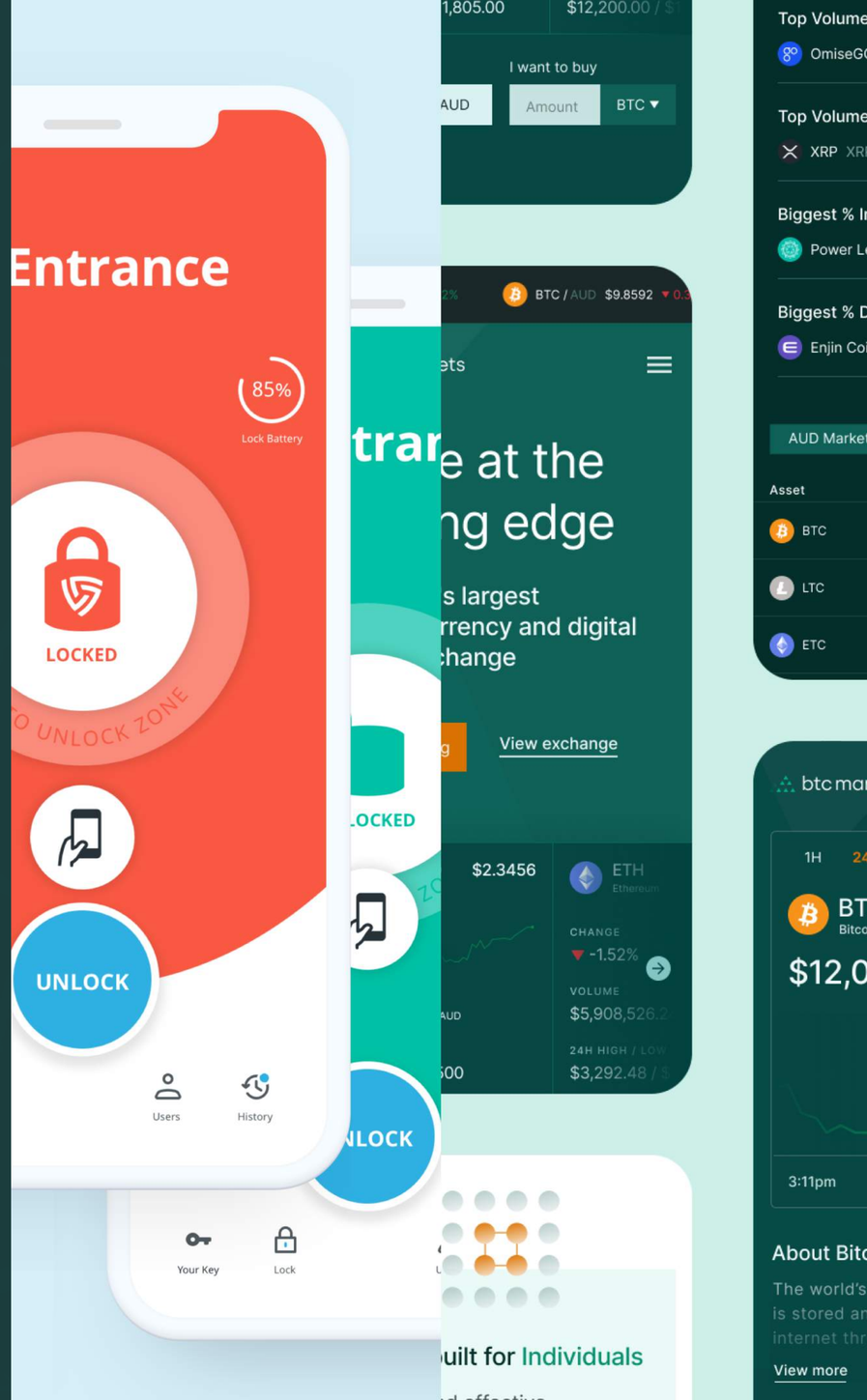
alyoop

Digital products, designed for users

Our document deck



WHO ARE WE

Alyoop is a versatile team of UX/UI design specialists.

We create modern, intuitive digital products, designed to deliver experiences that delight and inspire.

Each design begins with understanding user research, which we add to our years of experience with clients from all industries.

Our priority is understanding your business, your product and, most importantly, your users. This way, we can guarantee results.

QUICK FACTS

Here are some quick numbers of our history

6 years

Giving UX/UI advice

30+

Projects for business and startups

5

countries we have worked with clients in

CLIENTS

Our clients love us, and the feeling's mutual.

"Alyoop helped find simple design solutions to complex userflows and features on our hybrid desktop and mobile app. Their methodical and collaborative approach took both our users and developers into account, resulting in an intuitive and modern design. Very adaptive and would listen to any feedback and always quick to respond. Highly recommend working with them!"

Philip Wintermantle Owner of Jack's Flight Club

Travel deals app

"Professional and collaborative. Took the time to understand our objectives and managed our expectations well from start to finish. They also took the limitations of our platforms into consideration when designing the new UX flow, and yet the proposed UI still reflects best practice. Various business areas have used their service for multiple projects and everyone's been pleased with the quality of work they've delivered."

Welldy Limonta Digital & Search Marketing, Pearson Publishing,

Global e-commerce website

TABLE OF CONTENTS

History 02

Process 06

Work 11

Services 47

Partnerships 51

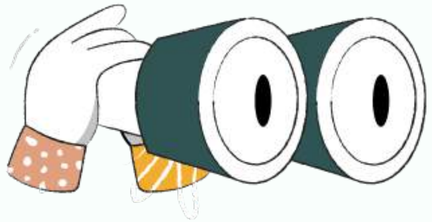
Team 54

PROCESS

Our way of working

Our user-centric process can adapt to you, no matter what stage your design is at

Our process begins with the user in mind. This gives us a clear direction and a set of boundaries, while also letting us maintain our flexibility. We can shape our process to suit any design problems you are facing. Check out how it works.



01 Discover

We start with understanding. This is where our crew joins forces with your crew. We leave no stone unturned, immersing ourselves in the mindset of your users. We critically analyse the current market and keep an eye out for shiny things – curiosities and insights that indicate what's working and what needs more research. All of this assessment tells us where to dig down in our next phase.

MAIN DELIVERABLES INCLUDE

Discovery Session ↗

02 Define

This phase will be familiar to fans of design thinking. We uncover the juicy parts of our research, and we begin to tackle them with our bag of tools and tricks. We develop a strategy through clear definition of user goals, needs, and problems, ensuring the collaborative input of every member of our expert team. Once everyone's weighed in, we arrive at a decision about what's getting built.

MAIN DELIVERABLES INCLUDE

Information Architecture & Sitemapping ↗

Screen Strategy ↗

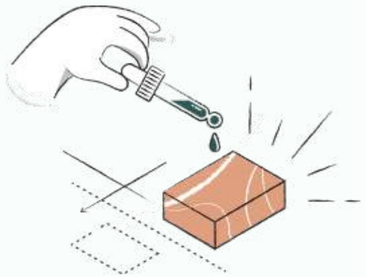
03 Ideate & Iterate

This is where we start getting our hands dirty. We get stuck into design sprints, going from the gut, ideating and iterating intuitive on-screen strategies. We end up with a robust prototype, primed for testing, and we set it loose on real-life users. Once we have some feedback, our team decides whether we re-iterate what we've got, or move forward into the beautification stage.

MAIN DELIVERABLES INCLUDE

Prototyping ↗

User Testing ↗



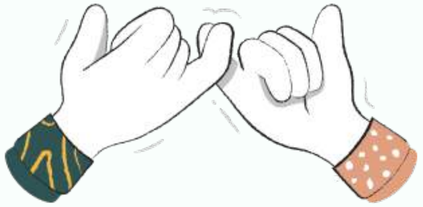
04 Design

Visuals get people talking, and we love starting conversations. With your brand firmly in mind, we create or update your product's style in a way that is engaging and emotionally evocative. We geek out over systems, so functional, consistent visual language is the order of the day. With the whole thing running smoothly, animations and transitions aligned with your brand values bring your product to life. Now your product is ready for development.

MAIN DELIVERABLES INCLUDE

Visual Directions ↗

Design System ↗

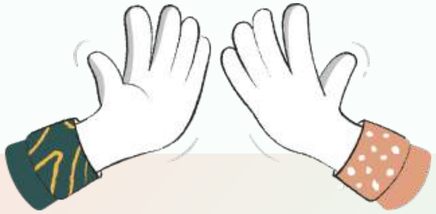


05 Handover

We pride ourselves on the clarity of our communication. When we handover files, anyone can understand what they're getting. We've got your developer's back, too, ensuring our designs are being assembled pixel by perfect pixel. We track results, monitor the process, and let you know when to pop the champagne. Whether it's consultation or a big, new challenge, we're always here to help.

MAIN DELIVERABLES INCLUDE

Handoff ↗



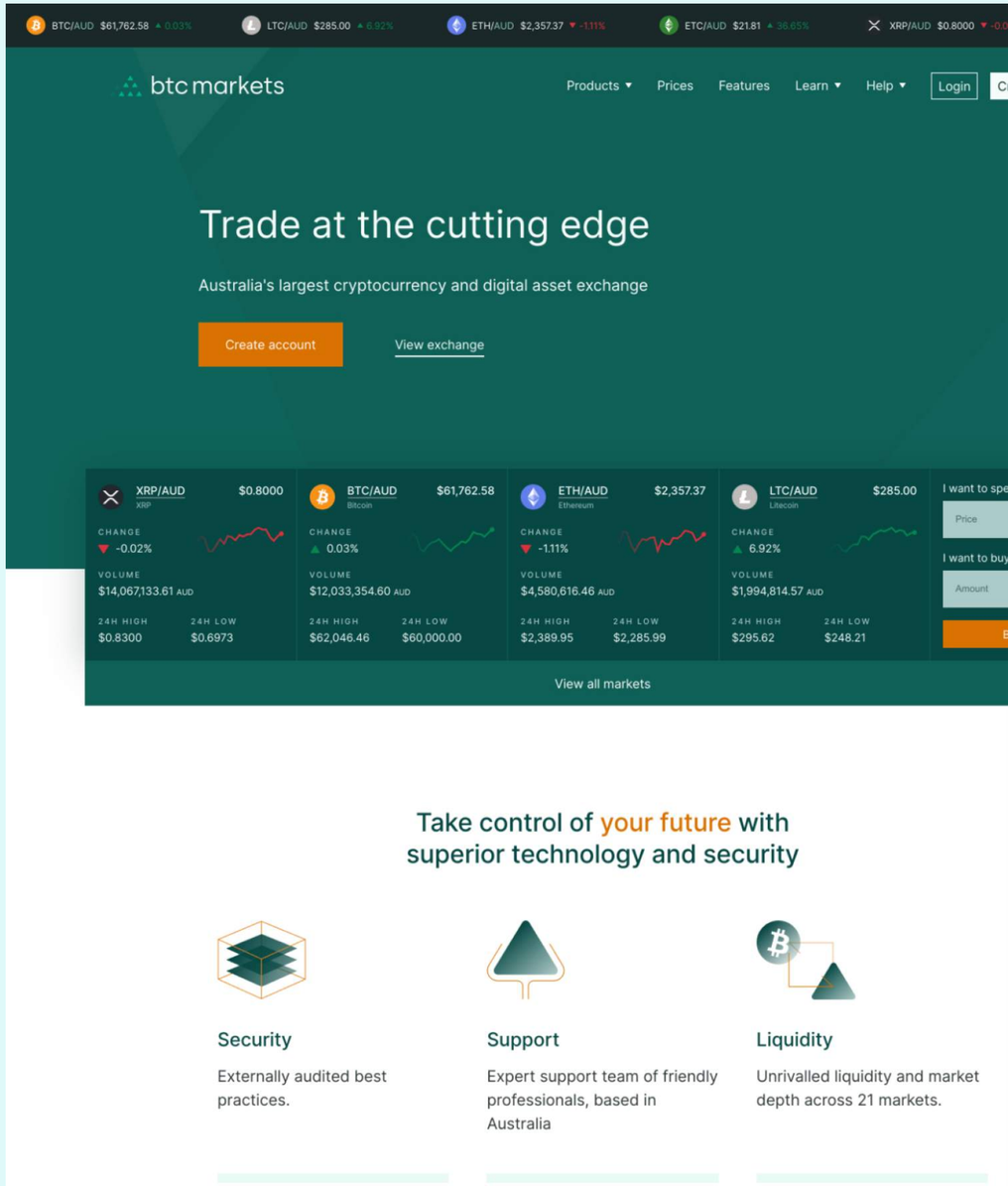
We made it!

WORK

Past work you may find helpful

btc markets

A future-focussed crypto exchange for Australia's most serious traders.



CLIENT

BTC Markets

PROJECT TIMELINE

4 month Partnership

COMPANY STAGE

Established 8 years

PROCESS USED

Full Process

SERVICES USED

Discovery Workshop

User Journeys

Screen Strategies

Wireframes

Design System

Project Description

Despite leading the market since 2012, BTCM's image and processes were stuck in that year. They help serious traders, so their website needed to get serious too. BTCM needed a page that established them as the national leader in cryptocurrency exchange and delivered a crystal clear message about their values and services.

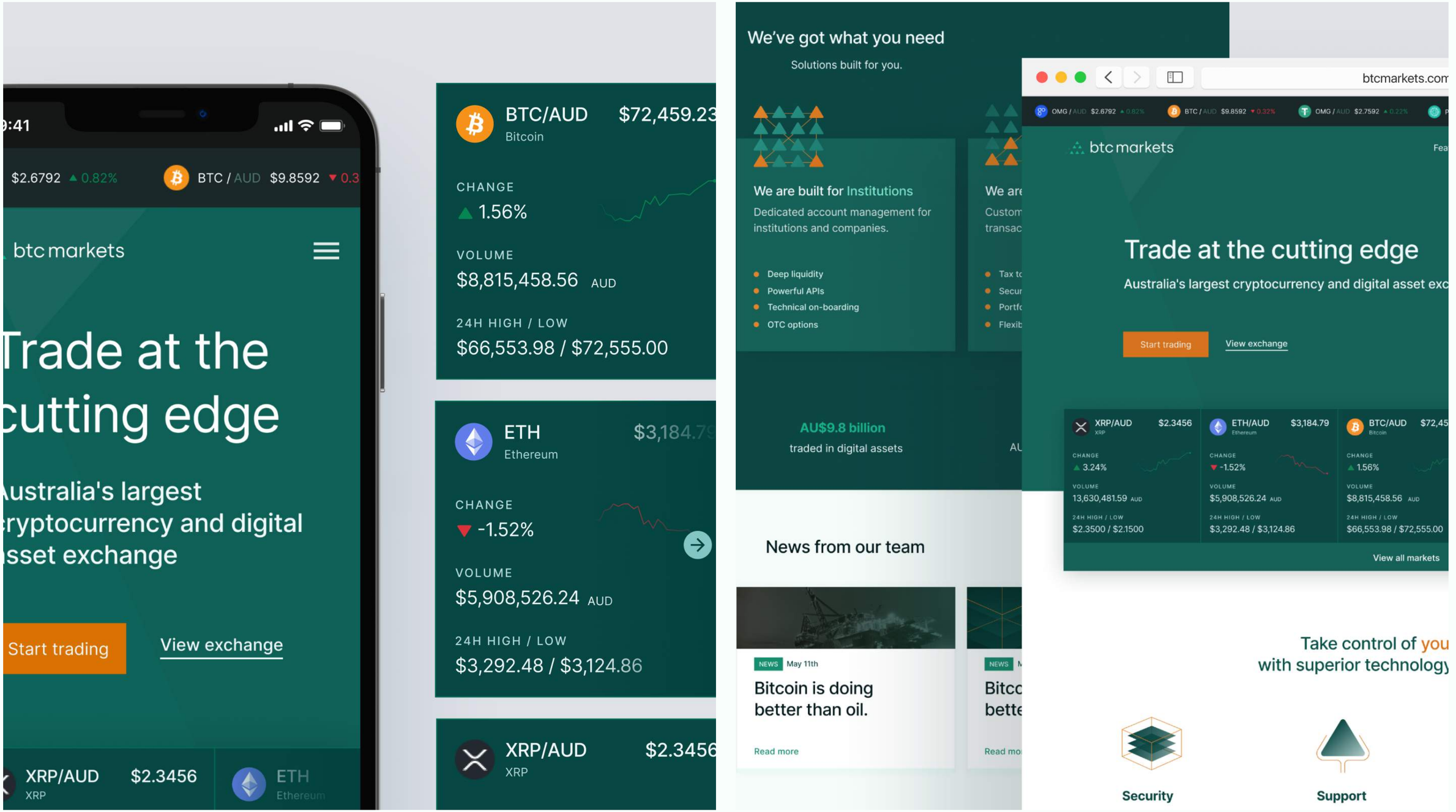
Who we designed for

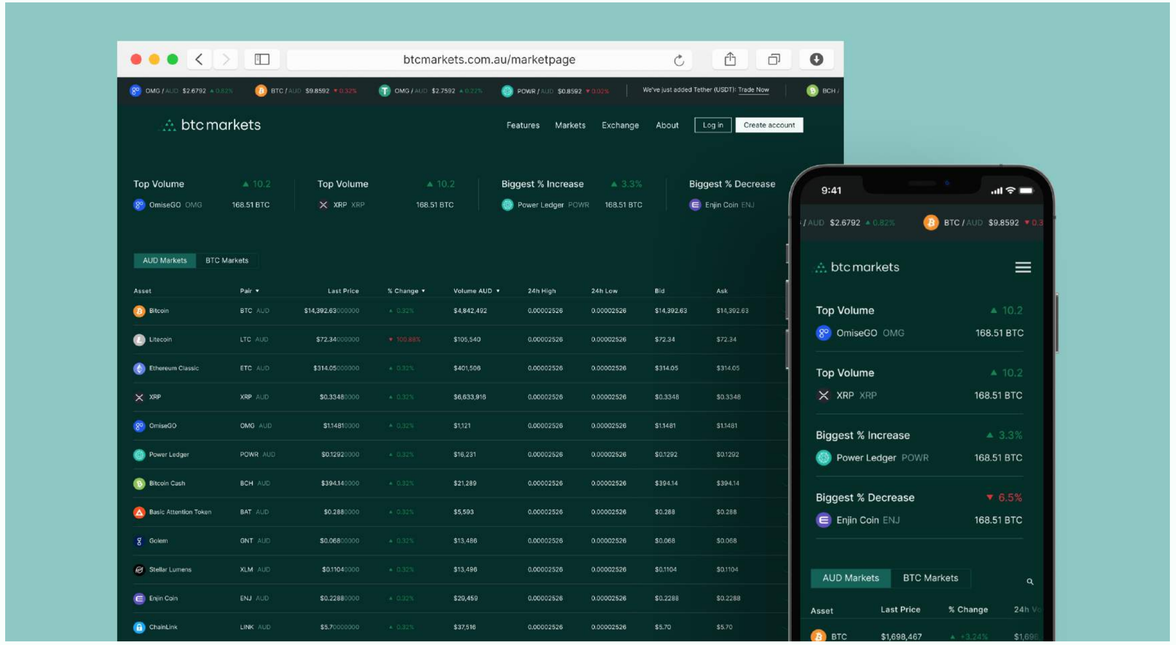
Finance Manager

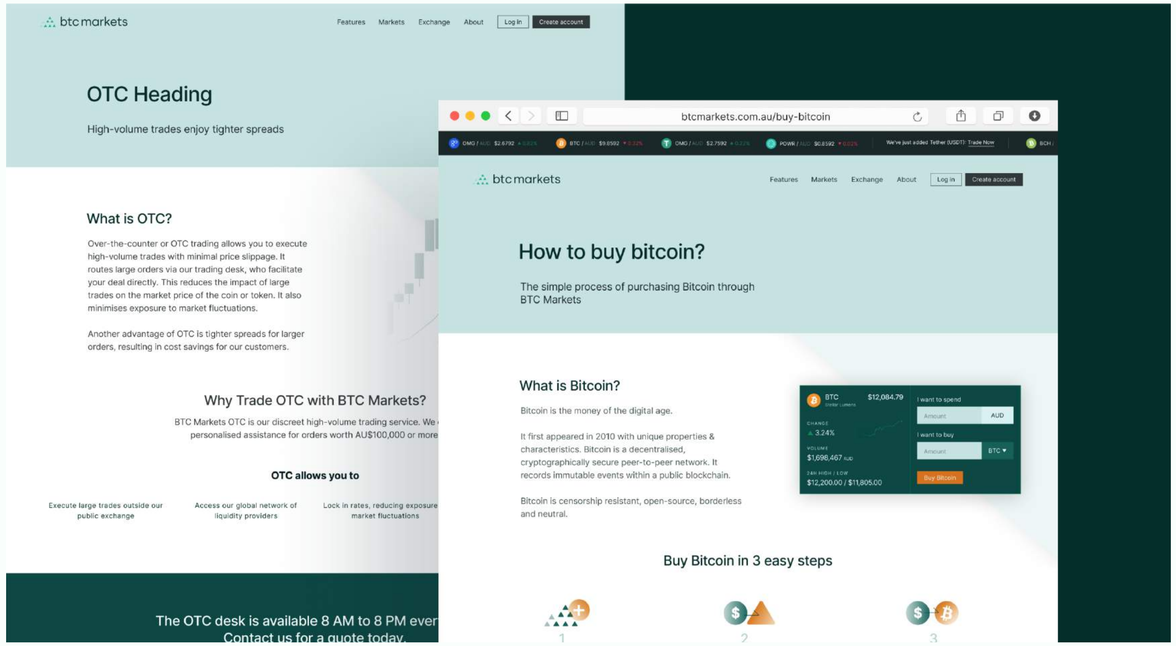
A tech-head that knows how to make money work for them. They're building their portfolio and want a platform that will help it grow.

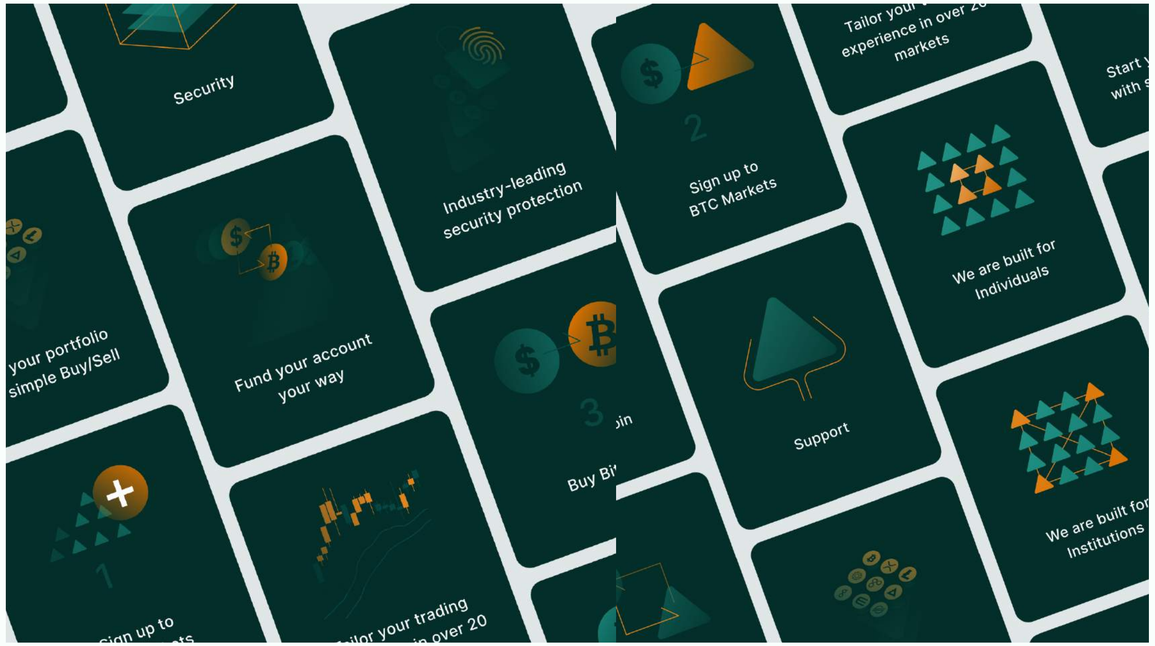
Programmer/Analyst

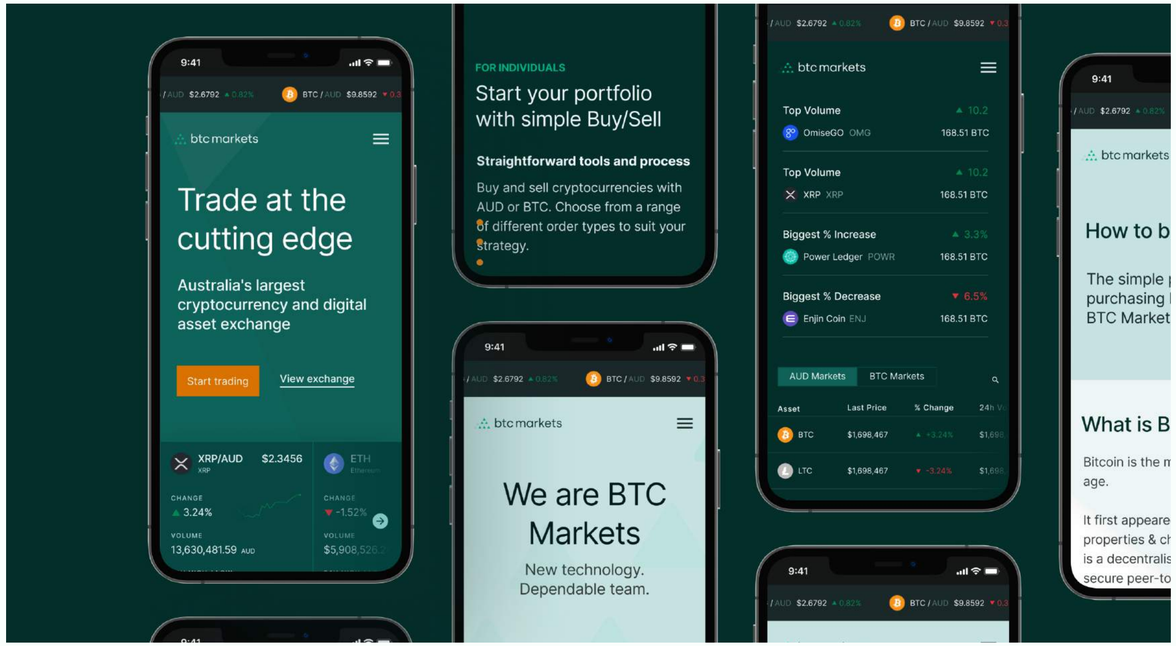
A computer whiz who has systemised their investments. They want a platform where they can leverage those methods to multiply their success.

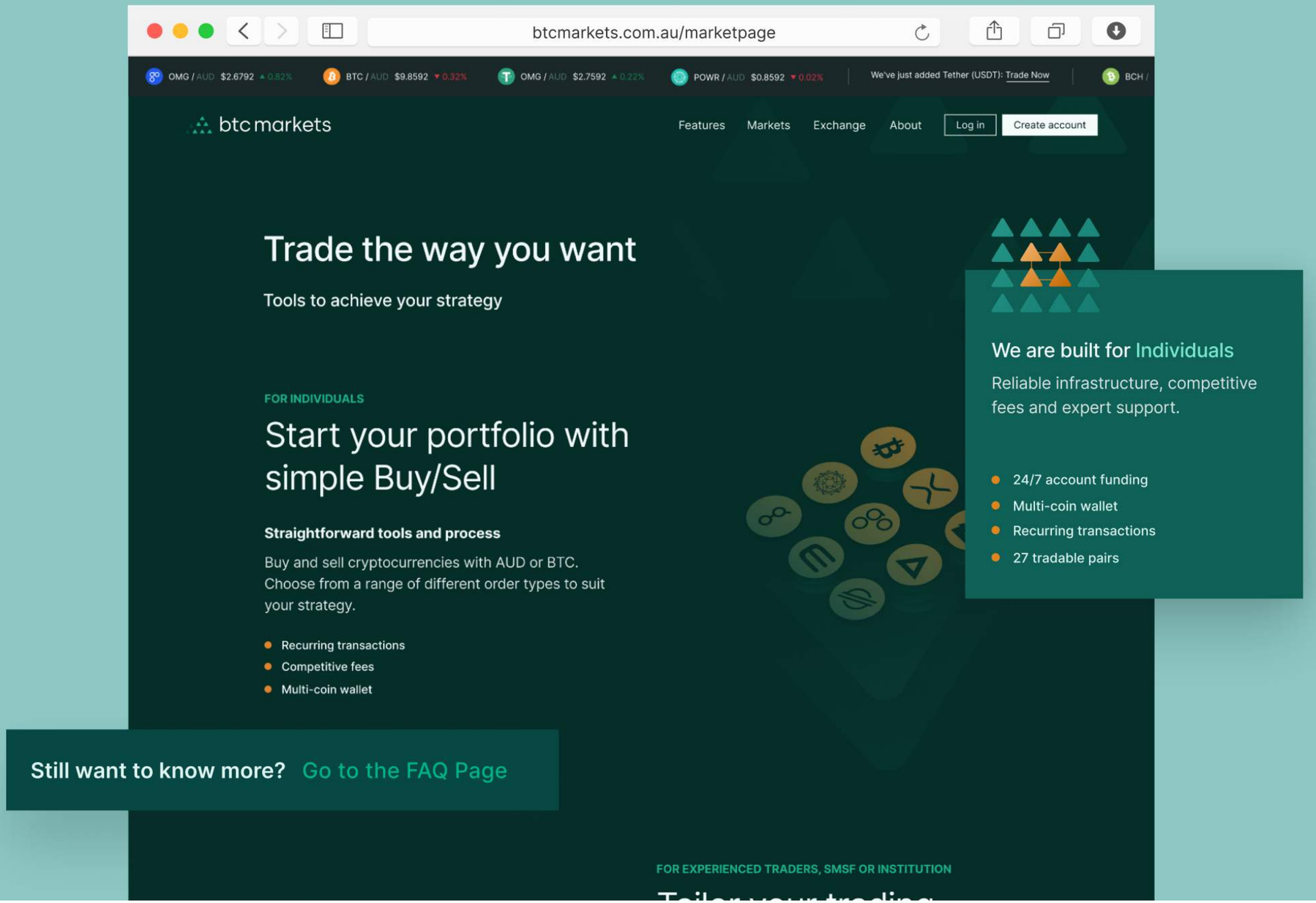

btc markets
Trade at the cutting edge
Australia's largest cryptocurrency and digital asset exchange
Start trading
View exchange
XRP/AUD $2.3456
XRP
ETH
Ethereum
BTC/AUD $72,459.23
Bitcoin
CHANGE
1.56%
VOLUME
$8,815,458.56 AUD
24H HIGH / LOW
$66,553.98 / $72,555.00
ETH
Ethereum
CHANGE
-1.52%
VOLUME
$5,908,526.24 AUD
24H HIGH / LOW
$3,292.48 / $3,124.86
XRP/AUD
XRP
$2.3456
We've got what you need
Solutions built for you.
We are built for Institutions
Dedicated account management for institutions and companies.
Deep liquidity
Powerful APIs
Technical on-boarding
OTC options
AU$9.8 billion
traded in digital assets
News from our team
NEWS May 11th
Bitcoin is doing better than oil.
Read more
btcmarkets.com
btc markets
Trade at the cutting edge
Australia's largest cryptocurrency and digital asset exc
Start trading
View exchange
XRP/AUD $2.3456
CHANGE 3.24%
VOLUME 13,630,481.59 AUD
24H HIGH / LOW $2.3500 / $2.1500
ETH/AUD $3,184.79
CHANGE -1.52%
VOLUME $5,908,526.24 AUD
24H HIGH / LOW $3,292.48 / $3,124.86
BTC/AUD
CHANGE 1.56%
VOLUME $8,815,458.56 AUD
24H HIGH / LOW $66,553.98 / $72,555.00
View all markets
Take control of you with superior technology
Security
Support


btcmarkets.com.au/marketpage
btc markets
Features
Markets
Exchange
About
Log in
Create account
Top Volume
Top Volume
Biggest % Increase
Biggest % Decrease
AUD Markets
BTC Markets
9:41
btc markets
Top Volume
OmiseGO OMG
168.51 BTC
Top Volume
XRP XRP
168.51 BTC
Biggest % Increase
Power Ledger POWR
168.51 BTC
Biggest % Decrease
Enjin Coin ENJ
168.51 BTC
AUD Markets
BTC Markets


btc markets
OTC Heading
High-volume trades enjoy tighter spreads
What is OTC?
Over-the-counter or OTC trading allows you to execute high-volume trades with minimal price slippage. It routes large orders via our trading desk, who facilitate your deal directly. This reduces the impact of large trades on the market price of the coin or token. It also minimises exposure to market fluctuations.
Another advantage of OTC is tighter spreads for larger orders, resulting in cost savings for our customers.
Why Trade OTC with BTC Markets?
OTC allows you to
The OTC desk is available 8 AM to 8 PM ever
Contact us for a quote today.
btcmarkets.com.au/buy-bitcoin
btc markets
How to buy bitcoin?
The simple process of purchasing Bitcoin through BTC Markets
What is Bitcoin?
Bitcoin is the money of the digital age.
It first appeared in 2010 with unique properties & characteristics. Bitcoin is a decentralised, cryptographically secure peer-to-peer network. It records immutable events within a public blockchain.
Bitcoin is censorship resistant, open-source, borderless and neutral.
Buy Bitcoin in 3 easy steps


Security
Industry-leading security protection
Sign up to BTC Markets
We are built for Individuals
Fund your account your way
Support
We are built for Institutions


btc markets
Trade at the cutting edge
Australia's largest cryptocurrency and digital asset exchange
Start trading
View exchange
XRP/AUD $2.3456
FOR INDIVIDUALS
Start your portfolio with simple Buy/Sell
Straightforward tools and process
Buy and sell cryptocurrencies with AUD or BTC. Choose from a range of different order types to suit your strategy.
We are BTC Markets
New technology. Dependable team.
btc markets
Top Volume
OmiseGO OMG
168.51 BTC
Top Volume
XRP XRP
168.51 BTC
Biggest % Increase
Power Ledger POWR
168.51 BTC
Biggest % Decrease
Enjin Coin ENJ
168.51 BTC
AUD Markets
BTC Markets


btcmarkets.com.au/marketpage
OMG / AUD $2.6792 ▲ 0.82%
BTC / AUD $9.8592 ▼ 0.32%
OMG / AUD $2.7592 ▲ 0.22%
POWR / AUD $0.8592 ▼ 0.02%
We've just added Tether (USDT): Trade Now
BCH /
btc markets
Features
Markets
Exchange
About
Log in
Create account
Trade the way you want
Tools to achieve your strategy
FOR INDIVIDUALS
Start your portfolio with simple Buy/Sell
Straightforward tools and process
Buy and sell cryptocurrencies with AUD or BTC. Choose from a range of different order types to suit your strategy.
Recurring transactions
Competitive fees
Multi-coin wallet
We are built for Individuals
Reliable infrastructure, competitive fees and expert support.
24/7 account funding
Multi-coin wallet
Recurring transactions
27 tradable pairs
Still want to know more? Go to the FAQ Page
FOR EXPERIENCED TRADERS, SMSF OR INSTITUTION

Design System

Font sizes

Fonts

DISPLAY	SIZE	NAME
Australia' reliable exchange.	64px	Display / XLarge
Australia's most reliable cryptocurrency exchange.	48px	Display / Large
Take control of your future with superior tech and security	32px	Display / Medium
BTC Markets announces Caroline	24px	Display / Small
Tech-savvy traders	20px	Display / XSmall

PARAGRAPH	SIZE	NAME
BTC Markets is pleased to announce the appointment of Caroline Bowler as CEO, effective...	20px	Paragraphy / Medium
BTC Markets is pleased to announce the appointment of Caroline Bowler as CEO, effective...	16px	Paragraphy / Small

CAPTION	SIZE	NAME
$12,248.50	16px	Caption / XLarge
$12,248.50	14px	Caption / Large

Button variants

Buttons & Links

	VARIANT	NAME
Start trading	Basic	Buttons & Links / Button / Large / Basic / Default
Start trading	Primary	Buttons & Links / Button / Large / Primary / Default
Start trading	Outline	Buttons & Links / Button / Large / Secondary / Default
Start trading	Text	Buttons & Links / Button / Large / Text / Default
Start trading	Alt	Buttons & Links / Button / Large / Alternate / Default
Start trading ▾	Icon	Buttons & Links / Button / Medium / Primary / Icon / Right / Default

Solids

Colours

Sea Green	Forest Green	Sandy Orange	Midnight Ivory
100	100	100	100
200	200	200	200
300	300	300	300
400	400	400	400
500	500	500	500
600	600	600	600
700	700	700	700
800	800	800	800
900	900	900	900

Positive	Negative	Text	Black and White
100	100	100	
200	200	200	
300	300	300	

*Long Label Text
Enter your promo code — Large

Long Label Text
Enter your promo code — Large

*Long Label Text
Error — Large

Long Label Text
Success — Large

Long Label Text
Enter your promo code — Large

Banner

TYPE

Medium Summary Banner
You are currently on level 1. You can request a limit of increase to level 2. Please note that limit increase requests are subject compliance review.
Learn more | Dismiss — Large

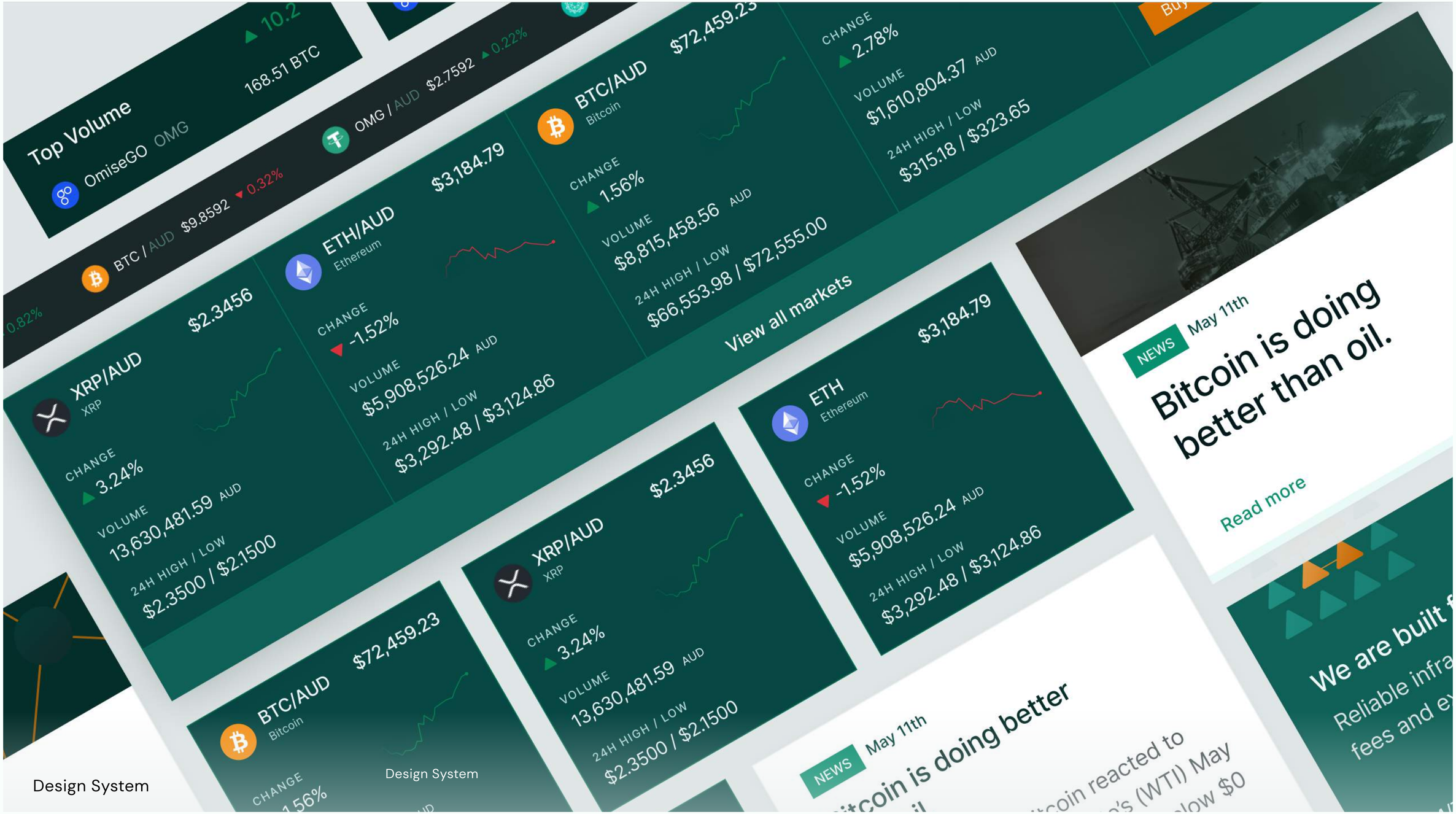
You are currently on level 1. You can request a limit of increase to level 2. — Large

You are currently on level 1. You can request a limit of increase to level 2. Please note that limit increase requests are subject — Large

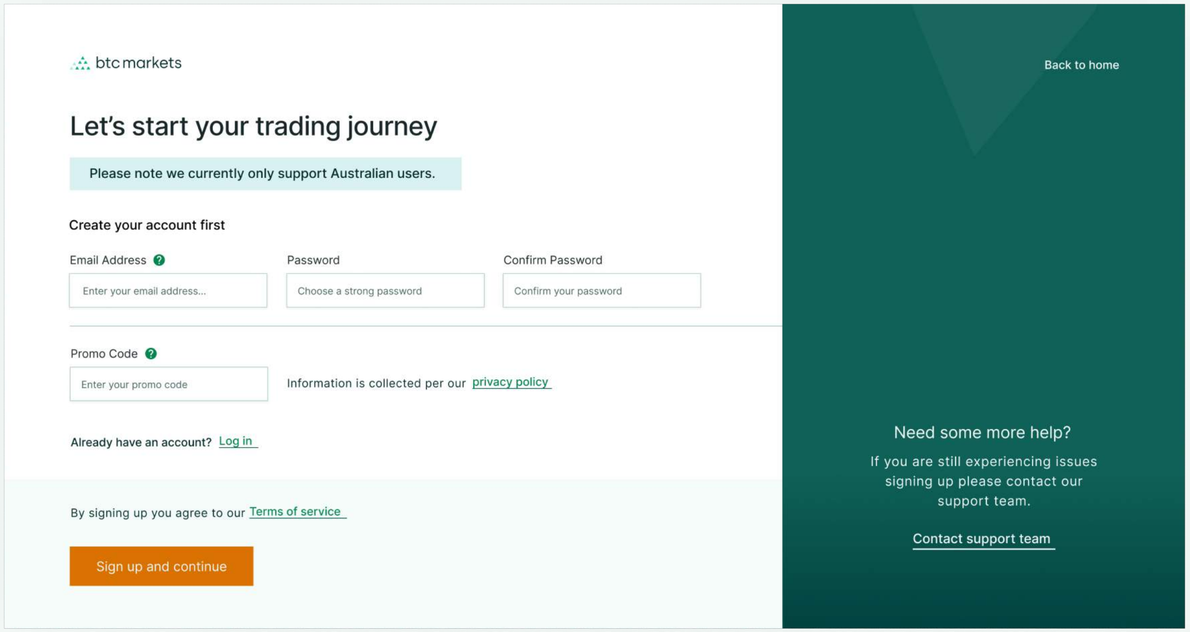
Medium Summary Banner
You are currently on level 1. You can request a limit of increase to level 2. Please note that limit increase requests are subject compliance review.
Learn more | Dismiss — Large

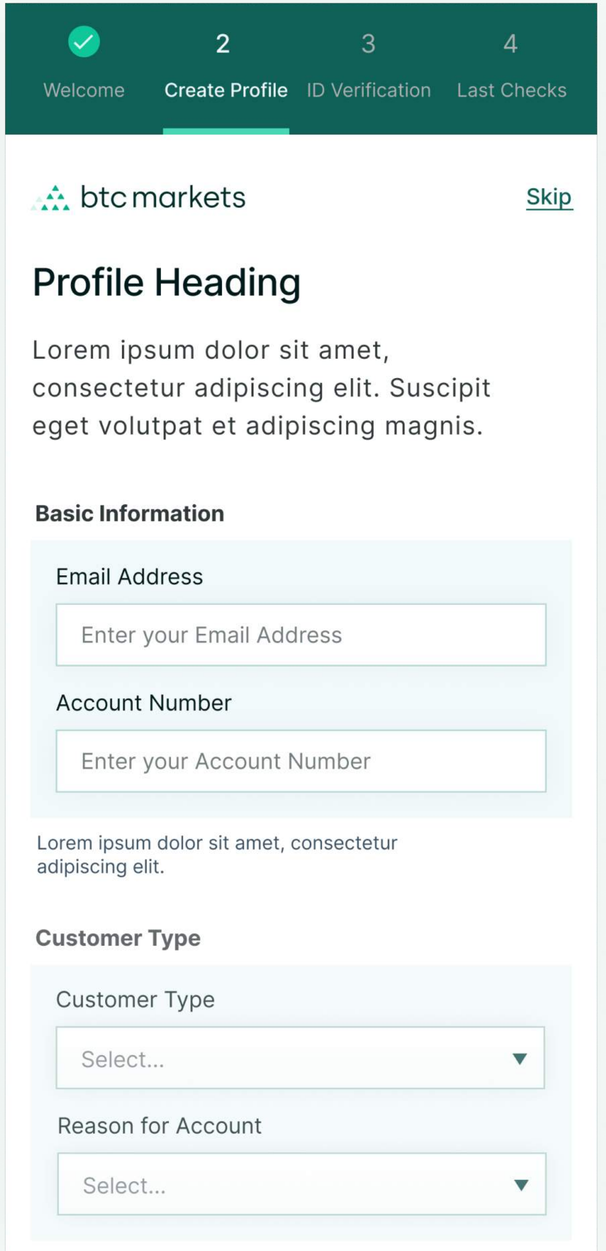
You are currently on level 1. You can request a limit of increase to level 2. — Large

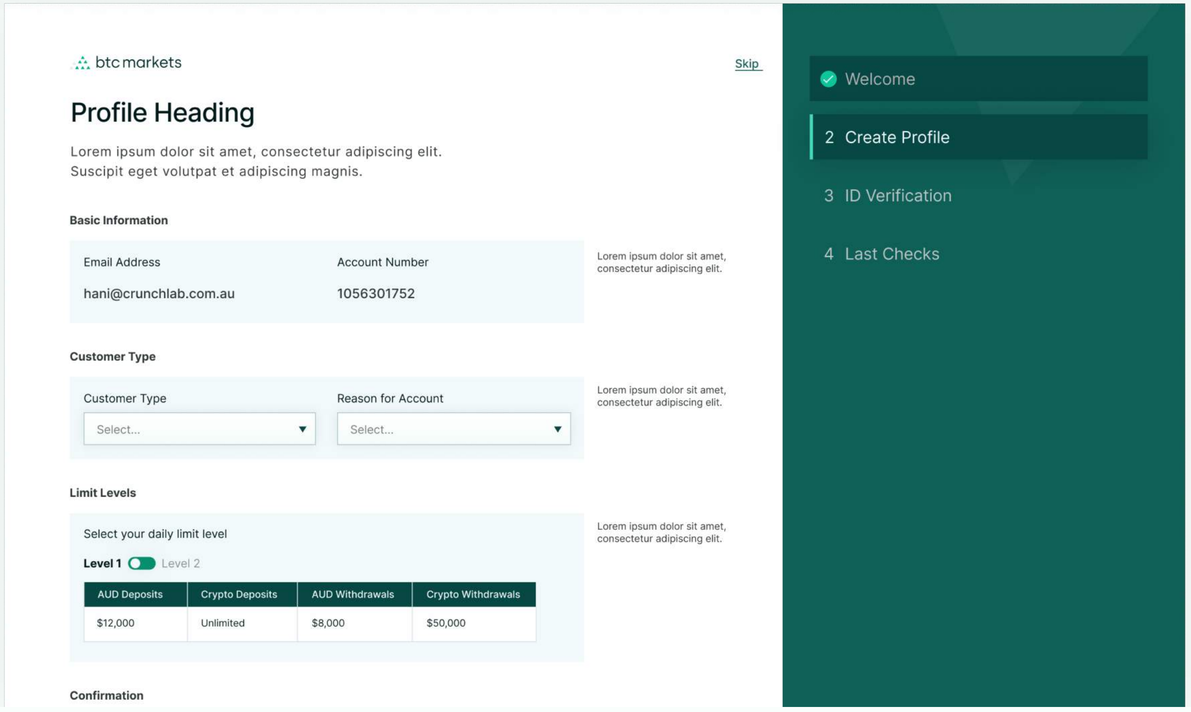
You are currently on level 1. You can request a limit of increase to level 2. — Large



Design System


btc markets
Let's start your trading journey
Please note we currently only support Australian users.
Create your account first
Email Address
Enter your email address...
Password
Choose a strong password
Confirm Password
Confirm your password
Promo Code
Enter your promo code
Information is collected per our privacy policy
Already have an account? Log in
By signing up you agree to our Terms of service
Sign up and continue
Back to home
Need some more help?
If you are still experiencing issues signing up please contact our support team.
Contact support team


Welcome
2
Create Profile
3
ID Verification
4
Last Checks
btc markets
Skip
Profile Heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suscipit eget volutpat et adipiscing magnis.
Basic Information
Email Address
Enter your Email Address
Account Number
Enter your Account Number
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Customer Type
Customer Type
Select...
Reason for Account
Select...


btc markets
Skip
Profile Heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Suscipit eget volutpat et adipiscing magnis.
Basic Information
Email Address
hani@crunchlab.com.au
Account Number
1056301752
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Customer Type
Customer Type
Select...
Reason for Account
Select...
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Limit Levels
Select your daily limit level
Level 1
Level 2
AUD Deposits
Crypto Deposits
AUD Withdrawals
Crypto Withdrawals
$12,000
Unlimited
$8,000
$50,000
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Confirmation
Welcome
2 Create Profile
3 ID Verification
4 Last Checks

Onboarding

The Result

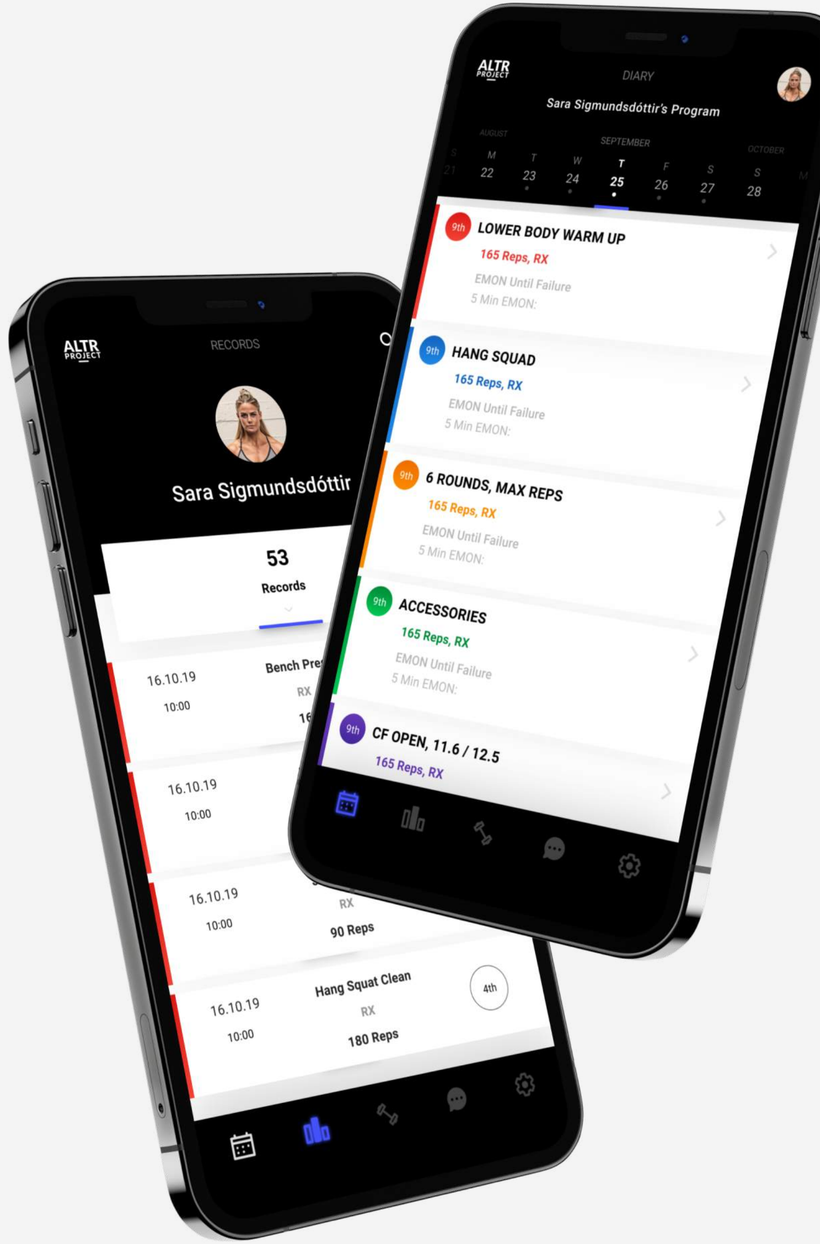
BTCM saw an increase in sign ups within 30 days of the new product launch. They received far less questions about their features, and far more admiring tweets.
Everyone was happy with that.

“After working with Alyoop to help us with our website, we hired them again for the next. It’s difficult to find creative agencies that care, can project manage efficiently, and take user problems and think about holistic solutions; these are 3 of many things they do incredibly well.”

Lucas Dobbins Software Development Manager

ALTR PROJECT

Empowering coaches and athletes to maximize their training.



CLIENT

ALTR Project

PROJECT TIMELINE

8 week partnership

COMPANY STAGE

Established Start-Up

PROCESS USED

UI Refresh

SERVICES USED

Discovery Workshop

Visual Directions

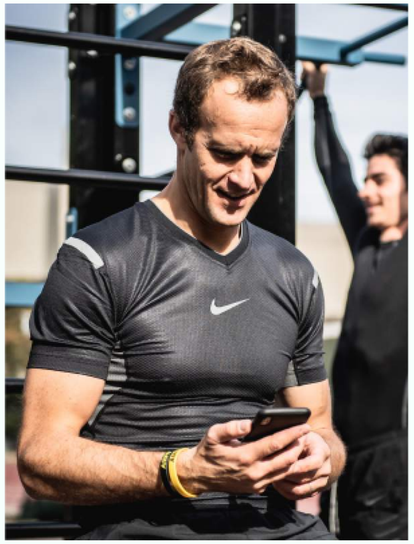
Design System

Handoff

Project Description

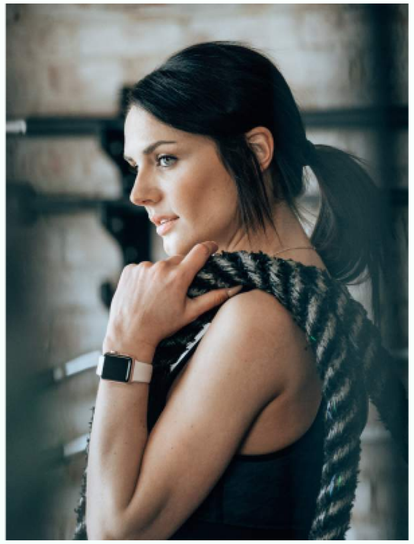
ALTR Project lets coaches and trainers easily design and deliver programs without all the time consuming admin. Aimee, founder of ALTR, approached us to take her product to the next level with an overhaul of the user interface design and a tweak of the user experience. Some deep new features needed to be introduced across mobile and desktop with a strong and unified brand style.

Who we designed for



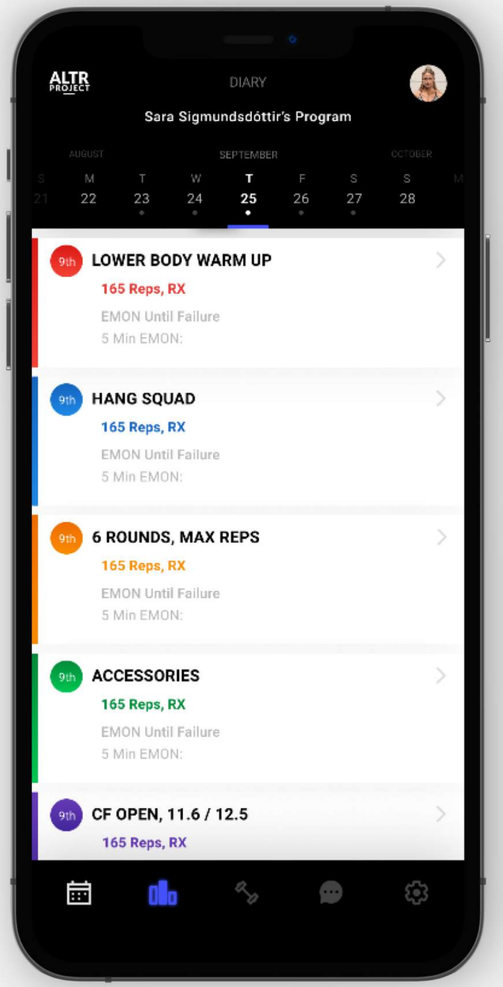
Coach / Gym Owner

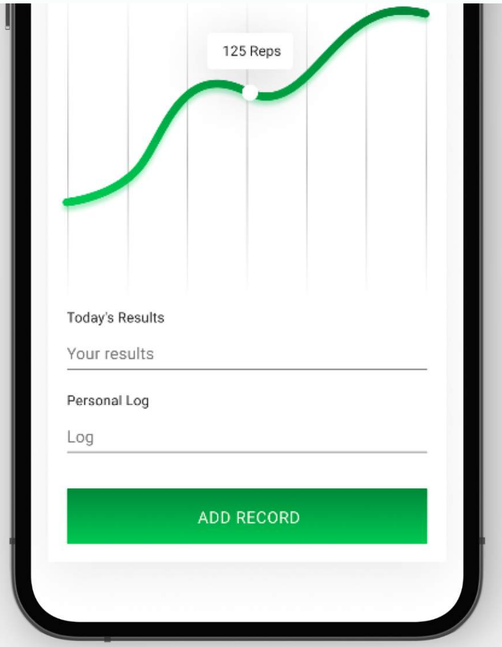
An ultra-fit athlete that runs their own gym and wants to spend less time creating programs and more time tracking their clients.

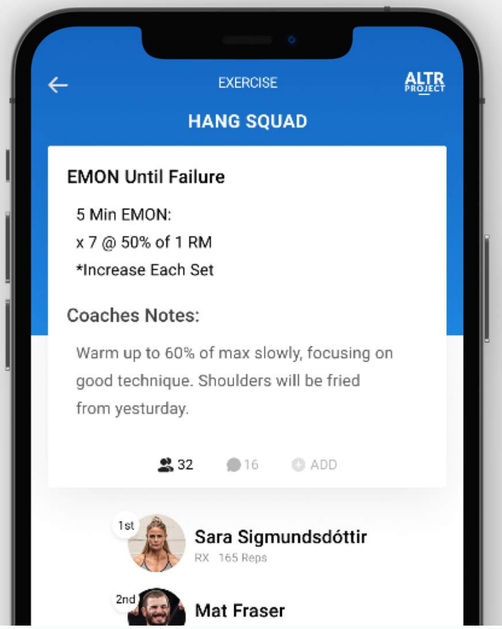


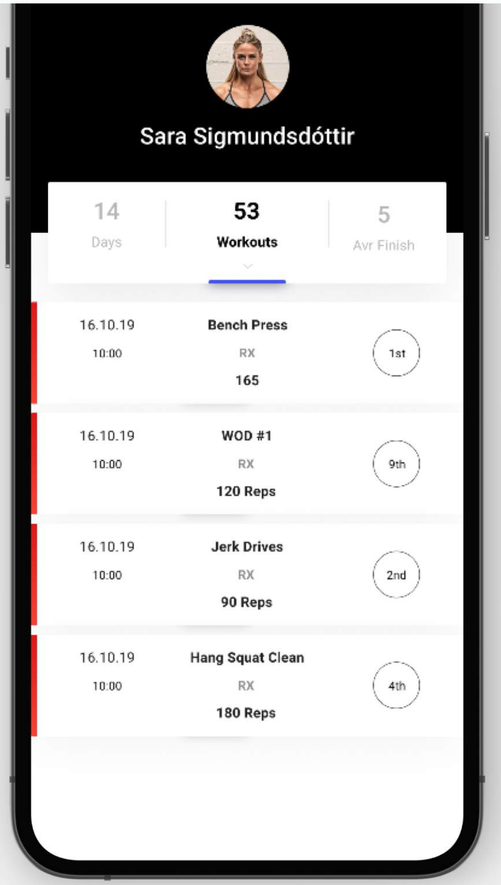
Beginner/Competitive Athlete

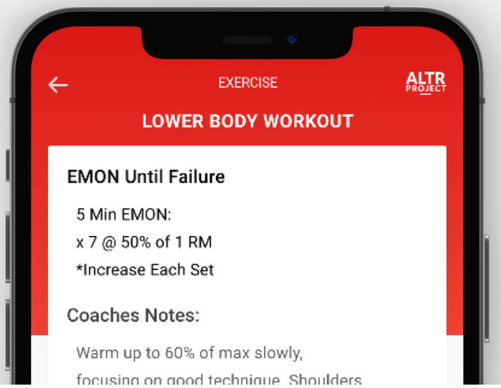
A beginner or seasoned athlete that wants to stay focused and improve themselves by checking their progress and goals.

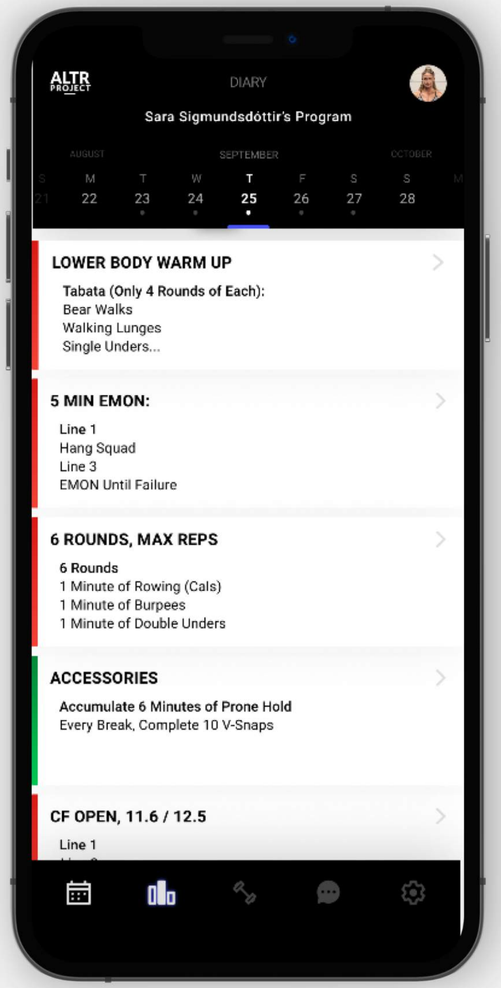

ALTR PROJECT
DIARY
Sara Sigmundsdóttir's Program
AUGUST
SEPTEMBER
OCTOBER
S M T W T F S S M
21 22 23 24 25 26 27 28
9th LOWER BODY WARM UP
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th HANG SQUAD
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th 6 ROUNDS, MAX REPS
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th ACCESSORIES
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th CF OPEN, 11.6 / 12.5
165 Reps, RX

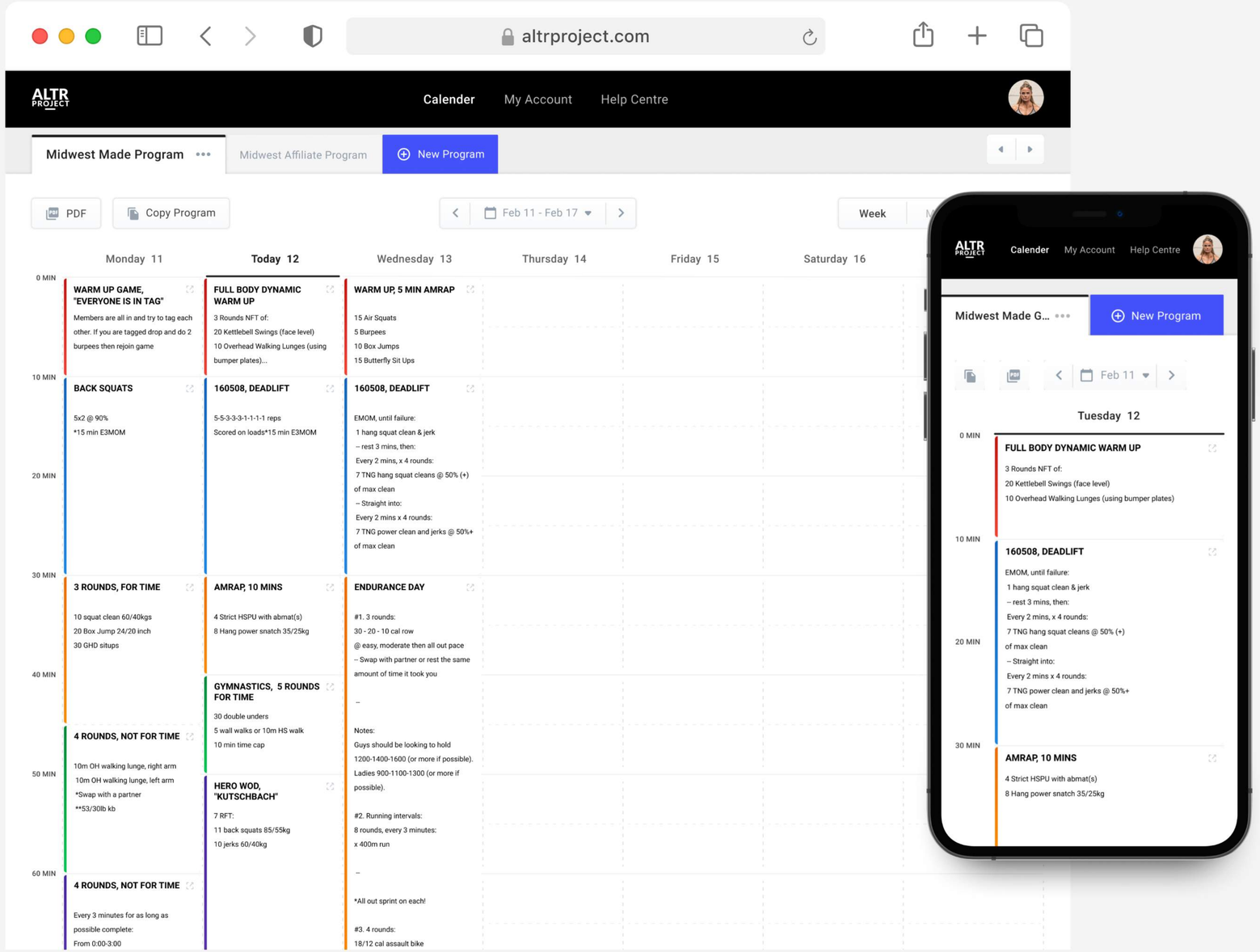

125 Reps
Today's Results
Your results
Personal Log
Log
ADD RECORD


EXERCISE
ALTR PROJECT
HANG SQUAD
EMON Until Failure
5 Min EMON:
x 7 @ 50% of 1 RM
*Increase Each Set
Coaches Notes:
Warm up to 60% of max slowly, focusing on good technique. Shoulders will be fried from yesturday.
32
16
ADD
1st Sara Sigmundsdóttir
RX 165 Reps
2nd Mat Fraser


Sara Sigmundsdóttir
14 Days
53 Workouts
5 Avr Finish
16.10.19 10:00 Bench Press RX 165 1st
16.10.19 10:00 WOD #1 RX 120 Reps 9th
16.10.19 10:00 Jerk Drives RX 90 Reps 2nd
16.10.19 10:00 Hang Squat Clean RX 180 Reps 4th


EXERCISE
ALTR PROJECT
LOWER BODY WORKOUT
EMON Until Failure
5 Min EMON:
x 7 @ 50% of 1 RM
*Increase Each Set
Coaches Notes:
Warm up to 60% of max slowly,
focusing on good technique. Shoulders


ALTR PROJECT
DIARY
Sara Sigmundsdóttir's Program
AUGUST
SEPTEMBER
OCTOBER
S M T W T F S S M
21 22 23 24 25 26 27 28
LOWER BODY WARM UP
Tabata (Only 4 Rounds of Each):
Bear Walks
Walking Lunges
Single Unders...
5 MIN EMON:
Line 1
Hang Squad
Line 3
EMON Until Failure
6 ROUNDS, MAX REPS
6 Rounds
1 Minute of Rowing (Cals)
1 Minute of Burpees
1 Minute of Double Unders
ACCESSORIES
Accumulate 6 Minutes of Prone Hold
Every Break, Complete 10 V-Snaps
CF OPEN, 11.6 / 12.5
Line 1


altrproject.com
ALTR PROJECT
Calender
My Account
Help Centre
Midwest Made Program
Midwest Affiliate Program
New Program
PDF
Copy Program
Feb 11 - Feb 17
Week
Monday 11
Today 12
Wednesday 13
Thursday 14
Friday 15
Saturday 16
0 MIN
10 MIN
20 MIN
30 MIN
40 MIN
50 MIN
60 MIN
WARM UP GAME, "EVERYONE IS IN TAG"
Members are all in and try to tag each other. If you are tagged drop and do 2 burpees then rejoin game
FULL BODY DYNAMIC WARM UP
3 Rounds NFT of:
20 Kettlebell Swings (face level)
10 Overhead Walking Lunges (using bumper plates)...
WARM UP, 5 MIN AMRAP
15 Air Squats
5 Burpees
10 Box Jumps
15 Butterfly Sit Ups
BACK SQUATS
5x2 @ 90%
*15 min E3MOM
160508, DEADLIFT
5-5-3-3-3-1-1-1-1 reps
Scored on loads*15 min E3MOM
160508, DEADLIFT
EMOM, until failure:
1 hang squat clean & jerk
-- rest 3 mins, then:
Every 2 mins, x 4 rounds:
7 TNG hang squat cleans @ 50% (+) of max clean
-- Straight into:
Every 2 mins x 4 rounds:
7 TNG power clean and jerks @ 50%+ of max clean
3 ROUNDS, FOR TIME
10 squat clean 60/40kgs
20 Box Jump 24/20 inch
30 GHD situps
AMRAP, 10 MINS
4 Strict HSPU with abmat(s)
8 Hang power snatch 35/25kg
ENDURANCE DAY
#1. 3 rounds:
30 - 20 - 10 cal row
@ easy, moderate then all out pace
-- Swap with partner or rest the same amount of time it took you
--
Notes:
Guys should be looking to hold 1200-1400-1600 (or more if possible).
Ladies 900-1100-1300 (or more if possible).
#2. Running intervals:
8 rounds, every 3 minutes:
x 400m run
--
*All out sprint on each!
#3. 4 rounds:
18/12 cal assault bike
GYMNASTICS, 5 ROUNDS FOR TIME
30 double unders
5 wall walks or 10m HS walk
10 min time cap
4 ROUNDS, NOT FOR TIME
10m OH walking lunge, right arm
10m OH walking lunge, left arm
*Swap with a partner
**53/30lb kb
HERO WOD, "KUTSCHBACH"
7 RFT:
11 back squats 85/55kg
10 jerks 60/40kg
4 ROUNDS, NOT FOR TIME
Every 3 minutes for as long as possible complete:
From 0:00-3:00
ALTR PROJECT
Calender
My Account
Help Centre
Midwest Made G...
New Program
Feb 11
Tuesday 12
0 MIN
10 MIN
20 MIN
30 MIN
FULL BODY DYNAMIC WARM UP
3 Rounds NFT of:
20 Kettlebell Swings (face level)
10 Overhead Walking Lunges (using bumper plates)
160508, DEADLIFT
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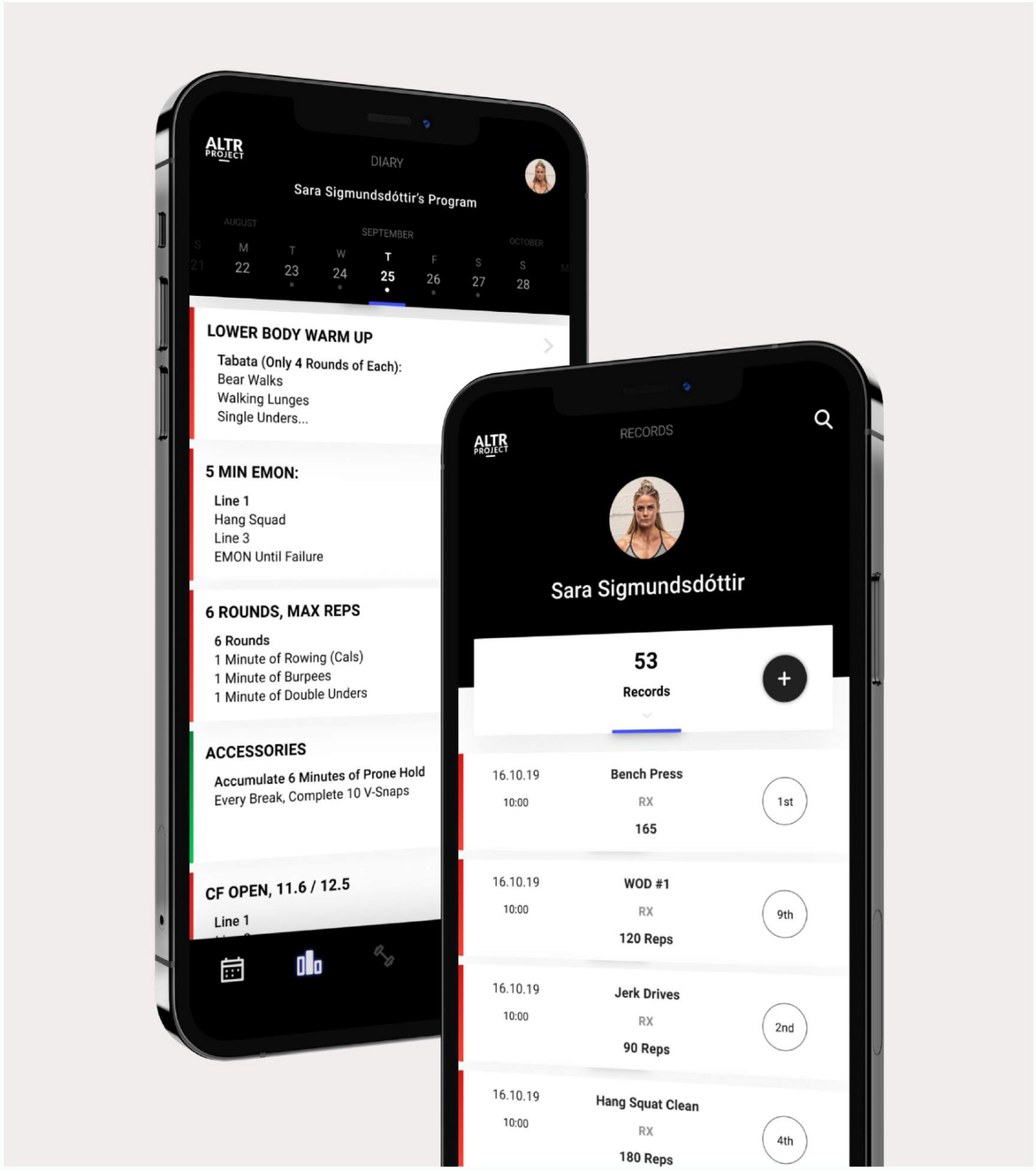
ALTR PROJECT
DIARY
Sara Sigmundsdóttir's Program
AUGUST
SEPTEMBER
OCTOBER
S M T W T F S S M
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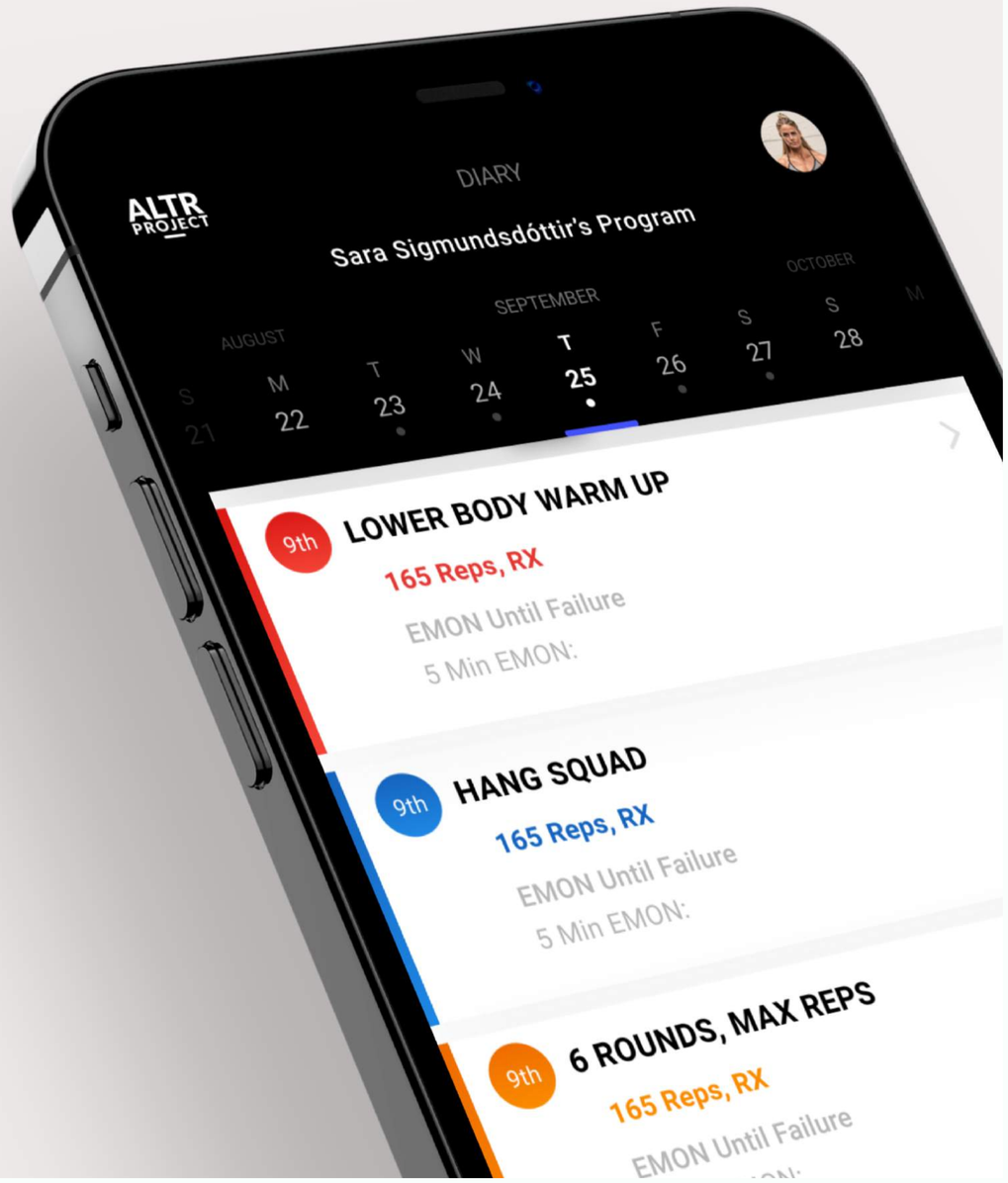
1 Minute of Double Unders
ACCESSORIES
Accumulate 6 Minutes of Prone Hold
Every Break, Complete 10 V-Snaps
CF OPEN, 11.6 / 12.5
Line 1
ALTR PROJECT
RECORDS
Sara Sigmundsdóttir
53
Records
16.10.19
10:00
Bench Press
RX
165
1st
16.10.19
10:00
WOD #1
RX
120 Reps
9th
16.10.19
10:00
Jerk Drives
RX
90 Reps
2nd
16.10.19
10:00
Hang Squat Clean
RX
180 Reps
4th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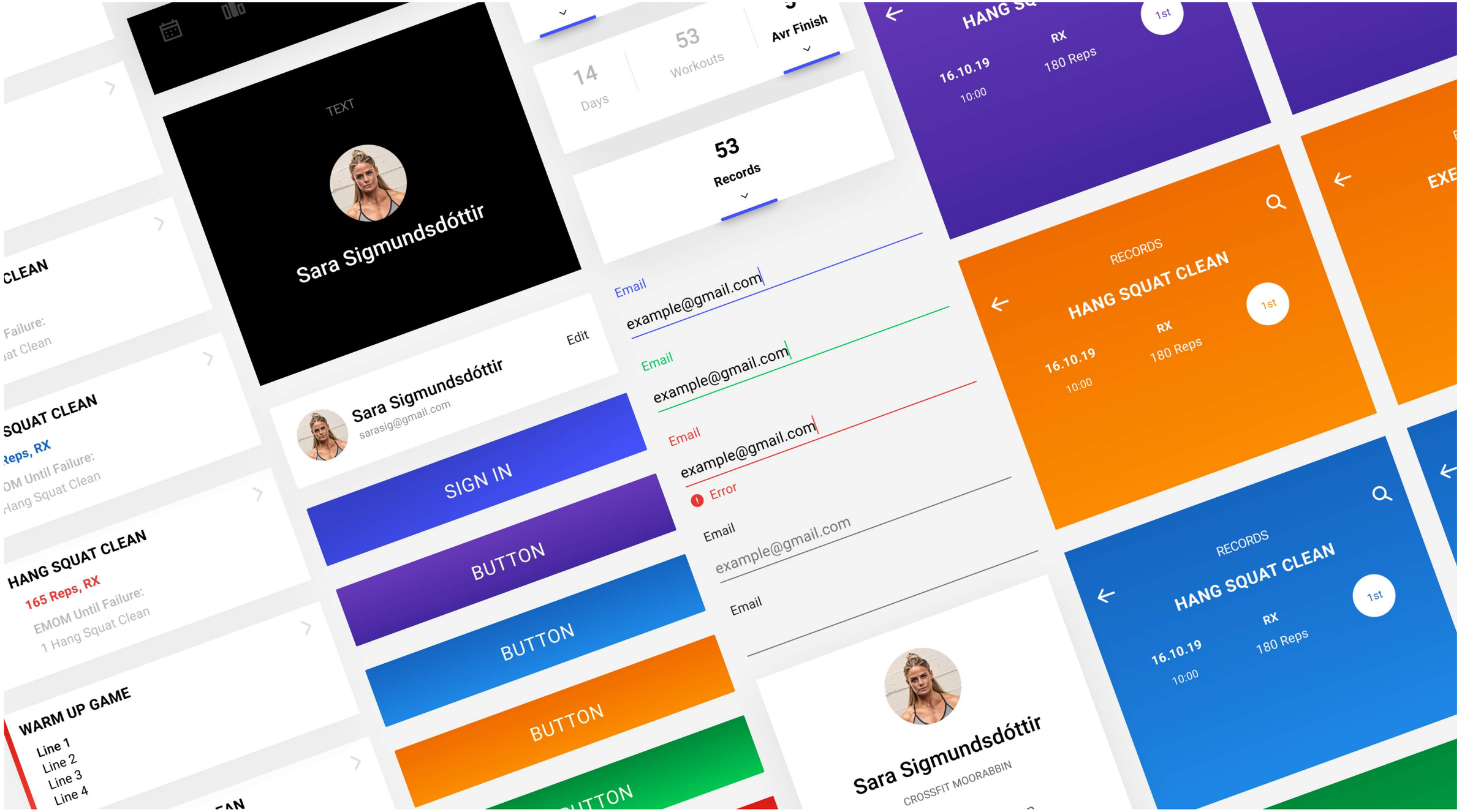
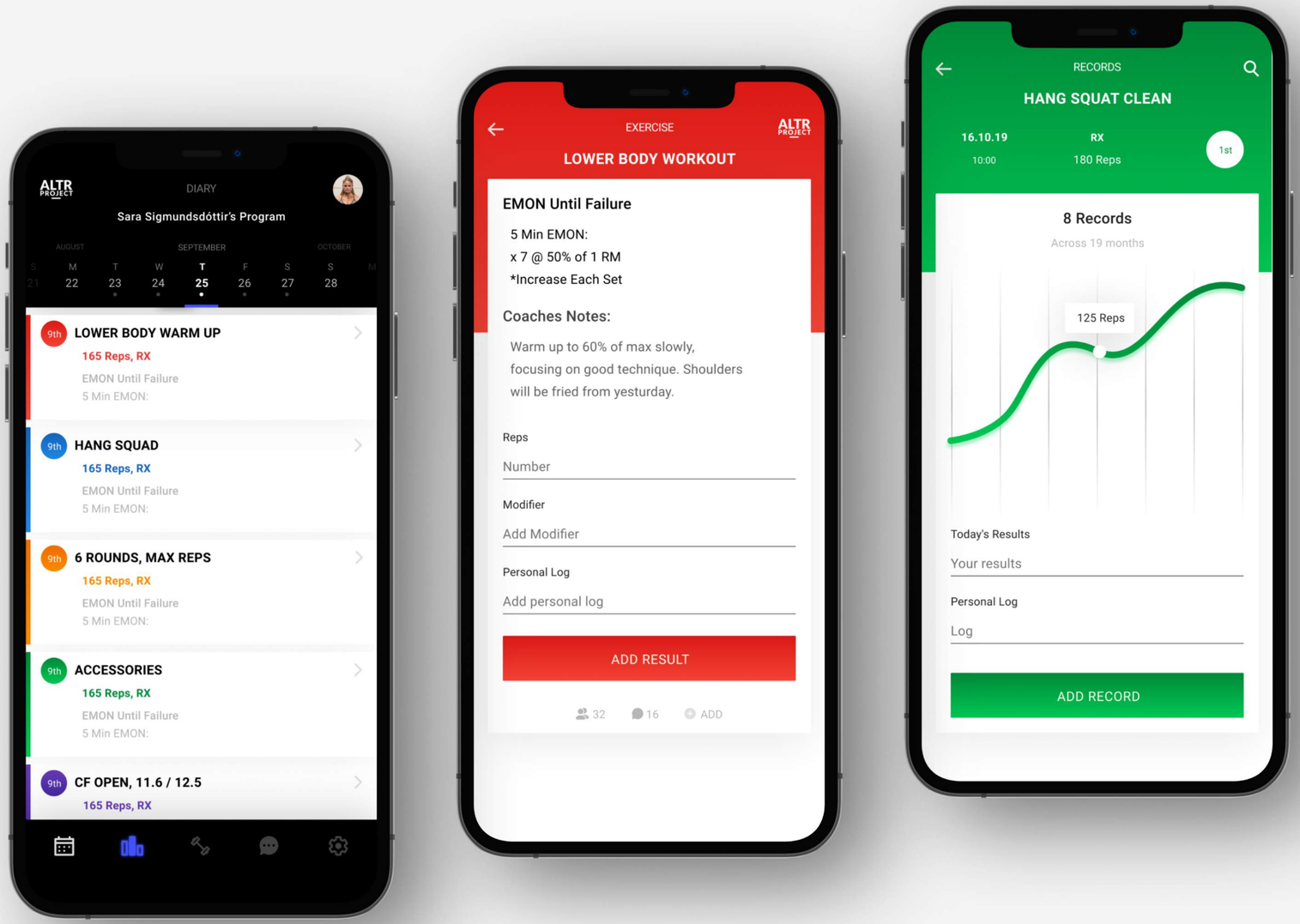
Sara Sigmundsdóttir's Program
AUGUST
SEPTEMBER
OCTOBER
S M T W T F S S M
21 22 23 24 25 26 27 28
9th
LOWER BODY WARM UP
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th
HANG SQUAD
165 Reps, RX
EMON Until Failure
5 Min EMON:
9th
6 ROUNDS, MAX REPS
165 Reps, RX
EMON Until Failure


TEXT
Sara Sigmundsdóttir
14
Days
53
Workouts
Avr Finish
53
Records
Sara Sigmundsdóttir
sarasig@gmail.com
Edit
SIGN IN
BUTTON
BUTTON
BUTTON
Email
example@gmail.com
Email
example@gmail.com
Email
example@gmail.com
Error
Email
example@gmail.com
Email
HANG SQUAT CLEAN
165 Reps, RX
EMOM Until Failure:
1 Hang Squat Clean
WARM UP GAME
Line 1
Line 2
Line 3
Line 4
16.10.19
10:00
RX
180 Reps
1st
RECORDS
HANG SQUAT CLEAN
Sara Sigmundsdóttir
CROSSFIT MOORABBIN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165 Reps, RX
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EMON Until Failure
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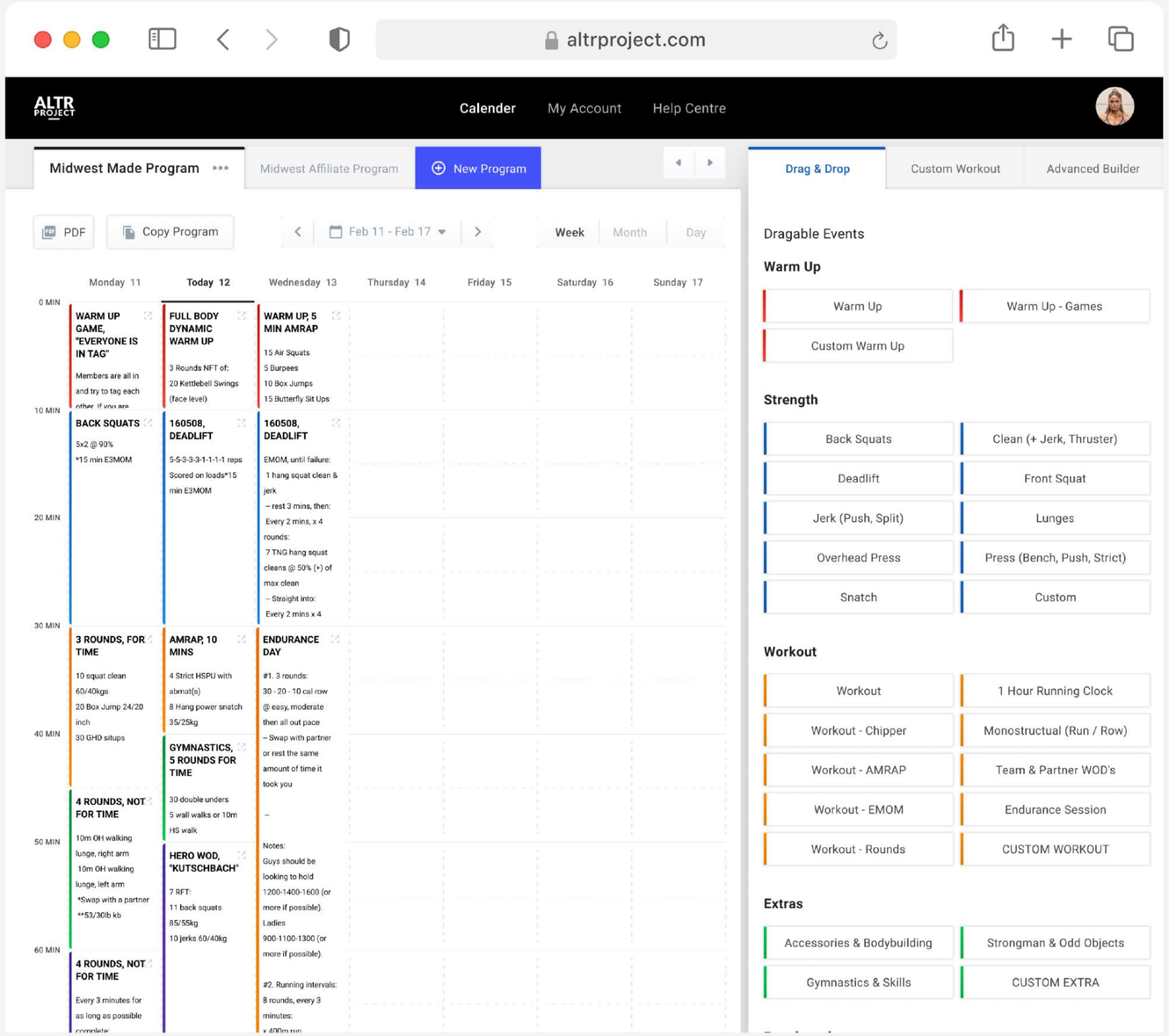
x 7 @ 50% of 1 RM
*Increase Each Set
Coaches Notes:
Warm up to 60% of max slowly, focusing on good technique. Shoulders will be fried from yesturday.
Reps
Number
Modifier
Add Modifier
Personal Log
Add personal log
ADD RESULT
32
16
ADD
RECORDS
HANG SQUAT CLEAN
16.10.19
10:00
RX
180 Reps
1st
8 Records
Across 19 months
125 Reps
Today's Results
Your results
Personal Log
Log
ADD RECORD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-- Straight into:
Every 2 mins x 4
3 ROUNDS, FOR TIME
10 squat clean 60/40kgs
20 Box Jump 24/20 inch
30 GHD situps
AMRAP, 10 MINS
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#1. 3 rounds:
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8 rounds, every 3 minutes:
GYMNASTICS, 5 ROUNDS FOR TIME
30 double unders
5 wall walks or 10m HS walk
4 ROUNDS, NOT FOR TIME
10m OH walking lunge, right arm
10m OH walking lunge, left arm
*Swap with a partner
**53/30lb kb
HERO WOD, "KUTSCHBACH"
7 RFT:
11 back squats 85/55kg
10 jerks 60/40kg
4 ROUNDS, NOT FOR TIME
Every 3 minutes for as long as possible
Drag & Drop
Custom Workout
Advanced Builder
Dragable Events
Warm Up
Warm Up
Warm Up - Games
Custom Warm Up
Strength
Back Squats
Clean (+ Jerk, Thruster)
Deadlift
Front Squat
Jerk (Push, Split)
Lunges
Overhead Press
Press (Bench, Push, Strict)
Snatch
Custom
Workout
Workout
1 Hour Running Clock
Workout - Chipper
Monostructual (Run / Row)
Workout - AMRAP
Team & Partner WOD's
Workout - EMOM
Endurance Session
Workout - Rounds
CUSTOM WORKOUT
Extras
Accessories & Bodybuilding
Strongman & Odd Objects
Gymnastics & Skills
CUSTOM EXTRA

The Result

Aimee saved a heap of time with creating schedules for her clients. Helping her secure more clients as they had a more accessible way to check their times, progress and reach their fitness goal.

“Alyoop was fantastic to work with right from the beginning. I’m so used to doing things myself, or taking the fastest approach to ‘get things done’, but with them taking their time to really understand the product, my client and our ideal customer, they were able to create a design that went far beyond my expectations.”

Aimee Tawhai Founder of ALTR Projects

CLIENT

Zukaz

PROJECT TIMELINE

3 month partnership

COMPANY STAGE

Established Start-Up

PROCESS USED

UX Update, UI Refresh

SERVICES USED

Discovery Workshop

User Journeys

Prototyping

Design System

Project Description

Zukaz were crushing it in regional Victoria. Their AR app attracted customers by helping merchants use foot traffic in a whole new way. When the attention they were getting began to grow, their app needed to grow with it - an update with new features was in order. We understood where Zukaz needed to take their product, so we redesigned their app for both customers and merchants.

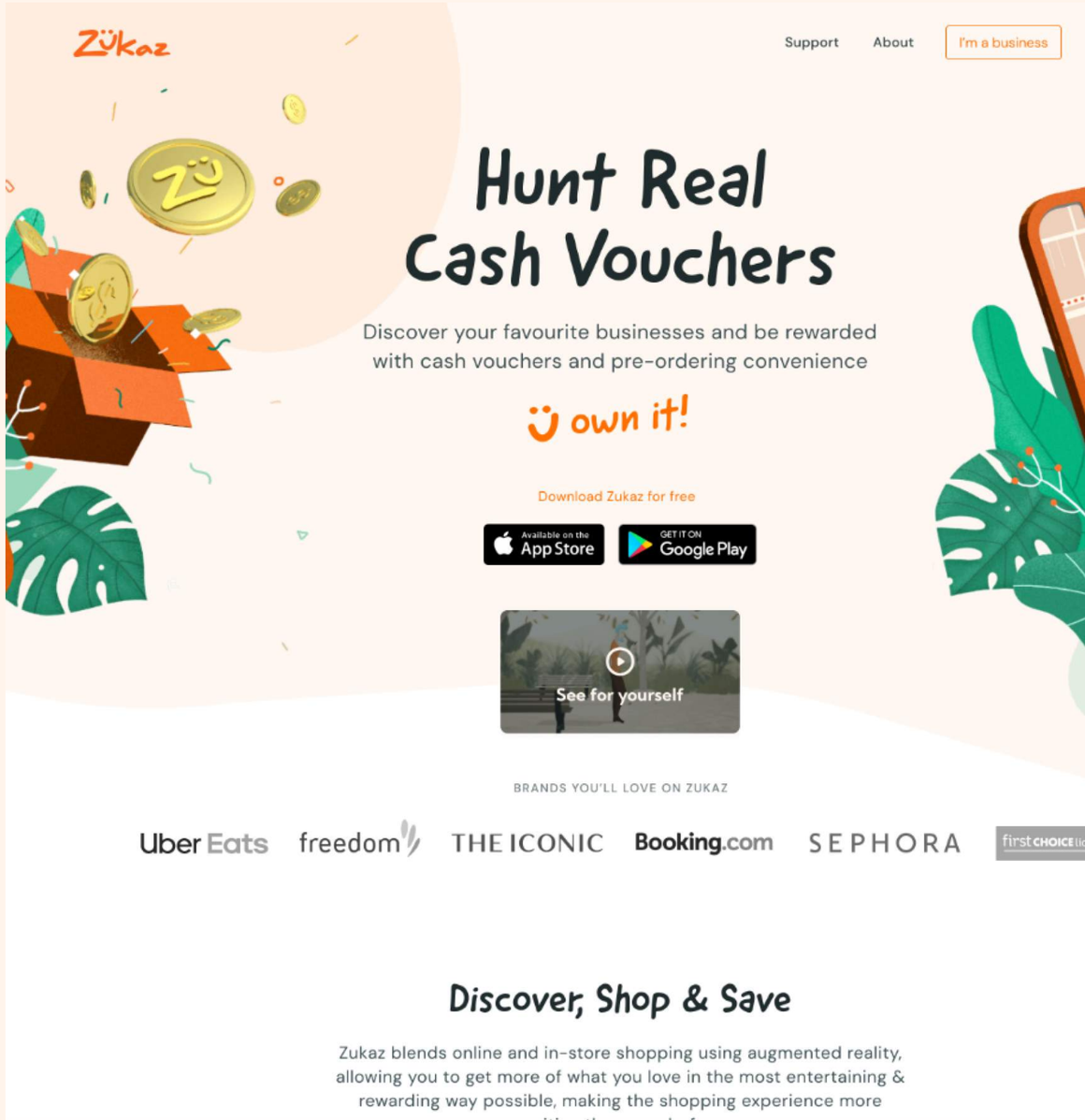
Who we designed for

Young Social Butterfly

An enthusiastic explorer that loves living local. They've got their finger on the pulse when it comes to new stores and entertainment.

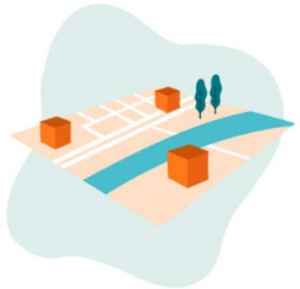
Zükaz

Helping users earn a little walkin’ around money.



Step 1 of 3 Location Services SKIP

Please enable location services



Lorem ipsum dolor sit amet, consectetur adipiscing elit enim.

ENABLE LOCATION SERVICES

NOT NOW

Step 2 of 3 What's a Voucher SKIP

Whats included

NEXT

Step 3 of 3 Collect SKIP

Now add your first voucher to your wallet

FOOD & DRINKS • RESTAURANTS
Pastries and desserts
$10 off
In-store Expires in 2 hours COLLECT

FOOD & DRINKS • RESTAURANTS
Pastries and desserts
$10 off
In-store Expires in 2 hours COLLECT

NEXT

$10 off

Create an account to save your voucher

Sign up with Google

Sign up with Facebook

Sign up with Mobile

Font sizes

Fonts

DISPLAY	SIZE	NAME
Hunt Real Cash Vouchers	32px	Display / XLarge
Hunt Real Cash Vouchers	24px	Display / Large
Hunt Real Cash Vouchers	20px	Display / Medium
Hunt Real Cash Vouchers	16px	Display / Small

PARAGRAPH	SIZE	NAME
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tristique scelerisque massa urna lacus nisl at sque el at.	20px	Paragraphy / Medium
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tristique scelerisque massa urna lacus nisl at sque el at.	16px	Paragraphy / Small

CAPTION	SIZE	NAME
Hunt Real Cash Vouchers	14px	Caption / XLarge
HUNT REAL CASH VOUCHERS	12px	Caption / Large

Solid

Zukaz Orange	Zukaz Blue	Hard Metal	Black + White
100	100	100	
200	200	200	
300	300	300	
400	400	400	
500	500	500	
600	600	600	
700	700	700	

Text	Autumn Brown	Yellow Sun	Success
100	100	100	100
200	200	200	200
300	300	300	300
400	400	400	400

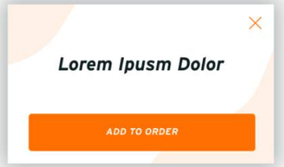
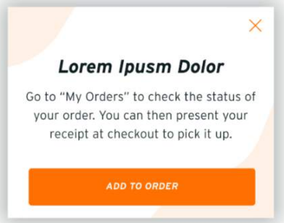
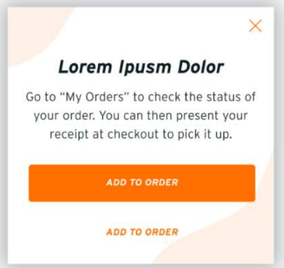
Status bar

Navigation

	TYPE	NAME
	Defualt	Navigation / Status Bar / Default
	Page Title	Navigation / Status Bar / Page Title
	Page Title + Icon Left	Navigation / Status Bar / Page Title / With Icons / Left
	Page Title + Icon Right	Navigation / Status Bar / Page Title / With Icons / Right
	Page Title + Icon Both	Navigation / Status Bar / Page Title / With Icons / Both
	Icon Left	Navigation / Status Bar / No Title / With Icons / Left

Modals

Mo

	TYPE	NAME
	Defualt	Modals & Dialogs / Modals / Default
	Body Copy	Modals & Dialogs / Modals / Body Copy
	Body Copy + Button	Modals & Dialogs / Modals / Body Copy + Bu
	Body Copy + Button Group Vertical	Modals & Dialogs / Modals / Body Copy + Bu

9:41

Boss Burgers

FOOD & DRINK

Boss Burgers

1.5km Open until **5:00pm** Ready in 7 min

MORE INFO

PRE ORDER NOW

FOR HONOUR

1 2 3 4 5 Free

Add some Boss Burgers vouchers to your wallet!

How do i redeem a voucher?

FOOD & DRINKS • RESTAURANTS

Pastries and desserts

$10 off

9:41

My order

Menu Items

1	Burger item (V) Pickles, Mustard and beetroot	$8.50
1	Burger item (V) Pickles, Mustard and beetroot	$8.50
4	Coffee	$8.50

Comments

e.g. Allergic to nuts

Voucher ID

e.g. Allergic to nuts APPLY

This is pre-filled if coming from My Vouchers

Total **$35.00**

9:41

Burger Item (V)

Add to order

Burger Item (V)

Pickles, Mustard and beetroot $8.50

Any Extras?

Onion Rings (+ $8.50)

Onion Rings (+ $8.50)

Onion Rings (+ $8.50)

Remove Items

Onion Rings (+ $8.50)

Onion Rings (+ $8.50)

Onion Rings (+ $8.50)

Zükaz

Support About I'm a business Contact

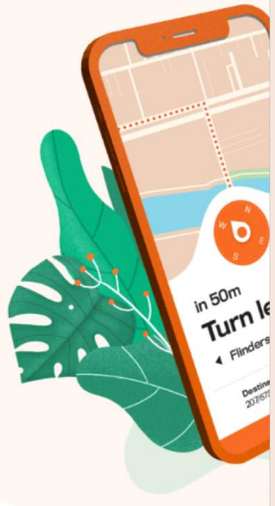
Hunt Real Cash Vouchers

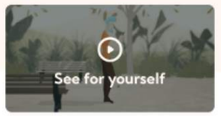
Discover your favourite businesses and be rewarded with cash vouchers and pre-ordering convenience

ü own it!

Download Zukaz for free

Available on the App Store GET IT ON Google Play





BRANDS YOU'LL LOVE ON ZUKAZ

Uber Eats freedom THE ICONIC Booking.com SEPHORA first CHOICE liquor

Discover, Shop & Save

Zukaz blends online and in-store shopping using augmented reality, allowing you to get more of what you love in the most entertaining & rewarding way possible, making the shopping experience more exciting than ever before.

The app is incredibly easy to use

Discover

Download the app for FREE and explore nearby retailers, restaurants and online stores.

Collect

Hunt for real cash vouchers using Augmented Reality or kick

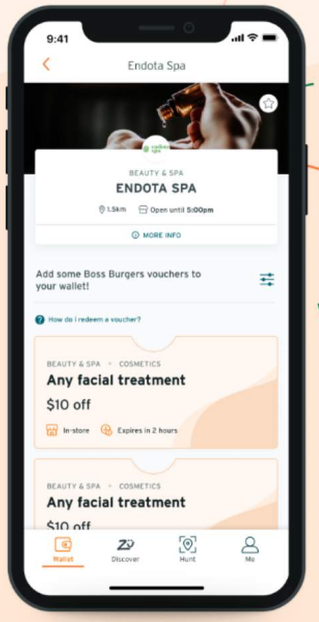
Reasons you will love it

Cash vouchers from your favourite brands
Save money by collecting cash vouchers at your fave businesses at no cost.

Loyalty and rewards you'll love
Be rewarded when you shop online and in-store with exclusive rewards and loyalty stamps.

Pre-Ordering convenience
In a rush? Jump the queue and save time by redeeming your voucher and pre-ordering in-app.

It's fun for everyone
Hunt exclusive deals by using augmented reality and be immersed with engaging gamified experiences.



Start collecting vouchers today Download on the App Store GET IT ON Google Play

Plenty to discover with over 20 categories

Food & Beverage
Restaurants
Cosmetics
Homewares and Furniture
Flights & Travel
Toys & Games
Spa's, Massage and Treatments
Women's Clothing
Experiences
Accommodation
Appliances & Electronics

Plus loads more

The Result

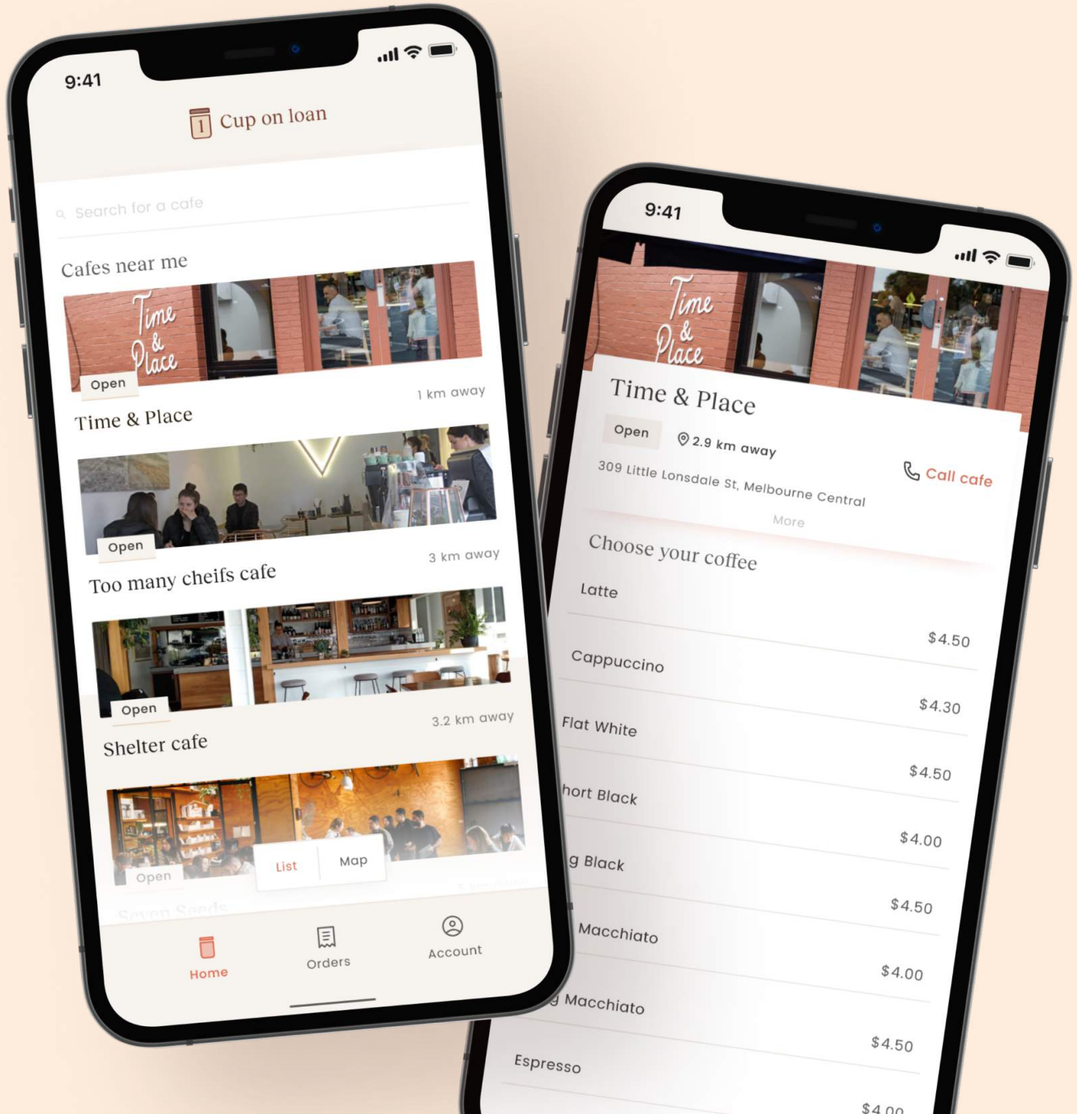
Our design system has enabled Zukaz to add a number of new features to their app within weeks of us delivering it. With their final release coming in May 2021, we are proud to have helped Zukaz make effective, efficient design decisons.

“Alyoop has been a pleasure to work with. Their ability to not only make things look great but also understanding where product problems lie, and what our users’ problems are, is what sets them apart”

Matthew Endresz Managing Director of Zukaz

noa and parker

A sensible, streamlined app for sustainable cafe culture



CLIENT

Noa and Parker

PROJECT TIMELINE

8 week partnership

COMPANY STAGE

Early stage start-up

PROCESS USED

UX Update, UI Refresh

SERVICES USED

Discovery Workshop

User Journeys

Prototyping

Visual Directions

Project Description

Noa and Parker signed over 10 cafes in their first 6 months, which validated their idea. With a more robust client base, they needed an app that catered to cafe owners and their customers. With heaps of features available, our testing process discovered which were essential, and which could come later. Result? One streamlined app.

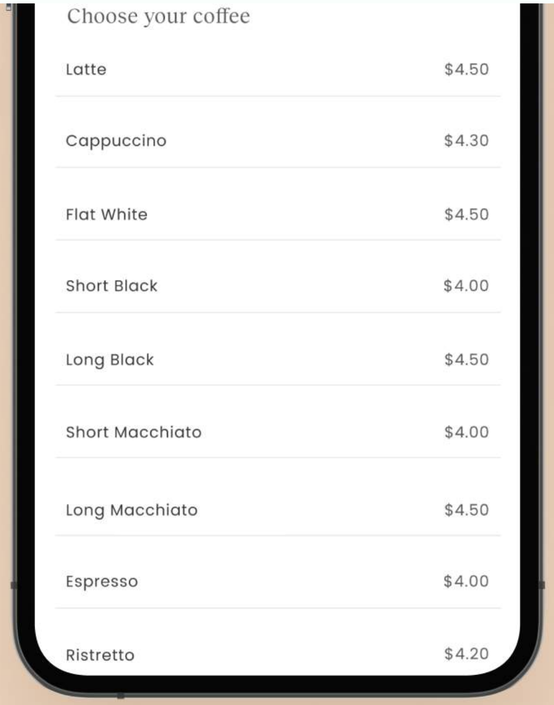
Who we designed for

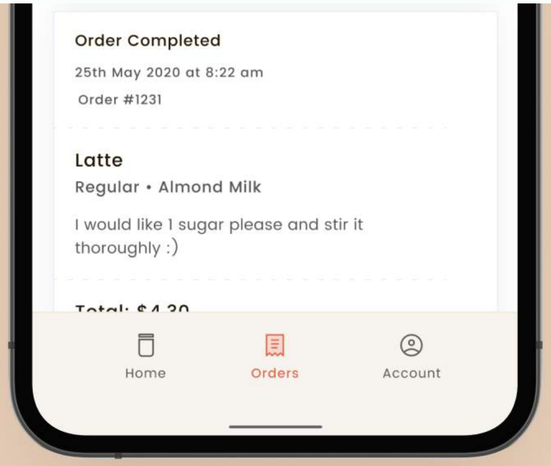
Café Workers

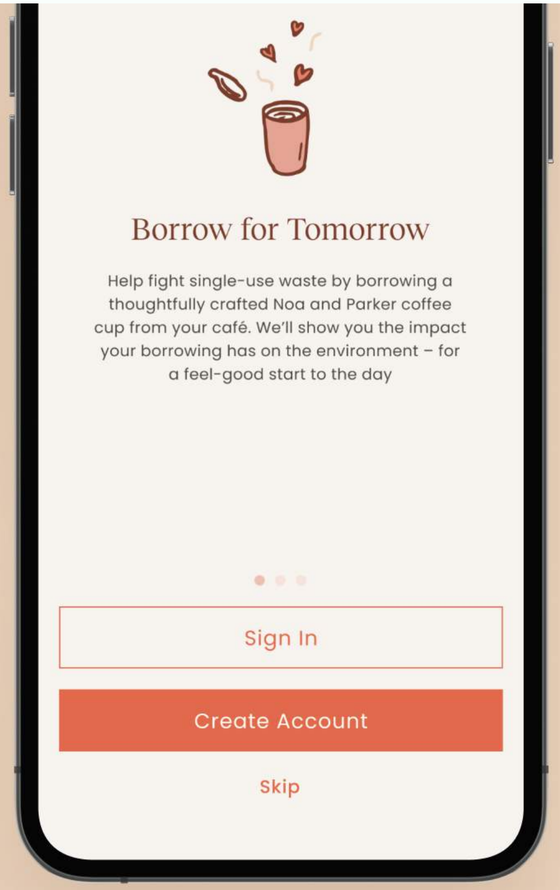
Baristas, waiters, chefs, and managers who know how their POS works and can't be bothered learning a tricky new system.

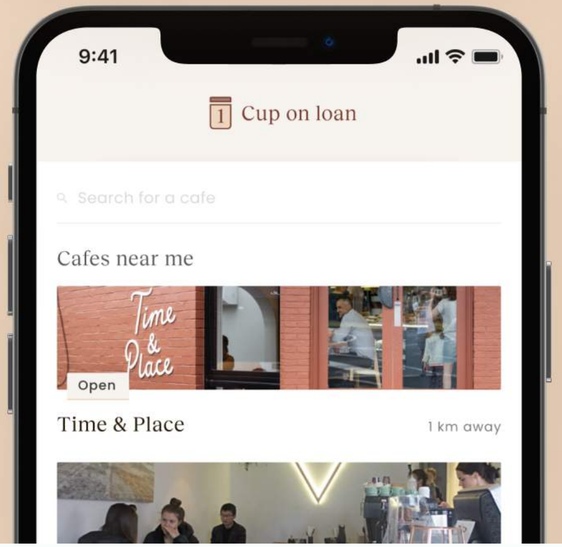
Regular Coffee Drinkers

Caffeine enthusiasts who love their daily dose. Reusable coffee cup owners who would happily use a more sustainable product, so long as it doesn't slow down their order.

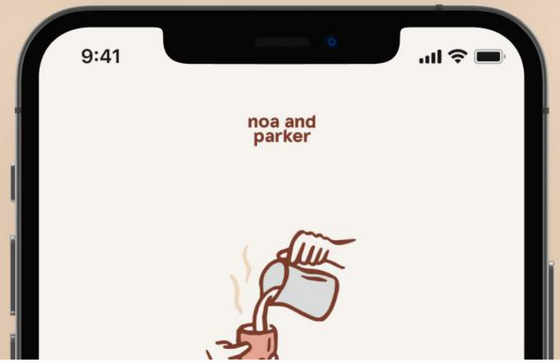

Choose your coffee
Latte $4.50
Cappuccino $4.30
Flat White $4.50
Short Black $4.00
Long Black $4.50
Short Macchiato $4.00
Long Macchiato $4.50
Espresso $4.00
Ristretto $4.20

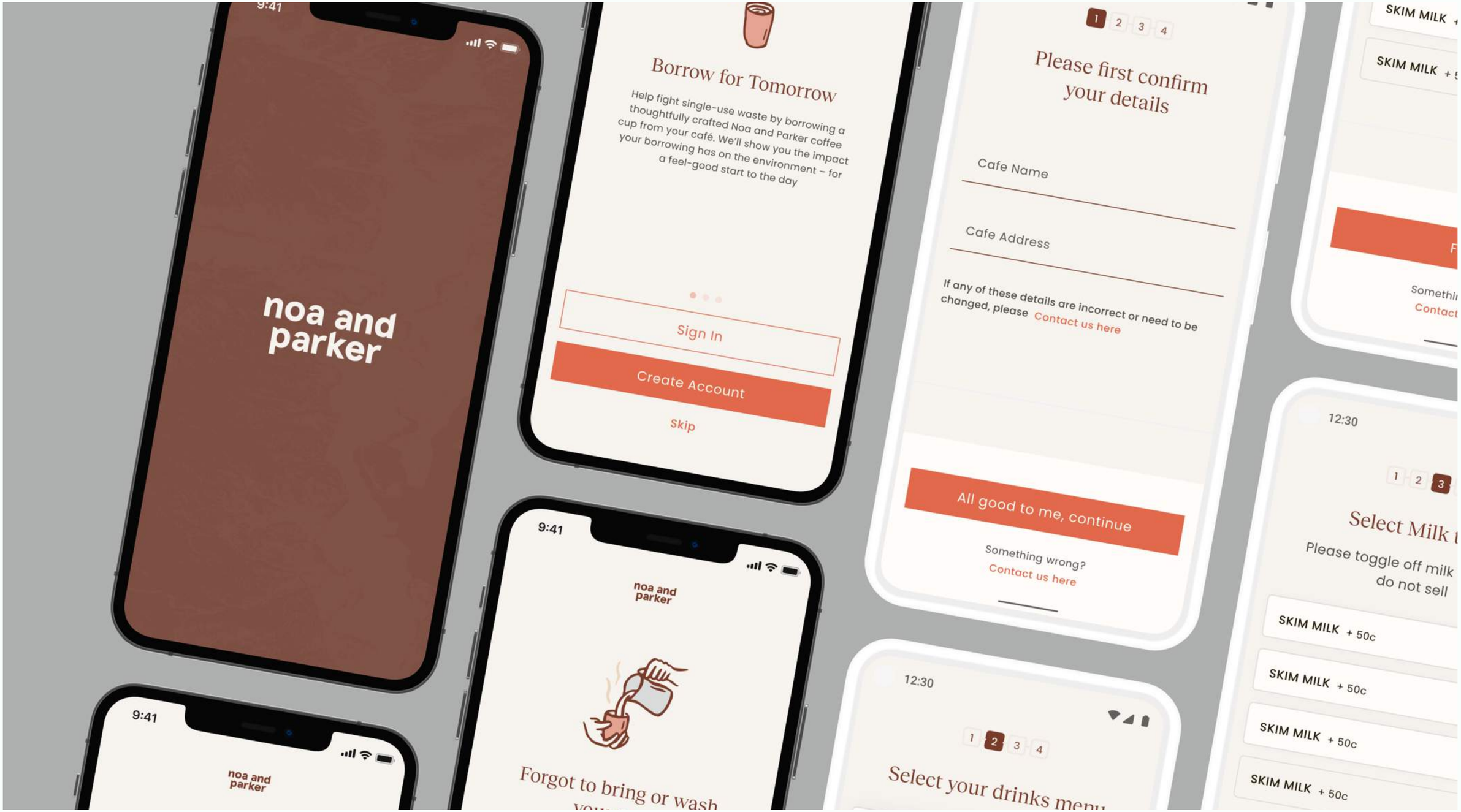

Order Completed
25th May 2020 at 8:22 am
Order #1231
Latte
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Home
Orders
Account

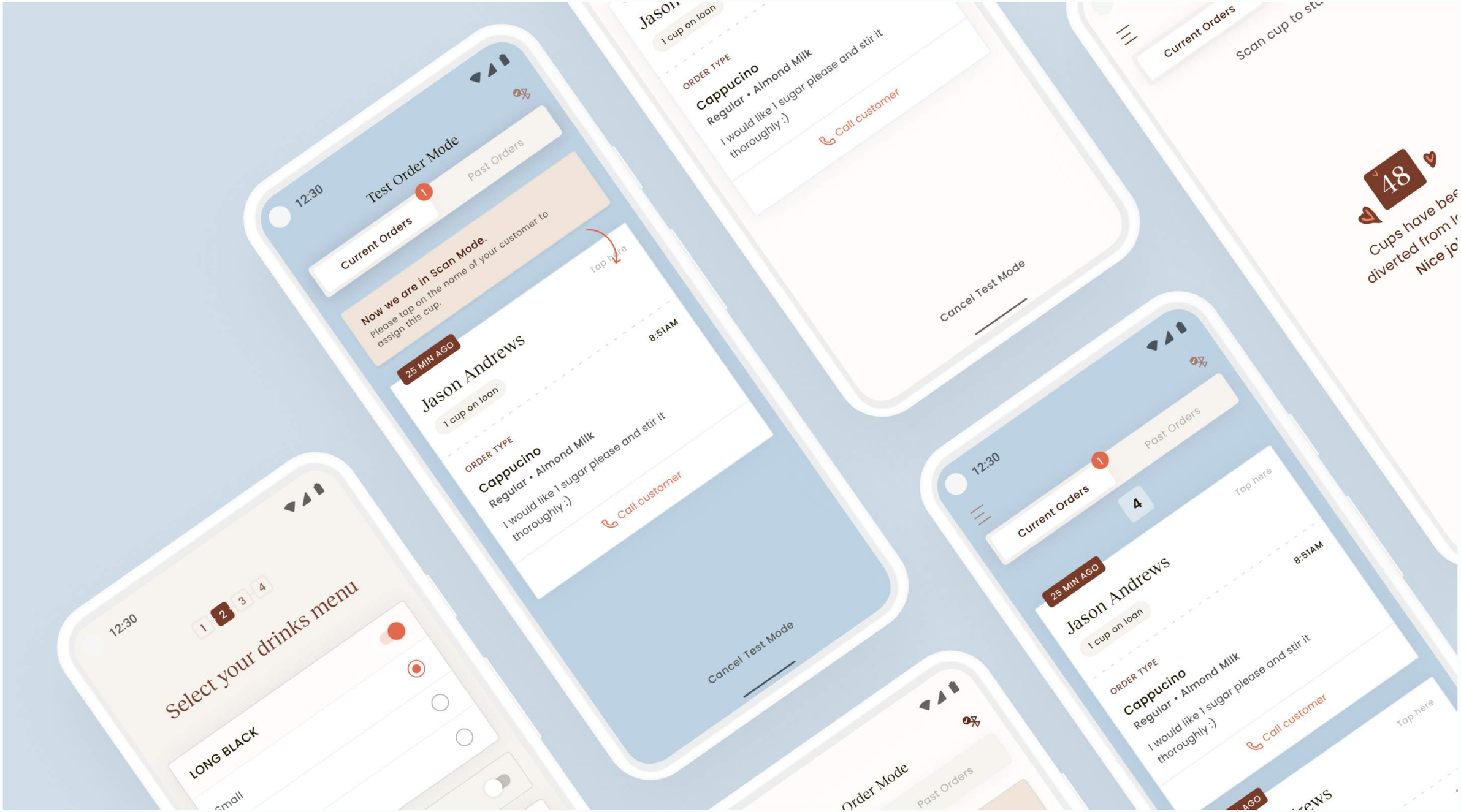

Borrow for Tomorrow
Help fight single-use waste by borrowing a thoughtfully crafted Noa and Parker coffee cup from your café. We'll show you the impact your borrowing has on the environment – for a feel-good start to the day
Sign In
Create Account
Skip

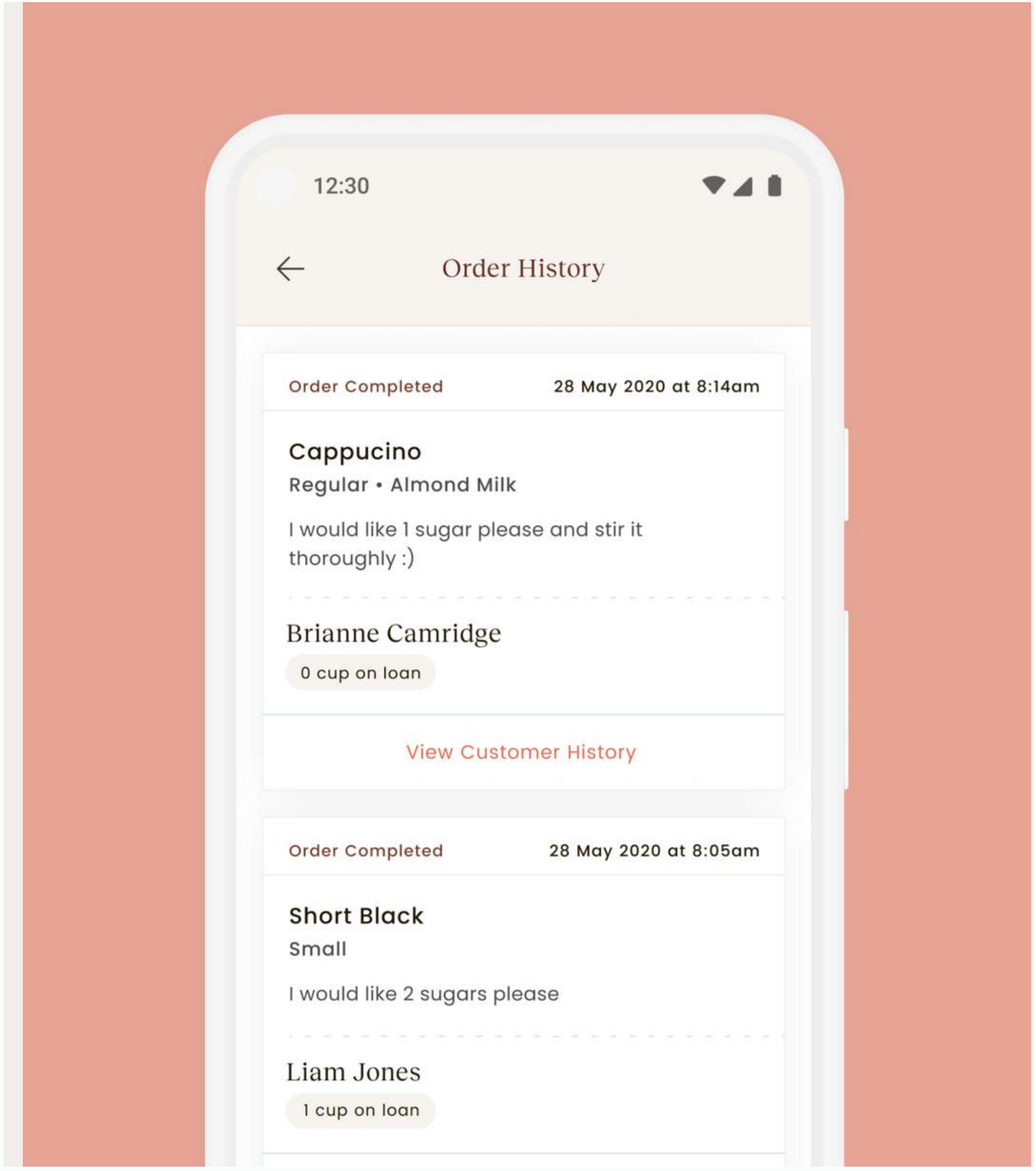

9:41
Cup on loan
Search for a cafe
Cafes near me
Time & Place
Open
Time & Place
1 km away

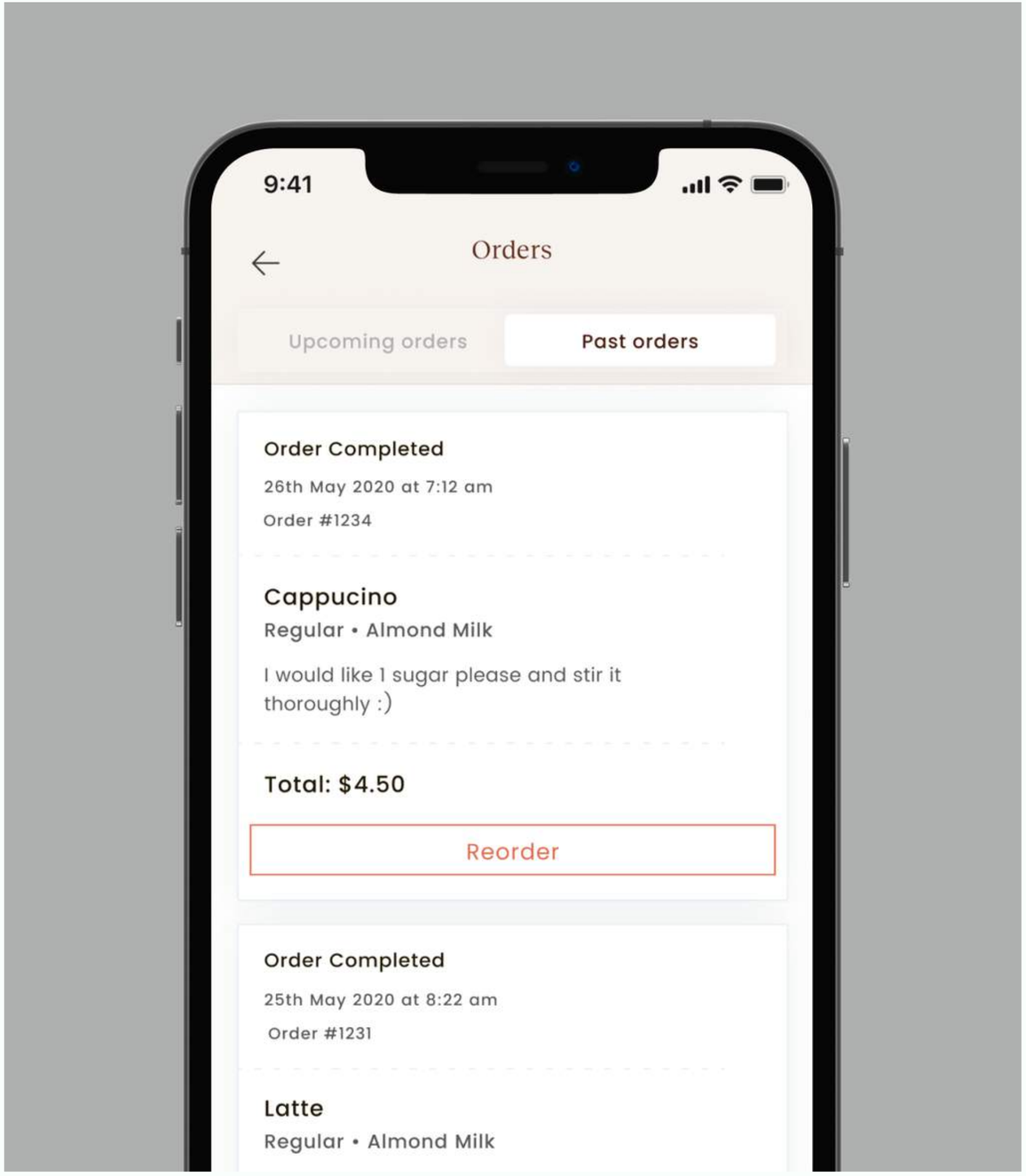
9:41
noa and parker

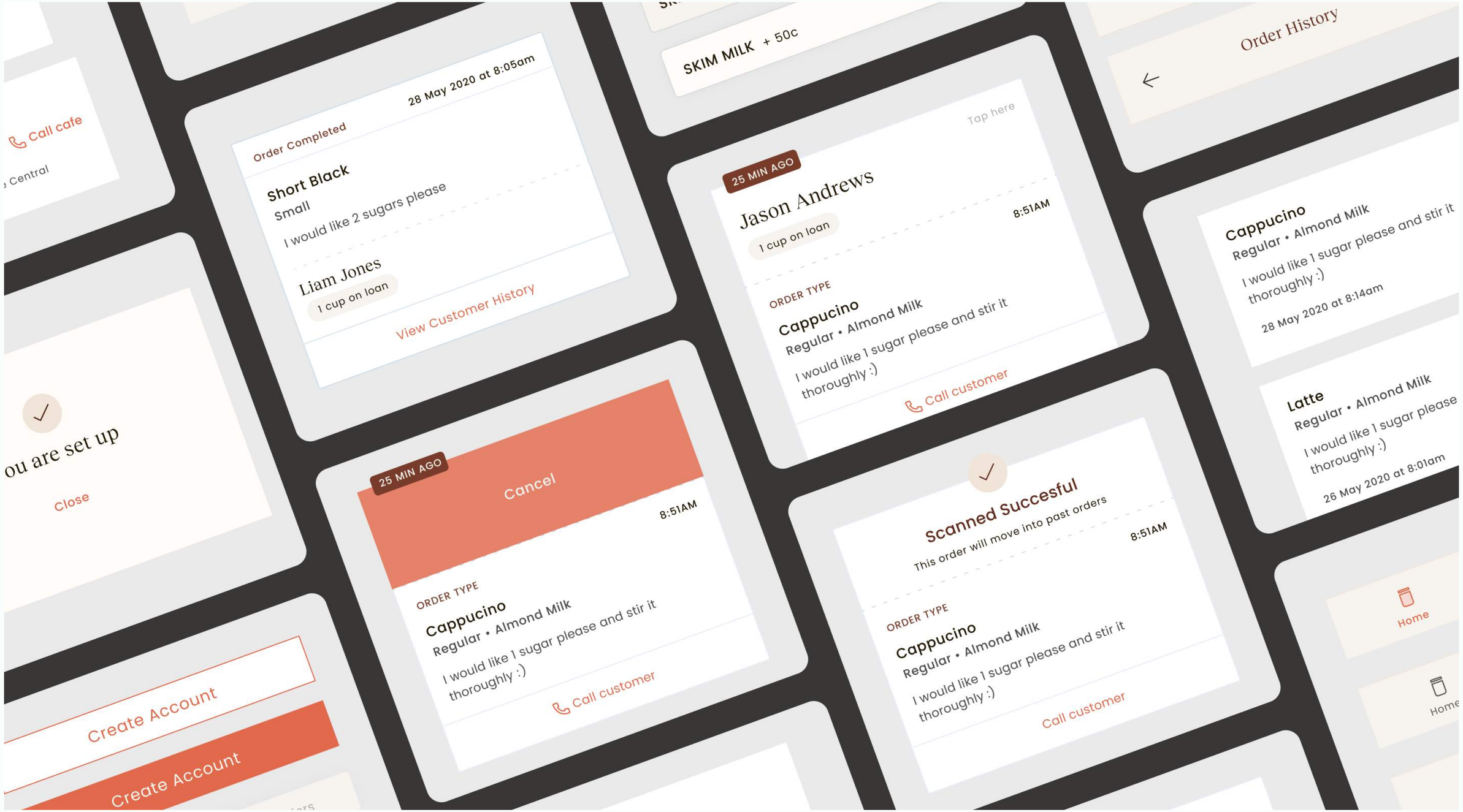

9:41
noa and parker

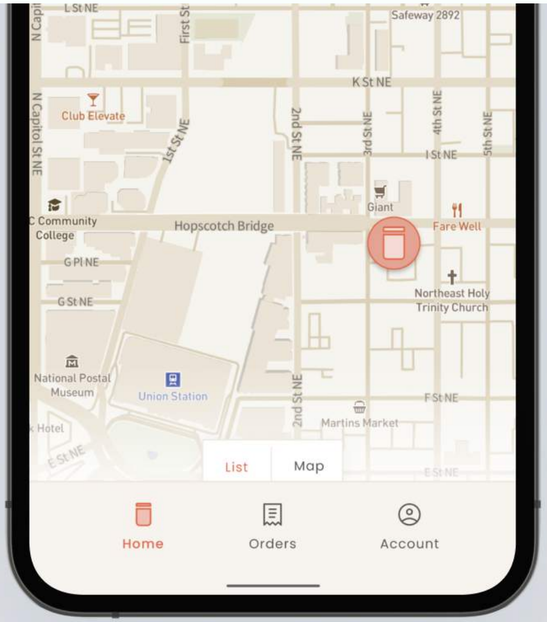

noa and parker
Borrow for Tomorrow
Help fight single-use waste by borrowing a thoughtfully crafted Noa and Parker coffee cup from your café. We'll show you the impact your borrowing has on the environment – for a feel-good start to the day
Sign In
Create Account
Skip
Please first confirm your details
Cafe Name
Cafe Address
If any of these details are incorrect or need to be changed, please Contact us here
All good to me, continue
Something wrong?
Contact us here
Forgot to bring or wash
Select your drinks menu
Select Milk
Please toggle off milk
do not sell
SKIM MILK + 50c
SKIM MILK + 50c
SKIM MILK + 50c
SKIM MILK + 50c
12:30
9:41

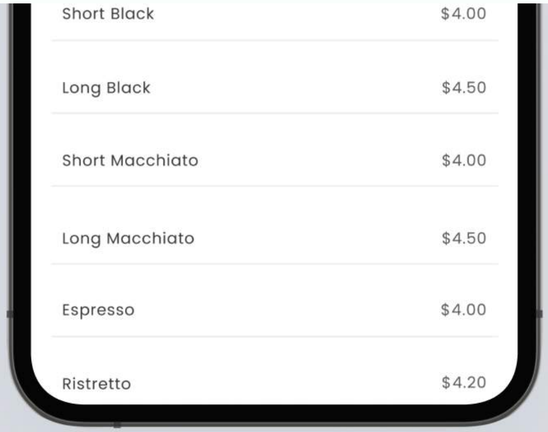

12:30
Test Order Mode
Current Orders
1
Past Orders
Now we are in Scan Mode.
Please tap on the name of your customer to assign this cup.
Tap Here
25 MIN AGO
Jason Andrews
8:51AM
1 cup on loan
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
Cancel Test Mode
1 cup on loan
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
Cancel Test Mode
Current Orders
Scan cup to st
48
Cups have bee
diverted from l
Nice jo
12:30
1 2 3 4
Select your drinks menu
LONG BLACK
Small
Order Mode
Past Orders
12:30
Current Orders
1
Past Orders
4
Tap here
25 MIN AGO
Jason Andrews
8:51AM
1 cup on loan
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
Tap here

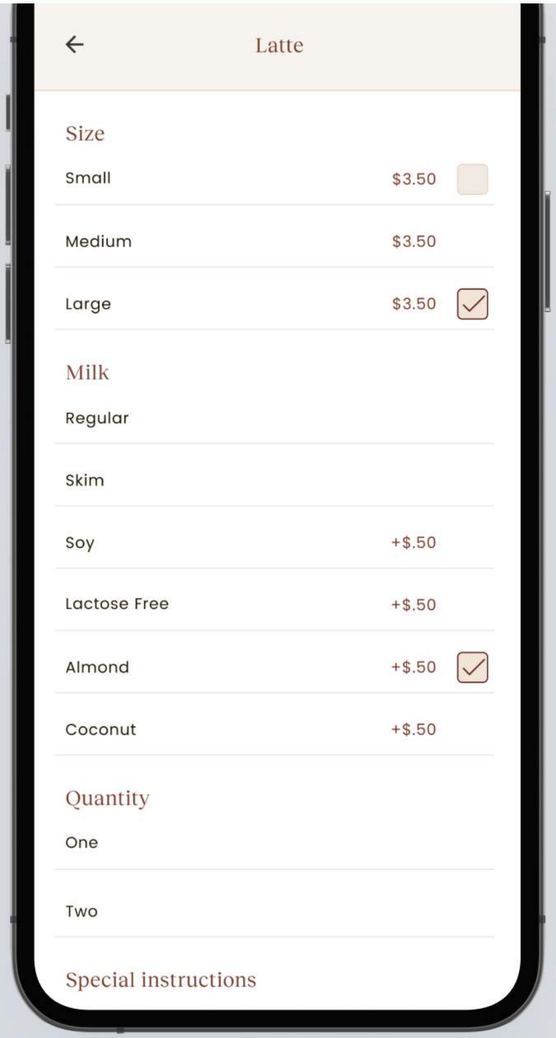

12:30
Order History
Order Completed
28 May 2020 at 8:14am
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Brianne Camridge
0 cup on loan
View Customer History
Order Completed
28 May 2020 at 8:05am
Short Black
Small
I would like 2 sugars please
Liam Jones
1 cup on loan

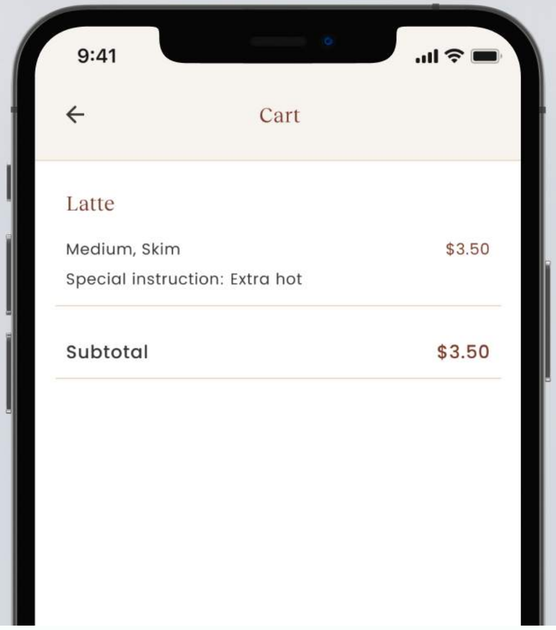

9:41
Orders
Upcoming orders
Past orders
Order Completed
26th May 2020 at 7:12 am
Order #1234
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Total: $4.50
Reorder
Order Completed
25th May 2020 at 8:22 am
Order #1231
Latte
Regular • Almond Milk

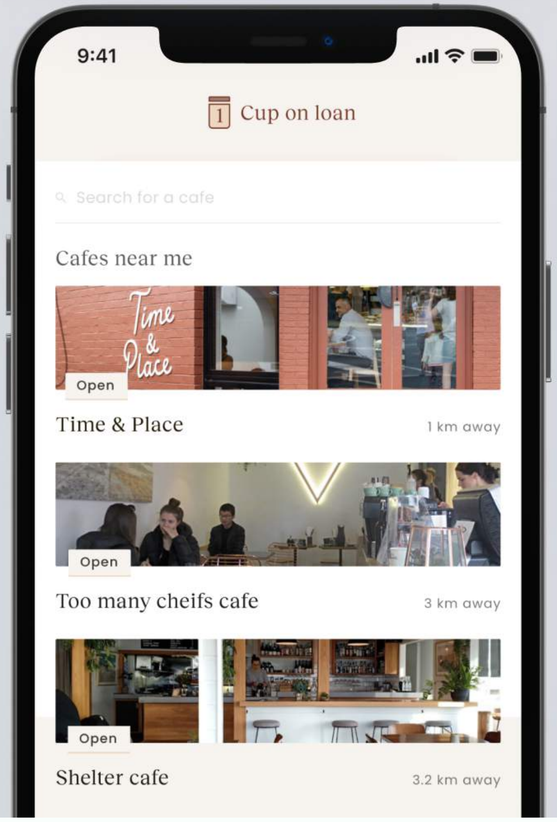

Call cafe
Central
ou are set up
Close
Create Account
Create Account
Order Completed
28 May 2020 at 8:05am
Short Black
Small
I would like 2 sugars please
Liam Jones
1 cup on loan
View Customer History
SKIM MILK + 50c
25 MIN AGO
Cancel
8:51AM
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
25 MIN AGO
Jason Andrews
1 cup on loan
Tap here
8:51AM
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
Scanned Succesful
This order will move into past orders
8:51AM
ORDER TYPE
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
Call customer
Order History
Cappucino
Regular • Almond Milk
I would like 1 sugar please and stir it thoroughly :)
28 May 2020 at 8:14am
Latte
Regular • Almond Milk
I would like 1 sugar please thoroughly :)
26 May 2020 at 8:01am
Home
Home

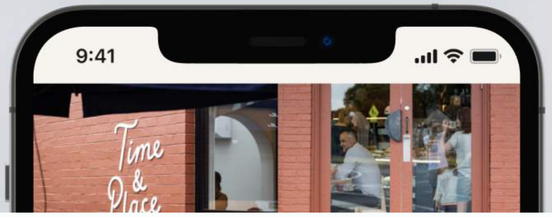

L St NE
Safeway 2892
K St NE
Club Elevate
1st St NE
2nd St NE
3rd St NE
4th St NE
5th St NE
I St NE
Giant
Community College
Hopscotch Bridge
Fare Well
G Pl NE
G St NE
Northeast Holy Trinity Church
National Postal Museum
Union Station
2nd St NE
F St NE
Martins Market
E St NE
List
Map
Home
Orders
Account


Short Black $4.00
Long Black $4.50
Short Macchiato $4.00
Long Macchiato $4.50
Espresso $4.00
Ristretto $4.20


Latte
Size
Small $3.50
Medium $3.50
Large $3.50
Milk
Regular
Skim
Soy +$.50
Lactose Free +$.50
Almond +$.50
Coconut +$.50
Quantity
One
Two
Special instructions


9:41
Cart
Latte
Medium, Skim $3.50
Special instruction: Extra hot
Subtotal $3.50


9:41
Cup on loan
Search for a cafe
Cafes near me
Open
Time & Place
1 km away
Open
Too many cheifs cafe
3 km away
Open
Shelter cafe
3.2 km away


9:41

The Result

With our design validated by end users, the app has moved into development. Based on the positive feedback our app received, Noa and Parker have expanded their business idea to include food container swapping as well as coffee cups.

"The team at Alyoop are great to work with. They helped take my initial product concept to the next level with a clear understanding of our brand's new direction. Their product design also solved a number of issues we hadn't considered within budget and timeline.
Highly recommend!"

Jeremy Kerrigan Founder of Noa and Parker

SERVICES

How we help you

We’ll help you take your
product from good to great.

Heck, we’ll take it from

great to glorious.

Our core services

Research & Strategy

Let’s get into the nitty-gritty of you and your user’s goals. We’ll define problems, both internal and external, then our crew will help your crew to solve them!

- Discovery workshops
- Competitor and comparator
- User/Persona research
- Product strategy
- Website/Landing page strategy
- Content strategy
- E-Commerce strategy
- Brand strategy

UX Design

Simple isn’t easy, so let us handle that. We’ll de-complicate your product to ensure an intuitive user experience. Your product will be solving problems in no time!

- Information architecture
- Sitemapping
- User flows
- User journeys
- Wireframes
- Clickable prototypes
- User testing

UI Design

Looks aren’t everything? Says who? Your product will get a makeover so it looks as fresh as the idea it’s built on. What’s good for the user is good for your brand!

- Design systems
- Interaction design
- Micro-animations

We also can help with

General Design

- Marketing collateral
- Social media templates
- Branding elements

Development

- Web and Native Apps
- CMS
- Multi-page websites
- E-commerce websites

Copywriting

- Micro-copy
- Language and tone
- Copy editing
- Article writing

PARTNERSHIPS

Our talented friends

We are big on parterships and we apply it with Alyoop too

Working with other specliased people and groups incredibly increases the chances of quality of work that leads to success. Thats why we team up with the best in their prospectus fields.

Some of our partners

Brand & Messaging

Light Creative is a brand and messaging agency that connects your clients more meaningfully to your brand.

Development Agency

Your Next Agency is a development agency that transforms business challenges into impactful web and mobile solutions.

Content Creation

Stacked is a content agency to push your video content further, so you're not wasting any opportunities.

ABOUT

We are Alyoop

Small team who think big

We are UX/UI specialists who thrive on understanding people and their problems. We make a point of getting to know you properly. You'll speak directly to us while we speak directly to your users. The great circle of communication.

Thank you!

If you have any questions or want to know more about what's inside this document, you can contact:

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adrian@alyoop.com.au

alyoop

www.alyoop.com.au

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