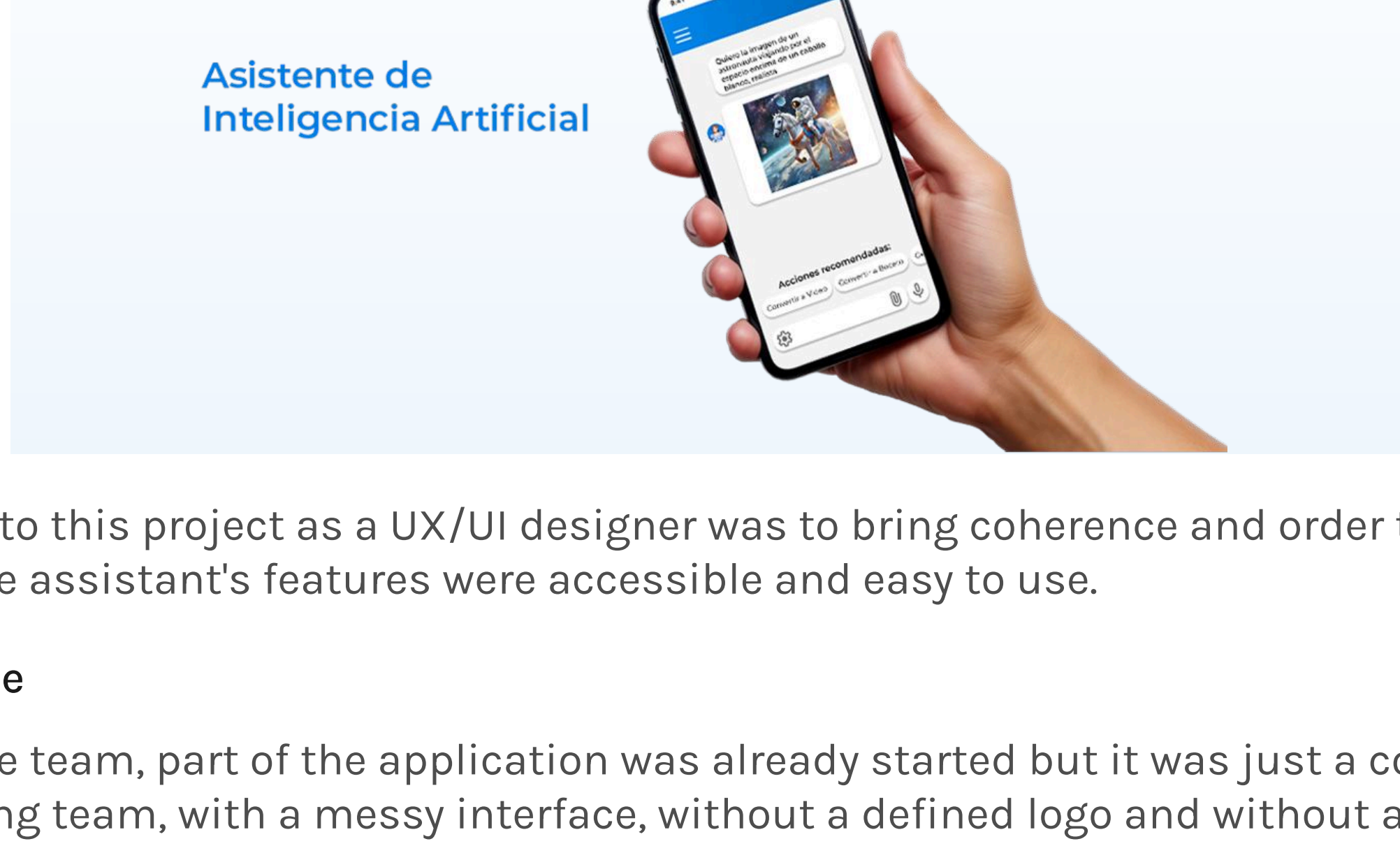


Design and development of the “Bel-IA” mobile application

Design process

During my social service in the company “Develop, talent & technology”, I was part of the development team to support the project of a mobile application called “Bel-IA”. Bel-IA is a mobile app designed to serve as an intelligent assistant, integrating multiple artificial intelligence technologies such as OpenAI, Microsoft Copilot, Gemini, Replicate, and others.

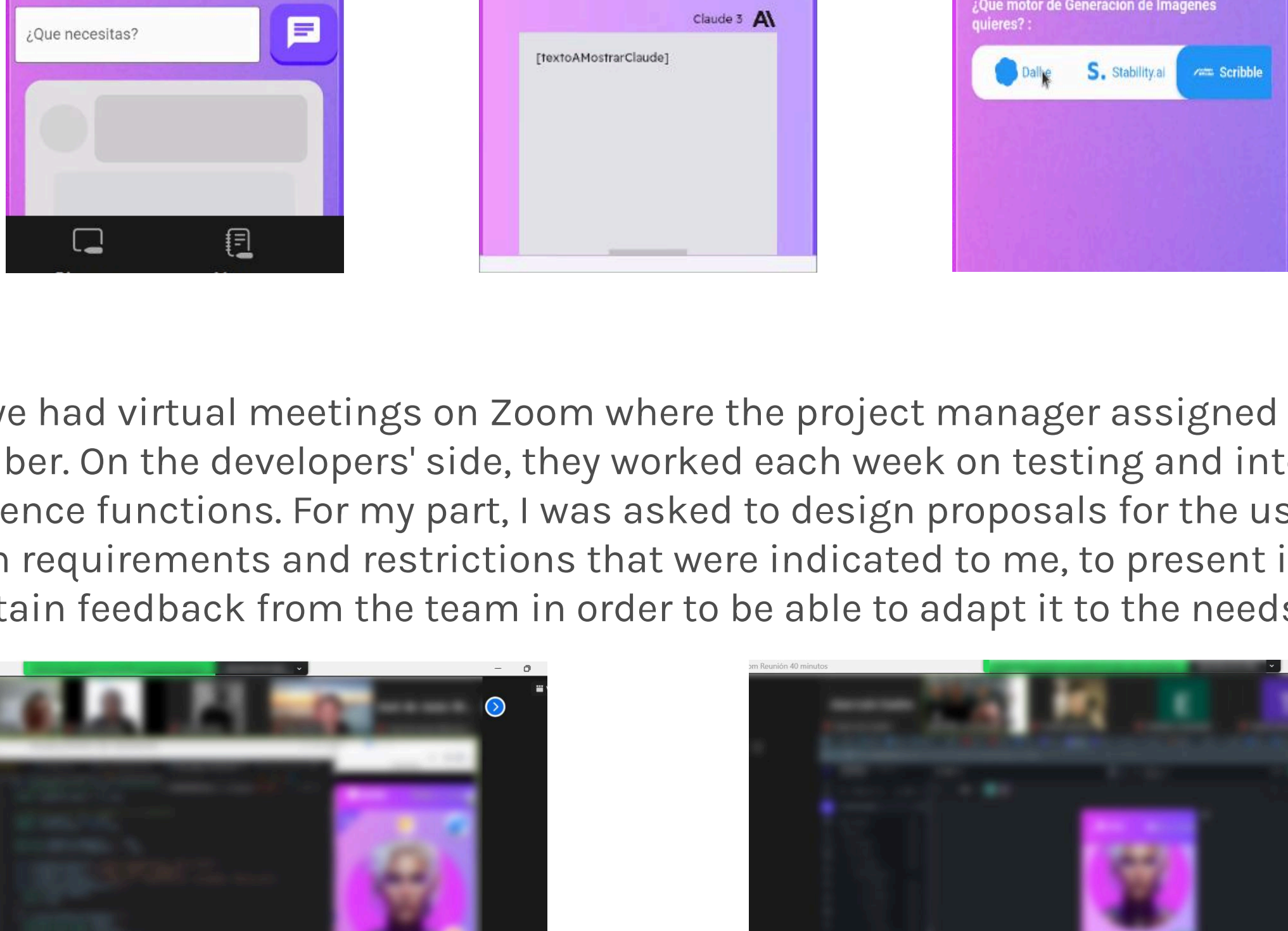


My contribution to this project as a UX/UI designer was to bring coherence and order to the interface, ensuring that the assistant's features were accessible and easy to use.

Original interface

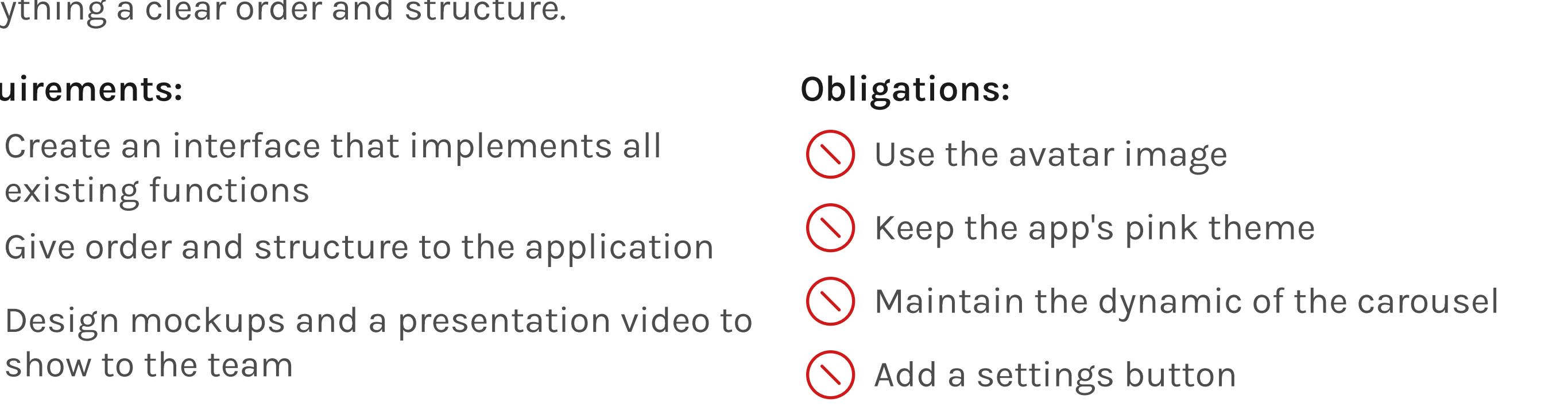
When I joined the team, part of the application was already started but it was just a concept created by the engineering team, with a messy interface, without a defined logo and without a clear structure.

Initially, there was an option menu where the user could select an action to perform, the result of each action was displayed in boxes below the avatar, which would accumulate in a carousel. It was very confusing and very messy, but I was motivated by the idea of improving the entire interface since the idea seemed very interesting to me.



Form of work

Every so often, we had virtual meetings on Zoom where the project manager assigned activities to each team member. On the developers' side, they worked each week on testing and integrating new artificial intelligence functions. For my part, I was asked to design proposals for the user interface based on certain requirements and restrictions that were indicated to me, to present it at the next meeting and obtain feedback from the team in order to be able to adapt it to the needs.



First proposal

For my first interface proposal, I was asked to stay close to the app's original design, retaining certain key elements such as the avatar image, the pink/purple tones and the carousel dynamic while giving everything a clear order and structure.

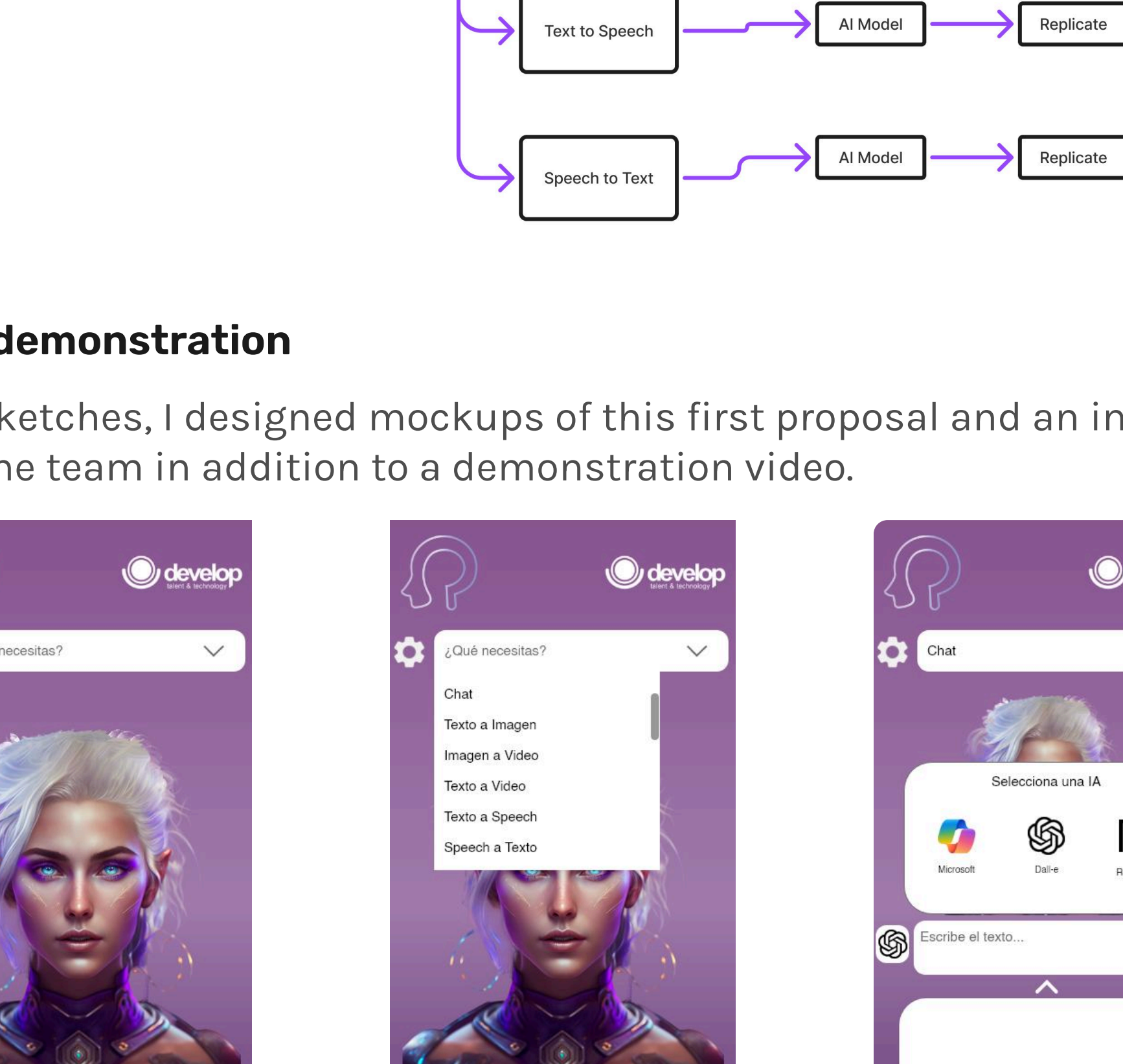
Requirements:

- ✓ Create an interface that implements all existing functions
- ✓ Give order and structure to the application
- ✓ Design mockups and a presentation video to show to the team

Obligations:

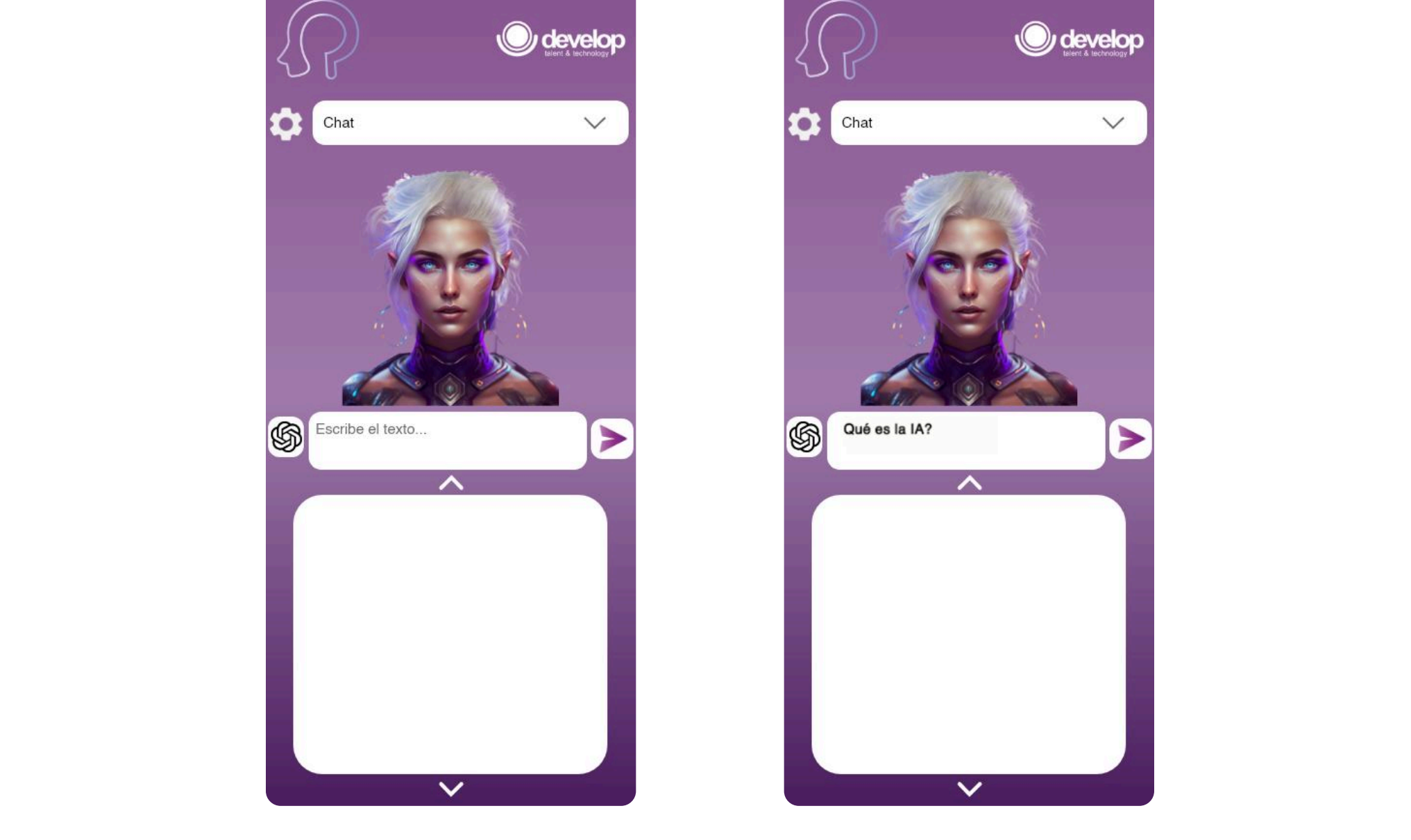
- ⊘ Use the avatar image
- ⊘ Keep the app's pink theme
- ⊘ Maintain the dynamic of the carousel
- ⊘ Add a settings button
- ⊘ Include functions that have already been developed

Navigation map

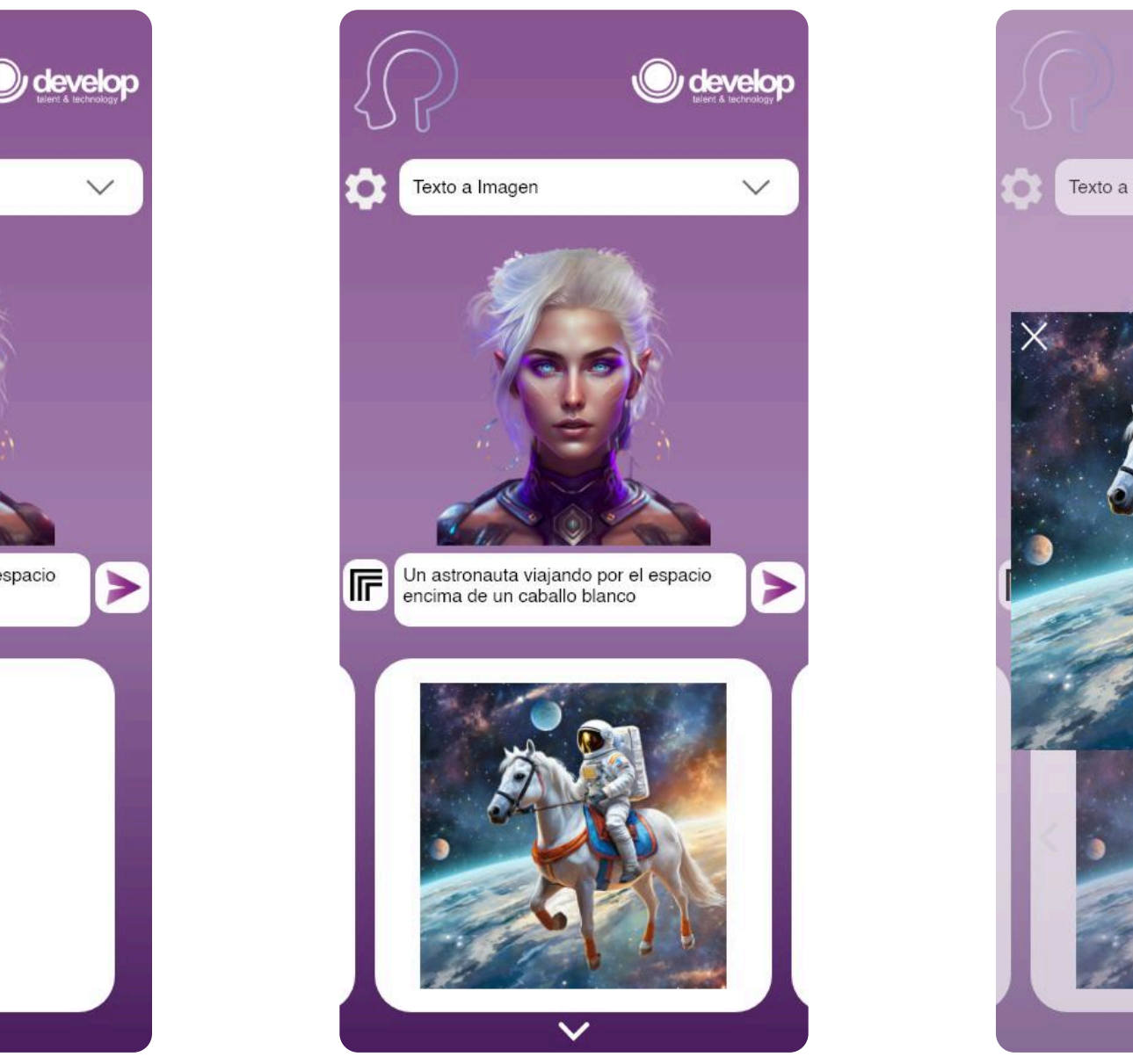


Mockups and video demonstration

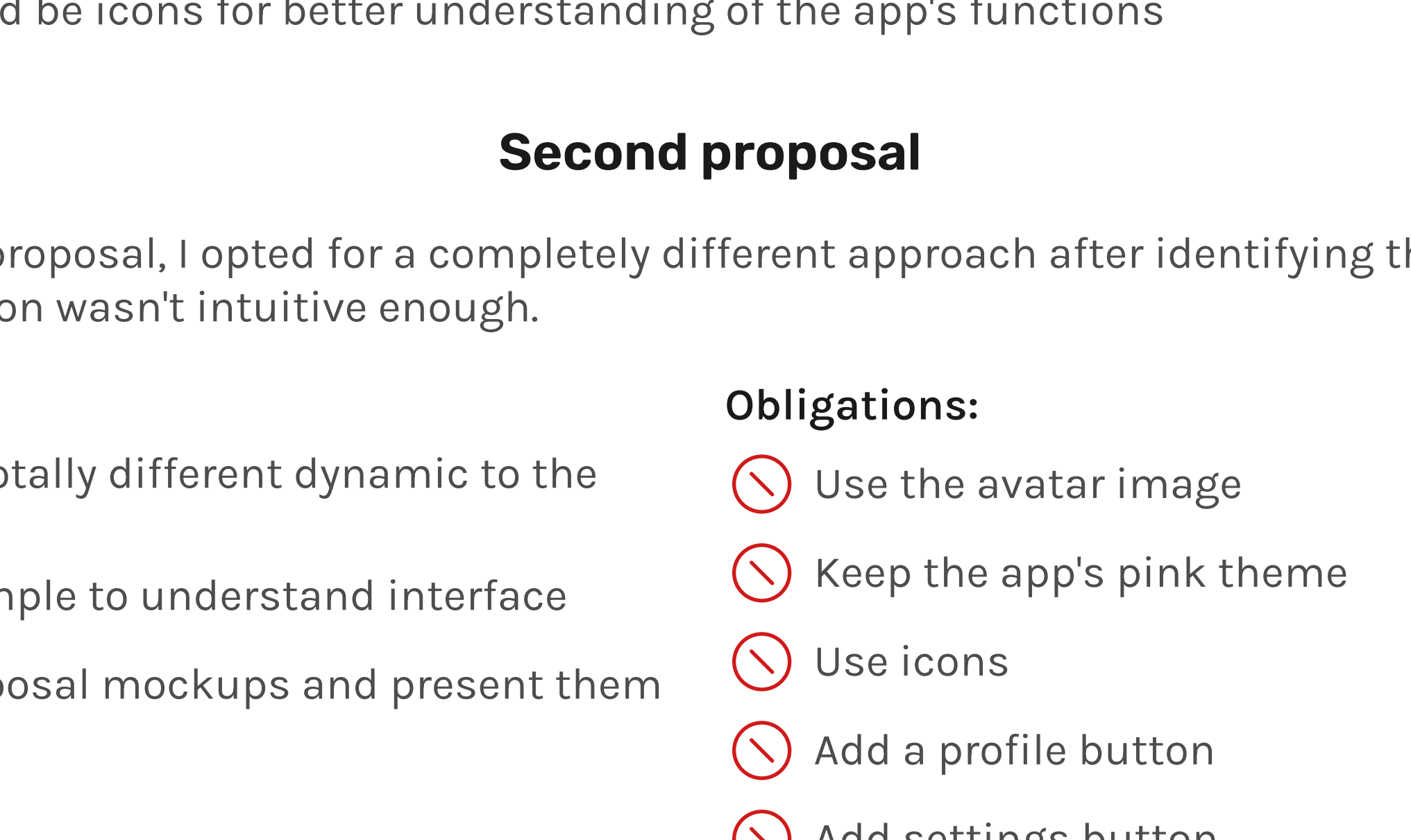
After drawing some sketches, I designed mockups of this first proposal and an interactive prototype, which I shared with the team in addition to a demonstration video.



At the top of the screen, I placed a drop-down bar with options for the app's main functions. Below the avatar, I placed a text box where the user could type what they needed (prompt) once they had selected an action.



At the bottom, a new action could be opened by sliding the carousel down, additionally, if the user's action produced multiple results (for example, in text to image, 3 different images were created), these could be viewed by sliding the carousel horizontally.



Feedback received:

- ⓘ The carousel dynamic is not intuitive and difficult to implement
- ⓘ The interface feels very saturated of elements
- ⓘ There is a lot of text on the screen, everything should be more visual
- ⓘ There should be icons for better understanding of the app's functions

Second proposal

For the second proposal, I opted for a completely different approach after identifying that the carousel in the first version wasn't intuitive enough.

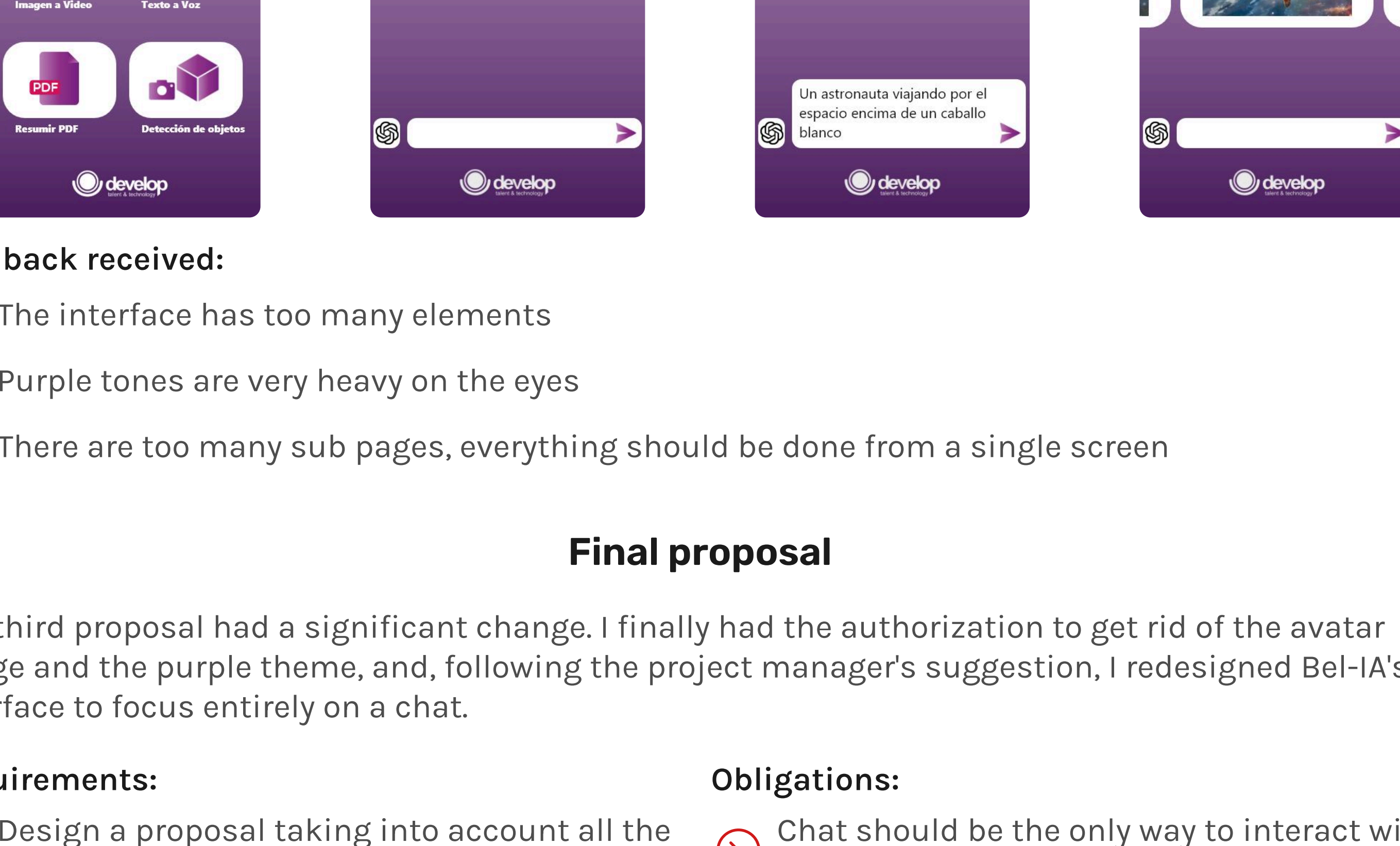
Requirements:

- ✓ Propose a totally different dynamic to the carousel
- ✓ Create a simple to understand interface
- ✓ Design proposal mockups and present them to the team

Obligations:

- ⊘ Use the avatar image
- ⊘ Keep the app's pink theme
- ⊘ Use icons
- ⊘ Add a profile button
- ⊘ Add settings button
- ⊘ Include functions that have already been developed

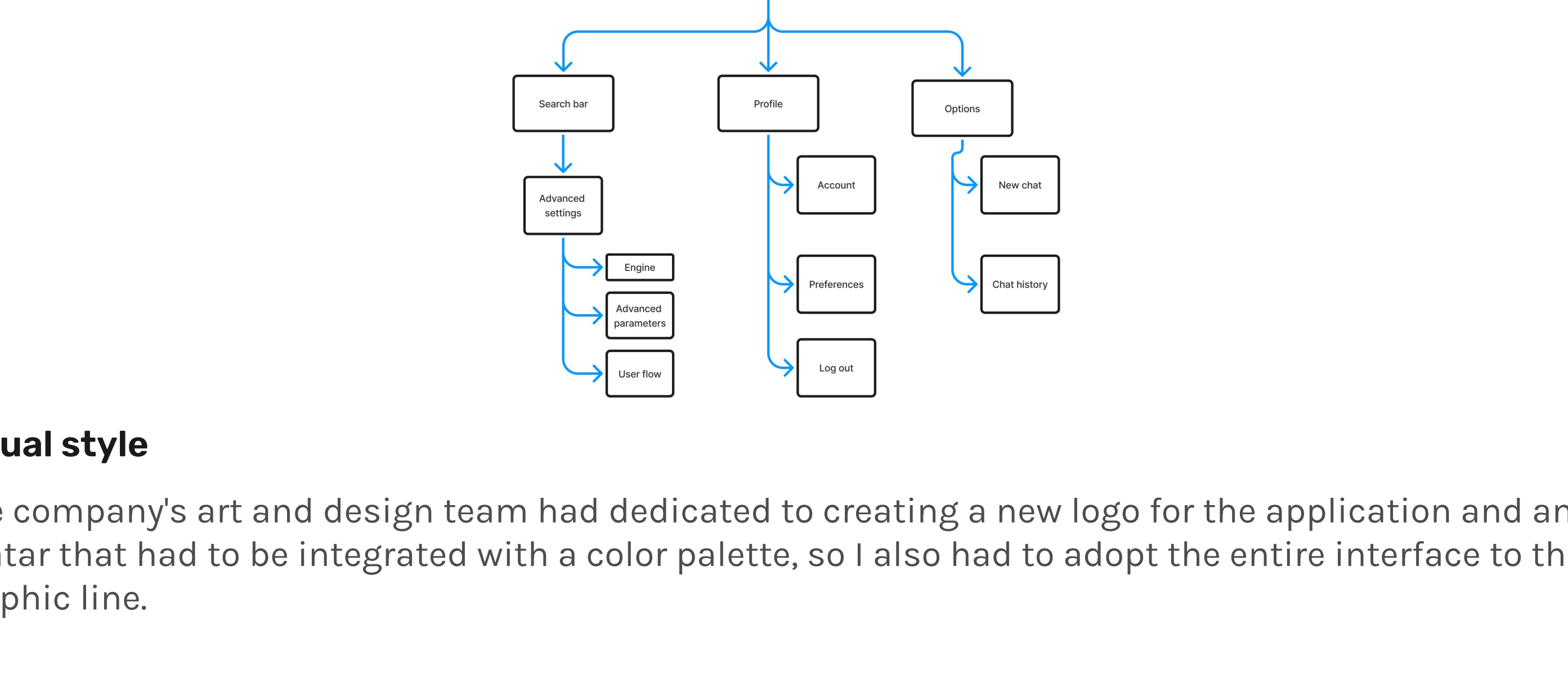
Navigation map



Mockups

I decided to organize the main screen into two columns of rectangles, each representing a specific function of the app. These rectangles included an icon and the name of the function, such as "Text to Image" or "Image to Video."

By selecting a rectangle, the user was directed to a chat interface dedicated exclusively to the selected function, simplifying interaction and improving usability by focusing each task in a dedicated space.



Feedback received:

- ⓘ The interface has too many elements
- ⓘ Purple tones are very heavy on the eyes
- ⓘ There are too many sub pages, everything should be done from a single screen

Final proposal

The third proposal had a significant change. I finally had the authorization to get rid of the avatar image and the purple theme, and, following the project manager's suggestion, I redesigned Bel-IA's interface to focus entirely on a chat.

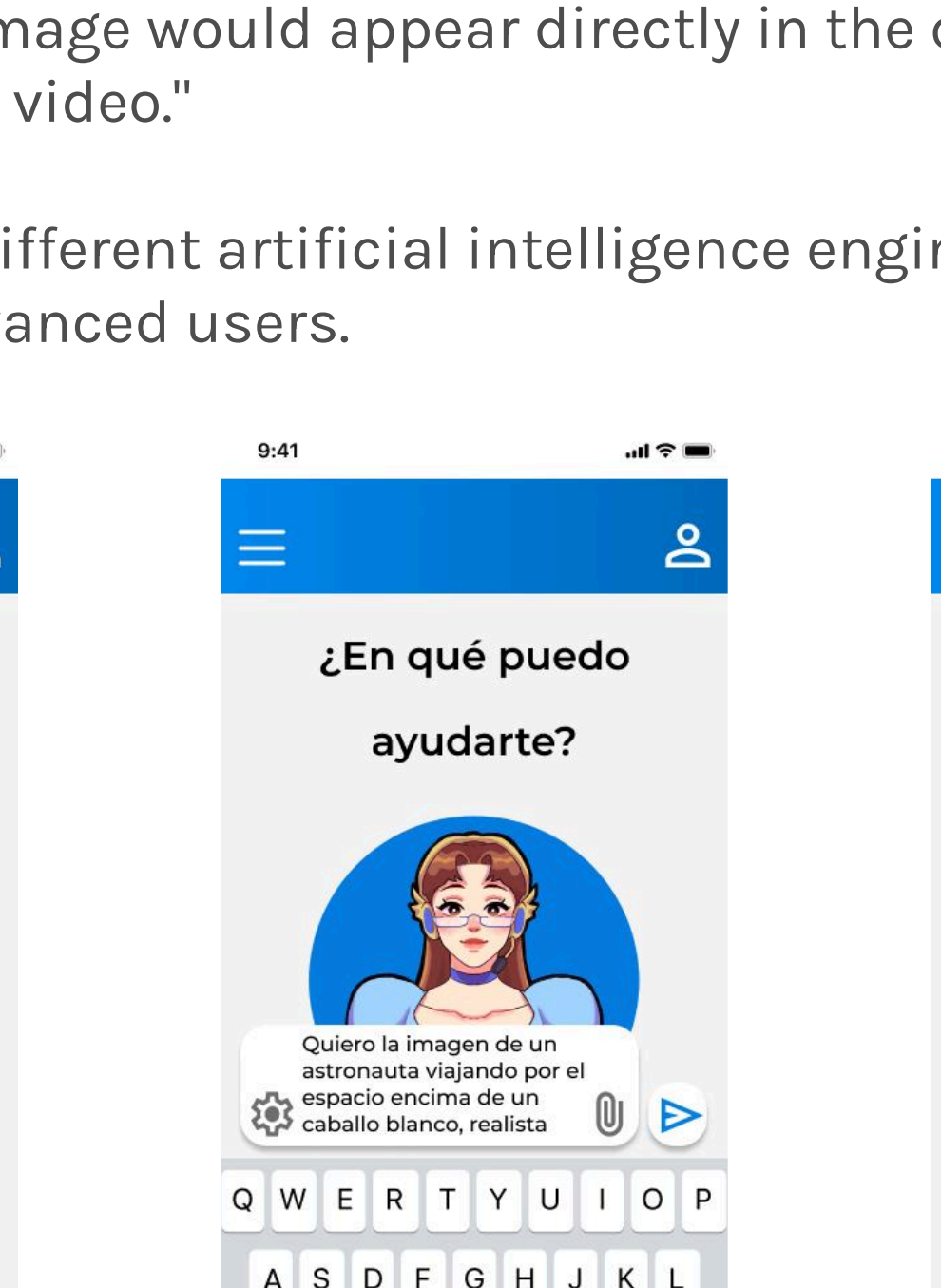
Requirements:

- ✓ Design a proposal taking into account all the feedback received so far
- ✓ Design mockups and present them to the team
- ✓ Make the chat-gpt interface as a reference

Obligations:

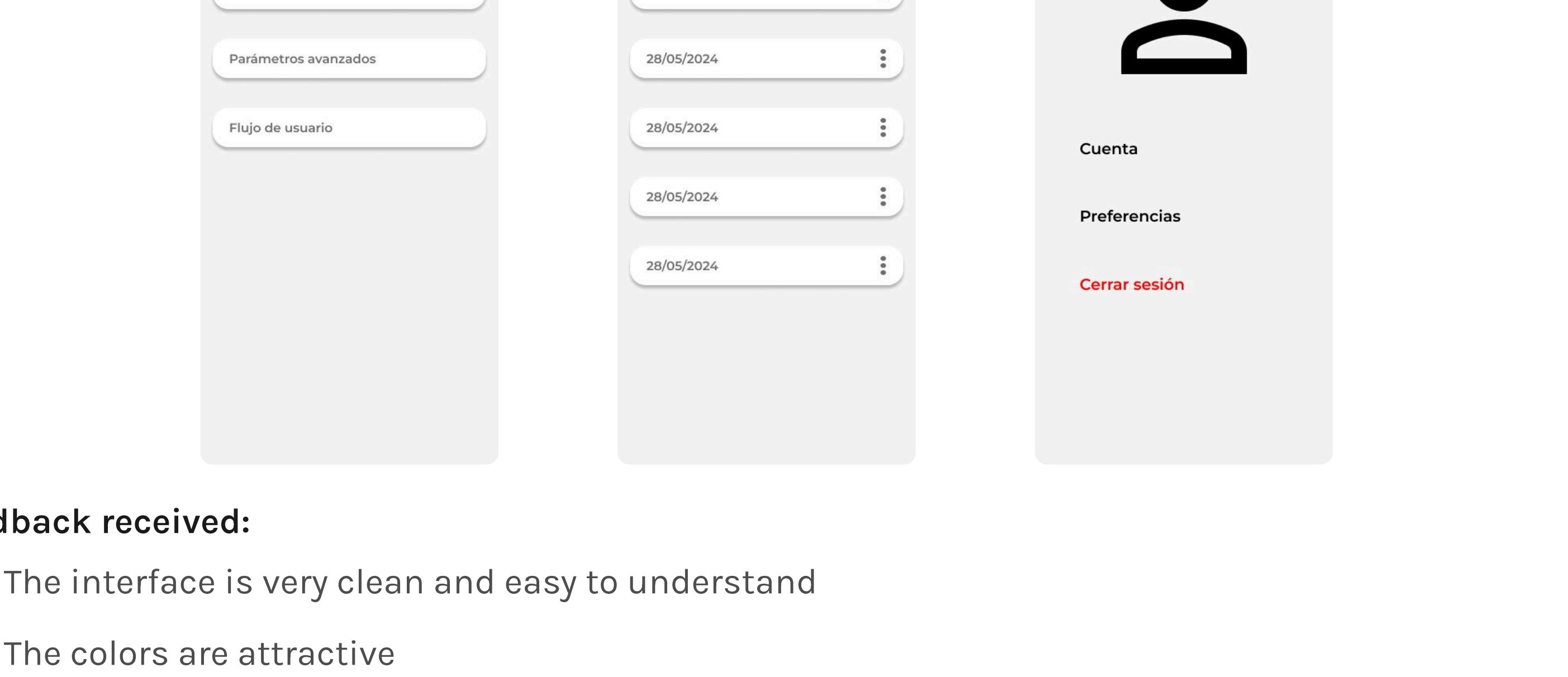
- ⊘ Chat should be the only way to interact with the app's features
- ⊘ Do not use start menus
- ⊘ Provide the voice chat option very clearly
- ⊘ Use the new avatar and logo
- ⊘ Add an advanced settings menu

Navigation map



Visual style

The company's art and design team had dedicated to creating a new logo for the application and an avatar that had to be integrated with a color palette, so I also had to adopt the entire interface to this graphic line.



Typography

I used the "Montserrat" font in its Semi Bold, Medium, and Regular variants. This typeface is widely used in mobile applications. In addition to its high legibility, it's a good idea to choose common fonts to facilitate compatibility issues across different mobile devices.

Títulos-Montserrat Semi Bold-20pts-#000000
Texto-Montserrat Medium-16pts-#F7F7F7
Texto placeholder-Montserrat Regular-16pts-#707070

Mockups

At the bottom, a text bar allowed users to type prompts, while at the top featured a new avatar and a voice icon that, when activated, initiated speech recognition.

The chat is responsible for processing and executing user input, for example, if the user asks to "create an astronaut image," the image would appear directly in the chat, along with additional options such as "convert image to video."

There are also options to choose different artificial intelligence engines, profile settings, chat history, and specific settings for more advanced users.

Feedback received:

- ⓘ The interface is very clean and easy to understand
- ⓘ The colors are attractive
- ⓘ It is similar to other artificial intelligence platforms
- ⓘ The style of the avatar is not very suitable, it is very cartoonish and clashes with the other elements.

Conclusions and learnings

Finally, after several proposals, the interface I designed was liked by the entire team at a general level. Unfortunately, on the development side, there was no great progress and there were many things left to complete, my period of social service ended and unfortunately I was not able to see how the project continued to progress.

There's currently a version published on the Google Play Store, but it only has the initial interface, and I don't know when it will be updated to a more functional version.

Anyway, I learned a lot from this project, especially from being able to interact with engineers and understand that there can be all kinds of limitations in the development process. As a designer, I must be able to adapt my proposals to what is required and most feasible.