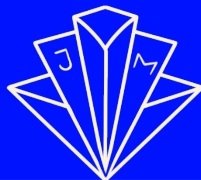




Case study:

TIF

Jhany Miserque



Project overview

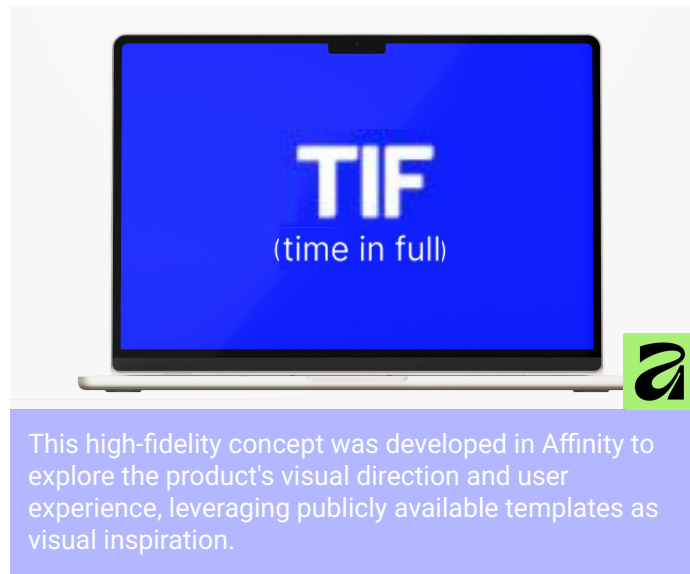
Product Overview

Digital platform concept designed for logistics and international trade companies to upload, organize, review, and manage documentation with AI-assisted support.

The platform is structured around three main modules: shipments, general documents, and SKUs & extracted data.

My Role

Led the end-to-end design process, including UX research, information architecture, user flows, interface design, and UX writing.



Project overview

Problem Definition

Logistics and international trade companies manage large volumes of critical documentation on a daily basis, including invoices, packing lists, certificates of origin, customs declarations, contracts, and other operational records. This information is often fragmented across multiple sources, poorly organized, and heavily dependent on manual review processes.

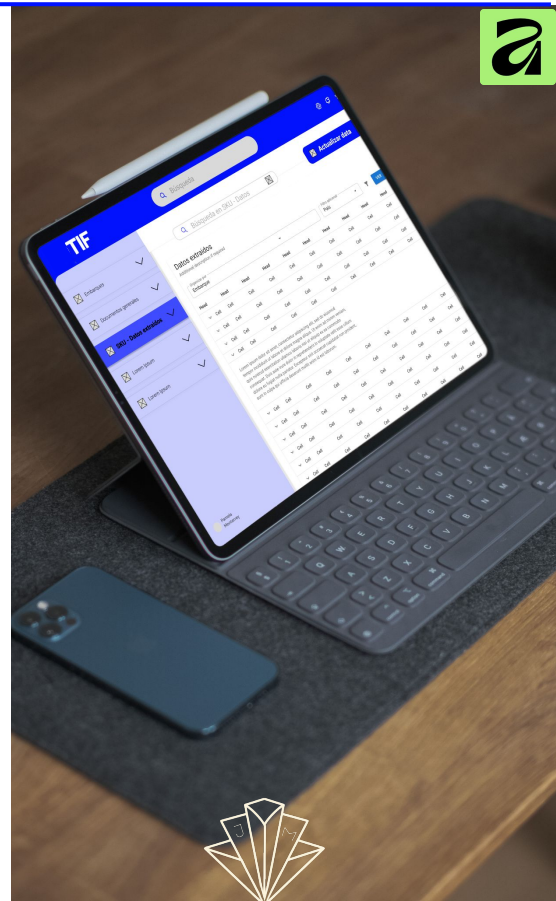
As a result, key information becomes difficult to access, underutilized, and prone to human error, creating operational inefficiencies and limiting the ability to make timely, data-driven decisions.



Project overview

Solution: An AI-powered document management and review platform designed to streamline the handling, validation, and analysis of logistics and international trade documentation. Organized into three core modules:

- ◆ **Shipments:** Users can create shipment records based on shipment type, upload the corresponding documentation, and validate key information through AI-assisted analysis. A visual checklist provides a clear overview of document status and completeness within each shipment file.
- ◆ **General Documents:** A centralized space for uploading and reviewing any type of document against predefined validation criteria. The AI engine analyzes document content and generates exportable reports highlighting findings, inconsistencies, and relevant insights.
- ◆ **SKUs & Extracted Data:** A dashboard that consolidates key information extracted from packing lists and invoices, allowing users to search and analyze data by shipment or SKU. Additional filtering capabilities support faster navigation and more efficient decision-making.



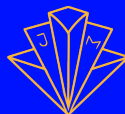
Propuesta de aplicación:

TIF



Research

- Target Users
- Benchmark Insights



Target Users

The platform is designed for logistics and international trade companies that manage multiple shipments and large volumes of documentation in environments where accuracy, operational efficiency, and real-time visibility are essential.

The primary users include **operations staff and administrative teams responsible for organizing, reviewing, and validating documentation**. These users rely on quick access to accurate information to monitor logistics processes, ensure compliance, and make informed decisions efficiently.

Target Users

Goals

- Manage and review logistics documentation and structured data quickly and reliably.
- Identify document inconsistencies before they become operational issues.
- Maintain clear visibility into the status of each shipment and its associated documentation.
- Reduce manual review time and eliminate fragmented workflows.

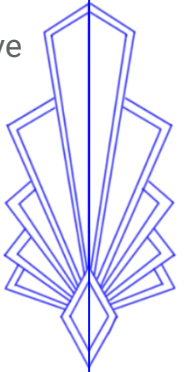
Pain points

- Repetitive, time-consuming manual reviews that are prone to human error.
- Information scattered across multiple sources and systems.
- Difficulty reusing, searching, or analyzing data extracted from documentation.
- Feeling overwhelmed by the volume of information associated with each shipment, leading to inefficiencies and slower decision-making.

Target Users

TIF is positioned as a **comprehensive technology platform** aimed at unifying the global supply chain within a structured, secure, and accessible ecosystem. Its value proposition is built around trust, operational efficiency, and scalability, with artificial intelligence serving as a key enabler for streamlining complex processes.

From a design perspective, this translates into a **clear, structured, and professional user experience** tailored to expert users who prioritize **control, visibility, and accuracy** over highly experimental or decorative interfaces. The design focuses on supporting complex workflows, reducing cognitive load, and facilitating efficient decision-making through intuitive information organization and data transparency.



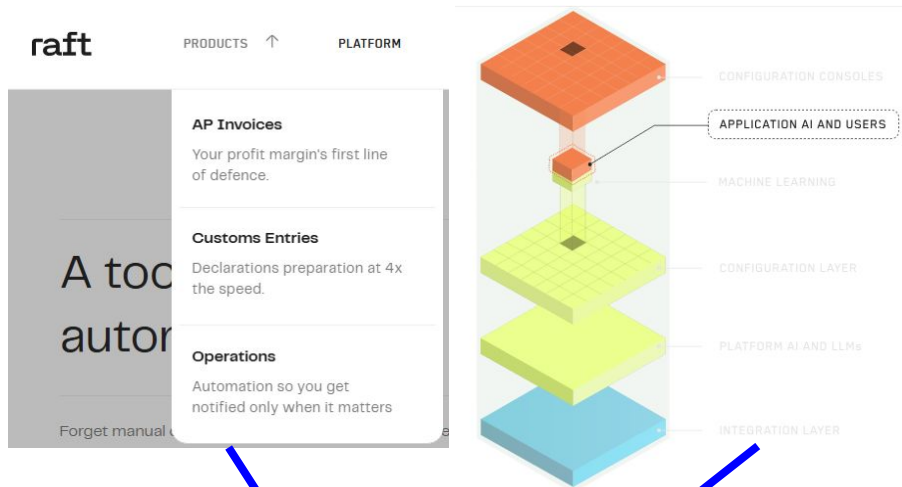
Benchmark insights

A **competitive audit** was conducted to better understand the current market landscape, identify direct competitors, and uncover opportunities for improvement from both a functional and user experience perspective. This analysis helped **reveal recurring usability gaps and established a foundation for future benchmarking insights**, highlighting areas where TIF could differentiate itself.

The evaluated platforms were assessed using the following criteria:

- ◆ **Accessibility:** Use of color contrast, visual hierarchy, and interface readability in alignment with accessibility best practices (WCAG).
- ◆ **Flow Clarity:** Ease of understanding, navigating, and completing key user workflows.
- ◆ **Results Visualization:** Effectiveness in communicating findings, inconsistencies, validation outcomes, and document statuses.
- ◆ **UI/UX Quality:** Visual consistency, information architecture, content organization, and overall interface aesthetics.

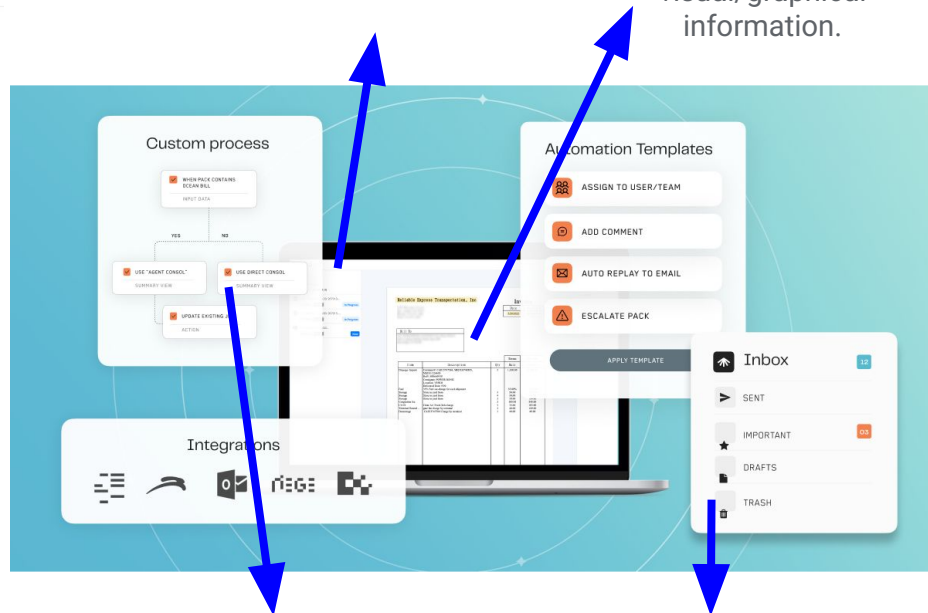




It features three differentiated products designed for different stages of the logistics operation. These are integrated into a single platform, using artificial intelligence to automate and optimize the process.

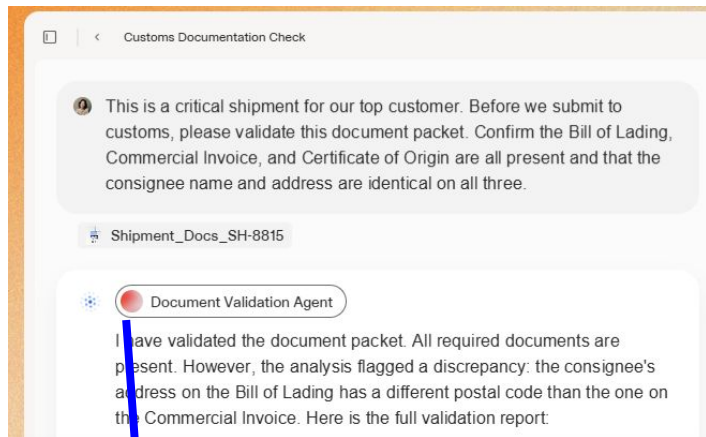
Operations panel, centralizing actions and sections.

Dashboard with limited visual/graphical information.

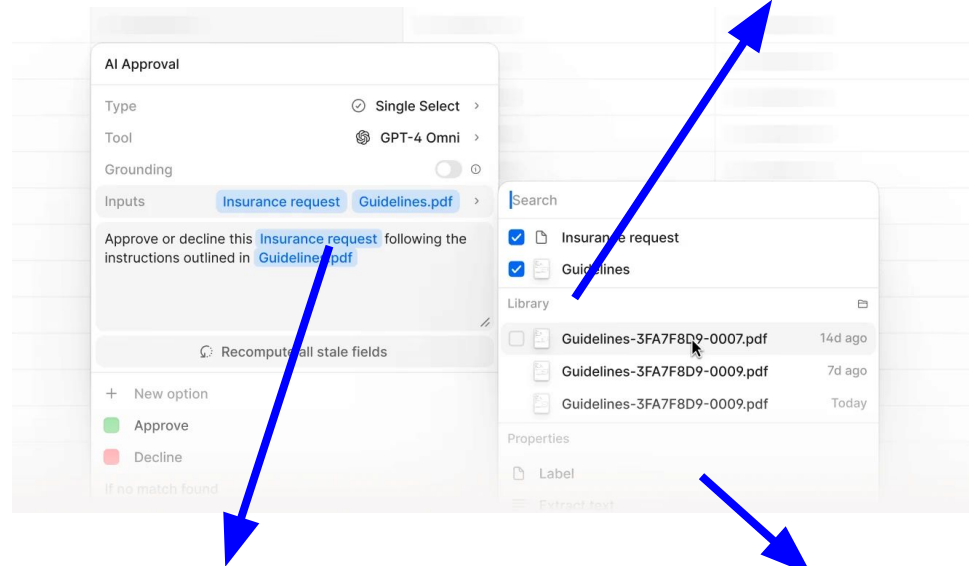


Defined operations hierarchy.

Limited attention to detail regarding icon alignment within the list.



Specialized chat-based agent for user validation questions.



Customization based on internal rules.

Modern aesthetics inspired by iOS-like interfaces.

Documentation library organization.

Benchmark insights

Affinda

The screenshot shows a configuration interface for a 'Utility Bill' document type. It includes sections for 'Billing Information', 'Customer Details', and 'Financial Summary'. A 'Data Type' modal is open, showing options like Text, Date, Group, and Table. The interface is clean and organized.

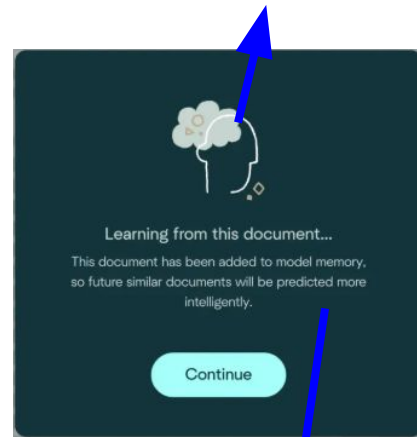
Task division, minimalist and straightforward.

The screenshot shows a 'Billing details - Electric' document. It includes a table of charges and a 'Total Current Charges' section. A confirmation pop-up is displayed over the total, showing the amount '67.81' and a 'Confirm' button. The document is underlined, and a 'Passed 1 check' message is visible at the bottom.

Underlining every word can become overwhelming for the user.

Pop-up with a call to action.

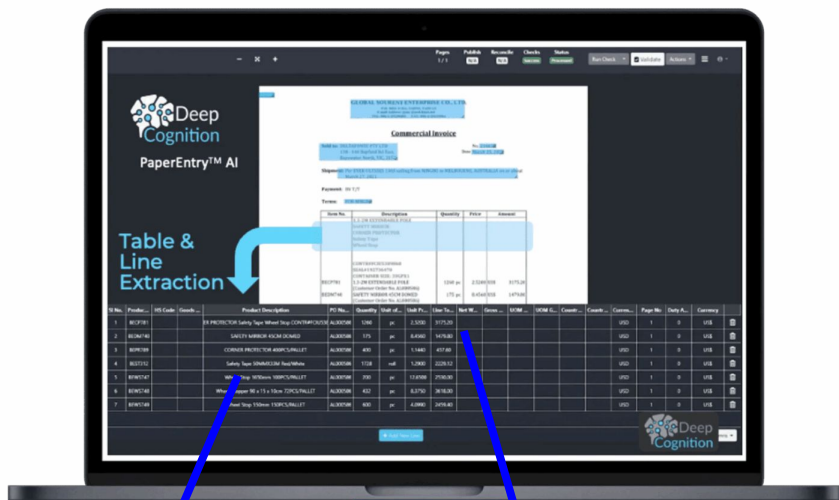
Loading screen while the AI reviews the document.



Friendly copy to introduce this new concept.

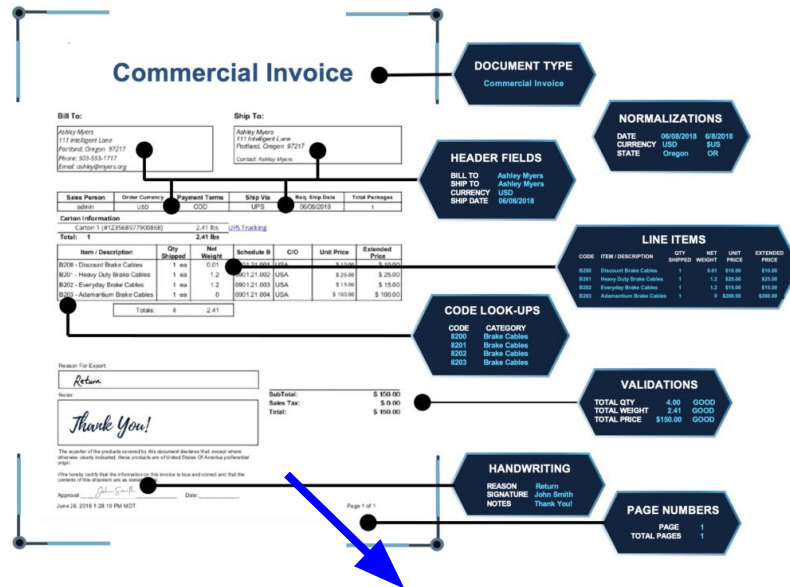
Benchmark insights

PaperEntry AI



Dashboards with limited visual/graphical information.

Color accessibility.



Display of the information source.

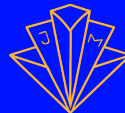
Propuesta de aplicación:

TIF



Desing

- User flow
- Design architecture
- Low fidelity wireframes
- High fidelity wireframes
- Mockup
- Close up - Accessibility

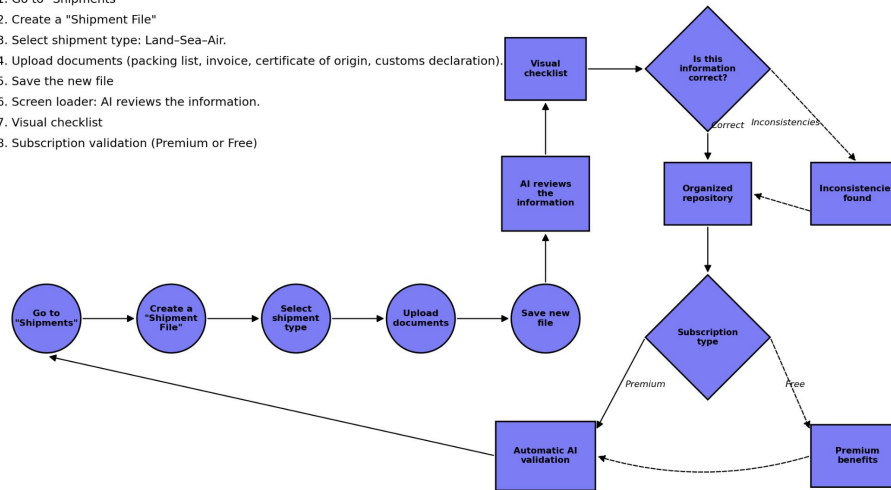


User flow

The proposed user flow was transformed into a clear visual representation, incorporating optimizations focused on improving the understanding of the platform's three main sections, prioritizing efficiency and consistency throughout the experience.

User Task: Use the platform to upload and review documents by shipment.

1. Go to "Shipments"
2. Create a "Shipment File"
3. Select shipment type: Land-Sea-Air.
4. Upload documents (packing list, invoice, certificate of origin, customs declaration).
5. Save the new file
6. Screen loader: AI reviews the information.
7. Visual checklist
8. Subscription validation (Premium or Free)



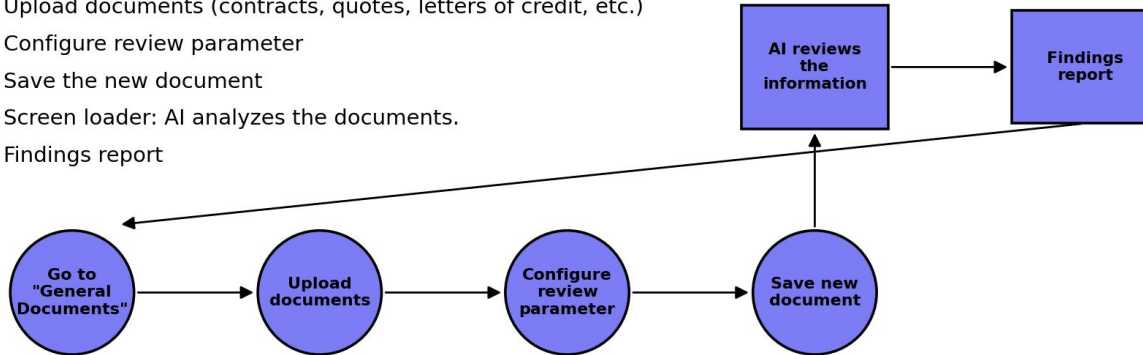
As this diagram was originally created in Spanish, **Claude AI** was utilized to provide a precise and optimized English translation, ensuring consistency in terminology, context, and user experience language.



User flow

User Task: Use the platform to upload any type of document and review it according to parameters.

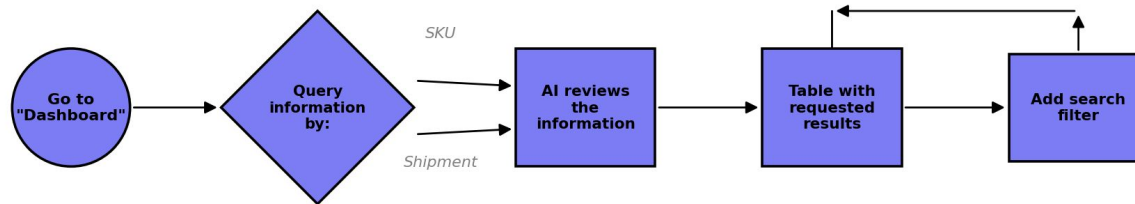
1. Go to "General Documents"
2. Upload documents (contracts, quotes, letters of credit, etc.)
3. Configure review parameter
4. Save the new document
5. Screen loader: AI analyzes the documents.
6. Findings report



User flow

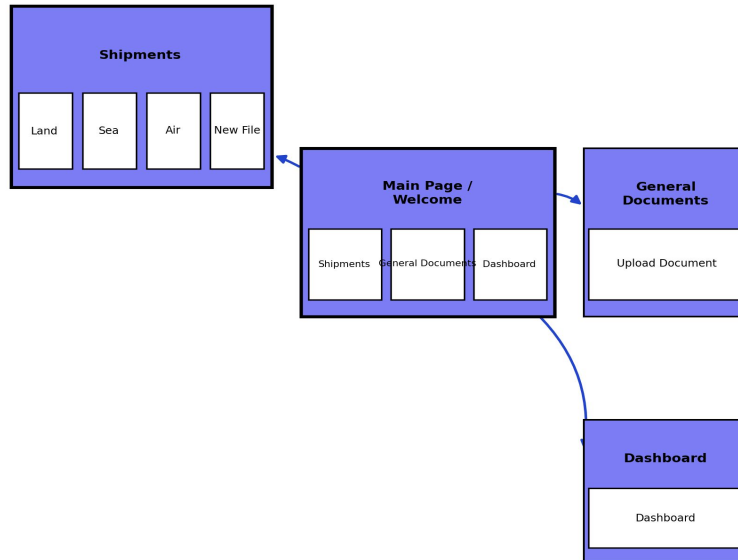
User Task: Centralize and organize data extracted from packing lists and invoices.

1. Go to "Dashboard"
2. Query information: by shipment or by SKU
3. Screen loader: AI analyzes the documents.
4. Table with requested results
5. Add search filter



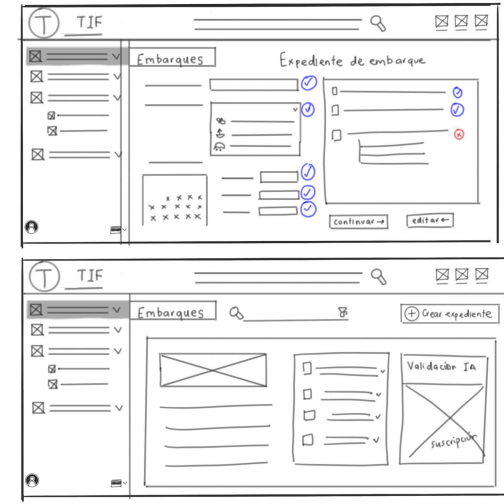
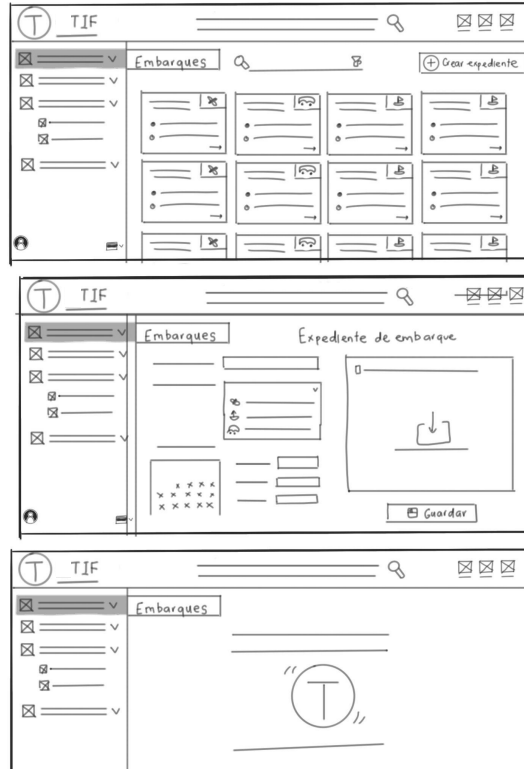
Design architecture

Based on the defined user flows, the journeys were integrated and consolidated into a sitemap, with the goal of optimizing the user path, reducing redundancies, and ensuring clear navigation between the platform's main sections.

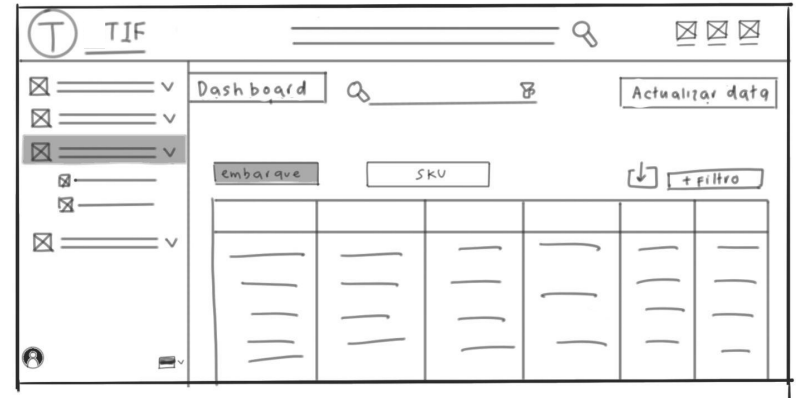
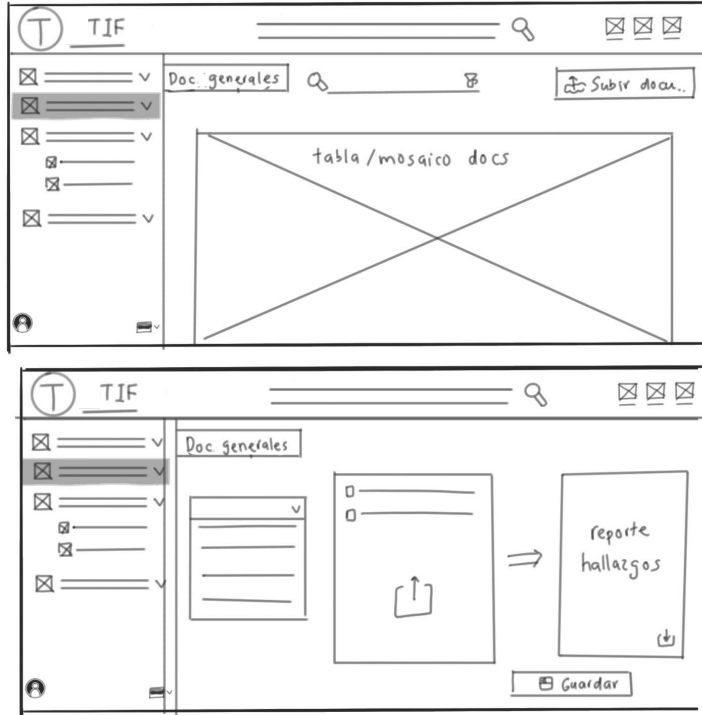


Low fidelity wireframes

Based on the defined flows and architecture, low-fidelity wireframes were developed to validate the structure, information hierarchy, and content distribution before moving into stages with greater visual detail.



Low fidelity wireframes

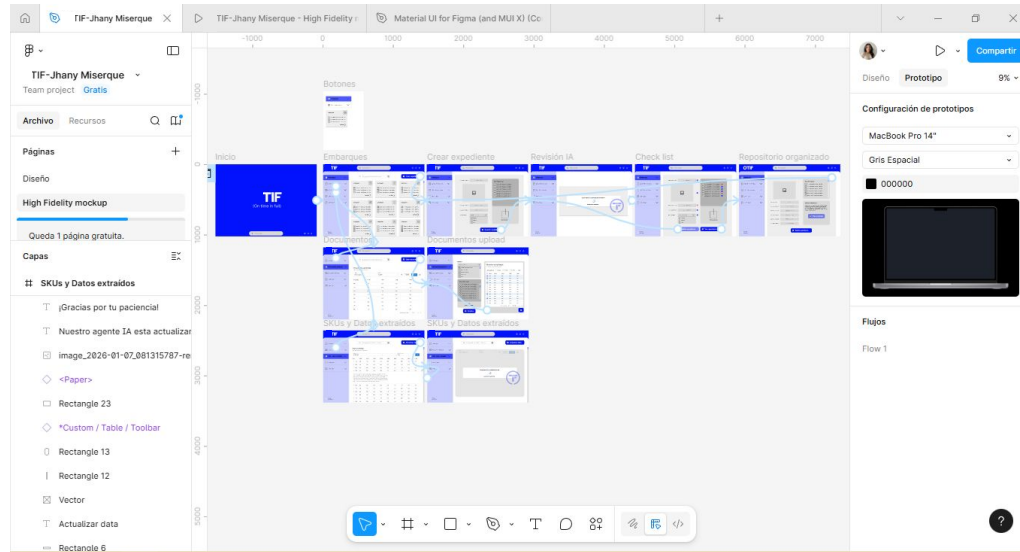


Click the icon to view the drawing recording.



Hi fidelity wireframes

Once the low-fidelity wireframes were validated, high-fidelity wireframes were developed, integrating the TIF visual identity, Material Design components, and accessibility principles.

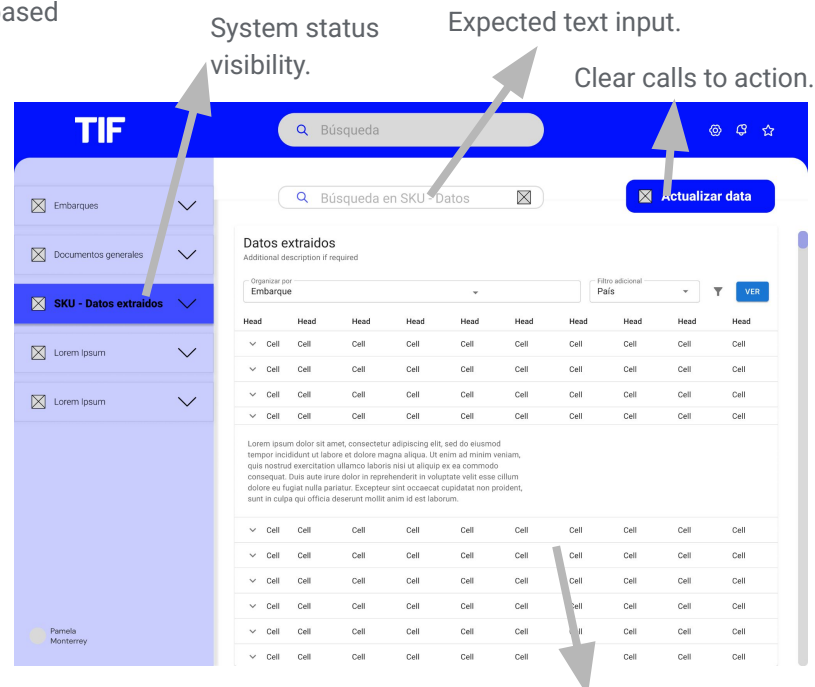
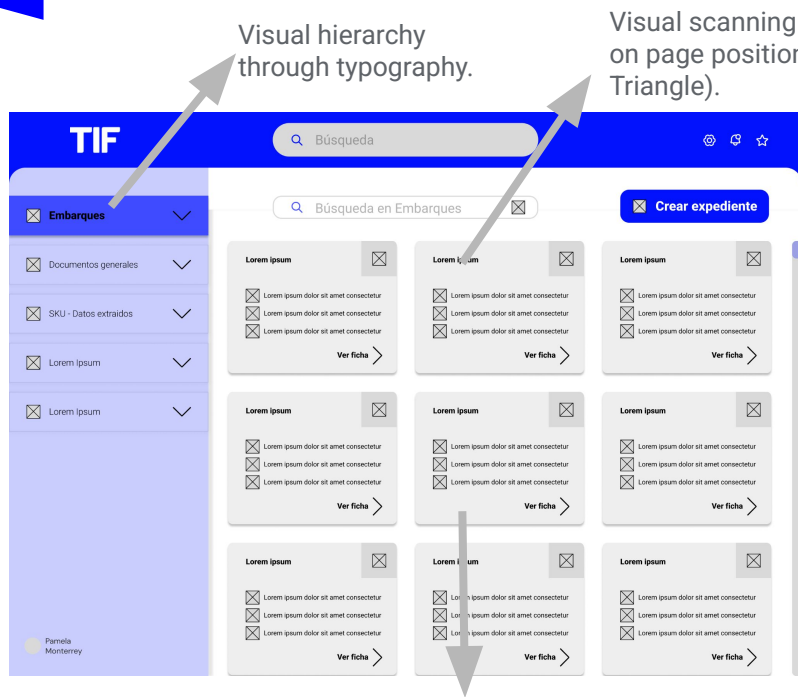


Mockups

Interactive mockups were created in Figma based on the high-fidelity wireframes, incorporating transitions and animations to simulate the navigation experience.

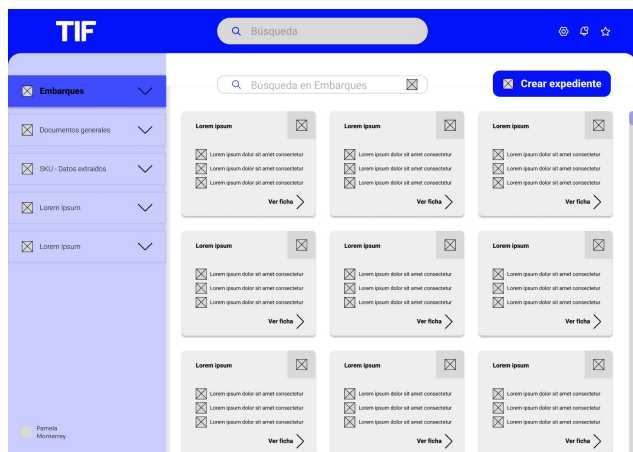


Close up

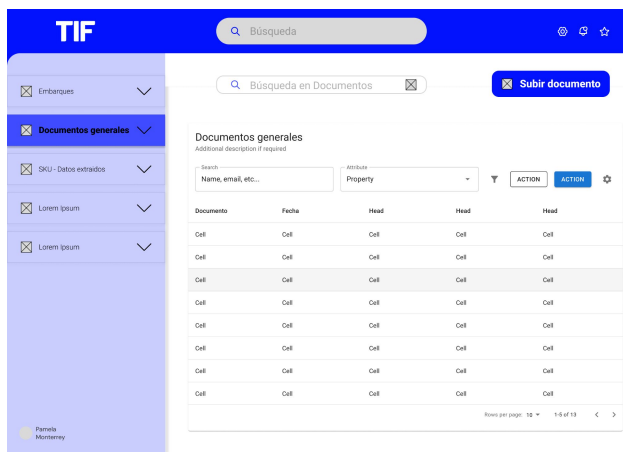


Accessibility considerations

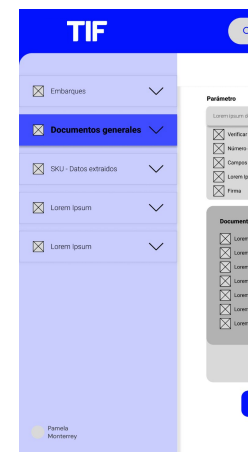
Use of high contrast in text, buttons, and widgets to improve readability.



Application of the 60-30-10 rule in the color palette to maintain visual balance and hierarchy.



Use of Jakob's Law and the Law of Proximity to facilitate an intuitive and familiar first interaction.



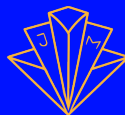
Propuesta de aplicación:

OTIF



Going forward

- Next Steps



Next Steps



Design is a continuous process that leads to constant iteration. Therefore, I propose **analyzing the data analytics metrics obtained from satisfaction surveys**. This will make it possible to identify usage patterns, detect friction points, and validate the most valuable features.

As a designer following the User-Centered Design philosophy, I make decisions based on data and user feedback. Therefore, I would implement the following in upcoming sprints:

- User testing
- Data visualization optimization
- Personalization improvements
- Advanced responsive design



The end.



Gracias.

