

Rudi

# POR TFO LIO

2024



# Rudi Maroy Rudolph

*Growth-Focused Product Designer*

I dream more, do more, and become more. Both individually and as a designer. I believe great design is invisible, but never accidental. So, I design meaningful user experiences and craft products that feel effortless with intention.

## My Design Process

*Think - Sketch - Test - Repeat. But Always with Empathy.*

Design is my lab. and I'm not afraid of controlled creative explosions.

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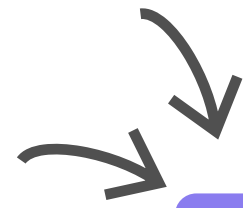
Book a call with Rudi here

Check me out on LinkedIn



# eShuri Mentorship

## Web App



[Visit eShuri](#)



### Time

10 Months

### My Role

Product Designer

### Owner

Data Systems LTD

### Delivery

Web Application

# what is it?

eShuri is a mentorship-based platform that connects mentees with experienced mentors through 21st-century skills.

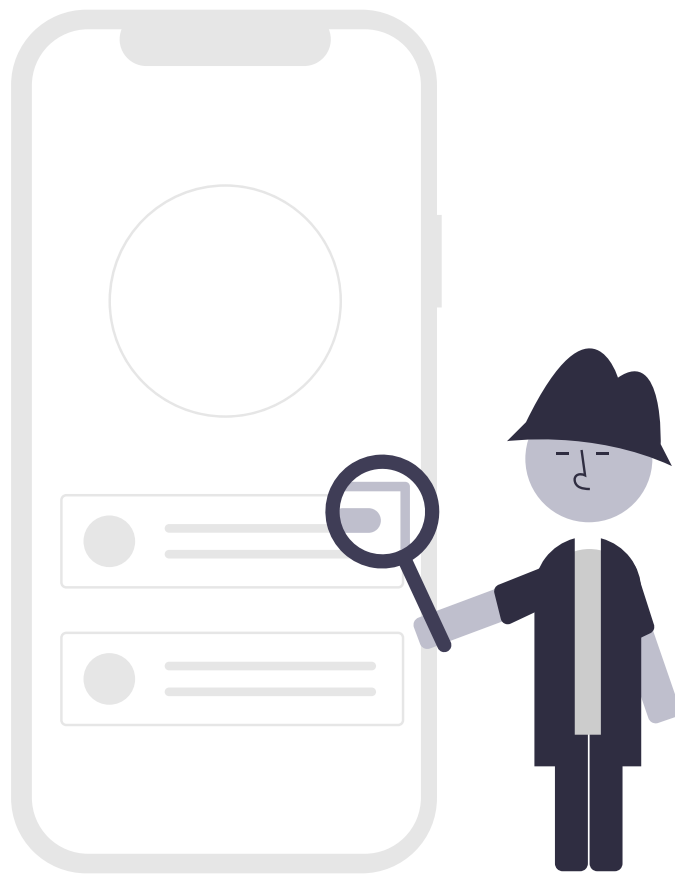
## Definition

eShuri is a mentorship-based platform that connects mentees with experienced mentors in 21st-century skills. The name "eShuri" combines "e" for **Electronic** and "Shuri" (**School in Kinyarwanda**), meaning "**Electronic School**." In the evolving edTech space, education is more crucial than ever, and eShuri leverages technology to break barriers and create a seamless, high-speed learning experience.

The platform offers an intuitive process. From account creation and fee payment to booking mentors and attending video-based mentorship sessions with access to relevant documents. Additional features include tracking learning habits and personalised learning experiences, making education more engaging, enjoyable, and even addictive.

- Mentor: Provides mentorship
- Mentee: Benefits from mentors





# Research

The goal of this study was to break learning barriers by designing a user-friendly platform where mentors can offer educational guidance without constraints on time or location. eShuri aims to connect mentees with highly qualified industry professionals, providing borderless mentorship across time zones.

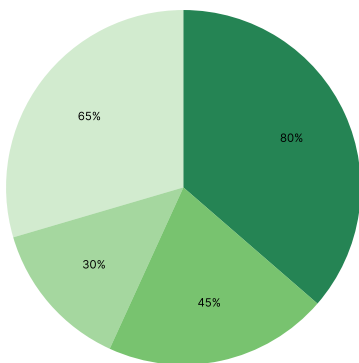
Additionally, the platform seeks to make education affordable and accessible, improving learning habits among Rwandan youth (ages 16-25) by 10% within a year and 50% within five years. eShuri also creates an opportunity for professionals to monetise their mentorship, increasing their income by similar percentages as they gain reputation and experience.

# Competitive Analysis

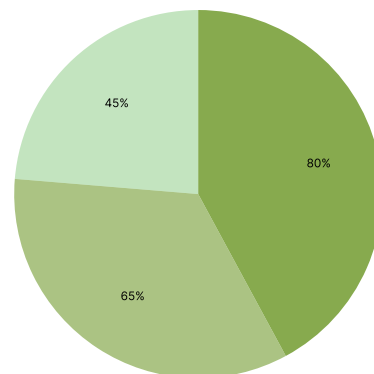
I conducted a competitive analysis of existing digital mentorship solutions in Rwanda, mostly run by career centres. While helpful, most are limited in reach, lack user-friendly design, and don't support ongoing engagement. These gaps informed my design approach.

What are the existing solutions in Rwanda?

What is the effectiveness of the existing solutions in Rwanda?



- Most are tied to business incubators or universities or career centres.
- Mentees rely on informal networks (WhatsApp, LinkedIn, or referrals) to find mentors.
- Most don't have any idea that mentorship is going on in Kigali
- Poor scheduling systems and time management.



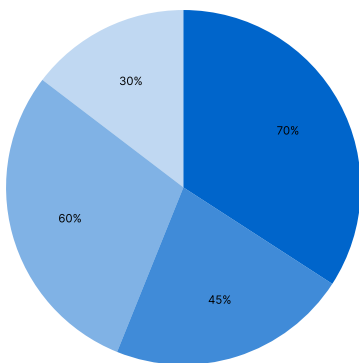
- Lack of a digital platform make it ineffective because there's no way to comparison
- Booking mentor with no interface make it not header but impossible
- Visual contents about mentors and their achievements makes it easy to be trusted

# Conducted Survey

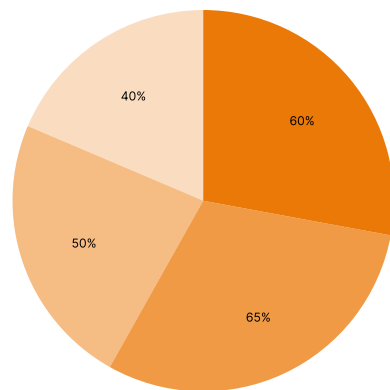
I surveyed 60 potential mentees and 15 mentors revealed key insights: Most mentees struggle to find accessible, trustworthy guidance. In contrast, mentors are willing to help but need a structured and time-efficient platform. These findings informed my design direction.

Are you willing to offer mentorship?

what are barriers to digital education is facing in Rwanda?



- Lack time for structured sessions.
- Want a financial incentive before committing.
- Concerned about mentee engagement levels.
- Professionals who are very open to offer mentorship,



- Need sessions in local languages (Kinyarwanda).
- Report poor internet connectivity as a challenge.
- Struggle with affordability (mentorship costs too high).
- Struggle with interaction (in other words, communication).

# Findings

To better understand the mentorship landscape in Kigali, I surveyed 60 potential mentees (mostly students from TVET schools like IPRC Kigali, SOS TVET, and schools around Kicukiro and Nyamirambo) and 15 mentors, including young professionals based in Kigali. I wanted to know what real challenges mentees face, and whether mentors feel ready to help.

Here's what I found:

Most students said they don't know where to find mentors. Career centres exist, like those in universities or institutions such as Kepler and Akilah, but they don't always have digital platforms or long-term follow-up. On the mentor side, many professionals said they want to give back but don't have the time or tools to manage mentorship easily.

I also looked at what's already available in Rwanda. Platforms are still limited. Most mentorship happens through schools or WhatsApp groups, and while helpful, they're not designed for scale or personalised guidance. This gap is exactly what pushed me to design a more accessible and engaging solution.

# Persona

To better understand the target audience for eShuri, I created a user persona that captures the needs and aspirations of one of its key users. Instead of showcasing multiple personas, I chose to focus on a single, detailed example to keep things clear and aligned with the goals of the platform. This persona reflects the kind of young learner eShuri aims to empower through practical, market-driven training.



Lydia Mutoni

21 Years old

Bachelor Degrees Student

Kigali, Rwanda

Beginner/Intermediate - Digital Marketing

Lydia's Dream career - Digital Strategist for an African Brand

## Background

Lydia is passionate about content creation, social media trends, and storytelling. She spends hours watching tutorials, following influencers, and experimenting with Canva and Instagram. She's smart and highly motivated but lacks formal training, mentorship, and real-world structure. She knows there's a gap between what she's learning online and what companies look for.

 **Quote:**

"I've learned a lot from YouTube, but I still don't feel ready for a real job in digital marketing. I need guidance to turn my passion into a career."

 **Goals:**

- .Learn real, industry-aligned digital marketing skills
- .Understand how to build strategies, not just post content
- .Get guidance from experienced marketers
- .Build a portfolio (social media calendars, ads, analytics reports)
- .Land an internship or remote role in a marketing team

 **Frustrations:**

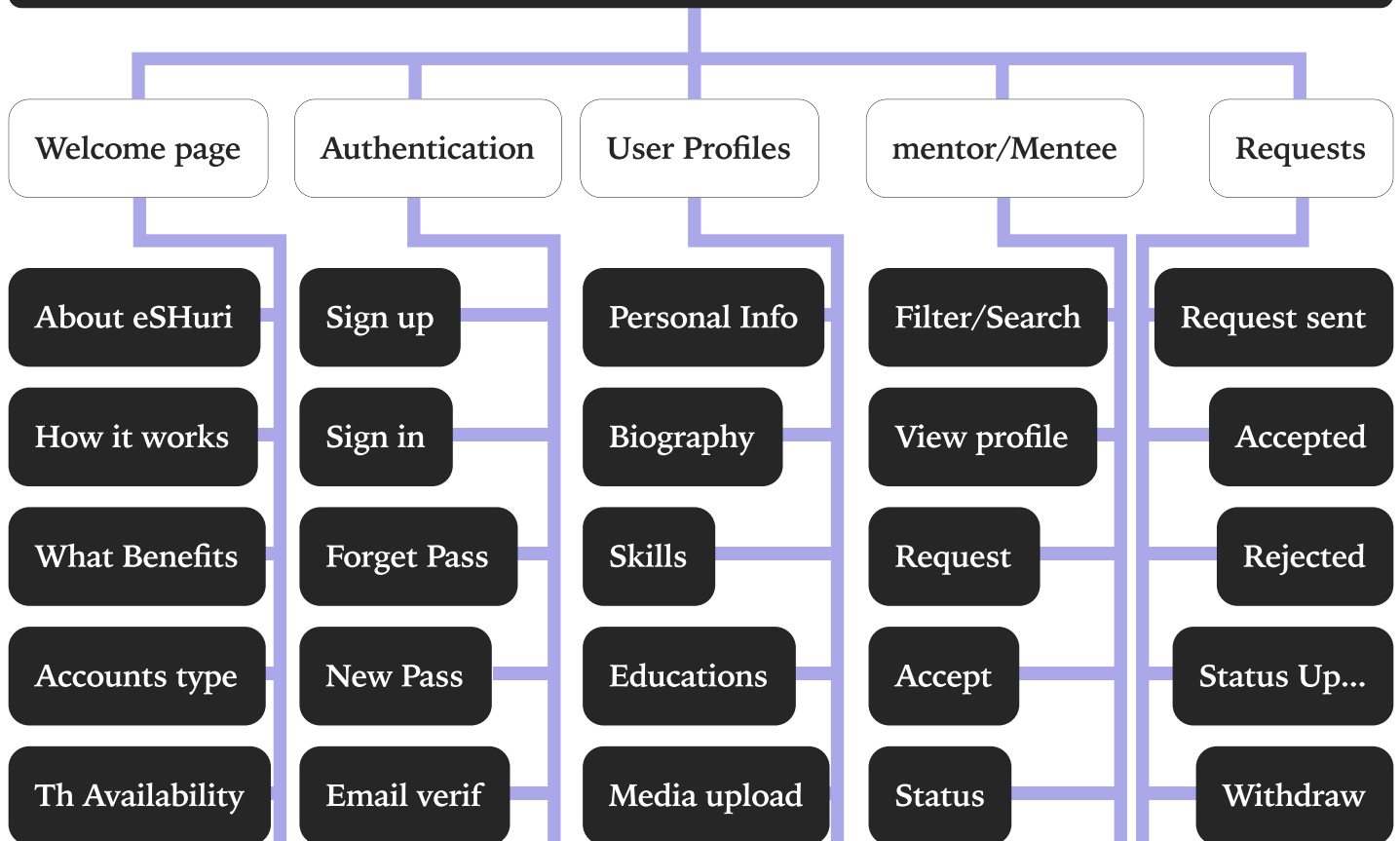
- .Too many random tutorials. No clear roadmap
- .Doesn't know what tools professionals use
- .No access to mentors or structured feedback
- .It feels like "faking it" instead of understanding digital marketing
- .Afraid to apply for jobs because of imposter syndrome

 **Why She Needs eShuri:**

- .Local and accessible training
- .Hands-on experience with real-life tools and informations.
- .Opportunity to work on real campaigns
- .Certificates to prove the gained skills
- .A clear learning path from beginner to job-ready
- .A community of learners and mentors support

# Information Architecture

I love showing the Information Architecture because with it, I already know the user's flow, where they go, and why. It's like having the map before building the city. No one wants a beautiful app where users get lost like it's a maze on a bad Monday 😓.



it's continues





This Information Architecture highlights the mentor's user flow, which was the main focus for this phase. The full platform supports three user types: mentor, mentee, and admin. However, only the mentor journey is illustrated here. The others will follow a similar structure.

# Typography

The typography system for this project follows a clean and consistent hierarchy using the Poppins typeface. Heading 1 (28px, Bold) is used for main titles, while Heading 2 (24px, Bold) introduces key sections. Heading 3 (20px, Semi-Bold) supports sub-sections. Body text is set at 14px, using Regular for general content and Medium for emphasis. Buttons and CTA text are sized for clarity and tappability. Finally, 12px is used for small captions, tooltips, and subtitles, ensuring every element remains legible and well-structured across the platform.

## Font Style Poppins.

- Clean and modern look
- Geometric and rounded design makes it feel friendly yet professional
- Excellent legibility
- Wide range of weights supports
- Consistent and versatile

## Font Size Size & Weight

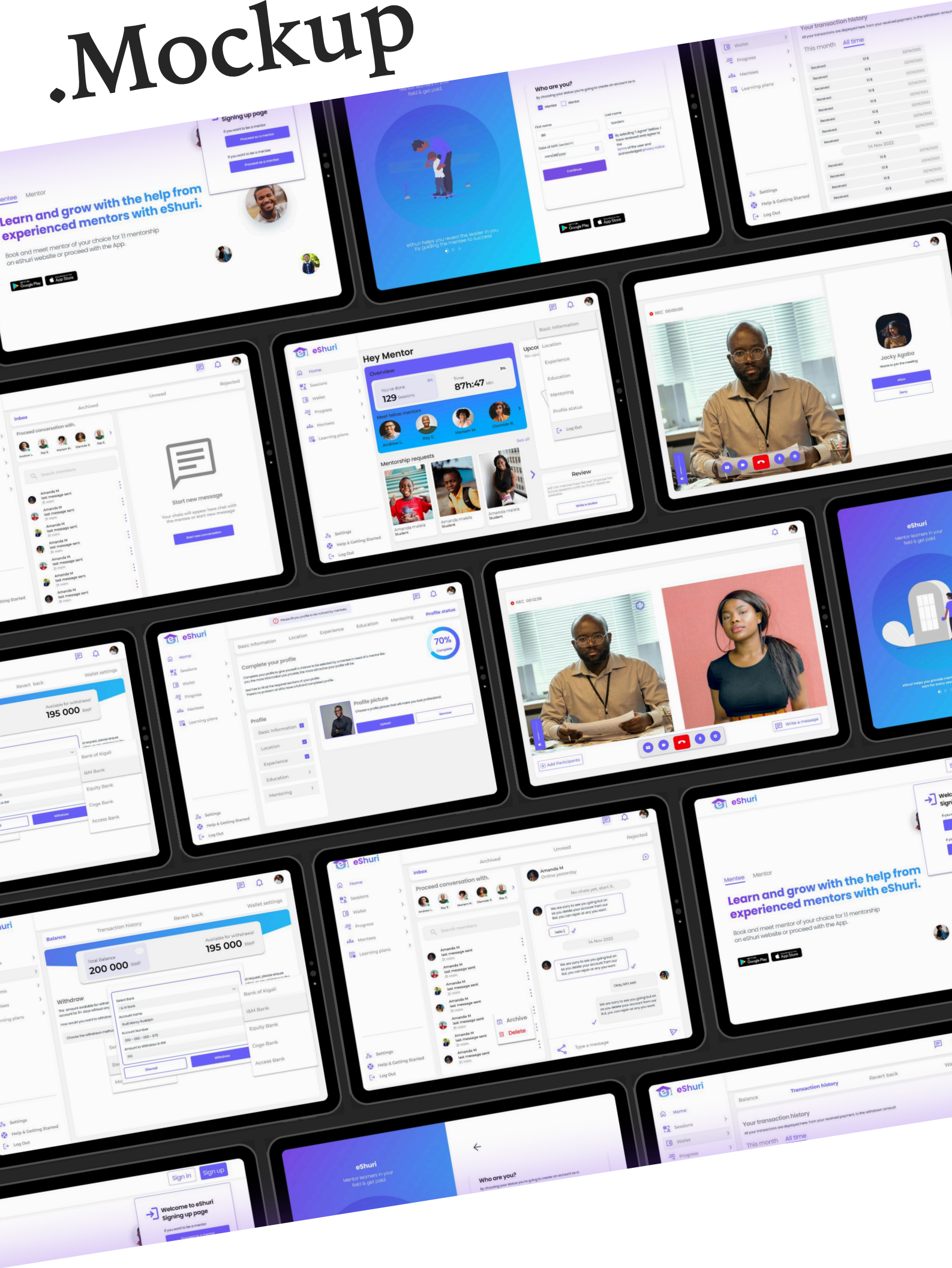
**Poppins**  
**Poppins**  
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Poppins

# Colours

The colour palette combines vibrant shades like Primo and Teal to create a friendly, engaging atmosphere, while greys ensure readability and structure. Highlights and alerts use strong contrasts for clarity and accessibility in key actions.

|                   |                    |                     |
|-------------------|--------------------|---------------------|
| Primary #6C63FF   |                    |                     |
| Dark Grey #333333 | Soft White #F9FAFC | Readability #777777 |
| Blue #17D3FD      | Deleting #F42222   | Teal #1ABC9C        |
| Highlights Alerts | Components #FFFFFF | Gradient            |

# Mockup



# Usability

Usability testing took place sometime in June last year. I invited 10 trainees to step into the shoes of real users (Mentees), while part of the staff played as Mentors. And honestly, it turned out to be one of the most rewarding moments of the project. Watching them interact with the platform in real time, catching those “aha!” moments and even the “wait, how does this work?” ones, gave me priceless insight. It reminded me that design is never about perfection in isolation. It’s about people. That day, the feedback, the laughter, the confusion. It all shaped the next iteration in the best way possible.



*June 2024*

*Trainees are fully immersed in testing the platform. Real feedback, real emotions, real value.*



*June 2024*

*I, walking the testers through the flow.*

Usability testing was a game-changer. It revealed what worked, what didn't, and helped me make user-centred decisions grounded in real interactions. Not just assumptions.

## Key Features

The platform includes core features like a **Mentor Directory** where users can browse and connect with mentors based on expertise, and a **Session Booking System** that simplifies scheduling. We also added a **Course Depository**, making it possible for users to learn asynchronously by accessing curated learning materials. On top of that, the **Messaging System** keeps communication seamless, while the **Dashboard** gives mentors a clean overview of their sessions and mentee progress. All features work together to support both guided and self-paced learning.

## What I Learned

This project stretched my thinking beyond UI into systems, flows, and empathy. I learned that clarity beats cleverness, and real users will always surprise you. From structuring the information to watching people use it in real time, every step taught me to balance logic with intuition, and simplicity with functionality.

## Conclusion & Impact

Building this platform was more than just ticking UX boxes. It was about creating a space that empowers learning and connection. The product now stands as a solid foundation for mentorship and education, ready to grow. Most importantly, it's already sparking curiosity and value in the hands of real users, which is exactly the kind of impact that drives me forward.



# EasilyGo!

# Trans & Delivery

## Mobile App

UNDER NDA



**Time**

3 Months

**My Role**

Research - UIUX

**Owner**

Under DNA

**Delivery**

Mobile Application

# Overview

In early 2025, I joined [EasilyGo!](#) project! , a cross-border digital platform focused on improving urban mobility and smart delivery in markets like [Zimbabwe](#) and [Zambia](#). The product enables users to move people or packages with taxis, bikes, or trucks, depending on their needs. While the product's core is solid, the onboarding journey had friction that prevented users from experiencing value quickly.

[My role](#) involved rethinking this onboarding experience with a strong growth lens, ensuring faster user activation, clearer communication, and smoother interaction for new and returning users.

[Disclaimer](#): Due to [NDA](#) restrictions, this case study only highlights high-level insights and transformations



# Challenges

The first version of onboarding was functional but overwhelming. Most new users couldn't figure out what was expected of them and dropped off before they could explore the product.

**41%**  
**Users**

- Complete the onboarding flow.

**0%**  
**Users**

- Receive guidelines to what is next

**TTV**  
**Time-To-Value**

- 2.6+ minutes gape between signing up and Utility.

**0%**  
**Copy or Visuals**

- No emotional connection

# Objectives

To transform the user journey from a static sign-up into a dynamic, value-first introduction:

| Goal                  | Baseline | Target |
|-----------------------|----------|--------|
| Onboarding completion | 41%      | 70%+   |
| Time-To-Value (TTV)   | 2.6 min  | ↓ 30%  |
| WAU (New Users)       | baseline | +15%   |

# Approach

To transform the user journey from a static sign-up into a dynamic, value-first introduction:



# Improvements

Before, onboarding felt like a checklist. long, generic, and disconnected. We turned it into a guided, friendly experience that meets users where they are. Instead of 10 static screens, users now go through just 3 smart steps tailored to their location and intent. Clear CTAs, a live map, and progress feedback helped users feel in control and connected from the start. It wasn't just easier. it felt more human.

## Before

- 10 static screens, overwhelming info
- Generic instructions like "Select a service"
- No feedback or preview of value

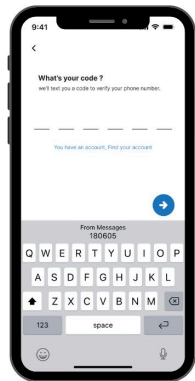
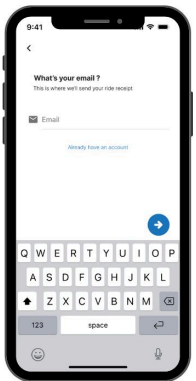
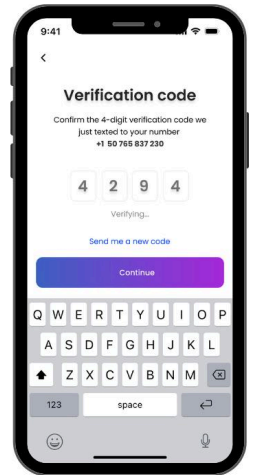
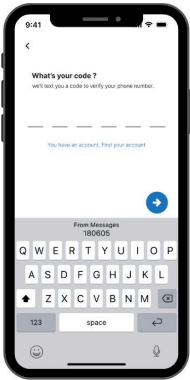
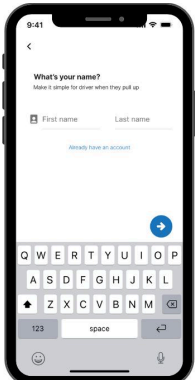
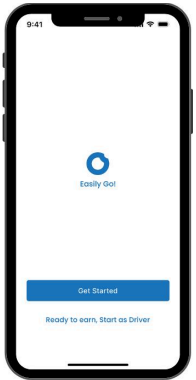
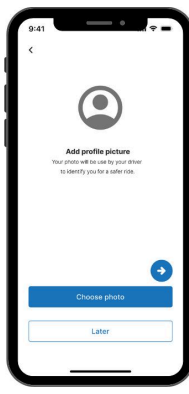
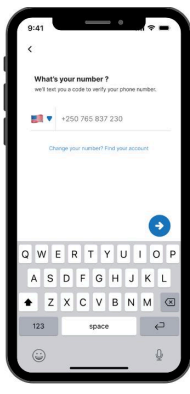
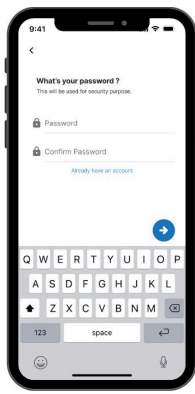
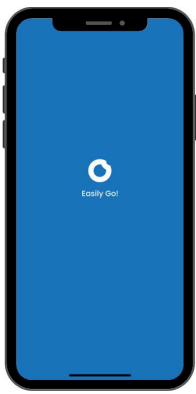
- 3 dynamic steps based on real-time location & intent
- Emotionally engaging copy and clear CTAs like "Enter pick up location"
- Visuals introduced progress and personalized value

## After

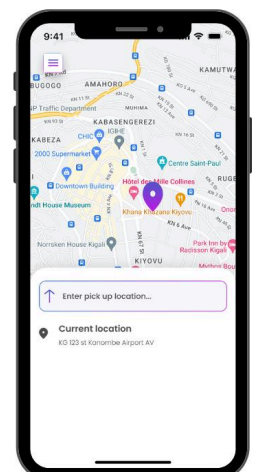
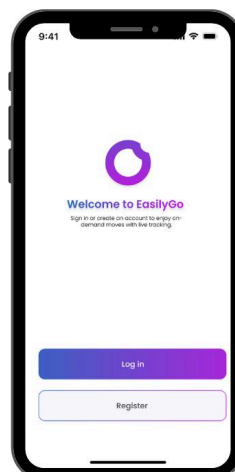
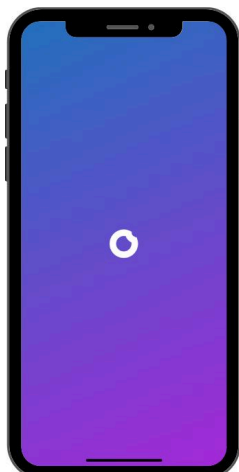
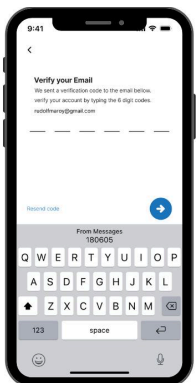
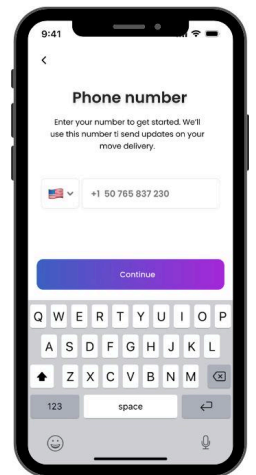
# Visual Comparisons

The new onboarding removed clutter, added hierarchy, and introduced familiarity. Users now see a live map, a welcome screen based on their region, and an intro to package tracking or driver matching features.

Visual suggestions: Before/after screens showing CTA clarity, UI improvements, map display, and progress indicator.



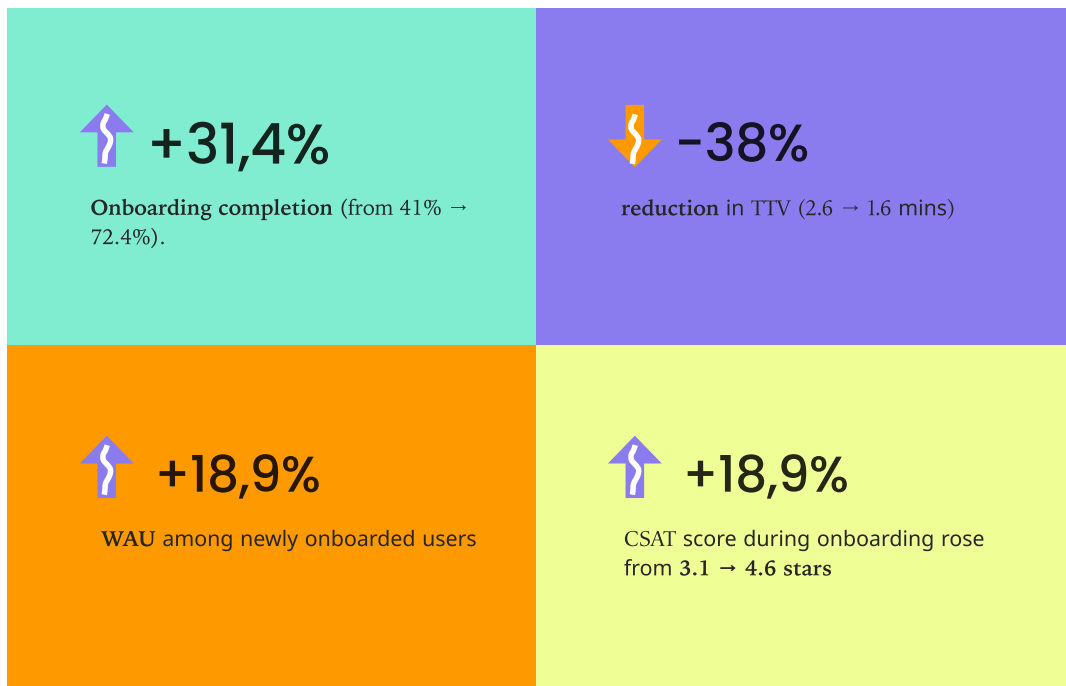
Rewrite the microcopy to inject clarity, warmth, and motivation, quick move, emotional connection, easy to finish and non unnecessary details.





# Data & Results

Post-release data validated our approach



# Design Highlights

Onboarding was localized in English, French, and Swahili for regional relevance

Built 20+ **modular components** for location-based flows

Designed a **dark/light adaptable** UI system

Integrated **micro-interactions** using Lottie for progress animations

# What I Learned

Designing for growth requires more than UI fixes. I learned:

To design for **clarity**, not control

Motion and **microcopy drive emotion** and action

Growth is **measured by progress**, not perfection

Cross-border, multilingual design demands empathy + structure

# Collaboration & Tools

Working across 3 time zones with teams in Southern Africa and Europe, we used

**Figma** (Design system & handoff)

**Mix panel** (User funnel tracking)

**Notion** (Flow documentation)

**Slack & Loom** (Async feedback)

We also created a "handoff checklist" to reduce design-dev misalignments.

■ The making of the growth—focused product designer



■ The making of the growth—focused product designer

■ The making of the growth—focused product designer ■