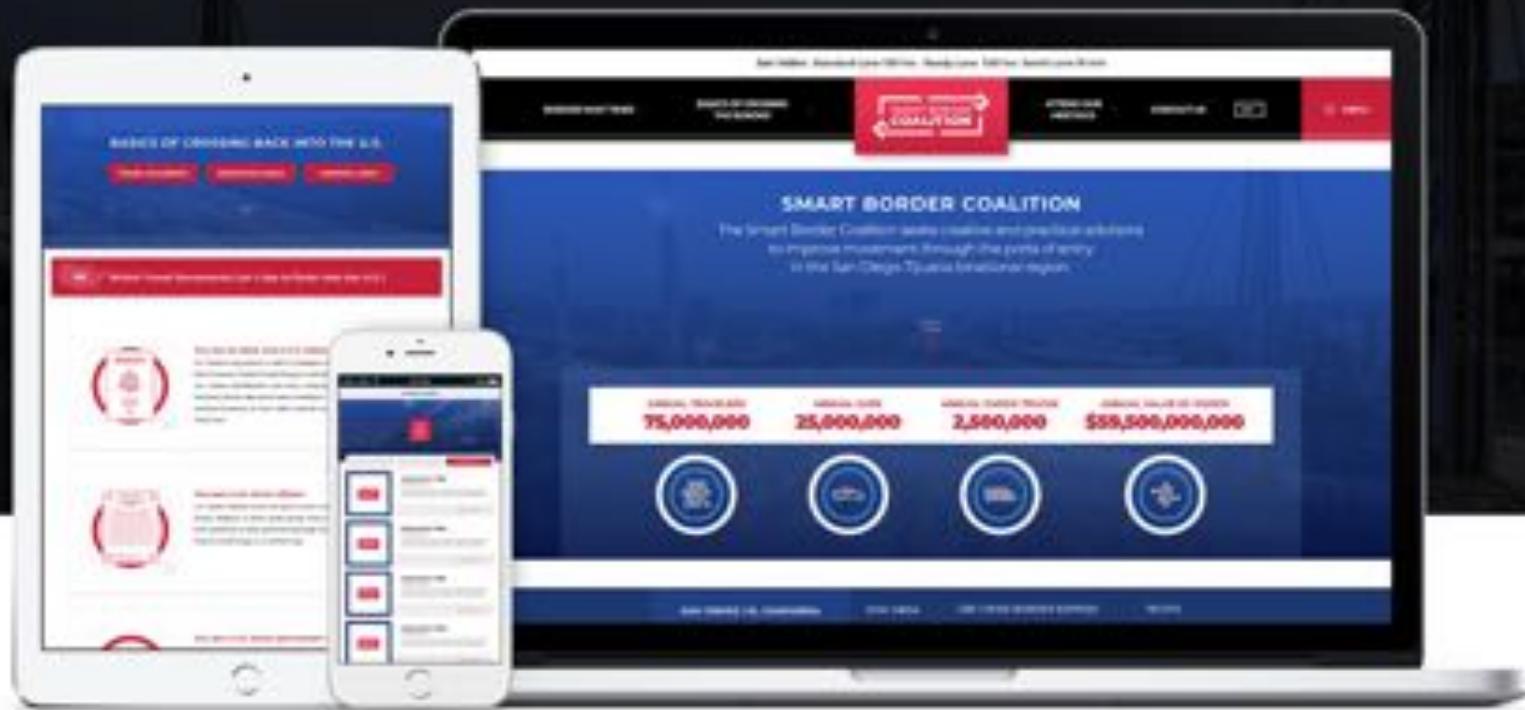




We're a small business innovation consultancy leveraging technology and creative thinking. With a multidisciplinary team, servicing clients in the San Diego - Tijuana region.



[www.BorderSmartCoalition.com](#)

San Ysidro: Standard Lane 100-ft-in Ready Lane 100-ft-in Gemini Lane 25-mi-in

BORDER SMART TIPS MEMBER OF THE BORDER COALITION MEMBER

CATEGORY A Level 01

According to the insights provided by the SBC director, 90% of the incoming calls are from Americans concerned with not knowing the required documentation needed when crossing back into the US from a dayvisit into Mexico.

1- Border wait times  
2- Basics of crossing the border

↳ 1a- Basics of crossing back into the US  
↳ 1b- Basics of crossing into Mexico

CATEGORY B Level 01

According to insights provided by the SBC director, the principal form of interaction between SBC member has been the bi-monthly meetings, therefore the proposed placement for the meetings calendar.

3- Attend our meetings  
4- Contact

CATEGORY C Level 02

- 1- Basics
- 2- About the Smart Border Coalition
- 3- Mission & Vision
- 4- Coalition members
- 5- Partnerships
- 6- Economics
- 7- Initiatives
- 8- About the Border
- 9- Basics of crossing the border
- 10- Basics of crossing into the US
- 11- Basics of crossing into Mexico
- 12- Integrating & Reconciling
- 13- Our Work
- 14- Cross-border issues
- 15- Partnerships
- 16- Regional issues across the Americas
- 17- Integrating & Reconciling
- 18- Economics
- 19- Attend our Meetings
- 20- Contact Us

## Simplified Navigation

After running discovery sessions and various design iterations we've determined that a simplified navigation approach, dividing the top navigation into three actionable areas can result in a better user experience.

## Our Proposed Solution

1. Divided the Categories into 3 actionable categories.
2. Limited the number of menu selections shown on the top navigation.
3. Created a Level 02 navigation, hidden under the top right side-nav panel.



The screenshot shows a website's header with a search bar and user account icons. Below the header is a black navigation bar with white text. A red 'X' icon is on the right side of the bar. To the left of the main content area is a white sidebar with a red border. The sidebar contains a title 'Navigation Drawer' and a list of numbered menu items:

- 1- Home
- 2- About the Smart Border Coalition
  - Mission & Vision
  - Coalition Members
  - Stakeholders
  - Leadership
- 3- Initiatives
- 4- About the Border
- 5- Basics of crossing the border
  - Basics of crossing into the US
  - Basics of crossing into Mexico
- 6- Insights & News
  - In the news
  - Cross-border studies
  - Presentations
  - Regional cross-border initiatives
  - Technology & Innovation
  - Resources
- 7- Attend our Meetings
- 8- Contact Us

The sidebar also features a 'CLOSE DRAWER' button at the bottom.

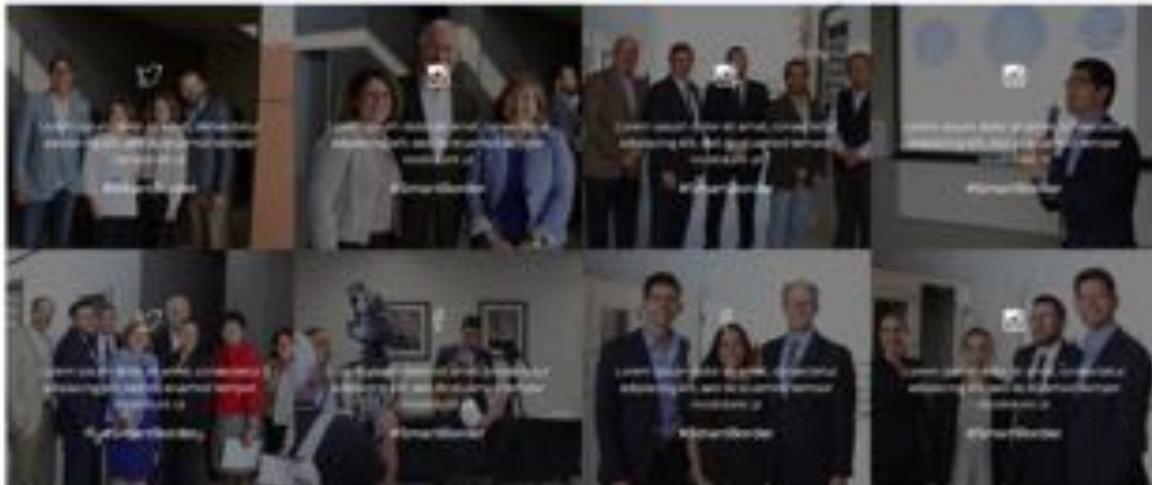
## Level 02 Navigation

After limiting the number of items on the primary navigation, the approach was to hierarchically divide and define a second level of menu items inside a sliding drawer to simplify and reduce cognitive load for users navigating for the first time the website.

## Our Proposed Solution

1. Create a dynamic sliding drawer
2. Good Use of Colors to identify Parent categories from sub links.

FOLLOW US ON SOCIAL MEDIA



## Social Media.

Another ideal to strive for as you're optimizing the experience for your visitors is to make sure all of your web properties are interconnected.

With over **2.27 billion** monthly active social media users is key to have a consistent look on all social media platforms and have an open communication channel with all users and followers of the SBC.



2

## CONSISTENCY IN UI ACTIONABLE ITEMS



The screenshot shows a dark-themed website section. On the left, there's a map with yellow lines and a red button labeled 'Get driving directions'. Below the map is a large red button labeled 'Submit'. To the right, there's a list of categories: 'Portland', 'Portland', 'CBX Cross Border Express', 'Otay Mesa', and 'Tijuana'. Next to these is a red button labeled 'Visit Category →'. Further down, there's another red button labeled 'Register Here' and a red button labeled 'Event Details'.

BASICS OF CROSSING BACK INTO THE U.S.

TRADE DOCUMENTS    INSPECTED DOORS    CROSSING LINES

Get driving directions

Submit

Portland

Portland

CBX Cross Border Express

Otay Mesa

Tijuana

Visit Category →

Register Here

Event Details

2

Consistency in UI actionable items.

#003366  
R:39 G:55 B:98#C70039  
R:199 G:32 B:59#EADCCF  
R:234 G:226 B:239#000000  
R:0 G:0 B:0#FFFFFF  
R:255 G:255 B:255#BDBDBD  
R:171 G:171 B:171**Primary Colors****Auxiliary Colors**

3

Simple color palette

# Monserrat

## Characters

ABCDEFGHIJKLMÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
(0123456789!@#\$%^&\*)



## Variants

Smart Border Coalition	ExtraBold
Smart Border Coalition	Bold
Smart Border Coalition	Medium
Smart Border Coalition	Regular
Smart Border Coalition	Light



SMART BORDER  
**COALITION**



SMART BORDER  
**COALITION**



Single web font  
& styling

**BEFORE****AFTER****BEFORE**

1. Lack of design identity
2. Simple layout based on a pre-made template structure
3. Hard to navigate or lack of content structure

**AFTER**

1. Simplified navigation for better UX
2. New identity and design style
3. Based on a custom-made CMS and front end specifically tailored to the sections requested by the SBC.
4. Event calendar with registration system
5. Blog/News CMS



## BORDER WAIT TIMES



### BORDER WAIT TIMES

SAN YSIDRO		OTAY MESA		TECATE	
Lane	Wait Time	Lane	Wait Time	Lane	Wait Time
ALL TRAFFIC All categories	0:05 NO DELAY	ALL TRAFFIC All categories	1:20 NO DELAY	ALL TRAFFIC All categories	0:45 NO DELAY
READY LANE All categories	1:15 NO DELAY	READY LANE All categories	1:00 NO DELAY	READY LANE All categories	N/A N/A
SENTRI LANE All categories	0:35	SENTRI LANE All categories	0:10 NO DELAY	SENTRI LANE All categories	N/A
CARGO STANDARD C.A.M.-B PM		CARGO FAST C.A.M.-B PM	NO DELAY		

### Border Wait Times

Border wait times is one of the most crucial areas of interest to bi-national travelers in both directions.

### Our Proposed Solution

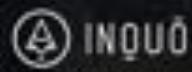
1. A simpler way to read and identify wait times on the corresponding port of entry.
2. A unified section that will include various sources of information in one single page.
3. API connected to CBP information source.
4. Cargo wait time was included.

TJ

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THANKS



We'd the privilege and honor to partner up or collaborate with amazing clients in amazing projects in the San Diego - Tijuana region.



Piverfly



skinit



INFORZAN



NEWBROOKET





Areas of service in where we strategize, plan and execute design thinking initiatives to create rich digital experiences for our clients.



UX-UI  
Design



Digital  
Marketing



Branding  
& Identity



Web  
Development



Design  
Direction



Strategy &  
Innovation



Geo-marketing  
& Interior Design



Video  
Production



We combine design thinking, agile development and technology integrations to create innovative, human-centered experiences for our clients.

InquoMX combines digital strategy, design thinking, agile development, user experience, geo-marketing & analytics to provide rich digital experiences.

# GOOD DESIGN IS GOOD BUSINESS

THOMAS J. WATSON IBM

User Objectives

Business Objectives



## Websites navigation is the most important feature of the overall user experience.

The existence of a good site navigation system is critical to the effect your website will have on the visitor, and whether they will stick to see the remaining pages or leave. Navigation can make or break the performance of the site, but it also affects everything else about it - from retaining visitors to turning them into conversions.



FACEBOOK

INQUO

A screenshot of a Facebook page for the Smart Border Coalition (SBC). The page header features a blue circular logo with a white 'SBC' and arrows. The main cover photo shows a bridge over water with mountains in the background. The left sidebar lists navigation options: Home, About, Events, Photos, Community, Reviews, Posts, and See and Ask. A green 'Connect &amp; Donate' button is at the bottom. The right sidebar shows a 'Recent Posts' section with one post from 'Smart Border Coalition' and a 'What's New' section.

## Facebook

Active users in Mexico reached 204 million

Active users in the US reached 84 million

## Our Proposed Solution

1. Create graphics for the FB page to create a consistent look across all social media platforms.
2. Set up a FB fan page on the commercial administrator tool.
3. Create a consistent hashtag to automatically filter & load the most recent posts to the website.



LINKEDIN

JUQU

The screenshot shows the LinkedIn profile of the 'Smart Border Coalition'. The profile header features a blue banner with the text 'SBC | Smart Border Coalition' and a small American flag icon. Below the banner, the coalition's name and description are visible: 'Smart Border Coalition' and 'International Trade and Development'. A sub-description states, 'The Smart Border Coalition seeks creative and practical solutions to improve movement through the ports of entry.' There are two buttons at the top: 'Visit website' and '+ Follow'. The left sidebar includes sections for 'About', 'Jobs', and 'Events'. The main content area has a heading 'Overview' with a detailed description of the coalition's mission. At the bottom, there are links for 'Website' (http://www.smartbordercoalition.com) and 'Industry' (International Trade and Development). To the right, there is a call-to-action for LinkedIn users to 'Join us'.

## LinkedIn

Active users in Mexico reached  
**8.54 million**

Active users in the US reached  
**67 million**

## Our Proposed Solution

1. Create graphics for the Twitter page to create a consistent look across all social media platforms.
2. Create a consistent hashtag to automatically filter & load the most recent posts to the website.



TWITTER

JUQU

The screenshot shows the LinkedIn profile of the SmartBorderCoalition. The profile picture is a circular logo with 'SBC' in white. The cover photo is a large image of a modern building at night, possibly a government or embassy building. A post from the US Embassy in Mexico City (@usembassymx) is visible, featuring a photo of a person holding a flag with 'USA' and 'MEXICO' on it. The post text reads: "New president of Mexico comes. New era? Yes... The government of Mexico's Andrés Manuel López Obrador announced a 'non-co' policy toward the US. We will give it a try." The LinkedIn interface includes a sidebar with 'About', 'Timeline', 'Photos & Videos', and 'Posts'.

## Twitter

Active users in Mexico reached  
13 million

Active users in the US reached  
150 million

## Our Proposed Solution

1. Create graphics for the LinkedIn page to create a consistent look across all social media platforms.
2. Create a consistent hashtag to automatically filter & load the most recent posts to the website.



## Problems caused by inconsistency

1

Degraded user experience

3

Users build more trust in products with consistent user interfaces.

2

Difficulty for users to learn and adopt how to interact with the UI.

4

Inconsistent products are more difficult to maintain design iterations.



## Proposed Solution

1

Unified UI design & branding elements.

3

Simple color palette

2

Consistency in UI actionable items.

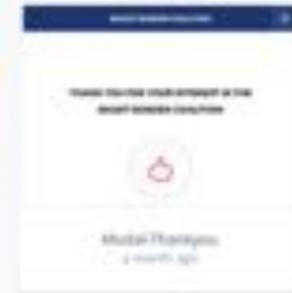
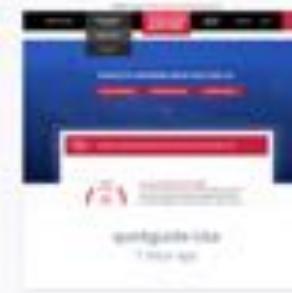
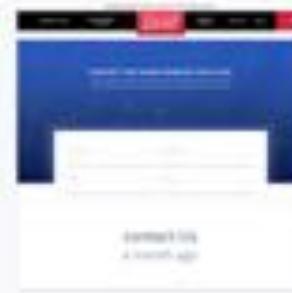
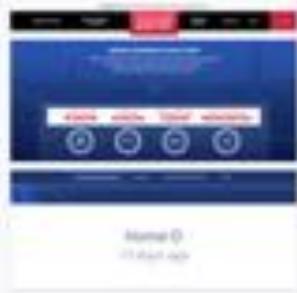
4

Single web font & styling



1

## UNIFIED UI DESIGN &amp; BRANDING ELEMENTS

**INQUO** WEBSITE DESIGN

1

Unified UI design &amp; branding elements.



QUICKGUIDES TO CROSSING THE BORDER

INQUO INQUIRING MINDS

A screenshot of the Inquo website's mobile interface. At the top, there's a navigation bar with icons for home, search, and account. Below it is a header section with a blue background and white text. The main content area features a large red button labeled "SEARCH FOR CROSSING INTO MEXICO". To the right of this button is a vertical list of five items, each with a red circular icon and a title. At the bottom of the screen are four small circular icons with red symbols: a map, a person, a car, and a truck.

A screenshot of the Inquo website's mobile interface, showing a different section of the app. It features a vertical list of items with red circular icons and titles. The overall design is consistent with the first screenshot, using a dark blue header and a white body with red accents.

## New Features

- A - Quick guide to crossing into Mexico
- B - Quick guide to crossing back into the U.S.

## Our Proposed Solution

1. Easy to navigate guides for travelers seeking information on travel documents, restricted goods and crossing lanes.
2. Links to the extended resources
3. Visual iconography to provide visual aid to summarize and simplify the information presented to the users.



## Event Management System (EVS)

Global Calendar  
Event Detail Tab  
Attached Presentations Tab  
Agenda Detail Tab

## Our Proposed Solution

1. A custom EVS was created to manage bimonthly meetings, invitations, agenda, stakeholder registration and archival of presentations.
2. Simple calendar structure to provide a better UX
3. Content management for post event archival.



SBC INITIATIVES

INQUO  
INNOVATION

## SMART BORDER INITIATIVES

INITIATIVES

CURRENT INITIATIVES

INITIATIVES

INITIATIVES, RISK ASSESSMENT, RISK MITIGATION, PROJECT MANAGEMENT, AND DATA FLOW

DATA

RISK

ASSESS

MITIG

MANAGE

DATA

INITIATIVES, RISK ASSESSMENT, RISK MITIGATION, PROJECT MANAGEMENT, AND DATA FLOW



## SBC Initiatives CMS

We've created a custom-built CMS to manage the progress of all SBC initiatives.

## Our Proposed Solution

1. Custom-built initiatives CMS
2. Multi-category collapsible layout to simplify information grouping.
3. A way for stakeholder and users to provide insights and opinions on every initiative.
4. A way to share on social media each initiative.



We believe in the power of design and technology automation to lead business growth and innovation while keeping a human-centered approach to solve basic needs and provide value on every project we work.

Innovation is the only route to success and our creative mind is the only vehicle to achieve it.

