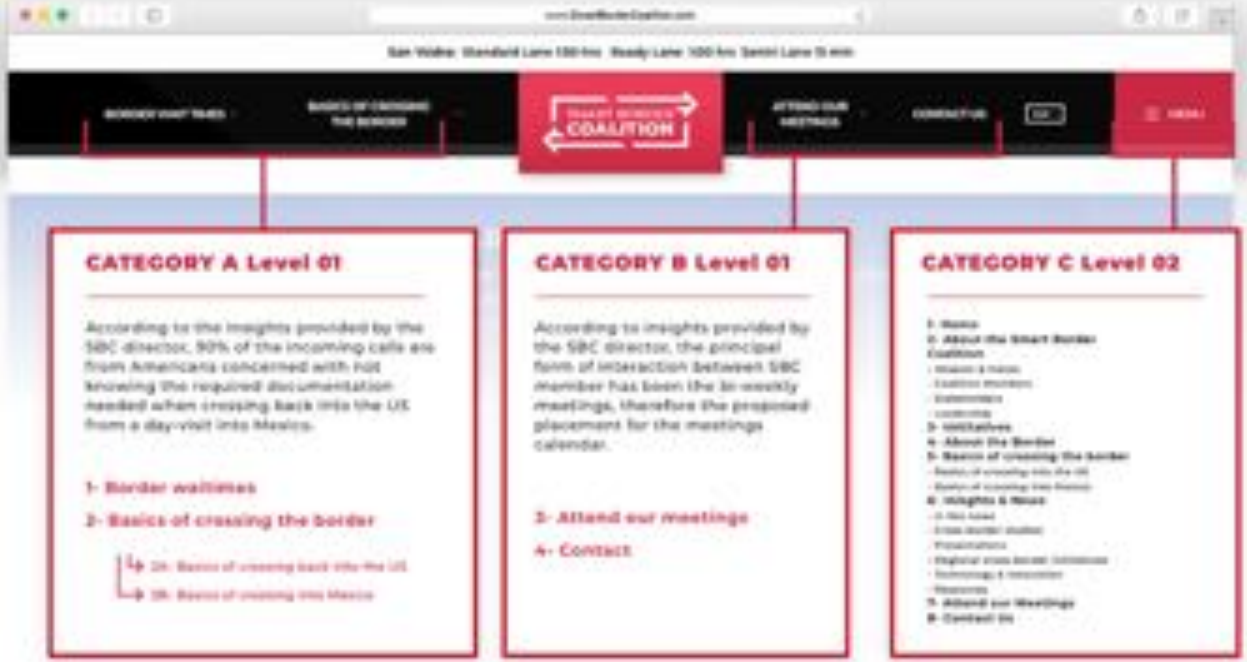
INQUŌ

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

Website 2019

INQUO | SIMPLIFIED NAVIGATION



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.

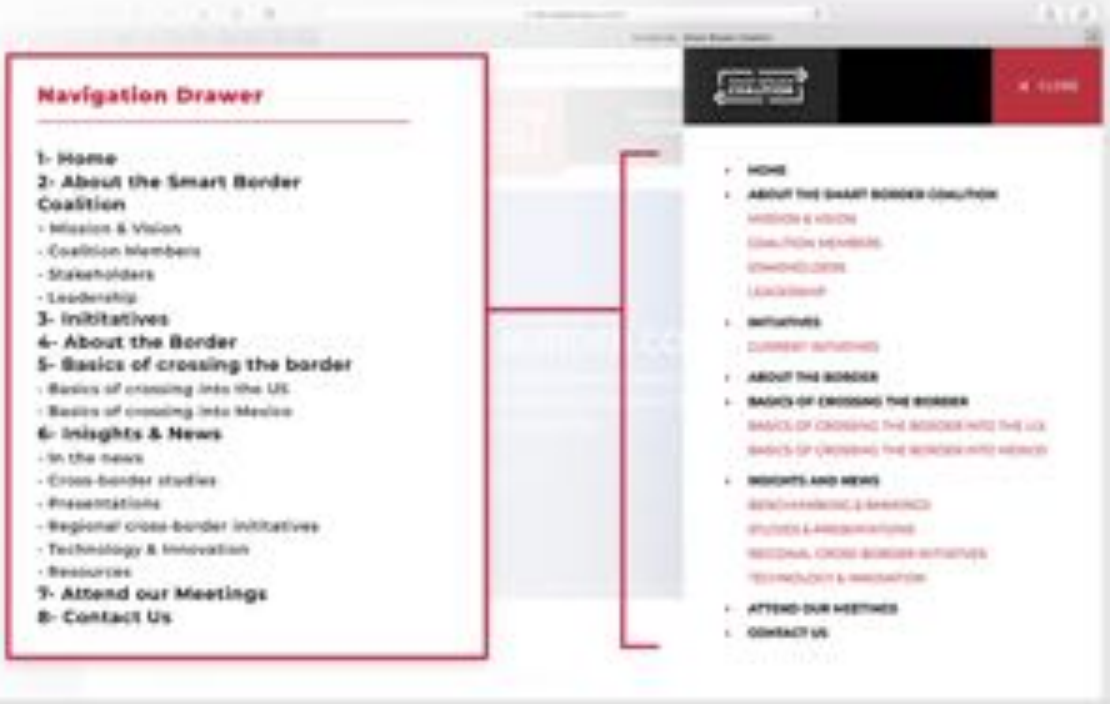
Our Proposed Solution

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.

INQUO | SIMPLIFIED NAVIGATION



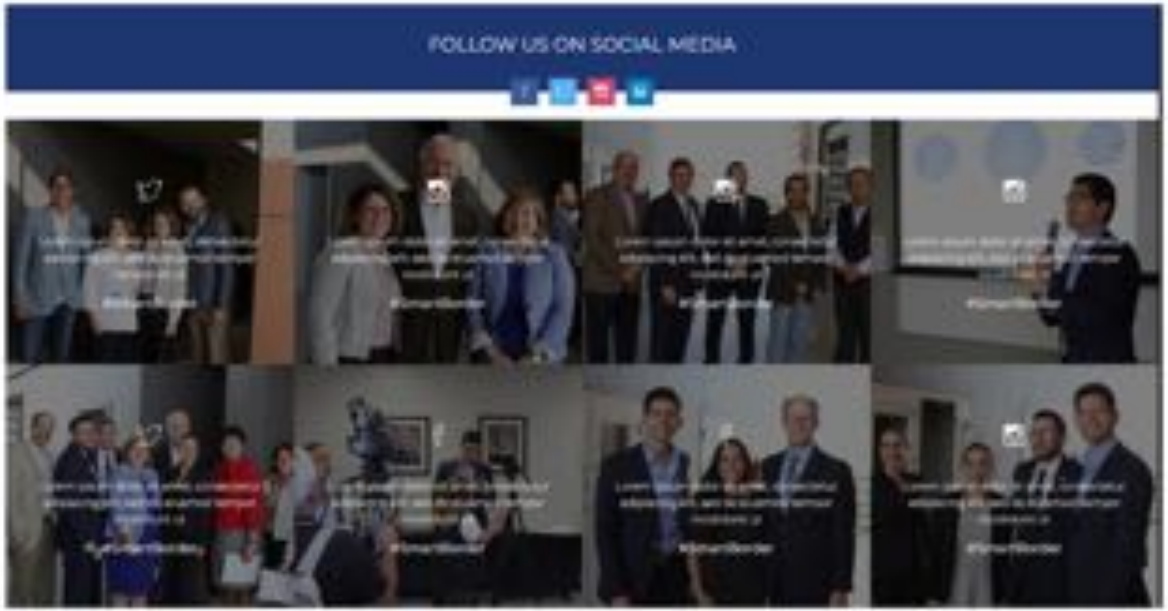
Level 02 Navigation

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.



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.

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2 CONSISTENCY IN UI ACTIONABLE ITEMS

2 Consistency in UI actionable items.

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3 SIMPLE COLOR PALETTE

3 Simple color palette

4 Single web font & styling

SBC

Monserrat

Characters

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
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

SMART BORDER COALITION

SMART BORDER COALITION

INQUO | WEB RE-DESIGN (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

INQUO | BORDER WAIT TIMES

Border Wait Times

Border wait times is one of the most crucial areas of interest to bi-national traveles 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 wat time was included.

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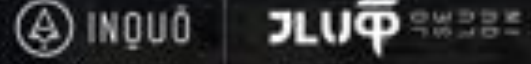

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THANKS

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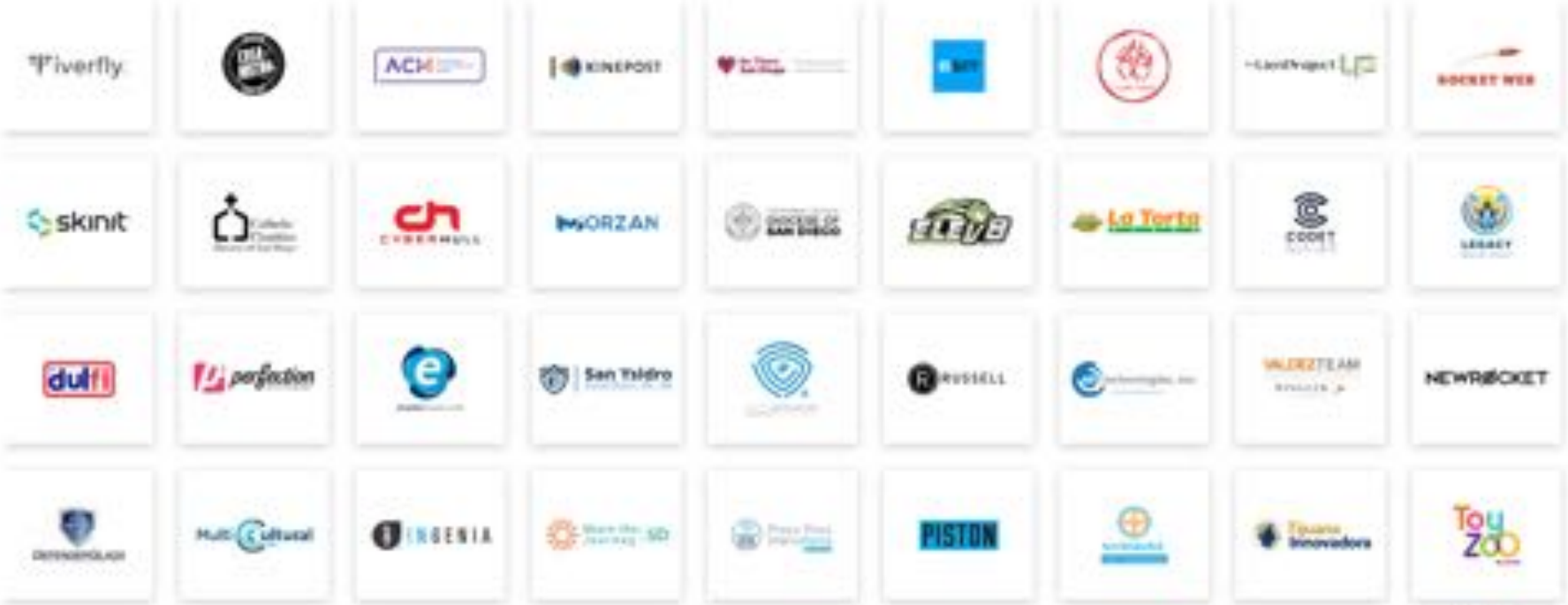
We'd the privilege and honor to partner up or collaborate with amazing clients in amazing projects in the San Diego - Tijuana region.



INQUO

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

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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

INQUO | SIMPLIFIED NAVIGATION

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.

INQUO | FACEBOOK

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 comercial administrator tool.

3. Create a consisten hashtag to automatically filter & load the most recent posts to the website.

INQUO | LINKEDIN

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 consisten hashtag to automatically filter & load the most recent posts to the website.

INQUO | TWITTER

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 consisten hashtag to automatically filter & load the most recent posts to the website.

Problems caused by inconsistency

1. Degraded user experience
2. Difficulty for users to learn and adopt how to interact with the UI.
3. Users build more trust in products with consistent user interfaces.
4. Inconsistent products are more difficult to maintain design iterations.

Proposed Solution

1. Unified UI design & branding elements.
2. Consistency in UI actionable items.
3. Simple color palete
4. Single web font & styling

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1 UNIFIED UI DESIGN & BRANDING ELEMENTS

1 Unified UI design & branding elements.

INQUŌ | QUICKGUIDES TO CROSSING THE BORDER

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.

INQUO | MEETING CALENDAR

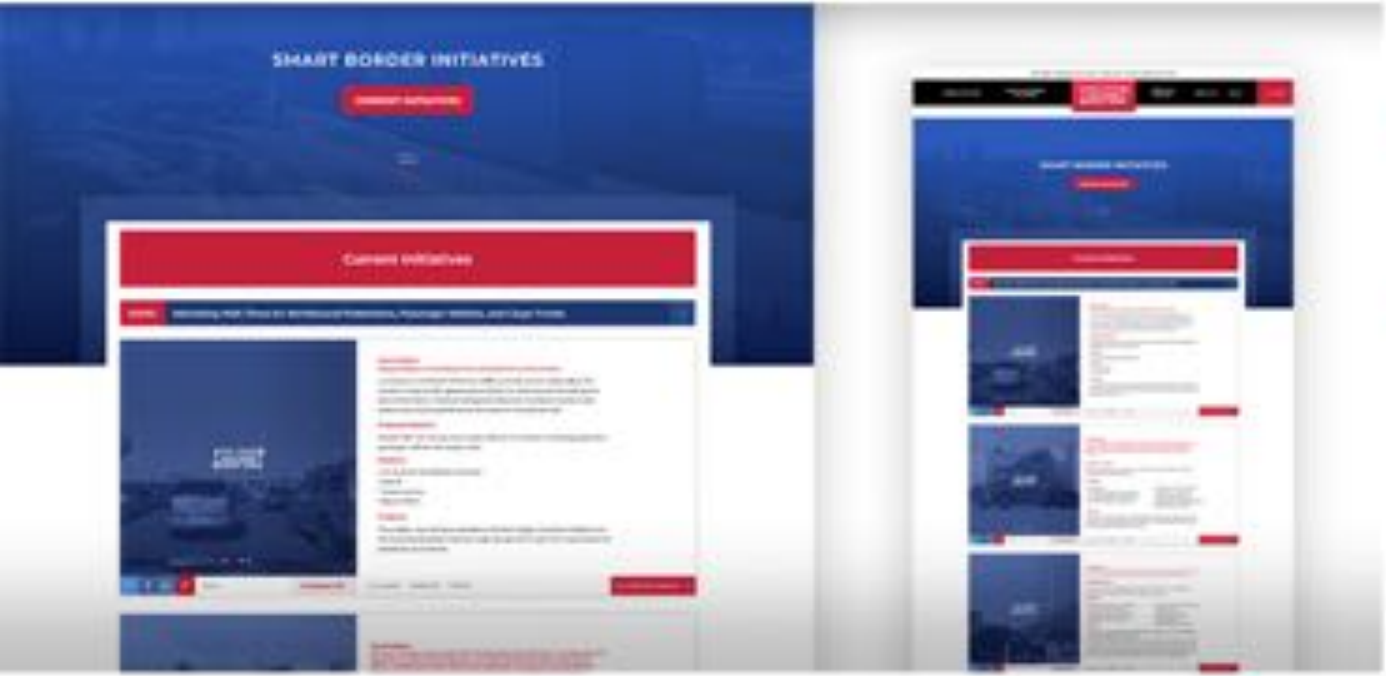
Event Management System (EVS)

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.

INQUO | SBC INITIATIVES



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.

INQUŌ

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.