Butter

ARTURO VILLAGOMEZ / PORTFOLIO CASE STUDY

What if the business changes?

Financial logic and product experience to explore decisions

Co-founder · Financial logic · Product experience

Explore the website / buttercfo.ai

Original Spanish-language presentation; fictional figures
Not a screenshot of the application

Conceptual scene



Conceptual scene · Arturo Villagomez

THE PROBLEM / MY CONTRIBUTION

Explore a change before deciding

THE CHALLENGE

Business leaders need to explore what might happen if sales, costs or targets change, keep alternatives and compare them with actual performance. The challenge was to turn those questions into an understandable financial experience.

MY CONTRIBUTION

As co-founder, I defined the rules, logic and experience design for budgets, scenarios and actual-versus-plan comparisons. I worked on organising actions, presenting variances and connecting users' questions to the financial context available to the AI assistant.



HOW I APPROACHED IT

Explore, keep and compare

Explore

Turn changes in sales or costs into scenarios.

Keep

Save alternatives and their assumptions.

Compare

Read actual performance against the plan.



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Vendes más. ¿Y ganas más?

Las ventas pueden crecer mientras el costo de lo que vendes se lleva una parte mayor de cada peso.

Que el esfuerzo también se vea en tus resultados.

Approved presentation · Original Spanish-language sample

Conceptual scene; not a screenshot of the application

Conceptual scene · Arturo Villagomez

OUTCOME / CAPABILITIES

Turning judgement into product behaviour

My contribution focused on turning financial judgement into product behaviour and requirements for the development team. Implementation involved collaborators; delivered features are distinguished from enhancements still under validation.

CAPABILITIES

Budgets and scenarios

Business rules and experience design

Development and AI requirements

SCOPE

Work carried out with collaborators. Delivered features are distinguished from enhancements still under validation.

Explore the website / buttercfo.ai

