Renato Dubbs

DIGITAL PORTFOLIO



**Info-Tech Preference Centre** 

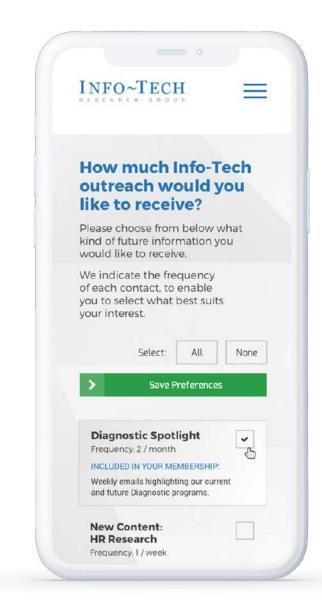
The Info-Tech Preference Centre is a project that required heavy visual revamping. We reached out to our researchers to determine the most emotionally intelligent system that performs one purpose, and one purpose only; helping users control how much content they would like to experience, without hassle, and with complete access.

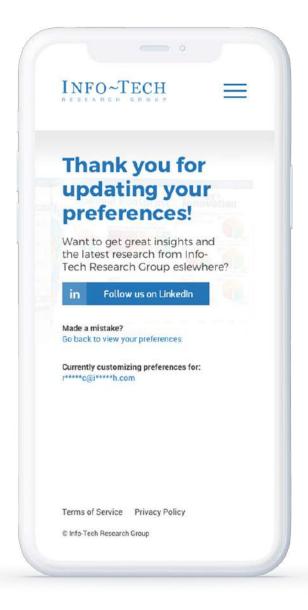
By rebuilding an unintuitive system, we succeeded in alleviating frustration for our end-users. The result is an easy to use application, that effortlessly manages the information we provide. Each container simply checks or unchecks which segment the user desires.

### Tasks:

Formative Resesearch, Cognitive
Walkthrough, Journey Map, Heuristics Eval,
Comptetitor Usability Testing, UX Sketching,
UI Design, Front-End Development









**Info-Tech Preference Centre** 

### Tasks:

Formative Resesearch, Cognitive Walkthrough, Journey Map, Heuristics Eval, Comptetitor Usability Testing, UX Sketching, UI Design, Front-End Development

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INFO~TECH

Did you Know?

Can Be Delivered Onsite or Online

An Info-Tech Workshop

Over the course of a week, our expert

facilitators help you complete a key

deliverables, and train your team.

We provide you the

research and roadmaps

to make your job easier

Through our tools and templates, step-by-

step methodologies, benchmarking and

executive coaching, and the insights and

advice of over 30,000 members, we help

**Evaluate Research Samples** 

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diagnostic programs, training and

What We Do

best-practice IT

you in five key ways.

initiative, work through critical project

Learn More

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# **How much Info-Tech** outreach would you like to receive?

programs.

tools and insights.

strategy development and business

technology planning.



share challenges and insights that shape upcoming research projects.

Save Preferences

Please choose from below what kind of future information you would like to receive. We indicate the frequency of each contact, to enable you to select what best suits your interest. Save Preferences **Diagnostic Spotlight New Content: HR Research** Frequency: 1 / week Frequency: 2 / month Newly published, timely HR research, Weekly emails highlighting our current and future Diagnostic tools and insights. **Member Benefits & Training** Internal New Content & Applications Infrastructure Frequency: 2 / month Frequency: 1 / week Periodic communications that help you improve key business functions Newly published, timely IT research, and make the most of your membership experience. **New Content: New Content: Applications** Strategy & Leadership Frequency: 1 / week Frequency: 2 / month Newly published, timely IT Included in most memberships: Newly research, tools and insights published, timely IT research, tools and insights. **New Content:** Survey & Research **Trends & Predictions** Frequency: 2 / month Frequency: 2 / month Invitations to participate as an industry expert through surveys or interviews to Mark Anderson's weekly newsletter covering must-have information for



#### **Diagnostic Spotlight**

Frequency: 2 / month

Weekly emails highlighting our current and future Diagnostic programs.



**Internal New Content & Applications Infrastructure** 

Frequency: 1 / week

Newly published, timely IT research, tools and insights.



Frequency: 2 / month

Mark Anderson's weekly newsletter covering must-have information for strategy development and business technology planning.



Frequency: 1 / week

Newly published, timely HR research, tools and insights.

**Member Benefits & Training** 

Frequency: 2 / month

Periodic communications that help you improve key business functions and make the most of your membership experience.



Frequency: 2 / month

Included in most memberships: Newly published, timely IT research, tools and insights.

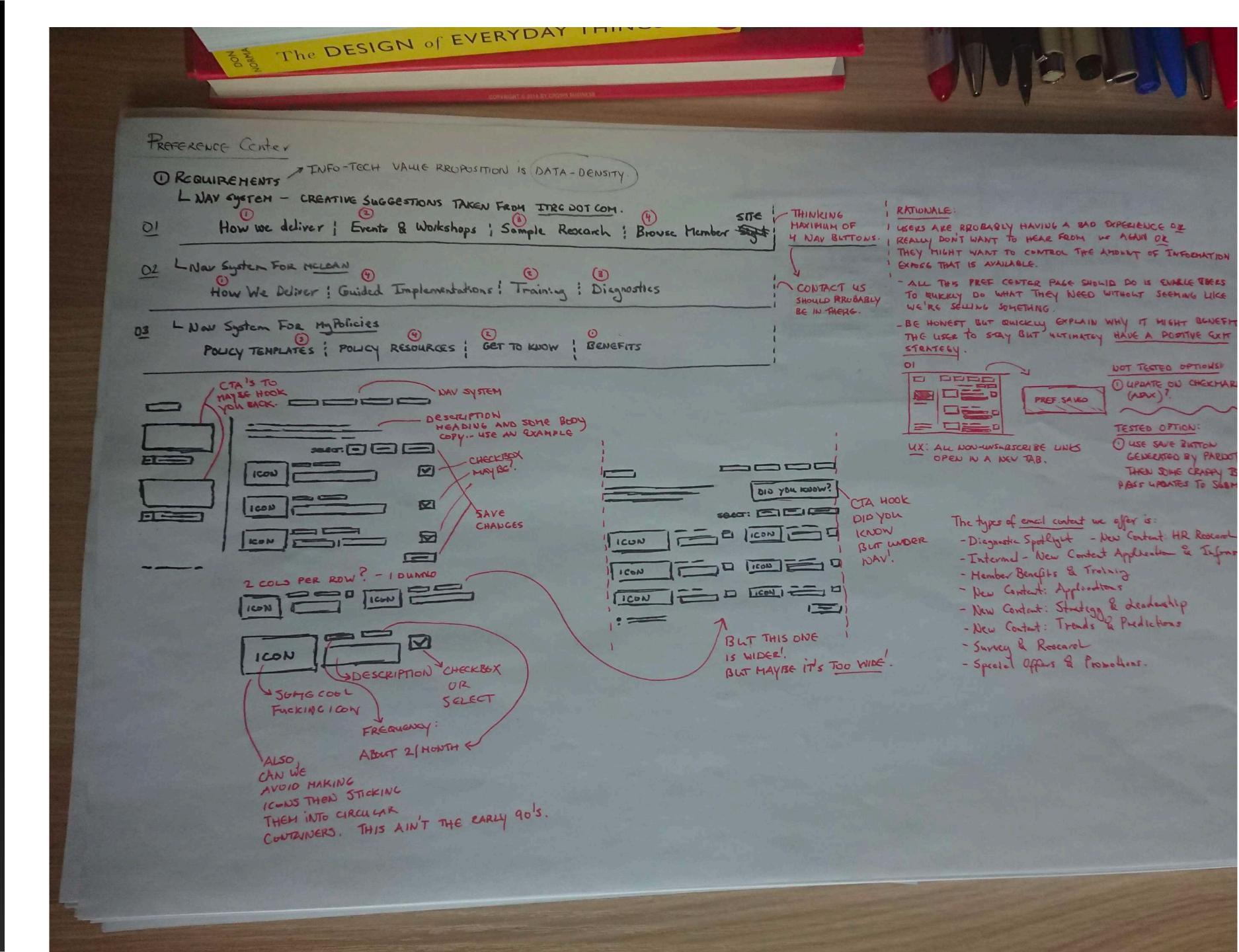




**Info-Tech Preference Centre** 

### Tasks:

Formative Resesearch, Cognitive
Walkthrough, Journey Map, Heuristics Eval,
Comptetitor Usability Testing, UX Sketching,
UI Design, Front-End Development





Society for Human **Resource Management** 

SHRM asked us to help develop a visual platform that brings together all of their survey data into a beautiful and functional reporting system. This particular report can hold anywhere from a couple hundred data responses to well over tens of thousands. We had to build this particular report in such a way that easily scaled, without feeling like additional data entries were simply latched on.

This is one of the most complex reports I've ever made. It takes some of the latest SCSS technology to bring together UI elements that would otherwise not work well for a dynamic PDF document.

## Tasks:

Cognitive Walkthrough, Summative Usability Testing, UX Sketching, UI Design, Front-End Development









single topped time from it the footpet. Thus, it is extinct that HR is aligned with the business to go on the most value sail of an organization's employmen. The HR Statesholder Management Diagnostic is a too effort, high impact tool that solt give you detailed report cords on the alignment of HR with the rest of the Southers's Autocloris, including states totaler settefaction with HIP's core services and administration.

- to determine what exectly it is they resed from 190:
- Evaluate state holders' top proofers and how suitable? they currently are with each practice area.
- Optimize alignment between left and the next of the
- Establish credibility and measure total and alignment amongst Hilf and your stokeholders.
- Improve your strategy by measuring the gup before you shot to manage it.
- . Potos pri allet the business priorities are and where HE is
- as it not meeting business heads.

Use the insights provided in this report to prientize key. programs and planning efforts, provide a baseline for nonlinuous improvement, aquass statusforcers' augmetations of MR, increase trust between HH and the business, and optimize HH and business argement. Understanding the needs of stakeholdies is the first and road coulet step in implementing an HR strategy. that yields the highest seture on investment in human copital.



Society for Human Resource Management

## Tasks:

Cognitive Walkthrough, Summative
Usability Testing, UX Sketching, UI Design,
Front-End Development



# SO HOW DO WE THINK AROUND HERE?

For a SHRM like project, we had to do lots of our usual thinking. Good ol' pen and paper, and usability thinking and testing with InDesign. Ultimately it's going to be a print based product.

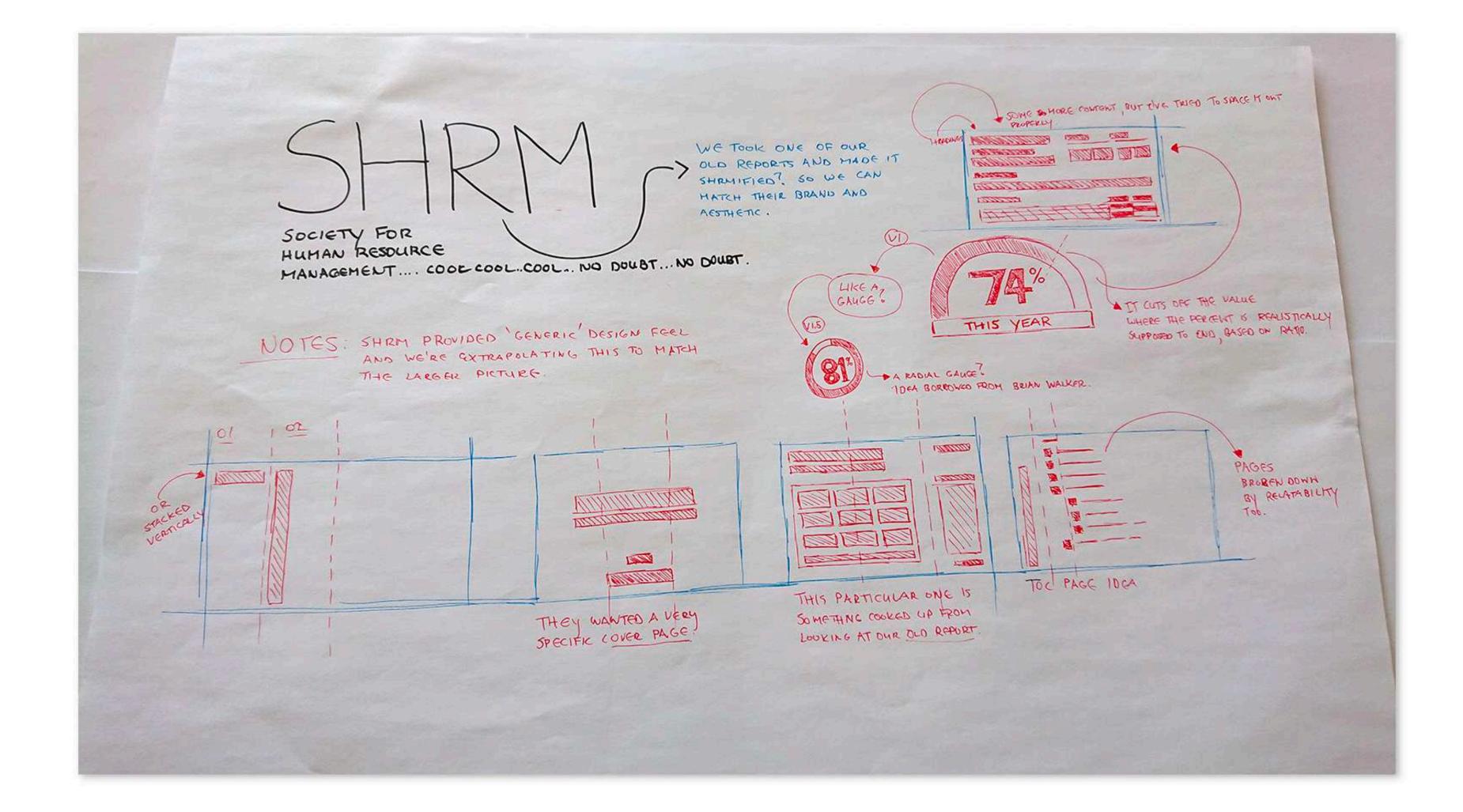
No you don't need Prototyping Apps for this, you can just as fast make most of these ideas with InDesign, and then quickly print at high-res to confirm PDF output, then have lots of folks review it for visual accessibility too.



Society for Human Resource Management

# Tasks:

Cognitive Walkthrough, Summative
Usability Testing, UX Sketching, UI Design,
Front-End Development



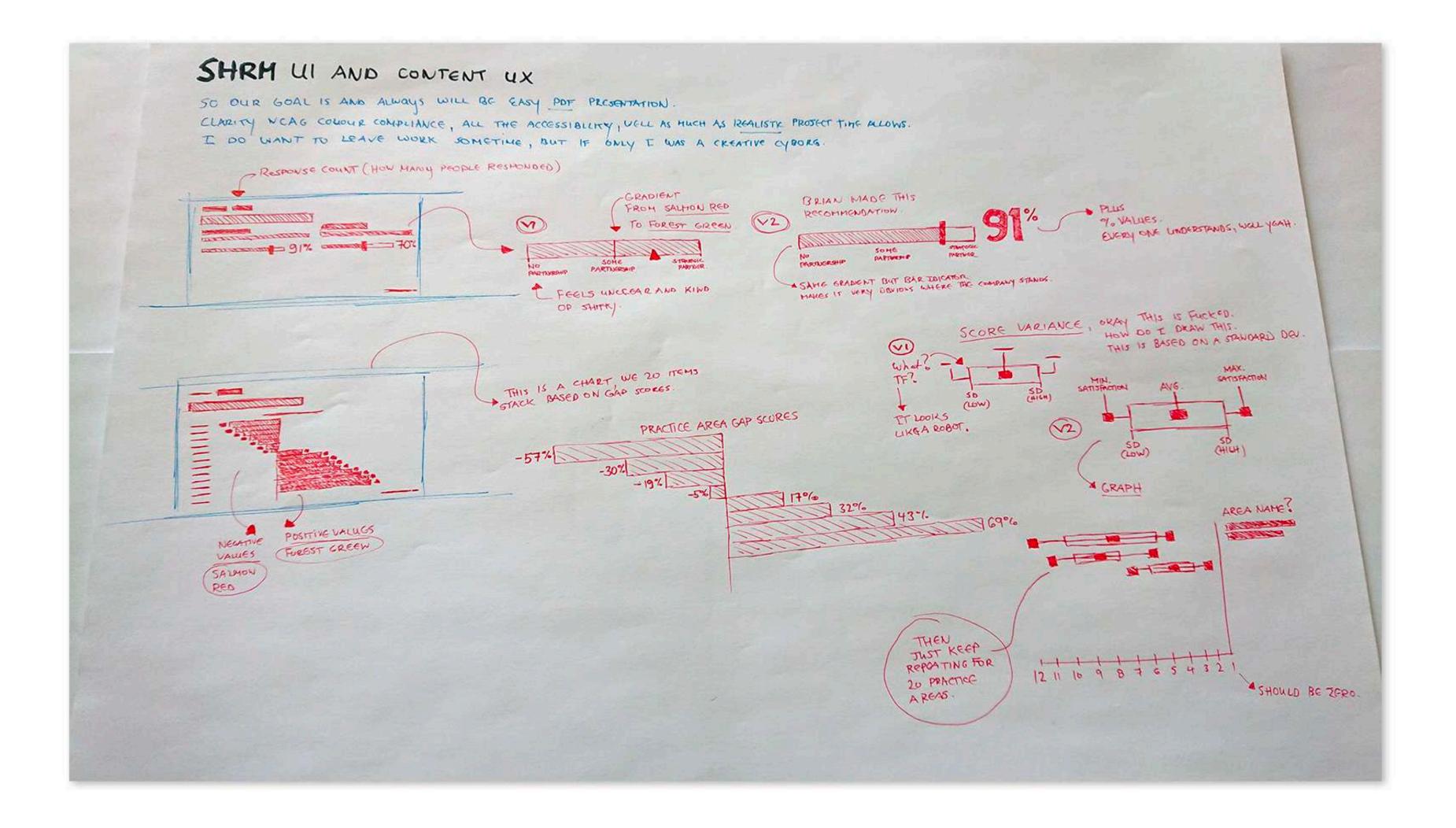


Society for Human Resource Management

# Tasks:

Cognitive Walkthrough, Summative
Usability Testing, UX Sketching, UI Design,
Front-End Development



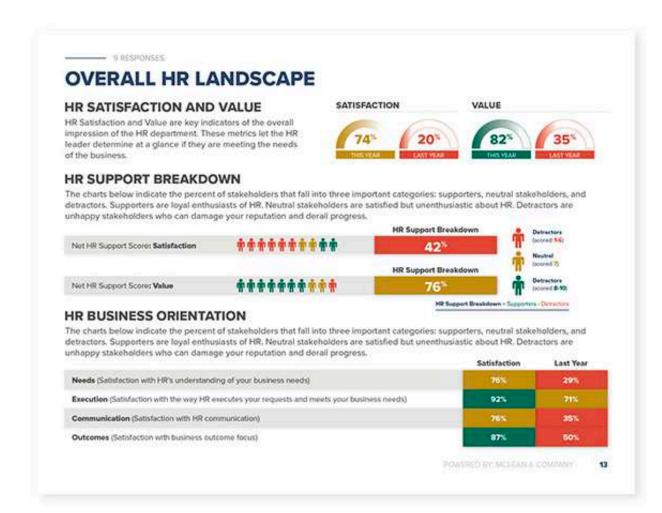


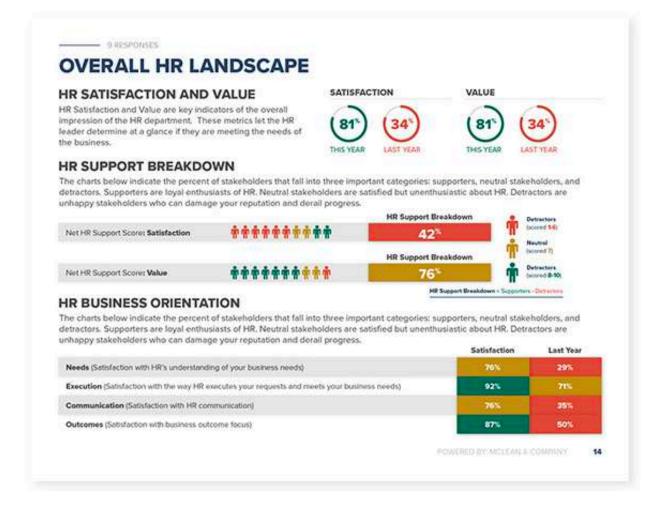


Society for Human Resource Management

### Tasks:

Cognitive Walkthrough, Summative Usability Testing, UX Sketching, UI Design, Front-End Development







This report consists of three types of scorecards to provide insight from a variety of perspectives on the performance of the HR function: Overall HR Landscape Scorecard, HR Landscape by Department Scorecard, and HR Scorecards by Department. Each section of the report is outlined below in more detail.

#### **OVERALL HR LANDSCAPE SCORECARD**

The Overall HR Landscape Scorecard provides insights on the following metrics across all departments to get a comprehensive understanding of the business's opinion of HR and its services overall:

- HR Satisfaction & Value
- Partnership & Alignment with HR
- HR Support Breakdown
- Administration, Program & Planning Capacity & Value Satisfaction
- HR Business Orientation
- Practice Area Service Gaps
- Top Business Priorities
- Practice Area Satisfaction

#### HR SCORECARDS BY DEPARTMENT

The HR Scorecards by Department provide insights on these same metrics one department at a time, so leadership can evaluate department results independently from other departments to glean more targeted insights and prioritize departments to focus on first.

Each department's HR Scorecard also includes a qualitative feedback section in which business leaders can provide comments and suggestions for actionable ways HR can improve the service they provide to the business within the various practice areas.

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6



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Cognitive Walkthrough, Summative Usability Testing, UX Sketching, UI Design, Front-End Development

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#### SATISFACTION

#### VALUE





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#### SATISFACTION



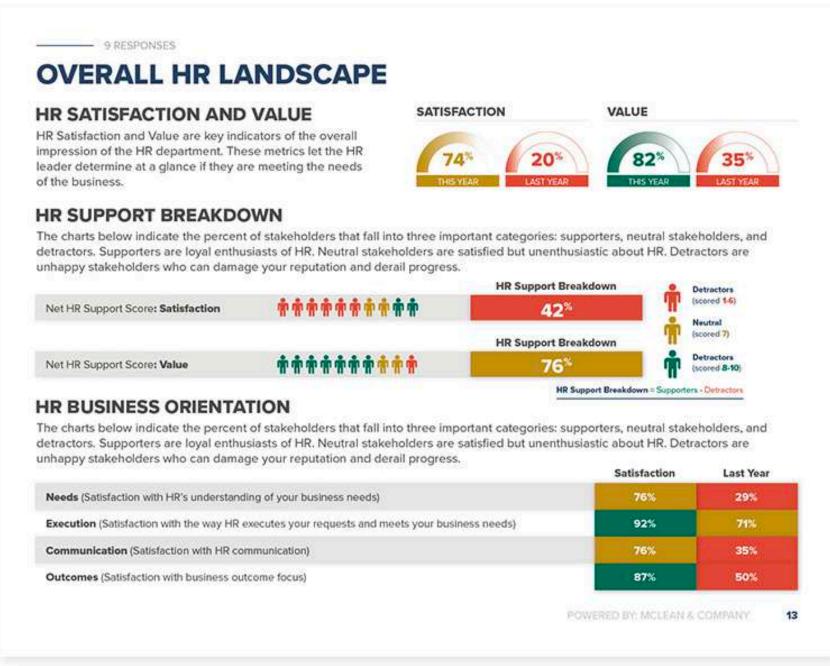


#### VALUE









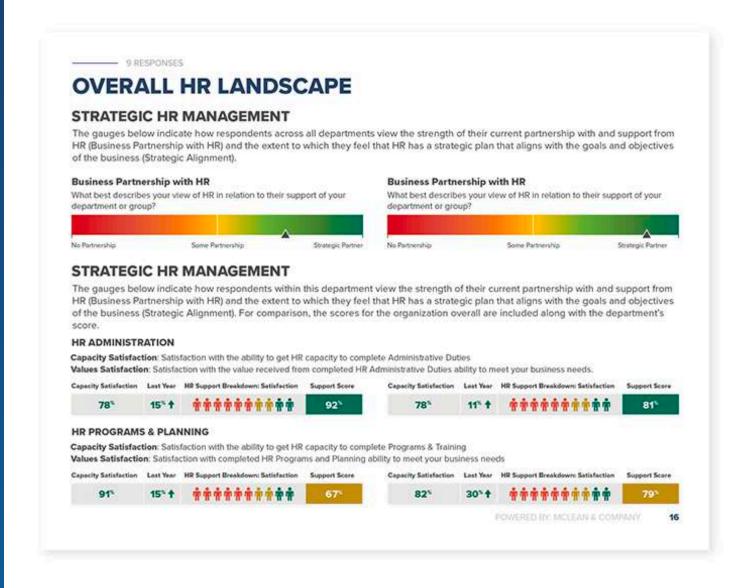


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#### Tasks:

Cognitive Walkthrough, Summative Usability Testing, UX Sketching, UI Design, Front-End Development

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# 9 RESPONSES

# **OVERALL HR LANDSCAPE**

#### STRATEGIC HR MANAGEMENT

The gauges below indicate how respondents across all departments view the strength of their current partnership with and support from HR (Business Partnership with HR) and the extent to which they feel that HR has a strategic plan that aligns with the goals and objectives of the business (Strategic Alignment).

#### **Business Partnership with HR Business Partnership with HR** What best describes your view of HR in relation to their support of your What best describes your view of HR in relation to their support of your department or group? department or group? No Partnership Some Partnership No Partnership Some Partnership

#### STRATEGIC HR MANAGEMENT

The gauges below indicate how respondents within this department view the strength of their current partnership with and support from HR (Business Partnership with HR) and the extent to which they feel that HR has a strategic plan that aligns with the goals and objectives of the business (Strategic Alignment). For comparison, the scores for the organization overall are included along with the department's score.

#### HR ADMINISTRATION

Capacity Satisfaction: Satisfaction with the ability to get HR capacity to complete Administrative Duties

Values Satisfaction: Satisfaction with the value received from completed HR Administrative Duties ability to meet your business needs.

Capacity Satisfaction	Last Year	HR Support Breakdown: Satisfaction	Support Score	Capacity Satisfaction	Last Year	HR Support Breakdown: Satisfaction	Support Score	
78%	15% ↑	****	92*	78%	11 <sup>×</sup> ↑	****	81%	
HR PROGRAM	S & PI AI	NNING						

#### HR PROGRAMS & PLANNING

Capacity Satisfaction: Satisfaction with the ability to get HR capacity to complete Programs & Training

city Satisfaction	Last Year	HR Support Breakdown: Satisfaction	Support Score	<b>Capacity Satisfaction</b>	Last Year	HR Support Breakdown: Satisfaction	Support Score
91%	15% ↑	*****	67*	82%	30% ♠	*****	79×

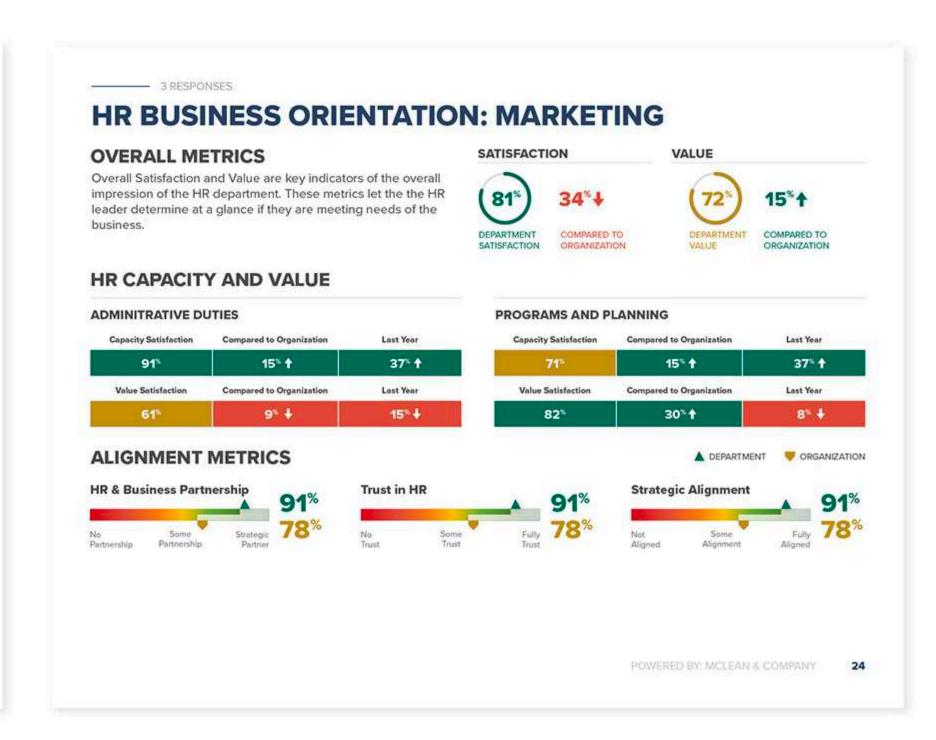


Society for Human Resource Management

## Tasks:

Cognitive Walkthrough, Summative
Usability Testing, UX Sketching, UI Design,
Front-End Development

ALL CATEGORIES ARE ROUNDED TO THE NEAREST 5. **HR SATISFACTION &** STRATEGIC HR MANAGEMENT PRACTICE AREA OVERVIEW The gauges below display the overall satisfaction, strategic alignment, and business partnership scores for each department. The practice area ranked as most important is presented at the bottom of each department's score gauge. **FACILITIES** MARKETING No Strategic Full Strategic Alignment Alignment **EMPLOYEE RELATIONS** EVIDENCE-BASED TREND FORECASTING & REPONSIVENESS SALES RESEARCH COMPLIANCE & RISK MANAGEMENT **EMPLOYEE ENGAGEMENT** TALENT DEVELOPMENT POWERED BY: MCLEAN & COMPANY 23





Society for Human Resource Management

# Tasks:

Cognitive Walkthrough, Summative
Usability Testing, UX Sketching, UI Design,
Front-End Development

- 3 RESPONSES HR BUSINESS ORIENTATION: MARKETING **BUSINESS SATISFACTION AND IMPORTANCE FOR CORE SERVICES** The core services of HR are important when determining what HR should focus on. The most important services with the lowest satisfaction offer the largest area of improvement for HR to drive business value. Core Service Satisfaction Compared to Org. Ranking **Employee Relations** 10th 76% 29%+ Designs and promotes policies, processes, and programs that foster positive employee relations. 1st 91% 17% + Develops and implements methods to foster and manage labor relations and leverages opportunities for improvement. Innovation Culture 4<sup>th</sup> 29%+ 76% Promotes and implements practices and policies to support a culture of innovation and freedom to try Diversity & Inclusion 91% 17%+ 10th Establishes a culture that supports and leverages the advantages of a diverse and inclusive workforce. Resilience & Sustainability 29%+ 4st 76% Implements systems and processes that enable business continuity and social entrepreneurship. Compliance & Risk Management 4th 91% 17% + Mitigates risk proactively, ensures compliance training and initiatives are in place, and monitors and addresses incidents efficiently.

Total Rewards & Benefits

economic dynamics.

Talent Development

to attract and retain competitive talent.

Designs, implements, and maintains a total rewards and recognition program that allows the organization

Sources, attracts, selects, and onboards high-quality talent in alignment with changing workforce and

Develops, advances, and retains an organization's talent using timely, relevant methods (e.g., internal

Manages employee performance and supports associated processes (e.g., performance reviews,

training opportunities, skill advancement, mentoring, internal mobility).

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10th

1st

4th

29%+

17%+

29%+

17% +

76%

91%

76%

91%

Last Year

29%+

20%+

29%+

20%+

29%+

20%+

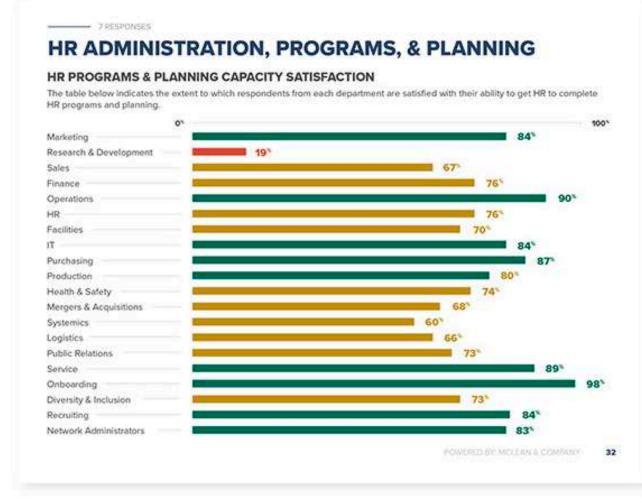
29%+

20%+

29%+

20%+







Society for Human Resource Management

### Tasks:

Cognitive Walkthrough, Summative
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### **SoftwareReviews**

SoftwareReviews is a sister company from Info-Tech that directly competes with G2Crowd, Capterra, TrustRadius, and the like. What's truly unique about this particular application is that it's built to link each category to relevant industry research. As users navigate the space to discover the application that is just right for them, they also discover just how that application is benefiting their industry.

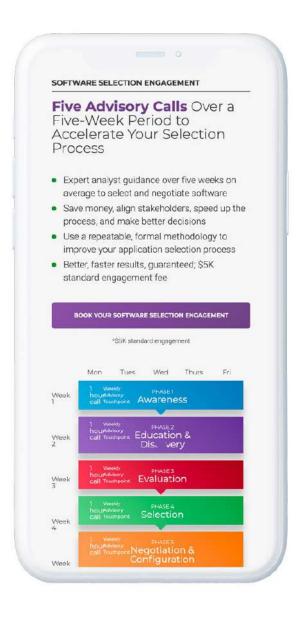
This project required us to work closely with our stakeholders, to determine which direction the data is leading us, what liberties we might be able to take, and to test how we can invoke more life into a new iteration of the app. What you see is the summation of many internal iterations.

## Tasks:

Cognitive Walkthrough, Summative
Usability Testing, User Research Interviews,
UX Sketching, UI Design, Front-End
Development





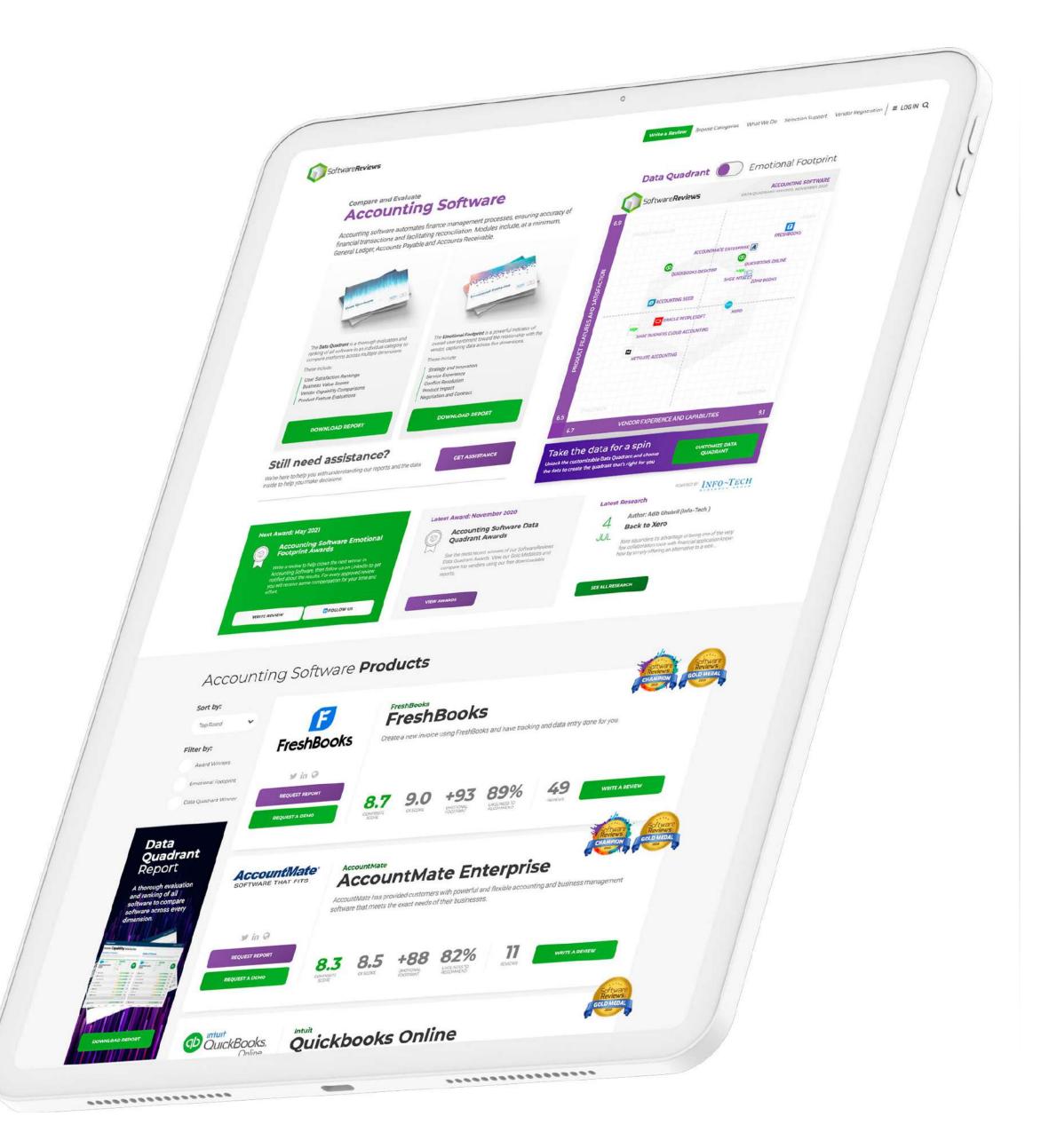


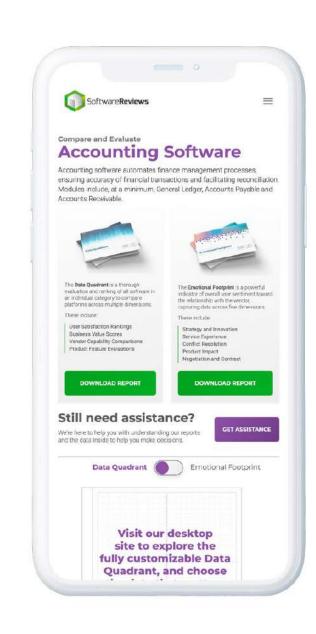


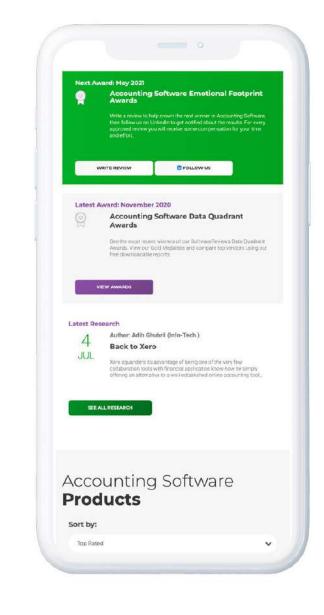
**SoftwareReviews** 

# Tasks:

Cognitive Walkthrough, Summative
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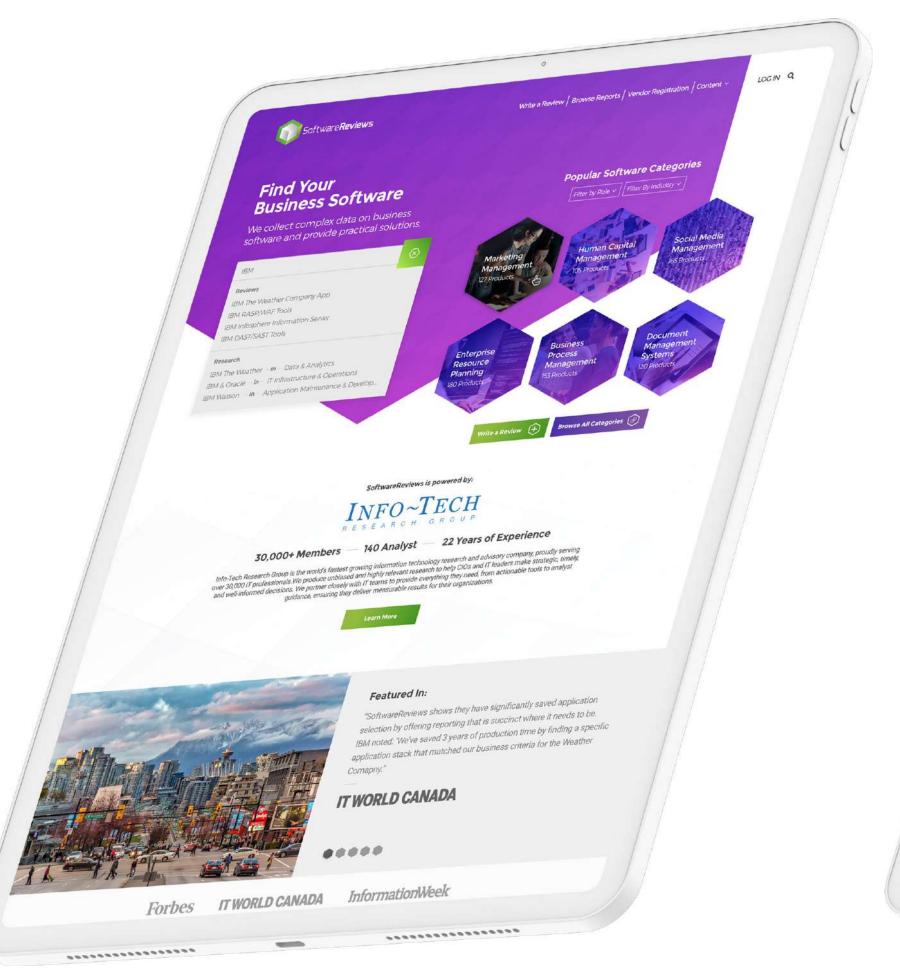


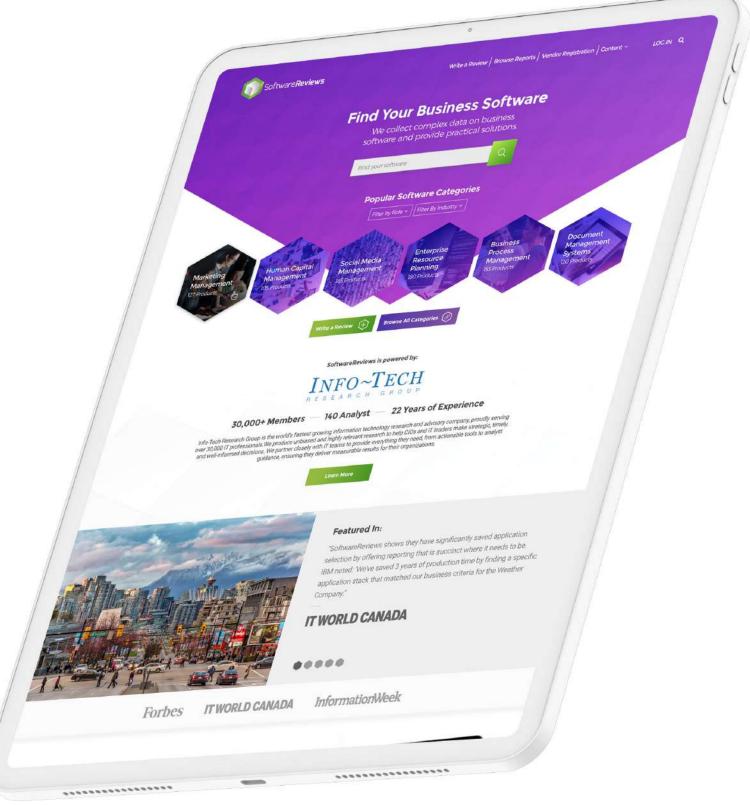
SoftwareReviews

# Tasks:

Cognitive Walkthrough, Summative
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**SoftwareReviews** 

### Tasks:

Cognitive Walkthrough, Summative Usability Testing, User Research Interviews, UX Sketching, UI Design, Front-End Development

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application stack that matched our business criteria for the Weather Comapny."

#### IT WORLD CANADA

IT WORLD CANADA InformationWeek

### **Our Emotional Footprint** empowers you to select the right software solution

Info-Tech Research Group is the world's fastest growing information technology research and advisory company, proudly serving over 30,000 fT professionals. We produce unbiased and highly relevant research to help CIOs and fT leaders make strategic, timely, and well-informed decisions.

We partner closely with IT teams to provide everything they need, from actionable tools to analyst guidance, ensuring they deliver measurable results for their







30,000+ Members — 140 Analyst — 22 Years of Experience

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#### Featured In:

"SoftwareReviews shows they have significantly saved application selection by offering reporting that is succinct where it needs to be. IBM noted: 'We've saved 3 years of production time by finding a specific application stack that matched our business criteria for the Weather Company."

#### IT WORLD CANADA

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IT WORLD CANADA

InformationWeek

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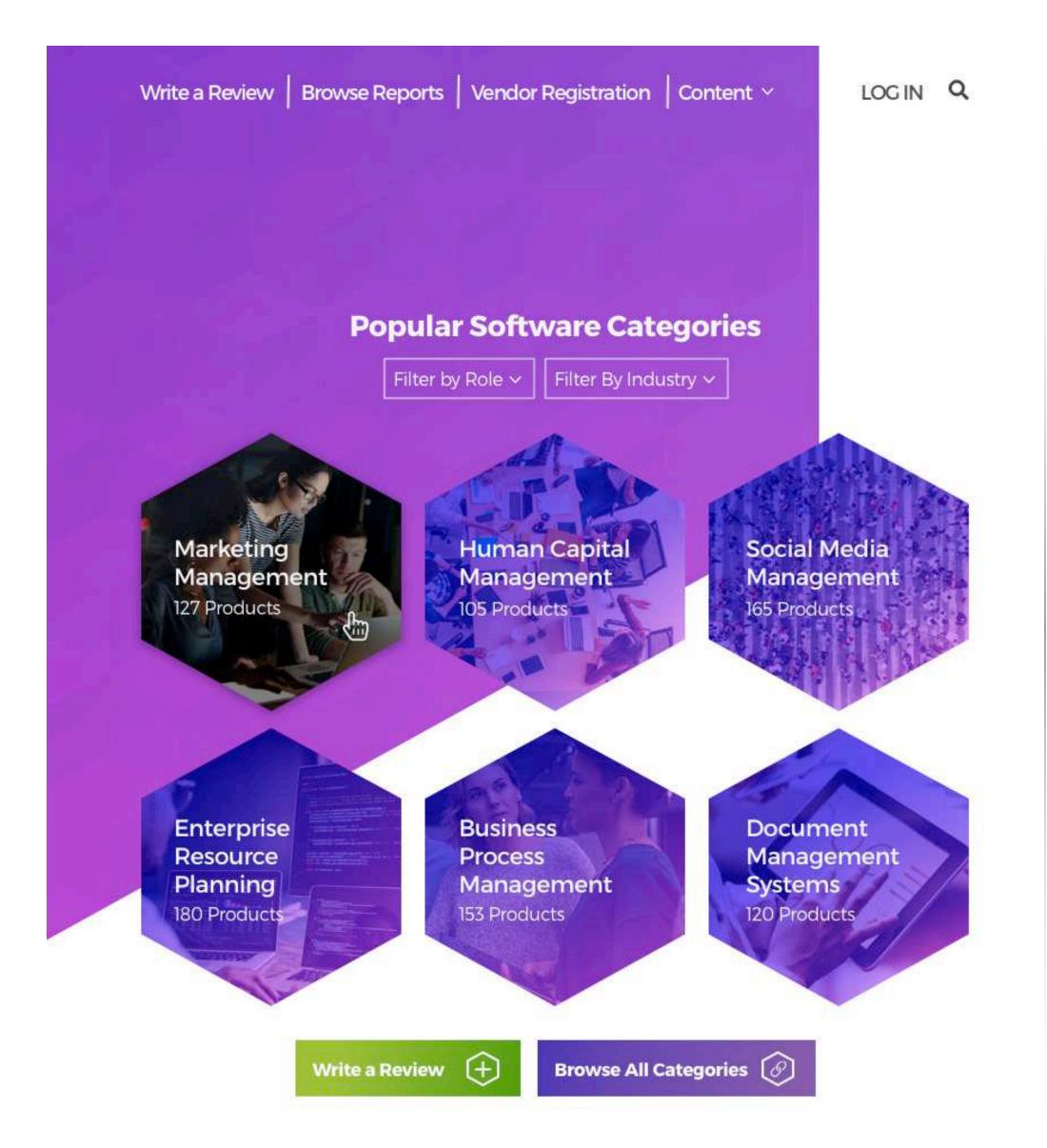


**SoftwareReviews** 

# Tasks:

Cognitive Walkthrough, Summative
Usability Testing, User Research Interviews,
UX Sketching, UI Design, Front-End
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Find your software

Q

IBM



#### Reviews

IBM The Weather Company App

IBM RASP/WAF Tools

IBM Infosphere Information Server

IBM DAST/SAST Tools

#### Research

IBM The Weather -in- Data & Analytics

IBM & Oracle -in- IT Infrastructure & Operations

IBM Watson -in- Application Maintenance & Develop...



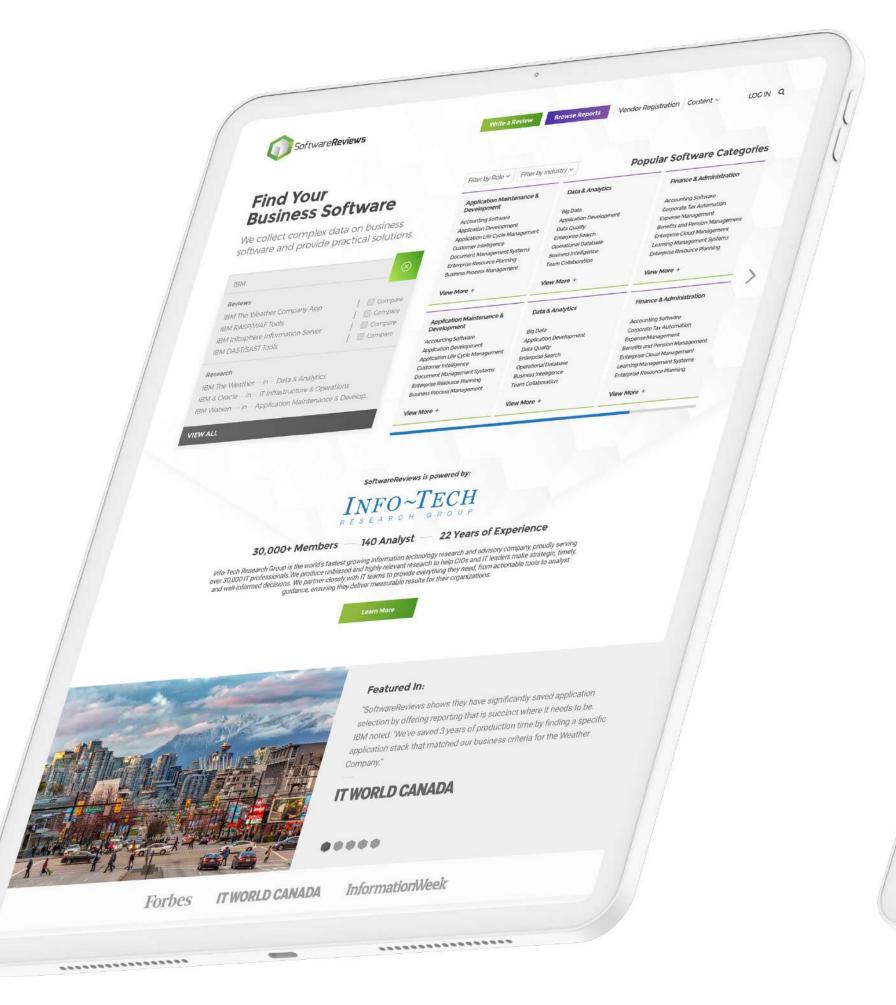
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SoftwareReviews

# Tasks:

Cognitive Walkthrough, Summative
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**SoftwareReviews** 

### Tasks:

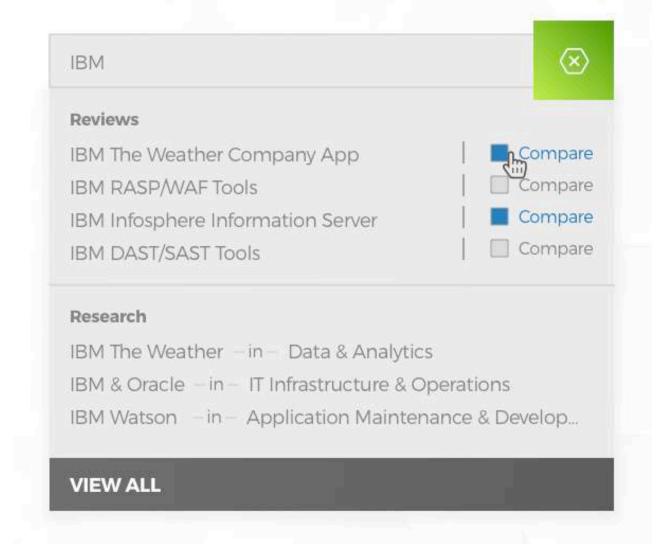
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# Find Your Business Software

We collect complex data on business software and provide practical solutions.



Filter by Role ∨

## Filter by Industry ~

# **Popular Software Categories**

#### Application Maintenance & Development

Accounting Software
Application Development
Application Life Cycle Management
Customer Intelligence
Document Management Systems
Enterprise Resource Planning

**Business Process Management** 

View More +

#### Data & Analytics

Big Data
Application Development
Data Quality
Enterprise Search
Operational Database
Business Intelligence
Team Collaboration

View More +

#### Finance & Administration

Accounting Software
Corporate Tax Automation
Expense Management
Benefits and Pension Management
Enterprise Cloud Management
Learning Management Systems
Enterprise Resource Planning

View More +

#### Application Maintenance & Development

Accounting Software
Application Development
Application Life Cycle Management
Customer Intelligence
Document Management Systems
Enterprise Resource Planning
Business Process Management

View More +

#### Data & Analytics

Big Data
Application Development
Data Quality
Enterprise Search
Operational Database
Business Intelligence
Team Collaboration

View More +

#### Finance & Administration

Accounting Software
Corporate Tax Automation
Expense Management
Benefits and Pension Management
Enterprise Cloud Management
Learning Management Systems
Enterprise Resource Planning

View More +



**SoftwareReviews** 

# Tasks:

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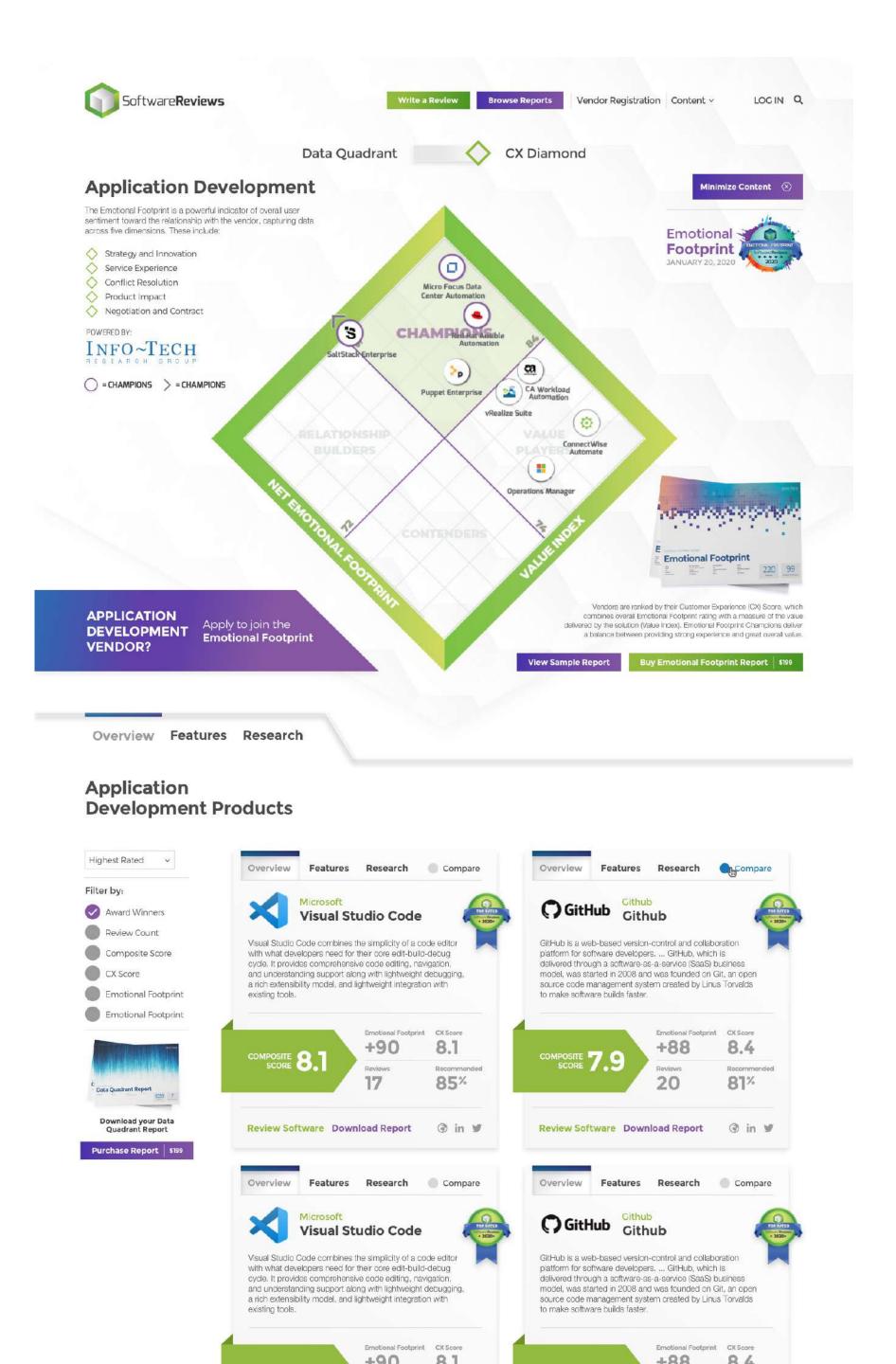


**SoftwareReviews** 

### Tasks:

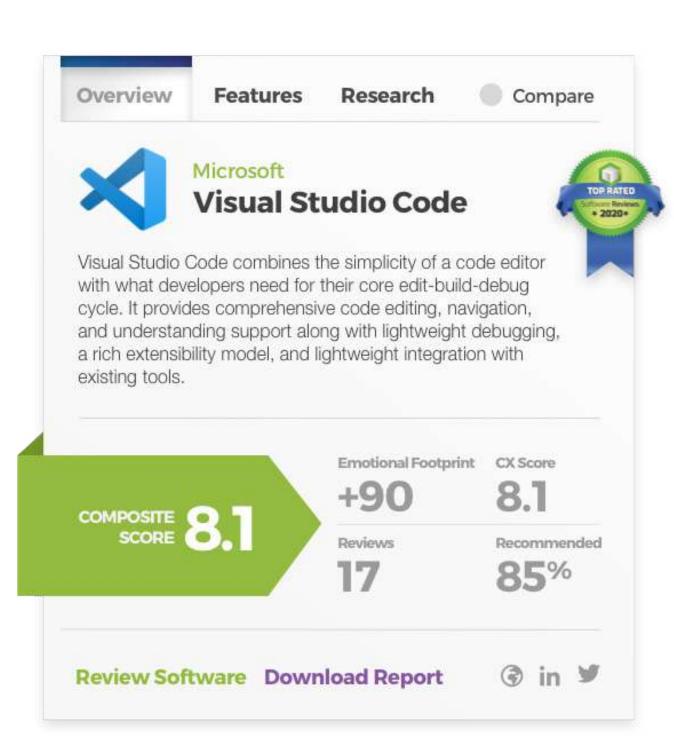
Cognitive Walkthrough, Summative
Usability Testing, User Research Interviews,
UX Sketching, UI Design, Front-End
Development

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Overview Features Research

# Application Development Products



Thank You