



Renato Dubbs  
**DIGITAL PORTFOLIO**

## Project:

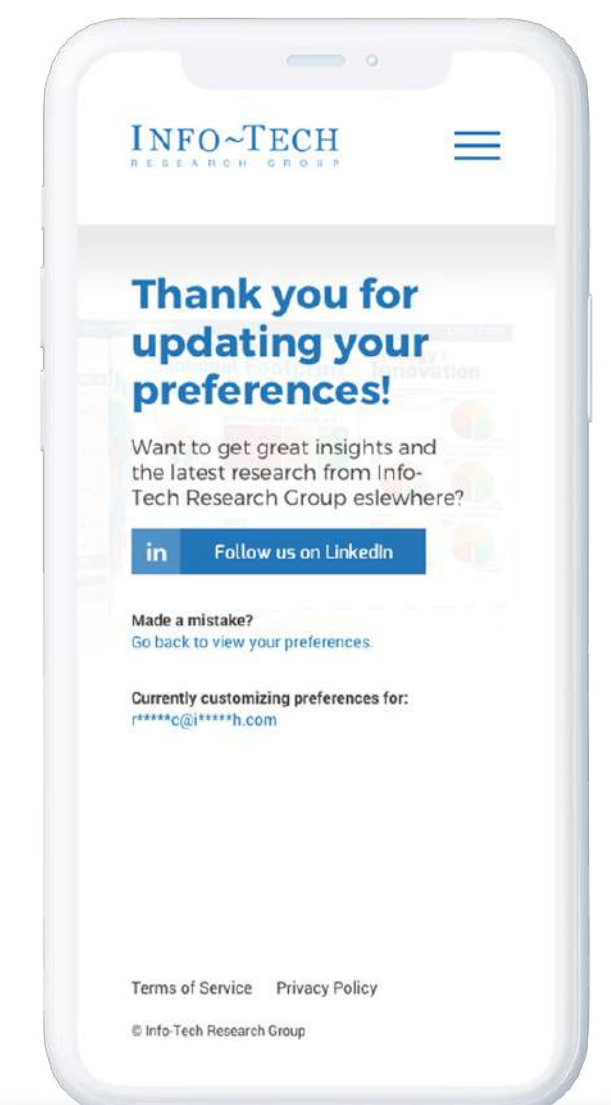
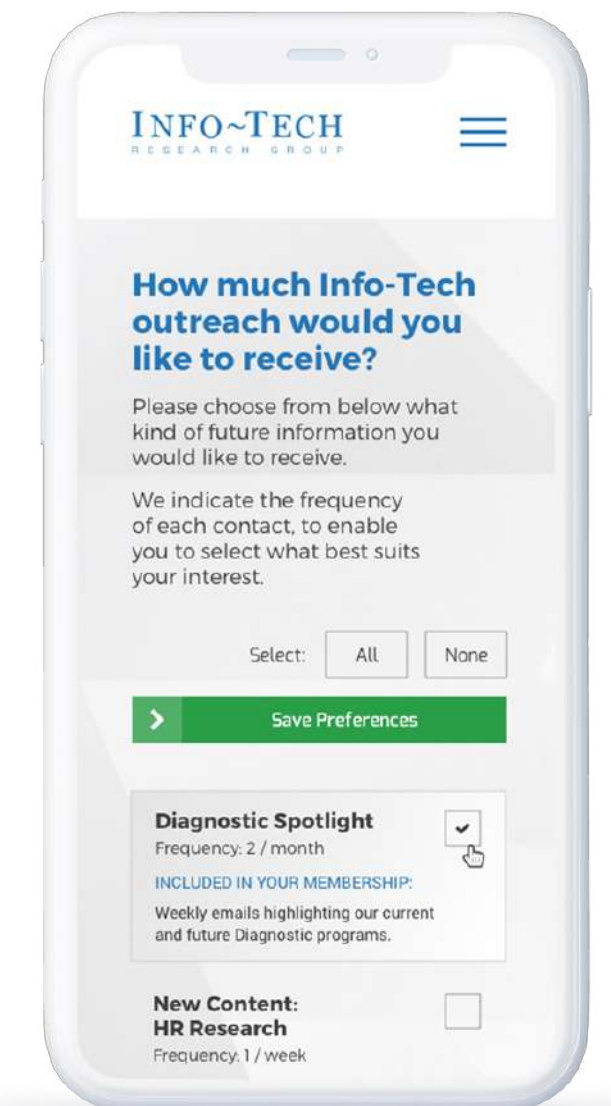
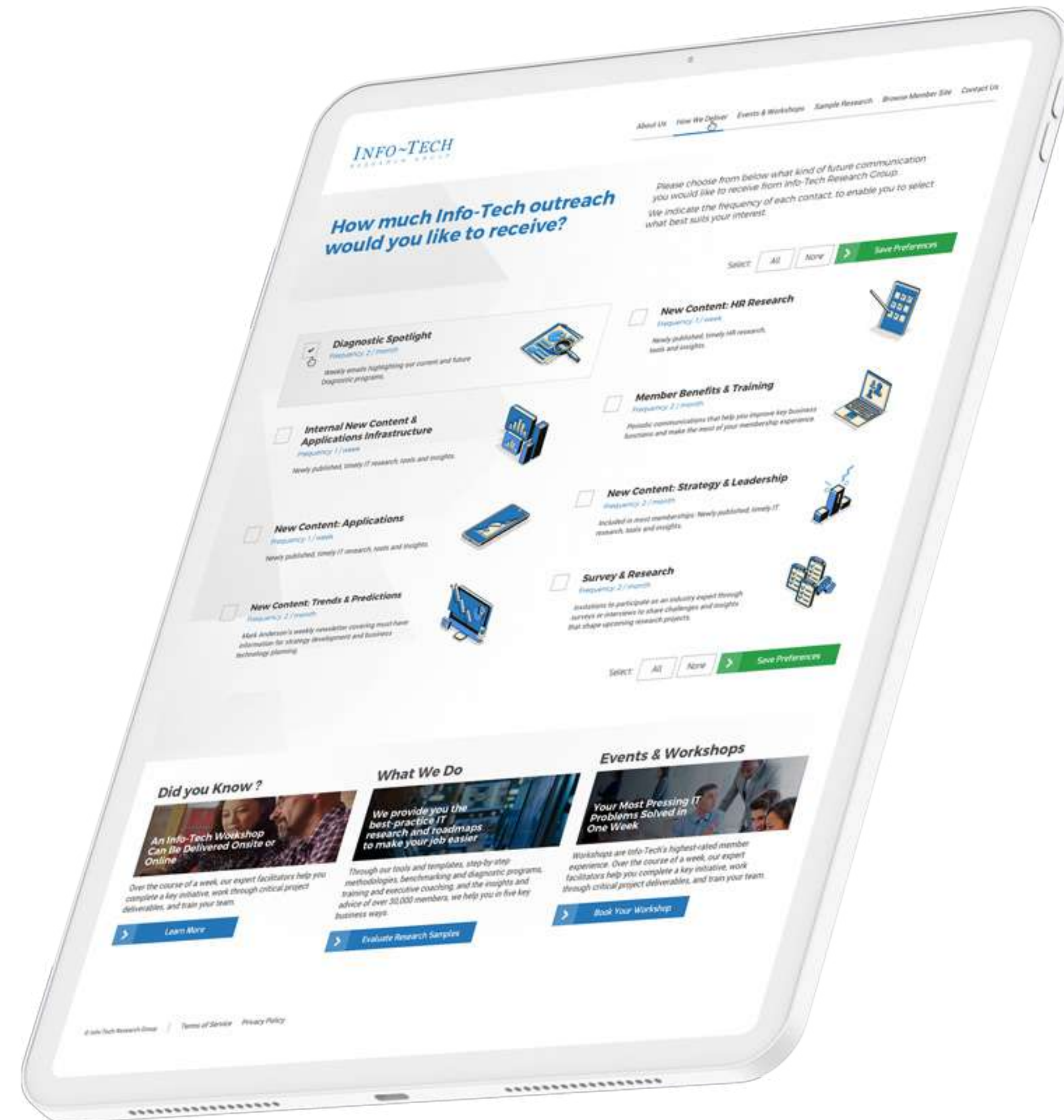
## Info-Tech Preference Centre

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 Research, Cognitive Walkthrough, Journey Map, Heuristics Eval, Competitor Usability Testing, UX Sketching, UI Design, Front-End Development





Project:

Info-Tech Preference Centre

Tasks:

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

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

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.

Select: All None Save Preferences

☒ **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.



☐ **New Content: Applications**  
Frequency: 1 / week  
Newly published, timely IT research, tools and insights.



☐ **New Content: Trends & Predictions**  
Frequency: 2 / month  
Mark Anderson's weekly newsletter covering must-have information for strategy development and business technology planning.



☐ **New Content: HR Research**  
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.



☐ **New Content: Strategy & Leadership**  
Frequency: 2 / month  
Included in most memberships: Newly published, timely IT research, tools and insights.



☐ **Survey & Research**  
Frequency: 2 / month  
Invitations to participate as an industry expert through surveys or interviews to share challenges and insights that shape upcoming research projects.



Select: All None Save Preferences

☒ **Diagnostic Spotlight**  
Frequency: 2 / month  
Weekly emails highlighting our current and future Diagnostic programs.



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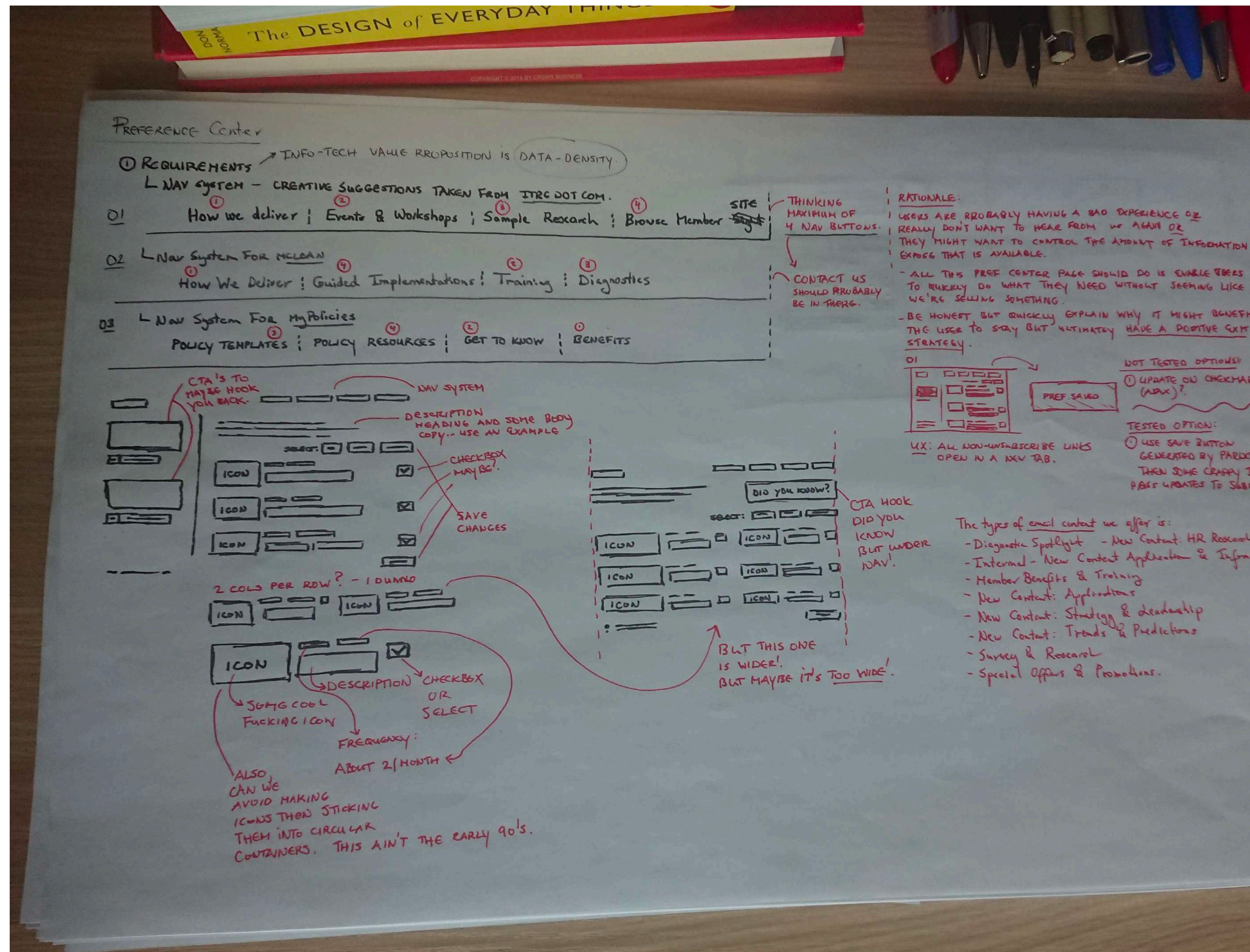


## Project:

## Info-Tech Preference Centre

## Tasks:

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





Project:

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



## Project:

Society for Human  
Resource Management



## 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.

## Tasks:

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

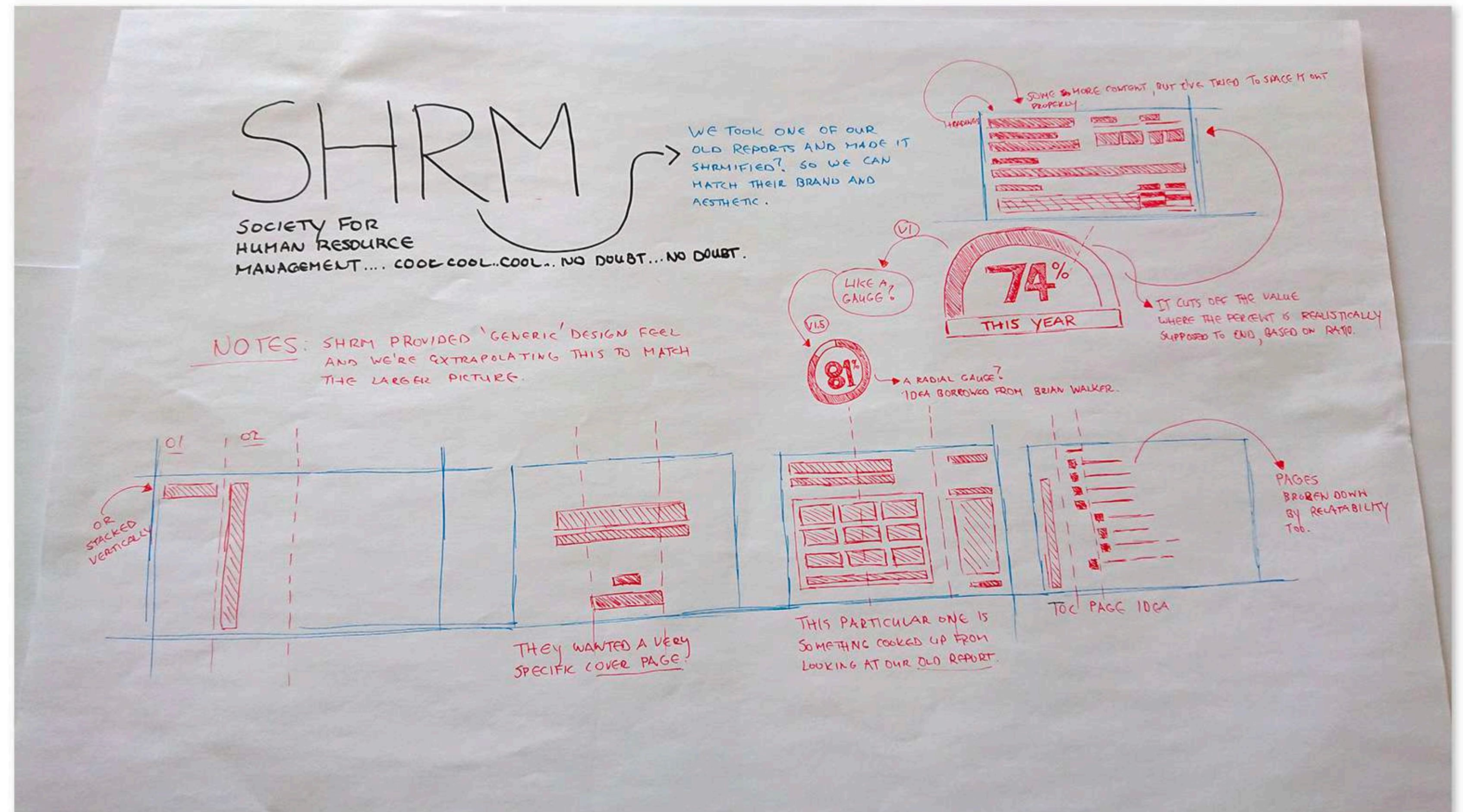


## Project:

Society for Human  
Resource Management

## Tasks:

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



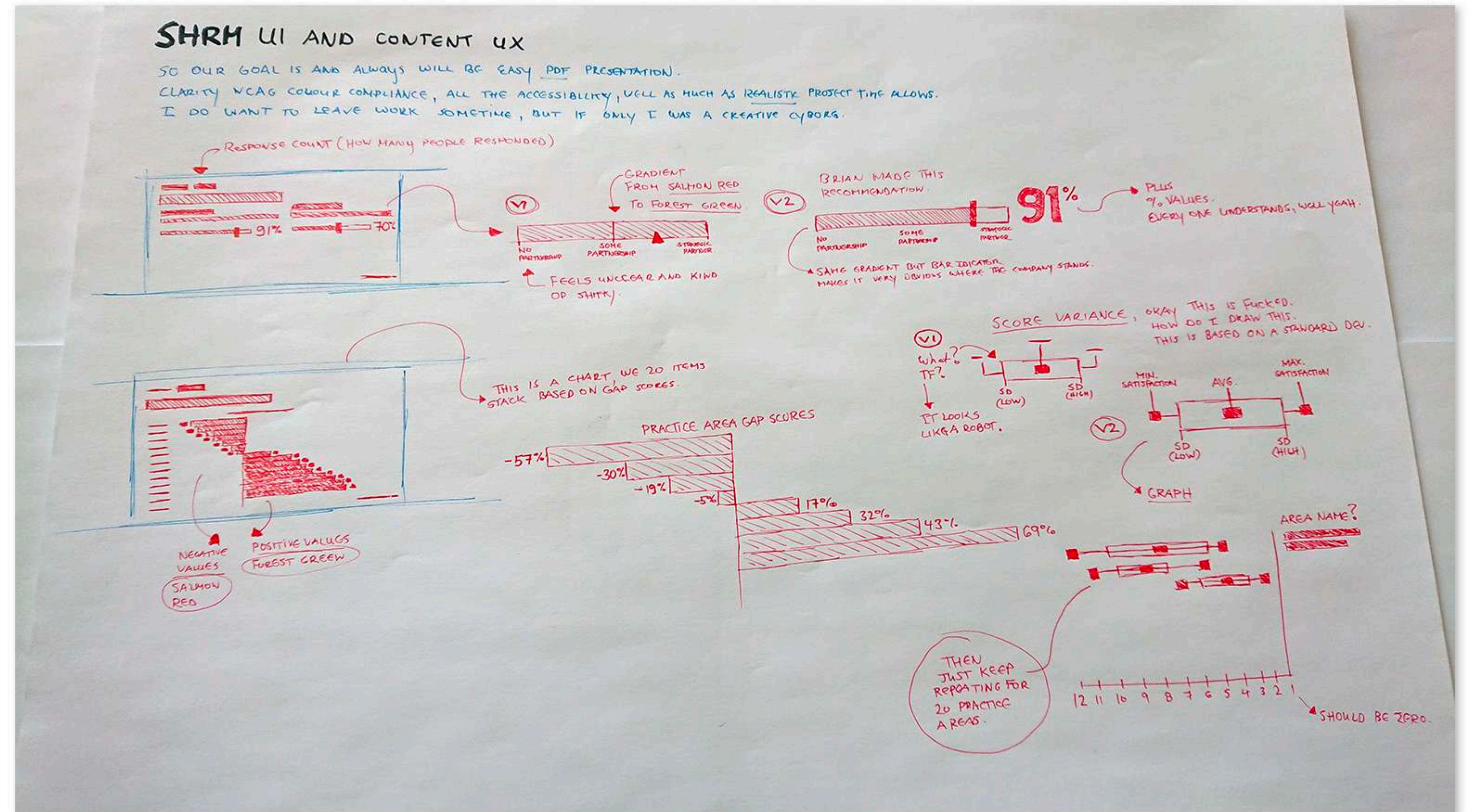


## Project:

Society for Human  
Resource Management

## Tasks:

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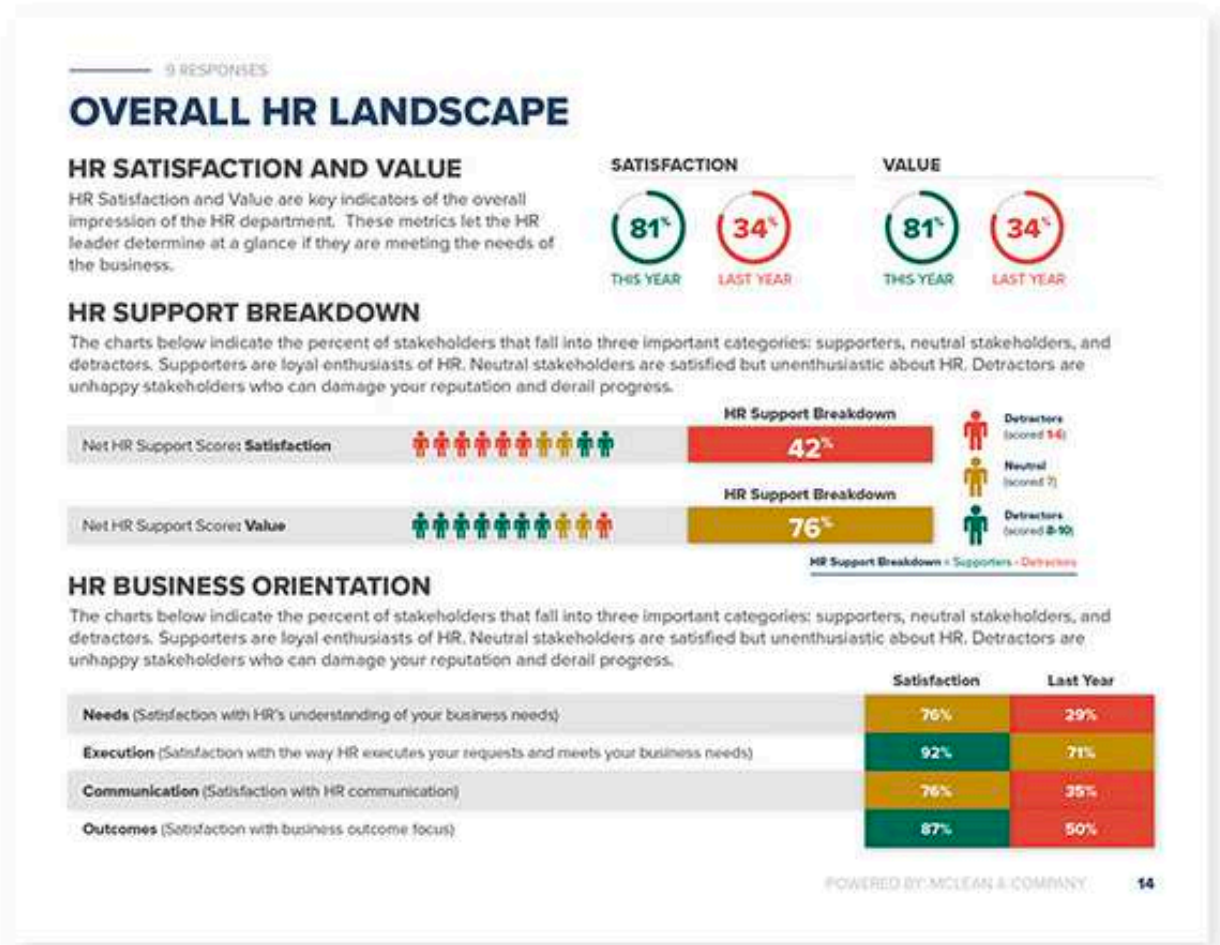
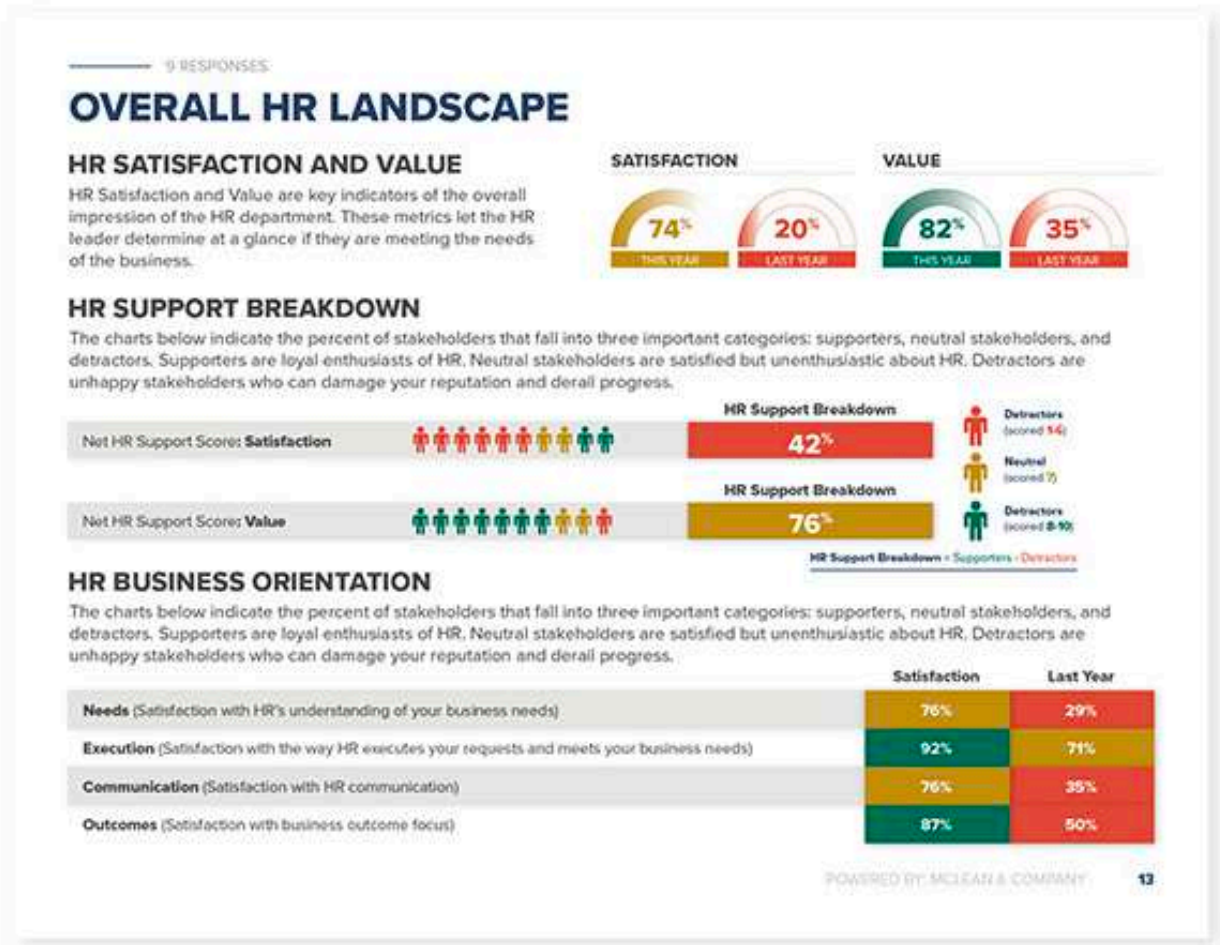


Project:

Society for Human  
Resource Management

Tasks:

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



UNDERSTADNING  
THIS REPORT

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

### 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.



Project:

Society for Human  
Resource Management

Tasks:

Cognitive Walkthrough, Summative  
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Front-End Development

SATISFACTION



VALUE



SATISFACTION



VALUE



9 RESPONSES

OVERALL HR LANDSCAPE

PRACTICE AREA SATISFACTION & IMPORTANCE

The HR practice areas are important when determining what HR should focus on. The most important practice areas with the lowest satisfaction offer the largest area of improvement for HR to drive business value.

Practice Area	Importance Ranking	Satisfaction	Last Year
Employee Relations	12 <sup>th</sup>	76%	51%
Labor Relations	4 <sup>th</sup>	92%	69%
Innovation Culture	6 <sup>th</sup>	76%	21%
Diversity & Inclusion	1 <sup>st</sup>	87%	52%
Resilience & Sustainability	16 <sup>th</sup>	76%	49%
Compliance & Risk Management	8 <sup>th</sup>	92%	78%
Total Rewards & Benefits	6 <sup>th</sup>	76%	58%
Talent Acquisition	45 <sup>th</sup>	87%	39%
Performance Management	20 <sup>th</sup>	76%	56%
Employee Engagement	4 <sup>th</sup>	92%	75%
Employee Well-being	6 <sup>th</sup>	76%	40%
Workforce Planning	22 <sup>nd</sup>	87%	19%
Change Adoption	40 <sup>th</sup>	76%	57%
Strategic HR Management	19 <sup>th</sup>	87%	55%
Business Outcome Orientation	26 <sup>th</sup>	76%	33%
Technology Application	30 <sup>th</sup>	72%	59%
Analytics Interpretation	40 <sup>th</sup>	88%	45%
Evidence-based Execution	21 <sup>st</sup>	91%	72%
Trend Forecasting & Responsiveness	7 <sup>th</sup>	84%	10%
Talent Development	13 <sup>th</sup>	95%	30%

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9 RESPONSES

OVERALL HR LANDSCAPE

HR SATISFACTION AND VALUE

HR Satisfaction and Value are key indicators of the overall impression of the HR department. These metrics let the HR leader determine at a glance if they are meeting the needs of the business.

SATISFACTION

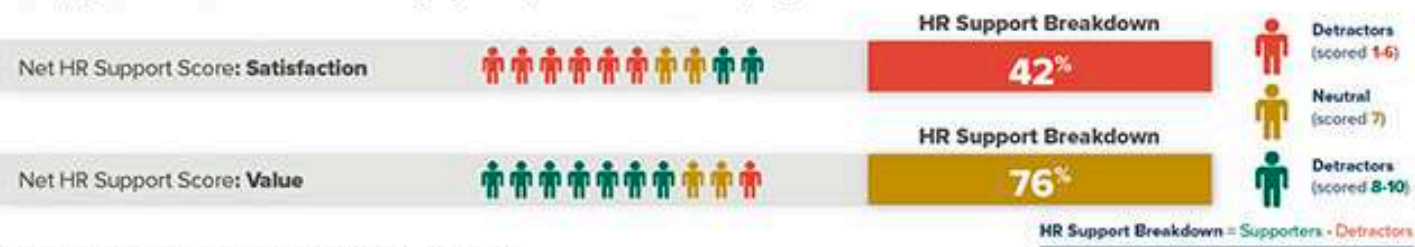


VALUE



HR SUPPORT BREAKDOWN

The charts below indicate the percent of stakeholders that fall into three important categories: supporters, neutral stakeholders, and detractors. Supporters are loyal enthusiasts of HR. Neutral stakeholders are satisfied but unenthusiastic about HR. Detractors are unhappy stakeholders who can damage your reputation and derail progress.



HR BUSINESS ORIENTATION

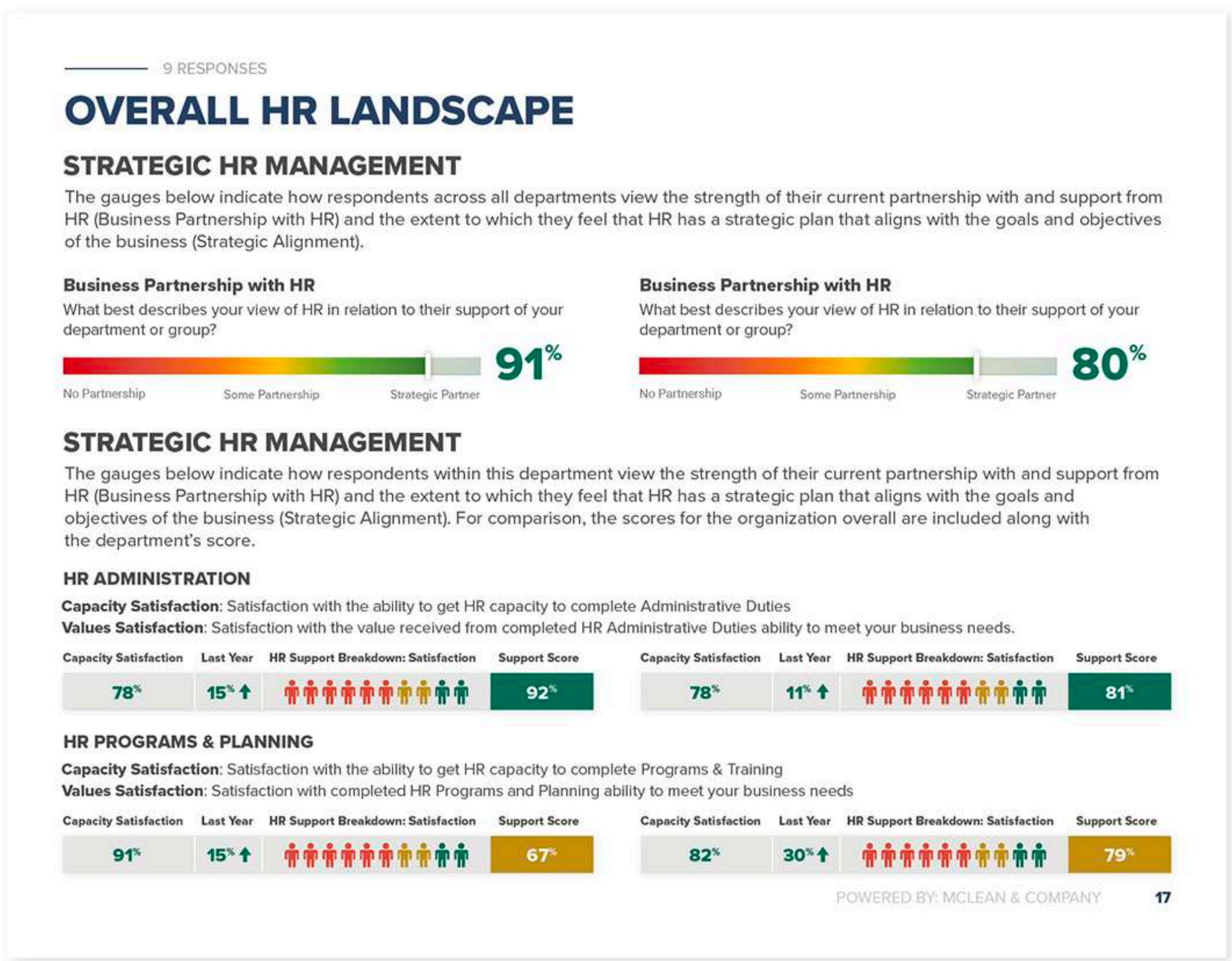
The charts below indicate the percent of stakeholders that fall into three important categories: supporters, neutral stakeholders, and detractors. Supporters are loyal enthusiasts of HR. Neutral stakeholders are satisfied but unenthusiastic about HR. Detractors are unhappy stakeholders who can damage your reputation and derail progress.

	Satisfaction	Last Year
<b>Needs</b> (Satisfaction with HR's understanding of your business needs)	76%	29%
<b>Execution</b> (Satisfaction with the way HR executes your requests and meets your business needs)	92%	71%
<b>Communication</b> (Satisfaction with HR communication)	76%	35%
<b>Outcomes</b> (Satisfaction with business outcome focus)	87%	50%

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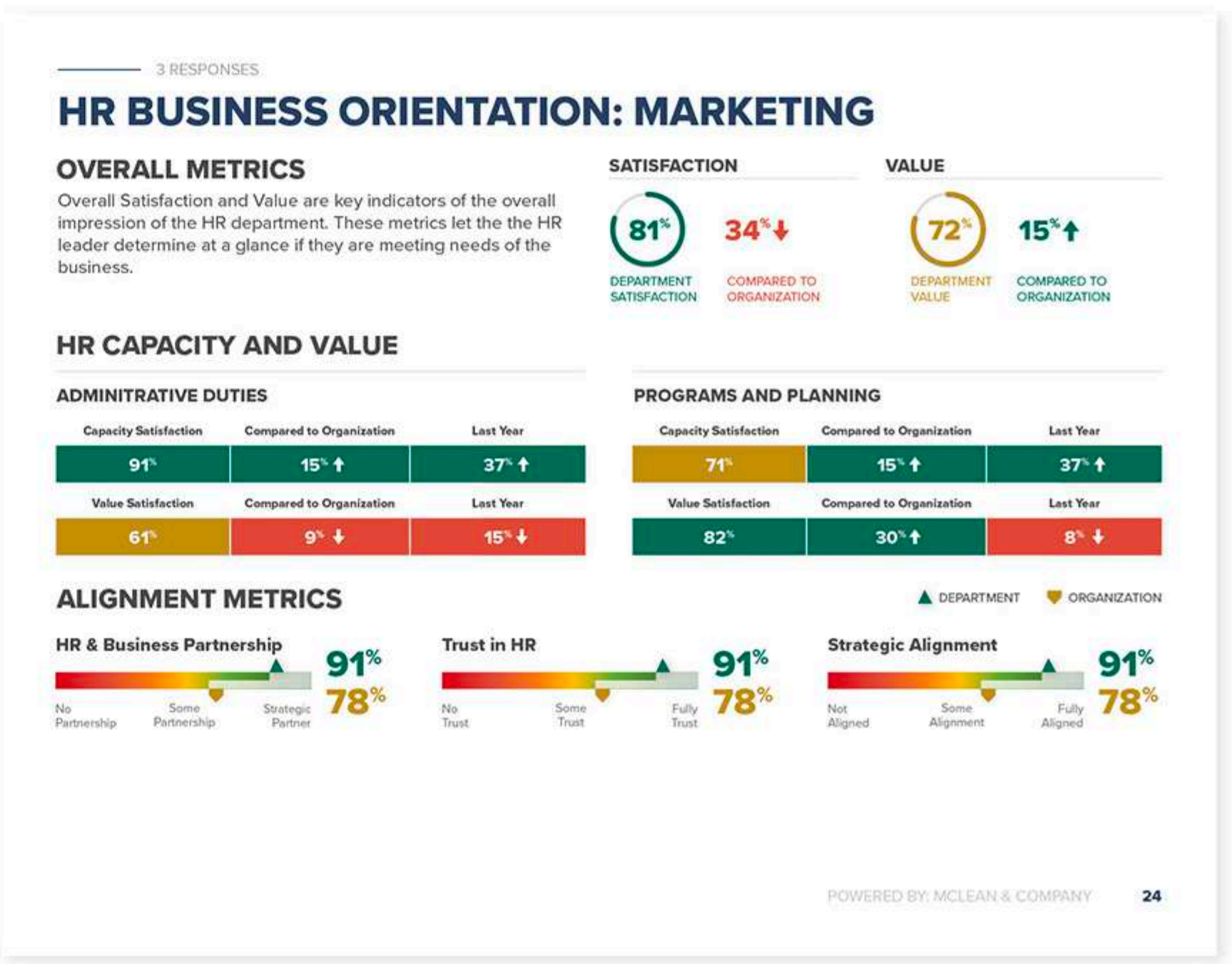


Project:

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Resource Management

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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.	Importance Ranking	Last Year
<b>Employee Relations</b> Designs and promotes policies, processes, and programs that foster positive employee relations.	76%	29%↓	10 <sup>th</sup>	29%↓
<b>Labor Relations</b> Develops and implements methods to foster and manage labor relations and leverages opportunities for improvement.	91%	17%↑	1 <sup>st</sup>	20%↑
<b>Innovation Culture</b> Promotes and implements practices and policies to support a culture of innovation and freedom to try new ideas.	76%	29%↓	4 <sup>th</sup>	29%↓
<b>Diversity &amp; Inclusion</b> Establishes a culture that supports and leverages the advantages of a diverse and inclusive workforce.	91%	17%↑	10 <sup>th</sup>	20%↑
<b>Resilience &amp; Sustainability</b> Implements systems and processes that enable business continuity and social entrepreneurship.	76%	29%↓	1 <sup>st</sup>	29%↓
<b>Compliance &amp; Risk Management</b> Mitigates risk proactively, ensures compliance training and initiatives are in place, and monitors and addresses incidents efficiently.	91%	17%↑	4 <sup>th</sup>	20%↑
<b>Total Rewards &amp; Benefits</b> Designs, implements, and maintains a total rewards and recognition program that allows the organization to attract and retain competitive talent.	76%	29%↓	10 <sup>th</sup>	29%↓
<b>Talent Acquisition</b> Sources, attracts, selects, and onboards high-quality talent in alignment with changing workforce and economic dynamics.	91%	17%↑	1 <sup>st</sup>	20%↑
<b>Talent Development</b> Develops, advances, and retains an organization's talent using timely, relevant methods (e.g., internal training opportunities, skill advancement, mentoring, internal mobility).	76%	29%↓	4 <sup>th</sup>	29%↓
<b>Performance Management</b> Manages employee performance and supports associated processes (e.g., performance reviews, coaching, goal setting).	91%	17%↑	4 <sup>th</sup>	20%↑

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7 RESPONSES

HR ADMINISTRATION, PROGRAMS, & PLANNING

HR ADMINISTRATION CAPACITY SATISFACTION

The table below indicates the extent to which respondents from each department are satisfied with their ability to get HR to complete administrative activities.



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7 RESPONSES

HR ADMINISTRATION, PROGRAMS, & PLANNING

HR PROGRAMS & PLANNING CAPACITY SATISFACTION

The table below indicates the extent to which respondents from each department are satisfied with their ability to get HR to complete HR programs and planning.



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Project:

Society for Human  
Resource Management

Tasks:

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



1 RESPONSE

## HR SCORECARD: MARKETING

### OVERALL METRICS

Overall Satisfaction and Value are key indicators of the overall impression of the HR department. These metrics let the the HR leader determine at a glance if they are meeting needs of the business.



### HR ADMINISTRATION, PROGRAMS & PLANNING

This section indicates the extent to which respondents are satisfied with their ability to get HR to complete (Capacity Satisfaction) and the value they get from completed (Value Satisfaction) HR Administration and HR Programs & Planning currently, as well as compared to the organization and the prior year.

#### ADMINITRATIVE DUTIES



#### PROGRAMS AND PLANNING



### 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 & Business Partnership



#### Strategic Alignment



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Project:

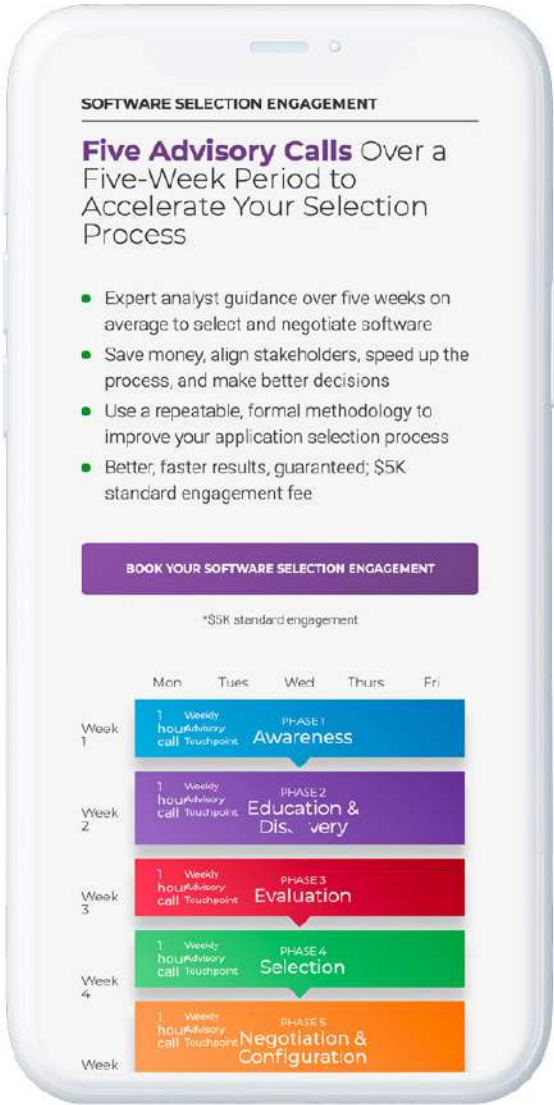
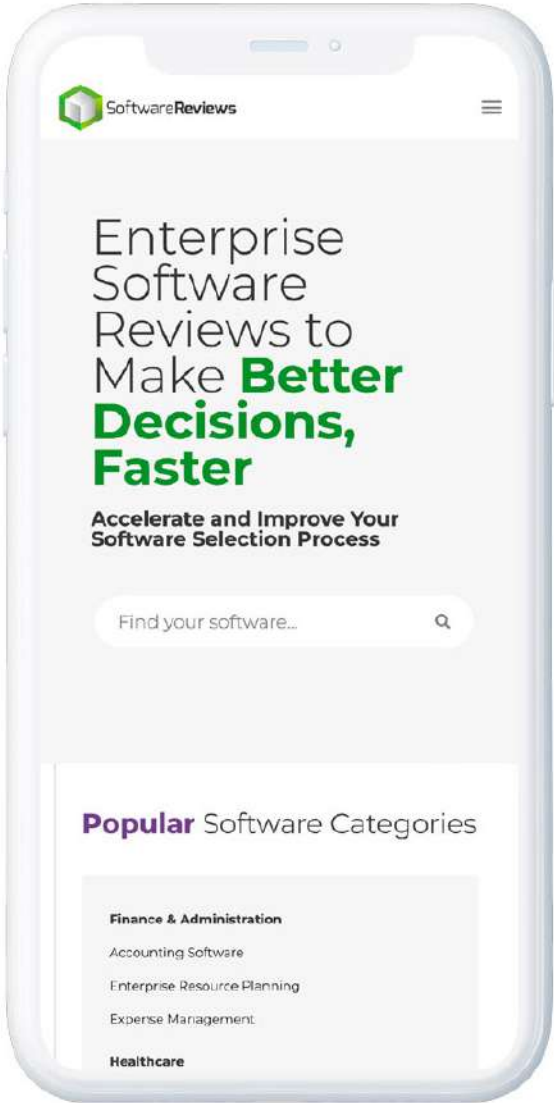
SoftwareReviews

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



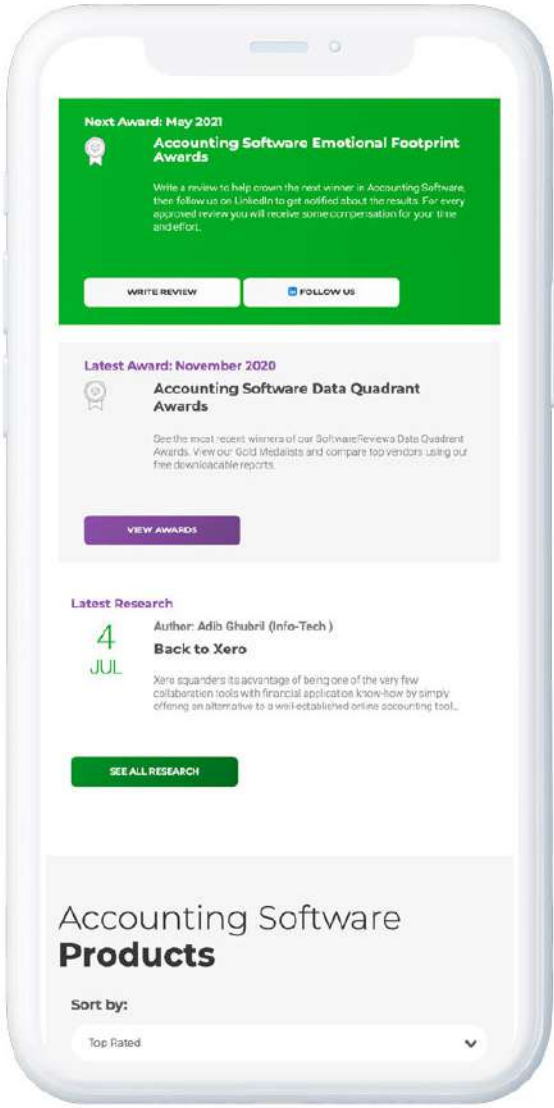
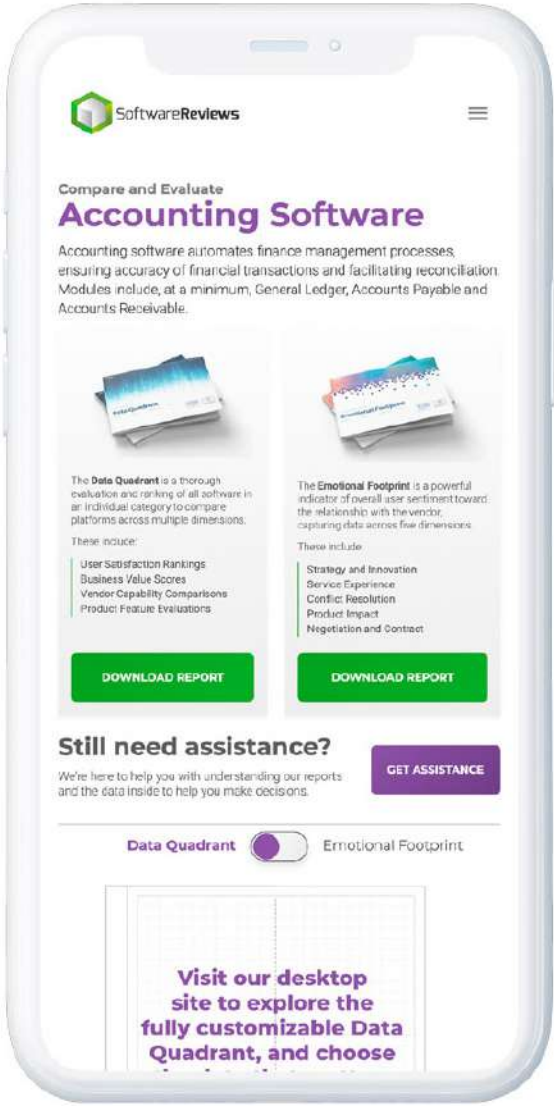
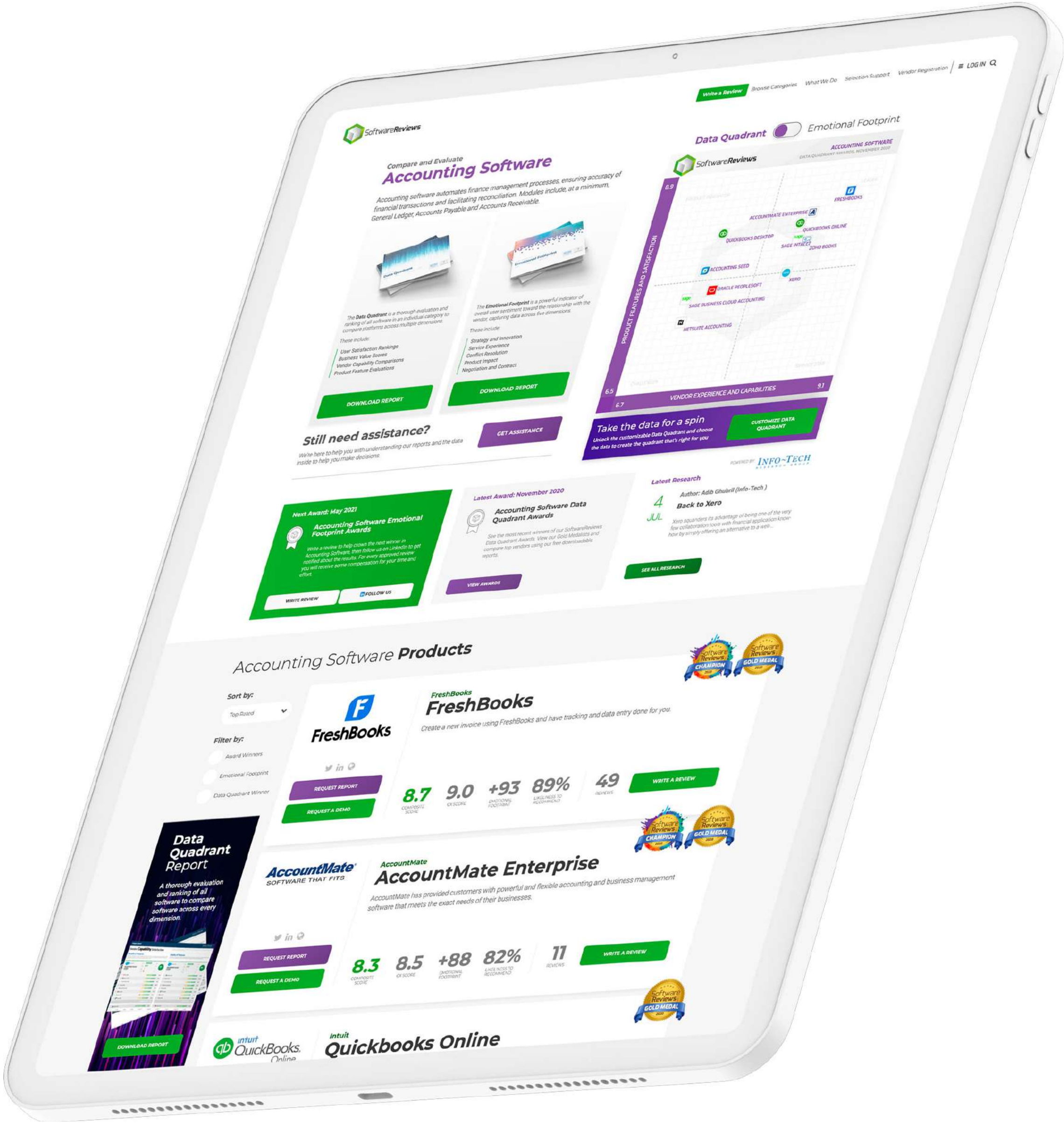


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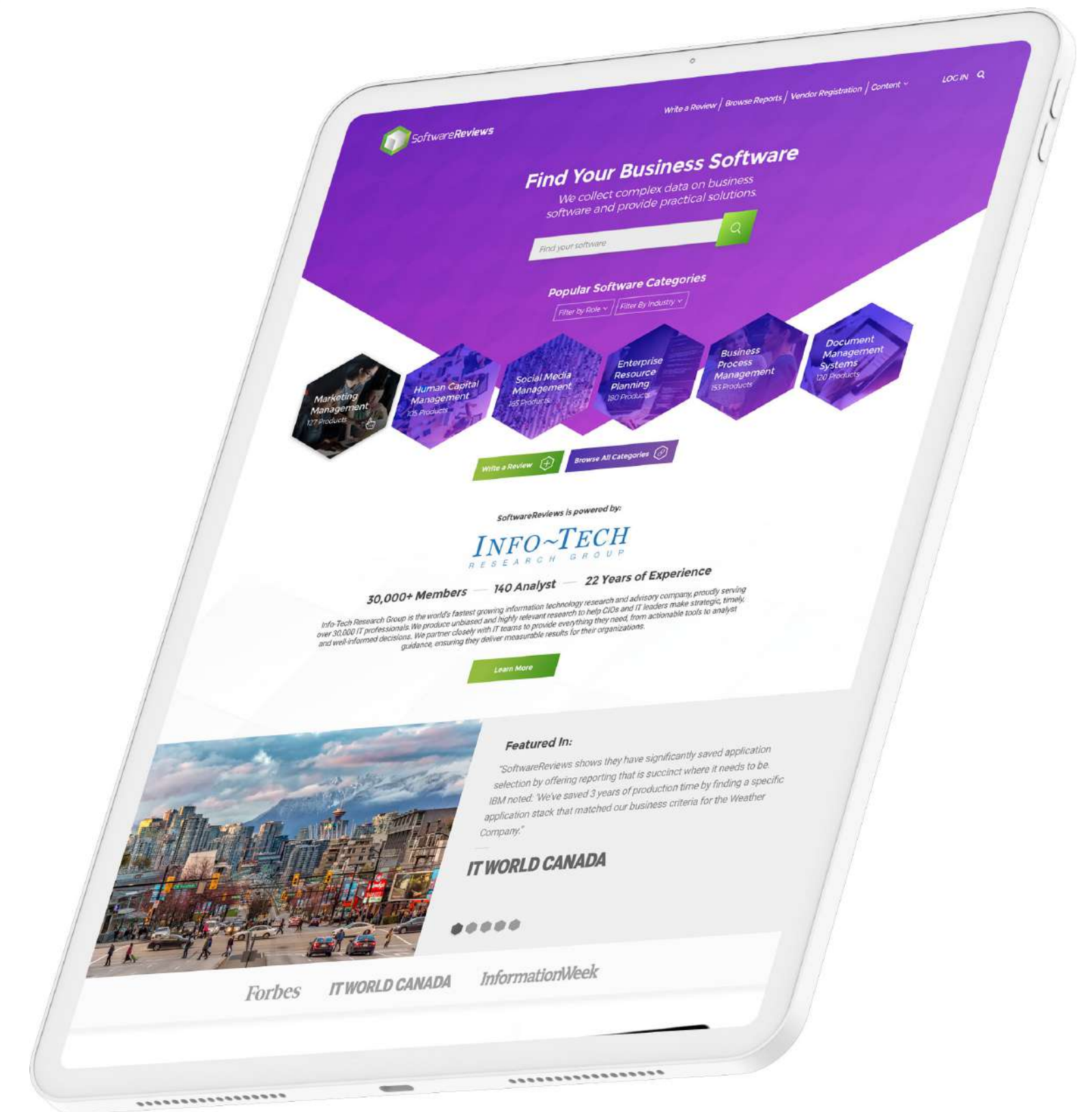
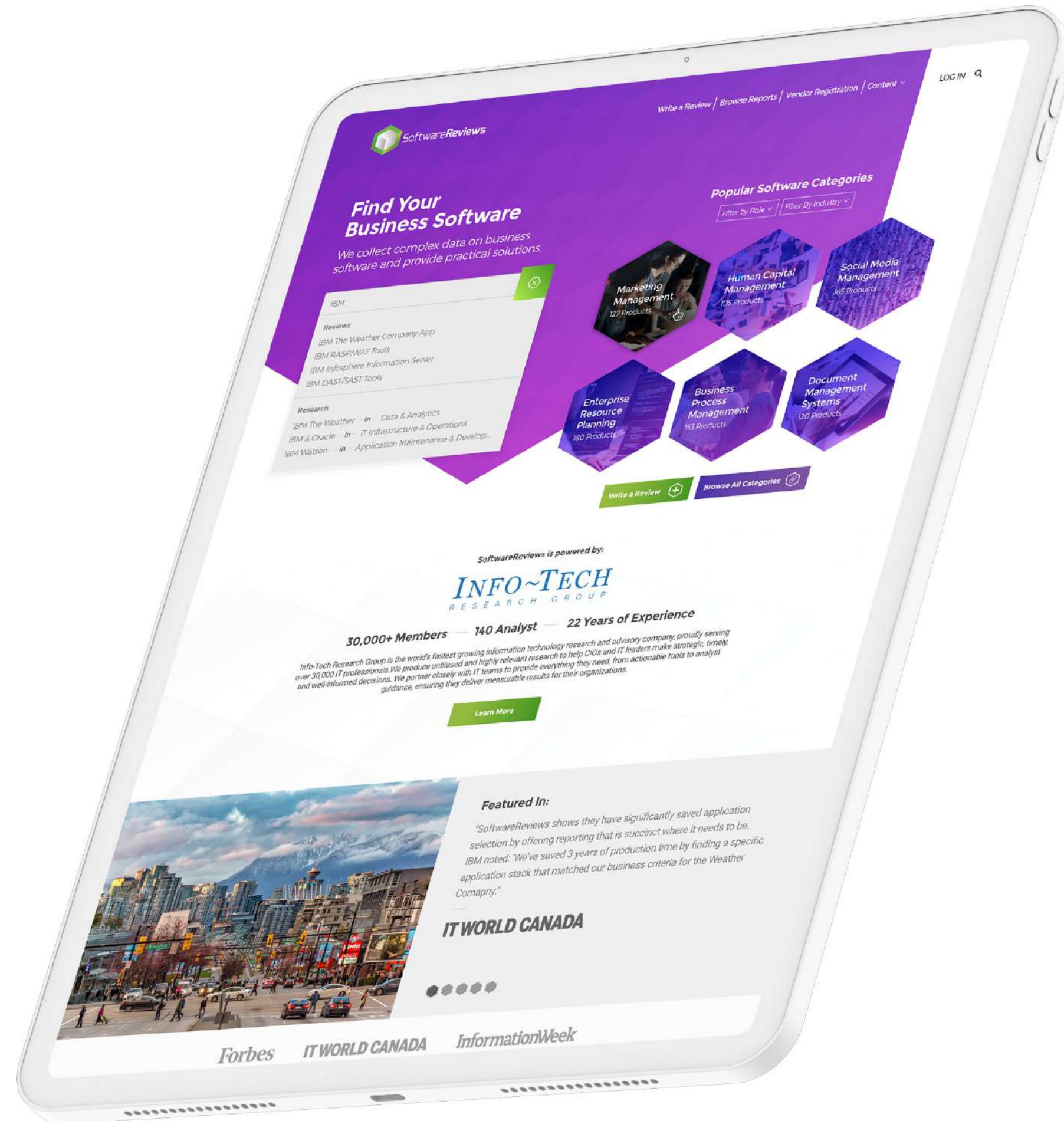


## Project:

## SoftwareReviews

## Tasks:

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







Project:

SoftwareReviews

Tasks:

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



### 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 IT professionals. We produce unbiased and highly relevant research to help CIOs and IT 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 organizations.

Learn More





Project:

SoftwareReviews

Tasks:

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

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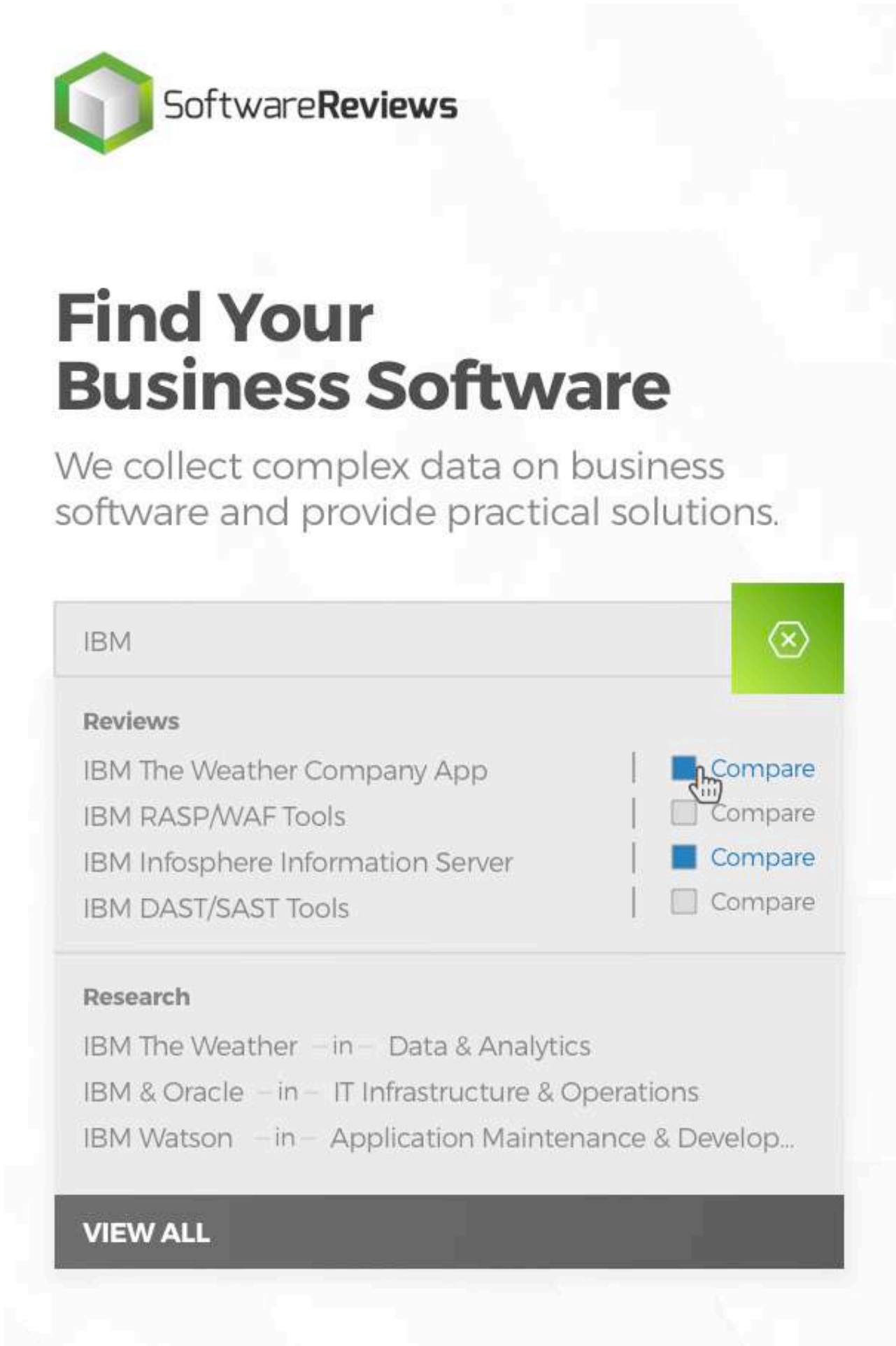


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Cognitive Walkthrough, Summative Usability Testing, User Research Interviews, UX Sketching, UI Design, Front-End Development



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Application Development  
Application Life Cycle Management  
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Document Management Systems  
Enterprise Resource Planning  
Business Process Management  
**View More +**

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Data Quality  
Enterprise Search  
Operational Database  
Business Intelligence  
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**View More +**

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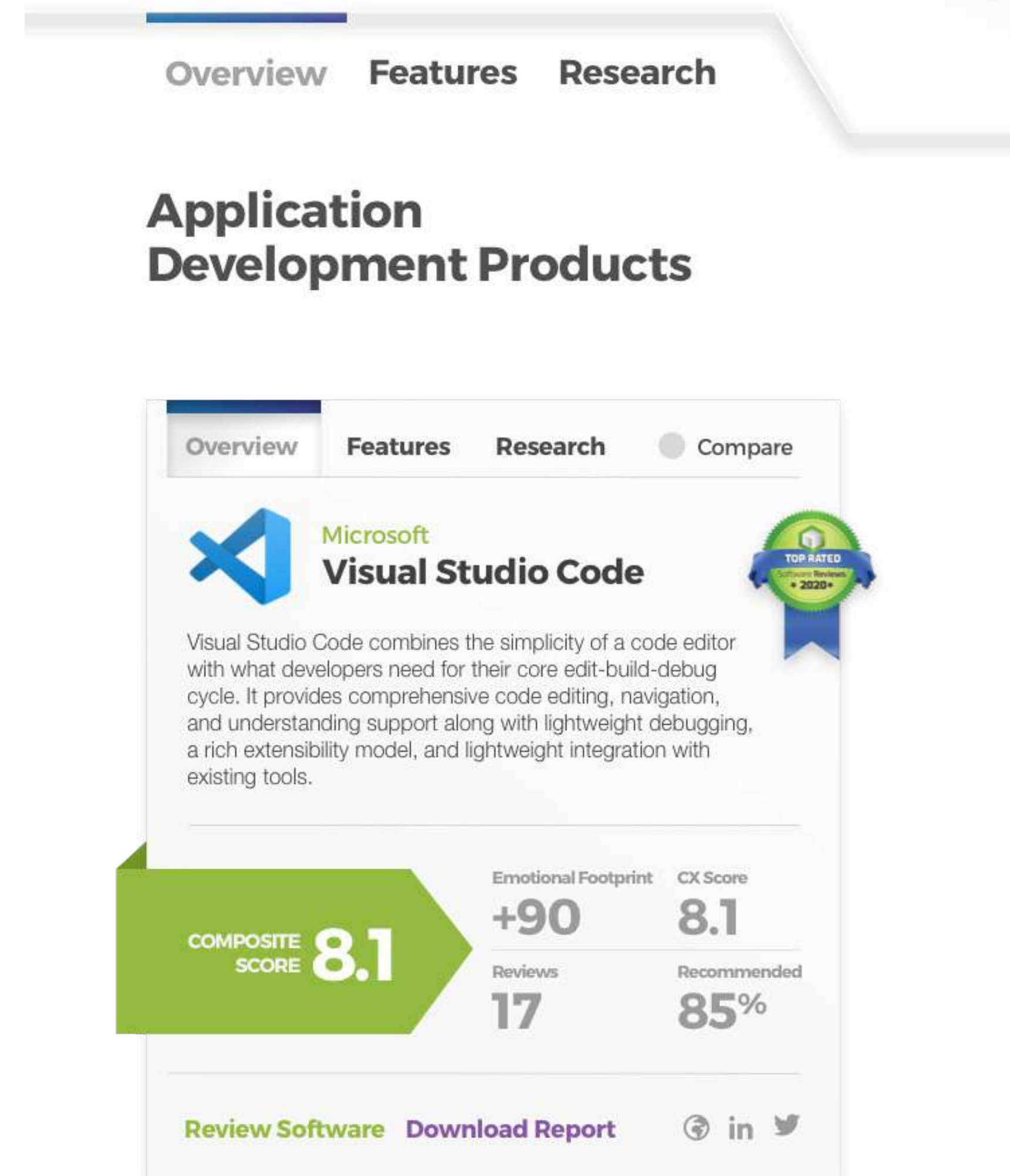
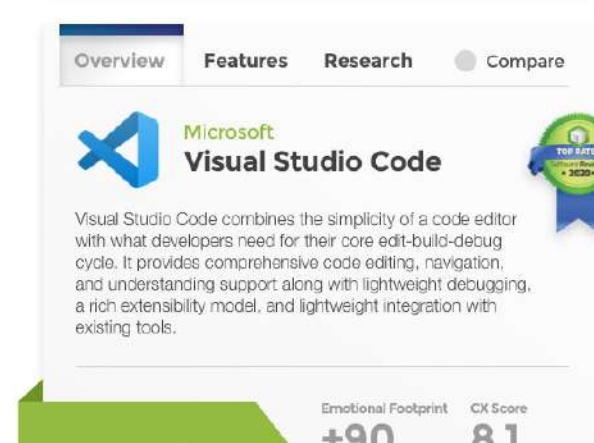
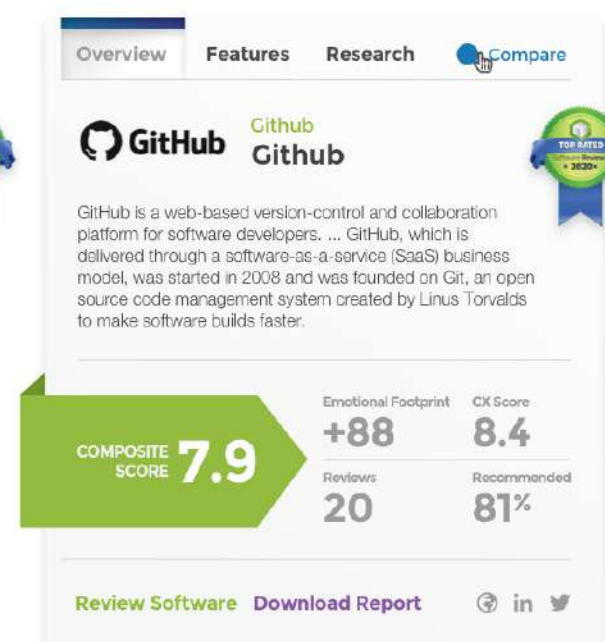
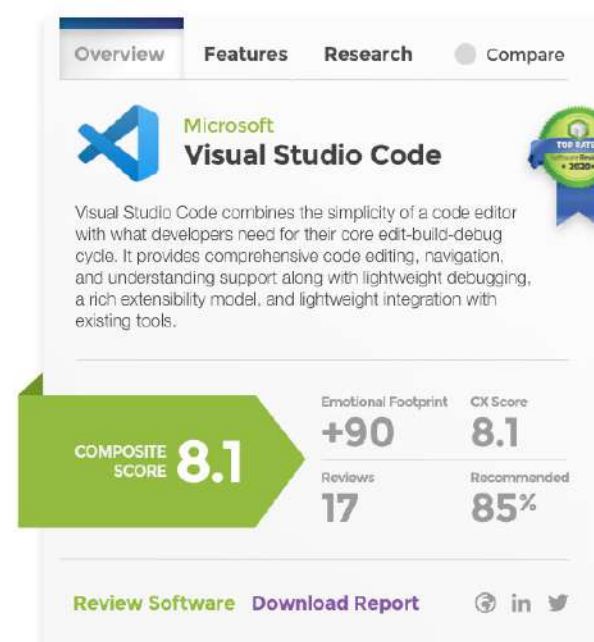




## SoftwareReviews

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

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Thank You