

Elisabetta Cona

Portfolio

Oil & Gas Company

Usability Testing

Manage damages without a manual.

Improving usability of the internal tool used to manage orders and fixings.

* Study and fulfillment of **graphic visualization of damages** in order to manage them in an easy and faster way.

* The long and complex damages resolution process was split into **logic and graphics phases** in order to help manage it.

* **Agile methodology** was used to guarantee the collaboration with developers team.

* **Usability Testing with Eye-tracker tool** was run in order to validate the redesign before the real development.

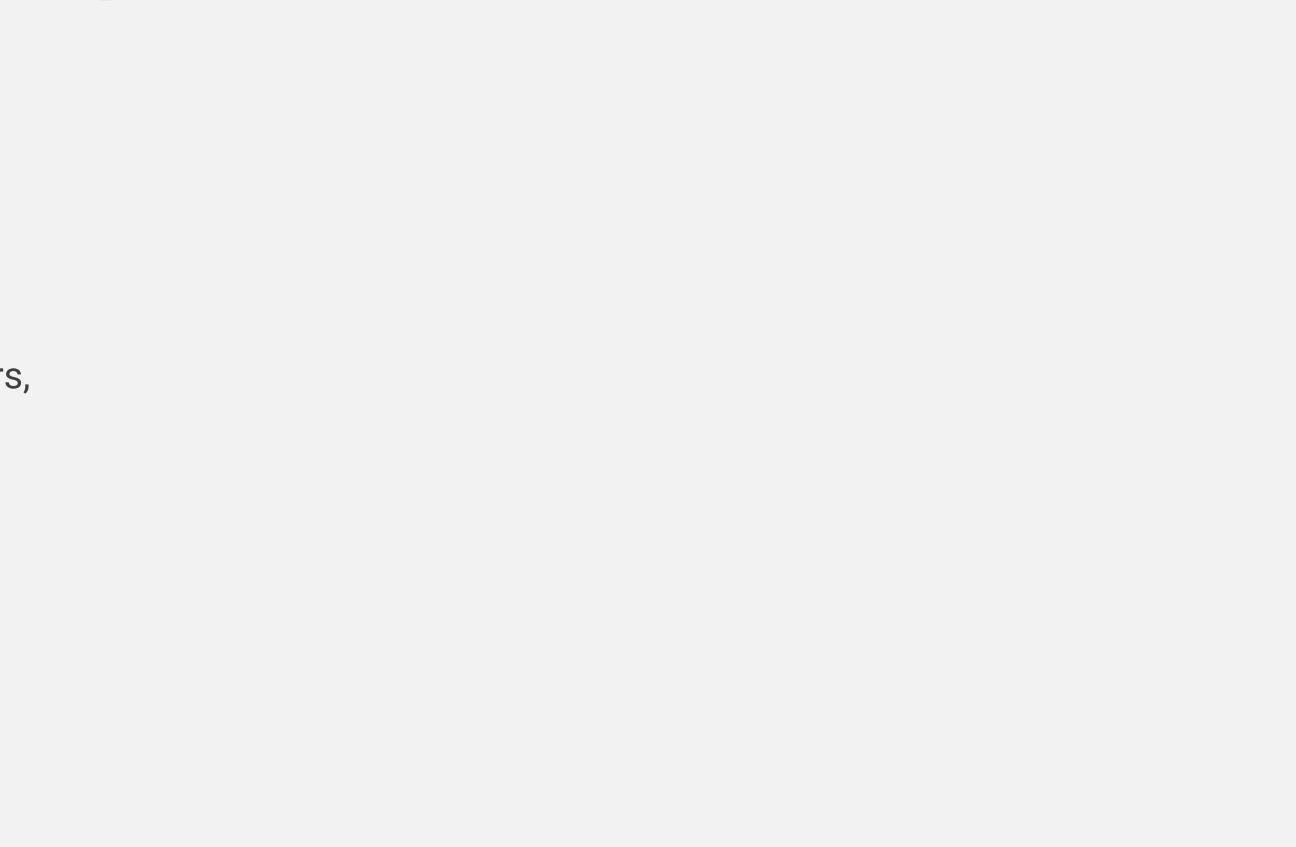
* **Best practise** from other markets were identified and used when useful to improve the solution proposed.

Browsable Wireframes

https://tcmyji.axshare.com/#g=1&p=initial_requestor&c=1

Usability Test Prototype

https://b9kszb.axshare.com/#g=1&p=initial_requestor_bdg_1_&c=1



Banking Company

Design system

ONGOING PROJECT

Maintain consistency throughout different channels.

Design system production for Internet banking and App's wireframes.

* Starting from Atomic Design, **concepts and basic philosophy** were defined in order to keep the design system consistent over time.

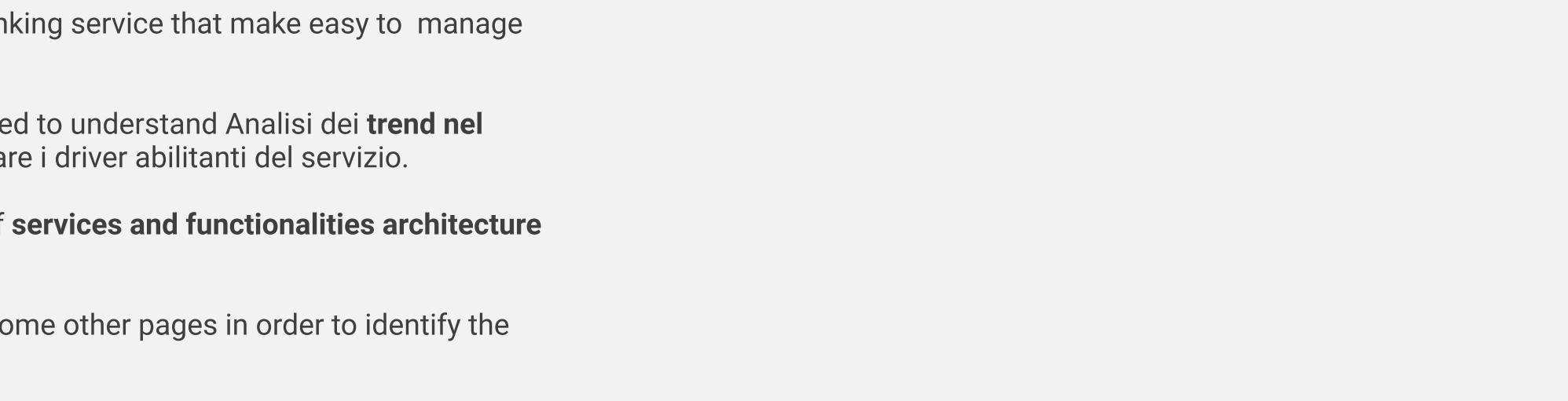
* Definition of the actors involved in the usage: UX Designers, UI Designers, Developers, Business Analysts.

* Definition of every possible component: **from subatomic particles to pages and flows**.

* Structure divided between Sketch (operative library) and **zeroheight** (documentation, usage and components meaning).

Design system on Zeroheight

<https://zeroheight.com/0abaf9620/p/818f44>



Banking Company

IA & Sitemap

One App for every service.

A Fast access point to every banking service that make easy to manage and check its own holdings.

* Trend and target analysis helped to understand Analisi dei **trend nel settore** e dei target per individuare i driver abilitanti del servizio.

* Structure and reorganization of **services and functionalities architecture** (sitemap available on the link).

* **A/B testing** of the menu and some other pages in order to identify the most intuitive solution.

* Research of User Interface framework in order to define a graphic language able to convey the aim of the application.

Browsable Sitemap

<https://fugvzr.axshare.com/#g=1&p=sitemap>

