Gabriela Viana
Product Designer & UX Strategist

AS A PRODUCT DESIGNER, I LOVE TO FACILITATE THE CONNECTION BETWEEN PEOPLE AND NEW TECHNOLOGIES.
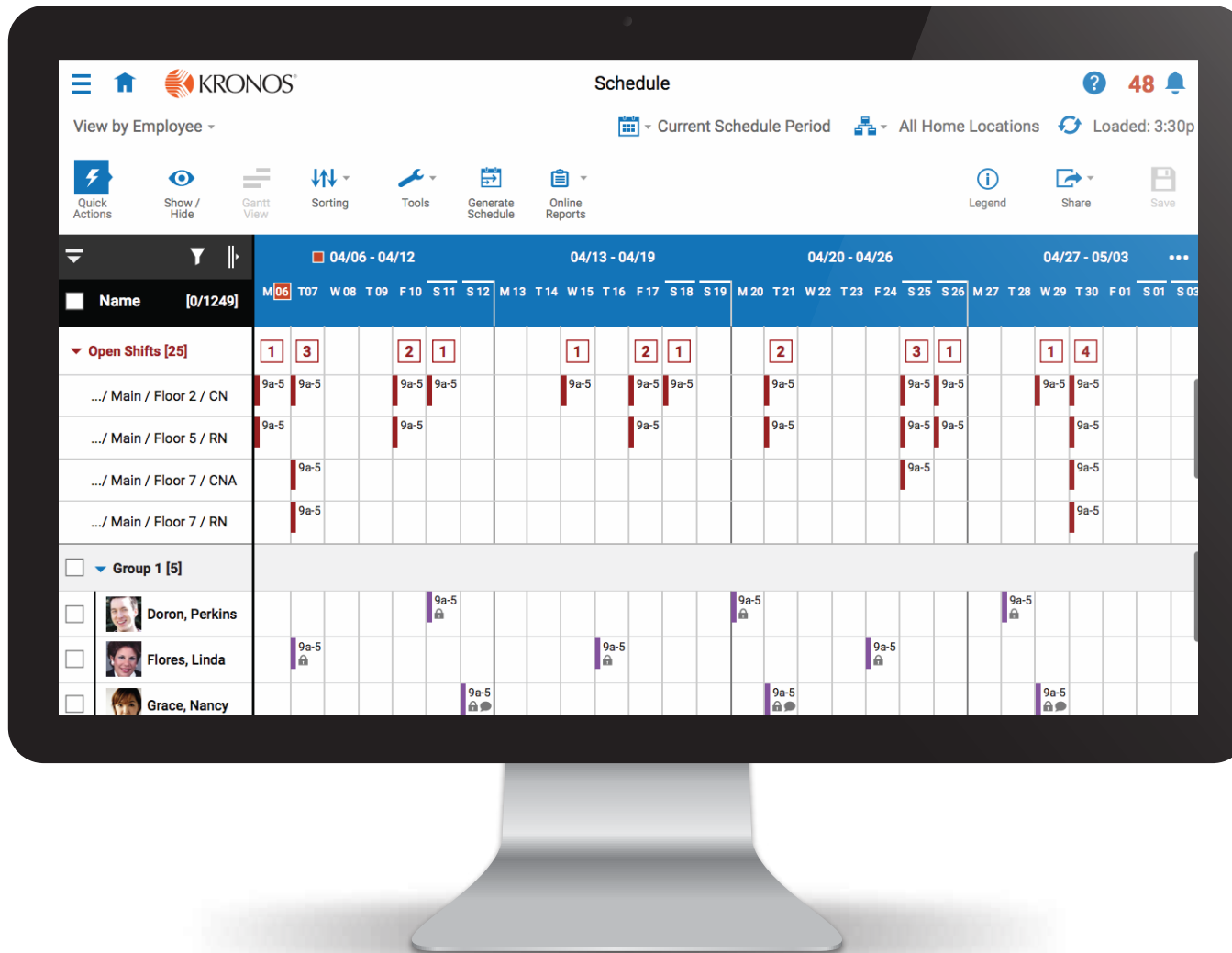
Photo by Eva Blue

Hello!

Welcome to my portfolio.

On the next pages, I will walk you through some of the projects I worked on,

and that I am really proud of.

Best,

Gabriela

At Kronos, I have been working on several projects, with different teams accross the world.

On the side, an example of the Schedule, which is part of the Kronos Dimensions, and I am the lead designer. One of the biggest challenges I face, is to make sure a complex system is intuitive, respects accessibility rules and follow responsive design guidelines.

For the new Schedule, more than 40 customers worldwide were interviewed during sessions of 1 hour each. More than 98% of the customers really enjoyed the new Schedule.

We received compliments on how it is easier to use, how it has less clicks, and how is nice the new look and feel.
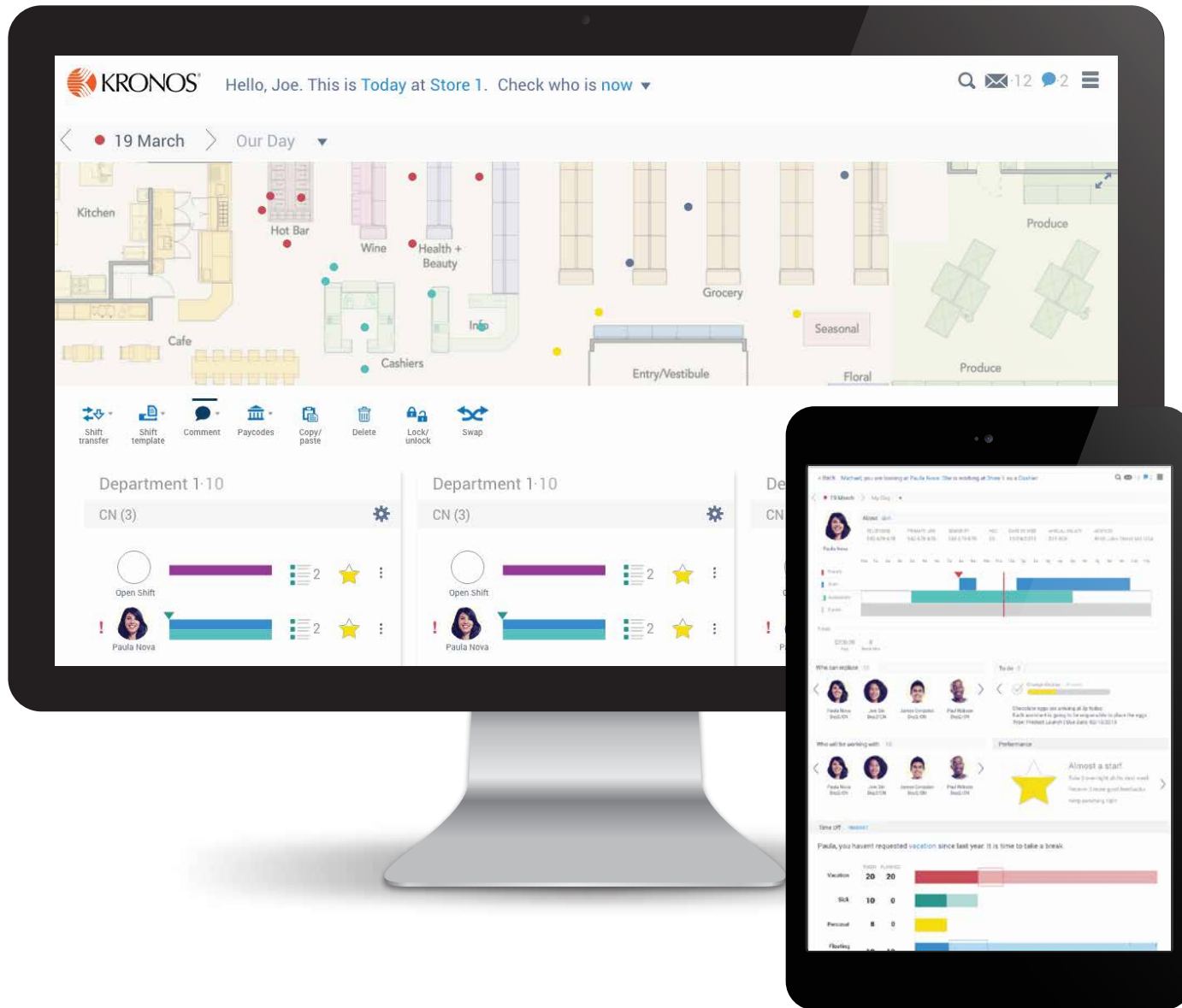
On this page, an example of a design exploration for the Schedule with the focus on the Staffing workflow in which managers can visualize the employees in real-time and better allocate them accross the store or hospital.

And an exploration for the employee experience in which they can see their schedule, timecard, accruals, colleagues, performance, and activities to be performed on the day.

On this page, an example of the design of the Control Center.
The Control Center is a place where employees and managers receive notifications, and decide what to do next - if take an action is required.

We identified six areas that we should be aware when working on the concepts: Real time, Metrics, Related Data, Educate the System (Machine learning), Personalization and Archive

Flow Chart, Analysis, and Statments
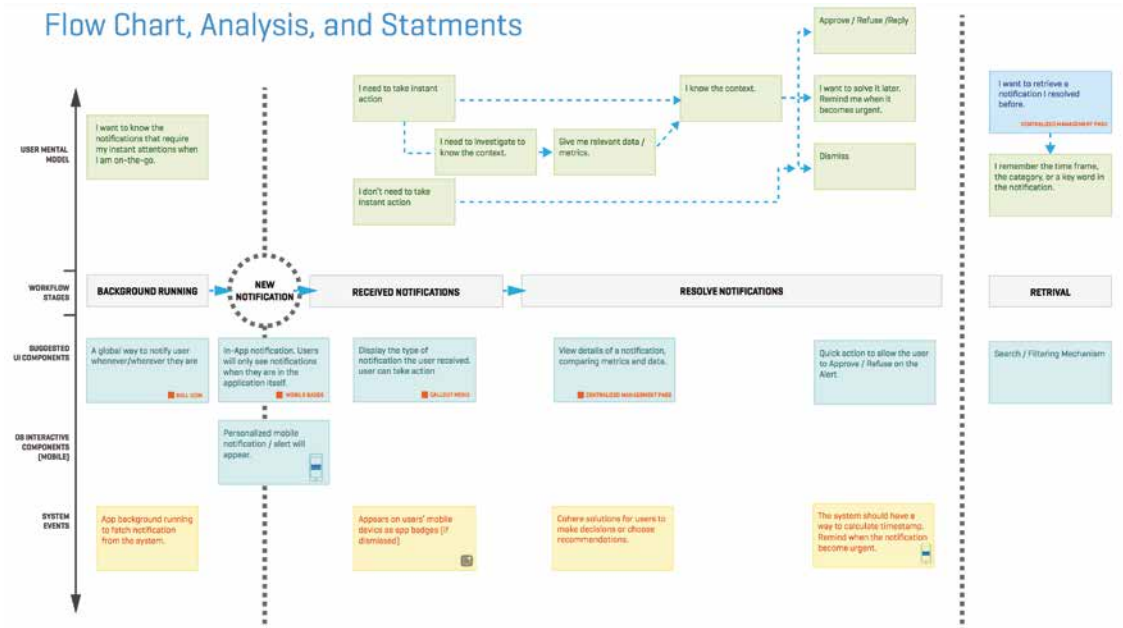
Meeting with Product Owners: Outcome

| The 6 Statements			
Real-time Solution Metrics for Investigation Related Data Catenation	Dismiss - Potential to Remind Reply - Communication Resolve - Accept / Refuse	Flexibility - Remind me again. Ease of communication - Through Interaction Design. Context	
Educate System Behavior	Urgent / important Actionable items	IMPLICIT- System Memorization System recommends, but does not take over human decisions. Explicit- System Learn Rules (could be configured with human effort) System decides, but there are ways to revert system efforts.	
Personalize	Categorization of Notifications	System vs. User-defined reminding methods (Sms, email...etc.)	
Archive	Search / filtering mechanism	Audit Trail	

Brainstorming
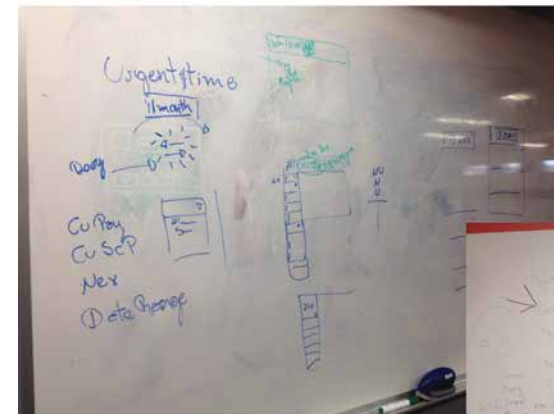
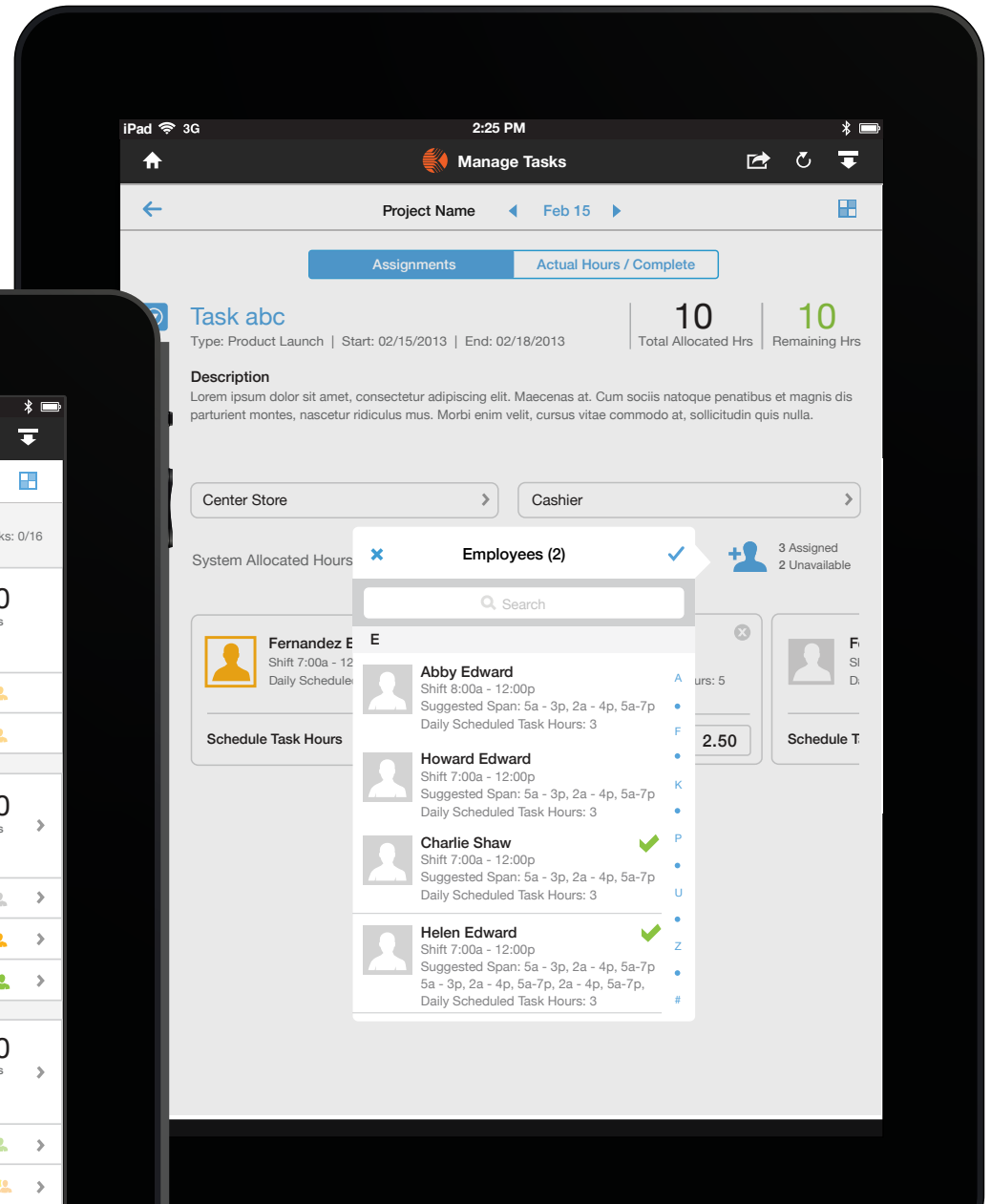

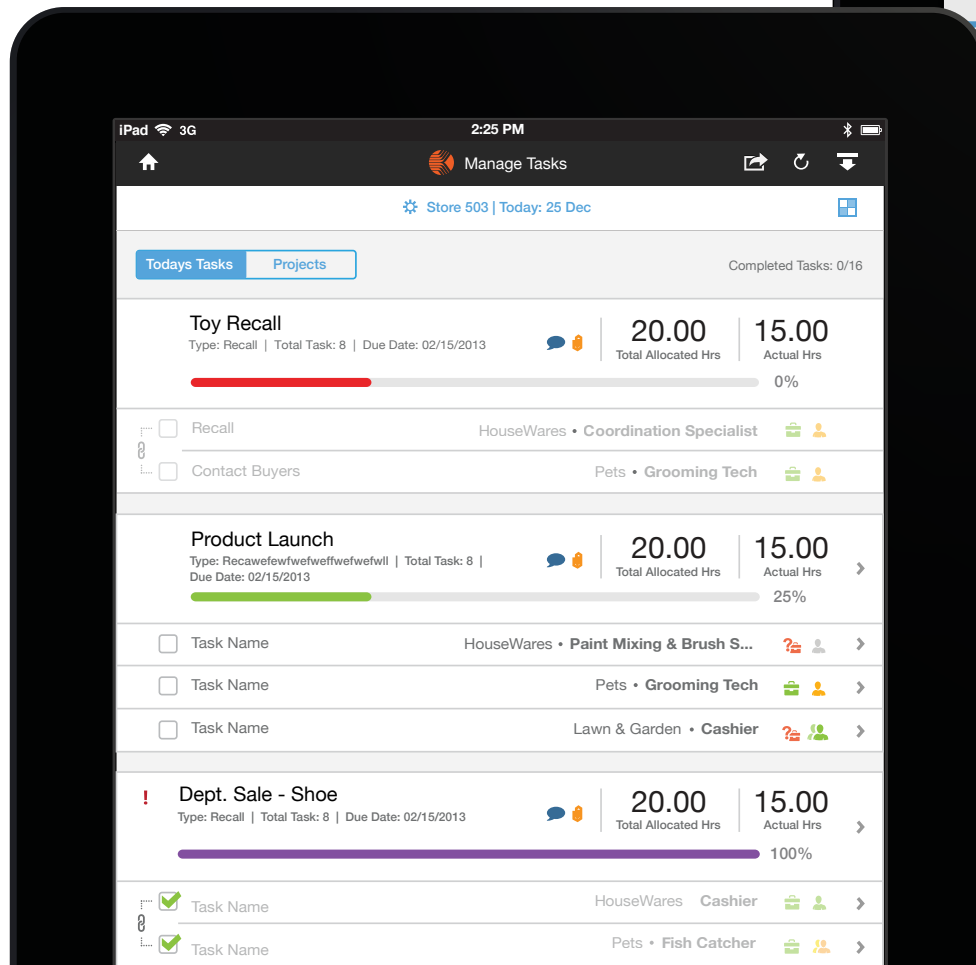Centralized Management Page & necessary info •

Disection of different information and makin...

KRONOS®

On this page, an example of the Task Management.

With the Task Management product, managers can assign tasks to employees anytime. They can also see the progress of a task, communicate with coorporation, and so on.

I had the opportunity to be a volunteer for PMI Montreal for 2 years. The mandate was to improve the user experience of their website. By implementing an e-commerce system which users could buy events (conferences, workshops, etc.).

For this project, a new site map was elaborated with the team. so I could re-estructure the website from the user's perspective.
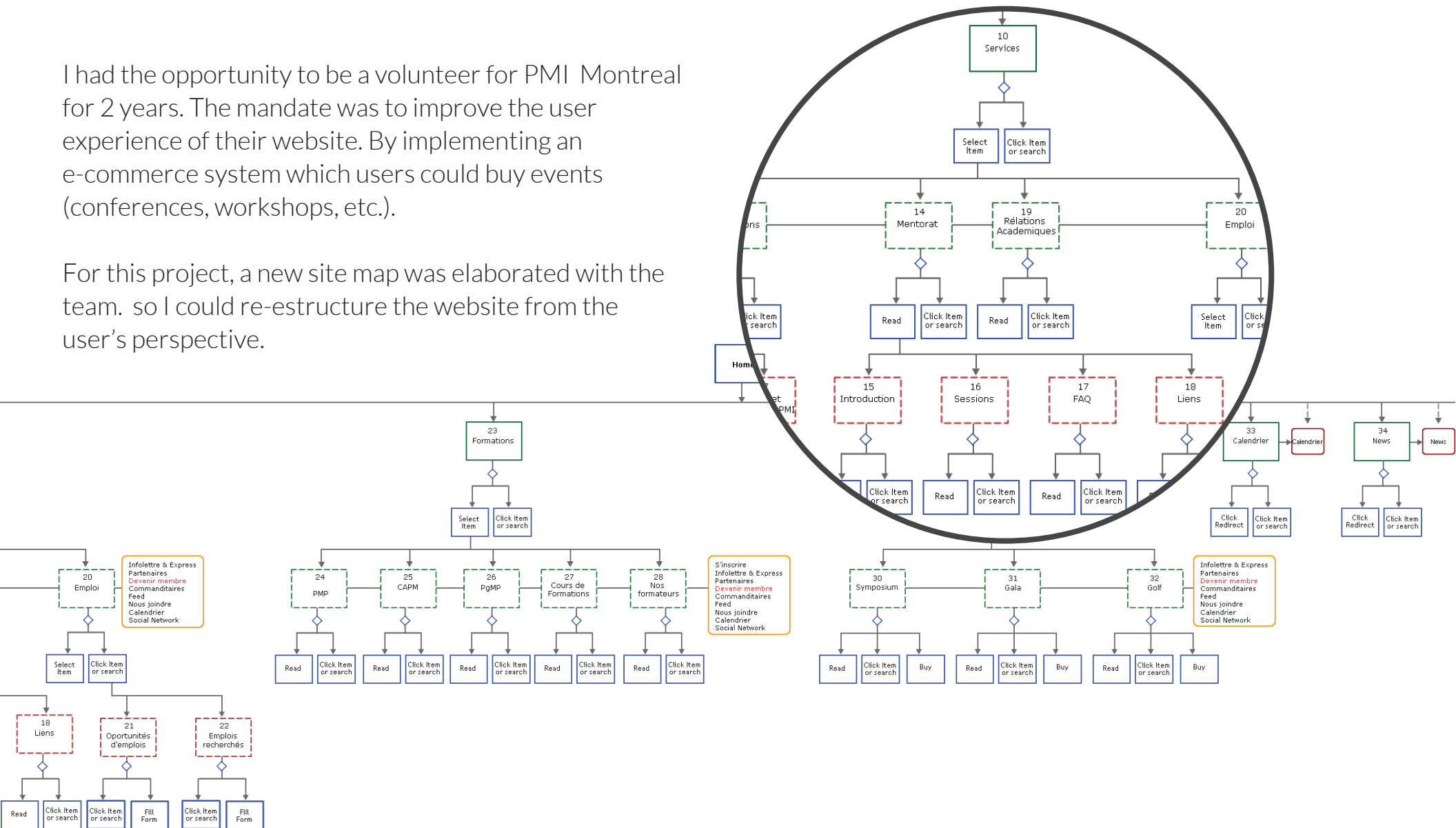
A new visual theme was also elaborated to match with the new guidelines provided by PMI.org.

With this project I won the prize of the Volunteer of the Year.

Persona Conception and Gestation
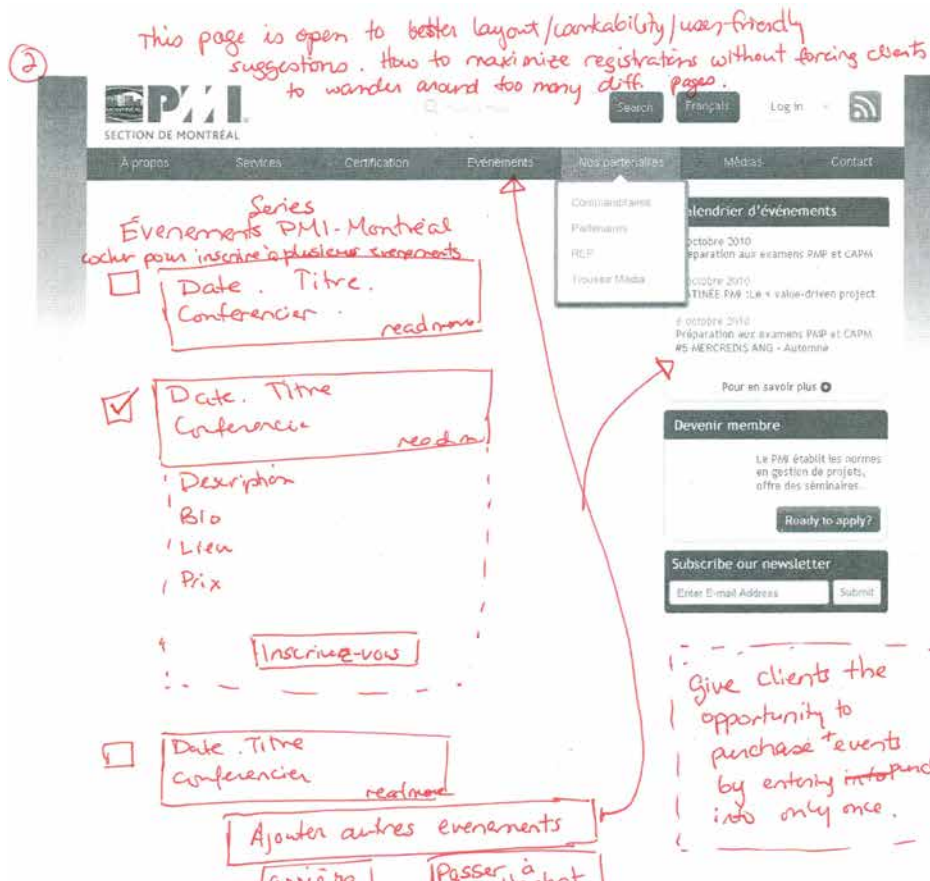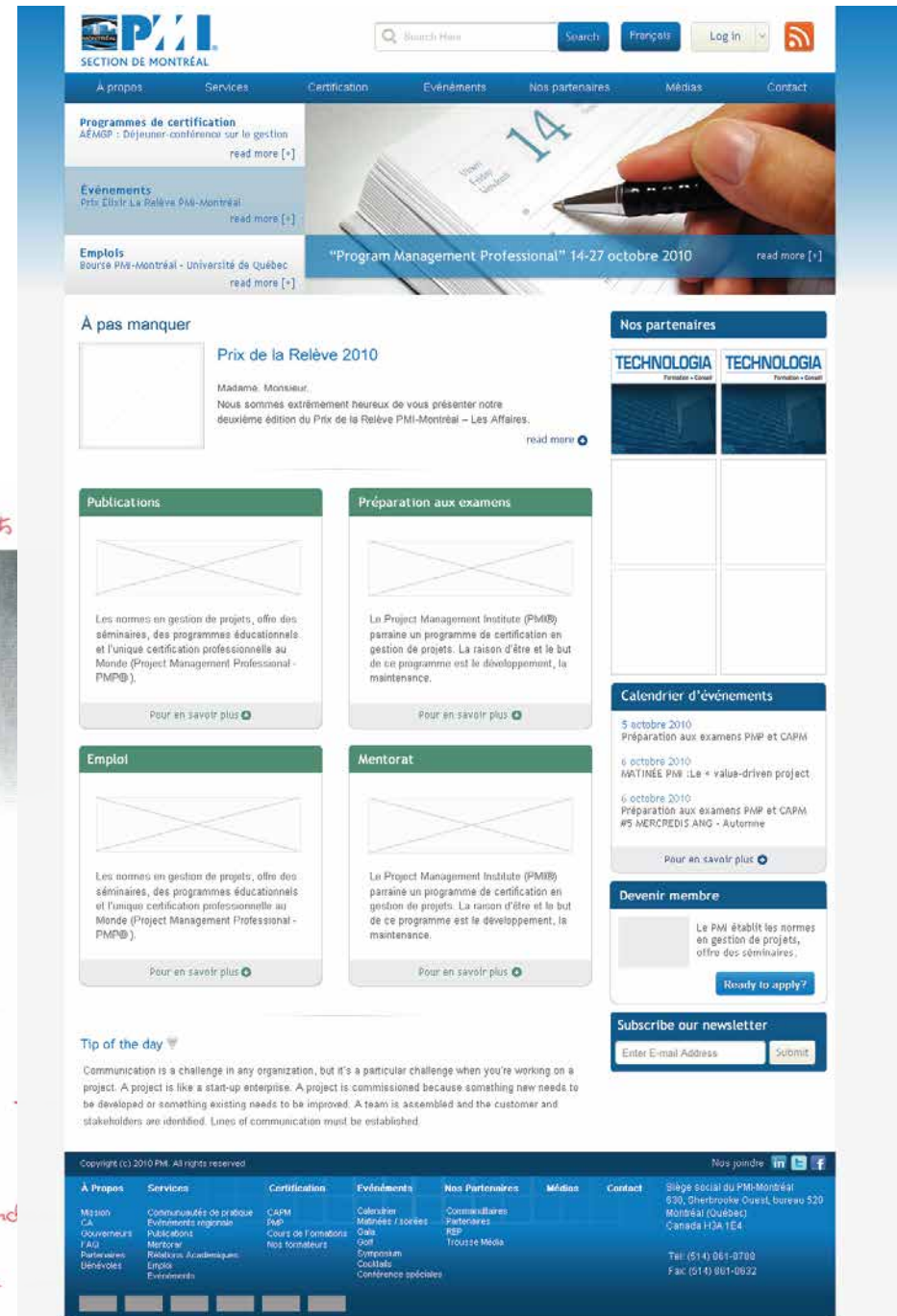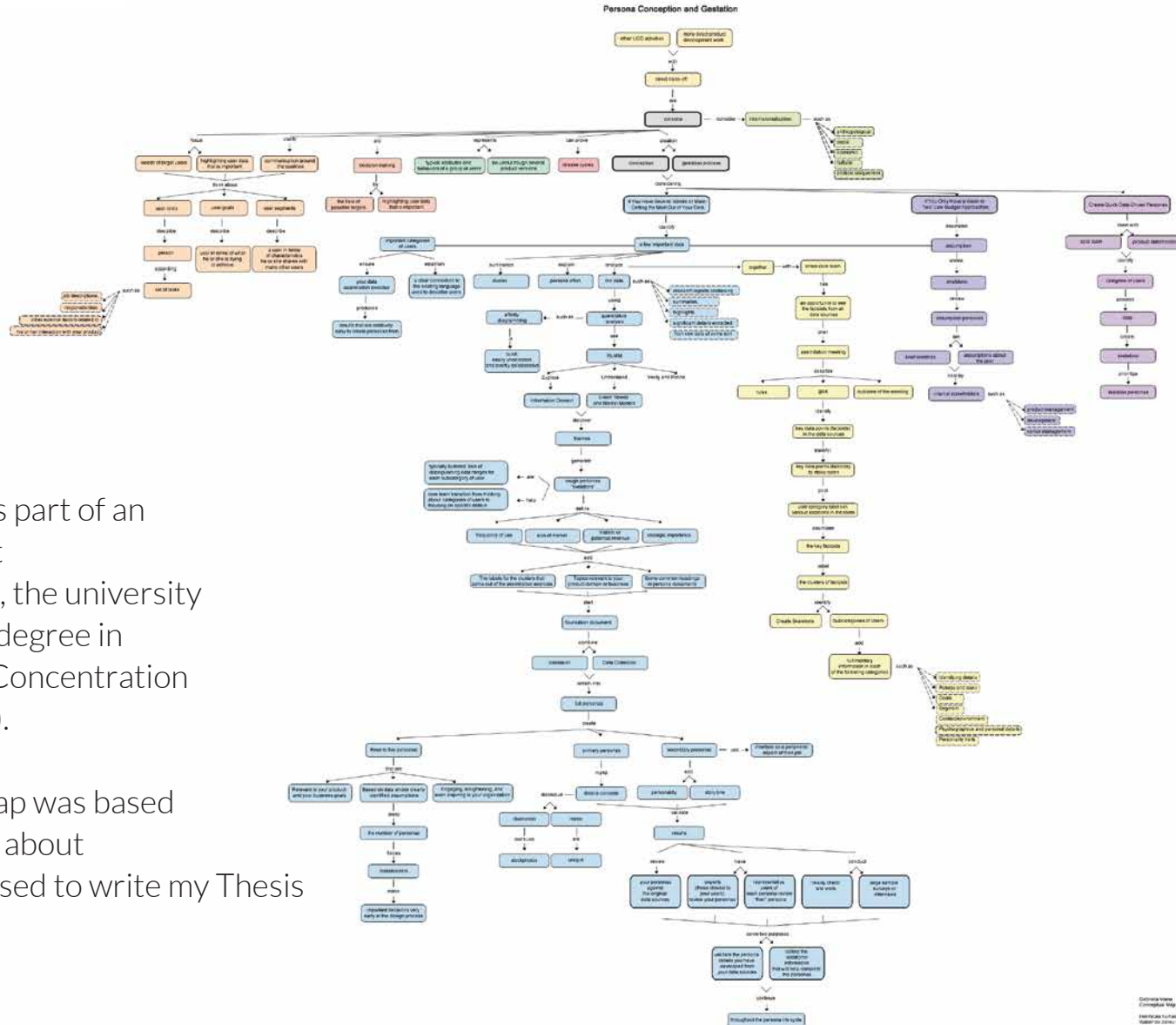
This conceptual map was part of an exercise I participated at Polytechnique Montreal, the university which I did my Master's degree in Industrial Engineering (Concentration in Software Ergonomics).

Note: The conceptual map was based on the chapter of a book about Personas, which I later used to write my Thesis

The project for BB&B was developed as part of an exercise for one of my courses at McGill University (Diploma in Management - E-business), which I decided to withdraw to proceed with my Master's Degree.

The objective of this project was to evaluate the current situation of the company in which concern Web Marketing Strategies and make suggestions how to improve their scenario.

The team realized that BB&B did not have an attractive e-commerce website, nor was it integrated with other channels, such as Twitter and Facebook. It did not offer discounts or shipping advavantages.

McGill

After analyzing some numbers, doing a SWOT analysis, and understanding their customers'needs, some suggestions were made, such as:
- Integrate the website with other channels (omnichannel)
- Create new ways to communicate with their customers by sending newsletter including promotional content
- Create a micro-site with a Wedding Contest in order to attract new customers and create "presence" in the social medias.
- etc
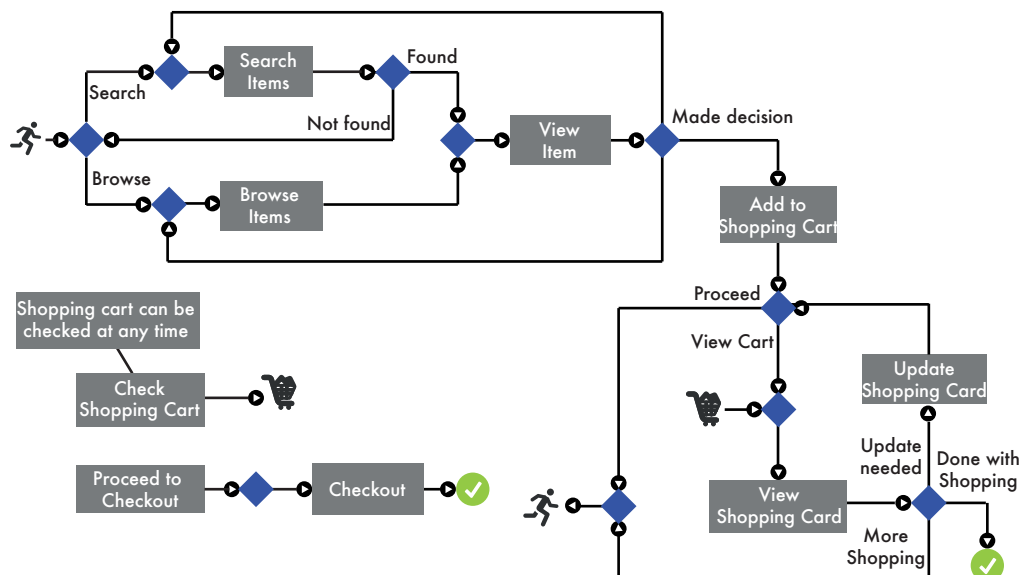
Why people buy?

4/5
Shop Online for a broader selection

7/10
Shop Online for better sales and Promotions

2/3
Shop online because it is cheaper

Who helps the decision?

1 - Positive customer review
2 - Retailer's Description
3 - Negative customer review

How people buy?

For more information, please visit:
http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf

At Adopt (Kronos Division), I had a chance to moderate a workshop to better understand the project, align the team, and create personas for their new suite.

Adopt is a company that helps airlines achieve operational efficiency, reduce operational costs while increasing crew-members' quality of life.
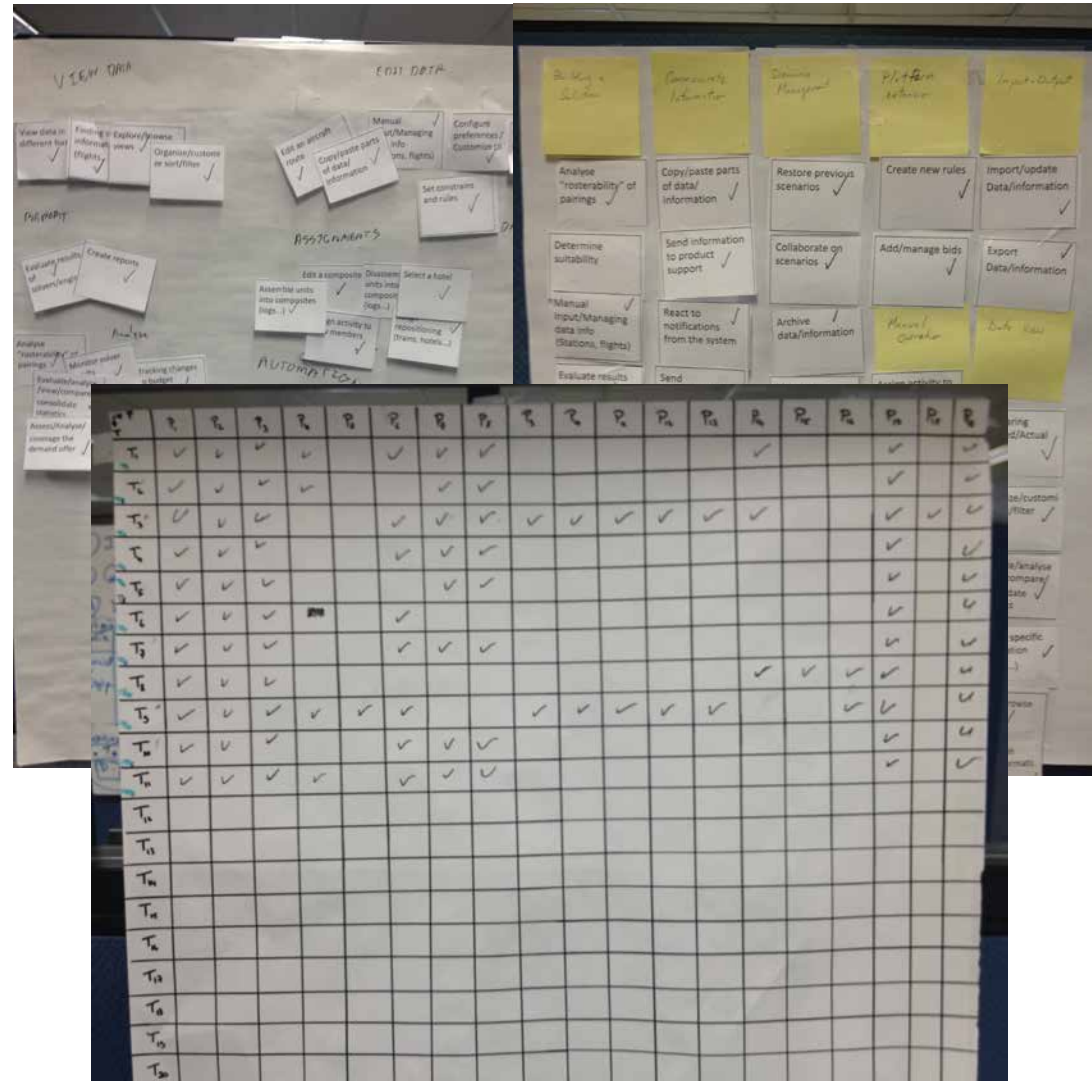
With one of the results of the Workshop I found that, even though the current interface was effective and efficient, in some cases, it was not engaging enough. Also, tasks as Prepare, Evaluate, Share, Communicate and Support needed to be reviewed.

So, during the concept phase, we took in an account this result as a priority to improve the interface

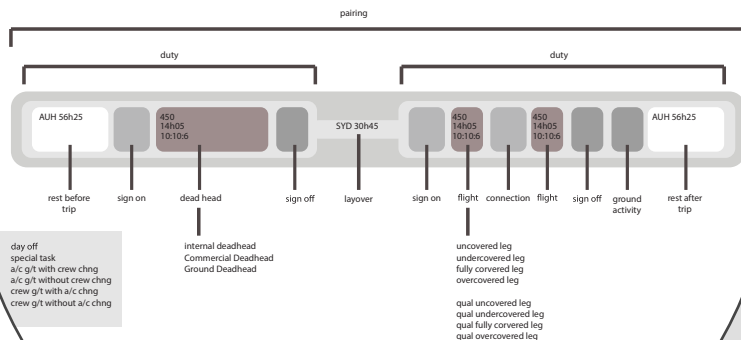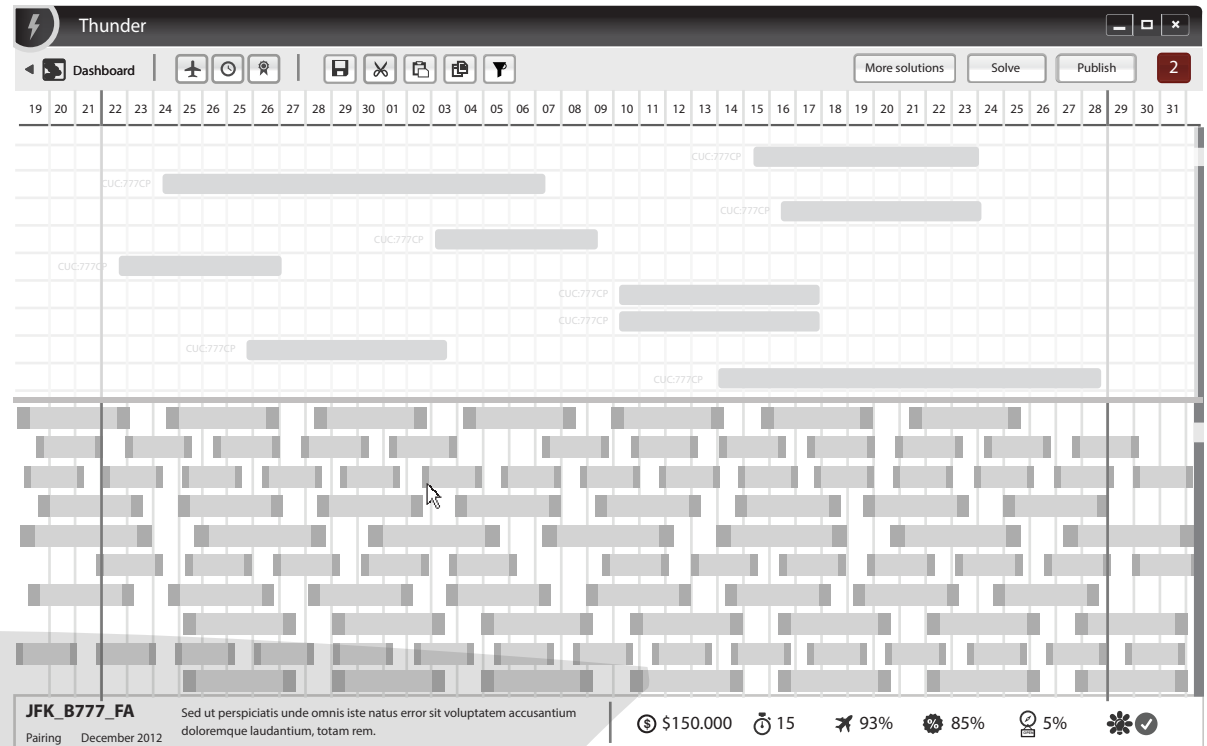|	EFFECTIVE	EFFICIENT	ENGAGING
CONFIGURE	✓	✓	—
PREPARE	—	—	—
VISUALIZE	✓	✓	✓
EVALUATE	—	—	—
SOLVE	✓	✓	—
SHARE & COMMUNICATE	✓	—	—
SUPPORT	—	—	—

This is an example of a preliminary concepts for Adopt. Some elements were added:
- Alert system
- Support information with KPIs
- System Status

We also made some exploration about how a "pairing" - zoom below, looks like and we explored the interactions that could be performed on it.

Thunder

Dashboard   More solutions   Solve   Publish   2

19 20 21 22 23 24 25 26 27 28 29 30 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

CUC:777CP
CUC:777CP
CUC:777CP
CUC:777CP
CUC:777CP
CUC:777CP
CUC:777CP
CUC:777CP

JFK_B777_FA   Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.
Pairing   December 2012

$150.000   15   93%   85%   5%

pairing

duty   duty

AUH 56h25   450 14h05 10:10:6   SYD 30h45   450 14h05 10:10:6   450 14h05 10:10:6   AUH 56h25

rest before trip   sign on   dead head   sign off   layover   sign on   flight   connection   flight   sign off   ground activity   rest after trip

day off
special task
a/c g/t with crew chng
a/c g/t without crew chng
crew g/t with a/c chng
crew g/t without a/c chng

internal deadhead
Commercial Deadhead
Ground Deadhead

uncovered leg
undercovered leg
fully corvered leg
overcovered leg

qual uncovered leg
qual undercovered leg
qual fully corvered leg
qual overcovered leg

Thank you for your time!

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