



GABRIELA VIANA

SELECTED WORKS

UNDERSTAND THE PROBLEM  
& RESEARCH



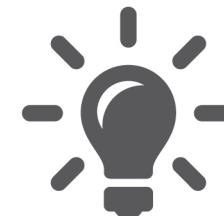
REFINE & COMMUNICATE



TEST & INTERATE



GENERATE IDEAS &  
EXPLORE CONCEPTS

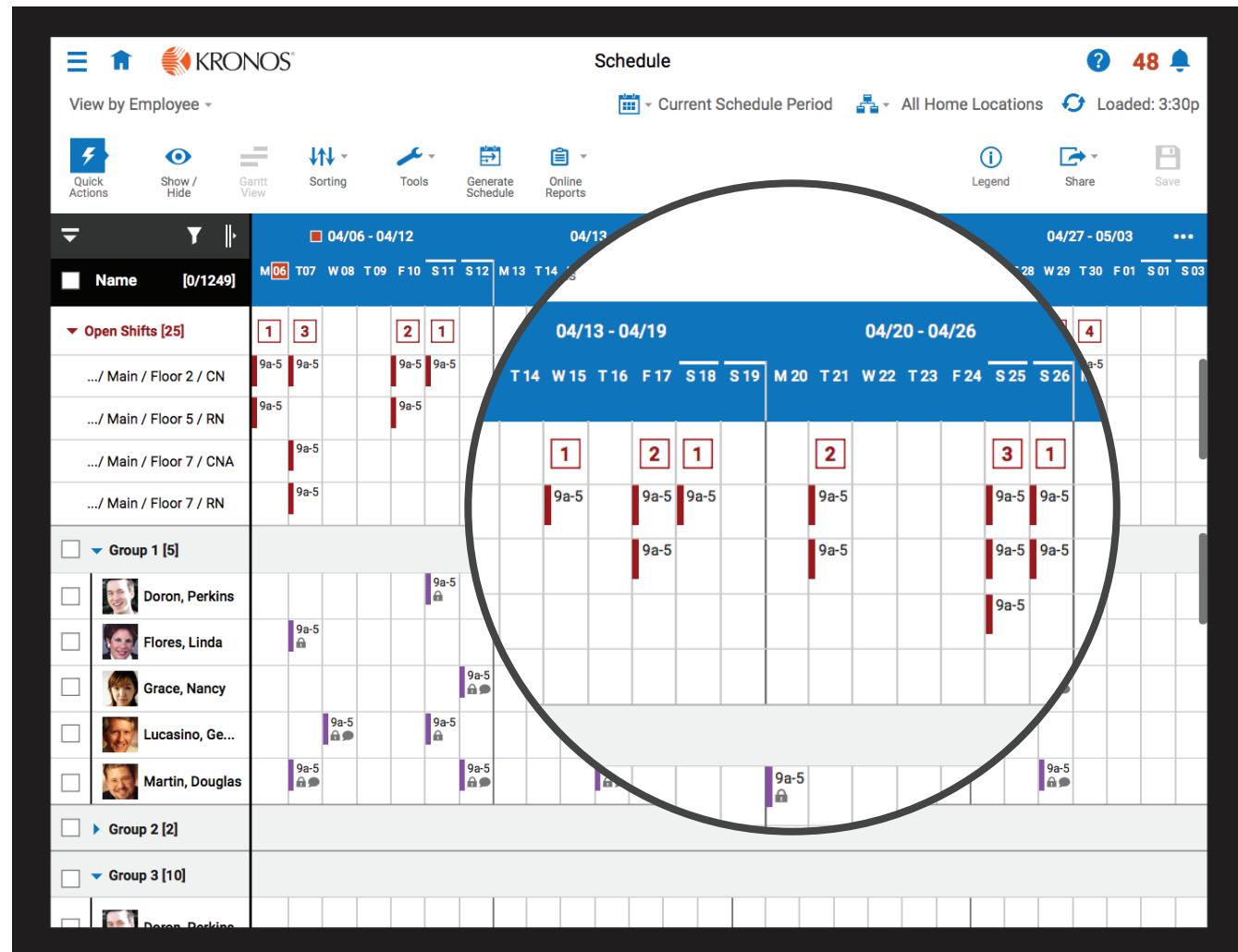


PROTOTYPE



At Kronos, as a Lead Interaction Designer, my responsibilities are:

- Lead the design of a product or a platform from inception to implementation
- Advocate for the users' needs and the usability of the product
- Continuously benchmark design best practices, monitor trends and analyze the UX of competitive products
- Support UX Designers in choosing the UX Activities ( card sorting, A/B Testing, etc) for the design projects
- Run the Stand Ups and unblock the team
- Support UX Designers in understanding the products
- Ensure consistency across all designs produced for the products
- Organize design shops
- Mentor and coach UX Designers on Kronos domains and team dynamics



Above, an example of the Schedule, which is part of the Kronos Workforce Central Suite, and I am the lead designer. The schedule allows managers accurately create schedules that align labor with anticipated demand, while adhering to all company and regulatory scheduling policies. 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 of how it is easier to use, the reduction of clicks to perform a task, and how is nice the new look and feel.

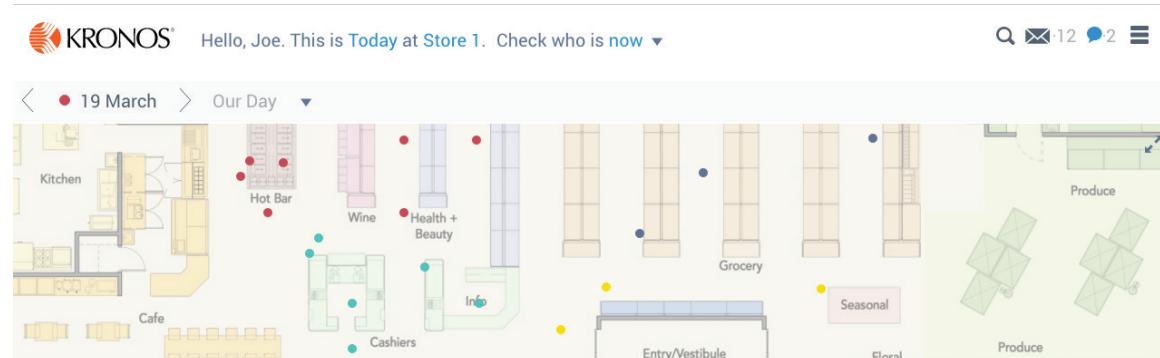
At Kronos, the process to come with new concepts is really a challenge. The problems we solve for are very complex, and it is not easy to re-design a product that is well-known by the users. We need to think about new interactions, but keep in mind elements that really work for them. We also need to keep in mind Accessibility and Responsiveness.

*On the image below, an example of design exploration for the Schedule with the focus on the Staffing workflow*

Guidance • Progressive Disclosure • Recommendations  
Tone • Responsiveness

Hello, Joe. This is Today at Store 1. Check who is now ▾

19 March Our Day



Shift transfer Shift template Comment Paycodes Copy/paste Delete Lock/unlock Swap

Department 1-10 CN (3) Department 1-10 CN (3) Department 1-10 CN (3)

Open Shift	2	2	2
Paula Nova	2	2	2
Jeni Din	2	2	2
Open Shift	2	2	2
Paula Nova	2	2	2

VOL 200 PLAN 200 SCH 200 VOL 200 PLAN 200 SCH 200 VOL 200 PLAN 200 SCH 200

Michael, you are looking at Paula Nova. She is working at Store 1 as a Cashier.

19 March My Day

About EDIT

TELEPHONE	542-678-678	PRIMARY JOB	542-678-678	SENIORITY	542-678-678	AGE	23	DATE OF HIRE	12/04/2015	ANNUAL SALARY	\$19,000	ADDRESS	4950 John Street MA USA
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Paula Nova

Punch Shift Availability Easter

Totals: \$200.00 Pay 8 Work Hrs

Who can replace - 10

Paula Nova Jeni Din James Gonzales Paul Robson

Chocolate eggs are arriving at 3pm today Each assistant is going to be responsible to place the eggs Type: Product Launch | Due Date: 02/19/2013

Who will be working with - 10

Paula Nova Jeni Din James Gonzales Paul Robson

Performance Almost a star! Take 2 overnight shifts next week Receive 3 more good feedbacks Keep punching right

Time Off REQUEST

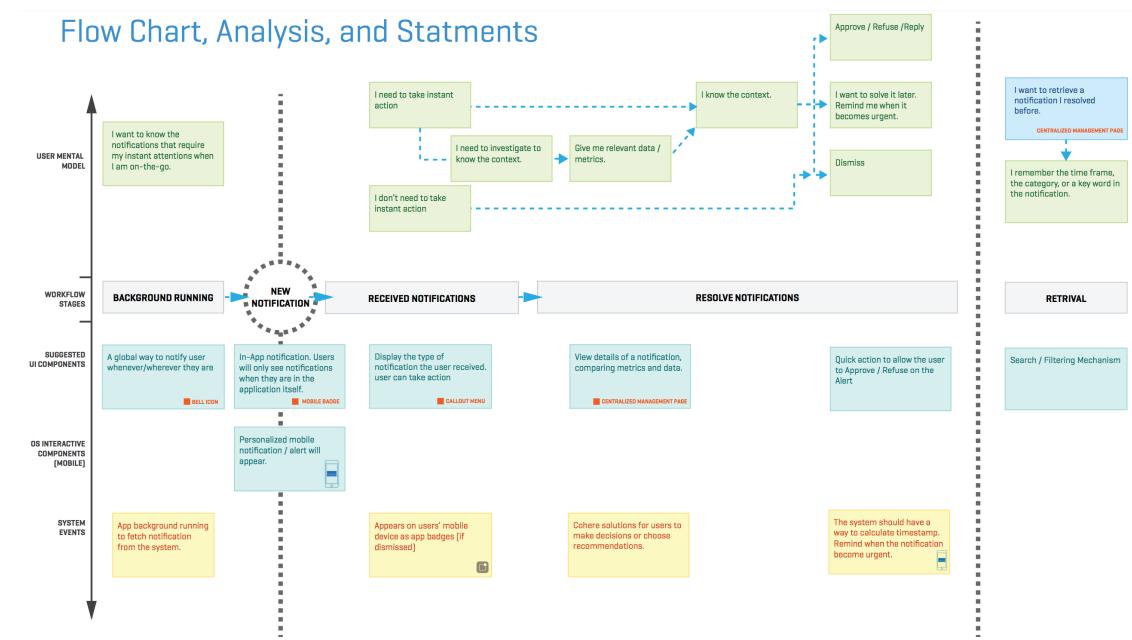
Paula, you haven't requested vacation since last year. It is time to take a break.

Vacation	TAKEN	20	PLANNED	20
Sick	10	0	0	10
Personal	8	0	0	8
Floating Holidays	10	12	12	40

On this page, an example of the work done to create 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.

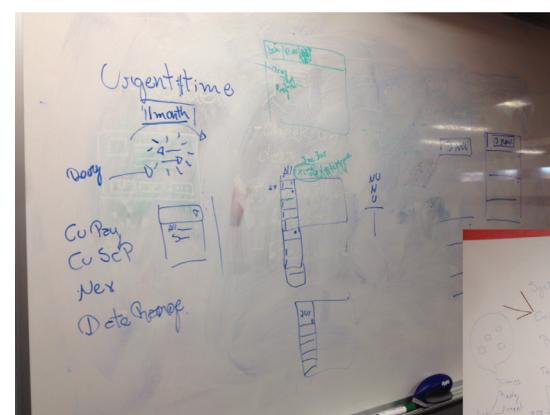
*On this particular case, we did not have access to real users, so we made a research with Product Owners. We identified six areas that we should be aware when working on the concepts: Real time, Metrics, Related Data, Educate System (Machine learning), Personalization and Archive*



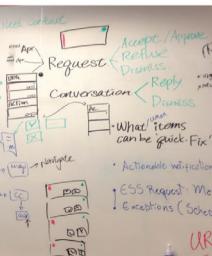
## Meeting with Product Owners: Outcome

The 6 Statements	
Real-time Solution	<b>Dismiss</b> - Potential to Remind
Metrics for Investigation	<b>Reply</b> - Communication
Related Data Catenation	<b>Resolve</b> - Accept / Refuse
Educate System Behavior	<b>Urgent / important Actionable items</b>
Personalize	<b>Categorization</b> of Notifications
Archive	<b>Search</b> / filtering mechanism

## Brainstorming



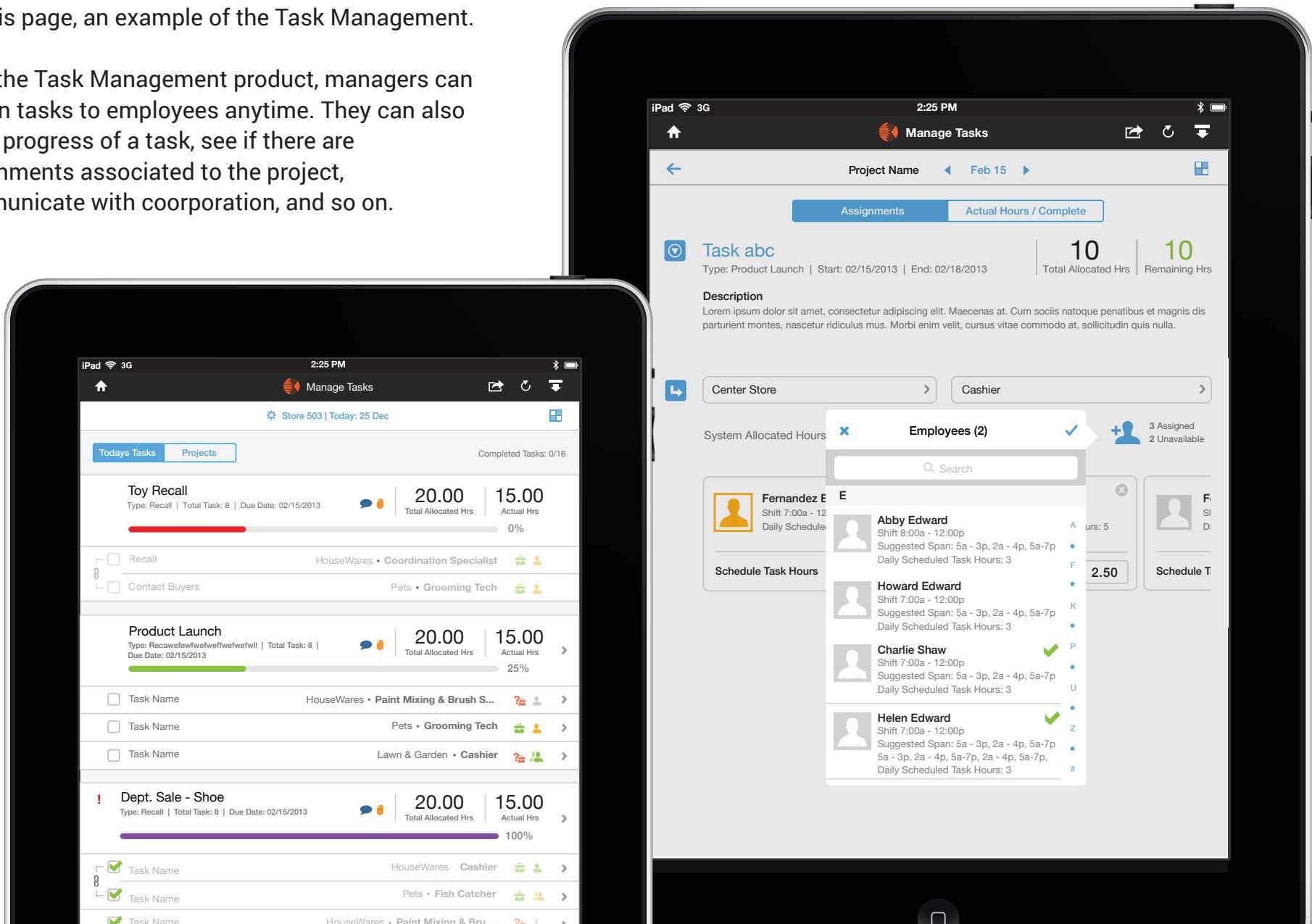
### Disection of different information and making



Centralized Management Page & necessary info

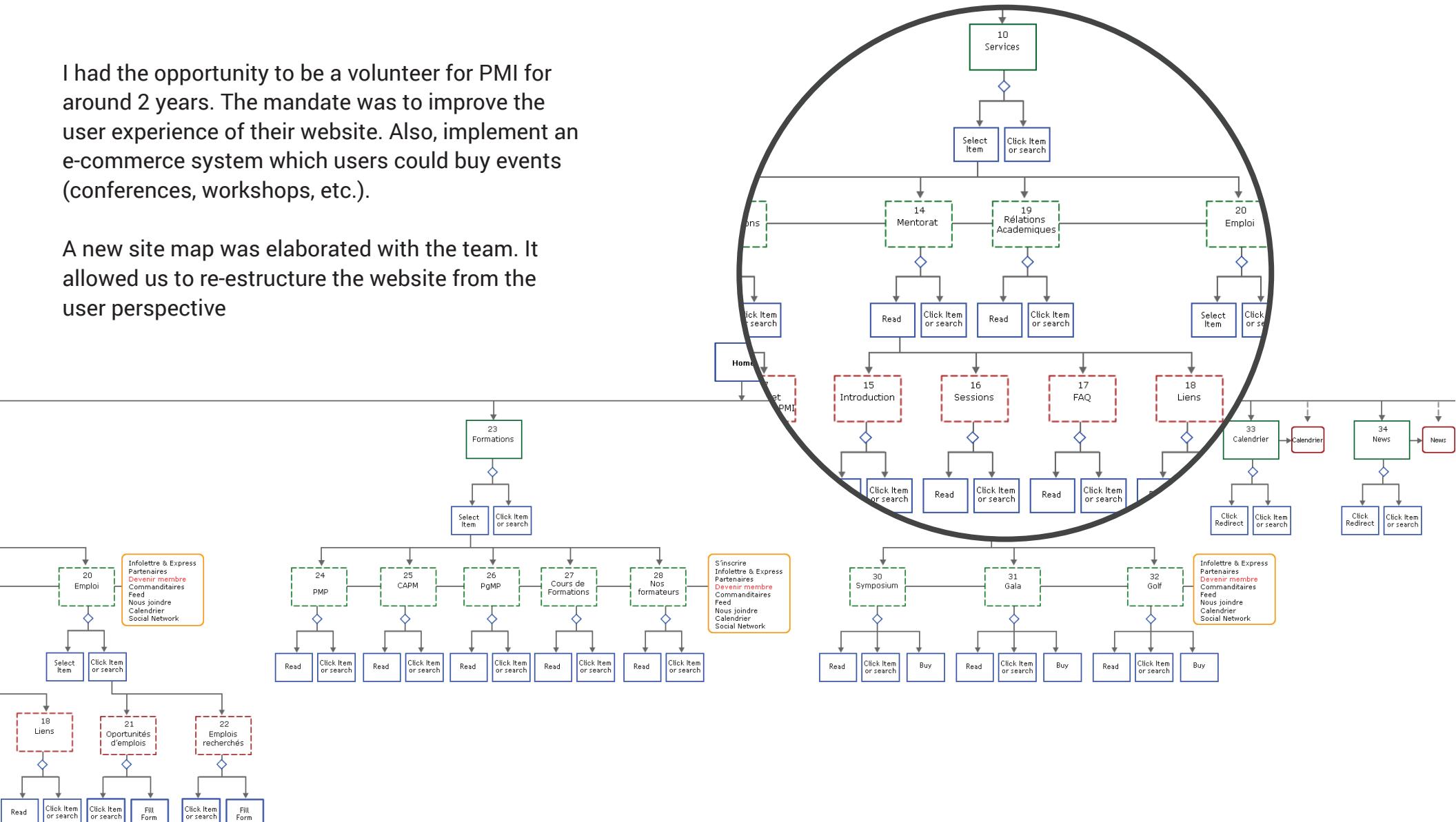
On this page, an example of the Task Management.

With the Task Management product, managers can assign tasks to employees anytime. They can also see a progress of a task, see if there are attachments associated to the project, communicate with corporation, and so on.



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

A new site map was elaborated with the team. It allowed us to re-structure the website from the user perspective

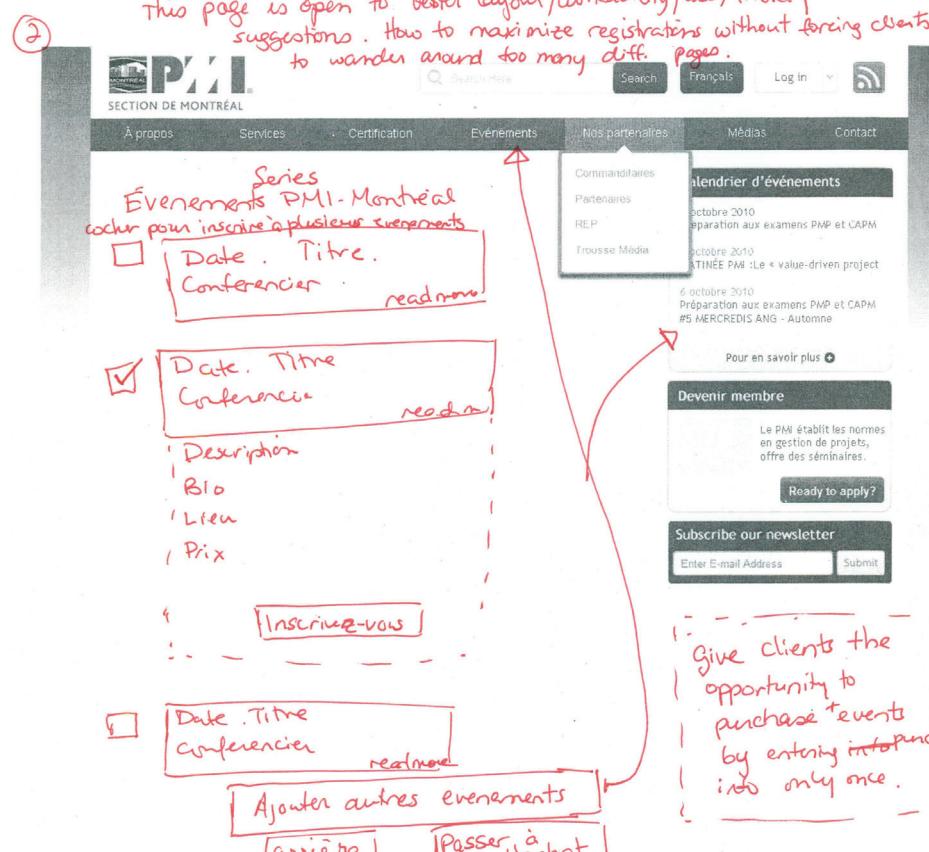
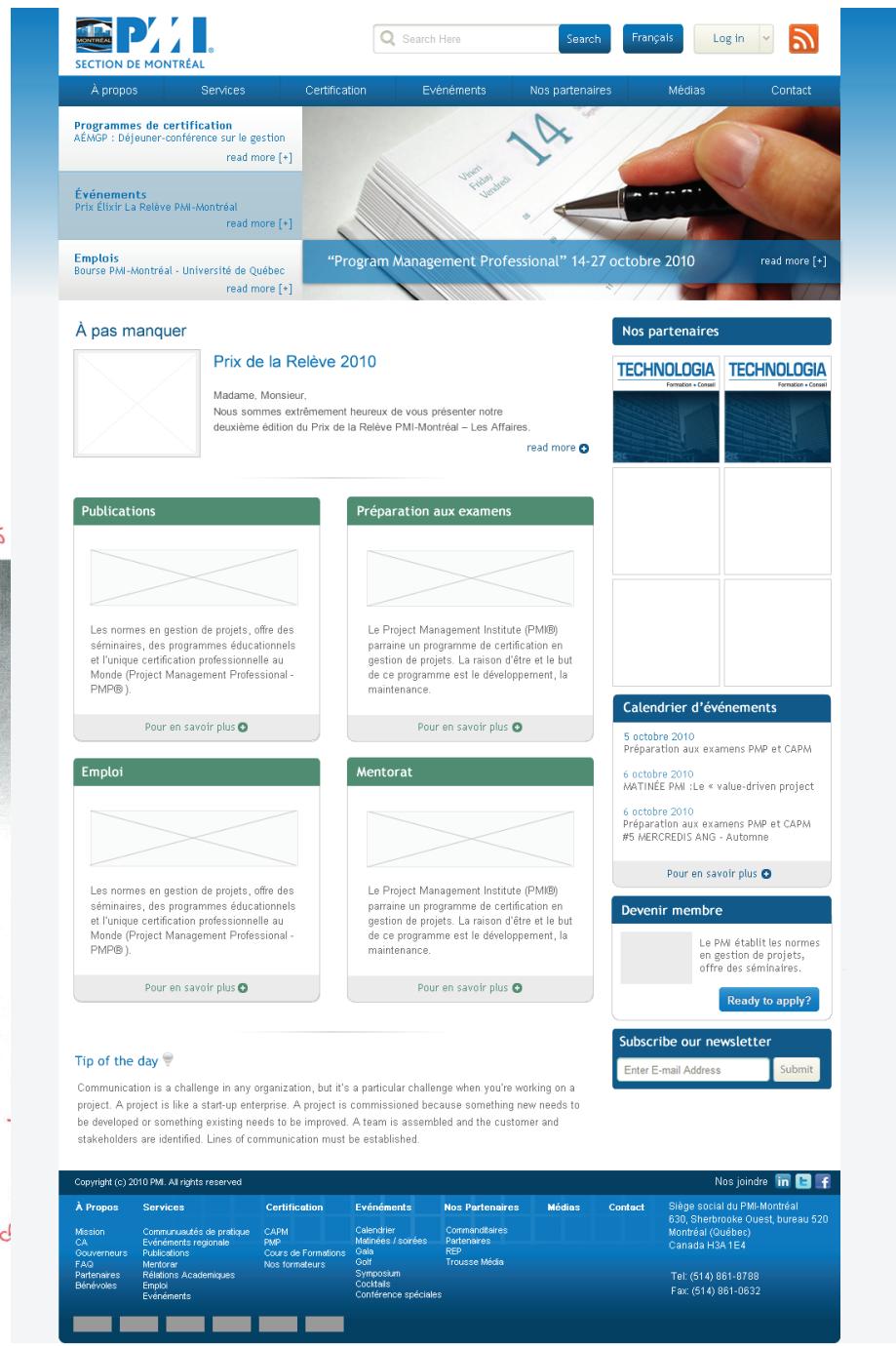


A new visual theme was also elaborated to match with the new guidelines provided by PMI.org.

*With this project I won the prize of the Volunteer of the year.*

(2)

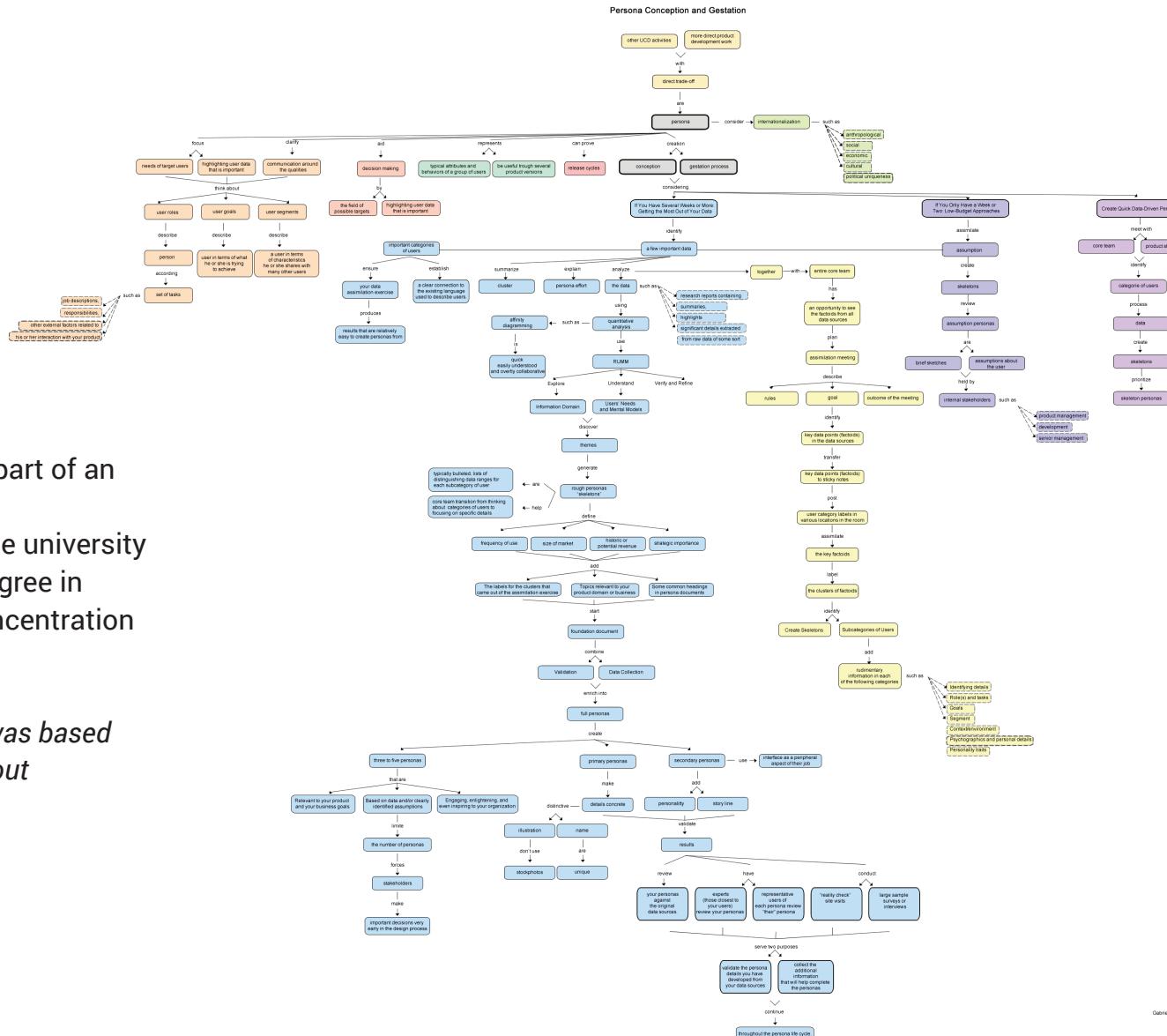
*this page is open to better layout/compatibility/user-friendly suggestions. How to maximize registrations without forcing clients to wander around too many diff. pages.*



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.*





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).

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.

# BED BATH & BEYOND®

Beyond any store of its kind.®



Gabriela Viana  
Enzo Daniel Luna Cano  
Samuel Tadevosian



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WEDDING & GIFT REGISTRY   SHOP FOR COLLEGE

CartTrack Order | My Account | Wish List | Gift Cards | Email Signup | Store Locator

BEDROOM   BATHROOM   KITCHEN   DINING   LIVING ROOM   NURSERY & KIDS   HOME DECOR   STORAGE & ORGANIZATION   HOME IMPROVEMENT   HOLIDAY & GIFTS   On sale!

**40% off**  
All Christmas Ornaments

Shop the sale ►

**Gift Cards**  
Always the perfect gift!  
Shop now ►

**THE WEDDING Contest**  
Join now ►

**On our blog this week**  
Reason to Celebrate: Hosting a Gift Wrapping Party  
Let's face it—wrapping all of those holiday gifts will be a whole lot more fun if you get to chat with your friends while you do it.

**Get your gifts in time for the holidays!**  
Shop Now ►

**Create a registry**  
Select a type ▾  
Create now ►

**BED BATH & BEYOND**  
Corporate Gifts ►

**2012 Holiday Helpbook**  
Entertaining Checklist & Tips ►

**Customer Service**  
Easy returns  
Shipping & policies  
Terms of Use  
Gift cards  
Product guides  
Safety and Recalls  
Product videos

**Our company**  
Corporate sales  
Investor relations  
Corporate responsibility  
Media relations  
Careers  
Store Locator

**Bedroom**  
Bathroom  
Kitchen  
Dining  
Living room  
Nursery & Kids  
Home Decor  
Storage & Organization  
Home Improvement  
Holiday & Gifts

**Help**  
Contact us  
Our mailing list  
FAQs  
Glossary

**Infolettre**  
Signup for our newsletter!  
Name :   
Email :   
Send

Nous Joindre

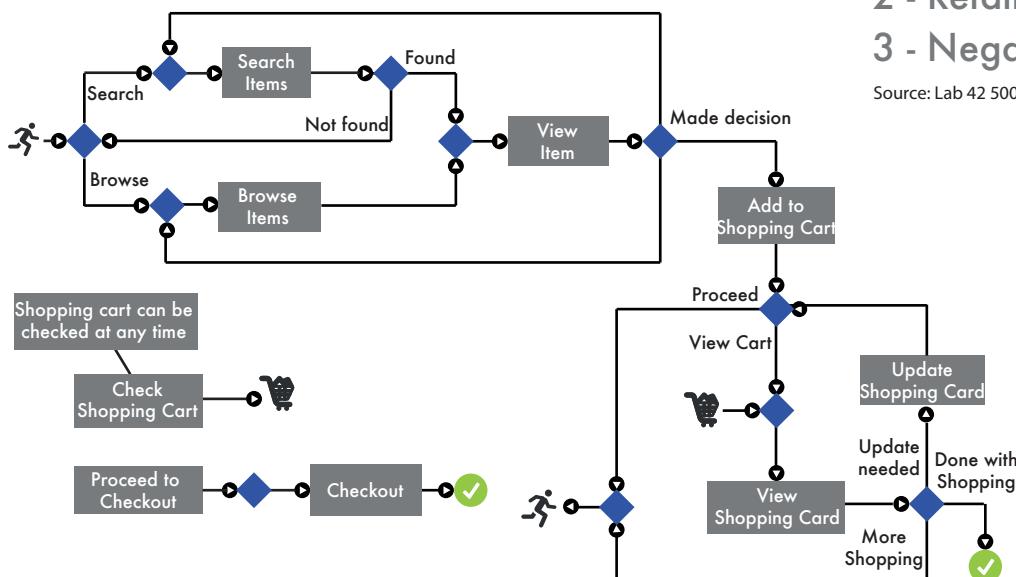
You can return anything bought online within three months of purchase.



After analyzing some numbers and understanding their customers' needs, some suggestions were made, such as:

- Integrate the website with other channels
- 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.

## How people buy?



## 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?

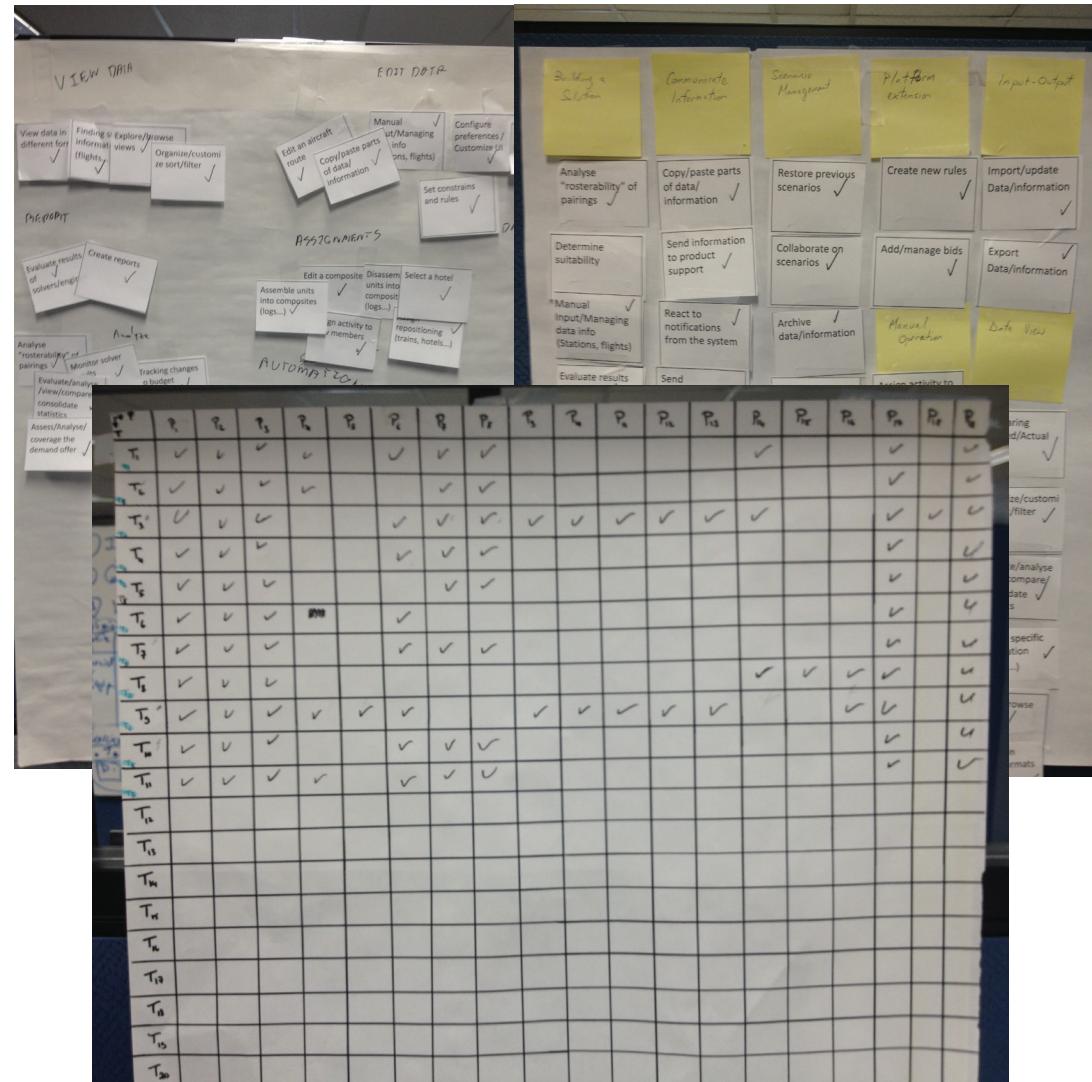
- 1 - Positive customer review
- 2 - Retailer's Description
- 3 - Negative customer review

Source: Lab 42 500 Online Shoppers about Online Shopping Experience and Preferences

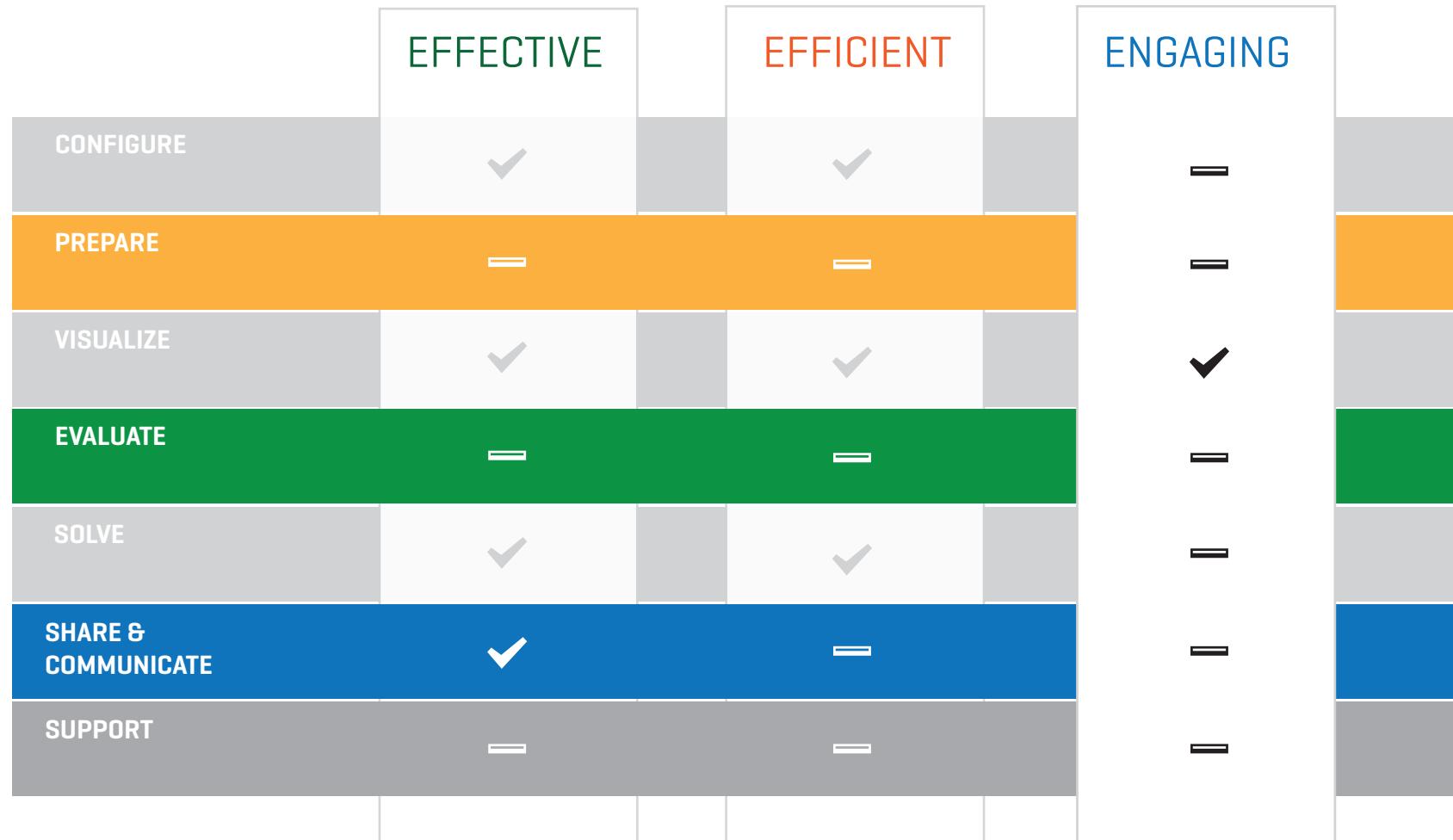
For more information, please visit:  
<http://gabiviana.com/portfolio/bbb/BedBathBeyond.pdf>

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.*



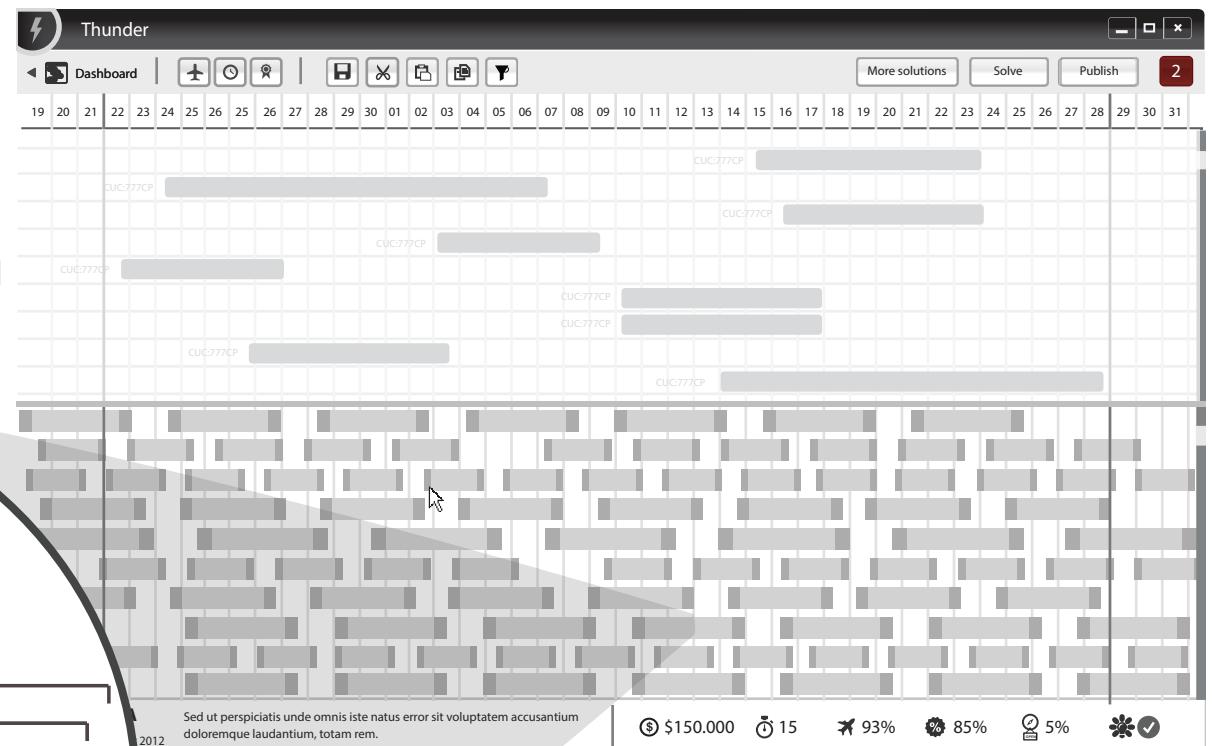
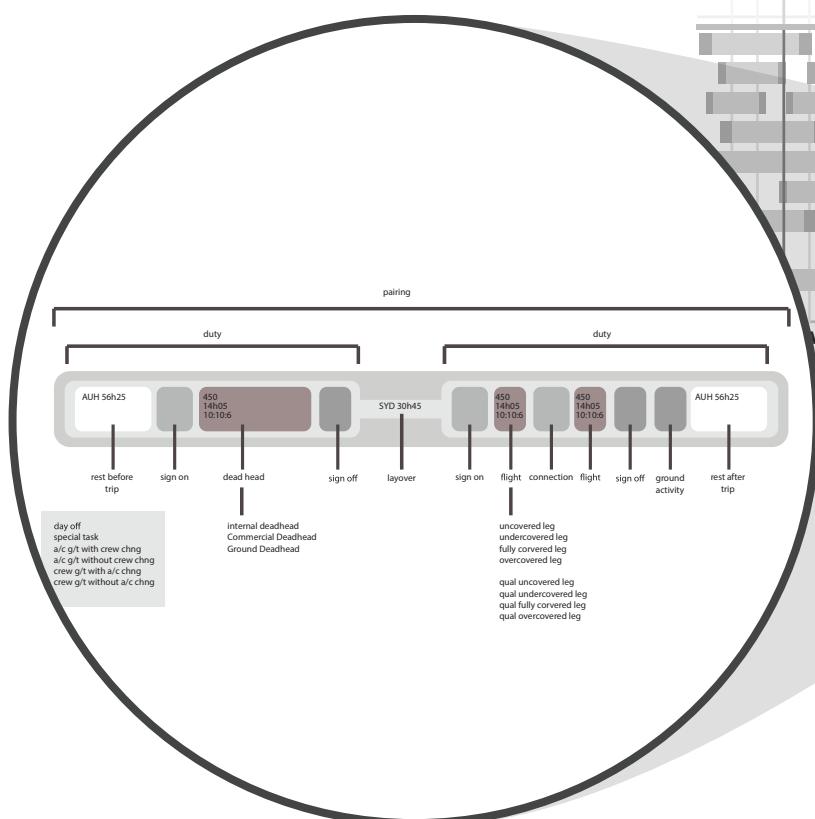
With one of the results of the Workshop we found that, even though the current interface was effective and efficient, in some cases, it was not engaging enough. Also, tasks as Prepare, Evaluate, Share, Communicate and Support needed to be reviewed. So, during the concept phase, we took in an account this result as a priority to improve the interface



This is an example of 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.



# THANK YOU

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