

# Gabriela

## Portfolio

Product design  
Human Behavior  
Architecture  
Urban Planning

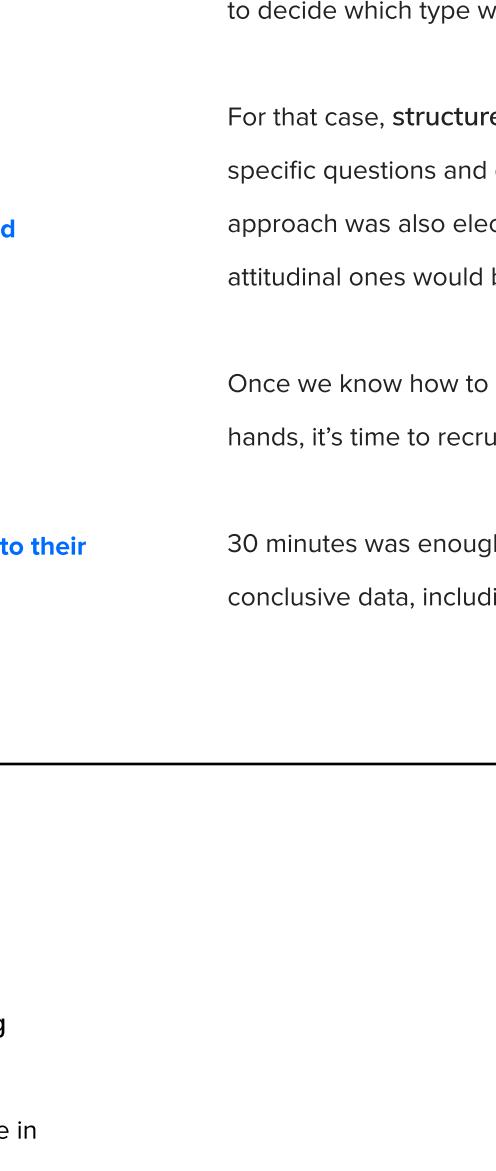
## Getting to know me

Hi there.

I'm Gabi, born in 94, raised in Recife and currently living in São Paulo. I'm graduated in architecture and urban planning at Universidade Católica de Pernambuco, with a complementary undergraduate certificate from Columbia University, Kent State University and State University of New

York, where I have taken design, human behavior and arch/urb classes with full scholarship.

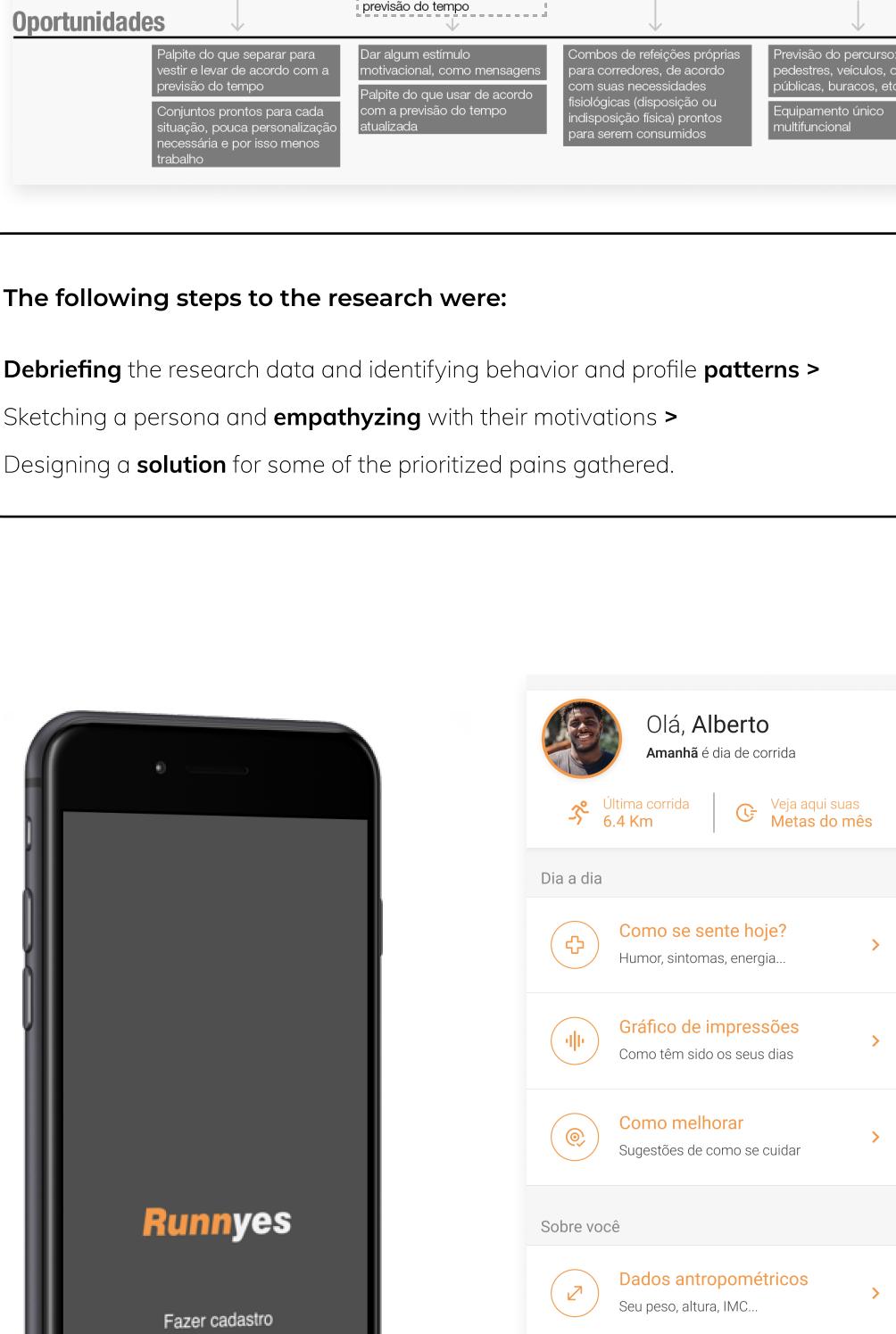
My motto is "the difference between good design and great design is intelligence".



Mail me at ozoriodegabriela@gmail.com for inquiries or a new project.

## PROJECT: RUNNYES

UX RESEARCH + UI



What's the first thing you would want to get to know when conducting an interview?

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For the **main objective**, we would want to consider the **"How Might We"** challenge, aligning user and business interests. How might we deliver a certain **value or experience**?

Afterwards, it's interesting to break the main objective into specific ones, so that we understand who we are talking to and what we are talking about.

Exploring, understanding, discovering, identifying, defining, and so on. These are the verbs that guide us in these first steps. Check out the example on the left.

Get to know:

Our **target public**: how is their journey and what are their jobs to be done;

What are considered **physical complications and injuries** for them: their pain;

In what consists a **good experience** in this scenario: their expected gains

Interview modalities

1. Unstructured interview
2. Semi-structured interview
3. Structured interview

Each and all of them have their own value, it's left for the interviewer to decide which type will lead into more valuable data.

For that case, structured interview was chosen because I wanted to ask specific questions and guide the content on our talks - a **qualitative** approach was also elected so that behavioral data rather than just attitudinal ones would be collected.

Once we know how to address to the interviewees and have a script on hands, it's time to recruit them.

30 minutes was enough time for the conversation and questioning, and conclusive data, including the runner's journey, was gathered.

Best practices:

1. Let the interviewee know your intentions on the research;
2. Talk to the interviewee! It all sums up to **human-to-human bonding**;
3. Let the person **comfortable** to share her/his ideas - there is no right or wrong answer;
4. The interviewee is not **duity-bounded** to anything, we are grateful for their time in advance;
5. Watch out for biased questions, choose to use "what do you do for" instead of "would you", for example;
6. Ask permission to record the interview, and get the allowance on tape.

Guiding principles:

People practice amateur running because it's a financially convenient, flexible and accessible exercise;

Amateur running is not necessarily the only physical practice one performs;

Amateur runners adjust their running schedule according to their routines, which may vary

Amateur runners value this activity for the fast physiological and physical body response.

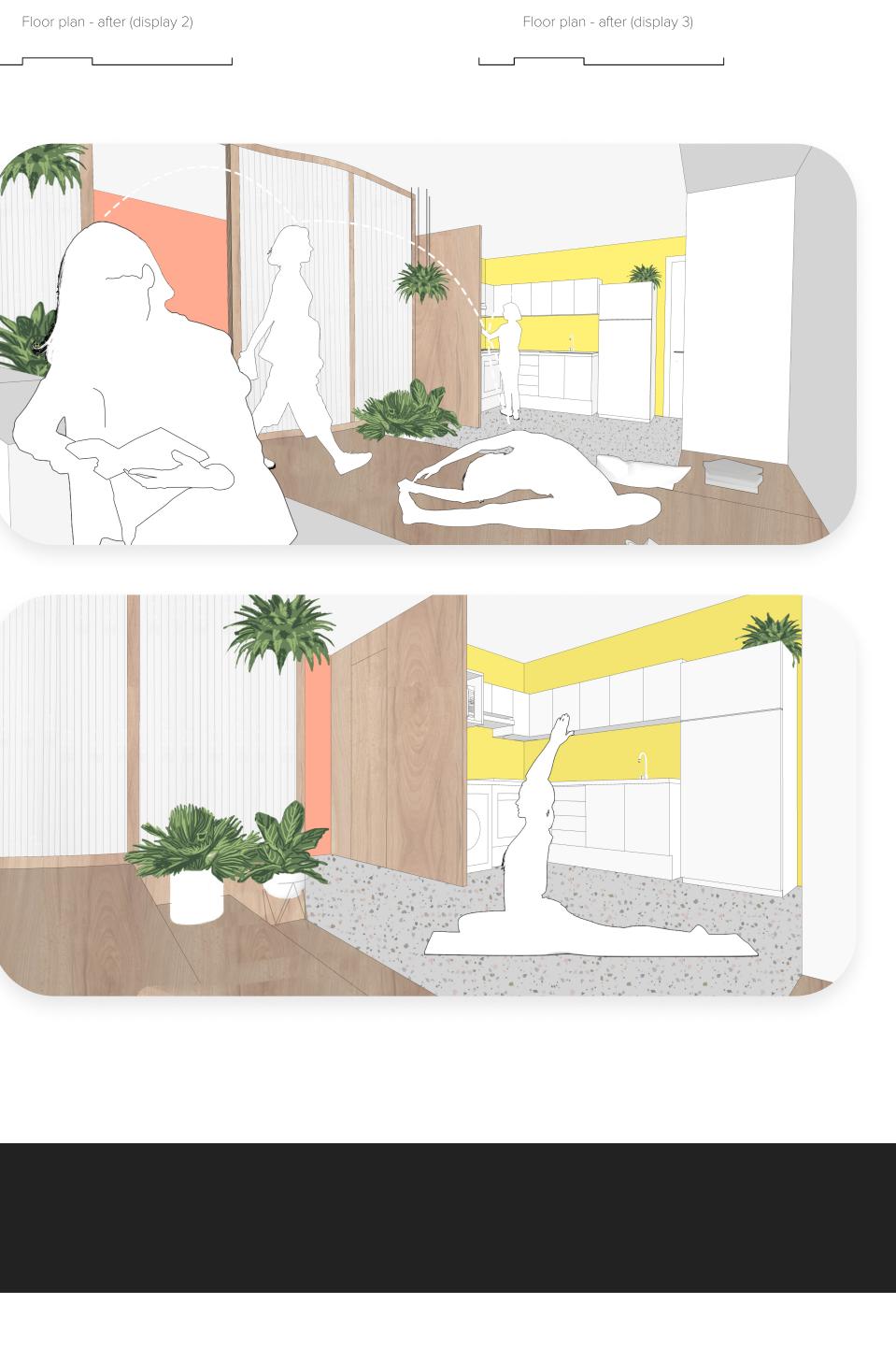
The following steps to the research were:

Debriefing the research data and identifying behavior and profile patterns >

Sketching a persona and empathizing with their motivations >

Designing a solution for some of the prioritized pairs gathered.

The **product outcome** is a platform where amateur runners register their goals, along with their **biotype** and **lifestyle**. In **Runnyses**, they are able to **track their progress** and **get tooltips** on improving their awareness on possible and ongoing wears that most occur with runners. The platform also gives room to plugging a **Health Care service player**.



PROJECT: DESIGN & HUMAN BEHAVIOR MOTIVATIONAL THEORY

PROJECT FRAME + CASE STUDY

Any interface, as well as any activity in general, can assist in meeting the Steven Reiss' 16 basic desires, and for that reason, I've created a template where it's possible to map which motivations are being met and by which features.

Interfaces, whether they are **physical** or **digital**, are composed by features that influence the human being's mental state.

An interface aims a purpose, and when it's well designed it fulfills its potential with mastery - where the right things happen. It doesn't control individual emotions, but **guides**.

It should **arouse** the human being to a certain point: if the challenge is **too weak**, idle, the human potential remains unfulfilled, which causes frustration and disengagement. If the challenge is **excessive**, the human attempt to collaborating with it will result in **failure and decline**, making us feel helpless. When the challenge is **on point**, humans are stimulated to **new levels of creativity**, and are invited by their own brain to remain engaged, always looking for the **physiological** and **psychological reward of success**.

Psychology is the observable behavior scientific study, and with that in mind, the american psychologist **Steven Reiss** developed the Motivation Theory - 16 needs and fundamental values that motivate and boost people, objectives that are common to everybody.

The ways in which an individual can respond to an artifact vary, and although we all perceive our surroundings slightly differently, **we all respond to it in consistent ways**. That's why and how we are able to mobilize different people, personas and publics - by basing our choices on the **human being**, which is the **common factor among all of us**.

In this case study, I am going to evaluate **Instagram** under these precepts. It's a worldwide popular channel where people often feel persuaded to spend many hours per day.

How is it capable of addressing so many different people, regions and still establish a strong bond among them all?

I invite you to check the analysis on the left.

By following this template, it is possible to plan on delivering values that will be embraced by all sorts of expectations.

INSTAGRAM'S user behavioral analysis based on the psychological Motivational Theory

Desire Is it met? If so, by what means?

**Power** The need for control ✓ By **posting** and **displaying** pictures that represent frames of one's life, it's possible to show off being a winner, and who gets to know about it.

**Independence** The need to be distinct and self-reliant ✓ By **posting** and **displaying** pictures, music, videos, etc. that distinguish themselves and deliver it to people nearby.

**Curiosity** The need to gain knowledge ✓ It is possible to **explore** all sorts of content from reality to health and surgery videos - it always has something new to display when the page is refreshed.

**Acceptance** The need to be appreciated ✓ Likes. Show the world who you are as an user and get explicit approval and encouragement.

**Order** The need for prepared, established, and conventional environments ✓ Like a wardrobe or drawer, it is possible to **organize** the story highlights based on what is important and categorizing it on different folders. Saving as many content as wanted, even if it's not revisited very often.

**Saving** The need to accumulate something. ✓ Saving a post, **collecting** content and categorizing it on different folders. Saving as many content as wanted, even if it's not revisited very often.

**Honor** The need to be faithful to the customary values ✓ Through an **image** or **location pin** or **tagging** people, it is possible to honor the place one's belong, introducing meaningful people and sharing symbols.

**Idealism** The need for justice ✓ Again: **posts followed** and **commenting** on publications can display one's ideas and allows spreading to others if it's perceived as truth behind one's sight.

**Social contact** The need for relationship with others ✓ Not only is it possible to show mutual interest by **liking** posts and pictures, **commenting** on publications, **mutual voting sessions**, and many ways of bonding.

**Family** The need of taking care ✓ Through an **image** or **location pin** or **tagging** people, it is possible to honor the place one's belong, introducing meaningful people and sharing symbols.

**Social status** The need for social significance ✓ Number of **followers** likes and comments prove the world one's status level.

**Vengeance** The need to strike back against another person ✓ It can be targeted by **sharing** gains, losses and weaknesses, and being able to compromise the audience with ones preferable results.

**Romance** The need for mating or sex ✓ Likes that come and go, **private conversation** and **story response** sessions - tips delivered in different extents, analogous to real world steps.

**Eating** The need of consumption ✓ All sorts of **food products** and **experiences** are **promoted** and influences often **guide** users to accomplishing their idea of fitness and body motion.

**Physical activity** The need for work out of the body ✓ Turn your account into **private** and **report** inappropriate content and contact.

**Tranquility** The need to be secure and protected ✓

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ARCHITECTURAL PROJECT

ETAPAS dia anterior Antes de dormir Acordar Alimentação Preparo Saí da casa Comida Fim do trajeto Pós-experiência

Fazendo Separar lixo e coisas para o dia seguinte. Contar tempo para o dia seguinte e das refeições. Vai o treino do dia seguinte.

Pensando Eu organizo minha rotina para o dia seguinte. Quem é que vai ser o dia amanhã? Quem é que mais aprovado para o dia amanhã? Quem é que mais decompõe? Quem é que mais se esforça? Quem é que mais se esforça? Quem é que mais se esforça?

Sentido Sono e cansaço. Empolgação. Tudo anda de manhã. Tudo que é novo é sempre atraente.

Experiência Apesar de terceiro mundo, é possível manter minha rotina. É possível ter uma rotina sólida.

Emoções Aprender a respeitar a rotina das pessoas. Aprender a respeitar a rotina das pessoas.

ATRITOS Amarjar as coisas pro outro. Coisas que não servem pra mim.

Oportunidades Ter alguém que me ajuda com a rotina. Ter alguém que me ajuda com a rotina.

target public

challenge: pains identified

expected gains

The project's challenge was to turn a small apartment in downtown into a multifunctional space in which one or two users would be able to perform their activities during covid-19's scenario.

The premisses taken into consideration was that spaces need to serve different uses contemplating a level of **plasticity**, so that during the day the house changes according to the activities conducted, not necessarily having conditioned spaces to particular single ones - everyday it has a different format, always considering how fast things and people change.

THE JOURNEY MAPPING STARTED ON THE DAY PRIOR TO THE RUNNING ACTIVITY. IT WAS UNDERSTOOD THAT THE DECISION TO START RUNNING JOURNEY WAS IRRELEVANT AT THIS POINT.

Amateur runner's Journey Map

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Discover where amateurs usually run;

Identify what they do to avoid injuries;

Define what equipments they normally use to have a better performance;

what are the channels they are already using to cooperate into their running activity.

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