

## Product design Urban planning Architecture Human behavior

Gabriela Ozório

# portfolio

## Getting to know me

Hi there.

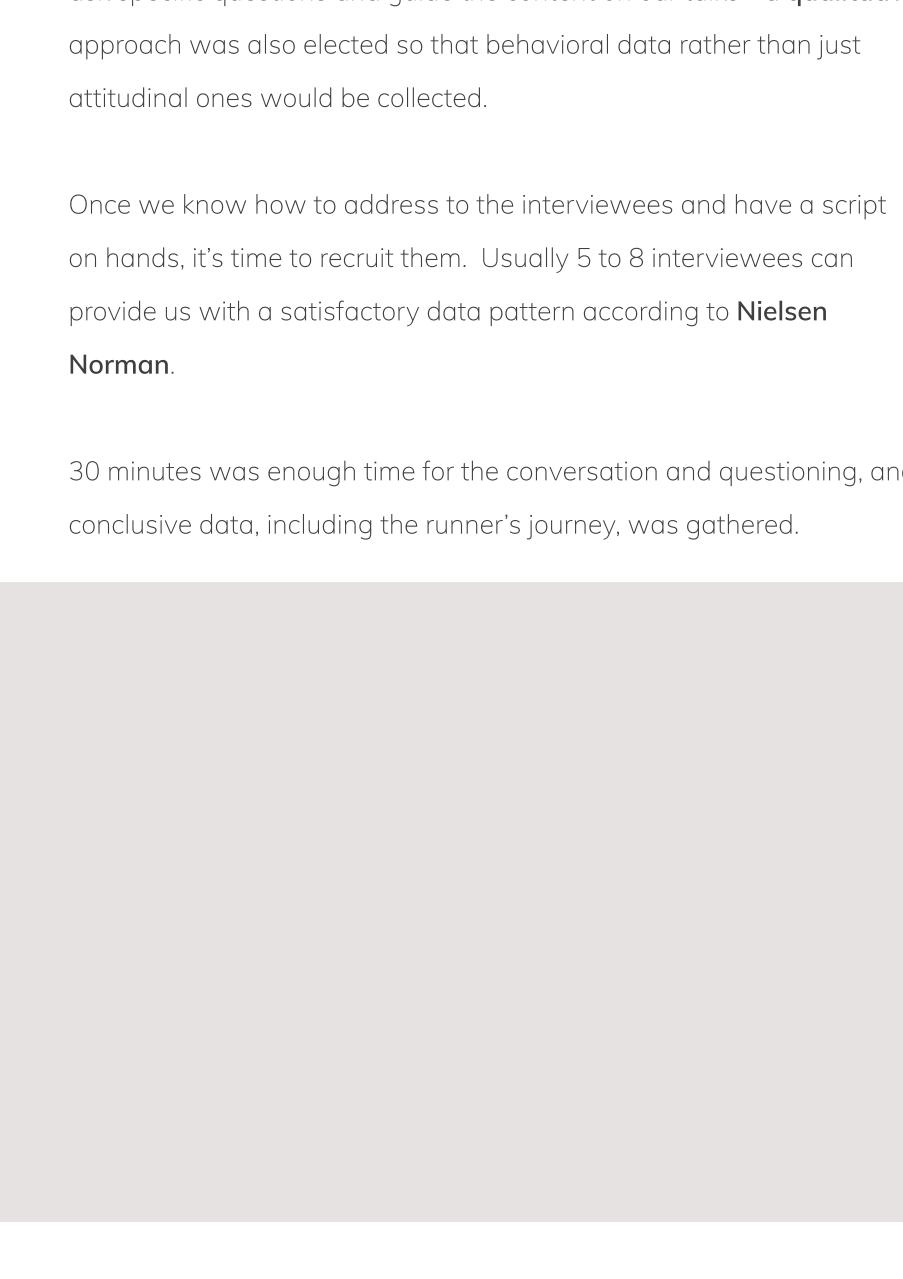
I'm **Gobi**, born in 94, raised in Recife and currently living in **São Paulo**.

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 archvibes classes with **full scholarship**.

I work mainly with design and human behavior, adopting psychology, neurology and perception concepts as grounding & considering business premises, objectives and key results.

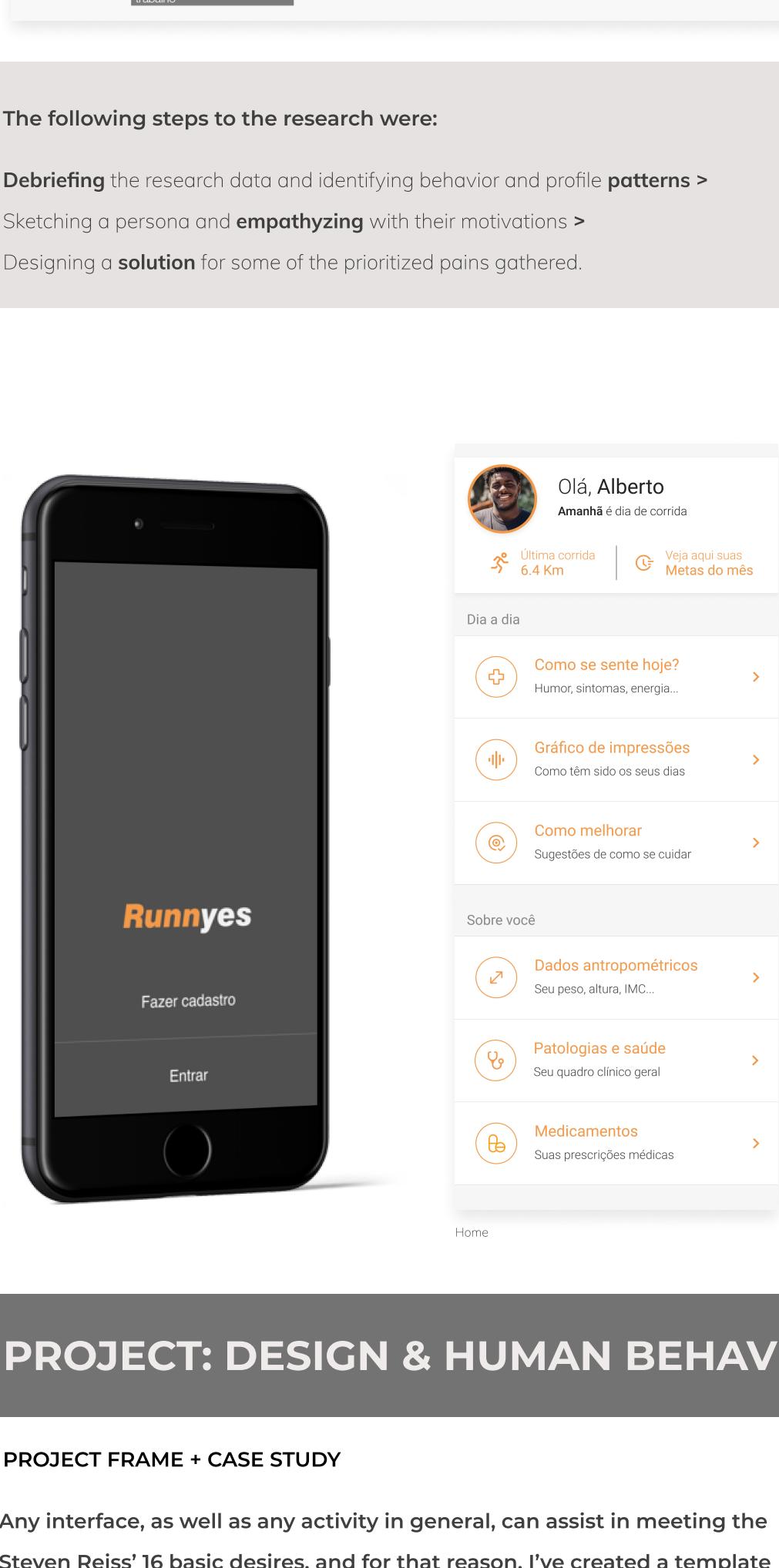
My motto is "the difference between good design and great design is intelligence" (Tobor Kalmus)



Mail me at [ozoriodegabriela@gmail.com](mailto: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?

"Who I am talking to."

For an in-depth interview, the first steps to take into consideration are:

1. What is the **main objective** of the research;
2. What are the **specific objectives**;
3. Which interview/**data collection type** is the best bet for what we want to discover.

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.

### 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 talk - 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. Usually 5 to 8 interviewees can provide us with a satisfactory data pattern according to **Nielsen Norman**.

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.

## 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**



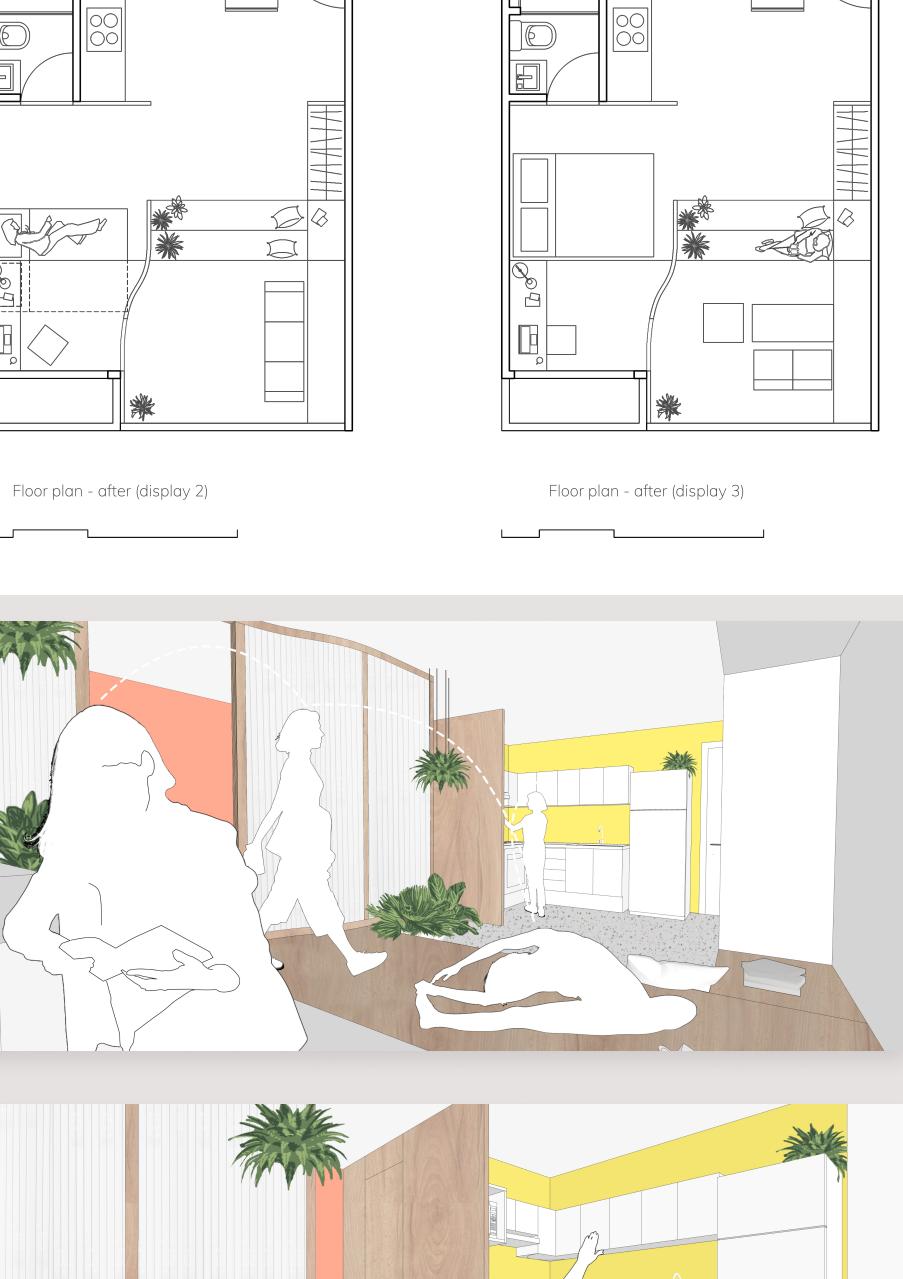
The following steps to the research were:

Debriefing the research data and identifying behavior and profile patterns >

Sketching a persona and empathizing with their motivations >

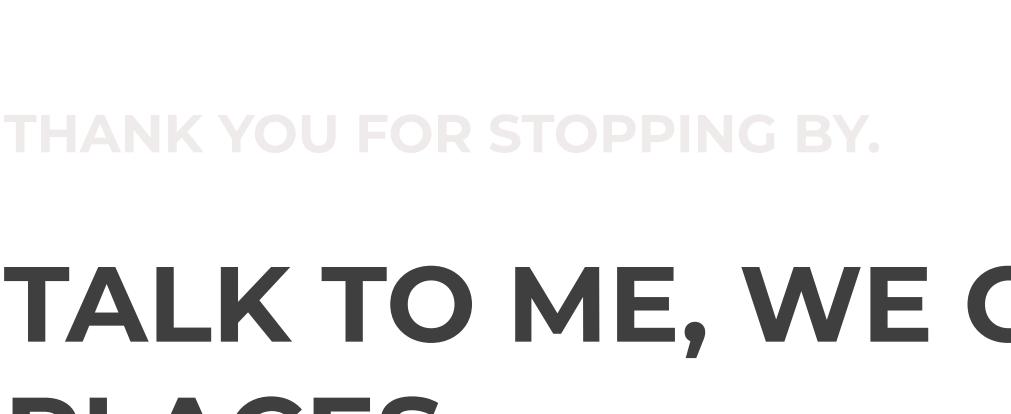
Designing a **solution** for some of the prioritized pairs gathered.

The **product outcome** is a platform where amateur runners register their goals, along with their **biotype** and **lifestyle**. In **RunnYES**, 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 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.

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**, human 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.

**Instgram'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 control, showing the way of being perceived, and who gets to know about it.

**Independence**

The need to be distinct and self-reliant

✓ By posting and displaying pictures, music tracks, following other users, using hashtags to differentiate themselves and deliver it to people nearby.

**Curiosity**

The need to gain knowledge

✓ Likes Show the world who you are as an user and get explicit responses and encouragements.

**Order**

The need for prepared, established, and conventional environments

✓ Being an orderer, having a clean environment, preparing the place for the zero waste to happen.

**Saving**

The need to accumulate something

✓ Showing off, collecting, saving, preparing for the future, saving money, buying things, saving time, saving energy, saving space.

**Honor**

The need to be faithful to the customary values

✓ Through an image, a location pin or tagging people, it's possible to honor the place one's belong, introducing meaningful people and sharing symbols that represent something.

**Idealism**

The need for justice

✓ Doing pages followed and commenting on publications can display one's beliefs and allows spreading to the world (as it is presented the truth behind one's belief).

**Social contact**

The need for relationship with others

✓ Not only is possible to show mutual interest by liking posts, but also by commenting, interacting privately, private conversation, voting sessions, and many more of bonding.

**Family**

The need of taking care

—

**Social status**

The need for social significance

✓ Number of followers likes and comments prove the world one's popularity.

**Vengeance**

The need to strike back against another person

✓ It can be triggered by sharing gains, possessions and belongings, and being able to compromise the audience with one's preferable reality.

**Romance**

The need for mating or sex

✓ Likes that come and go, private conversation and story response sessions, being around a different person, analogous to real world steps.

**Eating**

The need of consumption

✓ Showing off food products and experience can displayed, showing the will of consumption one's also able to place orders through it.

**Physical activity**

The need for work out of the body

✓ Physical stereotypes are promoted and influences often guide users to accomplishing their idea of fitness and body motion.

**Trautality**

The need to be secure and protected

✓ Open your account into private and report inappropriate contents and contact.

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**PROJECT: DESIGN & HUMAN BEHAVIOR MOTIVATIONAL THEORY**

**PROJECT FRAME + CASE STUDY**

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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.

**ARCHITECTURAL PROJECT**

