



Vinicius Ferreira

Portfolio

2023

▶ **ABOUT ME**

A short work history

▶ **RESEARCH METHODS**

An overview of my mixed-methods research

▶ **CASE STUDIES**

Some of the projects I have worked on

▶ **PERSONAL PROJECTS**

Projects I am very proud of

▶ **UX TOOLS & METHODS**

Tools and methods I created

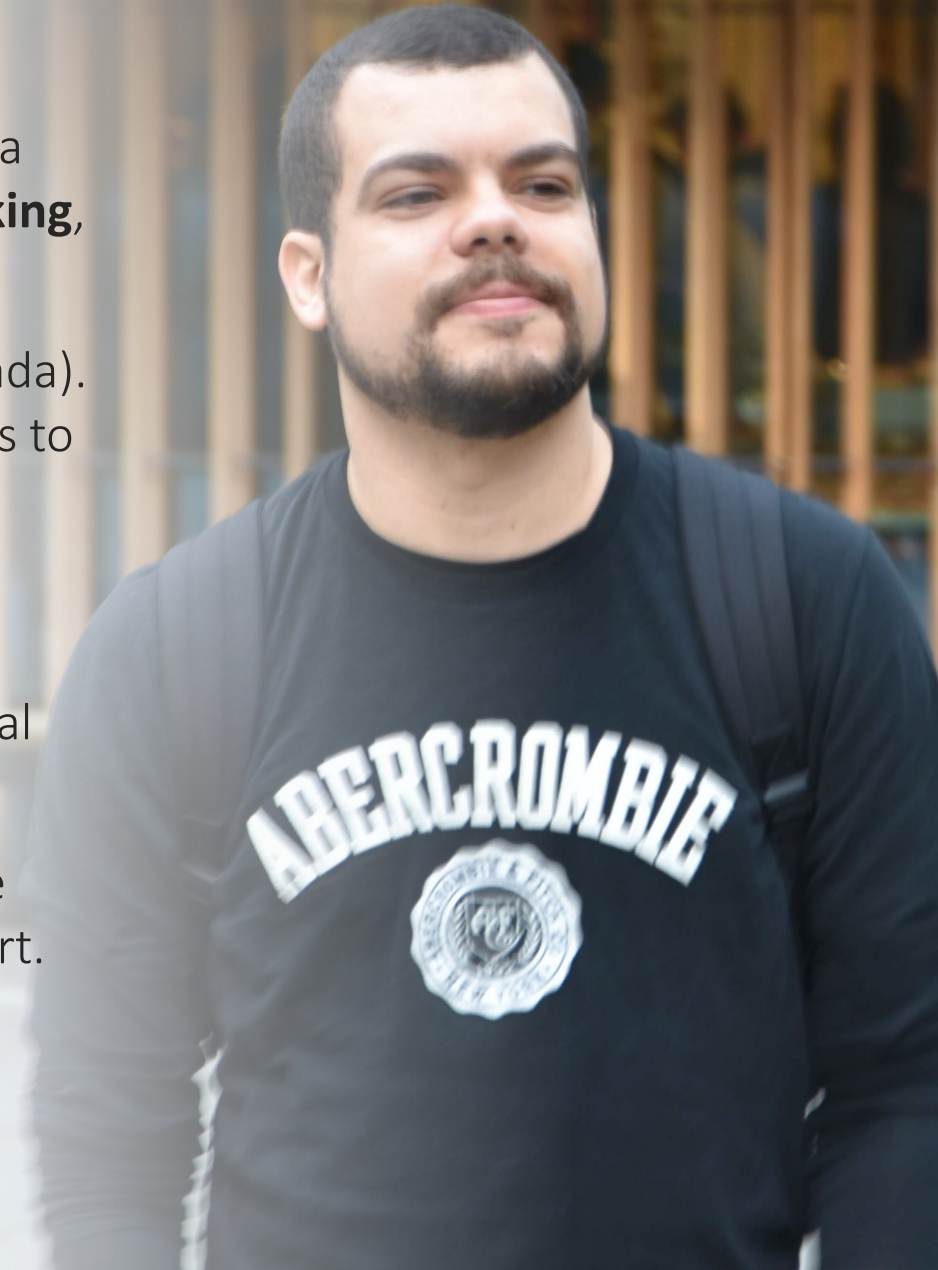
ABOUT ME

I am a **UX Design Researcher** with over 12+ years of experience and a **PhD in Computer Science**. My expertise is on **Lean UX, Design Thinking, Artificial Intelligence, Smart UIs**, and **Mixed-methods research**.

I was trained at **UFSCar** (Brazil), **UBC** and **Dalhousie University** (Canada). Throughout my career I have been able to provide consulting services to large companies such as BairesDev, Itaú BBA, Bradesco, and SEBRAE.

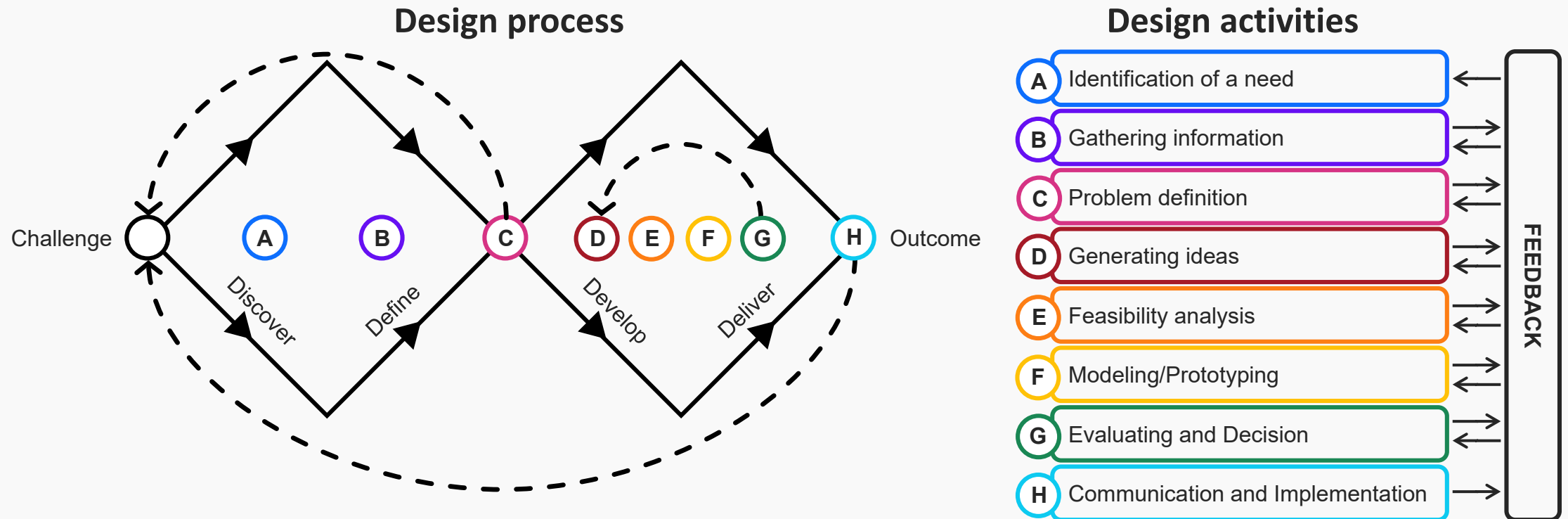
I published **20 academic papers** in the field of UX, Design, and HCI. I worked on different types of projects, including the design of automated outbound sales processes, AI-assisted systems for financial market, AI micro services, Education, Games, and Health care.

My background in **Web** and **Mobile** Development allows me to make better **Design** decisions, balancing user needs and development effort.



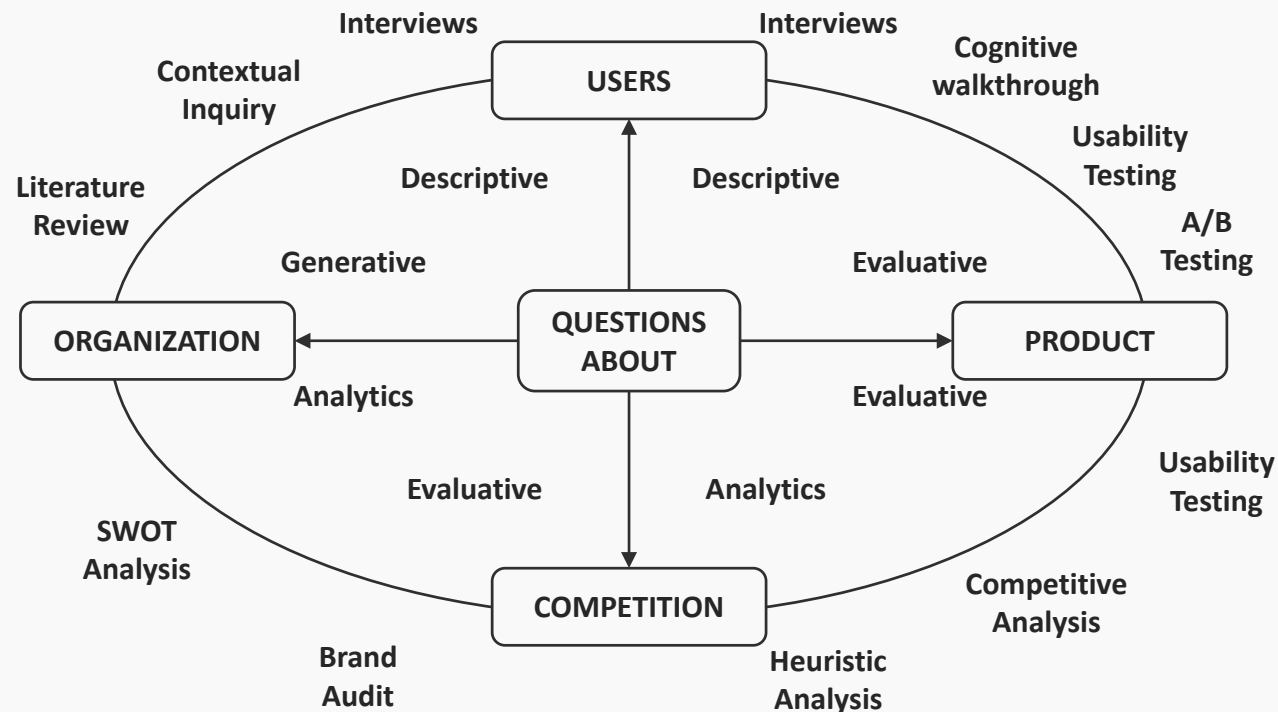
RESEARCH METHODS

I adopt **agile methods** for all stages of the product development process: from **open explorations** in the discover phase to **validation-oriented research** in the deliver phase.



RESEARCH METHODS

I use a broad toolkit of **UX research methods**. I select the appropriate method based on **stakeholder** input and the **research questions** we are trying to **answer**. You can use the matrix below to analyze what questions you need me to help answer, and some methods I recommend for your question.



RESEARCH METHODS

I have strong experience in mediating **participatory design** with stakeholders. A key success factor is establishing **common ground** where **stakeholders** know the goals and feel free to **express their ideas**. Then, manage stakeholders' **expectations** as the ideas are developed and validated.



Keep the
scope clear



Define a
facilitator



Tackle the
complexities early



Adopt a
flexible process



Grassroots
UX Strategy

RESEARCH METHODS

Here are some techniques I have used:



Brainstorming sessions



Assumption busting



SCAMPER



Persona creation



Journey maps



Wireframes & Mockups



1:1 Interviews (remote/in-person)



Heatmap



A/B testing



UX canvas



Mental models



Cognitive walkthrough



Red routes



Card sorting



How Might We (HMW)



Usability heuristics



Shadowing



User survey



Diary studies



Fake door testing



Wizard of Oz

Sounds like a lot, but I'm always exploring new techniques from designresearchtechniques.com

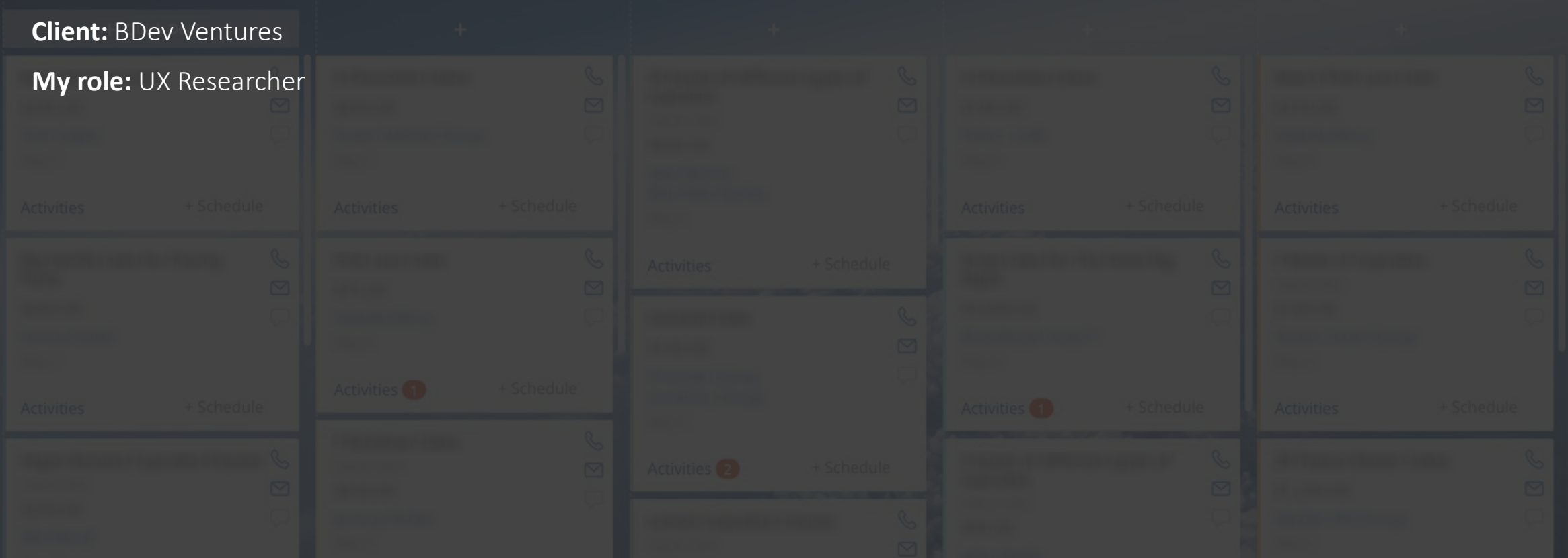
CASE STUDY 1

Handover process

Improving data collection
and knowledge transfer

Client: BDev Ventures

My role: UX Researcher



CASE STUDY 1

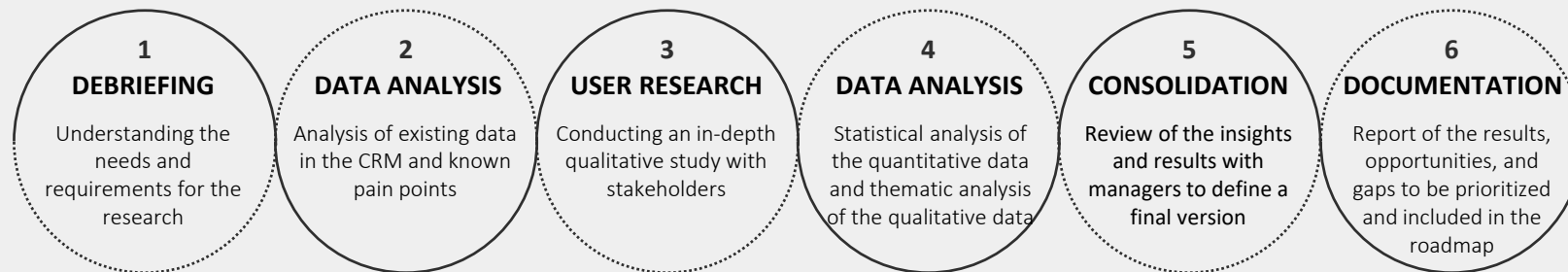
Handover process

OVERVIEW

A VC company's lead journey includes various lead touchpoints and inputs from people with different expertise. To optimize and avoid losing track of valuable data, a well-defined handover process is critical.

Furthermore, it is important to balance the amount of data collected at each step of the investment process and make it clear to the lead why we need this data. In addition, automating the collection of public data is important to assist in decision-making.

DESIGN PROCESS



CASE STUDY 1

CHALLENGE

How to optimize the amount of information collected to improve the decision-making process in a VC company.

STRATEGY

Using thematic analysis, I mapped all the data inside of the CRM and defined a draft version for the optimized fields. Then, I conducted an internal survey to evaluate how easy is to collect this data (for those how were in charge of collecting it) and how relevant this data is (for those who will need this data), and collected which other data they think we could collect. Finally, we reviewed the results and insights with the managers and defined a final version.

RESULTS

This research led internal teams to improve their scripts and data collection process. The fields implemented in the CRM were easier to read and faster to fill in, avoiding redundancies and non-relevant information.

RESEARCH METHODS



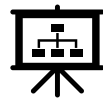
Mental models



In-depth interviews



User survey



Thematic analysis



Statistical analysis

PHASES

Lead generation

Lead conversion

CASE STUDY 2

BDEV
ACTIVITIES

Lead Journey

CUSTOMER
ACTIONS

Mapping the process, gaps, and best practices in a outbound investment process

PARTICIPANTS
Client: BDev Ventures

My role: UX Researcher

Stakeholders

- Investor
- Entrepreneur
- Investment Advisor
- Business Development Representative
- Marketing
- Sales
- Customer

CASE STUDY 2

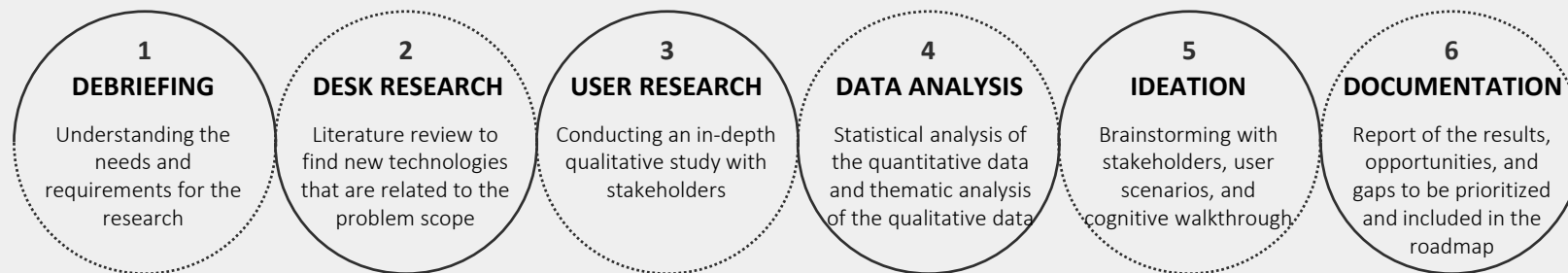
Lead Journey

OVERVIEW

The lead journey in a venture capital company involves identifying high-potential startups and leading the investment process, including initial evaluation, deal negotiation, and post-investment support. This complex process requires input from experts across different fields and can take several months to complete.

To streamline and scale this process, it's essential to thoroughly analyze and map the lead journey, identifying opportunities to implement best practices and automation while addressing any gaps.

DESIGN PROCESS



CASE STUDY 2

CHALLENGE

How to scale and optimize the outbound investment process in a venture capital company.

STRATEGY

I mapped the entire lead journey from an overview to detailed information using in-depth interviews with stakeholders. Then, I added info about performance from the CRM. The idea was to understand the process and collect the gaps, best practices, insights, and opportunities for improvements.

RESULTS

I interviewed 10 people involved in different steps of the process and collected 91 pain points, 9 best practices, and several insights and opportunities that were prioritized with the business team and added to the development roadmap.

RESEARCH METHODS



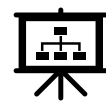
Mental models



In-depth interviews



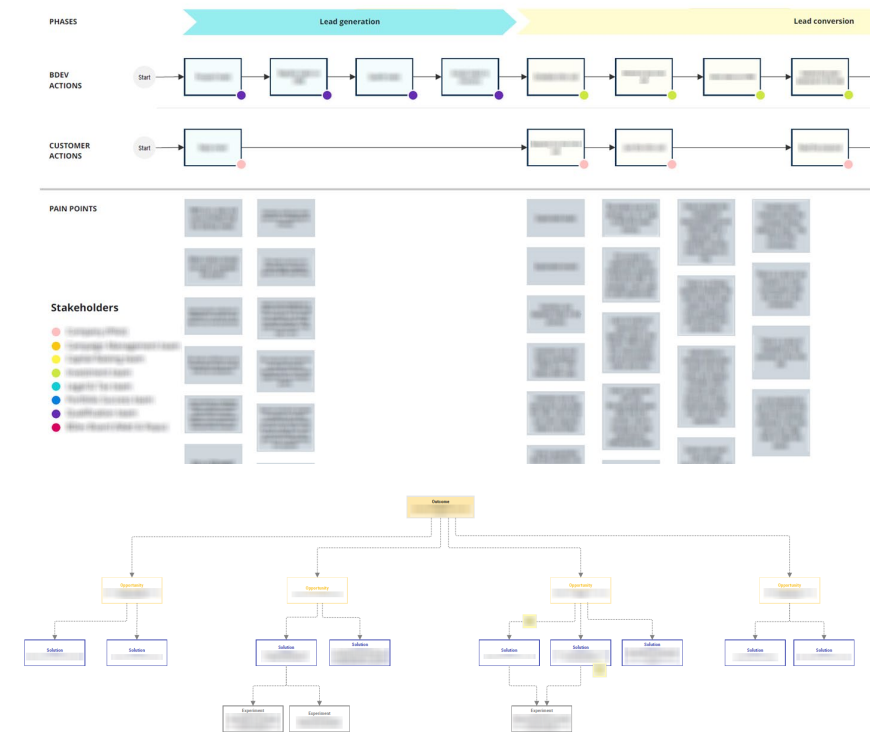
Opportunity Solution Tree



Thematic analysis



Statistical analysis



CASE STUDY 3

Alice

AI Platform to assist financial analysts

Client: Itaú BBA & Bradesco

My role: UX Designer/Researcher

Data: 12/2018 | CNPJ: 92.945.312/0001-96 | Modificado em: 23/05/2021 14:49:20 | Status: Pendente | 2m 4s | 2 grupos

Base de dados

Relatórios

Ajustes

Ajuda

Aumente a sua produtividade. Conheça rapidamente todas as funcionalidades e facilidades desta ferramenta neste vídeo.

Escala: Unidades | Exportar | Editar | Aprovar

Checklist

Verifique nas seções abaixo se:

- O tipo, a data e ordenação dos cabeçalhos estão corretos
 - As contas e os valores estão corretos
 - Os níveis das contas estão corretos
 - Os totalizadores estão corretos
- Ativo e Passivo não possuem níveis.
- É permitido apenas um totalizador por subseção em Ativo e Passivo.
- É permitido apenas um totalizador geral em Ativo.

288 - Itaú BBA, 129.901 | Diário Oficial Empresarial | sábado, 30 de março de 2019

Relatório de Soluções e Serviços - CBSS

Demons... dos resultados das operações - Exercícios Faltas em 31/12/2018 e 2017 (em milhares de Reais, exceto o valor por ação)

Ativo	Passivo	Ativo	Passivo
31/12/2018	31/12/2017	31/12/2018	31/12/2017
Ativo Circulante	Ativo Circulante	Ativo Circulante	Ativo Circulante
Caixa e equivalentes de caixa	Caixa e equivalentes de caixa	Caixa e equivalentes de caixa	Caixa e equivalentes de caixa
Instrumentos financeiros	Instrumentos financeiros	Instrumentos financeiros	Instrumentos financeiros
Contas a receber	Contas a receber	Contas a receber	Contas a receber
Impostos a recuperar	Impostos a recuperar	Impostos a recuperar	Impostos a recuperar
Depositos em bancos	Depositos em bancos	Depositos em bancos	Depositos em bancos
Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras
Outros créditos	Outros créditos	Outros créditos	Outros créditos
Total do ativo circulante	Total do ativo circulante	Total do ativo circulante	Total do ativo circulante
Ativo não circulante	Ativo não circulante	Ativo não circulante	Ativo não circulante
Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras
Imposto de renda a contribuição social	Imposto de renda a contribuição social	Imposto de renda a contribuição social	Imposto de renda a contribuição social
Outros créditos	Outros créditos	Outros créditos	Outros créditos
Investimentos	Investimentos	Investimentos	Investimentos
Impostos	Impostos	Impostos	Impostos
Intangível	Intangível	Intangível	Intangível
Total do ativo não circulante	Total do ativo não circulante	Total do ativo não circulante	Total do ativo não circulante
Total do Ativo	Total do Ativo	Total do Ativo	Total do Ativo

Demons... dos resultados das operações - Exercícios Faltas em 31/12/2018 e 2017 (em milhares de Reais)

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Ativo Circulante	Ativo Circulante	Ativo Circulante	Ativo Circulante
Caixa e equivalentes de caixa	Caixa e equivalentes de caixa	Caixa e equivalentes de caixa	Caixa e equivalentes de caixa
Instrumentos financeiros	Instrumentos financeiros	Instrumentos financeiros	Instrumentos financeiros
Contas a receber	Contas a receber	Contas a receber	Contas a receber
Impostos a recuperar	Impostos a recuperar	Impostos a recuperar	Impostos a recuperar
Depositos em bancos	Depositos em bancos	Depositos em bancos	Depositos em bancos
Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras
Outros créditos	Outros créditos	Outros créditos	Outros créditos
Total do ativo circulante	Total do ativo circulante	Total do ativo circulante	Total do ativo circulante
Ativo não circulante	Ativo não circulante	Ativo não circulante	Ativo não circulante
Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras	Depositos em instituições financeiras
Imposto de renda a contribuição social	Imposto de renda a contribuição social	Imposto de renda a contribuição social	Imposto de renda a contribuição social
Outros créditos	Outros créditos	Outros créditos	Outros créditos
Investimentos	Investimentos	Investimentos	Investimentos
Impostos	Impostos	Impostos	Impostos
Intangível	Intangível	Intangível	Intangível
Total do ativo não circulante	Total do ativo não circulante	Total do ativo não circulante	Total do ativo não circulante
Total do Ativo	Total do Ativo	Total do Ativo	Total do Ativo

Controladora 31/12/2017 | Controladora 31/12/2018

CASE STUDY 3

Alice

OVERVIEW

Alice is an AI system that assists financial analysts in performing business financial health analysis, which involves normalizing financial statements.

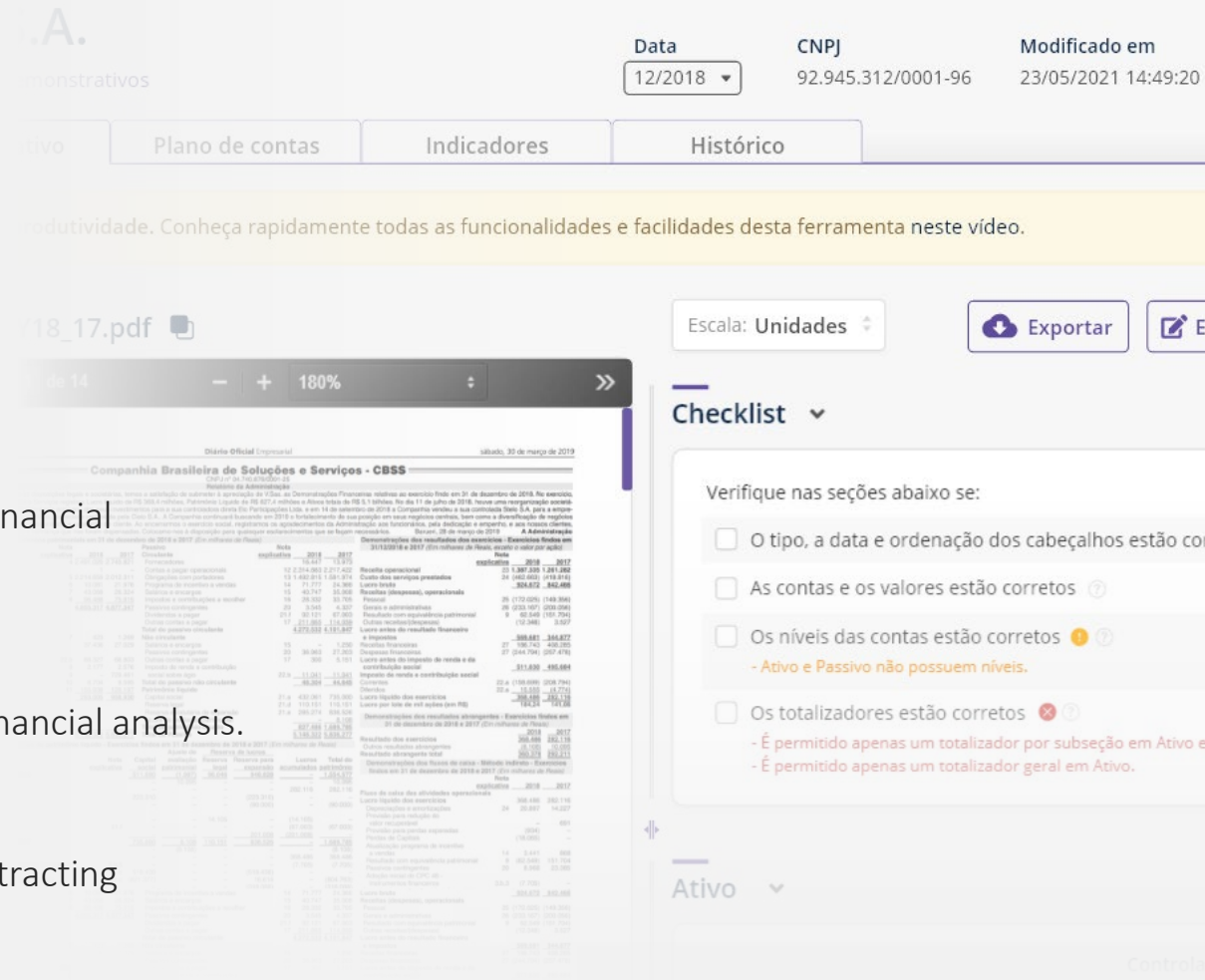
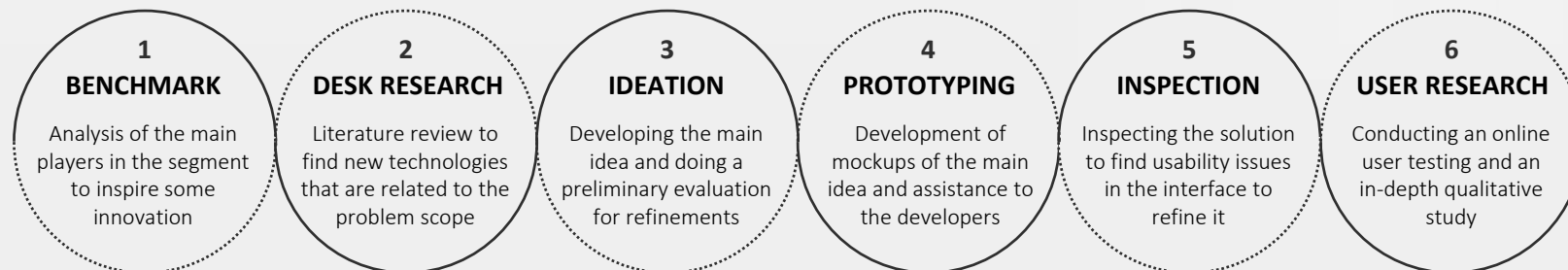
CHALLENGE

How to improve the performance of analysts when performing business financial analysis.

SOLUTION

AI system that reads and understands financial documents to automate extracting financial statements, normalizing them according to a set of custom rules.

DESIGN PROCESS



CASE STUDY 3

RESULTS

Performance improvement in financial analysis process.

Before

- Manual process
- Highly skilled professional required
- Requires focus and attention
- Stressful and boring activity

Now **UP TO 3X** FASTER

- Intuitive and guided process
- Any professional can perform the activity
- Can be used to train young professionals
- Easily scalable

RESEARCH METHODS



Market research



Participatory design



Brainstorming sessions



Wireframes & Mockups



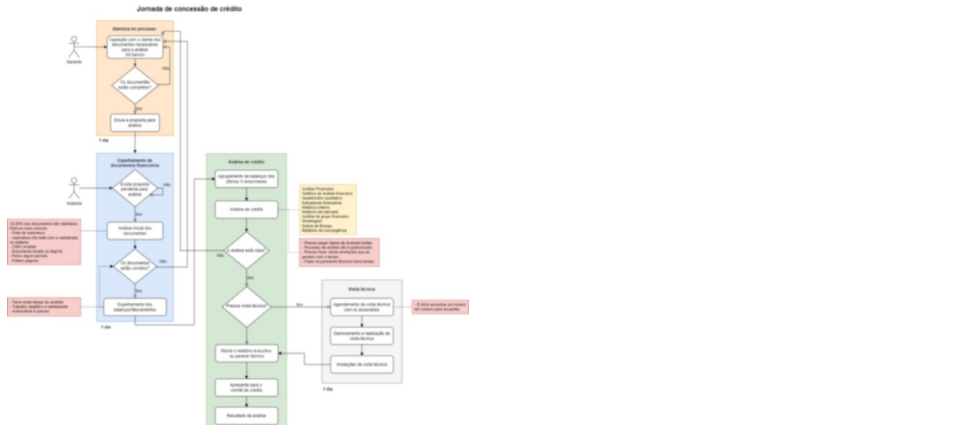
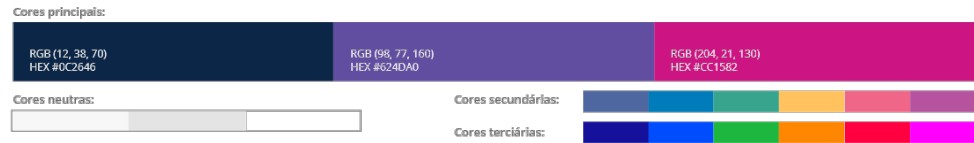
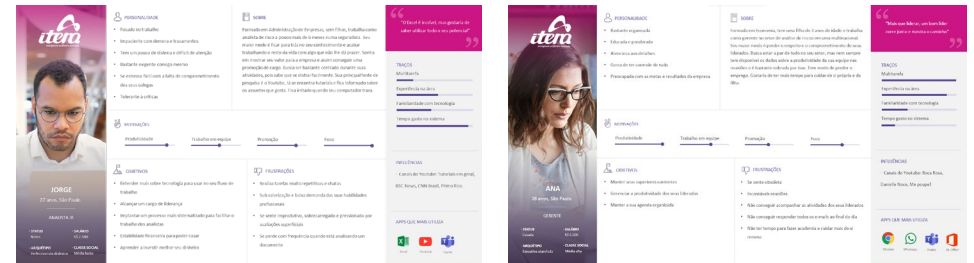
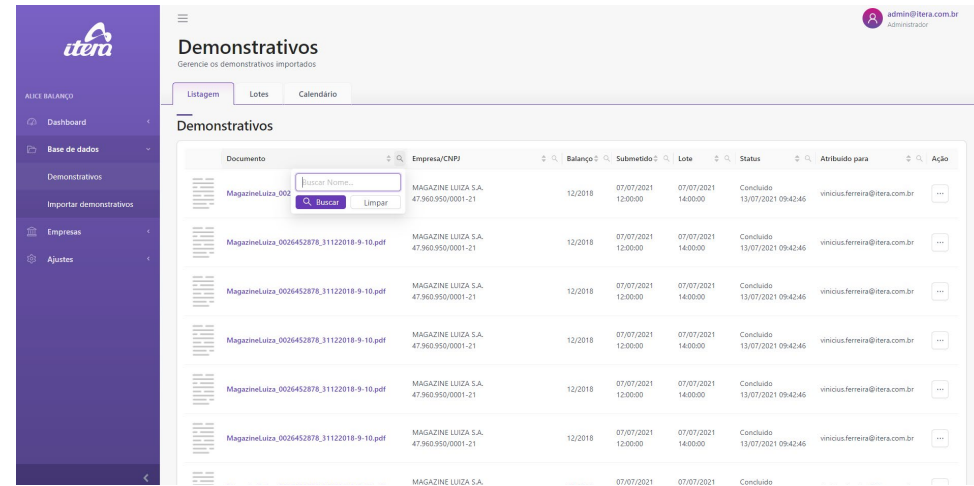
Persona creation



Mental models



User testing



CASE STUDY 4

Deal Optimizer

AI solution to assist price negotiation with suppliers

Client: Hospital das Clínicas da Faculdade de Medicina – USP/Ribeirão Preto-SP

My role: UX Researcher & Designer Consultant

Ir para análise negocial



Últimas licitações Pesquisa na base de preços Pesquisa com fornecedores Formação do preço referencial

+ Adicionar cotação

<input checked="" type="checkbox"/> Fornecedor	Marca	Data da cotação	Unid.	Preço	Ações
<input checked="" type="checkbox"/> SANGFI MEDLEY FARMACÊUTICA LTDA (66.283.330/0001-46)	MEDLEY	31/03/2021	Und	R\$ 0,201	...

Justificativa

CASE STUDY 4

Deal Optimizer

OVERVIEW

Product **price reference catalog** powered by a **crawler** for purchases of inputs used in the Public Health area, normalizing the data to assist in **price negotiation**.

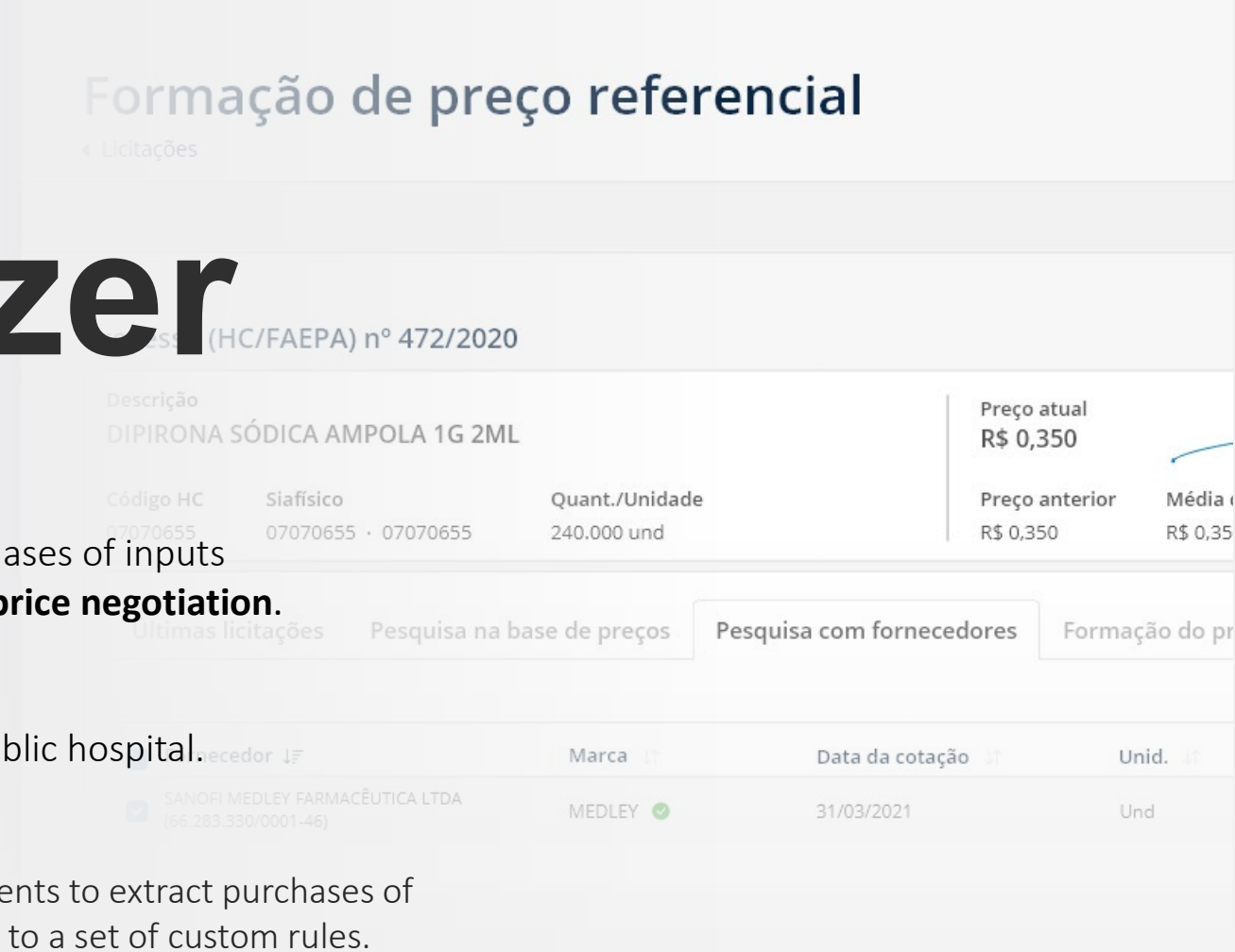
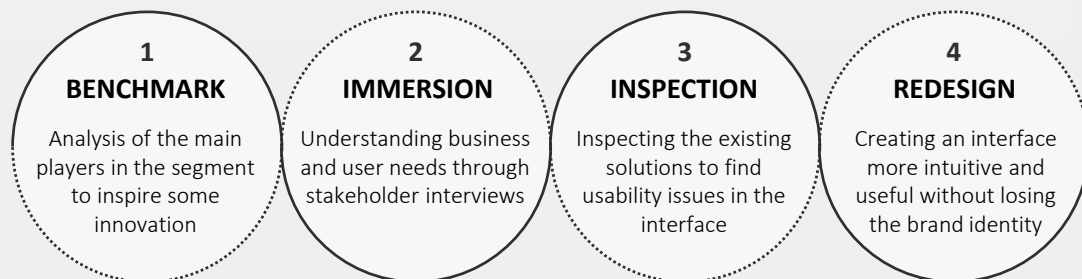
CHALLENGE

How to improve the **price negotiation** with the suppliers of a public hospital.

SOLUTION

AI system that searches, reads and understands public notice documents to extract purchases of inputs used in the Public Health area, normalizing the data according to a set of custom rules.

DESIGN PROCESS



CASE STUDY 4

RESULTS

Highly scalable price catalog management, improvements in price negotiation, and purchase decision.

RESEARCH METHODS



Desk research



Participatory design



Brainstorming sessions



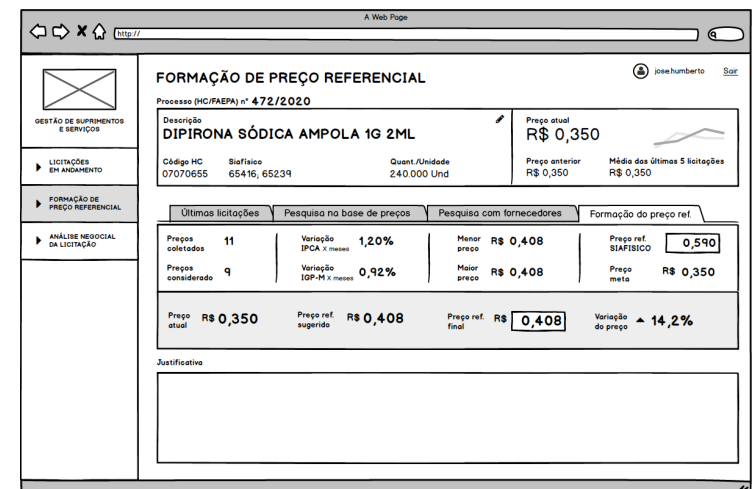
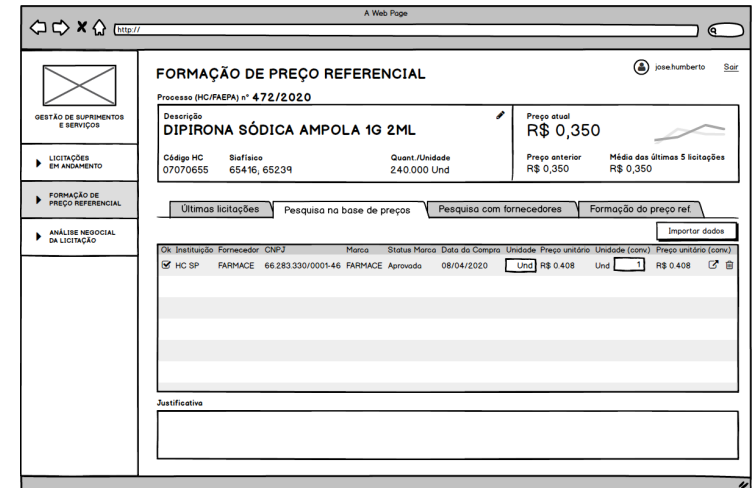
Wireframes & Mockups



Mental models



Usability heuristics



**Some personal
projects**

PROJECT 1

WishBoard

Interactive art installation
for sharing wishes

Client: UBC Alma Mater Society

My role: UX Designer/Researcher & Developer




PROJECT 1

WishBoard

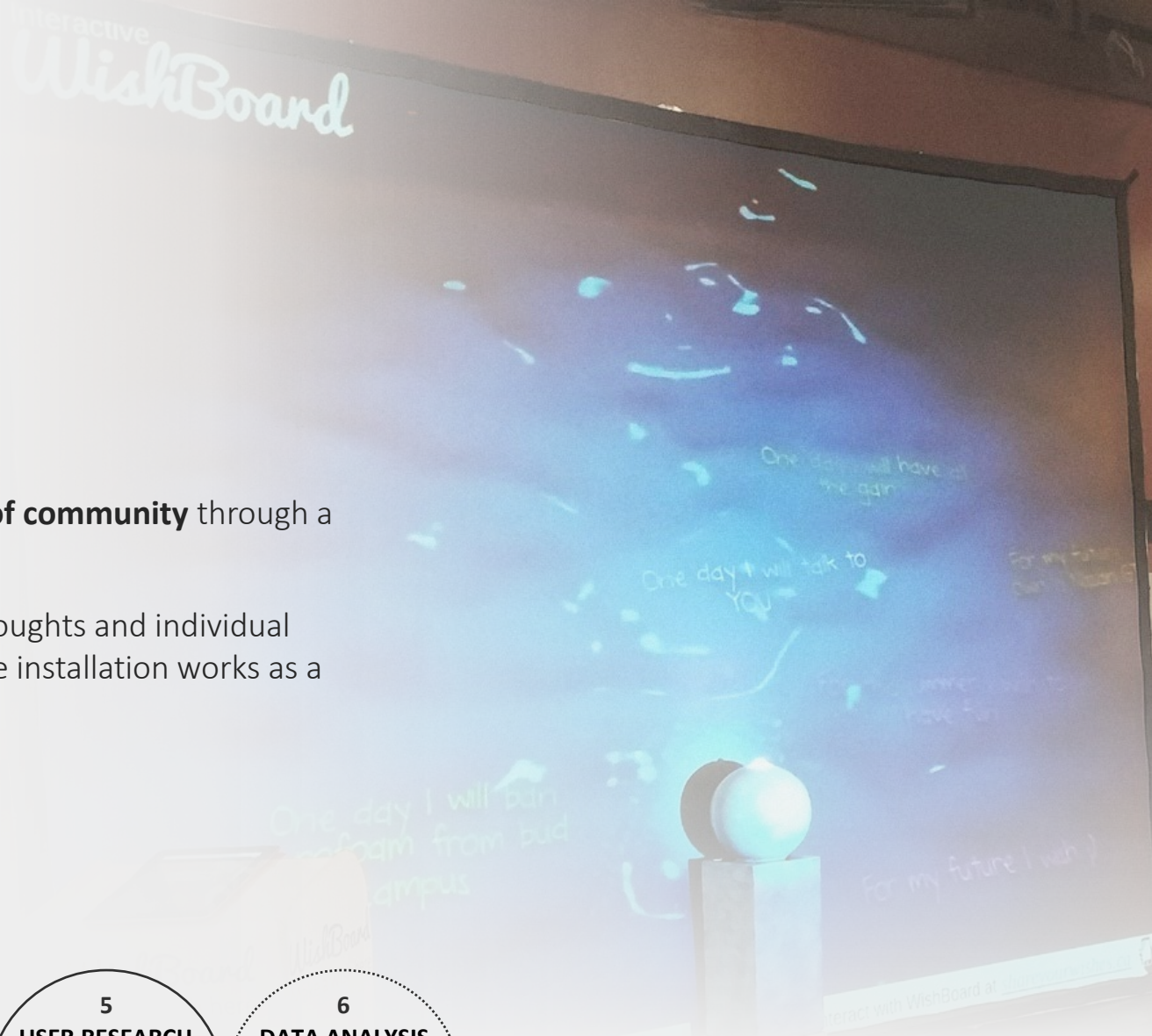
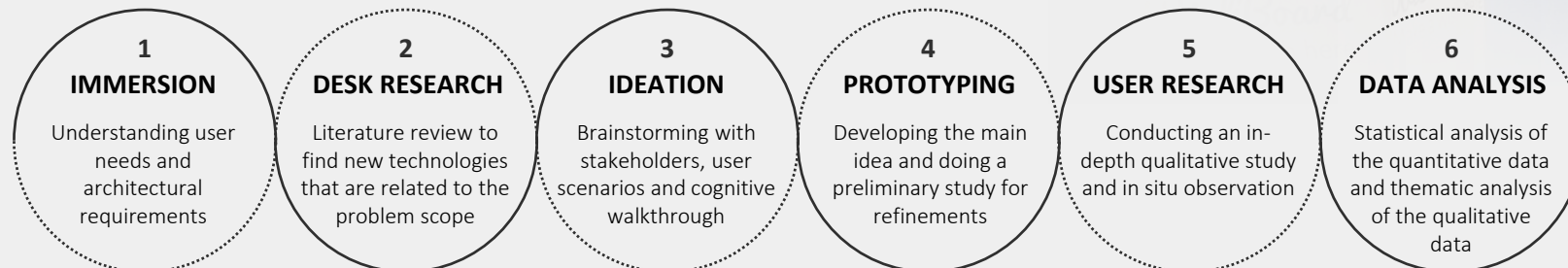
OVERVIEW

WishBoard is an **artistic installation** aimed at promoting the **sense of community** through a collaborative artistic expression of the **participants' wishes**.

The installation invites people to openly share their expectations, thoughts and individual feelings. Since we all have dreams, plans and goals for the future, the installation works as a reminder for people to pursue their dreams.

 See in action:
youtu.be/SaFhhoi3_ss

DESIGN PROCESS



PROJECT 1

CHALLENGE

How to improve the sense of community at the hall of a university building.

STRATEGY

Translating how people make a wish by throwing a coin into a water fountain to create a space for self expression.

We put a real water fountain in front of a projection screen and displayed people's wishes coming out of the fountain and floating in a virtual pool

RESULTS

With this installation we were able to assess cultural traces and emotion in short texts, create a new prototyping methodology, and evaluate a method for translating a non-ICT-based embodied experiences into ICT-based experiences.

RESEARCH METHODS



Mental models



Direct observation



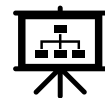
In-context interviews



User survey



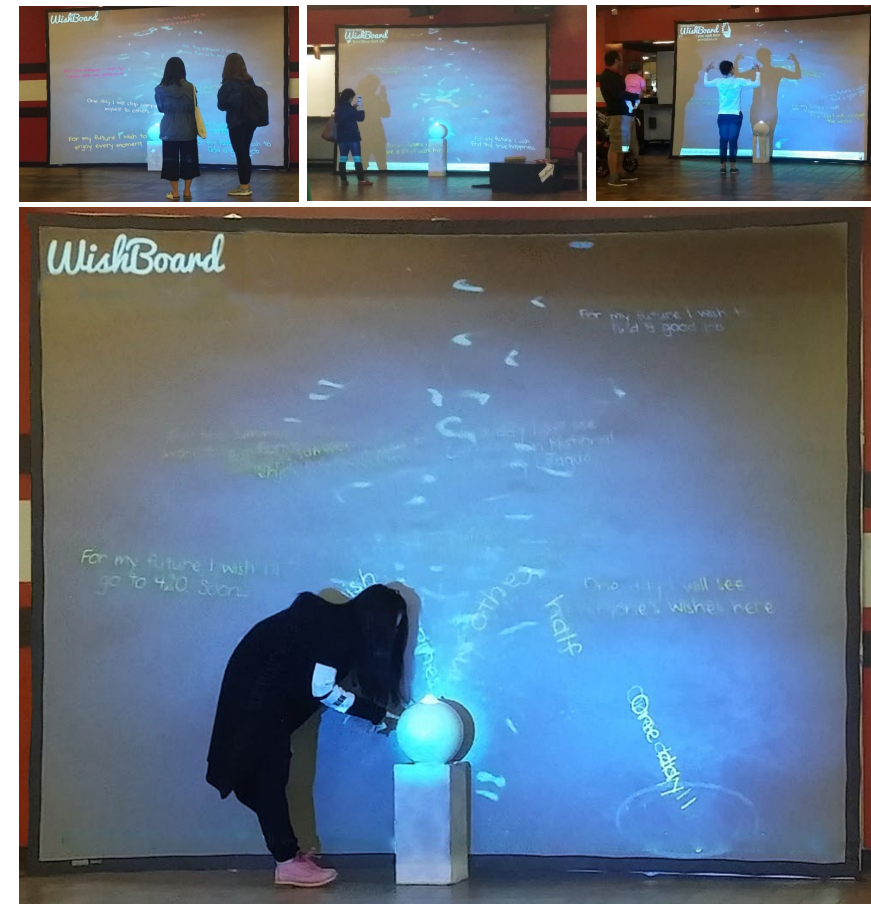
Diary studies



Thematic analysis



Statistical analysis



PROJECT 1

INSPIRATION

Before I die by Candy Chang

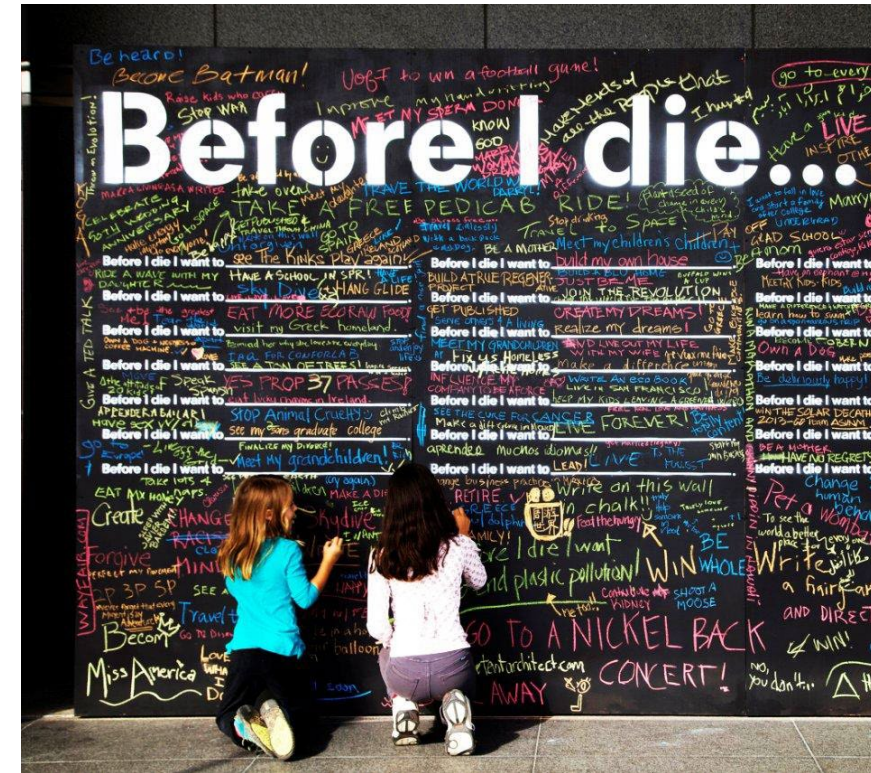
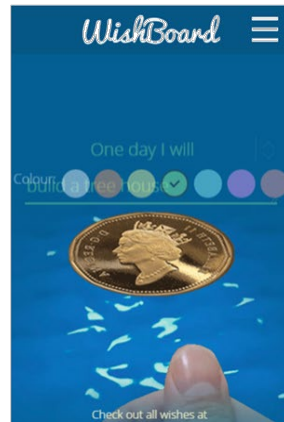
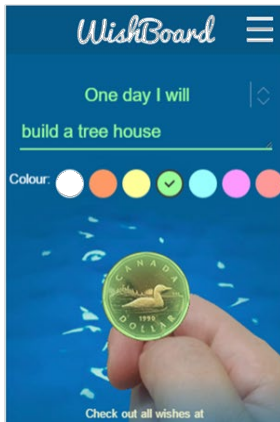
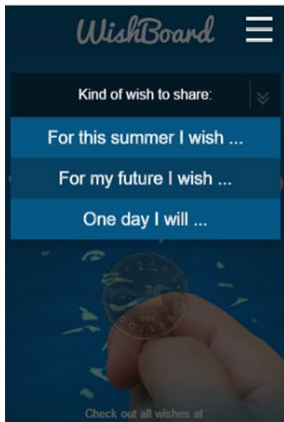
INTERACTION DESIGN

1. Access the website

2. Make your wish

3. Toss the coin

4. Contemplate your wish



Empathizing with users

Mapping user mental model and generating scenarios

Defining the requirements

Mapping user/system requirements using Stamper's latter

Designing the interaction

Mapping affordances and signifiers

Design inspection

Inspecting the design through cognitive walkthrough

Testing with users

Conducting user testing and performing design refinements

PROJECT 2

Parfait

Acerte no Look

AI solution to improve online clothing shopping experience

Client: Lojas Renner (Hackathon)

My role: UX Designer/Researcher

Digite aqui sua busca



Está em dúvida, se leva ou não?

Prove virtualmente antes de comprar

SAIBA MAIS →



PROJECT 2

Parfait

Acerte no Look

Moda com inteligência

OVERVIEW

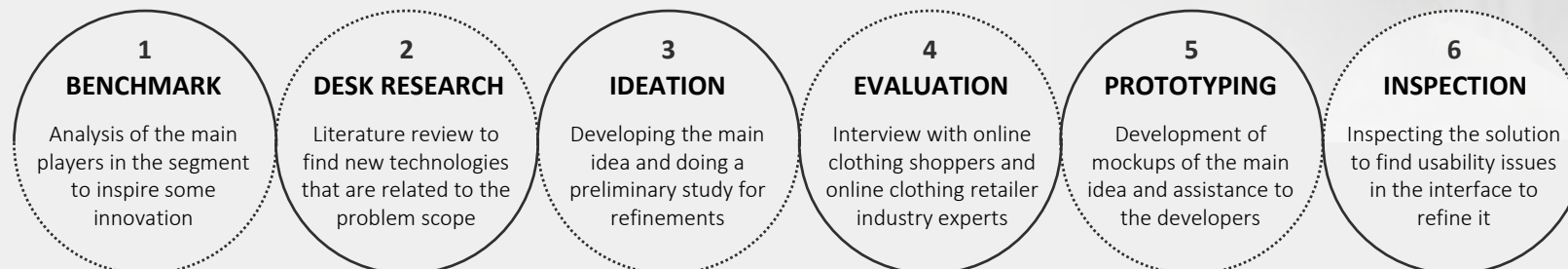
Parfait is an **artificial intelligence** solution that recommends clothes according to user's body measurements and their clothing style to help customers find the perfect match. Thus, we improved the online clothing shopping experience, providing a unique and fully personalized shopping process for the customer.



See in action:

youtu.be/Uh9o26yZxFU

DESIGN PROCESS



Está em dúvida, se leva ou não?

Prove virtualmente antes de comprar

SAIBA MAIS →



PROJECT 2

CHALLENGE

How to improve the shopping experience in an online clothing retail store.

PROBLEM

High cost of reverse logistics in clothing retail online stores.

30%

of clothes sold online are returned in Brazil

38%

of people who return an outfit would not buy another from the same brand again

UP TO

15%

of revenue is spent on reverse logistic every year

RESEARCH METHODS



Desk research



Online interviews



Brainstorming sessions



How Might We (HMW)



Mental models



Usability heuristics

PROJECT 2

STRATEGY

Using **convolutional neural networks**, this system can **learn** with a few clicks the **style of clothing** the customer like and is looking for. Then, we have integrated a high-precision **body measurement AI system**, which only needs two photos that can be taken by a smartphone.



1

Capture your measurements
by taking full body pictures
(front and side view)



2

Train our AI by liking or
disliking some apparels



3

Find clothes that suit
you perfectly



RESULTS

Got 1st place in the largest online hackathon in Latin America (MegaHack 2020).

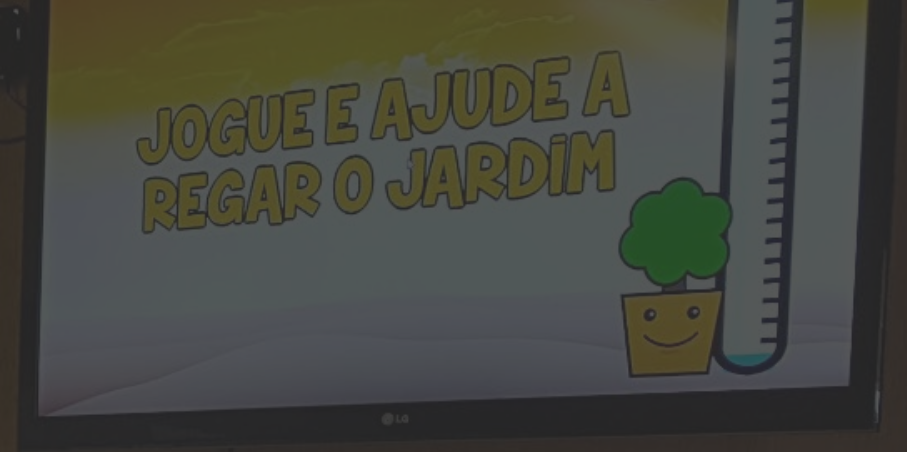
PROJECT 3

PlayGarden

Gamifying care with a
community garden

Client: Personal project

My role: UX Designer/Researcher & Developer



PROJECT 3

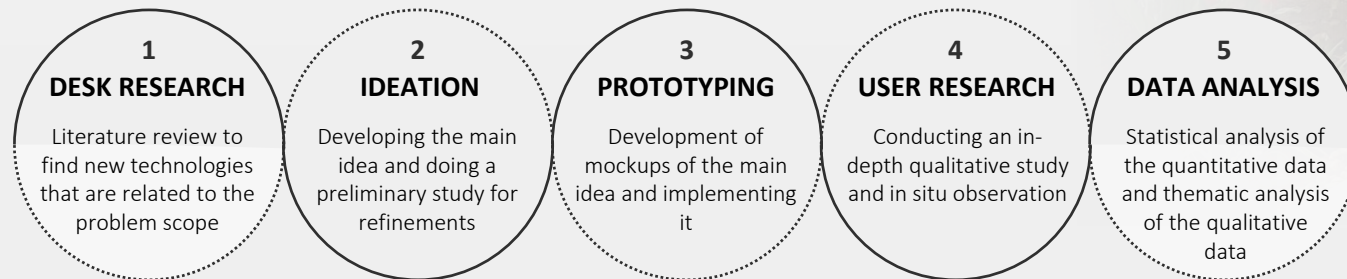
PlayGarden

OVERVIEW

PlayGarden personifies a **small garden** into a game to create **daily challenges** for the community. Thus, when they collaboratively reach the goal, they can water the garden, helping with the **maintenance of the garden**.

 See in action:
youtu.be/6MqalU47L6M

DESIGN PROCESS



PROJECT 3

CHALLENGE

How can we gamify the activity of taking care of a community garden to engage people in this chore?

STRATEGY

PlayGarden gamifies the maintenance of the garden by creating daily challenges for the community. Thus, people need to play a quiz game and answer the questions to get points that are translated into water for watering the plants.

RESULTS

Greater empathy and zeal for the public space and improved the feeling of belonging to the community.

RESEARCH METHODS



Desk
research



Mental
models



Direct
observation



In-context
interviews



User survey



Diary studies



Thematic
analysis



Statistical
analysis



UX methods

I created

NEW UX TOOLS & METHODS

Design decision-based assessment planning tool

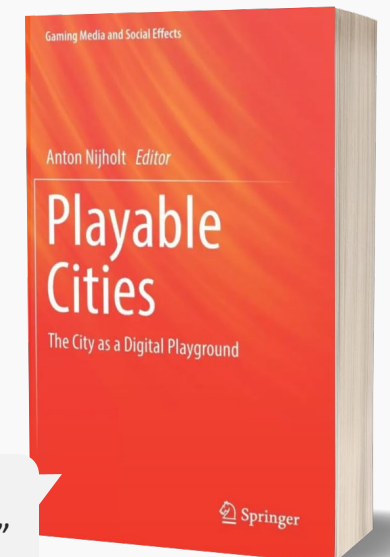
Design		Metrics		Data		
Design decision	Expected results	Success	Failure	Collect	Evaluate	Analysis
What are the motivations for design decisions? Are motivations evidence-based? What are the tradeoffs?	What do you expect from these design decisions? How would they affect the user experience with the prototype?	What is considered a success for these design decisions? What are the metrics for measuring success?	What is considered a failure for these design decisions? What are the metrics for evaluating failure?	How will data be collected to measure metrics? Is this data enough to capture evidence? How will the impact of the methods be minimized?	How will data be compiled and evaluated to assess the success or failure of the design decision?	Did the design decisions achieve the expected results? Why? How was the context? What are the lessons learned?

METHODS

- **Lean UX Research:** process for conducting UX Research in a lean way
- **On-the-fly prototyping:** assessing UX through real-time changes to a design artifact
- **Method** for assessing **cultural traces** and **emotion** in **short texts**
- **Method** for translating traditional **embodied experiences** into **ICT-based experiences**

GUIDELINES AND LESSONS LEARNED

- **Guidelines** for **lean design documentation**
- **Guidelines** for designing **installations** for **transient spaces**
- **Lessons learned** on creating **social spaces** for **smart cities**



I wrote the chapter:
“Designing for Thirdplaceness”

NEW UX TOOLS & METHODS

DISCOVERY BOARD

DISCOVERY
Project Name
Version

The Discovery Board is a structured workspace for organizing project information. It consists of the following cards:

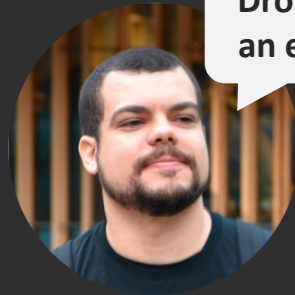
- PROBLEM**: A card for defining the problem to be solved.
- TARGET BUSINESS**: A card for identifying the target business and its market.
- KEY METRICS**: A card for defining key metrics and success indicators, featuring a progress bar.
- POSSIBLE SOLUTIONS**: A card for exploring different possible solutions.
- KEY RESOURCES**: A card for identifying the key resources needed for the project.
- COST STRUCTURE / BUDGET**: A card for defining the cost structure and budget.
- BUSINESS GOALS**: A card for defining the business goals and objectives.
- SOLUTION**: A card for defining the proposed solution, including a 2x2 matrix for 'PROFIT' vs 'RISK' and 'DESIGN' vs 'USER COST'.
- EXISTING/ALTERNATIVE SOLUTIONS**: A card for identifying existing and alternative solutions.
- TARGET USERS**: A card for identifying the target users and their needs.
- VALUE PROPOSITION**: A card for defining the value proposition.
- KEY PARTNERS**: A card for identifying the key partners.
- REVENUE STREAMS**: A card for identifying the revenue streams.
- FEATURE MAPPING**: A card for mapping features to user needs, including a legend for 'Feature', 'User Need', and 'Competitor'.
- OPPORTUNITY TIZE**: A card for identifying the opportunity size, including a legend for 'Opportunity', 'User Need', and 'Competitor'.
- CHANNELS**: A card for identifying the channels for reaching the target users.
- UNFAIR ADVANTAGES**: A card for identifying the unfair advantages.
- USER FLOW**: A card for defining the user flow.
- IDEAS**: A card for generating ideas, featuring a 2x2 matrix for 'NEW' vs 'EXISTING' and 'PROFIT' vs 'DESIGN'.
- CUSTOMER JOURNEY**: A card for defining the customer journey.
- MINISETS**: A card for defining the minisets, featuring a diagram with 'TUNE', 'BUILD', and 'EVALUATE' stages.

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PUBLICATIONS

Most relevant academic publications in UX & HCI fields:

- **Ferreira, Vinicius**; Anacleto, Junia; Bueno, Andre. (2017). **Failures Supporting the Evolutionary Design in the Wild of Interactive Systems for Public Spaces**. In International Conf. on Human-Computer Interaction. Springer, Cham.
- **Ferreira, Vinicius**; Anacleto, Junia. (2017). **On-the-fly Prototyping: Designing, Testing, and Evolving an Interactive Public Installation in Loco**. In Proceedings of the XVI Brazilian Symposium on Human Factors in Computing Systems.
- **Ferreira, Vinicius**; Anacleto, Junia; Bueno, Andre. (2017). **Designing ICT for thirdplaceness**. In Playable Cities. Springer, Singapore.
- Zhou, Huiyuan; Alves, Thamara; **Ferreira, Vinicius**; MacKay, Bonnie; Hawkey, Kristie; Reilly, Derek. (2016) **Enhancing Mobile Content Privacy with Proxemics Aware Notifications and Protection**. In Proceedings of the 2016 CHI Conf. on Human Factors in Computing Systems.
- Zhou, Huiyuan; **Ferreira, Vinicius**; Alves, Thamara; Hawkey, Kristie; Reilly, Derek. (2015). **Somebody Is Peeking! A Proximity and Privacy Aware Tablet Interface**. In Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems
- **Ferreira, Vinicius**; Anacleto, Junia; Bueno, Andre. (2015). **Sharing wishes on public displays: using technology to create social places**. In IFIP Conference on Human-Computer Interaction. Springer, Cham.
- **Ferreira, Vinicius**; Anacleto, Junia; Bueno, Andre. (2014). **Translating art installation into ICT: lessons learned from an experience at workspace**. In Proceedings of the 32nd ACM International Conf. on the Design of Communication.



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