Portfolio
Vanessa Viganò

UX designer & Swiss Army Knife

Contents

The MaMa project

UX research and UI prototyping

The MaMa team want to offers different didactic supports for teachers of the first grade school.

Goals

What to offer, why and how to a very special target group - teachers- was still to uncover at the time I joined the project. Impossible challenge? That's why I said yes!

online on sept. 2020

Focus group
User interviews
Persona
Users journey
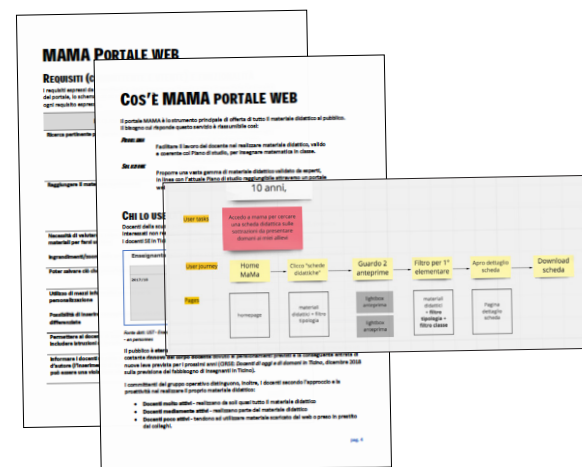Card sorting

Wireframes
Prototype
UI design

1.

Define business goals & user researches

Interviews with all the stakeholders involved
Main goal > to define business goals and potential risks

One to one interviews with teachers
Main goal > to uncover users' paths & goals

Output
Clear and SMART business goals
Interface requirements - users & stakeholders perspectives
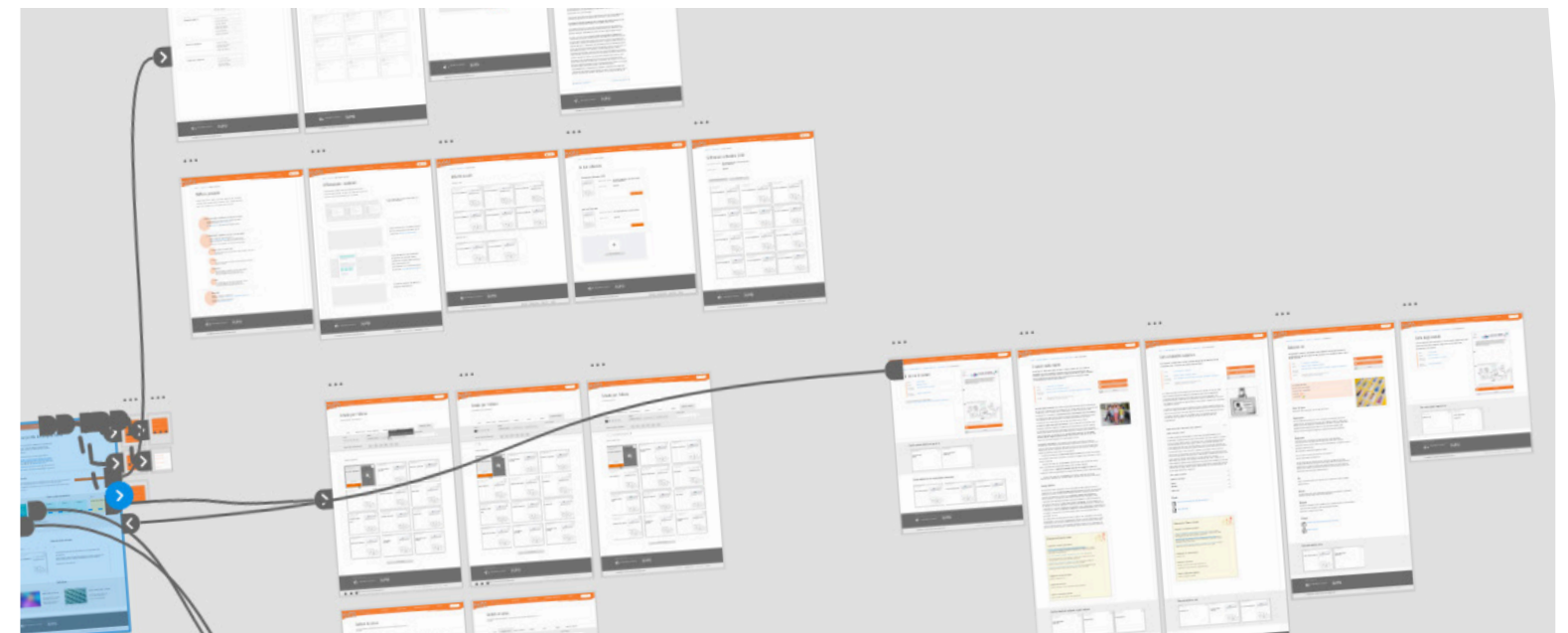User journey schemes

2.

Understand content structure & information architecture

Content strategy with card sorting
Main goal > to define contents groups and single templates for more than 2'000 resources

Output
Single contents structures
Information architecture scheme

3.
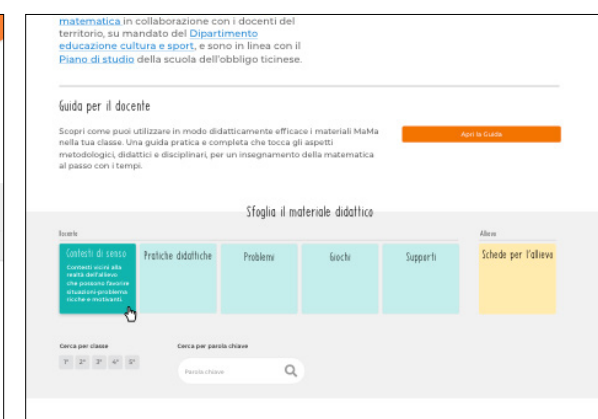
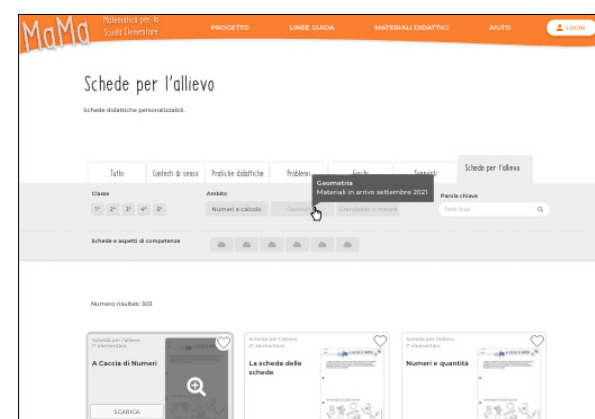### Wireframing & prototype

Minimum viable prototype
Main goal > to define and test with persona interface's functionalities

Output
Prototype made with Adobe XD

4.

Create UI elements

Design system and pages layouts
Main goal > to realize web interface elements that fit bootstrap framework and printed MaMa worksheets

Famiglie monoparentali

Web site restyling, Corporate & prints

Famiglie monoparentali offers a wide range of services, advice and information on legal psychological and education to single parents.
The association is the primary lobbyist for single parents of the Italian speaking region at the Swiss Federal Council.

Goals

Renewal of a website #1 in Google results for many popular queries without traffic loss.
Redesign and renewal of the brand and the communication strategies.

2019
famigliemonoparentali.ch

Analytics
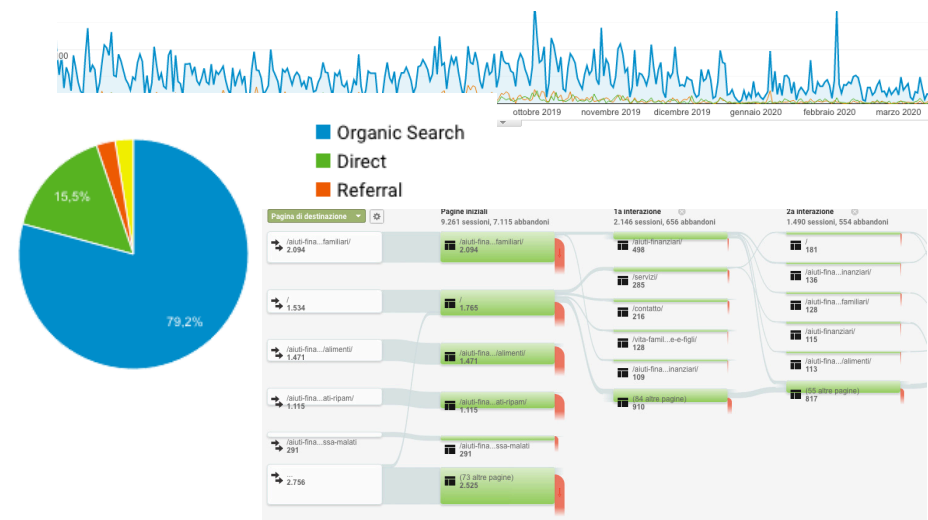SEO
Users journey
A/B testing

Corporate design
Print
Wordpress
CSS/HTML
Newsletter

1.

To understand status quo and opportunities

Web analytics analysis
Main goal > to understand user behaviour, to define strength and weaknesses of actual web use. To define which contents gain web traffic.

2.

To define new contents & content design

A/B test of contents
Main goal > to define contents structure and linguistic register

3.

To renew corporate design

Logo, prints & UI
Main goal > brand consistency & easy use

Output
New logo, prints material & UI for the website

4.

New website & newsletters

Theme and content
Main goal > have an easy to update website filled with all static contents

Output
Wordpress website, how-to-use-it lessons
Newsletter template, how-to-write a catching content lesson

Chiasso Letteraria

Evolution, innovation, improvement & fun

Amazing international literature festival followed by a large intergenerational audience that for some years now has exceeded 5'000 people.

Meetings with internationally renowned writers, new proposals, concerts and poetry slam artists transform the quiet small town of Chiasso into a cultural capital for 5 days.

Goals

Renew and upgrade web communication and print material every year, according to the chosen theme.

chiassoletteraria.ch

Analytics
A/B testing
Focus group
User interviews

Site update
CSS/HTML
Graphic elements
Social media strategy

1.

To explore improvements

Analytics & focus group
A/B testing with real users
Online and offline surveys

Main goal > to define what can improve in UX and how manage change

Main goal > check hypothesis and refine

2.

To renew functionality and design

Main goal > to align both print and web communication to the yearly concept
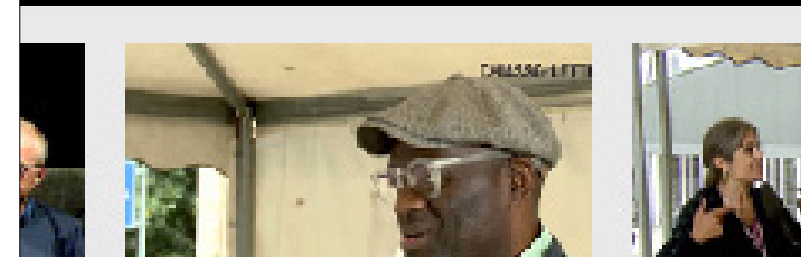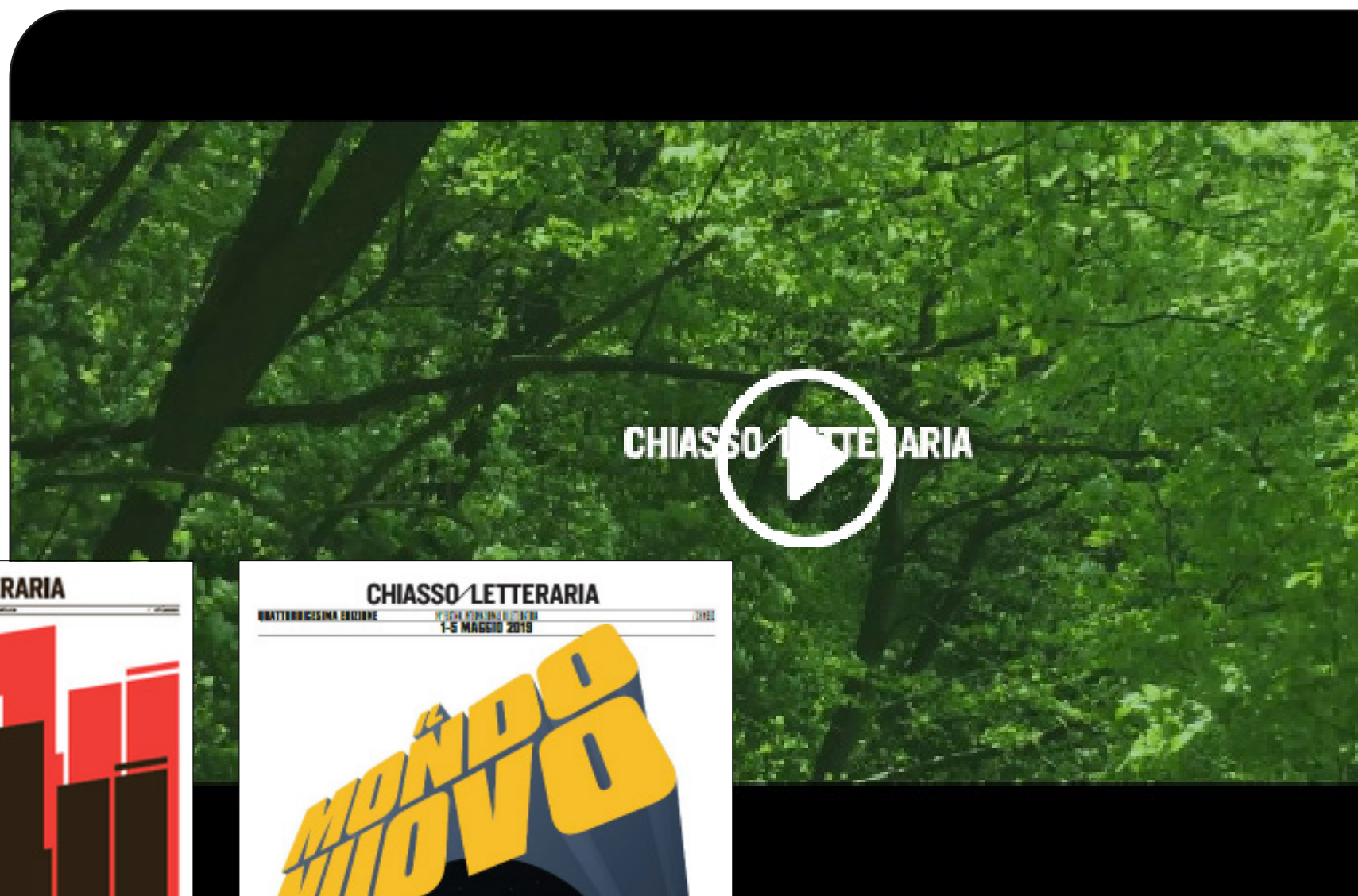
Output
Brand new website

3.

À-la-minute updates

Fast and furious management
During the festival days, changes need to be managed and made in less than a minute :)
Social, youtube & website management

Thank a feminist!

Social campaign

How to get teenagers' attention & awareness on feminism?

Working closely with teenies and teachers of 3 different linguistic regions in Switzerland made the feminist campaign "*Se sei una donna e puoi...*" meaningful and successful.

Focus group
User interviews

Content strategy
Print

Se sei donna e puoi...

indossare i pantaloni   praticare tutti gli sport

leggere i libri che desideri   prendere la pillola

votare   ricoprire cariche pubbliche   lavorare

frequentare l'università   gestire il tuo stipendio

divorziare   testimoniare in tua difesa   ...

...è perché molte hanno lottato.

Ora tocca a noi! Lottiamo insieme per...

sentirci sicure ovunque   avere pensioni giuste

dividere equamente la cura della famiglia

eliminare la violenza domestica   educare alla parità

garantire la parità di salario   sradicare gli stereotipi

non essere licenziate se siamo incinte   ...

8 marzo 2020
dalle ore 14, davanti alla posta di Bellinzona
non solo una festa, una giornata di protesta

Wenn du eine Frau bist und kannst...

Hosen tragen   Bücher lesen, die du gern hast

Leistungssport treiben   Deinen Lohn verwalten

Wählen und aktiv gewählt werden   Die Pille nehmen

Die Uni besuchen   Dich scheiden lassen   Arbeiten

Dich im Gericht als Zeugin verteidigen   ...

...weil viele von uns darum gekämpft.

Nun sind wir dran! Kämpfen wir zusammen für:

Sicherheit für uns überall   Gerechte Rente

Teilung von Haus- und Erziehungsarbeit

Beseitigung von familiärer Gewalt

Erziehung zur Gleichheit zwischen Mann und Frau

Gleiche Löhne   Ausrottung von Stereotypen

Schwangerschaft ohne Kündigung   ...

8. März 2020
Nicht nur eine Feier, sondern auch ein Protesttag

Si tu es une femme et tu peux...

porter des pantalons   pratiquer tous les sports

choisir tes lectures   prendre la pilule

voter   être élue   gérer ton salaire

étudier à l'université   travailler

divorcer   témoigner pour ta défense   ...

... c'est parce que beaucoup de femmes se sont battues

Maintenant c'est à nous! Luttons ensemble pour:

nous sentir en sécurité partout   des retraites justes

partager équitablement les tâches familiales

éliminer la violence domestique   former à la parité

garantir la parité salariale   éradiquer les stéréotypes

ne pas être licenciées en cas de grossesse   ...

Understand teenagers.

That's not an oxymoron.

Styling & restyling

Emmaüs Switzerland

It's all about users' answers

After some user research 2 different web strategies were developed.

Which one will win?
Only users know.

🔍 Focus groups
Personas
A/B testing

✏️ Prototype
UI design
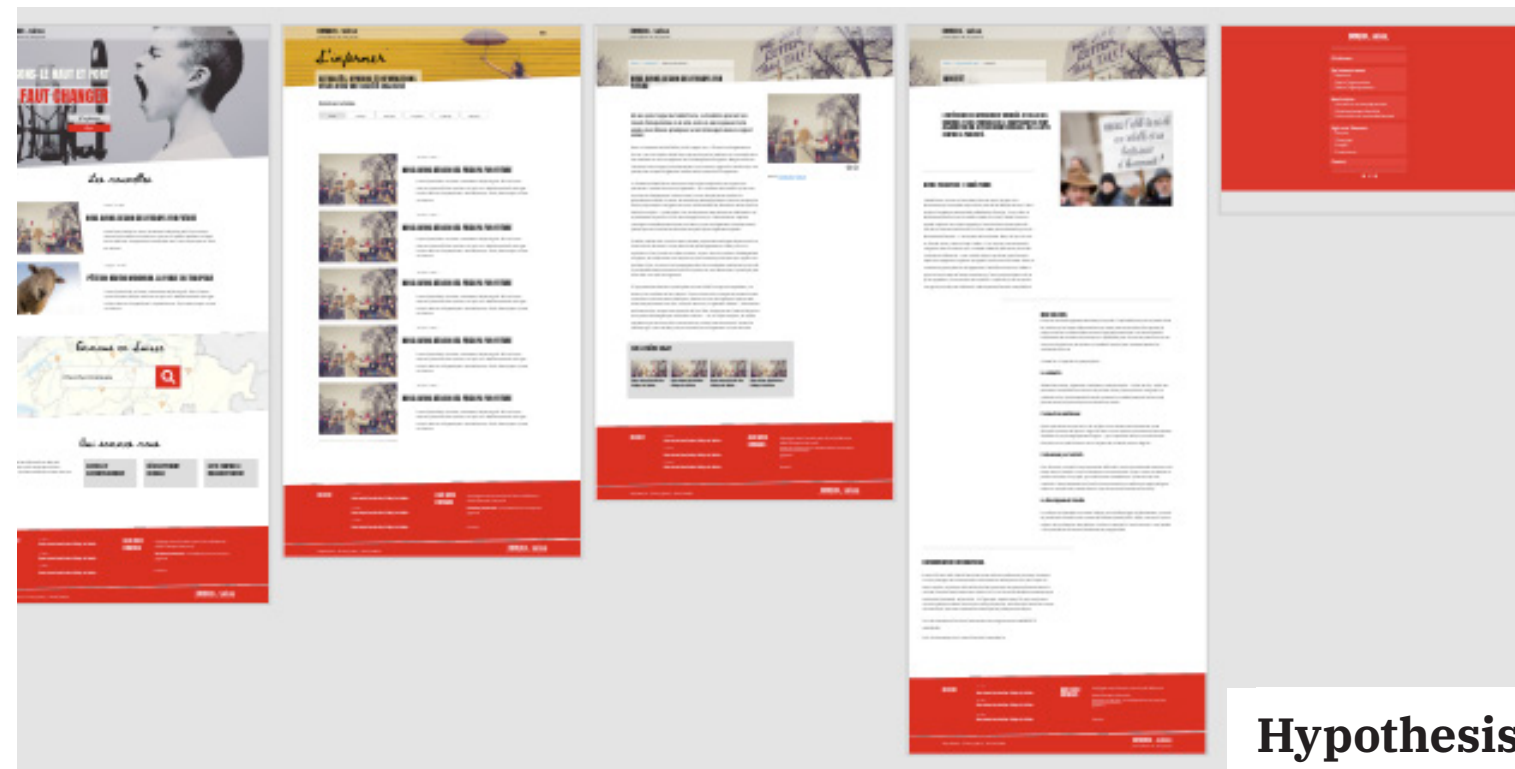
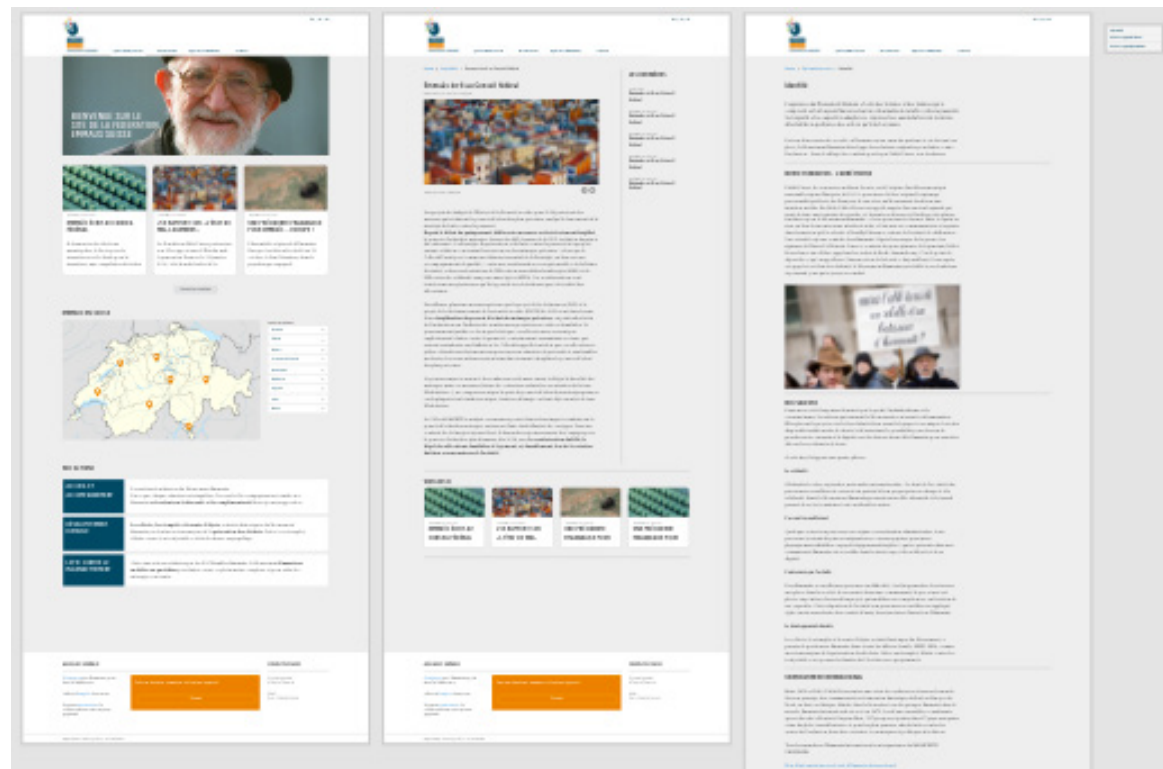## Ticinofreeride.ch

Make it simple

you have 10 seconds to catch users' attention.
Remember: feeling is more important than reading.

🔍 Analytics
SEO

✏️ UI design
Wordpress
HTML/CSS
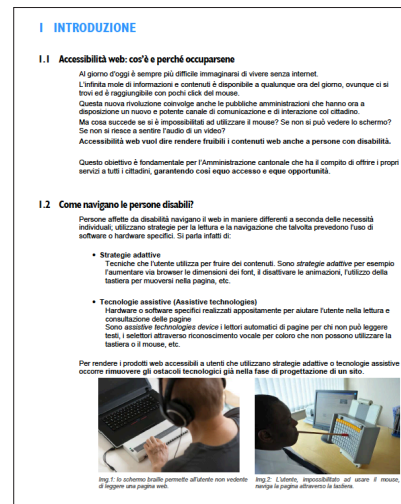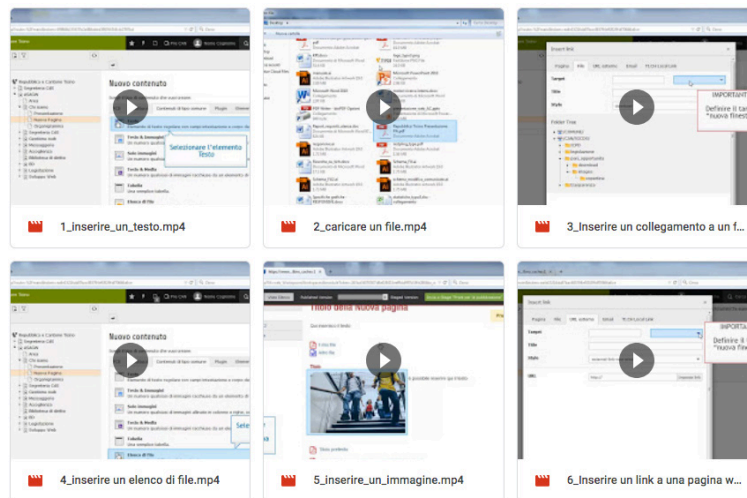

Hypothesis and testing testing testing...

More

Courses

Technical, UX and accessibility

How to investigate users & improve your app or online services?

In-class courses for professional, video lessons, manuals, web site and support.

Raise awareness on users centric strategies

Animations & games

Join us!

Video animation for police academy
Concept, storyboard and realization

Abaco games

Concept, graphic design for online learning games

games-seed.grandolini.org/mail/
games-seed.grandolini.org/family/

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