

Camila Mosso

SERVICE DESIGNER

PORTFOLIO

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 - 01 Design Thinking for Cultural Institutions
 - 02 Enhancing Student Experience
 - 03 Centralizing Student Feedback
 - 04 Improving Student Support
-

Welcome to my Service Design portfolio! I'm Camila, I love creating seamless experiences and believe every detail matters. My focus is on understanding users and turning challenges into opportunities. In my world, design is about empathy, innovation, and making a real impact. Let's explore my projects together, where the users take center stage!

REVIEWS

In October 2023 I sent a survey to my coworkers to understand how other people saw my role within the company.

Here are some of the comments I received:



HOW WOULD YOU DESCRIBE MY ROLE AT WINC?

“Process person, meets UX savior, meets platform manager and student perspective advocate (bridging between education and other departments and always taking lead in projects from student perspective that were not directly course development)”

“In my eyes you are the person who rules Learnamp* and who makes sure things run smooth there. You also take care of a lot of student-related issues and assure their journey is smooth.”



WHAT WOULD YOU SAY ARE MY MAIN SKILLS?

“Being able to use technical resources in the best way for humans”

“problem-solving, creativity, interactivity, system-level thinking, synthesizing of needs, **witchcraft**”



“Facilitating reflections & brainstorm. Guarding the student experience. UX. Work organized and well structured and create structure and overview for others”

“Fighting with LA*, building something new from an idea, figuring out if something is possible with given resources”



*LA = LearnAmp, our Learning Management Platform

PROJECTS

01

ASK YOUR AUDIENCE

How can cultural institutions understand their audiences better?

PROJECT CONTEXT AND APPROACH

Ask your Audience focuses on guiding cultural institutions to uncover insights about their visitors by identifying goals, challenges, and opportunities.

As a co-founder and Service Designer, I **introduced design thinking techniques** to refine the company's value proposition, particularly tailored for the unique requirements of cultural institutions.

OUTCOME

- I worked together with Kim van der Brink in a **value proposition, personas and journey map** of cultural institutions and their audiences.
- The resulting product consists of a **set of workshop methodologies** tailored for fostering audience empathy within cultural institutions.

IMPACT

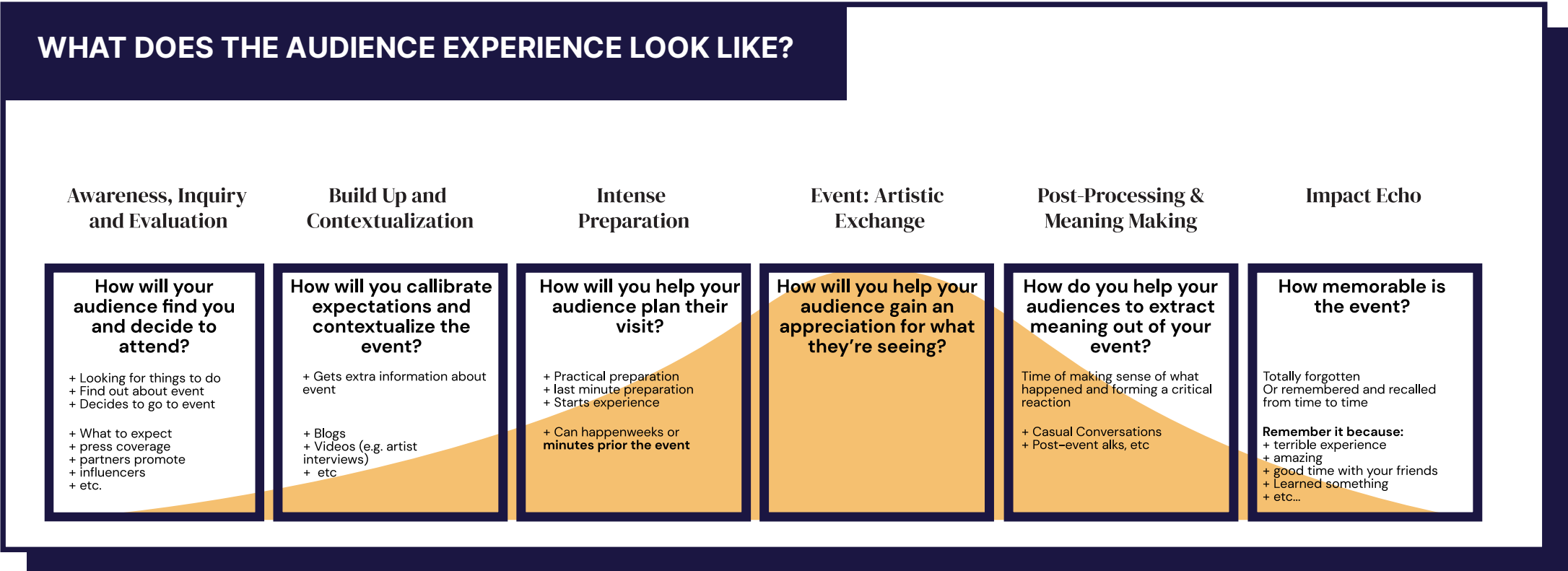
- **Strategic Alignment:** The project ensured Ask your Audience's alignment with the unique requirements of cultural institutions, amplifying our role as facilitators.
- **Targeted Engagement:** The customized workshops resonated with cultural institutions, fostering their understanding of audience-centered strategies.
- **Empowered Institutions:** The tailored approach empowered public institutions to understand visitor insights and enhance their offering.

CHALLENGES

- **Cultural institution’s goals:** Cultural institutions have differing motivations from conventional profit-driven entities and depend on subsidies for budget. This was addressed by looking into subsidies’ goals and finding overlaps with the goals of cultural institutions.
- **Clients’ unfamiliarity with UX Design:** Working with clients who were relatively new to service design concepts posed the challenge of effective communication. This was addressed by changing jargon to resonate with them and creating brief introductions when needed.

LEARNINGS

This project underscored the importance of crafting tailored solutions for distinct audiences, considering their motivations and constraints. It highlighted the significance of strategic alignment to bring value to clients with diverse goals.



01 ASK YOUR AUDIENCE

How can cultural institutions understand their audiences better?

WHAT ARE PERSONAS?

Je kunt persona's op verschillende manieren opbouwen, voor een diepgaand overzicht gebruiken wij **3 stappen**:

Information sheets

Scenario's

Empathy Maps

WAT ZIJN PERSONAS?

Customer Segments

Persona A, Persona B, Persona C, Persona D

Draait om: emotie en behoeften. **Gaat niet over:** demografische gegevens

Helpt jou: om gedrag van bezoekers te begrijpen en gericht onderzoek te doen.

Wat is een persona?

Een persona is een **fictionele**, maar op **feiten gebaseerde** archetype die de belangrijkste eigenschappen van een type bezoeker representeert.

Afgebakende groepen bezoekers beter begrijpen

Helpen om gedrag van bezoekers te begrijpen

Brengt motivaties, verwachtingen, behoeften en uitdagingen naar de oppervlakte

4 Archetypes

Fan

Professional

Specifieke reden

Komt mee

Part of one of the persona workshops. We prepared 4 proto-personas based on their motivation to attend an event



Framework developed to communicate to cultural organizations the benefits of our offering which consisted heavily on design thinking strategies

EN NU?

Een persona opbouwen is de eerste stap om te kunnen werken, ontwikkelen en testen vanuit empathie voor je bezoekers.

In deze toolkit helpen we je op weg met het zoeken van welke aannames belangrijk zijn om te testen en hoe je hier doelbewust mee aan de slag kunt.

In de volgende slides vind je meer informatie en templates om mee aan de slag te gaan.

Aannames matrix

Een aannames matrix helpt jou om prioriteiten aan te brengen op basis van twee variabelen:

- Kennis: Hoeveel informatie en kennis heb je over een aannames.
- Risico: Hoe erg zou zijn het zijn als de aannames niet blijkt te kloppen.

Als je identificeert welke aannames het grootste risico vormen en gebaseerd zijn op de minste kennis heb je een duidelijk beeld van waar je jouw aandacht het beste op kunt richten.

Aannames testen

Een test zal jouw aannames bevestigen of in twijfel trekken. Het is belangrijk om voor je gaat testen helder te krijgen wat je gaat testen en hoe je dit gaat aanpakken.

Denk daarbij bijvoorbeeld aan:

- Wat ga ik testen?
- Hoe ga ik dit testen?
- Met wie ga ik dit testen?
- Wanneer en waar ga ik dit testen?

Kunnen wij je helpen?

Binnen Ask your Audience helpen we organisaties om meer impact te maken met hun publieksonderzoek, zowel voor je bezoekers als binnen de organisaties. Naar aanleiding van deze workshop kunnen we je helpen met:

- het opbouwen van meer persona's gebaseerd op andere archetypes
- je door deze toolkit te begeleiden
- je helpen met het opzetten en uitvoeren van testen rondom aannames
- Opzetten, uitvoeren en analyseren van publieksonderzoek

Wil je met ons werken?

Neem contact op via:
info@askyouraudience.it
6-38591572

AANNAMES MATRIX 2

Plot elke aannames op de matrix, vraag jezelf af:

- Hoeveel impact heeft het als deze aannames niet klopt?(Laag/Hoog Risico)
- Hoeveel weten we er nu van?(Gevoel/Data)

Voorgestelde stappen

- Start met het plotten van jouw aannames op de risico's.
- Plaats een aannames in het midden van de as en voeg de rest toe met de vraag: "Is deze aannames risicovoller als het niet waar blijkt te zijn dan de aannames die er al staan?" De schaal is relatief tot elkaar.
- Doe hetzelfde op de as Gevoel/Data door de vraag te stellen "Hebben we meer of minder data dan de aannames die er al staan?"

Tip Sommige aannames zijn te groot om op zichzelf te evalueren, probeer ze dan op te delen in meerdere onderliggende aannames.

2

Dit zijn de voorgestelde stappen voor de vier segmenten:

- Hoog risico, Gevoel:** Hier moet je nu mee aan de slag
- Hoog risico, Data : Maak een plan om het risico te ondervangen.
- Laag risico, Gevoel: Evalueer je kennis, klopt het nog steeds dat het risico laag is?
- Laag risico, Data : Hier hoeft je nu even niks meer, hou wel in de gaten over het risico laag blijft.

Post-Workshop hand-ins. Cultural institutions got extra material with instructions to continue their audience research.

02 UNDERSTANDING WINC ACADEMY'S STUDENT EXPERIENCE

How can Winc Academy understand the student journey and it's pain points?

PROJECT CONTEXT AND APPROACH

Winc Academy, an IT course provider focused on providing curated content and 1-on-1 support, aimed to improve their student experience. As a service designer I was given the task to develop a student journey map to uncover pain points and opportunities for improvement.

Collaborating across departments, I identified gaps, analyzed communication channels, and conducted student interviews, revealing insights for enhancement.

OUTCOME

- **Identified the need to evangelize** the company on a user-centric approach.
- **Shifted focus** from a high-level journey map to a new project emphasizing specific areas for improvement.
- **Initiated planning** for a project to centralize feedback and enhance user-centric practices.

IMPACT

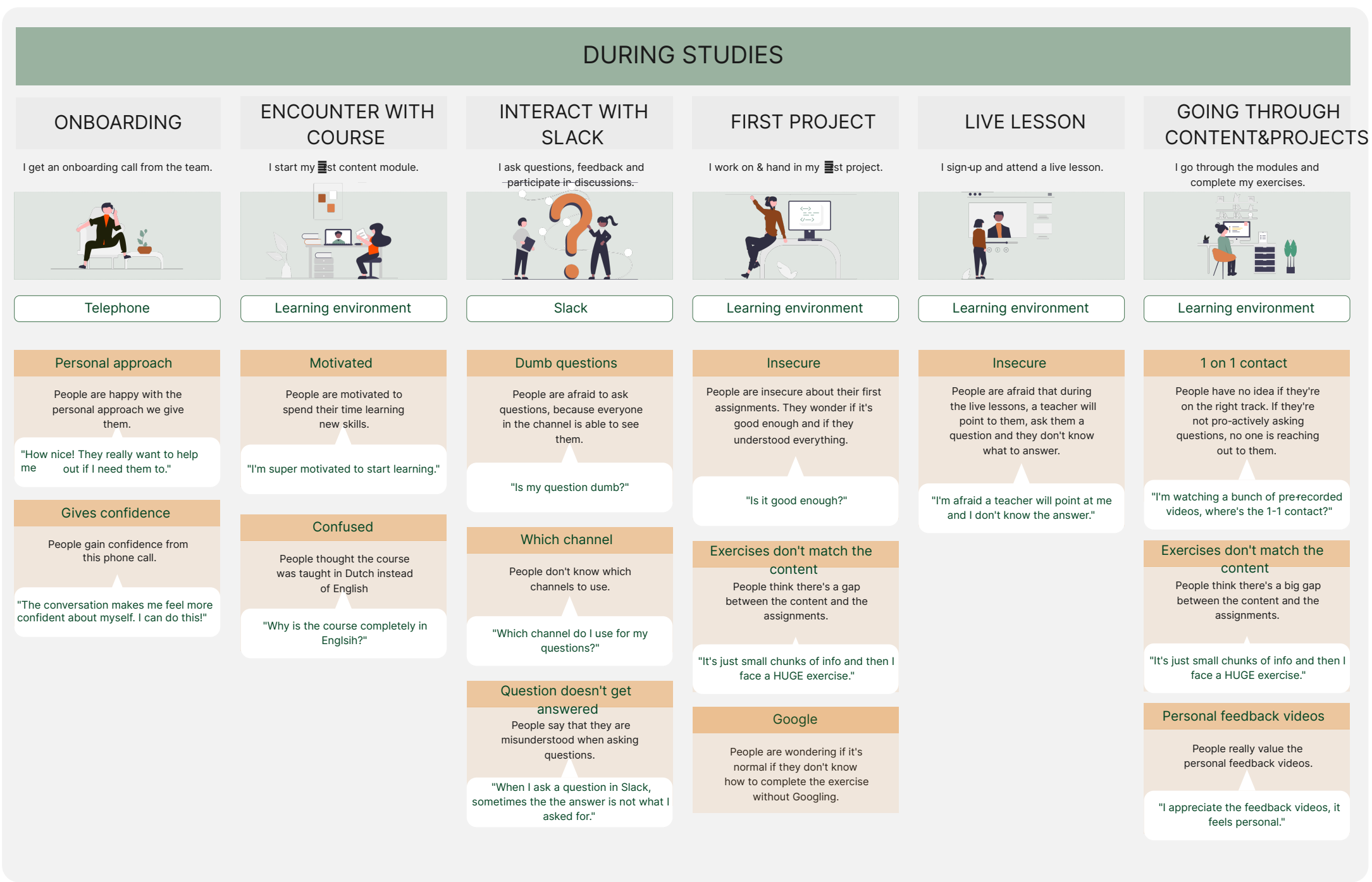
- **Increased awareness of student diversity** through the implementation of journey maps and personas.
- **Secured buy-in** from the management team for the development of a unified feedback system.
- **Ensured systematic collection of student insights** from various channels, fostering a more comprehensive understanding of student motivations and needs.

CHALLENGES

This project main challenges were related to its diverse student profiles and fragmented feedback process. Persona workshops and documentation were implemented, and a follow-up project was proposed to standardize feedback processes. The project was redirected to a more concrete goal.

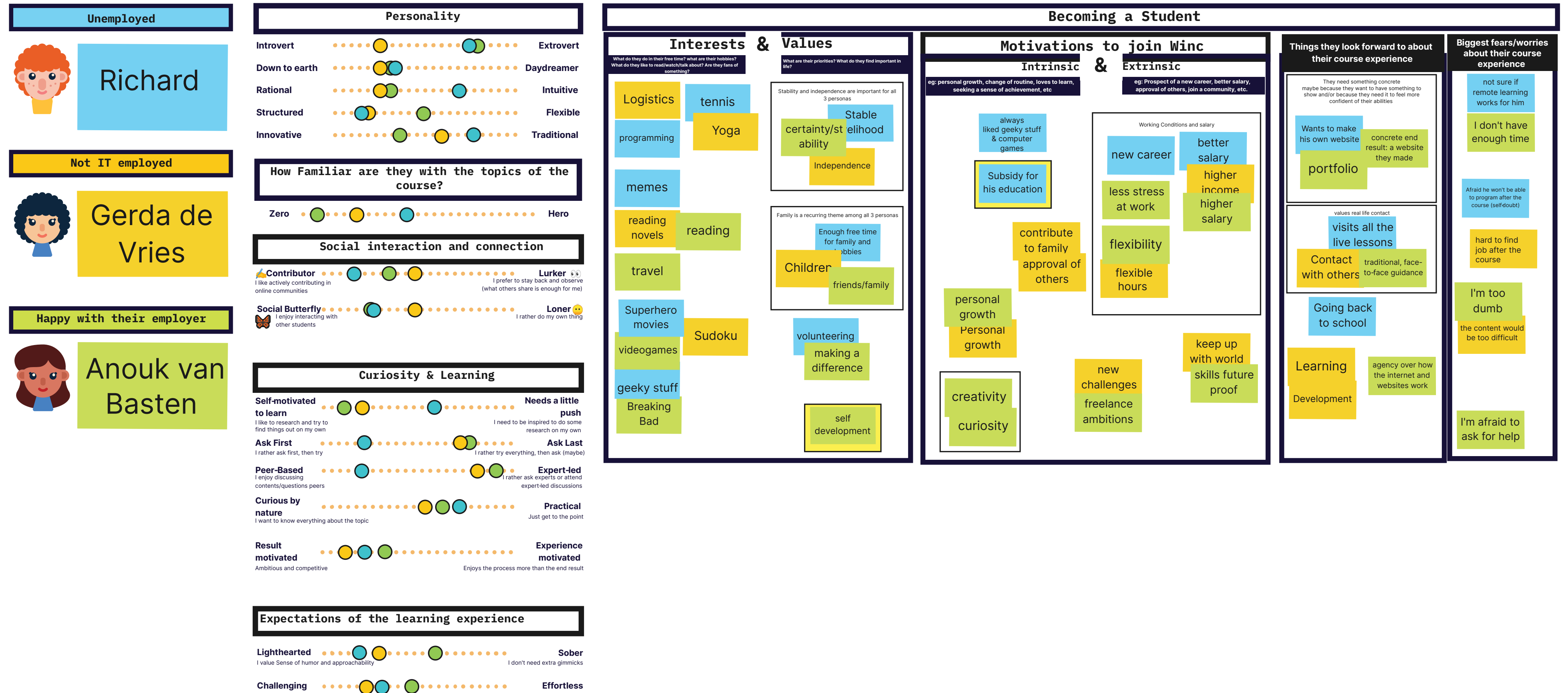
LEARNINGS

This project demonstrated the importance of cross-departmental collaboration in creating a comprehensive service experience. It revealed the complexities of educational services and emphasized the significance of student feedback as a catalyst for meaningful improvements.



02 UNDERSTANDING WINC ACADEMY'S STUDENT EXPERIENCE

How can Winc Academy understand the student journey and it's pain points?



Summary of persona workshop. The participants were carefully selected to represent the group of people that had the highest contact with students

03 FOLLOW-UP PROJECT: CENTRALIZING STUDENT FEEDBACK

How can Winc Academy get a better understanding of their student experience and feedback?

Stakeholder management

Workshop Facilitation

Feedback Flows

Data Visualization

PROJECT CONTEXT AND APPROACH

Building on the preliminary analysis from the previous project, I determined that the Education department needed to centralize and streamline student feedback. The intention was to use student insights to inform future developments in communication and course design. To do this, **I created a systematic method for gathering, organizing, and making use of student feedback.**

OUTCOME

- **Standardized Survey System:** Established a uniform survey system addressing feedback needs across all teams.
- **Module Evaluation Surveys:** Designed and implemented surveys for students to rate course modules, providing swift insights for targeted content enhancement.
- **Visualizations for Management:** Created visualizations using PowerBI and Looker studio for higher management, empowering them with actionable insights.

IMPACT

- **Quantifiable Insights:** The streamlined feedback system offered quantifiable insights, guiding course improvement efforts.
- **Enhanced Collaboration:** The unified feedback approach facilitated communication between departments, fostering a cohesive improvement strategy.
- **Actionable Insights:** Visualizations empowered higher management and course developers with actionable insights, determining KPIs for the next period.

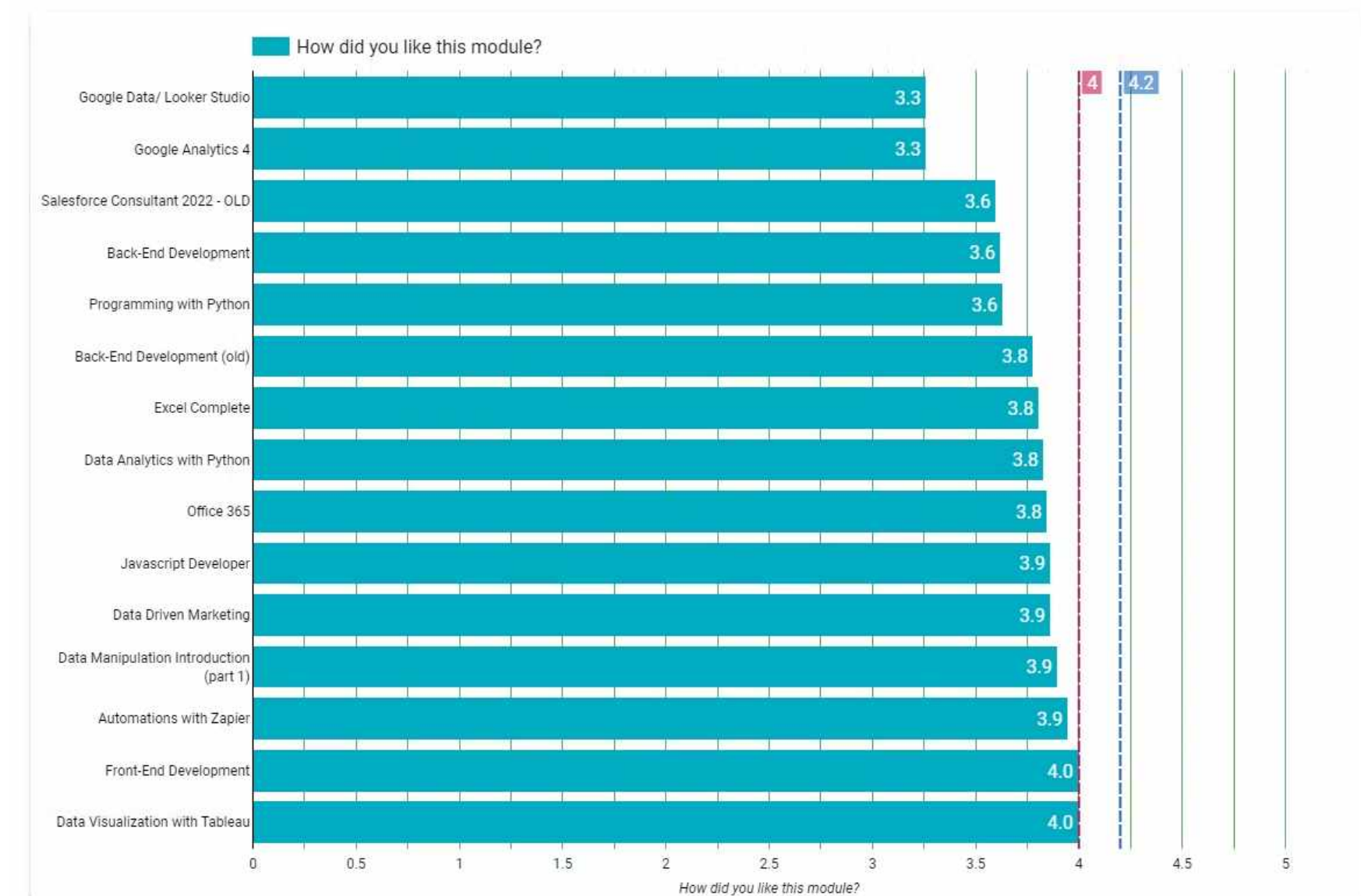
CHALLENGES

- **Varied Communication Channels:** Winc Academy employed multiple channels to communicate with their students, resulting in fragmented feedback collection and underutilization.
- **Stakeholder Alignment:** Aligning higher management's expectations, education, and course development teams' needs was crucial for meaningful outcomes.

LEARNINGS

This project demonstrated how important it is to connect the needs of many stakeholders and concentrate on actionable insights from feedback. It also underlined how crucial it is to efficiently classify and make use of many forms of student input.

Courses Average Evaluation



03 FOLLOW-UP PROJECT: CENTRALIZING STUDENT FEEDBACK

How can Winc Academy get a better understanding of their student experience and feedback?

Student Feedback meeting follow up

Goal: Get to a high level idea of our survey process

Instructions

1

Read the instructions and then click on the arrow next to your name to go to your working board

Alison

Misha

Sijmen

Daphne

Noor

2

Fill in YOUR feedback goals as department and current situation (see example below)

It could be that you have 1 or 10 goals, fill in as many as you can think of and don't worry about the number.

Don't worry about being too detailed, this is an mvp and we will refine it eventually

Feedback Goals

Current Situation

What do you want to find out?

Why do you want to measure it? (goal)

How are you finding out about it right now?

If you have any comment add it here

students skills covered throughout the course

to be able to communicate our impact to investors

impact surveys

what the students hope to get out of it

to align and manage student expectations

asking people around

goal 3

to...

I'm not

goal 4

because...

alles ok emails

Use these numbers to rate your goals

1 2 3 4 5 6 7 8 9 10 11 12

3

Prioritization: What are your most important goals?

Move the numbers around to rate your goals from most important (1) to least important

you can use the following question as a guideline:
How much impact does it have not to know this information?

What do you want to find out?

Why do you want to measure it? (goal)

How are you finding out about it right now?

If you have any comment add it here

2

students skills covered throughout the course

to be able to communicate our impact to investors

impact survey

1

what the students hope to get out of it

to align and manage student expectations

asking people around

4

goal 3

to...

I'm not

3

goal 4

because...

alles ok emails

Use these numbers to rate your goals

5 6 7 8 9 10 11 12

Pre meeting activity to get an idea of the needs each team had regarding student feedback

Select Course: UX Design with Figma (1)

Select date range

Filter comments
Equals Enter a value

Filter Rating
1 5

Module Number	Module Name	How did you like this module?	Responses
1	exploring design	4.1	219
2	our case study: meet nomadisa	4.2	175
3	introducing user-centered approach	4.2	185
4	design principles	4.3	163
5	first steps in figma	4.3	139
6	your first project in figma	4.4	116
Grand total		4.2	997

1 - 6 / 6 < >

Module Number	How would you improve this module?	Rating	Date
2	make it more interactive, the young user gets easily distracted, causing them to not retain the information well. Make it more interactive so that young users can absorb the text better.	3	8 Jun 2023
2	The information itself was very helpful and a nice explanation about the different disciplines. But in the last exercise the software tells me my answer was incorrect because I apparently connected the wrong 'UX' arrow to the right sentence. When I switched the two UX arrows the answer was correct. Seems a bit foolish after just reading about the importance of all of the mentioned disciplines.	2	7 Jun 2023
2	The screen was constantly refreshing, so my user experience was not so nice. I had to do the assignment over and over, because of the screen that was constantly changing.	3	7 Jun 2023
2	The last 'test' on your acronym knowledge has a mistake. There's two 'UX' options, but they still mark it wrong if you use one 'UX' over the other. Either UX option should mark correct in that spot.	3	1 Jun 2023
2	You introduce the term 'UCD' without explaining it. And further on you introduce 'UX Research' without introducing this term. Might be confusing for people new in the field.	3	1 Jun 2023
2	It's a bit vague. I don't really know what what is.	3	31 May 2023
2	imolement videos....	3	31 May 2023

1 - 15 / 15 < >

Module Number	What did you like the most about this module?	Rating	Date
2	The information is easily accessible	4	18 Aug 2023
2	interaction	4	18 Aug 2023
2	I enjoyed this study much more as it is more related to the topic and explains the process.	5	14 Aug 2023
2	Well explained the difference	5	13 Aug 2023
2	I really liked to learn the differences between the fields, but its still a bit confusing to me.	4	9 Aug 2023
2	the quiz en photo's	4	9 Aug 2023
2	It explains it all	5	9 Aug 2023
2	It explains it all	5	9 Aug 2023
2	Clear explanation!	5	7 Aug 2023

Course feedback Dashboard. The dashboard is designed to highlight the worst and best feedback from a course and give a clear idea of which module needs attention.

04 ENHANCING STUDENT SUPPORT AT WINC ACADEMY

How can Winc Academy improve the student support experience for both students and the support team?

PROJECT CONTEXT AND APPROACH

I started this project with the goal of improving the Learning Management System's (LMS) student assistance experience. My main goals in this dynamic project were to streamline student information accessibility, enhance mentor-mentee relations, and improve the live lesson process.

OUTCOME

- **Enhanced live lesson experiences** within the Learning Management System (LMS) by optimizing mechanisms and integrating tools like Vimeo and Zoom.
- **Implemented structured mentor interactions** through HubSpot's meeting service and introduced a personalized ticketing system, fostering improved mentor-student engagement.
- **Streamlined information accessibility** by refining chatbot flows and integrating FAQ functionalities, ensuring a seamless user experience within the LMS.

IMPACT

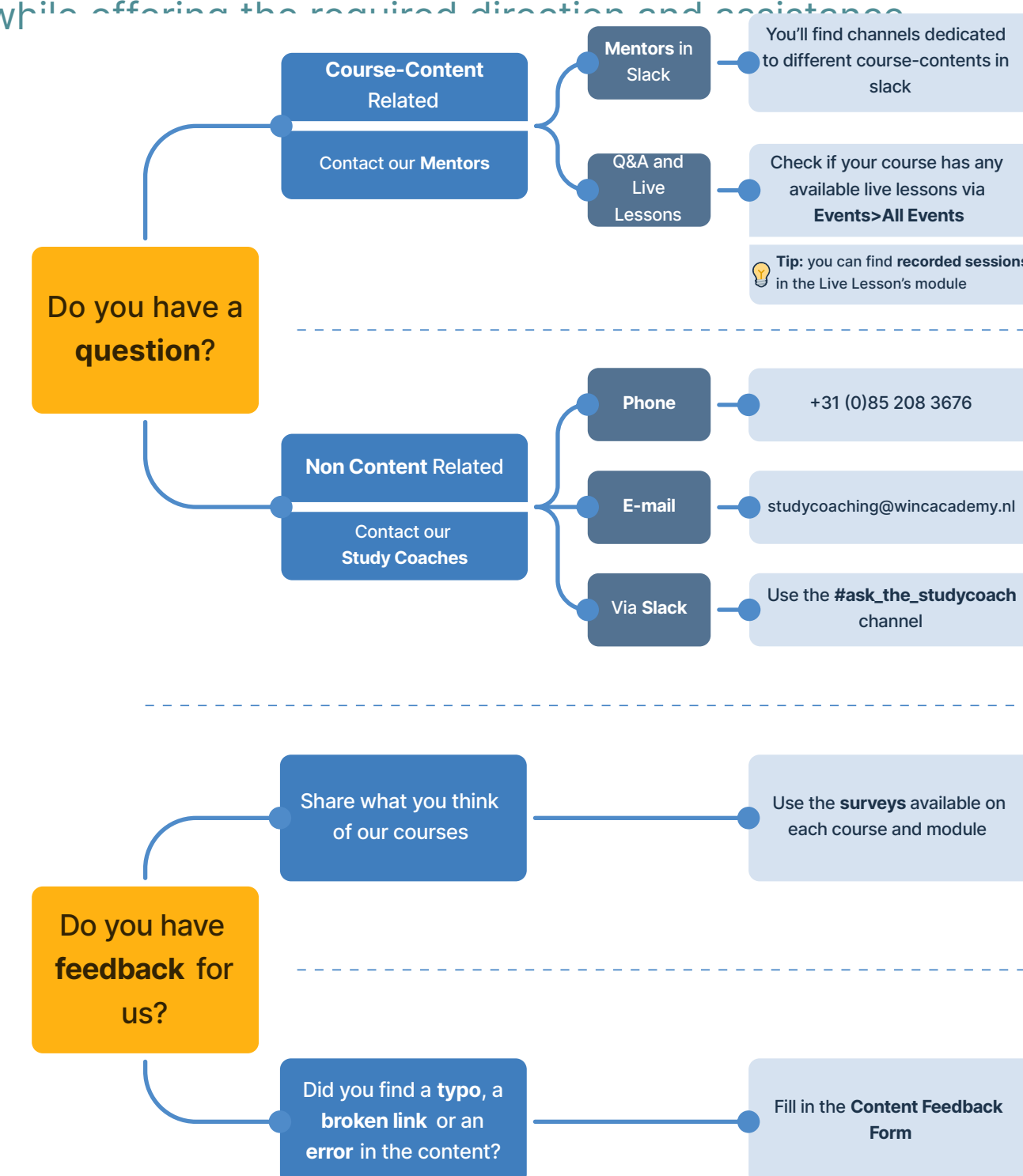
- **Achieved a 140% increase in live lesson attendance.**
- **Significantly reduced Learner Support workload** through effective flow improvements.

CHALLENGES

- The limited features of the LMS made it difficult to integrate lesson recordings and calendars. It took the effective use of several services and in-depth knowledge of the platform to solve this.
- This was a complex undertaking that needed to coordinate with various stakeholders and involve platform modifications.




LEARNINGS

This project demonstrated the value of practical co-creation with teams, which enables effective development of tailored solutions. It also emphasized the importance of flexibility in the use of tools while offering the required direction and assistance.




04 ENHANCING STUDENT SUPPORT AT WINC ACADEMY

How can Winc Academy improve the student support experience for both students and the support team?

Vimeo Link	Lesson title	Language	Difficulty	Short Description of topics covered (bullet points or multiple paragraphs)	Course	Relevant to Module	Topic	LA Link	Copy Lesson Name	Copy embedding code	Generated Title	Embedding Code
	UCD Design Practices and Principles	[EN]	⚡⚡⚡	In this interactive lesson, we look at the UCD process in general and the role of the user in the design. We look at a case study of a design brief to make an app.	UX Design with Figma Online Marketing Track	introducing user-centered approach	UX Design		Copy lesson name	Copy Code	[EN] UX Design - UCD Design Practices and Principles*	<h2 style="strong">Live Lesson Recording </h2><div class="embed-responsive embed-responsive-16by9"><iframe class="embed-responsive-item" src="https://player.vimeo.com/video/856773394"allowfullscreen"></iframe></div> In this interactive lesson, we look at the UCD process in general and the role of the user in the design. We look at a case study of a design brief to make an app.
	Introduction	[NL]	⚡⚡⚡		Chat GPT for work Productivity	Introduction to ChatGPT	ChatGPT		Copy lesson name	Copy Code	[NL] ChatGPT - Introduction*	<h2 style="strong">Live Lesson Recording </h2><div class="embed-responsive embed-responsive-16by9"><iframe class="embed-responsive-item" src="https://player.vimeo.com/video/799065348?share=cop"allowfullscreen"></iframe></div>
	JS Errors	[NL]	⚡⚡⚡		Javascript Developer Front-End Development	Javascript Advanced	JavaScript		Copy lesson name	Copy Code	[NL] JavaScript - JS Errors**	<h2 style="strong">Live Lesson Recording </h2><div class="embed-responsive embed-responsive-16by9"><iframe class="embed-responsive-item" src="https://player.vimeo.com/video/757131550?share=cop"allowfullscreen"></iframe></div>

Sheet designed to manage live lesson recordings and automatically generate embedding codes to embed in the LMS

Live Lesson recordings added as part of a course's module within Winc's Learning Management System (LMS)

winc academy

Content ▾ Events ▾ Tasks ▾ Activity ▾ Assess ▾ People ▾ + 🔔 🔍 👤 ?

Variables, Datatypes and Operations

🕒 11 hours 2 minutes +

0% of content complete

01: Variables in Python

02: Strings and Operations

03: Booleans and Operators

✂ Share your thoughts - Variables, Datatypes and Operations

Additional recommended content

[EN] Python - Solving Problems *

Variables, Datatypes and Operations

Winc Academy

🕒 11 hours 2 minutes +

Learnlist overview

Start here with Python!

💡 Additional Recommended Content available at the end of this module


Explore recommended content with past live lessons related to this module. Perfect for clarifying concepts or expanding your knowledge. It's *optional*, but highly recommended for an extra boost!

What you will learn

- Define variables with the proper syntax
- What are datatypes
- How to perform logical operations with different variables

Contact items within Winc's Learning Management System

Contact Us




Schedule a Meeting for Content-related Questions

Other - < 5 mins

Here you can request a meeting with one of our mentors to address your content-related...

...




Report an issue in the course content

Other - < 5 mins

Did you find a typo, a broken link, or an error in the course content? Fill in the form belo...

...




Chat with us

Other - < 5 mins

...

General Information



FAQ

Other - < 5 mins

...