SORINT.lab

# HumanCentered DesignConsulting
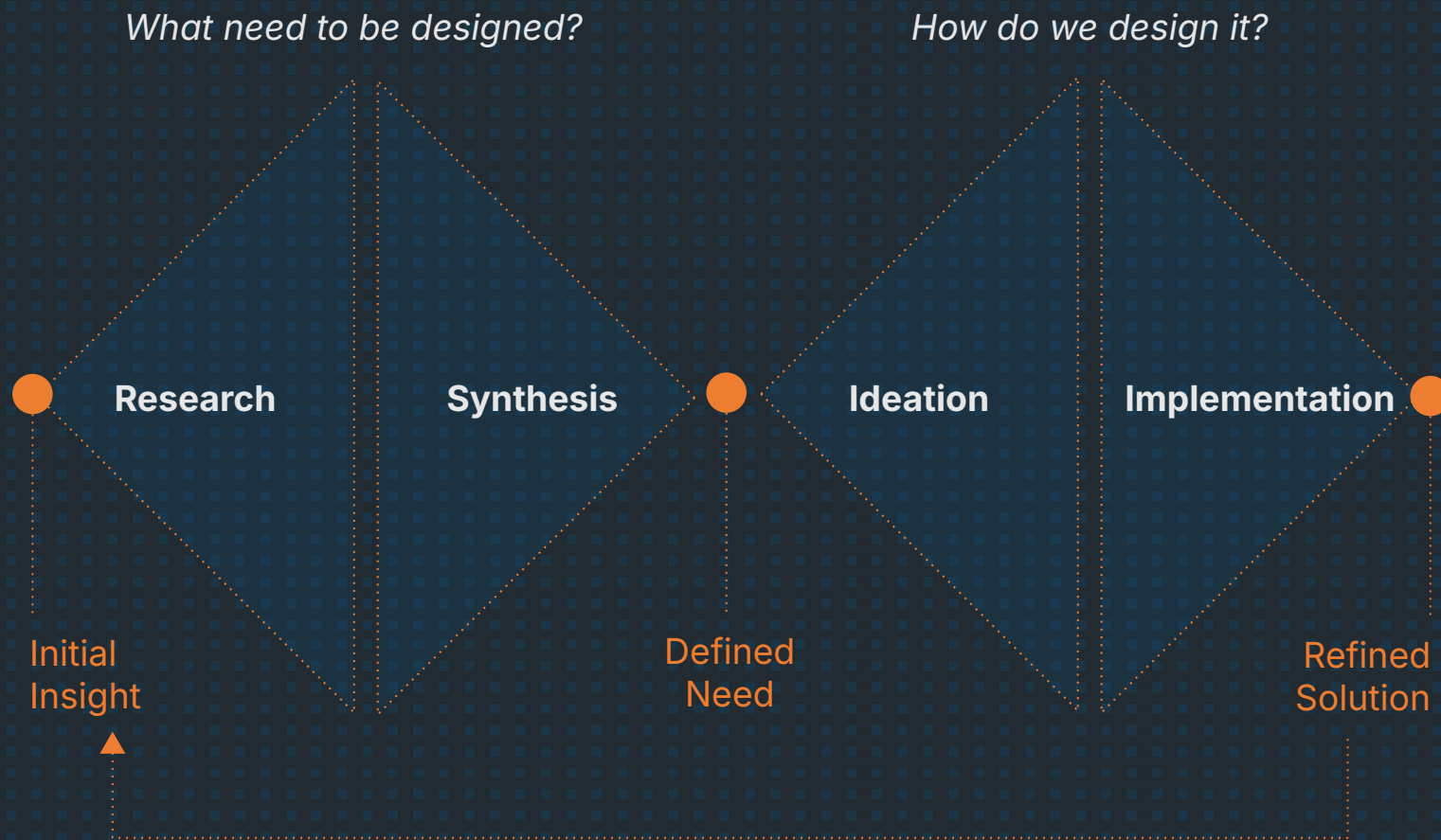
# Human Centered Design Consulting

## OUR PURPOSE

**Connecting people and technology through intuitive, accessible experiences that address real needs**

By actively listening to teams, customers, and stakeholders, we create human-centered solutions that drive meaningful digital transformation and truly make a difference.

DOUBLE DIAMOND APPROACH

*What need to be designed?*

*How do we design it?*

**Research**

**Synthesis**

**Ideation**

**Implementation**

Initial Insight

Defined Need

Refined Solution

# Human Centered Design   Consulting

KEY AREAS OF FOCUS

### UserResearch& Insight Discovery

Identify user needs through interviews, surveys, and analytics. Transform insights into concrete opportunities and design intuitive and user-friendly interfaces, supported by consistent and scalable design systems.

### UsabilityTesting& Accessibility

Test your solutions with real users and optimise them based on their feedback. We guarantee accessibility and compliance with standards such as WCAG, to maximise adoption, reduce difficulties, and create inclusive experiences.

### Full-Cycle UX/UI Support

Ensure that UX and UI are effectively integrated into all development processes. We support the project from the ideation and pre-sales phase up to the launch and continuous evolution of the product.

### UX Strategy& Continuous Innovation

Apply the most modern UX methodologies to create solutions that focus on user needs, emotions, and context, generating better experiences, greater loyalty, and business impact.

# Human Centered Design Consulting

## OUR COMMITMENT TO A USER CENTRIC APPROACH

**01 Discover**
**Research and Understanding**

We analyse the problem, the context, and the real needs of users and stakeholders to optimally collect requirements.

**02 Define**
**Synthesis and Definition**

We gather the emerging insights and transform them into a clear and targeted design direction.

**03 Define**
**Ideation and Prototyping**

We develop and test concrete solutions, validating them directly with users, stakeholders, and business owners.

**04 Deliver**
**Implementation and Launch**

We ensure effective and high-quality implementation of the release, working in close collaboration with technical and business teams through the application of Agile methodologies.

**05 Product Optimisation**
**Continuous Improvement**

We continuously and iteratively improve the product through constant analysis of data and feedback from users.

# Human Centered Design   Consulting

## METHODOLOGY LANDSCAPE

### User Research
*To understand real user needs, behaviours, contexts, and pain points, reducing project risks and supporting data-driven decisions.*

| | | |
|---|---|---|
| Interviews | Surveys | Shadowing |
| User Analytics | Field Observation | |

### Co-Design & Ideation
*To generate diverse ideas, build stakeholder alignment, and accelerate strategic decision-making.*

| | |
|---|---|
| Co-design Workshops | Ideation Sessions |
| ValuePropositionCanvas | Service Blueprint |

### Prototyping & Concept Visualisation
*To rapidly visualise solutions, facilitate communication, and test concepts before development.*

| | |
|---|---|
| Wireframes | Low-fi and Hi-fi Prototypes |
| Interactive Prototyping | Figma |

### Testing & Validation
*To validate design choices, identify usability issues, and ensure solutions truly work for users.*

| | |
|---|---|
| Usability Testing | User Feedback Sessions |
| A/B Testing | Heuristic Evaluation |

### Accessibility & Quality
*To create accessible, inclusive products that comply with standards and follow UX best practices.*

| | |
|---|---|
| WCAG-based Accessibility Review | |
| Ass. Technology Testing | Inclusive Design |

### Behavioural Insight & Optimisation
*To identify behavioural patterns, friction points, and opportunities for continuous, data-driven improvement.*

| | |
|---|---|
| Heatmaps | Session Recordings |
| Funnel Analysis | Behavioural Analytics |

# Human Centered Design   Consulting

PROVEN BEENFITS

## A clear and user-focused direction

We transform uncertainty into clarity with a roadmap based on real user needs, aligning teams around a shared understanding of the problem and the people involved.

## Faster and validated delivery

We reduce extra work and accelerate time-to-value by validating ideas early. Prototypes and user testing ensure we only build what works.
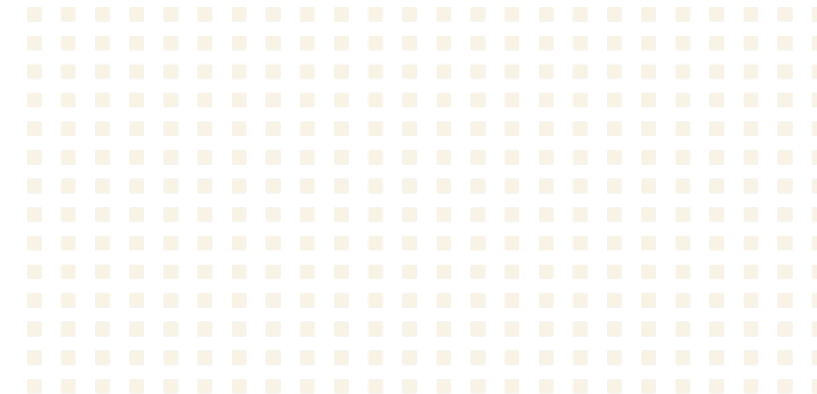
## Greater strategic alignment

We maintain the balance between business objectives, user needs, and technical feasibility, ensuring every design decision generates tangible value.

## Collaborative governance

We create a transparent design process with regular checkpoints and insight sharing, simplifying decisions and reducing friction among stakeholders.

## Continuous optimisation

We improve the product through constant research, behavioural analysis, and user testing. Data-driven iteration increases satisfaction, loyalty, and long-term impact.

*Ready to embrace a* *truly human-centred approach*?

PARTNER WITH OUR HUMAN-CENTERED DESIGN TEAM AND MAKE IT HAPPEN.

# Key people

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Meet our designers and researchers

# Luisa Miolano

## UX DESIGNER & RESEARCHER | HCD TEAM LEAD

### Short bio

*Highly experienced Senior UX Designer and Researcher, delivering user-centric solutions for global clients over a decade. Driven by a passion to craft engaging, innovative experiences that transform complex systems and enhance people's quality of life.*

### KeySkills

DesignThinking   UX Strategy   User Research   Workshop Facilitation

Information Architecture   StakeholderMgmt   Mentoring   Collaboration

### BestTool

FigJam

### BestQuote

*"Complexity is not, in itself, bad. Confusion is"*

*DON NORMAN*

### BestPalette

# Alandy Beanes

## UX UI DESIGNER & FRONT-END DEVELOPER

### Short bio

*Technical and visual skilled designer and developer that works between decisional and operational activities, having collaborated in many projects from Telecom, Luxury, Finance and Tourism.*

### KeySkills

Design Thinking    Information Architecture    Design OPS

Design Systems   Frontend   AI

### BestTool

open source initiative®

### BestQuote

*"Creativity is thinking up new things. Innovation is doing new things."*

*THEODORE LEVITT*

### BestPalette

# Graziella Dramisino

## USER RESEARCHER

### Short bio

*UX researcher experienced in engaging users of all ages, from children to the elderly, across sectors such as universities, archives, charities, and libraries, to uncover needs and inform inclusive, human-centred designs.*

### KeySkills

Research Planning  Interviewing  Usability Testing  Workshop Facilitation  Stakeholder Engagement  Information Architecture Empathy  Critical Thinking

### BestTool

FigJam

### BestQuote

*"Don't make me think."*

*STEVE KRUG*

### BestPalette

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# Davide Belotti

## UX DESIGNER & RESEARCHER

### Short bio

*A curious, analytical, and precise UX/UI designer who creates accessible experiences guided by logic, data, and empathy.*

### KeySkills

Design Thinking  User Centred Design  User Interface

User Research  Prototyping  AI

### BestTool

Figma

### BestQuote

*"Complexity is a fact of the world. While simplicity is in the mind."*

*DON NORMAN*

### BestPalette

# Davide Agbolossou

## UX/UI DESIGNER

### Short bio

*UX/UI designer with a focus on interfaces, visuals, interactions, animations, and illustrations. Extensive experience in graphic design, photo editing, and video editing. Creates visually compelling designs that immediately engage users while ensuring usability and a seamless user experience.*

### KeySkills

Design Thinking  User Centred Design  User Interface  Prototyping  Interaction Design  Graphic Design  AI

### BestTool

Figma

### BestQuote

"I turn pixels into meaningful experiences. I bring design to life: I make it useful, I make it visible, and I set it in motion."

### BestPalette

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# Gaia Inangeri

## UX/UI DESIGNER

### Short bio

*UI/UX designer blending creative vision with front-end know-how to craft intuitive, accessible, and engaging digital experiences.*

### KeySkills

Design Thinking  User Centred Design  User Interface  Responsive Design  Accessibility  Frontend  AI

### BestTool

Figma

### BestPalette

### BestQuote

*"Every interface is a quiet dialogue; my job is to make sure the user always feels understood"*

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# Key Case studies

Check out our work

# Sync Poll

**Client**

SORINT.lab

**End users**

SORINT.lab Employees

**Context**

IT Services & Digital Transformation

**Key methodologies**

Kanban

**Key technologies**

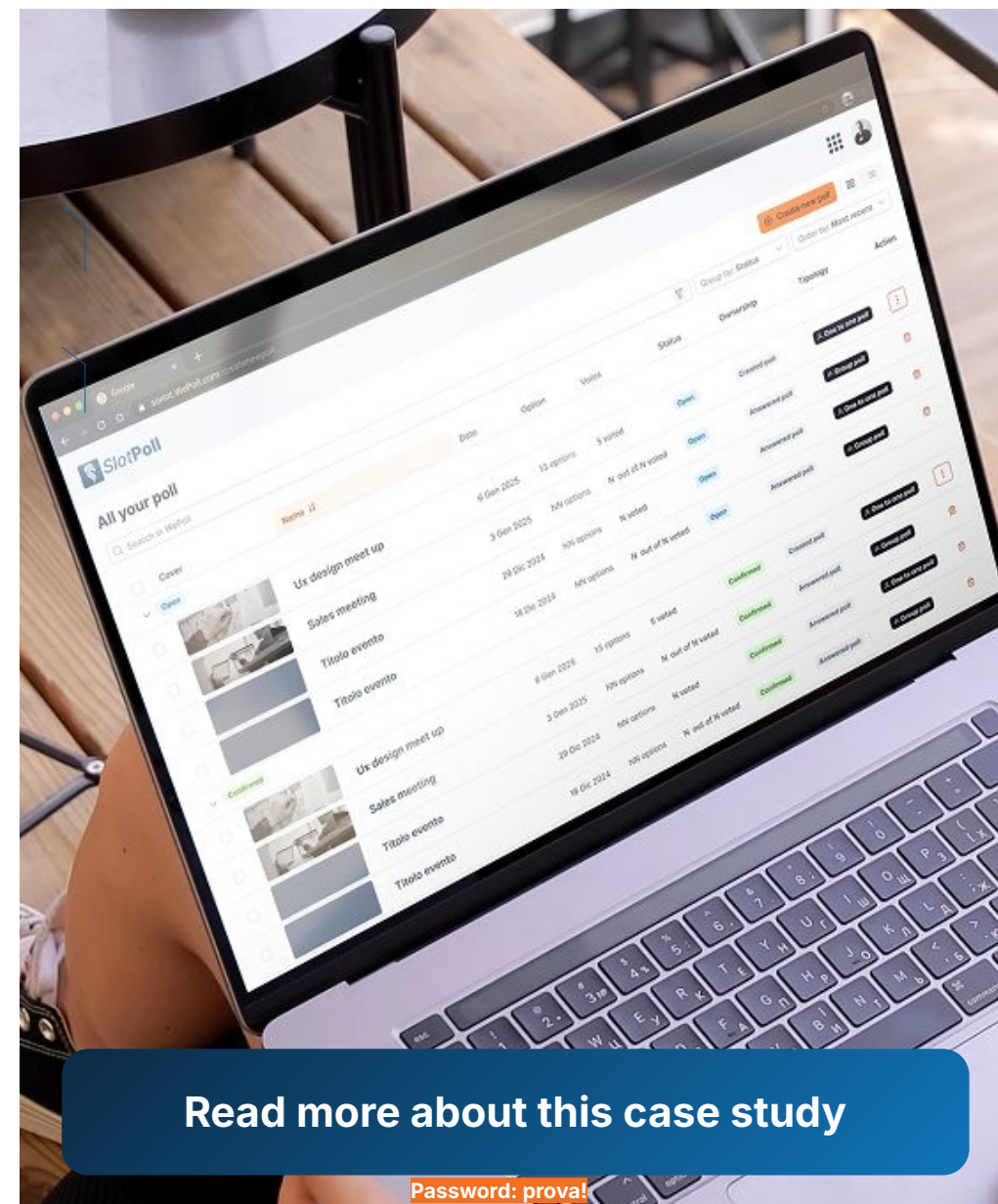Next.js | React

**Project duration**

4 months

## Challenge

At SORINT.lab, the internal scheduling tool had become technically outdated and no longer met usability standards. To address this, we completely rebuilt it with a new design system and modern UX/UI logic aligned with current industry patterns. The redesigned tool streamlines meeting planning, improves clarity, and significantly reduces time.

## Solution

The solution developed by our team is called SyncPoll. It allows users to create group polls where participants can vote for their preferred time slots for group calls, or set up booking pages for one-to-one meetings. Everything is managed smartly through seamless integration with calendars.

**Read more about this case study**

Password: prova!

# Hackers Gen

**Client**

Secondary Schools

**End users**

Students and teachers

**Context**

E-learning platforms

**Key methodologies**

Agile

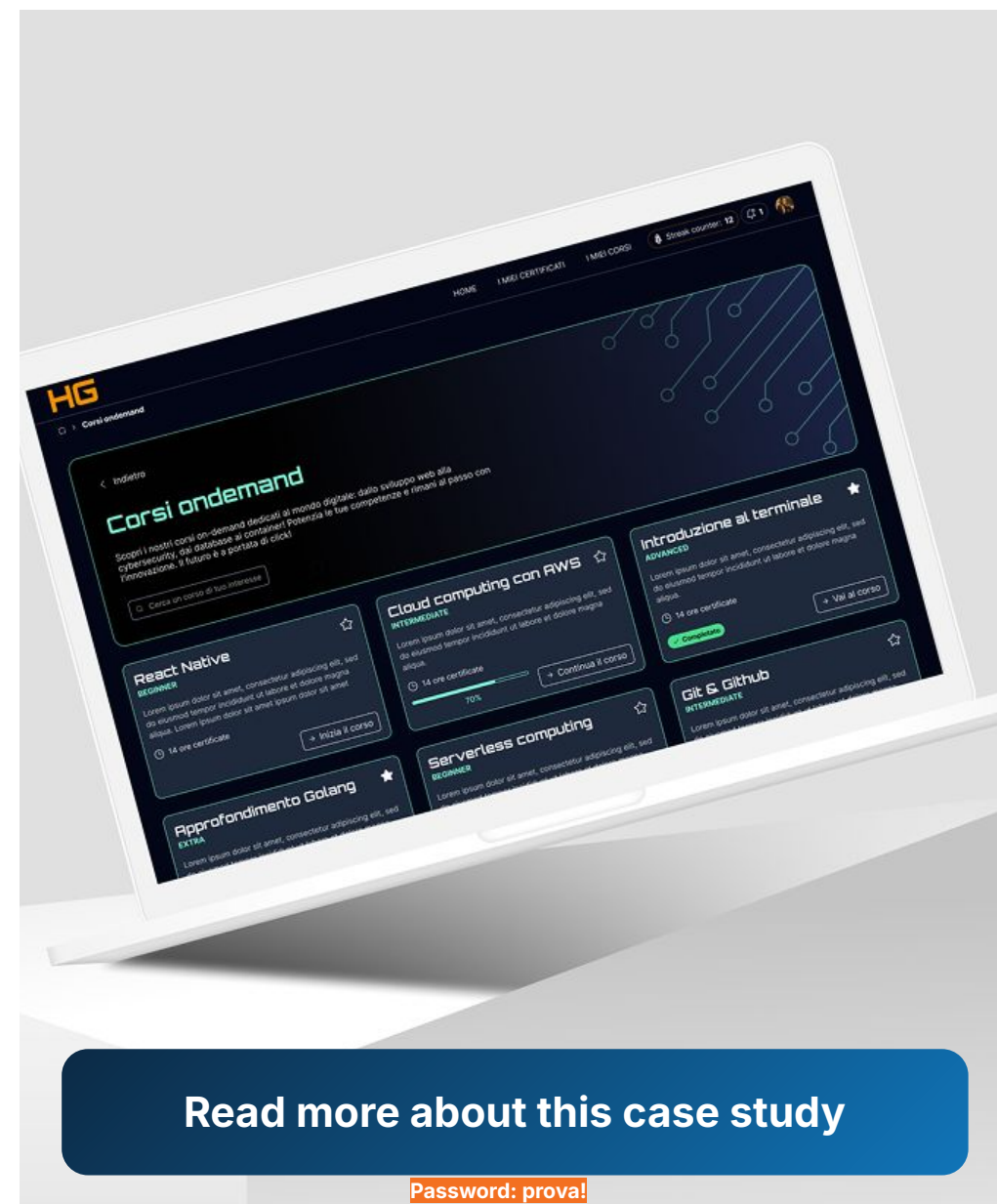**Key technologies**

Vue | Go

**Project duration**

2020 | in Progress

## Challenge

SORINT.lab saw the need to connect schools with the job market as industry skills evolved faster than academic paths. Students risked missing practical training. The challenge was creating free school-company synergies that added technical skills without disrupting education and while fitting online-learning limits, and ensuring access for all students.

## Solution

HackersGen isn't just another learning platform: it's a community where teachers, students, and IT professionals exchange ideas and expertise. The UI and UX evolve continuously based on real user feedback, ensuring a smoother, more engaging experience.

**Read more about this case study**

Password: prova!

# P.E.O. P.L.E.

**Client**

SORINT.lab

**End users**

HR department employees

**Context**

HR management

**Key methodologies**

Agile | Kanban

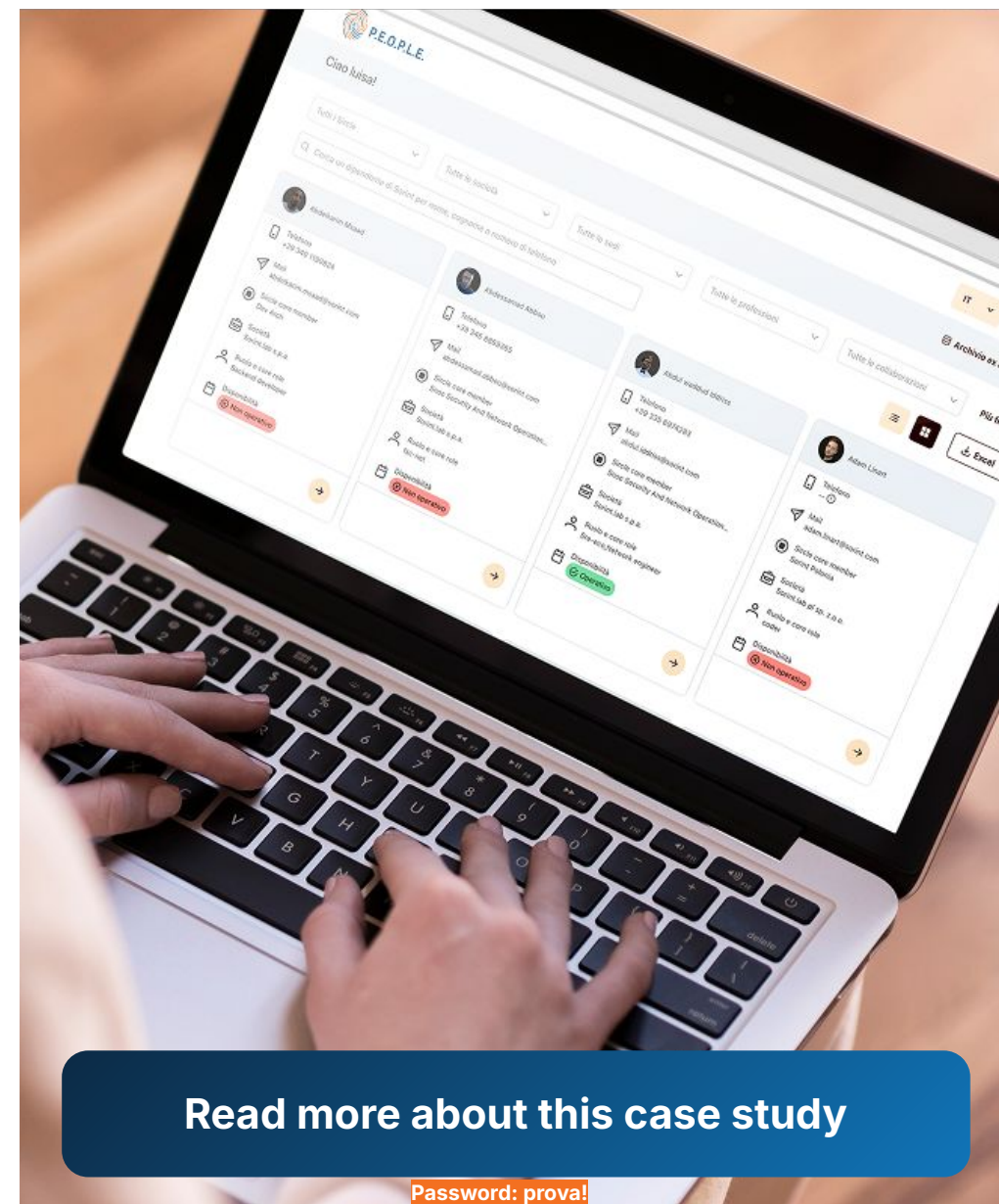**Key technologies**

Vue

**Project duration**

5 months

## Challenge

SORINT.lab's HR team used outdated tools and scattered systems to manage scheduling, leave, benefits, and performance data. The process was time-consuming and inefficient. The goal was to create a single, integrated platform to centralise all core HR activities.

## Solution

We developed P.E.O.P.L.E, a centralised HR platform. Using interviews, personas, and mockups, we collaborated with the agile team to streamline HR operations and provide a real-time view of employees and projects.

**Read more about this case study**

Password: prova!

# Space book

**Client**

Town halls and libraries

**End users**

All citizens

**Context**

Venue room booking management

**Key methodologies**

Scrum

**Key technologies**
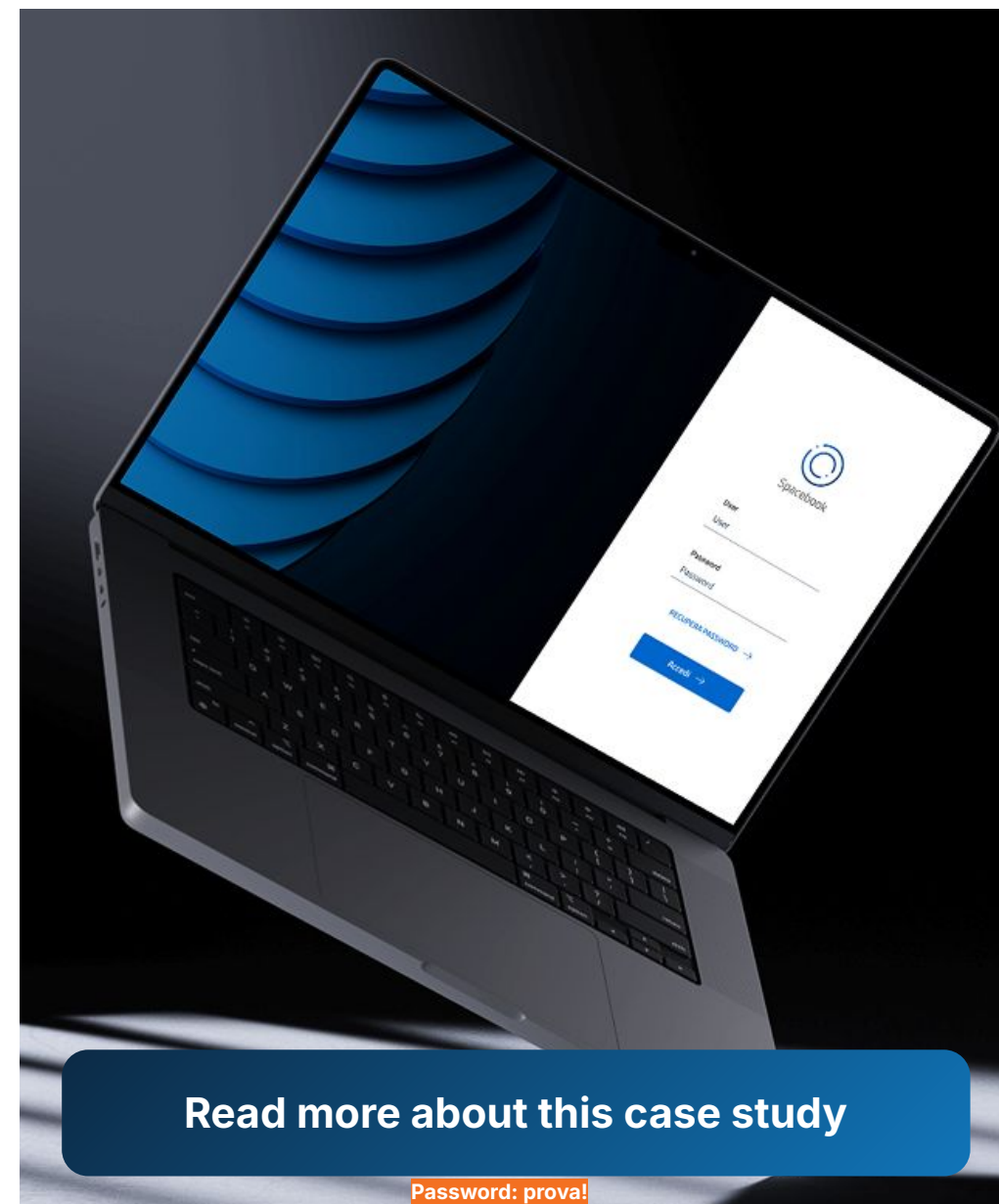
React | Svelte

**Project duration**

2024 | In progress

## Challenge

Local institutions and citizens often struggle to coordinate public space use: requests get lost, calendars clash, and availability stays unclear. Manual steps slow replies, cause double bookings, and waste spaces. Digitalising the workflow unlocks transparency, efficiency, and a smoother citizen experience for everyone involved in the process each day.

## Solution

At SORINT.lab we created Spacebook, a platform that makes booking and managing public spaces effortless. With a clear, UX-driven interface, administrators can track availability, resolve conflicts, and update schedules in real time, while citizens can quickly find and reserve venues online, boosting transparency and improving how community spaces are used.



**Read more about this case study**

Password: prova!

# Sala**zar**

**Client**

SORINT.lab

**End users**

CIO, CTO, CISO

**Context**

ERM

**Key methodologies**

Agile | Kanban

**Key technologies**
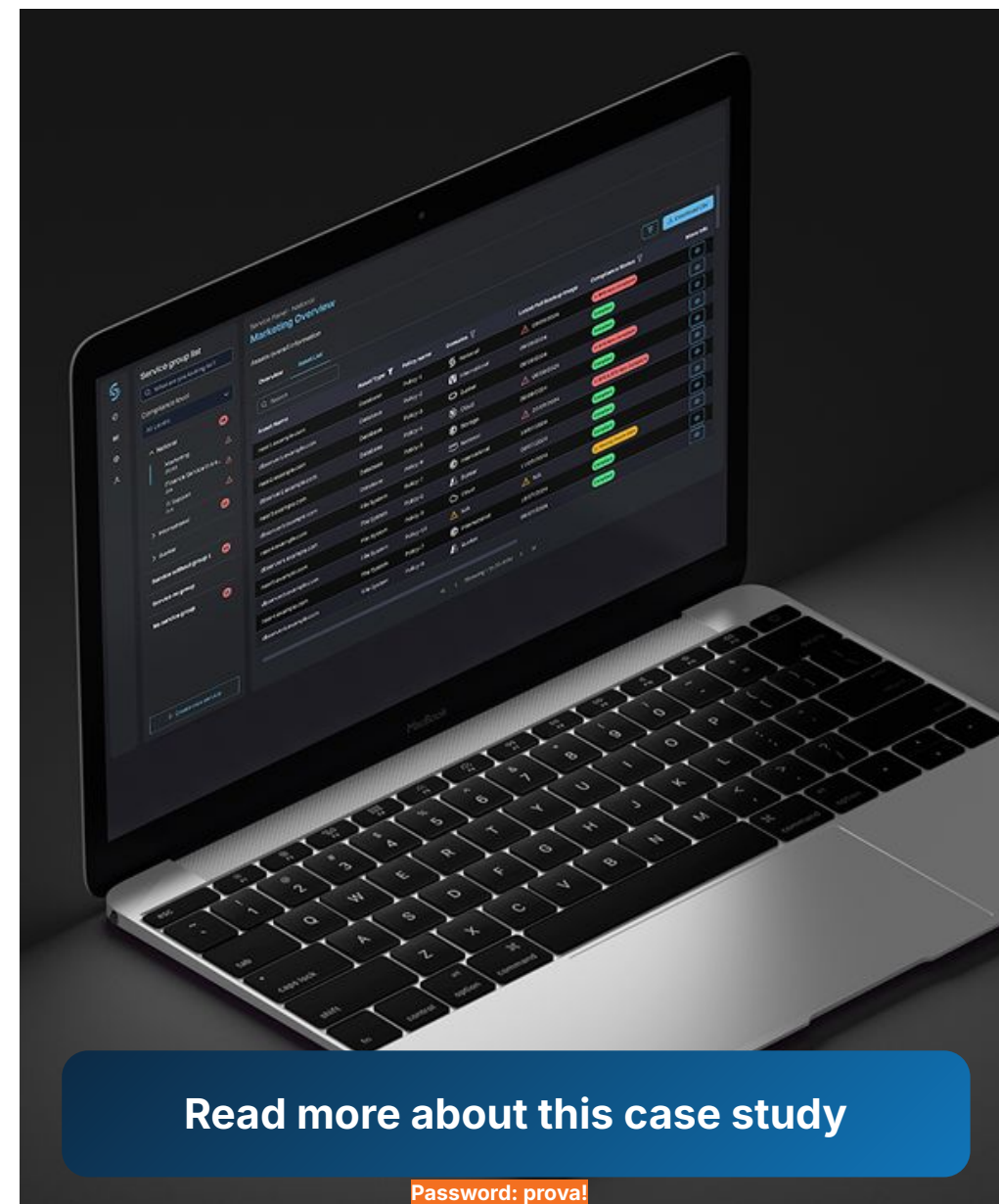
Go | Vue

**Project duration**

2023 | in progress

## Challenge

Bridge the gap between IT teams working in backup and recovery areas and business managers, by enabling a common language to discuss service optimisation, compliance with RPOs and RTOs, and the development of more resilient systems.

## Solution

This is where Salazar comes in. Informed by research with key users, our all-in-one platform helps organisations define, monitor, and optimise RPOs, strengthening resilience and enabling smarter, value-driven decisions.



**Read more about this case study**

Password: prova!

IT | ES | UK | DE | US | FR | PL | CMR | RO

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