



portfolio

Welcome, and enjoy. I design products, services, and marketing strategies on a firm foundation of behavioural science.

This portfolio contains the top ten case studies that have been significant for my career development in 2018 - 2022. If you wish to learn more about my work, I suggest you visit my website or read testimonials from my clients and colleagues.

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KAMILA PORTFOLIO

CASE STUDY 1 GAMIFIED FINTECH

Situation

Czech startup Zapomenute miliardy found a way to simplify bureaucracy for senior citizens and helped them find their lost actives from kuponova privatizace. These funds from the 90s still contained over 400 million EUR to be claimed by 200k citizens.

Problems and opportunities

As an in-house consultant for a startup incubator, I spent three months developing a senior-friendly service, website and a marketing campaign that aimed to target 70% of the nation. It was, therefore, crucial to find the right USPs and get public credibility. I also participated in creating customer journeys, conducted in-depth interviews to test prototypes, and provided Ogilvy Czech with behavioural insights for the associated media campaign.

Behavioural science

Besides sampling, polling, and interviewing people to gain insights, I mapped academic findings to create online viral content, handle politically loaded topics, and managed user profiling with responsive engagement features. I also made a mood management system to motivate users to navigate the banking app. To further enhance their motivation, I added gamified features tailored to the needs of the older demographic sample.

Outcome

After the first four months, we managed to retrieve 15 million EUR for Czech citizens. We received media coverage in all major Czech newspapers and online news services.



Read testimonials on LinkedIn and Freelancing.eu

Read more: www.kamila-portfolio.com

Four key USPs determined by polling and user research:

- Bez zdlouhavého papírování**
Smlouvy mají být přehledné a jednoduché. S námi se vyhnete zbytečnému a složitému papírování.
- Složitosti vyřešíme za vás**
Akcí a obchodování mohou působit složitě. Ale nebojte – my vše rádi vyřídíme za vás.
- S námi to zvládne každý**
Nevadí, že si úplně nerozumíte s technologiemi. Nalézt své akcie s námi zvládne i běžný uživatel internetu.
- Můžete jen získat**
Nechceme po vás žádné poplatky předem. Zaplatíte, jen když Vám najdeme hodnotné akcie a nabídneme Vám jejich odkup. Za výpis u nás nic neplatíte.

Four key USPs determined by polling and user research,

Responsive sharing prompt for user groups 1 and 6:

Víte, že na majitele čeká ještě 750 000 účtů?
Mátna patří Vašemu bratranci nebo kolegovi. Pomozte jim najít zapomenuté akcie, náklady a výhody to a ome.

Ověř si i ty, jestli nemáš na účtu ZAPOMENUTÉ PENÍŽE

Do 30. 9. 2021 na www.zapomenutemilardyy.cz

Sdílet veřejně: Facebook, Twitter, LinkedIn
Sdílet soukromě: WhatsApp, Email, Kopírovat odkaz, Messenger

Responsive sharing prompt for user groups 1 and 6:

Už hledám zapomenutý účet z kuponovky. ZKUSTE TO TAKY

Do 30. 9. 2021 na www.zapomenutemilardyy.cz

Responsive sharing prompt for user groups 1 and 6.

Mood management avatar in the Good News condition:

Vaše údaje: Daniel Surma, rok nar. 1970, Vaše dokumenty

Co vás čeká: [Green checkmark]

Mám dobrou zprávu! Mí kolegové pokročili s hledáním zapomenutého majetku z kuponové privatizace.

Mood management avatar in the Good News condition.

CASE STUDY 2 SUSTAINABLE BUSINESS

Situation

Stride Experience Labs aim to develop sustainable business strategies, improve customer experience, and design flawless services. In 2020, Ondrej and David hired me as a mentored researcher and designer.

Problems and opportunities

I was involved in three projects as a researcher and interviewer. In the last three months of my contract, I was entrusted with leading a short project for one of our German customers. I conducted in-depth interviews to spot opportunities on their new website and develop their strategy to sell disposable gloves. My tasks involved sampling, qualitative data analysis, and presentation of insights. These were later used to enhance copywriting, website architecture, and USPs.

Behavioural science

The intention-behaviour gap was identified as the most plausible reason why clients favour non-ecological products over sustainable choices. The potential green consumer sees too many constraints - price or inconvenience. During our research, we discovered that it is crucial to make the ecological proposition resonate with the ideal self of the consumer and give them means to show off their good nature. In other words, we tailored the well-known EAST model.

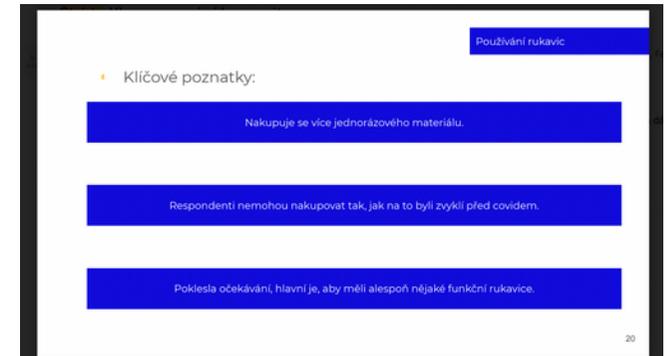
Outcome

Unfortunately, I do not have access to our clients' data, and therefore can only hope that my work contributed to their business. They seemed happy about the results my team and I delivered and actively used the insights in their strategy and copywriting.

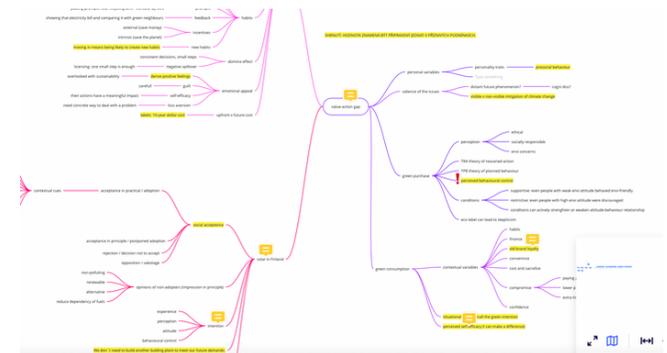


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Final presentation of Key insights with quotes.



Mapping research on the intention-behaviour gap.



Coded questions for in-depth interviews.

CASE STUDY 3 VENTURE FUND WEBSITE

Situation

Pale Fire Capital is a Czech investment fund. They have recently tried to broaden their reach and attract new founders who might need their financial resources and valuable know-how.

Problems and opportunities

Rebuilding their website was one of the steps in their action plan. I was entrusted with creating a communication strategy while providing copywriting and graphic design. Over three months in 2021, I covered all three parts before submitting the IT development materials. Each part went through several rounds of iterations and feedback from the investors of Pale Fire Capital.

Behavioural science

The website content and layout were carefully designed to attract attention and speak to the target visitors, ie. three key personas. I mainly used Cialdini's principles of pre-suasion and effective communication, tried to erase barriers and lower the action cost of the user.

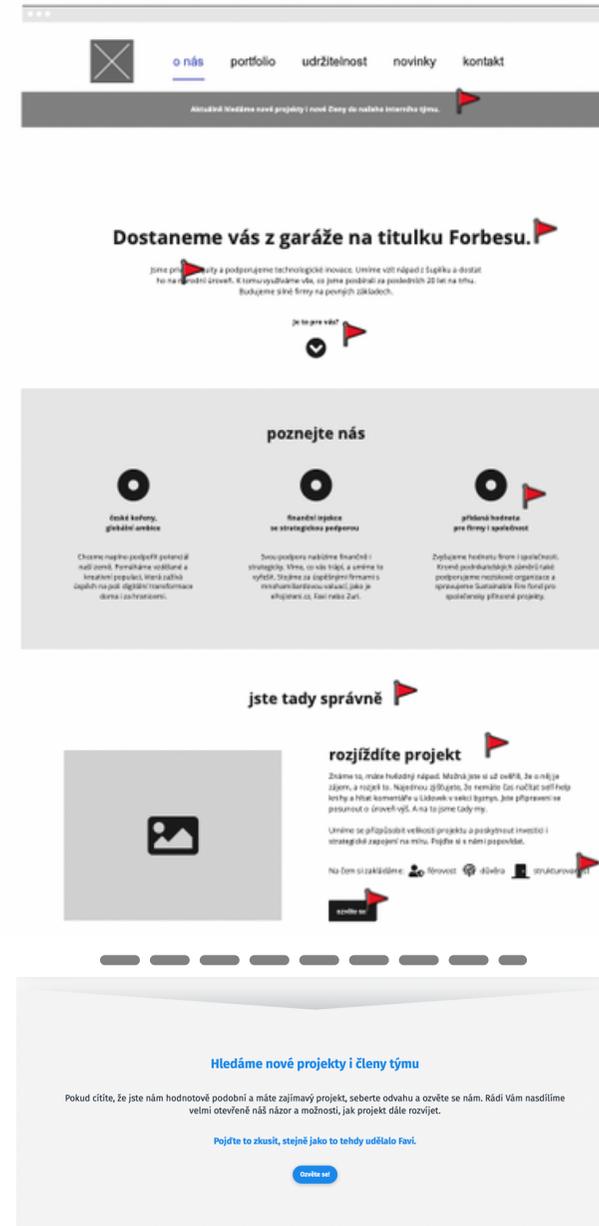
Outcome

Combined with their other activities, Pale Fire Capital managed to reach their KPIs and attracted new founders and coworkers.



Read testimonials on LinkedIn and Freelancing.eu

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visible CTA

visualised goal

skimmable text

bridging object

value-based proposition

provide reassurance

three personas

skimmable text

social proof

reference groups

Shortened homepage wireframe, iteration 2.1

CASE STUDY 4 VISUAL IDENTITY

Situation

European LPG e-Congress is an online event organized by Liquid Gas Europe, Belgium. In 2021, the conference was brought into online environment for the first time.

Problems and opportunities

I contributed to the conference in 2021 by providing full-stack graphic design materials - website, templates for social media, brochures, etc. The visual identity of the event is in line with the graphic manual and maintains brand tonality. The client creates a new brand identity for each annual congress, making consistency difficult to achieve. I aimed to stay close to their main brand guide and accentuate online aspects of the event.

Behavioural science

I applied findings on attention, processing fluency, and recognisability to raise the chances of a successful visual design. Read more about science in graphic design in my article that has been published in the [Behavioural Science Club](#) publication or listen to a podcast [Event Psychology Podcast](#) where I talk about the importance of consistency.

Outcome

I managed to deliver all visual features that were needed to organise a successful online conference, promote sponsors, and improve attendees' experience.



Read testimonials on LinkedIn and Freelancing.eu

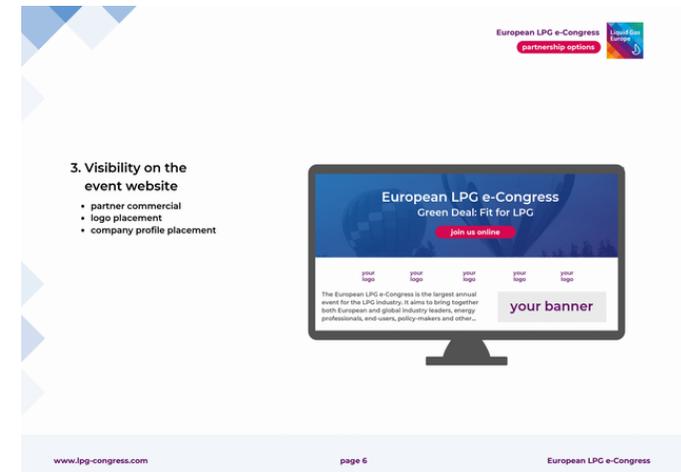
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Google Ads campaign visuals.



Speaker card deck.



Page from the Sponsor brochure.

CASE STUDY 5

RECRUITMENT MANUALS

Situation

MotivP manages the recruitment processes in medium and large companies in Central Europe. In 2019, they needed to unify model situations for assessment and development centres to comply with British Psychological Society guidelines and create licensed manuals for commercial distribution.

Problems and opportunities

I chose to adopt the design thinking approach and facilitated workshops with experienced psychologists focusing on assessment and development centres to gain insights into the habits of future users. I also did a field observation and participated in a development centre myself as an assistant. After creating a framework for skill assessment, I prototyped the manual, gathered feedback and iterated. In the pilot phase, the manual contained a description of an activity, time estimates, cues, and other features.

Behavioural science

Not available due to NDA restrictions.

Outcome

Within the pilot project, VW Group purchased twelve of our licenses. These are currently used to recruit new employees and assess the skills of current employees in Skoda Aurangabad, India. The manuals have been already translated into two languages.



Preview is not available due to NDA restrictions.



Read testimonials on LinkedIn
and Freelancing.eu

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CASE STUDY 6 FAST INSIGHT PACK

Situation

In early 2022, a fintech start-up approached me with a request to design an ad campaign. Problem was, they had no real data, only gut feelings. Intrigued by the challenging proposition, I started building an insight pack for Czech fintech startups and published the key outcomes online.

Problems and opportunities

As many other startups, their data was assumptions and guesses. In just three days, I needed to understand the situation: models of investor behaviour, attitudes to risk and also demographic of the target group. The research revealed two powerful concepts that had the highest chance to resonate with Czech public: democratization of real estate investment and saving instead of investing money.

Behavioural science

Fintech startups need to leverage a powerful social topic: offering common people to join the exclusive club of investors. Although 69 % of people know they should keep their money in different places, only 32 % actually do so. We managed to leverage the intention-behaviour gap and react to common barriers.

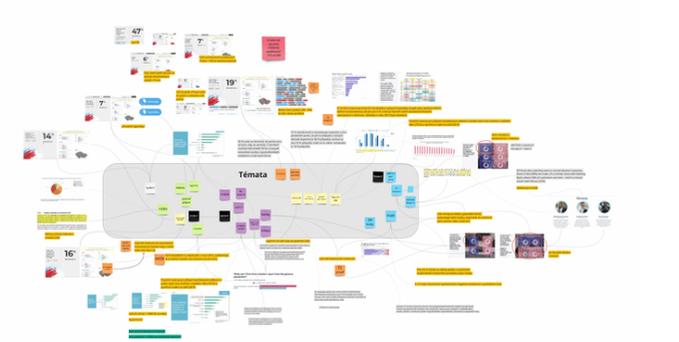
Outcome

I created five ready-to-print ads along with a 10-page report with key data that enriched ads, online campaigns, and client personas. Shortly after, the startup made big changes in onboarding and targeting. The report opened up many questions that were answered in subsequent surveys, research and user testing. A shortened report was published and is currently used in CzechCrunch Startup Academy, Impact Hub and Czech Fintech Association.



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Key data from 3-day flash research.



Shortened public report is now used in
CzechCrunch Startup Academy, Impact Hub
and Czech Fintech Association.

CASE STUDY 7 WEBSITE AND BRANDING

Situation

Space Refinery designs workspaces that invite to focus and collaborate. The agency from Brussels felt its website no longer reflected their values and approach.

Problems and opportunities

Working with many innovative companies, Space Refinery understood the importance of getting the right input data from the very beginning. In February and March 2022, I facilitated co-creation workshops with their clients, mapped stakeholders and distilled their identity. We did surveys, in-depth interviews and material audits to fully understand the needs and worries of their clients. The project included three interactions with two rounds of user testing.

Behavioural science

Having understood the motivations to invest in custom workspace, we decided to build the new website on identity. Space Refinery was there for the bold ones. We leveraged the powerful stories that kept recurring in the interviews with clients and designed relatable experience. This project benefited from firm methodology.

Outcome

At the end, both team and clients felt the new website captured the identity of Space Refinery. Besides, we managed to use the data to verify assumptions for personas and client journey.

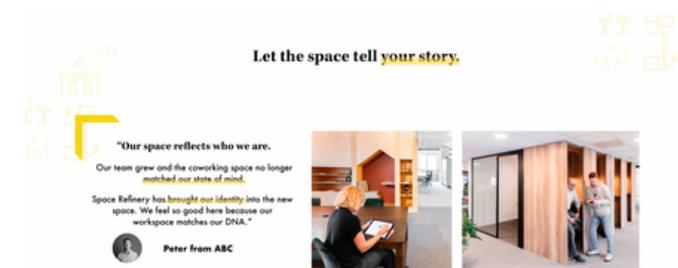


Read testimonials on LinkedIn
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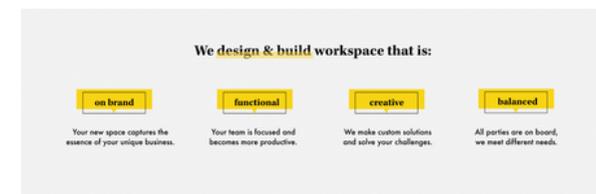
Read more: www.kamila-portfolio.com



LinkedIn Post after the workshop.



Stories showcasing services.



From the total of 23 USPs, we selected the four most important without guessing.

CASE STUDY 8 CLEAN WATER FOR THE US

Situation

In summer 2021, my two colleagues and I joined a volunteer challenge organised by Rare and The Nature Conservancy. Our task was to motivate people from Shelter Island (NY, USA) to participate in a state-funded green initiative.

Problems and opportunities

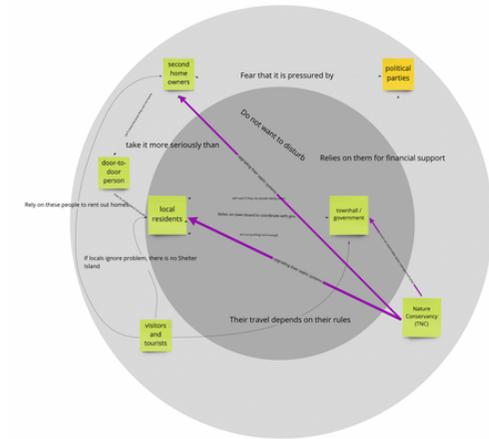
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Behavioural science

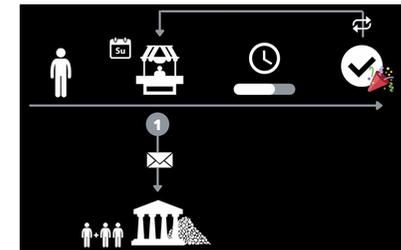
Using the extended Rare's framework, alongside gamification, social proof and nudging. We also explored attitudes and beliefs of the locals and identified core barriers. More details are not available due to NDA restrictions.

Outcome

The solution was handed over to Rare, The Center for Behavior & the Environment.



Mapping key players and barriers in the initiative.



Proposed solution in an infographic.



Read testimonials on LinkedIn
and Freelancing.eu

Read more: www.kamila-portfolio.com

BONUS 10 SIDE PROJECT

Situation

Lakmoos is an online tool made for innovators who have nothing but an idea and the courage to test it. This way, you can assess the true potential of your new adventure on Day Zero before investing money and time into developing a prototype. Lakmoos is the first reality check for new business ideas.

Problems and opportunities

Too many innovative ideas are being wasted. People either rush into execution or postpone the first step until their solution is no longer relevant. Along with two tech-focused colleagues, we're trying to lower the barrier for pre-prototype testing, thus accelerating the pace of innovation and lowering risk and cost of each new idea.

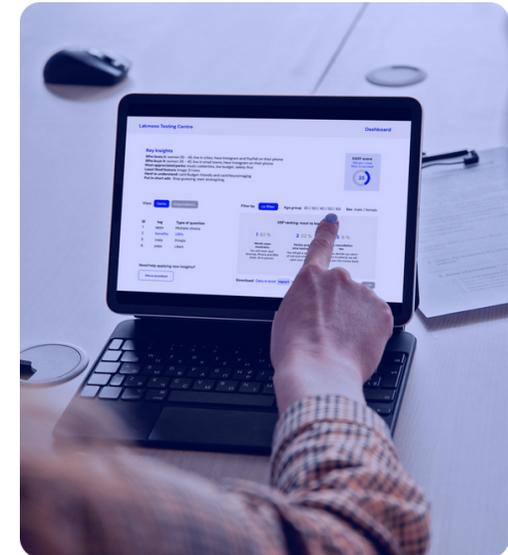
Behavioural science

We use advanced data analysis to generate insight into consumer behaviour, and apply gamification to make testing easy and fun. We also use behavioural science to provide incentives to testers and innovators to ask good questions and give accurate answers. The certified questions use insights from research on frequently used metrics, such as willingness-to-pay WTP.

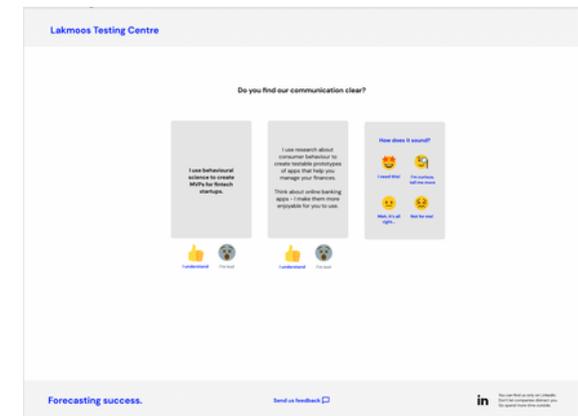
Outcome

Having started in spring 2022, we're past initial market assessment and are now testing a prototype of the core features of Lakmoos Testing Centre with a small group of volunteering startups.

Visit Lakmoos.com for more information



Report page with results overview.



Interactive block testing messaging and value proposition.

SELECTED TESTIMONIALS



Elina Jutelyte
senior event manager and consultant

I had a pleasure to work with Kamila on an event project where she demonstrated how resourceful, talented and professional she is in her line of work. Always responsive and on time! Kamila is also an active participant and speaker at our Freelance Business Community events, which definitely position her as an expert and leader in her field. I highly recommend Kamila for any design related work or project. I am very impressed how she started her independent business and very quickly brought it to a very high level.



Jiří Jemelka
CEO and owner at JPF Czech

Kamila and I set out to create new marketing material for our company. Her way of thinking, creativity, psychological insights as well as her sense of design brought results that exceeded all my expectations. First-class design. The quality is professional, and the new materials guide our potential clients step by step to action. Communication with Kamila was flawless and quick. Deadlines and all our agreements were met on time. Many thanks for the work, I can only recommend Kamila.

ABOUT ME

I am an interdisciplinary innovator, running my independent consulting since 2020. Bridging academia and business, I apply findings about human nature to secure your success - be it through marketing, service design or customer experience strategy.

My academic endeavours have been recognised by Masaryk University Award for extraordinary achievements and two theses recommended for publication, completing my education in Psychology and Social anthropology.

Powered by the fear of mediocrity, I strive for reaching excellence in my work. I need to produce value, look back after each project and see my contribution to my client's success. In the past three years, my professional development has been boosted by numerous clients who took their chances and hoped for the best. As my testimonials witness, I have proven to be a dark horse worth betting on.

I thrive in a fast-paced, ambitious environment, which makes startups and innovation hubs my favourite clients. I am especially fond of projects endorsing social impact and sustainability.





Let's talk!

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