

Oitchau is SaaS platform for HR

Oitchau is a work management platform that allows companies to automate time tracking, ensuring labor compliance, overtime control, and operational efficiency.

It offers solutions such as a dashboard for managers, a mobile app for employees, and integration with ERPs.



From the beginning, my responsibility was to ensure that Oitchau's design process followed a strategic and user-centered approach.

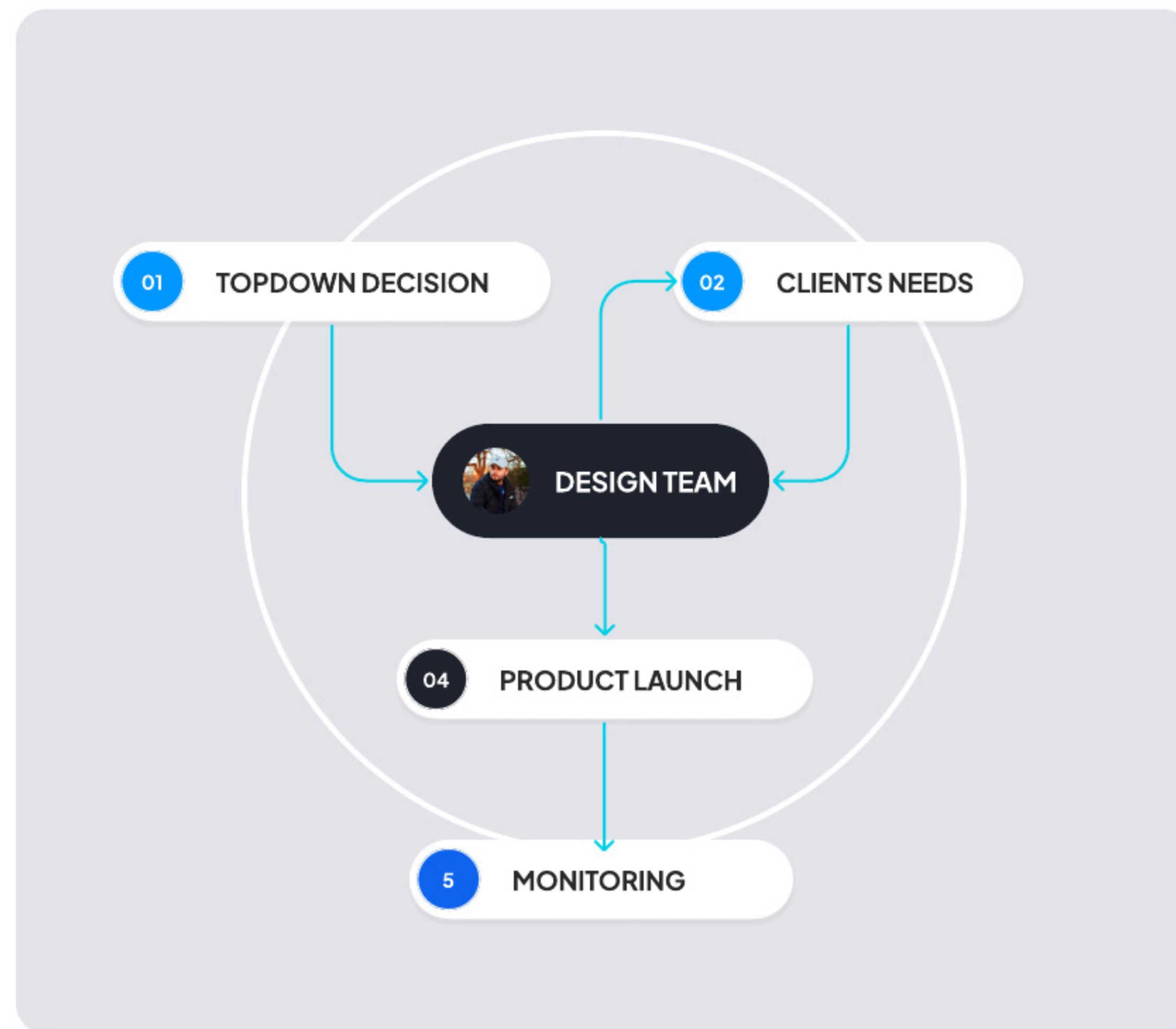
This meant:

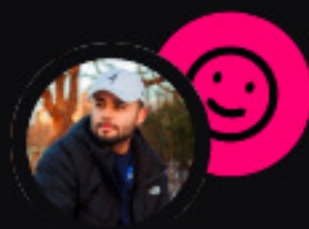
Clear definition of the design process steps, from research to implementation.

Direct collaboration with stakeholders to align expectations and business needs.

Continuous iteration based on feedback and quantitative and qualitative analysis.

How does the process for each stage of creating a feature or new product work today?





UX Design⁰¹

Project scope definition.

01 PLANNING

02 RESEARCH

*validation or invalidation of the product

03 ARCHITECTURE (UX)

04 CHECKPOINT

05 ANALYSIS AND TESTING

*on average in projects over 6 months of development

UI Design⁰²

Project creation phase

06 IMMERSION

07 MOODBOARD

08 WIREFRAME

09 PROTOTYPE (UI)

10 HANDOFF

KEY VISUAL

TECH

SYSTEM

Monitoring⁰³

Product goal tracking phase

11 TEST GROUP

12 LAUNCH

BUGS & CLIENT REVIEW

13 3 MONTHS OF USE

14 6 MONTHS OF USE

REVIEW

The Challenge that Prevented Fraud and Retained Customers

One of the most impactful features of Oitchau was the implementation of facial recognition for time tracking.



Facial Recognition Implementation for Time Clock Registration

One of the most impactful features of Oitchau was the implementation of facial recognition for time clock registration.

Before this feature, managers frequently reported issues with time tracking fraud, such as colleagues clocking in for each other.

Challenge

- 65% of the managers interviewed **reported time clock fraud**.
- **Many companies needed a secure yet** affordable method to ensure authenticity.
-
- **The solution had to be quick**, without adding friction to the clock-in process.

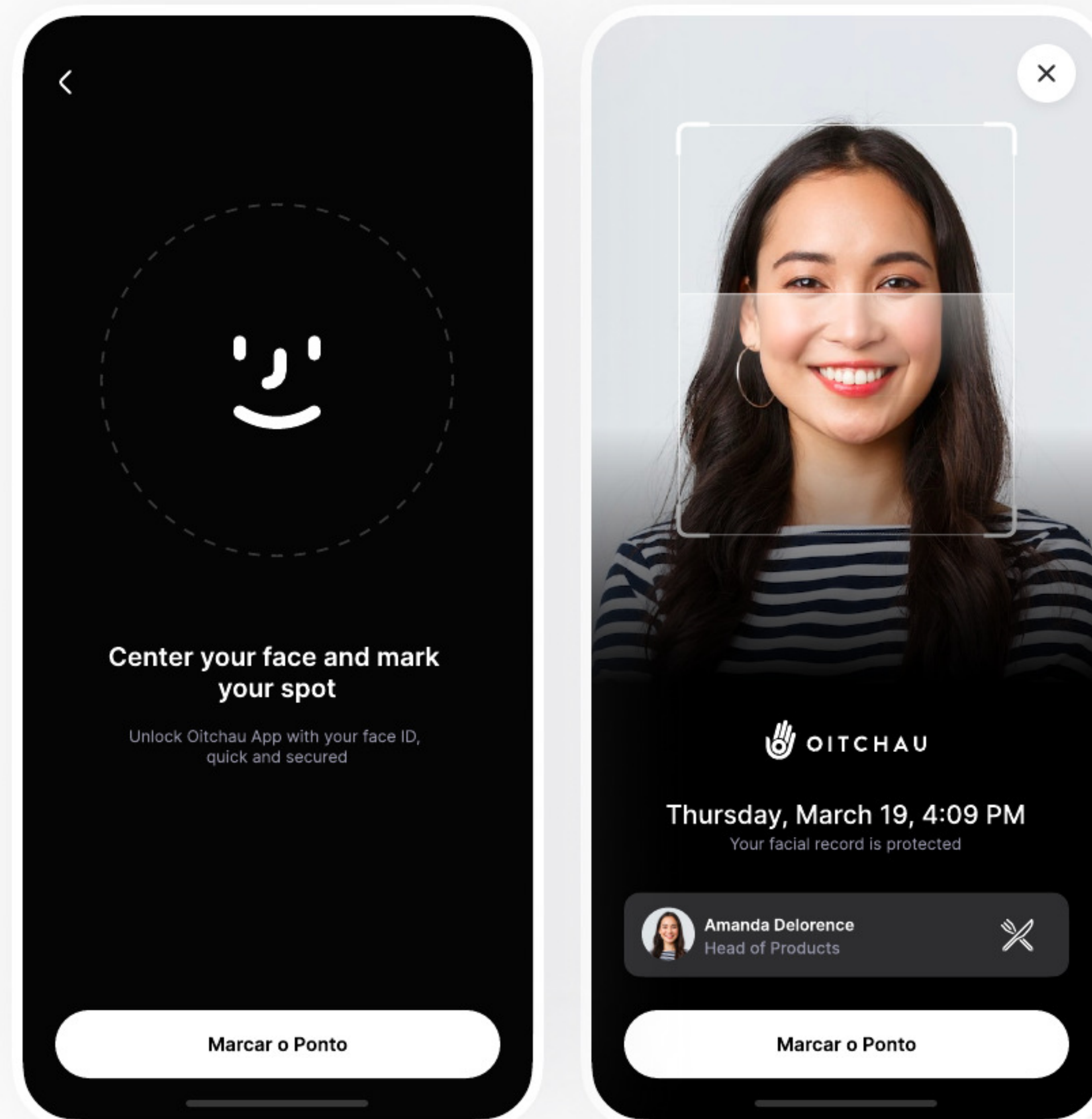
Facial Recognition Workshop in Tokyo

I went to understand where this technology was already used in various fields and also to seek partnerships to implement this technology



Solution Process

- 1. Research and Benchmarking:** We investigated biometric solutions used in the market and identified efficient patterns.
- 2. Pilot Testing:** We launched an **MVP for 50 selected** companies, allowing us to evaluate performance and usability.
- 3. Response Time Optimization:** We worked on reducing processing time, ensuring authentication was completed in **less than 2 seconds**.
- 4. Experience Refinement:** We adjusted the design to integrate functionality intuitively, minimizing friction for employees.



Problem with facial recognition

Problem Identification: After testing with different user profiles, we noticed that the accuracy of the technology varied according to skin tone, being less effective for Black individuals.

Data Analysis: We gathered error statistics, confirming that the false negative rate was significantly higher for darker skin profiles.

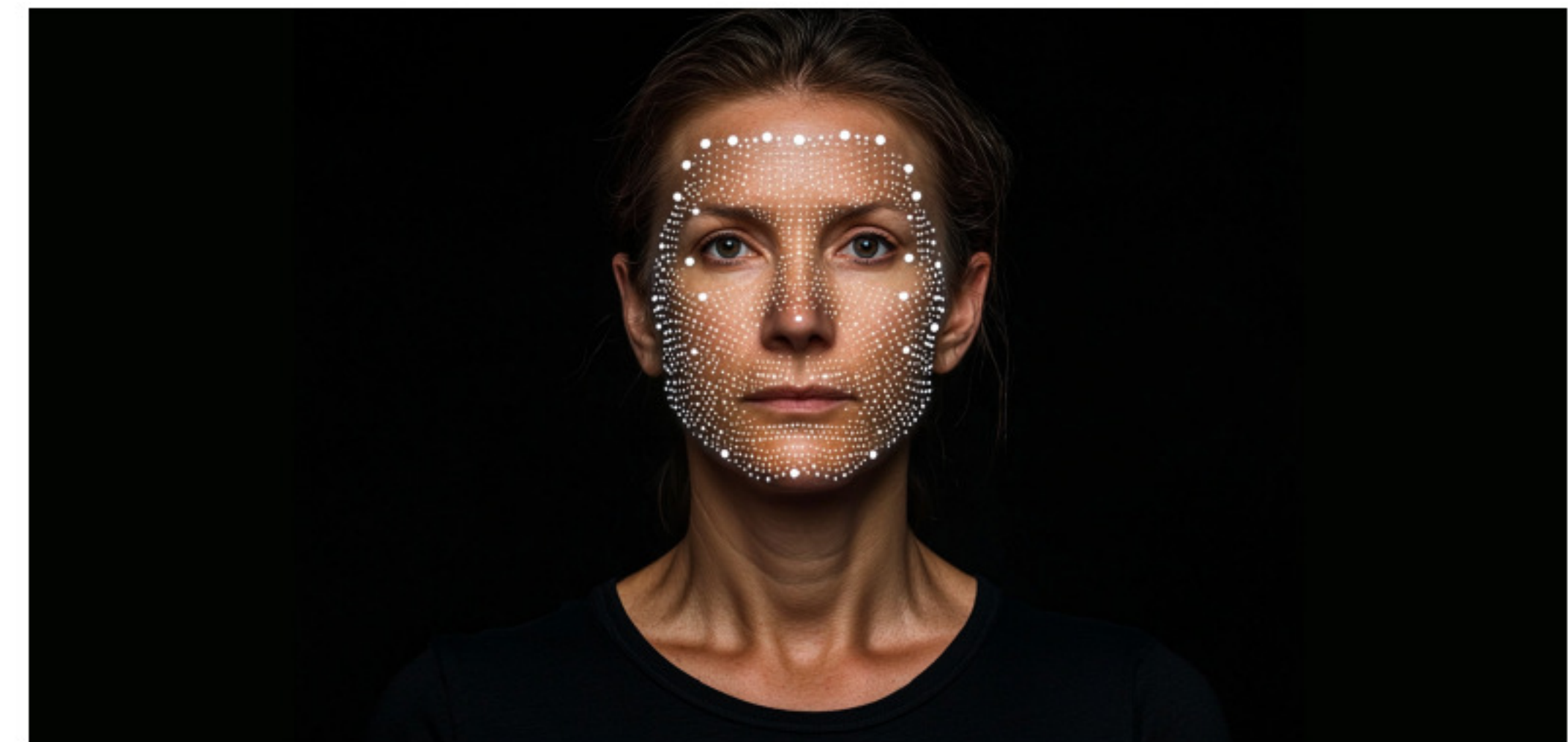
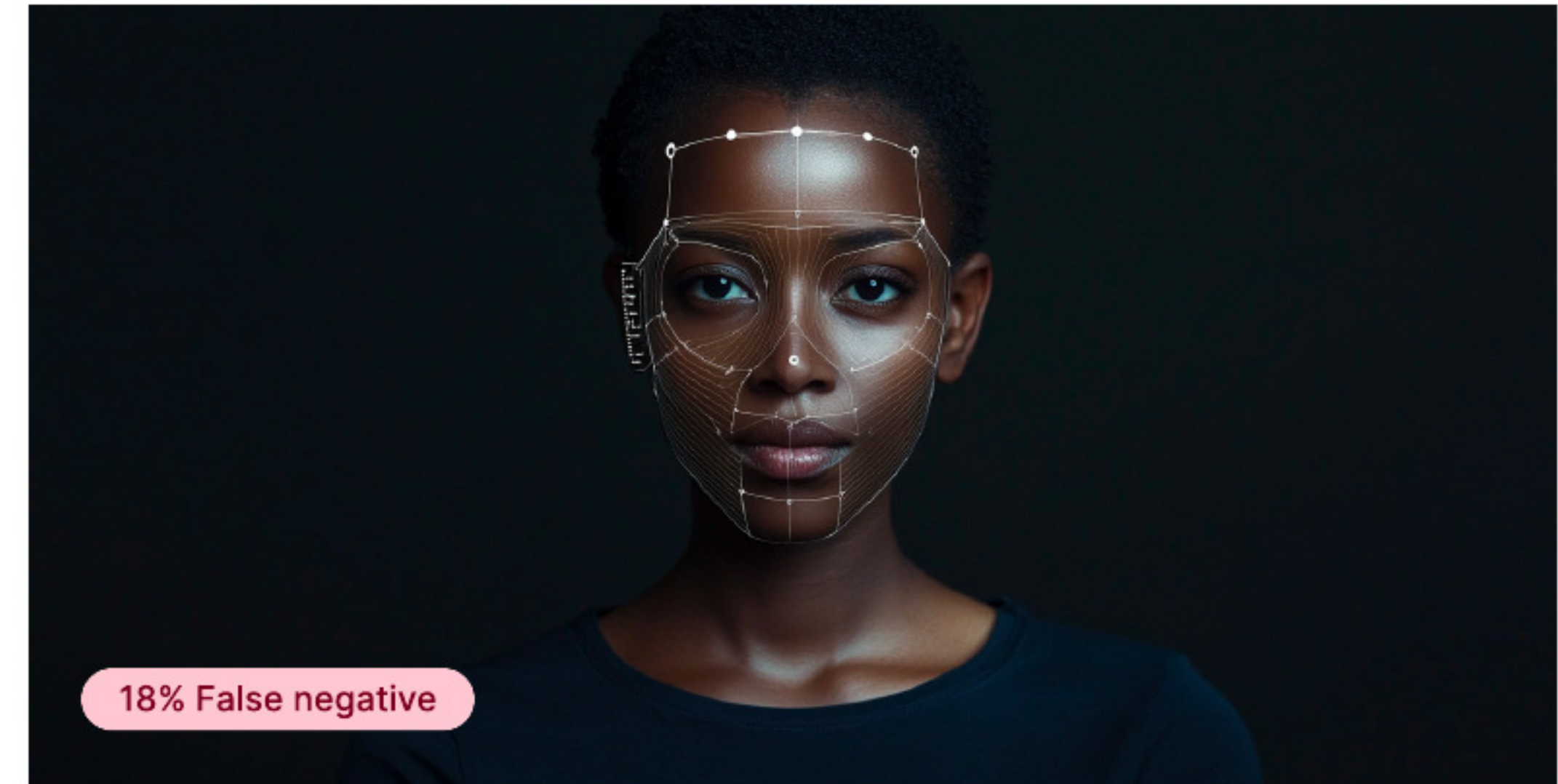
Continuous improvement

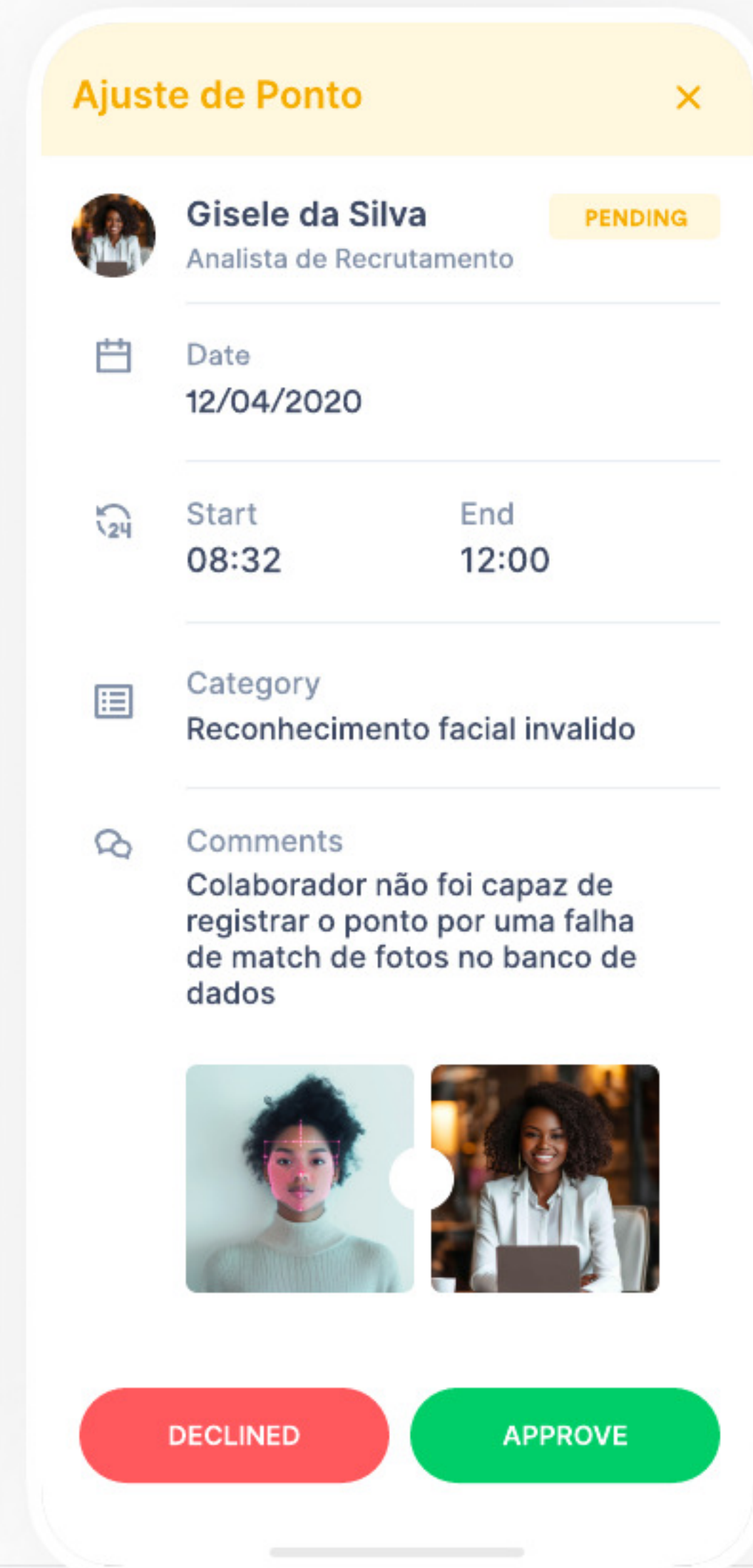
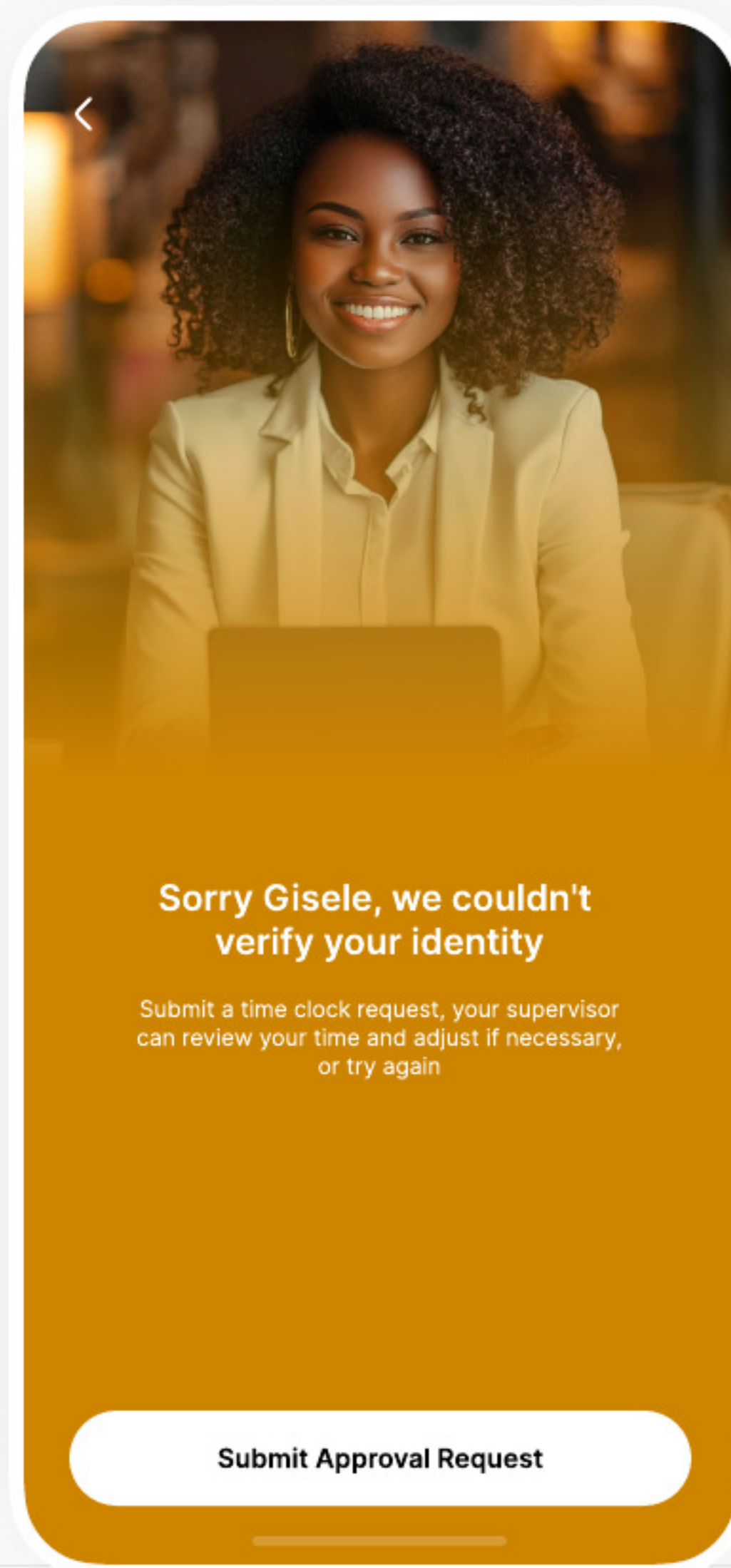
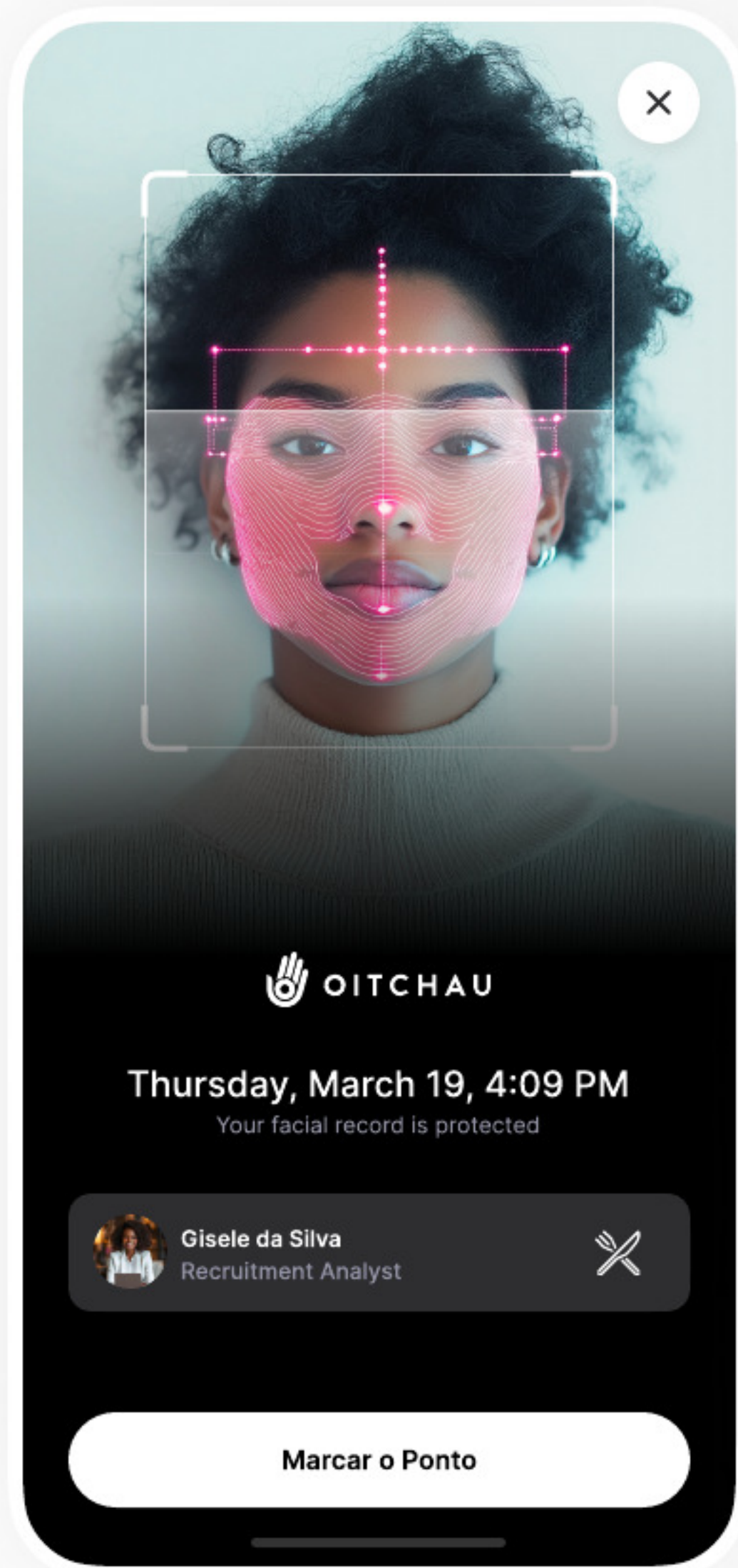
With challenges

Algorithm Training: We implemented a new, more diverse database and improved machine learning models to ensure fairness in facial detection.

Testing with Diverse Groups: We conducted tests with users from different profiles to validate the effectiveness of the improvement.

Continuous Monitoring: After implementing the solution, we created a feedback system to capture new cases and refine the model as needed.







Start
08:32

End
12:00



Possible fraud attempt detected!

We identified an inconsistency in this timesheet.
Please review the data before approving.

Reject Request

Approve with Comment

Challenge after implementation

Dealing with the human factor

After resolving technical challenges, we faced a new problem: attempted fraud in timekeeping records.

Our goal is to provide tools for managers to efficiently identify and mitigate these cases.

- **Intelligent Detection:** Automatic identification of inconsistencies in time records.
- **Proactive Alert:** Real-time notifications for review and decision-making.
- **Enhanced Security:** Additional layers of validation to prevent fraud.

Results

- **85% reduction in recognition** errors for black skin profiles.
- **Feature adopted by 80%** of registered companies in the first year.
- **30% increase in employee** satisfaction regarding the tool's usability.

Customers who adopted the feature



Designing the Future of Work: How we created oitchau for Modern Companies

The App that Revolutionized Employee Time Tracking



Persona

Who are we helping with the app?

This was a question that went unanswered and led to almost 2 years of no revenue generation.

We started thinking about the experience of the employee clocking in and how easy and quick this daily work log could be.

However, as I mentioned, it took us nearly 2 years to realize that they were not the persona paying the bills at the end of the month.



Problem 01

We identified the pain point with the current scenario

Problem Identification: After speaking with and interviewing several companies, we realized that the corporate environment had various issues with delays and dissatisfaction caused by the time clock system.

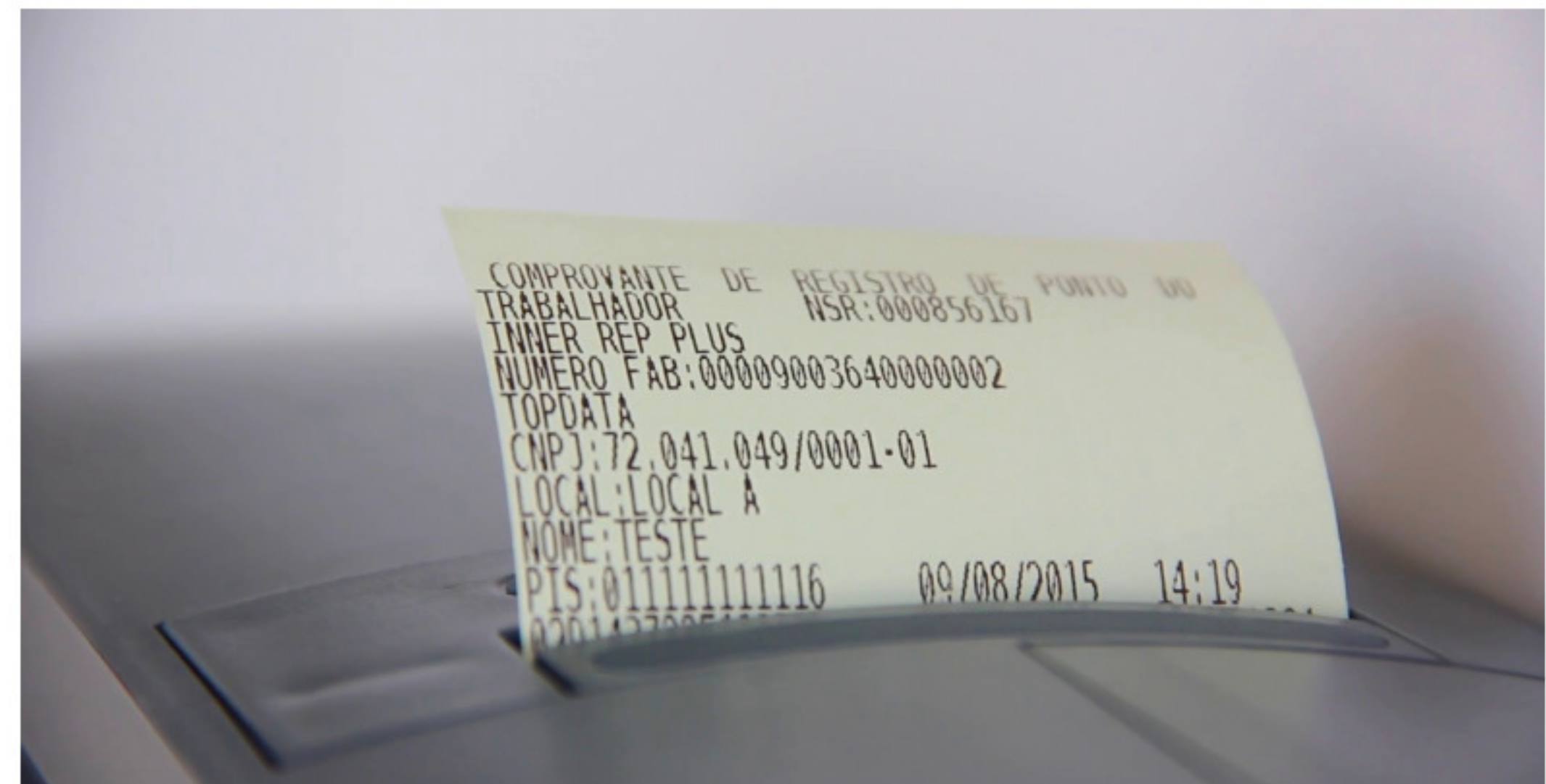
Data Analysis: We found that this had been a market practice for many years, and even though it has become digital, the standard remained the same as practiced in the market.



Problem 02

No control over work hours

Problem identification: Employees complained about the lack of control over their time bank and overtime hours they were working, relying solely on HR to access this information.

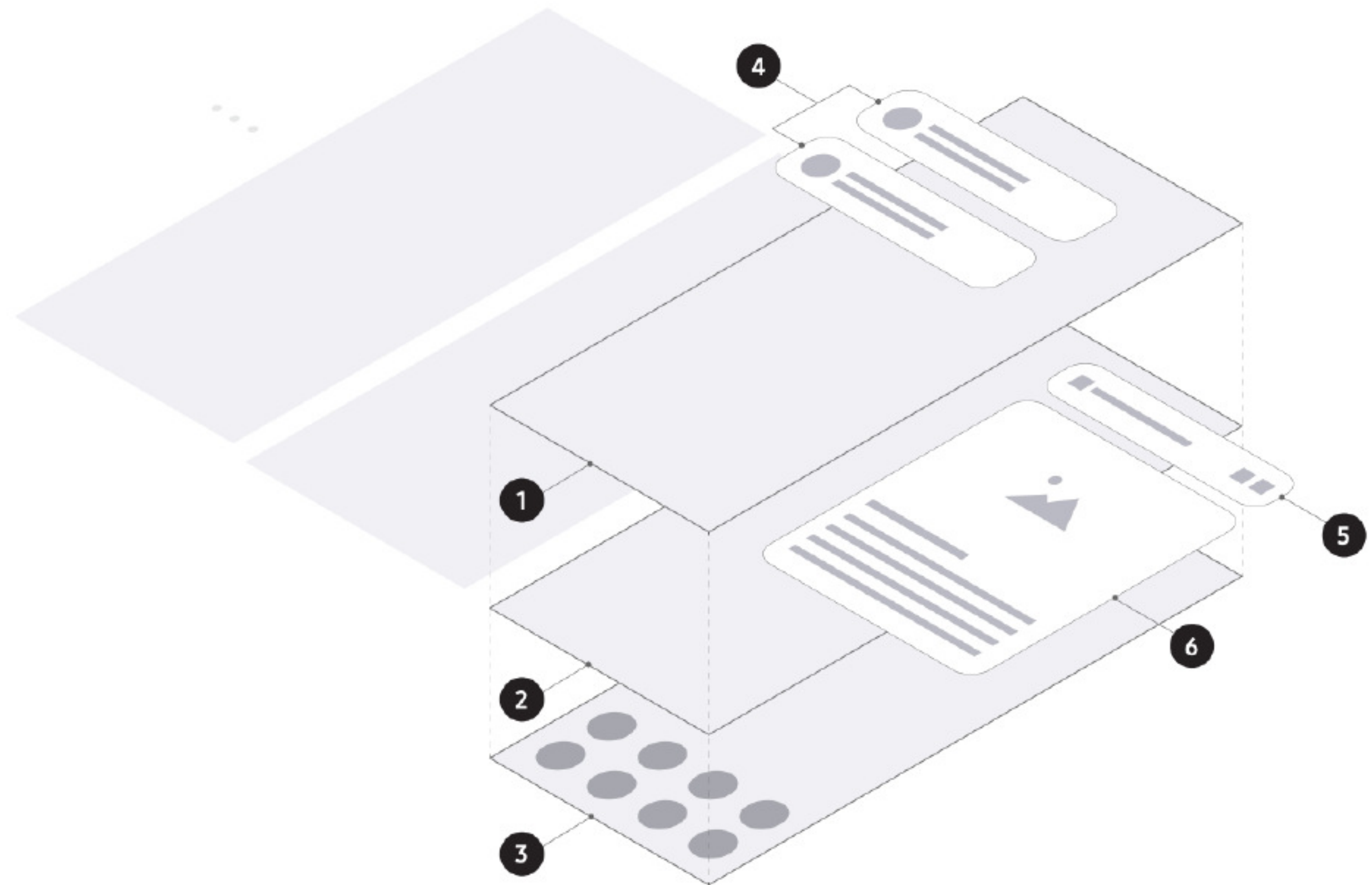




Building an Impactful Visual

Our goal was to create a simple and efficient experience with a clean and accessible visual design. To achieve this, we conducted a UI study to optimize:

- **Information hierarchy**, ensuring managers could make quick decisions.
- **Use of typography and colors** to enhance readability and reduce **visual fatigue**.
- **Intuitive interactive** components, reducing the learning curve and improving adoption.



We designed and validated many screens throughout the journey

Each client had a need and the devices they used were different, so we needed to test and ensure all the information was correct



Ponto Biométrico

07:32



Escolher modelo

Segunda-feira - horas de trabalho

De 09:00 - Até 18:00

Expediente 09hs
Noturno -

Intervalo

Intervalo entre



Ultimo Sync: Jan 23, 11:32



Your monthly report is already done.
Sign right now!

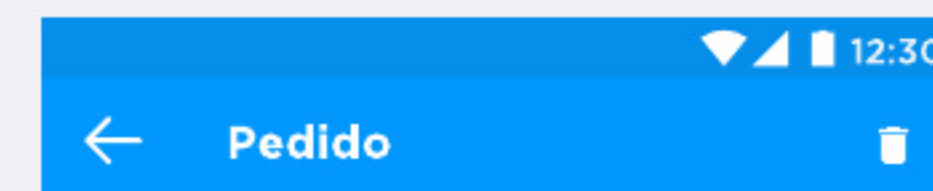
LEO RAMALHO

Saldo do banco de horas +8hs

Editar Perfil

Notificações

Relatórios



Leo Ramalho
Gerente



Médico

PENDENTE

Acompanhamento de filho

Dia	De	Até
Qua, 20 Out	18:00	19:00

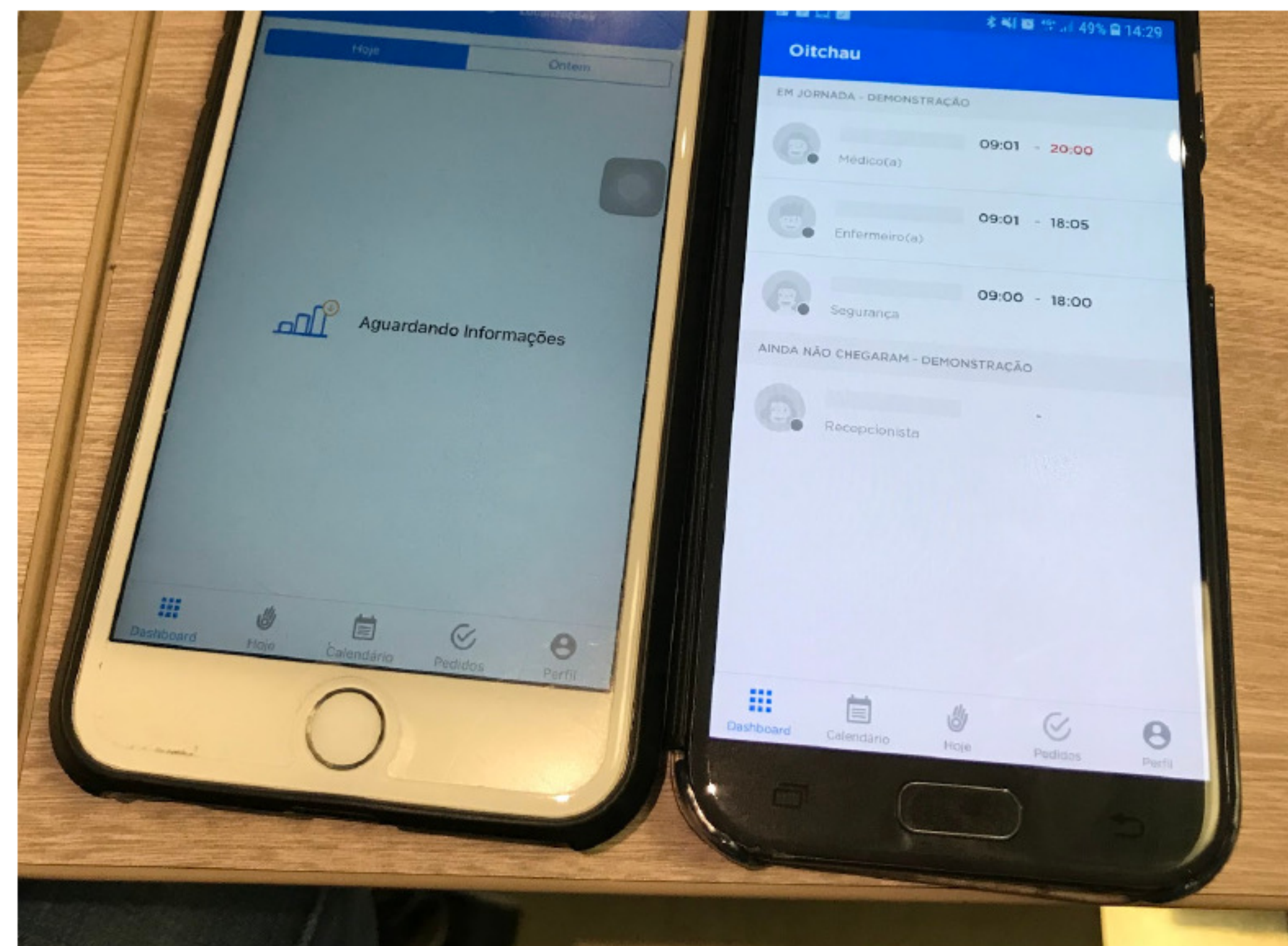
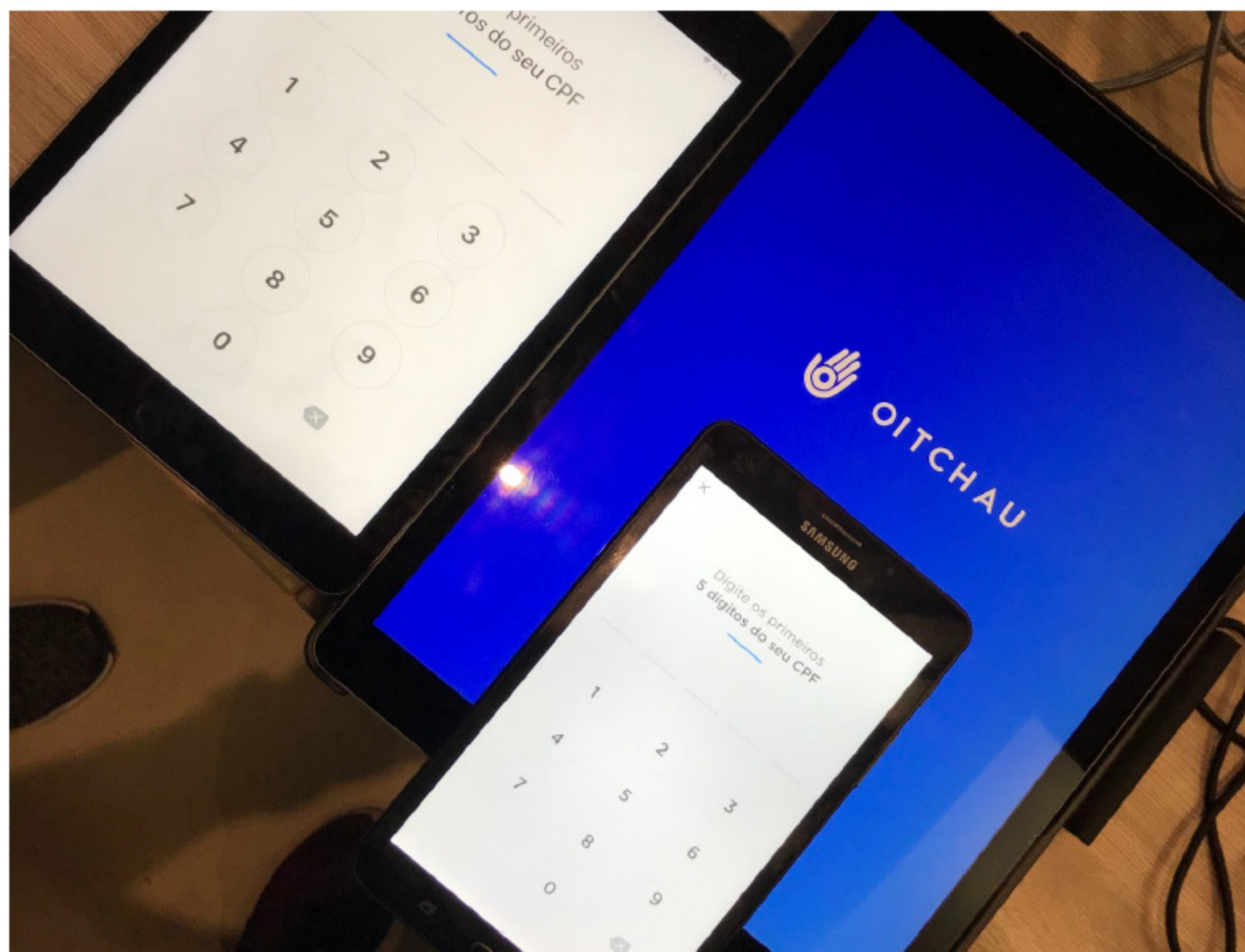
Eu preciso levar meu filho no médico para fazer exames de rotina



+ ADICIONAR ANEXO

Testing the main flow on various devices

Each client had a need and the devices they used were different, so we need to test and ensure all the information is correct

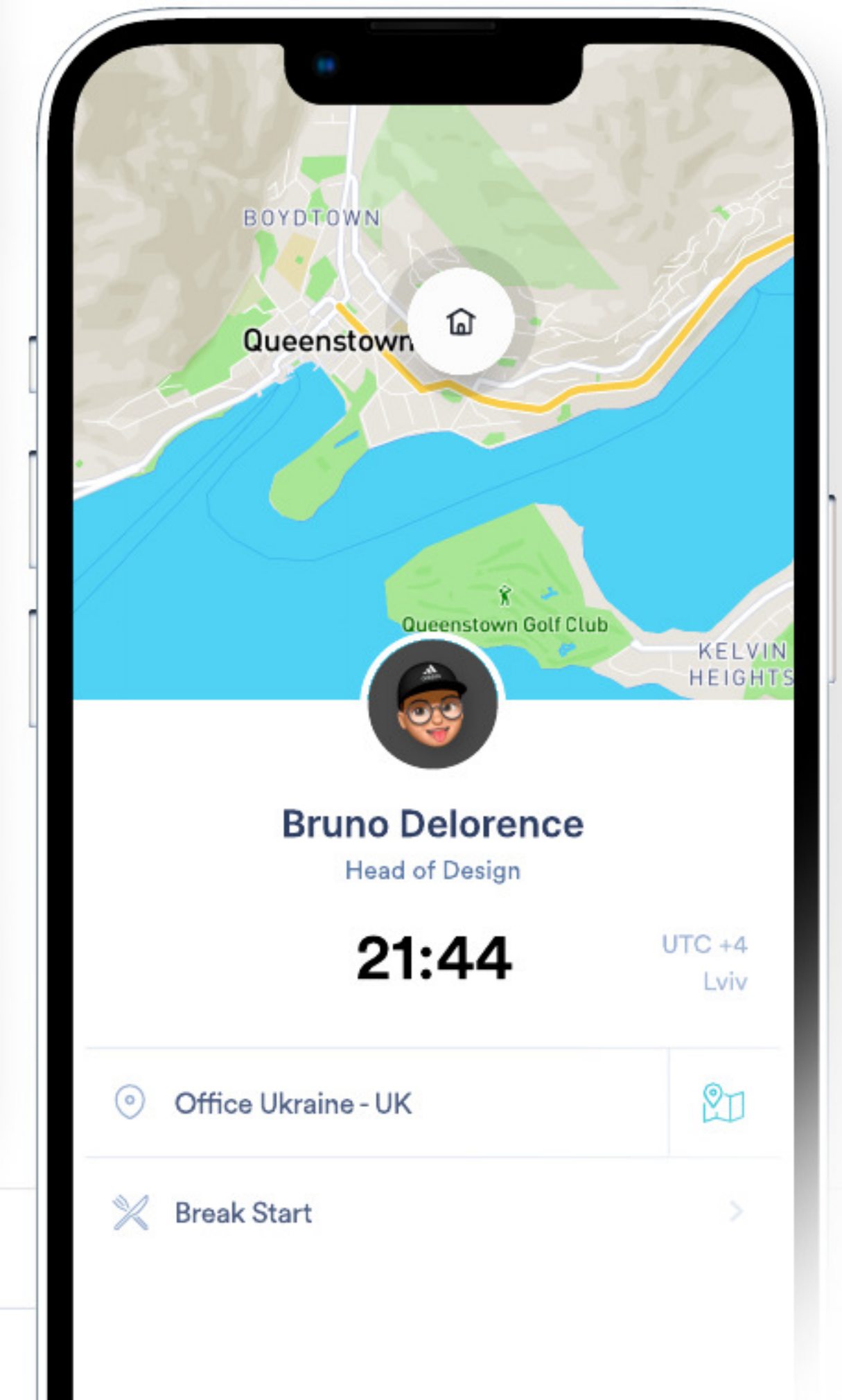
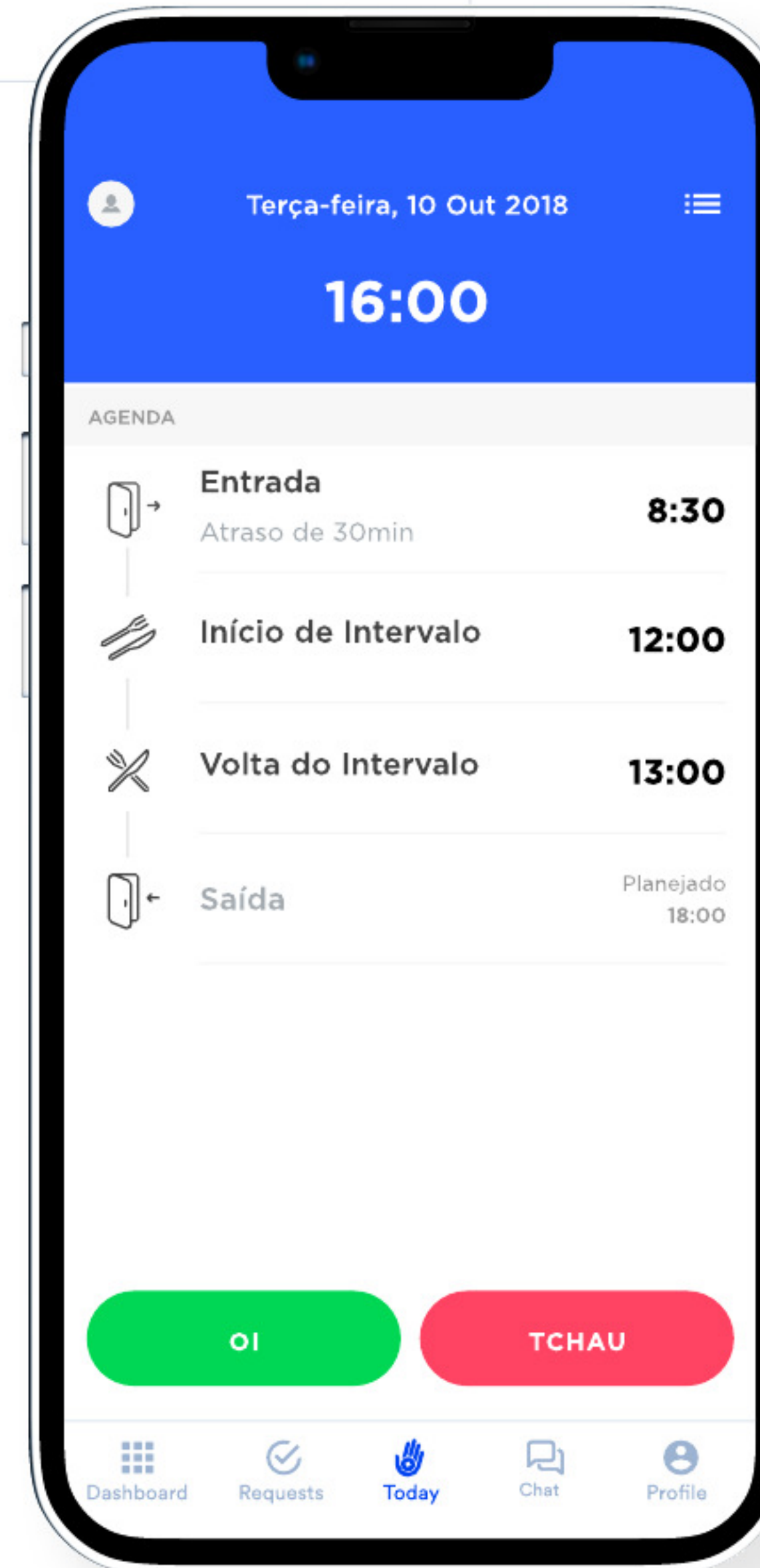


Solution

The Design That Worked

This design worked because we understand the user. It eliminates friction, provides quick responses, and minimizes the margin of error, ensuring that time tracking is a simple, reliable, and efficient task for any employee.

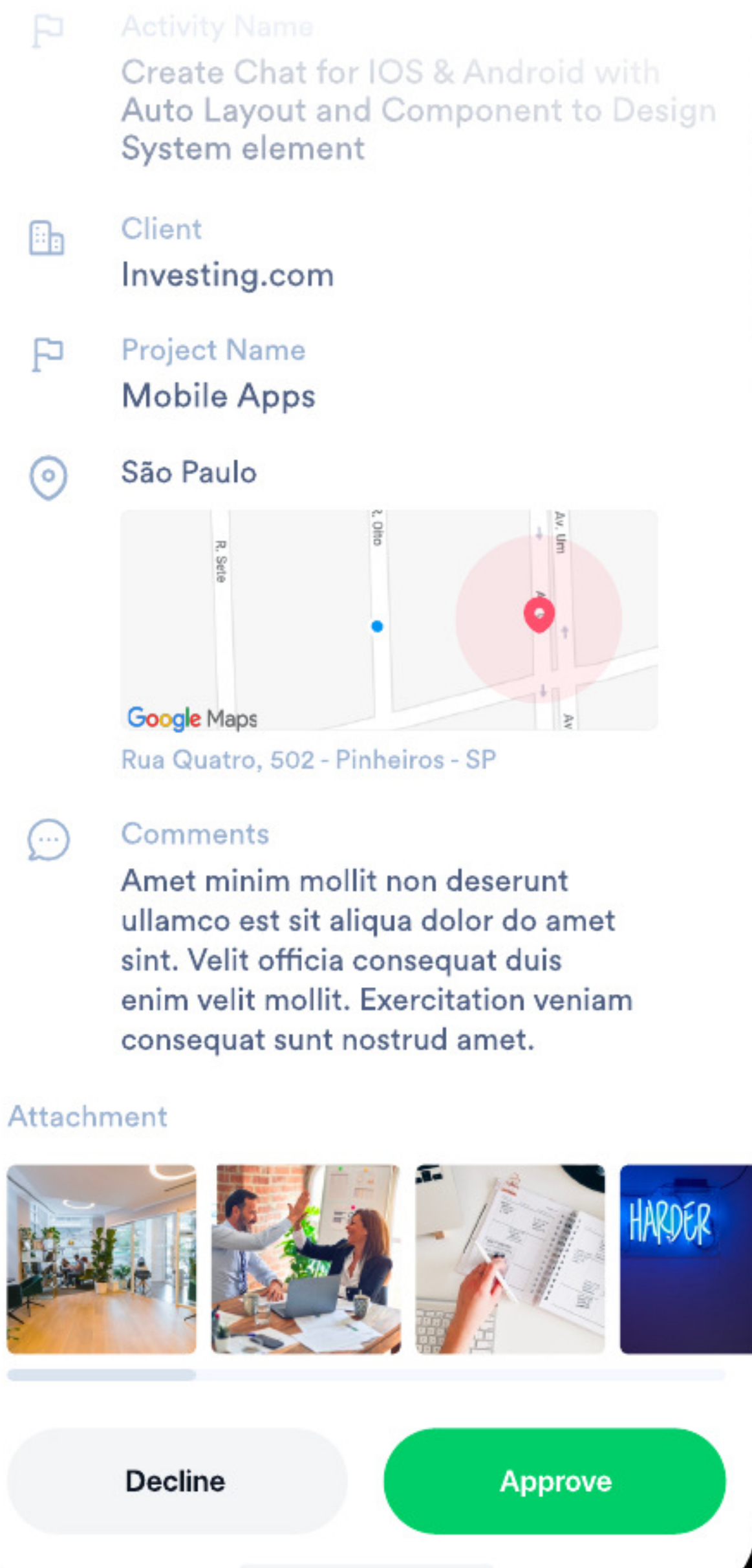
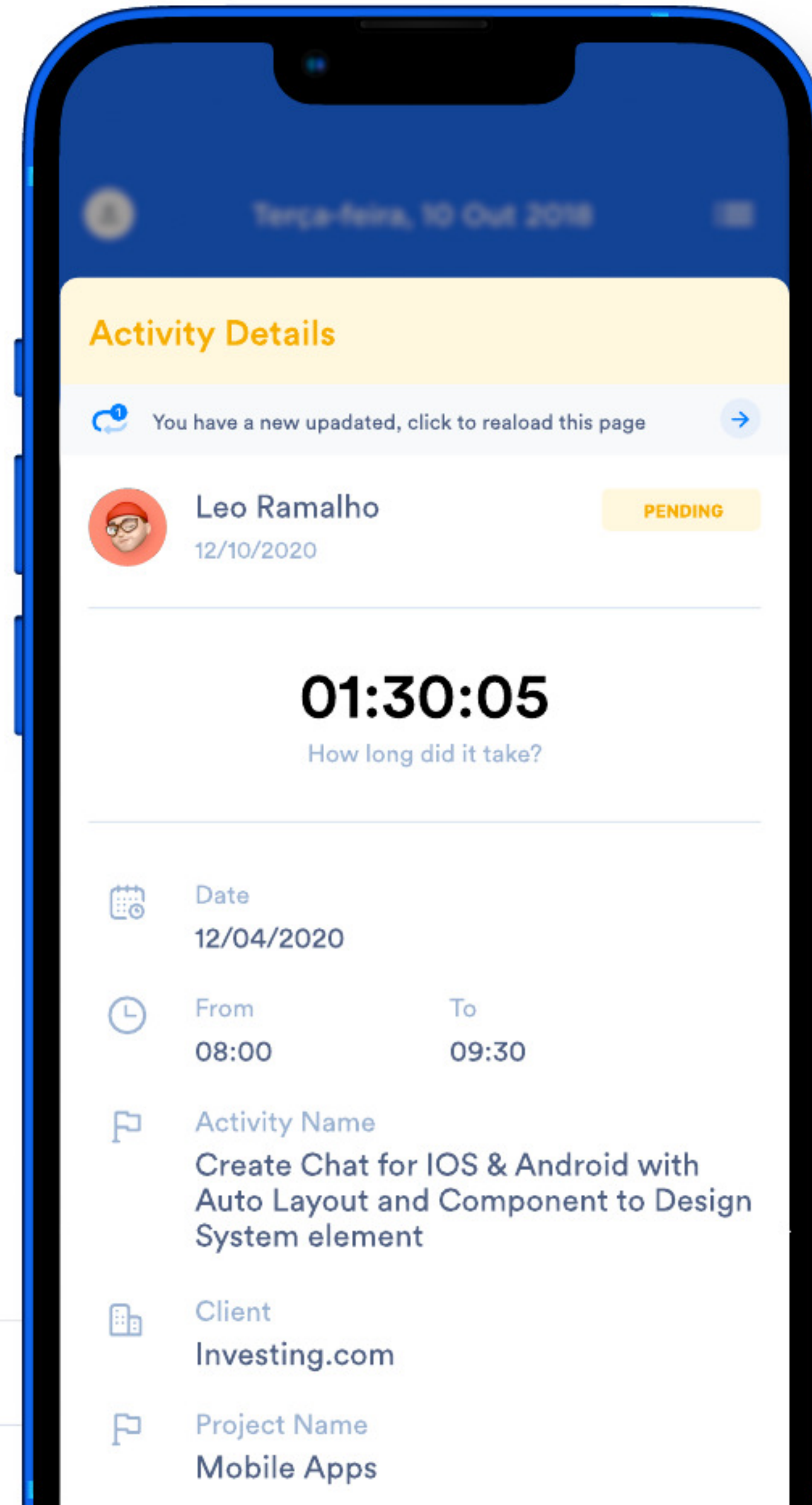
- **The clock-in process has been simplified to two main buttons (HI and BYE),** making it easy for users to act without distractions.
- **The use of contrasting colors for primary actions** (green for clock-in and red for clock-out) prevents errors and makes interaction intuitive.
- **Employee journey visible:** all users can see their journey being completed throughout the day.



Optimizing Time to Value on Oitchau Mobile

The great value of Oitchau for an employee is the recording and validation of their activities and work schedule.

If they cannot quickly view their schedule, log their activities, or have their hours approved, they will not see value in the platform and may abandon it.

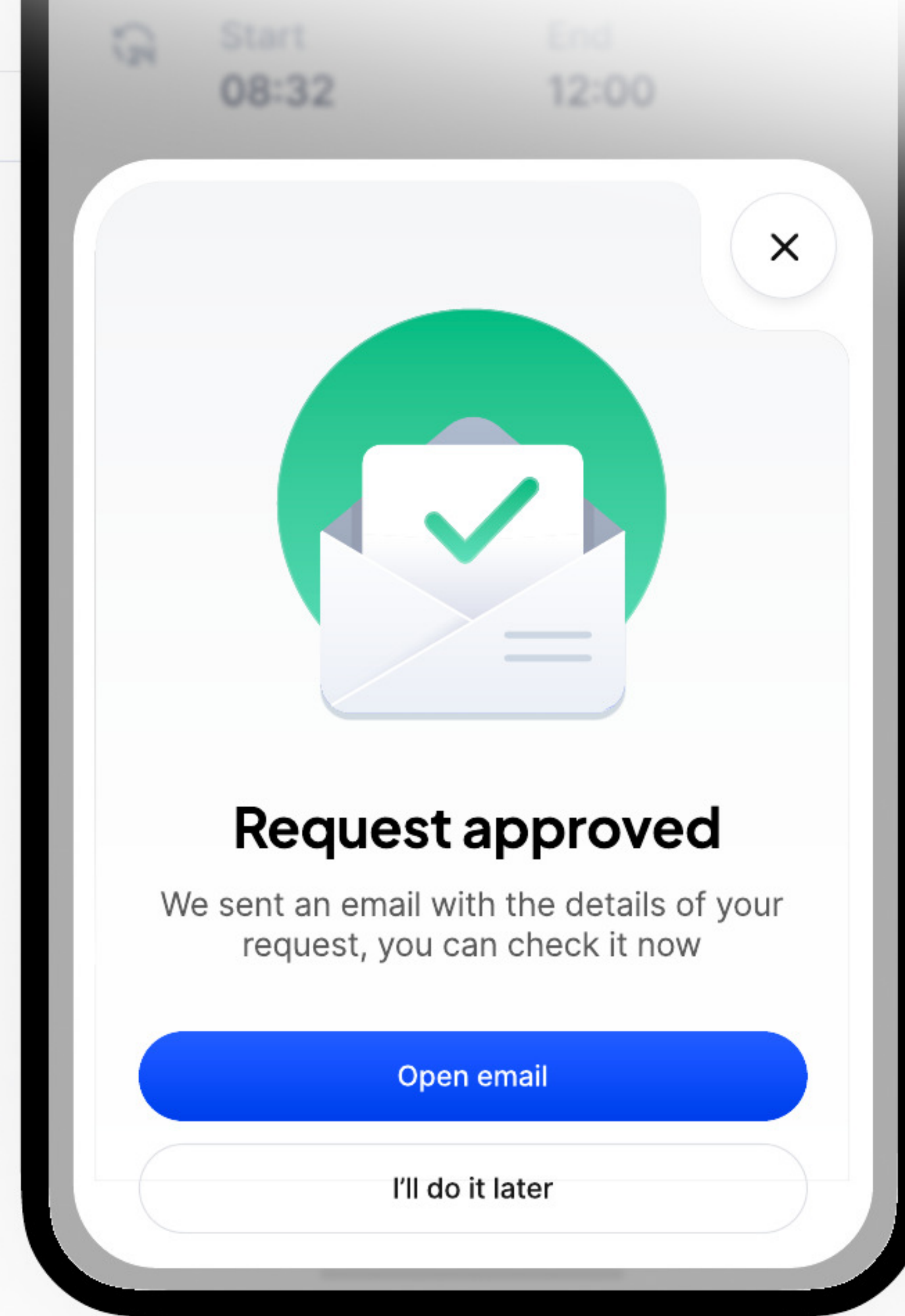




We are visual creatures, so why not take advantage of that?

Our goal was to create a simple and efficient experience with a clean and accessible visual design.

To achieve this, we create unique illustration for that



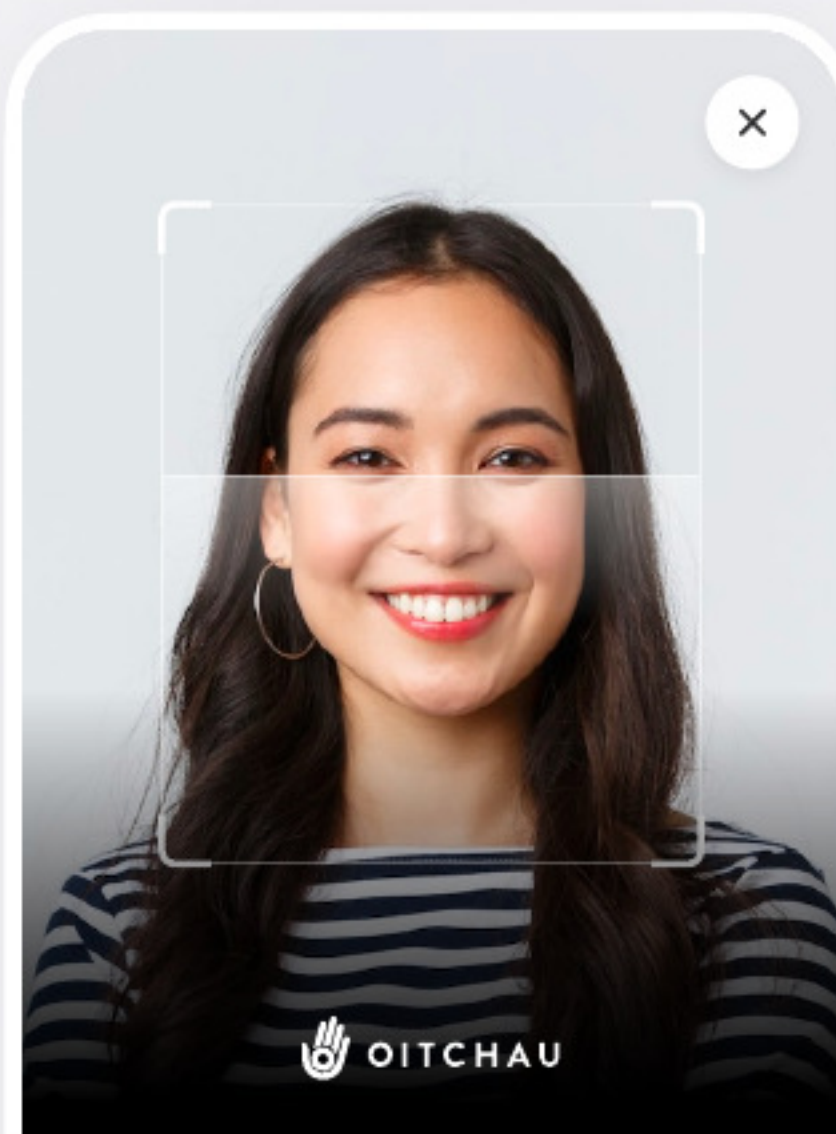


Save on purchases and payments, and make your money go further.



Keep your subscription active

Add another payment method in case of issues with the primary one.



Do you want to delete this alternative payment method?

Are you sure you want to delete this credit card? This action cannot be undone.



New card
Debit or Credit



You can now add an alternative payment method for your Oitchau subscription.



Monthly subscription

Your subscription is up to date

Active

Next invoice: May 25, 2025

\$19.90/month



Visa ending in ***1234

Change



Request approved

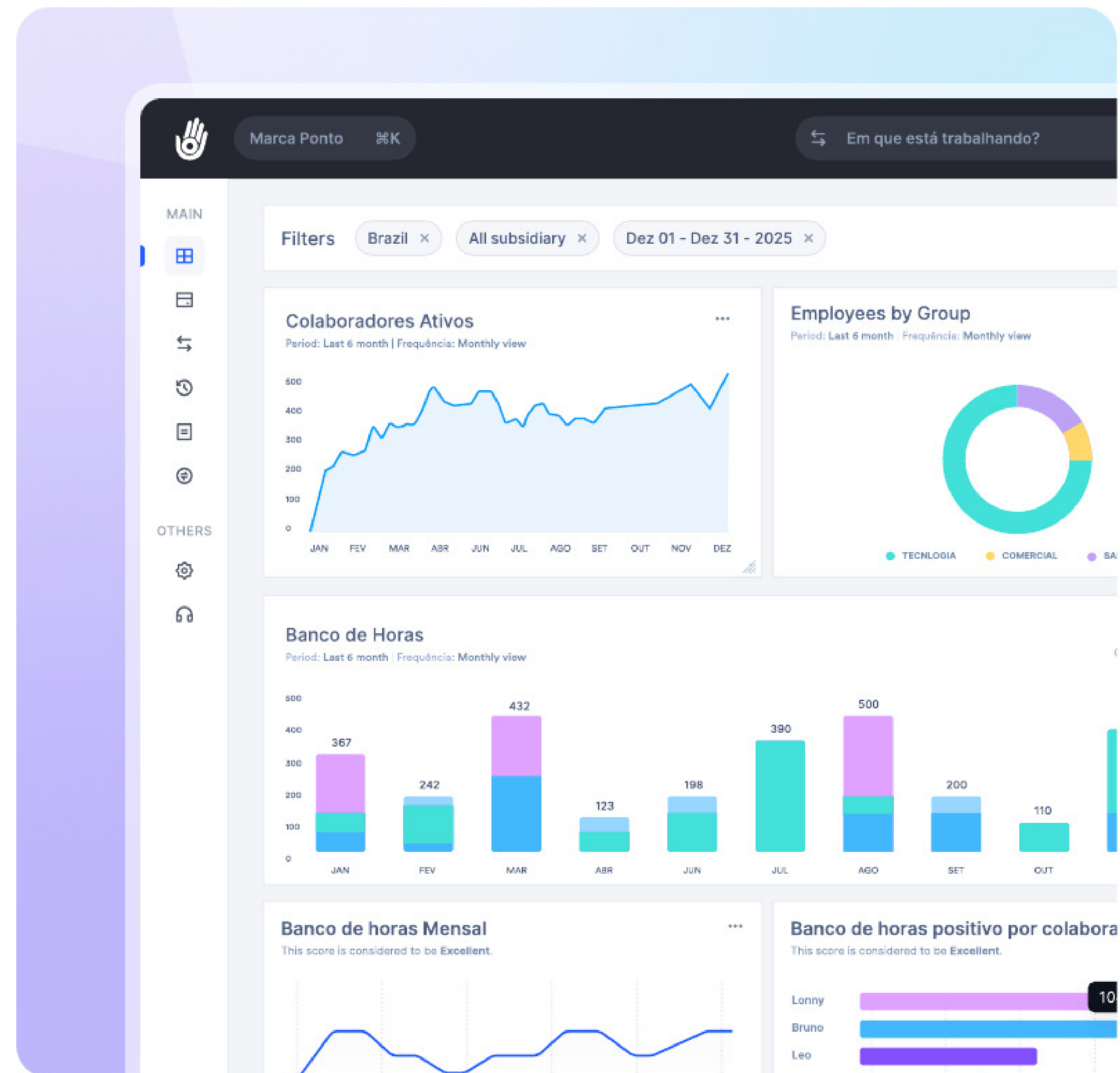
From mobile apps, through website design to motion, we handle it all.

Send

I'll do it later

Real-Time Decisions: The Power of a Strategic Dashboard

A dashboard designed for leaders to make quick decisions, reduce operational bottlenecks, and ensure work efficiency with real-time data.



The Initial Challenge

In the early years of Oitchau, the dashboard was designed to provide operational data on employees' work journeys.

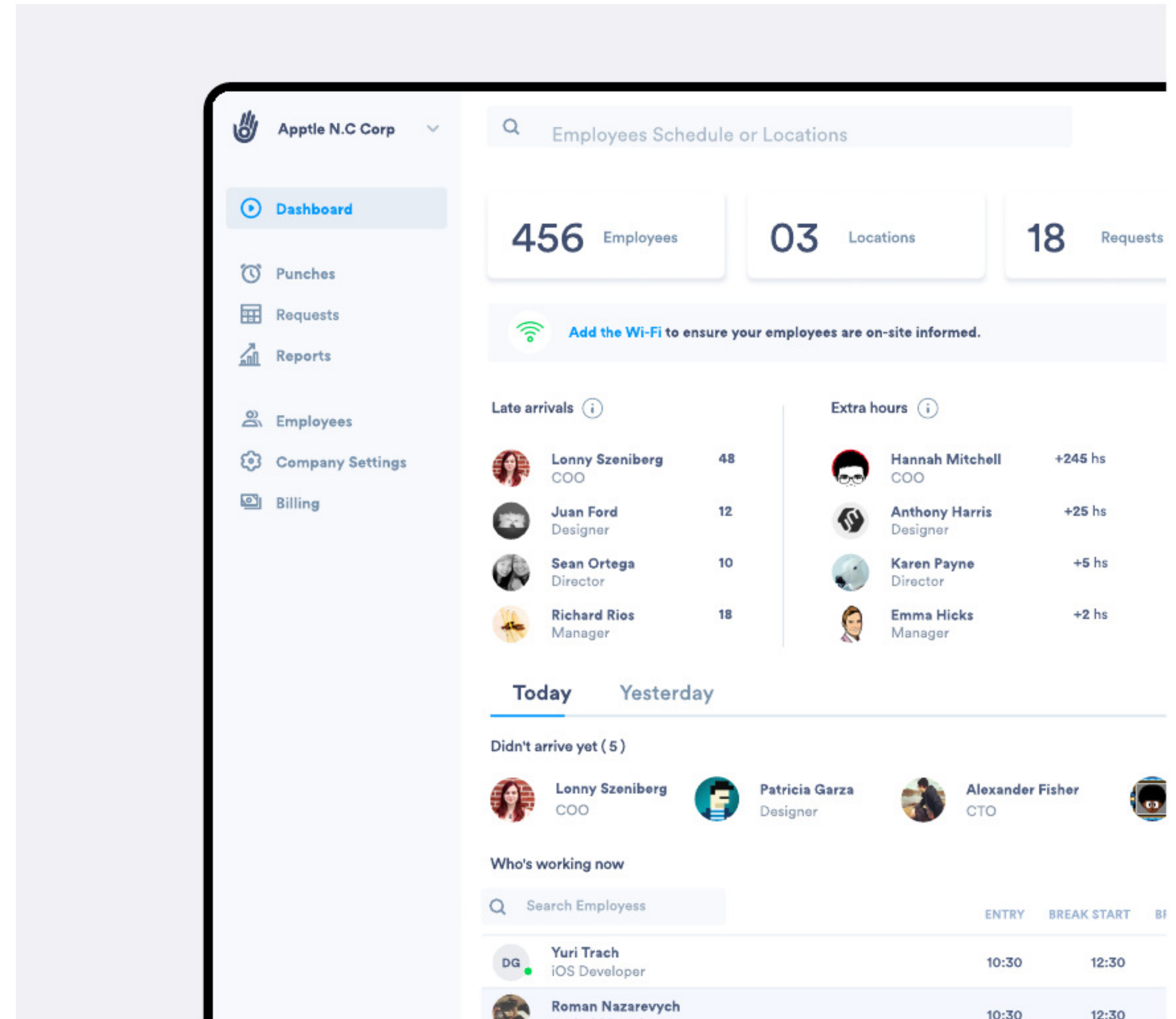
However, we soon realized it did not fully meet the managers' needs.

- **Excessive information without clear hierarchy**, making decision prioritization difficult.
- **Excessive time to find critical records**, forcing managers to resort to parallel spreadsheets.
- **Low efficiency in record** approval, increasing HR workload.
- **High TTV, with new users taking** 10 to 15 days to realize the platform's true value.

The Impact of Poor TTV

With an inefficient dashboard, the user experience was frustrating:

- It took an average of 10 to 15 minutes to find essential information.
- High support demand, with frequent calls about navigation difficulties.
- Low retention in the first month, as the product's value took time to be realized.



v1

2019



Apptle N.C Corp



Employees Schedule or Locations



Dashboard



Punches



Requests



Reports



Employees



Company Settings



Billing

456

Employees

03

Locations



Add the Wi-Fi to ensure your employees are on-site informed.

Late arrivals ⓘ

Lonny Szeniberg
COO

48

Juan Ford
Designer

12

Sean Ortega
Director

10

Richard Rios
Manager

18

Extra hours ⓘ

Hannah Mitchell
COOAnthony Harris
DesignerKaren Payne
DirectorEmma Hicks
Manager

Today

Yesterday

Didn't arrive yet (5)

Lonny Szeniberg
COOPatricia Garza
Designer

Al C

v2

2022



Employees ▾

Activity ▾

Reports ▾

Payroll ▾

Analytics

Colaboradores Ativos

Period: Last 6 month | Frequência: Monthly view



Employees by Group

Period: Last 6 month | Frequência: Monthly view



TECNOLOGIA CON

Banco de Horas

Period: Last 6 month | Frequência: Monthly view



Ausência

Period: Last 6 month | Frequência: Monthly view



Worst Performers - Absence

Period: Last 6 month | Frequência: Monthly view

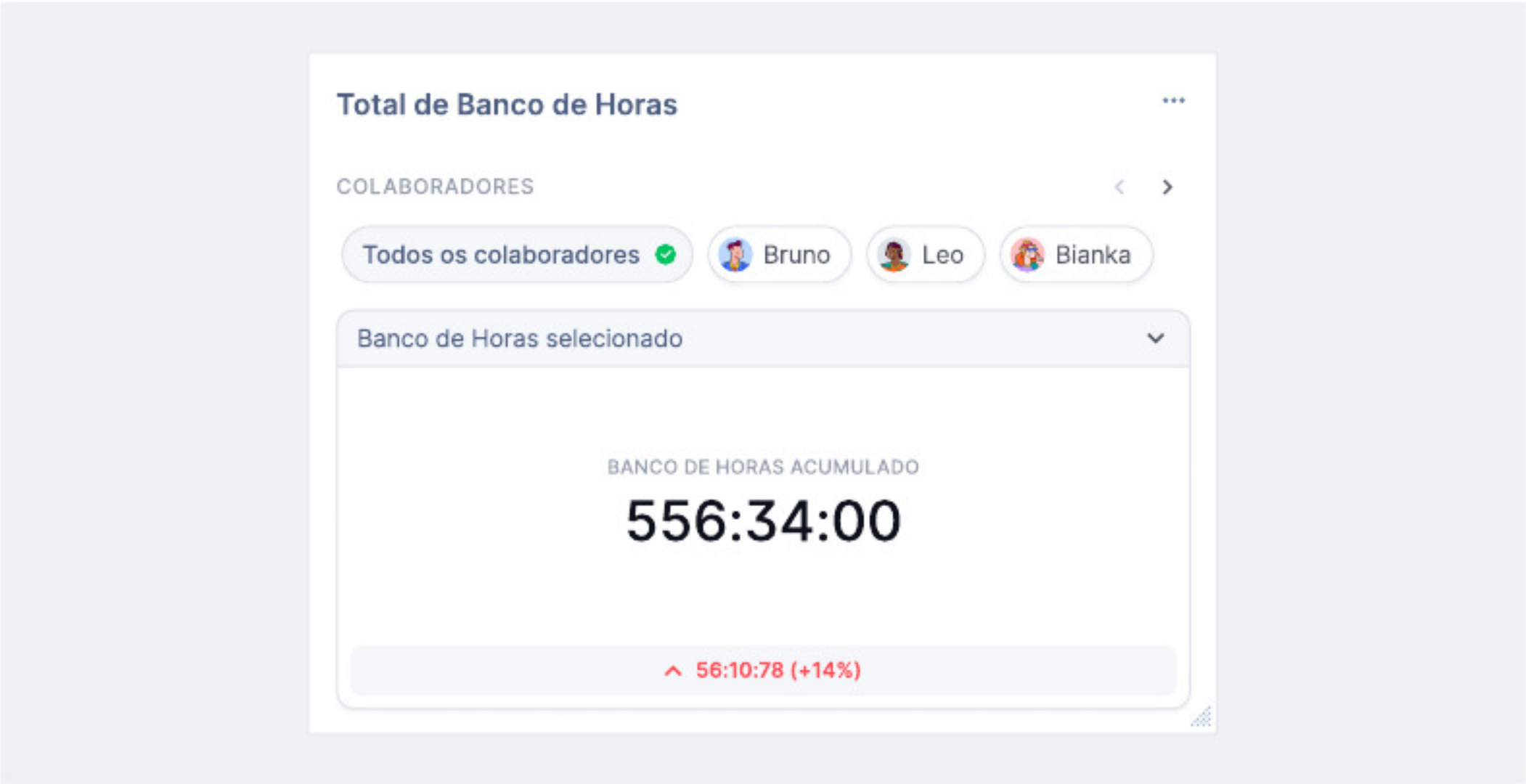
Comercial

Dashboard transformation

We knew we needed a complete overhaul, based on research with real users and iterative testing.

The goal was to transform the dashboard into an agile and **intuitive decision-making center, reducing the cognitive load on managers.**

That's when we adopted a new modular approach, allowing each company to customize the **dashboard according to their specific needs.**



🔮 Analyze

Perfect for teams — Empower your entire team with AI skills by sharing access with no additional cost for updates.



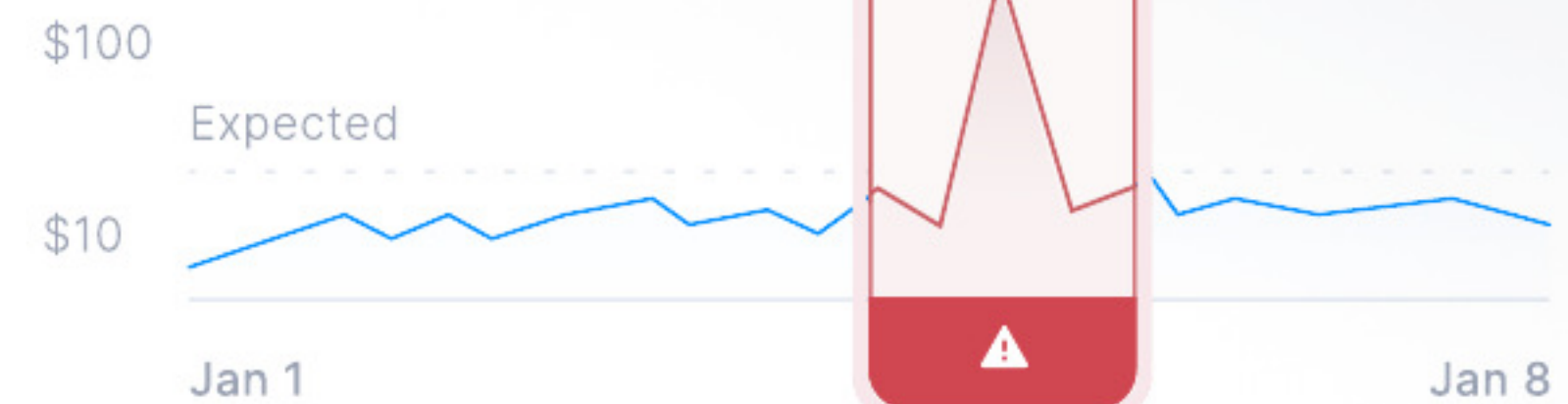
[Try Oitchau HR Assistant today →](#)

A.I Analyze Dashoboard

Perfectly align your infrastructure with workload requirements.

Review anomaly

Employee task

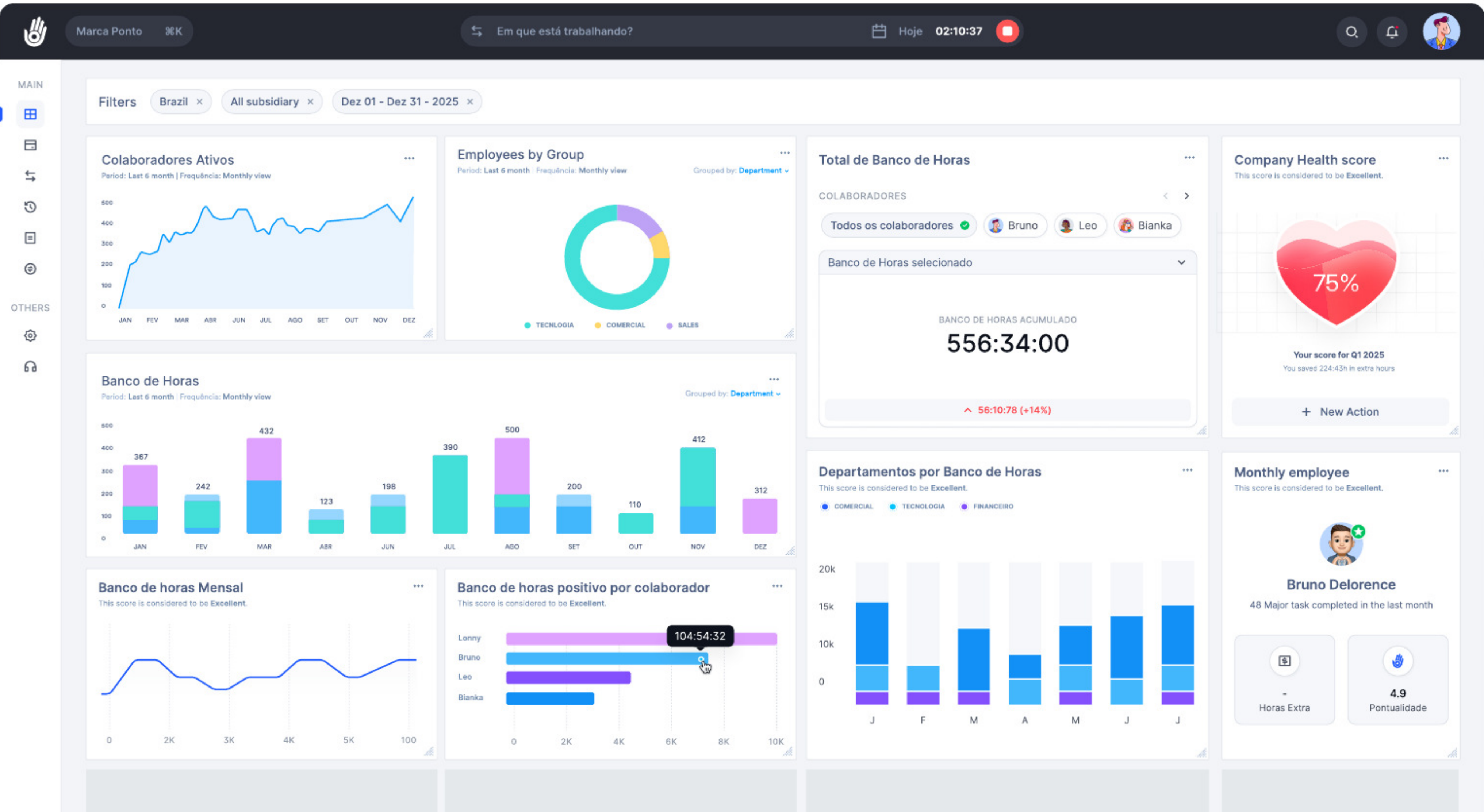


Employee	Budget	Expected	Type
Bruno Delorence	\$60	\$30	100%
Leo Ramalho	\$60	\$30	100%

Anomaly Detection

Get informed of cost employee before they impact your budget.

Analytics & Relatórios Customizáveis v04



Results

- We reduced the **TTV** from 10 days to 2 days.
- We increased retention on the dashboard by 50%.
- We transformed schedule management with real personalization for each company.

Customers who adopted the feature

