

What can a product designer like me do exactly?

1

Product Design - with Van2SHARE

What does scaling look like for a B2B fleet management app & how to make it look nice?

2

Research OPS - at Mercedes-Benz Vans

How to integrate field insights into a product?

3

Service Design - with the OLU IoT Platform

How to build a support system from scratch?

4

Concept Design - with Melitta

How is a digital barista experience even possible?

5

Other projects - side quests

When small efforts make a significant impact.

1. Product Design

What does scaling look like for a B2B fleet management app?

My Role

Product Design Lead

This B2B product innovated in the fleet management industry by enabling the digitization of internal processes. Vehicles can now be tracked, maintained and dispatched remotely.

I wanted to assess the user experience of the products to better prioritise high-value improvements.

Here were some of my accomplished challenges:

1. **Define a sustainable scaling strategy** for the product's overall design.
2. **Implement a unified design system and copywriting guidelines** to support users with completing their tasks within the apps successfully.
3. **Communicating requirements effectively** to enable transparency and co-creation with the relevant stakeholders.
4. **Redesign app with Mercedes-Benz brand** to align with overall company digital strategy and to increase the product's customer base.

Methodologies

IA Mapping
Heuristic Evaluation
Iconography Design
Card Sorting
UX Writing
User Testing
Design System creation
High Fidelity Prototyping
UI Component Audit
Market trend assessment

Tools

Confluence
Invision
Sketch
Photoshop
GitHub
Mural

Mobile App Redesign



Web App Redesign



1. Product Design - VAN2SHARE Part 2



IA Mapping

Initial user flow audit

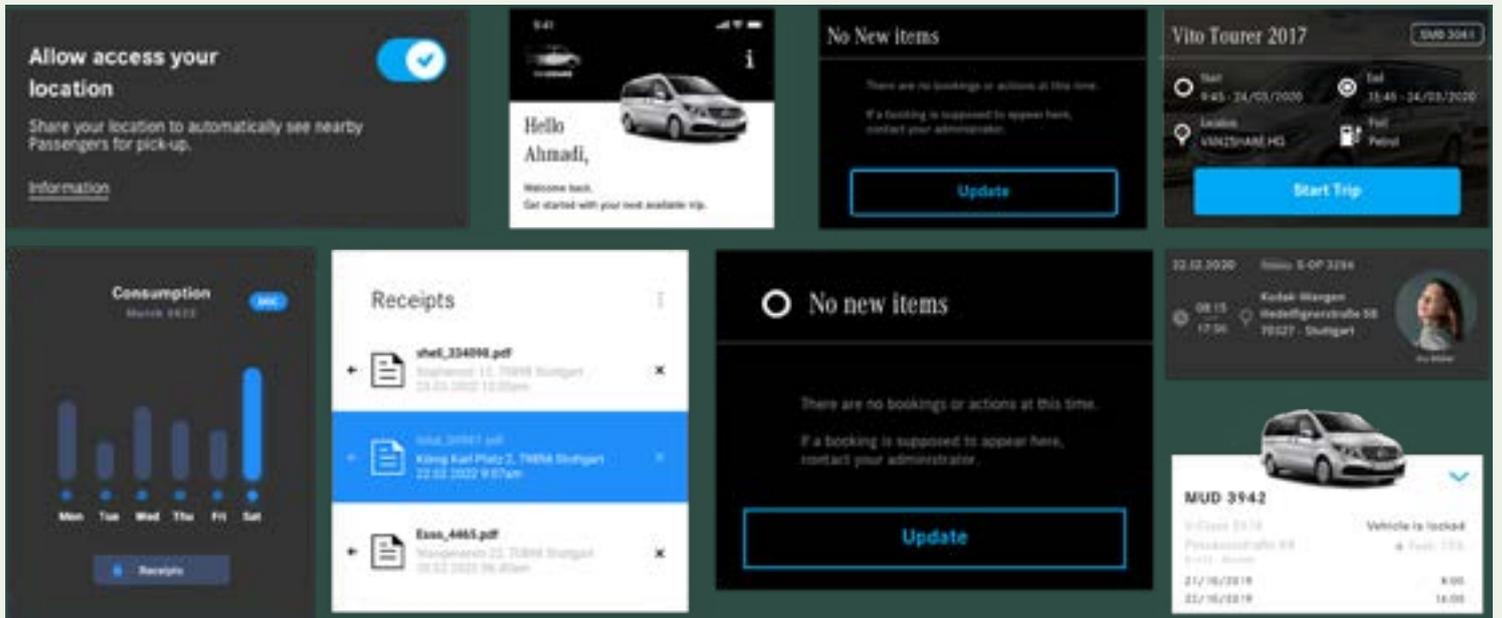
As there were many aspects to tackle with this project, it was good to take a first step internally and have a look at the existing structure of the app for the different user roles and tasks. The most prominent finding from this task was to notice the user flow was missing many completion states to support the drivers to complete their trips, which explained the high bounce rate and errors that were mentioned with internal colleagues.



Icon User Testing

A buy-in research exercise

During the product's audit, I quickly recognised that there was a disconnect with the icons selected for the actions proposed in the application. To validate the need to address this, we first ran a small round with colleagues and shared our results with the product team who supported our need to approach real users. As a result, out of 135 icons used, 45 were removed completely, and I created 28 new icons to add in the Mercedes-Benz design system for Vans and the fleet management context.



UI Component Library

Standardizing visual elements

To start building a design system that can evolve and be used in multiple cases, standard components needed to be created and included in the development toolkits to reduce effort and any oversights when designing for different languages and user groups. The most important ones were the main menu bar and the home screen elements, which seldom change per user group.

2. Research OPs

How to integrate field insights into a product?

My Role

Product Design Lead
(acting UX Researcher)

Walking into an existing product team without design experts brought up some clear actions to take before taking on visual design tasks. There wasn't a documented baseline of content the team can inform themselves with, and from this starting point, my objectives were to learn about the overall user and customer painpoints.

Here were some of my accomplished challenges:

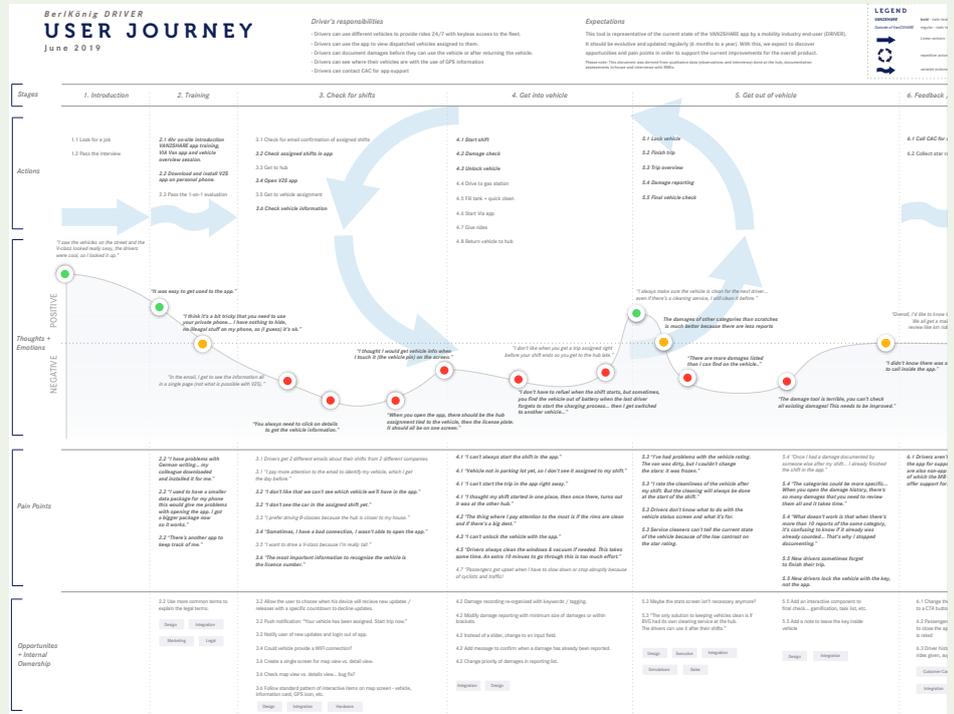
1. **Collect feedback from users** to integrate their needs in product improvement cycles.
2. **Document with transparency** to allow the product team to include them in the process.
3. **Get leadership buy-in** to support user & customer research efforts.
4. **Provide opportunities for active participation** to use collected insights through workshops and internal feedback rounds.
5. **Deliver clear requirements** for significant product improvements in less than 3 months' time.

Methodologies

Stakeholder Interviews Persona Creation
Field Observations User Journey Mapping
User Interviews Atomic Research
Workshop facilitation

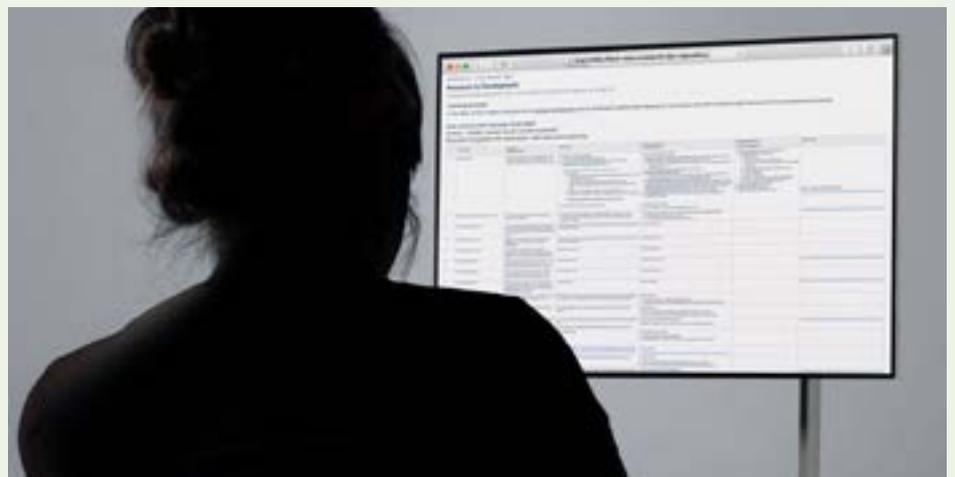
Tools

Confluence
Illustrator
Sonix
Git Hub



User Journey Map

While on the field, we interviewed over 25 drivers and fleet managers to understand their current realities and wishes related to their workday. Our compilation of qualitative data provided a clear understanding of improvements and new product opportunities.



Research to Development Repository

There wasn't an established process to document and keep track of incoming research results in order to make use of the insights in a systematic way. After all of our research work, we created a database on Confluence where content can be stored, used, prioritised, and included in product development cycles by integrating them to new user stories.

3. Customer Experience

How to build a support system from scratch?

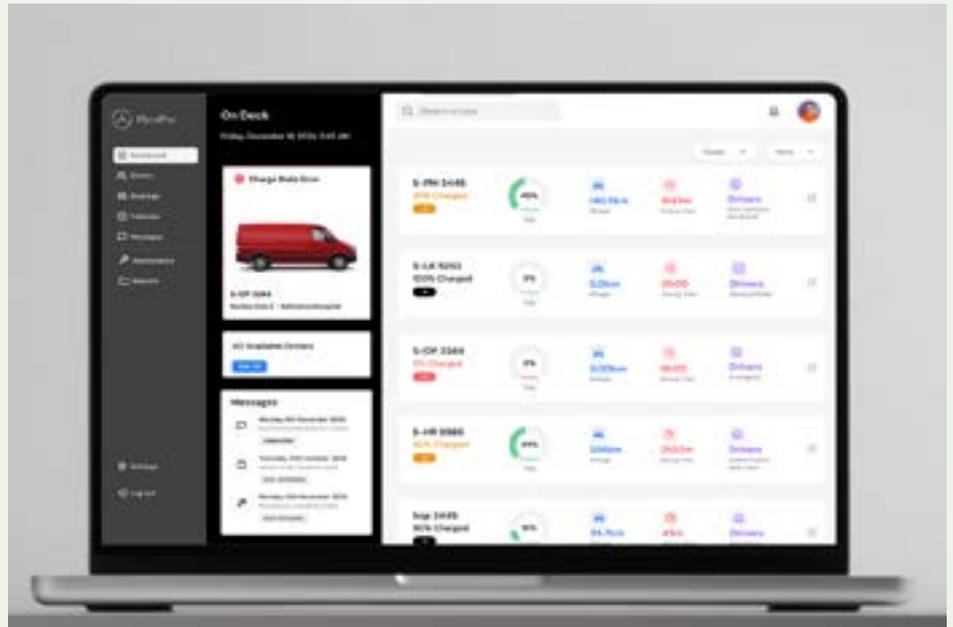
My Role

IoT Support System Owner
(acting UX Researcher & Service Designer)

My contribution to launching a new IoT Platform that supports fleet customers (B2B) to run their cloud-based applications inside their vehicles. For apps like being able to manage charging of multiple vehicles remotely to avoid electricity surges. I led the efforts to develop a process to understand the customer experience with service blueprinting. Before the product launch, we made use of the pilot stages to evaluate and refine our service.

Here were some of my accomplished challenges:

- 1. Create hypotheses and define KPIs** to learn from pilot projects about the most important criteria for the product's incident management processes.
- 2. Define requirements** for an incident management tool by collecting feedback from the main stakeholders involved.
- 3. Communicate our progress with leadership and team** to support budget decisions & the need for a new incident management tool.
- 4. A service blueprint as a single source of truth** to identify and act on the relationships and responsibilities towards our customers with our internal processes.



Hypotheses & KPI Definition

Validating a support concept during vehicle pilot series

The need for incident management is a crucial part of a legally binding contract in the digital space. I therefore made use of examples from other digital companies and from our internal IT support processes to have a baseline to start with. In the early phase of the product, I was heavily involved in developing the support and feedback components of the service blueprint processes we were going to be responsible for, based on our understanding of the general customer journey and the internal players responsible for relevant internal processes.



JSM tool requirements

Preparing a department for a new tool

Through the a series of feedback collection rounds, small surveys and SME interviews, I was able to establish a list of prioritised requirements to take into the development of the management tool with our support management tool developer partners. As there were many player with varied expertise and time, the approach here was also qualitative-based. Once the service tool in place, I also made use of the defined KPIs to create an automated management reporting and a knowledge base tools within the system.

4. Concept Design

Is a digital barista experience even possible?

My Role

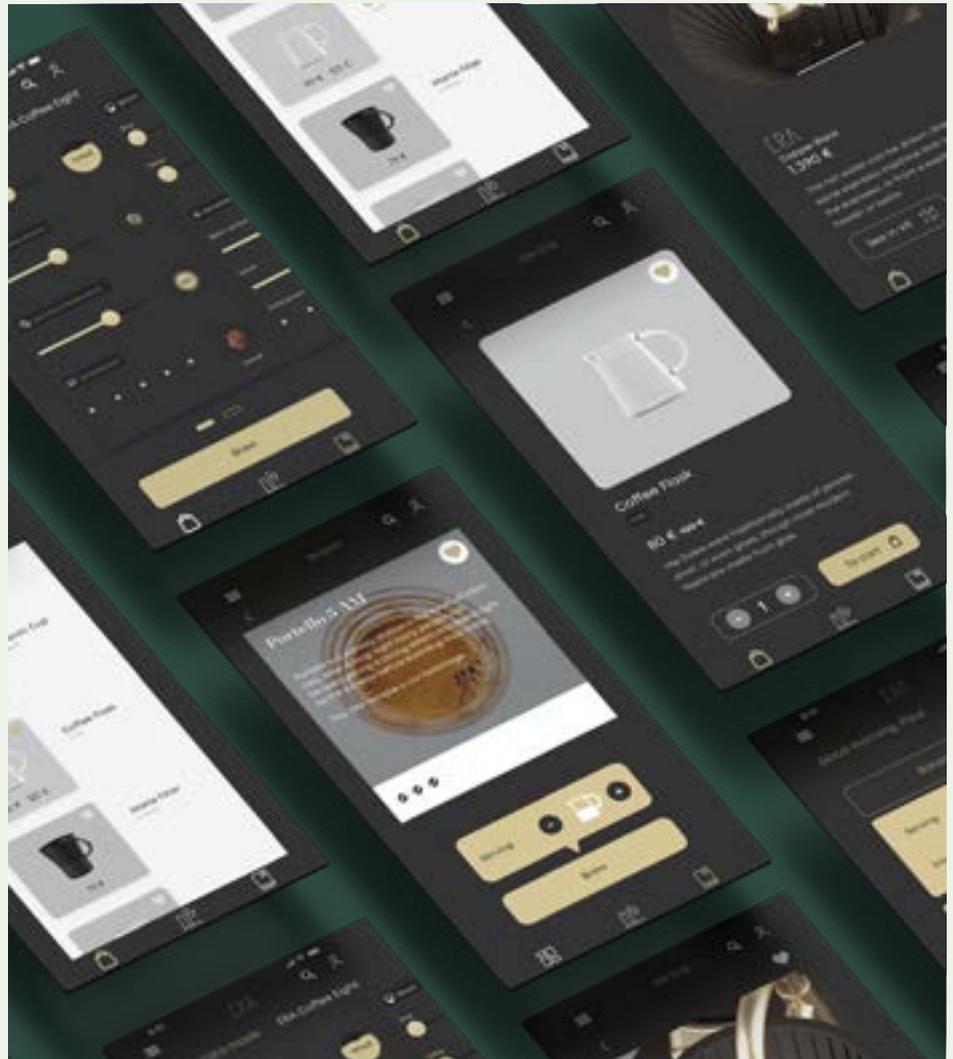
UI Concept designer

How can we provide a personalised barista experience for Melitta's most avid espresso amateurs?

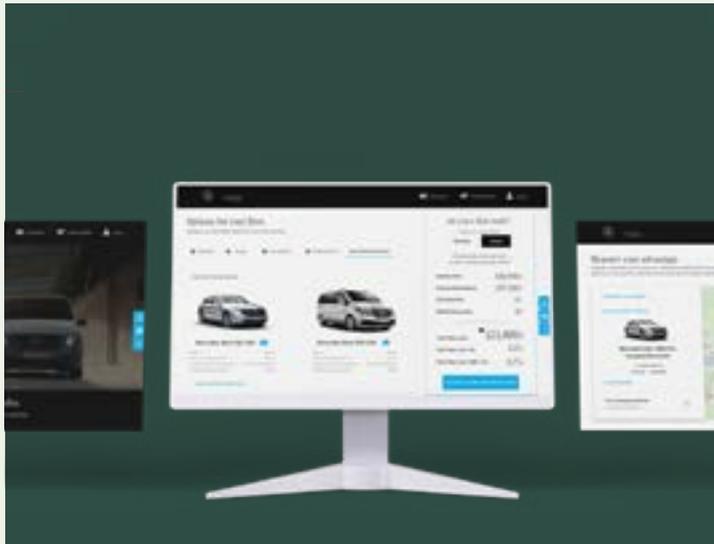
There was a great interest to create a companion app for a new product focused on enhancing one's coffee experience at home. The question here was clear and after a first round of benchmarking, it became even clearer: a modern and concise option for the amateur and expert coffee lover to customise their espresso machine would set this brand apart from their competitors.

Here were my accomplished challenges:

1. **Assess the market for valuable patterns** to integrate into a new mobile app.
2. **Design a modern & high-end concept** with user feedback and customer expectations



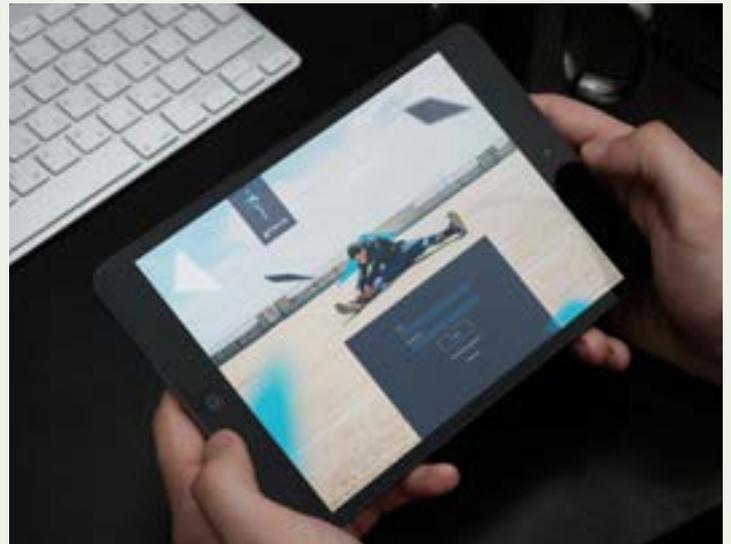
5. Other Projects



eFleet Ready App

Web-based fleet simulator - concept design

With eFleet Ready, it is possible for fleet customers to simulate historic & future projected tours considering external factors for evaluation of EV-readiness of customer's fleets. I worked on proposing a modern visual concept with a survey-based framework, which could be integrated in the Mercedes-Benz's Van customer website.



GERON.IO

Mobile app - UI & visual branding concept design

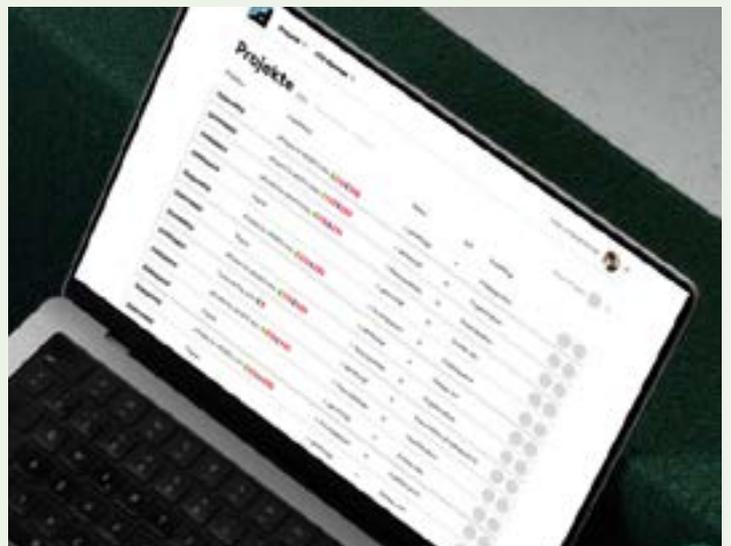
Modernising fitness - geron.io is a mobile application created to streamline keeping track of clients for personal trainers to a digital platform. The app required a logo redesign, as well as a cohesive brand direction. This project interested me most because of its value to the fitness community in digitizing their client management systems.



Maersk

Logistics Planner Mobile & Web app - concept design

This application is a working tool for harbour operators to keep track of cargo ship traffic. The product was already available, but it was missing ease of use with task management. The question I tried to answer was to provide a way for the tool to improve in providing more clear visual cues separating each entry on a card, similar to an airline booking pattern, which supported their strategy for improvements.



Filmakademie BW

eproject UX/UI - concept design

The BW Film Academy is a large institution with international students who are engaged in building their careers in the film industry. The users have to interact with a planning tool regularly, which helps them to build their knowledge and experience in film production. To use it, a 2-day onboarding workshop is required. A clear visual hierarchy with colors and modern shapes improved the tool's task completion and mandatory actions.