

PORTFOLIO

My favorite part of working within an agile/scrum process is to hypothesize, test hypotheses with users and optimize the solution.

The goal: aiming to achieve results quickly. Working with the knowledge gained - iteratively and incrementally. Focusing on feasibility and economic benefit. Serving the user with passion and empathy above all.

*#agilemindset #customercentered #designresearch
#usertesting #userexperience #visualdesign*

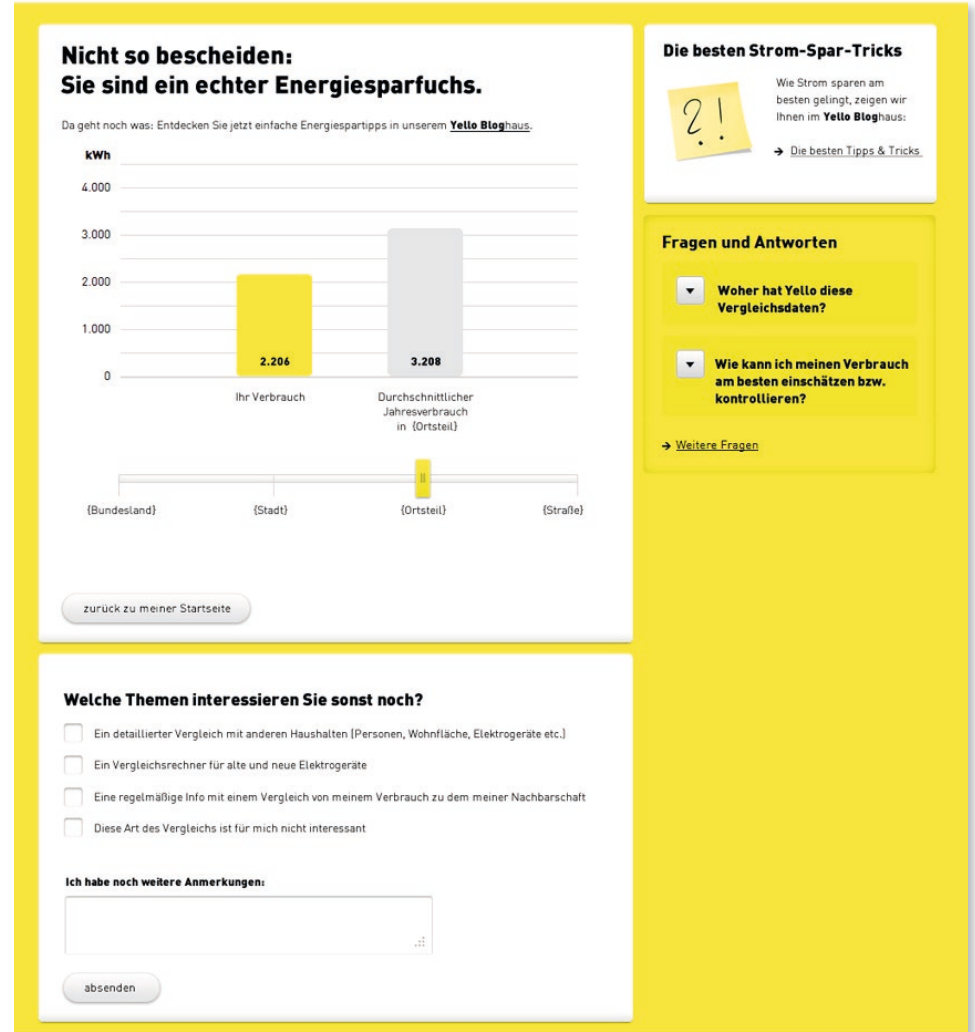
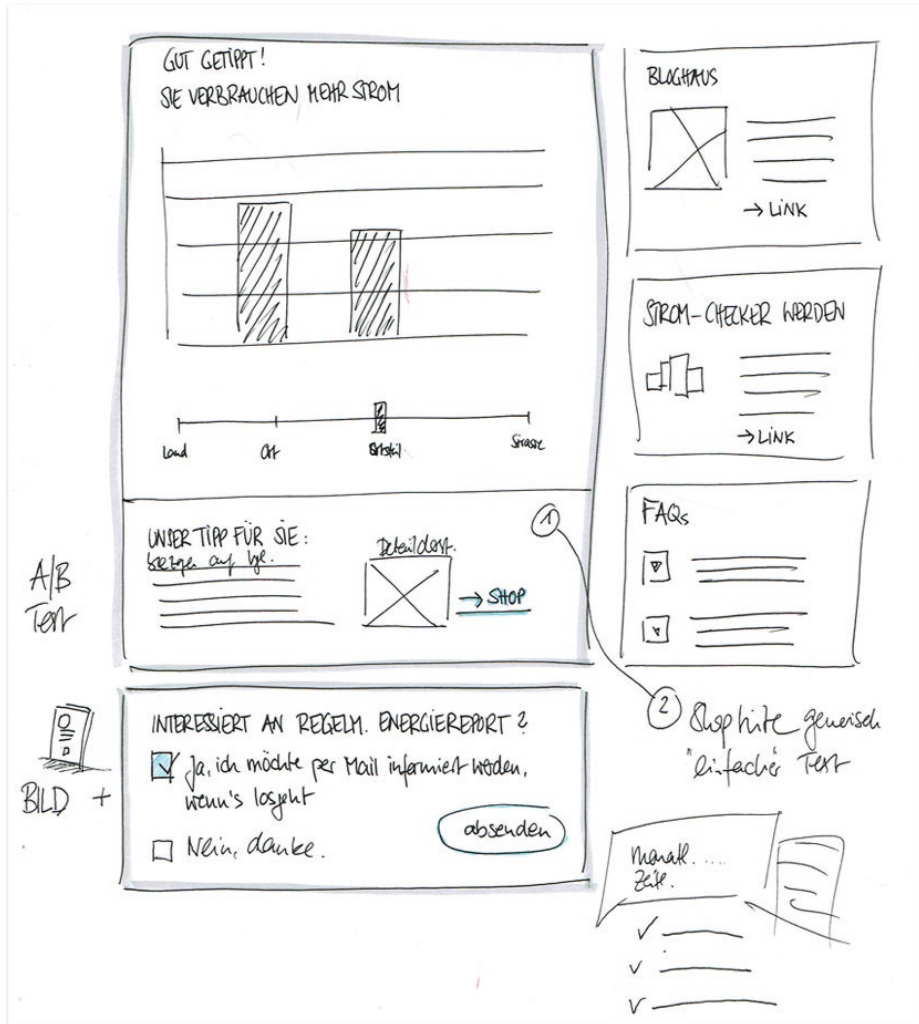
Please follow these links to get a glimpse of the work environment that has shaped my way of thinking in the past few years:

<https://www.digitale-leute.de>

<https://www.youtube.com>

COMPARE OWN ENERGY USAGE WITH NEIGHBOURHOOD - FROM IDEAS TO DESIGN

Yello Strom GmbH, Köln



WIREFRAMES

HOTEL WEBSITE & BOOKING ENGINE - IMPROVING USER FLOW AND INTERACTION

Cologne Systems, Köln

BUCHUNG
2/6 Reisezeitraum wählen

CLUBS

Aldiana Alcaidesa
 Aldiana Andalusien
 Aldiana Fuerteventura
 Aldiana Fuerteventura

Aldiana Alcaidesa
 Aldiana Andalusien
 Aldiana Fuerteventura
 Aldiana Fuerteventura

DAUER

7 Tage

PERSONEN

4 Personen

ABFLUGHAFEN

Köln/Bonn (CGN)
 Düsseldorf (DUS)

REISEZEITRAUM

Preisvorteile

Catch Me
Kategorie 0
Midweek Special
Midweek Special

Events & Specials

Tennis Camp Wochen mit Anders Jänyd
LES MILLS Week

Club	Wetter	Flight	Dauer	Preis
Alcaidesa		Köln/Bonn /CGN/	7 Tage	1.359,- € pro Person
Alcaidesa		Köln/Bonn /CGN/	10 Tage	1.557,- € pro Person
Alcaidesa		Düsseldorf (DUS)	4 Tage	959,- € pro Person
Andalusien		Köln/Bonn /CGN/	7 Tage	1.259,- € pro Person
Andalusien		Düsseldorf (DUS)	4 Tage	1.179,- € pro Person
Andalusien		Köln/Bonn /CGN/	5 Tage	1.159,- € pro Person

FOOTER

BUCHUNG
2/6 Reisezeitraum wählen

CLUBS

Aldiana Alcaidesa

ABFLUGHAFEN

Köln/Bonn (CGN)

DAUER

7 Tage

PERSONEN

4 Personen

Gesamtpreis: 5.973,- €

ZIMMERAUSWAHL

Standardzimmer 1.725,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Familienzimmer 1.925,- €
Preis je Vollzähler

Einzelzimmer mit Meerblick
Einzelzimmer sind Doppelzimmer zur Alleinbenutzung.
Bad mit Dusche, WC, teilweise Bidet, Föhn, Fernseher,
Klimaanlage/Heizung, 2 Zustellbet(en) verfügbar

Anzahl Zimmer: 1

Sie haben 2 Zimmer für 5 Personen ausgewählt

Personen in Zimmer 1: 1 2 3 4

Bungalow 1.925,- €
Preis je Vollzähler

Einzelzimmer mit Meerblick
Einzelzimmer sind Doppelzimmer zur Alleinbenutzung.
Bad mit Dusche, WC, teilweise Bidet, Föhn, Fernseher,
Klimaanlage/Heizung, 2 Zustellbet(en) verfügbar

Anzahl Zimmer: 1

Sie haben 2 Zimmer für 5 Personen ausgewählt

Personen in Zimmer 1: 1 2 3 4

Suite 1.725,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Junior Suite 1.725,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

FOOTER

BUCHUNG
3/6 Zimmerauswahl

CLUBS

Aldiana Alcaidesa Köln/Bonn (CGN)

Dauer: 7 Tage
Personen: 4 Personen
Gesamtpreis: 5.973,- €

ZIMMERAUSWAHL

Standardzimmer 1.725,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Familienzimmer 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 2

Sie haben 2 Zimmer für 4 Personen ausgewählt

Personen in Zimmer 1: 1 2 3 4

Personen in Zimmer 2: 1 2 3 4

Bungalow 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Junior Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Superior Zimmer 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Atlantik Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

DAUER

7 Tage

PERSONEN

4 Personen

Gesamtpreis: 5.973,- €

ZIMMERAUSWAHL

Standardzimmer 1.725,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Familienzimmer 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 2

Sie haben 2 Zimmer für 5 Personen ausgewählt

Personen in Zimmer 1: 1 2 3 4

Personen in Zimmer 2: 1 2 3 4

Bungalow 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 1

Sie haben 2 Zimmer für 5 Personen ausgewählt

Personen in Zimmer 1: 1 2 3 4

Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Junior Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Superior Zimmer 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

Anzahl Zimmer: 0

Atlantik Suite 1.925,- €
Preis je Vollzähler

Zimmer mit Meerblick

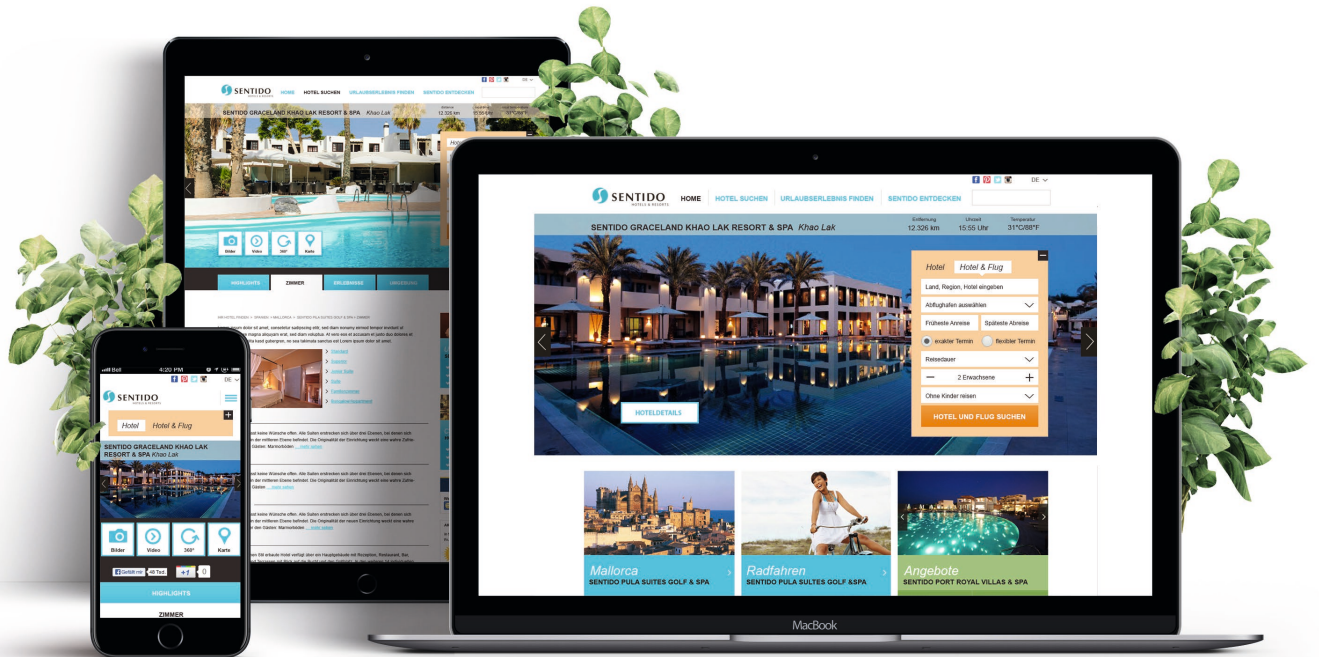
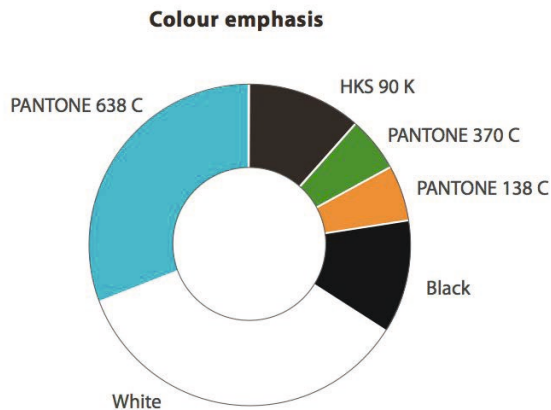
Anzahl Zimmer: 0

FOOTER

VISUAL DESIGN

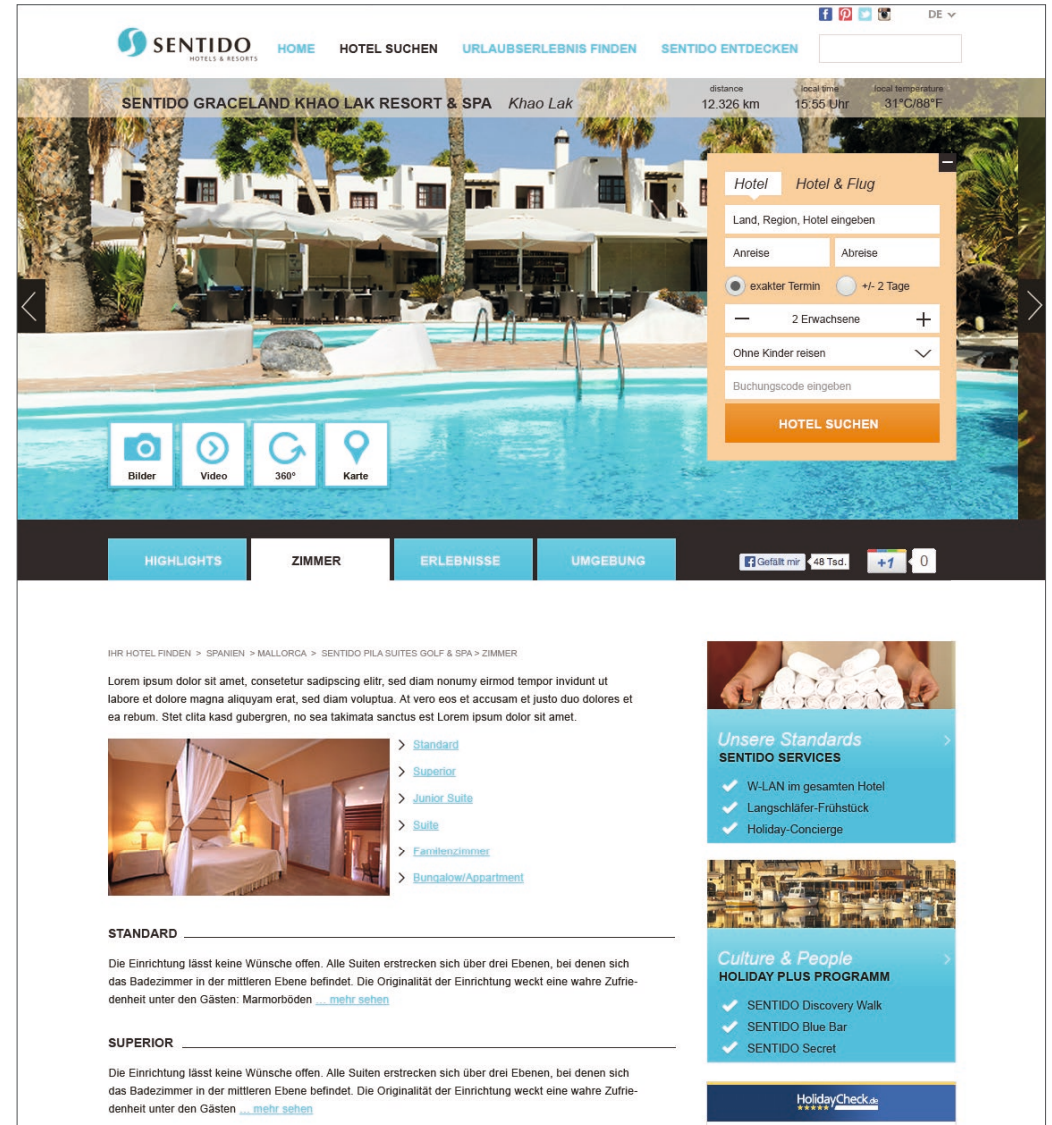
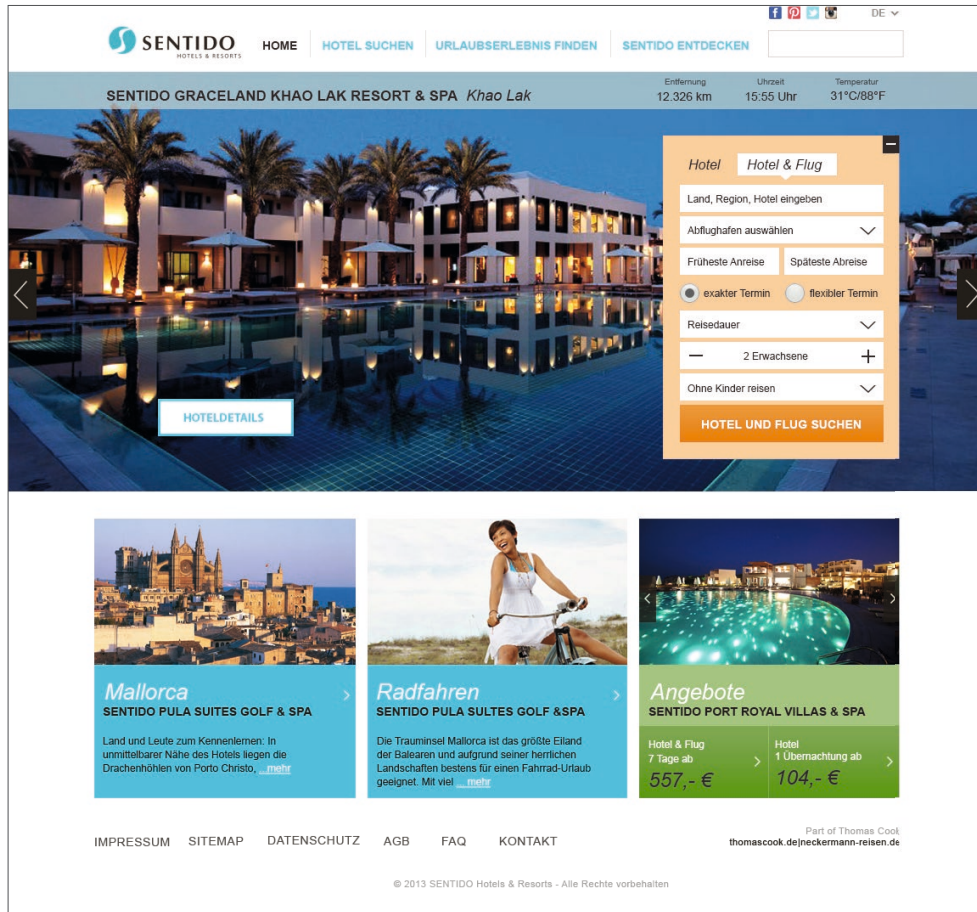
HOTEL WEBSITE REDESIGN *Cologne Systems, Köln*

I was hired to translate the current website and new design guidelines into a modern looking visual design.



HOTEL WEBSITE - NEW VISUAL DESIGN

Cologne Systems, Köln



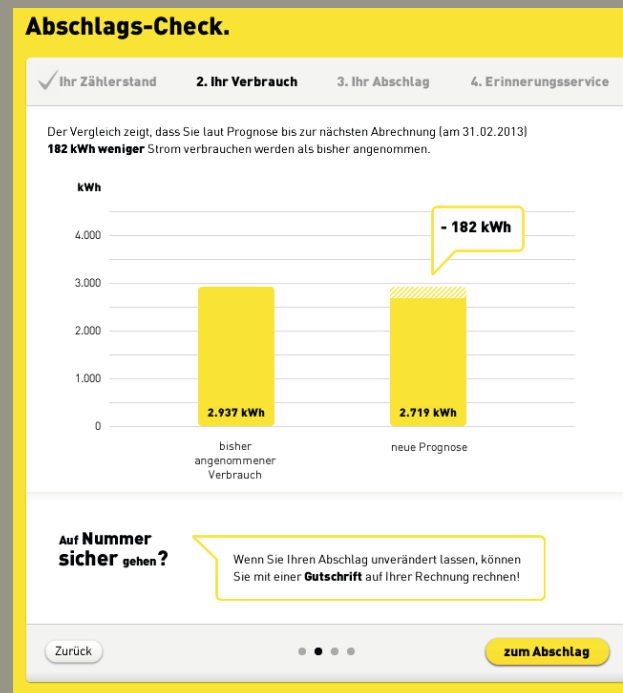
A/B TESTING

COMPARE OWN ENERGY USAGE WITH NEIGHBOURHOOD

Yello Strom GmbH, Köln

Our team improved 'Mein Yello' (a self-service portal) continuously to meet business requirements. We tested ways to encourage customers to pay a slightly higher monthly installment. So they would avoid a subsequent fee at the end of the year.

We changed the way information was displayed to influence our customer's behavior. We A/B-tested the existing service versus a different design on our customer self service platform.



control group



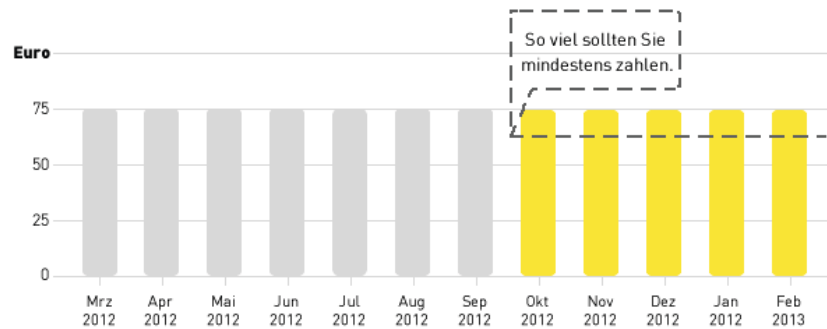
COMPARE OWN ENERGY USAGE WITH NEIGHBOURHOOD

Yello Strom GmbH, Köln

Abschlags-Check.

✓ Ihr Zählerstand ✓ Ihr Verbrauch **3. Ihr Abschlag** 4. Erinnerungsservice

Weiter so! Ihr Abschlag ist völlig in Ordnung.



Ihr Abschlag: **75 €**
→ [ändern](#)

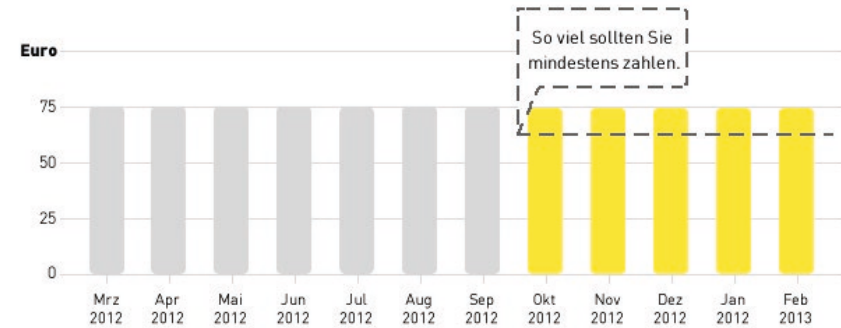
Zurück

Abschlag speichern

Abschlags-Check.

✓ Ihr Zählerstand ✓ Ihr Verbrauch **3. Ihr Abschlag** 4. Erinnerungsservice

Weiter so! Ihr Abschlag ist völlig in Ordnung.



Zurück

Abschlag speichern

VERSION 1

hide possibility to change monthly installment

COMPARE OWN ENERGY USAGE WITH NEIGHBOURHOOD

Yello Strom GmbH, Köln

Abschlags-Check.

✓ Ihr Zählerstand ✓ Ihr Verbrauch **3. Ihr Abschlag** 4. Erinnerungsservice

Sie erhalten höchst wahrscheinlich eine Gutschrift.



Gutschrift auf Ihrer Rechnung im Februar 12

Ihr aktueller Abschlag beträgt 75€. Wenn Sie weiter so machen, erhalten Sie auf Ihrer nächsten Rechnung eine **Gutschrift von ca 40 €**.

Ihr monatlicher Abschlag

75 €

Zurück

Abschlag speichern

Abschlags-Check.

✓ Ihr Zählerstand ✓ Ihr Verbrauch **3. Ihr Abschlag** 4. Erinnerungsservice

Sie erhalten höchst wahrscheinlich eine Gutschrift.



Gutschrift auf Ihrer Rechnung im Februar 12

Wenn Sie Ihren Abschlag unverändert lassen, können Sie mit einer **Gutschrift von ca 40 €** auf Ihrer Rechnung rechnen!

Ihr monatlicher Abschlag

70 €

Zurück

Abschlag speichern

VERSION 2 - *winner*

show potential credit with current installment instead of overview

USER TESTING

ONBOARDING TO ENERGY USAGE TRACKER APP

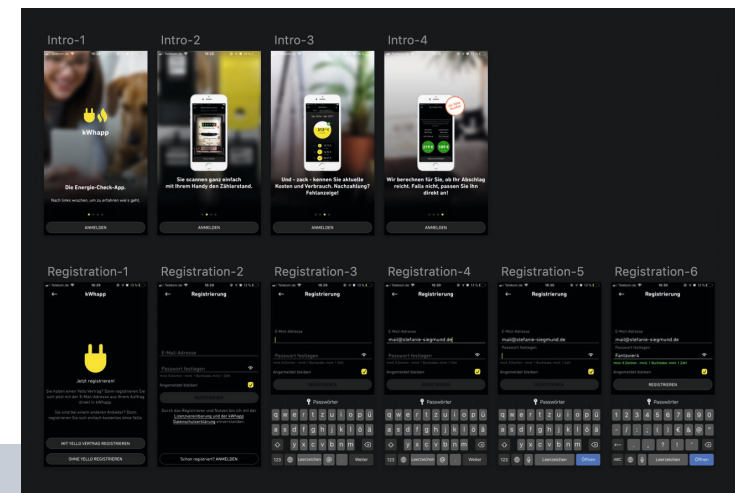
Yello Strom GmbH, Köln

Before the launch of ‚kWhapp‘ (an energy usage tracker app) we conducted several user tests. One main issue was ‚onboarding‘ - HOW TO to best explain the reason why and benefits of this app and HOW TO get started.

We designed screens in ‚sketch‘. We used ‚flinto‘ to create interactive and animated prototypes of our app designs. We invited potential customers into our offices to test animated transitions and flow.

Our concept screens changed based on valuable insights gained this way. We kept doing so as we developed the app further.

sketch



flinto

ONBOARDING TO ENERGY USAGE TRACKER APP

Yello Strom GmbH, Köln



SKETCH NOTES

LEAN UX EVENT
Köln



LEAN UX (15.9.2014)

AGILE *agilemanifesto.com*

- individuals & interaction
- working software
- customer collaboration
- responding to change

OVER *processes + tools*
Compreh. documentation
contract negotiation
following a plan

PAUSING + REFLECTING + CHANGING COURSE!

99 AGILE DOESN'T HAVE A BIRMIN! 66 → WHY (HOW + WHAT IN HOW PUT)

DOUBT → CERTAINTY → SMALL BADGES → REDUCE RISK

CAN WE BUILD? SHOULD WE BUILD...?

Glad we all agree!

Jim on his team
random noise
need
↓
WHAT & WHY

INNOVATION IN PROGRESS + chesside + tools ... onboard

1 WEEK INNOVATION LAB!
SOLUTION SPACE 104

- reduce feedback loop!
- common understanding all in 1 location!
- listen and watch - then build - take a guess - find out what to build!
- time boxed - done when time was up!

WHY?

- make a guess, experiment, does the guess line up with data?
- from some people a guess becomes a requirement

1 EVERY DECISION → CUSTOMER EXPERIENCE DECISION

2 TREAT DECISION AS HYPOTHESES

3 DECLARE ASSUMPTIONS

4 CHANGE COURSE → REDUCE CUMULATIVE

HYPOTHESIS STATEMENTS

We believe that...

- [doing this]
- for [these people]
- will achieve [this outcome].

We'll know this is true when we see [this market feedback]

PERSONAS

1

MEASURE OF PROGRESS

- VALIDATED LEARNING
- OUTCOMES & IMPACT

OUTPUT: SOFTWARE → EASY MEASURE

OUTCOME: CHANGE AFTER → HARD MEASURE

OUTPUT WAS DELIVERED

IMPACT: CHANGE OVERTIME → EASY MEASURE BUT HARD TO LINK TO OUTPUT

2

OUTCOMES + FEATURES

CUSTOMER LOVE

- do they recommend?
- do they adjust life?
- would they be unhappy if you took it away?

3

CREATE HYPOTHESIS

4

TEST MVP

USER OUTCOME WILL DEFINE DESIGN

HIGH RISK

WELL UNDERSTOOD

TEST FIRST

NOT UNDERSTOOD

LOW RISK

LEAN UX EVENT

Köln

LEAN UX

MVP = SMALLEST BITTING WE CAN DO OR MAKE TO TEST HYPOTHESES.

☞
- ord in
- airbed & breakfast

TIPPS:

- EXISTING INFRASTRUCTURE IS YOUR FRIEND!
- FEEL THE PAIN YOURSELF! DON'T OPTIMIZE YOURSELF OUT!
- DON'T SOLVE PROBLEMS YOU DON'T CURRENTLY HAVE!
- DON'T WORRY ABOUT CONVERSION YET!
- ~~BACK OFF~~ DON'T TAKE OUT THE BRAND OUT OF EXPERIMENTS!
- SMALL NO. DON'T PRECISE DATA, BUT INSIGHTS!
- LOOK AT COMPETITION - IT DOES EXIST!

→ IT'S NOT AN EXPERIMENT UNLESS YOUR WILLING TO KILL YOUR IDEA!

jeff@neo.com
www.neo.com
www.leanuxbook.com
@jjeorge

JEFF GOBELF

HOW TO BUILD A CULTURE OF INNOVATION

* general company wide...
PRO* TEAM* MVP* minimum point

YESTERDAY'S ASSUMPTION DON'T WORK TODAY (OR THE)

SOFTWARE HAS BECOME CONTINUOUS

CHANGE OF BUSINESS? TAKE ADVANTAGE?

DELIBERATE STRATEGY → EMERGENT/LEARNING STRATEGY

TEAMS

PROBLEM TO SOLVE

YES → TAKE TO REACH BUSINESS OUTCOMES

NO → ANNUAL BUDGETING PROCESS

READYNESS

SELF-SUPPORT

SHALL I COLLOCATE?

DE OF CATE

ANATOMY

NO → SERVICE PROVIDES

NO VIEW OF WHOLE

YES → SELF ORGANIZATION

PERF OF PRESSURE

ASYNCHRONOUS DELIVERIES

NO → CROSS-FUNCTIONAL COLLABORATION

PROXION ON DISTANCE

LEARN

↑ HAPPY CUSTOM

↑ EMPLOYEE MORALE

TAKE SMALLER RISKS

WORKS AS DESIGN NOT ENOUGH

PRINTE COMPETENCES OVER THE TITLES

(MAREK CIO)

STOP WORKING FOR, BUT START WORKING WITH YOUR CLIENT

EXTREME RELEVANCE

BIRD SHIT TOTALLED SMART CAR @ ON TWITTER

INTERACTIVE
REACTION
PAN!

(ANDRZEJ HONOWSKI) @notricks.com

INCREMENTAL PERSONAS

- GET STARTED QUICKLY & CHEAPLY
- WIDE TEAM → EASY ADOPTION
- INTEGRATES RESEARCHERS IN TEAM
- EMERGES CHANGE

PERSONA → PERSONA DECEPTION

VERSION → SOLUTIONS + PICTURES

EXPERIENCE CUSTOMERS VIEWPOINT

WIDE SPREAD

WORTH

WASTE

DO LESS MORE OFTEN TO DO MORE!

CATER (TWITTER F CMTS)

CAT TIGER

FIELD KITTY

CAT STRENGTH!

PERSONA ID

CONTINUOUS PERSONA RESEARCH

INCREMENTAL PERSONA (ITERATIVE)

Process of one Google Analytics study

revisited Product-researcher in many places

Revisited on same Google Analytics

PERSONAS

- change → change of variables
- merge → single + family
- split off → more of previous note

DEBRIE

- RICH SKETCHES
- MULTIDISCIPLINARY
- HONEST
- EMPATHY MAPS

NO PROF. OF UNDERSTANDING

APPLY SCALE OF TESTABILITY

MSH

1/ TEST

2/ REFINE

3/ REALIGN

made up

Spent decision making

→ REVISIT 80%

(MELISSA PEREIRA)

DESIGNING TO LEARN - CREATING EFFECTIVE MVP EXPERIMENTS

WHAT SHOULD WE BUILD?

LIGHT BULB MOMENT!

MVP → FULL PRODUCE! ≠ CHEAP PRODUCTS!

EXPERIMENT → TO TEST THE VALUE

VERSION 1

1. WHAT IS OUR GOAL?
2. WHAT IS OUR PROBLEM HYPOTHESIS? → RELIABLE VALUE
3. WHAT DO WE WANT TO LEARN? → ASSUMPTIONS DEPENDENCIES → FIRST ASSUMPTION WITHOUT ANY PREDECESSORS ON ANYTHING ELSE
4. WHAT IS THE MINIMUM WE CAN TEST? → WHAT DO PEOPLE VALUE IN MY MVP?
5. WHAT DOES SUCCESS LOOK LIKE? (HOW DO WE MEASURE IT?)

↑ PROVE LEARNING