DIGITAL EXPERIENCES

ALEXGLOBALCONSULT

SELECTED DIGITAL WORKS

"CREATING AN EXCELLENT CUSTOMER EXPERIENCE DOES NEVER HAPPEN BY ACCIDENT; IT ALWAYS HAPPENS BY DESIGN!"

PROJECT — RAPID

THE REQUEST:
RAPID DATA WANTED TO COMFORTABLY INCREASE ONLINE SALES ON ALREADY EXISTING AND FUTURE CHANNELS TO SUPPORT COMMERCIAL GROWTH WITHIN THEIR EXPANDING EUROPEAN BUSINESS ACTIVITIES.

THE SOLUTION:
DESIGN & DEVELOPMENT OF A FULLY AUTOMATED AND MODULAR OPEN COMMERCE SAAS-PLATFORM THAT CAN BE DIRECTLY LINKED OR INTEGRATED WITHIN ANY EXISTING PORTALS AND ALL THEIR DEDICATED CHANNELS INDEPENDENT OF THE CLIENTELE. *[B2B/B2C]*

THE RESULT:
A CENTRALLY INTEGRATED MULTI-CHANNEL E-COMMERCE MARKET PLACE SYSTEM BASED ON A SHOPWARE SOFTWARE CORE WITH SEPERATELY DEDICATED PIM AREAS BASED ON DIFFERENT COMMODITIY GROUPS AND THEIR RELATED SALES CHANNELS — ABLE TO OFFER & SELL ANY PRODUCT OR ADD-ON SERVICE.
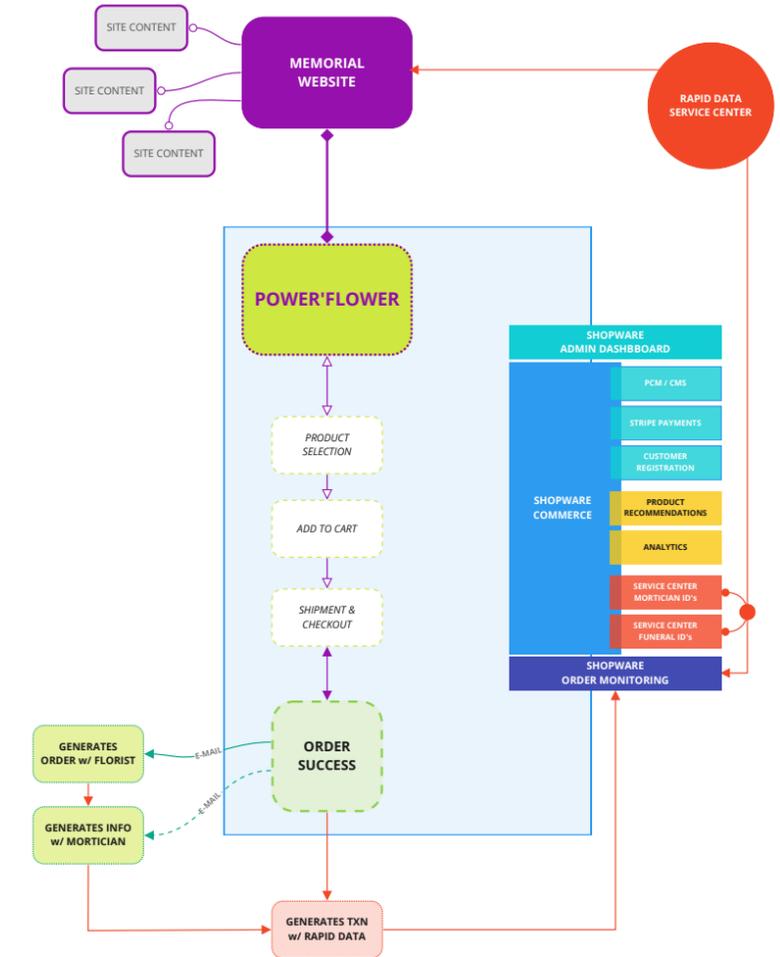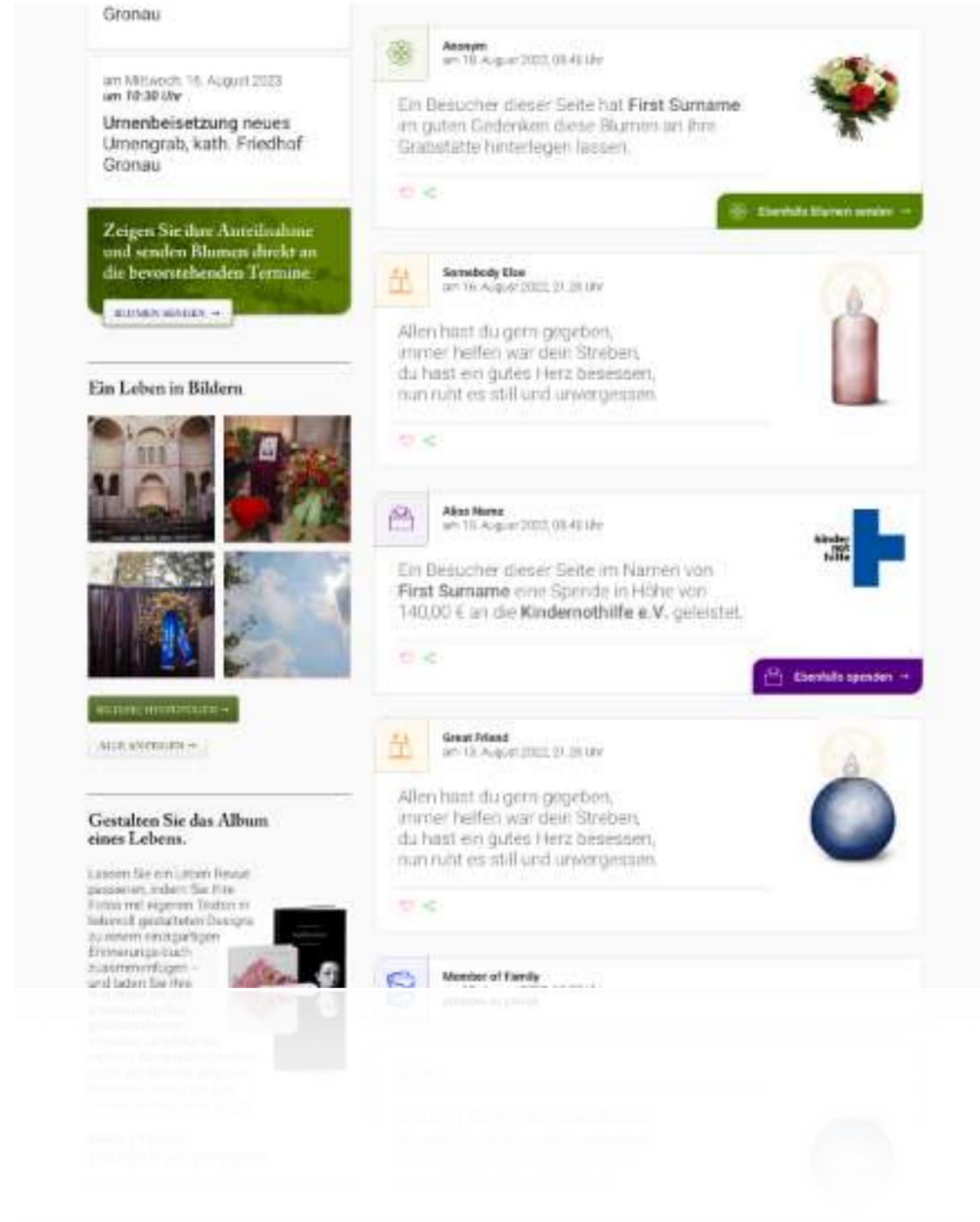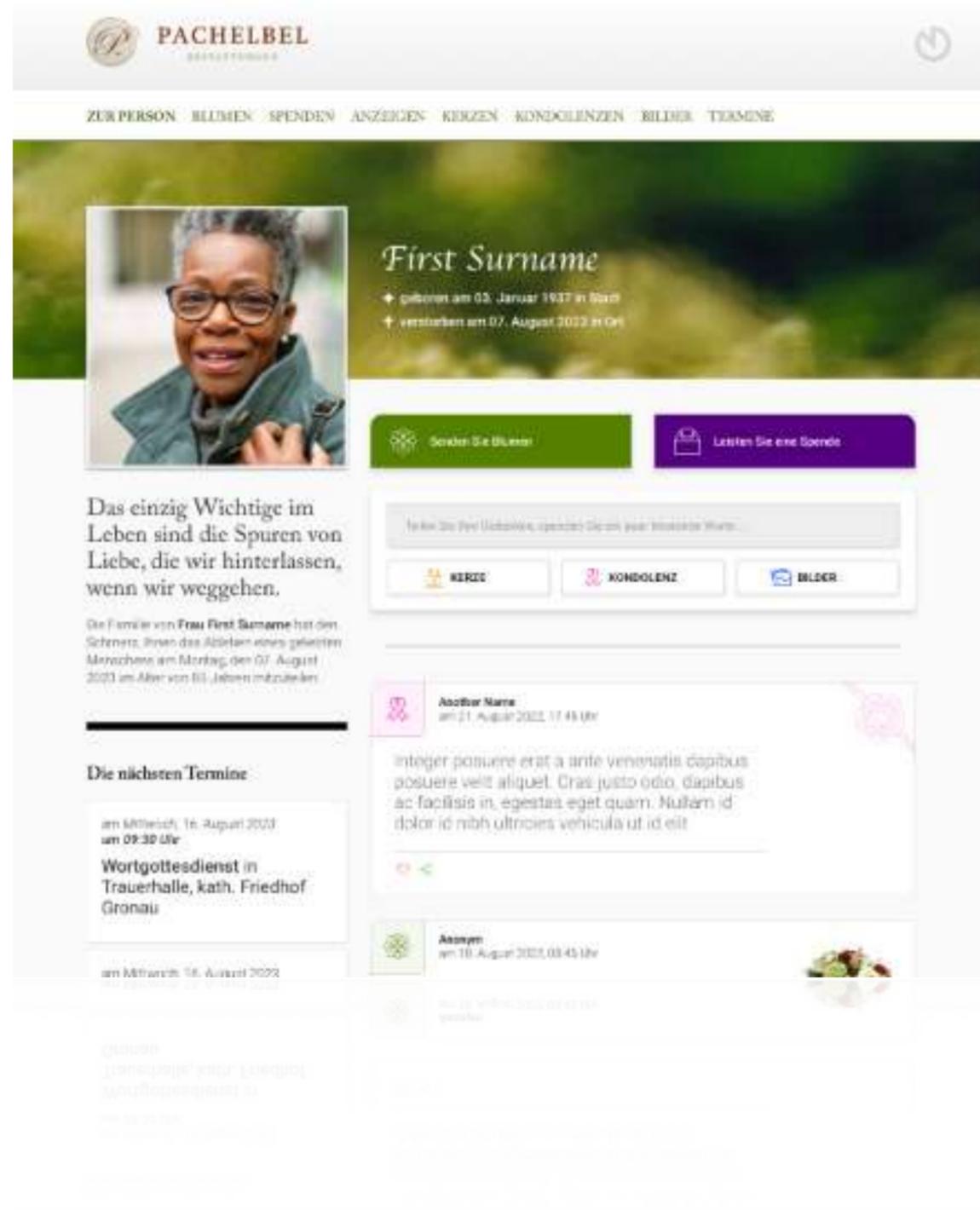
EXPERTISE & RESPONSIBILITIES:

‣ User Experience Design
‣ User Interface Design
‣ User Flows
‣ Global Design System
‣ Creative Problem Solving
‣ Customer Experience
‣ User-centered Design
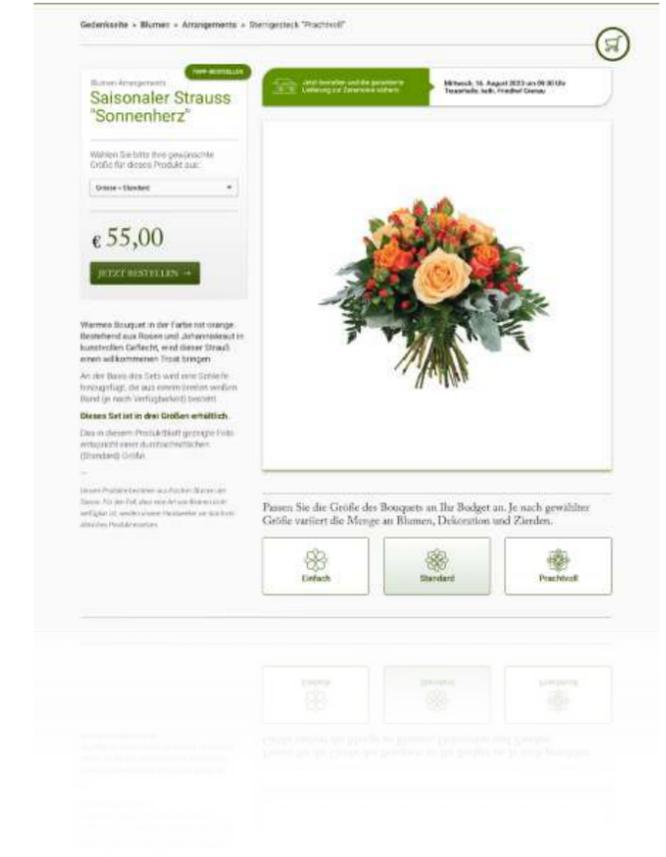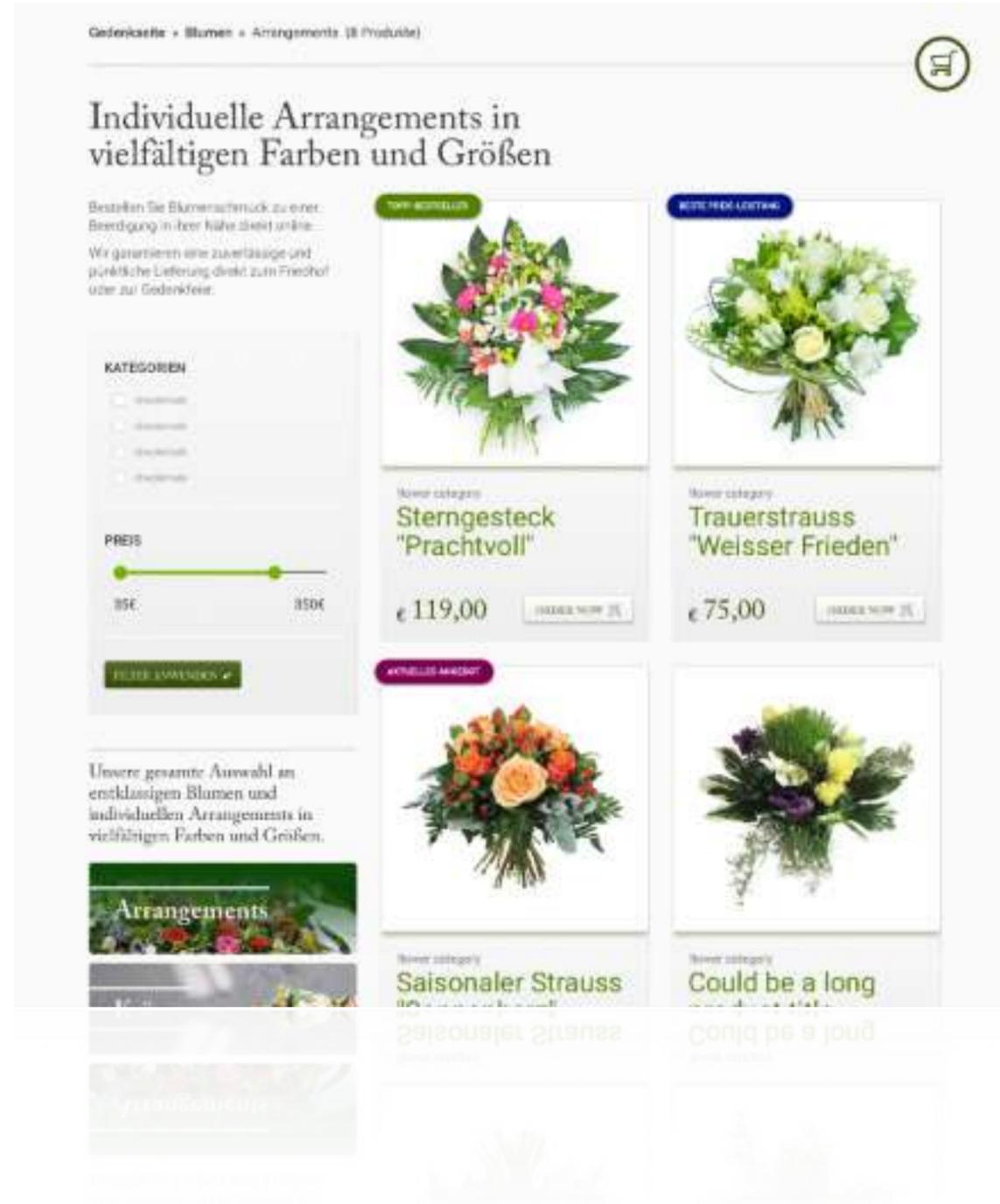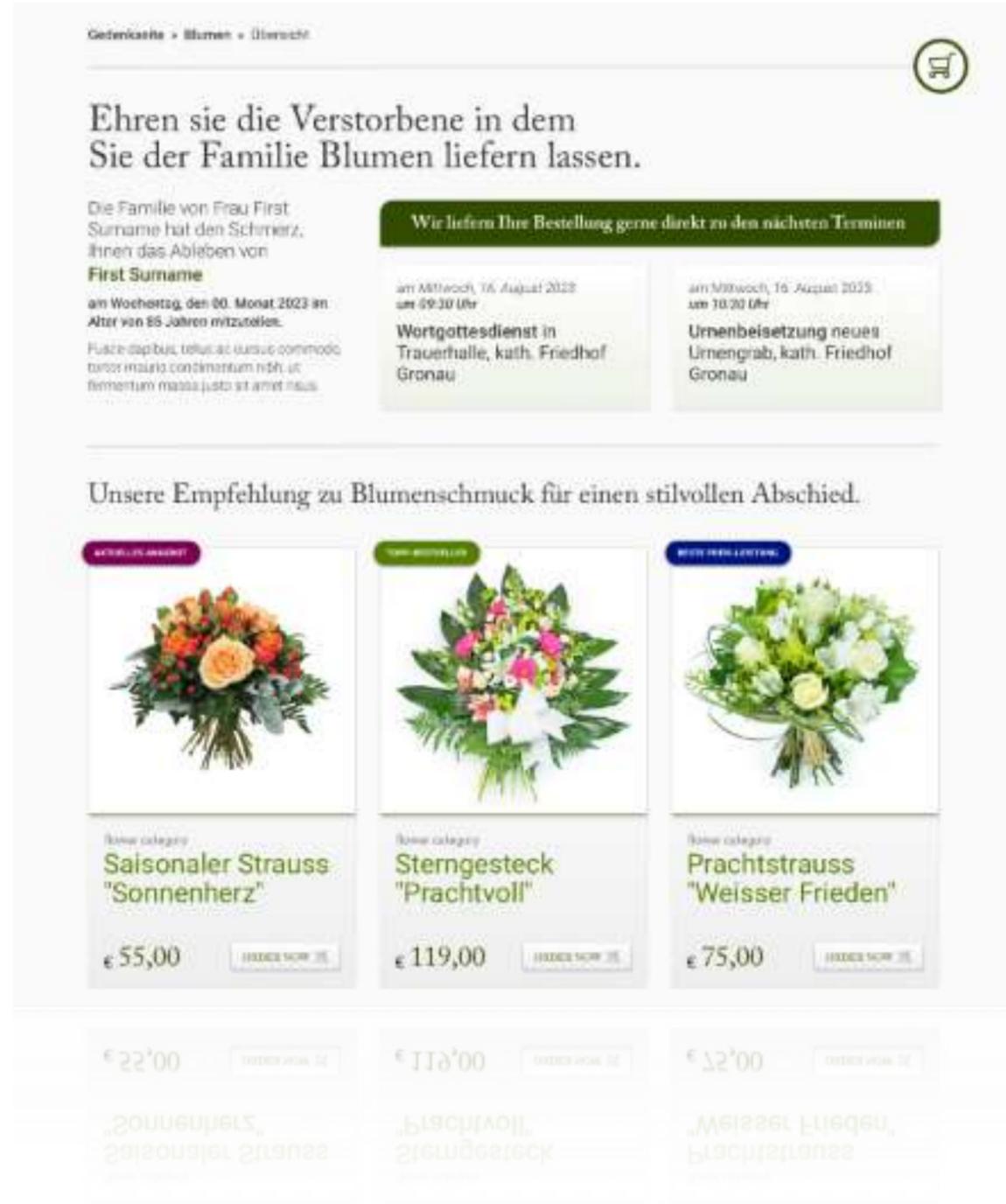‣ Usability Engineering
‣ Rapid Prototyping

‣ Platform as a Service (PAAS)
‣ Software as a Service (SaaS)
‣ E-Commerce
‣ Shopware (Software)
‣ Stripe (Software)
‣ Mobile Payments

‣ Digital Strategy
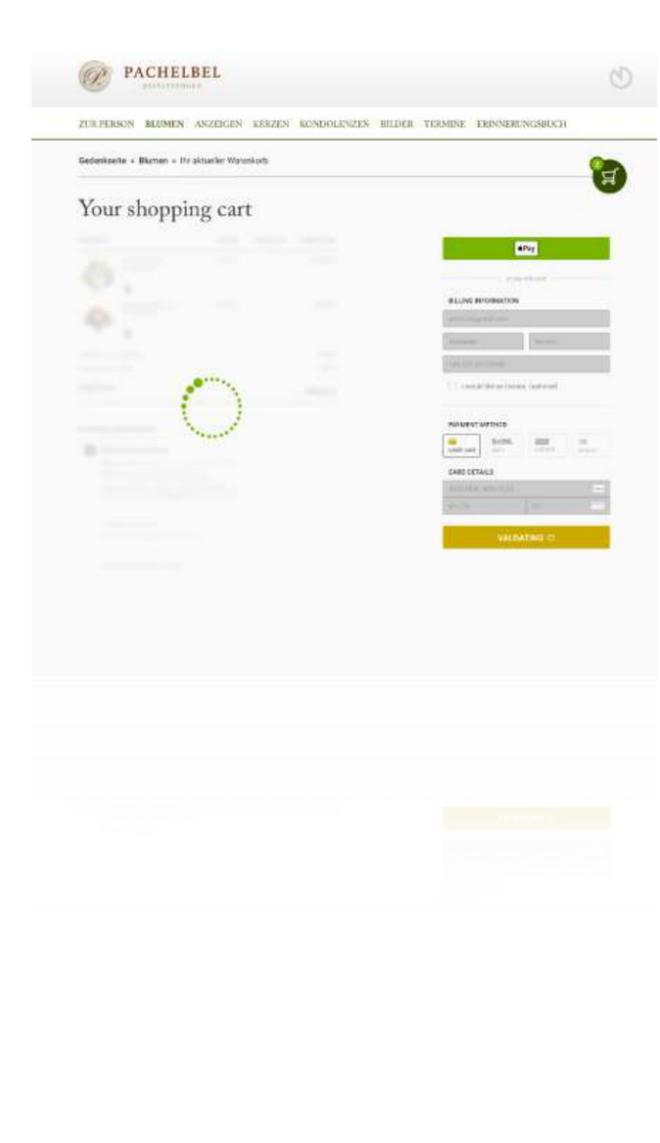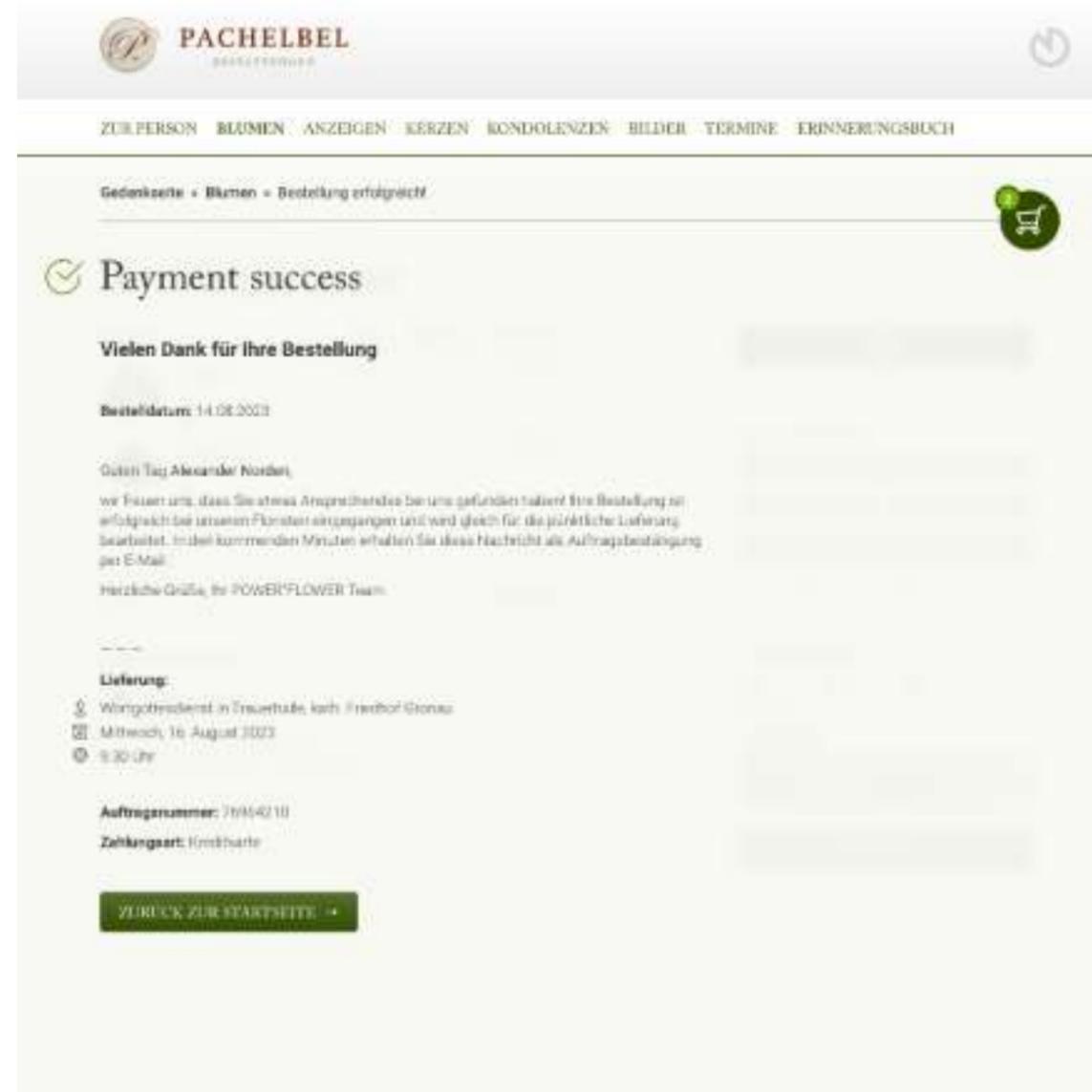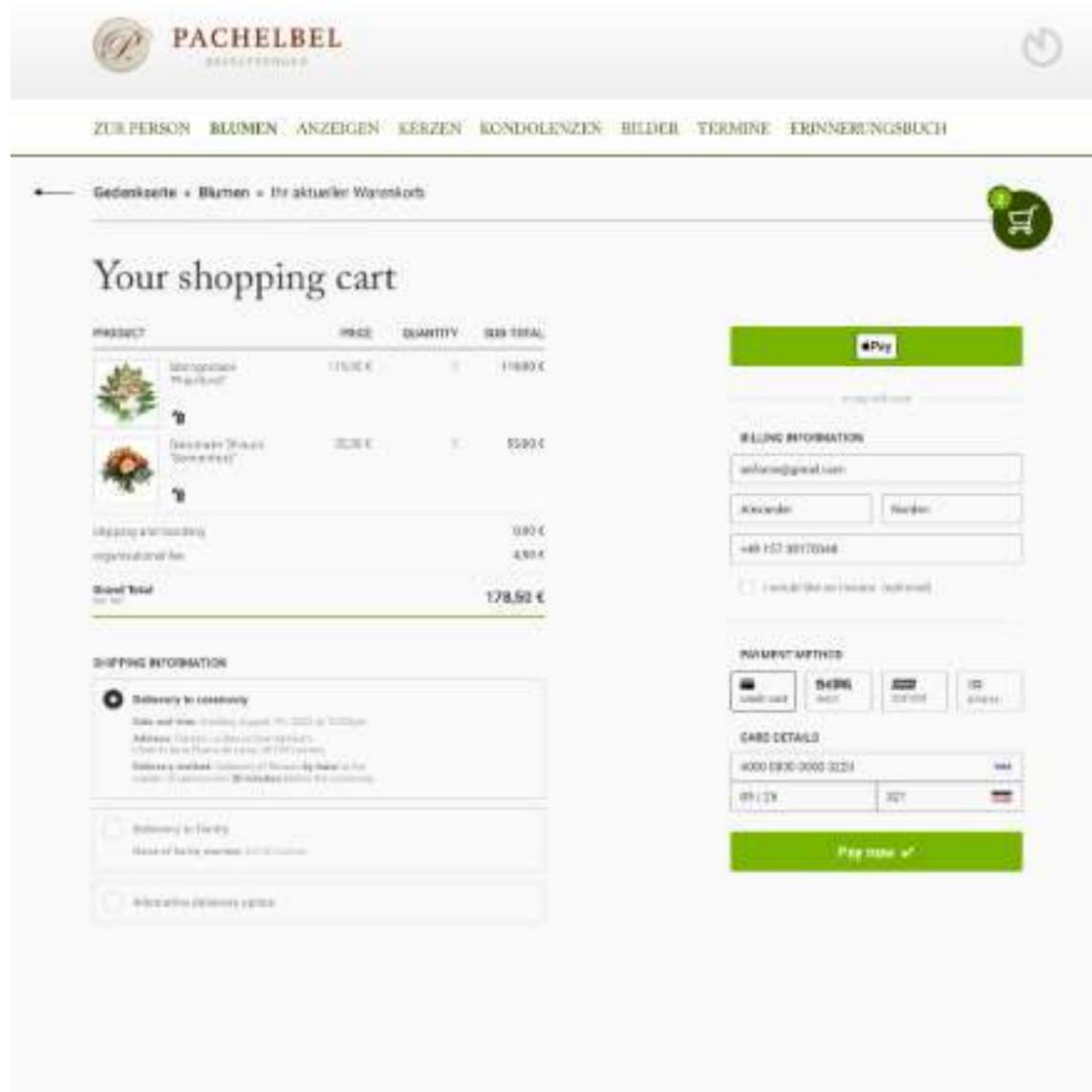‣ Product Management
‣ Online Marketing
‣ Business Development

INTEGRATED MULTI-CHANNEL E-COMMERCE PLATFORM // RAPID DATA GMBH

MEMORIAL WEB PORTAL WITH INTEGRATED COMMERCE & DONATION CHANNELS — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT

INTEGRATED MULTI-CHANNEL E-COMMERCE PLATFORM // RAPID DATA GMBH

MEMORIAL WEB PORTAL INTEGRATED FLOWER SHOP EXAMPLE — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT

INTEGRATED MULTI-CHANNEL E-COMMERCE PLATFORM // RAPID DATA GMBH

ONE-CLICK-BUY CHECKOUT EXAMPLE — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT

INTEGRATED MULTI-CHANNEL E-COMMERCE PLATFORM // RAPID DATA GMBH

MOBILE VERSION FOR MEMORIAL WEB PORTAL WITH INTEGRATED FLOWER SHOP — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT

INTEGRATED MULTI-CHANNEL E-COMMERCE PLATFORM // RAPID DATA GMBH

BUSINESS PROCESS & ERP GATEWAY MODEL DRAWING

RAPID DATA

EDW

provide all
necessary data
memorial website

RAPID DATA
ERP

provide all
necessary data for
order placement

MINIMAL REQUIRED DATA:
deceased_firstname
deceased_surname
deceased_datecfdeath
–
deceased_event1_date
deceased_event1_time
deceased_event1_location

ADDITIONAL / OPTIONAL DATA:
deceased_event2_date
deceased_event2_time
deceased_event2_location

MINIMAL REQUIRED DATA:
codID
deceased_mortician
deceased_florist ++ [details]
deceased_firstname
deceased_surname
deceased_birthdate
deceased_birthcity
deceased_deceasedate
deceased_deceasecity
deceased_event1_date
deceased_event1_time
deceased_event1_location

ADDITIONAL / OPTIONAL DATA:
deceased_event2_date
deceased_event2_time
deceased_event2_location
deceased_familymember-1_name
deceased_familymember-1_address
deceased_familymember-X_name
deceased_familymember-X_address
–
deceased_florist_pickup
deceased_florist_openingtimes
deceased_florist_deliveries
deceased_florist_geozange

— GET —
active order
information

amount & status
of orders

MEMORIAL WEBSITE VISITOR / CUSTOMER

VISITOR

user visits
memorial website

user views flower
categories and/or
products

alternative
product selection

NO

product available?

YES

select desired
product size and
add item to cart

cart
check-out

- control / adjust order
- select delivery
- select payment
- personal information

payment

re-enter / correct
payment data

NO

payment success ?

YES

order confirmation

customer
email

**ORDER
SUCCESS**

order and
payment data

SYSTEM

START
FLOWER SHOP

display products

PIM
database

manage cart

process order

**ORDER
RECEIVED**

SHOPWARE

PROCESSING

SHOPWARE
REST API

order received

fulfill order

shipping

**ORDER
COMPLETE**

sending
order data

PROJECT — RTL/AdConnect

THE REQUEST:
RTL ADCONNECT WANTED TO LAUNCH AN ALL NEW & UNIQUE AD-CAMPAIGNING TOOL DESIGNED WITH MARKETERS IN MIND. THIS NEW TOOL NEEDS TO ALLOW ADVERTISERS TO MIX AND MATCH A RANGE OF FORMERLY DIFFERENT SOLUTIONS.

THE SOLUTION:
DESIGN & DEVELOPMENT OF A PAN-EUROPEAN ONLINE VIDEO AD-CAMPAIGNING SERVICE BASED ON REGIONS, TARGET GROUPS AND DIFFERENT AD FORMATS BY SIMPLY SELECTING THE DESIRED COUNTRIES AND ALL OTHER CAMPAIGN CRITERIA TO CREATE A TESTABLE MOCK-UP OF AN INTERNATIONAL CAMPAIGN PLAN.

THE RESULT:
A SAAS APPLICATION THAT ALLOWS CLIENTS TO BUILD AN INTERNATIONAL CAMPAIGN IN AS MANY AS 19 DIFFERENT COUNTRIES & REGIONS THAT CAN THEN BE DISTRIBUTED TO OVER 300 INTERNATIONAL PLATFORMS INCLUDING BVOD, CTV, ATV, AVOD, INSTREAM, OUTSTREAM, SOCIAL VIDEO. ALSO INCLUDING THE ABILITY TO MONITOR ITS PERFORMANCE AND MAKING LIVE ADJUSTMENTS IF NECESSARY.

EXPERTISE & RESPONSIBILITIES:

‣ User Experience Design
‣ User Interface Design
‣ User Flows
‣ Creative Problem Solving
‣ Interaction Design
‣ User-centered Design

‣ Software as a Service (SaaS)
‣ Product Design
‣ Design Thinking

A GENERAL VISUALIZATION OF ALL MEDIA TARGET CHANNELS AND CENTRAL FUNCTIONALITIES OF ADXPLORER
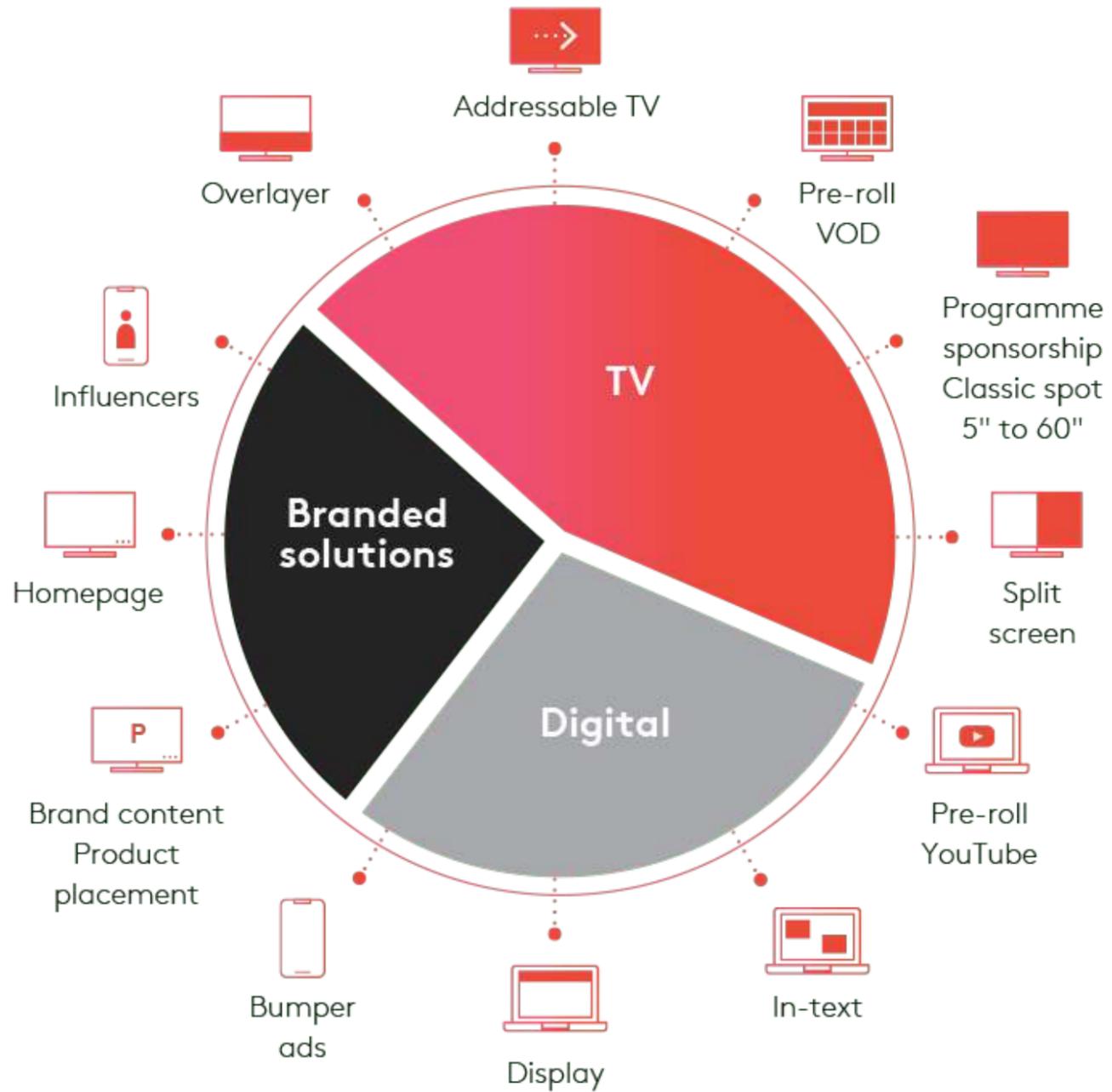
IMPORTANT NOTE » no design screens are allowed to be shown at this moment due to the ongoing development of this application

PROJECT – ERGO

THE REQUEST:
ERGO WAS DIGITALLY TRANSFORMING ITS GLOBAL BRAND & PRODUCTS PROFILE IN GENERAL AND WANTED TO ESTABLISH A KEY FOCUS ON *'MAKING INSURING EASIER'* TO EXCEL IN THE OVERALL CUSTOMER EXPERIENCE AND ALL ITS RELATED CHANNELS.

THE SOLUTION:
FORMATION OF AN INDEPENDENT *'DIGITAL FACTORY'* DIVISION AND DEDICATED CROSS-FUNCTIONAL TEAMS TO ANALYZE, DEFINE AND CREATE SIMPLIFIED CUTOMER/USER JOURNEYS FOR ALL MAJOR INSURANCE PRODUCTS IN ORDER TO INCREASE SALES AND TO ESTABLISH MISSING PRODUCT RELATED ONLINE SERVICES.

THE RESULT:
DESIGN LEAD FOR A GLOBALLY CENTRALIZED DESIGN SYSTEM, PATTERN LIBRARY AND ICONOGRAPHY LANGUAGE FOR ALL ON- & OFFLINE MATTERS.
IDEATION, RE-DESIGN AND OVERHAUL OF ALL RELATED ONLINE CHANNELS.
CONCEPT, DESIGN AND DEVELOPMENT OF MANY DIFFERENT SALES AND SERVICE TOUCHPOINTS FOR MAIN INSURANCE PRODUCTS.

EXPERTISE & RESPONSIBILITIES:

- Design Thinking
- LEAN UX
- User-centered Design
- User Experience Design
- User Interface Design
- User Flows
- Usability Engineering
- Global Design System
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping

- Global Cross-Functional Team Leadership
- Team Building
- Agile Leadership

- Digital Transformation
- Digital Strategy
- Product Design & Development

CORPORATE DEVELOPMENT — ESTABLISHING DEPARTMENT PRINCIPALS AND FUNDAMENTALS FOR AGILE DEVELOPMENT

GLOBAL DESIGN SYSTEM FUNDAMENTALS & BASICS // ERGO GROUP AG, ERGO DIGITAL FACTORY
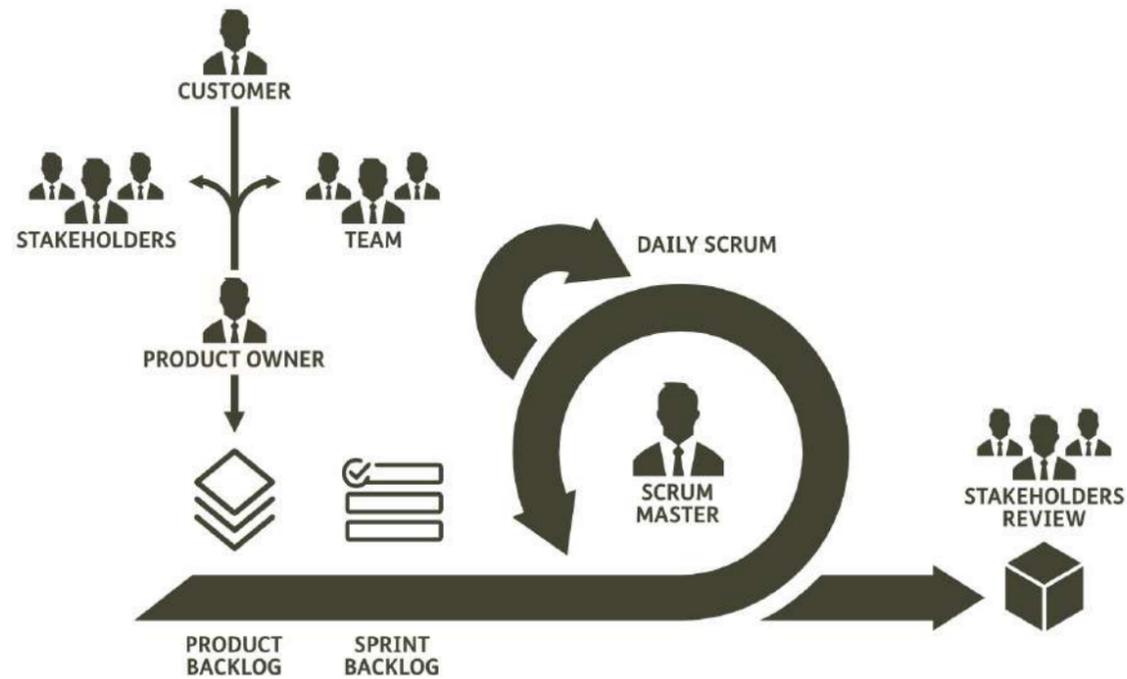
LEAD DESIGN OPS FOR THE MODULAR DESIGN FRAMEWORK DEVELOPMENT

Logo

Farben

Schrift

Fedra Medium
abcdefgHIJKL
123456€@

FS Me Bold
abcdefgHIJKL
123456€@

Fedra Book
abcdefgHIJKL
123456€@

FS Me Light
abcdefgHIJKL
123456€@

Bildwelt

Designfeld 1 Designfeld 2 Designfeld 3

Icons

Infografiken
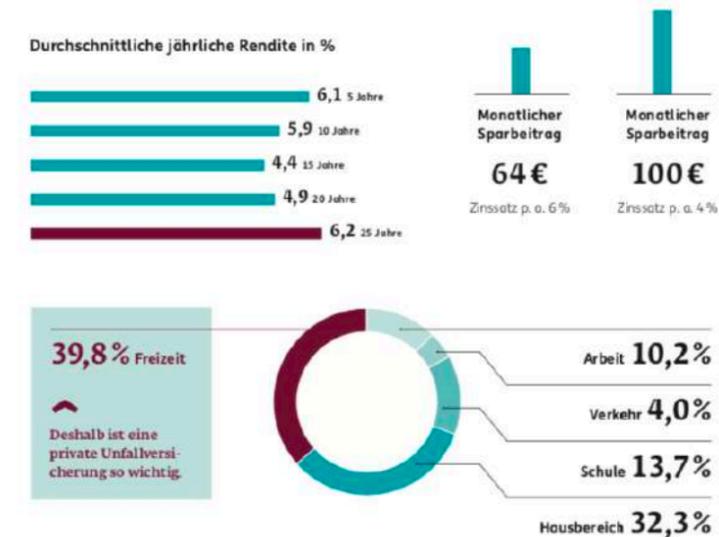
LEAD DESIGN OPS FOR THE MODULAR DESIGN FRAMEWORK DEVELOPMENT

User Interface Icons

Illustrative Icons

GLOBAL DESIGN SYSTEM IMPLEMENTATION // ERGO GROUP AG, ERGO DIGITAL FACTORY

BRAND DESIGN RELAUNCH, GLOBAL DESIGN SYSTEM 'ERGO ONE' FOR WEB, PLATFORM

MOBILE & DIGITAL SERVICES, GLOBAL DESIGN SYSTEM 'ERGO ONE' FOR MOBILE APPLICATIONS

MOBILE & DIGITAL SERVICES, GLOBAL DESIGN SYSTEM 'ERGO ONE' FOR MOBILE APPLICATIONS

NEU: Foto-Funktion:
Foto machen und hochladen.
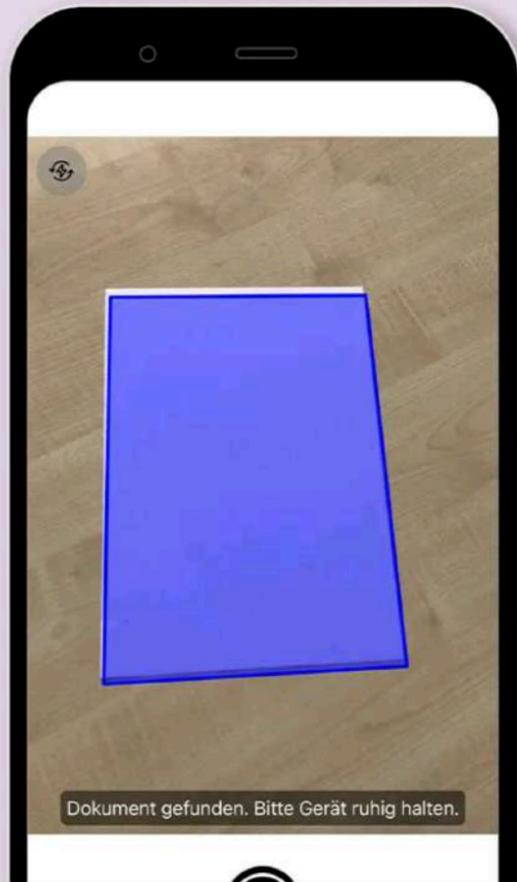
Mein ERGO-Berater:
Berater finden und speichern.

Produkte & Services:
individuell und passgenau.

Online Tarifrechner:
berechnen und abschließen.

GLOBAL DESIGN SYSTEM CUSTOMISED ADAPTION // DKV <> ERGO GROUP AG, ERGO DIGITAL FACTORY
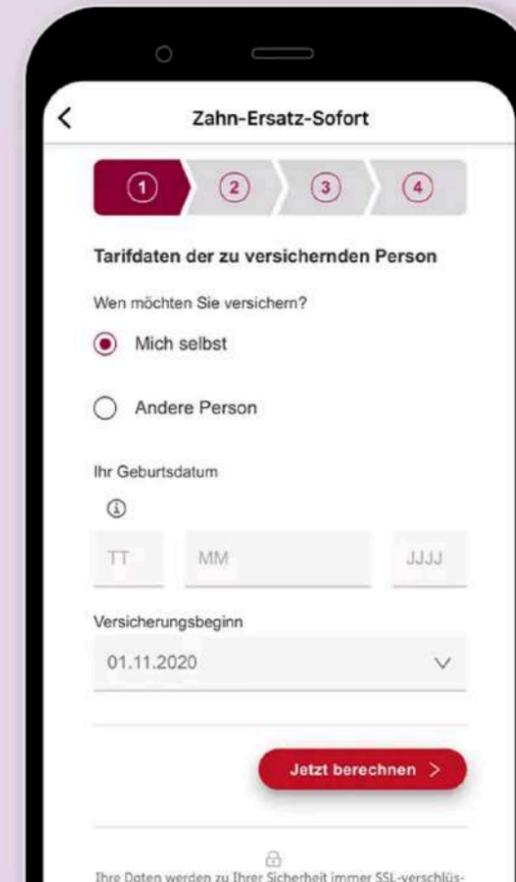
BRAND DESIGN RELAUNCH, GLOBAL DESIGN SYSTEM 'ERGO ONE' FOR AFFILIATE COMPANY WEB PLATFORM
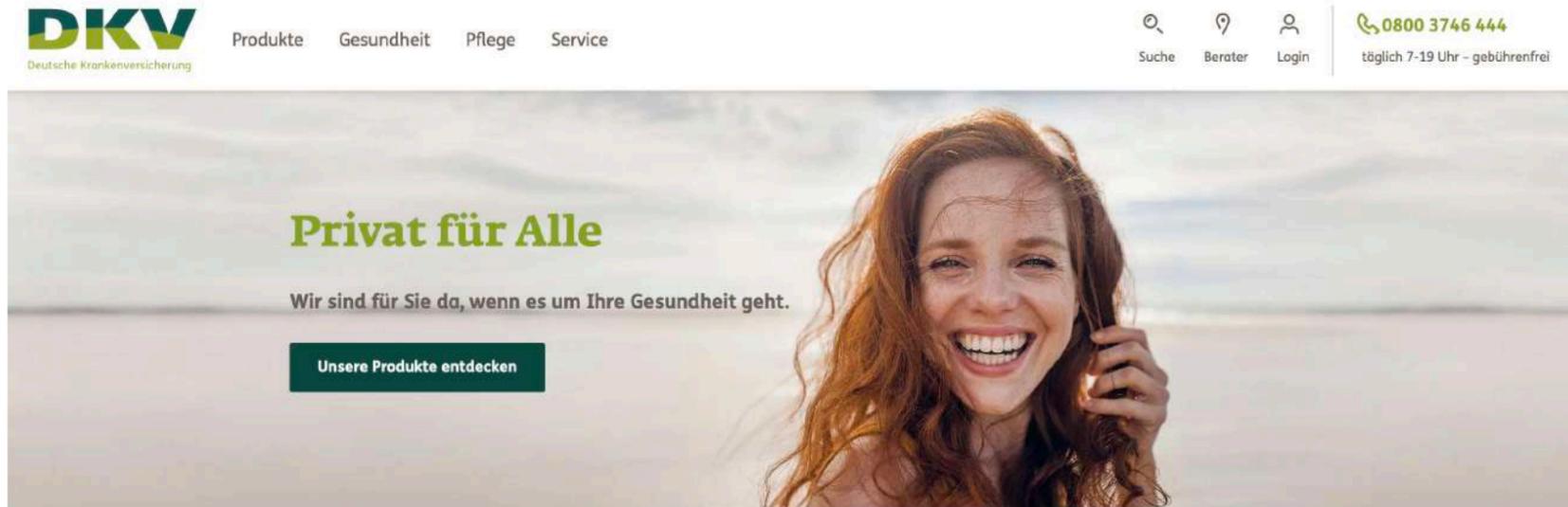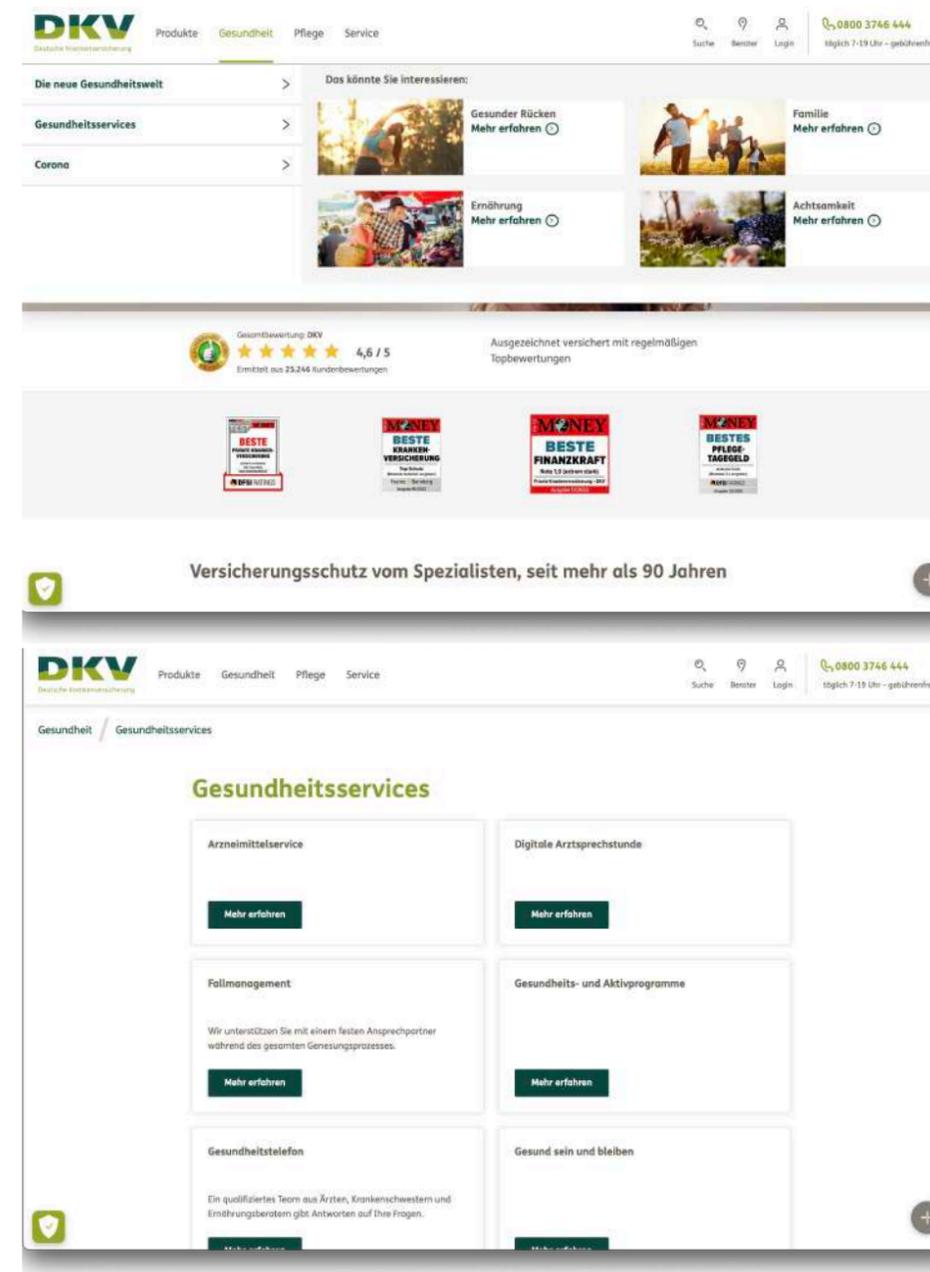
SERVICE PROCESS INTEGRATION BASED ON THE PATTERN LIBRARY OF THE GLOBAL DESIGN SYSTEM

DESIGN SYSTEM PATTERN LIBRARY & DESIGN TOKENS // ERGO GROUP AG, ERGO DIGITAL FACTORY
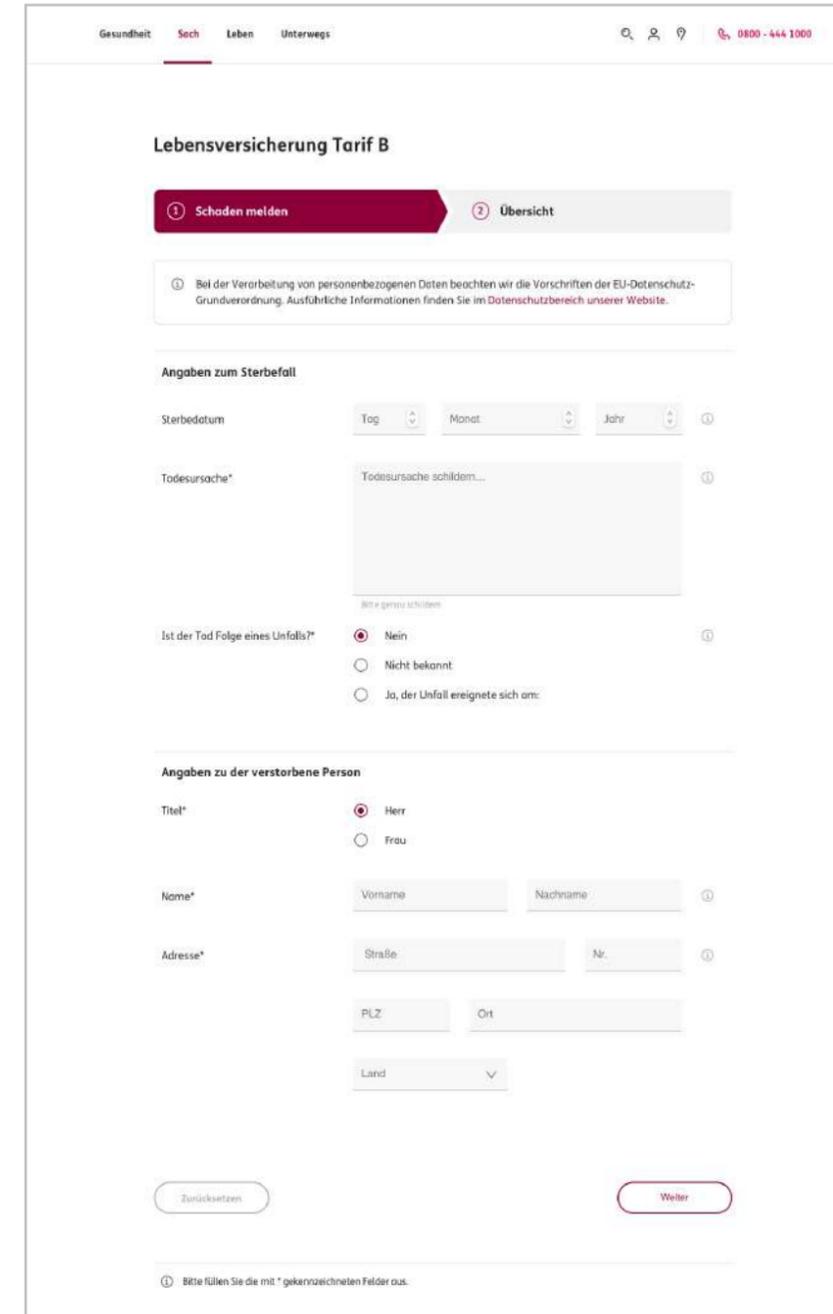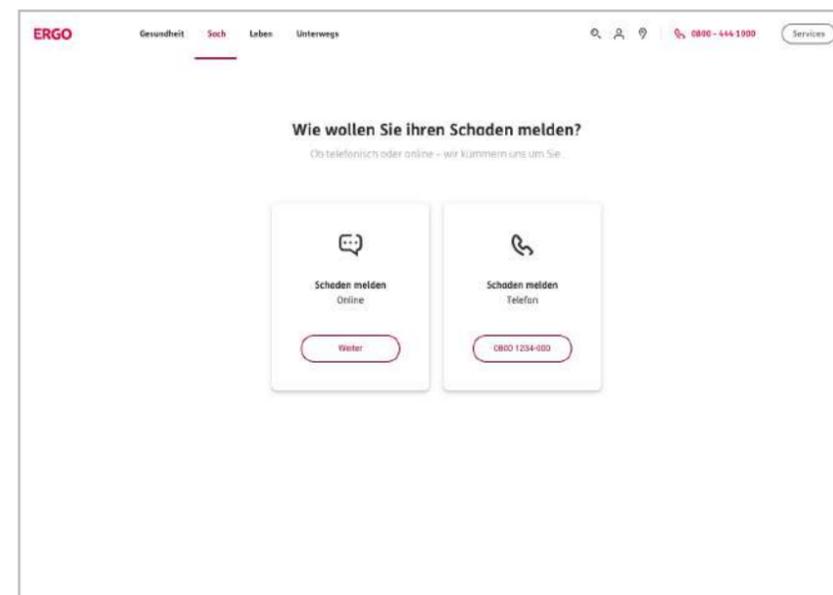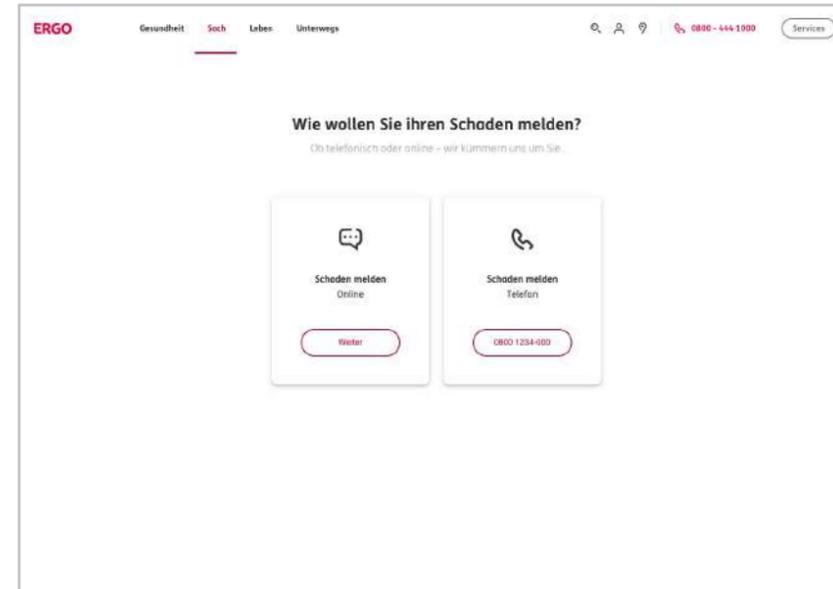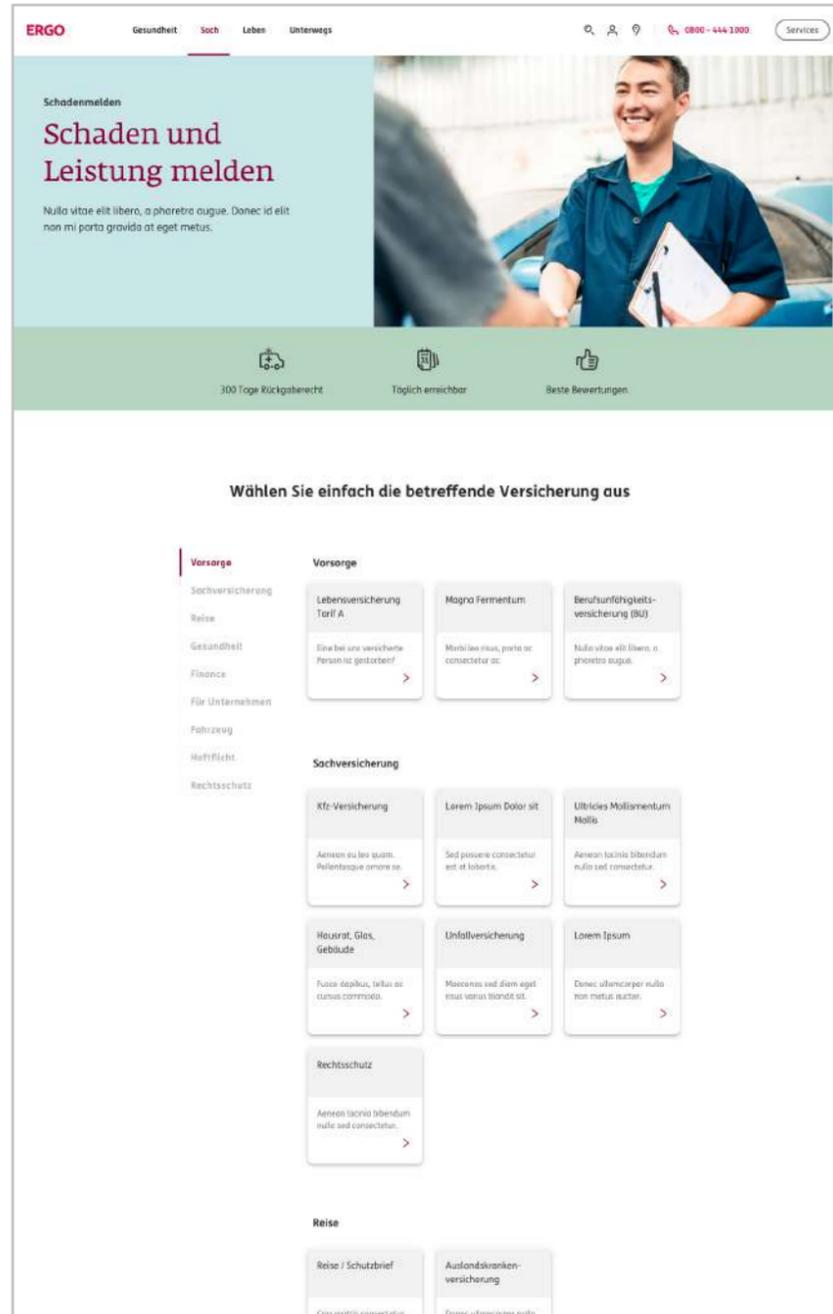
SAMPLES OF THE CORE DESIGN SYSTEM WITH INTEGRATED CODE-SNIPPETS FOR RAPID APPLICATION & SERVICE DEVELOPMENT

PROJECT – OTTO

THE REQUEST:
OTTO WANTED TO ESTABLISH A REPUTABLE TRADING PLATFORM FOR RETAILERS WITH A WIDE REACH, CLEAR RETAILER CRITERIA AND A FAIR FEE SYSTEM IN ORDER TO STAY INTERNATIONALLY COMPETITIVE.

THE SOLUTION:
IDEATE, DESIGN AND CONTINOUSLY DEVELOP THE KEY CONCEPT FOR THE OTTO ONLINE MARKETPLACE WHERE THEY ARE NOT ONLY OFFERING A FAIR TRADING PLATFORM FOR RETAILERS, BUT ALSO ONE THAT IS EASILY ACCESSIBLE AT ALL TIMES. ENHANCED BY SMART ANALYTICS AND INTEGRATED SALES PROMOTION SERVICES.

THE RESULT:
LEAD FOR THE DESIGN & DEVELOPMENT OF THE OTTO B2C MARKET PLACE PARTNER PLATFORM. SETUP OF AN DESIGNATED UX/UI IN-HOUSE DEPARTMENT. ADVISOR AND CREATIVE LEAD OF A GLOBAL DESIGN SYSTEM & PATTERN LIBRARY FOR RAPID APPLICATION DEVELOPMENT. FURTHERMORE LEAD DESIGN MANAGER OF MANY OTHER INTERNAL B2B DEVELOPMENT ACTIVITIES, AS WELL AS IN-HOUSE COUNSELLING & CONCEPTS FOR GENERAL IT APPLICATION MANAGEMENT.

EXPERTISE & RESPONSIBILITIES:

- Design Thinking
- LEAN UX
- User-centered Design
- User Experience Design
- User Interface Design
- User Flows
- Usability Engineering
- Usability Testing
- Global Design System
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping
- UX Lab Testing

- Global Cross-Functional Team Leadership
- Team Building
- Agile Leadership

- Iterative MVP Development
- E-Commerce Market Place
- Product Design & Development

ONLINE MARKET PLACE, PARTNER PORTAL, E-COMMERCE CMS // OTTO GMBH & CO. KG, OTTO HOLDING

WHAT STARTED AS THE INTERNAL PROJECT 'OTTO BRANDCONNECT' BECAME TODAYS PUBLIC RETAILER PLATFORM OTTO MARKET

INITIAL MVP

OTTO BRAND**C**CONNECT

TODAY ~>

PUBLIC RELEASE

OTTO market

PUBLIC PRESS RELEASES:

Die größte Veränderung in der Geschichte von Otto
https://www.wuv.de/marketing/die_groesste_veraenderung_in_der_geschichte_von_otto

Otto präsentiert Otto Market & Brand Connect
https://www.internetworld.de/e-commerce/otto-group/otto-praesentiert-otto-market-brand-connect-1529745.html

Otto stellt „Otto Market" & „Brand Connect" vor
https://www.onlinehaendler-news.de/handel/31419-otto-market-brand-connect.html

Otto lanciert die Plattform Brand Connect
https://www.infoboard.de/otto-lanciert-die-plattform-brand-connect/?cn-reloaded=1

Introducing: OTTO Brand Connect
https://www.otto.market, https://www.youtube.com/watch?v=3_9OpOjL_kQ

ONLINE MARKET PLACE, PARTNER PORTAL, E-COMMERCE CMS // OTTO GMBH & CO. KG, OTTO HOLDING

MARKET PLACE PLATFORM AS A SERVICE — LEAD UX, LEAD CONCEPT & UI DESIGN, RESPONSIVE FRAMEWORK DEVELOPMENT

ONLINE MARKET PLACE, PARTNER PORTAL, E-COMMERCE CMS // OTTO GMBH & CO. KG, OTTO HOLDING

INITIAL UI/UX CONCEPT DRAWINGS FOR USABILITY TESTING

ONLINE MARKET PLACE, PARTNER PORTAL, E-COMMERCE CMS // OTTO GMBH & CO. KG, OTTO HOLDING
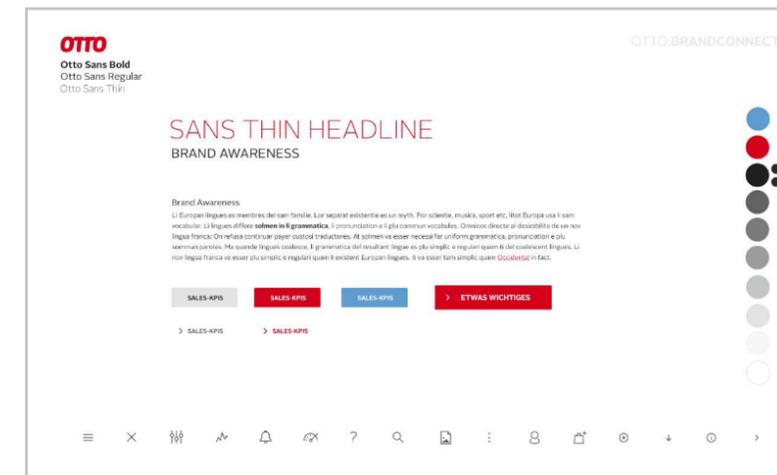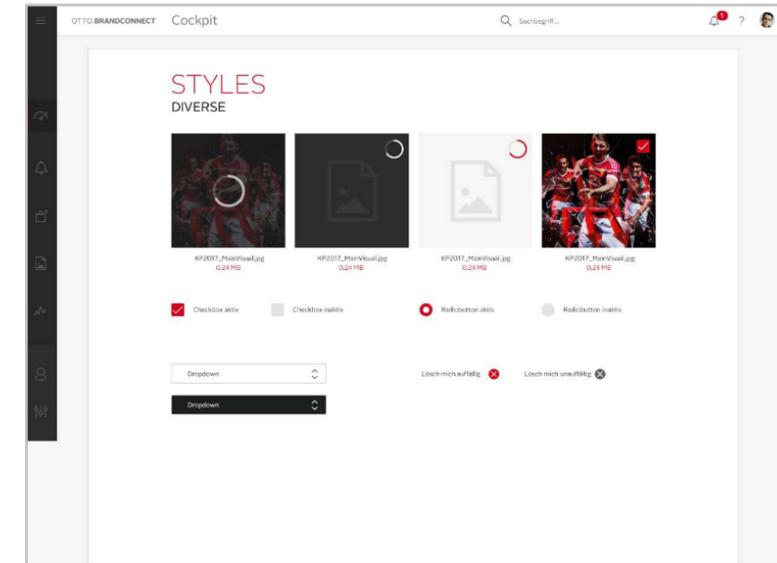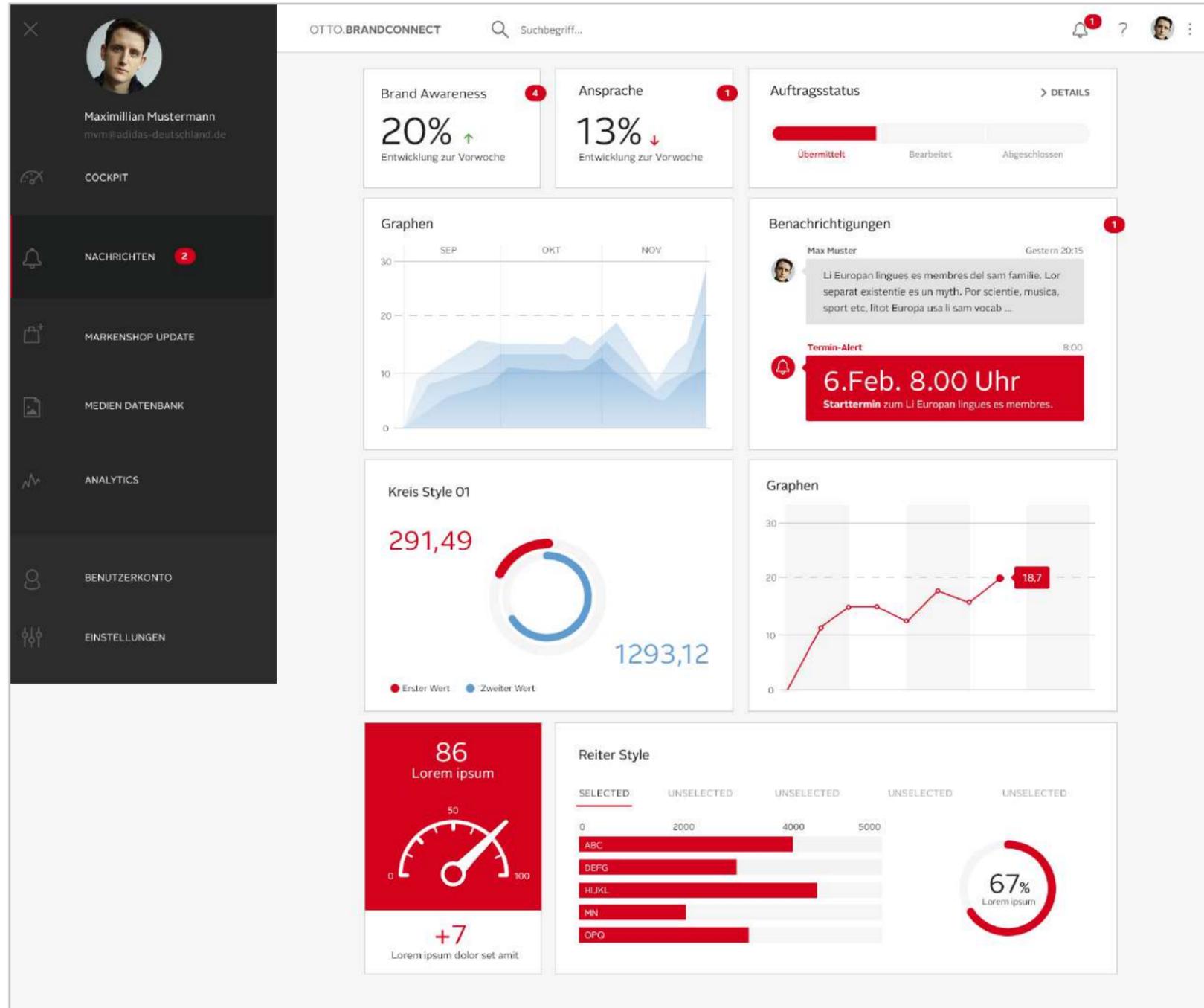
MVP DESIGN FOR TEST LAUNCH AND FIRST ACCESS TO KEY BRAND PARTNERS

RAPID APPLICATION DEVELOPMENT DESIGN SYSTEM, DEPARTMENT SETUP, HR CONSULTING, RECRUITING & TRAINING
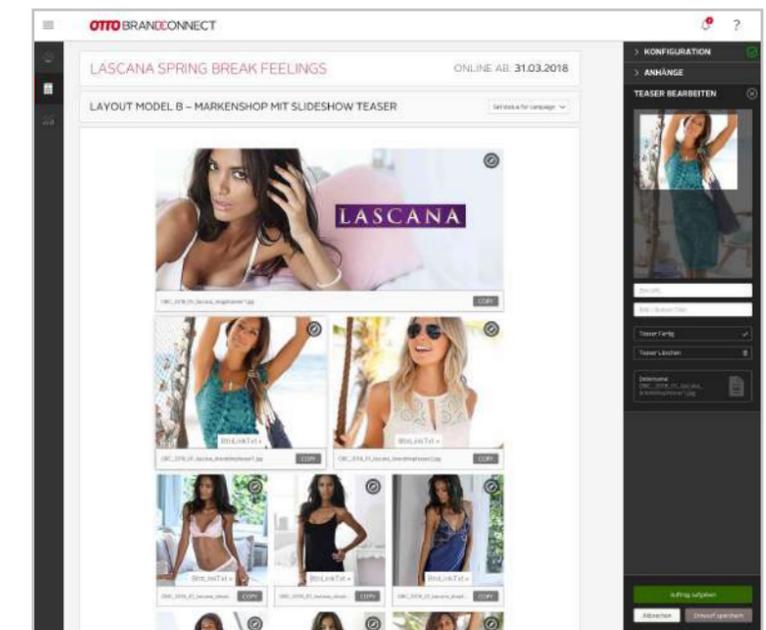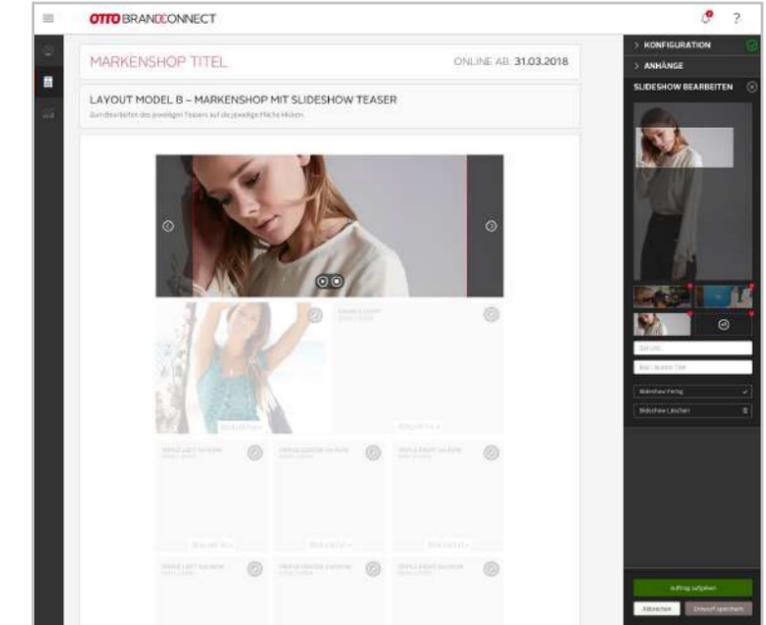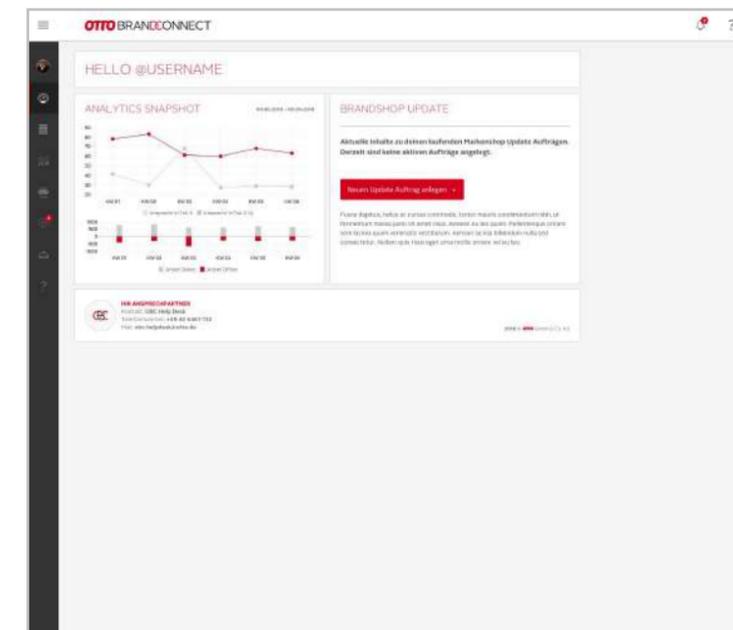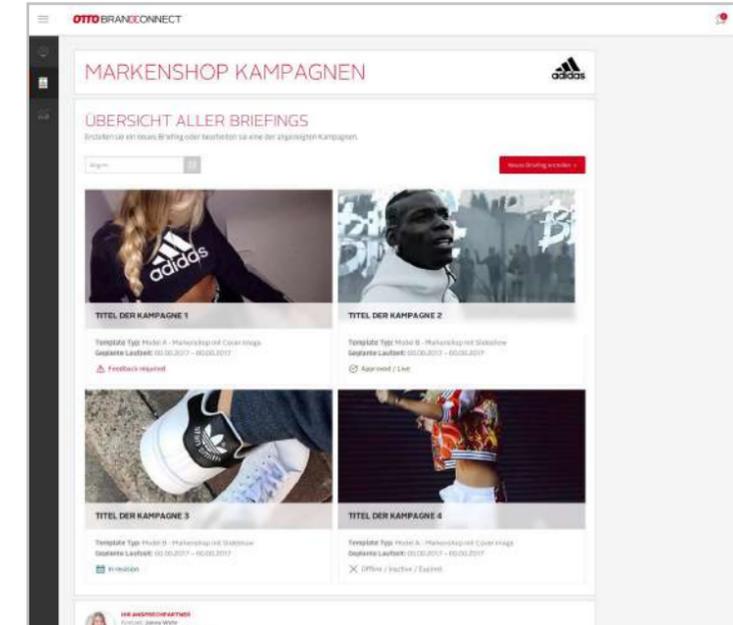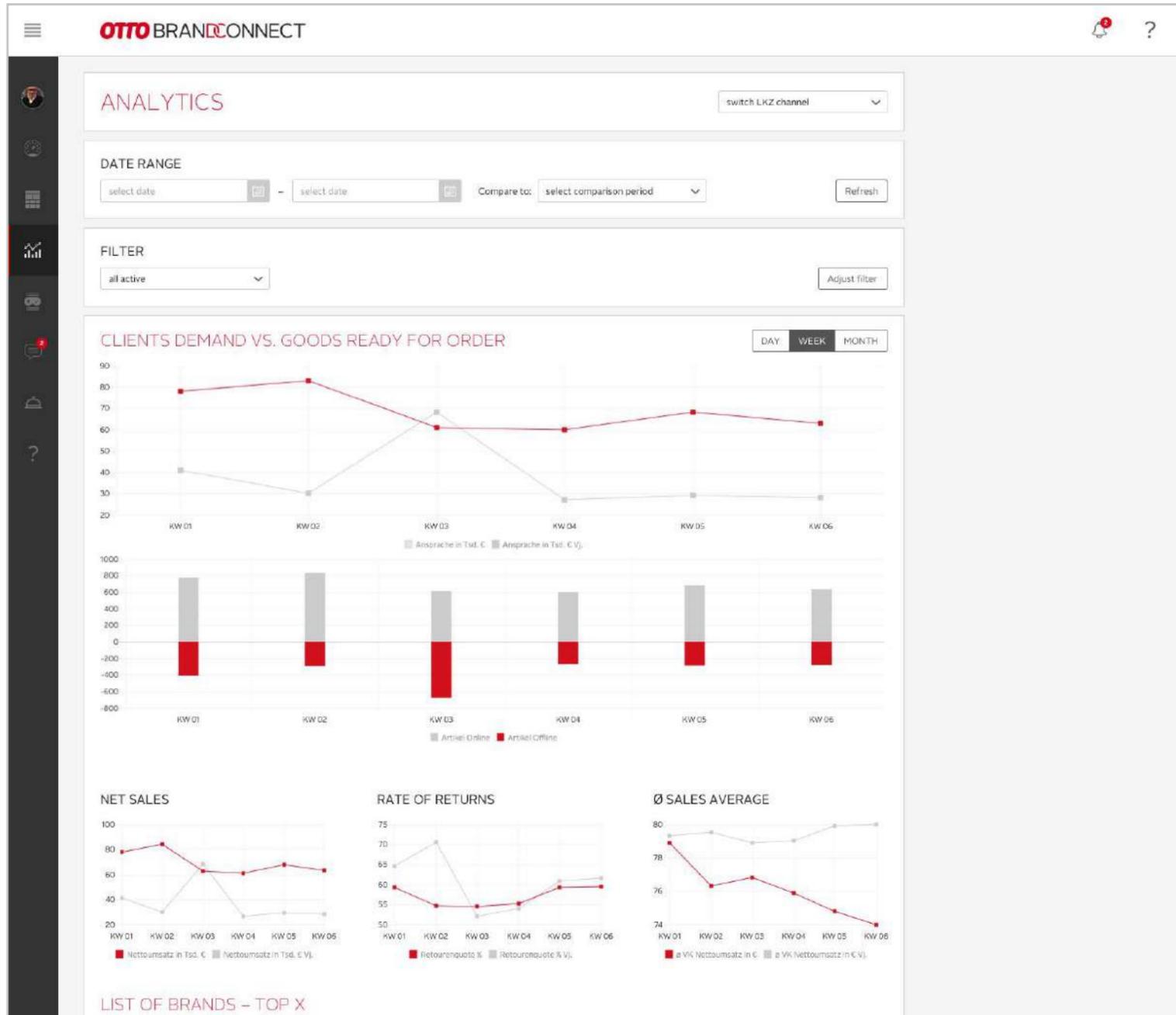
WHAT INITIALLY BEGAN AS A PRODUCT RELATED DESIGN & DEVELOPMENT TASK FOR THE MARKET PLACE PLATFORM QUICKLY TRANSFORMED INTO AN EXTENDED ASSIGNMENT TO ESTABLISH, ORGANIZE AND LEAD A CENTRALIZED IN-HOUSE UX/UI DEPARTMENT.

THE BEGIN OF THE OTTO XDS TEAM.

A TASK FORCE THAT WAS ESPECIALLY DEDICATED TO CONSULT, CONTRIBUTE AND PARTICIPATE AS A CENTRAL COUNSELLING AID TO ALL INTERNAL MATTERS OF ANY OTTO IT DEVELOPMENT NEEDS.

MAJOR DUTIES AND RESPONSIBILITIES SERVED:

- consulting, planning & setup of a complete new UX/UI department for all related matters within the central IT departments of OTTO Gmbh & Co. KG

- recruiting the initial team with seven new employees [partially full time & contracted freelancers]

- creation & installation of an interdisciplinary team workflow model as foundation to create and manage projects within a wide field of different OTTO internal departments

- lead designer for establishing a general OTTO IT design system as a fundamental framework to fulfill all requests within a community of about 700 developers & software architects

- lead template developer to provide rock-solid and thoroughly tested dynamic elements, components and organisms for rapid software and application development

- constant mentoring, consulting & training of best practices within the field of usability, customer centricity and user experience

- implementing & training of agile methodologies [SCRUM & KANBAN]

VISUALIZATION OF THE GENERAL WORKFLOW APPROACH FOR THE OTTO XDS TEAM

XPERIENCE CREATION

XPERIENCE DEVELOPMENT

KICK-OFF, SETUP — GATHERING DATA — SENSEMAKING — EXPLORING — SCOPING — VISUALIZING — VALIDATION — PRODUCT & UX DEFINITION — DELIVERY READINESS — FAIR DESIGN — PLAN — BUILD — VALIDATE — DEPLOY
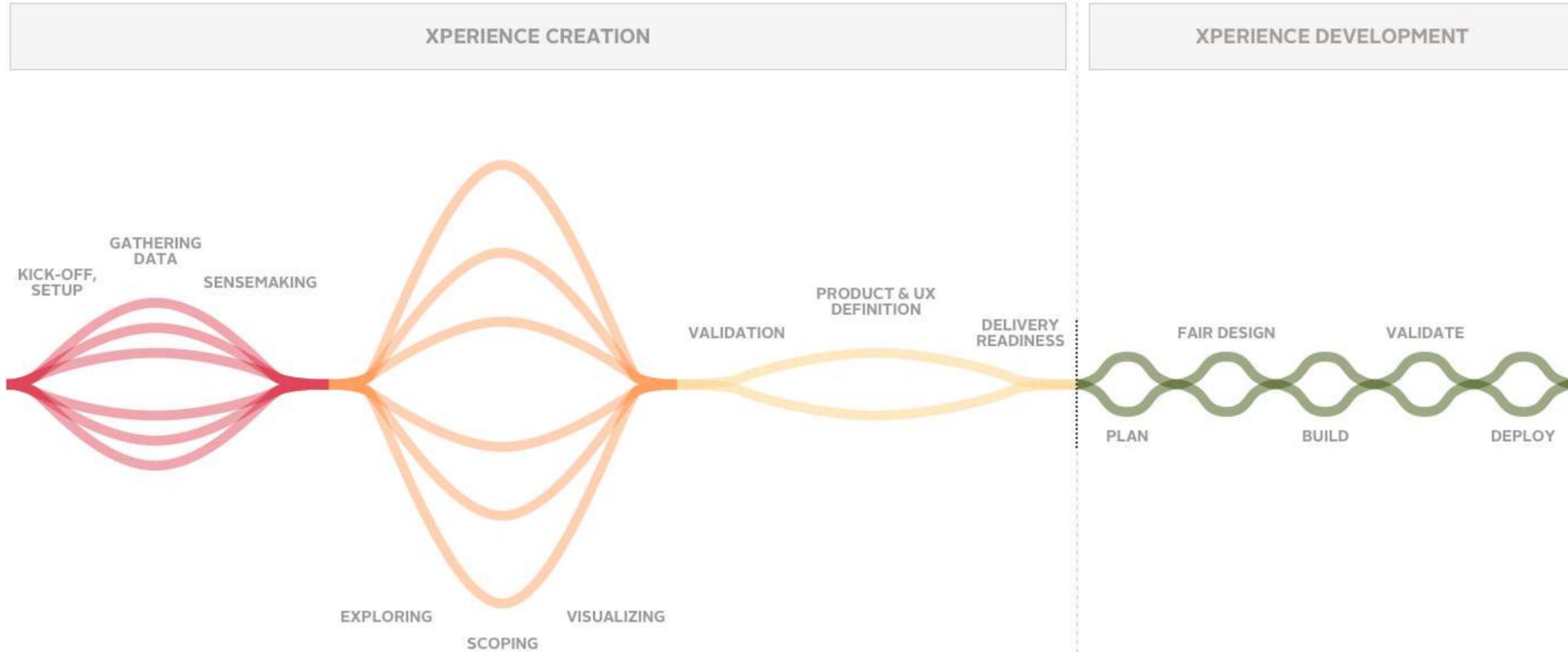
UNDERSTAND

The **XDS team** immerses itself in the subject matter of a CFTs concept to identify unmet needs, behaviours, motivations and aspirations, and take aim at a custom solution.

IDEATE

Synthesizing the learnings from UNDERSTAND, the **XDS team** indentifies key opportunity areas, ultimately aligning on a go-forward UX/UI concept.

SCOPE

A system-level design and technical approach is taken to lay the groundwork for detailed design and development of the core set of user stories and use cases that comprise the solution.

DEVELOP, ROLL-OUT, OPTIMIZE

The **XDS team** works in close collaboration with the CFT partners to iteratively develop the detailed designs and build the solution for the specific use case that deliver value through services people can touch and feel.

XPERIENCE DESIGN TEAM – XPERIENCE DESIGN SYSTEM // OTTO GMBH & CO. KG, OTTO HOLDING

GENERAL STRUCTURE OF THE XDS [BASED ON ATOMIC PRINCIPLES]
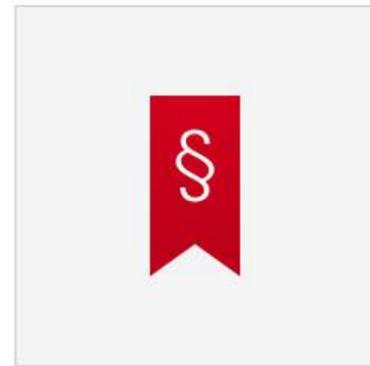
PRINCIPLES

Guiding principles that designers should reference and respect when creating new design patterns.

Principles are the foundational level of the design system and ground it in a predictable logic.

Examples of Principles might be the proper use of infinite scrolling over pagination, or how text truncation should operate.

The Principles provide philosophical continuity, but don't provide any actual code.
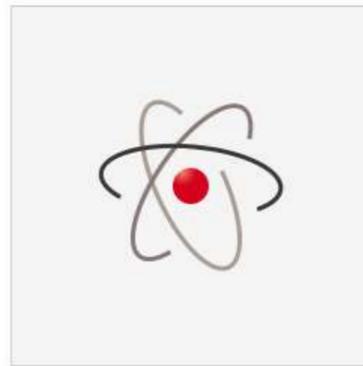
BASICS / ATOMS

Basics, known as Atoms in Atomic Design, contain the design patterns that fall on the simple side of the spectrum.

User interface controls that have a standard html tag are the most obvious form of Basics. Buttons, check boxes, and links are examples of the design patterns one would find at this level.

Borrowing from Atomic Design, Basics are the smallest structures of a user interface. They can not be broken down any further.

The Basics level is almost identical to the Atoms level in Atomic Design, except that we exclude design patterns that document more theoretical constructs and place them into the lower level categorized as Principles.
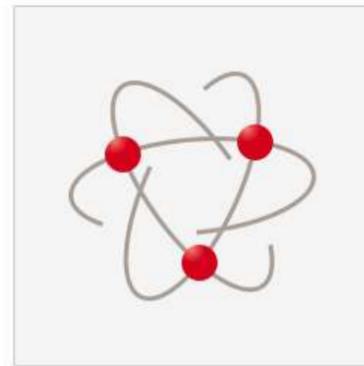
COMPONENTS / MOLECULES

Components, known as Molecules in Atomic Design, contain the user interface patterns that fall on the moderately complex side of the spectrum.

Design patterns for search fields, data tables, and range pickers are examples of items one would find in Components.

The name 'Components' has been chosen because it is typical vernacular found in most design systems. We anticipate that Components will be one of the most heavily used levels in the hierarchy for designers and developers alike and we wanted to choose a familiar term for them to gravitate towards.
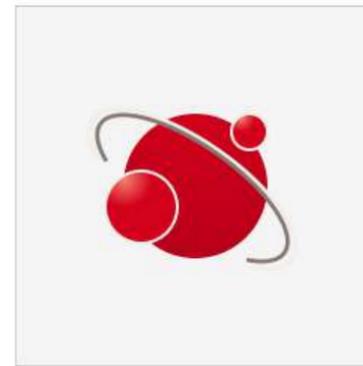
ORGANISMS

Organisms are relatively complex UI components composed of groups of molecules and/or atoms and/or other organisms. These organisms form distinct sections of an interface.

While some organisms might consist of different types of molecules, other organisms might consist of the same molecule repeated over and over again.

For instance, visit a category page of almost any e-commerce website and you'll see a listing of products displayed in some form of grid.

Building up from molecules to more elaborate organisms provides designers and developers with an important sense of context.

Organisms demonstrate those smaller, simpler components in action and serve as distinct patterns that can be used again and again.

TEMPLATES

Templates are page-level objects that place components into a layout and articulate the design's underlying content structure.

When crafting an effective design system, it's critical to demonstrate how components look and function together in the context of a layout to prove the parts add up to a well-functioning whole.

Another important characteristic of templates is that they focus on the page's underlying content structure rather than the page's final content. Design systems must account for the dynamic nature of content, so it's very helpful to articulate important properties of components like image sizes and character lengths for headings and text passages.

RESOURCES / TEMPLATES

A helpful list of tools, links and downloads that will improve a XDS user's workflow.
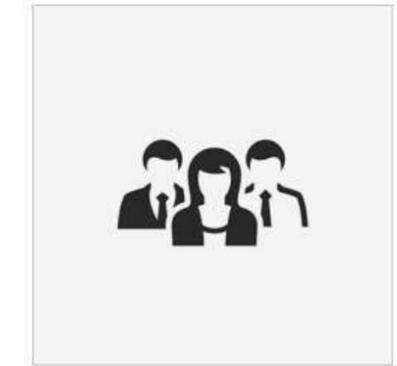
SUPPORT & TEAM CONTACT

XDS team contacts and support area.

XPERIENCE DESIGN TEAM – XPERIENCE DESIGN SYSTEM // OTTO GMBH & CO. KG, OTTO HOLDING

SAMPLES OF THE CORE XDS DESIGN SYSTEM WITH INTEGRATED CODE-SNIPPETS FOR RAPID APPLICATION & SERVICE DEVELOPMENT

XDS PRODUCT INFORMATION MANAGEMENT [PIM] APPLICATION // OTTO GMBH & CO. KG, OTTO HOLDING

OTTO ARTERIA - EXAMPLE OF AN APPLICATION DEVELOPMENT FOR ADDING NEW PRODUCTS TO EXISTING PRODUCT RANGES

XDS CLAIM MANAGEMENT APPLICATION APPLICATION // OTTO GMBH & CO. KG, OTTO HOLDING

OTTO B2B CLAIM MANAGER - EXAMPLE OF AN APPLICATION RELAUNCH FOR HANDLING & SOLVING DELIEVERED PRODUCT RELATED CLAIMS

PROJECT —

THE REQUEST:

MEDIAMARKT-SATURN RETAIL GROUP WAS LOOKING FOR PROFESSIONAL SUPPORT FOR THE OVERALL OPTIMIZATION OF CRITICAL MATTERS RELATED TO THE GENERAL USABILITY AND BEHAVIOUR OF THEIR E-COMMERCE CHECKOUT / CART PROCESSES.

THE SOLUTION:

DEFINITION AND DESIGN FOR AN ALL RESPONSIVE MICROSERVICE ARCHITECTURE FOR ALL KEY E-COMMERCE ELEMENTS IN ORDER TO BE EASILY INTEGRATED AND ADAPTED INTO DIFFERENT EUROPEAN KEY MARKETS AND THEIR VARYING DEMANDS. INTENSE MV & A/B TESTING FOR THE OPTIMIZATION OF ALL ONLINE SALES FUNNELS.

THE RESULT:

STARTING AS AN EXTERNAL UX/USABILITY SPECIALIST WITH A STRONG FOCUS ON GENERATING INCREASE IN SALES, I QUICKLY TRANSFORMED INTO THE LEAD PRODUCT OWNER FOR ALL EUROPEAN SALESLINES OF THE MEDIAMARKT-SATURN RETAIL GROUP TO SUPPORT IN ALL RELATED E-COMMERCE ACTIVITIES AND INDIVIDUAL REQUIREMENTS.

EXPERTISE & RESPONSIBILITIES:

- Design Thinking
- LEAN UX
- User-centered Design
- User Experience (UX)
- User Interface Design
- User Flows
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping
- MV & A/B Testing

- Global Cross-Functional Team Leadership
- Agile Leadership

- E-Commerce
- Enterprise CMS / PIM
- Mobile Application
- Product Design
- Product Management
- Product Development
- Online / Mobile Payments

MULTI CHANNEL E-COMMERCE CMS // MEDIAMARKT-SATURN RETAIL GROUP

INDIVIDUAL LANDING PAGES BASED ON ONE CENTRALIZED RESPONSIVE / ADAPTIVE MICROSERVICE ARCHITECTURE — PUBLISHED FROM ONE CORE WEBSPHERE COMMERCE ENGINE
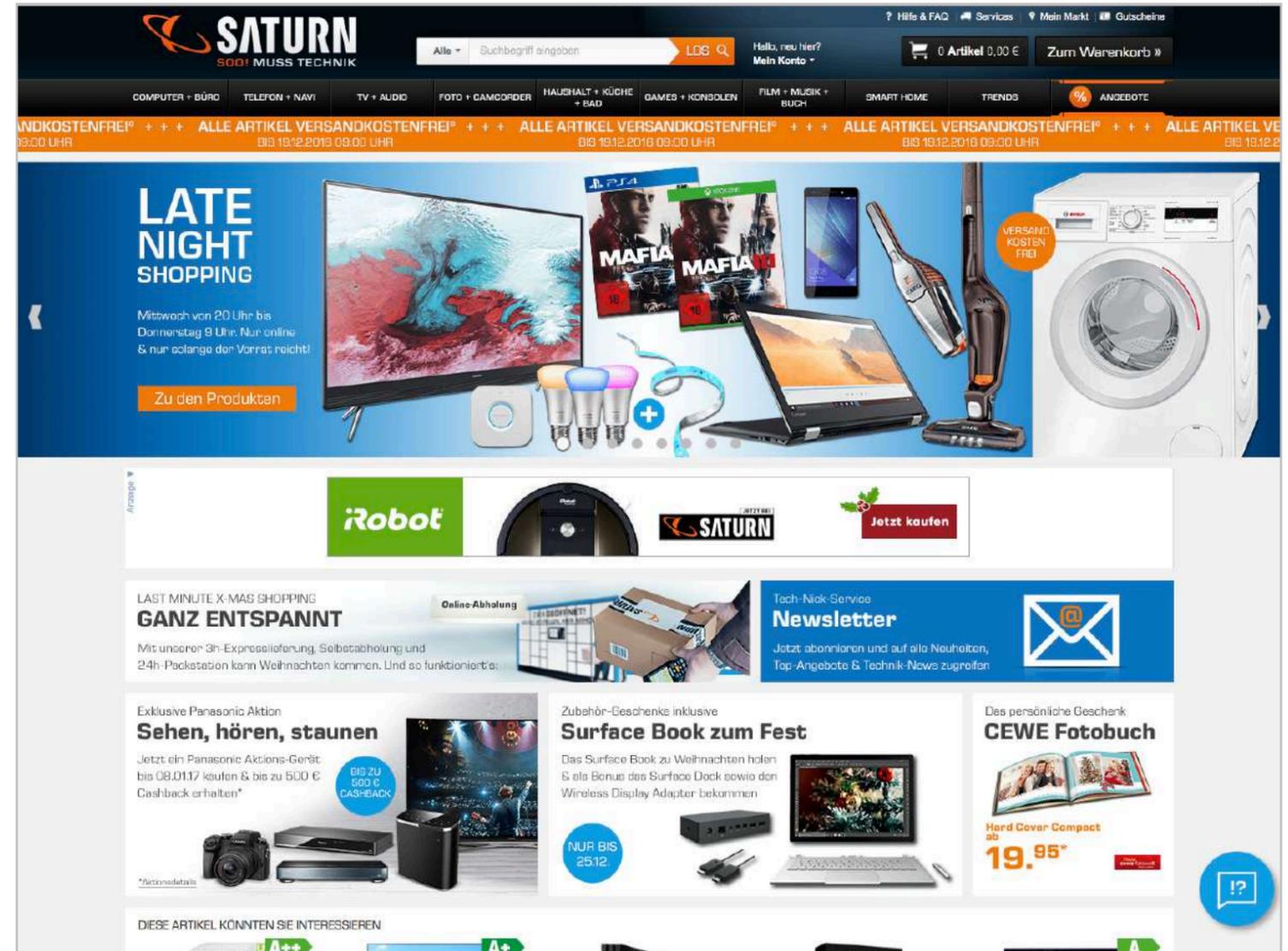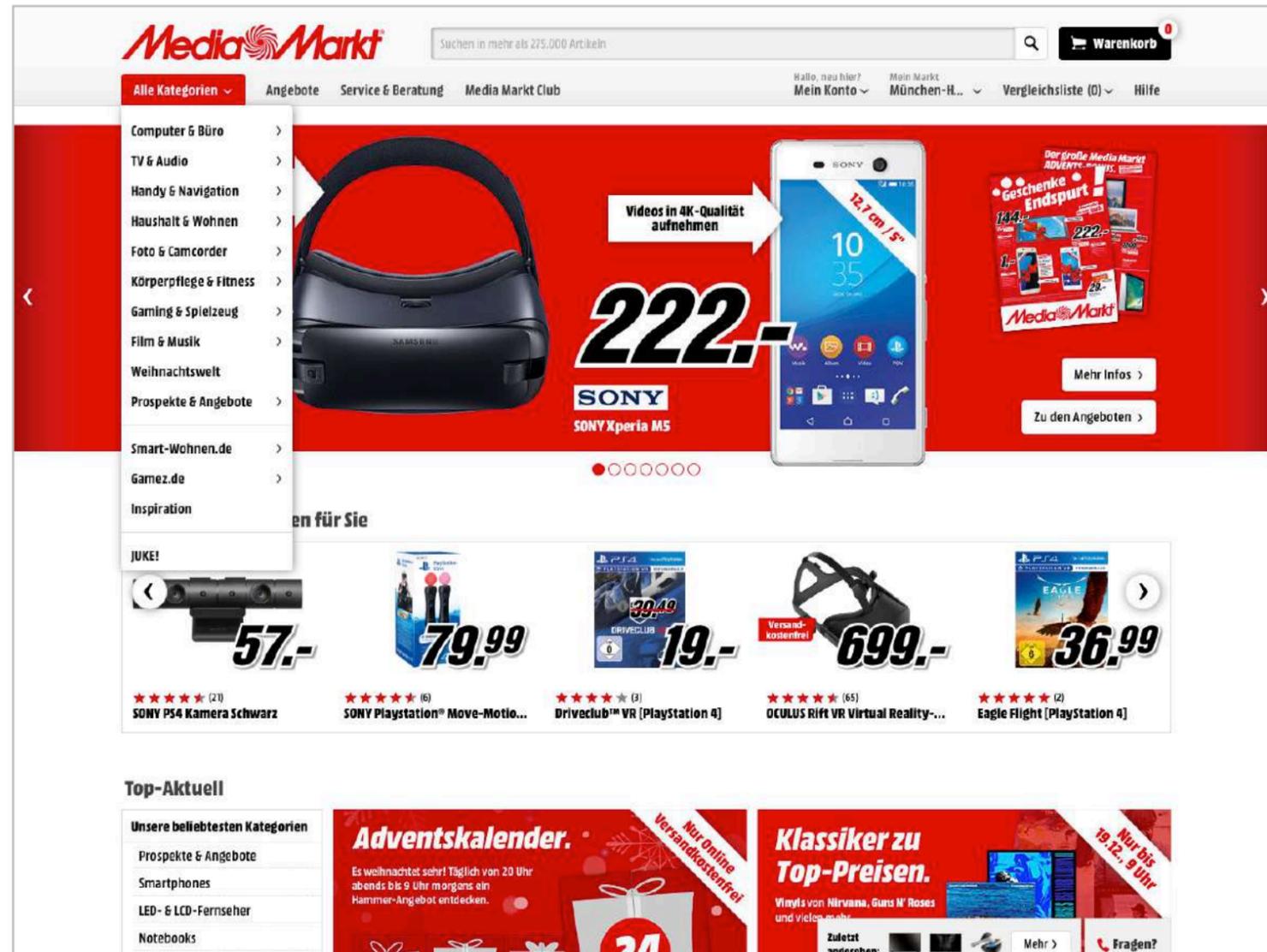
INDIVIDUAL LANDING PAGES / STORE MODE SERVICE FOR THE MOBILE ENABLED WEB-APP BASED ON ONE CENTRALIZED RESPONSIVE / ADAPTIVE MICROSERVICE ARCHITECTURE
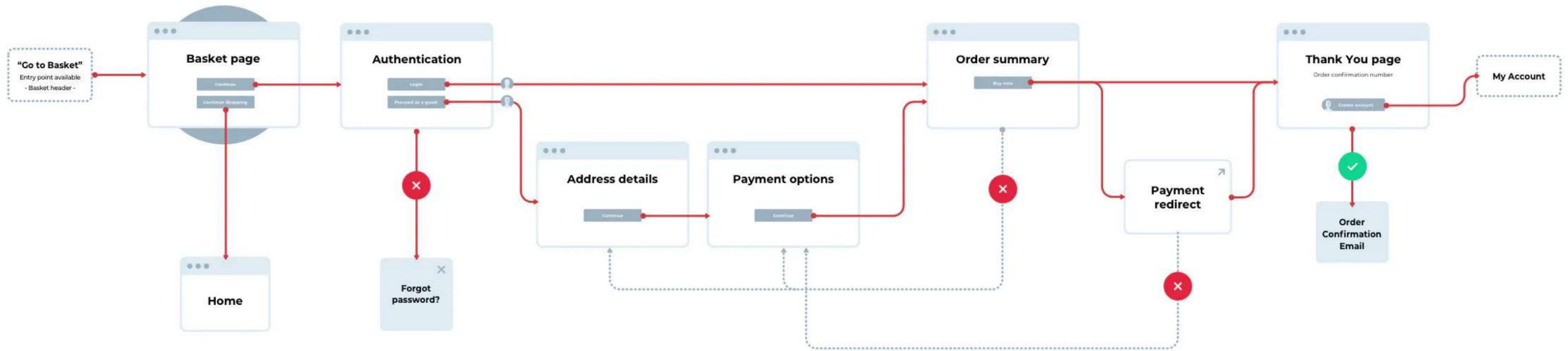
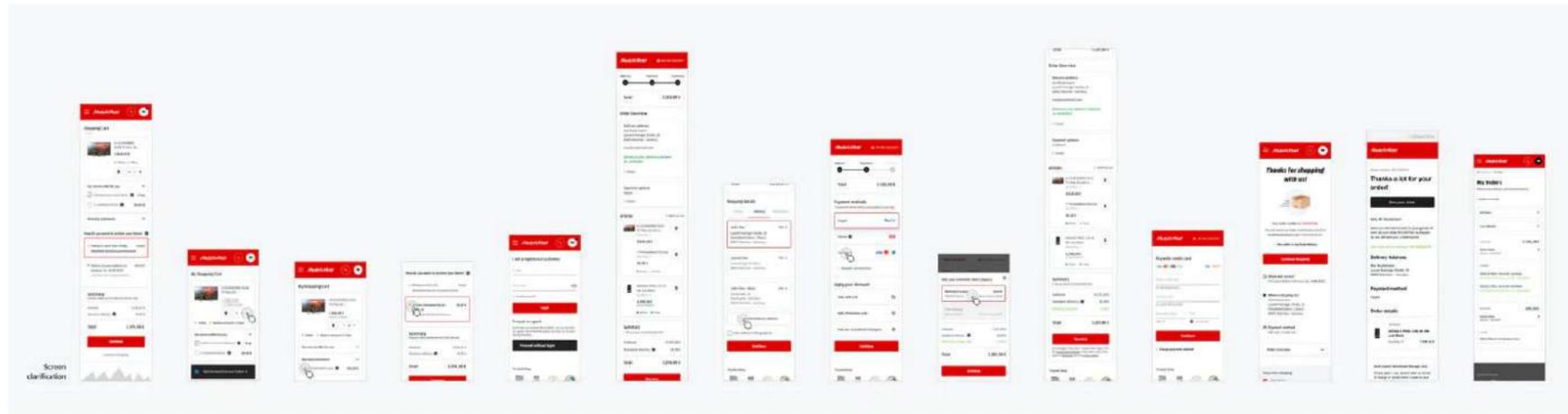MOBILE FIRST / MOBILE ENABLED DESIGN GRID GUIDE

Page margin: 20px

Max page width: 1470px

1470px

XL

1230px

L

990px

M

REM-Root-Values:
XL: 1rem = 16px
L: 1rem = 15px
M, S, XS: 1rem = 14px

750px

S

510px

Max column width: 490px

XS   Page margin:10px

Column margin: 10px

320px

250px

Min column width: 230px

Theoretical
min page width: 250px

MULTI CHANNEL E-COMMERCE CART & CHECKOUT PROCESS // MEDIAMARKT-SATURN RETAIL GROUP
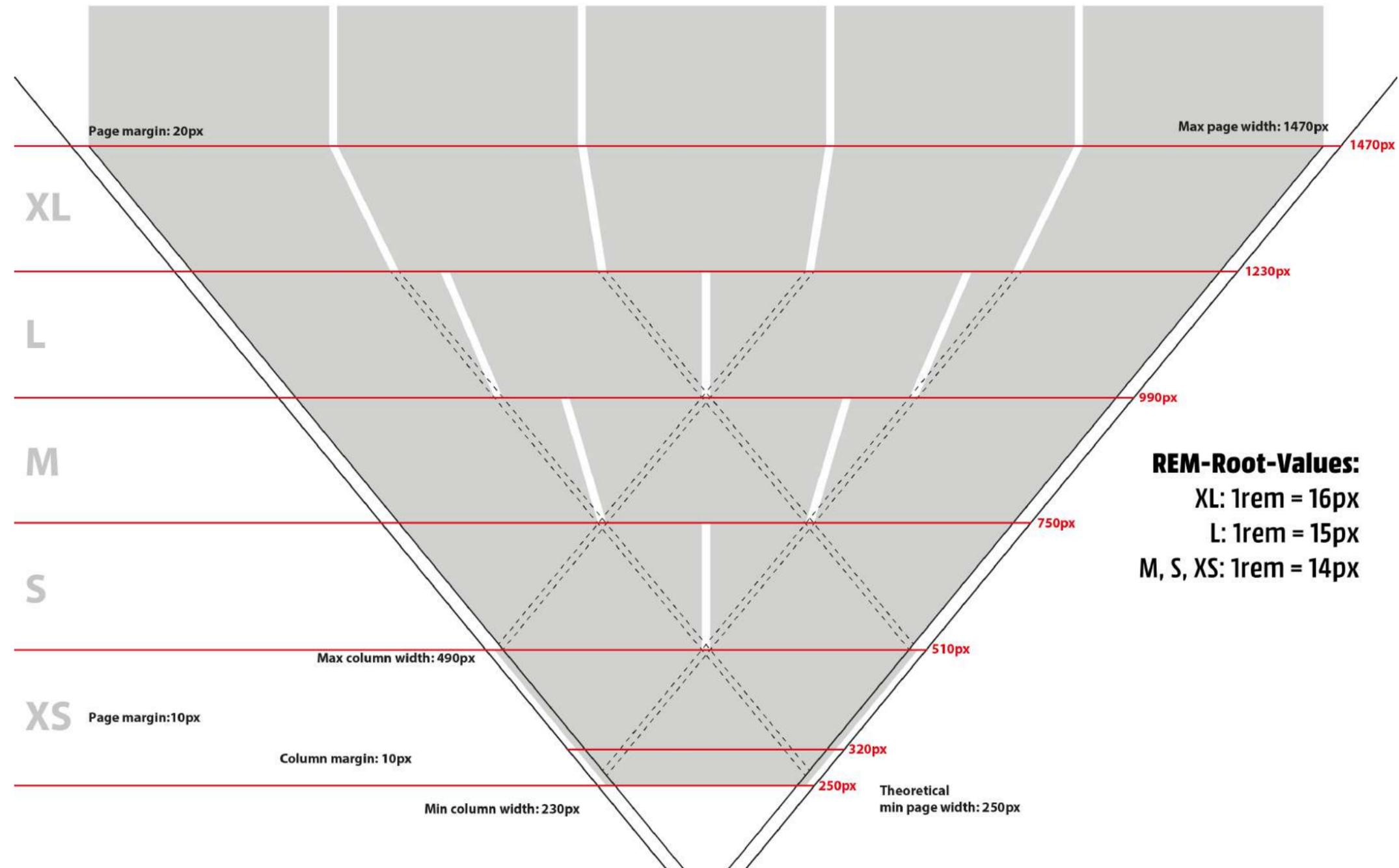
RESPONSIVE ONLINE PAYMENTS OPTIMIZATION CONCEPT

MULTI CHANNEL E-COMMERCE CART & CHECKOUT PROCESS // MEDIAMARKT-SATURN RETAIL GROUP
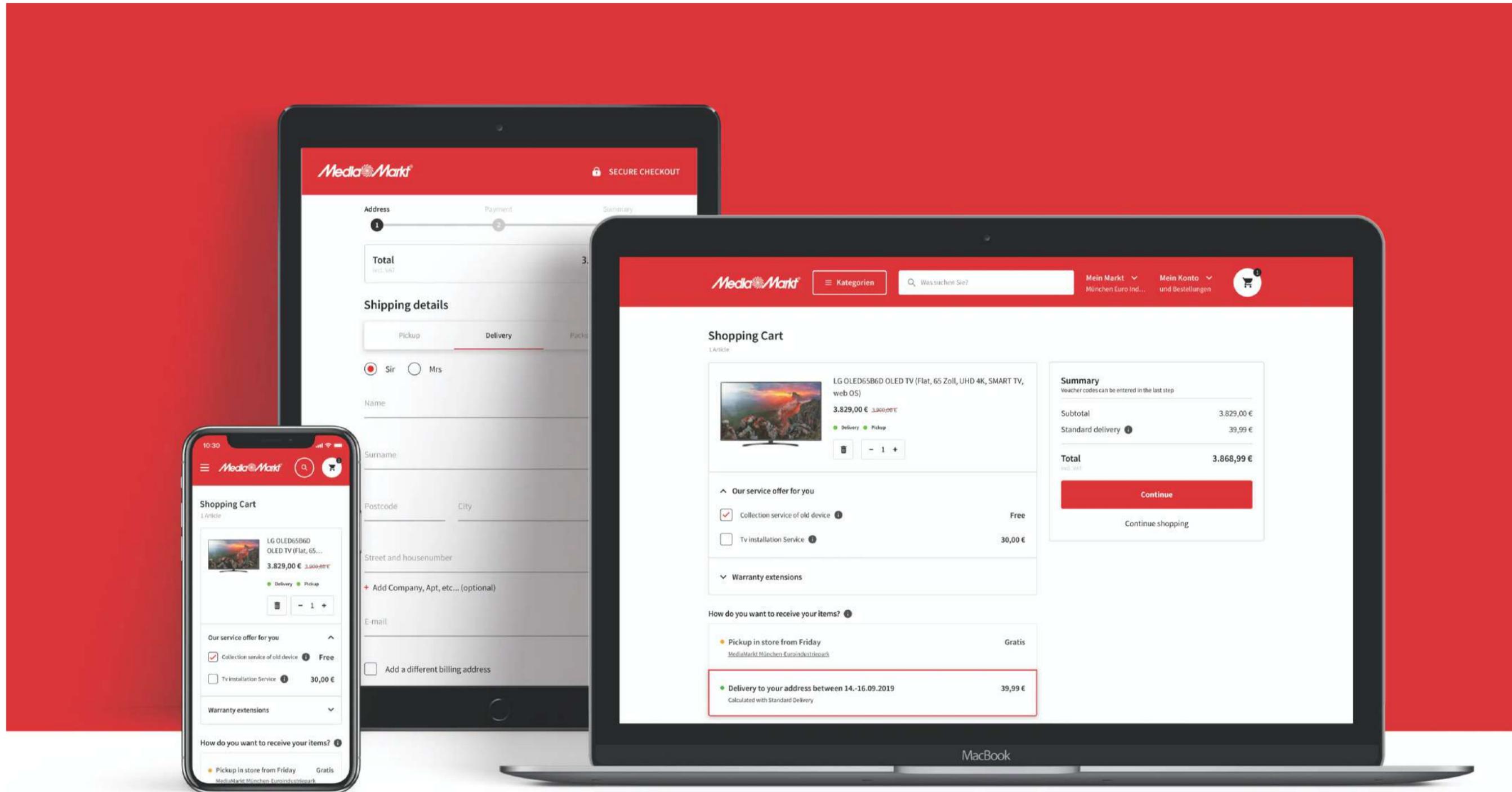
PROCESS VISUALIZATION FOR THE ONLINE PAYMENTS OPTIMIZATION CONCEPT

MULTI CHANNEL E-COMMERCE CART & CHECKOUT PROCESS // MEDIAMARKT-SATURN RETAIL GROUP

MOBILE PAYMENTS STEP-BT-STEP USER FLOW VISUALIZATION WITH DETAILED PROCESS RELATED DESCRIPTIONS

INSTORE SALES TABLET // MEDIAMARKT-SATURN RETAIL GROUP

DESIGN CONCEPT VISUALISATION FOR AN INSTORE SALES APP TO IMPROVE CUSTOMER SERVICE BY STORE EMPLOYEES.

CUSTOM ICONOGRAPHY DESIGNS
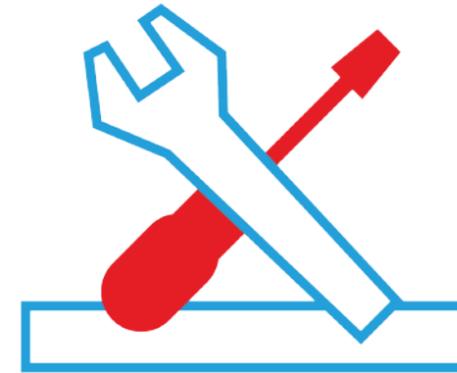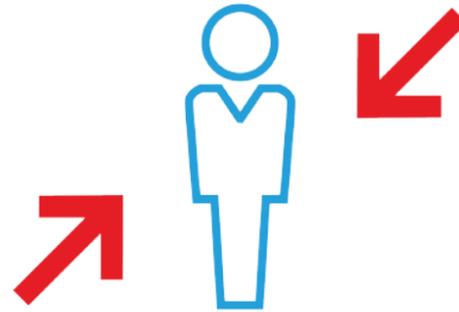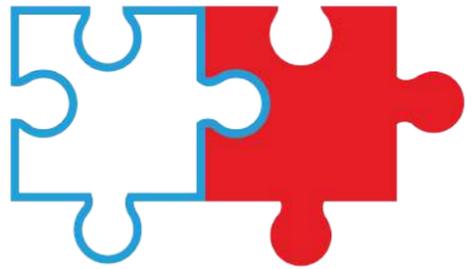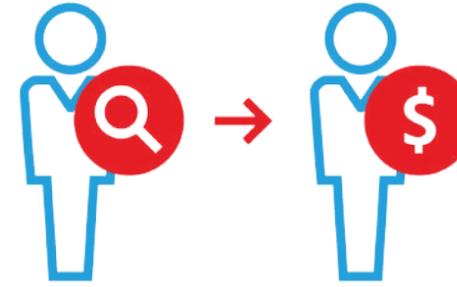
PROJECT — STONE ISLAND

THE REQUEST:
STONE ISLAND WANTED TO SPECIFICALLY EXTEND ITS ONLINE SALES FOR THE US MARKET BASED ON THE AWARENESS AND POPULARITY OF THE BRAND AND ITS WHOLE RANGE OF FASHION PRODUCTS.

THE SOLUTION:
CONCEPT, DESIGN AND GUIDELINES FOR A DEDICATED ONLINE FASHION CATALOGUE & MOBILE SHOPPING APP TO SATISFY AND SUPPORT THE REQUESTED CUSTOMER EXPERIENCE AND EXPECTATIONS THAT APPLY SPECIFICALLY TO THE US MARKET.
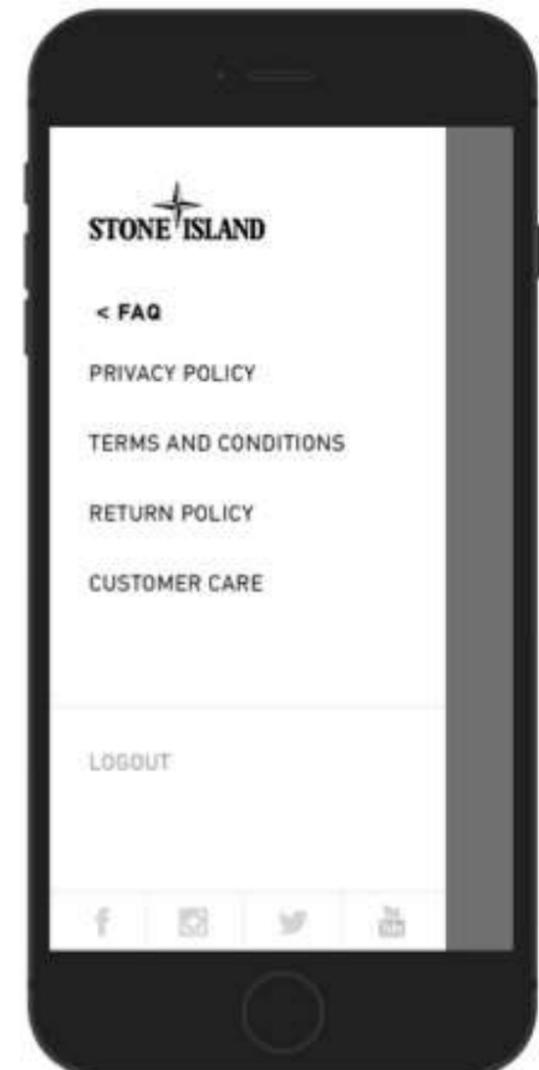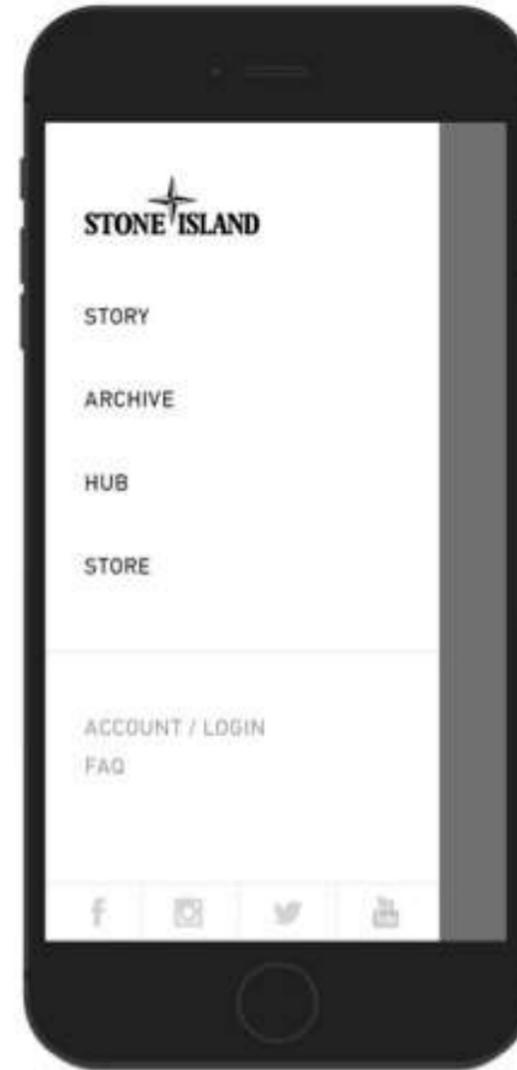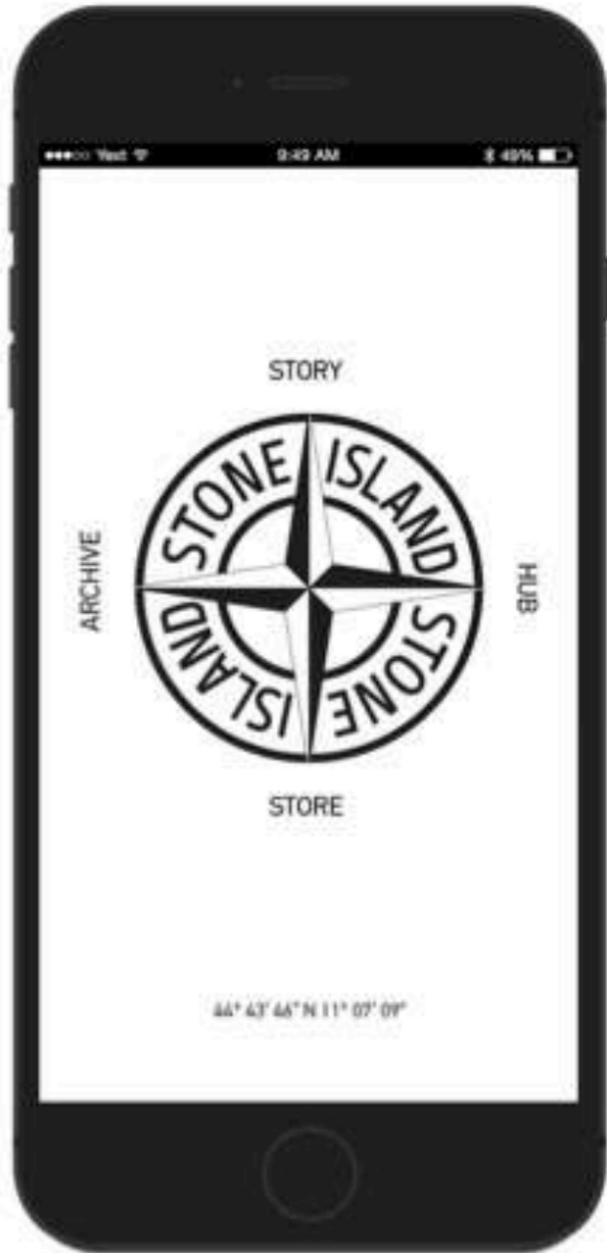
THE RESULT:
IDEATION & DEVELOPMENT FOR AN IOS NATIVE MOBILE SHOPPING APP THAT SEEMLESSLY INTEGRATES INTO AN ALREADY EXISTING E-COMMERCE AND LOGISTICS INFRASTRUCTURE FOR ALREADY EXISTING MARKETS.
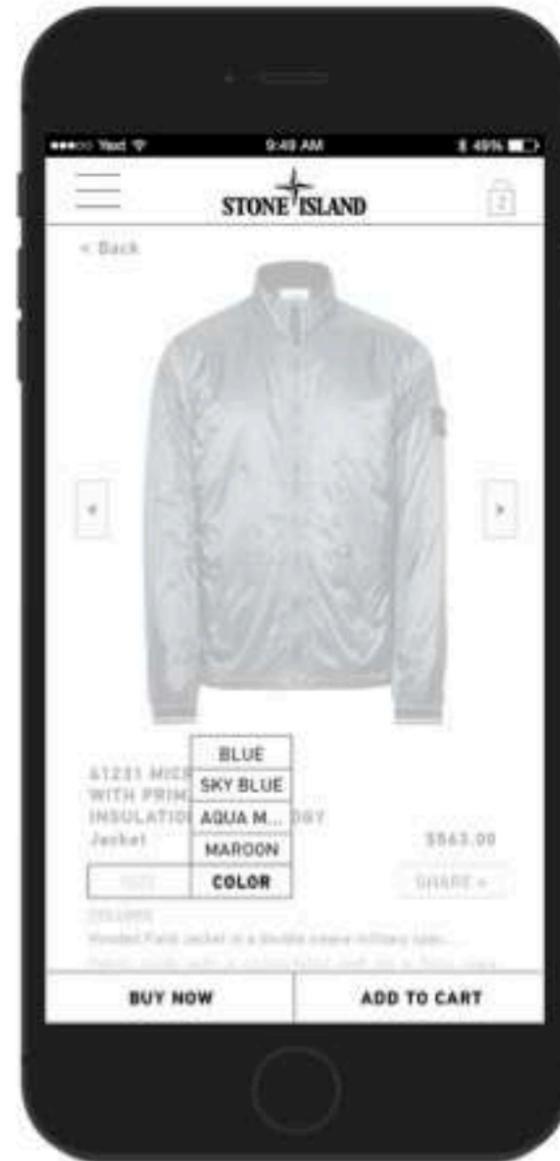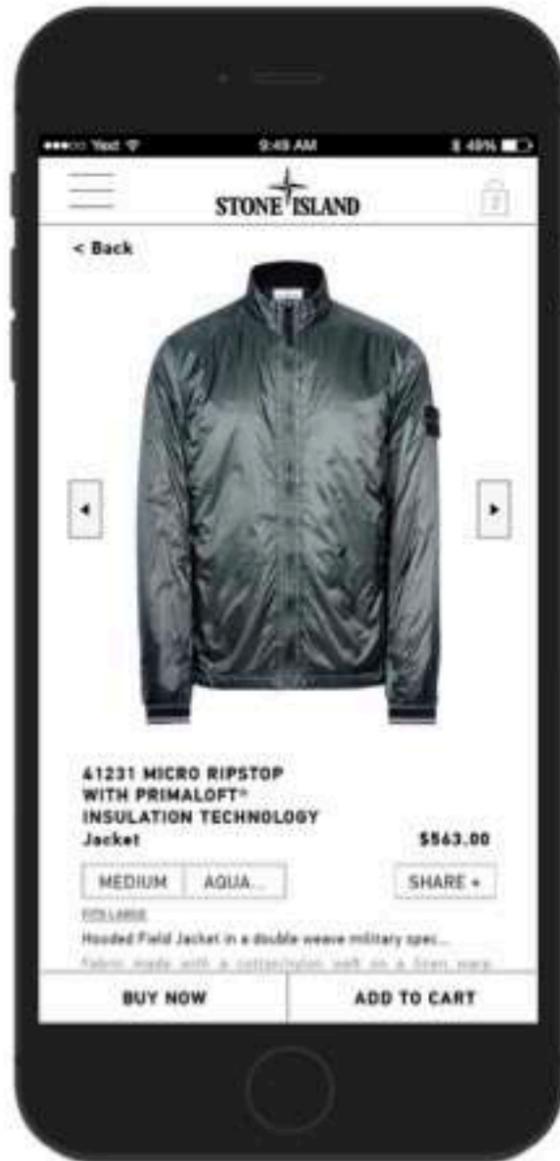
EXPERTISE & RESPONSIBILITIES:

‣ User Experience Design
‣ User Interface Design
‣ User Flows
‣ Creative Problem Solving
‣ Interaction Design
‣ User-centered Design

‣ E-Commerce
‣ Mobile Application [iOS]
‣ Product Design
‣ Design Thinking

IOS NATIVE E-COMMERCE APP FOR THE U.S. MARKET // STONE ISLAND, C.P. COMPANY S.P.A.

MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI

IOS NATIVE E-COMMERCE APP FOR THE U.S. MARKET // STONE ISLAND, C.P. COMPANY S.P.A.

MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI

IOS NATIVE E-COMMERCE APP FOR THE U.S. MARKET // STONE ISLAND, C.P. COMPANY S.P.A.

MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI
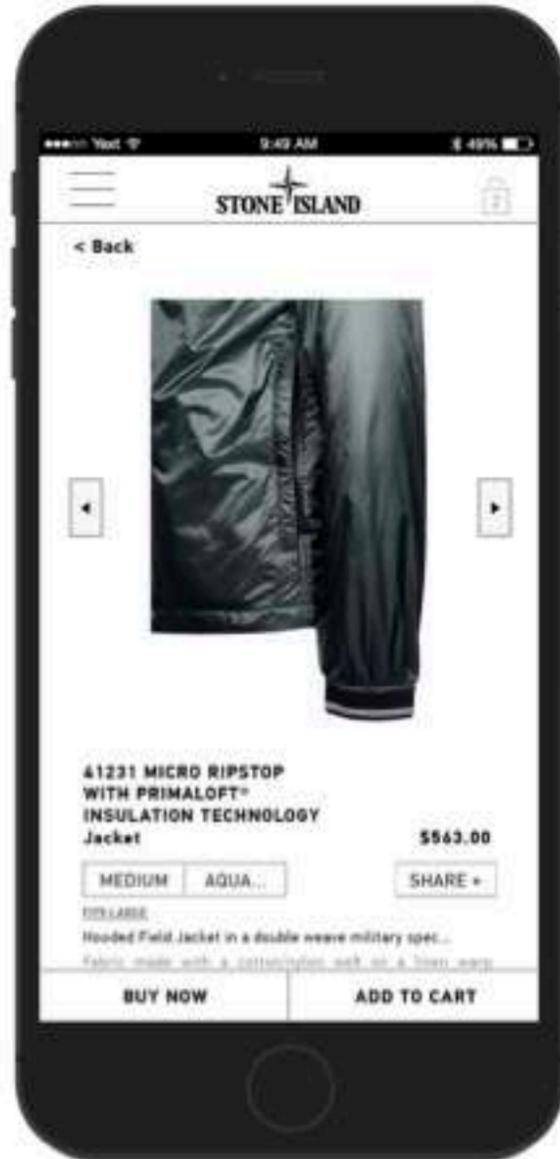
PROJECT — Deutsche Bank

THE REQUEST:
DEUTSCHE BANK WANTED TO USE FINTECHS TO IMPLEMENT DIGITALISATION MORE QUICKLY. WITH THE HELP OF A NEW WEB PORTAL, IT WANTS TO LAUNCH A UNIQUE TYPE OF PRODUCT FOR ITS 900,000 BUSINESS AND CORPORATE CUSTOMERS.

THE SOLUTION:
CONCEPT & DESIGN OF THE 'BLUEPORT' MULTIBANKING WEB APPLICATION, WHICH IS BASED ON THE NEW PAYMENT TRANSACTION SOLUTION 'BANKLINE' AND AIMS TO SUMMARISE ALL OF A CUSTOMER'S BUSINESS ACCOUNTS. IT FURTHERLY INTEGRATES BUSINESS SERVICES, INCLUDING THOSE FROM PROVIDERS OUTSIDE THE BANK.

THE RESULT:
DEVELOPMENT OF A CROSS-BANK APPLICATION WITH AN OVERVIEW OF ALL ACCOUNT INFORMATION AND PAYMENT TRANSACTIONS, WHICH ALSO OFFERS THE OPTION OF IMPORTING PAYMENT ORDERS, HANDLING ACCOUNTING PROCESSES, CENTRALISED MANAGEMENT OF RECEIPTS AND FINANCIAL DATA AND CLASSIC FACTORING SOLUTIONS.

EXPERTISE & RESPONSIBILITIES:

‣ Design Thinking
‣ LEAN UX
‣ User-centered Design
‣ User Experience (UX)
‣ User Interface Design
‣ User Flows
‣ Customer Experience
‣ Creative Problem Solving
‣ Rapid Prototyping

‣ Online Banking
‣ Software as a Service (SaaS)
‣ Product Design

‣ Global Cross-Functional Team Leadership
‣ Agile Leadership

MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI

PROJECT – Klarna.

THE REQUEST:

KLARNA AUSTRIA GMBH WANTED TO OPTIMIZE ITS OVERALL MOBILE PAYMENT USER FLOW AND EXPERIENCE. THIS REQUEST IS BASED ON A STRONG DEMAND TO STAY COMPETITIVE AGAINST OTHER PAYMENT SOLUTION PROVIDERS.

THE SOLUTION:

ANALYSING AND EVALUATING ALL INDIVIDUAL STEPS AND POSSIBLE OPTIONS DURING THE MOBILE PAYMENT PROCESS. UX LAB TESTS AND INTERVIEWS WITH REAL CUSTOMERS TO VERIFY THE THESES IDENTIFIED.

THE RESULT:

DEVELOPMENT OF A NEW DESIGN GUIDE THAT RESEMBLES UPDATED BEST PRACTICES BASED ON CUSTOMER INSIGHTS WHICH ALSO OFFERS A NEW AND CLEAN STRUCTURE ON HOW TO IMPLEMENT AN IDEAL FUTURE PROOF MOBILE PAYMENT USER EXPERIENCE.

EXPERTISE & RESPONSIBILITIES:

- Design Thinking
- LEAN UX
- User-centered Design
- User Experience (UX)
- User Interface Design
- User Flows
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping

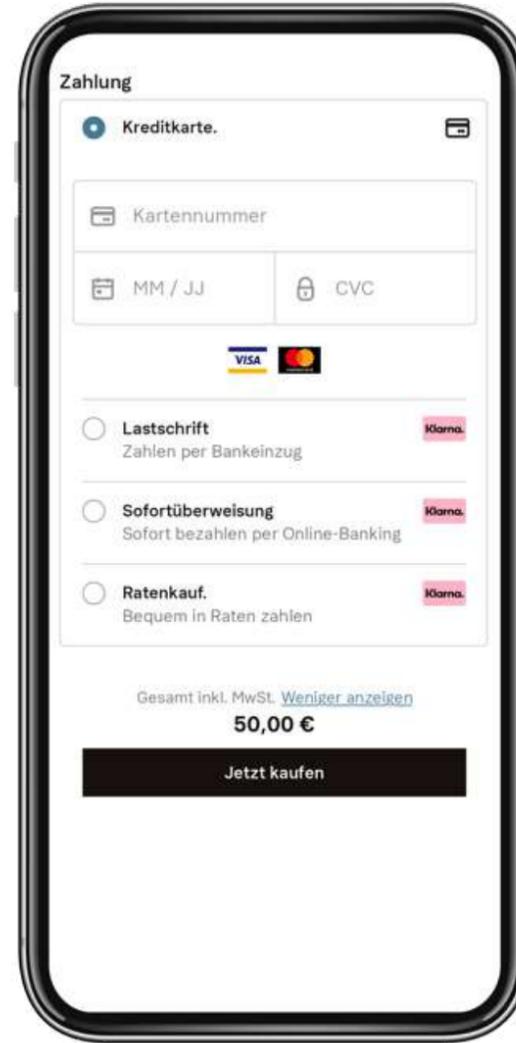- Online Banking
- Online / Mobile Payments
- Product Design

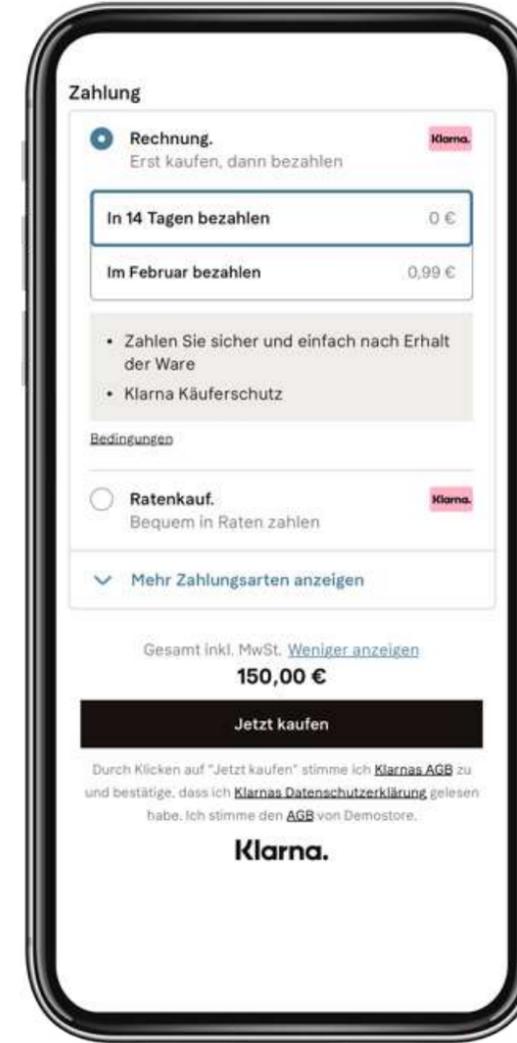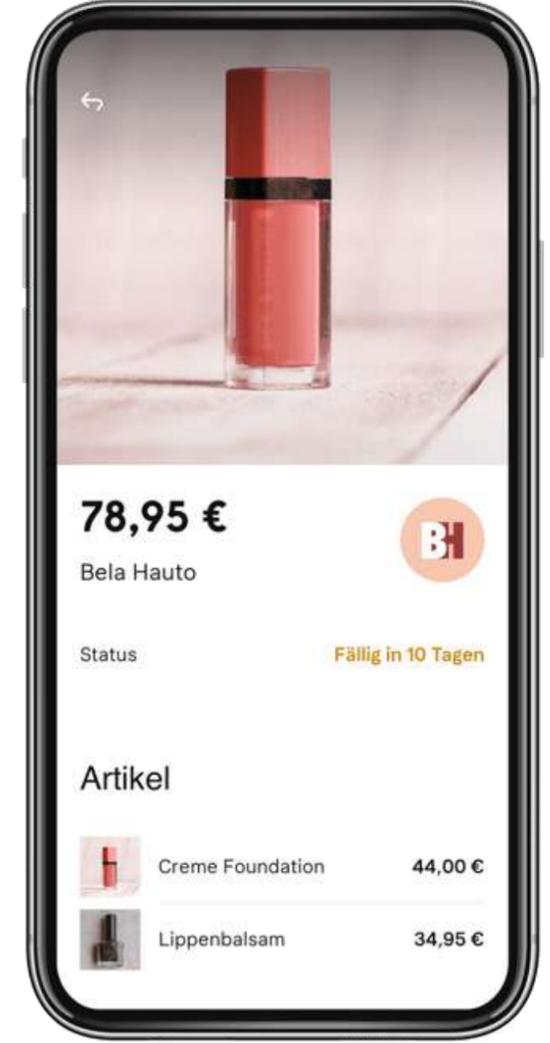- Global Cross-Functional Team Leadership
- Agile Leadership

MOBILE PAYMENT OPTIMIZATION » **DIRECT PAYMENTS** — CONCEPT, DESIGN & PROTOTYPING
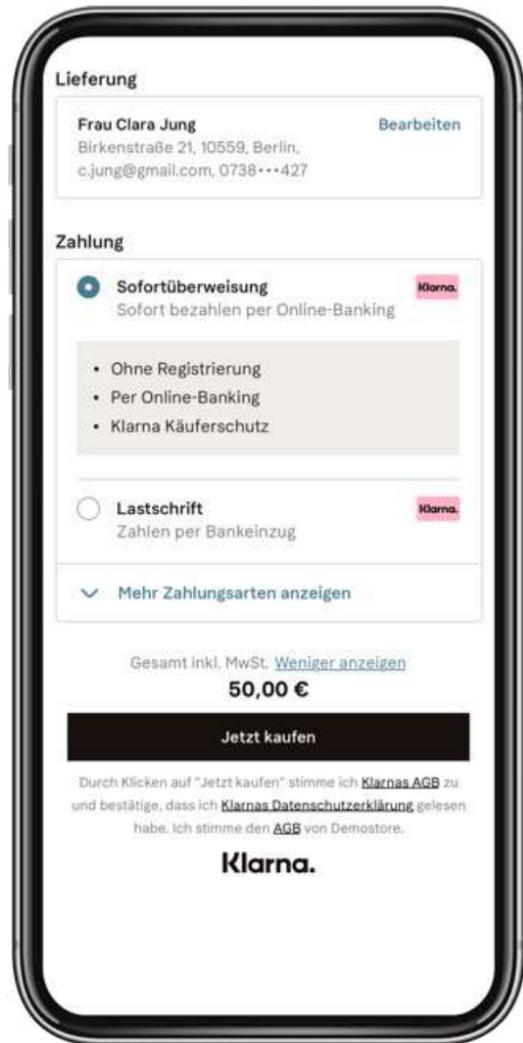
WIRE TRANSFER
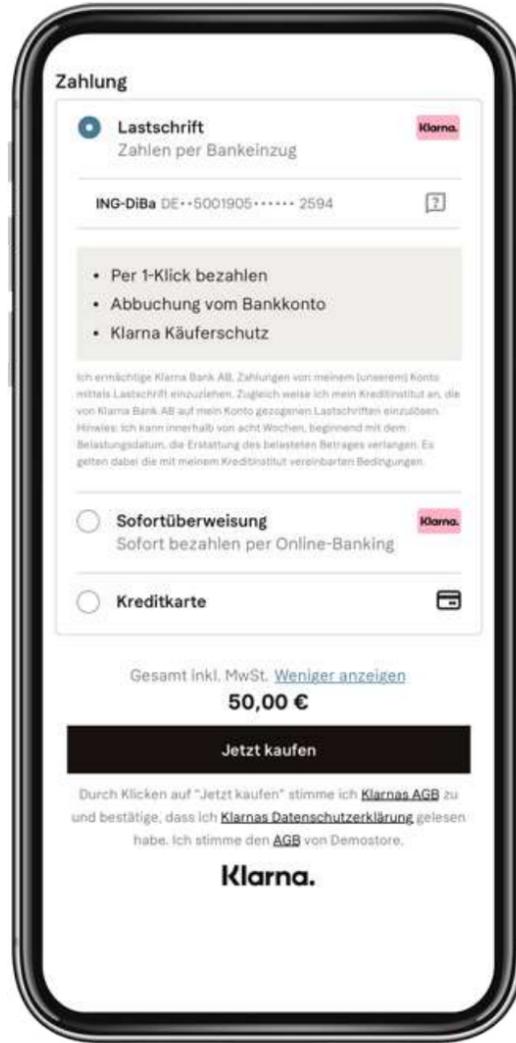
DIRECT DEBIT

CREDIT CARD

CHECKOUT

PAYMENT

MOBILE PAYMENT OPTIMIZATION » **FINANCING** — CONCEPT, DESIGN & PROTOTYPING
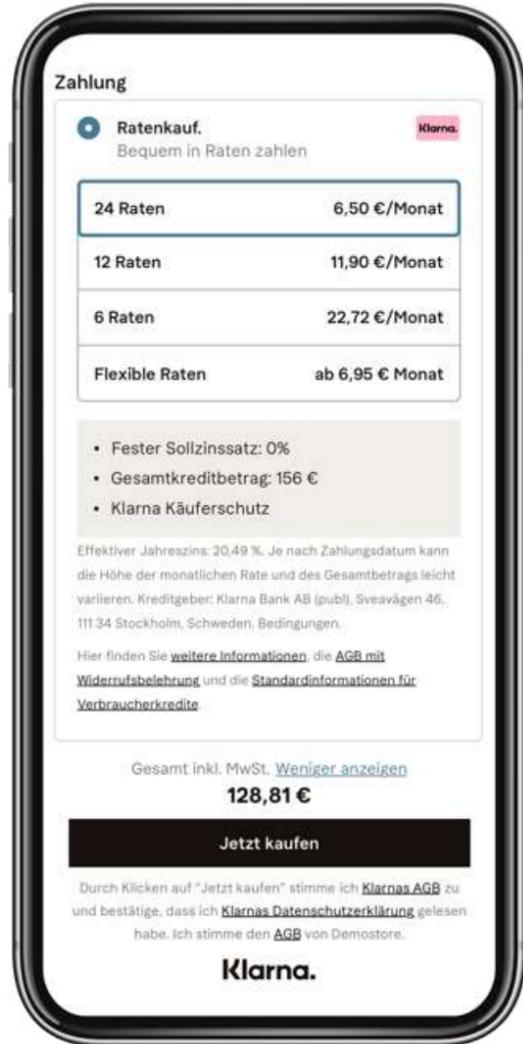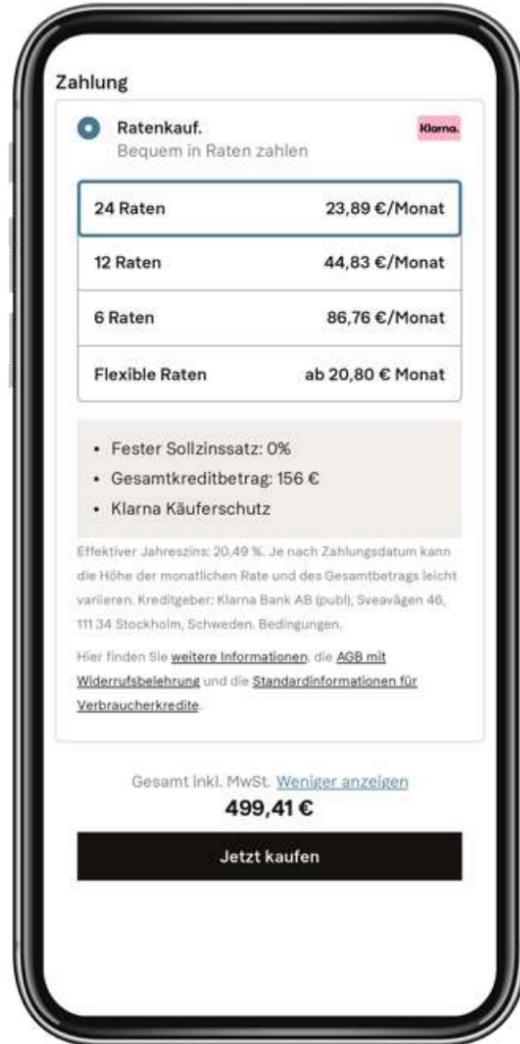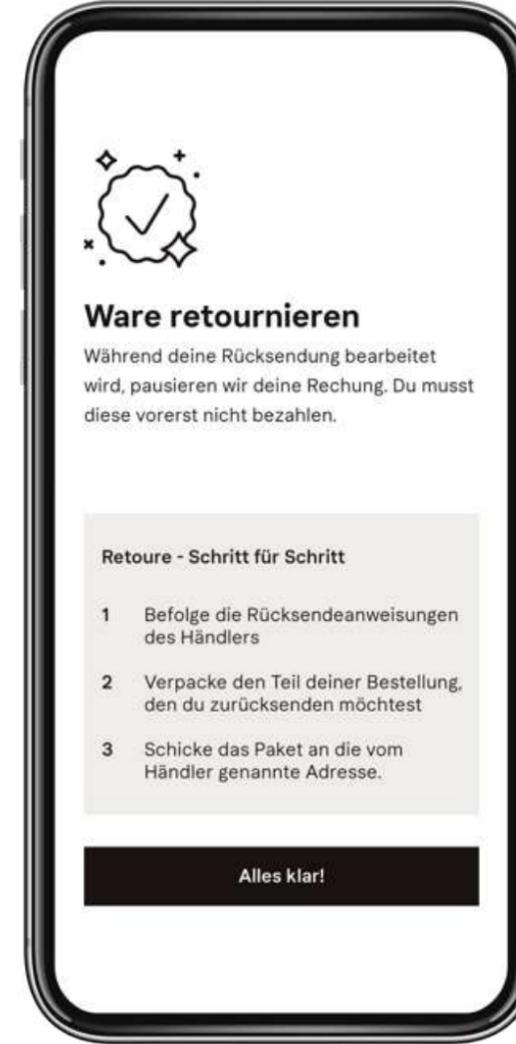

CHECKOUT

PAYMENT FIXED

PAYMENT FLEX

RETOUR

PROJECT – Triumph

THE REQUEST:
AFTER ENTERING THE NEW MILLENNIUM, TRIUMPH BECAME TRULY GLOBAL. THEY DEVELOPED FROM A SMALL STUDIO OF CRAFTSWOMEN INTO ONE OF THE BIGGEST MANUFACTURERS OF LINGERIE IN THE WORLD – TIME FOR A DIGITAL RELAUNCH

THE SOLUTION:
INTEGRATIVE CONCEPTION, DESIGNS AND DEVELOPMENT SUPPORT FOR THE WORLDWIDE RELAUNCH OF ALL RELEVANT ONLINE CHANNELS AND PROMOTIONAL ACTIVITIES, WHILE RESPECTING ALREADY EXISTING SYSTEM ENVIRONMENTS WITH THEIR RUNNING CONTENT MANAGEMENT SYSTEMS.

THE RESULT:
GLOBAL LAUNCH OF A CORPORATE OWN INDEPENDENT E-COMMERCE PLATFORM. INTEGRATION OF THE RE-DESIGN INTO AN ALREADY EXISTING CMS INFRASTRUCTURE BY MAJORLY JUST ALTERING STYLESHEETS OF THE GIVEN FRAMEWORK. EXTENDING THE FRAMWORK WITH CUSTOM TEMPLATES FOR THE PURPOSE OF PROMOTING SPECIAL COLLECTIONS.

EXPERTISE & RESPONSIBILITIES:

- Design Thinking
- LEAN UX
- User-centered Design
- User Experience (UX)
- User Interface Design
- User Flows
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping

- E-Commerce
- Online / Mobile Payments
- Enterprise CMS
- Product Design

- Global Cross-Functional Team Leadership
- Agile Leadership

MULTI-NATIONAL ENTERPRISE E-COMMERCE SYSTEM *[30+ COUNTRIES]* // TRIUMPH INTERTRADE AG

**CONCEPT, DESIGN & PROTOTYPING FOR A MOBILE FIRST / MOBILE ENABLED WEB PLATFORM & MOBILE APP**
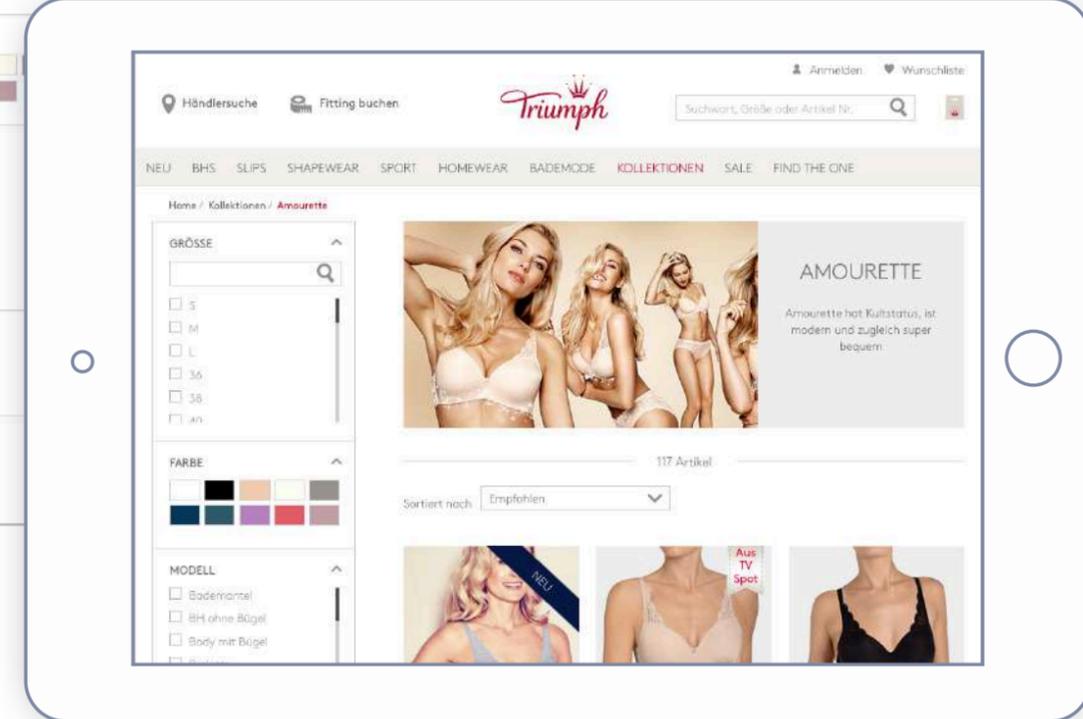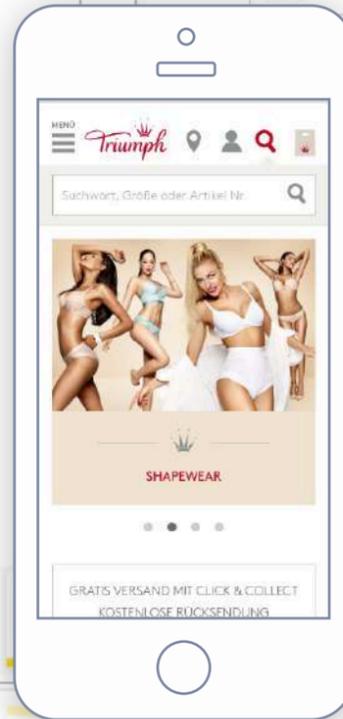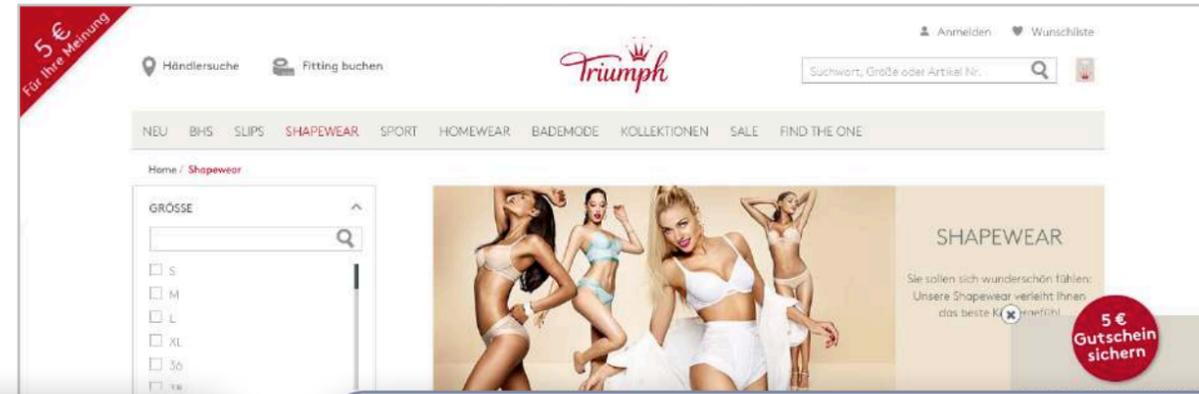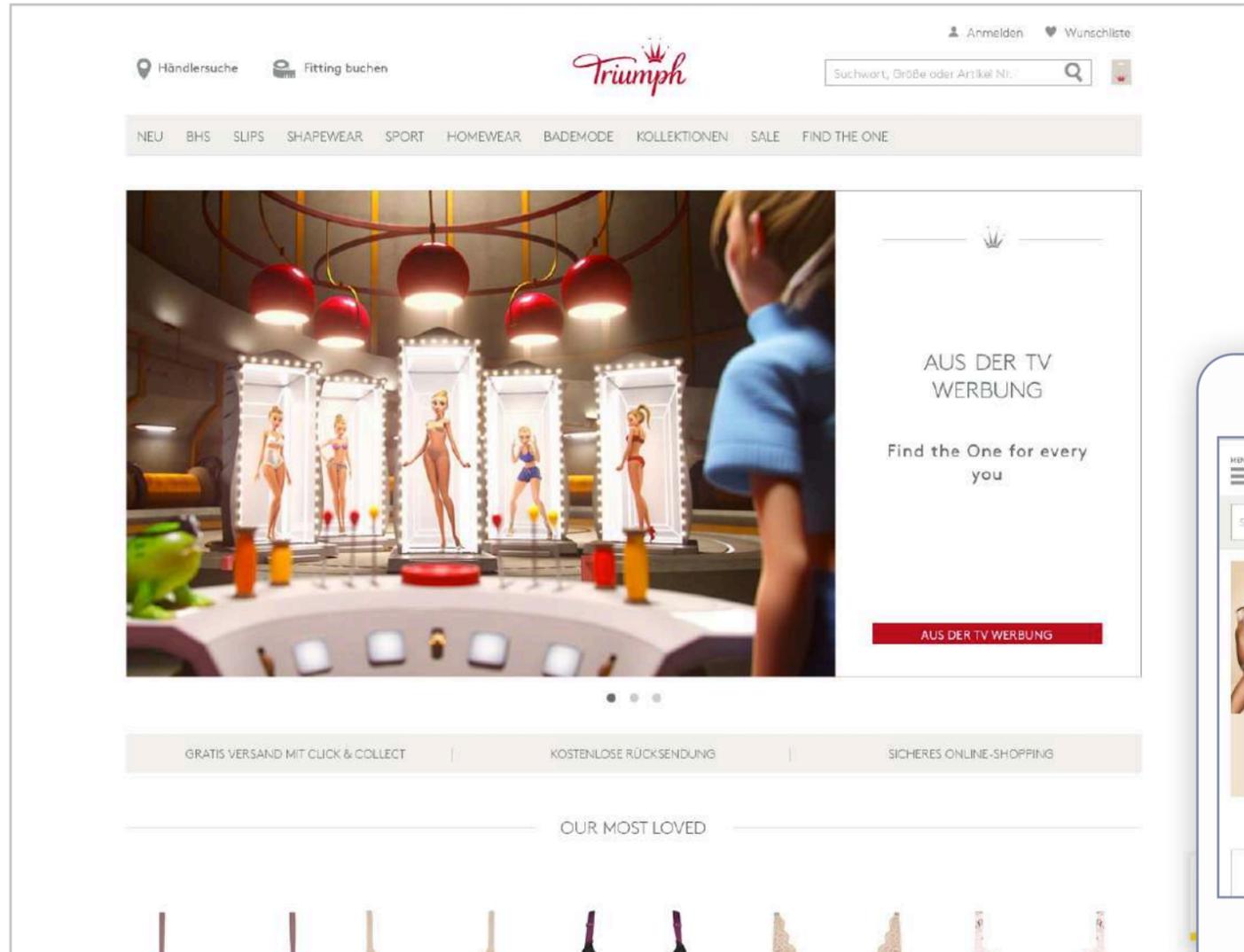
MULTI-NATIONAL ENTERPRISE CMS SYSTEM *[30+ COUNTRIES]* // TRIUMPH INTERTRADE AG

CONCEPT, DESIGN, PROTOTYPING & DEVELOPMENT FOR A MOBILE FIRST / MOBILE ENABLED WEB ENTERPRISE CMS FRAMEWORK
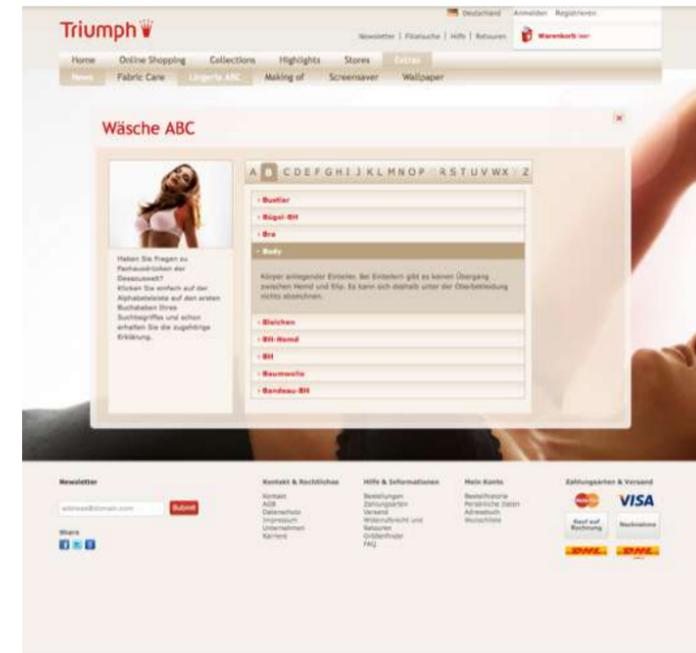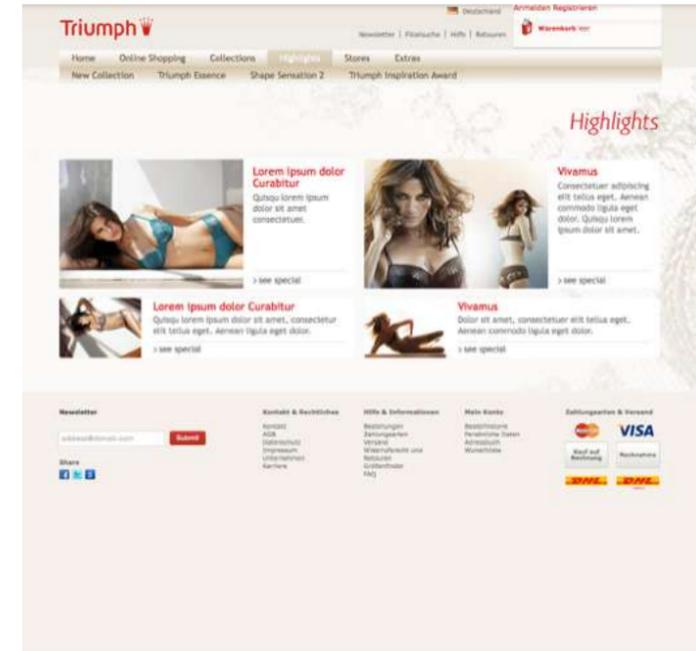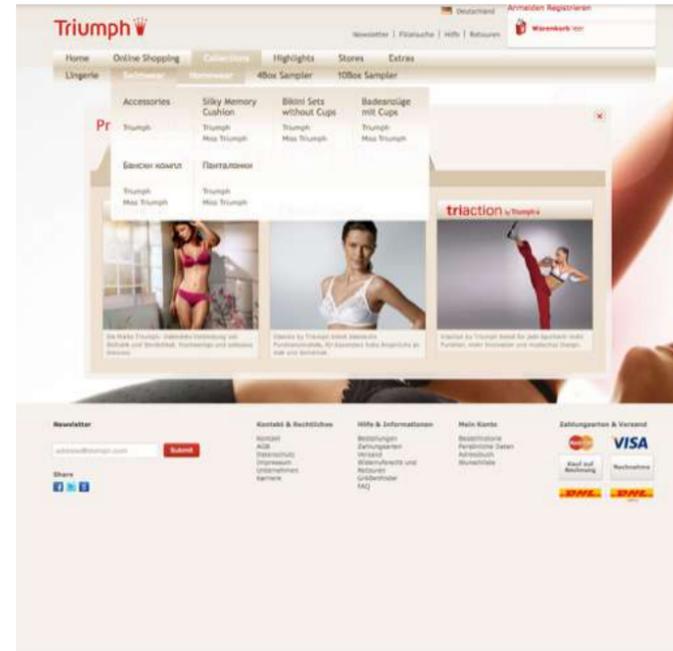
INTEGRATIVE PROMOTIONAL CAMPAIGN MICROSITES // TRIUMPH INTERTRADE AG

CONCEPT, DESIGN, PROTOTYPING & DEVELOPMENT FOR PROMOTIONAL CAMPAIGNS WITH INTEGRATED E-COMMERCE GATEWAYS
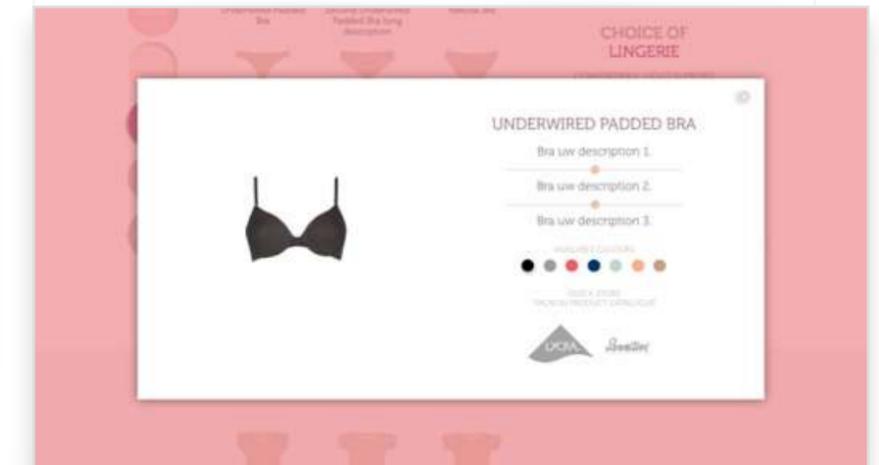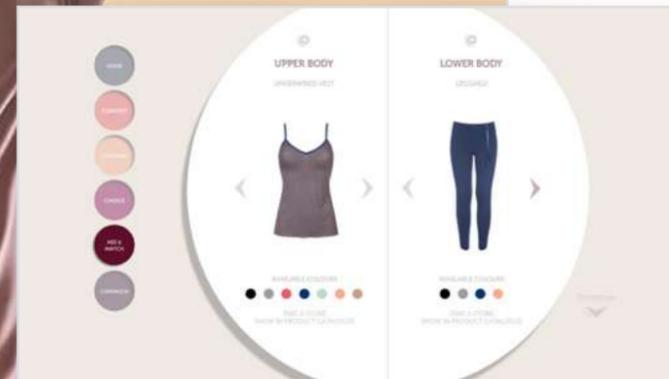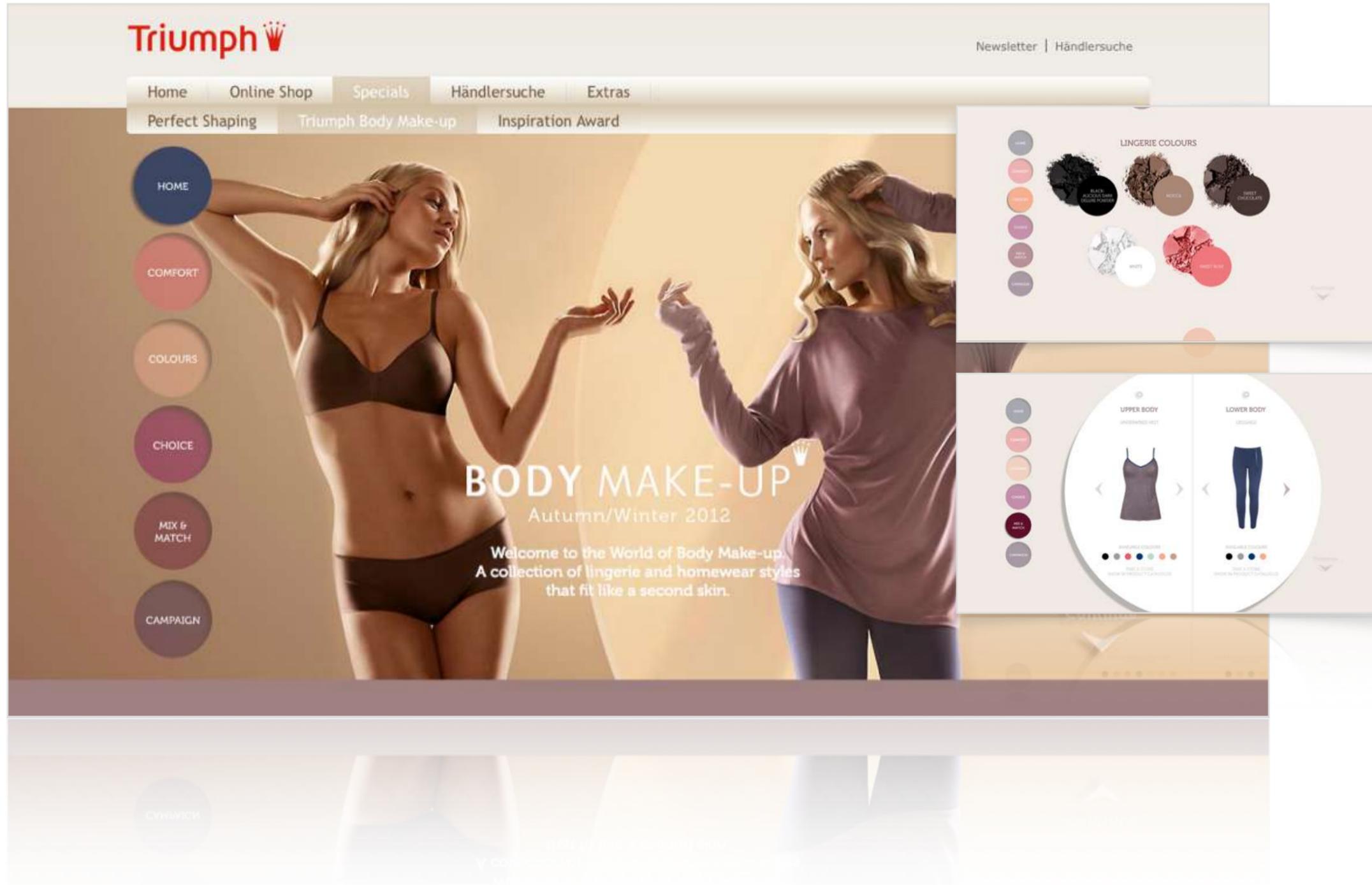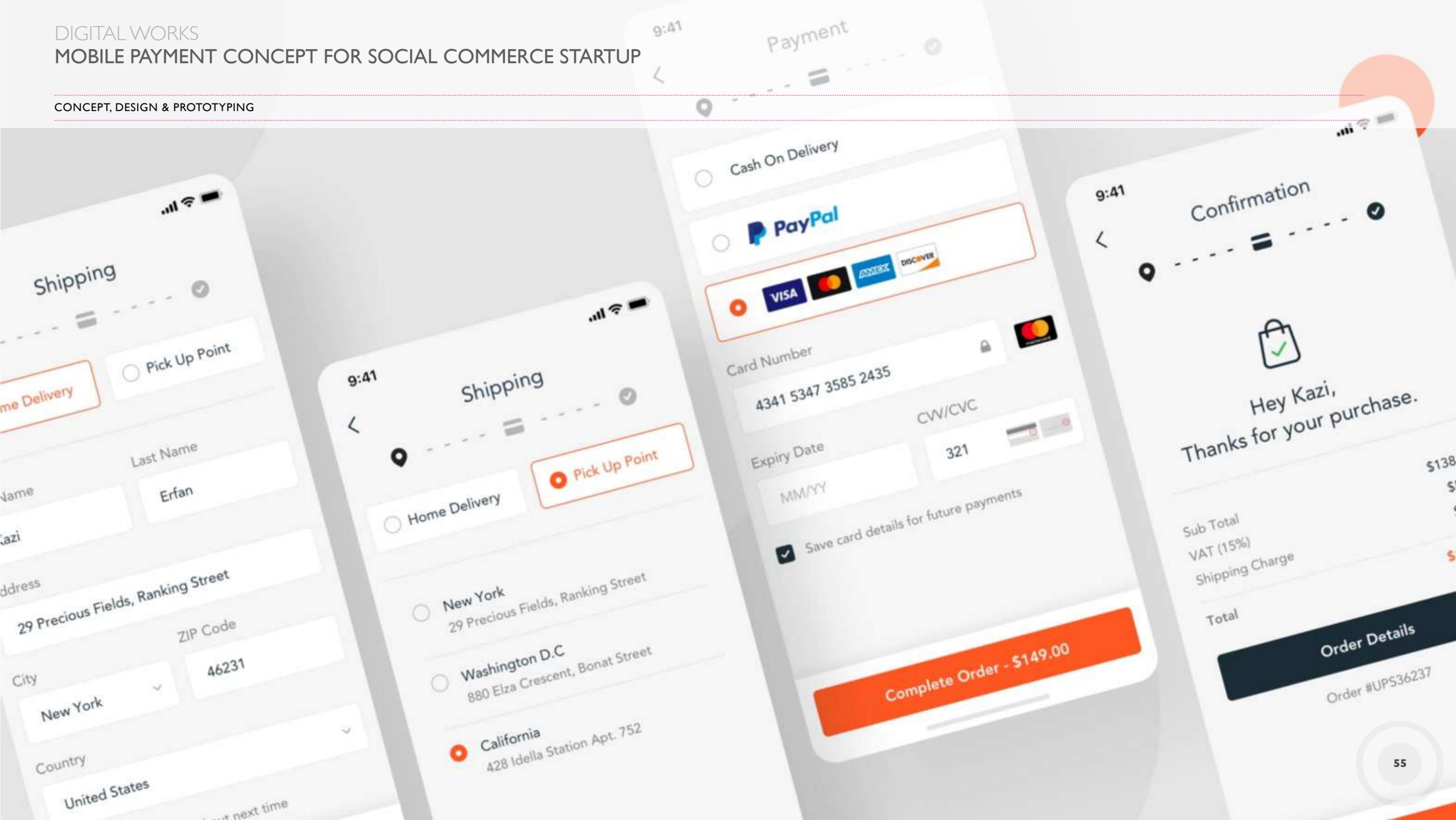
OTHER PROJECT EXCERPTS

THE FOLLOWING PAGES SHOW FURTHER SMALL EXCERPTS
AND EXAMPLES OF PAST PROJECTS WHICH, DUE TO THEIR
SPECIAL CHARACTERISTICS, HAVE SIGNIFICANTLY SUPPORTED
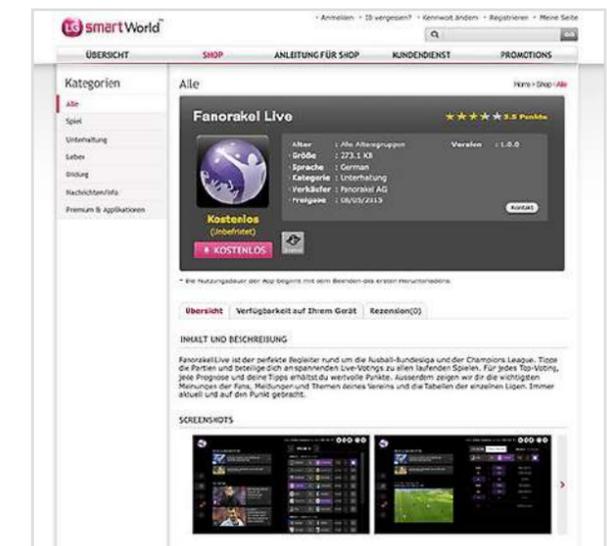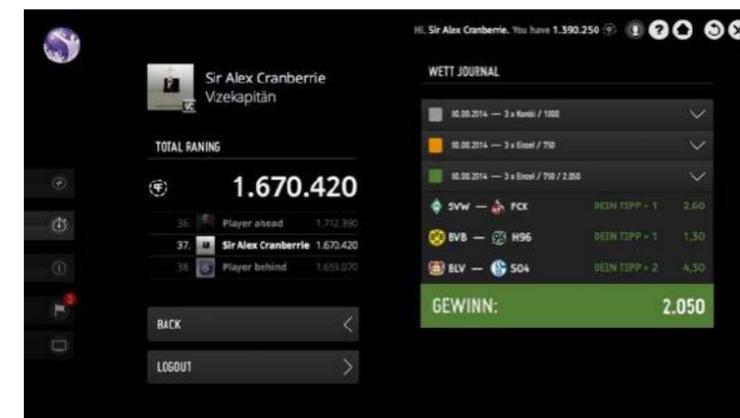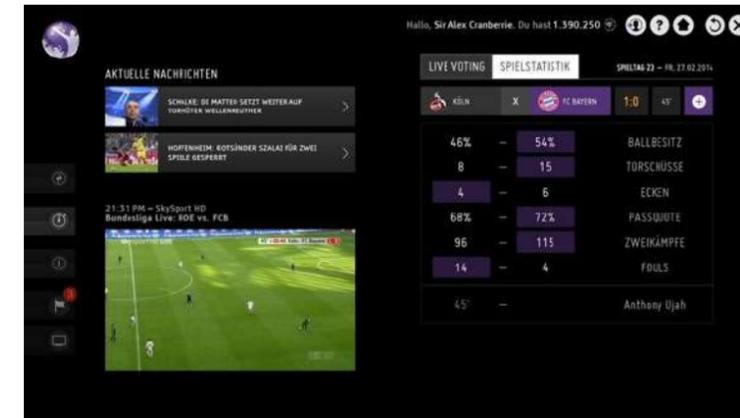THE RESPECTIVE CUSTOMERS IN THEIR BUSINESS SUCCESS.

MOBILE PAYMENT CONCEPT FOR SOCIAL COMMERCE STARTUP

CONCEPT, DESIGN & PROTOTYPING

9:41

Payment

Shipping

Pick Up Point

me Delivery

Last Name

Name

Erfan

azi

ddress

29 Precious Fields, Ranking Street

City

ZIP Code

46231

New York

Country

United States

9:41

Shipping

Pick Up Point

Home Delivery

New York
29 Precious Fields, Ranking Street

Washington D.C
880 Elza Crescent, Bonat Street

California
428 Idella Station Apt. 752

Cash On Delivery

PayPal

VISA AMEX DISC VER

Card Number

4341 5347 3585 2435

CVV/CVC

Expiry Date

321

MM/YY

Save card details for future payments

Complete Order - $149.00

9:41

Confirmation

Hey Kazi,
Thanks for your purchase.

$138

Sub Total

VAT (15%)

Shipping Charge

Total

Order Details

Order #UPS36237

CONCEPT, DESIGN, PROTOTYPING & DEVELOPMENT MANAGEMENT

LIVE BETTING PLATFORM // TIPICO CO LTD.

USABILITY OPTIMIZATION FOR WEBSITE & MOBILE BETTING CASHOUT FUNCTION — DESIGN RELAUNCH, UX OPTIMIZATION

LANDING PAGE EVOLUTION // SIXT RENT A CAR

CONTINOUS USABILITY ENHANCEMENTS / VISUAL RE-DESIGN CONCEPT & EVOLUTION
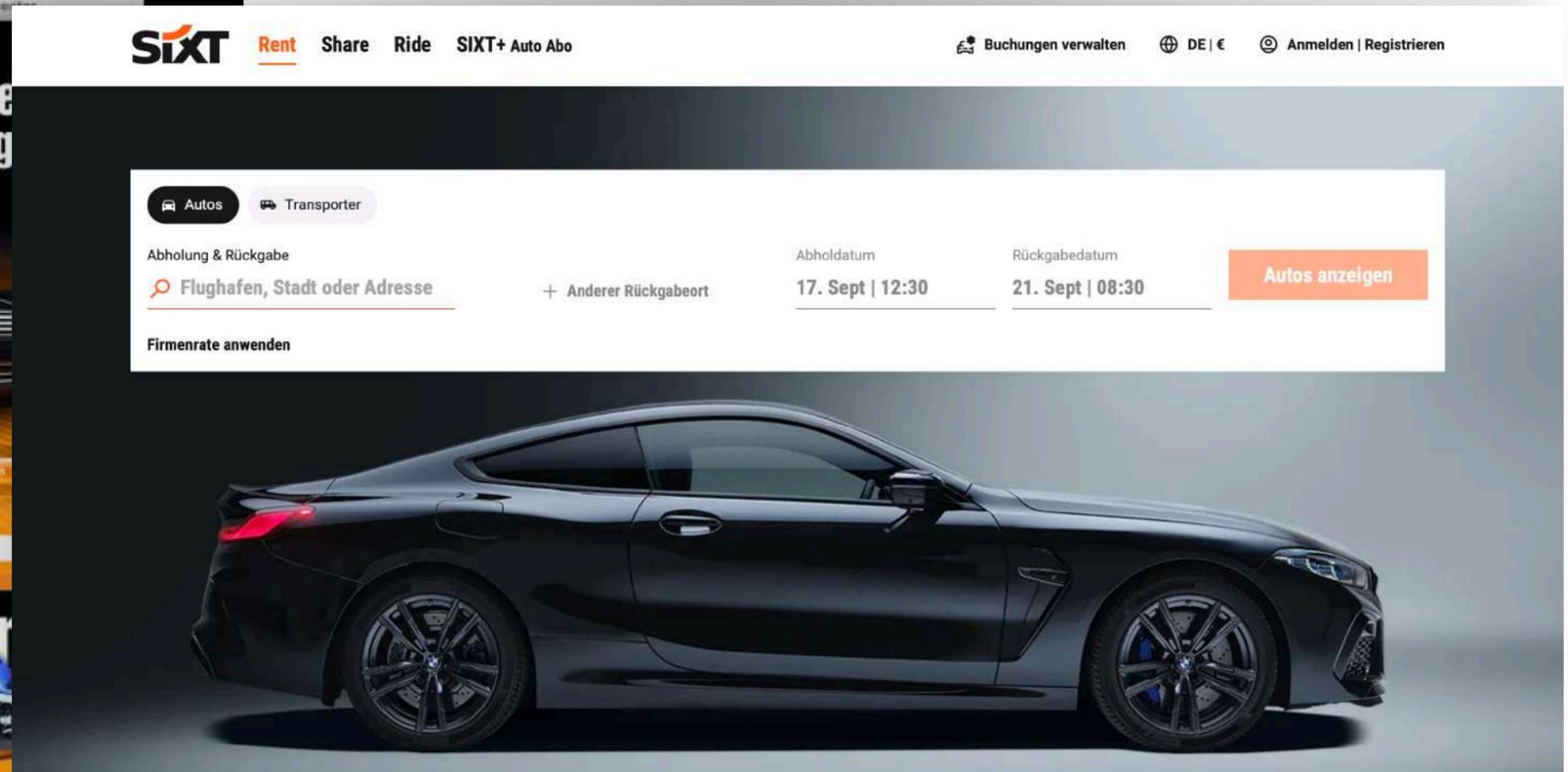
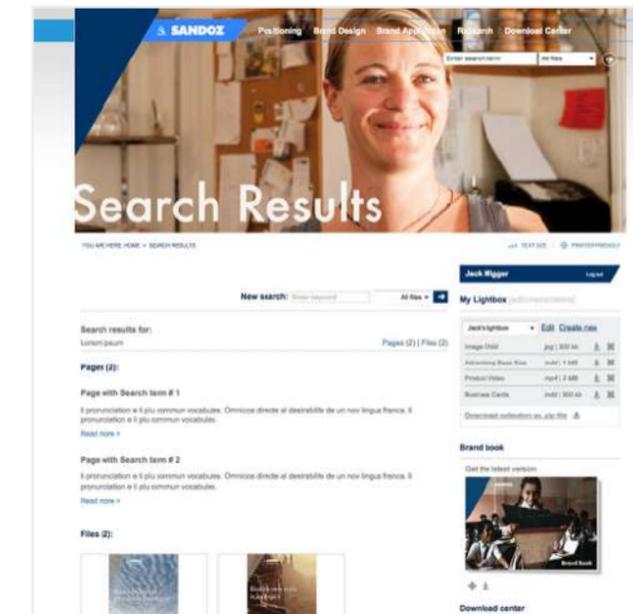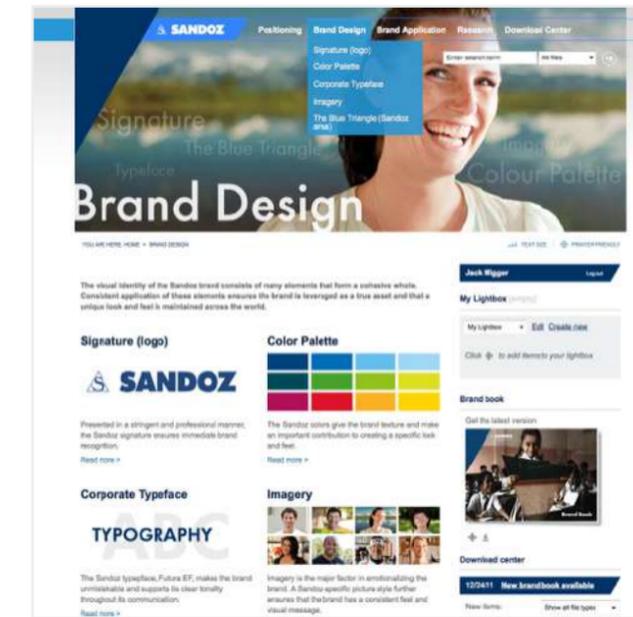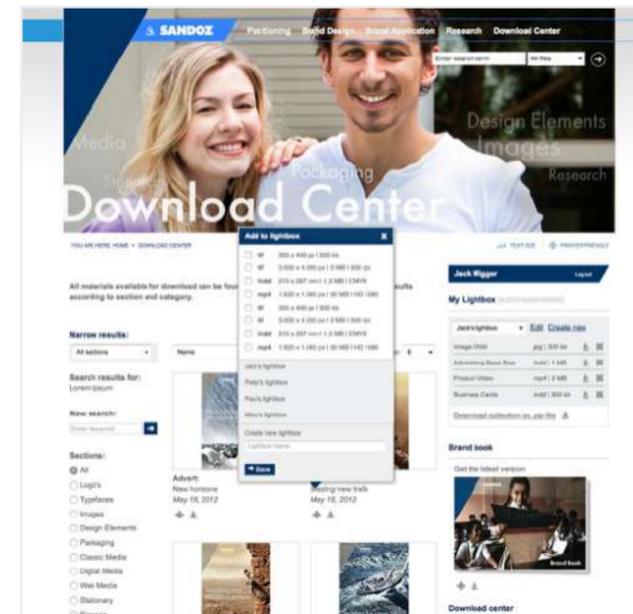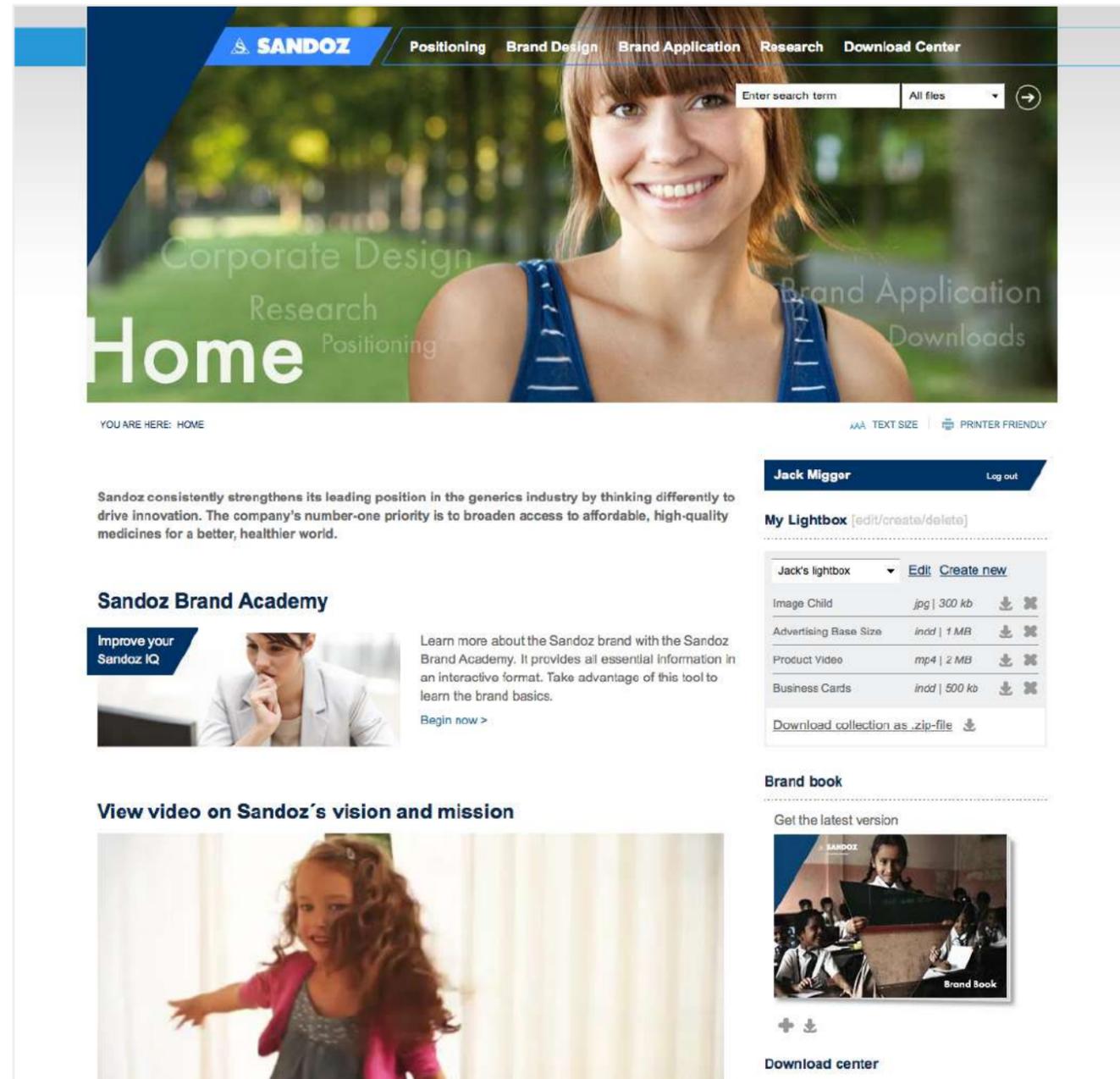# GLOBAL COMMUNICATIONS & MARKETING PAAS // SANDOZ INTERNATIONAL GMBH

CONCEPT, DESIGN & ENTERPRISE CMS FRAMEWORK DEVELOPMENT

THANK YOU FOR YOUR TIME.

DANKE FÜR IHRE ZEIT.
GRAZIE PER IL TEMPO DEDICATO.
JE VOUS REMERCIE POUR VOTRE TEMPS.
TACK FÖR DIN TID.
OBRIGADO PELO SEU TEMPO.
СПАСИБО ЗА ВНИМАНИЕ.

END