

DIGITAL EXPERIENCES

ALEXGLOBALCONSULT

SELECTED DIGITAL WORKS

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

PROJECT –

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.

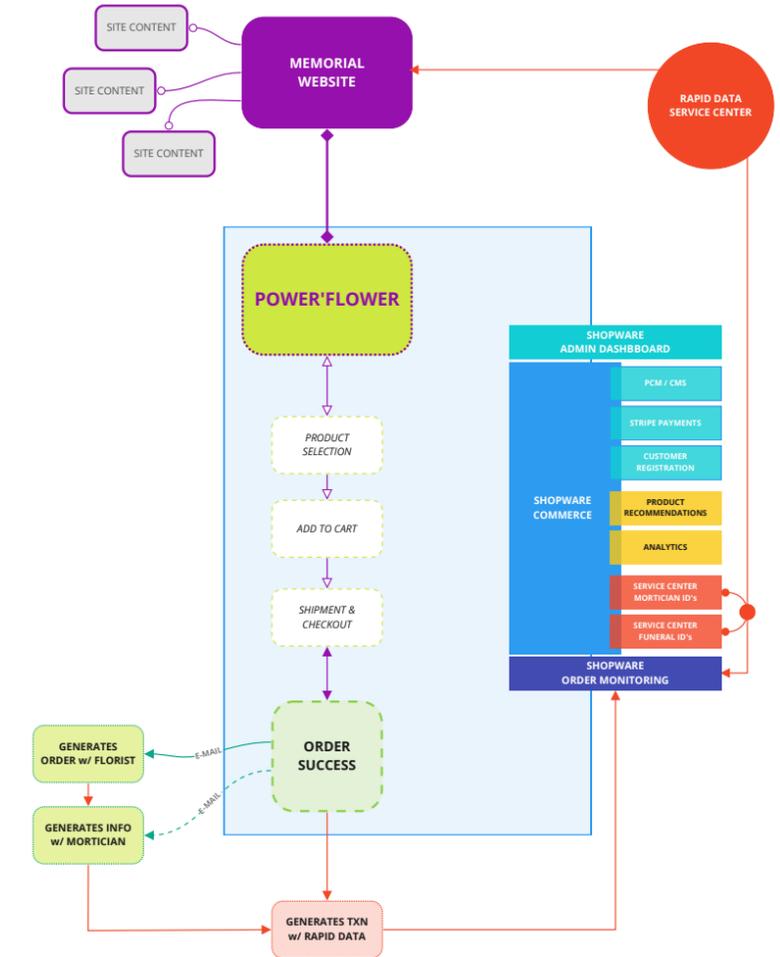
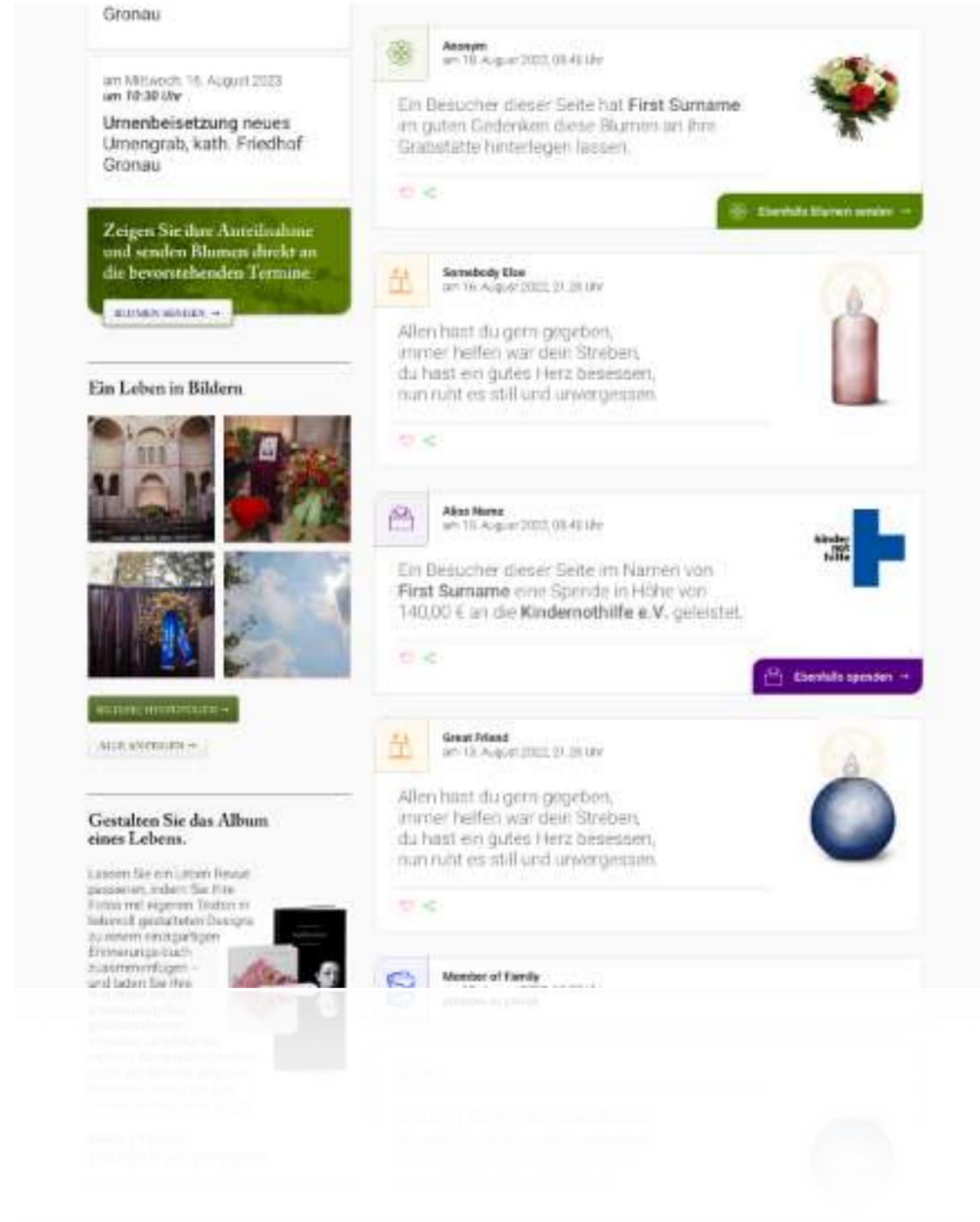
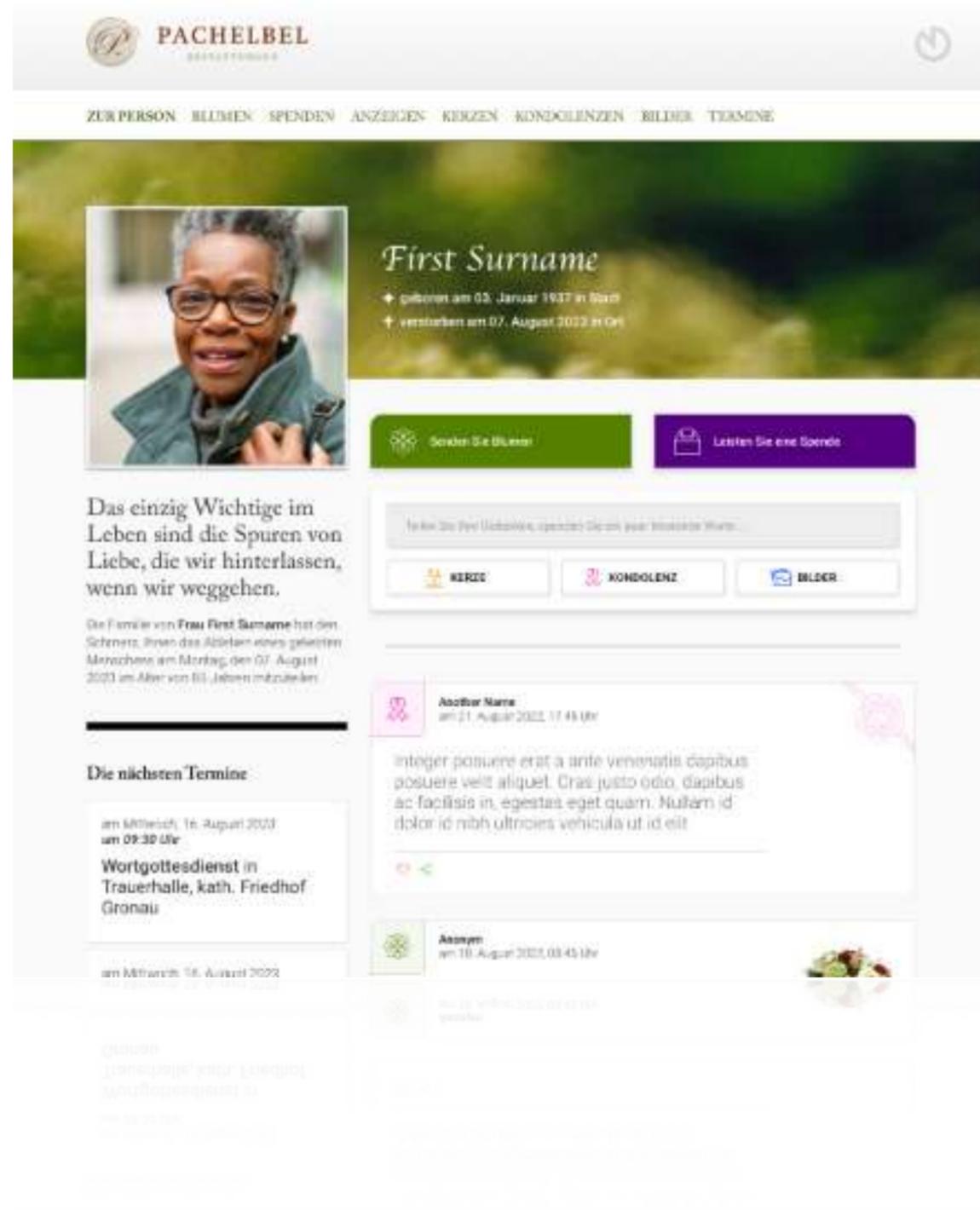
EXPERTISE & RESPONSIBILITIES:

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

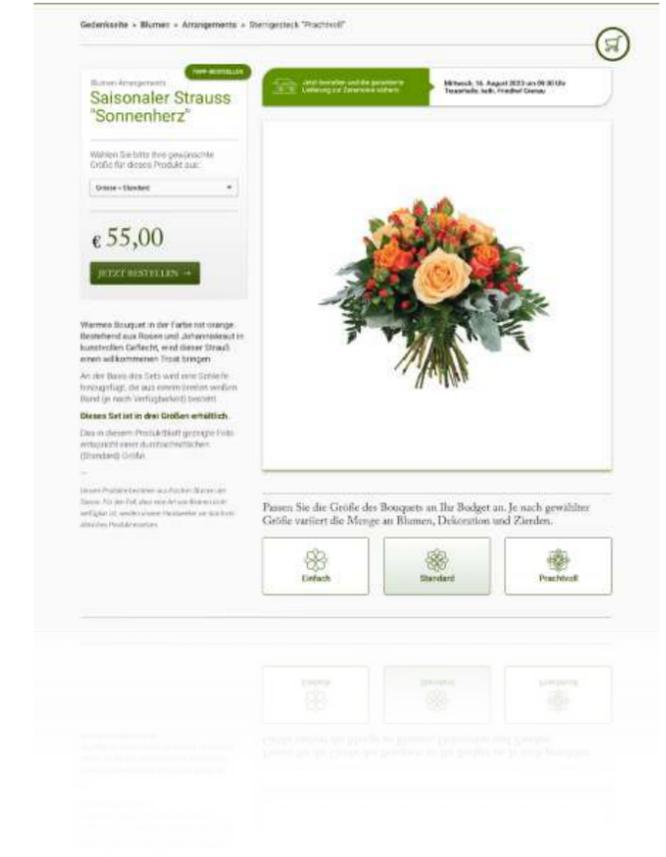
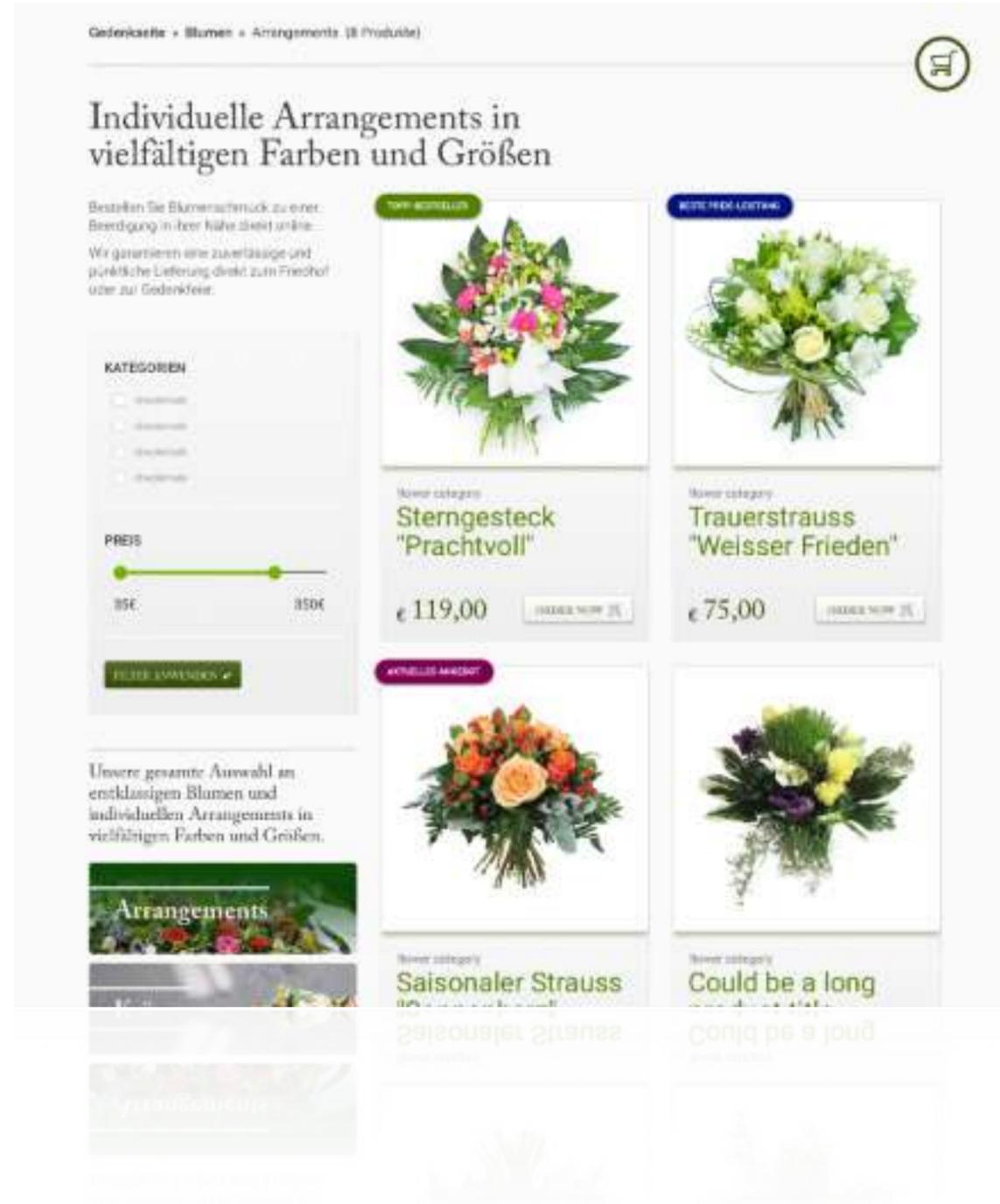
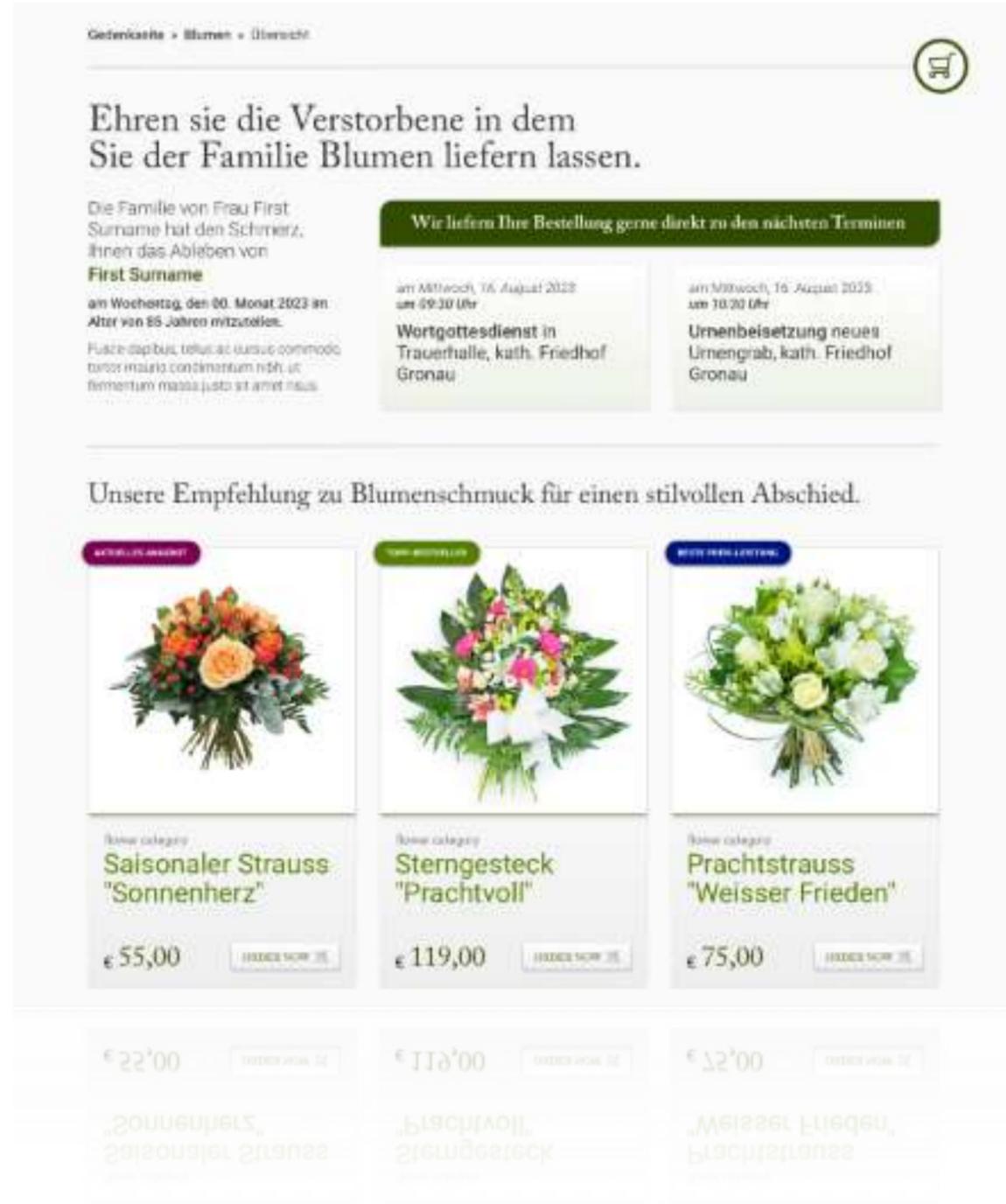
- Platform as a Service (PAAS)
- Software as a Service (SaaS)
- E-Commerce
- Shopware (Software)
- Stripe (Software)
- Mobile Payments

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

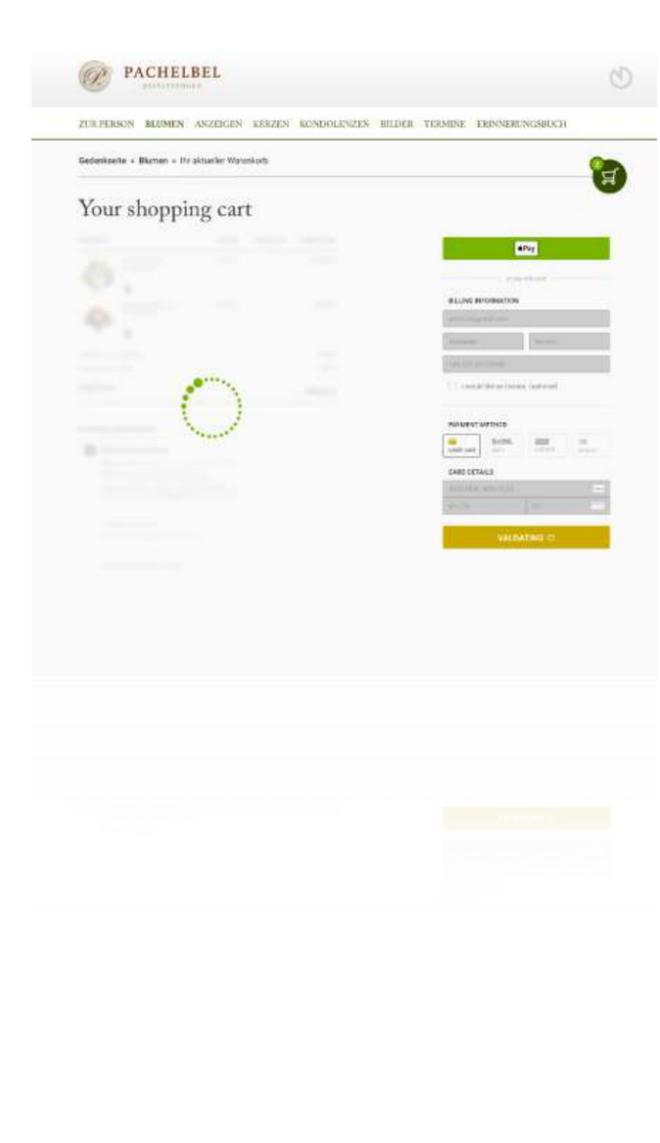
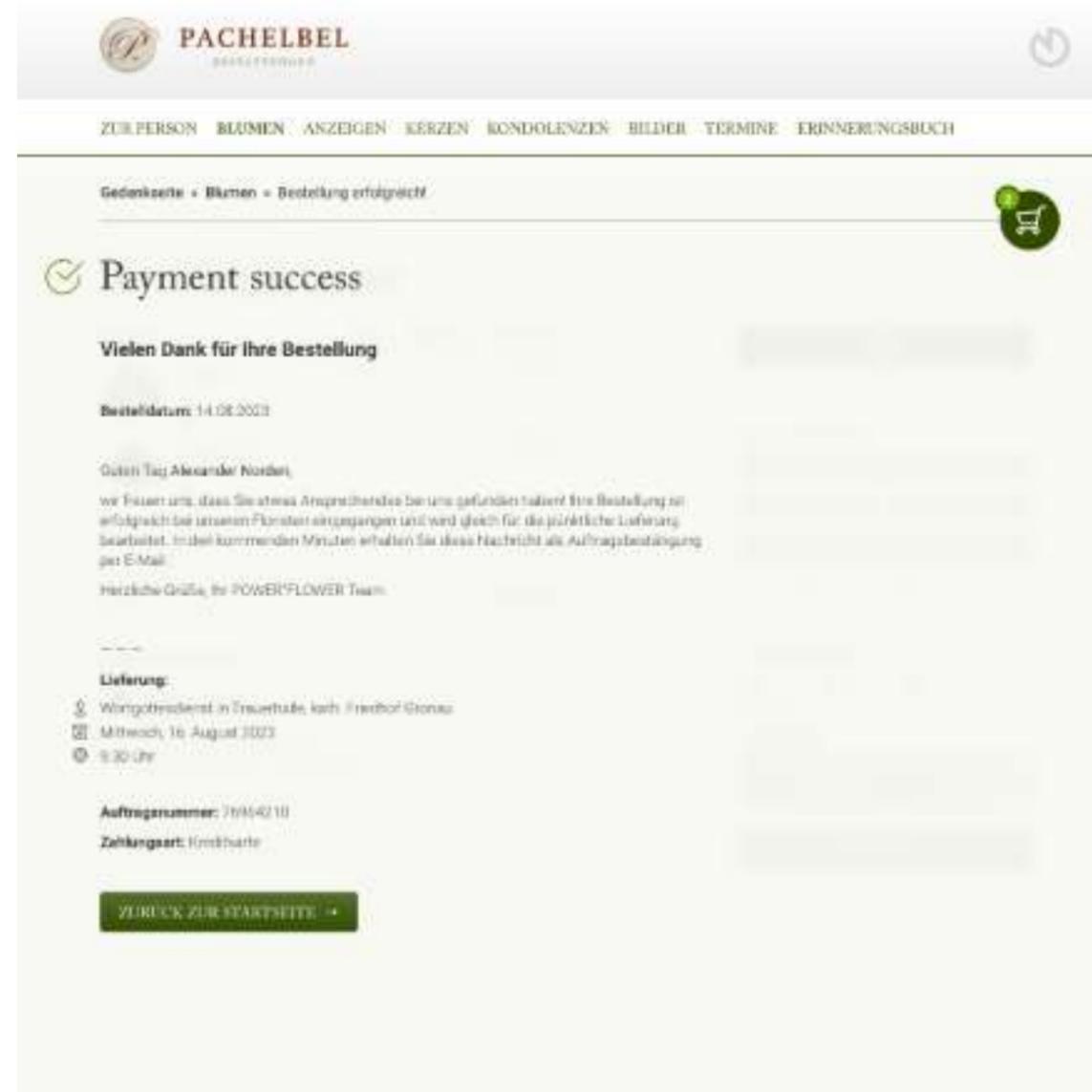
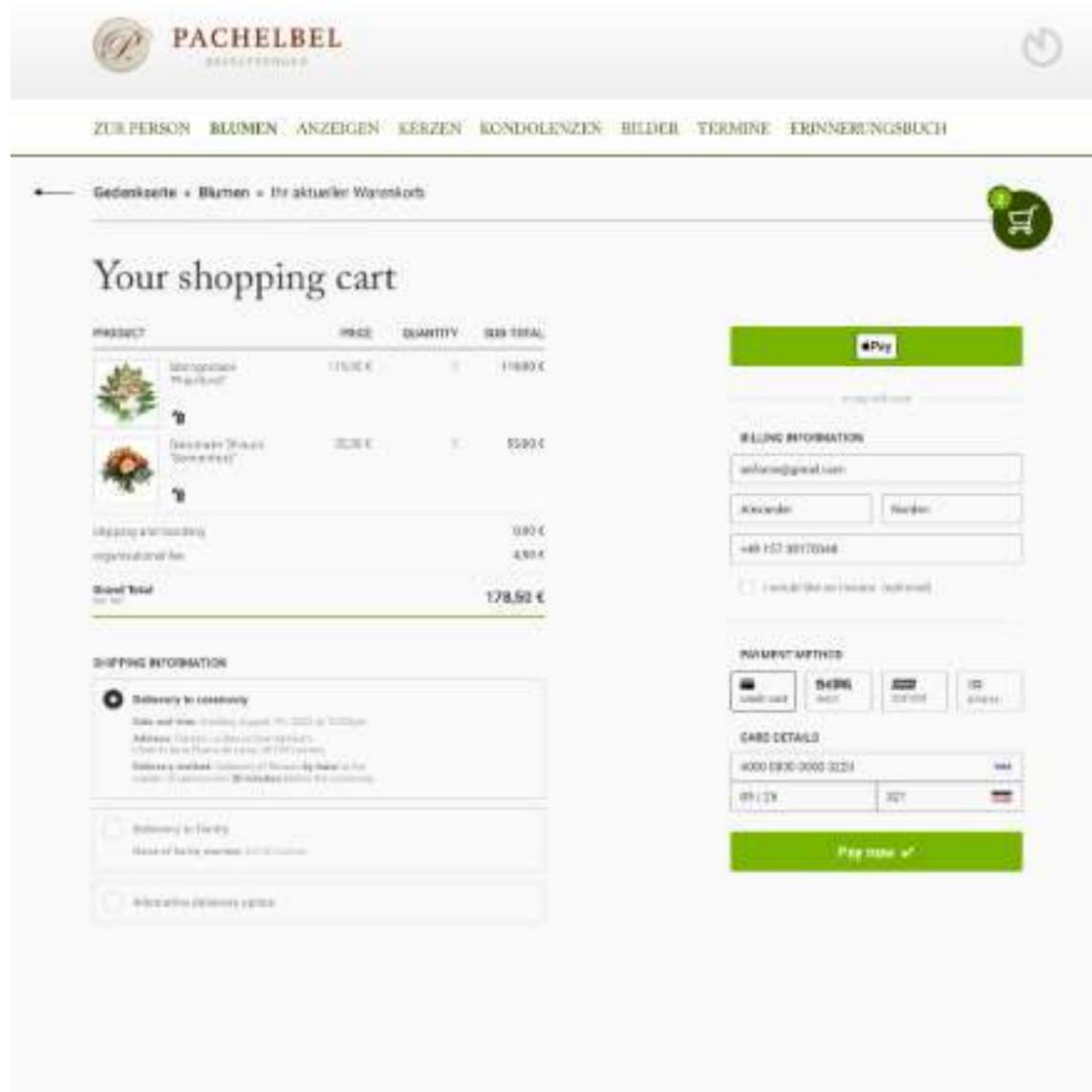
MEMORIAL WEB PORTAL WITH INTEGRATED COMMERCE & DONATION CHANNELS — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT



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

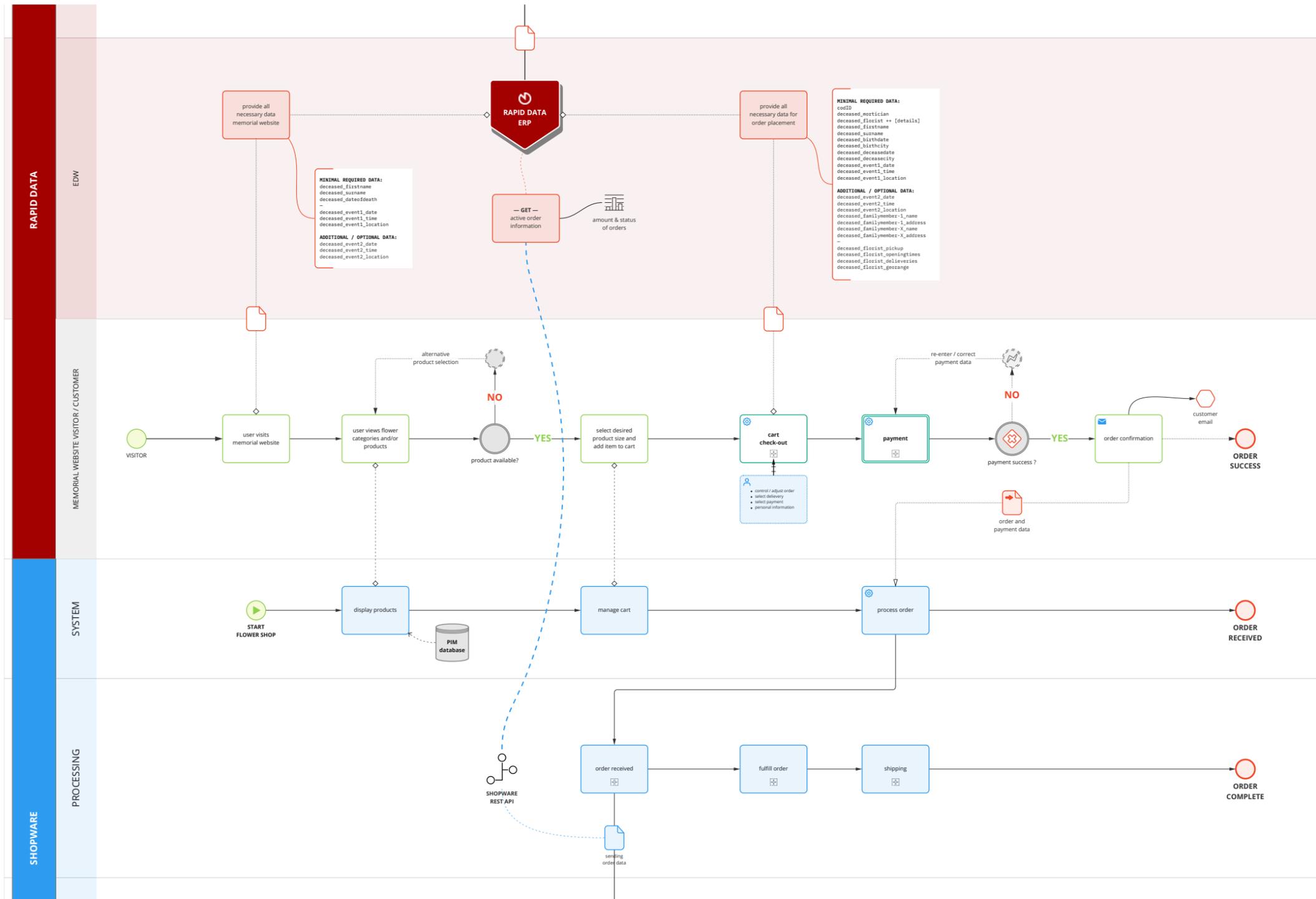


ONE-CLICK-BUY CHECKOUT EXAMPLE — LEAD UX/UI CONCEPT, DESIGN, DEVELOPMENT





BUSINESS PROCESS & ERP GATEWAY MODEL DRAWING



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:

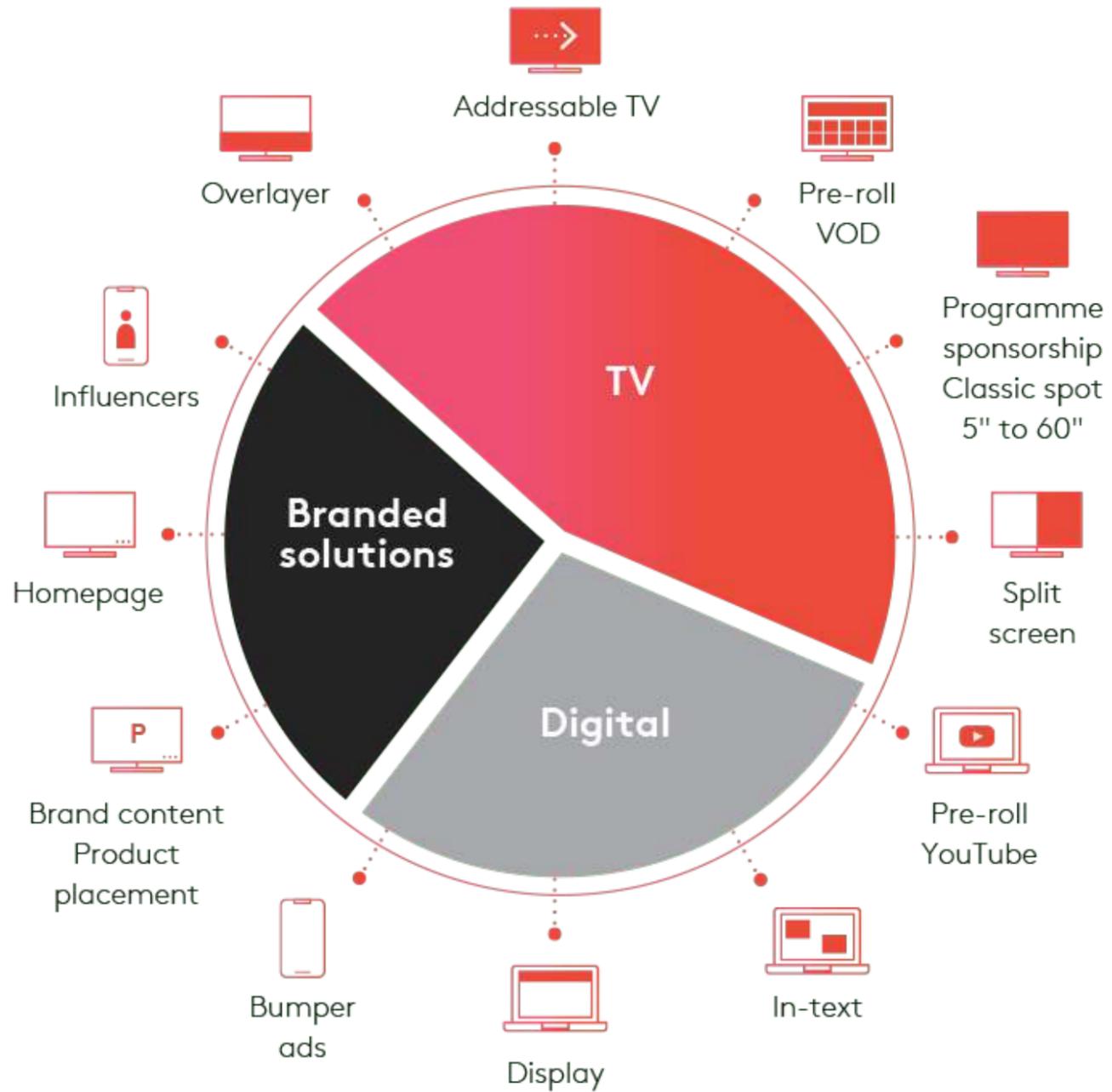
A SAAS APPLICATION THAT ALLOWS CLIENTS TO BUILD AN INTERNATIONAL CAMPAIGN IN AS MANY AS 19 DIFFERENT COUNTRIES & REGIONS THAT CAN THEN BE DISTRIBUTED TO OVER 300 INTERNATIONAL PLATFORMS INCLUDING BVOD, CTV, ATV, AVOD, INSTREAM, OUTSTREAM, SOCIAL VIDEO. ALSO INCLUDING THE ABILITY TO MONITOR ITS PERFORMANCE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

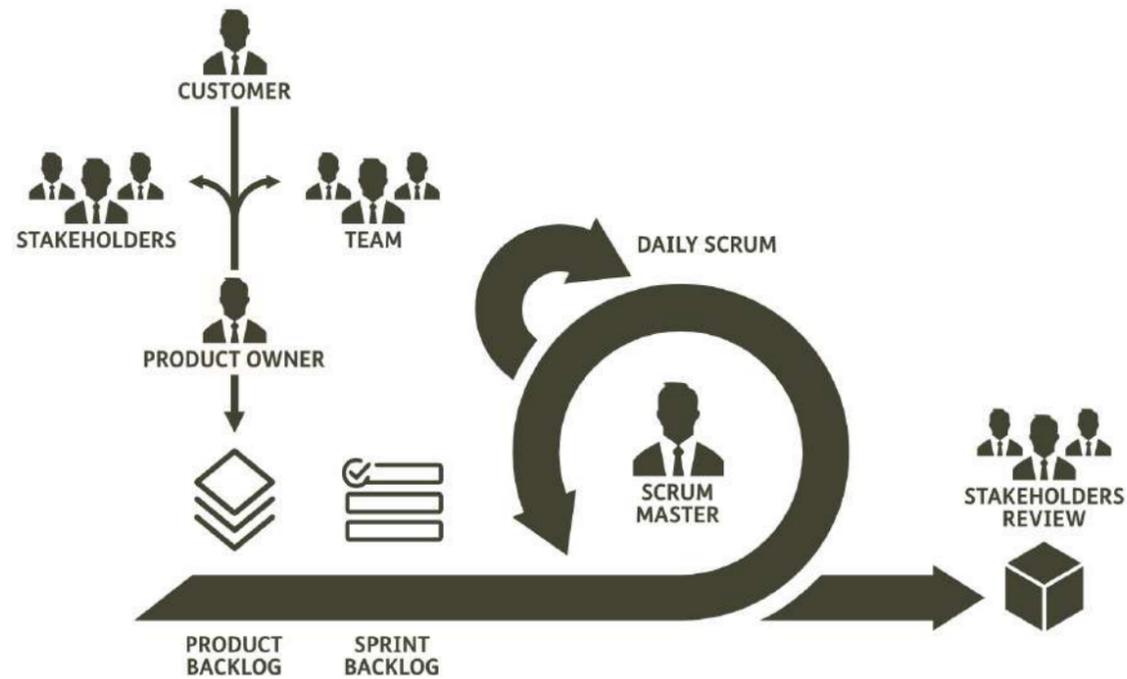
- Design Thinking
- LEAN UX
- User-centered Design
- User Experience Design
- User Interface Design
- User Flows
- Usability Engineering
- Global Design System
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping

- 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

DIGITAL FACTORY



LEAD DESIGN OPS FOR THE MODULAR DESIGN FRAMEWORK DEVELOPMENT

Logo



Farben

ERGO Rot	Violett Hauptfarbe	Violett Dunkel 3
	Grün Hauptfarbe	Grün Dunkel 3
ERGO Dunkelrot	Eisblau Hauptfarbe	Eisblau Dunkel 3
	Gelb Hauptfarbe	Gelb Dunkel 3
	Orange Hauptfarbe	Orange Dunkel 3
	Warm Grey Hauptfarbe	Warm Grey Dunkel 3

Schrift

Fedra Medium
 abcdefgHIJKL
 123456€@

FS Me Bold
 abcdefgHIJKL
 123456€@

Fedra Book
 abcdefgHIJKL
 123456€@

FS Me Light
 abcdefgHIJKL
 123456€@

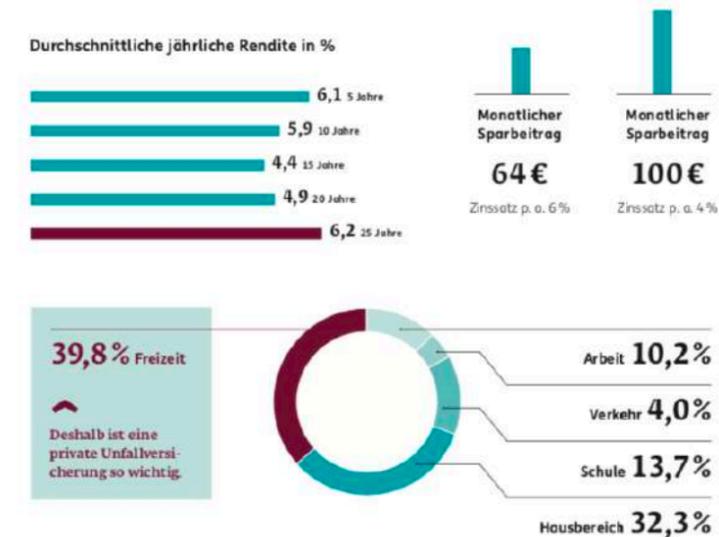
Bildwelt



Icons



Infografiken



LEAD DESIGN OPS FOR THE MODULAR DESIGN FRAMEWORK DEVELOPMENT

User Interface Icons



Illustrative Icons



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

ERGO
Einfach, weil's wichtig ist.

Versicherungen & Finanzen Service Kontakt

Suche Berater Log-in 0800 / 3746 095
7-24 Uhr (gebührenfrei)

Risikolebensversicherung
**Familie schützen: so wichtig.
 Familie absichern: so einfach.**

z. B. ab 2,34 € monatlich

Egal, was kommt: Mit **Deutschlands bester Risikolebensversicherung** bleiben Sie in allen Lebenslagen flexibel – vom günstigen Grundschutz bis hin zum umfassenden Premiumschutz. Jetzt ganz einfach zu fairen Konditionen online beantragen oder bei Ihrem ERGO Berater vor Ort abschließen.

[Jetzt informieren](#)

MONEY
TESTBEREICH
BESTE RISIKO-LV
ERGO ERLEBTE
August 2020

ERGO empfiehlt ausgewählte Versicherungen

Sie entscheiden über Ihren Schutz.

ERGO empfiehlt ausgewählte Versicherungen

Versicherungen & Finanzen

Suche: Wonach suchen Sie?

- Zahn >
- Gesundheit >
- Hausrat & Gebäude >
- Haftpflicht >
- Kfz >
- Reise >
- Rechtsschutz >
- Vorsorge >
- Finanzen >

Schaden oder Leistungsfall melden
 bequem online oder telefonisch

Schaden melden

Leistungsfall melden

ERGO
Einfach, weil's wichtig ist.

Versicherungen & Finanzen Service Kontakt

Suche Berater Log-in 0800 / 3746 444
7-24 Uhr (gebührenfrei)

Risikolebensversicherung
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[Jetzt informieren](#)

ERGO empfiehlt ausgewählte Versicherungen

Krankenversicherung
Das Beste für Ihre Gesundheit

Mit den Krankenvollversicherungen der DKV genießen Sie umfassenden Versicherungsschutz.

Krankenvollversicherung
 Sichern Sie sich vollen Schutz mit individuellen Leistungen. Die beste Investition für Ihre Gesundheit.

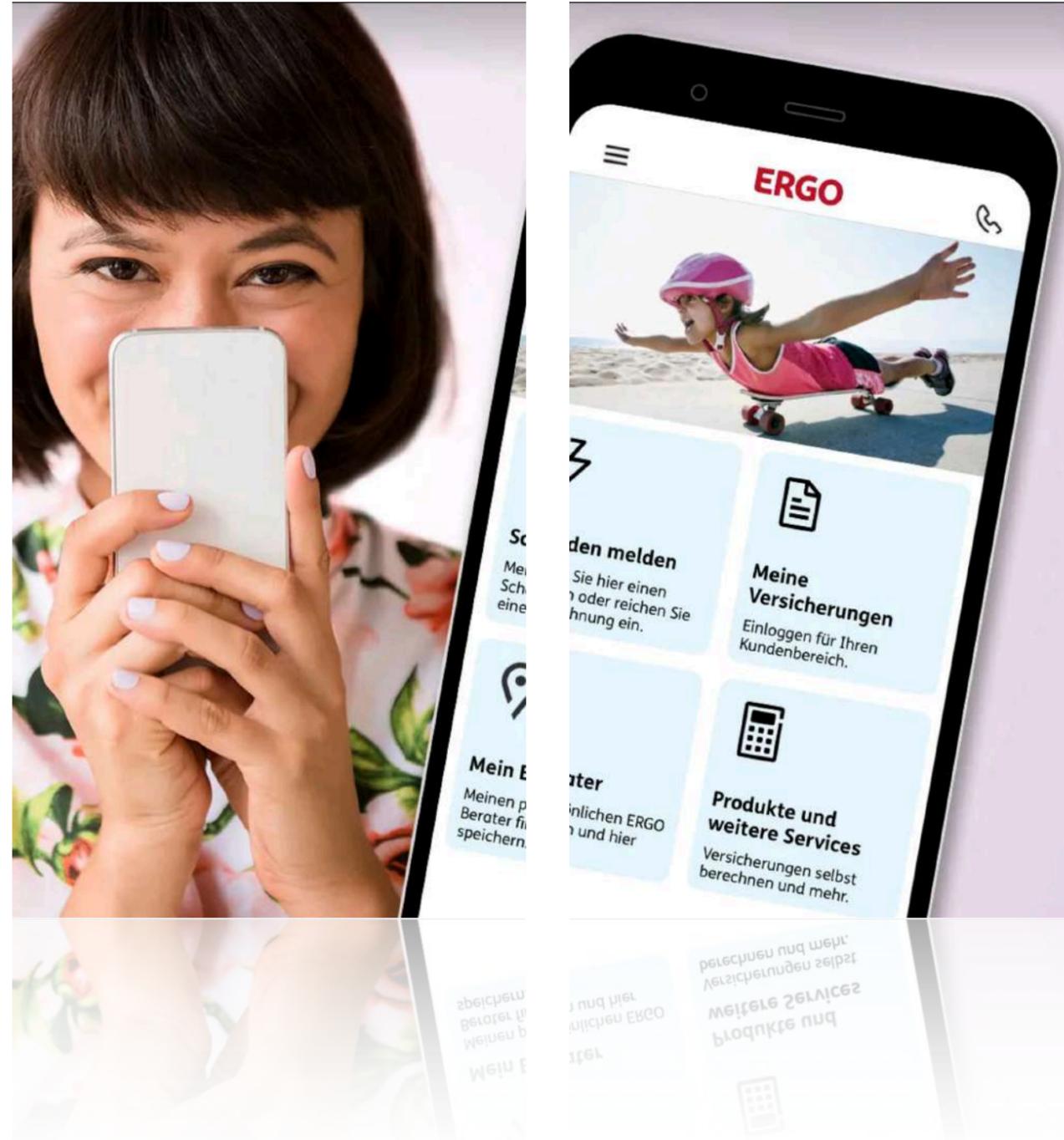
[Zum Produkt](#)

Meine Versicherungen.

Versicherung to go:
Schaden online melden, alle Verträge auf einen Blick, der direkte Draht zu Ihrem Berater und viele weitere Produkte und Services immer dabei.

ERGO

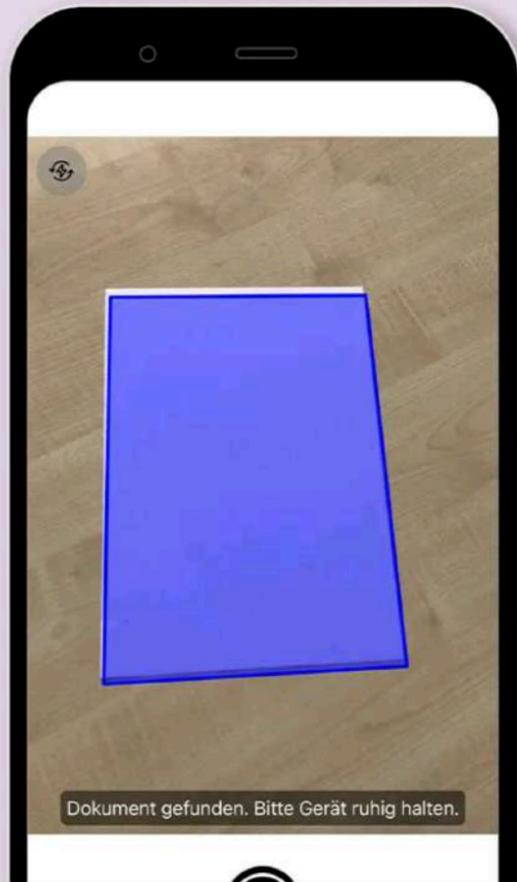
ERGO



Schaden melden: schnell und einfach online.



NEU: Foto-Funktion:
Foto machen und hochladen.



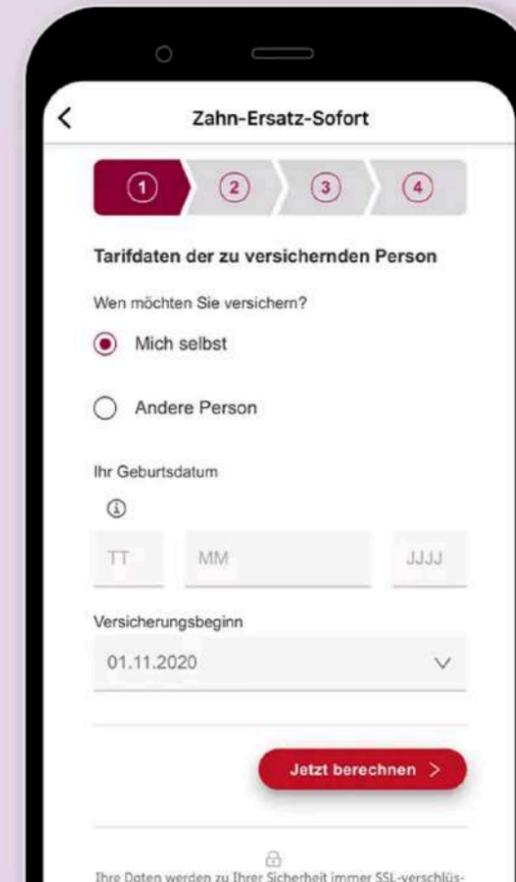
Mein ERGO-Berater:
Berater finden und speichern.



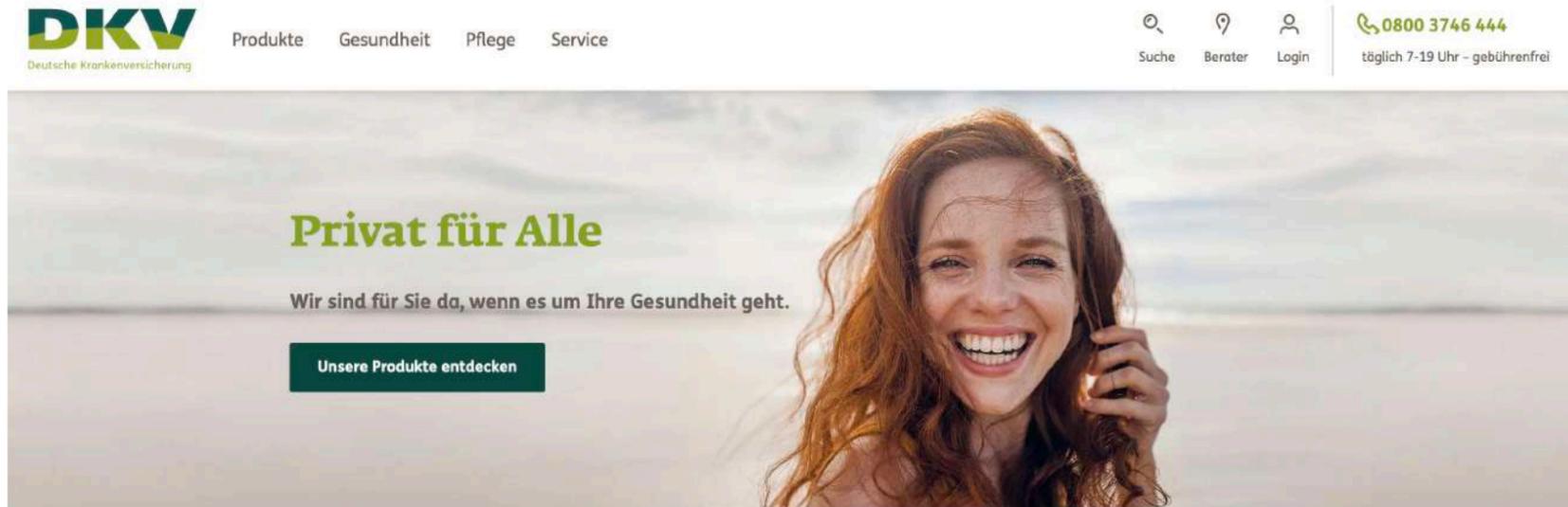
Produkte & Services:
individuell und passgenau.



Online Tarifrechner:
berechnen und abschließen.



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



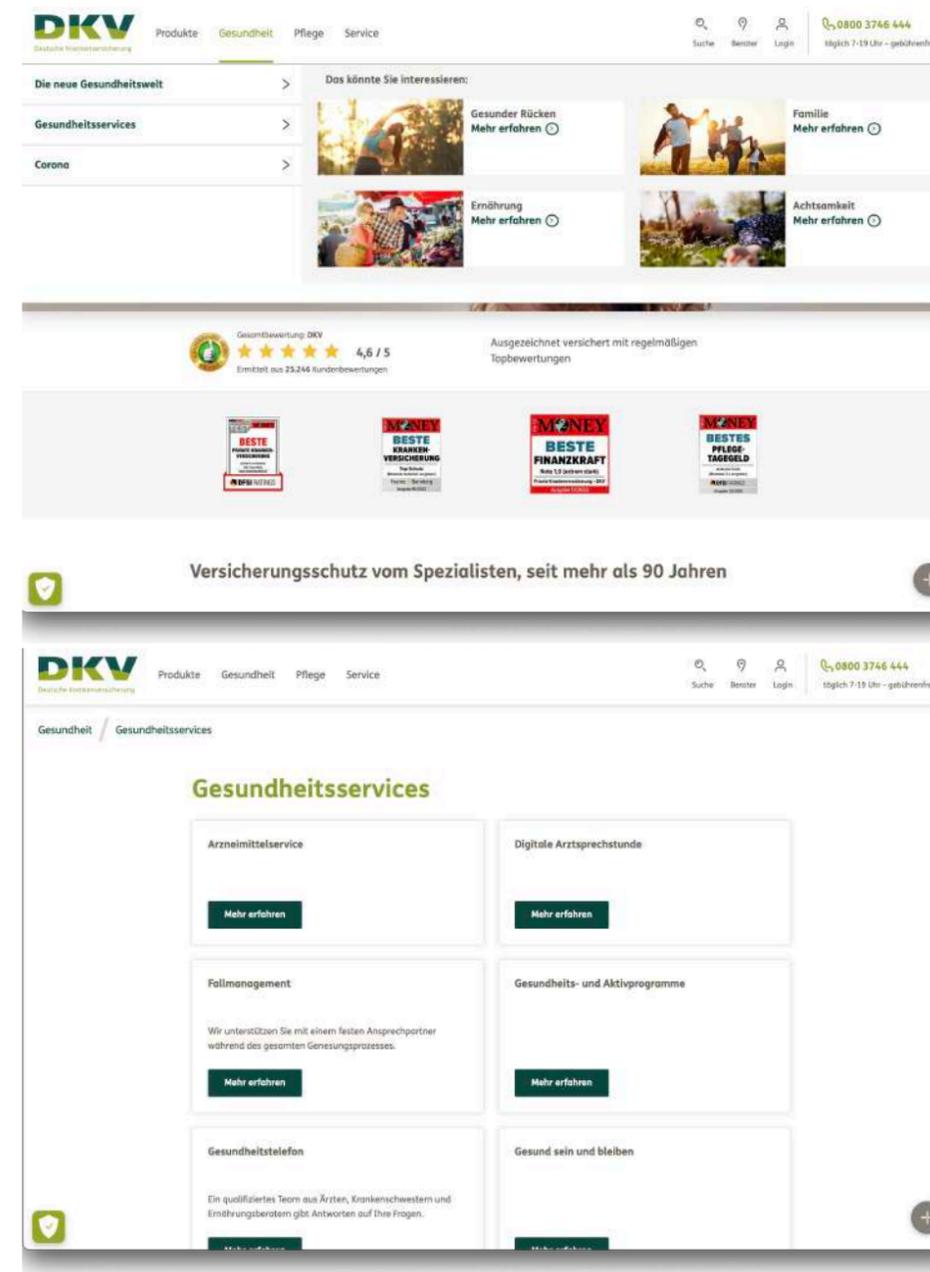
Gesamtbewertung: DKV
★★★★★ 4,6 / 5
Ermittelt aus 25.246 Kundenbewertungen

Ausgezeichnet versichert mit regelmäßigen
Topbewertungen



Versicherungsschutz vom Spezialisten, seit mehr als 90 Jahren

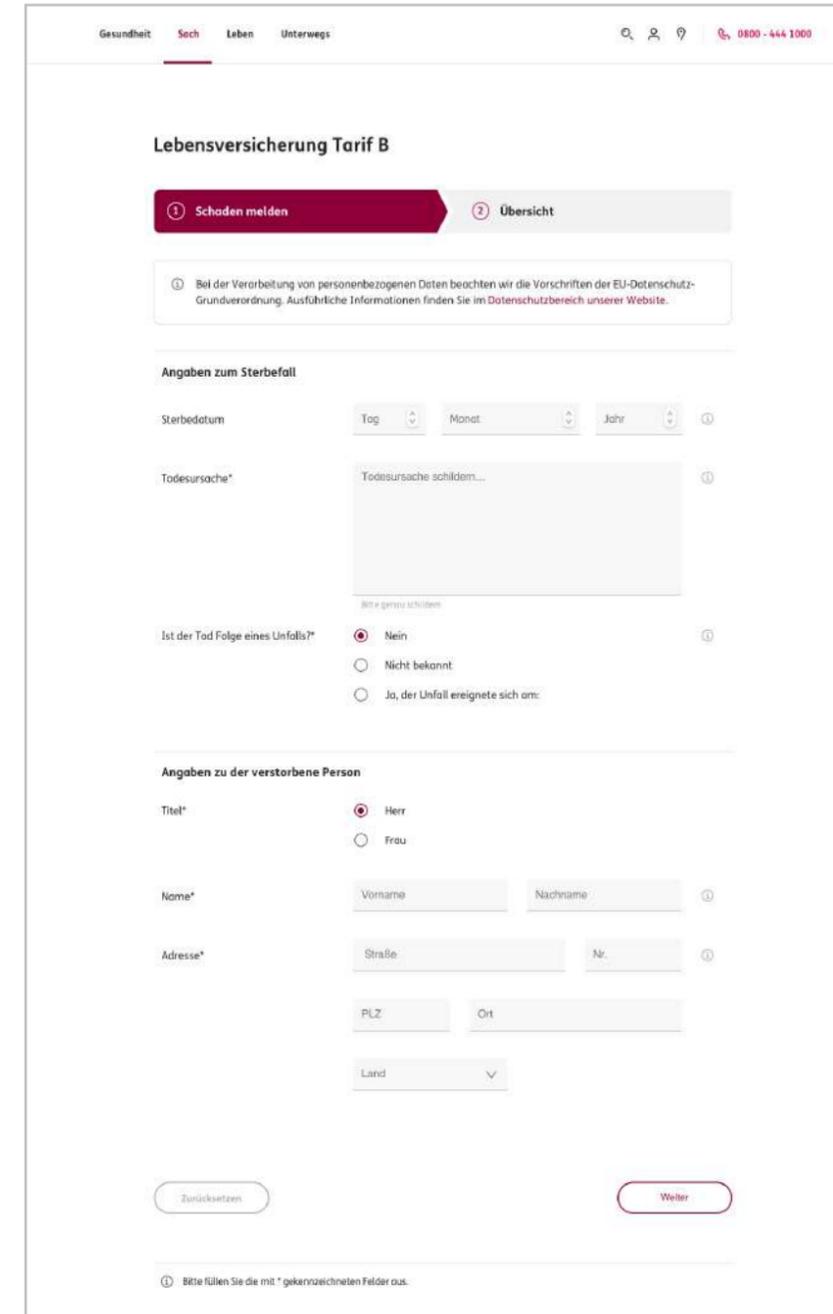
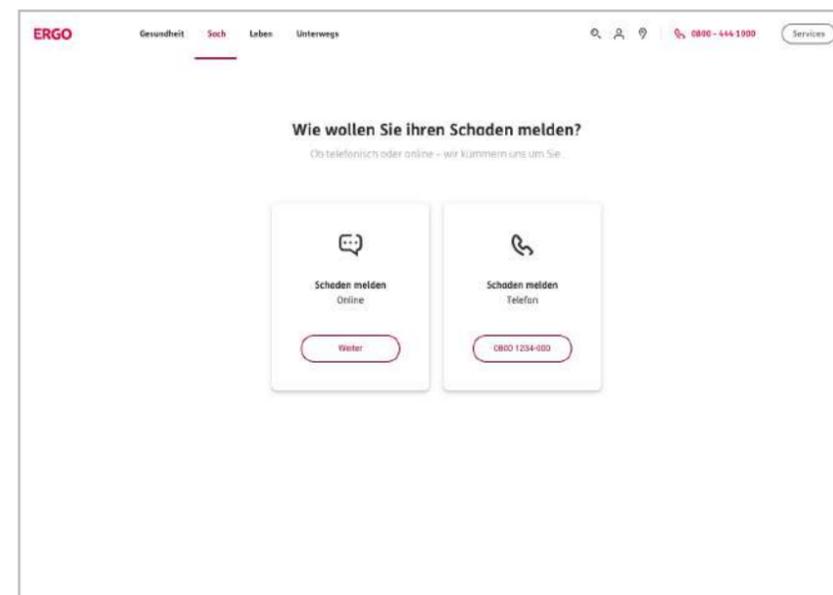
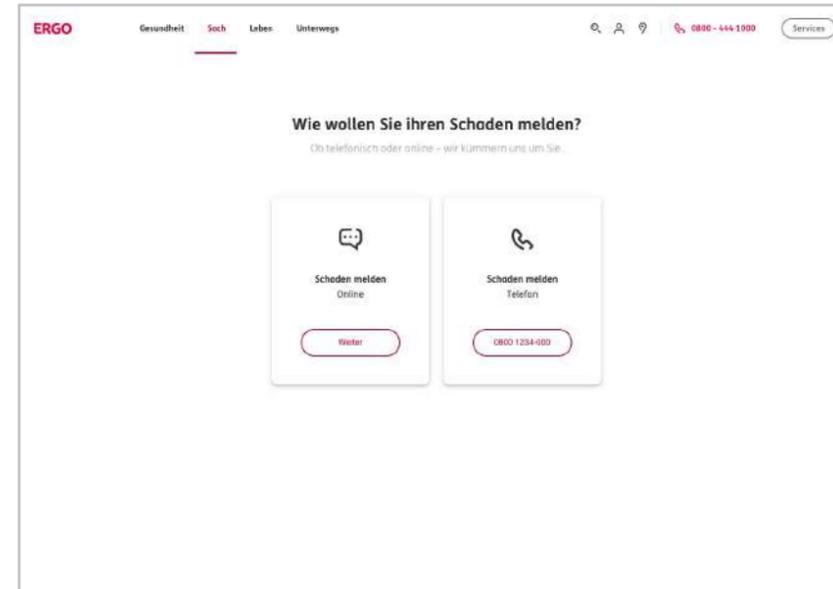
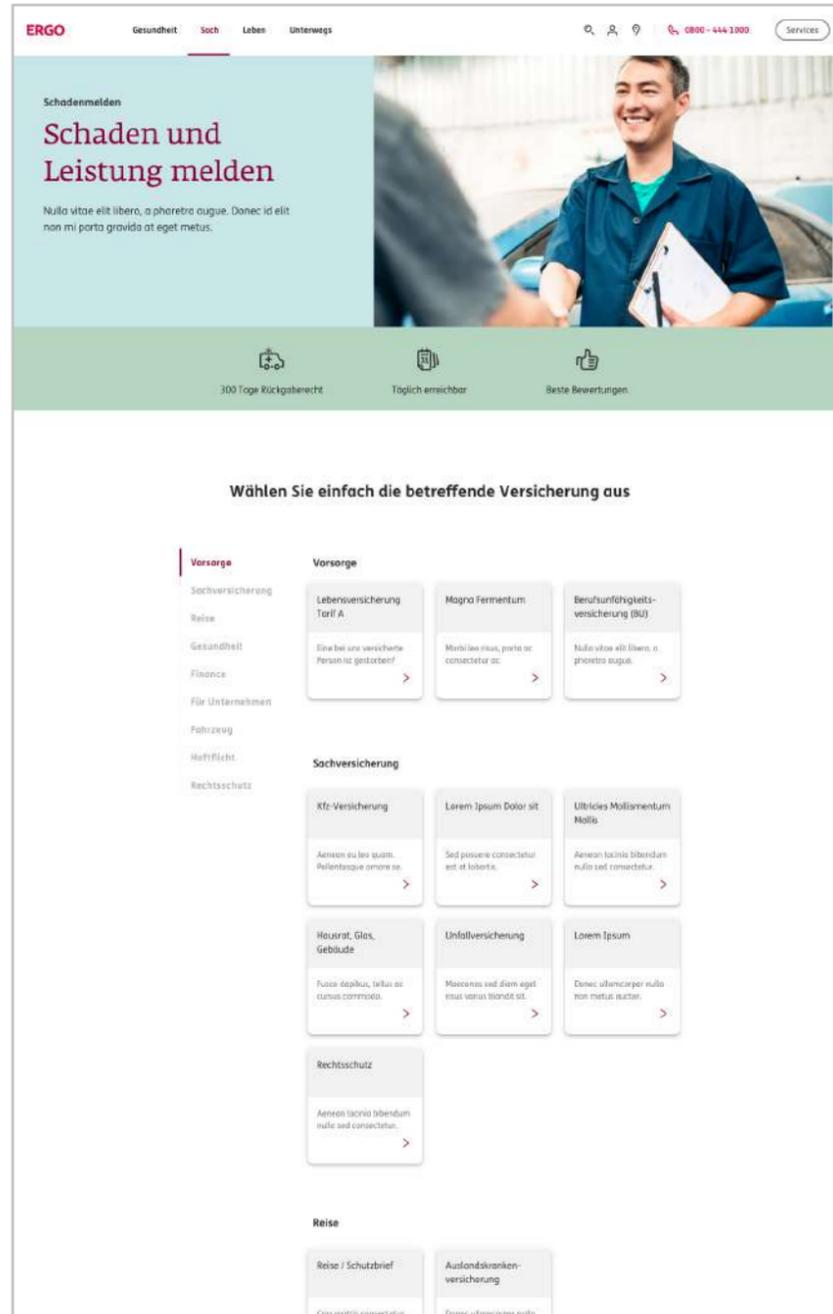
Versicherungsschutz vom Spezialisten, seit mehr als 90 Jahren



DIGITAL WORKS

CAR INSURANCE CLAIM PROCESS // ERGO GROUP AG, ERGO DIGITAL FACTORY

SERVICE PROCESS INTEGRATION BASED ON THE PATTERN LIBRARY OF THE GLOBAL DESIGN SYSTEM



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

DSM. ERGO ONE DSM for DF

→ Colors

Color Design Areas

Primary Colors

Contrast Colors

Add-On Colors

Decorative Colors

DKV Colors

→ Typography / Text Sty...

→ Icons

→ Header & Footer

→ Components

→ Forms

→ Buttons ERGO

→ Buttons DKV

→ Layout

→ Fonts

→ Colors

Description

Color Design Areas

Our appearance can be divided into three design fields - so that we can control our communication in a targeted manner. Choose the appropriate design field for your measure.

design area 1
we give security

design area 2
we are lively

design area 3
we inspire

Primary Colors

Add description...

DSM. ERGO ONE DSM for DF

→ Colors

→ Typography / Text Sty...

→ Icons

→ Header & Footer

→ Components

→ Forms

→ Buttons ERGO

→ Buttons DKV

→ Layout

→ Fonts

→ Header & Footer

Description

Header » Specification

header

header » size & colors

header » spacings

Header & Content » Margin Specification

Add description...

DSM. ERGO ONE DSM for DF

→ Colors

→ Typography / Text Sty...

→ Icons

→ Header & Footer

→ Components

→ Forms

→ Buttons ERGO

→ Buttons DKV

→ Layout

→ Fonts

→ Forms

Description

Text Field » Anatomy

1. Container
2. Leading icon (optional)
3. Label text
4. Input text
5. Trailing icon (optional)
6. Activation indicator
7. Helper text (optional)

text field all elements

text field main elements

DSM. ERGO ONE DSM for DF

→ Colors

→ Typography / Text Sty...

→ Icons

→ Header & Footer

→ Components

→ Forms

→ Buttons ERGO

→ Buttons DKV

→ Layout

→ Fonts

→ Layout

BREAKPOINT	RESOLUTION	COLUMNS	GRID WIDTH	GUTTER WIDTH	COLUMN WIDTH
Desktop	≥ 1192px	12	1192px	48px	72px
Tablet	tbd.				
Mobile	tbd.				

Grid Desktop

Add description...

grid desktop

...sktop - layout fullwidth

...sktop - layout centered

...top - content container

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 CONTINUOUSLY 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

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

INITIAL MVP

OTTO BRANDCONNECT

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

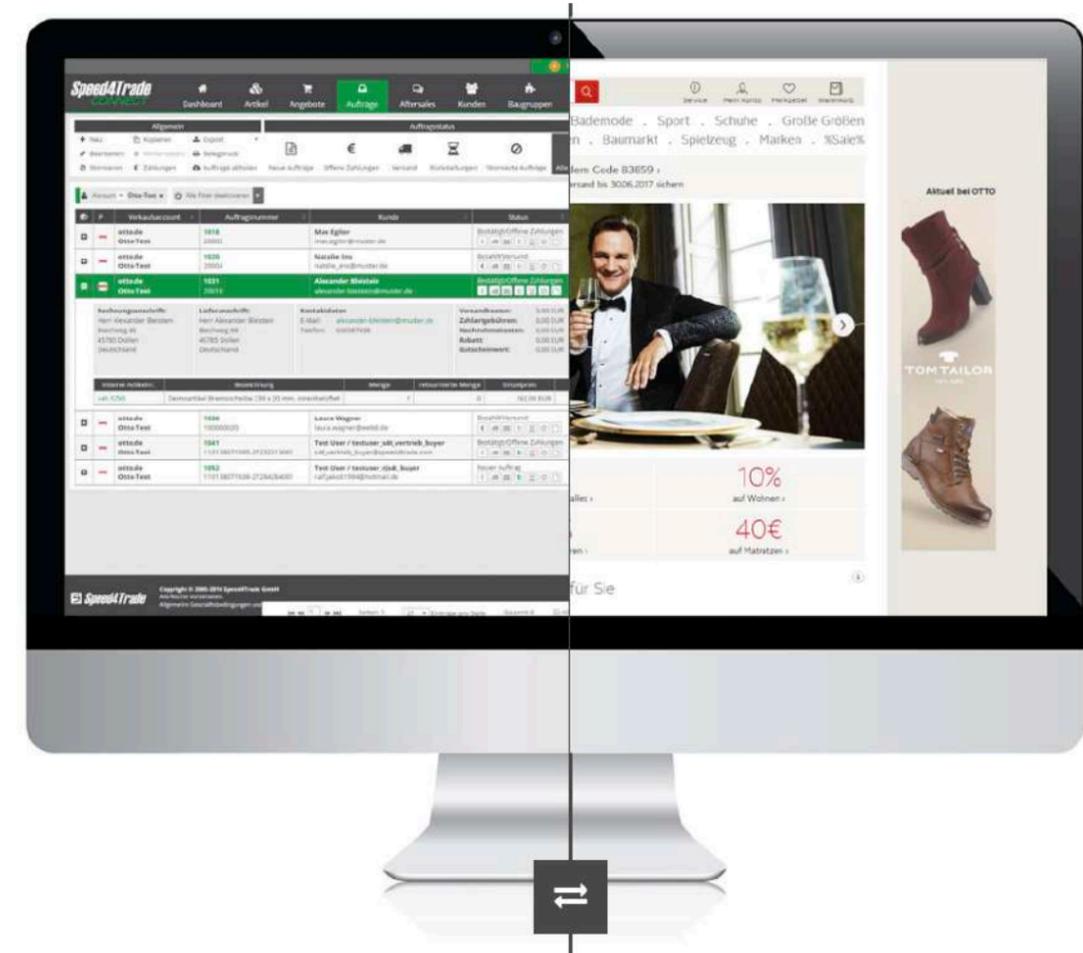
<https://www.onlinehaendler-news.de/handel/31419-otto-market-brand-connect.html>

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



OTTO market DE | EN Zur Checkliste

Startseite Vorteile & Services So funktioniert's FAQ Als Verkäufer anmelden >

Gemeinsam handeln!

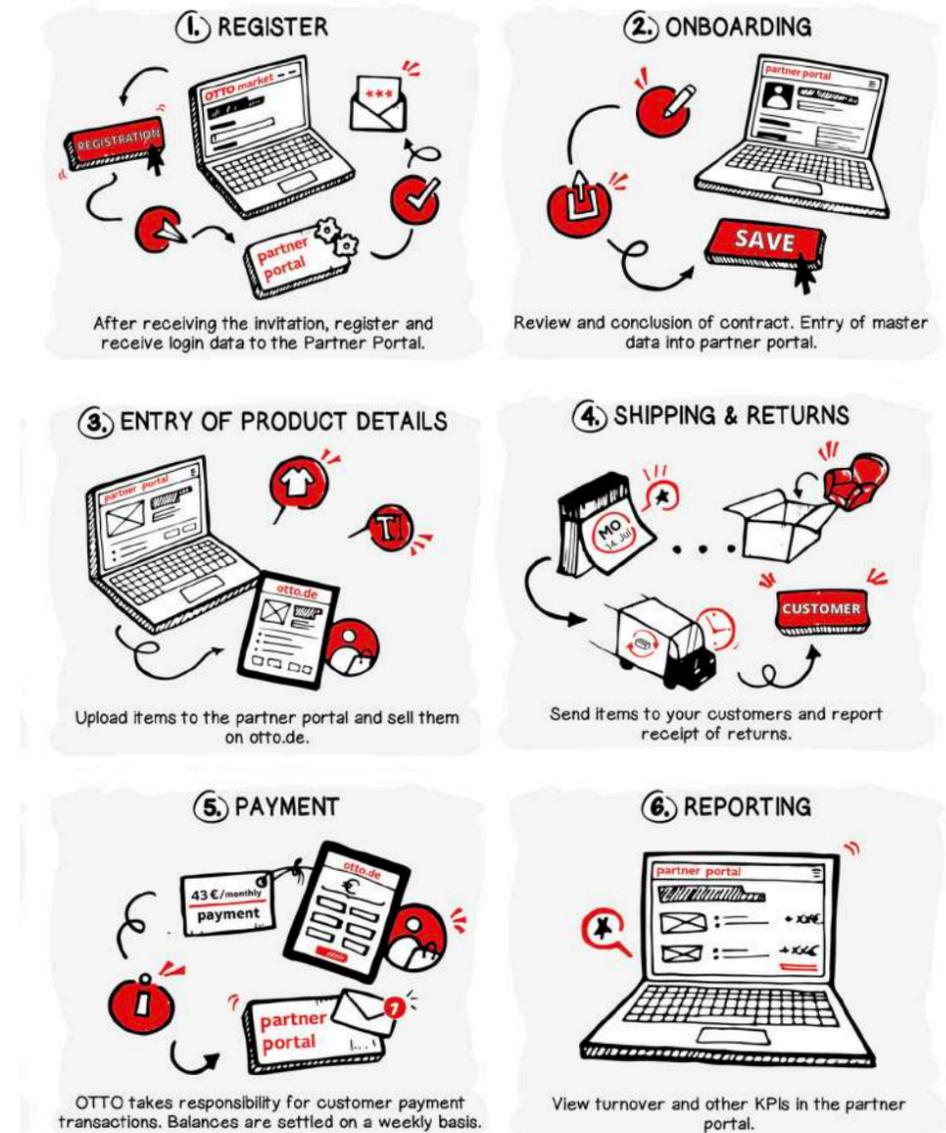
- Über 11,5 Millionen aktive Kund*innen
- Faire Gebührenregelung
- Bis zu 10 Bestellungen pro Sekunde
- Produkte einfach online verkaufen

Zur Checkliste Als Verkäufer anmelden

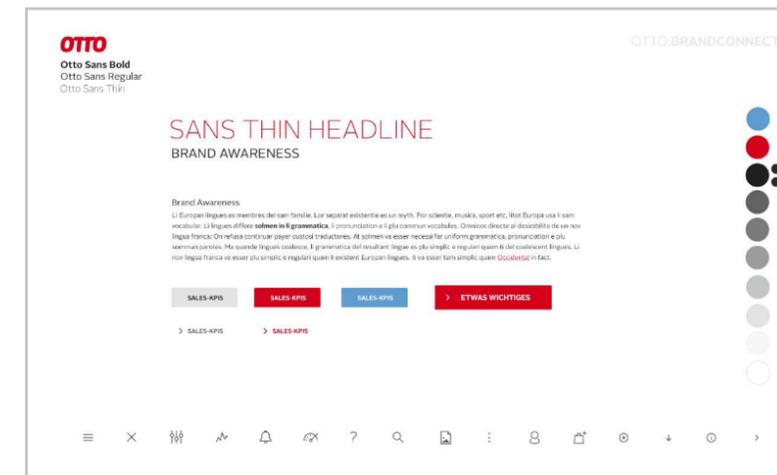
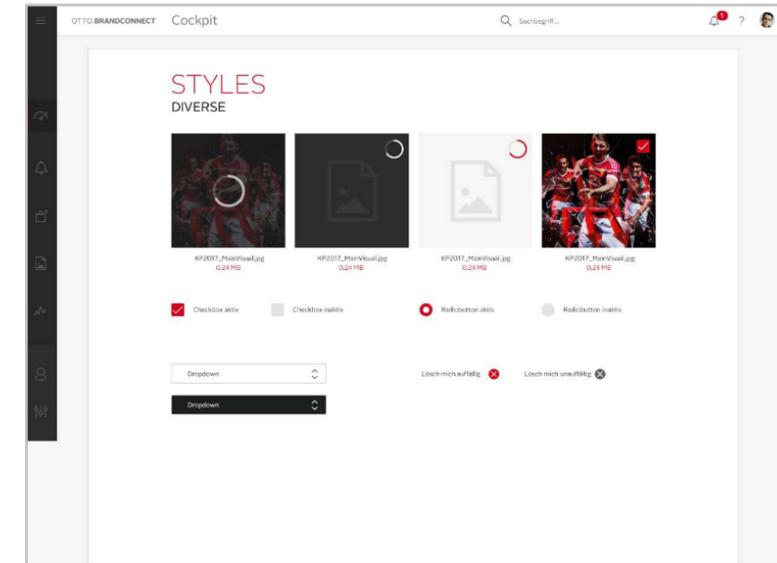
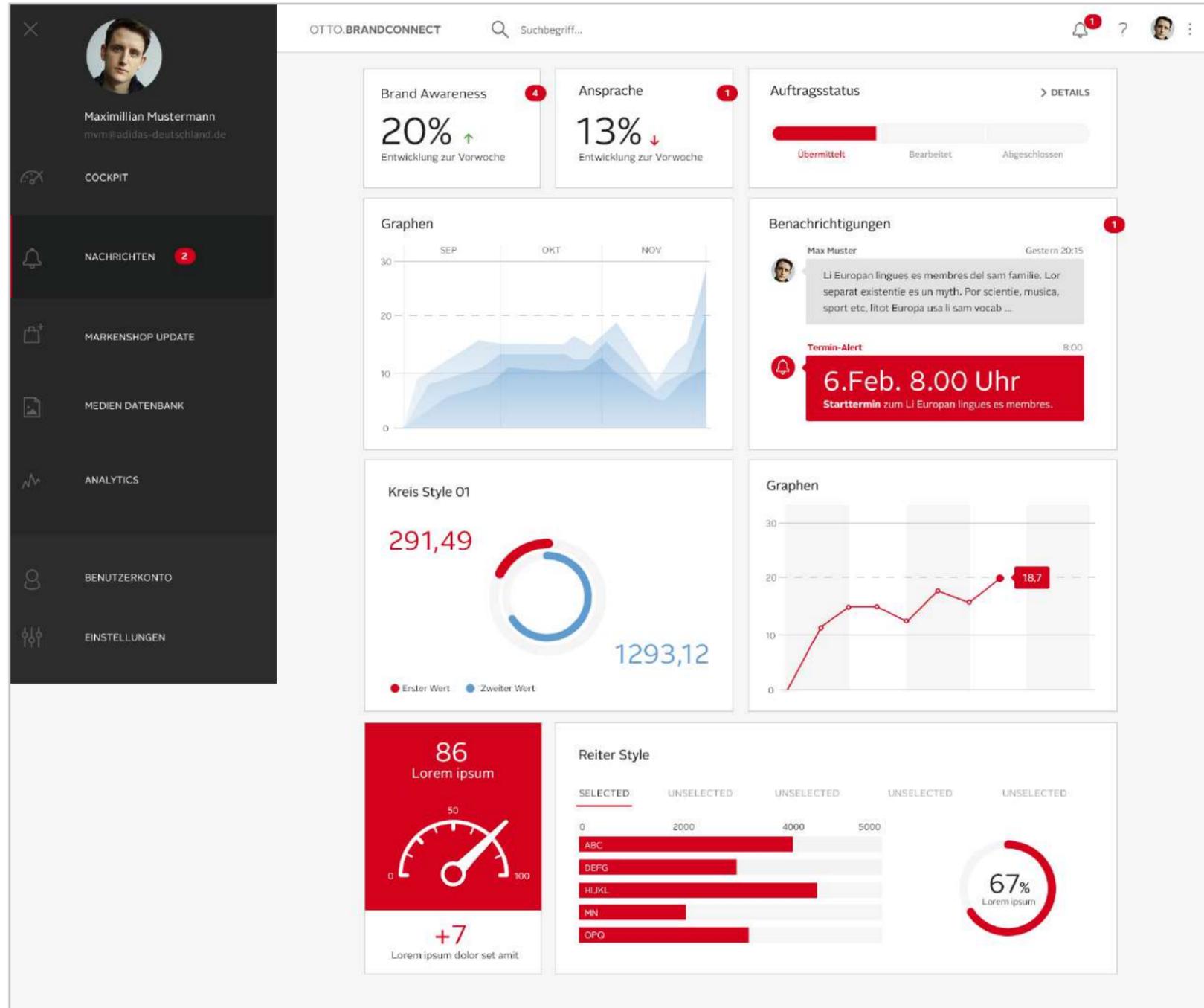
Erfolgreich verkaufen mit OTTO Market

Sie suchen nach einer seriösen Verkaufsplattform für Händler mit hoher Reichweite, klaren Händlerkriterien und einem fairen Gebührensystem? Perfekt! Ihre Suche ist hier beendet. Wir möchten Sie als Händler auf otto.de begrüßen und sind uns sicher, dass wir der richtige Marketplace in Deutschland für Sie sind. Verkaufen darf nicht kompliziert sein, schließlich sollen Sie sich komplett auf Ihr Geschäft konzentrieren können. Deshalb möchten wir

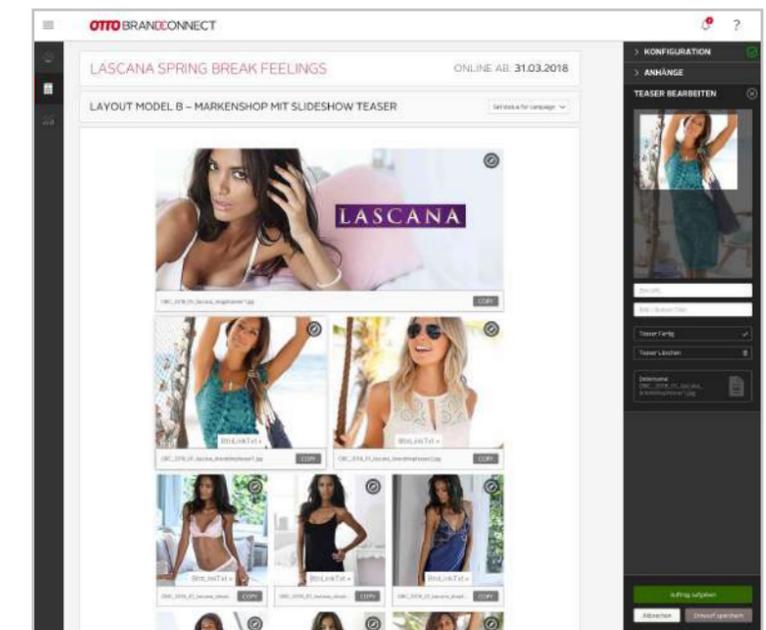
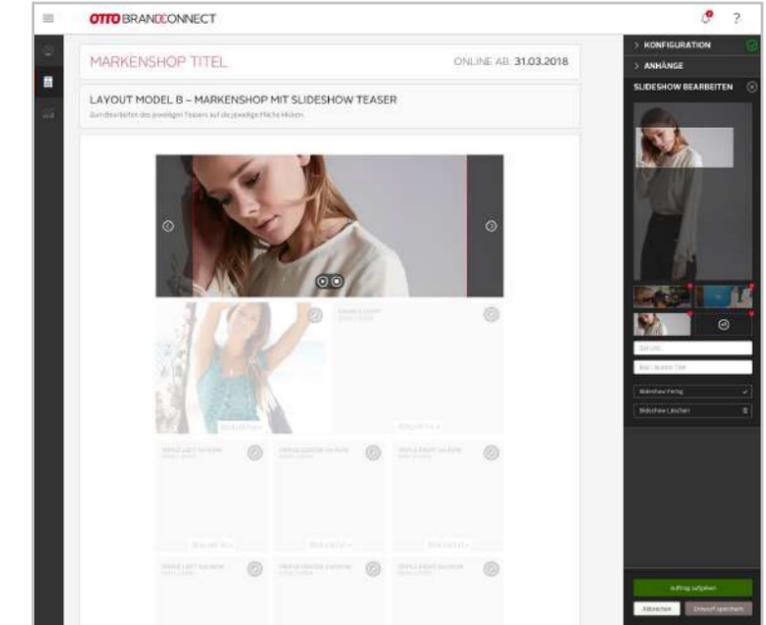
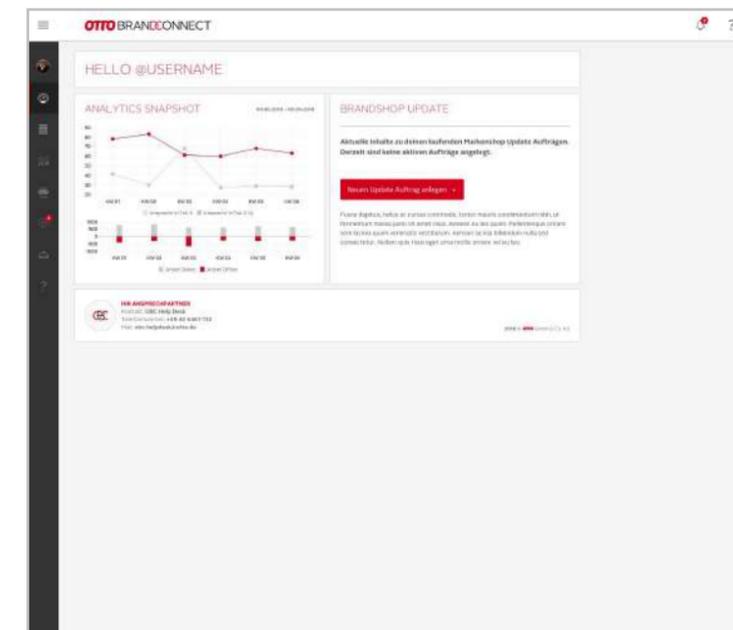
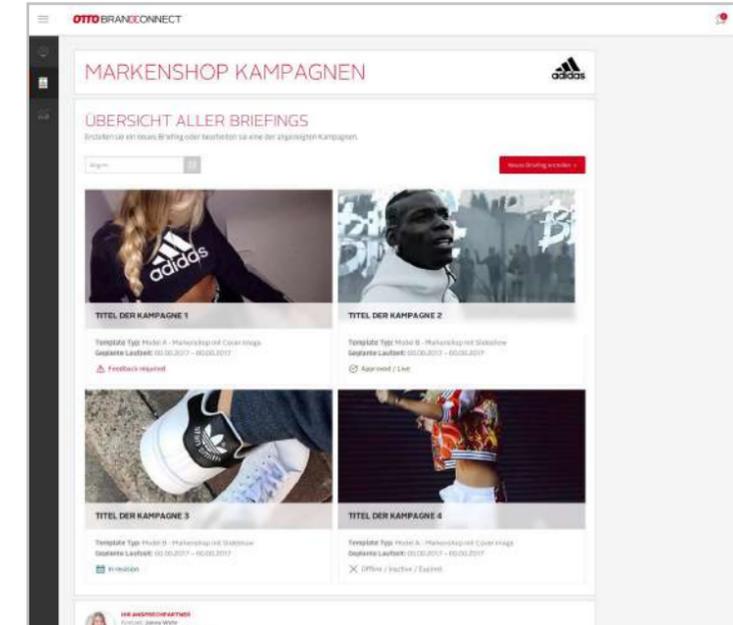
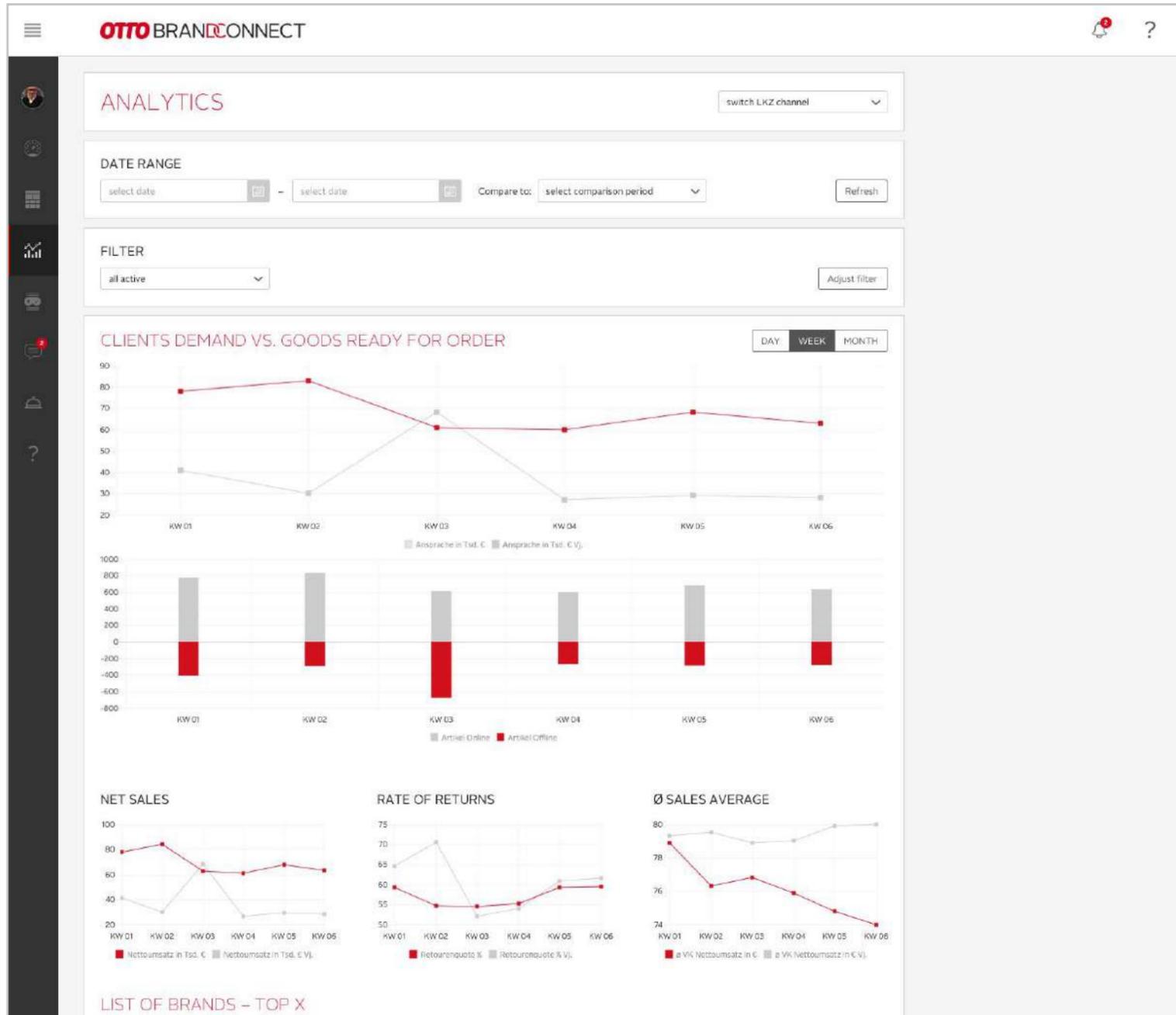
How OTTO Market works



INITIAL UI/UX CONCEPT DRAWINGS FOR USABILITY TESTING



MVP DESIGN FOR TEST LAUNCH AND FIRST ACCESS TO KEY BRAND PARTNERS





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.

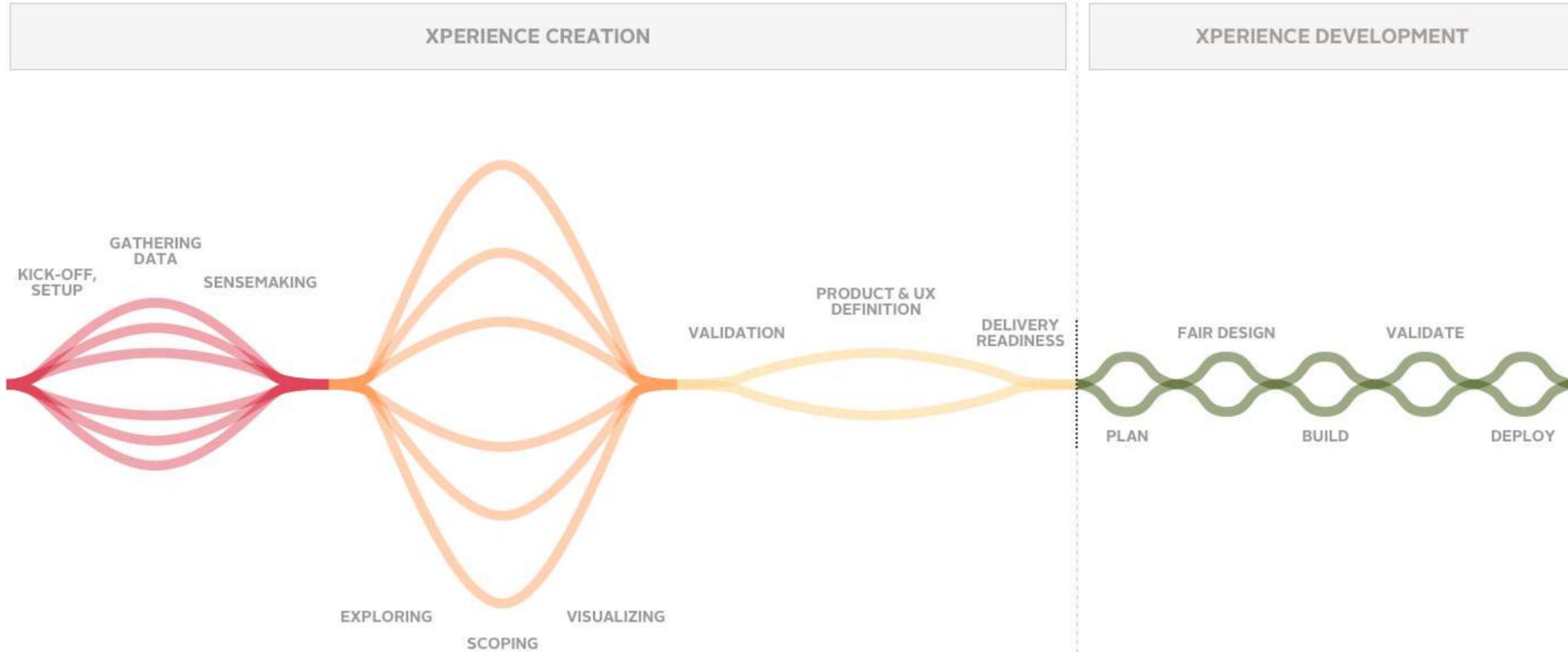
THE BEGIN OF THE OTTO XDS TEAM.

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



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** identifies key opportunity areas, ultimately aligning on a go-forward UX/UI concept.

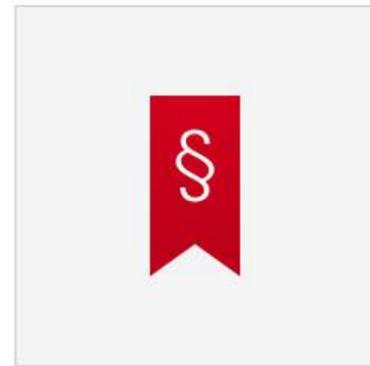
SCOPE

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.

GENERAL STRUCTURE OF THE XDS [BASED ON ATOMIC PRINCIPLES]



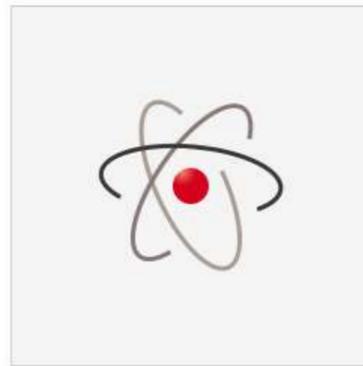
PRINCIPLES

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.



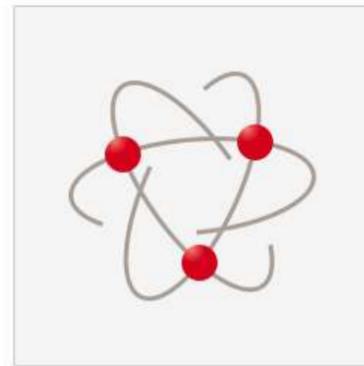
BASICS / ATOMS

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.

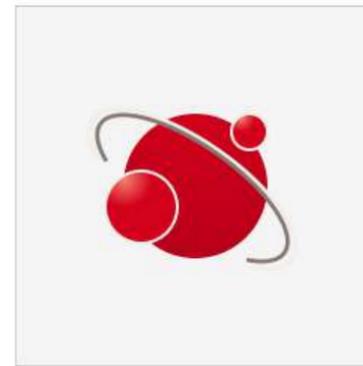


COMPONENTS / MOLECULES

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.

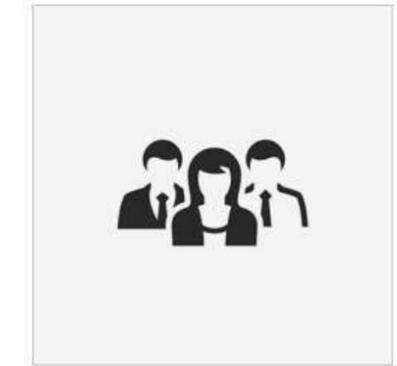
When crafting an effective design system, it's critical to demonstrate how components look and function together in the context of a layout to prove the parts add up to a well-functioning whole.

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.

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

WELCOME TO THE XDS/OBC DESIGN SYSTEM

THE XDS DESIGN SYSTEM UNITES PRODUCT TEAMS AROUND A COMMON VISUAL LANGUAGE. IT REDUCES DESIGN DEBT, ACCELERATES THE DESIGN PROCESS, AND BUILDS BRIDGES BETWEEN TEAMS WORKING IN CONCERT TO BRING PRODUCTS TO LIFE.

LET'S BUILD GREAT PRODUCTS TOGETHER.

TABLE OF CONTENTS

BASICS	COMPONENTS
COLORS ICONS FONTS TYPOGRAPHY BUTTONS & ANCHORS FORM OBJECTS	INDICATOR TOOLTIPS SWITCHER MODAL DIALOGUE
ORGANISMS	TEMPLATES

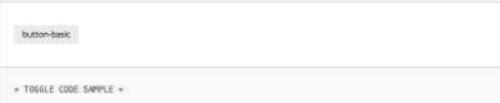
OBJECT ICONS

 class="xds-icon-object-alarm" id="e911"/>	 class="xds-icon-object-alert" id="e912"/>
 class="xds-icon-object-bin" id="e913"/>	 class="xds-icon-object-calendar" id="e914"/>
 class="xds-icon-object-crosshair" id="e915"/>	 class="xds-icon-object-disk" id="e916"/>
 class="xds-icon-object-edit" id="e917"/>	 class="xds-icon-object-files" id="e918"/>
 class="xds-icon-object-magnifier-minus" id="e919"/>	 class="xds-icon-object-magnifier-plus" id="e91a"/>
 class="xds-icon-object-magnifier" id="e91b"/>	 class="xds-icon-object-more" id="e91c"/>
 class="xds-icon-object-navmenu" id="e91d"/>	 class="xds-icon-object-picture" id="e91e"/>
 class="xds-icon-object-print" id="e91f"/>	 class="xds-icon-object-linear" id="e920"/>

BASICS

BUTTONS & ANCHORS

BUTTON – BASIC CONFIGURATION



TOGGLE CODE SAMPLE

BUTTON – 1ST LEVEL



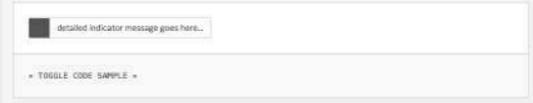
TOGGLE CODE SAMPLE

HTML	CSS
<pre>1 <button class="xds-btn xds-btn-1st"> 2 button-1st 3 </button></pre>	<pre>1 .xds-btn-1st { 2 background: #555; 3 background: linear-gradient(#555 , #222); 4 color: #FFF; 5 }</pre>

COMPONENTS

INDICATOR

BASIC INDICATOR SETUP



TOGGLE CODE SAMPLE

INDICATOR – RELOAD



TOGGLE CODE SAMPLE

HTML	CSS
<pre>1 <div class="xds-indctr"> 2 <div class="xds-indctr--icon reload"></div> 3 <div class="xds-indctr--label">reload message</div> 4 </div></pre>	<pre>1 /* Basic indicator setup CSS styles */ 2 .xds-indctr--icon.reload:before { 3 content: "🔄"; 4 }</pre>

INDICATOR – ALERT

XDS TIPSEER – SMALL

The XDS design system unites product teams around a common visual language. It reduces design debt, accelerates the design process, and builds bridges between teams working in concert to bring products to life.

TOGGLE CODE SAMPLE

The XDS design system unites product teams around a common visual language. It reduces design debt, accelerates the design process, and builds bridges between teams working in concert to bring products to life.

XDS TIPSEER – LARGE WITH ANIM

The XDS design system unites product teams around a common visual language. It reduces design debt, accelerates the design process, and builds bridges between teams working in concert to bring products to life.

TOGGLE CODE SAMPLE

HTML	CSS
<pre>1 <div class="xds-tipseer"> 2 <div class="xds-tipseer--text"> 3 The XDS design system unites product teams 4 around a common visual language. It reduces 5 design debt, accelerates the design process, 6 and builds bridges between teams working in 7 concert to bring products to life. 8 </div> 9 </div></pre>	<pre>1 .xds-tipseer { 2 font-size: 12px; 3 line-height: 1.5; 4 color: #555; 5 }</pre>

XDS TIPSEER – ERROR VERSION

The XDS design system unites product teams around a common visual language. It reduces design debt, accelerates the design process, and builds bridges between teams working in concert to bring products to life.

TOGGLE CODE SAMPLE

COMPONENTS

SWITCHER

BASIC SWITCHER SETUP



TOGGLE CODE SAMPLE

TRIPLE SWITCHER SAMPLE



TOGGLE CODE SAMPLE

HTML	CSS
<pre>1 <div class="xds-switch"> 2 <input type="radio" id="switch_triple_one"/> 3 <label class="xds-switch-1st" for="switch_1"> 4 Switch 1 5 </label> 6 <input type="radio" id="switch_triple_two"/> 7 <label class="xds-switch-1st" for="switch_2"> 8 Switch 2 9 </label> 10 <input type="radio" id="switch_triple_three"/> 11 <label class="xds-switch-1st" for="switch_3"> 12 Switch 3 13 </label> 14 </div></pre>	<pre>1 /* XDS Switcher _xds-switch ... */ 2 .xds-switch { 3 display: flex; 4 gap: 10px; 5 }</pre>

COMPONENTS

MODAL DIALOGUE

BASIC MODAL DIALOGUE SETUP



TOGGLE CODE SAMPLE

COMPONENTS

PRINCIPLES

CSS GUIDELINES

1 SIMPLE CLASS SELECTORS

One of the most prolific ideals of good CSS today is the widespread use of **classes in selectors**. Classes are easy to read, perform great in browsers, and can be easily structured into components.

Sticking to classes for selectors normalizes the levels of specificity in your CSS. Since each class has the same level of specificity, the only thing that determines its ability to override other styles is that selector's placement in the stylesheet.

Writing these classes well means abiding by a few structural rules. For example:

- Use a single dash between important keywords.
- Don't chain classes—that increases specificity and dilutes the focus on building components.

COMBINING THESE PRINCIPLES SHOULD LEAD TO SOMETHING LIKE THIS:

HTML	CSS
<pre>1 <div structure is like this...> 2 <div class="tabs"> 3 <div class="tabs-link" href="#">...</div> 4 </div> 5 6 <div structure is like this...> 7 <div class="tabs"> 8 <div class="tabs-link" href="#">...</div> 9 </div></pre>	<pre>1 // Basic class structure 2 .component {} 3 .component-modifier {} 4 .component-subcomponent {} 5 .component-subcomponent-modifier {} 6 7 // In practice... 8 .tabs {} 9 .tabs-link {}</pre>

2 IDENTIFIABLE CLASSES

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

1 Kategorie **2** Basisdaten **3** Farben **4** Größen **5** Materialien **6** Funktionen **7** Varianten **8** Bilder

NEUES PRODUKT – FARBEN

Cras mattis consectetur purus sit amet fermentum. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

schwarz

braun

natur

weiss

gelb

orange

rot

rosa

blau

grün

grau

silber

gold

[« zurück](#) [Speichern & weiter](#)

PRODUKTINSPEKTOR

KATEGORIE
Tische » Esstische

MARKE
andas

SERIE
Lake

PRODUKTTITEL
Esstisch aus massiver Eiche oder Nussb...

PRODUKTINFORMATIONEN
Im zeitlosen Design präsentiert sich der Esstisch »Lake« von andas. Er ist hochwertig verarbeitet und wird aus FSC®-zertifiziertem Massivholz gefertigt, das aus vorbildlicher Waldwirtschaft ...

ANZAHL COLLI
3

FARBEN
braun, natur, weiss

1 Kategorie **2** Basisdaten **3** Farben **4** Größen **5** Materialien **6** Funktionen **7** Varianten **8** Bilder

NEUES PRODUKT – VARIATIONEN

Vestibulum id ligula porta felis euismod semper. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nullam quis risus eget urna mollis ornare vel eu leo.

2500mm x 1400mm x 25mm

2000mm x 1000mm x 25mm

1500mm x 900mm x 25mm

Massivholz

ihre aktuelle Auswahl

FARBE
braun

GRÖSSE
1500mm x 900mm x 25mm

MATERIAL
Massivholz

Variantencode / EAN Nummer

EK 0,00 € **VK** 0,00 €

Varianten speichern

VAR#	FARBE / GRÖSSE / MATERIAL / FUNKTION	V-CODE / EAN	EK	VK
01	braun / 1500 x 900 x 25 / Massivholz / -	9876543210121	139,72 €	479,99 €
02	braun / 2000 x 1000 x 25 / Massivholz / -	9876543210122	172,39 €	590,00 €
03	braun / 2500 x 1400 x 25 / Massivholz / -	9876543210123	217,01 €	649,99 €
04	natur / 1500 x 900 x 25 / Massivholz / -	9876543210124	139,72 €	479,99 €
05	natur / 2000 x 1000 x 25 / Massivholz / -	9876543210125	172,39 €	590,00 €
06	natur / 2500 x 1400 x 25 / Massivholz / -	9876543210126	217,01 €	649,99 €
07	weiss / 1500 x 900 x 25 / Massivholz / -	9876543210127	139,72 €	479,99 €
08	weiss / 2000 x 1000 x 25 / Massivholz / -	9876543210128	172,39 €	590,00 €
09	weiss / 2500 x 1400 x 25 / Massivholz / -	9876543210129	217,01 €	649,99 €

[« zurück](#) [Speichern & weiter](#)

PRODUKTINSPEKTOR

KATEGORIE
Tische » Esstische

MARKE
andas

SERIE
Lake

PRODUKTTITEL
Esstisch aus massiver Eiche oder Nussb...

PRODUKTINFORMATIONEN
Im zeitlosen Design präsentiert sich der Esstisch »Lake« von andas. Er ist hochwertig verarbeitet und wird aus FSC®-zertifiziertem Massivholz gefertigt, das aus vorbildlicher Waldwirtschaft ...

ANZAHL COLLI
3

FARBEN
braun, natur, weiss

MATERIALIEN
Massivholz

FUNKTIONEN
-

VARIATIONEN
9876543210121
9876543210122
9876543210123
9876543210124
9876543210125
9876543210126
9876543210127
9876543210128
9876543210129

1 Kategorie **2** Basisdaten **3** Farben **4** Größen **5** Materialien **6** Funktionen **7** Varianten **8** Bilder

NEUES PRODUKT – BASISDATEN

andas

Lake

Esstisch aus massiver Eiche oder Nussbaumholz

3

FARBEN (3)
braun, natur, weiss

GRÖSSEN (3)
2500 mm x 1400 mm x 25 mm
2000 mm x 1000 mm x 25 mm
1500 mm x 900 mm x 25 mm

MATERIALIEN (1)
Massivholz

FUNKTIONEN (-)
-

VARIATIONEN (9)

VAR#	FARBE / GRÖSSE / MATERIAL / FUNKTION	V-CODE / EAN	EK	VK
01	braun / 1500 x 900 x 25 / Massivholz / -	9876543210121	139,72 €	479,99 €
02	braun / 2000 x 1000 x 25 / Massivholz / -	9876543210122	172,39 €	590,00 €
03	braun / 2500 x 1400 x 25 / Massivholz / -	9876543210123	217,01 €	649,99 €

[« zurück](#) [Speichern & weiter](#)

PRODUKTINSPEKTOR

KATEGORIE
Tische » Esstische

MARKE
andas

SERIE
Lake

PRODUKTTITEL
Esstisch aus massiver Eiche oder Nussb...

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ANZAHL COLLI
3

FARBEN
braun, natur, weiss

GRÖSSEN
2500mm x 1400mm x 25mm
2000mm x 1000mm x 25mm
1500mm x 900mm x 25mm

MATERIALIEN
Massivholz

FUNKTIONEN
-

VARIATIONEN
9876543210121
9876543210122
9876543210123
9876543210124
9876543210125
9876543210126
9876543210127
9876543210128
9876543210129

PROJECT —

MediaMarkt

SATURN

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 SALES LINES OF THE MEDIAMARKT-SATURN RETAIL GROUP TO SUPPORT IN ALL RELATED E-COMMERCE ACTIVITIES AND INDIVIDUAL REQUIREMENTS.

EXPERTISE & RESPONSIBILITIES:

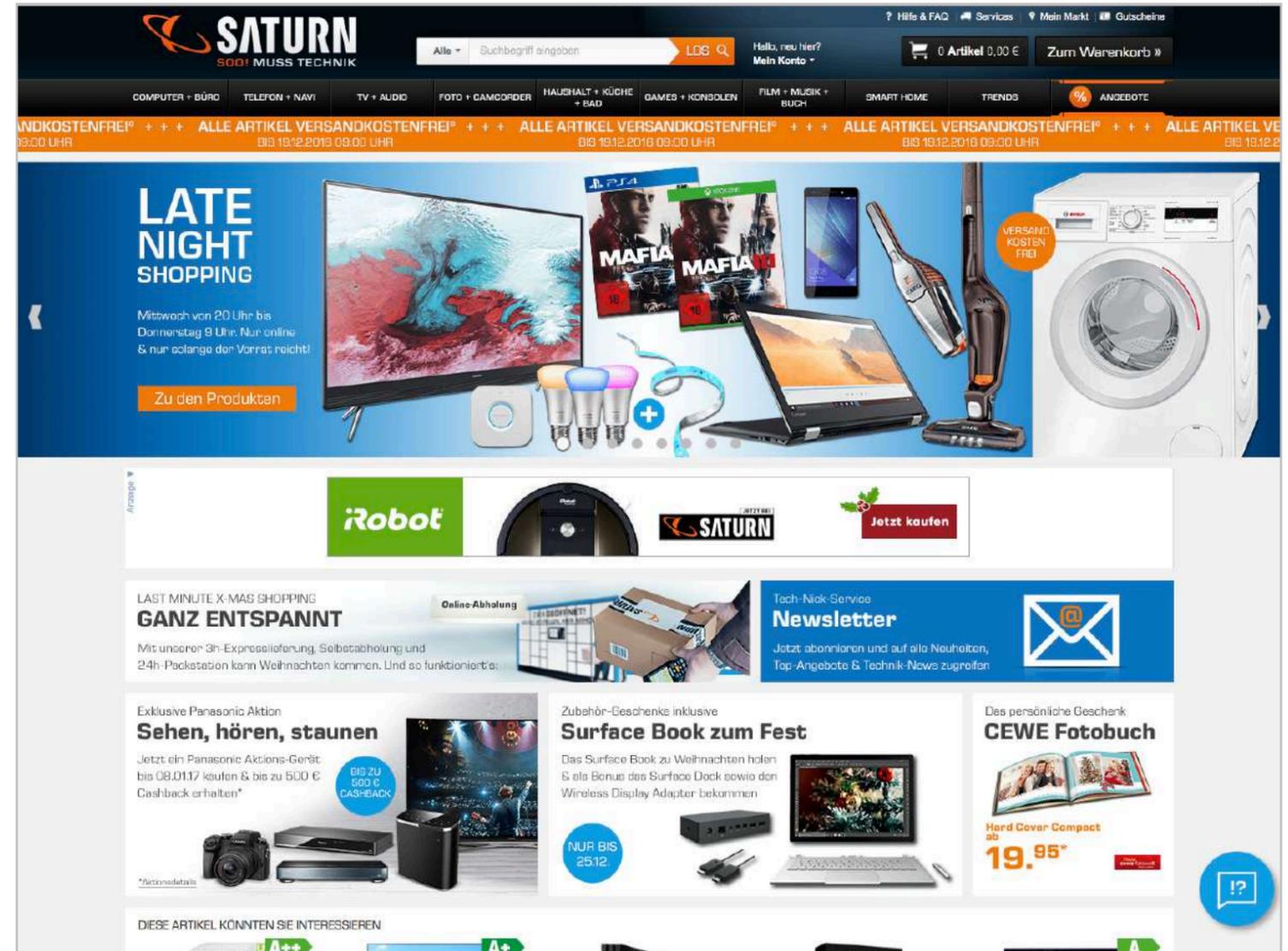
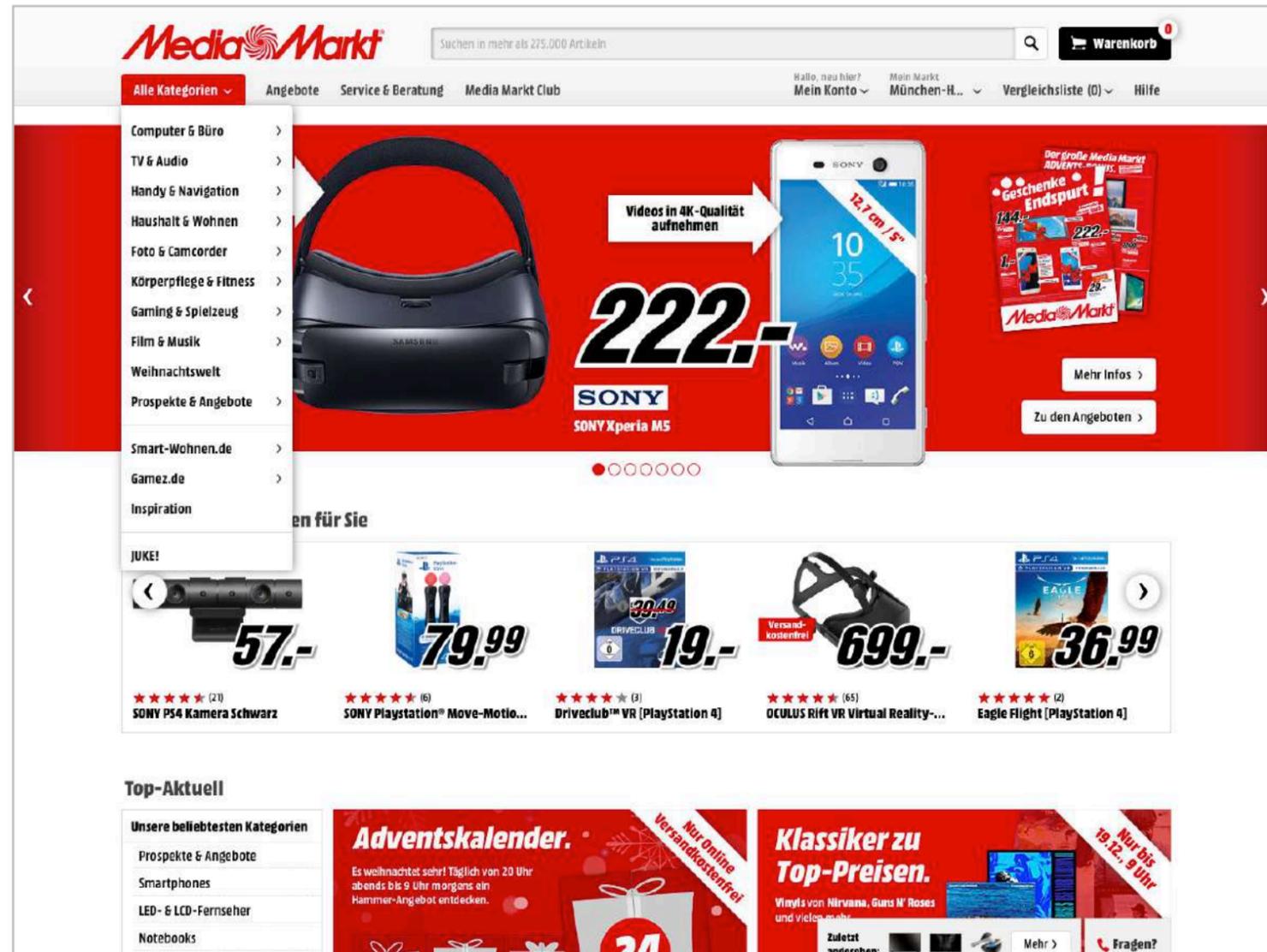
- Design Thinking
- LEAN UX
- User-centered Design
- User Experience (UX)
- User Interface Design
- User Flows
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping
- MV & A/B Testing

- Global Cross-Functional Team Leadership
- Agile Leadership

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

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

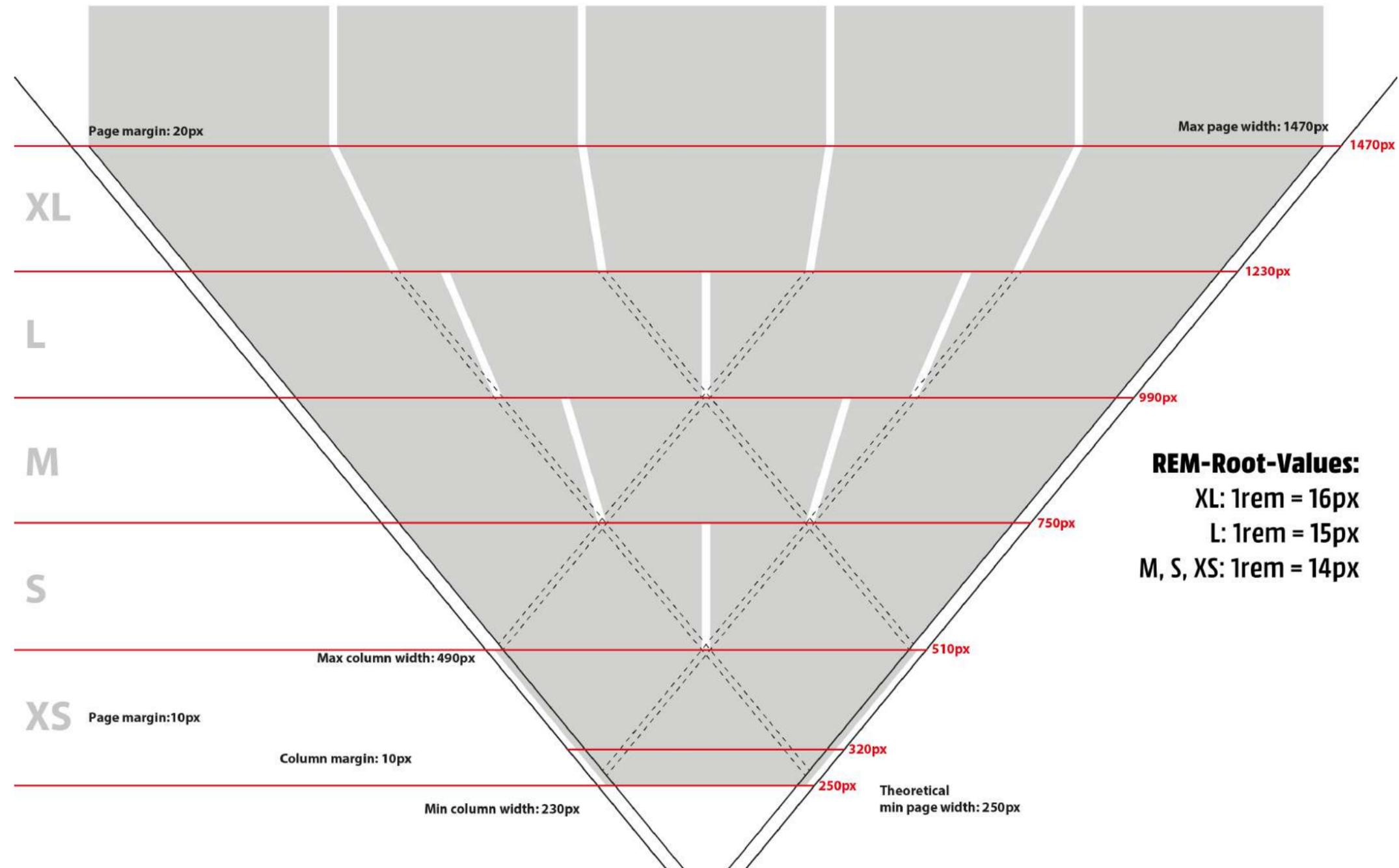
INDIVIDUAL LANDING PAGES BASED ON ONE CENTRALIZED RESPONSIVE / ADAPTIVE MICROSERVICE ARCHITECTURE — PUBLISHED FROM ONE CORE WEBSHERE COMMERCE ENGINE



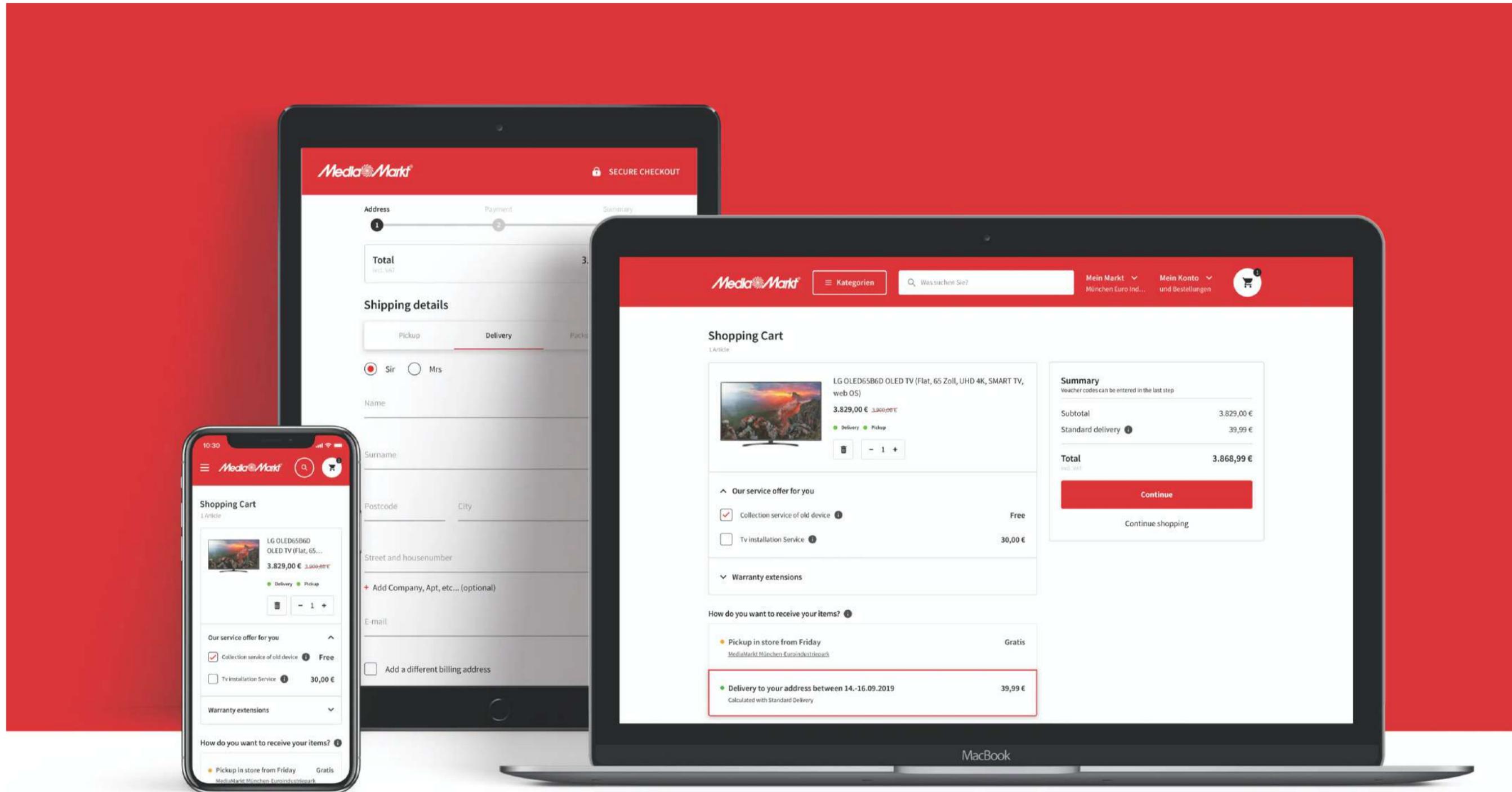
INDIVIDUAL LANDING PAGES / STORE MODE SERVICE FOR THE MOBILE ENABLED WEB-APP BASED ON ONE CENTRALIZED RESPONSIVE / ADAPTIVE MICROSERVICE ARCHITECTURE



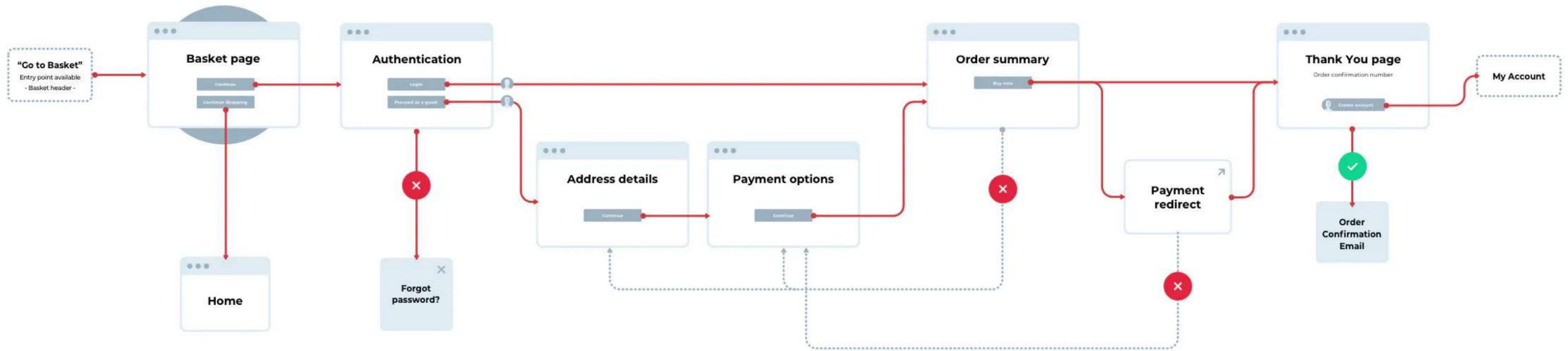
MOBILE FIRST / MOBILE ENABLED DESIGN GRID GUIDE



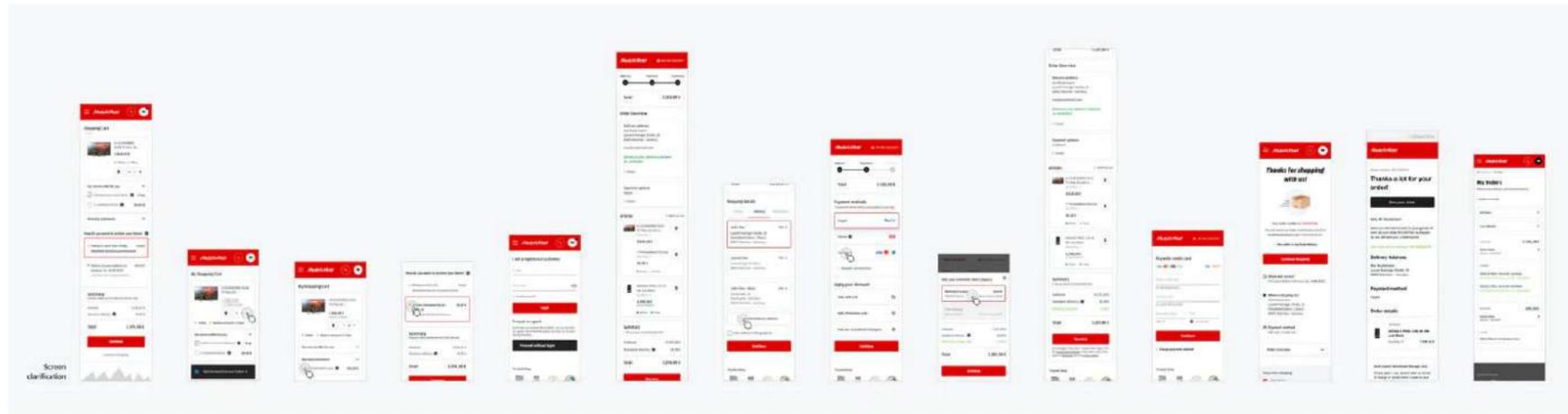
RESPONSIVE ONLINE PAYMENTS OPTIMIZATION CONCEPT



PROCESS VISUALIZATION FOR THE ONLINE PAYMENTS OPTIMIZATION CONCEPT



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



User Action	USER View Cart	USER Add new product to cart	USER Add new product to cart	USER Change product amount	USER Login with email and password	USER View Summary page	USER Add new Delivery Address	USER Change Payment method to Credit Card	USER Add new Delivery Address	USER Buy now	USER Checkout cart page	USER Add new product to cart	USER View my orders	
Topic	Go to cart CTA	Amount Picker	Recently added checkbox	Payment toggle	Authentication page	Summary page	New Delivery Address CTA	Credit card option on payment toggle	Club sign up modal	Buy now	Continue CTA	TIP	Open e-mail	Open my account - list orders
Frontend Action	Display Basket page	Display new product detail	Product Mutation	Update availability + delivery info	Display Authentication Page	Display Summary Page	Load Address Book	Display payment step with available payment	Display Club Sign up modal and display available content	Display summary page	Frame for CC	Display TIP	How e-mail template	Display My account - orders
		Product Mutation	Delivery Mutation				Trigger modal to add new address	Payment type mutation	Transactional warning			Validate + Send order creation		

Backend connection	ECR View Cart View Cart View Cart	FCM View Cart View Cart View Cart	FCM View Cart View Cart View Cart	FCM View Cart View Cart View Cart	ECR View Cart View Cart View Cart	ECR View Cart View Cart View Cart	ECR View Cart View Cart View Cart	FCM View Cart View Cart View Cart	ECR View Cart View Cart View Cart	FCM View Cart View Cart View Cart	FCM View Cart View Cart View Cart			
	FCM View Cart View Cart View Cart	My Account View Cart View Cart View Cart	My Account View Cart View Cart View Cart	My Account View Cart View Cart View Cart	FCM View Cart View Cart View Cart									
	FCM View Cart View Cart View Cart				FCM View Cart View Cart View Cart	FCM View Cart View Cart View Cart								
	FCM View Cart View Cart View Cart													
	FCM View Cart View Cart View Cart													

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

Live 360° product details

1 View and compare competitor prices

Competitor	Price	Refers
MEDIA MARKT BISMARCKSTR.	1.499,00 €	
Otto.de	1.499,00 €	28,95 €
Endecon.de	1.499,00 €	24,95 €
Conrad.de	1.509,00 €	
Altstadt.de	1.575,00 €	15,00 €
MediaMarkt	1.599,00 €	
Europe.de	2.105,00 €	29,90 €

2 Overall product features, details, characteristics

- Internetfähig
- Internetfunktionen
- Anschlüsse

3 Browse through accessories

4 (optional) check your margin

12.74% MN: 1451.52

SAMSUNG UE 60 JU 6450 UXZG
 UE 60 JU 6450 UXZG
 Art. Nr. 3205592

1499.99

Technical Details

Bild	
Bildqualitätsindex	500
Bildverbesserungssystem	Wide Color Enhancer (Plus)
LED-Technologie	Direct-LED
LED Hintergrundbeleuchtung	Ja
Auflösung	3.800 x 2.160 Pixel
Dynamisches Kontrastverhältnis	Mega Contrast
USB-Recording	Ja

MyStore App Quick Guide 1.0 MediaMarktSaturn

You Compare up to 7 products

1 Focus on the differences

2 Give bulletproof recommendations

MyStore App Quick Guide 1.0 MediaMarktSaturn

Have a good grip on your Receipts

1 Matching services at hand

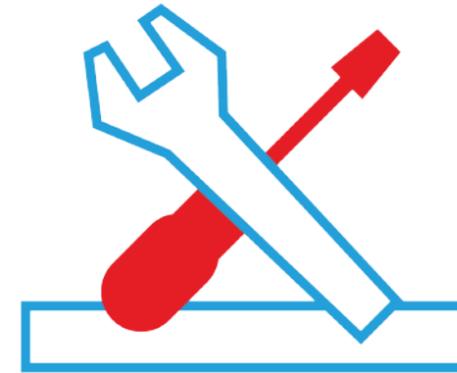
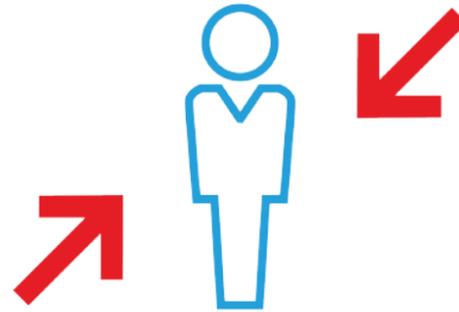
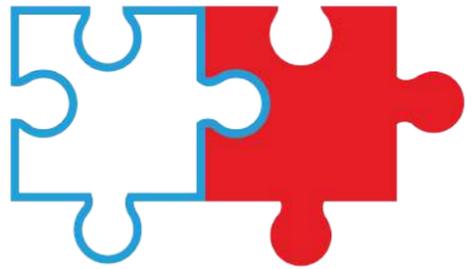
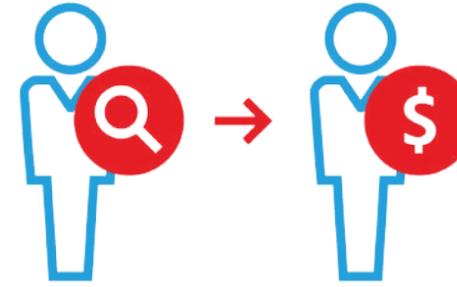
2 Add relevant warranties to the products

3 Choose the right delivery option per item. Create several receipts simultaneously.

4 Capability of selling sets and handling the included products

MyStore App Quick Guide 1.0 MediaMarktSaturn

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.

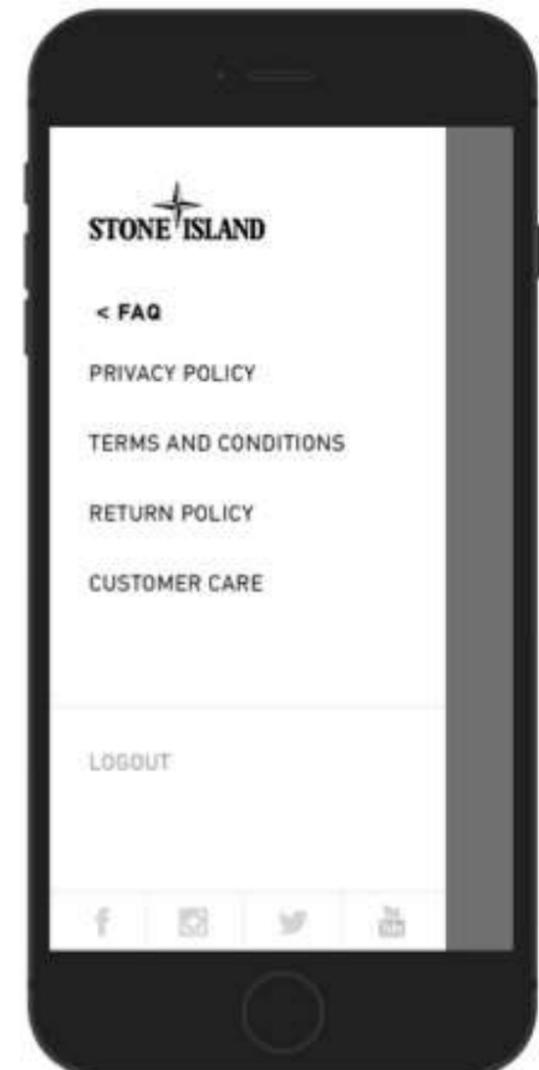
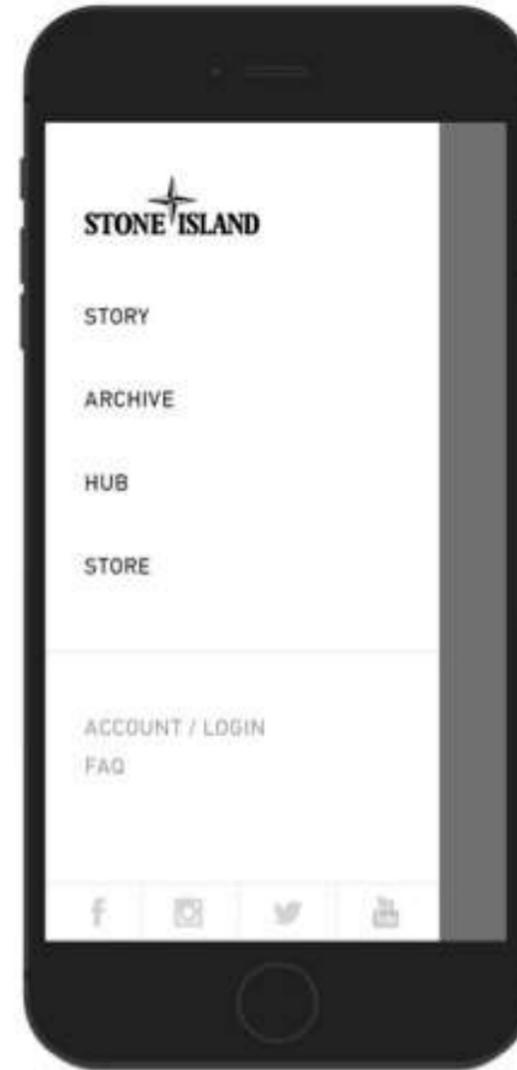
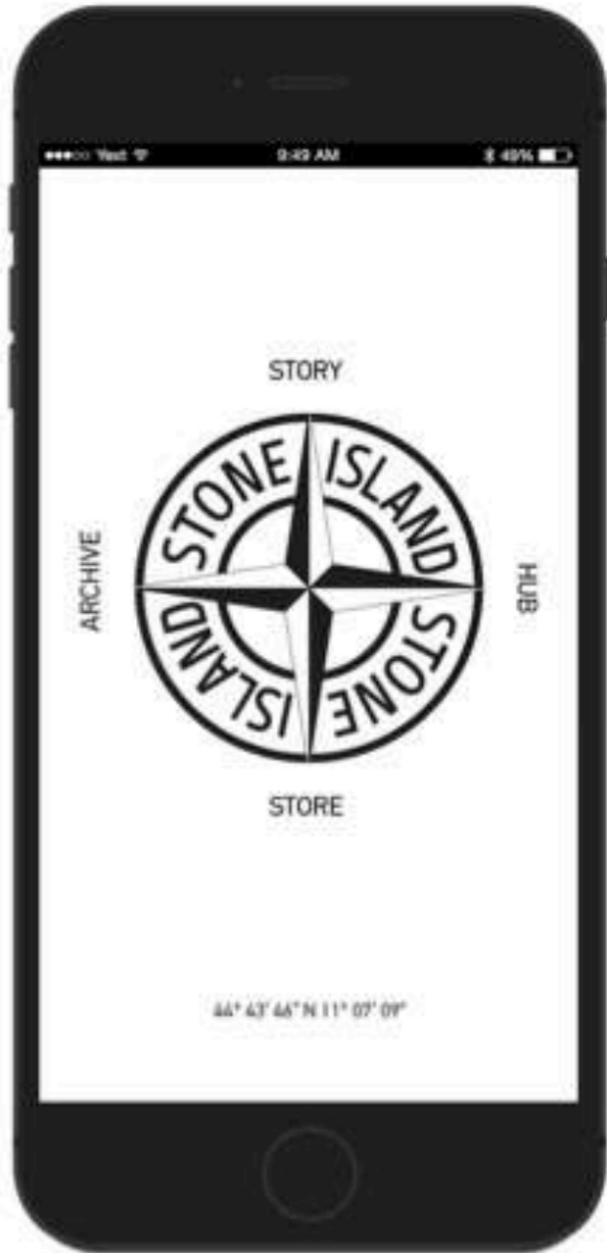
THE RESULT:

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.

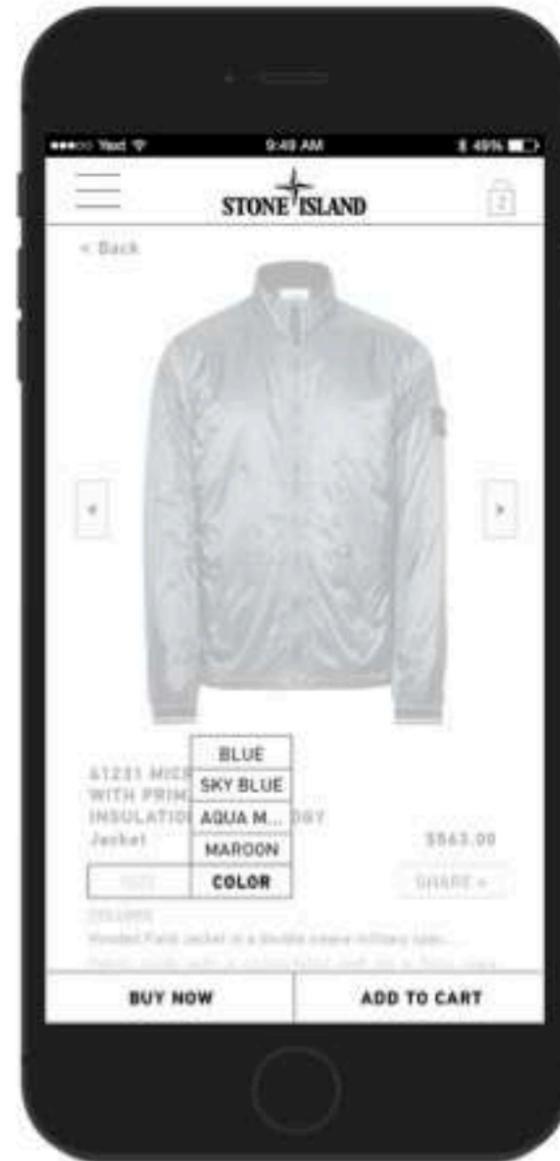
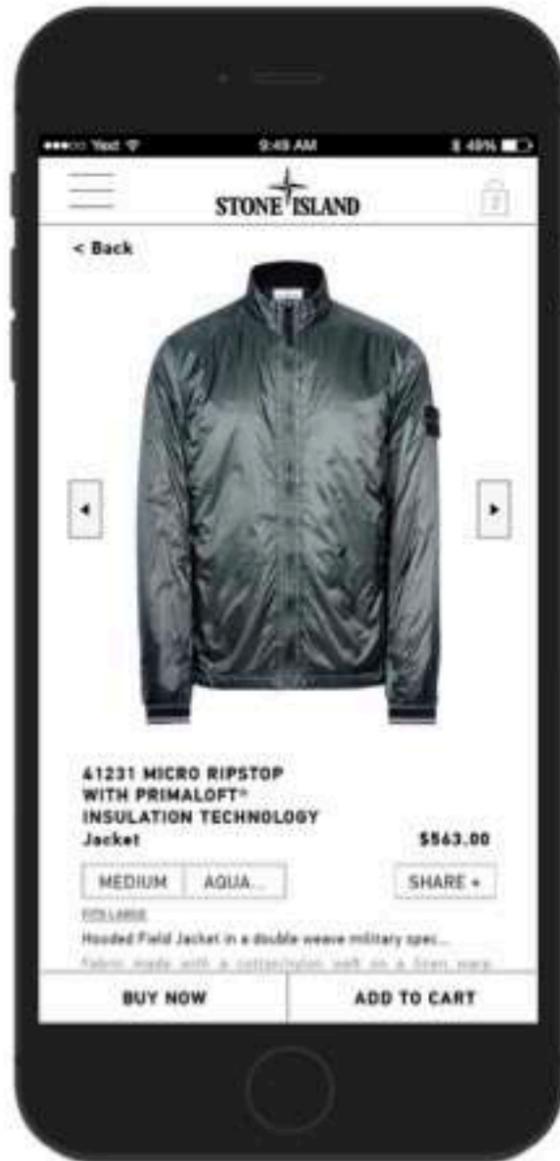
EXPERTISE & RESPONSIBILITIES:

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

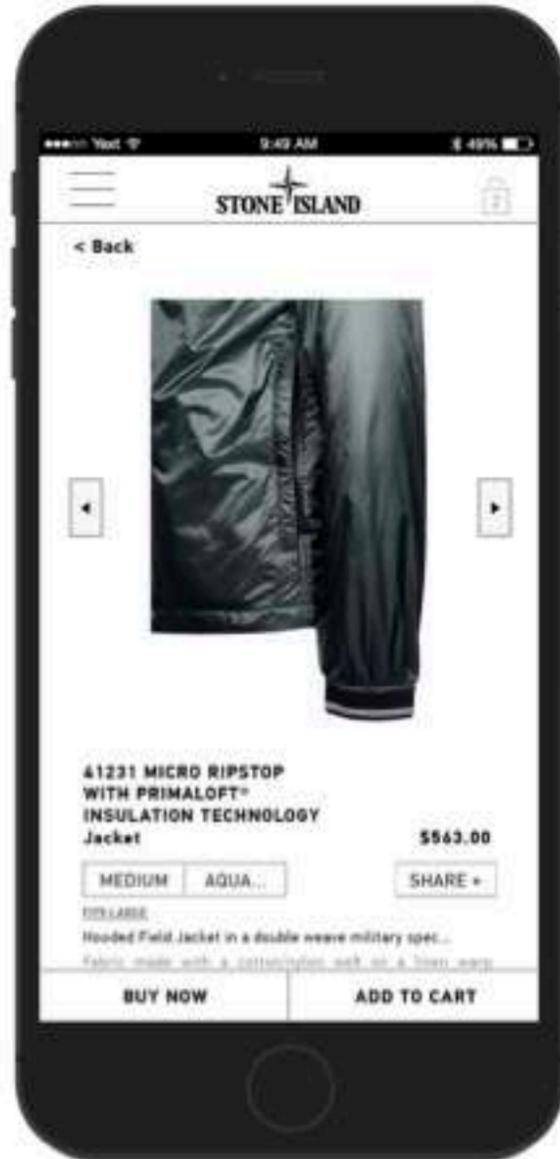
- E-Commerce
- Mobile Application [iOS]
- Product Design
- Design Thinking



MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI



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

DIGITAL WORKS 'BLUEPORT' BUSINESS FINANCE & BANKING PORTAL // DEUTSCHE BANK AG

MOBILE COMMERCE — DESIGN SYSTEM, LEAD UX, LEAD UI

Deutsche Bank BluePort

Max Mustermann
Letzter Login: 29.05.2018 10:24 Uhr

Menü Favoriten Feedback Kontakt Einstellungen Logout

Guten Tag Herr Mustermann Bereich konfigurieren

Ihre Konten

in EUR

29. Mai 2018

Gesamtsaldo **53.838,92 EUR**

Inkl. vorgemerkter Umsätze **24.943,58 EUR**

Davon in Fremdwährungen **840,03 EUR**

Favoriten

- Neue Zahlung →
- Unterschriften **23** →
- Datei-Upload →



Ihre Konten im Überblick

Deutsche Bank 12 Konten (inkl. Währungskonten) 41.693,75 EUR

Kontenname	Buchungstag	Startsaldo	Eingänge	Ausgänge	Schlusssaldo	Währung
Musterfirma GmbH	28.05.2018	230,30	7.240,00	-	1.460,30	EUR
Firmenkonto GmbH	28.05.2018	4.246,30	-	2.000,00	2.246,30	EUR
Mietkonto Frankfurter Allee	28.05.2018	7.790,40	1.010,00	-	8.800,40	EUR
Mietkonto Geschäftsallee	28.05.2018	18.565,35	-	2.000,00	16.565,35	USD
-	28.05.2018	930,00	930,00	930,00	930,00	GBP

Datenübertragungen - Übersicht

Benennung	Beginn	Währung	Kategorie	Stamm	Status	Aktion
Deutsche Bank Privat AG	01.01.2018 04:42	USD	001_1234567890123456	Adressierung: erfolgreich	→	
Deutsche Bank Privat AG	01.01.2018 11:47	USD	001_1234567890123456	Adressierung: erfolgreich	→	
Deutsche Bank Privat AG	01.01.2018 11:52	USD	001_1234567890123456	Adressierung: erfolgreich	→	
Deutsche Bank Privat AG	01.01.2018 11:55	USD	001_1234567890123456	Adressierung: erfolgreich	→	
Deutsche Bank Privat AG	01.01.2018 11:58	USD	001_1234567890123456	Adressierung: erfolgreich	→	

Ihre Konten im Überblick

- Deutsche Bank 12 Konten (inkl. Währungskonten) 41.693,75 EUR
- Commerzbank 8 Konten 2.403,05 EUR
- Sparkasse Frankfurt 5 Konten 10.725,12 EUR
- Volksbank Raiffeisenbank 1 Konto -963,00 EUR

Mietkonto Frankfurter Allee

Saldo (29.05.2018) **8.208,26 EUR**

Inkl. vorgemerkter Umsätze **1.532,73 EUR**

Umsätze Kontoauszüge

Deutsche Bank BluePort

Max Mustermann Kontakt

Guten Tag Herr Mustermann

Ihre Konten

in EUR

29. Mai 2018

Gesamtsaldo **53.838,92 EUR**

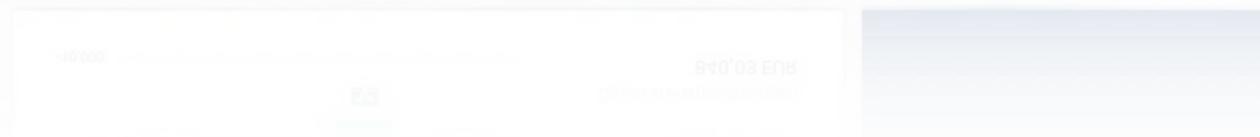
Inkl. vorgemerkter Umsätze **24.943,58 EUR**

Davon in Fremdwährungen **840,03 EUR**

Favoriten

- Neue Zahlung →
- Unterschriften →
- Datei-Upload →

- Firmenkundenservice
- Technischer Support
- Filialsuche



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:

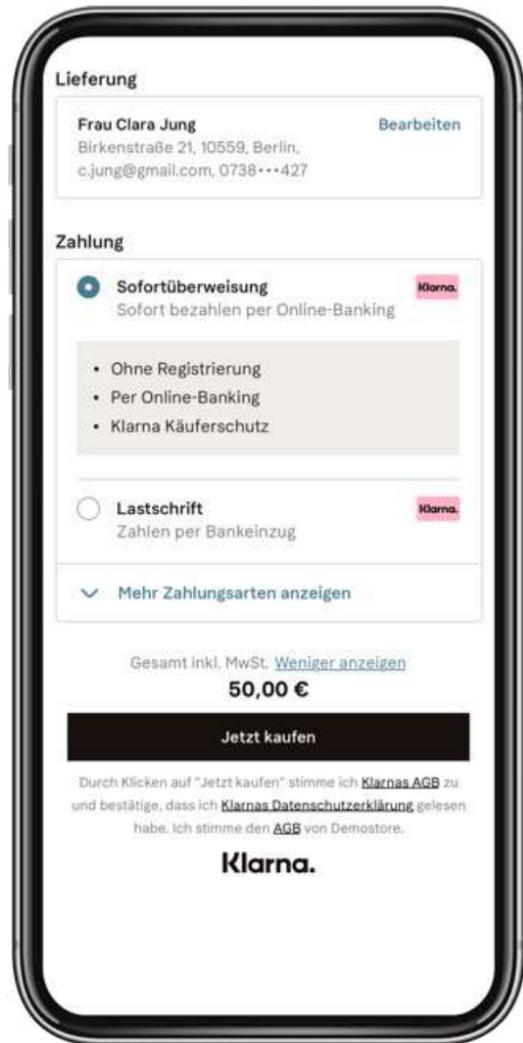
DEVELOPMENT OF A NEW DESIGN GUIDE THAT RESEMBLES UPDATED BEST PRACTICES BASED ON CUSTOMER INSIGHTS WHICH ALSO OFFERS A NEW AND CLEAN STRUCTURE ON HOW TO IMPLEMENT AN IDEAL FUTURE PROOF MOBILE PAYMENT USER EXPERIENCE.

EXPERTISE & RESPONSIBILITIES:

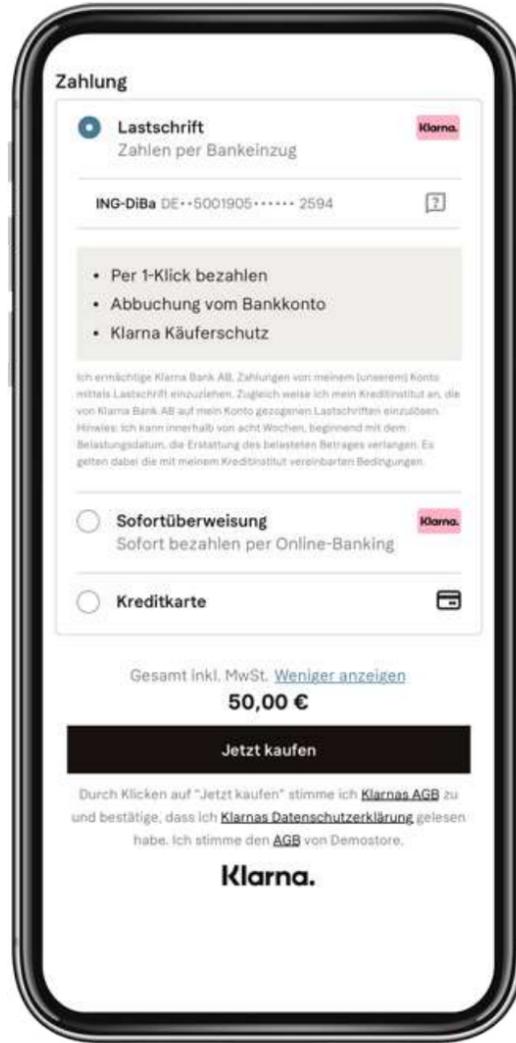
- Design Thinking
- LEAN UX
- User-centered Design
- User Experience (UX)
- User Interface Design
- User Flows
- Customer Experience
- Creative Problem Solving
- Rapid Prototyping

- Online Banking
- Online / Mobile Payments
- Product Design

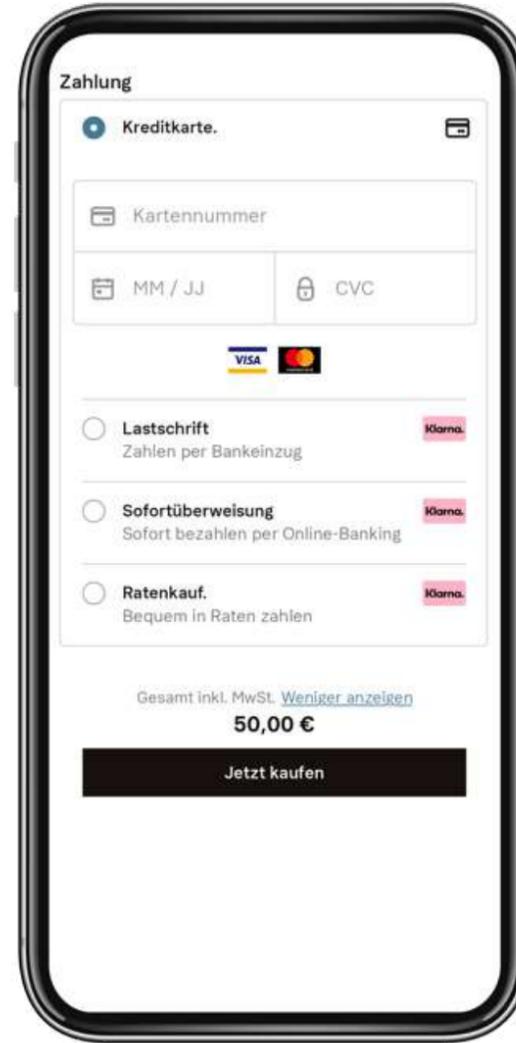
- Global Cross-Functional Team Leadership
- Agile Leadership



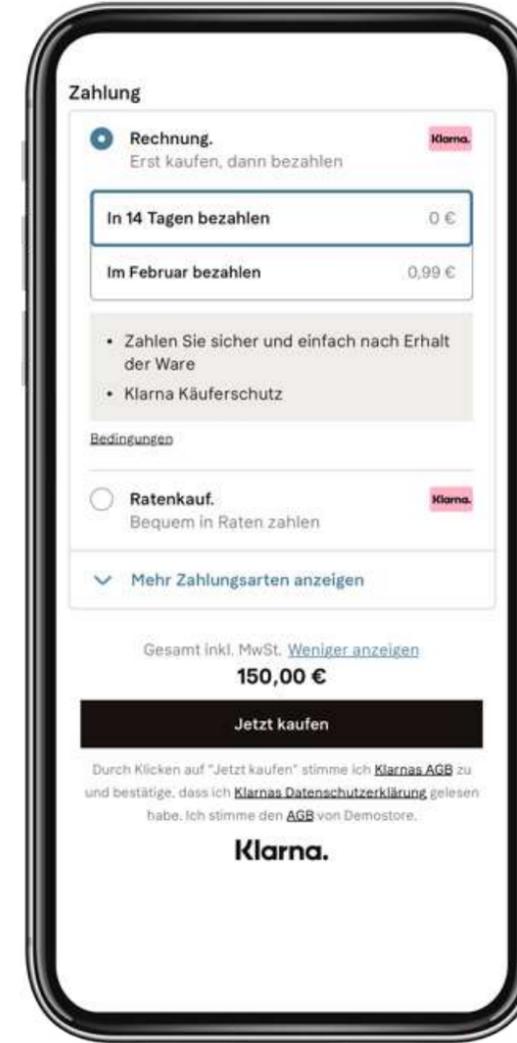
WIRE TRANSFER



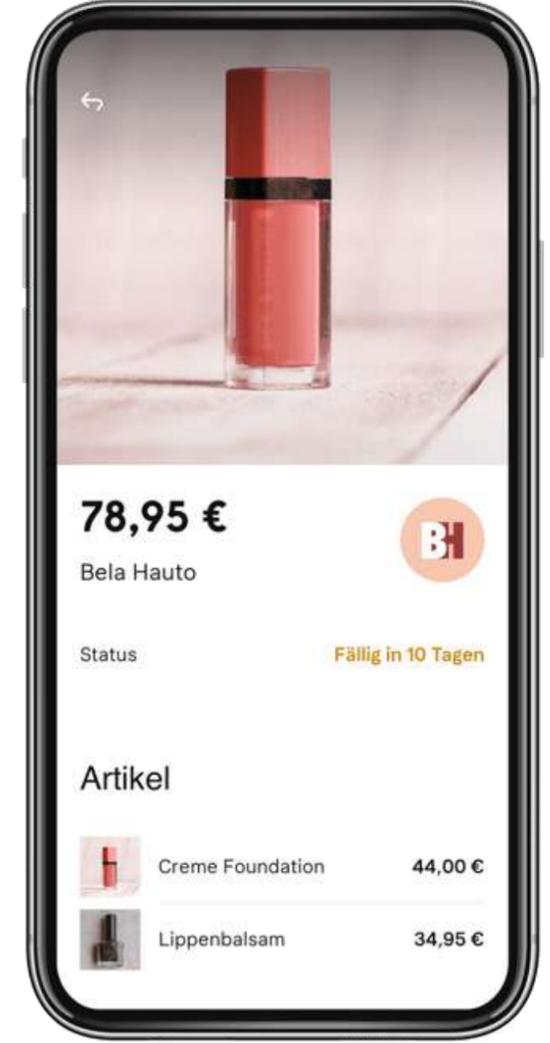
DIRECT DEBIT



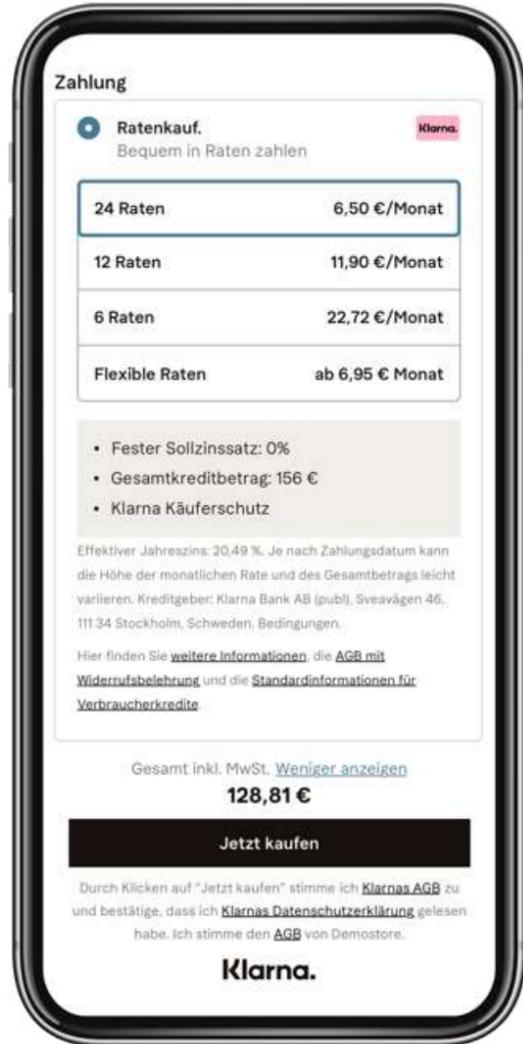
CREDIT CARD



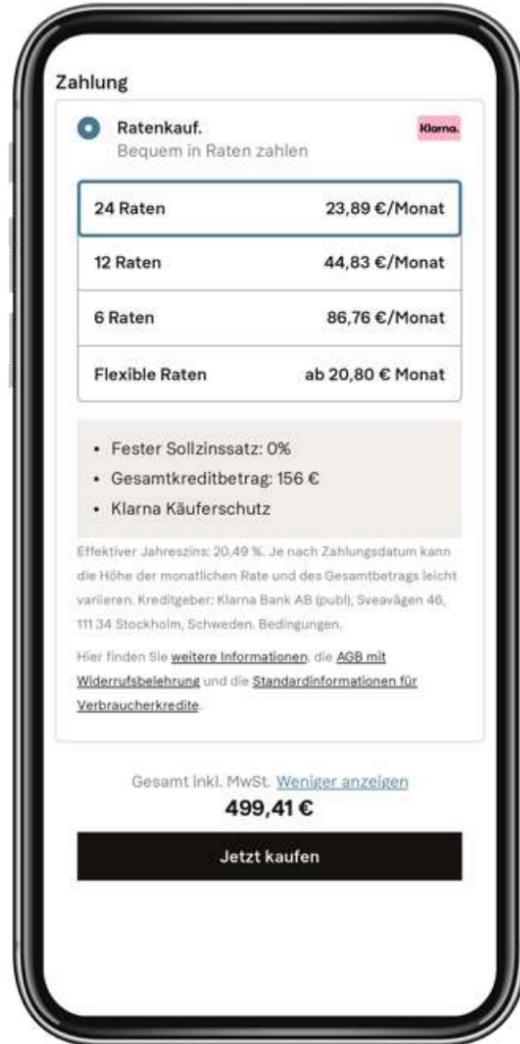
CHECKOUT



PAYMENT



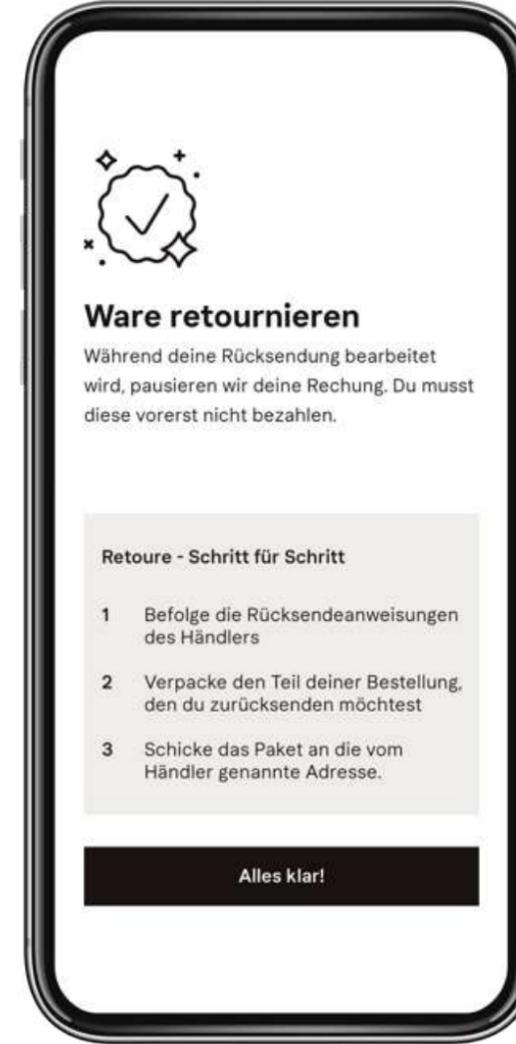
CHECKOUT



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.

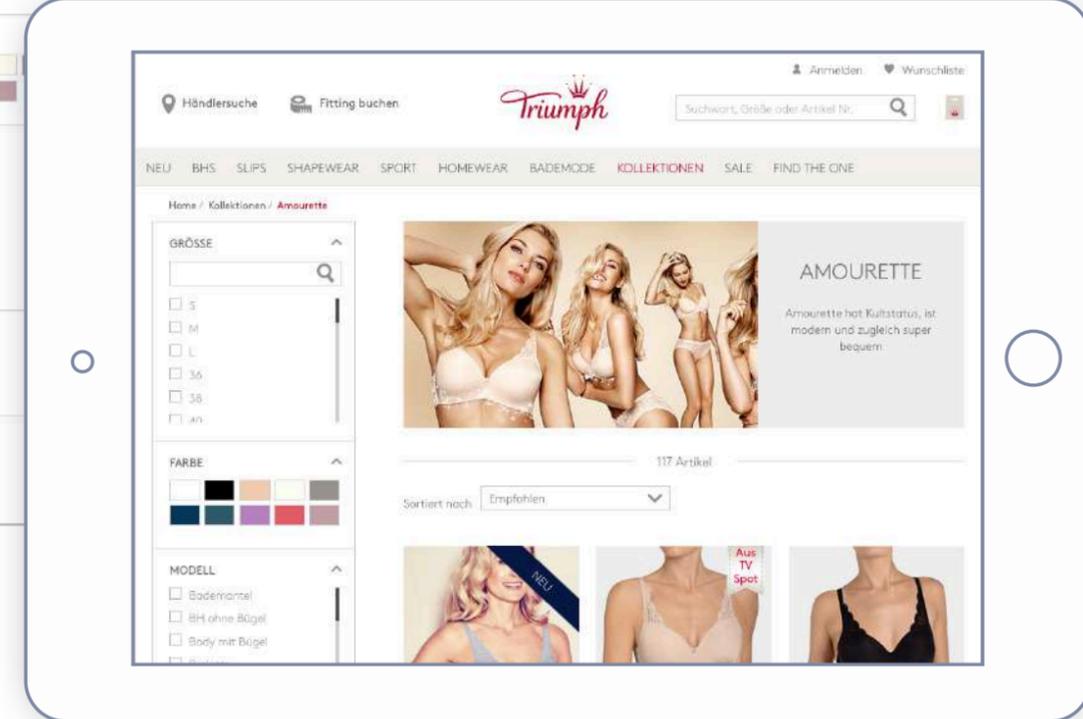
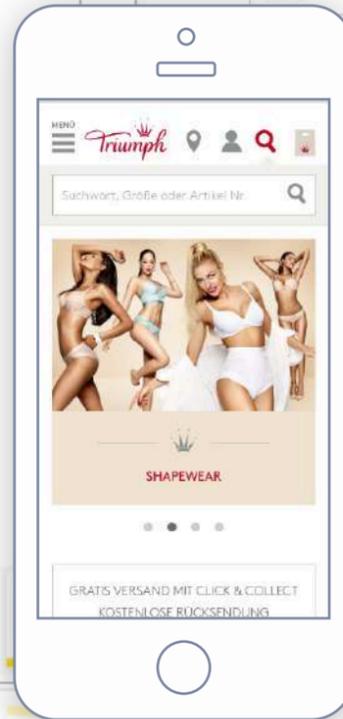
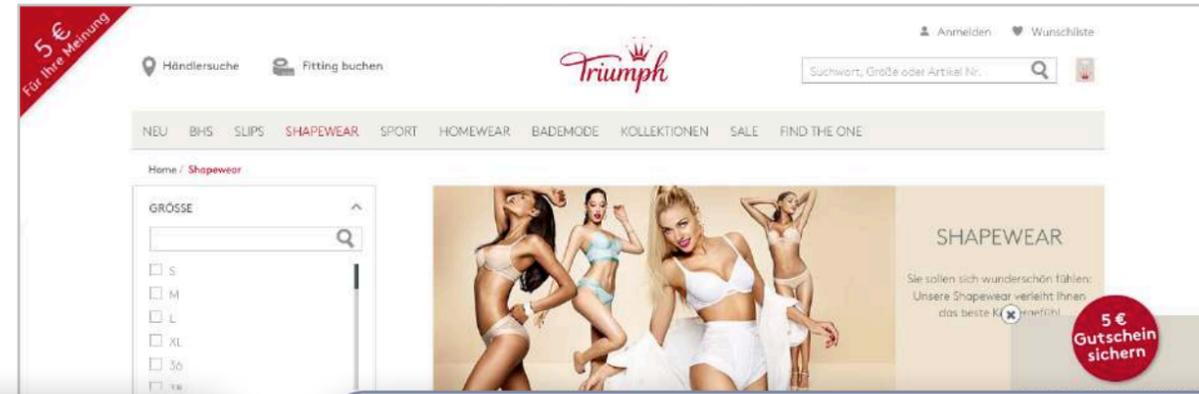
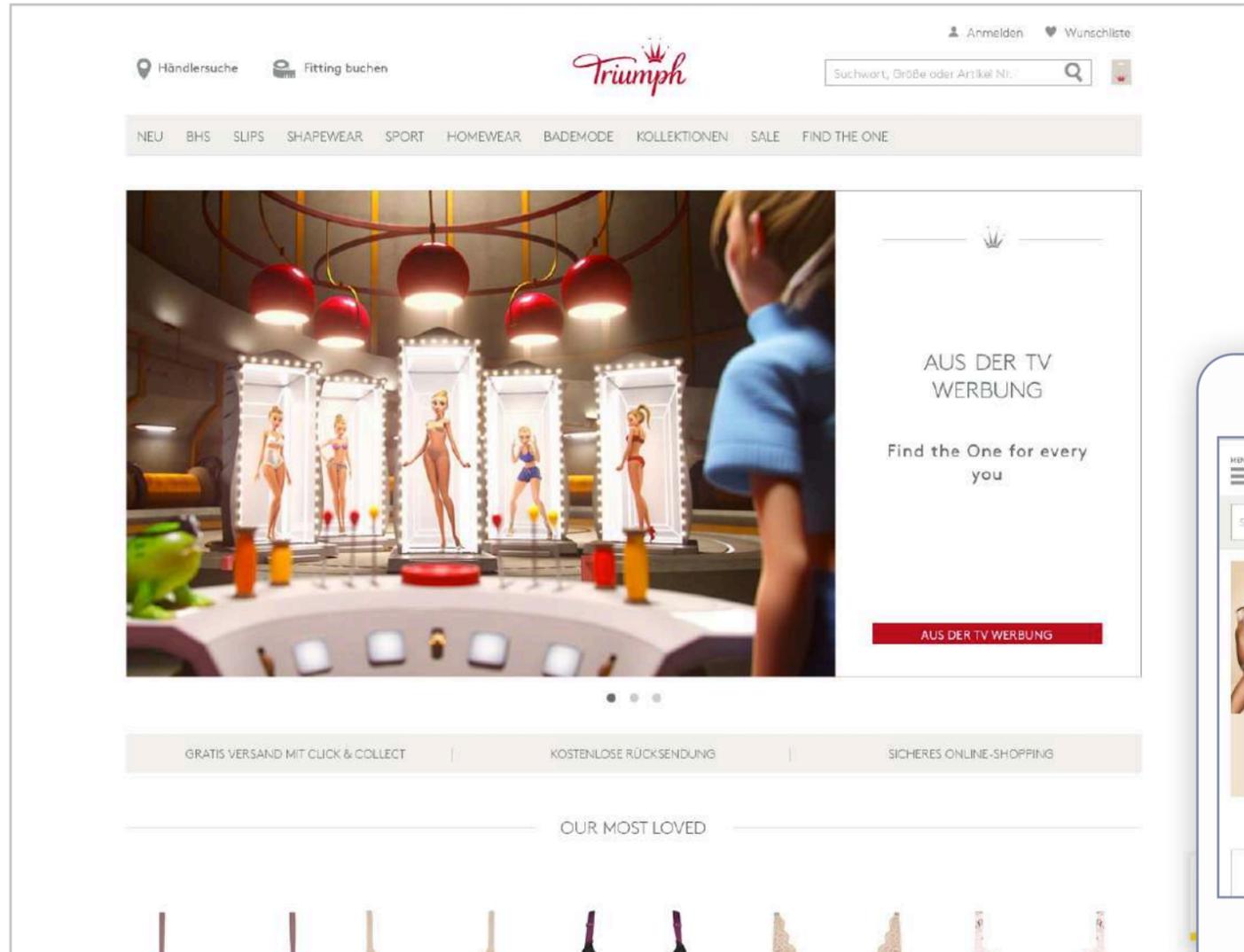
EXPERTISE & RESPONSIBILITIES:

- 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

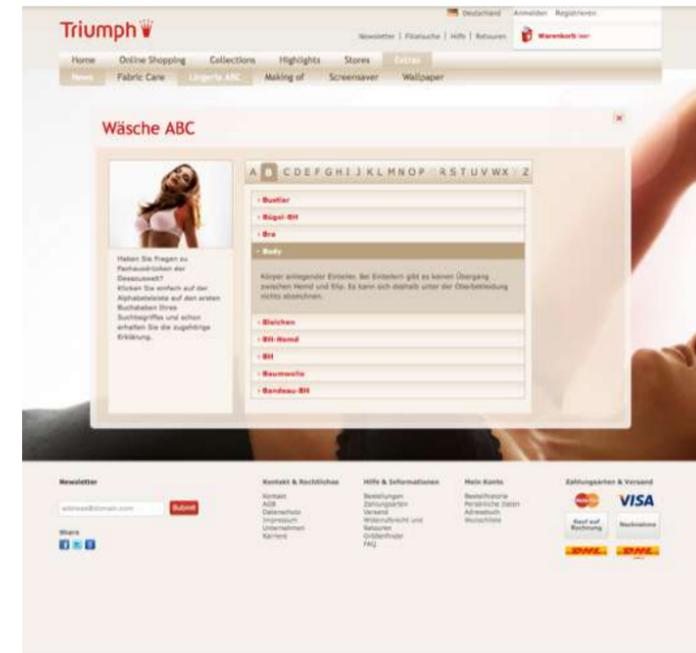
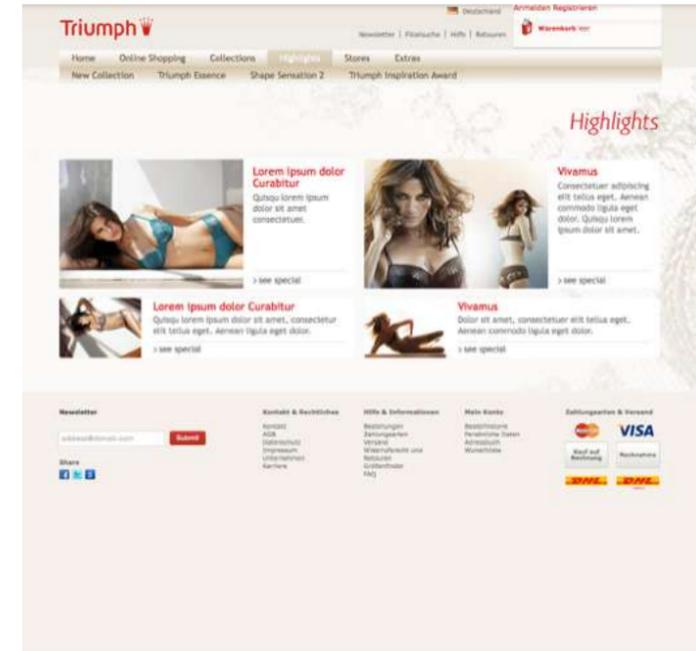
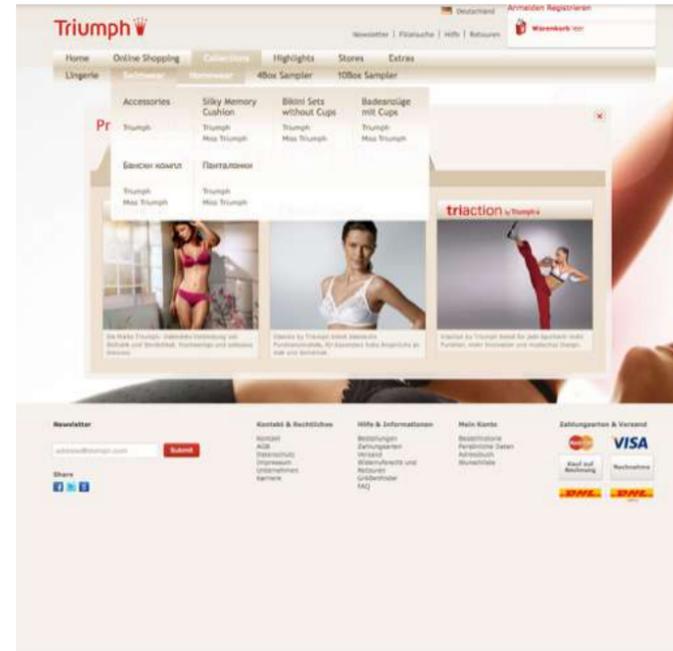
- Global Cross-Functional Team Leadership
- Agile Leadership

CONCEPT, DESIGN & PROTOTYPING FOR A MOBILE FIRST / MOBILE ENABLED WEB PLATFORM & MOBILE APP



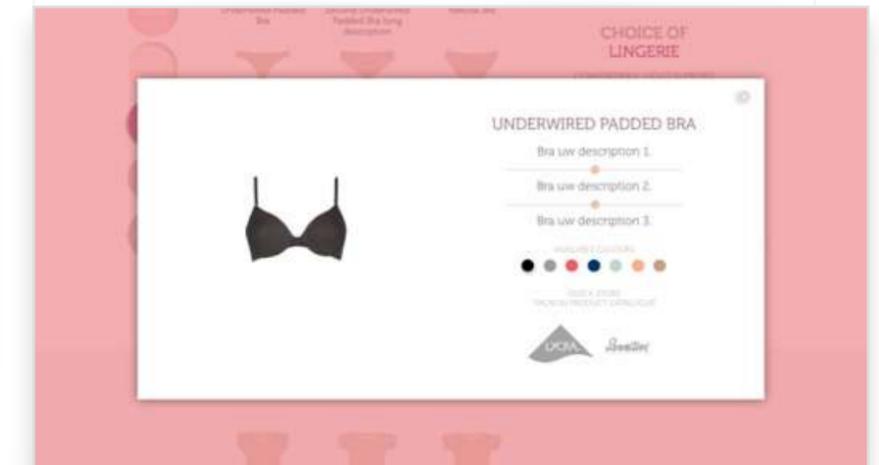
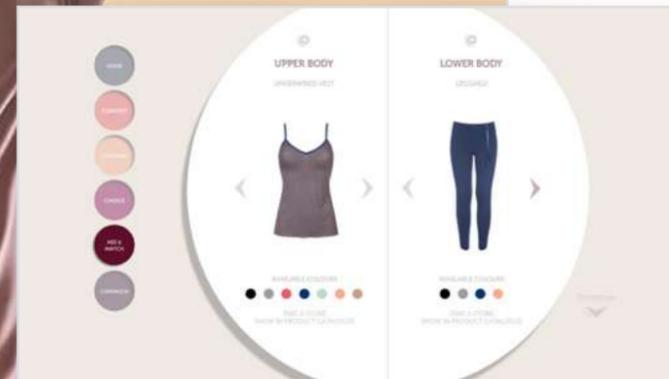
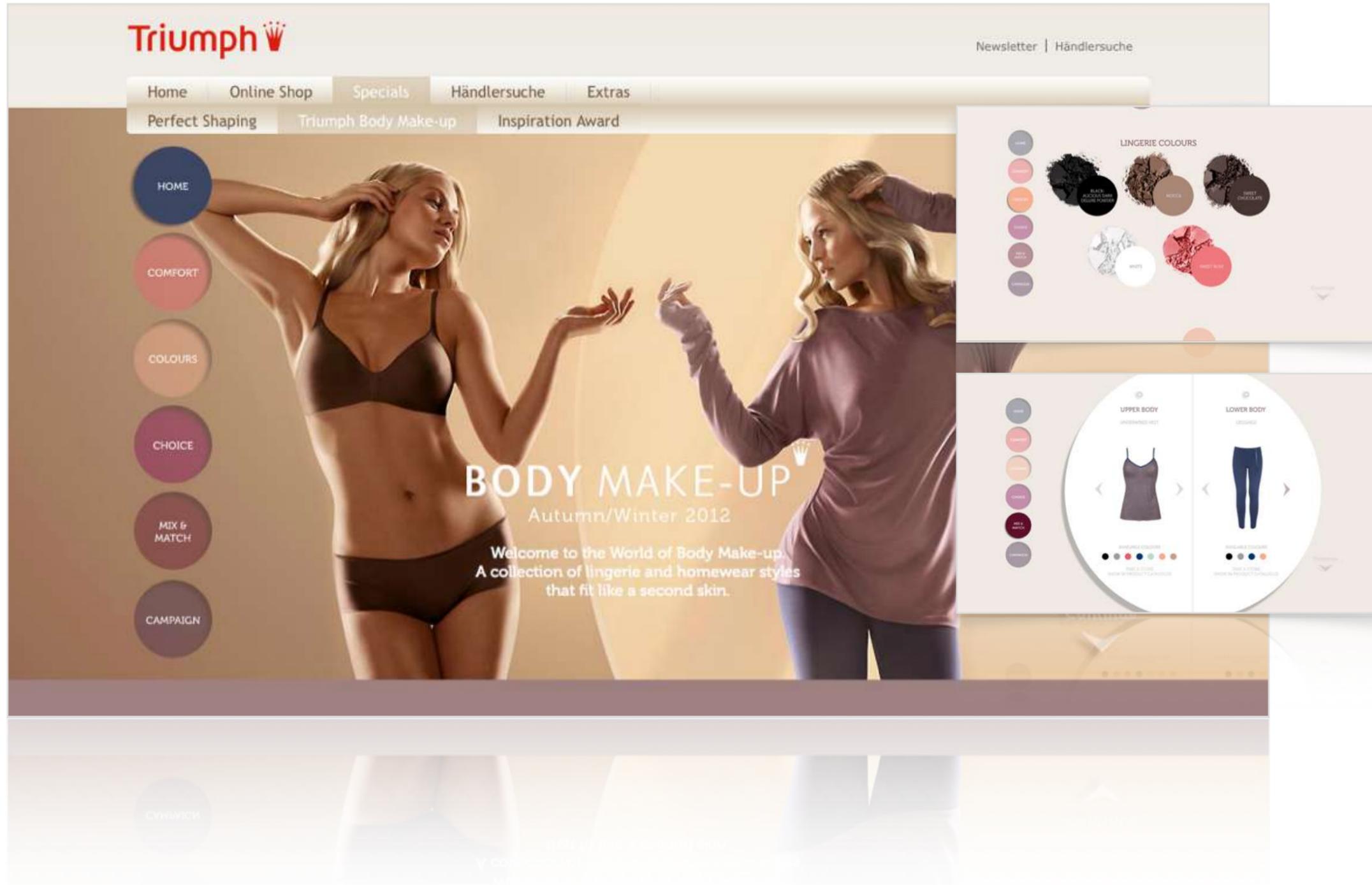
DIGITAL WORKS
 MULTI-NATIONAL ENTERPRISE CMS SYSTEM [30+ COUNTRIES] // TRIUMPH INTERTRADE AG

CONCEPT, DESIGN, PROTOTYPING & DEVELOPMENT FOR A MOBILE FIRST / MOBILE ENABLED WEB ENTERPRISE CMS FRAMEWORK



DIGITAL WORKS INTEGRATIVE PROMOTIONAL CAMPAIGN MICROSITES // TRIUMPH INTERTRADE AG

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

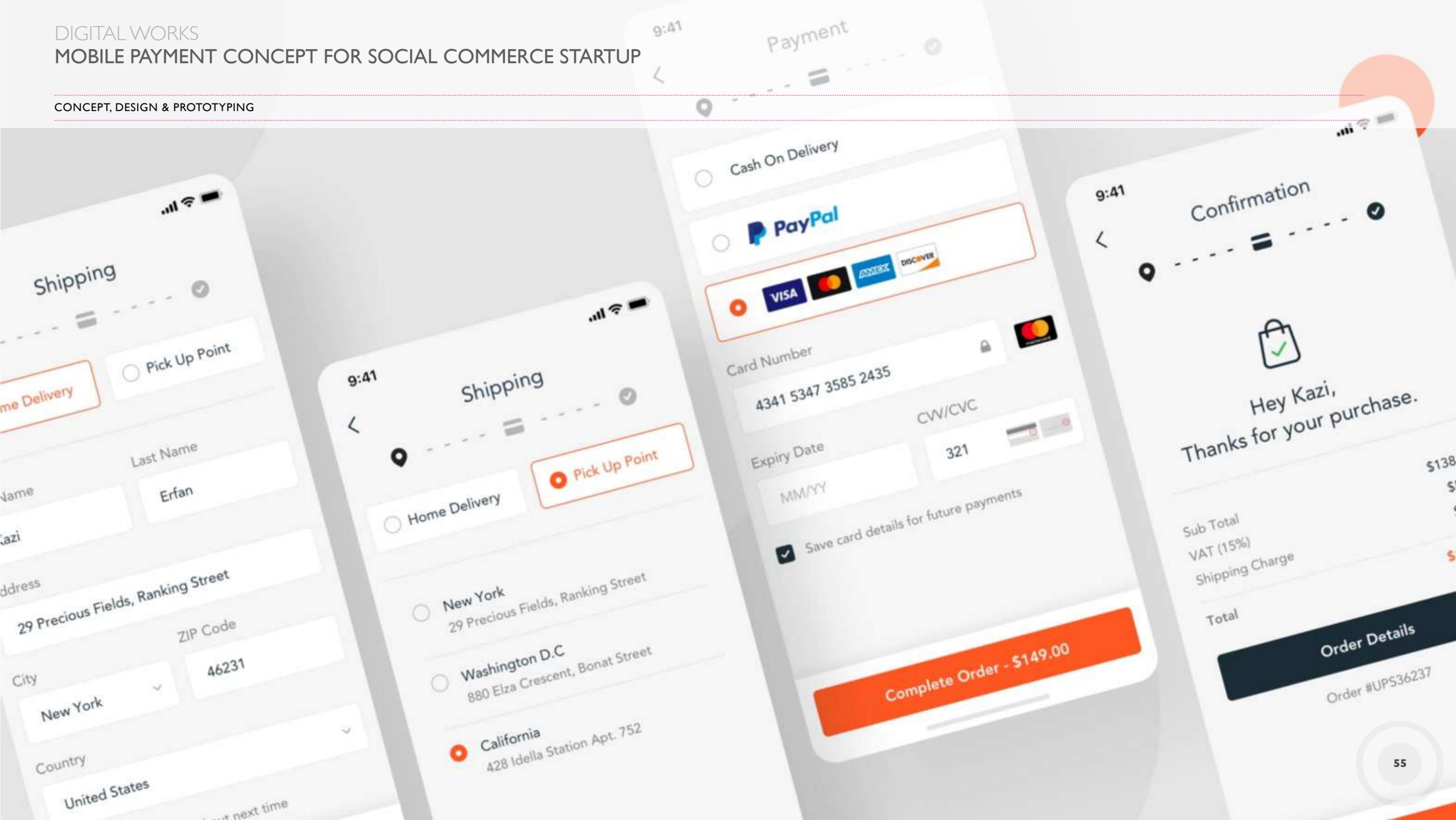


OTHER PROJECT EXCERPTS

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.

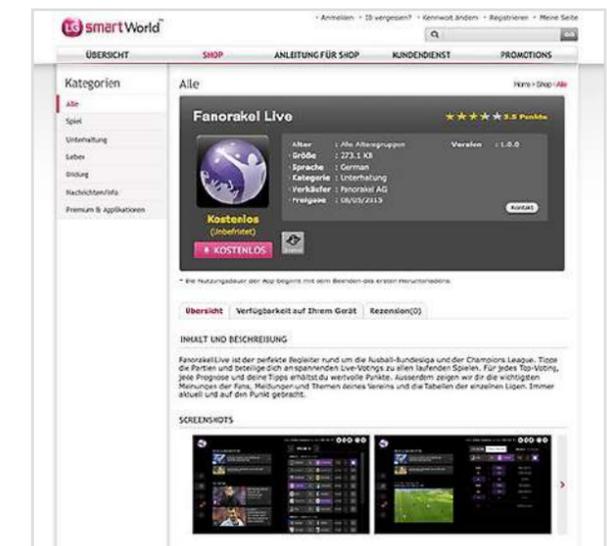
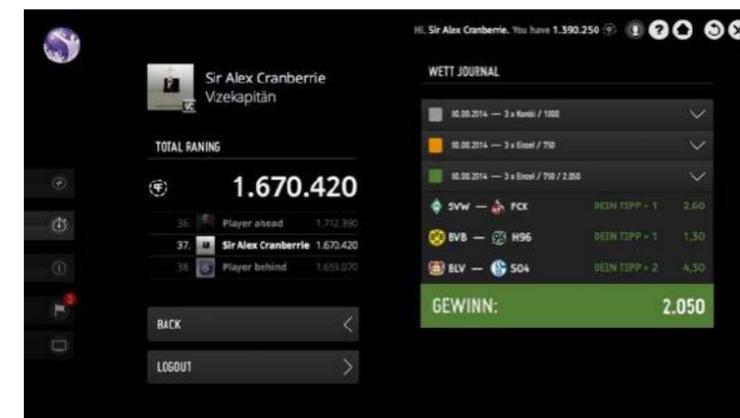
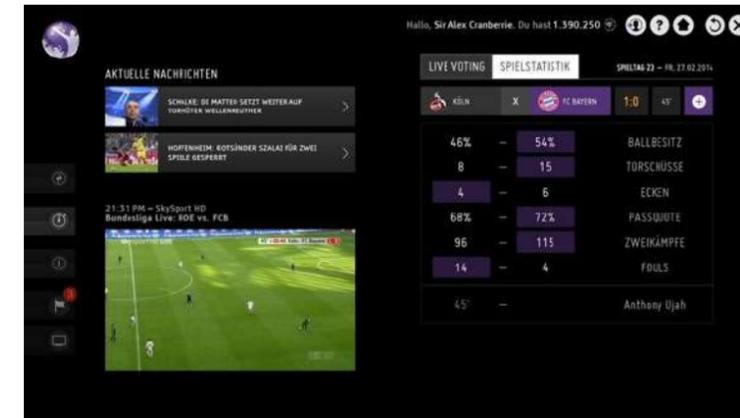
DIGITAL WORKS
MOBILE PAYMENT CONCEPT FOR SOCIAL COMMERCE STARTUP

CONCEPT, DESIGN & PROTOTYPING



DIGITAL WORKS
 LIVE BETTING SMART TV APP // LG ELECTRONICS INTERNATIONAL, TIPICO

CONCEPT, DESIGN, PROTOTYPING & DEVELOPMENT MANAGEMENT



DIGITAL WORKS

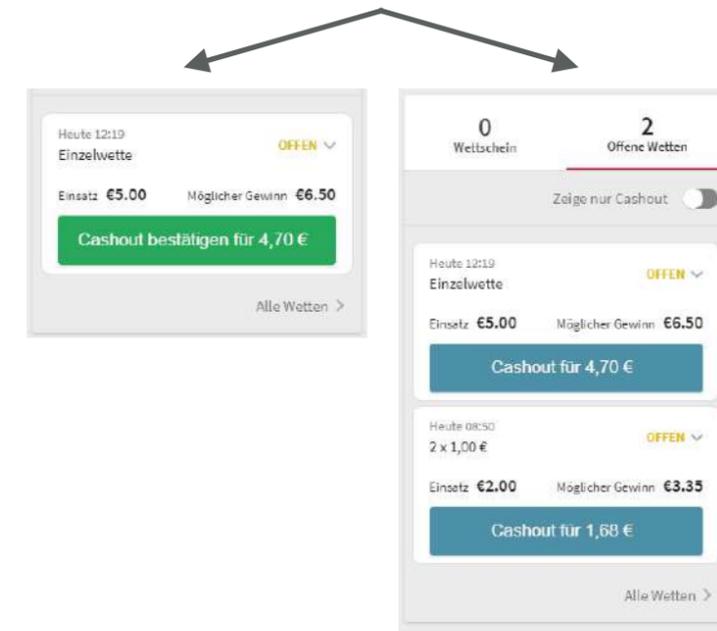
LIVE BETTING PLATFORM // TIPICO CO LTD.

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

The screenshot shows the Tipico website interface. At the top, there are navigation links for 'Sportwetten', 'Livewetten', 'Casino', and 'Live Casino'. A main banner features a man in a suit with the text 'Volle Kontrolle mit Cashout, auch Live!'. Below this, there's a section for 'Wetten für dich' with a table of football matches. To the right, there's a 'TOP-GEWINNER' section showing a list of winners.

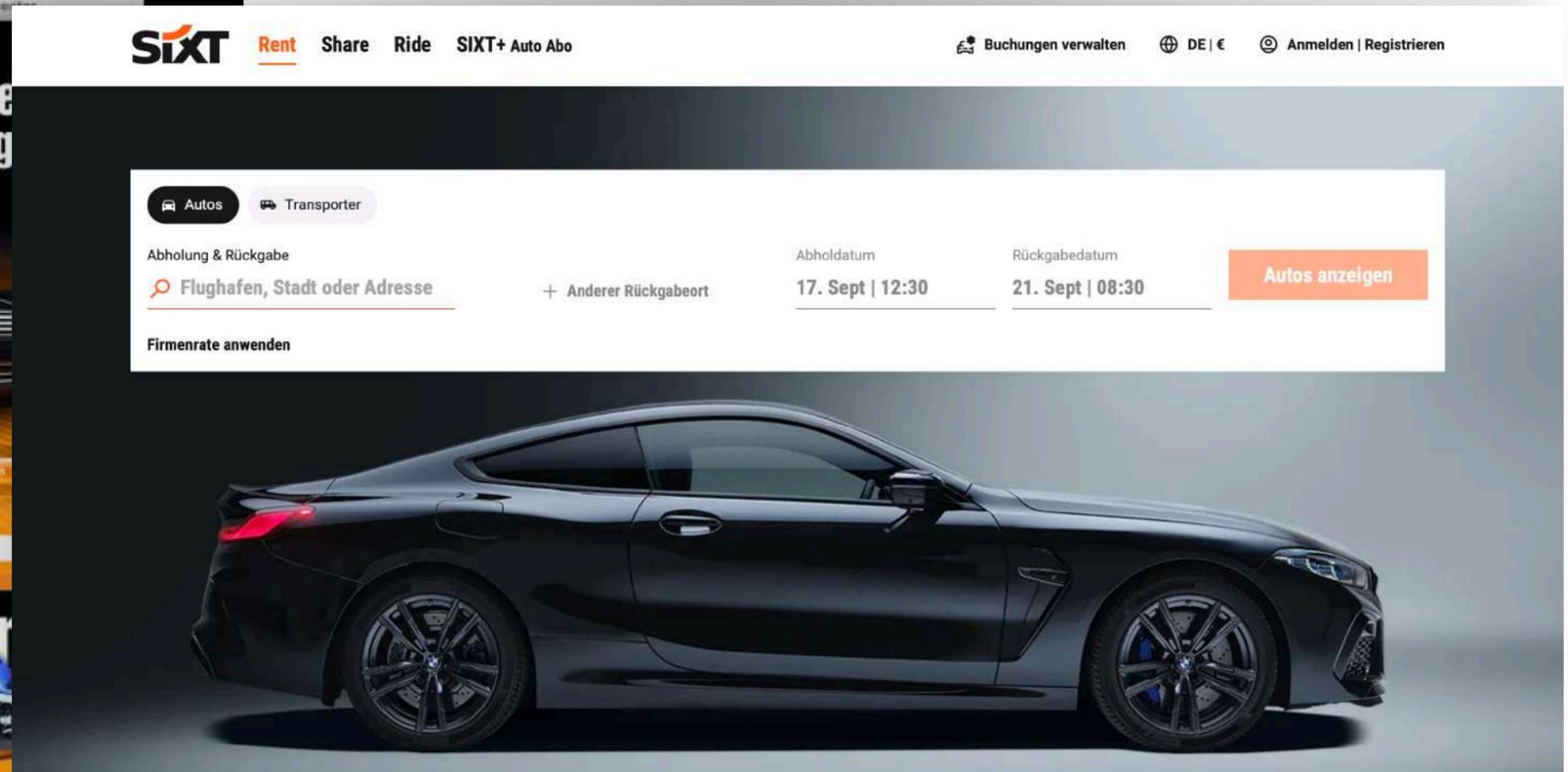
Wettbewerb	Heute	1	X	2	12	1X	X2	
Europa League / Europa League	18:55	FC Porto	2,10	3,70	3,20	1,27	1,35	1,70
	18:55	Bayer Leverkusen						
	18:55	Malmö FF	3,50	3,60	2,05	1,30	1,75	1,30
	18:55	VfL Wolfsburg						
	18:55	FC Basel	1,70	3,70	5,00	1,27	1,16	2,15
	18:55	Apoel Nikosia						
	18:55	LASK Linz	1,95	3,70	3,70	1,27	1,27	1,85
	18:55	AZ Alkmaar						
	18:55	Istanbul Basaksehir	2,20	3,40	3,20	1,30	1,32	1,65
	18:55	Sporting Lissabon						
	18:55	Espanyol Barcelona	3,00	3,20	2,40	1,32	1,55	1,37
	18:55	Wolverhampton						
	21:00	FC Arsenal	1,50	4,20	6,50	1,22	1,11	2,55
	21:00	Olympiakos Piräus						
	21:00	Manchester United	1,45	4,00	8,00	1,22	1,06	2,65
	21:00	Club Brugge						

1 Tag	1 Woche	1 Monat
Gewinn		Einsatz
1. 12.030 €		1.000 €
2. 11.400 €		500 €
3. 9.973 €		48 €
4. 7.374 €		5 €
5. 5.500 €		500 €
6. 5.127 €		1.000 €
7. 5.174 €		3 €
8. 4.615 €		600 €



DIGITAL WORKS LANDING PAGE EVOLUTION // SIXT RENT A CAR

CONTINUOUS USABILITY ENHANCEMENTS / VISUAL RE-DESIGN CONCEPT & EVOLUTION

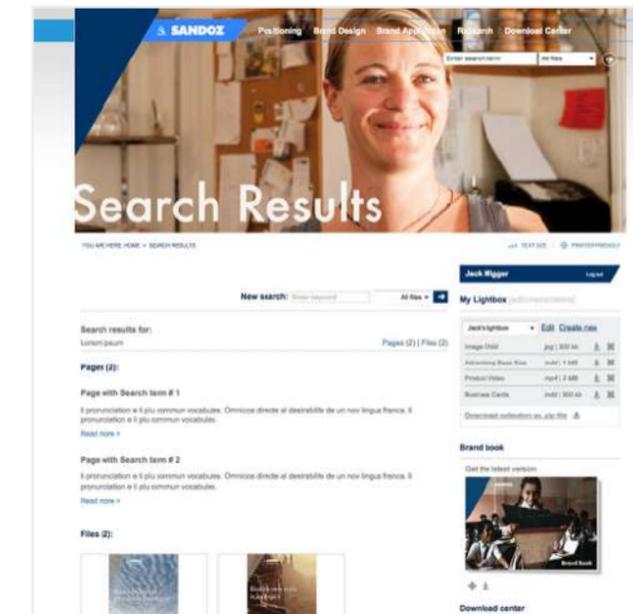
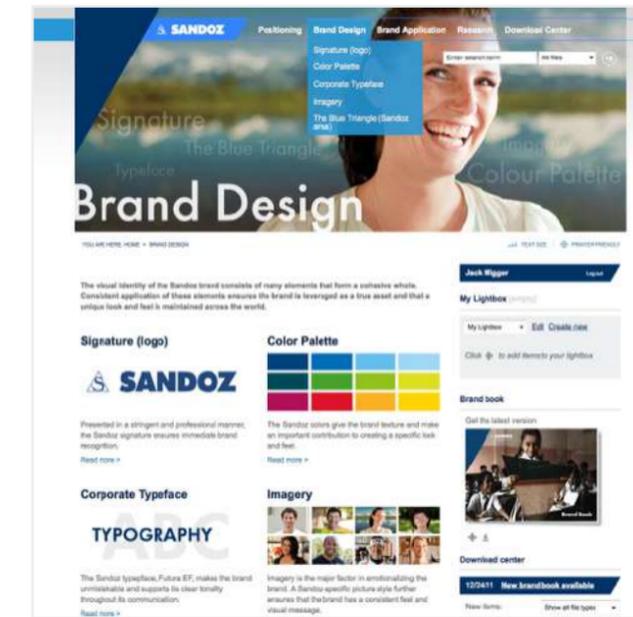
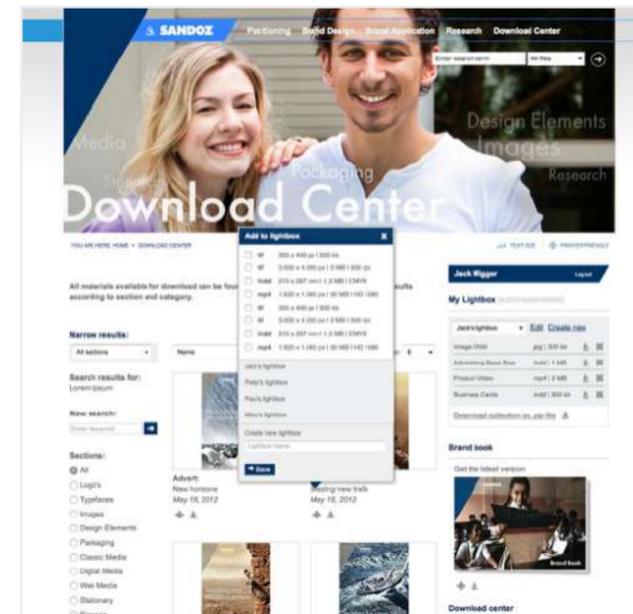
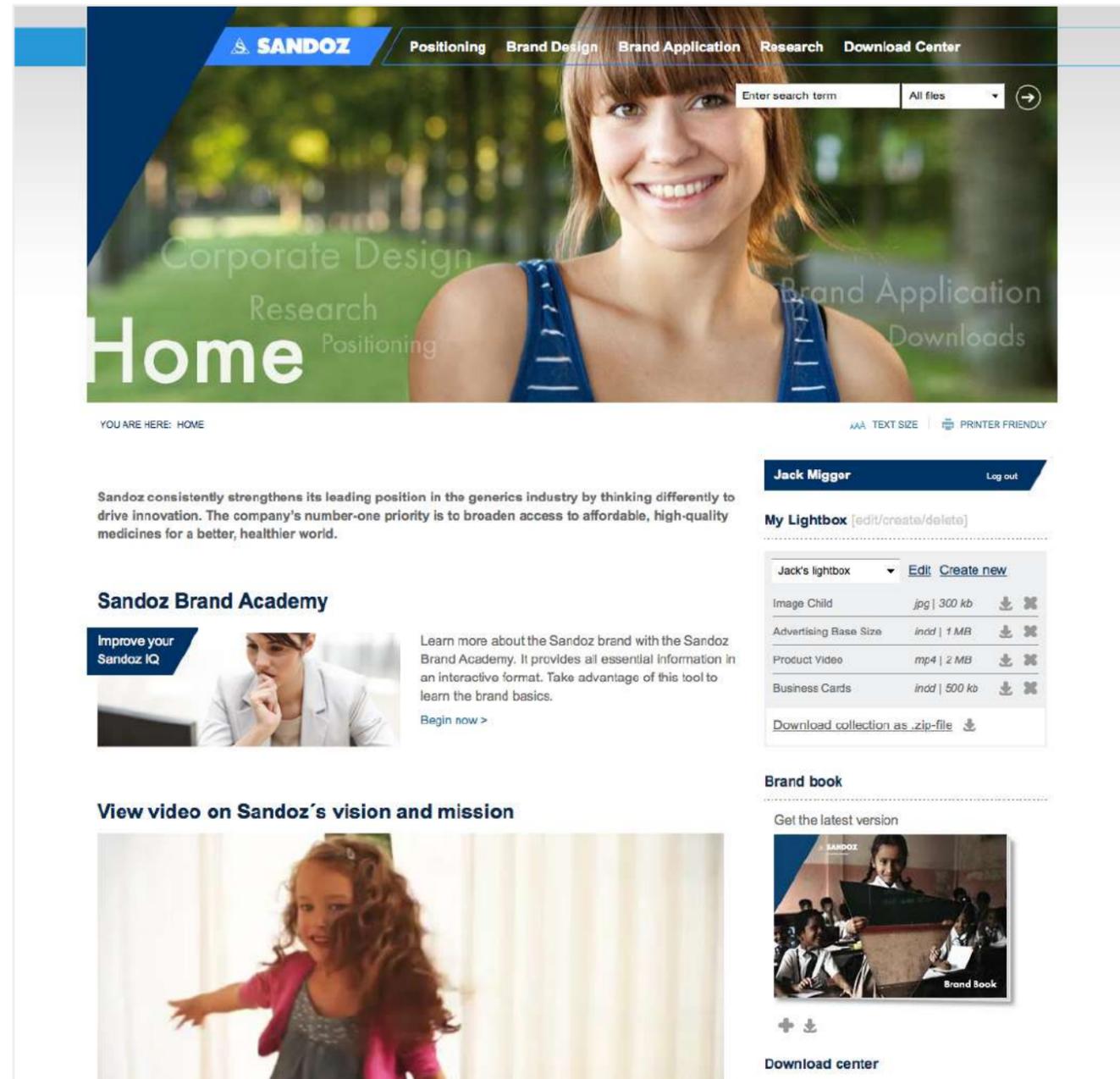


SIXT Mietwagen: Produkte und Services



SIXT Mietwagen: Produkte und Services

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.

