

PORTFOLIO

STEFANIE SIEGMUND • UX DESIGNER

MOTIVATION

My favorite part of working within an agile/scrum process is to hypothesize, test hypotheses with users and optimize the solution. The goal: aiming to achieve results quickly. Working with the knowledge gained - iteratively and incrementally. Focusing on feasibility and economic benefit. Serving the user with passion and empathy above all.

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

CASE STUDY

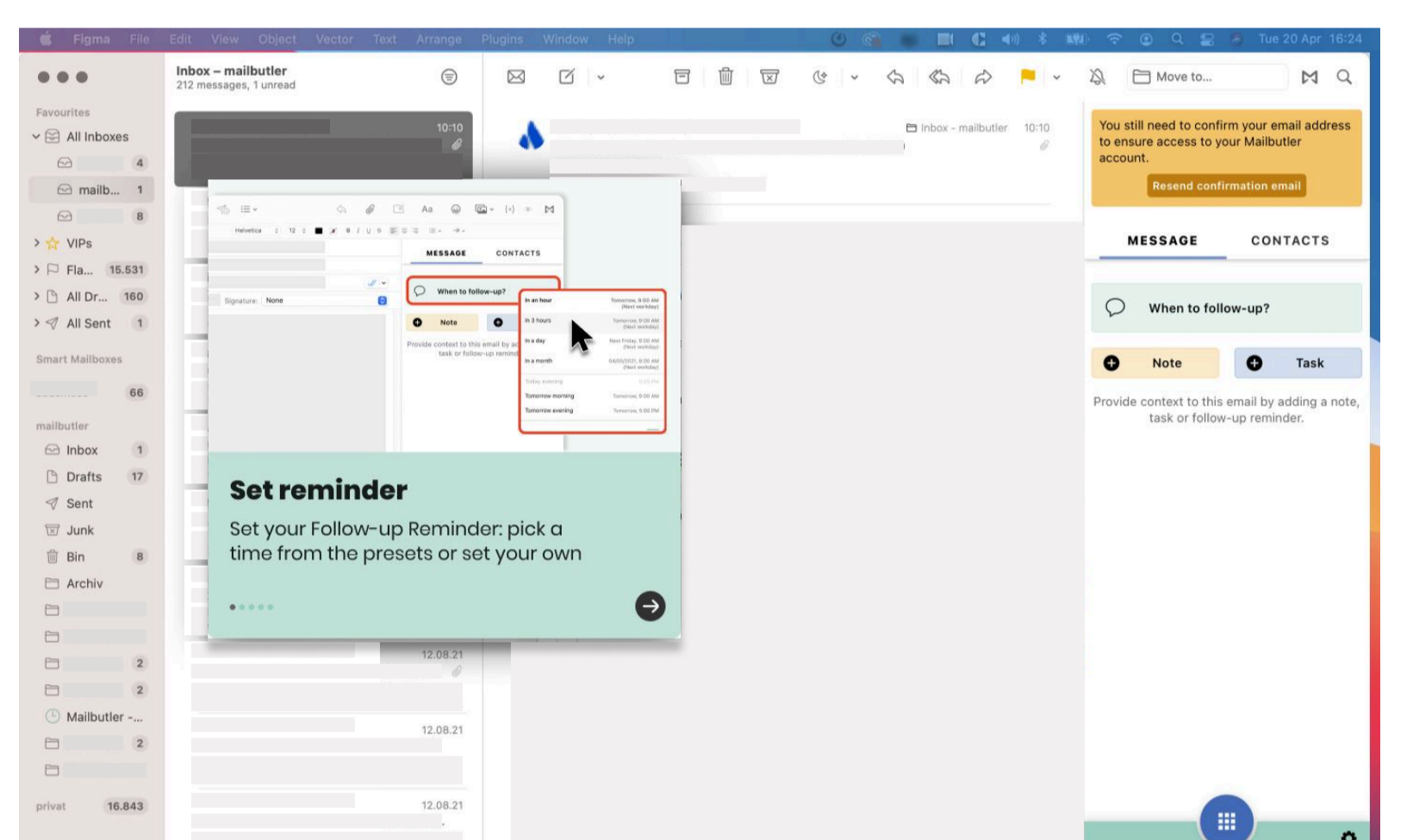
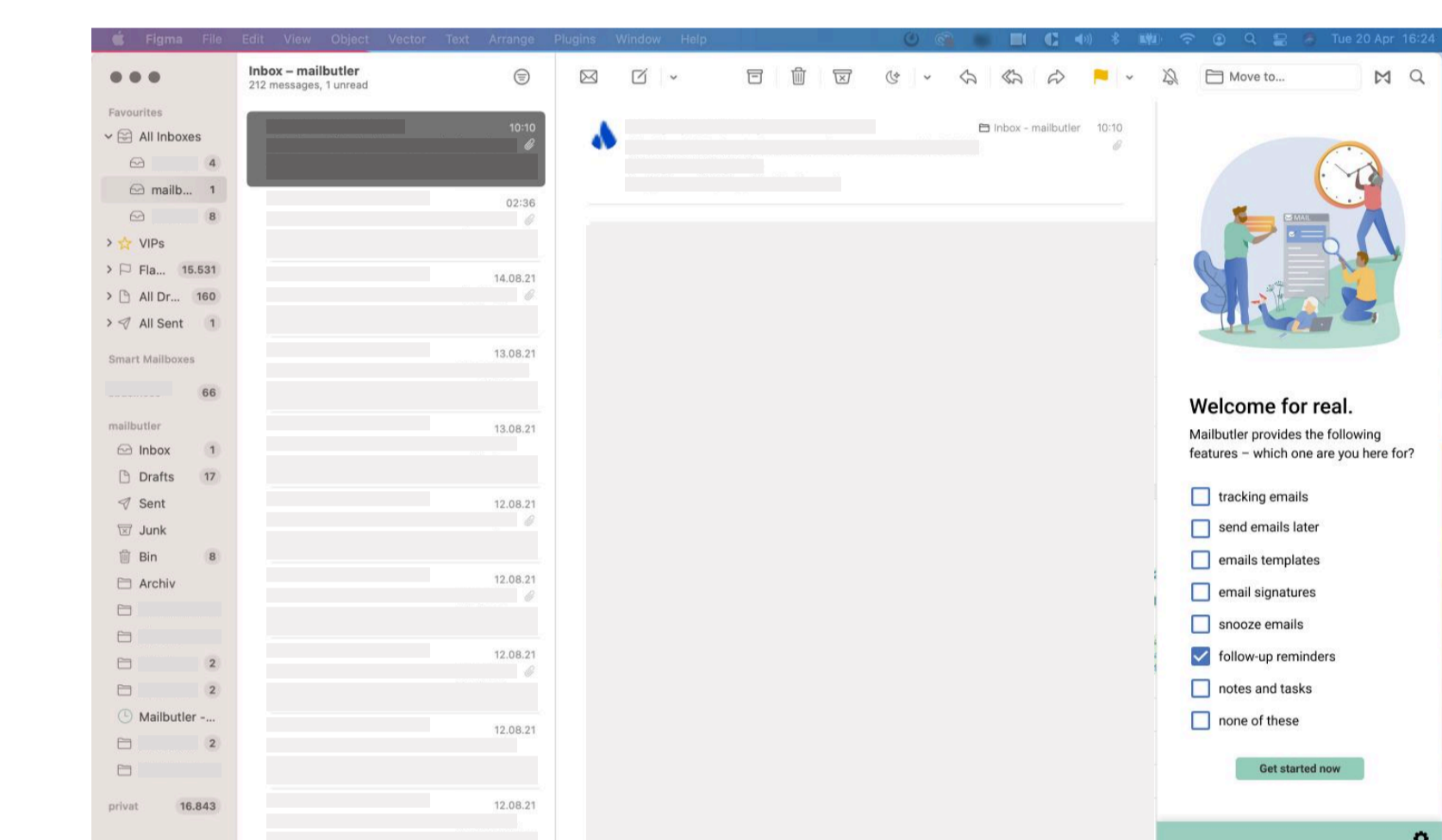
MAILBUTLER ONBOARDING PROCESS

Before releasing the new plugin update, we wanted to ensure that we enabled all users to complete the process successfully. We arranged interviews with different clients to discuss usability.

Where do users start the installation?	Any problems with the form?	Where do users find their download?	Do users understand what's happening and how to move through the process?	How do users go about instructions?	INSTALL FIRST	Does this help as expected? What do users expect to happen next?	Design differences and preferences	general feedback on process or suggestions of improvements
Users would start using MB either through homepage - choose a plan and start from there	change design of plan and quality of steps (open download folder on click?)	Users are very familiar with MacOS messages	process is intuitive and familiar - minor improvements on mail client (not possible, already through other on the left via a navigation bar) - language has been corrected for the browser	2 out of 4 participants clicked through instructions first - enabled page needed - arrows and dot navigation were familiar concepts	One participant had difficulty finding the changed place in settings	Most participants knew they had to log in before start - some expected a confirmation step (e.g. email address) - everyone expected some sort of visual indication, that Mailbutler was up and running - onboarding or sidebar were mentioned	no price	Most participants found design clear and professional - everyone seen back and forth the installation and preferences as potentially confusing - some did not want to use it
	improved info in Marketing (check which with icon)		improved messages and icons		improved sidebar in design	improved log in from account (some did not want to log in)		price

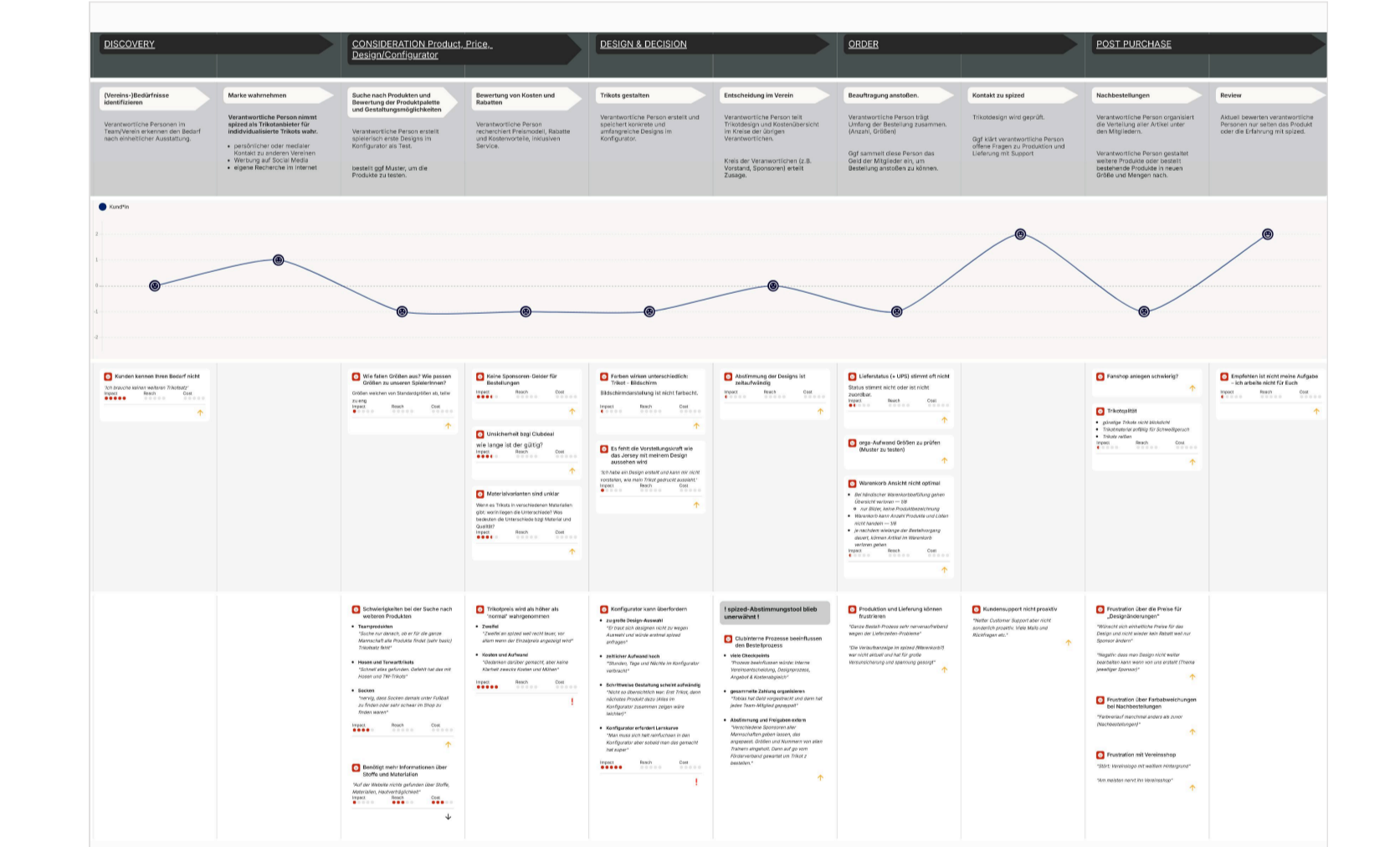
Based on analysis, we were able to inform marketing about the usage of icons and imagery. We highlighted what had gotten lost in interviews. Most importantly, we used user feedback to inspire automated login after installation.

Data gathered through tracking and interviews showed that many users downloaded the plugin and started the free trial but have yet to use the full range of functionality the plugin offers. We created a 'Quick Start Guide' to showcase the most used and popular features.



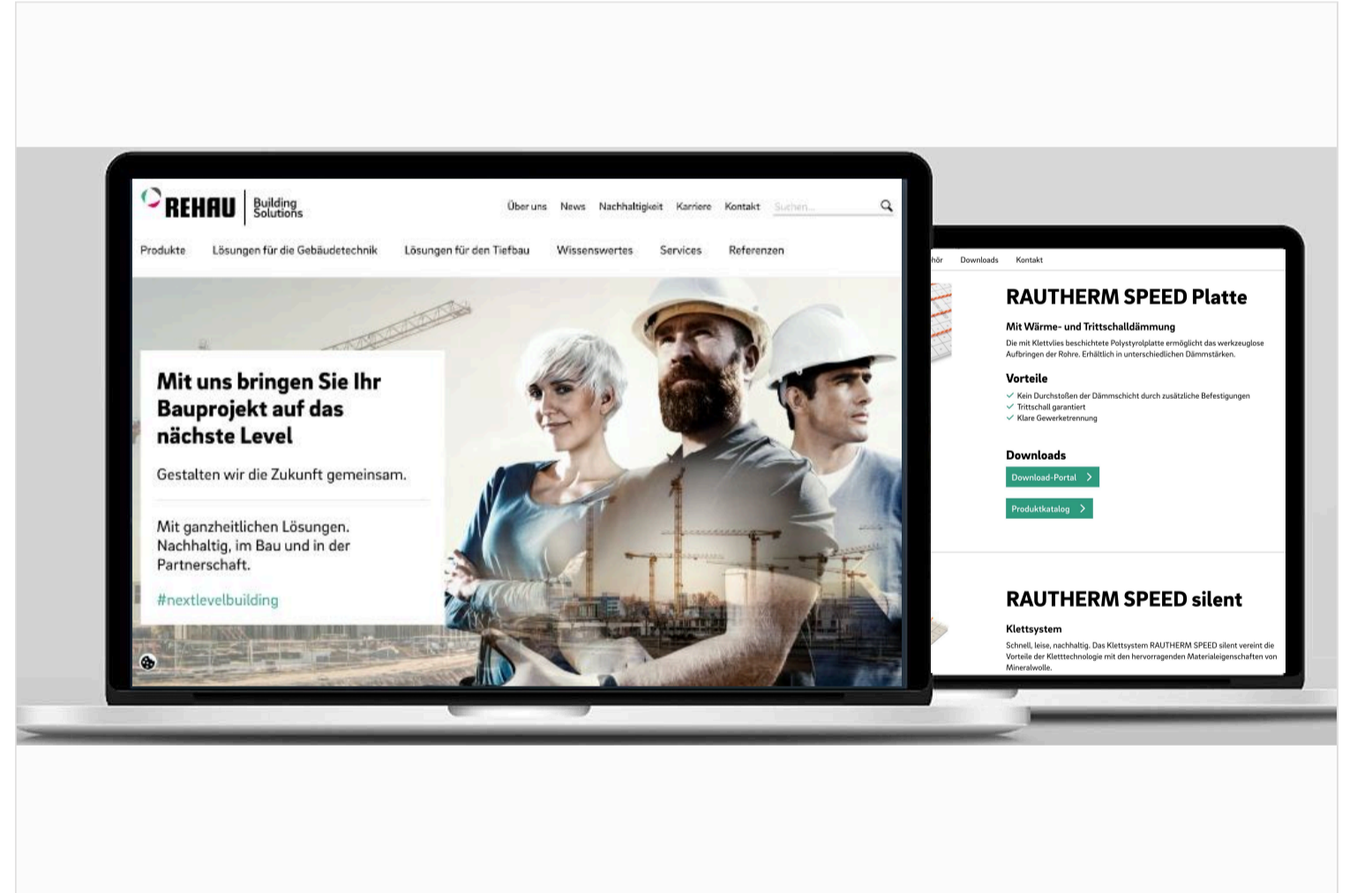
The Quickstart Guide briefly overviews and displays features through screenshots in the respective software environment. Usage increased quickly after the Guide had been released.

REFERENCES



Spized GmbH

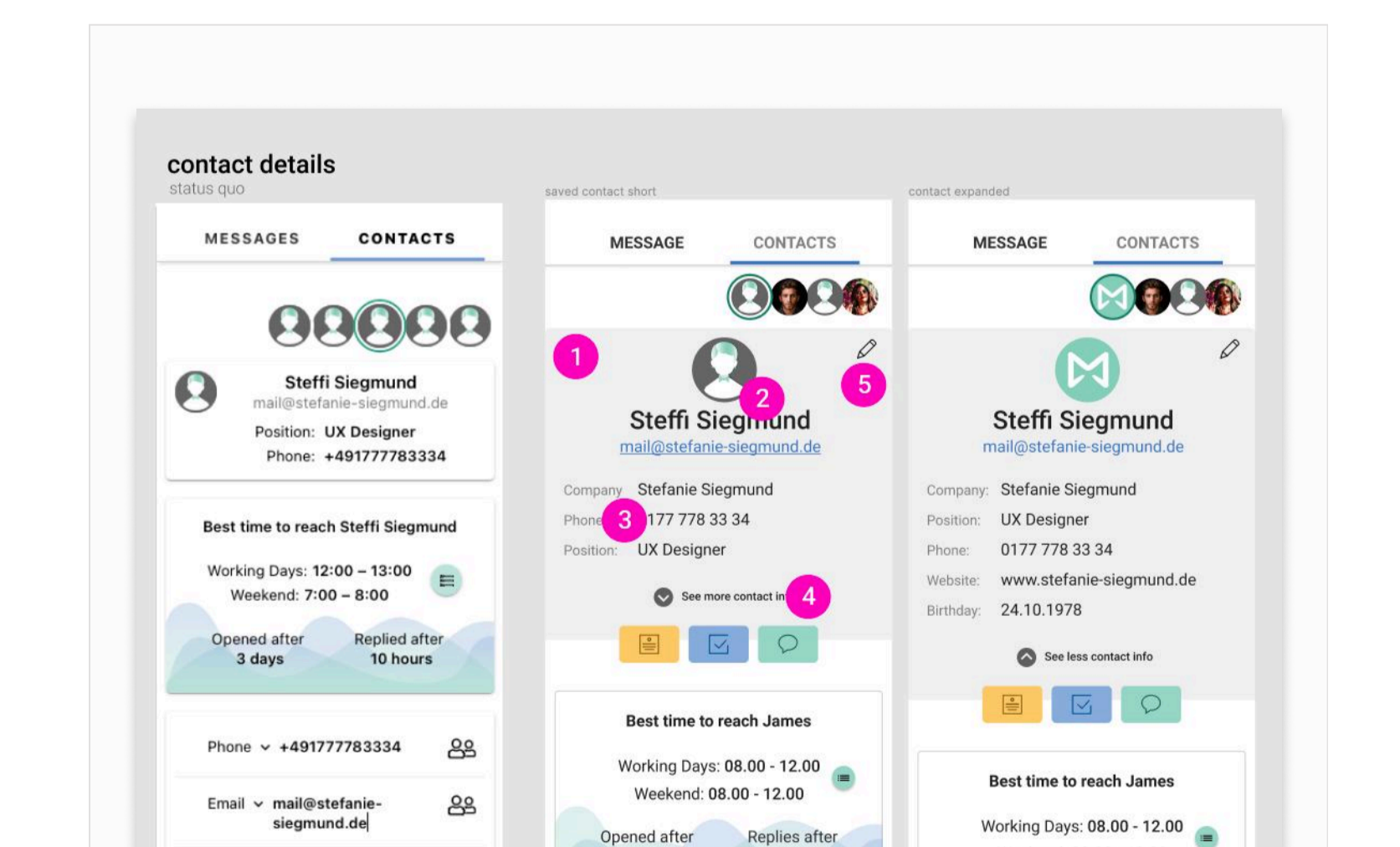
CUSTOMER JOURNEY MANAGEMENT
Qualitative (and quantitative) research, creation of customer journey maps as well as support newly established team and processes



REHAU - building solutions

WEBSITE RELAUNCH
Benchmark analysis, expert interviews, customer journey map, content structure, page types, components

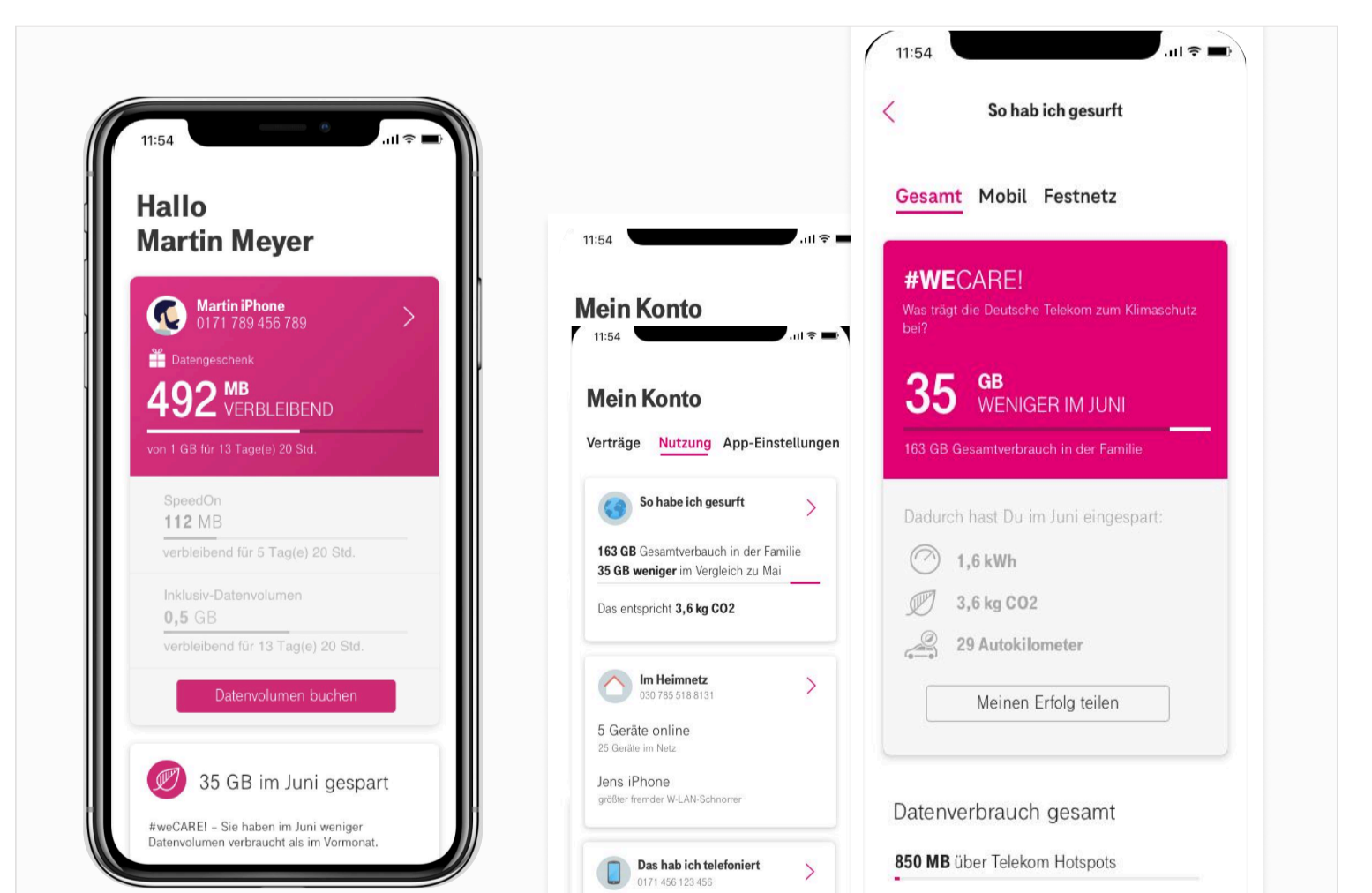
<https://bs.rehau.com/de-de>



Mailbutler

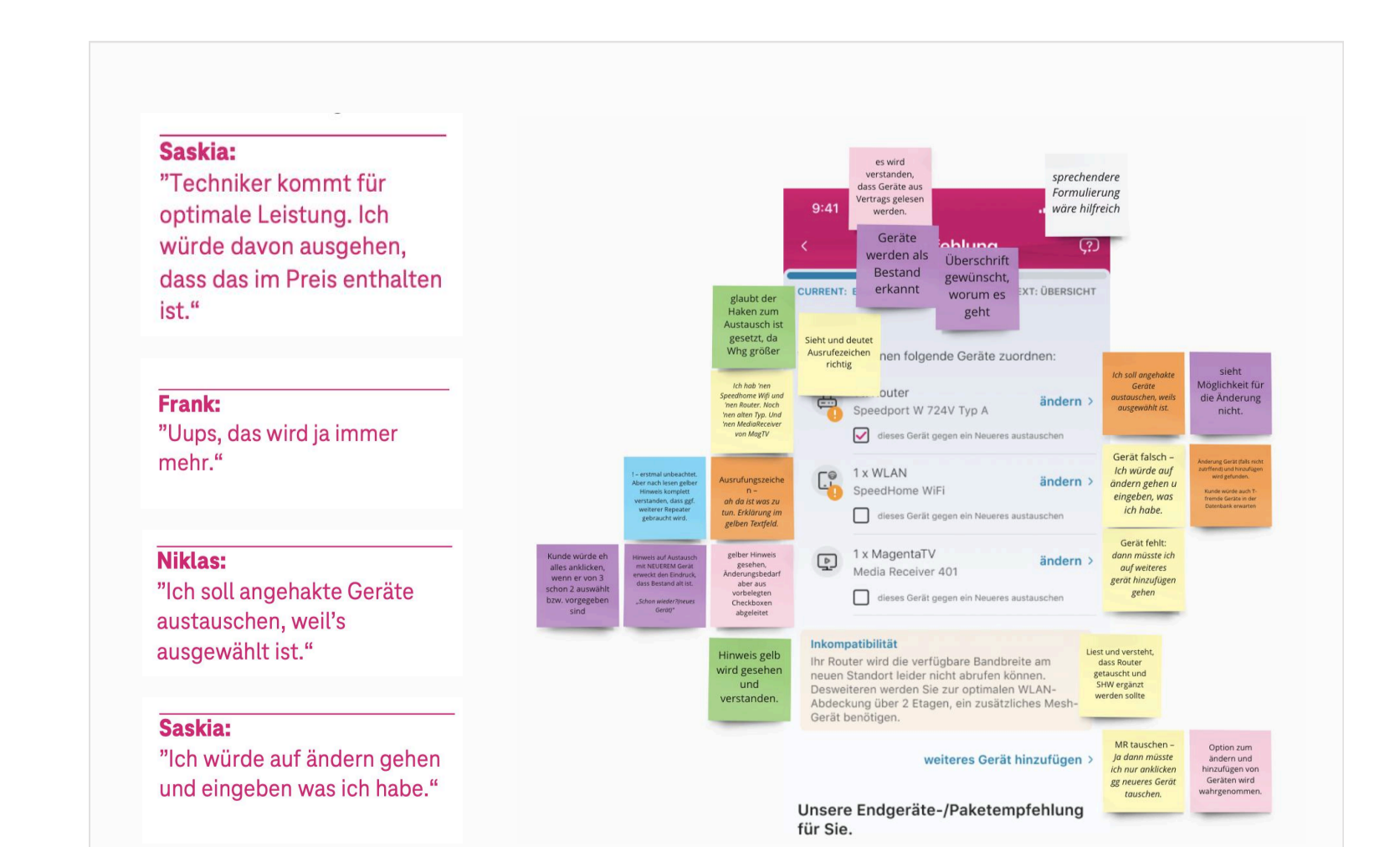
SIDEBAR OPTIMIZATION
Interview analysis, concept development, interface design, agile development framework

<https://www.mailbutler.io/de/contacts/>



DEUTSCHE TELEKOM - Mein Magenta App

MEIN MAGENTA APP
User interviews, prototyping, wireframes, design sprint, SAFe agile framework



DEUTSCHE TELEKOM - Heimeetzberatungstool

BUSINESS TO USER
Iterative user interviews, wireframes app, user experience optimization desktop tool

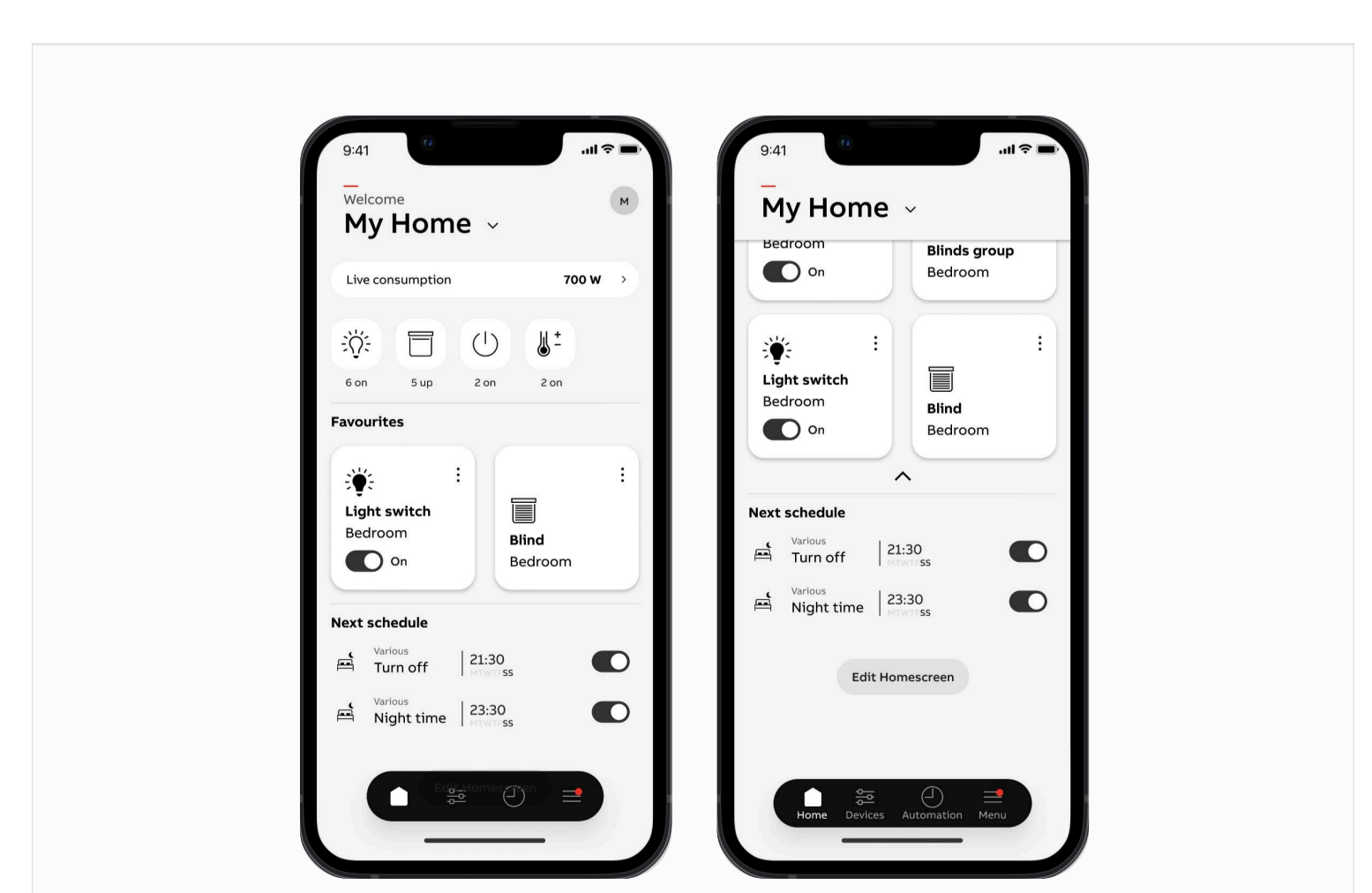


ABB - SmartRange 44

MOVING TO NEW TECHNICAL SETUP
Design adaption from Busch Jaeger to ABB, redesign wireframe according to new technical framework