

# 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

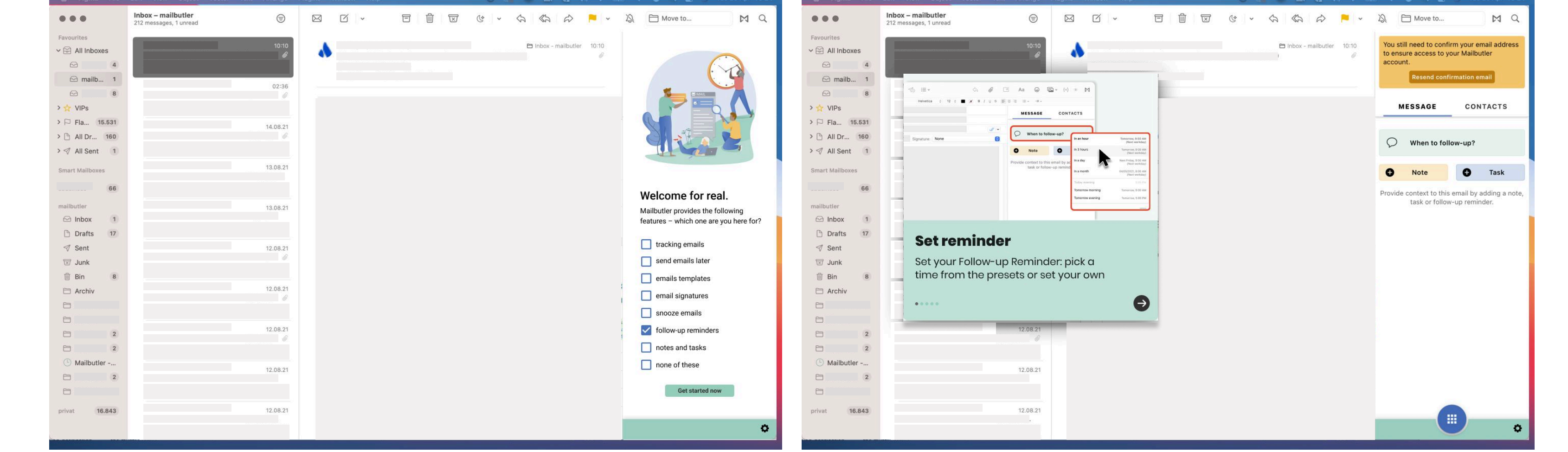
### MAILBUTLER ONBOARDING PROCESS

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.

OPEN TO DISCUSS RESPONSIBILITY									
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 feel 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 or choose a plan and start from there	Icons appear like Buttons	Users are very familiar with MacOS messages	process is intuitive and familiar	3 out of 4 participants clicked through instructions first	One participant had difficulty finding the designated place in settings	Most participants knew they had to log in before start	no price	Most participants found design clear and instructions easy to follow	
change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	
Users would start using MB either through homepage or choose a plan and start from there	Icons appear like Buttons	Users are very familiar with MacOS messages	process is intuitive and familiar	3 out of 4 participants clicked through instructions first	One participant had difficulty finding the designated place in settings	Most participants knew they had to log in before start	no price	Most participants found design clear and instructions easy to follow	
change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	change design of plus up and status of step	

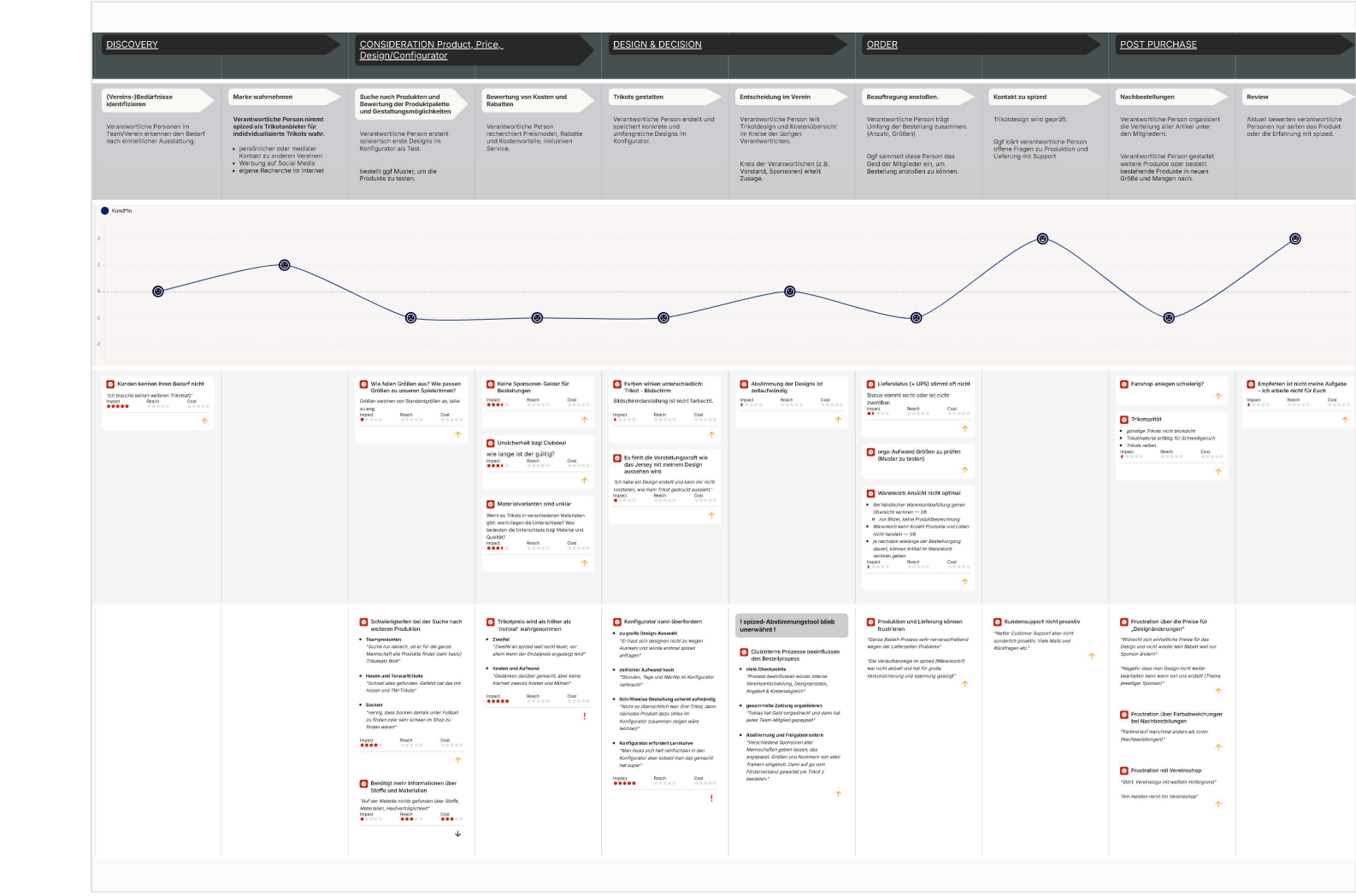
Based on analysis, we were able to inform marketing about the usage of icons and imagery. We highlighted what had gotten lost in interviews. Most importantly, we used user feedback to inspire automated login after installation.

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.



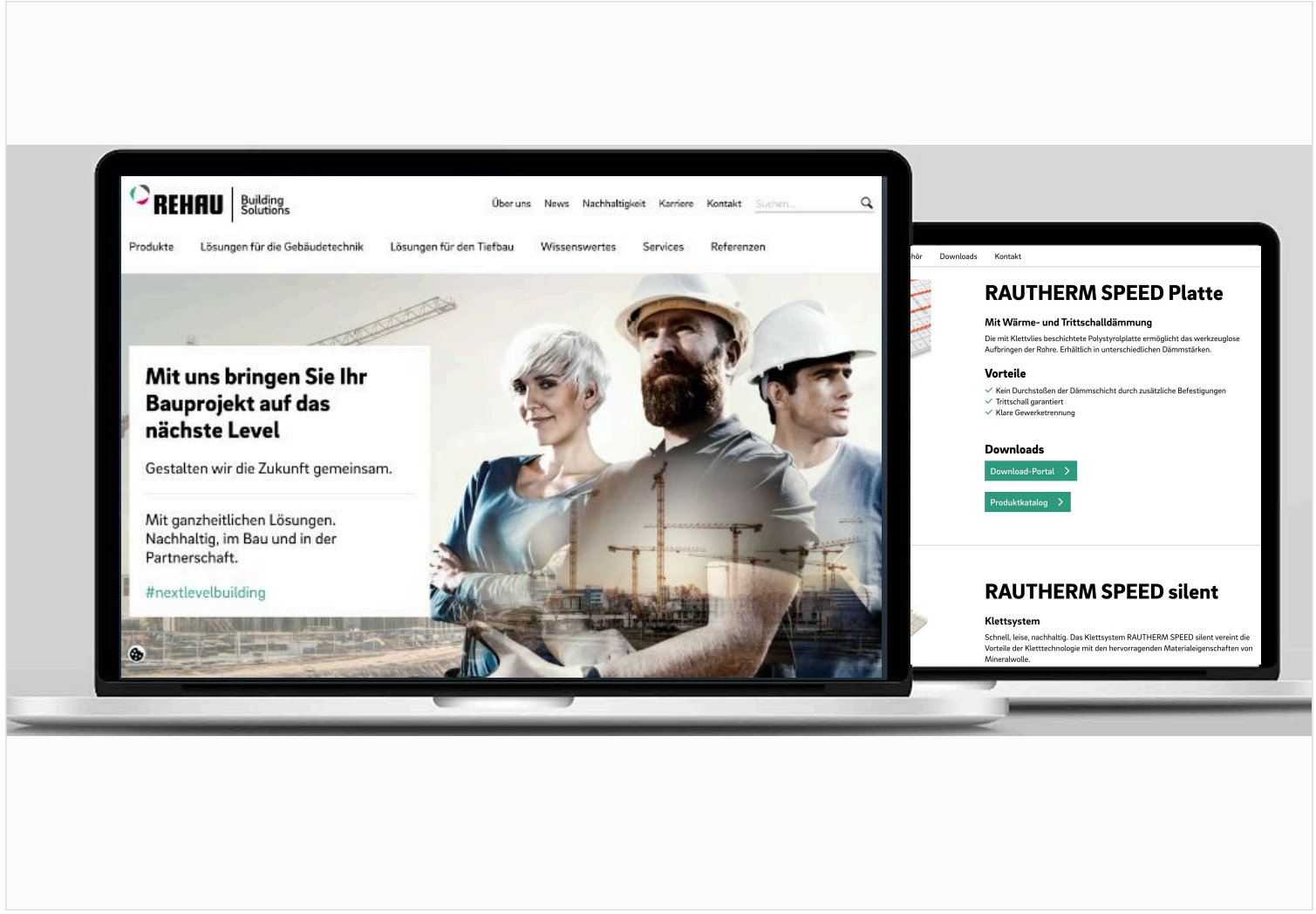
The Quickstart Guide briefly overviews and displays features through screenshots in the respective software environment. Usage increased quickly after the Guide had been released.

## REFERENCES



### Spized GmbH

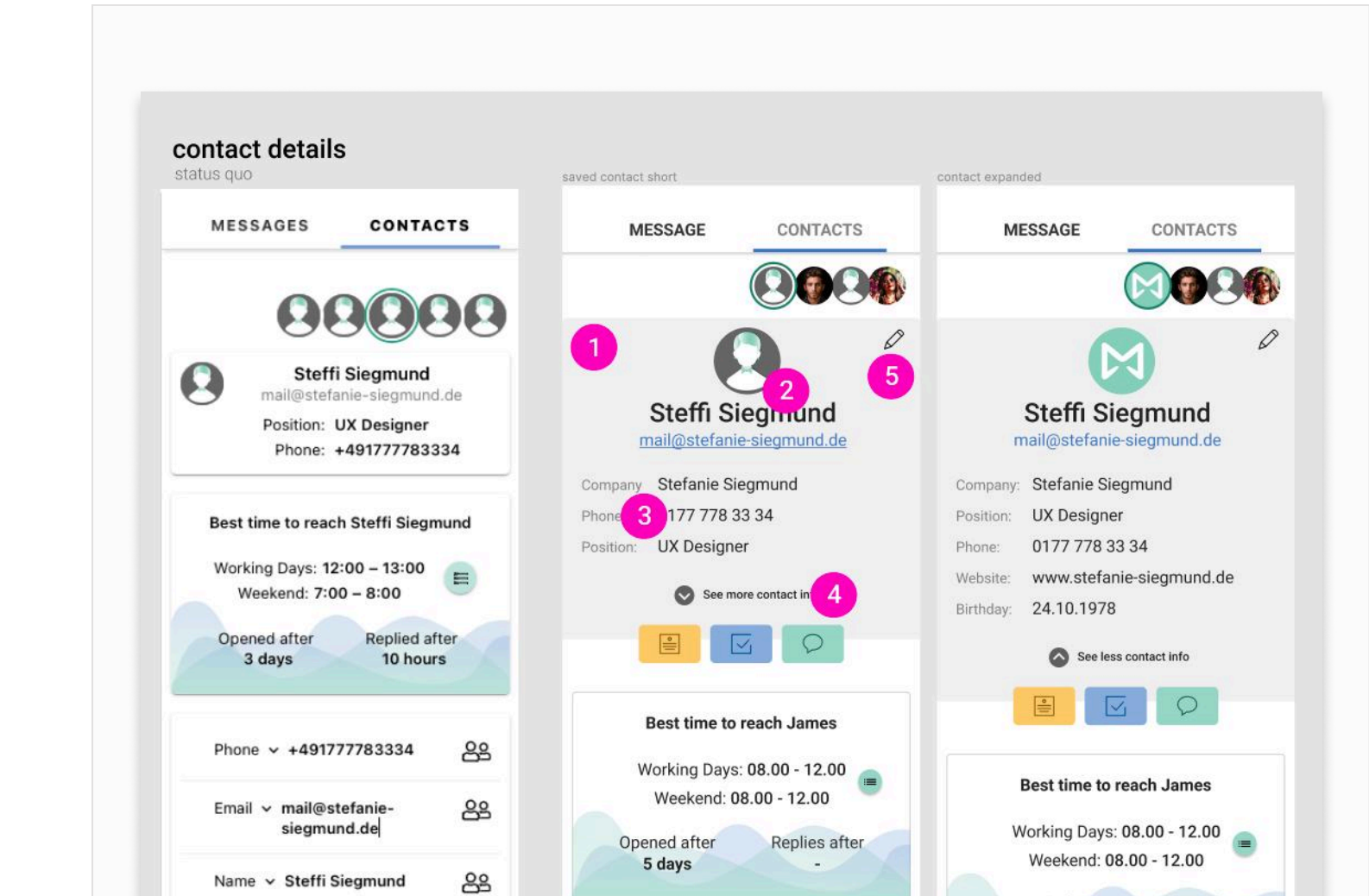
CUSTOMER JOURNEY MANAGEMENT  
Qualitative (and quantitative) research, creation of customer journey maps as well as support newly established team and processes



### REHAU - building solutions

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

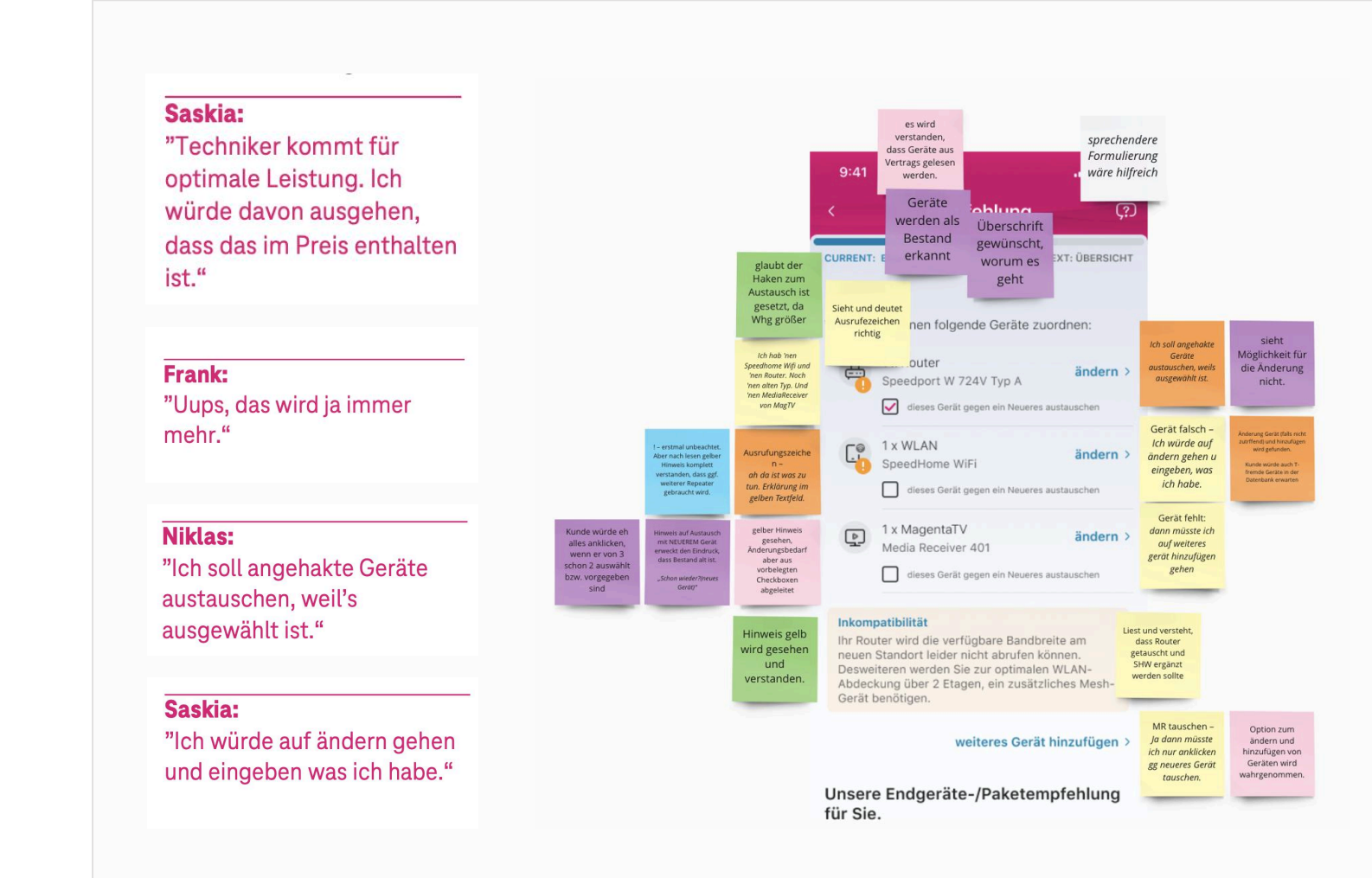
<https://bs.rehau.com/de-de>



### Mailbutler

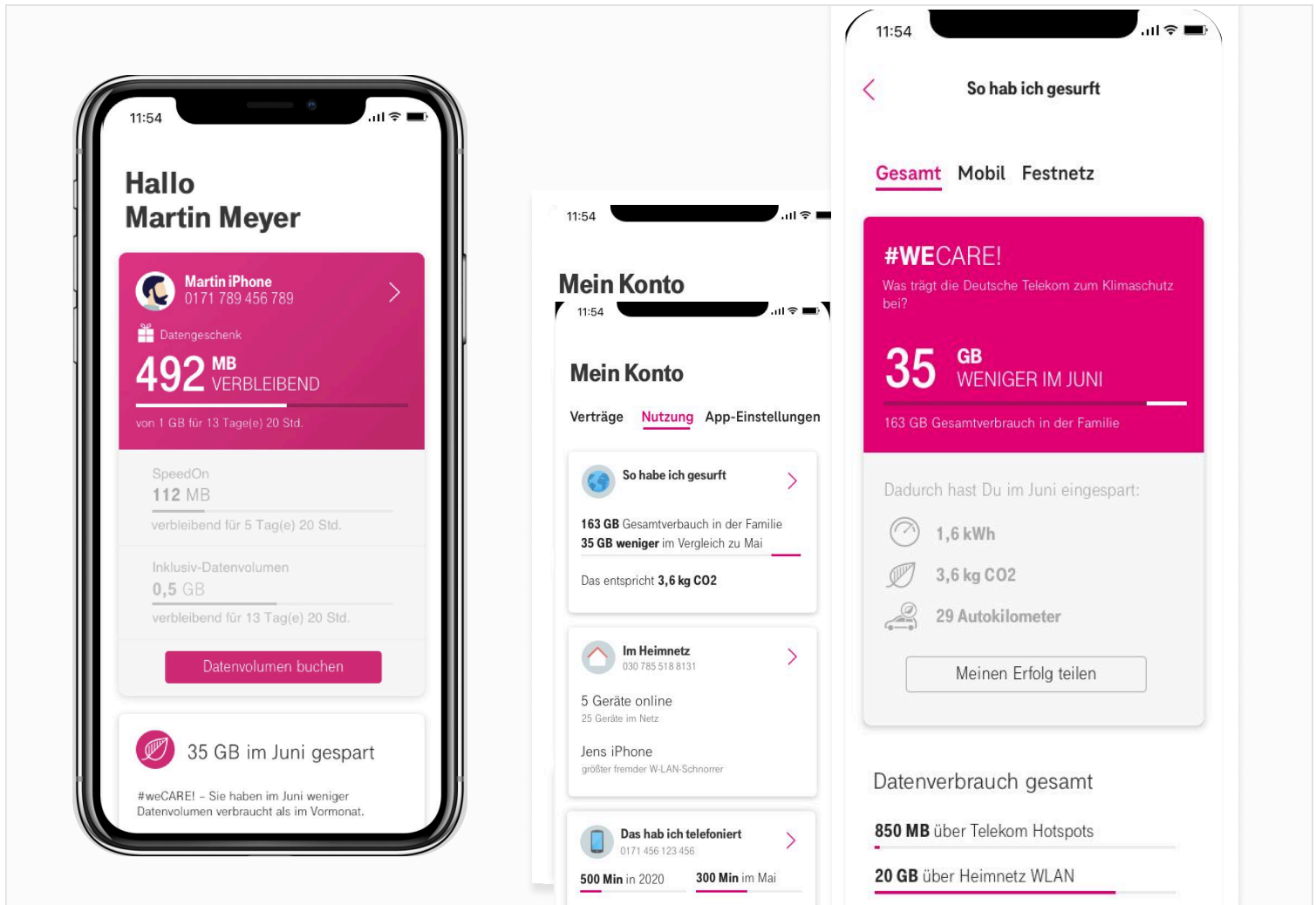
SIDEBAR OPTIMIZATION  
Interview analysis, concept development, interface design, agile development framework

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



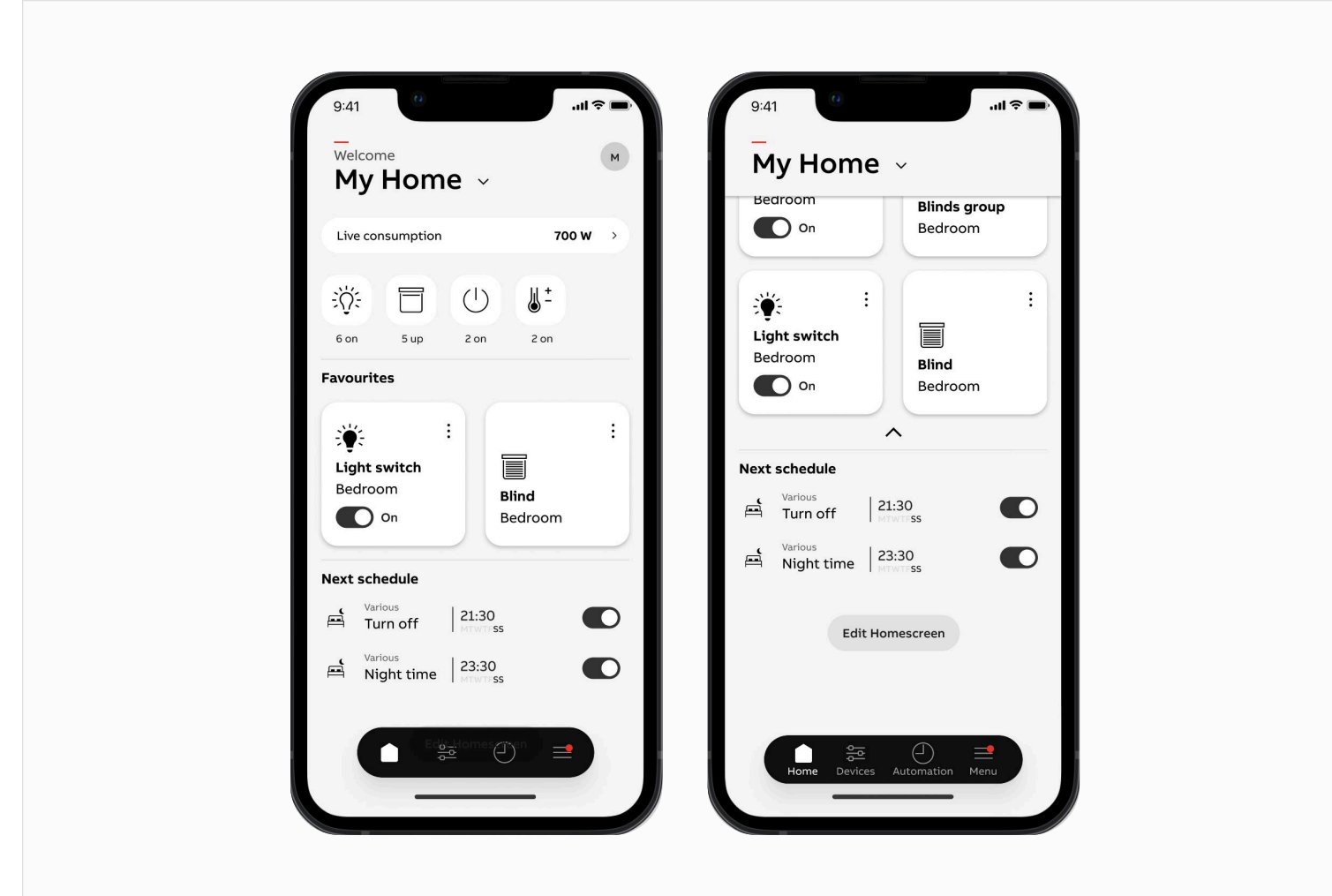
### DEUTSCHE TELEKOM - Heimnetzberatungstool

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



### DEUTSCHE TELEKOM - Mein Magenta App

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



### ABB - SmartRange 44

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



# CIRCULAR

... ECONOMY • STEFANIE SIEGMUND • UX DESIGNER

## FROM PRODUCT TO SERVICE

WE DON'T NEED MORE SHIT.

Today is about sustainably optimizing existing products and preventing the production of just more and new products.

Jeremy Rifkin predicted 20 years ago, "The pursuit of ownership becomes a pursuit of access, access to what (these) networks have to offer."

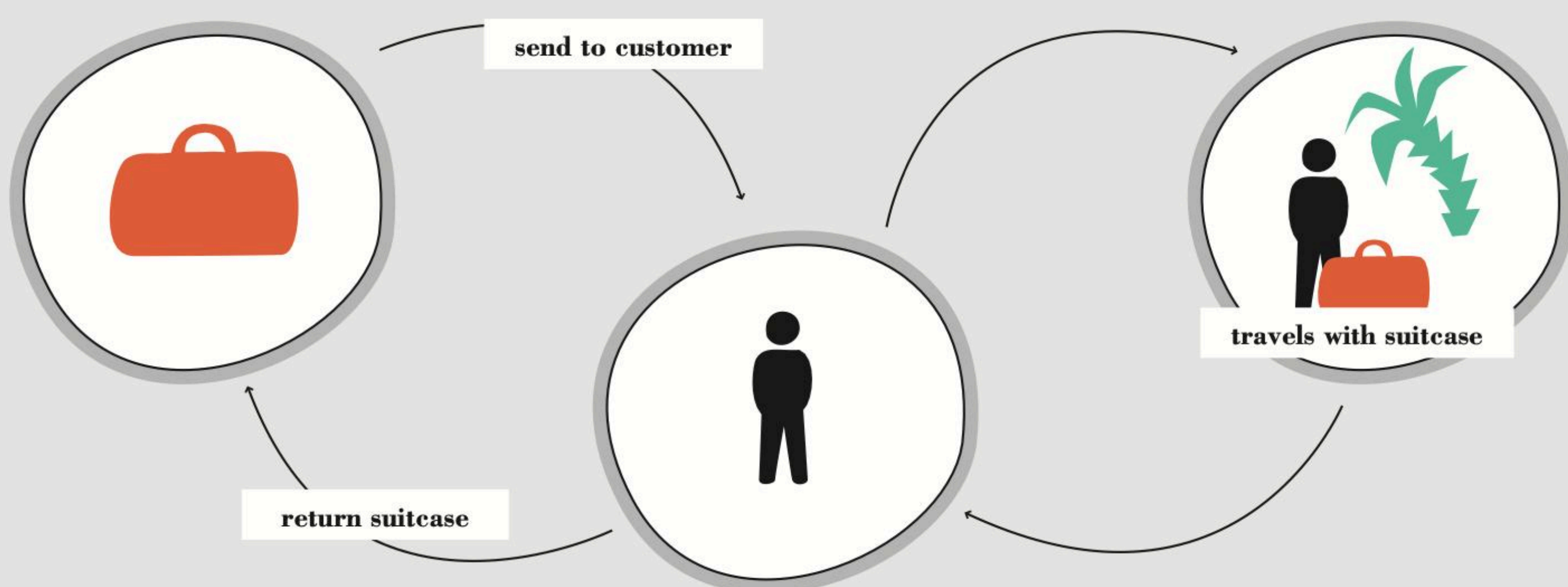
Exchanging goods will transition into short-term access to goods.

### BUT WHY SHOULD WE?

The temporary possession or sharing of goods offers advantages:

For pricy products, renting means a clear cost advantage. Constant technical progress always ensures access to state-of-the-art products. Lack of storage space on the consumer side can also motivate temporary usage.

This pattern already applies to cars and clothes but could prove true for suitcases or cargo bikes (and many more).



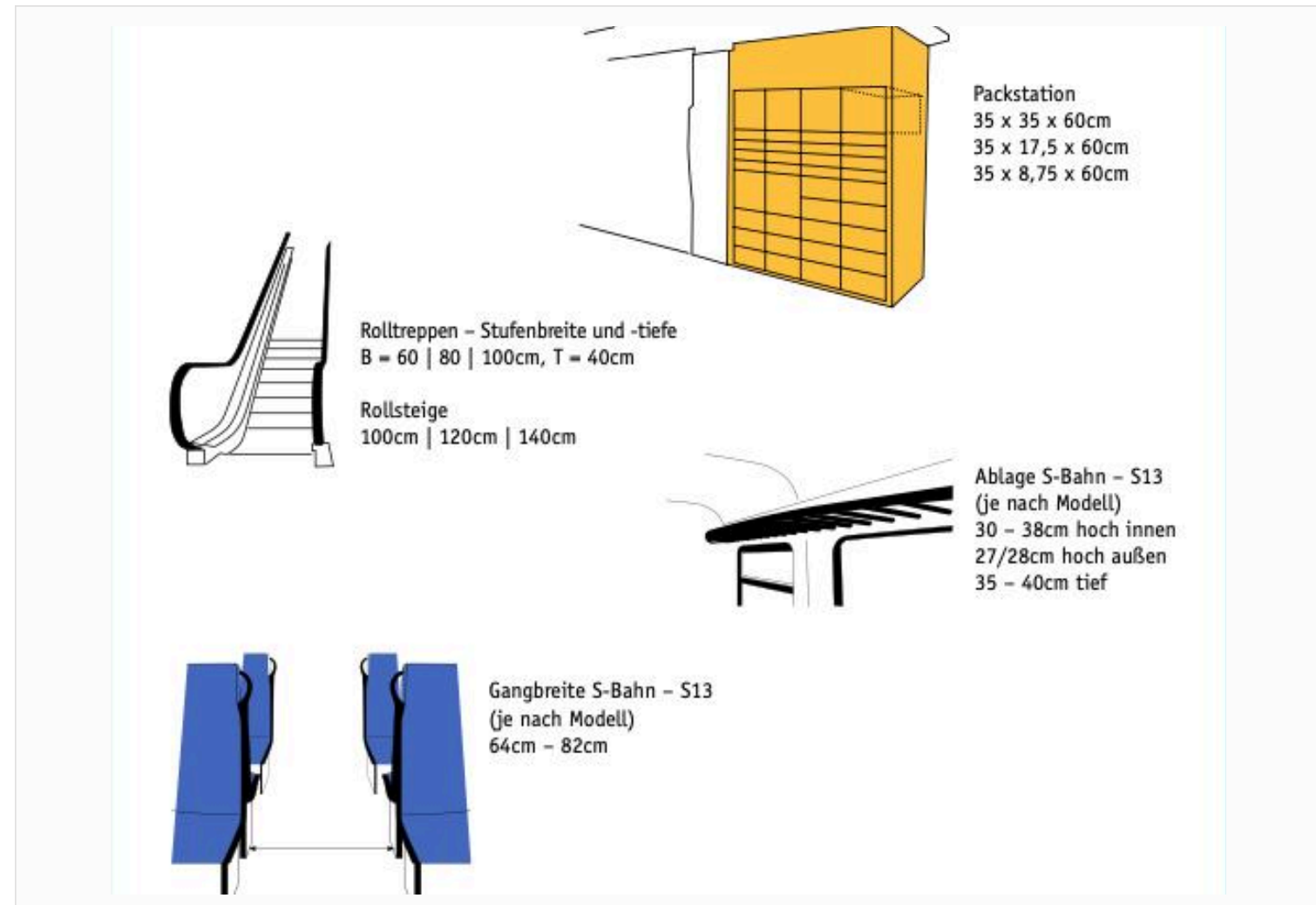
## ... AND THE IMPACT ON PRODUCT DESIGN

The "reprocessing of used objects for renewed use on the market" results not only in changed requirements for the products themselves but also for their production and distribution.



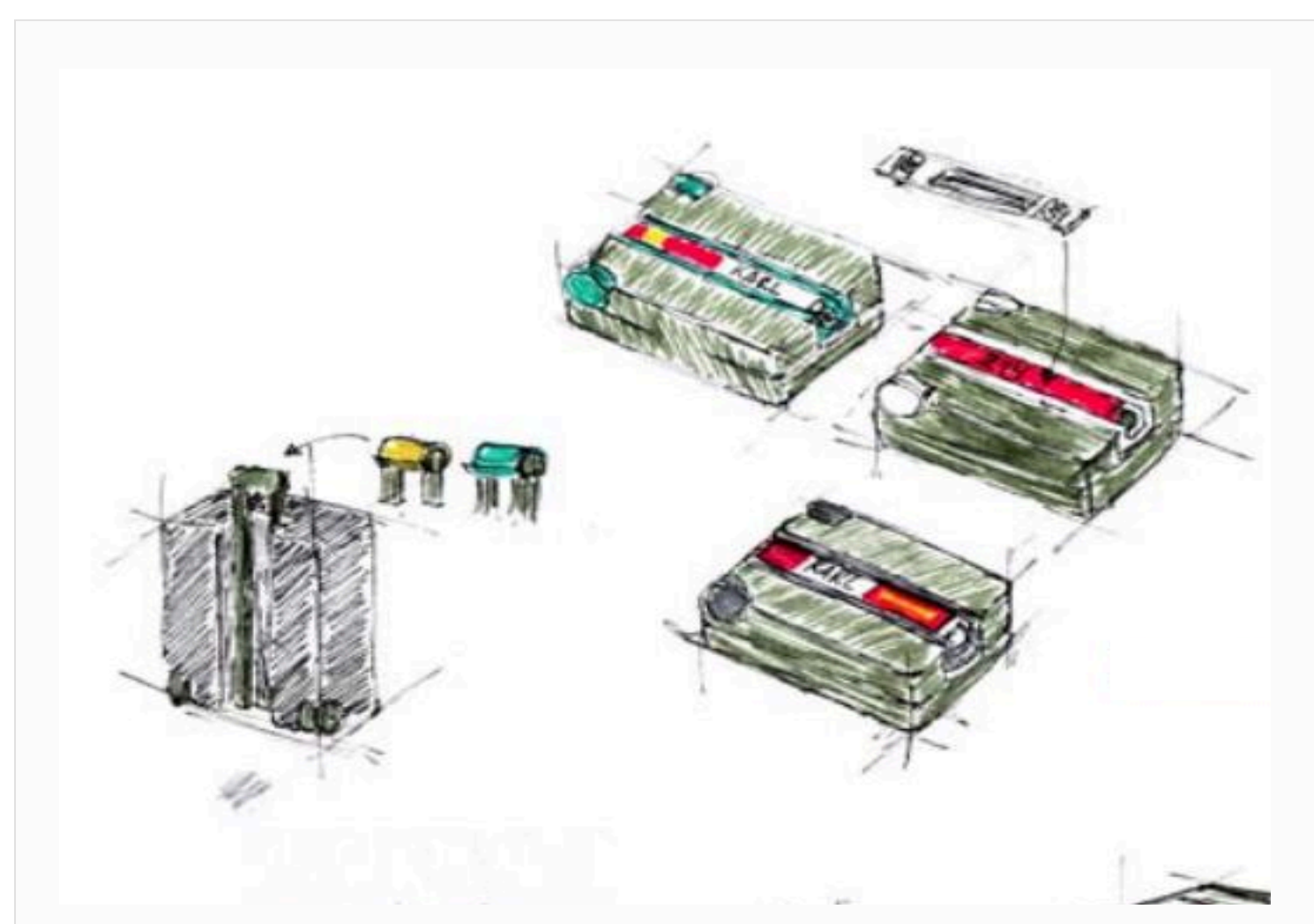
### PARTNERS IN NETWORKS

Using goods in cycles requires new appropriate distribution systems. Various partners will participate in offering your service. Every partner will have an impact on product design in their way.



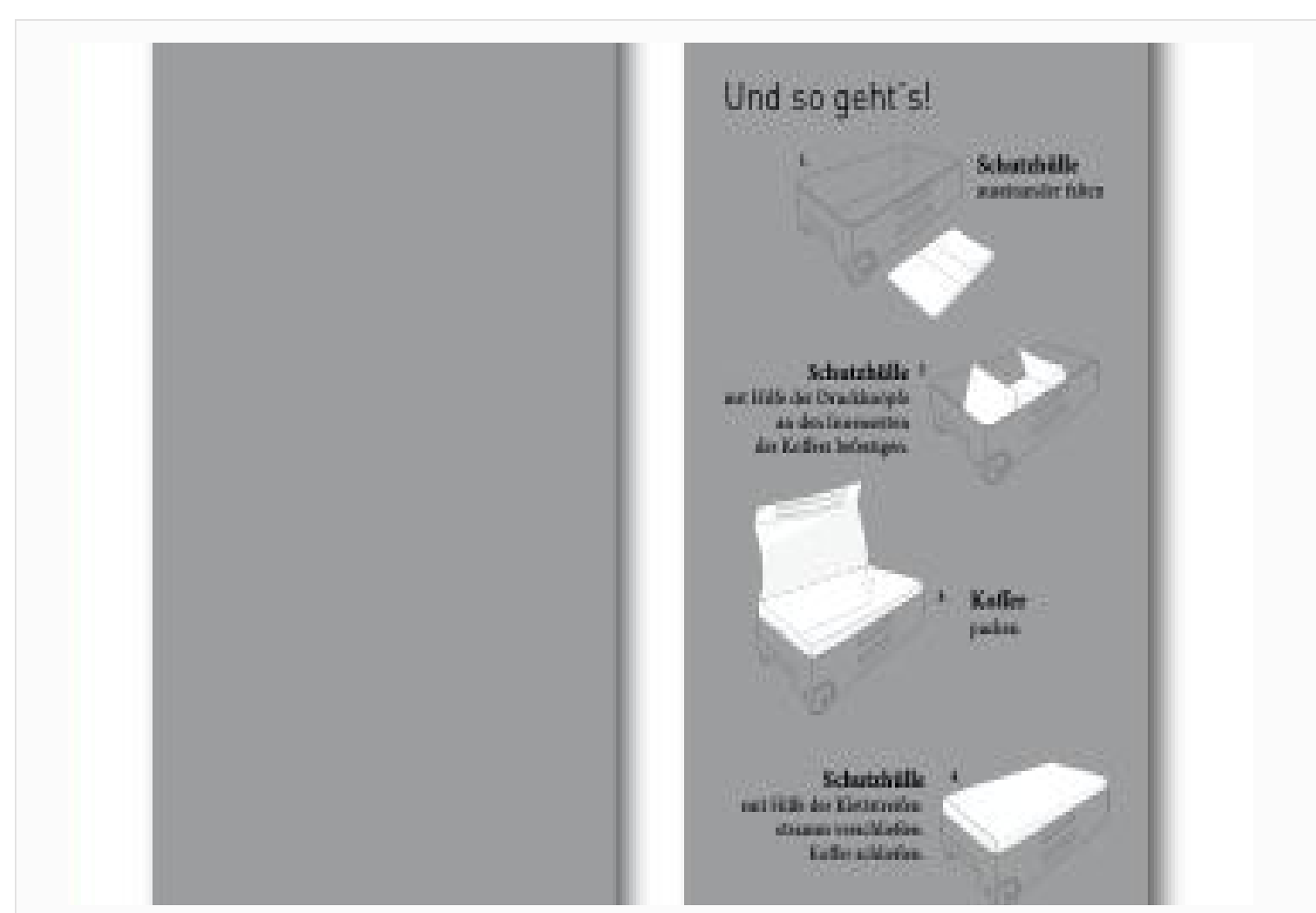
### DESIGN BY CONTEXT

Considering predicted ways of usage will impact the design of a product: will it be used en route, where will it be stored, and how will it be delivered? Creating products for sharing changes demands on product and processing, too: individual parts should be easily disassembled or exchanged.



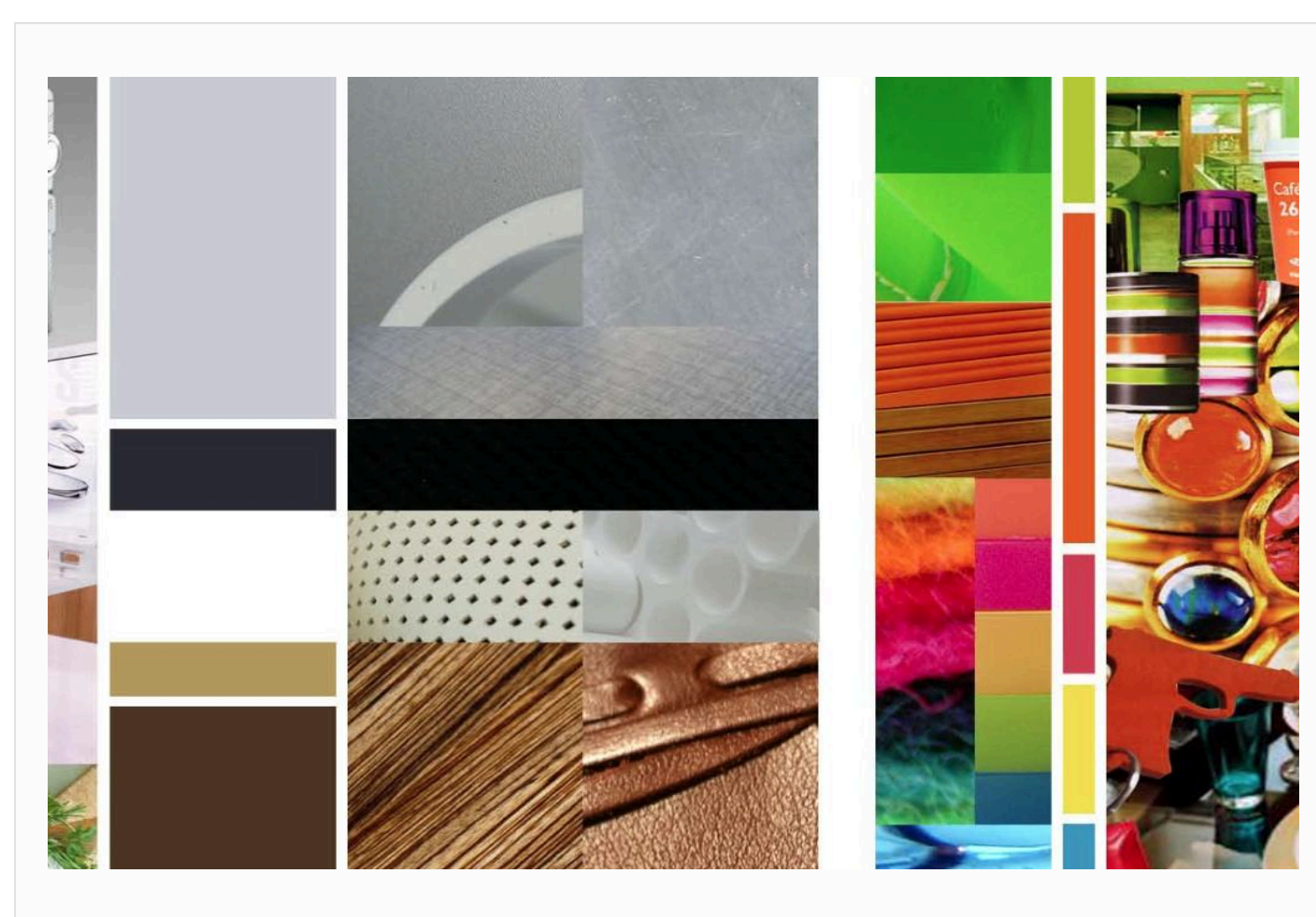
### PERSONALIZE AND IDENTIFY

The product may need personalization for users to identify it as theirs. Users may require some form of identification to confirm their membership.



### FEEDBACK AND COMMUNICATION

Not every user will be a heavy user. Providing how-to information and an immediate and easy feedback channel will be crucial to the success of the shared product.



### STATUS AND SYMBOLISM

In addition to their purely functional value, property-replacing services also need to transfer characteristics and symbolic elements from the consumer goods sector.

## A SHARED SUITCASE

### CASE STUDY

The concept of "Mioko - suitcase to rent" transforms an individually rarely used object into a generally accessible item to rent - a product turns into a service.

Requirements for a suitcase change when it becomes a service.

The resulting consequences for design and usage are explained and illustrated in this case study.

