susanne kreuz

user experience & information design

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susanne.kreuz
Hedingerstrasse 10
CH-8905 Arni (AG)
ux@susa-kreuz.de
www.susa-kreuz.de

*"Hello, I am a German ux expert with focus on research and testing.
My wide experiences in many job roles and companies made me a
t-shaped person who loves to work in interdisciplinary teams.
The magic of design evolves best when collaborating!"*

Experience

My search for what makes us individuals and how we learn resulted in studying **PSYCHOLOGY**.
I love to analyse people and to explore new technologies, including their impact on our life.

My studies in **ART HISTORY** ended up with a master of arts. Learning how to publish books and websites gave me a good feeling for layout and design effects with colors, shapes and style.

As a **TECHNICAL AUTHOR** I learned to focus on my audience. By interviewing diverse people I learned to ask the right questions and listen deeply to find out more about the user's needs.

As an **INFORMATION ARCHITECT** for software documentation I learned to structure complex content for several roles, created user assistance concepts, and selected the delivery channels.

Writing user stories based on tasks and goals helps me to **DESIGN** easy understandable interaction flows and navigation structures for websites, software, and mobile apps.

My ability to **COMMUNICATE** complex topics and identify solutions helps me to manage stakeholders. I have published countless success stories and write for **UX BLOGS**.

I started several own businesses by applying a people centric approach. During my long-standing **FREELANCE** experience I have worked for many companies and industries.

I love to support **SOCIAL BUSINESSES** that make the world a better place. Sharing my knowledge and supporting others to learn makes me happy as a mentor and **TRAINER**.

*"While you focus on technology, I take care of the user's needs.
Let's work together and create an application that is a pleasure to use!"*

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2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 -- 1989

11/2018 – 1/2019
Employee
UX Researcher
Crowdhouse AG, Zurich, Switzerland

since 6/2015
Freelancer
UX Designer → page 8-12
UX & Usability Trainer → page 7
Onsite Europe and remote

2/2013 – 5/2015
Employee
Senior Information Developer
SAP SE, Walldorf/Baden, Germany → page 13-14

12/2003 – 2/2013
Freelancer & business founder
edox [technical communication
Technical writer business software, content & copy writer
Office in Heidelberg, Germany
→ page 15

8/2001 – 11/2003
Employee
Technical Writer
ibo Software GmbH
Wettenberg, Germany

6/1998 – 10/1999
Temporary jobs
Customer and office services

9/2017 – 3/2018
Voluntee Hubonaut → page 18
Impact Hub, Zurich, Switzerland

9/2009 – 12/2015
Business founder
LAMMAS
Arts & crafts from Estonia
Blog and shop with social values
Heidelberg, Germany and Estonia
→ page 20

8/2000 – 5/2001
Voluntary Service: Public Relations
Gerstenberg, Hildesheim, Germany

11/1999 – 1/2000
Media Trainee: Publishing Company
Psychosozial Verlag, Gießen, Germany

Freelancer Employee Internship

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2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 -- 1989

UX Designer 1 – 5/2015
CareerFoundry, online → **page 16**

Business Women Program <S. E. T.>
Marburg, Germany, 4/2004 – 3/2005

Technical Writer 9 – 12/2002
TAE Esslingen, Germany

Publishing Assistant 2/2000 – 2/2001
Klett WBS, Frankfurt, Germany

Art History M.A. 10/1989 – 6/1998
University Studies of Art History, Psychology , European Ethnology
Gießen & Marburg, Germany

Inhouse trainings, meet-ups & international conferences

- Customer service design
- Human cities
- Agile lean power transformance
- Filter-driven interfaces
- **Talk UX Taipei - Speaker in 2017**
- UX trending in tech today
- Design culture
- Intercultural communication
- Re-defining design
- Design cultural food identity
- People-centric approach
- UX basics
- Paper mock-ups
- User research
- Design thinking
- Creative writing & clustering
- XML & DITA standards
- WIKIs in companies
- Enterprise 2.0
- Software usability
- Scenario & persona concept
- Testing a user interface
- Information design
- User centered design

2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 -- 1989

Certified Course · Full-time Training · Mentee · Graduation · Workshop

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That's me

- German, born October, 2, 1969
- personality type INFJ *Advocat*
- grow and make a difference

- empathic and inquisitive
- test things out to learn
- desire to help and connect

- collaborative and committed
- optimistic evangelist
- great team player

Services

User Research

- interviews & online surveys
- analysis & requirements
- personas & customer journeys
- user testing with prototypes

UX Conception

- user stories and task flows
- information architecture
- mock-ups and wireframes
- ux/ui style guide & guidelines

UX Trainings

- human centered design
- (service) design thinking
- walking in your user's steps
- usability vs. A/B testing

Capabilities

collaborative customer workshops

Google design sprint

lean, agile & scrum product development

UX/UI Tools

- Axure RP: ●●●●○
- Sketch: ●●●○○
- Adobe Suite: ●●●●○
- Affinity Suite: ●●●●○

CSS & HTML/XML

- Optimizely: ●●○○○
- WordPress: ●●●●○
- CMS & DITA: ●●●●○
- Jira: ●●●●○

Languages

- **German**: ★★★★★
- English: ★★★★☆
- French: ★★☆☆☆
- Estonian: ★☆☆☆☆

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User Experience Design

- **Crowdhouse AG** (11/2018-1/2019)
  Conducting customer interviews and usability testing with people selling real estate, integrating user research activities in the agile ux design process **www.crowdhouse.ch**
- **Experience Design Institute** (4-7/2018)
  Running 3-5 day user experience and usability trainings for project and product managers, ux and visual designers, copy writers, consultants, and developers in Europe **www.xd-i.com**
- **Husqvarna Smart Systems** (3-6/2018)
  Analysing the current ux/ui design and restructuring the information architecture of *Gardena smart system*, a mobile app to manage electronic garden care solutions **www.gardena.com**
- **Kaptio ehf** (1-2/2018)
  Designing the user experience and prototyping the user interface of *Kaptio Travel,* a SaaS application for reservation and booking built on SalesForce **www.kaptio.com**
- **Deutsche Bahn Vertriebs GmbH** (5-8/2017)
  Developing hypothesis and designing screen variants for A/B testing and conversion rate optimization of the online ticket booking portal **www.bahn.de**
- **Virtual Identity AG // barcamp** (7/2017)
  Inhouse workshop at the *user love barcamp* to train product managers, visual designers and developers in paper protoyping and user testing **www.virtual-identity.com**
- **OB//CC online business & community** (8 & 10/2016)
  Training the development team in human centered design methods. Inhouse workshops to concept, prototype, and test (mobile) apps such as *movecard* **www.obcc.de**
- **1&1 Telecommunication SE** (5-7/2016)
  Consulting and training the ux/ui team to implement a user centered design approach, creating a customer journey to improve the e-commerce website **www.1und1.de**
- **Verivox AG** (3-4/2016)
  Usability review against heuristics and standards for a relaunched section to improve the user experience of the end consumer portal **www.verivox.de**

Information Design

- **SAP AG,** Products & Innovations (2/2013-5/2015)
  Innovating user assistance and proof of concepts for web apps build on **SAP HANA Cloud**
- **Henkel AG** (7-12/2012)
  Documention of the outsourced support process for **SAP EHS enhancements**
- **ExeQwork GmbH** (4-7/2012)
  Conception of an online help and documentation tool evaluation for **SAP Add-Ons**
- **SIEMENS Energy** (9-11/2011)
  CMS implementation and documentation for an **e-mobile charging software**
- **SAP AG,** Business Suite (several projects 11/2004 - 08/2011)
  Documenting software in global development projects such as **SAP for Banking**
- **accenture Human Capital Management Solutions GmbH** (12/2009 - 5/2010)
  Documentation, tool and template implementation for **SAP ERP HCM Add-On**
- **ibo Software GmbH @Deutsche Bank, Frankfurt a.M** (2-12/2002)
  Creating reference manuals for end users and admins of **SAP FS General Ledger**
- **ibo Training & Beratung GmbH @Landesbausparkasse, Karlsruhe** (9-10/2001)
  Documenting **business processes and scenarios** to reorganize teams

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Content Marketing

- **eparo GmbH** (2-4/2017)
  Copywriter about user centered innovation services for the website **www.eparo.de**
- **SAP AppHaus** (2/2013-5/2015)
  Storyteller for *SAP's Design- & Co-Innovation Center* website **www.experience.sap.com**
- **cbs Corporate Business Solutions GmbH / Materna** (02/2012 - 12/2014)
  Storyteller for consulting projects with SAP customers **www.cbs-consulting.com**
- **Dallmayer Informationssysteme GmbH** (4/2011 - 08/2011)
  Storyteller for consulting projects about capital investments with **www.dallmayer.de**
- **Softplan Informatik GmbH** (4/2004 - 07/2012)
  Storyteller and marketing for the *Geographical Information Systems (GIS)* **www.ingrada.de**
- **getAbstract AG** (4/2008 - 4/2012)
  Summarizing books about information technology and marketing **www.getabstract.com**
- **LAMMAS // arts & crafts from Estonia** (9/2009 - 12/2015)
  My own social start-up! For many years I imported handicraft to sell online and on textile fairs. Running a blog about Estonian culture and design **www.lammas-art.de**
- **abcverlag GmbH** (3-12/2008)
  (Chief) Editor of the trade journals GIS.Business // GIS.Trends & Markets **www.gispoint.de**
- **Lingner Consulting New Media** (3-5/2008)
  Editor of newsletters and marketing brochures for CONET AG via **www.lingner.com**

Social Activities & Volunteering

- **Social Fabric // Innovation through diversity** (since 3/2018)
  Supporting social sewing lessons for refugees and migrants to design clothes, experience intercultural exchange, and learn German @Zurich, Switzerland **www.socialfabric.ch**
- **Singa Switzerland // Innovation through diversity** (since 9/2018)
  Coaching participants of the *Factory*, a tech start-up program @Impact Hub, Zurich, Switzerland, in customer experience and user centered design **www.singaswitzerland.ch**
- **Impact Hub // Hubonaut** (9/2017 - 3/2018)
  Hosting the co-working space and managing the community and collaboration network @Viaduct, CoLab, and Kraftwerk, Zurich, Switzerland **www.zurich.impacthub.ch**
- **Benjamin Franklin Village // refugee camp** (2/2016 - 12/2017)
  Teaching German and handicrafts to refugees that temporarly stay in former army camps Deutsches Rotes Kreuz @BEA, Mannheim, Germany **www.drk-mannheim.de**
- **Mannheim sagt Ja! e.V. // non profit association** (since 1/2015)
  Active member of the non profit organisation that supports refugees to settle in the region, relaunch of the website with help of user research and prototyping **www.masagtja.de**
- **Refugee{Hacks} // hackathon** (October 17, 2015)
  Design thinking to prototype social apps such as *Docugee*, organized by Hackerstolz e.V. @Zeitraumexit e.V., Mannheim, Germany **www.hackerstolz.de/refugee-hacks**
- **Social Impact Start // workshop** (May 26, 2015)
  Supporting social entrepreneurs & start-ups to ideate, prototype & pitch ideas @AppHaus, Heidelberg & Alte Feuerwache, Mannheim, Germany **www.socialimpact.eu**

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UX/UI TRAININGS :: EXPERIENCE DESIGN INSTITUTE

- **Client**: Xperience Design Institute, Cologne, Germany
- **Language**: German, English
- **Date**: 4-7/2018
- **Reference contact**: Prof. Stefan Schmitt, Managing Director
- **Roles**: Trainer and Training Designer (Freelancer)
- **Tags**: Workshops, Trainings, Facilitator, User Centered Design, UI Design
- **Project**: XDi is a Cologne based training institute with focus on user centered design. To expand internationally, they were looking for skilled ux design experts with broad project experience.
- **My job**: Prepare and run the 3-5 day seminar *UX 360° – Certified UX & Usability Expert* for an international audience. Engage with participants from a wide background and with different knowledge, such as industrial product and graphic designers, project managers, frontend and backend developers, and content writers. Teach User Experience Design and Usability & UCD for Web, Tablet and Smartphone in European cities.
- **Challenges**: The main learning material was once prepared by the founder. For new training formats and learning goals, such a lean and agile development, the content needed to be updated, and the course enhanced with new methods. People had quiet different expectations and motivations to join a training, and it was crucial for me to be flexible and adjust every training individually to the audience with help of continious testing and feedback loops. I was also asked to give inhouse seminars to convince the management to follow a user centered design approach.

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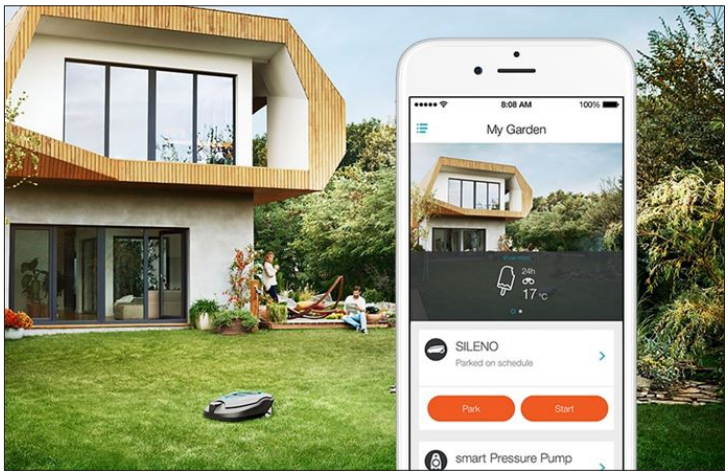
UX REDESIGN :: MOBILE APP

GARDENA smartsystem



- **Client**: Husqvarna Smart Systems, Zurich, Switzerland
- **Language**: German
- **Date**: 3-6/2018
- **Reference contact**: Bianca Schäb, Product Owner
- **Roles**: UX Consultant, Concepter, Information Architect & Facilitator (Freelancer)
- **Tags**: Expert Review, Usability, Navigation, Prototyping
- **Challenges**: The product series **Gardena smart system** provides professional solutions for hobby gardeners. Electronic devices such as water irrigation, lawn care, and sensors can be scheduled and monitored in the mobile app. Digital assistants help users to set up an individual care plan, taking the soil-type, the kinds of plants and the specific locations into account.
  Addressing different target groups such as traditional home lovers with a lawn perfect for playing golf, urban city gardeners growing organic herbs on a balcon, and modern families saving time and water for their children, caused discussions about the best ux and ui design approach. But each persona was using another product, and their emotions and needs where quite diverse. Despite the feature set was growing fast, there was no design styleguide how to build the frontend. Therefore the user interface and experience was quite inconsistent and caused a lot of usability problems.
- **Project**: To attract new target groups and monetarize the app, the management decided to integrate a plant library and a garden magzine. Upcoming ideas where transformed into business requirements, developed, and rolled out - without user research or ux design. www.gardena.com
- **My job**: I was asked to do a redesign and invent a new concept. After adding emotional aspects and individual needs to the existing personas, I tested and reviewed the app. Using **Axure** helped me to document the current screenflow. The result, a hugh sitemap, gave the whole team not only an overview about all features, but also how messy the user interface actually worked and looked like - also great starting point to unify and improve the interaction and visual design! The outcome of a card sorting workshop helped to restructure the app and provide all users a faster access to their top tasks.

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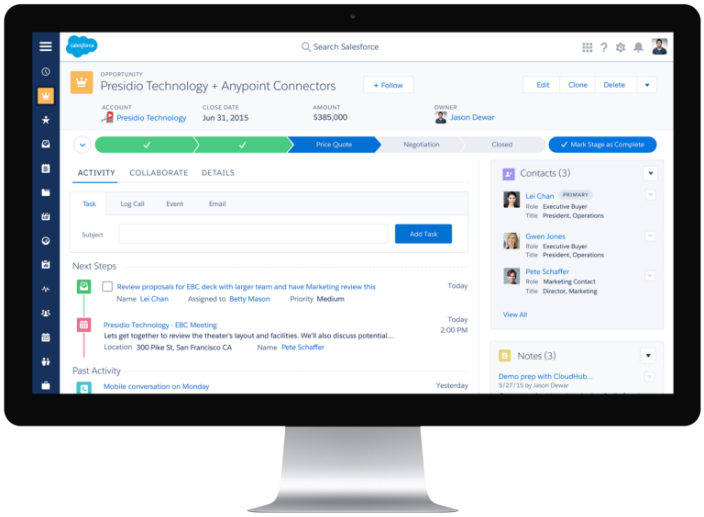
UX & UI DESIGN :: CLOUD APP



- **Client**: Kaptio efh, Heidelberg, Germany
- **Language**: English
- **Date**: 1-2/2018
- **Reference contact**: Ragnar Fjölnisson, COO & co-founder
- **Roles**: UX Consultant, Concepter, UI Designer & Copy Writer (Freelancer)
- **Tags**: Expert Review, Usability, Screen Design, Prototyping
- **Challenges**: **Kaptio efH** is a fast growing, Icelandic headquartered start-up with almost 40 employees world wide **www.kaptio.com**. Their application **Kaptio Travel** is built on **Salesforce**, the world's #1 CRM software runnning in the cloud. **Kaptio Travel** addresses the travel industry with customers such as cruising ship operators specialized in group tavelling, or luxury train travels and sales partner offering vacation packages that serve more than 5 million passengers daily. The user interface and experience of the app was designed by the product owner and the frontend developers. Even Salesforce provides a design styleguide and code snippets to build the frontend, the user interface was inconsistent and violating brand guidelines and usability rules.
- **Project**: The app is constantly enhanced with new business requirements and developed in close partnership with customers, but a ux designer was missing in the team.To ensure a better usability for a complex new feature and avoid user problems during the rollout, I was asked to design an intuitive user interface and user-friendly interactions.
- **My job**: First of all, I tested and reviewed the app - not only to understand it's core features, but also to see how the **Salesforce** user interface actually works. Unfortunately many parts of the app were still in the *Classic* design, while others have been developed according to the new and modern *Lightning* design. With input from the software architect and the COO, I started to design the first screens. The Salesforce widget and icon library for **Axure** was a great help. Having almost every design snippet such as modals, forms, and buttons available in my tool made prototyping much faster. It was also much easier to stick to the rules and create a consistent user experience across the whole application.

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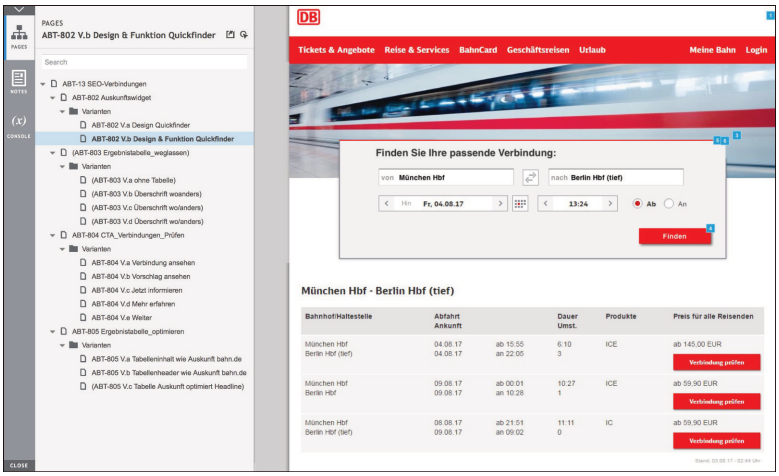
A/B TESTING :: ONLINE BOOKING

DB Vertrieb



From testing and analysing the current search box and result list I developed hypothesis about user's pain points and opportunities for improvement.

With help of the prototyping tool *Axure* I created several variants of screen designs to improve the steps travellers have to perform to find the best connection.

- **Client**: Deutsche Bahn Vertrieb GmbH, Frankfurt/M., Germany
- **Language**: German
- **Date**: 5-8/2017
- **Reference contact**: Detlev Trapp, Manager Online Editing Web and Mobile
- **Roles**: UX Consultant, Concepter, Content Writer, Information Architect (Freelancer)
- **Tags**: Conversion Rate Optimization (CRO), A/B Testing, Expert Review
- **Challenges**: DB Vertrieb GmbH is the distribution and sales partner for **Deutsche Bahn**, serving more than 5 million passengers daily. During the last years, the amount of online tickets has constantly grown: 30 million bookings have been made via the website **www.bahn.de** in 2014, while 4 million smartphone tickets have been booked in the mobile app **DB Navigator**.
- **Project**: Usability problems have been encoutered from online surveys, customer feedback, and ux monitoring. The wide range of travel and transport services also equired more personalised campaigns. Therefore an analytics team for quantitative testing was installed to optimize the conversion rate. An expert with knowledge in user centered design was needed to support them.
- **My job**: I reviewed several sections of the website along the user journey of specific personas. My feedback added a holistic point of view and made pain points and wishes of different user groups more obvious. After building hypothesis what might change the user's behaviour, I created several screen variants, for example recoloring the tab design, or changing the button wording or header image. To make prototyping and testing more efficient and provide a consistent user experience across the whole website, I started to create a ux widget library according to the corporate ui design. I pushed along to use **Axure** for prototyping, which did not only help to visualise and discuss my proposals with the team. It was also a valuable starting point for front end developers to create variants in HTML and for testers to set up experiments based on my ideas and to manipulate the website using **Optimizely**. My constant feedback helped the team of online writers to optimize the quality of their content beyond testing, by simply transcribing long product descriptions into readable bullet lists, using only approved terminology, or logically restructuring the navigation menu.

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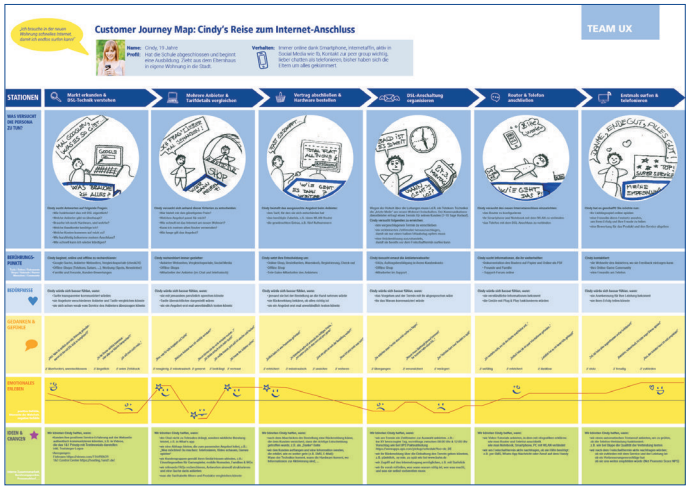
E-COMMERCE SHOP IMPROVEMENT



I created a customer experience journey for the persona *Cindy* to illustrate the steps, needs and pain points of a young person when choosing an internet provider.

My journey gave *1&1 Telecommunications* new insights how to improve their services, products, and marketing.

- **Client**: **1&1 Telecommunication SE** Karlsruhe, Germany
- **Language**: German
- **Date**: 5-7/2016
- **Reference contact**: Daniel Höche, Head of UX Sales Access
- **Roles**: UX Consultant, Trainer, Concepter (Freelancer)
- **Tags**: UX Design, Human Centered Design, Customer Journey, CMS, Process & Guidelines
- **Challenges**: *1&1 Telecommunication* is a leading German online distributer selling DSL and mobile phone contracts to private and business consumers, in total with 9 million contracts. The main sales channel of the *United Internet Group's* daughter is a website with a shop, offering a wide range of contracts, hardware and options (e.g. online TV and tools). The user interface concepts for recurring marketing campaigns are created by concepters, graphic, and ui designers, while content managers are taking care of the publishing process. To ensure consistency in layout, wording and design, a content managing system was implemented. UI patterns had to be defined and templates developed.
- **My job**: To identify the pain points of the current online shop and order process, I started with an expert review of **www.1und1.de** sections. My recommendations helped product managers and concepters to improve the user experience and developers to fix bugs. Next I selected a range of state of the art websites and apps to discuss current ux/ui design trends with shop managers and the ux/ui team. People were thankful for inspiration, getting familiar with the human centered design approach, and to learn methods such as storytelling. To clarify responsibilities, roles and tasks in the ux/ui team, I documented the content development process. I recommended an internal community to connect teams and promote ux projects. To enhance awareness for the user's needs, I organized a workshop with product managers. From the insights of guerilla user research I developed a persona for a young consumer and mapped their needs and use case to a **customer journey**. The visualization comprises the emotional experience of young people when trying to find an appropriate DSL contract, including all touch points, and numerous ideas to improve each step.

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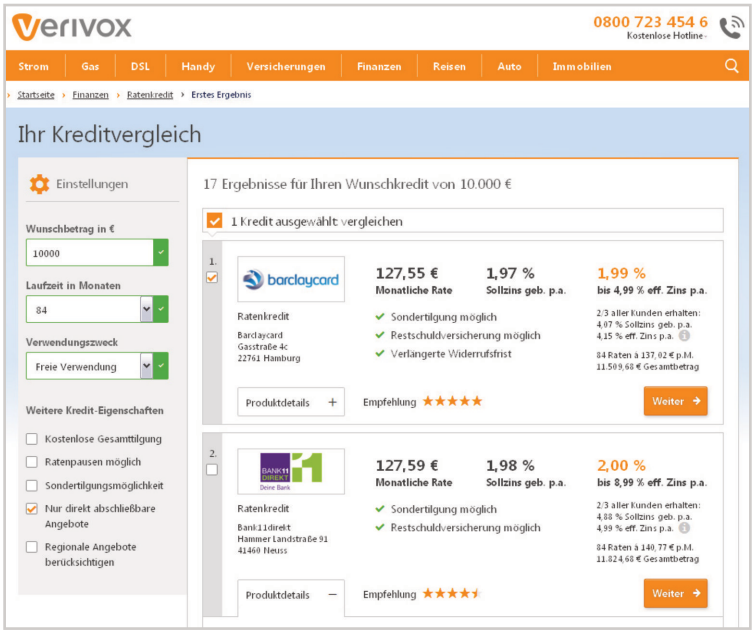
EXPERT REVIEW :: ONLINE PORTAL

Verivox



»Ms. Kreuz helped our internal team with an expert review. We we're impressed by the quality of her work!«

Frank Herberg, Conversion Rate Architect

- **Client**: Verivox GmbH, Heidelberg, Germany
- **Language**: German
- **Date**: 3-4/2016
- **Reference contact**: Frank Herberg, Conversion Rate Architect
- **Role**: UX Consultant
- **Tags**: Expert review, usability review, usability heuristics
- **Project**: Like the Swiss Comparis, www.verivox.de is an online portal for consumers. Users can compare service providers such as telecommunication or power suppliers to sign the best contract.
- **Challenges**: Because the internal usability engineer left the company and new features have not been tested since, I was asked to make an expert review for a relaunched section of the portal.
- **My job**: I tested three given scenarios for desktop and smartphone according to common usability heuristics such as Nielsen & Molich, DIN EN ISO 9241-110, and internal guidelines. To see how a normal user would interact with the website, I made also a remote test session with a friend via skype. I documented and priotized all upcoming issues such as inconsistencies and misleading ui texts. I added screen shots and navigation paths to my document so others were able to reconstruct and retest every single item.
  I presented my findings to the product and development team so they could comment and discuss high prio items. From my expert review, a requirement list to redesign the UI, improve the interaction design and fix bugs was created. My feedback helped the team leader to get attention for the need and value of regular usability testing.

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GUIDELINES & CONTENT :: DESIGN WEBSITE

AppHaus

- **Client**: SAP's Design and Co-Innovation Center
  Heidelberg, Germany
- **Language**: English
- **Date**: 2/2013 – 5/2015
- **Reference contact**: Glória Costa, Head of Marketing
- **Role**: Storyteller (Employee)
- **Tags**: Storyteller, Process & Guidelines, UX Design, Design Thinking, Interviews, Blog, Copywriter
- **Challenges**: End of 2013, SAP opened the *Design and Co-Innovation Center (DCC)* in the AppHaus Heidelberg. To promote their UX design services, the DCC team launched a new website. Therefore, appealing content was requested that attract potential customers. Regularly published success stories about customer projects, workshops and events hosted by the DCC became an important part of the content strategy.
- **My job**: As the whole DCC team – Design Thinking strategists, UX, interaction and UI designers – was obliged to report about their daily job, I created a Word template that made all stories consistent in language, content and design. In close collaboration with the marketing team a style guide was created and roles and tasks have been defined. Doing so we ensured that everybody knows what to do when, including the customer that was interviewed and needed to sign-off the story before it was published to the SAP User Experience Design Services website. Additionally to writing success stories, I documented Design Thinking workshops and illustrated my text with event photographs to capture the atmosphere, and I also blogged about UX related events.
- **Read more**: https://experience.sap.com -> *Work*

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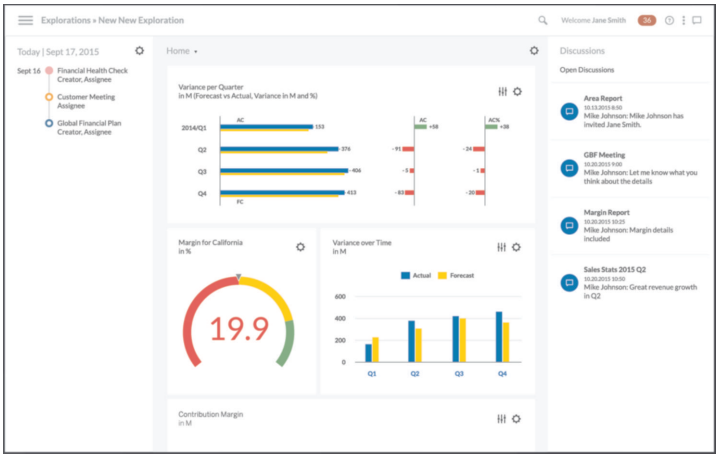
USER ASSISTANCE :: CLOUD APPS



»It was a pleasure to work with Susanne! She adapted quickly to complex and dynamic development projects (…).

Her passion and commitment ensured the delivery of high-quality user assistance for web applications.

Our customers highly appreciate the modern and supportive help concept that Susanne has driven from ideation to implemention.«

Dr. Vasco Alexander Schmidt, Director User Assistance - SAP HANA Platform & Database

- **Client**: SAP SE, Walldorf/Baden, Germany
- **Languages**: English, German
- **Date**: 2/2013 – 5/2015
- **Reference contact**: Vasco Alexander Schmidt, Director User Assistance, SAP HANA Platform & Database
- **Roles**: Senior Information Developer, Information Architect, Project Coordinator (Employee)
- **Tags**: User Assistance, User Research, Conception, Information Architecture, HTML5, UI Texts, Terminology, Content Management, Technical Documentation
- **Challenges**: Tooltips, labels and messages are an integrated part of the UI. But, is this enough to make you understand a powerful business application that you have never used before? Even SAP's UI5 based web apps come with a modern design, users asked for further information how to actually work with the tool. From user observation and beta version testing I discovered that people struggle with issues that the development team expected to be intuitive. My survey brought to light that users desired more conceptional information. But how to integrate such information on the UI, without distracting from work? In close collaboration with UX designers I designed an additional layer that offers help directly on the screen whenever users need support.
- **My job**: I deeply analyzed user's pain points and need, and based on my findings not only contextual information was added but also task descriptions that help users to achieve their business goals. Whenever required, I came up with ideas to simplify the interaction design.

  In my role as a project coordinator I managed a team of information developers located in Germany, U.K. and Canada. The agile development teams have been located around the globe. Communicating with people across many cultures and time zones has been a challenge. But creating a wiki was crucial to exchange information and to make decisions transparent.
- **Read more**: Discover web apps such as *SAP Cloud for Planning* at https://youtu.be/7FpZUyWoAns

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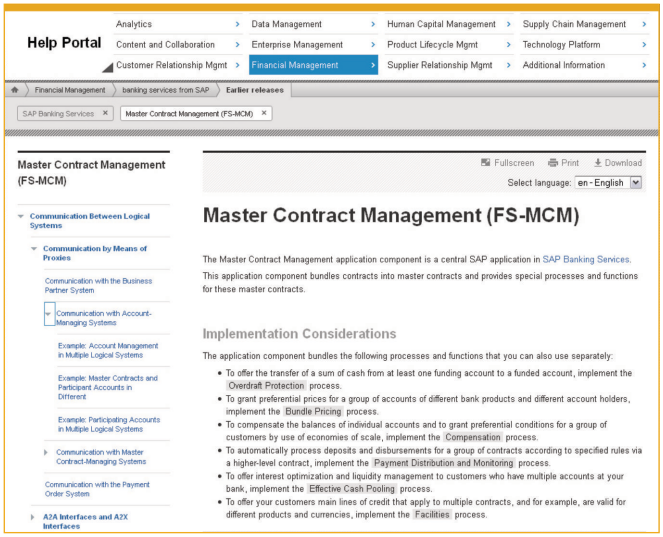
INFORMATION DESIGN :: B2B SOFTWARE



- **Client**: SAP SE, Walldorf/Baden, Germany
- **Languages**: German, English
- **Date**: 8/2004 – 8/2011
- **Reference contact**: Christiane Sasse, Senior Information Developer, SAP Business Suite
- **My roles**: Information Developer & Architect (Freelancer)
- **Tags**: Knowledge Management, Information Architecture, Technical Author, UI Texts, Testing
- **My challenges**: The main challenge beside understanding how the software actually works is to know your target group. SAP's documentation deliverables must enable many different users – for example, IT consultants, system administrators and key users – doing their job. Who are these people, what do they want to achieve, and what do they know already? Interviewing stakeholders such as solution managers, developers and real users helped me to understand their goals.
- **My job**: My tasks as an Information Developer comprised defining the terminology, reviewing UI texts and creating guides that are usually published online:You can access thousands of pages of documentation for a wide range of SAP solutions, such as *SAP for Banking*, in several languages on the internet. Migrating content from Word to XML and restructure topics and guides according to the new information architecture and authoring guidelines has always been a big part of my job.

  Instead of simply describing features following the software's architecture, I created content along user stories. I always tried to structure related topics according to the main business processes and tasks. Whenever I struggled to describe a workflow so it's easy to understand, I proposed my ideas to restructure a screen and tried to convince developers to revise their design. As an author I have often been the first user and tester. Asking many people for feedback has always been a good approach, not only to improve text, but also the user interface.
- **Read more**: Explore the SAP Help Portal with all kind of documention at https://help.sap.com

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WORKSHOP :: MOBILE APP CONCEPTION

move CARD

Collaborative ux design is a great approach to build a common understanding of the user's needs and get commitment on the product from the whole team and all stakeholders.

The positive feedback from OB/CC motivated me to develop and regularly run ux and usability trainings for institutes, companies, and entrepeneurs.

I do offer workshops on barcamps and international conferences such as Talk UX.

- **Client**: OB/CC online business & community, Fulda, Germany
- **Language**: German
- **Date**: 8/2016, 10/2016
- **Reference contact**: Walter Lorz, Chief Operating Officer
- **Roles**: UX Consultant, Concepter, Information Architect, Trainer (Freelancer)
- **Tags**: UX Design, Human Centered Design, Training, Workshop, Prototyping, Design Thinking
- **Challenges**: OB/CC is a full service web and media agency that develops websites and portals, shop systems and mobile apps http://obcc.de. Connected to the local magazine`s publishing and printing company, OB//CC combines print with online marketing strategies to best reach communities. To design mobile apps, **ux know-how** was missing. I was asked to skill-up the team with ux methods, guide them through the conception process, and innovate ideas for the interaction and interface design.
- **Project**: The mobile app MoveCard is addressed to young people and comes with a digital version of the established print magazine **Move36**. The digital discount card wants to attract consumers with special offers on location based services and guides them directly to the partner shop in town. http://www.movecard.info/ios
- **My job**: People learn best by actively applying new methods. Instead of creating a power point presentation, I prepared an offline workshop, sketching everything on flipchart paper. I didn't use any digital tools during the workshop and I was positively surprised how much developers liked my approach! Everybody was open to learn and explore new things. Together with the 8-headed team we created a lean business canvas, designed a persona named *Shopping queen Sarah*, collected user tasks and developed the information architecture. In teams of two we built a detailed paper prototype with every single screen of the app. Colleagues from the print magazine tested our very first version. Testing was not only a lot of fun but provided valuable feedback and new ideas to follow up. Later, a digital prototype was created from pictures of the paper screens in POP app. As a result I was asked to help with the concept for a second, more complex mobile app project.

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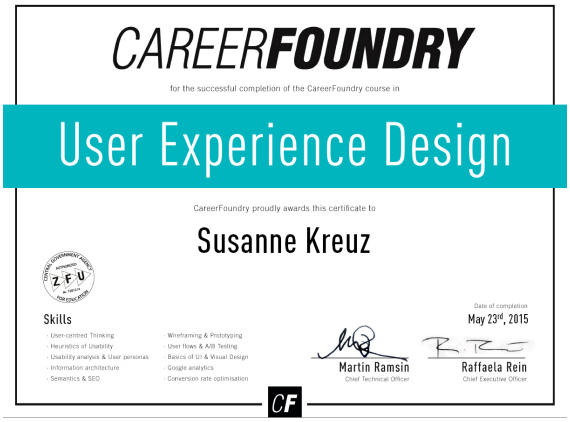
UX DESIGN :: PROJECT MANAGEMENT APP

CAREERFOUNDRY

- **Details**: That's the achievement of my UX Design online course with CareerFoundry see https://careerfoundry.com
- **Language**: English
- **Date**: 1 -5/2015



- **Mentor and reference contact**: Wojciech Hupert, Senior UX Designer
- **Roles**: Student & Mentee
- **Tags**: UX Design, User Research, Prototyping, Interaction Design, Visual Design, End2end Process
- **Learnings**: In this mentored online training, I went through the whole UX design process in 5 month:

  Strategy & Content
  UX Design thinking // UX role // User personas, information architecture & website content

  Wireframing & Prototyping
  UX best practices // Wireframes // Grid systems & responsive design // Testing ideas with users

  Visual Design & Analytics
  Elements of visual design // How to gather data and use it // Continuous testing & iterating

  Covering the whole UX process, I designed my first web application called **TASKLY**. It was exciting to interview potential users, find out which features they require and discuss the ideas that came up. Because a lot of project management tools for professional purpose – such as ASANA or BASECAMP – are successfully established, I decided to design my app for private users. Therefore I implemented so called project templates, for example to organize your world trip. Every template consists of predefined tasks and is easy to customize. Users can export task lists and share and collaborate even with offline team members.

  TASKLY helps you to manage your personal dream project in a professional way!
- **Read more**: For a detailed description and more screens, please see my Behance project.

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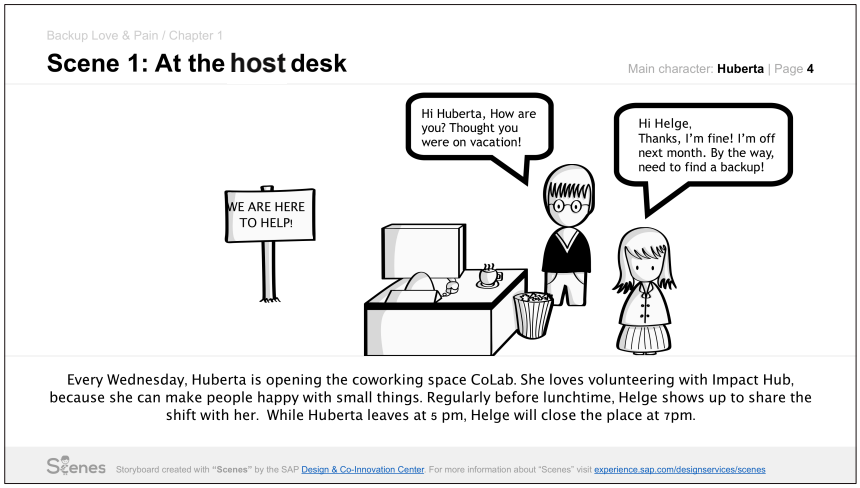
SERVICE DESIGN :: TEAM JOURNEY



- **Client**: Impact Hub, Zurich, Switzerland
- **Language**: English
- **Date**: 10-12/2017
- **Reference contact**: Marisa König-Beatty, Community Manager
- **Roles**: Sercvice Designer, Concepter, Storyteller (Voluntee)
- **Tags**: Customer Journey, Sketching, SAP Scenes
- **Challenges**: Impact Hub is a global network that connects more than 13'000 entrepreneurs, creatives and techies into a collaborative ecosystem across 80+ Impact Hubs. **Impact Hub Zurich** is an entrepreneurial community with 900+ innovators, start-ups and corporate partners. The NGO is run by a small internal team and supported by a group of 40+ volunteers, so called *Hubonauts*. Our tasks comprise from hosting the coworking spaces, supporting events to updating the website https://zurich.impacthub.ch. But organising the daily shifts was painful: too many communication channels caused unnotified changes. Therefore we started a task force to improve the process.
- **Project**: In a team of volunteers and internals we discussed the current backup workaround. Even there was a introductionary session for the hubonauts, we recognized that some tools were not used, and sheets not filled out. While some people gave up on the official process and started using whatsapp for all topics, others came up with creative solutions how to manage the given process.
- **My job**: From observing and talking to my colleagues I gathered valuable feedback. This gave us deeper insights about people's expectations, disappointments, and also ideas for improvement. I documented the hubonauts daily life in a **visual, comic-style and fun story**. To show how complicated the current process was, I created a task flow that included all roles that have to deal with the hubonauts. In a workshop with the task force we came up with more ideas how to solve the problems. We agreed to continue with the most promising, cheapest and easiest to implement idea: using Google calendar to send out meeting requests in case a backup was needed. Doing so, the team could avoid constant whatsapp messaging, and being notified only if relevant. The calendar would be automatically updated and filling the backup sheet would be superfluous at all.

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RELAUNCH :: WORD PRESS WEBSITE

- **Client**: Mannheim sagt Ja! e.V., Mannheim, Germany
- **Language**: German
- **Date**: 2-10/2016
- **Reference contact**: Gerhard Fontagnier, Managing Board Member
- **Roles**: UX Consultant, Concepter, Information Architect (Freelancer)
- **Tags**: User Research, UX Design, UI Design, Human Centered Design, Prototyping
- **Challenges**: The non profit association *Mannheim sagt Ja! e.V.* was founded in 2015 to support refugees and create a welcome culture. A simple word press website was created but soon outdated as everybody was busy with voluntary projects. A facebook group was released, growing fast with hundreds of new members monthly. The fb channel is used to announce events, arrange and organize volunteer jobs. But information is hard to find on fb! There is also no option to donate money online or become actually a member of the NGO.
- **Project**: To make updating content easy for people who don't have much digital experience, we decided to stick with word press. There was a lot of content existing, but it was not very well structured. There were almost no photos or illustrations in addition to the text, and the layout was not very attractive. A lot of content was expected to be updated and enhanced. The current word press template was not responsive at all, nor offering any modern ui design features.
- **My job**: I designed an online survey for members and talked to people about their wishes and needs. The feedback showed that a website with more information about the NGO and it's activities was very welcomed. Pictures and photos were missed a lot. After we decided to relaunch the word press website **www.masagtja.de**, I chose a bootstrap template to support modern ui design shortcodes. First I created a prototype in Sketch to test the information architecture and play with the ui design. Then I published my first digital version online. Continuously existing content was restructured and new added, the usability improved and the emotional look and feel redesigned. When everybody was happy I finally migrated all content and implemented the new template.

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BLOG & SHOP :: ESTONIAN ARTS & CRAFTS

- **Client**: LAMMAS arts and crafts from Estonia
- **Languages**: German, English, Estonian
- **Date**: 9/2009 - 12/2015
- **Reference contact**: Me – that's **my own business** ;-)
- **Role**: Founder & CEO
- **Tags**: Start-up, Social Business, Blog, Wordpress, Intercultural Exchange, DIY, Online Shop, Estonia
- **Challenges**: When I visited the small country first time in 2006, I felt immediately in love with the beautiful nature and Estonian people. Back in Germany I decided to set up a business to sell their handmade arts and crafts in my homeland. In addition, I started to promote Estonian culture and traditions on my blog LAMMAS (which means *sheep* in Estonian). Understanding the German tax system and learning a finno-ugric language with a complex grammar have been the major challenges of this exciting journey!
- **Project**: My website is based on a Wordpress template that I adjusted to my corporate colors and design. My online shop is actually a link to a commercial shop on the DIY platform **dawanda** and integrated into my website with help of some code snippets.
- **Note**: We are currently taking a creative break, but we might relaunch with new products and services soon! Please contact me if you are interested in any products, or traveling to Estonia.
- **Ask me**: To share my reportage **Made in Europe – Zu Besuch bei TAHE KAYAKS in Estland**