

UX-RESEARCH

Top projects

www.susa-kreuz.de

„Prototyping is useless without testing!“

VERIVOX

How to improve a consumer portal?

BOSCH

How to innovate a partner portal?

SECRET ESCAPES

How to successfully prepare A/B testing?

BORM INFORMATIK

How to transform agile and ux process?



Susanne Kreuz UX Engineer

Verivox

How to improve a consumer portal?

Customer

VERIVOX AG

Heidelberg, Germany

Tasks

- Expert review
- User Testing

Role

UX Consultant

Goals

- Identify usability issues
- Improve user experience

Methods

- Heuristic analysis
- Remote usability testing

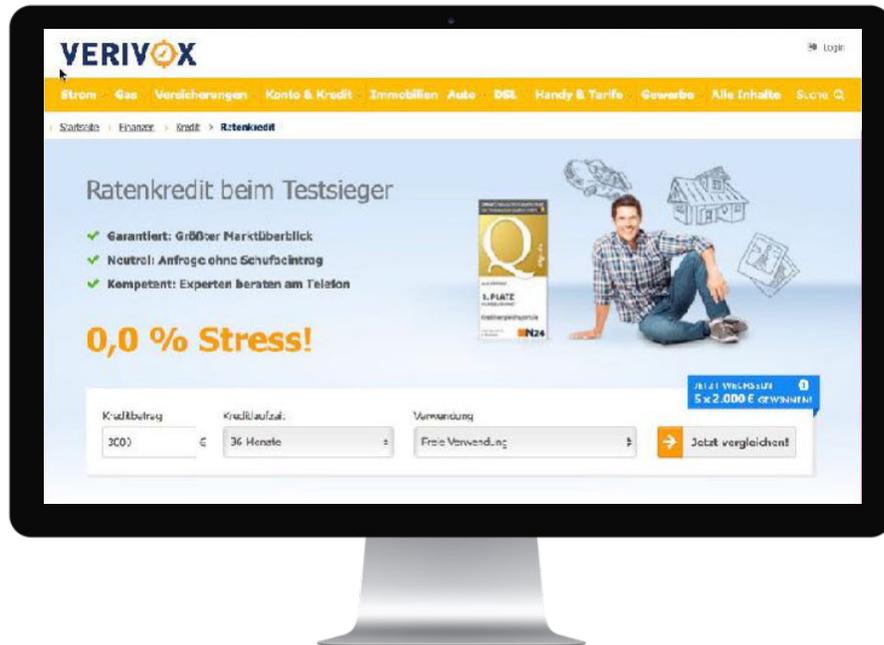


»Ms. Kreuz helped our internal team with an expert review. We were impressed by the quality of her work!«

Frank Herberg
Conversion Rate Architect

March - April 2016

About Verivox



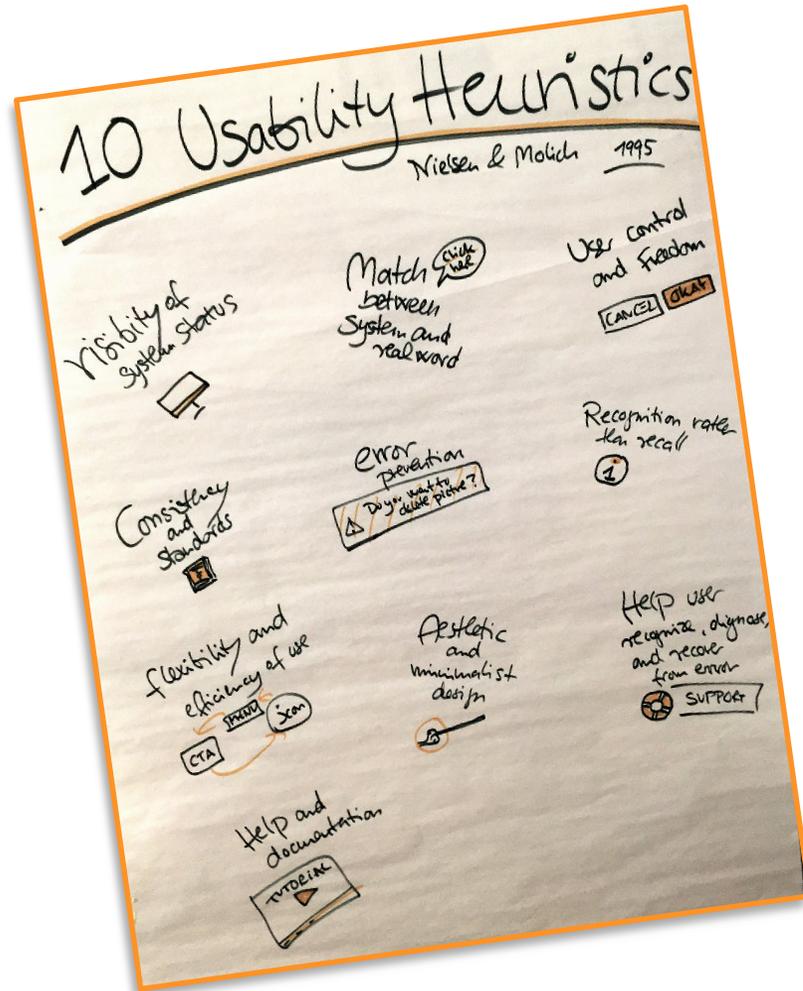
Verivox offers an online portal to compare service providers, such as telecommunication companies or power suppliers.

Consumers can find the best contract and sign it seamlessly on the website.

In the last 20 years, more than 8 million customers used the Verivox services.

www.verivox.de

My tasks

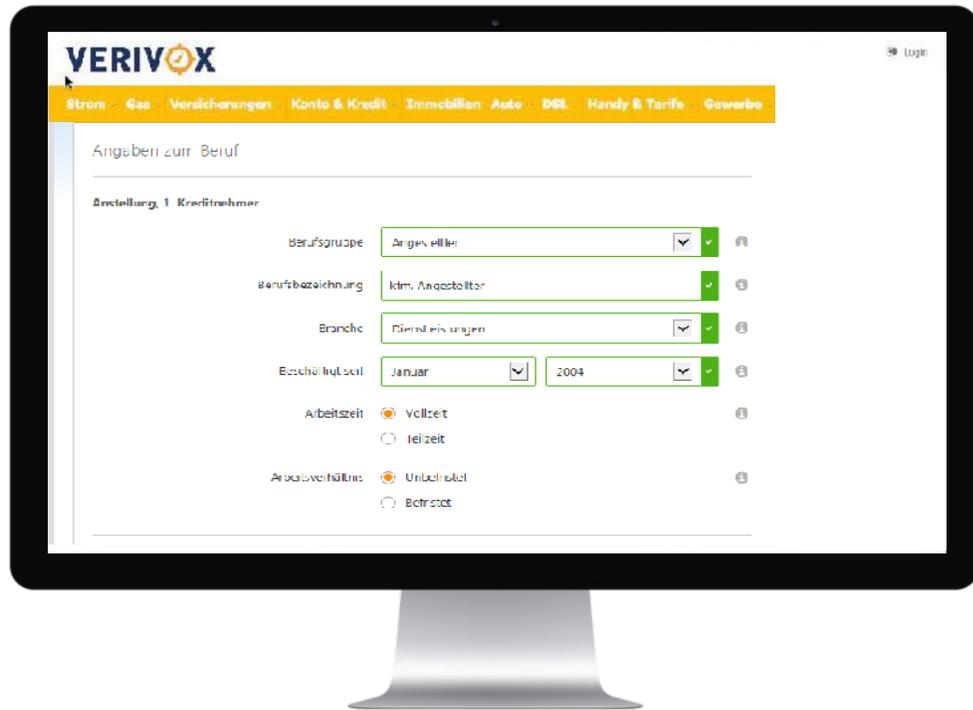


As new features have been released but not tested at all, I was asked to do an expert review for a section of the portal.

After a short briefing about the business context and the target groups, we decided to focus on three typical use cases:

- A father and house owner who needs a 40.000 € loan to renovate his home
- A driving instructor who needs a 10.000 € loan to buy a used car for his business
- An employee who wants to refinance his existing mortgage (10.000 € credit line)

My approach

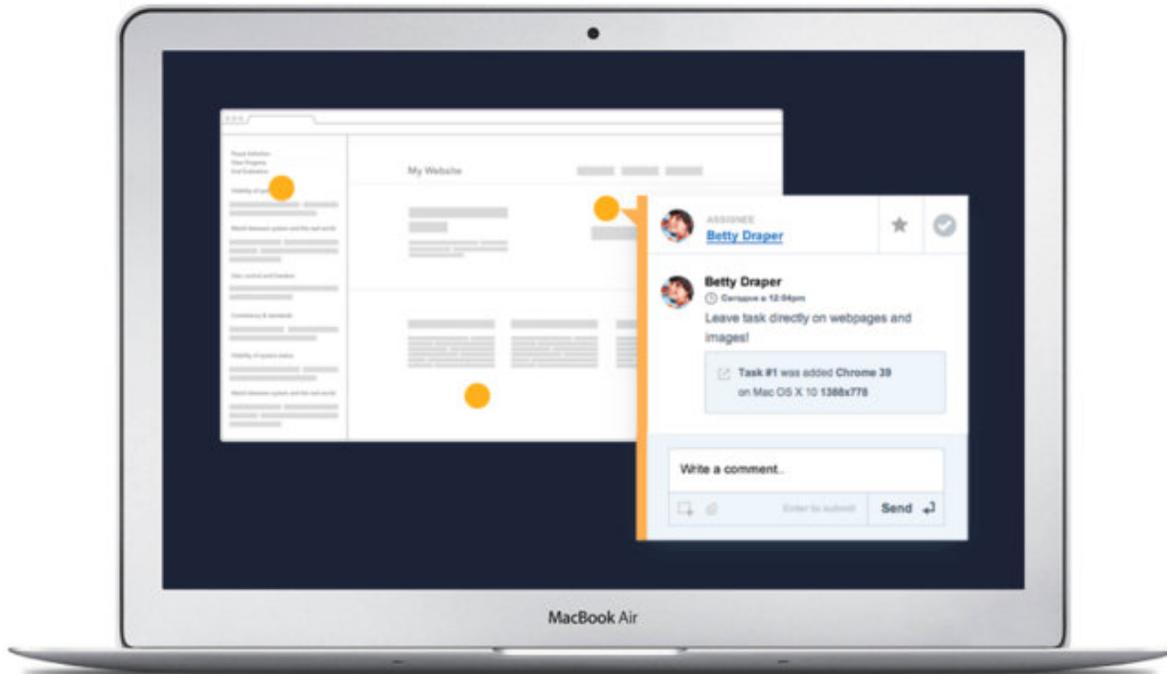


I tested three given scenarios on desktop and smartphone myself according to

- Nielsen & Molich usability heuristics
- DIN EN ISO 9241-110
- Verivox internal UI guidelines

To understand how actual users interact with the website, I created small tasks, recruited probands from my network and moderated 5 remote test sessions.

Methods and tools



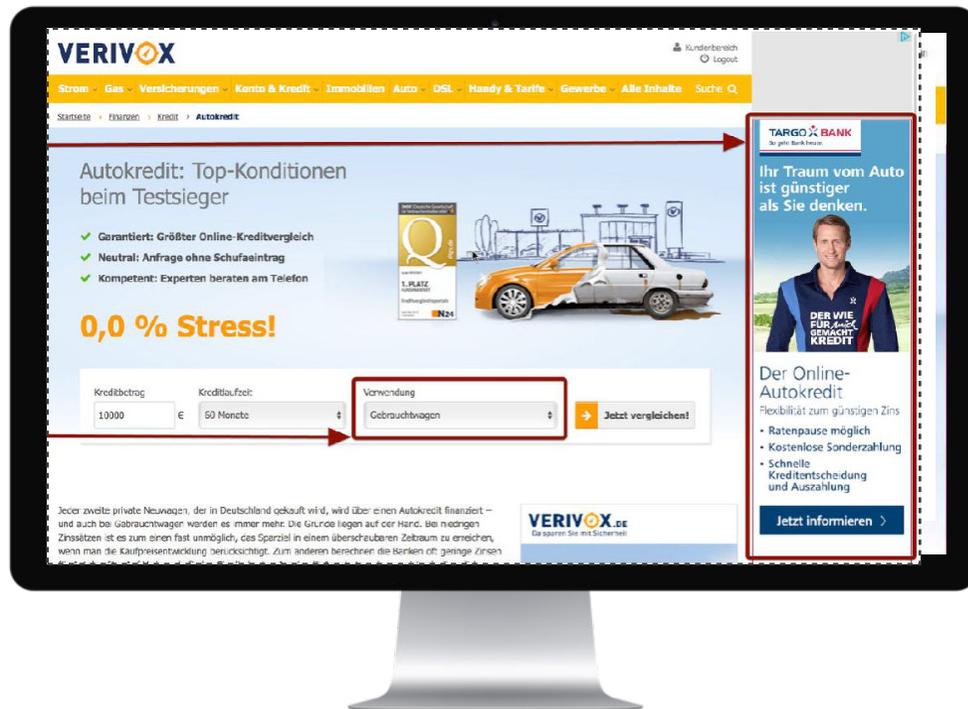
Reviewing in **Trackduck** made it easy to

- highlight visual feedback in place
- share findings and comment on issues
- follow-up with bug reports and tasks

Testing in **Skype** helped me to figure out

- what people's common pain points are
- what people liked most and why
- what kind of services people expected

Learnings



Usability testing was declared as „*nice to have*“. Without budget for probands but support from my network, I conducted 5 guerilla test sessions. Those turned out as very valuable for the project because:

- Backing up my findings with actual user feedback convinced even the most sceptic stakeholders to work in agile loops.
- New insights about how people expected the service to work where uncovered, and top ideas considered for updates.

Results

- Prioritised list of usability issues with ideas how to solve
- Technical bug list for developers to fix
- Increased awareness for ux/ui problems

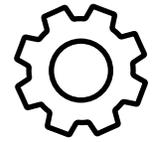
Projects | Verivox



**better
usability
of the
website**



**future
investment
in user
testing**



**higher
code
quality**

The screenshot shows a web interface for a credit comparison tool. On the left, there is a sidebar menu with categories: Kredite (with a Euro symbol), Strom, Gas, Kfz-Versicherung, DSL, and Handytarife. The main content area is titled 'Kreditvergleich' and contains three input fields: 'Nettokreditbetrag' with the value '12500', 'Kreditlaufzeit' with '84 Monate', and 'Verwendung' with 'Freie Verwendung'. Below these fields is a prominent orange button labeled 'JETZT VERGLEICHEN'.

Kreditvergleich
SCHNELL UND SICHER ZUM TOP-ZINS



Secret Escapes

How to successfully prepare A/B Testing?

Customer

SECRET ESCAPES Ltd

London, the UK

Tasks

- Conduct user testing
- Communicate findings

Role

Usability Engineer

Goals

- Discover how users will understand the new pricing system and navigation flow

Methods

- Qualitative interviews
- Remote usability testing

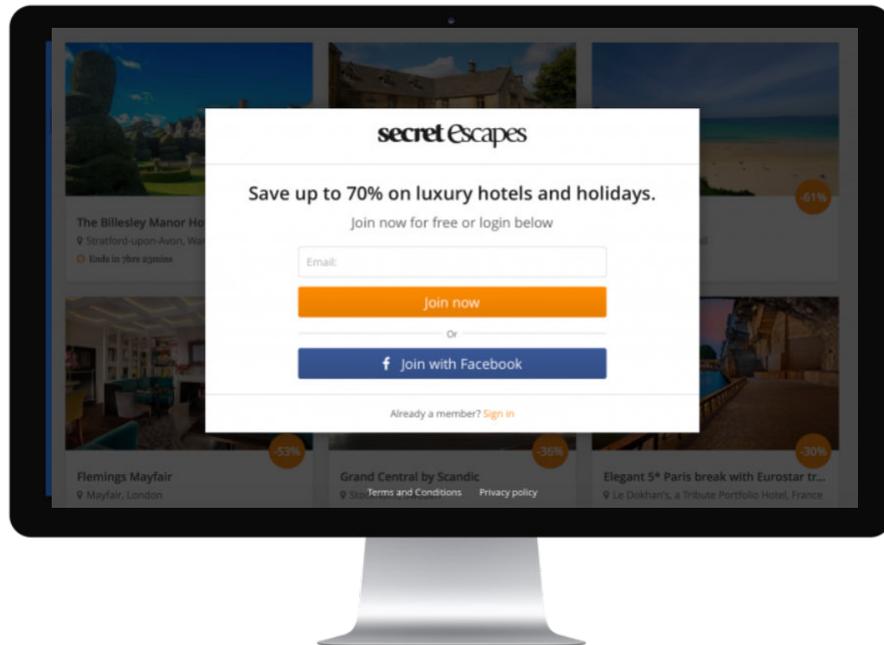
secret escapes

*»Thank you for your help!
You have been an important
part of this project!
And a bit of a hero!«*

Lana Yatsyuk
Agile Delivery Manager

July - August 2019

About Secret Escapes



Secret Escapes negotiates exclusive rates for luxury hand-picked hotels and holidays in the UK and abroad. An email informs members what's coming up during weekly flash sales. 50 million members can benefit from up to 60% off the price they would pay anywhere else. Secret Escapes partners with *Skyscanner.net* to offer a comprehensive flight comparison tool.

www.secretescapes.com

Challenge

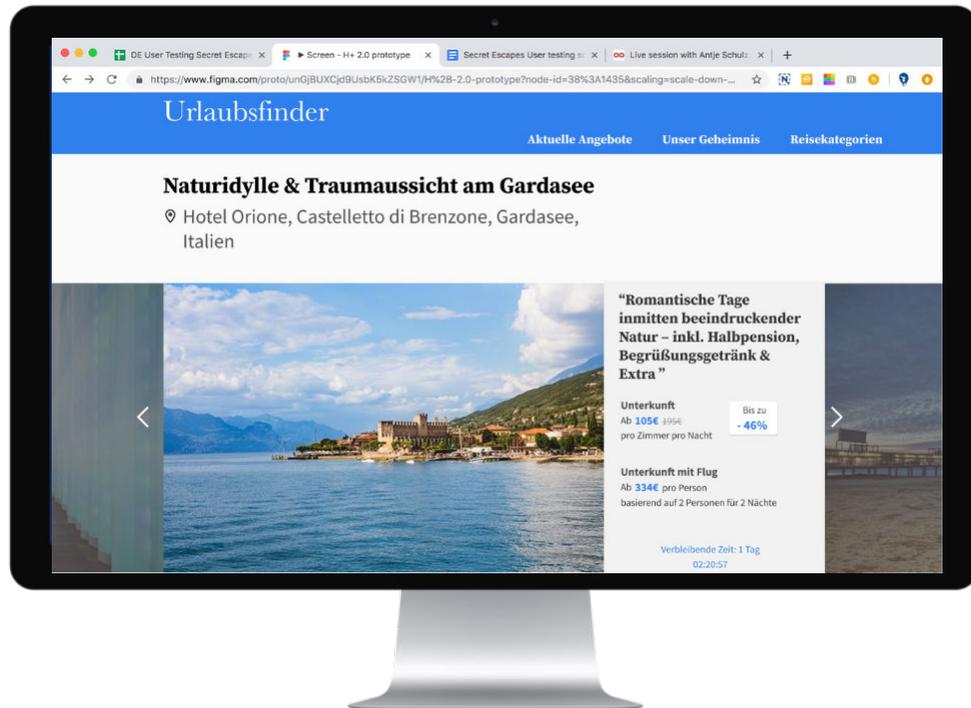


The goal of this project was to show flight prices and airport options earlier in the user journey in the current sale page. Many design ideas were considered for A/B testing.

Whilst AB testing plays a huge role in Secret Escape's conversion rate optimization strategy, there is significant work which takes place in other areas and help drive testing hypotheses.

To prepare A/B testing, the product design team asked me to verify their ideas with help of moderated usability testing.

My tasks



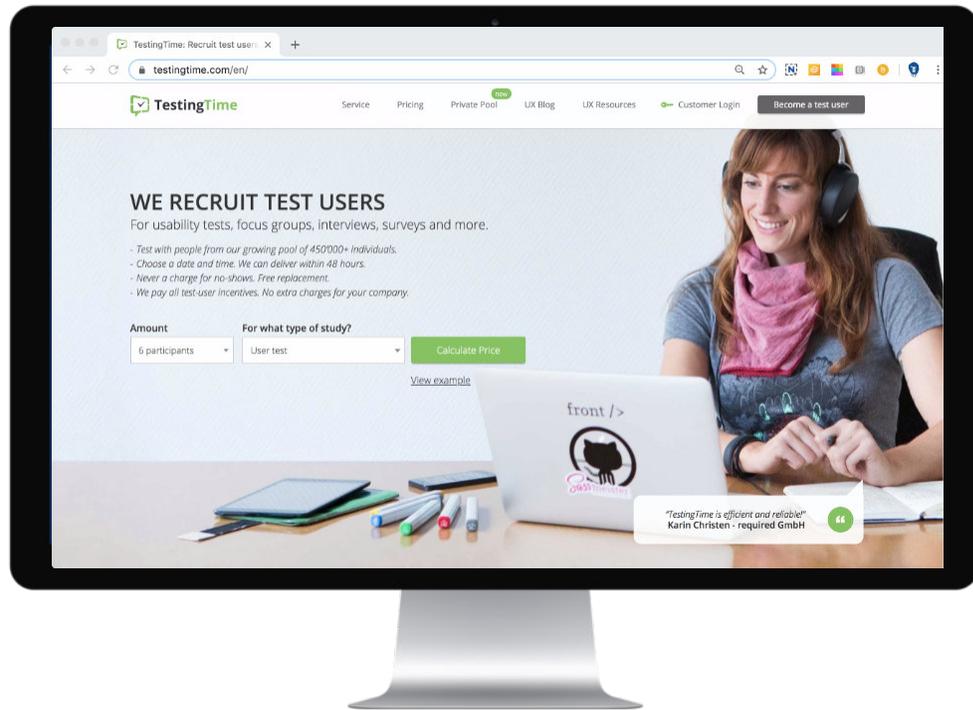
A prototype and a detailed test script was provided by the Barcelona based product owner, the London based ux designer, and the delivery manager.

As a moderator I was responsible for

- conducting remote test sessions
- communicating findings and insights
- discussing proposals with the team

Expecting answers for the sheer amount of testing tasks and questions in only one study was overwhelming. But we had to stick to the schedule, the deadline was very close.

My approach

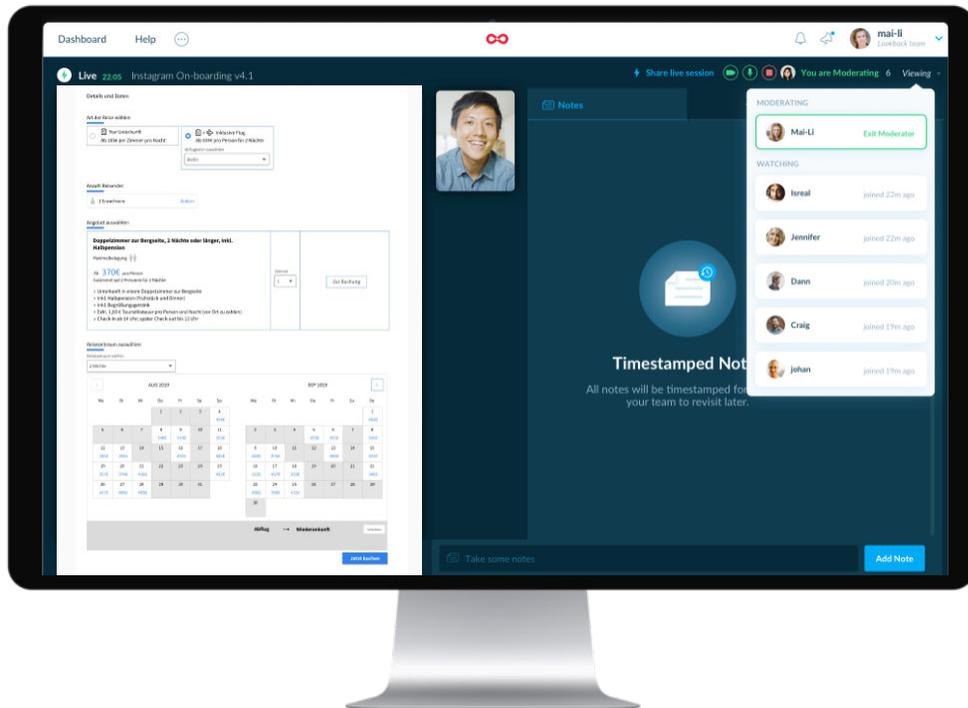


Usually, UserTesting.com was commissioned for testing. Because the roll out was in Germany, users have been recruited through the agency TestingTime.com

I moderated five remote test sessions with probands that fulfilled these criteria:

- Secret Escapes members, or anyone who had booked trips online
- booked at least one trip with flight, more than 3 times a year
- located in Germany and German speaking

Methods and tools



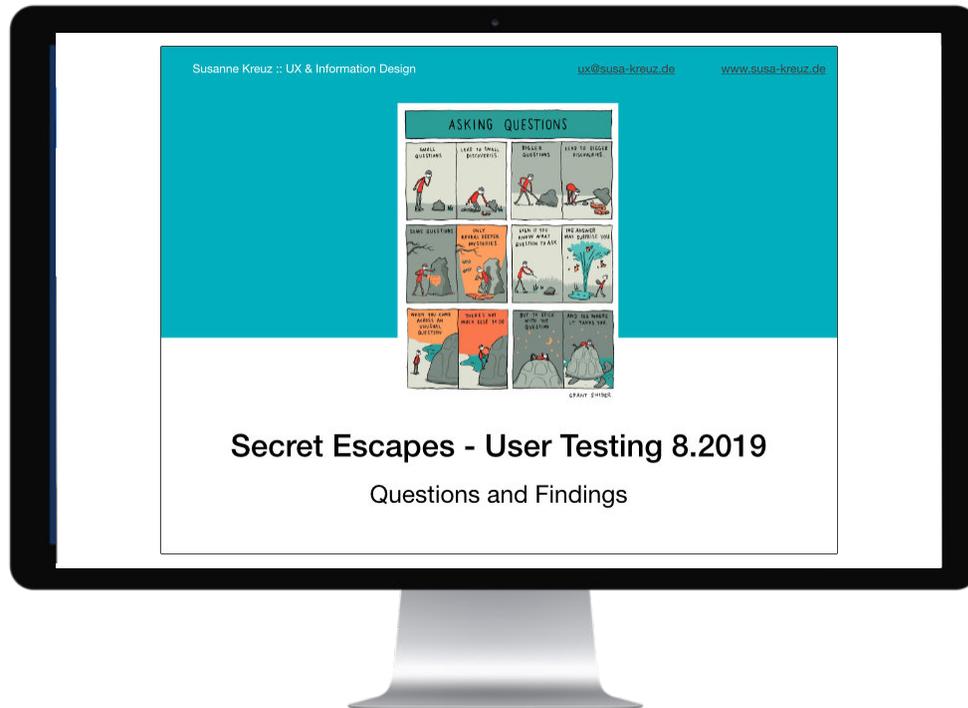
Remote testing in **Lookback** made it easy to

- observe sessions live
- comment and take notes
- cut highlights to share video snippets

Analyzing data in **Excel** helped me to

- document all important observations
- identify show stoppers and pain points
- map research insights to questions

Learnings



- Mixing "WHY" and "HOW" questions can be overwhelming. Investing in proper research and testing small tasks regularly will help.
- Technology can be a bitch! Test the remote setup carefully and have a plan B ready, in case the prototype does not fully work.
- Translating video transcriptions takes many hours. There is no service available for German yet so estimate enough time.

Results

- Data driven design decisions from validated hypothesis
- English transcriptions of all video recordings
- Detailed study report with main issues, top insights and recommendations

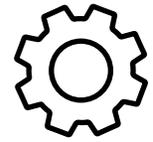
Projects | Secret Escapes



**promotion
for
qualitative
methods**



**deeper
understand-
ing of user
behaviour**



**improved
prototype
for A/B
testing**



Borm

How to merge agile and ux design?

Customer

BORM Informatik AG
Schwyz, Switzerland

Main Task

Implement HCD process
in agile development

Role

Sen. UX Designer

Goals

- One software experience
- User centered teams

Methods

- Persona interviews
- Requirements engineering
- Moderated user and usability test sessions



*»The new accounts payable workflow is fun to use, especially the colour coding!
7 out of 9 points!«*

Andreas Lüthi,
Customer Project Lead

since Mai 2019 - now

About Borm

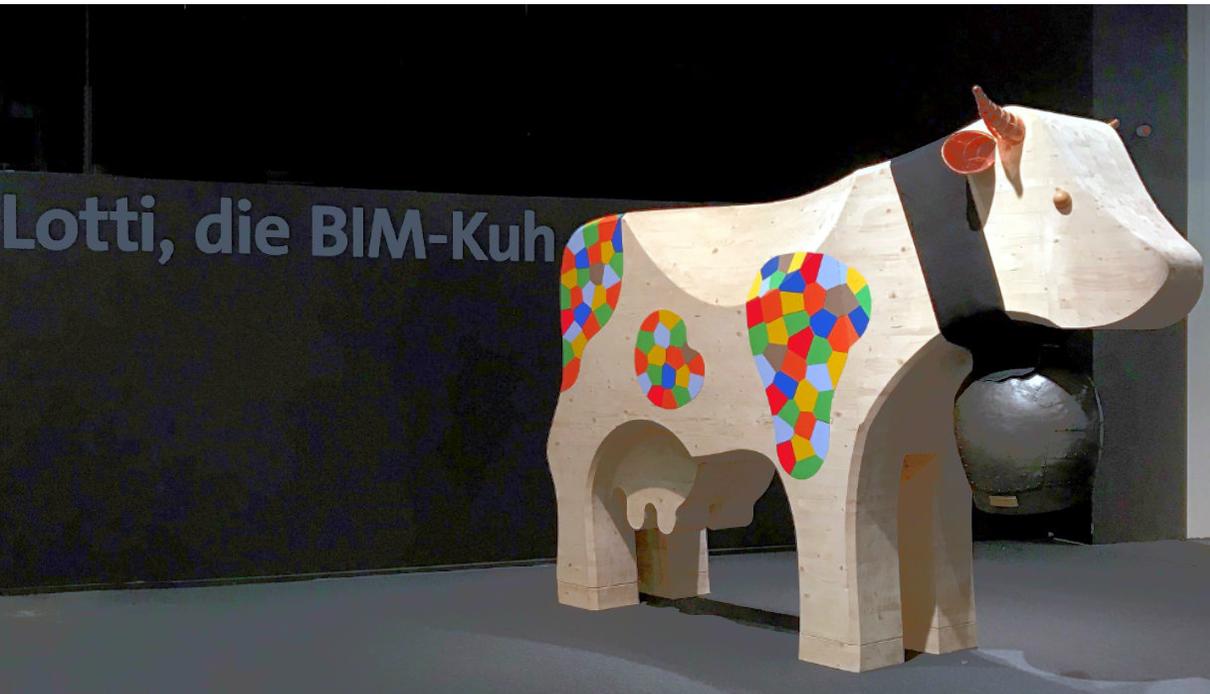


BORM-INFORMATIK AG is the leading provider of industry software for woodworking companies in Switzerland. Industrial and trade companies benefit from more than 40 years of experience and the extensive know-how of 80 employees.

BORM-INFORMATIK AG develops ERP systems for the planning and optimisation of processes that integrates PointLineCAD.

www.borm.swiss

Challenge

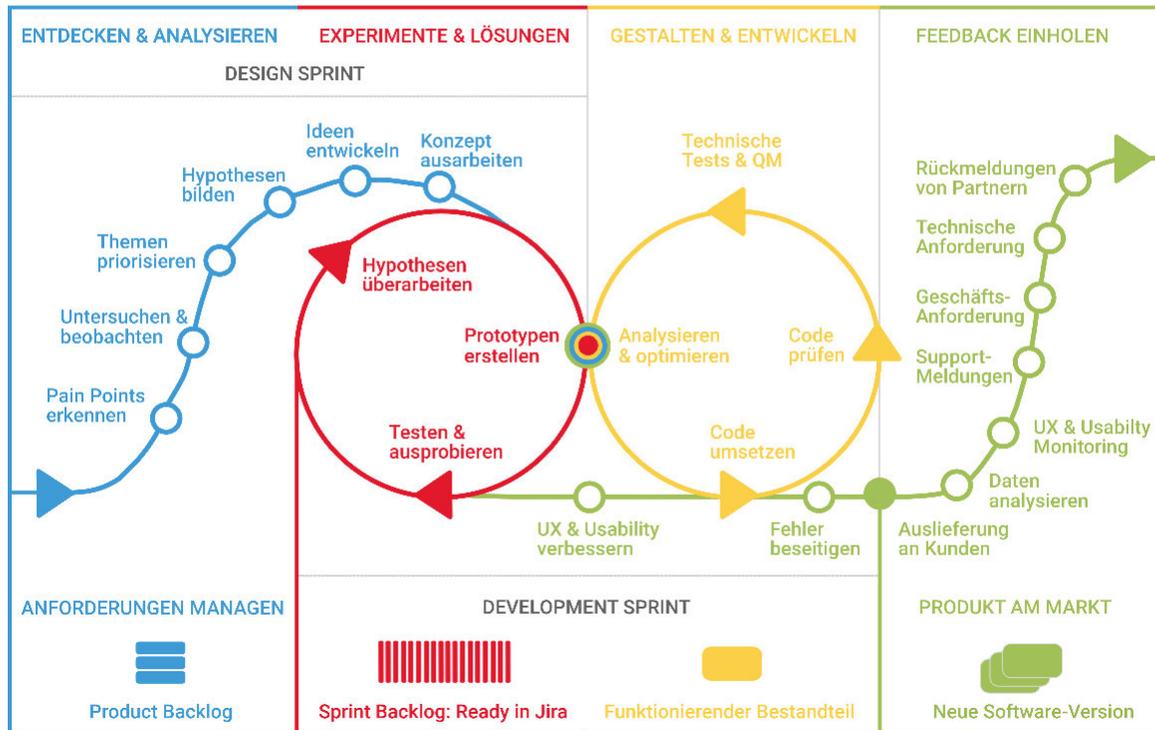


BormBusiness and *EvoBusiness* are flexible industry solutions that can be optimised for the customer's process. Individual solutions and UIs are implemented by business experts on project base, but the underlying core system had many technical restrictions.

While the development team applied basic agile methods and managed issues in JIRA, they had never worked with a Product, UX or UI Designer or User Researcher before. Many epics lacked a deeper business analysis.

My tasks

AGILER & MENSCHENZENTRIERTER ENTWICKLUNGSZYKLUS



Since a project with the Lucerne *University of Applied Sciences and Arts*, when students of the digital ideation class prototyped and tested new app features with customers, the CTO was excited about design thinking. A ux job with strategic and operative tasks was invented.

I joined the development team as a Sen. UX Designer to implement a process where ux fits into agile. Training HCD methods and enabling non-designers (developers and consultants) in customer-centricity was another big goal.

Methods and tools

FÄLLIGKEIT	RECHNUNGS-STATUS	DIFFERENZ-BETRAG / TOTAL	DIFFERENZ-MENGE / POSITION	POSITIONS-STATUS	AKTIONEN FÜR POSITION & RECHNUNG
+ 3 TAGE	NEU				
-15 TAGE	ZU BEARBEITEN			ZU BEARBEITEN	
●	ZU PRÜFEN			ZU PRÜFEN	
●	POSITIONEN ABGELEHNT			POSITIONEN ABGELEHNT	
●	POSITION O.K.	- 12,56	- 8	POSITION O.K.	ANNEHMEN
●	RECHNUNG ABGELEHNT	✓	✓		WEITERLEITEN
	RECHNUNG O.K.	+ 2,67	+ 5		ABLEHNEN
	IN ZAHLUNG				
	STORNIERT				

Compact GOOGLE DESIGN SPRINT sessions with business experts helped my team not only to clarify requirements and draft business processes, but to learn a lot from each other and about our users.

From interviews with colleagues I understood that vague business requirements caused a lot of confusion. I invented a PROJECT POSTER with problem oriented questions to identify user groups, their needs, and tasks.

Feedback from partners



My wish was to involve partners in the early stage of the product design process and validate design ideas through user testing.

Here is what I could do:

- writing assumption based user stories in JIRA
- creating comic style concepts in SAP SCENES
- user flows and wireframes in BALSAMIQ
- interactive prototyping in AXURE
- moderated user testing in LOOKBACK

Learnings



- UX and agile methods are team activities that must involve not only developers, but the whole company to drive BORM's business vision from offering software services to agile product delivery.
- Writing user centered stories is important to determine the sprint scope. Prioritizing and refinement is an ongoing process of weighting business against user needs. Acceptance criteria are crucial for testing.
- Building a widget library and interactive mock-ups for a complex business software in AXURE is a fulltime job. But testing BORM scripted UIs brings other challenges, especially in remote user test sessions.

Results

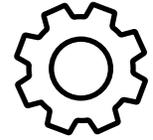
- a development process that integrates ux activities
- a ux vision, strategy, and roadmap for all BORM products
- regular user and usability testings to collect feedback



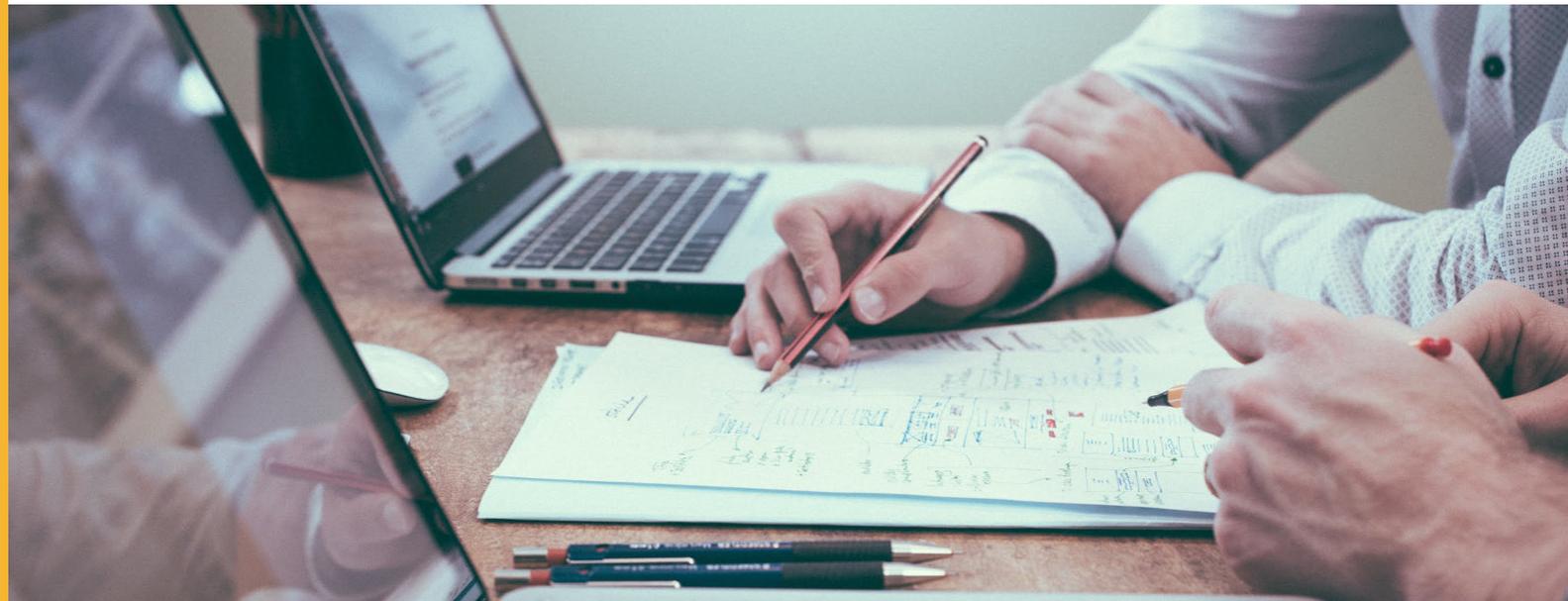
agile has to infect the whole company



toolset to better involve partners



user stories based on personas



Bosch

How to relaunch a global partner portal?

Customer

Robert Bosch GmbH
Stuttgart, Germany

Tasks

Run a 5 day Google
Design Sprint

Role

Facilitator

Goals

- Identify and test new ideas
- Advocate design thinking

Methods

- UX Design workshop
- Moderated user testing



*»Thank you for your
commitment!!!
And thanks for the idea with
the test concept — that's
why it was a good result!«*

Birgit Tantner
User Experience Enabling

January - February 2020

About Bosch



The **Bosch group** is a leading global supplier of technology and services that employs roughly 410,000 associates worldwide. It operates in four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. **Bosch mobility solutions** brings together comprehensive expertise in vehicle technology with hardware, software, and services such as **Bosch Car Service**.

www.bosch.de

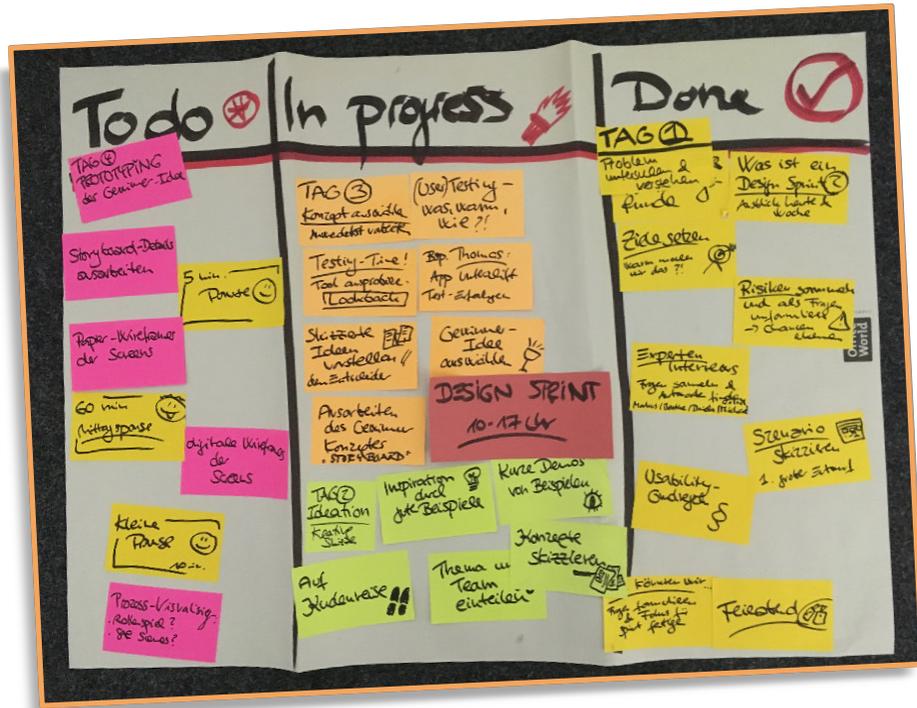
Challenge



The **Automotive Aftermarket** team offers software services to **Bosch Car Service** partners through a business partner portal and extranet. In the last years, numerous SaaS have been delivered to more than 16,000 Bosch certified garages worldwide where expert professionals repair and maintain vehicles of all makes.

A global project was started to renew the outdated and messed up portal regarding service content, usability, ui and ux design.

My tasks



The central ux enablement team had helped the project team with selective consultation. To speed up the process, I was asked to run a *Google Design Sprint*.

My help was not only required as an external facilitator, but also to adopt the **Sprint** concept to the current project progress.

Taking the participants foreknowledge and availability into account, I developed several blocks of collaborative ux design sessions that actively involve the typical target group.

My approach



From a first workshop with customers we learned that common usability issues - poor filter and search options - and superfluous features seemed to cause the biggest pain:

- Mechanics had trouble to find information such as expert technology know-how
- Garage owners did not use HR services but missed a dashboard with business data

I proposed to spend day 4 writing user stories instead of prototyping. On the testing day, I instructed the probands to map the stories accordingly to importance and frequency while asking further questions.

Methods and tools



Due to data protection rules we were not allowed to record test sessions. But the product manager, the business expert, the ux researcher, and the ux coach **observed** all probands **live**.

After each session, we were happy to address follow-up questions and **discuss** if our assumptions actually fit the user's needs. We

- identified the most important jobs
- understood who is responsible for a task
- and how often a task was done - if at all

Learnings



- Mapping user stories on post-its and brown paper made it easy for non tech-safe users to feel comfortable and open up quickly.
- UX and agile teaches us to be flexible and adopt our solutions to our user's needs. We must also be creative and adopt design methods to our customer's current situation and needs.
- If the sprint team lacks prototyping skills, it's okay to sketch the storyboard and prepare the dummy yourself as long as the project team observes the testing sessions live to learn as fast as possible.

Results

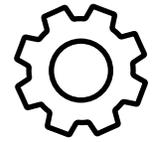
- Plenty of common usability issues identified
- Collection of prioritized user stories
- Starting point to reorganise the information architecture



**improvement
better than
innovation**



**customers
actively
involved**



**jobs to be
done
framework**



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