

# Hey Future Company!

"So who am I?"



# I'm Dennis!

"Dennis aka Atmos"

# Agenda

From idea to implementation

- 👋 - Meet Dennis Lantz
- 🎓 - Education and Travel as an Experience Designer
- 💼 - Atmos Design Studio: My Freelance Company
- 🎨 - My Design Philosophy & Core Values
- 🔧 - My Tools
- 📐 - My Design Process
- 🅿️ - Project 1 - Parking Time
- ✨ - What I can contribute to your Company
- 🎯 - My goals with the internship
- 🙌 - Conclusion💬 - Questions and discussion



# Meet Dennis Lantz

From dance floor to digital design

UX Designer

Self-taught Front-end developer

Agile project manager

Facilitator

Passion to develop



# Experience Designer



## Educational timeline

UX & Game Thinking  
User Research  
Experience Design  
Prototyping  
User Testing  
Analytics & Statistics  
Business development  
Project 1  
Way of Working  
Programming

Agile Project Methodology  
Service Design  
Project 2  
Lab A.I.  
Game design  
Game psychology and Gamification  
ARG: Alternate Reality Game  
Project 3  
Degree project / Thesis  
**LIA: Internship at FastDev AB**





# Atmos Design Studio

"Dennis' newly started consulting company with the user in focus"



# Design philosophy & Core values

Design That Feels Right

**Creativity + Technology**

Design that is functional and aesthetic

**User-centered solutions**

Focus on user needs

**Empathy, cooperation & positiv...**

The core of everything I do

**Flexibility and cooperation**

Adaptable and team focused



# Tools in the work process

Some of my daily tools

- 🎨 Figma: Prototyping, wireframes, user flows, illustrations, graphics
- 📝 FigJam / Miro / Mural: Whiteboards, brainstorming, sitemaps, flowcharts
- 📊 Microsoft / Google Tools: User data, tests, analysis, SEO
- 🤖 AI: Video, images, data analysis, ideas, environment analysis
- 📦 Trello / Slack: Team communication, project management, Kanban

Development goals:

- 🚀 Adobe, JavaScript, Hotjar, Github, React, Node, Notion, etc.



# My UX Design Process

From idea to a finished product with double diamond

- 🤝 Team building
- 🔍 Research & Insights
- 📝 Wireframing & Prototypes
- 🧪 User tests
- 💻 Development
- 🚀 Delivery & Follow-up

# Parking Time

Parking Time – My first UX project





# Parking Time

This project was my first big UX design project where I got to use what I learned during the training

**Time period:** March 2024

**Responsibilities:** UX Process, UI Design & Business Strategy

**Collaboration partners:** Project teams, training managers and product owners



# What is Parking Time?



An app for easier parking with real-time data and payment

**Goal:** Save time, better user experience

**Problem Statement:** How can Parking Time provide drivers with an intuitive real-time parking experience that saves time and reduces stress in busy urban areas?

**Solution:** Real-time data, GPS navigation, easy payment



# Research & Empathize Understand the Users

Understand the product owner, end users and their needs

- 💡 User interviews & Surveys
- 🚗 Parking pattern analysis
- ✅ Heuristic evaluation & WCAG adaptation
- 🔍 SWOT and competitor analysis
- 📝 Product owner feedback

- 👀 System Status
- 🌐 Reality Matching
- 🔄 Control & Freedom
- 📏 Consistency & Standards
- 🚫 Prevent Errors
- 🤔 Recognition instead of Memory
- ⚡ Flexibility & Efficiency
- 🎨 Minimalism
- 🔧 Error Explanation & Action
- 📖 Help & Documentation

# Define – Problems & Insights

Define the core problems using collected data



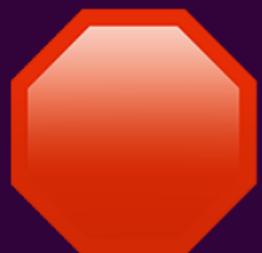
**Affinity Mapping:** Organizing user interviews to identify patterns



**User Journey Maps:** Identified pain points, gain points and touch points



**How can we:** Make parking easier with Parking Time?



**Main problems:** Difficult to find parking, complicated payments, no real-time information



**Insights:** Waste of time, frustrated users, bad systems and no available data

# Define – Problem & Insikter

Definiera kärnproblem



Affinity Mapping



User Journey Map



Hur kan vi: Göra parkeringen snabbare?



Huvudproblem: Svårt att hitta  
parkering och betala.



Insikter: Tidsförlust, frustrerade användare, dåliga syntespunkter och ingen tillgänglig data

**"It takes so long to find parking, and I have to keep using different apps to pay!"**

Identifera mönster

Such points

gar, ingen realtidsinformation

och ingen tillgänglig data

# Ideate - Create Solutions

Create solutions based on user insights

**Brainstorming:** Identified problems and solutions

**Wireframes:** Visualized flows and functions

**Priority Matrix:** Voted up effective solutions

**Crazy Eight:** Created simple to innovative ideas

**Sitemap & Prototype:** Structured app layout and future



# Priority Solutions

Analyzed and prioritized solutions to meet the users

## Prioritization matrix

Identify solutions with the greatest impact

## Real-time data

To show available parking spaces

## Integrated payment

Smooth payment solutions

## GPS navigation

Simple directions to available places

## Color guide & Zone management

Manage different parking types and times

## Onboarding

User-friendly introduction for new users

## Ease of use

Simplified interface and smooth flows



# Early Prototype & Tests

Testing & Feedback – Identify Issues

**Low & Medium Resolution Prototyping:** Early testing of basic features

Test participants: Motorists with at least 5 years of experience and previous use of P-disc

- **Problem areas:**

Time delays in real-time data

Misunderstanding about icons and functions

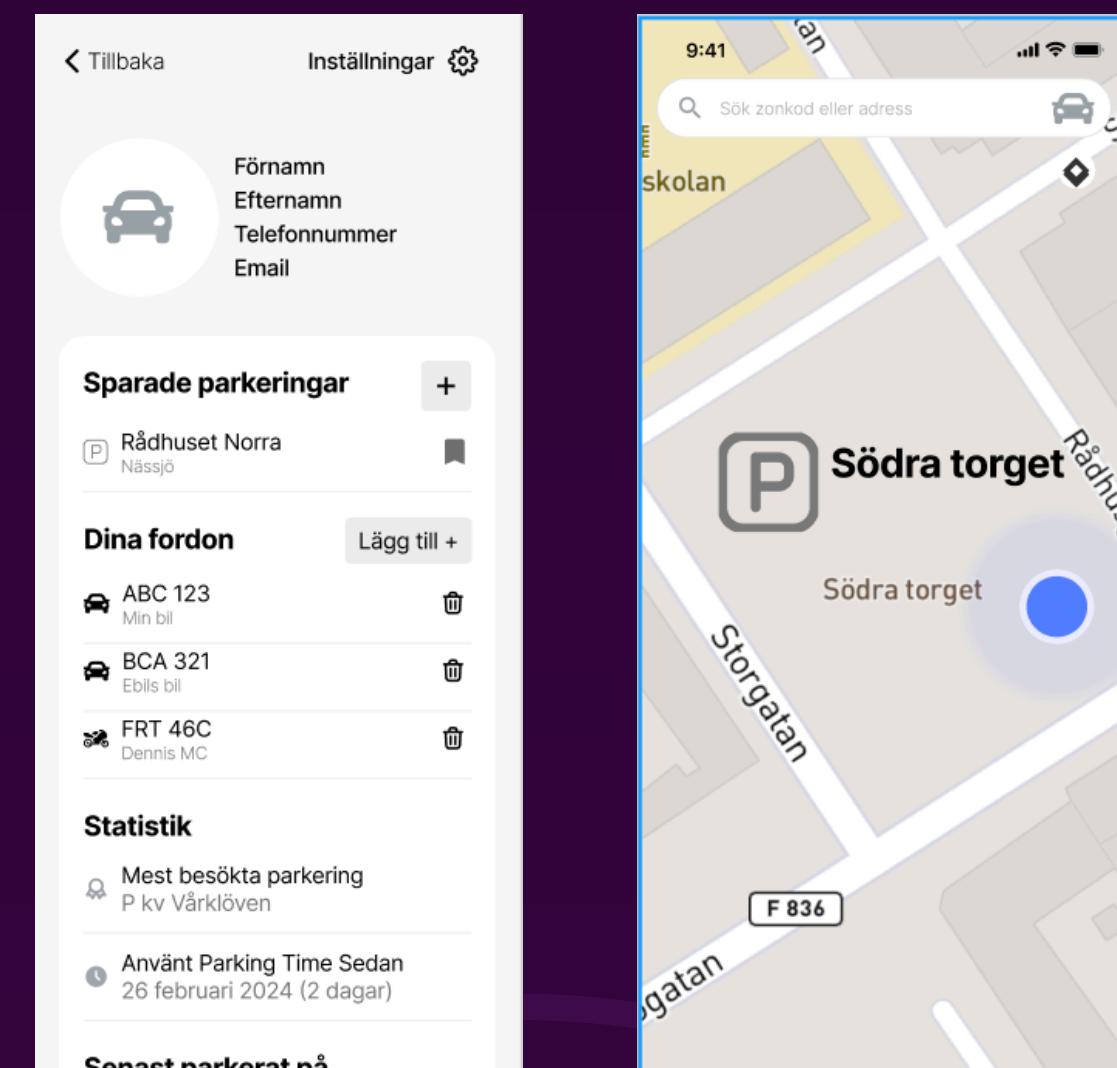
Unnecessarily complicated user flows

- **Adaptations:**

Optimized real-time update

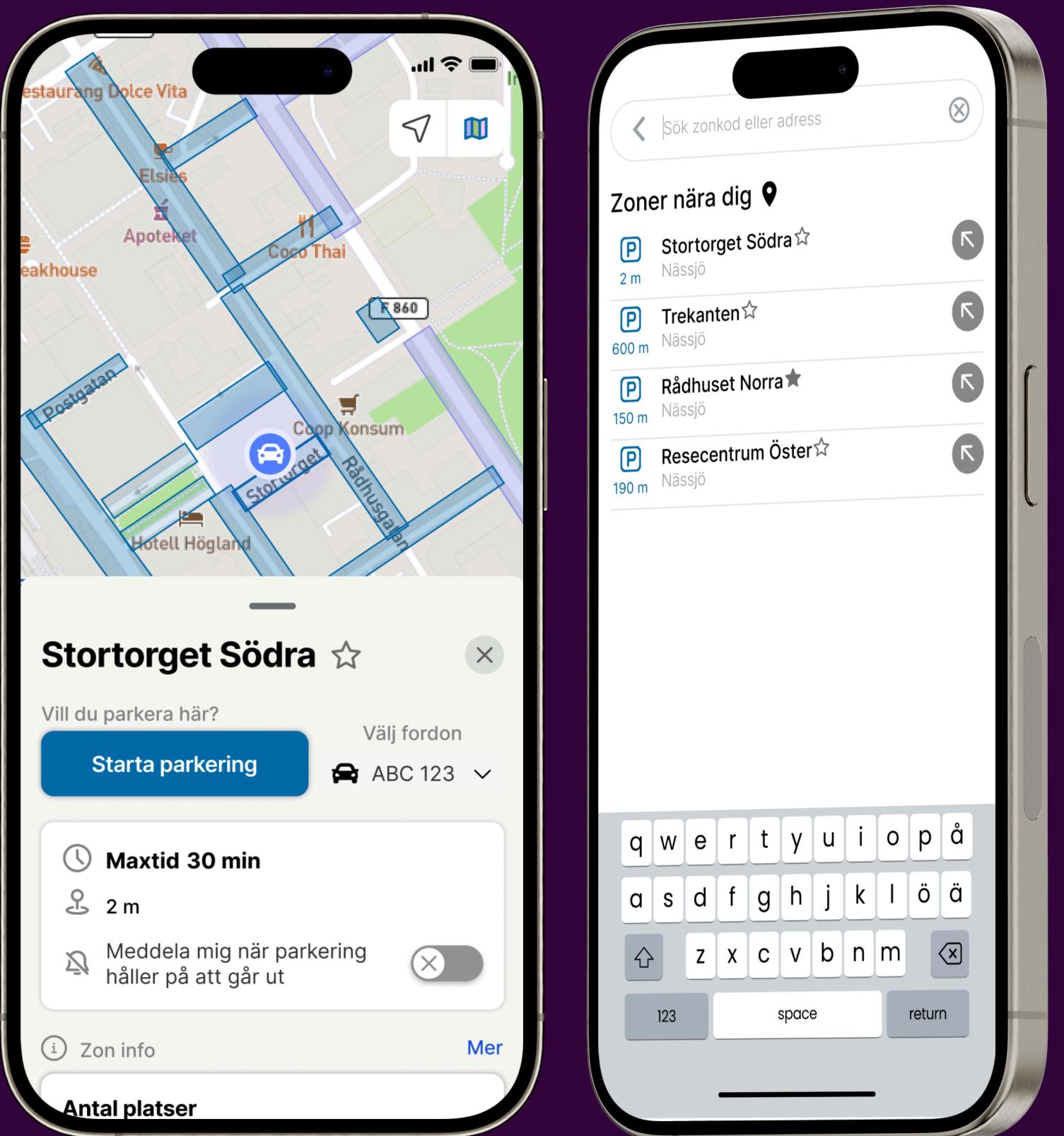
Clarified icons and user interface

Simplified user flows and clicks



# Key Features Simplicity & Efficiency

Start page & Search function



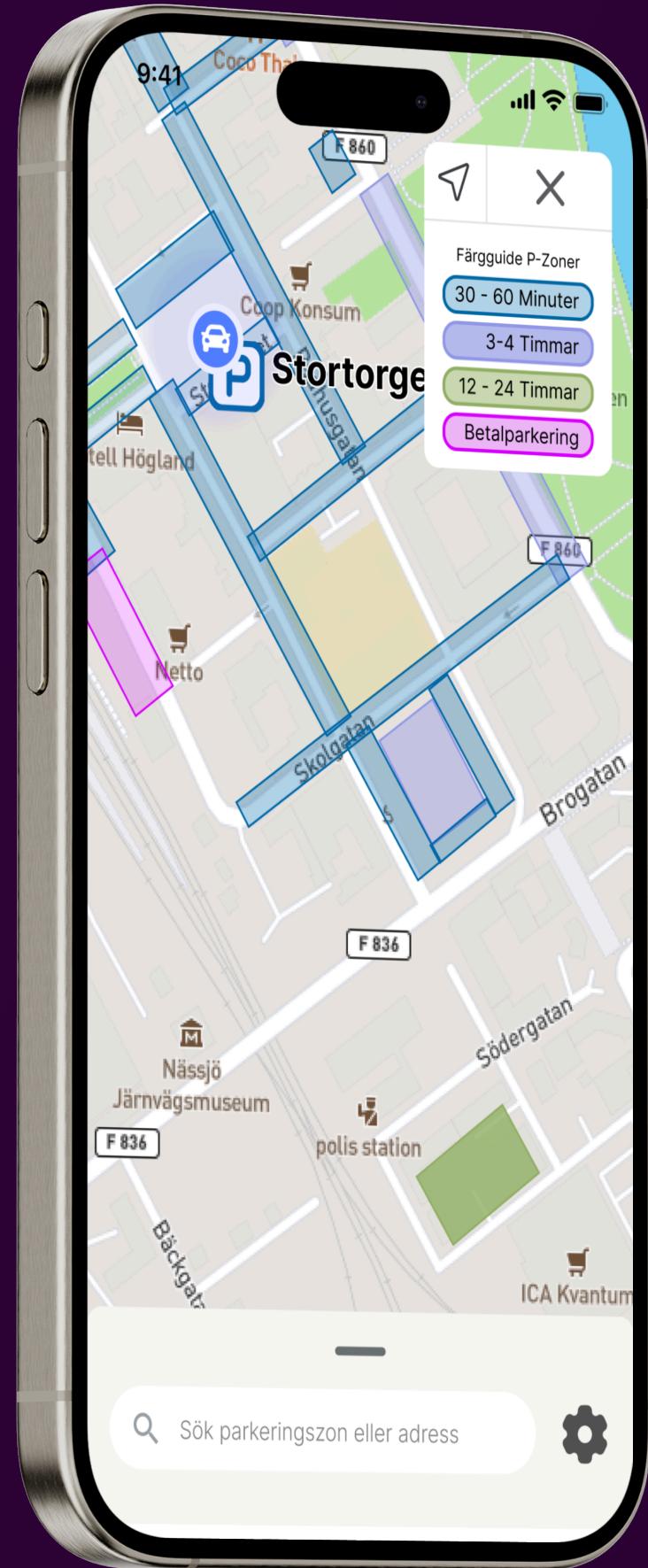
- **Customized search:** Filter by location, availability and price
- **Real-time updates:** Shows vacancies instantly
- **Intuitive interface:** Simple and fast navigation



# Improved Experience - Smooth Navigation

Interactive Map & Information

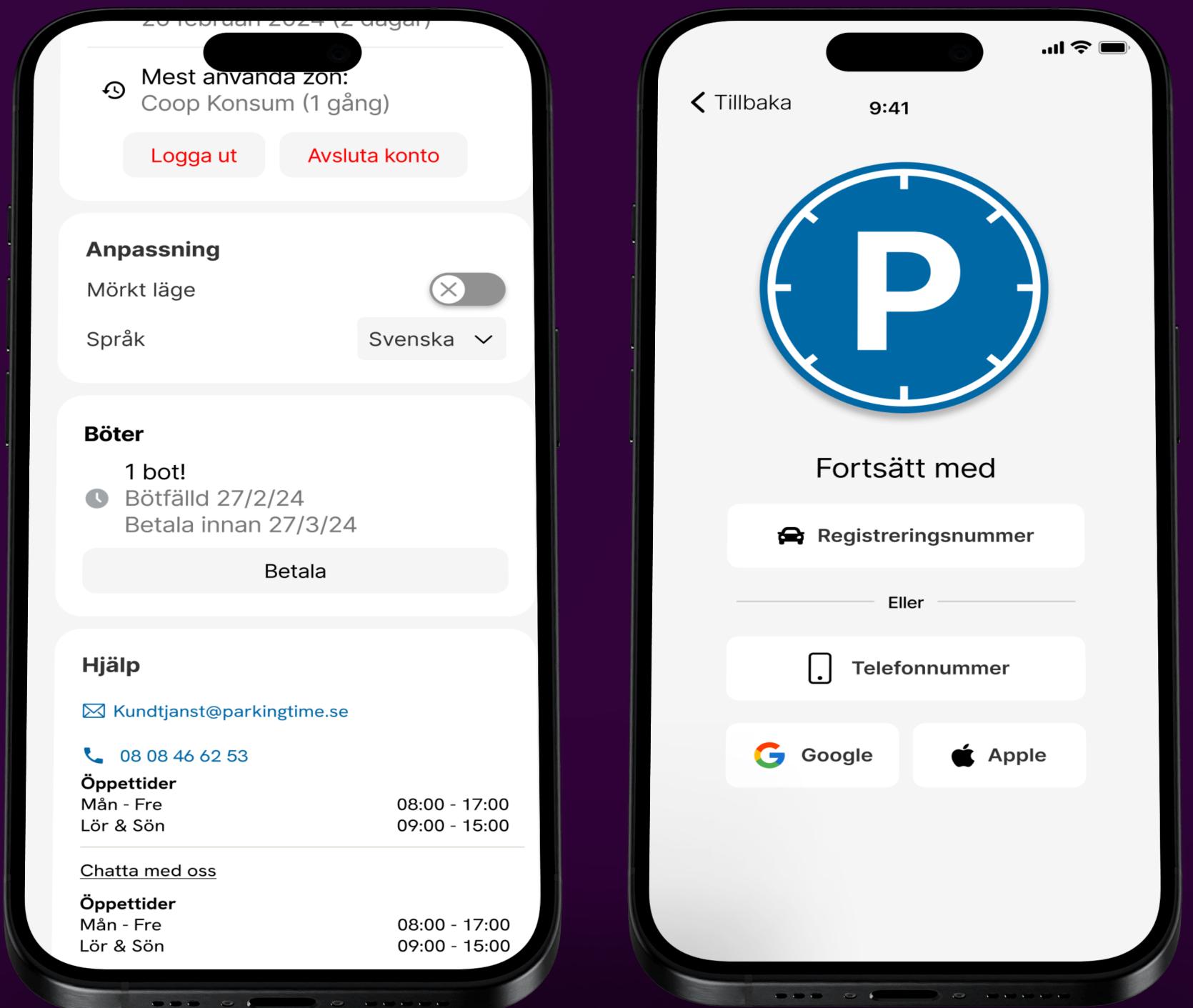
- **Interactive map:** Real-time information about locations, prices and restrictions
- **GPS navigation:** Directly to selected parking
- **User-friendly design:** Follows industry standards such as Apple's H.I. Guidelines



# Seamless Integration & Easy Login

## User Profile & Smooth Login

- Quick login:** Support for Google and Apple ID to get started quickly
- Seamless User Profile:** Users can easily manage their parking history, saved locations and payment methods without leaving the main interface



# High Resolution Prototype & Final Solution

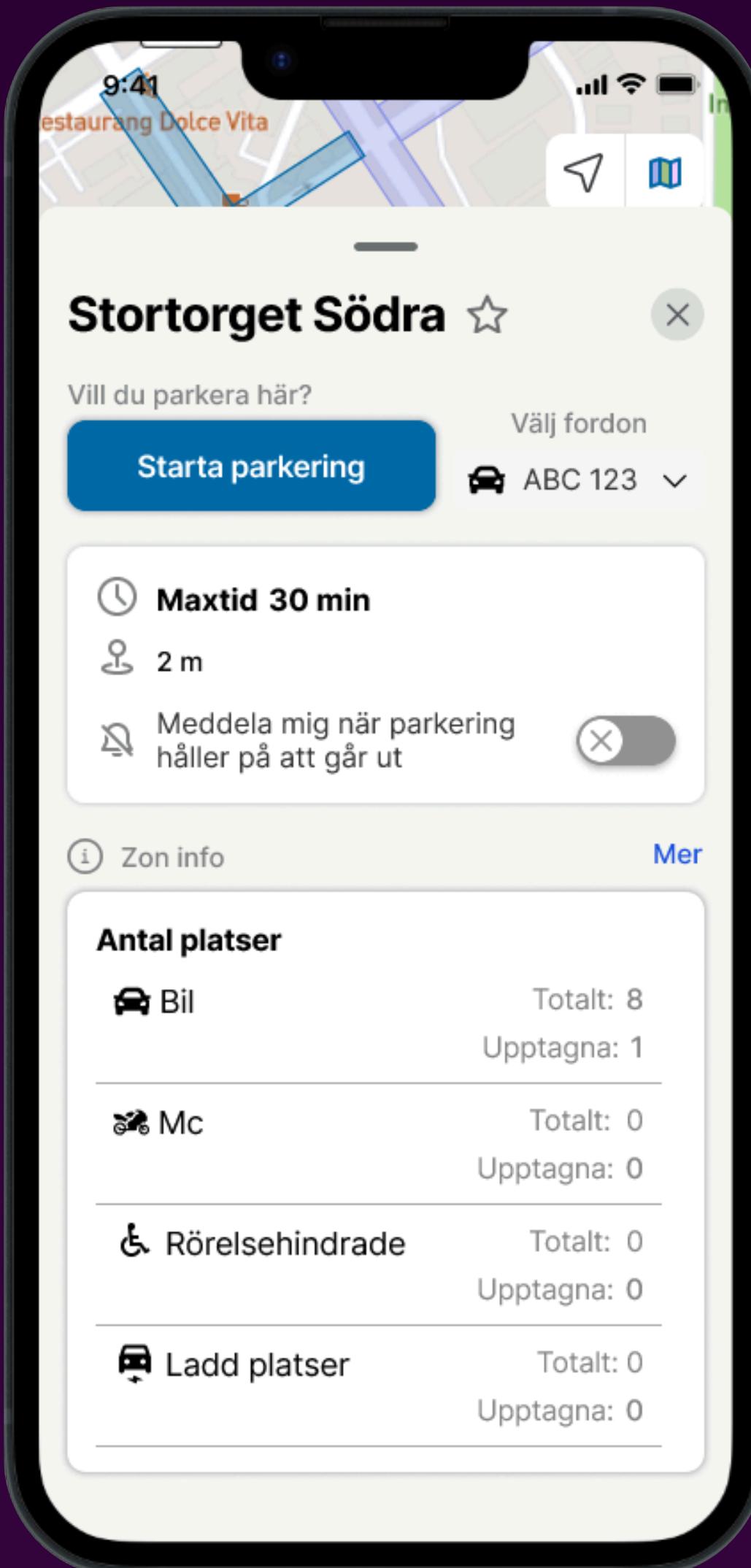
User-friendly App with Simplicity & Accessibility

- **Real-time data:** Available parking spaces instantly
- **Integrated payment:** Fast and flexible solution
- **GPS Navigation:** Directions to the nearest location
- **Simple design:** Follows Apple's guidelines for a smooth experience

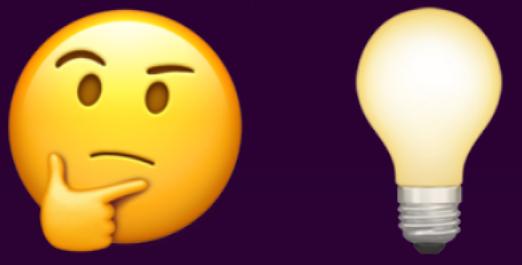


# Results and Lessons Learned

Improved User Experience & More Efficient Mobility



- **Concept status:** The project was not implemented, but provided valuable insights
- **User satisfaction:** 75% experienced improvements with real-time data
- **Time saving:** Users saved time and got easier parking
- **Payment systems:** 65% preferred integrated payment solutions
- **Accessibility:** 70% estimated WCAG compliant features



# Reflections & Challenges

What we learned and how we can improve future solutions

- **User satisfaction and time savings:** Key KPIs to measure success
- **Benchmarking:** Comparison with competitors provided valuable insights
- **Future improvements:** EV charging stations, more language choices and improved accessibility

# What I Can Contribute

From learning to contributing value



✨ **Creative Problem Solving**

🚀 **Agile Project Management**

🤝 **Teamwork & Positive Energy**

✏️ **UX & UI Design**

🤖 **AI-powered workflows**

💻 **Frontend development**





# My Goals at your company

Ready to create something amazing together

## **Learn & Contribute**

Grow and contribute with UX/UI and frontend experience

## **Development**

Create user-centric solutions that make a difference

## **Open for roles**

UX Designer, UI Designer, Frontend Developer, Project Management





# Thank U

"Thank you for taking the time!"





# Questions from you?

"Don't be shy, I'm open as a book!"



# Questions!?

1. Which qualities do you think are most important to succeed in your roles, both as an employee and intern?
2. What specifically are you looking for in your interns in terms of skills and attitude?
3. Is there something specific you feel you are missing in the team today, where I could contribute?
4. What does a typical day look like for an intern with you? What tasks and projects could I be involved in?
5. Who would be my supervisor during the internship, and how would our collaboration work?
6. Are there any opportunities for further development or transition to employment after the internship?

