

Lukas Fritsch

UX Showcase



Hi, I'M LUKAS

Since I was a child I love to create and be creative.

From scribbled cartoons in school breaks and amateur movies with friends to elaborated digital projects, games and stories created while studying Multimedia Production:

I've built up a broad understanding for digital storytelling and making interactions fun and easy to understand for an audience.

Things I do (excerpt):

- 👉 MAKE COMPLEX SYSTEMS EASY TO NAVIGATE
- 👉 INVOLVE USERS BY TELLING A STORY
- 👉 MAKE COMPLETING TASKS FUN AND REWARDING
- 👉 STRONG VISUAL CONCEPTS

STRONG VISUAL CONCEPTS TO MAKE BRAND MESSAGES MEMORABLE

Case:

Pop Rocket Labs / Agency Website

A website which covers the spirit of Pop Rocket Labs: Playful but professional as well as user-centric and fun to engage with.

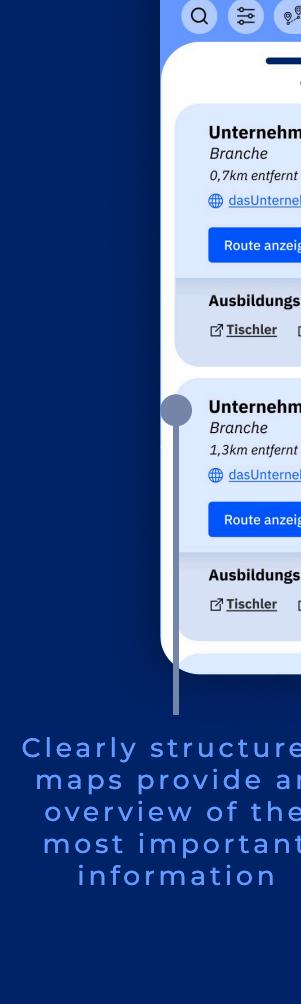
THE MISSION

Make visitors experience, that Pop Rocket Labs puts a lot of thought and care into all their projects, to make them as user-centric, engaging and fun as possible

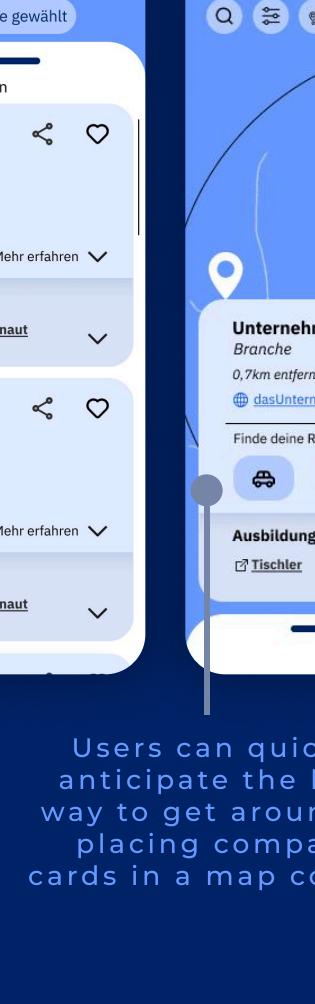
THE APPROACH

Bring Pop Rocket's mission statement to life as an animated story: Discover the 3D animated "planet experience" from different angles experience something new.

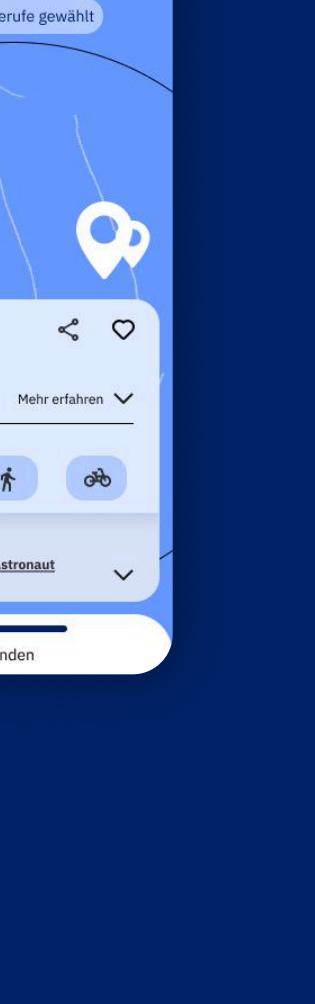
Concept Phase



1: Establish the planet as a fun experience

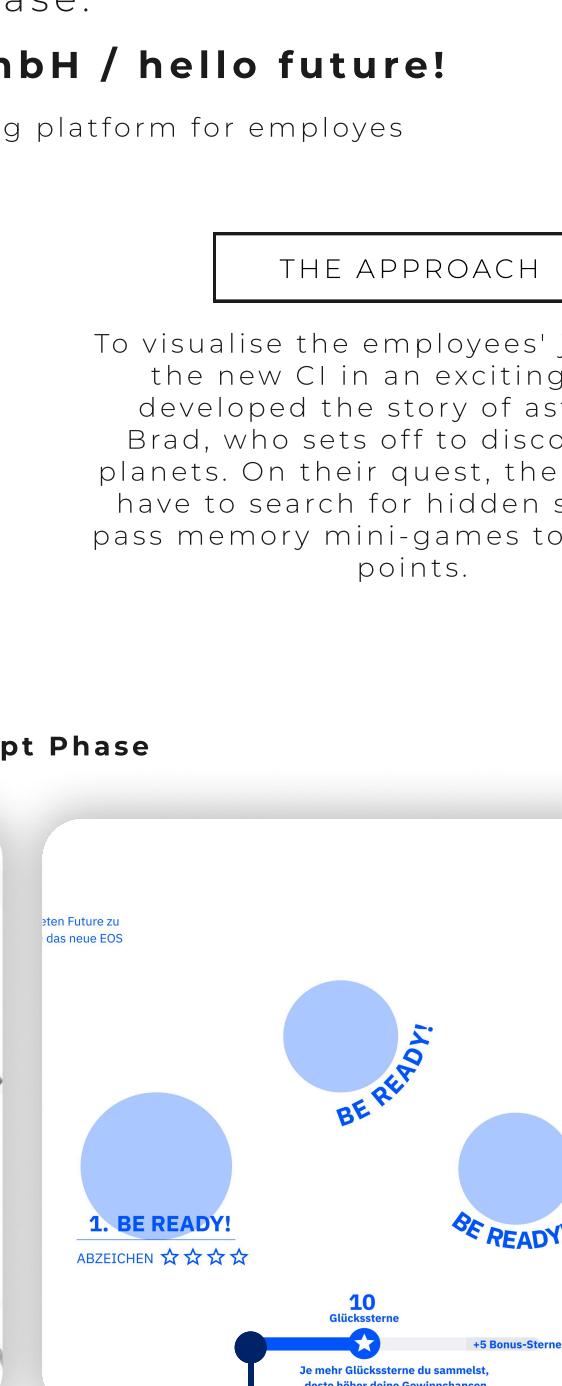
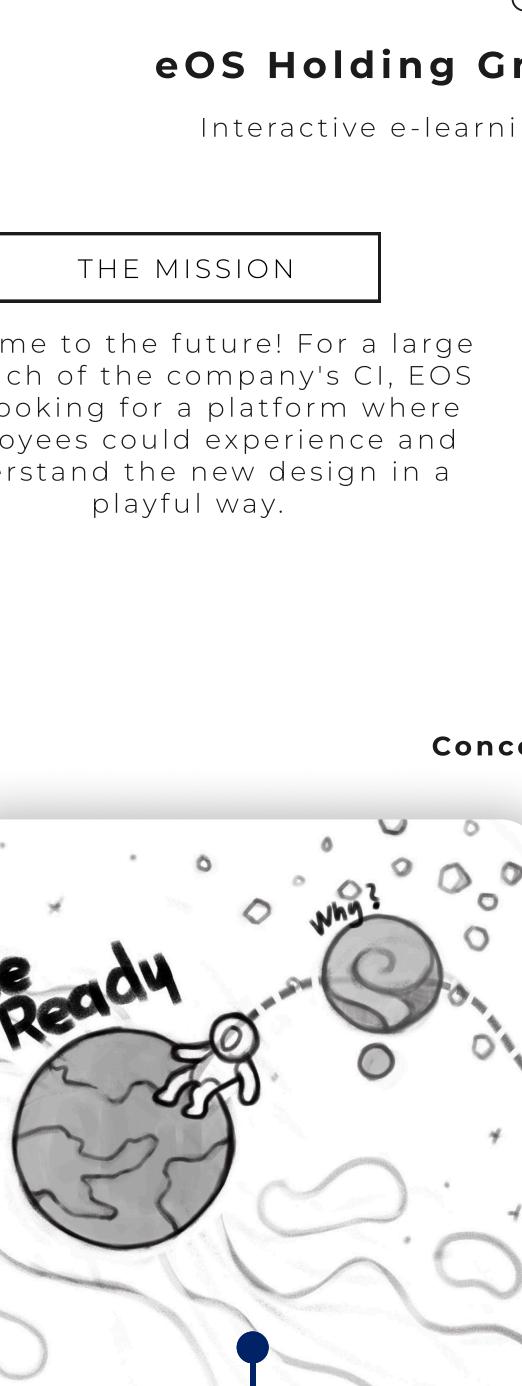


2: Show the user in the center of everything



3: Start with Pop Rocket to create your own planet experience!

Final Product



MY TASKS

Creative concept, UX Wireframes, UX Research, UX Writing



MAKE COMPLEX SYSTEMS EASY TO NAVIGATE

Case:

Design Offices GmbH / Room Booking System

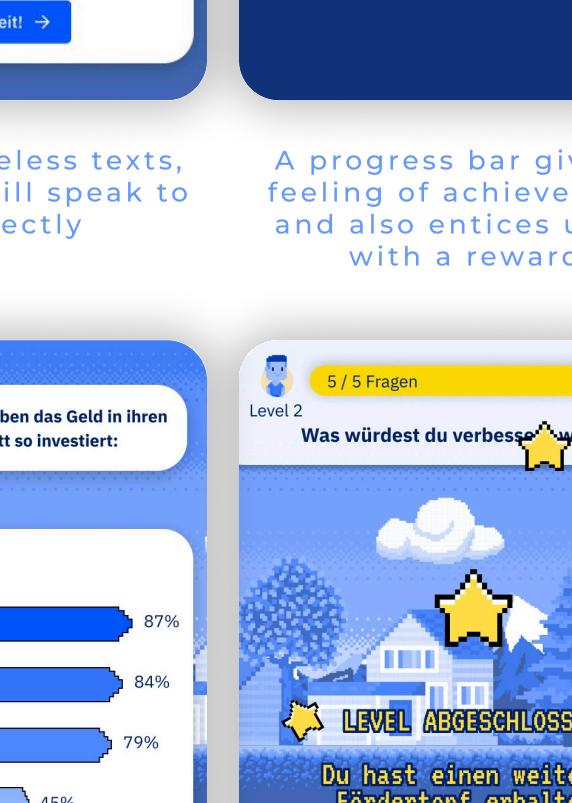
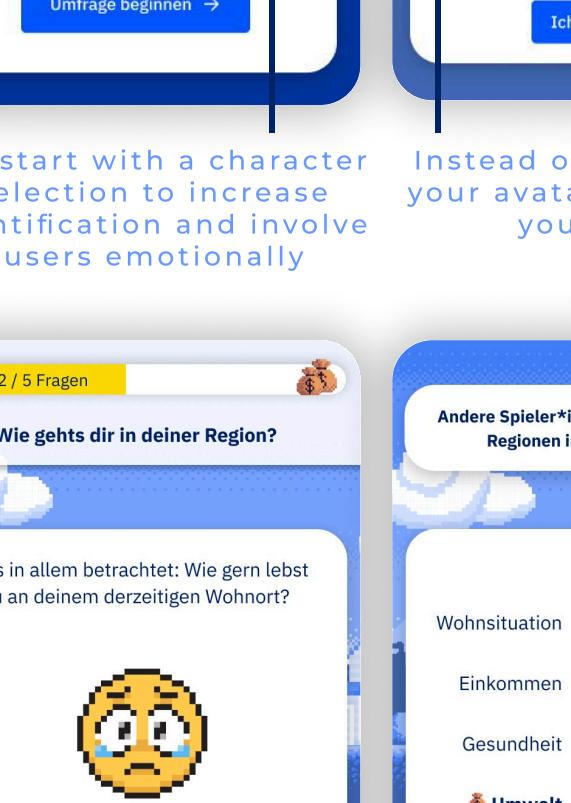
Design Offices rents out office space and workstations on demand.

THE MISSION

Replace the outdated room booking form with a sophisticated system that allows users to easily book different rooms and manage locations, booking times and services.

THE APPROACH

Identify user needs to create detailed user journeys to make sure different user types will find what they seek as easy as possible. Detailed Wireframes show all components and states so everything can be challenged before design phase.



Detailed location cards for a quick overview of availability

Visually feedback user selection

Communicate current state and let them know what happens next at all times



A step by step room booking wizard for a simple and quick booking experience

MY TASKS

Creative concept, UX Wireframes, UX Research, UX Writing



INVOLVE USERS BY TELLING A STORY

Case:

eOS Holding GmbH / hello future!

Interactive e-learning platform for employees

THE MISSION

Create a platform on which students can find suitable apprenticeships in their area. I was responsible for creating the entire user journey and the UX concept.

THE APPROACH

Detailed UX best practice research as well as defining user stories to achieve a clear, easy-to-use website on which users can find offers by training occupation, postcode and distance and are shown the appropriate route directly.

Clearly structured maps provide an overview of the most important information

Users can quickly anticipate the best way to get around by placing company cards in a map context

Chapters will be unlocked one after another. In each chapter, users can collect hidden stars

The total progress is combined with a prize draw in which all employees can participate.

Incidents occur when users travel between planets. They consist of a problem that users can solve in different ways by making an either/or choice. These events enhance the narrative and make exploration of the site more immersive and entertaining.

MY TASKS

Creative concept, Narrative, UX Wireframes, UX Research, UX Writing, Story Writing

MAKE COMPLETING TASKS FUN

Case:

Mitteldeutscher Rundfunk / LEVEL UP! Deine Region

Turn a boring questionnaire into a game-like adventure!

THE MISSION

MDR wanted to try new ways of engaging a younger target group with their market research questionnaires and increase the completion rate. They wanted a playful approach to achieve these goals.

THE APPROACH

Using gamification mechanics, such as an avatar selection, animated transitions and a point system as well as a playful retro pixel look and fun interactions, we brought a fresh take to the tried-and-tested questionnaire mechanics.

We start with a character selection to increase identification and involve users emotionally

Instead of lifeless texts, your avatar will speak to you directly

A progress bar gives a feeling of achievement and also entices users with a reward

Questions are very focused and interactions are easy, so that it's never overwhelming

See how other users answered: This shows that your answers matter!

Fun animations and rewarding messages makes it a satisfying experience

MY TASKS

Creative concept, Narrative, UX Wireframes, UX Research, UX Writing, Story Writing

ANY QUESTIONS?

LET'S GET IN CONTACT

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... I CAN'T WAIT TO HEAR FROM YOU!