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With a background that stretches across startups, corporates, and small businesses, mostly in consulting, I've learned to design for diverse industries, fast-changing contexts, and the kind of complex challenges that push products forward.

Due to confidentiality requirements, some content has been blurred to ensure the protection of sensitive information.

Building X Onboarding Mapping

Context

Building X is a Siemens multi-product platform for the **management of smart grids and smart buildings**, mainly targeting B2B customers. It is presented in the product portfolio as a cloud-based alternative solution.

Role

I served as **Senior UX Researcher**.

Activities

I proposed and executed the following activities: **research planning**, stakeholder alignment, kickoff meetings, creation of research plans, conducting both **field and desktop studies**, service blueprint mapping, **qualitative and quantitative analysis**, insight synthesis, and suggesting new initiatives.

Challenges

No previous end-to-end mapping of the onboarding flow for a building or campus had been done. I contacted and interviewed over 40 users across 3 continents (USA, Africa, Europe) in various regions, aligning stakeholders from diverse business divisions (including sales, procurement, installation, technical leaders, developers, and engineers). The process of rationalizing and mapping onboarding flows lasted between 6 months and 3 years depending on complexity, through 5 complementary personas and 25 interviews.



The blueprint map of the whole building onboarding process (partially depicted here) I delivered.

00 Executive summary

How might we maximize platform's user management to save time to users for their work?

- How might we reduce user onboarding time for the platform as user needs to start work
- How might we reduce user onboarding time and repetition need?
- How might we take advantage of existing software infrastructure?

How might we create a smooth and streamlined experience to maximize efficiency and ease of use?

- How might we reduce user onboarding time for the platform as user needs to start work
- How might we reduce user onboarding time and repetition need?
- How might we take advantage of existing software infrastructure?

How might we decipher the complexity and harness it with our best practices?

- How might we create standards that can be aligned with competitors?
- How might we distribute access management work to lower workload for admins?

How might we enable our platform to learn from previous customers cases how to be more efficient and proactive in reading structures?

2 LOW 7 LOW 1 HIGH 4 MEDIUM 9 MEDIUM 5 MEDIUM 3 MEDIUM 6 MEDIUM 8 HIGH

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05 Pain Points | Dimensions of pain points

Performance
Inability to quickly and easily access and manage data across different systems and platforms.

Efficiency
Time-consuming manual processes and lack of automation for routine tasks.

Usability
Complex user interface and lack of intuitive navigation, leading to errors and frustration.

Communicability
Inadequate communication channels and lack of clear documentation for users.

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04 Mapping - Building X Journey

STAGES

GOALS

USER

Click on each stage to see details

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Various templates extracted from the report I presented to different stakeholders, including a concise, high-level executive summary.

04 Meeting: Building IT Journey: Platform Setup 1

ACTIONS
USER
PAIN POINTS

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05 05.2 - Scenario: Tagging (Key findings)

• Scenario of competitors and standards
• Inconsistency between goal and difficult to change in data entry

• It depends on the country because sometimes they don't use the same naming convention or for example in India we don't have a federal act, we have "state level"

• The goal here was: "Platforms can work in a different way, don't get them, don't understand them"

• It's important to have a clear definition of what is the goal of the system

• What is the outcome of the system?

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06 06.3 - Opportunity & Impact (low, medium, high) | Architecture

Opportunity

How might we design the complexity and harness it with our best practices?

How might we create standards that can be aligned with competitors?

How might we accelerate problem identifying process by using data provided by underlying systems?

How might we distribute access management work to lower workload for admins?

How might we enable our platform to learn from previous customers cases how to be more efficient and proactive in healing structures?

ONBOARDING PLATFORM SETUP HANDBOOK SETUP PLATFORM SETUP ONBOARDING OPERATIONAL

LOW HIGH

HIGH MEDIUM

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Various templates extracted from the report I presented to different stakeholders, including a concise, high-level executive summary.

Impact

For the first time, all actors involved in the onboarding process could see how their roles fit into the **overall flow**. Pain points were grouped into 5 main clusters, each containing 6-12 issues. The **13 design questions** that emerged enabled teams to solve prioritized problems efficiently, with actions agreed upon with stakeholders from reference business departments.

Key learnings

- It is a mistake to **take for granted** that you understand what your interviewee is reporting, it's better to double check. Especially for engineers with 25+ years of experience.
- Aligning stakeholders** during the process often reveals surprises that would otherwise go unnoticed, putting audience into a defensive mode.
- A thorough research process **requires time** to design and implement but ultimately saves more time.

How does it relate to OptimI

I engaged with all the stakeholders involved in **building a digital twin and connecting it to its physical counterpart** - spanning software, hardware, and communication protocols. I collaborated with sales representatives who work daily with sustainability managers, facility managers, and real estate managers.

Energy Manager UX Design

Context

In Siemens' Building X, Energy Manager is a digital product for **monitoring and optimizing energy consumption** and production in complex building portfolios.

Role

I worked as a **Senior UX Designer**. In this role, I contributed to the end-to-end design process, from discovery and concept validation to detailed interaction design and developer handoff.

Activities

I collaborated with project managers and product owners to **define and prioritize new features**. I conducted user research through interviews and surveys to identify user needs, behaviors, and pain points. I created personas, user journey maps, and empathy maps, and developed information architecture, sitemaps, and navigation flows to structure content.

I designed **wireframes, low- and high-fidelity prototypes, and mockups** to visualize user flows and interfaces. I performed usability testing, gathered feedback to validate designs and uncover issues, iterated on solutions to optimize accessibility, usability, and business goals, and aligned with developers and stakeholders to ensure correct implementation.

Impact

Delivered and discussed component feasibility with developers, including:

- Interactive and filterable **dashboards** with charts.
- Various components like date pickers, filter sets, and internal standards based on shapes and colors.
- New sections, like dashboards or **site manager panels**.
- End to end process of features about **scope 1, 2 and 3 emissions monitoring** dashboard, as requested to earn iso 14067 certification.
- Ensured frontend implementation matched the delivered UI

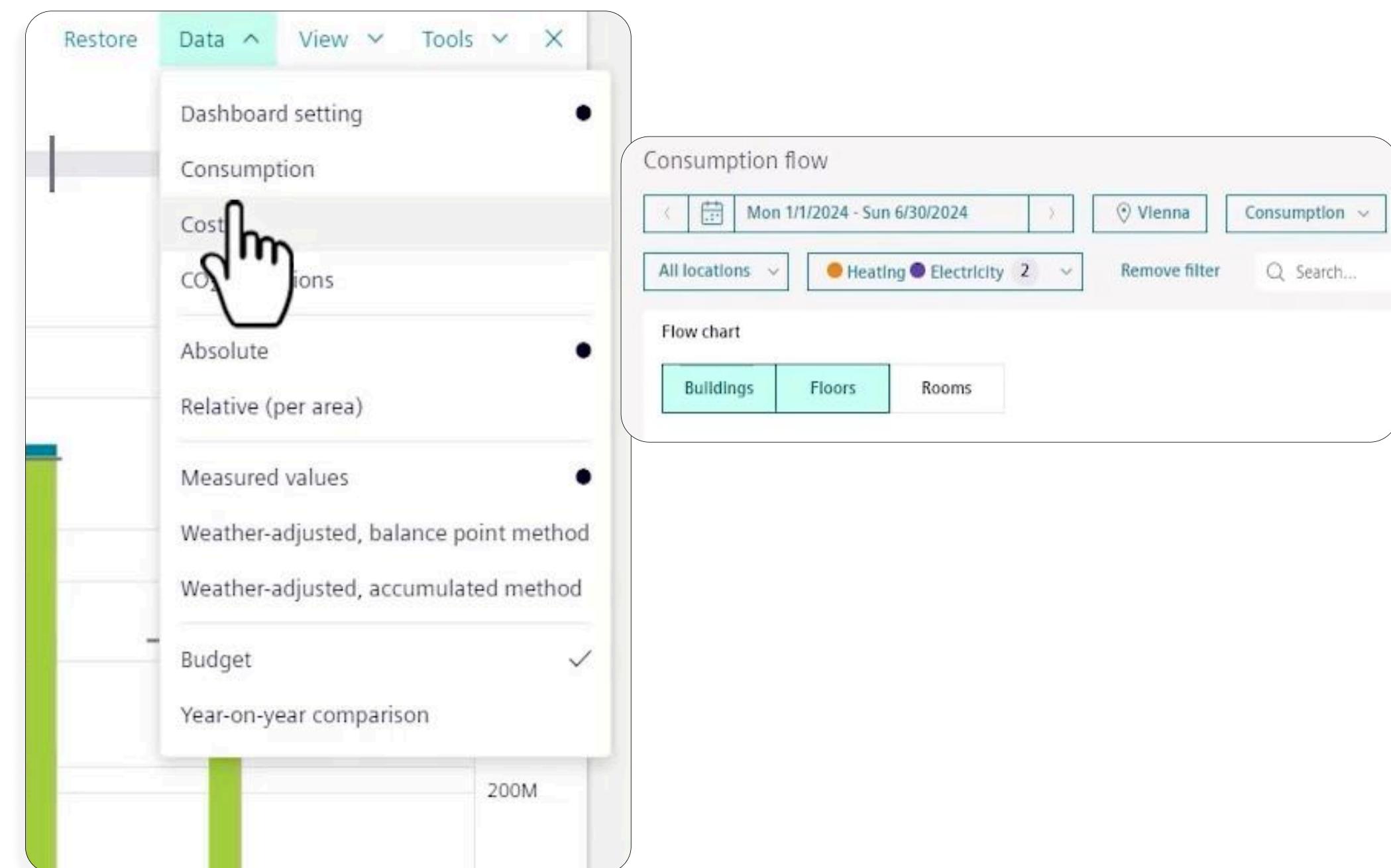
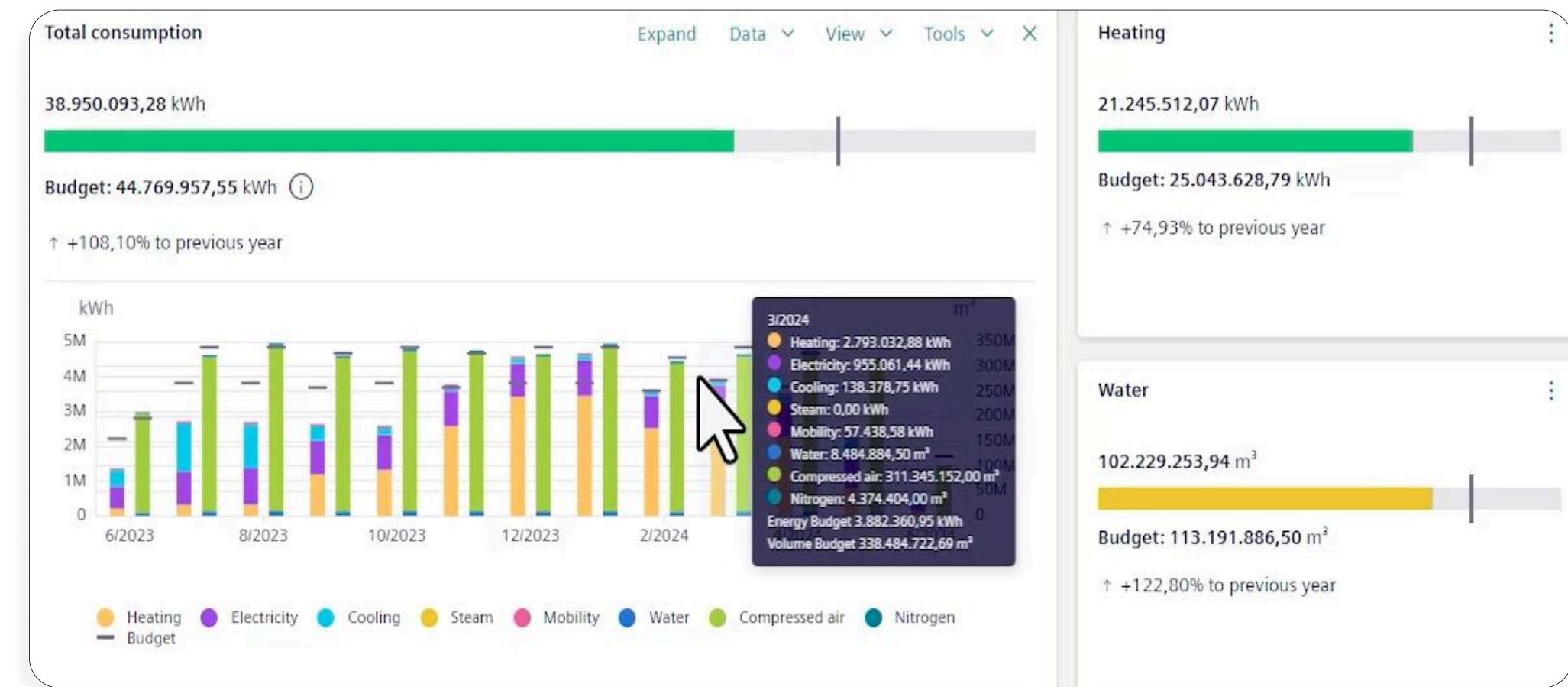
Key learnings

- Do not always prioritize feasibility in design; what seems impossible is often achievable.
- Ensure you are not reinventing the wheel.
- Save some mockups of crazy concept you propose, even if they will not be accepted. Else, you will end up using the screens available online.

How does it relate to OptimI

I reached a new level of awareness on how energy management plays a **crucial role in multiple aspects** when talking about facility management.

I have gained knowledge of **energy management standards and habitability comfort** concepts, such as humidity and temperature, and I have already explored what some AIs can do regarding home management and energy automation.



Some screens, publicly available, of components i worked on specifically.

Civic™ E2E Product Re-Design

Context

Civic is a software designed to manage the entire lifecycle of fines and ticket books. Ticket books are the booklets used for issuing fines. The software was developed 25 years ago and has been maintained over time to comply with the regulations of the traffic laws. **A local police department can manage the entire station**, its personnel, fines, payments, photographic evidence, document management, and API integrations with external services. Within the client's team, I was involved as a Product Designer and Product Strategist.

Role

I support the project as a Product Designer. I am part of a consulting team alongside a frontend developer and a backend developer. I independently interfaced with the client's entire team and all stakeholders involved, including the owner of the commissioning company.

How does it relate to OptimI

I was alone on the project from the product perspective, so I had to embrace the full e2e process. Also, it is a **very complex and regulated** industry, which was new to me, and I had a very little amount of time to adapt.

Challenges

- **Complexity and scale:**

The software, developed 25 years ago, is huge. Modules range from managing personnel and fines to handling payments, photographic evidence, document management, and API integrations with external services. Only the research fields are over 700, spread across 45 screens and 13 modules,

- **Inconsistent design:**

Features were added over time without a unified design guideline, resulting in inconsistent behaviors and patterns.

- **Lack of documentation:**

No documentation existed for developers, nor manuals for users, and the project lacked a proactive roadmap. Each stakeholder had its own vision for the product's future.

- **Positive user feedback:**

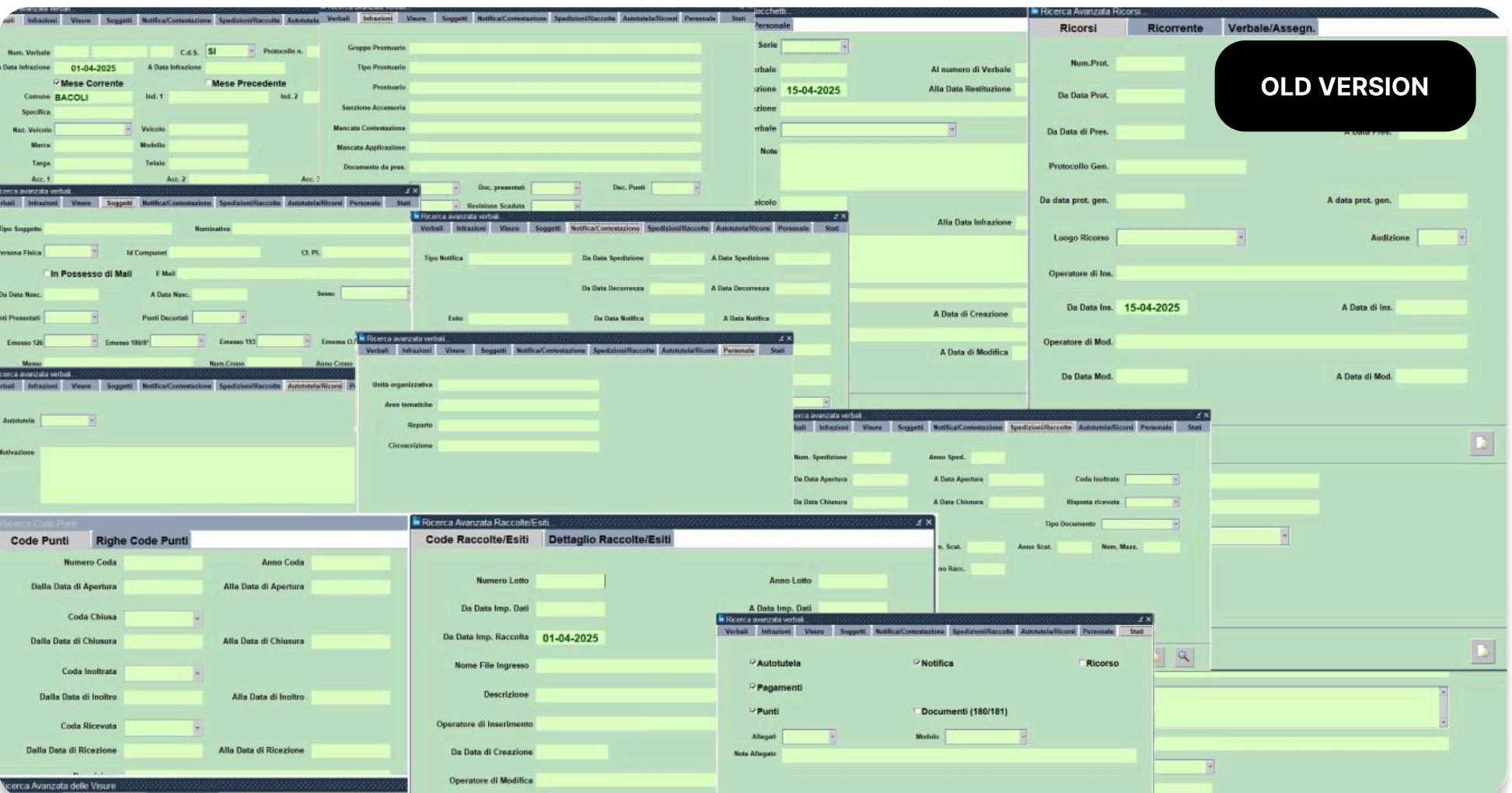
Despite limitations like the absence of a cloud version, users were satisfied with the product's functionality, which complicated the need and inhibited the urgency for redesign.

- **Limited UX expertise:**

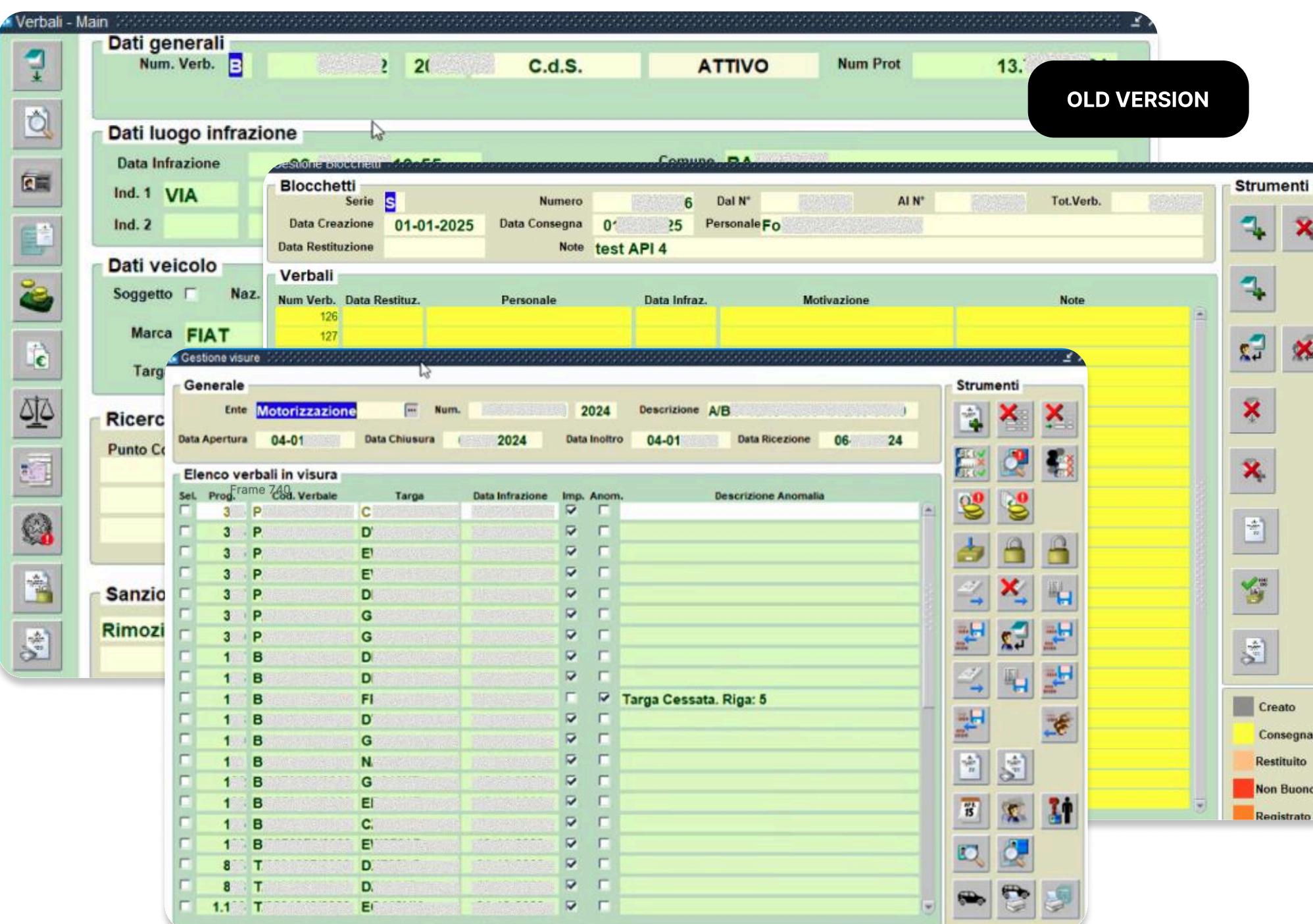
The client team lacked UX knowledge, requiring parallel training to enable autonomous decision-making for future updates.

- **Time constraints:**

The initial 3-month timeline required prioritizing foundational elements like information architecture to ensure developers could proceed efficiently.



Only a few of the search field masks.



Different UI patterns across different screens, with different buttons, triggering similar feature.

Blueprint e journey

1- Gestione ruoli e permessi

Descrizione

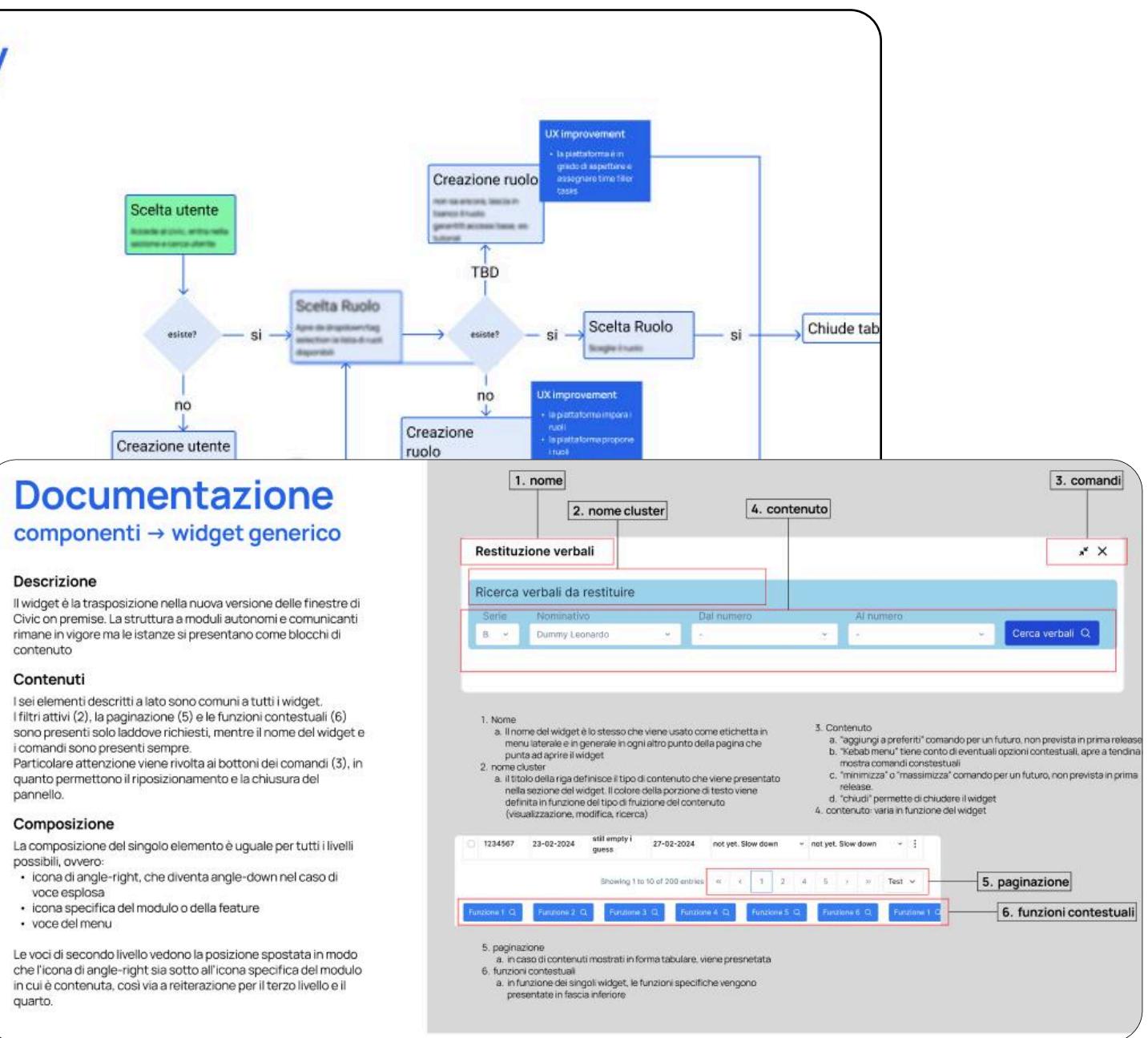
Diagramma di flusso dettagliato per la gestione dei ruoli e dei permessi. Inizia con la scelta dell'utente esistente o no. Se esiste, si passa alla scelta del ruolo disponibile. Se non esiste, si crea un nuovo utente. Dopo la scelta del ruolo, si chiude la tab.

Contenuti

Dettagli sui ruoli disponibili, criteri di selezione, ecc.

Composizione

Struttura modulare con componenti reutilizzabili.



menu items

- Prontuario**: UX improvement, Crea bloccetti, Gruppi Prontuario, Tipi Prontuario, Azioni Prontuario.
- Blocchetti**: Cerca in Prontuario, Categorie Prontuario, Gruppi Prontuario, Tipi Prontuario, Azioni Prontuario.
- Supporto**: Cerca in supporto, FAQ, Manuale, Informazioni su Civic, Contatta assistenza.
- Verbali**: Cerca in verbali, Azione verbali, Gruppi Prontuario, Tipi Prontuario, Azioni Prontuario.

Ricerche salvate

Personalizzazione schermata accesso

Ordine	modulo	azioni
1	Cerca	Nascondi
2	Azioni verbali	Nascondi
3	Ricerche salvate	Nascondi
4	I miei parametri	Nascondi

Personalizzazione schermata accesso

Parametri del profilo

nome parametro	Valore	note	Azioni
Variabile personale	1.5	still empty i guess ma con note che vanno su due righe	modifica azione
Variabile personale	1.5	still empty i guess ma con note che vanno su due righe	modifica azione
Variabile personale	G	still empty i guess ma con note che vanno su due righe	modifica azione
Variabile personale	1.5	still empty i guess ma con note che vanno su due righe	modifica azione

Diagramma e modello dati per un specifico viaggio (assegnazione di ruoli) e mapping UX improvements, e un esempio di documentazione di componenti (manuale utente di manutenzione).

Examples of interactive prototype widgets, which will be used for user testing.

Activities

As a Product Designer, I managed the entire end2end design process:

1. Analysis

- Mapped the client stakeholders' desired outcomes, roadmaps, and concerns.
- Created a research plan.
- Conducted workshops** with operators to map the current user experience of those who work daily with Civic.
- Conducted over 40 hours of interviews with expert client users to understand business logic, highway code elements, and dynamics, and to map the service with a blueprint.
- Independently studied the software** and mapped all elements, patterns, internal standards, and conventions present in the platform.

2. Design

- Proposed **key templates** that encapsulated the most common patterns and could function as "building blocks," allowing the migration of functions from the old product to be as simple as selecting the appropriate pattern and using it for new screens.
- Translated Civic's industry-specific conventions into a **browser-oriented language**, ensuring accessibility and up-to-date design patterns while staying close to the current product.
- Defined a **design system** by adapting the PrimeNG library to the client's tone of voice and coordinated branding.

3. Strategic Support

- Helped define the **product roadmap**, providing tools, methodologies, and activities to redefine the project scope, prioritize the backlog, and establish a collaborative development framework (Scrum adapted to the team's needs).

4. Current Phase

- I am Delivering additional templates for highly specific functions to developers.
- I am Managing the **roadmap and backlog item** prioritization, as well as the product strategy.
- I am Overseeing alignment routines, stakeholder alignment between the client and consultants, and tracked the development team's velocity with corresponding reporting.
- Periodically review frontend development and **flag bugs or discrepancies** with the provided UI.

Outcome

The modular design was successfully implemented, ensuring that pages open clean, initially displaying only the search module. The page **dynamically composes itself** by gradually adding the necessary modules (widgets) based on the user's task progress, enhancing focus and efficiency.

We also introduced the ability for users to save **personalized layouts based on their recurring activities** and roles. This allows for the creation of widget presets that instantly load the optimal interface for specific strategic tasks, significantly reducing preparation time.

Finally, **accessibility and clarity** have been maximized. Every pattern is now accompanied by a clear text label, eliminating previous ambiguous icons and ensuring that texts explicitly explain the function. This removes the need for the operator to recall or interpret functions, drastically reducing errors and the learning curve.

Also:

- New patterns were recognized as fast and functional by Civic's specialized operators.
- A new **AI-ready information architecture** was created, which is much more horizontal and searchable.
- **Guidelines** were established to design new screens in the future, should additional functionality be required.
- Amount of trustability and reliability enough to enable **strategical product activities**

Key learnings

The project is still ongoing, and I have yet to fully process all the lessons learned. However, I can say that:

- In environments without a design culture, both the content and the way it is communicated matter. Non-design professionals are not always accustomed to discuss a product they've invested 25 years in.
- Always look at the glass as half full: even if a screen is inaccessible, outdated, or poorly positioned, the business logic and operational flow might still be excellent.

The image displays two side-by-side screenshots of the Civic platform interface. The left screenshot shows the original modular design, where various widgets like 'Ricerca', 'Blocchetti', and 'Prontuario' are listed on the left sidebar. The right screenshot shows the 'REDESIGNED VERSION', where these widgets are integrated into a single, more horizontal and responsive layout. Both screenshots show a search interface with filters for 'bloccetti', 'data Infrazione (Verbali)', and 'serie (Verbali)'. Below the search is a table titled 'Risultati ricerca righe blocchetti' showing several rows of data. The bottom part of the right screenshot shows a detailed view of a specific record with tabs for 'Dettaglio verbale', 'Dettaglio Ricorso selezionato', and 'Dettaglio Ricorrente'. Buttons for 'Report e Grafici' and 'Annulla restituzione verbali' are visible on the right.

Redesigned platform screens, with both minimized and opened widdgets.

Thank you for your time!
I look forward to your thoughts and feedback.
I'd be happy to connect and continue the
conversation further.

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