

# Kevin Klöcker

Multidisciplinary designer with over a decade of experience shaping products, user experiences, interfaces, and brands that connect meaningfully with people.

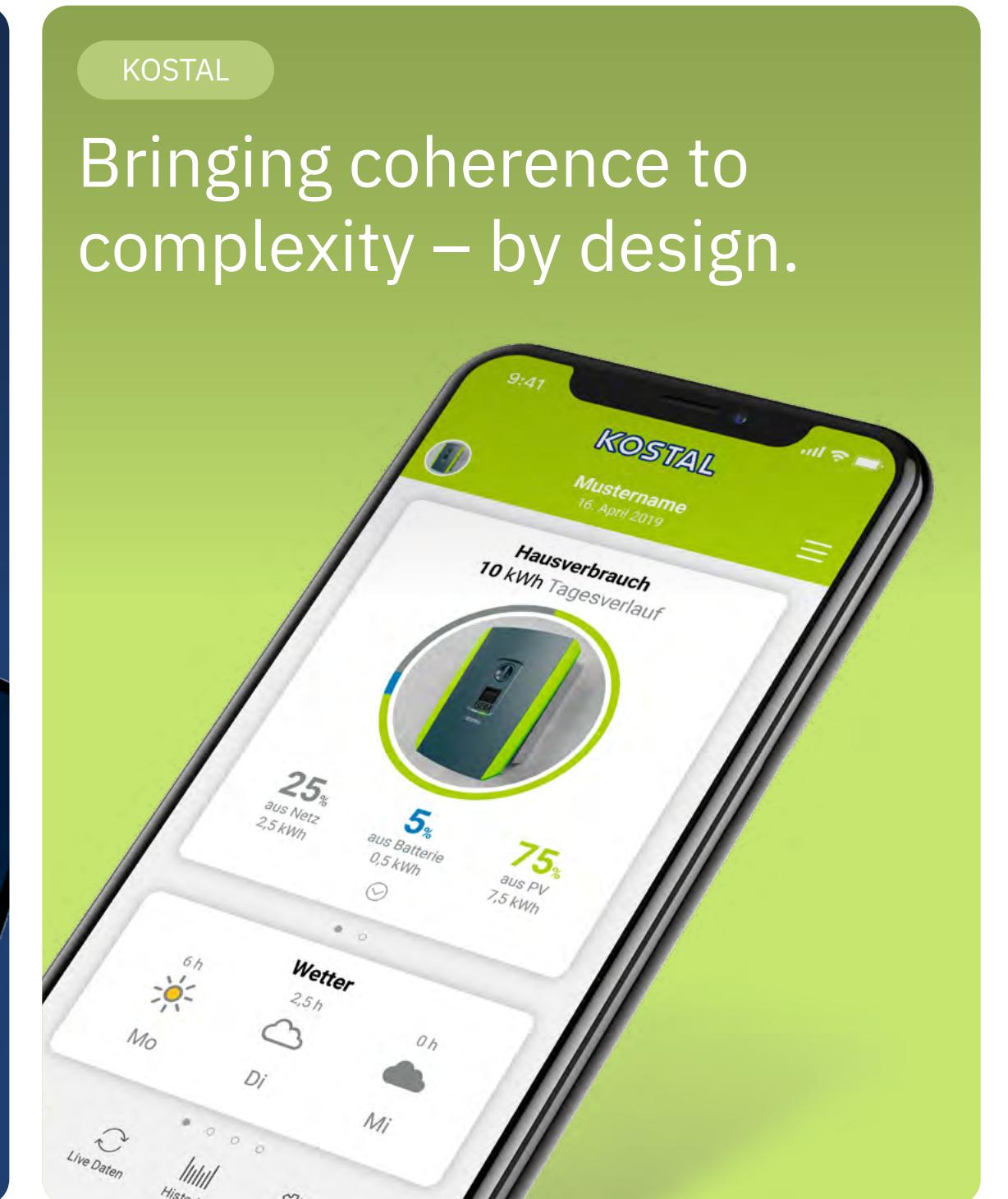
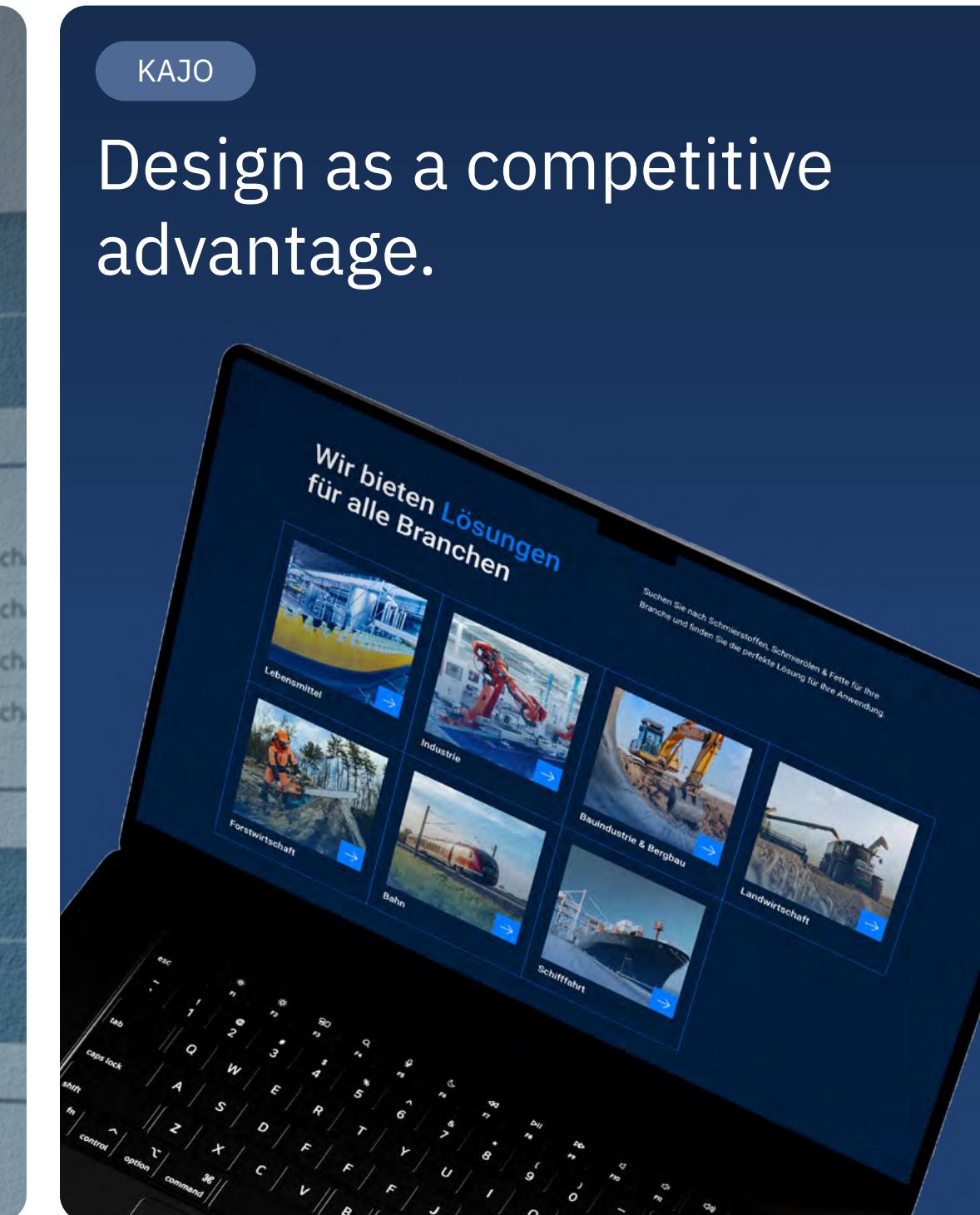
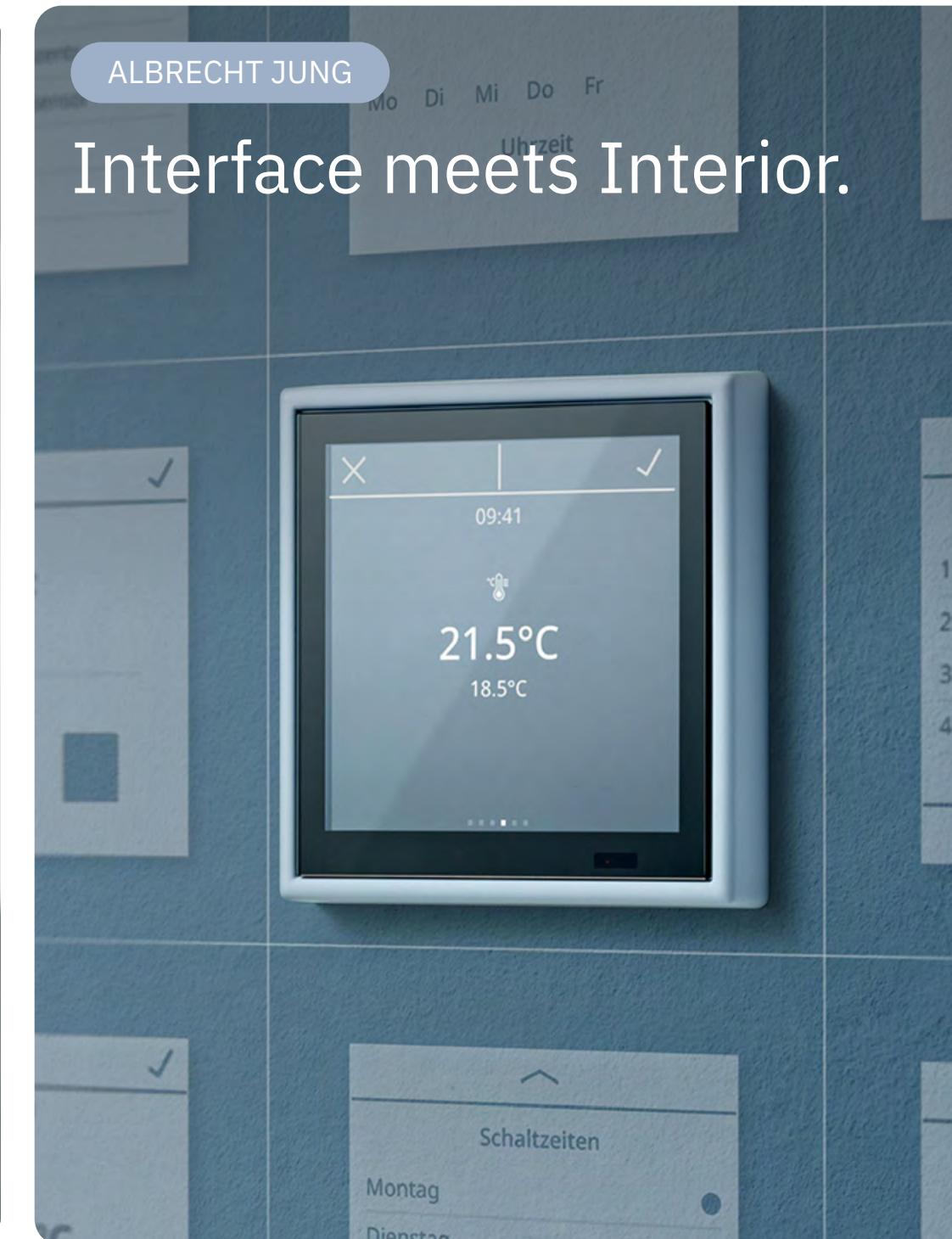
2025

UX & UI

Portfolio

I love creating clarity in complexity, building solutions that are not only well crafted and well considered, but also emotionally resonant and designed to feel as good as they function.

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# From insight to interface: a UX built on real behavior

Redesign the user interface of the FILKA coffee machine to improve everyday usability while preserving the brand's premium appeal.

Duration: 5 Month

Client: SEVERIN Elektrogeräte GmbH

Role: Product Owner, Lead UX & UI Designer

Responsibilities: Full scope UX & UI Process

Product Relaunch

Physical & Digital UI

User Flow Optimization

## GOALS

Provide an easy overview of all the key features of the FILKA • Improve user guidance and the overall usability • Preserve the brand's premium appeal with a convincing product re-launch.





#### CHALLENGE

Transform a complex and technically capable product into an intuitive experience – based on real user feedback, without changing the existing hardware. The product was technically strong, but users found the interface difficult and unintuitive – especially during setup and everyday use.

**Analyse und Bewertung FILKA**  
Übersicht

**Betrachtung bestehender Severin Produkte**  
Fokus UX/UI

**Analysen und Bewertung FILKA**  
Bewertung UX/UI

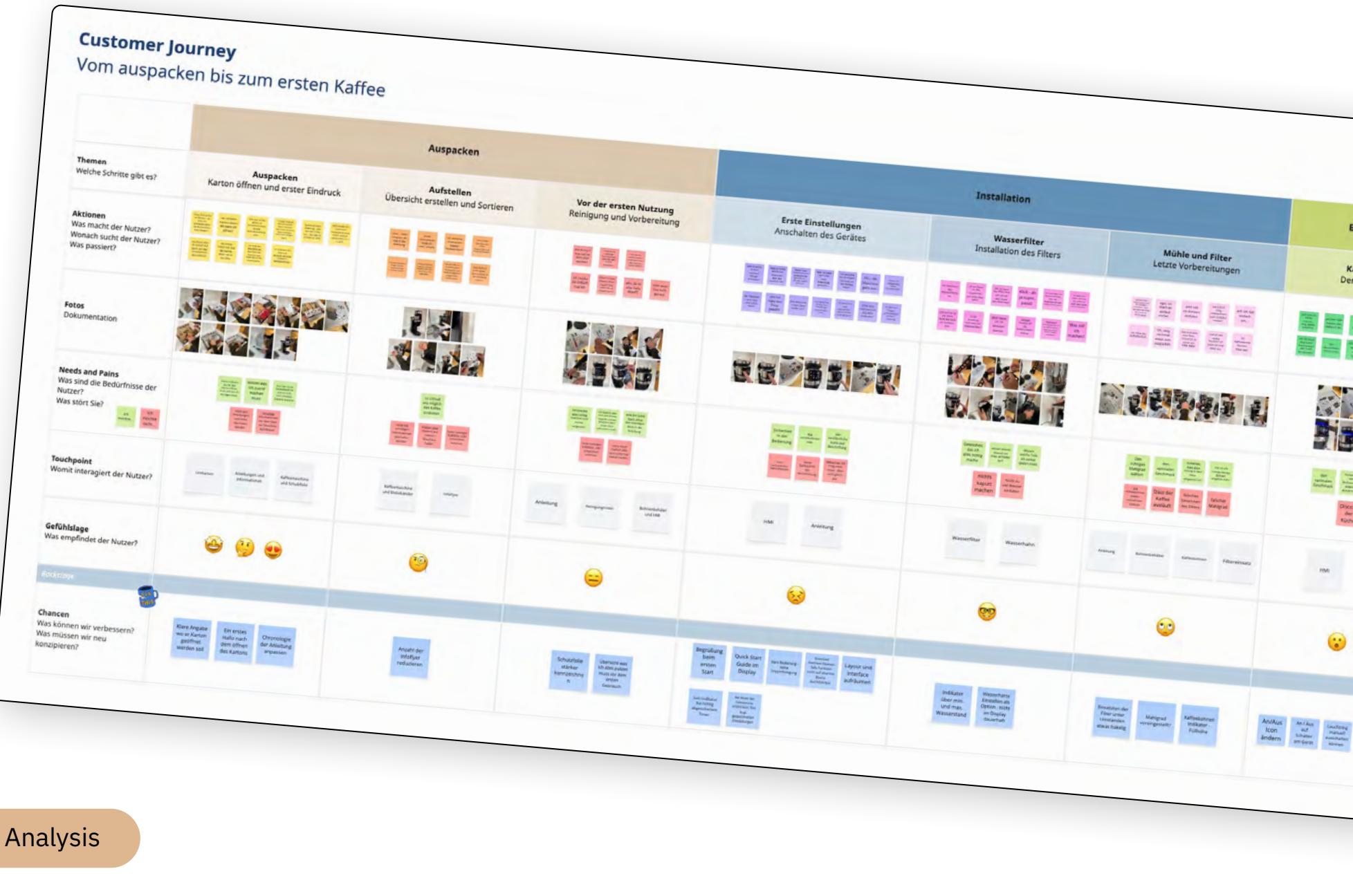
**Wettbewerbsrecherche**  
Fokus UX/UI

**Analysen und Bewertung FILKA**  
Bewertung UX/UI

**Wettbewerbsrecherche**  
Einordnung nach Kosten und Aufwand

**Analysen und Bewertung FILKA**  
Bewertung UX/UI

**Technology Basics - Display and HMI**  
Structure and evaluation



### Research & Analysis

### FIRST IMPRESSIONS & KICK-OFF

During FILKA setup and testing, we identified initial UX pain points and uncovered first optimization opportunities. To establish interface benchmarks in the coffee machine market, we conducted comprehensive competitive analysis.

### KEY DECISIONS:

- Selected new TFT display with development team for enhanced design flexibility
- Maintained existing capacitive button layout due to PCB size constraints
- Worked within hardware limitations while maximizing UX improvements

## Kevin Klöcker

**The host**

**Needs & Wishes**

- Good quality coffee
- Freshly ground coffee beans
- Flexibility - for me / for guests
- Coffee at the touch of a button

**Frustrations**

- When preparing coffee for guests, there's always something that needs to be cleaned up.
- When cleaning, it's often complicated and time-consuming.
- Not suitable for all my guests.

**Description**

Coffee is part of the family, almost a fifth family member. Everyone drinks at least one cup of coffee every day. It is also important to have enough coffee when visitors come (frequently) or for one of the many birthday parties. The guests should feel comfortable, good coffee is part of it.

**The coffee lover**

**Needs & Wishes**

- Excellent quality coffee
- Full control
- Individual settings
- Freshly ground coffee beans

**Frustrations**

- I buy my coffee beans from a small roastery, and it's worth the extra effort. That's why I always want to make sure they're fresh.
- When the coffee is too strong, it's missing complexity.
- Cold coffee is disappointing.
- It's not always possible to be present during the brewing process.
- Outdated design.

**Description**

I buy my coffee beans from a small roastery, and it's worth the extra effort. That's why I always want to make sure they're fresh. I'm a coffee connoisseur. I like to experiment with different brewing methods. I'm always trying new coffee and getting the best out of it.

**The teacher**

**Needs & Wishes**

- Always have coffee at hand
- Self-explaining device
- Good Quality coffee
- Individual adjustments possible
- Coffee must be a quick thing

**Frustrations**

- Must have my favorite cup.
- Security and ceremony.

**Description**

When the whole collegium arrives in the morning or during the break, everyone is by the coffee machine and has a cup in their hand. It's almost like a ritual and if you're lucky there's even time for some small talk. The only annoyance is when the coffee is empty or the machine needs cleaning. I think coffee is what keeps us going.

**The early bird**

**Needs & Wishes**

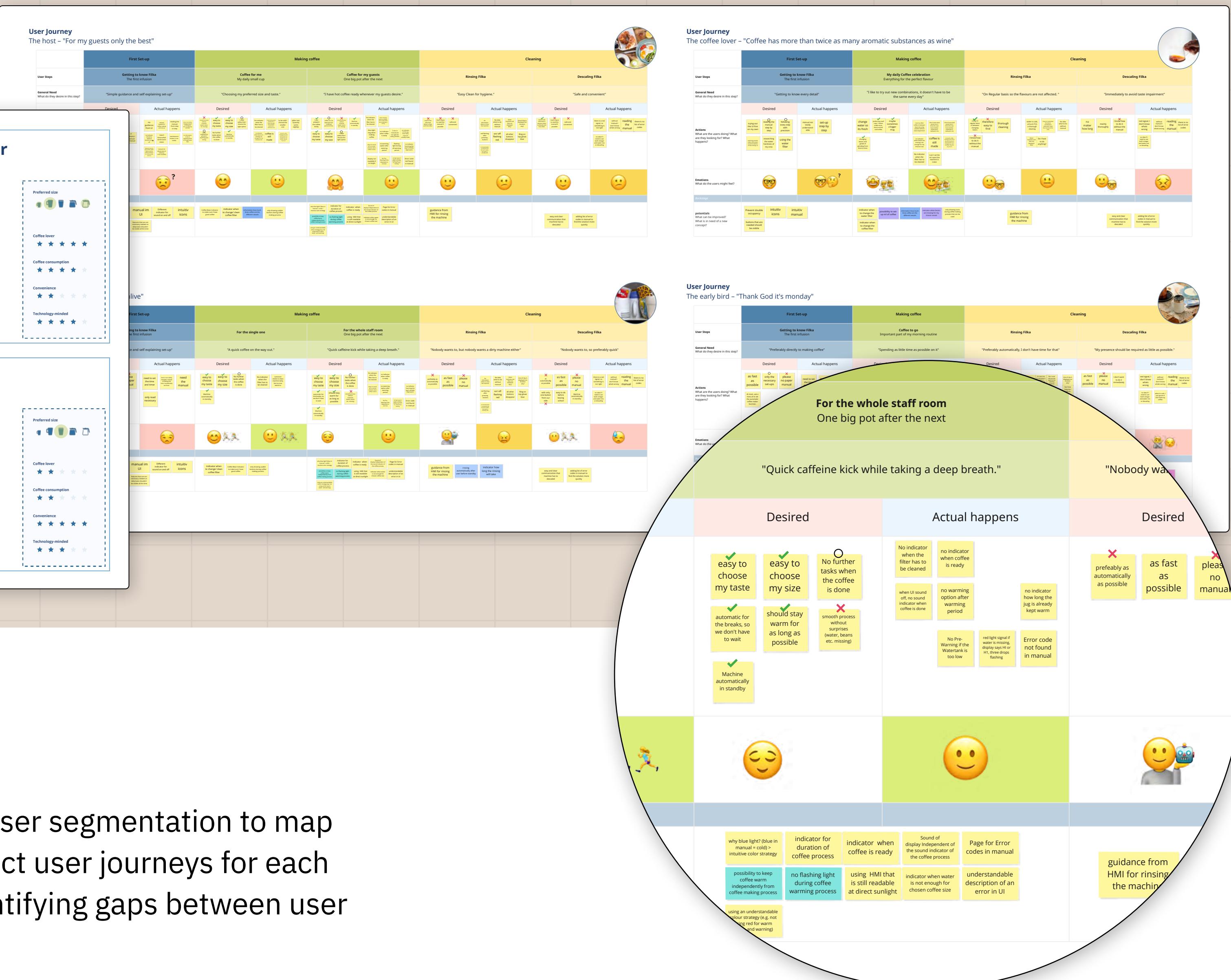
- Convenience
- Smooth without bitterness
- My coffee must be community
- Easy and ceremony

**Frustrations**

- With the ring of the alarm begins a new day, new challenges, some sports in the morning and finally back to work - it's a beautiful start into the new week.
- A very distinctive morning routine ensures that the coffee is finished while getting ready in the bathroom - just in time to screw a lid on the cup and head off to work.

**Description**

With the ring of the alarm begins a new day, new challenges, some sports in the morning and finally back to work - it's a beautiful start into the new week. A very distinctive morning routine ensures that the coffee is finished while getting ready in the bathroom - just in time to screw a lid on the cup and head off to work.



## Research & Analysis

### USER JOURNEYS

FILKA's diverse target audience required detailed user segmentation to map specific needs and requirements. We created distinct user journeys for each segment, uncovering hidden opportunities and identifying gaps between user expectations and the current UX.

**Potential Cluster**  
Focus UX/UI

General UX improvements	Coffee making process	Maintenance	First Use
Prevent double occupancy manual in UI guidance in UI buttons that are needed should be visible buttons to use and indicators of what is needed	only showing water level during coffee making process indicator for duration of coffee process possibility to set up ml of coffee indicator when coffee is ready information how much litres coffee are the different vessels indicator when water is not enough for chosen coffee size	indicator when to change the water filter reminder to change water filter every two months indicator when to change the coffee filter Coffee Bean Indicator to know if there is good coffee understandable description of an error in UI choice to turn reminder from machine off or on	guidance for quick set-up welcome note from machine

**The Host**  
Conclusion

The existing features and functions are alright, but the user lacks certain guidance and indicators about what they are doing and whether they are doing everything right e.g. Setup, cleaning, etc.

Most important & desired features			
easy and convenient selection of my size	keeping coffee warm - individual settings for each vessel	indication on water tank/size of the vessel per cup	indication about the status of the coffee brewing process
Biggest Pain Points			
not enough information about cleaning, warming plate, etc.	UI not intuitive - especially for cleaning	No information about real water filter, descaling, cleaning etc. in general	Flashing light (LED ring) during the coffee warming process
Desired Statement			
<i>"I love my FILKA because... I have the option to make both a cappuccino and a whole pot of delicious coffee with the push of a button – and I can't do anything wrong."</i>			

**The Coffee Lover**  
Conclusion

The user is happy about the many settings (grind, coffee strength), but would like to have more individual features such as water amount per cup. Everything that could affect the coffee flavor is important but needs to be more intuitive to use.

Most important & desired features			
Choosing the grinding grade and coffee strength	Individual coffee settings (ml)	Using an always clean water filter	easy and fast cleaning process
Biggest Pain Points			
Not enough individual settings to get the most out of the coffee	UI not intuitive - especially for cleaning	No information about how much coffee (ml) per cup	Flashing light (LED ring) during the coffee warming process
Desired Statement			
<i>"... it allows me to try out different coffee beans and new variations to find my absolute favorite setting with an easy cleaning it makes sure flavors are not affected."</i>			

**The teacher**  
Conclusion

The existing features are alright, but due to counterintuitive design it is not convenient for everyone to find the right size and/or settings. Also the lack of an easy cleaning is a big pain point.

Most important & desired features			
Quick and convenient selection of my size	Easy change of coffee settings (ml)	Keeping coffee warm for a long period of time	Indication about the status of the coffee brewing process
Biggest Pain Points			
UI not intuitive - especially for cleaning	No information about real water filter, descaling, cleaning etc. in general	Flashing light (LED ring) during the coffee warming process	Coffee filter change
Desired Statement			

**The early bird**  
Conclusion

The flexibility of using any kind of vessel is very appreciated. The timer function works well until you forget to turn it on and forget to change the coffee filter.

Most important & desired features			
easy and convenient selection of my size	Indication about the status of the coffee brewing process	easy and convenient timer	
Biggest Pain Points			
Desired Statement			

**MoSCoW**  
Priorisation of Potentials

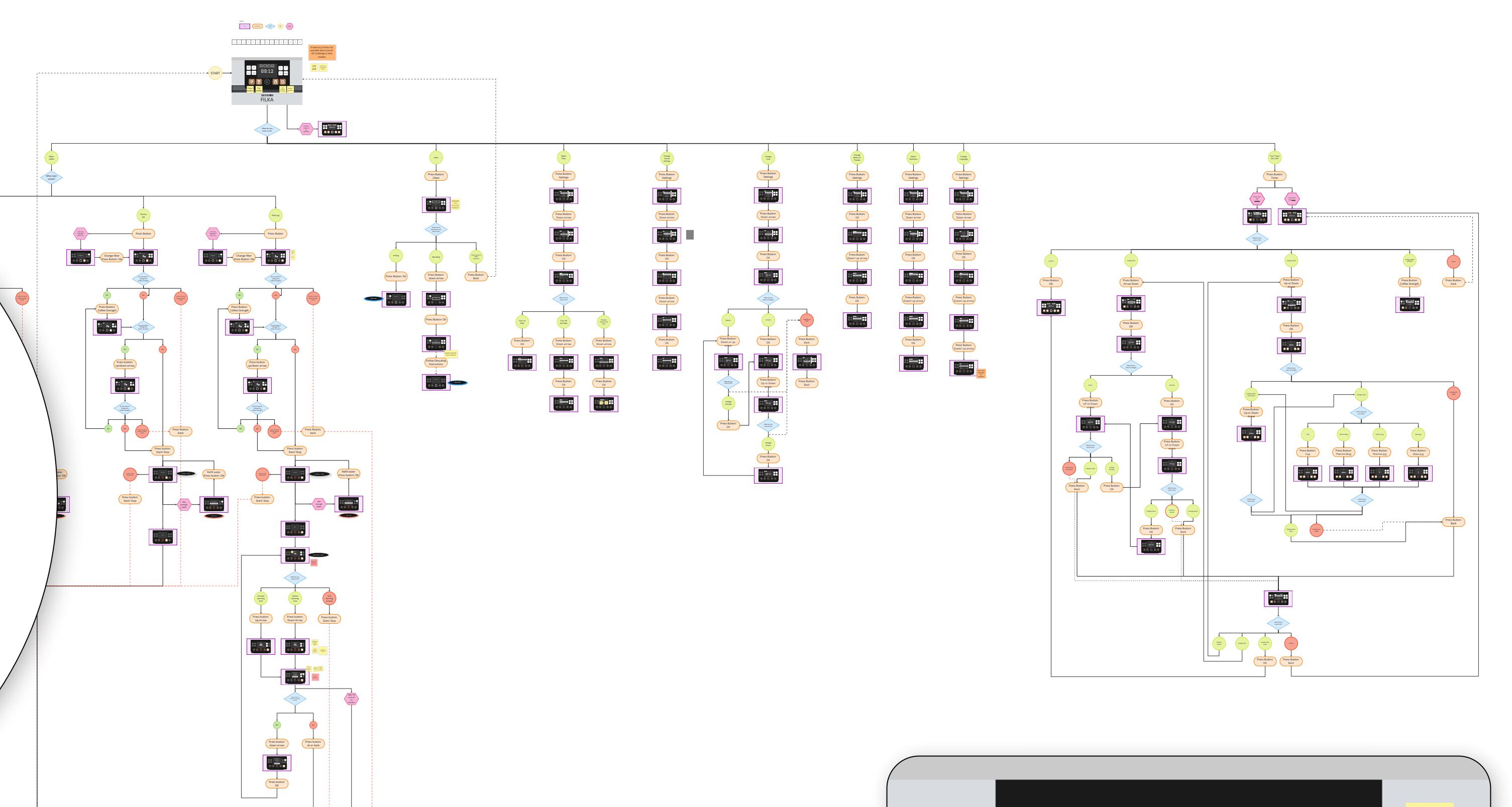
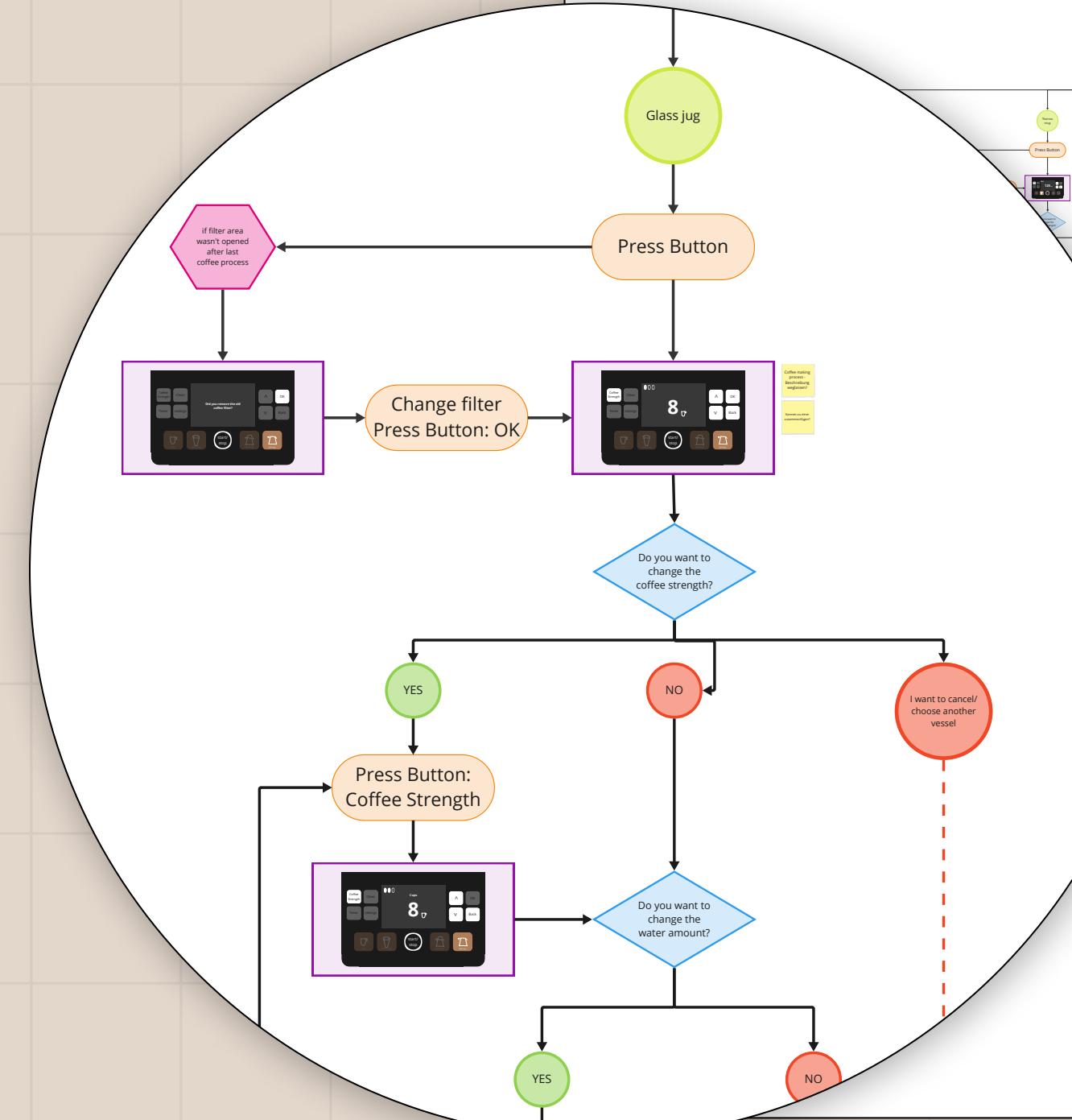
Must Have			Should Have		
understandable description of an error in UI (descaling, water missing etc.)	easy and clear communication that machine has to be descaled	understandable indicator of warming process (glass jug)	indicator/ reminder to clean the coffee filter	guidance from UI for rinsing machine	guidance from UI for descaling machine
Fast and convenient selection of my size	understandable indicator when water is missing (instead von H1 error code)	understandable meaning of light signal during coffee making process (LED ring)	easy and intuitive setting of warming duration	indicator when coffee is ready	using an understandable colour strategy (e.g. not using red for warm water and warning)
functions that are needed should be visible features that are not needed on daily basis shouldn't be visible all the time	no double occupancy of buttons and interface elements	intuitive and understandable icons and/or descriptions of buttons and other interface elements	indicator for duration of coffee process		
Could Have			Won't Have		
guidance for quick set-up	welcome note from machine	indicator/ reminder when to change the water filter	rinsing automatically after use/ before standby	possibility to keep coffee warm independently from coffee making process	individual time setting (Warming plate)
indicator how long the rinsing will take	possibility to set-up ml of coffee	information how much litres coffee are the different vessels	indicator when water is not enough for chosen coffee size		

## OPPORTUNITY MAPPING

We consolidated overlapping opportunities across all four user groups, clustered them by touchpoints with FILKA, and prioritized using the MoSCoW method.

## PRIORITY UX IMPROVEMENTS:

- Simplified button functionality (no dual purposes)
- Self-explanatory icons and interface elements
- Smart feature visibility (hide non-essential functions)
- Clear error messaging and status indicators
- Intuitive warming process feedback
- Proactive maintenance reminders



## Ideation

## USER FLOW

Creating user flows helped us analyze and visualize individual functions like keep-warm, brew strength adjustment, and cleaning modes. Based on identified opportunities, we optimized the user flow and developed initial wireframes for button layouts and screen content.



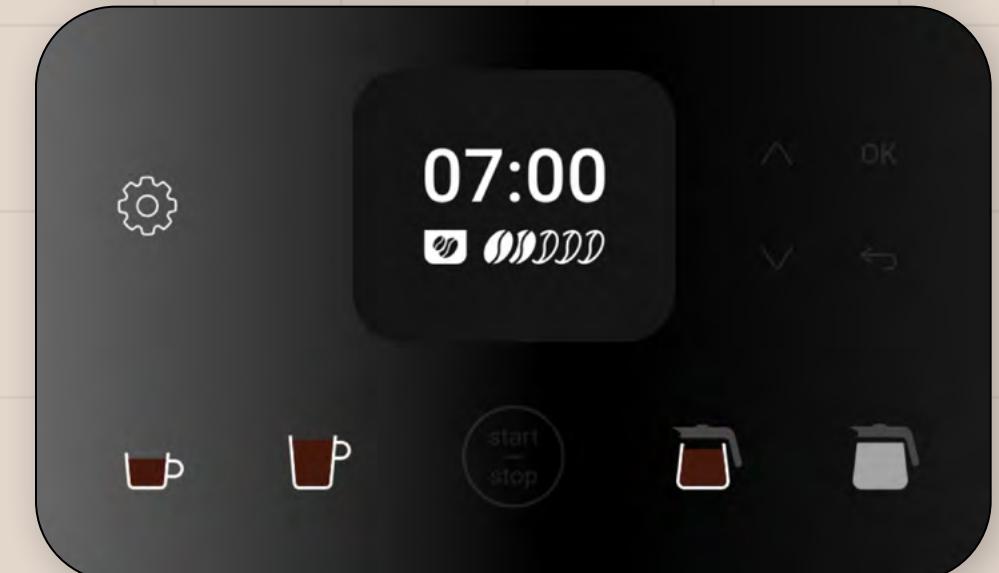
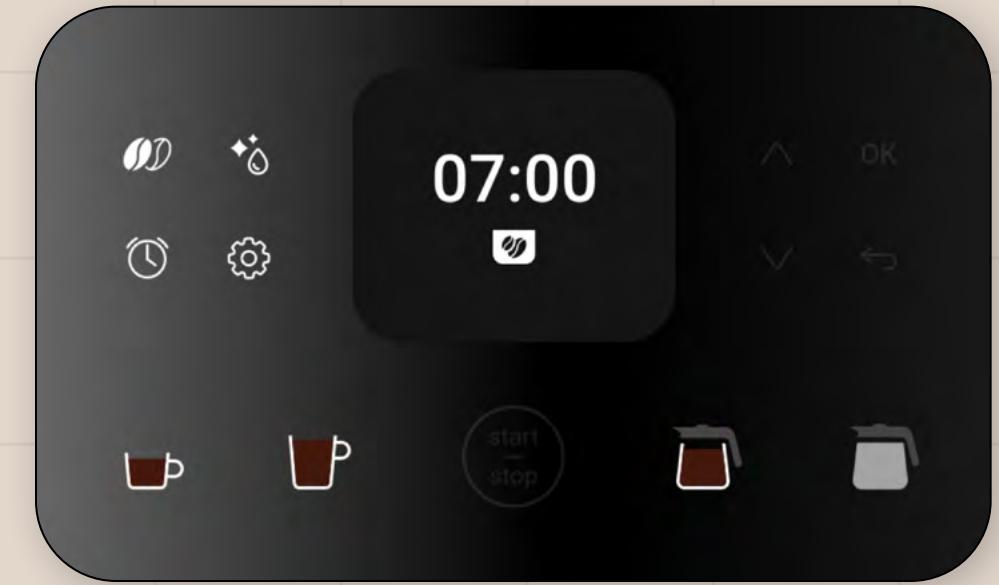
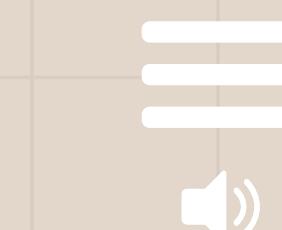
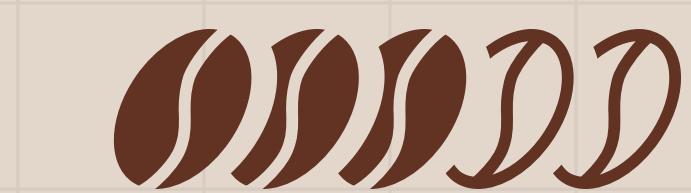
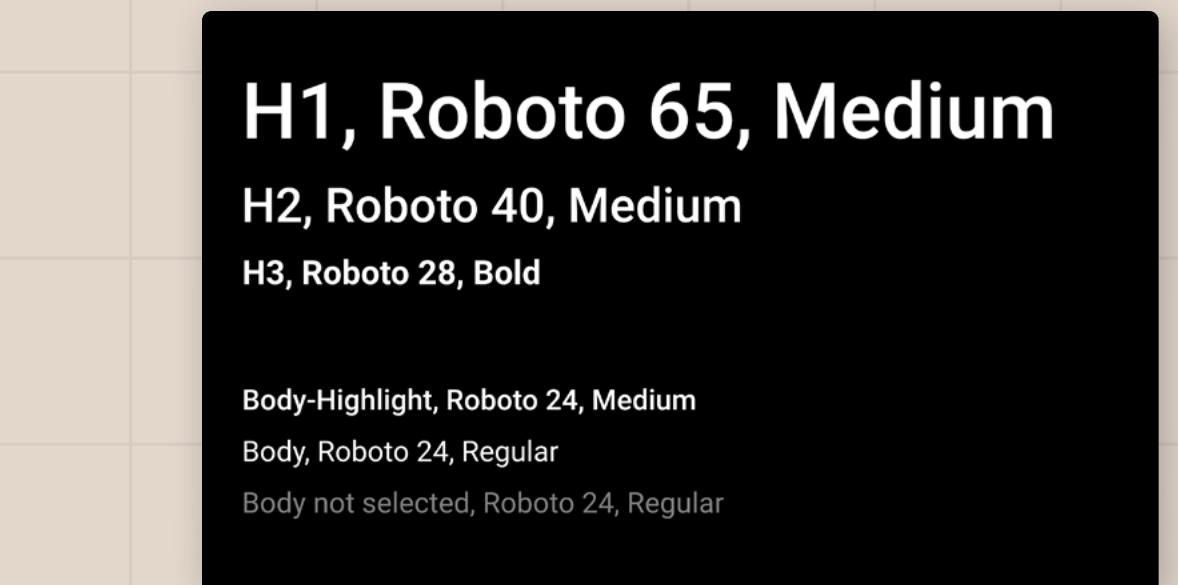
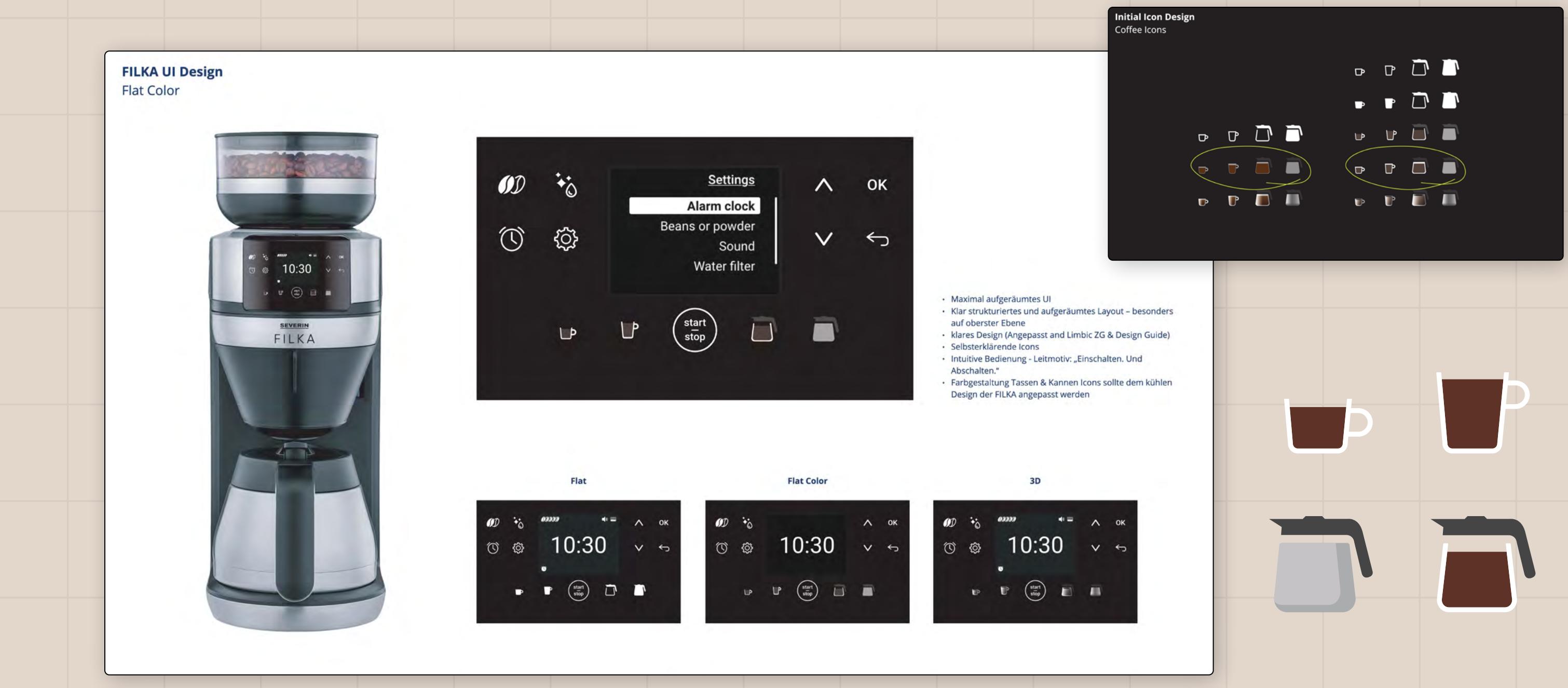
Ideation

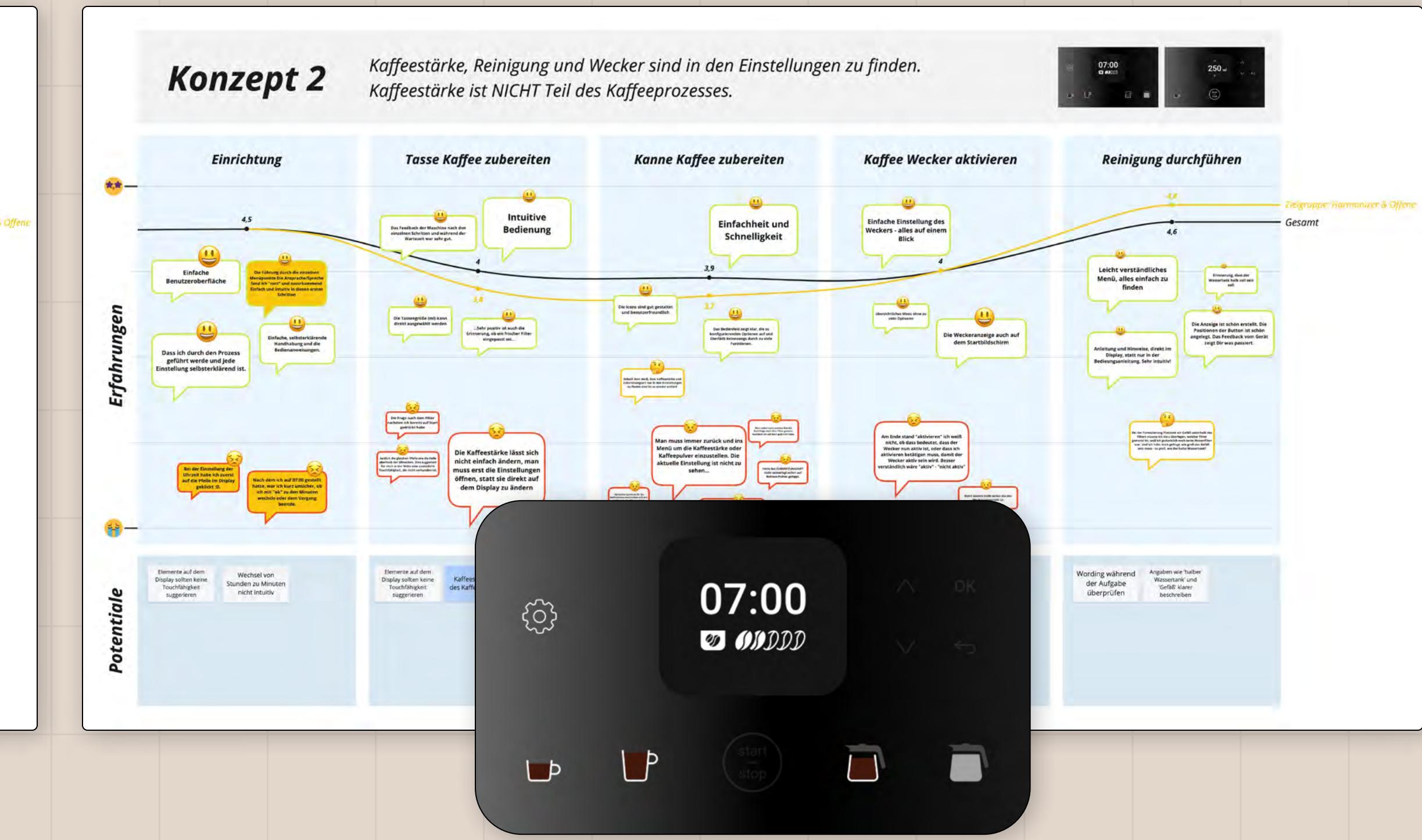
## INTERFACE DESIGN

User flow insights enabled us to consolidate improvements into two distinct concepts, differing primarily at the top level—button arrangement and content. To prepare for user testing, we refined the UI and adapted it to technical constraints (screen size and resolution).

- Designed and tested various icon concepts for intuitive, text-free navigation
- Created cohesive color palette for error states and content display, aligned with SEVERIN brand guidelines
- Explored multiple menu structures integrated with adjacent button layouts
- Focused on self-explanatory iconography (e.g., coffee beans vs. ground coffee indicators)

SEVERIN





#### Testing

#### USER TESTING: CONCEPT A VS. B

Using an interactive prototype, we conducted task-based user testing with detailed feedback collection after each interaction. The testing focused on comparing two button layouts: a minimalist approach with nested functions versus a comprehensive top-level feature display.

#### KEY USER TESTING RESULTS (N=104):

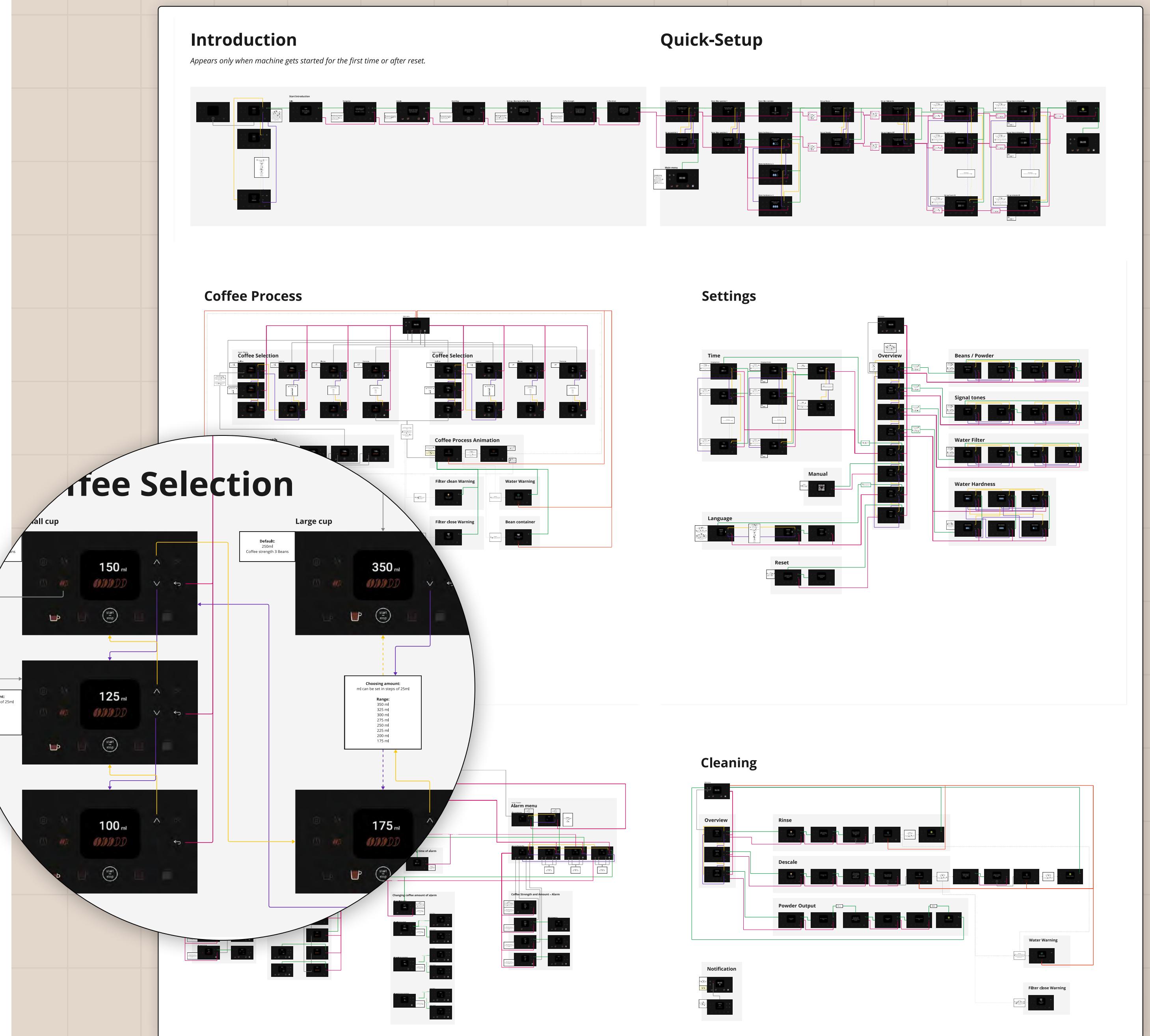
- 97% overall satisfaction rate
- Interface perceived as simple and intuitive
- Icons were clear and understandable
- Users prefer core functions visible at top level
- Brew strength should be easily accessible, not buried in settings
- Room for improvement in menu navigation logic and wording

Design Refinement

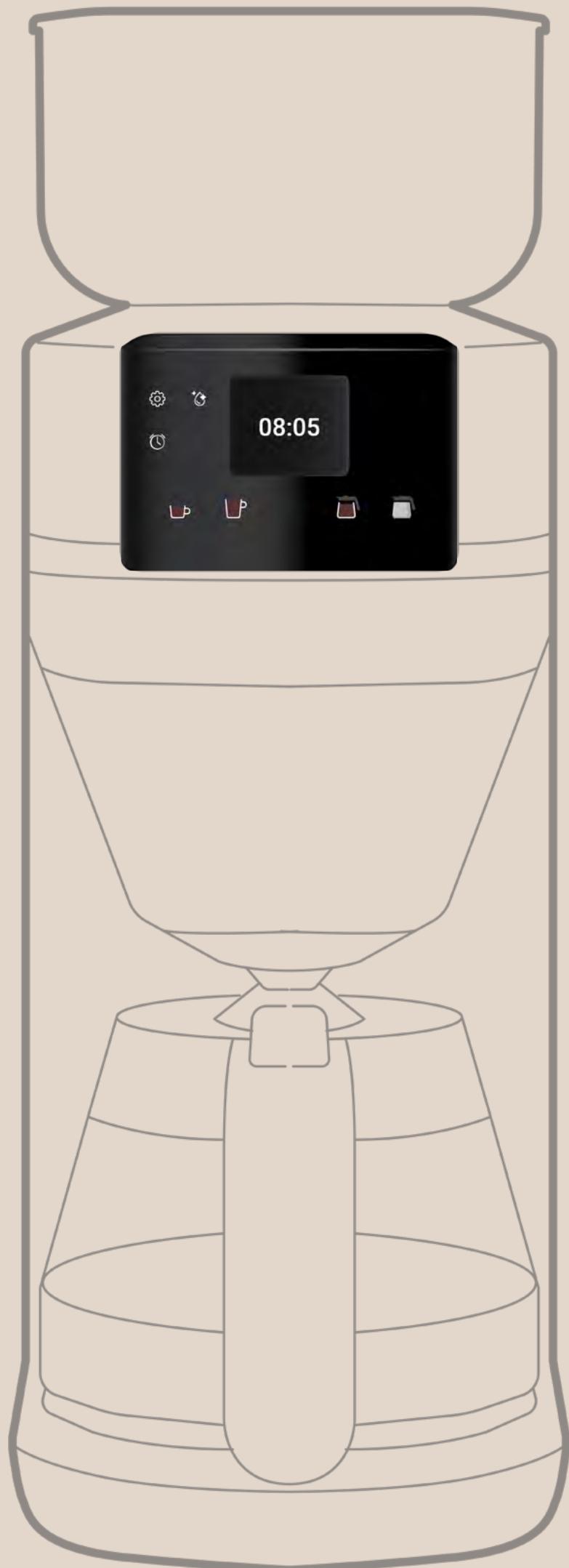
## HI-FI PROTOTYPE DEVELOPMENT

Following multiple iterations and functional adjustments based on testing results, we created a comprehensive hi-fi wireframe for developer handoff, including all functions, settings, and user touchpoints.

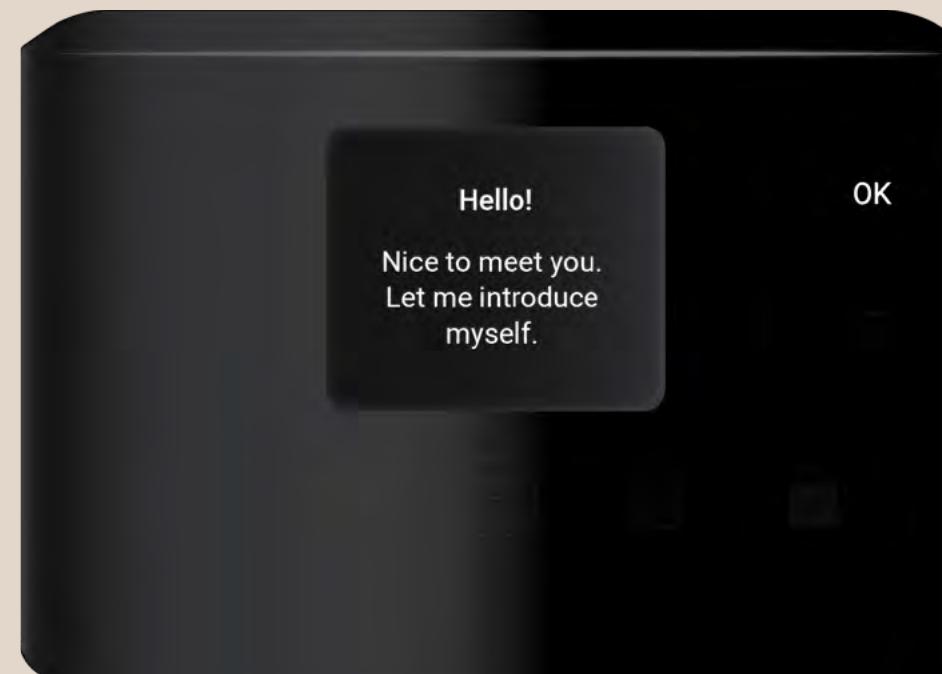
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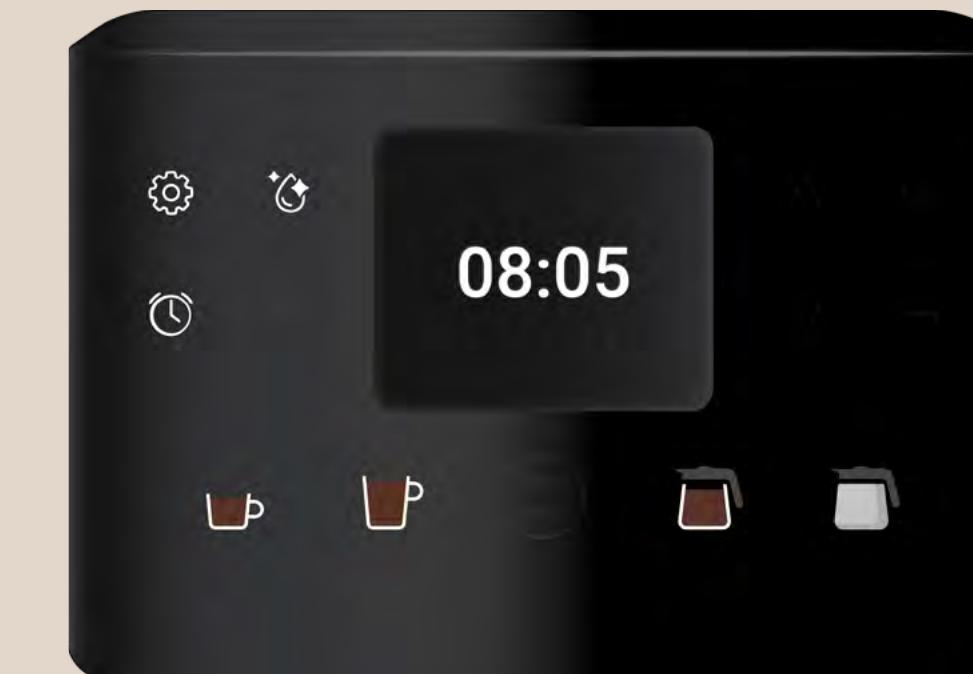
WHAT WE FOCUSED ON:



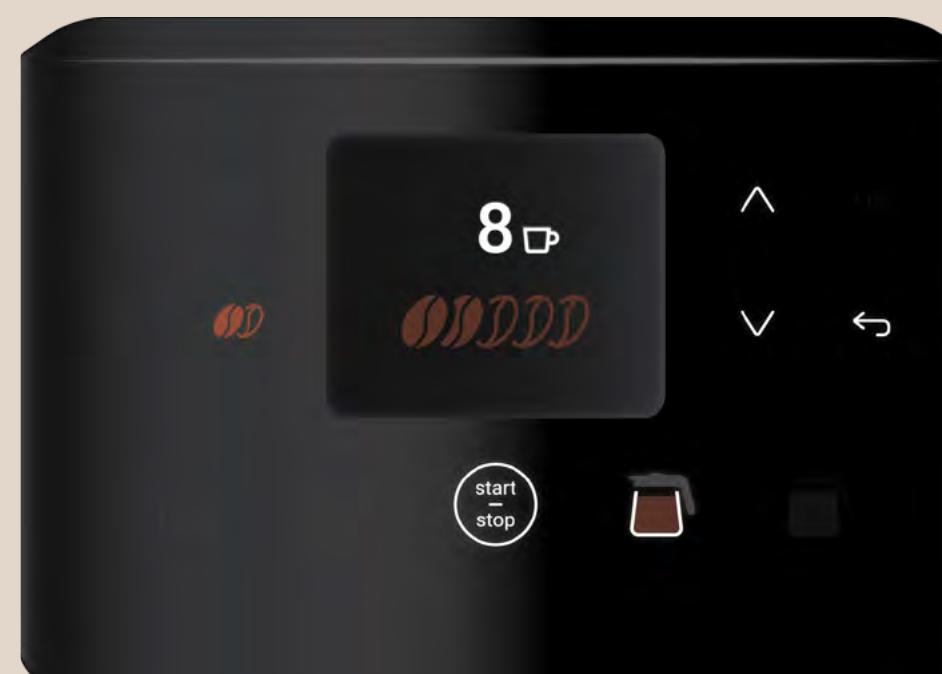
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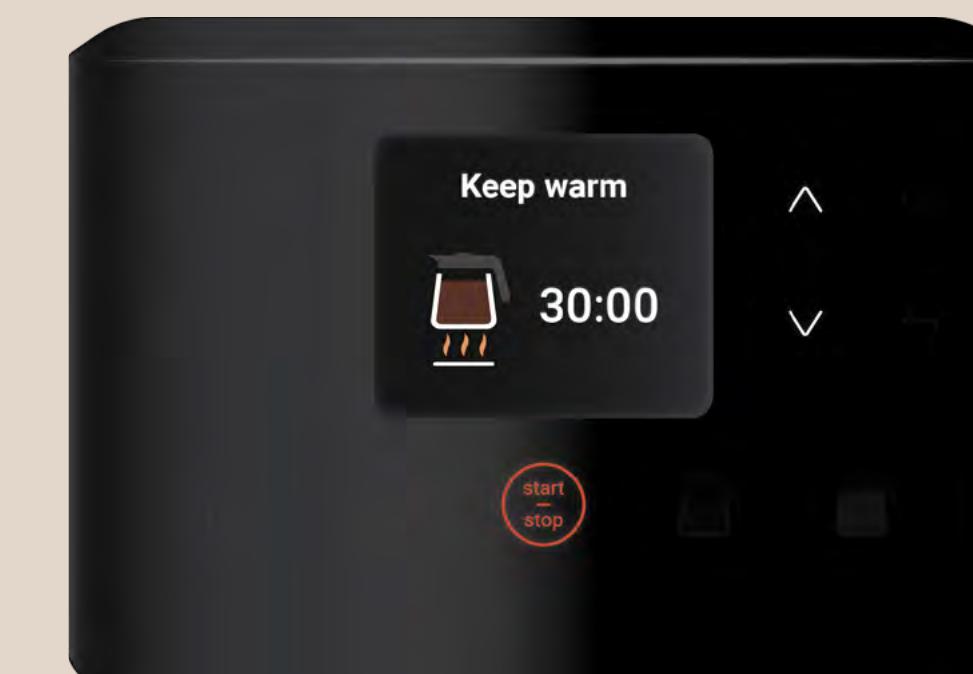
A streamlined onboarding flow guiding users through essential setup configurations with error-proof interactions.



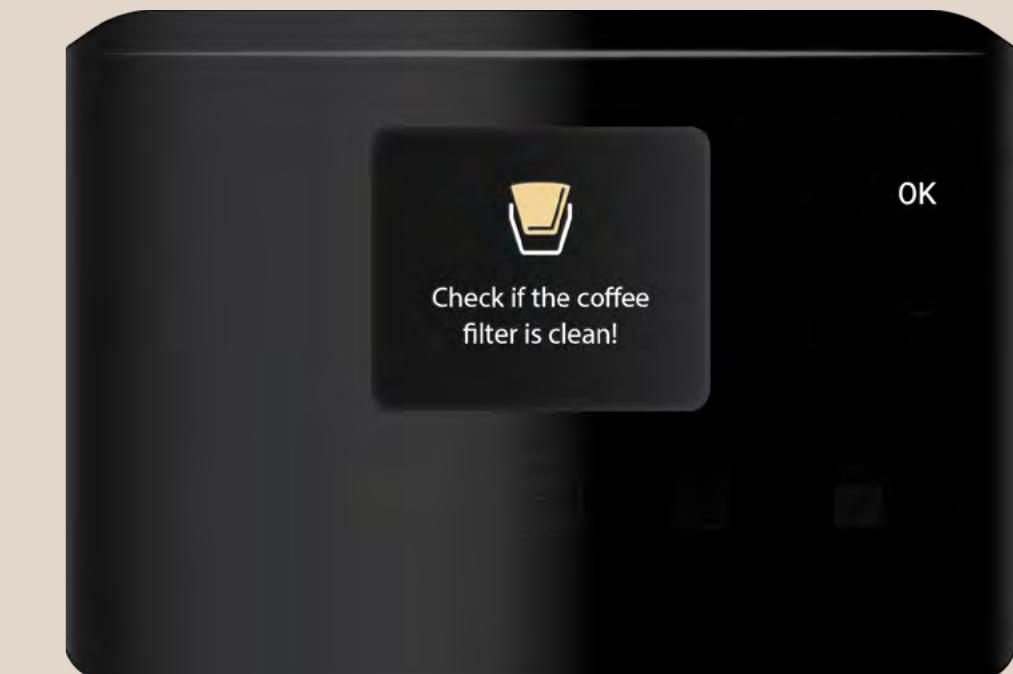
A clean layout featuring essential functions at top level, with non-essential features hidden to reduce interface complexity.



Brew strength and cup quantity controls designed for intuitive adjustment. Context-aware buttons displaying only active, relevant options.



Customizable keep-warm duration for glass carafe with countdown timer providing clear feedback on remaining time.



Contextual reminders placed strategically to prevent malfunctions and user frustration.



Manual integrated into settings via QR code to eliminate need for physical instruction searching.

## DESIGN IMPACT & SOLUTIONS

Through user-centered design validated by 104-person testing, we transformed FILKA's interface by implementing contextual feedback systems and restructuring the information architecture. Key improvements included elevating frequently used features to top-level access, creating context-aware displays that show only relevant functions, and designing a streamlined onboarding flow.

## KEY DESIGN PRINCIPLES:

- Progressive disclosure to minimize interface complexity
- Error prevention through strategic UI patterns
- Cohesive visual system with self-explanatory iconography
- Enhanced accessibility via clear visual hierarchy and feedback systems



# Interface meets Interior.

Develop a smart interface that blends seamlessly into high-end architecture, focusing on clarity, elegance, and intuitive control.

Duration: 2 Years  
Client: ALBRECHT JUNG GmbH & Co. KG  
Role: Product Owner, Lead UX & UI Designer  
Responsibilities: Full scope UX & UI Process

Embedded UI   Smart Home   Minimal Design

## GOALS

Design a monochrome interface system that adapts seamlessly to JUNG's Les Couleurs color range • Prioritize intuitive, fast interaction patterns with exceptional visual clarity for complex KNX controls • Maintain consistency with JUNG's premium design language and quality standards



CHALLENGE

Design a sophisticated KNX smart home interface for luxury architectural integration while maintaining JUNG's premium standards. Balance aesthetic minimalism with functional clarity – enabling fast, intuitive control of complex building automation through a flexible monochrome system that can be matched with the JUNG LS990 Les Couleurs switch system.



## PROJECT DEFINITION

With no clear initial brief, we partnered with JUNG from project inception to co-define the challenge. Together, we established the vision for a distinctive smart home controller that bridges design, functionality, and aesthetics—specifically tailored for the premium market. From the outset, Le Corbusier's Les Couleurs range was identified as a critical design foundation.

**Ideation Konzept 03**

Rahmen Steuerung, Tutorial Modus, Ambilight, Individualisierung, Wipp-Schalter, On/Off Funktion

**Stakeholder & User 02**

Fokusgruppen:  
Haus- oder Wohnungseigentümer im gehobenen Wohnungsbau, sowie Architekten

Bea  
Desginafine Hauseigentümerin

**Innovation Gap**

Hybrides Produkt als Einheit aus Interface und Design-Rahmenelement

JUNG  
Next Generation Room Controller

Benchmark Raumcontroller

Benchmark physische und digitale Hybride

Digital and flexible Interface

### Gestaltungskonzept

Raster und Bedienelemente

**Raster**  
Die Größe des Rasters entspricht der Anzahl der Funktionen bis zu 9 Funktionen + Rahmen.  
Die Positionen der Funktionen können nach individuellen Wünschen definiert werden oder sortieren sich automatisch nach Häufigkeit der Nutzung in entsprechender Reihenfolge.

**Bedienelemente Hauptbedienebene**  
Die Ablage der Funktionen läuft im Raster von links nach rechts und von Zeile zu Zeile

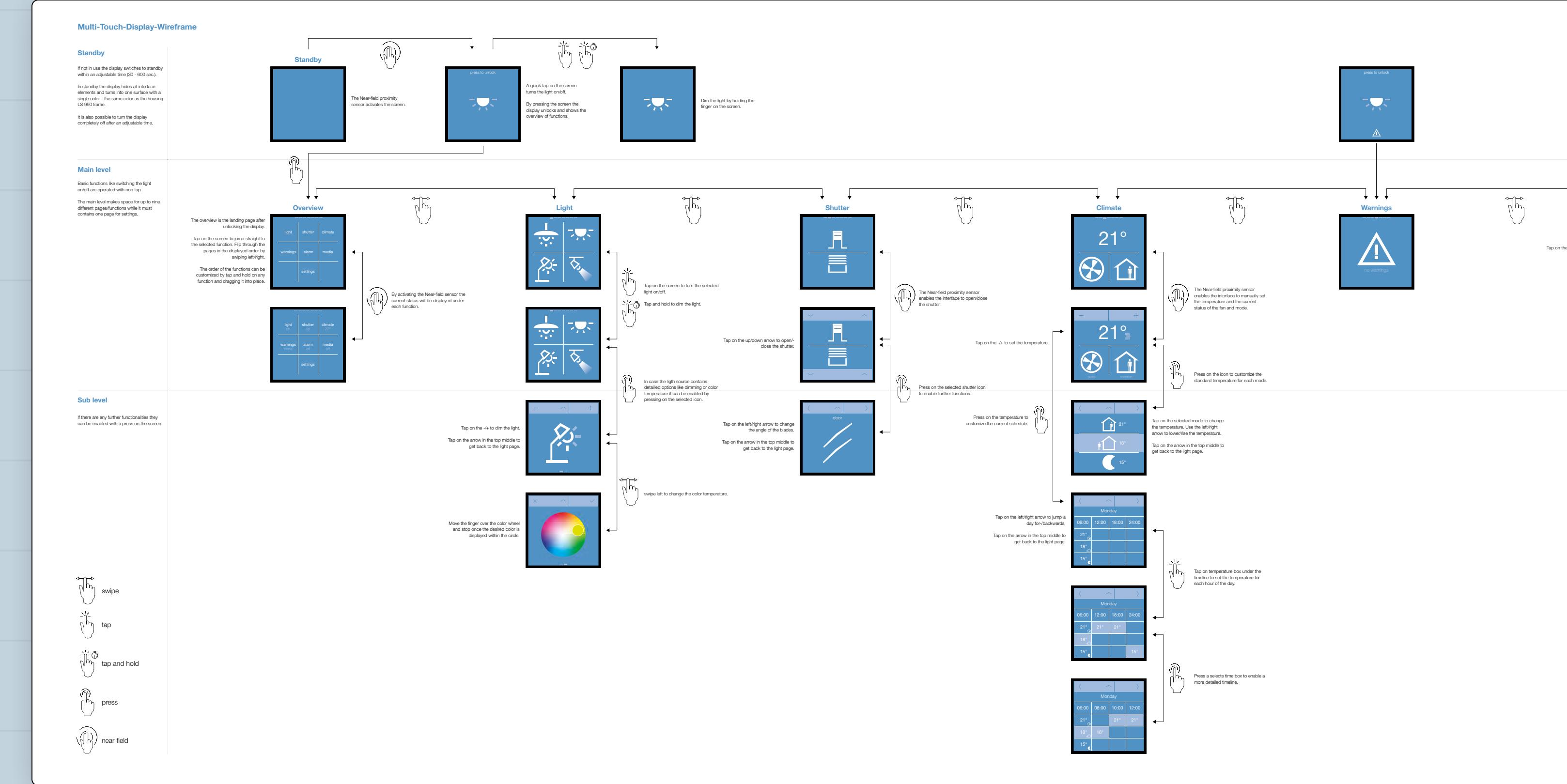
**Bedienelemente Unterbedienebenen**  
Die Detailinstellung einzelner Funktionen liegen unterhalb der jeweiligen Funktion in der Hauptbedienebene. Möchte man eine Detailfunktion wieder verlassen, ist dies immer im vertikalen Ablauf nach oben möglich.

So bleibt die Logik des Rasters in der Bedienung erhalten. Für den Nutzer eine logische Konsistenz in der Bedienung.

Die Gestaltung der Bedienelemente und Raster orientiert sich an der Schalterserie LS 990. Die Serie ist mit seinen puristischen Designsprache besonders elegant, konsequent, architektonisch stilistisch und zeitlos.

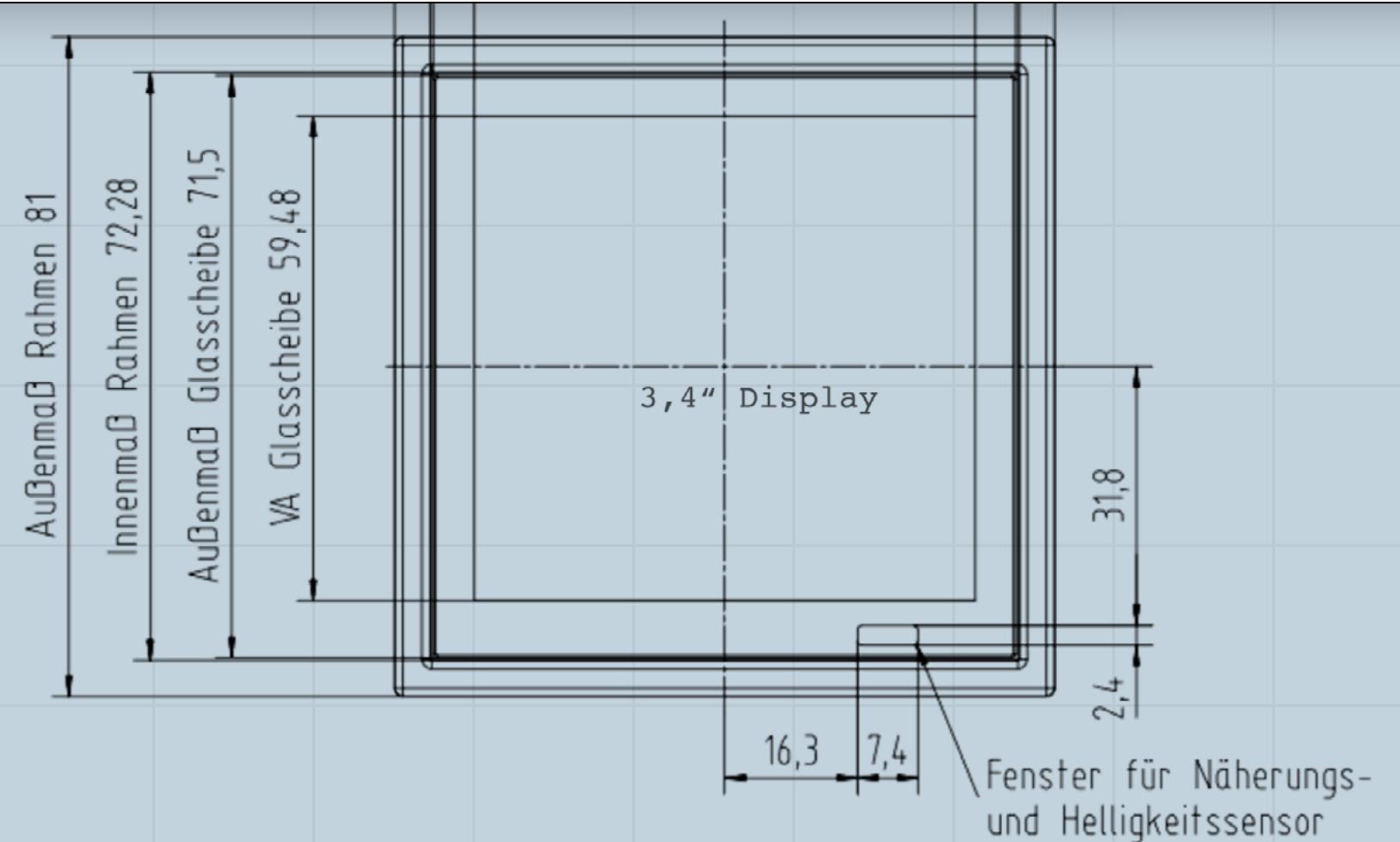
**Standby**  
Beim Quick-Tap erscheint zentriert im Display das Lichtsymbol in weiß.  
Der Kontrast ist bewusst stark.  
Das Symbol kommt ohne Beschriftung aus.

swipe  
tap  
tap and hold  
press  
near field



## INITIAL CONCEPT DEVELOPMENT

After mapping all required functions from the specification catalog — lighting control, heating, multimedia, and others — and establishing the technological foundation as a touch display, we developed initial interaction concepts and lo-fi wireframes for a first look & feel.





## Split Controll

**Status Quo**

**Zusatzfeatures**

**Alles auf einer Seite**

**Zusätzliche Detailseite**

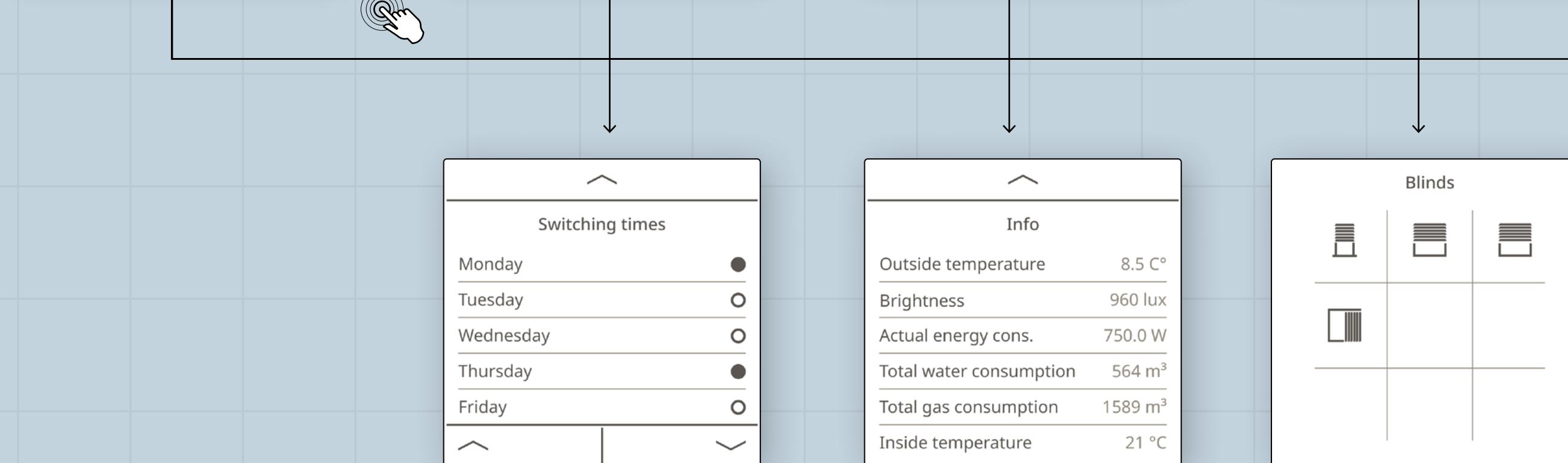
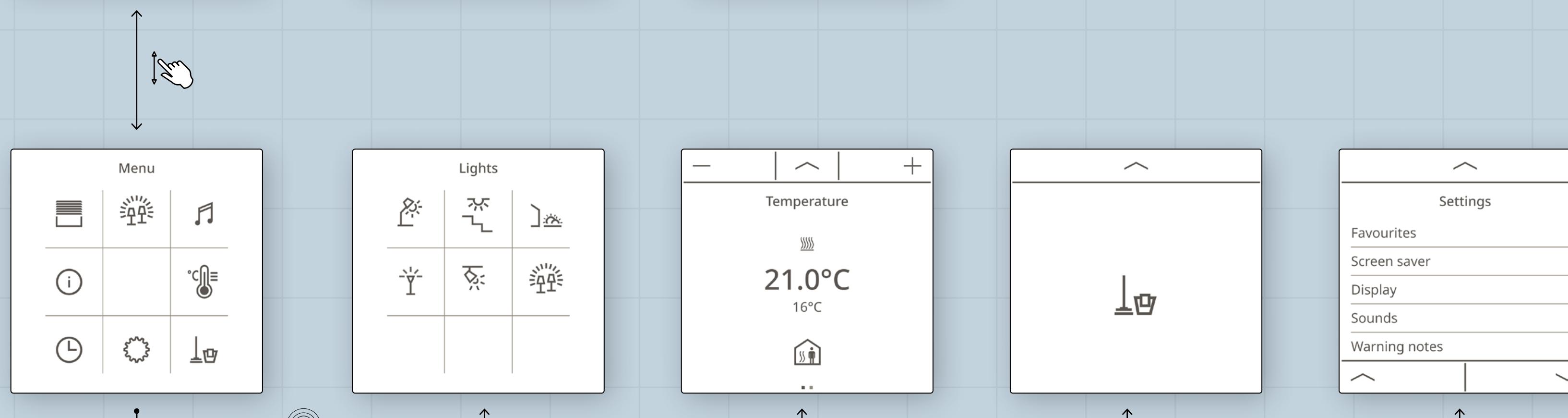
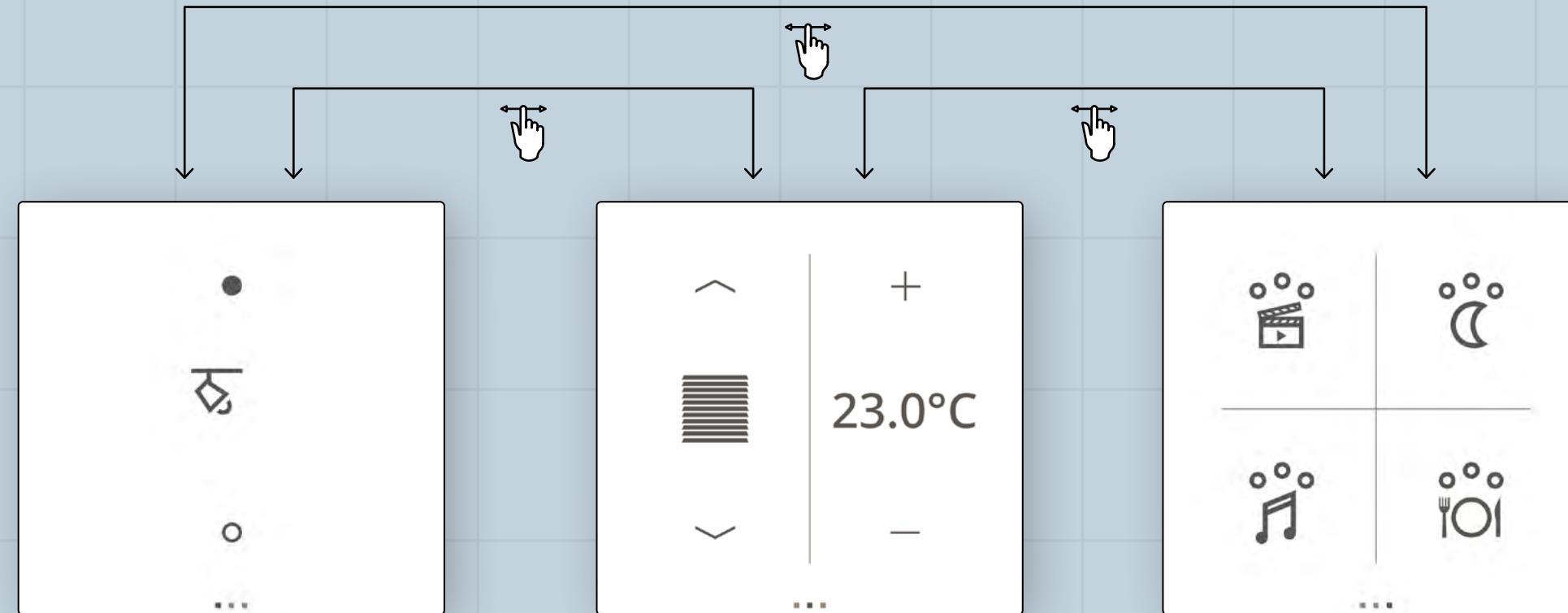
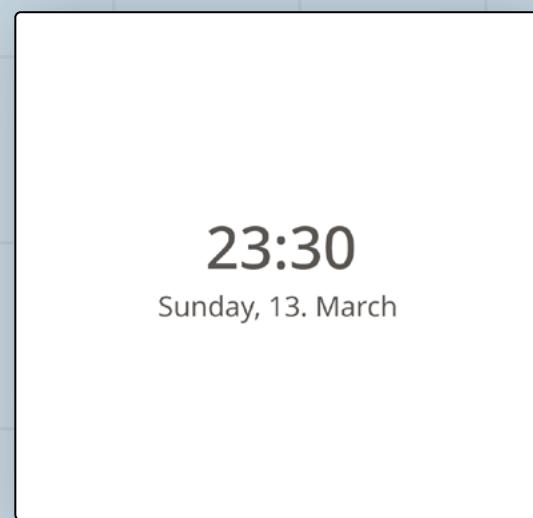
**Unsere Empfehlung:**

### CONCEPT REFINEMENT

We aimed to create a monochrome design that integrates seamlessly into architectural environments—visually restrained yet functionally focused. Unlike typical smart home interfaces that appear overly technical, our solution emerged through iterative refinement and close developer collaboration.

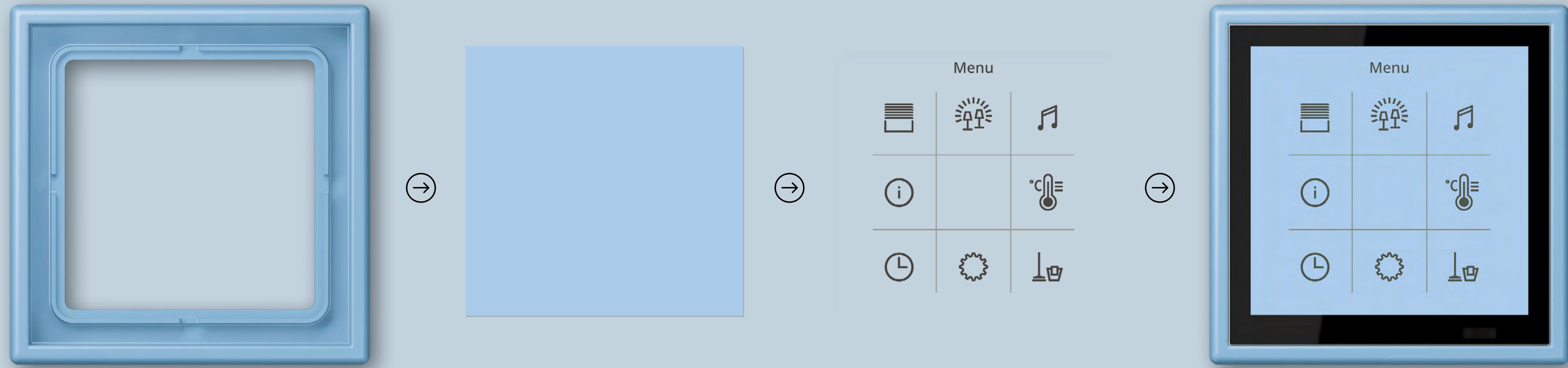
### KEY DESIGN HIGHLIGHTS:

- Monochrome aesthetic for seamless architectural integration
- Functionally focused interface prioritizing essential controls
- Intuitive usability requiring no learning curve
- Minimal UI avoiding technical complexity
- Collaborative development ensuring feasibility



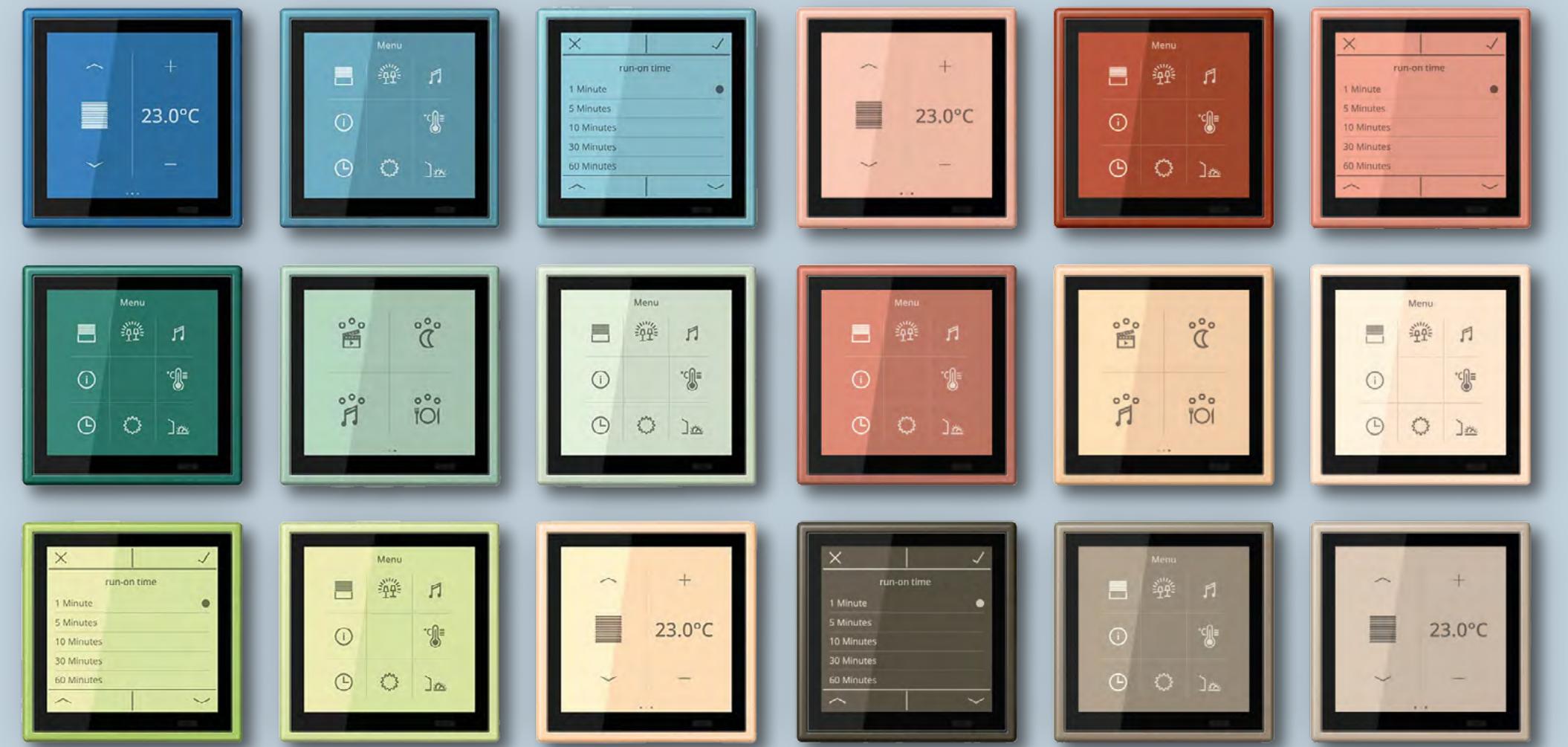
## TOUCH INTERACTION

We simplified the interface by adopting familiar smartphone touch patterns. Instead of reinventing interaction, we built on user expectations — ensuring fast orientation and intuitive use.



#### HOW IT WORKS

The background adapts to the selected frame color. The UI comes in both light and dark modes to ensure maximum contrast based on the background. This logic mirrors the LS990 Les Couleurs switch system.



## DESIGN IMPACT & SOLUTIONS

The wide color range pairs seamlessly with the minimalist, monochrome UI. Its adaptability makes the product ideal for premium interior and architectural environments.

## KEY DESIGN HIGHLIGHTS:

- Fast and intuitive control, even for complex settings like switching schedules
- Monochrome UI that seamlessly adapts to various background colors
- High design standards with refined icons, clean lines, and balanced typography
- Customizable favorites pages for quick access to commonly used functions (up to three pages)
- Swipe gestures for quick and intuitive menu navigation
- Positioned in the premium segment with clear USPs that strengthen JUNG's brand identity

# Making Industry Expertise Clickable

Redesign of the KAJO website and UI to improve navigation, highlight industry relevance, and create a more customer-centric experience through new features.

Duration: 2 Month

Client: KAJO GmbH

Role: Lead UX & UI Designer

Responsibilities: UX Improvements, Full website redesign

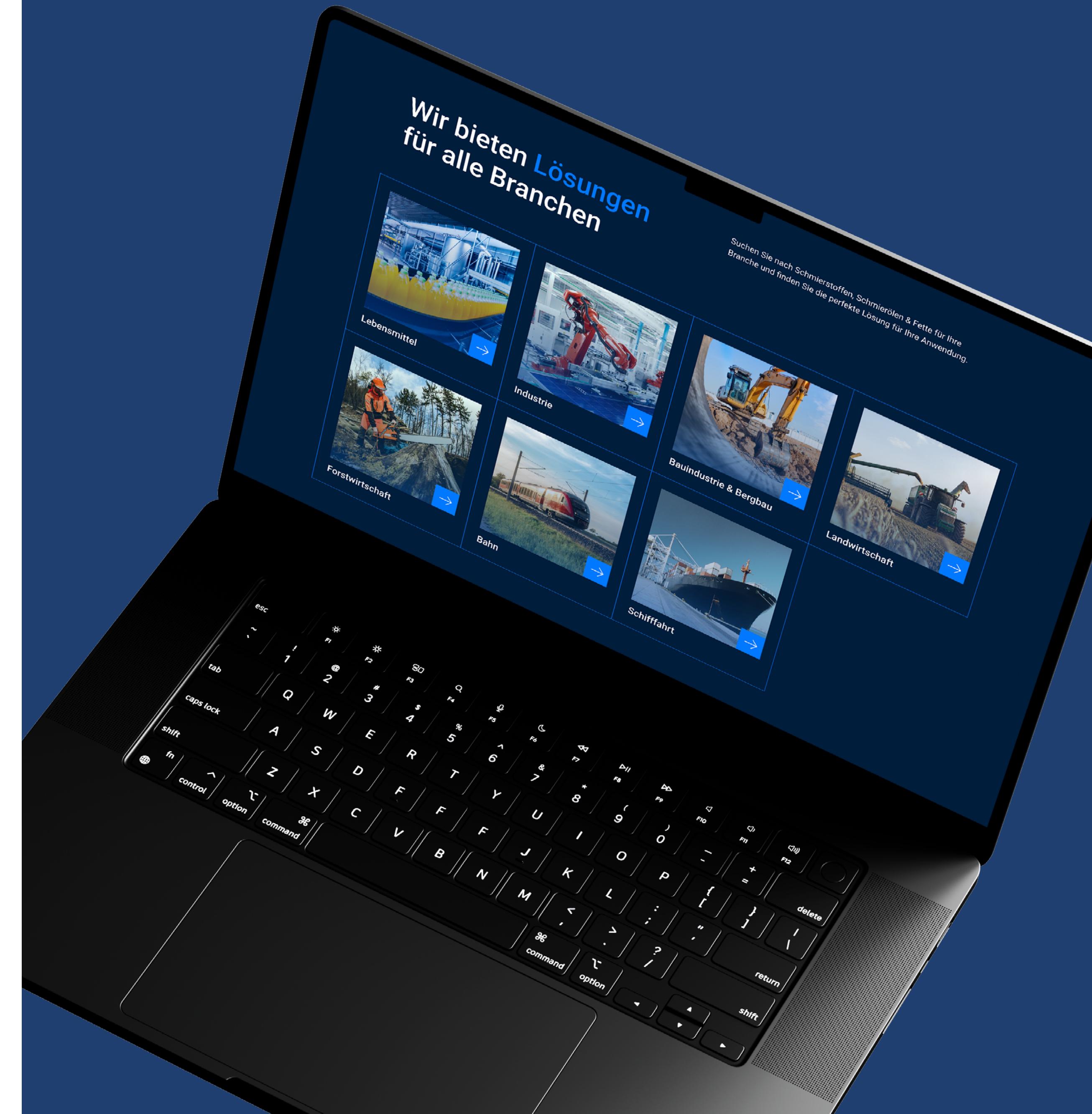
Web Redesign

Information Architecture

UI Components & Design System

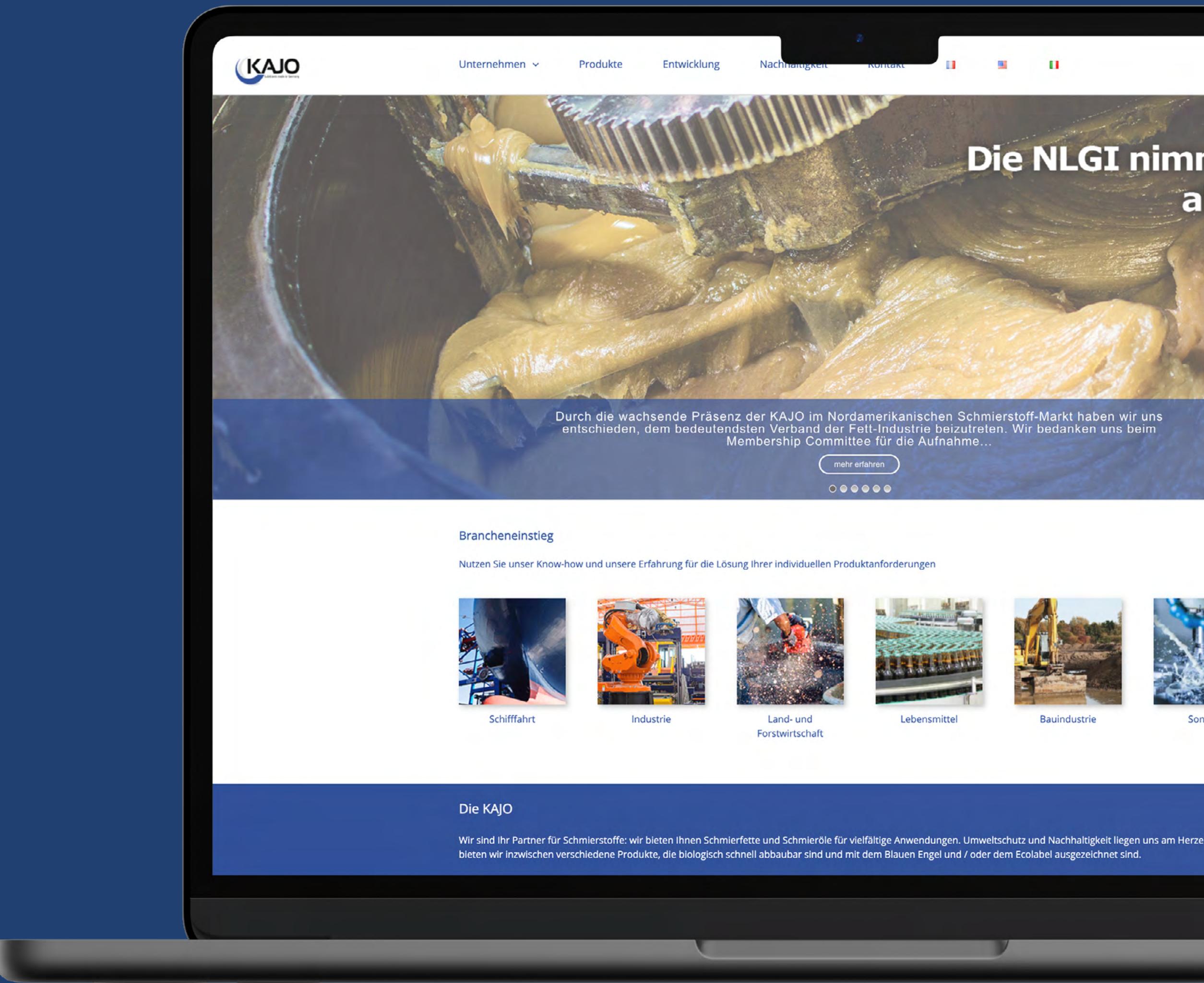
## GOALS

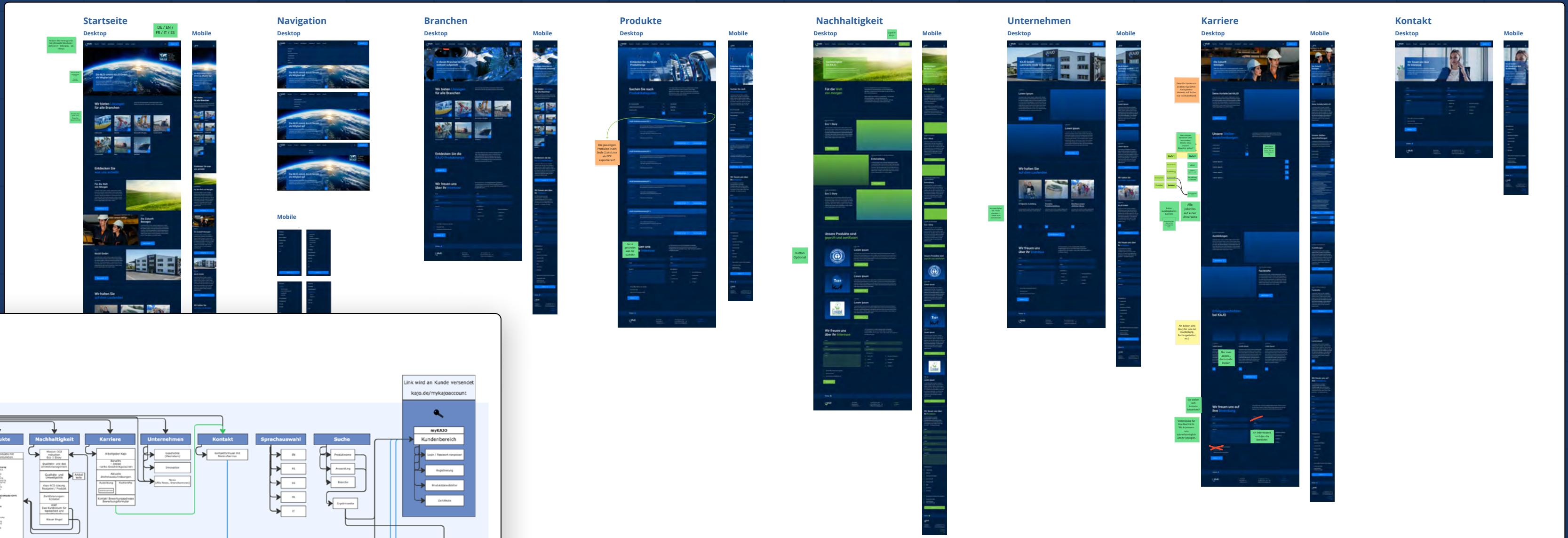
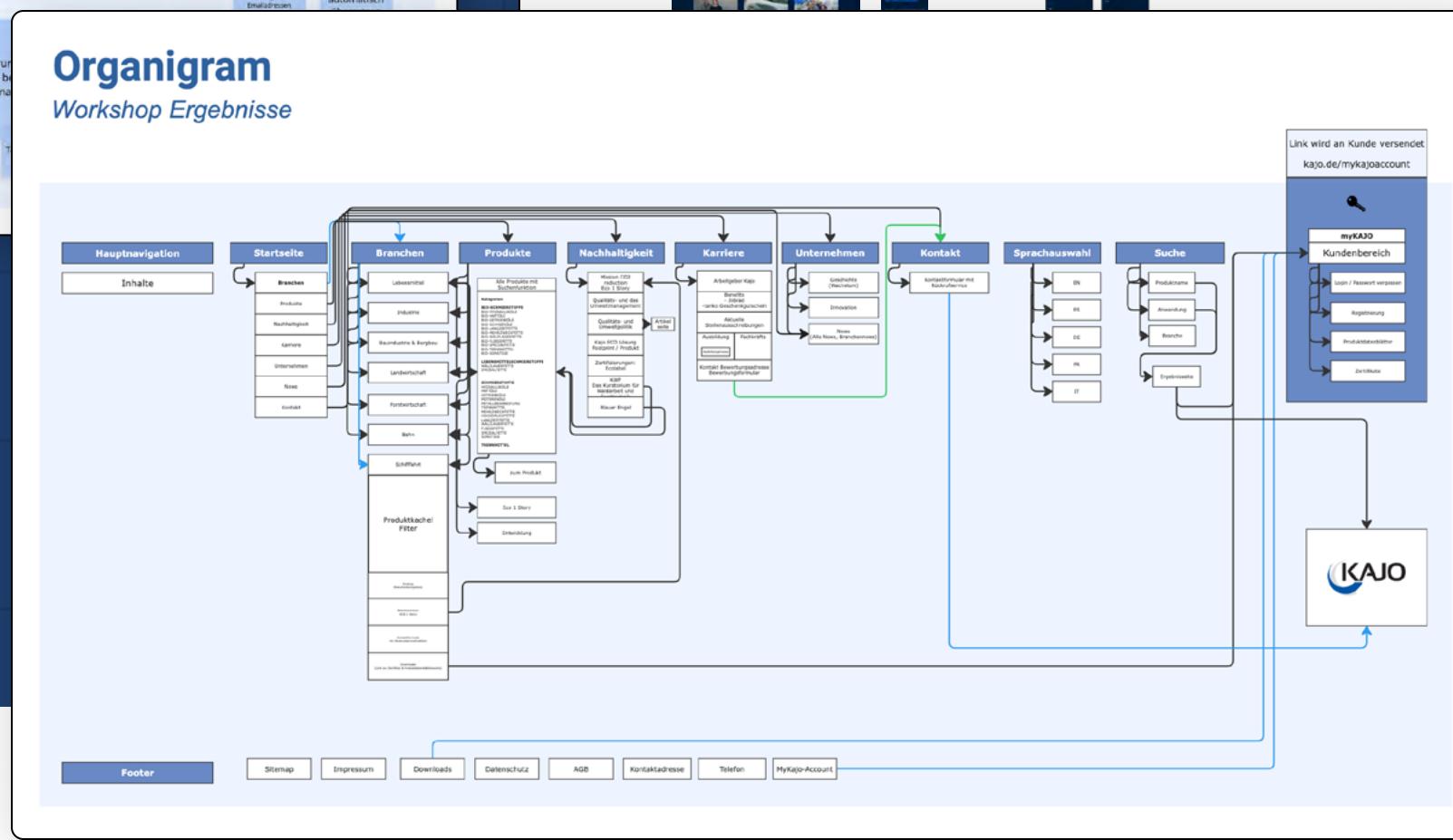
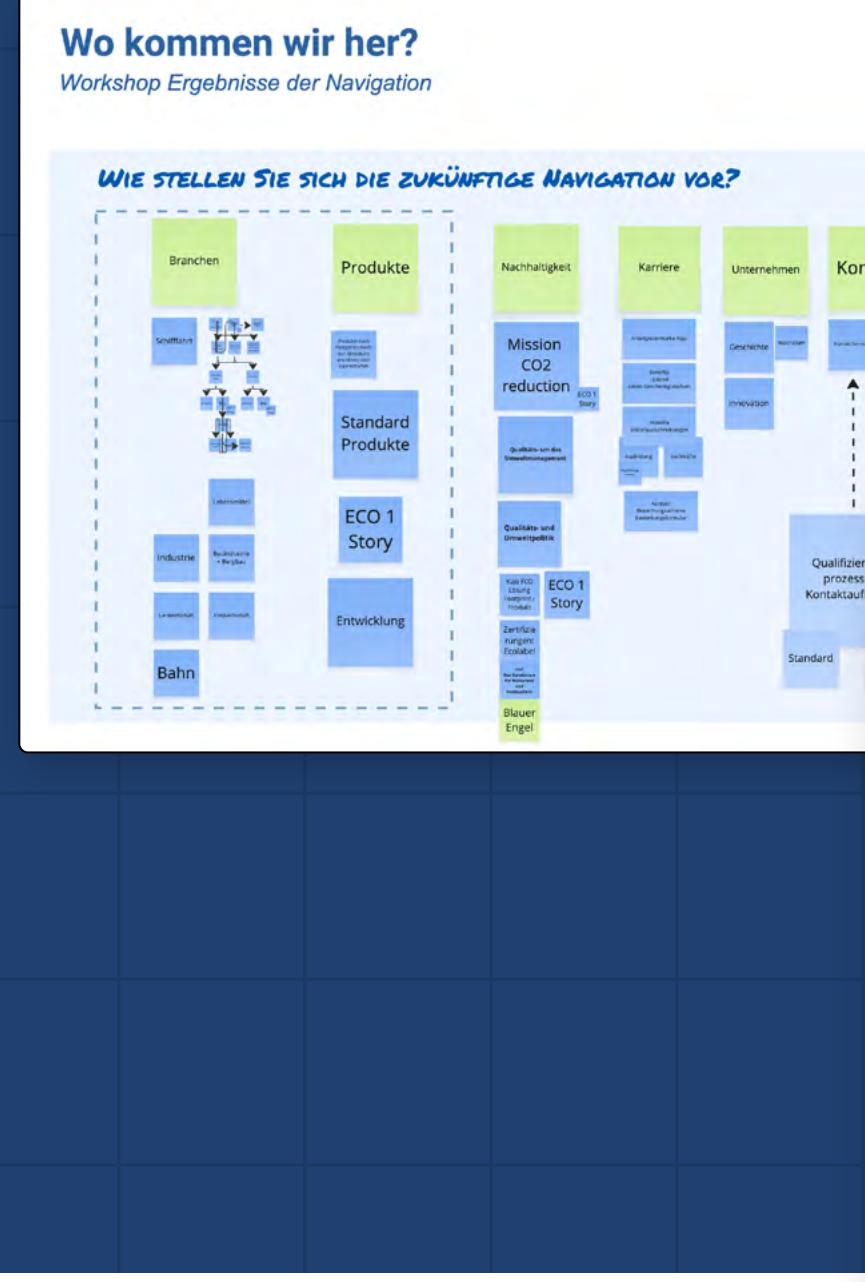
Create a clear, user-friendly platform that reflects KAJO's product and industry expertise • Improve navigation and access to relevant content for different user groups • Enable deeper service integration through a personalized area • Establish a scalable and brand-consistent UI across all touchpoints



## CHALLENGE

Website relaunch with a new, modern and structured layout that builds on KAJO's brand identity. The navigation and site architecture were redesigned for greater clarity and stronger internal linking. A dedicated professional area was added to provide customers with direct contact options and extended product information.





# DESIGN APPROACH

In a kick-off workshop with the client, we defined the new navigation structure and captured all key requirements for the website relaunch. An initial low-fidelity wireframe helped visualize the layout. From the start, both mobile and desktop versions were considered to ensure an optimal user experience across devices.

## DESIGN CONCEPTS

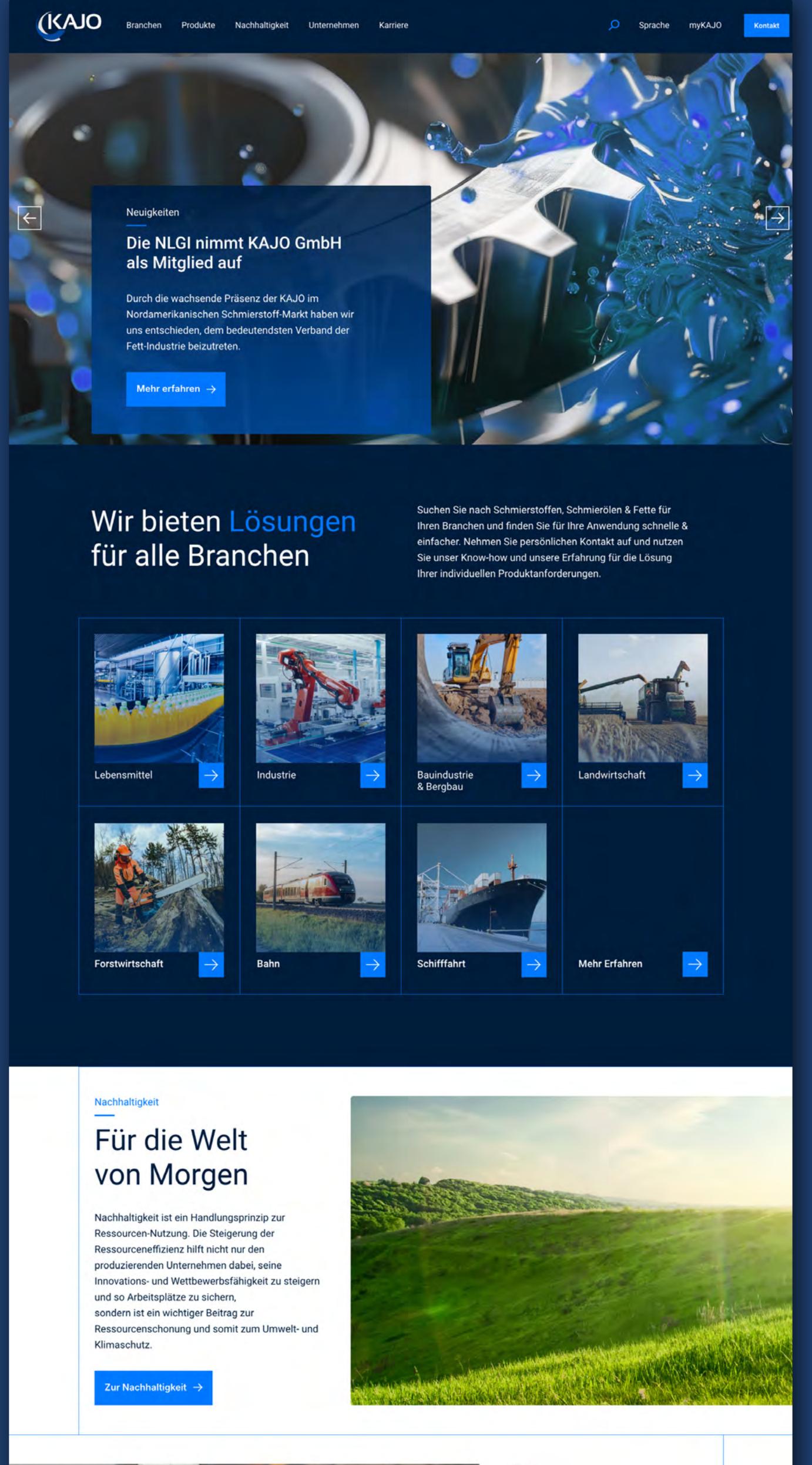
Two distinct UI design approaches were created for validation and reviewed with the client to identify strengths and weaknesses.

- Light UI version inspired by the previous website design: soft relaunch with modernized elements
- Dark UI version as a bold, fresh alternative: highlights product quality and premium positioning through visual language



**KAJO**

The light UI design features a white header bar with the Kajo logo and navigation links. The main content area has a light blue background with a large image of industrial machinery. A central callout box contains text about Kajo becoming a member of NLGI. Below it, a section titled "Wir bieten Lösungen für alle Branchen" lists various industry solutions with small images and arrows. At the bottom, a "Nachhaltigkeit" section discusses sustainability with a green landscape image.



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The dark UI design features a dark blue header bar with the Kajo logo and navigation links. The main content area has a dark blue background with a large image of industrial machinery. A central callout box contains text about Kajo becoming a member of NLGI. Below it, a section titled "Wir bieten Lösungen für alle Branchen" lists various industry solutions with small images and arrows. At the bottom, a "Nachhaltigkeit" section discusses sustainability with a green landscape image.



#### KEY DESIGN HIGHLIGHTS:

- Bold premium redesign emphasizing product excellence and brand positioning
- Streamlined navigation with cross-industry linking for efficient user journeys
- Prominent industries anchored on the homepage for immediate brand impact
- Comprehensive product navigation providing users complete information access
- Enhanced user experience through optimized information architecture

# Bringing coherence to complexity – by design.

Redesigning the KOSTAL Solar App to make complex energy flows easy to understand and actionable – for professionals and private users alike.

Duration: 6 Month

Client: KOSTAL Solar Electric GmbH

Role: Product Owner, Lead UX & UI Designer

Responsibilities: Full scope UX & UI Process

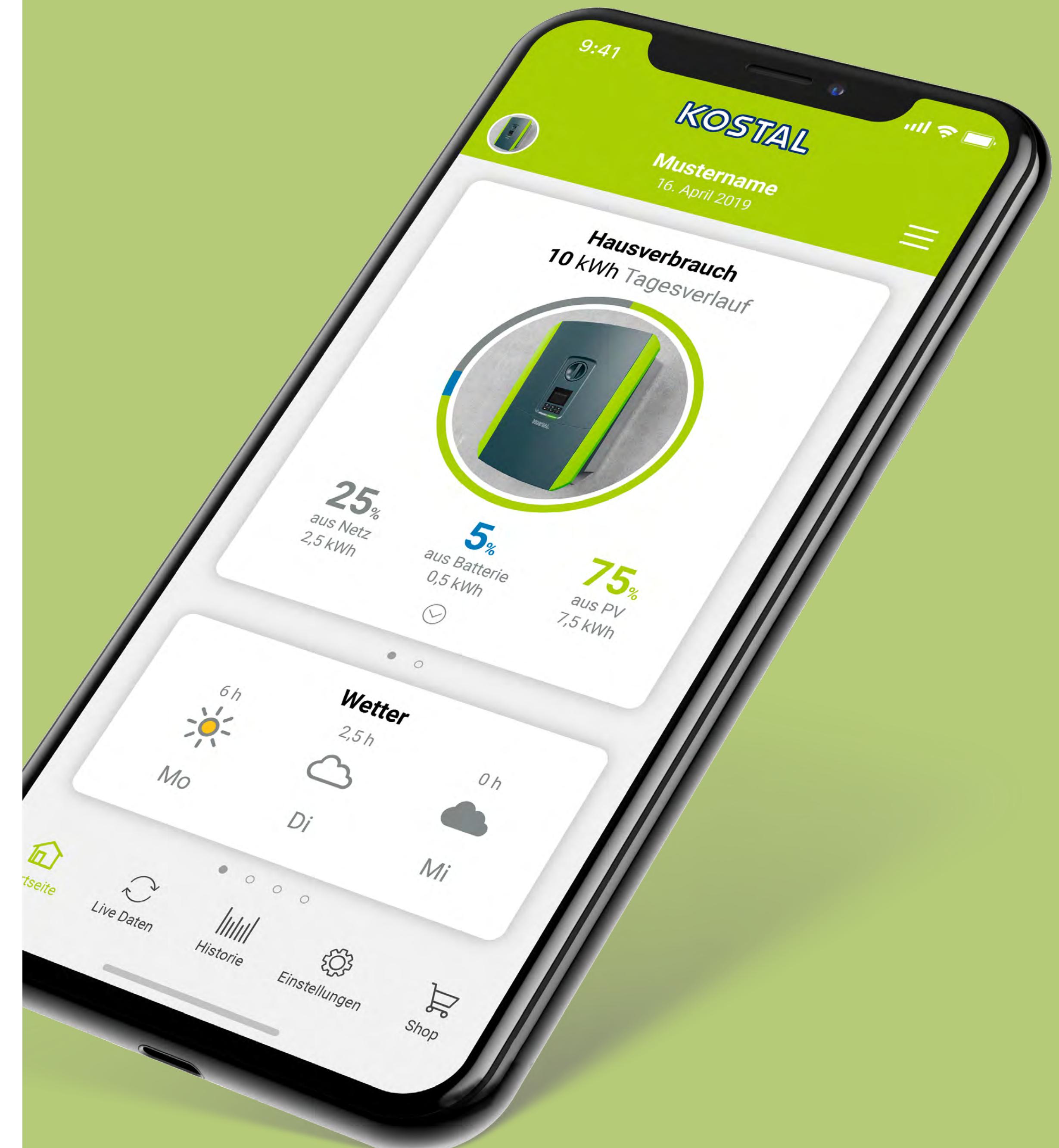
App Redesign

Information Architecture

UI Components & Design System

## GOALS

Make complex solar energy flows visually intuitive and easy to navigate • Align the app with KOSTAL's digital brand identity • Translate technical content into emotionally accessible interactions



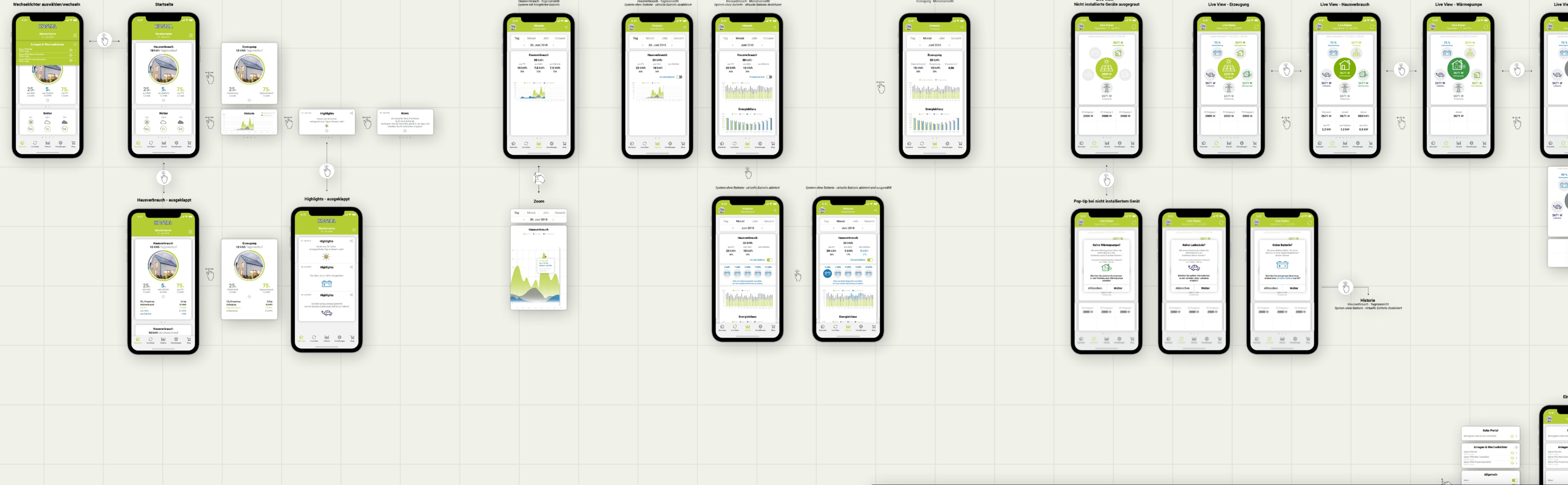


## CHALLENGE

Create a consistent product experience across all categories—from inverters to wallboxes to apps—while maintaining KOSTAL’s core design DNA. Develop intuitive visual energy flow representation and showcase virtual battery storage solutions to attract new customer segments.



Kevin Klöcker

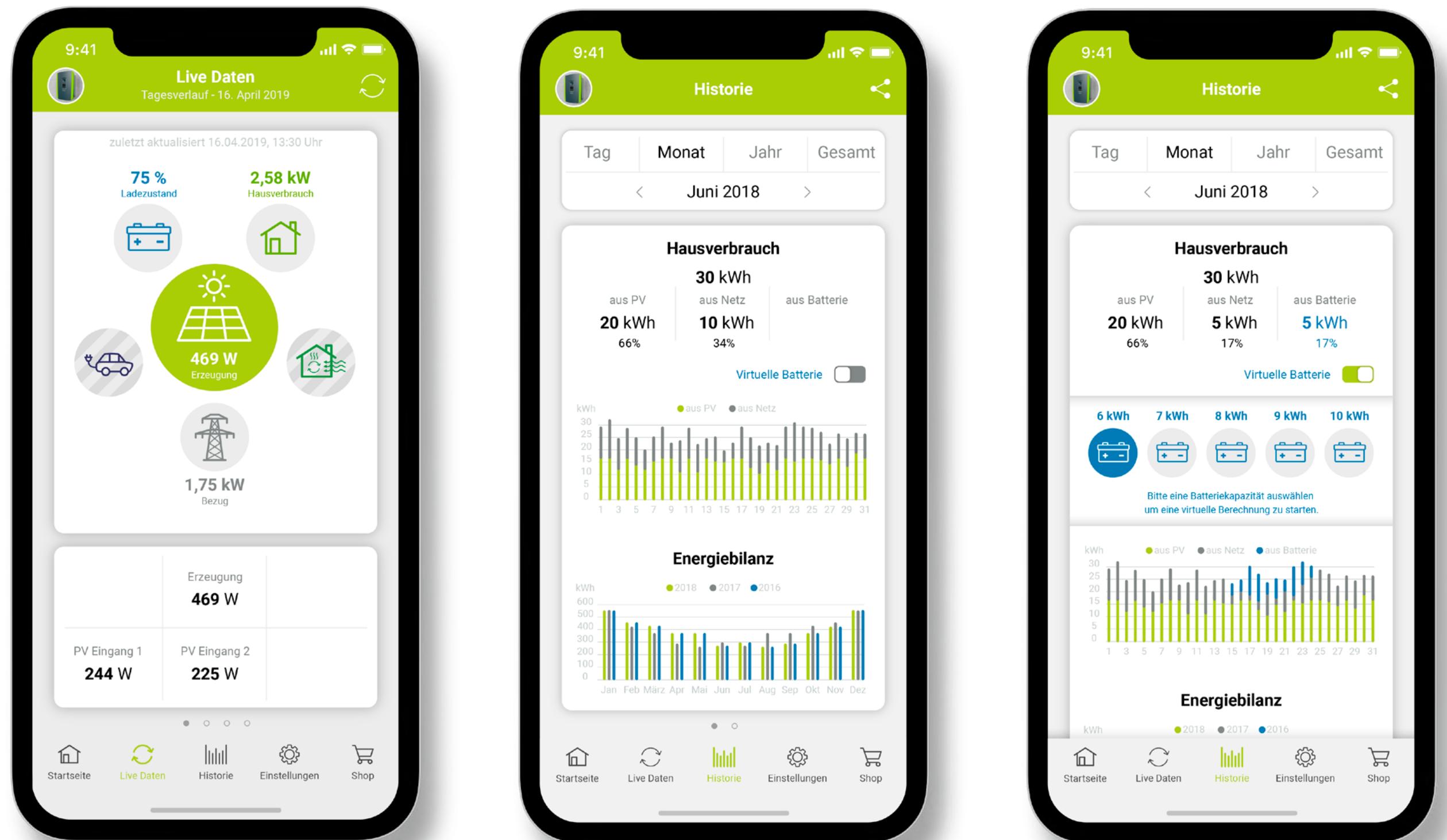
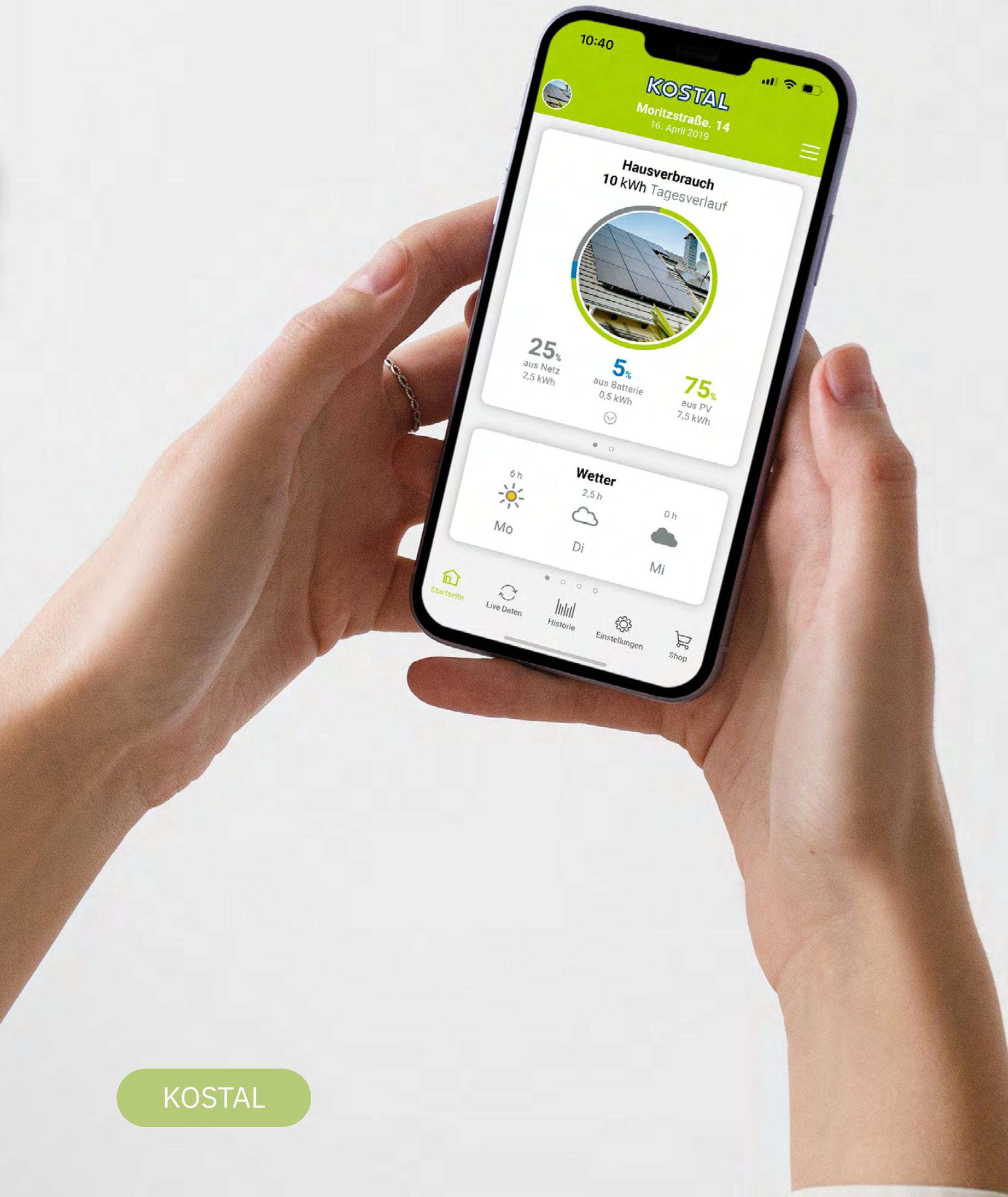


## CONCEPT DEVELOPMENT

Based on the existing app and target audience segmentation across various user groups, we created initial designs and wireframes for rapid testing to ensure optimal user flow.

KOSTAL





Clear energy flow visualization enabling users to instantly understand yield and grid feed-in at a glance.

Historical data visualization in brand-consistent design, including filter functionality for analyzing different time periods.

Virtual battery feature provides preview of potential benefits to simplify purchase decisions.

# Thank you!

Think I'd be a great addition to your team?  
Let's connect!



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