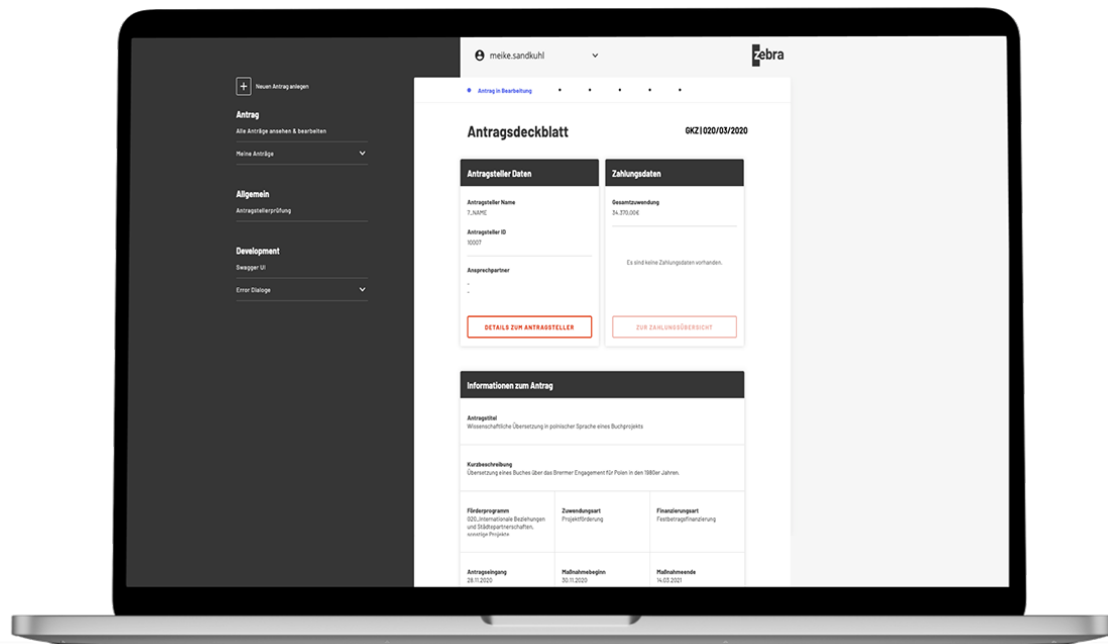


CASE STUDY ZEBRA

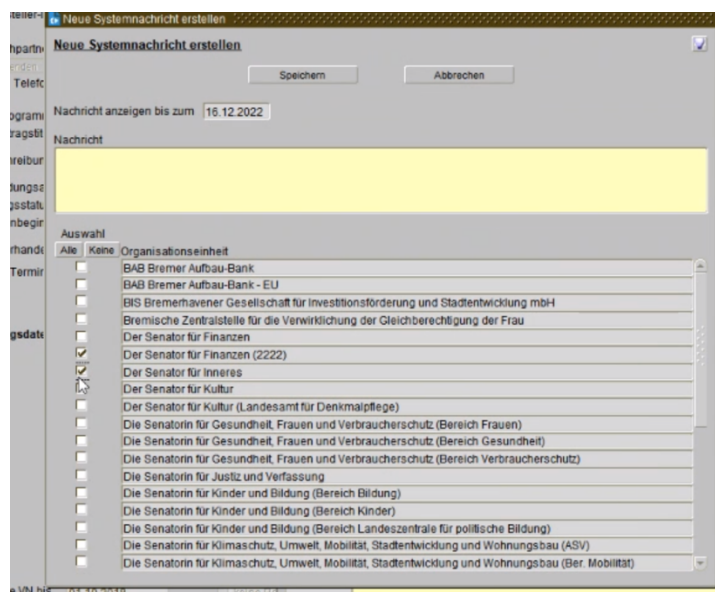
1. OVERVIEW



The ZEBRA Online project aimed to modernize the grant application process for Bremen citizens, associations, and organizations by transitioning from outdated offline methods (letters, emails, or faxes) to an efficient online platform. The objective was to design an intuitive and accessible system that allowed users to digitally submit grant applications and track their status in real time. As the UX Researcher and UX Designer, I was responsible for conducting research, defining user journeys, and creating wireframes and concepts, collaborating closely with UI designers and developers to bring the platform to life. The project duration was approximately 6 months.

2. PROCESS

STAGE 1: RESEARCH AND DISCOVERY



	Desktop	Tablet	Mobile
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Figure 10-10: Zebra ZPL commands in the Zebra ZPL Editor

While I focused on UX design, I worked closely with UI designers to transform wireframes into high-fidelity prototypes. Together, we ensured that the designs were both visually engaging and functional, adhering to a mobile-first approach. I collaborated with developers to ensure the smooth implementation of key features and provided guidance on accessibility requirements such as screen-reader compatibility, keyboard navigation, and high-contrast interfaces.

STAGE 4: FEEDBACK AND REFINEMENT

The screenshot displays the 'Antragsdeckblatt' (Application Form) for a grant application on the ZEBRA online platform. The form is structured into several sections:

- Antragsteller Daten:** Includes fields for 'Antragsteller Name' (Pflichtfeld), 'Antragsteller ID', and 'Antragsteller E-Mail'.
- Zahlungsdaten:** Includes 'Bezugsanweisung' and 'Zahlungsbetrag'.
- Informationen zum Antrag:** Includes 'Antragstyp', 'Kurzbeschreibung', and a table for 'Förderprogramm', 'Zuwendungsart', and 'Förderungsart'.
- VN-Prüfung:** Includes 'Vorlage VN-In', 'Eingang VN', 'VN abgeschlossen', 'Ergebnis Vorläufige VN-Prüfung', 'Ergebnis Vorläufige VN-Prüfung', and 'Ziele werden erreicht'.
- Bearbeiter:** Includes 'Zuwendungsentscheidungs Bearbeiter', 'Neuabwicklungs Bearbeiter', 'Verfahrens VN-Prüfer', and 'Verfahrens VN-Prüfer'.

Feedback from stakeholders and cross-functional teams was integral to the iterative refinement of the designs. I facilitated regular reviews to address any usability concerns, streamline workflows, and enhance the clarity of the application process. These sessions ensured the final platform met user needs and accessibility goals.

3. CONCLUSION

The ZEBRA Online platform successfully transitioned the grant application process to a modern, digital solution, offering users a seamless and accessible experience. By adhering to WCAG AA and WCAG AAA standards, the platform ensured inclusivity for all users, including those with disabilities. This project deepened my expertise in UX research and design, strengthened my collaboration skills with UI designers and developers, and reinforced my commitment to creating user-centered, accessible solutions.