



Enhancing Tchibo's AI Platform: UX Research & UI Solution

Transforming user experience through research-driven insights and competitive benchmarking

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Research & UX Process



Surveys & User interviews

Captured qualitative/qualitative insights from employees



Platform Usability Check

Conducted task-based usability tests to identify friction points in navigation, prompt selection, and response clarity.



AI Platform Usage analytics

Analyzed GPT platform engagement data to track interaction trends.



UX Improvements

Refine AI responses and UI/UX improvements

Recommendation to increase overall Usability

Competitive Analysis

ChatGPT

- Clean conversation interface
- Strong response accuracy
- Limited workspace integration

Microsoft Copilot

- Seamless Office integration
- Context-aware suggestions
- Learning curve for complex tasks

Tchibo's Platform

- Limited UI features
- Internal data access
- Navigation complexity
- Traditional UI

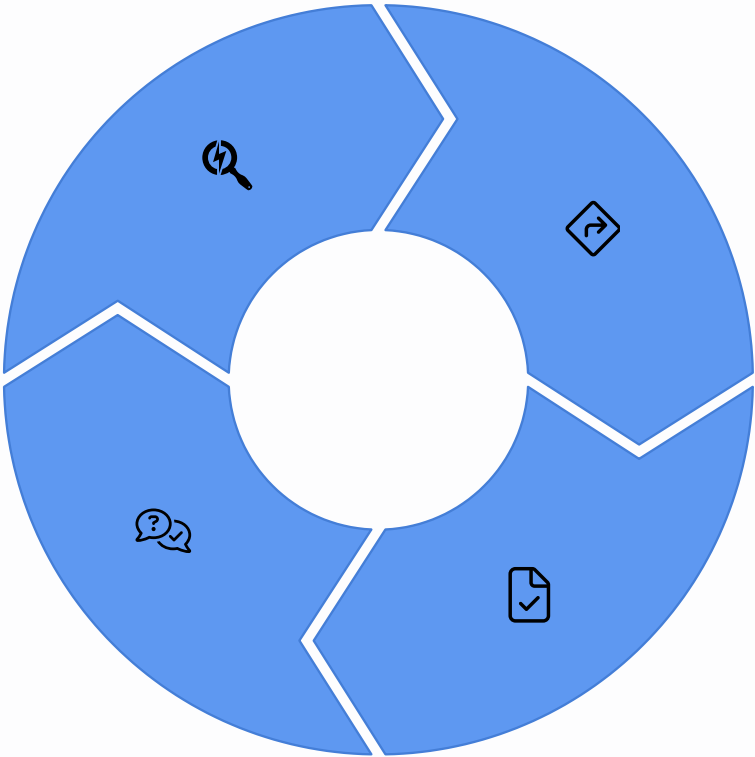
Identified Key Usability Challenges

AI Prompt Complexity
Users struggled formulating effective input prompts

Response Quality
Inconsistent answers and outputs

Navigation Issues
Confusing information architecture and complex ease of use

Workflow Disruption
AI tools disconnected from daily tasks



Onboarding Page (UI Features)

Tools: Pen & Paper, FigJam, Figma

Welcome to Tchibo AI

Your intelligent assistant for enhanced productivity

Sign In

Access the Tchibo AI platform with your employee credentials

Employee ID

Enter your employee ID

Password

Enter your password

[Forgot password?](#)

[Terms & Conditions](#)

Sign In

Sign Up

What you'll learn

Ask Questions

Learn how to interact with our AI assistant effectively

Step 1

Use Tools

Discover powerful tools to enhance your workflow

Step 2

Track Progress

Monitor your usage and improve productivity

Step 3

Interactive Tutorial

Introduction

Asking Questions

Using Tools

Prompt Suggestions

Getting Help

Step 1 of 5

Welcome to Tchibo AI Platform

This intelligent assistant helps you find information, generate content, and streamline your workflow. Follow this tutorial to learn the basics.

Next Step

Skip Tutorial

- Sign-in & Sign-up
- FAQs
- Step-by-step Interactive Tutorial

Platform Features

GPT Interface

Ask questions and get instant answers

Custom Prompts

Create and save your own prompts

Templates

Use pre-built templates for common tasks

Knowledge Base

Access Tchibo's internal documentation

Contact Support

Need Help?

Reach out to our support team with any questions or issues

Your Name

Enter your full name

Email

Enter your work email

Message

Describe your issue or question

Submit Request

Get Started

- Overview of Platform
- Contact Support Form

User Dashboard

Interface Overview

Single interface to access all essential metrics

Usage Analytics for Data-Driven Decisions

Bar charts track engagement trends

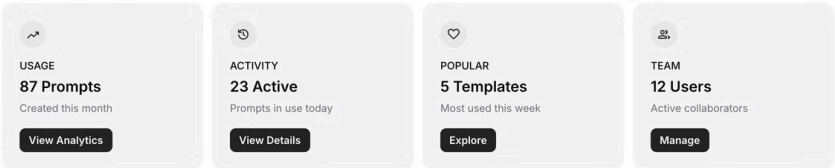
Prompt Builder

Create, edit, and save custom GPT prompts

Quick Access & Collaboration

Categorization, Prompt History, Iterative Workflow

Dashboard Overview



Usage Analytics



Prompt Builder

Create New Templates Recent

Prompt Title

Enter a descriptive title

Prompt Content

Write your GPT prompt here...

Template Options

Product Description Generate product descriptions + Customer Support Generate support responses + Marketing Copy Create marketing content +

Save Prompt Apply Template Cancel

Recent Prompts

Product Launch Email	Marketing	2 days ago	High usage	Edit Delete
Customer FAQ Generator	Support	Yesterday	Medium usage	Edit Delete
Social Media Post	Marketing	Today	New	Edit Delete
Product Feature List	Sales	3 days ago	Low usage	Edit Delete

GPT User Interface



Pre-built prompt templates

Department-specific templates for common questions and tasks



Tchibo AI Assistant

Guide you towards your easy prompt writing



History & Saved

Quick access and save your often used prompts



Scalability

Templates that grow with user expertise

Tchibo AI

Custom Prompts

Templates

User Settings

Dashboard

Dashboard > GPT Interface

⚡

QUICK START

Templates

Use pre-built prompts

Browse

🕒

RECENT

History

View past conversations

View

🔖

SAVED

Favorites

Your saved prompts

Open

New Chat

Saved Chats

Templates

Select Template (Optional)

Choose a template or start from scratch

Conversation

Tchibo AI Assistant

Hello! How can I help you with your Tchibo-related tasks today?

You

I need to create product descriptions for our new coffee machine line.

Tchibo AI Assistant

I'd be happy to help with that. Would you like me to use our standard product description template, or would you prefer a more customized approach for the new coffee machine line?

Type your message here...

Send Message

Attach File

Save Conversation

Suggested Prompts

Create product specifications for premium coffee machines	Product	High usage	+
Generate marketing copy highlighting sustainability features	Marketing	Medium usage	+
Draft comparison table of coffee machine features	Sales	New	+

Tchibo AI Assistant – Smart & Interactive Chat Interface

User-Friendly Design

Chat-based clean UX solution: queries, prompts and real-time answers reducing cognitive load for employees.

Intuitive Information Architecture & Navigation

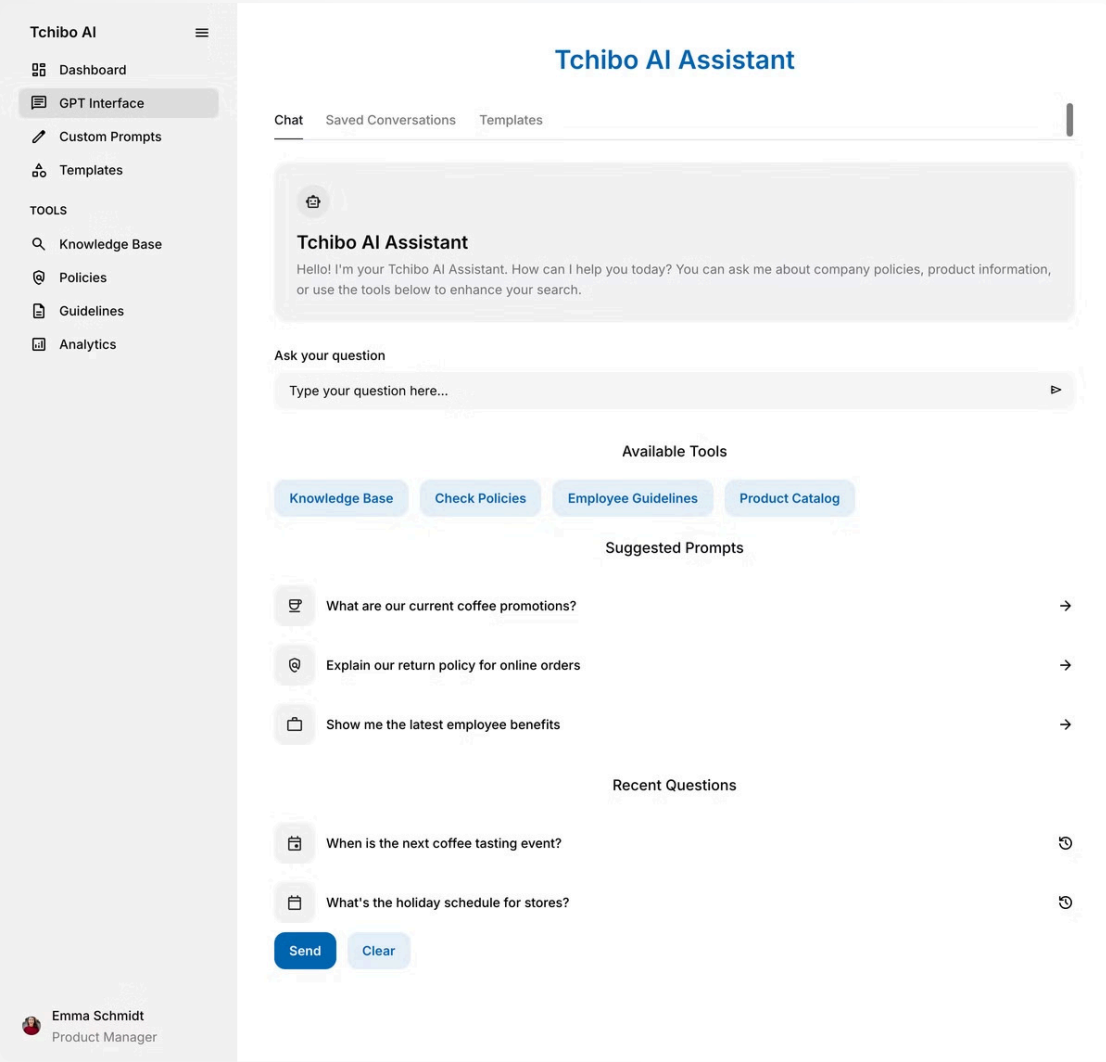
Clearly labeled buttons and sections enhance usability and reduce friction in interactions.

Personalized & Adaptive User Experience

Suggested prompts and recent queries adapt to user behavior, enhancing accessibility through AI-driven recommendations.

Human-Centric AI Integration for Productivity

Smooth interaction, lends AI efficiency with UX best practices.



Implementation Impact

60%

Usage Increase

Daily platform engagement

45%

Time Saved

Reduction in task completion time

85%

Satisfaction

Positive user feedback

3.2X

Usability

Seamless UI experiences

E Tchibo

Key Takeaways & Learnings



Research-driven design

Strong research works leads to building of intuitive UX Solutions



AI-Driven UX Enhances Efficiency

Integrating AI into the UX flow reduces user effort, leading to faster decision-making and improved productivity.



Simplicity & Structure Drive Usability

Well-structured UI with clear navigation, labeled tools, and suggested prompts ensures a frictionless experience, making AI interactions intuitive.

THANK YOU