

AKI FUKAI

Portfolio June 2022

More current work and prototypes on request

Elbchaussee 15
22765 Hamburg, Germany
USt-IdNr. DE229552221

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E aki@fukai.ch
W <https://fukai.ch>

Current Roles

Lead product designer,
concept developer &
UX consultant

Let's talk and find out if I'm the
right fit for your team and
challenge ahead.

If you prefer to collaborate on a contract
basis, **book me** as a freelancer/contractor or
as a well rehearsed team of product people,
designers and developers.

Profile

Credo: Focus on the customer's experience and joy of use, serving a purpose on a system level. Preferring to work informally across disciplines as equals – peers and clients, together driving the right decisions and tradeoffs, based on current insights and learnings.

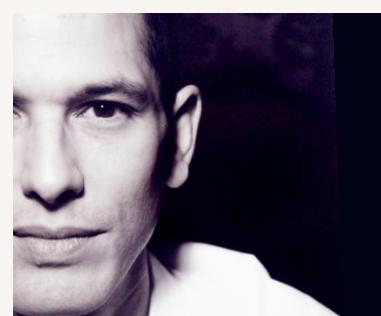
Together we build new device agnostic platforms and services, dynamic data-driven applications (web, mobile, POS) — whatever means help your diverse and multilingual customers and your business thrive.

Roles: Lead product designer (interaction and user interface designer, information architect, concept developer, CI and branding, UX/design coach and consultant).

What I contribute: Curiosity, product driven thinking & practice, user research, user flows, wireframes, lofi to hihi prototypes, UI mockups, component libraries, style guides, design systems.

Software: My ears, mind, pencil & paper, Figma/Sketch, Miro, VS Code, Git, IA Writer, Notion, Affinity Photo, Trello, Slack, Basecamp, etc. **Hardware:** MacBook Pro, iPad, iPhone, Nikon D200.

Experience: More than 14 years of product driven design practice, Many years of agency, consultancy and most recently more than 6 years of startup experience.



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Professional Experience + Education

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Personal data	Nationality Marital status			
References	Clients I have worked for and with 2004 - today 1997 - 2004	academics GmbH (Die Zeit, Forschung & Lehre) Audi Baden-Württemberg Ministry of State Beiersdorf (Eucerin) BMW (bmw.com) collectAI (Liquid Labs / Otto Group) CTS Eventim AG	Daimler (Mercedes-Benz) enfore AG Henkel (with MVP Factory) Immonet GmbH (Axel Springer AG) Klinikum Südstadt Rostock Netbreeze (acquired by Microsoft) receeve GmbH	Rossmann SAP SE SBB Swiss Federal Railways Siemens Medical Solutions Sony Deutschland Telefónica Germany (o2) Unify (formerly Siemens Enterprise Comm.)
	Agencies I have worked with 2007 - today 1997 - 2006	D-LABS GmbH DDD Design GmbH Eyelabel Digital Communication Fork Unstable Media GmbH Freiland Netzlösungen GmbH frog design Häberlein & Mauerer AG Interone GmbH	Jung von Matt/next Kabel New Media AG (BMW Unit) Neue Digitale / Razorfish GmbH Nolte & Lauth GmbH OgilvyInteractive SpiritLink GmbH Plan.Net Sturm und Drang, Innovation Insights	superReal GmbH (now Dept) TEMPODOME GmbH WowBiz GmbH
Studies	03.1994 - 09.1998 09.1993 - 02.1994	University of Applied Sciences, Department of Design HAW Hamburg Major field of study: Design conception for digital media, advertising (print), corporate design. Other acquired skills: Typography, photography: b&w (darkroom), classical education in drawing, colour and form PAW Akademie für Gestaltung; Subject: Communications design		
Languages	German English French	Native tongue Business fluent in speaking and writing Extended school knowledge		

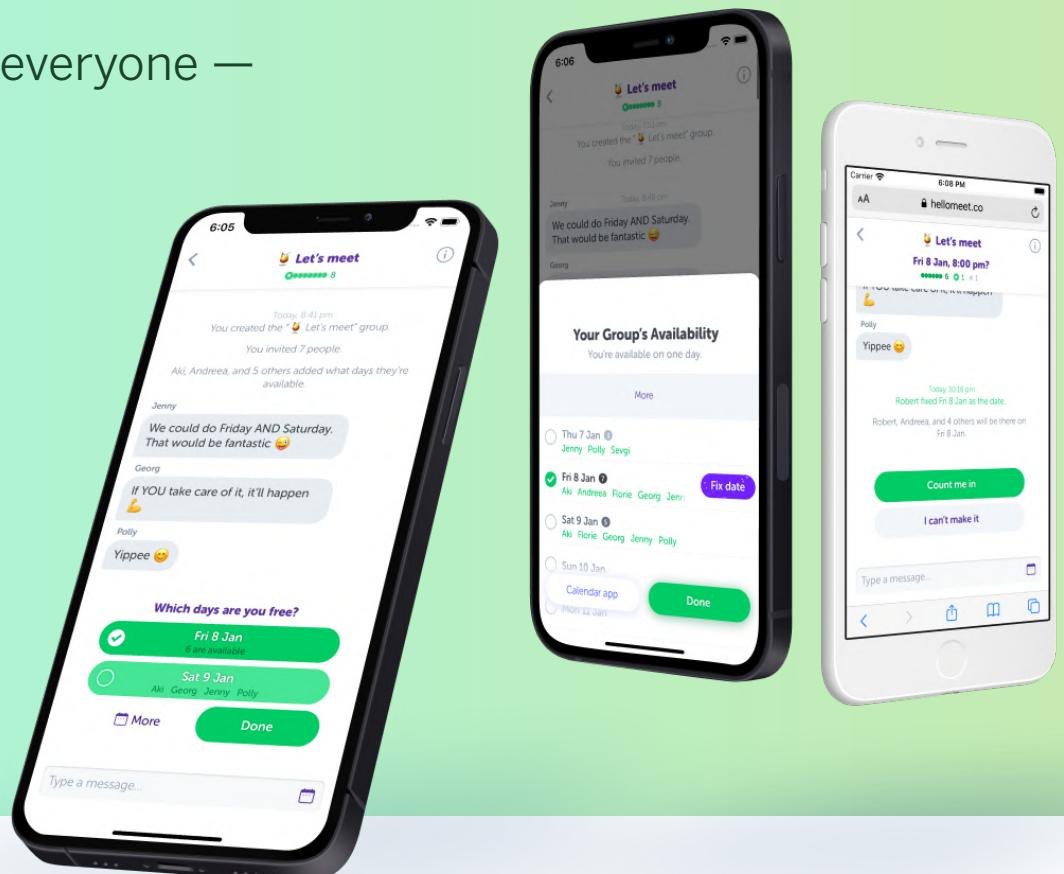
Hello Meet: Finding time together made simple. Finally.

Making group appointments super simple for everyone — privacy first, customer-to-business. No ads.

- Hypothesis driven product design and development
- JTBD based user flows and UIs
- New features
- Continuous improvements,
- Co-shaping and testing the business model

Technology: iOS, Android, Web, React

Role: Partner & product designer



Helping local stores to run their business – enfore.

Turning eCommerce on its head with software and POS hardware end-to-end and customer centric.

- Reservations
- Pick-up & delivery
- Dashboard KPI widgets
- enforePOS
- Online presence
- Email & business documents

Technology: enforeDasher, mobile first responsive web/email, Foundation 4 Emails, React

Role: Senior product designer



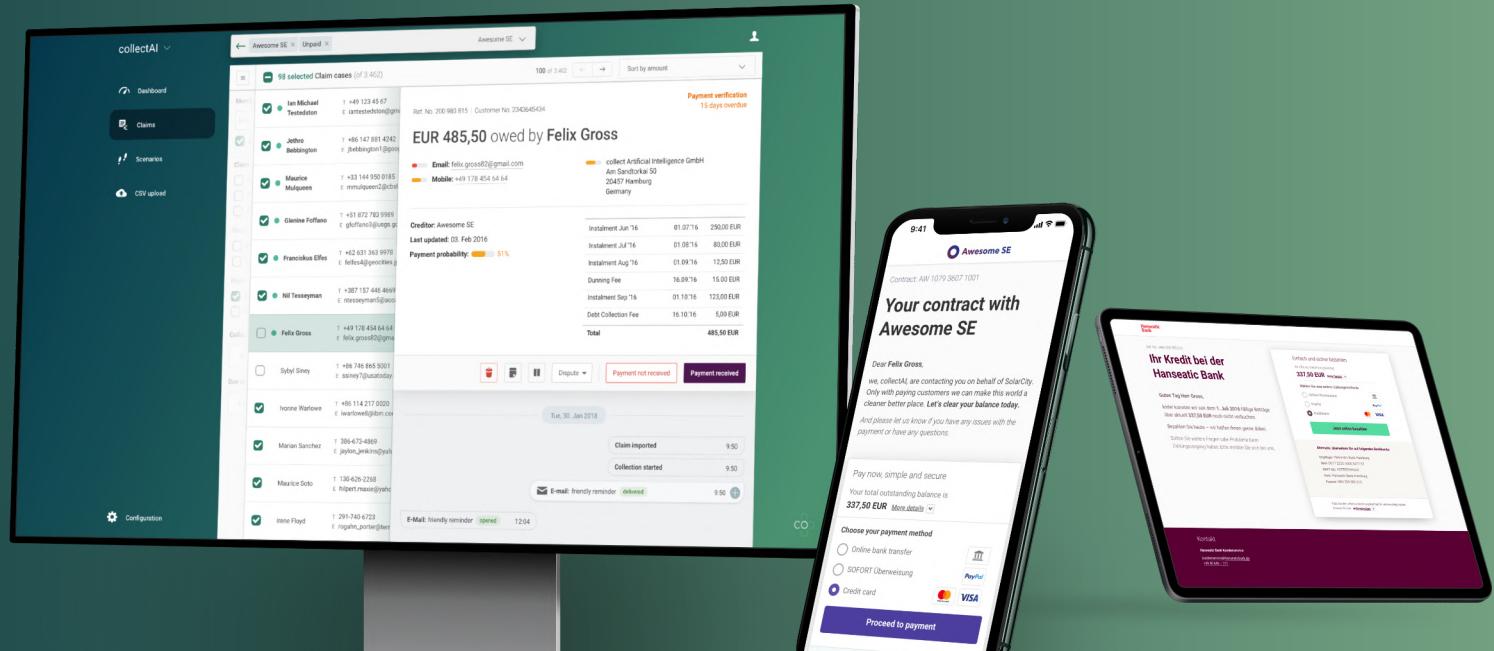
Receivables redefined, customer centric & data informed – collectAI.

Humanizing and simplifying collections end-to-end, with a data informed and adaptive payment reminders, flexible payment options.

- Next gen claim management platform
- Mobile first whitelabel payment option flows
- Hackathon (AI-powered financial forecast)

Technology: mobile first responsive web/email, React

Role: Senior product designer



Unify Project Ansible.

Together with frog and Unify I had the honor to envision and define the user experience throughout web and mobile from overarching concepts to detailed features, interactions and UI.

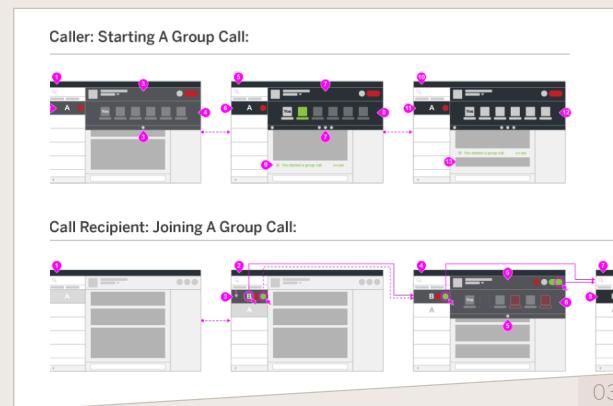
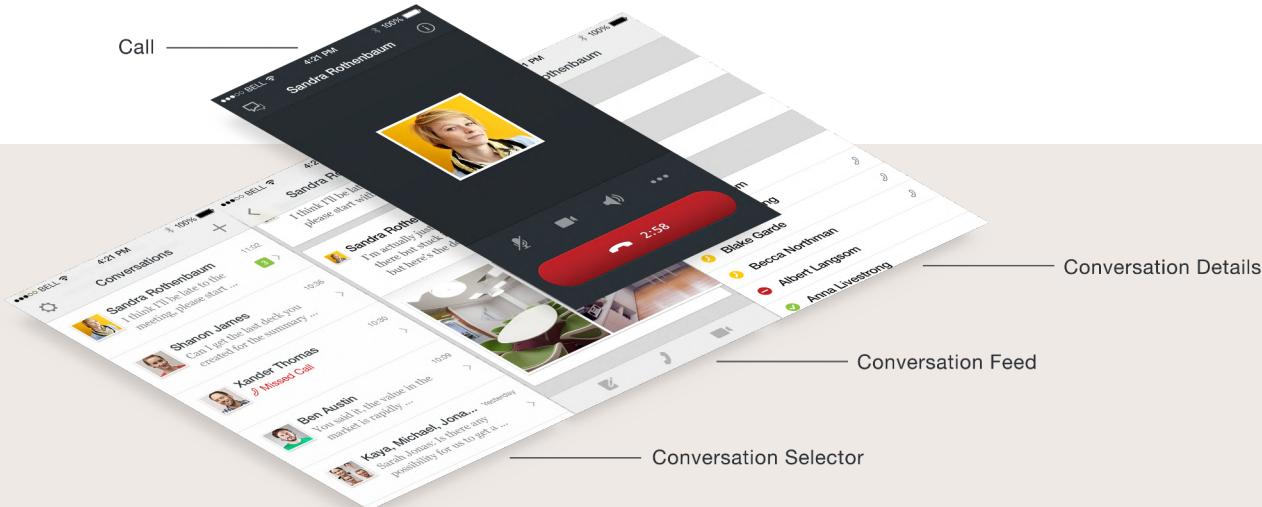
Business is about relationships.
And relationships start with a conversation.



01

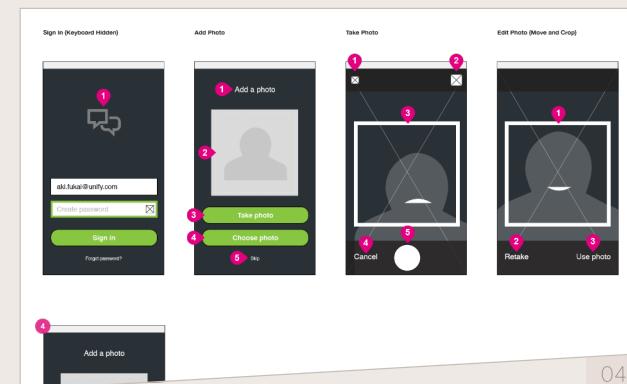
Unify Project Ansible. Making Work More Productive

Projectansible.com (Circuit)

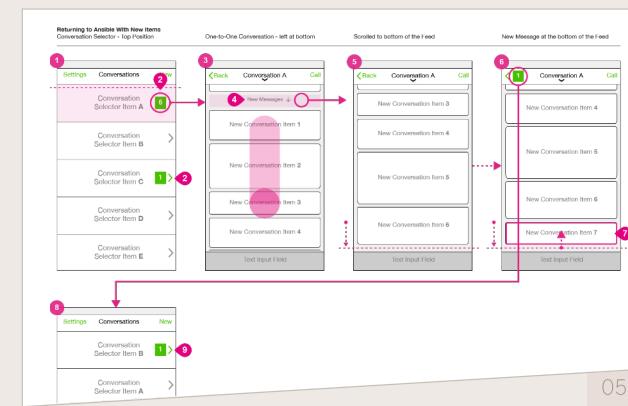


Screens

- 01 Previous page: Multi-device strategy
 - 02 iOS and iPhone: UI structure
 - 03 Desktop/Web: Ad hoc group call flows



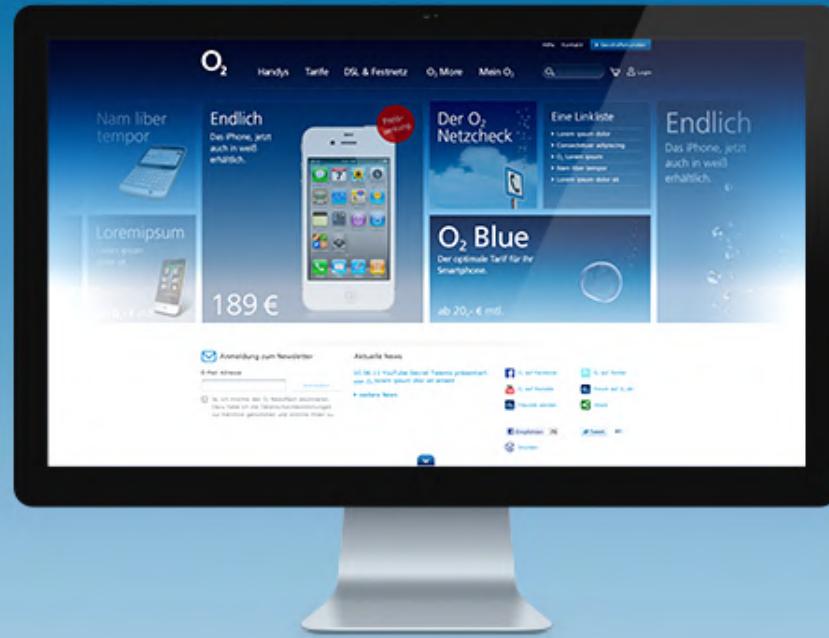
- 04 iOS and iPhone: First use flow
- 05 iOS and iPhone: Read and unread flows



Role: Senior interaction design
Agency: frog design

O2 Relaunch.

Simplified the shopping flows,
designed a unified and modular teaser concept,
enabled it for Tablet/touch,
aligned it to the brand,
got countless client's sign-offs,
lead art directors and designers,
put it all together in a style guide.



O2 Handy Tarife DSL & Festnetz O2 More Mein O2 [Login](#)

HTC Desire S

Schnelles Surfen im Internet, höhere Kameraauflösung, schlankes Design.

[Preissenkung](#)

Empfehlung Neu Best Seller

- HTC Wildfire S Preis gilt mit Tarifempfehlung O2 Blue 100 **9,99 €**
- Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O2 Blue 100 **119 €**
- Apple iPhone 4 16 GB Preis gilt mit Tarifempfehlung O2 Blue 100 **119 €**

Online Vorteile

- Bis 25.6.2011 25,- Anschlussgebühr sparen
- Top Handys ab 0,-
- 14 Tage Rückgaberecht
- Sichere Zahlung

connect GUT Netztest Heft 12/2010

Videos

- Tipps für Fahrer: Sicher im Auto unterwegs - mit Bluetooth
- Nie wieder krampfende Hände: Übungen für zwischendurch
- Magisch: Wie funktioniert der Touchstone beim Palm Pre?
- Ihr Smartphone und Sport: Immer dabei, immer geschützt

[Handy wählen](#)

[Anmeldung zum Newsletter](#) [Aktuelle News](#) [O2 for you](#)

E-Mail Adresse Anmelden

Ja, ich möchte den O2 Newsflash abonnieren. Dazu habe ich die Datenschutzbestimmungen zur Kenntnis genommen und stimme ihnen zu.

[Facebook](#) [Twitter](#) [YouTube](#) [Forum auf O2.de](#) [Freunde werden](#) [Share](#)

[Empfehlen](#) 79 [Tweet](#) 41

O2 Relaunch. The consumer portal and it's e-commerce flows newly conceived and designed – in about four months.

01

02

03

04

Project's story: Starting with conceptual heavy lifting from **shopping flows** via phones and via tariffs, **realignment of the brand** to reworking the different portal sections we talked regularly to our stakeholders in Munich to return with even more tasks on our list.

Screens

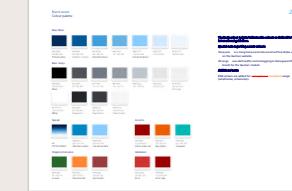
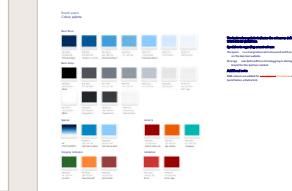
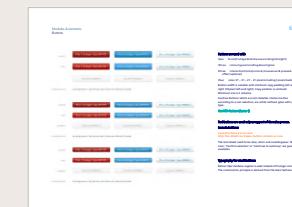
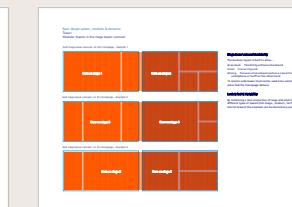
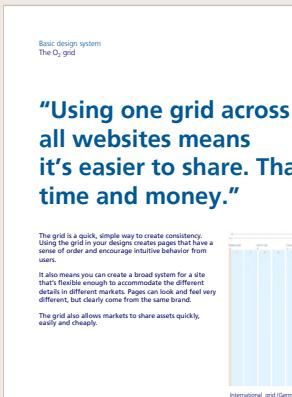
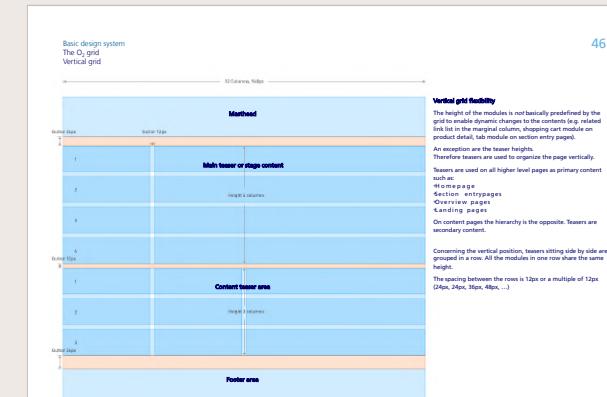
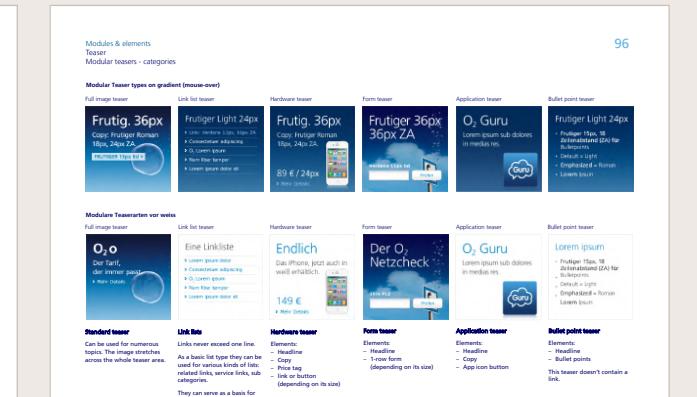
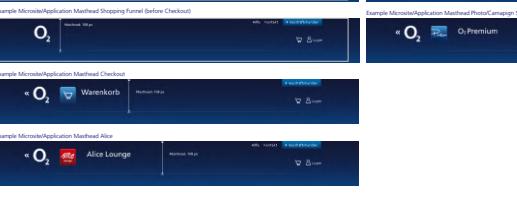
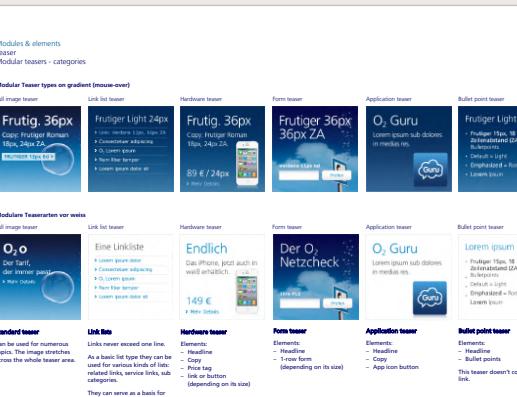
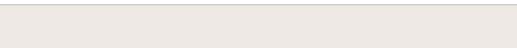
- 01 Phone landing page with panorama teaser
- 02 Home with modular teaser
- 03 Mobile phone shop catalogue
- 04 Mobile phone detail page

Visualising the new concepts from the **epicentre** – the shopping flows enabled us to advance in a **fast and efficient pace**.

The **modular teaser concept** and the capability to integrate **campaigns** seamlessly at its core allowed for a flexible and vibrant portal. Finally I put it all together in a comprehensive style guide as a living and open document.

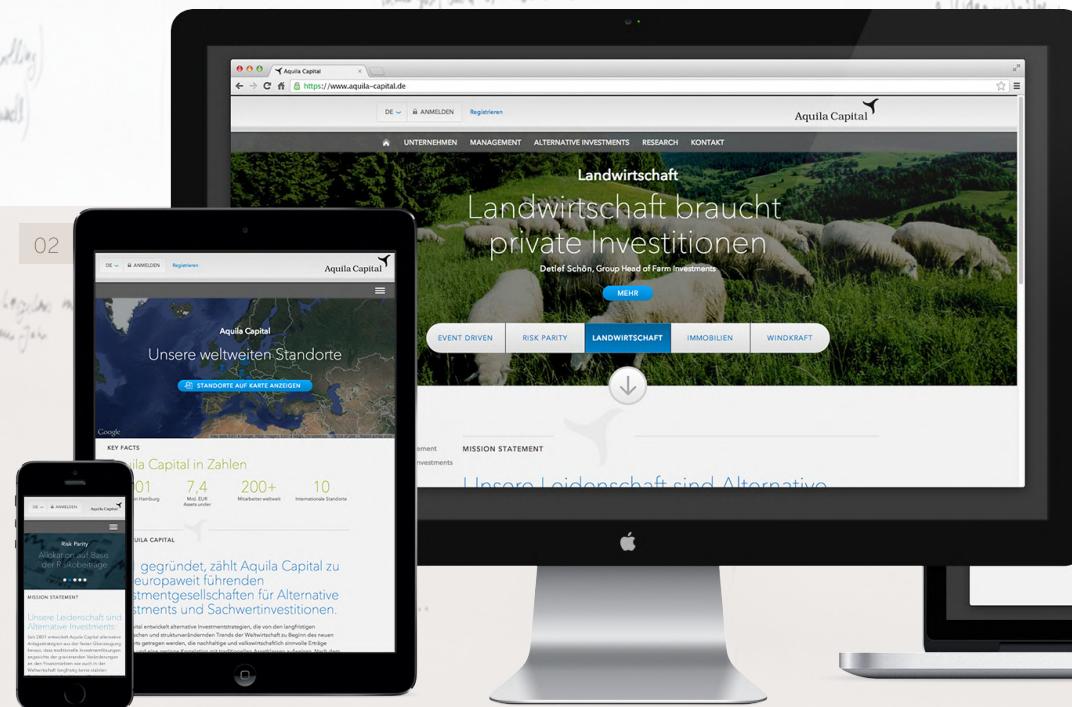
Role: Senior art direction, design lead
Agency: Razorfish

O2 Style Guide. Putting it all together – flexible, modular, scalable and shaped to live the brand values.

				Images (Style Guide)	
					10 Grid
					11 Dimensioning
					12 Modular teasers
					09 Header flexibility
					10-12 Sections
					5-8 Type, colour, UI
					09 Header flexibility
					09 Header flexibility

Handwritten notes:

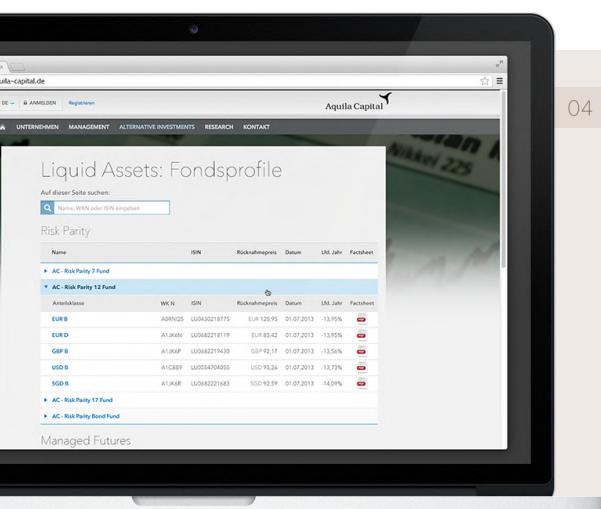
- Wichtiger Teil der Thematik
- Inhalt für jede Welttop einer abstrakten Thematik zu finden. Es ist für ein Thema besser, dass es sich auf mehrere nachstehende Themen bezieht.
- Weltweit soll es im Laufe nachstehender Themen.



Aquila Capital Responsive corporate website for alternative investments

aquila-capital.de

03



04

Project's story: Going fully **content first** in **close collaboration** with the client and structuring and linking the complex content upfront allowed for an extremely flexible and **modular approach**.

The **dynamic interlinkage** and content focused navigation enables **logic and fast screens**

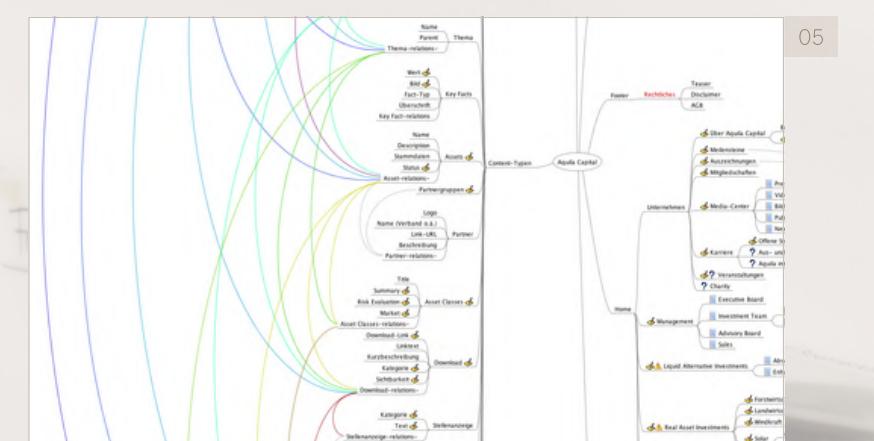
- 01 Mobile: liquid assets overview
- 02 Tablet: about and worldwide locations
- 03 Desktop
- 04 Laptop: liquid assets funds
- 05 Content structure

and explorative user flows from topic overviews down to product details, responsible managers, research articles, videos and location data.

Custom icons for categories and content types and large emotional photography add the spice and app-like feel to this content heavy and growing website.

Technology: Locomotive CMS (Rails)

Role: Concept IA/UX, art direction, UI design
Agency: WowBiz



01

Superbanner 728 x 90 px oder Wallpaper (optional)

Buzz.ly

Top Themen | Mein Konto | Über Buzz.ly | FAQ | Suche nach Themen, Autoren und Tags | suchen

Report: Energiewende, von Michael Hartmann +3

'Altmaier' wird aktuell **massiv auf Twitter thematisiert.** [Bearbeiten](#)

Altmaier Energiepolitik Starkstromstrassen Alle Tags +

Top Post: Focus.de Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken <http://www.focus.de/politik/deutschland/peter-al...>

+101%

Data Summary: Hier steht z.B. etwas zu Channel Ranking oder signifikantester Veränderung

[Top Posts](#) [Influencers](#) [Tags](#) [Verwandte Reports](#)

31. Mai

10:55 15k ZON Wirtschaft, @zeitonline_wir

Jedes Bundesland plant seine eigene #Energiewende und bringt damit das Projekt in Gefahr. <http://t.co/0lkOpvxtrg> http://twitter.com/zeitonline_wir/statuses/20...

zeitonline_all: Hier steht ein Kommentar lorem ...

umweltmonitor (umwelt-monit ...) Vernetzt Land für die Energiewende: Der heute vorgelegte Netzentwicklungsplan soll aufzeigen, wo in den nächst... <http://t.co/ISUVlm3g> <http://twitter.com/umweltmonitor/statuses/208...>

82 Kommentare 7:31 380 focus.de Peter Altmaier: 10-Punkte-Programm bis zur Sommerpause - FOCUS Online Neben der Energiewende wolle er den Klimaschutz wieder stärker in den öffentlichen Fokus rücken, sagte Altmaier am Donnerns...

Ereignis hinzufügen Conversation Box: User Lorem A User B User Cum C User dolor sit D User E

Amazon Omakase Widget 170 x NNN px

Netbreeze Social Media Summary:

Consumable social media monitoring for every one.

NETBREEZE YouTube Redesign 2011 Sat, Aug 22, 2012

Dear reader, during the last 7 days your topic's buzz dropped significantly and suffered a substantial drop in YouTube

Decreasing Buzz Microblogs Lead Watch out: YouTube

-6% -2.1M down total 51% -32% Microblogs +4% Watch out: YouTube

Fame +4% Fame -10% Fame -10% -1.3M down in YouTube

Friends +7% Friends -10% Friends -10% -1.3M down in YouTube

Press +1% Press -10% Press -10% -1.3M down in YouTube

Topics +4% Topics -10% Topics -10% -1.3M down in YouTube

All Channels Died

Decreasing Buzz Microblogs Lead

-100% -1.3M down total 100% -100% Microblogs +15%

Fame +10% Fame -10% Fame -10% -1.3M down in YouTube

Friends +10% Friends -10% Friends -10% -1.3M down in YouTube

Press +10% Press -10% Press -10% -1.3M down in YouTube

Topics +10% Topics -10% Topics -10% -1.3M down in YouTube

Watch out: Microblogs Change (Facebook)

Watch out: Microblogs Change (Twitter)

Watch out: Microblogs Change (YouTube)

Top Posts on Social Media Platforms, News and Blogs

RT @M@Rechner: David Design Experiment mit Auto und AutoDiesel. <http://cognidrive.it/> via @cognidrive

"Doppel" a Reaktion für die preis die wir haben für die experte" <http://Cognidrive.it/> via @cognidrive RT @M@Rechner: David Design Experiment mit Auto und AutoDiesel. <http://cognidrive.it/> via @cognidrive

YouTube's First Ever Video Turns 5 Still Makes Up 1/5th YouTube's Revenue market the anniversary of YouTube's first ever video. 5th at the site. The channel is quite fitting, featuring a video... See more

Topics

#aus #berndkraemer #aut #autobahn #auto #botschaft #kunst #wtf #zeitonline #netzpfefer @sempervideo #eurovision ausmaß entgegen unter konservativer emsicht eu-kommision eu-parlament fast gefeiert gestoppt grad großes heiße europäisch nuhr phase pinwand-fotos #ytds #team-akai

Contact

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NETBREEZE YouTube Redesign 2011 Sat, Aug 22, 2012

Dear reader, during the last 7 days your topic's buzz died completely and gained massively on Microblogs

Decreasing Buzz Microblogs Lead

-100% -1.3M down total 100% -100% Microblogs +15%

Fame +10% Fame -10% Fame -10% -1.3M down in YouTube

Friends +10% Friends -10% Friends -10% -1.3M down in YouTube

Press +10% Press -10% Press -10% -1.3M down in YouTube

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Project's story: This was a project like **startup**. On top of a growing social media data mining technology we designed a **strategy** and **look and feel** for a **consumer friendly service**.

A highly dynamic topic summary inviting every one to take part or just lean back and

Wireframes and screens

- 01 High fidelity Paper Prototype (Omnigraffle)
- 02 Social Media Summary E-Mail, Case 1
- 03 Social Media Summary E-Mail, Case 2
- 04 Social Media Summary E-Mail, Case 3

enjoy a new generation of **social news**.

Besides that we re-conceived the Report Summary Mail as dense **summary of significant weekly changes**.

The core part is a **modular sentence** that summarises the story — combined with the most relevant trends in **easily digestible figures**.

Role: Concept dev. IA/UX, art direction, UI design

Agency: WowBiz

Rossmann Online-Shop.

A completely overhauled and massively improved shopping experience by customer centred design.

- Iterative overall inside-out optimisation
- A baby's world with useful advice
- Thematic worlds
- Discovery search and filtering
- Customer acquisition & loyalty programs
- Single sign on
- And more ...

The screenshot shows a sidebar with various filtering options:

- Auswahl verfeinern**
- Beliebte Filter:**
 - Sonderangebote 14
 - Neu im Sortiment 15
 - Rossmann Qualitätsmarken 6
- Marken:**
 - Alete 6
 - babydream 6
 - Bebivita 6
 - FruchtBar 6
 - HiPP 4
- Mehr ...**
- Alter (ab ... Monate):** A slider set to 12, with other options: Alle, 2, 4, 6, 8, 10.
- Online/Filiale:**
 - Exklusiv Online 119
 - Filialangebot 220



The screenshot shows the Rossmann Online-Shop homepage. At the top, there's a search bar with the placeholder "Reiniger". Below it, a sidebar lists categories like "Alle Kategorien", "Duft", "Gesundheit & Sport", etc. A "Beliebte Marken" section lists brands like Alete, babydream, Bebitva, Fisher Price, Hartung-Spiele, Hipp, Janosch, Lille, Lilliput, Maxi Cosi, and Humana. The main content area features a search results page for "Reiniger" with filters for "Suchbegriffe" (Allzweck Reiniger, Bad Reiniger, Fussboden Reiniger, Küchen Reiniger) and "Produkte" (Bref Power Hygiene Reiniger, Bref Power Universal Reiniger, Viss Glas & Flächen Reiniger Konzentrat). It also includes sections for "Newsletter", "Fragen?", "Aktueller Prospekt", and "Partner-Angebote". Below this is a "Neu im Shop" section with items like a gaming book, SofLens, and Alete Bio-Früh-Karotten. At the bottom, there's another "Neu im Shop" section and a "Sauber, sauber!" banner featuring a woman with cleaning supplies.

Rossmann Online-Shop: Optimising search, filtering and faceted navigation.

rossmannversand.de

The image shows four versions of the Rossmann search interface from 2008 to 2012. Version 01 (2008) has a simple search bar and sidebar navigation. Version 02 (2009) adds a "Newsletter" and "Fragen?" section. Version 03 (2010) introduces a "Aktueller Prospekt" and "Partner-Angebote" section. Version 04 (2012) is a major redesign with a more complex sidebar, better search suggestions, and a detailed "Filtered product list / search result" view.

Project's story: Based on a preceding usability test – and far beyond – we made the vast and diverse product range more accessible and the **search experience** more **intuitive and lightweight**.

Introducing a **suggested search** faceted by term, brand, category bread crumbs and

product suggestions allowed for **easy and quick discoverability**.

Redesigning the **filter UI** reached from improving the visibility over better defaults, faster and easier handling and improved look feel.

Technology: FACT-Finder

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Screens

- 01 Home with search suggestions
- 02 Search suggestions, dimensioning
- 03 Filtered product list / search result
- 04 Product list / search result, documented

Launch: Rossmann corporate portal.

Rossmann quality brands incl. a product finder, a career portal, a baby's world and more.

The image displays three separate screenshots of the Rossmann corporate portal, each highlighting a different aspect of the website:

- FotoShop:** This section shows a sidebar menu for "FotoShop" with options like "FotoShop Home", "Fotos", "Foto-Bücher", etc., and a main area featuring a woman holding a laptop displaying the Rossmann website.
- Rossmann Quality Markets:** This section features a large banner with a woman holding a laptop. Below it, there are sections for "Rossmann Versand", "Babywelt", "Qualitätsmarken", "Fotowelt", "Unternehmen", and "Karriere". It also includes a sidebar with "Nachhaltigkeit" and "Günstig online einkaufen".
- Rossmann - Der Drogeriemarkt:** This section has a large banner with a man. Below it, there are sections for "Aktuelle Meldungen", "Verantwortung", and "Ihre Ansprechpartner bei Rossmann". It also includes a sidebar with "Karriere", "Fotowelt", and "Qualitätsmarken".

01

Rossmann Qualitätsmarken

Strengthening the position as quality brand manufacturer and retailer.

rossmann.de

02

03

Project's story: To position Rossmann as a quality leader of its branch online its quality brands had to become an integrated part of the corporate site.

Together with WowBiz I crafted a **new concept and design from scratch**. The

portal with the quality brands at its core got a **clear structure**, an appropriate **look and feel** and thoroughly optimised **usability**.

By means of a sensible categorisation, emotional and branded index pages, a **contextual teaser concept** and an **innovative product selector** the client's expectations were not just met but exceeded.

Role: Concept dev. IA/UX, art direction, UI design
Agency: WowBiz

Screens

- 01 Brand home with product finder
- 02 Product detail
- 03 Quality brands home
- 04 Category (baby and child) home

My Mercedes. Personalisation of the Mercedes-Benz passenger cars next generation website.

mercedes-benz.de/mein-mercedes

01 My Mercedes home, teaser page (concept)

02 Premium content landing page (concept)

03 Mercedes magazine (concept)

04 My Mercedes home, logged in (concept)

05 Saved vehicles

06 Editing personal profile

Screens

- 01 My Mercedes home, teaser page (concept)
- 02 Premium content landing page (concept)
- 03 Mercedes magazine (concept)

Particularly Mercedes-Benz car owners can profit from premium content and individual services. The personalised user experience is focused on an enhancement of the online sales process, the customer loyalty and the customer service.

Role: Art direction, user interface design | Agency: Nolte & Lauth