Hi, I'm Jörn

I'm a product designer based in Hamburg with over 15 years experience in UX/UI and growth design for software products.

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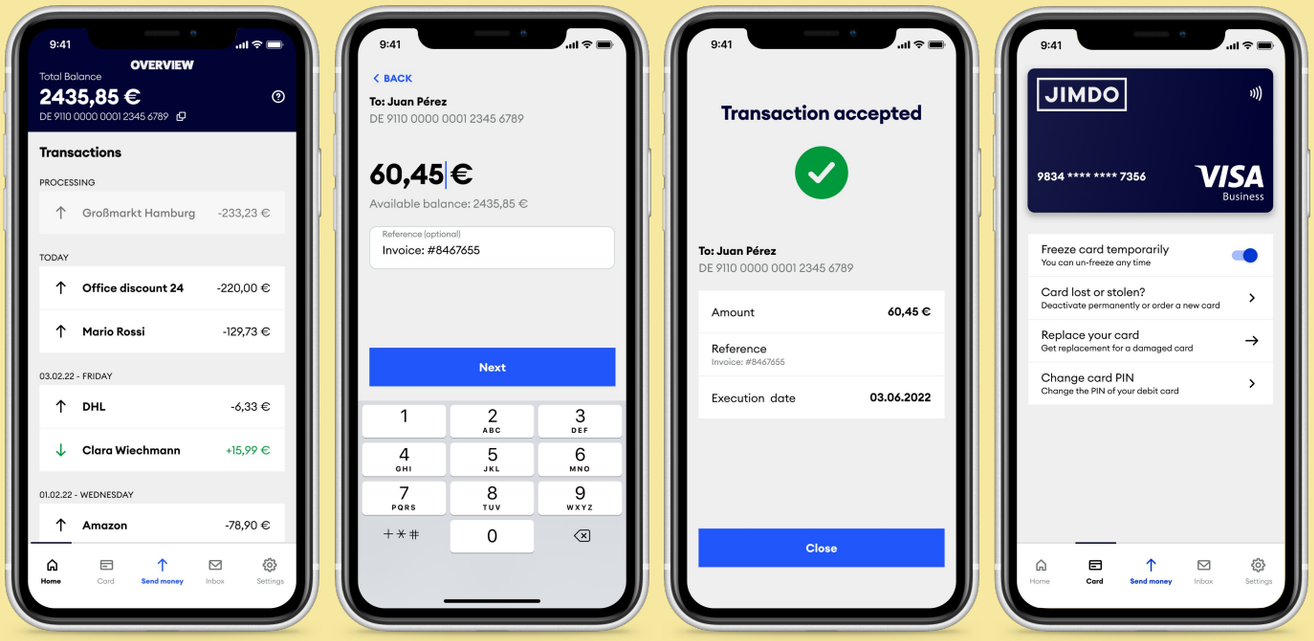
A Business Bank account for Jimdo users

Building Financial Service App from scratch.



OVERVIEW

We learned from research that in addition to creating an online presence, finance is one of the biggest pain points for self-employed. So Jimdo decided to invest in the idea of integrating a business bank account to the product portfolio.
The Goal of this project was to get an MVP product to the market in less than a year.

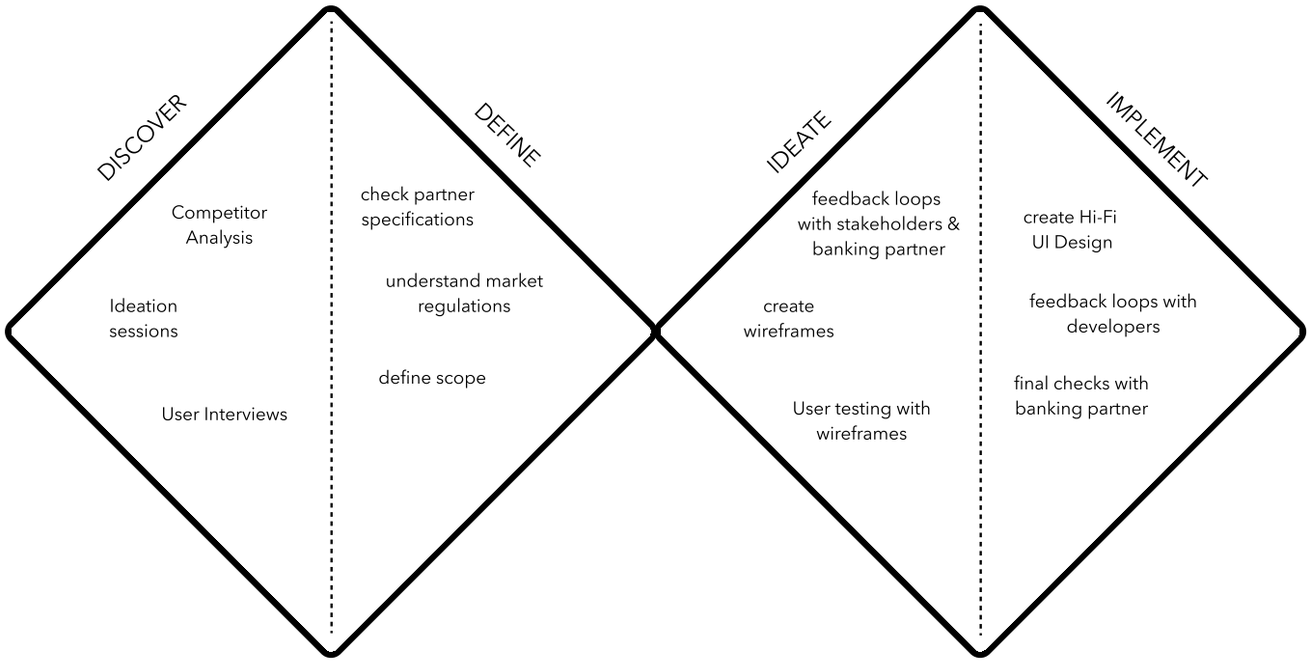
MY ROLE

Product designer

Wireframing, Interaction design, User Research, UI design

THE PROCESS

We formed a new team for this project and defined a lean UX process based on the Double Diamond Theory.

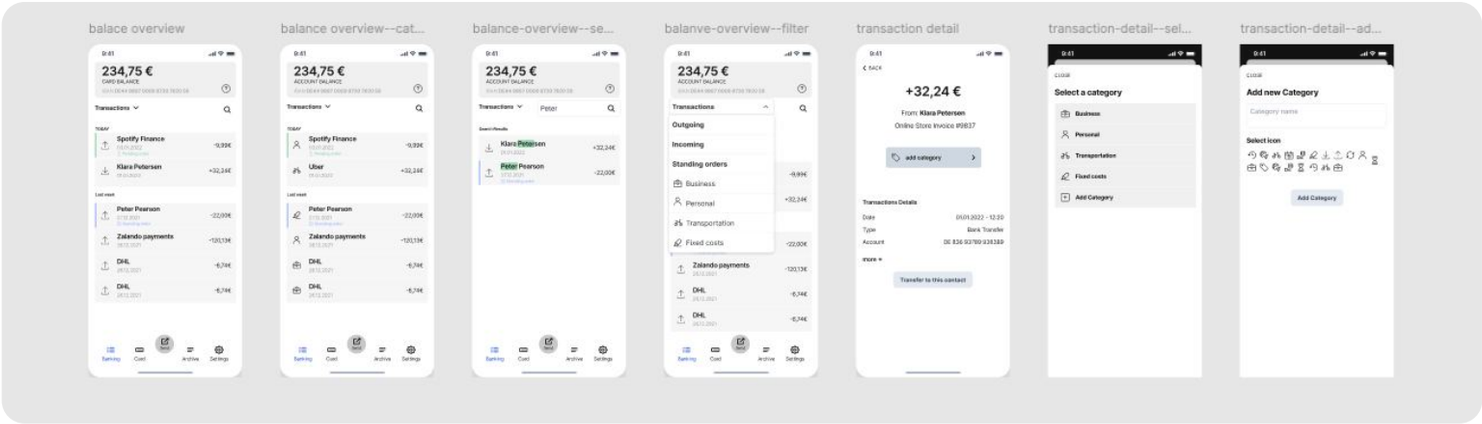


CREATING WIREFRAMES AND CLICK DUMMIES

Creating wireframes and click dummies was incredible helpful to get user feedback early and learn how users interact in a sensible surrounding like a banking app.

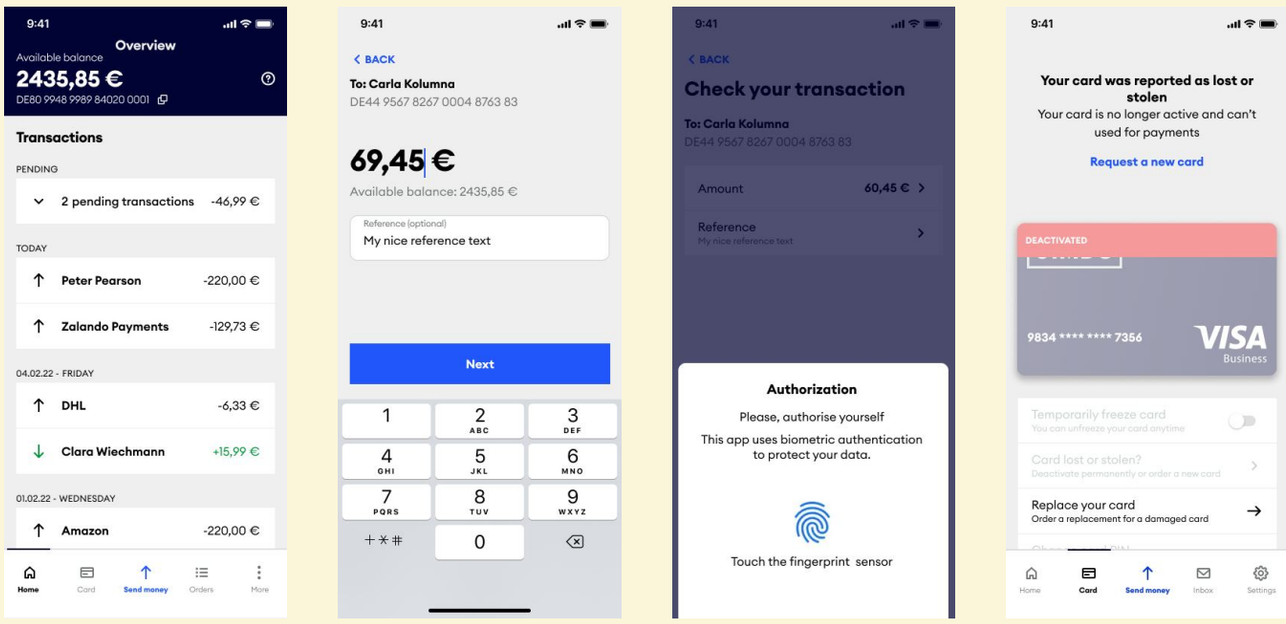
The click dummies also helped a lot in communication and alignment with the 3rd party banking provider we worked with.

In this project I created the wireframes directly in Figma. That makes it easy to transform them to clickable & testable prototypes.



CREATING THE DESIGNS

I created the high fidelity mockups in Figma. That allows our developers to inspect the designs and export CSS and html if necessary.
To make sure to figure out missing interactions or states I conducted a handover UX review for every frontend ticket with the responsible developer.



LEARNINGS & TAKEAWAYS

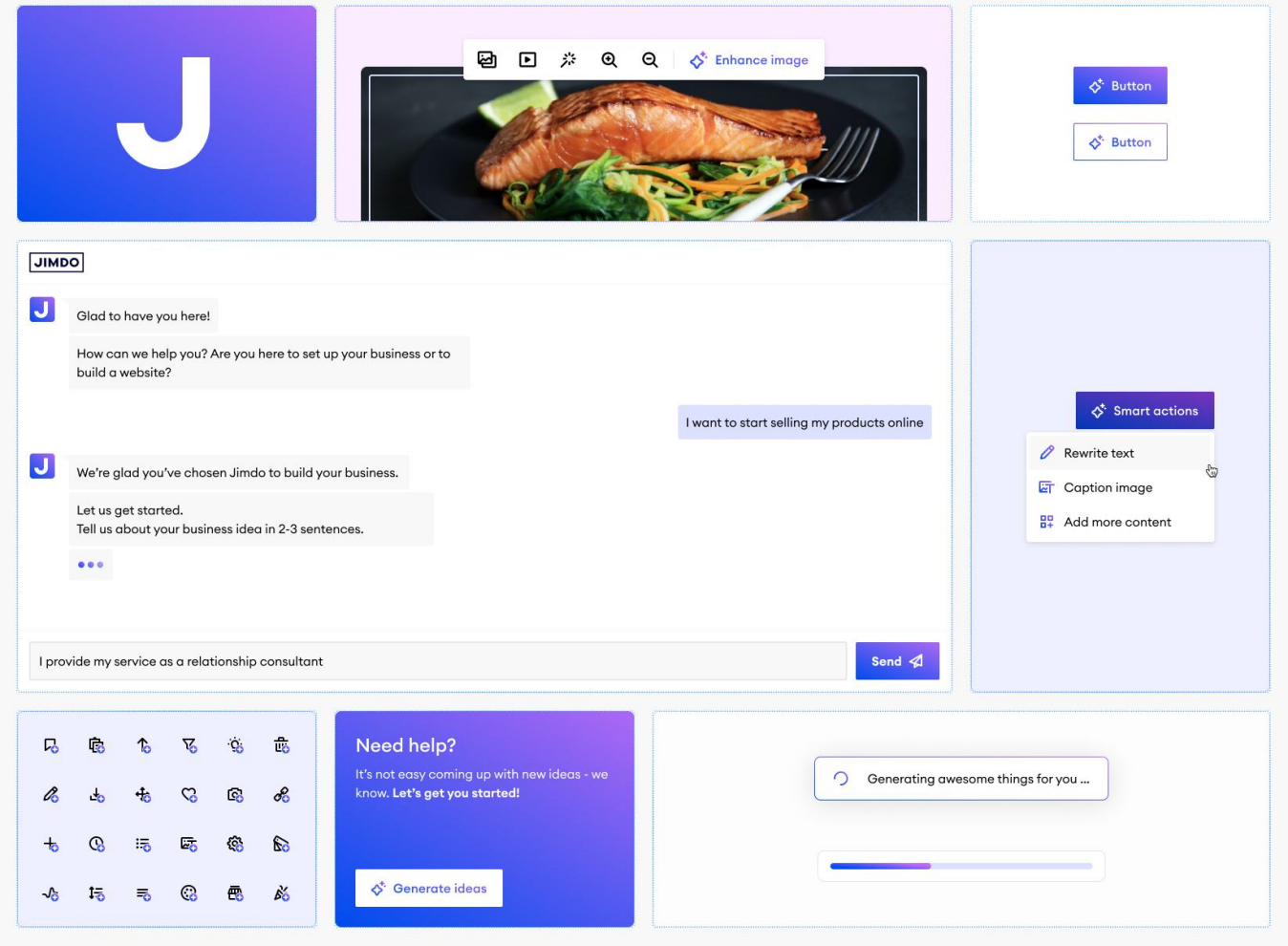
Working closely with external partners like in this case a banking service provider in an extremely regulated market like the finance sector was new for us as the team and also for the company. This comes with a lot of dependencies which makes the planning especially in development difficult. Despite this we managed to ship an MVP to our customers after a little more than 1 year.

Some key learnings

- **Be pragmatic.** The Finance sector is highly regulated. That means that a lot of content has to be integrated which on a first view stands in the way of a good user experience. You can not find a creative solution for all of this issues.
- **Test early.** As the financial sector was new territory for us it was crucial to get user feedback as early as possible. Always find ways to collect feedback from users also in early stages of the product development.
- **Involve engineering upfront.** You are not 100% free to design the user interaction id you work with an external banking provider. For understanding the technical boundaries it is essential to involve engineering upfront. That helps to prevent adjustment cycles in the development phase.

AI Branding

Creating an AI component Library for Jimdo products



OVERVIEW

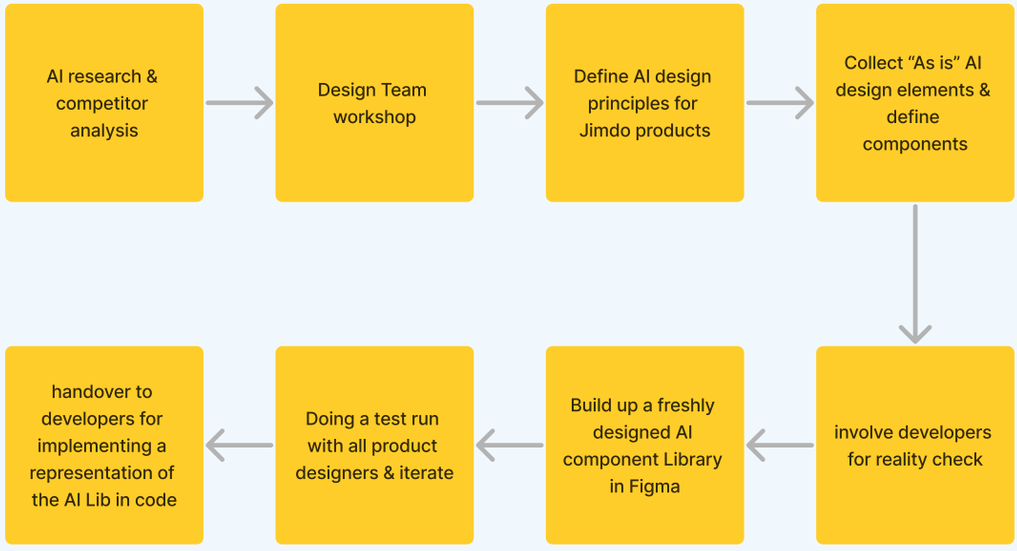
After experimenting with AI within the Jimdo product ecosystem, teams started to integrate AI functionality into their products. We realized that it was necessary to provide a unified experience of AI interactions across our products.
So I started to work on a AI component Library which allows other product designer to create unified AI experiences.

THE PROCESS

I started in a collaborative process with all product designers defining AI design principles. Doing this this together improved the acceptance and eliminated possible concerns.
This AI principles were the foundation for the following work on AI components.

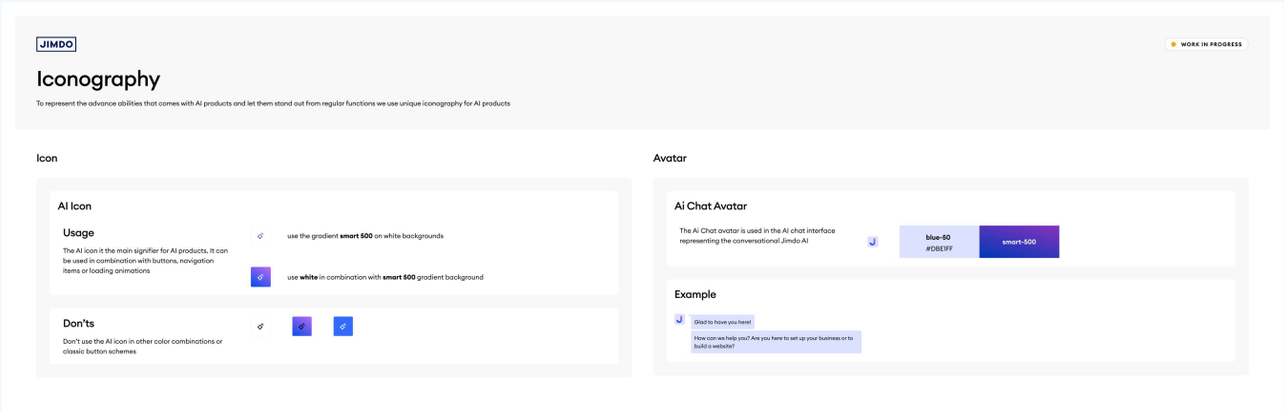
MY ROLE

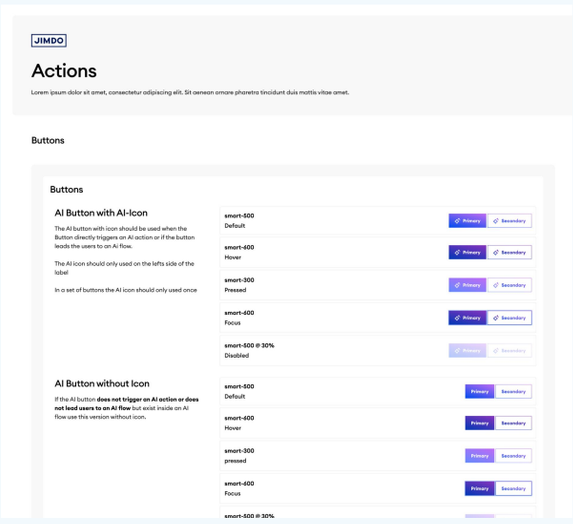
Product designer
Research, UI design, AI experience design

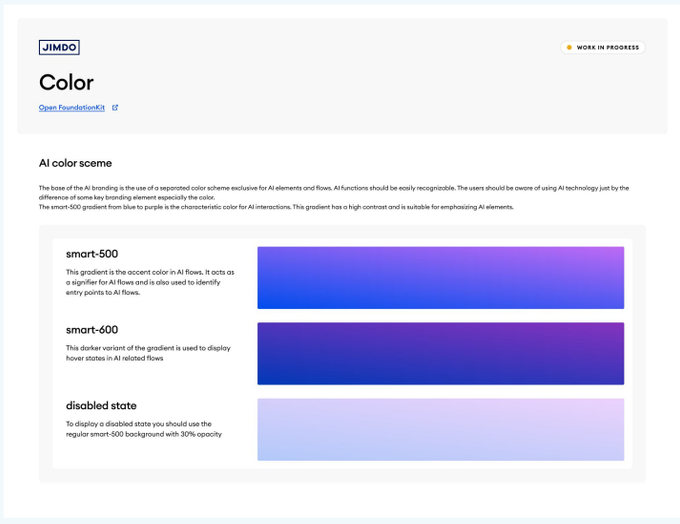


THE RESULT

At the end of the process I delivered an AiKit in Figma which every product designer can easily import in their own production file containing AI components to build seemingness AI experiences.







LEARNINGS & TAKEAWAYS

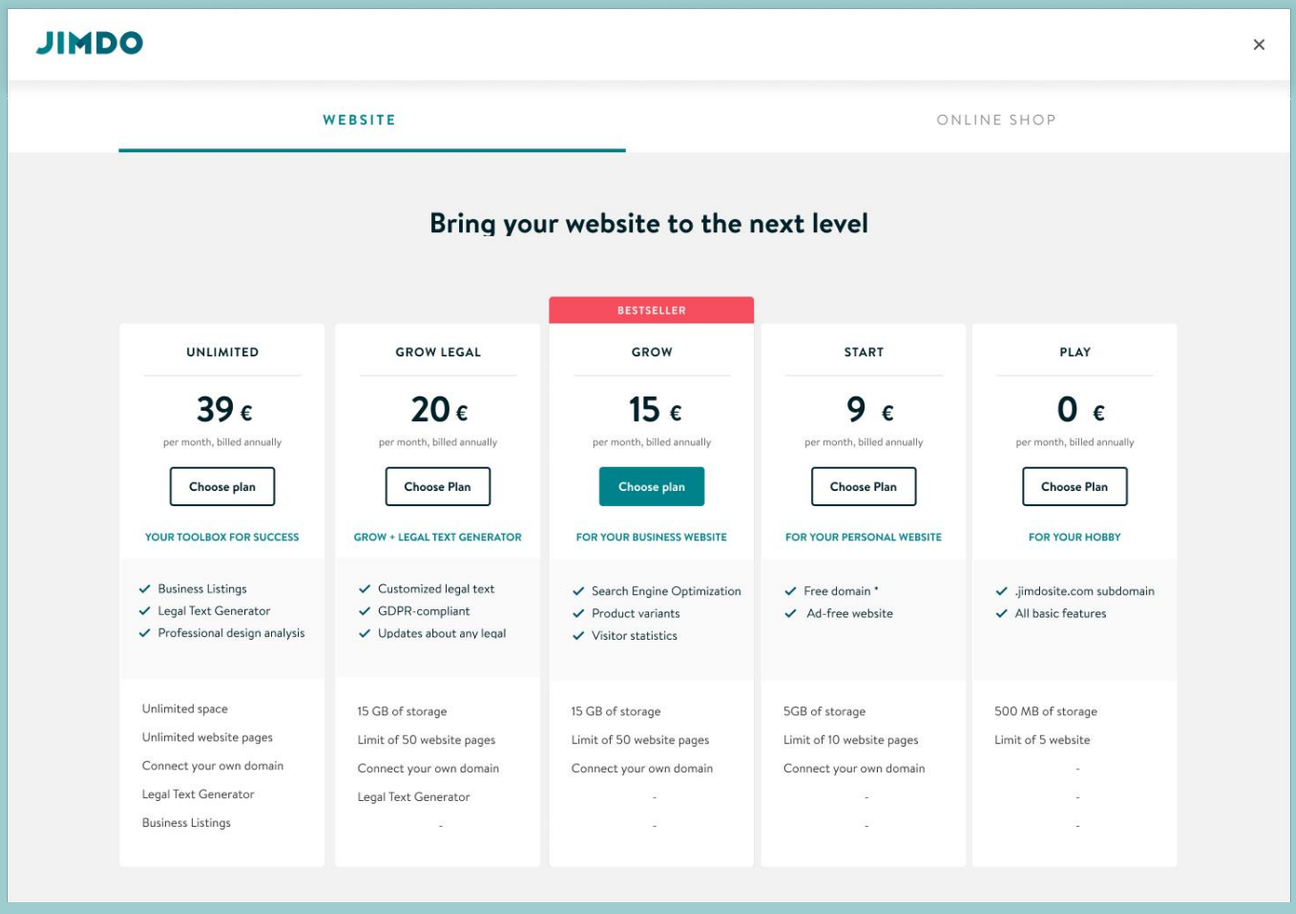
Starting early with initiatives to unify new trends and influences pays off. After we launched the first usable version of the AI Branding Kit, it became very useful in upcoming funnel initiatives and saves a lot of work for our product designers.

Some key learnings

- **Not everything has to be covered perfectly.** It's more important to implement a component library that can be used than to cover all edge cases perfectly. The power of such a system that changes can be applied easily when it's used.
- **Collaborate early.** A design system only works when it's used by all other designer. Collaborating early and listening carefully helps to increase the acceptance and usage.
- **AI is also new for the users – listen to them.** AI is developing rapidly. What's new for users today, can be normal tomorrow. So constantly test your AI products with users to learn how they perceive and experience AI interactions.

The power of digital psychology

How to increase revenue with hacking the package table



BACKGROUND

During my work in the *Conversion Lab* team we were looking for opportunities to increase the amount in the shopping cart per user. We started experimenting with the pricing table to try out different solutions.

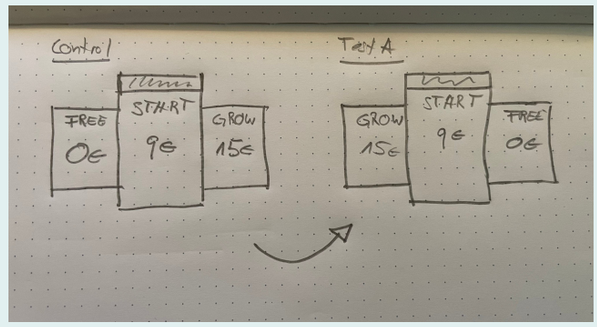
MY ROLE

Growth designer

Concept, Experiment owner, UI design

THE PACKAGE ORDER

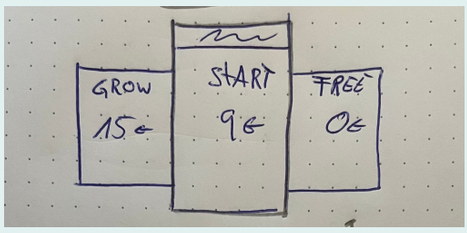
We had a first success by switching the package order to descending price order. We suspected that this was due to a psychological phenomenon called the anchoring effect. In our case the high price point of the GROW package on the left prominent position acts like an reference point that influences an individual's perception of the highlighted package in the middle. As a result we saw an significant increase of sales of the START package.



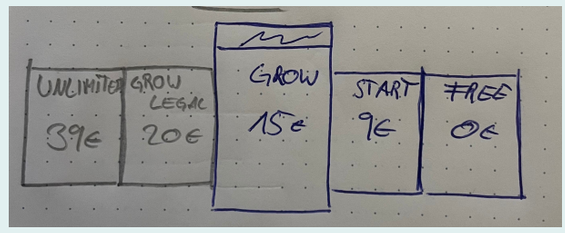
EXPAND THE PACKAGE TABLE

What if we reinforce the anchoring effect with a higher price point and find a way to place the more expensive GROW package in the highlighted place in the middle?
We had the idea to add two new packages with higher price points left to our traditional packages. To reduce the effort for this experiment we bundled existing Add-ons with our packages and created the GROW-LEGAL and the UNLIMITED package.
Our assumption was that due to the higher price point of the first package on the left and the new position of the GROW package in the prominent middle of the pricing table, more people will select the higher priced GROW package.

Control group



Test group



THE RESULT

We implemented an A/B experiment setup with the 3 package table as control group and the 5 package table as test group. Although we converted a bit less pay users in the Test group, new users paid significantly more than in the control group. This is because users that select the START package in the control group choose the GROW package in the test group. After a series of follow up experiments to balance the loss of overall conversion in the test group and the change was implemented to the company pricing & package table.

Some key learnings

- **Digital Psychology matters.** There is a lot of power in behavioral psychology, persuasion and neuromarketing. An d there is also a lot of research you can find. Unlock this power if it makes sense for the product.
- **Good experiment results often come with costs.** In this case we overall converted less pay users in the Test group because the package table got more complicated. But we took the win and iterated with follow up experiments to reduce the costs.