

UX Research Portfolio

Kaspersky Labs ZAO, Moscow, Russia



With 400 million users and 270,000 corporate clients Kaspersky is one of the world's largest privately owned cybersecurity companies. They operate in 200 countries and territories, have 37 offices in 32 countries and a headcount of over 3,700 specialists. The company's global revenue for 2016 totaled USD 644 million.

Job title: Lead Senior UX Researcher and Consultant (Contractor)

Duration: Jun 2008 – present

User-Tested & Optimized:

- 8 international company web sites and online stores
- Post-transactional and marketing email communication
- 6 consumer software products (live products and release candidates) for desktop (Mac + Win) and mobile (Android + iOS) devices
- In Germany, USA, UK, France, Japan, Brasil, France, Russia
- Test task example: Find the product on Google – download and install a trial – scan the device - clean an infected USB stick – trial to full license conversion

Responsibilities:

- Selection of appropriate research methods and user testing tools
- Use of business requirements, Usability findings and market research to develop user test scenarios, use cases and high-level requirements
- To conduct international Usability Lab Tests, Remote Web Usability Studies, Product Unboxing, Card Sorting and Diary Studies across channels, devices and cultures
- International test participant profiling and recruitment
- Selection of suitable language interpreters
- Definition of meaningful UX metrics to evaluate the objective and subjective test user experience
- Usability Lab Test facilitation in German and English
- Development of hands-on design and usage process flaw fixes based on UX Design best practices
- Back-reporting of test results to Product Managers, Developers and Designers in Ingolstadt and Moscow on location
- Development and provision of thought leadership in the consumer retail and software user experience across channels and devices
- Active support of Designers and Product Managers on tangible design and process improvements by planning and conducting Design Optimization Workshops in Moscow

Challenges:

- Establishment of a user-centered mindset inside the company
- Training of Designers and Product Managers in applied customer centricity on process- and design-level
- Tight deadlines
- International Project Management and coordination in 10 global time zones
- International seeking for and recruitment of suitable Language Interpreters

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- Incorporation of software retail unboxing into a set of already complex multi-device, multi-OS Usability Lab Test task flows
 - Presenting test results to interdisciplinary audiences in a way that captures the listeners and makes sure everybody understands details and implications regardless of the individual professional background

Results:

I contributed to safe-guard Kaspersky Lab`s global top 3 internet security software manufacturer position by creating 5 positive business factors:

- Increased online Conversion Rates
- More efficient Product Management and Marketing
- Lifted software sales
- A “quality brand” customer perception
- “Easy-to-use” press coverage
- After working 3 years with me, a permanent company-internal UX and Usability team was created
- Until today this team constantly ordered 2 to 3 international UX researches per year from my company

DasTelefonbuch Servicegesellschaft mbH, Frankfurt, Germany



The first German White Pages were printed 135 years ago. Despite the recent competition with Google, 10.9 million unique users / month make www.dastelefonbuch.de and its mobile app to one of today's most important Internet sites in Germany.

Job title: Lead Senior UX Researcher, Consultant and Designer (Contractor)

Duration: Nov 2008 – Oct 2016

What I did:

- Usability Lab Testing, Eye Tracking, Heuristic Analysis and quantitative Remote Web User Testing of the search portal www.dastelefonbuch.de on desktop (Win) and mobile (Android + iOS) devices
 - Front page = search interface
 - Result list
 - Result detail pages
 - “Mein Telefonbuch” customer self-service area
- Mobile App (Android)
- Responsive UX design www.dastelefonbuch.de for desktop and mobile devices
- Test task example: Look for a) a Pizzeria, and b) in Cologne – make the decision if they fit your needs – use your smartphone to navigate to their location – list them in your phone contacts for future use

Responsibilities:

- See “Kaspersky Labs” (except international impact and Product Unboxing), plus:
- Planning, conduction and analysis of Eye Tracking across desktop and mobile devices using hi-fi prototypes and lives sites + apps
- Evaluation of suitable Remote Web User Testing tools
- Remote Web User Testing survey design & implementation
- Planning, monitoring and analysis of Remote Web User Testing studies

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- Development of hands-on design and usage process flow fixes based on UX Design best practices
 - Apply strategic thinking to UX Design combining design best practices with tangible user + business goals while keeping technical realities in mind
 - Visualization and communication of UX Design concepts to board members supporting the process of mutual agreement to changes I recommended
 - Responsive HTML prototype creation in Axure RP Pro, including subsequent user testing
 - Image processing and modification

Challenges:

- Establishment of Heuristic Analysis, Cognitive Walkthroughs and software-based Eye Tracking simulation as low-resource, high-impact user testing methods
- Verification of qualitative UX test result validity by identifying and implementing Remote Web User Testing with 1000 monthly test participants as a means of deep-insight quantitative testing
- Presenting results and mediating discussions on Board Management level

Results:

My work contributed to the fact that despite the heavy competition with Google Dastelefonbuch.de remains in business:

- 95 percent of dastelefonbuch.de-users are satisfied with the results searching for a commercial provider
- An average of 52% of the German online population knows dastelefonbuch.de
- 8.486 users rate the DasTelefonbuch app with 4 out of 5 stars in Google Play Store

1&1 Internet AG, Karlsruhe, Germany



As a leading provider of DSL and mobile tariffs, services + hardware in Germany, 1&1 faces competition from big Telco players like Deutsche Telekom, Vodafone and O2. Hosting products for private individuals, traders and freelancers are also sold in ten countries. In addition 1&1 Versatel operates Germany's largest fiber optic network.

Job title: Lead Senior UX Researcher and Consultant (Freelance)

Duration: Nov 2014 – Jun 2015

User-Tested & Optimized:

- Website and online shop www.1und1.de on desktop (Win) and mobile (Android + iOS) devices
- Test task example: Look for the company in Google – look for a product of interest to your current or near-future real life situation – purchase it

Responsibilities:

- See “Kaspersky Labs” (except international impact and Product Unboxing), plus:
- Development of 5 Personas covering 75% of customers for the Front End Design Team. Goals: a) drive design and test plan decisions, b) facilitate understanding of user needs and to reach consensus
- Organization and management of on-site, post-test session result discussions with Product Managers and Designers
- UX Design consulting for my designer colleagues on the creation of responsive HTML prototypes for A/B testing based on Usability Lab Test and Eye Tracking results

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- Planning, conduction and analysis of A/B tests in close cooperation with the Design and Web Analytics team
 - Iterative adaptation of Usability Lab Tests and Eye Tracking based on AB test results
 - Development and provision of thought leadership in communicating recommended design changes to the Board Management

Challenges:

- Incorporation of Usability Lab Testing and Eye Tracking into iterative SCRUM sprinters with short cycles of 2 weeks per iteration
- Achievement of A/B test winner predictability based on previous Usability Lab Test and Eye Tracking studies
- Deliverance of clear facts and arguments to justify recommended design changes to the Upper Management

Results:

Thanks to my proposed combination of qualitative with quantitative measures the 1und1.de front-end team was achieving goals the previously isolated AB testing alone was not able to deliver - despite the tight SCRUM sprinter iteration time frame:

- The check-out Conversion Rate was lifted in a 2-digit range
- A predictability of the A/B test-winning variants was achieved after 6 months

McAfee HQ Europe, Hamburg, Germany



McAfee is one of the world's leading independent cybersecurity companies. It's consumer and business products protect 378 million total endpoints in more than 190 countries from all sorts of Internet threats. 84% of Fortune 100 Firms and 292 million consumers worldwide trust McAfee.

Job title: Lead Senior UX Researcher and Consultant (Contractor)

Duration: Aug 2011 – Apr 2012

UX Expert-Tested & Optimized:

- Laptop PC retail boxes & devices
- "My McAfee" online customer self-service
- Post-transactional and marketing email
- In Germany, UK, France, Netherlands, Italy, Spain, Russia
- Test task example: Check the box and its content for visible signs of "McAfee inside" – unbox the device – set it up – install the OS – check for McAfee software trial installation offers – install the McAfee software – create a "My McAfee" account – check the resulting email communication – convert the trail to a full license

Responsibilities:

- See "DasTelefonbuch" (except search impact and UX Design works), plus:
- Planning, conducting and analyzing international multi-channel Cognitive Walk-Throughs and Heuristic Analysis
- International Cognitive Walk-Through facilitation
- Mapping of research results to business goals in close cooperation with marketing departments
- Identification and prioritization of required design changes

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- Communication with external design agencies to implement the required changes into their wireframes and layouts

Challenges:

- Recruitment of suitable international UX and Usability professionals serving as expert testers in the local UX evaluations
- Aquisition of test hardware from 5 manufacturers in 7 countries

Results:

Due to the quality of results and the business impact they created, the Head of EMEA marketing was traveling from Spain to Hamburg to listen to my result presentations and participate in the subsequent design optimization workshops:

- Increased numbers of trial activations and trial-to-full conversions
- Lift of email opening, click and click-through rates

SAP AG, Walldorf, Germany



SAP is the world leader in enterprise applications in terms of software and software-related service revenue. Based on market capitalization, they are the world's third largest independent software manufacturer.

Job title: Lead User Requirement Researcher and UX Designer (Freelance)

Duration: Apr 2011 – Jul 2011

Topic:

- An international intranet application dashboard: User Requirement elicitation, low-fi prototyping

Responsibilities:

- Planning, conducting and analyzing of international user requirement interviews
- User Requirement concept creation and documentation
- Mapping of user requirements to GUI design details
- Creation of low-fi MS Powerpoint prototypes ("mock-ups") while maintaining a consistent, stringent customer experience within the corporate design
- Effective & efficient result communication to the project management

Challenges:

- Using Powerpoint as an "interactive" prototyping tool

E-Plus GmbH, Duesseldorf, Germany



E-Plus Mobilfunk GmbH is a German mobile communications provider. From 2000 until October 1, 2014, the E-Plus Group was owned by the Dutch KPN Group before it became part of Telefónica Deutschland Holding. To date, E-Plus has been the third-largest mobile network operator in Germany, with some 25.5 million customers.

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Job title: Lead User Requirement Engineer and UX Consultant

Duration: Aug 2007 – Dec 2008 (Freelance)

Analyzed & Optimized:

- Point-of-sales system “Arsys”

Responsibilities:

- Planning, management and monitoring of cross-department projects
- Project management
- Selection of suitable evaluation methods and B2B customers (resellers) for qualitative test purposes
- Strategic POS on-site process analysis using semi-structured user interviews to capture the realities and workarounds of actual sales processes in physical E-Plus retail stores
- User Requirement concept creation - from sales strategy to user flow and reporting
- Design Change Management Workshops with IT developers to incorporate the user requirements into the product
- Development of high-level digital POS sales strategy proposals for the optimization and expansion of real-world sales touchpoints for new and existing customers, taking economic, procedural and topic-specific conditions into account

Challenges:

- Tight deadlines
- Gathering on-site POS data without disturbing the ongoing daily sales activities

Results:

Increased POS business efficiency and performance:

- Lifted number of and reduced time required for new SIM card activations, especially on high-traffic days like Saturdays and before public bank holidays

Deutsche Telekom, Bonn, Germany



With 165 million mobile customers, 28.5 million fixed-line and 18.5 million broadband connections, Deutsche Telekom is one of the world's leading integrated telecommunications companies. T-Mobile Deutschland GmbH was merged with the landline division of Telekom Deutschland in early 2010.

Job title: Lead User Requirement Engineer and UX Consultant (Freelance)

Duration: Aug 2006 – Jul 2007

What I Did:

- Strategic ICT portfolio analysis based on user needs and practical service value
- Call Center customer database “iKDB” user requirement elicitation
- “Daily user survey” intranet tool: International user requirement analysis, conceptual UX design
- “Mein T-Mobile” customer self-service portal: User requirement analysis, conceptual UX design

Responsibilities:

The following is just a small excerpt, with a special focus on strategic ICT service value consultancy.

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- Planning, management and monitoring of cross-department projects on board-management level
 - Project management keeping tight deadlines
 - Strategic ICT portfolio analysis focused on identifying everyday ICT service value for the B2C customer
 - Selection of suitable evaluation methods
 - Planning, conduction and analysis of semi-structured user interviews of early adopters
 - Development of company portfolio segmentation and composition proposals, effectively communicating these recommendations to the management
 - Advising the management in matters of strategic relevance

Challenges:

- Keeping tight deadlines
- Finding a set of comparable ICT service characteristics, and mapping them to business values as well as tangible added value for the customer

Results:

- Deutsche Telekom has significantly reduced its commitment to podcast, push-to-talk and other new services which promised only a small market penetration due to lack of practical added value for German customers
- The named services actually never reached a business-relevant mass market penetration in Germany

Vodafone D2 GmbH, Duesseldorf, Germany



With a service revenue of 10 million euros, Vodafone Germany is one of the leading integrated telecommunication companies and also the largest TV provider in the republic. With its 14,000 employees, the group provides Internet, mobile, fixed-line and television services from a single source.

Job title: Lead Company Site UX Analyst, User Requirement Engineer, User Researcher and UX Consultant

Duration: Dec 2000 – Apr 2006 (Freelance)

What I Did:

- Vodafone BusinessOnlinePortal (B2B): conceptual UX Design and prototyping, User Testing. Business case experiences: Online Ordering, SIM Card Activation, Mobile Contract Extension
- Marketing campaigns: User Testing, UX optimization
- Content Management System "Coremedia": User Requirement Elicitation, user-centred implementation support
- Web Analytics tool "Webtrends": User Requirement elicitation, report set-up and analysis
- Mannesmann D2 company web site: UX Expert Analysis & optimization

Responsibilities:

The following is just a small excerpt, with a special focus on my Vodafone BusinessOnlinePortal works.

- Ensuring that User Experience and Business Objectives are met from the point of project initiation, through discovery, definition, concept development, Usability Lab Testing and refinement
- Planning, conducting and analysing in-depth User Requirement elicitations for multiple business cases
- Recruiting "friendly test users" amongst Vodafone's business clients for user requirement interviews + usability lab tests and schedule personal, one-to-one appointments with them
- Creation of User Requirement Concepts - from sales strategy to user flow and reporting
- Mapping of User to Business and IT Requirements, keeping the needs and limitations of each player in mind
- Planning, facilitation and post-processing of User Requirement + Design Change Management Workshops with IT developers and Product Managers

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- Task Flow Analysis and Visualization, the latter low-fi with Post-It`s and hi-fi in MS Visio
- Iterative Pen & Paper Prototyping with friendly users, including an interface optimization from session to session
- Planning, conducting and analyzing Usability Lab Tests across Germany with Vodafone business clients
- Definition of meaningful UX metrics to evaluate the objective and subjective test user experience
- Creating lab test scenarios and task flows based on business cases
- Usability Lab Test facilitation
- Development of hands-on design and usage process flaw fixes based on UX Design best practices
- Back-reporting of test results to Product Managers, Developers and Designers
- Development and provision of thought leadership in the B2B retail user experience
- Active support of Designers and Product Managers on tangible design and process improvements by planning and conducting Design Optimization Workshops

Challenges:

- Convincing IT people of the added value User Requirement Analysis and Usability delivers for them
- Overcoming Sales Team concerns to lose influence and importance
- To incorporate as many User Requirements into the product as possible – within given IT resources and Marketing specifications
- High management attention
- Planning and management of Usability Tests all over Germany

Results:

I was able to keep the promise of reduced IT overhead and increased Marketing possibilities:

- Right after the launch, end-users preferred the Vodafone portal over the competitor ones. Reasons: a clear advantage in terms of time saving potential, clarity of design and a great convenience
- “Ease of use” became the main sales argument in all Portal Marketing Campaigns
- The number of IT change requests were substantially below average
- Even today, Vodafone corporate customers still seem to use the portal – it is still operative despite the outdated design

I am happy to provide the complete list of T-Mobile, Vodafone and my small client projects between 1995 and 2000 upon request.