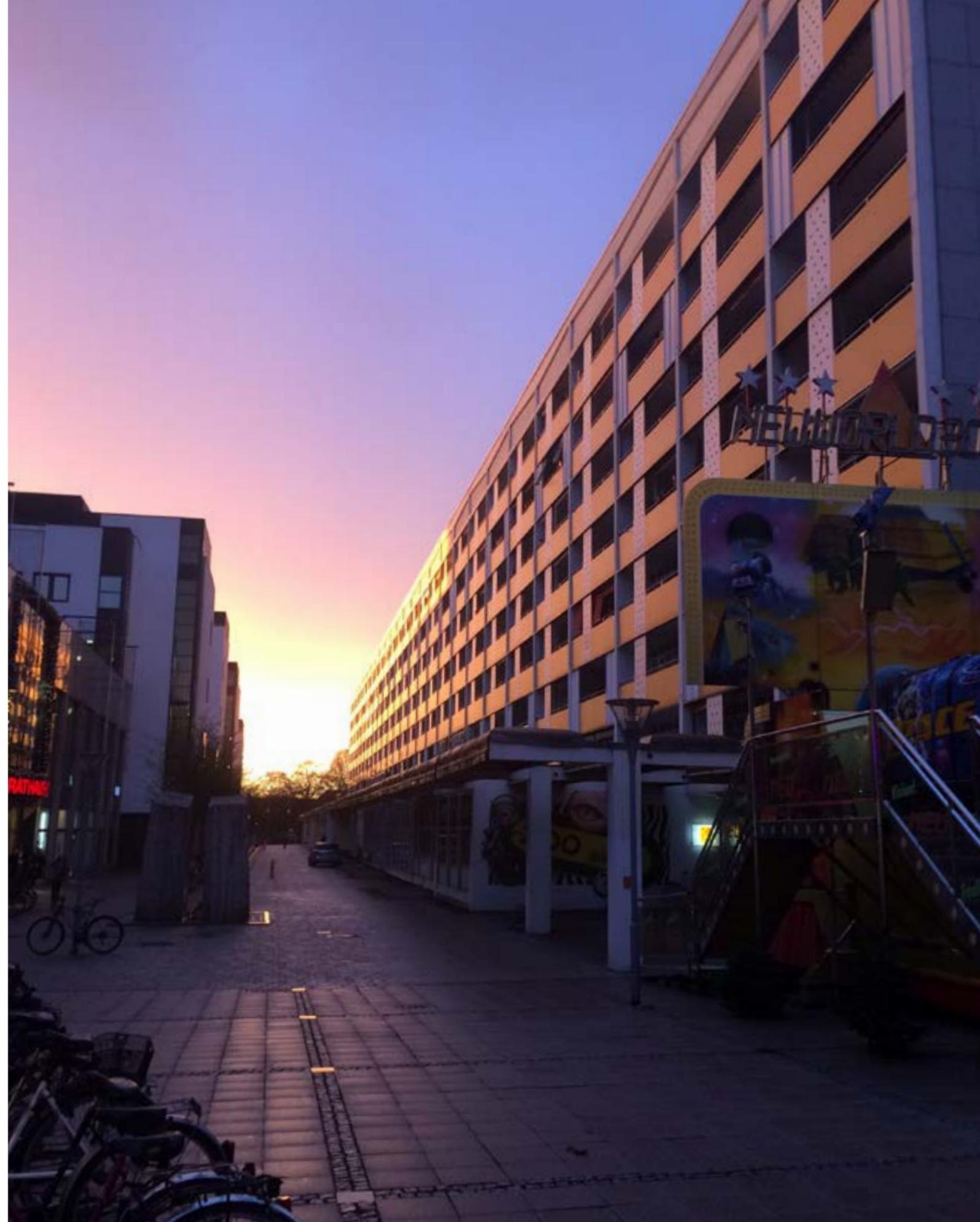


Portfolio

Luise Bergmann

UX Designer

Tel. +49 178 1324217 | hi@luisebergmann.com | luisebergmann.com



InKoMo 4.0 - Innovation Accumulator

In order to promote innovative mobility economy, the Cities Council of Baden-Württemberg has launched the funding project „InKoMo 4.0“, which is intended to allow municipalities and innovation carriers to initiate mobility projects supported by the state. For this reason, the InKoMo innovation accumulator is currently being implemented to make it easier for companies and municipalities to get in touch with each other. In this way, companies can present their products and projects that have already been implemented. Municipalities have the opportunity to submit applications and present implemented projects. The innovation accumulator as well as the applications can be searched and filtered, the subpages for companies, municipalities, products, projects and applications are adjourned and linked to each other. My task was to design the user experience and to implement the user interface of a responsive website. I did this as a click prototype with Sketch and Invision.

[Click prototype for desktop](#)

[Click prototype for mobile](#)



Data Storytelling

The Electricity Network Development Plan and its website have been maintained by various departments of CB.e Digiden for several years. On the corresponding website there is a lot of information about the work of the energy network operators and their plans, but there was no central place where visitors could get a clear and concise explanation of the connections between the exit from nuclear and fossil-fuel energy and electricity network expansion. Therefore, the NEP team developed a microsite that was to convey these relationships in three chapters. My task in this project was to translate the concept into a responsive microsite with many interactive infographics.

<https://www.energiewende-stromnetz.de>



2019 | CB.e Digiden

BITV Optimization for Organspende-Info.de

Since the beginning of the year, CB.e Digiden has been in charge of several online projects of the Federal Centre for Health Education. Since the websites of state institutions have to be BITV-compliant, I have expanded my usability expertise towards barrier-free web design in order to carry out BITV tests and make alternative design proposals for the respective websites. I work closely together with the respective web developers. For the website Organspende-Info.de I completely supervised the realisation.

<https://www.organspende-info.de>

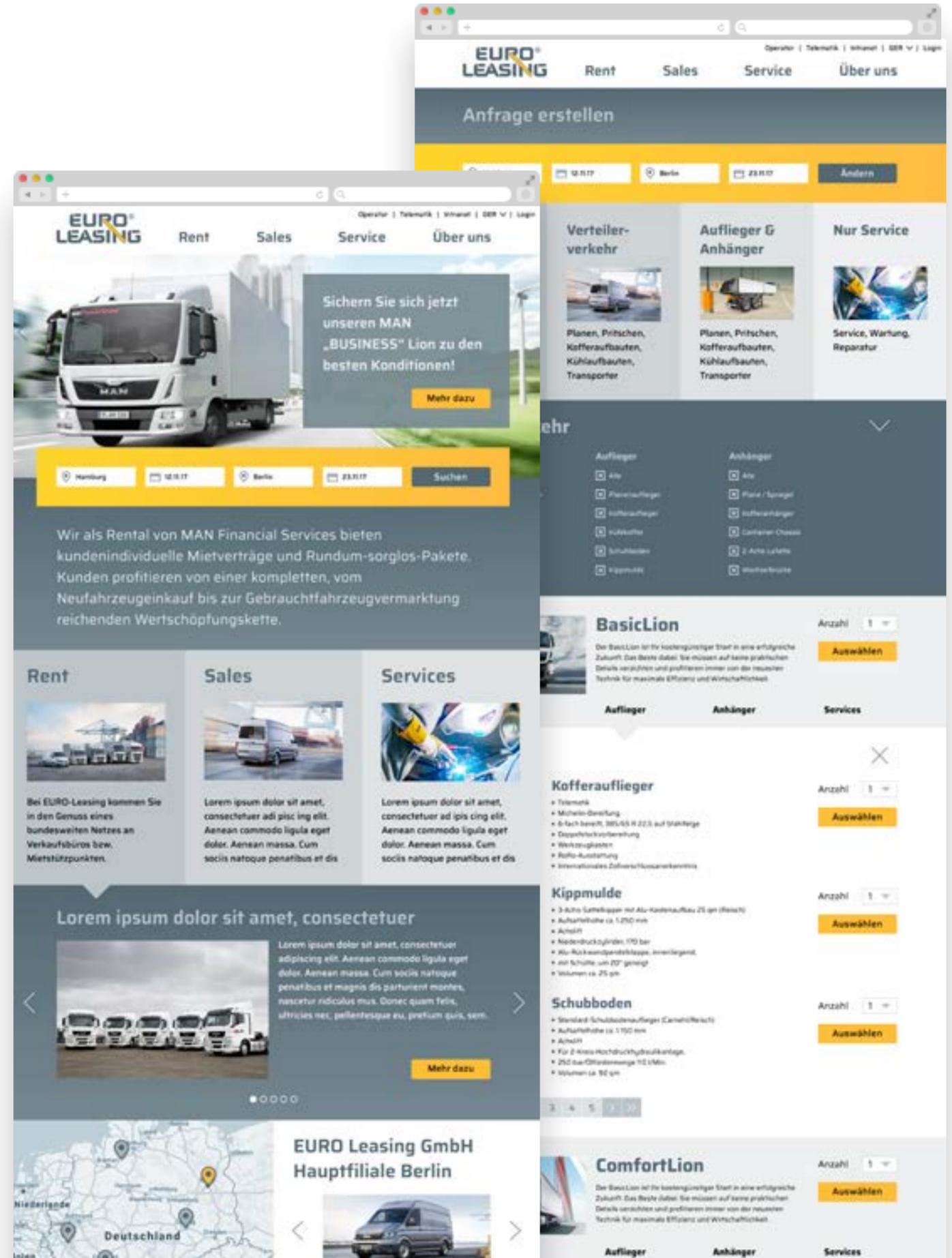


2017 | UX Designer at CB.e Digiden

EURO-Leasing Homepage and Fleet Configurator

Concept and prototype were part of the tender for the relaunch of the EURO-Leasing website. The design includes the redesign of a new start page in full width flat design as well as a draft for an online fleet configurator.

[Click prototype for desktop](#)



**Expensive Food,
Cheap Electronics**

Price Development
in Germany*

+106%



Cucumbers

+25%



Butter

-7%



Tumble Dryers

-5%



Game Consoles

+22%



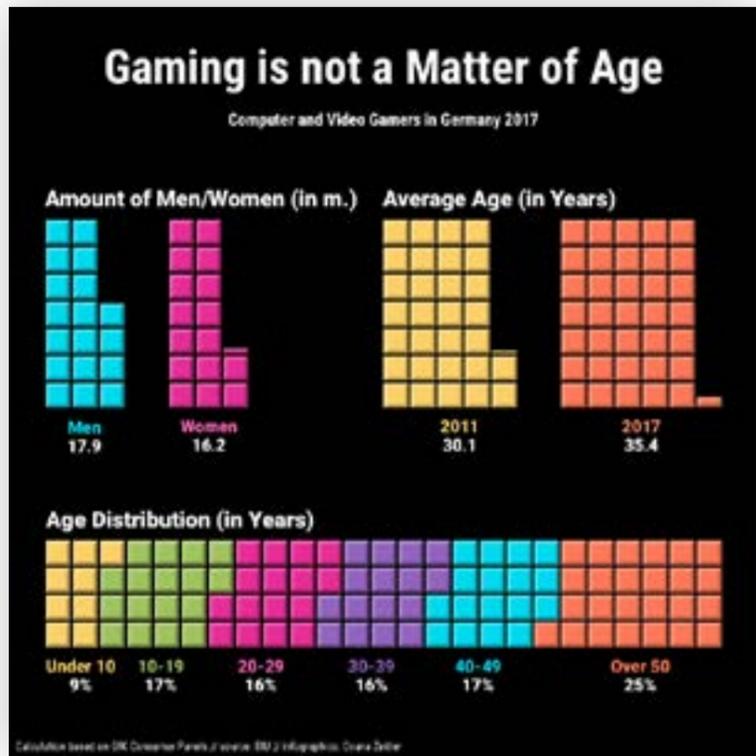
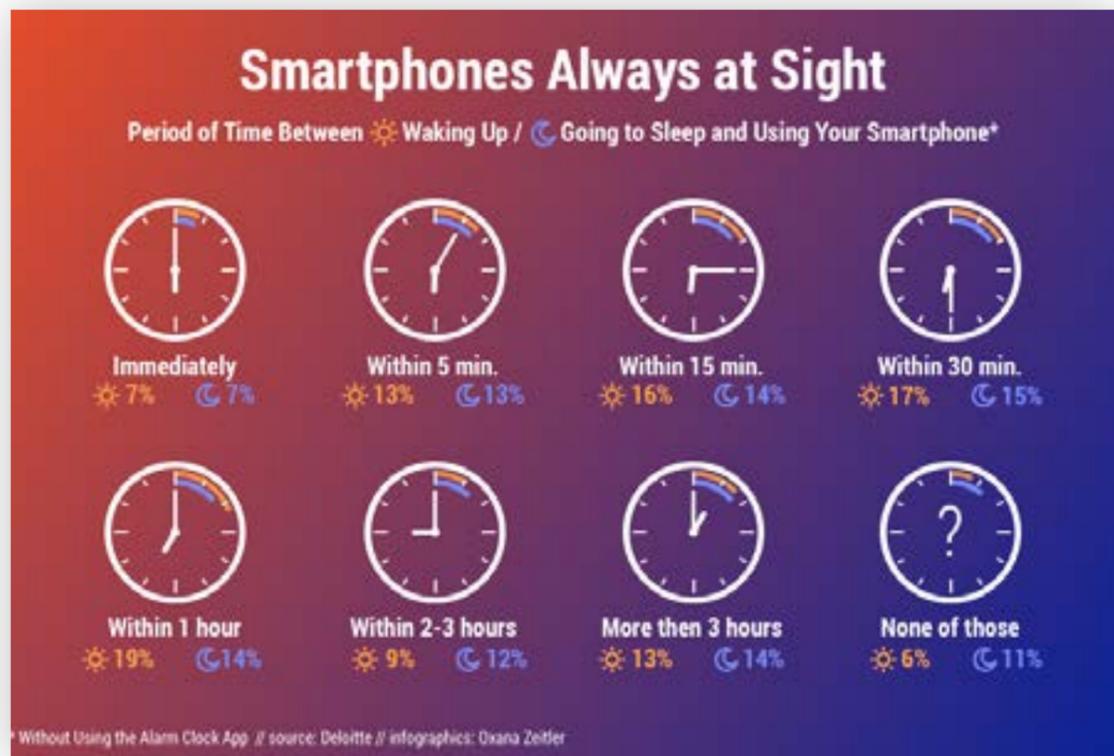
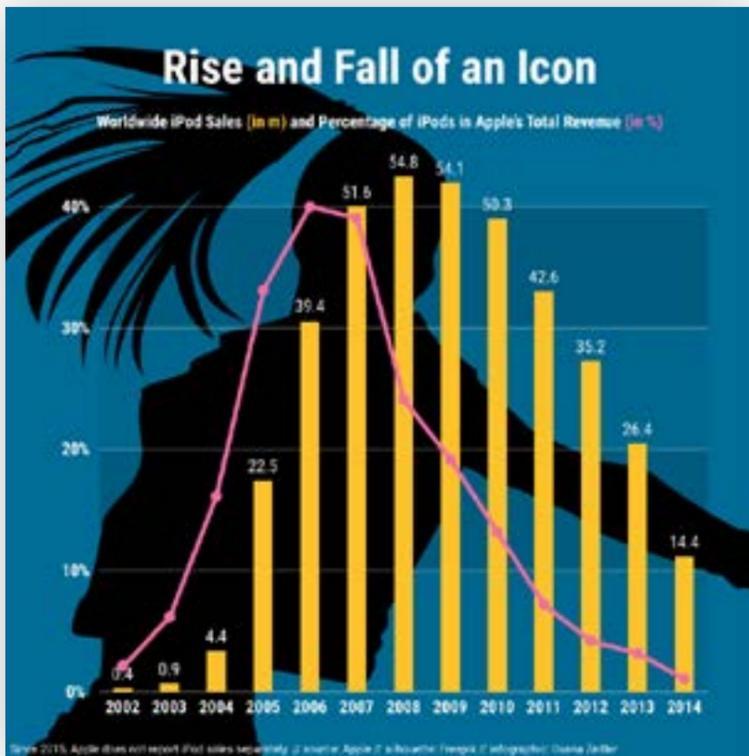
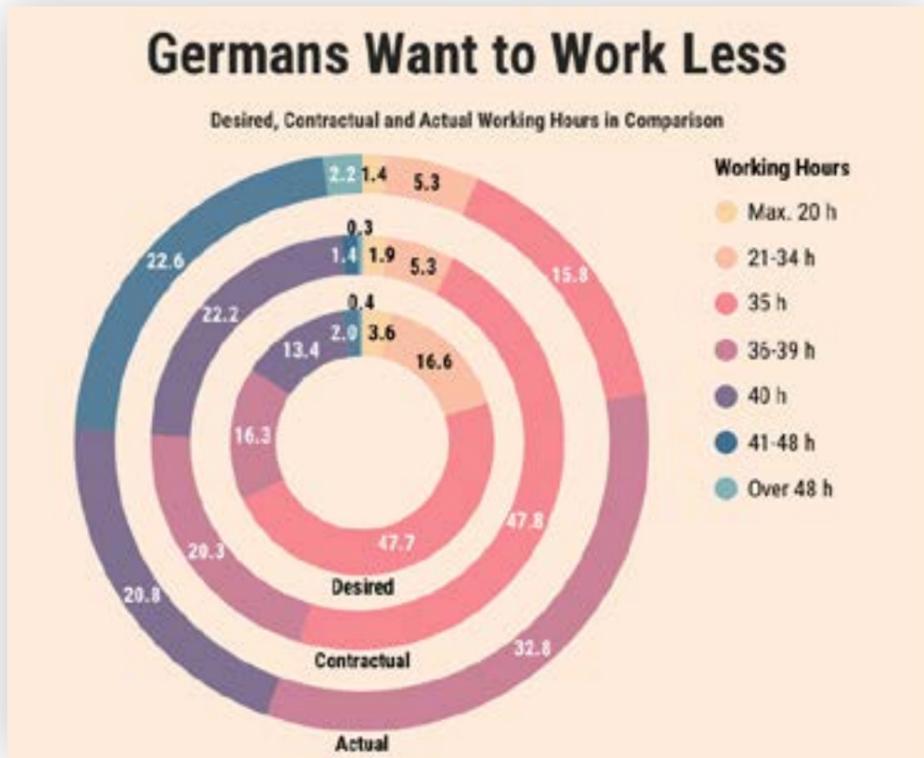
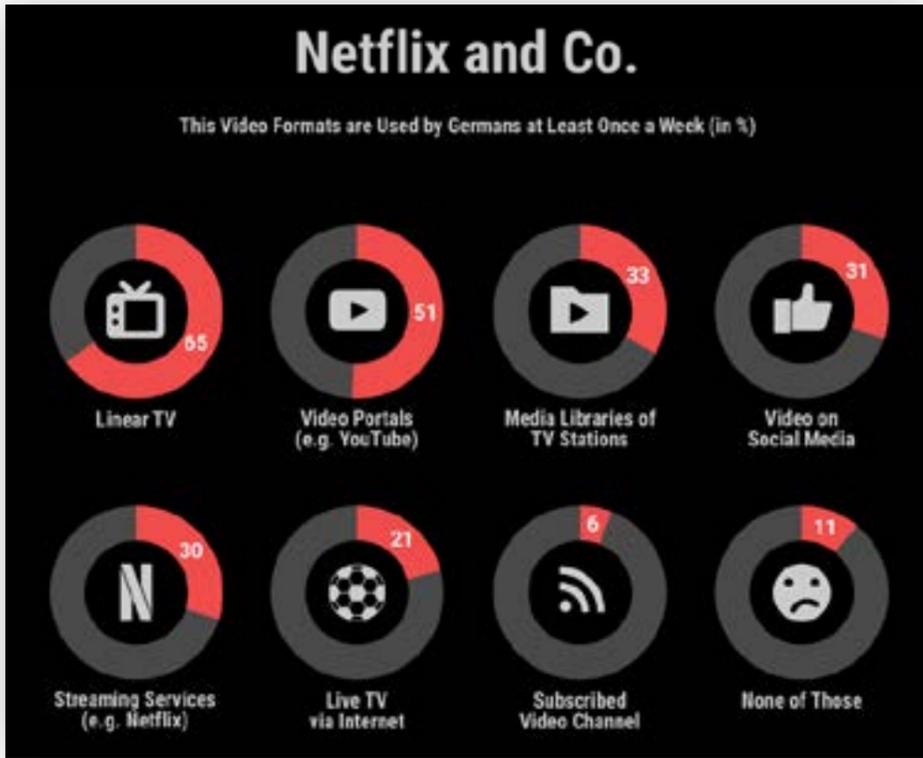
Corn

*Price development
2016 compared to
2015 // source: Federal Statistical
Office of Germany
Statistik
Bundesagentur für Wirtschaft
Curve, M
Alena Arter
Julia Söder

2017 | UX Designer at CB.e Digiden

Infographics for Content Marketing Strategy

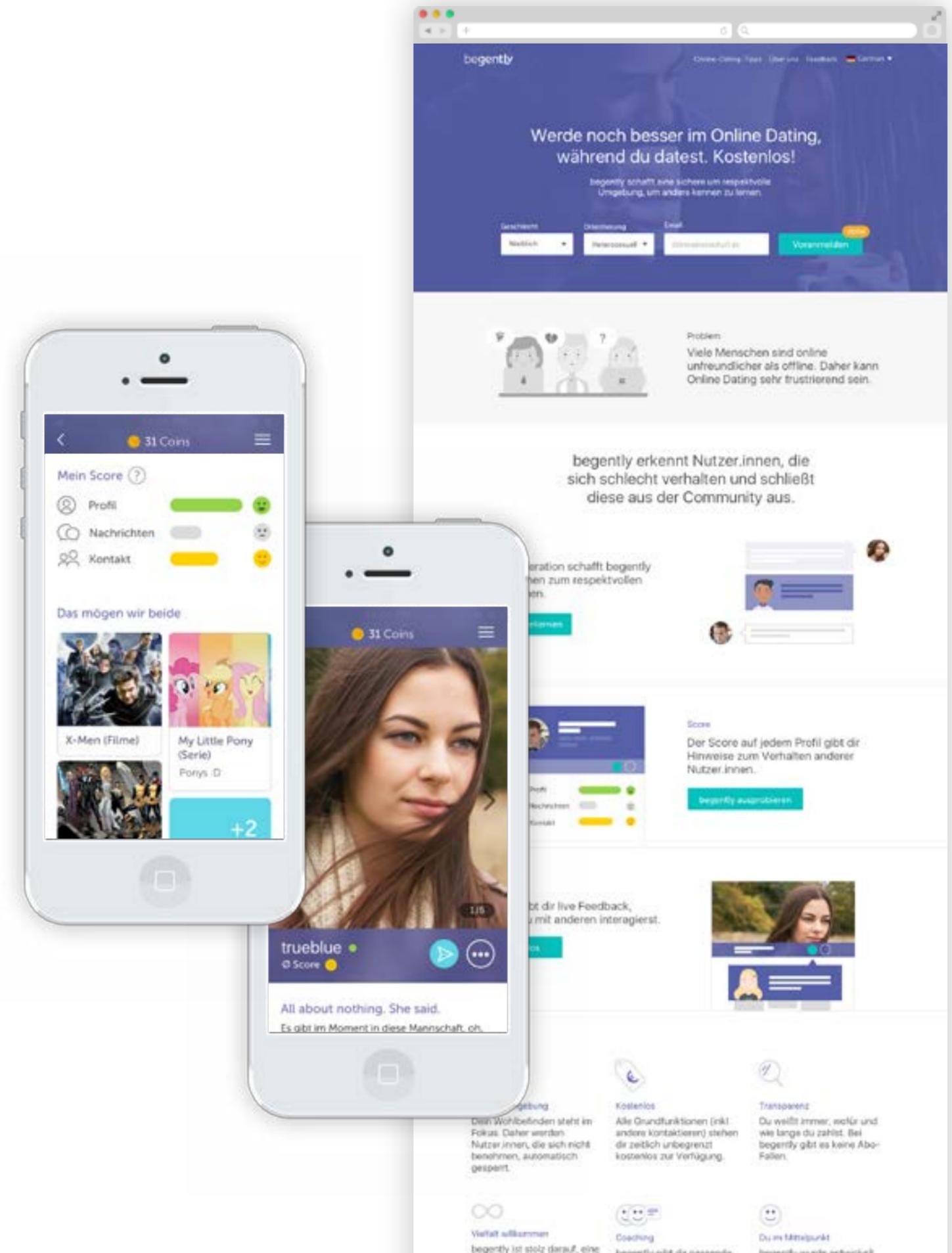
As part of a content marketing strategy aimed at increasing the reach of a social media profile, I created a series of infographics on the subject of culture and technology.



2016-2017 | Founder at begently

begently

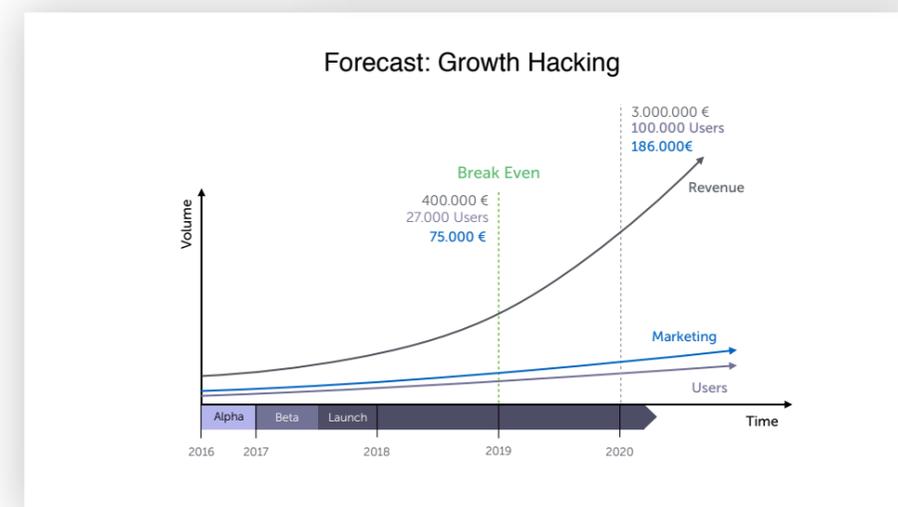
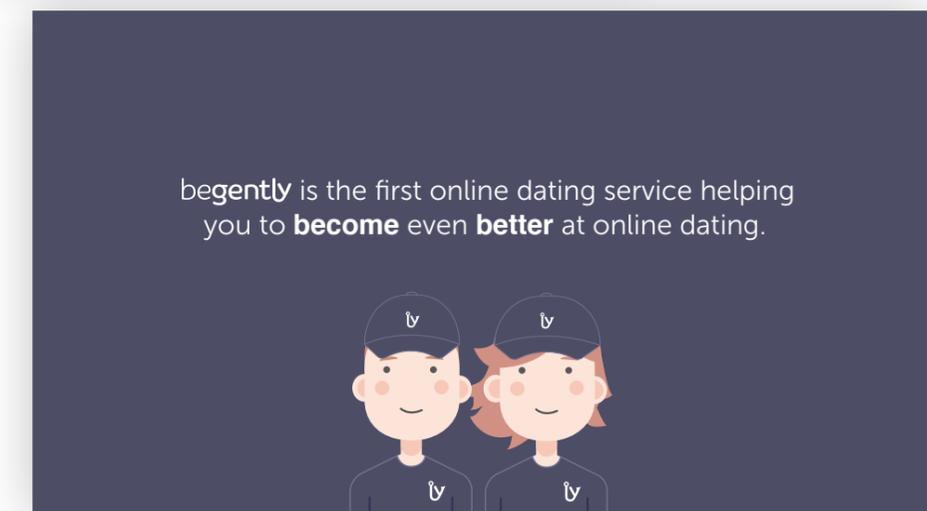
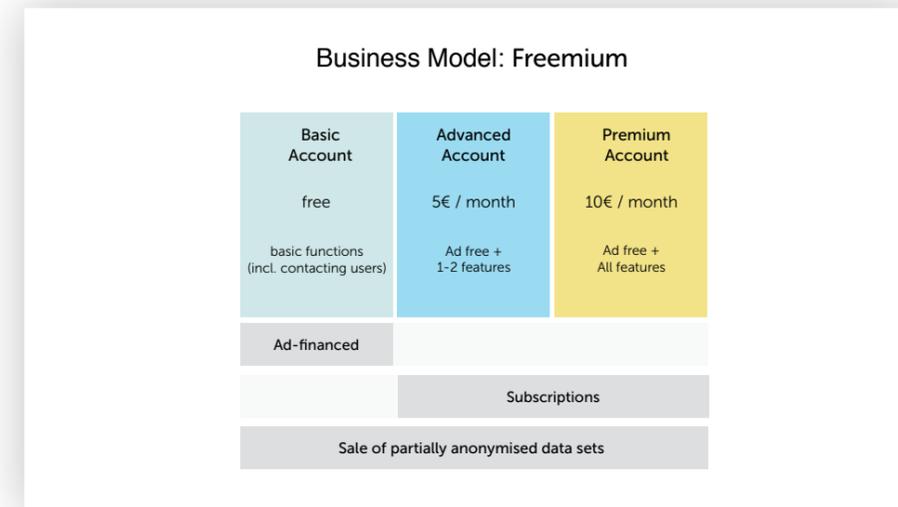
At some point the time has come for everyone to think big and tackle their dreams. For me this was the case when I decided to transfer the product of my master thesis into a company. This was the online dating service begently. It was aimed at a group of users who had been ignored for a long time in online dating; women. They are a minority on dating services because they feel insecure and are afraid of being verbally attacked. Those problems should be resolved by begently with a big data analysis and automated assistance. This makes it possible to make the user experience more enjoyable for everyone.



2016-2017 | Founder at begently

begently

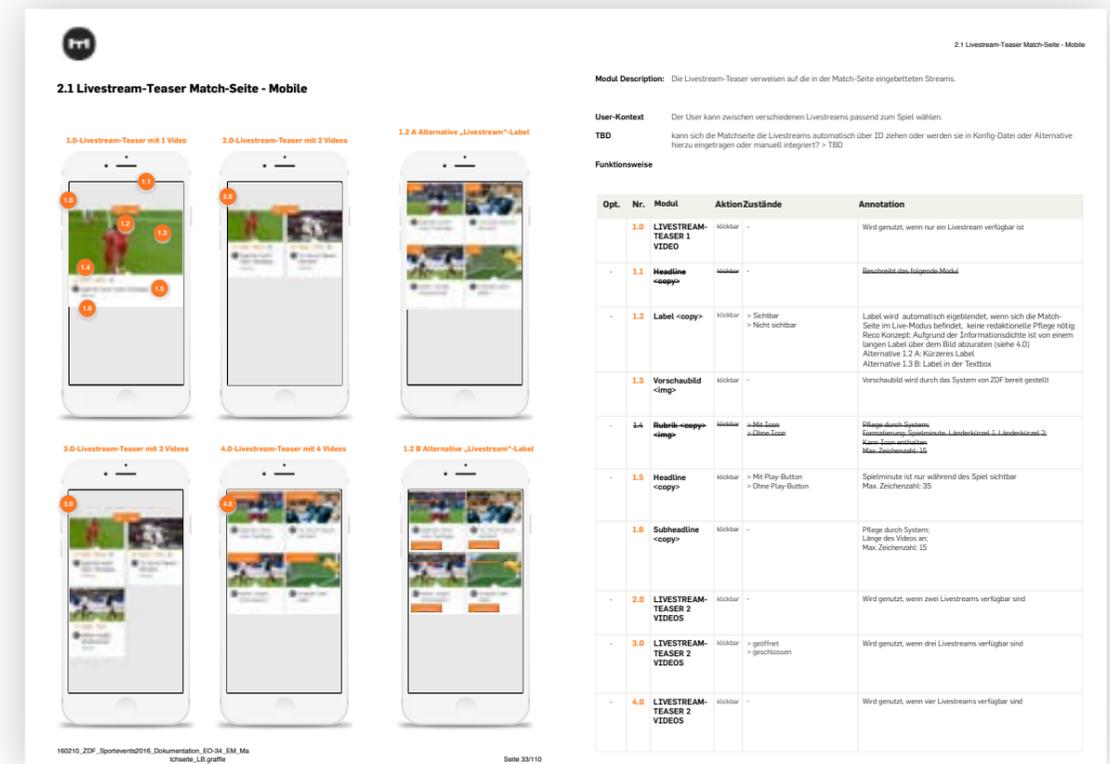
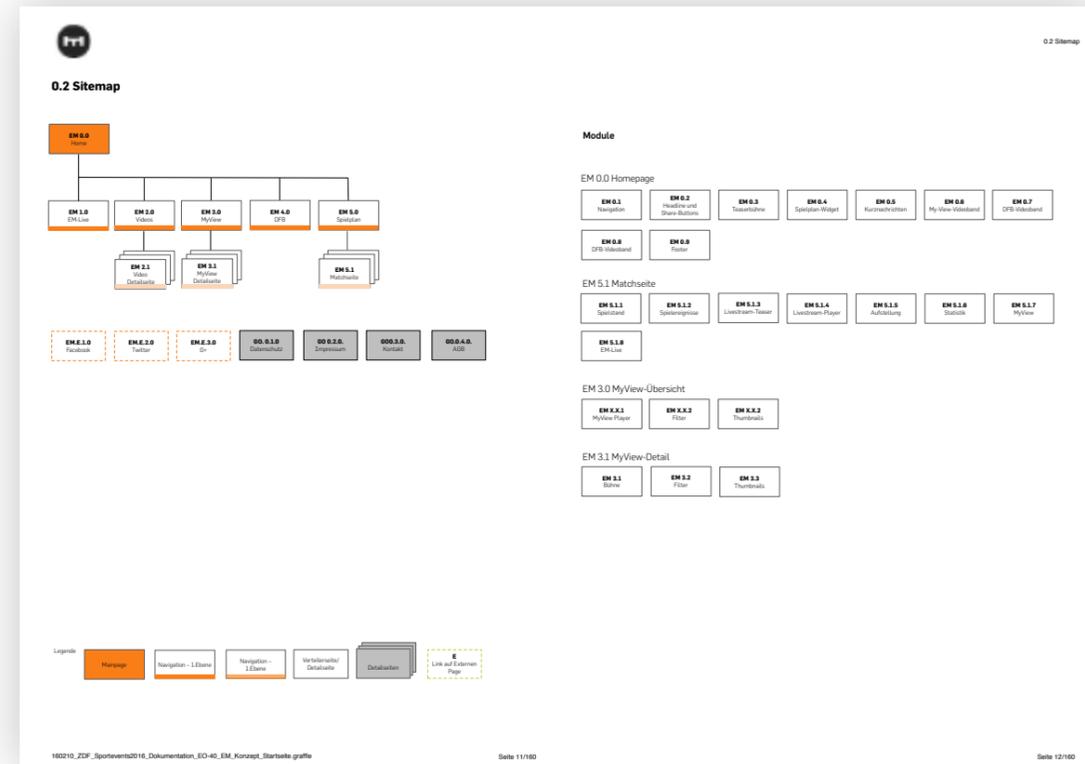
In May 2015, together with my fellow student Thomas Otto, I started to create a business model canvas, a business plan and a pitch deck to present and network our project at various start-up events. Furthermore, we were both responsible for the acquisition of further team members, the design and realization of the site and the online and offline marketing. Most of the things we did during this time were beyond our expertise and we had to work them out ourselves. Since our product didn't solve a problem that investors were familiar with, we never managed to convince a financier. We therefore decided to discontinue the project in September 2016.



2016 | Concept Designer at Moccu

ZDF Event Modules

My most complex project at Moccu was the detailed conception of the streaming website, on which both the European Football Championship 2016 and the Olympic Games were broadcasted. While the structure of the site was clear, the different states that the individual modules can have weren't (before/during/after the European Championship as well as before/during/after a match, with a video, or several videos). My task was to define in a detailed concept which modules had which states when, how they were structured and where the data for each object in the modules came from (coded/edited/API). This module catalogue was developed and iterated in close consultation with the developers, designers and sports editors of ZDF. In six weeks, a 700-page document was produced that could be used by the developers as detailed instructions and contained all binding agreements with the customer.



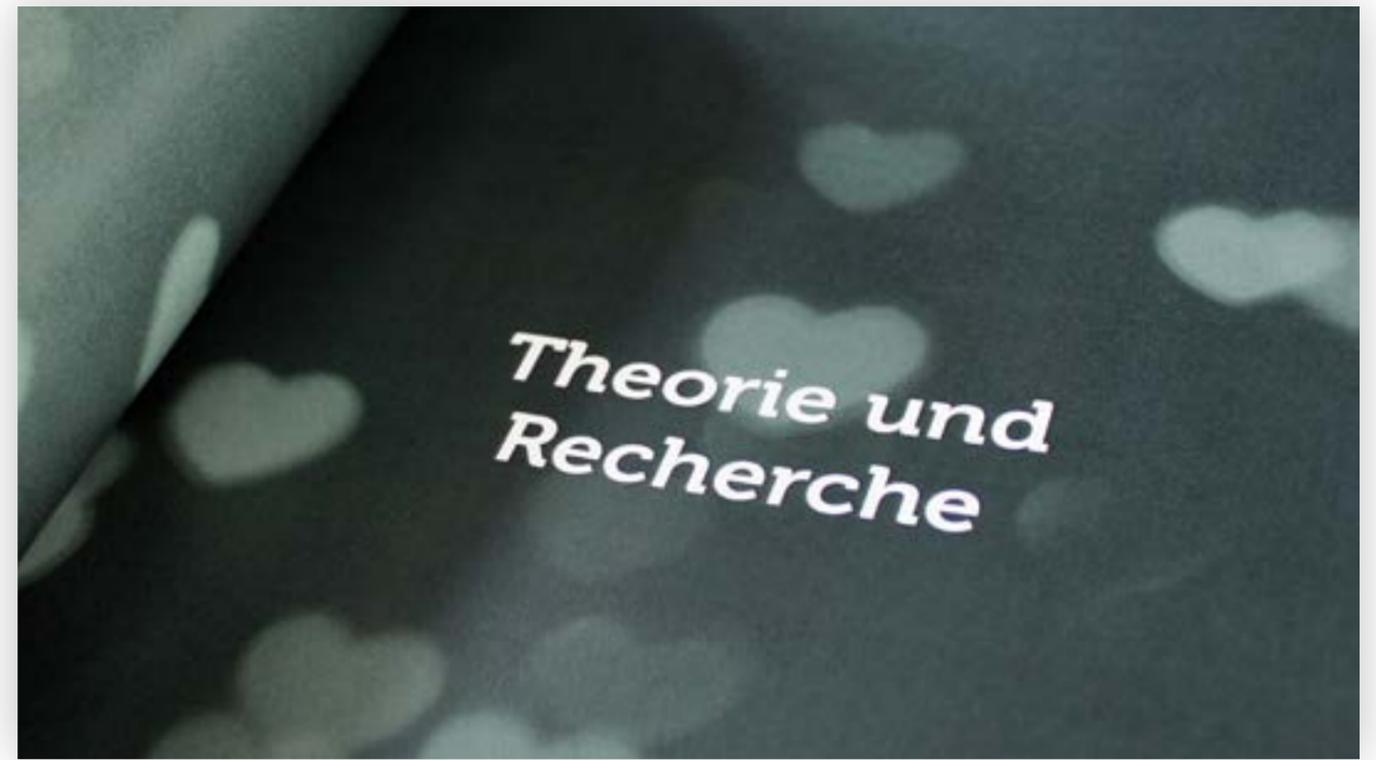
3rd semester master

Tutors: Prof. Constanze Langer and Prof. Reto Wettach

Master Thesis: Online Dating Services

In my master thesis, I again focused on online dating service. The theoretical part contains the history of matchmaking, a customer journey and the social dynamics triggered by online dating. In the practical part I list a set of guidelines, collect ideas for new dating services and introduce »Gently«, a concept for my very own dating service, catering especially to the needs of women for trust and respect.







Suche

Deine Favoriten

Geschlecht

alle

Alter

18 bis 38

Sucht nach

mir (w. 27. Potsdam)

Umkreis

50km

Nur Nutzer mit Profilbildern anzeigen

Nutzer mit negativer Bewertung ausschließen

Filter freischalten

Nur verifizierte Nutzer anzeigen

Nutzer mit neutraler Bewertung ausschließen

Suchen

Filter löschen

Zuletzt online

vor vier Wochen

1 2 3 ... 14



Lauren



28. weiblich
Potsdam, Deutschland

Profil Nachrichten Kontakte



Jens



33. männlich



Kirsten



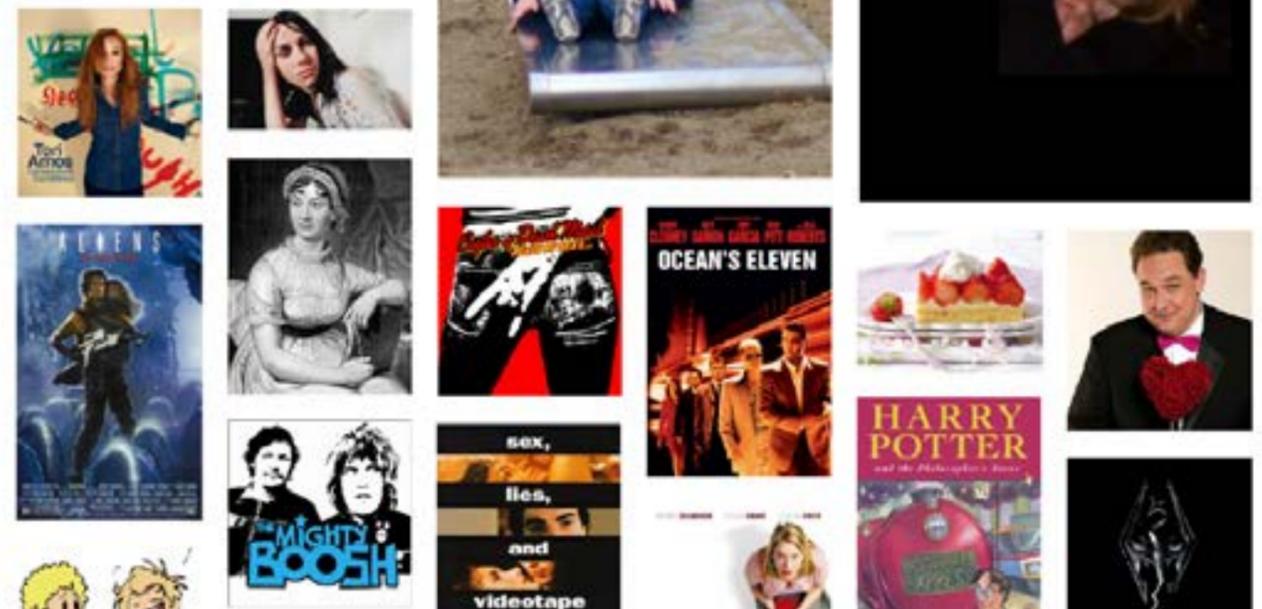
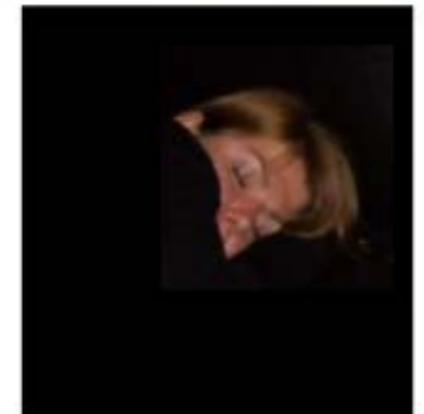
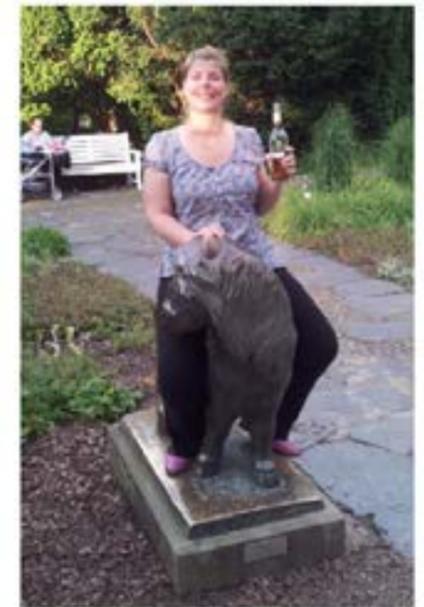
34. weiblich
Potsdam, Deutschland

Profil Nachrichten Kontakte

Nachricht senden
Kosten: 15 Credits

Profil melden

WG geprüfte Linguistin, die gerne mal tanzen geht, viele Filme schaut und viel Auslauf braucht. Ich koche genauso gern wie ich esse.



3rd semester master

Conducted by: Lio Benz and Luise Bergmann

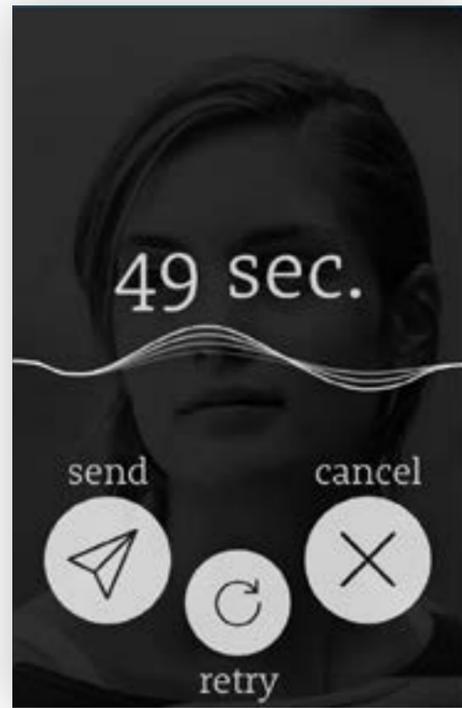
Responsible tutor: Prof. Reto Wettach

Project Weeks

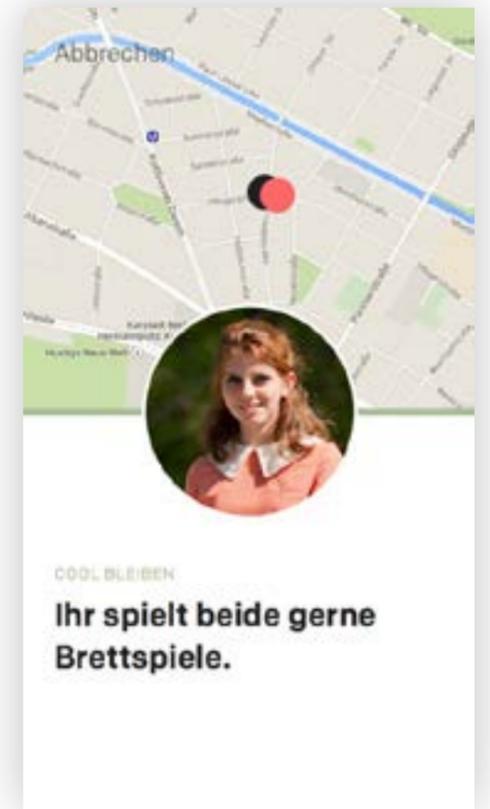
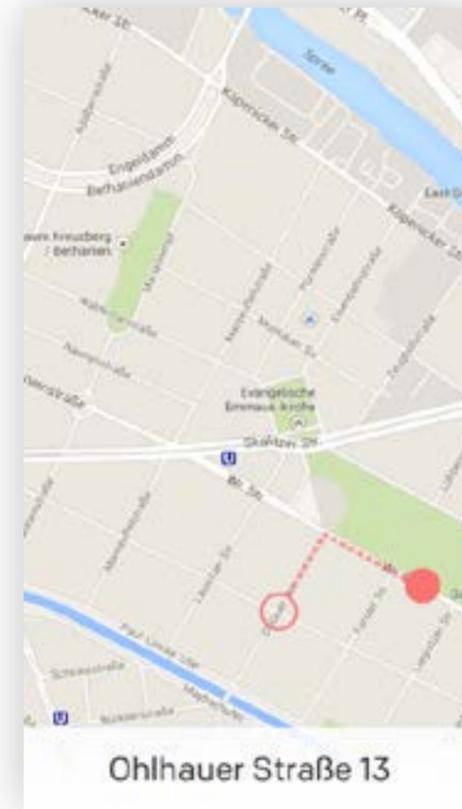
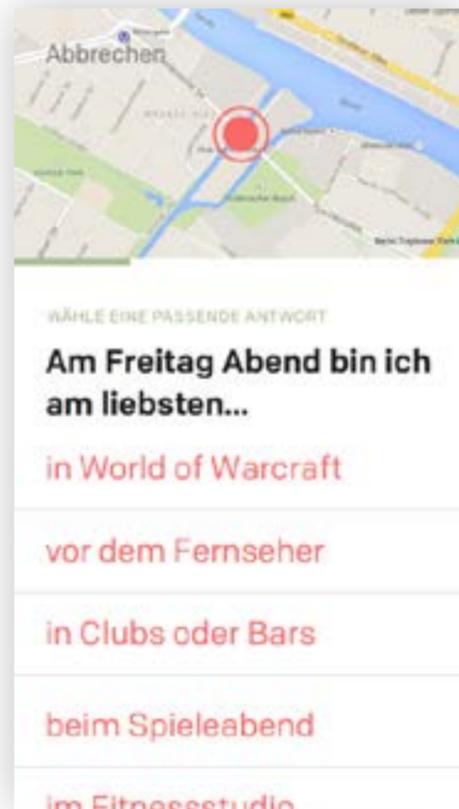
I was able to use the insights I gained in the probes and the workshop to conduct two project weeks about online dating together with Lio Benz. The seven attending students got the task to explore and present a dating service of their choice. Based on the explorations, we conducted a workshop resulting in idea napkins. Within the following week, the students had time to write out and visualize their own concepts.







Marc Heiland
Meetm



Max Tillich
Datequest

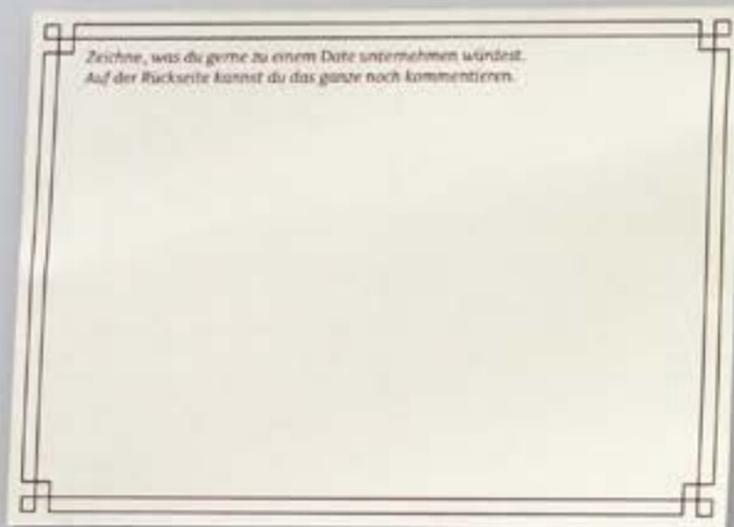
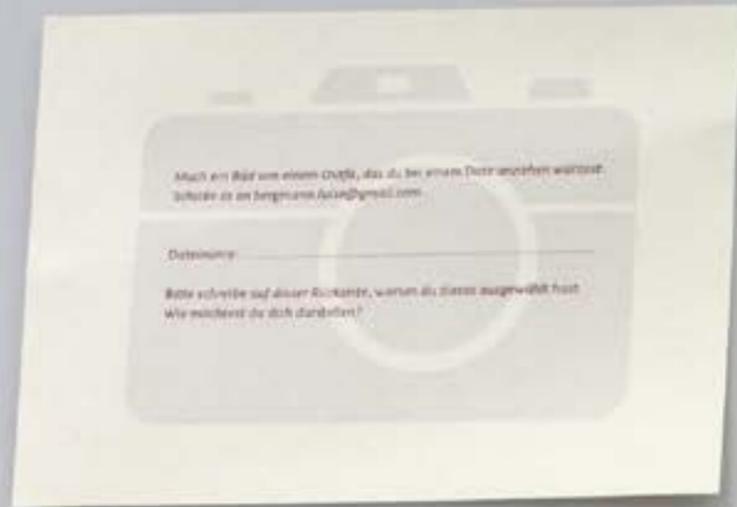
2nd semester master

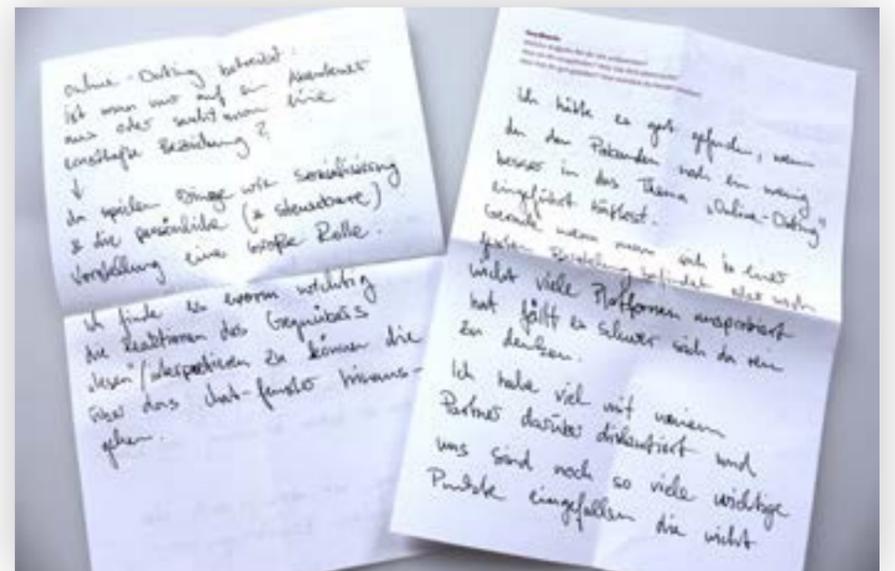
tutor: Prof. Reto Wettach

Cultural Probes

In the context of the thesis development course, I had the opportunity to give cultural probes to ten participants. I used them to introduce soon-to-be workshop participants to online dating, who never used such services before. The tasks in the probes take up on routines that online daters have to face in process of using the platforms.







2nd semester master

tutor: Prof. Reto Wettach

Workshop

My first workshop also took place in the context of the thesis development course. Seven students and Prof. Wettach took part in it. The outcome were four idea napkins with concepts for new dating services. An interesting insight was the acceptance for specific approaches. The participants would condone cutbacks in privacy, if security and efficiency could be enhanced in a significant manner.



