youspi

for a smiling user

Your partner for
SIMPLICITY, EXPERIENCE & INNOVATION

Introduction

Where We're Located

Introduction

What We Do

Product Strategy

- Experience Strategy
- Research & Insights
- Brand Strategy
- Business Design

User Research

- Generative Research
- Contextual Inquiry
- User interviews
- Surveys

Design

- Experience Design
- Interaction Design
- Industrial Design
- Product Strategy

Change Management

- Driving Adoption
- Rollout Planning
- Training & Communications

Training

- User Centric—Fundamentals
- Design Centric—Essentials
- User Centric—Intermediate
- Innovating Business

STRICTLY CONFIDENTIAL: DO NOT CIRCULATE

Red Bull
ENERGY DRINK

AVL

MAGNA STEYR

PHILIPS
sense and simplicity

eventim

ÖBB

Roche

PALFINGER

MAGNA
MAGNA POWERTRAIN

KWB
Biomasseheizungen

voestalpine
EINEN SCHRITT VORAUS.

CAMPUSonline

SIEMENS

KLEINE
ZEITUNG

Gaulhofer
Ein Fenster lang, ein Leben lang.

BAWAG
PSK

TU
Graz

HUMANIC

Anton Paar

SALOMON
AUTOMATION

SPIELO
International

STEIRISCHE
VOLKSPARTEI

ING DiBa
Die Bank und Du

We organize the
WORLD USABILITY CONGRESS

www.worldusabilitycongress.com

Industrial UX on Oct 10th

Examples

RESEARCH

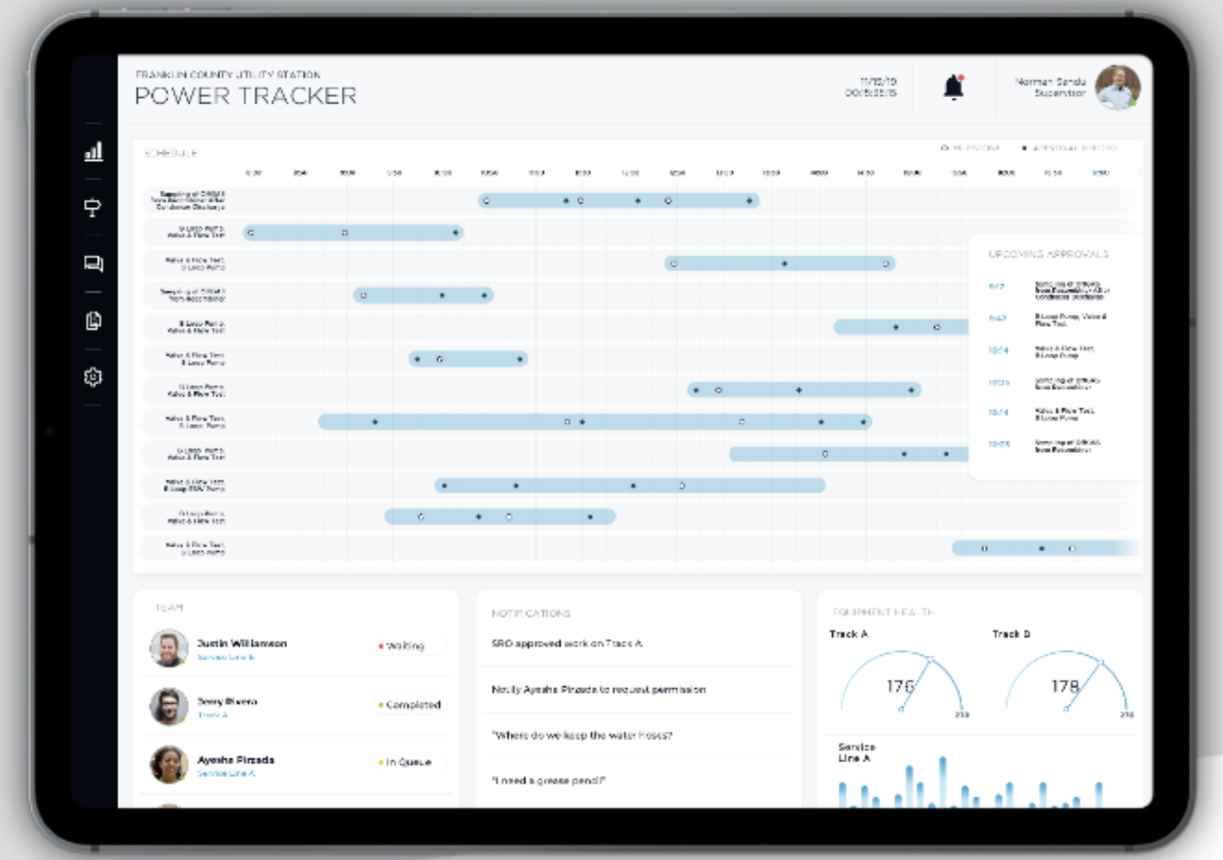
CONCEPTION

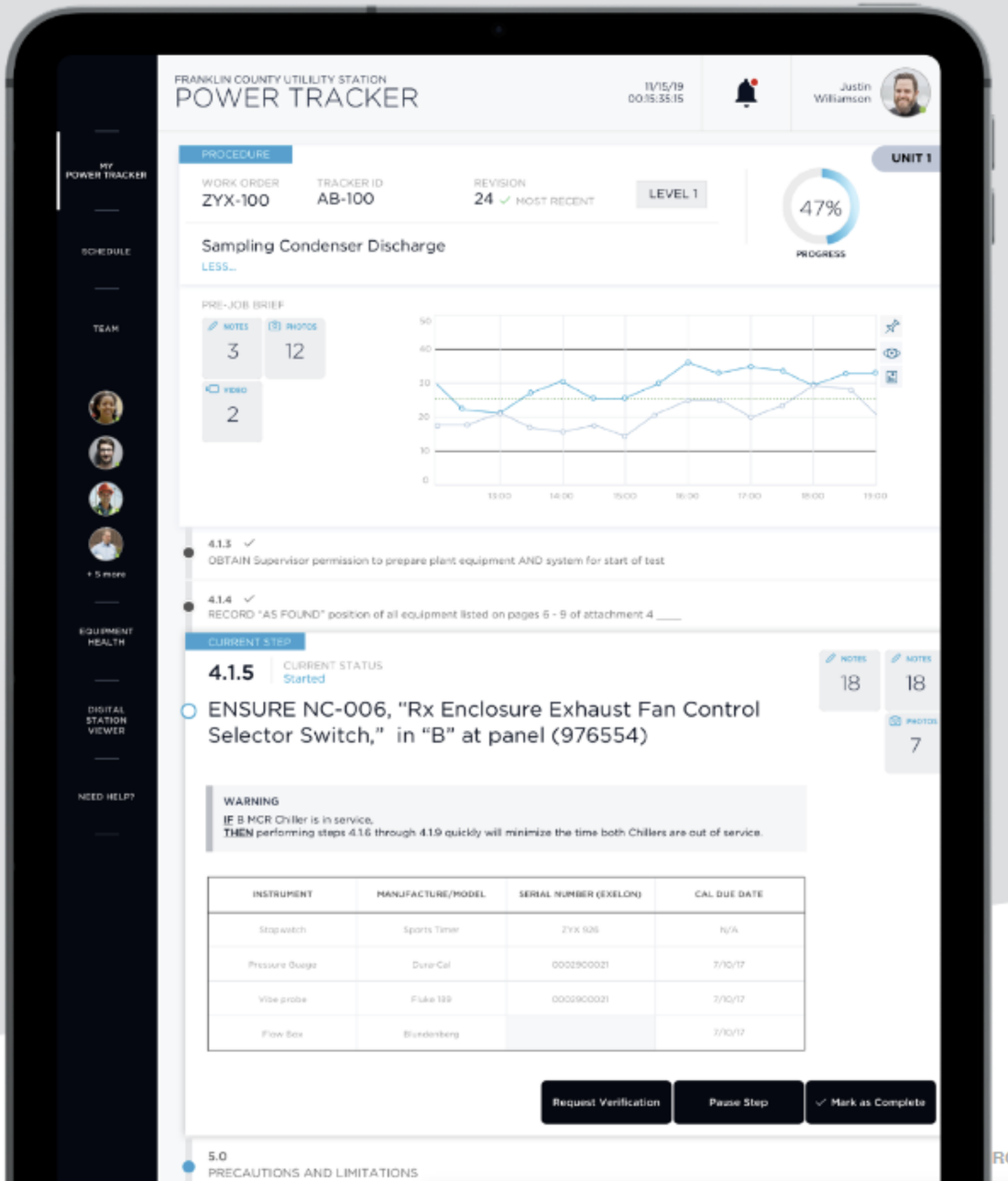
DESIGN

What We Do

Design Results

> Changing preconceived notions about the way work is done by reworking new technologies in Large US Utilities. The answer to “How can we work differently?”





HEATER CONTROL

Task:
Redesign

Service
- Customer analyses
- Software & Hardware concept
- Interaction concept
- Design

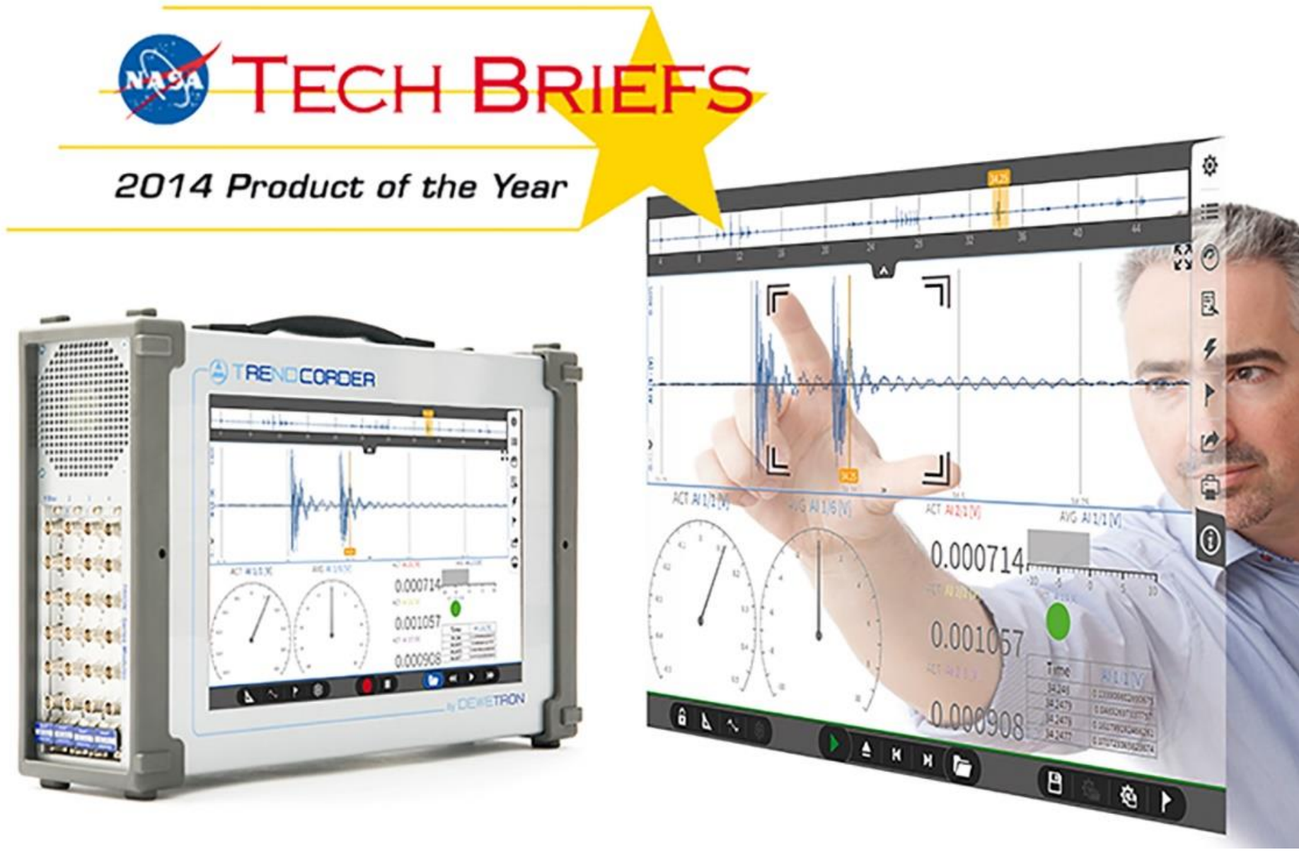
Solution:
- Innovative interaction
- Three interaction concepts in one
- Two hardware concepts in one

Data Aquisition software - Dewetron

Task:
Create a new software

Service:
- Customer analyses
- Interaktion concept
- Pattern Library
- Design

Deliverable:
- Concept & Design & Patterns
- NASA Product of the year
- Awesome feedback



What We Do

Products Strategy

A deep inquiry into a start-up client's pain points, training, and redesign of their asset management platform.

Software standardisation

PRINTER Software

Task

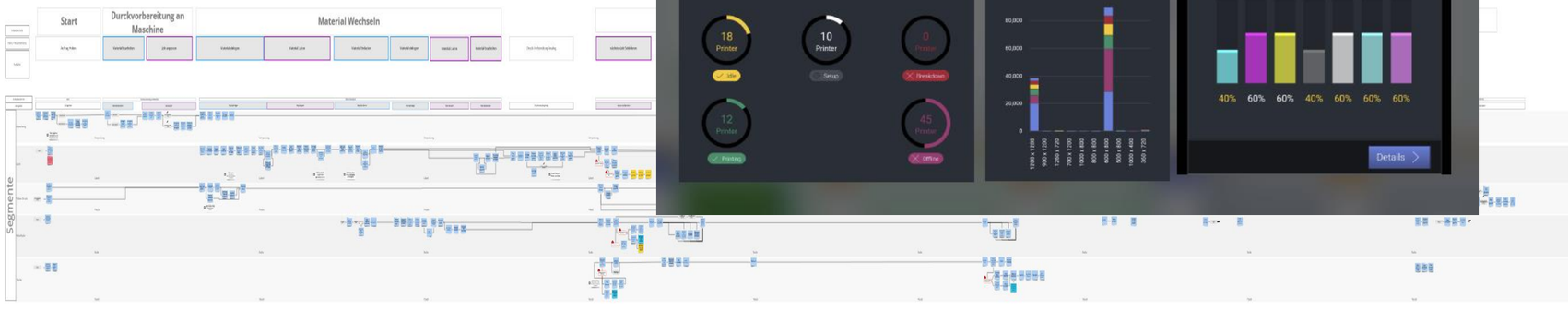
standardisation of 7 systems to one

Service

- 30 in-deph interviews
- Persona development
- Customer journey analyses
- Customer journey innovation
- concept & recommandations

Deliverables

- Design & Wireframes
- Journey
- Personas



New development

DATA Aquistion

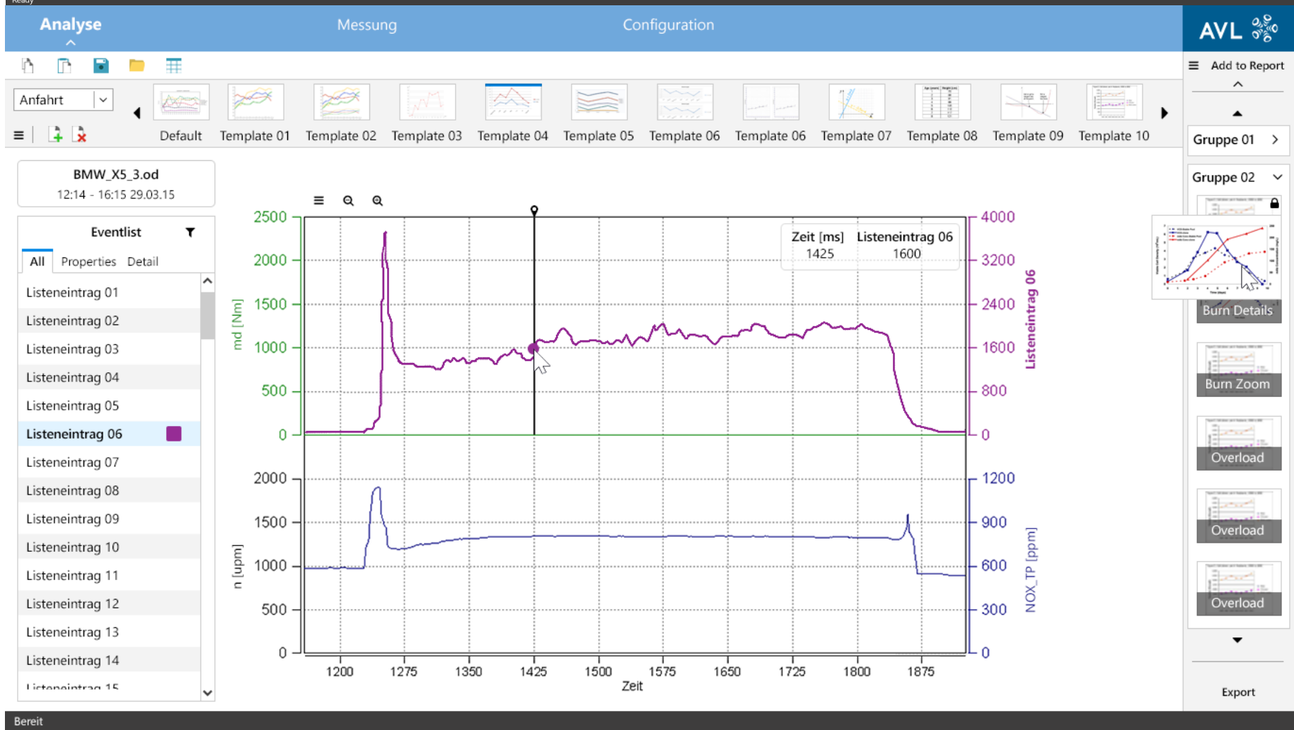
Task:

Redesign of a

data manipulation - and analyses software

Service

- Analyse
- Interaktionskonzept
- Design



New development

BRUKER ALICONA

Task

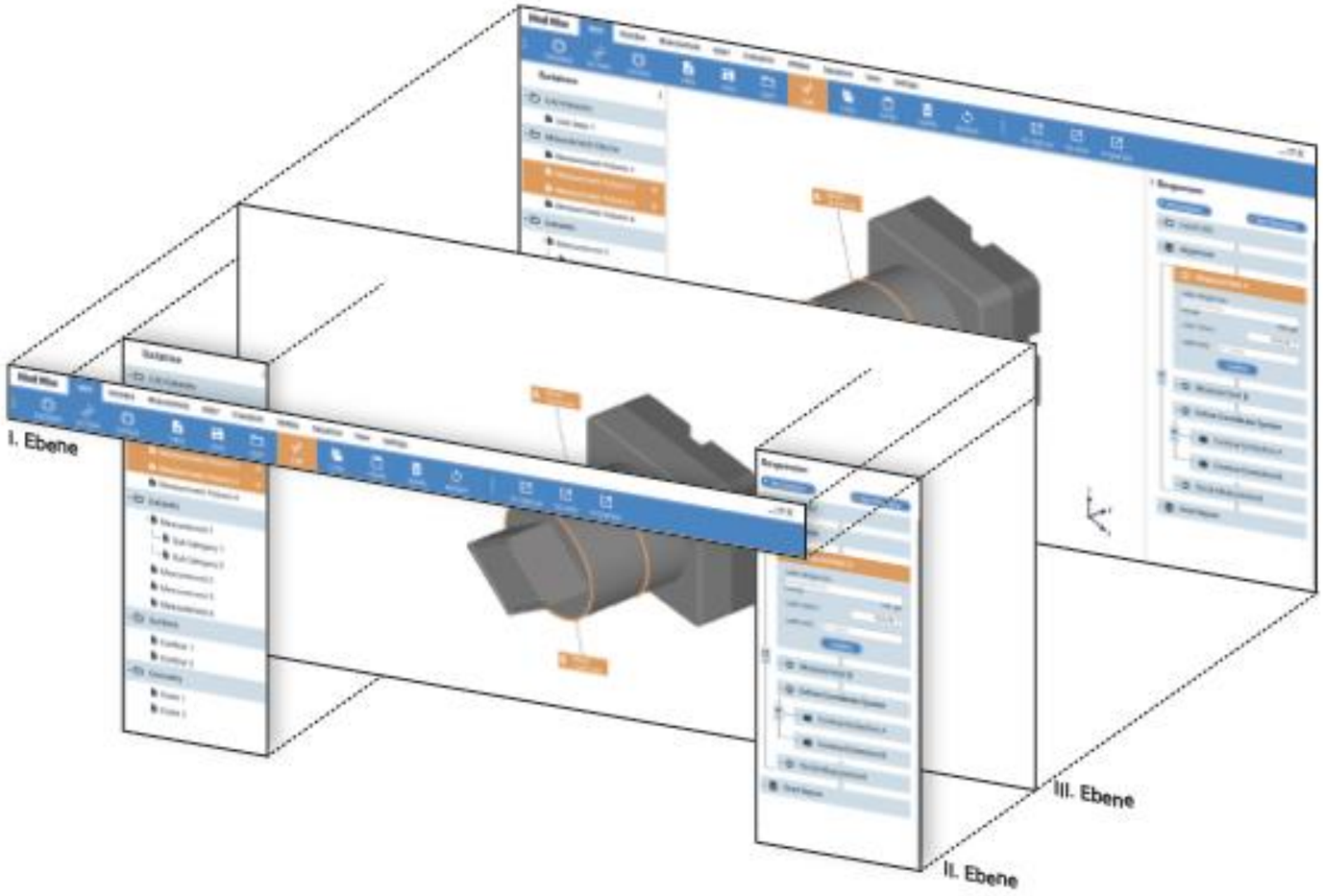
Redesign for a measurement software

Service

- analyses
- conception
- design

Solution:

- Software GUI Requirements



New development

Philips First use manual

Task:

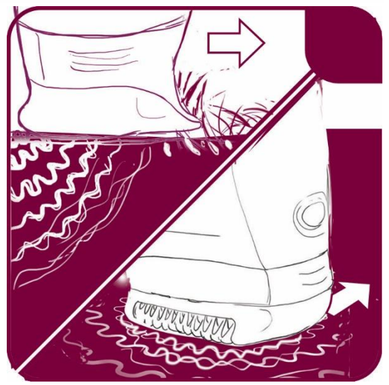
New manual without text
First use information

Service:

- Grafic Design
- Usability Evaluation
- Design

Deliverable:

- Worldwide only one manual



youspi

New development

Speech Processing Solution

Task

Redesign

Service

- Analyses / Customer Journey
- Concept
- Pattern library
- Design system

Deliverable

- Developed 6 proved innovations
- Up to 20% increase of market share globally in the first 1,5 years

Service Design & Strategy

Porsche Experience

Task

Event Redesign - „Porsche Experience“

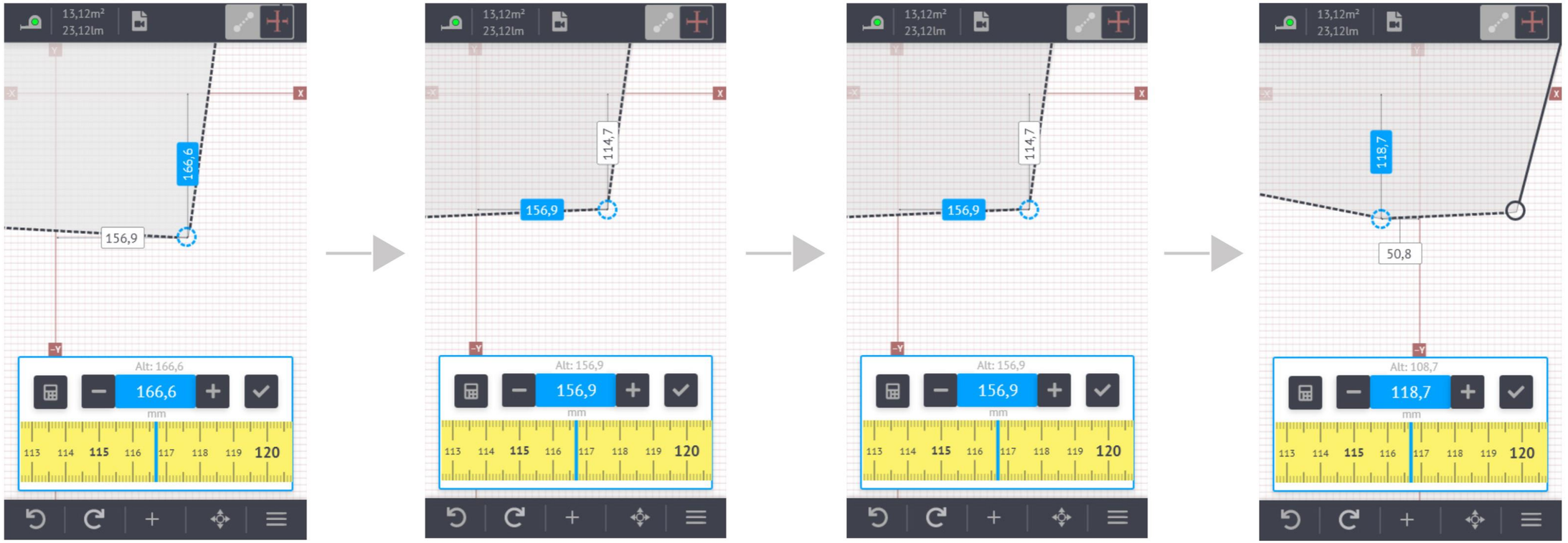
Service

- 40 in-deph interviews
- Needs inovation development
- Service Design Concept

Deliverable

- Touchpoint recommandations

Handcraft App



X-Länge wird gemessen

T1
Wert gesendet

X-Länge wurde abgeschickt

1 Sec

Y-Länge wird gemessen

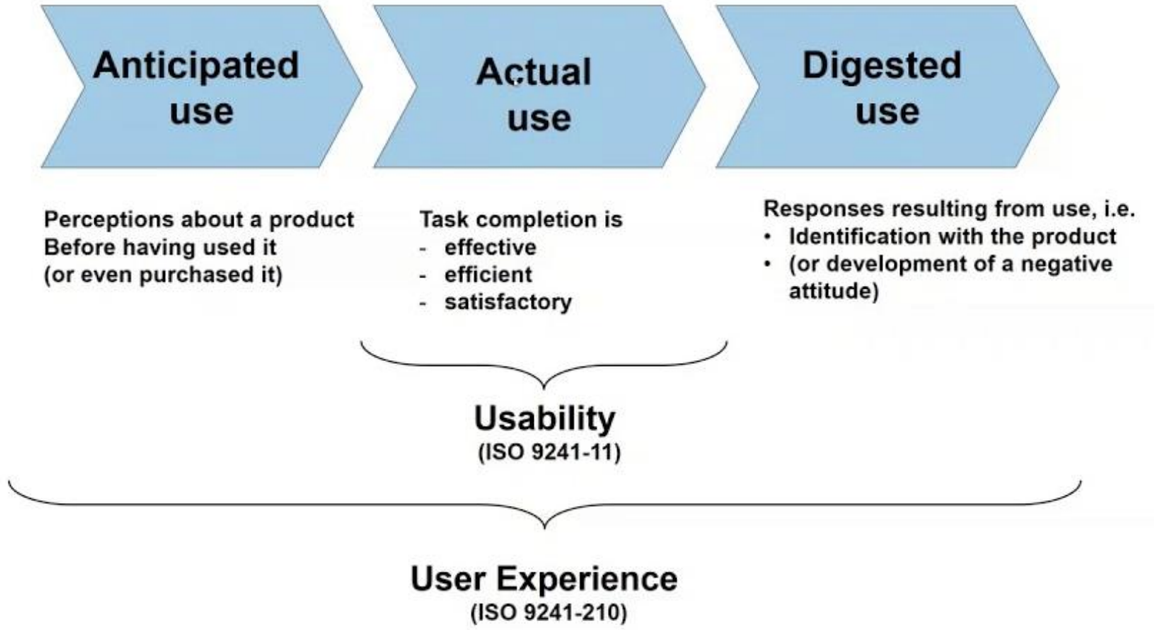
T1
Wert gesendet

Y-Länge wurde abgeschickt

Our USP

Our strength is to be a profession in BtoB User Experience

We prove every line.



GUI is a theming. Everything is possible

youspi

for a smiling user

Johannes Robier
Wickenburggasse 32
8010 Graz
hannes.robier@youspi.com