Wolfgang Maehr

Portfolio 2017

Design must elevate, not merely delight.

Wolfgang Maehr

DIGITAL PROBLEM SOLVER × INTERACTION DESIGNER = PRODUCT CREATOR

We are living through the complete convergence of our physical and meta-physical worlds as this digital revolution advances. We all impact this profound transformation and thus carry responsibility for its outcome.

I want my life's work to have contributed to a more just, sustainable, free and vibrant world for all. I hope to achieve this by creating products and systems that treat all humans with respect, are interoperable and agile, open and distributed, sustainable and worth the effort.

A curious kid with a growing fascination for technology, I moved through software architecture into interaction design to create usable and useful digital products. Recently I have been working on industrialising software to achieve the same quality, predictability and scale as all other engineering disciplines.

I enjoy exploring and solving meaningful, complex and unconventional problems, diverse environments and fostering people.

Global perspective. Local actuation. Nomadic spirit.

Digital Transformation
Architecting truly digital business operations

Product Creation
Creating products for digital business operation

Interaction Design
Designing how people will engage digitally

UI & Visual Design
Designing the surfaces of digital products

Digital Transformation & Product Creation

Digital Transformation & Product Creation

ARCHITECTING TRULY DIGITAL BUSINESS OPERATIONS

Software is eating the world. We're still only at the start of this fundamental shift and merely a fraction of organisations and people are able to keep up. We still have a long way to go until digital interactions are as accessible and omnipresent as electricity and industrially manufactured goods.

People have become used to a certain quality of engagement and service: multi-channel engagement, self-service, flexibility and customisation. Most non-digital organisations struggle doing this at scale.

At Gumbuya my responsibility was to help our customers to become truly digital:

1. **Provide a vision** for their truly **digital operation**.

2. **Elicit their operation model** and devise an **architecture and roadmap** for it.

3. **Design and develop products** enabling this digital operational model.

Examples

– Compliance Platform

– Inventory Management System

– Gumbuya Methodology

– Gumbuya Platform

Compliance Platform

DIGITAL TRANSFORMATION & PRODUCT CREATION — 1

2015–2016

Project Scope

Helping the client CEO to transform from a pure consulting business to a hybrid product business by building some of their services as a SaaS product.

My Responsibilities

– Guiding conceptualisation, modelling and architecture of the product

– Creating the required bill of materials (specification) and estimated costing

– Leading the development of the product from a user and customer perspective

Challenges

– Defining meaningful roadmap, MVP and go-to-market

– Creating definite yet flexible processes to scale well across clients

PRODUCT CONCEPT

INFORMATION ARCHITECTURE
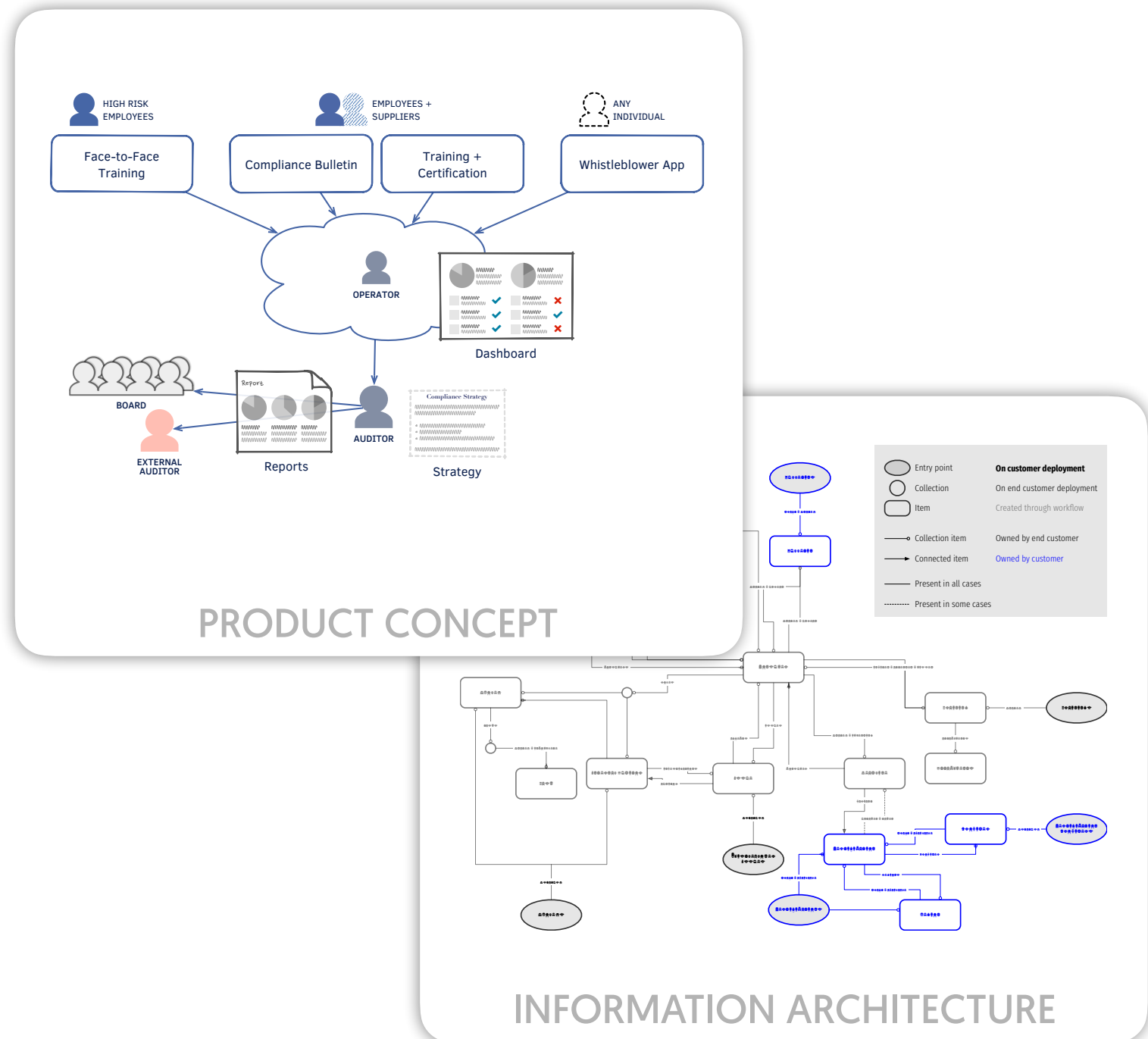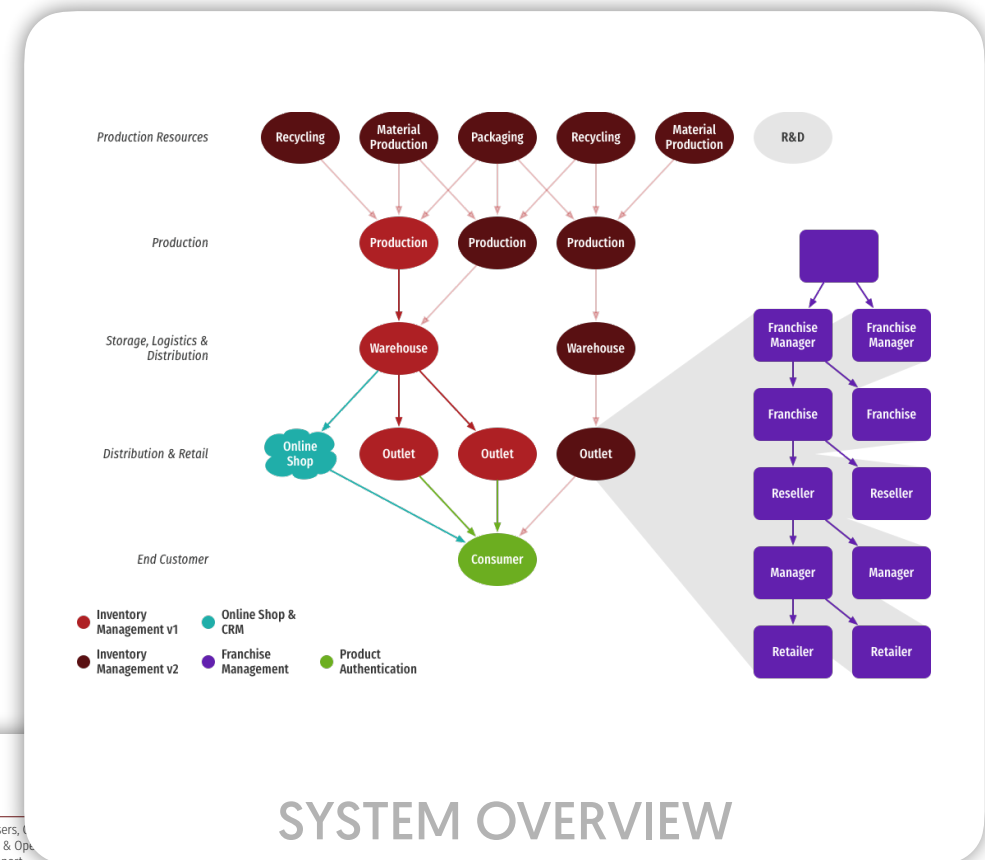
Inventory Management

2016

Project Scope

A luxury beauty and healthcare brand required a modern digital operational fabric from production planning, inventory management to logistics, point-of-sale and consumer engagement portal.

My Responsibilities

– Envisioning concept, fundamental architecture and capabilities

– Define and model the platform, estimate the cost and time of development

Challenges

– Architecting complex system with little customer input

– Building a feasible roadmap with bite-size updates

SYSTEM OVERVIEW

BUILD PROPOSAL

Wolfgang Maehr
2017 Portfolio

Gumbuya Methodology

DIGITAL TRANSFORMATION & PRODUCT CREATION — 3
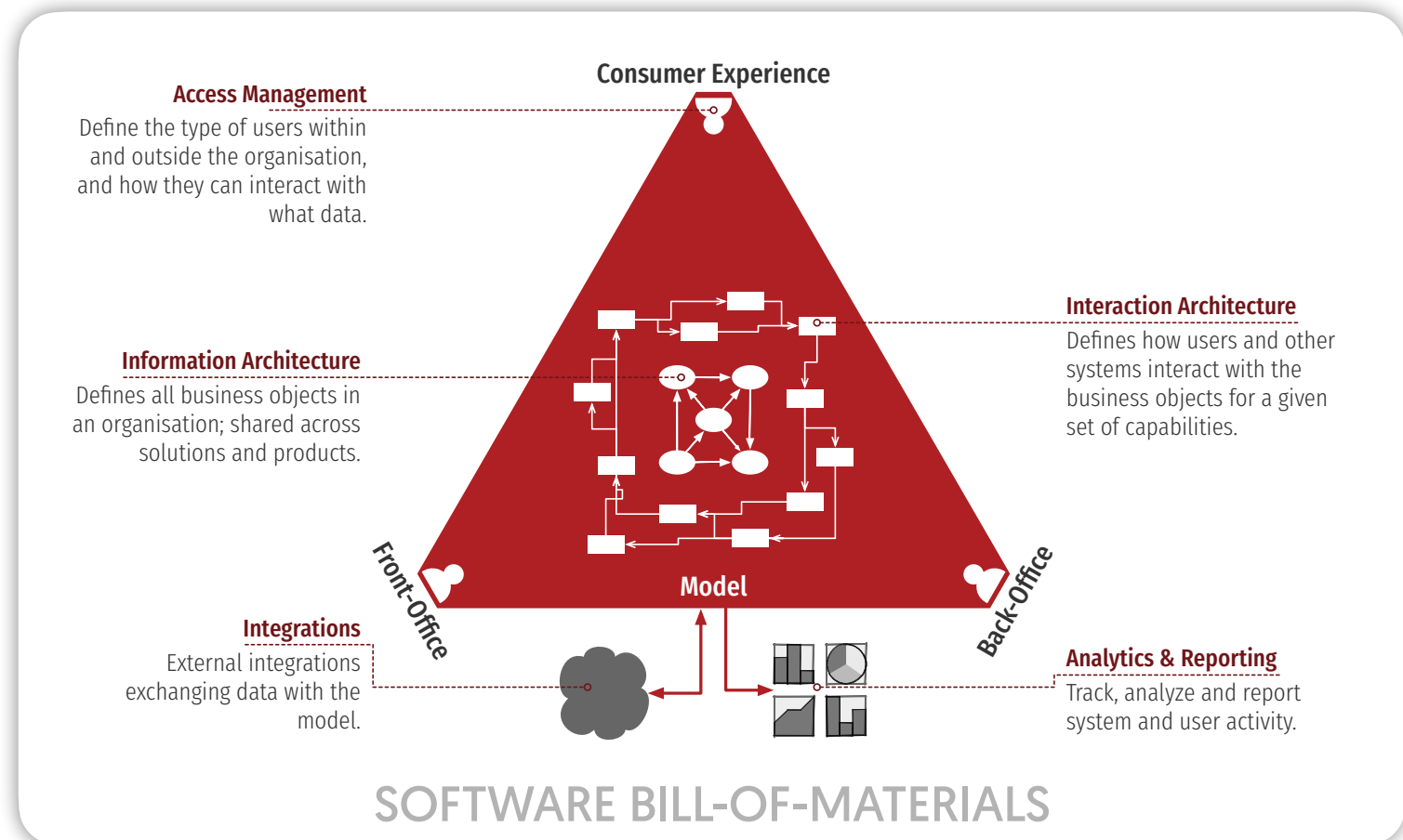
2015–2017

Project Scope

At Gumbuya we want a reproducible and modular process for all client engagements from sales through development to support.

My Responsibilities

– Define a streamlined and industrialised engagement process based on customer engagements

– Define a formalised model for predicting delivery cost, time and effort

– Deliver customer projects through said process

Challenges

– Defining a generic yet all-encompassing model

– Formalising said model in an approachable yet precise manner

BUSINESS PROBLEM

Integrated Publishing & Engagement Platform for Agents & Customers

SYSTEM FACETS

CRM & Engagement Platform

Publishing Platform

Agent Management

Financial Modelling System

MODEL

SELECT RECIPIENTS
CREATE BULLETIN
SEND BULLETIN
ADVICE
BULLETIN
RECIPIENT

IDEA TO MODEL

Consumer Experience

Access Management
Define the type of users within and outside the organisation, and how they can interact with what data.

Interaction Architecture
Defines how users and other systems interact with the business objects for a given set of capabilities.

Information Architecture
Defines all business objects in an organisation; shared across solutions and products.

Front-Office

Back-Office

Model

Integrations
External integrations exchanging data with the model.

Analytics & Reporting
Track, analyze and report system and user activity.

SOFTWARE BILL-OF-MATERIALS

Gumbuya Platform

DIGITAL TRANSFORMATION & PRODUCT CREATION — 4

2013–2017

Project Scope

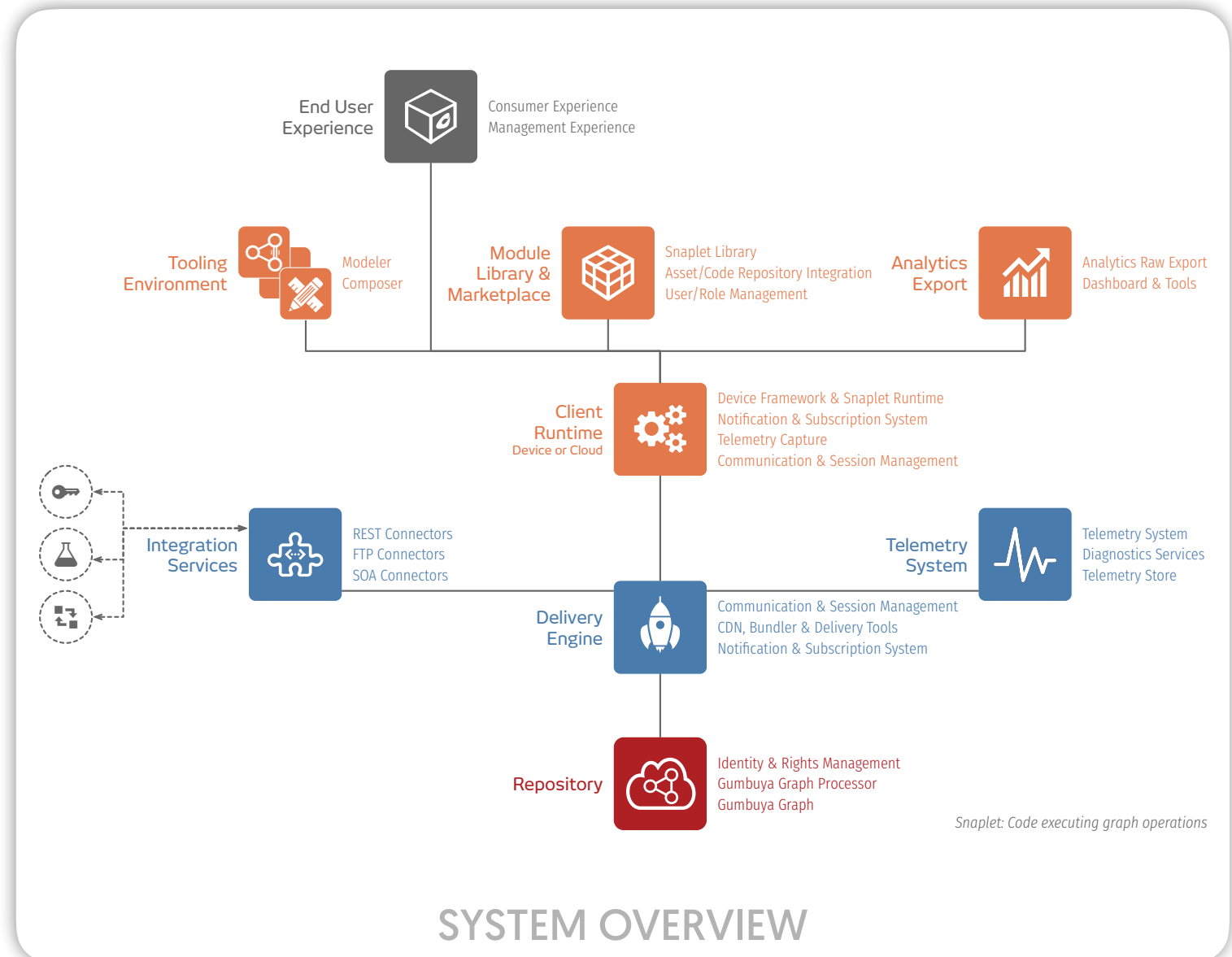Gumbuya provides a revolutionary tech stack in a PaaS offering. In addition, it requires a set of tooling that enables to actually build on the technology.

My Responsibilities

– Defining the analytics product from low-level telemetry to reporting dashboard

– Collaboration on billing and revenue model driven by low-level telemetry

– Collaboration on developer tools, documentation and onboarding

Challenges

– Combining a wide range of telemetry event types into a consistent framework

– Creating developer materials and tools that are powerful yet approachable

End User Experience — Consumer Experience / Management Experience

Tooling Environment — Modeler / Composer

Module Library & Marketplace — Snaplet Library / Asset/Code Repository Integration / User/Role Management

Analytics Export — Analytics Raw Export / Dashboard & Tools

Client Runtime Device or Cloud — Device Framework & Snaplet Runtime / Notification & Subscription System / Telemetry Capture / Communication & Session Management

Integration Services — REST Connectors / FTP Connectors / SOA Connectors

Telemetry System — Telemetry System / Diagnostics Services / Telemetry Store

Delivery Engine — Communication & Session Management / CDN, Bundler & Delivery Tools / Notification & Subscription System

Repository — Identity & Rights Management / Gumbuya Graph Processor / Gumbuya Graph

Snaplet: Code executing graph operations

SYSTEM OVERVIEW

Interaction Design, UI & Visual Design

Interaction Design, UI & Visual Design

DESIGNING HOW PEOPLE WILL ENGAGE DIGITALLY

While the first step of a successful product is to be useful, the next step is to be well usable and appealing. The quality of the visual design for digital products has improved significantly recently, yet usability is often still neglected due to it's relative complexity.

As interaction designer my focus is on how users engage with the product and the world it gives access to:

1. Design how people **engage across endpoints** and channels (e.g. applications).

2. Design how people **navigate between surfaces** to achieve their outcomes

3. Design how people **interact within a surface** (e.g. screen)

4. Design how each of these surfaces **looks** like.

Examples

– Multi-Channel Engagements

– Interaction Architecture & Navigation

– UI & Visual Design

Multi-Channel Engagements

Almost every project now needs to work across channels and endpoints. Some may be highly specialised like QR code scanners and beacons, others communicate the same content in a different form factor and context.
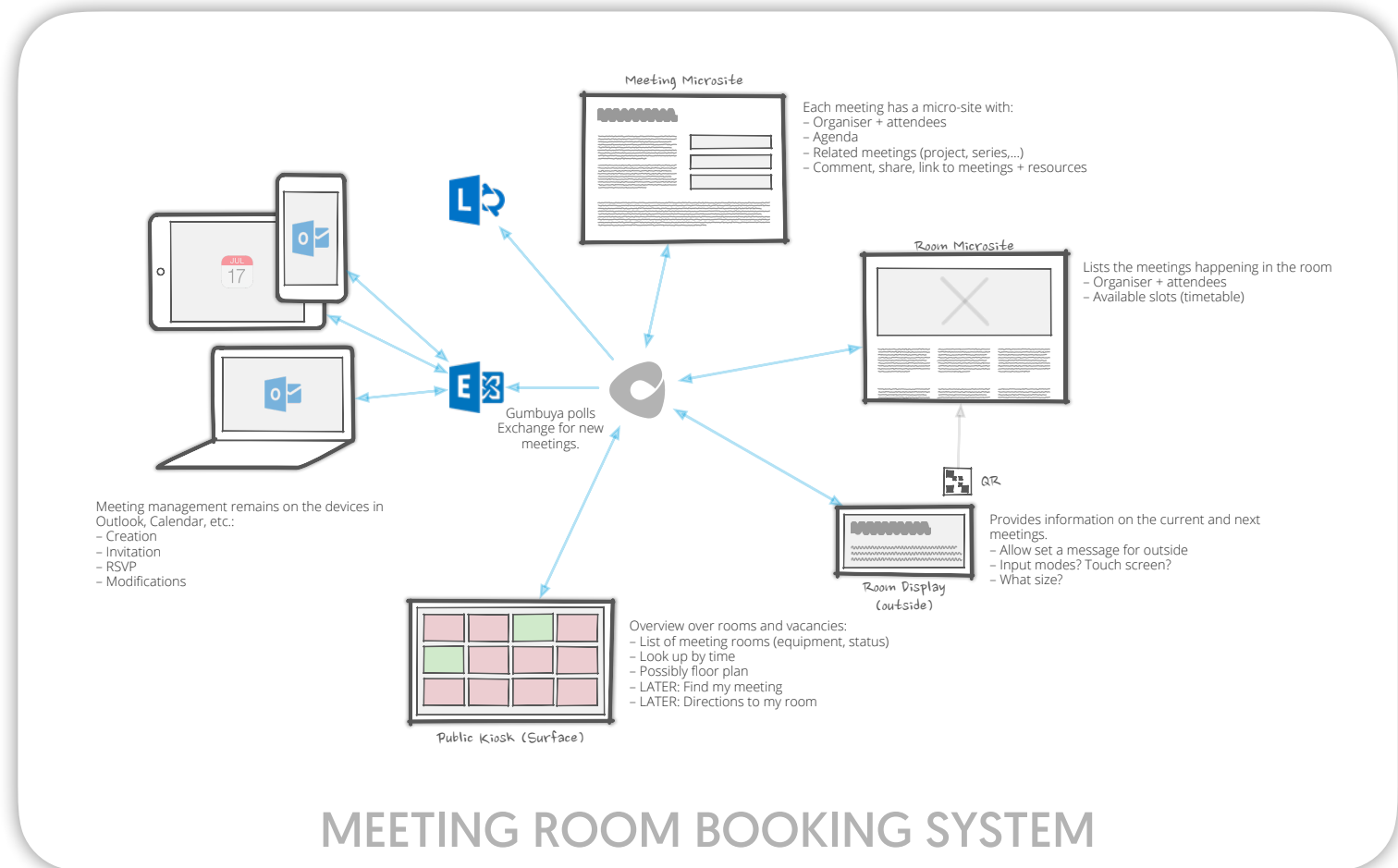
Challenges

– Giving access to the same information through tailored modes of operation

– Giving access to the same information tailored to the specific context and task

– Enabling seamless transition between channels, keeping the system in sync

Strategies

– Consistent underlying model

– Atomic transactions

– Mapping of non-linear user journeys

Examples

– Financial advisory dashboard [2015–2017]

– Inventory management system [2016]

– Compliance platform [2015–2016]

– Meeting room booking system [2015]

Meeting Microsite

Each meeting has a micro-site with:
– Organiser + attendees
– Agenda
– Related meetings (project, series,...)
– Comment, share, link to meetings + resources

Room Microsite

Lists the meetings happening in the room
– Organiser + attendees
– Available slots (timetable)

Gumbuya polls Exchange for new meetings.

Meeting management remains on the devices in Outlook, Calendar, etc.:
– Creation
– Invitation
– RSVP
– Modifications

QR

Room Display (outside)

Provides information on the current and next meetings.
– Allow set a message for outside
– Input modes? Touch screen?
– What size?

Overview over rooms and vacancies:
– List of meeting rooms (equipment, status)
– Look up by time
– Possibly floor plan
– LATER: Find my meeting
– LATER: Directions to my room

Public Kiosk (Surface)

MEETING ROOM BOOKING SYSTEM

Wolfgang Maehr
2017 Portfolio

Interaction Architecture & Navigation

INTERACTION DESIGN — 2

The ease of moving through a digital engagement can make or break products.

Challenges

– Matching people's approach, communicating where they are and providing predictable next steps

– Not encumbering people with excessive steps but keeping interactions crisp

– Linking together use cases to fit the bigger picture

Strategies

– Consistency from high level down to the screen flow and on-screen interaction

– Modular assembly

– Streamlining use-cases

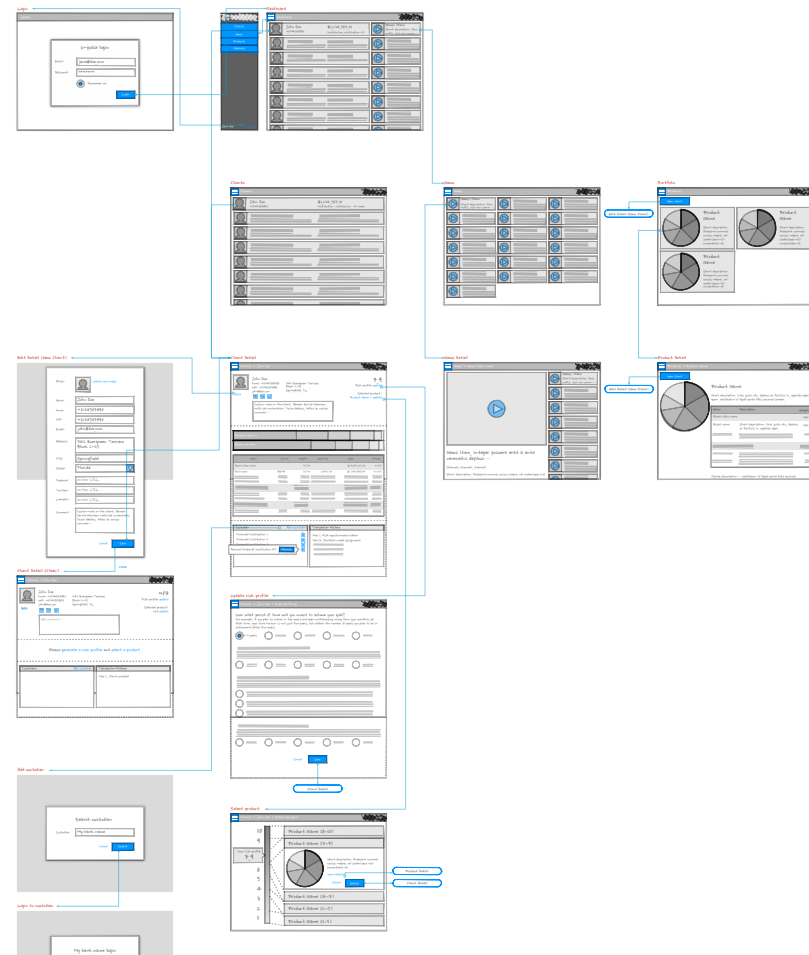– Testing, testing, testing

Examples

1. Financial advisory dashboard [2015–2017]

2. Spuul: Movie streaming web site [2012]

3. Financial advisory dashboard [2015–2017]

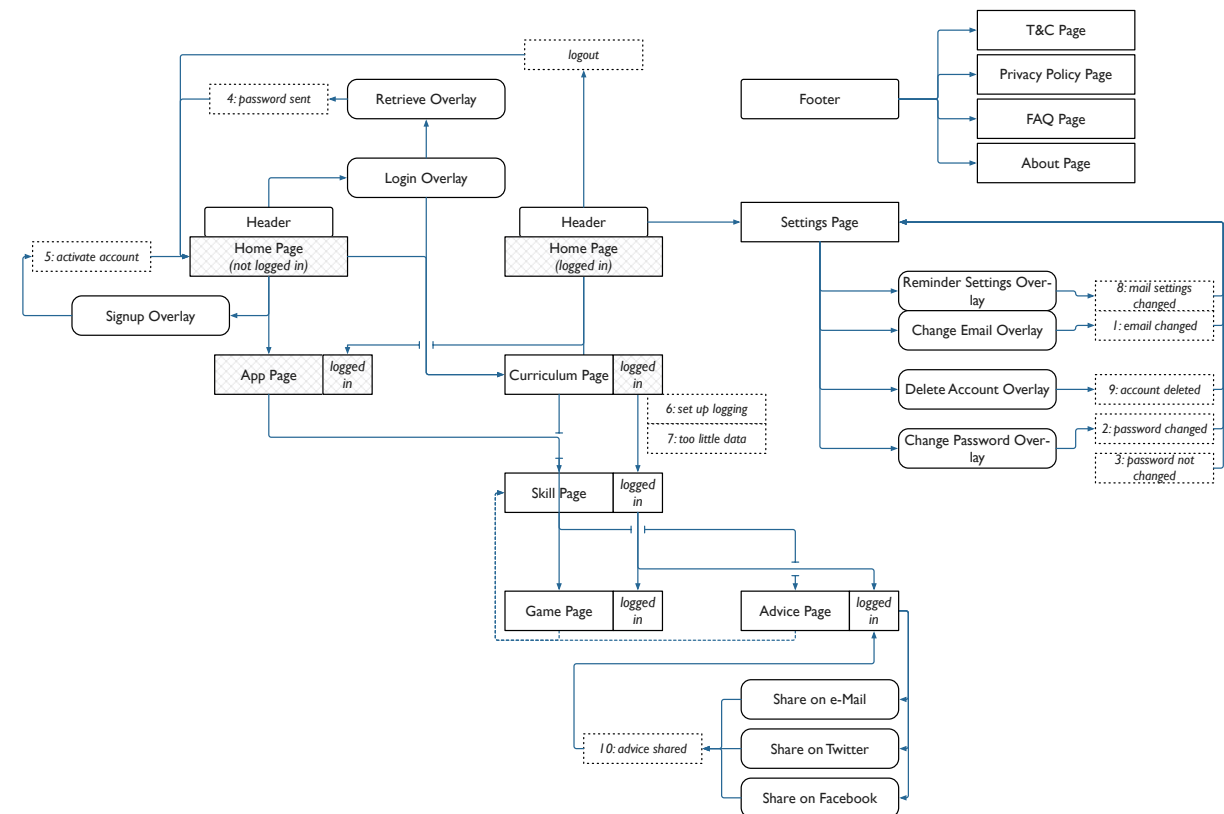4. Reporting dashboard for parents [2012]

1. HIGH LEVEL IA
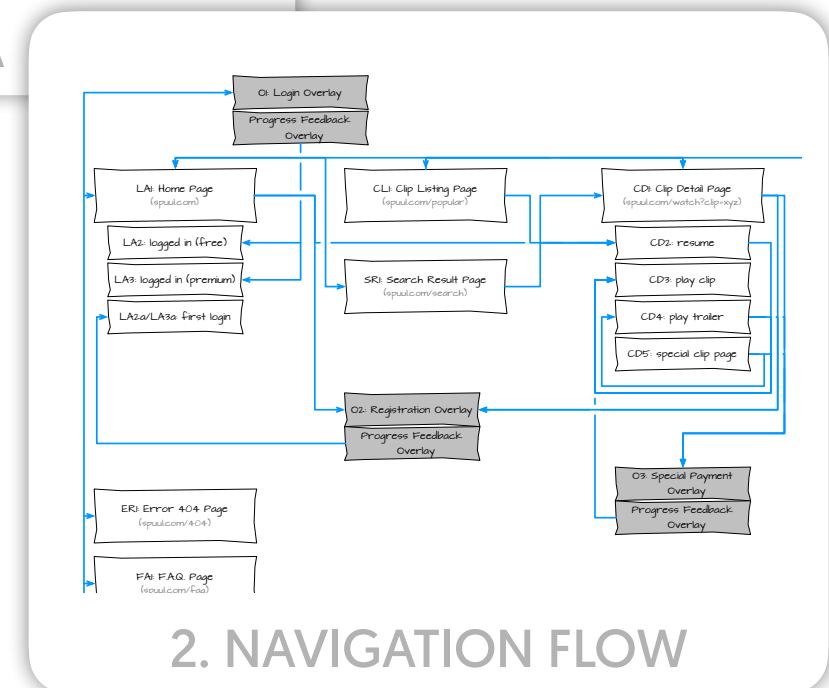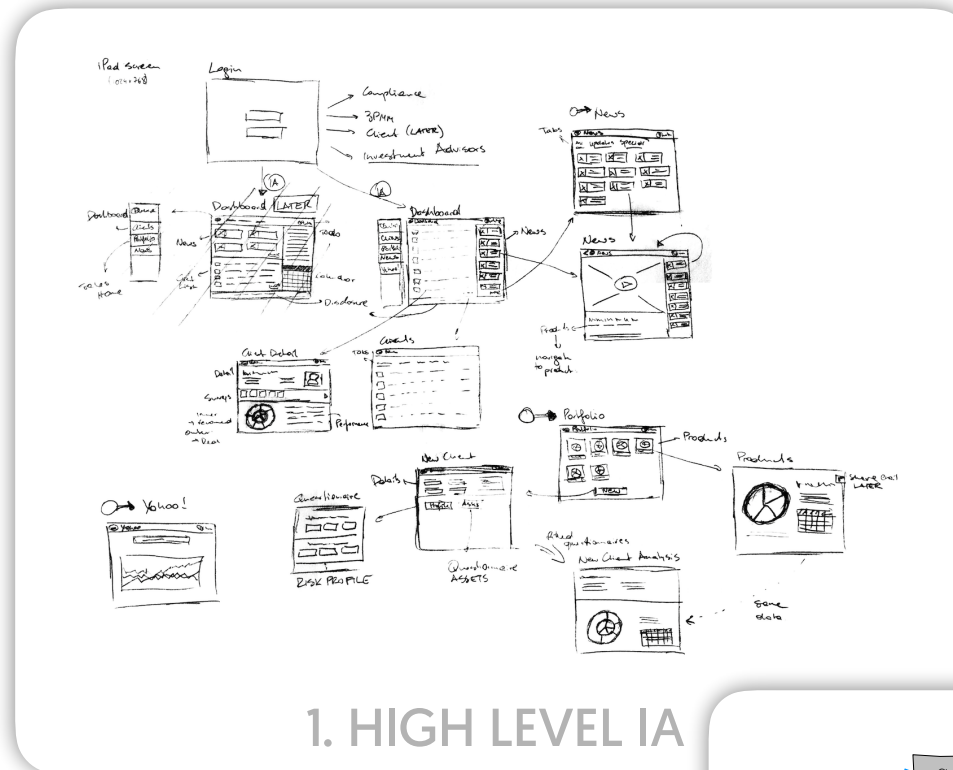
2. NAVIGATION FLOW

Interaction Architecture & Navigation

INTERACTION DESIGN — 3

3. SCREEN FLOW

4. NAVIGATION ARCHITECTURE

The navigation architecture diagram contains the following labeled elements:

- logout
- 4: password sent
- Retrieve Overlay
- Login Overlay
- Header / Home Page (not logged in)
- 5: activate account
- Signup Overlay
- App Page — logged in
- Header / Home Page (logged in)
- Curriculum Page — logged in
- 6: set up logging
- 7: too little data
- Skill Page — logged in
- Game Page — logged in
- Advice Page — logged in
- Share on e-Mail
- Share on Twitter
- Share on Facebook
- 10: advice shared
- Footer
- T&C Page
- Privacy Policy Page
- FAQ Page
- About Page
- Settings Page
- Reminder Settings Over-lay
- 8: mail settings changed
- Change Email Overlay
- 1: email changed
- Delete Account Overlay
- 9: account deleted
- Change Password Over-lay
- 2: password changed
- 3: password not changed

UI & Visual Design

Traditionally the focus of design efforts, the visual and UI design is the icing on the digital products.

Frankly, as my visual design skills are comparatively weak, my focus is on clear information structure and clean design.

Challenges

– Communicating information based on it's importance

– Balancing a visual language across different surfaces

– Aesthetics

Strategies

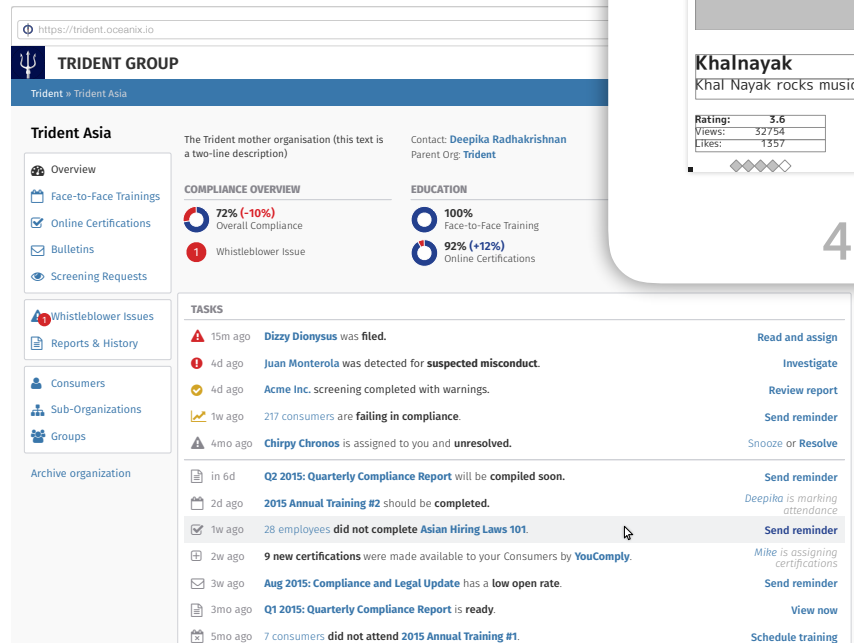– Visual design frameworks and modules reused across the products

– Striving for minimalism

Examples

1. Aesthetic Essentials: Online shop [2014]

2. Gumbuya: Analytics dashboard [2015]

3. Compliance platform [2015–2016]

4. Spuul: Movie streaming web site [2012]

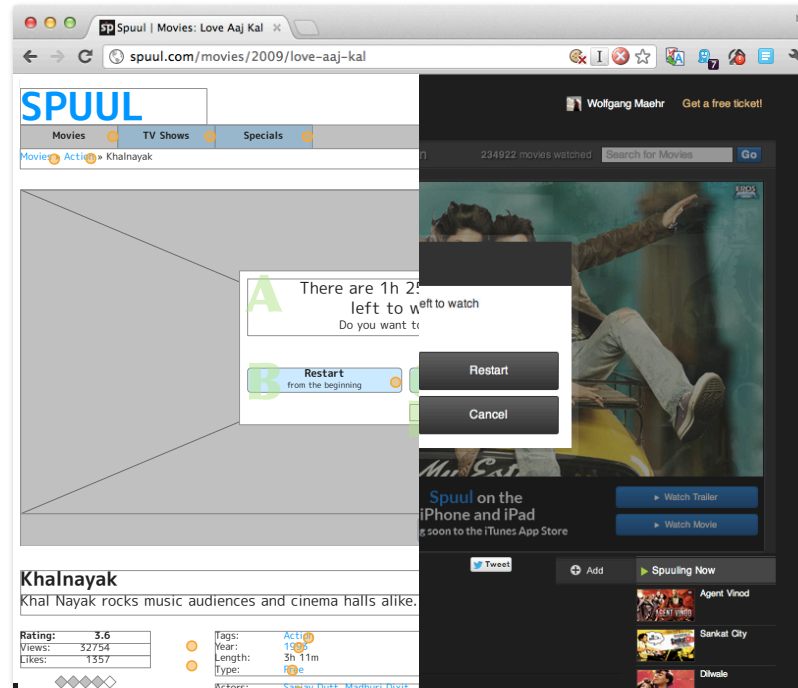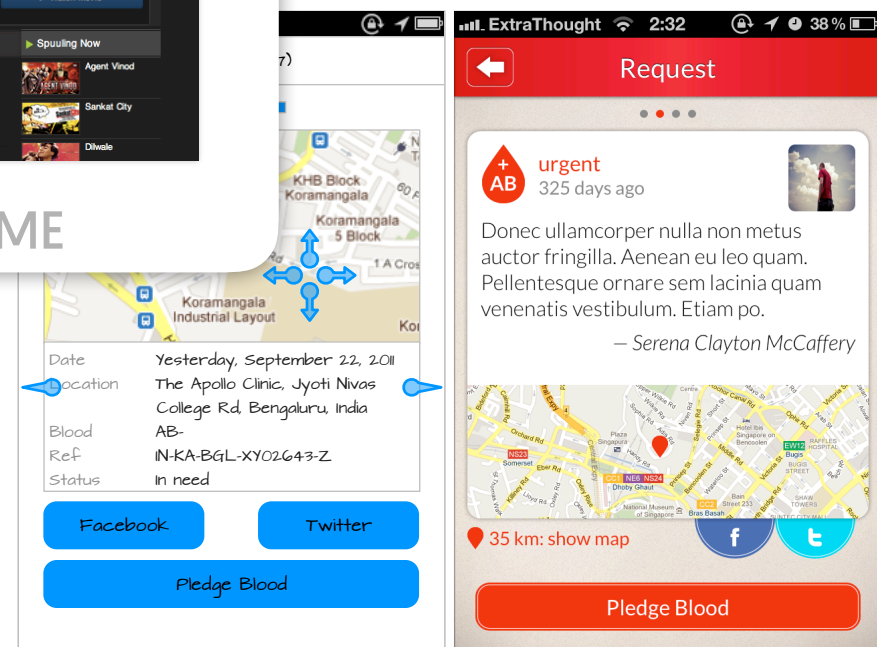5. GiveBlood: Blood donation app [2012]

1. UI FRAMEWORK

2. UI MOCKUP

Wolfgang Maehr
2017 Portfolio
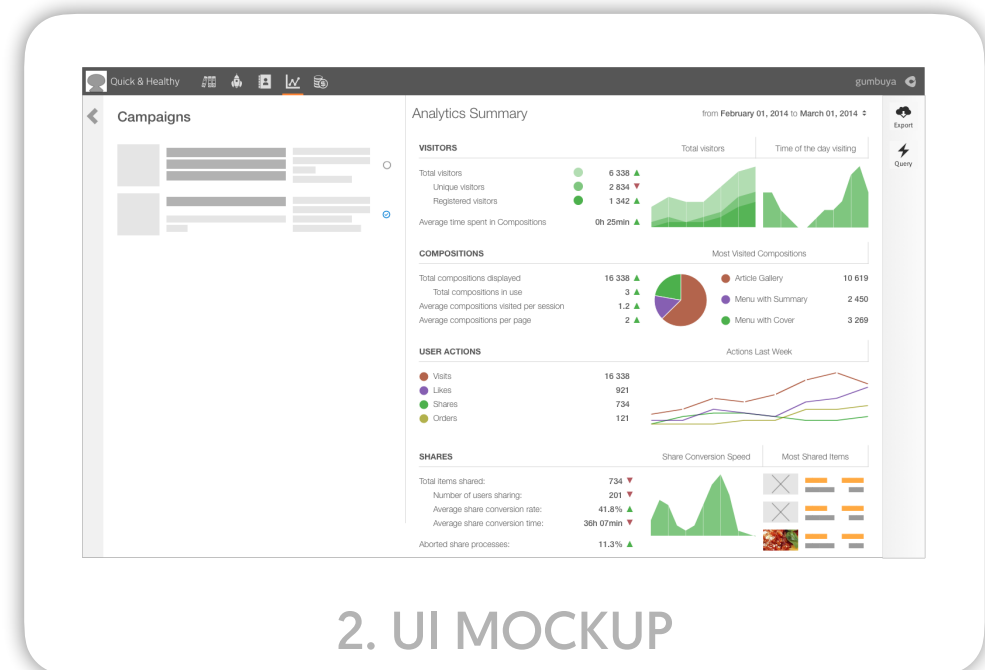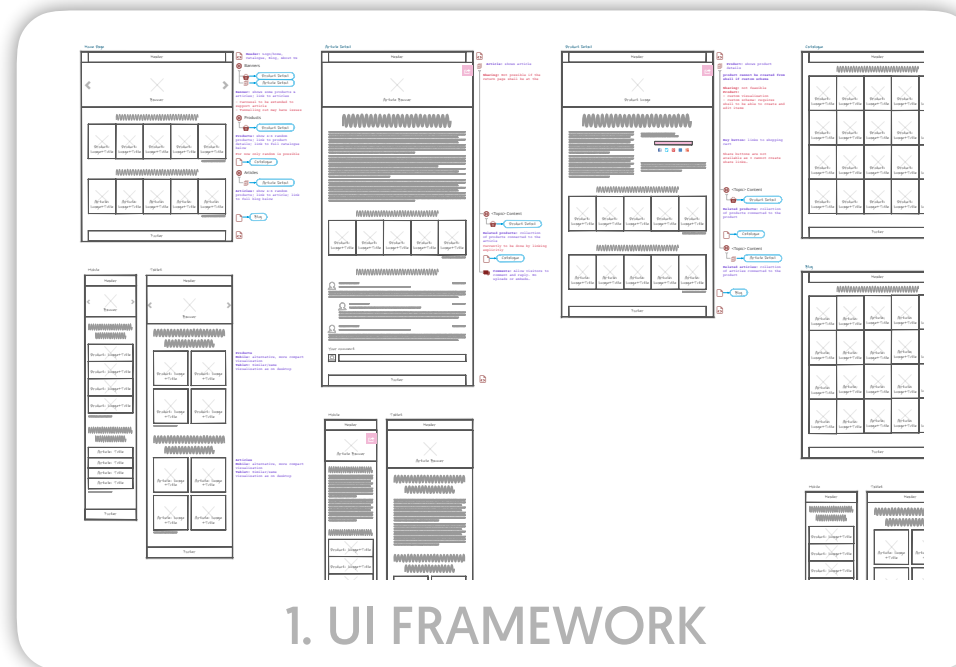
UI & Visual Design

4. SCREEN WIREFRAME

3. VISUAL FRAMEWORK

5. WIREFRAME + UI DESIGN

Wolfgang Maehr
2017 Portfolio

Other Samples

Appyzoo's Stickery

EDUCATIONAL GAME FOR KIDS: PARENT ZONE — UI DESIGN [2012]

Spielsprache Wählen

de	Deutsch	Laden
en	English	✓
es	Español	Descargar
fr	Français	Télécharger
jp	日本	ダウンロード
zh	中国	下载

Bitte wählen Sie die Spielsprache für Ihr Kind. Das herunterladen des Sprachpaketes kann etwas dauern, wir bitten Sie um etwas Geduld.

Continue with English

Free Account

Skip   Signup

A Stickery account provides for **free**:
- Tracking of your child's learning performance.
- Customized parenting tips.
- Ability to reset the game and play it again.

Email john.doe@me.com

Password minimum 8 characters

By signing up, you agree to our terms of service.

OPTIONAL

Your child's details:

Female   Male   Birthday 2008-01-01

We do not share your child's details with third parties.

More information at http://parents.stickeryapp.com.

Parent Zone

Stickery   Logout

john.doe@stickeryapp.com

Progress Reports   Parent Guide

Get the Full Game

Language: Eng

Feedback Fo

Sha

Credits

Reset Game?

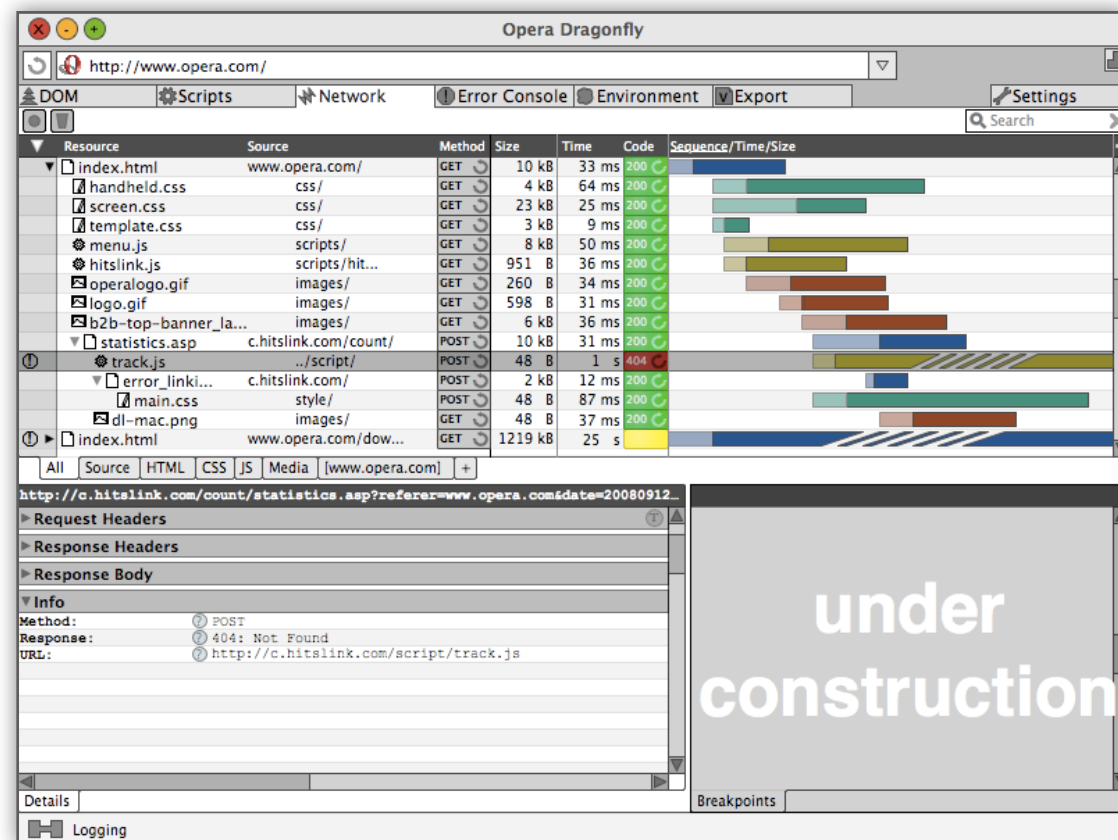The story will restart. Your progress reports will not be affected.

Cancel   **Reset**

Reset Game

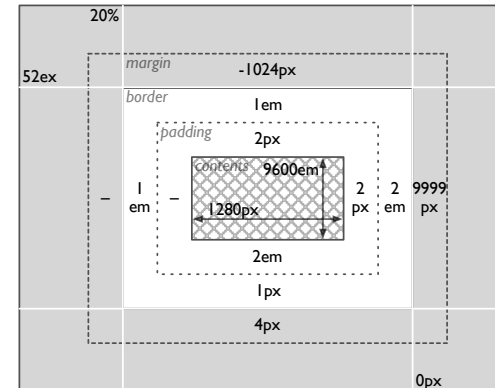More information at http://parents.stickeryapp.com.
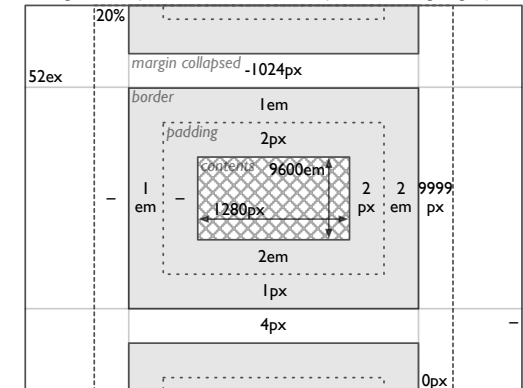
Opera Dragonfly

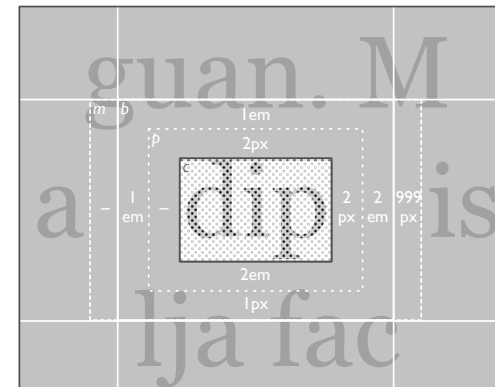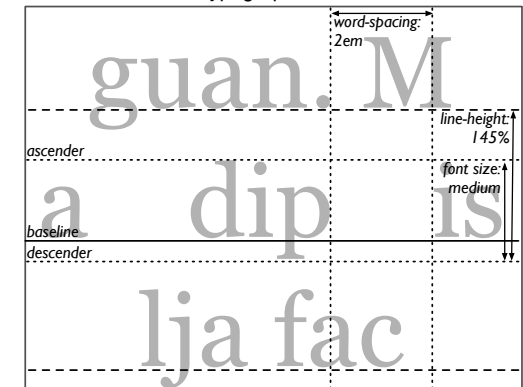WEB DEVELOPMENT TOOLS — UI FRAMEWORK & CONCEPTS [2008]

Standard block element

Margin collapsed block element (inverted highlight)
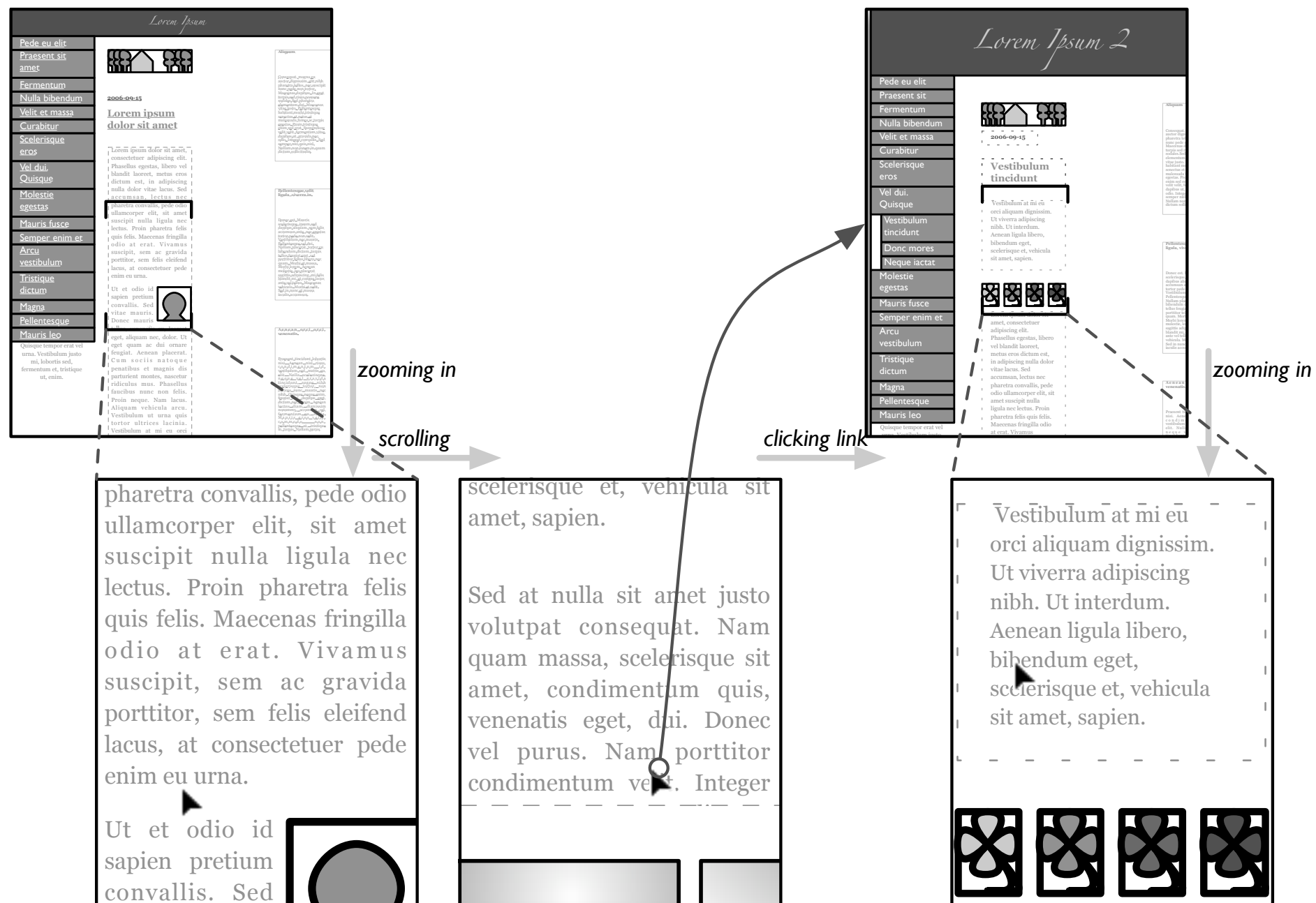
Standard inline element.

Inline element with typographic information.

Opera Mobile Browser

MOBILE BROWSER — INTERACTION CONCEPTS [2006]

Mobile

zooming in

scrolling

clicking link

zooming in

pharetra convallis, pede odio ullamcorper elit, sit amet suscipit nulla ligula nec lectus. Proin pharetra felis quis felis. Maecenas fringilla odio at erat. Vivamus suscipit, sem ac gravida porttitor, sem felis eleifend lacus, at consectetuer pede enim eu urna.

Ut et odio id sapien pretium convallis. Sed

scelerisque et, vehicula sit amet, sapien.

Sed at nulla sit amet justo volutpat consequat. Nam quam massa, scelerisque sit amet, condimentum quis, venenatis eget, dui. Donec vel purus. Nam porttitor condimentum velit. Integer

Vestibulum at mi eu orci aliquam dignissim. Ut viverra adipiscing nibh. Ut interdum. Aenean ligula libero, bibendum eget, scelerisque et, vehicula sit amet, sapien.

Thanks for your interest.

wm@njyo.net