

LUCA GRZESKI

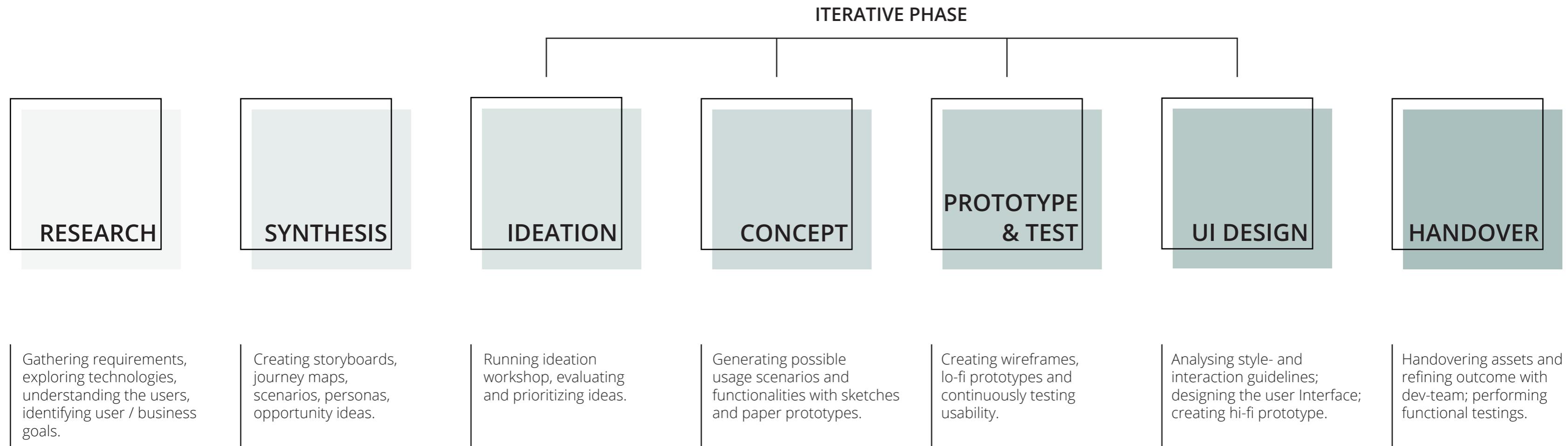
SELECTED SAMPLES

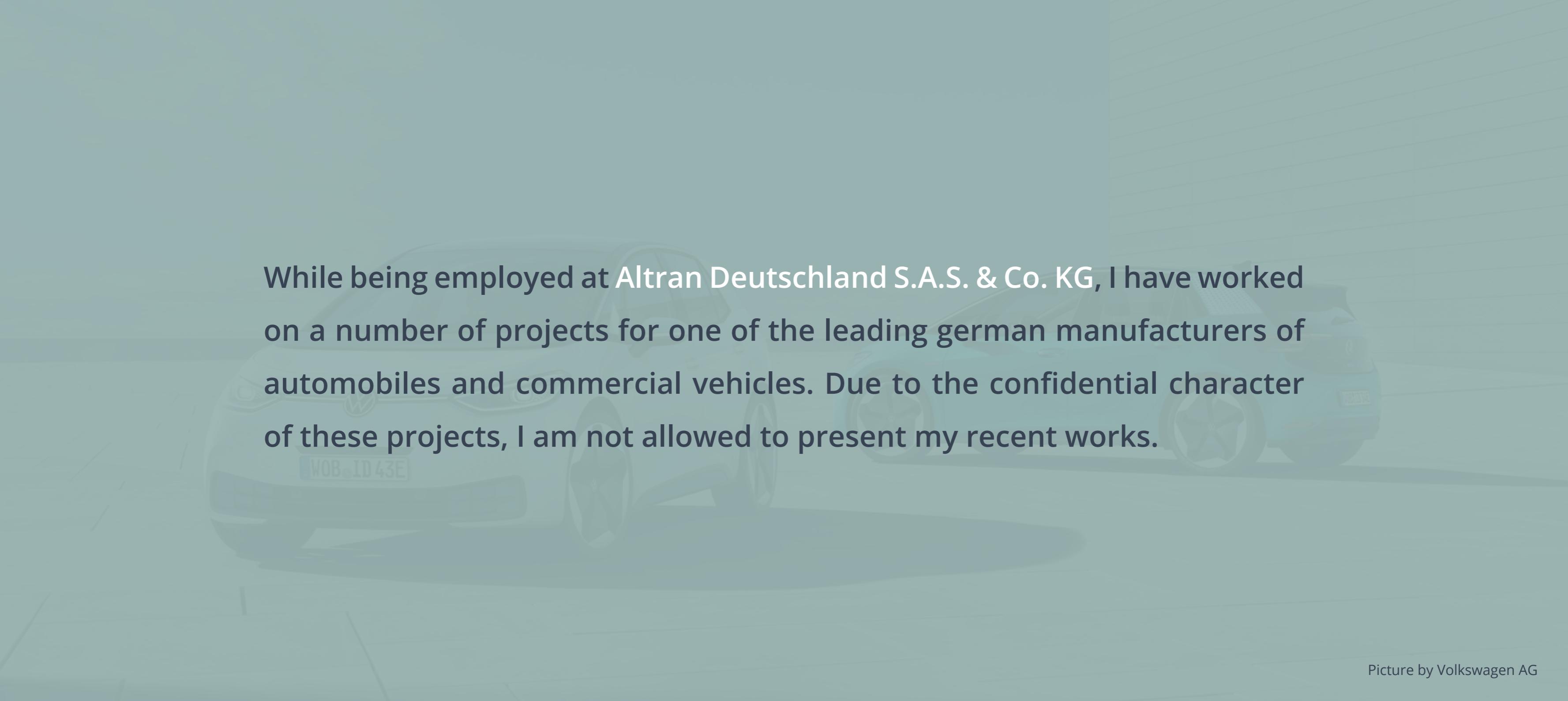


LUCAGRZESKI

I am a passionate UX Designer who puts the users at the heart of any new developments to create innovative and universal solutions.

MY PROCESS





While being employed at Altran Deutschland S.A.S. & Co. KG, I have worked on a number of projects for one of the leading german manufacturers of automobiles and commercial vehicles. Due to the confidential character of these projects, I am not allowed to present my recent works.

OMNICOOK

Anhalt University of Applied Sciences

OmniCook is a model - based on a progressive web app - to demonstrate the main criteria of optimal user experience for Omnichannel applications. It is the only solution that matches all the user needs and that covers the whole process from shopping through to cooking as 3-in-1 solution offering users a variety of quick and easy to cook recipes with a pictured manual and an integrated shopping list all Omnichannel optimized for an overall cooking experience.

MY TASKS

Research
Concept
Prototyping
Usability Test
UI Design
Mockup Photography





RESEARCH PLAN

In order to structure my user research, I did a user research plan to avoid misunderstandings, undesirable method deviations and unnecessary rework. I included information about:

- the goal of my research,
- the users I have selected to be interviewed,
- the recruitment of test persons,
- budget assumptions for the recruitment,
- the timeline of the entire research,
- the selection of the user research methods.



Users move across channels to complete tasks. They expect an ongoing activity to move along with them as they change devices and contexts.

USER RESEARCH

I selected two specific research methods that were most suitable to gather those data. At first I did ethnographic interviews to observe potential users in their natural surroundings, i.e. in their kitchen before and during cooking. This helped to analyse their specific habits and to identify bottle necks as well as opportunities. I also did semi-structured interviews to get even more data about the specific needs, wishes and issues related to cooking. I used the results of my research to identify the user group/persona as well as the desired functionality of the application.

**ZOE**

„Am liebsten hätte ich jemanden, der mir die Planung des Einkaufs abnimmt, sodass ich mich ganz aufs Kochen konzentrieren kann.“

ÜBER ZOE

- Alter: 29
- Beruf: Freelancer
- Familienstand: verheiratet, 1 Kind
- Einkommen: ca. 45.000 Euro

**TECHNISCHE GERÄTE
NUTZUNGSVERHALTEN**

- „Smartphone“ Sehr hoch
- Tablet Hoch
- Laptop“ Medium
- Wenig
- Sehr wenig

ZIELE BEIM KOCHEN

- Gesund zu essen
- Familie Freude bereiten
- Nach einem langen Tag den Kopf frei zu bekommen

SCHMERZPUNKTE KOCHPROZESS

- Routine zu entkommen
- Kind und Kochen gleichzeitig
- Einkauf der Zutaten

AUFWAND / ZEIT KOCHPROZESS

- Rezeptrecherche
- Einkaufen der Zutaten (aus unterschiedlichen Geschäften)

GEWOHNHEITEN

- Plant den Einkauf am Sonntag und geht montags einkaufen
- Recherchiert lange nach interessanten Rezepten
- Dokumentiert alles auf Instagram

**TIM**

„Ich kuche nach der Arbeit meist etwas Schnelles und am Wochenende kann es gerne aufwändiger sein.“

ÜBER TIM

- Alter: 40
- Beruf: Commercial Manager
- Familienstand: verheiratet
- Einkommen: 65.000 Euro

**TECHNISCHE GERÄTE
NUTZUNGSVERHALTEN**

- „Laptop“ Sehr hoch
- „Smartphone“ Hoch
- „Tablet“ Medium
- Wenig
- Sehr wenig

ZIELE BEIM KOCHEN**SCHMERZPUNKTE KOCHPROZESS**

- Guter Geschmack
- Zeitaufwand generell
- Etwas Neues auszuprobieren
- Schnell und unproblematisch

AUFWAND / ZEIT KOCHPROZESS**GEWOHNHEITEN**

- Einkaufen / Suchen der Zutaten
- Vorbereitung / „Schnippeln“

USER PROFILE PERSONA

I synthesized my personas from observations, research and interviews. To create a thorough user profile (persona) I included social and demographic characteristics, goals, pain points, time and effort, use of technical devices and habits during the cooking process.

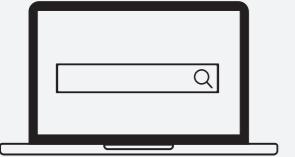


Neither the desired functionality nor overall Omnichannel optimization can be provided by existing solutions.

COMPETITOR ANALYSIS

In addition to the user research, I also did a competitor analysis to segregate the functionality. None of the existing applications cover all the required functionalities and moreover, OmniCook is a real niche when it comes to Omnichannel optimisation as none of the other solutions are able to provide that overall experience.

WITHOUT OMNICOOK



1

Zola recherchiert im Internet nach geeigneten Rezepten.



2

Sie findet nach zeitaufwiger Suche ein Rezept und sieht sich die Zutatenliste an.



3

Zola schreibt die Zutaten ab und speichert sie als Notitz in ihr Smartphone.

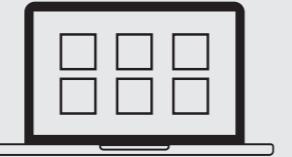


4

Sie geht mit der Einkaufsliste als Notizz auf ihrem Smartphone einkaufen.



WITH OMNICOOK



1

Zola sucht auf der Webseite nach einem Rezept und lässt sich durch Bilder inspirieren.



2

Sie findet nach kurzer Zeit ein Rezept und fügt die Zutaten zu ihrer Einkaufsliste hinzu.



3

Sie ist im Supermarkt und kauft Schritt für Schritt alle benötigten Zutaten ein.

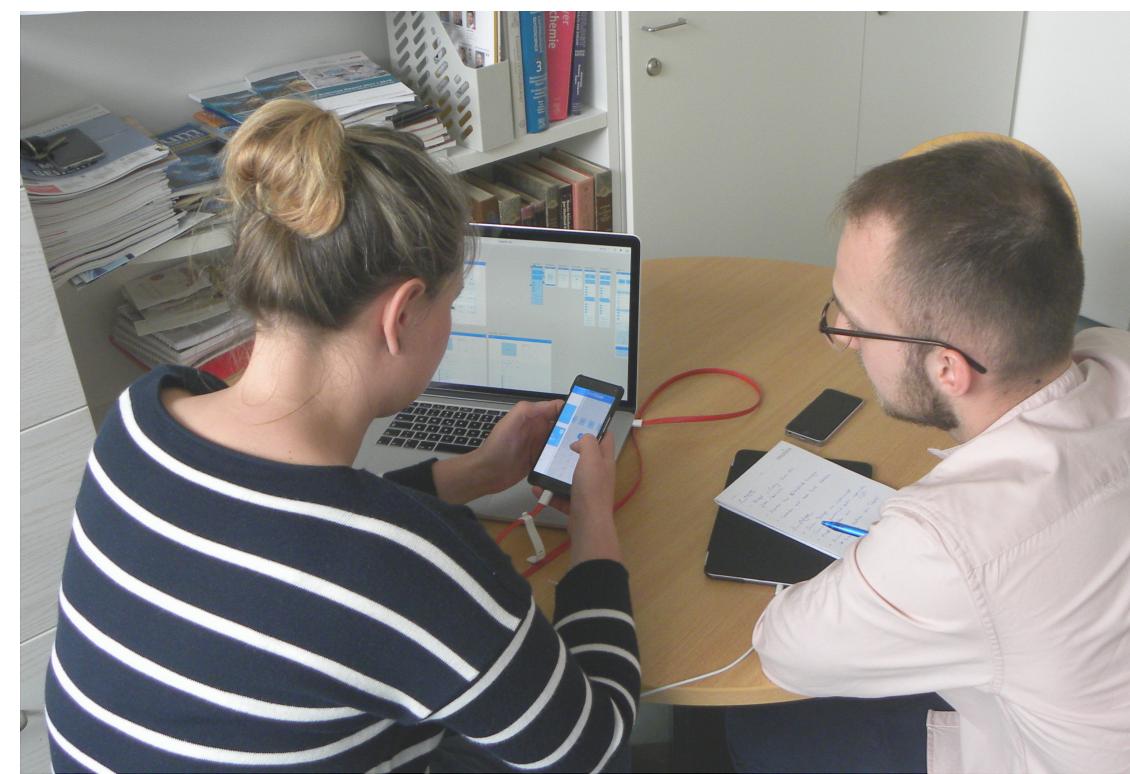


UserExperience

UserExperience

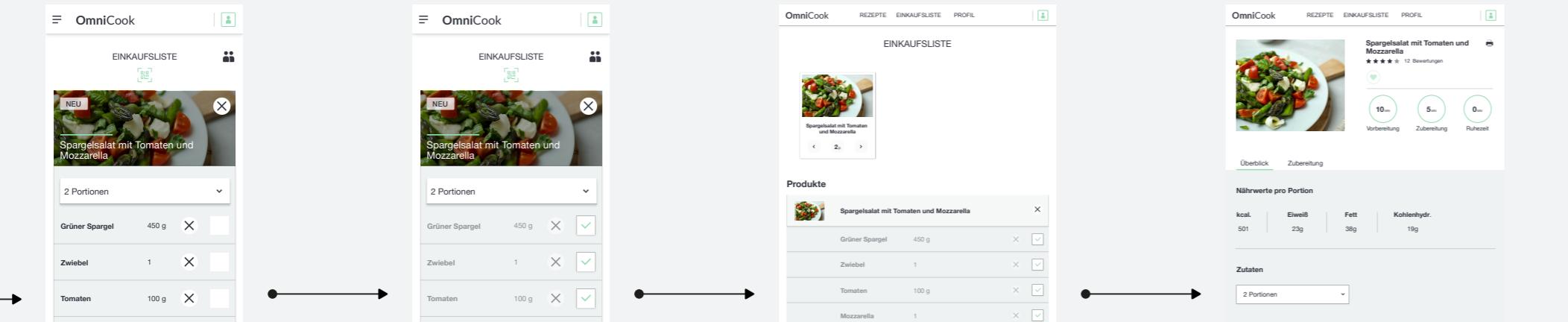
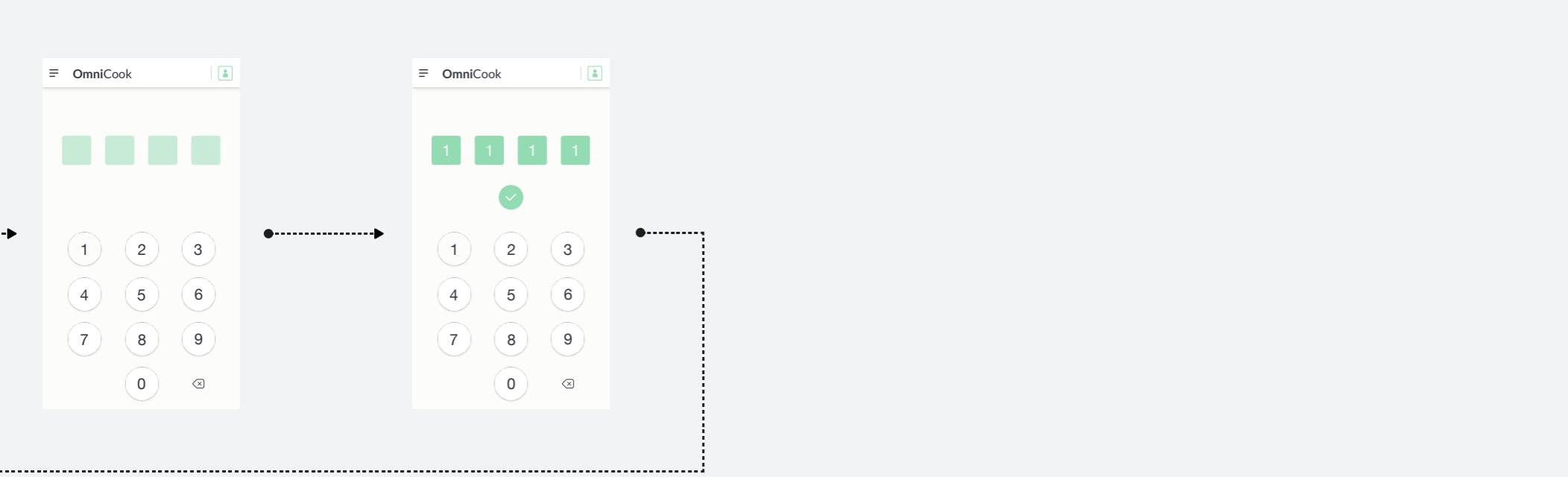
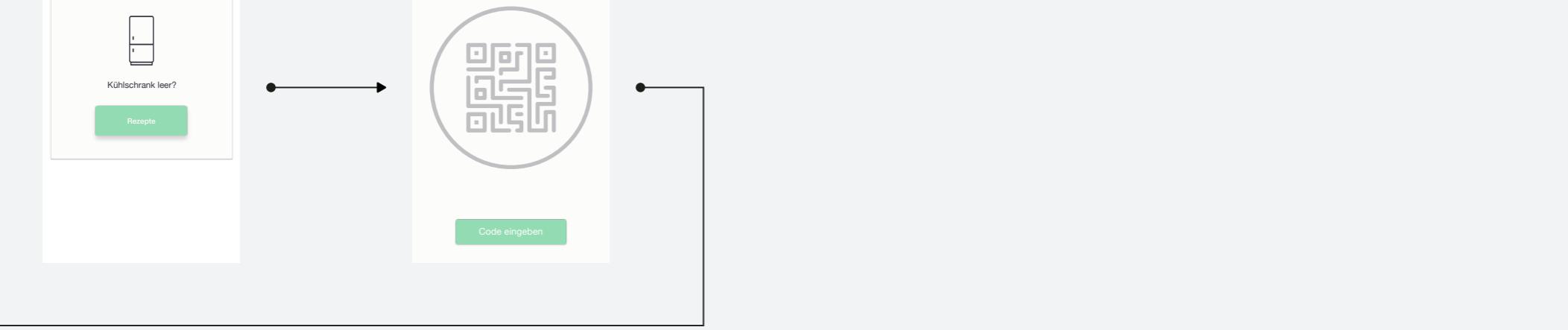
USER JOURNEY

I have created User Journey Maps to get an holistic view of actions performed by users when completing cooking-related tasks without and with OmniCook. The comparison of User Journey Maps revealed values, which OmniCook brings for the users.



USABILITY TESTING

I developed scenario-based tests to assess the usability of the five Omnichannel UX criteria. I specifically used tasks that are common (based on user data) and then tested the usability of OmniCook with regards to the criteria of optimal Omnichannel User Experience. This has helped to further optimize the interaction with OmniCook.



UI FLOW

I have created UI flows to give an overview of the interfaces and interactions. They also show the structure of the Omnichannel system OmniCook.



BOOM

Anhalt University of Applied Sciences

The world we live in becomes dominated by the technology, distancing us – its inhabitants - from the nature. At most, those changes affect the youngest generation. Although each educational system contains natural science programs, the lessons are almost completely theory-based, and do not allow the children to translate the theory into practice. To improve the current situation, we came up with 'Boom' – the novel intermedia learning concept for school gardening. Using learning-by-doing approach, it encourages children to work outside and hence discover the surrounding world.

MY TASKS

Research
Concept
UI Design
Mockup Photography



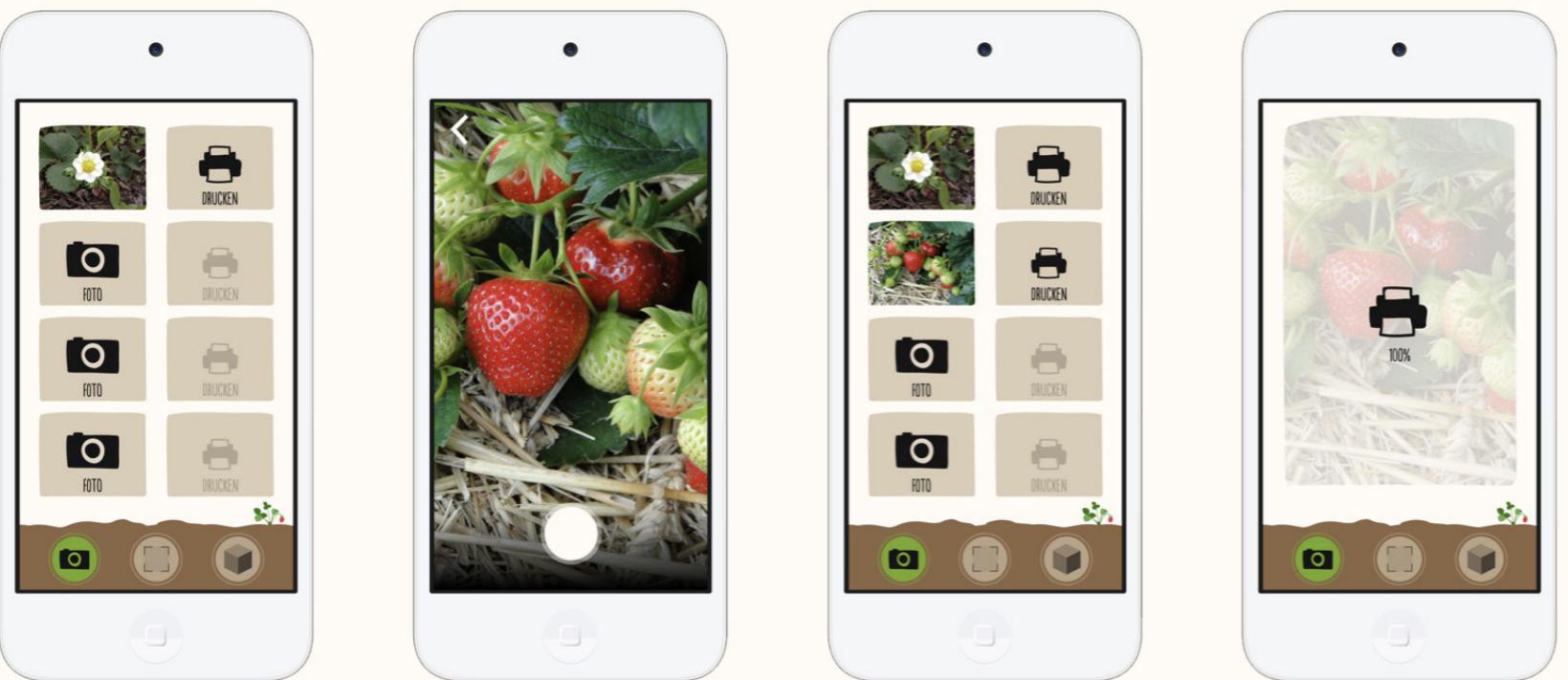
01 PROBLEMI

'Boom' was created within the frame of the semester project, carried out in a group of five students. The very general given topic: "Landscapes of learning" required to further narrow and specify our focus. After lively brainstorming, mind mapping and idea clustering we came to realization that today's education suffers from a lack of practical lessons. Moreover, in modern world children overuse technical devices, what constricts their contact with nature, and therefore the possibility of gathering experiences from their surroundings. All those above convinced us to pursue the topic of "Learning from the environment".



02 **RESEARCH**

In our research, we aimed to discover how the practical learning from the environment could be incorporated into standard lessons, making it interesting for students. We did the in-depth literature study and found multiple publications and books about gardening lessons at school. While school gardening seemed to us like the perfect way to enable children exploring nature, the literature indicated that today's gardening lessons are mainly theoretical and have very little in common with the practical activity of gardening itself. To get some further hints how to facilitate gardening lessons, we also visited the Frankesche Stiftung Institution and interviewed the teacher, whose gardening lessons received recognition in Germany.



03 DESIGN

To enable children to learn from the environment by means of gardening lessons and, at the same time, to make use of their great fascination with technical devices, I created an intermedia learning product 'Boom'. It consists of a portable box, which can be transformed into a desk, three learning books and a mobile application. Making use of the entire set, children are step-by-step guided through the gardening lessons. They are encouraged to start their own plantation, make observations and learn how to document them. High diversity of educational aids makes the learning process more interesting for children, what results in their deeper engagement and longer lasting knowledge.



VESCAPE

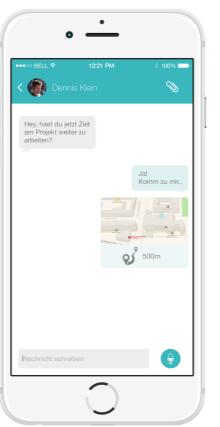
Vescape GmbH

Most of people lack self-motivation and determination to exercise on a regular basis. To solve this problem, I designed a mobile App for smartphones and tablets, which combines fun and gaming with fitness training on sport equipment. The smartphone or tablet is connected to an ergometer (bicycle). Through speed and step resistance linked with virtual opponents the user gets motivated and the work out becomes a totally new experience.

MY TASKS

Research
UI Design
App Icon





Das Armband Beuth Life nutzt verschiedene Technologien, um Studierenden den Alltag zu erleichtern



Study-Life-Balance

● **Beuth Hochschule für Technik Berlin.** Stress und Leistungsdruck unter Studenten – heute leider keine Ausnahme mehr. Um ihnen Kommunikation und Organisation zu erleichtern und für eine ausgewogene Study-Life-Balance zu sorgen, entwickelten Christiane Deneser und Luca Grzeski im Studiengang Druck- und Medientechnik (<http://dmt-berlin.de>)

Probierten ihr Wearable natürlich auch selbst aus:
Christiane Deneser und Luca Grzeski



das Konzept eines intelligenten Armbands: Beuth Life. Dabei kombinierten sie unterschiedlichste Technologien: iBeacon ermöglicht die Indoor-Navigation auf dem ganzen Campus; das »Friends«-Feature bietet eine Chat-Funktion; »Life« trackt mittels Accelerometer sportliche Aktivitäten und erfasst Kalorienaufnahme sowie Schlafqualität; per NFC lässt sich überall an der Hochschule bargeldlos zahlen (»Pay«); und »Ticket« vereint dank QR-Code Semesterticket, Studenten- und Bibliotheksausweis. Christiane Deneser und Luca Grzeski konzipierten zwei Personas, anhand derer sie den Nutzen ihres Wearable konkret zeigen. Sie denken auch bereits über eine Umsetzung durch Unternehmen nach – vielleicht für andere Hochschulen, vielleicht aber auch für den technikaffinen asiatischen Markt.

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BEUTH LIFE

Beuth University of Applied Sciences

Stress and performance pressure have been recognized as serious problems faced by students. To ease communication and organisation of their university life, I constructed a smart bracelet wereable. The use of see-through material was inspired by translucent body of a jellyfish. The brancelet combines latest technologies with a user-friendly interface design to enable a good study-life-balance.

MY TASKS

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MEDICLEAR

Anhalt University of Applied Sciences

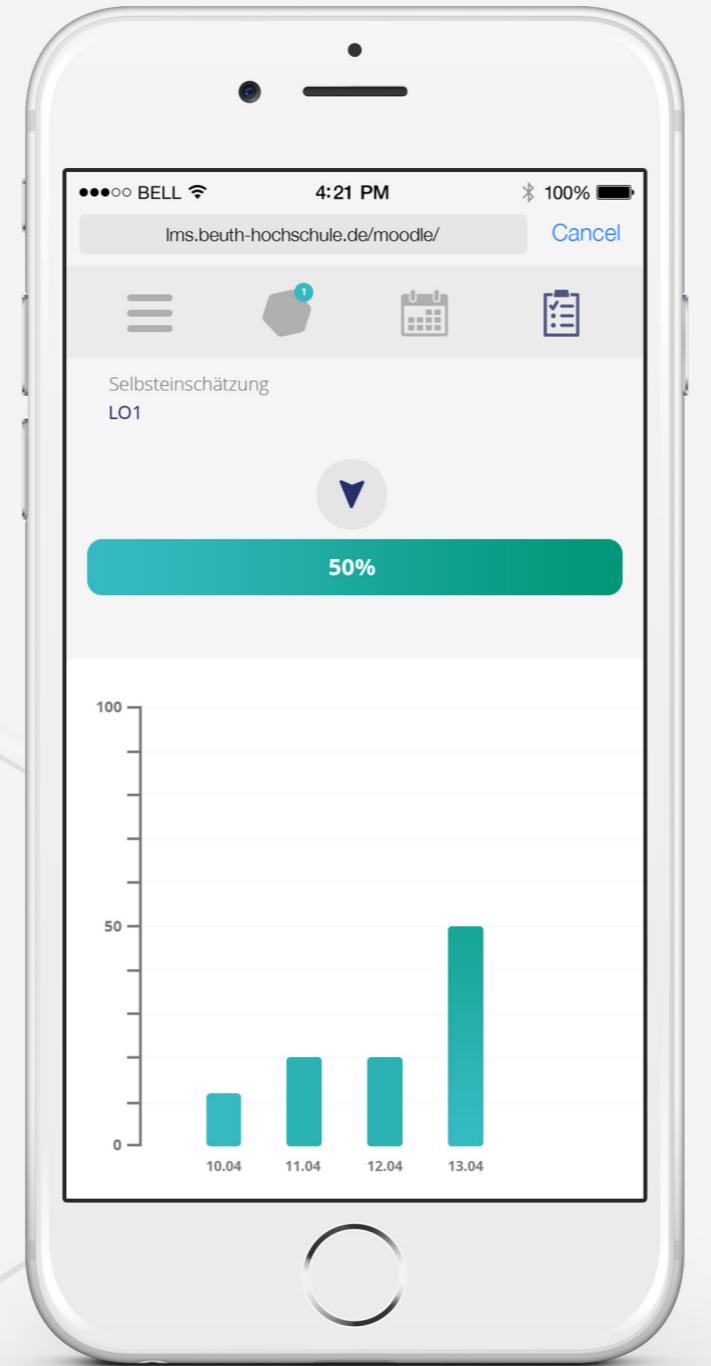
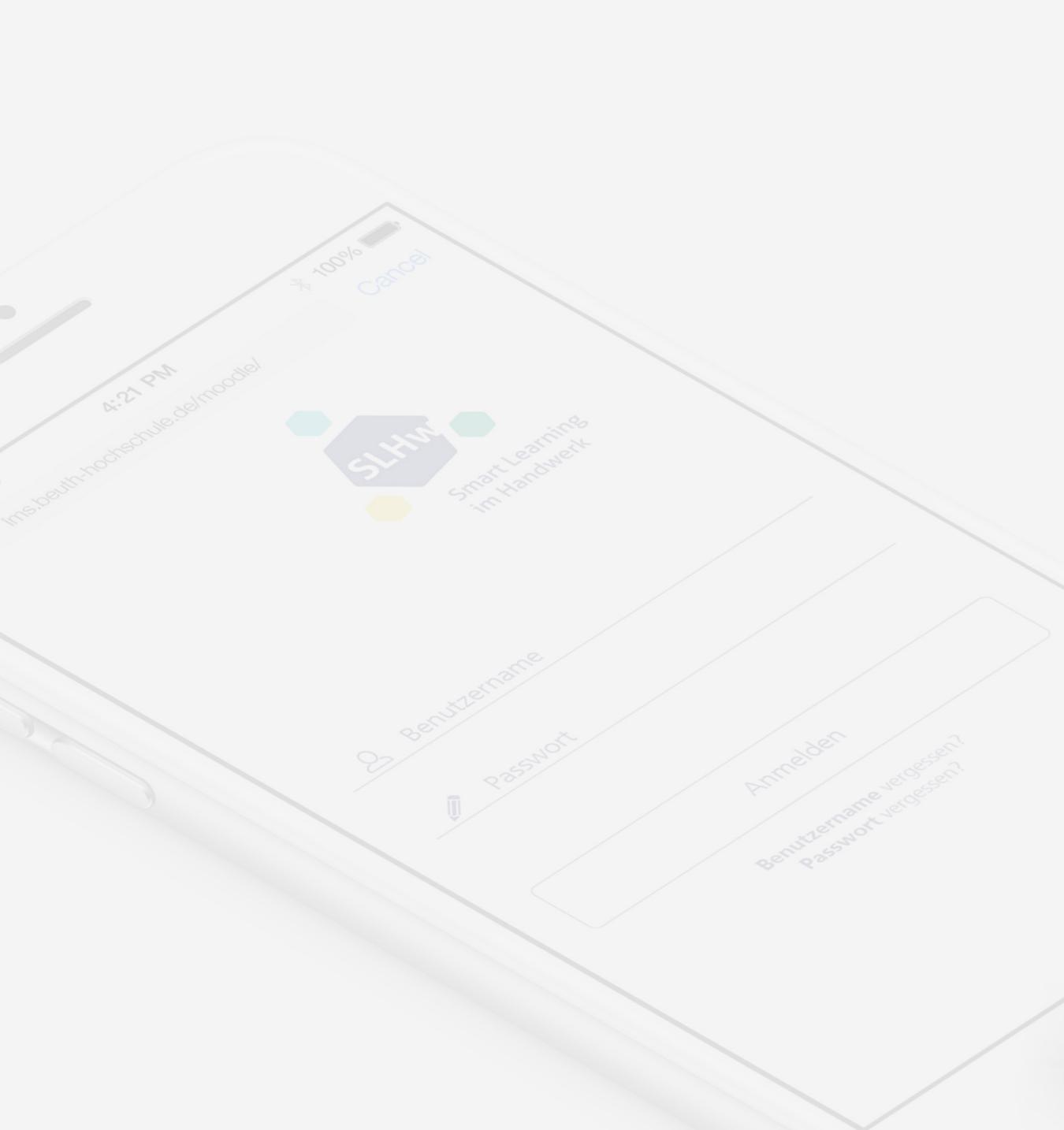
Each year 58.000 people die in Germany due to inappropriate drug use. This partly results from the poor quality of enclosed how-to-use guidances and their difficult to read paper prints. To minimize the risk of incorrect medicine usage, I created Mediclear application that replaces standard leaflets and provides the user with all necessary drug-related information. Clear and user-friendly interface design together with easy-to-use manuals and a variety of built-in functions help users take their medications correctly and timely.

MY TASKS

Research
Concept
Prototyping
UI Design

Beipackzettel
endlich verständlich!





SLHW

Handwerskammer Berlin

The project Smart Learning – digital media in vocational training (SLHw) is funded by the German Ministry of Education and Research. It is a new concept for vocational training. Users are assisted by an innovative learning companion App and get personalized learning recommendations based on their learning needs. A Learning Analytics module helps the teachers to get an overview of students progress and therefore be aware of possible weaknesses.

MY TASKS

Research
Prototyping
UI Design



**THANK
YOU**

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