

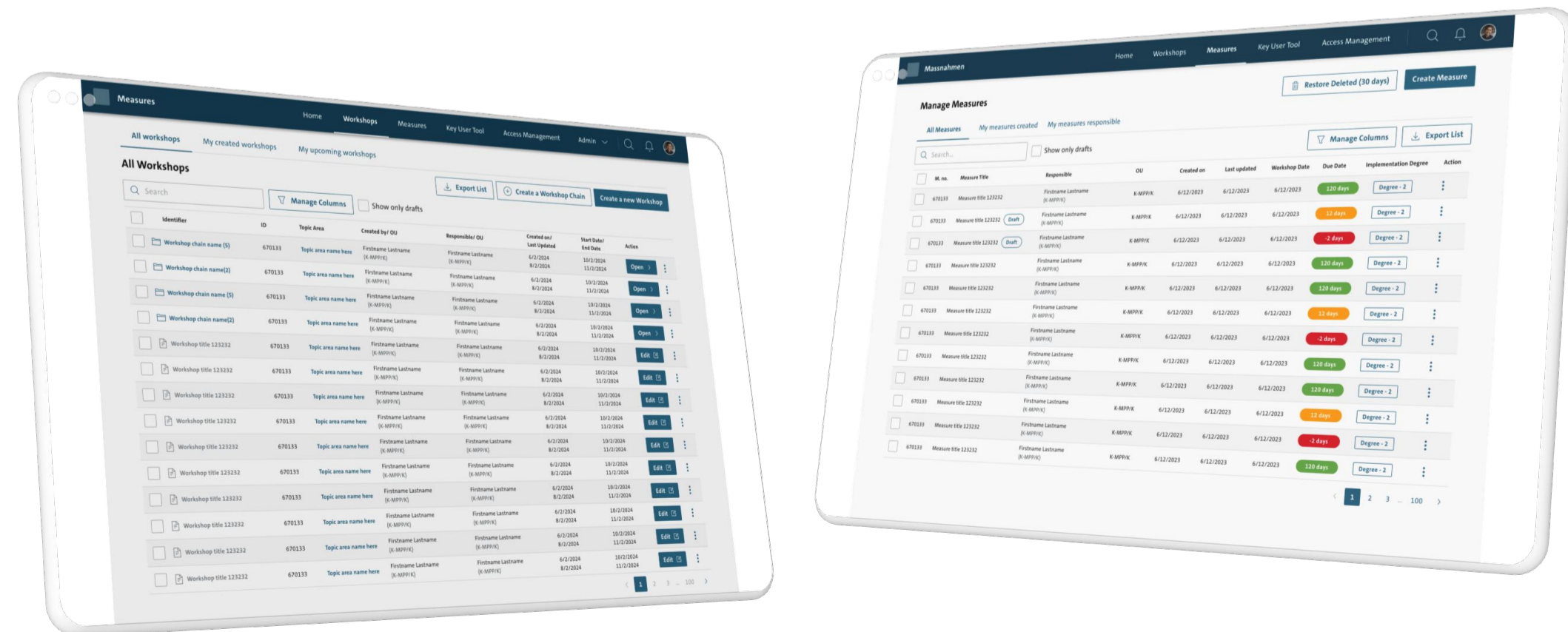
Introduction

"Embarking on a transformative journey, we reimagined Volkswagen Group's corporate web application, marrying innovation with familiarity to empower stakeholders worldwide. At the helm of design excellence, our portfolio showcases a commitment to user-centric solutions tailored for industry leaders."

WOW..

VOLKSWAGEN

AKTIENGESELLSCHAFT



Project Information

"Understanding the needs of the Volkswagen Group's global stockholder base for their 15-year-old corporate web app was crucial for this redesign project. Due to the application's age and extensive user base, we conducted in-depth discovery sessions to glean valuable insights into user flows, functionalities, and existing pain points. We also considered incorporating global usability testing in future iterations to guarantee an exceptional user experience for stockholders worldwide."

Start

Identifying user actions

Create a workshop
Sakshi Meena

Workshop scheduling?
→ is it same as start and end mentioned here in creating workshop?
no
dependent on participants.
Sakshi Meena

Editing a workshop →
what all can you edit after creation?
→ other than wave, topic area and OU, workshop ID everything can be edited.
Sakshi Meena

Participants in creation of workshop
→ add a list of participants directly

What fields are important for mvp?
Sakshi Meena

dependent fields in workshop → can be kept similar to waves in measures
Sakshi Meena

static fields → most of them will be same regardless of the OU.

Topic area → as a frame around workshops, (can have a cluster of workshops)

Info mail step 1 → responsible person gets a reminder, yellow status → 1 to 14 days overdue

Info mail step 2 → if responsible person is not active, head of the OU gets a reminder, overdue by 14 days
fixed rule behind the Info-step 1, 2.

form download → button, pre-filled with details entered here, to give them overview of what workshops are done n when, needed after workshop details are filled in.

Header data
OU * Input necessarily Field must be filled
Identifier* Field must be filled
Wave* Field must be filled
Responsible* Field must be filled
Head of the OE* Field must be filled
Presenter* Field must be filled

Kind of workshop
Topic area* <-No reference>

Starts - Ends*
Start date must be set
End date must be set

Time from - to
Trade
Info Mail Step 1
Info Mail Step 2

KPS
KPS Relevant
Work Package
Staircase element

Scheduling
Key figures Initial situation (ACTUAL)

Participants / notes
Initial situation (ACTUAL)
Situation after (TARGET)
Objectives and range

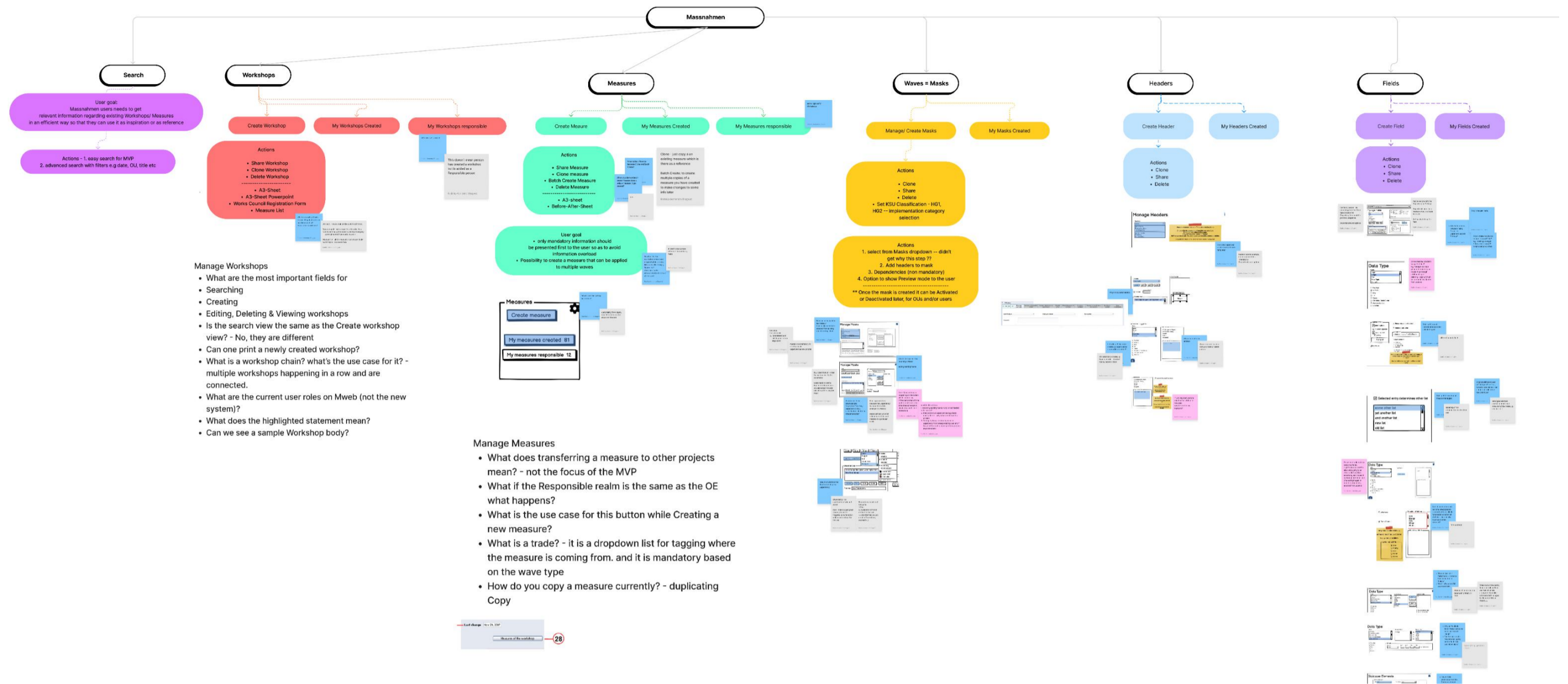
Registration approval
Participants (Administrators)
No participants added yet

Added files (0)
Brief description
Kind of AS Short Actual

Key figures Initial situation
Initial situation preparation

form download → button, pre-filled with details entered here, to give them overview of what workshops are done n when, needed after workshop details are filled in.

Understanding the requirements and clarification questions



- What's are the current functionalities for
- Measures
- Workshops
- Search
- What does the user journey/flow look like for
- Read, Write & Controlling for Measures and Workshops
- Admin, Key user & Super User for Measures, Workshops, Key User tool (if it exists or how the system is set-up)
- What do each of these users see on

- Search
- Measures page
- Workshop page
- Key User tooling? (Mask, Headers, fields mgt?)

Others

- What integrations does Mweb currently have with other systems for Workshops & Measures?
- What is the user need for adding OU, Person responsible, Measures to a favourite list? Is it being used? What does the process explained here look like?



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Understanding the real problem & How can we resolve it.



Figma & FigJam

Problem Statement :

The existing corporate web application utilized by Volkswagen Group's internal stakeholders worldwide presents several challenges stemming from its legacy nature. These challenges include outdated flow, functionalities, design system, and accessibility standards, which hinder user engagement and productivity. With users ranging from young professionals to older stakeholders, ensuring a seamless experience across diverse demographics becomes paramount.

Project Goals:

- 1. Enhance Accessibility Standards:** Develop a robust design system that adheres to high accessibility standards, ensuring usability for users of all ages and abilities. This includes implementing features such as screen reader compatibility, keyboard navigation, and clear visual hierarchy to accommodate diverse user needs.
- 2. Maintain Familiarity:** While aiming to modernise the application, preserve core functionalities and workflows to minimise disruption for existing users. Introduce enhancements gradually, accompanied by clear guidance and support to facilitate a smooth transition.
- 3. Improve User Efficiency:** Streamline workflows and optimise user interactions to improve efficiency and productivity for internal stakeholders. This involves identifying pain points in the current application and implementing intuitive design solutions to alleviate them.
- 4. Increase Information Find-ability:** Enhance information architecture and search capabilities to enable stakeholders to easily locate relevant resources and data within the application. Implement intuitive navigation patterns and robust search functionality to streamline information retrieval processes.
- 5. Future-Proof Design System:** Develop a scalable and adaptable design system that caters to both present and future application standards. This involves creating modular components, design patterns, and guidelines that can accommodate evolving user needs and technological advancements.

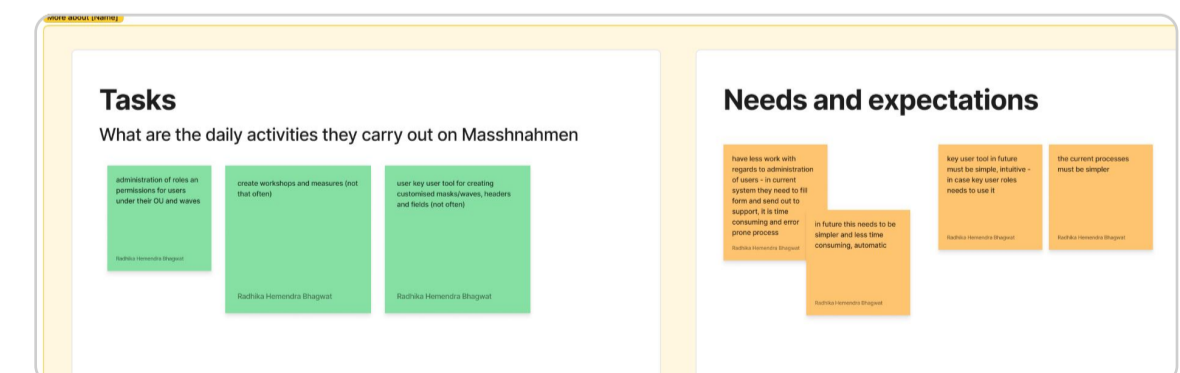
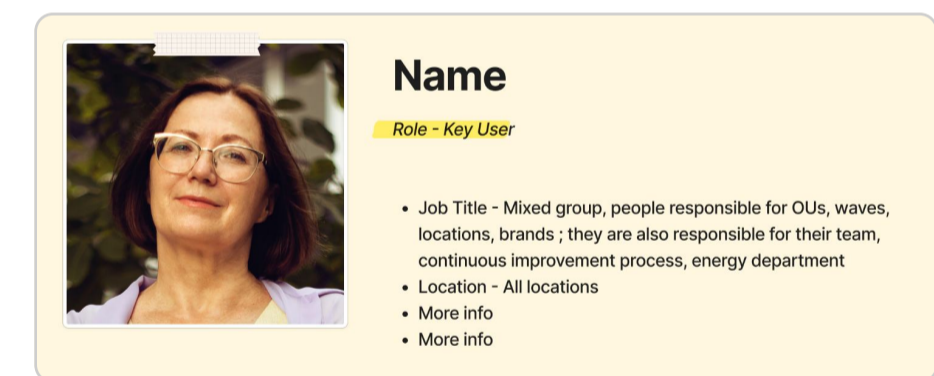
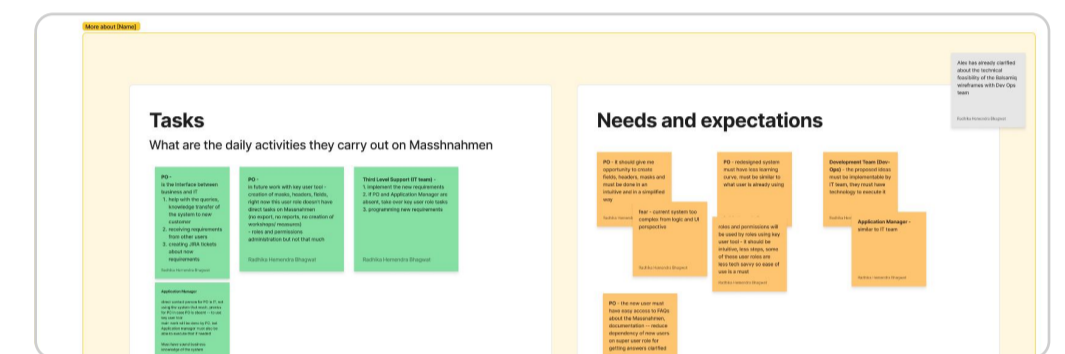
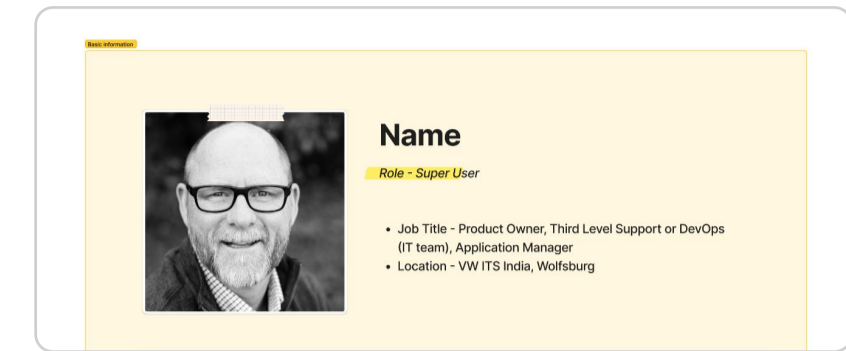
By addressing these goals, the redesigned corporate web application aims to provide Volkswagen Group's internal stakeholders with a modern, accessible, and efficient platform that empowers them to fulfill their responsibilities effectively, regardless of their age or technological proficiency.

User Personas:

In order to effectively cater to the diverse needs of Volkswagen Group's internal stakeholders, we developed comprehensive user personas representing different user groups within the organization:

- **Super User:** Individuals with advanced proficiency in using the application, responsible for overseeing complex operations and decision-making processes.
- **Key User:** Experienced users who frequently interact with the application and play a pivotal role in facilitating its adoption and usage among their peers.
- **Admin:** Administrators tasked with managing user permissions, system configurations, and overseeing overall application performance.
- **Controller:** Financial stakeholders responsible for monitoring and managing financial data and transactions within the application.
- **Write & Read Users:** Users with varying levels of access permissions, ranging from read-only access to full editing capabilities based on their roles and responsibilities.


These personas served as guiding archetypes throughout the design process, enabling us to empathize with the needs and goals of each user group and tailor the application experience accordingly.



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User Research

Name
Role - Super User



- Job Title - Product Owner, Third Level Support or Dev-Ops (IT team), Application Manager
- Location - VW ITS India, Wolfsburg

Bio
Is this person tech savvy? - Yes

What's the general age group for this role? - mixed, 25 - 60

How well versed are they with Massnahmen? - knows lot about the system, if someone new comes to system there is a knowledge transfer, generally takes several months to get deeper understanding of the system (relevant for super role)

How much time do they need to spend on Massnahmen? - work full time on Massnahmen web

Do they need to collaborate with others? - yes, collaboration between super user role but also with other user roles like key user role, admins etc.

Activities for collaboration - help with key user tool, new users knowledge transfer, define OU, work on new requirements for system, PO is the one getting asked with queries and if they can't answer then question is relayed to other members

How does day in life of this user look? busy/ relaxed? - very busy


Tasks
What are the daily activities they carry out on Massnahmen

Needs and expectations
What are they trying to accomplish, goals at their job - ideal way of working

Pain points and frustrations
Challenges, what makes their life or job hard

Goals
What are they trying to accomplish, goals at their job

Name
Role - Controller



- Job Title - Controller must be someone from Finance background, this role is there to ensure that measure goes into high implementation measure, controlling is approving the potential claim saving money, if the calculation is correct, applies to all brands, all waves, all OUs
- Location - All locations
- More info

Bio
Is this person tech savvy? - not necessarily, even less than admin

What's the general age group for this role? - 25 - 65

How well versed are they with Massnahmen? - controllers are not experts in the system, their job is regarding the finance stuff related to HGS

How much time they spend on Massnahmen? they don't generally create workshops and measures (sometimes they can but not often), their main task is to oversee the measures and check if they are eligible to go in HGS

Do they need to collaborate with others? they need to collaborate with people who are creating measure, users who have writing access (edit/ create) - to clarify questions on how certain measure was calculated, to collaborate with key user role or admins in case they have new requirement, new field change requirement etc.

Activities for collaboration - discussed above

Is this person busy? how much time spend on Massnahmen? maybe not too much on Massnahmen as they have specific task to execute


Tasks
What are the daily activities they carry out on Massnahmen

Needs and expectations
What are they trying to accomplish, goals at their job - ideal way of working

Pain points and frustrations
Challenges, what makes their life or job hard

Goals
What are they trying to accomplish, goals at their job - ideal way of working

Name
Role - Key User



- Job Title - Mixed group, people responsible for OUs, waves, locations, brands, they are also responsible for their team, continuous improvement process, energy department
- Location - All locations
- More info

Bio
Is this person tech savvy? - not necessarily

What's the general age group for this role? - mixed, 35 - 60, people with more work experience

How well versed are they with Massnahmen? - they know a lot about their expertise, e.g waves, OUs but aren't experts in the whole system

How much time they spend on Massnahmen? it's not their main task to use Massnahmen, some work intensively on system-daily, some use it just once/ few times in a month daily tasks (new tasks) - administration tasks - roles and permissions, in some cases they will also create Workshops and Measures, in some cases they will just be administering users and using key user tool (they won't do it often, there won't be need to change the system a lot)

Do they need to collaborate with others? collaborate with the support team to raise service requests, in redesigned system they can overcome this by viewing user list under their OU, go through list of users to administer role requests

Activities for collaboration - discussed above

How does day in life of this user look? busy/ relaxed? - answered above


Tasks
What are the daily activities they carry out on Massnahmen

Needs and expectations
What are they trying to accomplish, goals at their job - ideal way of working

Pain points and frustrations
Challenges, what makes their life or job hard

Goals
What are they trying to accomplish, goals at their job - ideal way of working

Name
Role - Admin



- Job Title - Admins are a level below Key user role
- Mixed group, people responsible for OUs, waves, locations, brands, they are also responsible for certain group of users for roles and permissions
- Location - All locations
- More info

Bio
Is this person tech savvy? - not necessarily

What's the general age group for this role? - mixed, 35 - 60, people with more work experience

How well versed are they with Massnahmen? - they know a lot about their expertise, e.g waves, OUs but aren't experts in the whole system

How much time they spend on Massnahmen? it's not their main task to use Massnahmen, some work intensively on system-daily, some use it just once/ few times in a month daily tasks (new tasks) - administration tasks - roles and permissions, in some cases they will also create Workshops and Measures

** Admins don't have access to Key user tool

Do they need to collaborate with others? collaborate with the support team to raise service requests, in redesigned system they can overcome this by viewing user list under their OU, go through list of users to administer role requests, collaborate with users who needs roles and permissions, collaborate with super role - if they find bug, with requirements related to their OUs/ waves, or make changes in the field, logic that can affect entire system

Activities for collaboration - discussed above

Is this person busy? how much time spend on Massnahmen? range of users like Key users


Tasks
What are the daily activities they carry out on Massnahmen

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Goals
What are they trying to accomplish, goals at their job - ideal way of working

Name
Role - Writer



- Job Title - mixed group, common workers working in production, moderator doing workshops in CIP, people from efficiency programs, across the brands
- Location - All locations
- More info

Bio
Is this person tech savvy? - not necessarily

What's the general age group for this role? - 25 to 65, mixed group

How well versed are they with Massnahmen? they should know the system, but they are not experts in whole system necessarily, work with specific waves and functionality

How much time they spend on Massnahmen? depends on job title, moderator doing workshops- intensively working with system on daily basis, some are entering the system only once a month maybe for report work

Do they need to collaborate with others? contact Controller, maybe connect with admins, other brands if they found good opportunity area

Activities for collaboration - see above

Is this person busy? how much time spend on Massnahmen?


Tasks
What are the daily activities they carry out on Massnahmen

Needs and expectations
What are they trying to accomplish, goals at their job - ideal way of working

Pain points and frustrations
Challenges, what makes their life or job hard

Goals
What are they trying to accomplish, goals at their job - ideal way of working

Name
Role - Read



- Purpose - someone who just wants to find reference to good measures/ workshops, get reports or export - get the information out of system but not contribute to create it
- Use case user from VW and wish to get some information from Audi through reports or exports - but they shouldn't be able to create or update anything on those OUs
- Job Title - mixed group, efficiency program - get reports, someone looking for inspirations, across brands
- Location - All locations
- More info

Bio
Is this person tech savvy? - not necessarily

What's the general age group for this role? - mixed age group

How well versed are they with Massnahmen? - they know parts of the system they are part of e.g particular Wave, OU (normally people are responsible for one Wave/ OU)

How much time they spend on Massnahmen? - mixed, could be intensively spending time on Massnahmen, mostly these users have mixed roles e.g read for one Wave and Controller for other

Do they need to collaborate with others? - collaborate with users who have write rights, share with them some interesting ideas, connect with CIP people

Activities for collaboration - mentioned above

Tasks
What are the daily activities they carry out on Massnahmen

Needs and expectations
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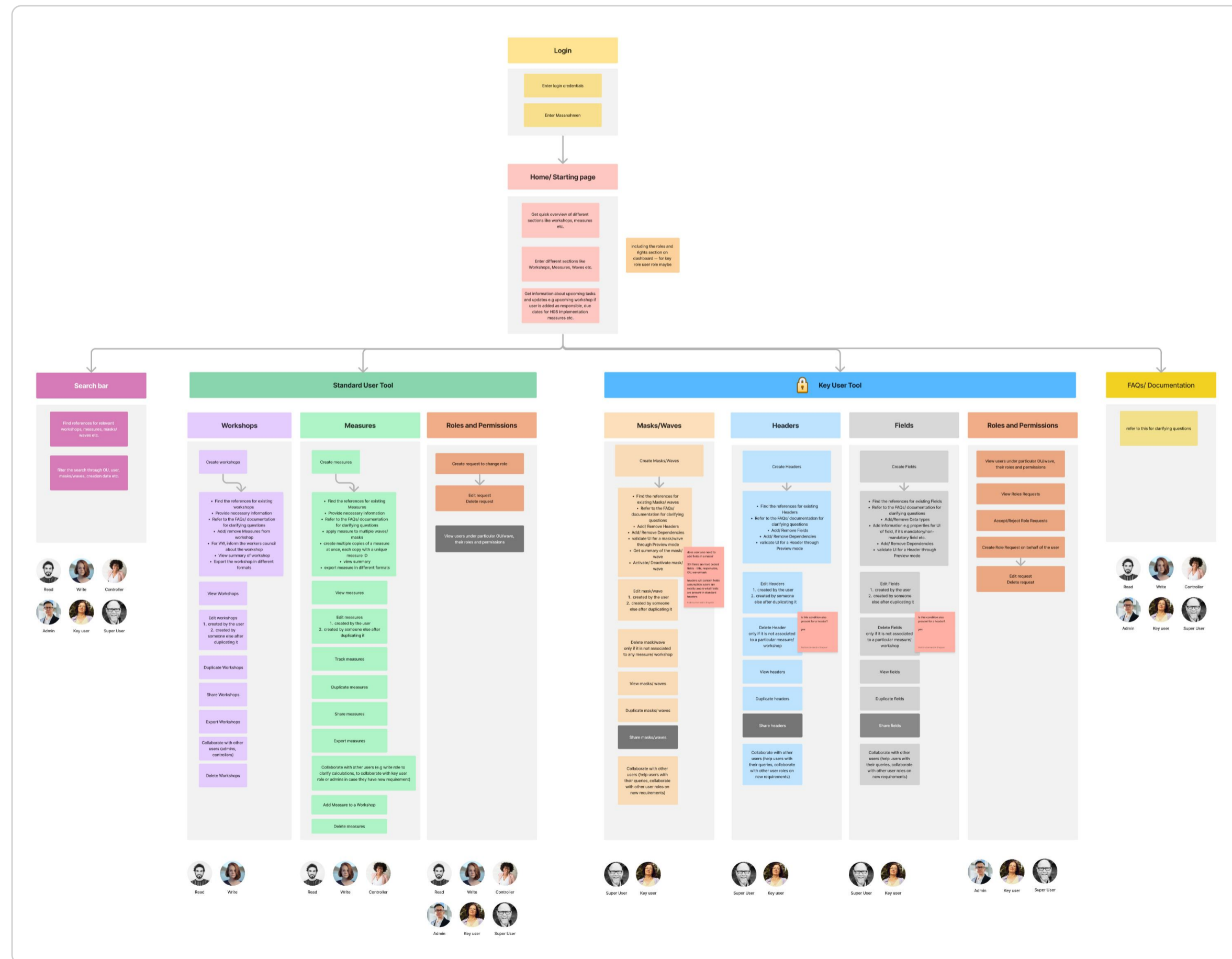
Pain points and frustrations
Challenges, what makes their life or job hard

Goals
What are they trying to accomplish, goals at their job - ideal way of working



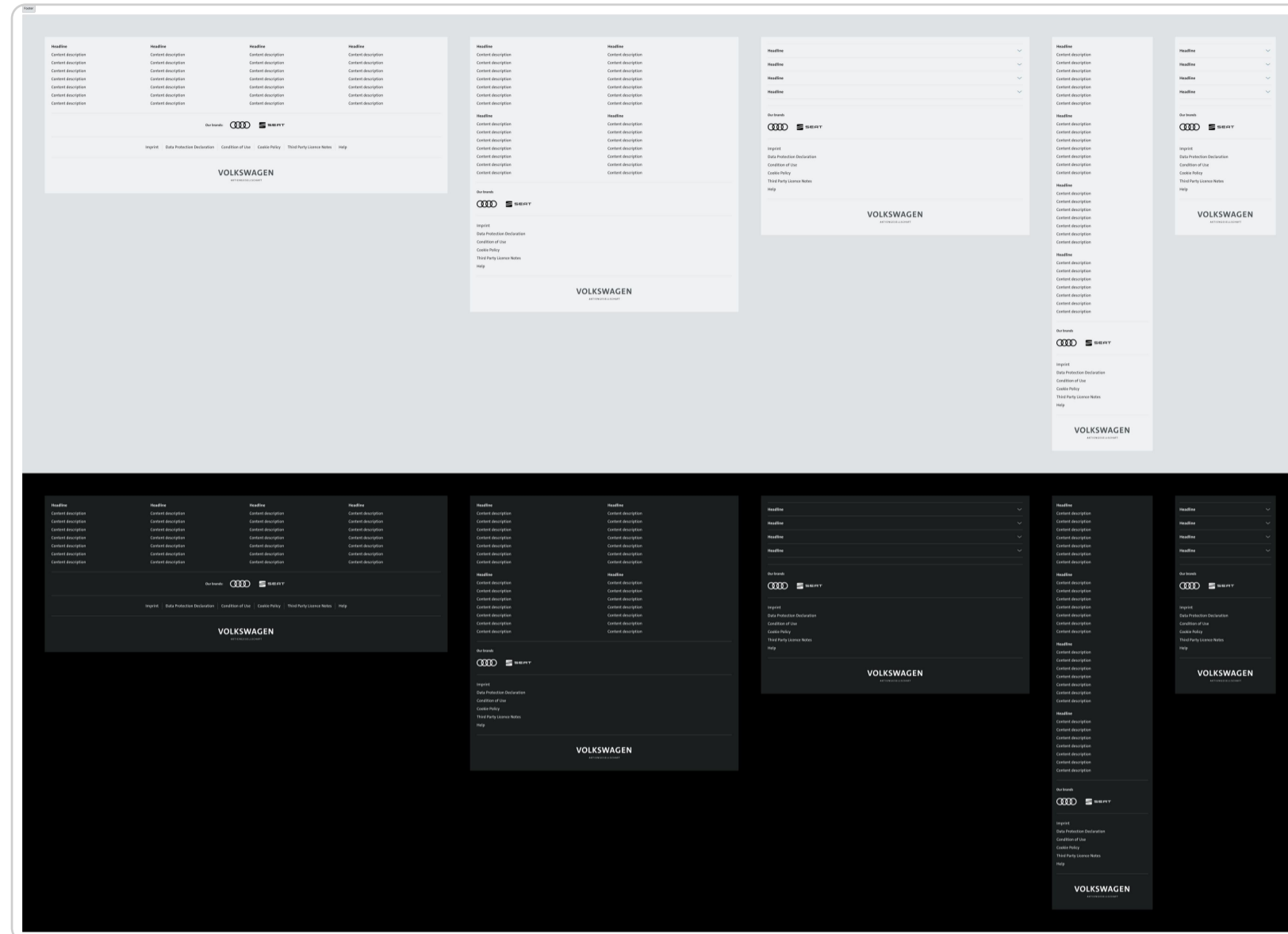
Information Architecture:

To ensure optimal usability and navigation within the web application, we established a clear and intuitive information architecture based on high-level user flows and hierarchical structures. By organizing content and features in a logical manner, we aimed to streamline access to key functionalities and facilitate efficient task completion for users across different roles and departments within Volkswagen Group.

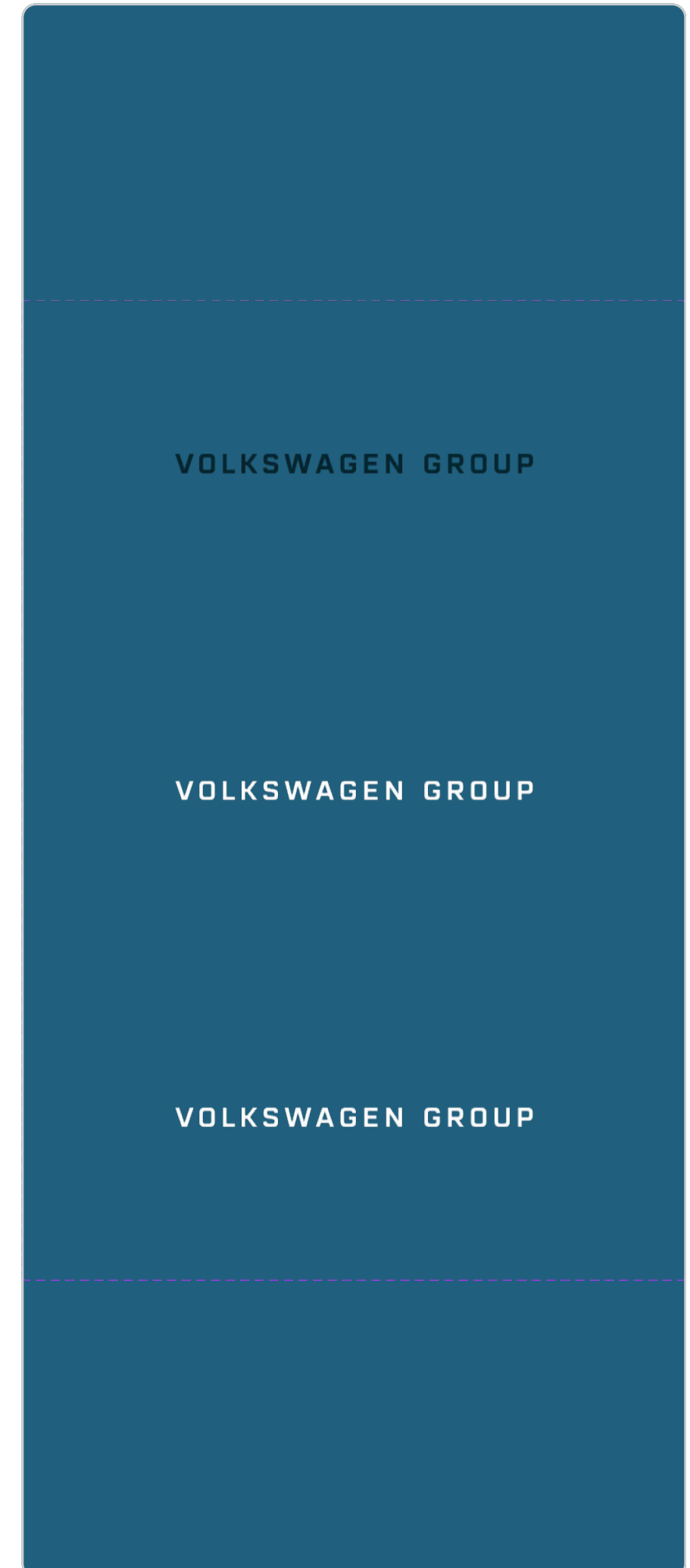
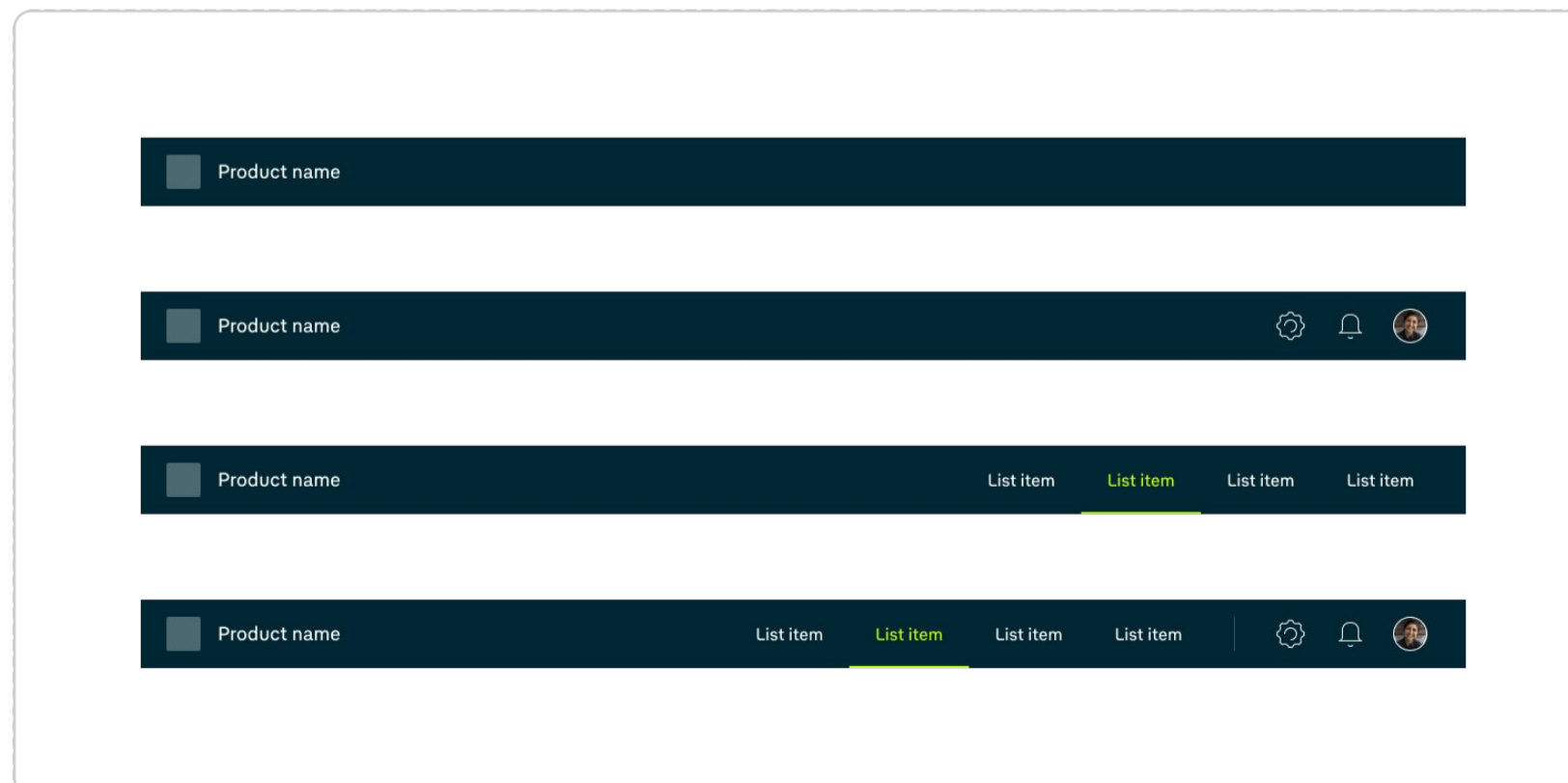


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Branding - Header & Footer

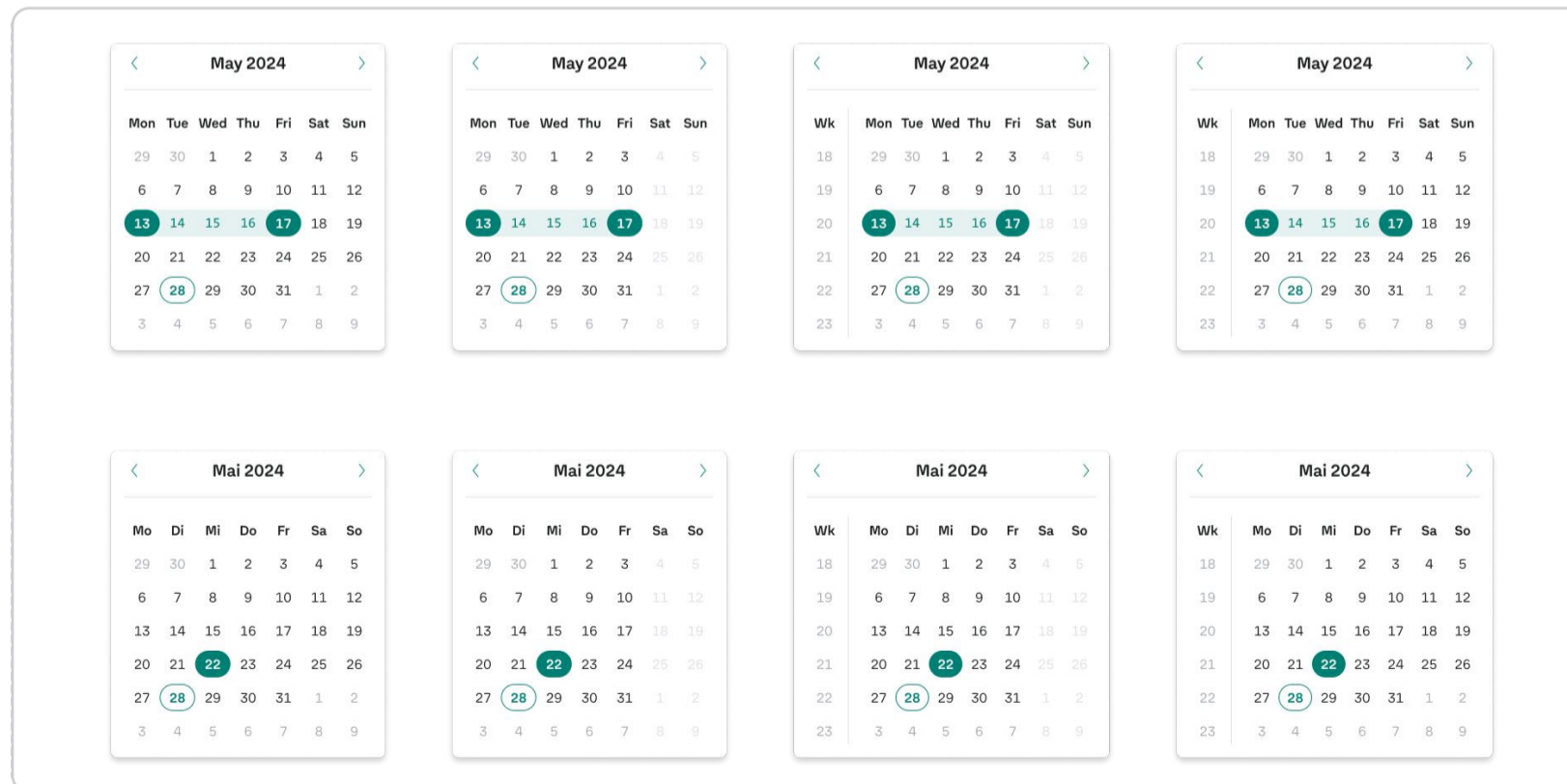
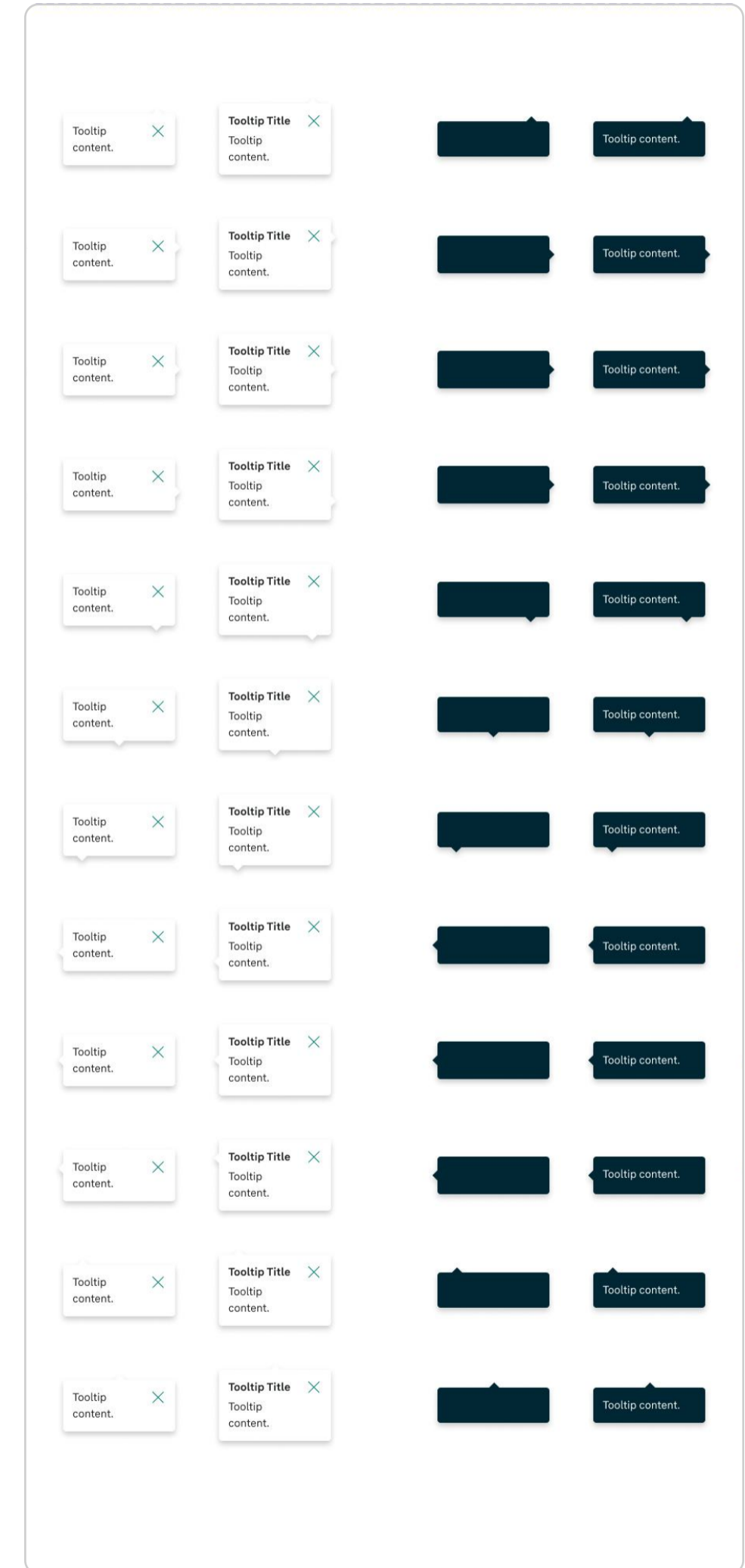
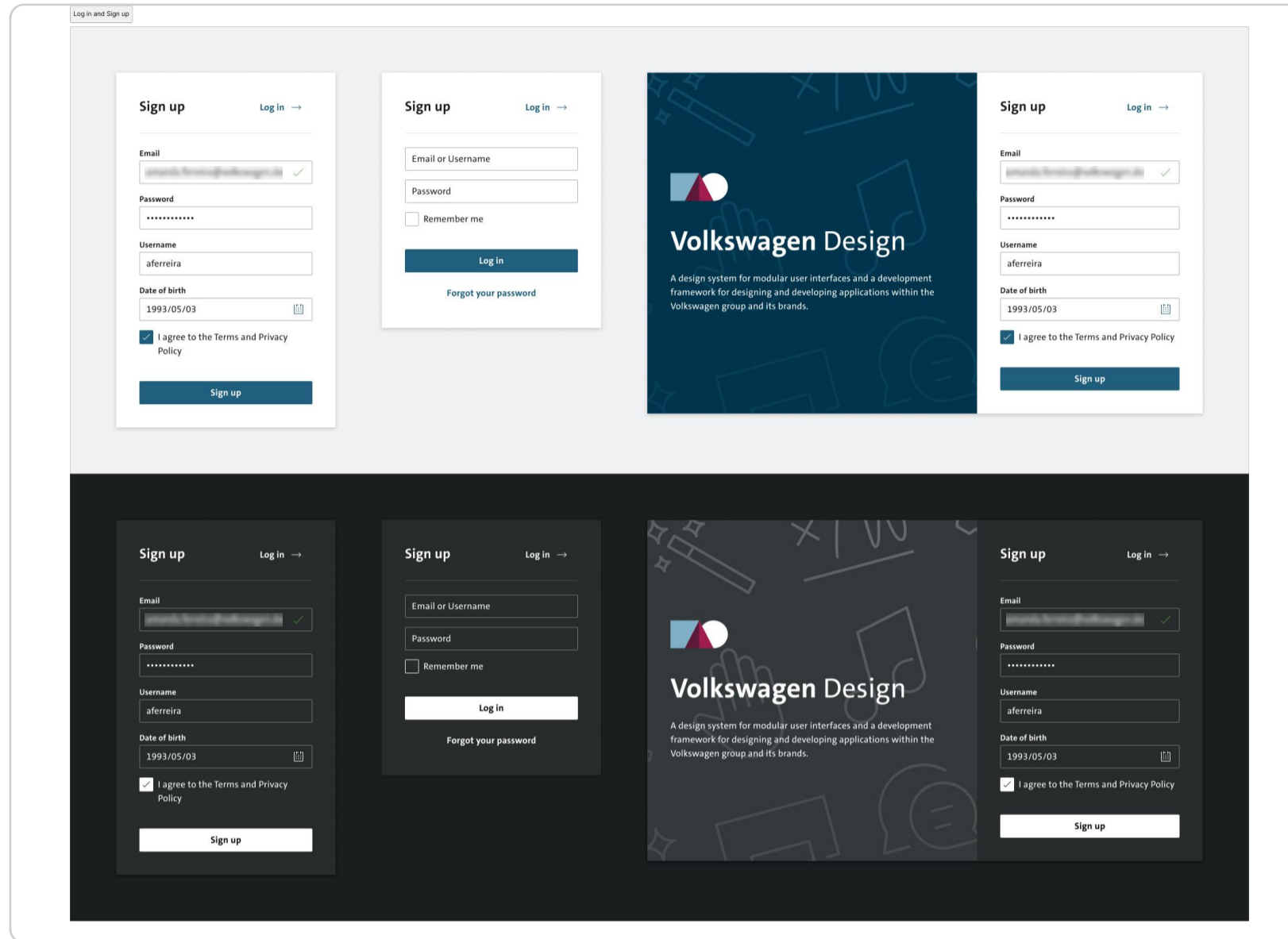


Visual Design Process



VOLKSWAGEN Group Portfolio

Signup, Login, Calendar, Tooltip



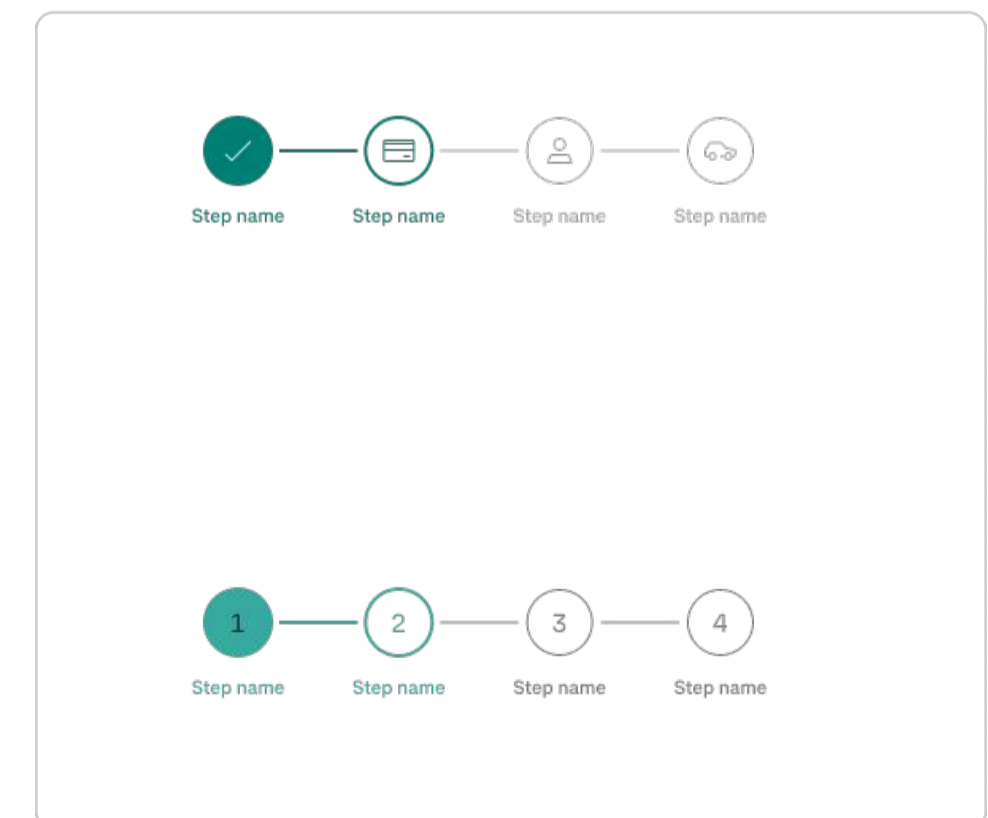
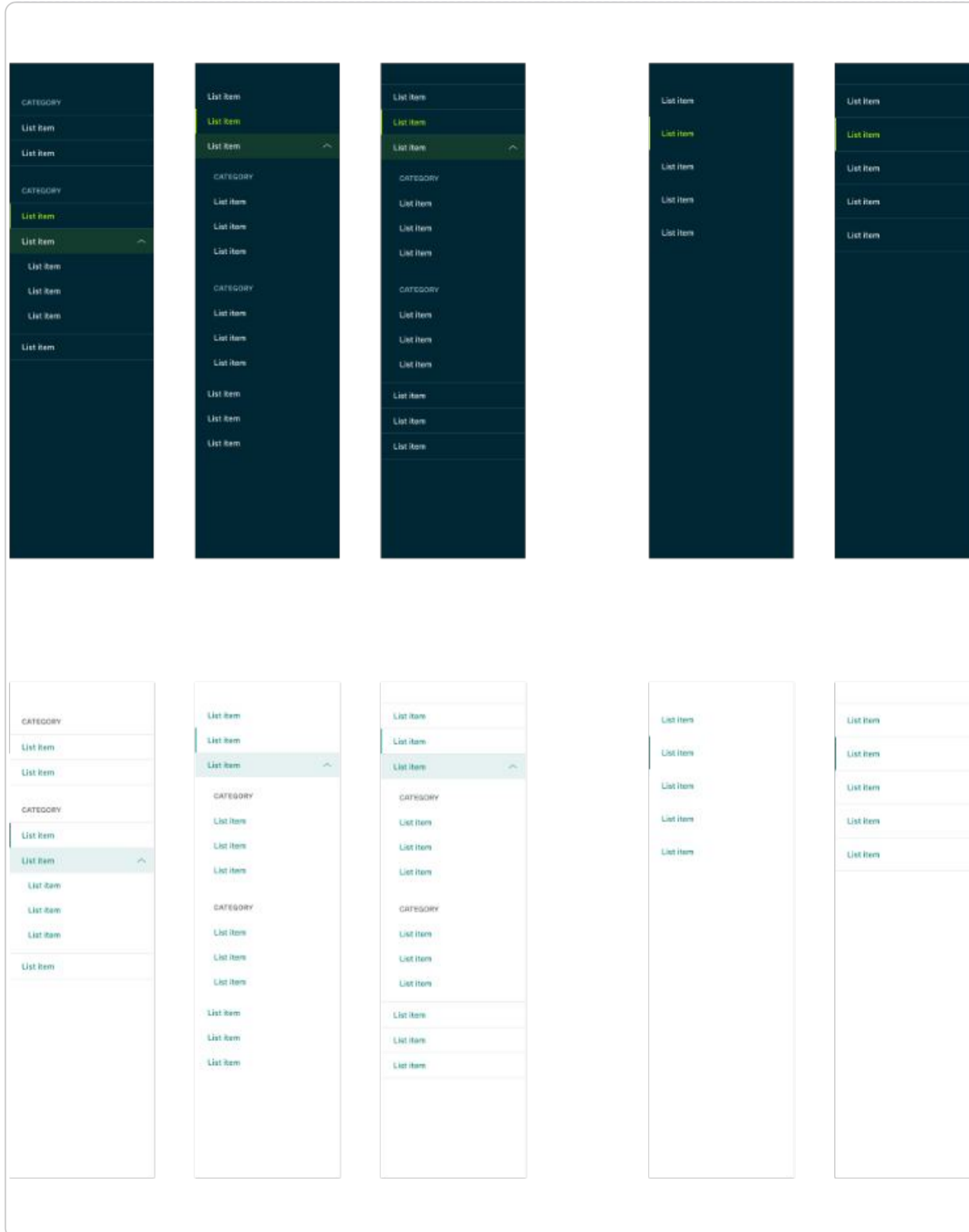
Visual Design Process



VOLKSWAGEN Group Portfolio

Visual Design Process

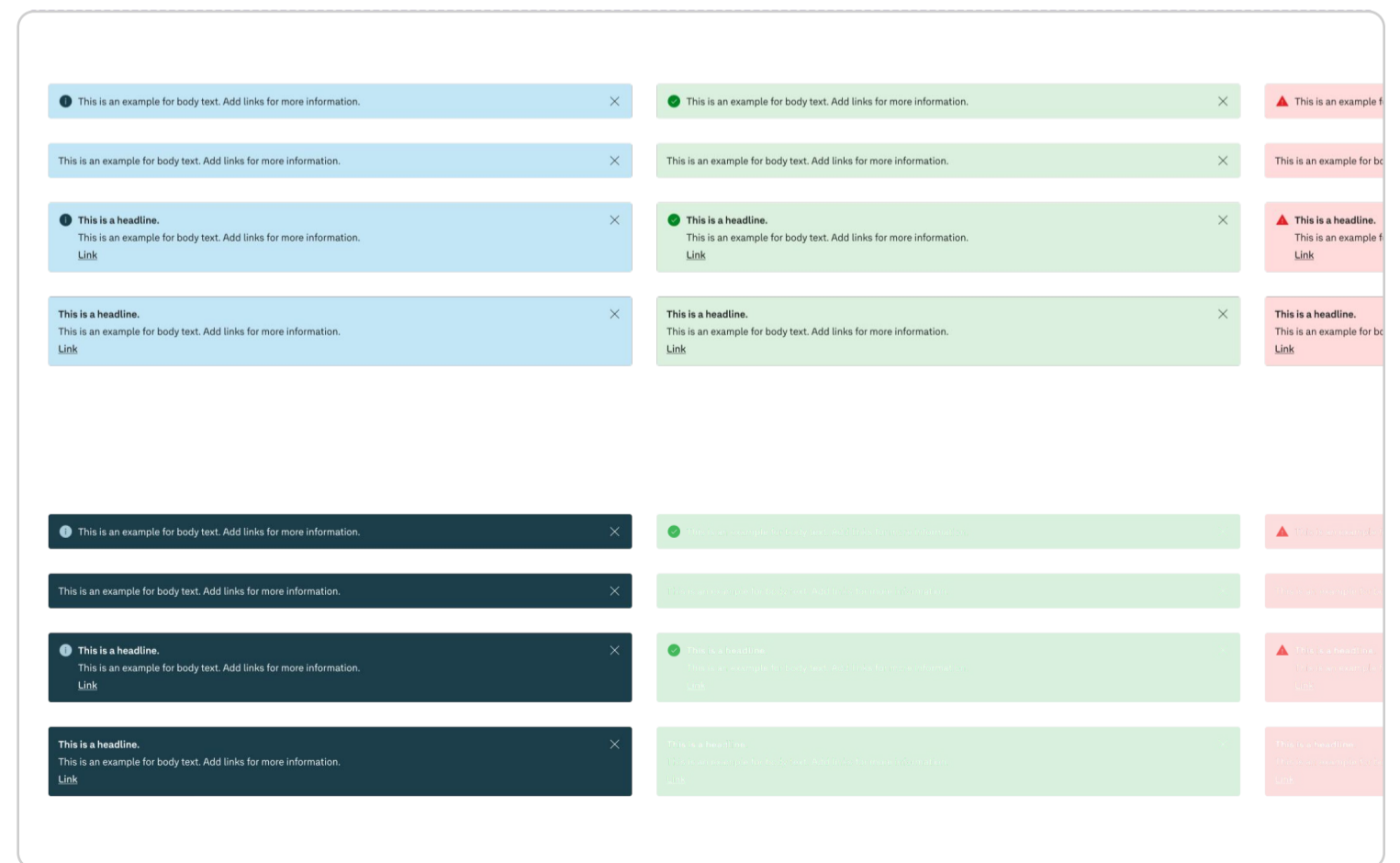
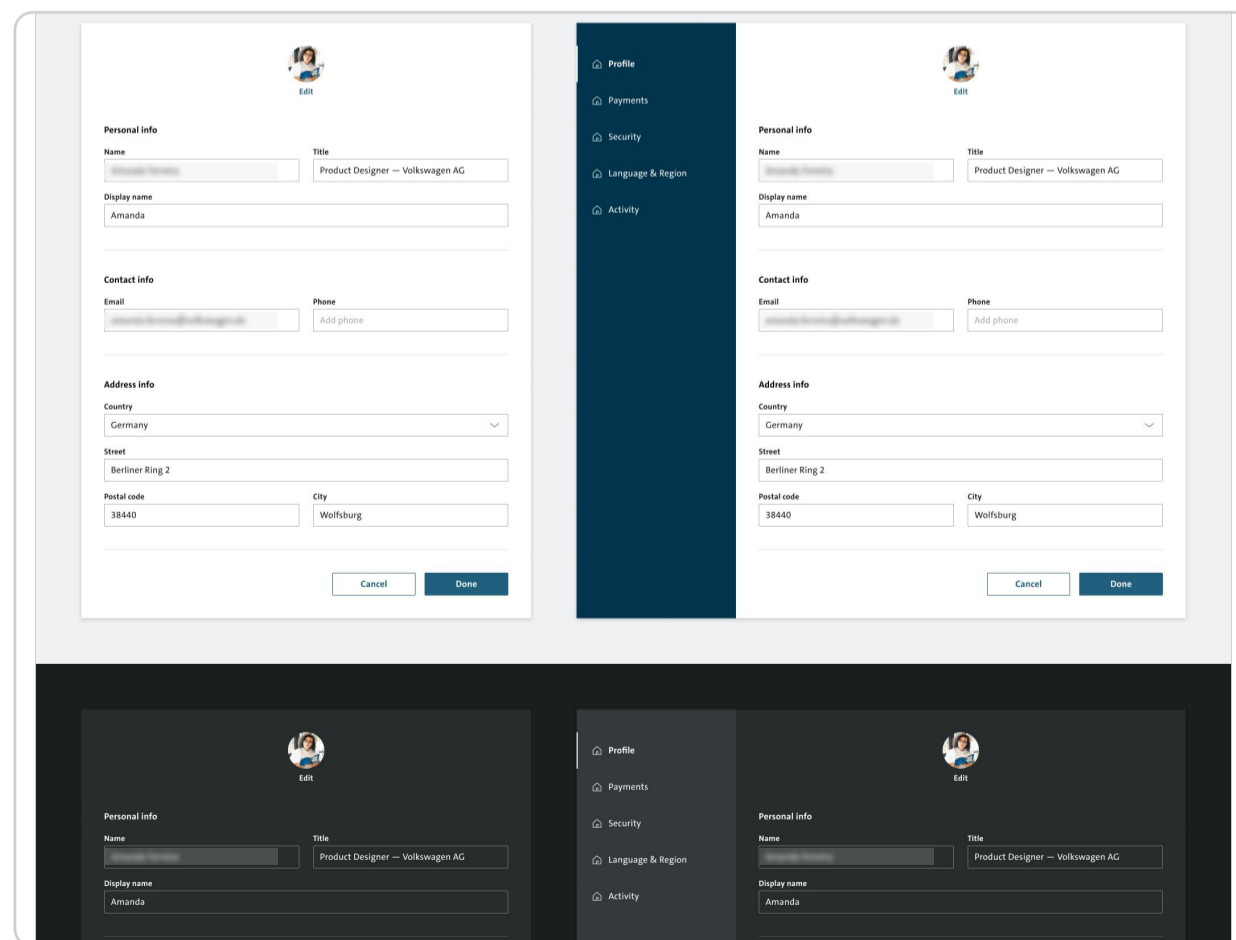
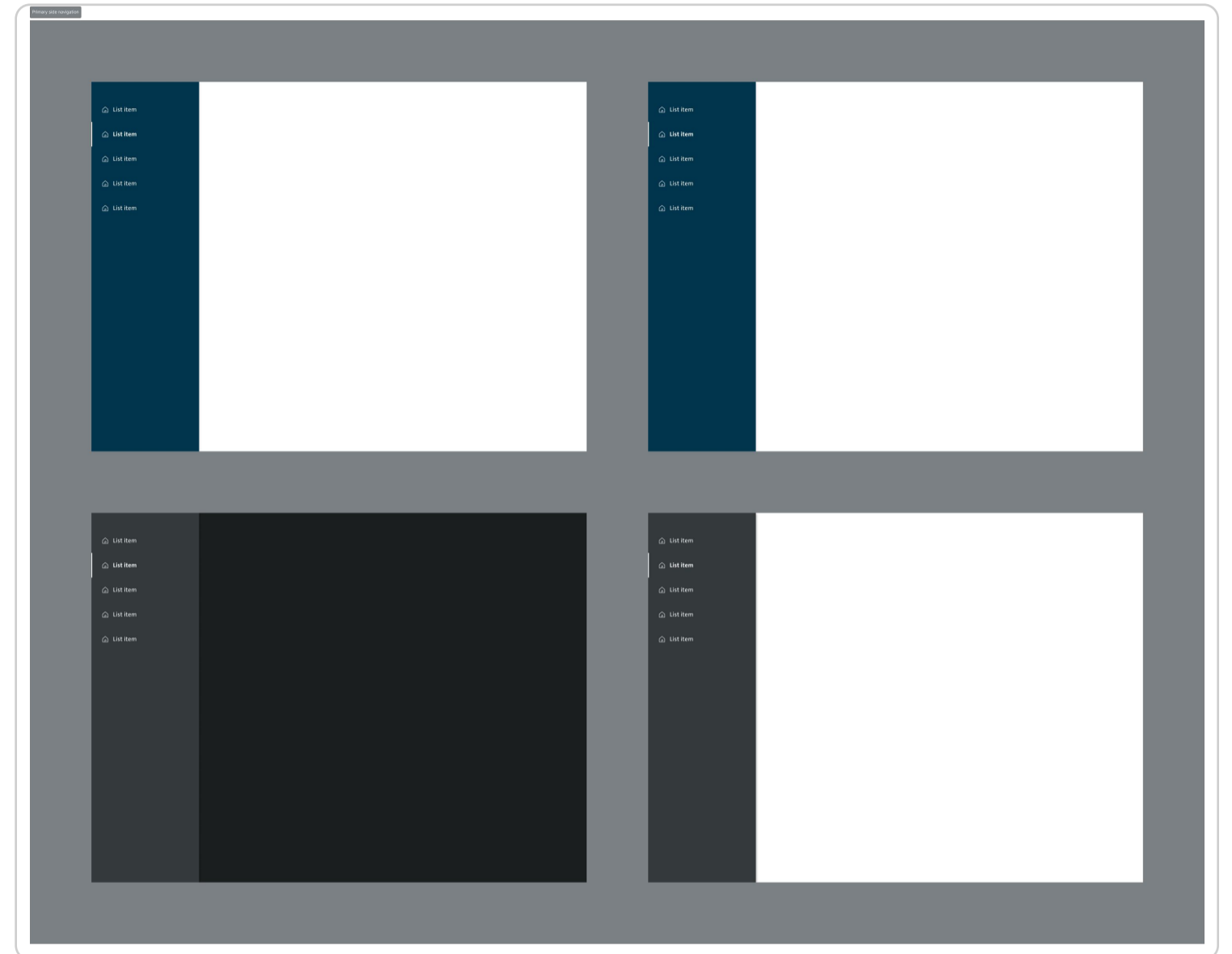
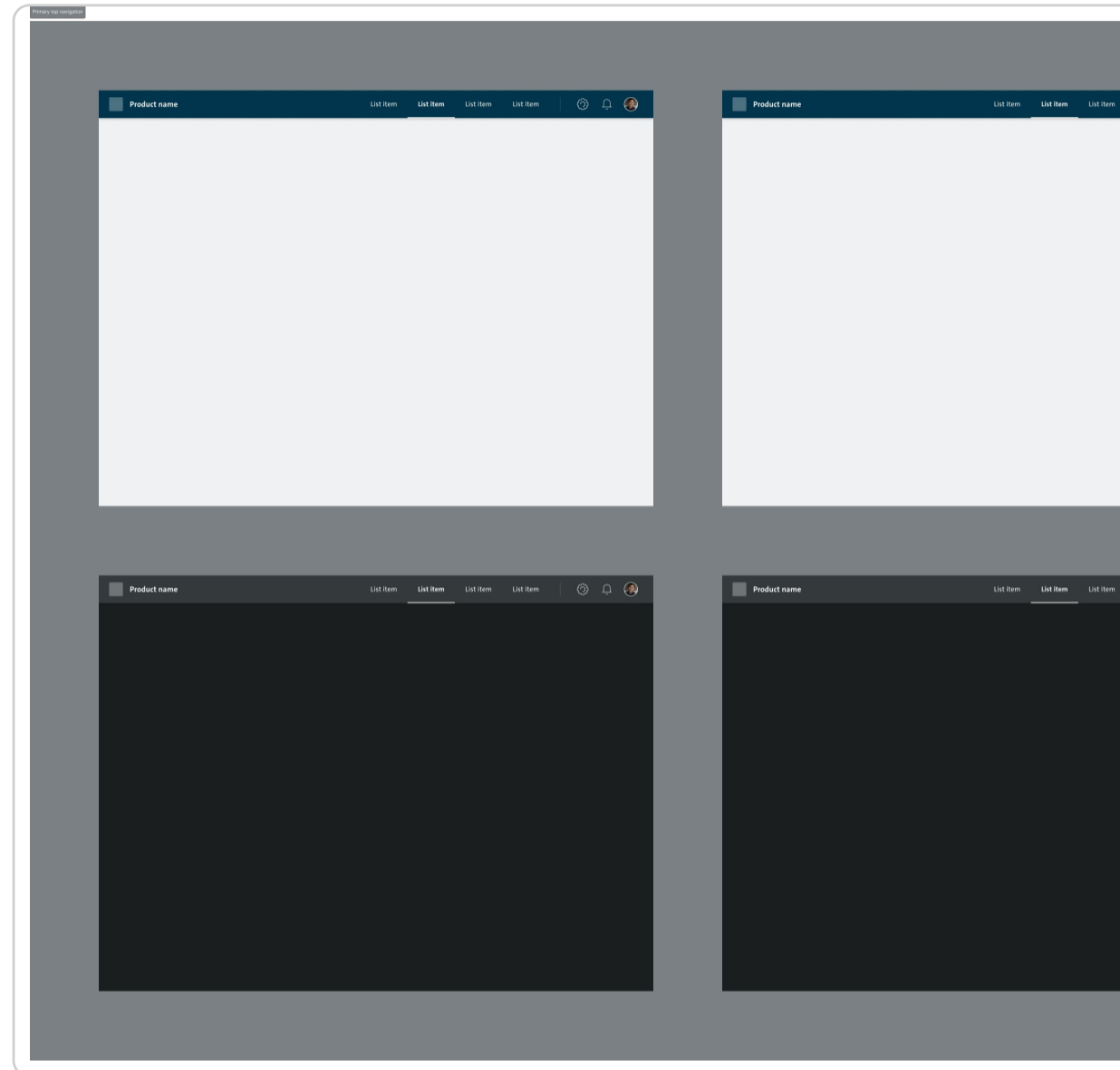
Side Navigation, Stepper flow



VOLKSWAGEN Group Portfolio

Visual Design Process

Navigation, Profile & Notifications



VOLKSWAGEN Group Portfolio

Visual Design Process



Components

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Workshops

Measures [Home](#) [Workshops](#) [Measures](#) [Key User Tool](#) [Access Management](#) [Admin](#) ▼

All workshops My created workshops My upcoming workshops

All Workshops [Export List](#) [Create a Workshop Chain](#) [Create a new Workshop](#)

[Manage Columns](#) Show only drafts

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Measures

Massnahmen
Home
Workshops
Measures
Key User Tool
Access Management

Manage Measures

All Measures
My measures created
My measures responsible

Show only drafts

<input type="checkbox"/>	M. no.	Measure Title	Responsible	OU	Created on	Last updated	Workshop Date	Due Date	Implementation Degree	Action
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232 Draft	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	12 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232 Draft	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	-2 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	12 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	-2 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	12 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	-2 days	Degree - 2	⋮
<input type="checkbox"/>	670133	Measure title 123232	Firstname Lastname (K-MPP/K)	K-MPP/K	6/12/2023	6/12/2023	6/12/2023	120 days	Degree - 2	⋮

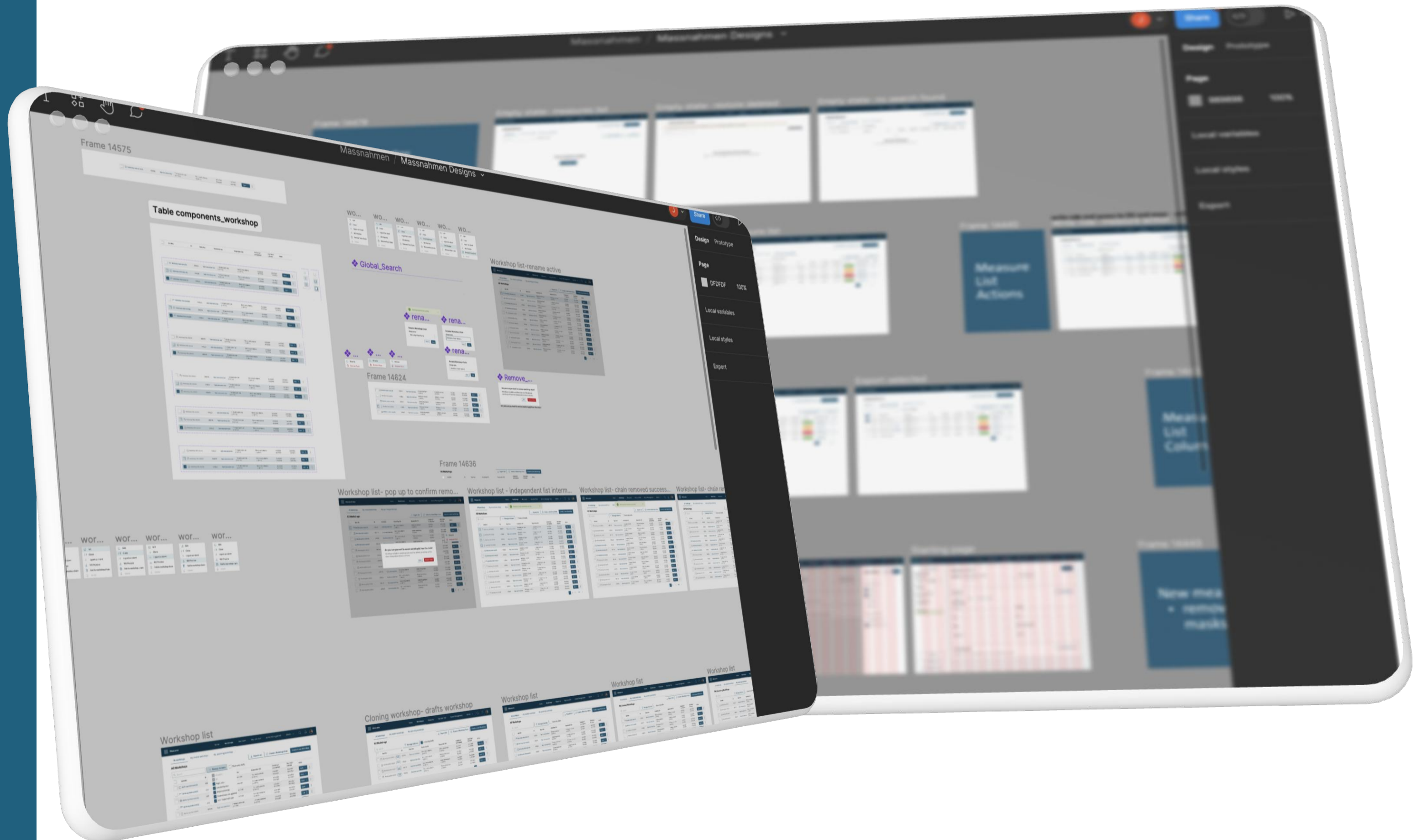
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Figma & FigJam

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Usability testing played a crucial role in validating design assumptions and identifying areas for improvement in the prototype. Leveraging tools such as Maze and Hotjar, we conducted remote usability tests with potential users from Volkswagen Group, soliciting feedback on navigation, feature discoverability, and overall user experience. Insights gathered from these tests informed iterative design iterations, ensuring that the final solution met the needs and expectations of the target audience effectively.

Usability Testing



Metrics:

The redesign of the corporate web application for Volkswagen Group yielded significant improvements in usability and user satisfaction, as evidenced by the following key metrics:

1. **Task Completion Time:** Usability testing revealed a substantial reduction in task completion time compared to the legacy application. By streamlining workflows and enhancing accessibility, users were able to accomplish tasks more efficiently, resulting in increased productivity across departments.
2. **User Satisfaction Scores:** Feedback from usability testing sessions indicated a notable increase in user satisfaction scores among Volkswagen Group's internal stakeholders. The intuitive design, clear navigation, and improved accessibility features contributed to a more enjoyable and seamless user experience, resulting in higher satisfaction levels.
3. **Global Connectivity:** One of the primary goals of the redesign was to facilitate easy connectivity and access for Volkswagen Group stakeholders worldwide. Through the implementation of a scalable design system and optimised performance, users across different regions and time zones were able to collaborate effectively and access critical information with ease, fostering enhanced communication and collaboration within the organisation.
4. **Accessibility Across User Demographics:** The redesigned web application received positive feedback for its enhanced accessibility features, catering to users of all ages and technological proficiencies. From seasoned professionals to new hires, stakeholders across diverse demographics reported improved usability and accessibility, ensuring inclusivity and equity in application usage.



VOLKSWAGEN Group Portfolio

Results & Impact

Metrics:

By achieving these metrics, the redesigned corporate web application not only met but exceeded the expectations of Volkswagen Group's internal stakeholders, delivering tangible benefits in terms of efficiency, satisfaction, and global connectivity. Moving forward, these positive outcomes serve as a testament to the impact of user-centric design principles in driving organizational success and user empowerment.

