

How do we engage users in product shaping

to gather user feedback without MVP
and cut down development costs by 100%

Why did a customer choose Steinpilz?



Steinpilz was selected due to its **UX/UI expertise with IT products** in automotive industry and a variety of successful research cases conducted for such customers



Steinpilz provides a **wide set of solutions** based on design thinking methodology and user-centered decisions



Steinpilz provides **full stack UX/UI expertise** from start to a final product





Who is the Steinpilz's Client?

- One of the **biggest producers of premium cars** and the world's biggest manufacturer of commercial vehicles with a global reach

The company provides financing, leasing, fleet management, insurance and innovative mobility services

- Company operating in the **global automotive market** for over 130 years

- **Works all over the world** and has over 170,000 employees worldwide

Business Goals & Challenges



Find a solution for **increasing ROI** by maximising vehicle utilization

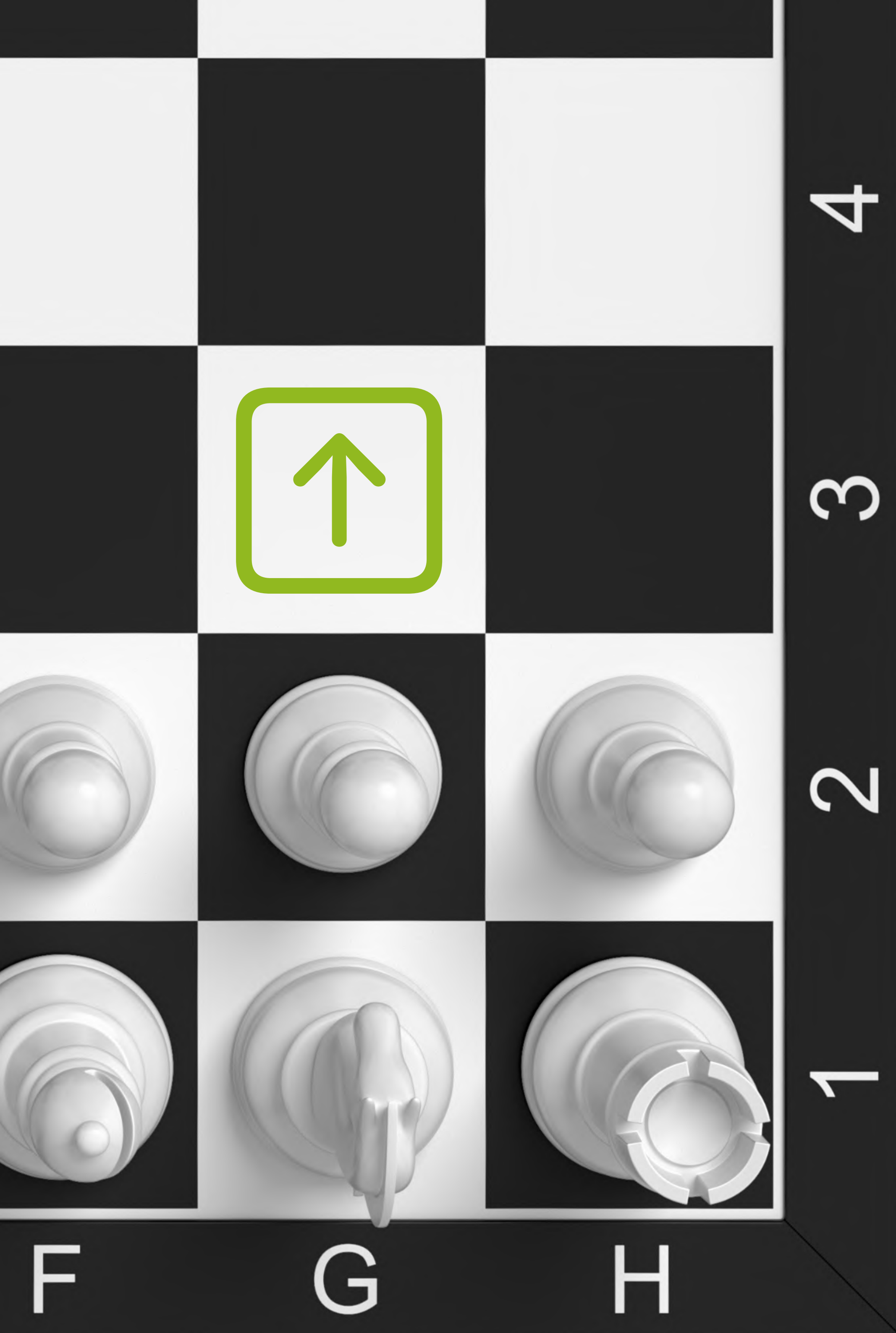


Receive approvals from several takeholders



Engage end users in shaping of the solution





Proposal



Brainstorm and propose **initial hypothesis**



Prepare several **clickable prototypes** and let end users interact with them



Quick **iterative testing and improvement** of the proposed hypotheses



Define **software requirements** based on the obtained result

Technical **Stack**



User Experience
Research



User-Centered
Design



Design Thinking
Methodology



User Interface
Design

Outcome ✓

- ✓ **Software requirements defined** with the help of end users
- ✓ Stakeholders **see positive confirmation** from end users
- ✓ Expected **vehicle utilization increase** estimated at 30%
- ✓ **0 lines of code** written





About us

- The company was **founded in 2013**
- We provide **enterprise solutions** for businesses of different size
- We use **modern technologies** to create web, server, desktop, mobile applications
- We provide **support services** to ensure maximum stability and efficiency of solutions
- We believe in **long-term and sustainable cooperation**
- We provide our **services remote**, on demand
- We are your digitization partner **from an idea to a released product**



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