Portfolio | Design Engineer | Helene Schmidt

The following prototypes have been created while I was a Software and Design Engineer at CONNY.
All of them have been designed with Adobe XD and Illustrator and implemented mainly with Javascript, React.js and Typescript.

CONNY is a legal-tech platform that helps consumers claim their rights, even if they cannot afford a lawyer and regardless of how high the value of the dispute is. By means of in-house built, custom software and algorithms, CONNY was able to automate a great number of processes, making it easy and affordable to get legal assistance. One of their products, for example, helps users lower their rent by enforcing rent-control laws, either through a settlement agreement or in court.

To start the process, users enter their data on the website and mandate CONNY to make a claim on their behalf. Case handlers then take on the case, verify the data, and initiate the appropriate action. This takes place in the back office, called „Engine," developed in-house.
It continuously receives new features and improvements to existing ones to eventually achieve the ultimate goal: full automation of the case handling process. Until then, the automation that is already implemented is triggered in Engine with a simple click of a button or through changes in the data.

The prototypes showcase successful improvements for both the user-facing applications and the back office for the case handlers.

User Dashboard

Problem Statement:
Entering data and mandating CONNY is quick, but the **case handling time is uncertain.** Counterparties often delay actions, and the German court system is slow, leading to long waits, sometimes up to two years. At the same time, **case handlers have heavy workloads** due to tasks that aren't yet automated.
Over time, users become unhappy, often resulting in **negative reviews for CONNY.**

Goal:
- **increase customer satisfaction**
- reduce workload on casehandlers

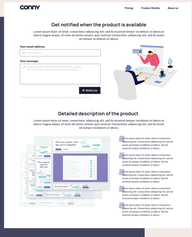
Solution Approach:
- be **more transparent** about why the process is slow
- include the user in the process and have them label documents etc instead of a case handler — „**IKEA EFFECT**"
- **move easy tasks** of the process to the user dashboard

SaaS Platform

Problem Statement:
CONNY has developed legal-tech products for rental, labor, and banking law. Our **software** takes user data and **generates legally compliant documents.** Recognizing that **freelancers** often face costly legal issues, such as copyright infringement, we created a subscription-based platform. This allows users to enter their data, generate legal documents, and **receive other legal assistance,** providing an **affordable alternative** to traditional lawyers.

Goal:
- focus on a **sleek design** distinct from CONNY's brand to convey a high-quality service
- enter an **untapped market** and reach a new user base, as well as **cross-sell** to existing users

Solution Approach:
- create a **compelling landing page** to pitch the new product and collect user contact details if they're interested to **gauge the potential** before starting to tailor the existing software to this product

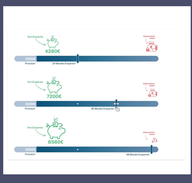


Case Savings Status

Problem Statement:
Since the issue of **long process times** for the cases still prevailed, and customer satisfaction is very important to CONNY's reputation, we decided to go with multiple improvements to **resolve** the issue of negative reviews and a perceived **negative experience** with this product.

Goal:
- add a **positive experience** for the user's waiting time
- reduce negative reviews

Solution Approach:
- show the user how much **money they are accumulating** as reimbursement from the landlord for the high rent unlawfully charged
- the longer the user has to wait, the higher the accumulated sum that will be paid out
- **interactive slider** functionality to go back and forward in time, to add a playful experience and **get the user excited** about a longer waiting time



User-centered Funnel

Problem Statement:
For a long time, the user **data entry funnel** was designed to make it as easy as possible **for case handlers** to receive the information necessary to process cases. However, this led to a **poor user experience:** some funnels contained **over 100 questions,** which users often found **frustrating,** leading many to **abandon the process** halfway through

Goal:
- improve the UX and UI to create a **better user journey**
- increase the conversion rate

Solution Approach:
- **simplify the questions** to avoid technical jargon unfamiliar to
- users reorganize and group questions accordingly, **considering the user's journey** and gathering only the crucial information
- update the UI to **enhance** its **appearance and build trust**

SaaS-based Funnel

Problem Statement:
Over time, **more products** emerged for which our software was suited, but CONNY lacked the capacity and sometimes also the legal expertise. To address this, we built a **platform for external lawyers** to offer their services, while we **license our case-handling software** to them.

Goal:
- **establish** CONNY as a **software provider** for lawyers
- attract more users to the website who then receive legal help and create a new pool for **cross-selling opportunities**

Solution Approach:
- add an **advanced search bar** to create an effortless solution to find lawyers
- maintain a similar **UI** to CONNY's platform for legal assistance, but make it even more **sleek and clean**

Chatbot Funnel

Problem Statement:
The UX of the questionnaire is not only **dissatisfying to the user**, but it actually **required** the user **to use a large screen** in order to be able to properly use the input field. This led to a high drop-off rate.

Goal:
- increase the conversion rate by make the questionnaire **suitable for small screens**, e.g. smartphones and more intuitive UI
- **improve the input fields** and **simplify the data entry** for the user

Solution Approach:
- introduce **gamification** and an **app-like feel**
- make the UX **seamless, even fun**
- provide **better error handling** and transform most of the text fields into select-type input fields in order to **improve data quality**

Backoffice — Engine

Problem Statement:
The requirement for the case-handling software was to have **all functionality on one page.** As a consequence, a lot of data and many **elements were crammed in a tiny space,** making it very difficult to use the UI fast and efficiently

Goal:
- improve the UX of Engine in order to **make case-handling easier and faster**

Solution Approach:
- establish a **visual hierarchy** to make key elements easier to find
- add **filters** to toggle elements on and off, **reducing visual clutter**
- implement **inline-editing** so that the view would not change in editing mode
- perform user research in terms of workflow to create a **UX** that is **more intuitive**