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

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Product Details About us Pricing

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SaaS Platform

Problem Statement:

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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

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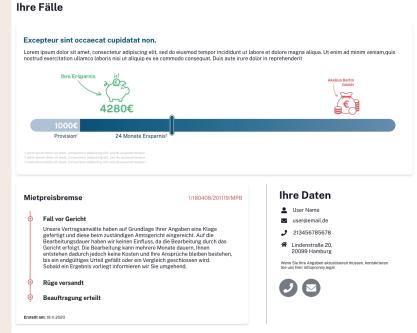


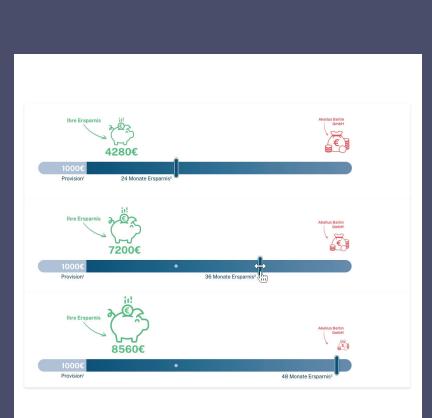
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Case Savings Status

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:

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- 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

COOC

Anmelden

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Dies ist nur ein vorläufiges Ergebnis basierend auf Ihrem Wohnort. Damit wir eine genaue Einschätzung Ihres Sparpotentials vornehmen können, brauchen wir noch einige weitere Angaben zu Ihrer Wohnung.

Über uns

Preise

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

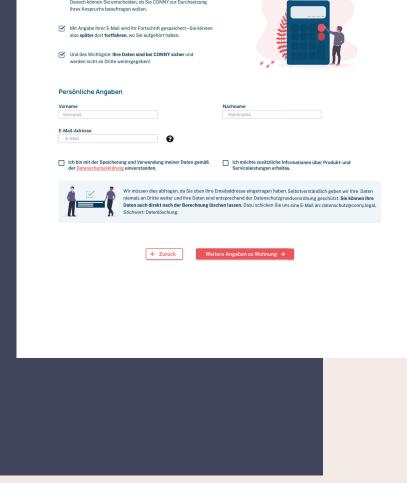
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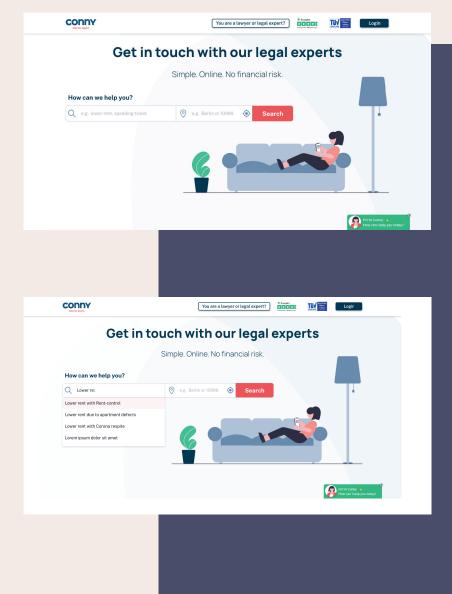
- improve the UX and UI to create a **better user journey**
- increase the conversion rate

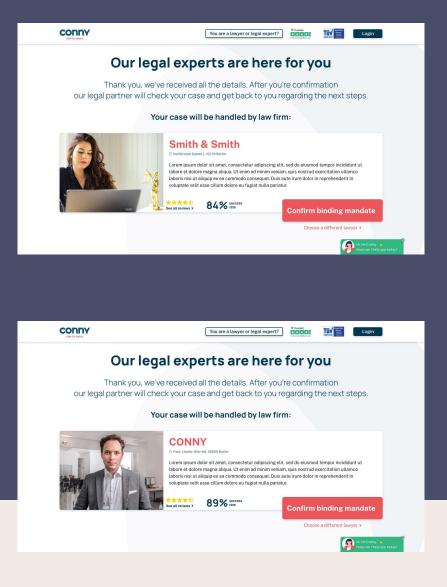
Solution Approach:

- 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

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SaaS-based Funnel

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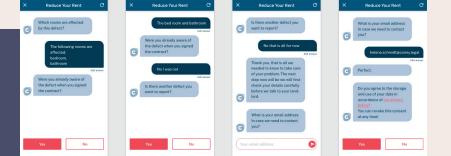
Over time, more products emerged for which our software was suited, but CONNY lacked the capacity and sometimes also the legal expertise. To address this, we built a **platform for external lawyers** to offer their services, while we license our case-handling software to them.

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:

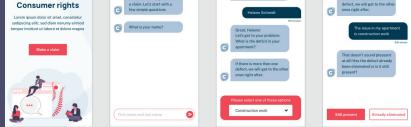
The UX of the questionnaire is not only **dissatisfying to the user**, but it actually **required** the user **to use a large screen** in order to be able to properly use the input field. This led to a high drop-off rate.

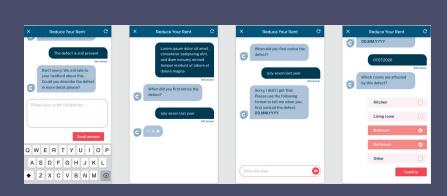
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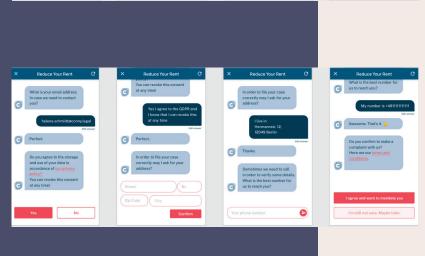
- increase the conversion rate by make the questionnaire **suitable** for small screens, e.g. smartphones and more intuitive UI
- improve the input fields and simplify the data entry for the user

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







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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