THE VALUE OF DESIGN

Software powered by Danish design

Mjolner
INFORMATICS

KRISTOFFER LARSEN WINGE

Senior UX Consultant & Digital Product Strategist

MSc. IT Product Development,

Dep. of Computer Science, Aarhus University

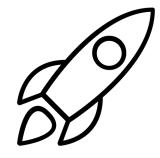LinkedIn: https://www.linkedin.com/in/kristofferwinge/

Works at Mjølner Informatics

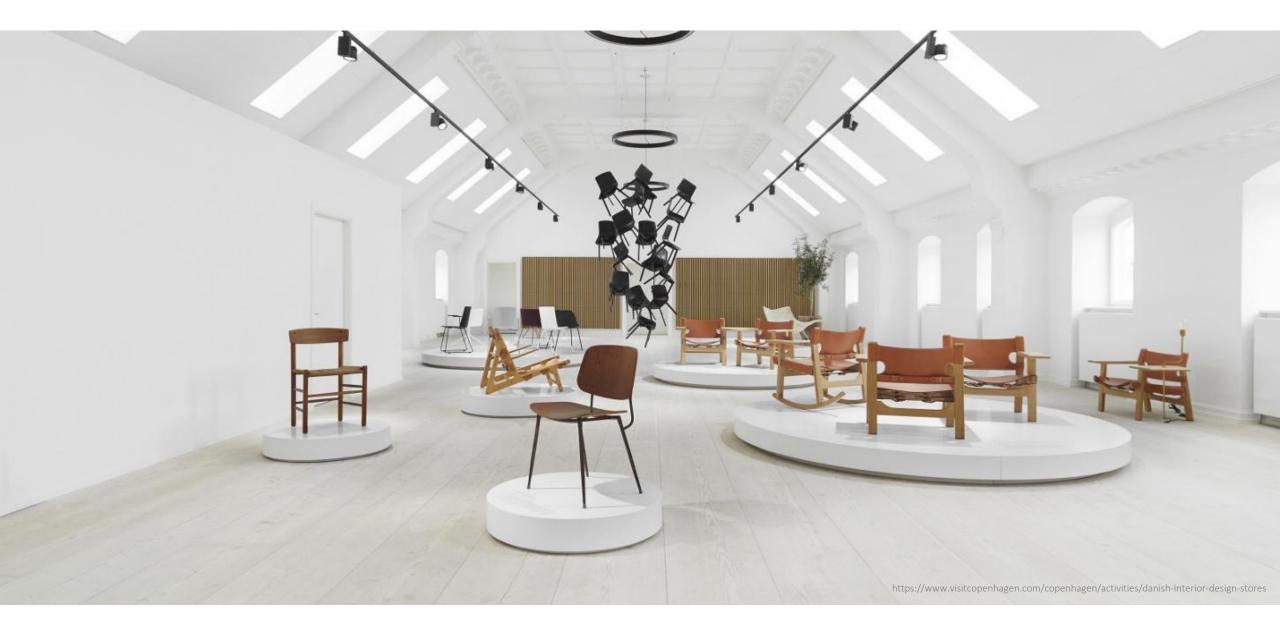User Experience Design

Digital Product Strategy

FACT SHEET

- SOFTWARE DESIGN & DEVELOPMENT AGENCY
- 200 FULLTIME EMPLOYEES
- +30 YEARS EXPERIENCE

DANISH DIGITAL DESIGN

PARTICIPATORY DESIGN & CO-CREATION

- From Scandinavian UTOPIA project in 1980's & 90's research
- Involving end users
- Evolved into co-creation
- Principles are used in modern Google Design Sprints and other

User-Centered Approach

USABLE

The product has
relevant functionality

The experience of the
product forms the user's
experience of the brand

BRANDING

USER FRIENDLY

The product supports the
users actions and mindset
– it is easy to use

The product has the
right look and feel

DELIGHTFUL

32 %

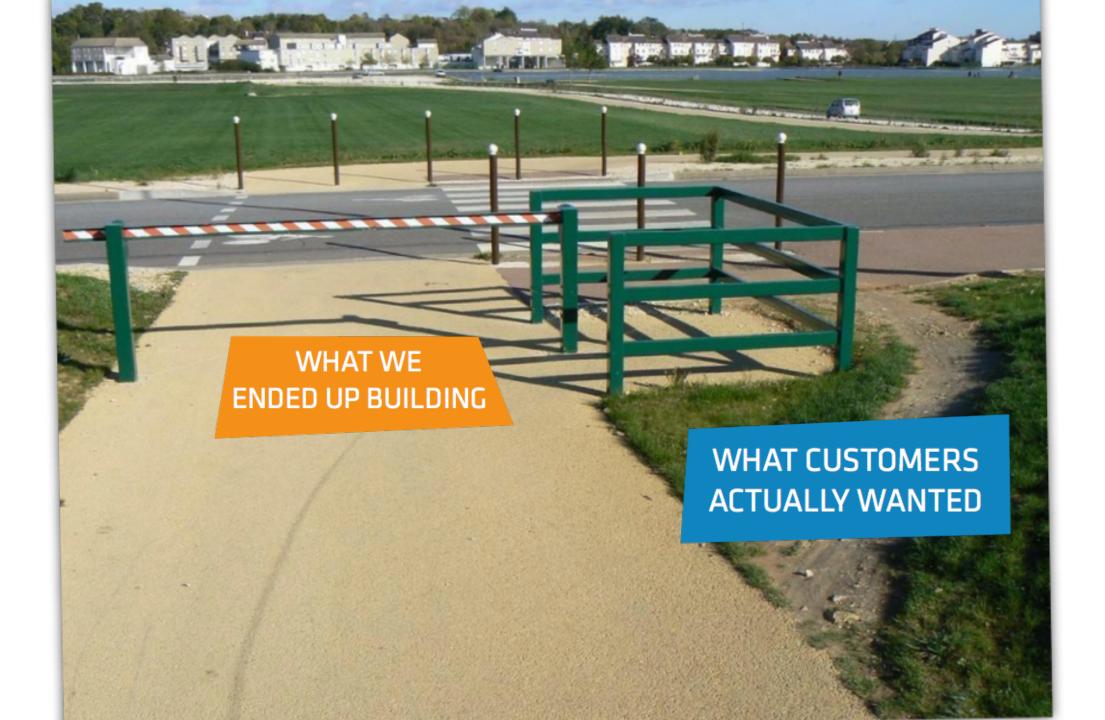of consumers report that they will leave a brand after **only 1 bad experience**

WHAT DO WE DO?
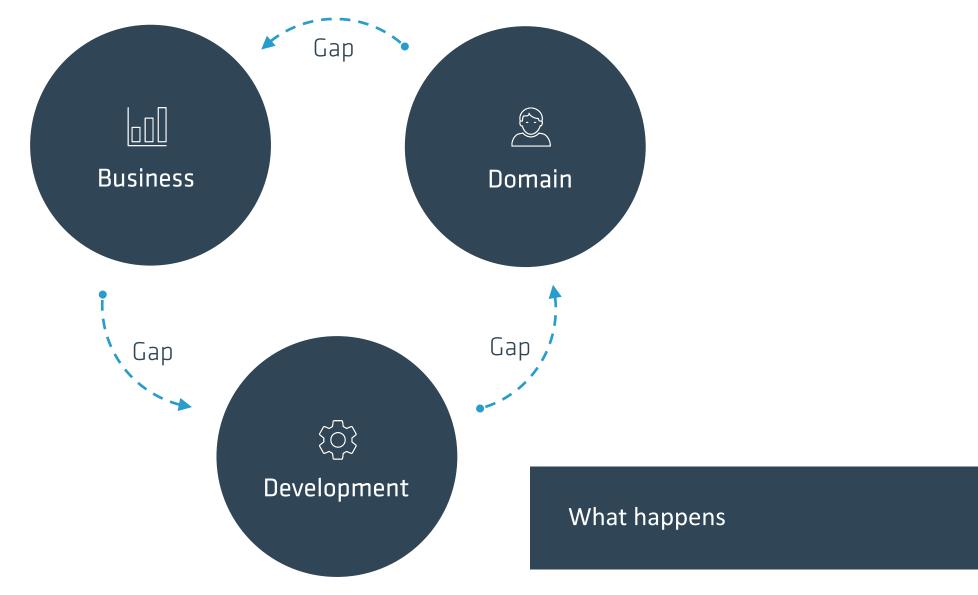
FROM IDEA TO DIGITAL PRODUCT

"If I had asked people what they wanted, they would have said faster horses"

- Henry Ford

https://rayhaber.com/wp-content/uploads/2020/10/henry-ford-kimdir.jpg

WHAT WE ENDED UP BUILDING

WHAT CUSTOMERS ACTUALLY WANTED

INNOVATION PROCESS

IMPLEMENT · EMPATHIZE · TEST · DEFINE · PROTOTYPE · IDEATE

INNOVATION PROCESS

IMPLEMENT

EMPATHIZE

TEST
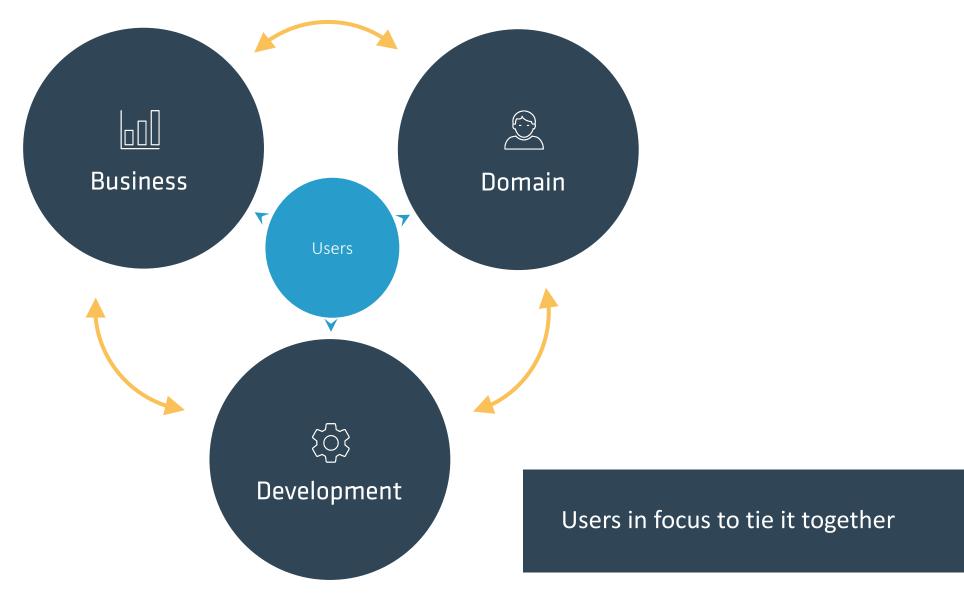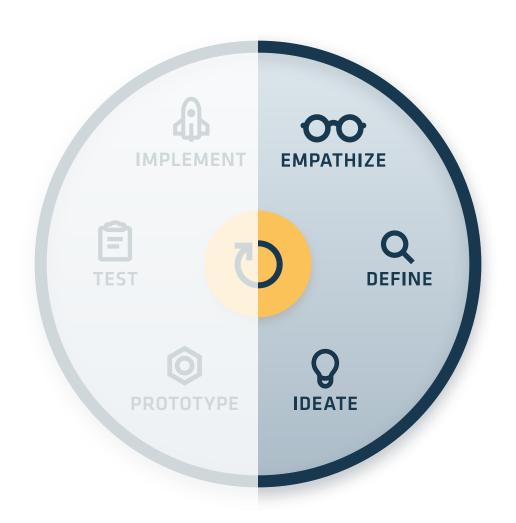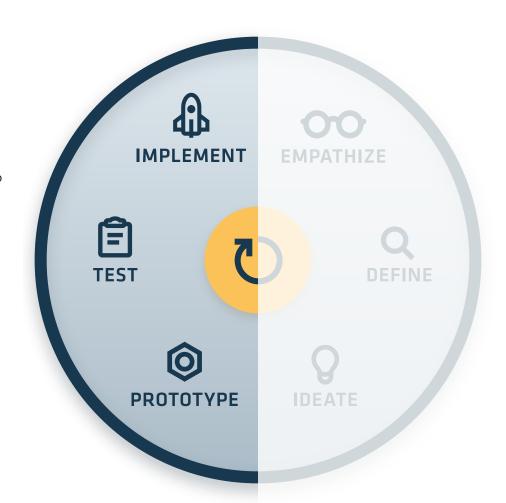
DEFINE

PROTOTYPE

IDEATE

DESIGN THE RIGHT THING

Questions:
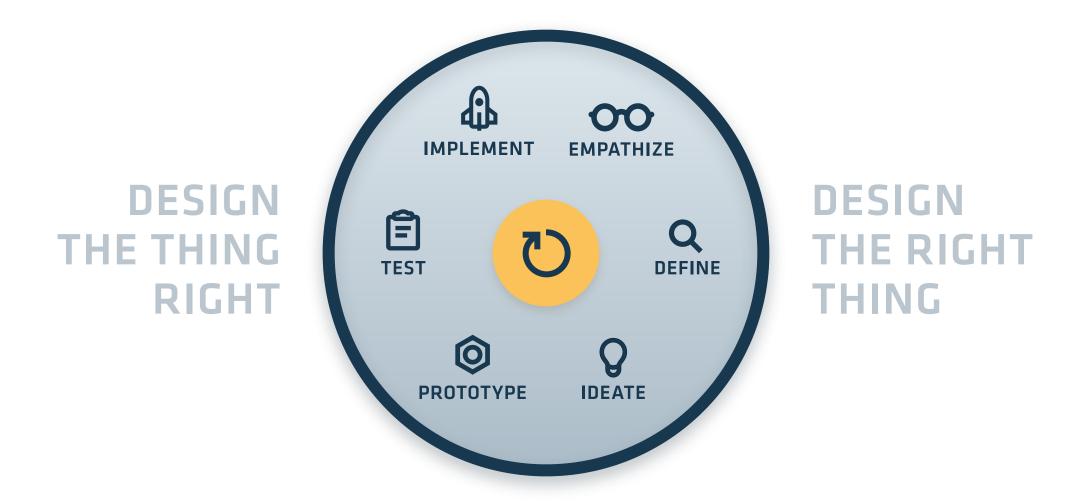
- What do we want to achieve and why?

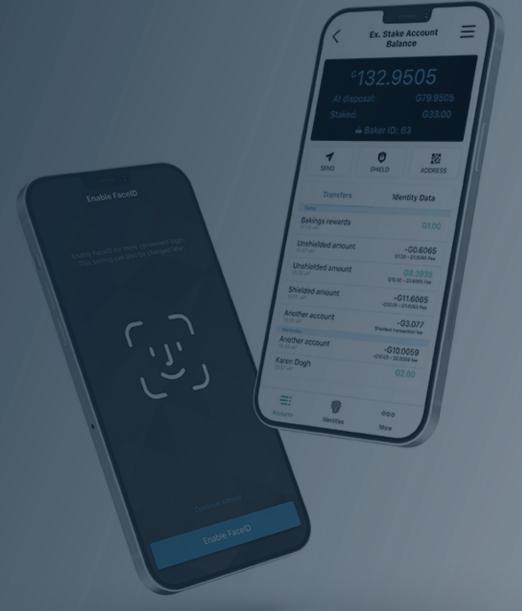- What are the pains and why?

- What should we do to solve this?

INNOVATION PROCESS

DESIGN THE THING RIGHT

Questions:

- How do we build it?

- How do we make sure it will be used?

- How do we measure performance?

INNOVATION PROCESS

IMPLEMENT

EMPATHIZE

TEST

DEFINE

PROTOTYPE
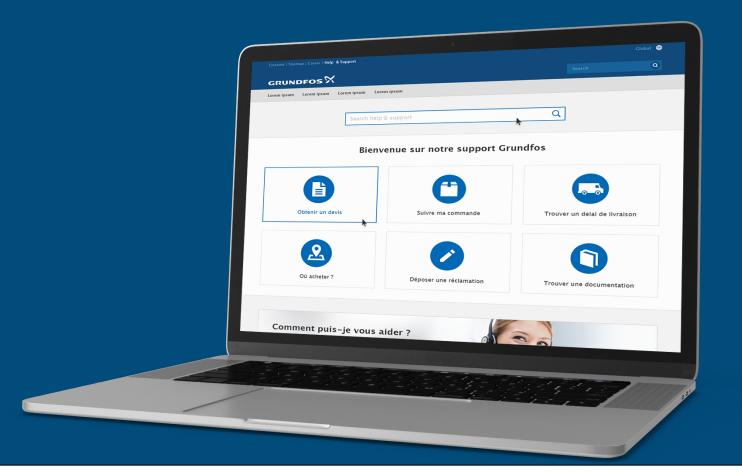
IDEATE

DESIGN
THE THING
RIGHT

DESIGN
THE RIGHT
THING

EXAMPLES

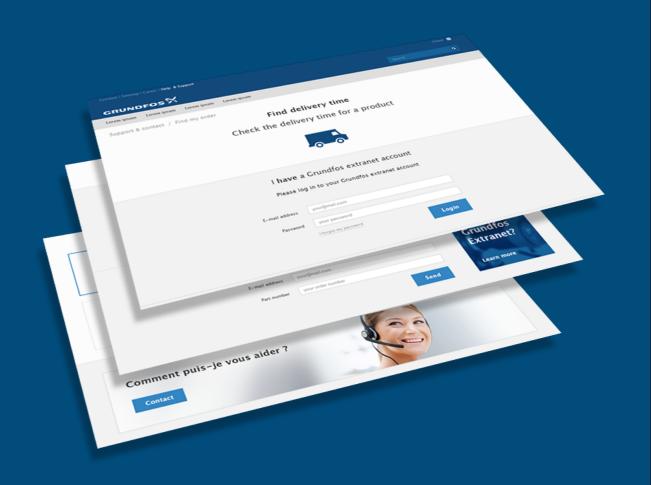# Support site required update

79% High bounce rate

Phone lines busy

A lot of manual work

34%
bounce rate reduction

(From 79% to 45%)

Open phone lines
from being too busy to pick up

YOUR OTHER BANK

Manage your money smarter than ever. Gain control of your finances and say goodbye to absurd fees. Get Lunar for free today just like 300,000 others. Use us as your second bank without leaving your old one.

+45 | Enter your number   Get Lunar now

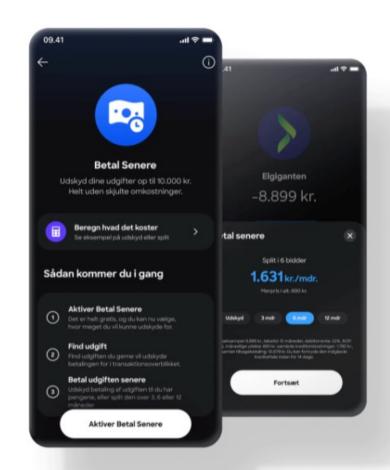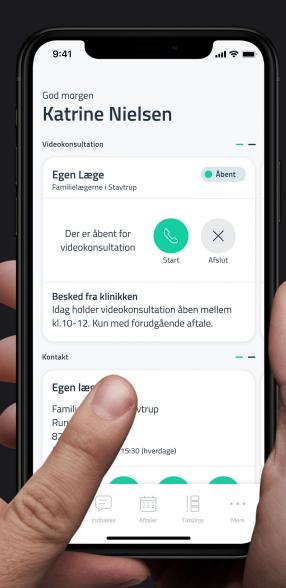Get a SMS with a link to get Lunar for free.
You do not need to switch banks.

5%
of all bank-users in Denmark

$240 million
in Series D funding

3.1m
monthly sessions

1.4m
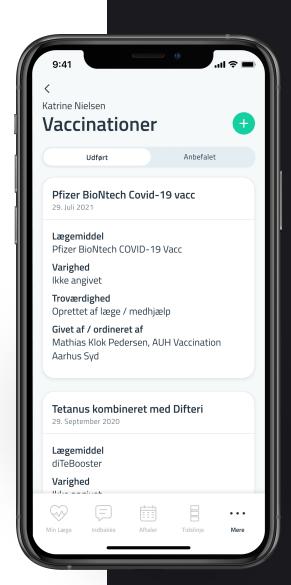downloads (24% of all Danish citizens)

Appointment booking

E-consultations

Vaccination overview

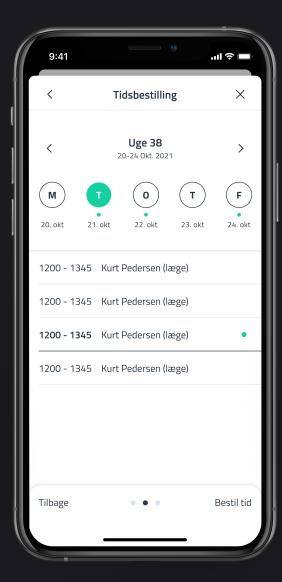Covid-19 test-results

Video consultation

Diagnosis and treatment plans

Emergency contact

RETURN ON INVESTMENT

Why invest in UX-design?

ROI from design

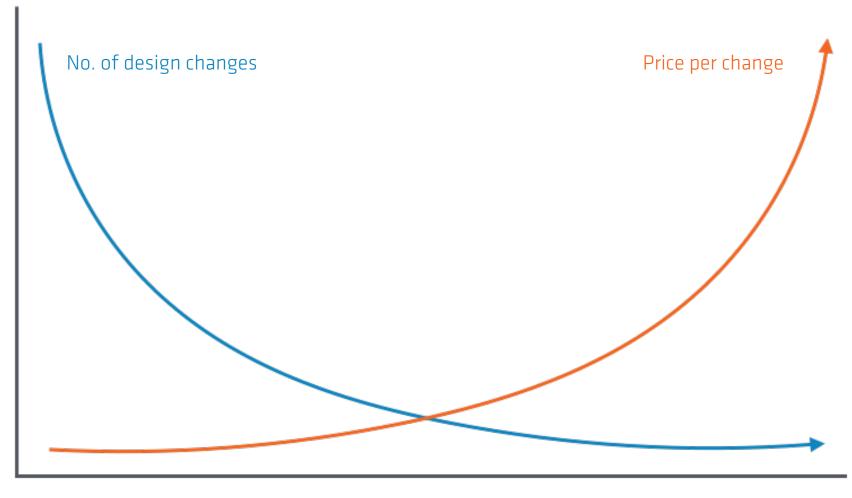The importance of Customer Experiences in 2020

84%

of companies that work actively on improving the customer experience report increased earnings

93%

Of customers are more likely to return to companies that provide great customer experiences

81,6%

of participating organisations believe that the customer experience is the primary competitive parameter

* NTT Ltd., 2020; 1020 companies

ROI from design

86 %

Of consumers are willing top pay more if it means they get a better online experience

… and also pay up to 18% more for a product that has a great user experience

* PWC (2018). Report: "Experience is everything: Here's how to get it right"; 15,000 participants

Are you asking enough from your Design Leaders

McKinsey, 2020

Companies that excel at design grow revenues and shareholder returns at nearly twice the rate of their industry peers.

ROI from design

2x Faster time-to-market	**75%** Reduced Design Time & Costs	**33%** Reduced Development Time	**50%** Reduction in Design Defects	**50%** Reduction in Maintenance Costs	**300%** Return on UX Design Investment
Overall Development Accelerated	**Spend Less Time in Design**	**Reduced Development Time**	**Reduced Design Defects**	**Lower Maintenance Costs**	**Impressive ROI**
Improved UX Design seeds up time-to-market, and ROI is greater on smaller projects	Design time in the planning and requirements phases was reduced	Better Design leads to faster Development and less "design-on-the-fly"	The UX Process forces teams to produce MVP features in Agile Sprints that reduce defects at the end	Good UX means more usable products being shipped, resulting in less fixes in the future	A well executed UX-driven project can expect ROI to be around 300%

Mjolner
INFORMATICS

Thank you for your time!

Kristoffer Larsen Winge
Senior UX Consultant & Digital Product Strategist

klw@mjolner.dk   +45 41 95 36 67