



# Daniel Wetter

Senior UX- Interaction and Service designer

Design works when it serves the user and conveys ideas eloquently. Interaction design focuses specially in the way the user interacts and responds to a site, products or services. Clarity, simplicity and focus are qualities at the heart of my design. I am a strong believer in user-centric design.

I have 20 years experience in digital software, web and mobile design working for large and small companies.



[My profile](#)

# SEB

Interaction and Service design



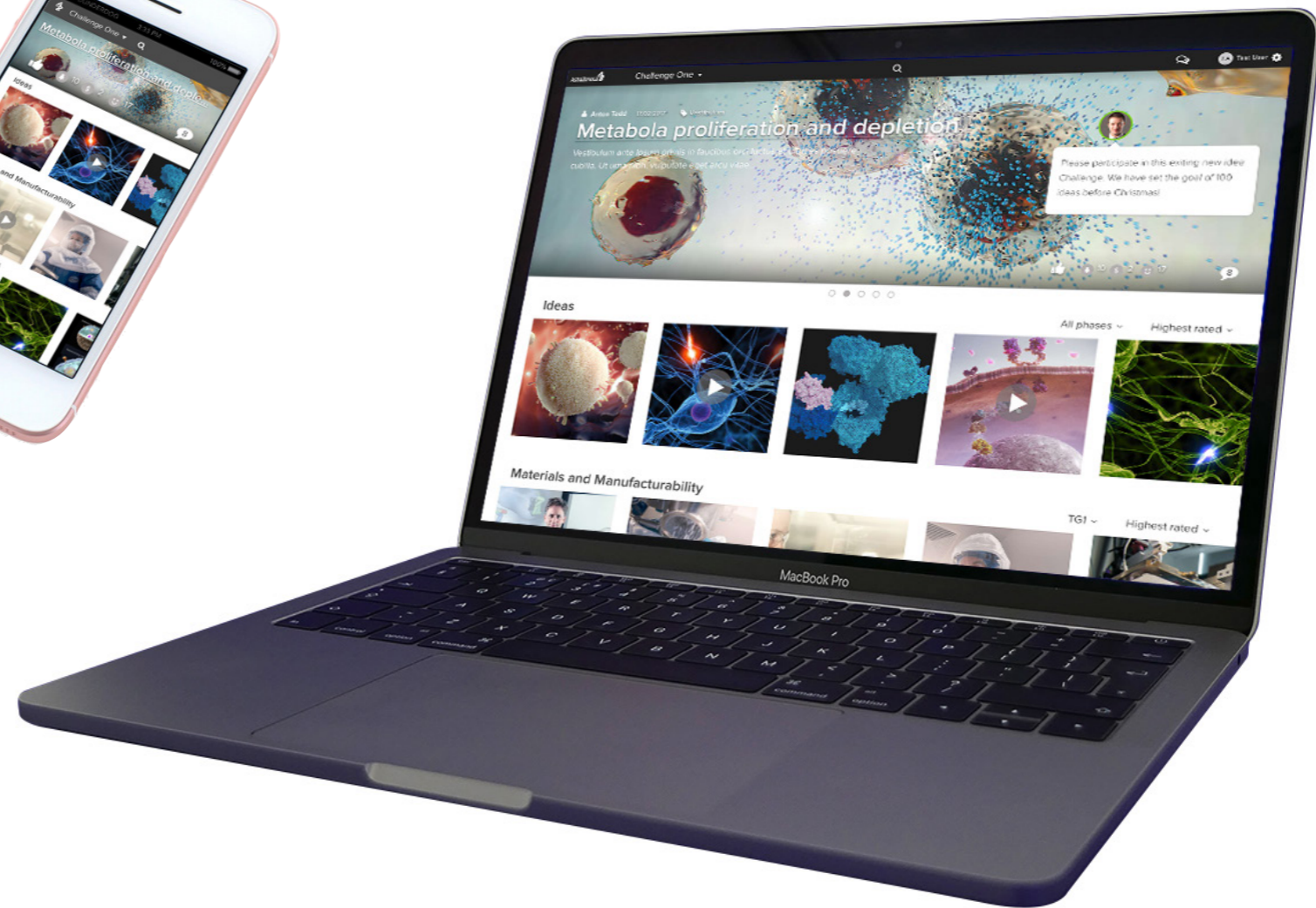
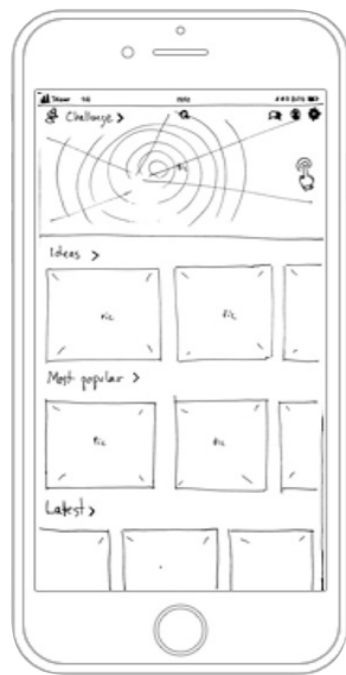
# My input

I was asked to be the UX designer for SEB's internet bank. I worked tight together with twelve business developers for both private and business side of the internet banking platform. My focus was to support and give form to the product and service development in the process of making the digital process a friendly one. Worked tight with IT team.

- Wireframing
- Prototyping
- User test, remote, interview, one on one
- Workshop
- Design

# Kairos Future - Co:tunity

Interaction and Service design



# Kairos Future - Co:tunity

## Interaction and Service design

The screenshot shows the Polisen innovation platform interface. At the top, there are navigation tabs: INSPIRATION & IDEER, GRUPPERING, KONCEPTUTVECKLING, and REALISERA. The main content area features a challenge titled "Grupp arbete 2: 10 000 fler mot 2024" with a description: "Vilken kompetens kommer polisen att behöva mot 2024? Hur förändras samhället mot 2024? Vilka olika kompetenser kommer att behövas? Kravprofil? Specialister?". The challenge has 124 participants, 369 survey responses, and is open until June 30, 2017. Below the challenge description is an "Ideas" section with a form to submit ideas. A "Challenge Ideas" section displays a grid of idea cards, each with a title, description, and an "Awesomeness" score. On the right side, there are several visualization tools: "Betydelse & sannolikhet" (a scatter plot), "Framtidskurva" (a line graph), and "Recommended Add-Ons" (three cards for "Demographic B", "Scenario Future", and "Analysis").

The screenshot shows the Innovation boards dashboard. At the top, there are navigation tabs: INSPIRATION & IDEER, GRUPPERING, KONCEPTUTVECKLING, and REALISERA. The main content area features a "DASHBOARD" with several key metrics and visualizations:
 

- New ideas:** 40,5 (week/month/year)
- Active users:** 173 (week/month/year)
- Votes & Comments:** 308 (week/month/year)
- Visitors:** 800 (week/month/year)
- Activity / Unit:** A donut chart showing 8%, 15%, 20%, and 35% segments.
- Activities per country:** A world map with activity markers.
- Ideas by categories:** A stacked bar chart showing categories like Aquadrinks, Yoghurt, Digital, Marketing, Sales, and Technologies.
- Ideas / Phase / Gate:** A funnel chart showing the progression of ideas through different phases.
- Ideas under period and goal:** A progress bar showing 12% completion towards a goal of 8,3 k.
- Impact vs Cost:** A bubble chart with bubbles labeled FIABILITE, CULTURES, LA NUTRITION, PROGRES, BIEN-ETRE, and SANTE.
- Ideas Timeline:** A horizontal timeline showing activity from January to December.

# My input

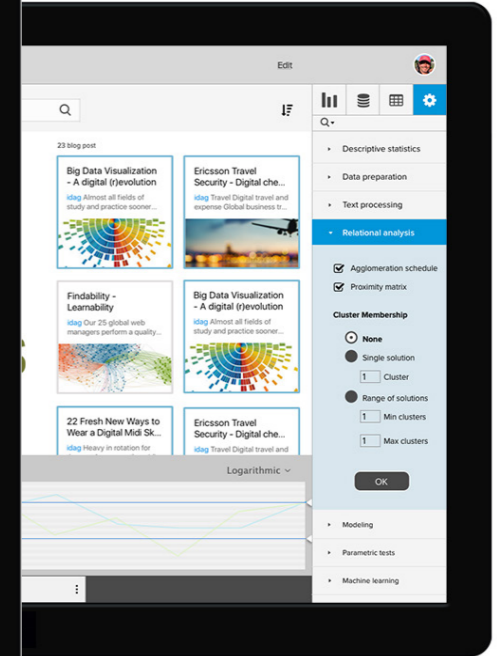
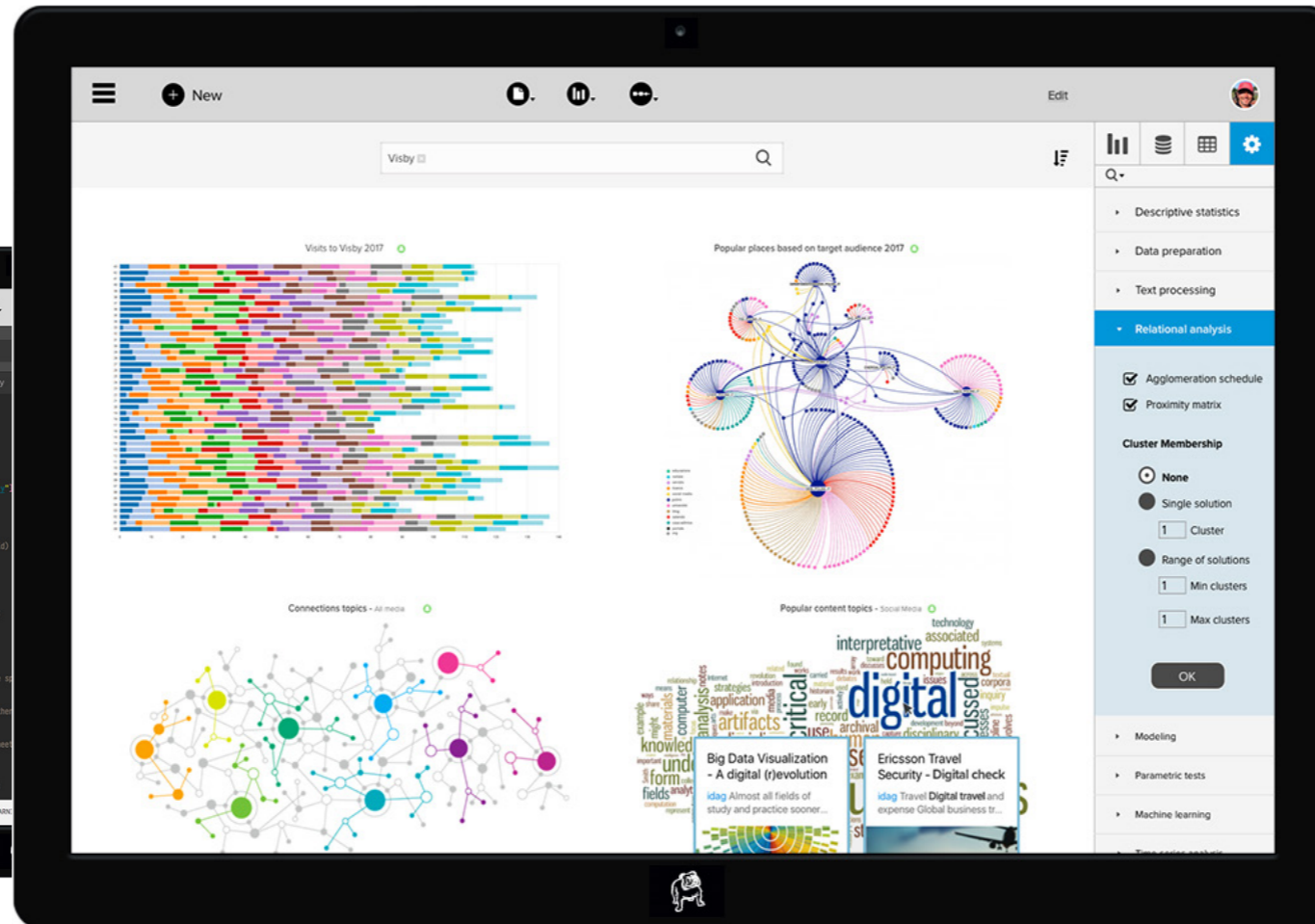
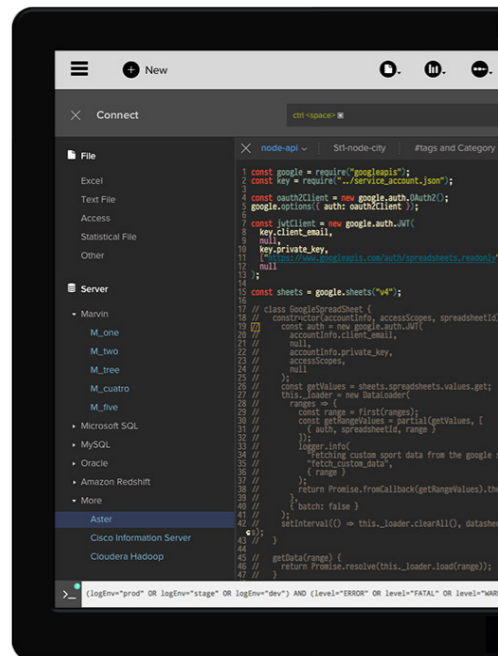
Kairos Future asked us to redesign their popular ideation product Co:tunity. A Service Design methodology was the obvious choice of method. It gave a solid empiric base from where to start. We worked close together in a team where the client (a mining company in Belgium), the product owner, the developing team and Dunderdog researched the needs and implications of an ideation and creative process.

- Interviews, workshop
- Wireframing
- Prototyping
- User test
- Design



# Kairos Future - Marvin

UX and UI



# My input

Kairos Futures trend platform Marvin was to be a cloud-based app. I was asked to design an user interface that could accommodate all the functionality as well as be as elastic to grow if necessary or shrink depending on the case. I worked tight together with the product owner.

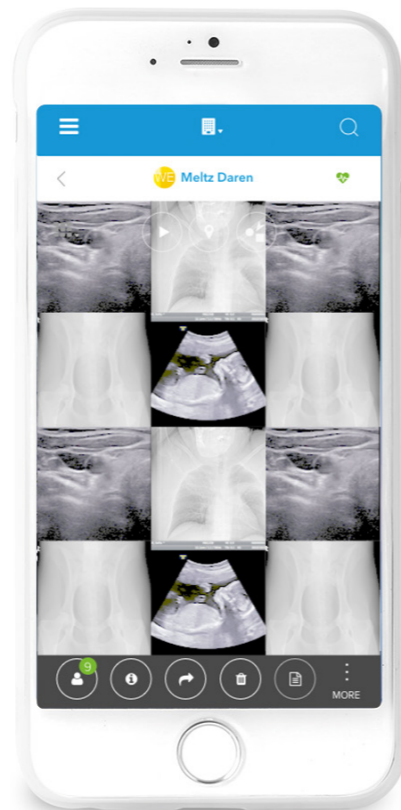
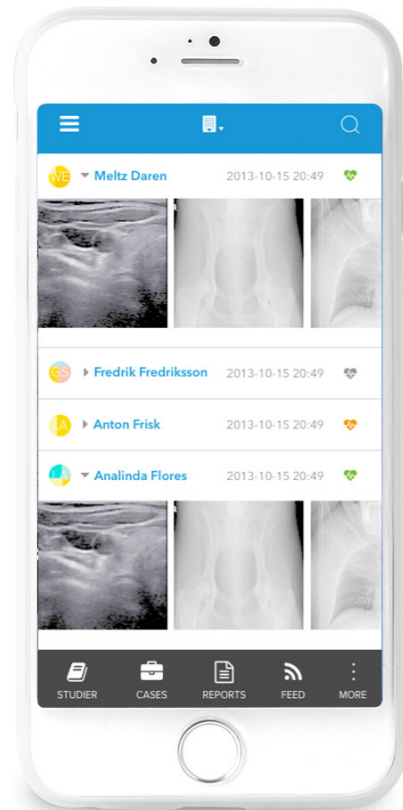
- Wireframing
- Prototyping
- Design



# Trice

## Trice - Medical Imaging

Interaction design, design, Service design



# My input

The Trice collaborative medical image-sharing tool makes it easy and simple for medical professionals and patients to instantly access medical images from anywhere. My input was to design an user interface for the new application. It involved a total omworking of the app. The user experience was central in the design. We focused on making intuitive and fast. The availability of the visual data was imperative. I worked tight together with the product owner.

- Wireframing
- Prototyping
- Design
- Service Design

# Kairos Future - Göteborg Energi

Interaction and Service design



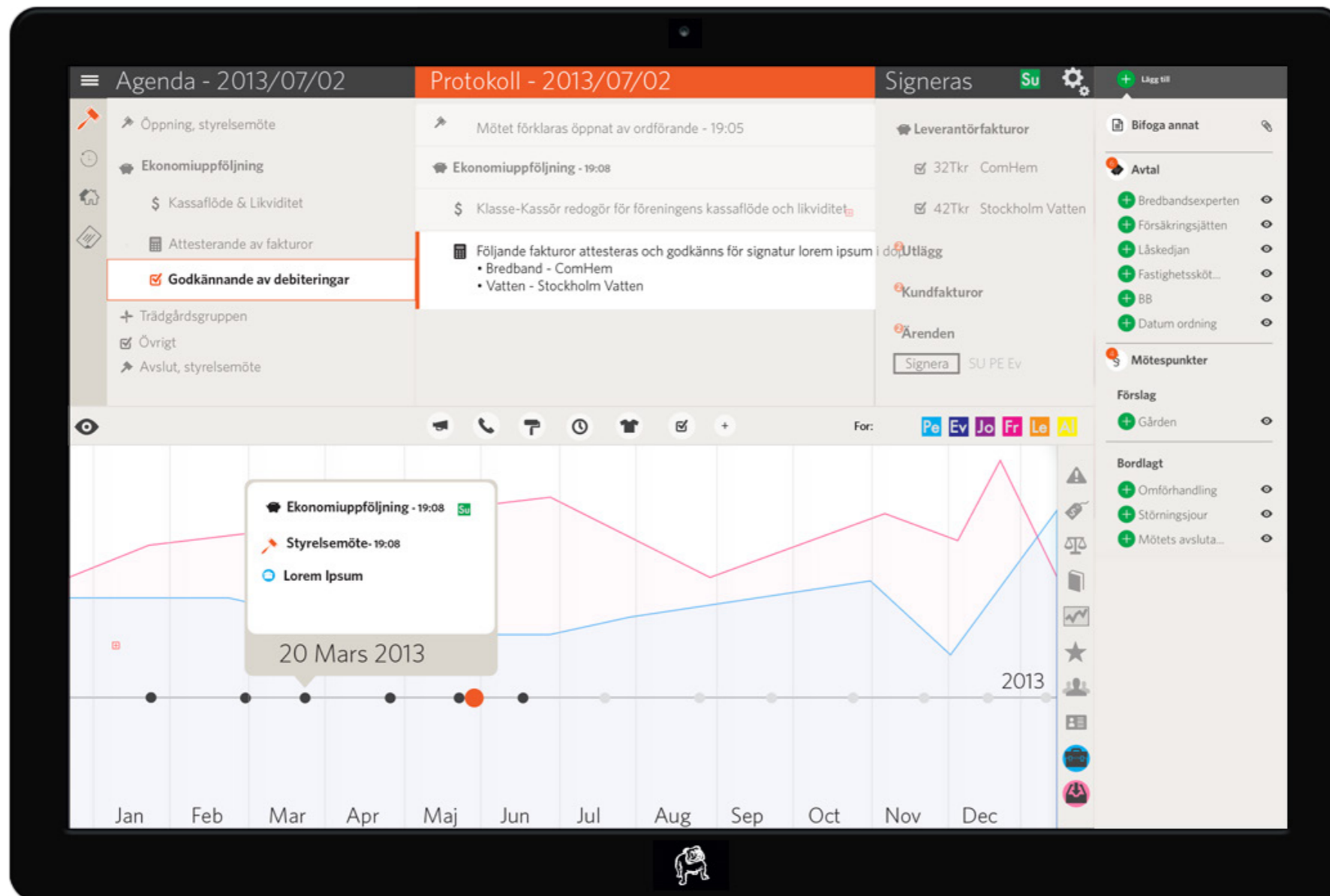
# My input

A collaborative projekt together with Kairos Future for Göteborg Energi. My role was that of Service designer with focus on hands on aproach. We satrted with a series of workshops whith the object of identifying the areas of interest for the clients and the users. We used an ideation method and app (Co:tunity) to highlight and prioritise the most intersting ideas. We then sketched and prototyped these for user testing. All the designs were then adjusted to take them to the next step: a proof of concept.

- Workshop
- Wireframing
- Prototyping
- User test
- Design
- Service Design

# Hem & Fastighet

Concept, interaction and Service design



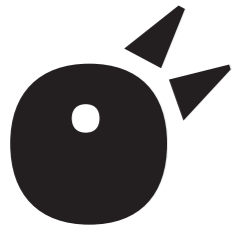
# My input

Hem och Fastighet had a challenge with the 500+ BRF they handled. The vision was to give the members of the board and the users a platform where they could communicate. The app would also provide means of collecting information necessary in the event of a sale. It would provide a means to have control over the bills, bookings, service providers and act as a concierge.

The solutions became a series of projects and companies that solve the comings and goings of the BRFs.

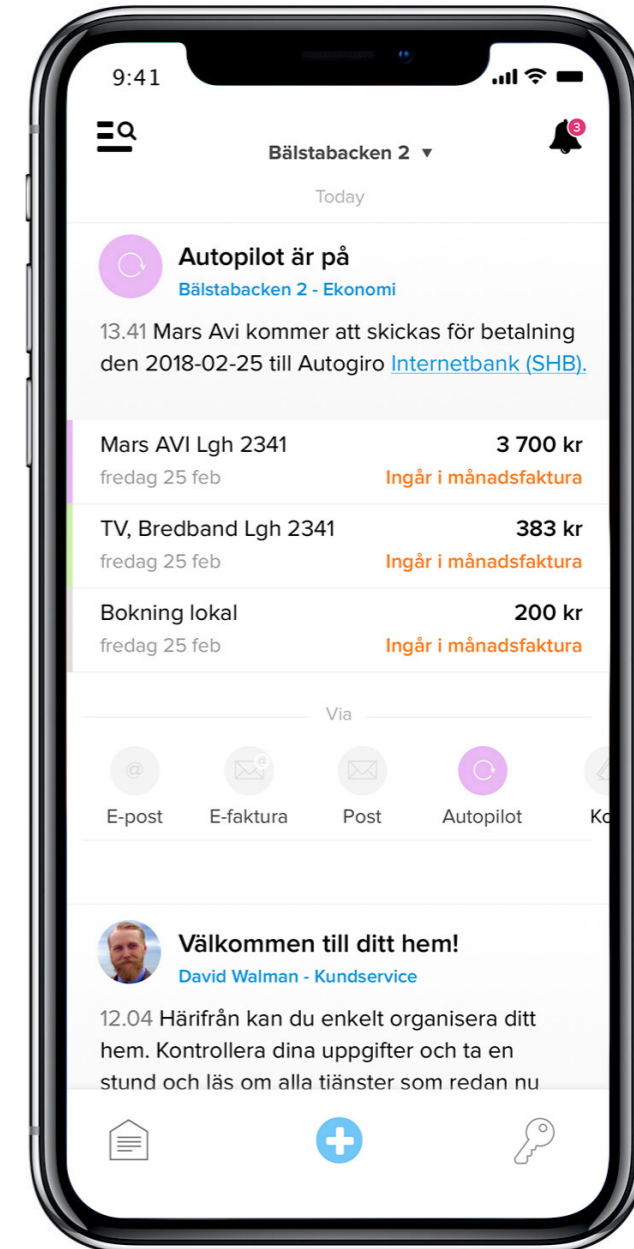
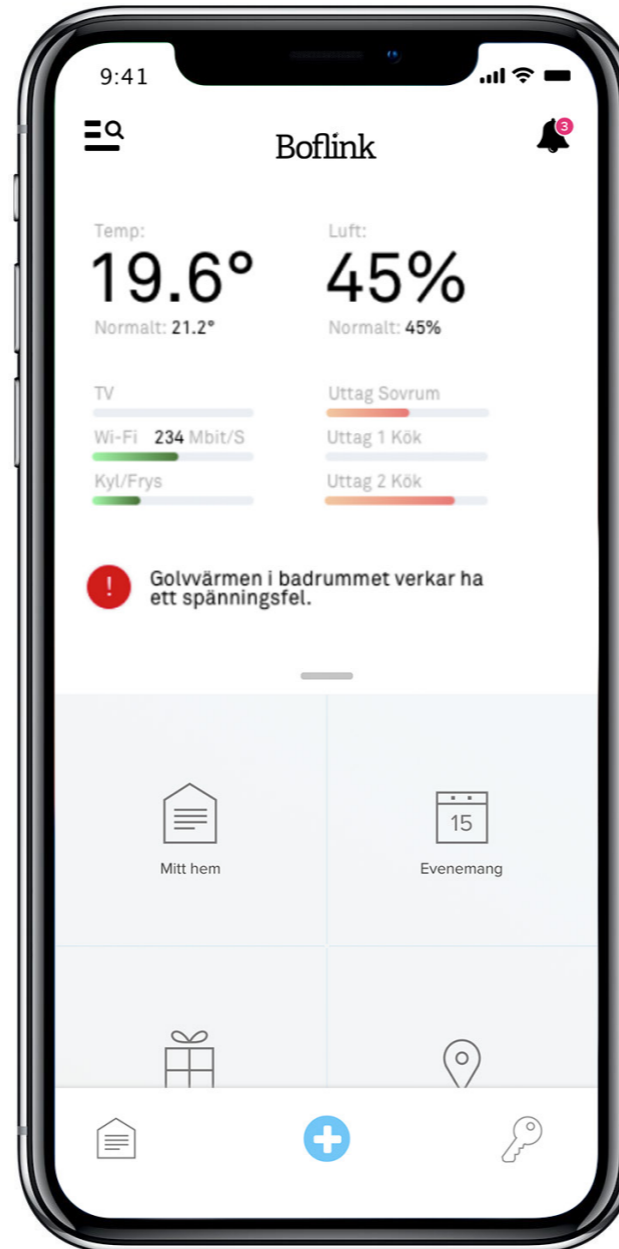
- Wireframing
- Prototyping
- User test
- Design
- Service Design





# Boflink

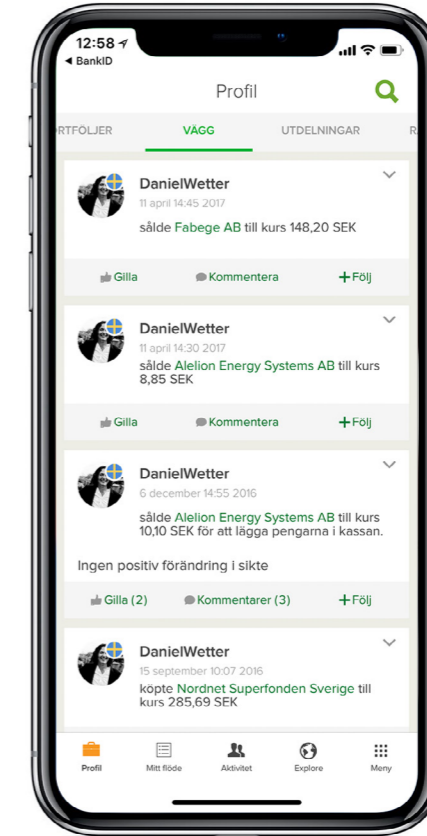
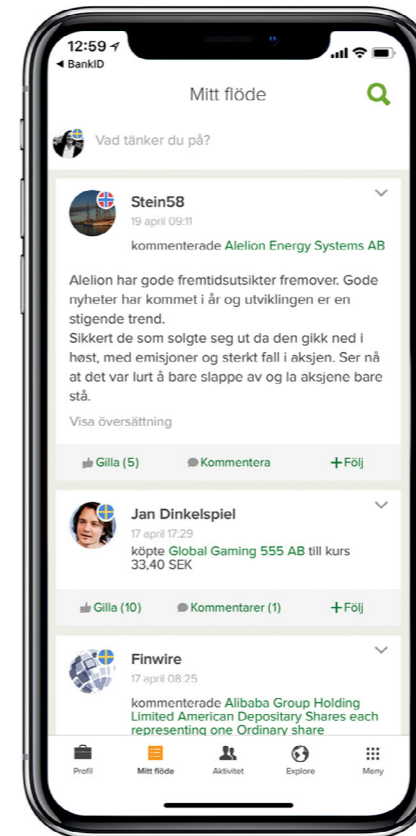
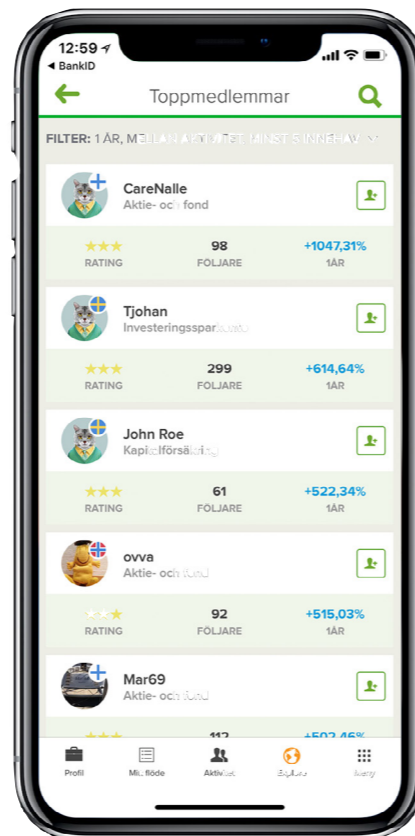
Concept, interaction and Service design





# Shareville - Social community for stockmarket

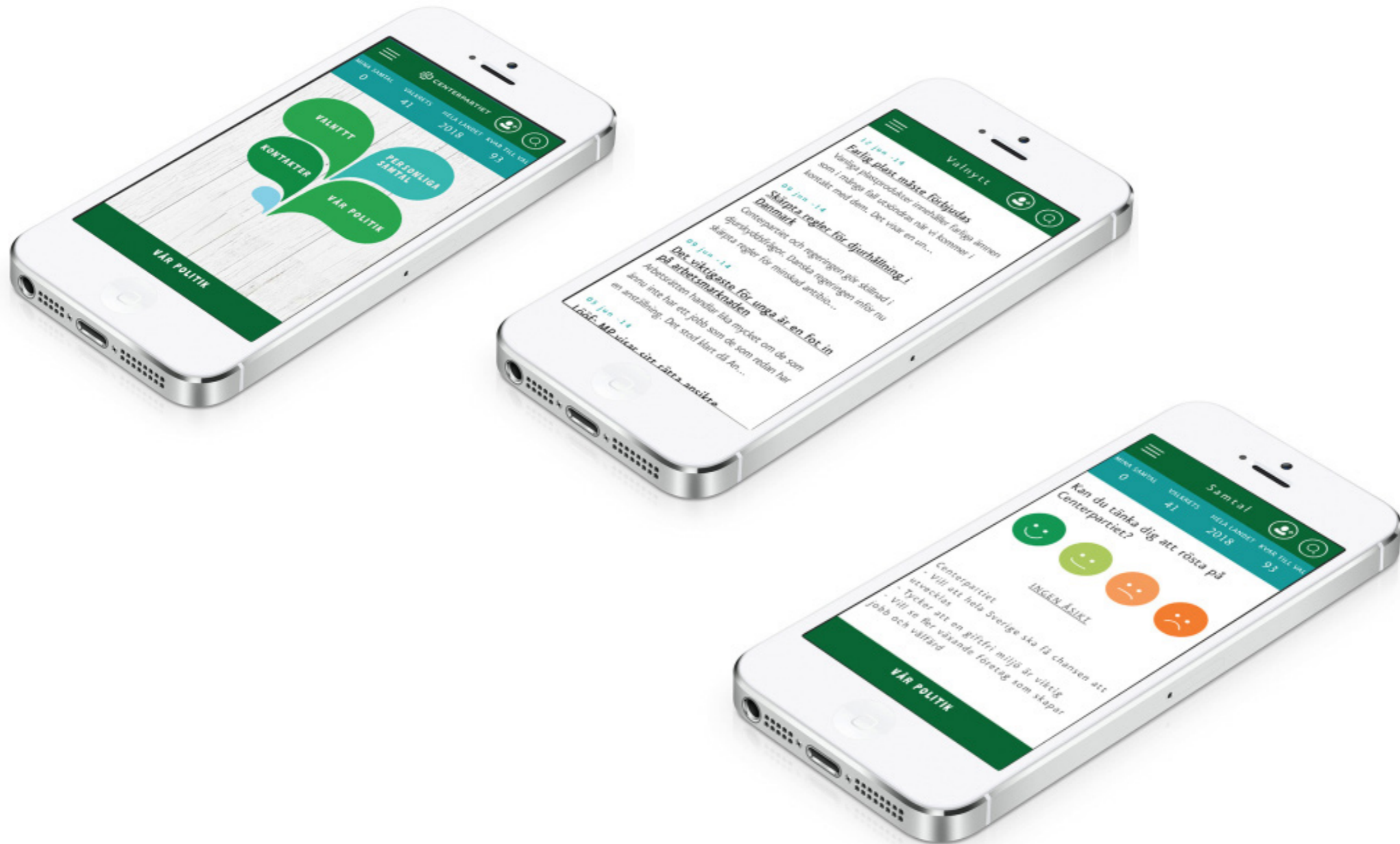
Concept, interaction, Service design and development





# Centerpartiet

App tool for election campaign - Concept, interaction and Service design





# Telia - Oppen Fiber

App for sell process, electronic signing - Interaction and Service design

The screenshot shows a mobile app interface for ordering 'Öppen Fiber'. The title is 'Beställning Öppen Fiber' with a plus icon and the Telia logo. The form includes fields for: Personnummer (ååååmmdd - xxxx), Förnamn, Efternamn, Tel Mobil, Tel Hem, Epost, and Bekräfta epost. There are also buttons for 'Lägg till nytt namn' and 'Lägg till faktureringsadress'. Below these are fields for Adress, Postnummer, and Ort. A 'Kommentarer' section is present. At the bottom, there is a section 'Välj hur du vill betala' with three radio button options: 'Faktura vid leverans: 16.700 kr (Kampanjpris - senast 2/6)', 'Dela upp betalningen: 308 kr/mån', and 'Förskottsbetalning: 27.000 kr'. A green 'Till avtalet' button is at the bottom.

The screenshot shows the confirmation screen for the 'Beställning Öppen Fiber' order. The title is 'Beställning Öppen Fiber®'. The user's name is 'Anna Sparr', and the personnummer is '19890102-1234'. The address is 'Kyrkovägen 45, 292 35 Bromölla'. The price is 'Faktura vid leverans: 16.700 kr'. There is a checked checkbox and the text 'Jag har tagit del och accepterar avtalsvillkoren, produktinformation för Öppen Fiber.' Below this is a section for 'Avtalsvillkor för Öppen Fiber®' with detailed terms and conditions. At the bottom, there is a large grey box with the text 'Skriv under' and the name 'Lars-Olof Larsson 19540101-1234'. There are two buttons: a green 'Klart' button and a 'Gör om' button.





# Ericsson

Interaction and Service design



# Ericsson - Intranet's Internal

Ericsson was to change its content management system (CMS) and launch their new brand. One the important goals of the project was to make a user-friendly intranet and reduce cost. We were asked to design a custom CMS. The intranet is the heart of Ericsson the single point of entry for 16 700 units spread over 186 countries. It is one of the worlds largest intranet with numerous levels of interactions including a vast number of job roles and languages.

The goal was to deliver an individual intranet for every single employee. The content was to be relevant for every single individual. It is the nav of the company and single most important tool for the company. The project was divided in three parts:

- News feed, events and start page with a common navigation for all the sites
- Ericsson Group Management System (EGMS)
- Employee Service



# My input

Create new user-centric CMS for Ericsson Internal.

- Interviews
- Effect mapping
- Personas and user stories
- UX, Wireframes, prototypes
- Information architecture. Taxonomies
- User test, eye tracking, workshop, remote test, user observation
- Studies using System Usability Scale and Net Promotor Scale

# Ericsson

## Individual start page - Employee Service

Start page with interaction sketch for Employee Service entry

The screenshot shows the start page of the Ericsson Employee Service. At the top, there is a navigation bar with tabs for 'Files', 'Tools', 'Collaboration', 'People', 'Explore Ericsson', 'Employee Service', and 'Choose site'. Below this is a search bar with a dropdown menu for 'Answers' and a 'New employee' button. The main content area is divided into several sections: a central banner with a 'CITY LIFE' image and a 'BLOG' link, a left sidebar with 'Feeds' and 'Do' sections, and a main content area with 'GF Communications planning conference', 'Test visar Christine Lead', and 'Ericsson helps Vodafone launch RSCE'. A right sidebar contains 'News & events' and 'Ericsson share prices'. The footer has four columns: 'HR Employee Service', 'IT Support', 'Other', and 'Other sites'.

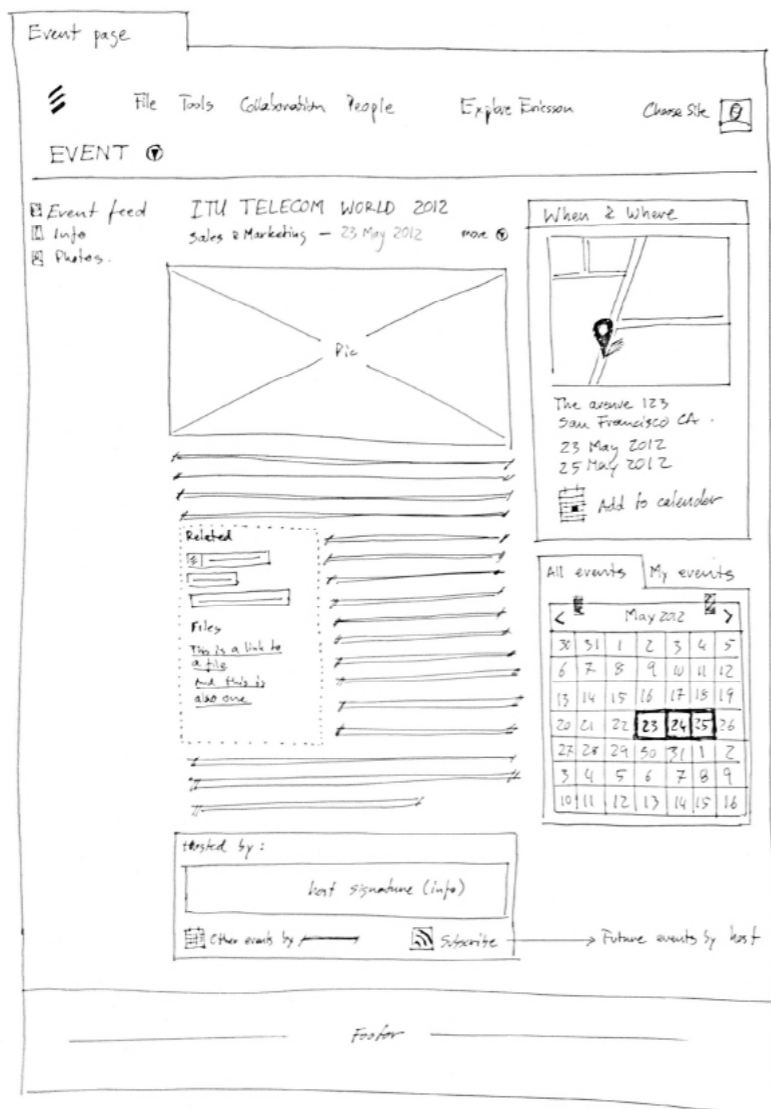
Result page for Employee Service

The screenshot shows the result page for the Ericsson Employee Service. At the top, there is a navigation bar with tabs for 'Files', 'Tools', 'Collaboration', 'People', 'Explore Ericsson', 'Employee Service', and 'Choose site'. Below this is a search bar with a dropdown menu for 'Answers' and a 'New employee' button. The main content area is divided into several sections: a central banner with a 'CITY LIFE' image and a 'BLOG' link, a left sidebar with 'Feeds' and 'Do' sections, and a main content area with 'GF Communications planning conference', 'Test visar Christine Lead', and 'Ericsson helps Vodafone launch RSCE'. A right sidebar contains 'News & events' and 'Ericsson share prices'. The footer has four columns: 'HR Employee Service', 'IT Support', 'Other', and 'Other sites'.

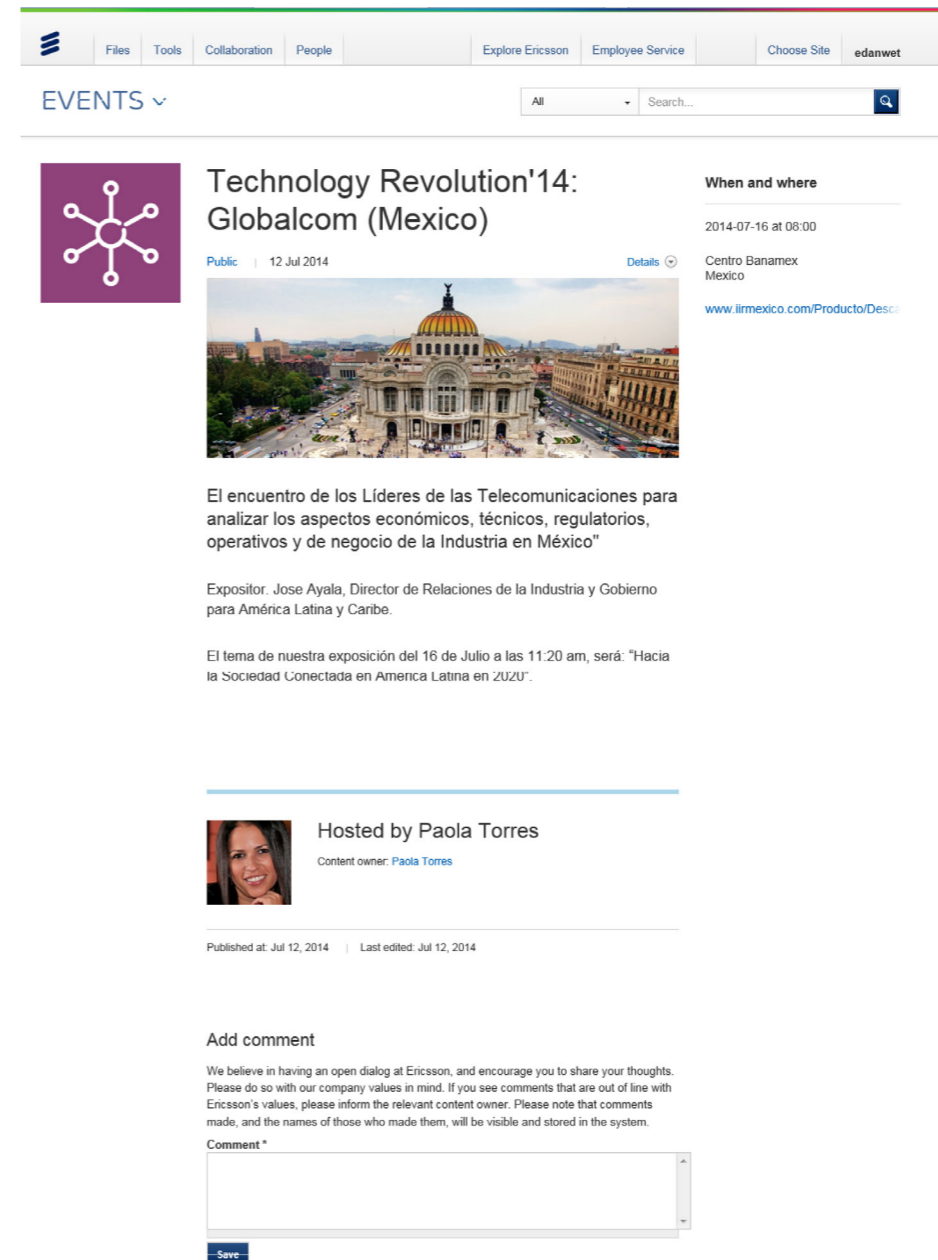
# Ericsson

## Wireframe Event page - Event page

Wireframe - Individual Event page



Individual Event page





# Recommendations



Anna Milenkovic - Head Internet Banking SME at SEB Retail

I give my best recommendations to Daniel for his contribution to our work on the Internet Bank SME at SEB. He contributed to good results through his competence, cooperation skills, creativity and solution-oriented focus. He also helped us to increase customer insights.



Anders I. Carlström - Director Internet Banking, SEB

I am very pleased to recommend Daniel. Daniel has been a critical ingredient in our efforts to make our digital meetings more innovative and customer oriented. From day one, Daniel became a natural part of my organisation.

# Areas of competence

## **Method**

Service Design  
Rapid Prototyping  
Scrum, Lean och agile process

## **Tools & apps**

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Fireworks  
Axure  
Balsamiq  
Sketch

## **Areas**

Grafisk Design  
UX- och Interaktionsdesign  
Graphic Design  
Information arkitektur (IA)  
User test  
Behavioural studies  
Concept development  
Personas  
Experience mapping, User stories  
Prototyping, interaktive prototyping  
Eyetracking



# Daniel Wetter

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