



Hey Future Company!

"So who am I?"



I'm Dennis!

"Dennis aka Atmos"

Agenda

From idea to implementation

- 👋 - Meet Dennis Lantz
- 🎓 - Education and Travel as an Experience Designer
- 💼 - Atmos Design Studio: My Freelance Company
- 🎨 - My Design Philosophy & Core Values
- 🔧 - My Tools
- 📐 - My Design Process
- 📅 - Project 1 - Parking Time
- ✨ - What I can contribute to your Company
- 🎯 - My goals with the internship
- 👐 - Conclusion💬 - Questions and discussion



Meet Dennis Lantz

From dance floor to digital design

UX Designer

Self-taught Front-end developer

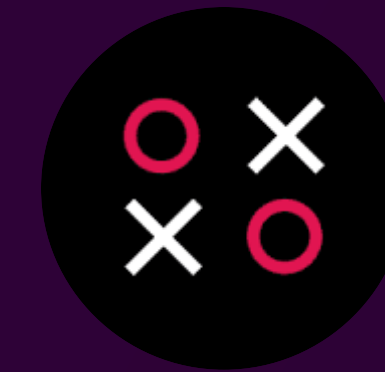
Agile project manager

Facilitator

Passion to develop



Experience Designer



Educational timeline

UX & Game Thinking

User Research

Experience Design

Prototyping

User Testing

Analytics & Statistics

Business development

Project 1

Way of Working

Programming

Agile Project Methodology

Service Design

Project 2

Lab A.I.

Game design

Game psychology and Gamification

ARG: Alternate Reality Game

Project 3

Degree project / Thesis

LIA: Internship at FastDev AB





Atmos Design Studio

"Dennis' newly started consulting company with the user in focus"



Design philosophy & Core values

Design That Feels Right

Creativity + Technology

Design that is functional and aesthetic

User-centered solutions

Focus on user needs

Empathy, cooperation & positiv...

The core of everything I do

Flexibility and cooperation

Adaptable and team focused



Tools in the work process

Some of my daily tools

- 🎨 Figma: Prototyping, wireframes, user flows, illustrations, graphics
- 📝 FigJam / Miro / Mural: Whiteboards, brainstorming, sitemaps, flowcharts
- 📊 Microsoft / Google Tools: User data, tests, analysis, SEO
- 🤖 AI: Video, images, data analysis, ideas, environment analysis
- 📁 Trello / Slack: Team communication, project management, Kanban

Development goals:

- 🚀 Adobe, JavaScript, Hotjar, Github, React, Node, Notion, etc.



My UX Design Process

From idea to a finished product with double diamond

- 🤝 Team building
- 🔍 Research & Insights
- 📝 Wireframing & Prototypes
- 🧪 User tests
- 💻 Development
- 🚀 Delivery & Follow-up



Parking Time

Parking Time – My first UX project





Parking Time

This project was my first big UX design project where I got to use what I learned during the training

Time period: March 2024

Responsibilities: UX Process, UI Design & Business Strategy

Collaboration partners: Project teams, training managers and product owners





What is Parking Time?

An app for easier parking with real-time data and payment

Goal: Save time, better user experience

Problem Statement: How can Parking Time provide drivers with an intuitive real-time parking experience that saves time and reduces stress in busy urban areas?

Solution: Real-time data, GPS navigation, easy payment



Research & Empathize

Understand the Users

Understand the product owner, end users and their needs

- 🗣️ User interviews & Surveys
- 🚗 Parking pattern analysis
- ✅ Heuristic evaluation & WCAG adaptation
- 🔍 SWOT and competitor analysis
- 📝 Product owner feedback

- 👁️ System Status
- 🌐 Reality Matching
- 🔄 Control & Freedom
- 📏 Consistency & Standards
- 🚫 Prevent Errors
- 🧠 Recognition instead of Memory
- ⚡ Flexibility & Efficiency
- 🎨 Minimalism
- 🔧 Error Explanation & Action
- 📖 Help & Documentation

Define – Problems & Insights

Define the core problems using collected data



Affinity Mapping: Organizing user interviews to identify patterns



User Journey Maps: Identified pain points, gain points and touch points



How can we: Make parking easier with Parking Time?



Main problems: Difficult to find parking, complicated payments, no real-time information



Insights: Waste of time, frustrated users, bad systems and no available data

Define – Problem & Insikter

Definiera kärnproblemet



Affinity Mapping

Identifiera mönster



User Journey Map

Touch points



Hur kan vi: Göra på



Huvudproblem: Svårt att hitta parkering, ingen realtidsinformation



Insikter: Tidsförlust, frustrerade användare, dåliga synvinklar och ingen tillgänglig data

"It takes so long to find parking, and I have to keep using different apps to pay!"

Ideate - Create Solutions

Create solutions based on user insights

Brainstorming: Identified problems and solutions

Wireframes: Visualized flows and functions

Priority Matrix: Voted up effective solutions

Crazy Eight: Created simple to innovative ideas

Sitemap & Prototype: Structured app layout and future



Priority Solutions

Analyzed and prioritized solutions to meet the users

Prioritization matrix

Identify solutions with the greatest impact

Real-time data

To show available parking spaces

Integrated payment

Smooth payment solutions

GPS navigation

Simple directions to available places

Color guide & Zone management

Manage different parking types and times

Onboarding

User-friendly introduction for new users

Ease of use

Simplified interface and smooth flows



Early Prototype & Tests

Testing & Feedback – Identify Issues

Low & Medium Resolution Prototyping: Early testing of basic features

Test participants: Motorists with at least 5 years of experience and previous use of P-disc

- **Problem areas:**

Time delays in real-time data

Misunderstanding about icons and functions

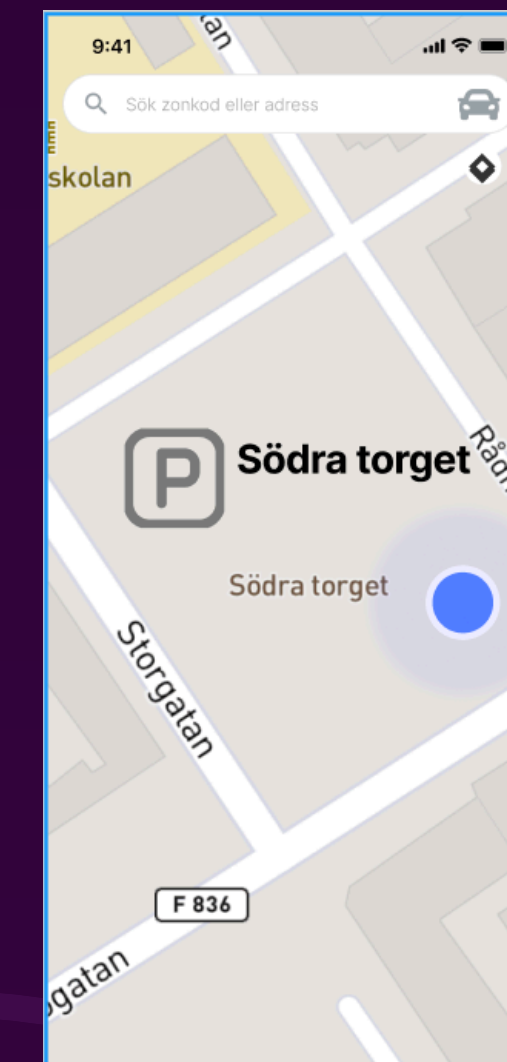
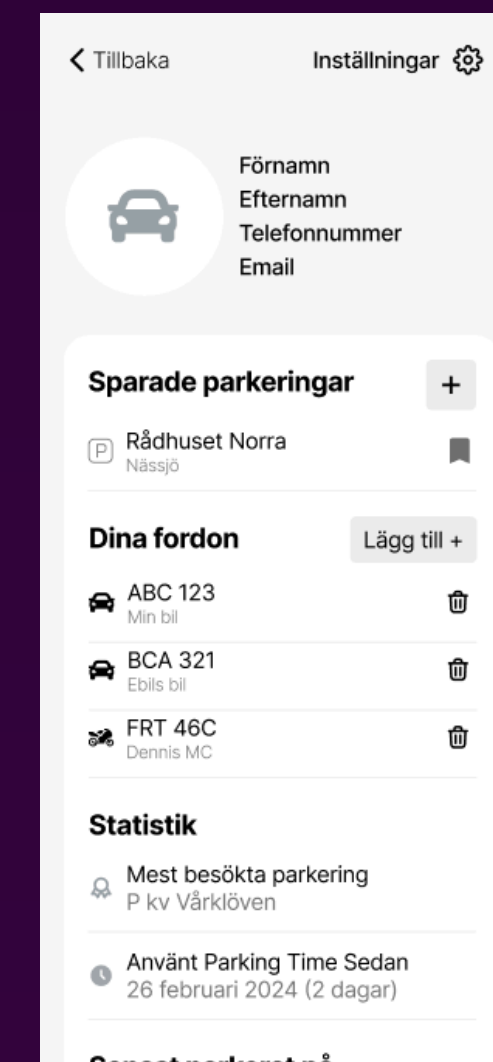
Unnecessarily complicated user flows

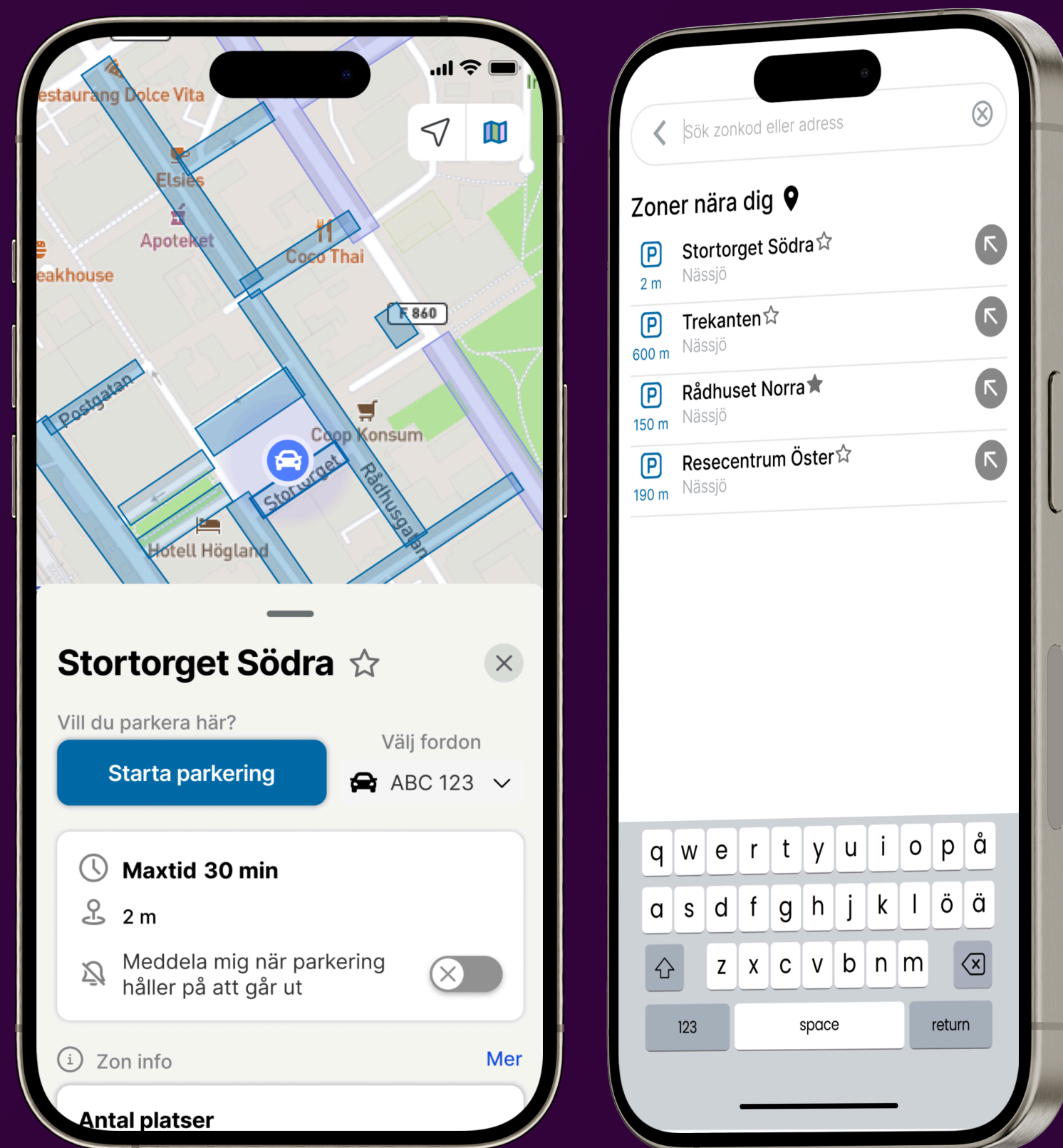
- **Adaptations:**

Optimized real-time update

Clarified icons and user interface

Simplified user flows and clicks





Key Features Simplicity & Efficiency

Start page & Search function

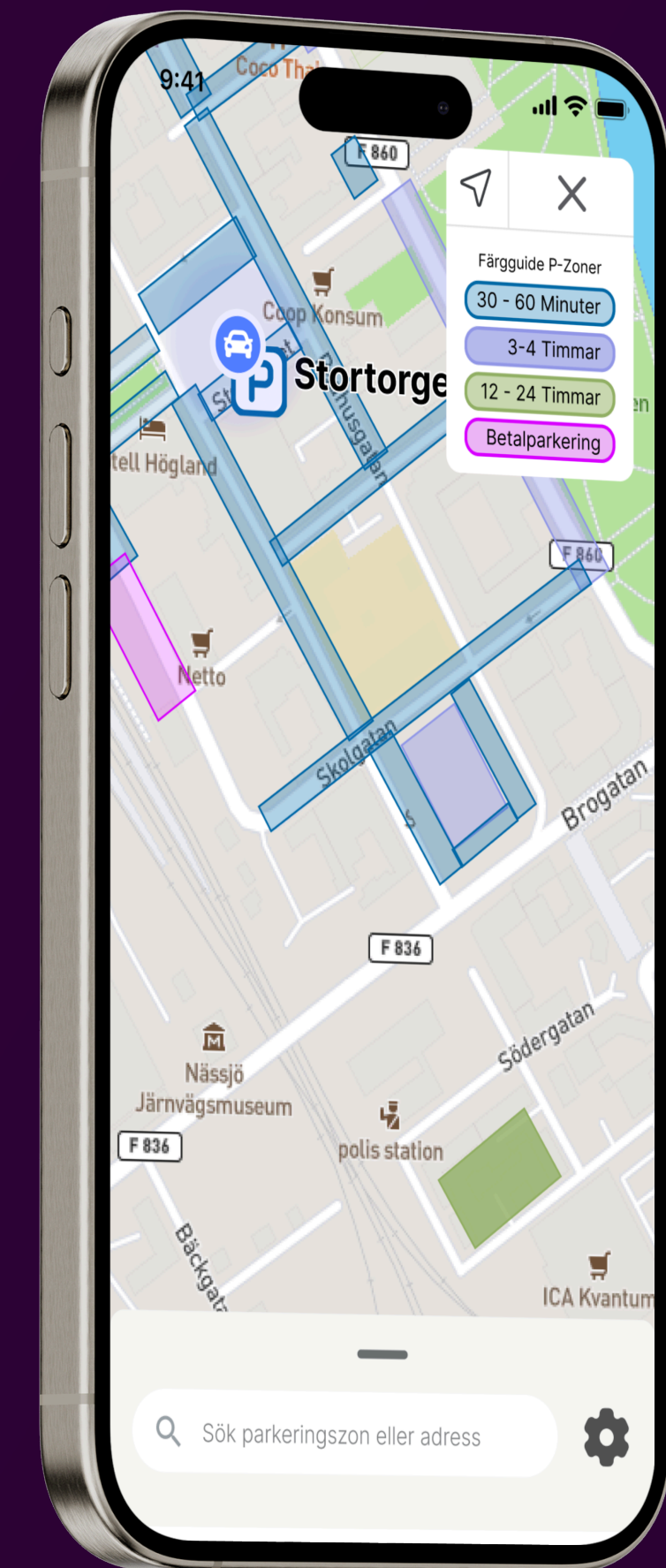
- **Customized search:** Filter by location, availability and price
- **Real-time updates:** Shows vacancies instantly
- **Intuitive interface:** Simple and fast navigation



Improved Experience - Smooth Navigation

Interactive Map & Information

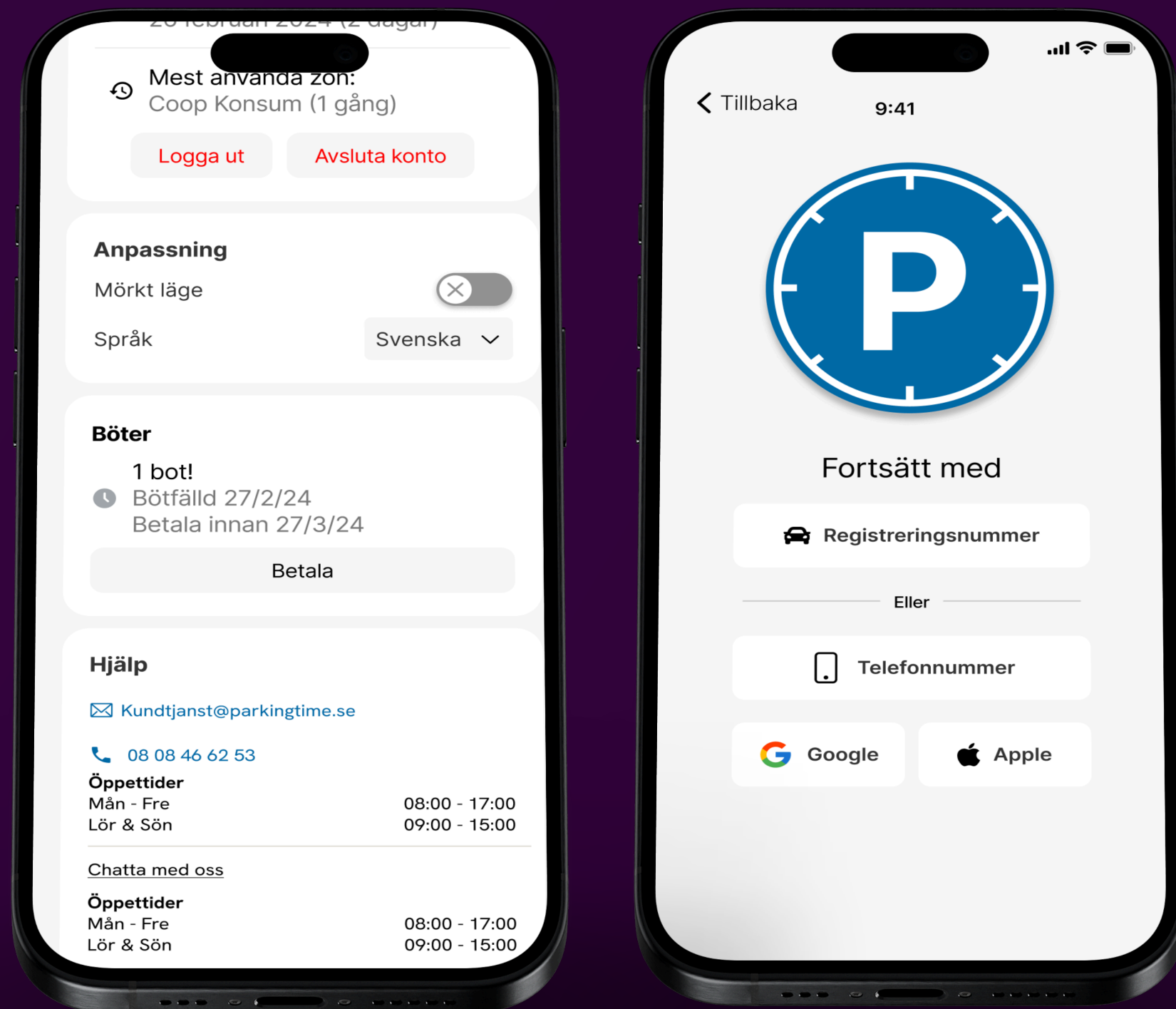
- **Interactive map:** Real-time information about locations, prices and restrictions
- **GPS navigation:** Directly to selected parking
- **User-friendly design:** Follows industry standards such as Apple's H.I. Guidelines



Seamless Integration & Easy Login

User Profile & Smooth Login

- **Quick login:** Support for Google and Apple ID to get started quickly
- **Seamless User Profile:** Users can easily manage their parking history, saved locations and payment methods without leaving the main interface

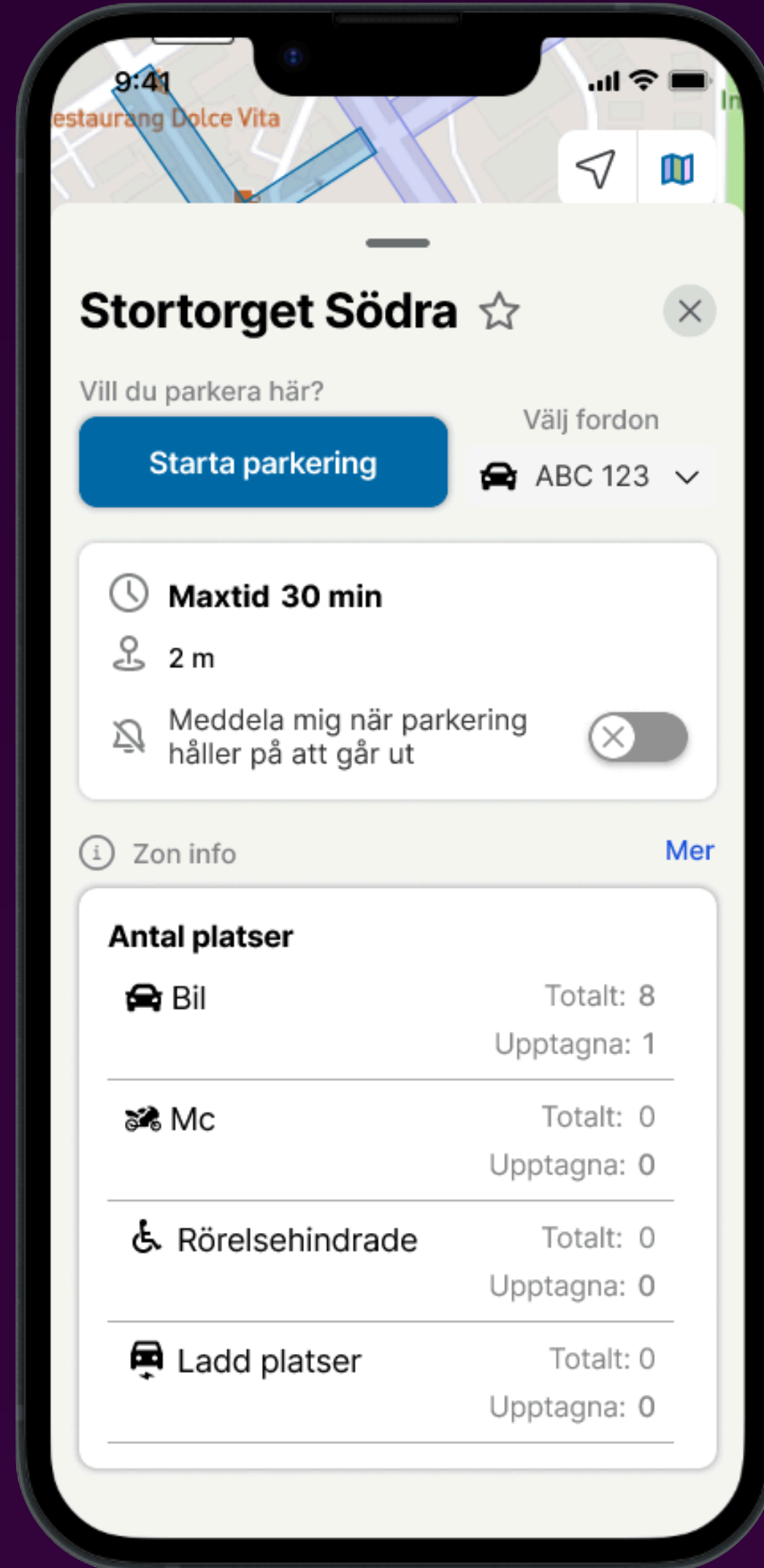


High Resolution Prototype & Final Solution

User-friendly App with Simplicity & Accessibility

- **Real-time data:** Available parking spaces instantly
- **Integrated payment:** Fast and flexible solution
- **GPS Navigation:** Directions to the nearest location
- **Simple design:** Follows Apple's guidelines for a smooth experience

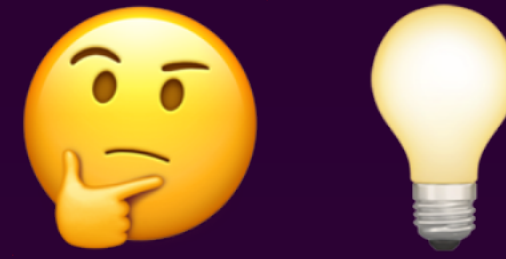




Results and Lessons Learned

Improved User Experience & More Efficient Mobility

- **Concept status:** The project was not implemented, but provided valuable insights
- **User satisfaction:** 75% experienced improvements with real-time data
- **Time saving:** Users saved time and got easier parking
- **Payment systems:** 65% preferred integrated payment solutions
- **Accessibility:** 70% estimated WCAG compliant features



Reflections & Challenges

What we learned and how we can improve future solutions

- **User satisfaction and time savings:** Key KPIs to measure success
- **Benchmarking:** Comparison with competitors provided valuable insights
- **Future improvements:** EV charging stations, more language choices and improved accessibility

What I Can Contribute

From learning to contributing value



✨ **Creative Problem Solving**

🚀 **Agile Project Management**

🤝 **Teamwork & Positive Energy**

✎ **UX & UI Design**

🤖 **AI-powered workflows**

💻 **Frontend development**





My Goals at your company

Ready to create something amazing together

Learn & Contribute

Grow and contribute with UX/UI and frontend experience

Development

Create user-centric solutions that make a difference

Open for roles

UX Designer, UI Designer, Frontend Developer, Project Management

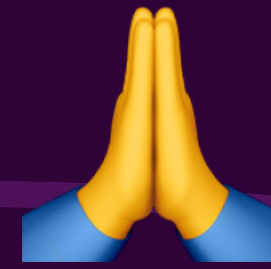




Thank U

"Thank you for taking the time!"





Questions from you?

"Don't be shy, I'm open as a book!"



Questions!?



1. Which qualities do you think are most important to succeed in your roles, both as an employee and intern?
2. What specifically are you looking for in your interns in terms of skills and attitude?
3. Is there something specific you feel you are missing in the team today, where I could contribute?
4. What does a typical day look like for an intern with you? What tasks and projects could I be involved in?
5. Who would be my supervisor during the internship, and how would our collaboration work?
6. Are there any opportunities for further development or transition to employment after the internship?

