

chilli(mind)

creating digital value

Oliver Gerstheimer
Managing Director

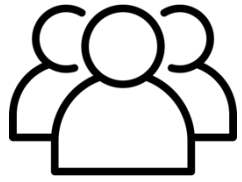
Kassel
2020



creating digital value

We are
chilli mind!





20+

DESIGNERS &
CONSULTANTS

950+

LAUNCHED DIGITAL
PRODUCTS & SERVICES

15+

INDUSTRIES &
MARKET LEADERS

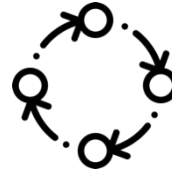


30+

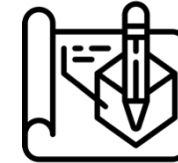
INTERNATIONAL
DESIGN AWARDS



IDEATION &
CO-INNOVATION



DESIGN THINKING
& ACTING



RAPID
PROTOTYPING



UI/UX DESIGN &
TESTING



SPECIFICATION &
TRANSFER



ROLL-OUT COM &
MARKETING



42+

PUBLICATIONS &
ARTICLES



Kassel

75 % DACH

chilli services & capabilities














**Modular range of services:
Our multistack expertise sets the basis for success**

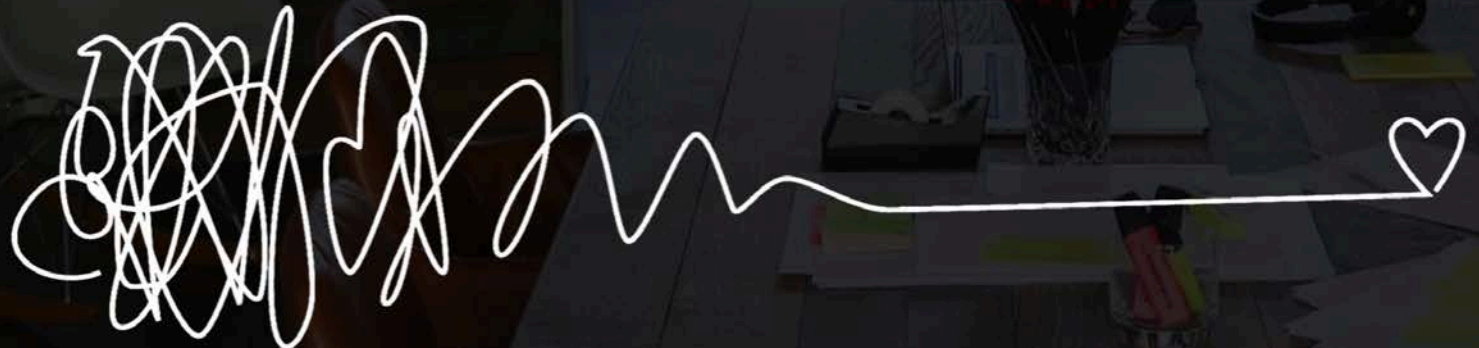
We act in our digital co-innovation labs to collaborate with customers in a creative environment

We use advanced Design- & Visual-Systems-Thinking to solve market & customers' problems and develop new ideas, consequently from the user perspective

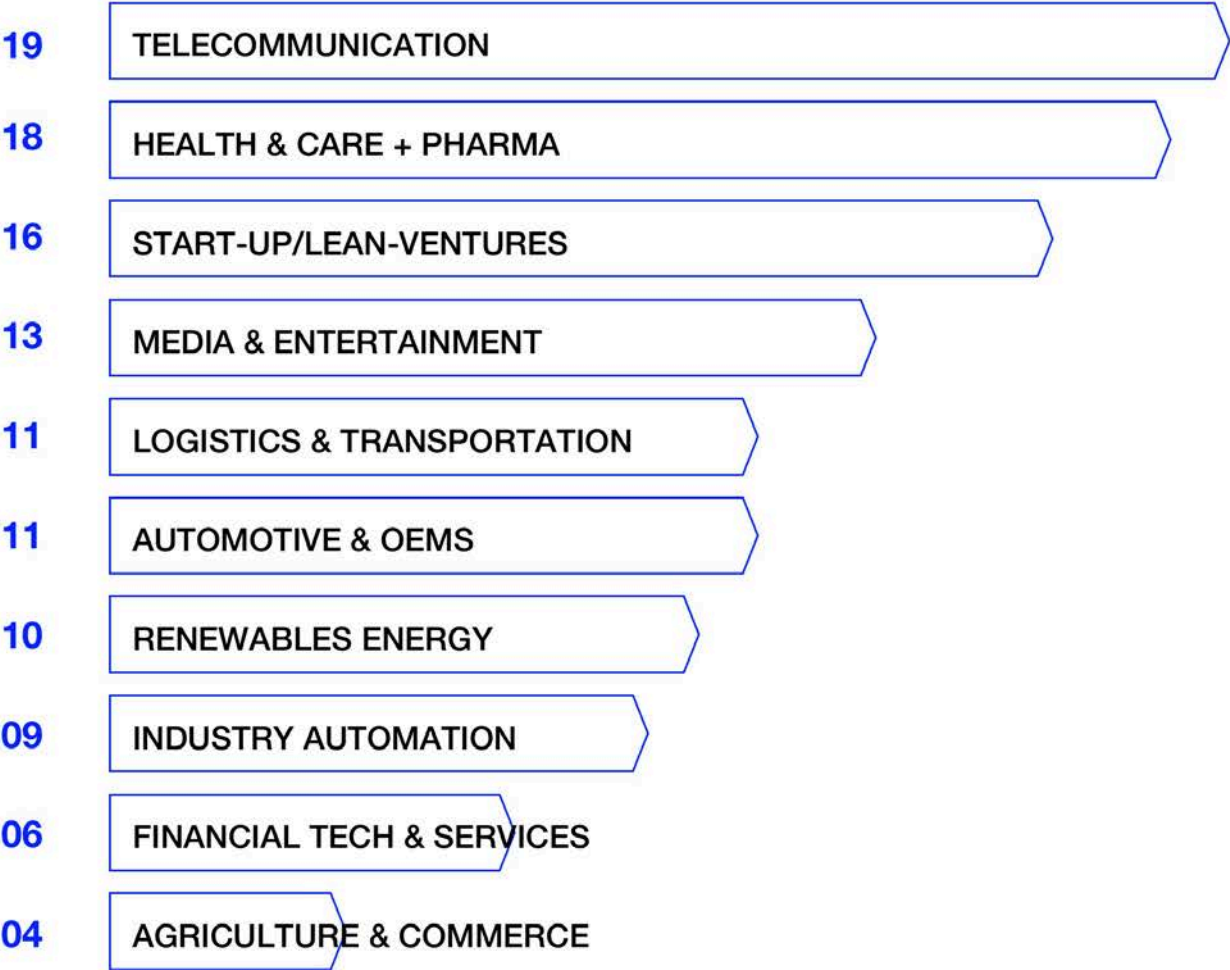
We prototype at rapid speed. Thus, we translate our digital concepts quickly in a „tangible“ manner by visualization / simulation

We work participatly with customers, to collectively develop the best solutions for them.

 Ideation / Design Thinking	 UX-Research & Analysis	 UX-Design Web, App, VR	 Rollout Communication
 Digital Accelerator / Lab Creation	 Business Model Design	 HMI Design / Industrial Apps	 User Guides, Manuals & Videos
 New Business & Service Creation	 Information Architecture	 UX-Testing	 Content-Design & Inventory
 Innovation Culture Architecture	 Rapid Prototyping	 User Journey Mapping	+ insert challenge
 Venture Creation & Building	 Minimal Viable Product	 Corporate Usability Guidelines	



CHILLI KNOW-HOW & INDUSTRY SUSTAINABILITY



↑
years

SIEMENS



SARTORIUS

ottobock.



TomTom
TELEMATICS

B|BRAUN



Deutsche
Telekom

Telefonica



GLS

Fraport



RHENUS
LOGISTICS

Lekkerland24





Sustainable & Remarkable Solutions

Solutions that still work in years to come and surprise
through their heartfelt perceptions

chilli mind Portfolio Matrix /// Human Centered Excellence

Q1

Q2

UX ARCHITECTURE

UIUX, HMI & Usability for
Complex Digital Systems



BRAND CONTEXT & SERVICE DESIGN

Communication & Formats,
Guidelines & Rollouts

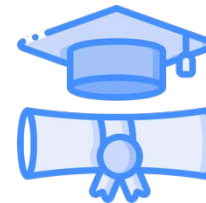
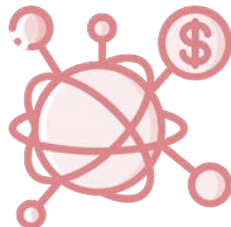
DIGITAL PRODUCTS & SERVICES

DIGITAL COMMUNICATION & CULTURE



DIGITAL GROWTH

New Business, Sales &
Service Innovation



TRAINING & NEW WORK

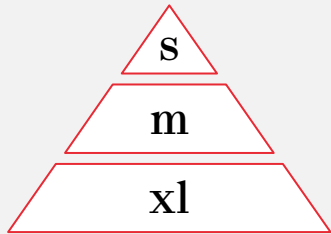
Cultural Change & eLearning,
Methods & Scale

Q3

Q4

There are 4 core principles

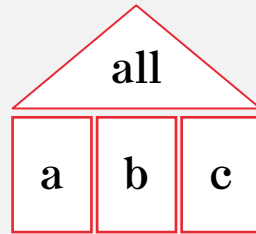
to guide the overall information architecture



S-M-XL Content

All content & features are structured likes a pyramid:

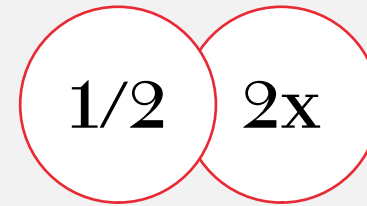
Core facts go to the top, more info go further down. Service-/Product-Details go at the very and or separate files.



Personalization

Offered services needs to catered to different groups.

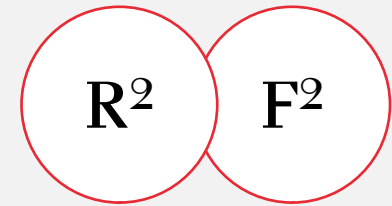
Whereas some infos are important for all, many are just relevant to colleagues working in specific areas.



Reading Time

Reading & pereception times are the core aspects to validate overall service scopes measurable.

The quantity of content needs to fit a reasonable % of work / sales /com time.



Prioritization

Prioritization follows to guiding parameters: relevancy and frequency.

Highly important and highly common use cases are moved to the front.



You have to start with the
customer experience and work
backwards to the technology.

Steve Jobs





X

**RELEVANCE:
UX² APPROACH**



UX

what wikipedia and people say
**how a user interacts with and
experiences a product,
system or service**



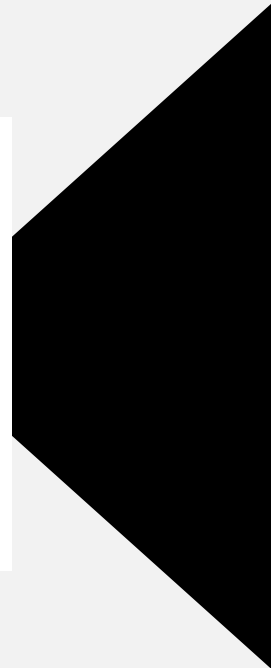
UX²

what we at chilli mind say
**how a company makes or
saves lots of money with
productivity optimized design**

We are Business Value Architects to empower corporate productivity



**UX²
ARCHITECTS**



We are experts in building solutions...

...for **growing companies** & global scaling.

...to empower a **productivity culture**
& improve employee happiness.

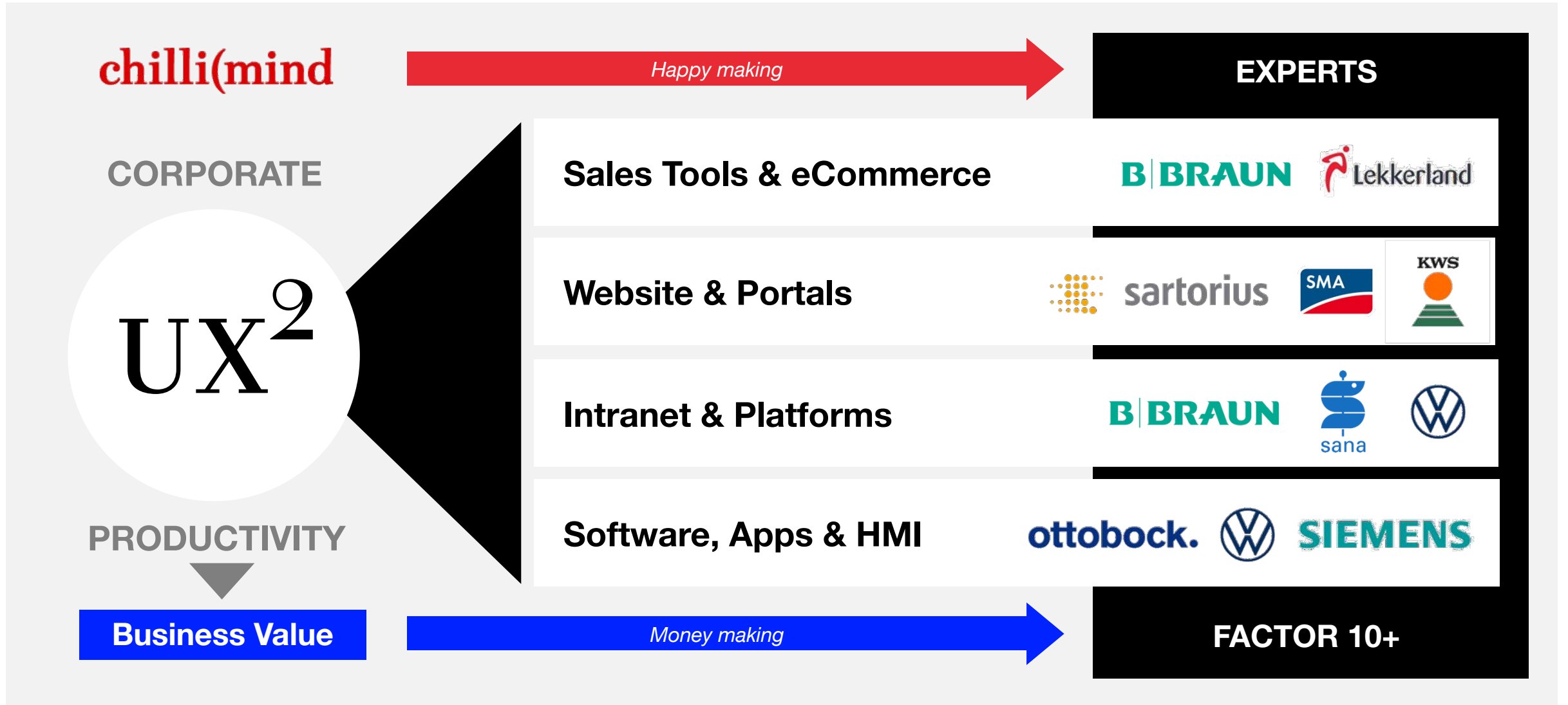
... that save money (F10+) based on
usability & user experience.

...that create sustainable **business value.**

UX² = holistic view – productivity is beyond standard ux & usability optimization.

Corporate Productivity

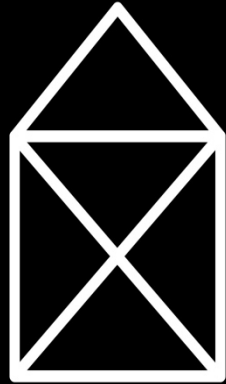
UX²-Approach for market leading companies



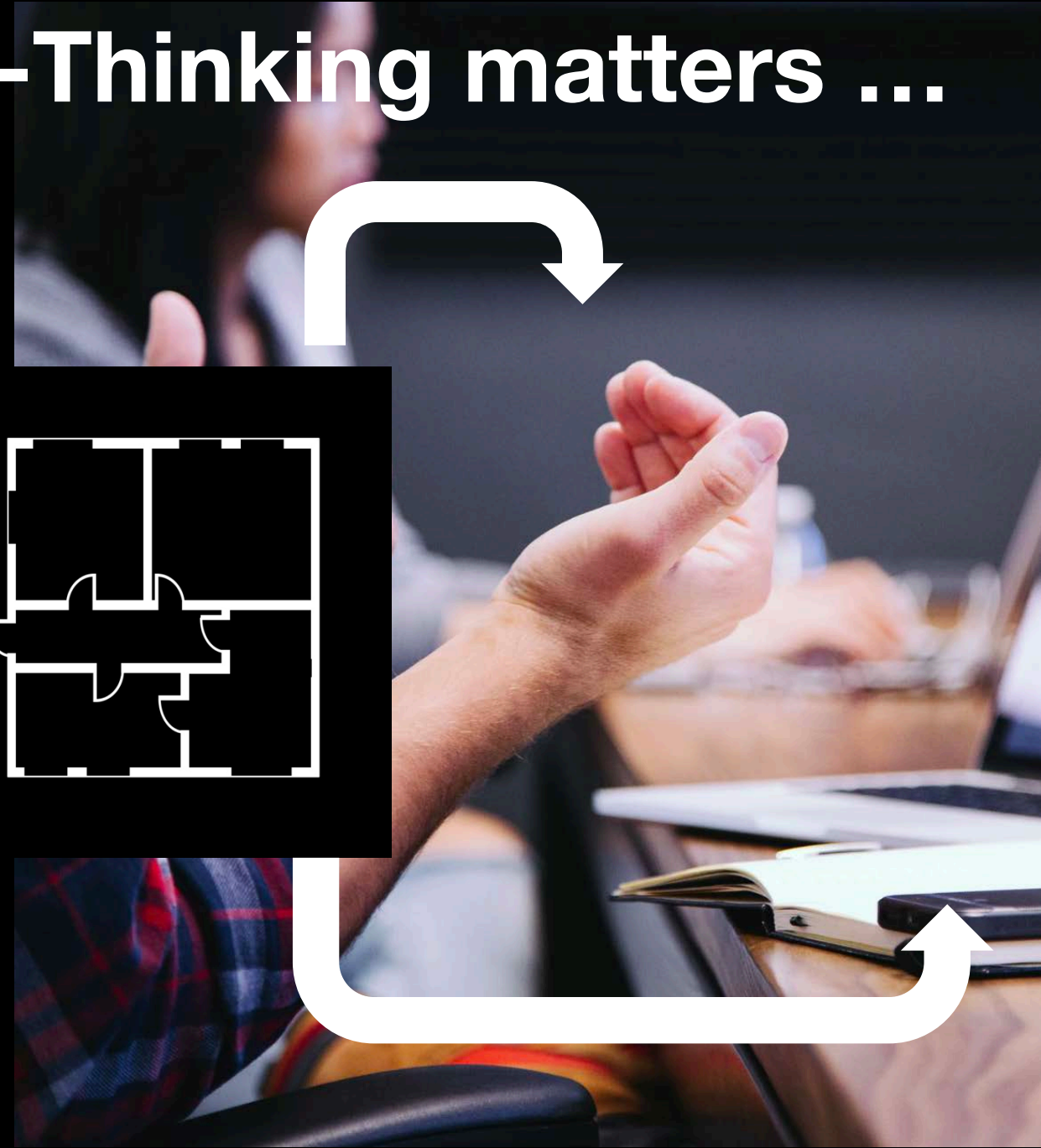
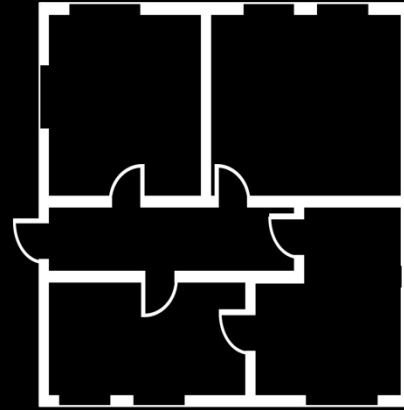
Why UX-Architecture-Thinking matters ...



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Your trust will be awarded:



GERMAN
DESIGN
AWARD
NOMINEE
2016



MULTIPLE SHOTS



MULTIPLE SHOTS



MULTIPLE SHOTS

UX
DESIGN
AWARDS



reddot award 2014
winner



THX

THINK CHILLI &
MAKE IT HAPPEN



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