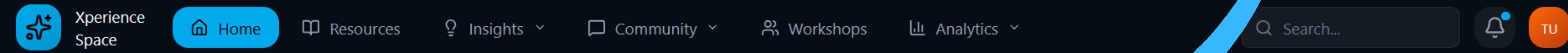
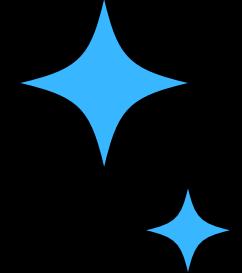




XPERIENCE TWIN²

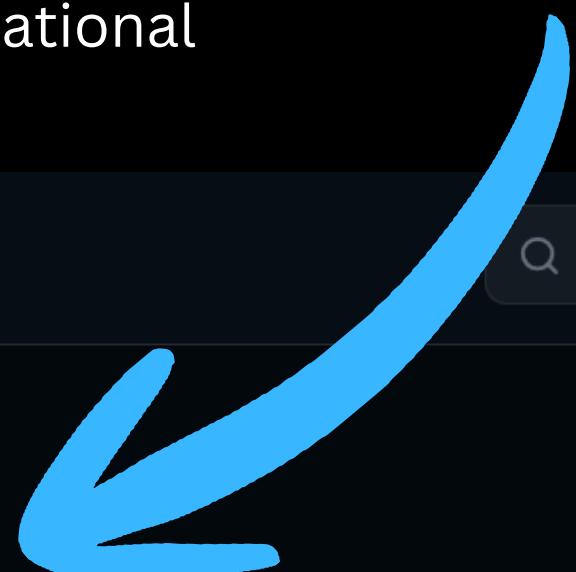
Belma Elezović - 5/DM7, Noujin Kleij - 5/DM7, Angelina Demjanenko - 7/DC7

Belinda Self - International, Faraja Umutoni - International



Welcome back, Test User

All Access • Your personalized dashboard



Customize

What's New?

Last 7 days

New Article: Mercedes EV Charging Best Practices

2 days ago

Updated: Wallbox Installation touchpoint

3 days ago

Updated: Tech Timothy persona profile

5 days ago

Last Session



Reviewed: Wallbox Installation

2 hours ago

Join a Workshop

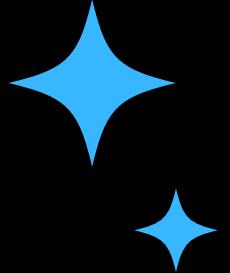
Enter a workshop code to provide feedback or review content

e.g., WSWS-2403-J78ZM0





Redesigning the Mercedes-Benz Charging Experience Space

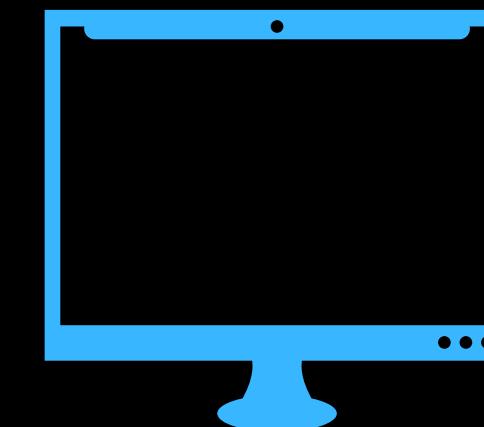
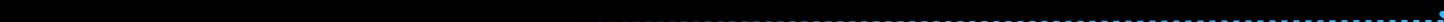


PROBLEM:

- Physical walk-in showroom no longer available
- Can't be recreated in the new office due to limited space
- Existing digital tools are perceived as fragmented
- Low engagement and desire for a more engaging, modern platform

OUR APPROACH:

1. Visited the existing showroom
2. First ideas + paper prototyping
3. Interviews with employees
4. Creating *Figma Make* prototype
5. Usability testing
6. Refining prototype





Solution: our Xperience Twin App

Transforms the former showroom into a central, interactive, and scalable digital experience, enabling employees to explore customer journeys, touchpoints, personas, and workshops in one place.

A mobile screenshot of the Xperience Space app. The top navigation bar includes 'Home', 'Resources', 'Insights', 'Community', and a search bar. The main content area is titled 'Discussions' with the sub-instruction 'Ask questions, share knowledge, and connect with the community'. It shows three recent posts: 1. 'How to create effective workshop personas?' by Sarah Chen, posted 2 hours ago, with 12 likes and 5 comments. 2. 'Best practices for organizing research data?' by Michael Berg, posted 5 hours ago, with 24 likes and 8 comments. 3. 'Group workshop collaboration tips?' by Lisa Wang, posted 1 day ago, with 8 likes and 3 comments. Each post includes a 'Workshops' tag and a 'Best Practices' tag.

m034

A desktop screenshot of the Xperience Space app. The top navigation bar includes 'Home', 'Resources', 'Insights', 'Community', and a search bar. The main content area is titled 'Resources' with the sub-instruction 'Explore content library and external tools'. It features a 'Trending' section with three items: 'Mobile Design Patterns' (3,421 views), 'Wireframing Best Practices' (2,567 views), and 'Complete UX Research Guide' (2,145 views). Below this is a 'Mercedes Tools' section with several cards: 'Design System Hub' (Access Mercedes-Benz design tokens, components, and guidelines), 'Brand Assets' (Official logos, images, and brand materials), 'Testing Lab' (User testing and feedback collection platform), 'Analytics Dashboard' (Real-time insights and metrics for your projects), 'Collaboration Suite' (Team workspace and project management tools), and 'Documentation' (Technical documentation and API references). At the bottom is a 'Content Library' with a search bar and a table header: 'Title', 'Type', 'Category', 'Author', 'Stats', 'Star'.

- Complex customer experience information made clear, engaging & useful for everyday work
- Role-based access, intuitive navigation, structured content
- Flexible app that supports collaboration and informed decision-making: anytime, anywhere

TS

