



XPERIENCE TWIN₂

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

Belinda Self - International, Faraja Umutoni - International



Xperience
Space

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Welcome back, Test User


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
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

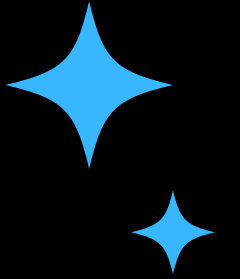
Enter a workshop code to provide feedback or review content

e.g., WSW-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

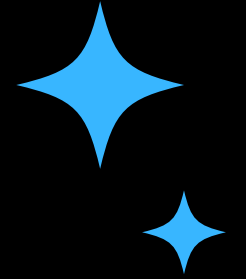
OUR APPROACH:

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

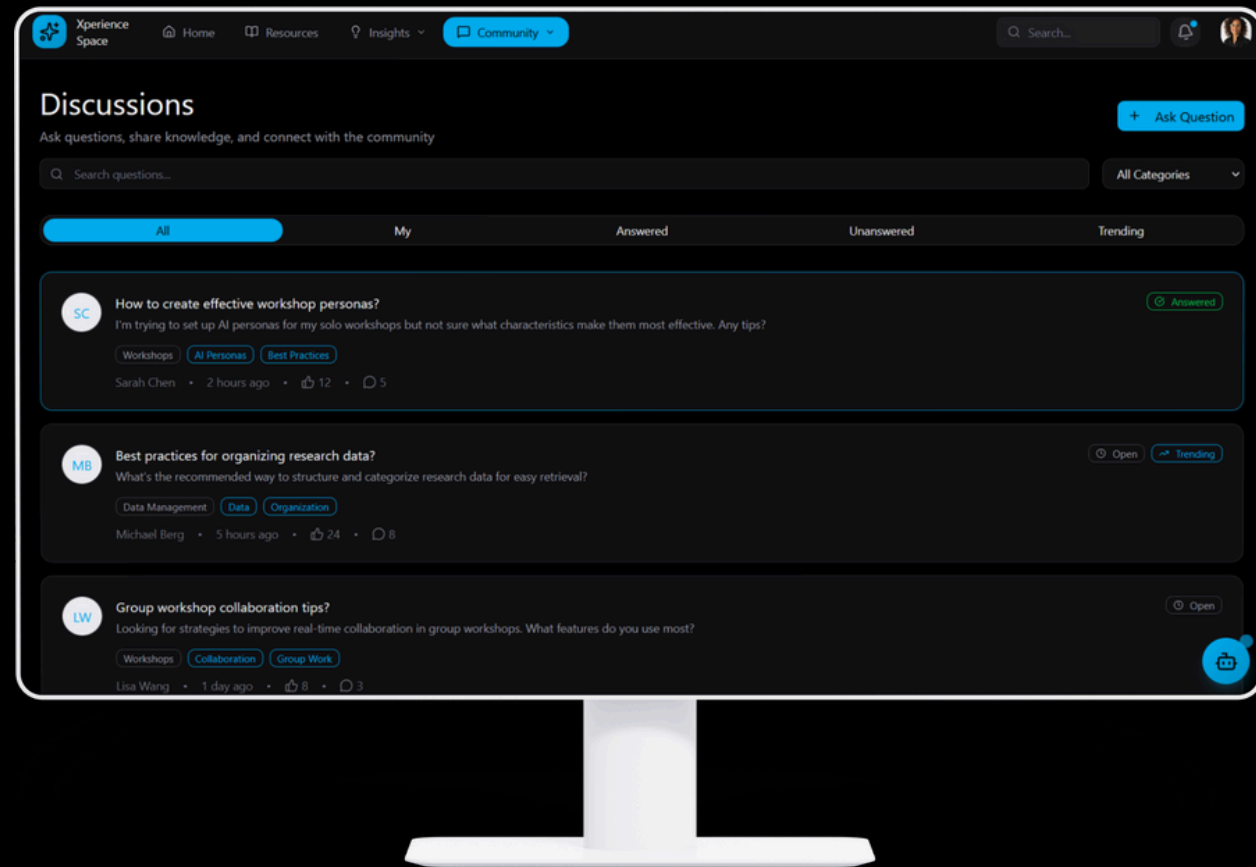




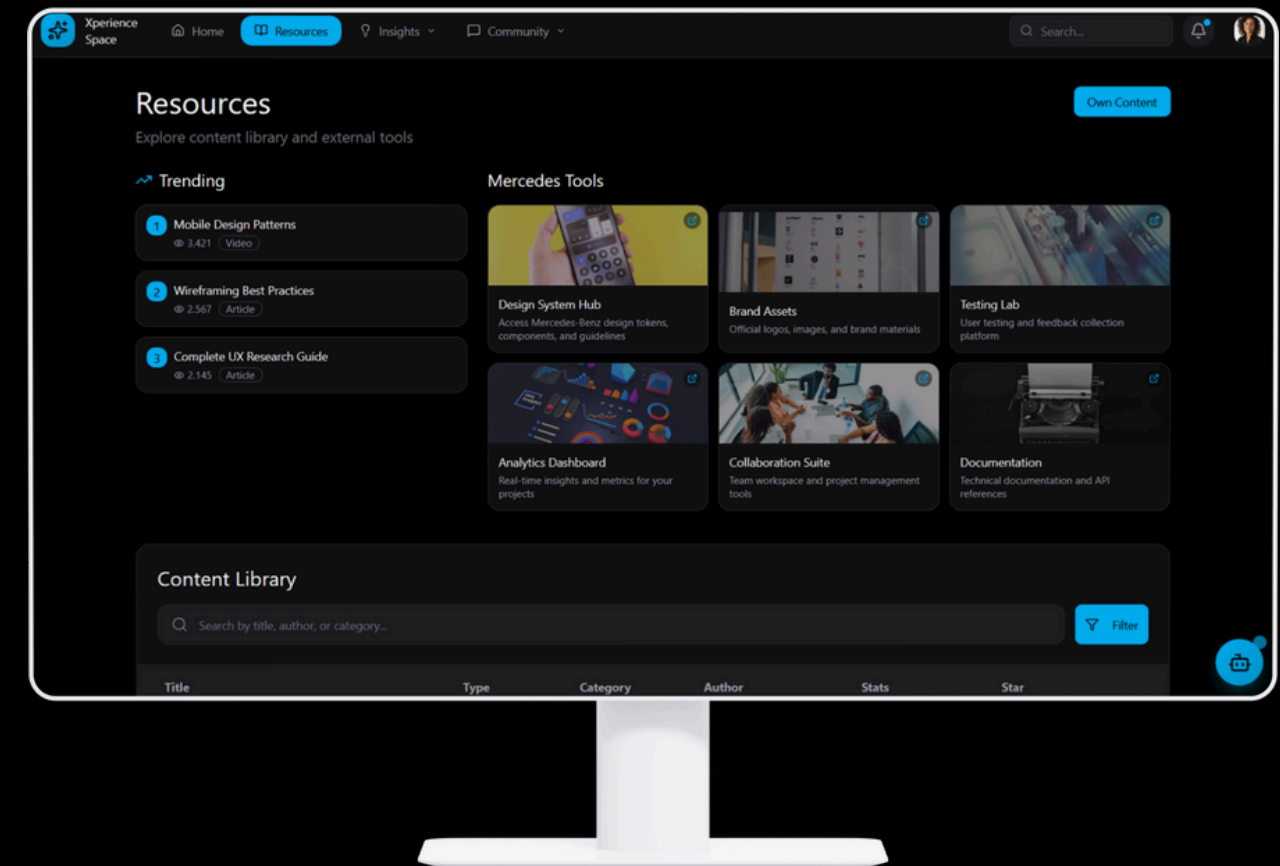
Solution: our Xperience Twin App



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.



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- 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

