

Hello!



PLAYLIST

## Somewhat danceable tracks that people would describe as lounge music

Lisa Apers · 4 likes · 87 songs, 9 hr 24 min



PLAYLIST

## Get fit they said, it will be fun they said

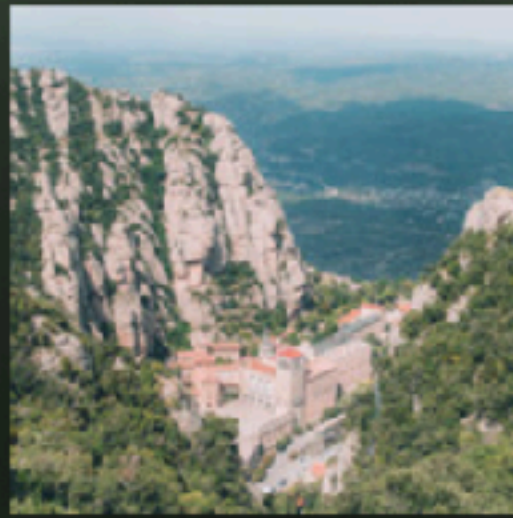
Lisa Apers · 35 songs, 3 hr 30 min



PLAYLIST

## Maybe I'm not too sensitive, maybe you are just a little

Lisa Apers · 1



PLAYLIST

## Sometimes I like to pretend that I'm in Spain and can actually play guitar

Lisa Apers · 15 songs, 1 hr 26 min

## ...and I want to buy a convertible

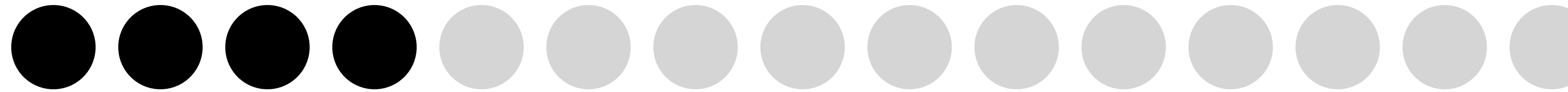
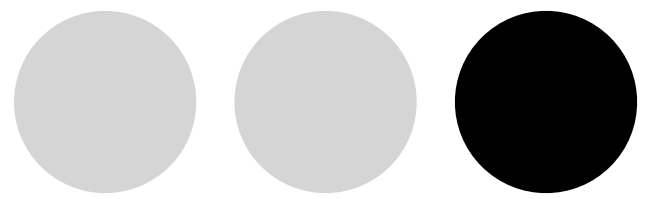
38 songs, 3 hr 18 min

**UNDO:**





How to not let a fast paced, growth driven agile environment kill your creativity



Design

Engineering

Jeremy Bearimy







Din nye  
forsikring

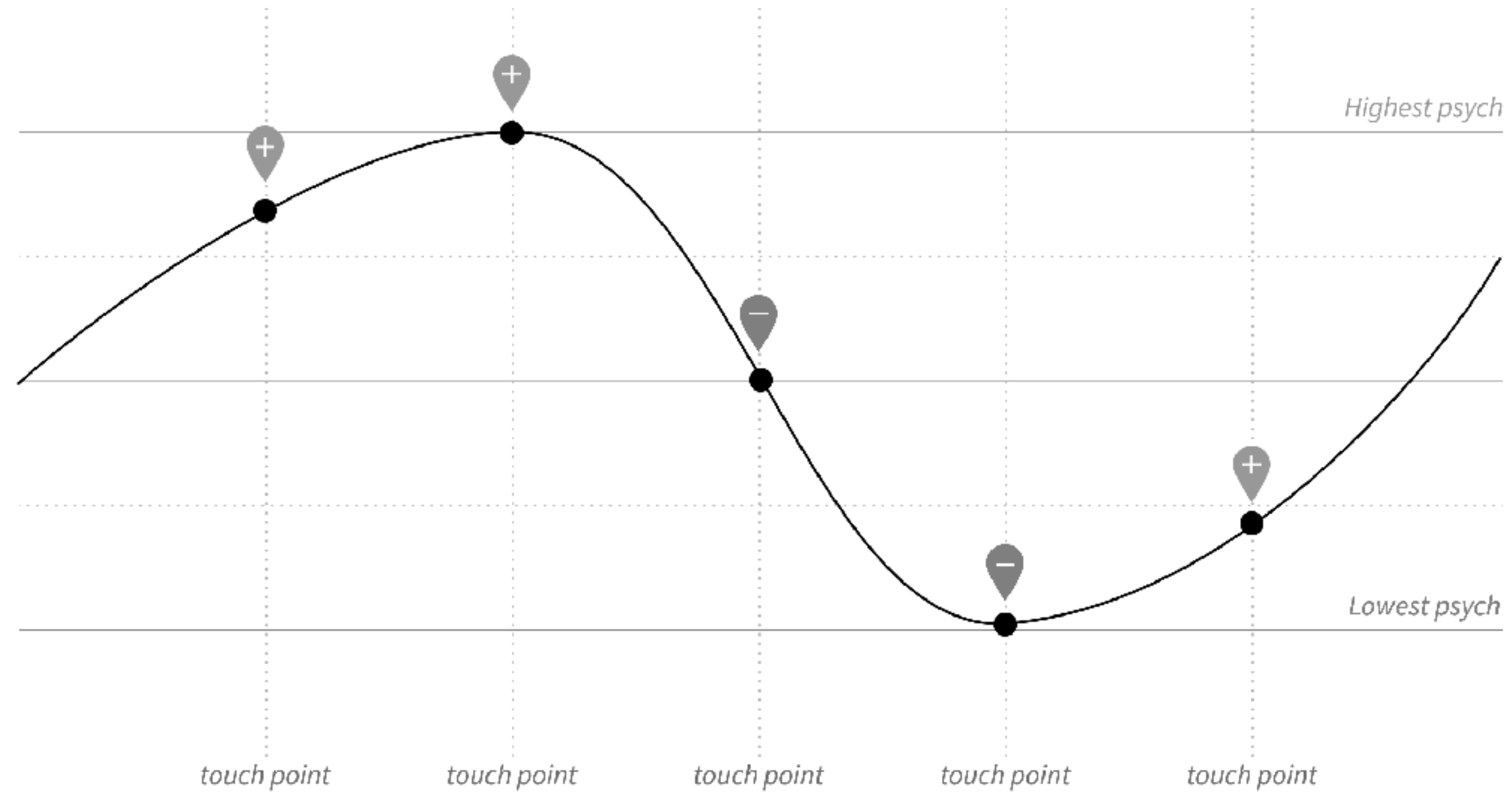


119 kr  
/md

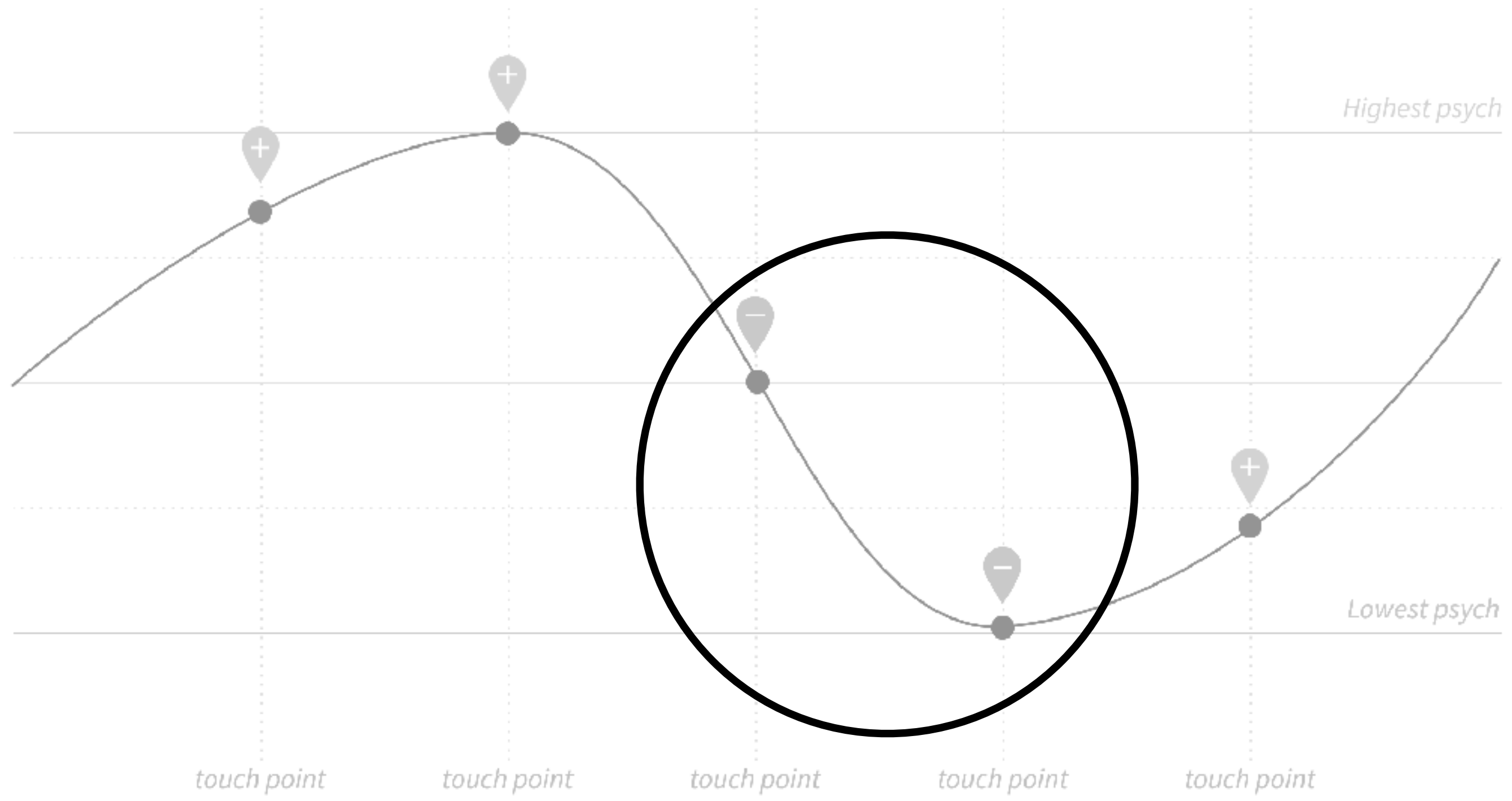
Næste betaling d. 1 september: 49 kr >

) : )

Psych, the unit of measure for motivation to complete an action.











UX research

Kick off

Flowchart

DC

OOUX model

DC

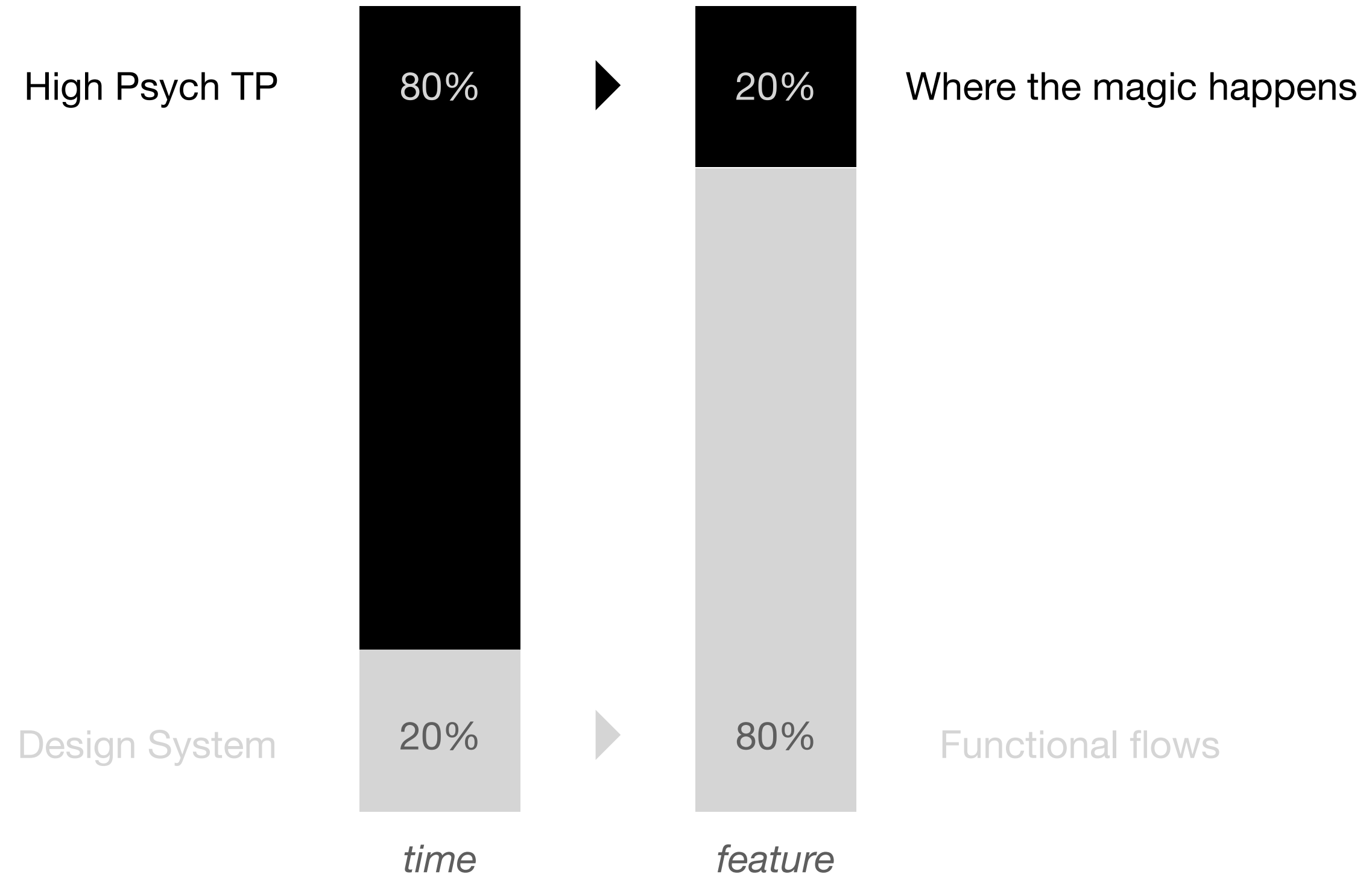
Wirefram

**Psych Assessment**

I design

DC

Motion design







W

A

H

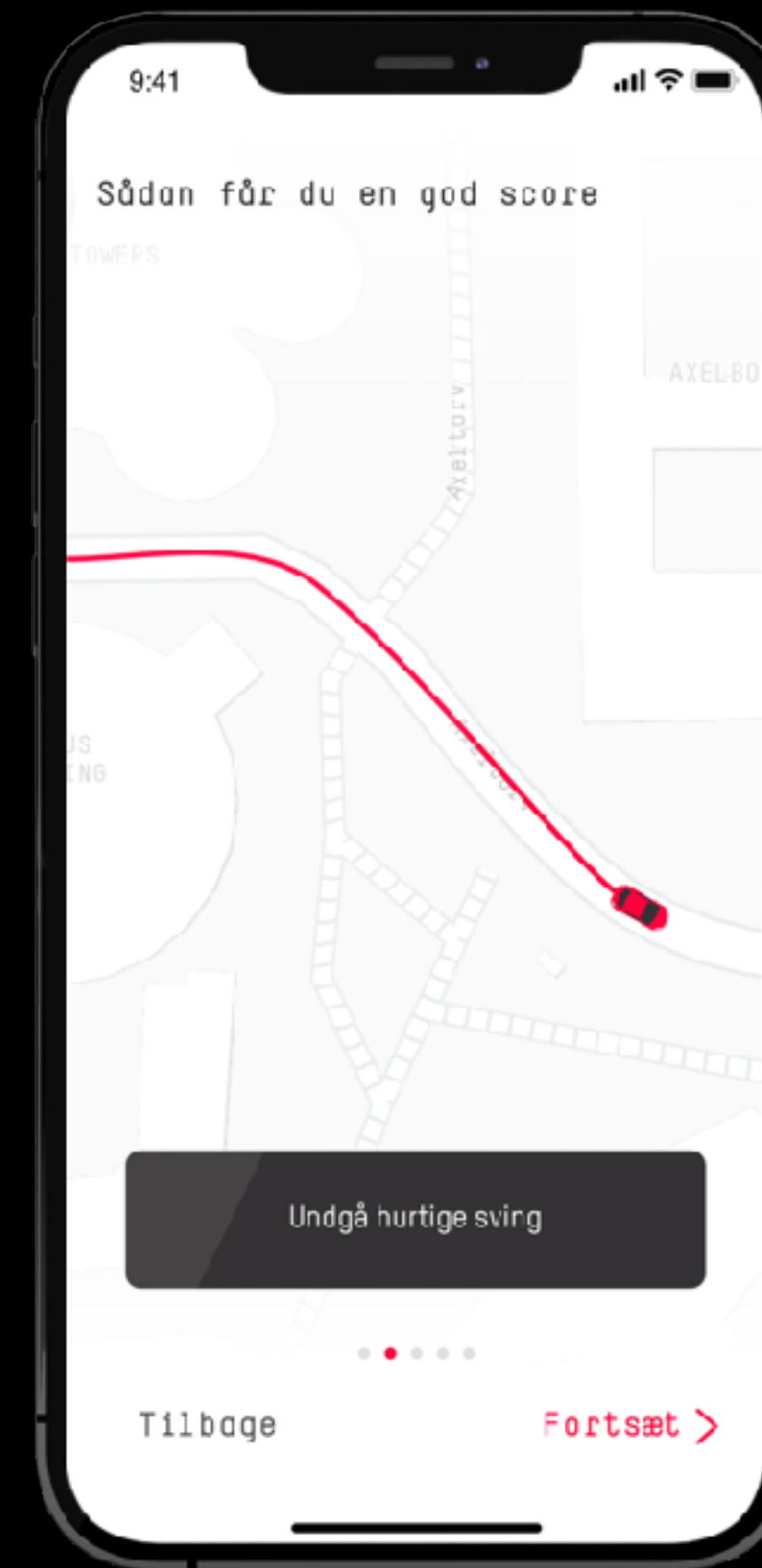
T

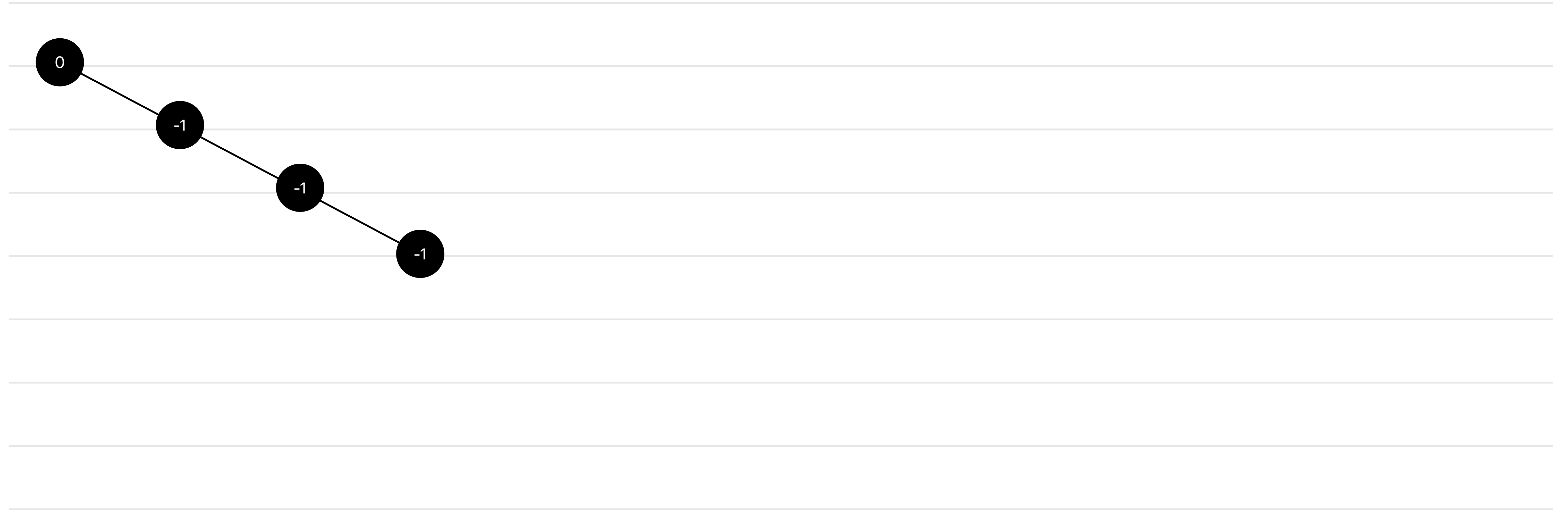
?



**UNDO:**

**KØR**

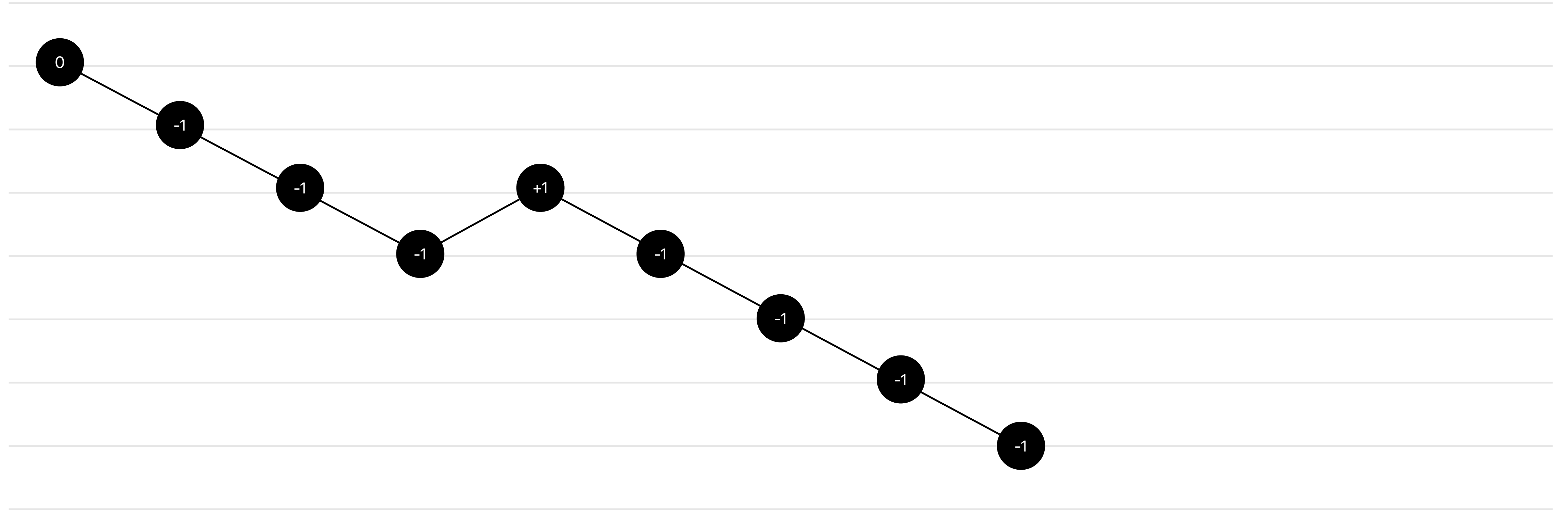




Log in	Q1	Q2	Q3	break	Q4	Q5	Q6	Q7	Outro	Explainer	Perm.	Testdrive
--------	----	----	----	-------	----	----	----	----	-------	-----------	-------	-----------

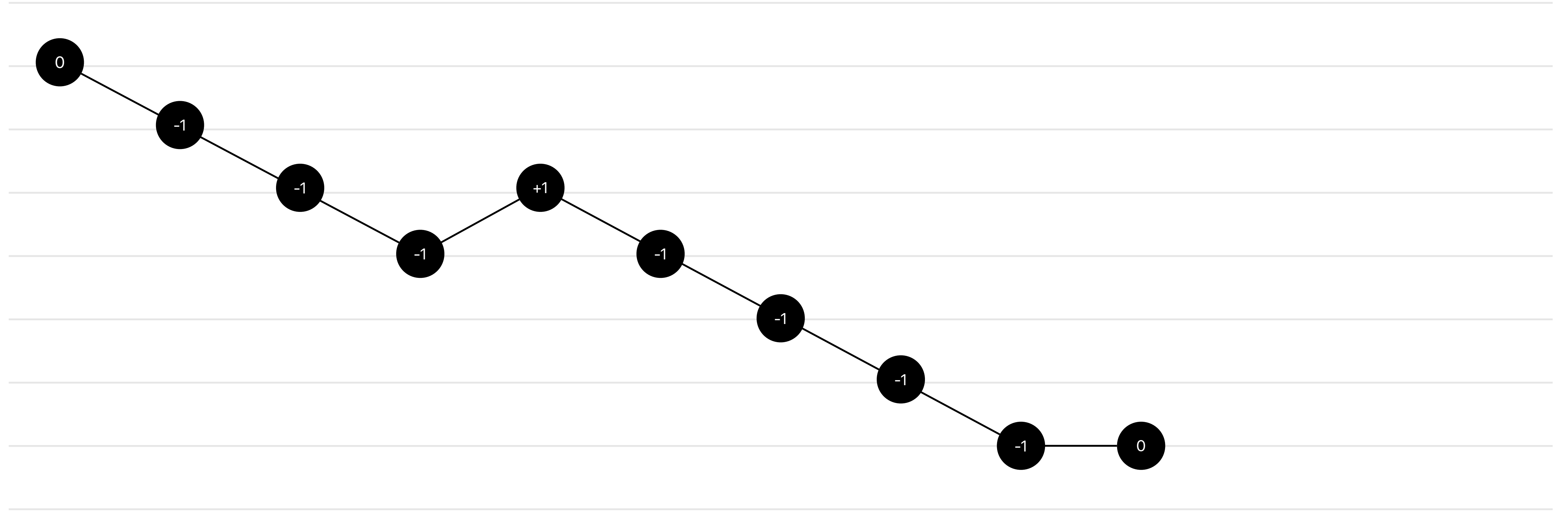


Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive

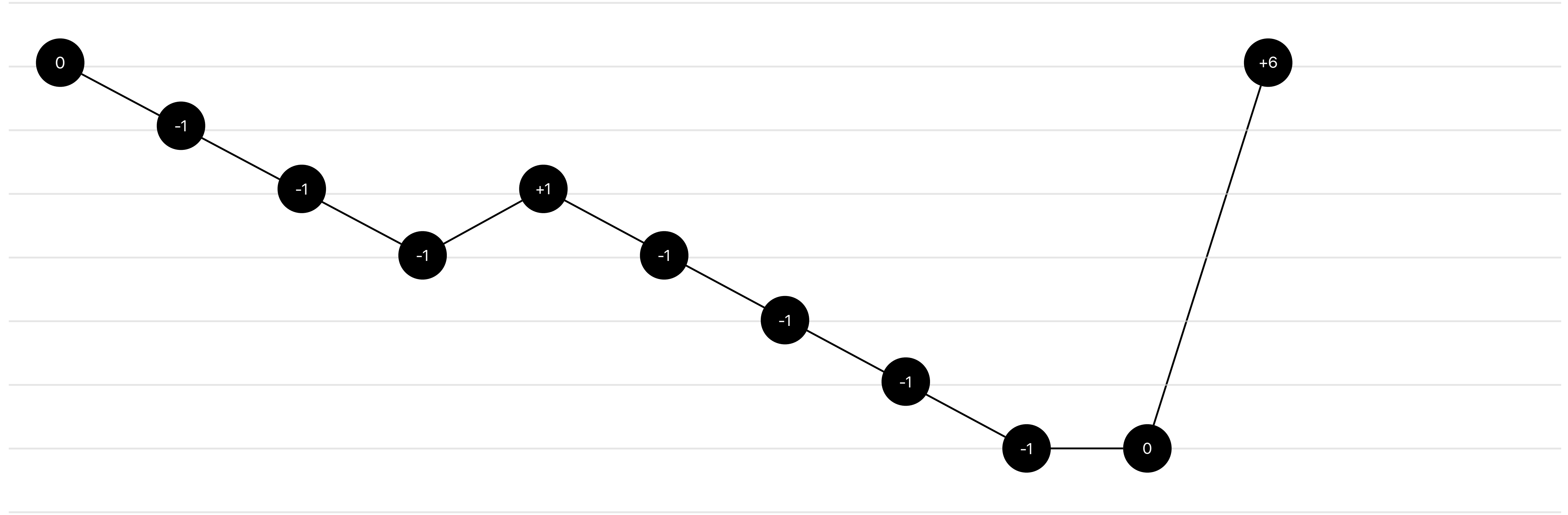


Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive

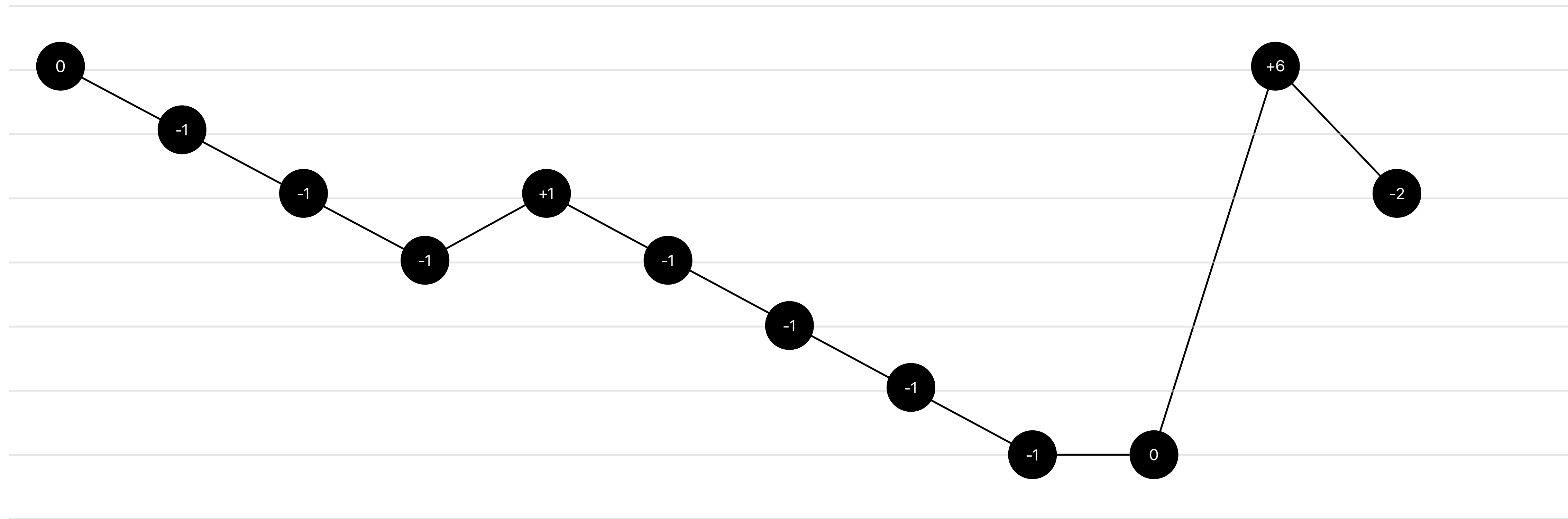




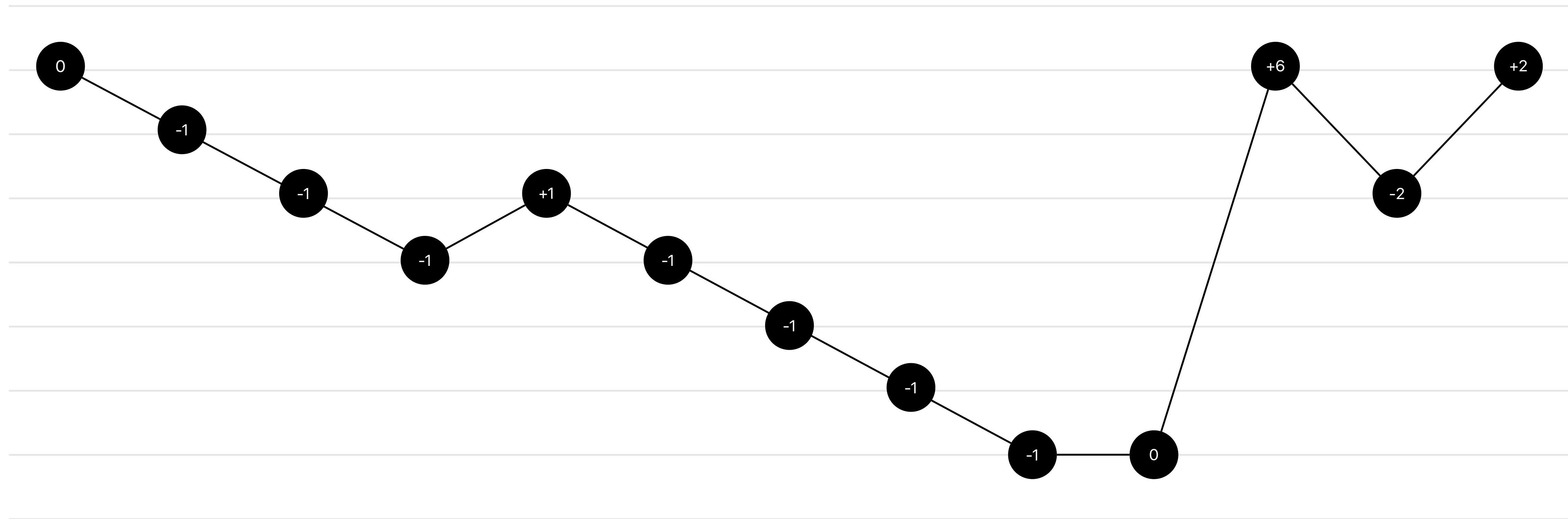
Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive



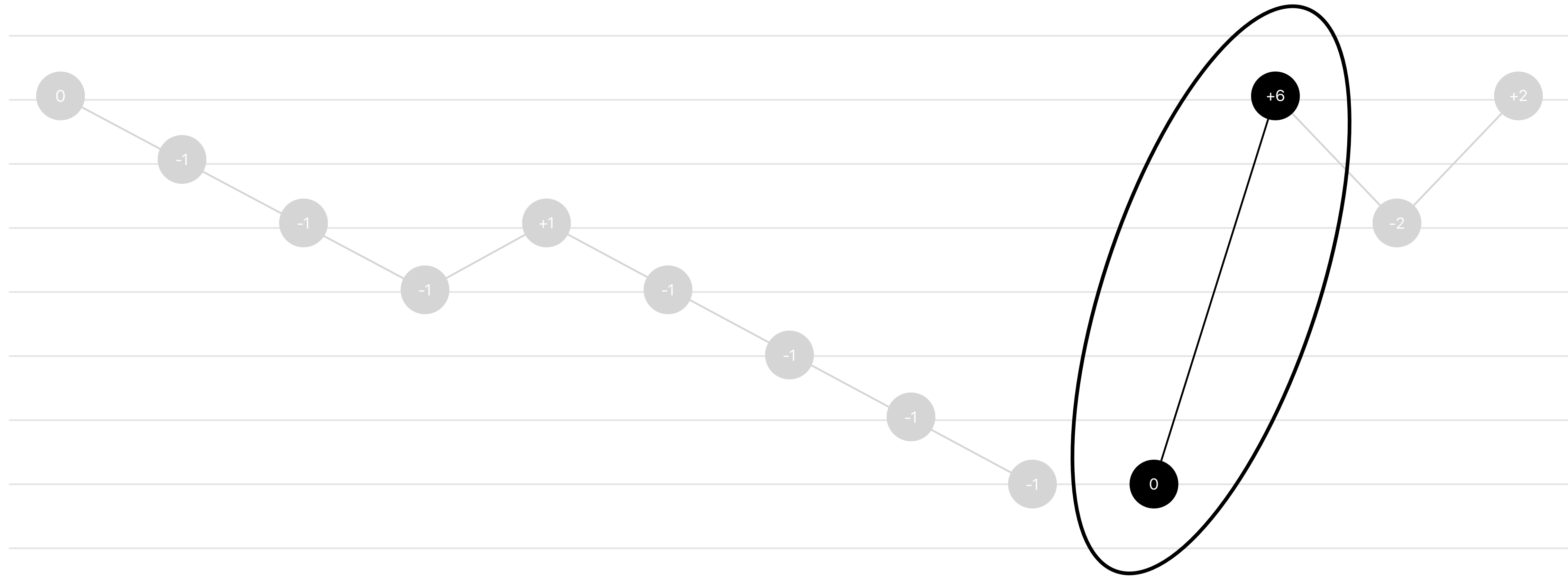
Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive



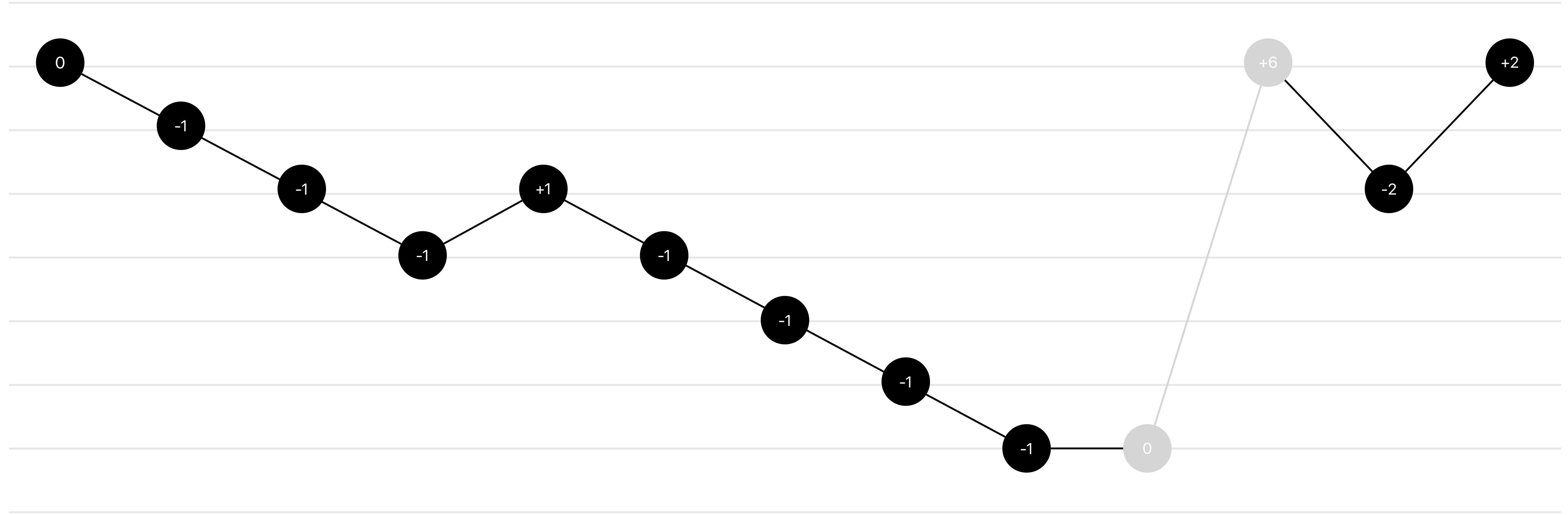
Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive



Log in   Q1   Q2   Q3   break   Q4   Q5   Q6   Q7   Outro   Explainer   Perm.   Testdrive



Log in	Q1	Q2	Q3	break	Q4	Q5	Q6	Q7	Outro	Explainer	Perm.	Testdrive
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DESIGN SYSTEM

DESIGN SYSTEM

20.49



Hvor mange år har du haft egen bil?

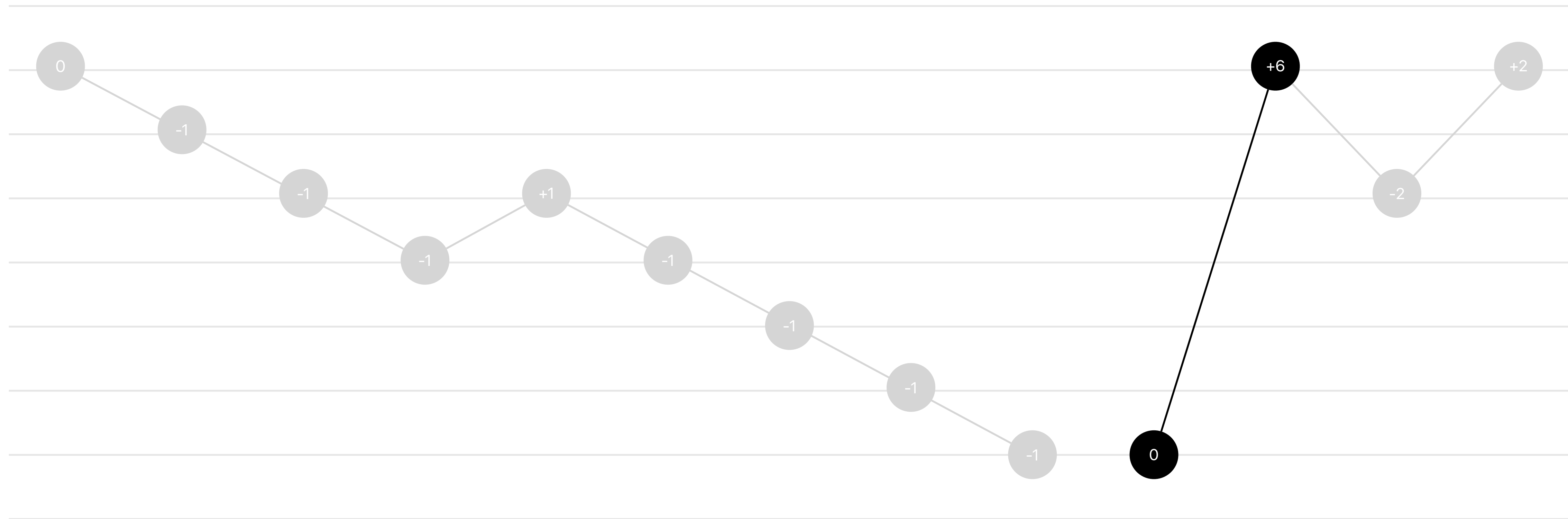
Leasing inkluderet

0

1

Fortsæt





Log in	Q1	Q2	Q3	break	Q4	Q5	Q6	Q7	<b>Outro</b>	<b>Explainer</b>	Perm.	Testdrive
--------	----	----	----	-------	----	----	----	----	--------------	------------------	-------	-----------

CREATIVE EXPLORATION



9:41



Velkommen til dit  
test drive 🚗💨

Sådan får du en god  
score 100

- Undgå at køre for stærkt
- Undgå hurtige sving
- Undgå overdreven acceleration
- Undgå hårde opbremsninger
- Undgå ufokuseret kørsel

Fortset

20.50



Velkommen til dit test  
drive 🚗🌪️

Dit test drive tager 1-3 uger, alt efter hvor meget, du  
kører - du skal blot medbringe din telefon. Det er helt  
uforpligtende.

Efter dit test drive får du din pris, og du kan vælge  
dine dækninger.

Du får en score baseret på din kørsel.  
Jo højere score, desto lavere pris.

Fortset

20.50



Velkommen til dit test  
drive 🚗💨

Dit test drive tager 1-3 uger, alt efter hvor meget, du  
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uforpligtende.

Efter dit test drive får du din pris, og du kan vælge  
dine dækninger.

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Jo højere score, desto lavere pris.

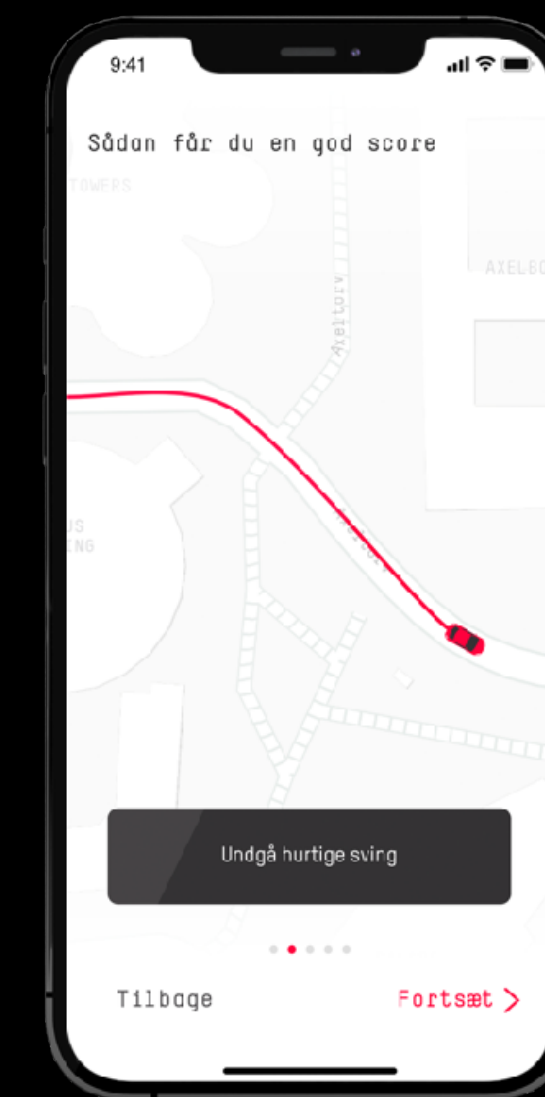
Fortsæt

80% of the feature

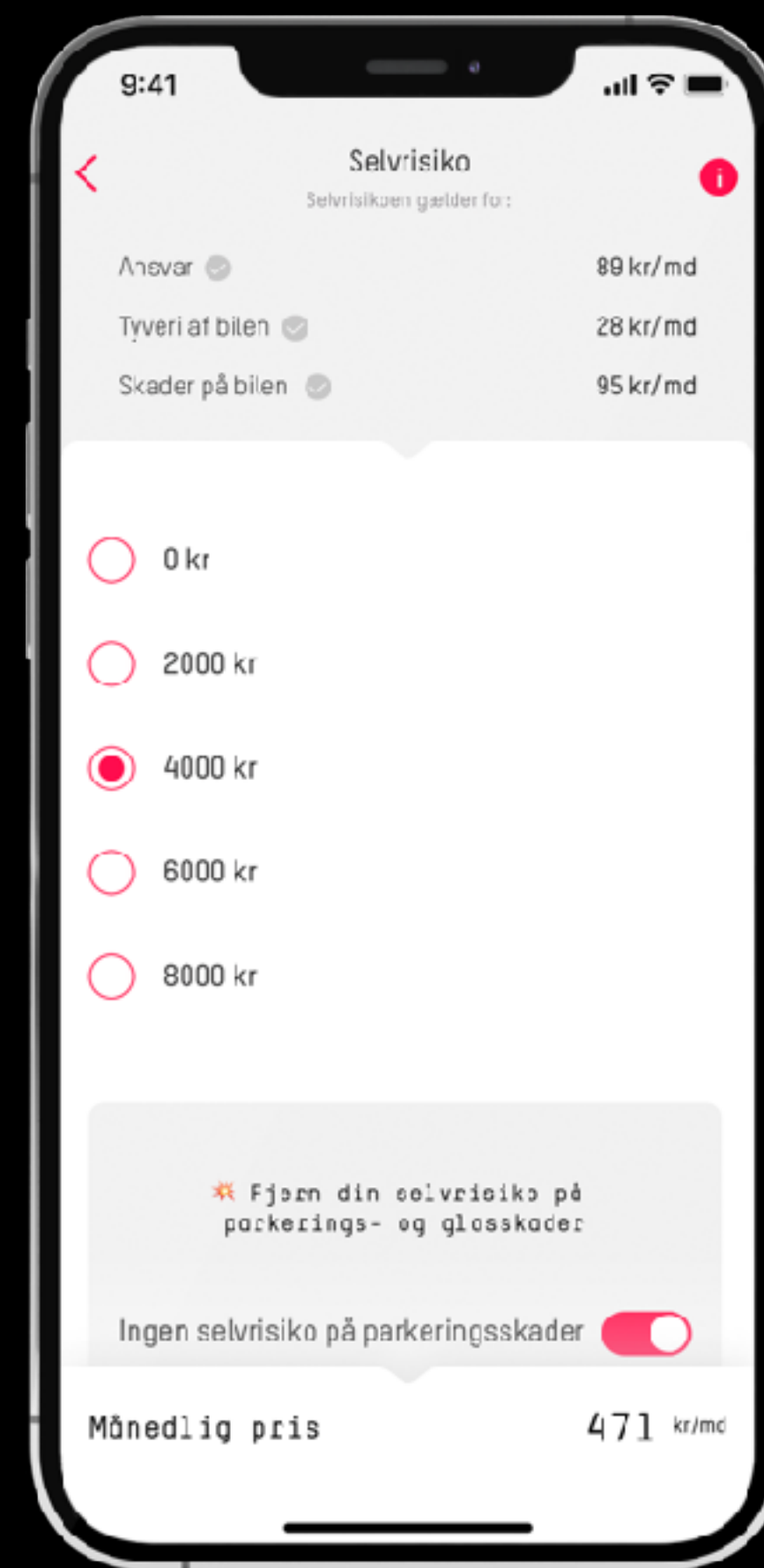
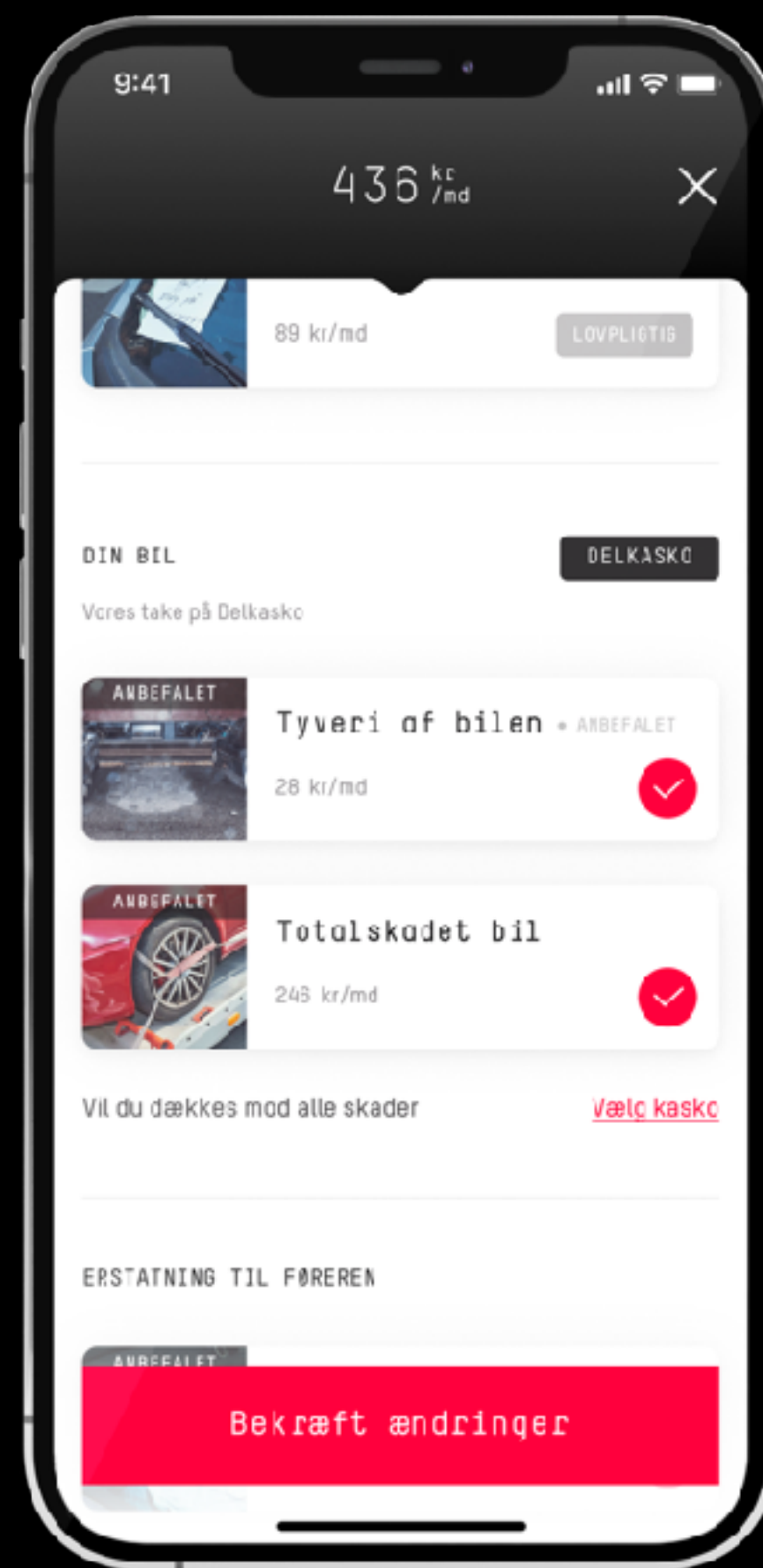
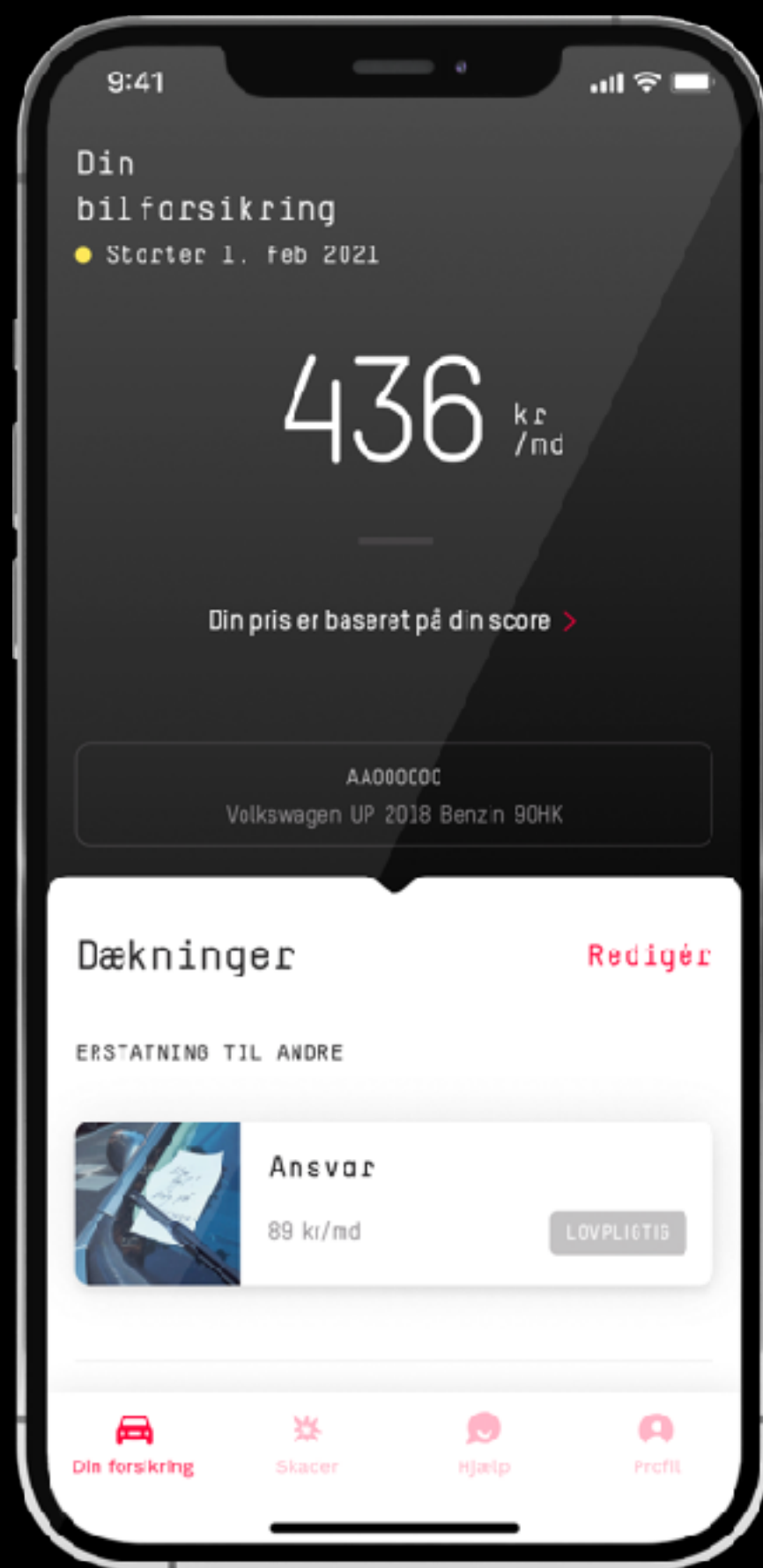


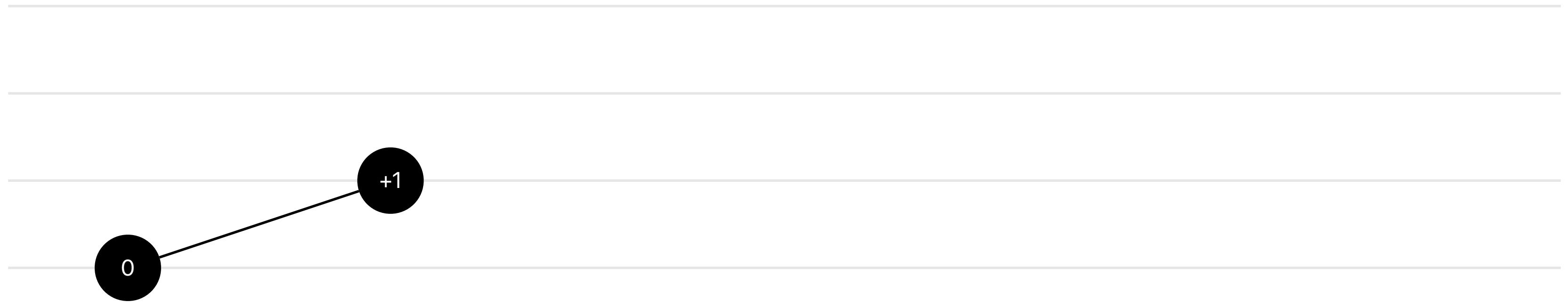
20% of the time

20% of the feature

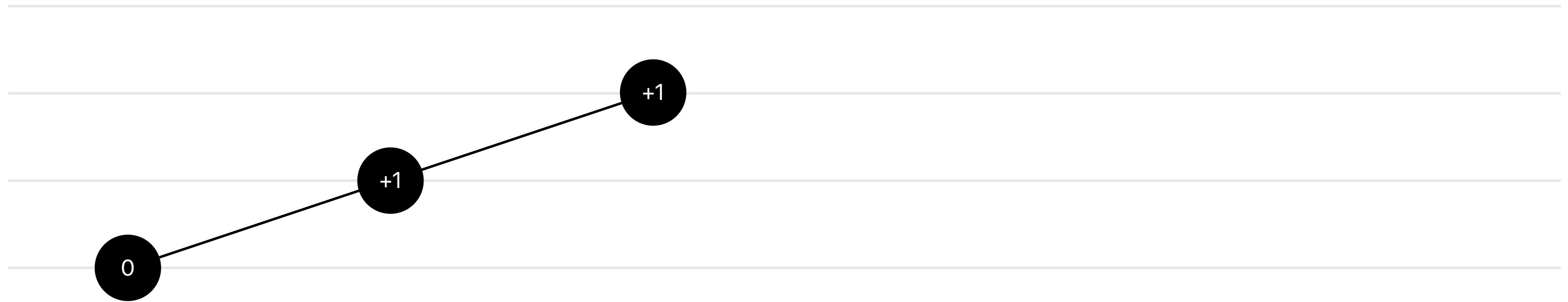


80% of the time

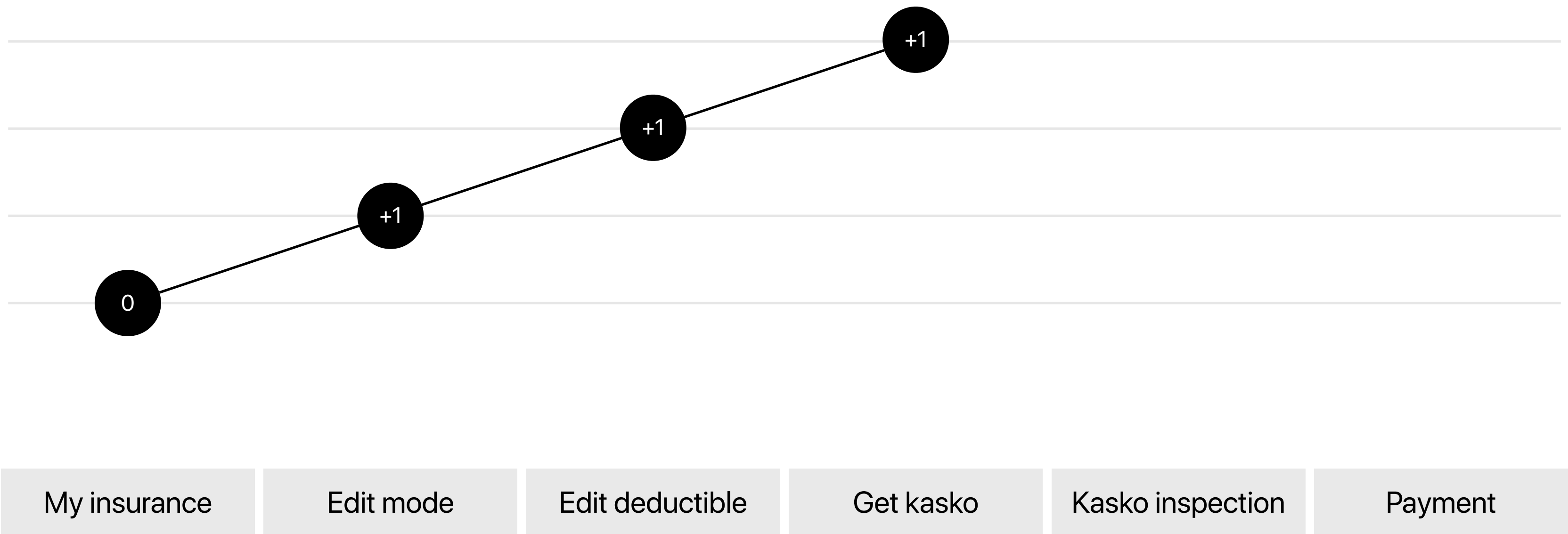




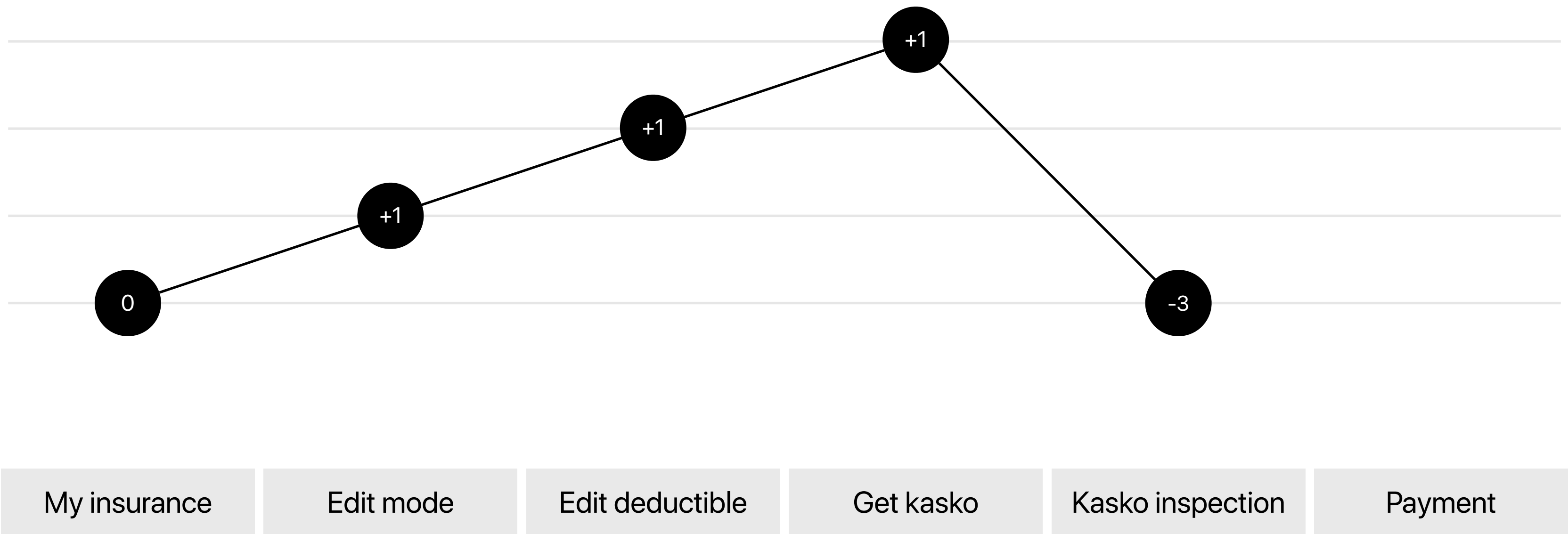
- My insurance
- Edit mode
- Edit deductible
- Get kasko
- Kasko inspection
- Payment

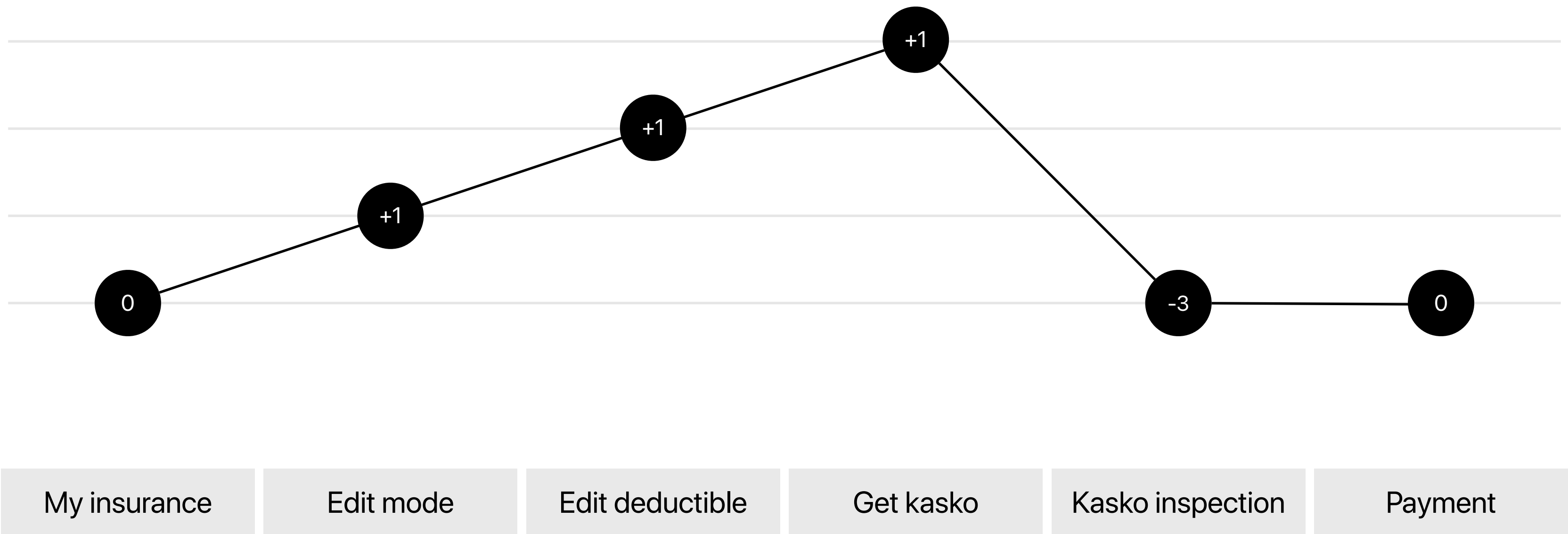


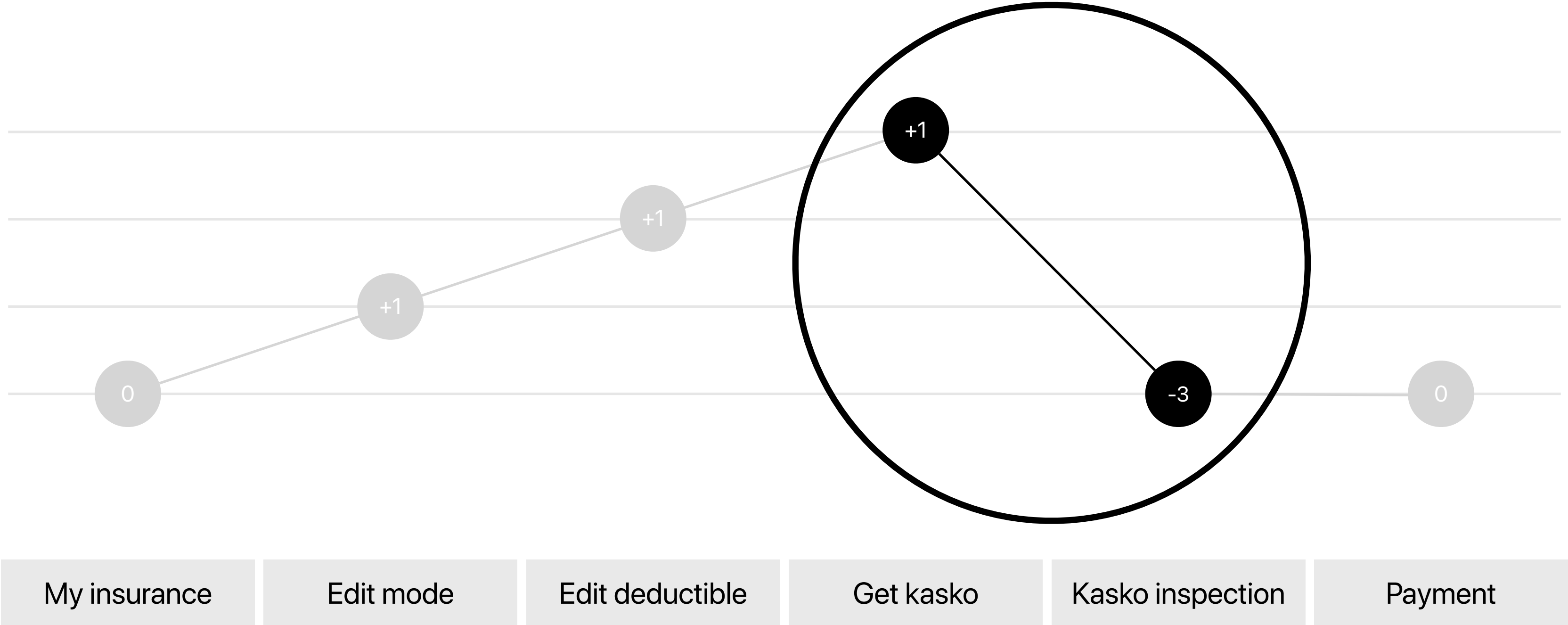
- My insurance
- Edit mode
- Edit deductible
- Get kasko
- Kasko inspection
- Payment

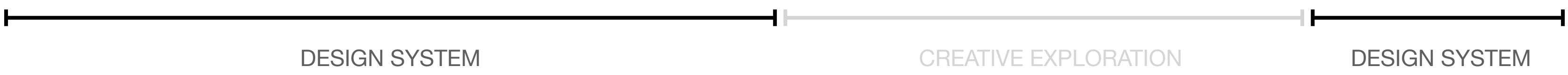
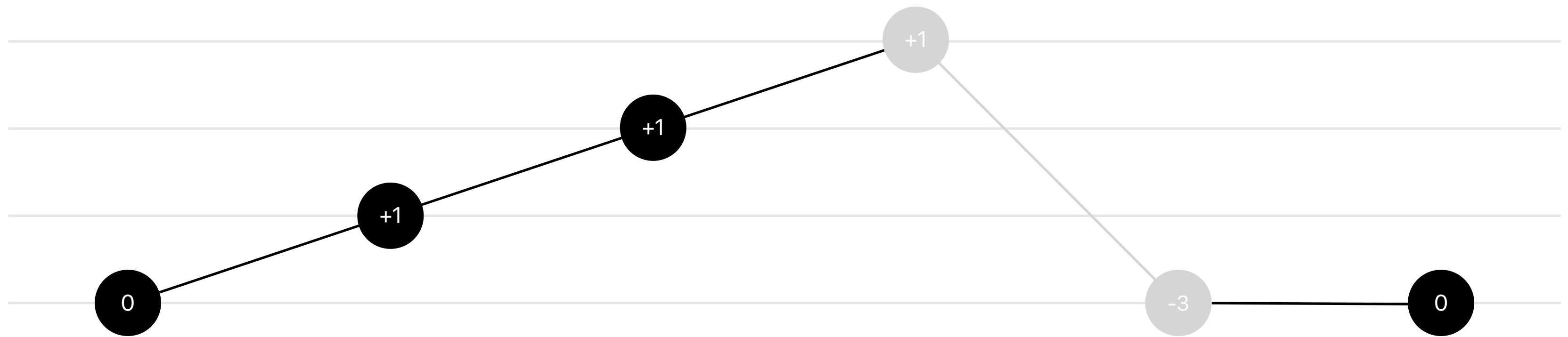


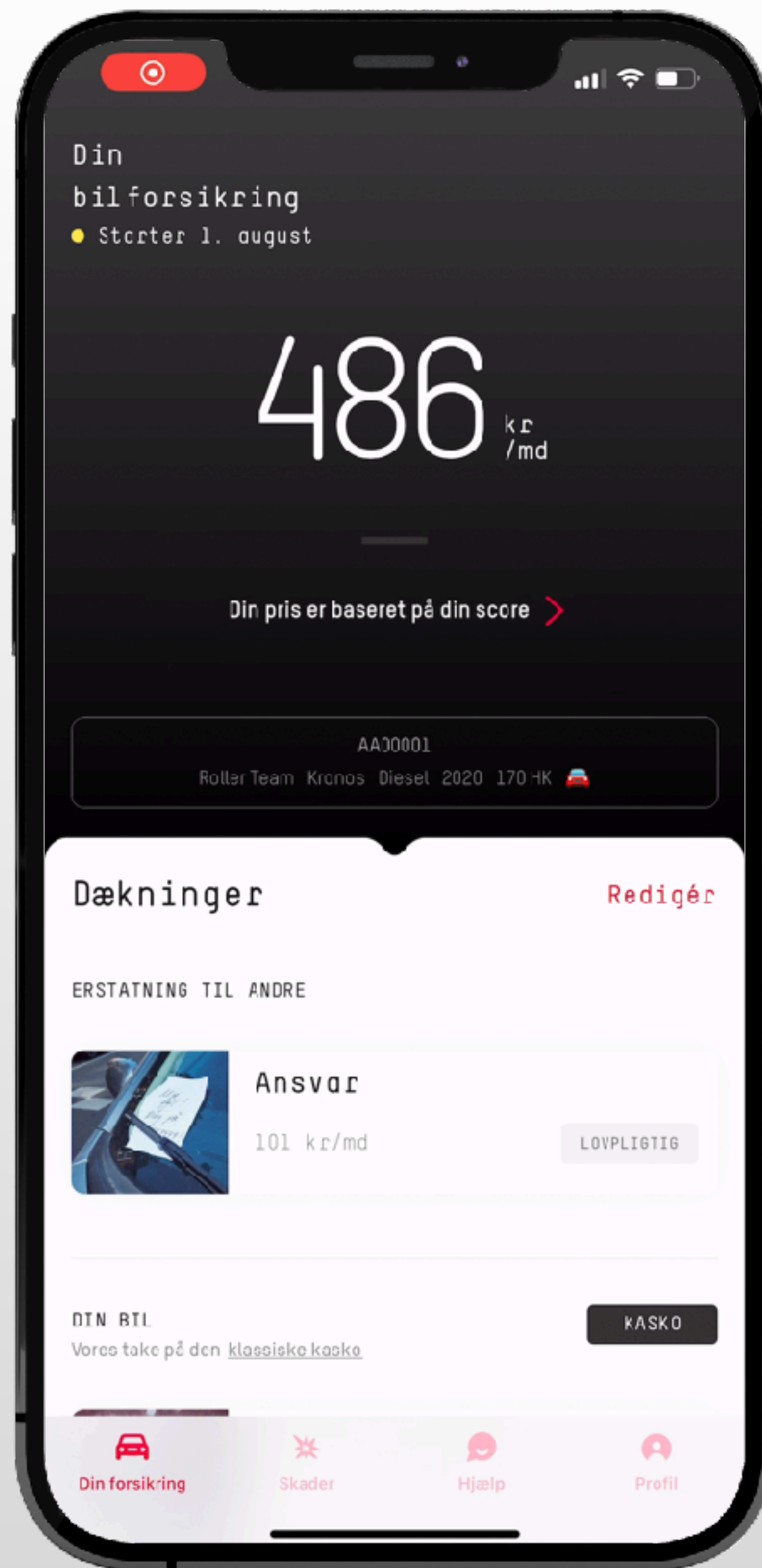












Din  
bilforsikring  
● Startet 1. august

486 kr/md

Din pris er baseret på din score >

AA30001

Roller Team Kronos Diesel 2020 170 HK 🚗

## Dækninger

Redigér

ERSTATNING TIL ANDRE



### Ansvar

101 kr/md

LOVPLIGTIG

DTN BTL

Vores take på den [klassiske kasko](#)

KASKO



Din forsikring



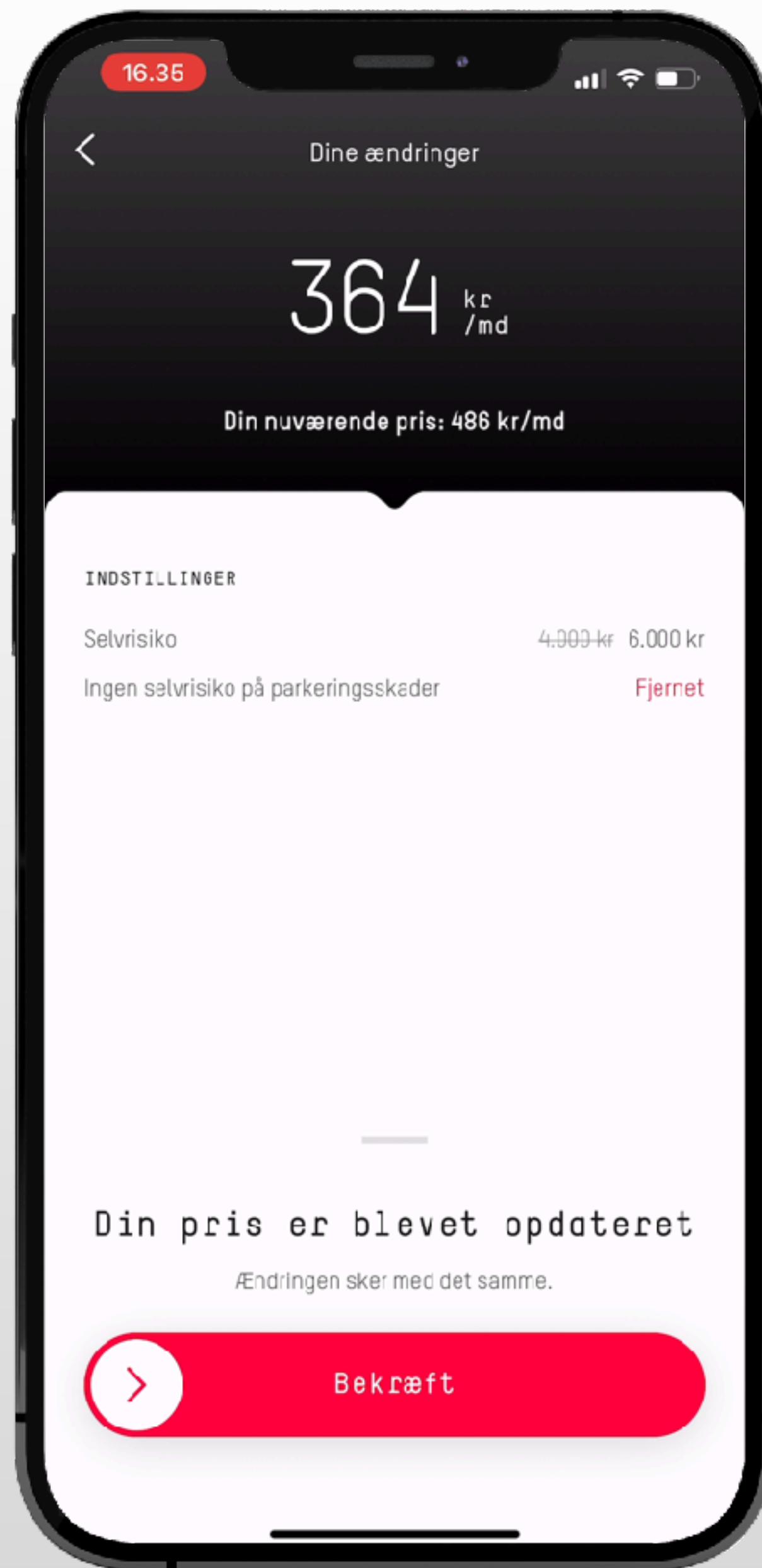
Skader

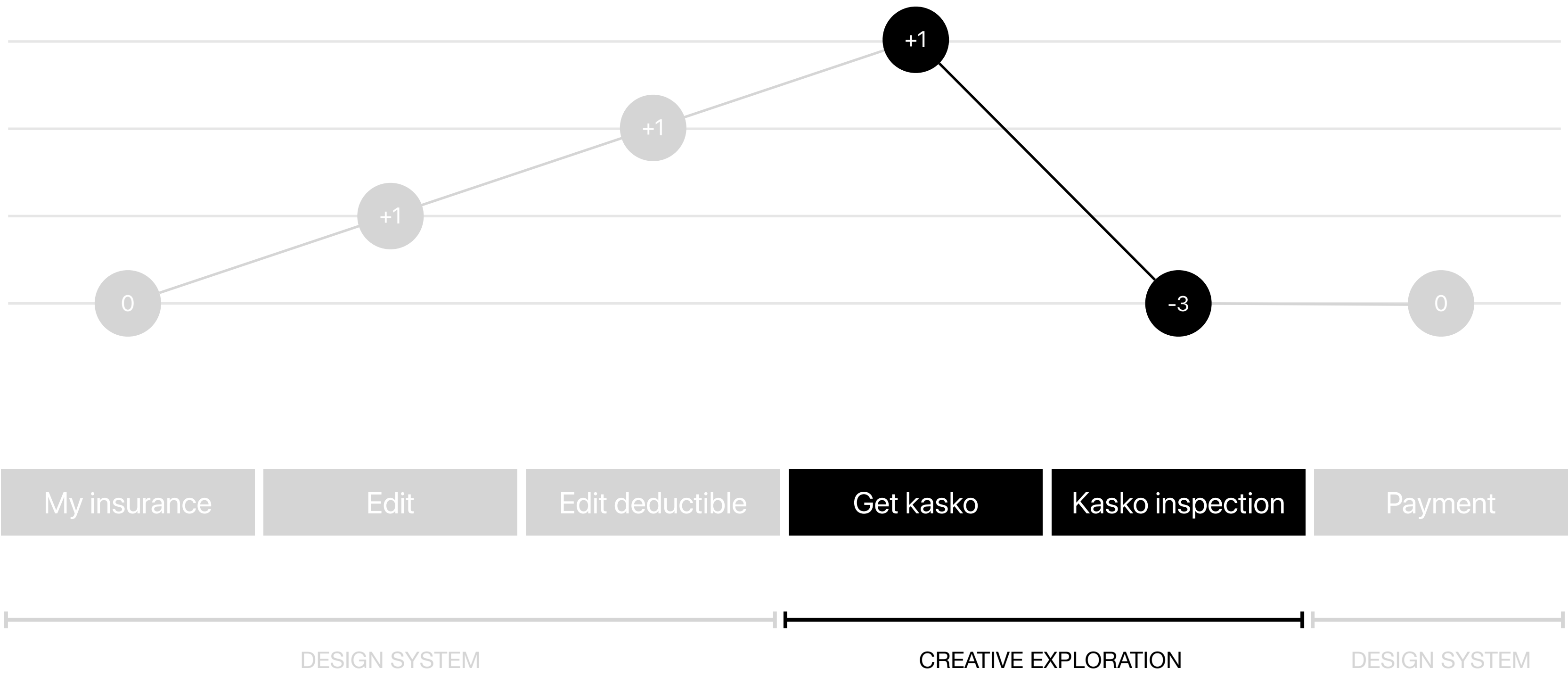


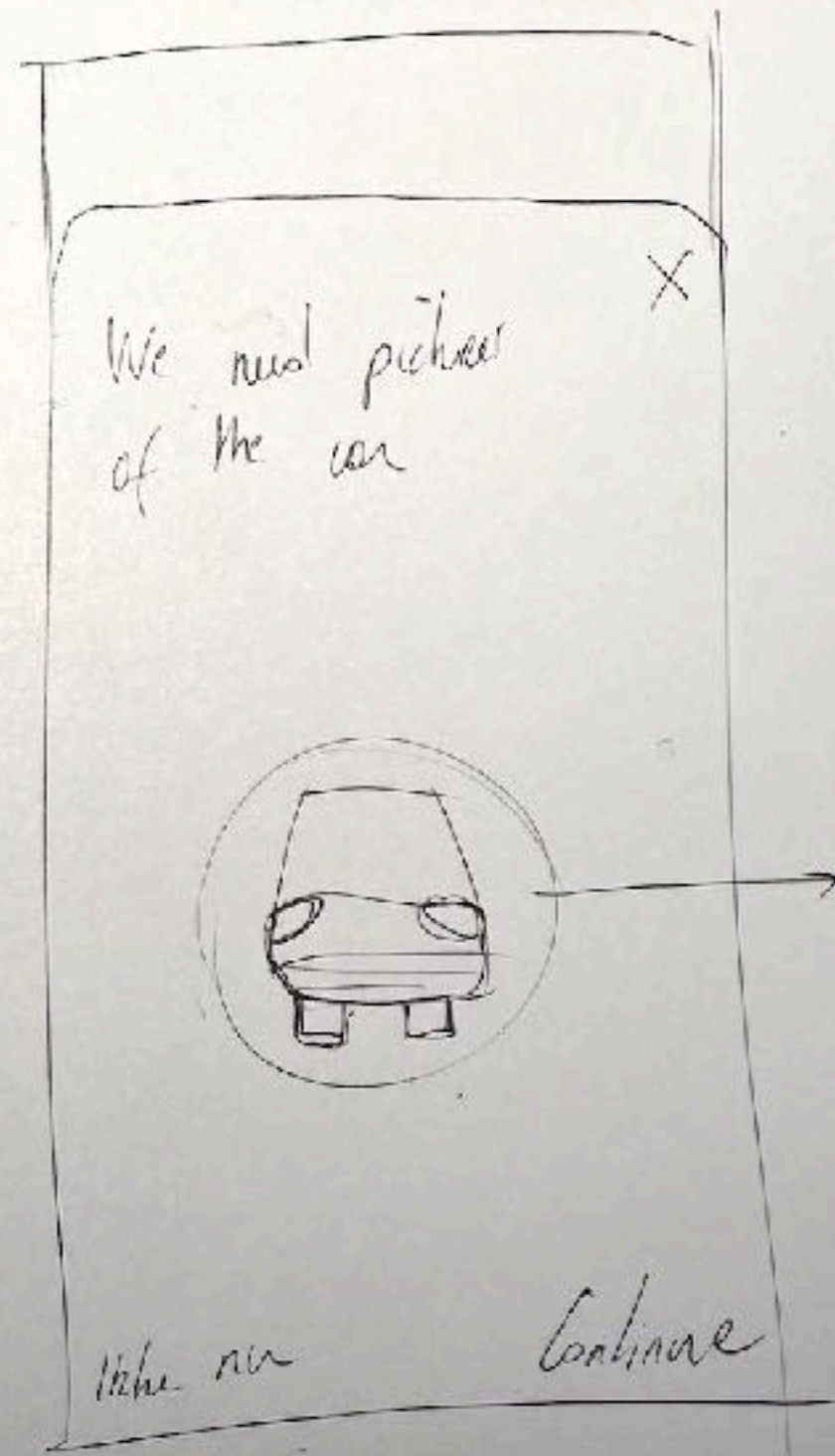
Hjælp



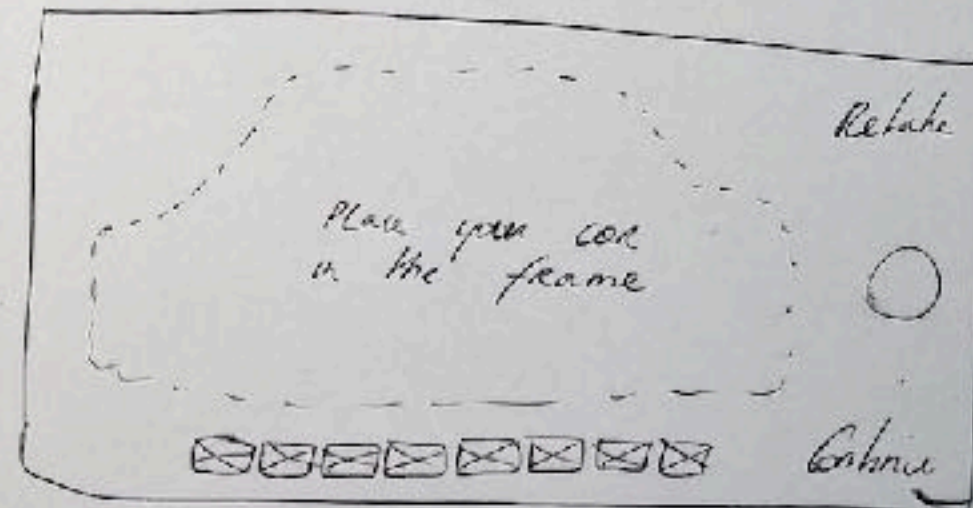
Profil



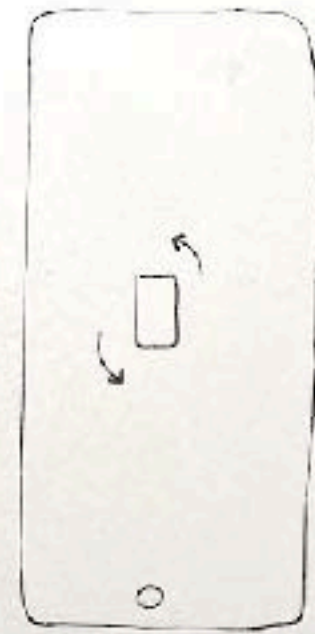




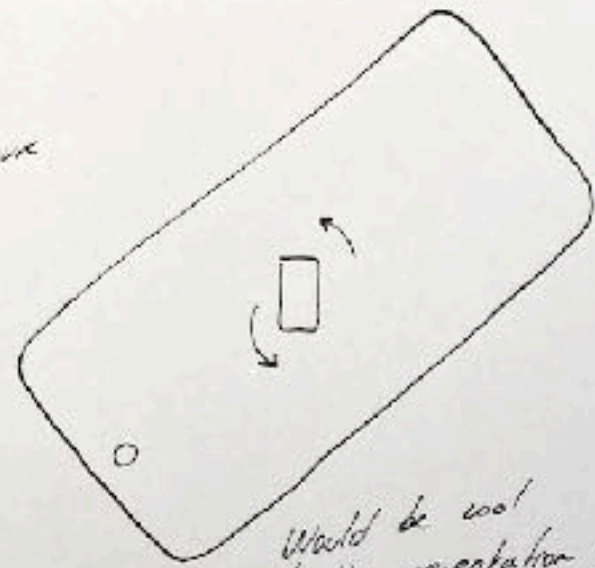
also some sort of (30) animation to show the angles





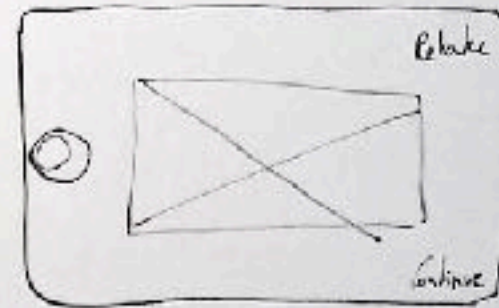


turn your phone

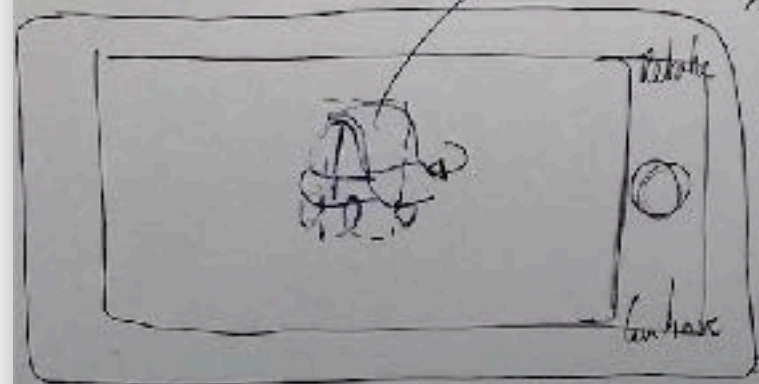
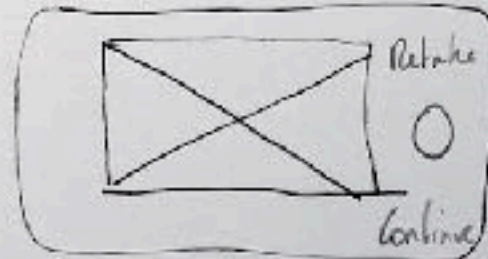


Would be cool if the orientation of the stay "fixed"

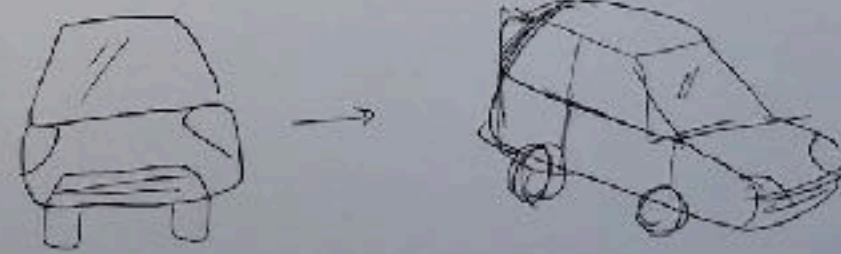
TURVED LEFT



TURVED RIGHT



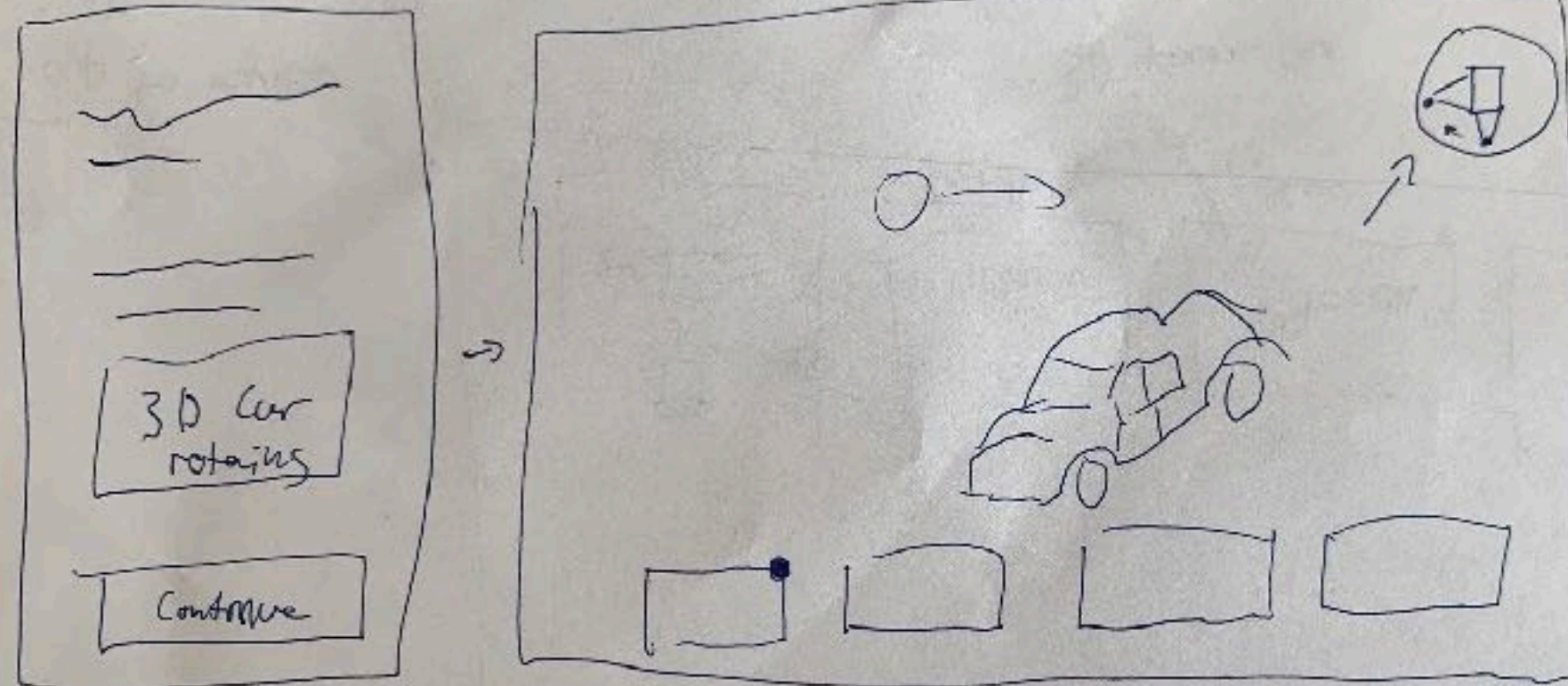
Some sort of rotating animation per step to indicate what the picture should focus on



from → here  
and so on

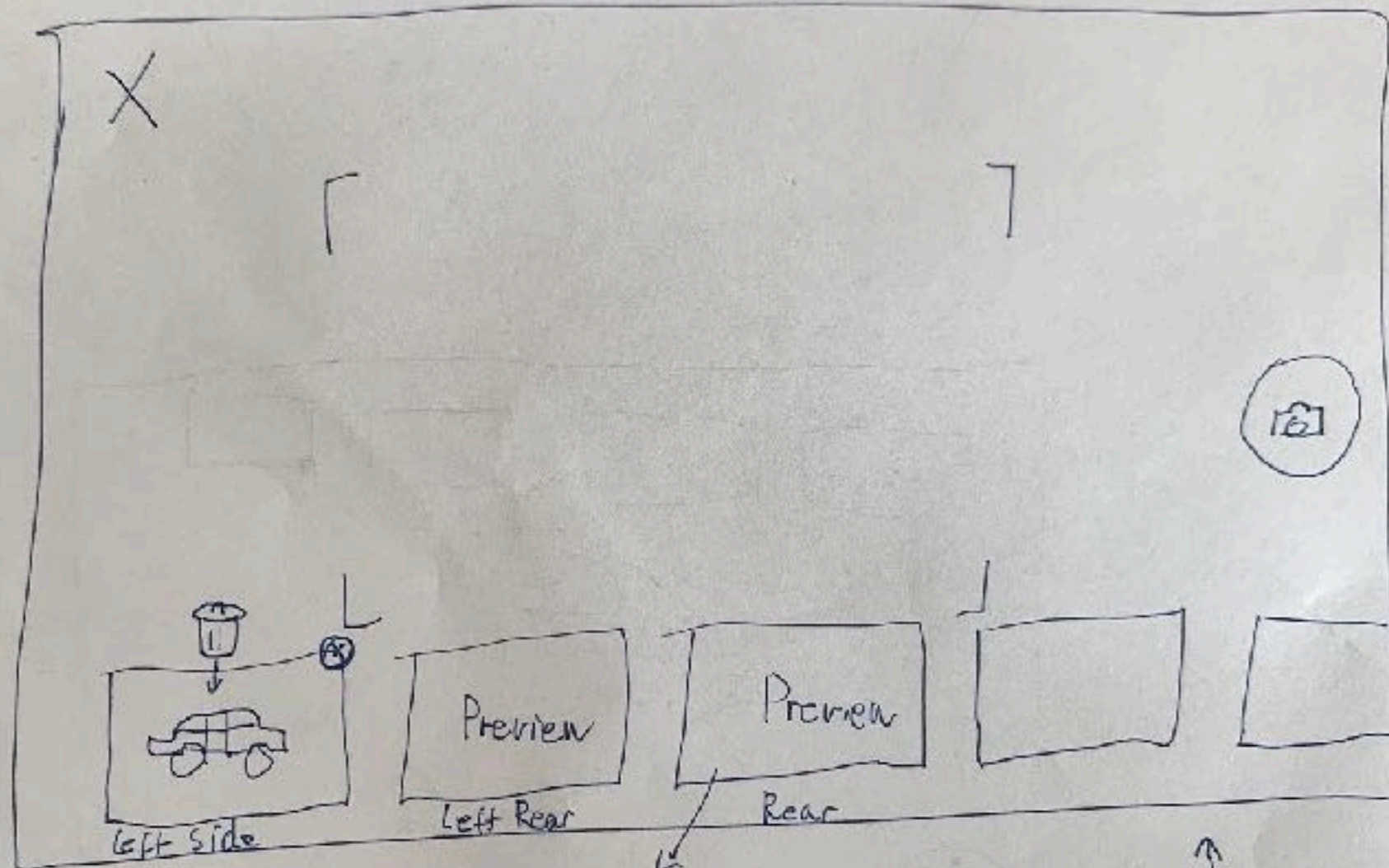
EXPENSIVE

Align car:





CHEAP



Tap to review  
in large format

3D generic car  
for position  
preview

Any order



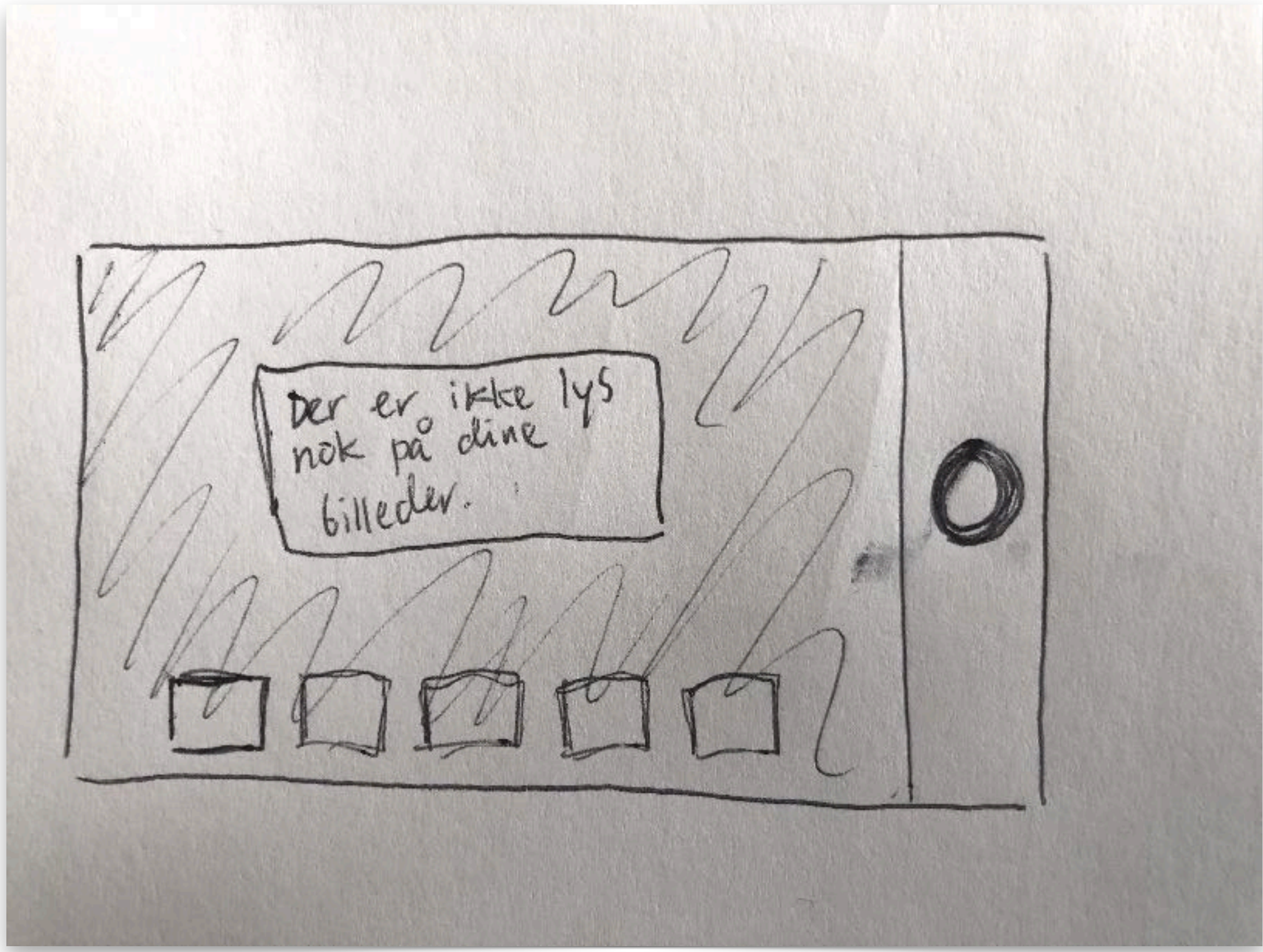
Vend telefonen...



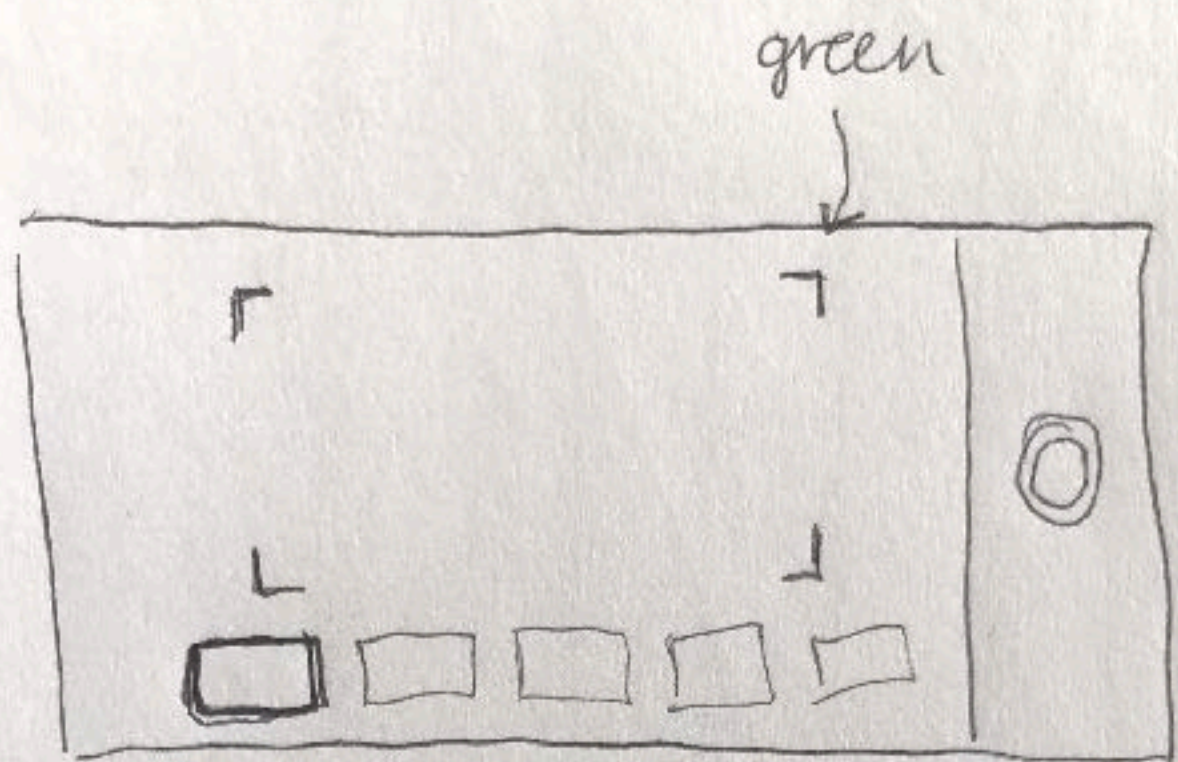
Vend telefonen

Du skal  
vende telefonen  
for du kan  
støde ned...







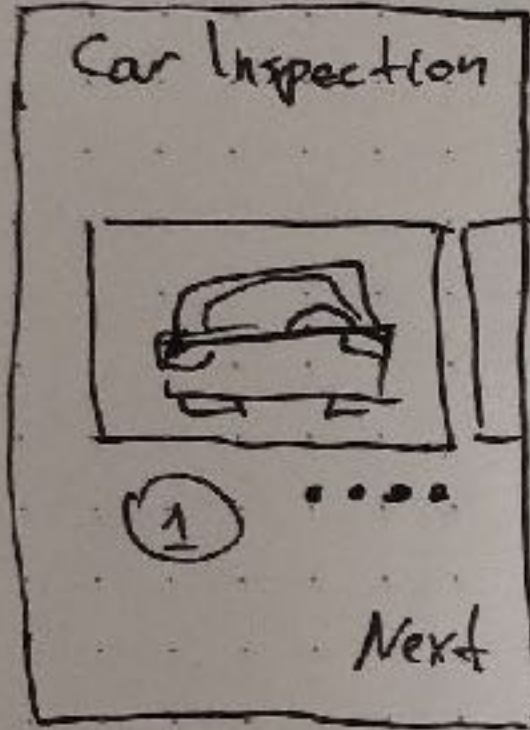


⌈ Sørg for at bilen er ⌋  
indens for firkanten

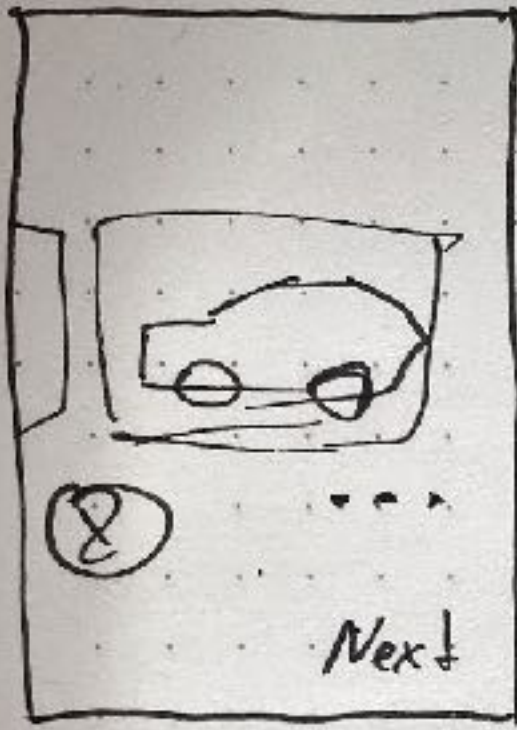
⌋



Explainer



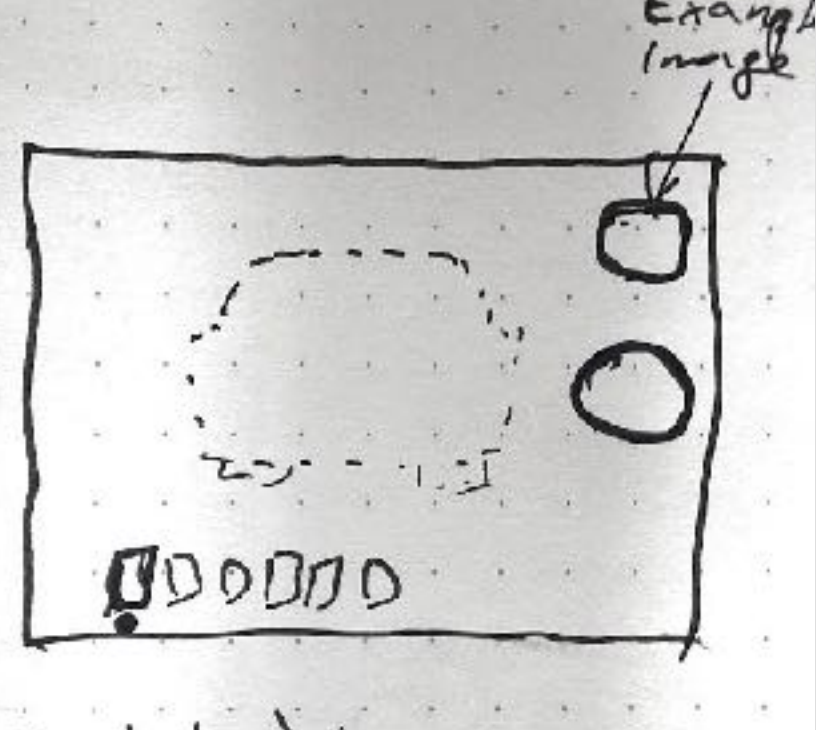
Step 2



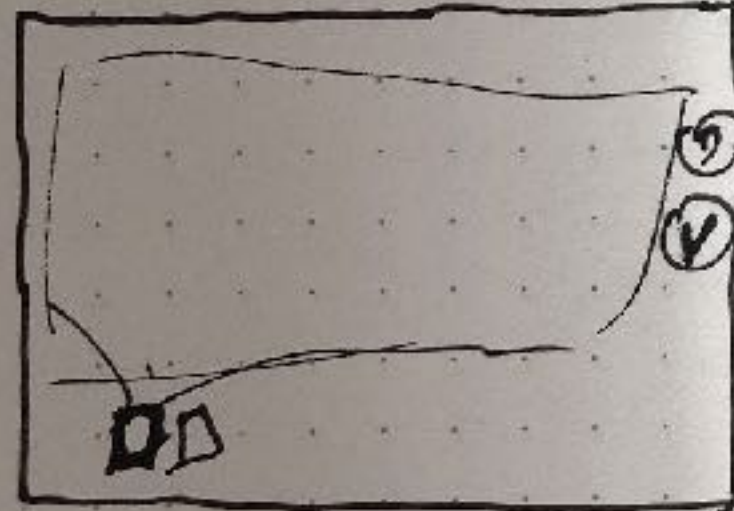
Rotate to landscape



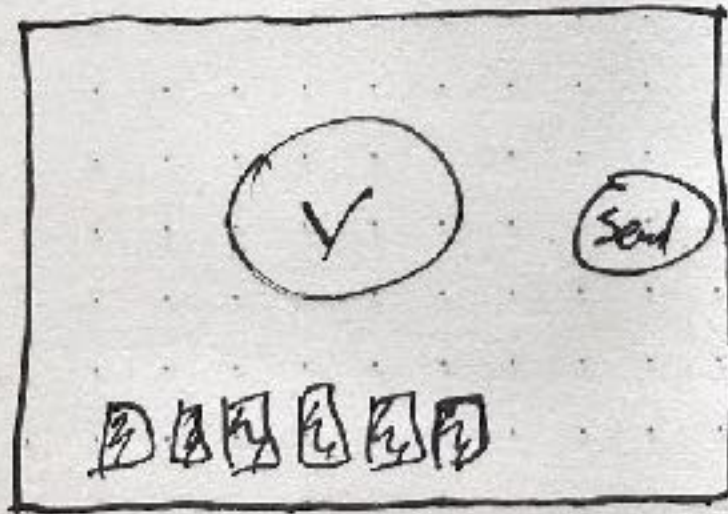
Take picture



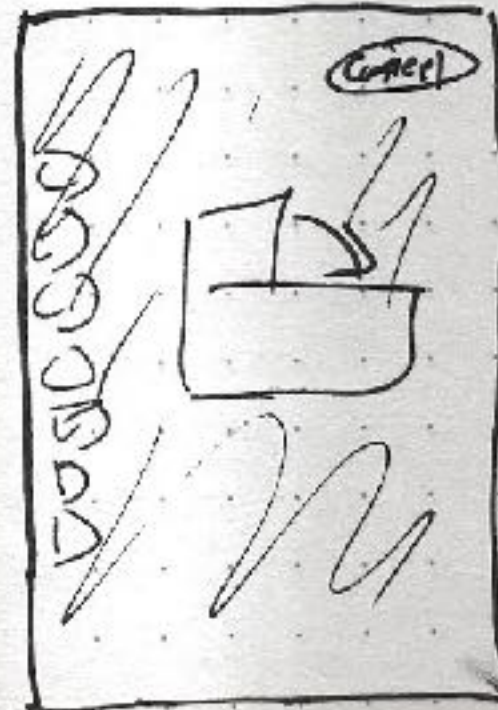
Animation & Review



Send



If rotate too soon



Vi skal bruge billeder  
af bilens stand 📷

Fordi du enten har tilvalgt Skader på bilen,  
Totalskadet bil eller Tyveri af bilen, skal vi bruge  
dokumentation af bilens stand.

Kontakt support for at tilvælge disse  
dækninger

 Chat med os >

**Fortsæt**

uden disse dækninger









Placér dig ved bilens front og tag første billede

RESERVØRET  
= FROVIN / KPK =

BY 34 68



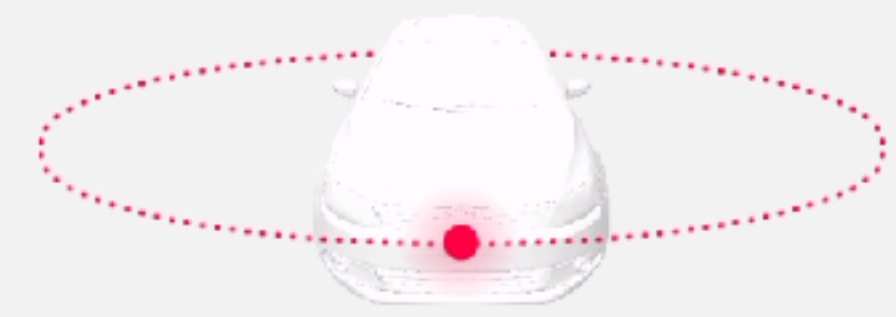


15.46

4G



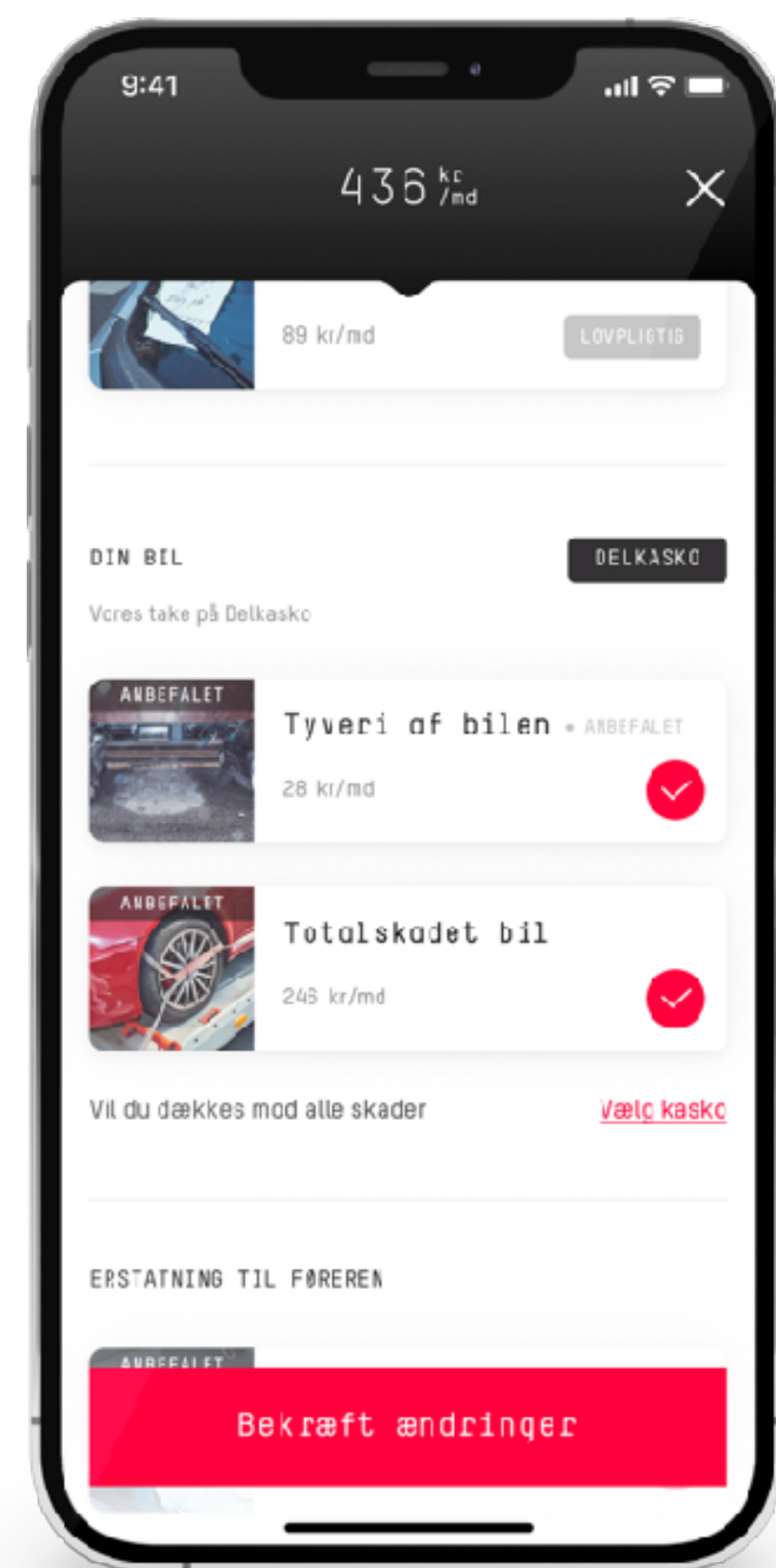
Er alt som det  
skal være?



Tag nye  
billeder

Fortset >

80% of the feature



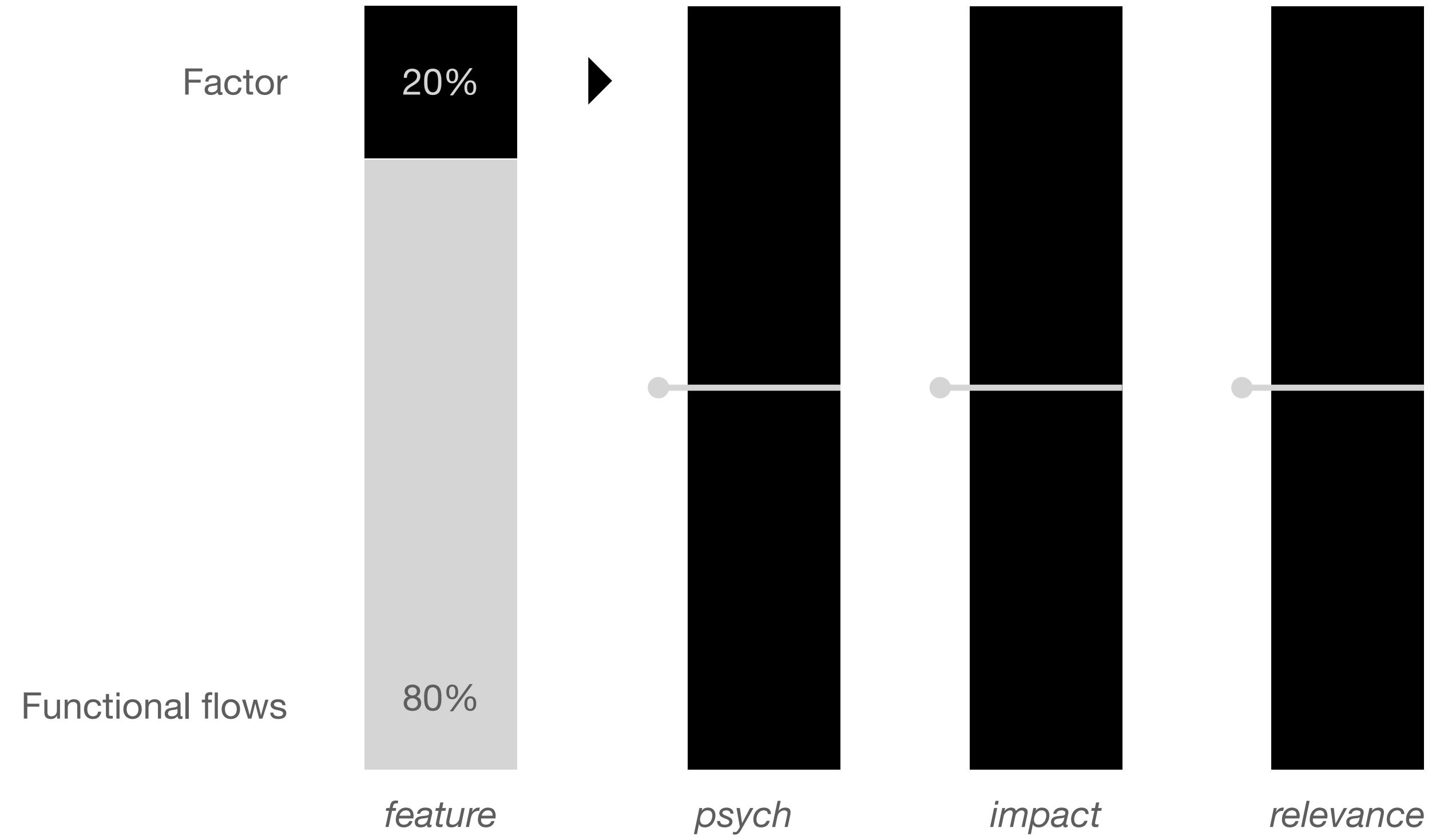
20% of the time

20% of the feature



80% of the time

Not everything is this black and white  
though...





To conclude

Invest in Design Ops as early as possible

A good design process can steer the product development process and builds a common language in cross functional teams.

A good design system will increase efficiency and will allow you to work more flexible.

A good design system and a good design process will give the space to work more creatively and regain ownership.



Thank you!