



HILDING[®]
ANDERS

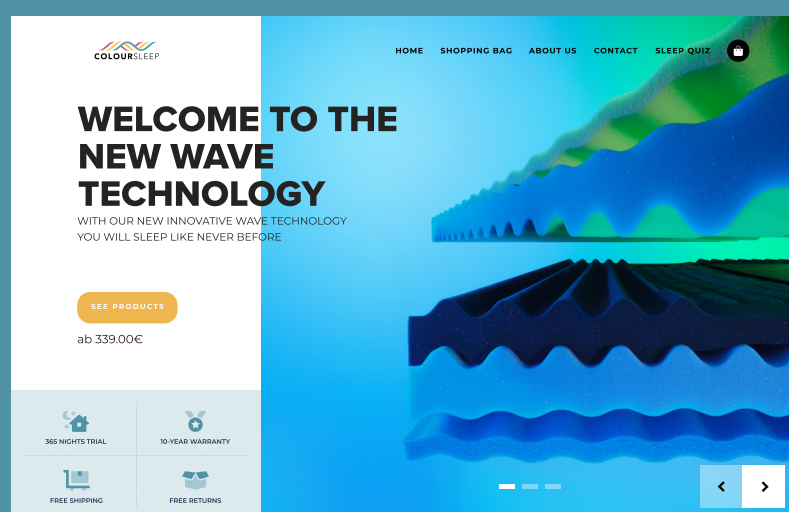
Working Experience at Hilding Anders

My role was to **own**, **develop** and **improve** the digital products of a new brand.

The new brand already had over six months to develop a few projects, and I was responsible for taking it over from the external agencies and further developing in-house. These projects were:

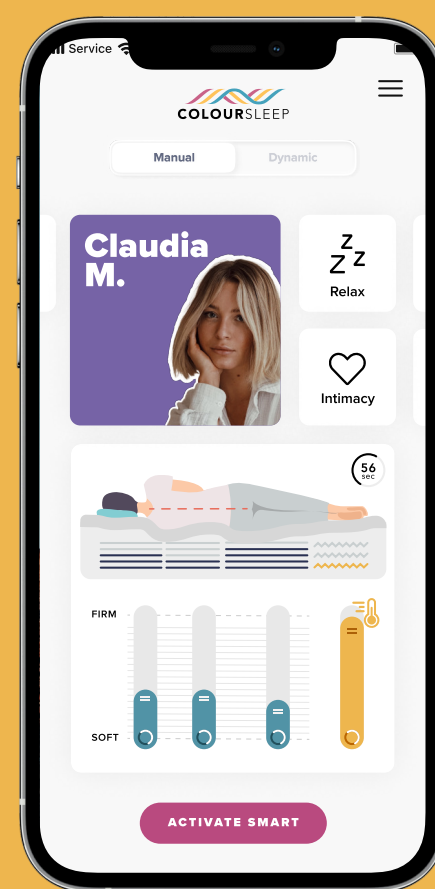
E-Commerce

Platform Developed on Big Commerce



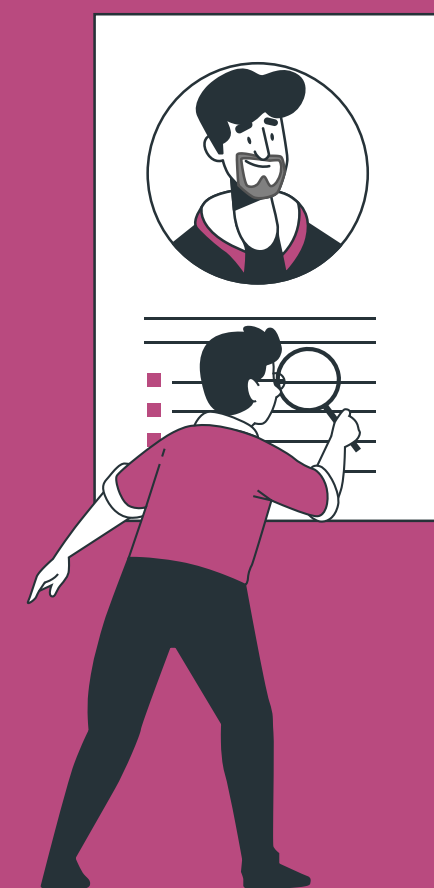
Mobile App

For a High-End Smart Bed



User Research

Understand user needs



My Tasks

1. Managing Teams of Developers and Designers;
2. Plan and Run user labs to validate hypothesis;
3. Customer Journey;
4. Improve Visuals and Create UI Components;
5. Improve UX and User Flows;

Why a new Brand?

Hilding Anders Group has a brand portfolio of 20+ brands. The goal of creating ColourSleep was to target a different audience. Younger french and german families with medium to high budget, not conservative, looking for a lifestyle.

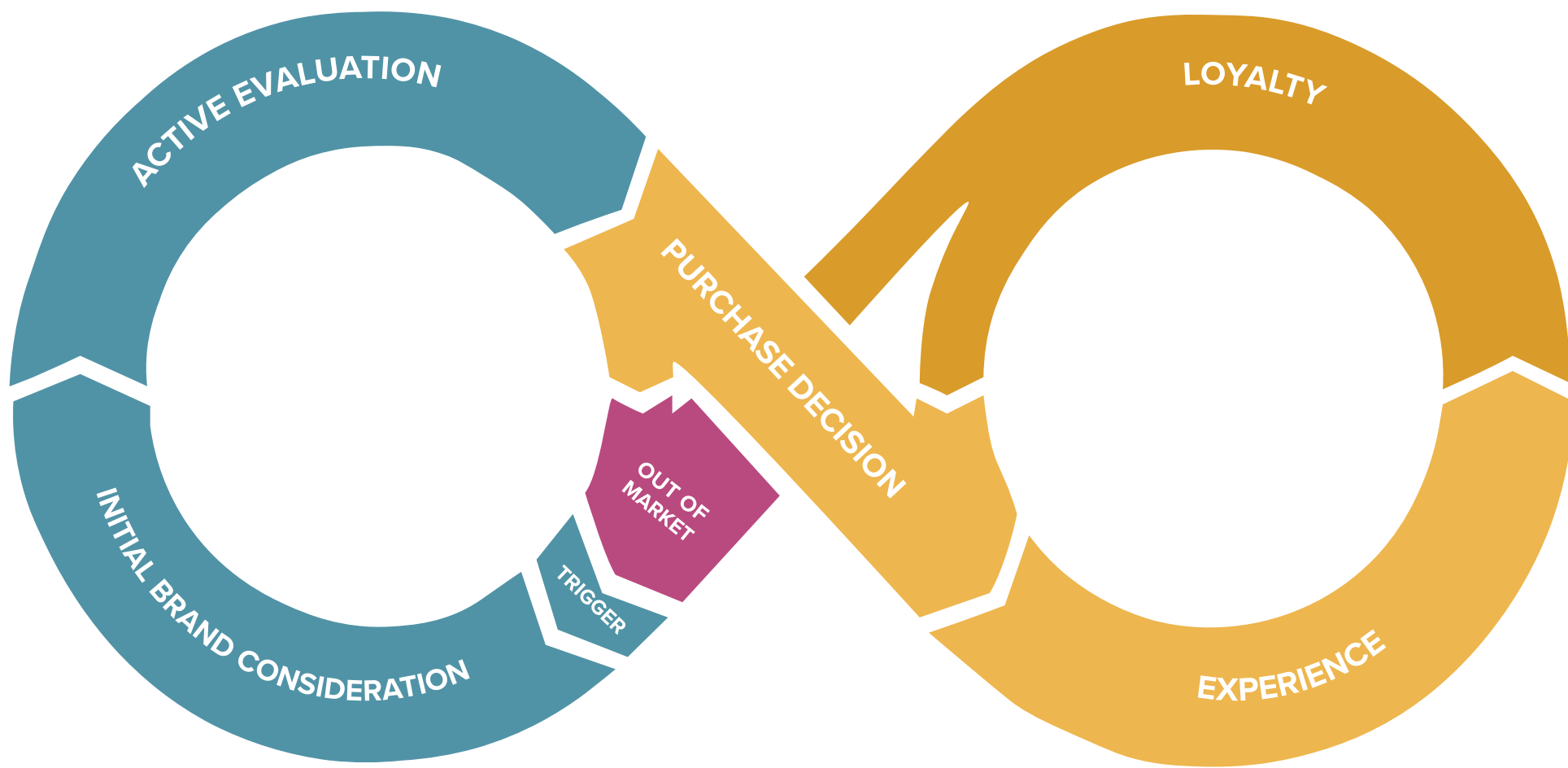







The Problems

1. How to differentiate from competitors and conservative sleep brands;
2. Develop physical products that convey the brand values;
3. Communicate reliability to a new brand and product;
4. High ticket product, less impulsive and more rational;

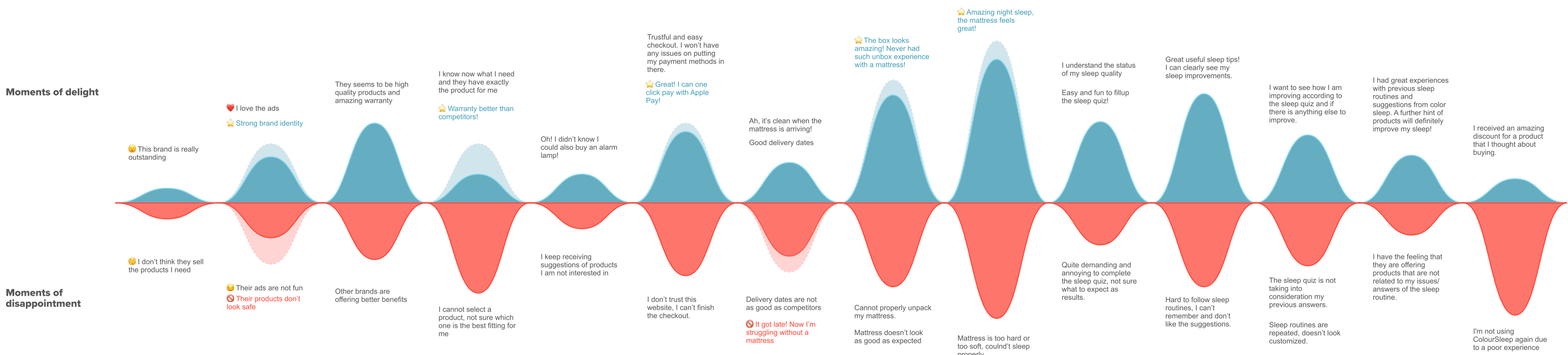
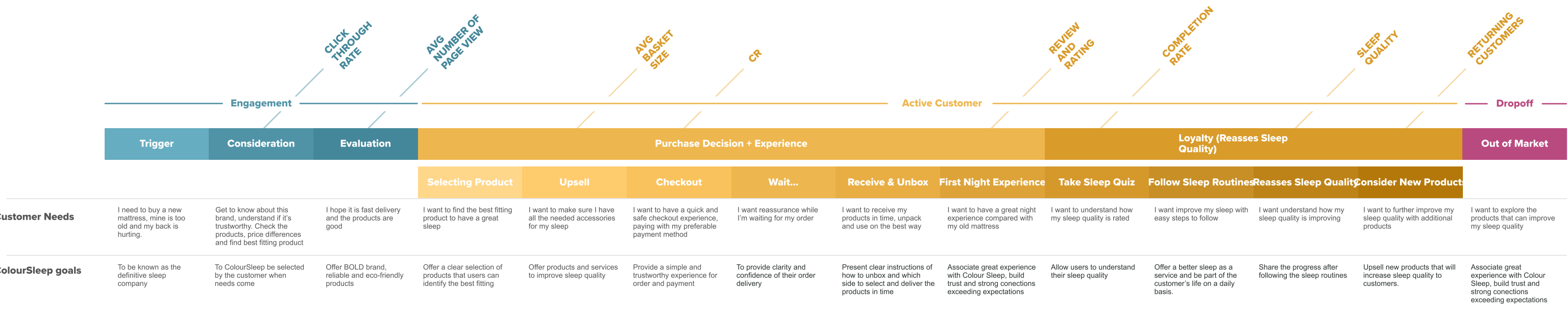
Customer Journey

Together we the team, we worked on the first version of the persona and customer journey. The goal is to map the best way we could the touchpoints and the responsible for reach area. Understand where we can have a more substantial impact and less control.



- | | |
|---|--|
|  Location: | Suburbans of a regional city |
|  Property: | Lives in a modest 2 bedroom home |
|  Family: | Female, 32 years old, Married with a pet |
|  Education: | University Degree |
|  Income: | Slightly higher than average and comfortable with online shopping. |

- Engagement
- Active Customer
- Dropoff

[illegible]

The (overall business) Outcome

- 1. Use color and fun approach on sleep topics;
- 2. Understand how this way impacts the customers over user labs;
- 3. Offer extreme good conditions to return, warranty and discounts;
- 4. Adding more value by creating lifestyle Sleep Quiz and new touchpoints;
- 5. Lifestyle / Funcional app to control high-end mattress/sleep night;
- 6. Get the products tested and verified by influencers and companies like Stiftung Warentest for reliability;

User Research Findings

We had numerous rounds of User Research, and they will mostly follow the same structure of a maximum of 9 participants, 45 minutes sessions, and a script to go through.

The following cards show an example of findings and communicated to the whole team.

3 out of 7 participants

IS IT POSSIBLE TO FLIP THE MATTRESS?

Recommendations:
1. Add section about the possibility to flip the mattresses and the benefits of it;
2. Talk about the 2 firmness;

User Insight

5 out of 7 participants

RECOGNIZED TRUST PILOT BADGE

Recommendations:
1. Add more areas with the Trust Pilot badge and reviews;

E-Commerce

5 out of 7 participants

WERE CURIOUS ABOUT THE HEIGHT OF THE MATTRESS


Recommendations:
1. Improve/Add communication about the height of the mattress;
2. Understand how th height impact their perspective on quality;

User Insight

4 out of 7 participants

GUY WITH MOUNTH OPEN IS DISTURBING

Recommendations:
1. Experiment different types of creatives;
2. Test animals;

Reference:


E-Commerce

5 out of 7 participants

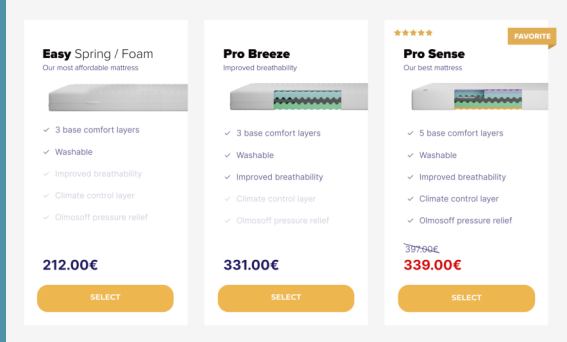
EXCITED ABOUT SLEEPING AND WAKE UP TIME.

Mobile App

7 out of 7 participants

CHANGED MIND TO PRO SENSE AFTER CHECKING THE NEW COMPARISON TABLE

Recommendations:
1. Explore focusing on PRO SENSE and reduce users confusion while selecting a product;

Reference:


E-Commerce

The script was built together with the team to cover the essential areas of the products. The questionnaire would vary according to the progress of the project.

3 out of 7 participants

WERE CURIOUS ABOUT THE BED AUTO-ADJUSTMENT OVERNIGHT

Recommendations:
1. Offer detailed information about the foam types and benefits

Mobile App

5 out of 7 participants

WERE SKEPTICAL ABOUT RETURNS

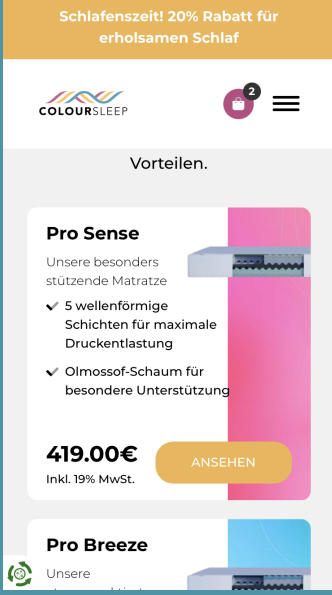
Recommendations:
1. Explain in detail how the returns work and that the customer doesn't have any work. It's a pick-up service.

User Insight

4 out of 7 participants

GOT CONFUSED ABOUT OLMOSSOF FOAM

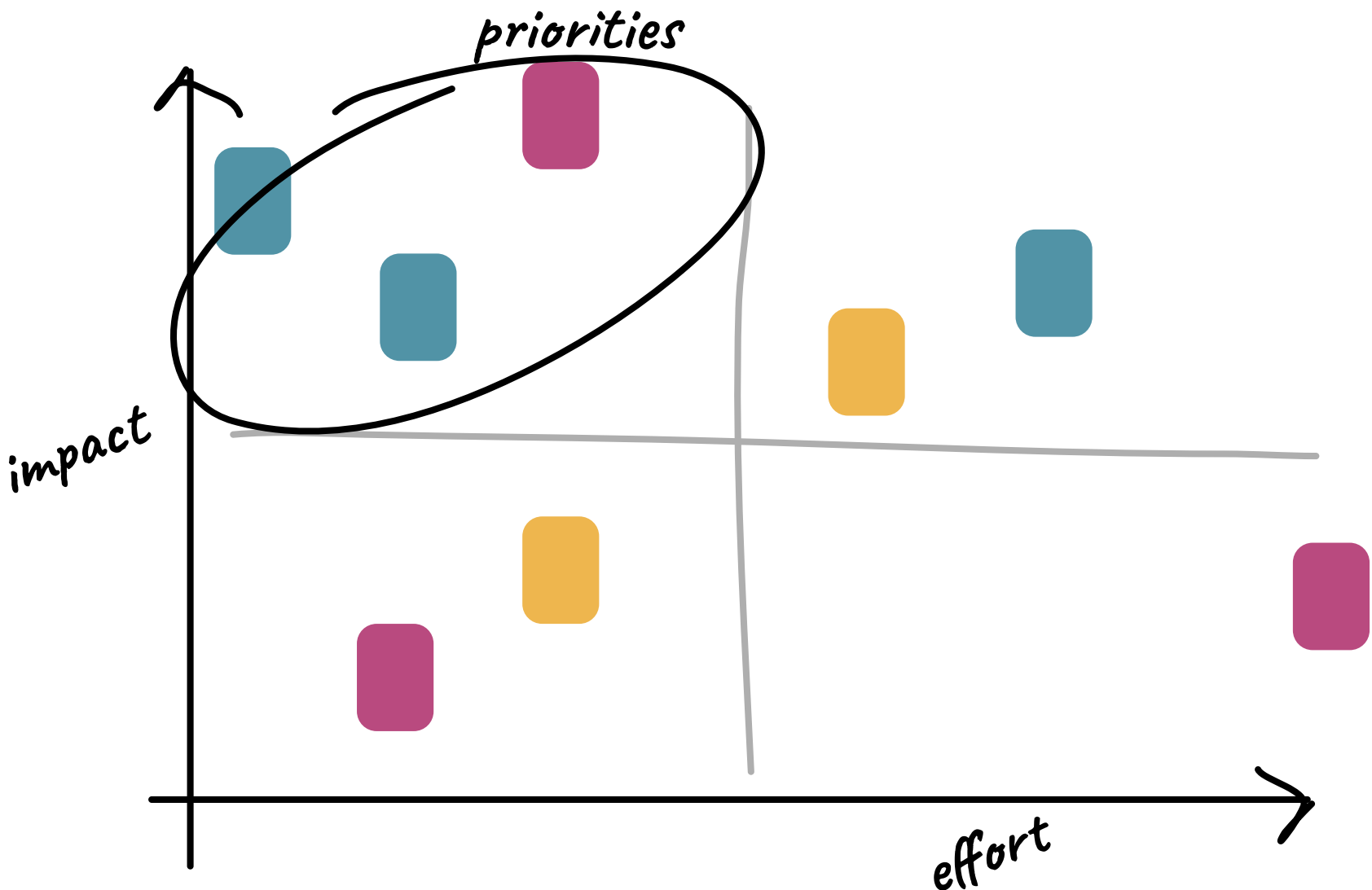
Recommendations:
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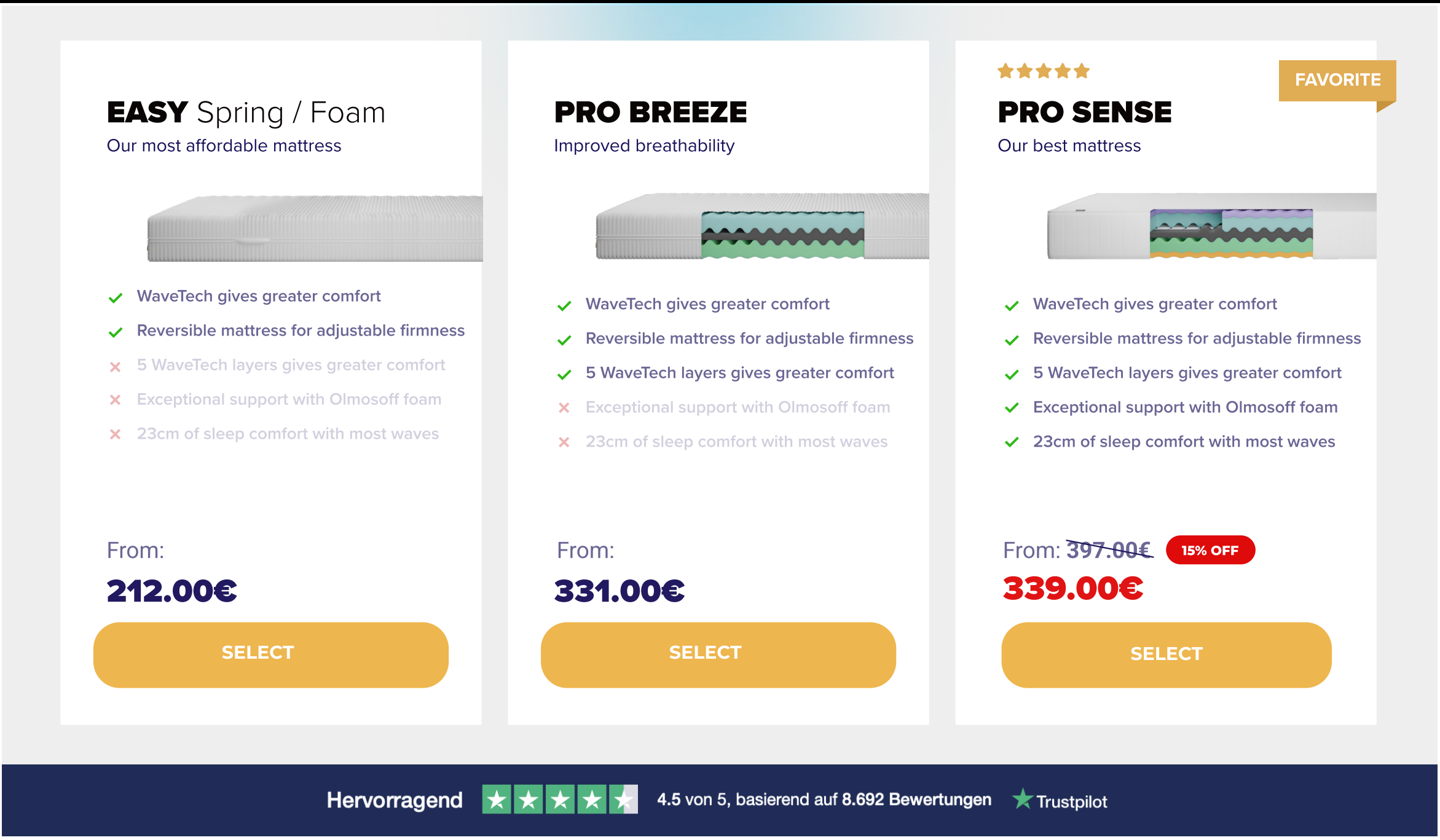
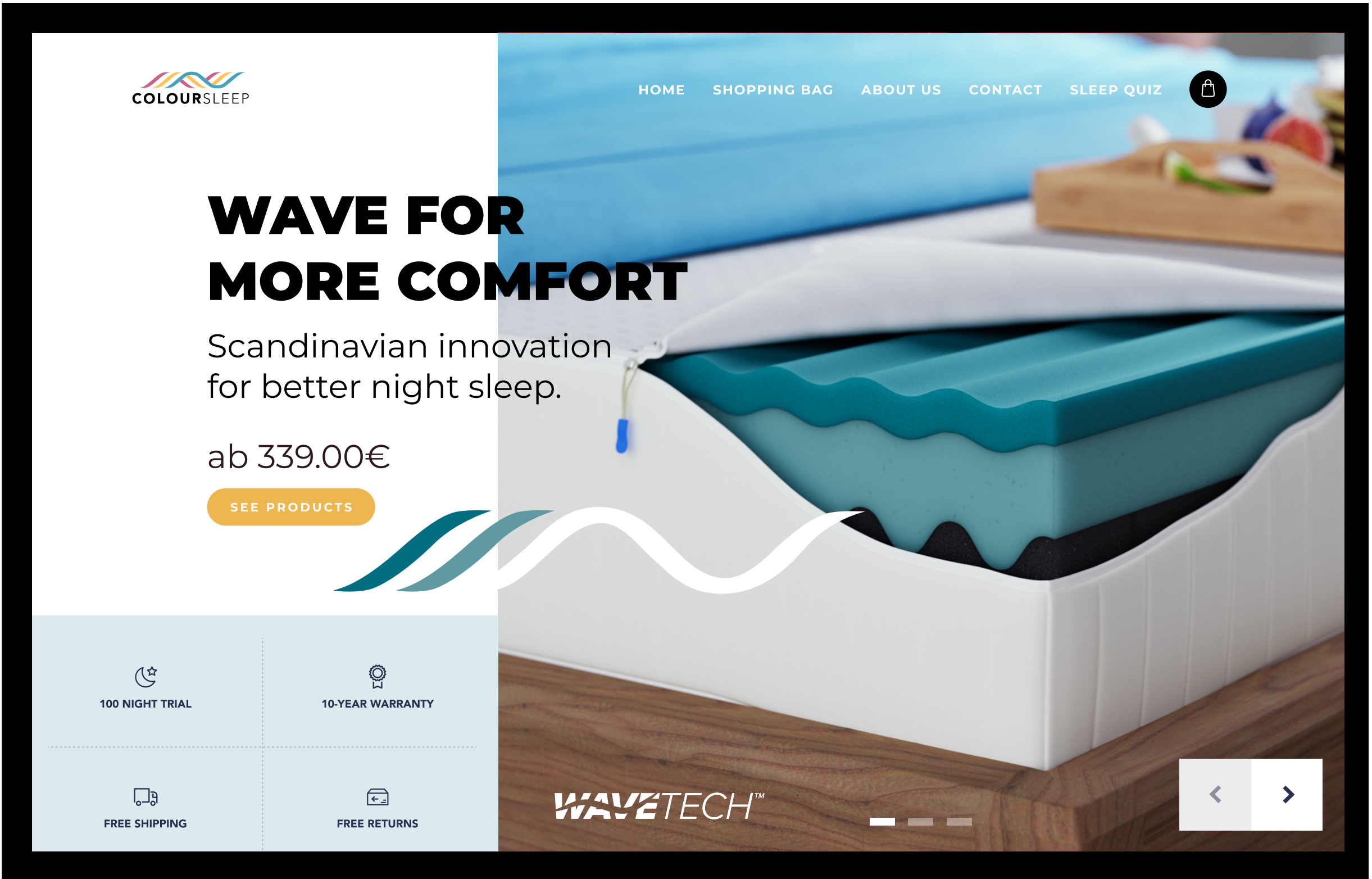
E-Commerce

How to handle all this information?

The number of findings is numerous. We place them in a **importance effort matrix** and take the low-hanging fruits first.

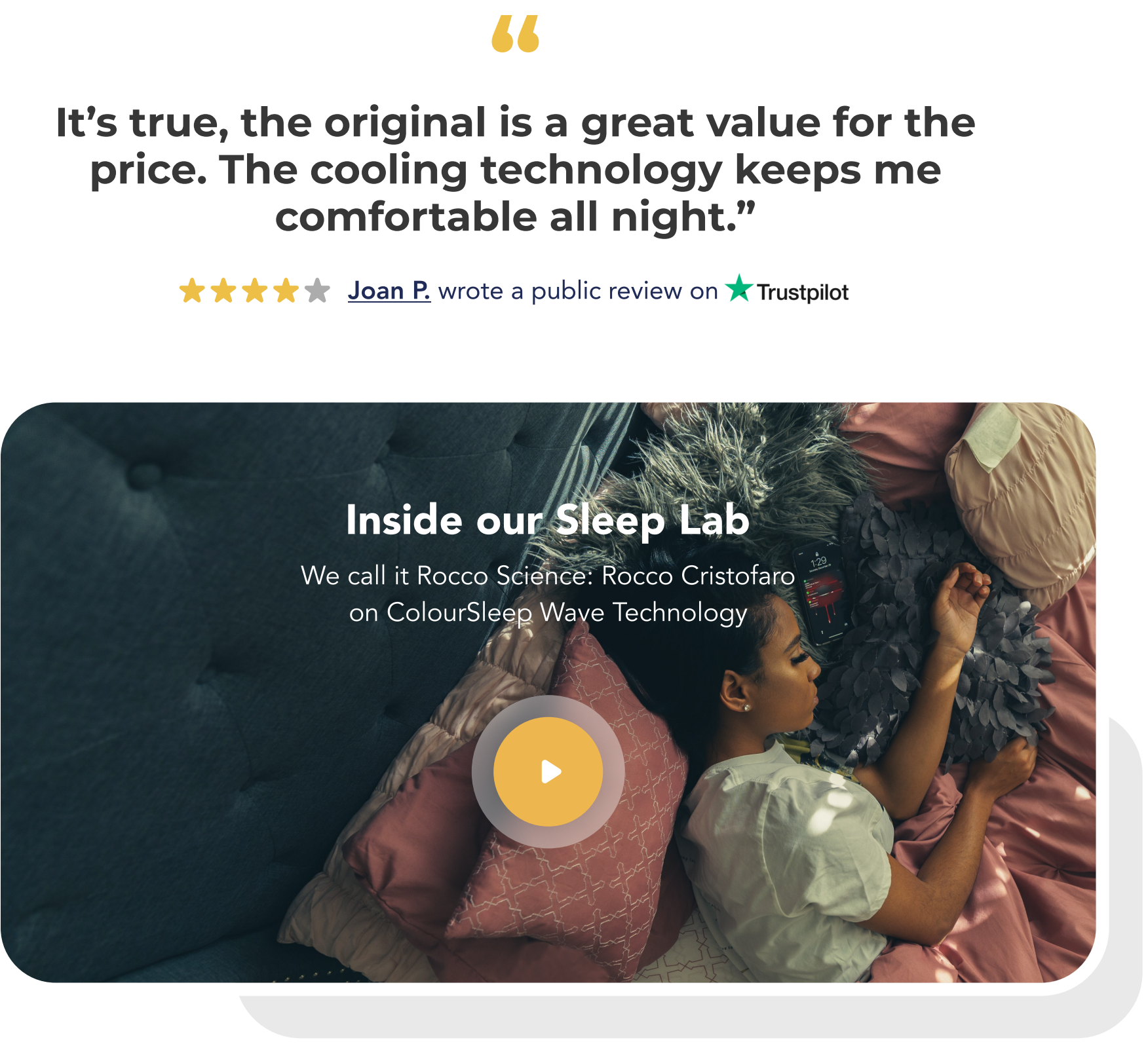


The Final Product(s)



decoy effect
from Dan Ariely

building credibility as much as
we could as a new brand (for
some time, our second most
visited page was About)

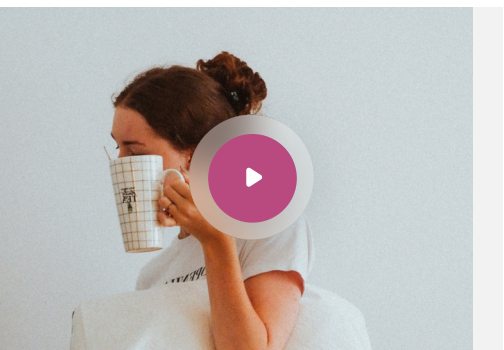


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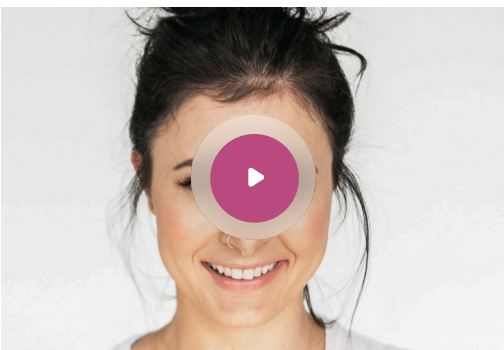
Already tested and approved



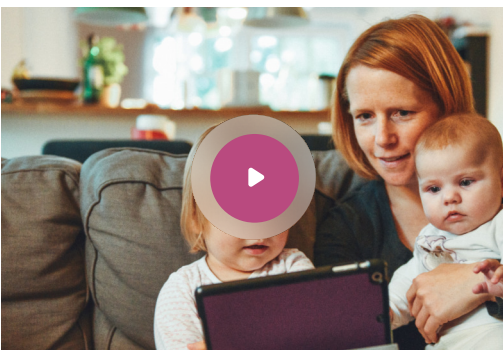
DANIEL
The soft side and wave texture are amazing!



LYDIA
Great quality and price!



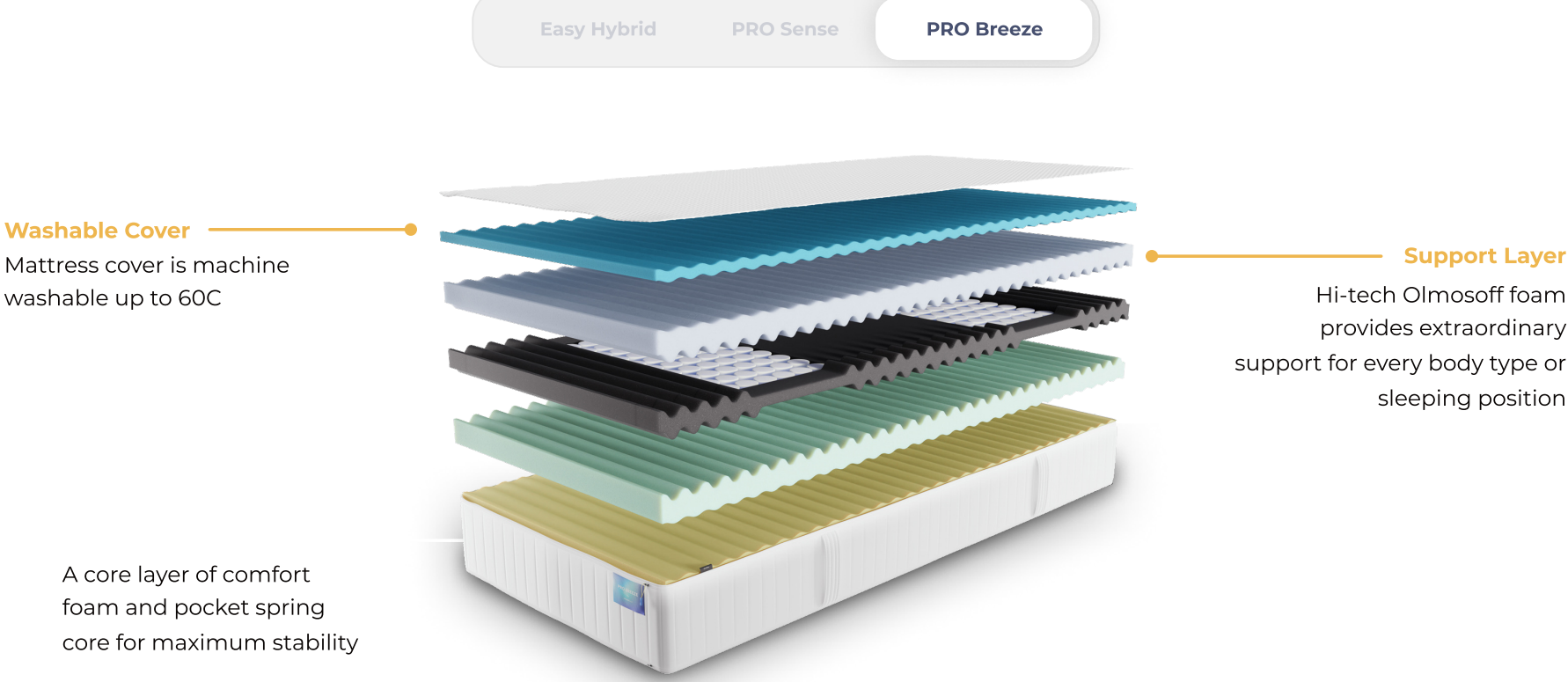
MARTA
The soft side and wave texture are amazing!



LUMA
Great to clean! I have no issues having the twins in bed.

Waved Layers for Comfort

No other Scandinavian brand offers top to bottom Modular layers for provably better comfort



a bit too technical, we
learned in future user labs
that it was almost causing
more damage than helping.

How the Waves Behave

After years of testing different materials and properties, our SleepLab's Waves brings some surprising benefits

1

Ergonomics

Waves introduce added negative space, allowing for superior support across positions and body types

2

Breathability

Since our wave layers don't use glue (hello competitors), airflow and climate regulation is naturally improved

3

Sustainability

Vegan, 100% recyclable and eco-designed with no glue also means a reduced carbon footprint

SEE OUR PRODUCTS

great loop video to show the technology behind it

Unsere Produkte

Datenschutz & Cookies-Richtlinie

10 Jahre Garantie

Versand & Rückgabe

Kontaktiere uns

Impressum

AGB

Sleep Quiz

Versand & Garantie

Genießen Sie unsere Produkte mit kostenlosem Versand und Rücksendungen. Sie werden auch 100 Nacht Probe haben, um mehr als genug Zeit zu haben, ohne Verpflichtung zu versuchen. Unsere Marke gewährt 10 Jahre Garantie.

*Hilding Anders Copenhagen SA beauftragt die Springs & Foam GmbH mit dem Vertrieb von Produkten und Dienstleistungen der Marke ColourSleep. Hilding Anders Copenhagen SA ist Teil der Hilding Anders International Group, die seit über 80 Jahren Matratzen herstellt und verkauft.

Of course, it doesn't consist of a home page. There was a lot of work and knowledge put together to build all the breakpoints, mobile versions, and other landing and product pages.

But I will keep it simple and share a few more screenshots from the **Product Page** and the **App**.

once getting certificates, placing them to get credibility

fail banner, no users were even noticing it

bringing all the usps of each product high up was one of the best decisions, not the most elegant solution, but solving many issues at once

and the app...

COLOURSLEEP

Manual Smart

Claudia M.

ZZZ Relax

Intimacy

FIRM

SOFT

ACTIVATE SMART

COLOURSLEEP

Manual Smart

Bedtime 12:30 AM

Wake-Up 8:30 AM

SLEEP NOW

CUSTOMIZE SLEEP

01:00 Bedtime

The smart configuration will let the bed soft to help you fall sleep.

05:00 Wakeup

The smart configuration will let the bed soft to help you fall sleep.

06:00

Your feet are going to be warm over the first 15 min in bed, helping you to fall asleep.

on the smart mode, the mattress has different states over the sleeping time.

Takeaways

It was a great experience working with such an energetic team to deliver so much in a tight schedule. Being structured on early phases and following the process could have been better earlier.

The trust in user research and user lab was great for the whole team. Learning more about the industry and also about our consumers.

*there's a lot more
content about this
project, but better to
discuss it over a call.*