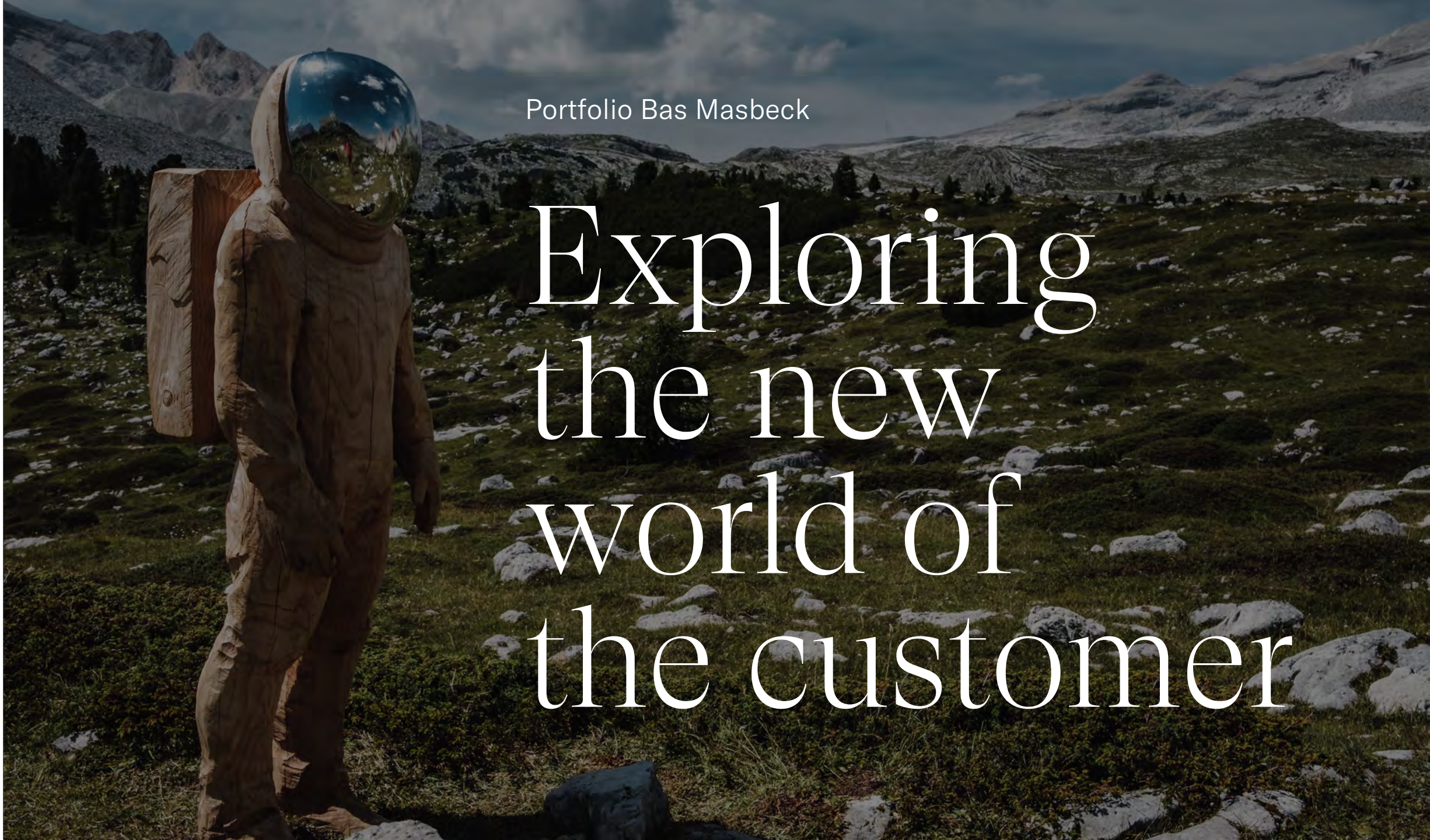

Portfolio Bas Masbeck

Exploring the new world of the customer

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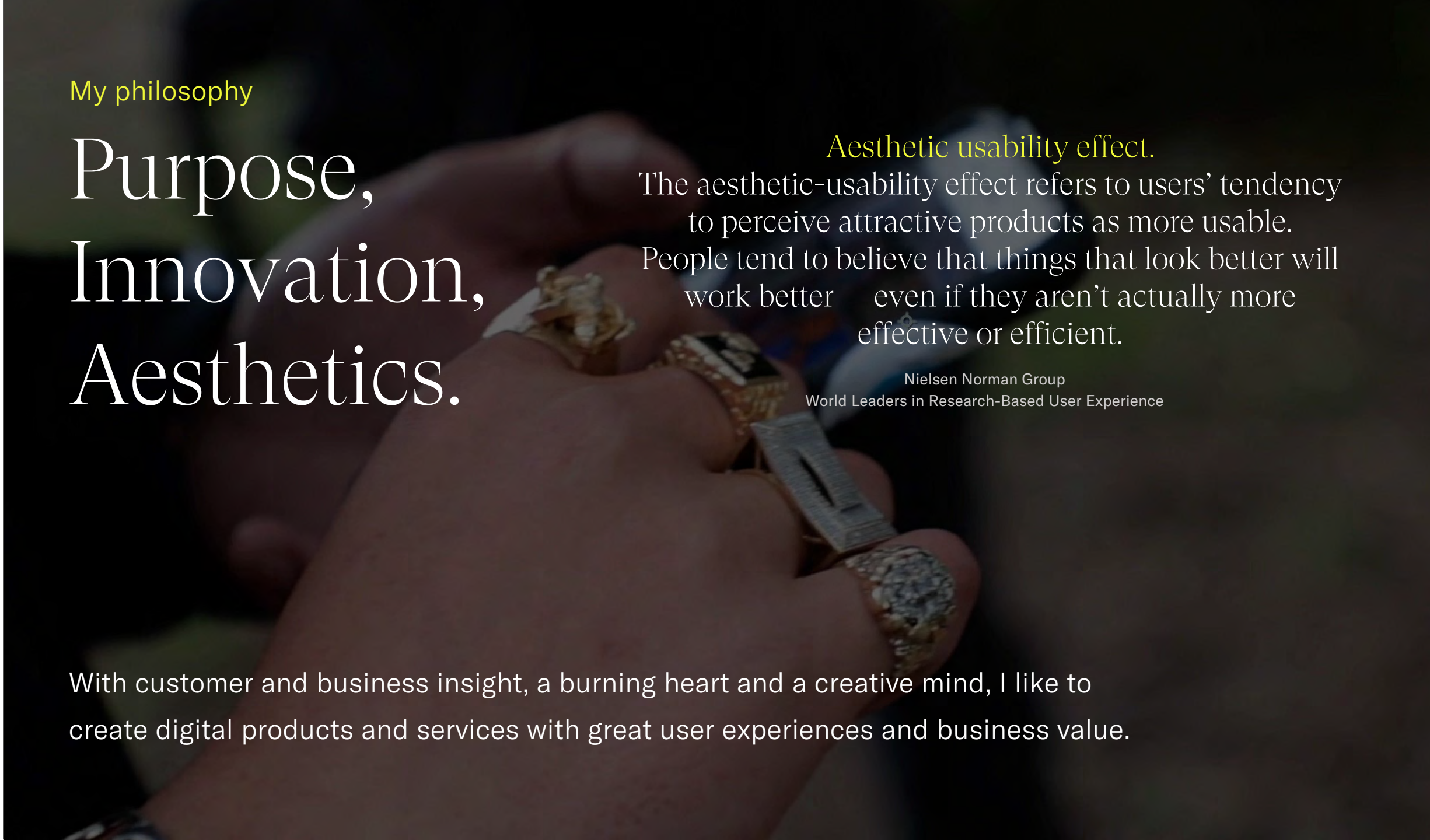


My philosophy

Purpose, Innovation, Aesthetics.

Aesthetic usability effect.

The aesthetic-usability effect refers to users' tendency to perceive attractive products as more usable. People tend to believe that things that look better will work better — even if they aren't actually more effective or efficient.

Nielsen Norman Group
World Leaders in Research-Based User Experience

With customer and business insight, a burning heart and a creative mind, I like to create digital products and services with great user experiences and business value.

Worked with

Trusted by great companies around the world.

Honored to partner with some of the best brands in the business and help them grow.

Method

Strategy, design, & validation.

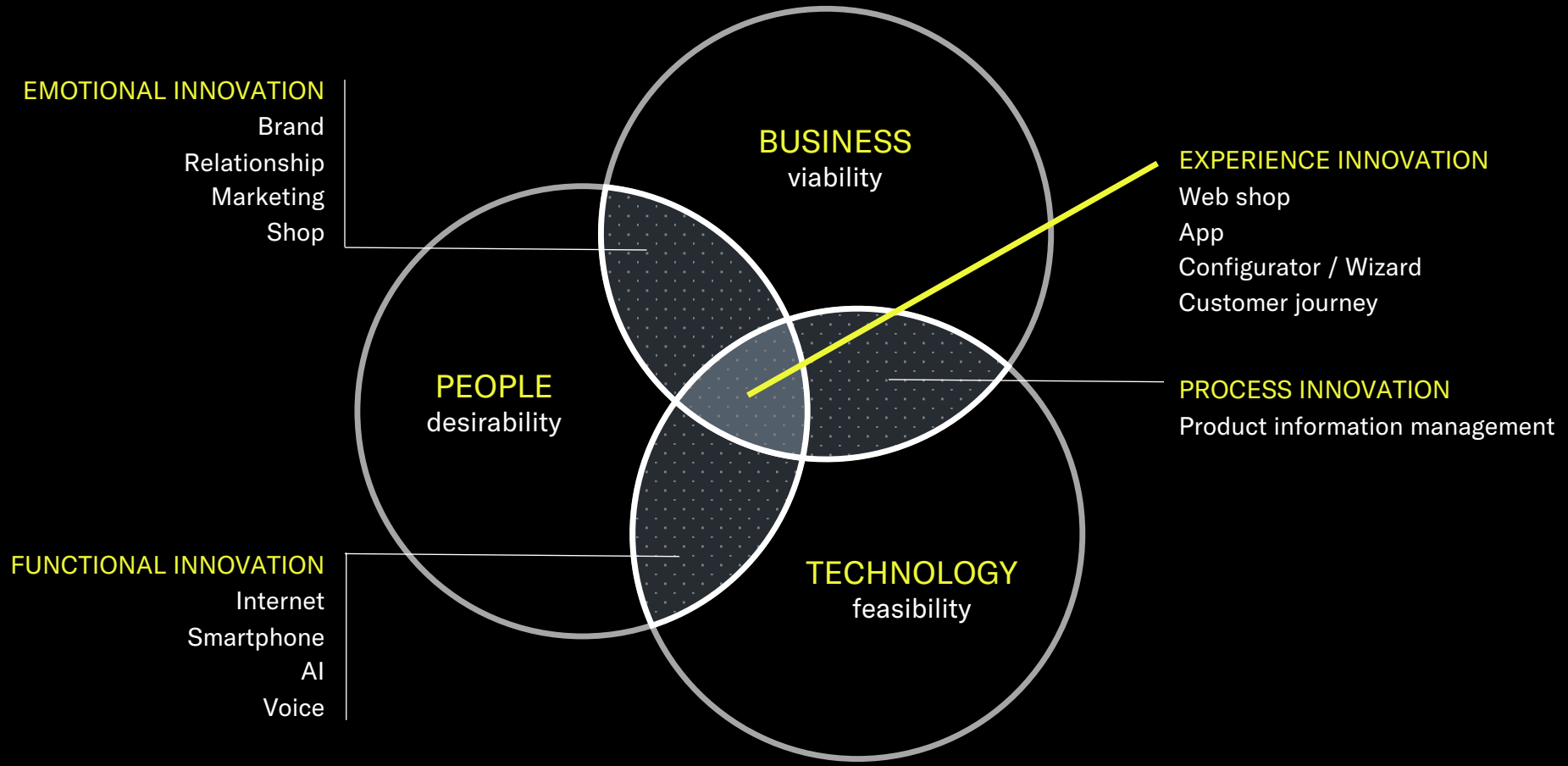
- Brand strategy
- Value proposition
- Buyer persona's
- Customer journey maps
- Competitive review
- UX/CX audit

- UX & UI design
- Brand identity design
- Brand management

- Prototyping
- User research
- Brand & UX/CX audit

Method

Digital business innovation



Source: IDEO

Case 1

Storytelling ensures that your target group makes an emotional connection with your brand.

Every book, every movie, they all have the same components. Every story has a “hero” (the customer). This main character has a conflict, or dilemma. He is assisted by a helper (the business), who offers a solution. What ultimately brings success to the customer.

Case 1

Storytelling: Sligro

Sligro. “Groots in genieten”. Foodpartner for foodprofessionals.

Question:

Bridging the gap between the online and offline world.
Brand experience should feel the same.

Solution:

Set up the new webshop in such a way that the visitor is inspired by background information and recipes. Partly with the aim of getting the visitor to visit the physical stores as well.

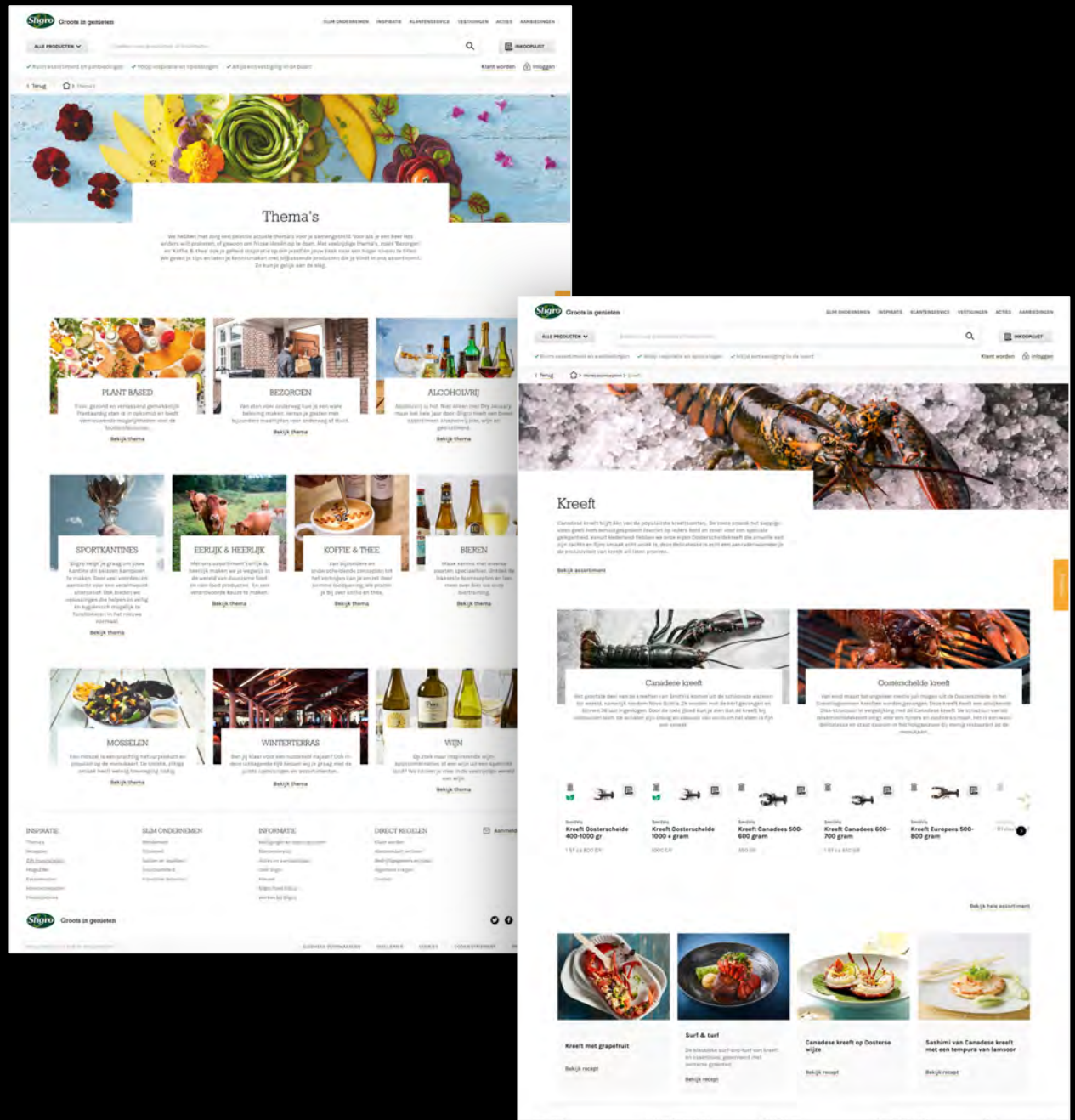
DELIVERABLES

- Digital strategy
- Brand strategy
- Brand identity
- UX/UI design

Existing offline communication

Sligro has a wide range of offline experiences like a monthly magazine an experience center for professionals and off course all the wholesale shops through the whole country.

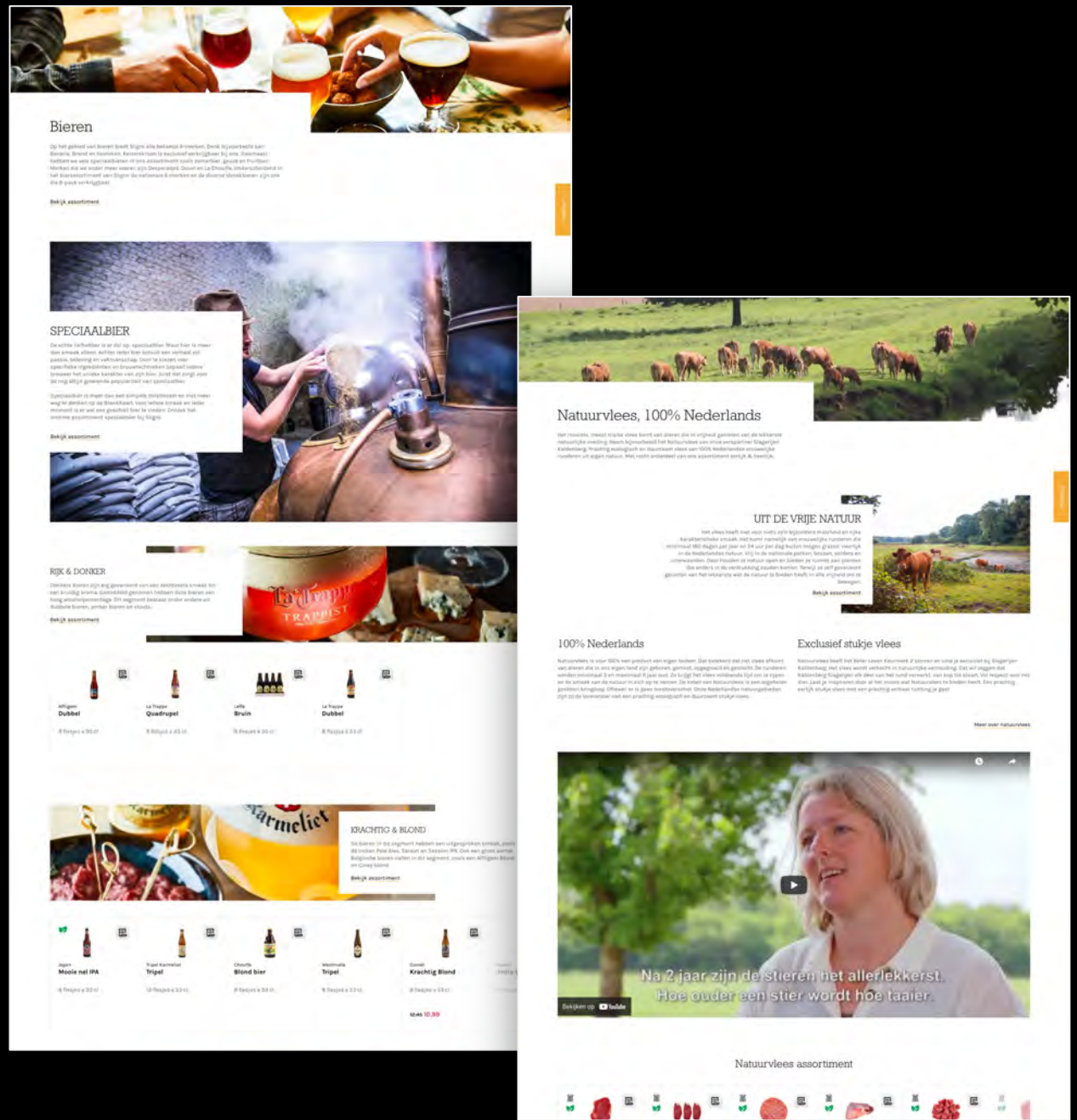
By means of product categories and background information on the origin of the products, we created an online experience to inspire the chef and where he can obtain information about the origin of the products for the use of his own communication in his restaurant.



Examples of pages to inspire the chef.

The page contain e-commerce elements with the option to add products directly to the shopping cart.

Storytelling is a powerful emotional tool to entice the customer. Most people believe that the choices they make result from a rational analysis of available alternatives. In reality, however, emotions greatly influence and, in many cases, even determine our decisions.



Case 2

Personalization is the most important factor to build loyalty with your customers*

Personalization is seen as the most important differentiator in customer experience*. Customer experience is also about how you help and surprise customers with a service they don't get elsewhere.

→ *Source: Adobe, according their Annual Digital Trends report 2021

Case 2

Personalization: Goodyear

Question:

Goodyear wanted a new platform to sell non-owened brands such as Continental, Michelin & Pirelli. How can we compete with already big marketplaces like Reifendirekt.de (Germany), Allopneus.com (France), Blackcircles.com (UK).

Solution:

Deliver a better user experience by making the choice of the right tire easier for the customer by means of an innovative search tool.

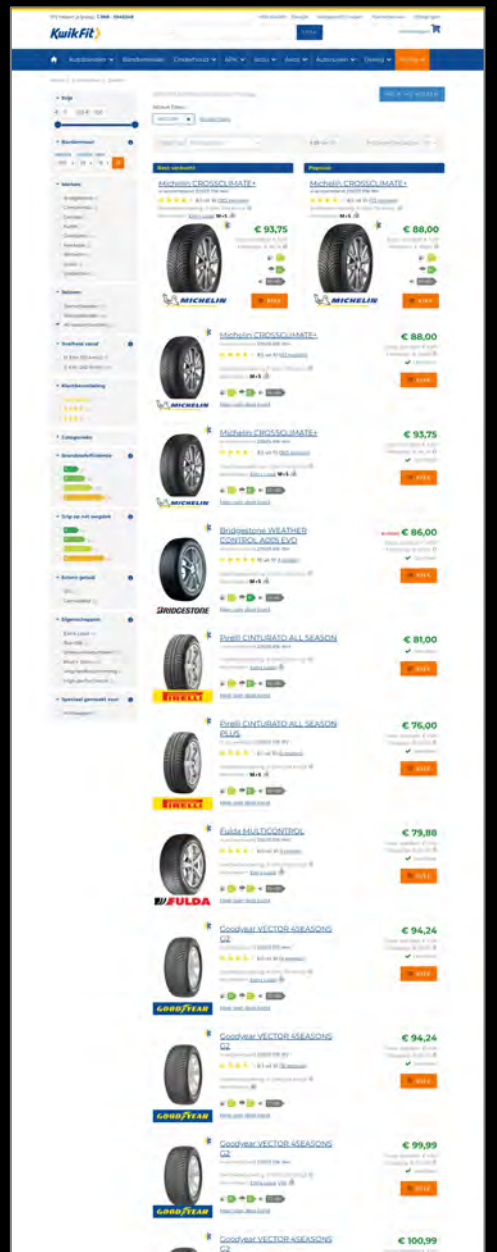
DELIVERABLES

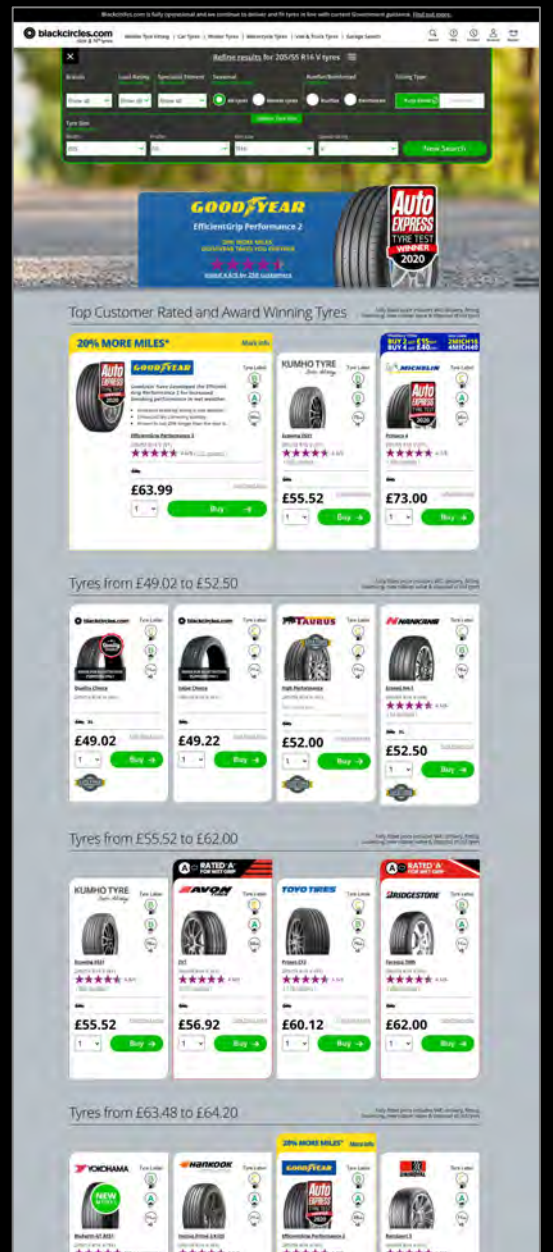
- Digital strategy
- Brand strategy
- Brand identity
- Naming
- UX/UI design
- User testing

Case 2

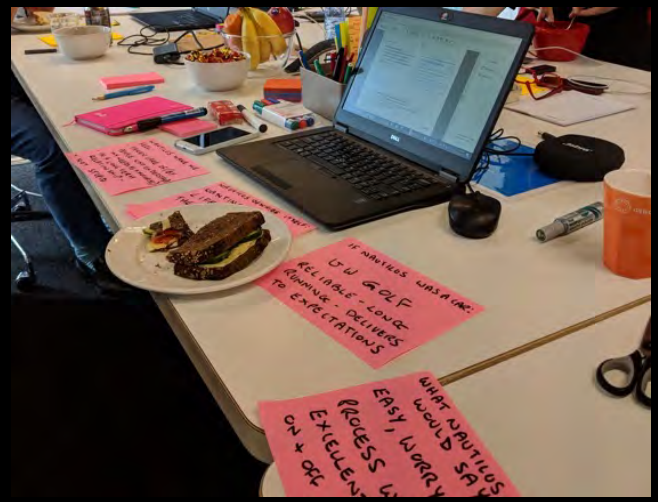
Personalization

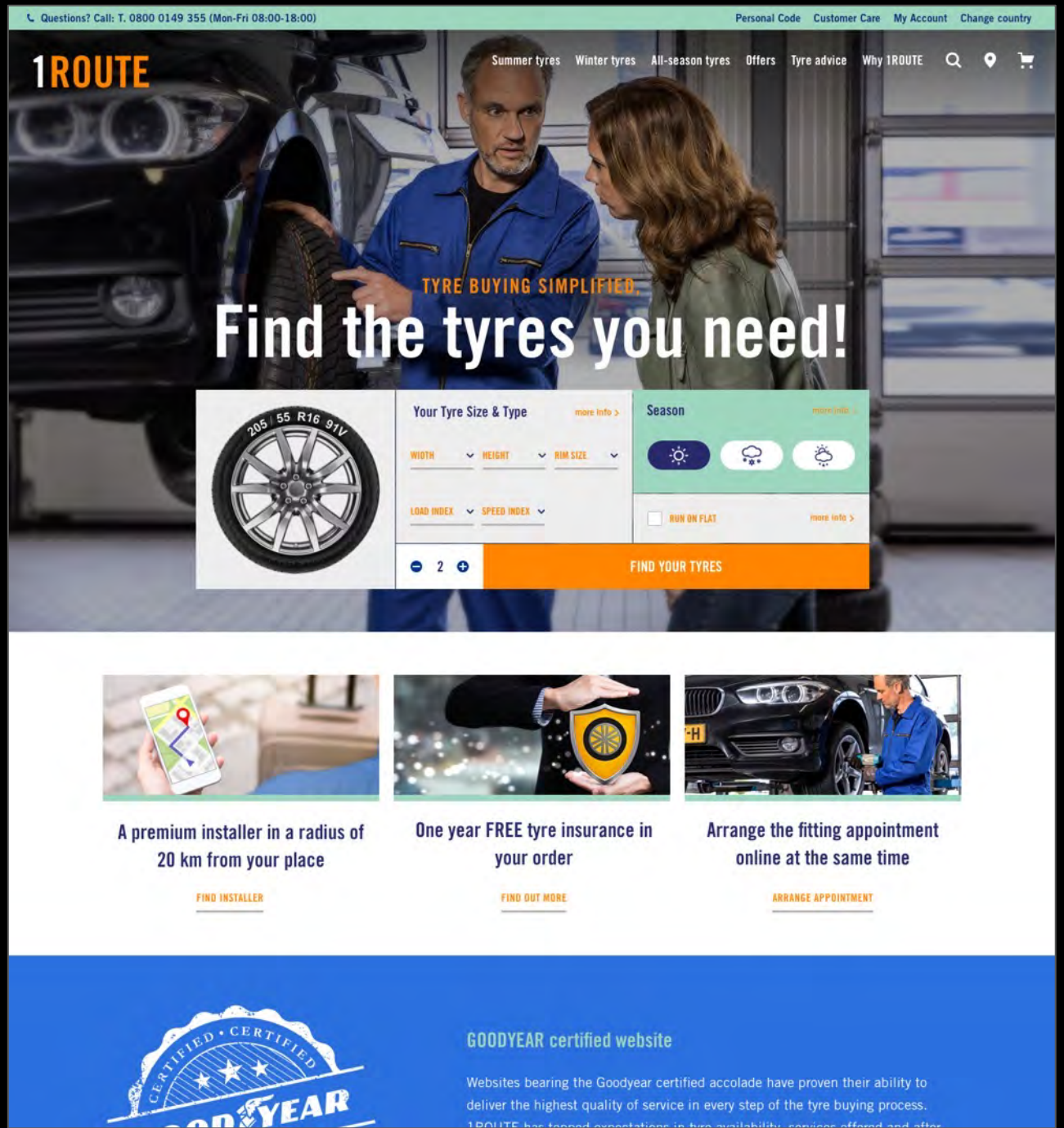
Competitor examples of poor user experience, by supplying a wide range of tires after entering the tire size, is it difficult for the customer to choose what is the right tire for him.





Through several workshops we defined the brand identity & value proposition of Goodyear and a new to be build e-commerce marketplace platform to concur with other tire marketplaces in the EU.

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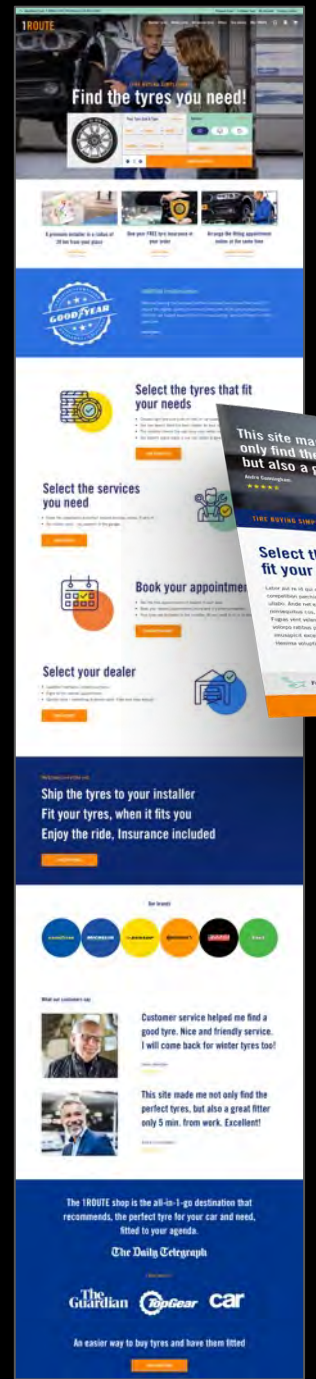
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Select the services you need
Book your appointment
Select your dealer
Ship the tyres to your installer
Fit your tyres, when it fits you
Enjoy the ride, Insurance included
Customer service helped me find a good tyre. Nice and friendly service. I will come back for winter tyres too!
This site made me not only find the perfect tyres, but also a great fitter only 5 min. from work. Excellent!
The 1ROUTE shop is the all-in-1-go destination that recommends, the perfect tyre for your car and need, fitted to your agenda.
The Daily Telegraph
The Guardian
TopGear
car
An easier way to buy tyres and have them fitted

This site made me not only find the perfect tires, but also a great fitter.
Select the tires that fit your needs.
Select the services you need.
Select and book your appointment.
Find the tires that fit your needs
1ROUTE

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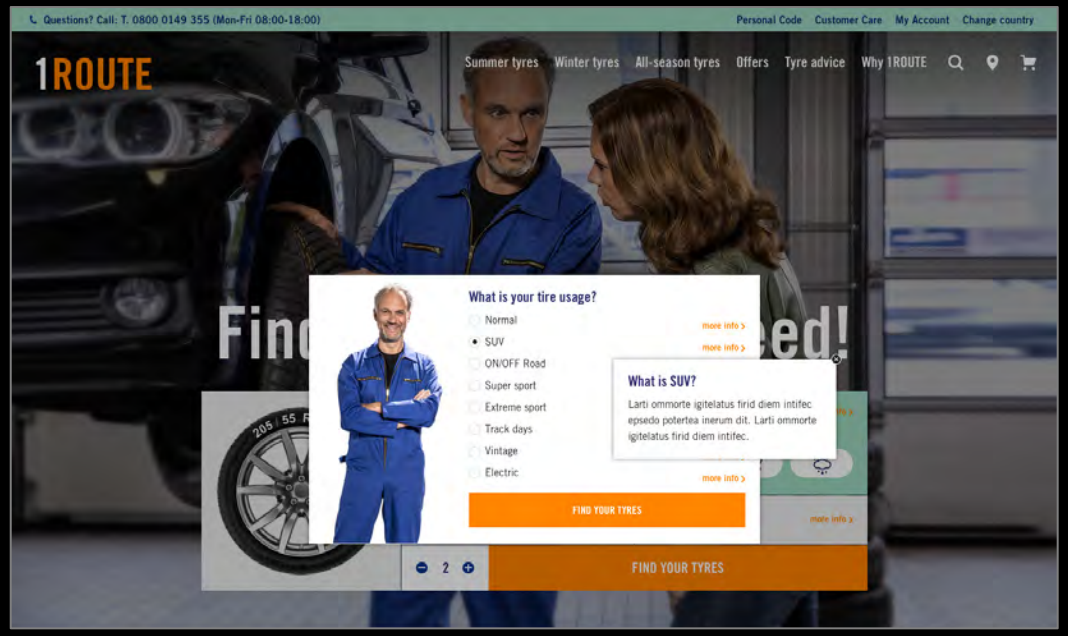
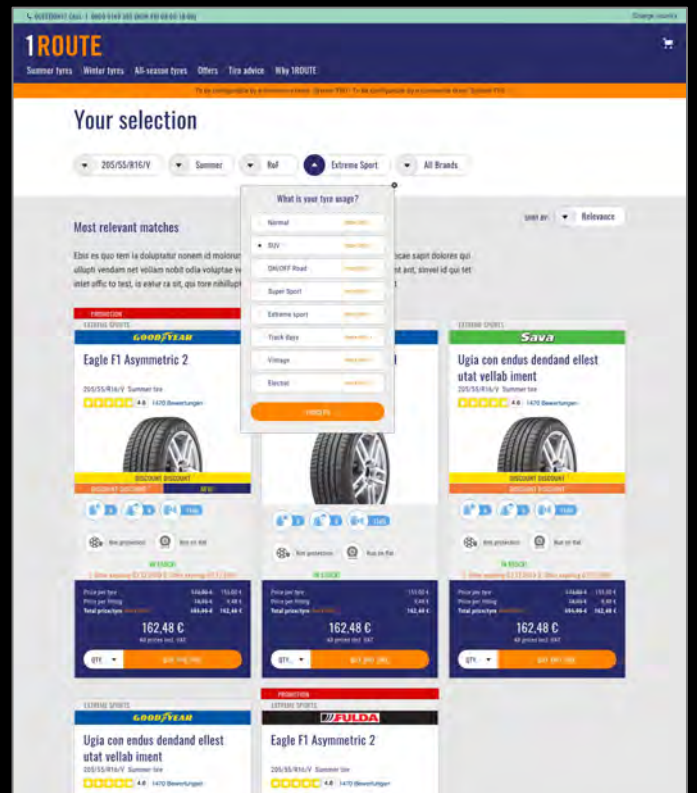
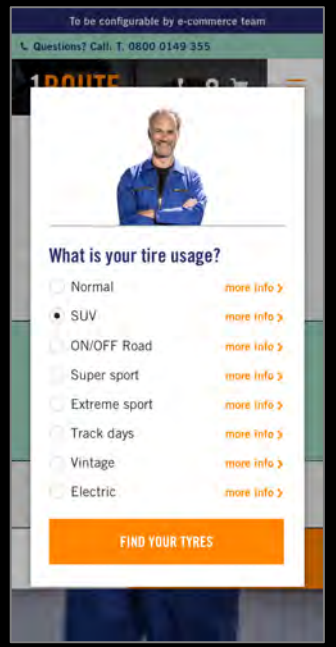
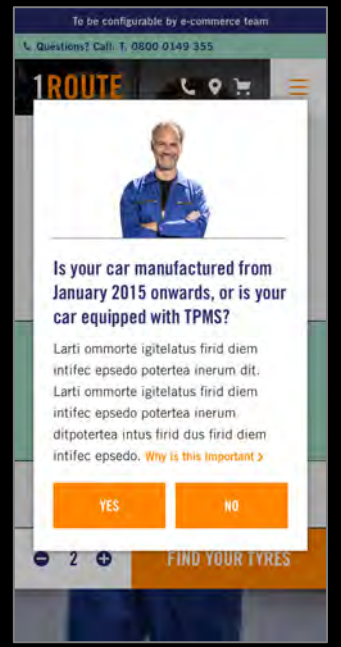
Shop from our range of high quality tires that best fit your car and needs.
With 120 years of manufactering experience we really know about tires.
Tires that fit your needs
Shop from our range of tires that best fit your car and needs.
SHOP NOW

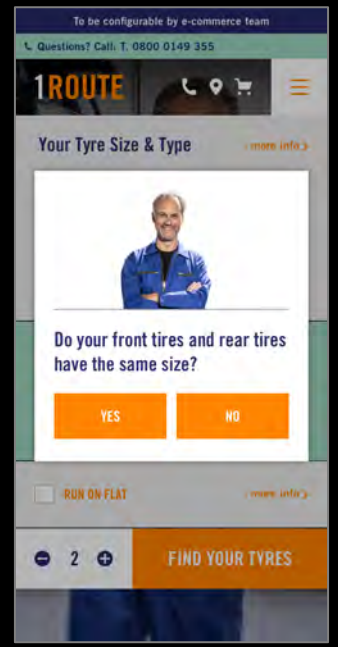
Creation of the UX design of the “Tire Finder” which leads to result of a selection of a maximum of 5 tires. The customer is assured of the right choice

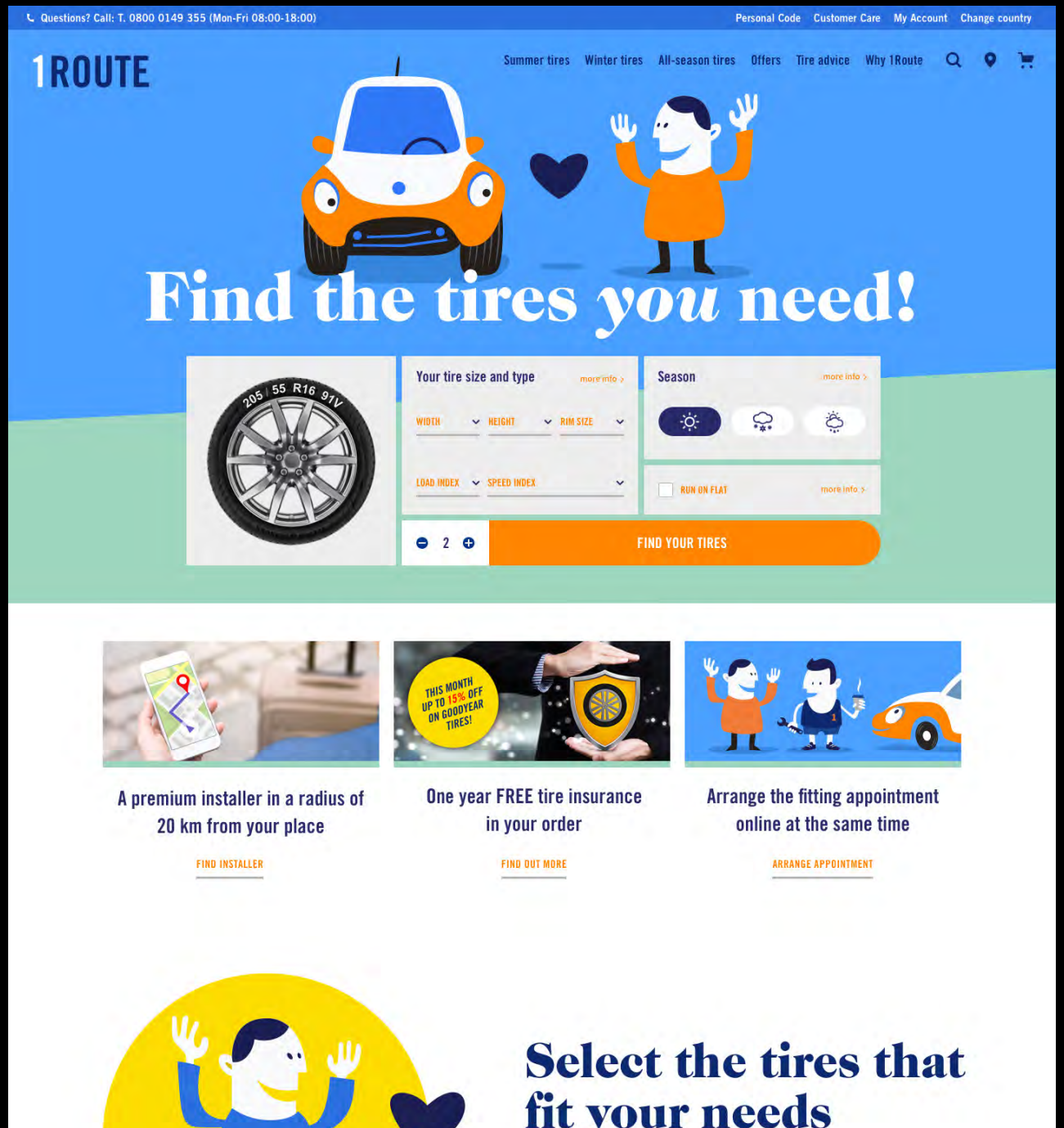








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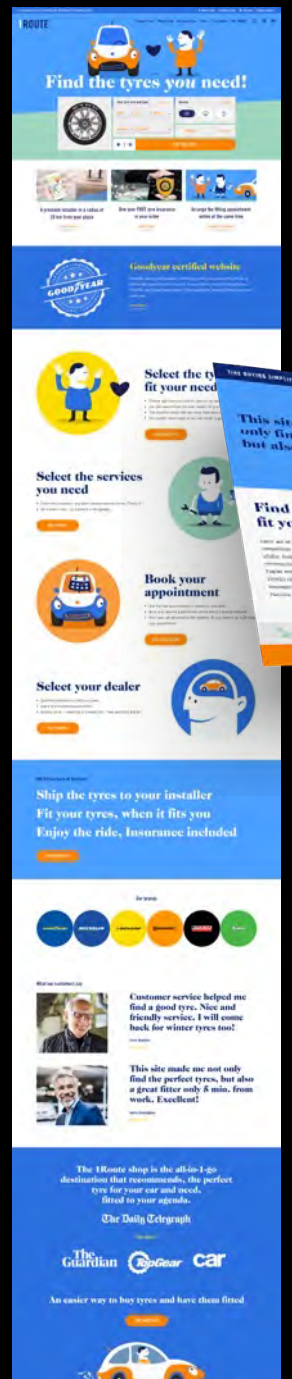
Select the tires that fit your needs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Book your appointment
Select your dealer
Ship the tyres to your installer
Fit your tyres, when it fits you
Enjoy the ride, Insurance included
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This site made me not only find the perfect tyres, but also a great fitter only 8 min. from work. Excellent!
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THIS MONTH UP TO 15% OFF ON GOODYEAR TIRES!
Tires that fit your needs
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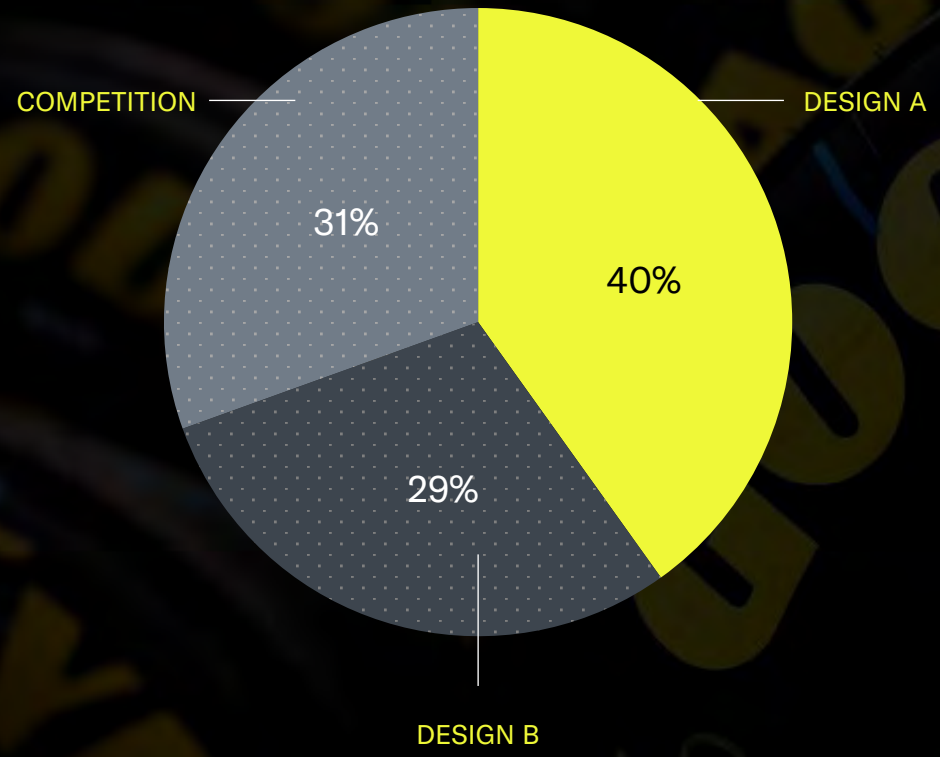
SHOP NOW

Customer UX test (summary)

Tell us which design you prefer and why?



Case 3

Make sure your brand is purpose driven.

Brand purpose should capture the company's fundamental reason for being, beyond making money.

Brand purpose needs to be related to what the brand is selling or providing, so it's not simply philanthropy or that you plant a tree for every sale.

Source: Adobe, according their Annual Digital Trends report

Your brand should have a clear purpose.

A goal that your customer understands & helps.

What problem are you going to solve for your target audience?

Case 3

Purpose: Anker Amsterdam Spirits

Question:

Anker Amsterdam Spirits is a wholesaler in Amsterdam for Spirits.
Help us with an e-commerce platform and develop a digital strategy.

Solution:

A digital portal where, in addition to ordering products, customers (the retailers) also receive information about the latest trends and can follow workshops, which leads in the end to more business value.

DELIVERABLES

Digital Strategy

Brand Strategy

Brand identity

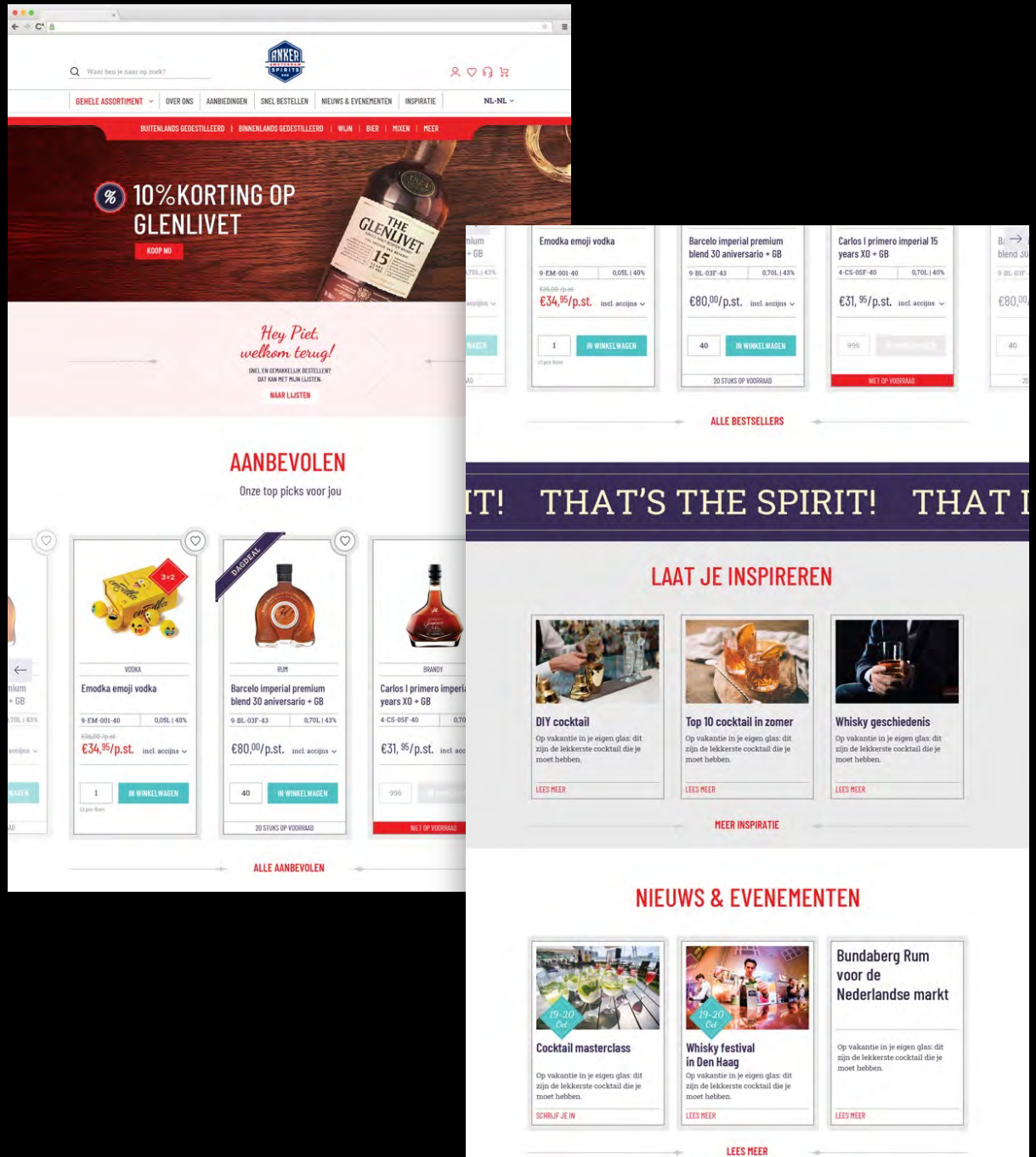
Slogan

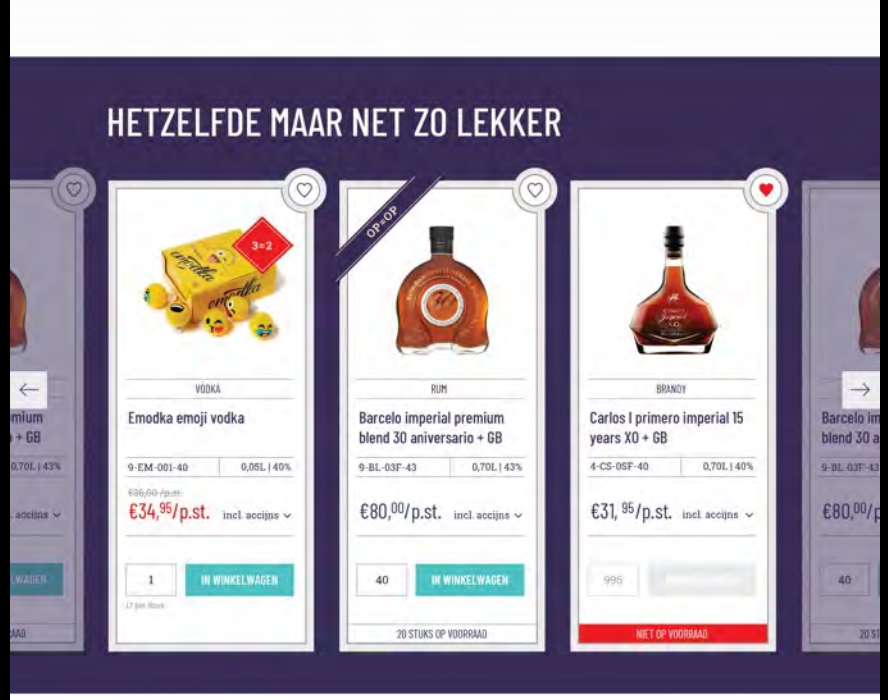
Visual Identity

UX/UI design

Because of the knowledge of products by Anker Spirits we were able to create a personalized digital portal where, customers (the retailers) can be advised about the latest trends.

The brand identity was renewed and the creation of the new slogan “that's the spirit” was realized.

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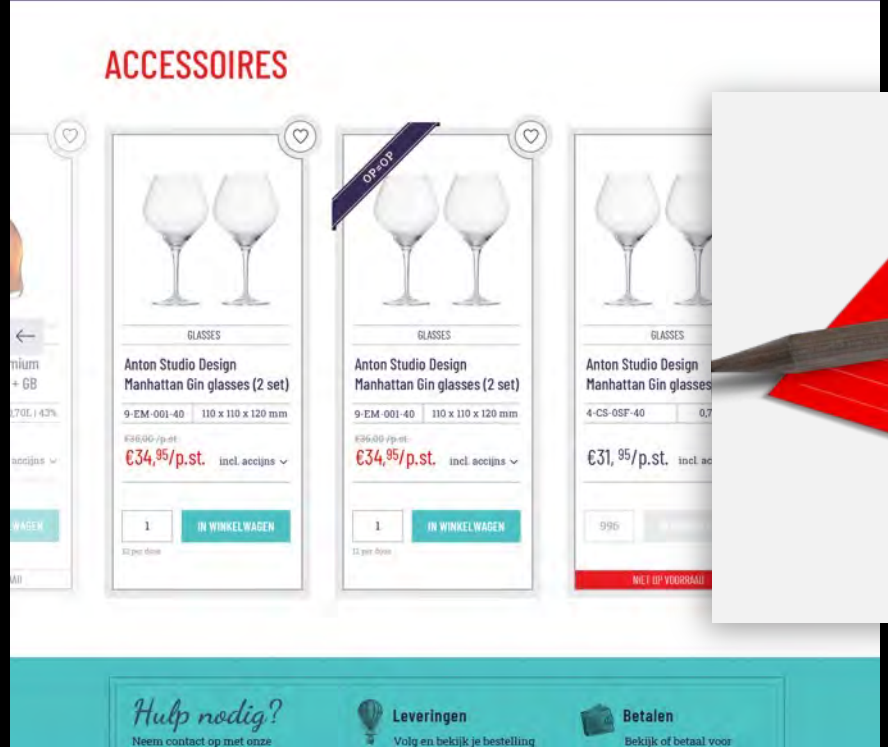
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A brand should be holistic. The experience of all the interactions reflect the identity of the organization and are at the service of the customer.

Thanks for the attention.

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