



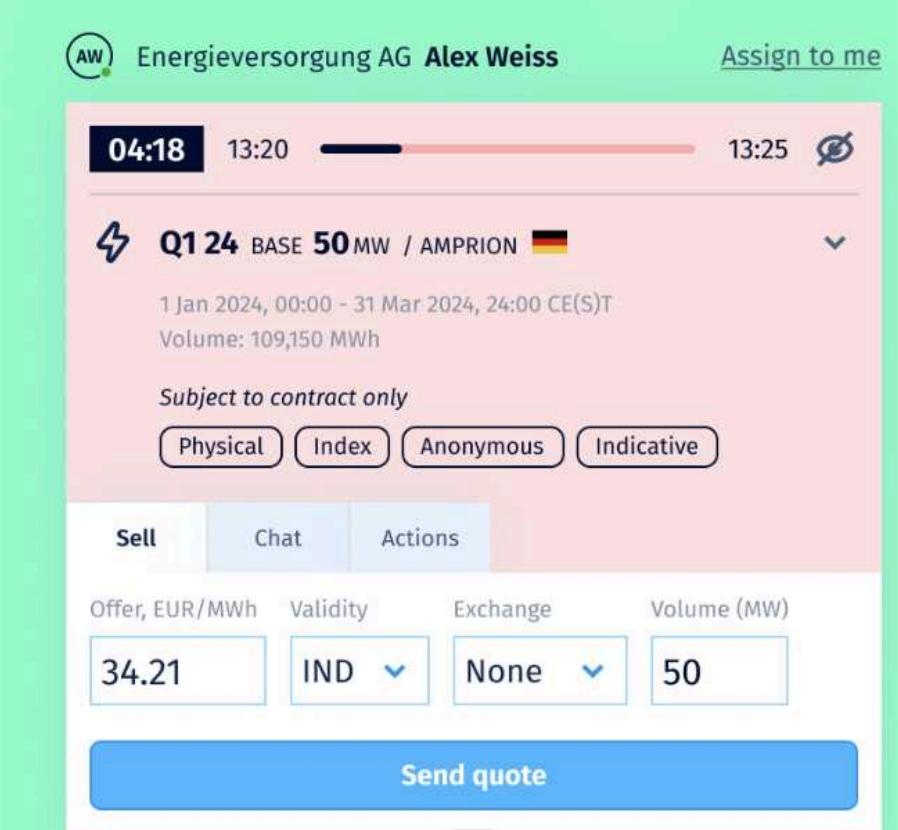
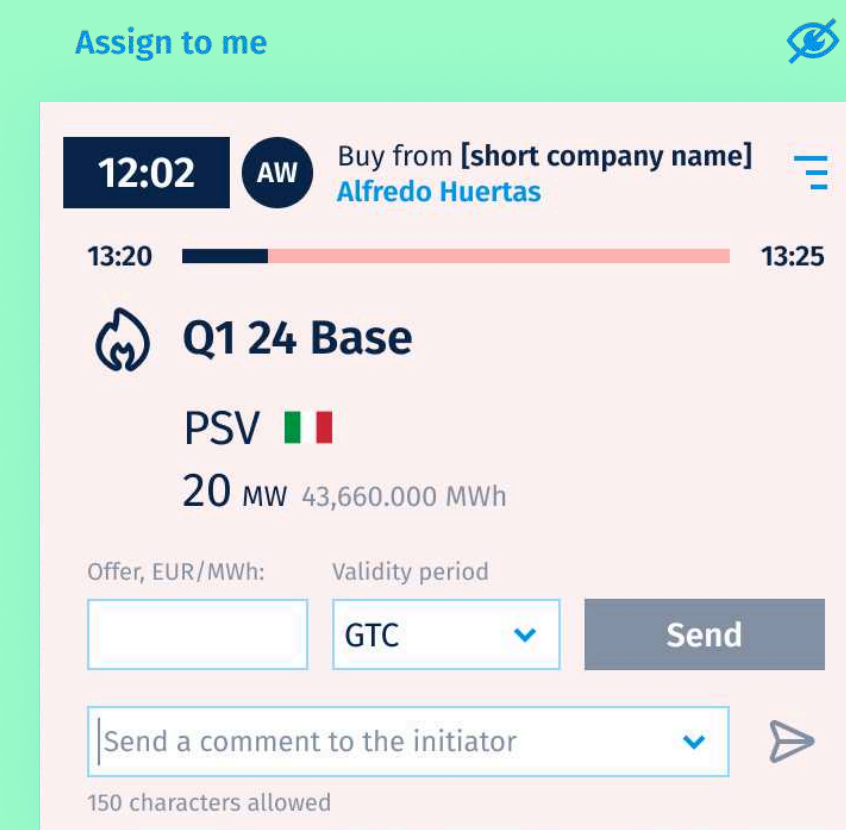
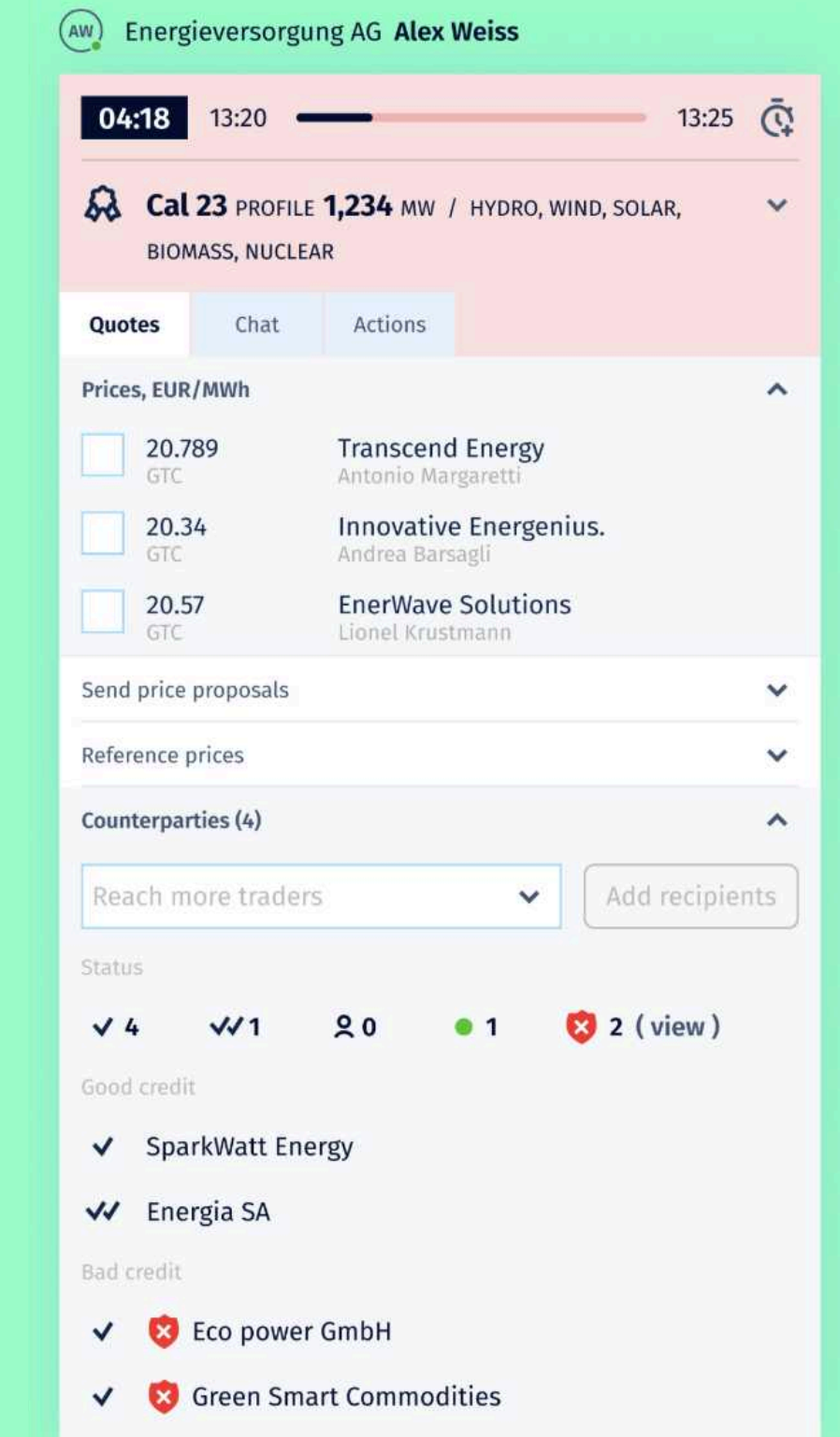
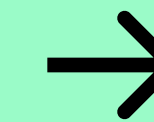
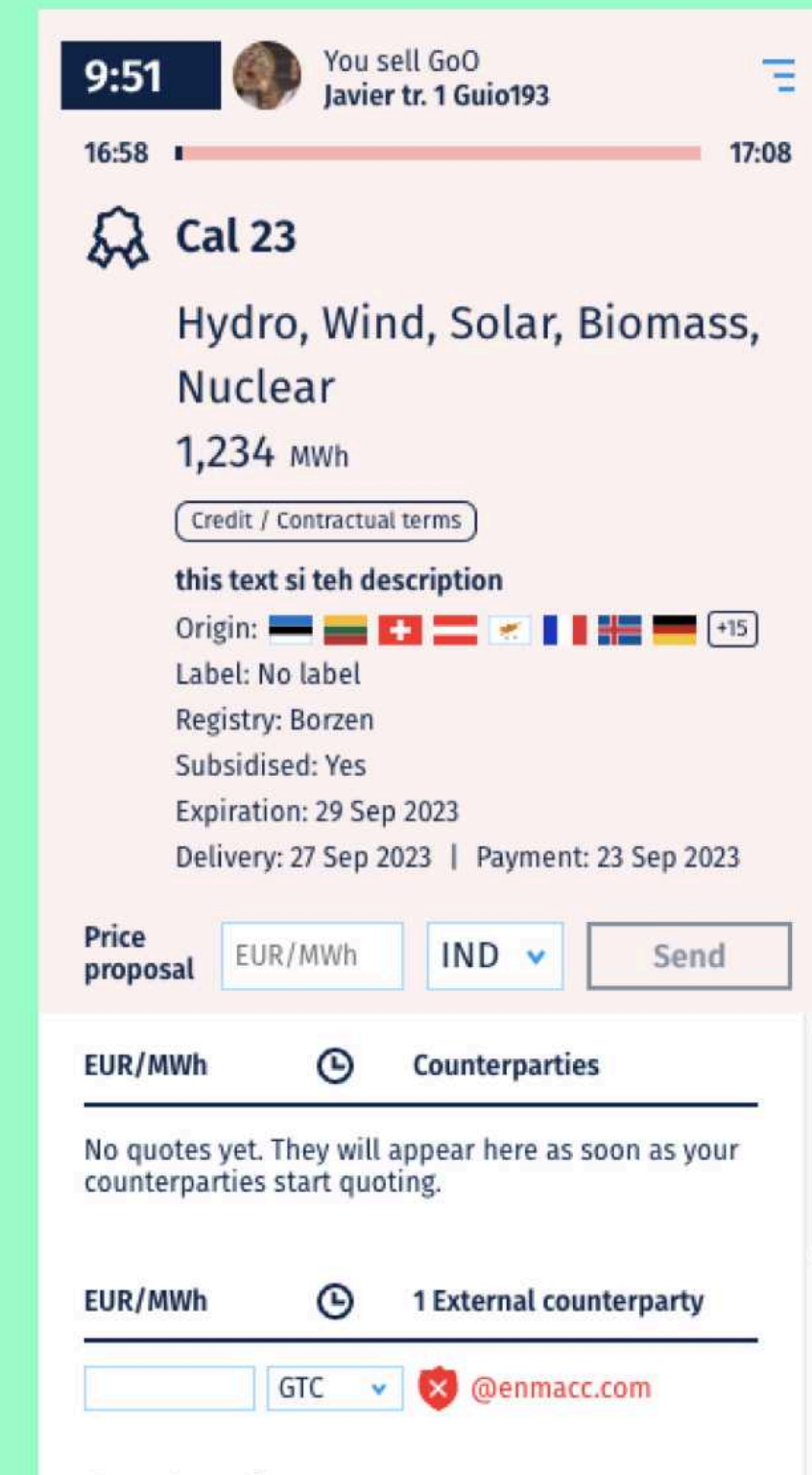
HOW UX VISION RESHAPED ROADMAP AND SECURED C-SUITE APPROVALS

Making enmacc's trading marketplace
flexible, scalable, feature-rich and
commodity agnostic

SUMMARY: IMPACT

I created an UX vision and convinced C-level stakeholders. Key patterns were implemented. Project impacted the roadmap for next 2 years.

- **New card architecture opened doors** for a whole range of new features
- **5 / 17 broker parity features were implemented soon.** 3 more went to refinement and scoping. 2 showed great user traction.
- **Design Team Reputation ↑.** We gained way more trust of stakeholders than before
- **Engineers appreciated us** doing introductions for the features (design + business rationale)
- **Product Management got the time to regroup**



CONTENTS

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- 2 **Problems to solve & validation**
- 3 **Setting up, scoping**
- 4 **Research**
- 5 **Iterating over solution**
- 6 **Showtime: pitching the UX vision**
- 7 **Outcomes, learnings & wins**



INTRODUCTION

Creating the UX vision dedicated to scaling of the trading platform.
Getting buy-in from C-suite leadership and Engineering. Leveraging the
temporary “no roadmap” situation

My role: Leading & steering the project, executing key conceptual parts

Project Team: me + 2 Product Designers

Stakeholders: CTO & Engineering, CEO & Founders, CRO & Sales, Legal.

QUICK SUMMARY

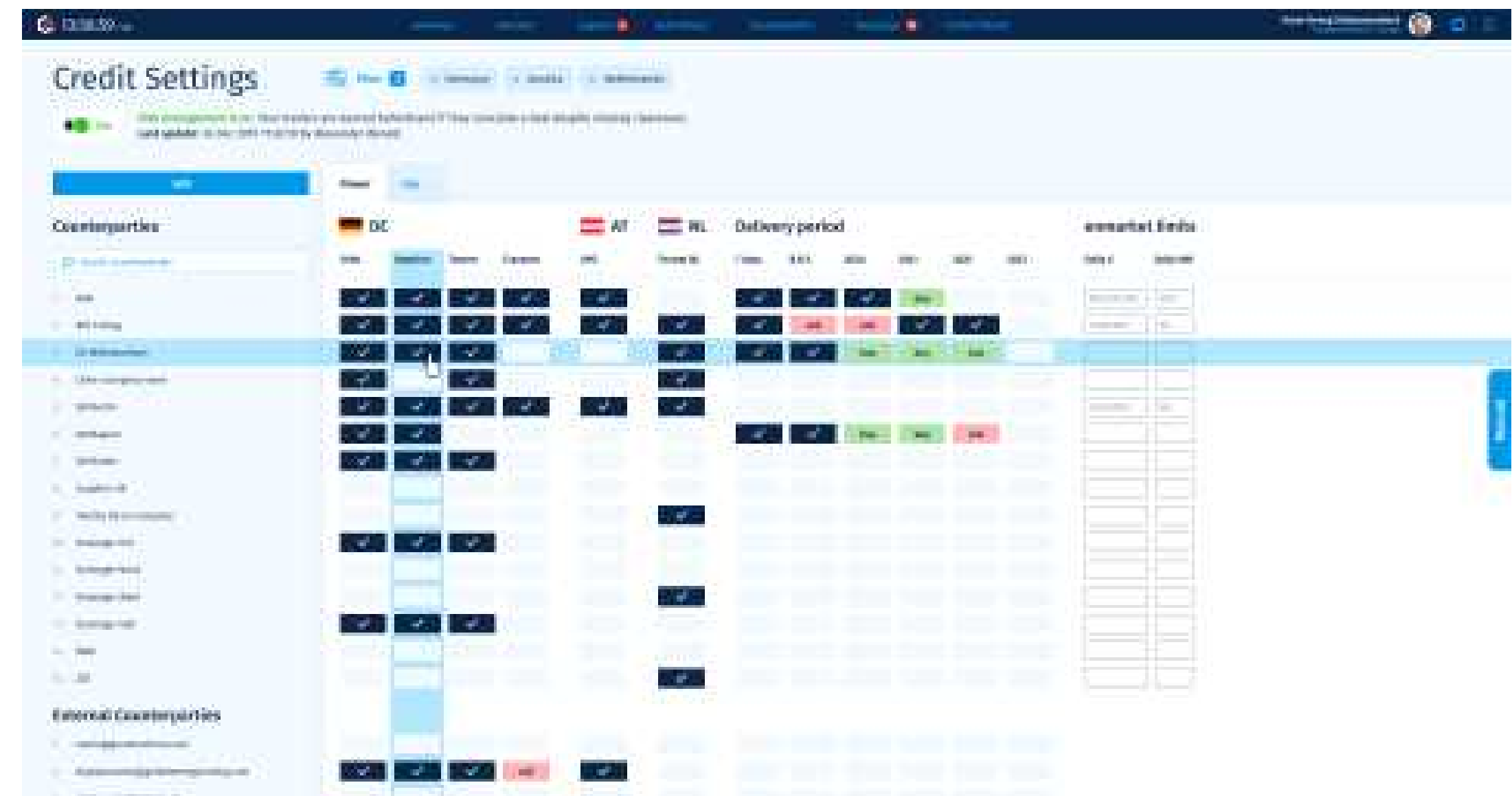
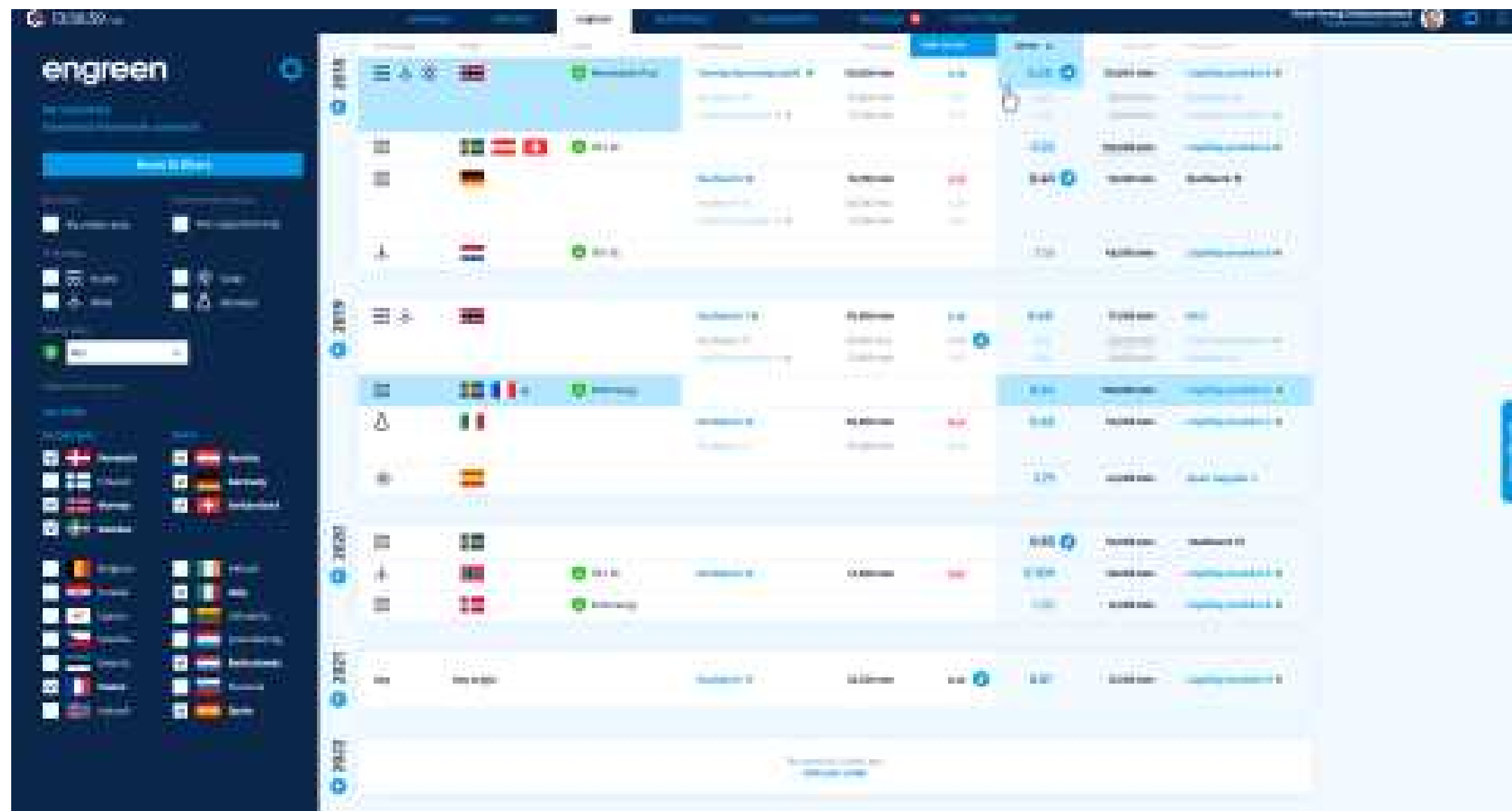
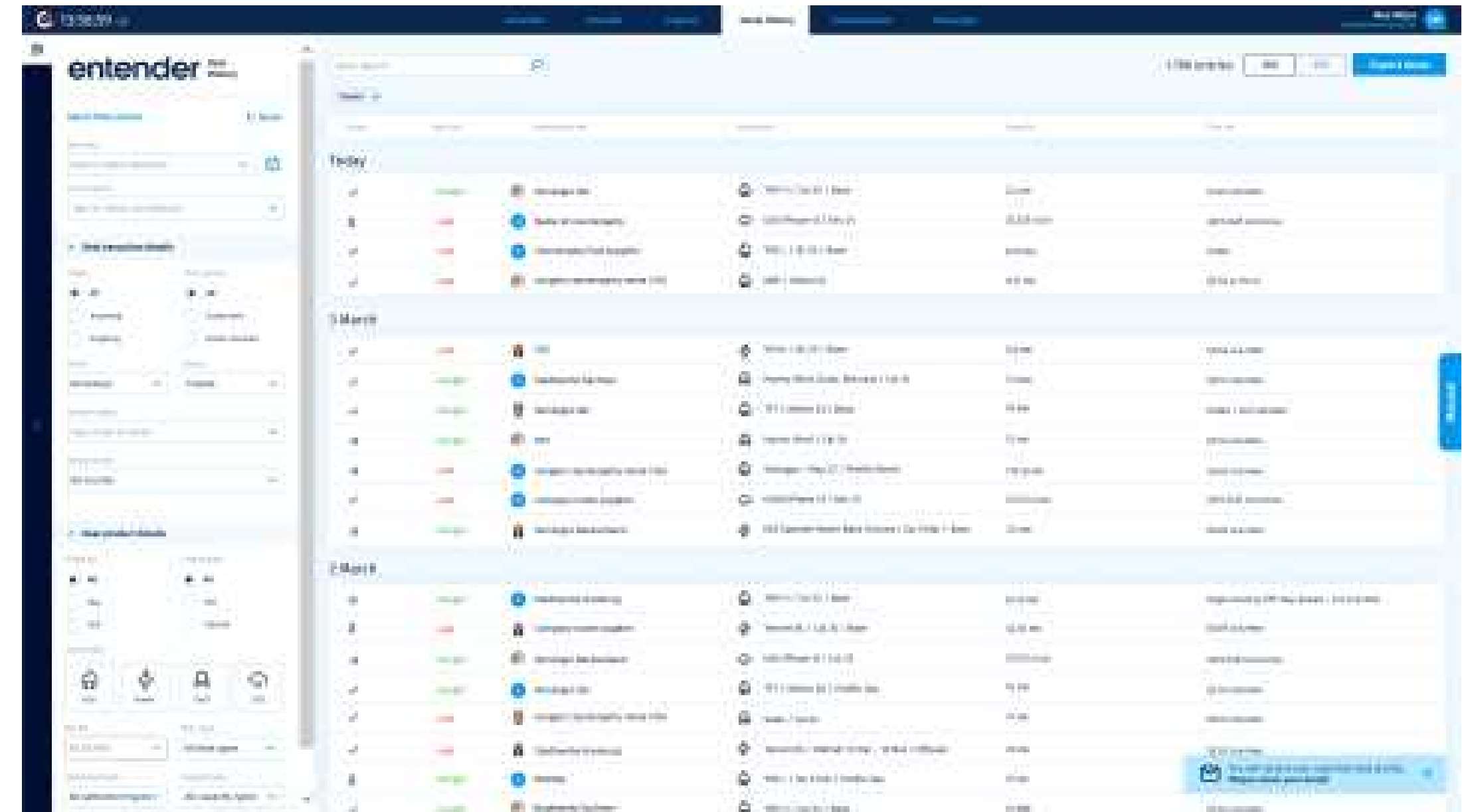
enmacc operates in the highly regulated B2B wholesale energy trading sector, providing high-speed digital trading venues for commodities like power, gas, CO₂ emission offsets and green energy certificates.

The platform facilitates time-critical, large-scale transactions between utilities, traders, and suppliers across Europe, where precision, trust, and compliance are essential.

- Led end-to-end redesign of enmacc's core trading UI (RFQ card) used in 1,000 daily transactions
- Addressed UX debt, confusion, and system limitations in high-stakes B2B trading flows
- Initiated and pitched design vision to C-suite, Engineering, Sales leadership during a no-roadmap phase
- Combined behavioural + attitudinal research, analytics, and JTBD mapping to identify clarity and risk issues
- Designed scalable, commodity-agnostic UI to reduce errors and support edge cases
- Resulted in 5+ features shipped, stronger team reputation, and a foundation for future platform improvements

END-TO-END ENTERPRISE SUITE

Platform supports pre-trade, trading, and post-trade across 10 commodities.

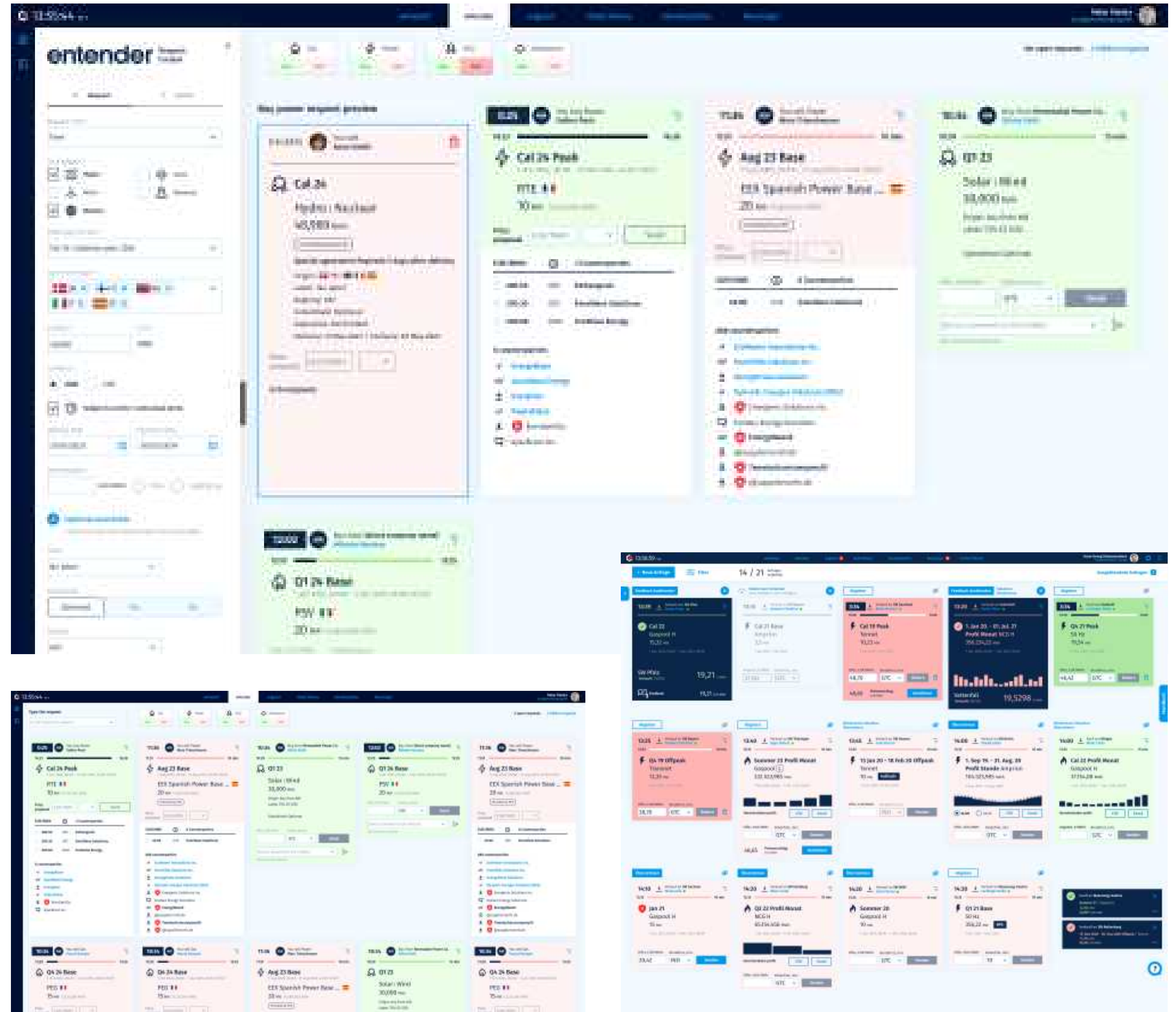


REQUEST-FOR-QUOTE PLATFORM, MAIN VENUE

High-speed regulated
trading marketplace for
wholesale energy trading.

Key element:
RFQ card, up to 1000 daily.

Transaction range:
10,000 to 1M euro per request



SUMMARY

The case is about preparing card shells and interactions for platform scaling

9:51 You sell GoO
Javier tr. 1 Guio193

16:58 17:08

Cal 23
Hydro, Wind, Solar, Biomass, Nuclear
1,234 MWh

Credit / Contractual terms

this text si teh description

Origin: [Flags] +15
Label: No label
Registry: Borzen
Subsidised: Yes
Expiration: 29 Sep 2023
Delivery: 27 Sep 2023 | Payment: 23 Sep 2023

Price proposal
EUR/MWh IND Send

EUR/MWh Counterparties

No quotes yet. They will appear here as soon as your counterparties start quoting.

EUR/MWh 1 External counterparty

GTC @enmacc.com

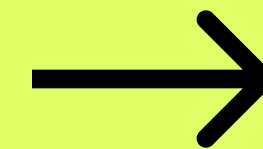
12:02 AW Buy from [short company name]
Alfredo Huertas

13:20 13:25

Q1 24 Base
PSV
20 MW 43,660.000 MWh

Offer, EUR/MWh: Validity period
GTC Send

Send a comment to the initiator
150 characters allowed



04:18 13:20 13:25

Cal 23 PROFILE 1,234 MW / HYDRO, WIND, SOLAR, BIOMASS, NUCLEAR

Quotes Chat Actions

Prices, EUR/MWh

20.789 GTC	Transcend Energy Antonio Margaretti
20.34 GTC	Innovative Energenius. Andrea Barsagli
20.57 GTC	EnerWave Solutions Lionel Krustmann

Send price proposals

Reference prices

Counterparties (4)

Reach more traders Add recipients

Status

✓ 4 ✓✓ 1 👤 0 ● 1 ❌ 2 (view)

Good credit

- ✓ SparkWatt Energy
- ✓✓ Energia SA

Bad credit

- ✓ ❌ Eco power GmbH
- ✓ ❌ Green Smart Commodities

04:18 13:20 13:25

Q1 24 BASE 50 MW / AMPRION

1 Jan 2024, 00:00 - 31 Mar 2024, 24:00 CE(S)T
Volume: 109,150 MWh

Subject to contract only

Physical Index Anonymous Indicative

Sell Chat Actions

Offer, EUR/MWh Validity Exchange Volume (MW)

34.21 IND None 50

Send quote

04:18 13:20 13:25

Q1 24 BASE 50 MW / AMPRION

Sell Chat Actions

Offer, EUR/MWh Validity Exchange Volume (MW)

34.21 GTC None 50

+ Add an extra quote



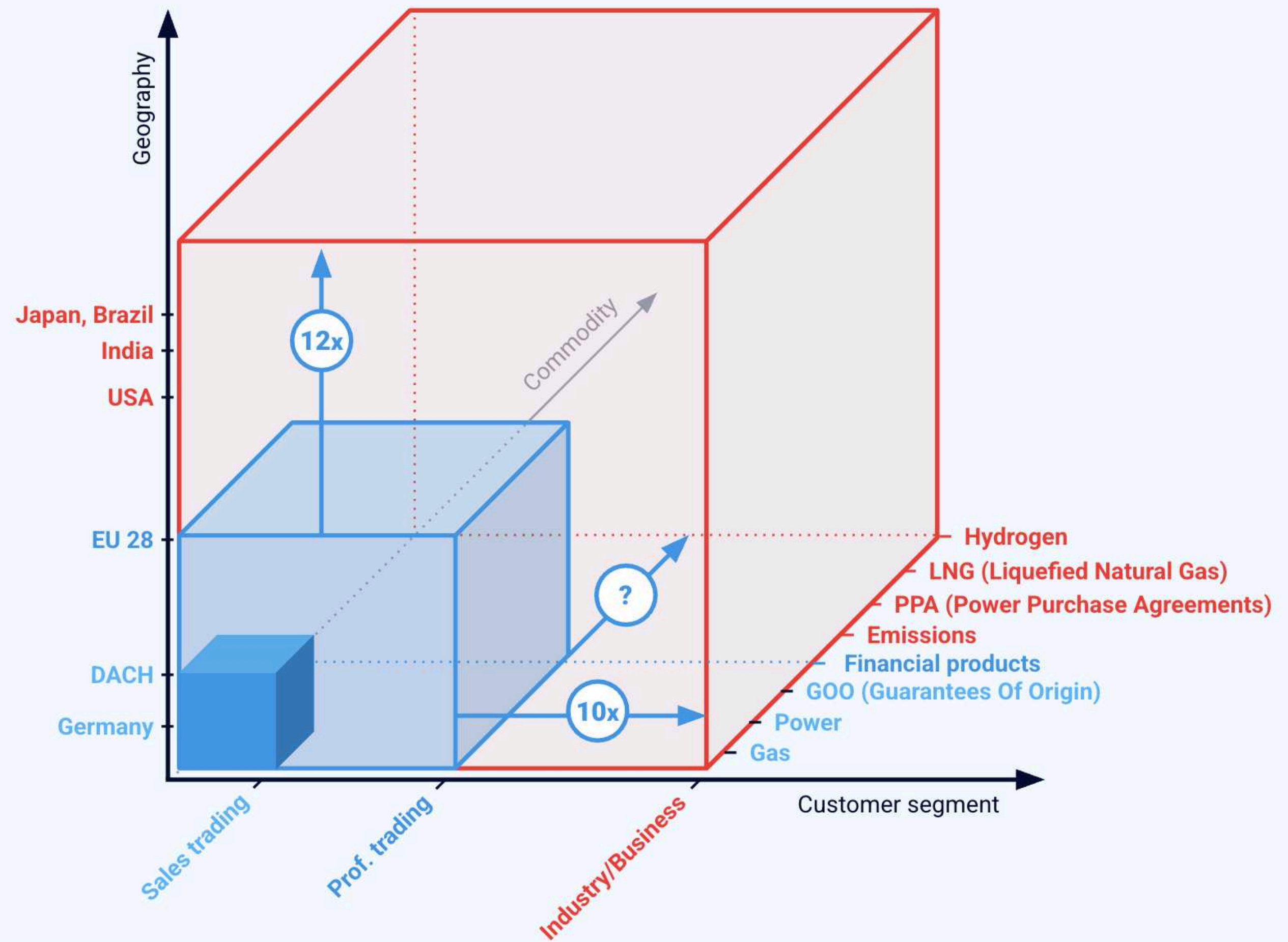
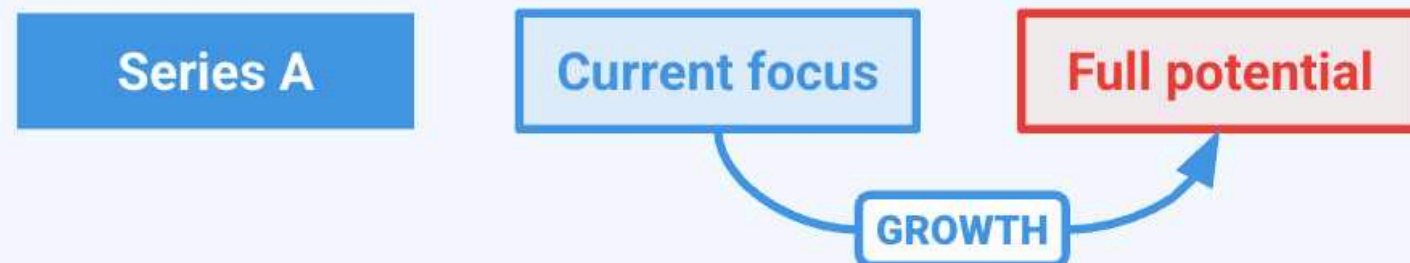
PROBLEMS TO SOLVE & VALIDATION

2/7

CONTEXT

enmacc started expansion in commodity and geo spaces.

Green trading increased growth potential further



PROBLEMS TO SOLVE

User Experience issues

- **Legacy card architecture blocked scalable, system-wide improvements**
- Evolutionally RFQ card (core UI element) reached functional and visual limits.
- New users were facing more and more edge cases with clarity lacking.
- Higher risk of losing user trust with misinterpretation and mistrades

Operational problems

- **Product Management faced instability: high turnover, unclear strategy, lack of trust from Sales.**
- “Feature factory”: monthly releases increased the load
- Designers struggled with shifting requirements, unstable roadmap and lacked perceived impact. Design team perceived as a service team for PM and Engineering
- Leadership resistant to UX changes

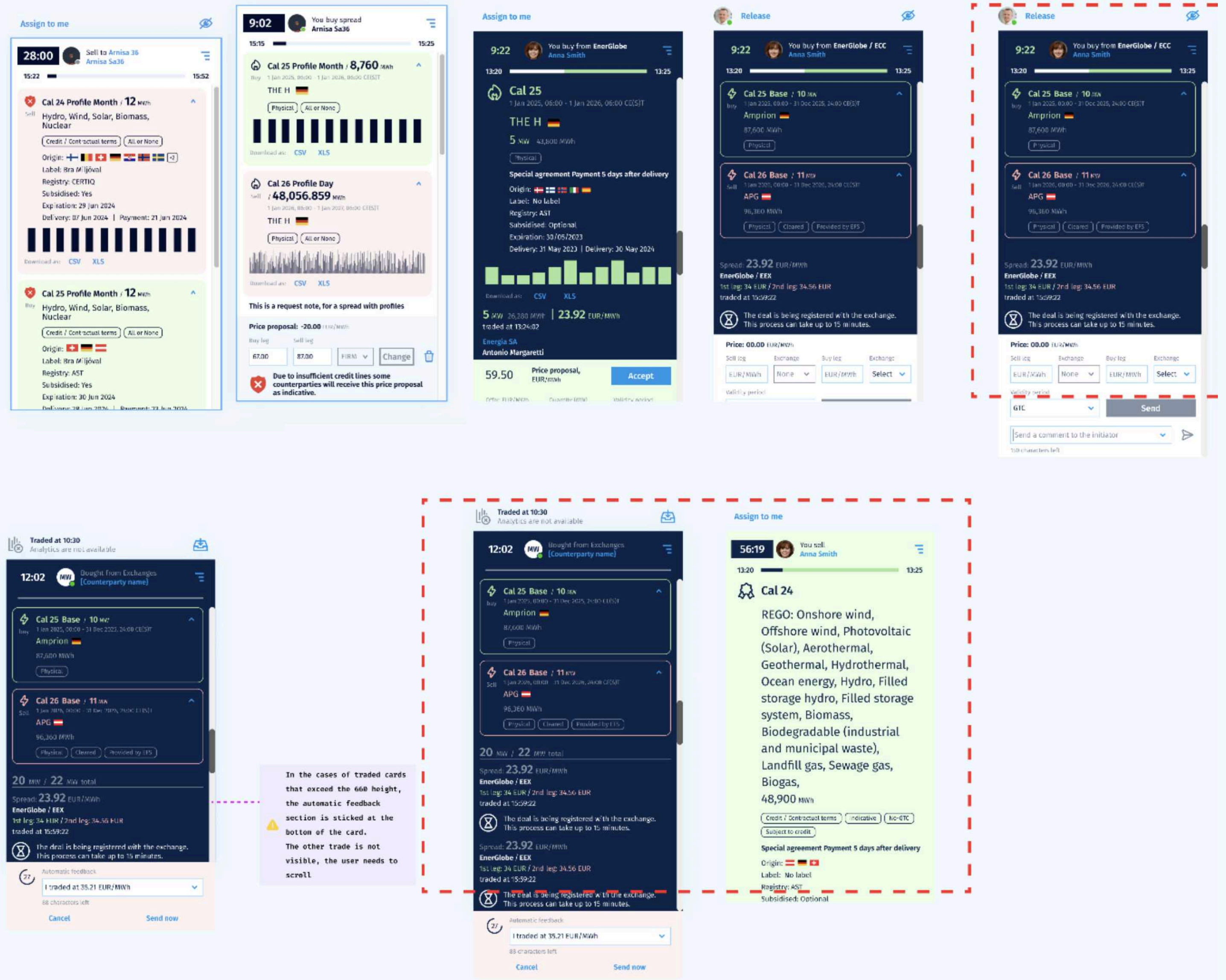
Validating problems

- Joining customer calls
- Checking the mockups with breaking changes: my calculations revealed impact up to 20% of all trading scenarios within next 6 months
- Syncing weekly with Designers, Leadership, Engineering and Data Analytics team to assess the situation

LEGIBILITY & SCALABILITY ISSUES

Evolutional growth of RFQ platform created multiple edge cases with high chance of mistrade and misinterpretation.

RFQ card (core UI element) reached functional and visual limits in 5% of trading scenarios at the time with a potential to expand to 20% within a year.



CHALLENGES

**Experiments with our main money-making tool created friction.
Sensitive topic, tight timeframes, big scope, small team.**

1

“Silver bullet” expectations

A solution that would improve all existing trading scenarios and allow scalability for much more. Preferably for cheap.

2

Protecting platform users

against frustration coming with edge cases was tricky. Minor situations are tolerated by decision makers.

3

Scoping specific features

without prior energy trading experience.

4

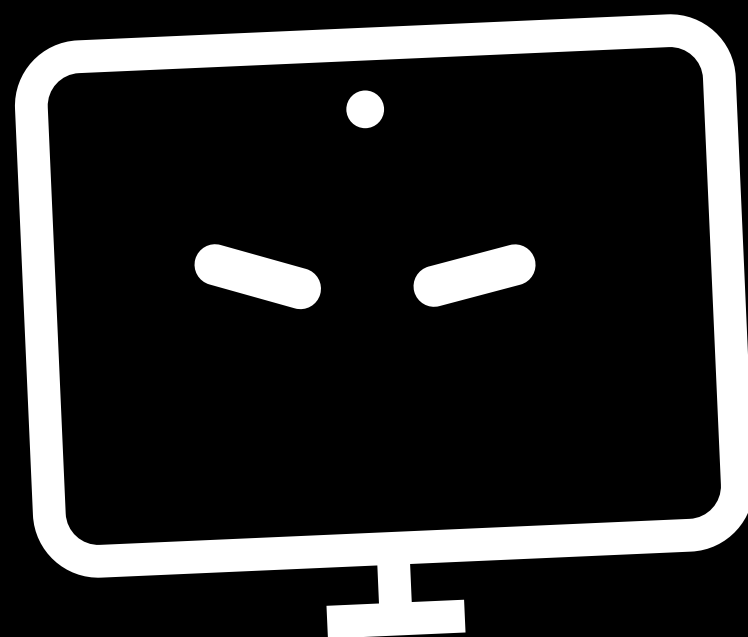
Managing workload

2 designers were busy with the project only part of time.

5

High stakes & high gains

Rare 1-time chance to drive change from Design side and gain trust.



SETTING UP & SCOPING

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DEFINE / MAKE

Find the best UX solution for the users and design scalable elements for Design System.

Find UX patterns for the cards that would provide transparency of the trading situation and eliminate confusion. Less confusion = more trades, more user trust and less compliance risks

Create UI that would help with scaling and making evolutionary changes to the rest of platform.

PITCH / SELL

Convince stakeholders using clients feature requests, or it will never land on Production.

Get the buy-ins from the leadership using features with high revenue potential that our users want.

Demonstrate new approach to Engineering, outline advantages, potential Design System changes and logic.

DEFINING BOUNDARIES

Concepts with new UX for cards providing clarity, eliminating risks of misinterpretation & mistrade for users. Enabling scalability, opening doors for system changes. Pushing business objectives with new features.

1. Prioritising problems to be solved:

- Prevent mistrades and risk of misinterpretation
- Fix card UX patterns and scalability
- Improve card UI to enable platform-wide changes
- Get buy-in from key stakeholders
- Gain trust with Leadership and Engineering teams
- Design set of features that are pushing the revenues
- Prove we can drive change from the Design side

2. Defining outcome: creating concepts deep enough to show advantages

3. Getting the CTO's buy-in and managing expectations. Setting the deadline: 2 months

4. Aligning with Product Management to mitigate potential conflict risk of driving change from the UX side.

5. Sizing and Scoping: framing the design elements affected by project. Selecting the features to be included.

DISTRIBUTING WORK



Me: leading and steering the project. 2 more designers iterated over feature flows in parallel to regular sprint work

Andrei

- Leading the project
- Scoping, steering, collecting feedback
- Iterating over final card designs, modifying containers and trying interaction ways
- Quality control for the feature designs
- Creating the presentations
- Building the interactive prototype
- Presenting: intro, why it matters and whats next.
- Supported team with reasoning and story

Javier and Arnisa

- Joining Sales team in video calls with clients.
- Iterating over UX flows for most of features
- Participating in workshops where we brainstormed the card UI solutions
- Presenting features they designed



RESEARCH:

QUALITATIVE & QUANTITATIVE

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ATTITUDINAL & BEHAVIOURAL RESEARCH

To understand and validate what our users wanted, a qualitative research was conducted. We collected ideas for UX improvements of and trading features from multiple sources.

OKR Workshop “Broker Parity” results. Workshop where Account Managers voiced out top questions and requests of their clients.

Slack #ideapool channel where everyone can post an idea coming from clients or internally. I went through a year of messages.

Joined Sales team in video calls with clients. Direct access to users in B2B is tricky. At enmacc it normally goes through Account Managers.

Design Backlog in Zoho CRM, our task ticketing tool.

Heat maps and walk-through video recordings revealed most used parts of the RFQ

WORKSHOP WITH SALES TEAM: "BROKER PARITY"

"What do brokers do better than us?"



BROKER PARITY WORKSHOP→ FEATURE LIST

Initial list of 30 features
boiled down to 17
selected features,
distributed between
team members to
define user flows.
Sorted into 4 buckets.

Number	Feature Description	Assigned To
Observations / Behaviour ideas		
1	There is not much action happening, maybe due to the sorting logic	
2	A lot of hiding (in group) and then unhiding, would be worth to select rfp and then execute actions? (hide selected - another selected)	
3	Users keep the traded cards on screen	
4	Traders remove the expired cards / Automatic hiding of expired cards	
5	We can display the product info as they click of it and make it easier for them to process and read	Andrei
6	We can also offer layout settings, so users who frequently use it can adjust and let it expanded by default	
7	Add/removes companies on the go	Andrei
8	Chat / comment in the card	Andrei
9	Filtering / sorting of cards / hiding inactive	
10	RFQ status summary	Andrei
11	Demand pulses (50k Home)	Andrei
12	Rating for counterparties	
13	Partial trading / partial fill split volumes	Andrei
14	Using the time between submission of card and first quote to interact users with relevant info	Andrei
15	Could we show 'receivers with good credit' in grey (not clickable) to users without active credit management? Plus info if hovering above	
16	Suggesting recipients when RFQ is already sent. Like your request for is missing	Andrei
17	Reference prices inside cards: Expired Ecto, infopages, data from CEX, weather analytics, mid prices from armarket etc	
18	Showing card's link to others	Andrei
19	Double size icons (traders double the volume on completed trade)	Andrei
20	Grouping	
21	Targeted price proposals (only set to the counterpart)	Andrei
22	Blind Requests	Andrei
23	Hidden interest (companies can indicate interest - but not disclosed to anyone - if an interest RFQ is initiated - then the company with interest gets it)	
24	Accepting multiple prices / Accepting more than 1 price, split the volume	Andrei
25	Pinboard for prices (similar to ecto, but hidden)	
26	Templates and Scheduling	
27	Extending duration of RFQ	Andrei
28	Accepting MD PPs / quotes	Andrei
29	Showing analytics directly inside expired cards	Andrei
30	List of counterparties: separating into good credit and bad credit entities (Andrei idea)	Andrei

New features

Connecting traders

- Recipients: sorting by credit, statuses summary
- Recipients: poking / nudging
- Recipients: removing counterparties
- Recipients: quick messaging
- Negotiating within a card

Extending reach and time

- Recipients: adding counterparties
- Extending RFQ running time once
- Blasting request / extending reach

Managing quotes

- Partial trading
- Multiple quotes: sending and receiving
- Quotes: converting Indicative into Firm
- Live feedback for quotes (pulses)
- Price proposals: a scalable model

Pre-trade & Post-trade world

- Reference data while waiting for quotes
- Doubling the traded volume
- Actions tab instead of burger menu
- Bringing clarity with feedback

RESEARCHING USER NEEDS

And exploring UI solutions that can help with legibility

Questions

The usage of "assign" link: how do users interact with it, how often

Are commodity specifics relevant to be shown by default?

Analytics should be shown by default? (post-trade)

Should we display the repeat option for expired rfqs on the initiator side?

Does the user task or priority changes when a card is quoted?

Do we show labels by default? always? depending on the case? Are there more important and less imp

What is the sequence of the attributes of a product that the traders think in?

Do traders read products as "CAL 24 Amprion 10 MW" in that order? or like 50 MW in a Cal and bal zo

Does the trader needs to see the input directly to be triggered to send a price proposal?

The list of counterparties: what is the current user interaction with it? Can it be collapsed and just show with comments by default?

Delivery period dates- do they need it on a first glance?

Hiding more requests than 1 at a time - is that needed / requested?

Hiding expired cards with no analytics / feedback with a timeout of 15 seconds?

Profiles:: Do we need the text "Download as?" would a CSV/EXCEL link be clear enough?

RFQ confirmation download - who and how is using this?

A page in settings about what is collapsed, showing avatars, profile images etc?

A negotiation should happen "1 vs 1" or "company vs company"

UI NOTES

Too many bold selections, to many active elements.

Shifting the focus to important elements, removing it from details that are not super relevant

Timeline too thick

Reducing attention to the no-picture avatars

Fonts are too big

Many elements consume more space although they might have low importance

Cards can have more dynamic heights

Global scroll also for single cards

Vertical spaces, paddings should be equal

Unification of the styles of different elements

Labels for inputs: consistency

Showing some tooltips

Using less truncating and showing full names

Using flip of the card, using tabs inside cards

Thinking of deals and components inside deals

List of counterparties: separating into good credit and bad credit sections (Jens' idea)

Colors: can be more contrast

QUANTITATIVE RESEARCH

Sources: Tableau, Hotjar,
County, Data & BI team

We needed to understand how cards were used in 2023 from the numbers perspective. How many are on the screen? How many are traded in parallel? How many sent within a day by 1 trader? What types are most common etc.

- Average request duration
- Standard RFQ vs Profile split
- Most used commodities and products
- Regional usage (DACH vs Spain + Italy etc)
- Spreads share
- Trade ratio per commodity
- Screen resolutions & window size, browsers
- Time to trade and peak hours
- Min/max/average amount of prices for 1 RFQ and amount of recipients
- Min/max/average lengths of trader names, company names, products traded
- Price: lengths (12.34 vs -1234.5678)
- Units usage (EUR/MWh vs GBP/Therm)

1000
RFQ daily

6000
traders

60%
trade ratio

600
companies

150 RFQ
max on screen

APPLYING JOBS TO BE DONE

Together we mapped the tasks for each stage of a trade scenario for both initiators and recipients, with all stages of RFQ.

State	Space	User goal: "as a user I want to..."		Questions
		Initiator	Recipient	
Preview	Only visible to initiators	confirm that my request has all the details correct	-	
Action	Before trading starts	See all incoming quotes, receive good, tradeable quotes	See only relevant requests	do we need to show the delivery process? should we assume trader's information and the differences between?
		See all incoming comments	To understand ASAP what is request about and hide if not relevant	Are the current notifications enough?
		Accept a partial quote	Send a competitive quote	Should we have a more direct way negotiation? - currently it is via the counterparty list
		Negotiate with the counterparty	Send a partial quote (not the whole volume) Be aware of incoming price proposal and react fast if I want to	
		Have an overview who received my request and was there any action taken by them - understand who and how are counterparties reacting to my request	Have a good overview of all my requests, as many as possible in 1 screen	
			Be informed about VERY GOOD opportunities (big volume)	is the design functionality working as keepers?
			Make sure my colleagues are aware that I am taking care of the request	
			Who am I competing with? how many traders in the leader	
	Trading period running	Receive good tradeable quotes, as many as possible	To understand ASAP what is request about	
		Edit request: split capacity, add recipients, increase visibility period	Send a price	
		Accept a partial quote	Send a partial quote (not the whole volume)	
		Notice all comments that counterparties send	Be aware of incoming price proposal and react fast if I want to	
		Negotiate with the counterparty	Negotiate with the initiator	
		Eliminate the request / increase reach (send the request to all traders)	Know who am I competing with? How many traders in the leader? How good is my price?	
		Have some reference prices to understand if the prices I receive are good	Be aware how much time left before trading ends	
			Know my counterpart. Who confirms this request?	
	Quoted	Be informed about incoming quotes - notice all the quotes that I receive	Be able to modify / delete quote fast	
Traded		Know what I traded and with whom and at which price	Know what I traded and with whom and at which price	
		Send feedback to sender or all recipients if I want to	see the analysis about the quotes	
		EUR price / volume traded	EUR price / volume traded	
		Show total EUR in the traded card?	Show total EUR in the traded card?	
		Download an RFQ trade confirmation? Repeat fast if needed	Download an RFQ trade confirmation? get further feedback	they are not the default
Expired		Understand why didn't I get the good quotes	Understand why the trade didn't happen: feedback, analysis, etc	
		remove fast if not needed anymore	Remove it from my screen	* if it is under the budget rules
		repeat if needed		they are not the default
Withdrawn		confirm that my request was deleted	See that request was deleted	Users remove them in right click
		Get feedback why was it withdrawn, especially if I send quote		Should we remove expired and withdrawn requests after certain time?
				Hide them after 30 seconds

Cards UK: user goals / tasks

File Edit View Insert Format Data Tools Extensions Help

View 100% -

File sensitivity label was applied to this file automatically

To mock on concept card::

Responsible	general	action	State
Javier	Binary	define colors	NA
Javier		define font styles	NA
		define accordion styles	NA
Javier		define button sizes and styles	NA
Javier		define input styles	NA
		define view page	NA
		define paddings and proximity	NA
	Defaults:	default view of the RFQ	initiator
		default view of the RFQ	recipient
		expanded view of the RFQ	initiator
		expanded view of the RFQ	recipient
		traded card	initiator
		traded card	recipient
		expired	initiator
		Expired	recipient
	trading	quoted card	initiator
		trade initiative quotes	initiator
		transform quotes from init. to firm	recipient
		quoted card	recipient
Javier	Partial trading	send multiple quotes	recipient
		Send quote with custom volume	recipient
		Received quote with custom volume	initiator
		Accept more than 1 quote	initiator
	Price proposal	Send price proposal	initiator
		receive price proposal	recipient
		accept price proposal	recipient
Amelia	Add recipients	Add recipients on the go	initiator
		Suggest recipients	initiator
Javier	Negotiate (chat)	chat message	initiator
		chat with recipients	initiator
		chat with initiator	recipient
Amelia	Increase binding period	Increase time	initiator
		how does it look on recipient side	recipient
Amelia	share RFQ	Share request with colleagues	recipient

EVALUATING EXISTING ARCHITECTURE AND USAGE

Some less-important sections are using too much space. Some sections (price proposals) do not belong logically to group where they are located.

We also checked data for usage of all existing functionalities accessible from the card: Price proposals, PDF downloads, calendar reminders, forwarding etc.

The screenshot shows a trading interface for eex. At the top, the time is 12:34 and the user is identified as 'AW' (Konstantin Weiss, Alexander) who sells power/gas. The main card displays a buy request for 'S 23' with a duration from 1 Apr 2023, 06:00 to 1 Oct 2023, 06:00 CE(S)T. The commodity is 'THE H' with a German flag. The quantity is 23.34 MW and 102,509.28 MWh. The request name is 'Long buy-request name'. There are several filter buttons: PrePayment, Financial, Cleared, Index, Anonymous, Indicative, and No-GTC. A 'Send' button is present. Below the card, there are sections for 'Counterparties' and '# External counterparty'. The '# External counterparty' section shows a search box, a 'GTC' dropdown, and the text '@bankdeutschland.de'. At the bottom, it lists '3 Counterparties' with three entries, each starting with a checkmark and 'Company name'.



ITERATING
OVER SOLUTION

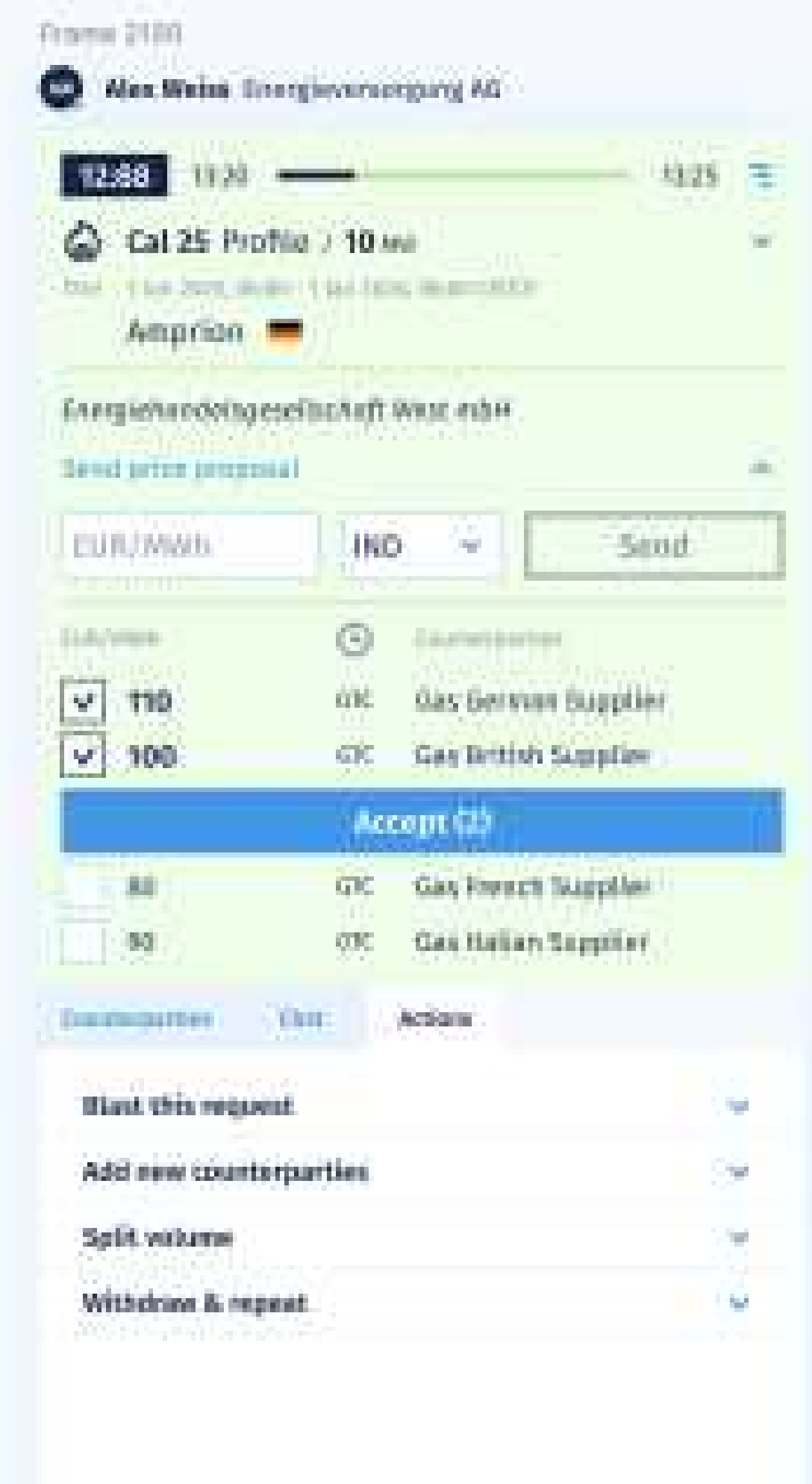
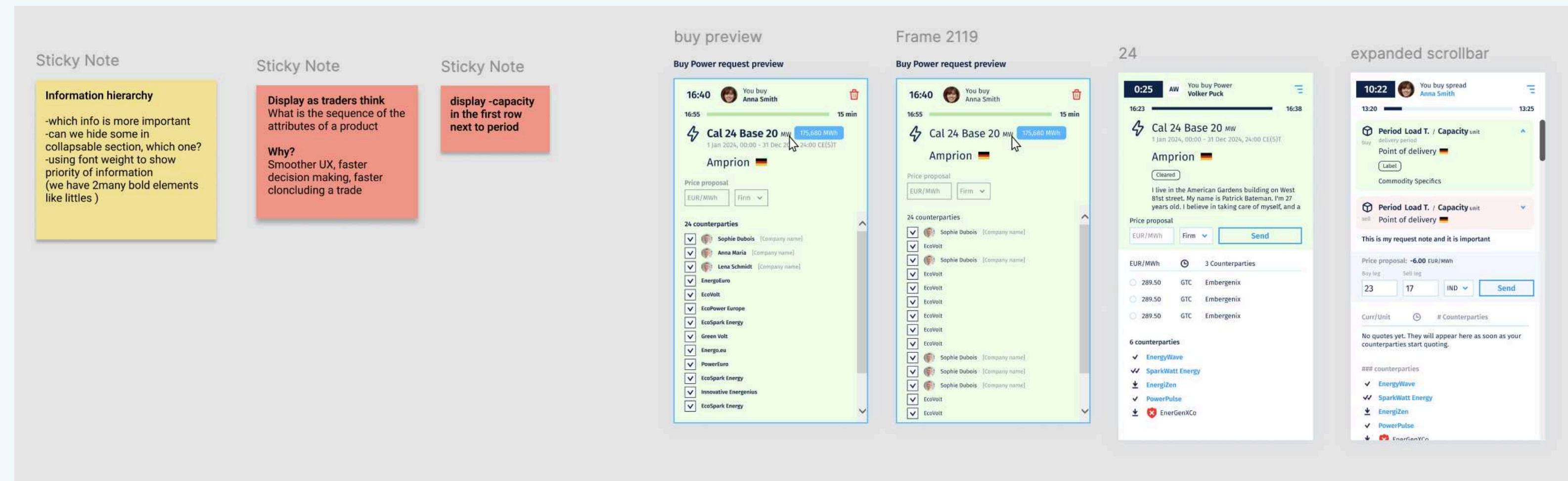
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SEARCHING FOR SOLUTION

We shaped and redefined card designs for 3 weeks, trying to find patterns that are intuitive and solve our needs at the same time. UI had to be modified for clarity and transparency of the trading situation.

- **Product/commodity/region** agnostic cards. Decoupling RFQ info from product info
- **First glance:** anything important for the trade. Showing RFQ & commodity info and 3-5 prices without clicks.
- **Supporting longer names** for products, traders and companies. Allowing localisations and meaningful labels
- **Using energy industry UX patterns** and interactions, that are common for trading
- Enabling all key functionalities within few clicks
- Using accessible colors, working well on TV and older displays
- Containers allowing to pack more info within same dimensions
- Card UI components that can be reused in other parts of the platform

DESIGNERS ITERATING OVER FEATURES



DESIGNERS EXPLORING CONTAINERS

The screenshot displays a complex energy trading interface. At the top, a dark navigation bar shows the time 13:55:44 CET and various menu items: enmarket, entender, engreen, Deals History, Counterparties, and Messenger. The user's name, Peter Parker, and company, Energieversorgung AG, are visible in the top right.

The main interface is divided into several sections:

- Traded today:** A vertical sidebar on the left lists recent transactions, such as "15:59:22 - You sold gas" and "15:59:22 - You bought gas", with details on quantity (2pq036wu) and price (23.54 EUR/MWh).
- Market Overview:** A top row of buttons allows switching between Gas, Power, GoO, and Allowances, each with Buy and Sell options.
- Order Management:** Three central panels show order details for "Q1 24 OFFPEAK 50 MW / THE". Each panel includes a price proposal form with fields for EUR/MWh, IND, and a Send button. The first panel shows an "Accept (1)" status.
- Counterparties:** A list of potential trading partners is shown, including "Bank Commodity", "Bank UK", "Commodity Comp", "Comp. Italy", "Energy East", "Energy Ltd.", "Energy North", "Energy South", "Stark Industries", "Supplier East", "Supplier South", "Comp. Energy", and "Supplier West".
- Chat:** A communication window on the right shows a conversation with "endeavors." containing messages like "Hello big man!, how are the prices going today?" and "Dear Fellow Trader, I hope this message finds you well and thriving in your trading endeavors."
- Counterparties List:** A bottom-right panel lists various energy companies with "Start conversation" buttons, such as EnergyWave, SparkWatt Energy, Energizen, PowerPulse, EnerGenXCo, and SparkFuel Inc.

Cons: no visual clarity, RFQ info and product/commodity info mixed. Not scalable architecture

MY EXPLORATIONS

Trying out new UI language, fonts, container sizes, scrollable sections and tabs.

This screenshot shows a chat interface with a sidebar on the left and a chat window on the right. The sidebar has tabs for 'Quotes' (with a red notification badge), 'Status', and 'Chat'. Under 'Status', there is a list of metrics: 38 Users online, 40 Delivered, 12 Reviewed, 34 Assigned to a trader, and 2 No credit line. Below this is a 'Counterparties' list with checkmarks and red 'X' marks next to names like EcoPower Innovations Inc., EnerGlide Solutions Inc., EnergyPulse Solutions, Dynamic Energenx Solutions (DES), Energenx Solutions Inc., EcoGen Energy Solutions, EnergyWaveX, and @suppliernorth.de. The chat window on the right shows a conversation with Erik Ferber from SW Bayern, with messages like 'Make it 2 cents lower and we have a deal' and 'I can make 1 cent'. There is a 'Send message' button at the bottom.

This screenshot shows a 'Buy' order interface. At the top, there are tabs for 'Buy', 'Chat', and 'Actions', and a user profile for Alex Weiss. A progress bar shows the time from 4:36 to 13:25. The main content area displays a 'Q1 24 OFFPEAK 50 MW / AMPRION' order with a 'Send price proposal' button. Below this is a text input field for sending a short comment to all recipients. A section titled 'Prices, EUR/MWh' lists three proposals: Embergenix at 289.50, EnerWave Solutions at 290.30, and EcoPulse Energy at 290.809. An 'Accept prices' button is prominently displayed. At the bottom, there is a 'Reference prices' section and a 'Manage recipients' section with an 'Add recipient' button.

This screenshot shows a 'Sell' order interface. It features tabs for 'Sell' and 'Chat', and an 'Assign to me' button. A progress bar shows the time from 13:20 to 13:25. The main content area displays a 'Q1 24 BASE 20 MW / PSV' order with a 'Send price' button. Below this is a section for 'Standart deviation' and 'Delta to average' with sliders. A 'Feedback' message states: 'Thanks for the price, but I did not receive enough quotes this time.' At the bottom, there is a 'Send a message to the initiator' button and the initiator's name: Alex Weiss / Energieversorgung AG.

This screenshot shows a 'Sell' order interface. It features tabs for 'Sell' and 'Chat', and an 'Assign to me' button. A progress bar shows the time from 4:36 to 13:25. The main content area displays a 'Q1 24 BASE 20 MW / PSV' order with a 'Send price' button. Below this is a text input field for sending a short comment to the initiator. The initiator's name is Alex Weiss / Energieversorgung AG.

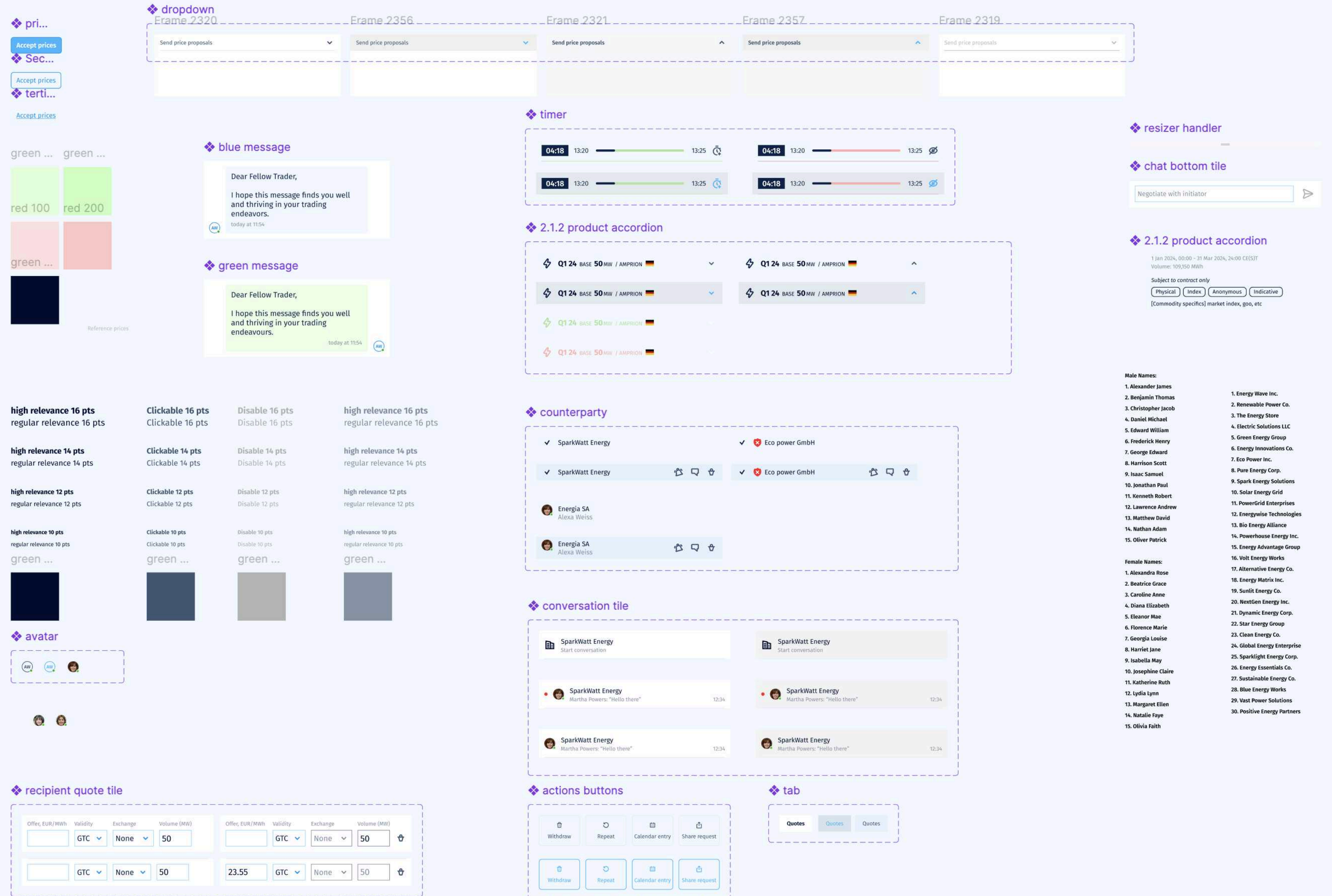
This screenshot shows a chat window. The chat is with Alex Weiss, Energieversorgung AG. A message at 12:36 says: 'Hard commodities are mined, such as gold and oil. Investors access about 50 major commodity markets worldwide with purely financial transactions.' A response at 12:37 says: 'I can make 1 cent'. There is a 'Send a message to the initiator' button at the bottom.

This screenshot shows a 'Buy' order interface. It features tabs for 'Buy', 'Chat', and 'Assign to me'. A progress bar shows the time from 4:36 to 13:25. The main content area displays a 'Q1 24 OFFPEAK 50 MW / AMPRION' order with a 'Price proposal, EUR/MWh' of 245.83 and an 'Accept proposal' button. Below this is a section for 'Offer, EUR/MWh' and 'Valid' with a 'Send price' button. At the bottom, there is a 'Send a short comment to the initiator' button and the initiator's name: Alexander-Konstantin Weiss / Energieversorgung AG.

This screenshot shows a 'Sell' order interface. It features tabs for 'Sell' and 'Chat', and an 'Assign to me' button. A progress bar shows the time from 4:36 to 13:25. The main content area displays a 'Q1 24 BASE 20 MW / PSV' order with a 'Change' button. Below this is a message: 'Your quote is 2nd best. Improve to get the deal'. At the bottom, there is a 'Send a short comment to the initiator' button and the initiator's name: Alex Weiss / Energieversorgung AG.

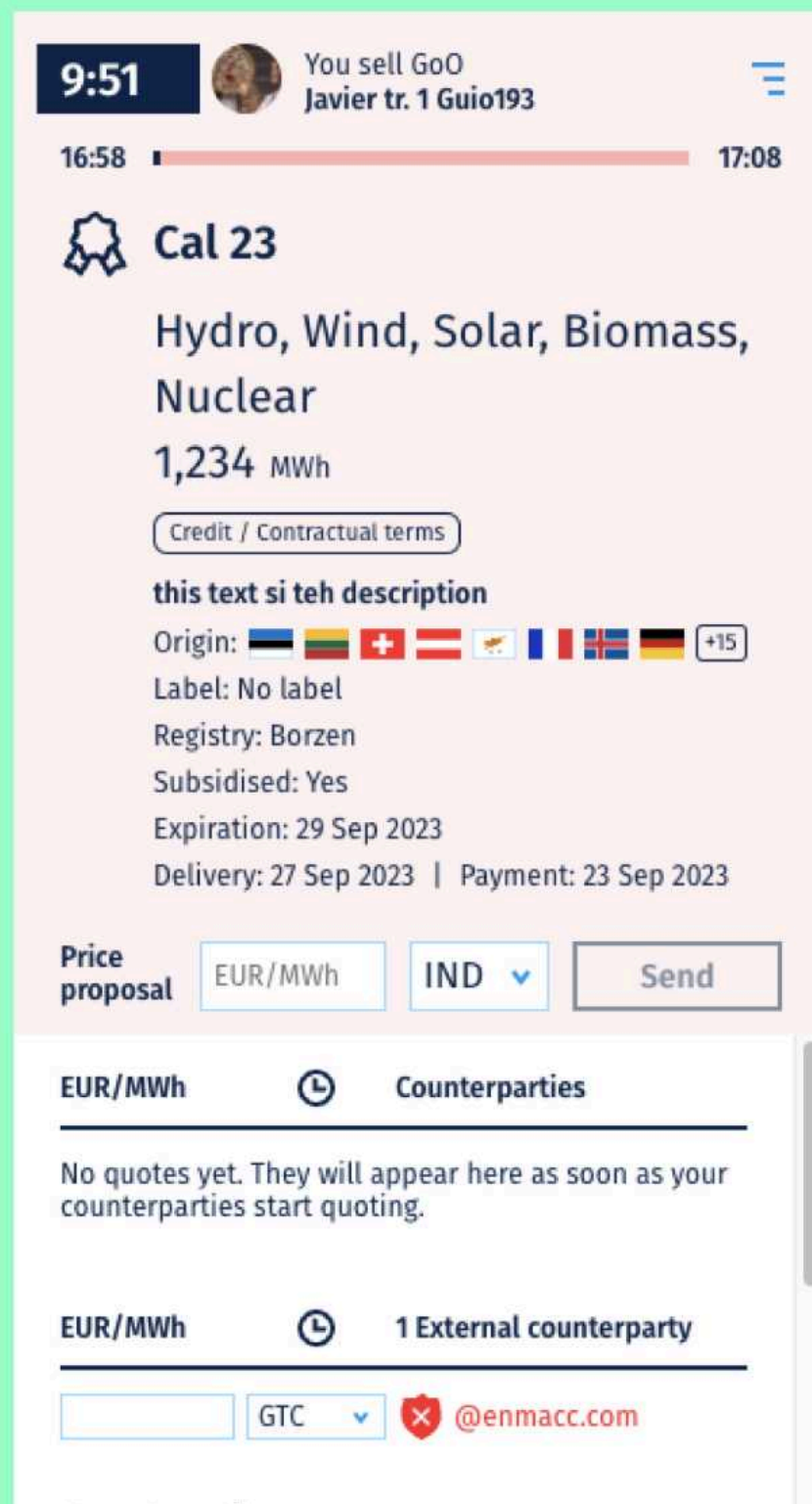
FIGMA UI LIBRARY

Once we found certain solutions, we crafted UI library elements to use the same components and be faster.

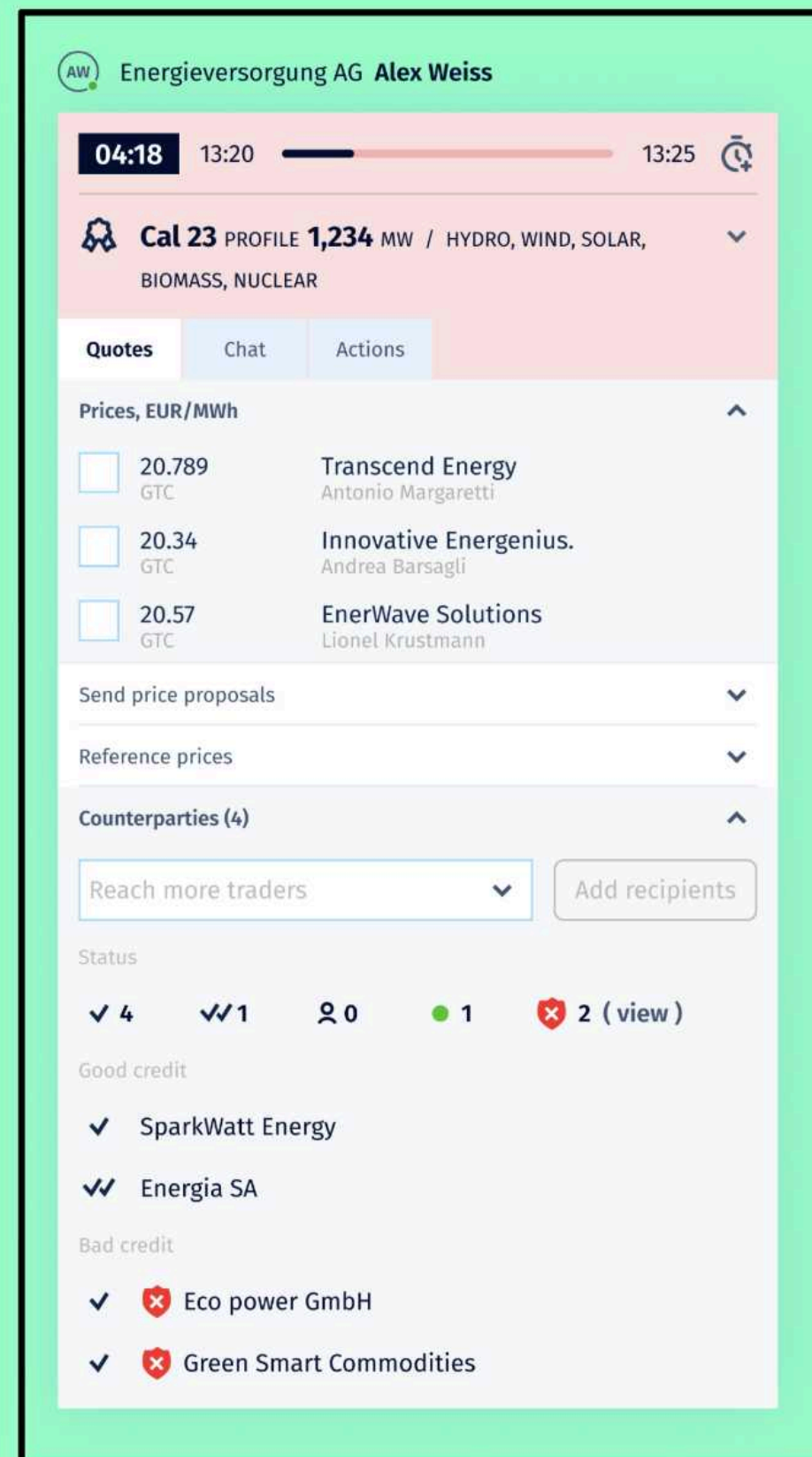


SOLUTION FOR OUTGOING CARDS

Old



New



Old

Bottom part scrollable.
Top part not.

New

Whole card scrollable.
Header is sticky

RFQ parts are mixed with
product/commodity parts

**RFQ parts are separated
from commodity/product
info** (countdown, binding
period, prices, recipients)

No tabs

Tabs for more functionalities

No expandable elements

Accordions to show more info

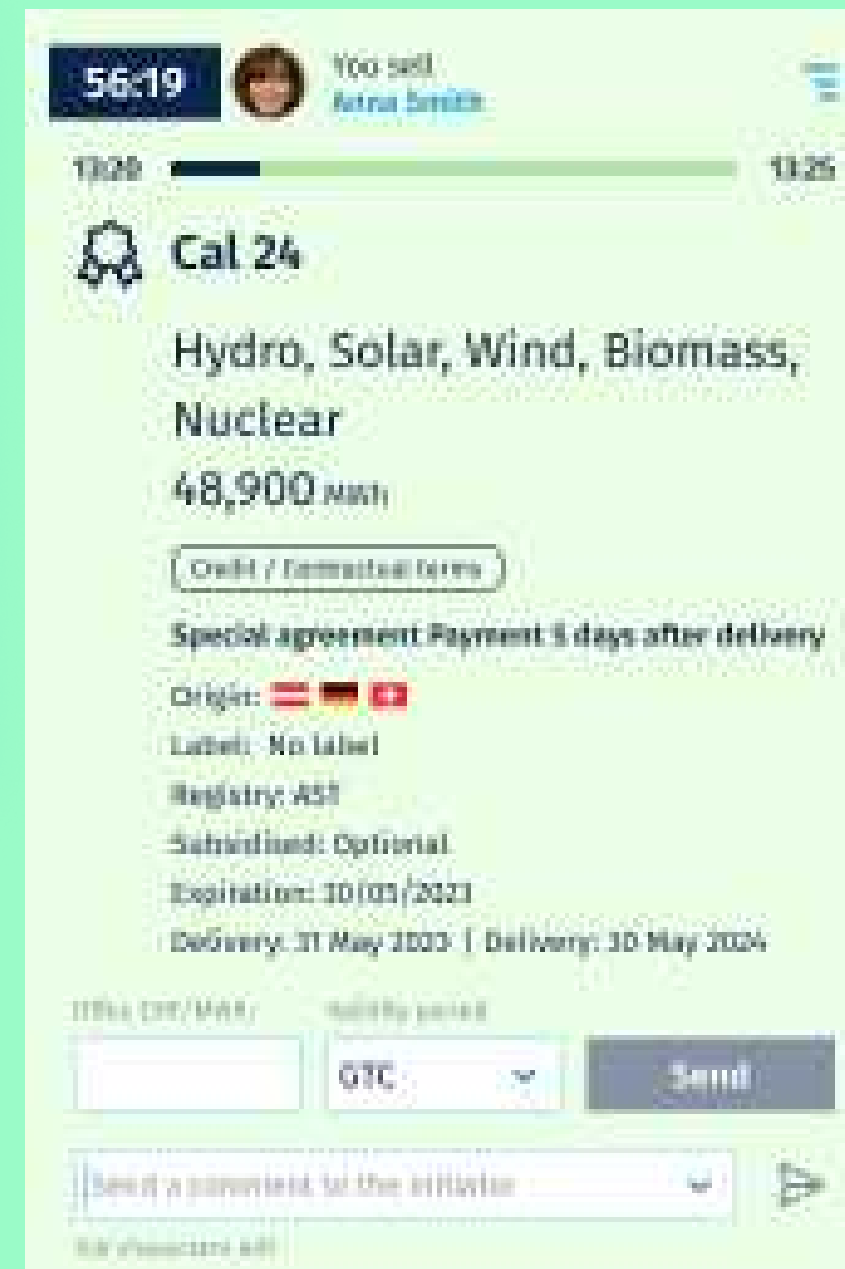
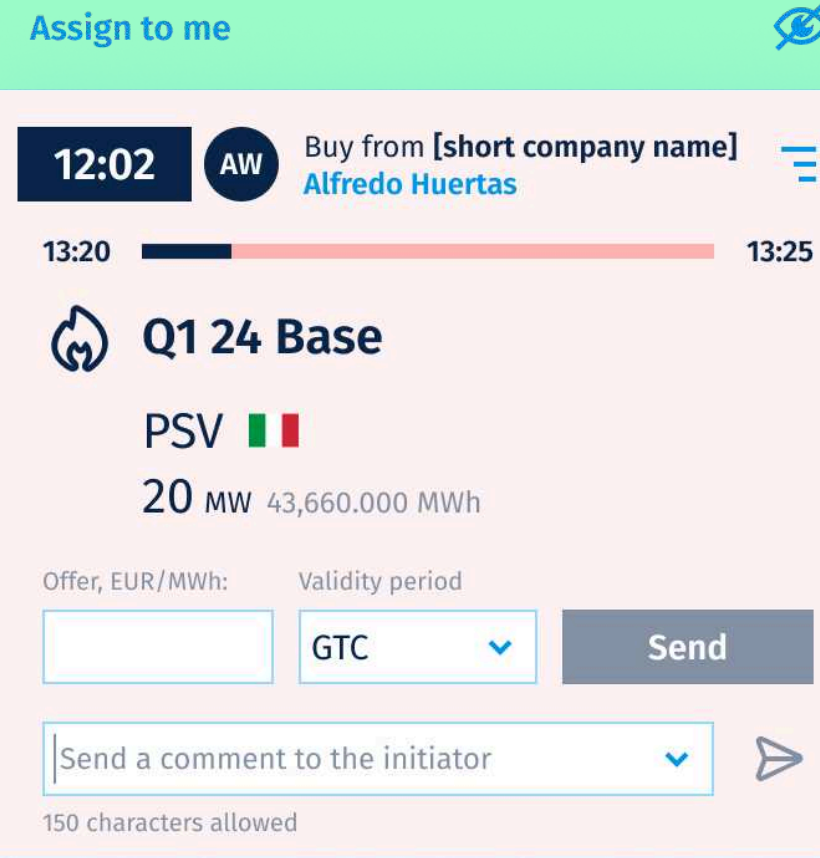
All additional info gets
into main area

Additional params are visible
when user creates RFQ and
collapsed when it is sent.
Initiators know the details

Animated images: <https://docs.google.com/presentation/d/1AII0FPw9NEX8KU7qo07oMSTnBOeYfKFa/edit?slide=id.p17#slide=id.p17>

SOLUTION FOR INCOMING CARDS

For suppliers/recipients RFQ comes in with full details. Once you sent the quote, card gets darker to separate quoted and not quoted cards. It also collapses secondary details to free up space for other cards.



New

The 'New' section displays three screenshots of an RFQ card for 'Q1 24 BASE 50 MW / AMPRION' from 'Alex Weiss'.

- Left screenshot:** The card is light pink and shows the full product description, including 'Subject to contract only' and 'Physical'/'Index'/'Anonymous'/'Indicative' options. The offer details are: Offer, EUR/MWh: 34.21, Validity: IND, Exchange: None, Volume (MW): 50. A 'Send quote' button is visible.
- Middle screenshot:** The card is darker pink, indicating it has been quoted. The product description section has collapsed, and the offer details are: Offer, EUR/MWh: 34.21, Validity: GTC, Exchange: None, Volume (MW): 50. An 'Add an extra quote' button is present.
- Right screenshot:** The card is white, indicating it has been cleared or bilateral. The offer details are: Offer, EUR/MWh: 23.55, Validity: GTC, Exchange: None, Volume (MW): 20. An 'Add an extra quote' button is present.

Recipients see the whole product description.

Once the quote is sent, the product description section collapses

Cleared or bilateral. Whole volume or partial execution Indicative and firm.

WHY IS THIS BETTER?

Better clarity, visibility, scalability, and accessibility. Solution also enables desirable by Engineering Team coding architecture as it completely separates RFQ info from commodity / region / product info.

UX safety mechanisms applied (reducing cognitive overload in high-speed environments)

- **Users see everything they need to trade on the first glance. That reduces risk of mistrades and misinterpretation**
- Scalable containers. Tabs, scrollbars for whole card, sticky headers and accordions reduce cognitive overload and enable more features
- Standardised commodity agnostic containers. That allows to unify architecture for Engineering. Consistency across components improves user confidence and reduces errors
- Larger CTA, taking full width of cards. Enabling longer labels and translations
- More accessible colors that work on TV and older devices
- A bit smaller fonts and better visual hierarchy
- More cards visible within 1 screen as many of them get collapsed parts.
- preventing user errors with improved legibility - cards “hold” against edge cases with long names, units, numbers, 3-lined exchange indexes etc



SHOWTIME:
PITCHING UX VISION

SHOWTIME



**Creating a Vision is half of job.
Time to pitch it to stakeholders.**

We did a “Concept car tour”: 3 demos during September 2023. Coming in MINT color to remind of the “fresh” approach.

CEO, CTO, Founders from Commercial and Legal

- Positive feedback on the quality and scope
- Appreciation of initiative
- Good comments about combining some features into smart packages
- Suggested scoping first features with PMs

Engineering team

- Praised us user flow detail levels
- Appreciated reasoning why each feature is impactful and how
- Concerns about architectural changes

Whole company

- Great reception, lots of praise
- “Exactly what we need”, “when will this go live?”

DEMO SLIDES

Why was the project needed and what was our approach.

1

2

3

4

5

6

7

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10

11

12

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16

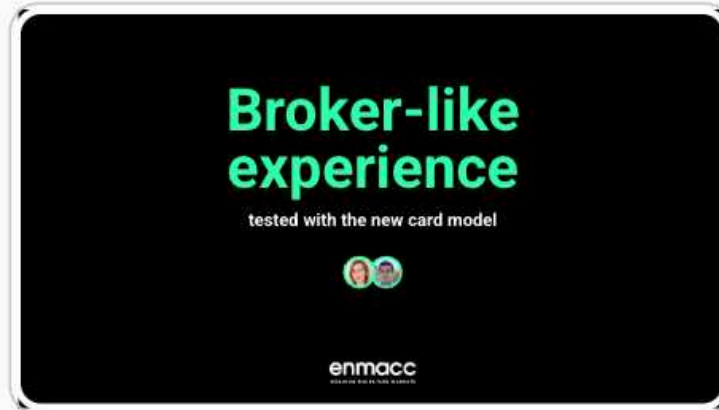
17

18

Google Slides (animated imagery): <https://docs.google.com/presentation/d/1AII0FPw9NEX8KU7qo07oMSTnBOeYfKFa/edit?slide=id.p13#slide=id.p13>

DEMO SLIDES

New shells filled with 17 new functionalities.



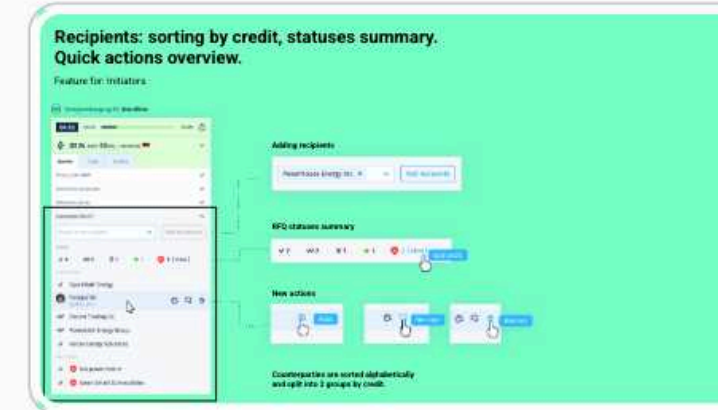
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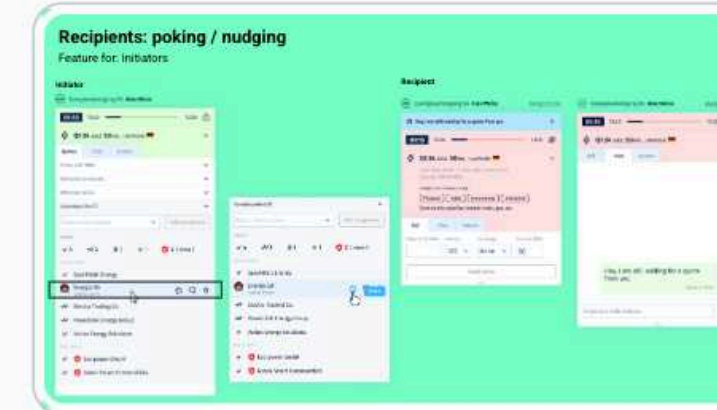
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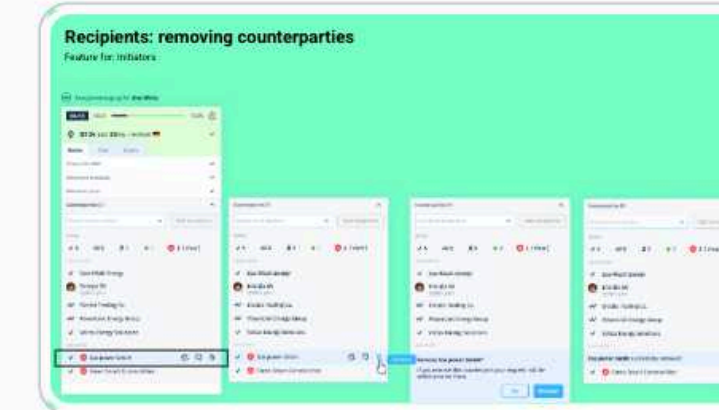
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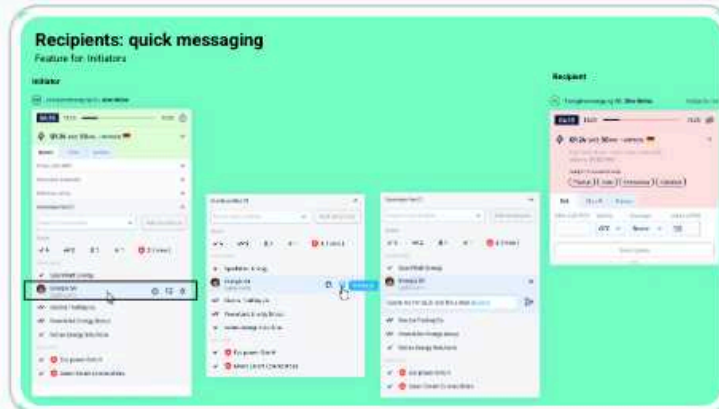
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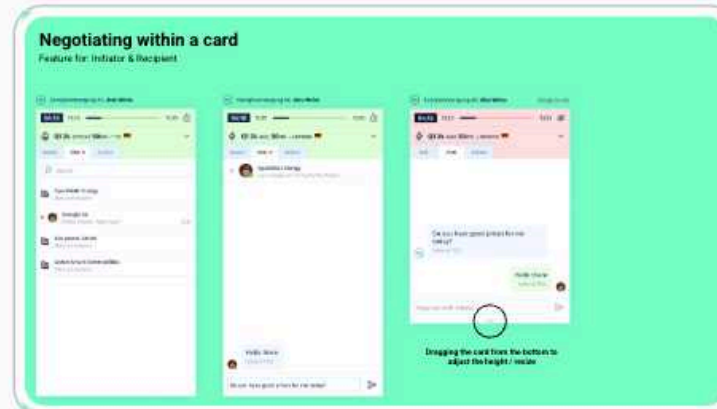
23



24



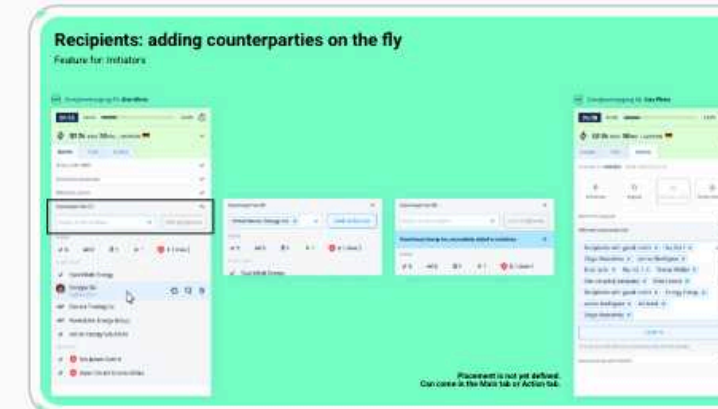
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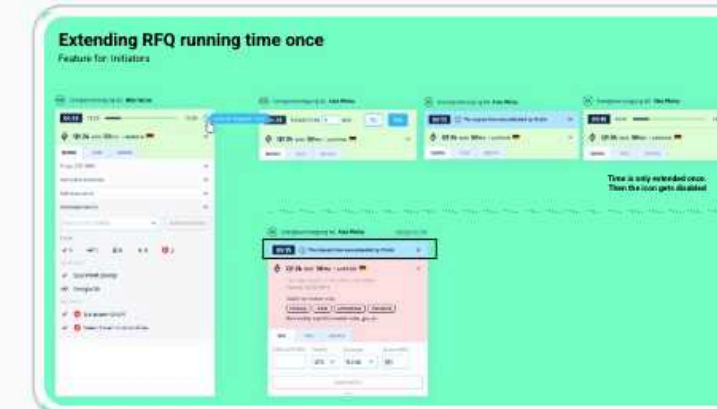
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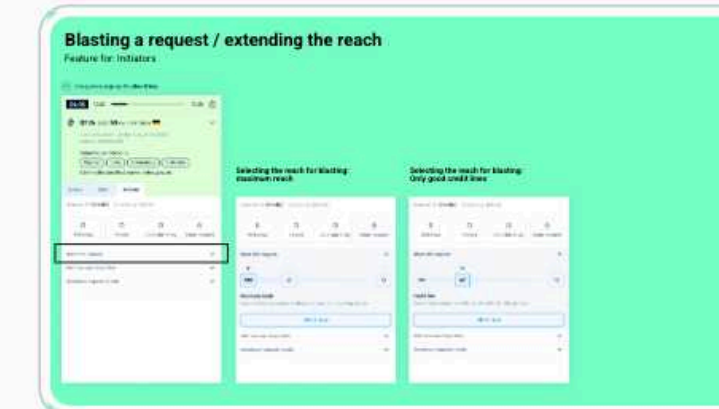
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28



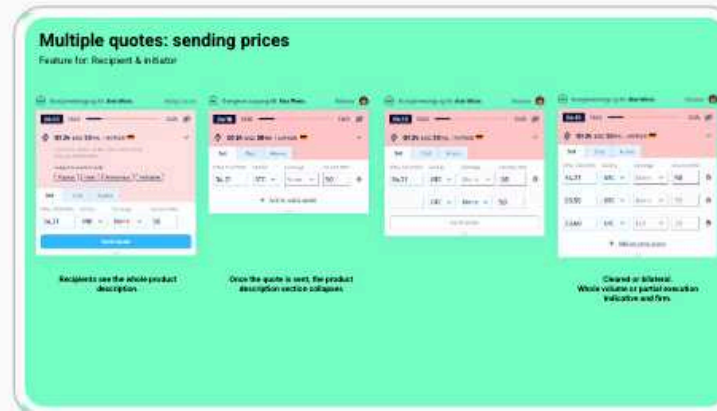
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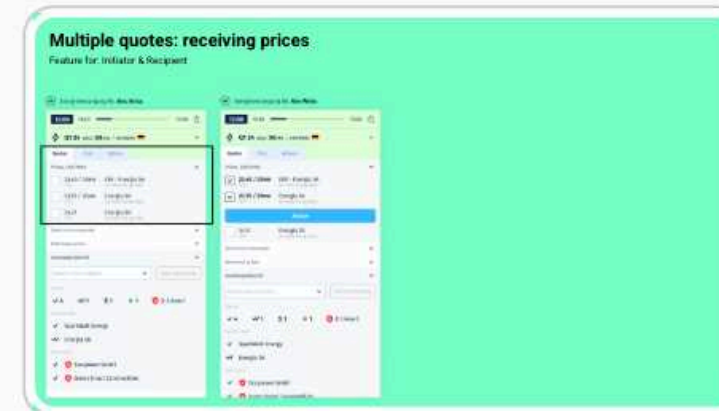
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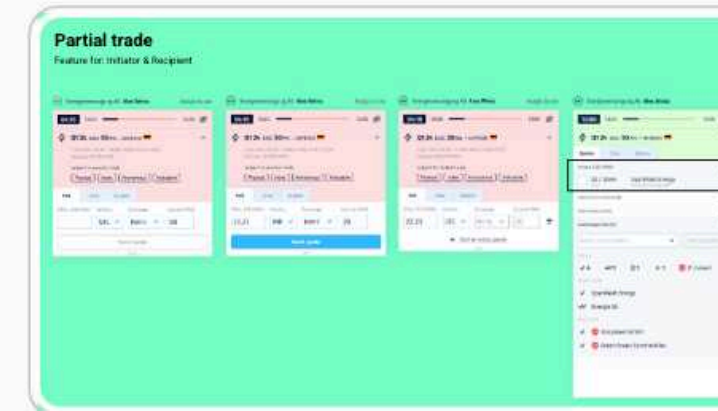
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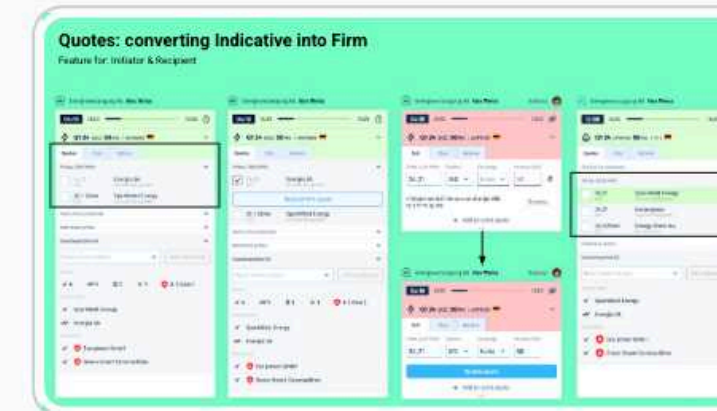
32



33



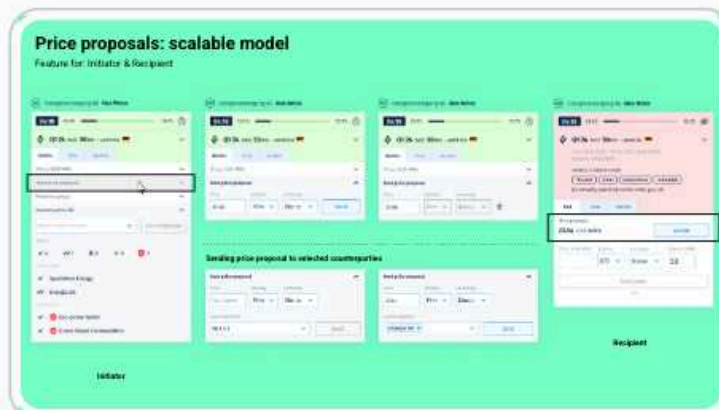
34



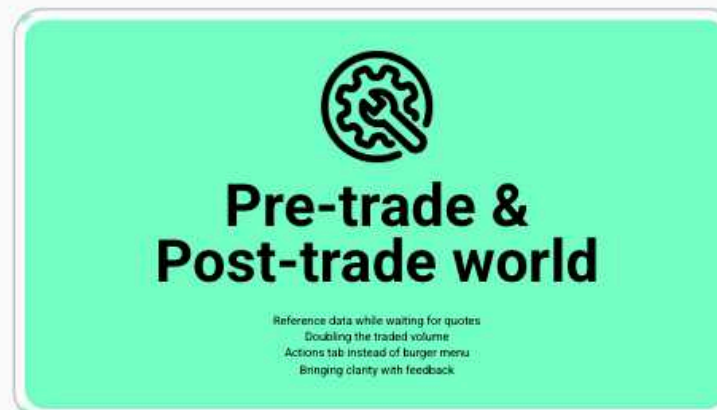
35



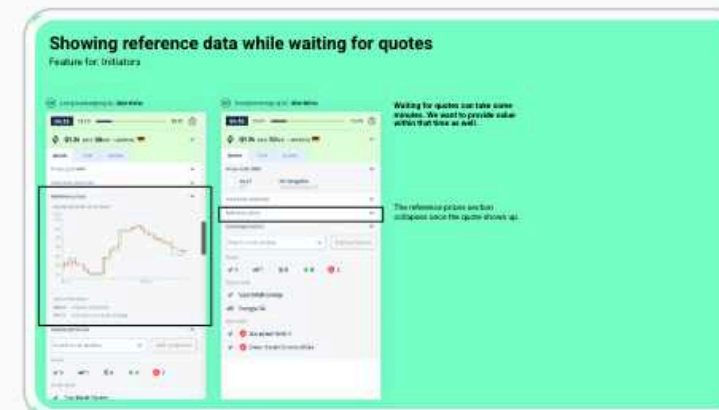
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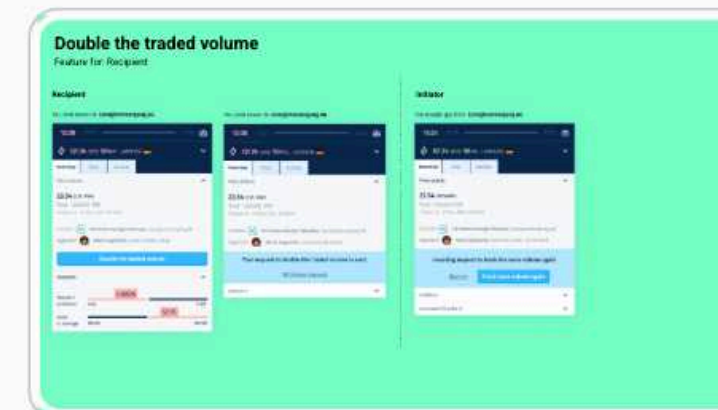
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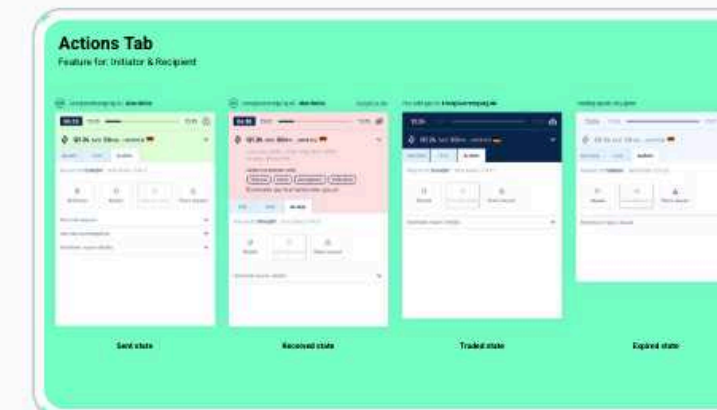
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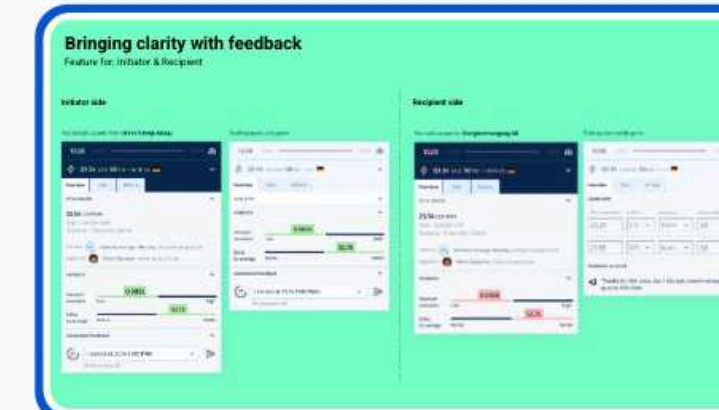
39



40



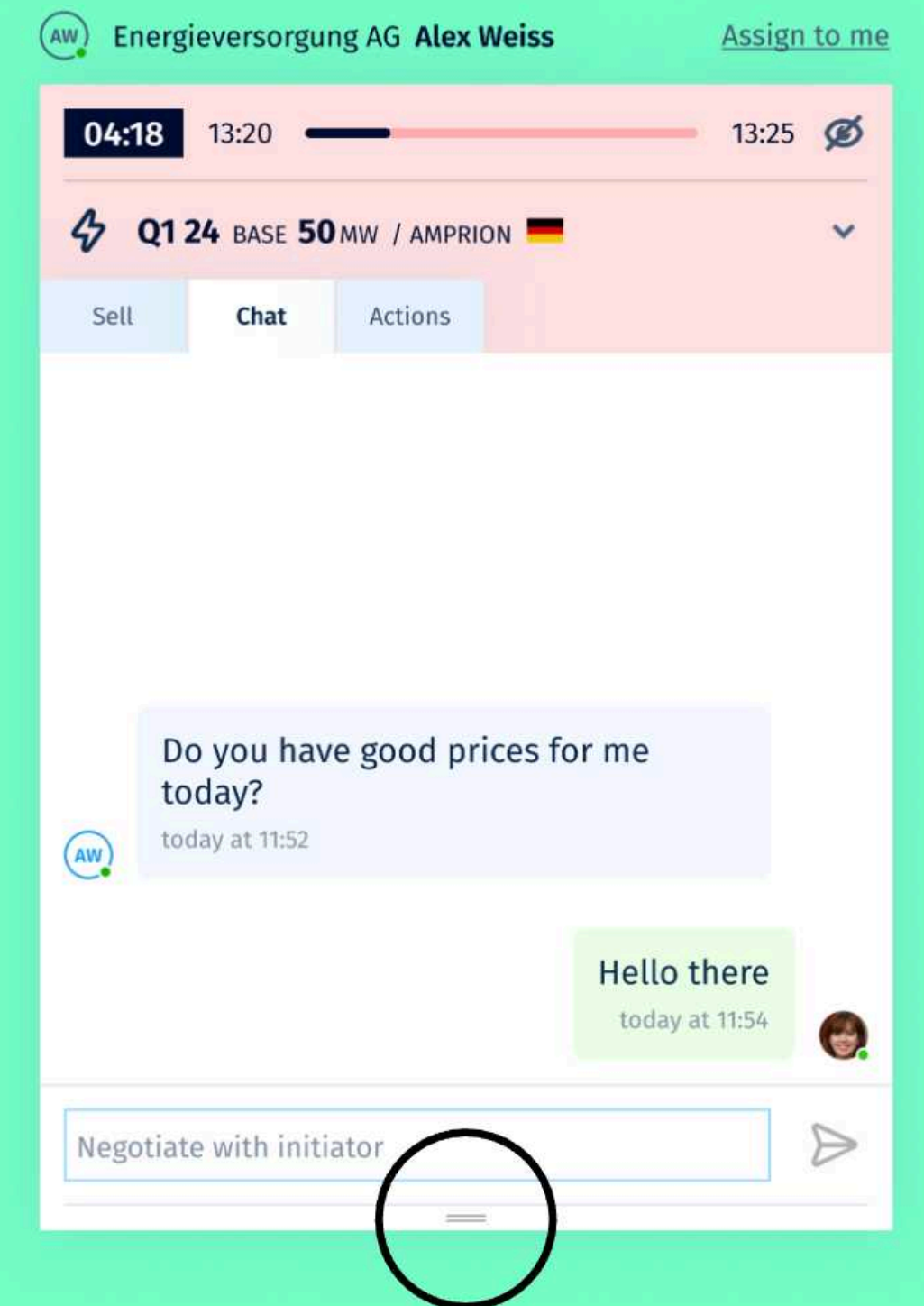
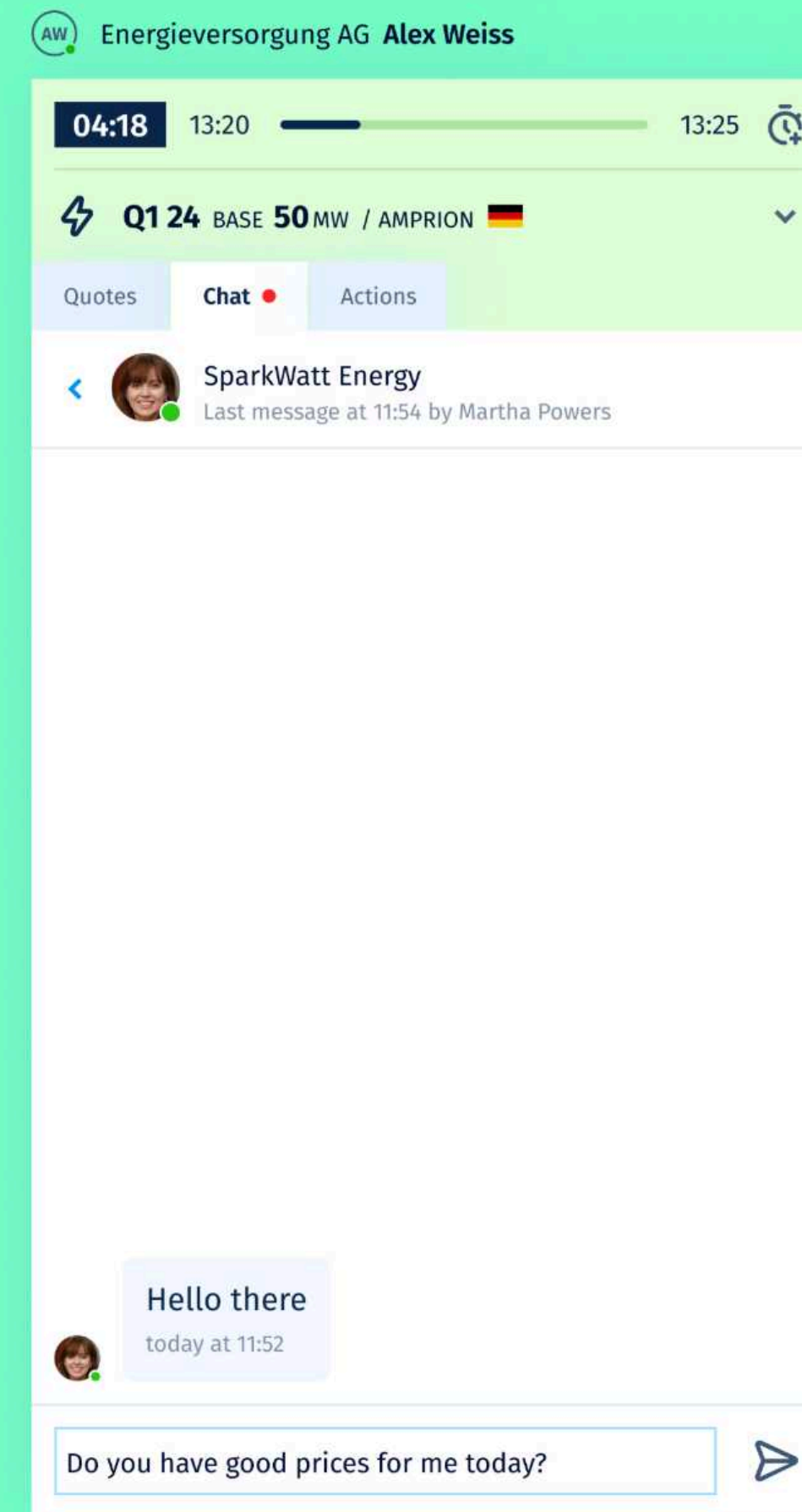
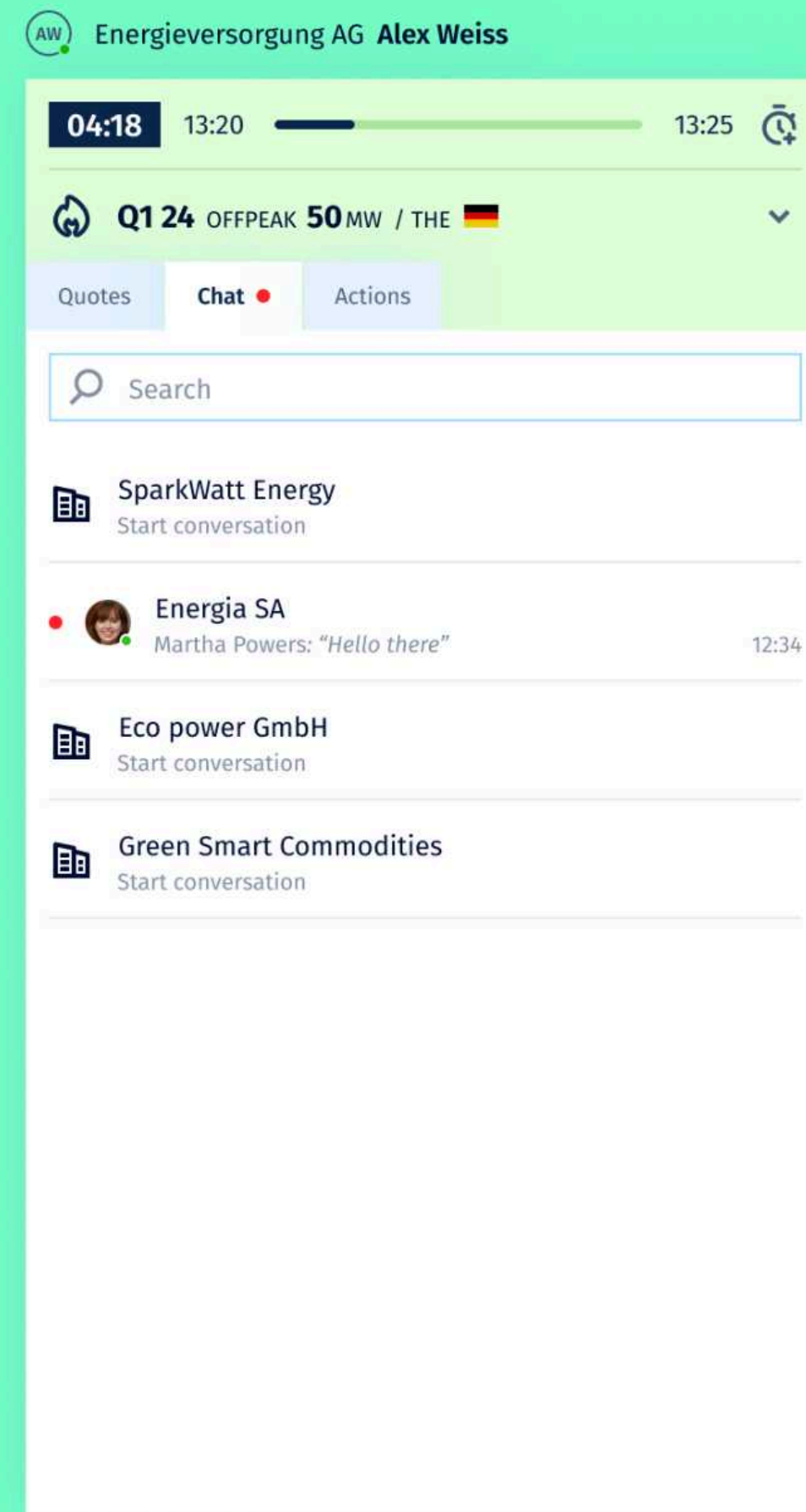
41



42

NEGOTIATE WITHIN CARD

Migrates the whole chat functionality from separate window tab and links chats to requests allowing negotiation of terms.



Dragging the card from the bottom to adjust the height / resize

BRINGING CLARITY WITH FEEDBACK

To explain why the request wasn't traded

Initiator side

You bought power from **Green Energy Group**

12:28 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

Overview Chat Actions

Price details

23.54 EUR/MWh
Total: 1,200,000 EUR
Traded at: 13 Sep 2022, 12:28:45

Initiator Hermione Granger Weasley, Energieversorgung AG
Aggressor Maria Ragnarok, Green Energy Group

Analytics

Standart deviation **0.0826**
Low High

Delta to average **52.75**
Worse Better

Automated feedback

I traded at 23.54 EUR/MWh
88 characters left

Trading oportunity gone

12:28 13:20 13:25

⚡ Q1 24 OFFPEAK 50 MW / THE 🇩🇪

Overview Chat Actions

Best price

Analytics

Standart deviation **0.0826**
Low High

Delta to average **52.75**
Worse Better

Automated feedback

I traded at 23.54 EUR/MWh
88 characters left

Recipient side

You sold power to **Energieversorgung AG**

12:28 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

Overview Chat Actions

Price details

23.54 EUR/MWh
Total: 1,200,000 EUR
Traded at: 13 Sep 2022, 12:28:45

Initiator Hermione Granger Weasley, Energieversorgung AG
Aggressor Maria Ragnarok, Green Energy Group

Analytics

Standart deviation **0.0826**
Low High

Delta to average **52.75**
Worse Better

Trading oportunity gone

12:28 13:20 13:25

⚡ Q1 24 OFFPEAK 50 MW / THE 🇩🇪

Overview Chat Actions

Quote sent

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
34.21	GTC	None	50
23.55	GTC	None	20

Feedback received

Thanks for the price, but I did not receive enough quotes this time

MULTIPLE PRICING OPTIONS

Eliminates the need to send multiple cards. Supplier can provide all possible pricing options within 1 request.

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION

1 Jan 2024, 00:00 - 31 Mar 2024, 24:00 CE(S)T
Volume: 109,150 MWh

Subject to contract only

Physical Index Anonymous Indicative

Sell Chat Actions

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
34.21	IND	None	50

Send quote

Recipients see the whole product description.

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION

Sell Chat Actions

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
34.21	GTC	None	50

+ Add an extra quote

Once the quote is sent, the product description section collapses

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION

Sell Chat Actions

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
34.21	GTC	None	50
	GTC	None	50

Send quote

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION

Sell Chat Actions

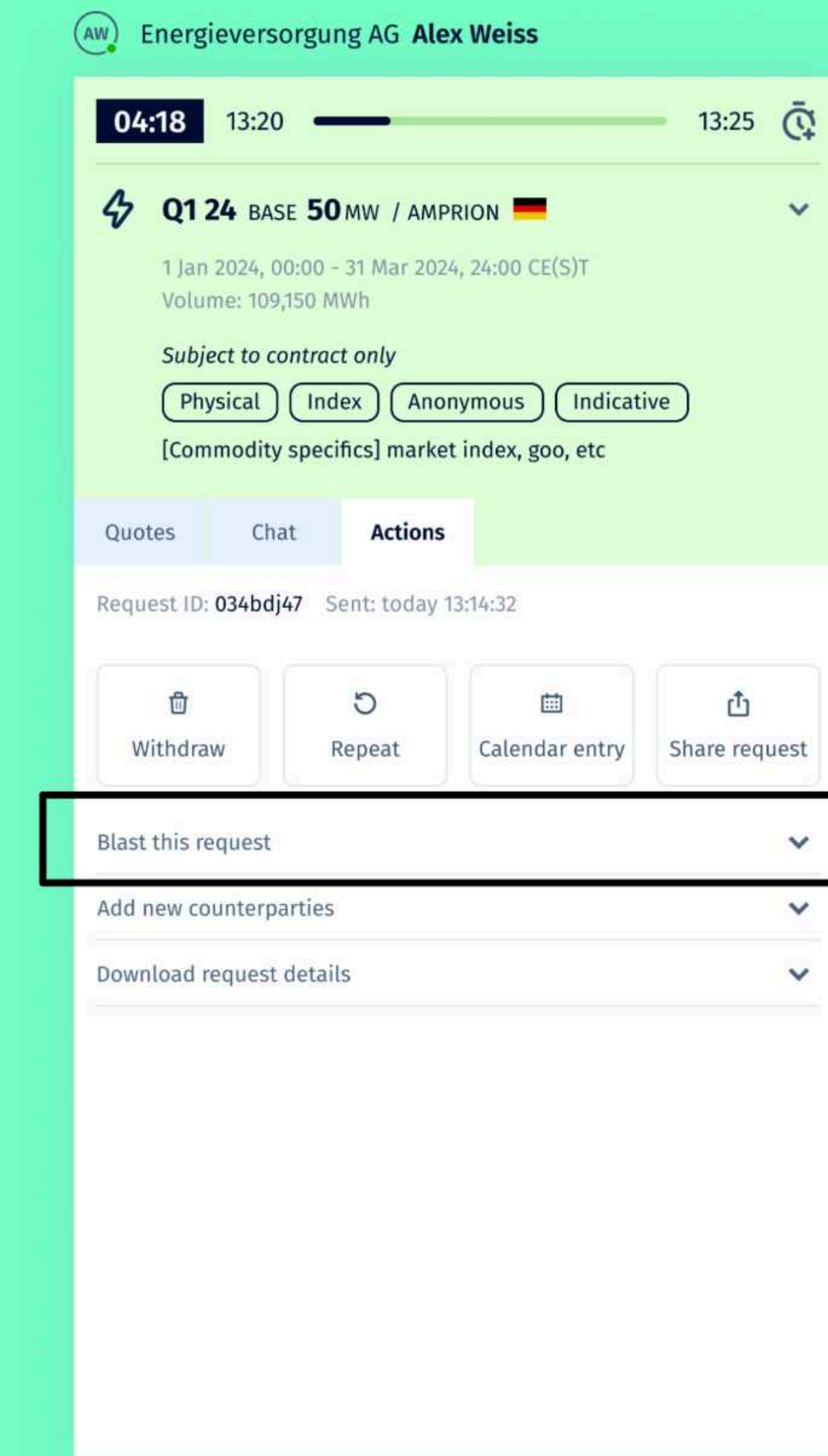
Offer, EUR/MWh	Validity	Exchange	Volume (MW)
34.21	GTC	None	50
23.55	GTC	None	20
23.40	GTC	EEX	30

+ Add an extra quote

Cleared or bilateral.
Whole volume or partial execution
Indicative and firm.

BLASTING REQUESTS

In case there was not enough prices, this allows to extend the reach and send it to more companies.



AW Energieversorgung AG Alex Weiss

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

1 Jan 2024, 00:00 - 31 Mar 2024, 24:00 CE(S)T
Volume: 109,150 MWh

Subject to contract only

Physical Index Anonymous Indicative

[Commodity specifics] market index, goo, etc

Quotes Chat **Actions**

Request ID: 034bdj47 Sent: today 13:14:32

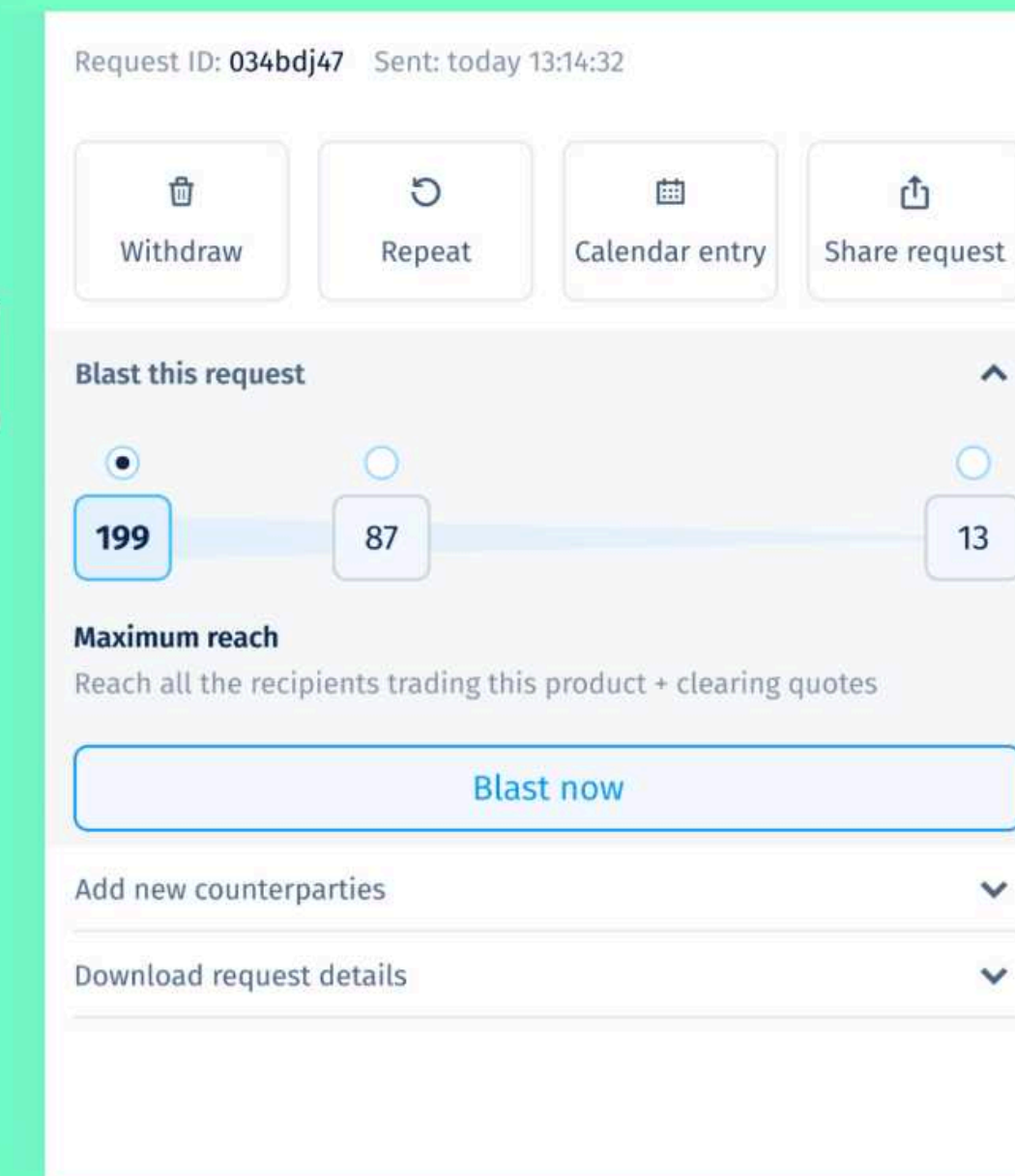
Withdraw Repeat Calendar entry Share request

Blast this request ▼

Add new counterparties ▼

Download request details ▼

Selecting the reach for blasting:
maximum reach



Request ID: 034bdj47 Sent: today 13:14:32

Withdraw Repeat Calendar entry Share request

Blast this request ^

● ○ ○

199 87 13

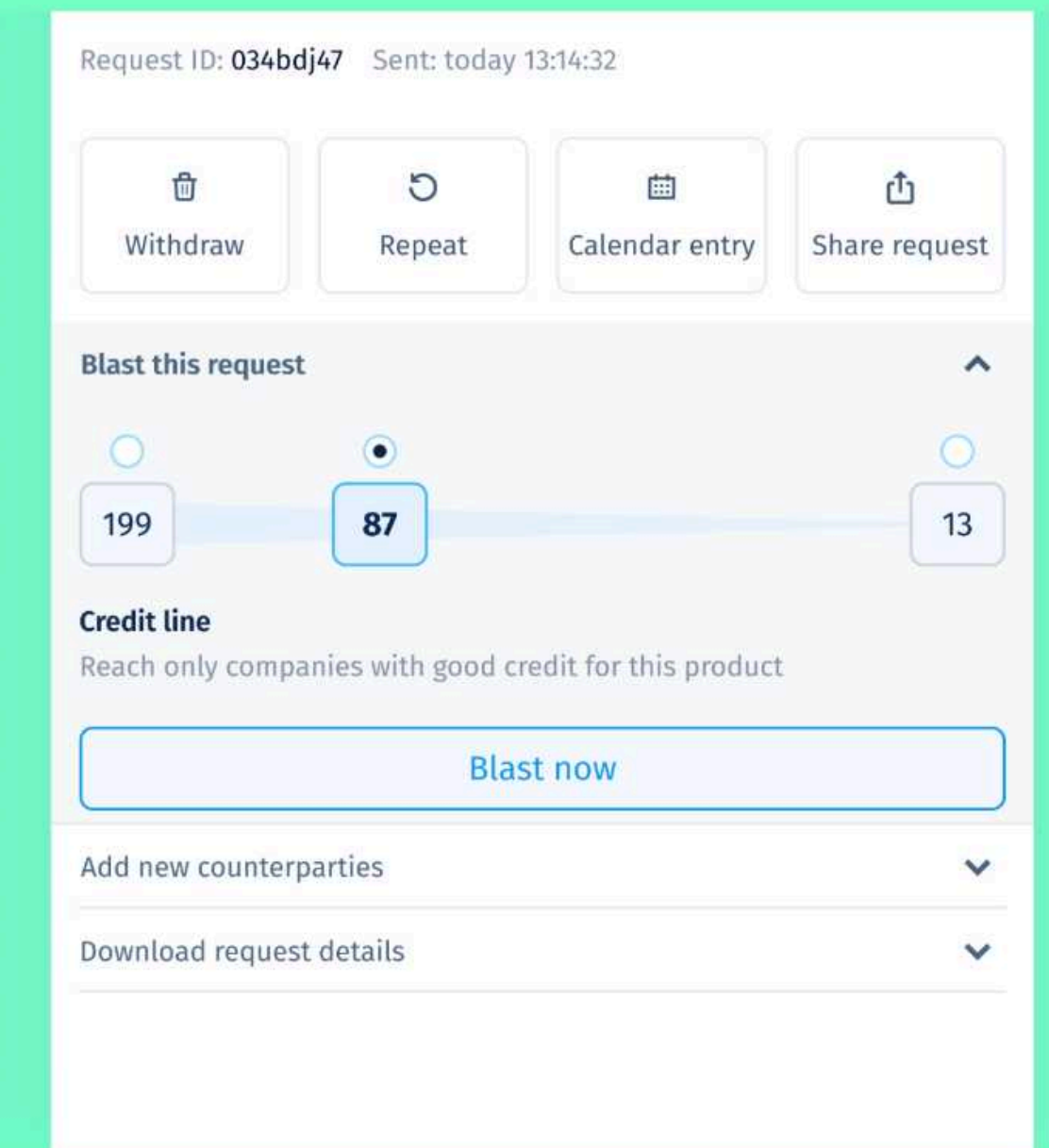
Maximum reach
Reach all the recipients trading this product + clearing quotes

Blast now

Add new counterparties ▼

Download request details ▼

Selecting the reach for blasting:
Only good credit lines



Request ID: 034bdj47 Sent: today 13:14:32

Withdraw Repeat Calendar entry Share request

Blast this request ^

○ ● ○

199 87 13

Credit line
Reach only companies with good credit for this product

Blast now

Add new counterparties ▼

Download request details ▼

PARTIAL TRADE

Allows partial
execution,
trading a part of
the requested
volume.

AW Energieversorgung AG Alex Weiss [Assign to me](#)

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

1 Jan 2024, 00:00 - 31 Mar 2024, 24:00 CE(S)T
Volume: 109,150 MWh

Subject to contract only

Physical Index Anonymous Indicative

Sell Chat Actions

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
22.23	IND	None	20

Send quote

AW Energieversorgung AG Alex Weiss [Assign to me](#)

04:18 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

1 Jan 2024, 00:00 - 31 Mar 2024, 24:00 CE(S)T
Volume: 109,150 MWh

Subject to contract only

Physical Index Anonymous Indicative

Sell Chat Actions

Offer, EUR/MWh	Validity	Exchange	Volume (MW)
22.23	GTC	None	20

+ Add an extra quote

AW Energieversorgung AG Alex Weiss

12:88 13:20 13:25

⚡ Q1 24 BASE 50 MW / AMPRION 🇩🇪

Quotes Chat Actions

Prices, EUR/MWh

20 / 20MW GTC SparkWatt Energy Antonio Margaretti

Send price proposals

Reference prices

Counterparties (4)

Reach more traders Add recipients

Status

✓ 4 ✓✓ 1 👤 1 ● 1 ❌ 2 (view)

Good credit

✓ SparkWatt Energy

✓✓ Energia SA

Bad credit

✓ ❌ Eco power GmbH

✓ ❌ Green Smart Commodities



OUTCOMES,
LEARNINGS & WINS

7/7

WINS

The “Concept car” approach worked. We got the buy-in for card redesign. The project seriously influenced the Roadmap for next 12 months.

5 out of 17 broker parity features were implemented within next year. 3 more in queue for scoping. 2 showed outstanding user traction - Multiple Trading where users started trading same RFQs up to 8 times

- **Key UX patterns were implemented quick after**
- **Team Reputation was up.** We gained way more trust of stakeholders than before
- **Engineers appreciated us** doing introductions for the features (design + business rationale)
- **Product Management got the time to regroup** and be back in shape soon
- **I managed to estimate the size of Project well.** Affected part of the platform is impactful but reasonably sized - still can be implemented relatively quick, would not take years.

FEATURE ENABLED BY THIS PROJECT

Green-Grey Swaps (launched in early 2024) is a combo of 3 products / commodities.

- All 3 products' main params clearly visible
- Sticky header keeps the trading time and counterparty in sight
- Container sizes are still same
- Scroll allows to see more quotes, risk info and comments

10:22 You buy green/grey swap
Anna Smith

13:20 13:25

Cal 25 Base / 87,000 MWh
Buy Hydro, Wind, Solar, Biomass, Nuclear
All or None

Cal 25 Base / 10 MW
Buy Amprion
All or None

Cal 25 Base / 10 MW
Sell Amprion
All or None

Price proposal: 5.00 EUR/MWh

Buy GoO Buy Power Sell Power
5.00 98 98 IND

Change

Price (EUR/MWh) 3 Quotes

5.00 [Short company name]
10:37:15 | GTC Antonio Margaretti
"This is one comment that comes with a quote"

7.00 [Short company name]
10:37:15 | GTC Antonio Margaretti
"But they were all of them deceived, for another ring was"

Add external prices

0.00 @supplier.com

0.00 @fakecompany.com

0.00 @fakecompany.com

0.00 @supplier.com

Buy GoO Buy Power Sell Power
EUR/MWh EUR/MWh EUR/MWh GTC

0.00 @supplier.com

Buy GoO Buy Power Sell Power
6.00 90 90 09:99 +

Trader buys 10MW of power coming from a hydro dam or solar panel or wind farm, buys 87.000 MWh GoO certificate that confirms the origin and sells the 10MW of power produced in a non-sustainable way.

LEARNINGS

- **Storytelling and reasoning is essential** to pitch the UX Vision and get it implemented.
- **Showing WIP to Engineering and Legal early** saves time. We would be be aware of coding architecture sooner and be prepared for compliance questions.
- **Users attitude and behaviour aren't same**
- **Better scoping = less discussions.** Combination of a few features made more sense than isolated features.
- Selling changes using real customer trading features worked well for non-technical Stakeholders.
- **The heritage of the project - "Idea Seeds"**. Lots of next year's ideas were based on that foundation.
- **Some companies never used** features they actively requested.



THANK YOU!
LET'S GET IN TOUCH!

Portfolio: andreigorokhov.com

LinkedIn: [linkedin.com/in/andrei-gorokhov](https://www.linkedin.com/in/andrei-gorokhov)

E-mail: hello@andreigorokhov.com