



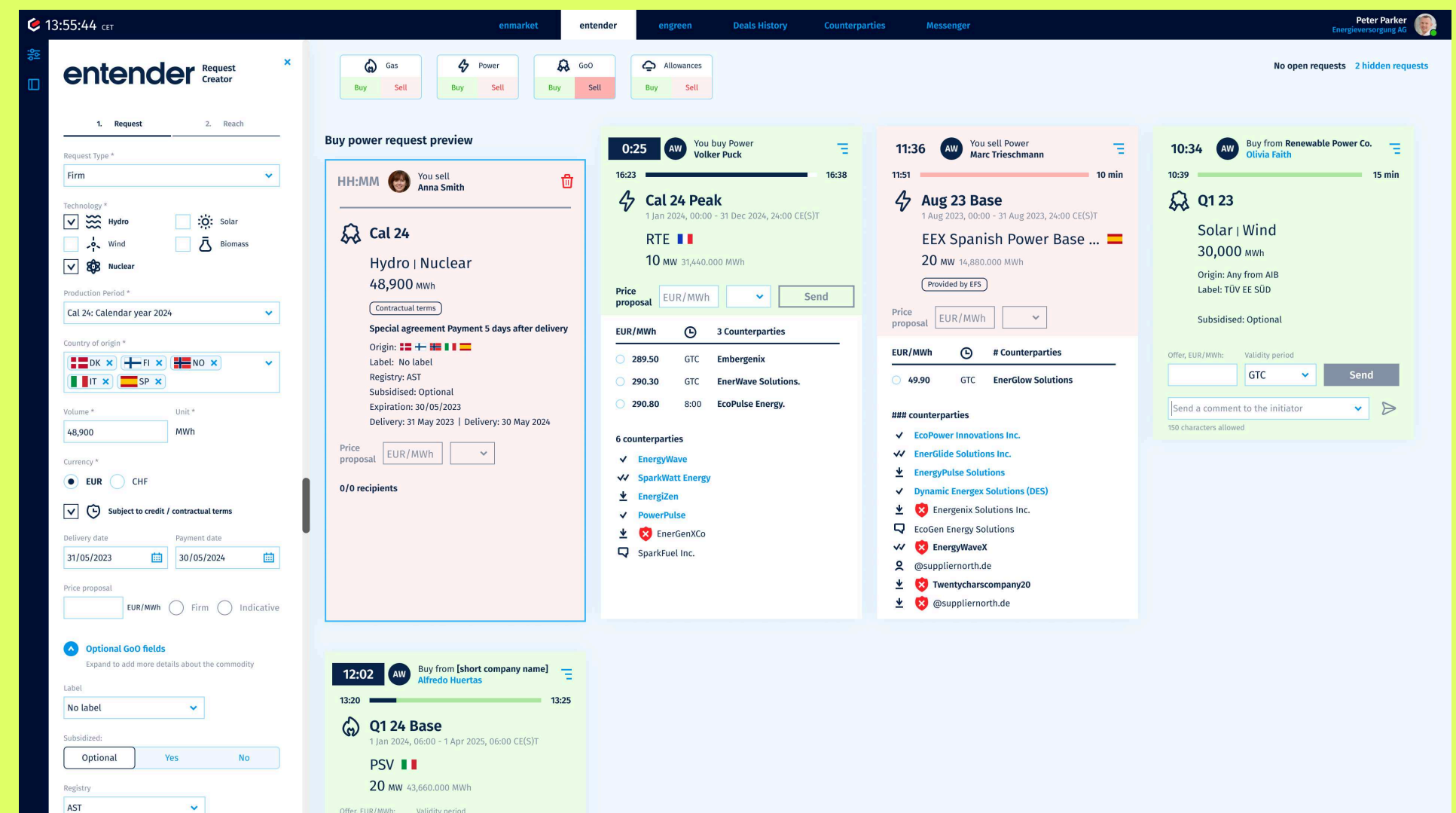
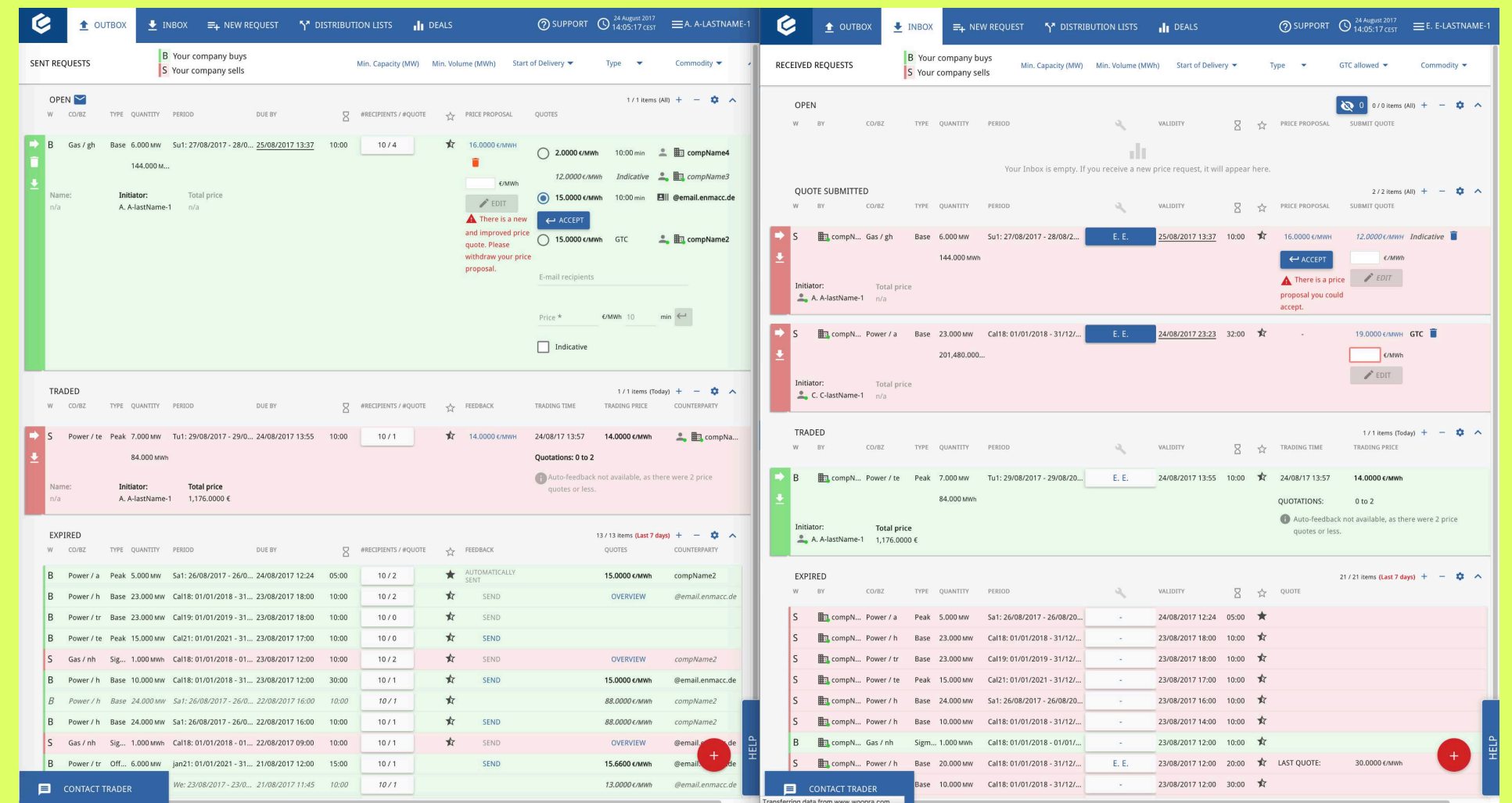
ENMACC FOUNDATION: FROM ZERO TO EUROPE'S LEADING OTC ENERGY TRADING SUITE

Falling into pitfalls and learning while shipping
the core product at enmacc, B2B SaaS wholesale
OTC energy trading platform

SUMMARY: IMPACT

I designed a tool used by thousands of energy traders daily for hours. enmacc became the fastest growing OTC energy platform in Europe.

- Trade ratio +35 pts (25% → 60%)
- NPS +17pts (35 → 52 points)
- Transaction volume ↑ to 5M euro deals
- Client churn below 1% after 4x price increase
- Shipping speed +~20% with new handouts
- Time to mockup situations ~30% with DS
- New UX patterns supported growth to become the leading OTC RFQ platform in Europe (50 → 1000+ daily RFQs 2017–2024).
- New designs enabled scaling and expansion



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- 2 Competition research & software used**
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- 7 Considered trade-offs**
- 8 Stakeholder management**
- 9 Mistakes, failures & learnings**
- 10 Wins, successes & impact**



INTRODUCTION

Delivering under pressure, dealing with ambiguity and chaos. Falling into the pitfalls and enjoying the vibe. Embracing the entrepreneurial mindset and gaining trust. Making trade-offs and re-thinking choices to build a next-gen energy trading platform.

My role: Founding Designer

Project Team: 3 PMs + 14 Engineers

Stakeholders: Engineering, Product Management, CEO & Founders, Sales.

EVOLUTIONAL GROWTH

Re-make and growth of a wholesale B2B energy trading platform, 2017-2021



CONTEXT



I joined enmacc in 2017 to design a next-gen B2B OTC wholesale energy trading tool.

enmacc was a 20-people pre series A startup. Chaos & fun, heated up discussions, beers and nerf guns. Great colleagues and atmosphere. Pressure, tight deadlines. A vision to be on every trader desk in 2026. High ambition, shortage of resources.

CHALLENGES

- **9-12 month of onboarding** to acquire B2B energy trading knowledge and legal boundaries, get familiar with traders habits, and slang
- **Hard-to-convince management and quick changes in org structure.** Pitching ideas = growing seeds to see results in a year. I had 4 managers within first 4 years
- **Tiny budget**, billion-euro competition. I had to learn cost-efficient design practices
- **No transparency** about decisions and current situation. Being aware and keeping stakeholders aware was a serious effort
- **No roadmap and PM-DEV-Design interface.** Feature launches based on gut feeling. No process for designers within DEV sprints
- **Lack of Design QA.** 50% Precision with mockup implementation
- **Being both a coach and a player** for first 4 years



COMPETITION RESEARCH & SOFTWARE USED

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FINDINGS

Within a workshop with Sales Team I sketched initial list of competitors: human brokers, supplier shops and exchanges.

- Most of lower Gas and Power volumes were traded through phone and e-mail still.
- Larger volumes went to exchanges and software like Trayport Joule.
- Brokers were a middle layer with wide network connecting clients for a fee.

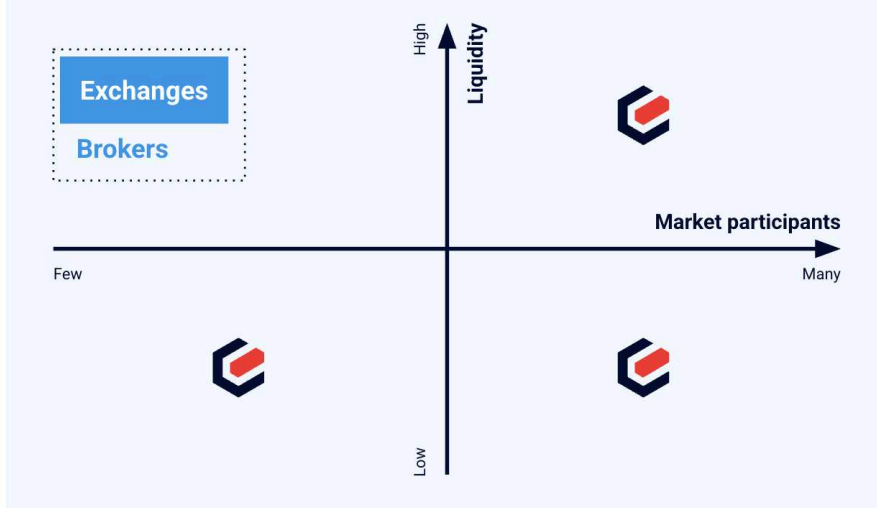
Competition

enmacc creates liquidity where others fail

Competition by Solution

	enmacc	Phone, email	Broker	Exchange
Digital workflow	+	-	-	+
Efficient market mechanism	+	-	-	+
Suitable for new products	+	-	-	-
Scalable to small participants	+	+	+	-
Network expansion	+	-	-	-

Competition by Market Segment



Business Model

Giving intuitive access to liquidity, price information & business network

Value creation

Marketplace

- Liquidity: ability to trade
- Information on prices, demand & supply

"Connecting traders"

- Largest network of market participants
- New business opportunities

Value delivery

Software as a Service (SaaS)

- Plug & Play
- Intuitive UI and workflows
- Differentiated user roles
- Global scalability

Open APIs

- Strong partner ecosystem (e.g. Refinitiv, European Energy Exchange)
- Enable automation and system integration

Value capture

Membership fee

- Customer-size dependant
- No thrills – all included
- Generates recurring revenues

Transaction fee

- Charged to both counterparties
- Usage-based pricing

OUR SELLING POINTS?



Leveraging USPs was essential for a startup funded 2M euro and building a rival for a billion-euro worth software.

Against other software

- **Cheap** and cost-efficient. Monetisation through subscription and trading fees.
- **Platform-agnostic.** Easy to use online SaaS tool.
- **Confidential.** Doesn't expose your position to the whole market.
- **Product-agnostic.** Suitable for new products
- **Network effects** and expanding connections

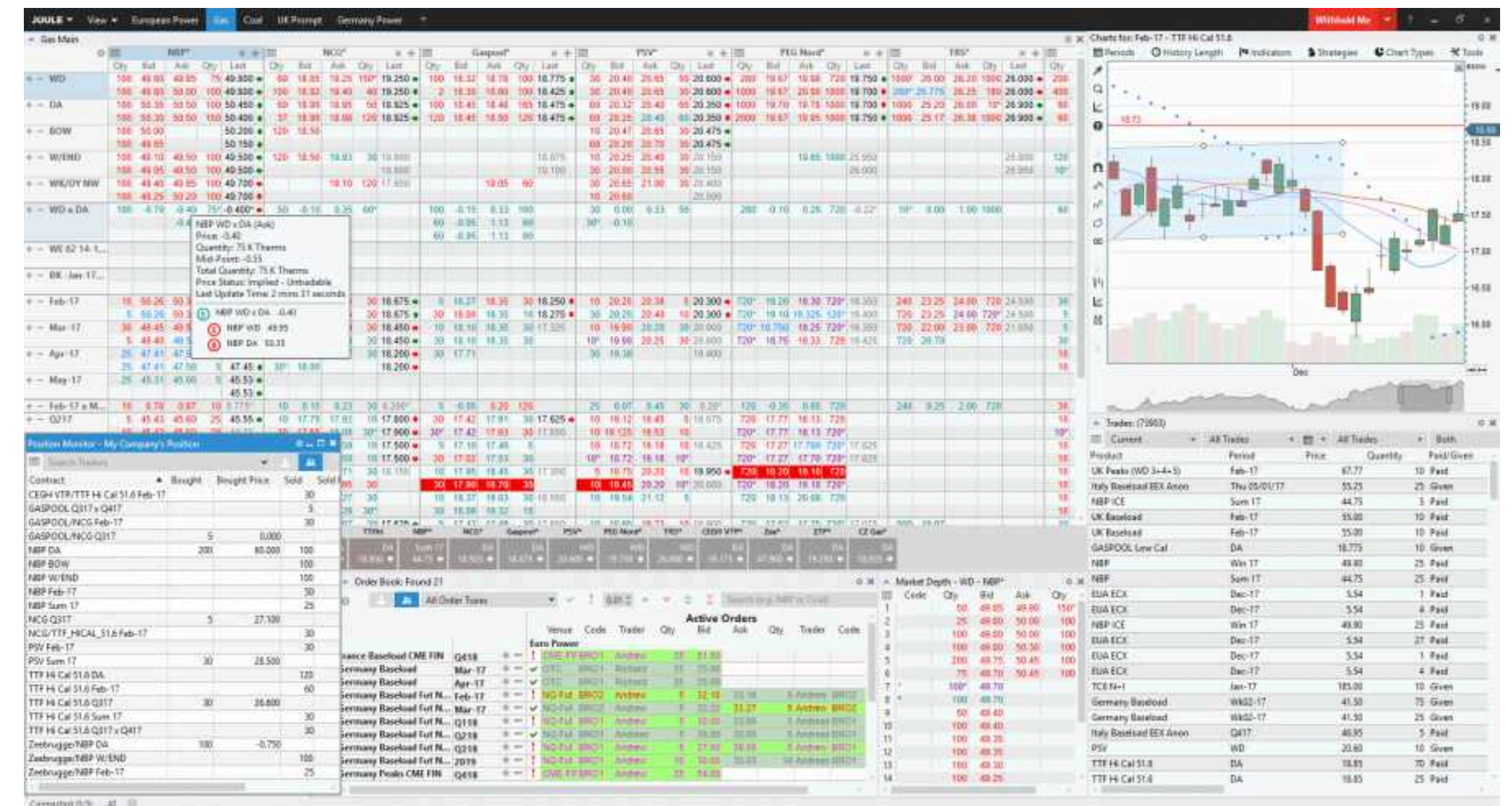
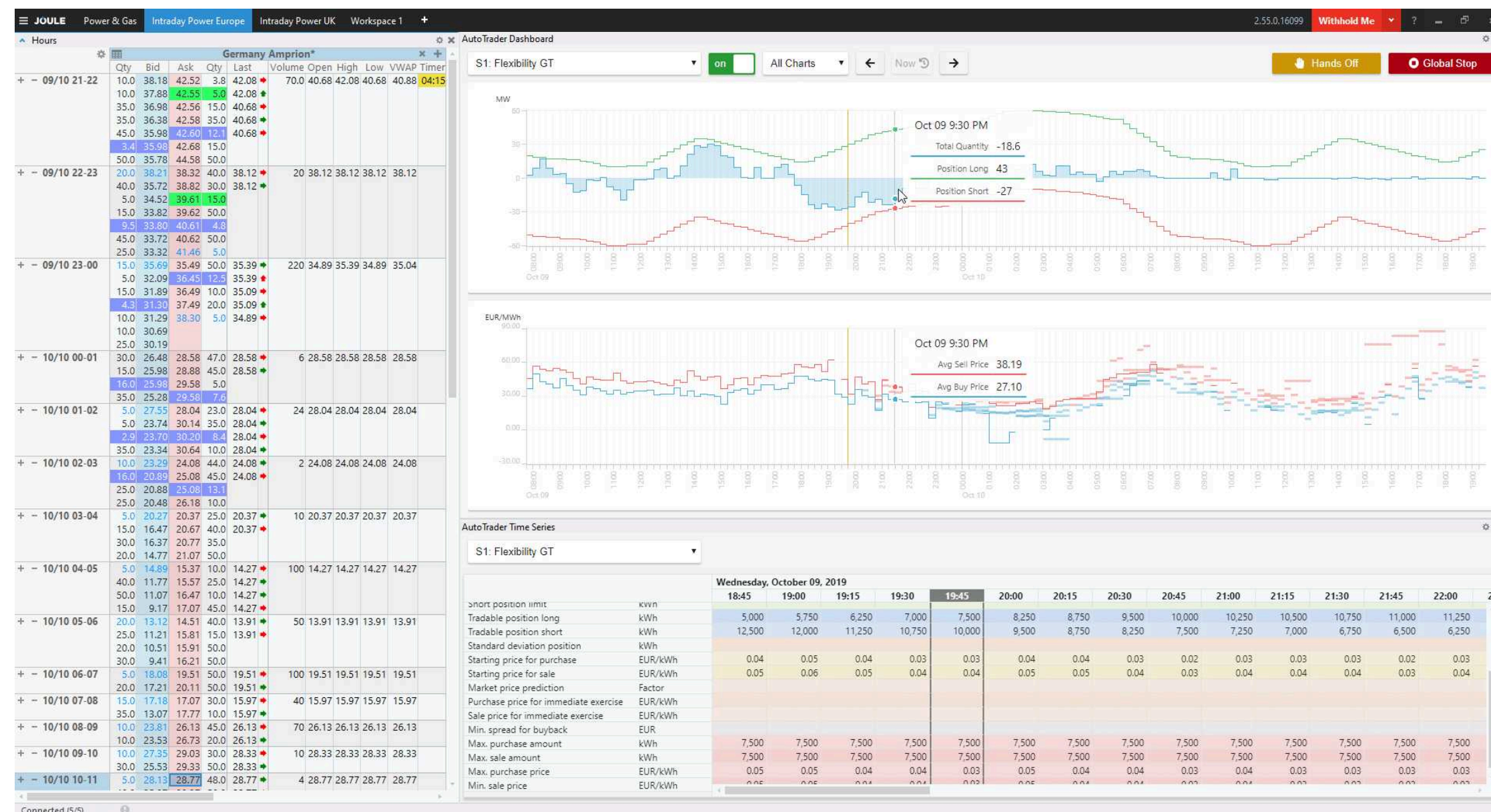
Against human brokers

- **Digital.** Replaces phone and email. Has full deal history archive.
- **Error-proof.** Mitigating 6-digit financial risks caused by data mismatches.
- **Secure.** All sensitive data is well-protected and backed up in cloud.
- Built by traders for traders.

SOFTWARE RESEARCH FINDINGS

Main tool used was Trayport Joule: Excel-like highly customisable price-screen with widgets and color themes.

There were also supplier “shops” - price screens done by producers of Gas and Power. Exchanges also used their own software.

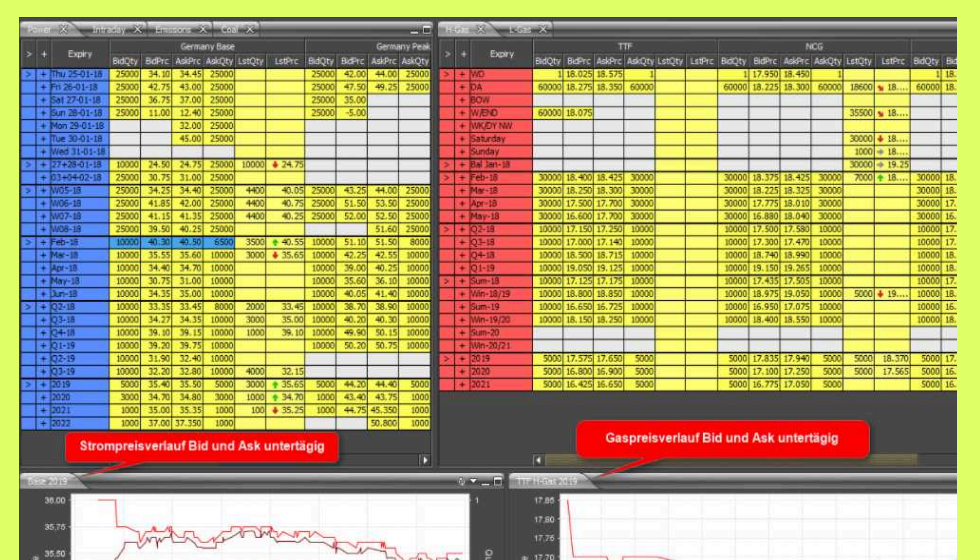
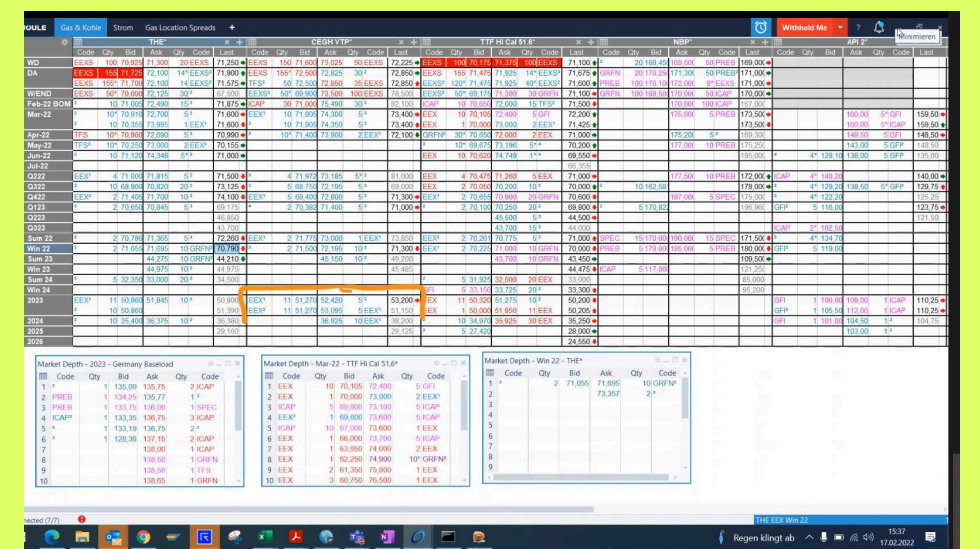
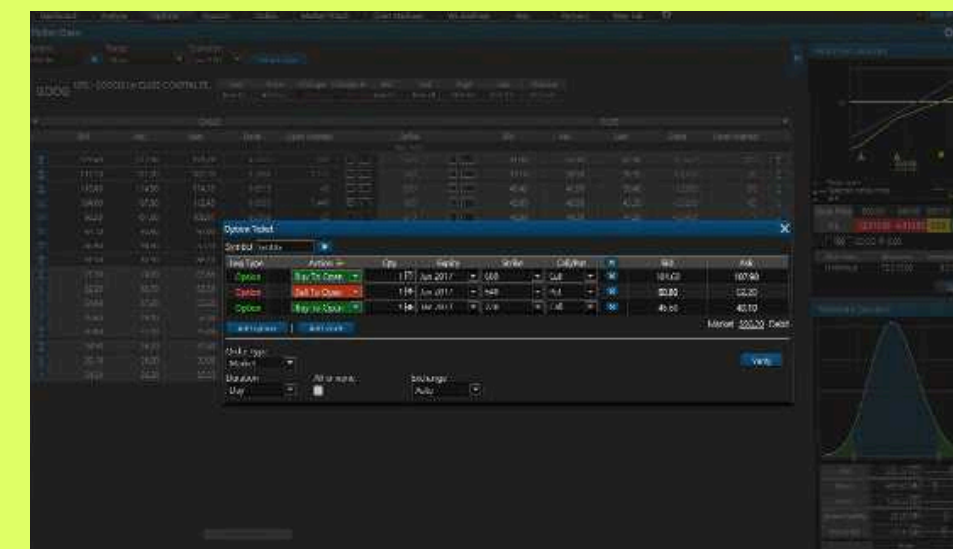


DESIGNED FOR CHAMELEONS?



Hectic random layout changes, unusual color choices, blinking numbers and row changes made it hard to grasp what's going on.

Most tools looked like they were designed for super humans with unlimited focus, big love for bright red and multi-focal eyes.



GREEN / RED

How to separate buy/sell indicators and success/failure states if both are supposed to be red/green?

Some competitors used hues of magenta for sell-red. Or blue for buy-green. Many CTA came in green as well. Many allowed color customisation.

Market Making				Staged Bid		Live Bid		Live Ask	
	Quantity	Price		Quantity	Bid	Ask	Quantity		
UK Baseload*	Feb-19	OTC	BRO1	15	14.5				
UK Baseload*	Mar-19	OTC	BRO1	15	14.15				
UK Baseload*	Apr-19	OTC	BRO1	15	14		15	14.00	
UK Baseload*	Q219	OTC	BRO1	15	13.75		15	13.75	
UK Baseload*	Q319	OTC	BRO1	15	13.3		15	13.30	
UK Baseload*	2020	OTC	BRO1	15	13.4				

Instrument	Period	Buy Price	Sell Price
GASPOOL[CP]	All Days	24.750	25.500
	Dec-18	24.675	25.975
	Jan-19	24.700	25.425
	Feb-19	25.200	25.425
	Mar-19	24.325	25.100
NBP[CP]	All Days	65.725	66.125
	Dec-18	68.425	68.425
	Jan-19	68.525	68.875
	Feb-19	69.925	69.275
	Mar-19	65.575	66.675
TTF HI Cal 51.6[CP]	All Days	24.875	25.200
	Dec-18	24.625	24.925
	Jan-19	25.275	25.100
	Feb-19	24.825	25.175
	Mar-19	24.525	25.500
Germany Baseload[CP]	All Days	43.24	47.96
	Fri 09/11/18	34.04	39.01
	Sat 10/11/18	33.24	38.51
	Mon 12/11/18	54.24	59.01
	Tue 13/11/18	51.04	51.51
Germany Peaks[CP]	All Days	58.49	66.70
	Q119	67.99	69.01
	Q219	54.24	56.21
	Q319	56.99	57.45
	Q419	67.49	69.91



USER RESEARCH, **PROFILES** & **SETUPS**

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QUANTITATIVE DATA → INSIGHTS

Sources: Countly, Metabase,
Google Analytics, 2017

Metrics affecting the layout model, containers, fonts, colors, animation.

Metric	Result	Learning
Main OS	95% Windows 10	High chance of wide scrollbars and pixellated fonts
Browsers	60% Chrome, 20% Firefox, 10% IE	MS Internet Explorer: possible animation performance problems
Min. display resolution	1280×800px, 10% users.	Every 10th user has small outdated screen with large pixels
Standard resolution	1920×1080px, 40%.	Majority uses 23-27" modern displays with a medium sized pixel
Mobile share, devices	0.5%, mixed iOS and Android	They don't use mobile or tablet to trade
Sessions	70 min average, 4-10 sessions.	They use the tool the whole day
Location	DACH, mostly Germany	We have to support the German language
Languages	70% German, 20% English	Longer labels for German. Containers should be flexible



Mistake I made: not considering shared TV usage for monitoring.

First years we had complaints about backgrounds being invisible on big TVs and projectors in the trading rooms.

PRODUCT PERFORMANCE & USER SEGMENTS

To map energy trader personas and understand behaviour

Metric	Result	Learning
Gender, Age	80% male. Ages: 5-55, 35-45	Male-dominated industry. Young and seasoned professionals
All RFQs daily	20-50, 30 average	Not much activity yet
RFQs on screen	10 max	Much more info can be shown to gain trust and provide clarity
Traders	200, 100 active	Half of user base got licence but isn't engaged
Trade ratio	25%	Only 1 in 4 RFQs getting traded
Clients	30	Very small client base
Types of clients	90% Stadtwerke, 7% Suppliers, 3% Trading houses	User flows should target Stadtwerke needs



Mistake I made: not predicting share growth of Suppliers and Trading houses within a year

They trade much more requests, higher volumes, another set of products etc. That affected the layouts dramatically.

USER SEGMENTS

Users were from DACH region, using setups like this. With 3 major customer segments:

- 1** **90% German Municipal providers**
Stadtwerk from every city
- 2** **7% Suppliers**
like Shell, BP, RWE, OMV, Gazprom
- 3** **3% Trading houses**
like Syneco, Trianel etc.





PRODUCT ISSUES ANALYSIS

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PLATFORM WHEN I JOINED

Request-For-Quote platform is a two-sided marketplace. Views for each side differs for same events.

Worked in the same logic as e-mail clients: Inbox and Outbox, sender and Recipient.

The image displays two side-by-side screenshots of a Request-For-Quote (RFQ) platform interface, illustrating the user experience from both the sender's and recipient's perspectives.

Left Screenshot (Sender's View - 'SENT REQUESTS'):

- Navigation:** OUTBOX, INBOX, NEW REQUEST, DISTRIBUTION LISTS, DEALS, SUPPORT, 24 August 2017 14:05:17 CEST, A. A-LASTNAME-1.
- Filters:** Min. Capacity (MW), Min. Volume (MWh), Start of Delivery, Type, Commodity.
- OPEN Requests (1 / 1 items):**
 - Request 1:** Gas / gh, Base, 6.000 MW, Su1: 27/08/2017 - 28/08/2017, 25/08/2017 13:37, 10:00, 10 / 4. Price proposal: 16.0000 €/MWh. Recipient: compName4.
 - Request 2:** Power / te, Peak, 7.000 MW, Tu1: 29/08/2017 - 29/08/2017, 24/08/2017 13:55, 10:00, 10 / 1. Price proposal: 14.0000 €/MWh. Recipient: compName2.
- TRADED Requests (1 / 1 items):**
 - Request 1:** Power / te, Peak, 7.000 MW, Tu1: 29/08/2017 - 29/08/2017, 24/08/2017 13:55, 10:00, 10 / 1. Price: 14.0000 €/MWh. Recipient: compName2.
- EXPIRED Requests (13 / 13 items):** List of expired requests with details like 'Automatically sent', 'Send', and 'Overview' buttons.

Right Screenshot (Recipient's View - 'RECEIVED REQUESTS'):

- Navigation:** OUTBOX, INBOX, NEW REQUEST, DISTRIBUTION LISTS, DEALS, SUPPORT, 24 August 2017 14:05:17 CEST, E. E-LASTNAME-1.
- Filters:** Min. Capacity (MW), Min. Volume (MWh), Start of Delivery, Type, GTC allowed, Commodity.
- OPEN Requests (0 / 0 items):** Your Inbox is empty. If you receive a new price request, it will appear here.
- QUOTE SUBMITTED Requests (2 / 2 items):**
 - Request 1:** Gas / gh, Base, 6.000 MW, Su1: 27/08/2017 - 28/08/2017, 25/08/2017 13:37, 10:00, 10 / 4. Price proposal: 16.0000 €/MWh. Initiator: A. A-lastName-1.
 - Request 2:** Power / te, Peak, 7.000 MW, Tu1: 29/08/2017 - 29/08/2017, 24/08/2017 23:23, 32:00, 10:00, 10 / 1. Price proposal: 19.0000 €/MWh. Initiator: C. C-lastName-1.
- TRADED Requests (1 / 1 items):**
 - Request 1:** Power / te, Peak, 7.000 MW, Tu1: 29/08/2017 - 29/08/2017, 24/08/2017 13:55, 10:00, 10:00, 10 / 1. Price: 14.0000 €/MWh. Initiator: A. A-lastName-1.
- EXPIRED Requests (21 / 21 items):** List of expired requests with details like 'Last quote' and 'Overview' buttons.

OPEN											0	1 / 1 items (All)	+	-	⚙	^
W	BY	CO/BZ	TYPE	QUANTITY	PERIOD		VALIDITY	⌚	☆	PRICE PROPOSAL	SUBMIT QUOTE					
S	compName2 buys	Power / h	Peak	124,124,125.124 MW	25/07/2017 - 19/07/2018		ASSIGN	19/07/2017 13:01	200:00	☆	5,000,000.0000 €/MWH	QUOTE	QUOTE GTC			
QUOTE SUBMITTED											4 / 4 items (All)					
W	BY	CO/BZ	TYPE	QUANTITY	PERIOD		VALIDITY	⌚	☆	PRICE PROPOSAL	SUBMIT QUOTE					
S	compName2 buys	Power / h	Offpeak	9,876,545,678.000 MW	Sa1: 22/07/2017 - 22/07/2017		B. B.	20/07/2017 23:56	05:00		-	54.0000 €/MWH	05:00 Min			
S	compName3 buys	Power / h	Base	1.000 MW	Fr1: 21/07/2017 - 21/07/2017		B. B.	19/07/2017 15:00	05:00	☆	-	2.0000 €/MWH	05:00 Min			
S	compName5 buys	Gas / nl	Base	10.000 MW	Cal20: 01/01/2020 - 01/01/2021		B. B.	18/07/2017 15:05	15:00	☆	-	25.0000 €/MWH	15:00 Min			
S	compName9 buys	Gas / gl	P M	8,760.000 MWh	GY17: 01/10/2017 - 01/10/2018		B. B.	18/07/2017 13:43	01:06	☆	-	11.0000 €/MWH	01:06 Min			
TRADED											1 / 1 items (Today)					
W	BY	CO/BZ	TYPE	QUANTITY	PERIOD		VALIDITY	⌚	☆	TRADING TIME	TRADING PRICE					
S	compName7 buys	Power / h	Base	1.000 MW	q118: 01/01/2018 - 31/03/2018		B. B.	18/07/2017 13:45	1000:00	☆	18/07/17 13:44	26.0000 €/MWh				
EXPIRED											14 / 14 items (Today)					
W	BY	CO/BZ	TYPE	QUANTITY	PERIOD		VALIDITY	⌚	☆	QUOTE						
S	compName7 buys	Gas / nl	Sigmoid	34,234,234.000 MWh	GY17: 01/10/2017 - 01/10/2018		-	18/07/2017 22:33	40:00	☆						
S	compName8 buys	Power / h	Base	10.000 MW	We1: 19/07/2017 - 19/07/2017		B. B.	18/07/2017 22:22	05:00	☆	LAST QUOTE:	25.1200 €/MWh				
S	compName7 buys	Power / h	Base	3.000 MW	Cal19: 01/01/2019 - 31/12/2019		B. B.	18/07/2017 13:50	100:00	☆	LAST QUOTE:	20.0000 €/MWh				
S	compName7 buys	Power / h	Base	3.000 MW	Cal19: 01/01/2019 - 31/12/2019		-	18/07/2017 13:50	100:00	☆	FEEDBACK PRICE:	27.0000 €/MWh				
S	compName9 buys	Power / h	Base	1.240 MW	Cal18: 01/01/2018 - 31/12/2018		B. B.	18/07/2017 13:43	05:00	☆	LAST QUOTE:	13.0000 €/MWh				
S	compName6 buys	Gas / nl	Base	10.000 MW	Cal20: 01/01/2020 - 01/01/2021		-	18/07/2017 13:37	05:00	☆	FEEDBACK PRICE:	666.0000 €/MWh				
S	compName3 buys	Gas / nh	Base	10.000 MW	Cal18: 01/01/2018 - 01/01/2019		B. B.	18/07/2017 13:36	10:00	☆	LAST QUOTE:	11.0000 €/MWh				
S	compName8 buys	Power / h	Base	10.000 MW	Sa1: 22/07/2017 - 22/07/2017		-	18/07/2017 13:23	01:00	☆	FEEDBACK PRICE:	-2.0000 €/MWh				
B	compName7 sells	Gas / nl	Base	2.000 MW	q417: 01/10/2017 - 01/01/2018		-	18/07/2017 13:22	10000:00	☆	FEEDBACK PRICE:	2,333.0000 €/MWh				
B	compName7 sells	Gas / nl	Base	23.000 MW	Cal18: 01/01/2018 - 01/01/2019		-	18/07/2017 13:20	9999:00	☆	FEEDBACK PRICE:	23.0000 €/MWh				
B	compName5 sells	Gas / nl	Base	5.000 MW	Cal20: 01/01/2020 - 01/01/2021		-	18/07/2017 12:22	11:00	☆						
B	compName5 sells	Gas / nl	Base	5.000 MW	Cal20: 01/01/2020 - 01/01/2021		-	18/07/2017 12:22	11:00	☆						
S	compName2 buys	Power / h	Offpeak	7,654,321.000 MW	We1: 19/07/2017 - 19/07/2017		-	17/07/2017 23:56	14:00	☆						

Logic of “Buckets” applied. Each line = request. It falls into a section (open / quoted /traded / expired).
Change of a state for each request makes the line jump into another section

SENT REQUESTS

B Your company buys
S Your company sells

OPEN

W	CO/BZ	TYPE	QUANTITY	PERIOD	DUE BY	#RECIPIENTS / #QU
B	Gas / nh	Sigm...	5.000 MWh	Th1: 13/07/2017 - 14/07/2017	12/07/2017 12:00	05:00 1 / 0

TEMPERATURE REGRESSION:

A:	B:	C:	D:	CV:
1	-1	2	3	4.000 MW

mH: - bh: - mW: - bW: - Portfolio: -

Forecast: Geometric row, Gas day, 12:00 Station: Meteomedia, 104140 Castrop-Rauxel Initiator: No

Name: n/a Initiator: A. A-lastName-1 Pricing: FIXED

S Gas / nh Sigm... - 01/08/2017 - 30/09/2017 12/07/2017 19:00 05:00 11 / 0

TEMPERATURE REGRESSION:

A:	B:	C:	D:	CV:
3.12324564	-32.54654654	1.213131454	0.123465465	10.000 MW

mH: - bh: - mW: - bW: - Portfolio: -

Forecast: Geometric row, Gas day, 08:55 Station: DWD, 8931 Aachen-Vaalsenquartier Initiator: Yes

Indicative request

Name: n/a Initiator: A. A-lastName-1 Pricing: FIXED

TRADED

W	CO/BZ	TYPE	QUANTITY	PERIOD	DUE BY	#RECIPIENTS / #QU
This area is empty.						

EXPIRED

W	CO/BZ	TYPE	QUANTITY	PERIOD	DUE BY	#RECIPIENTS / #QU
This area is empty.						

SENT LIMIT ORDERS

B Your company buys
S Your company sells

OPEN

W	CO/BZ	TYPE	QUANTITY	PERIOD	VALIDITY	#RECIPIENTS
This area is empty.						

CONTACT TRADER

grid layouting,
damaging legibility

DEALS

90 of 183

Executed: Today

Executed from: 00:00 o'clock to: 00:00 o'clock

Executed to: 00:00 o'clock

Period: 00:00 o'clock to: 00:00 o'clock

Deadline: Today

Deadline from: 00:00 o'clock to: 00:00 o'clock

Deadline to: 00:00 o'clock

Sorting: Validity period / Validity ↓

Nested right-aligned filters

WAY	CO/BZ	TYPE	QUANTITY	PERIOD	COUNTERPARTY	ADDITIONAL INFORMATION
X B	SWBayern buys	F Request	Gas / nh	Base	5.000 MW	q119: 01/01/2019 - 01/04/2019 16/06/2017 09:30 3 ★ Quotes: 13.0000 €/MWh
✓ B	SWBayern buys	F Request	Power / h	Base	100.000 MW	Fr: 16/06/2017 - 16/06/2017 15/06/2017 16:32 3 ★ VersorgerWest Trading Price: 20.0000 €/MWh
✓ B	SWBayern buys	F Request	Gas / gh	P M	83,842.186 MWh	Cal18: 01/01/2018 - 01/01/2019 15/06/2017 15:55 8 ★ VersorgerWest Trading Price: 27.8800 €/MWh
X S	SWBayern sells	F Request	Power / a	Peak	5.234 MW	Cal20: 01/01/2020 - 31/12/2020 15/06/2017 15:40 8 ★ Quotes: 18.0100 €/MWh
X B	SWBayern buys	F Request	Gas / gh	P M	83,842.186 MWh	Cal18: 01/01/2018 - 01/01/2019 15/06/2017 15:40 8 ★ Quotes: 27.3900 €/MWh
X S	SWNRW buys	F Limit	Gas / gh	Base	5.000 MW	q219: 01/04/2019 - 01/07/2019 13/06/2017 17:00 Limit price: 17.4000 €/MWh

RECEIVED REQUESTS

B Your company buys
S Your company sells

Min. Capacity (MW) Min. Volume (MWh) Start of Delivery Type GTC allowed Commodity

OPEN

W	BY	CO/BZ	TYPE	QUANTITY	PERIOD	VALIDITY	PRICE PROPOSAL	SUBMIT QUOTE
B	compName...	Gas / gh	Base	4.000 MW	WE3: 09/09/2017 - 11/09/2017	ASSIGN 21/08/2017 14:00	10:00 ★ 12.0000 €/MWH	QUOTE QUOTE GTC

QUOTE SUBMITTED

W	BY	CO/BZ	TYPE	QUANTITY	PERIOD	VALIDITY	PRICE PROPOSAL	SUBMIT QUOTE
This area is empty.								

TRADED

W	BY	CO/BZ	TYPE	QUANTITY	PERIOD	VALIDITY	TRADING TIME	TRADING PRICE
This area is empty.								

EXPIRED

W	BY	CO/BZ	TYPE	QUANTITY	PERIOD	VALIDITY	QUOTE
This area is empty.							

Empty placeholders taking
most of screen

B Gas / gh Base 6.000 MW Su1: 27/08/2017 - 28/0... 25/08/2017 13:37 10:00 10 / 4

16.0000 €/MWh

2.0000 €/MWh 10:00 min compName4

12.0000 €/MWh Indicative compName3

15.0000 €/MWh 10:00 min @email.enmacc.de

15.0000 €/MWh GTC compName2

There is a new and improved price quote. Please withdraw your price proposal.

ACCEPT

E-mail recipients

Price * €/MWh 10 min

Indicative

Your company sells

Tiny controls jammed into small grid cells

OPEN

W CO/BZ TYPE QUANTITY PERIOD DUE BY #RECIPIENTS / #QUOTE PRICE PROPOSAL QUOTES

S Gas / gh Base 4.000 MW WE3: 09/09/2017 - 11/09/2017 21/08/2017 14:00 10:00 10 / 1

12.0000 €/MWh

13.0000 €/MWh 10:00 min compName2

There is a new and improved price quote. Please withdraw your price proposal.

ACCEPT

E-mail recipients

Price * €/MWh 10 min

Low contrast color scheme using minimum colors

SELECT PROFILE F | GAS / - | PROFILE MONTH | Q422: 01/10/2022 - 01/01/2023

TABELLE1

	A	B	C	D	E	F	G	H
1	Datum		Leistung [MW]					
2	Summe MWh		24.950.325					
3	Jan 2018	test	2.718					
4	Jan 2018	test	1.969					
5	Jan 2018	test	1.469					
6	Jan 2018	test	1.317					
7	Jan 2018	test	1.221					
8	Jan 2018	test	1.119					
9	Jan 2018	test	1.233					
10	Jan 2018	test	1.366					
11	Jan 2018	test	2.13					
12	Jan 2018	test	3.786					
13	Jan 2018	test	5.049					
14	Jan 2018	test	6.003					
15	Jan 2018	test	6.577					
16	Jan 2018	test	5.887					
17	Jan 2018	test	4.564					
18	Jan 2018	test	3.788					
19	Jan 2018	test	3.363					

PROFILE SELECTION

No data available

PROFILE INFORMATION

Select the first element of your profile. 3 elements will be automatically selected.

APPLY PROFILE (STRG+ENTER)

Poor use of screen space

Sign in DE | EN

E-mail address * trader1@swbayern.enmacc.de

Password *

Sign in

Forgot password

UPDATES

- Trade through enmacc with all market participants. What happens if you inquire external trading partners. 4 days ago
- Counterparties for Austria. The following counterparties are looking forward to your inquiries to Austria. 9 days ago
- Servas Austria! Take action now for electricity and gas for Austria. 14 days ago
- Personalized request overview. Filters help you to identify relevant queries faster. 17 days ago

more

enmacc

Herzlich willkommen auf enmacc!

Bei Fragen zur Benutzung von enmacc steht Ihnen ab sofort unser neues Hilfemenü zur Verfügung. Hier finden Sie viele Antworten auf Fragen zum Umgang mit der Plattform. Außerdem gibt es eine Reihe von Tipps und Tricks, wie enmacc Sie noch besser unterstützen kann. Sie finden das Hilfemenü immer rechts unten in Ihrem Browserfenster. Schauen Sie doch mal rein. Natürlich stehen wir Ihnen auch weiterhin gerne telefonisch für Ihre Fragen zur Verfügung.

Neu auf enmacc? In wenigen Schritten geben wir Ihnen eine kurze Übersicht.

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Neue Anfrage

Hier können Sie eine neue Anfrage oder Limitorder erstellen und an Ihre Handelspartner senden.

Tip: Mit enmacc können Sie durch die "Email Empfänger"-Funktion auch mit Handelspartnern handeln, welche noch nicht auf der enmacc Plattform sind.

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CO / BZ TYP MENGE ZEITRAUM

ISSUES IDENTIFIED

Poor UX & noisy, outdated UI

- Change of the request state causes jump of the line into other section on the screen
 - Wide usage of patterns like nested filters, very long/short inputs, tiny buttons and icons without labels
 - Duplicated elements, lots of empty sections and placeholders with no value
 - Hard to understand what is clickable. Also no loading states or processing states.
 - Lack of Design System / UI kit, no consistency in fonts, colors, distances and layouts.
 - Chat in a floating window that is unusable due to its size and amount of content
-

Accessibility & legibility

- Poor legibility & data formatting. Numeric values aligned to the left, values and dates are hard-to-read
 - Mixed German & English numeric formats (dot/comma)
 - UPPERCASE over use
 - Colorblind users not supported.
 - No systematic approach for variety of screen resolutions and responsiveness
 - Font-rendering issues on Windows
 - Slow animation on MS Internet Explorer
-

Error-handling & edge cases

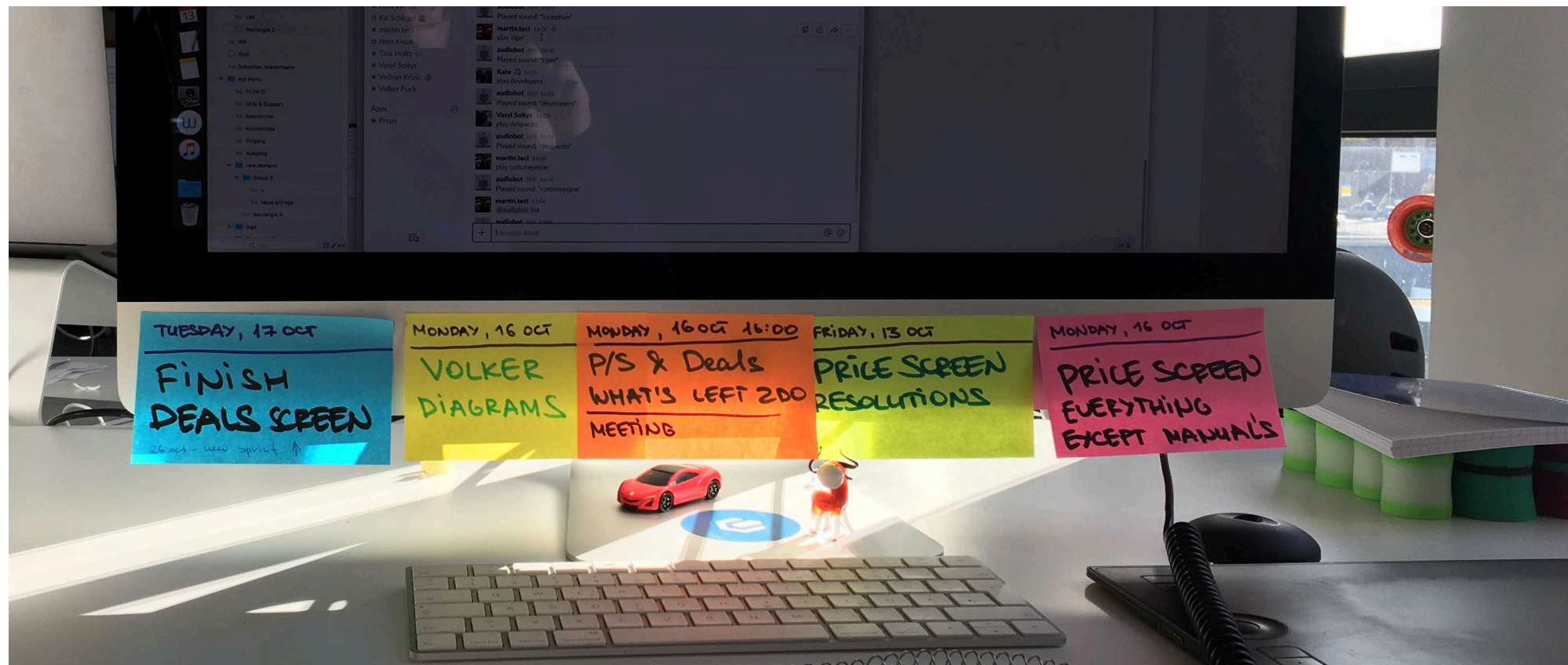
- A lot of important edge-cases related to max. length of values, trimming texts, rounding up and showing right units
- Misleading wording and labels
- Poor error handling combined with high cost of design errors (like Citibank's \$900M mistake)
- No clear tone of voice
- No brand and no connection with brand



ITERATING OVER SOLUTION

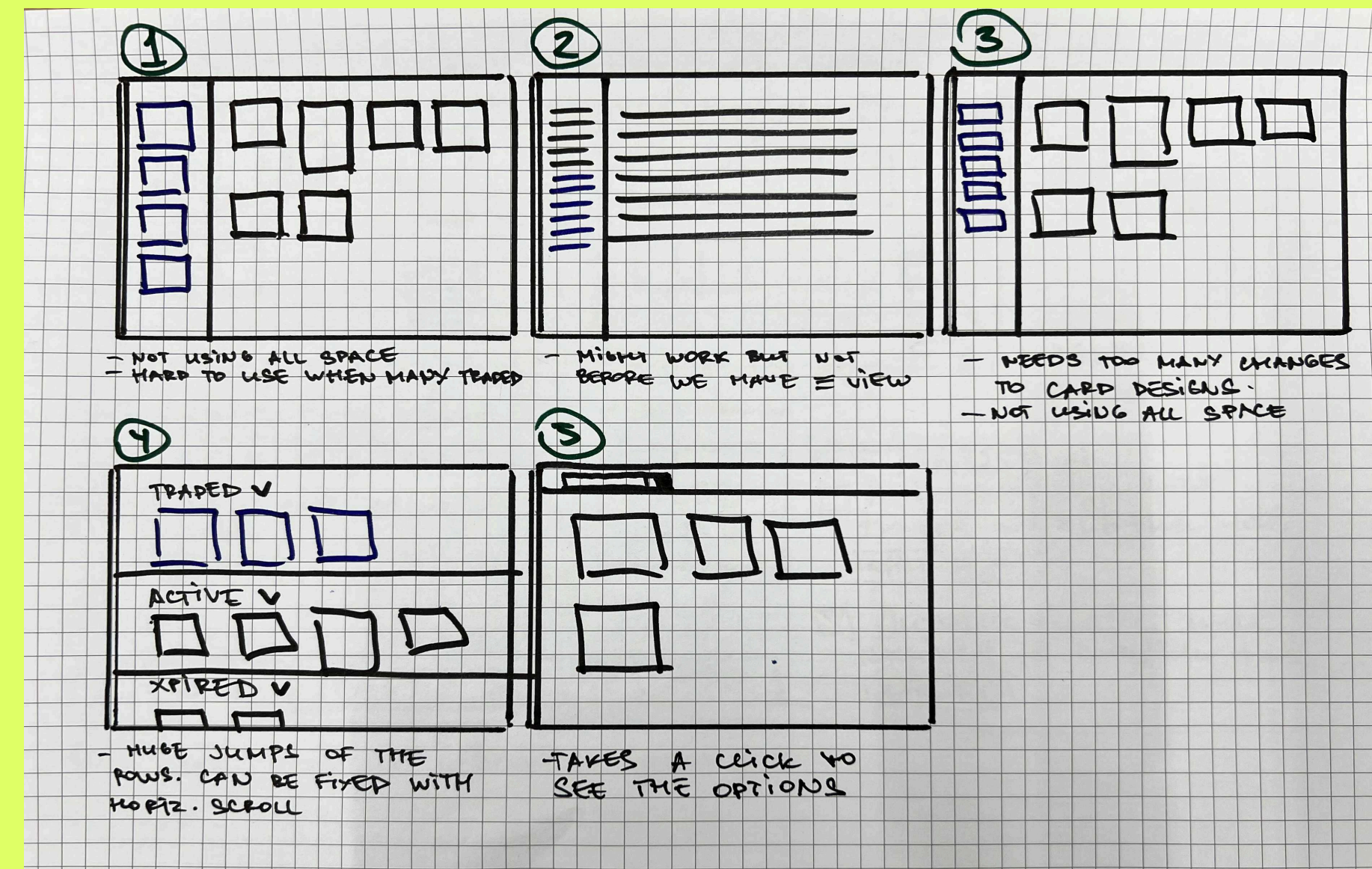
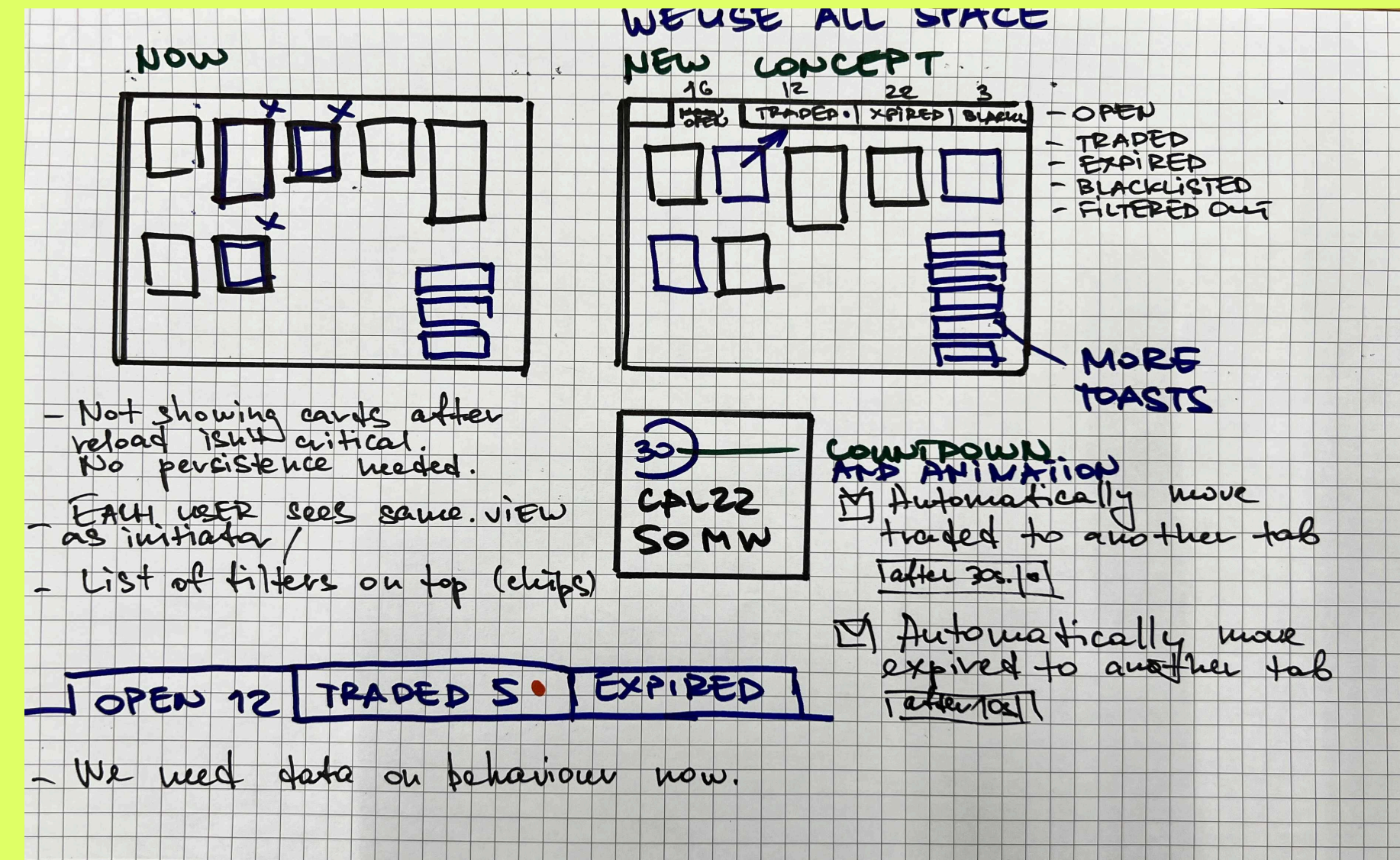
5 / 10

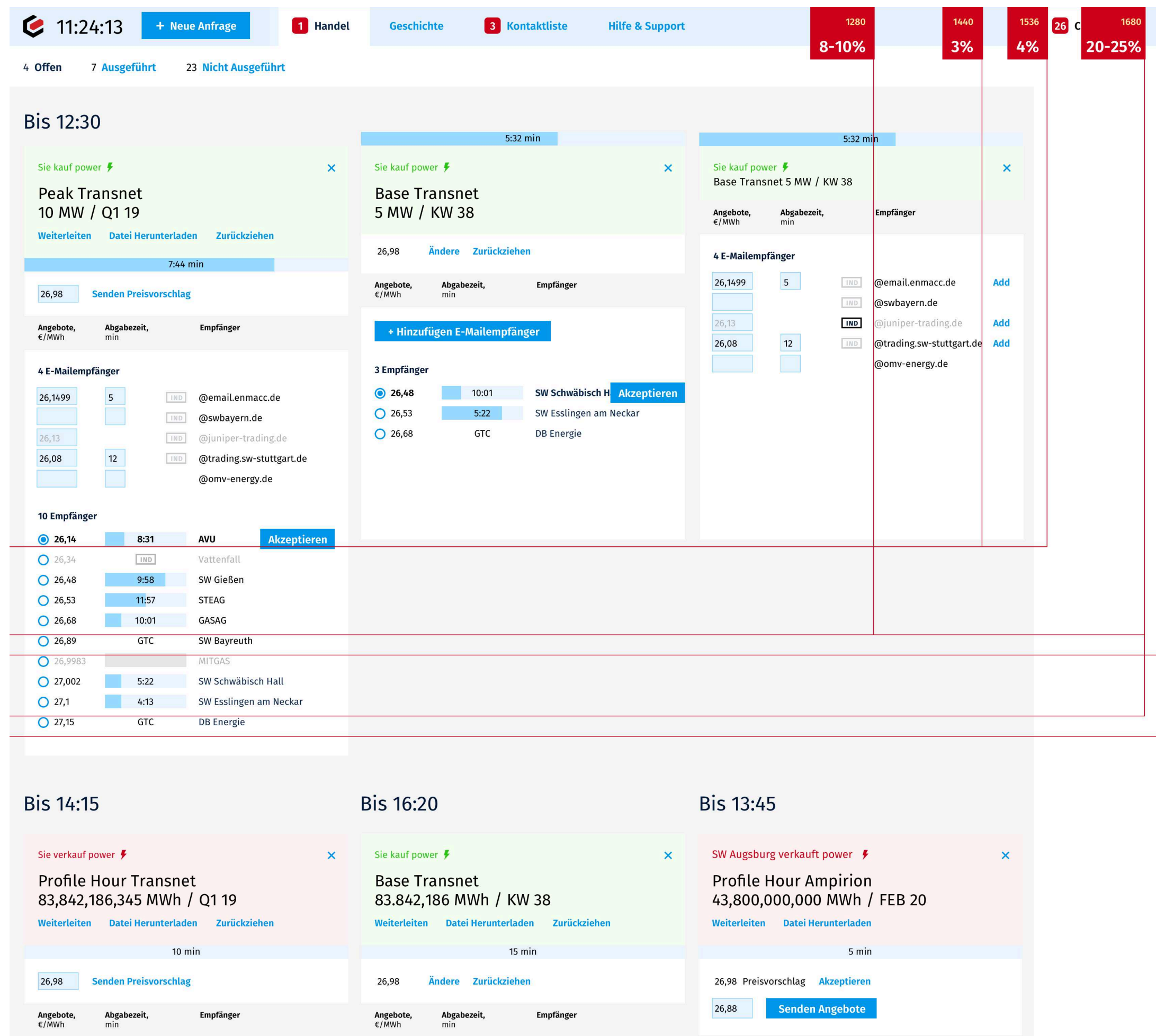
LAYOUT



Card-filled layout idea came to me while looking at the customer's desk full of sticky notes with to-do-trades.

Timeline-sorted cards fixed layout issues of the grid version and followed the logic of a trader.





FIRST STEPS

Knowing the importance of each element of a request, I sketched the info within the cards / tiles + applied the timeline sorting logic.

Overlapped with percentage of users with certain screen resolutions.

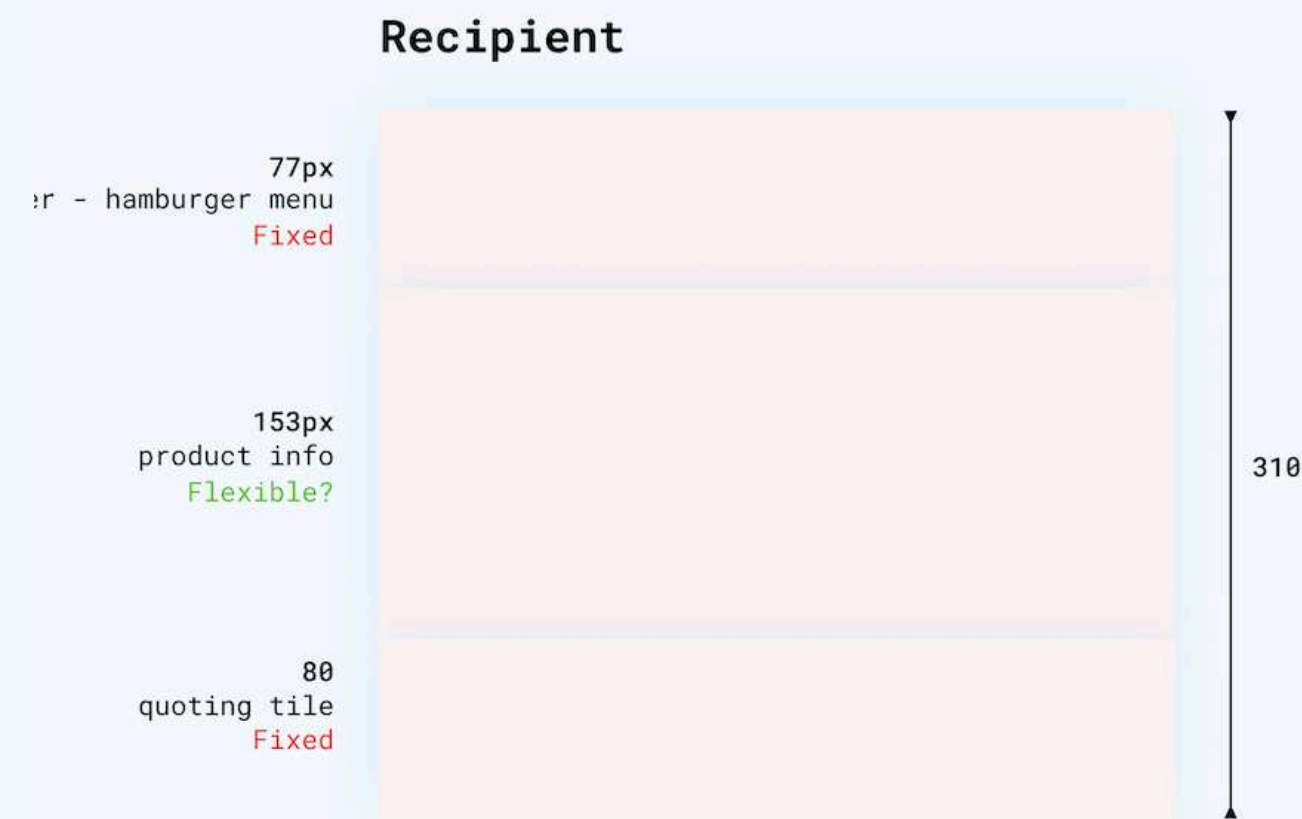


My mistake: some users shrink the browser window to tile browser tabs on the screen

So screen resolution isnt the only metric needed. Viewport size is important as well.

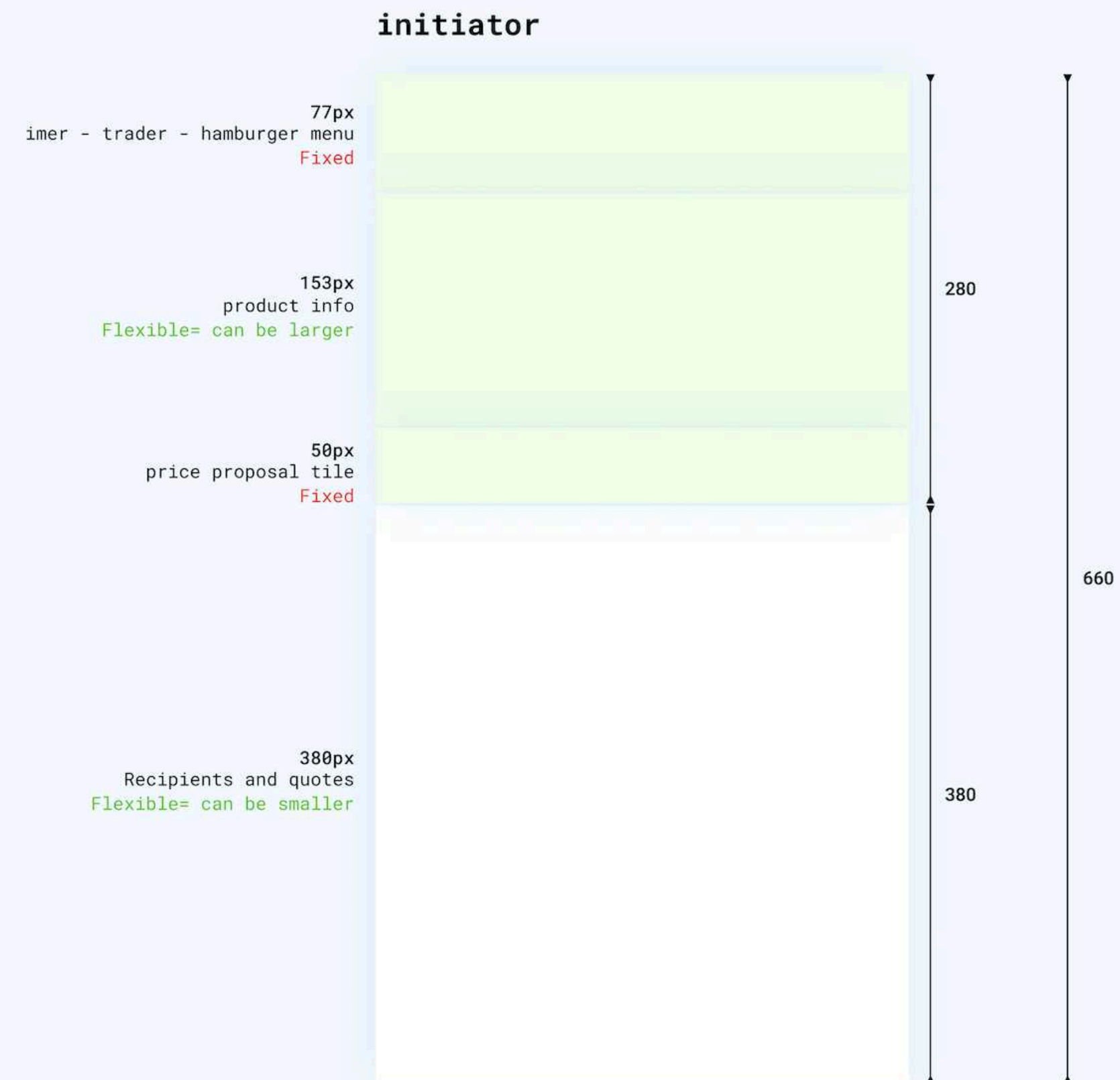
CALCULATING MIN / MAX CARD DIMENSIONS

Size 350×660px was based on 2 requirements: to have at least 3 cards within the minimum supported browser window and to fit mobile.



1200×800 px was used by 10% of users in 2017.

We were also considering mobile trading - so 1 card was fitting mobile screens.

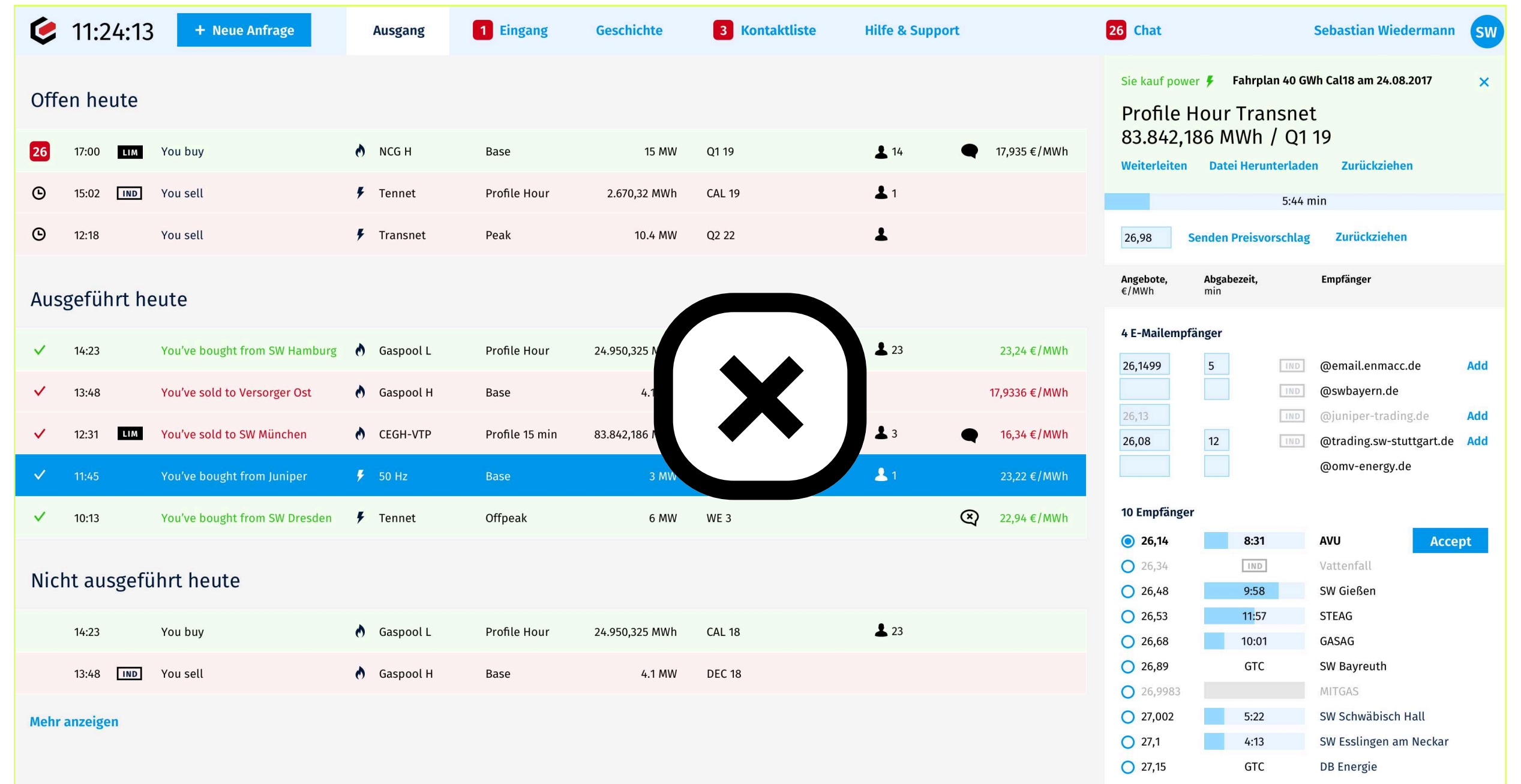


Fast forward to 2022: share of low-res users dropped

1.5% of users with 1280px screens, mobile trading is excluded as a use case.

MULTI-TASKING: NEW CORE UX PRINCIPLE

Experiences were designed to enable users to have the full overview of the trading situation and process multiple trading requests at the same time.



The version with a panel showing request details allowed to handle only 1 request at a time. It had advantages for managers as it provided better overview for all requests. But our main client base were traders from Stadtwerke.

Same behaviour worked perfectly for the Deals History / Archive. As it provided overview and all the details for the selected deal in a use case without time pressure.

CARDS: NEW CONTAINERS FOR TRADING REQUESTS

Design of the cards was gradually changed almost every month. Cards also have advantages for internationalisation by supporting longer values and visualising spreads (group trades).

04:33 **AW** You sell gas
Andrew Wilson

13:20 ————— 13:25

Q1 26 Base
1 Jan 2026, 06:00 - 1 Apr 2026, 06:00 CE(S)T

PSV 🇮🇹

20 MW 43,660.000 MWh

No-GTC

Price proposal

EUR/MWh IND

Price (EUR/MWh) 3 Quotes

- 12.00 | 20 MW Innovative Energenius
13:22:34 | BINDING Antonio Margaretti
- 12.10 | 15 MW** Alfredo Huertas
13:22:35 | BINDING Jose Luis Ramirez

You are trading a quantity different to the capacity initiated.

Price (EUR/MWh) 2 external counterparties

EUR/MWh MW 1:30 @company.com

EUR/MWh MW 05:00 @londontraders.com

Counterparties 10

04:33 **AW** Buy from EnergyCo
Alfredo Huertas

13:20 ————— 13:25

Q1 26 Base
1 Jan 2026, 06:00 - 1 Apr 2026, 06:00 CE(S)T

PSV 🇮🇹

20 MW 43,660.000 MWh

No-GTC

Offer, EUR/MWh: Quantity, MW Validity period

12 15 BINDING

Warning: Once sent, this quote cannot be changed or withdrawn within its validity period.

150 characters left

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
- Cal 25 Base / 10 MW**
Buy Amprion 🇩🇪
- Cal 25 Base / 10 MW**
Sell Amprion 🇩🇪

Price proposal: 5.00 EUR/MWh

Buy GoO Buy Power Sell Power

5.00 98 98 IND

Price (EUR/MWh) 3 Quotes

- 4.00** Energie Max GmbH
10:37:15 | GTC Antonio Margaretti

Buy GoO: 6.00 Buy Power: 90

Sell Power: 90

10:22 You sell green/grey swap
Anna Smith

13:20 ————— 13:25

- Cal 25 Base / 87,000 MWh**
Sell Hydro, Wind, Solar, Biomass, Nuclear
- Cal 25 Base / 10 MW**
Sell Amprion 🇩🇪
- Cal 25 Base / 10 MW**
buy Amprion 🇩🇪

Price: 5.00 EUR/MWh

Sell GoO Sell Power Buy Power Validity period

6.00 90 90 GTC

150 characters left

COLOR CODE FOR REQUESTS

To avoid situation with 100 equal cards on screen: the closer to traded state the request is, the more saturated the card is. Long cards for initiators to see prices. Short for suppliers to quote.

Initiator:
buy, open

Initiator:
sell, open

Recipient:
sell, open

Recipient:
sell, quoted

Recipient:
buy, open

Recipient:
buy, quoted

Traded

Expired

soon You buy gas Schmidt Peter

Q3 25
1 Okt. 2019, 06:00 - 1 Apr. 2020, 06:00 CET

Gaspool H
54,234 MW 4.567,634 MWh
Long buy-request name

Cleared

Price-proposal, EUR/MWh: Senden

EUR/MWh 5 Handelspartner

- 21.339 EEX Supplier South 3:34 min

Accept cleared quote

- 21.31 GTC EEX
- 21.25 GTC EEX
- 21.24 3:34 EEX

Show 12 internal counterparties

3:34 You sell gas Schmidt Peter

Cal 22
1 Jan. 2021, 06:00 - 1 Jan. 2022, 06:00 CET

NCG H
5,888 MW 4.567,634 MWh
Long sell-request name

Price-proposal, EUR/MWh: 36,558 Senden

EUR/MWh 6 counterparties

- 21.5633 Nasdaq Supplier South -3:34 min

Accept cleared quote

- 21.63 GTC **Versorger West**
- 21.67 IND Stadtwerke Bayern
- 21.68 3:34 @ supplierswitzerland.ch
- 21.695 2:34 EEX
- 21.30 GTC Nasdaq

Cleared by Nasdaq

€ /MWh 4 external counterparties

- 21.79 5 @ spainenergy.com
- GTC @ italiagas.it
- GTC @ regversorgerost.de
- 21.65 IND @ supplieritaly.com

13:20 Sell to SW Bayern

Cal 23 Base
1 Jan. 2023, 06:00 - 1 Jan. 2024, 06:00 CET

Tennet NL
25,5 MW 4.567,634 MWh
Long sell-request name

Cleared **eex**

Offer, EUR/MWh: Validity period: GTC Send

Hedge

soon Sell to

Cal 23 Base
1 Jan. 2023, 06:00 - 1 Jan. 2024, 06:00 CET

Tennet NL
25,5 MW 4.567,634 MWh
Long sell-request name

Anonymous Cleared **eex**

Offer, EUR/MWh: 59.5289 Validity period: GTC Change

Hedge

58.558 Price proposal, EUR/MWh Accept

soon Buy from SW Hamburg Meier Amanda

Cal 23 Base
1 Jan. 2023, 06:00 - 1 Jan. 2024, 06:00 CET

Tennet NL
25,5 MW 4.567,634 MWh
Long buy-request name

Cleared **eex** Hedge

Offer, EUR/MWh: Validity, min: GTC Send

Cleared **eex** Hedge

59.50 Price-proposal Bilateral, EUR/MWh Accept

soon Buy from SW Hamburg Meier Amanda

Cal 23 Base
1 Jan. 2023, 06:00 - 1 Jan. 2024, 06:00 CET

Tennet NL
25,5 MW 4.567,634 MWh
Long buy-request name

Cleared **eex** Hedge

Offer, EUR/MWh: Validity, min: GTC Change

Cleared **eex** Hedge

59.50 Price proposal Bilateral, EUR/MWh Accept

15:30 Sold to SW Bayern Robert Weiss

Cal 21 Offpeak
1 Jan 2021 - 1 Jan 2022

Transnet
356,22 MW 4.567,634 MWh
RFQ name 123

Cleared **eex**

ECC Sold: 13:21:12 **36,558** €/MWh

Deal was confirmed by the clearing house

Share the Feedback with your recipients

- Thanks for the price, with respect to credit I traded somewhere else.
- Hi, thanks for quoting, I traded at 22.00 EUR/MWh.
- Thanks for the price, we traded with someone else.
- Thank you for quoting, I traded through the clearing house.

13:15 You buy Gas Weiss Alexander-Konstantin

Q1 20
1 Jan. 2020, 06:00 - 1 Apr. 2020, 06:00

NCG H
15,3 MW 4.567,634 MWh
RFQ name 123

Best price: SW Bayern 21,763 EUR/MWh

INITIATOR VIEW

Stadtwerke (demand) mostly send RFQ, 1-5 daily
Focus: prices and recipients, internal and external (not yet using enmacc)

Both demand and supply send buy and sell requests in an average ratio of 1:4-1:5. Mocking up realistic view is hard because of that.

RECIPIENT VIEW

Suppliers mostly receive RFQ, up to 100 daily.
Focus: clarity for the product and quoting options (sending prices).

WHY IS THIS BETTER?



Better clarity, visibility, scalability, and accessibility. Less room for mistrades and misinterpretation. Tool is built to suit the daily workflow of an energy trader.

- **Users see everything they need to trade on the first glance. That reduces risk of mistrades and misinterpretation**
- **UX safety mechanisms applied** (reducing cognitive overload in high-speed environments)
- No screen splits. No line jumps.
- Merged Inbox and Outbox. All products together .
- No screen dependancy. Uses most of each screen.
- Clear and self-explanatory filtering / blacklisting
- Clear UI without unnecessary noise
- Easier work with externals (not yet clients)
- Workflow based on time when you need to make a trading decision
- Visual feedback: overview of what happened:
- RFQ Traded > You will not oversee an event
- Good-Till-Cancelled (GTC) is default, not the Binding Quote. That makes it legally much easier to change/remove quotes

REQUEST CREATOR: 38% FASTER

Allows creating RFQs and trade in parallel. It is faster, commodity agnostic, visual & clear, supports multitasking. Easy to extend and modify.

13:55:44 CET enmarket entender

entender Request Creator

1. Request 2. Reach

Certificate type *
GoO (AIB) REGO (UK)

Request Type *
Firm

Technology *
 Hydro Solar
 Wind Biomass
 Geothermal Nuclear

Production Period *
Cal 24: Calendar year 2024

Use custom dates

Country of origin *
DK

Adjust country settings

Volume * Unit *
48,900 MWh

Currency *
 EUR CHF

Subject to credit / contractual terms

Subsidised *
Optional Yes No

Price proposal
EUR/MWh Firm Indicative

Optional GoO fields
Expand to add more details about the commodity

Label
No label

Preview

HH:MM AW You sell GoO [initiator name]

GoO Cal 24

Hydro, Geothermal, Nuclear
48,900 MWh

Credit / Contractual terms All or None

Origin: DK
Label: No label
Registry: Ofgem
Subsidised: Optional
Expiration:
Delivery: | Payment:

Price proposal
GBP/MWh

Counterparties 0

13:55:44 CET enmarket entender

entender Request Creator

1. Request 2. Reach

Start
 Now

Time * Date *
--:--

Duration of Request * Custom
5 min 10 min 15 min or 5 min

Recipients *
Recipients with good credit My list 1
Diego Maradona James Rodriguez
Elton John Tomas Müller
One amazing company Short name
Energy Comp Uk Bank
Recipients with good credit My list 1
Diego Maradona James Rodriguez

Request Note
-

Show note to counterparties

Price proposal
EUR/MWh

Send
Send and Repeat
Back Cancel

Preview

HH:MM You sell gas Anna Smith

S 24 Base
1 Apr 2024, 06:00 - 1 Oct 2024, 06:00 CE(S)T
THE
1234.4567 10,843,461.504 MWh

Price proposal
EUR/MWh

24 counterparties
 Sophie Dubois [Company name]
 Anna Maria [Company name]
 Lena Schmidt [Company name]
 EnergoEuro
 EcoVolt
 EcoPower Europe
 EcoSpark Energy
 Green Volt
 Energo.eu
 PowerEuro
 EcoSpark Energy
 Innovative Energenius
 EcoSpark Energy

entender Request Creator

1. Request 2. Reach

Request Type *
Firm

Trade Type * Settlement Type *
Bilateral Cleared Physical Financial

Market area *
THE

Delivery period *
Summer 24

Delivery period dates
Use custom dates

Load type *
Base

Capacity * Unit *
10 MW

All or None

Pricing model * Currency *
Fixed Indexed EUR

Price proposal
35.21 EUR/MWh Firm Indicative

Acceptance of a firm price proposal by a counterparty will end the RFQ.

+ Add a 2nd leg (Spread)

Next
Cancel and close

- Average request creation time cut 38% (74s to 46s).
- Commodity agnostic. Supports any new commodities. CO2 Emissions (EUA / UKA), certificates of power origin like GoO / REGO / Elcert and many others
- Enabled user templates that became the next step in 2024.
- Speeds up Engineering efforts to extend
- Visual what-you-see-is-what-you-get request creation shows the card you're sending
- Supports multitasking: not blocking the user view



DEV-READY DESIGNS

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RFQ PLATFORM '2023

13:55:44 CET enmarket entender engreen Deals History Counterparties Messenger Peter Parker Energieversorgung AG

Request Creator

1. Request 2. Reach

Request Type * Firm

Technology *
 Hydro Solar
 Wind Biomass
 Nuclear

Production Period *
Cal 24: Calendar year 2024

Country of origin *
DK FI NO IT SP

Volume * 48,900 Unit * MWh

Currency *
 EUR CHF

Subject to credit / contractual terms

Delivery date 31/05/2023 Payment date 30/05/2024

Price proposal EUR/MWh Firm Indicative

Optional GoO fields
Expand to add more details about the commodity

Label No label

Subsidized: Optional Yes No

Registry AST

Buy power request preview

HH:MM You sell Anna Smith

Cal 24
Hydro | Nuclear
48,900 MWh
Contractual terms
Special agreement Payment 5 days after delivery
Origin: DK FI NO IT SP
Label: No label
Registry: AST
Subsidised: Optional
Expiration: 30/05/2023
Delivery: 31 May 2023 | Delivery: 30 May 2024
Price proposal EUR/MWh
0/0 recipients

10:34 Buy from Renewable Power Co. Olivia Faith
Q1 23
Solar | Wind
30,000 MWh
Origin: Any from AIB
Label: TÜV EE SÜD
Subsidised: Optional
Offer, EUR/MWh: Validity period GTC Send
Send a comment to the initiator

12:02 Buy from [short company name] Alfredo Huertas
Q1 24 Base
1 Jan 2024, 06:00 - 1 Apr 2025, 06:00 CE(S)T
PSV
20 MW 43,660.000 MWh
Offer, EUR/MWh: Validity period GTC Send
Send a comment to the initiator

11:36 You sell Power Marc Trieschmann
Aug 23 Base
1 Aug 2023, 00:00 - 31 Aug 2023, 24:00 CE(S)T
EEX Spanish Power Base ...
20 MW 14,880.000 MWh
Provided by EFS
Price proposal EUR/MWh

EUR/MWh # Counterparties
49.90 GTC EnerGlow Solutions

counterparties
EcoPower Innovations Inc.
EnerGlide Solutions Inc.
EnergyPulse Solutions
Dynamic Energex Solutions (DES)
Energex Solutions Inc.
EcoGen Energy Solutions
EnergyWaveX
@suppliernorth.de
Twentycharscompany20
@suppliernorth.de

12:02 Buy from [short company name] Alfredo Huertas
Q1 24 Base
1 Jan 2024, 06:00 - 1 Apr 2025, 06:00 CE(S)T
PSV
20 MW 43,660.000 MWh
Offer, EUR/MWh: Validity period

11:36 You sell Power Marc Trieschmann
Aug 23 Base
1 Aug 2023, 00:00 - 31 Aug 2023, 24:00 CE(S)T
EEX Spanish Power Base ...
20 MW 14,880.000 MWh
Provided by EFS
Offer, EUR/MWh: Validity period

10:34 Buy from Renewable Power Co. Olivia Faith
Q1 23
Solar | Wind
30,000 MWh
Origin: Any from AIB
Label: TÜV EE SÜD
Offer, EUR/MWh: Validity period

10:34 You sell Gas Pascal Kemper
Q4 24 Base
1 Oct 2024, 06:00 - 1 Jan 2025, 06:00 CE(S)T
PEG
15 MW 33,135.000 MWh
Price proposal EUR/MWh

DEAL ARCHIVE '2022

entender Deal History

Select filter preset Reset

Deal date
Type or select deal date ▼ 📅

Counterparty
Type or select counterparty ▼

Deal execution details

Origin Price actions

All All

Incoming Quote sent

Outgoing Quote received

Venue Status

All venues ▼ Traded ▼

Tender Creator
Type name or email ▼

Billing month
All months ▼

Deal product details

Direction Trading type

All All

Buy OTC

Sell Cleared

Commodity

Gas Power GoO CO2

BZ/MA Deal type

All BZ/MA ▼ All deal types ▼

Settlement type Capacity type

All settlement types ▼ All capacity types ▼

Enter deal ID 🔍

1.786 entries .XLS .CSV Export deals

Traded ×

Status	Buy/Sell	Counterparty	Instrument	Capacity	Price
Today					
✓	bought	Versorger Ost	THE H / Cal 20 / Base	5.2 MW	21.45 EUR/MWh
⌘	sold	Name of counterparty	EUA (Phase 4) / Dec 24	25.525 tCO2e	2321.3431 EUR/tCO2e
✓	sold	Counterparty East supplier	THE L / Q1 20 / Base	8.25 MW	Index
✓	sold	Longest counterparty name 1234	NBP / Winter22	9.37 MW	52.54 p/Therm
3 March					
✓	sold	ECC	50 Hz / Q3 20 / Base	5.8 MW	45.62 EUR/MWh
✓	bought	Stadtwerke Sachsen	Hydro, Wind, Solar, Biomass / Cal 24	77 MWh	50.51 EUR/MWh
✓	bought	Versorger Ost	TTF / Winter 23 / Base	10 MW	Index + 0.2 EUR/MWh
×	bought	XYZ	Hydro, Wind / Cal 24	12 MW	23.14 EUR/MWh
×	sold	Longest counterparty name 1234	Swissgas / May 22 / Profile Month	115.32 MW	45.62 CHF/MWh
✓	sold	Company name supplier	EUAA (Phase 4) / Dec 23	27.431 tCO2e	2321.3431 EUR/tCO2e
×	bought	Versorger Deutschland	EEX Spanish Power Base Futures / Sa: 5 Mar / Base	3.5 MW	60.81 EUR/MWh
2 March					
×	bought	Stadtwerke Hamburg	THE H / Cal 23 / Base	61.73 MW	Argus Austria VTP day-ahead + 0.2 EUR/MWh
⌘	sold	Company name supplier	Tennet NL / Cal 25 / Base	45.56 MW	60.81 EUR/MWh
×	bought	Versorger Deutschland	UKA (Phase 4) / Cal 23	27.431 tCO2e	2322.2341 EUR/tCO2e
✓	bought	Versorger Ost	TTF / Winter 20 / Profile Day	10 MW	22.74 EUR/MWh
✓	sold	Longest counterparty name 1234	Solar / Cal 24	37 MW	50.51 EUR/MWh
✓	sold	Stadtwerke Hamburg	Tennet NL / WkEnd: 12 Mar - 13 Mar / Offpeak	32 MW	53.52 EUR/MWh
⌘	bought	Nasdaq	THE L / Sa: 5 Feb / Profile Day	27 MW	
✓	bought	Stadtwerke Sachsen	THE H / Cal 23 / Base	12 MW	22.74 EUR/MWh

Manual

✉ You will receive your exported data shortly. ×
Please check your email!

13:21:26 MESZ enmarket entender Deal Historie Handelspartner Messenger Alexander-Konstantin... SW Berlin / Andern

+ Neue Anfrage Filter 10 / 21 Anfragen angezeigt Standard Mir zugewiesen Ausgeblendete Anfragen 2

3:34 Sie kaufen Gas Alexander-Konstantin...

Cal 21
NCG L
10 MW

1 Jan. 2021, 06:00 - 1 Jan. 2022, 06:00
Franchise 1 für 2021 in 2018

Preisvorschlag, €/MWh

19,56 @versorgersud.de -334 x

19,63 GTC Versorger West
19,67 GTC Stadtwerke Bayern
19,68 334 @supplierwitzerland.ch
19,695 234 Versorger D
19,709 GTC Handelhaus Nord

19,79 S @spainenergy.com
GTC @italiagas.it
GTC @regversorgerost.de
19,85 GTC @supplieritaly.com

3:34 Sie verkaufen Gas Alexander-Konstantin...

Cal 20
Gaspool H
5 MW

1 Jan. 2021, 06:00 - 1 Jan. 2022, 06:00
Franchise 1 für 2020 in 2019

Preisvorschlag, €/MWh

20,55

20,632 GTC @versorgersud.de
20,67 234 Stadtwerke Bayern
20,71 334 @supplierwitzerland.ch

20,30 S @spainenergy.com
20,55 10 @italiagas.it

GTC @regversorgerost.de
GTC @supplieritaly.com
GTC @supplierfrance.com

3:34 Sie verkaufen Gas Sebastian Wiedersmann

Winter 20 Profil Monat
NCG H
332,985 MWh Indikativ

1 Oct. 2020, 06:00 - 1 Apr. 2021, 06:00
Neue Anfrage

Herunterladen profl: CSV Excel

€/MWh 3 Handelspartner

21,405 GTC Versorger Ost
21,632 GTC @versorgersud.de
21,67 GTC Stadtwerke Bayern

€/MWh 4 Ext. Handelspartner

@regversorgerost.de
@supplierfrance.com
@swg.com

emtasz Empfänger ausblenden

3:34 Verkauf an SW Hamburg Alexander-Konstantin...

Cal 21 Peak
Tennet NL
8,2 MW

13:20

Angebot, €/MWh: 49,52 Bindetfrist, min: GTC

49,50 Preisvorschlag, €/MWh

13:30 Sie kaufen Power Julian Powell

Cal 20 Profil Stunde
Amprion
601.000,985 MWh

15 min

14:05 Verkauf an SW Frankfurt Florian Grün

Sommer 20
Gaspool L
10 MW

1 Apr. 2020, 06:00 - 1 Okt. 2021, 06:00

14:28 Sie kaufen Gas Julian Powell

Winter 19
NCG H
5 MW

1 Okt. 2019, 06:00 - 1 Apr. 2020, 06:00

15:30 Verkauf an SW Bayern Christina Schwarz

Cal 21 Base
Transnet
7,5 MW

10 min

11:11:11 Deutschland MEZ enmarket Show Power 54,88 ▲ 0,35

Cal 19 / NCG H

24,85 +24,88 24,90

5 MW

Your manual orders

WAY	PRODUCT	PRICE, €/MWh	CAPACITY
Buy	Mon 12 Feb / NCG H	28,9968	21,799 MW
Sell	GY 20-21 / Gaspool L	26,54	10,2 MW

Price alarms

PRODUCT	ALARM, €/MWh	WID PRICE, €/MWh	DELTA, €/MWh
Mon 12 Feb / Gaspool L	28,11		Alarmed
Q1 19 / NCG H	26,67	27,80	▼ 1,60
Cal 22 / NCG H	25,48	25,40	▲ 1,18

enmarket entender Deals History Counterparties Messenger Weiss Alexander-Konstantin SW München / Andern

Gas NCG H Gaspool H

PERIOD	PRICE CHANGES TODAY	PRODUCT	QUANTITY	BID	ASK	DIFFER	QUANTITY	QUANTITY	BID	ASK	DIFFER	QUANTITY
Short term		Tue 18 Sep	21,79 MW	26,11	26,15	26,20			25,80	25,85	25,90	
		Wed 19 Sep	9 MW	26,209	26,27	26,35			26,02	26,05	26,10	
		Thu 20 Sep		26,00	26,23	26,25			25,75	25,82	25,92	80 MW
		Fri 21 Sep		25,80	25,99	26,25			25,53	25,69	25,90	
		Weekend 38		25,70	25,85	26,00			25,48	25,71	25,95	
Months		Oct 18		25,55	25,57	25,60			25,33	25,36	25,40	
		Nov 18		25,65	25,71	25,75			25,45	25,48	25,50	
		Dec 18		26,33	26,42	26,50			26,18	26,25	26,30	10,5 MW
		Jan 19		26,97	27,03	27,20			26,72	26,77	26,85	
		Q4 18	10 MW	26,92	26,94	26,98		19,88 MW	26,71	26,74	26,80	
Quarters		Q1 19		27,14	27,22	27,25			26,94	26,99	27,05	
		Q2 19			24,50				24,10	24,24		
		Q3 19			23,90	24,00						
		Gas Seasons			27,06	27,07	27,10					
Calendar Years		Winter 18	6 MW	24,14	24,18	24,30						
		Summer 19		24,53	24,66	24,75						
		Winter 19		22,99	23,33	23,20						
		Summer 20		24,85	24,88	24,90						
Gas Years		Cal 19		23,11	23,14	23,20						
		Cal 20		22,63	22,75	22,81						
		Cal 21		21,50	21,80	21,73						
	Gas Year 18-19		25,60	25,65	25,70							
	Gas Year 19-20	7,8 MW	23,76	23,83	23,92							

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Gas NCG H / Q1 21

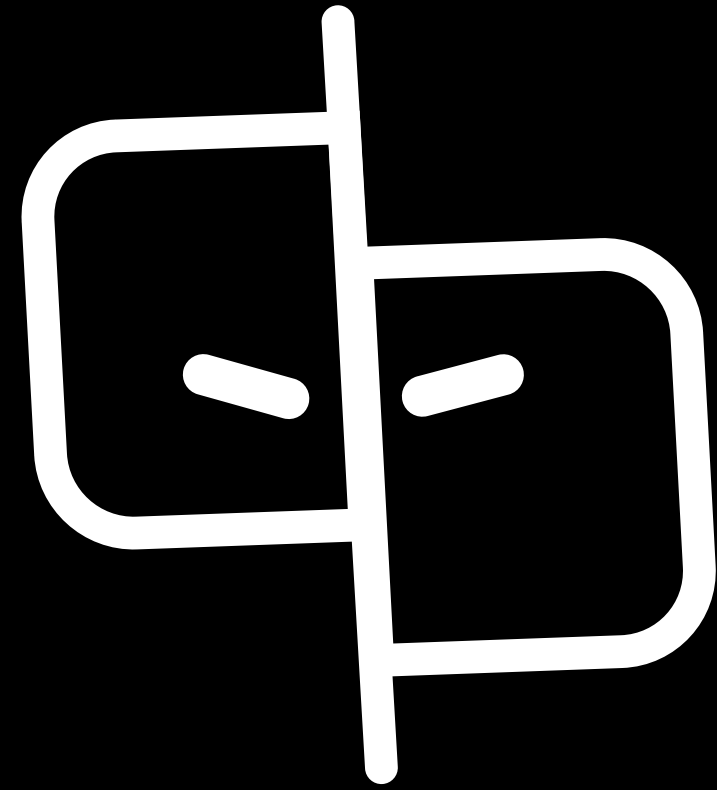
26,30 +26,33 26,35

30 MW

Eigene Orders Gas

RICHTUNG	PRODUKT	MW / PREIS
Verkaufen	NCG H	10 MW
Verkaufen	Cal 20	25,05
Kaufen	Gaspool H	30 MW
Kaufen	Q1 20	26,00

PLATFORM '2018



CONSIDERED
TRADE-OFFS

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MAKING CHOICES

A part of my job were those choices. For many of them I changed my mind over time. With the growth of product, team and client base I re-evaluated my approaches.



I made a lot of mistakes and learned many of those trade-offs hard way. Made me a better designer and manager.

Product

- First: user value vs. business value
 - Global vs. local
 - Features: 1-size-fits-all vs. tailored
 - Features: decision makers vs. users
 - Customisable vs. Uniform
-

Experience

- Perfect mockups vs. product live
 - Standard patterns vs. user habits
 - User flows: happy path vs. edge cases
-

Interface

- Edge-cases vs. majority
 - Best looking vs. accessible
 - Minimalist vs. clear
 - Desktop vs. mobile
 - Robust vs. creative
 - Usable vs. feasible
 - Animations vs. no micro interactions
-

Process

- Process vs. result
- Opinions: me vs. senior stakeholders
- Opinions: me vs. other designers
- Opinions: stakeholders vs. users

PRODUCT & BUSINESS TRADE-OFFS

User Value vs. Business Value

Initially I always tried to do both but leaning towards business value. In B2B context with 500 very big clients / 3000 users and very different needs and no standardisation that seemed like a right way. In a scaling stage I rather leaned towards User Value first. In case there is no difference for the user I always go with one that's better for Business.

Global vs. local

Rather local. Having a stable performance for the selected regions (DACH, Southern Europe, Eastern Europe, Nordics) before expanding to other continents was our approach.

Features for the Decision Makers vs. most users

Both. Decision makers are interested in monitoring and reporting and do not trade. But they made the decision to buy licence for enmacc. Traders needed no reporting features. But without them we would not get more companies and users on the platform.

1-size-fits-all vs. Tailored

Making features that fit to major user segments or features that work for small user group. Initially rather 1-size-fits-all. Our vision was not to be the solution provider, but a rather a global marketplace. With some exceptions: we sometimes made features used 1-2 companies in case their transaction volume was above 100M.

Customisable vs. uniform

With a serious shortage of resources and time 90% of the features came uniform. Only in cases where clients wouldn't use the feature without certain default settings we went for customisations.

Power user vs. common user

Both. I always invested lot of time into experiences that are good both for newcomers and for mature users. Everyone can always use the full power of the tool but some rare functionalities initially are hidden inside collapsed containers, tabs etc. Ideally that should be a setting but we never had time for it.

UX TRADE-OFFS

Perfect mockups vs. product live

Initially I went for the 80% perfection in mockups. To iterate faster, to test sooner. I spent more time for introductions to Engineering team, rather than providing ideal mockups covering all possible situations. Later in the scaling phase with more designers on board and Design System in place we were covering around 95% of all possible scenarios.

Standard UX patterns vs. user habits

Initially I was applying standard UX patterns, that every user is familiar with. I tried to change traders habits. Now I would not do it. If users were happy with Excel tables - I would rather build interactions on top of that. Maybe improve a bit. Adoption rate was always higher when expectations of users was matched by experiences they got with new features.

User flows: happy path vs. rare functionalities

Flows were done to support even the rare situations. But majority's happy path was supposed to be flawless no matter what.

PROCESS TRADE-OFFS

Good process vs. immediate good result

Initially I was achieving best result no matter what. Later I shifted to the good process and better relationships. On the long run that pays off better.

My opinion vs. senior stakeholders opinion vs. customer feedback

I always had a very strong opinion based on Data. Customer feedback was initially so mixed and fragmented that I rather navigated using Stakeholders opinion. With introduction of research, I combined those sources. I tried to convince stakeholders with data I had. If that wasn't enough - I did what we as a group decided. In about 30% of situations I was wrong. Now I value relationships more than being right.

My opinion vs. other designers opinion

I elaborated on my angle. In case somebody had a more convincing way, I learned not to fight till last blood and to change my mind and appreciate other's ideas.

INTERFACE TRADE-OFFS

Layout edge-cases vs. majority of situations

I always designed for majority. So my designs were calculated for 80% of users to have a great experience. Edge-case were always considered but if some of them broke the layout I had to calculate chances of that situation. In case less than 0.5% of users encounter that situation daily, it was consciously not taken care of at the moment of the launch of feature. Otherwise Engineers would have had a special squad only working on those edge cases.

Minimalist vs clear

Always 100% clear. In trading every misunderstanding can lead to 7-digit losses.

Usable vs. feasible

Developers were always in shortage. In case I had to downgrade experience for MVP (and improve it months after launch) because it was much faster to implement, I had to do it. Only last 2 years we started implementing UX perfect ways.

Desktop first vs mobile first

For enmacc, 100% Desktop first. First research results showed that mobile is irrelevant for active trading, maybe for monitoring and notifications only. Existing software, data protection and personal/work device policies also push them towards desktop only.

Best looking vs accessible

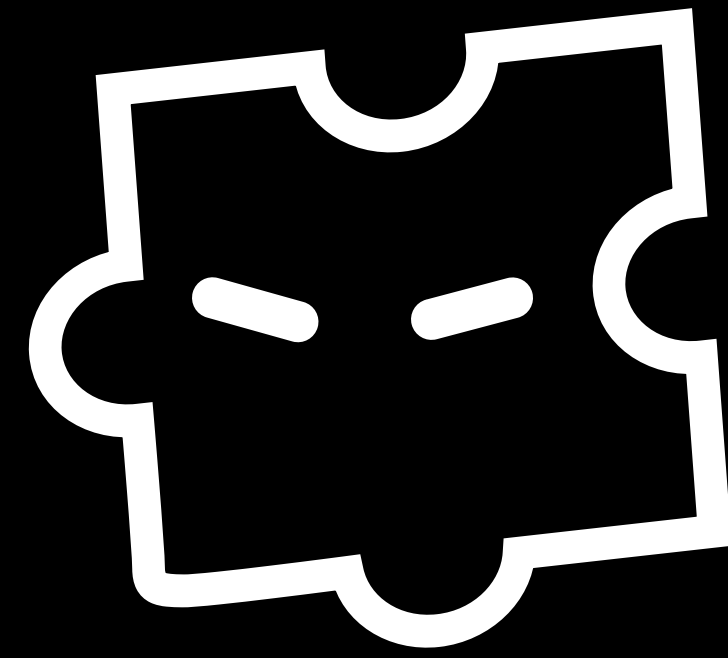
Initially I was going for branded and best looking scenarios. Later I shifted towards better calculated situations covering all scenarios and conscious choice based on a frequency chance for every scenario.

Robust vs. Creative

99% robust 1% creative. User trust is hard to gain and easy to lose. I had to make sure they can trust us fully. And always control the situation. And have transparency over the trading scenarios.

Animation vs. Static

With the limited development resources I used micro interactions only for delightful moments like making a deal.



STAKEHOLDER MANAGEMENT

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ENGINEERING TEAM



I used all the possible ways of reducing friction between Engineering and Design. Soon mockup implementation precision went from 50% to 95%.

Design Introductions

For every new functionality I did a 1 hour design Introduction. With reasoning, all the technical details and Q&A session. To build trust and eliminate any possible misunderstandings.

Inviting Frontend to Design Team meetings

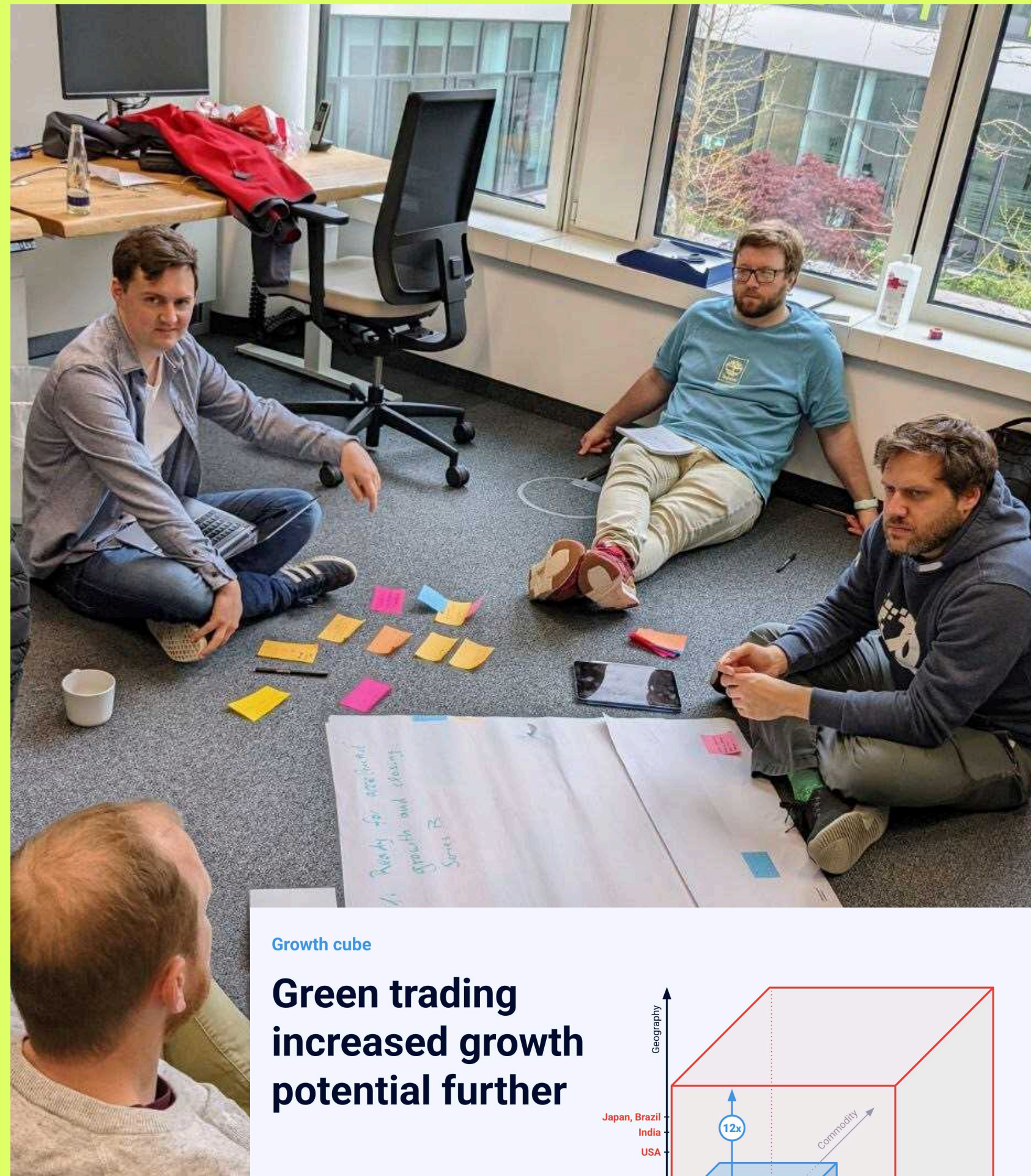
To make designs cost-efficient, I reflected on feedback of Frontend Engineers. Often a problem can be solved in many ways and one of them is way easier for Developers.

Handouts with situation matrices

Every possible edge-case and scenario that affect trading were mocked up and documented. In a trading environment it was critical.

Design QA

I saw my responsibility as live feature on the platform and not Designs in Sketch or Figma. I participated in bug hunting QA sessions and trained QA team and Frontend to have an eye for mockup/Production differences.



LEADERSHIP

Elaborating on the value for the business packed into a story + a few little successes gained me trust of the leadership over time.

Transparency for C-level

Making sure leadership understands timelines, current situation, ambition, team setups etc is important for trust.

Narrative, data and empathy

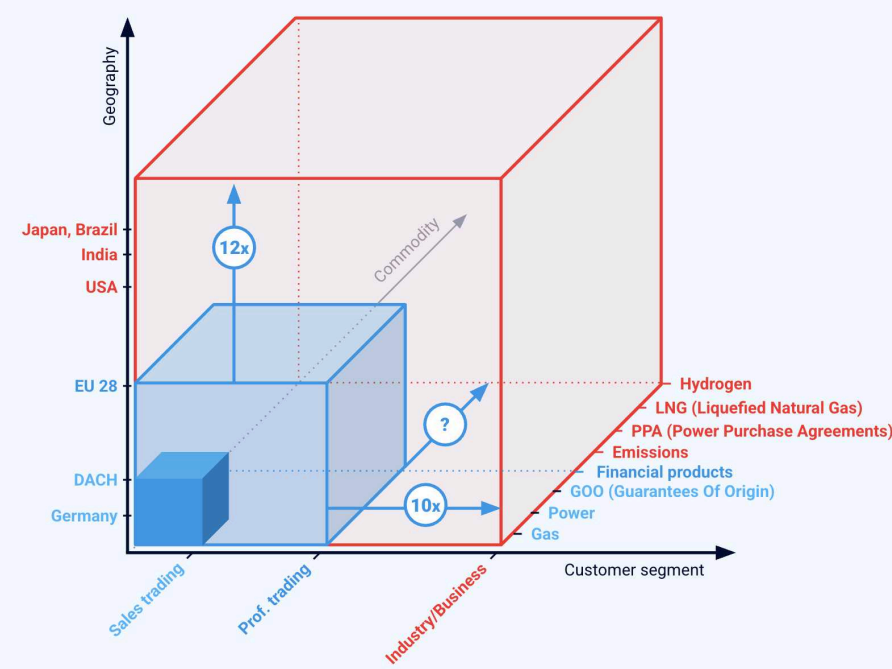
Convincing stories of potential future backed up by research

Idea "seeds"

Concepts that take time to grow inside minds. Sometimes years. Good ideas always survive. And when the timing and resources are right, they become product features.

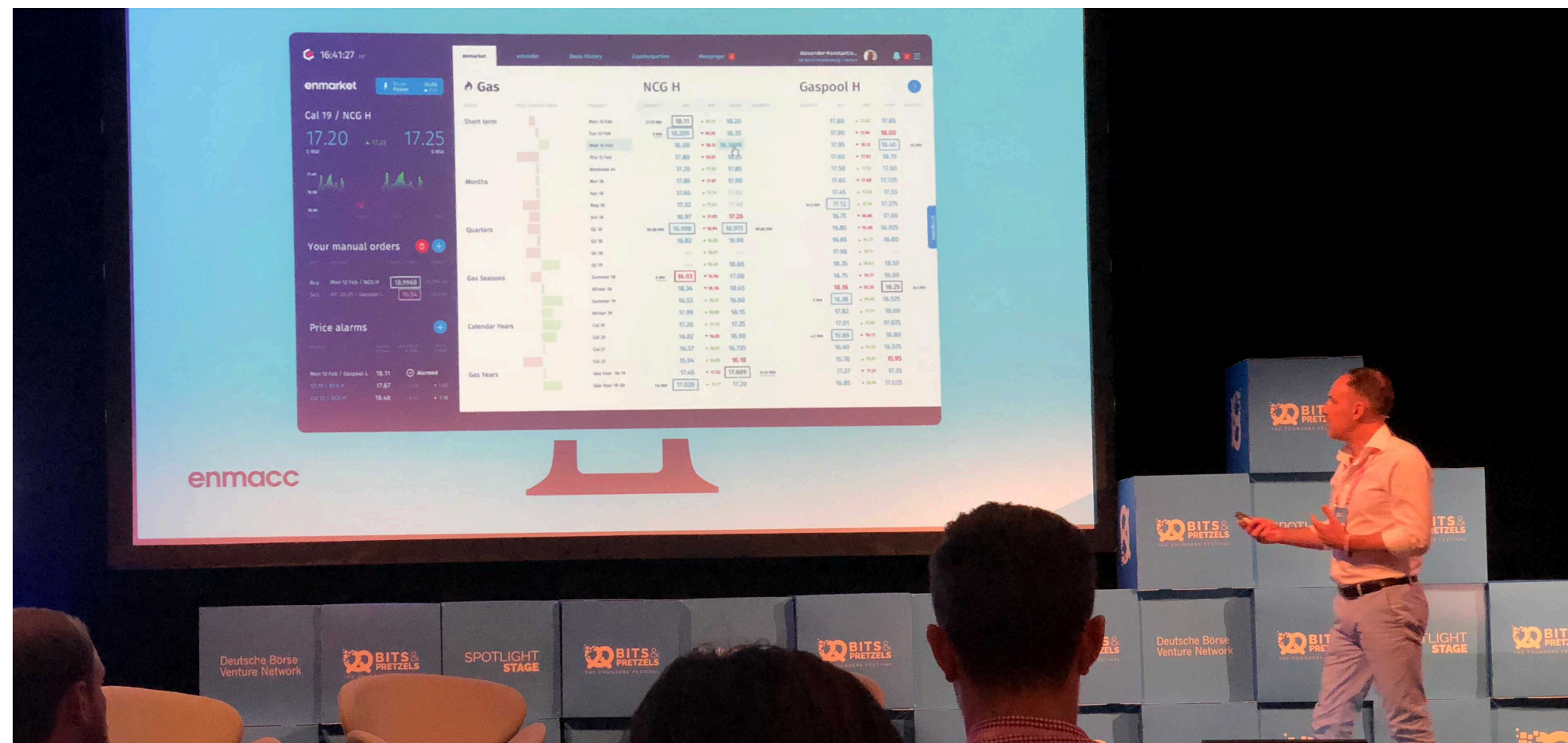
Growth cube

Green trading increased growth potential further



enmacc Connecting markets

FOUNDERS & SALES



Always getting to the use case and root cause

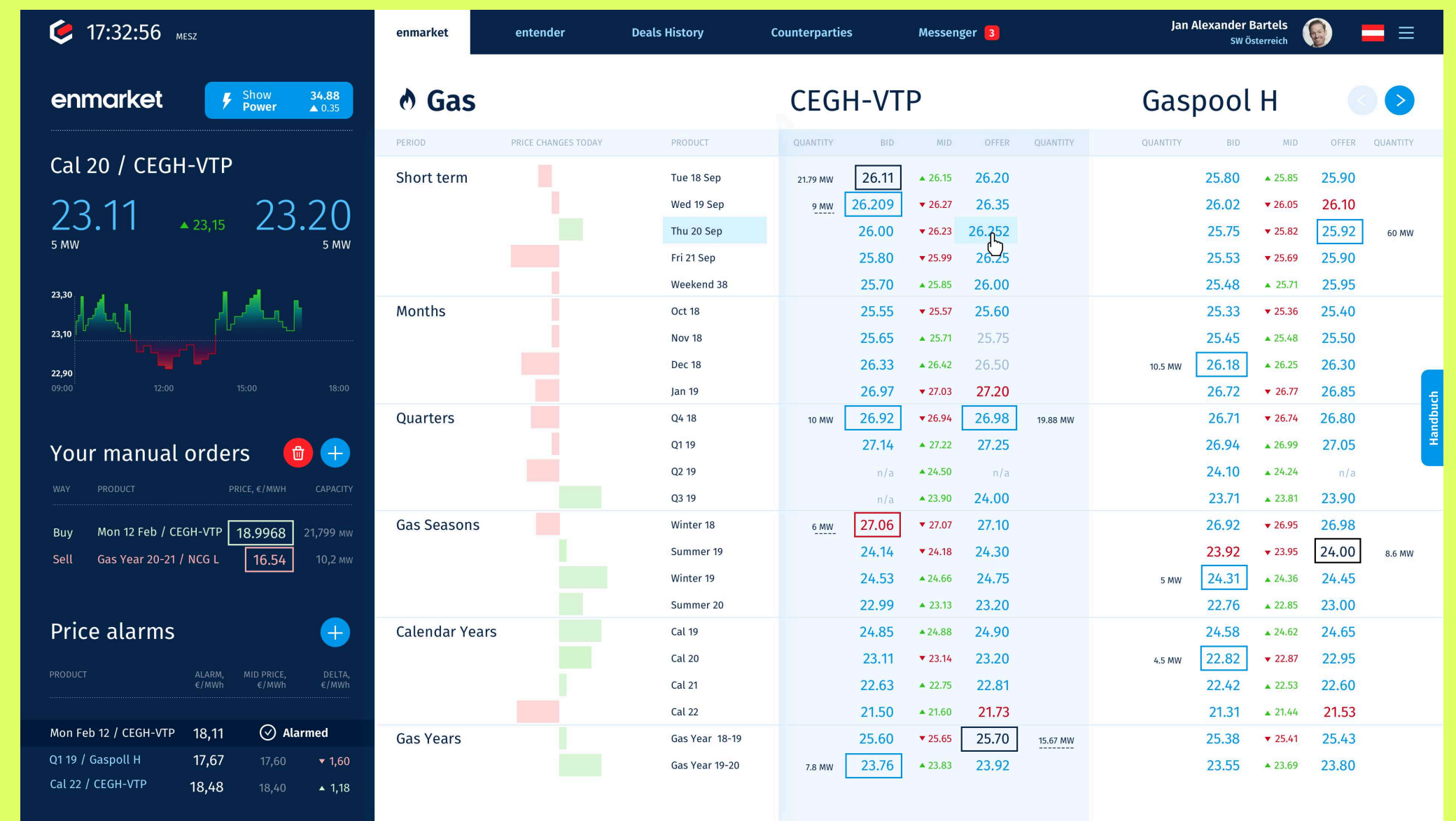
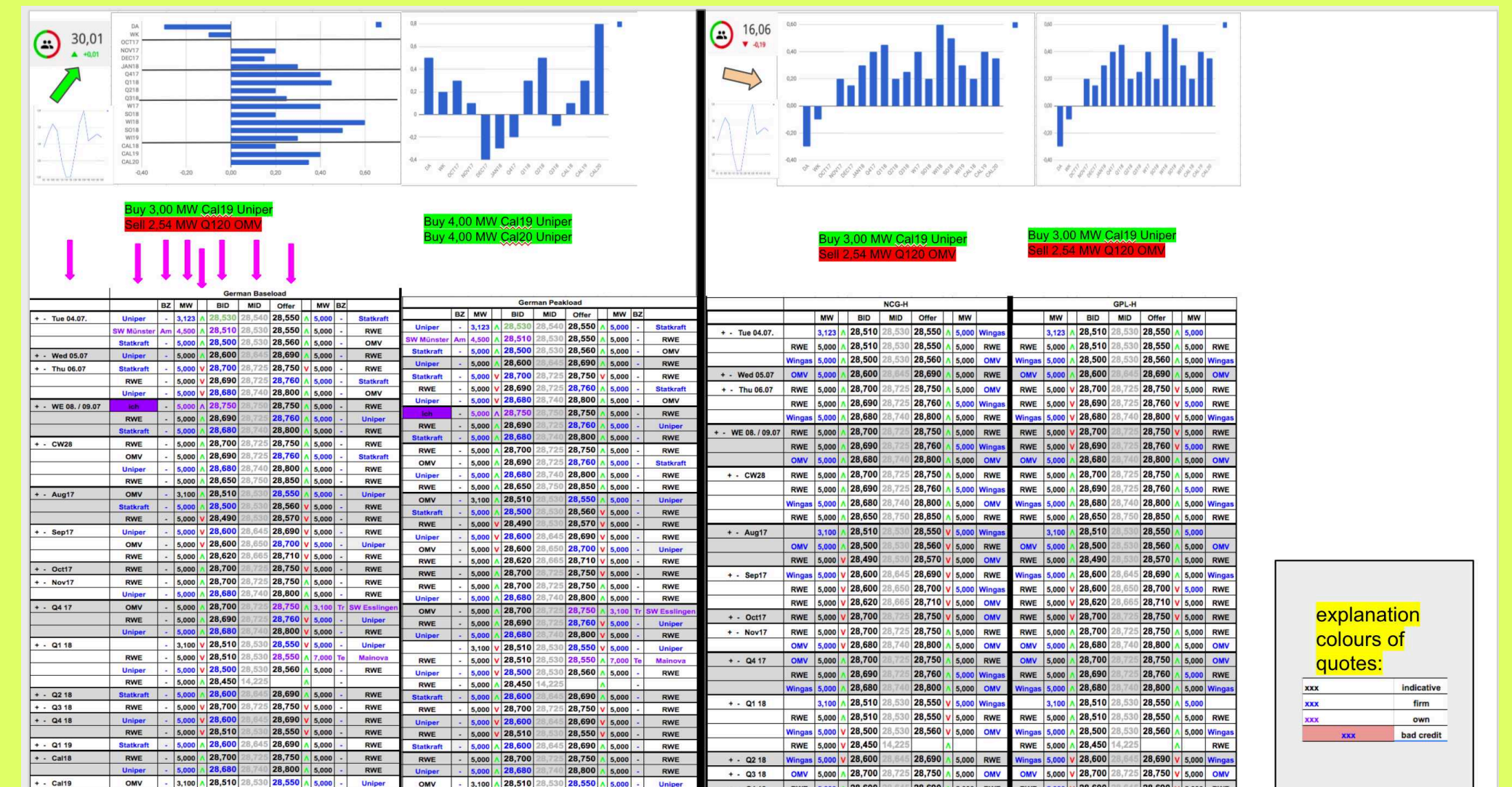
Reasoning behind ideas helps to transform discussions and opinions in product features in time.

Concepts of features requested by clients

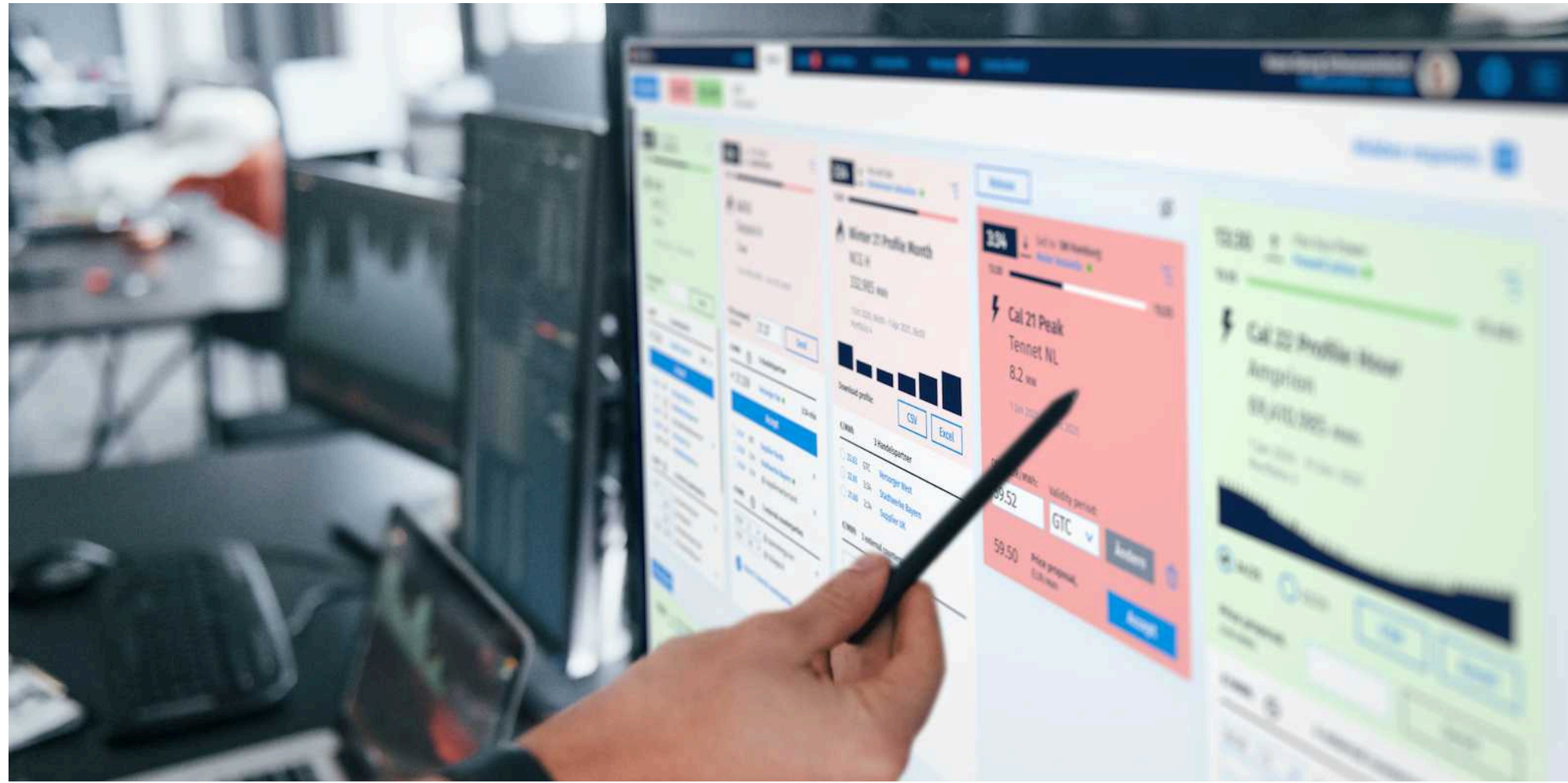
with realistic trading data in mockups.

Cohesive branded Go-To-Market materials

Clients do feel good screen and communication design and consistency of GTM materials. That is perceived as quality.



LEGAL & COMPLIANCE



Trust & Security UX in a regulated industry: design had to mitigate risks of mistrade and misinterpretation.

Double confirmation for trade causing actions

Any action, that can cause a trade or transaction needed a double confirmation.

Error handling: providing clarity

All numbers, error / warning messages and notes were shown in full next to the CTA that caused it. With explanation what happened and what to do next.

Transparency for all ambiguous situations

Any cases with with potential risks involved were marked with special icons.

Risk-aware thinking. Not just happy paths

Designs were created with all imaginable edge-cases in mind.

Realistic and compliant data in mockups

Names of companies, trader names, volumes and traded products need to be realistic so that clients will understand the mocked trading situation.

Possibility to cancel mistrades

Clients always could cancel the mistrade through Account Managers or enmacc Hotline.

PRODUCT MANAGERS



Alternative design solutions, versions, click-dummies and videos of features - everything to help PM validate the concept and scope the MVP.

Validation of ideas before it goes to DEV

From mockups to videos of the features before there was a real feature - depends on the case I tried to validate the solution way before it landed at Engineering Manager's desk.

Estimating efforts & delivering in time

Realistic estimations for design efforts: I always delivered within the timeframe promised. Took those promises seriously and made sure the needle was moving.

Time-boxing ambiguous tasks

When something can not be estimated, I used time-boxing. Dedicated a timeframe and spend all of it digging deeper to get some clarity.

Asking for help with business logic

Product managers were always eager to explain the business case and reasoning for any new ideas.

DEV-ready checklist

Last edit: Dec 2023

Checklist

- Loading state. Skeleton
- Error handling: in-line
- States: regular, hover, a
- Typos: spelling check.
- Names: generic, not re
- Components: convert c
- Mandatory fields: make
- Pixel precision: we use
- Scalability: will the des
- Future development fo
- Tracking: make sure PM

Design Testament, 7 Commandments

A manifest / framework used to make decisions. Guidelines - what makes [enmacc](#) different. How we minimise the cognitive load for the user.

Focus on trading success

- Key trading elements are immediately visible
- UI highlights the most critical trading comp
- To avoid accidental trades, trading actions (
- Fewer clicks to complete an action means g
- The Interface provides the best possible ovr
- Most actions can be performed without losi

Design for the majority

- UX is adapted to the majority's needs (80%)
- Minor inconsistencies for edge cases are to
- We present the mockups the way most user
- Colors are tested for contrast across various

Non-distracting interface

- UI should not distract users from trading.
- Our UI model - "invisible": minimal, flat, sim
- Animations are only used to explain layout
- We optimise for readability and clear group

We adapt to traders' habits

- Interface labels and copy use traders' langu
- We consider standard market tools and beh
- We follow established logic, behavioral patt

Full control and clarity

- Users have full control, clarity, and transparency over the situation.
- We always explain what happened and why.
- Users can manually override automated actions.
- Info messages, warnings,
- All interactive elements i
- If fewer than five elemen

Continuous improvement

- We follow an iterative ap
- We always aim for best U
- Designs are regularly tes

Consistent, scalable and flexible

- UI components are unifo

2024 Knowledge sharing

Participants: Andrei, Arnisa, Hojong, Javier, Vineet.
Optional: Kate

October 2

Min	Speaker	Topic
15	Arnisa	Insights from UXCON Vienna

August 20

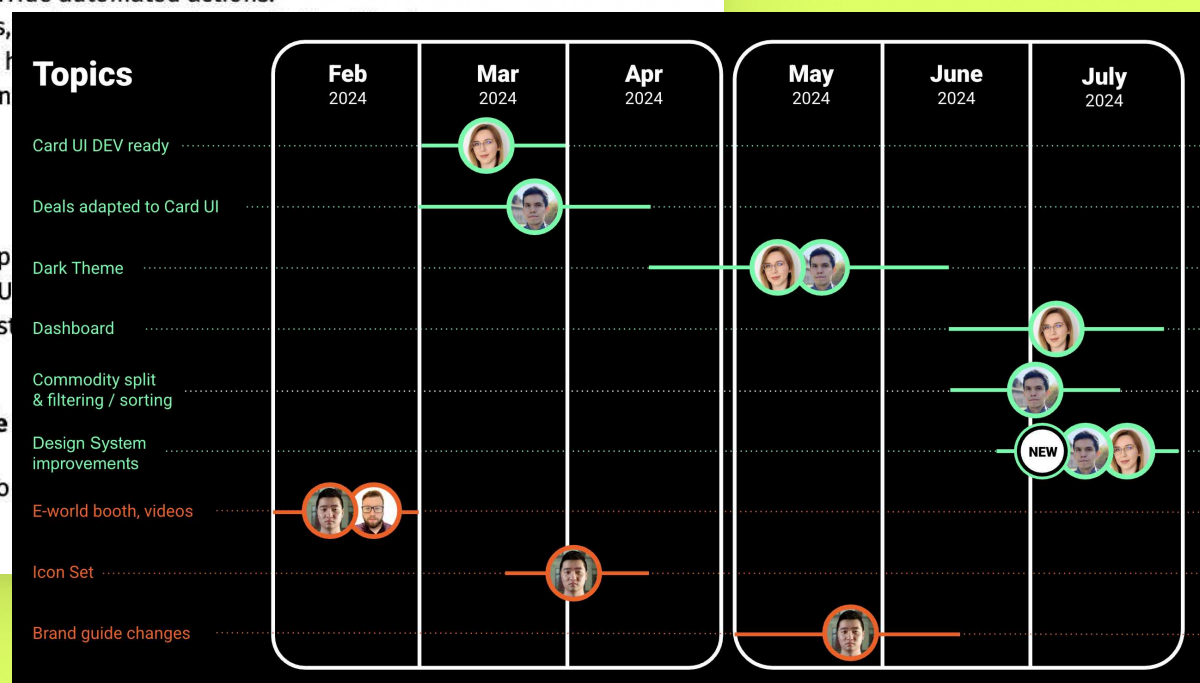
Min	Speaker	Topic
15	Andrei	Google font generator https://labs.google/genotype http://Removal.ai background removal
15	Hojong	Designs in Asia 2024 part 2

July 9

Min	Speaker	Topic
15	Javier	UX London highlights

May 28

Min	Speaker	Topic	Key points
15	Hojong	Milan design week 2024: part 1	I'm gonna share designs & exhibitions & insights that I found during my trip in Italy for the Milan design week.



DESIGN TEAM



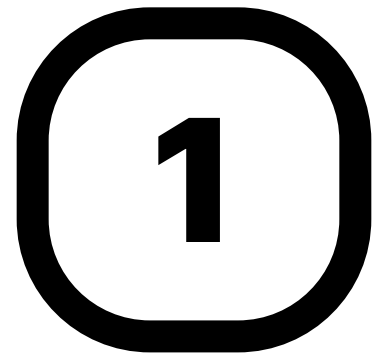
Product Designers covered feature design from discovery to QA of a live product.

Multiple syncs like Weekly Design Feedback, 1-on-1s, Knowledge Sharings, group onboarding sessions and Retros combined with alignment on common principles and values summarised into Design System helped us to become a Team.



MISTAKES, FAILURES & LEARNINGS

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MISUNDERSTANDING USER ROLES, PROFILES AND REGIONAL SETUPS

My perception

Closer to reality

Traders work as a team, achieving group success.

They can even be gatekeepers, not sharing in-macro knowledge and using it as a competitive advantage. Fight against each other within same department. Or keeping toolset a secret weapon against other trading rooms. Even more: whole branches of global corporations can compete against each other.

I design for energy traders

There are much more user roles. And without them there is NO trading. Head of trading cares about privacy and monitoring team performance - and making the decision to buy our licence. Risk managers care only about XLS uploads of risk sheets and error-free trading. Junior traders will be granted only read-only access. Data analysts are only interested in deal archive functionalities and exports.

Each trader is linked to specific region & commodity

In Eastern Europe setups where traders work 2 days as an Asset Trader selling Supplier's asset within their own country and the other 3 days doing speculative trading cross-border are common. In some companies they split traders into Power/Gas/Environmental groups, in some Standards/Shapes, in some by size of clients. In some by nature of trade (asset/flow/procurement/speculative). No standard way

There is a common standard way of trading in Europe

Each region has their own ways. Southern Europe trades using clearing (through exchanges, middlemen). Eastern Europe has huge governmental influence. DACH region runs Stadtwerke model. UK has different units. Traders come in variety of specialisations: flow trading, proprietary trading, asset trading etc.

2

PROCESS PROBLEMS & STAKEHOLDER MANAGEMENT

My approach

Better way

Trying to save all “sinking ships” while not providing transparency.

Trying to save every situation, and not sharing status most of the time blocks the company from revealing a systematic issue. I found out a much better way. If a similar situation needed my attention and care more than twice, I started escalating it and provided maximum visibility & transparency. Most of the time it was cross-department process issues that couldn't be solved by a person alone.

Not managing workload

At some point I found myself working alone with a group of 3 PMs and 14 Engineers simultaneously. Setting yourself boundaries is essential. On the long run that brings better results than working 12-hours days and taking on every task landing at your desk. Asking for help, hiring more team members, resolving process blockers, documenting the work, introducing task management tools - all of them are better approaches

Fighting for the best result only and not for the process.

On the long run investing in relationships is smarter. 1-2 wins no matter how right you are can damage relationships within team or with stakeholders for years. I always strive for excellence and perfection. But building a process that works smoothly is more future-proof tactic.

Overestimating quantitative data without user feedback.

Numbers tell the story. But not the whole story. Without direct access to user feedback many situations get more colors than there are in reality. Many usecases get a flavour from Account Managers with their own interests. Fact-based feedback is essential. In trading, direct access to traders is hard. But not impossible.



NOT BEING VISIONARY. LACKING FUTURE-PROOF APPROACH

My approach

Better way

Spending too much time firefighting. Not seeing the root cause

Fixing current biggest problems should always be done with caution. Systematic problems need investigations and a well-calculated solution. Otherwise you're getting trapped into vicious cycle of firefighting every day.

Delaying the design system works

Introducing your own tailored design system takes time and is expensive. Took me long time to understand if we really needed that. And to sell that idea internally. Meanwhile the library of custom-modified Angular components was only growing. In the end it became necessary. But there was never time to bring it up to best standards.

Building designs for the current user base. Not adapting to next customer segments in line.

The whole experience was designed around Stadtwerke workflow, representing the most clients in 2017. In 2021 the user base was completely different, with 30% supplier share and much more requests than i could imagine. Took time to adapt experience to suit their needs and use cases (more RFQs, more standard product, higher volumes, higher frequency, batch sending etc)

LEARNINGS

- **Power of design:** vision of the future for cheap
- **Link between UX and profits** can be proven
- **Idea validation > speed** of design / development
- **Communication skills > hard skills.** Listening more than talking is hard but works
- **Evolution > revolution.** Users adopt gradual changes better
- **No jumping into solution space** before validating the problem actually exists
- **Multi-lingual multi-role interfaces** take significantly more time to test
- **Discussions can take 3x** production time
- **One-size-fits-all approach** works only till certain size of the platform
- **Designer must align with user's reality.** Using real OS elements helps. Using the wide MS Windows scrollbars in mockups, predicting situations for 1280px displays and simulating slow loading speed in Chrome
- **Accepting user feedback** no matter how weird it sounds. Inability to provide a fitting solution is my own fault.
- **Wording** makes a huge difference in a fast-paced environments
- **Animation** is a cherry on top.



**WINS, SUCCESSES
& IMPACT**

10 / 10

DESIGNS BOOSTED PLATFORM GROWTH

Trade ratio went up 35 points, 25% to 60%. NPS went up 17 points (35 to 52) proving the impact of UX on user trust and satisfaction.

New UX patterns supported growth to leading RFQ platform in Europe (50 → 1000+ daily RFQs 2017–2024).

After 4x price increase, client churn stayed below 1%, demonstrating how design created stickiness and loyalty.

Transaction volume went ↑ to 1M+ euro deals. New designs enabled international expansion and multi-commodity scaling

The screenshot shows the old version of the entender platform. The interface is highly cluttered with multiple overlapping panels, including 'SENT REQUESTS', 'RECEIVED REQUESTS', 'TRADED', and 'EXPIRED'. The layout is dense with text and small icons, making it difficult to navigate. The overall design is less intuitive and more complex than the newer version.



The screenshot shows the new version of the entender platform. The interface is clean, modern, and user-friendly. It features a clear navigation bar at the top, a 'Request Creator' section on the left, and a 'Buy power request preview' section on the right. The layout is organized and easy to navigate, with a focus on key information and clear calls to action. The design is more intuitive and user-centric than the old version.

UPPING TRADE RATIO WITH GTC BY DEFAULT IN 2018

Week after launch we saw GTC share jumped from 10% to 95% and to 98% within next 3 months. That affected amount of quotes and, as a result, overall Trade Ratio, main KPI for platform.

Low laying fruit to convince stakeholders in power of the design: changing defaults in price quoting dropdowns from Binding Period to Good-Till-Cancelled.

Original default: Binding Period (like 10 minutes)

Legally it means that Supplier must ask counterparties if they were okay with changing/deleting the price within those 10 minutes. Without consent the deal is considered done. That stopped from sending prices.

The screenshot shows a 'PRICE PROPOSAL' form. At the top, there are tabs for 'VALIDITY', 'PRICE PROPOSAL', and 'SUBMIT QUOTE'. The 'SUBMIT QUOTE' tab is active and contains a dropdown menu with 'QUOTE' and 'QUOTE GTC' options. The 'QUOTE GTC' option is selected. Below the dropdown, there are input fields for '13 €/MWh' and '10 min'. There is also a checkbox for 'Indicative' and a 'SEND BID' button. At the bottom, there is a confirmation prompt 'Are you sure?' with 'NO' and 'YES' buttons.

I used Good-Till-Cancelled as default inside dropdown to reduce visibility of other options lowering the trade probability.

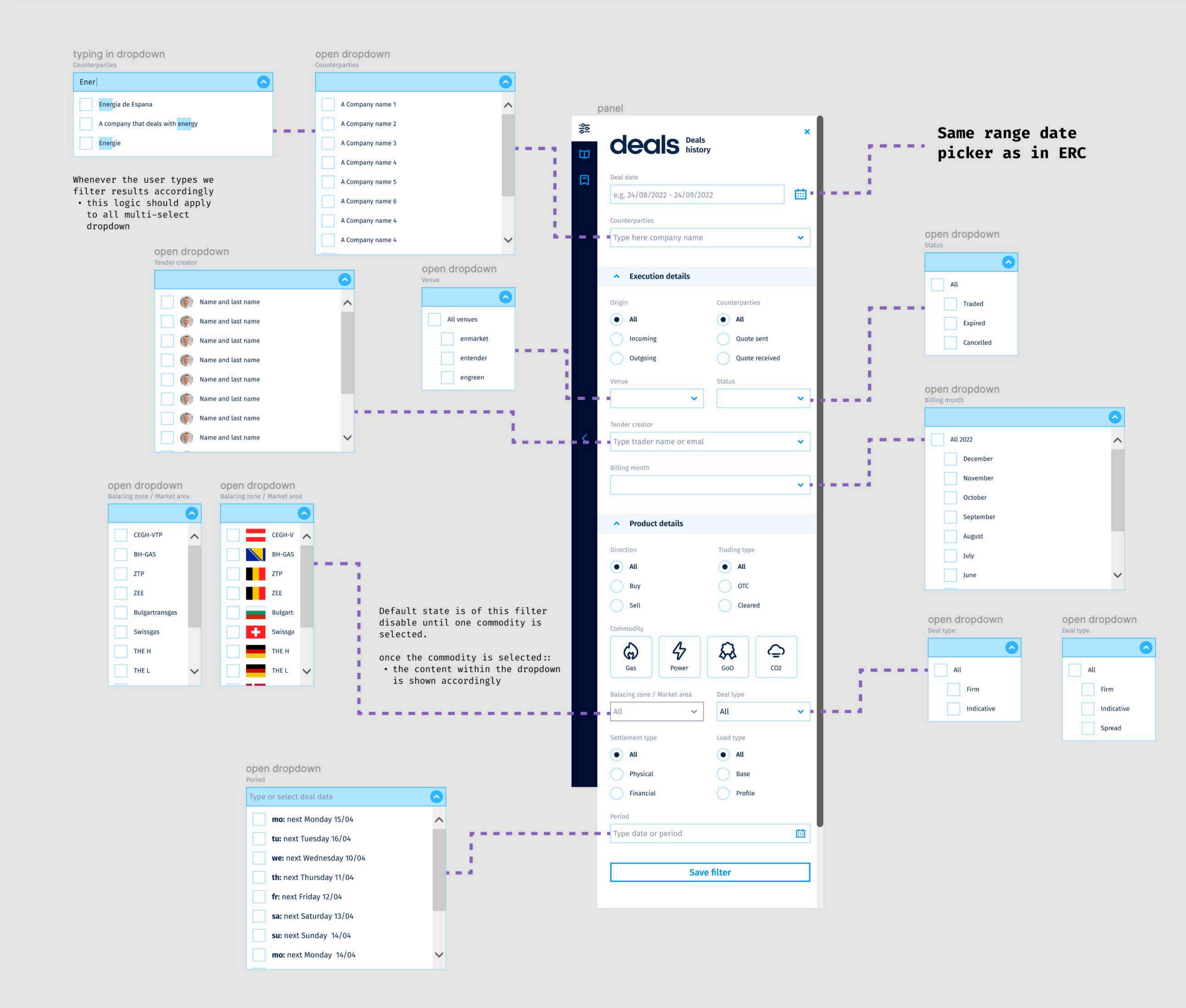
Legally it means that Supplier can modify or delete prices any time without any consent. They started sending more prices. Amount of quotes and Trade Ratio went up.

The left screenshot shows a form with two input fields: 'Offer, EUR/MWh' and 'Validity period'. The 'Validity period' dropdown is set to 'GTC'. A 'Send' button is visible. The right screenshot shows a similar form with 'Angebot, €/MWh' and 'Bindefrist, min:'. The 'Bindefrist, min:' dropdown is open, showing options 'GTC', 'MIN', and 'IND'. A hand cursor is pointing at the 'IND' option.

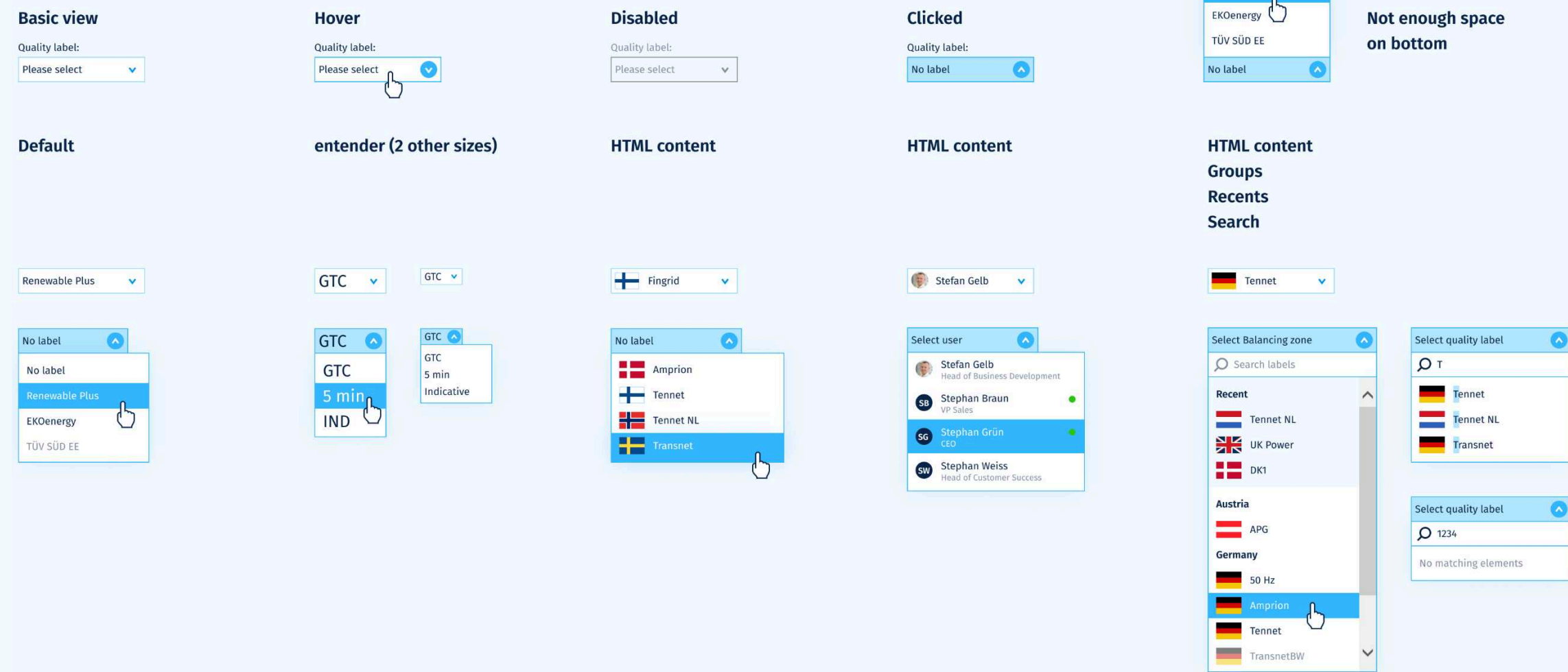
DELIVERY ~20% FASTER WITH HANDOUTS

New handouts
accelerated frontend-
heavy features delivery.
Mockup implementation
accuracy went from 50%
to 95%.

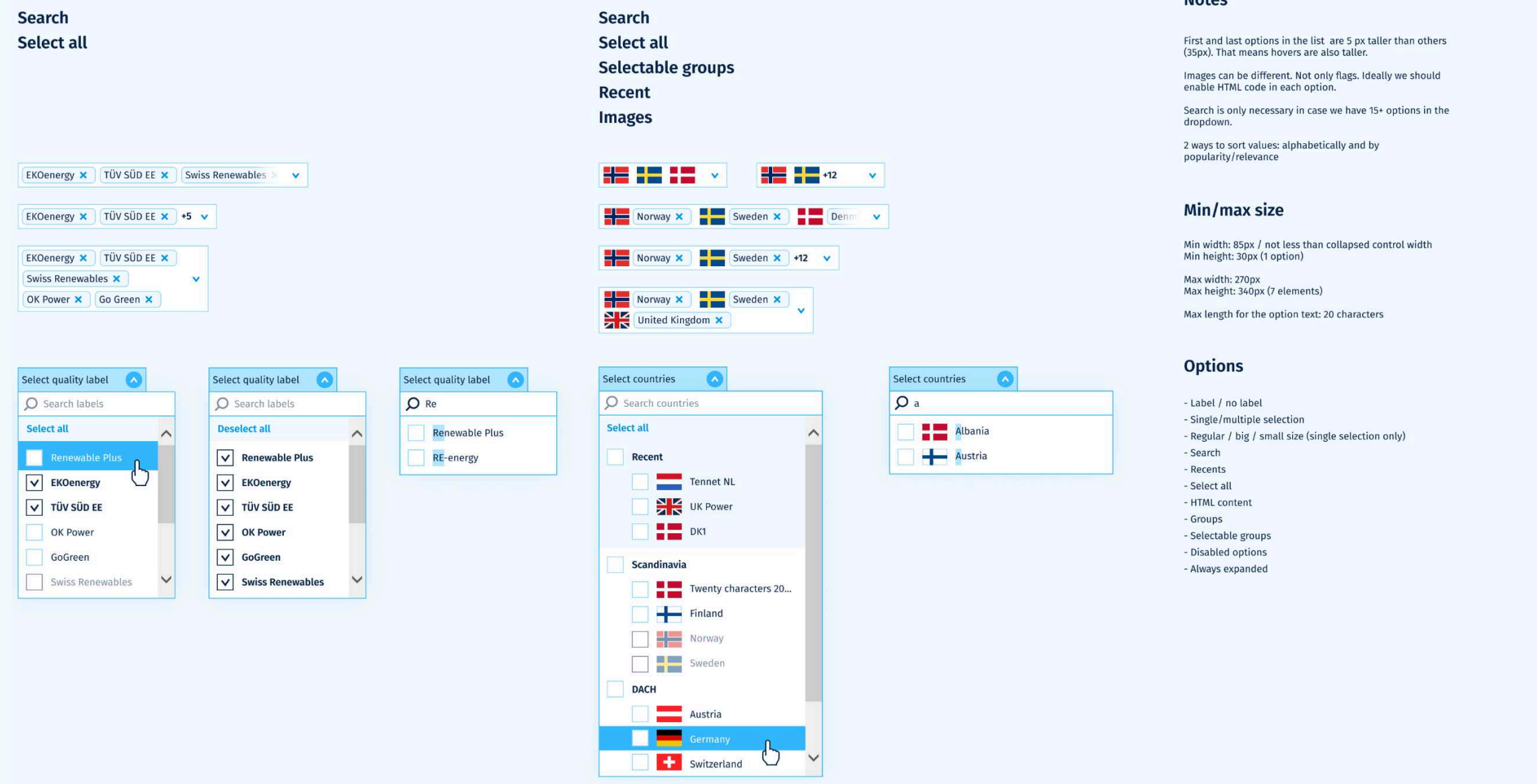
Another positive effect: fewer tension
and misunderstanding between DEV,
PM, QA & Design.



Dropdowns: single selection



Dropdowns: multiple selection



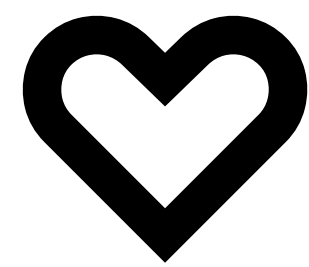
DESIGN SYSTEM: SPEED UP ~30%

After 3 years lack of Design System became a blocker for the speedy delivery and consistency. We started building it: Storybook mirrored Figma.

In the end we managed to create components for all variants and states of cards. That reduced the time needed to mockup a trading situation.

WIN: A WILD RIDE. I ENJOYED IT A LOT

**I designed a tool used by thousands of energy traders daily for hours.
enmacc became the fastest growing OTC energy platform in Europe.**



I worked with great people. Together we changed one particular industry.

We created cost-efficient accessible trading platform that works well with slow connections, outdated screens, color-blind people and suits the needs of many different user groups within energy trading.

NEXT STEP: SCALING

For 2021-2025 I changed role to a Head of Product Design, scaled the team and platform designs. Design Team supported platform growth:



Year	Requests daily	Traders	Trade ratio	Companies	RFQs on screen
2017	50	200	25%	30	10
2025	1200	6000	60%	600	150



THANK YOU!
LET'S GET IN TOUCH!

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

E-mail: hello@andreigorokhov.com