

Experts for successful digital transformation.

Partner for the development of outstanding digital products and services.



For 12 years we have been guiding our partners from UX/UI design, software development, to building innovation teams.

We impart agile & digital expertise

- Mentoring for Product Owners, Scrum Masters & Innovation Teams
- Workshops on Design Thinking, Lean Start-Up, MVP Definition
- Development of digital business models, Business Model Canvas

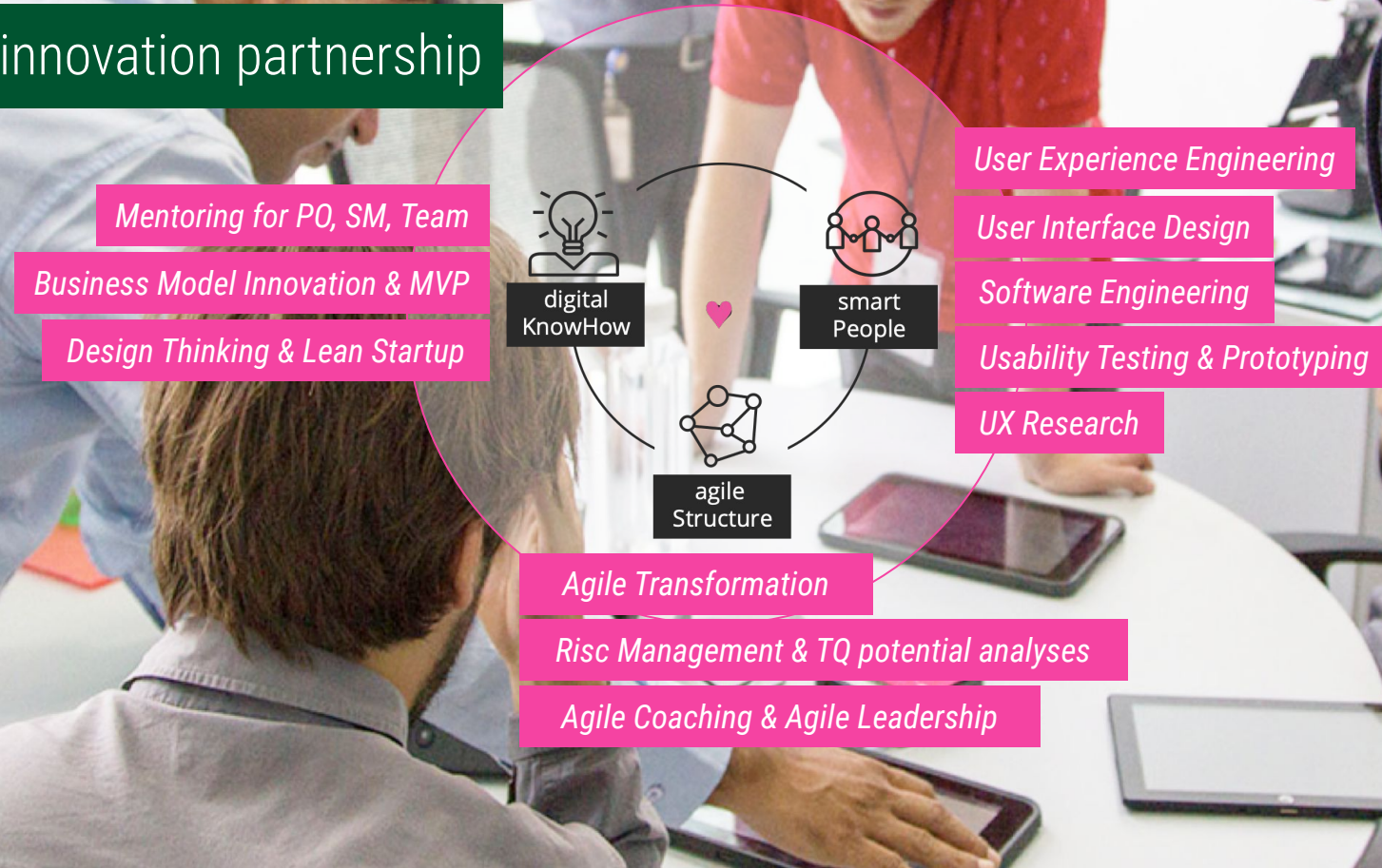
We develop digital products & services

- User Experience & User Interface Design
- App, Web-App, Frontend und Backend Programming
- User Research and User Testing

We create agile structures

- Building innovation teams
- Provision of a Liquid Workforce for Product Dev Teams
- Analyses for the development of transformation projects

Our services for successful product development and a successful innovation partnership



Examples of how we support our clients and partners in implementing agile projects and their digital transformation.



Siemens Healthineers

Conception, design and front-end development of overarching interaction principles for all digital customer touchpoints of Siemens Healthineers - such as iOS and Android apps, as well as the responsive websites.

The corporate design developed by Meta Design served as the basis for the user interface design.

In addition, we conducted usability tests for the international market, based on prototypes at Siemens Healthineers USA for the most important digital products and services.





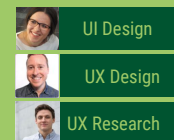
Use Case: Outsourcing projects to fa teams



Invest: 30k pro Sprint
 Duration: 6 Monate
 Tasks: GUI für iOS & Android App, responsive Web und Software Interfaces



fa Team-Setup



Product Owner

2x Workshops

Kunde



Dev IT / Kunde

Fachexperte Kunde



Roadmap: 10 Sprints / 3 User Testings,
 2 Releases / GUI und App Frontend

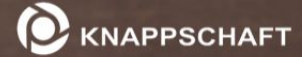


Knappschaft Insurance

Complete AI end-to-end digitization of the Knappschaft's enrollment application, starting with the enrollment process for new customers and ending with the administration of contract management.

Brief description of our services:

- Analysis of customer touchpoints and elaboration of user journeys.
- Creation of wireframes and development of prototypes to perform user testing
- Programming of the responsive frontend (web, mobile, tablet) and assistance with implementation



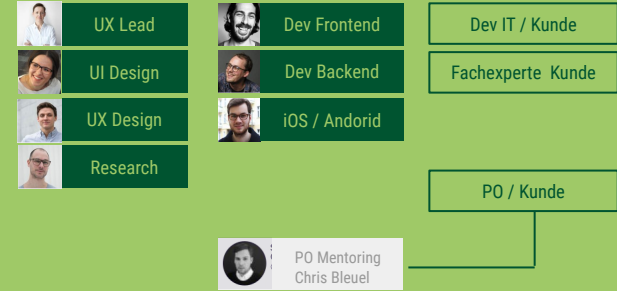
Use Case: fa Dev Teams + Product Owner Mentoring



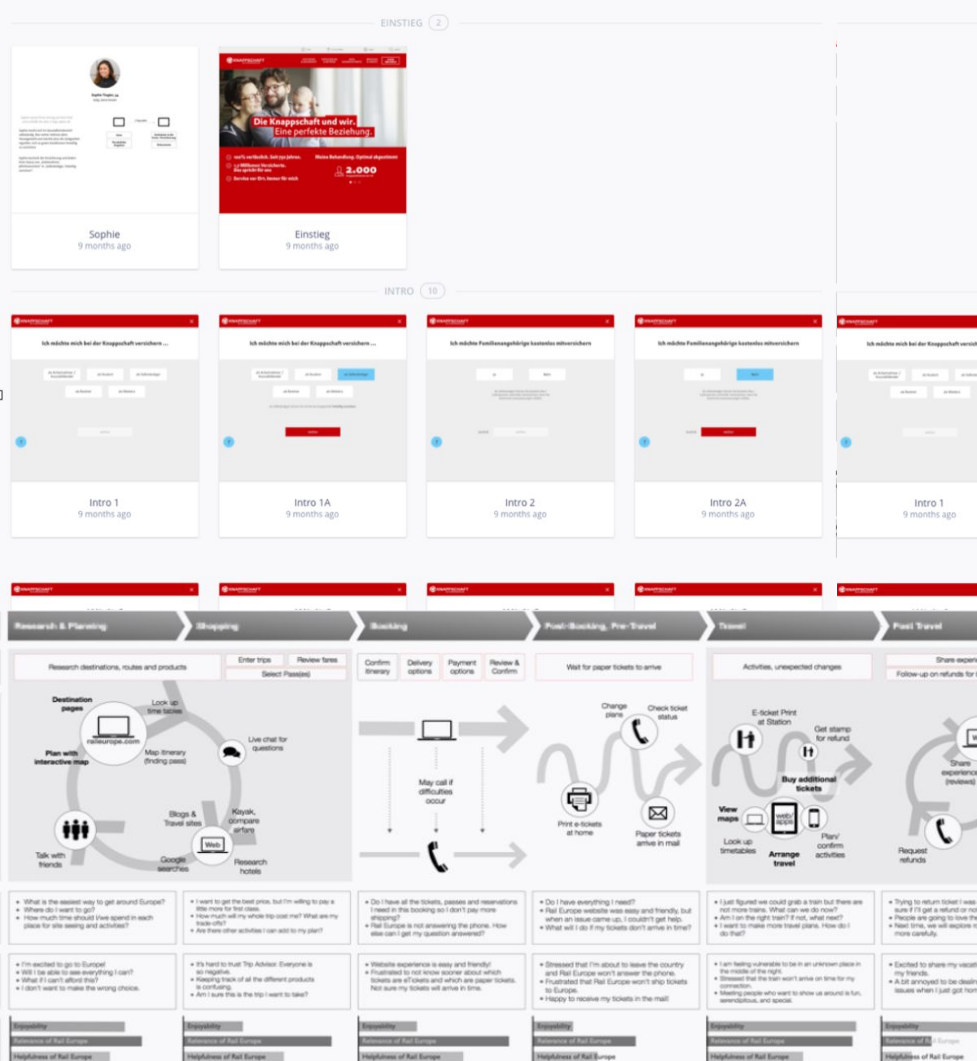
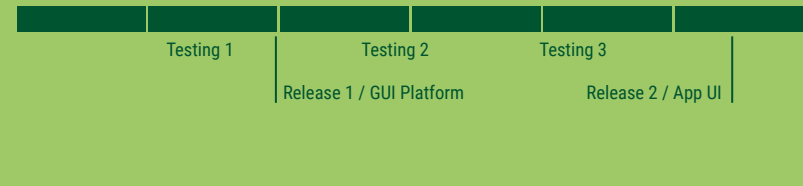
Invest: 3 Monate

Duration: 30k pro Sprint

Tasks: GUI für iOS & Android App, responsive
Web und Software Interfaces

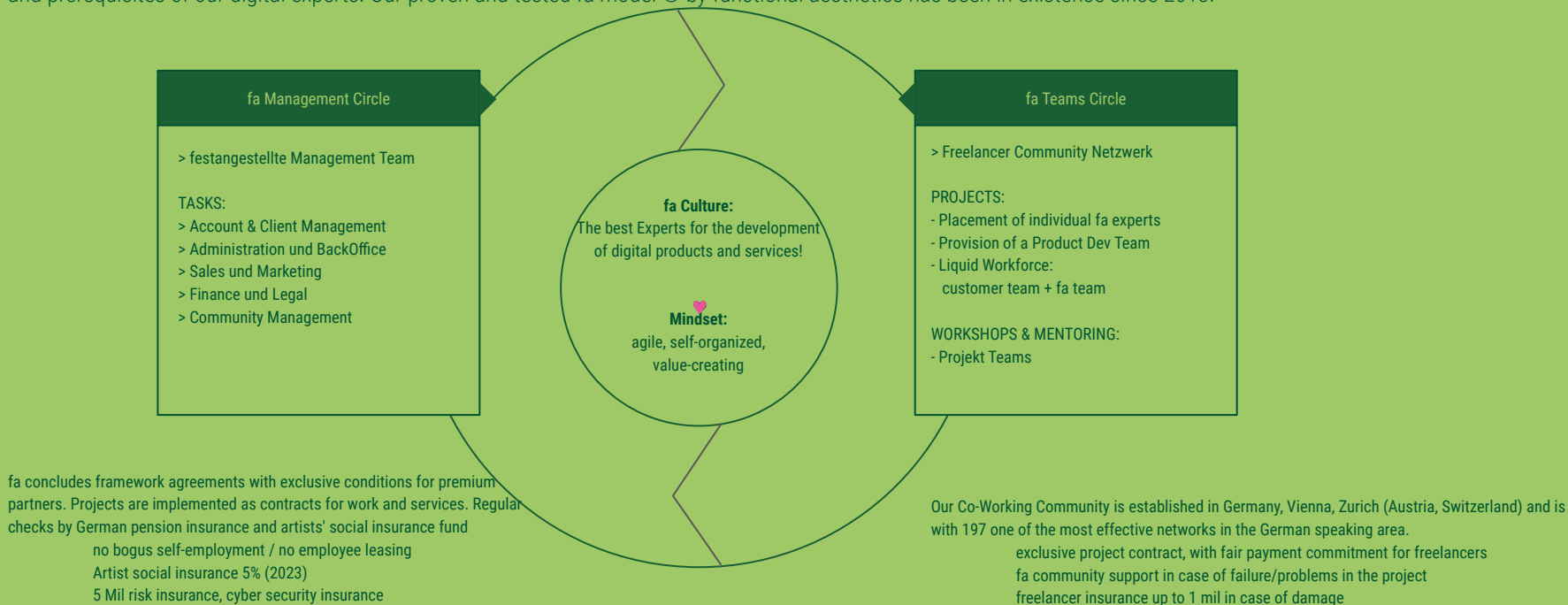


Roadmap: 6 Sprints,
3 User Testings,
2 Releases



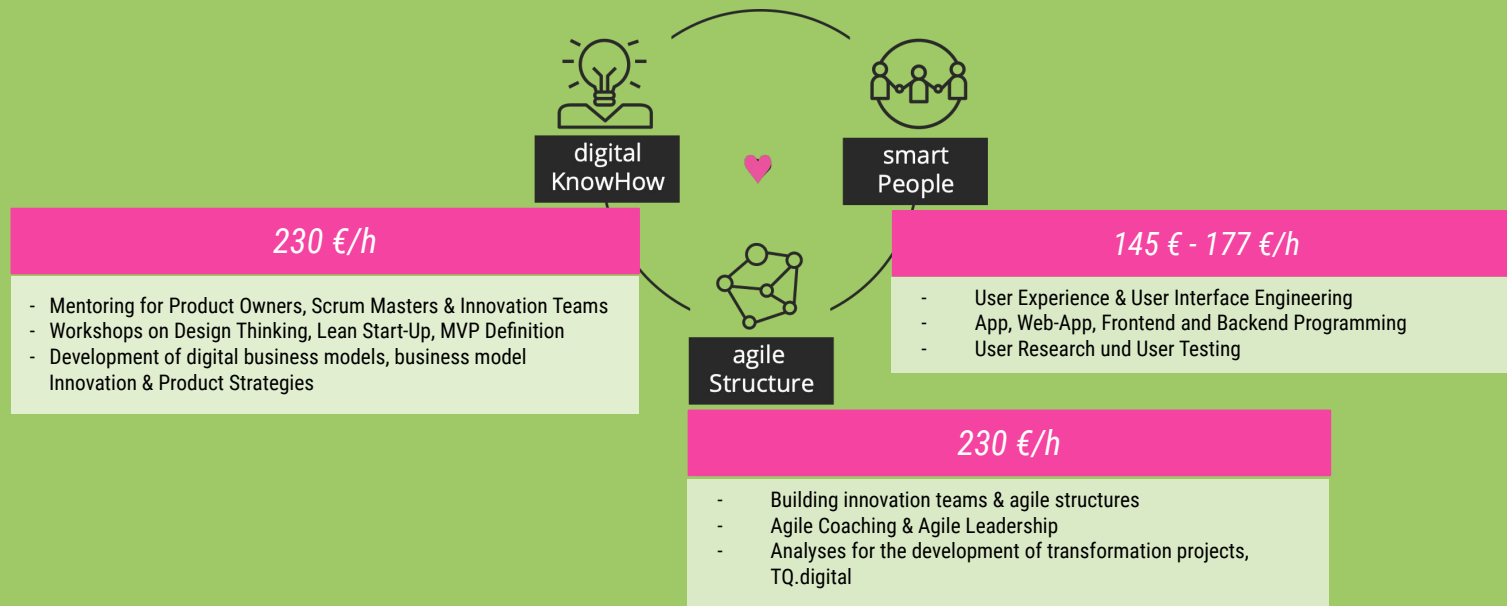
fa USP – our company structure

There are only a few companies in Germany with a similar corporate structure. The reason for this are the special legal framework conditions, the dynamic requirements and prerequisites of our digital experts. Our proven and tested fa model © by functional aesthetics has been in existence since 2013.



fa Rates 2022/2023

Fair payment and value enhancement are essential for us and part of the fa code of conduct. In this way, we provide our partners with access to a highly effective and experienced pool of talents, at the same time we achieve the highest level of motivation and satisfaction in our community. Every year we conclude exclusive framework agreements with selected (3-4) premium partners with annual budgets or volumes at exclusive hourly rates. If interested, these can be negotiated individually with our business development team: Contact: Chris Bleuel, cbleuel@functionalaesthetics.com



Simone Heissel

Managing Director, functional aesthetics GmbH, Berlin

Director User Experience and User Interface Design, with 18 years of experience in the development of digital products and services.

IDZ Internationales Design Center Berlin, Jury Member - UX Design Awards; 2019, 2020

Guest lecturer – study program Medienwirtschaft und Medienmanagement „Designsprint Ideation“ Schule für Gestaltung Bern und Biel, 2017

Guest lecturer – study program Medientechnik / Mobile Marketing „UI-Design“ Macromedia University for Media and Communication, 2011

Guest lecturer – Master's Programme "Leadership in digital communication"

Speaker – Usability Day Wiesbaden „Navigation systems in physical and digital space“, 2008

Design Awards:

Multiple national and international awards e.g.: iF · Red Dot · DDC · DMMA · TDC · IIID · Annual Multimedia



tdc.



reddot design award



Chris Bleuel

Managing Director, functional aesthetics GmbH, München und Hamburg

Dipl. User Experience Designer and Co-Founder TQ.digital
Member of the IIID (International Institute of Information Design, Vienna)
and EO (Entrepreneurs Organisation, Berlin)
BNW (German Sustainable Business Association)

Certified as:
Business Model Innovation, Strategyzer A. Osterwalder, 2018
Product Owner und Agile Coach, Scrum Alliance, 2019
OKR Professional, Kevin Brown, 2021
Circular Economy and Sustainable Business Models,
University of Cambridge, 2021

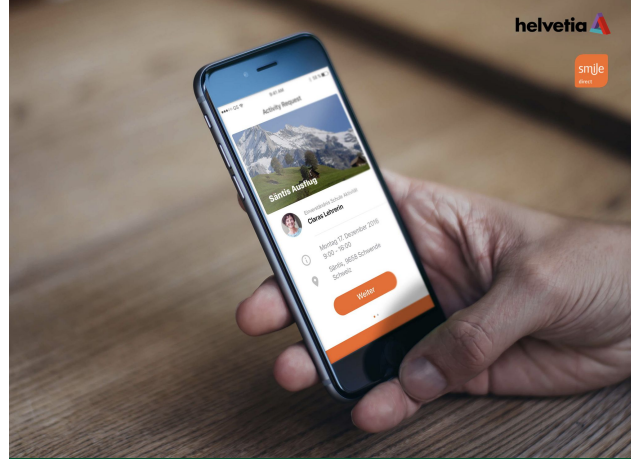
More than 10 years of experience in the field of digital innovation, as well as
successful launch of digital products such as: Mercedes me, Volocopter,
POLYAS, etc.

More than 8 years of experience in training executives as Agile Coach or
Product Owner, as well as developing and mentoring innovation teams for
clients such as: ERGO, Carl Zeiss, Helvetia, Barmer, R+V, Allianz, etc.





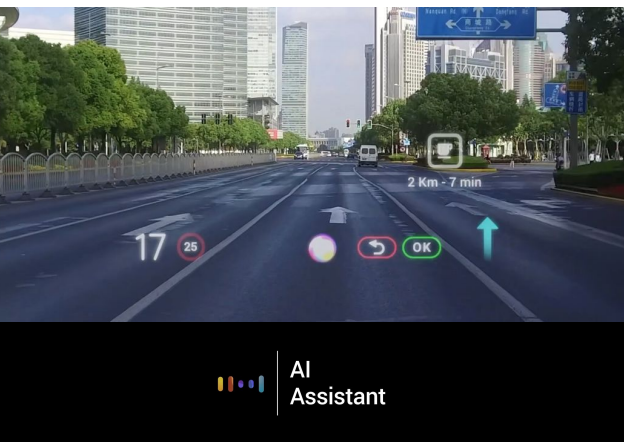
Software Interfaces



Mobile & Native Apps



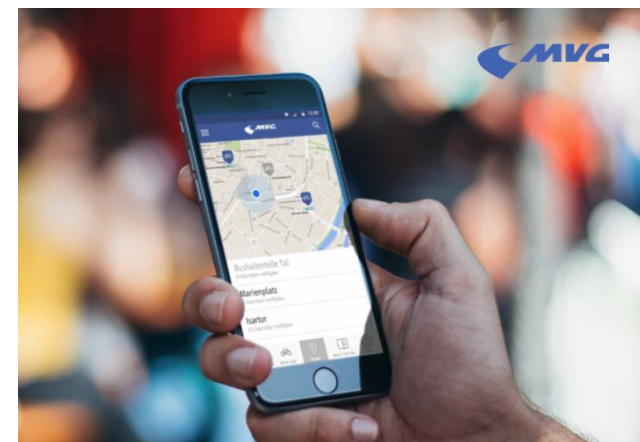
Business Model Innovation



AI & VR Anwendungen



Connected Life



IoT & Smart Home

***functional
aesthetics***



Contact::

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We are always open for exchange, for common ideas and projects.
We look forward to your call, e-mail or even a personal visit to our premises in
Berlin or Munich.