

# SIEMENS

Case study 02

## Ecommerce site redesign

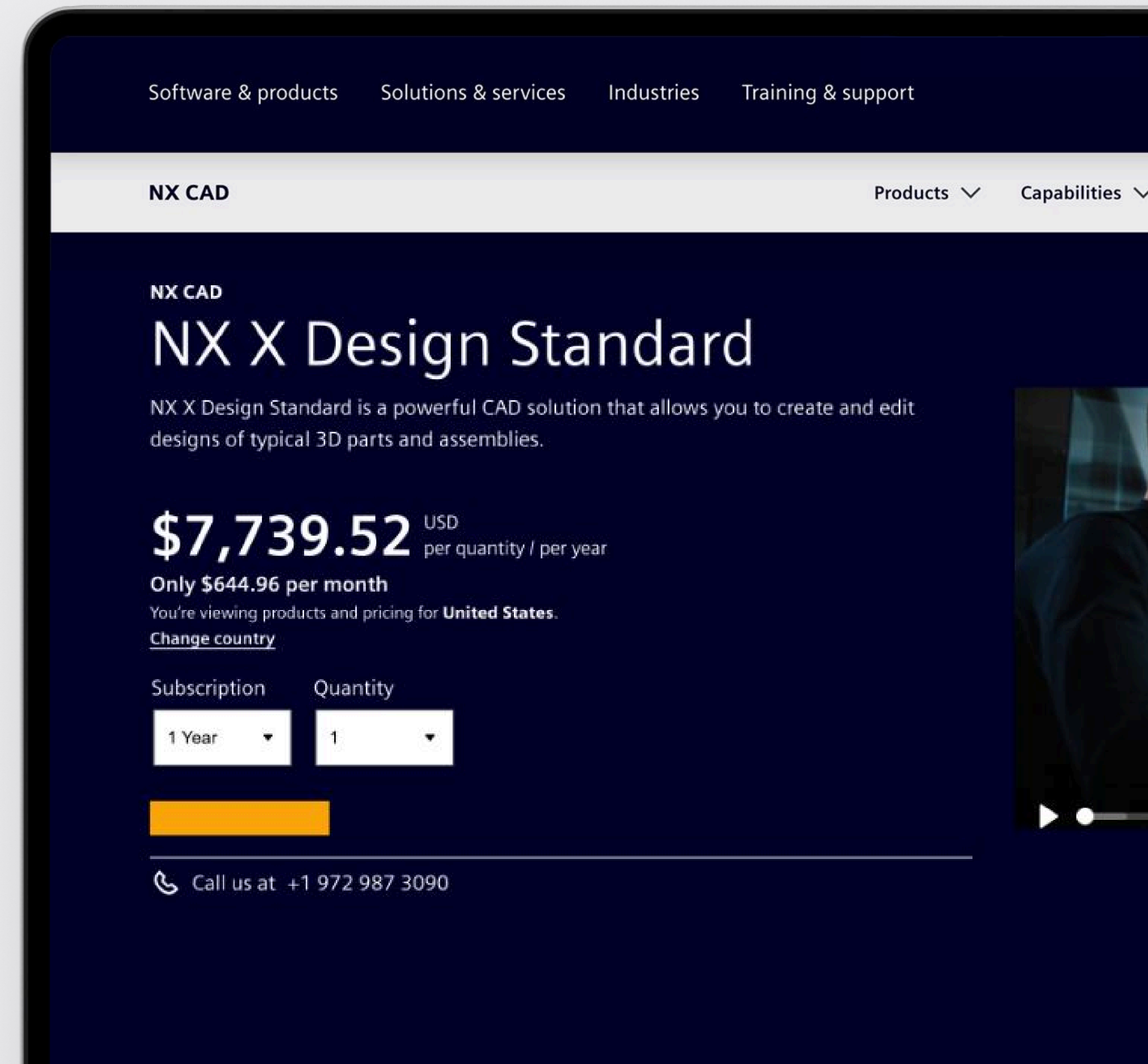
Increase purchasing by 12%

### Role

UI/UX Product designer

### Timeline

2021 – 2025



# **Derec needs software to speed up product development**

**As director of engineering, he needs a single point of truth for CAD assets for his team and external collaborators to shorten manufacturing time and product delivery.**

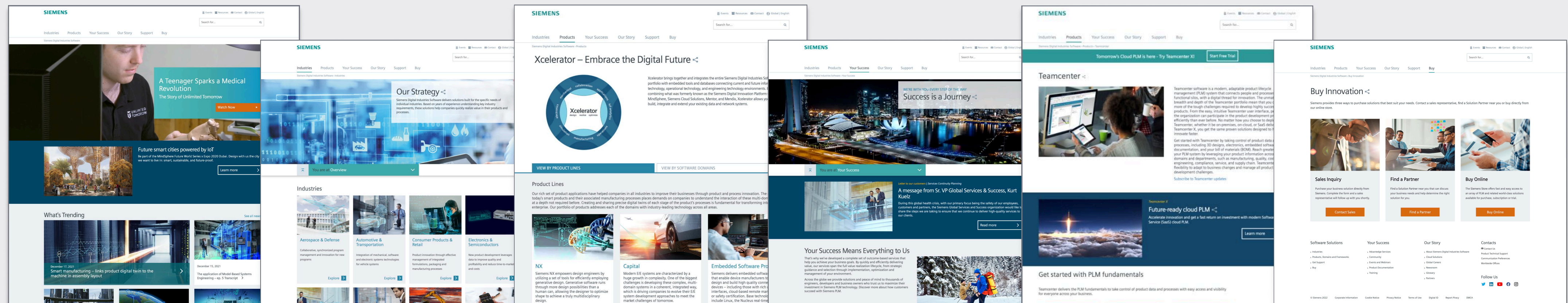
# WHERE DOES DEREC BEGIN?

## The current buyer journey:

1. He goes to siemens.com
2. He searches for "Lifecycle software"
3. He gets 150+ results with no matches within the top 10
4. He clicks on the first 10 result links/pages looking for lifecycle software
5. After reading through long pages and clicking through incorrect paths, he doesn't find what he needs and goes to competitor's site.

# Core problem

Siemens customers couldn't find the right product on a complex enterprise site.



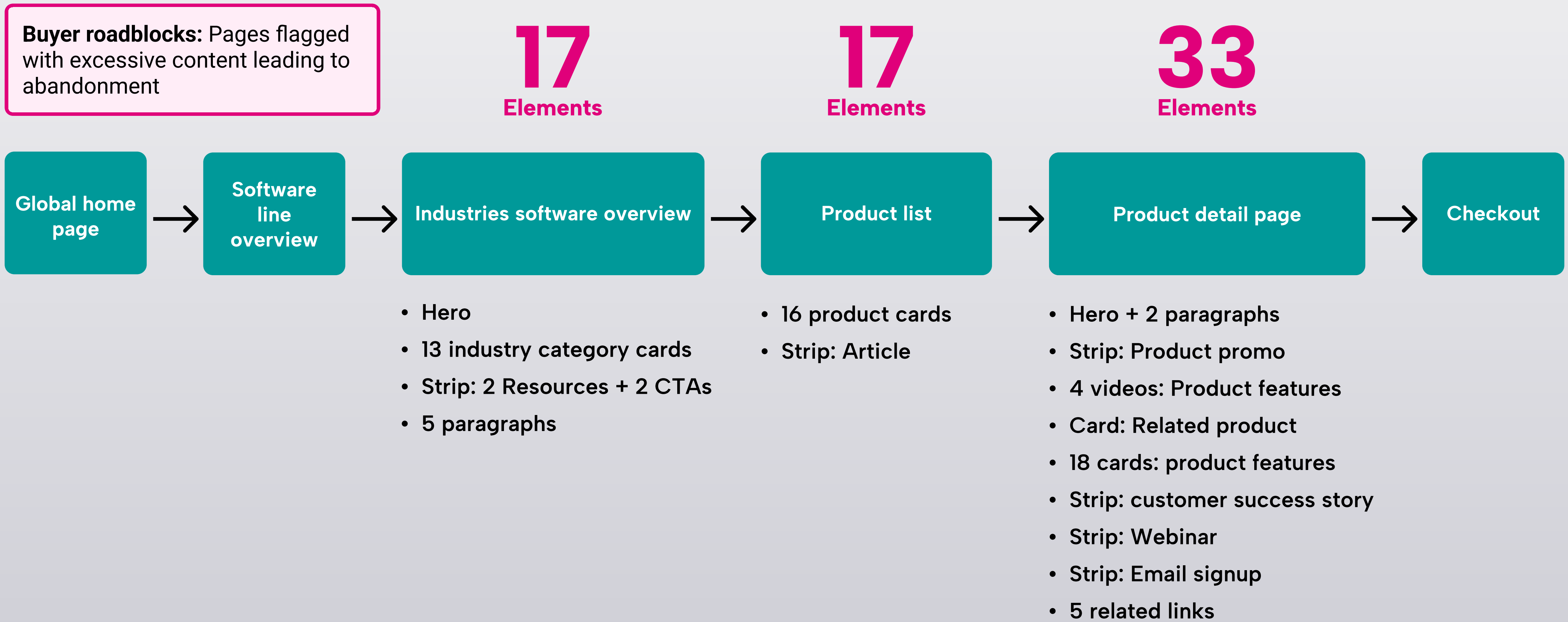
# **3 BUYER JOURNEY OBSTACLES**

**01** Content bloat

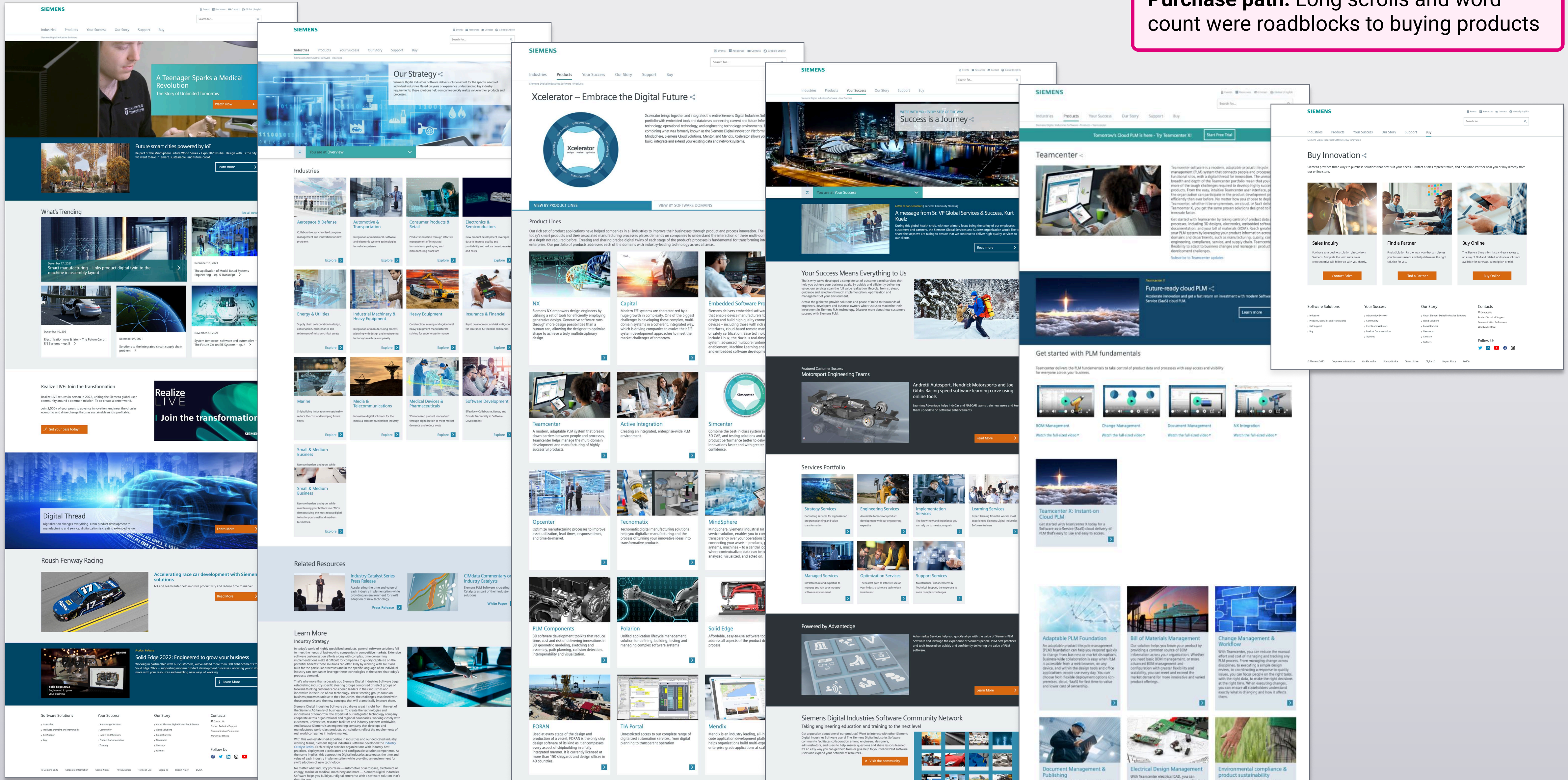
**02** Content quality

**03** Product pricing component

## Before redesign



Purchase path: Long scrolls and word count were roadblocks to buying products



**Purchase path: Non-specific product content hinders buying decisions.**

Teamcenter software is a modern, adaptable product lifecycle management (PLM) system that connects people and processes, across functional silos, with a digital thread for innovation. The unmatched breadth and depth of the Teamcenter portfolio mean that you can solve more of the tough challenges required to develop highly successful products. From the easy, intuitive Teamcenter user interface, people across the organization can participate in the product development process more efficiently than ever before. No matter how you choose to deploy Teamcenter, whether it be on-premises, on cloud, or SaaS delivered via Teamcenter X, you get the same proven solutions designed to help you innovate faster.

Get started with Teamcenter by taking control of product data and processes, including 3D designs, electronics, embedded software, documentation, and your bill of materials (BOM). Reach greater returns on your PLM system by leveraging your product information across more domains and departments, such as manufacturing, quality, cost engineering, compliance, service, and supply chain. Teamcenter has the flexibility to adapt to business changes and manage all product development challenges.

Subscribe to Teamcenter updates

**Future-ready cloud PLM**

Accelerate innovation and get a fast return on investment with modern Software-as-a-Service (SaaS) cloud PLM.

[Learn more](#)

**Get started with PLM fundamentals**

Teamcenter delivers the PLM fundamentals to take control of product data and processes with easy access and visibility for everyone across your business.

**BOM Management**

[Watch the full-sized video](#)

**Change Management**

[Watch the full-sized video](#)

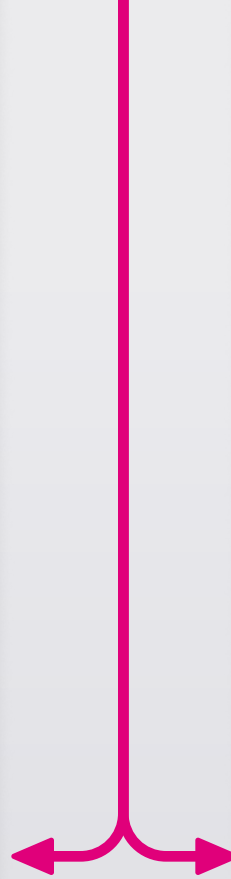
**Document Management**

[Watch the full-sized video](#)

**NX Integration**

[Watch the full-sized video](#)

**Purchase path: Too much content!**



**Search & Analytics**

Teamcenter® search and analytics capabilities provide you with an intuitive product lifecycle management (PLM) search experience. Teamcenter visually presents search results in logical groups, with ease to drill-down through product data and quickly find what you are looking for. Reporting and analytics provides you with a web-based, easy-to-use solution that compiles and aggregates data produced throughout the lifecycle from multiple data sources. All to help you know your product better and make better decisions.

**Service Lifecycle Management**

Teamcenter Service Lifecycle Management software helps you increase service revenue and profit with a single source of service knowledge, based on asset performance management, for better service operation planning and execution.

**Simulation Data Management**

Efficiently manage and share CAE and system simulations to all your decision-makers to better understand product performance to deliver innovations faster and with greater confidence. Simulation data management is key to keeping your simulation processes tied to the broader digital thread, which is required for seamless end-to-end data reusability and traceability.

**Software Design & Asset Management**

Siemens Digital Industries software provides software design management by integrating application lifecycle management's (ALM) software engineering data and processes with the rest of your product lifecycle management (PLM) tools, data, and processes. Leveraging a multi-domain integration framework, the integration of Teamcenter for PLM and Polarion for ALM enables the seamless interoperability of tools, data and processes.

**Sourcing & Supplier Integration**

Teamcenter provides a comprehensive approach to managing interactions with suppliers. You can coordinate processes and manage information, both internally and externally, across all stages of your product lifecycle. You can drive early supplier involvement in product development and provide visibility into accurate supplier information across departments.

**Visualization, Digital Mockup & Virtual Reality**

Teamcenter digital mockup and visualization capabilities allow everyone in the product lifecycle to access and collaborate with 2D and 3D design data so you can make informed product decisions. Teamcenter creates virtual prototypes from multiple mechanical computer-aided design (MCAD) formats that you can use instead of building costly physical prototypes to perform more specialized studies, such as ergonomics and path planning. Virtual reality (VR) design reviews allow you to immerse yourself in the virtual world of the product's digital twin.

**Featured customer success**

**Darmstadt University of Applied Sciences**

Teaching industrial automation and control for the future

Home > PLM Software > Teamcenter > Teamcenter X > Teamcenter X Essentials

TEAMCENTER X

# Teamcenter X Essentials

The Essentials tier of Teamcenter X is the most affordable option for smaller companies and start-ups to get started with product data and process management.

Contact Sales Try now

## Teamcenter X Essentials

The Essentials tier of Teamcenter X manages data and processes with a preconfigured SaaS offering.

### Get Started Today

Contact us for sales and pricing options.

Learn More Contact Sales

## Teamcenter X Essentials Integration for SolidWorks

Teamcenter X integration for SolidWorks captures, controls,

### Let's Connect

Contact us for sales and pricing options.

Learn More Contact Sales

**Purchase path:** No info on pricing and features hinders purchase decisions.

# THE OPPORTUNITY

Simplify the buyer journey and guide users by intent rather than product taxonomy.

# *PINPOINTING OPPORTUNITIES*

1. Introduced page templates
2. Improved visual hierarchy to reduce friction
3. Streamlined comparison patterns

**Placerat vitae luctus**

Optional button

**New page templates:**  
Content structured for better hierarchy and scannability

## Why XYZ?

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**XYZ CAPABILITIES**  
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Product XYZ capabilities

**ON-DEMAND WEBINAR**  
NVH Testing of Rotating Machinery

Explore XYZ products

Learn more

Template - Product capability

**ABC product**

Why ABC product?

Explore related XYZ products

Learn more

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Template - Product overview/buy

**XYZ news**

XYZ blog

Siemens Newswroom

Video Playlist Title

**Deepen your knowledge 24/7**

Support

Training

XYZ Community

Template - News

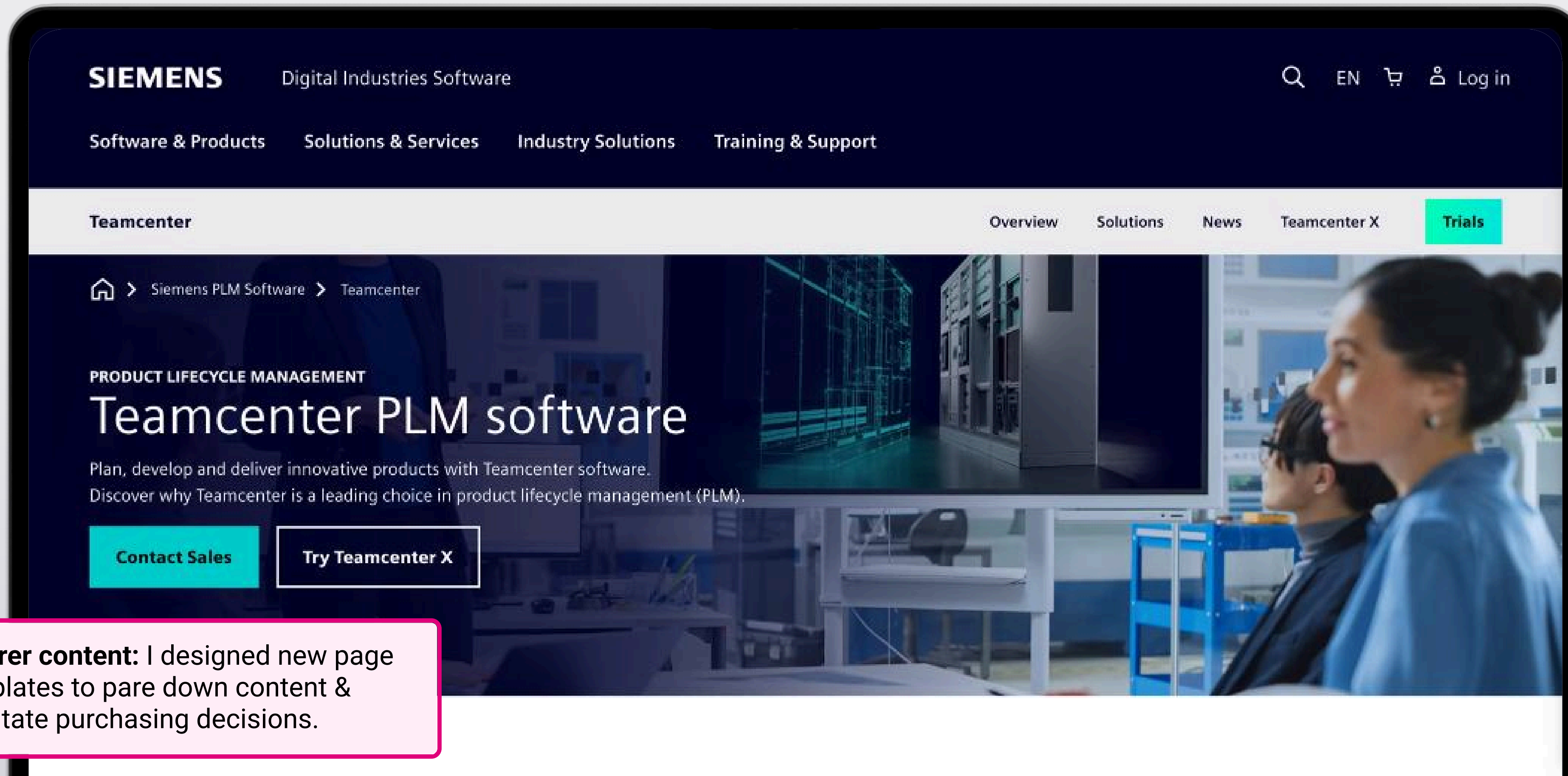
SIEMENS

Portfolio

Explore

Siemens

Contact Us



Clearer content: I designed new page templates to pare down content & facilitate purchasing decisions.

## Why Teamcenter?



### Leverage the digital twin

Use digital twins to connect and optimize processes for designs, systems, software, simulation and visualization. Resolve problems before they become real.



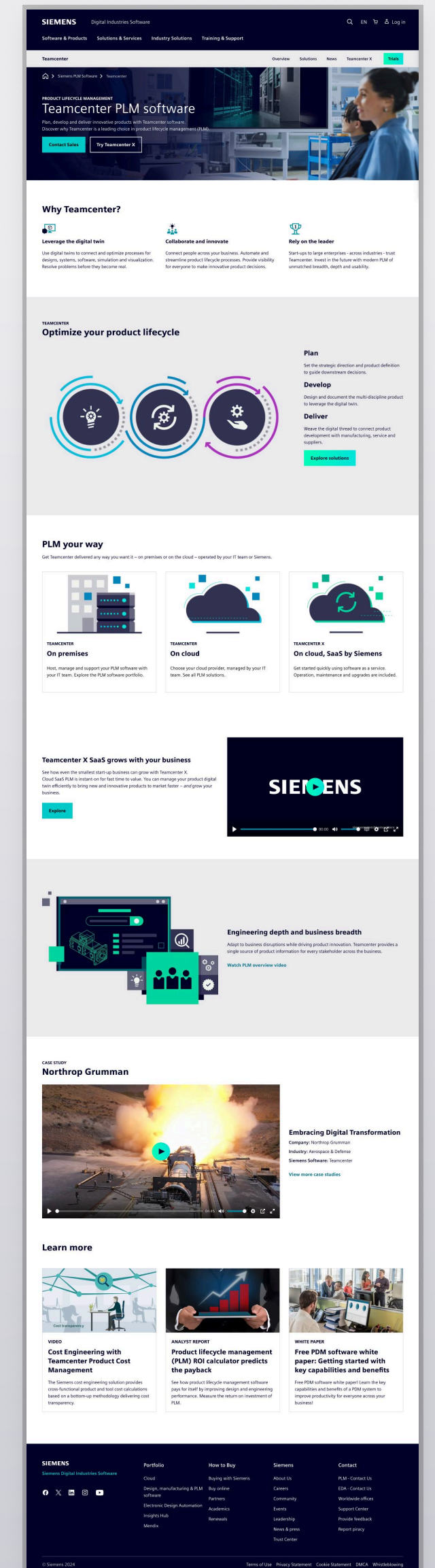
### Collaborate and innovate

Connect people across your business. Automate and streamline product lifecycle processes. Provide visibility for everyone to make innovative product decisions.



### Rely on the leader

Start-ups to large enterprises - across industries - trust Teamcenter. Invest in the future with modern PLM of unmatched breadth, depth and usability.





**Clearer content:** A component upgrade I designed added valuable information to facilitate purchasing.

### Teamcenter X Essentials

The Essentials tier of Teamcenter X manages data and processes with a preconfigured SaaS offering.

**\$1,890.00** USD per quantity / per year  
**Only \$157.50 per month**

Subscription    Quantity

1 Year    1

[Add to Cart](#)    [Learn More](#)

### Teamcenter X Essentials Integration for SolidWorks

Teamcenter X integration for SolidWorks captures, controls,

**\$567.00** USD per quantity / per year  
**Only \$47.25 per month**

Subscription    Quantity

1 Year    1

[Add to Cart](#)    [Learn More](#)

Full PLM portfolio



Hosted on the cloud

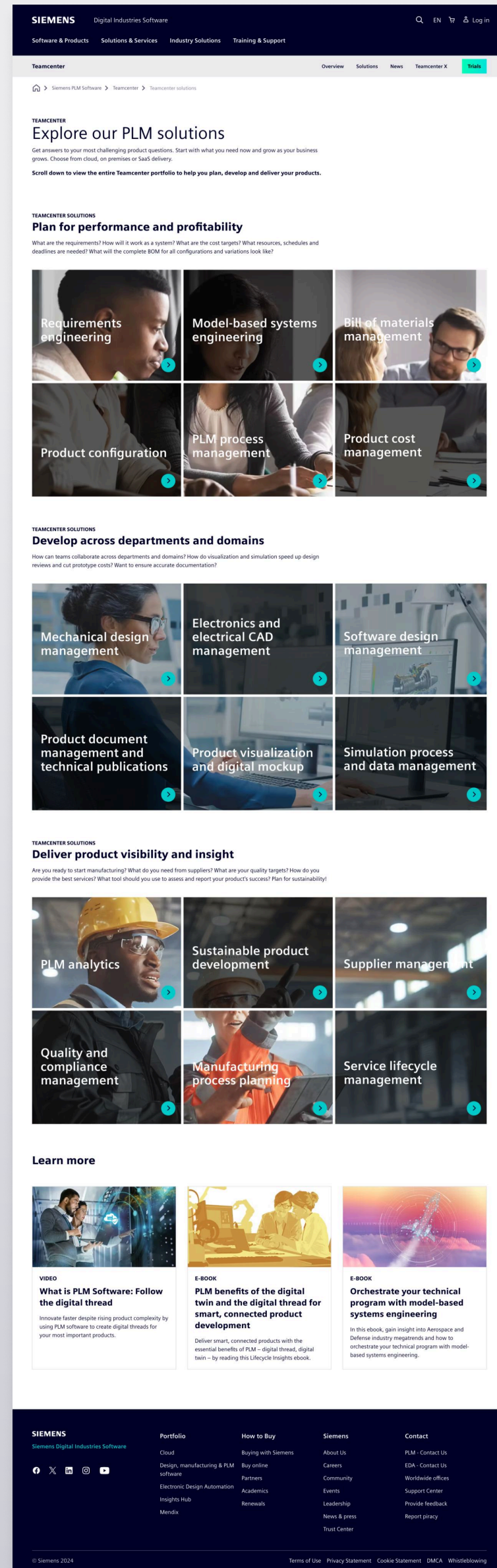
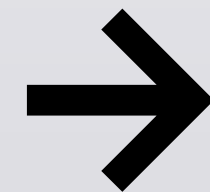


SaaS, Operated by Siemens



Deployed on-premise

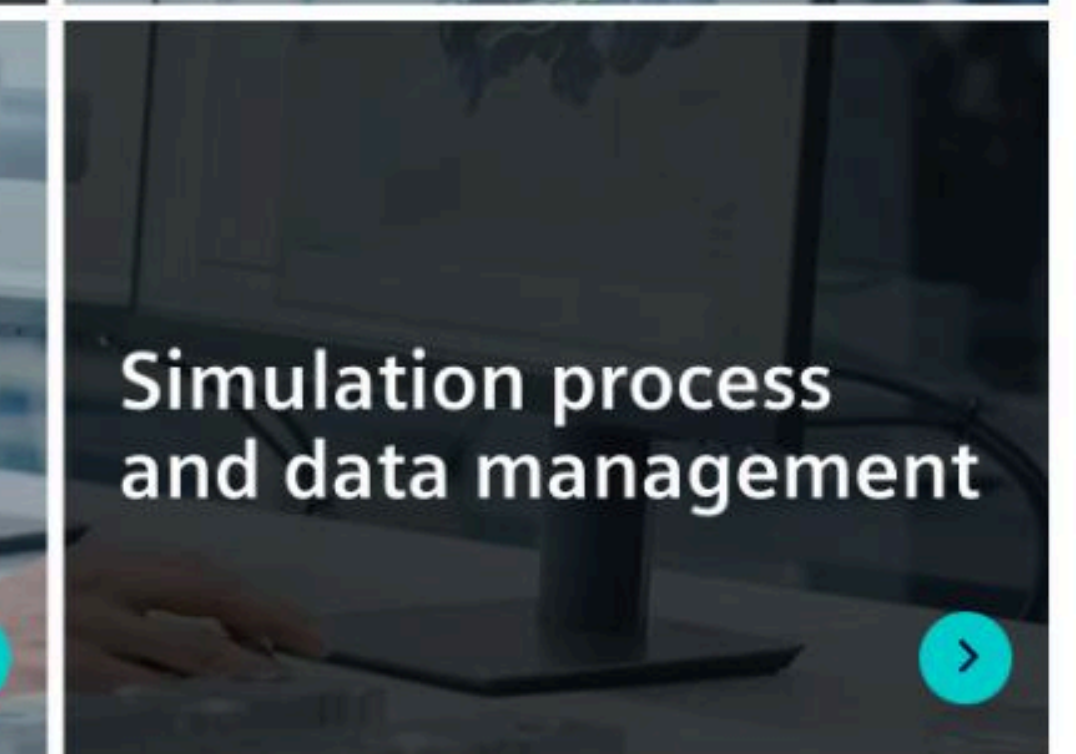
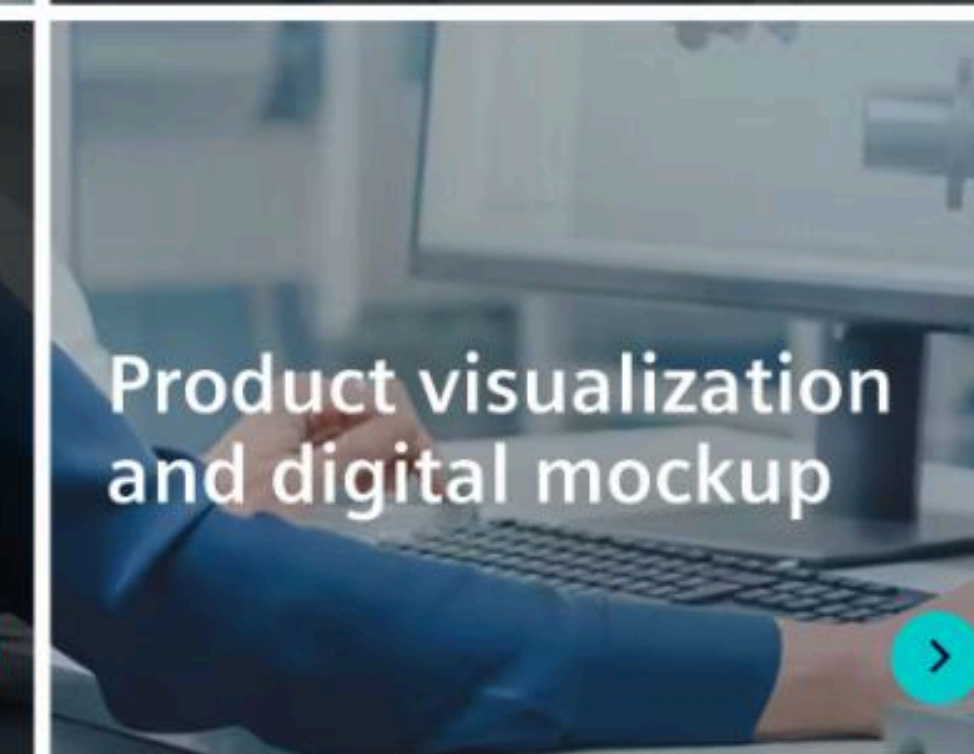
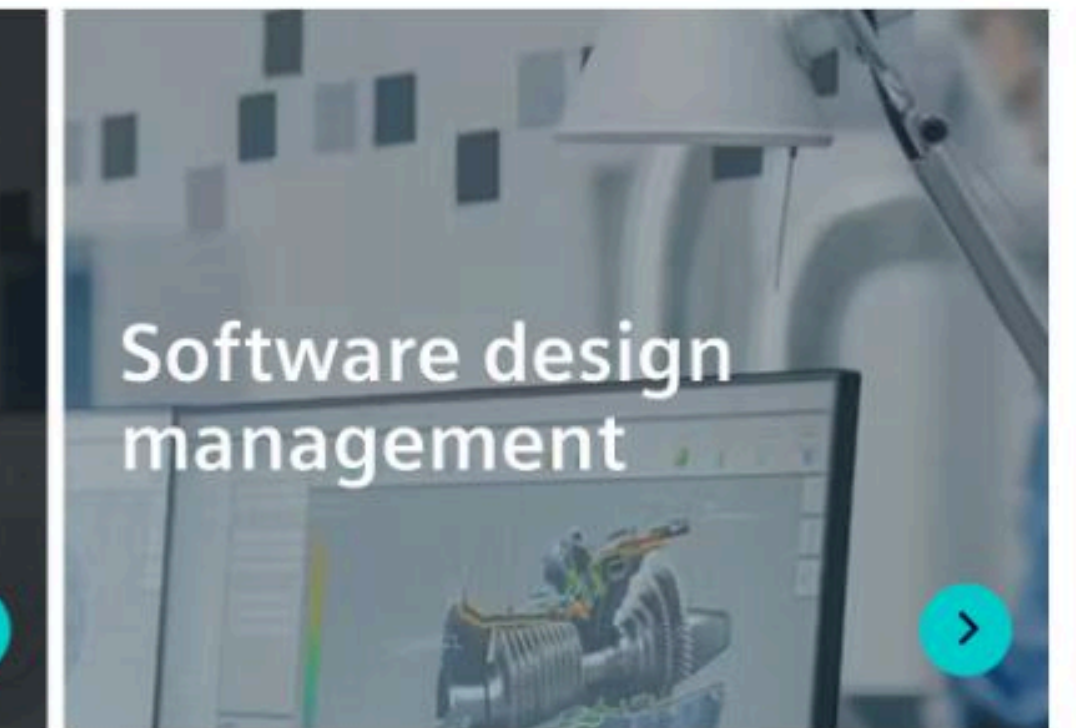
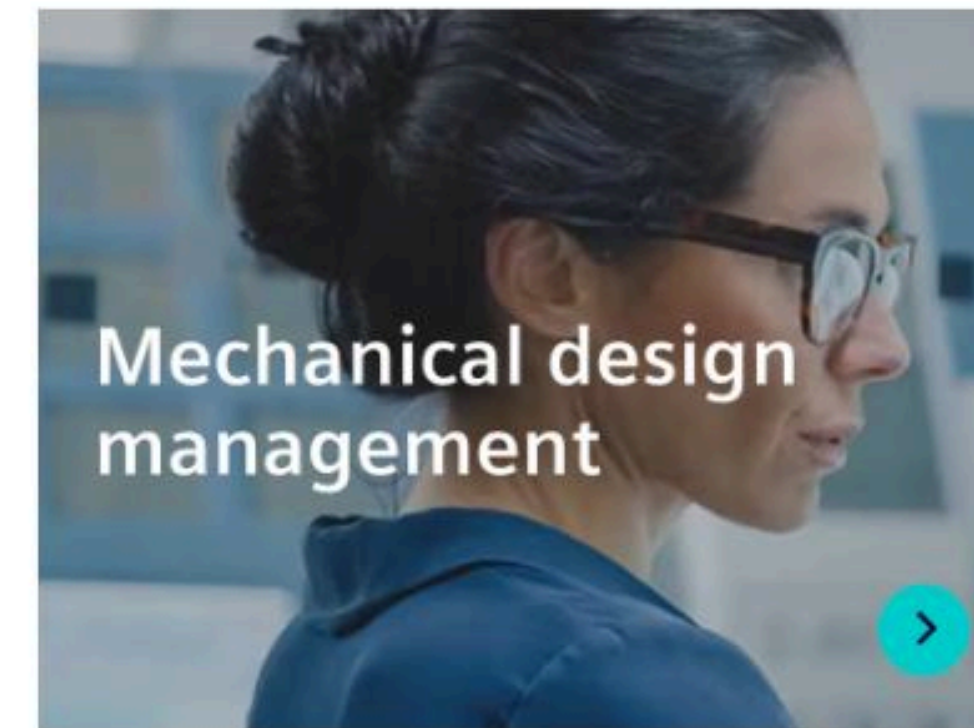




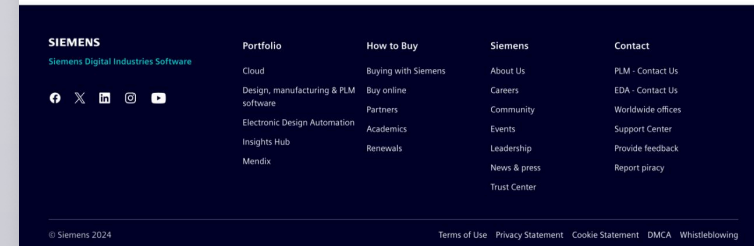
TEAMCENTER SOLUTIONS

# Develop across departments and domains

How can teams collaborate across departments and domains? How do visualization and simulation speed up design reviews and cut prototype costs? Want to ensure accurate documentation?



**Clearer content:** A component I designed to shorten page length and increase scannability



# Outcome

- Improved product discoverability by 15%
- Facilitated purchase decisions with revised product info
- Simplified content creation & reduced frustration with templates for content management system

**Thank you!**