

Press release

Now updated: www.spiegel-institut.de

The new website of Spiegel Institut is now online

Mannheim, July 3, 2018 – There’s something new on the world wide web: The completely revised web presence of Spiegel Institut is finished. From today, anyone who accesses www.spiegel-institut.de will find completely new content as well as time-tested topics in an updated user-optimized format.

“We were faced with the challenge of creating a website that presents the know-how of 120 employees from 7 locations and in our 5 areas of expertise and which features a user-centered design with a maximum level of usability, because if we want to be the standard bearer of UX consulting and usability engineering, then we of course also seek to implement it in our area of activities. The entire team at Spiegel Institut played a role, and we believe that the results speak for themselves,” commented Götz Spiegel, Managing Partner of Spiegel Institut.

In particular, a new feature on www.spiegel-institut.de is the presentation of Spiegel Institut’s various specialist fields: Consumer Research, UX Consulting, Usability Engineering, UX Empowerment, and Data Consulting. Here the focus is placed on each site’s area of expertise, and the corresponding methods used are also explained. In the section “We take pride in”, interested parties will find more information on how these methods are typically applied based on brief examples.

In addition to a presentation of the institute and its team, visitors will also find information on career opportunities, the institute’s history and social commitment, references as well as a presentation of its inhouse test studio. Recent publications and contributions from the FutureLab and a link to the Spiegel Institut Academy complete the online offer. Short and sweet, easily accessible, informative, and entertaining – that is: www.spiegel-institut.de.

(1,890 characters including spaces)

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