



Hi,
my name is **Ondrej** Henek
and I want to **make**
better products.

I want to be a product manager

My motivation to be a product manager or product owner comes from several years of experience with clients WITHOUT a product person. There was always a situation where we had interesting business opportunities from user research but we did not capitalize on them. There was nobody leading the product with clear business strategy, therefore we could only do ad-hoc prioritization of opportunities, create a makeshift roadmap and then a hidden stakeholder's wife had an epiphany with a brand new high priority out-of-nowhere feature and the plan went down the drain.

I know what the product manager role is about and I am eager to do just that. I want to make better products. :)

Jobs

○ Service Designer [House of Řezáč](#) 2018-2019

My task as a designer in the leading Czech web agency was to find opportunities for a client's business, co-ideate solutions, test them and deliver a prototype. I led client workshops filling modified Lean Canvas, executed user research and created new strategy for marketing web or web service. There were most often documented wireframes as the output. My responsibility was also to check and test the deployed web and set up web analytics.

○ Web analyst [House of Řezáč](#) 2017-2019

The role of web analyst in House of Řezáč was about analysing user behavior, suggesting product improvements and executing A/B tests or other type of experiments. The main output of web analysis is knowledge about customer behavior and suggestions of next steps. For example stopping an ineffective campaign, reworking site navigation based on search analysis or fake-door-testing whether customer would use a proposed feature or not.

○ IT consultant & server admin [Nugis Finem](#) 2015-2018

My responsibility was to make sure that all web projects and activities of NGO Nugis Finem, which I have co-founded, are running smoothly. This meant creating and maintaining Linux servers, and basic DNS and MS Azure setup. This role brought me back to my student times – thinking with the Terminal. The biggest challenge was to keep the ambitious president's feet on the ground, though.

○ Web developer Ondřej Henek Webdesign 2012-2018

I was self-employed since 2012, when I started creating first HTML websites. After several solo projects which are no longer running, I started developing web applications for our NGO – Nugis Finem. As a full-stack developer, I have used mainly CakePHP and Bootstrap to create custom web systems. For example the MOOC platform [Nostis](#), which is now reprogrammed but the service design is the same. And [E-Bulletin Board](#) for Olomouc University, which is now phased-out. While working on these project I realized I want to focus more on design than development.

Education

IT Product Design University of Southern Denmark 2015-2017

The focus of this programme was on participatory design & innovation, research methods and self-reflection. My thesis was about [MOOC Retention Rate and Motivation](#), where I used my side project – Nostis – Czech MOOC platform.

Information Technology Brno University of Technology 2011-2015

My bachelor studies in Information Technology gave me broad overview of IT landscape, but my thesis was already focused on [user experience in web design](#) (Czech language).

Other interests

Interpersonal Communication

At university I have discovered a field of ethnomethodology which made me curious about interpersonal communication. Recently I have completed a course of Non Violent Communication making me better in resolving conflicts and understanding human behavior in general. This helped me greatly in teamwork and personal relationships.

Behavioral psychology and economics

I dig Dan Ariely, Robert Cialdini, Ryan & Deci and others. I am fascinated by how people behave and what motivates them to action. I have used this knowledge successfully in CRO but also in my personal growth and self-motivation.

Traveling and mountain climbing

I love mountains – summer or winter. During a vacation I am usually unreachable by phone somewhere in high altitudes with a tent in my backpack. I also enjoy getting to know other cultures and customs. Therefore besides various programming languages I speak fluently Czech, [English](#), some basics in Spanish and I can say "cheers" in many, many other languages.

Mini Case Studies

Clarifying the business objective

The goal of our agency was to optimize an accounting software download page. The most interesting part of this project was the point where we pushed ourselves to clearly define KPIs and prioritize.

Prior to downloading, the user had to exchange her email address for a download link – this was an obvious hole in the funnel. The email was used for marketing messages. We helped the client to prioritize goals making download the most important objective. Therefore we could remove the email input which was deemed as secondary. This increased conversion rate by 52.0 %.



A Service Blueprint maps behavior of user, stakeholders and the system. It can reveal holes in a funnel, unnecessary user activities and system shortcomings. I created this particular one to map possible automation of our internal CRO product.

User research reveals new naming convention

While working on a website for TIC Brno, we did 10 user interviews with event organizers and managers. The primary income stream for TIC was event space rental. Interview analysis showed, that event though TIC called their service event space rental, event managers called it in a way specific to their field e.g. concert hall rental, wedding venue rental, conference room. Nobody used the general term "space" and desk research confirmed it. So we created landing pages matching those findings. Although keyword analysis would be a better method, there was no budget for it.

We have also learned that when renting spaces, event managers assume that there is basic furniture and equipment included. But TIC used to have separate equipment rental service. Therefore we merged space and equipment rental to one detail page of a room.

The whole prototype co-created with a colleague Jindřich and finalized by myself can be found at uedn6w.axshare.com.

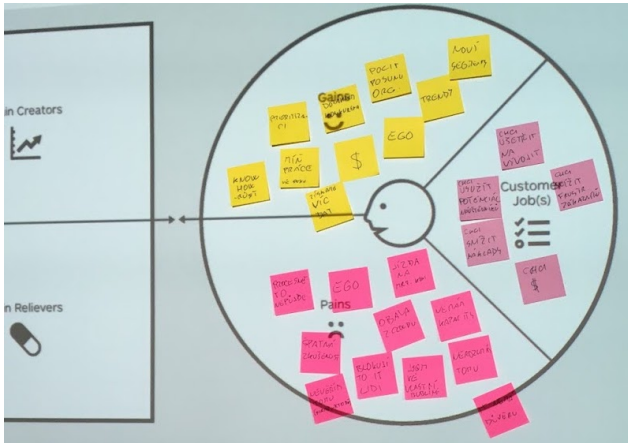


An illustrative picture from a workshop led by my colleague Macík, where we make sense of user research data together with a client. I am the brightest there (by color of a shirt).

Surprising segmentation

Another project was optimization of a furniture eshop. I was facilitating workshop with the client to prioritize opportunities using the customer factory canvas. Our analysis showed that in the checkout process there was a hurdle. We chose this as a starting point.

Our optimization did not move the conversion rate a bit. But after a deeper analysis, I figured there was a conservative segment using Internet Explorer as a browser or Seznam as a search engine. For those people the CR dropped. On the other hand Google, Safari and mobile users had massive CR increase. Therefore we targetted the personalization only at the successful segment increasing CR by 10.9 % for whole eshop.



A photo from [my Customer Profile Workshop at Measure Camp 2019](#) where I presented this Customer Profile Canvas and filled it together with the audience.

Point'N'Turn

With my two colleagues in Denmark, we often had to deal with video conferences and co-located design sessions, where we noticed many issues and barriers. Based on observations and interviews with other designers we pinpointed two biggest problems. The inability to look around a room and point at things. That's why we designed and prototyped our Point'N'Turn device on Arduino platform to make designers' lives easier.

The biggest challenge of this project was designing and testing a controller for the platform and laser pointer. After several prototypes with different interactions we ended up with web app optimized for a smartphone. The whole project is open-source at itpd.github.io/pointnturn/.



The prototype in action. Unfortunately the red laser dot on the right is quite hard to see.

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