Anja Fritschi
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TWINT AG People & Culture Zürich

Zürich, 21.09.2026

Application as Junior UX Designer

Dear TWINT UX Team

TWINT is such a natural part of everyday life in Switzerland that people barely notice it any more, and that is exactly what makes it demanding to design. You write that innovation should improve our lives and how we live together, so that there is room for the things that really matter. At the moment of paying, that means immediately understandable, no hesitation, no instructions. Paying is also where trust and design meet most directly, and how you actually design that trust is a question that has fascinated me for a long time.

When I read your posting, I did not want to apply with a CV and a letter alone. So I built a working iOS prototype specifically for it. "Billit", short for bill split, splits restaurant bills, grocery receipts and any other shared costs inside the Raiffeisen TWINT app: photograph the receipt, say in ordinary language who had what, watch the bill divide itself, correct anything wrong, send. The AI runs on the device. On older iPhones it would fall back to a cloud instance hosted by TWINT itself, so a receipt never has to pass through an external AI provider.

Building it was the most fun I have had on a project in a long time. I started by rebuilding the TWINT interface screen by screen, down to the spacing and the type, because I wanted Billit to feel like it had always been part of the app rather than something added on top. That close copying taught me more about TWINT's design decisions than any amount of looking at screenshots could have. When Apple announced the new on-device Apple Intelligence models for iOS 27, I joined the waitlist the same day and was glad when my beta access came through. I had already been building for the Apple ecosystem out of personal interest, and this was the moment I had been waiting for: a capable language model running entirely on the iPhone, which I could connect to my own standalone app and shape around a real everyday problem. My favourite moment was the first time I simply said who had what and watched the app divide the bill almost perfectly. Anything wrong can be dragged across with a finger. How it works in detail is in the portfolio, together with a video I recorded for you. I am not applying with an idea but as a designer, and I am showing it because it honestly reflects how I work.

I completed my Bachelor of Arts in Interaction Design at the Zurich University of the Arts, working through the full user-centred process from research to wireframes and interaction concepts to high-fidelity design and usability testing. Payment flows are something I have already worked on concretely. In the redesign of the ZVV ticket machines we rebuilt the purchase process, from destination through to payment, where TWINT sat next to card and cash. We interviewed travellers at Zurich main station, built personas and user flows, tested in several rounds, and turned the result into a consistent component system with its own icon set. What I mainly learned there is how uncertain people become when paying under time pressure, and how much confirmation they need in that moment.

I also design high-fidelity iOS interfaces. Equilim is a native iOS app I designed and built. It has its own design system of tokens, variants and defined states, and it follows the iOS guidelines closely. To me, micro-animations are not decoration. They explain things, because they show where an element came from and what has just happened. I work with Cursor and Claude Code every day, including in my Figma work, where connecting them to Figma through MCP saves me a lot of time.

Building my own prototypes gives me a realistic sense of what a design costs to implement, and it lets me talk through trade-offs with engineers early instead of only handing over screens. Through AI-assisted development I have become fast at it, and along the way I have picked up a basic understanding of how web and lower-level development work. I learn quickly, and when something does not behave the way I expect, I keep at it until I understand why. That is also how I would like to work at TWINT: with research, design, product and development at one table, on a product almost everyone in Switzerland uses, and alongside experienced UX designers. I would use the nine months to contribute as much as I can, and if there were an opportunity to stay on afterwards, I would be very glad to. Zurich and Bern are both easy for me to reach.

Billit is the first project in the attached portfolio, and more of my work is at anjafritschi.ch. I am looking forward to hearing from you.

Kind regards,
Anja Fritschi

Anja Fritschi

Date of Birth: 27.05.2001 **Hometown:** Gommiswald-Dorf **Address:** Feldhofweg 8, 8623 Wetzikon
Email: anja.fritschi@bluewin.ch **Phone:** +41 79 319 78 46 **Website:** anjafritschi.ch **LinkedIn:** Anja Fritschi

EDUCATION

Bachelor of Arts in Design, Specialization in Interaction Design
Zurich University of the Arts (ZHdK), Zurich | 08.2022 – 07.2025
Key Areas of Study: UX/UI Design, Human-Centered Design, Physical Computing & Embedded Prototyping, Interface Design, Prototyping, Usability Testing, Information Architecture, Programming, Media & Spatial Interaction.

Preparatory Art & Design Program ZHdK Zürich | 02.2021 – 01.2022
Federal Vocational Baccalaureate, Specialization in Design and Art Zürich | 08.2016 – 08.2020
Apprenticeship as an Architectural Draughtswoman (EFZ) aww Architekten AG, Zürich | 08.2016 – 08.2020

PROFESSIONAL EXPERIENCE

Self-employed Interaction & Game Designer| Co-Founder of Touriski | 01.2025 – now
Bringing the first Swiss avalanche safety board game to the market. Design, illustration & game mechanics

Freelance Designer in UI/UX, Prototyping & Physical Interaction | 01.2020 – now
A range of self-led design projects spanning corporate identity, web design, live visuals, and interactive physical prototypes. Work consistently moves from user research→rapid prototype→iteration→handoff. Clients include private-sector companies and a municipal organisation.

Architectural Draughtswoman (EFZ) on a Contract Basis aww Architekten AG, Zürich | 08.2020 – now
Focus: Creation of technical construction and detailed plans for execution projects, 3D & BIM modeling in Allplan, design of signage & visual guidance systems, collaboration with external specialist planners, application of CAD and visualization software (Allplan, Adobe CC), model creation, and internal teamwork.

Creative Technologist Blupli AG | 06.2025 – now (part-time)
Creative Direction for Interactive Live Visual Experiences

Apprenticeship as an Architectural Draughtswoman (EFZ) aww Architekten AG, Zürich | 08.2016 – 2020
Ski Instructor Schweizer Skischule Amden, Amden | seasonal 01.2023 – now

LANGUAGE SKILLS

German Native Speaker
English Fluent, regularly used for academic writing, communication, presentations, and discussions
French School-level proficiency (BMS-Level)
Swedish Basic knowledge

SKILLS

Design & Prototyping: Figma, ProtoPie, Lottie, Webflow, Adobe Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), DaVinci Resolve
3D & Render: Blender (modelling + rendering), SketchUp, KeyShot (Basic), Allplan CAD, BIM, Archicad
Hardware & Physical Computing: Arduino, Raspberry Pi, Processing, p5.js,
3D printing, basic soldering and breadboarding.
Code: Agentic Engineering (Cursor, Claude, Hermes), Python and Simplified C++,
HTML, CSS, JavaScript (working knowledge)

Team Integrated: comfortable in agile, cross-functional teams, aligning design work to sprint cycles, stakeholder reviews, and business requirements

STRENGTHS

Strategic | Solution-Oriented | Self-Starter | Collaborative | Adaptable | Creative

INTERESTS & HOBBIES

Volunteer Youth Work: Cevi leader with the “Fröschlis” group for 6 years
Skiing and Outdoor Sports: Certified Ski Instructor (J+S), climbing, hiking, road cycling, sailing
Creative Pursuits: Music, photography, graphic design, illustration.

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references:

Züricher Hochschule der Künste
Prof. Jürgen Späth
Leitung Bachelor of Arts inDesign Vertiefung Interaction Design
https://www.zhdk.ch/en/person/prof-juergen-spaeth-11062
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Portfolio
Anja Fritschi

September 21, 2026

A portfolio showcasing a human-centered approach to solving complex problems and designing impactful user experiences.

You can find more insights and videos of all projects on my website.

https://www.anjafritschi.ch

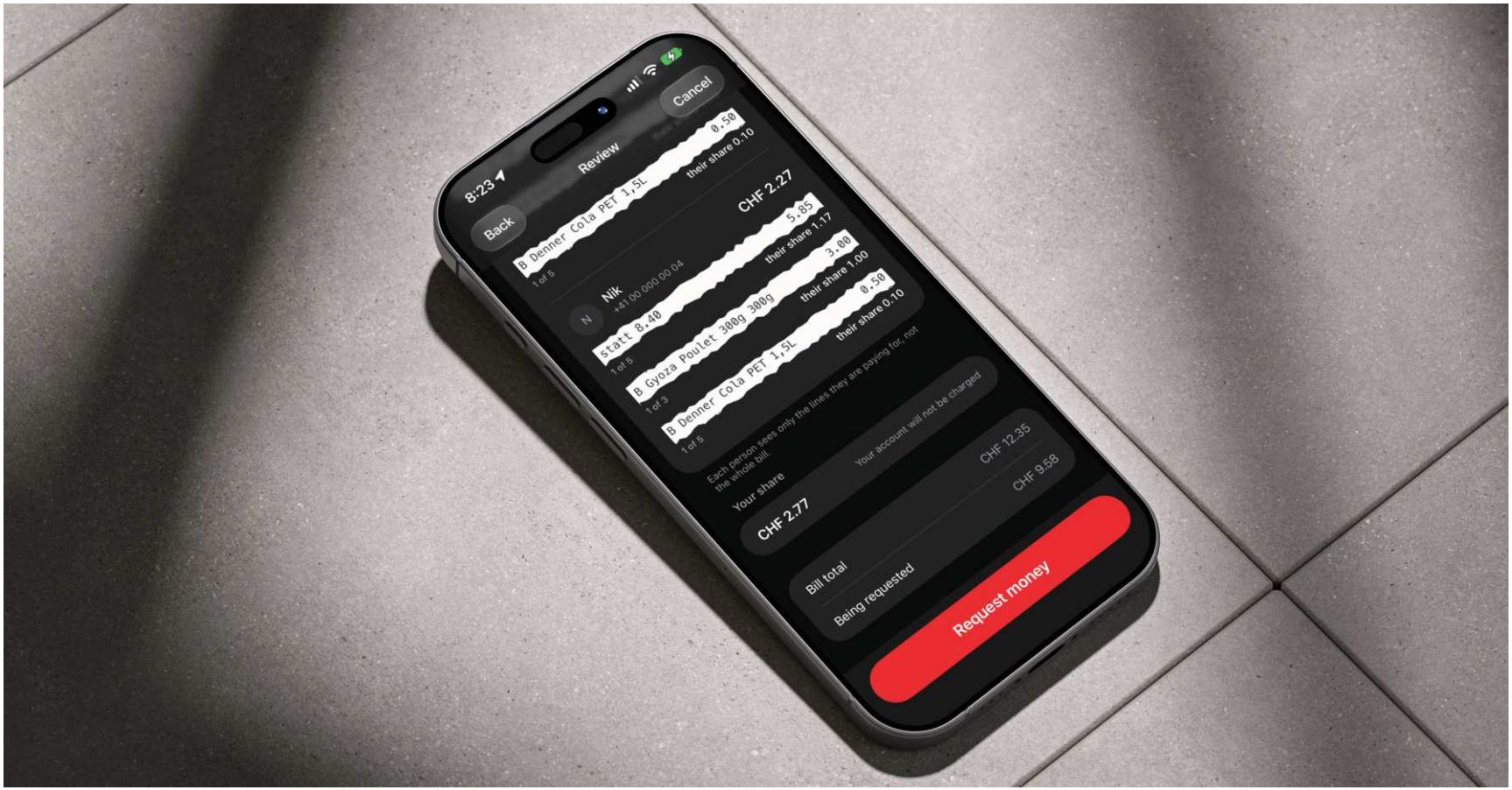
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Portfolio Anja Fritschi, Bachelor of Arts in Interaction Design and certified Draftswoman in Architecture (EFZ).

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Proj. 01
Billit

AI bill splitting for the Raiffeisen TWINT app on iOS, on-device, privacy first with a cloud fallback



Img. 01: Login screen

Project description
Check out my Demo Video:
https://youtu.be/Thpzm9j2lNM

Year:
2026

Typ:
Interaction Design · iOS App · On-device AI

Context:
Self-initiated concept prototype, designed specifically for the Raiffeisen TWINT app on iOS. Built for an application to TWINT. Not affiliated with TWINT or Raiffeisen.

Team:
Anja Fritschi (solo: design + engineering, with AI-assisted coding)

Short description
Splitting a bill is one of those everyday moments that rarely goes smoothly. Someone does the maths, someone opens a calculator, and somebody still owes three francs at the end. Billit takes the arithmetic out of it, inside the payment app people already use. Photograph the bill, say who had what, watch it break apart onto each person, fix anything that is wrong, and send. Everything that can run on the phone does, because a receipt says a surprising amount about an evening.

Built with:
SwiftUI · Vision · Foundation Models · SpeechAnalyzer · iOS 27

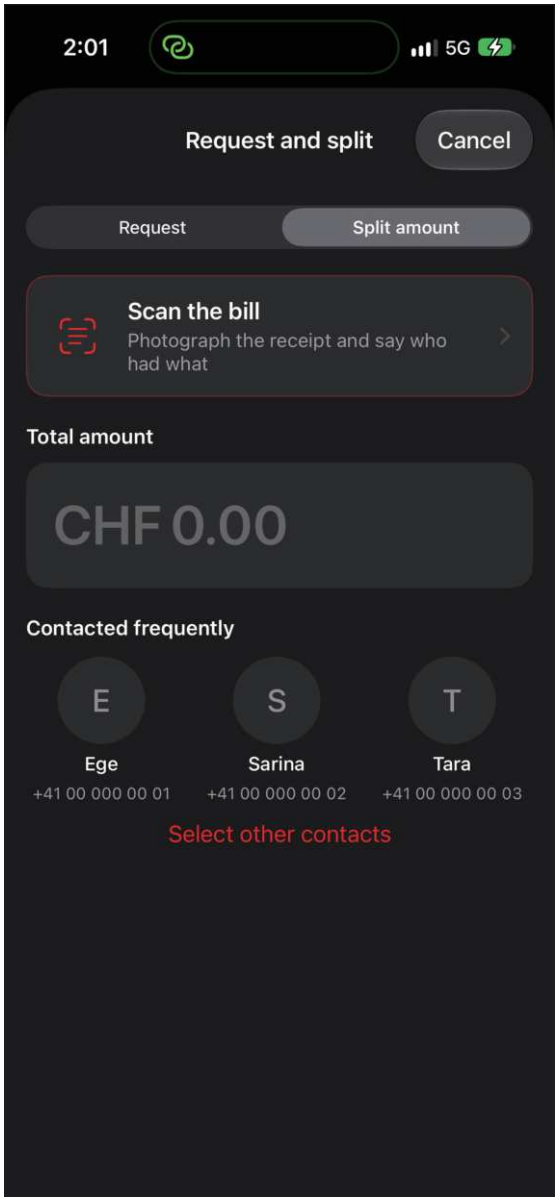
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Billit

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Impressions

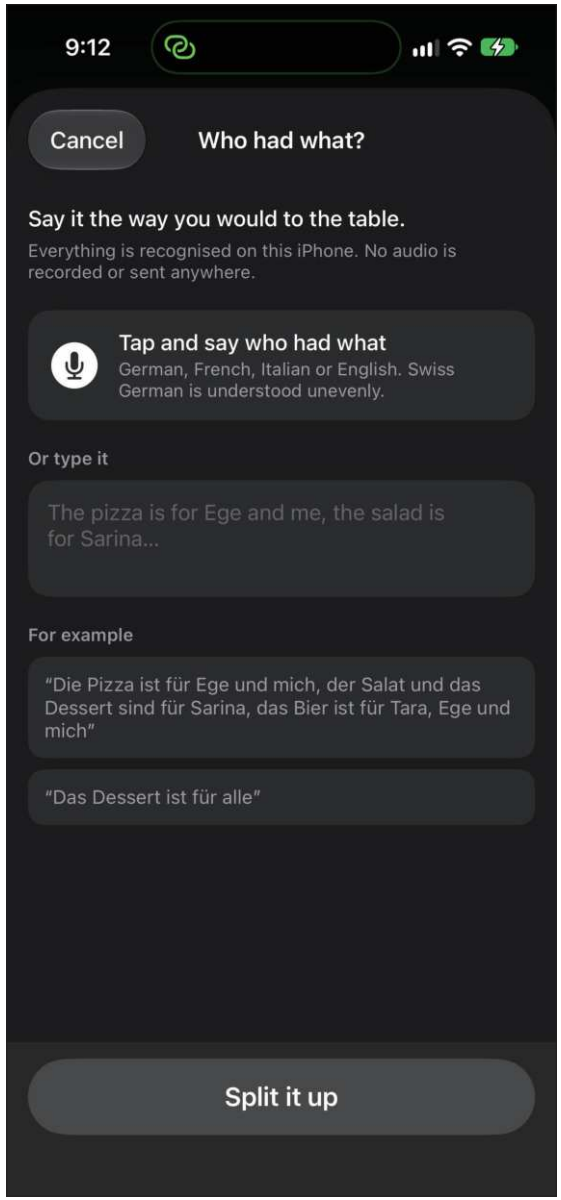
Take a photo, say who had what, watch the receipt split itself, confirm, everyone gets their request. That sequence is the whole product.



Img 02: Split amount



Img 03: Scan the bill



Img 04: share who had what with voice recognizion

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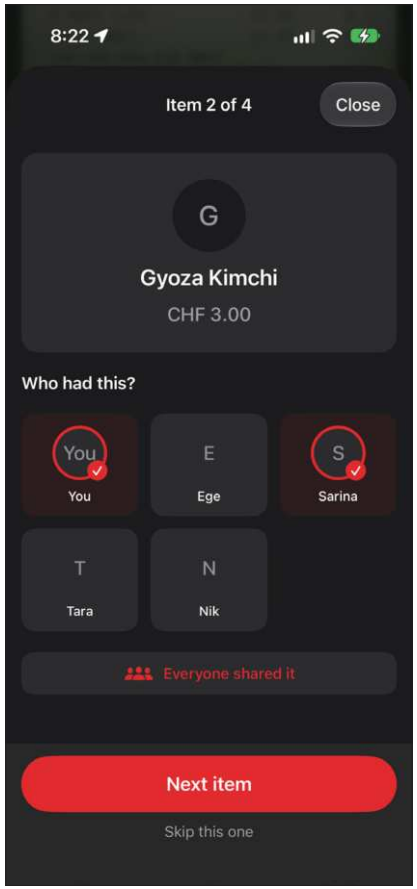
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Proj. 01
Billit

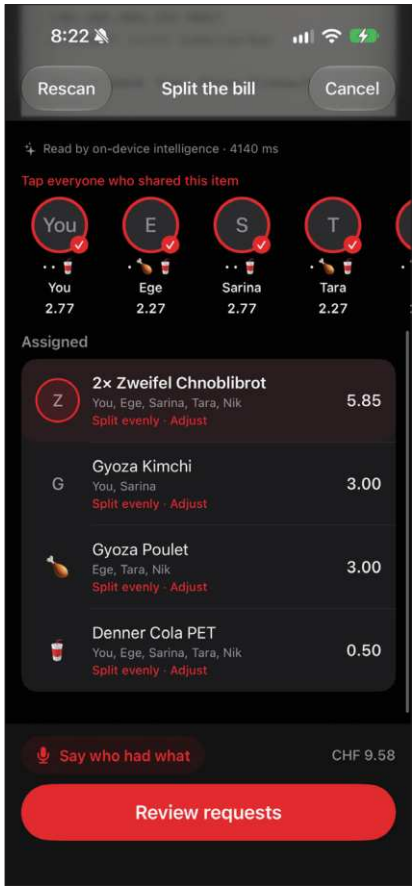
AI bill splitting for the Raiffeisen TWINT app on iOS, on-device, privacy first with a cloud fallback



Img 05: on-device intelligence scans the bill



Img 06: Walk trough the items one by one



Img 08: all assigned



Img 09: recipe review

how it works

Reading the bill

The app finds the document edges, corrects the perspective and reads the receipt on the device, highlighting items, quantities and prices as it finds them. On this receipt it took 2.1 seconds. Plain OCR would only give text. It would not know that an item and a price two columns away belong together, or that a tax line is a disclosure rather than a charge. So the model is asked for meaning instead of characters.

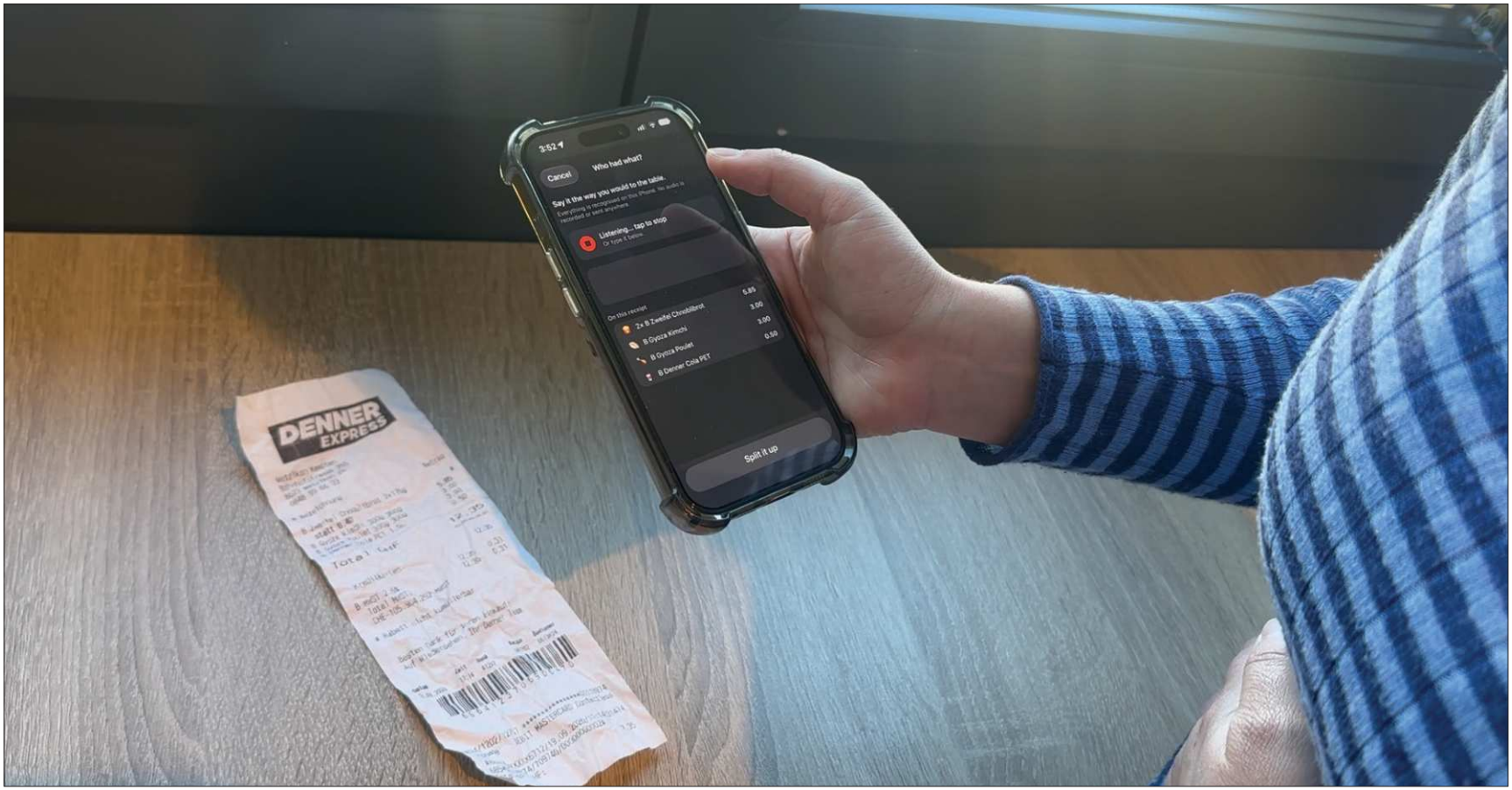
Seeing the split

The division is shown, not calculated out of sight. Each item lifts off the receipt and travels to the person who ordered it. Anything wrongly assigned is dragged across with a finger, so a mistake costs a second.

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Proj. 01
Billit

AI bill splitting for the Raiffeisen TWINT app on iOS, on-device, privacy first with a cloud fallback



Img 10: speech analyzer

functions

The decision the project rests on
The model is never allowed to produce a price. Vision reads the receipt and returns every line with its position and the amounts printed on it, and that is treated as the truth. The model only says what a line means, keyed to its line number. The price comes from what was actually printed there. If the model is wrong, a row goes missing and you can see it and fix it. It cannot invent a charge, because it is never asked for one. Assignment works the same way: only the people at the table exist in its output.

Privacy by default
A receipt reveals where you were, when, with how many people and what you consumed. Scanning, understanding, speech and reasoning all run on the iPhone, and nothing is sent anywhere. Older devices cannot run the model, so the concept allows a cloud fallback, deliberately narrow: a self-hosted open model, encrypted, nothing retained, and the user told when it happens.

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Proj. 02 Ticket Vending Machine

User-friendly ticket purchasing in public transport



Img. 16: ZVV Ticket Vending machine

Project description
https://www.anjafritschi.ch/projects/ticketvendingmachine

Year:
2023

Typ:
Redesigning the service of purchasing a ticket

Context:
Developed in the Graphical User Interface study module at the Zurich University of the Arts.

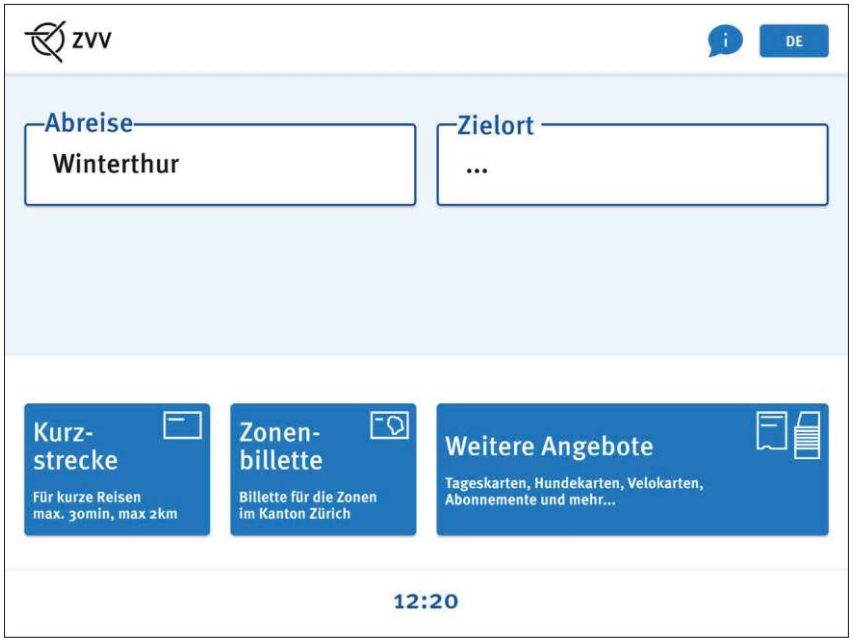
Team:
Tara, Andreas, David & Anja

Short description
For the project, we completely redesigned the ZVV interface with the goal of making ticket purchasing in the canton of Zurich clearer and more user-friendly. We focused particularly on the zones and ticket logic, as many users find the existing process confusing and often fear purchasing the wrong ticket. Through targeted improvements, we aim to make orientation during ticket purchasing easier and strengthen user trust.

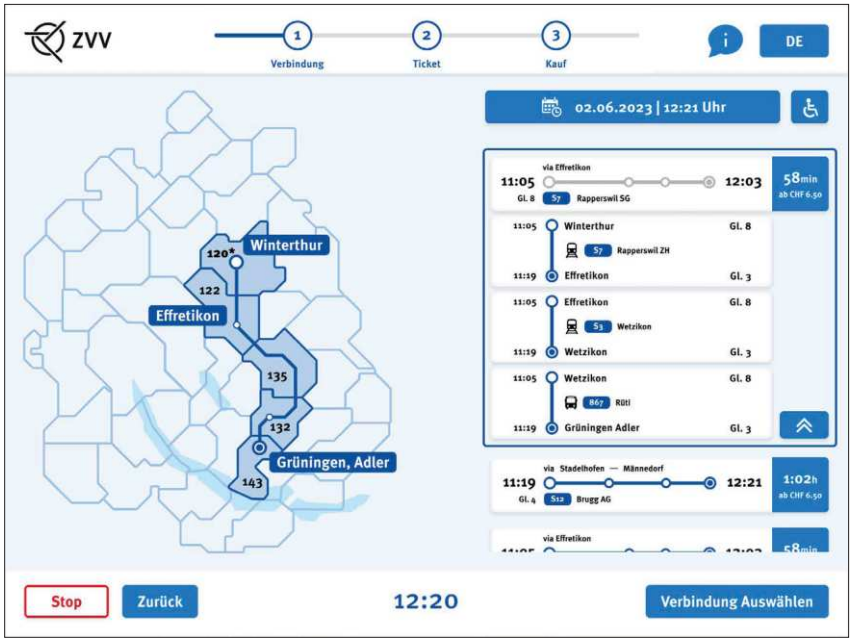
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Proj. 02 Ticket Vending Machine

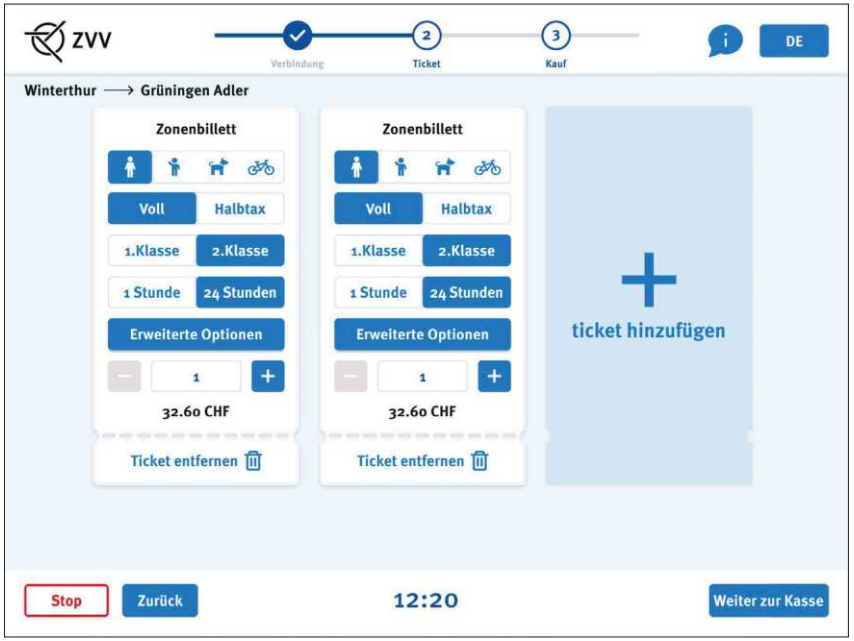
User-friendly ticket purchasing in public transport



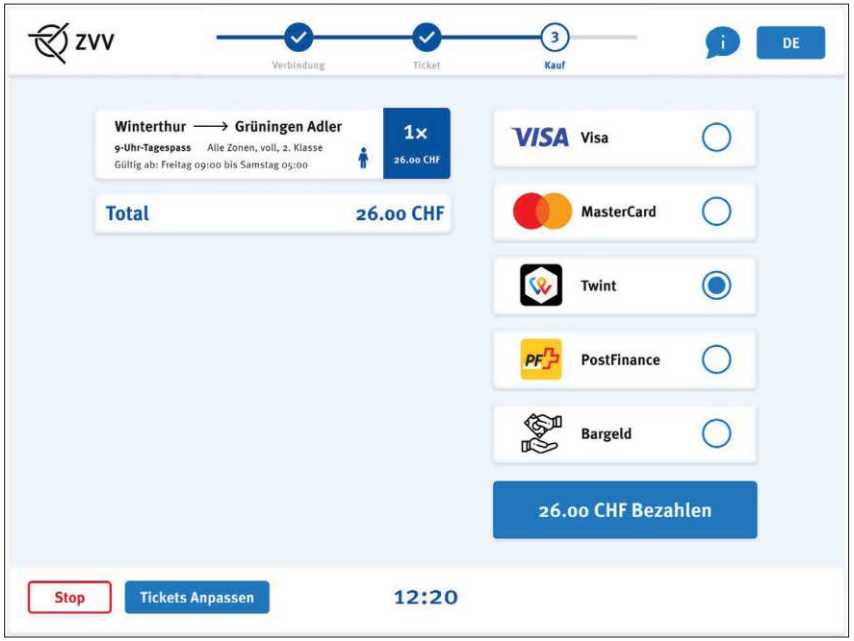
Img 17: Startscreen



Img 18: Route choice



Img 19: Ticket



Img 20: Checkout Screen

Impressions

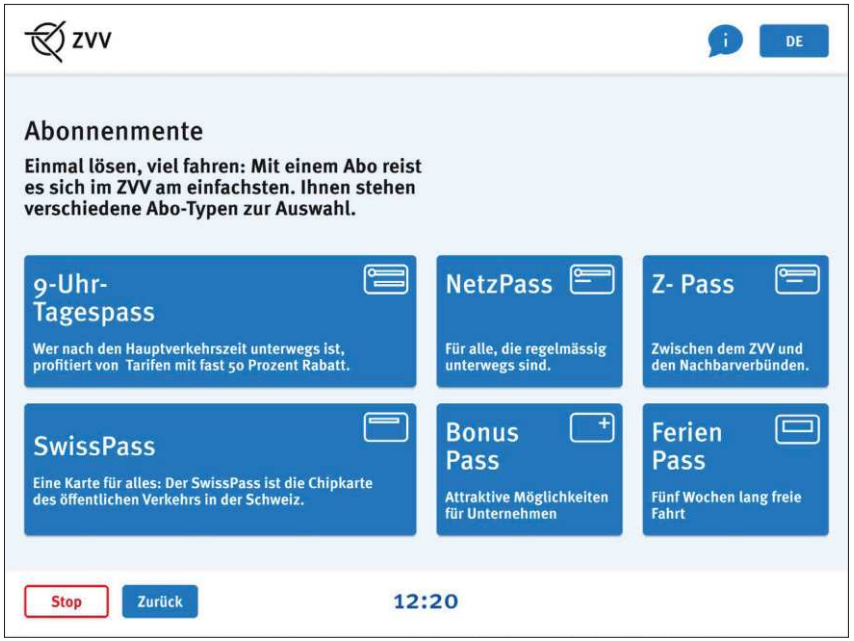
Application as
Junior UX Designer

Portfolio Anja Fritschi, Bachelor of Arts in Interaction Design and certified Draftswoman in Architecture (EFZ).

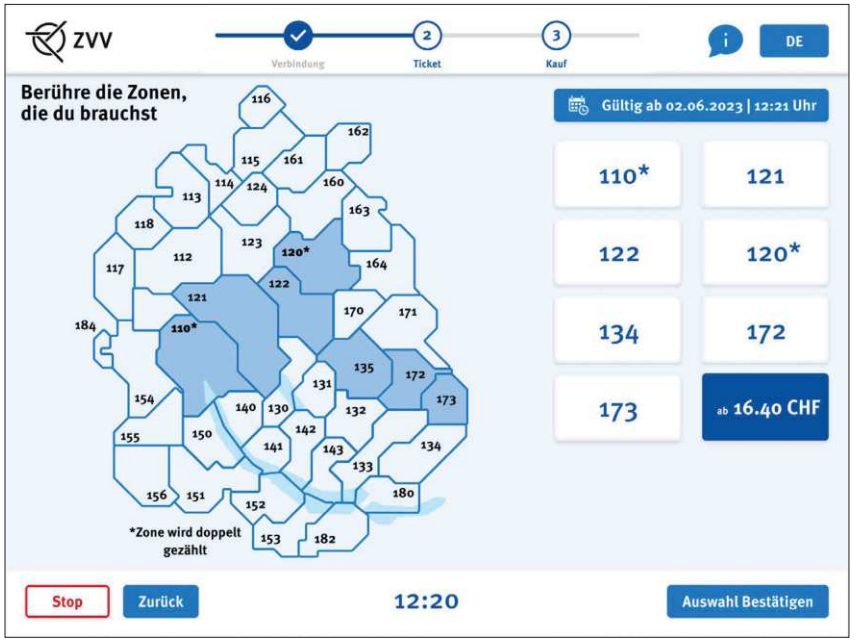
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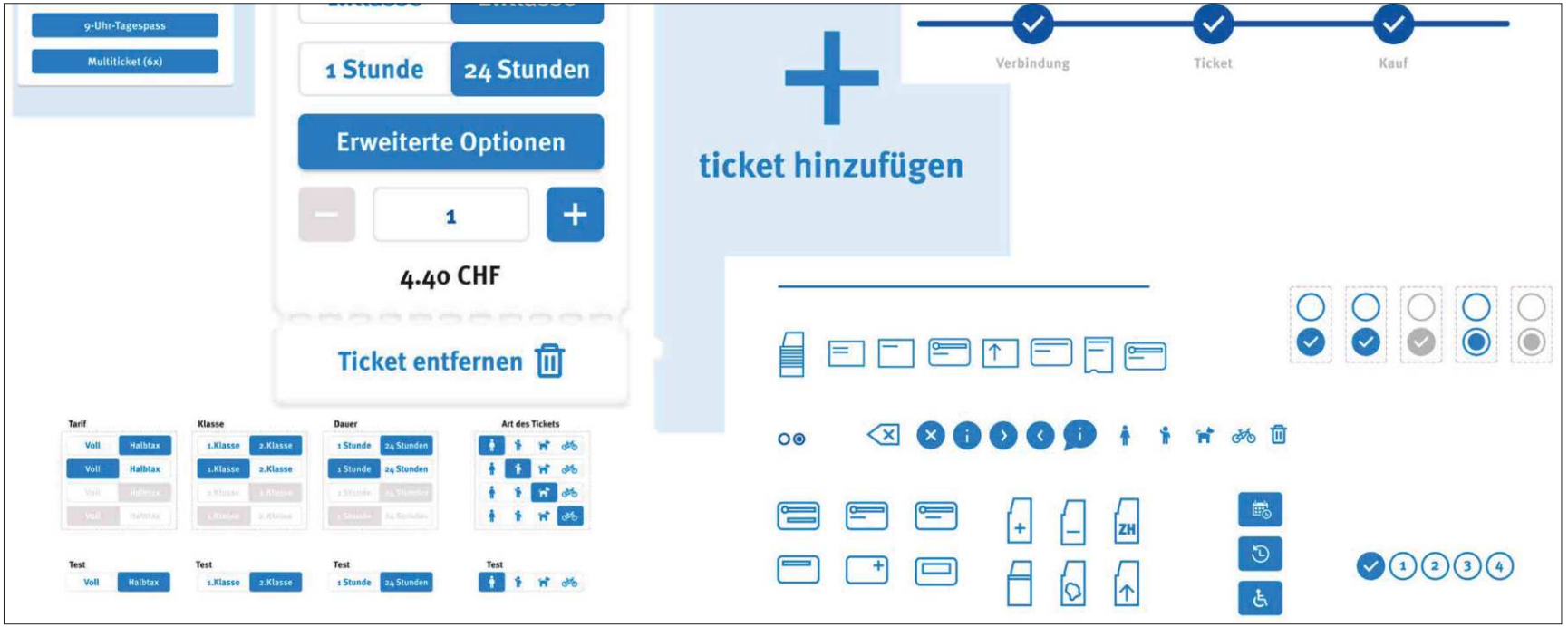
User-friendly ticket purchasing in public transport



Img 21: different ticket options



Img 22: choose the zones you want to travel



Img 23: Design components

Impressions

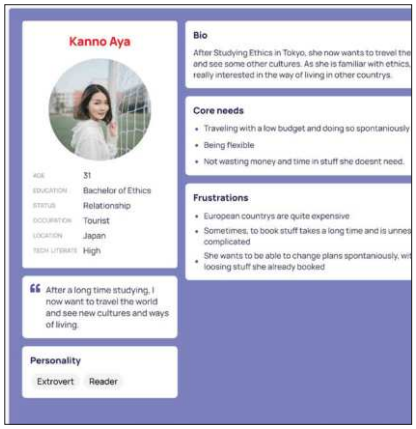
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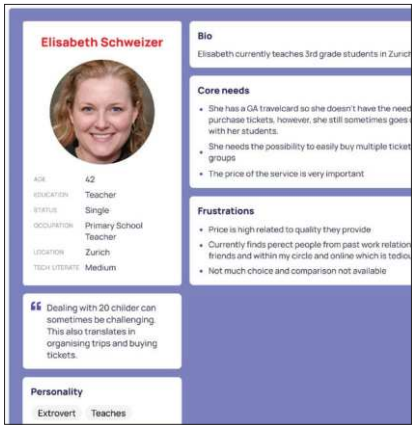
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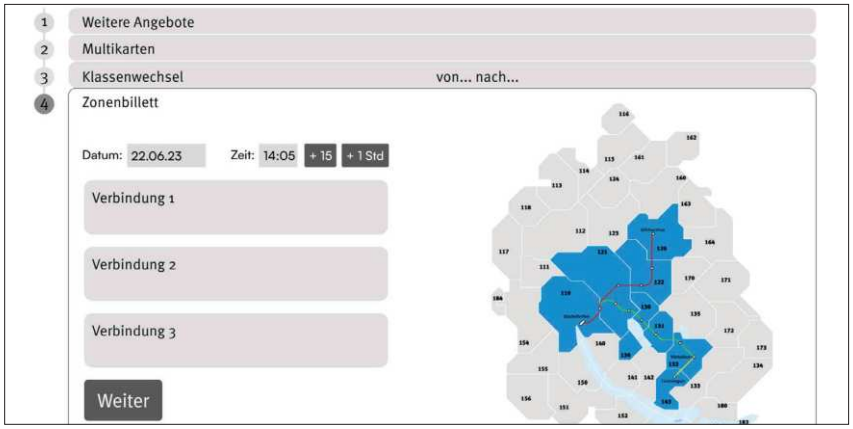
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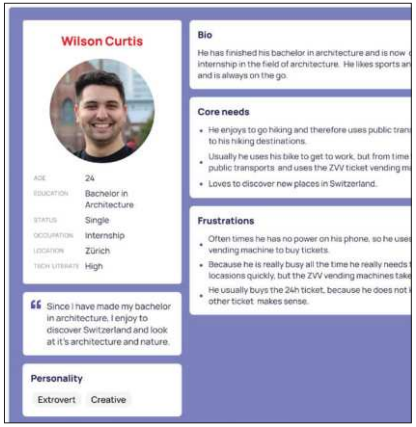
User-friendly ticket purchasing in public transport





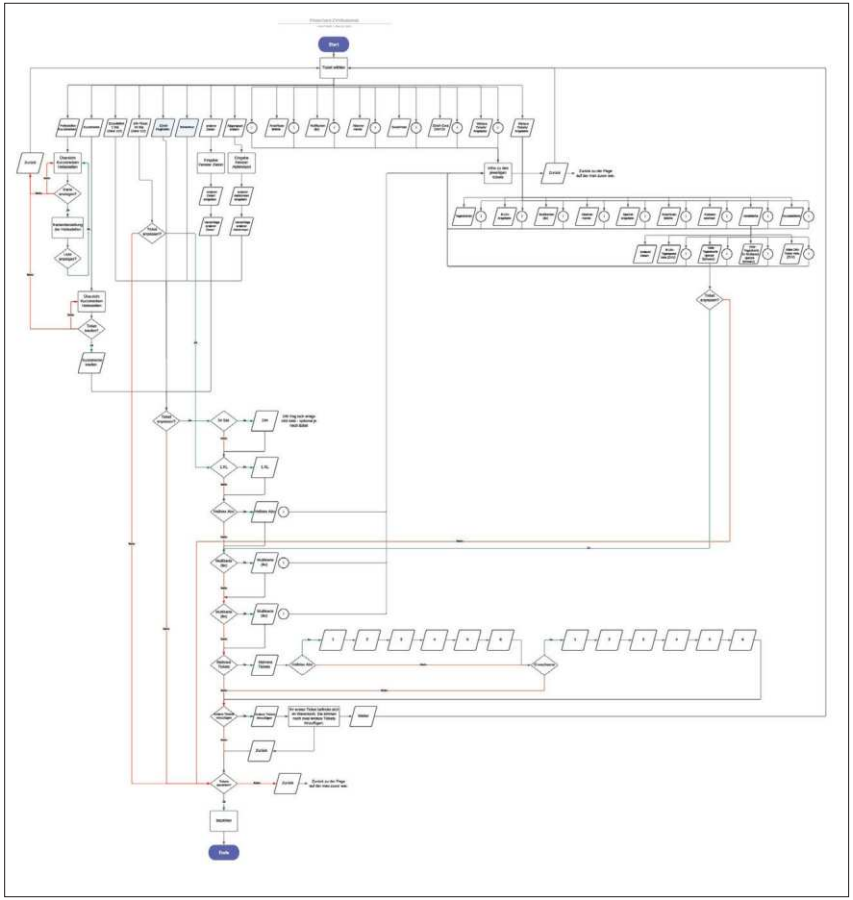


Img 28: early Wireframes





Img 24-27: Personas



Img 29: User Journey

Process

Insights from User Interviews

The redesign of the ZVV user interface began with intensive research. We started with interviews at Zurich's main train station to find out how people generally perceive the ticket machines. We found that most commuters and travelers at train and tram stations are stressed and that the machines are particularly confusing for tourists and older people. With the knowledge we gained, we created personas, user flows, and initial low-fidelity wireframes.

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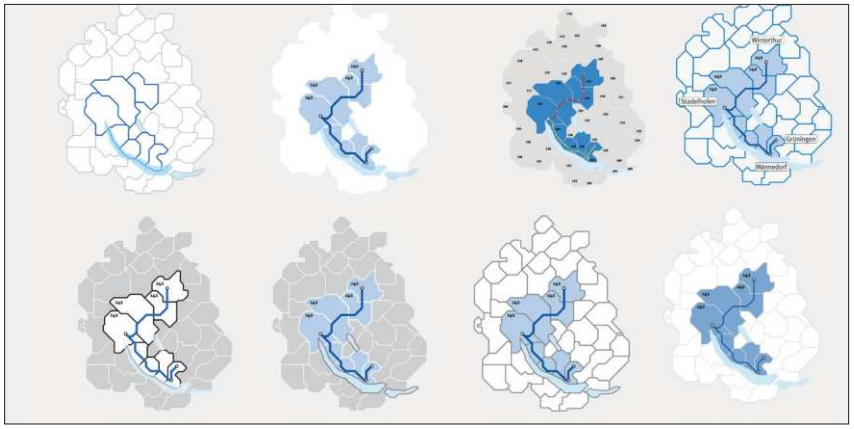
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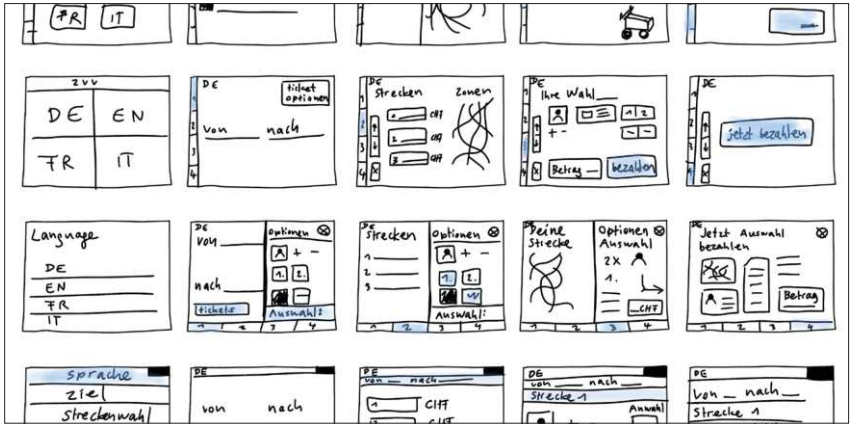
User-friendly ticket purchasing in public transport

Start Screen	• Looks a bit outdated • Reverse connection button - Is it needed? • Is the "verbindung suchen" button needed? • Space bar on keyboard, close keyboard
Select Connection	• It's not totally clear whether a connection is selected or not • Map is still overloaded, info is too small and sometimes unnecessary • Date selection is unclear, buttons don't make sense • Scroll indicator is missing. Maybe implement it or buttons to scroll through available connections
Modify Ticket	• Buttons are too bold • Repetition of options at "Erweiterte Optionen" • Remove ticket button feels out of place • Adding multiple tickets of the same kind is difficult
Pay for Ticket(s)	• Payment methods don't look clickable enough • Missing payment confirmation screen • Buttons to edit tickets
Further Options	• Too much text, cards seem to not be organized in any specific way and the size variation is a bit confusing • Getting an overview of available options takes too long
Select Zones	• Confusing for non-swiss people

Img 30: Feedback filtering



Img 31: different visualisationstyles of the zonen und routes

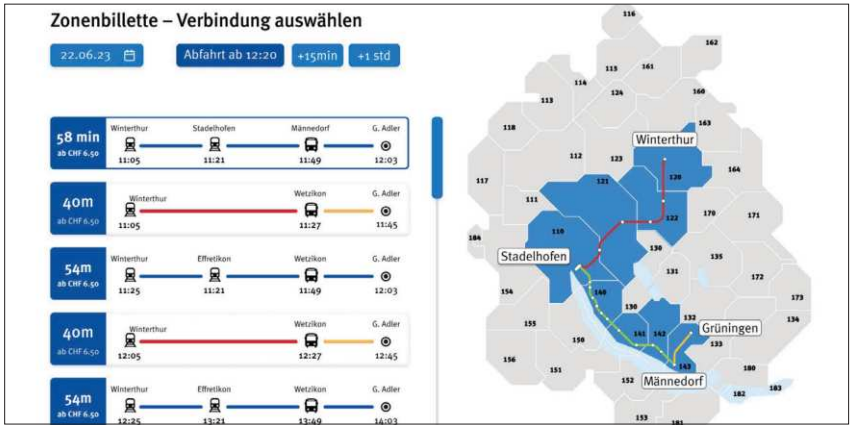


Img 32: Sketches

Process

Test Phase & User Insights

For the initial usability tests, we asked people from our circle to test our rough design. The participants were asked to select their destination, search for a connection, adjust their ticket, and complete the purchase. The goal was to get an initial feel for the user experience and to identify potential problems early on. The collected feedback was analyzed in detail and formed the basis for targeted improvements to the design.



Img 33: first prototyp choose connection

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Proj. 03

equilim

a wearable real-time motion-stability monitoring after Deep Brain Stimulation.



Image 34: The wearable sensor and the patient app

Project description
Transparency statement: Some images were enhanced using AI systems for presentation purposes. The original demo video is available here:
https://youtu.be/LOqi8Cy0-yk

Year:
2026

Typ:
Interaction Design · Physical Computing · UX/UI (hardware + software)

Context:
Self-initiated, an evolution of "Parkinson's Motion Monitor" (2025)

Team:
Anja Fritschi (solo: design + engineering, with AI-assisted coding)

Short description
Parkinson's patients who undergo DBS need to see whether the surgery is helping, and their clinicians need objective data on how motor stability changes before and after the operation. Equilim turns a small wearable sensor and an iPhone into a home measurement tool. Each day the patient holds the sensor still for thirty seconds; on-device signal processing turns that into a single 0 to 100 stability score. The patient sees a calm, encouraging view that is built to never discourage, while the clinician opens a separate dashboard with the full picture: raw waveforms, a before and after comparison around the surgery date, a day-by-day calendar, automatic detection of invalid tests, and the ability to flag a test with a note delivered straight back to the patient.

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Proj. 03

equilim

a wearable real-time motion-stability monitoring after Deep Brain Stimulation.

Impressions



Image 35: The patient Home screen and the body-worn sensor, paired and ready for the daily test.

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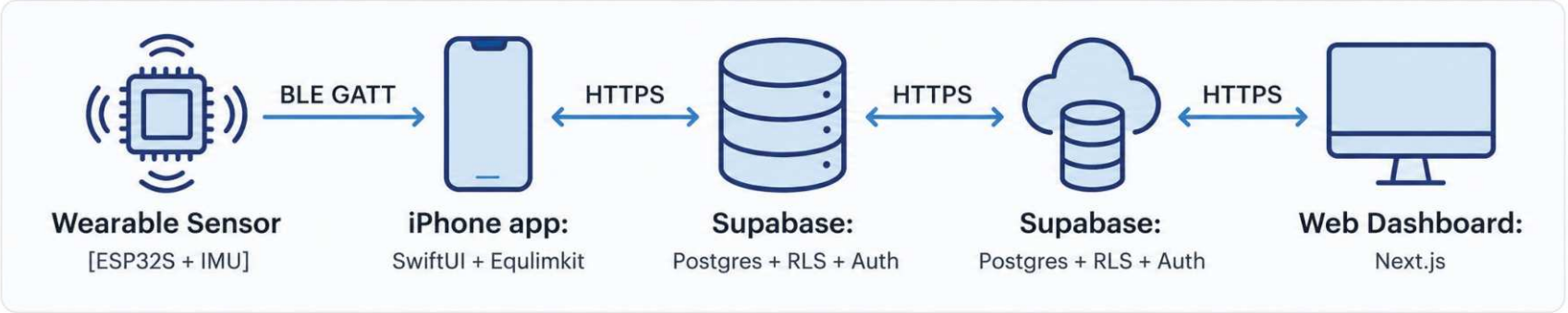


Image 36: System architecture: sensor, phone, backend, dashboard, joined by two fixed contracts

Tech stack

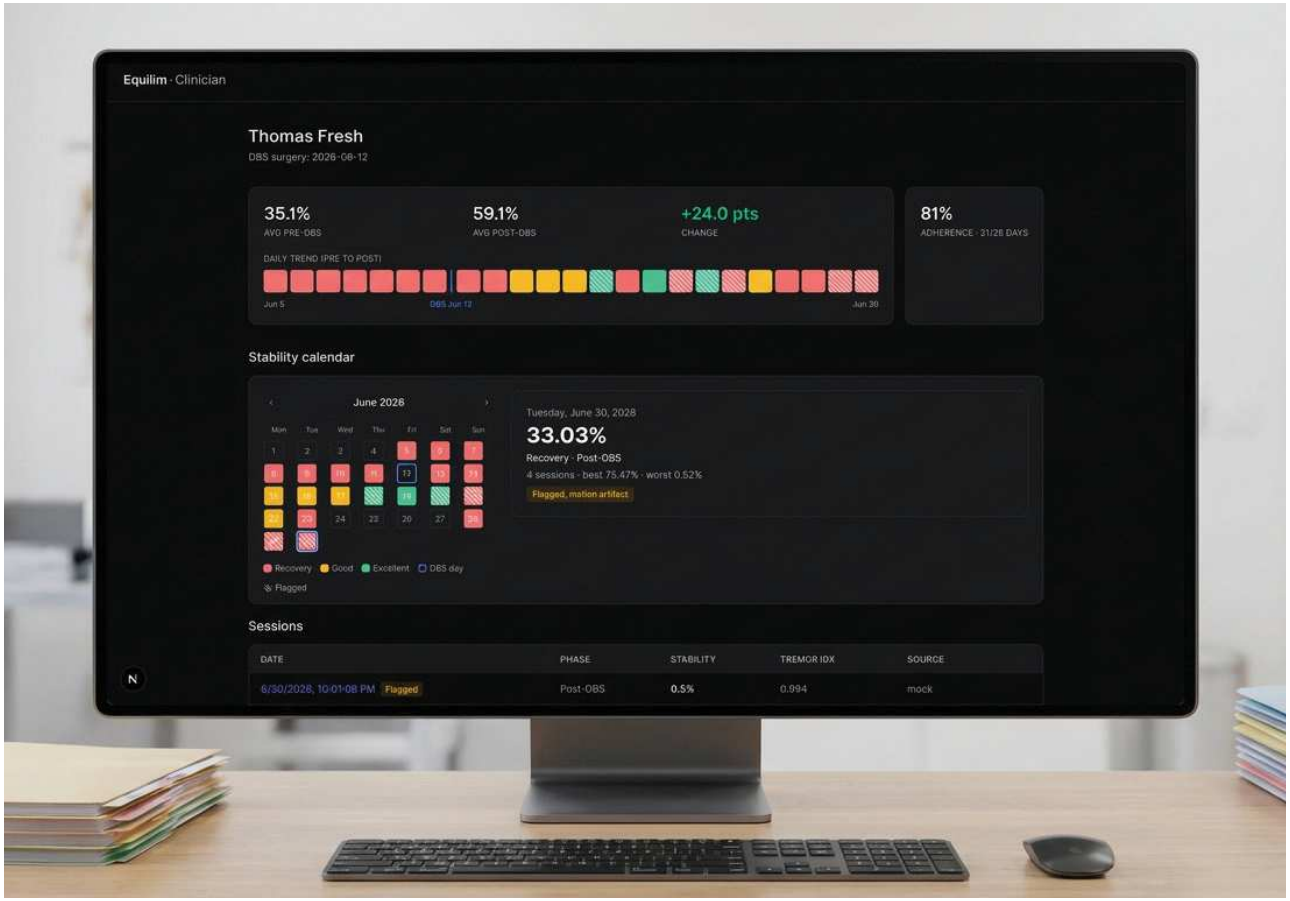


Image 39: The clinician dashboard



Image 37: The sensor on its hand wrap



Image 38: The sensor's screen

Application as
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Website: anjafritschi.ch

Proj. 03

equilim

a wearable real-time motion-stability monitoring after Deep Brain Stimulation.

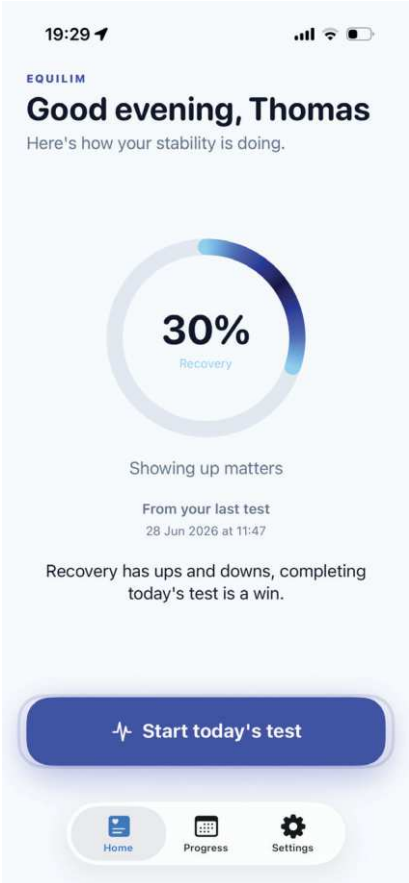


Image 39: Homescreen

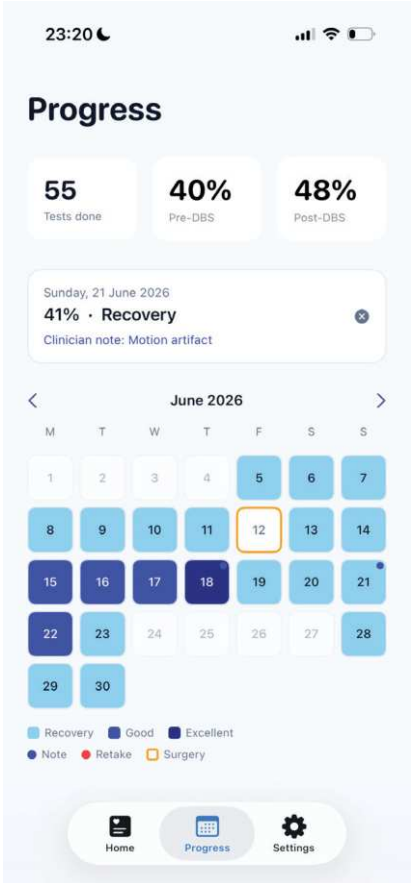


Image 40: Process

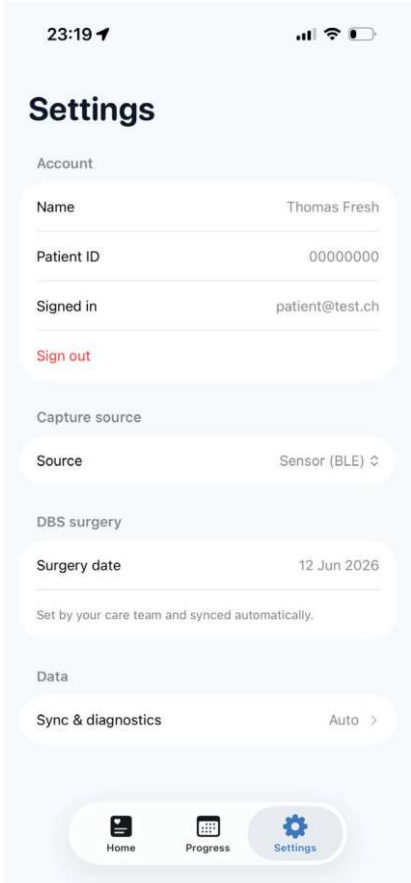


Image 41: Settings

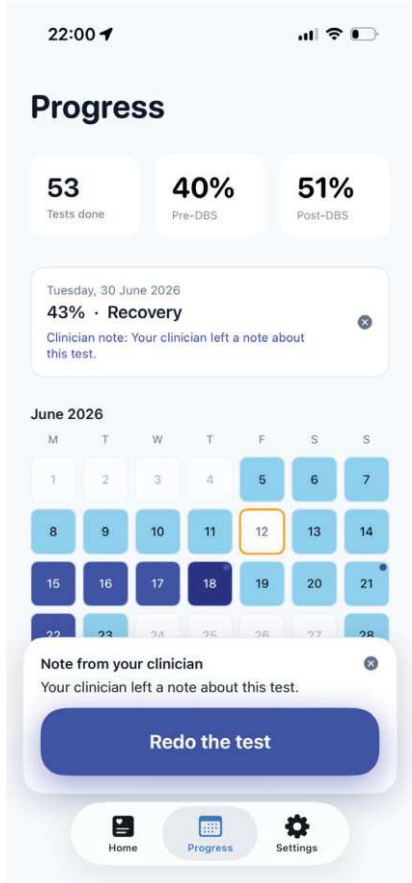


Image 42: Notification request to redo the test

Functions

Designing the patient side as a calm ritual
The hardest design constraint here was emotional, not technical. Someone measuring their own recovery every day is fragile to discouragement, so the patient app is built so that it structurally cannot discourage. Every line of patient-facing text passes through a single module that can only phrase things supportively, so a dip becomes “Recovery has ups and downs, completing today's test is a win.” The colour system is all blue, never red, so the lowest band reads as calm rather than as failure. The whole interaction is built for unsure, older hands: one large button on the Home screen instead of hidden in a tab, generous spacing, big type, and headers that stay in place so nothing jitters between screens. When the clinician leaves a note it surfaces here too, and a request to retake the test appears as a clear, dismissable card.

Image 46: automatic sync through BLE

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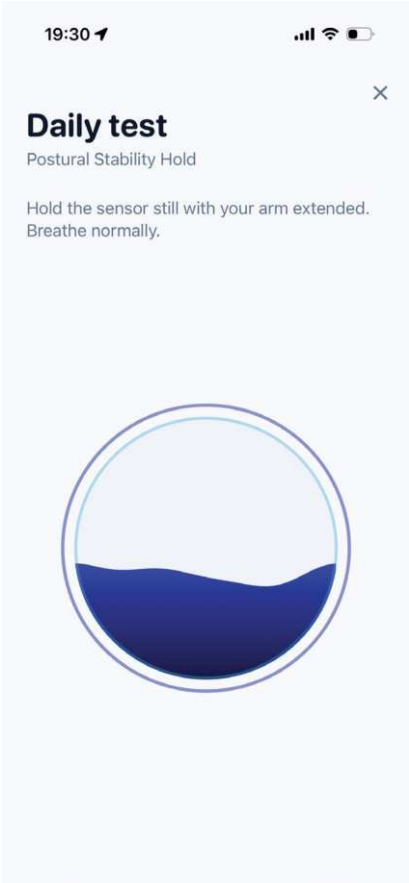


Image 47: The test begins



Image 48: The orb fills over thirty seconds

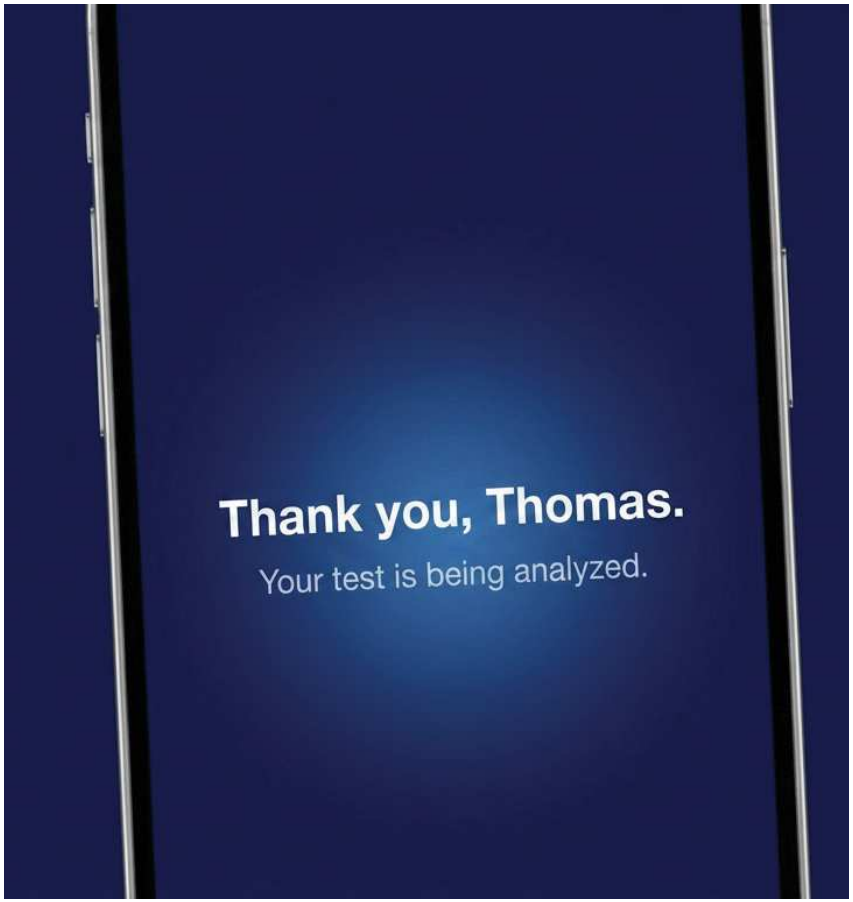


Image 49: The Finish: a warm glow and a personal thank-you

Functions

Thirty seconds

The test itself is a water orb that slowly fills over thirty seconds with no live number at all, because watching a score climb in real time would turn a measurement into a performance and add pressure. A ring around the orb reacts gently to movement, so it still feels alive without judging. When the test ends, the screen blooms into a soft blue glow with a short, personal thank-you while the data is analysed in the background. The reward is warmth, not a verdict.

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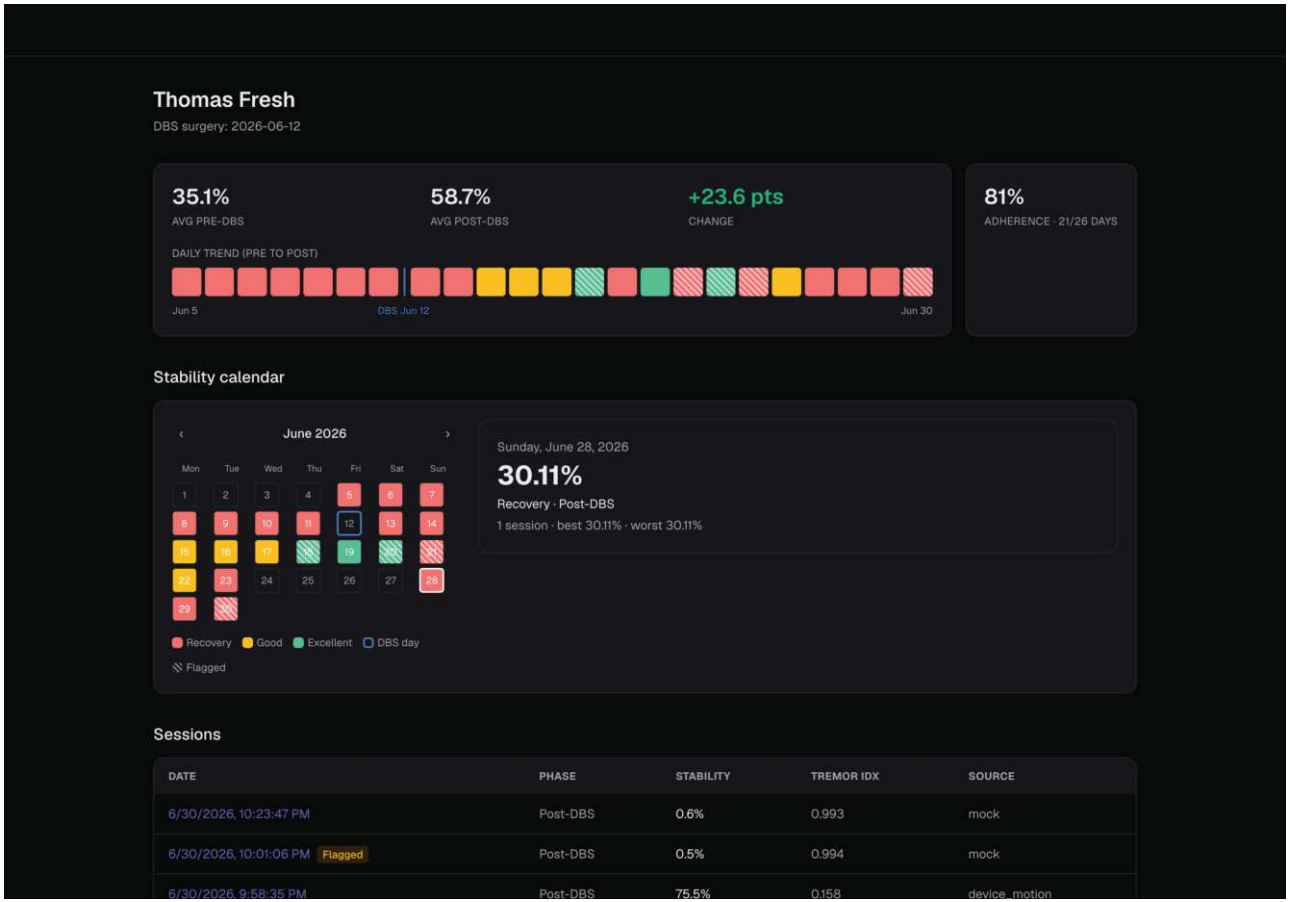


Image 50: The clinician overview: before and after the operation, adherence, trend and calendar in one view

Functions

The clinician's view

The clinician dashboard is the opposite of the patient app on purpose. Where the patient sees calm and encouragement, the clinician sees everything: the average stability before and after surgery and the change between them, a day-by-day trend with the operation marked on it, an adherence figure, and a full calendar anchored on the DBS date. Selecting a day reveals its score, band and number of sessions. The colour language here is clinical, with red, amber and green, and the whole surface follows the clinician's own light or dark system setting. It is a tool for reading an outcome over weeks, not a daily nudge.

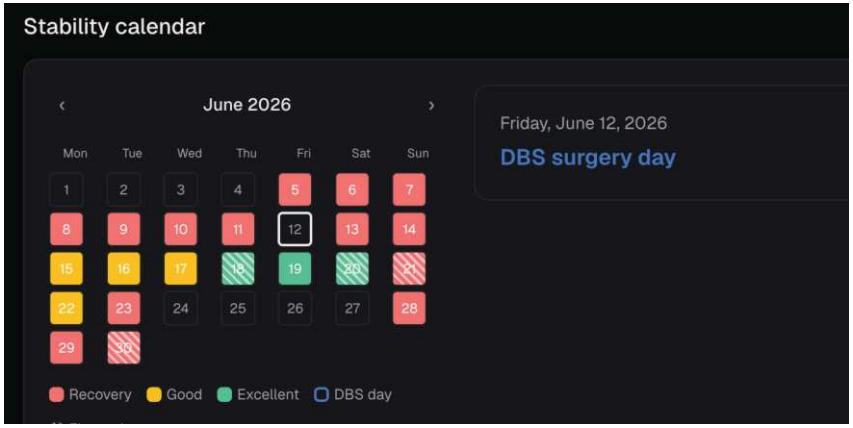


Image 51: Selecting a day, with the DBS surgery day called out.

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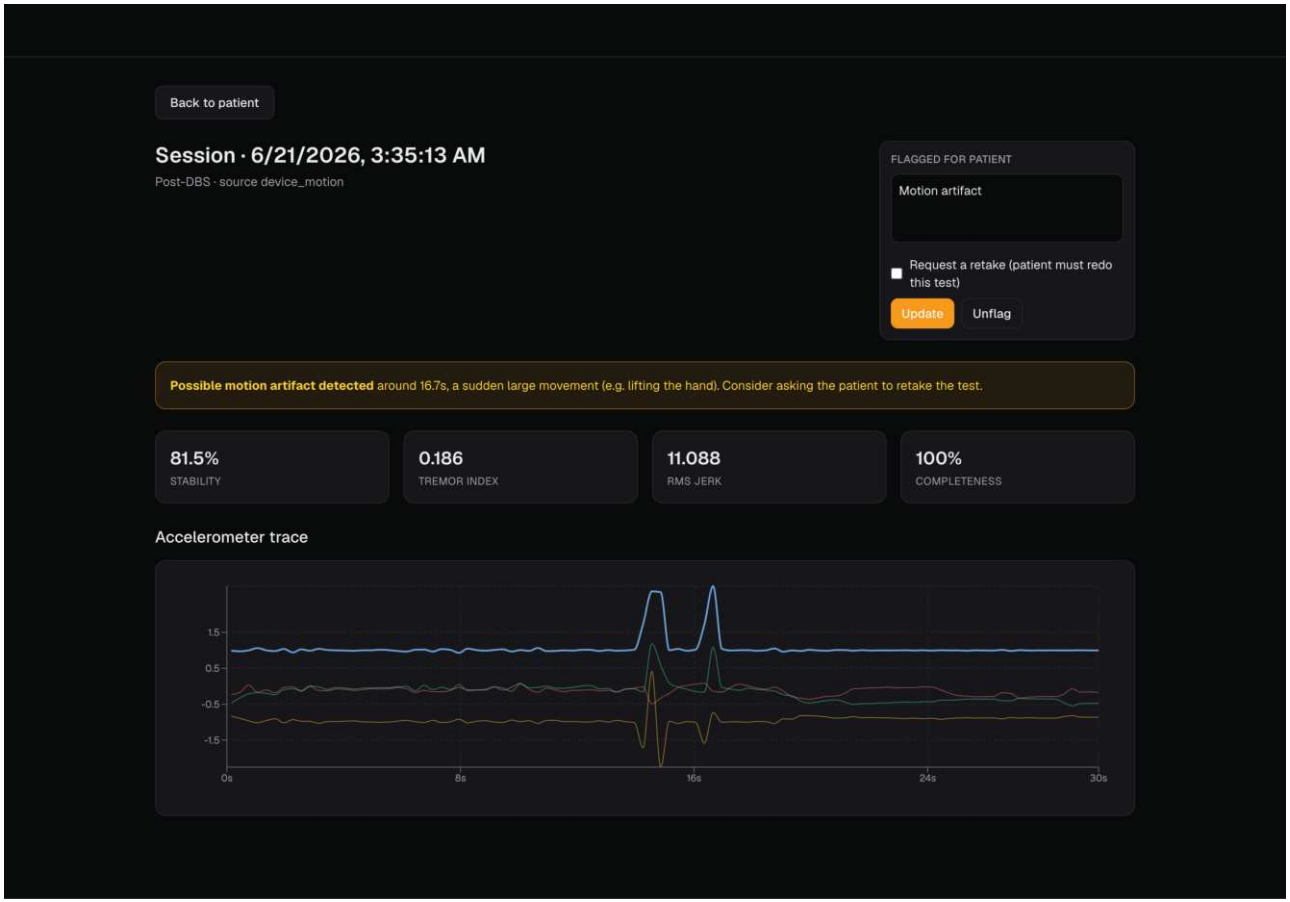


Image 52: The clinician inspects the raw waveform, sees the automatic artifact warning

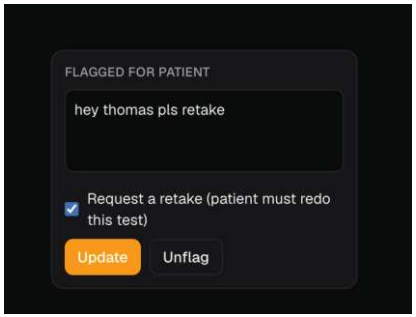


Image 53: flags the test with a note and a retake request

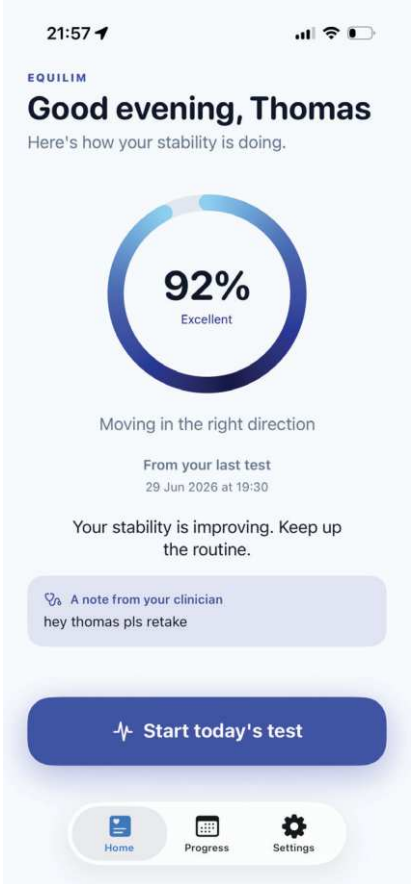


Image 54: retake request delivered

Functions

Turning noise into a message

A single test can be ruined by one large movement, for example lifting the hand, which would otherwise read as a misleadingly high score. Equilim detects that automatically and warns the clinician where in the recording it happened, turning a noisy line into an actionable signal. The clinician can then flag the test, write a short note, and optionally request a retake. That message travels straight back to the patient: the note appears on their Home screen, the affected day is marked on their calendar, and if a retake was requested they get a clear button to redo the test. Once they do, the request quietly resolves itself on both sides. This is the loop that makes the data trustworthy and keeps the patient in gentle contact with their care team.

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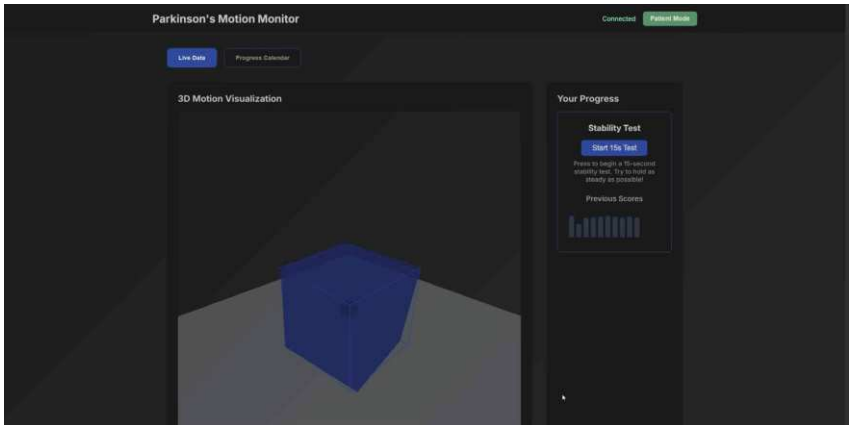


Image 55: 15-second long stability test

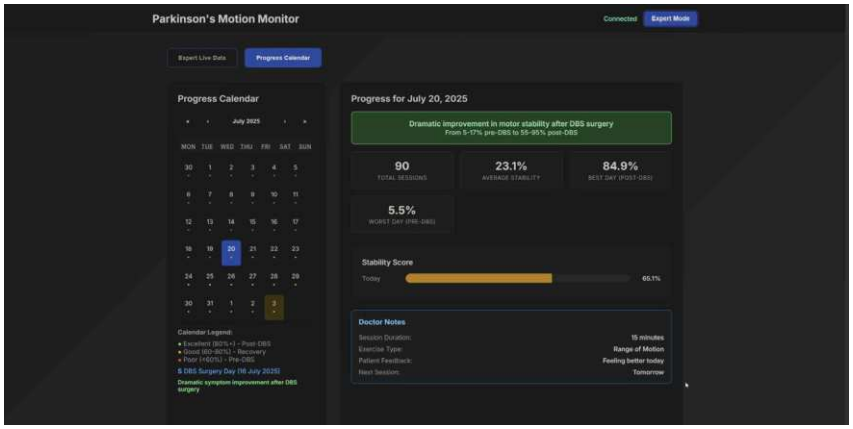


Image 56: Clinicians dashboard

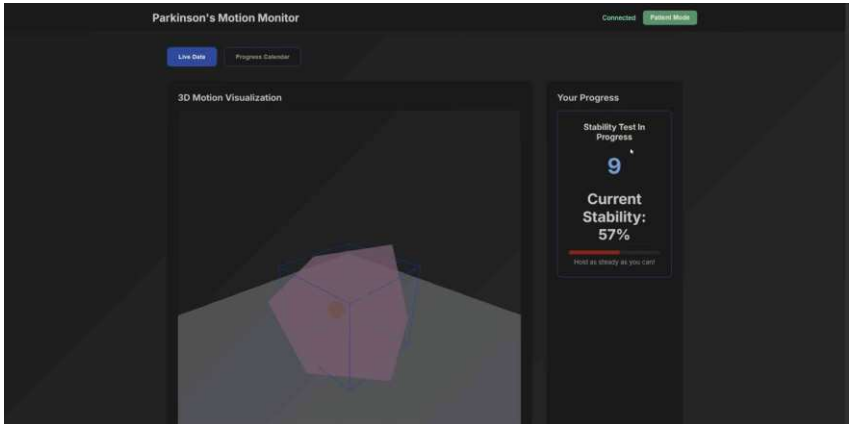


Image 57: live interaction with cube during the test



Image 58: Dataprotocol

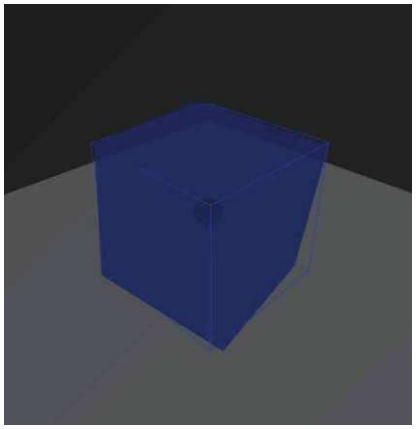
Process

Videoprototype of the Version 01:
https://www.youtube.com/watch?v=GwqpYwUci44

Version 01

Equilim grew out of Parkinson's Motion Monitor, a 2025 browser prototype. A sensor streamed raw motion (acceleration, gyroscope, orientation) over the network to a web page that rendered it as a 3D cube, which turned pink and shook to show tremor, next to a live stability test and a progress calendar. It proved the idea that everyday motion could become a picture of recovery, but it was raw and technical: one screen for everyone, exposed telemetry, no backend or privacy, and no split between what a patient needs and what a clinician needs.

The rebuild split it into a calm patient app and a clinician dashboard on a real, privacy-scoped backend, turned the shaking cube into one gentle score and a recovery calendar, and made every patient-facing word encourage, never alarm. Parkinson's Motion Monitor became Equilim.



mage 59: Blue cube, no tremor

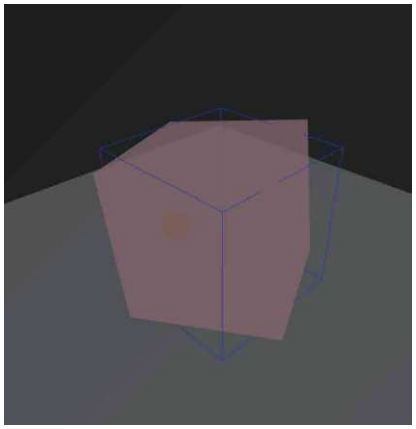


Image 60: Pink cube visualizes the tremor

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Proj. 03

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a wearable real-time motion-stability monitoring after Deep Brain Stimulation.



Image 61: clinicans view

Wrapp up

Conclusion

The iteration rethought all of that. The one technical screen became two purpose-built products: a calm, encouraging patient app on the phone and a detailed clinician dashboard on the web. The raw 3D cube became a single, gentle stability score and a recovery calendar anchored on the surgery date. A real backend was added with proper access control, so a patient only sees their own data and a clinician only sees patients who have consented. The sensor became a self-contained wearable with its own screen, and the experience was rebuilt around the people who use it, with positive-only language, a never-red palette, and a clinician-to-patient feedback loop. The rename from Parkinson's Motion Monitor to Equilim reflects that shift, from a clinical instrument named after a disease to a calmer companion named for balance.

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Proj. 04
CO²Storage

Interactive Data visualization of CO2 Storage



Img 47: Startscreen

Project description
https://www.anjafritschi.ch/projects/co2storage

Year:
2024

Typ:
Data visualization

Context:
Developed in the bachelor's module at the ZHdK with a focus on cooperation with the ETH Crowther Lab and Focus Terra.

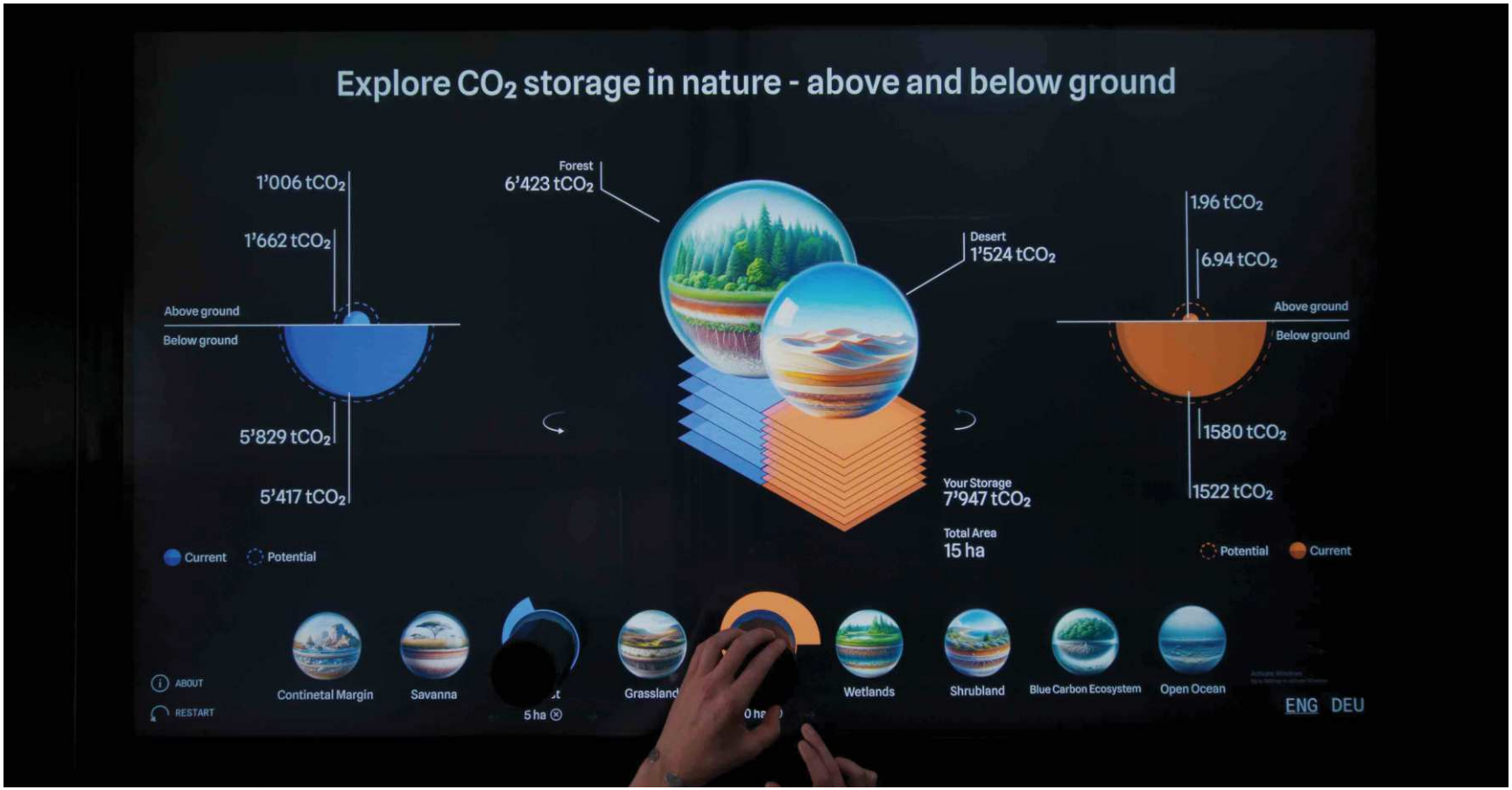
Team:
Tara, Anja, Cyril, Stephan

Short description
Together with the ETH Crowther Lab and Focus Terra, we have developed an interactive table that shows how carbon can be stored both in the soil and in the nature above it. The table is part of an exhibition where visitors can discover nature-based solutions for CO2 storage and better understand global climate data. The aim is to sensitize young people to climate change and inspire them to actively engage with the topic.

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Proj. 04
CO²Storage

Interactive Data visualization of CO2 Storage

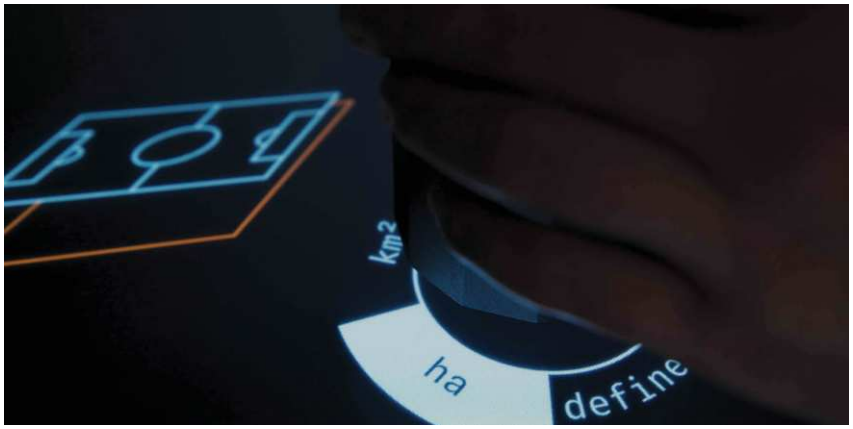


Img 48: Comparison of the two biomes

Impressions



Img 49: Closeup desert



Img 50: Closeup token interaction and area comparison

Application as
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CO²Storage

Interactive Data visualization of CO2 Storage

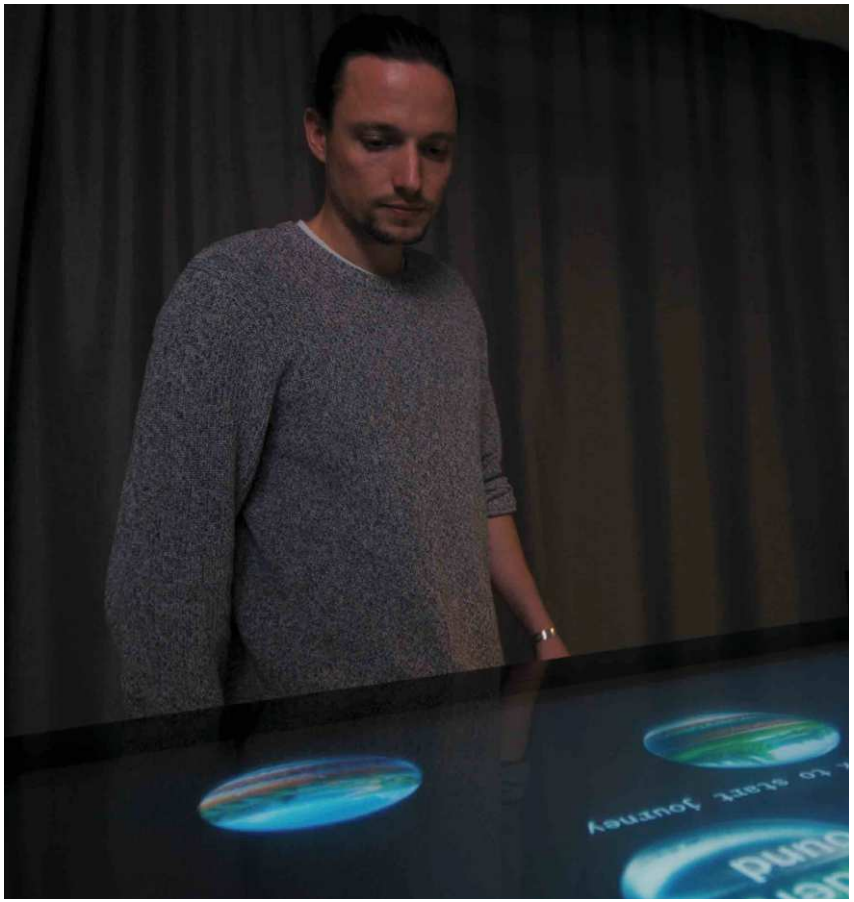


Image 51: Visitor with table

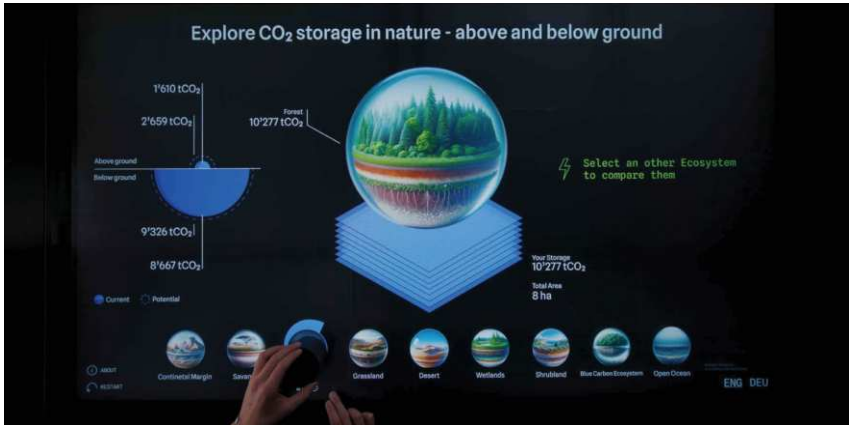


Image 52: active ecosystem

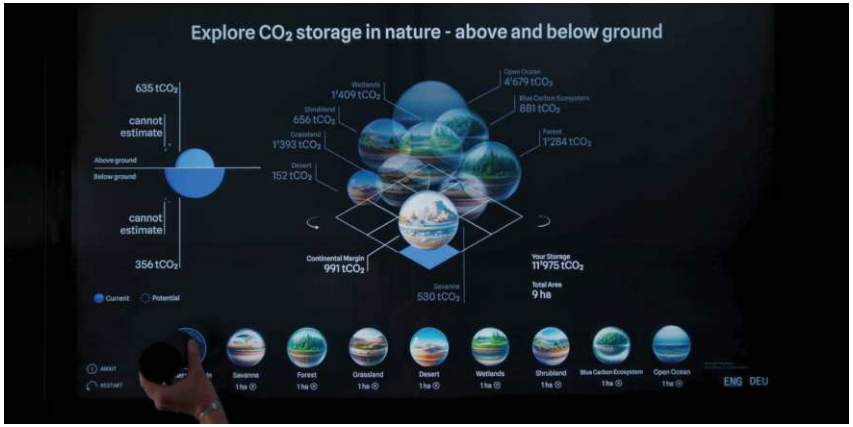


Image 53: Comparison of the current storage and the potential

Impressions

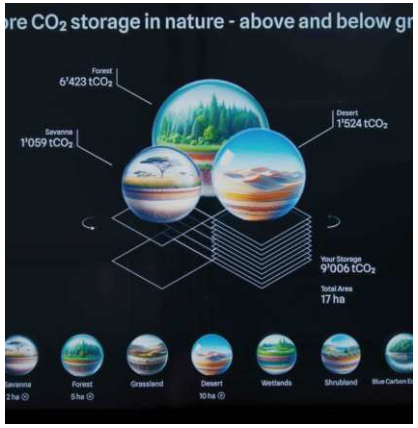


Image 54: Comparison of the CO2 storage

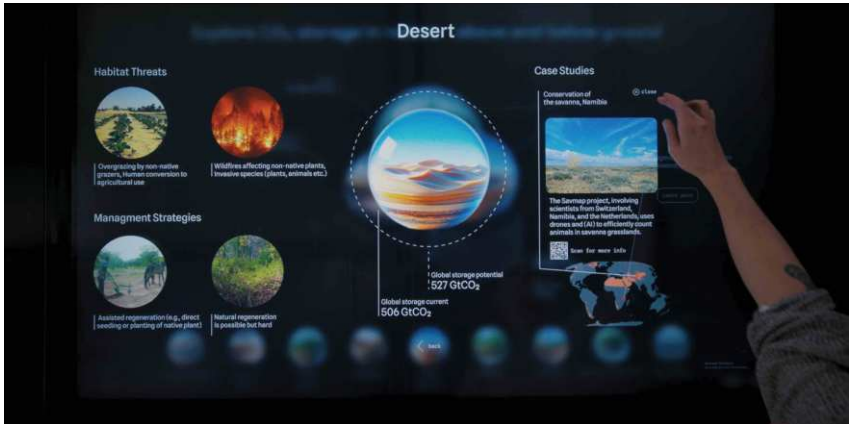


Image 55: More information about the desert ecosystem

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CO²Storage

Interactive Data visualization of CO2 Storage

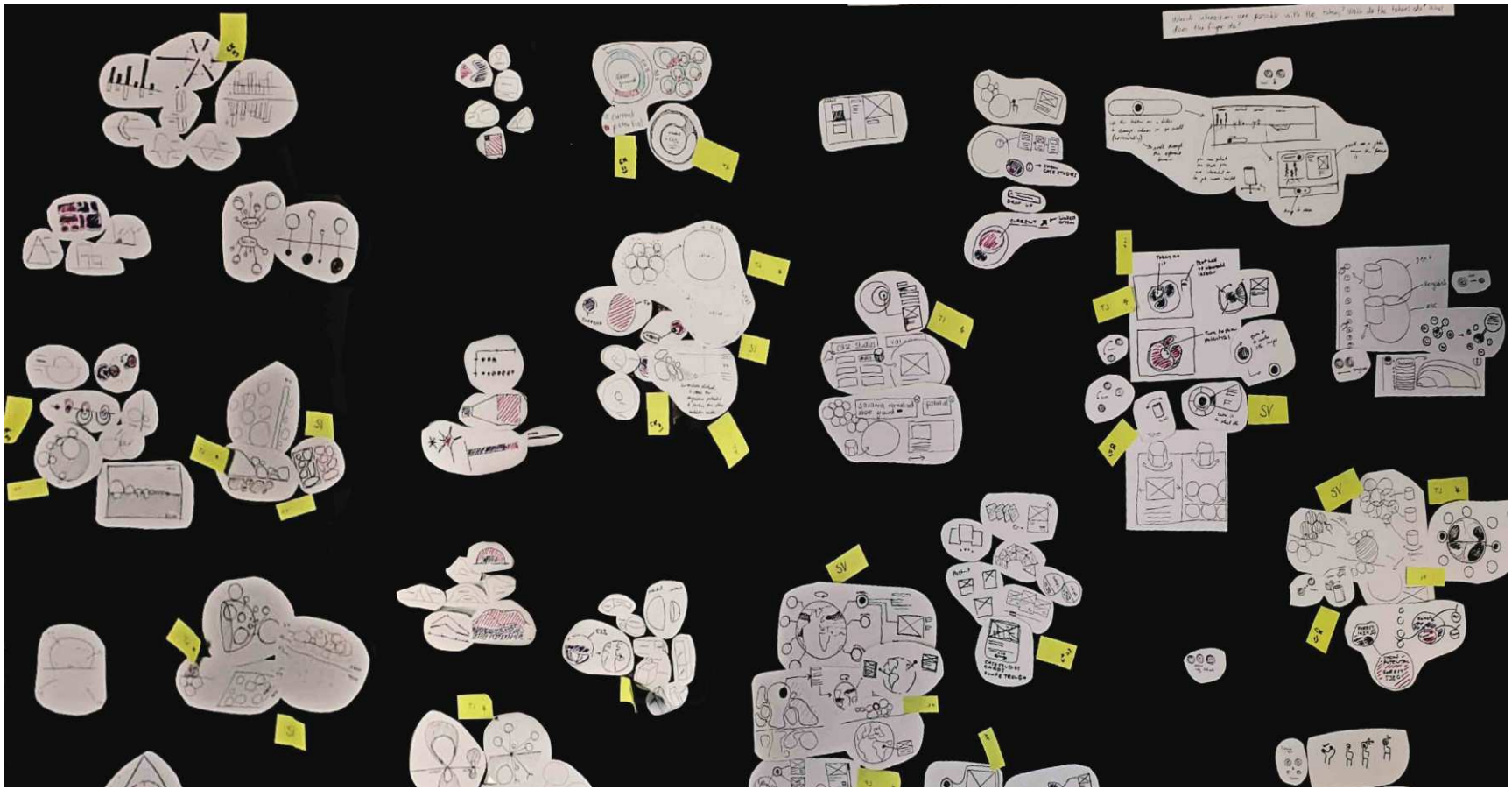


Image 56: Sketches and cluster of visualization ideas

Process

Design through Prototyping and Iteration

The process began with us intensively familiarizing ourselves with the data from the research lab. To develop a solution, we first had to understand the various data sets as well as the goals and motivation of the upcoming exhibition.

Afterwards, we started the design phase with quick sketches. Similar concepts were then summarized and grouped, which formed the basis for the entire design process. Through rapid prototypes, we tested initial ideas and then concentrated on iterating the concepts.



Image 57: Screenshot Figma prototype with all components

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CO²Storage

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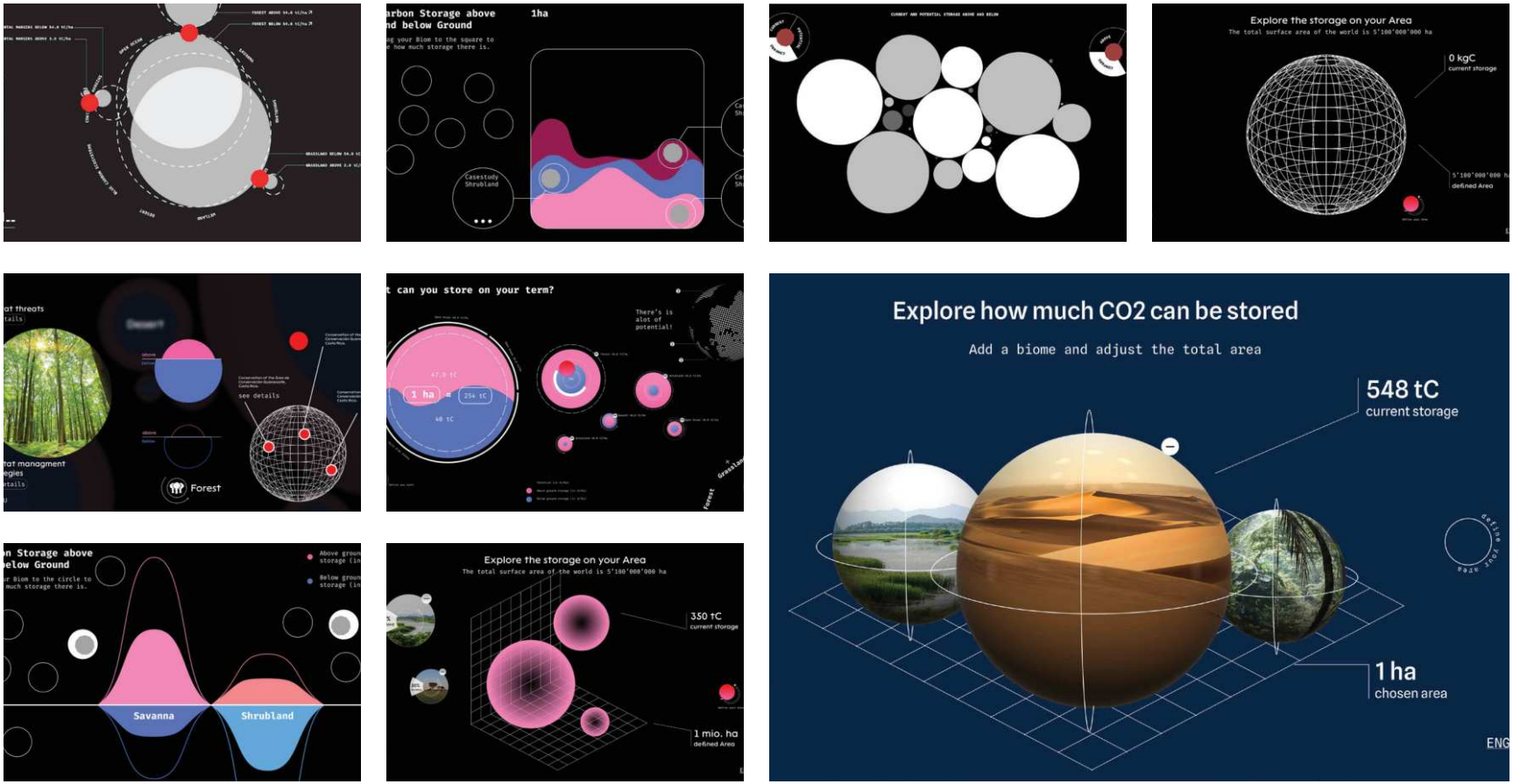


Image 58-67: Drafts of the data visualization

Process

Design through Prototyping and Iteration

We focused on making the data visualization as playful as possible and developing a clear core message for each screen. We also switched from 2D visualizations to 3D spheres to better represent volumetric CO2 data.

A main focus was on simplifying the data, for which we created a size comparison for each unit (m², a, ha, and km²).

With GPT-4, we generated glass-like 3D bubbles that visualize the ecosystems below and above the earth. Based on user testing, we improved the central interactions, micro-animations, and added explanatory texts.



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Proj. 05 Touriski

Learning avalanche safety through play



Image 68: The complete game set

Project description
https://www.anjafritschi.ch/projects/touriski

Year:
2025

Typ:
Board game for teaching avalanche safety

Context:
A bachelor's thesis in collaboration with White Risk and SLF (Swiss Institute for Snow and Avalanche Research). Supported by Skitourenguru and Z-Kubator What's next_Project

Team:
Tara Jenkins und Anja Fritschi

Short description
Would you make the right decisions in the event of an avalanche? Our board game puts your knowledge of avalanche safety to the test. Among snow-covered peaks, risky decisions, and tricky situations, you learn to move safely in the terrain. Avalanche science and interactive game mechanics make life-saving know-how an experiential journey, combining fun and seriousness.
Play along and find out how you would act in an emergency.

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Proj. 05 Touriski

Learning avalanche safety through play

Impressions



Image 69: Game in action

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Image 70: Consequence table

Impressions



Image 71: Game boxes



Image 72: Playing cards

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Impressions



Image 73: Event card

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Proj. 05 Touriski

Learning avalanche safety through play



Image 74: Hazard statistics, Source: slf.ch/en/avalanches/accidents-and-avalanches/long-term-statistics/

Problem Statement

Avalanches. An underestimated danger
Away from the slopes, avalanches pose a considerable risk. In most cases, they are triggered by the victims themselves. The chances of survival drop dramatically after just 15 minutes. Therefore, prevention and quick action are crucial.

Our mission was therefore clear. We want to make freeriding and off-piste sports as safe as possible. By sharpening awareness of the danger and focusing specifically on education, we can make a decisive contribution to preventing avalanche accidents and injuries.

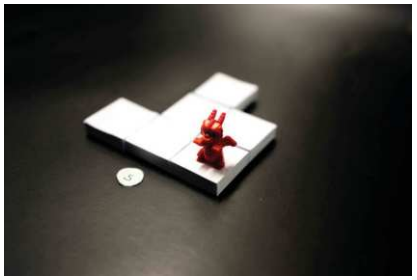
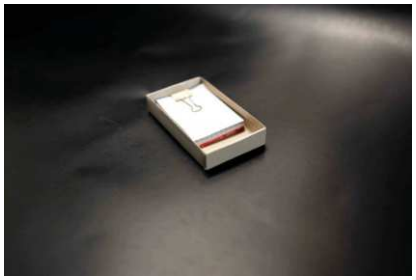


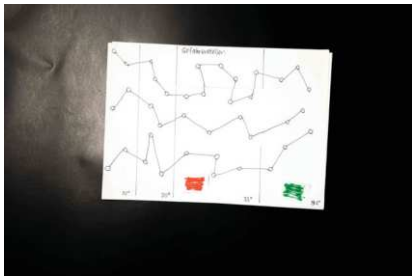
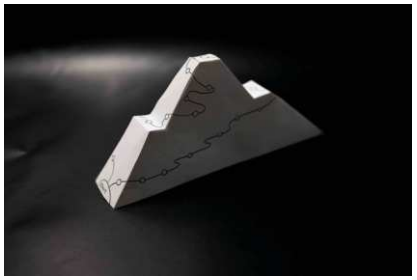
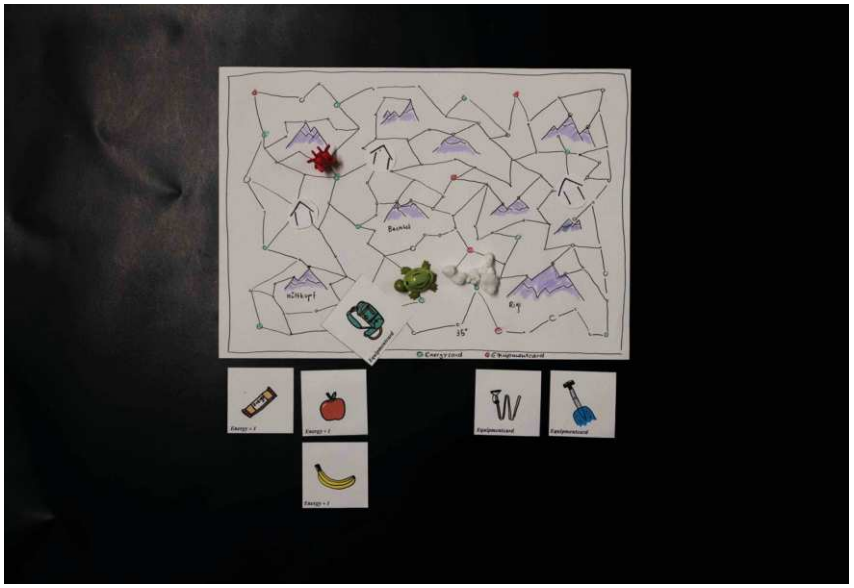
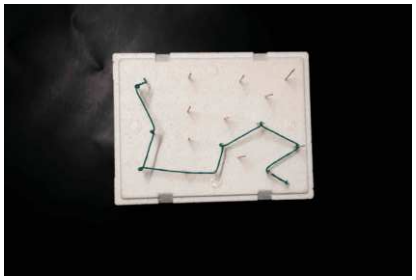
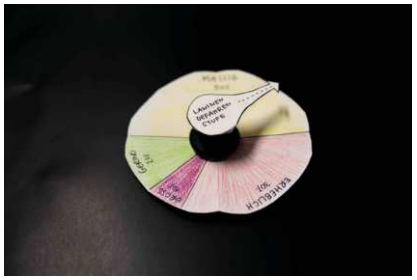
Image 75: our mission

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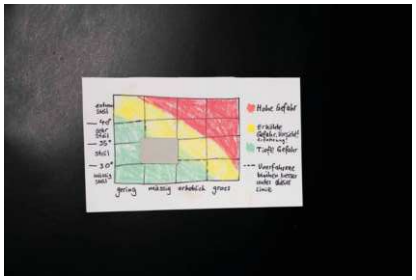
Proj. 05
Touriski

Learning avalanche safety through play

Process
Paper prototypes



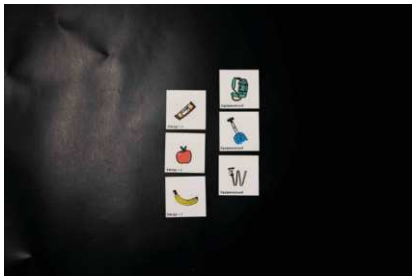



Image 76-88: Paper prototypes of the most important aspects of avalanche science and our core messages

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Proj. 05
Touriski

Learning avalanche safety through play

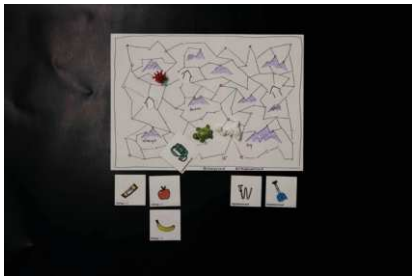


Bild 89: Prototyp 01

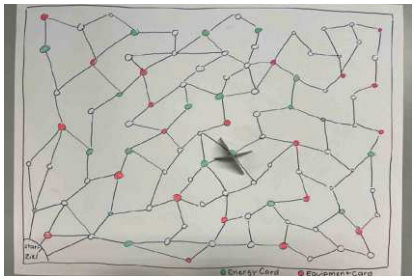


Bild 90: Prototyp 02



Bild 91: Prototyp 03

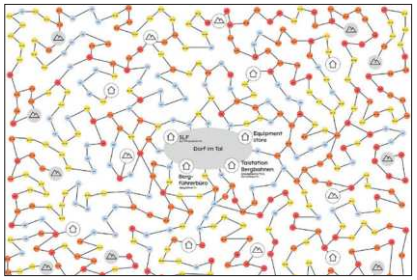


Bild 92: Prototyp 04

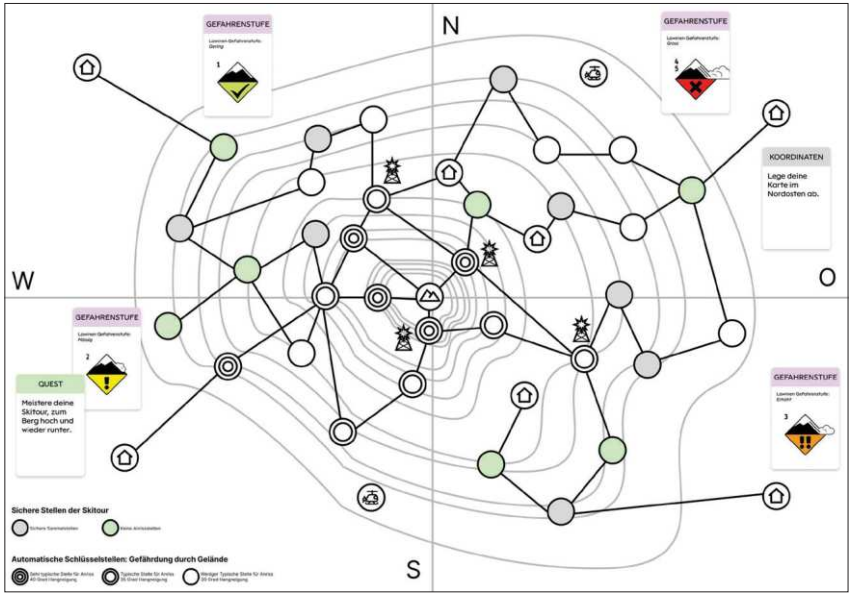


Bild 93: Prototyp 05

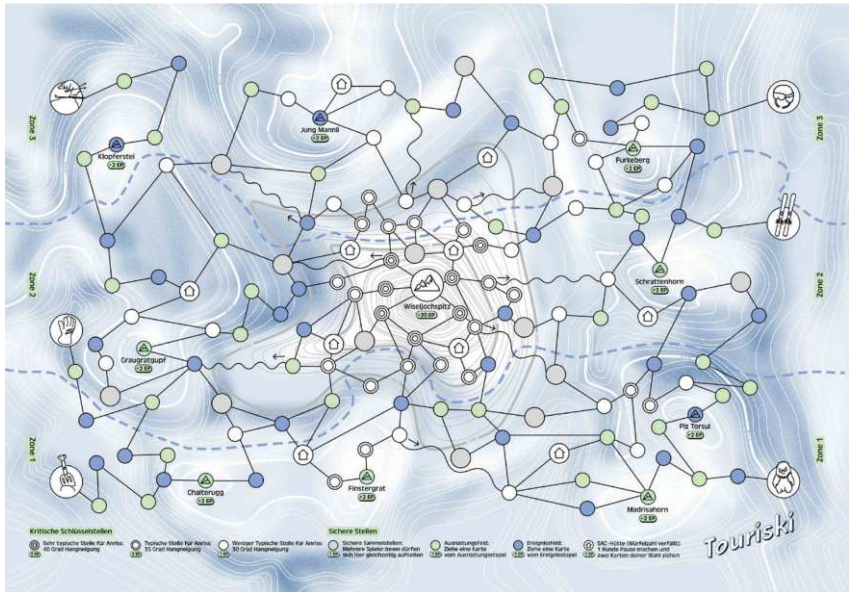


Bild 94: Prototyp 21

Process
Game board development

From research to the final game

We started with expert interviews and intensive knowledge building around avalanche safety and even attended an avalanche course ourselves. With the insights gathered, we developed quick paper prototypes and tested various game mechanics.

On ski tours, winter sports enthusiasts must make quick and often difficult decisions in complex situations where not all information is always available and the consequences can be severe. A board game can simulate this decision-making pressure (e.g., through dice, cards, events) in a playful yet realistic way. It allows players to make "mistakes" without real consequences and learn from them.

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Proj. 05 Touriski

Learning avalanche safety through play



Bild 95: Usertesting Prototyp 06



Bild 96: Usertesting Prototyp 08

Process
Playtestings

User feedback as a guide

In numerous playtesting sessions with various groups—from beginners in avalanche safety, experienced freeriders, game design experts, and specialists from White Risk (SLF)—we gathered valuable insights into game mechanics, comprehensibility, and learning effects.

One of the greatest challenges was finding the right mix between an entertaining game and the seriousness of the topic of avalanche safety. It's a subject with potentially life-threatening consequences that we did not want to trivialize. At the same time, the game should be fun and accessible to motivate players to engage with it and learn something new.



Bild 97: Usertesting Prototyp 14

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Proj. 06
Localista

A framework for intuitive produce shopping



Bild 38: Mockup Brochure

Project description
https://www.anjafritschi.ch/projects/localista

Year:
2022

Typ:
Service Design

Context:
Developed in the Process Class study module at the Zurich University of the Arts.

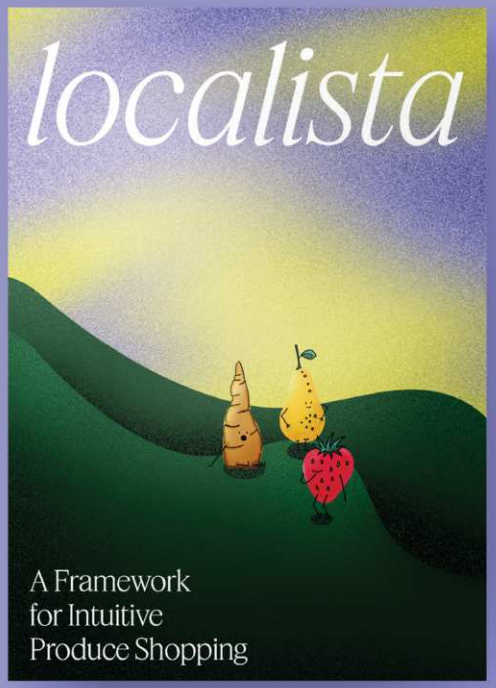
Team:
Anja Fritschi, Dario Zaugg,
Irina Lezaic, Elia Salerno

Short description
Our Goal was to design different guidelines to inspire change in supermarket layouts and general presentation of food. Localista is a scaleable collection of UX and Service design guidelines (in the form of a booklet), aimed at conventional stores to improve the experience of buying and increase the sales of regional and seasonal produce.

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Proj. 06
Localista

A framework for intuitive produce shopping



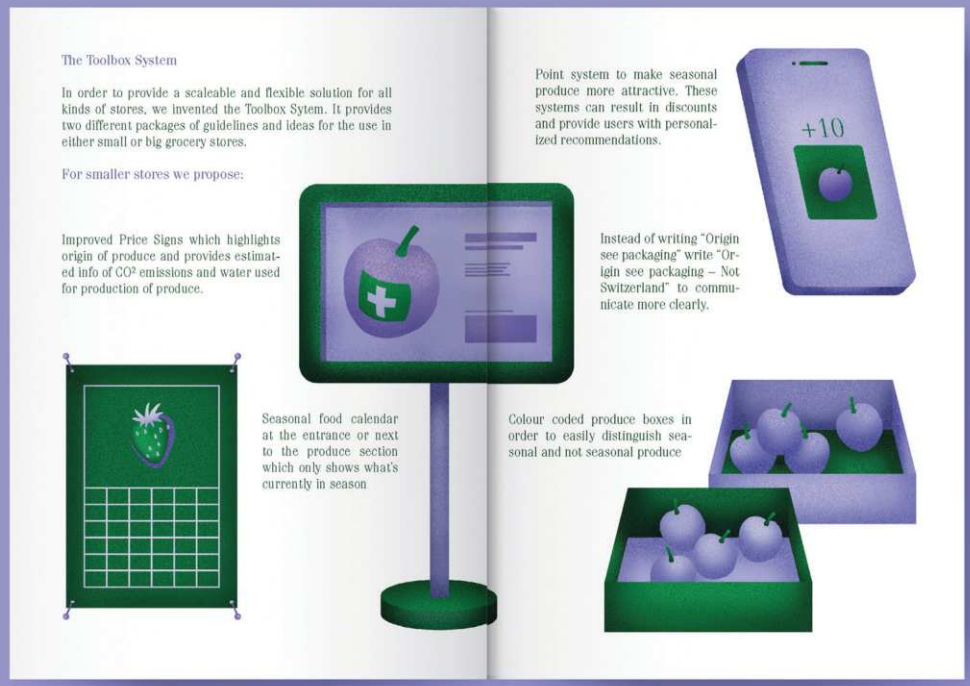


Image 39: Booklet with Storelayout and Toolbox

Impressions

Application as
Junior UX Designer

Portfolio Anja Fritschi, Bachelor of
Arts in Interaction Design and certified
Draftswoman in Architecture (EFZ).

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Proj. 06
Localista

A framework for intuitive produce shopping

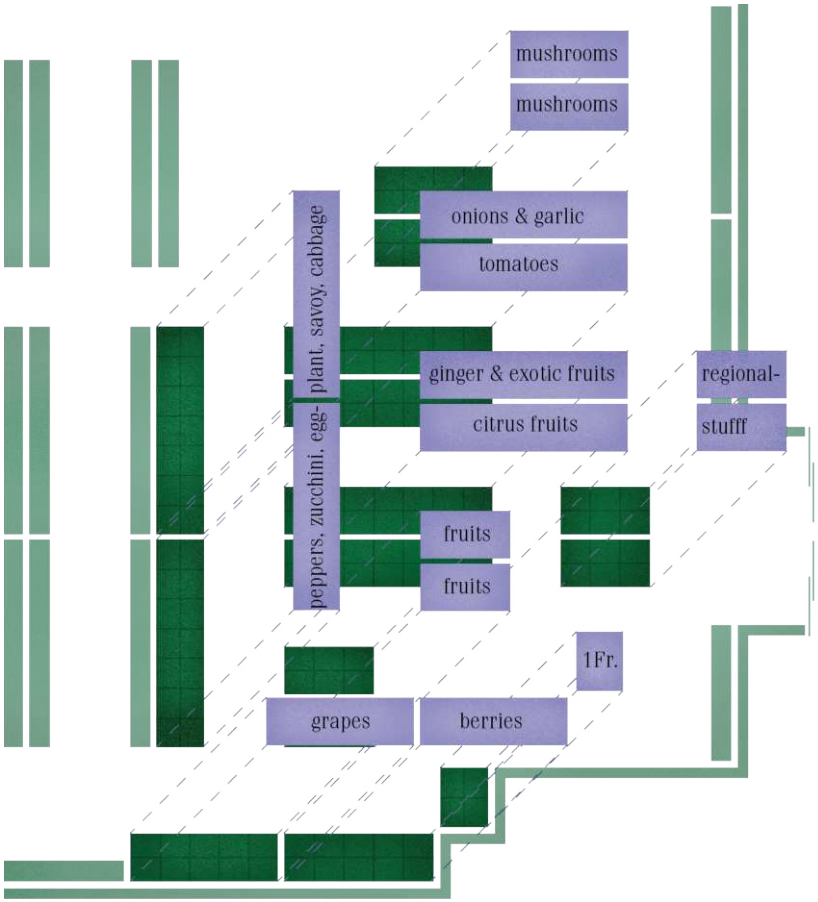


Image 40: Data gathering in store layouts









Concept

Research

For the Localista project, our research began with exploring customer behavior and attitudes toward regional and seasonal produce. We combined a variety of methods, starting with surveys distributed both online and through QR-coded stickers in public spaces, which gave us a broad sense of shopping habits and awareness levels. To go deeper, we conducted interviews and observations inside supermarkets to understand how people navigate produce sections in real time. These early insights helped us identify the main barriers customers face when trying to make sustainable food choices.





Image 46: Field research

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Proj. 06 Localista

A framework for intuitive produce shopping



Image 47: Culture Probe

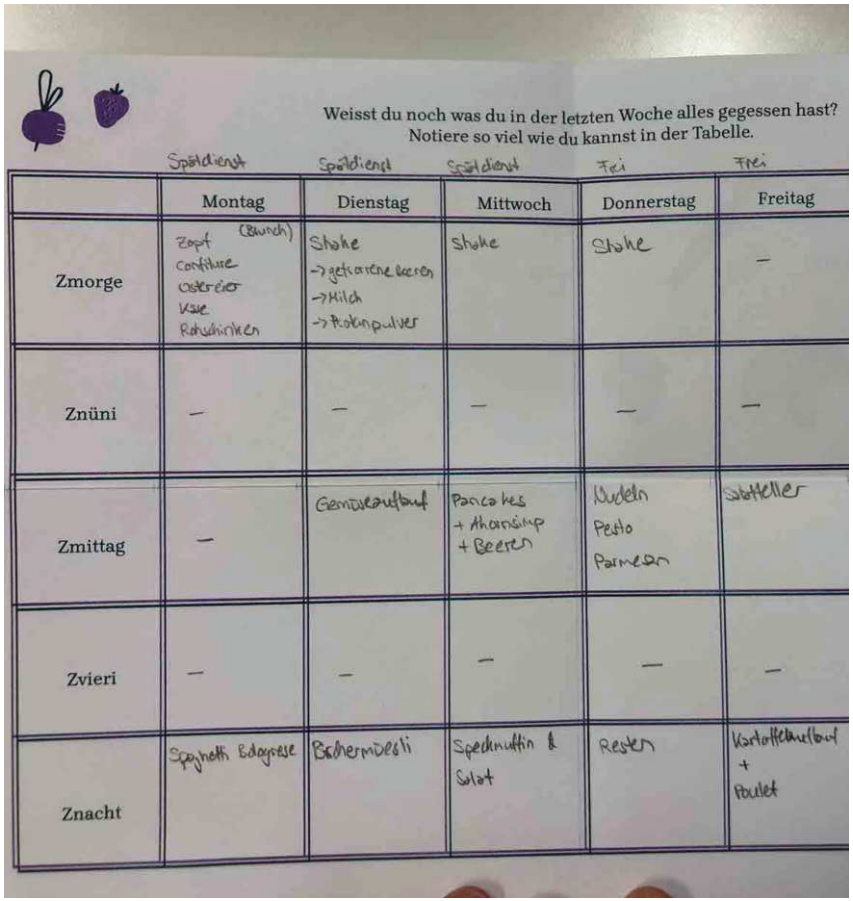


Image 48: Insigts into the Meals of the participants

Concept

Research

We then turned to more exploratory approaches such as workshops, bodystorming, and cultural probes. Nine participants engaged with probes that captured their eating habits, reasons for cooking certain meals, and constraints in their daily routines. Clustering and evaluating this data allowed us to see patterns and opportunities where design interventions could have real impact. By combining quantitative feedback with rich qualitative insights, our team built a strong foundation that directly informed the design guidelines, layouts, and toolboxes we later developed.

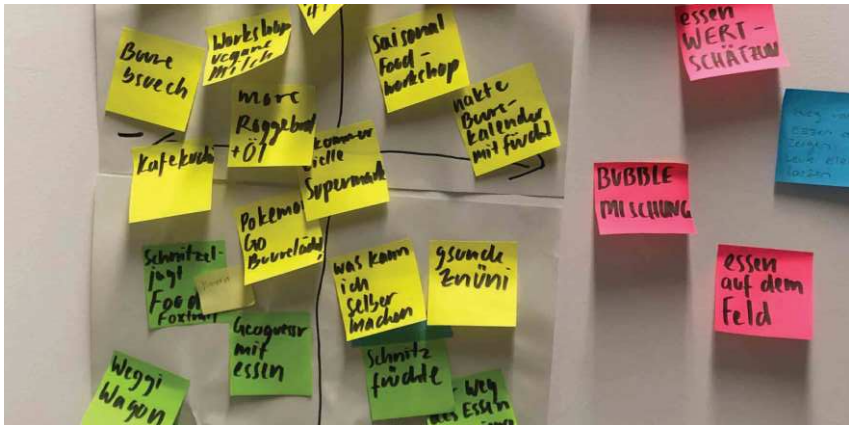


Image 49: Idea storming

Application as
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Proj. 06
Localista

A framework for intuitive produce shopping

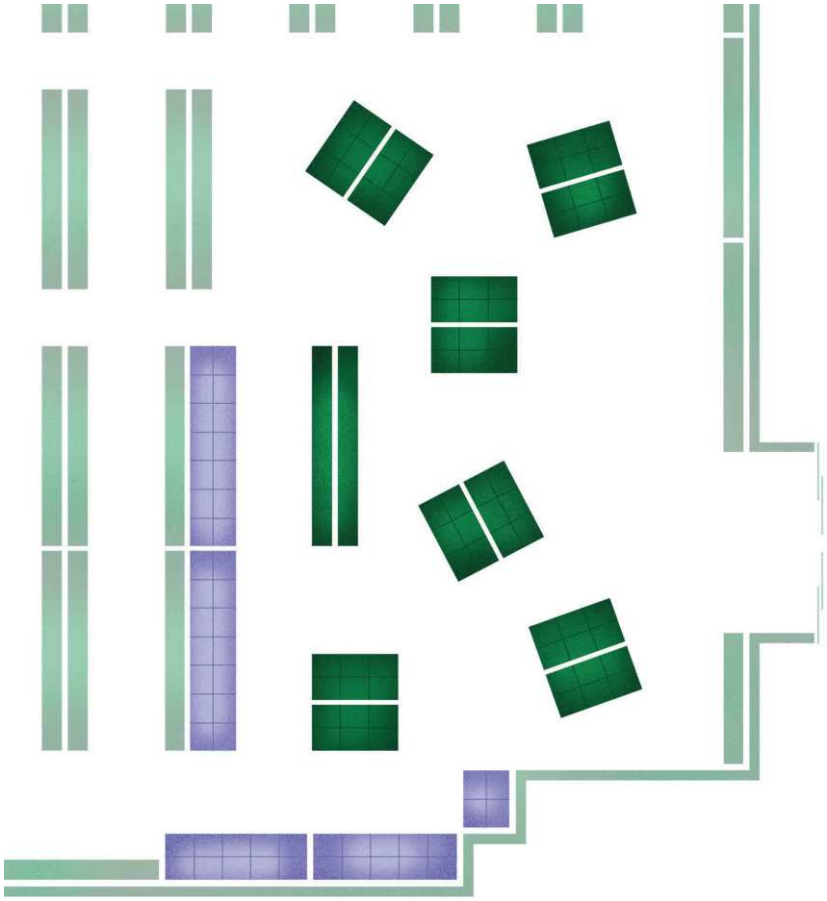


Image 50: storelayout Isleing

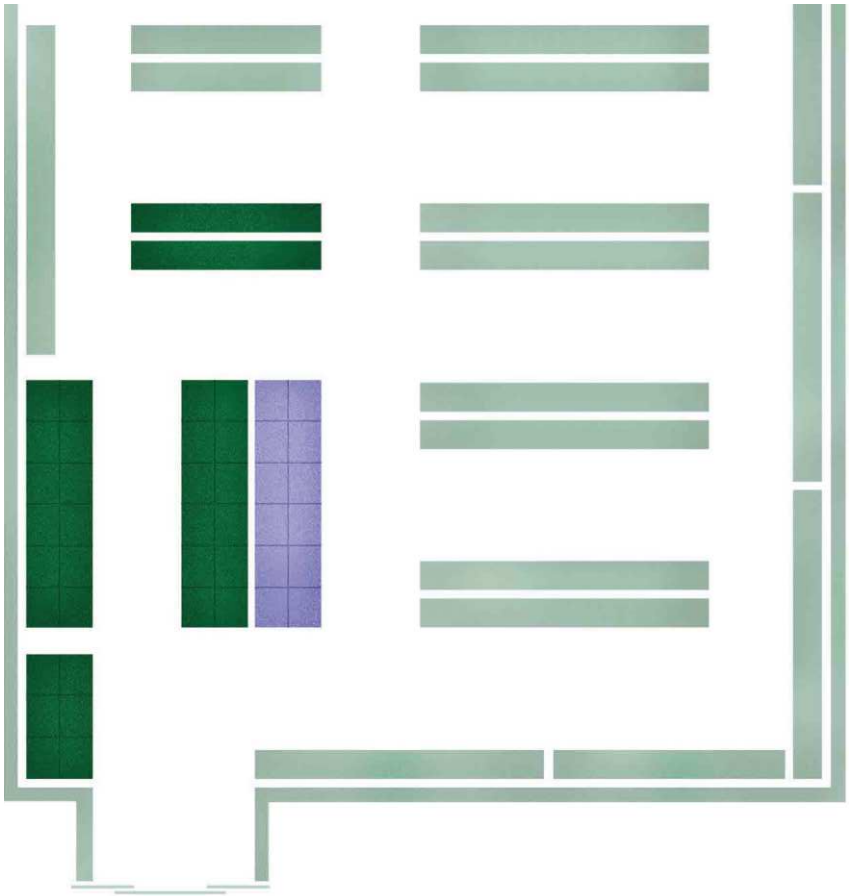


Image 51: storelayout fifty-fifty

Concept

General changes

We propose two different layouts of the produce section in order to simplify and improve the overall experience of buying seasonal and regional produce. We are also adding the freezers containing veggies and fruits into the mix of the produce section.

First of all, we had to analyse the current store layout. Later on, we designed the two layout concepts. The Fifty-fifty is a concept for smaller stores. We are splitting the produce section into regional and non-regional, to give the customer a feeling of which section he is in. In bigger stores, we propose to Isleing the produce. Creating different isles that contain regional and seasonal produce and putting the not-seasonal produce on the sides.

- Violett: not seasonal or exotic
- Green: seasonal and regional produce

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Proj. 06
Localista

A framework for intuitive produce shopping



Image 52: improved Price signs

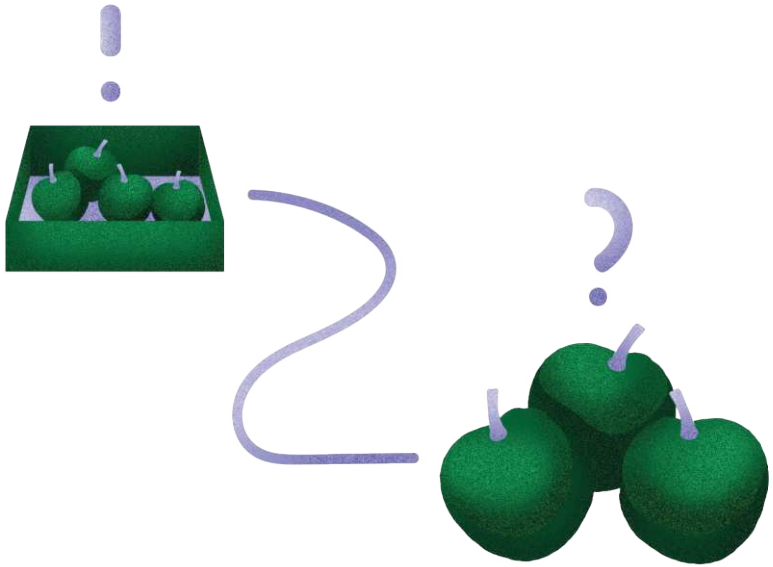


Image 53: Floorguidelines

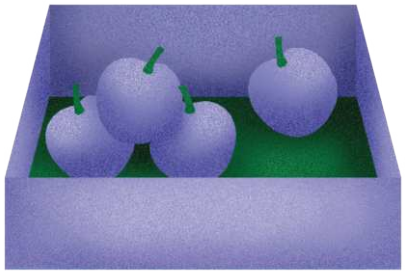


Image 54: colour codes produce boxes

Concept

Toobox
In order to provide a scaleable and flexible solution for all kinds of stores, we invented the Toolbox Sytem. It provides two different packages of guidelines and ideas for the use in either small or big grocery stores.

That included for example:
Improved Price Signs which highlights origin of produce and provides estimated info of CO2 emissions and water used for production of produce. Colour coded produce boxes in order to easily distinguish seasonal and not seasonal produce. Small market hall at the entrance so that farmers can directly sell their products. This allows customers to come into contact with them and see the work behind the products they buy.



Image 56: small Farmers market

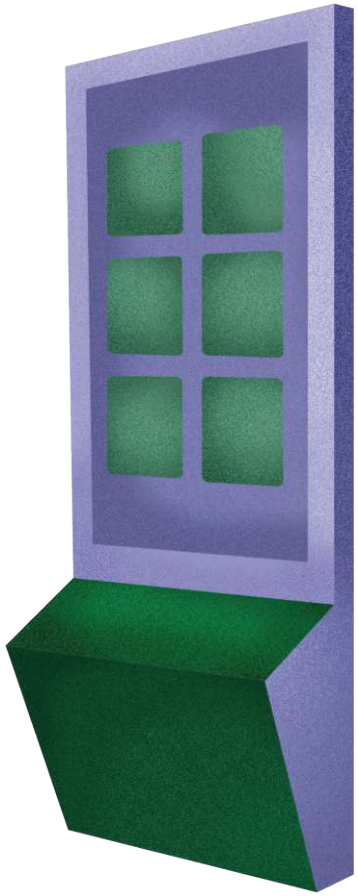


Image 57: Helperscreen to buy more regional

Application as
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Proj. 07
Ferrum

aww Architekten AG
Schafisheim, Schweiz, 2025



Img. 01: Building from the outside, source: https://aww-architekten.ch/

Project description
Check out my Prototype:
https://aww-architekten.ch/projekte/ferrum-ag

Year:
2025

Typ:
Architecture Project

Context:
This project stemmed from my work as a certified technical draftswoman in architecture (EFZ) at aww Architekten AG. I was part of the team that developed the new production and headquarters building for Ferrum AG using BIM.

Short description
The core idea is a compact, vertically stacked production and headquarters building for Ferrum AG. Production halls, logistics and a large office landscape (with roof gardens, patios and terraces) are arranged on top of each other in a 25 m high structure. This creates a minimal footprint, short internal paths and high efficiency. A uniform perforated and ventilated metal façade gives the whole building a calm, homogeneous industrial look while integrating high-quality green outdoor areas right next to the A1 highway.

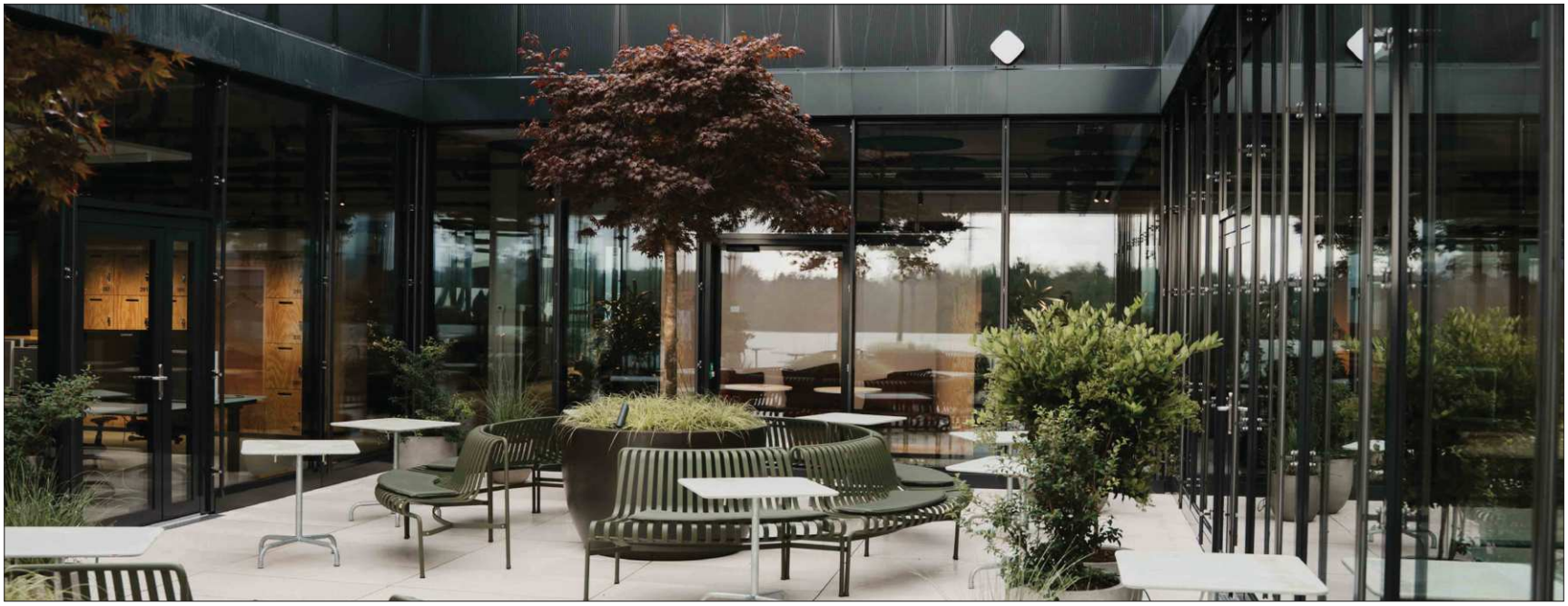
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Proj. 07
Ferrum

aww Architekten AG
Schafisheim, Schweiz, 2025



Img 02: 3D Slice, source: https://aww-architekten.ch/



Img 03: terrasse, source: https://aww-architekten.ch/

Impressions

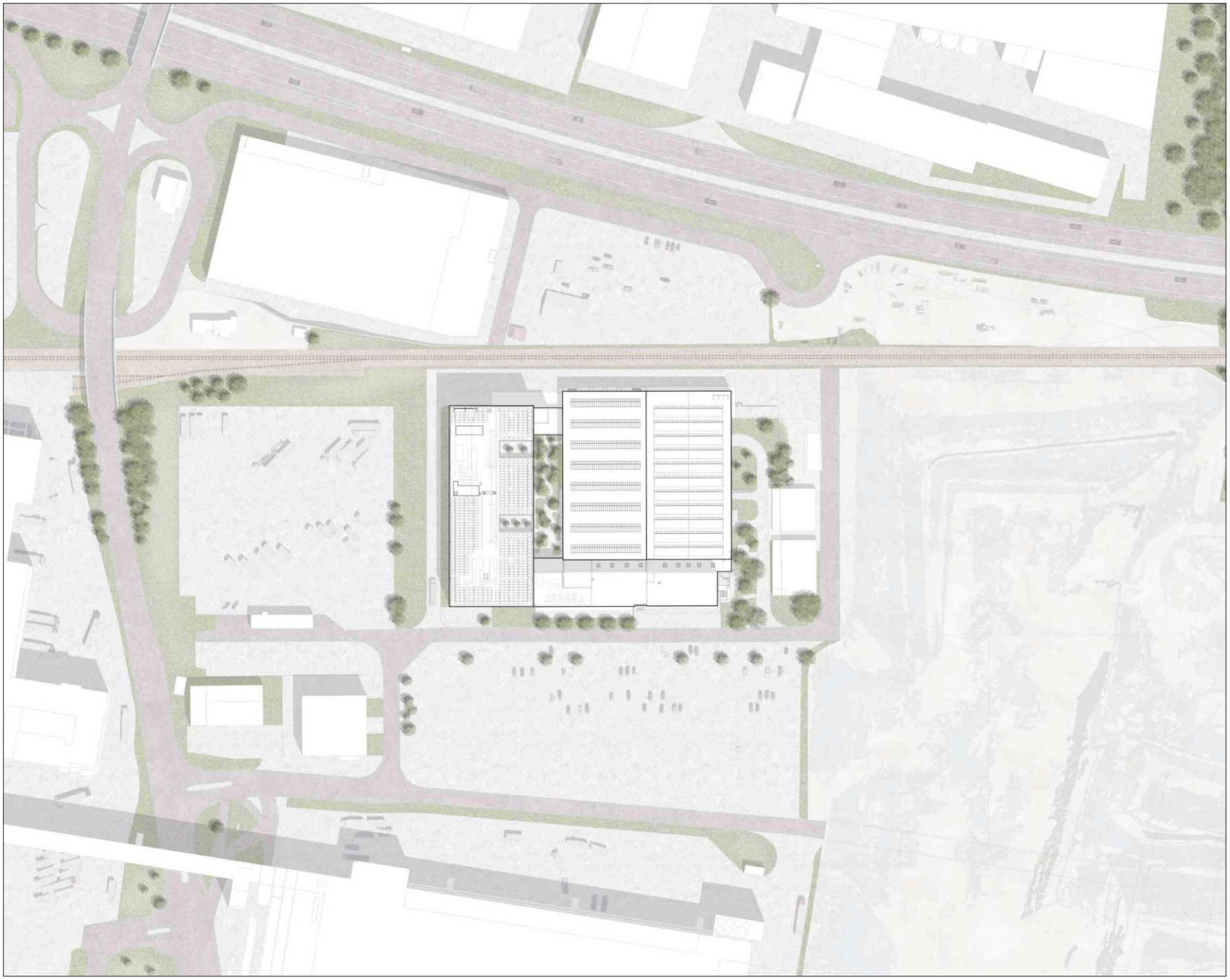
Impressions showcase key renderings, sections and plans from the project, demonstrating the vertical production concept and the integration of production, logistics and office spaces with green roof gardens and terraces.

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Proj. 07
Ferrum

aww Architekten AG
Schafisheim, Schweiz, 2025

Situation

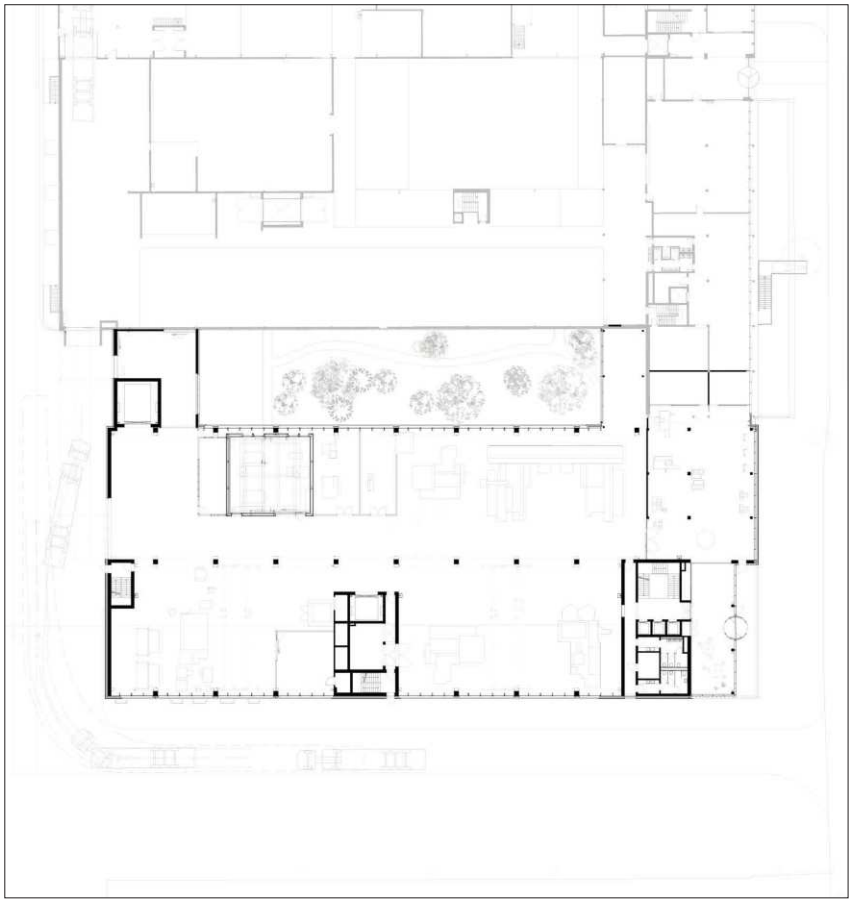


Img 02: situation, source: https://aww-architekten.ch/

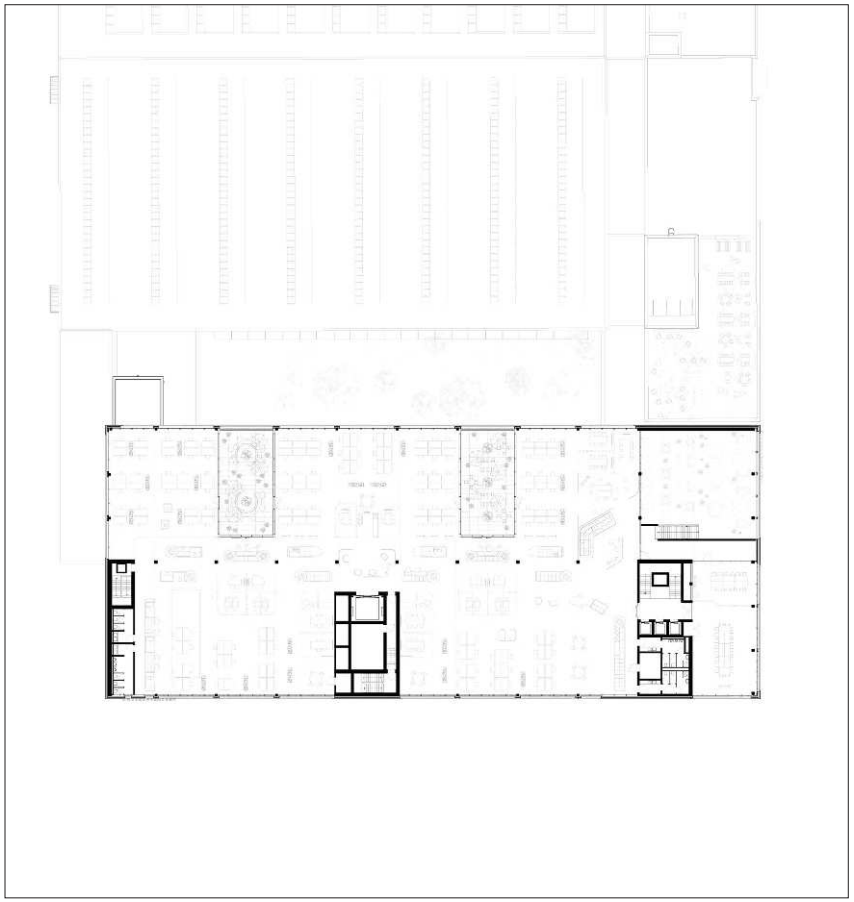
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Proj. 07
Ferrum

aww Architekten AG
Schafisheim, Schweiz, 2025



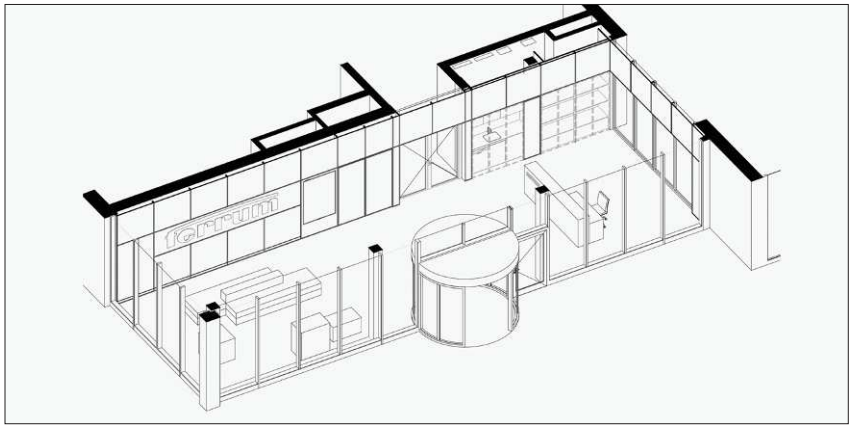
Img 05: floorplan EG, source: https://aww-architekten.ch/



Img 06: floorplan 5.OG, source: https://aww-architekten.ch/

Project Process

As technical draftswoman I supported the team by creating the complete set of floor plans, sections and construction details for the new 25 m high building. The vertical stacking of production halls, logistics areas and offices was carefully designed to ensure short internal paths and a pleasant working environment for around 400 employees.

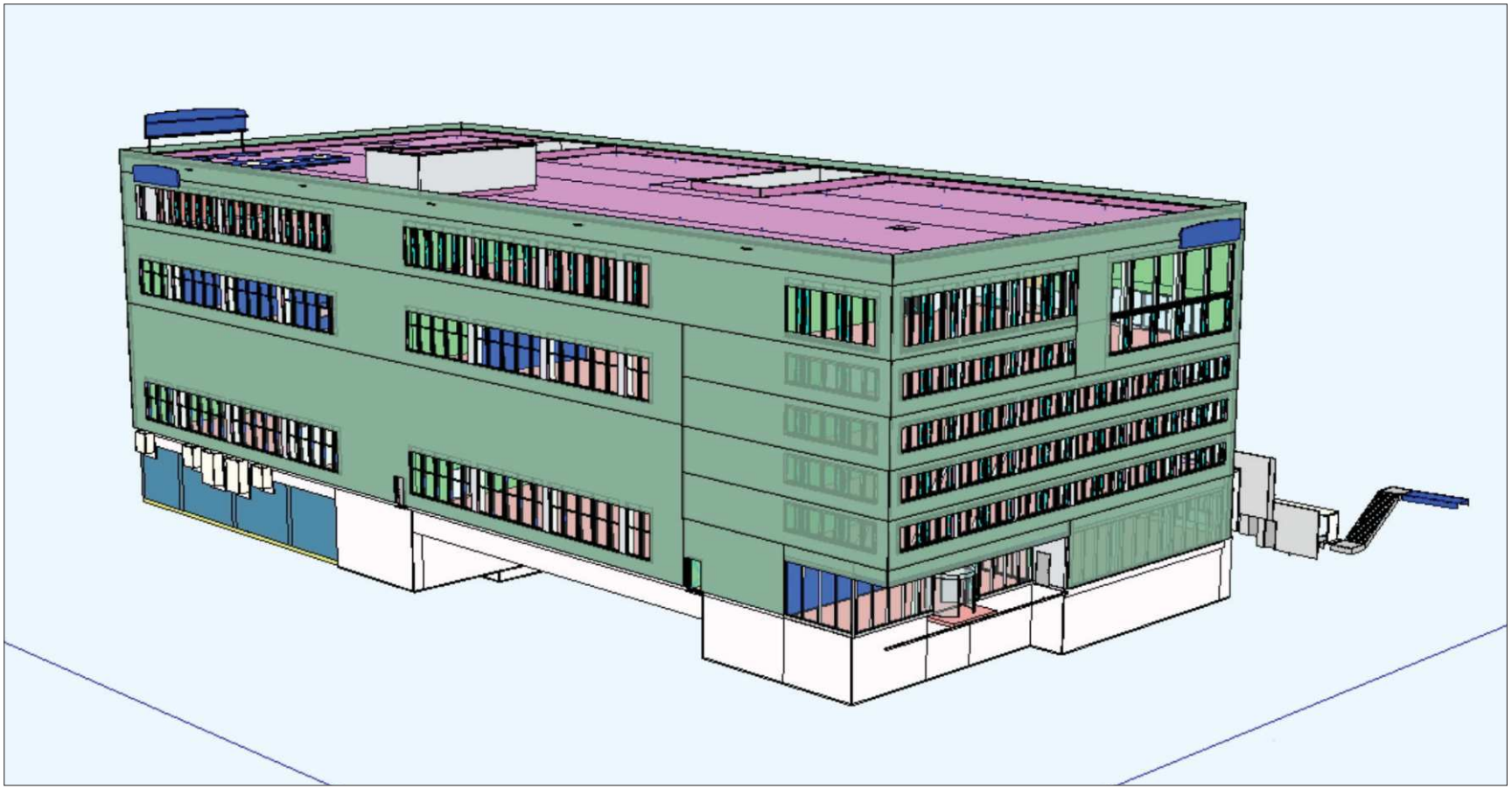


Img 07: entrance, source: https://aww-architekten.ch/

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Proj. 07
Ferrum

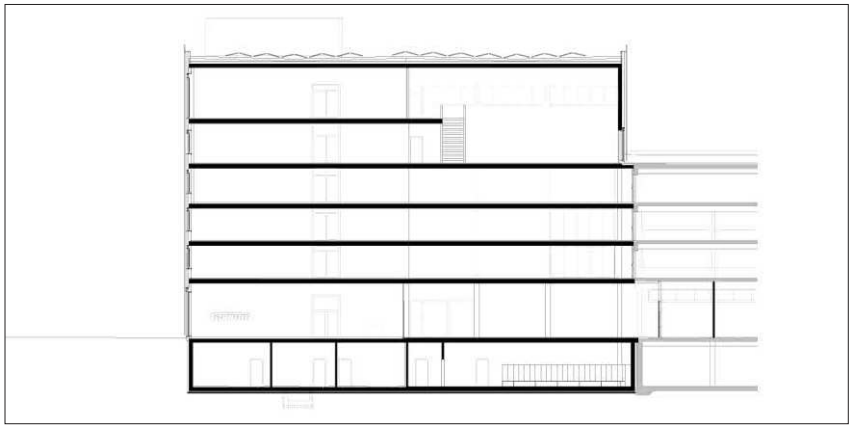
aww Architekten AG
Schafisheim, Schweiz, 2025



Img 07: BIM Model, source: https://aww-architekten.ch/

Project Process

This project was planned entirely with BIM to keep everything clear and efficient. BIM (Building Information Modelling) is a digital method in which the entire building is modelled in 3D, including all important information about materials, dimensions and technical installations. This allows all involved specialists to work together in one model, which prevents errors and makes coordination much easier.



Img 08: levels, source: https://aww-architekten.ch/

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