Ventzke Media

We create digital products that enhance the world around us.

About us

Ventzke Media is a Berlin-based software development & web development agency specializing in UX design, front-end development and the implementation of real-time 3D product configurators. Since 2008, our senior product team has worked with mid-sized companies, start-ups up to global brands to develop high-quality software, apps as well as websites and support development teams.

10+

International team

2008

Foundation

5000+

Hours in large-scale projects

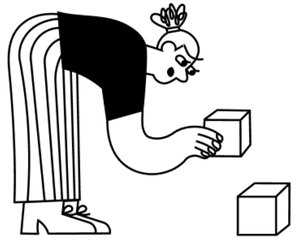
Disciplines

Digital Consulting

Digital strategy
Product Development
Product Ownership
Startup Accelerator
Workshops

User Experience Design

Ideation & Prototyping
Design Sprints
User-Research & UX-Testing
User Interface & UX-Design
Visual Design



Software Engineering

Websites & Platforms
Custom Software
App development
Product configurators
Chatbots

Technology Stack

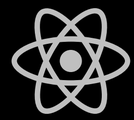
TYPO3

mongoDB.

elastic

node

TypeScript



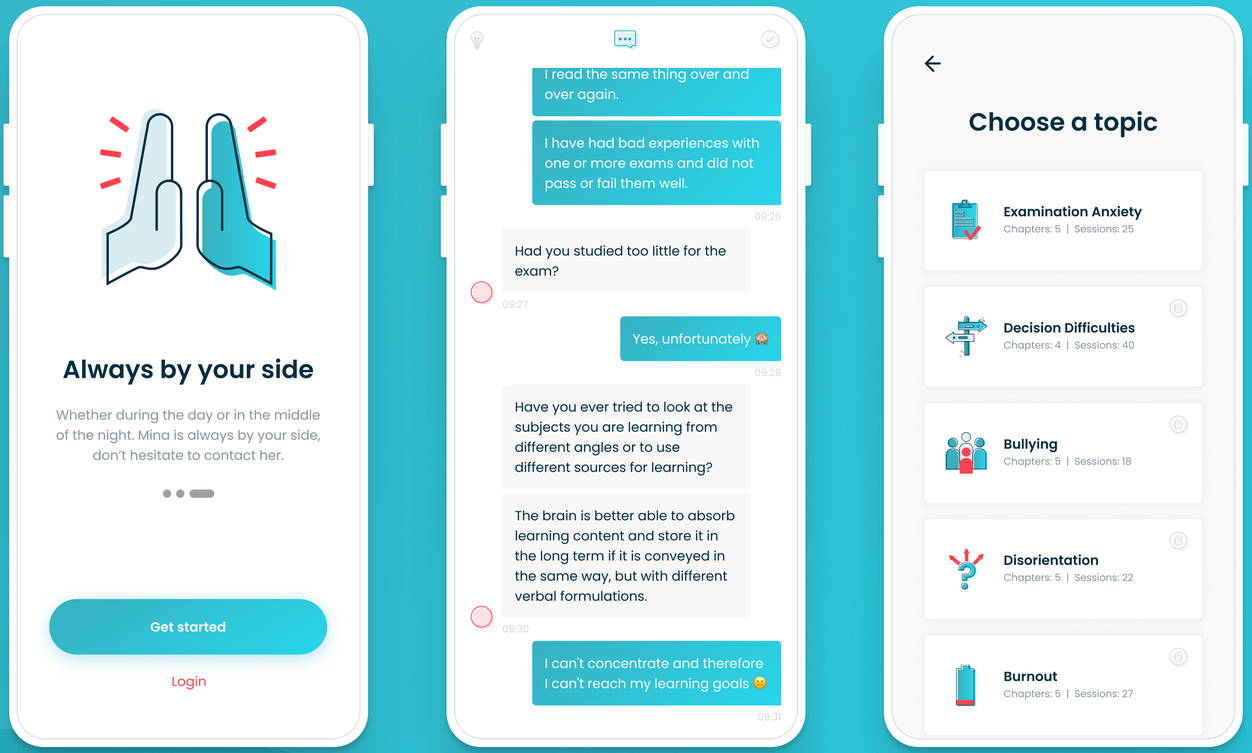
React Native

three.js

WebGL™

amazon web services

Microsoft Azure



#mobileapp #mentalhealth #ki #chatbot #therapie

Mina - Your AI-Based Therapy Chatbot

The Client

Mina is the first German-speaking therapy chatbot based on cognitive behavioral therapy. Mina is able to make data-based decisions (AI) and dynamically adapt the type of therapy. With the data-driven form of therapy, the client's attention is better focused on their desires, goals and therefore their future.

The Challenge

The conception of the UI and the development of a conversational UX for therapy purposes was the first phase of the project. The next challenge was to store all content in a suitable CMS in order to be able to maintain the content fully automatically in the future.

Our Solution

With a React Native Mobile App and a Backend as a Service (Firebase), we were able to get a first prototype up and running in a short time. For content maintenance, we developed our own interface between Landbot and Botpress, which allows us to flexibly and scalably update all conversational dialogs.

Disciplines

- Product development
- Startup accelerator
- Digital branding (logo & illustrationens)
- Prototyping & UX design
- Agile engineering (chatbot & website & CMS)

Milestones

- **2020:** Rapid prototyping & development UX & MVP
- **2021:** Native app & backend & CMS development

Features

- AI-based (AI) and data-driven algorithms
- Machine learning (ML)
- Cross-platform mobile app (iOS & Android)
- Choice of 16 therapy courses
- Personalized coaching (cognitive behavioral therapy)
- Standardized therapy processes / high scalability

#mobileapp #socialnetworking #dating

End-To-End Implementation of the Social Dating App coopz

The Client

coopz is a social dating app to meet interesting people based on interests, personal characteristics and favorite places. With coopz there is no classic picture swiping, but a matching (score) based on an intelligent algorithm. In addition, users can create locations that send automatic notifications when entered.

The Challenge

There are dozens of challenges to overcome when developing and marketing a digital product. We had to develop a positioning algorithm (GPS) that does not consume a lot of battery power (smartphones). In addition to app development, sales (online marketing) also became the core task of the project.

Our Solution

Thanks to the intelligent algorithm for position determination (GPS), current location positions can be calculated and fully automatic push notifications can be sent. In addition, the UX was adapted again and again to achieve better KPIs (daily active users, retention, etc.). With targeted marketing, over 100,000 downloads and could be generated.

Disciplines

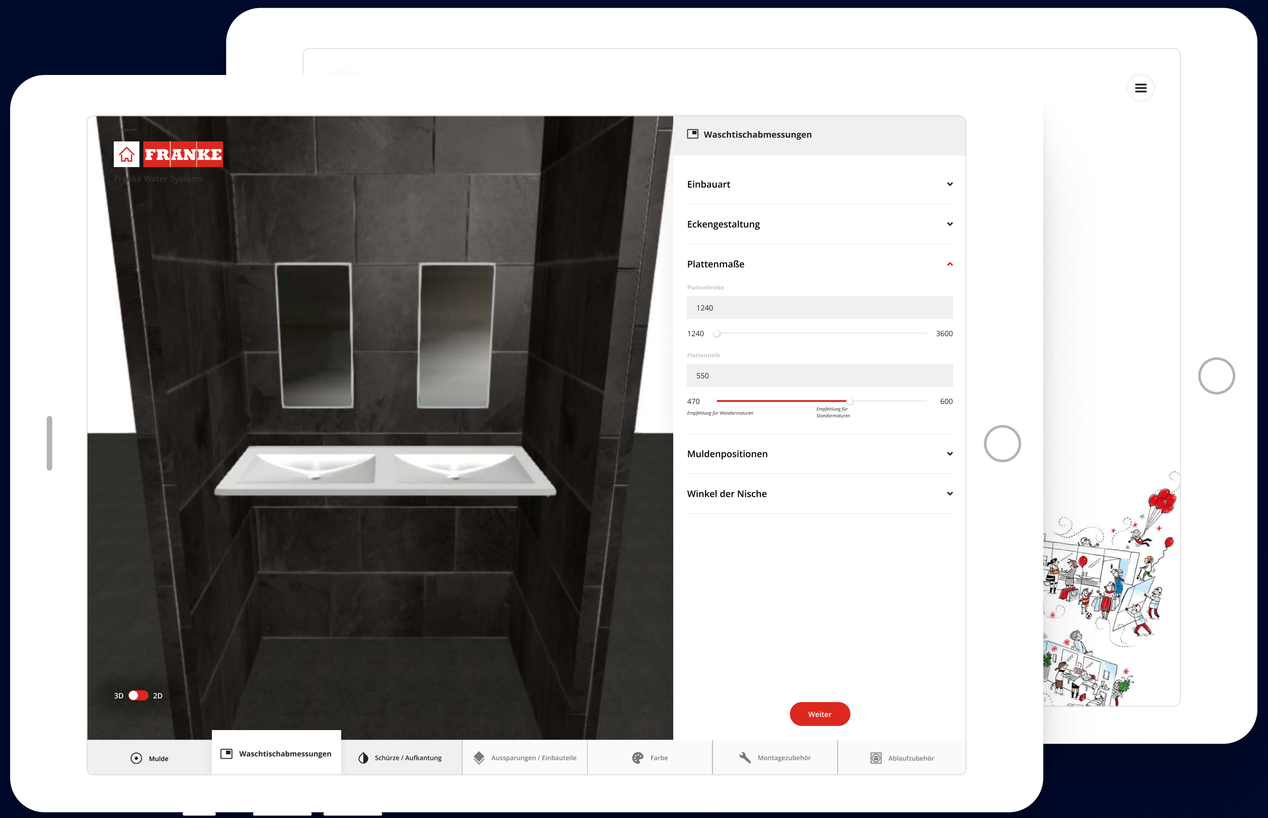
- Product development
- Startup accelerator
- Digital branding (logo & social media & motion design)
- Prototyping & UX design
- Agile engineering (native app & website & CMS)

Milestones

- **2015:** Prototype development (MVP)
- **2016:** Design system / branding
- **2017:** Start development Android app
- **2018:** Launch android App / start iOS app development
- **2019:** Launch iOS App / Online Marketing
- **2020:** Development coopz 2.0
- **2021:** Integration AI-based matching

Features

- Innovative OnBoarding (interests, locations, etc.)
- Proprietary GPS update algorithm
- Optimized battery consumption
- Premium functions
- Smart push messages
- Location sharing & geofencing
- AI-based matching



#b2b #productconfigurator #3d #sanitary #react

3D Configurator as Sales & Pricing Tool for Global Players

The Client

Franke Water Systems is one of the world's leading suppliers of innovative and intelligent washroom and sanitary solutions for the public, semi-public and commercial sectors. Franke is particularly committed to the development of complete sanitary systems that are designed for durability, excellent quality, functionality and design.

The Challenge

The information and ordering process for complex products such as Franke washbasins had potential for optimization. Before the project began, the processes for customers were relatively long, non-transparent and involved time-consuming steps for employees. These processes were digitized and optimized to achieve higher customer satisfaction and cost savings.

Our Solution

A touchpoint-enabled product configurator was designed that allows users to digitally configure vanities. The 3D configurator provides real-time feedback on technical feasibility and a price estimate. Based on the automatically generated technical drawing, washbasins can be manufactured directly in the factory. The configurations created are also transferred to the SAP system.

Disciplines

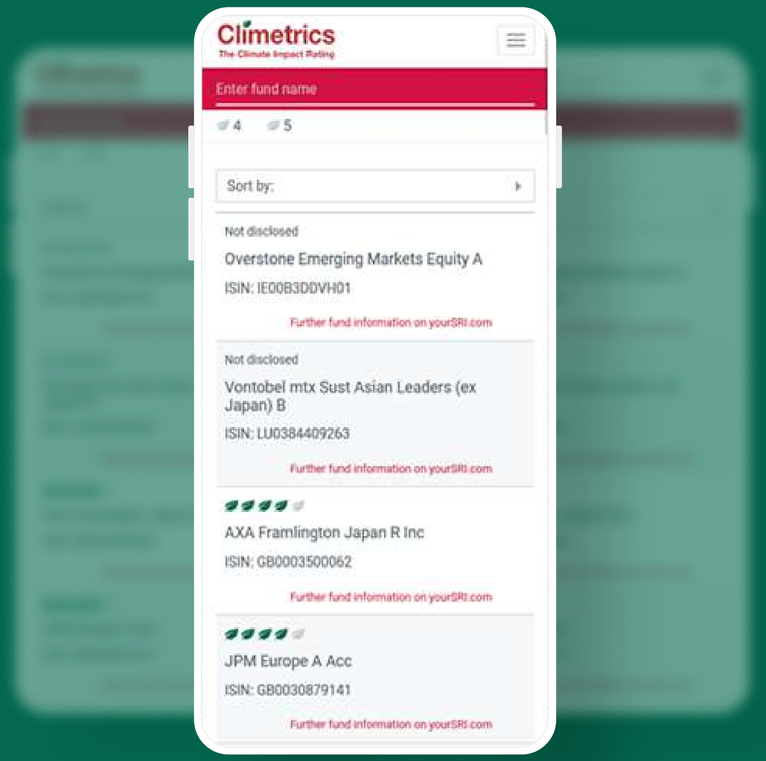
- Product development & workshops
- Prototyping & UX design
- Software engineering
- 3D modeling
- Integration cloud hosting (Microsoft Azure)
- Tech consulting
- Team as a service

Milestones

- **2018:** Design thinking / start collaboration
- **2019:** Launch MVP / presentation ISH trade fair
- **2020:** Continous delivery / technical drawings
- **2021:** CD / internal area
- **2022:** CD / conversion SAP S/4 HANA

Features

- 2D & 3D product configuration
- Quotation & technical drawing (PDF)
- Multilingualism & connection to SAP
- Progressive Web App (PWA)
- Assignment of employees via postal code areas



#finances #webapp #angular

The world's first climate rating for equity products

The client

Climetrics is an independent fund assessment that enables investors to integrate climate change impacts into their investment decisions. Using the most advanced metrics available, Climetrics has developed an independent, rules-based and transparent methodology to communicate the overall impact of mutual funds on climate change.

The Challenge

At the end of 2016, we, as a Berlin web agency, were awarded the tender of CDP Europe. An agile agency was sought for the development of a web application for the presentation of climate-neutral funds rated by Climetrics.

Our Solution

The result of the project work is a high-performance web application based on AngularJS, which allows to retrieve all 40,000 fund data in real time using REST API. For the backend of the application we used the MEAN stack, which consists of the NoSQL database MongoDB, the server-side framework Express, the client-side framework Angular and the server-side platform Node.js.

Disciplines

Prototyping & UX-Design

Agile Engineering (Frontend / Backend)

Web-App

Milestones

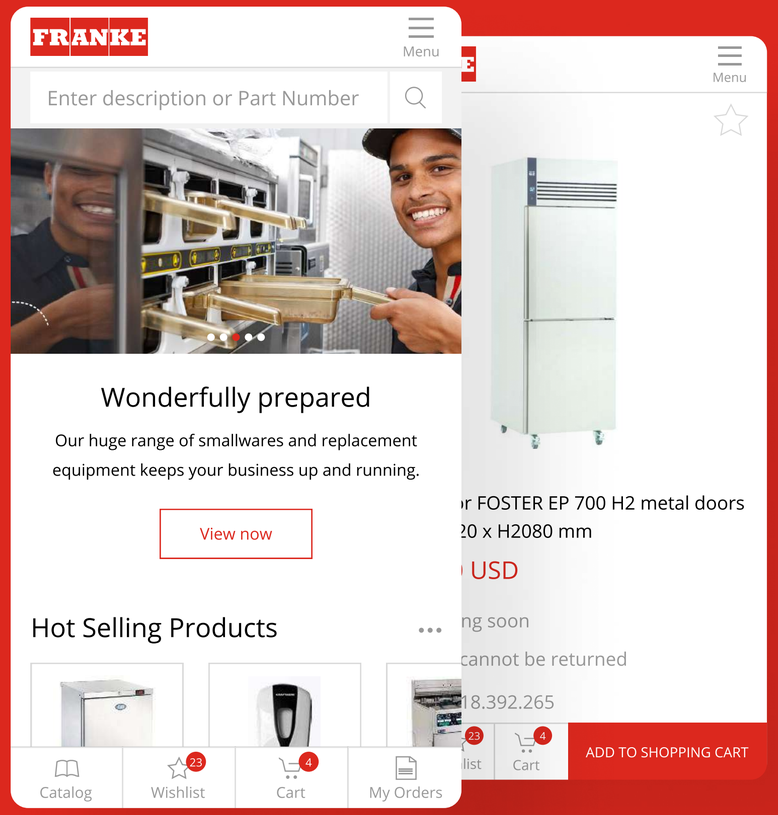
2016: Tender won

2017: Launch web app

Features

Connection to fund database

REST API



#b2b #ecommerce #foodservice #react

International Relaunch of the Franke E-Commerce Platform

The Client

In foodservice - as the name suggests - it's the service that counts! With over 50 years of experience in planning, installing, and maintaining custom kitchens for major players in the foodservice industry worldwide, as well as for startups with ambitious goals and fresh ideas, Franke knows what really counts.

The Challenge

A project managed by an interdisciplinary team located in different time zones around the world. Franke's old e-commerce platform was not mobile compatible and technically completely outdated. So the challenge was an agile project management (coordination UX, backend & frontend) and an iterative approach.

Our Solution

After a screening, Franke Foodservice chose the Berlin-based React experts Ventzke Media as their new digital agency partner in Germany. The B2B webshop, which is used daily by major players in the system catering industry worldwide, was redesigned and implemented as a responsive React single-page application (PWA).

Disciplines

- Workshops
- Prototyping & UX design
- Agile project management
- Agile engineering (frontend)
- Maintenance
- Tech consulting
- Team as a service

Milestones

- **2017:** Workshops / prototyping / concept UX & UI
- **2018:** Iterative launch of the new webshop
- **2019:** Continous delivery / platform expansion
- **2020:** Platform expansion / React update
- **2021:** Revision of the UX for the Asian market
- **2022:** Implementation of new features

Features

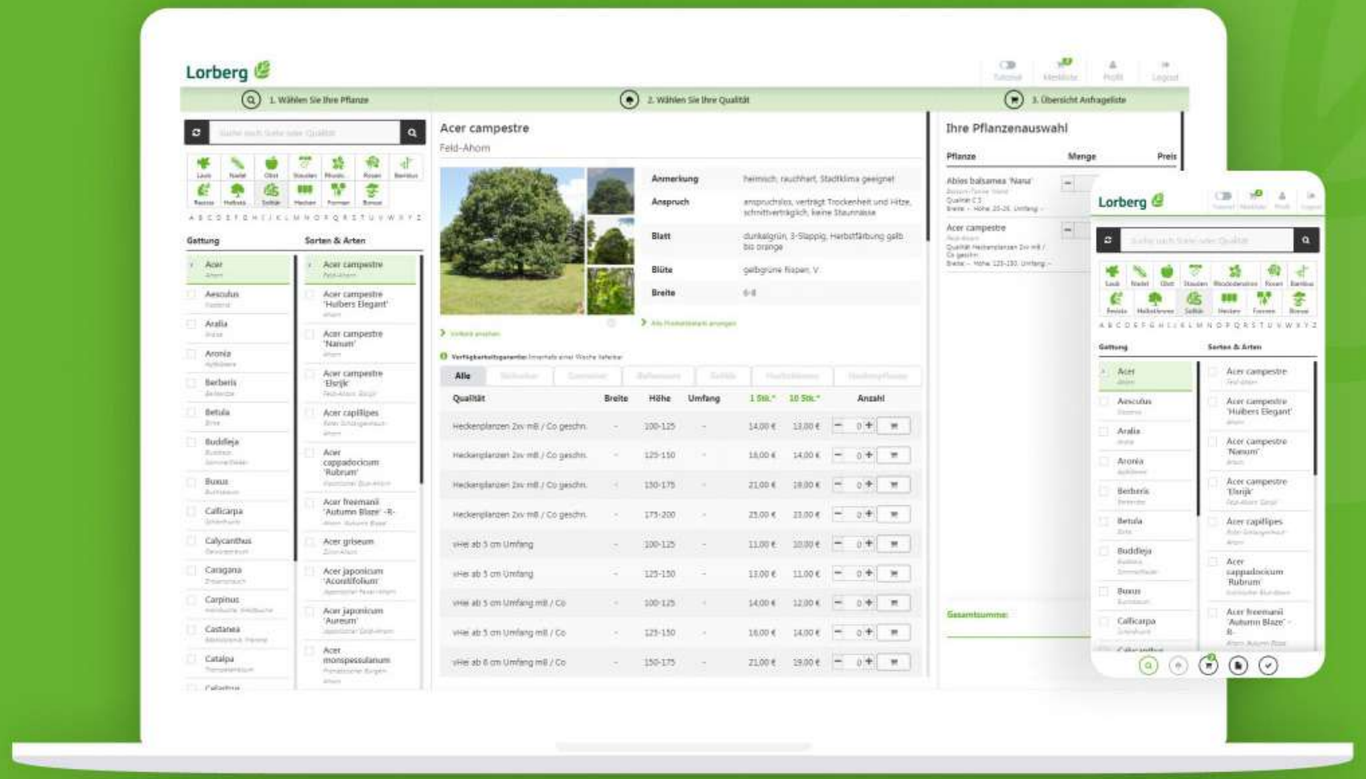
- High-performance e-commerce frontend in 12 languages
- Search / watch list / product filter / promotions
- OnePage checkout for optimal conversion
- Progressive Web App (PWA)
- 50+ individual views (templates)
- Secured log-in / registration process

"For us, this means Ventzke Media is no longer just an agency, but a partner."

Dani Rayford, Business Systems Analyst, Franke Management Inc.

Franke selected Ventzke Media for the redesign of its global e-commerce platform. We are very pleased with the results. The designers and developers took the time to really get to know our business. The team was very responsive to our needs and delivered on them with great dedication. A modern and straightforward design was created, a design that is also easy for our customers to use. [...]

FRANKE



#ecommerce #webapp

High-Performance E-Commerce App for Gardening and Landscaping

The Client

Founded in 1843, the nursery has developed into one of the leading nurseries in Germany and Europe in recent years. Lorberg's plants have left their mark on the projects of renowned landscape architects and are used to design public parks, commercial properties and private gardens.

The Challenge

An e-commerce web application was to be developed that displays Lorberg's complete plant assortment as an online catalog. The goal was to develop a performant and intuitive product catalog (as a download) that enables garden landscape farmers to order their plants from Lorberg online without having to visit a website.

Our Solution

The high-performance application (PWA) offers customers an optimal e-commerce experience. The 3-column concept (in one view), which displays all products from left to right, eliminates the need to change pages. The application is rounded off by a connection to Lorberg's merchandise management system, which ensures the automated transfer of orders.

Disciplines

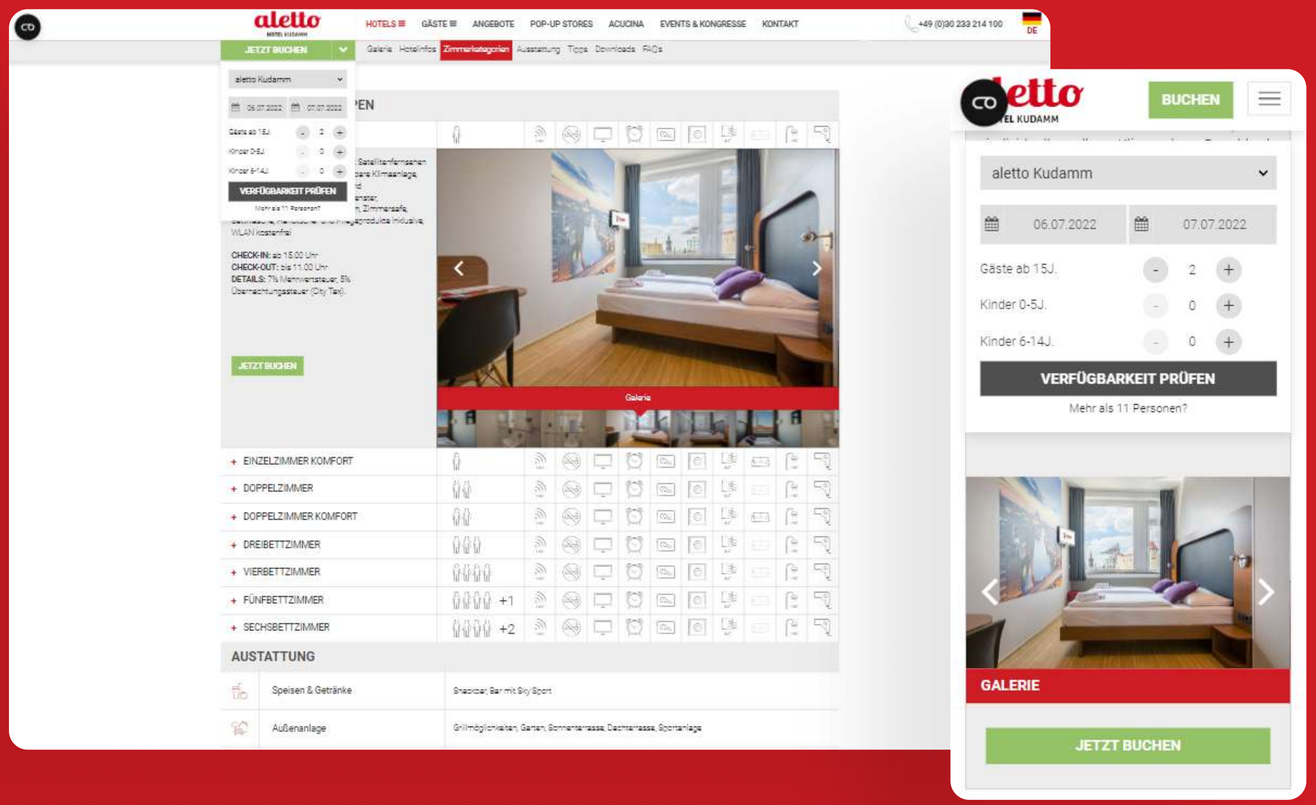
- Workshops
- Prototyping & UX design
- Agile project management
- Agile engineering (frontend & backend & web app)
- Tech consulting

Milestones

- **2018:** Prototying / conception / MVP development
- **2019:** Further development
- **2020:** Conversion for B2C / further development

Features

- Secured log-in / registration process
- High performance e-commerce frontend
- Intelligent search / guided tour / fast checkout
- Connection to enterprise resource planning
- Progressive Web App (PWA)



#hotel industry #website #typo3

Multilingual TYPO3 relaunch for Berlin's Hotel at Kudamm

The Client

The modern designed aletto Hotel at Kudamm offers cheap accommodation in Berlin. In the centrally located 3-star hotel guests can feel comfortable at any time without spending a lot of money. The aletto hotel can advise you optimally which of the beds is the right one for your individual requirements.

The Challenge

At the beginning of 2015, the aletto Hotel Kudamm commissioned us with the redesign and implementation of the outdated and not mobile usable website. The goal was to create a completely responsive website that presents the hotel in a contemporary way and displays important information. The main focus was to be on optimal usability in order to increase the conversion rate (bookings).

Our Solution

The result of the 8-month project phase is a modern hotel website that leaves nothing to be desired. Visitors can book their hotel room on the new homepage easily and quickly, now also via mobile devices. The new imagery conveys modernity and attractiveness for different target groups. The aletto hotel can easily add future hotels to the chain via the TYPO3 backend.

Disciplines

Prototyping & UX-Design

Agile Engineering (Website & CMS)

Milestones

2015: Start of collaboration / prototyping / UX

2015: Launch new website

Features

Custom TYPO3 Extensions

Multilingualism

Optimized booking process

Google Maps with points of interest

Connection to Internet Booking Engine (IBE)

#ecommerce #website

Digital Brand Relaunch for the Largest Tree Nursery in Europe

The Client

Founded in 1843, the nursery has developed into one of the leading nurseries in Germany and Europe in recent years. Lorberg's plants have left their mark on the projects of renowned landscape architects and are used to design public parks, commercial properties and private gardens.

The Challenge

- How do we manage to present a complex corporate website and a web store on one presence?
- How can users find the product they want without having to go through long click paths?
- How do we make it possible for users to find and order plants (with many features) via smartphones?

Our Solution

The result of the 18-month project phase is a unique fully responsive corporate website including plant catalog. The number of master templates is 27 and the user experience leaves nothing to be desired. Shortly after the launch, we managed to increase the traffic by about 300% and thus significantly improve the conversion rate.

Disciplines

Workshops

Prototyping & UX design

Agile engineering (website & CMS)

Maintenance

Tech consulting

Milestones

2015: Winning of budget / start of cooperation

2016: Launch website / presentation at GaLaBau trade fair

2017: Implementation of further websites / maintenance

2018: Further development / maintenance

2019: Further development / maintenance

2020: Further development / maintenance

Features

Corporate website with e-commerce section

TYPO3 CMS

Plant catalog (40.000 products)

Multilingualism / watch list / intelligent filter

Connection to enterprise resource planning

Companies that trust in us

IBB Beteiligungsgesellschaft
Ein Unternehmen der IBB

Berliner Wasserbetriebe

Deutsches Herzzentrum Berlin
Stiftung des bürgerlichen Rechts

FRANKE

aletto
HOTELS & HOSTELS

Universität Koblenz · Landau

EICHELBERGER
Ventilatorenfabrik seit 1931

Lorberg

Agentur für Sicherheit und Schutz AGSUS GmbH
AGSUS
SECURITY

hkk
KRANKENKASSE

Avantgarde

EBK

CDP
DISCLOSURE INSIGHT ACTION

Climetrics
The Climate Impact Rating

Büro für Gesundheit und Prävention

From which experts do we assemble our teams?

💻 1-4 x Fullstack Developer (Frontend, Backend, Data Analyst)

🖌️ 1-2 x UX-Designer

💻 1-2 x 3D Architects

💬 1 x Project Manager / QA

💼 1 x Product Owner

Get in contact

Let's get to the next level together.

Project Requests

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Job Applications

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