

Ventzke Media

**We are UX designers & cognitive
scientists**

The 4 pillars

Our UX services

Understanding & analysing:

Strategy workshops

User research

Data analysis

Prototyping & UX design:

Creative prototyping

Design sprints

User interface design (UX & UI)

Define requirements:

User story maps

Information architectures

Navigation concepts

Evaluate & optimise:

UX testing

Expert reviews

A/B testing

coopz – social dating app

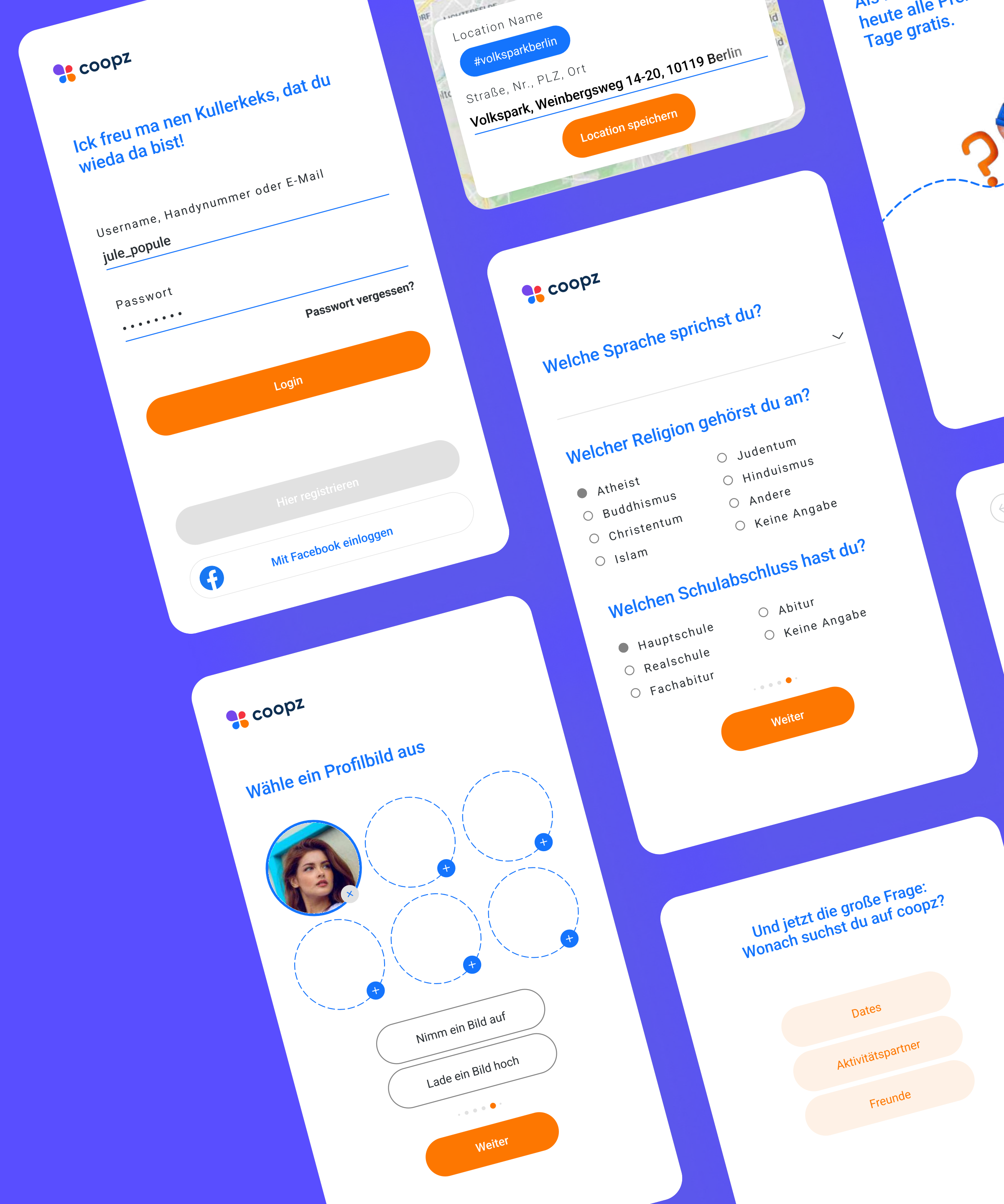
Innovative onboarding UX for mobile dating app

Onboarding is a user's first impression and, with intelligent UX, increases the likelihood of successful registration.

- Optimisation of UX onboarding & UI development
- Obtaining valuable (personal) user data
- Conversion optimisation for successful registrations

Query of important user data including gender, age, height, language, religion, school-leaving qualification, favourite location, interests & intention.

The user has the option of selecting from over 100 interests in order to receive (pre-filtered) perfect matches later.



coopz – social dating app

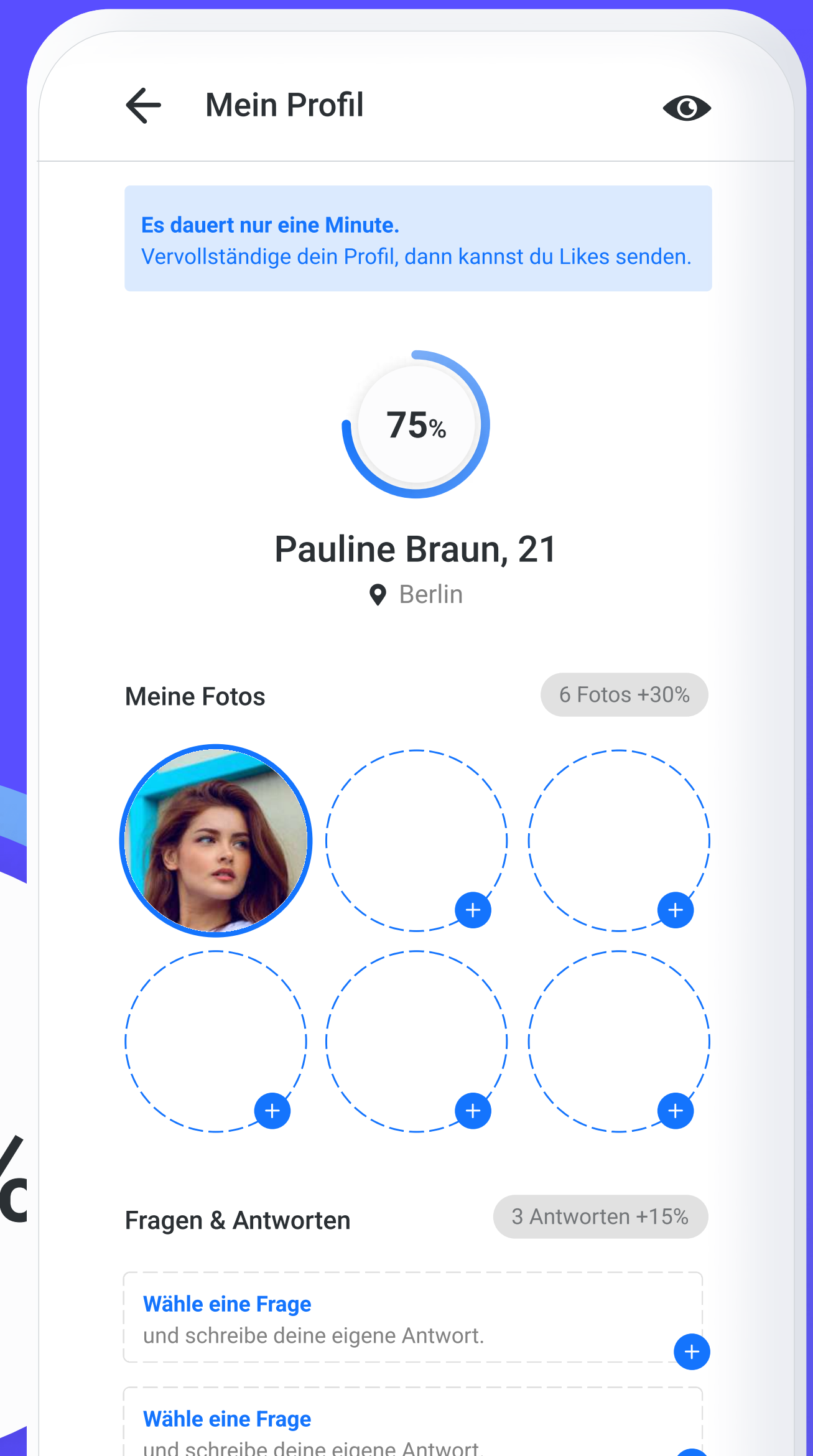
More user engagement through gamification UX

When editing their own profile, users are given an overview (percentage status bar) of how much information they have already entered.

The user can answer 3 questions, which later appear under their profile pictures. Interest and looking for properties can also be edited.

The highlight: Once the user has achieved a score of 85%, they are given the right to award likes.

- Development of gamification concept for profile management
- Increase user engagement & user interactions



75%

coopz – social dating app

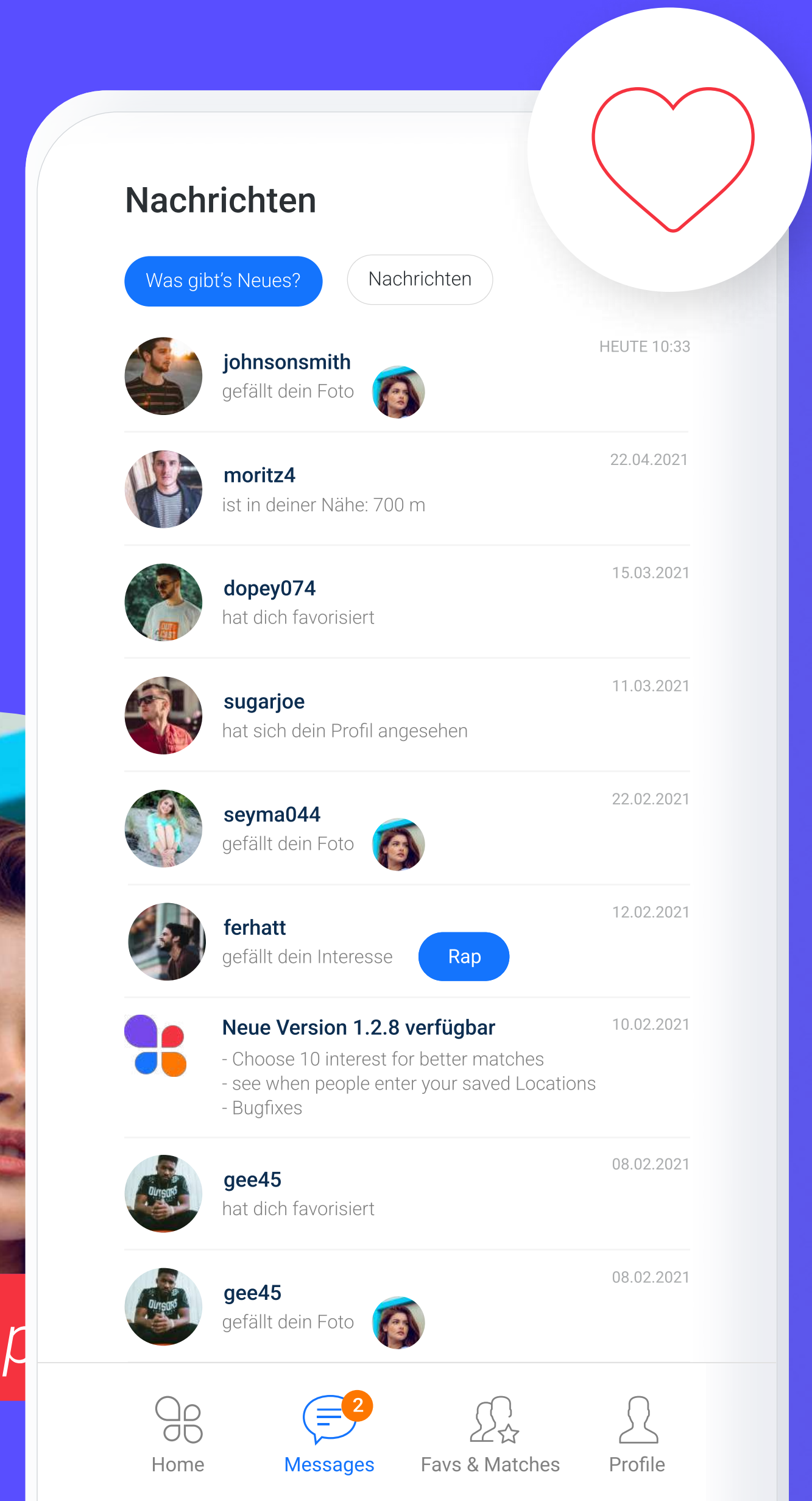
Development chat UX & management status updates

- Development of chat experience
- Development of a concept for managing messages, likes, push messages and location updates
- Integration of admin messages (PNs) to increase user engagement

We have combined several categories of messages in the new coopz message centre. On the one hand, the user can see all push messages (likes, location updates, new users, etc.) in the "What's New" tab and all private messages and admin messages are displayed in the "Messages" tab.



Liked your p



drolo – fashion lifestyle app

Feedback for your photo in just 30 seconds

Users can upload a picture from their gallery or take one directly and then have it rated by the drolo community. The community votes on the post within 30 seconds.

- Development of UX & UI for an image voting process
- Integration of bottom navigation incl. C2A for voting or uploading images
- Concept for optimal usability / 30 second countdown
- Expert review

Immediately after the countdown has ended, the user receives a percentage result showing how the picture was rated by the drolo community.



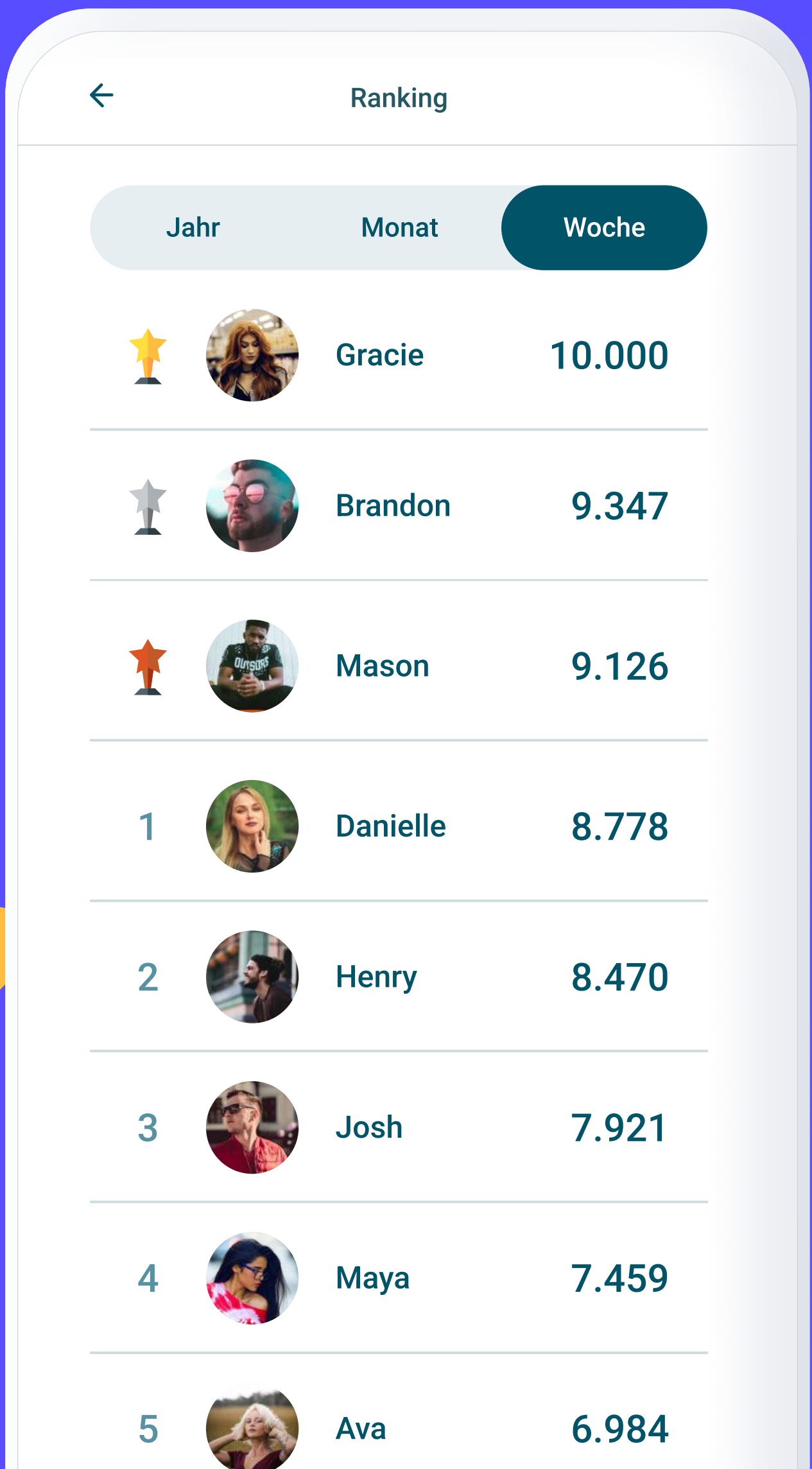

drolo – fashion lifestyle app









Ranking – Where do you stand today?

There's something to win every week at drolo! Based on the weekly rankings, the respective top users are honoured and receive various prizes (Amazon vouchers).

With the scoring and ranking concept, we have managed to build an active community for drolo. Many users enjoy competing with other users on a points basis in a ranking.

- Development of ranking UX / points system
- Gamification UX to increase user engagement
- Integration of intuitive UI to manage winners



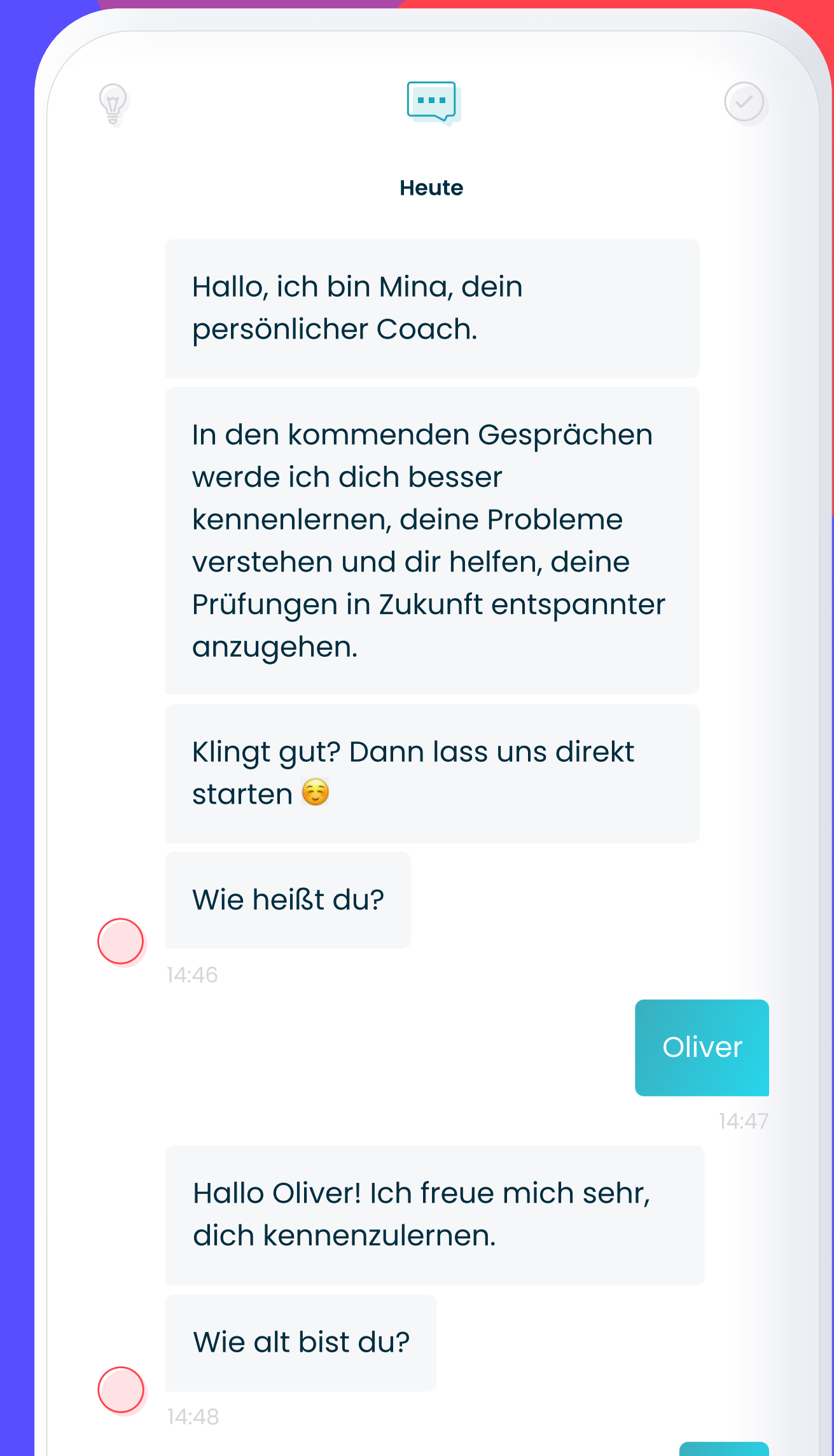
Ranking			
	Jahr	Monat	Woche
★		Gracie	10.000
★		Brandon	9.347
★		Mason	9.126
1		Danielle	8.778
2		Henry	8.470
3		Josh	7.921
4		Maya	7.459
5		Ava	6.984

Mina – therapy chatbot

Conversational UX for therapy chatbot

Mina is the first AI-based chatbot for psychotherapy based on cognitive behavioural therapy. Mina is able to make data-based decisions and dynamically adapt the type of therapy.

- Development of concept for conversational experience (CUX)
- Development of prototypes (MLP) for user testing
- Development of intuitive UI for therapeutic conversation guidance
- Natural language processing (NLP) & machine learning (ML)
- Development of brand, branding & product



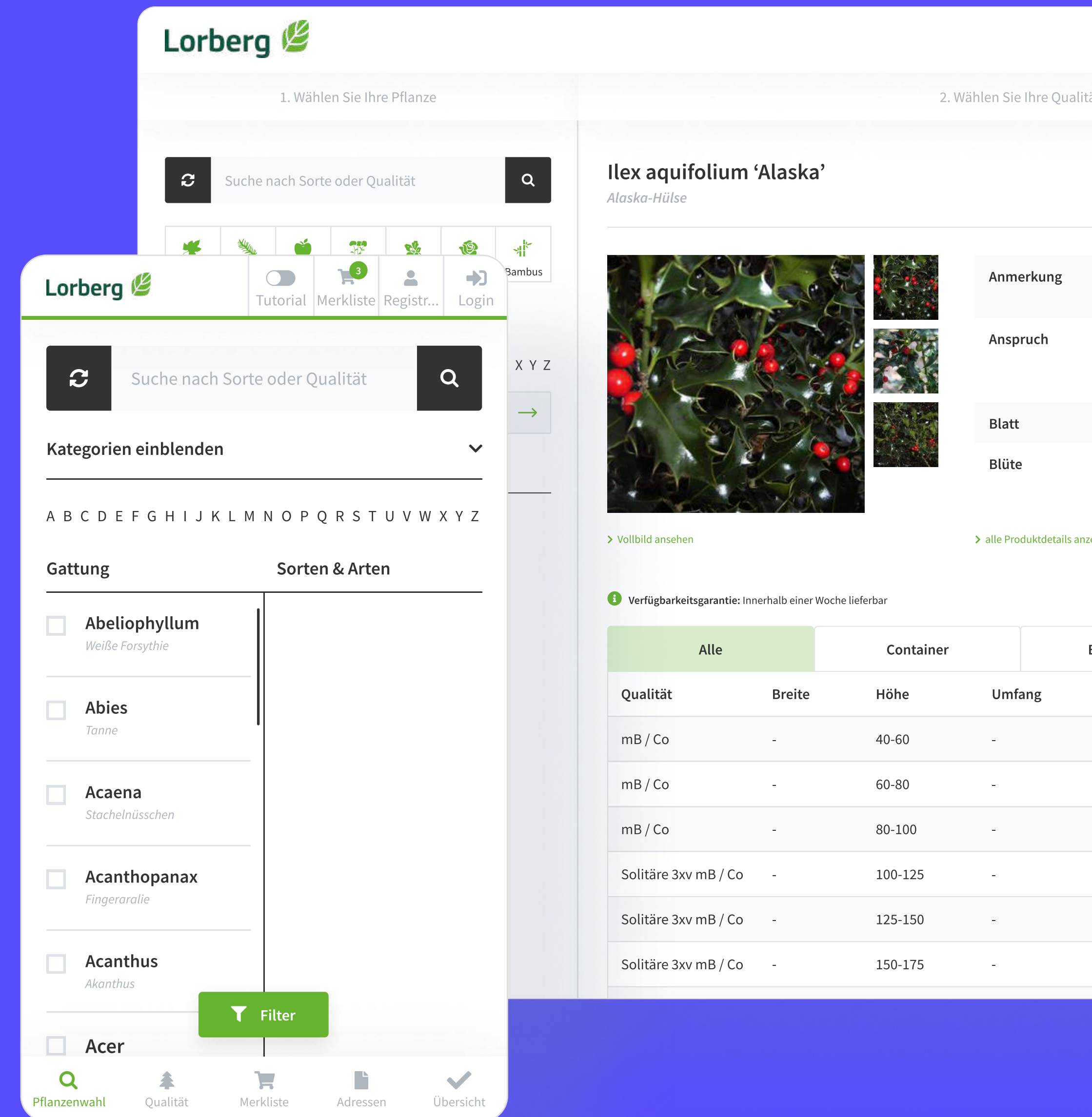
Lorberg – e-commerce application

Optimised usability for e-commerce app

We developed an e-commerce application for the Lorberg tree nursery that displays the range of plants as an online catalogue. The 3-column product catalogue was specially designed for mobile devices and offers optimal usability on both desktop and smartphones.

With the help of creative prototyping, we were able to quickly identify gaps in the navi quickly recognise gaps in the navigation concept and eliminate them with targeted measures.

- Development of UI & UX for e-commerce app
- Development of UX concept for the presentation of a product search incl. filter & product results incl. checkout on a view
- Icon-based bottom navigation especially for mobile views

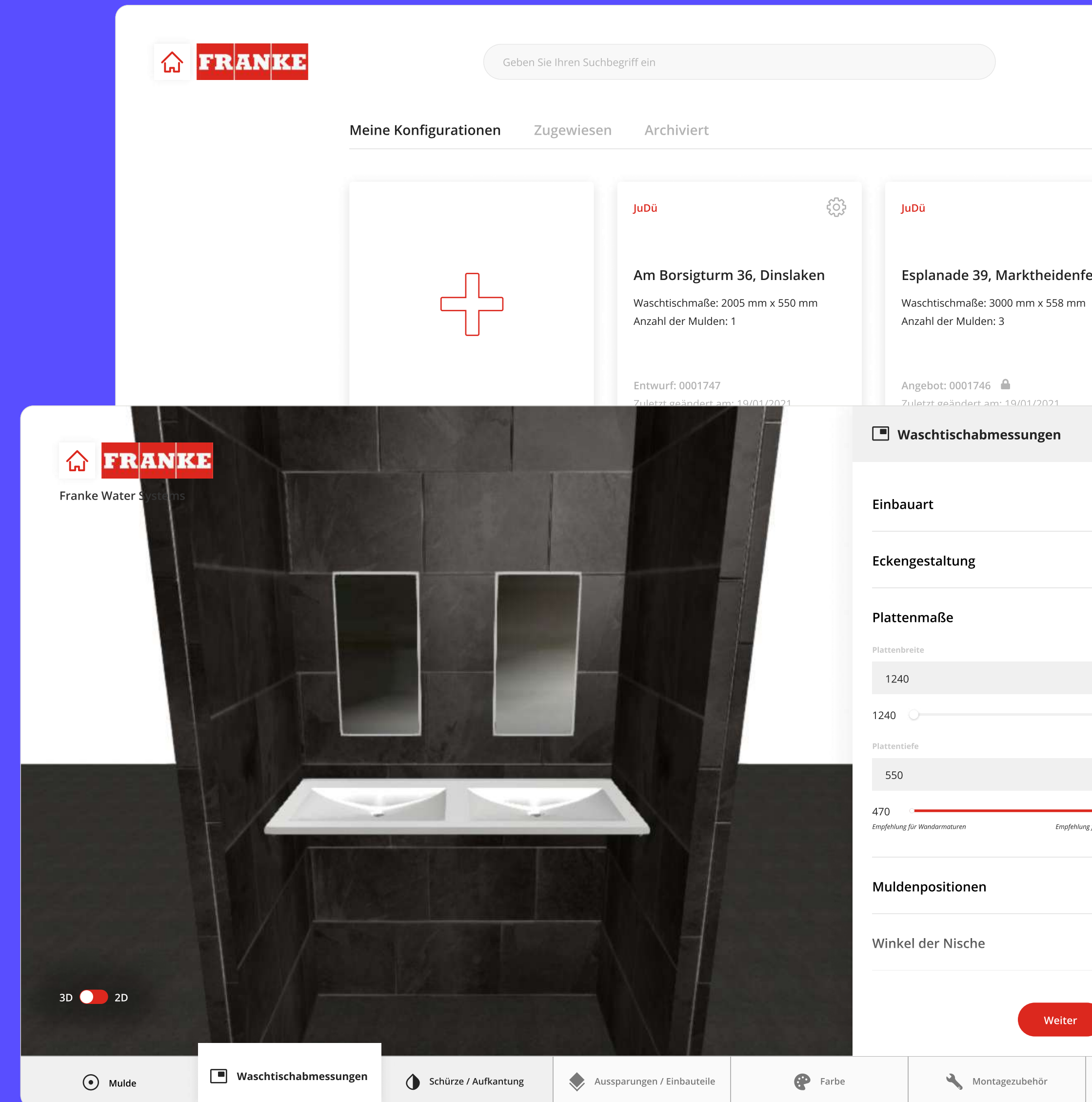


Franke Water Systems – 3D product configurator

From design thinking to the 3D configurator

A prototype for a product configurator was developed for Franke Water Systems in a design thinking workshop. Based on the initial product vision, our UX team realised the rough concept (user journey & wireframing), which was used to validate the UX. After the UI phase, our in-house software team developed the configurator as a 3D application (PWA).

- Development of customer journey map & user testing
- Development of UX concept for configurator dashboard incl. role rights management and archive function
- Development of UI for desktop views and mobile devices
- Fast price identification for complex product logic thanks to UX concept



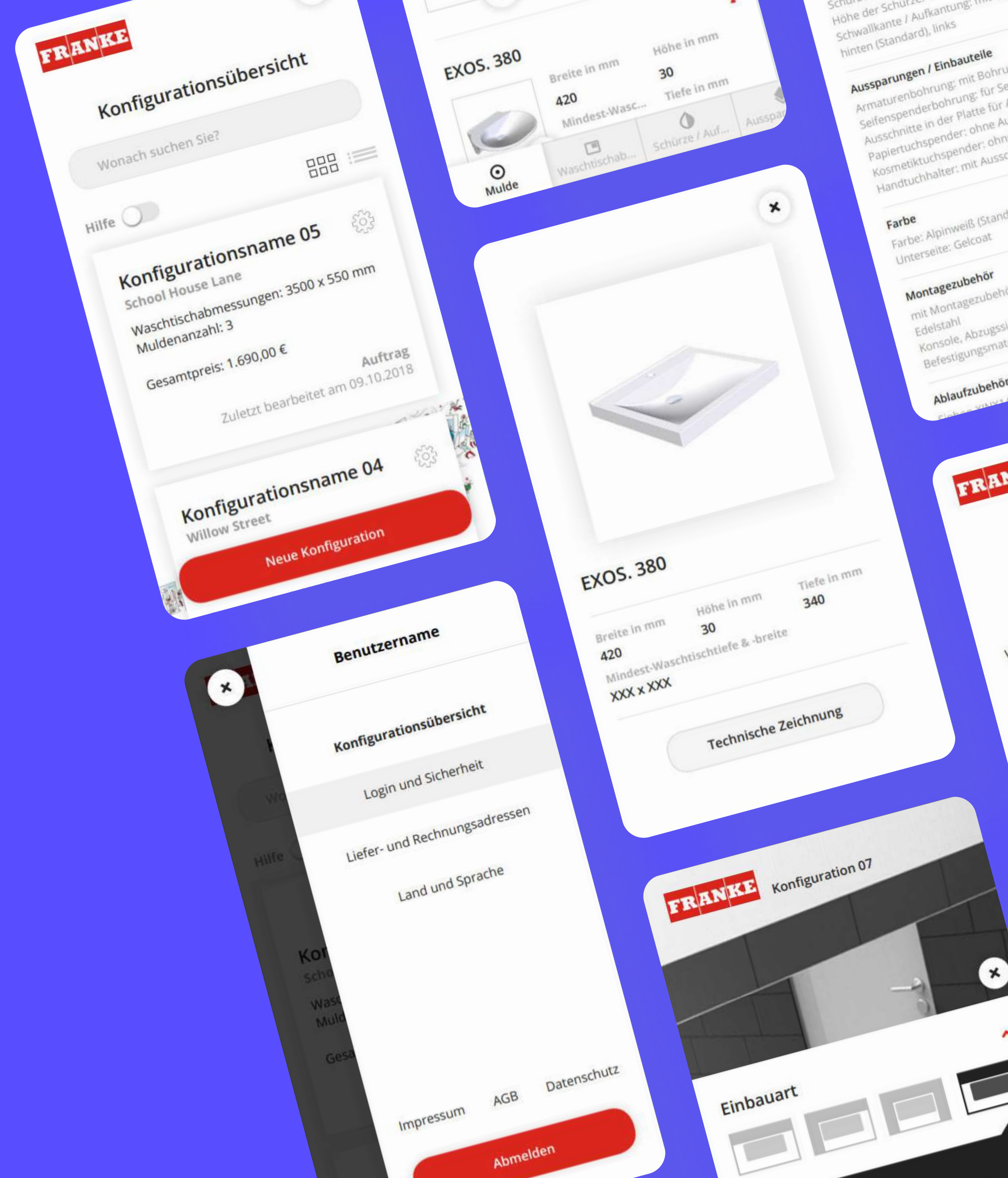
Franke Water Systems – 3D product configurator

Mobile UX concept for 3D application

We developed an independent UX concept and created the user interface design especially for mobile users of Franke's product configurator.

The product configurator can be used on tablets and smartphones and, thanks to its sophisticated UX, forms a good interface between internal sales and customer requirements.

Using the intuitive navigation concept (bottom nav), the user can navigate through the product configuration and also has all selection options available on mobile views.

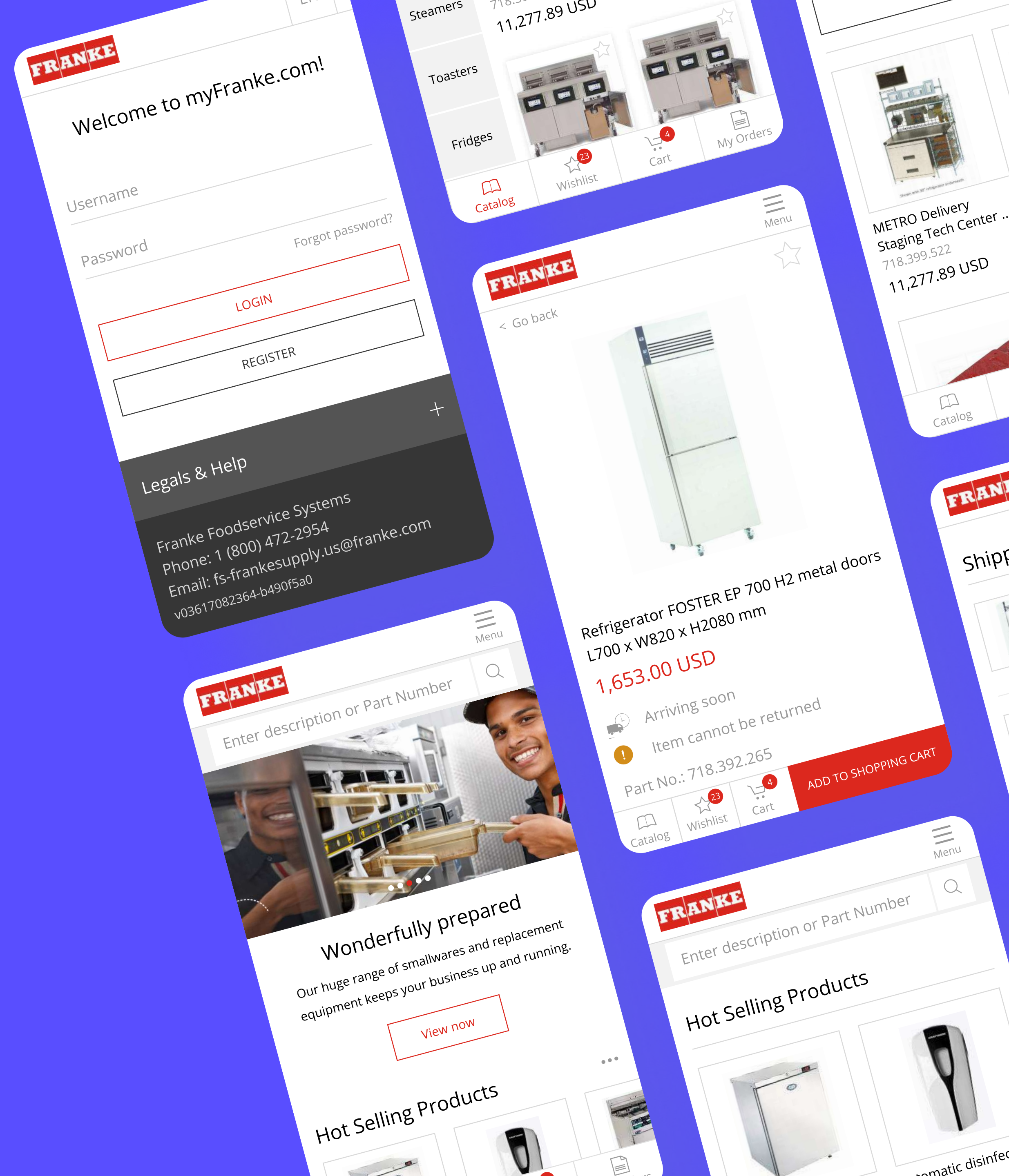


Franke Foodservice Systems – e-commerce platform

UX & UI development for food service app

Franke is a leading global provider of products and solutions for private kitchens, bathrooms, professional catering, coffee preparation and washrooms. We have been developing UX/UI concepts and carrying out usability tests for the Foodservice Systems division for 4 years.

- Implementation of workshops & usability tests
- Agile approach with overlapping sprints for fast acceptance processes
- Conception and optimisation of the UI/UX architecture
- Creation of desktop, mobile wireframes and clickable prototypes (MVP)
- Development of interaction designs / UI
- Development of frontend as single-page application (PWA)





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**Do you need UX experts
at your side?**

