

The background is a solid blue color. There are three red circles of varying sizes: one in the upper left, one in the lower left, and a large one in the upper right. A thick red arc is also present in the upper right corner.

Ventzke Media

**We help companies
transforming by building
fabulous software.**

About us

15 years, more than 400 projects. Ventzke Media is a Berlin-based agency specialising in web & software development. In addition to the core competences of UX design and front-end development, we also realise real-time 3D product configurators. Our product team has worked with medium-sized companies, start-ups and global brands to develop high-quality software, apps and websites and support development teams.

10⁺

International team

2008

Foundation

10.000⁺

Hours in major projects

Disciplines



Digital products

Design thinking
Development of digital products
Project management & controlling



UI & UX design

Idea generation & prototyping
UX audits & UX testing
User interface & UX design

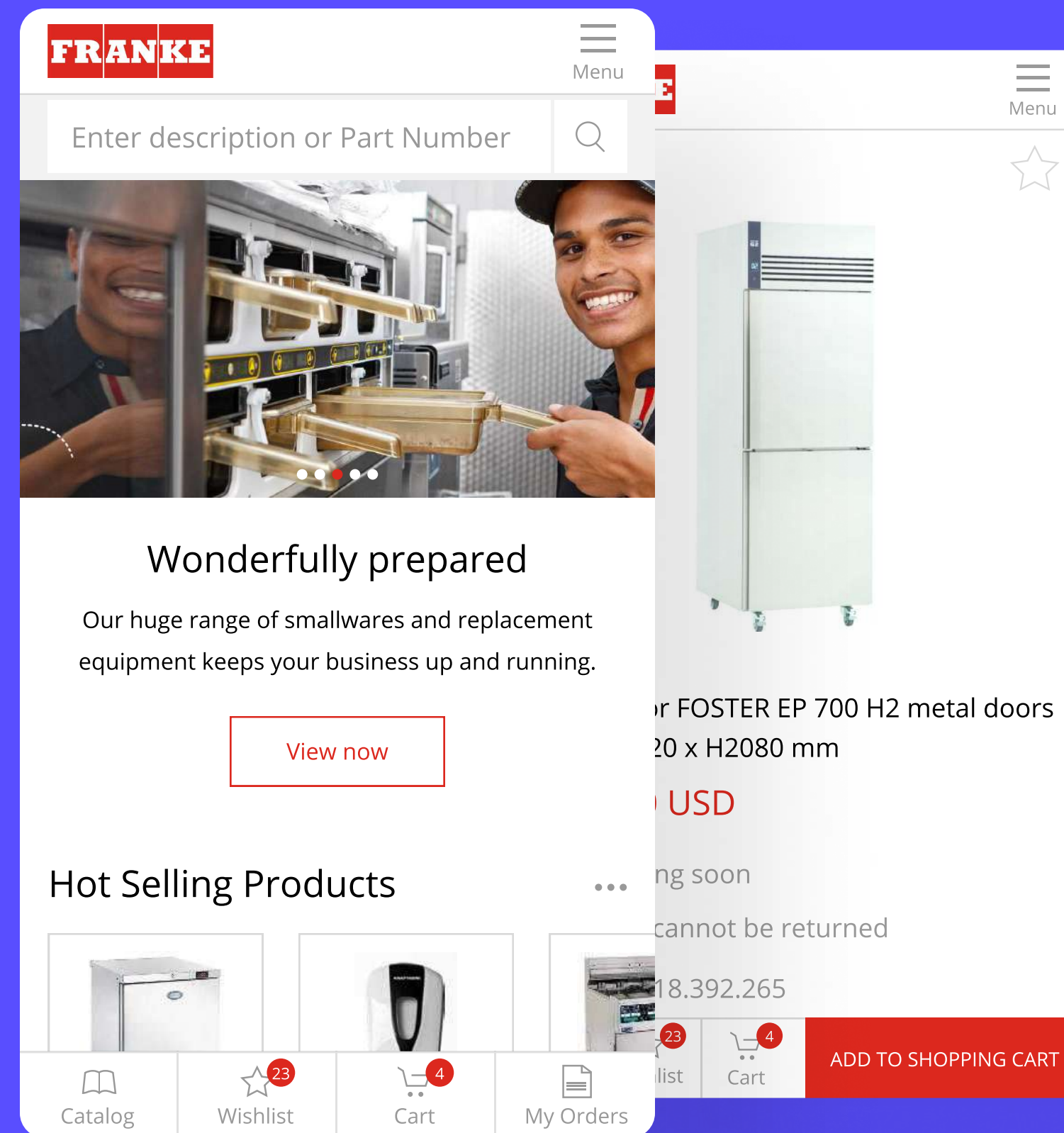


Software engineering

Websites & web apps
Customised software
Product configurators
Chatbots

Companies that rely on us





#b2b #ecommerce #foodservice #react

International relaunch of the Franke e-commerce platform

The client

When it comes to food service – as the name suggests – it's the service that counts! With over 50 years of experience in the planning, installation and maintenance of customised kitchens for the major players in system catering worldwide, as well as for start-ups with ambitious goals and fresh ideas, Franke knows what really counts.

Disciplines

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

The challenge

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 Franke's old e-commerce platform was not mobile-capable and technically completely outdated.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

Milestones

- 2017:** Workshops / prototyping / conception UX UI
- 2018:** Iterative launch of the new web shop
- 2019:** Continuous delivery / expansion of the platform
- 2020:** Expansion of the platform / update React
- 2021:** UX revision for the Asian market
- 2022:** Implementation of new features

Our solution

Following a screening, Franke Foodservice decided in favour of the Berlin-based React experts Ventzke Media as its new digital agency partner in Germany. The B2B web shop, which is used daily by major players in the global catering industry, was redesigned and implemented as a responsive React single-page application (PWA).

Features

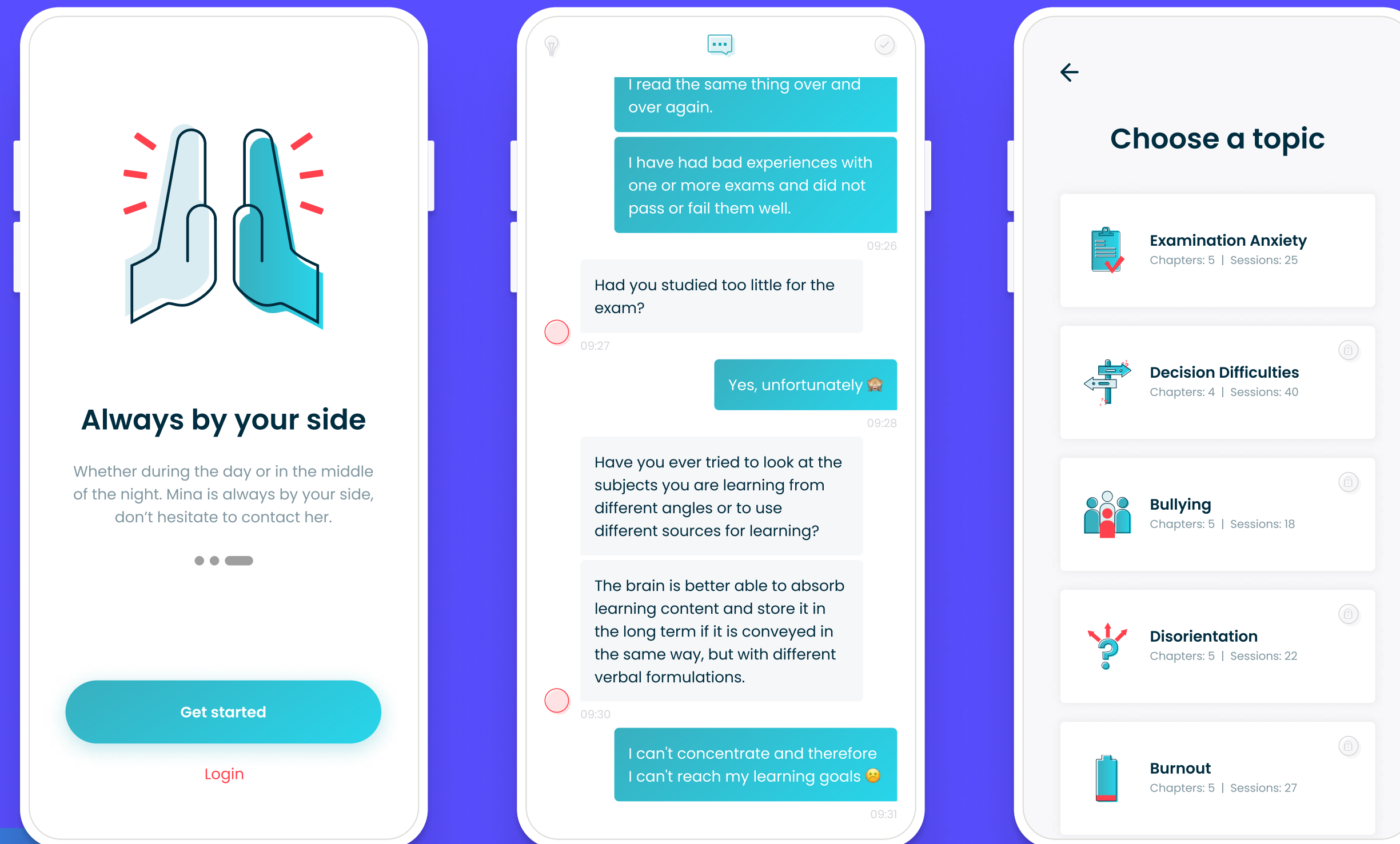
- High-performance e-commerce frontend in 12 languages
- Search / watch list / product filter / promotions
- OnePage checkout for optimal conversion
- Progressive Web App (PWA)
- 50+ individual views (templates)
- Secured log-in / registration process

"For us, 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 happy with the results. The designers and developers took the time to really get to know our business. The team was very responsive to our requirements and were very committed to meeting them. A modern and straightforward design was created, a design that is also easy for our customers to use. [...]





#mobileapp #mentalhealth #ai #chatbot #therapy

Mina – your AI-based therapy chatbot

The client

Mina ist der erste deutschsprachige Therapie-Chatbot, der auf kognitiver Verhaltenstherapie basiert. Mina ist in der Lage, datenbasierte Entscheidungen (KI) zu treffen und die Art der Therapie dynamisch anzupassen. Mit der datengesteuerten Therapieform wird die Aufmerksamkeit des Klienten besser auf seine Wünsche, Ziele und damit auf seine Zukunft gerichtet.

Disciplines

Product development

Startup accelerator

Digital branding (logo & illustrations)

Prototyping & UX design

Agile engineering (chatbot & website & CMS)

The challenge

Die konzeption der UI und Ausarbeitung einer Conversational UX für Therapiezwecke war die erste Phase bei dem Projekt. Die spätere Herausforderung war es, alle Inhalte in einem geeigneten CMS zu hinterlegen, um in Zukunft voll automatisiert den Content pflegen zu können.

Milestones

Rapid prototyping & development UX & MVP

Development native app & backend & CMS

Our solution

Mit einer React Native Mobile App und einem Backend as a Service (Firebase) konnten wir in kurzer Zeit einen ersten Prototypen auf die Beine stellen. Für die Contentpflege haben wir eine eigene Schnittstelle zwischen Landbot und Botpress entwickelt, mit der wir flexibel und skalierbar alle Gesprächsdialoge updaten können.

Features

AI-based (AI) and data-driven algorithms

Machine learning (ML)

Cross-platform mobile app (iOS & Android)

Selection from 16 therapy courses

Personalised coaching (cognitive behavioural therapy)

Standardised 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 for getting to know interesting people based on interests, personal characteristics and favourite 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 they are entered.

Disciplines

Product development

Startup accelerator

Digital branding (logo & social media & motion design)

Prototyping & UX design

Agile engineering (native app & website & CMS)

The challenge

There are dozens of hurdles 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.

Milestones

2015: Development of prototypes (MVP)

2016: Design system / branding

2017: Start of Android app development

2018: Launch of Android app / start of iOS app development

2019: Launch iOS app / online marketing

2020: Development of coopz 2.0

2021: Integration of AI-based matching

Our solution

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

Features

Innovatives OnBoarding (Interessen, Locations, etc.)

Eigener GPS-Update-Algorithmus

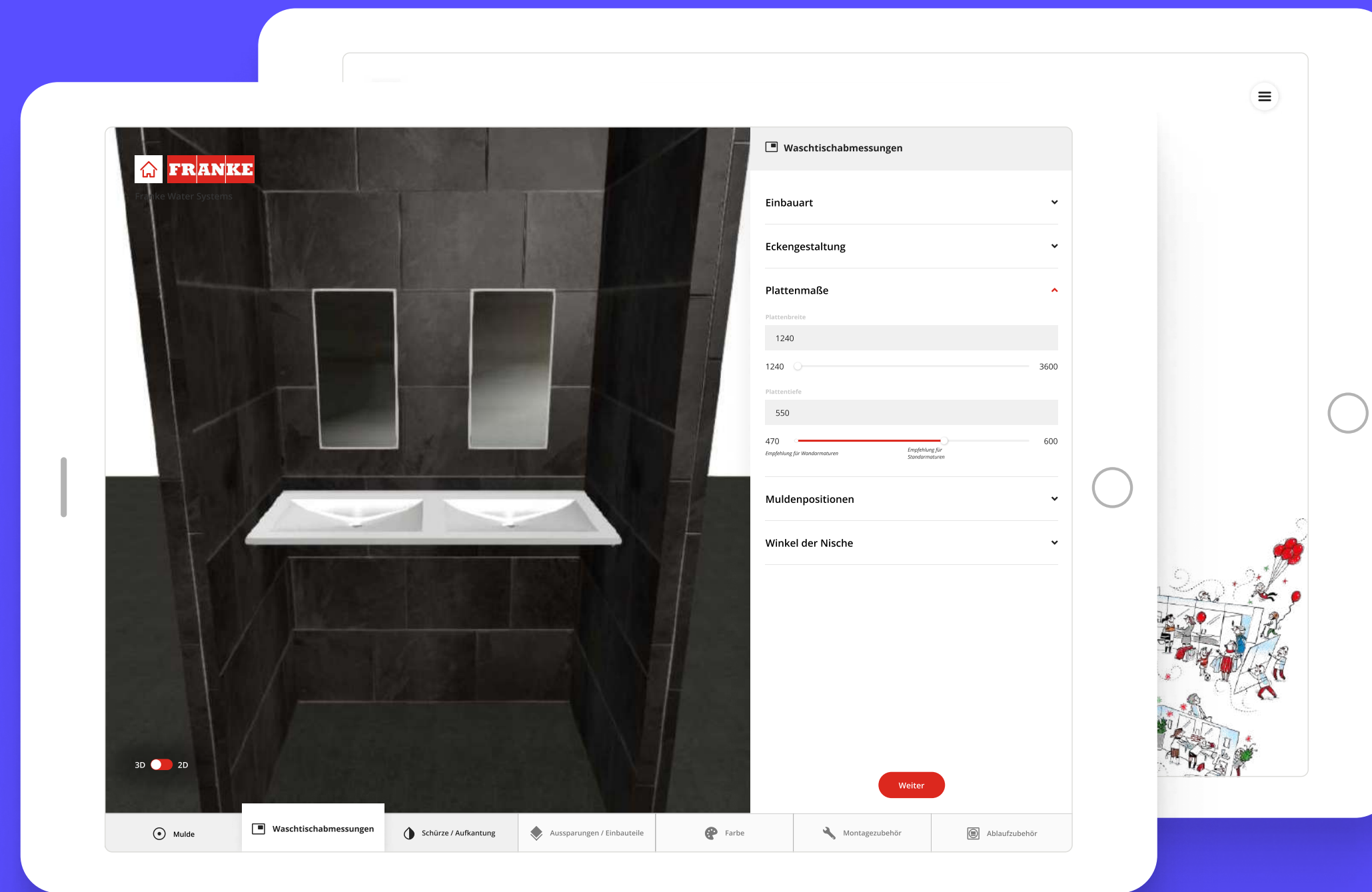
Optimierter Batterieverbrauch

Premium Funktionen

Intelligente Push-Nachrichten

Standort teilen & Geofencing

KI-basiertes Matching



#b2b #productconfigurator #3d #sanitary #react

3D configurator as a sales & pricing tool for global players

The client

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

Disciplines

Product development & workshops

Prototyping & UX design

Software development

3D modelling

Cloud hosting integration (Microsoft Azure)

Technical consulting

Team as a service

The challenge

The information and ordering process for complex products such as Franke washbasins had potential for optimisation. Before the project began, the processes were relatively long and non-transparent for customers and involved time-consuming steps for employees. These processes were digitalised and optimised to increase customer satisfaction and save costs. satisfaction and cost savings.

Milestones

2018: Design thinking / start of collaboration

2019: Launch MVP / Presentation at ISH trade fair

2020: Continuous delivery / technical drawings

2021: CMS: postcode management, prices, access rights

2022: SAP S/4 HANA / change of name / server relocation

2023: Integration of new product line & new markets

2024: Further markets / trough preview / folder structure

Our solution

A touchpoint-enabled product configurator was designed that allows users to digitally configure washbasins. 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.

Features

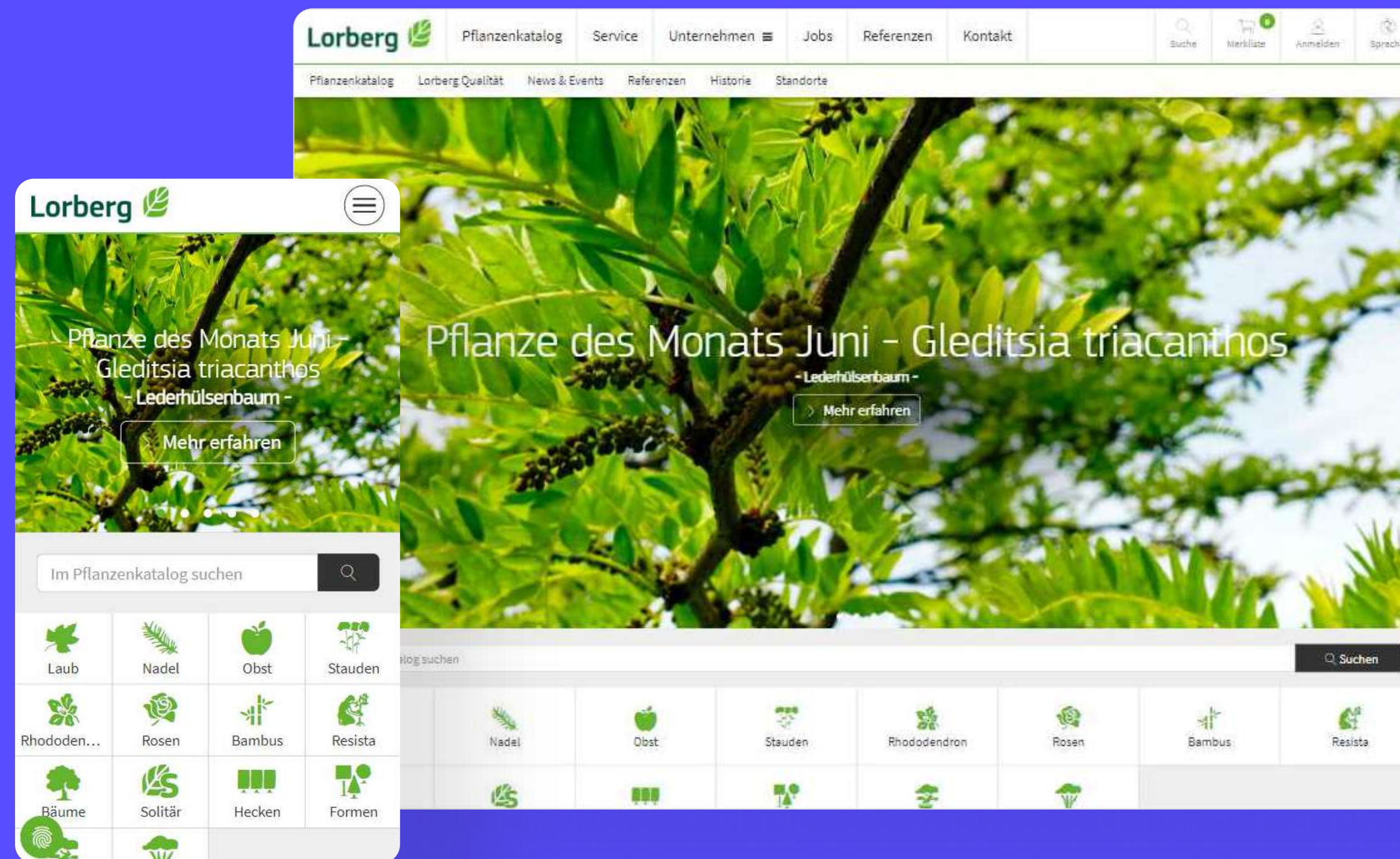
2D & 3D product configuration

Quotation creation & technical drawing (PDF)

Multilingualism & SAP connection

Progressive Web App (PWA)

Assignment of employees via postcode areas



#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 tree nurseries in Germany and Europe in recent years. Lorberg's plants characterise the projects of renowned landscape architects and are used to design public spaces, commercial properties and private gardens.

Disciplines

Workshops

Prototyping & UX design

Agile engineering (website & CMS)

Maintenance

Tech consulting

The challenge

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

Milestones

2015: Budget win / start of collaboration

2016: Launch website / presentation at GaLaBau trade fair

2017: Realisation of further websites / maintenance

2018: Further development / maintenance

2019: Further development / maintenance

2020: Further development / maintenance

Our solution

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

Features

Corporate website with e-commerce area

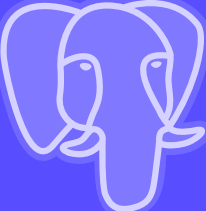
TYPO3 CMS

Plant catalogue (40,000 products)

Multilingualism / watch list / intelligent filter

Connection to merchandise management

Technology stack

					
		TypeScript		 React Native	three.js
					

Which experts do we use to put together our Scrum teams?

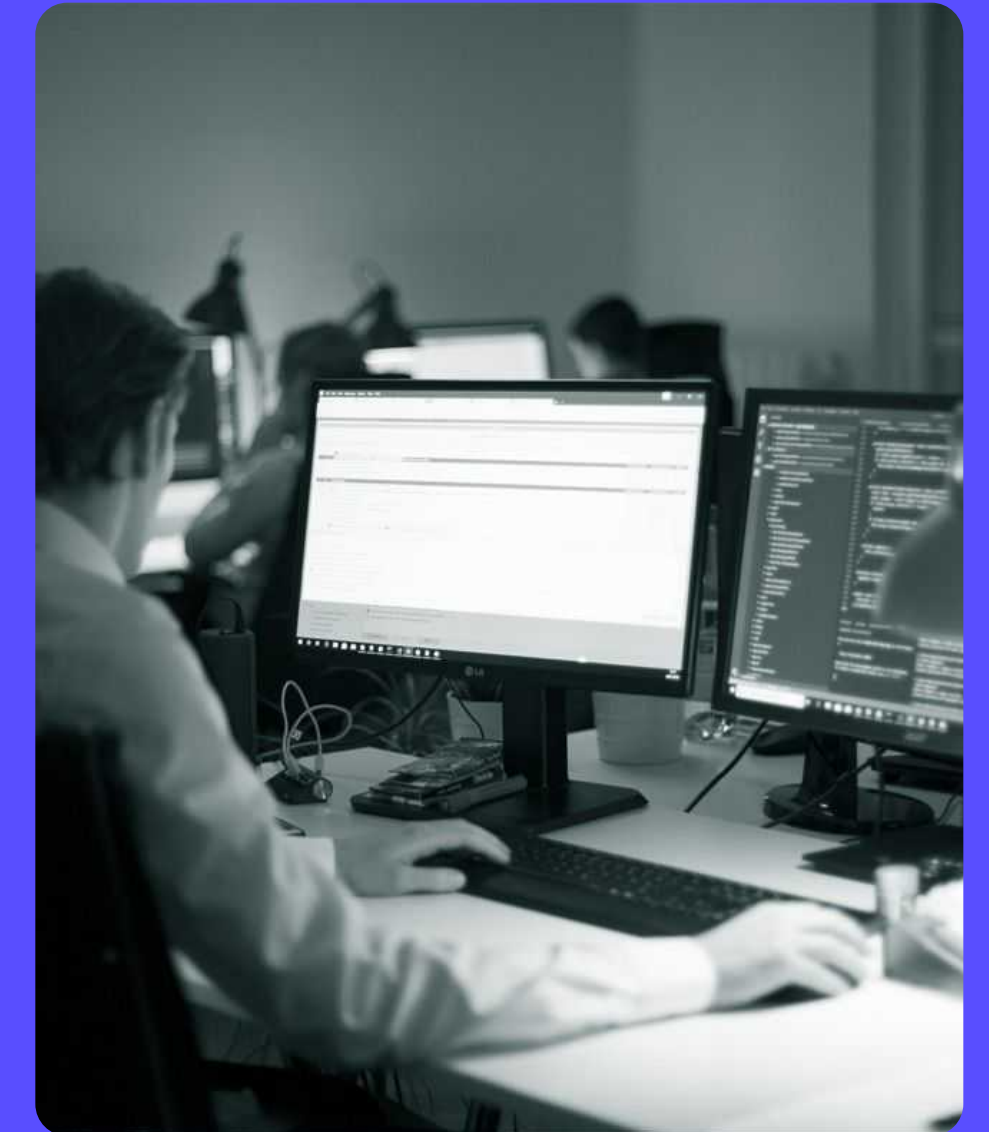
💻 1-4 x Fullstack developer

🔪 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.

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