Ventzke Media

We are UX Designers & Cognitive Scientists

The 4 Pillars

Our UX Services

Understand & Analyze:

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 & Optimize:

UX Testing

Expert Reviews

A/B Testings

Innovative Onboarding UX for Mobile Dating App

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

- Optimization onboarding UX & development UI
- Preservation of valuable (personal) user data
- Conversion optimization for successful registrations

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

The user has the possibility to choose from over 100 interests to get perfect matches (pre-filtered) later.
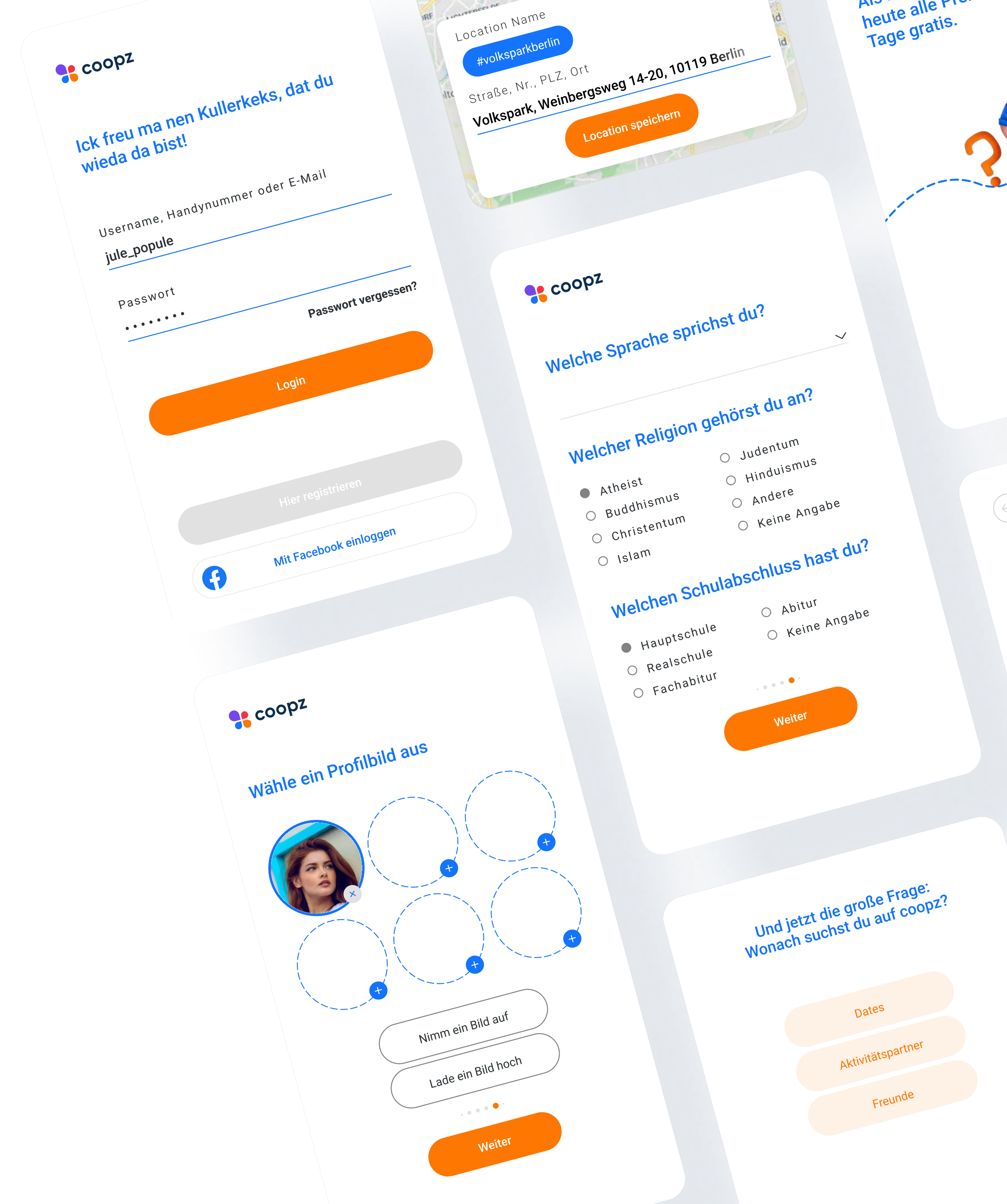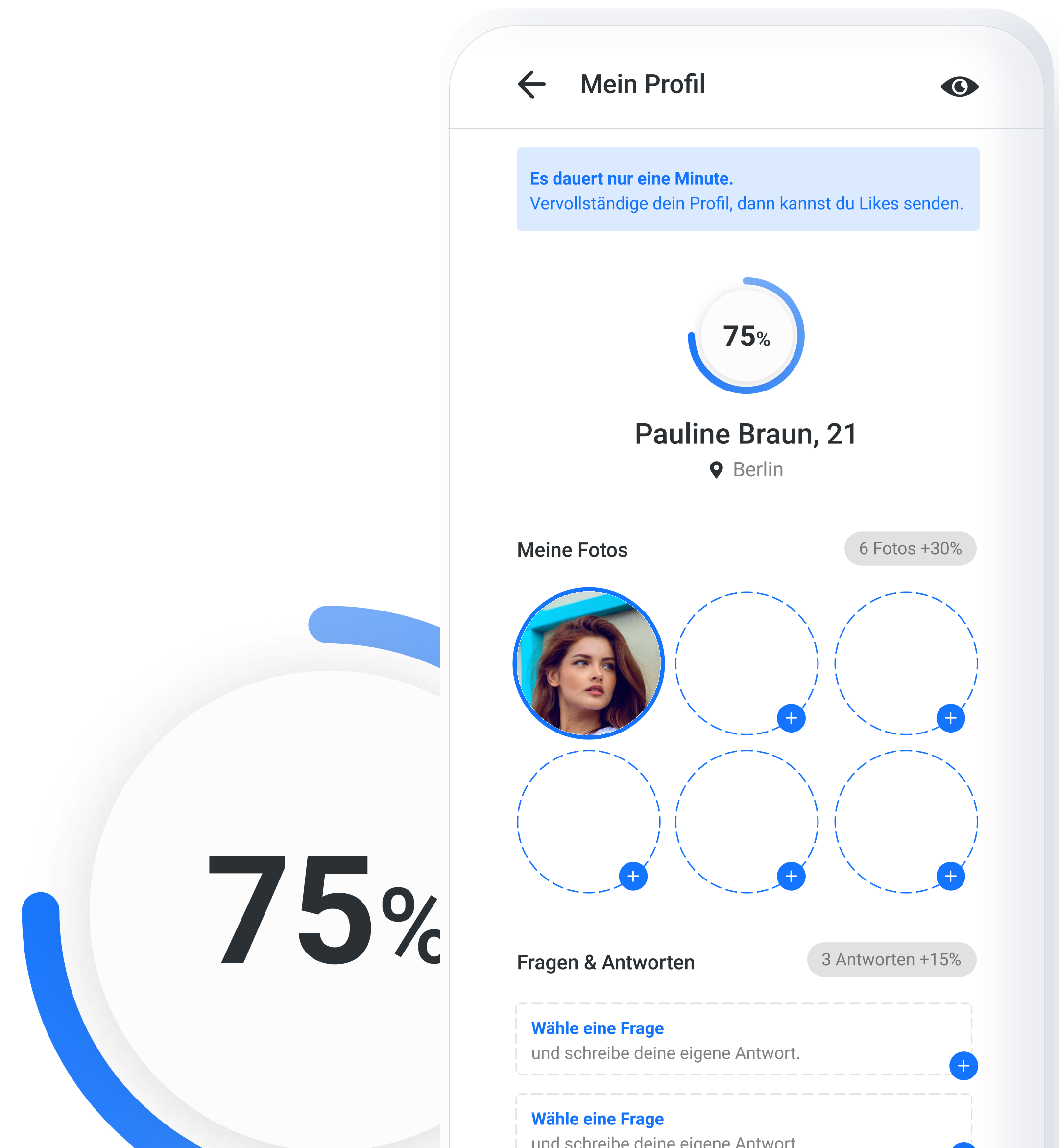
coopz – Social-Dating-App

More user engagement through gamification UX

When editing their own profile, the user receives an overview (percentage status bar) of how much information they have already entered.

The user can answer 3 questions, which will later appear under his profile pictures. Additionally, interest and looking for properties can be edited.

The highlight: If the user has achieved a score of 85%, he or she receives the right to assign likes.

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

75%

Mein Profil

Es dauert nur eine Minute.
Vervollständige dein Profil, dann kannst du Likes senden.

75%

Pauline Braun, 21
Berlin

Meine Fotos   6 Fotos +30%

Fragen & Antworten   3 Antworten +15%

Wähle eine Frage
und schreibe deine eigene Antwort.

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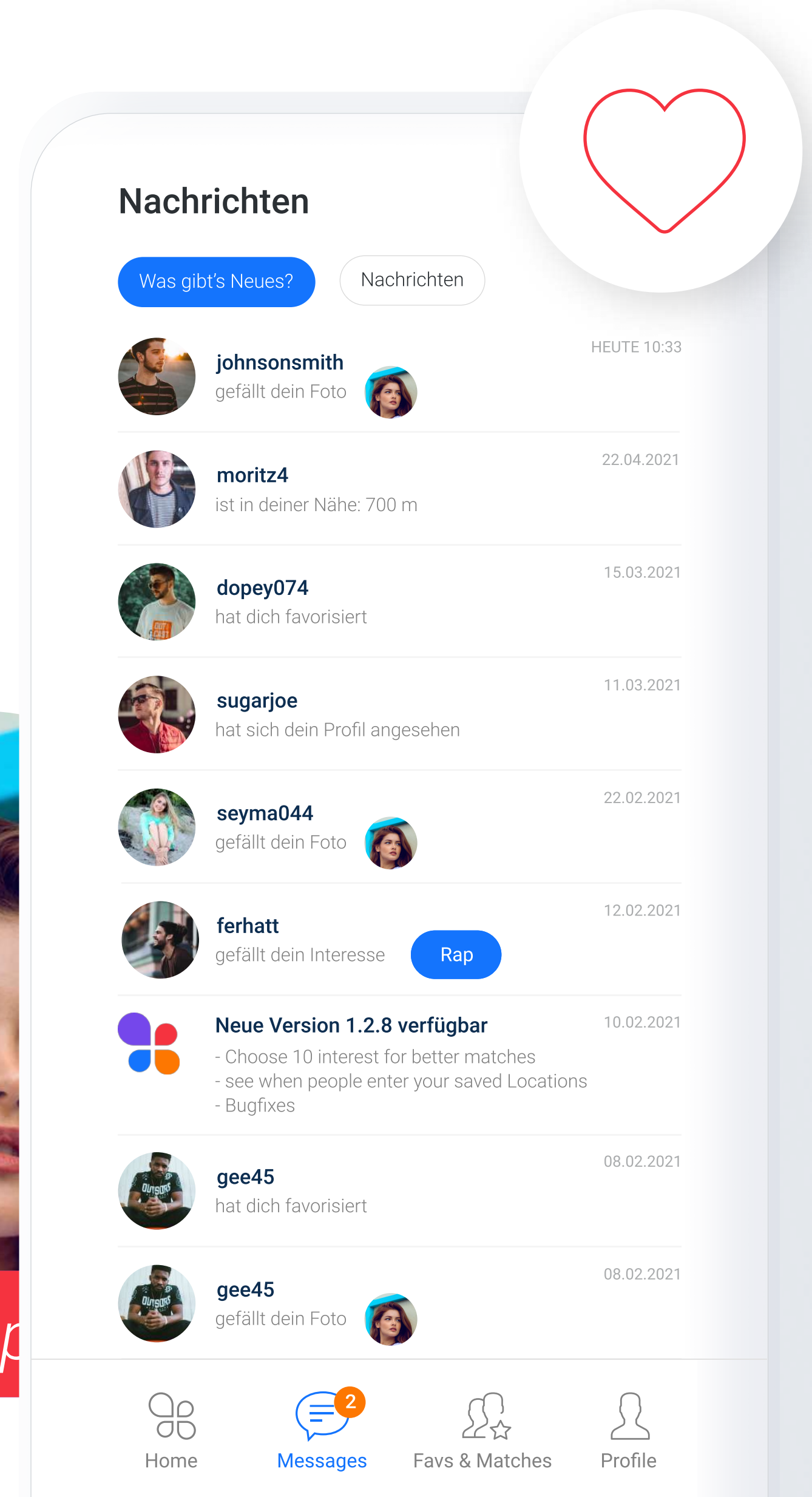
coopz – Social-Dating-App

Development Chat UX & Management Status Updates

- Development chat experience
- Development of a concept to manage messages, likes, push messages and location updates
- Integration of admin messages (PN's) to increase user engagement

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In the new message center of coopz we have combined several categories of messages. On the one hand, the user sees all push messages (likes, location updates, new users, etc.) in the "What's New" tab and all private messages as well as admin messages are displayed in the "Messages" tab.

Nachrichten

| Was gibt's Neues? | Nachrichten |

johnsonsmith — HEUTE 10:33
gefällt dein Foto

moritz4 — 22.04.2021
ist in deiner Nähe: 700 m

dopey074 — 15.03.2021
hat dich favorisiert

sugarjoe — 11.03.2021
hat sich dein Profil angesehen

seyma044 — 22.02.2021
gefällt dein Foto

ferhatt — 12.02.2021
gefällt dein Interesse Rap

Neue Version 1.2.8 verfügbar — 10.02.2021
- Choose 10 interest for better matches
- see when people enter your saved Locations
- Bugfixes

gee45 — 08.02.2021
hat dich favorisiert

gee45 — 08.02.2021
gefällt dein Foto

Liked your p

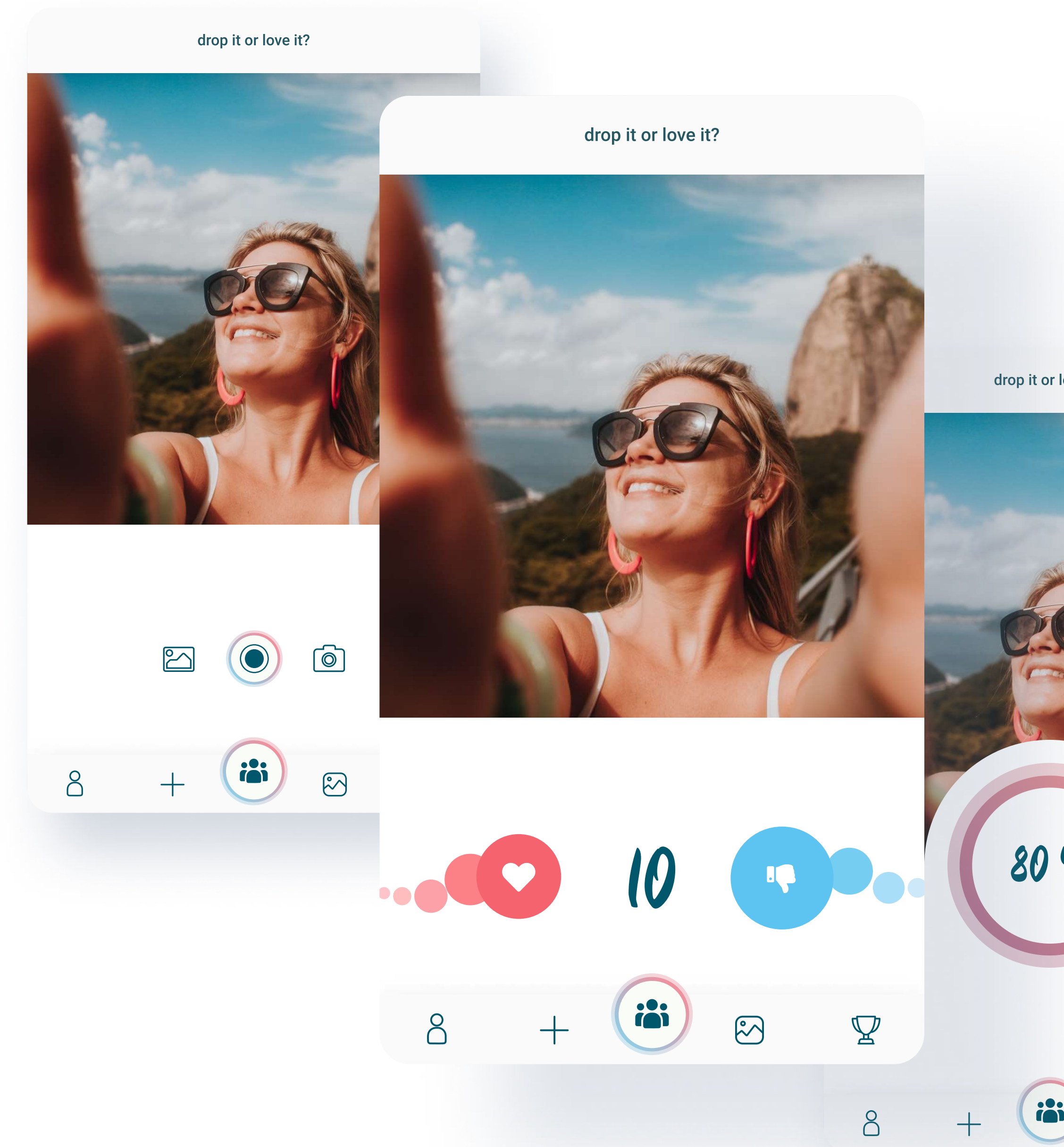Home   Messages (2)   Favs & Matches   Profile

drolo – Fashion-Lifestyle-App

Feedback for your photo in just 30 seconds.

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

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

Immediately after the countdown has expired, the user receives a percentage result showing how the image was rated by the drolo community.
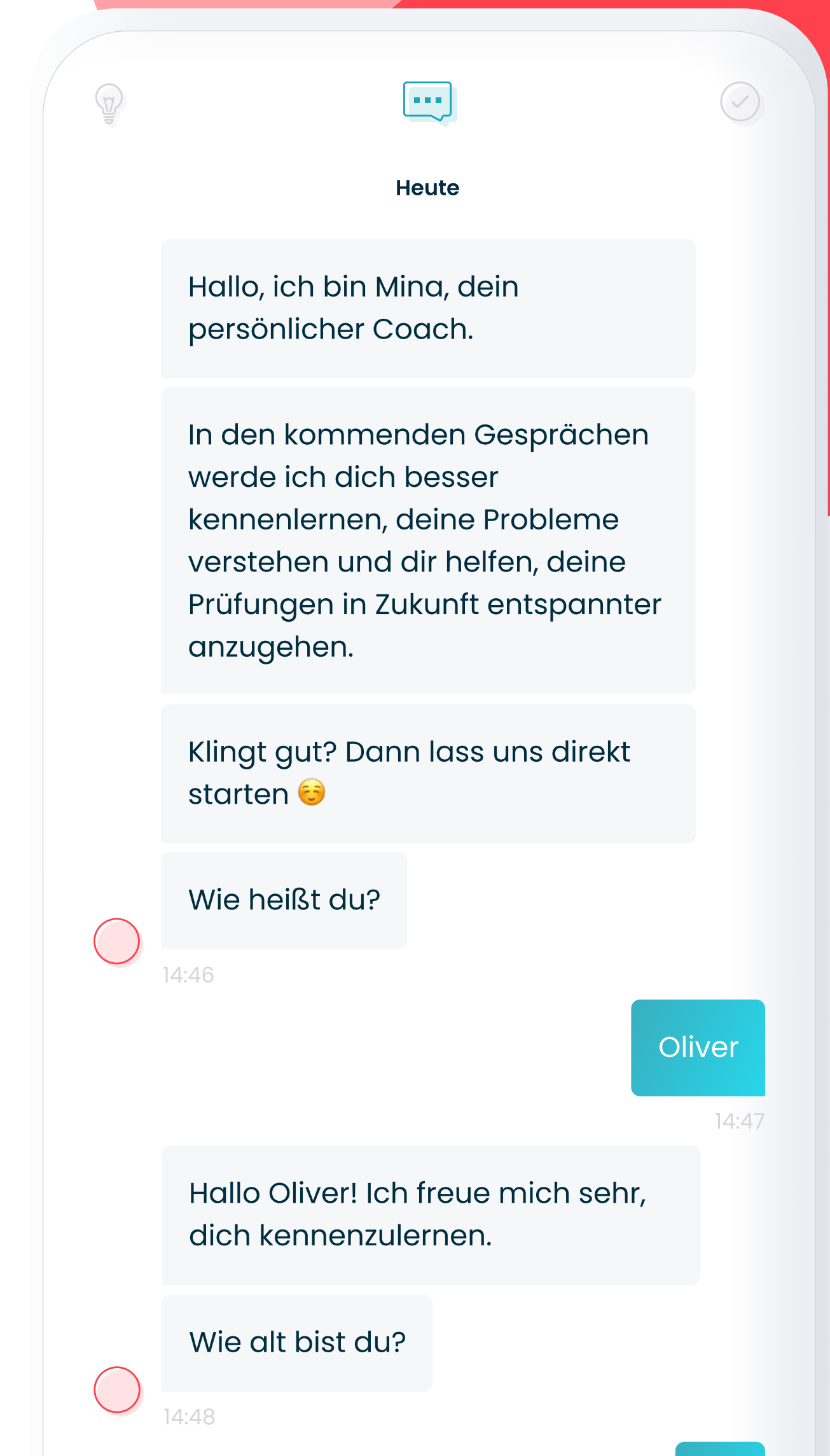
drop it or love it?

drop it or love it?

drop it or l

10

80

drolo — Fashion-Lifestyle-App

Ranking – What place are you in today?

Every week there is something to win at drolo! Based on the weekly rankings, the respective top users are awarded 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.

- Elaboration of ranking UX / point system
- Gamification UX to increase user engagement
- Integration 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 behavioral therapy. Mina is able to make data-based decisions and dynamically adapt the type of therapy.

- Development of a concept for Conversational Experience (CUX)
- Development of prototypes (MLP) for user testing
- Development of intuitive UI for therapeutic conversational experience
- Natural Language Processing (NLP) & Machine Learning (ML)
- Development of brand, branding & product

Heute

Hallo, ich bin Mina, dein persönlicher Coach.

In den kommenden Gesprächen werde ich dich besser kennenlernen, deine Probleme verstehen und dir helfen, deine Prüfungen in Zukunft entspannter anzugehen.

Klingt gut? Dann lass uns direkt starten 😌

Wie heißt du?

14:46

Oliver

14:47

Hallo Oliver! Ich freue mich sehr, dich kennenzulernen.

Wie alt bist du?

14:48

Lorberg – E-Commerce Application

Optimal Usability for E-Commerce App

For the Lorberg tree nursery, we developed an e-commerce application that shows the plant assortment as an online catalog. The 3-column product catalog 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 navigation concept and eliminate them through targeted measures.

- Development UI & UX for e-commerce app
- Development of a UX concept for the presentation of a product search incl. filter & product results incl. checkout on one view
- Icon based bottom navigation especially for mobile views
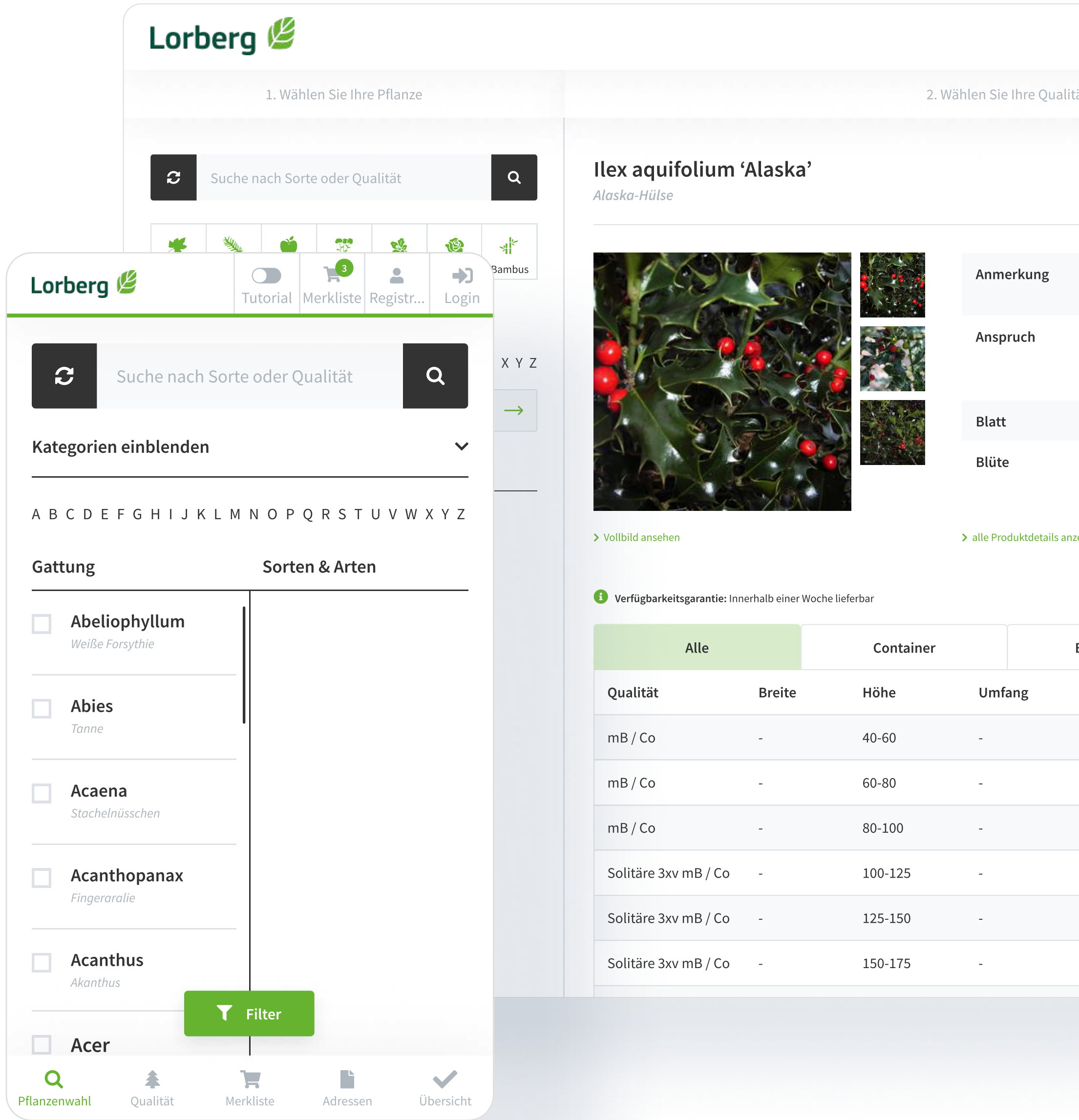
Franke Water Systems – 3D Product Configurator

From Design Thinking to the 3D Configurator

In a design thinking workshop, a prototype for a product configurator was designed for Franke Water Systems. Based on the first product vision, our UX team realized the basic concept (user journey & wireframing), which served 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 logics thanks to UX concept
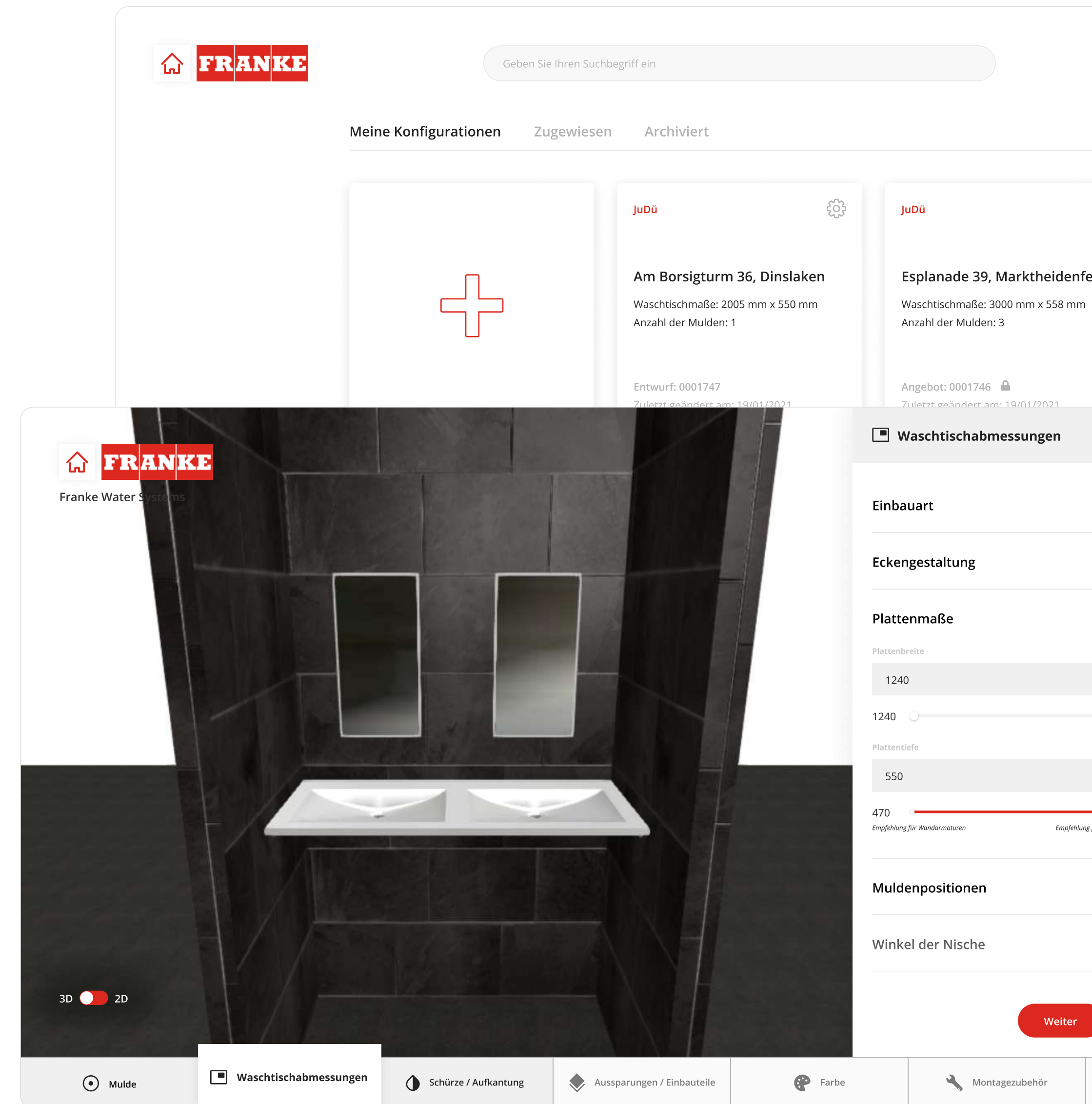
Franke Water Systems – 3D Product Configurator

Mobile UX Concept for 3D Application

Especially for mobile users of Franke's product configurator, we built an independent UX concept and created the user interface design.

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

The intuitive navigation concept (bottom nav) guides the user through the product configuration and provides all selection options on mobile views as well.
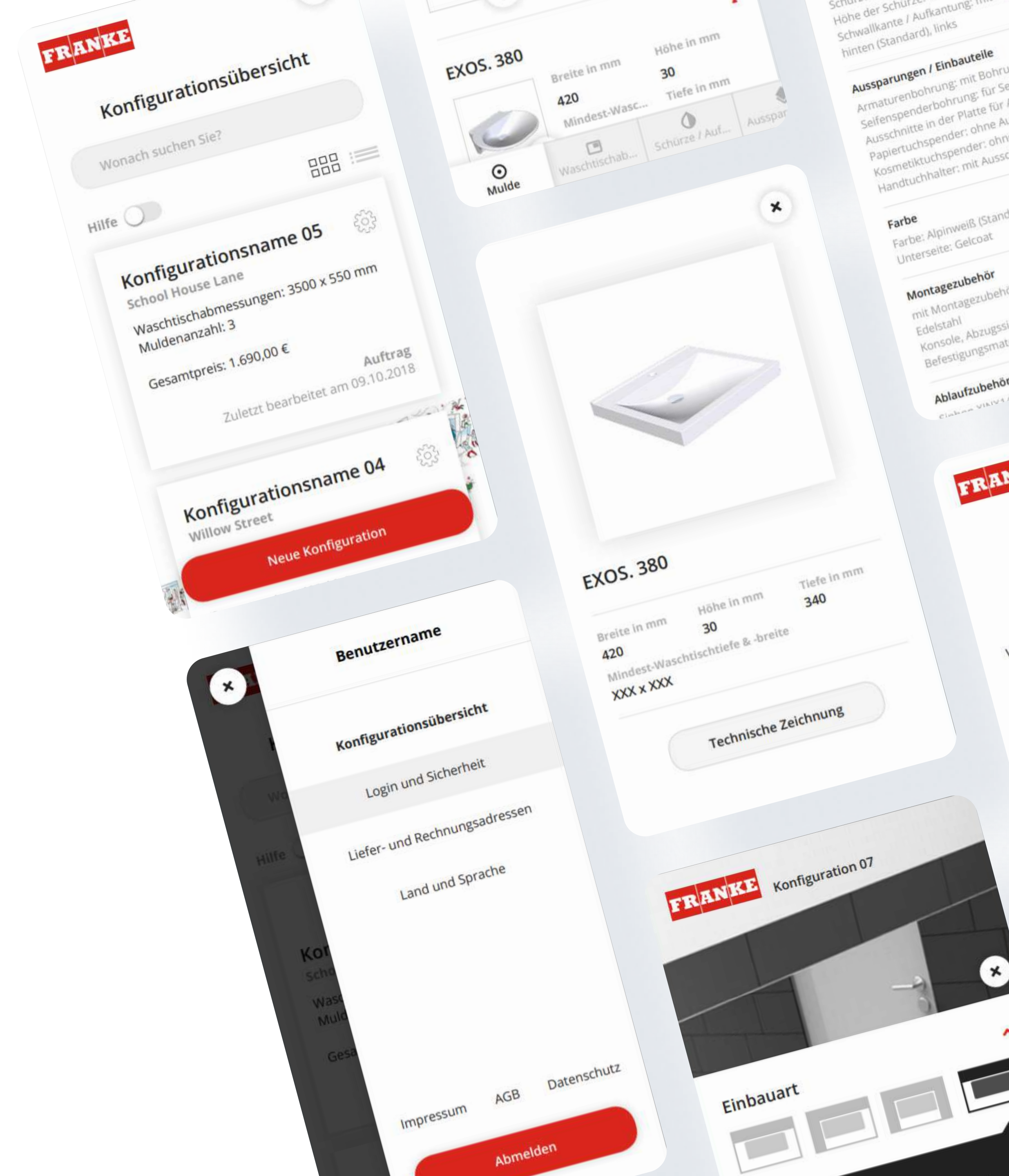
Franke Foodservice Systems – E-commerce platform

Development UX & UI for Foodservice App

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

- Execution of workshops & usability tests
- Agile approach with overlapping sprints for fast acceptance processes
- Design, optimization of 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)
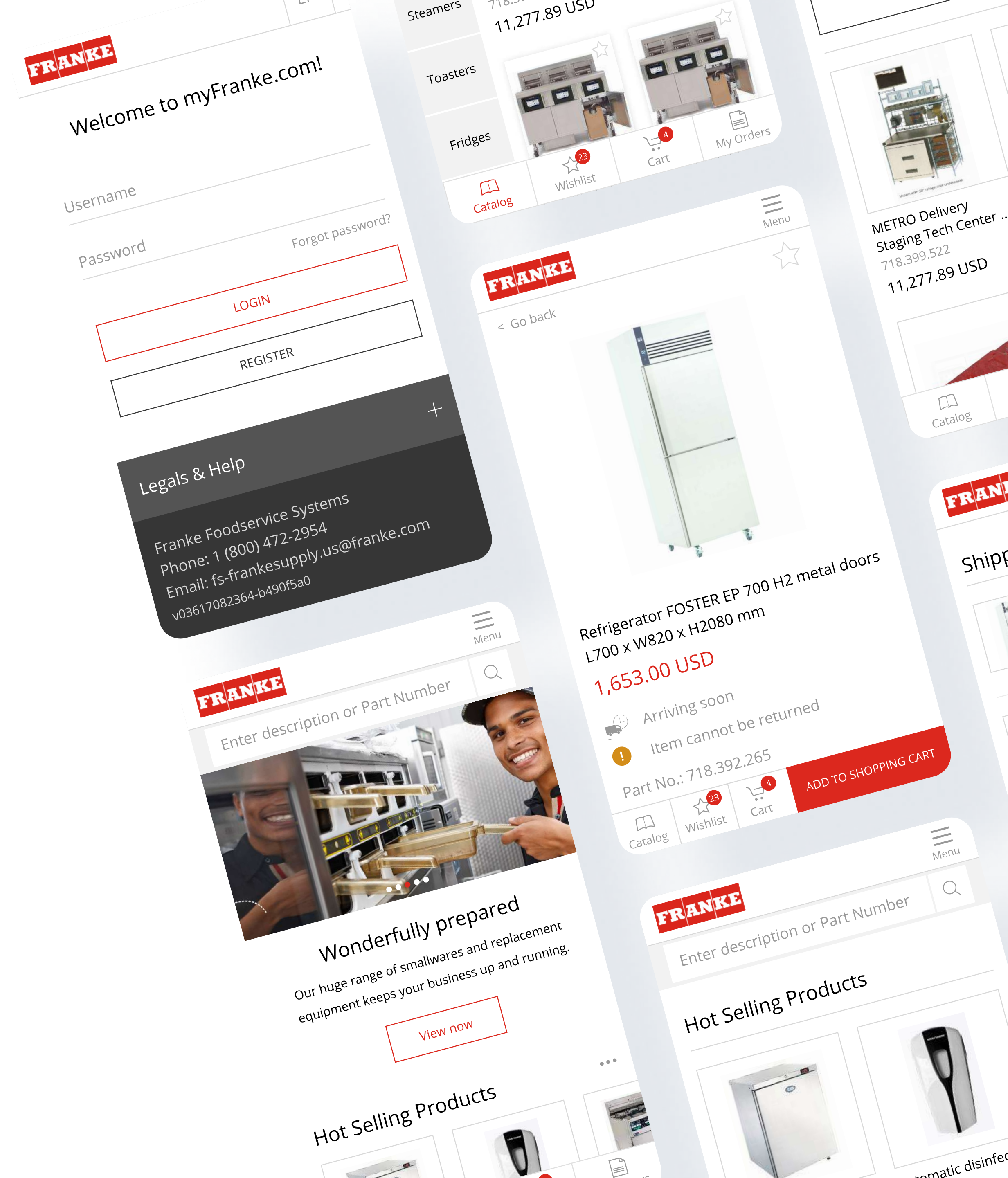
Do you need UX experts by your side?