

# Portfolio

**Sara Fischer** | UX & UI Designer

# Codefy

B2C Web SaaS

Codefy is a powerful document analysis tool that allows large amounts of data to be searched and structured according to specific criteria in a very short time.

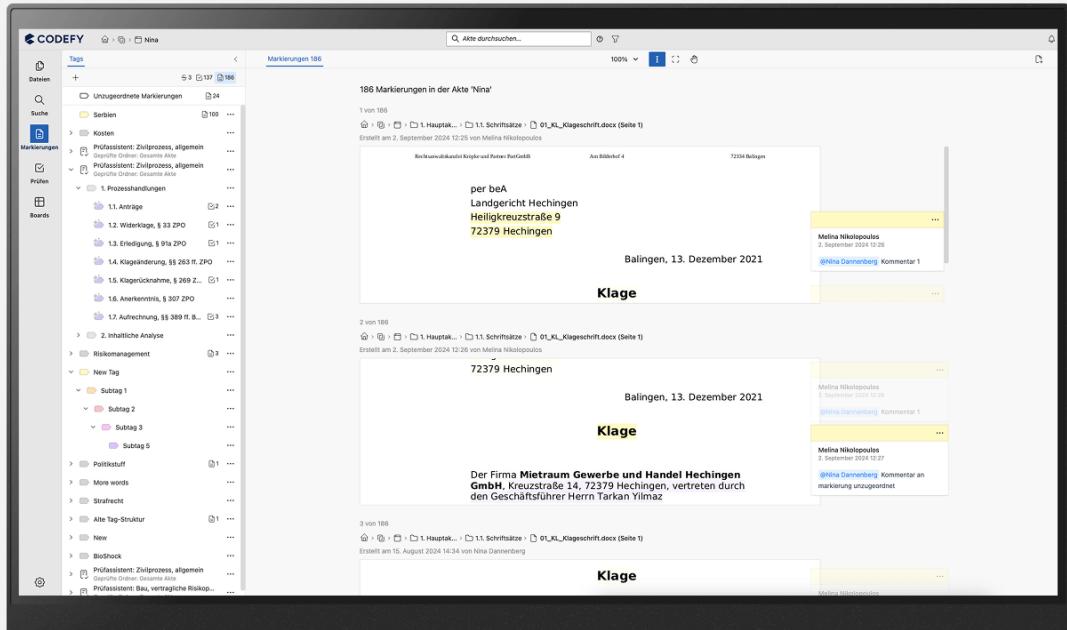
My role at Codefy: I was responsible for the visual overhaul of the existing software and for optimising the onboarding process to make it easier for new users to get started.

#### Challenge:

The application had an extensive catalogue of functions, which made it challenging to reduce and simplify the interface. In addition, there were functions that were not relevant for all user groups but had previously been placed very prominently - this required targeted prioritisation and restructuring.

#### Goals:

1. make onboarding easier and more intuitive
2. implement a visually more modern and appealing UI
3. reduce technical debt in the frontend and implement a design system to make future work more efficient



# Codefy

## 1. Ideation

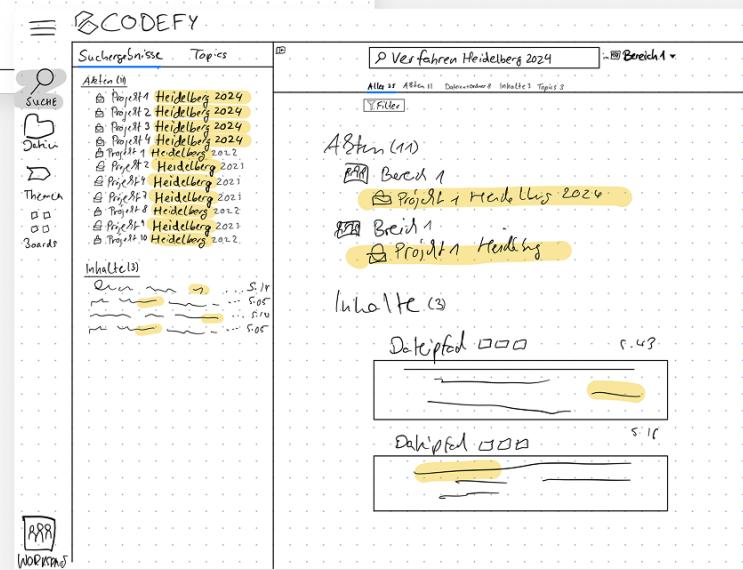
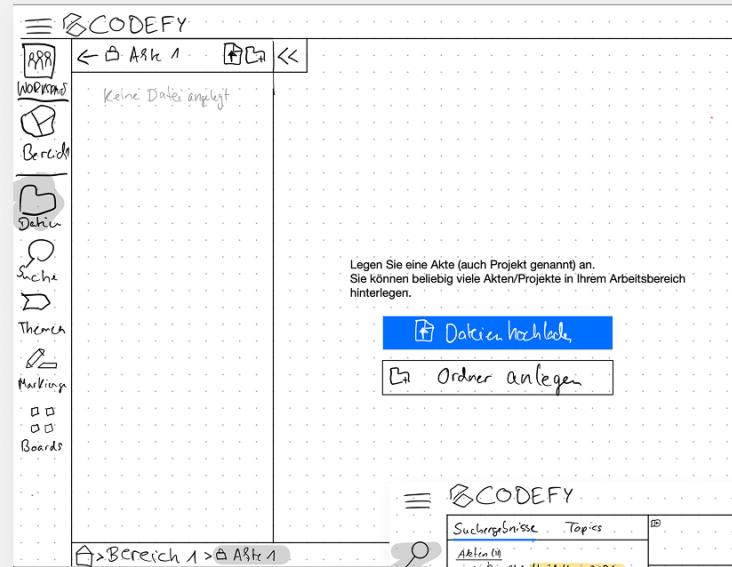
The product team had a **well-maintained feedback database** that already contained a wide range of requirements and suggestions for improvement. This existing knowledge formed the basis for a clearly structured backlog.

I divided the software into thematic areas and **planned several ideation workshops** per area for the first month of the project. Together with the team, we compared the existing implementation with the user feedback and developed targeted new approaches.

I sketched out initial ideas directly on site, which we developed further in close consultation until viable solutions emerged.

### Challenge:

The hard truth: I deliberately left some ideas lying around for a few days - and then discarded them completely. Better a clear cut before realisation than compromises in the ongoing development process.



The image displays four wireframe prototypes of a software interface, likely for a project management or document sharing platform. Each prototype includes a header bar with a logo and navigation links.

- Top Left:** Shows a workspace selection screen. It features a sidebar with 'Arbeitsbereich auswählen' and a search bar. Below is a list of workspace entries with a 'Create New' button.
- Top Right:** Shows a file viewer for an image file. The sidebar lists 'Arbeitsbereich 1', 'Oberordner', and 'Image.jpg'. The main area shows a graph-like image.
- Bottom Left:** Shows an upload center. The sidebar has a 'Tags' section. The main area shows a list of uploaded files (mostly PDFs and DOCX) with processing status (Success, In Progress, Failed). A failed processing section is also shown.
- Bottom Right:** Shows a preview of a template. The sidebar has a 'Prävorlage' section. The main area shows a template with steps like 'Prävorlage aktivieren' and '1. Prozessschritt'.

Examples of different designs that were created over several weeks.

## Codefy

### 2. Implementation

As the implementation had to take place in a **short space of time** and the front-end team did not have sufficient resources available to set up its own design system, we decided to use Adobe Spectrum as the basis. Working closely with the lead developer, we **customised the system specifically to our requirements** and were thus able to deliver initial results quickly.

#### Result:

Codefy is - as already indicated - an extremely feature-rich product. Even before I left the company, we were able to successfully launch Codefy 3 as an MVP. I had already structured and prepared the concepts for further functions, although their realisation in development will still take some time.

The screenshot displays the Codefy application interface, which includes a sidebar with navigation links (Daten, Tags, Suche, Markierungen, Profils, Boards) and a central workspace.

**File Browser (Left Panel):**

- Daten:
  - 1. Hauptakte (51 documents)
  - 2. Urteile und Literatur (52 documents)
  - 3. Große Test-Dokumente (55 documents)
- Tags:
  - Unzugeordnete Markierungen (100 documents)
  - Serben (100 documents)
  - Kosten (137 documents)
  - Prüfassistent: Zivilprozess, allgemein (186 documents)
  - Gepferte Ordner: Gesamte Akte (186 documents)

**Document Preview (Center Panel):**

A document titled "02\_BK\_Klageentwidlung.docx" is shown. The preview content discusses the plaintiff's claim for compensation for delayed delivery of goods. It mentions that instead of the plaintiff's own performance, the plaintiff should be compensated. It also notes that the defendant has been using the plaintiff's containers since July 2018 without payment.

**Legal Reasoning (Right Panel):**

The panel shows a hierarchical tree of legal arguments and evidence. The main argument is "1. Prozesshandlungen" (1. Proceedings), which includes:
 

- 1.1. Anträge (2 items)
- 1.2. Widerklage, § 33 ZPO (1 item)
- 1.3. Erledigung, § 91a ZPO (1 item)
- 1.4. Klageänderung, §§ 263 ff. ZPO (1 item)
- 1.5. Klagerrücknahme, § 269 ZPO (1 item)

Below this, under "Beweis:", there is a section titled "1.2. Widerklage, § 33 ZPO" with several sub-points, each marked with a checkmark.

# Cashlink

## B2B Web API

Cashlink supports investment platforms in the issuance and distribution of alternative and private market assets. The purchase, sale and custody of the corresponding tokens are controlled via a provided API.

I conducted qualitative interviews with investors to revise the user flow and the front end of this API. Based on the insights gained, I developed and tested interactive prototypes to optimise user guidance in a targeted manner.

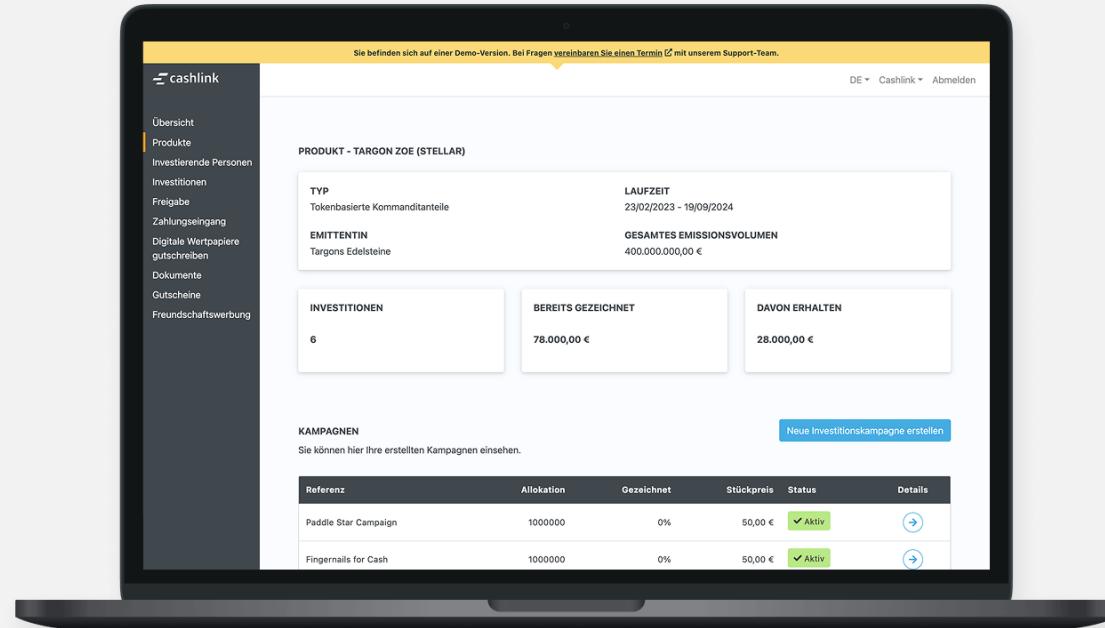
### Challenge:

As a B2B service provider with an existing customer base, we had to incorporate a wide variety of sometimes contradictory requirements into product development and weigh them up carefully.

At the same time, there was no established strategy for user research at the start of the project - this first had to be established and integrated into the development process.

### Goals:

1. develop a solution that is as simple and intuitive as possible
2. design a UI system that is flexible enough to be customised by customers
3. build a sustainable pool of test subjects for future research and test phases



user research

testing

prototyping

# Cashlink

## 1. Audit

At the beginning, it was crucial to get a precise overview of the existing process. The most frequent feedback was '**complex**' and '**confusing**'. Especially in the investment area, many legal notices and texts have to be displayed, but these are often difficult for investors to understand.

Another problem was that the UI did not clearly communicate when investors had to wait for feedback from the system and how long this process would take.

In addition, the **UI showed weaknesses in numerous places**, which impaired the user experience due to small but recurring stumbling blocks.

**EINSCHÄTZUNG IHRER ERFAHRUNG ALS INVESTIERENDE PERSON**

Die Beantwortung dieser Fragen ist freiwillig.

Genügt Wertpapierhandelsgesetz (WpHG §65) sind wir verpflichtet, Ihre Kenntnisse und Erfahrungen bezüglich verschiedener Produktklassen bei Kapitalmarktprodukten zu erfragen.

Ich möchte keine Angaben machen.

**1. BILDUNG UND BERUF**

Die Informationen zu Ihrem Bildungsabschluss sowie Beruf helfen uns bei der Einschätzung Ihrer Kapitalmarkterfahrung.

Höchster erreichter Bildungsabschluss (optional)

Keine Angabe

Berufsgruppe (optional)

Keine Angabe

**2. KENNTNISSE UND ERFAHRUNGEN**

Wie viel Kenntnisse und/oder Erfahrungen haben Sie mit folgenden Finanzprodukten?

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Investment-Fonds? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Anleihen? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Aktien? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Genussrechten? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Genusscheinen? (optional)

Keine Erfahrung

Wie viel Erfahrung haben Sie mit operativen KG-Beteiligungen? (optional)

Keine Erfahrung

Wie viel Erfahrung haben Sie mit Contracts for Difference (CFD)? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit virtuellen Währungen? (optional)

Keine Erfahrung

Wie viele Kenntnisse oder Erfahrungen haben Sie mit Nachrang- oder partiziparischen Darlehen? (optional)

Keine Erfahrung

**3. ERFAHRUNGEN MIT WERTPAPIERDIENSTLEISTUNG**

Wie viel Erfahrung haben Sie mit einer Wertpapierdienstleistung?

Wie viel Erfahrung haben Sie mit der eigenständigen, beratungsfreien Investition in Wertpapiere? (optional)

Keine Erfahrung

Sie befinden sich auf einer Demo-Version. Bei Fragen vereinbaren Sie einen Termin [\[?\] mit unserem Support-Team.](#)

DE • Cashlink • Abmelden

**ÜBERSICHT**

INVESTITIONEN	INVESTITIONSSUMME	GESAMTERTRAG
1	10.000,00 €	0,00 €

**IHRE LETZTEN INVESTITIONEN**

Investition	Investitionssumme	Ertragssumme	Letzter Ertrag	Nächster Ertrag	Details
Targen Aurelian (Polygon)	10.000,00 €	0,00 €	-	-	<a href="#">[+]</a>

[Gesamtes Portfolio anzeigen](#)

Sie befinden sich auf einer Demo-Version. Bei Fragen vereinbaren Sie einen Termin [\[?\] mit unserem Support-Team.](#)

DE • Cashlink • Inve

**INVESTITIONSAANGEBOT - STORMDRAGON (NON-TOKEN)**

Wie viel möchten Sie investieren?

25 EUR

25,00 €  250,00 €  625,00 €  1.250,00 €

2.500,00 €

Der Investitionsbetrag muss durch 2,50 teilbar sein.  
 min. 25,00 €  
 max. 50.000,00 €

Gutschein erlösen

**STORMDRAGON (NON-TOKEN)**

Genussschein

Gesamtinvestitionsbetrag  25,00

Betrag der Einzahlung  25,00

Weiter

Cashlink

## 2. Interviews + Prototype

With the support of a UI designer, an **initial prototype** was developed that implemented the findings and improvements derived from the initial audit.

In the next step, **eight test users tested the prototype** and provided valuable feedback. This feedback was used to identify further optimisations and incorporate them as requirements into the development process.

Two weeks later, the original test subjects took part in another round of feedback and **rated the improvements as predominantly positive**.

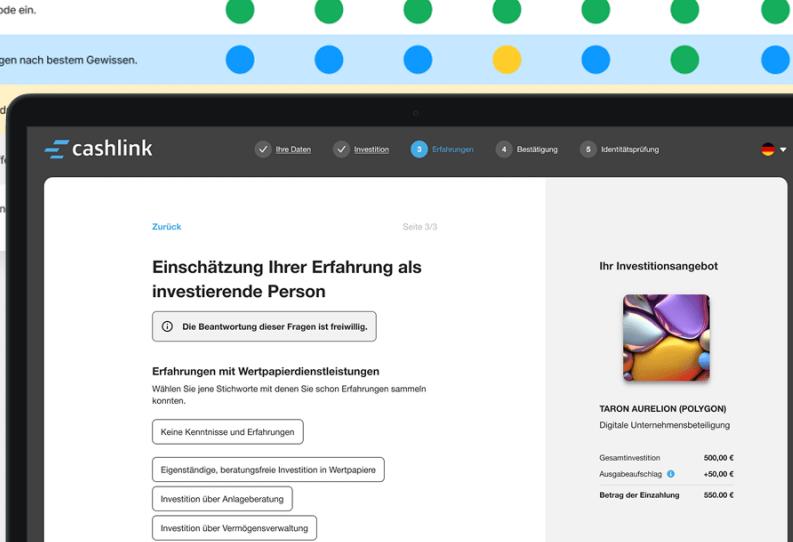
Thanks to this iterative process, the final product was successfully launched in a short space of time.

## Result:

The reorganisation of the onboarding process turned out to be **less complex and time-consuming** overall than initially assumed. The greatest effort was required to establish research processes for the product team.

Before this project, there was a lack of clear regulations and documentation in the area of user research. However, the work on this project laid the first important building blocks for **future test subject recruiting, planning and implementation** as well as the documentation of research methods.

Test Persons								
Task	(1)	2	3	4	5	6	7	8
1. Wähle dafür das Berliner Mehrfamilienhaus aus und informiere dich kurz über die Anlagentmöglichkeit.	●	●	●	●	●	●	●	●
2. Starte die Investition.	●	●	●	●	●	●	●	●
3. Registriere dich dafür mit einer E-Mail Adresse und schließe den ersten Schritt "Ihr Daten" ab.	●	●	●	●	●	●	●	●
4. Du möchtest einen Betrag von 252 € investieren. Gebe dafür den Betrag ein.	●	●	●	●	●	●	●	●
5. Deswegen möchtest du deine Investition doch auf 500 € erhöhen. Ändere dafür den Betrag.	●	●	●	●	●	●	●	●
6. Gib jetzt den Gutscheincode ein.	●	●	●	●	●	●	●	●
7. Beantworte den Fragebogen nach bestem Gewissen.	●	●	●	●	●	●	●	●
8. Überprüfe deine E-Mail Adressen.								●
9. Schließe den nächsten offenen Schritt ab.								●
10. Starte die Identitätsprüfung.								●



The screenshot shows the cashlink app interface on a tablet. The top navigation bar includes steps: Ihre Daten, Investition, Erfahrungen (highlighted), Bestätigung, and Identitätsprüfung. The main content area displays a survey titled 'Einschätzung Ihrer Erfahrung als investierende Person'. It contains a note: 'Die Beantwortung dieser Fragen ist freiwillig.' Below are four options: 'Keine Kenntnisse und Erfahrungen' (selected), 'Eigenständige, beratungsfreie Investition in Wertpapiere', 'Investition über Anlageberatung', and 'Investition über Vermögensverwaltung'. On the right side, there's a sidebar titled 'Ihr Investitionsangebot' featuring a colorful abstract image, the name 'TARON AURELION (POLYGON)', and details about the investment: 'Gesamtinvestition 500,00 €', 'Ausgabebeurteilung +50,00 €', and 'Betrag der Einzahlung 550,00 €'.

# HORNBACH

B2C Marketplace | hornbach.de

HORNBACH is the online DIY shop with the highest turnover in Germany, with online sales now accounting for 15% of total sales. In order to be able to offer customers an even wider range of products in the future, the online shop was to be developed into a marketplace.

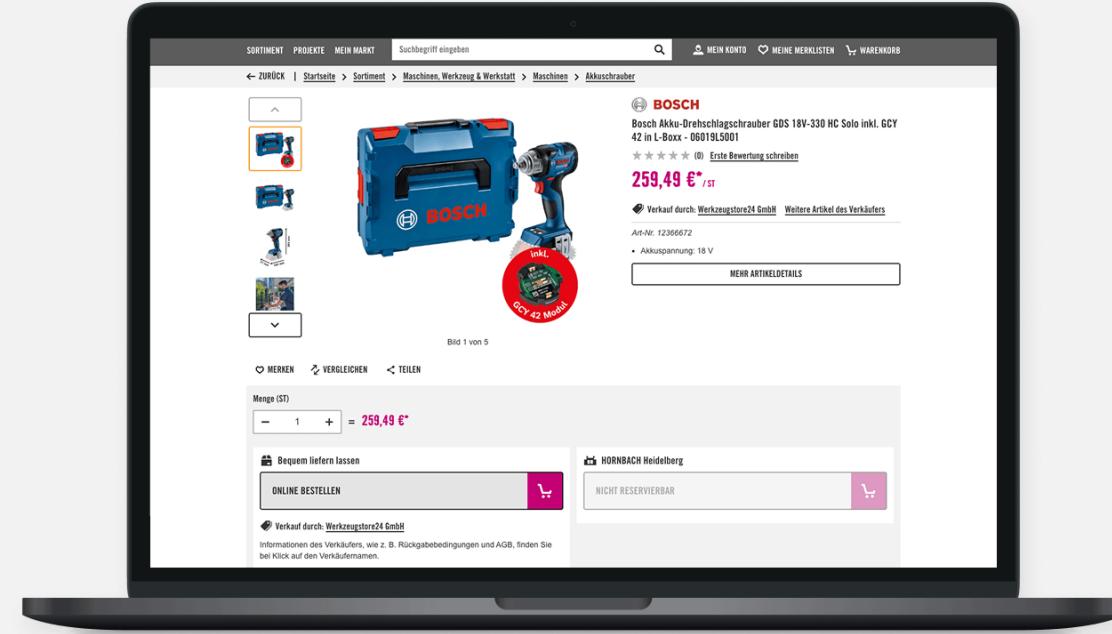
In my role as Lead UX Designer, my main focus was on helping to shape the strategic direction for the project team. The aim was to design the transition to a marketplace in such a way that the shopping experience for customers remained as seamless as possible and no major changes to the existing process were necessary.

## Challenge:

Due to the high relevance of the project, a large team with numerous stakeholders was formed. The challenge was to find the fine line between the requirements of the specialist departments and the needs of the customers in order to achieve the most satisfactory result for all parties.

## Goals:

1. fulfil stakeholder requirements for the marketplace system
2. common strategy in terms of customer satisfaction
3. MVP for the first go-live



## **HB Marktplatz**

### **1. In-depth interviews**

At the time of the project, marketplaces were already widespread and could therefore be used as a benchmark.

However, in order to gain a better understanding of how HORNBACH customers felt about marketplaces, we conducted in-depth interviews with 12 selected customers. **In-depth interviews** are an excellent way of exploring a topic down to the smallest detail.

The interviews lasted 60 to 90 minutes each and were conducted by me in close collaboration with a colleague.

The questions focussed on how marketplaces were perceived (if at all) and which features were remembered both positively and negatively.

#### **Benefits:**

1. Extensive, self-collected data set
2. Collected data can be used for future projects
3. Fact-based decision-making aids for further product development

### **2. Affinity mapping + recognise requirements**

With over **12 hours of video material** at our disposal, we had a large number of statements that needed to be systematically identified, documented and evaluated.

The most efficient approach was to collate all the live notes from the interviews into an **affinity map**. This method allowed us to cluster the statements thematically, with each individual statement being scrutinised. The **thematic clusters** were then colour coded to visually distinguish **positive, negative and neutral statements**. On this basis, we were able to **sort the topics and statements by frequency** and derive valuable insights.

The results were presented to the entire project team, as they had a significant influence on the strategic direction of the Marketplace:

1. The service should **in no way deviate from the previous approach**, especially with regard to after-sales processes.
2. The customers **did not want to communicate via third parties** - HORNBACH was to act as a neutral arbitrator in the event of a dispute.
3. **Full transparency regarding the cost strategy** was to be guaranteed and no changes were to be made.

## HB Marktplatz

### 3. MVP - small steps towards the marketplace

In this project, the UI was not the central component. The research results clearly showed that the **internal service processes were crucial to the success or failure of the project.**

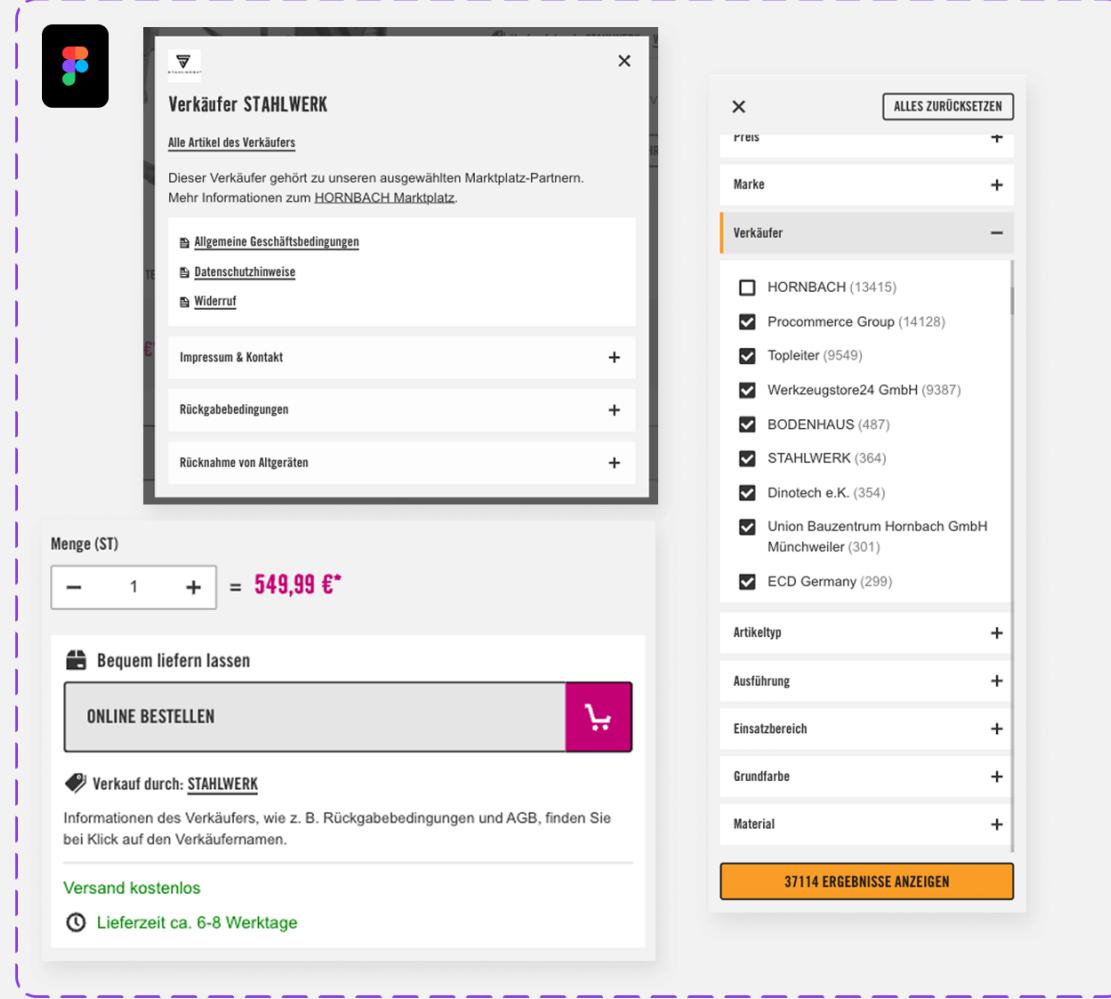
My next task was to **integrate merchants into our webshop** so that they were visible to users at checkout and all relevant information was easily accessible.

The go-live started with a select group of partner merchants and the rollout was deliberately taken in small steps to ensure a controlled introduction.

#### Long-term strategy:

1. Integrate additional retailers
2. Obtain customer feedback on interactions with retailers
3. Keep and further expand the service promise

❖ Figma



# BODENHAUS

B2C Onlineshop | bodenhaus.de

In 2019-2020, HORNBACH launched a new business model: A subcontractor with a specialist retail character for the sale of floor coverings in stationary shops and online.

My task as Lead UX was the complex conception of the online shop, the content pages and applications that were developed for the stationary business.

#### Challenge:

A small cross-functional team with a technically challenging task, lots of freedom to make decisions and plenty of scope for my own ideas. In this project, I was not only responsible for UX and UI, but also advised on all brand/design topics across all products.

#### Goals:

1. launch of the online shop by the specified date
2. development of the brand & design system
3. seamless online/stationary processes



# BODENHAUS

## 1. Build own Design Library

BODENHAUS was intended to **stand out visually** from HORNBACH. One of my first tasks was therefore to develop a dedicated design library and corresponding design system.

The foundation was an **8-point grid system** — all layout values such as margins, paddings, and line heights were based on multiples of eight.

This consistent structure significantly accelerated layout creation and also **improved collaboration** and shared understanding with the development team.

### Benefits:

1. Faster layouts possible
2. Basis and cheat sheet for the DEVs
3. Target state was adopted as a guide

❖ Figma

The image shows a Figma interface with a purple dashed border. Inside, there's a color palette with four columns: Primary (dark grey, medium grey, light grey, black), Primary-inverted (white, light grey, medium grey, dark grey), Secondary (orange, orange-red, reddish-orange, brown), and Tertiary (cyan, blue, teal, light blue). Below the palette are hex color codes. To the right, a section titled "Buttons" displays various button states: primary, inverted, ghost, and disabled. Below that, "Icons-Functional" shows a grid of icons. At the bottom, there are examples of "Footer" and "Header" components with placeholder text like "elements/footer/XXL" and "elements/header/XL".

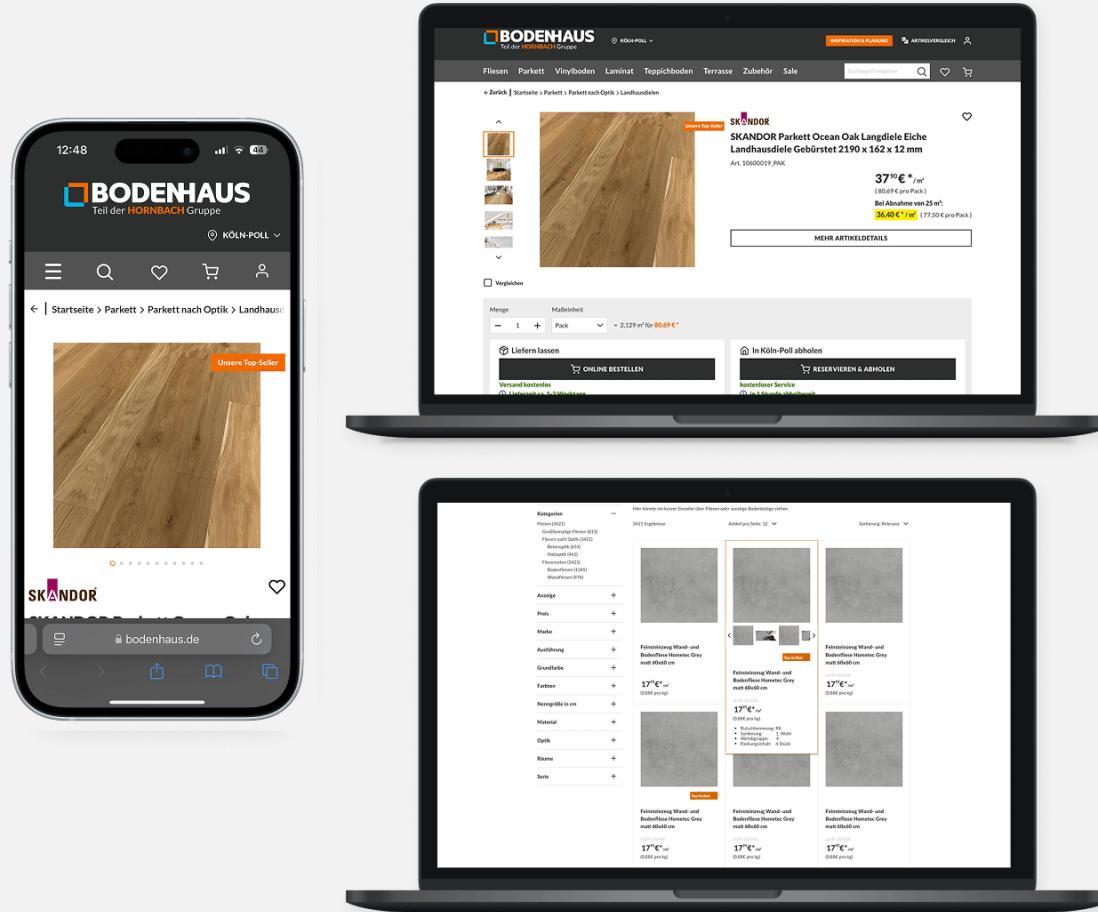
## BODENHAUS

### 2. Onlineshop

Through **requirement workshops with stakeholders**, we defined a shared scope for the first MVP of the new online shop. The focus — and thus the functional scope — was initially limited to providing customers with a tool for gathering information and preparing for their in-store visits.

The main user needs centered around features related to inspiration, information, and store visit planning (e.g. Click & Collect, appointment scheduling). Shop functionalities were deliberately **mapped to existing standards** within the chosen e-commerce framework to conserve development resources.

My focus was on **adapting the framework's existing features and components** to the BODENHAUS brand using the design system.





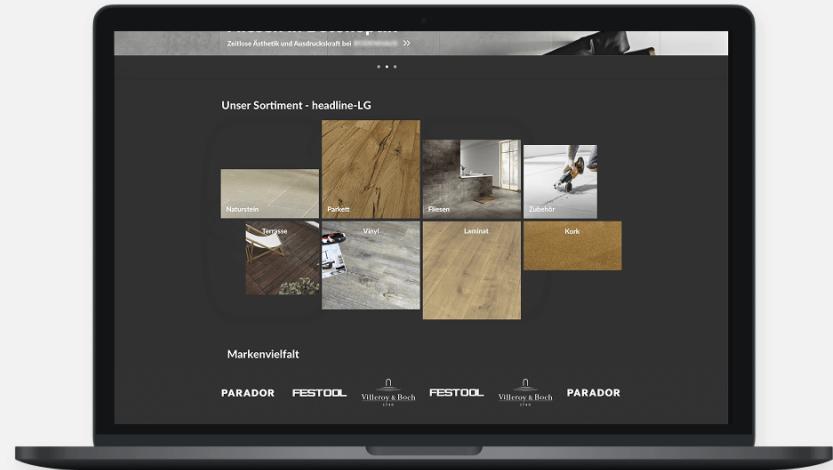
## BODENHAUS

### 3. Content pages

We addressed the topics of inspiration and information in additional requirement workshops, as these could not be implemented using standard features.

The plan included dedicated content pages for current flooring trends and brands, along with informative sections about the specialist trade.

A separate area was also developed specifically for professional customers and tradespeople, ensuring tailored communication for this target group.



## BODENHAUS

### 4. Floor projector

The floor projector is an innovative solution developed for use in physical stores, created in collaboration with the research department. Its aim is to allow customers to visualize **made-to-order flooring** as realistically as possible on-site.

The setup includes four floor screens and a control terminal. User guidance on the terminal was initially tested using **paper prototypes** before moving on to a first draft of the layout.

In spring 2020, I conducted a **usability test** on the prototype at our research center. **Ten participants** were selected – all of whom had either purchased flooring in the past 12 months or were planning to do so.

Each session lasted around 25 minutes and was moderated by me. I created a structured interview guide covering various user scenarios and allowing space for retrospective reflection.

After the sessions, recordings and answers were evaluated and translated into actionable requirements. Optimization measures were then prioritized collaboratively using a **value matrix**.

❖ Figma

The wireframe shows a user interface for a 'Bodenprojektor'. At the top, there's a navigation bar with tabs: 'ALLE', 'PARKETT (68)', 'LAMINAT (94)', and 'FLIESEN'. Below the grid, there's a detailed product view for 'Parkett Skandor 10.0 Home Oak' with dimensions '109.2 x 20.7 cm' and price '19,95 €/m²'. The product details include 'Material: Echtholz-Parkett', 'Serie: Skandor', 'Anwendungsbereich: Bodenbelag', and 'Einsatzbereich: Innen'. A callout box with a hand icon says 'Bodenbelag hierhin ziehen' (Drag the floor covering here).

#### Szenario 1: Allgemeine Auswahl von Böden

##### Einfache Auswahl

Kamera zeigt auf Untersuchungsgegenstand

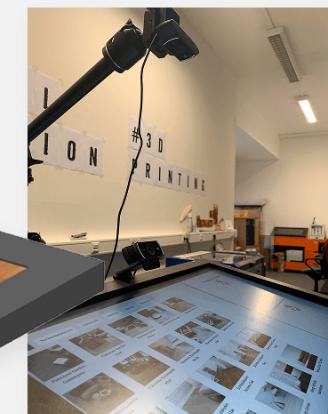
Anweisung an Testperson... Sie befinden sich in einem Bodenhaus Fachmarkt und möchten sich einen Boden XX ansehen, da Sie diesen in Ihrem Wohnzimmer verlegen möchten.

Untersuchungsgegenstand anzeigen

Beendet, wenn... ein Boden XX angezeigt wurde.

##### Retrospektive Fragen:

1. ...
2. ...
  - a. ...
  - b. ...
3. ...



# Configurator 2.0

Product configurator | hornbach.de

HORNBACH has operated an online shop since 2010 and is an established DIY retailer in Germany and eight other European countries.

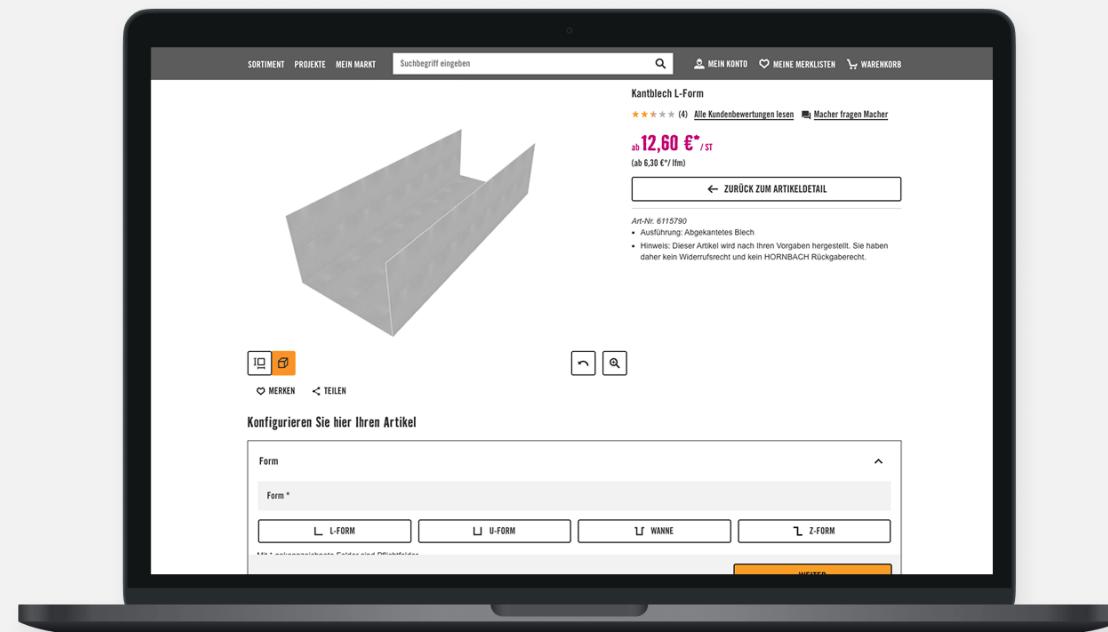
In 2016, an online configurator was launched, allowing customers to customize sheet metal or wood panels from home and have them cut to size in-store.

## Challenge:

The initial version of the configurator was not mobile-friendly, technically outdated, and limited to configuring sheet metal and wood panels. Two years after its launch, a comprehensive redesign was initiated.

## Goals:

1. Implementation of a responsive design
2. Clear and intuitive user guidance
3. Integration of additional product categories



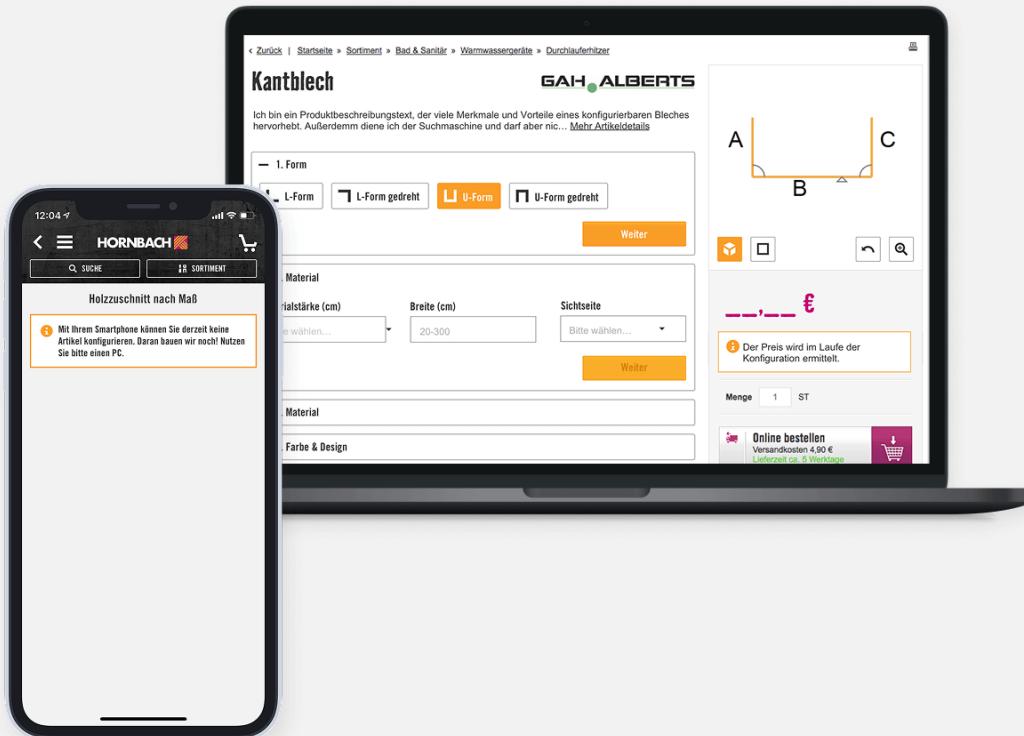
## Configurator 2.0

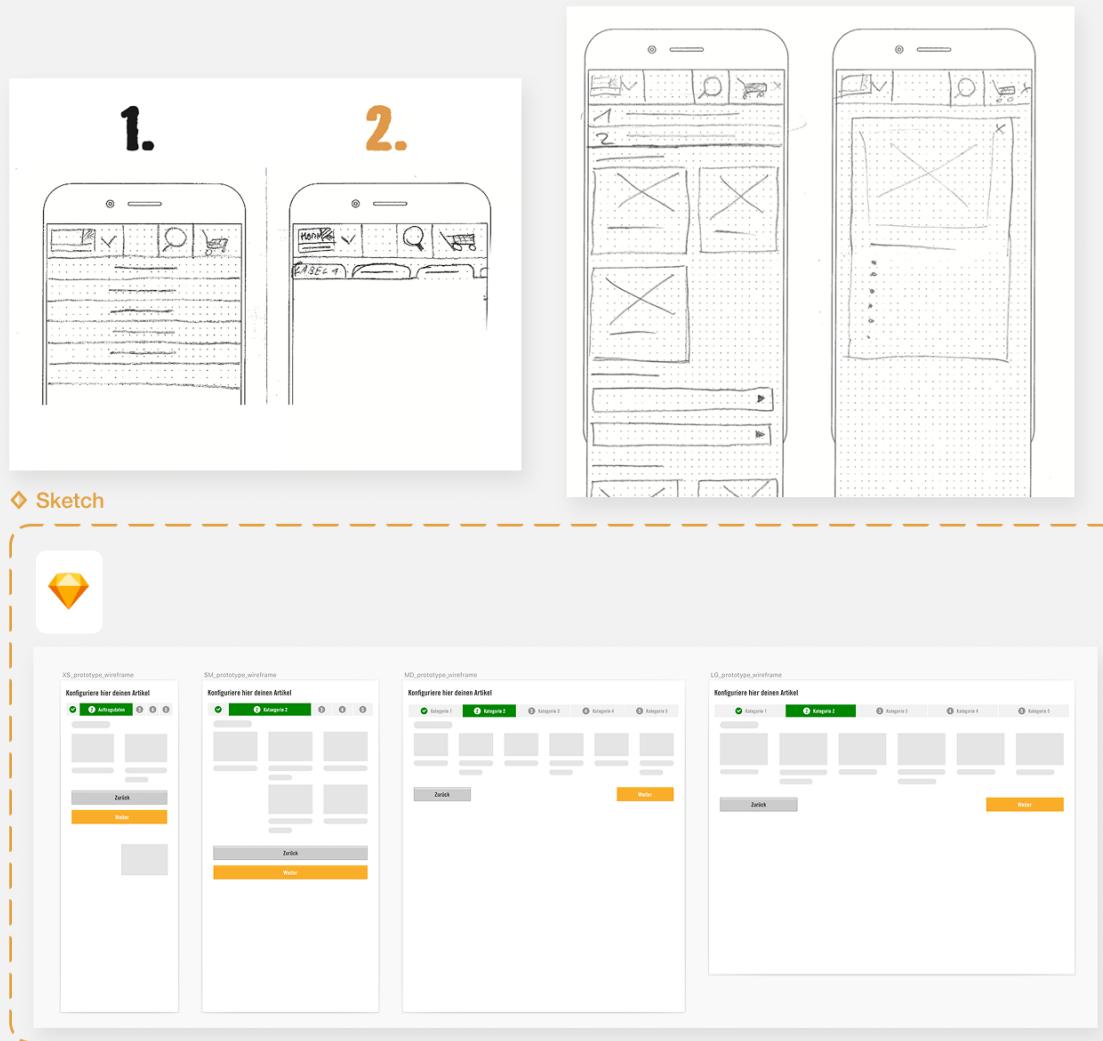
### 1. Analysis status quo

Customer feedback and tracking data revealed the product's main issue: **more than 50% of users couldn't access the configurator at all**, as it wasn't rendered in mobile browsers.

A rapid user test provided additional insights from both desktop and tablet users. While the overall user guidance was rated positively, many participants found **the interface overloaded and unnecessarily complex**. Tablet users in particular faced challenges, as the layout was not optimized for touch interaction.

From the internal stakeholder perspective, there was also a key requirement: the **ability to add new configurable product categories** without additional development effort. This meant designing UI components that could be reused across a variety of use cases.





## Configurator 2.0

### 2. Troubleshooting I/II

Following further context-of-use analysis and a **survey of customers** who had configured products online and picked them up in-store, I created initial sketches for a new approach to the user flow.

I decided to move away from the previously used accordion components in favor of a **step-by-step wizard model**.

The rationale: **display only the information relevant to the current step**, reducing cognitive load. Survey respondents also expressed a strong preference for clearer guidance and more visible progression through the configuration process.

## Configurator 2.0

### 3. Troubleshooting II/II

To ensure usability across all devices, the existing configurator components required targeted **adaptation and optimization**.

I created layouts for the **various breakpoints** of the HORN BACH grid using Sketch and expanded the existing design system with new molecular components.

The main focus was on **enhancing usability for mobile devices**—especially by increasing the size of selection buttons and call-to-actions to improve touch interaction.

◊ Sketch

Darstellung: Grid oder Button-Group?

Selection-Buttons können als Button-Group genutzt werden. Oder als einzelne Elemente, welche sich am Grid-Raster orientieren.

Wichtig ist, dass die Darstellung innerhalb einer Konfiguration gleich bleiben sollte, damit der Nutzer ein wiederkehrendes, gelerntes Element vorfindet.

Grid-Darstellung mit optionalem Label

Die beschreibenden Labels können mehrere Wörter enthalten und werden zentriert groß/klein geschrieben (Erstes Wort immer großgeschrieben).

[uses] brandfont2-xs

image-States Toggle Selected

/\* image-unselected \*/  
label: 1;  
font-family: TradeGothicSchabach-BdOb02;  
color: #333333;

/\* image-selected \*/  
border: 2px solid #F9D027;

/\* image-hover \*/  
border: 2px solid #F9D027;

/\* label-disabled \*/  
background: rgba(242, 242, 242, 0.2);  
border: 1px solid #F9D027;

/\* label-focus \*/  
background: rgba(248, 157, 99, 0.15);  
border: 2px solid #F9D027;

/\* image-pressed \*/  
background: rgba(248, 157, 99, 0.4);  
border: 2px solid #F9D027;

Konfig\_XS\_imagedbutton\_3 col  
Konfiguriere hier deinen Artikel  
Ergebnis  
Zurück  
Weiter

Konfig\_S/M\_imagedbutton\_2 col  
Konfiguriere hier deinen Artikel  
Ergebnis  
Zurück  
Weiter

Konfig\_M/D\_imagedbutton\_12 col  
Konfiguriere hier deinen Artikel  
Ergebnis  
Zurück  
Weiter

Konfig\_L/G\_imagedbutton\_2 col Copy  
Konfiguriere hier deinen Artikel  
Ergebnis  
Zurück  
Weiter

## Configurator 2.0

### 4. Testing the prototype

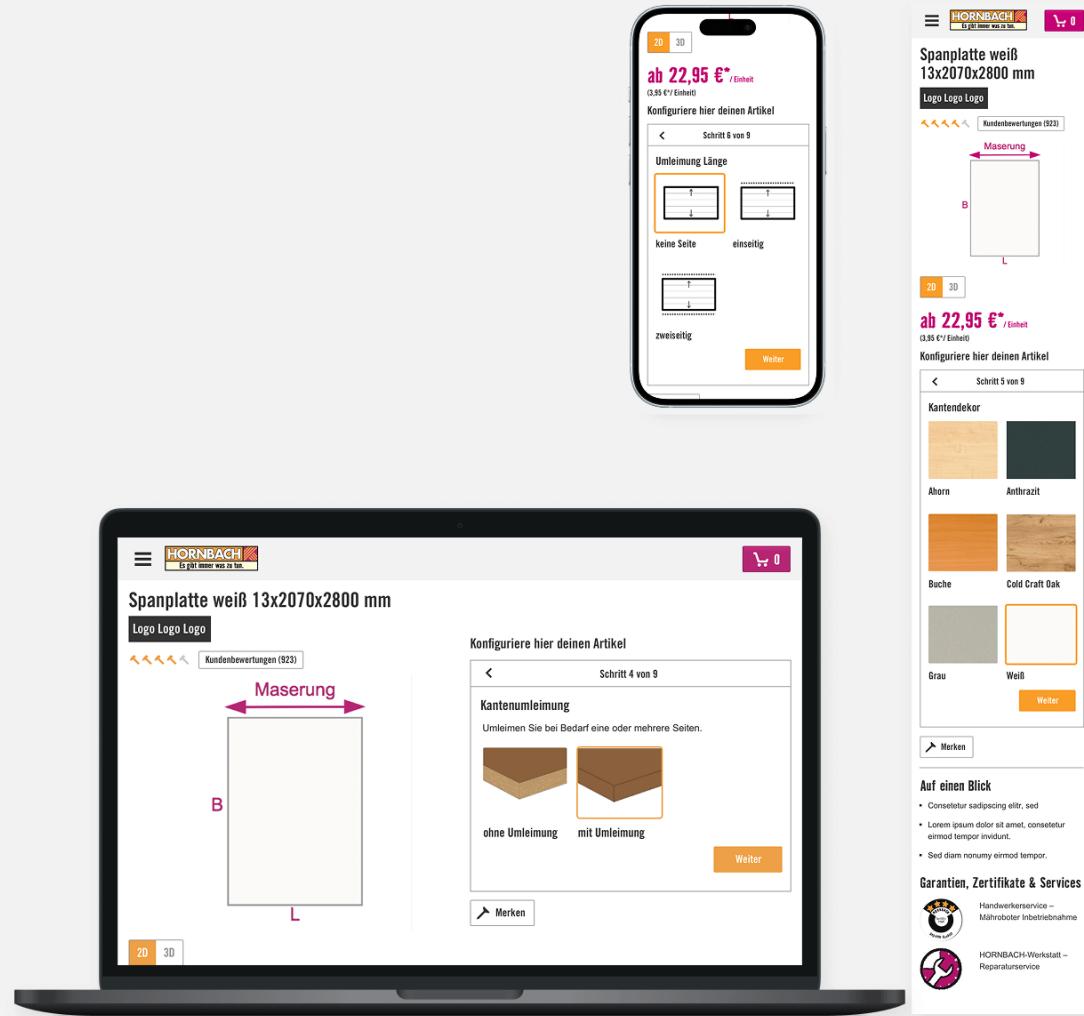
As part of the **prototype test**, I spent a week in hardware stores in the greater Vienna area, where the old wood cutting configurator was used particularly frequently.

Customers in the cutting area tested our new prototype on both smartphones and desktop PCs. The **objective** of the test was to determine whether the new wizard was easier to understand than the previous accordion version and, importantly, whether the mobile version was intuitive and led users to their desired outcome.

Customers who had previously used the old configurator at home **reported significant improvements in usability and user guidance** with the new prototype.

#### Setback:

The realisation of the wizard would have been too time-consuming and expensive and was therefore postponed.



## Configurator 2.0

### 5. Launch

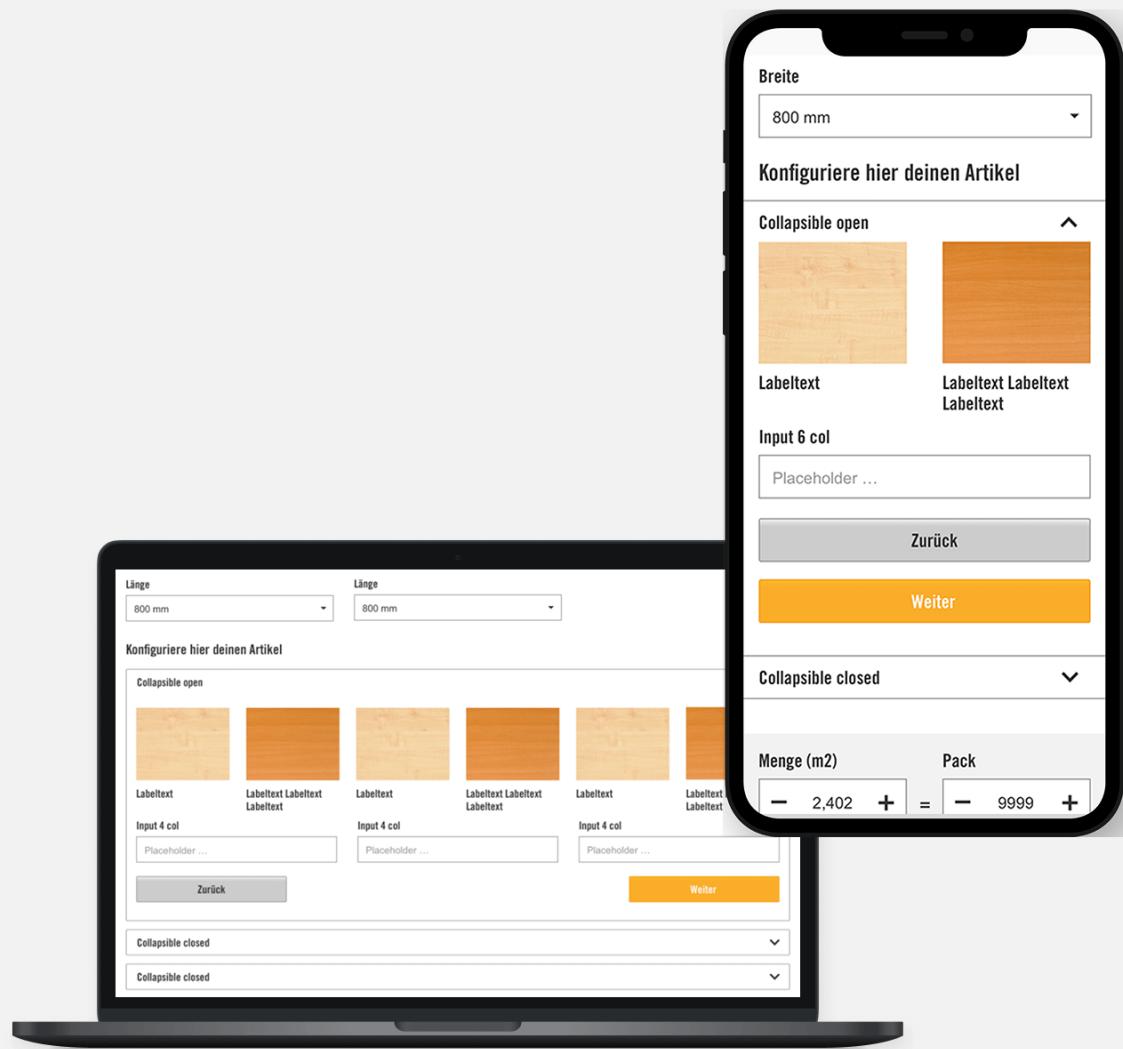
Instead of the wizard, it was unfortunately decided to realise the responsive implementation of the configurator on the basis of the previous desktop version with accordions due to cost and resource bottlenecks, **without achieving any real improvement in user guidance**.

Nevertheless, two of the three goals set were realised within the specified time:  
The responsive design enables over 50% more customers to use the product at all. In addition, more flexibility was made possible in the backend for the creation of further configurable product ranges (e.g. roller blinds, picture frames, etc.).

From my point of view, however, the most important goal was put on the shelf: a better UX.

#### Long-term goal:

Replacement of the Accordion components for better user guidance,



# Virtual room planner

Web Software | hornbach.de

In collaboration with an external service provider, a room planner was to be integrated into the online shop, enabling customers to visualize existing product ranges in realistic room settings and gain a better visual impression before purchasing.

#### Challenge:

The provider's existing solution was designed exclusively for desktop use and lacked several key features that had been defined in advance through customer journey mapping.

#### Goals:

1. Responsive implementation
2. Rapid MVP go-live
3. Gradual feature expansion



## virtual room planner

### 1. Definition of user flows

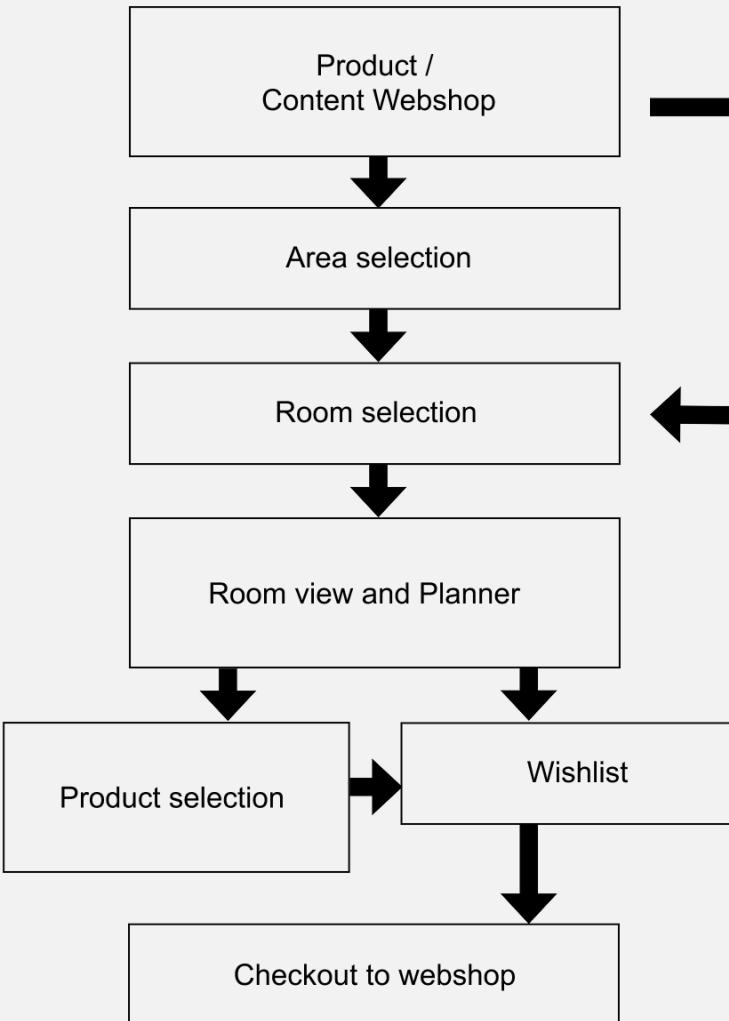
In close collaboration with the business unit, a **user flow** was developed based on customer journey maps. It clearly outlined which features users need during each stage of their digital journey.

Depending on context, users enter the planner either via **area or room selection**:

Visitors browsing facade-related product ranges or editorial content are directed to the "Outdoor" section. Those interested in interior design topics are taken directly to the indoor room selection.

Within the room view, users can customize the space visually by selecting articles such as wall paints or flooring. Alternatively, they can access a previously created wishlist. Products can also be saved to the wishlist from the article view for future reference.

Saved items are linked to their respective product detail pages in the HORN BACH webshop, where the purchasing process can be completed.

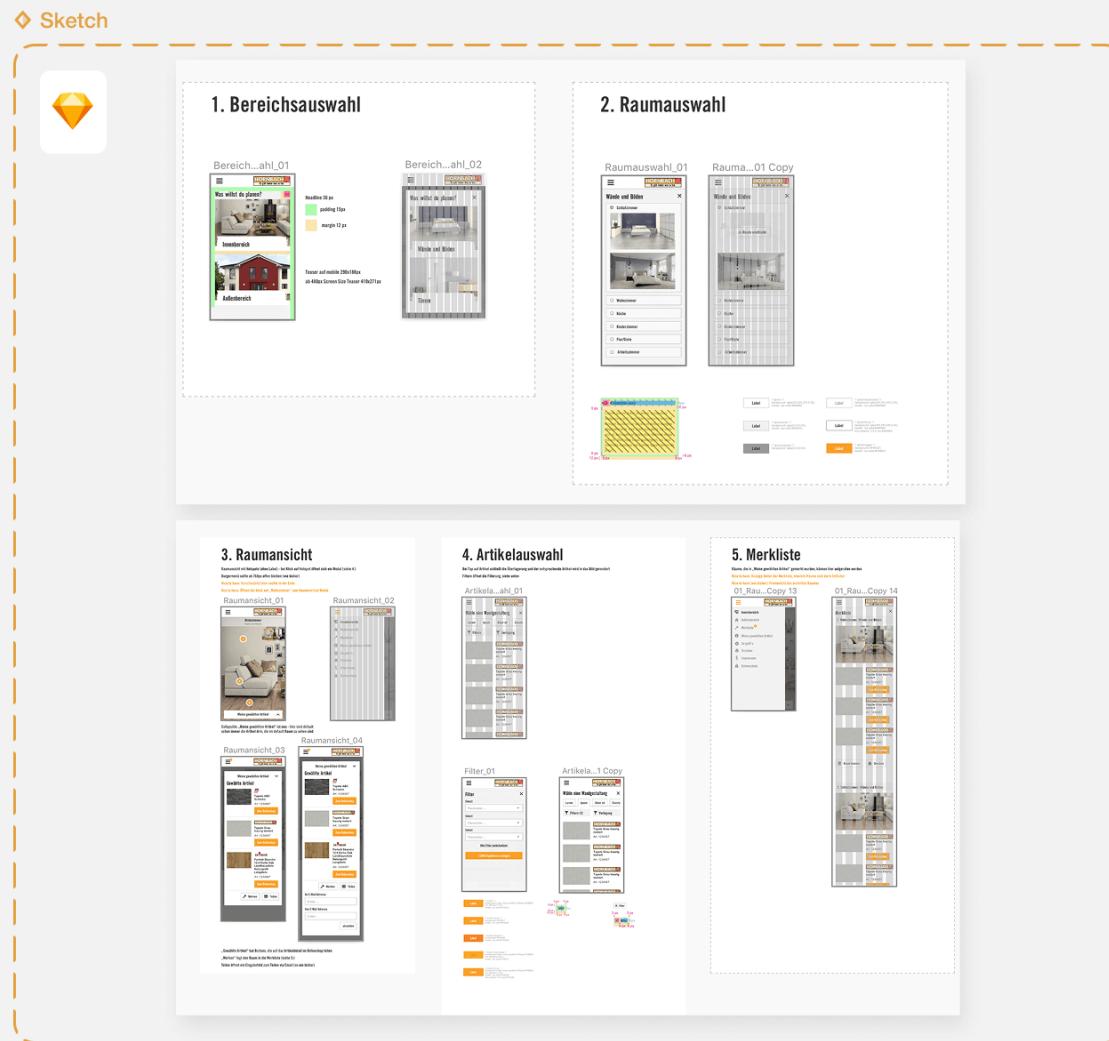


## virtual room planner

### 2. Umsetzung

After realising the **first mock-ups and a prototype**, user **feedback was collected** for the first time through a rapid user test. This was **very positive** and we were then able to hand over the first MVP to the service provider for implementation.

Unlike usual, it **was not possible to consult directly with the front-end team** due to the physical separation from the service provider. Components and technical specifications were passed on via the layout and discussed in calls.



## virtual room planner

### 3. Launch

It took just under **three months** from the first day of implementation until the MVP went live.

Since then, the product has been further developed based on real user feedback. In the meantime, the MVP has been expanded to include a comparison feature and the option to upload your own room images.

#### Long-term goal:

Monitoring of user numbers and further tests to improve and expand the MVP.

