

Bienengarten Schubärth UX/UI Redesign Initiative

Enhancing trust, storytelling, and the online purchase experience for artisanal honey.



Why This Initiative Matters

Authenticity Demanded

Customers actively seek local, natural honey from authentic, transparent beekeepers, prioritizing quality over mass-produced alternatives.

Friction in Purchase

The current website does not support easy purchasing, creating significant abandonment at the point of interest.

Lost Revenue Potential

Users are often leaving the site interested but unable to complete a transaction, translating directly to lost sales opportunities.



A Comprehensive Approach: Our Research Sources

We utilized a robust mix of qualitative and quantitative inputs to ensure the redesign is grounded in user needs and market best practices.



Strategy Foundation

Initial definition using the Lean UX canvas to align goals and assumptions.



Direct User Feedback

In-depth customer interviews and surveys to understand motivations and pain points.



Market Benchmarking

Detailed competitor feature analysis to identify industry standards and gaps.



Structural Mapping

User journey mapping and card sorting to redefine site architecture and navigation.



Key User Insights: What Our Audience Truly Values

Support Local and Artisanal

Users prefer to support **local beekeepers** directly rather than purchasing generic products from major supermarkets.

Full Transparency

Demand for clear **origin transparency**, including information about the flowers, specific region, and beekeeping care practices.

Frictionless Commerce

A high expectation for **easy and clear ways to buy**, mirroring the simple, direct nature of the product itself.

Visual Storytelling

Users seek an **emotional connection** established through authentic stories and compelling, high-quality visuals.

Current UX Issues: Identified Pain Points



→ Missing Clear CTAs

Absence of a visible "Shop" or "Buy Now" call-to-action on key landing pages.

→ Confusing Logistics

Lack of clear, upfront information regarding ordering processes, delivery costs, and timelines.

→ Insufficient Product Detail

Product pages lack essential elements like appealing photography, descriptive flavour notes, and the story behind the harvest.

→ Weak Trust Signals

The website fails to build necessary trust; traceability details and customer testimonials are largely absent.

Competitive Landscape: Benchmarks for Success

Leading artisanal food brands excel by integrating transparency and narrative into their digital platforms. These are the key takeaways:

Trust & Traceability

They prominently highlight certifications and a clear path from origin to final product.

Authentic Storytelling

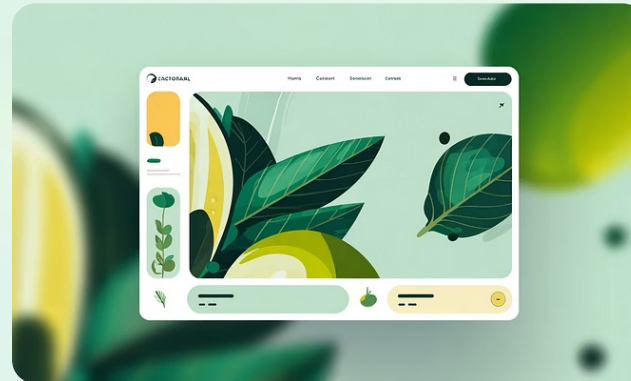
They leverage strong, consistent storytelling, detailing the process "from hive to jar."

Optimized E-commerce

They provide robust, clear, and highly mobile-friendly online shops.

Premium Visuals

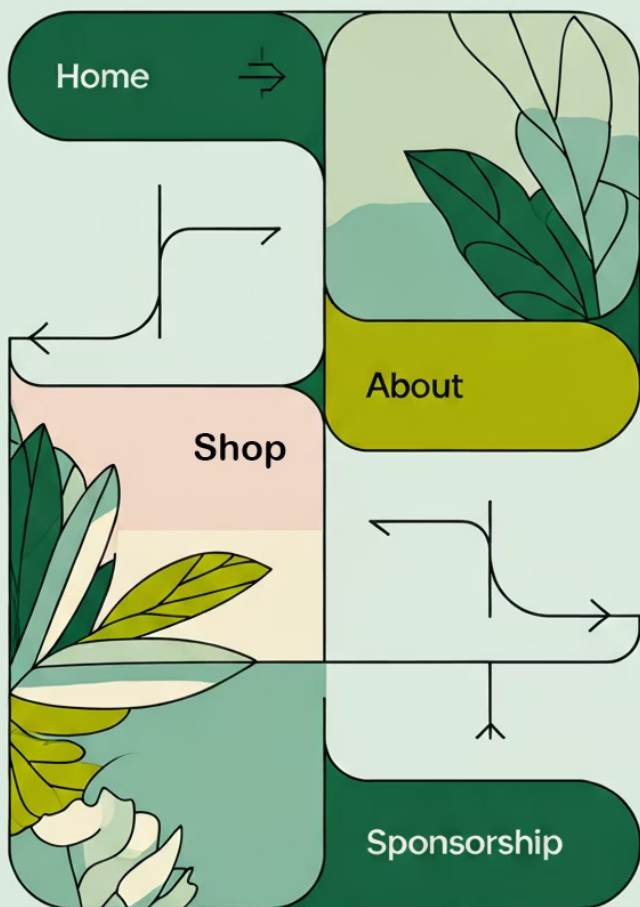
Consistent use of professional, high-resolution product photography that conveys quality.



SWOT Summary: Bienengarten Schubärth's Position



The current market presents a significant opportunity to capitalize on brand strengths by addressing key digital weaknesses.



Updated Sitemap Based on Card Sorting

The new architecture prioritizes purchase efficiency and brand clarity, resulting in an intuitive navigation structure.

1

Shop First

A clear and unmissable **Shop** entry point in the main navigation, reducing search time for products.

2

Content Grouping

Content is structured logically into three main areas: **Identity** (About, Values), **Education** (Beekeeping, Flowers), and **Products** (Honey, Sponsorship).

3

Meaningful CTA

The addition of a **Flower Sponsorship** page serves as a high-value, emotional call-to-action beyond pure commerce.

4

Legal Clarity

A clean, concise footer dedicated to legal information, terms, and contact details, enhancing professionalism.

Simplified Purchase Flow: Before vs. After

Before: Friction & Confusion

Homepage → About → **Confusion** → No Purchase →
Exit

After: Clarity & Conversion

Homepage → Shop → Product → Add to Basket /
Order Form → **Confirmation**

Outcome Metrics

- **Friction Removed:** Streamlined path to payment.
- **Clear Path:** Intuitive steps guide users directly to checkout.
- **Higher Conversion:** Expected increase in successful online transactions.



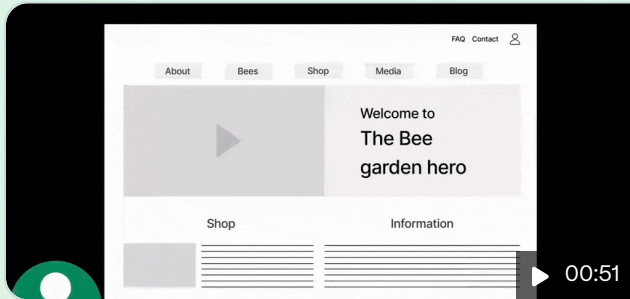
Thank You



Ready for the Next Phase

Looking forward to moving into the prototyping and visual design stages to bring this enhanced user experience to life.

[View Wireframes](#)[Discuss Visual Identity](#)



Project 2 – team 1 – Mid-fidelity – 7 November 2025

