

# CASE STUDY — UX DESIGN

Introducing UX processes to  
a two-sided platform startup



FROM IDEA TO BUSINESS



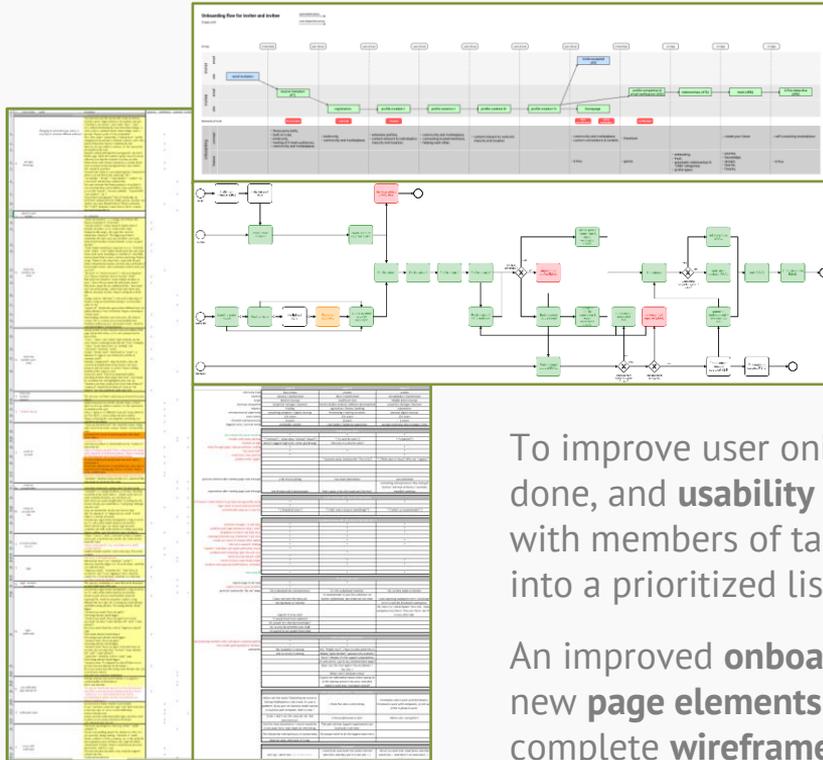
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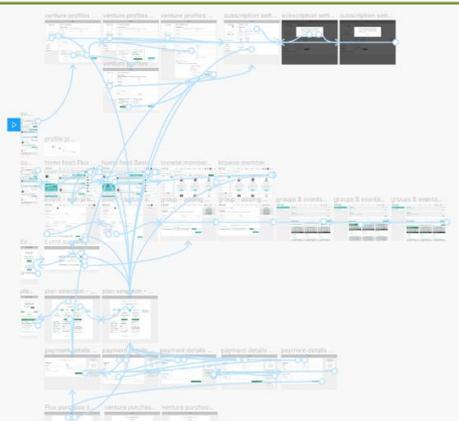
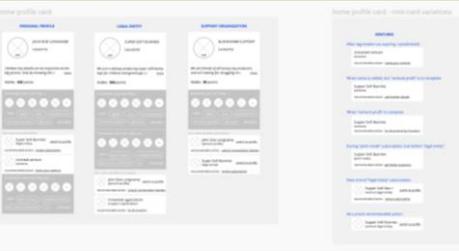
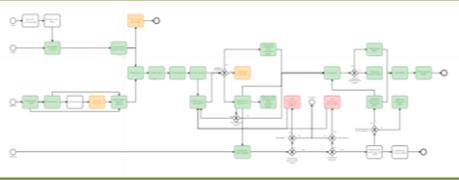
A two-sided platform startup for entrepreneurs had a fast-moving development team and a grand vision. However, users were not involved in the product creation process. The startup witnessed feature creep and had low engagement on some critical elements.

I was called in to improve **onboarding**, which led to further engagement and the introduction of a **UX process**, and a **systematic approach** to design.



To improve user onboarding, a **usability discovery** was done, and **usability study interviews** were conducted with members of target audience. Findings were merged into a prioritized list of **improvement opportunities**.

An improved **onboarding flow** was created, necessary new **page elements** were designed, and where needed complete **wireframes** prepared.



Further UX efforts included simplification of information architecture, feature rationalization and redesign, user flow optimization, solution design for further user needs, etc. These followed a consistent approach of:

- internal alignment based on **user stories**,
- prioritization in a **Kanban board**,
- **user flow** design,
- **wireframing**, using a library of page elements,
- **prototyping**,
- testing,
- and deployment.



*“ [Peter] reboots system by pushing for reconstruction, which speaks for his ability to deliver solutions perfectly aligned to the product vision. He tweaks UX flow efficiently, without creating a lot of work for [development]. ”*

Head of Development

*“ This new thing on the homepage, where you show quickly who I can connect with...that is cool, we need more things like that! ”*

User, after release of my first new feature recommendation

*Potential improvements:* management's strategic decisions remained mostly intuition-based, and a full reliance on users to inform product development decisions could not yet be achieved.

*A consistent design process of discovery, iterative planning, cooperation, testing and fast delivery ensures that you build what is needed.*

*Let's improve your  
UX process together!*

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