



Platform redesign for Mövenpick Wein:

A user experience that will stick to your taste buds

About Mövenpick Wein

CLIENT Mövenpick Schweiz AG, Division Wein

INDUSTRY Trade

PROJECT Design Development & Templating

TIME FRAME January 2016 to September 2016

TECHNOLOGY Magento Enterprise Edition

With the opening of the first Mövenpick restaurant in 1948, Uli Praeger laid the foundation for a Swiss success story. Almost 70 years later, the brand with the known seagulls logo stands for pleasure at the highest level. Today Mövenpick Wein is one of the leading importers and suppliers of quality wines in their domestic markets Switzerland and Germany.

The philosophy of Mövenpick Wein is not the wine sales, but the experience of wine culture. In order to give connoisseurs and lovers more time for consumption, the Mövenpick shop offers the chance to get to know and order exclusive wines from all over the world conveniently and easy online.



Sommer- und Grillweine

Bordeaux Subskription

Wein des Jahres 2017

Alleskönner

Italien | Toskana

2014 Terra Grande



Toscana IGT Provinco

Luca Maroni 96/100

15,80 EUR~~26,50 EUR~~75 cl (21,07 EUR / L)
inkl. MwSt.,
zzgl. Versand

Deutschland | Pfalz

2016 Grauer Burgunder Vis-a-Vis trocken



Friedrich Becker Jr

Score 17,5/20

9,50 EUR~~22,00 EUR~~75 cl (12,67 EUR / L)
inkl. MwSt.,
zzgl. Versand

Deutschland | Rheinhessen

2016 ALLESKÖNNER® Weiss trocken

Rheinhessen Weingut
Becker-Landgraf

Score 17/20

7,90 EUR75 cl (10,53 EUR / L)
inkl. MwSt.,
zzgl. Versand

Italien | Lombardei

2016 Rosa dei Frati

Riviera del Garda
Bresciano DOC Ca dei
Frati

Score 17/20

13,90 EUR75 cl (18,53 EUR / L)
inkl. MwSt.,
zzgl. Versand

USA | Kalifornien

2013 Cabernet Sauvignon Backbone

Deutschland | Baden

2016 Schmitterling Rosé

Deutschland | Mosel-Saar-Ruwer

2015 Pinot Blanc P

USA | Kalifornien

2015 Zinfandel

»We are proud that the high quality of our products is now also reflected by the trendy surface of our online shop. The new design is really fun and corresponds exactly with the needs of our target group. With development and implementation the dotSource team did a really great job.«

Martin Schwegler, Head of E-Commerce, Mövenpick Wein

Modernise the online brand presence tailored to the needs of the target group

With the intention of modernising their online brand presence and improving the usability on mobile devices Mövenpick Wein entrusted dotSource with a new design concept and the subsequent integration into the existing Magento e-commerce platform.

The redesign should be geared to the corporate identity of Mövenpick Wein, but appear more modern and flexible in regards to the implementation of the latest design trends due to adding more colours and shades. At the conception stage the current as well as the desired new target group were analysed in an extensive target group analysis in collaboration with the dotSource design team. On the basis of that analysis proto-personas were designed including their needs and expectations regarding the surface and the usability of the Mövenpick Wein shop.

These represent a large part of the actual future users. The in this way visualized target groups build the basis for the entire design concept.

According to the analysis of the target group the new design should focus more on female users between 30 and 45 years which are particularly internet savvy. At the same time, the needs of the previously predominantly male, partly not so Web-experienced target group at the age of 45 to 60 years should be taken into account.

Thus the implementation required a balanced combination of aesthetics and simplicity along with an appealing presentation of the extensive product information and elaborate filter functions.

Current design trends & a maximum of user-friendliness

According to current trends, the surface of the shop was executed in a clear design, with a special focus on user experience, performance and responsive web design. The contemporary simplicity, which expresses itself in the clear shape and colour scheme as well as in the functional and plain sans serif typography, was extended with purposefully placed, visual elements, in favour of an improved usability by the dotSource design team.

Subtle shadows on the edges of the content area create a spatial depth and multi-dimensionality and make the surface of the shop appear less abstract, which has a particularly positive impact on the user experience of customers that are not that accustomed to online content. The "feel-good" atmosphere of the emotionally charged picture elements caters to an inspired shopping experience.

Thanks to the advanced colour palette, the interaction area could be highlighted in a visually appealing way by using the hover animation. By that the user gets an immediate visual feedback for his interaction with the buttons.

As a central element of best-in-class user experience selected line icons playfully deliver relevant information. For the user they are easy to recognize as such and more attractive than pure text, space-saving, but at the same time large enough to be activated by a tap in the mobile application.

To underline the pleasurable cosiness of wine drinking and to address the female target group even better the input fields and buttons were slightly rounded.

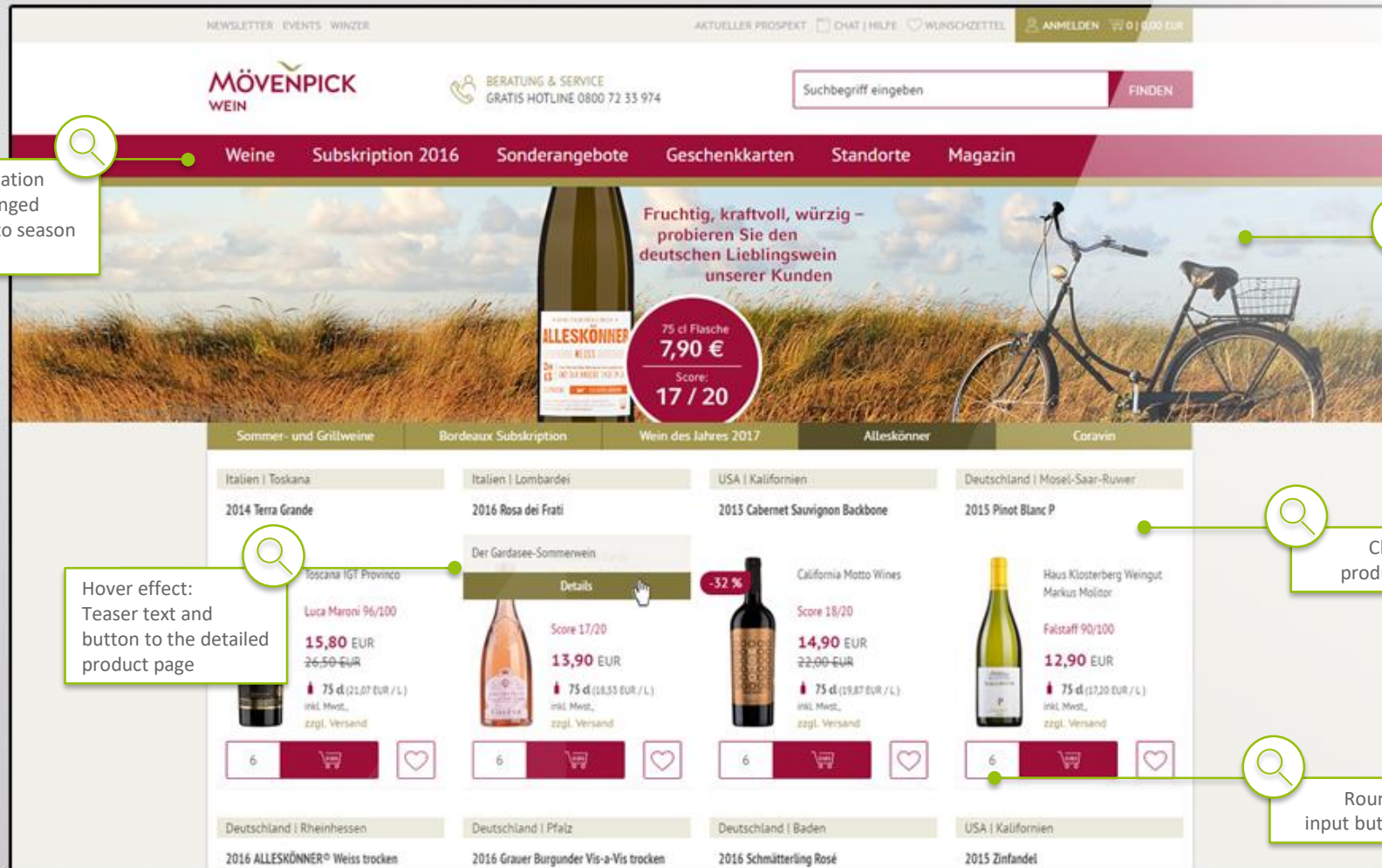
A welcome page that makes you wish for more

Due to their elaborate architecture the start page as a door to the virtual wine cellar provides the user with a positive customer experience right from the start. The inspiring product fields awaken the visitor's spirit of discovery and increase the desire to browse.

Inexperienced new customers as well as returning visitors and regular customers will be picked up according to their needs by the start page. The large navigation bar and the omnipresent search line direct the purposeful buyer directly to the desired product, while the wide range of product presentations and the teaser area take undecided visitors by the hand and provide them with concrete proposals for their purchase in the shop.

Regular customers, who previously preferred repeat purchases, get inspired by the changing product presentation to immerse deeper into a previously unknown assortment.

Less definite users that like to make their purchase decision spontaneously on the basis of known names, awards and recommendations, receive the relevant information already by a short glance at the product tiles. Short teaser, that expand by mouse-over, arouse the curiosity of the visitor to learn more about the product and to immerse in the detail pages.



Main navigation can be changed according to season and trends

Emotional images in the slider module

Hover effect: Teaser text and button to the detailed product page

Changing product tiles

Rounded input buttons

Smart filters & clever product lists

The heart of the product list pages are the detailed filters. Wine lovers can among other criteria filter by country, region, vintage and price, whereupon the selected filter is displayed as an individually erasable tile. Thereby the user is offered a maximum of flexibility in his search.

The individual product fields already contain the most relevant information of a product regarding its origin or any awards. If the visitor hovers over the product tiles of the list view with his mouse, an attractive short teaser to each product appears as well as two buttons that provide the user with the opportunity to open Quick View or switch to the corresponding product detail page.

The quick view that already offers a deeper insight into the product details, unfolds within the list view, and thereby avoids time-consuming changing operations. Thus the depth of information for the user and simultaneous speed in the application are ensured.

Since the navigation bar is sticky, meaning it is always in the visible area, the active user can switch between the shop's different navigation points without scrolling at any time.

Weine

Subskription 2016

Sonderangebote

Geschenkkarten

Standorte

Magazin

6 | 414,00 EUR

FILTER AUSBLENDEN

Herkunftsland

Region

Weinbau

Jahrgang

Weinkategorie

Preis

Flaschengröße

Traubensorte

Alle Filter entfernen

Frankreich

Bio, Bio-Zertifizierung: DE-ÖKO-006

2014

75 cl

Frankreich | Burgund

2014 Chambolle-Musigny

BIO

Charmes 1er Cru AOC Vieilles Vignes

Score 19/20

79,00 EUR

75 cl (105,33 EUR / L)

Preis inkl. Mwst., zzgl. Versand

6

Frankreich | Burgund

2014 Chardonnay-Musigny

BIO

Grand Cru Kult-Lage des Burgunds, der Name ist Programm!

Details

Schnellansicht

Score 19,5/20

159,00 EUR

75 cl (212,00 EUR / L)

Preis inkl. Mwst., zzgl. Versand

6

Frankreich | Burgund

2014 Morey-St-Denis AOC

BIO

Herbuotes Frédéric Magnien (Bio)

Score 19/20

42,50 EUR

75 cl (56,67 EUR / L)

Preis inkl. Mwst., zzgl. Versand

6

Frankreich | Burgund

2014 Vosne-Romanée AOC

BIO

Maizieres Frédéric Magnien (Bio)

Score 19/20

69,00 EUR

75 cl (92,00 EUR / L)

Preis inkl. Mwst., zzgl. Versand

6

Neues aus der Mövenpick-Weinwelt

Frankreich | Burgund

2014 Chambolle-Musigny AOC

BIO

Vieilles Vignes Frédéric Magnien (Bio)

55,00 EUR

75 cl (73,33 EUR / L)

Preis inkl. Mwst., zzgl. Versand

Frankreich | Burgund

2014 Gevrey-Chambertin

BIO

Lavaut-St-Jacques 1er Cru AOC Frédéric Magnien (Bio)

74,50 EUR

75 cl (99,33 EUR / L)

Preis inkl. Mwst., zzgl. Versand

Frankreich | Burgund

2014 Nuits-St-Georges

BIO

Les Damoses 1er Cru AOC Frédéric Magnien (Bio)

66,00 EUR

75 cl (88,00 EUR / L)

Preis inkl. Mwst., zzgl. Versand

Drop-down filter

Search results

Erasable filter tiles

Detailed product tiles

MacBook Air

dotSource®

Sticky navigation including shopping cart display



Weine

Subskription 2016

Sonderangebote

Geschenkkarten

Standorte

Magazin



5140,80 EUR

Preis aufsteigend

Preis absteigend

Neuzugänge

Rating absteigend

Beliebteste Artikel

Schweiz

2015 Compleo Cuvée Noire



Staatskellerei Zürich

Score 18/20

15,80 EUR

75 cl (21,07 EUR / L)

Preis inkl. Mwst., zzgl. Versand



Spanien | Castilla-La-Mancha

2011 Sello del Rey Tempranillo



VT Castilla Vilelos y Bodegas Muñoz

Score 17,5/20

10,80 EUR

75 cl (14,40 EUR / L)

Preis inkl. Mwst., zzgl. Versand



Frankreich | Midi

2013 Cabanon



Der Wein-des-Jahres Überflieger 2016

Details

Schnellansicht

Score 18/20

12,80 EUR

75 cl (17,07 EUR / L)

Preis inkl. Mwst., zzgl. Versand



Italien | Toskana

2015 Chianti DOCG



Renzo Masi

Score 18/20

6,80 EUR

75 cl (19,07 EUR / L)

Preis inkl. Mwst., zzgl. Versand



Mouse-over: Detail and Quick View

Quick-View



2013 Cabanon

Côtes du Roussillon Villages AOC

Thuthevin-Calvet

Score 18/20

Flaschengröße

75 cl

1,5 L

12,80 EUR

75 cl Flasche (17,07 EUR / L)

Preis inkl. Mwst., zzgl. Versand | Enthält Süßholz

6



IN DEN WARENKORB



Der Wein-des-Jahres Überflieger 2016

Kräftiges Rubinrot mit schwarzem Kern, köstlicher Duft dunkler Beerenfrüchte, Cassis, Pflaumen mit orientalischen Gewürzen und Pfeffer. Am Gaumen mit herrlicher Präsenz cremig-attraktiver und samtiger Fruchtstoffe, viel saftige Beerenfrucht, weißer Pfeffer, schwarze Oliven und Rosmarin sind schmeckbar. Zeigt eine feine Balance aus südlicher Wärme und Frische im Mund. Kraftvoll und intensiv mit sehr guter Länge am Gaumen. Ein gleichermaßen nachhaltiger und dabei eleganter, lebendig bleibender Wein aus besten Lagen der Domaine. Überzeugender Roter ganz aus dem schönen Süden Frankreichs.

Zum Produkt »

MacBook Air

Informative and concisely: the perfect product page

If the wine enthusiast likes to immerse deeper into Mövenpick Wein's world of pleasure, he receives detailed information about the product of his choice on the product page. The breadcrumb navigation ensures that the visitor can always keep track on the current menu item. Thereby the online shop's surface seems less abstract even for the inexperienced web users.

The division of the content area gives the detailed product page transparency and a for the user clearly visible structure. The scrollable information section on the left contains every detail about the product worth knowing. In a short wine profile, the information regarding origin, maturity, composition and awards are presented via appealing icons as easy-to-understand content.

The right part of the product page is fixed, thereby the product image, the purchase-relevant information as well as the "add to cart"-button always remain within the field of vision. Via anchor navigation the interested user can quickly and easily jump between the detailed information on the left side.

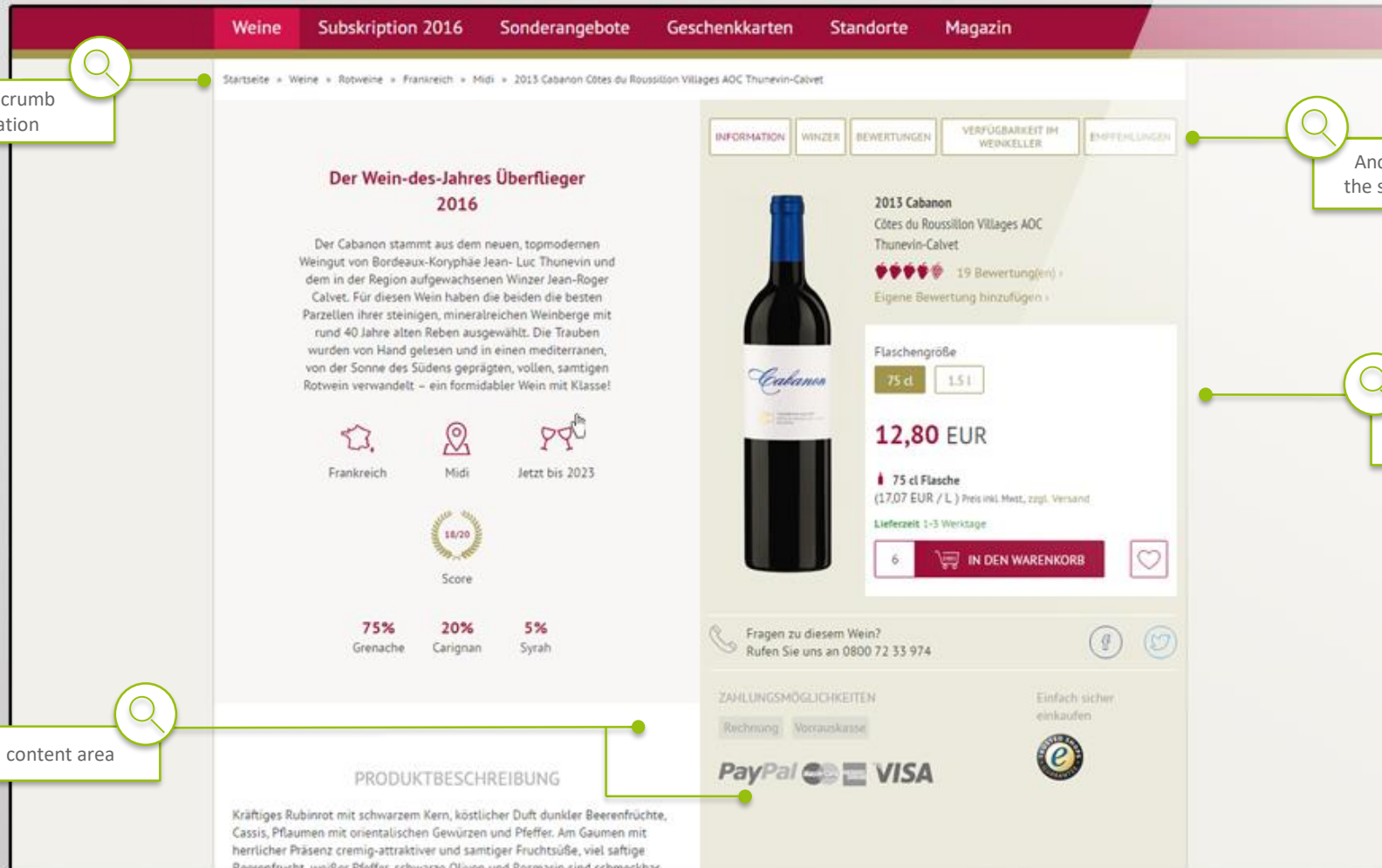
The call to action button is strategically placed and hovers over clickable content at all times. An overview of the shopping cart as part of the fixated menu bar can be opened in a quick view (mini cart) by clicking on the product value. There the articles in the shopping cart can be viewed and edited without creating annoying loading times by opening a new site.

Breadcrumb navigation

Divided content area

Anchor navigation for the scrollable info area

Sticky product presentation



Weine

Subskription 2016

Sonderangebote

Geschenkkarten

Standorte

Magaz

18 | 24,90 EUR

2013 Cabanon

PDF

Artikelnummer

0836613075C6100

Alkoholgehalt

15.0% vol

Traubensorte(n)

75% Grenache, 20% Carignan, 5% Syrah

Trinkreife

Jetzt bis 2023

Passt zu

Hervorragend zu Gegrilltem, kräftig gewürztem Fisch, Boeuf bourguignon, Coq au Vin, Halbhartkäse oder reifem Weichkäse, Lamm in Kräuterkruste, Gigot oder Ratatouille-Gratin. Ebenso spannend in Kombination mit gegrilltem Wolfsbarsch, Lasagne à la provençale, Lammintopf und Pfeffersteak.

Produktkategorie

Kräftige Rotweine

Herkunftsland

Frankreich

Region

Midi

Produzent

Domaine Calvet-Thunevin, 66460 Maury, Frankreich

Serviertemperatur

Chambriert bei 15-17 Grad servieren. Junge Weine können mit dem Dekantieren noch zulegen.

Herstellung

20 Monate in Zementtank

Weinbau

Traditionell

Allergene

Enthält Sulfite

INFORMATION

6 x

2013 Cabanon Côtes du Roussillon Villages AOC Thunevin-Calvet

75 cl

12,80 EUR

6 x

2016 Chardonnay Veneto IGT Corte Giara by Allegrini

75 cl

6,50 EUR

6 x

2015 Les Grès Languedoc La Clape AOP Domaine de Boède

75 cl

21,50 EUR

Zwischensumme

244,80 EUR

davon MwSt.

39,09 EUR

GESAMTSUMME

244,80 EUR

ZUM WARENKORB

weiter einkaufen >

Gratislieferung ab einem Bestellwert von € 90,00.

Wichtige Information: Alle Weine enthalten Sulfite.

Fragen zu diesem Wein?

Rufen Sie uns an 0800 72 33 974

ZAHLUNGSMÖGLICHKEITEN

Rechnung

Vorrauskaße

Einfach sicher einkaufen

PayPal

VISA

Scrollable product characteristics

Mini cart

Shipping information

MacBook Air

dotSource®

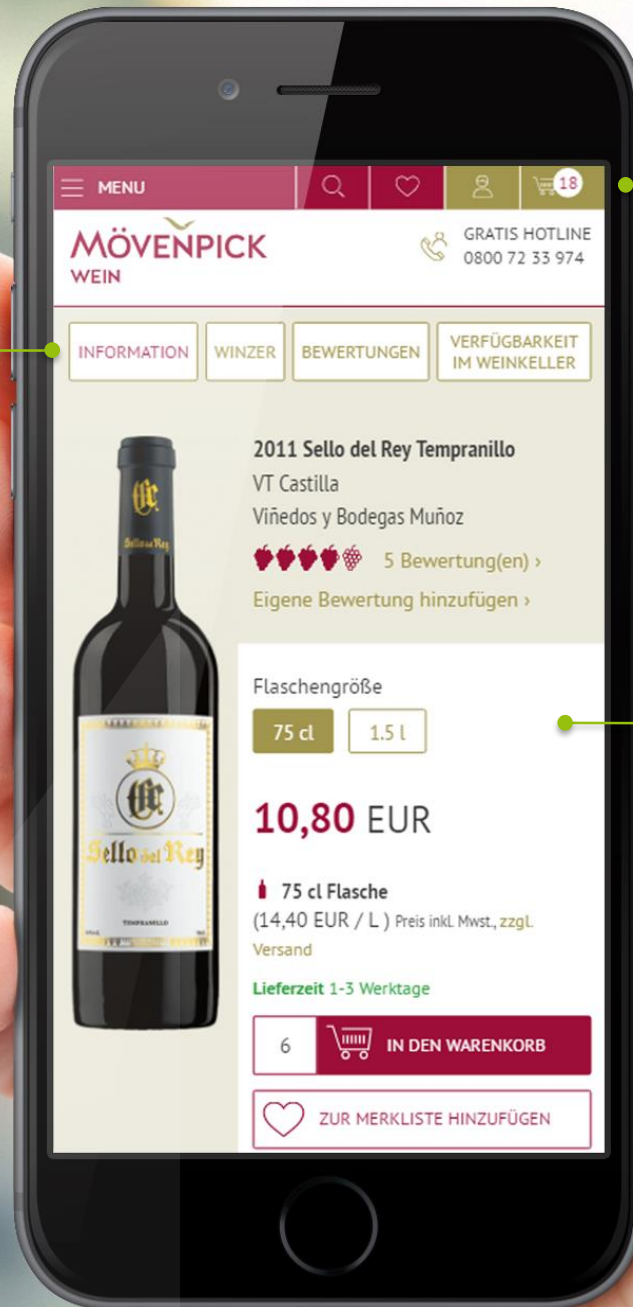
Mobile commerce design: everything relevant at one glance

The full responsive design ensures a convenient shopping experience via mobile devices for customers of Mövenpick Wein. Considering the special characteristics of mobile use the idea of quick shopping - a fast and easy transaction - has been implemented perfectly by the dotSource design team.

The sticky anchor navigation and the prominent »Back to the top of the page« button allow a fast navigation.

To ensure a pleasant handling and minimize the risk of cancelled purchases in the mobile version the buy tile has been fixated at the bottom of the screen and is thereby always visible for the user.

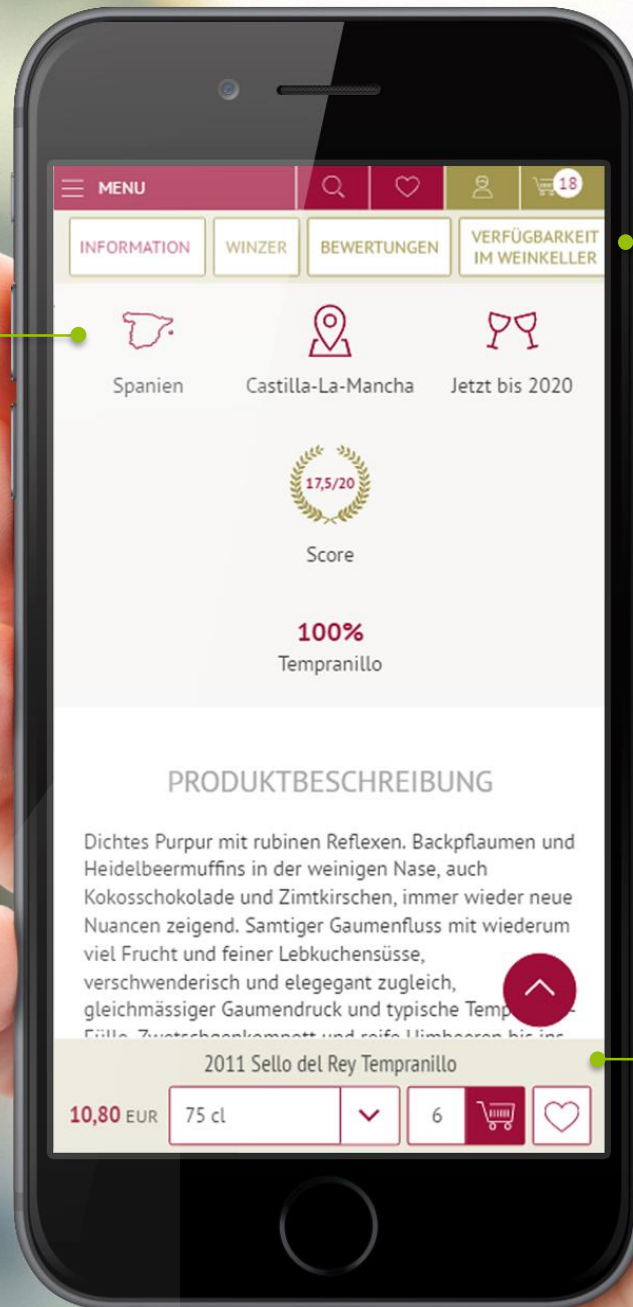
The also fixated navigation bar unites the most important features like search, watchlist, account and shopping cart to cause as little scrolling as possible.



Anchor navigation

Sticky navigation with shopping cart display

Detailed shopping tile



Easy to consume
product information

Sticky anchor
navigation

Sticky buy tile

Redesign at the pulse of time & target group

With the extensive redesign Mövenpick Wein offers his customers optimal usability that focuses on the simplicity of the buying process. Therefore the design team especially valued the speed of the application. Via icons easy to comprehend content as well as avoiding scrolling and loading efforts ensures an unrestrained shopping experience and thereby reduce the bouncing rate.

Thanks to the clear and detailed product presentation regular customers and returners get to know the product palette extensively.

Which encourages trust in the quality and value of the brand.

New customers are instantly familiarized with the assortment through the versatile product representation and are supported in their search for the fitting product.

Through the atmospheric choice of colour and images, the contemporary simple optic and the intuitive usability the new design of the Mövenpick Wein online shop matches perfectly with the demands of its target group.

About us

dotSource, that's over 200 digital natives with one mission: Designing digital customer relations. Our work rises from the connection of humankind, space, and technology.

We've been supporting businesses in their digital transformations since 2006. Whether e-commerce and content platforms, customer relationship and product data management, or digital marketing and artificial intelligence: Our solutions are user-oriented, emotional, targeted, and intelligent.

We see ourselves as a partner of our clients, whose special requirements and needs flow into the project straight from the first idea. From strategy consultation and system selection, to concept creation and UX design, to operation in the cloud – together we develop and implement scalable digital products. Our approach relies on new work and agile methodologies such as scrum and design thinking. Companies like EMP, BayWa, Axel Springer, hagebau, C.H. Beck, Würth and Stabilo trust in our competence.

With our blog Handelskraft.com, annual Trend Book, and Handelskraft Conference, we network industry knowledge and provide insight into current opportunities and developments of digital brand management. In order to comprehensively prepare professionals and executives for the entrepreneurial challenges of the digital world, we launched Digital Business School together with Steinbeis Technology Group in 2015.

With our groundbreaking solutions, we have been able to establish ourselves as one of the leading digital agencies in German-speaking Europe and are now among the top 10 largest companies in the industry.

DIGITAL SUCCESS RIGHT FROM THE START.

Contact

Head Office Jena

Goethestraße 1
07743 Jena

Office Berlin

Hardenbergstr. 9
10623 Berlin

Office Leipzig

Hainstr. 1–3
04109 Leipzig

Phone +49 (0) 3641 797 9000

Fax +49 (0) 3641 797 9099

Mail info@dotSource.de