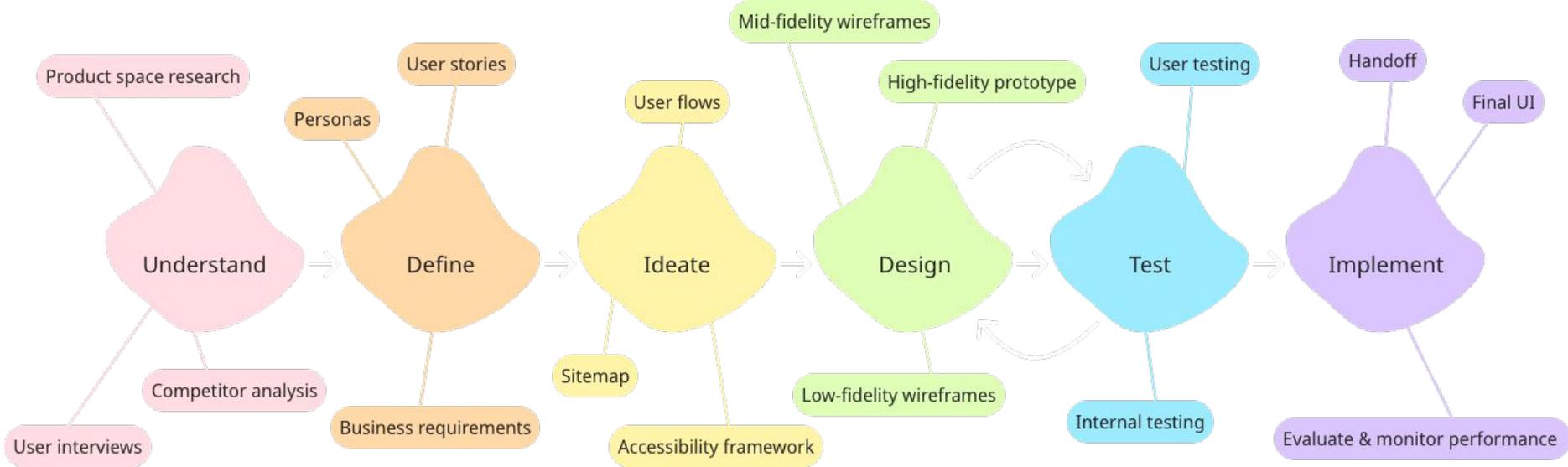


Wolfkanna - B2C UX Case Study

Bobbi Brant

UX Process



Project context

Wolfkanna is a small company launched in 2018, creating bespoke furniture from reclaimed wood and metal.

Project took place over 3 months with a follow up to monitor results 3 months later.

Role: UX research, UX design, brand design, copywriting



— WOLFKANNA

The problem

Business through word-of-mouth, struggling to find new business elsewhere

Website is difficult to maintain, creating product pages for each unique piece

A lot of competition from cheaply manufactured furniture, difficult to prove value

Understand

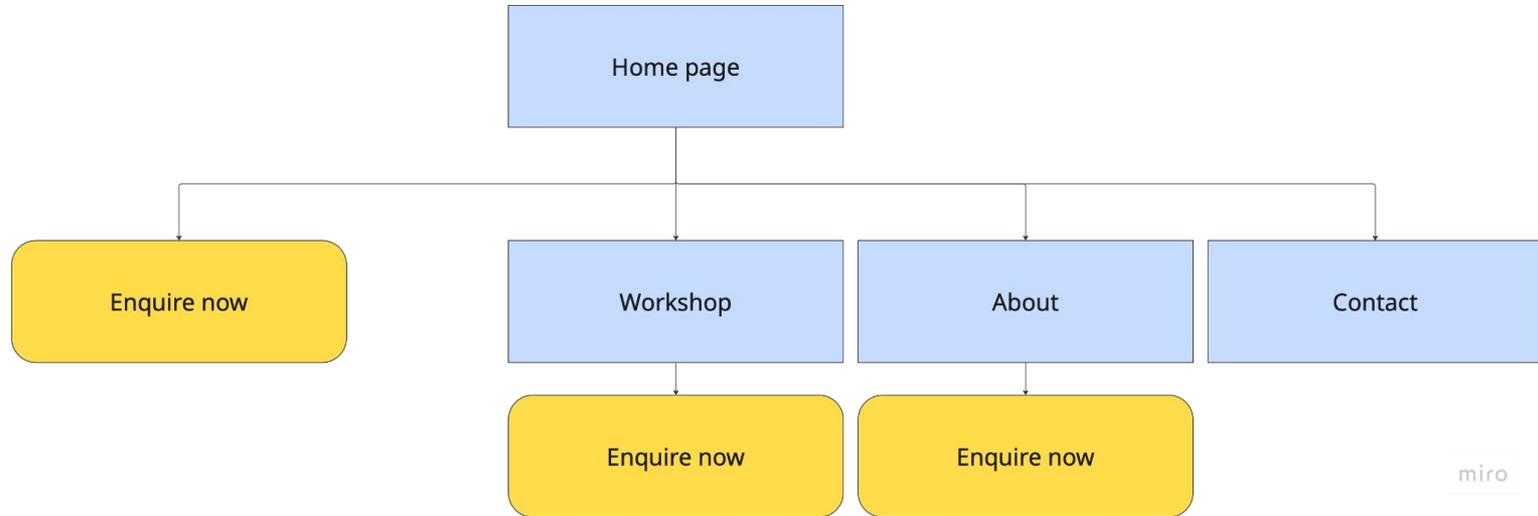
Internal - interview owner

- Owner currently managing website and socials alone
- Owner needs to gather further information about most orders and discuss details with client
- Owner good with technology and communication and open to new ways of working

External - interview customers

- Customers want to invest in sustainable, unique pieces
- They want the experience to feel premium and custom throughout
- They want to feel they are working with the creator directly
- Speed and convenience are not priorities
- They want to see inspiration for what types of product they can get

Define and ideate



- Focus on enquiries and building brand story to show value
- Keep simple to minimize maintenance time for owner

Design

- Very little existing brand identity
- Focus words 'natural' and 'premium' for look and feel
- Due to business requirements and budget, website created with basic web builder so quite limited on UX/UI capability

Re-claimed. Re-worked. Re-loved.

Bespoke furniture crafted from re-claimed woods and metals.

Bring the beauty of reclaimed wood into your space



Discuss your project

Whether you know exactly what you want, or have an idea you would like to discuss, reach out and we'll be happy to work together to create your perfect piece.

Enquire now

See our latest work on Instagram

Re-claimed. Re-worked. Re-loved.

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Discuss your project

Whether you know exactly what you want, or have an idea you would like to discuss, reach out and we'll be happy to work together to create your perfect piece.

Enquire now

Testimonials

Wolfkanna has helped create a beautiful, practical space for our London office.

- Susan S.

We are absolutely in love with our custom-built shelving. The quality and service is unmatched.

- Hela

I would never have found a mirror to fit the exact space I have, it's really completed my bathroom.

- Charlie

Home page

Our Workshop

Everything we make has a story. This is how we take re-claimed materials and turn them into unique pieces.

Wood

For us, it all starts with the wood.

We visit reclaim yards and period properties that are being demolished to source the best materials.

Some of our benches may have started life as the hull of a trading ship; the shelves in our bookcases may have once been floorboards from a Victorian schoolhouse.

Every piece of wood has a story and we are proud to be giving it a second life, instead of seeing these great materials go to landfill or incineration.



Workshop page

Workshop gallery

Take a look inside our workshop to see the furniture come to life, we have also included a selection of our bespoke work for corporate clients.



A Unique Piece for Your Home

Looking to purchase one of the pieces from our product gallery or have something custom-built to your dimensions?

Simply fill out the enquiry form below and we will be in touch to gather more information and plan delivery.

For general enquiries not covered by the below form, please email workshop@wolfkanna.com

First Name

Last Name

Email (required)

Phone

Which item are you interested in? (required)

- Clock drawers
- Ecrats
- Bench
- Trayside holder
- Glazing stand
- Bench shelf
- Large table
- Coffee table
- Other

Please briefly explain any specific requirements, including measurements if applicable.

Send

Enquiry page

Our Workshop

Nutty Lane
Shepperton,
TW17 0RQ

Hours
Monday–Friday
8am–4pm

Email
workshop@wolfkanna.com



Test

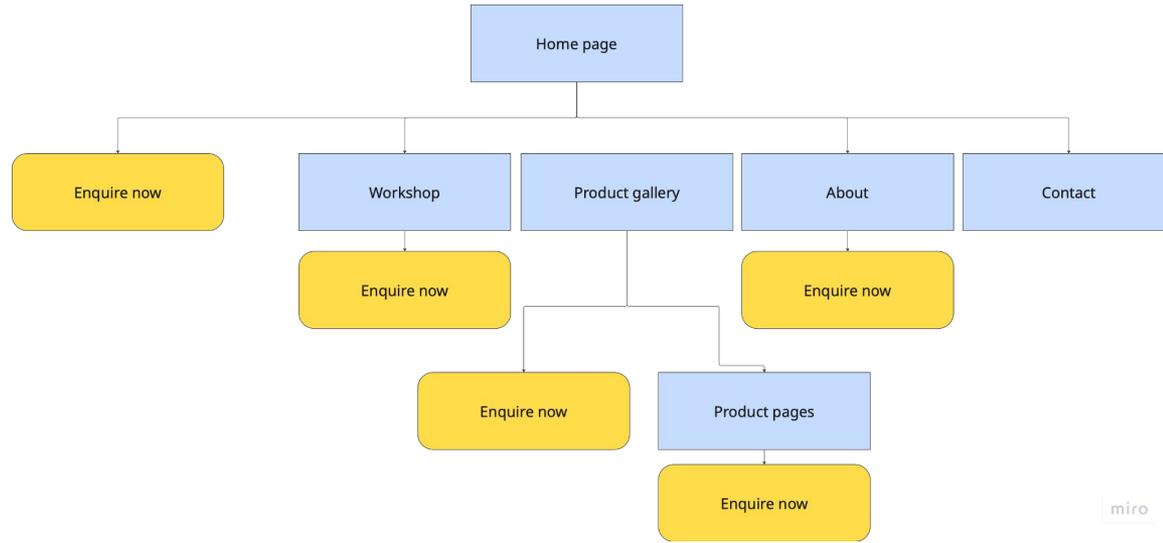
Test plan

- Difficult to test full purchasing flow as part of the flow would be offline within email/phone communication
- Testing focus on
 - Navigating website and submitting an enquiry
 - Unique value of company and brand messaging
- Usability testing on 5 prospective customers, sourced via User Interviews

Key test results

- Customers liked reading the personal story of the owner
- Seeing the photos in the workshop made them appreciate the time and cost of the products
- They wanted more inspiration on what types of product they could get and guide prices
- They found the enquiry process easy but wanted guidance on what to write

Iterate



miro

Keep focus on images of the workshop and products to build value

Add product gallery showcasing previous work for inspiration

Add product pages with more detail and guide prices

Add placeholder text on enquiry form to give guidance

Product Gallery

Browse our gallery to see what we've been working on in the workshop recently. These items can be purchased in your custom size and specification

Enquire now

Please briefly explain any specific requirements, including measurements if applicable.

e.g. what type of table legs you would prefer



Ladders



Bench



Benches can be made to measure so you know it will fit perfectly, we also have some pre-made in our workshop. Every item is unique due to the nature of the wood.

Price below is for a unit measuring 120x50x75cm, please allow a lead time of 6-8 weeks.

from £450

+ delivery and installation

[Enquire](#)

A classic shape that can fit perfectly into any home or workplace.

Our benches start with a seat of reclaimed oak, usually around 80-150 years old the wood is completely stable and not bend over time.

The oak is sanded down over 10 times and finished with a clear Osmo oil to restore and enhance its natural beauty.

To complement the seat, we add wrought iron legs that can be finished in a range of black, grey and green acrylic shades.

[View](#)[Ladders](#)[View](#)[Mirrors](#)[View](#)[Gaming stands](#)

Implementation and results

Enquiries through the form up 62% over a 3 month period compared to previous year

Completed first commission through the website 6 weeks after relaunch

Maintenance time on website down from multiple hours per week to a couple of hours per month

Time on site up 38% YOY, mostly on workshop and product galleries which have a high click through rate to the enquiry page

“Bobbi completely changed our sales process through the website, allowing us to build authentic relationships with a brand new customer base, and allowing me to spend more time working on the furniture.”

- Jay, Owner at Wolfkanna