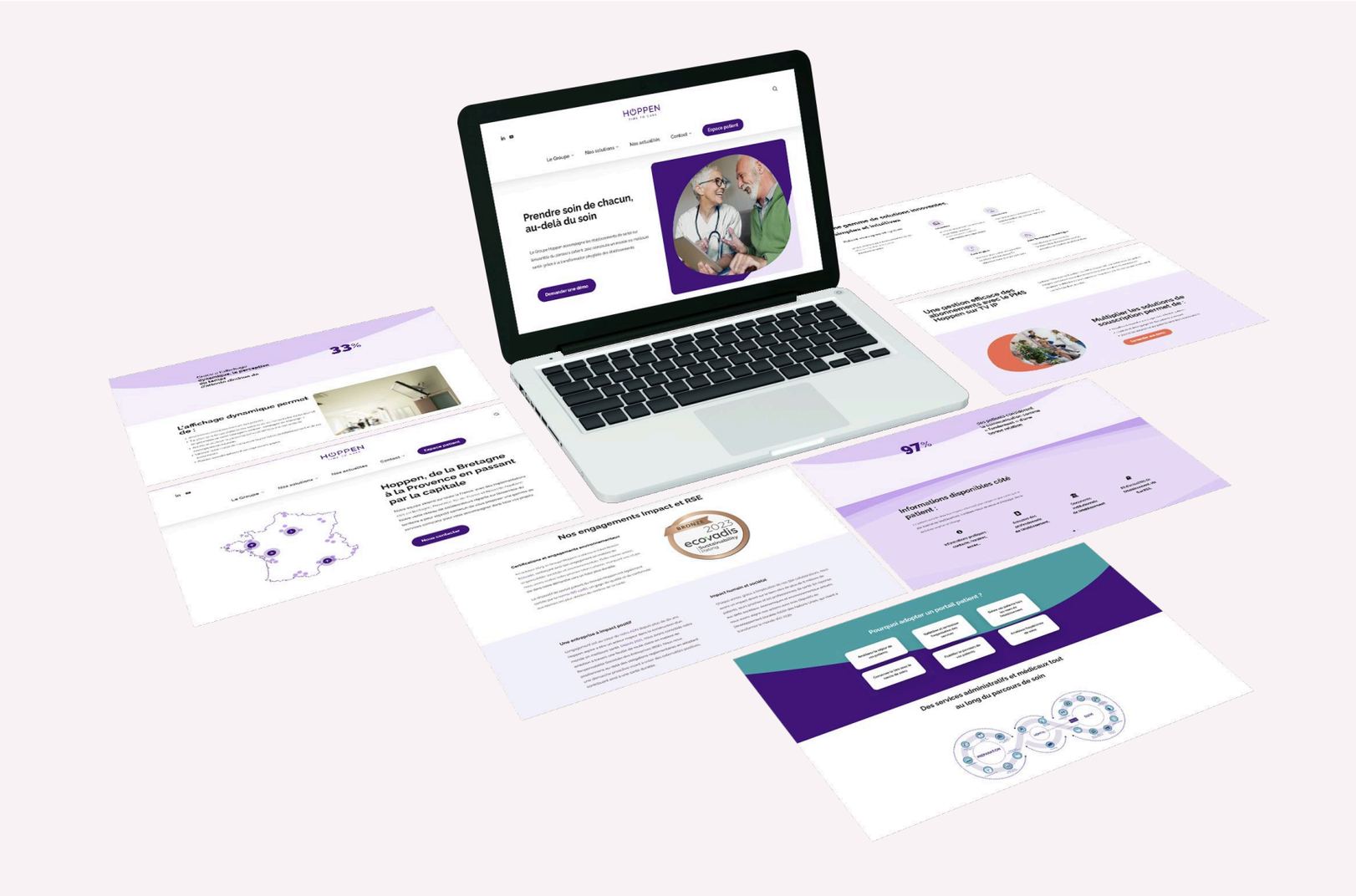
Hoppen website’s redesign | A UX/UI case study

In early 2024, we took on the redesign of the Hoppen B2B website, which had become a real problem for users and internal teams alike.
As Hoppen had grown through multiple acquisitions, the site had built up overlapping content, scattered product information, and a contact journey that consistently sent people to the wrong place.
The sales team had quietly stopped using it as a tool, finding it easier to just explain everything themselves. Patients, partners and customers regularly ended up reaching out to the wrong departments. We had very little user data to work with, but internally, the frustration was loud and clear.

I led the redesign alongside the Head of B2B Marketing and Communication, Ludivine Protin.

Our goal was simple: make the website actually work, without losing time, overspending, or overcomplicating it.

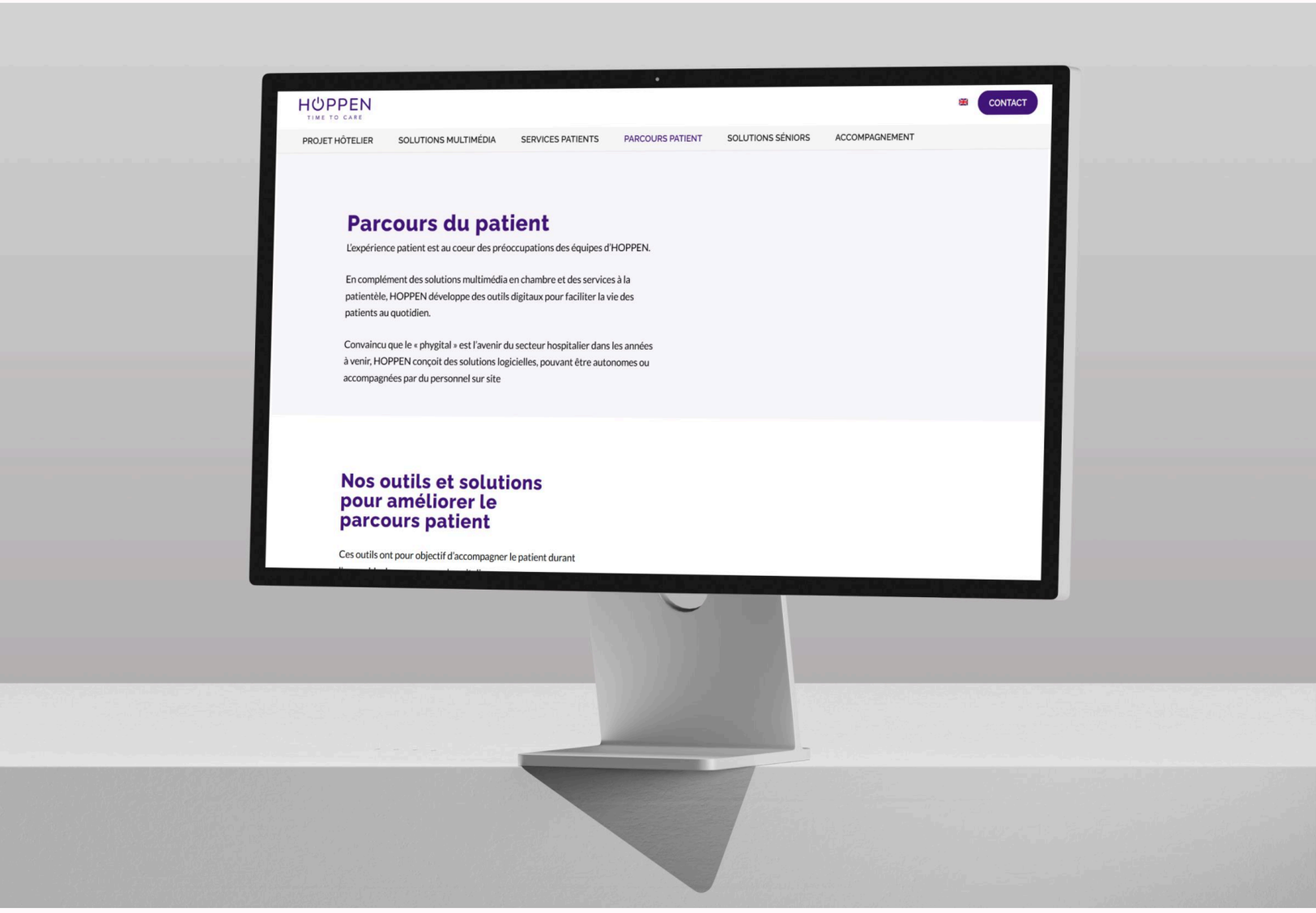


Defining the Problem

The old website had multiple critical issues:

- Unclear Information Architecture: Content was spread across redundant sections with no clear hierarchy between products, solutions, or audiences.
- Broken Contact Logic: Patients contacted sales. Prospects reached customer support. The contact funnel did not guide anyone to the right place.
- No Feedback Loop: Almost no user data had been collected. Internal teams voicing their frustration was the loudest signal we had.
- Data Insights (Matomo): We analysed Matomo before the tool was removed and noted:

- Bounce rate: 78%
- Time on site: under 1 minute for most users
- Only 3 main pages received more than 100 visits per month
- Less than 5% of users completed any action beyond the homepage



Objectives

With a lean budget and a small team, we focused on three things:

- **Clarify the content and structure** so each audience could find what they needed without friction.
- **Fix the contact journey** so users reached the right department first time.
- Turn the website into a **tool the sales team** would actually want to use.

Information Architecture Overhaul

The first step was looking at the old and new sitemaps side by side.

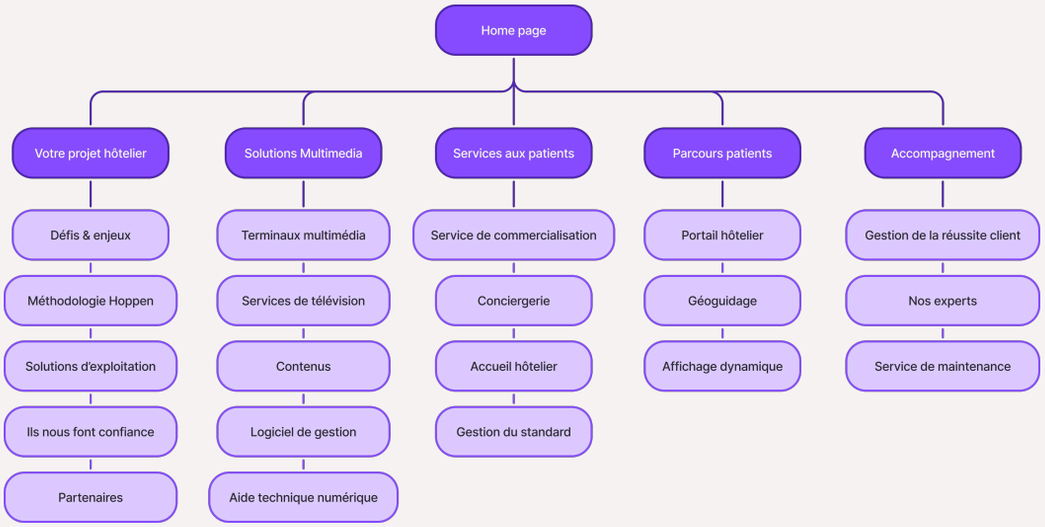
Before

- Over 30 clickable paths from the homepage
- No clear hierarchy between products, solutions, or audiences
- Duplicate content scattered across multiple pages
- Complicated, unclear access to the contact page and correct team

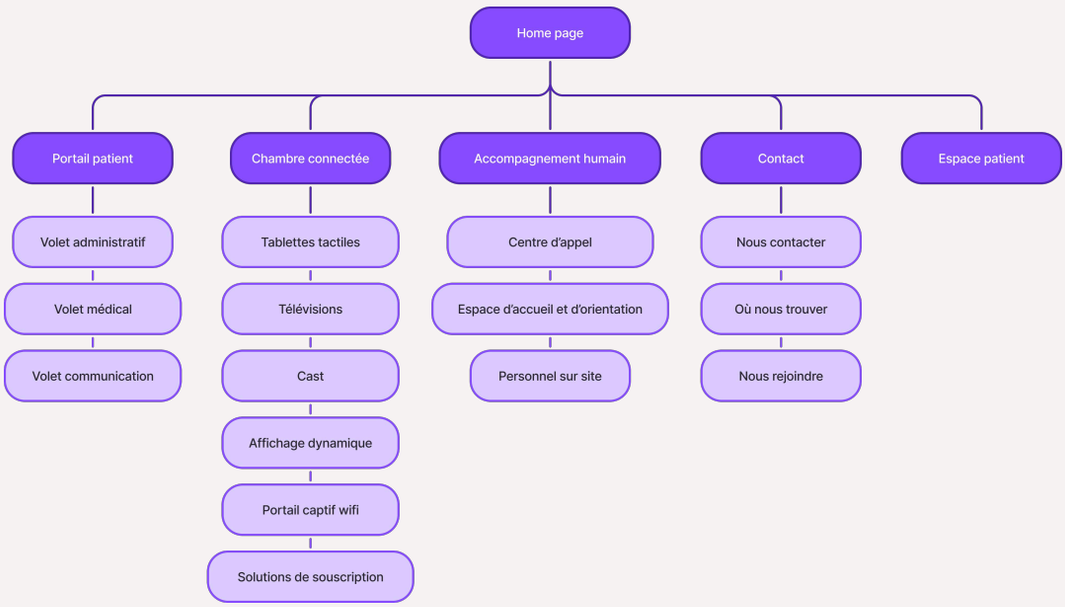
After

- Content grouped into three clear entry points, each aligned with a specific solution
- A simplified contact page with role-based routing to get users where they need to go
- Quick access to the contact form and patient space, making it easier to redirect the right users

This structural change alone reduced decision fatigue and confusion significantly.



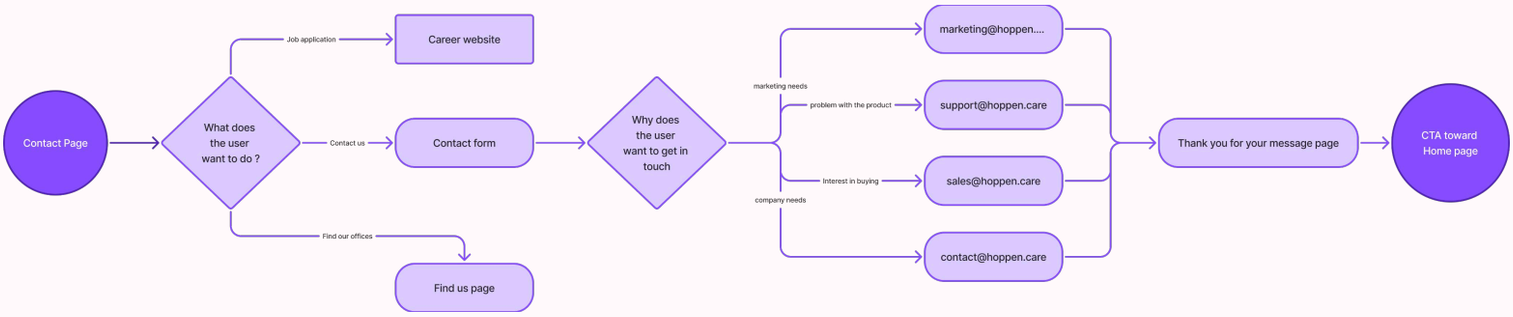
New Sitemap



Designing the Contact Flow

One of the most impactful updates was rethinking the contact journey entirely:

- Instead of a single form for everyone, we now ask upfront: who are you contacting us as?
- Based on their answer (patient, prospect, customer, etc.), the form adapts accordingly.
- Relevant teams receive segmented requests, which improved response time and reduced misdirected enquiries.



Small Scale Usability Testing

Budget did not stretch to a full research programme, so we tested with 6 internal colleagues across different teams. Scrappy, yes. Useless, no. Each participant completed 6 tasks:

1. Find how to contact the sales team
2. Navigate from the homepage to a patient portal detail page
3. Find the careers page
4. Navigate between solutions without returning to the homepage
5. Compare two products from different solutions
6. Search for a product by keyword

All six users completed the contact, patient portal and careers tasks without difficulty. Four had some friction comparing products, which flagged a layout issue we noted for the next phase. Two missed the search bar entirely, so we made it more visible. Overall, five out of six described the new experience as more intuitive than the previous version. For a first round of testing, that felt like a solid result.

Sales Assistant

Task Number	Result	Note
1. Contact sales	✅ Success	Found easily thanks to improved CTAs
2. Patient portal	✅ Success	Clicked from homepage without issue
3. Careers	✅ Success	Found in footer
4. Navigate solutions	⚠ Partial	Menu was fine, but not fully intuitive
5. Compare products	❌ Fail	No comparison tool; opened two tabs
6. Search product	❌ Fail	No search bar visible

Product Manager

Task Number	Result	Note
1. Contact sales	✅ Success	Form segmentation clear
2. Patient portal	⚠ Partial	Confused at first between products
3. Careers	✅ Success	No issue
4. Navigate solutions	⚠ Partial	Dropdown closed too fast on hover
5. Compare products	❌ Fail	Suggested adding feature comparison table
6. Search product	❌ Fail	Couldn't locate a search feature

Customer Success Manager

Task Number	Result	Note
1. Contact sales	✅ Success	Simple and easy
2. Patient portal	❌ Fail	Didn't understand product naming
3. Careers	✅ Success	Clear in footer
4. Navigate solutions	✅ Success	Used main nav
5. Compare products	❌ Fail	Expected side-by-side layout
6. Search product	❌ Fail	Couldn't find a way to search

Junior Developer

Task Number	Result	Note
1. Contact sales	✅ Success	Form structure worked well
2. Patient portal	✅ Success	Took direct route
3. Careers	✅ Success	Easily accessible
4. Navigate solutions	✅ Success	Menu navigation smooth
5. Compare products	❌ Fail	Asked "is this even possible?"
6. Search product	❌ Fail	Surprised by absence of search bar

DevOps

Project manager

Task Number	Result	Note
1. Contact sales	✅ Success	Found easily from header
2. Patient portal	⚠ Partial	Confused
3. Careers	✅ Success	Footer worked fine
4. Navigate solutions	⚠ Partial	Clear flow
5. Compare products	❌ Fail	Tried to use open tabs
6. Search product	❌ Fail	Suggested adding magnifying glass icon

Task Number	Result	Note
1. Contact sales	✅ Success	Liked contact categories
2. Patient portal	❌ Fail	Understood path clearly
3. Careers	✅ Success	No problem
4. Navigate solutions	✅ Success	Smooth experience
5. Compare products	❌ Fail	“Didn’t know if it was possible or not”
6. Search product	❌ Fail	Tried Ctrl+F as workaround

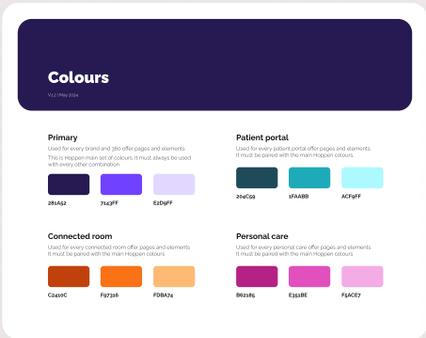
Design & UI

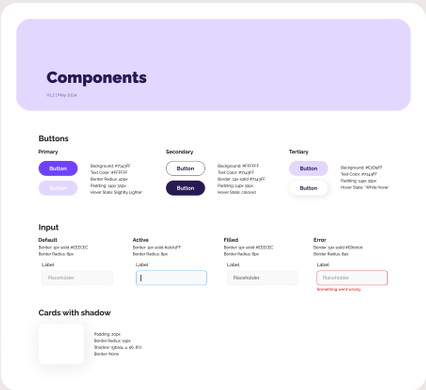
We did not build a full design system given the scope of the project, but we delivered a practical mini UI kit for the developers covering:

- Typography hierarchy
- Button and form components
- Colour system for product presentation

We kept the interface clean and professional, staying within Hoppen's brand guidelines while bringing in a calmer, more modern feel through whitespace and clearer visual hierarchy.

Hoppen website UI Kit





Feedback & Outcome

We shared the redesign internally through a Microsoft Form and the response was genuinely encouraging. Teams said for the first time they could see clearly what other departments offered, which says a lot about how siloed things had been.
The sales team adopted it quickly as a go-to resource for sharing with prospects, which had been one of our main goals from day one. Some product teams felt underrepresented, and rather than treating that as a setback, we treated it as the starting point for phase two.

Conclusion

The redesign of the Hoppen B2B website was not just a usability fix. It was a small cultural shift: for the first time, teams saw the site as something shared and genuinely useful.

The project taught me the value of:

- Designing with limited means
- Involving internal stakeholders early
- Testing often, even with small samples

Next steps will include:

- A continuous user feedback loop
- Better product team inclusion
- Further UI improvements based on analytics and real usage data