Architekturbüro Böhm

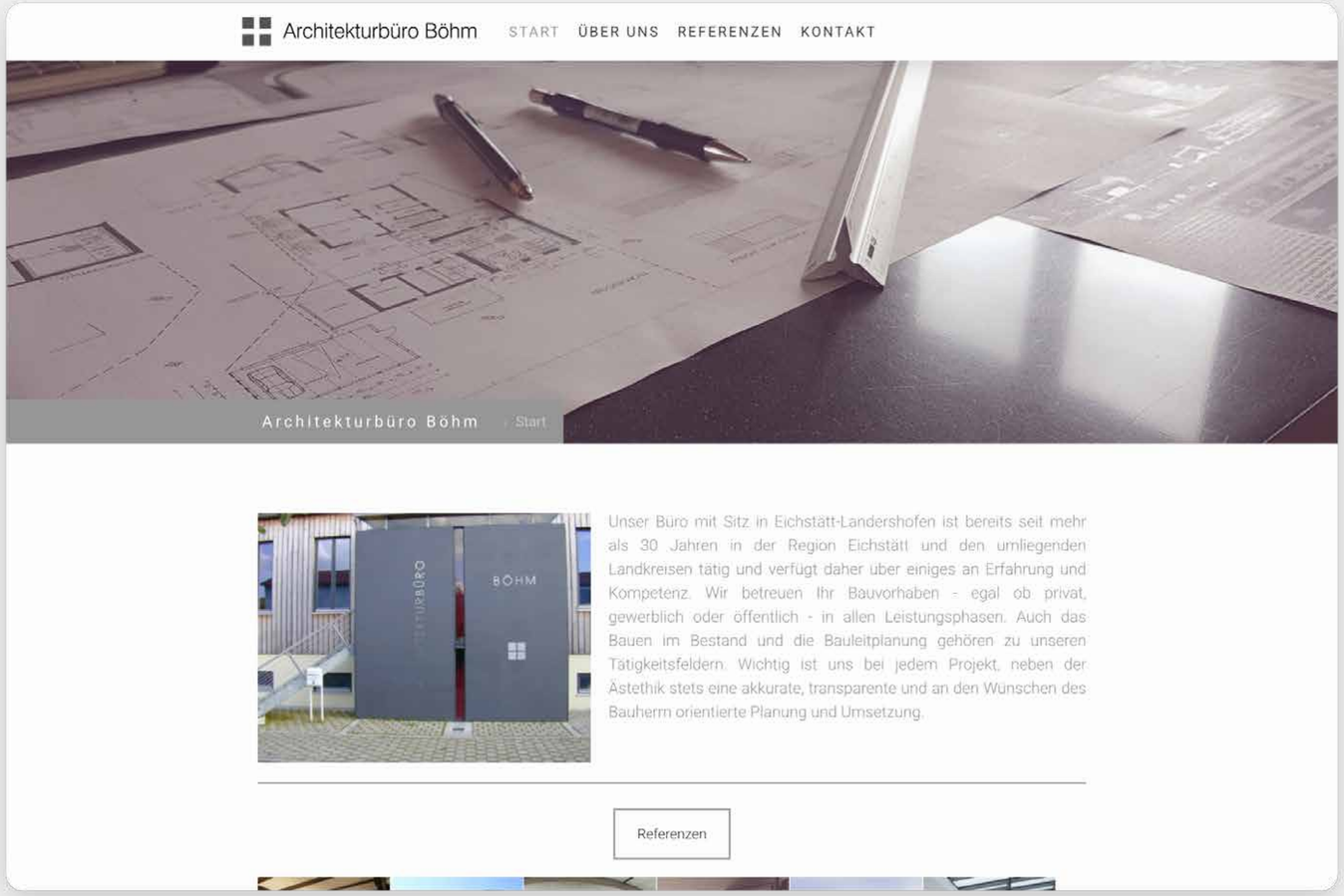
Case Study — Web Design

Architekturbüro Böhm has been designing homes, public buildings and commercial projects around Eichstätt for more than 30 years, from the first sketch to site supervision. Over those years, their work had grown considerably, while their website had stayed the same, and no longer did that work justice.

1	Discovery	What should the website achieve?
2	Structure	Which pages, and what goes where?
3	Design	How does the work come across best?
4	Development	Built from scratch, owned by the client
5	Testing and launch	Fast, stable, ready to be found

For an architect, the website is often the first place a potential client goes after a recommendation, mainly to see the reference projects the office already build. The old Jimdo site made that harder than it should have been. Visitors first landed on a stock photo and had to wait for the page to load. Only after scrolling did the actual work appear, as small preview images without any description.

Before



The goal was a website that answers the three questions potential clients ask most:

1. What has the office built?
2. Who are they?
3. How do I reach them?

At the same time, it had to reflect the office's many years of experience and be easy to update, so adding new projects would become a quick routine rather than a chore.

Shown here is the original design concept, which was later developed further with the client.

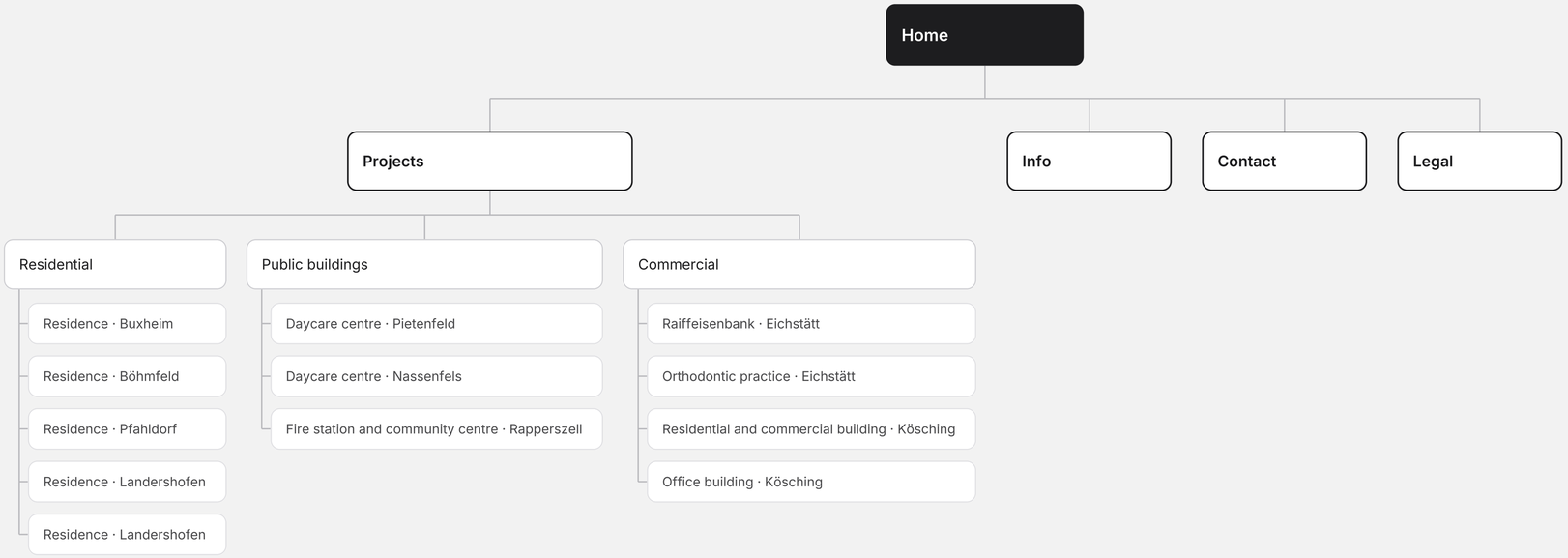
After



Structure
Sitemap

Based on the clients goals, we turned each of the three questions into its own page: Projects, Info and Contact, with Legal added as the required fourth.

Since the projects were what most potential clients came for, they were then sorted into three categories by building type, so visitors could go straight to the kind of project they were planning themselves.



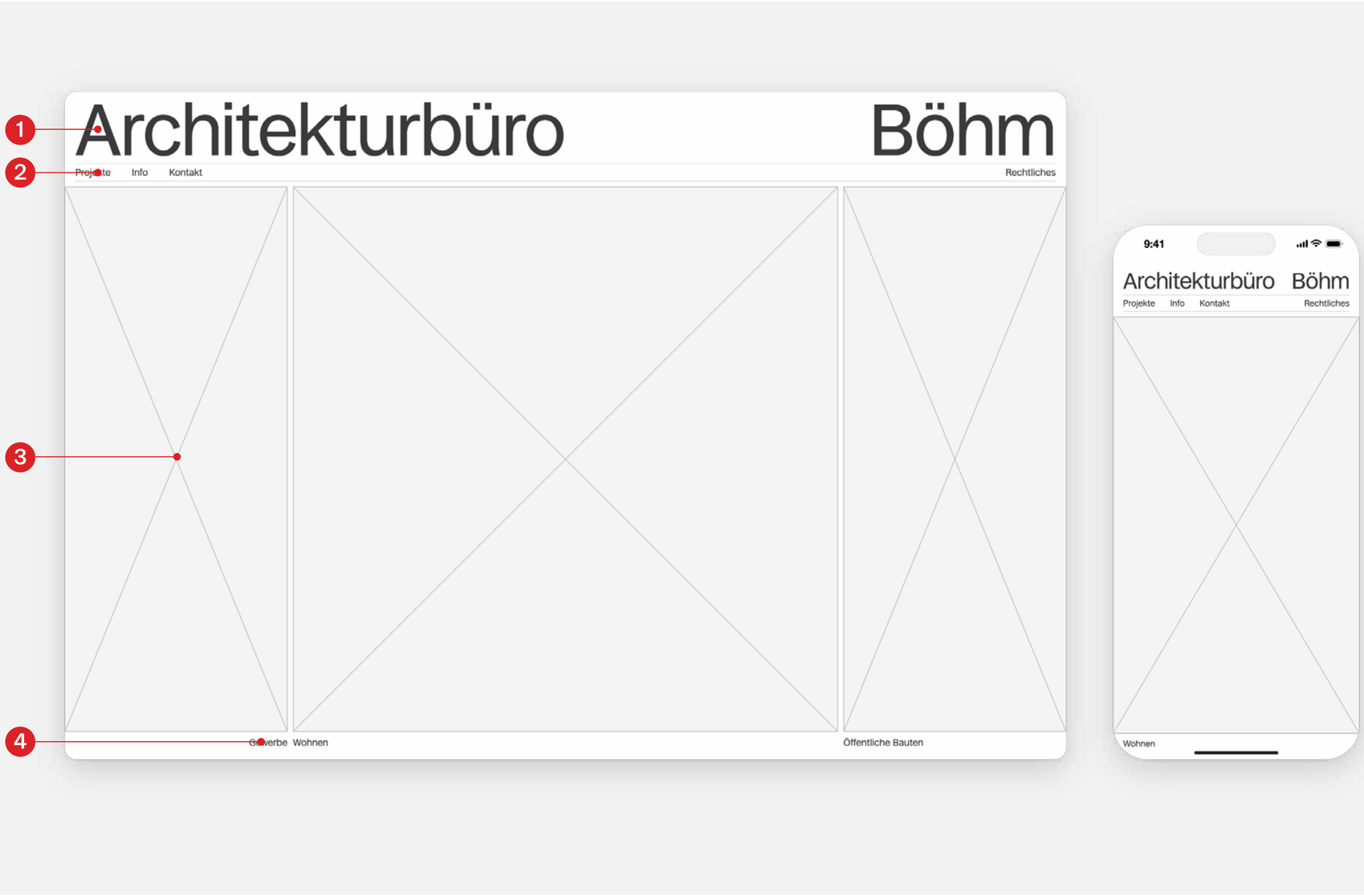
With the pages in place, the wireframe defined which elements the homepage needed and what each of them had to do.

1 The office name needed to be clearly present, so visitors would know right away whose work they were looking at.

2 Every page had to be reachable from anywhere, with as few options as possible so nothing would distract from the projects.

3 The gallery had to work on two levels, from categories to individual projects, and keep working as new projects were added over time.

4 The captions were meant to give just enough orientation, naming the category or project and leaving the rest to the images.



The design concept reduced the interface to the essentials: one typeface, black and white images and plenty of white space, so nothing would distract from the projects.

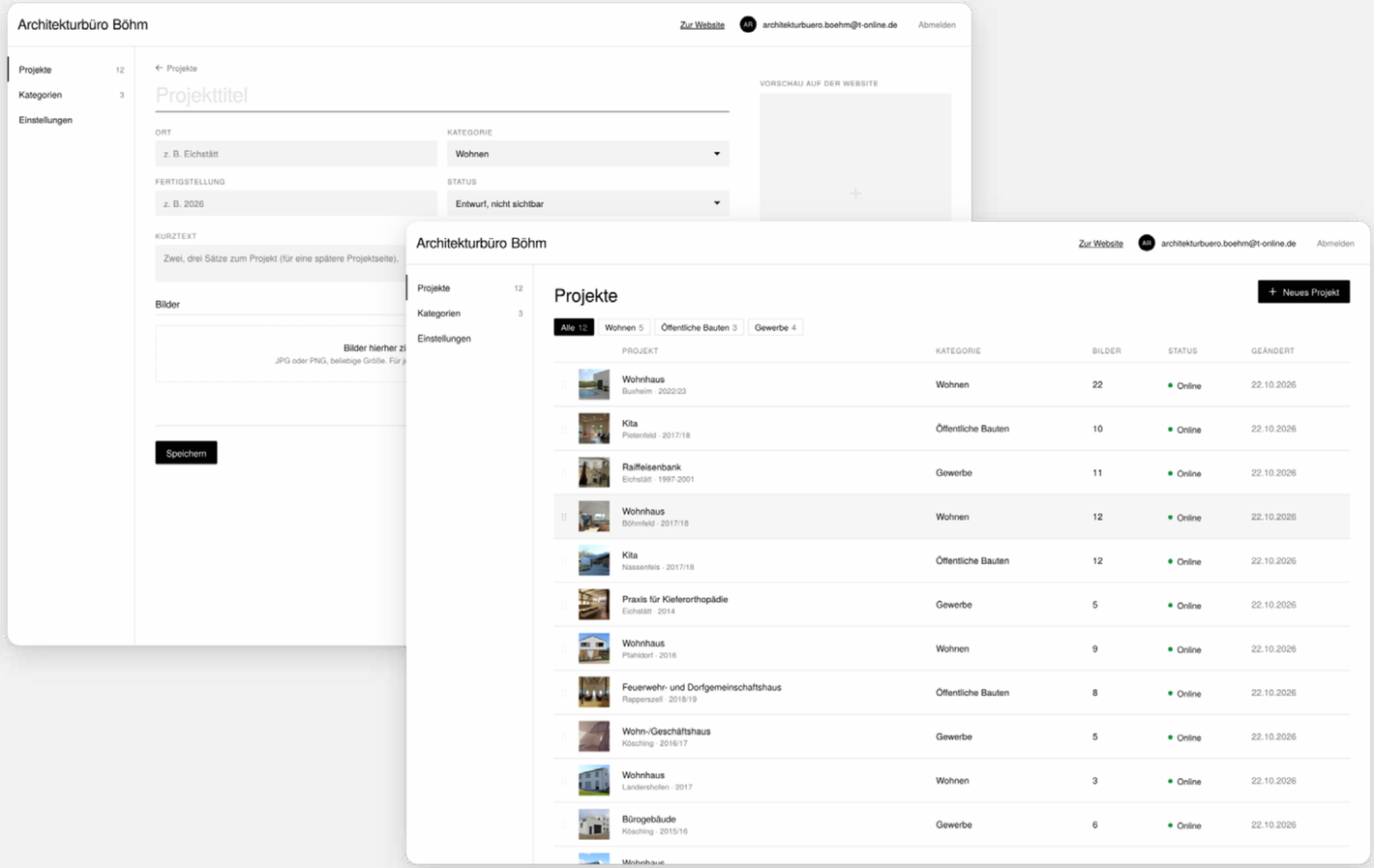
For the final version, the design was adapted to the office's existing identity, including their logo, typeface and color photography.



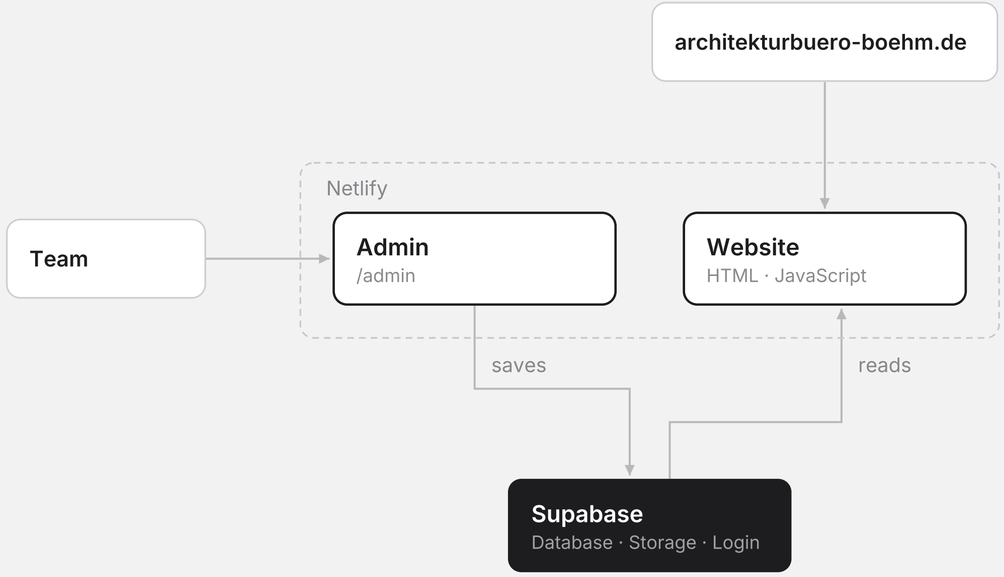




To make updating the website easy, as set out in the goals, I built a custom admin area instead of using an off-the-shelf CMS. It only includes what the office actually needs: adding projects with images and a short text, assigning categories, and changing the order by drag and drop. Projects can be saved as drafts and checked in a live preview before they go online.



The website was built from scratch without a website builder, so the office owns everything and no longer pays a monthly subscription.



Admin	Custom management area for the team.
Netlify	Hosts the website and admin
Supabase	Stores projects and images, handles the login
URL	Existing domain, now pointing to the new website
GSAP	Animations, such as the intro transition

Planning a new website for your practice? I’d love to hear from you!

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