

Success Story 2026

Volksapotheke Schaffhausen – Website relaunch for improved user navigation and discoverability



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Chili Digital has turned our requirements into a modern website. Our services are now front and centre, enabling customers to find the right support more quickly and book an appointment straight away. We particularly appreciated the open communication, the quick response times and the flexible approach to additional requests. The go-live went smoothly too. The new website meets our expectations and presents Volksapotheke Schaffhausen in a contemporary digital light.



Webdesign & HubSpot CMS

Redesign of the entire website using the HubSpot CMS, with a Chili Template featuring a simple, modern design.



UX-Design

Optimised user guidance with significantly fewer clicks to reach the destination.



Booking Tool Design

Design of the external appointment booking tool to ensure a seamless user experience.



Content Migration

Revision of the content of all pages, with a focus on service relevance and AEO.

Challenges

Prior to the relaunch, the user experience on the VASH website was not optimal, particularly when it came to booking appointments. Visibility in search engines and via the AI-powered search function was poor, as the services pages and blog posts were not sufficiently aligned with one another and lacked relevance. Furthermore, the imagery appeared outdated, and there was a noticeable break in the user experience between the website and the external booking system.

Solution

Chili Digital developed a new, simple design based on the HubSpot CMS, featuring optimised user navigation and a significantly shorter path to booking an appointment. The site structure was optimised for search engines and AEO, whilst service pages and blog posts were linked in terms of content and subject matter. To ensure a consistent user experience, the design for the external booking tool was also created and the imagery was completely refreshed.