showcase_01_experimente_framework

AI-Assisted Experimentation Framework

Designed and implemented an AI-assisted experimentation workflow connecting mobile UX, CRM automation and analytics validation.

Discovery → UX Concept → Experiment → Tracking → Insights → Iteration

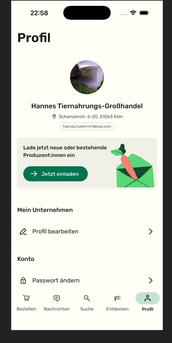
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UX

1. Problem / Einstieg

App Teaser Card

Entry Point inside the Mobile App



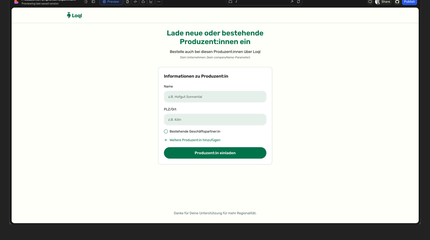
Engineering

2. UX Interaction

Lovable Formular & Webview Integration

Low-friction recommendation workflow





Engineering

3. Technical Layer

Code Snippet

Low-friction recommendation workflow

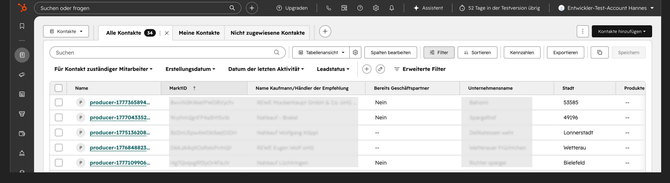
```
Widget _buildInvitationTeaser(
  BuildContext context,
  UserData userData,
) => Padding(
  padding: const EdgeInsets.all(Dimensions.m),
  child: ProducerInvitationTeaserCard(
    onButtonPressed: () async {
      GetIt.I<Tracker>().trackEvent(
        eventName: TrackingEvents.producerInvitationTeaserCardClicked,
      );
      await context.router.push(
        WebviewRoute(
          title: AppLocalizations.of(
            context,
          ).settingsProducerInvitationTeaserTitle,
          url: buildProducerRecommendationFormUrl(userData),
        ), // RouteDefault
      );
    },
  ), // ProducerInvitationTeaserCard
); // Padding
```

Automation

4. CRM / Automation

HubSpot Kontakte-Modul

Automated CRM ingestion



Analytics

5. Analytics / Validation

PostHog Funnel

Experiment tracking & conversion analysis

