Testberichte l Userflow

UX Case Study

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About the Product

Background

Our website provides a source for testing, comparing and conclusively finding the best product
on the market thats suited to you.

For the last 10 or so years, we've been one of the front runners providing this service. But changes in the market and
the addition of new players to the game has increased the need for a hard refresh, which resulted in the complete
overhaul of the website and some additional services.

Challenges before (during) launch

When it came to redesigning the existing desktop communication suite and expanding it to mobile platforms, there were clear challenges:

Preserve efficiency while making the overall experience more straightforward, accessible, and delightful.

Adapt features to meet evolving user needs and various contexts of use.

Create robust and scalable design patterns that work across major mobile platforms.

Challenges after launch

- Reduce homepage bounce rate which stood at 43%

- Too few people (28%) go from secondary landing page to actual product view
(Here the total numbers were exciting, as some filter before they go on an product view page)
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- Too few people (22%) used filtering / sorting

- People who filter, filter more often (50% go to another secondary landing page/product)

- On the product view page the 80% Bounce rate was/is a problem

- Users were using the primary view page (which led to the main product view) incorrectly or not at all

- Which resulted in our product view pages not being used to their full potential and users revert to
offers page often (only 1.77% stayed)

- These users strangely are/were using the page in reverse, it needed to be remedied

- And those who used it correct still bounced very often (65%)

So we set up a Customer Focus scenario

We use contextual inquiry and other research methods to learn about our customers' tasks and (often unstated) needs. We validate our designs with clients in our usability lab.

Outcome

The redesign, which is entering the final phases of rollout, has been a qualitative and quantitative success. Product have been viewed (correctly) more often. Users feel empowered when handling their product searches, tasks and overall usage of the new Testberichte has been increasing at a "comfortable" rate...

Thank you