responsify

# Improving Customer Conversion
## *for Marketing Pros*

How User Experience Design can make a huge impact on your conversion rates and sales

Websites and apps are becoming progressively more advanced and complex than ever.

With the growing number of devices and methods that businesses can contact consumers, the old static methods of design have evolved to a deep and responsive experience.

This eBook outlines statistics, voices, and case studies that show you how User Experience Design can help improve your conversion rates and provide memorable experiences for your customers.

Edmund Zaloga
Founder of Responsify

**Did you know?**

61% of consumers will move to another website
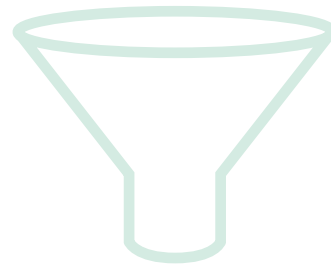if they can't find what they want immediately.

**By 2020, customer experience will overtake price and product as the key brand differentiator.**

– Customer2020 Report

**Providing users with call-to-actions and submission forms doesn't mean they are going to convert automatically.**

Maximizing conversion rates requires making those call to actions and forms irresistable, and that involves User Experience Design.

*User Experience Design* creates an environment that make consumers more likely to convert into customers.

*UX is not simply a technique. It's a philosophy and collection of practices that focus on creating the most intuitive and pleasing experience for users.*

After his time at Google, UX professional Peter Morville created the **UX Honeycomb**, highlighting each of what he believes are key facets of User Experience Design.

# *User Experience Design* involves

## RESEARCH + PLANNING + TESTING

To achieve every component of the UX honeycomb, UX designers follow these three key phases to create engaging products.

RCH

**TEST**

PLA

# RESEARCH

Successful UX Design is built around the customer's needs as a foundation. High converting sites and apps often take user surveys, create customer personas as part of their research to fully understand their customer.
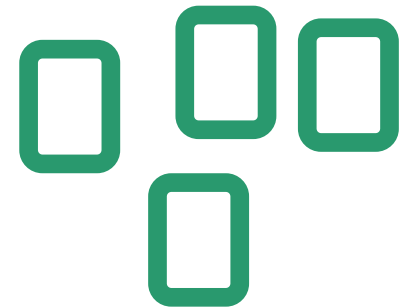
### Online Surveys

Create online surveys and collect data from large sample sizes for low costs. You can use them to learn more about your customers or what they are looking for.

### Customer Personas

Creating a persona of each of your audiences is extremely important. Discover their needs and pains, so you can create solutions to help them.
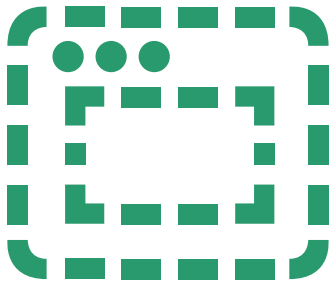
### Card Sorting

This is a great method to test your information architecture. You can take each part of your navigation and write them on index cards. Then let users sort them!
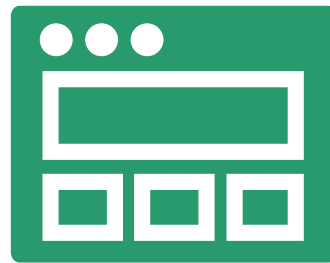
# PLAN

So you've gathered and learned everything about the customer. Use that data to drive the planning and strategy behind creating the web product.
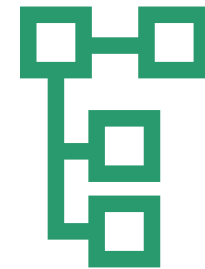
## Wireframes

Wireframes are the "skeletons" of websites. They help keep the conversation about features and content instead of design. Wireframes are a must!

## Prototypes

Imagine prototypes as demos of the final website. Prototypes help simulate the experience, and let you catch mistakes early on to save costs.

## User Journeys

These are the series of steps users take to complete an action on your website. By mapping these out, you can discover places to optimize and improve!

# TEST

High converting websites test early and test often! They test their research and planning throughout development, validating their products with customer feedback to ensure they've created an environment that converts.
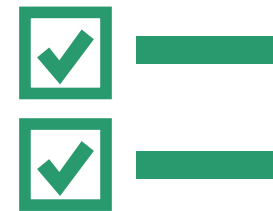
## A/B

### A/B Tests

Also known as "split-testing", providing A/B tests can help you quickly test assumptions and optimize with results.

### Individual Interviews

Sometimes it's difficult to get the full picture from a user's perspective. Individual interviews help fill in missing blanks that online tests can't fill.

### Customer Feedback

When everything's designed and developed, let your customer tell you how they feel! Constant customer feedback helps your experience stay engaging.

By continual *researching, planning,* and *testing,* UX Design encourages visitors to convert to customers.

# The Key Advantages

### Increases Traction
Great UX helps build trust on your website. Customers and leads are more willing to convert and click on websites with great experiences.

### Increases Brand Awareness
Providing consistency for your customers on your website improves their overall customer experience with your brand.

### Increases Satisfaction
Better experiences for your customers mean happier customers, and happier customers are more likely to come back.

### Increases Conversion Rate
Include your entire audience with user experience design to increase your overall conversions.

### Increases Sales
Great experiences lead to more conversions, and more conversions naturally leads to more sales.

### Reduces Support Costs
Creating products that are intuitive and validated through testing means less support expenses after launch.

\* Advantages based on well executed custom responsive email templates

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# Case Studies

3 Custom Responsive Email Design Success Stories

## User Experience Design
# La Quinta increased yearly revenue by 83%



With customers interacting more and more over their website, La Quinta realized a need to improve the user experience on their website. After gathering data on their customers and discovering their frustrations, La Quinta had their website tailored to provide a better customer experience. By streamlining the experience, La Quinta saw a growth in their yearly revenue by 83%, meanwhile their competitors only saw 33% during the same time period.
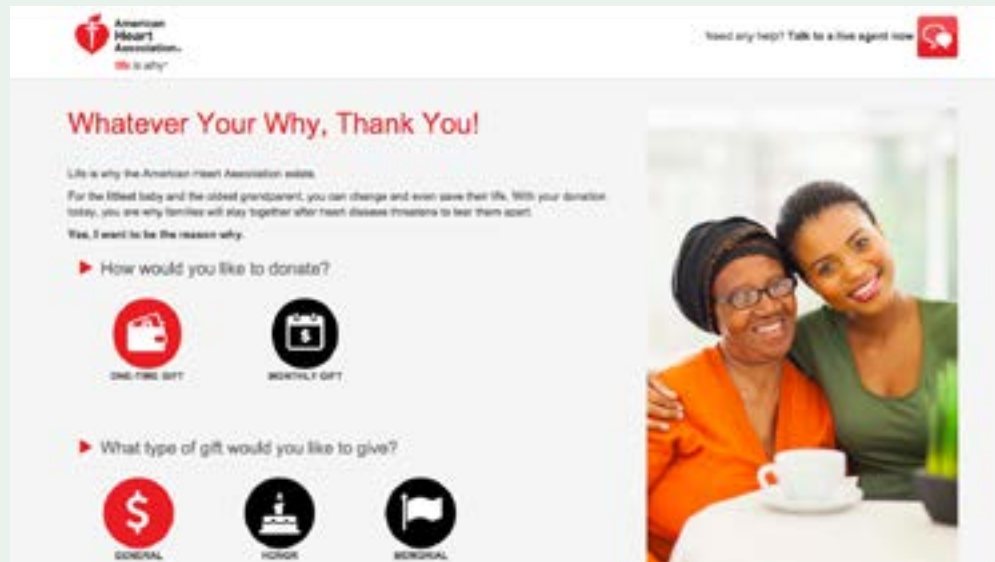
# User Experience Design

## American Heart Association increased online donations by 60%



Growing concerned over site visitors did not complete the donation process on their website, the American Heart Assocation was modified so the number of pages during the donation process was reduced by half. It was also simplified so it could be completed in half the time, and also the donation process ended on helping people feel better for donating.

http://www.slideshare.net/ExactTarget/case-study-careerbuilder-mobile-optimization-responsive-design

# User Experience Design
## Optimal Energy increased conversions by 123%



Hoping to optimize for higher conversions, Optimal Energy tested their users and discovered 81% of them left without finishing their order submission form. They realized the source of the user's frustration came from images that looked like buttons but weren't clickable. By making their images clickable and linked directly to the submission form, OptimalEnergy saw a great increase of 123% in conversion rates.

# Key Takeaways

✓ Customer experience is becoming a key differentiator in customer preference

✓ Successful UX creates situations that encourage customer conversions

✓ Great customer experiences are created with extensive research, planning, and testing

✓ User Experience Design increases conversion rates and customer satisfaction!

**UX Design ScoreCard**

Score your website's user experience and discover the next steps to improve conversion rates

**Get a free ScoreCard**

Are you ready to take advantage of *User Experience Design* for your marketing?

Let's discuss the potential to maximize your conversion rates

**Request a free assessment**