



INDUSTRY: IT Outsourcing

PRIMARY QUESTION: Which page will obtain the most number of form submissions?

OBJECTIVE: Increase the email capture rate of an online form

SOLUTION: Page re-design

Background

Isynbus's "Data Entry Page" provides visitors with an overview of the data entry service that the company offers to its clients. It entails the entire data entry capability of isynbus and its different offerings. The old page looked like this:

This page had various elements that caused friction in the site flow and reduced user engagement. The page had various bottlenecks that were preventing visitors from taking the desired action. One obvious observation was that the page lacked user-friendliness, which is vital to increasing visitor engagement. In short, the user interface needed improvement to enhance user experience.

WHAT WAS GOING WRONG?

As per the data collected, the conversion rate of the page was 9%, which could be optimized substantially. The page lacked ease of use and user-friendliness. It needed to be walked through from the perspective of a visitor, both in terms of Design Clarity and Content Clarity. So, the page was

analyzed thoroughly before the experiments were set up. In addition to the heuristic analysis, the control page was analyzed using Google Analytics and mouse tracking data collection (click data, scroll maps, attention heat maps and user session videos) via Mouseflow.

The main objective was to understand user behavior and back up qualitative data with quantitative evidences.

There were a few factors that were especially focused on :

- **VALUE PROPOSITION:** The page did not mention clearly what value it proposed to its visitors. A visitor, especially a new one, is more curious to know “What’s in it for me”. On the contrary, the page talked more about the company and less about the clients and what it had to offer to them.
- **VISUAL HIERARCHY:** The content arrangement was not very hierarchical on the page and did not direct a visitor to take a specific action for our page. Visual Hierarchy typically means that the most important elements on a page are bold and the most appealing visually. As the importance of an element decreases, so should its visual appeal. This way, we can have direct control over the path of a visitor.
- **READABILITY:** The page lacked easy readability as the font size was very small.
- **CALL-TO-ACTION:** There was only 1 CTA button on the page and its placement did not stand out. Also, the text in the CTA did not really prompt visitors to take the desired action.
- **RELEVANCE:** There were too many irrelevant elements and links on the page, which were not related to data entry and caused immense distraction to visitors.
- **SOCIAL PROOF:** The testimonial video placed on the left hand side of the page was not very appealing and went unnoticed by a majority of visitors. In addition, the YouTube link to the video took visitors to the YouTube page from where many might not have returned. Also, more than one testimonial would have made the client review more credible.
- **CONTENT CLARITY:** There was too much extra information on the page; e.g., the “Our Specialization” section. This made the page very bland and diluted visitors’ attention.
- **ANXIETY:** The page was unable to arouse anxiety in the minds of the visitors. It lacked the essentials to make a reader feel the need to “think” about the next step.
- **MOTIVATION:** There wasn’t enough Motivation for a visitor to take any action on the page.
- Also, a major loophole in the existing page was that many options gave an impression that they were clickable but they actually weren’t. These options caused a major friction in the site flow.
- The “Data Entry Processes You Can Outsource To Us” section could be presented in a better way and made to look more impressive.

- There were two sections, Testimonial Video and Client Achievements, which served the same purpose.
- The search button was placed at an inappropriate position where it did not stand out and instead blended with the background color.
- The content and the overall design of the data entry page did not offer the exact information that a prospective client would have liked to get.

NEW DESIGN

On the basis of the findings and suggestions, some wireframes were made. The final wireframe was given to the designer for the new design. In terms of design, the page was divided into different sections to simplify the overall process for the user. The approach for the design was kept data-driven. Below is the mock-up that was later converted into the new design for the data entry page: