



## Case Study on Home

### Challenges

- As we analyzed the page, we found that the number of visits on the Home Page was high but at the same time, the bounce rate was a whopping 87%. So, the biggest challenge was to reduce the bounce rate.
- The second challenge was to understand the problem from a visitor's point of view. So, we had to step into visitors' shoes to walk through the site.
- The third challenge that we came across was to collect data for building a hypothesis for the new design. For this, feedback polls were set up and data from Google Analytics and other tools was studied.

### Problems

- An experience-based assessment showed that the Home Page was not user-friendly. Some assumptions were made in this context.
- One of the things we noticed while walking through the site as a visitor was that the Home Page lacked Value Propositions and visual hierarchy.
- The sliders present on the Home Page were too quick and they did not give enough time to a reader to read the points and reflect on them.

- The CTA Button, instead of standing out, blended with the color theme of the page.
- The readability too was not very impressive. The content on the Home Page was all about 'us', that is, about the company. We are, we offer, we have...

whereas the content should have been about the customer.

- The content and the overall design of the Home Page did not offer the concrete data a prospective client would have liked to get from the services offered to them.
- 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 a lot of options gave an impression that they were clickable but they were not. These options caused a major friction in the site flow.
- The testimonial video landed visitors on a page where there were mixed videos of the VE process, client interviews etc. The videos should have been segregated.
- There were two sections, testimonial video and client testimonial, which served the same purpose. These should have been merged into one by adding 3-4 videos for testimonials.
- The search button was placed at an inappropriate position where it did not stand out and blended with the background color.
- The page had credibility factors like Awards and Certifications but they were poorly organized, which made them invisible. The same went for the Footer section.

## Approach

Before setting up the experiments data was collected through Google Analytics, Mouseflow, and Hotjar (for polls) and the Home Page was analyzed. The main objective was to understand user behavior and back up the qualitative data with quantitative evidences. The data supplemented and proved the assumptions to be correct.

As per the collected data the number of visits on the page was high but the bounce rate of the Home Page was 87%. While the bounce rate for a particular site/page varies across industries, a site/page is considered user-friendly if the bounce rate is less than 50%.

The page had various bottlenecks that were preventing visitors from taking the desired action.

The Home Page was studied as a user, both for Design Clarity as well as for Content Clarity. The findings were detailed out as per CRO principles and categorized as follows