



## **Challenges and Problems**

### **CHALLENGES:**

- \* Our biggest challenge was to identify the reasons behind the poor goal completion rate.
- \* Our next challenge was to collect data and build a hypothesis that helped reduce the abandonment rate and increase the number of form completions.

### **PROBLEMS:**

While doing a Heuristics Analysis of the page, we did an experience-based assessment to understand the visitor's point of view.

Also, with the use of form analysis tools like Formismo, we set on to identify the reasons that were resulting in the high abandonment rate. For instance, we wanted to identify the fields where a large number of people were opting out.

## **Approach and Strategies**

Before starting with our experiments, we collected data and analyzed our form. Our team decided to analyze the data for the form page using tools like Formisimo, Hotjar and Form Analytics in Mouseflow.

The quantitative data backed up the qualitative one. We found that the bounce rate for the Get Started page was over 90%. Almost everyone who was landing on the page was leaving . The number of unnecessary fields and their length were some of the major reasons for such a high bounce rate.

Following were the strategies we decided to implement:

Unnecessary fields were eliminated.

The purpose of filling up the form was made clear at the top of the form.

The client review section was made available at the right side of the page.

The form font size was increased to make it legible to all users.

The right degree of friction was ensured to generate quality leads only.

Privacy policy was mentioned at the bottom of the form to create a sense of trust.

The CTA button was redesigned to make it more striking to the user.

The form was placed at the top left corner of the page to capture the attention of the user.

Real-time , in-line validation was provided on the form.

The form was given some room to breathe by ensuring the surrounding space had minimal distraction.

Captcha was eliminated from the form to avoid any sort of difficulties in submitting the form. Although Captcha might keep some spam bots away, it deters humans as well.

## **Findings and Recommendations**

The data we collected convinced us that re-designing the form was the best option. We changed the color, fields, CTA button etc.

### **Here is a list of the things we did :**

We worked both on the design as well as the content of the form. We de-cluttered the background.

We moved the form to the top left hand corner of the webpage. Unnecessary fields were eliminated.

The purpose of filling the form was made clear at the top of the form. The form font size was increased to make it more legible to all users. The right degree of friction was ensured to generate quality leads only.

Privacy policy was mentioned at the bottom of the form to create a sense of trust.

The CTA button was redesigned to make it more striking to users. Real-time , in-line validation was implemented in the form.