User Experience and the Conversion Funnel

by Scott Offord

@offordscott
(on Twitter)

User Experience

- user experience is about how a person feels about using a system

- it highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction

- covers a person's perceptions of practical aspects of a website such as how easy it is to navigate

- is subjective in nature, because it is about an individual's feelings and thoughts about the system.

- places the end-user at the focal point of design and development efforts, as opposed to the system

- is dynamic because it changes over time as the circumstances change

Conversion Funnel

- describes the track a consumer takes while visiting a website

- a defined path, series of steps, or pages a visitor must take in order to reach the final objective

- desired action could be: filling out a form, purchasing a product, signing up for a newsletter, participating in a discussion, or viewing a video from start to finish

Visitors to Web Site

10,000 total visitors to the site

100% of visitors — Total Visitors

60% — Visit Shopping Area

30% — Place Item In Cart

3% — Make a Purchase

54 Visitors Complete Goal

Landing Pages & Conversion Optimization

Give & Get

- offer added value like a free trial, sample, or a preview of the product or service if possible in exchange for a visitor's email address or other information

FREE TRIAL

Build Trust

- credibility logos to gain credibility

- testimonials that speak in the voice of the customer

- star ratings from review websites

- social counts from Twitter and Facebook

Directional Cues

- the action needs to be called out

- use cues to direct visitors' attention to the call to action: arrows, direction of view, colors

Call to Action

- you need to know what you want the visitor to do on the page

- the visitor needs to know what to do next

- make the call to action big and obvious

Measuring User Experience & Improving Conversions

(hint: they can both work hand in hand!)

Measuring Engagement

- Using web tracking software you can measure which pages are performing well on a website, and which need attention

All Visits : **1,182 Visits**
Paid Search Traffic : **737**
Non-paid Search Traffic : **238**
Referral Traffic : **138**

All Visits : **66.84% Bounce Rate**
Paid Search Traffic : **68.66%**
Non-paid Search Traffic : **62.61%**
Referral Traffic : **65.94%**

All Visits : **2,027 Pageviews**
Paid Search Traffic : **1,252**
Non-paid Search Traffic : **423**
Referral Traffic : **229**

All Visits : **00:01:51 Avg. Time on Site**
Paid Search Traffic : **00:01:59**
Non-paid Search Traffic : **00:01:45**
Referral Traffic : **00:00:59**

All Visits : **1.71 Pages/Visit**
Paid Search Traffic : **1.70**
Non-paid Search Traffic : **1.78**
Referral Traffic : **1.66**

All Visits : **82.15% % New Visits**
Paid Search Traffic : **82.36%**
Non-paid Search Traffic : **80.67%**
Referral Traffic : **89.86%**

Measuring Engagement

- Using Google Analytics, it is possible to measure how people interact with your website from various traffic sources and to find which sources are converting the best

Goal Conversion Rate

	Paid Search Traffic:	**1.06%**
	Non-paid Search Traffic:	**1.54%**
	Direct Traffic:	**4.00%**
	Referral Traffic:	**1.31%**

Paid Search Traffic 52.17%
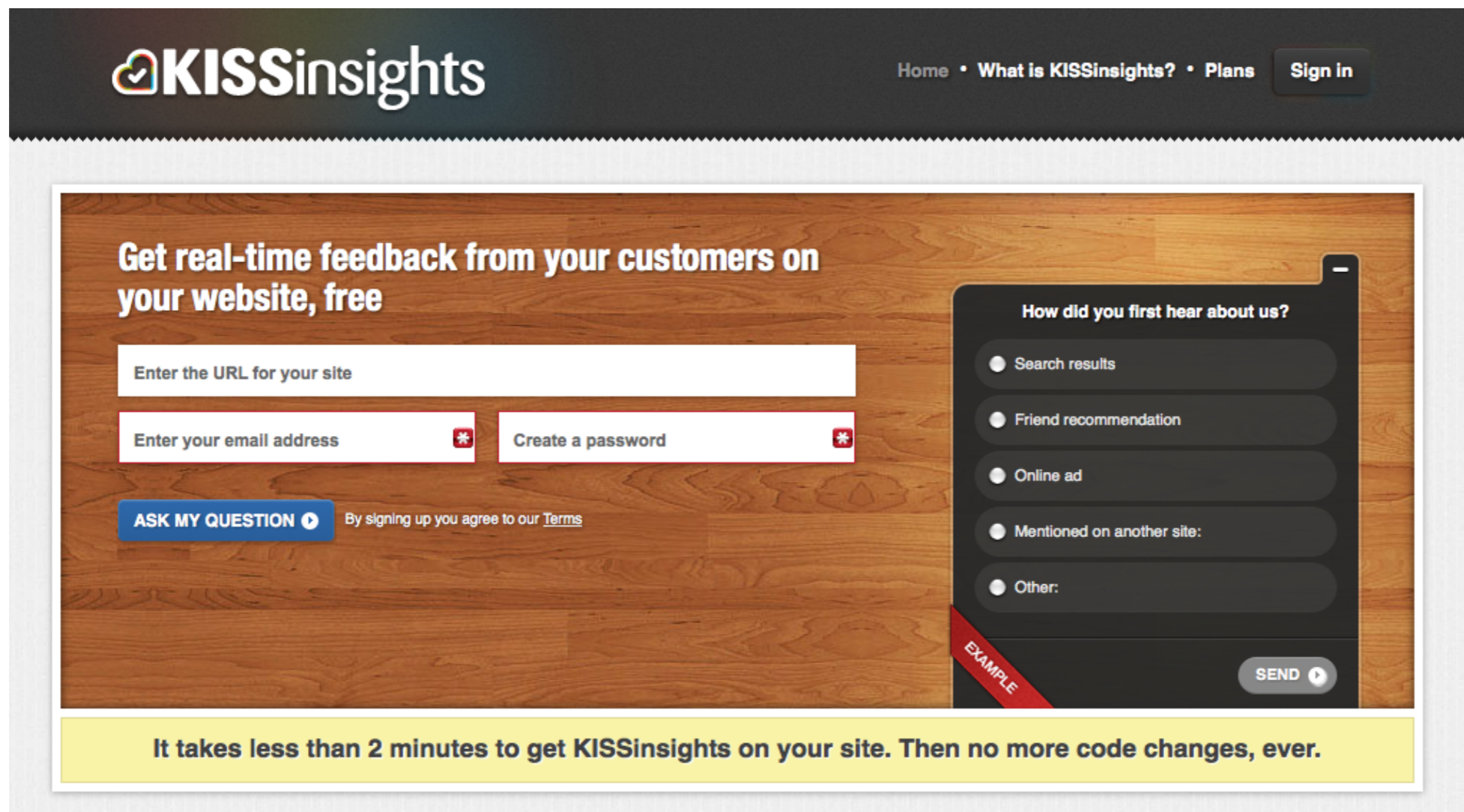
Non-paid Search Traffic 26.36%

Direct Traffic 17.39%

Referral Traffic 4.08%

Measuring User Experience

- You can get useful feedback from website visitors using third-party software-as-service, like Kiss Insights

Improving Conversion Funnels

- With click tracking and heatmap software like Crazyegg information can be gathered about how visitors use your website