



**WOLFE  
&  
SMITH**

INTERACTIVE GROUP

WOLFE & SMITH

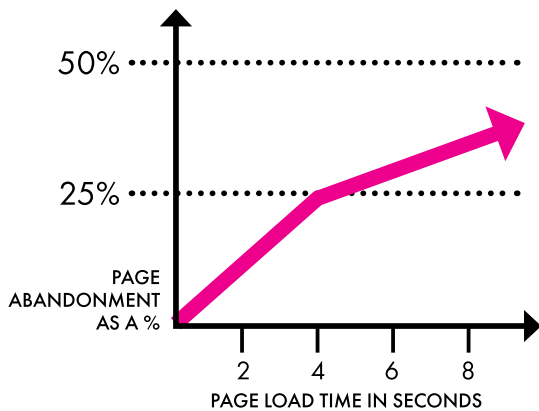
# WHAT IS UX?

*UX design is about delighting users by anticipating their needs and giving them something they didn't think to ask for.*

- 1 INCREASES CONVERSION RATES**
- 2 SAVES MONEY**
- 3 CREATES THE RIGHT DIGITAL EXPERIENCE**
- 4 DRIVES CUSTOMER LOYALTY**



# PAGE SPEED (AFFECTS YOUR BOTTOM LINE)



**EVERY SECOND COUNTS**  
A one-second increase in page speed can result in a 7% reduction in conversions

*An E-commerce site making \$100,000 per day, that has a one second page load delay could cost \$2.5 million in lost sales a year*

## THINGS TO CONSIDER...



Page speed will affect your rank on Google



47% of consumers expect a site to load in 2 seconds or less



40% abandon a site that takes 3 seconds or more to load



79% of shoppers experiencing website performance issues are **unlikely to buy again**

# HOW WE CAN HELP

- 1 FULL SITE SPEED ANALYSIS** - We'll show you where the bottlenecks are & how to fix them.
- 2 CODE BASE ANALYSIS** - We'll conduct a full review of your code & ways you can improve it. Or we can fix it for you.
- 3 IMAGE REVIEW** - Know which images are slowing down your site. We can even optimize delivery for you.
- 4 HOSTING ENVIRONMENT** - There are a variety of changes that can drastically increase site speed. We tell you all about them.

## RESULTS



Site will become .5 - 10 seconds faster



Images can be optimized for devices & load faster



Code base can be 10% - 30% lighter



Conversion rates can increase 1.1% - 7%



Customer retention can increase 0.75% - 10%



Google page rank should increase

# USER TESTING

(FOR EVERY \$ SPENT IT RETURNS \$2 - \$50)

*User Testing is about making data-driven decisions by gauging your customer's input & addressing pain points in your product.*

- 1 INCREASE CONVERSION RATES
- 2 IMPROVE CUSTOMER RETENTION & ADVOCACY
- 3 REDUCE DEVELOPMENT COSTS & DECREASE CUSTOMER SUPPORT COSTS
- 4 FIND WHERE YOUR CUSTOMERS ARE GETTING STUCK
- 5 GET A FRESH, UNBIASED PERSPECTIVE



Fixing an error after development is 8 -9x more expensive



Reduces development time by 33% - 50%

# HOW WE CAN HELP

- 1 CREATE USER GOALS** - These goals will be ones that are key to your business.
- 2 USER-BASED SCENARIOS** - These help give context to user based tasks.
- 3 RECRUITING & TESTING** - We will recruit participants and set up testing conditions.
- 4 RESULTS ANALYSIS** - We'll find the pain points for users on your site and give you the top 3 usability issues that need to be fixed. And we'll tell you how to fix them.

## RESULTS



Increased customer satisfaction & insight



Deeper understanding of how customers use the site



Conversion rates can increase 0.25% - 7%



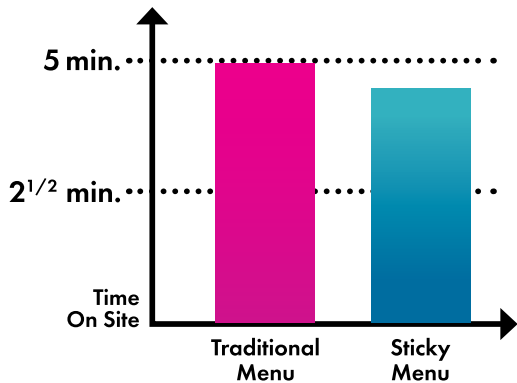
Customer retention can increase 0.1% - 10%



Helps you make data-driven decisions that save time & money

# SITE (KNOW WHERE YOU ARE & WHERE YOU WANT TO GO)

# NAVIGATION



## FIND THINGS FASTER

Menus that stick to the top of the browser are **22% faster** to navigate than menus that have to be scrolled to. This reduces time spent on a site by 36 seconds

*Users are 6 times more likely to fail to navigate to the home page if the logo is centered on the site*

## THINGS TO CONSIDER...

# 59%

of visitors use site search to navigate a site. How well does your search work?



25% of customers abandon carts due to complicated navigation



34% of customers could not find the product they wanted through site navigation








Clear navigation can increase financial performance by 61%

# HOW WE CAN HELP

- 1 REVIEW** - We'll analyze the current navigational language to find how easy it is to for a customer to find what they are looking for.
- 2 DATA** - A thorough review of analytics data to follow user pathways & search queries.
- 3 TESTING**- We'll conduct user testing to find out where users are getting hung up.
- 4 STRUCTURAL FIXES** - We'll pinpoint coding, browser & platform issues.

## RESULTS

-  Decrease in number of pages to conversion
-  Decrease in bounce rate
-  Decrease in abandoned carts & customer drop-off
-  Conversion rates can increase 0.1% - 9%
-  Customer retention can increase 0.5% - 10%



# **CONTENT** (IT MATTERS WHAT YOU SAY) **COMMUNICATION**

*Always ensure that what you want to say is what they want to hear. Personalizing for your consumer can save you time and money.*

- 1 PLAN FOR CREATING, DELIVERING & MANAGING USABLE, USEFUL CONTENT**
- 2 READABILITY THROUGH CLARITY - INFORMATION THAT'S EASY TO DIGEST**
- 3 INFORMATIONAL HIERARCHY TELLS THE STORY OF YOUR BRAND TO YOUR USER**
- 4 KEEPS USERS IN THE SPOTLIGHT BY DEVELOPING USER PERSONAS**
- 5 CONVERSION OPTIMIZATION THROUGH CONTENT STRATEGY**



55% of lost sales are due to bad content. Incomplete or unclear information can cost you money



Developing user personas can lead to a 55% increase in organic traffic

# HOW WE CAN HELP

## 1 IDENTIFY CONTENT VOLUME & TYPES -

We'll review the inventory of what you have and how it's being used.

## 2 ANALYZE WHAT'S BEING USED -

We'll review your current content to see how much it's being used so that we can create a picture of your customer.

## 3 DOCUMENT INCONSISTENCIES -

We'll review content presentation, brand voice, spelling and grammar.

# RESULTS



Insights on how to build better, stickier content that converts



Discover communication errors that are impacting your business



Address presentational errors. We'll give you ways to fix them



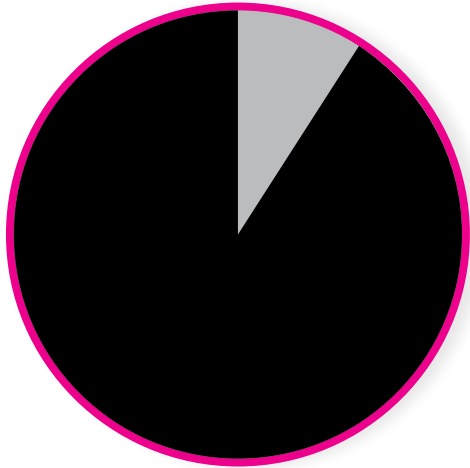
Identify business & operational constraints



Discover what your priorities should be

# **SITE** (CAN YOUR CUSTOMER ACCOMPLISH THEIR GOAL)

# **USABILITY**



## **LOSING THE LEAD**

88% of Online customers are less likely to return to a site after having a bad user experience

*Customer experience will overtake price and product as the key brand differentiator by 2020*

## **THINGS TO CONSIDER...**

# 85%

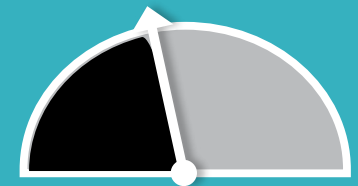
think a company's mobile website should be better than the desktop version



70% of users learn about your company through your blog



39% of customers will leave a site if the images take too long to load



44% will leave your site if there is no contact information

# HOW WE CAN HELP

- 1 AVAILABILITY / ACCESSIBILITY** - We'll review your site to make sure everything is working correctly & adapts to different screen sizes.
- 2 CLARITY** - We'll fully audit site architecture, site guidance, simplicity, familiarity & consistency.
- 3 LEARN-ABILITY** - How easy is your site to use? We can offer insights & ways to improve.
- 4 SATISFACTION** - Is your site pleasant to use? Don't worry, we'll let you know.

## RESULTS



Site functionality & structure improvements



Increased ease of use for your customers



Customer retention can increase 3% - 9%



Customer conversion can increase by as much as 4%

# **SITE** (DO PEOPLE TRUST YOUR BRAND) **CREDIBILITY**

*Customers want to trust your site and there are four key metrics to watch.*

- 1 DESIGN QUALITY SUCH AS SITE ORGANIZATION & VISUAL DESIGN**
- 2 UPFRONT DISCLOSURES & TRANSPARENCY**
- 3 COMPREHENSIVE, CORRECT & CURRENT INFORMATION**
- 4 CONNECTED TO THE REST OF THE WEB (REVIEWS, BBB, GOOGLE, BING)**



48% of people cited a website's design as the number one factor in deciding the credibility of a business



72% of people entrusted Online reviews just as much as personal recommendations



# HOW WE CAN HELP

- 1 USER INFO** - Review of how information is captured, stored & secured.
- 2 PRODUCT & COMPANY INFO** - Are you providing the right kinds of product & company information that is useful to your customer.
- 3 CREDIBILITY INDICATORS** - We'll review your logos, reviews & endorsements.
- 4 INVENTORY, PRICING & PERFORMANCE** - Are your prices justified and available? Are there issues with security, errors or site performance? We'll find out.

## RESULTS

-  Improvements in brand trust, site security and company credibility
-  Increased customer satisfaction & usership
-  Gains in brand advocacy, awareness & expertise
-  Improvements in error handling & performance
-  Customer retention can increase 1% - 15%
-  Customer conversion can increase by as much as 2%

# DESIGN

(HOW OUR PROCESS CAN HELP YOU)

# THINKING



DISCOVERY



RE-FRAME



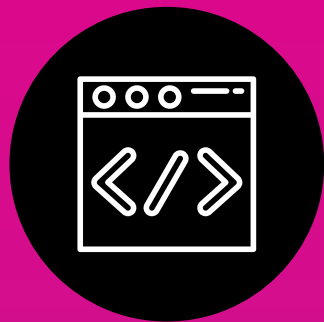
INCUBATE



IDEATE



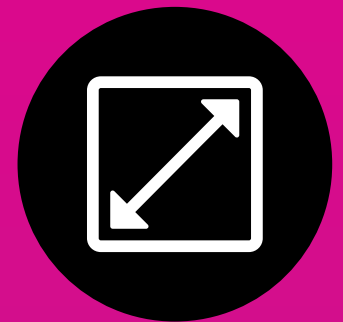
EVALUATE  
& REFINE



PROTOTYPE  
& TEST



DELIVER



SCALE

# UX

(ILLUMINATE THE ISSUES TO SOLVE PROBLEMS)

# AUDITING

*We look at all aspects of your site to determine where it succeeds and where it fails. We will then provide you with:*

- 1 INSIGHT ON HOW TO INCREASE THE SPEED & LOAD TIME OF YOUR SITE**
- 2 USER TESTS TO FIND OUT HOW YOUR CUSTOMERS USE YOUR SITE**
- 3 WAYS TO MAKE YOUR SITE NAVIGATION MORE INTUITIVE FOR YOUR USER**
- 4 PERFORMANCE OF YOUR SITE SEARCH FUNCTION**
- 5 REASONS FOR CART ABANDONMENT**
- 6 INTUITIVENESS OF THE PRODUCT FACETED SEARCH & FILTERING MENUS**
- 7 INSIGHTS INTO HOW TO IMPROVE YOUR CONTENT COMMUNICATION**
- 8 IMPROVEMENTS TO INCREASE YOUR SITE USABILITY**
- 9 ANALYSIS & METHODOLOGY FOR IMPROVING YOUR SITE CREDIBILITY**





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