

Client: All-in-one business management solution

Our client is a software-as-a-service company, providing admin, bookkeeping, tax and legal services. Small business owners & freelance creatives can enjoy keeping all these in one place and have a dedicated account manager, instead of using loads of different providers to handle different aspect of business management. Pretty cool time and hassle saver.

The problem to be solved:

Increase lead acquisition conversion rate

Our client sought our agency's help in increasing the conversion rate of qualified marketing lead acquisition on their website. They've identified telesales as their best channel in closing the sale so improving the lead acquisition rate would have a direct impact on their sales.



Process Overview

A problem solution fit analysis workshop was run to understand our client's value proposition, what solution they think they're solving, and their business objective.

From then on, within our team, we defined the scope of the engagement. While my colleagues focused on top-level lead acquisition and awareness generation, I focused on user research.

The aim of this research would help to improve the conversion rate of qualified marketing lead, understand user expectation of the brand, and gain specific feedback on the enquiry and pricing tool interaction.

Quantitative Research

Analysing existing user behaviour data

Started by analysing existing user behaviour data (e.g. Heatmap, visitor recording, traffic flow) collected via Visual Web Optimiser and Google Analytics, I identified key landing page (homepage) and drop off page (pricing tool).



Qualitative Research

Usability tests

To understand what users were looking for and why they dropped off, I have planned and organised one-to-one usability tests.

Users were asked to explore a full range of scenarios, from browsing to submit an enquiry. During the session I recorded the actions of the user and their verbal response. It was painfully apparent that the pricing tool was asking for sensitive information (estimated revenue) which users were very reluctant to give away. Since they would not give away that information, they could not see the pricing. Without knowing how much they'd need to pay, they were reluctant to send an enquiry (i.e. to become a qualified marketing lead).

Interviews

Interviews were conducted to understand how they would make a buying decision, the context of using such service, and the pain point of using their current service providers.



The key deliverables:

- **Prototypes**
- **Split tests on live site**
- **Value proposition**
- **Persona**
- **Improvement report**

Triangulating the qualitative and quantitative data gave me a good idea of the context, and I created prototypes to help users find out about the pricing info and what services were covered. The aim is to provide transparency of the pricing structure, as it was essential for users to know what to expect before they enquire. The prototype was improved iteratively after 2 rounds of testing with users. Completion rate of becoming a qualified marketing lead on the last prototype was higher than the original product.

“ The quantitative data from web analysis gave me insights of what user did.

The qualitative data from usability tests and user interview gave me insights of why user did it. ”

Interview results informed the creation of value propositions and persona. These artefacts informed my split tests on the live site on different value propositions. It also informed my colleagues' activities on various marketing channels, e.g. intent of using the product has informed what keywords to target for in pay-per-click marketing and search engine optimisation, and the demographics have informed segmentation on LinkedIn advertising.

Prototype

Web 1920 – 2

Web 1920 – 8

Home

Web 1920 – 3

Web 1920 – 5

Web 1920 – 7

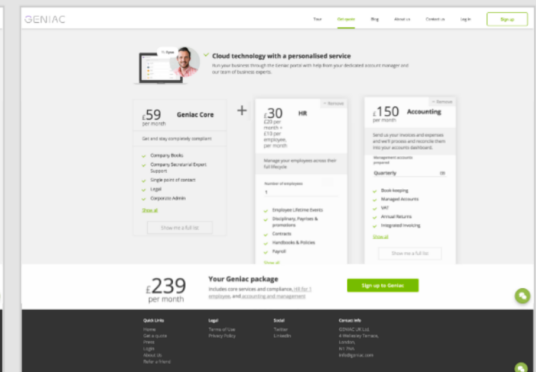
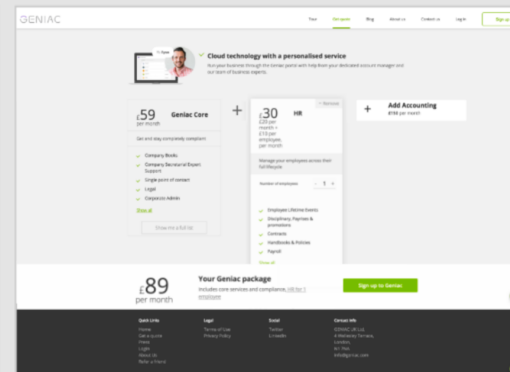
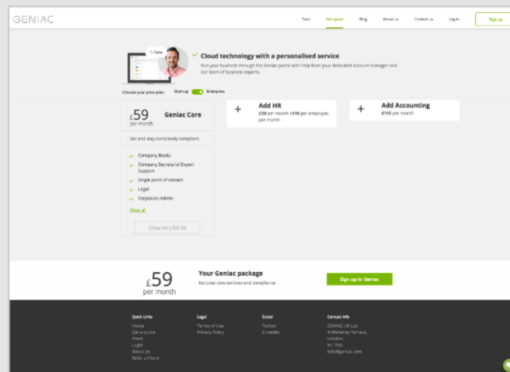
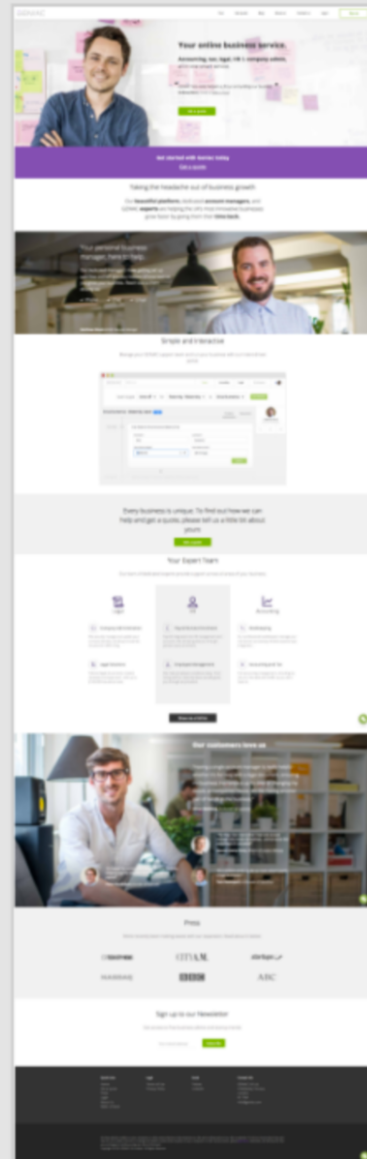
Web 1920 – 4

Web 1920 – 6

Step1

Step2

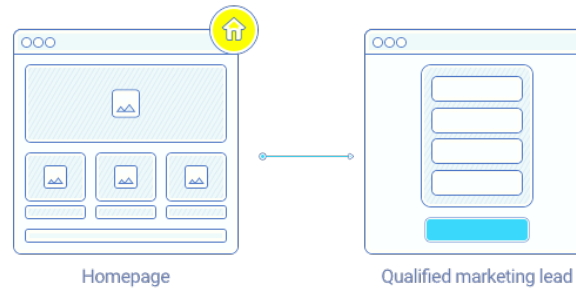
Step3



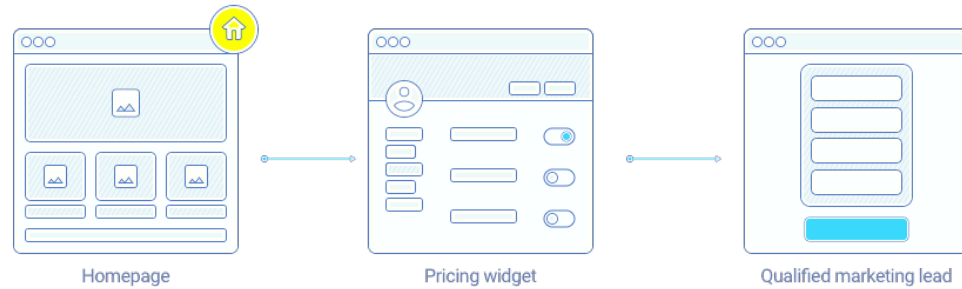
↑ I iteratively created the above Interactive prototype using Adobe XD.

Wireframe and iterations

First iteration



Second Iteration



Final wireframe



The outcome and results

The conversion rate of qualified marketing lead had increased by 120% at the end of the 12 week engagement period.

We have refined the value proposition and persona document based on results of the split tests and other marketing activities so our client can use these as a starting point for future marketing activities.

The suggested improvements and final tested prototype were sent to the client in a report, and we have liaised with the client's copywriters and developers in order to execute the suggested solutions.

The videos and insights from usability tests helped our client to understand the users' pain points, and assisted our team to modify the design, copywriting, and marketing strategy in our agile marketing process.