

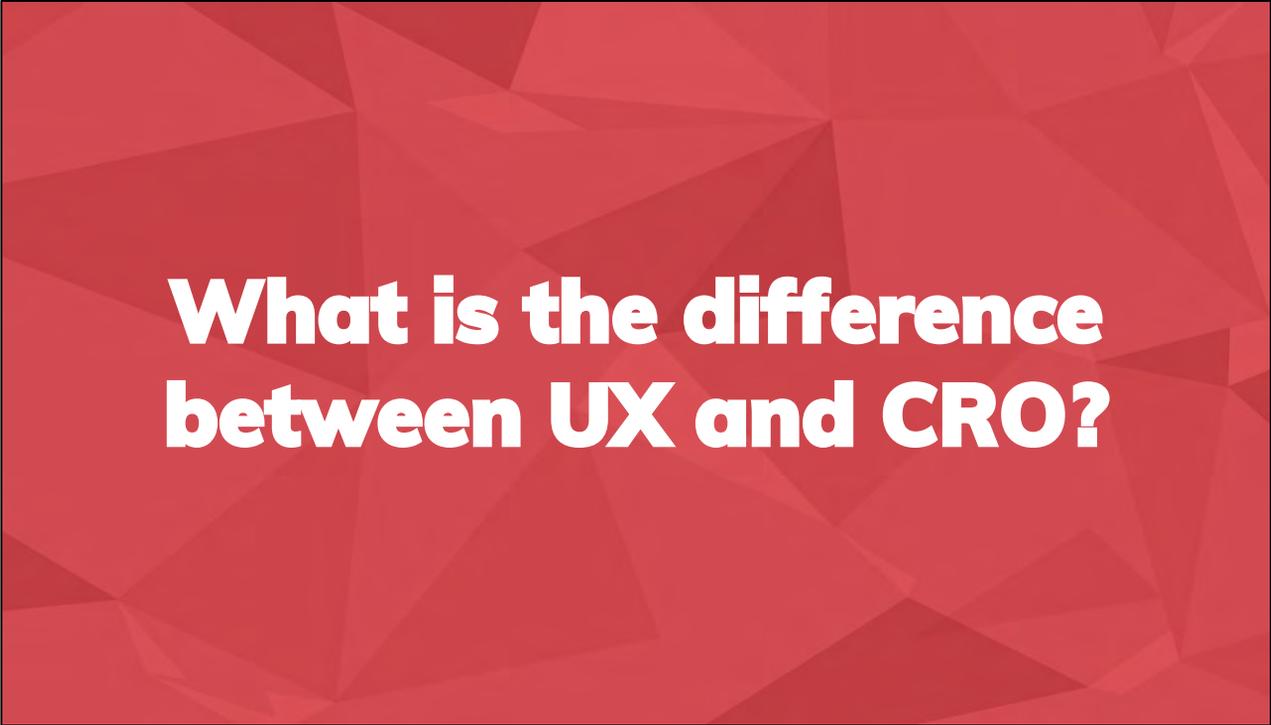
# BIRTHDAY DO & BREW

Digital Marketing Conference & 20<sup>th</sup> Birthday Celebration

Session Three

# Advanced UX & CRO

Presented by Emily Anderson

The background of the slide is a solid red color with a low-poly, geometric pattern of various shades of red and white, creating a textured, crystalline effect. The text is centered in the upper portion of this red area.

**What is the difference  
between UX and CRO?**

# What is UX Design?

## **UX Design = User Experience Design**

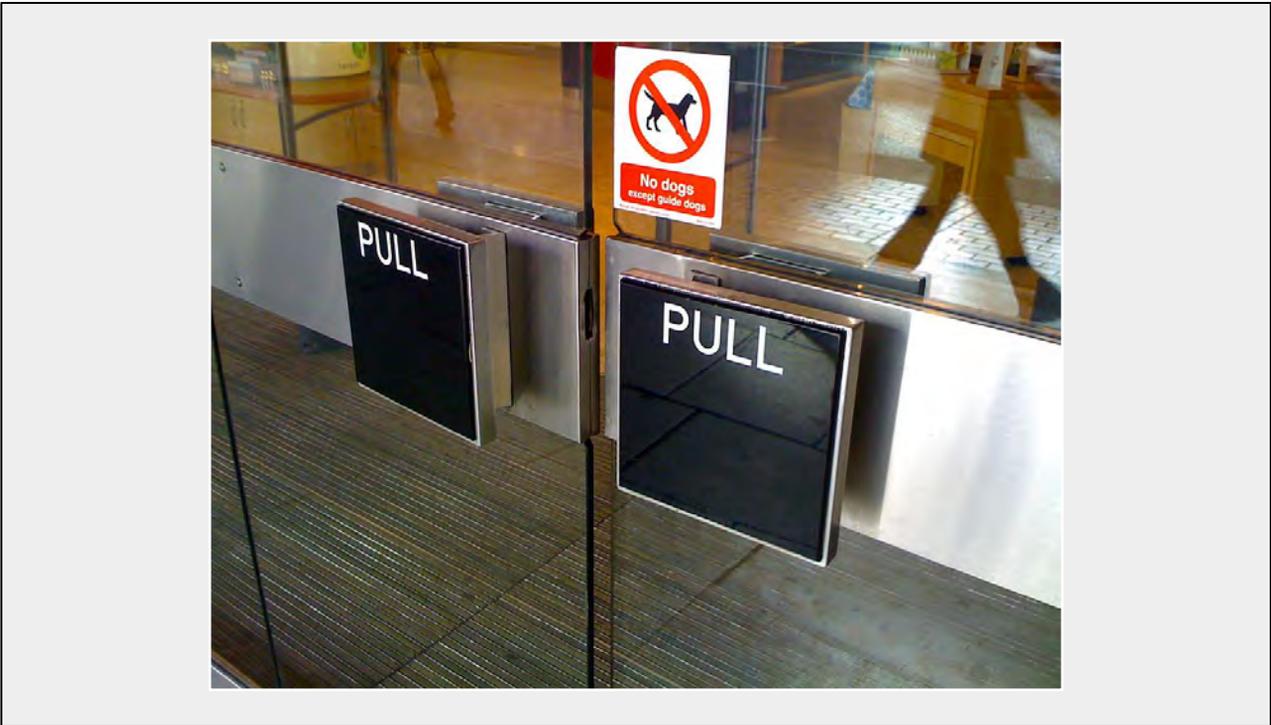
The process of creating a product, service, or website from the perspective of the end user in order to make it usable, intuitive, findable, and clear.



UX Designers ask: What is this for?  
What do I do first, second, third?  
How do I know when I'm done?



It may seem like a good idea at the time, but UX Designers help you stick with common conventions.



Norman Doors – The door is not properly signifying to the user how to use them.



Think about the holistic experience. Ex: Our bowls are round, our trash cans should have a round hole.  
Talk that through and try it out.

# UX Umbrella



Originally from Dan Willis

# What is CRO?

## **CRO = Conversion Rate Optimization**

A conversion refers to any specific action a company wants the user to take on a website, product, or service.

CRO is a process of increasing the number of people who take that action by bettering the experience.

CRO is focused on the experience, but also from the perspective of the company's business goals.

Conversion refers to any specific action you, the company, wants a user to take on a website. (buy, sign-up, make a phone call, etc.)

Therefore, CRO is a process of increasing the number of people who take that action by bettering the experience on the site so it's more compelling for them to take the action.

Arizona - 1 Year Guarantee! - Shop the store ad [See Details](#)

JCPenney

Search for products



REWARDS

My Account

Sign In

Track My

Orders



SHOP DEPARTMENTS

Same Day Pickup

Store Ads

Mother's Day Gifts

Clearance

Coupons



Find a Store

DAY 6 OF COUPON CODE 24SAVING ENDS IN

07:44:58

\*Offer ends 4/15/18

HOURS

MIN

SEC

FREE SHIPPING OVER \$99

COUPONS & EXTRA SAVINGS

SHOP & GET REWARDS

ONLINE ONLY • ENDS 4/15 • CODE: 24SAVING

EXTRA 25% OFF \$100 OR MORE vs EXTRA 20% OFF UNDER \$100

\*EXCLUSIONS & DETAILS



Black Friday Deals Now  
UP TO **35% OFF**  
Major Appliance Hot Deals  
+ EXTRA 10% OFF  
select items with code: WASHERS  
18 MONTHS  
SPECIAL FINANCING  
get details  
FREE DELIVERY  
get details  
PRICE MATCH GUARANTEE  
get details  
UP TO 100X IN REWARDS  
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UX Designers ask:  
**How can we make  
this easier, simpler,  
more intuitive?**

CRO experts ask:  
**How can we get  
more people to  
sign-up?**

# UX Design Techniques

The following UX design techniques are more or less in the order they would happen in a normal process.



Everyone here is an expert at what you do and about your company. However, you are not your users.

Men at Women's Health Meeting – They are all experts at what they do. But they are not their users, so to speak. They are making decisions on behalf of their users, without the input of those users in the room.

Get feedback from real users using the following techniques. In addition, rely on data to make decisions through user behavior tracking.

# User Research

Help you understand your users' characteristics, goals, and behaviors

Both qualitative and quantitative methods

Examples include: stakeholder interviews, focus groups, observation, user testing

## WHAT IT'S GOOD FOR

- Helps you create products/services that users want
- Acts as a level-setting step for all team members
- Reduces risk in developing something new

## WHAT QUESTIONS IT ANSWERS

- What does my user want out of this?
- What does the user expect?
- Where are the pain points in this process?



Closely related to user testing. User testing is a type of user research. We will get into user testing in a bit.

User research is not market research – industry reports, who the customer is, competition.

# Personas

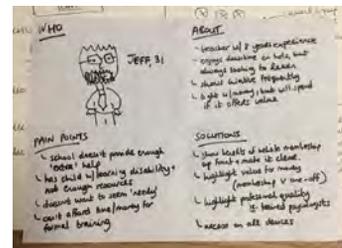
Fictional characters you create based upon research in order to represent the different user types

## WHAT IT'S GOOD FOR

- Help you step out of yourself
- Help you to recognise that different people have different needs, experiences, behaviors, expectations, and goals
- Identify with the user you're designing for

## WHAT QUESTIONS IT ANSWERS

- If [persona] was trying to sign-up, how would they do it?
- Where will this product be used?
- How would my user react to this?



Personas are data-based.

Fake name, image, demographics, frustrations/challenges, roles/responsibilities, goals

Proto Persona (not based on research, but assumptions) - name, sketch, demographics, pain points/needs, quick solutions

# Information Architecture

Process of deciding how to arrange the parts of something in order for it to be understandable

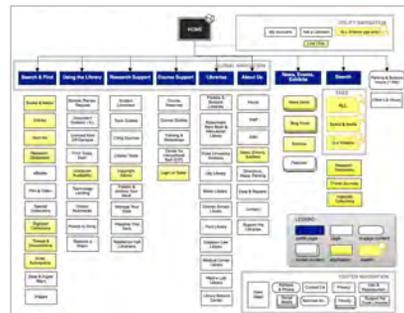
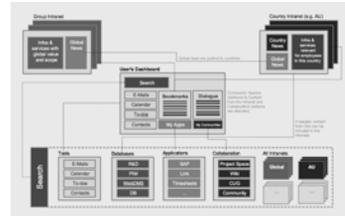
Examples include: a sitemap, taxonomy system, and content audit

## WHAT IT'S GOOD FOR

- Connects users to what content they are looking for in the most intuitive and clear way possible
- Organizing large amounts of information

## WHAT QUESTIONS IT ANSWERS

- How should our website/app/blog be organized?
- What are the categories and what should they be called?
- How are content and sections related to each other?



Often website sections are created based on internal org structure, but this is often not how your users would structure your website.

# User Flows

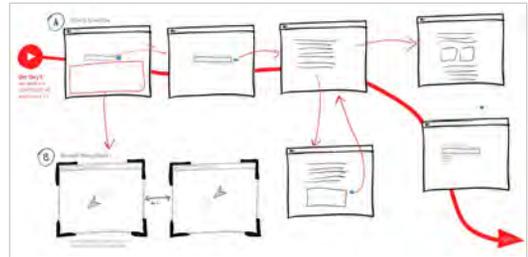
User Flows are diagrams that show the path users can take to key pages, tasks, or goals. Typically, both pages and decision points are represented.

## WHAT IT'S GOOD FOR

- Visualizes the number of clicks each task will take
- Teases out the decision points, how a user would correct an incorrect path
- Gets everyone on the same page of ideas from a brainstorming session

## WHAT QUESTIONS IT ANSWERS

- How would a user complete this goal/task?
- What is the most efficient way for the user to do this task?



# Wireframes and Prototypes

Images that represent the functional elements of a website, not intended to show visual design.

Low fidelity wireframes = sketches

High fidelity wireframes = close to real replications

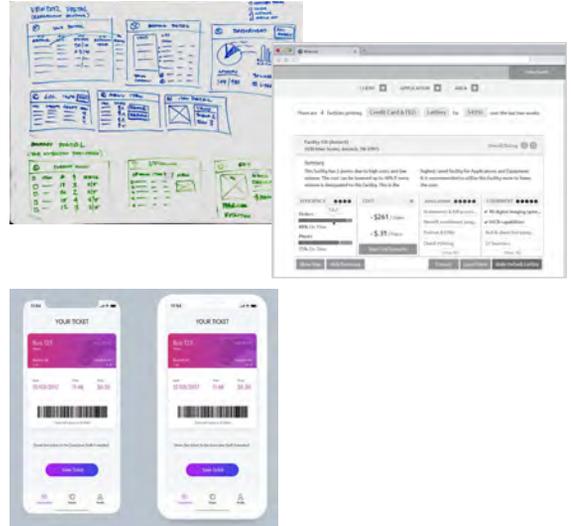
Prototypes = fake versions of what the final product

## WHAT IT'S GOOD FOR

- Getting ideas out quickly
- Getting feedback on the functionality, content blocks, and user flow before spending the time to build it
- Easily changeable

## WHAT QUESTIONS IT ANSWERS

- How should the website be laid out?
- What is included on each page? (and what is not included?)
- What is the hierarchy of each page?



Wireframes are images that represent the functional elements of a website. They are not intended to show visual design. Low fidelity wireframes are sketches in order to get an idea across. High fidelity wireframes are close to real replications of what the final product or service would be.

Prototypes are fake versions of what the final product will be in order to get feedback from stakeholders and users.

Many prototypes are wireframes, but don't have to be.

# User Testing – A/B Test

Two (or more) versions of a given page or website to test which performs better.

## WHAT IT'S GOOD FOR

- Utilizes users feedback to make a decision about UX
- Quantifies the ROI of website changes
- Low-cost
- Experiment with incremental changes

## WHAT QUESTIONS IT ANSWERS

- Which of these designs is more intuitive, learnable, or clear for the user?



Two (or more) versions of a given page or website to test which performs better. In an in-person test, the participant is asked to react to both designs. In a remote or hidden test, each version is shown to half of participants and the goals are tracked.

# User Testing – Usability

Participants try to complete typical tasks on the website while observers watch, listen, and take notes. The goal is to determine usability problems.

Usability tests only require 5–7 users

## WHAT IT'S GOOD FOR

- Determine how users complete tasks and how long it takes them
- Identify changes needed to improve user experience before and after a product is developed
- Getting qualitative and quantitative feedback from users

## WHAT QUESTIONS IT ANSWERS

- Where are users getting stuck?
- How well do users understand the information architecture of your site?
- How do users think they can complete a certain task?



Often what takes multiple meetings and weeks to decide internally can take just one or two users pointing out what is obvious to them.

Participants try to complete typical tasks on the website while observers watch, listen, and take notes. The goal is to determine usability problems.

Usability tests only require 5–7 users to bring to light most usability issues.

# User Testing – SUS Score

Standardized assessment to determine the usability of your site. It consists of 10 questions with a scale of 1–5.

The average SUS score is 68.

## WHAT IT'S GOOD FOR

- Inexpensive and easy to administer
- Efficiently determine if a website or platform is usable
- Compare your score to industry averages

## WHAT QUESTIONS IT ANSWERS

- Is my website easy to use and intuitive?
- How does my website compare to others?
- Is my SUS score going up after a redesign?

The image shows a screenshot of the System Usability Scale (SUS) questionnaire. It consists of 10 statements, each followed by a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree). The statements are:

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in the system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

System Usability Scale (SUS) is a standardized assessment to determine the usability of your site. It consists of 10 questions with a scale of 1–5. First participants use your website for a set amount of time, then they answer this questionnaire. The average SUS score is 68.

# User Testing – Card Sorting

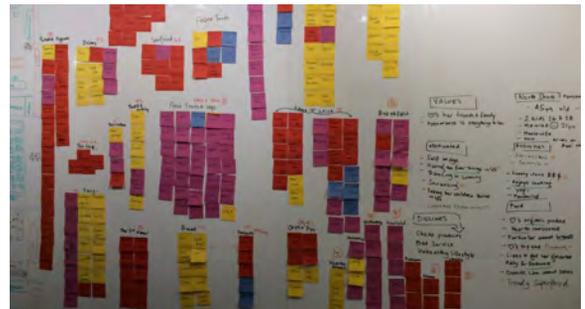
Method used to create or analyze the information architecture of a site. Participants organize chunks of information into categories that make sense to them and give each group a name.

## WHAT IT'S GOOD FOR

- Define the sitemap and categories according to how your users understand your product/service
- Getting all major pieces of a website listed in one place

## WHAT QUESTIONS IT ANSWERS

- What information should be first, second, third on the page?
- What is most important for my users to see?
- How should my website be structured?



Method used to create or analyze the information architecture of a site. Participants organize chunks of information into categories that make sense to them and give each group a name. The chunks could be content on a single page, or content across a section or entire website. This is often used to determine a sitemap or page hierarchy.



## Other Types of User Testing

**Eyetracking**

**First Click Testing**

**True Intent Study**

**Surveys**

**Diary Study**

**Desirability Study**

# Accessibility Analysis

Evaluation tool to point out places where your website may not be accessible to everyone regardless of the technology they are using or their abilities. This is sometimes referred to as universal design.

## WHAT IT'S GOOD FOR

- Create a list of ways to optimize the website to be usable by everyone – screen readers, color blind, low vision, keyboard-only navigation

## WHAT QUESTIONS IT ANSWERS

- Is my website perceivable and usable by everyone?



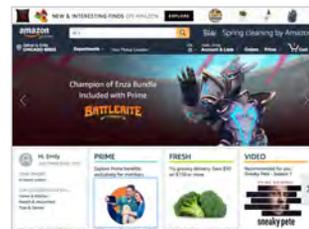
No visual or motor impairment



Low vision



Protanopia visual deficiency



Low motor skills, screen reader navigation

Standards: WCAG 2.0 A, AA, AA  
ADA - 508

An accessibility analysis is an evaluation tool to point out places where your website may not be accessible to everyone regardless of the technology they are using or their abilities. This is sometimes referred to as universal design.

# UI Design

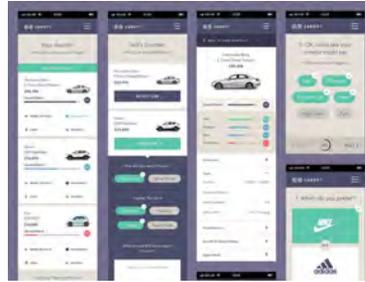
Visual design of a website – pixel-perfectness, colors, spacing, fonts, shadows, icons, photos, illustrations, and buttons.

## WHAT IT'S GOOD FOR

- Crafting and curating the desired aesthetic
- Intentional spacing, visual hierarchy, related elements
- Ensures visual consistency across the website

## WHAT QUESTIONS IT ANSWERS

- Does my site look legitimate and professional?
- Is color used consistently throughout the site to indicate a specific action?



Visual design of a website. This is what people often associate with design. UI Designers are focused on pixel-perfectness, colors, spacing, fonts, shadows, icons, photos, illustrations, and buttons.

## Other UX techniques

Brainstorming	Use Cases and Scenarios
Competitive Audit	Storyboards
Ecosystem Map	Heuristic Analysis
Journey Map	Moodboards
Feature Roadmap	Analytics

Analytics, specifically, is related to CRO because it is a way to track user behavior.

# Conversion Rate Optimization Tools

CRO is done by gathering data on your website, app, platform, analyzing that data, and making data-backed decisions.

# Advantages of Data-Backed Decisions

**Takes the emotion and opinion out of decision making**

**Numbers don't lie**

**Run experiments, track results**

Takes the emotion out of decisions. No more “I like the color purple” conversations.

Number don't lie. We recently did a user testing session for a university in which one of the questions was about whether they filled out a form before applying to the university. Only one person said they did, but the data said that a large majority of students do fill in forms.

Run experiments and track results. Put up two versions of the same page and track to see which one does better.

Luckily, there are a number of tools to help us out.

# CRO Tools



- Goal tracking
- Incoming traffic data
- In-site search data
- Behavior tracking



- Incoming traffic data
- Behavior tracking
- Specific to blog and news sites



- Heatmap, Confetti, Scrollmap, and Overlay views
- A/B Testing
- Session recordings
- Conversion tracking



- Funnel reports
- A/B testing
- Behavior tracking
- Social media integration



- Heatmap, Scrollmap, and Overlay views
- Conversion funnels
- Session recordings
- Form analysis
- Feedback polls and surveys



- Goal tracking
- Heatmap, scrollmap, hovermap
- A/B Testing
- Session recording
- Form analysis

# Heatmaps

Heatmaps display a visual representation of what visitors clicked on a web page. The brighter the color, the more people clicked on that part of the screen.

## WHAT IT'S GOOD FOR

- Determine what users think is clickable
- Visually see how many people are clicking on what parts of the screen



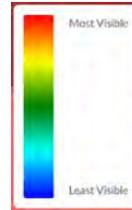
The color is divided by the number of people who have visited that page. So if you only have 10 people visiting the page, there will still be red. And if you have 10 thousand visiting the page, you will also have red.

# Scrollmaps

Scrollmaps display a visual representation of how visitors scrolled on a web page. The cooler the color, the less people made it to that part of the screen.

## WHAT IT'S GOOD FOR

- Determine ideal page length
- Helps determine what content should be placed higher up on the page versus what content is okay to place lower on the page

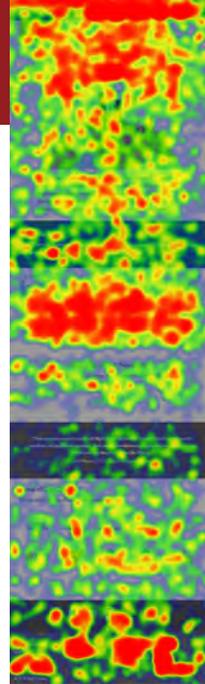


# Hovermaps

Hovermaps display a visual representation of where visitors' cursors hover on the web page. The brighter the area of the screen, the more people hovered on that part of the screen.

## **WHAT IT'S GOOD FOR**

- Compare where people hovered with where they clicked
- Helps to show what people actually read on a page



# A Fuller Picture

## ASK YOURSELF

What are the behavior patterns on your site?

Are users taking action on what you want them to take action on?

How can you revise or optimize your site architecture, layout, content, or visual design to align with the behaviour of your users providing them a more intuitive experience and creating clear paths to your conversion points?



The background of the slide is a solid red color with a low-poly, geometric pattern of various shades of red and white, creating a textured, crystalline effect. The text is centered in the upper portion of this red area.

**Need more reasons to invest  
in UX Design and CRO?**

# UX affects SEO



**Dwell time**



**Page Metrics**

In 2011, Duane Forrester (Bing) [mentioned a metric](#) he called 'dwell time'. This is time between a user clicking on a search result and then coming back to SERPs. If the dwell time is very low (one or two seconds) then that is a signal that the web page did not satisfy the searcher. On the flip side, if the dwell time is longer (one to two minutes or if the searcher does not come back to the SERP) then that is a signal that the searcher was satisfied by the result.

Google knows the page metrics - how many pages do people click on, how long are they on the site. That factors into where in the search results you are displayed.

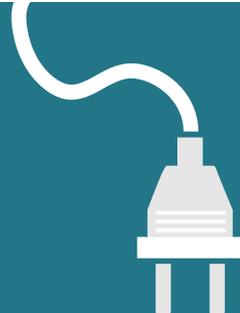
## UX affects Sustainability



One Google search uses as much energy as turning on a 60w light bulb for 17 seconds.



The average website could be responsible for emitting up to 4,700 lb of CO2 per year.



The internet accounts for about 10% of the global energy consumption.

Helping users find your content quickly helps the environment!

Amend (Web Neutral Project) calculates that today “an average website with 10,000 page views per month could be responsible for emitting up to 4,700 lbs of CO2 per year, which is the equivalent of consuming 240 gallons of gasoline.”

# Thanks!



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