

STOREIS. × **davines**

Optimizing the user experience

WITH A/B TESTING TO INCREASE CONVERSIONS





OPTIMIZING THE USER EXPERIENCE WITH A/B TESTING TO INCREASE CONVERSIONS

KEY WINS

+10,8%
Engagement rate

+9,6%
pages per session

+7,2%
Conversion rate

HOW TO

Our method is based on a **structured cycle**. We started with an **in-depth analysis** of the user experience to map every **point of friction**.

These issues were then turned into improvement hypotheses, which we validated through **targeted A/B tests** on strategic areas such as the cart and product pages. Each test was supported by dedicated **GA4 tracking** to enable accurate data analysis.

Finally, we followed the entire **implementation process**—from **design supervision** to **technical validation**—to ensure that the validated optimizations resulted in a **concrete and measurable improvement** of the user experience at launch.

MAIN CHALLENGE

The main challenge of the project was the **complete optimization** of the e-commerce **user journey**. The goal was twofold: on the one hand, to **simplify navigation** by removing friction points; on the other, to **increase the conversion rate**, both in terms of final transactions and key micro-conversions.

OPTIMIZED AREAS AND RELATED RESULTS

Search Bar Visibility

+27%
use of on-site search

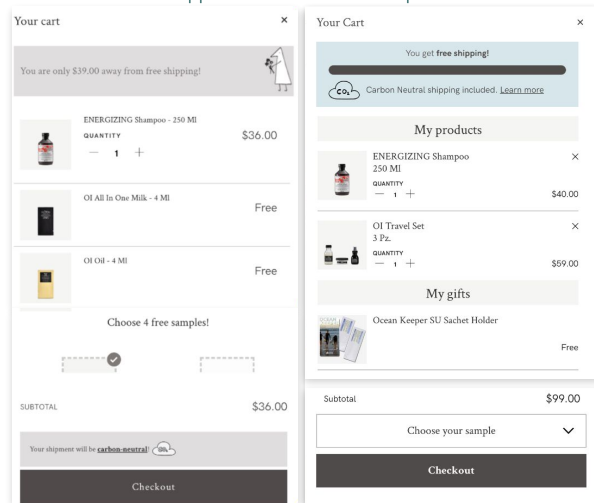
Product Page Layout

+8%
ATC conversion rate

Cart Layout

+4%
CTR towards checkout

How cart appeared before and after optimization.



WANT TO LEARN MORE?
LET'S TALK :)

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