



**INCREASE  
ECOMMERCE  
CONVERSIONS  
THROUGH  
USER TESTING**

**STOREIS.**



# GOALS

## PRIMARY GOAL



**Collect information on how the different target users** behave while interacting with the website and the difficulties they encounter, suggesting solutions to solve them

## SECONDARY GOALS



**Provide insights** in which elements to consider for **graphic redesign**



Identify the **limits** of the **current catalog organization** and define **possible solutions**



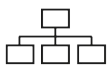
## OUR APPROACH



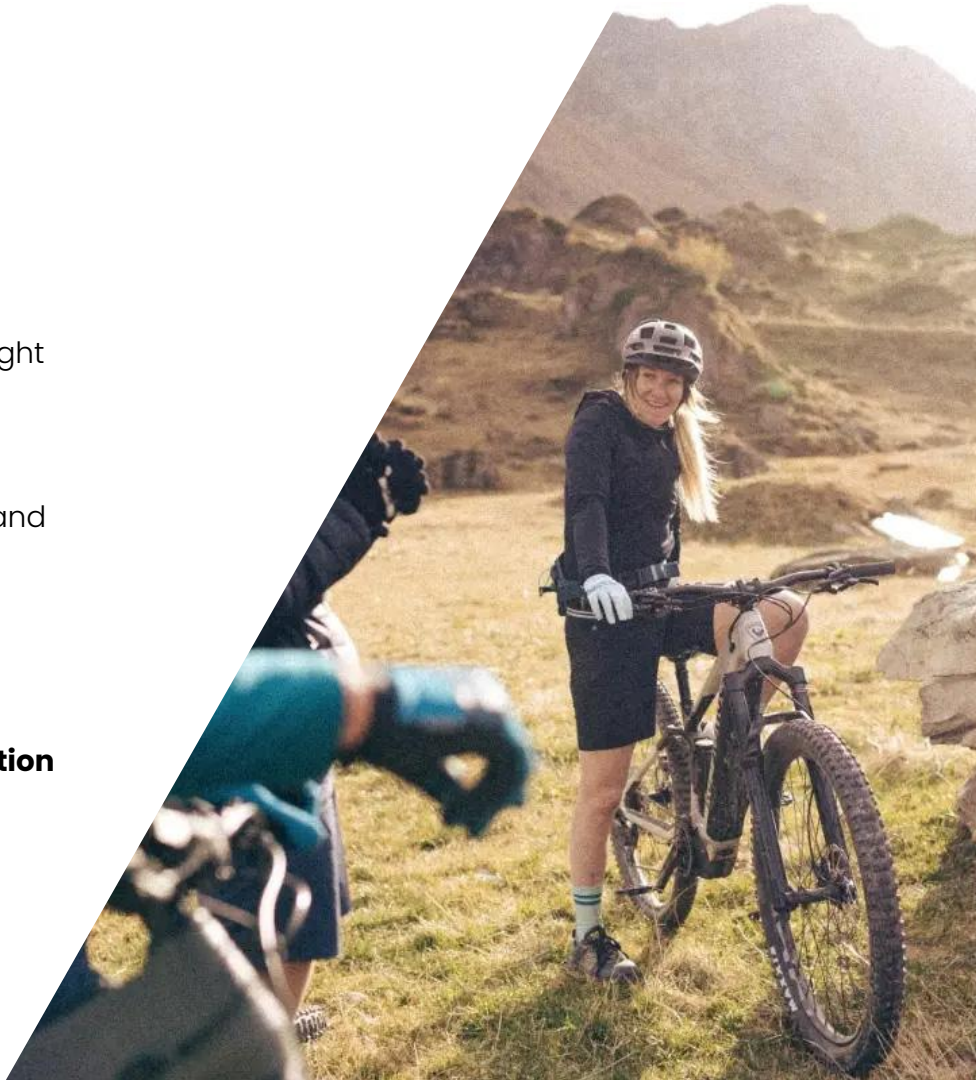
All test users were **winter sports lovers** (beginners and experts) who had never bought anything on rossignol.com



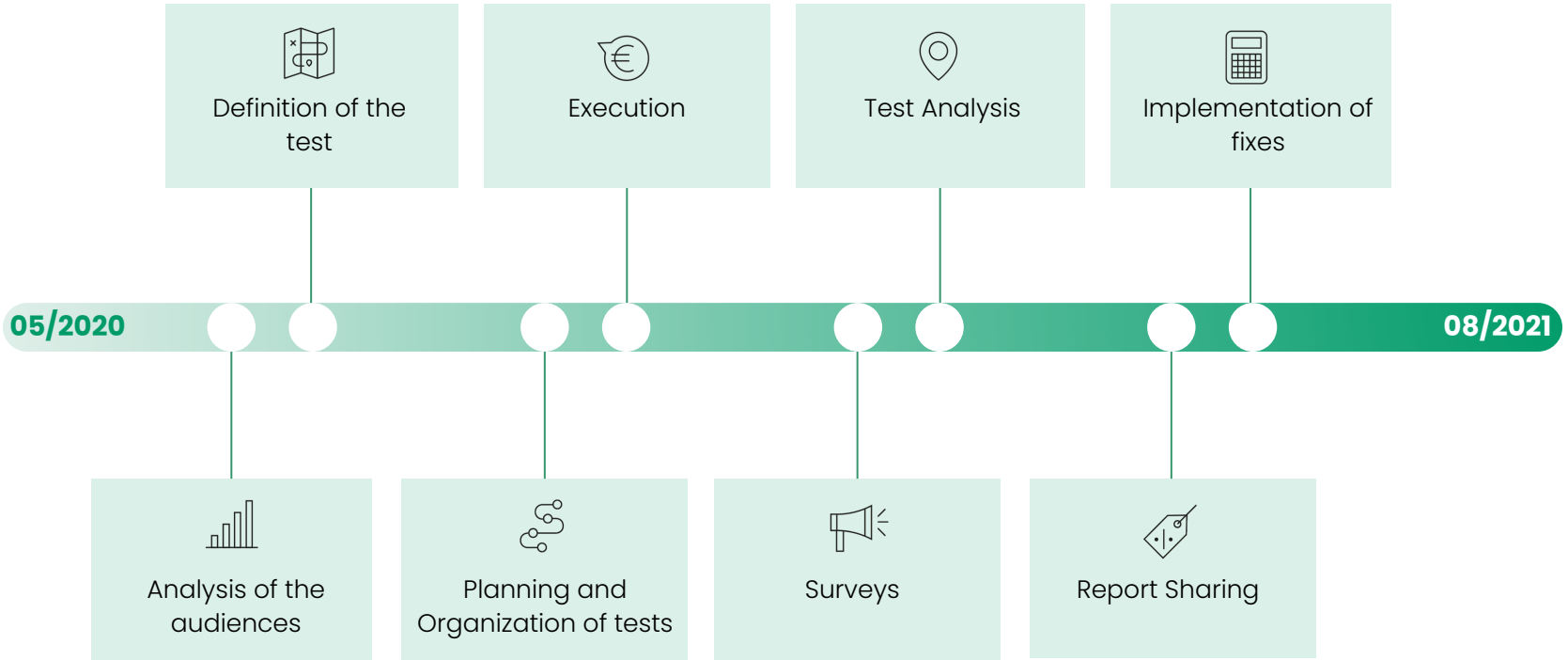
The users were **observed by our observers** and **recorded** as they performed their assigned tasks. They were also asked to **think aloud**



At the end of the usability test, each user received a **survey** to **provide more information about the test**



# OUR APPROACH



# WAY OF WORKING

## GOALS

- 1 Collect information on how the different target users behave while interacting with the website and the difficulties they encounter, suggesting solutions to solve them
- 2 Provide insight in which elements to consider for graphic redesign
- 3 Identify the limits of the current catalog organization and define possible solutions



## RESULTS

AREA	HIGH	MEDIUM	LOW
Filters			
Product information			
Gift card			
Guides and editorial content			
Checkout			
Information architecture			
Category pages			
Store locator			
Internal search engine			
Information on returns			

## KEY WINS

Thanks to the insights that emerged from the optimization project, the whole team focused on working on all the activities that impact on CR

CR increased by **53%** with good impact on the mobile user experience

On some specific European countries, CR growth was **20-30%** higher

**CR: The KPI that is most considered**

**CR**

**What determines CR and that we care of in Storeis**

**CRO & Mobile Optimization Performance**

**Full Funnel Marketing**

**Brand Awareness & Communications**

**Content Production & Distribution**

**Online Product Distribution**

**Customer Care**

**Data Intelligence**

**...WANT TO  
LEARN  
MORE?  
LET'S TALK!**

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