



# User Experience Analysis for FlexTrade Online Shopping App

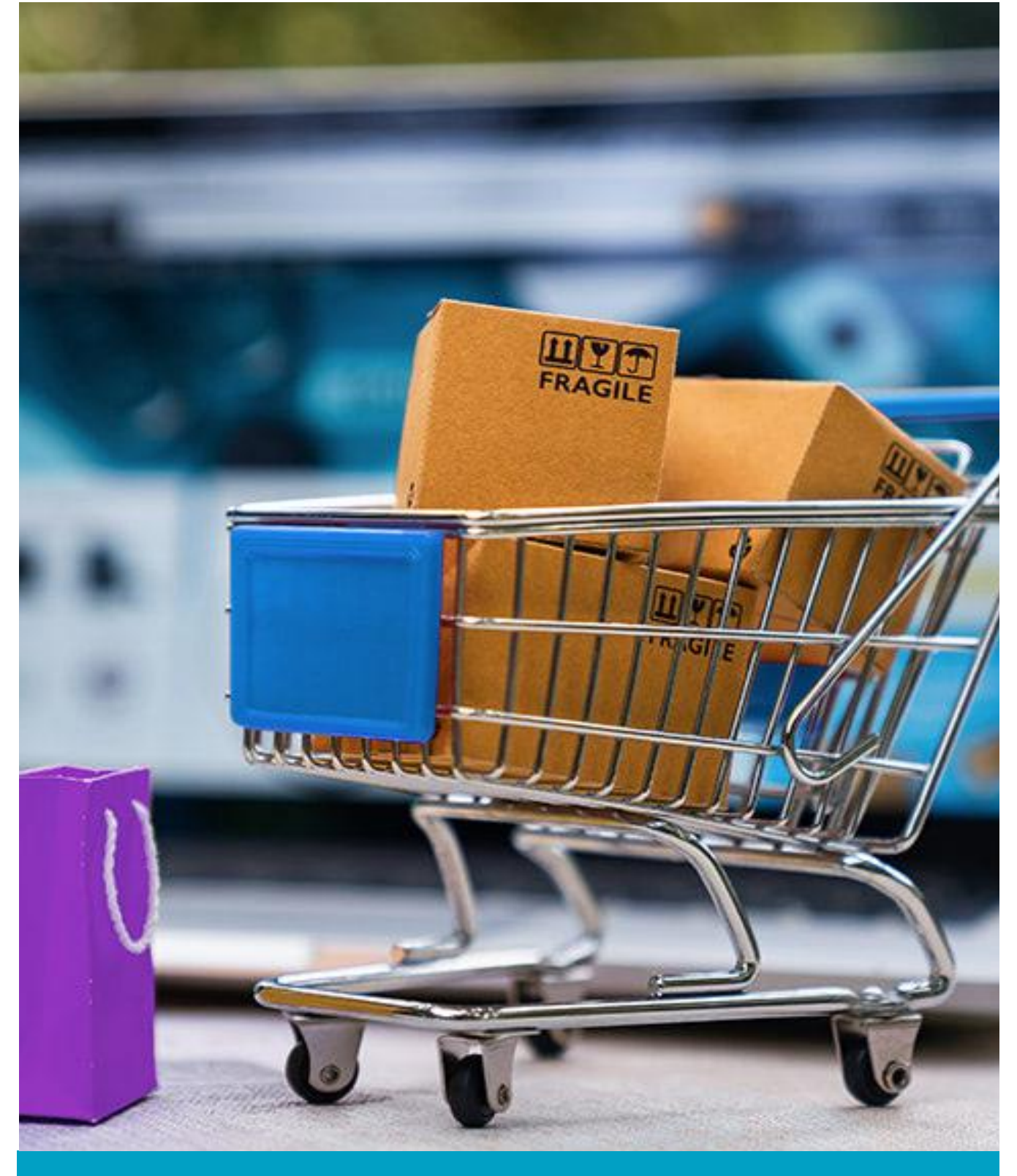
BY IFEOLUWA AKINYELURE



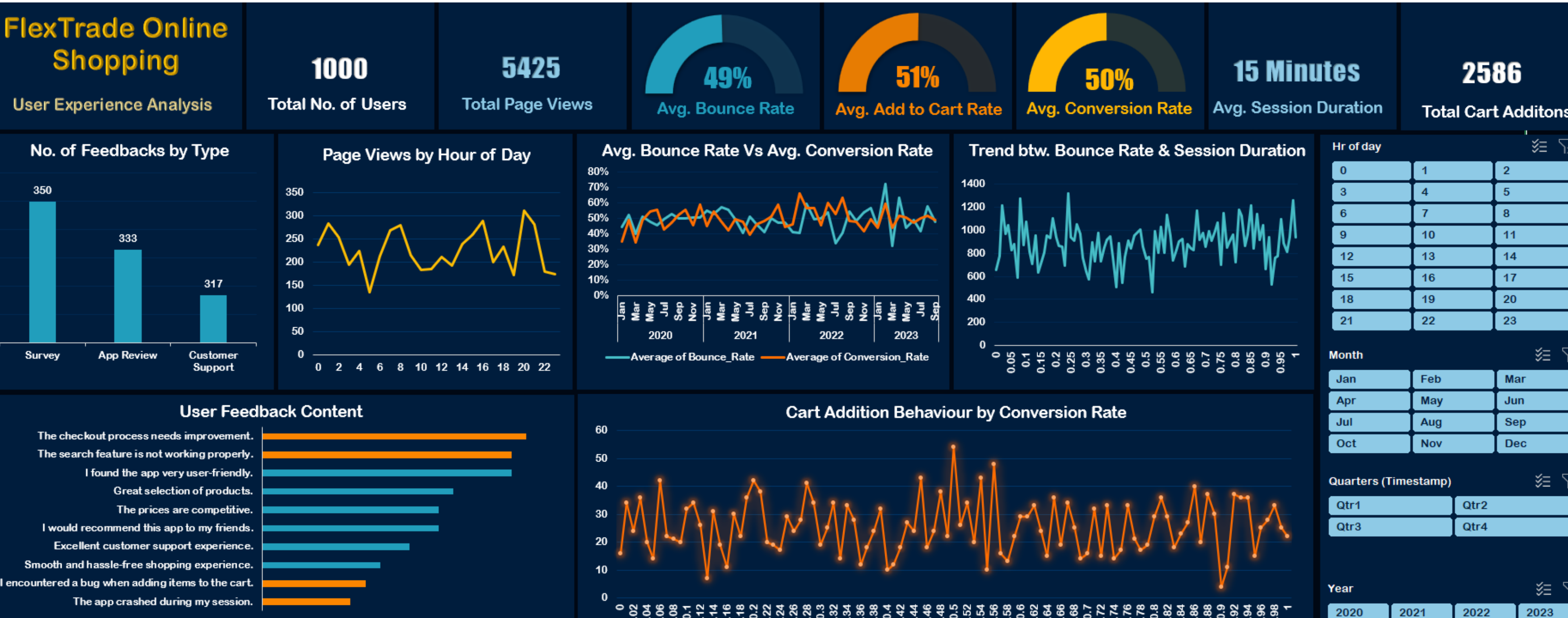
FlexTrade

## OUTLINE

- Introduction
- Problem Statement
- Insights
- Recommendation
- Conclusion



# DASHBOARD





# PROBLEM STATEMENT

1

## Hard Bounce Rate

Many users leave the app quickly without buying anything.

2

## Cart Abandonment

Users put items in their cart but don't complete the purchase.

3

## Low Average Order Value

The amount of money users spend is lower than what Flextrade would like

4

## Lots of Competitions

There are many other shopping apps out there, so Flextrade needs to stand out.

## KEY PERFORMANCE INDICATORS

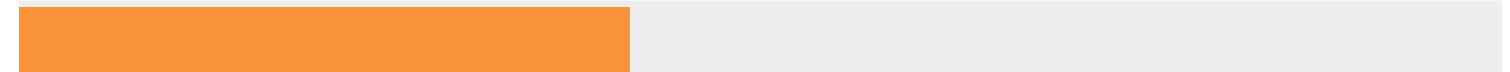
**1000**

Total No. of Users



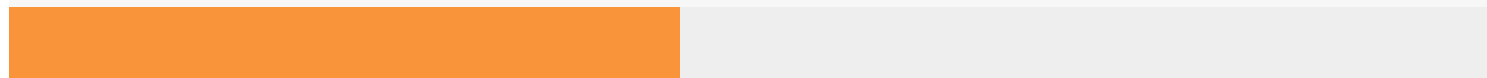
**49%**

Avg. Bounce Rate



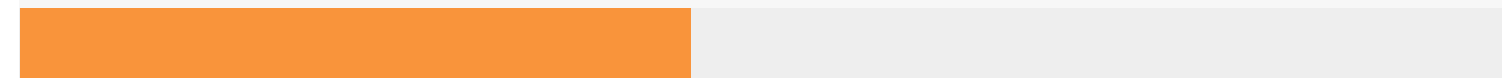
**5425**

Total Page Views



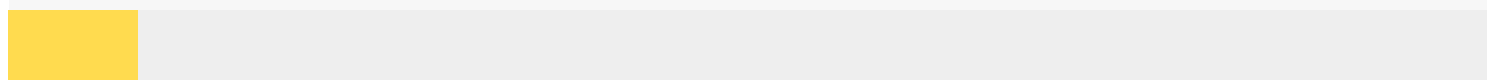
**51%**

Avg. Add to Cart Rate



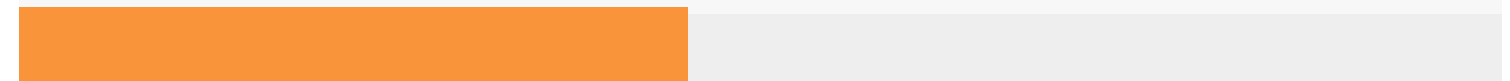
**15 MINUTES**

Avg. Session Duration



**50%**

Avg. Conversion Rate

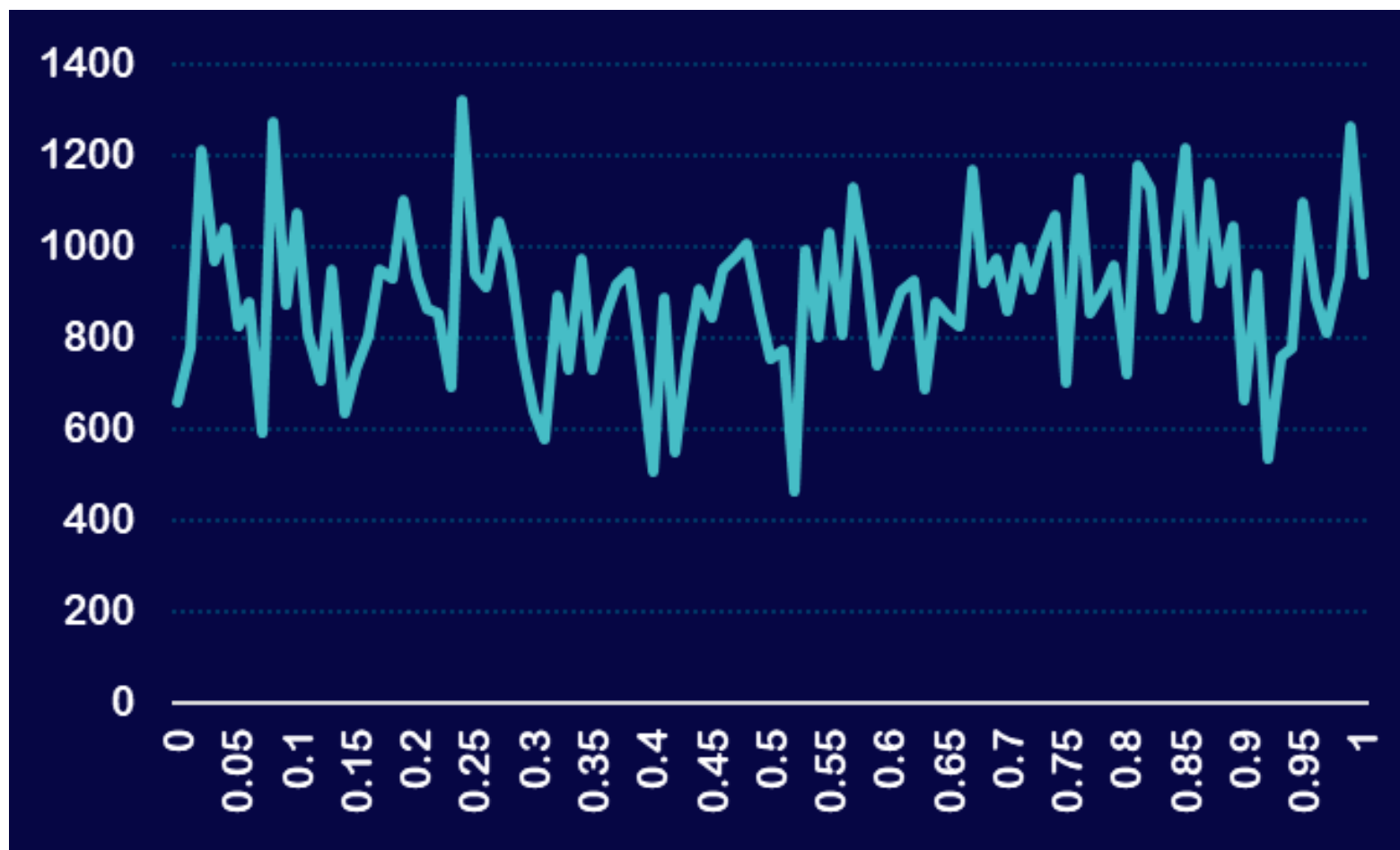


# SESSION DURATION AND BOUNCE RATE ANALYSIS

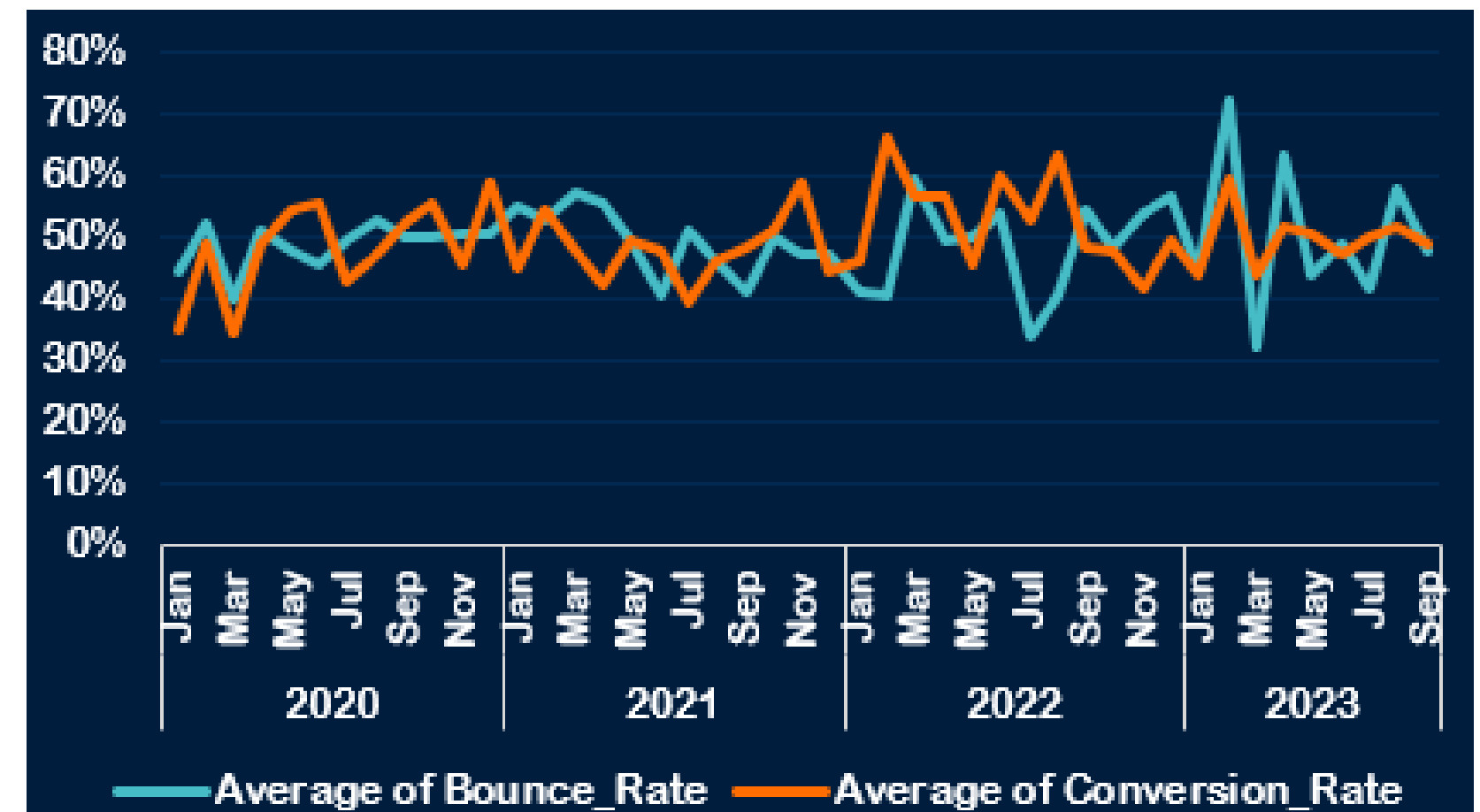
A significant decline in average session duration, from 1200 seconds to less than 100 seconds in certain periods (2021-2023), is strongly correlated with high bounce rates.

This indicates that technical issues, poor website design, or irrelevant content are deterring users from engaging with the site.

Analyzing specific time periods with low session duration can help pinpoint the root causes and implement targeted solutions. 2020-2023



Trends btw Bounce Rate & Session Duration



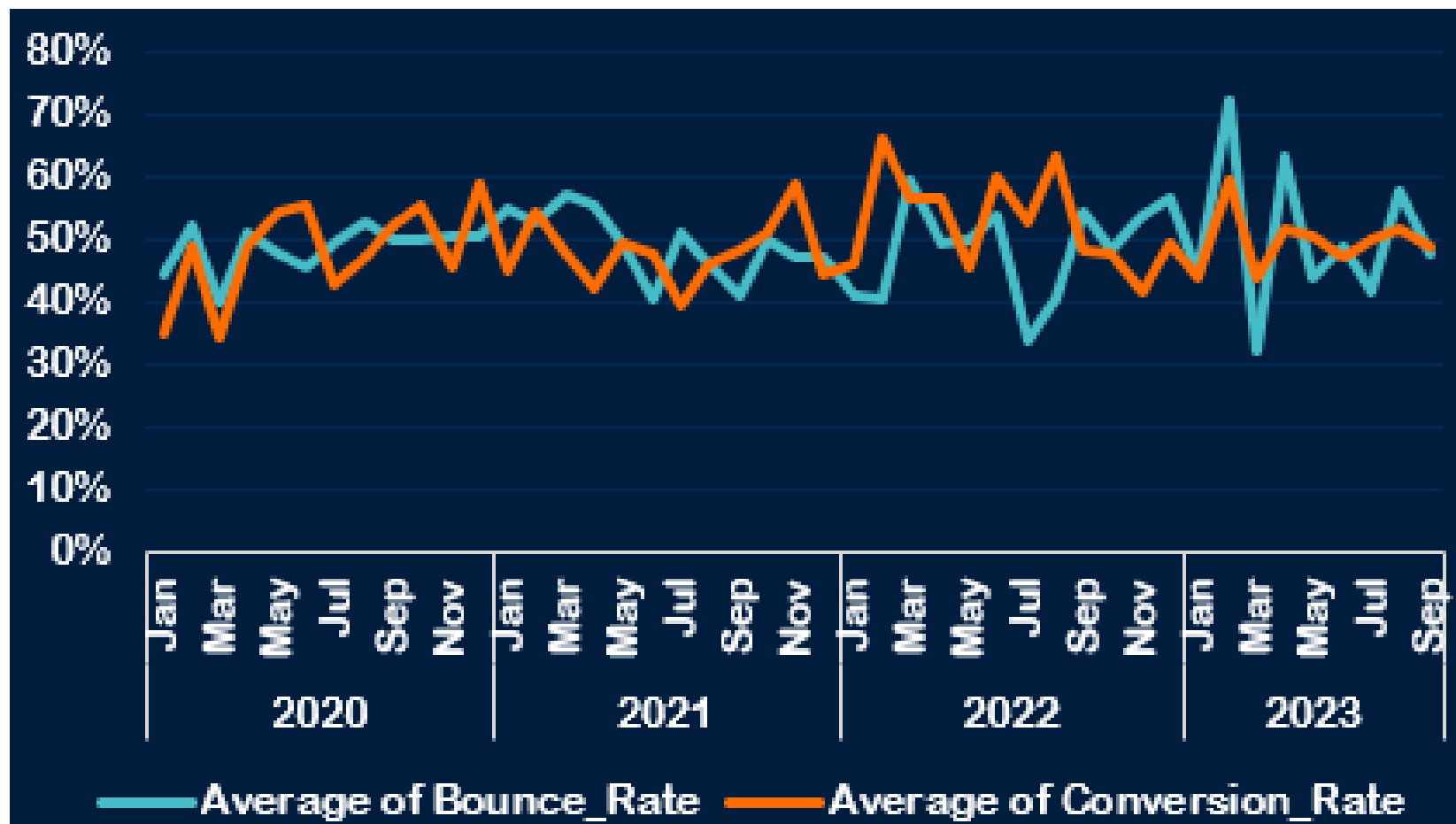
Avg. Bounce Rate vs Conversion Rate

# BOUNCE AND CONVERSION RATE ANALYSIS

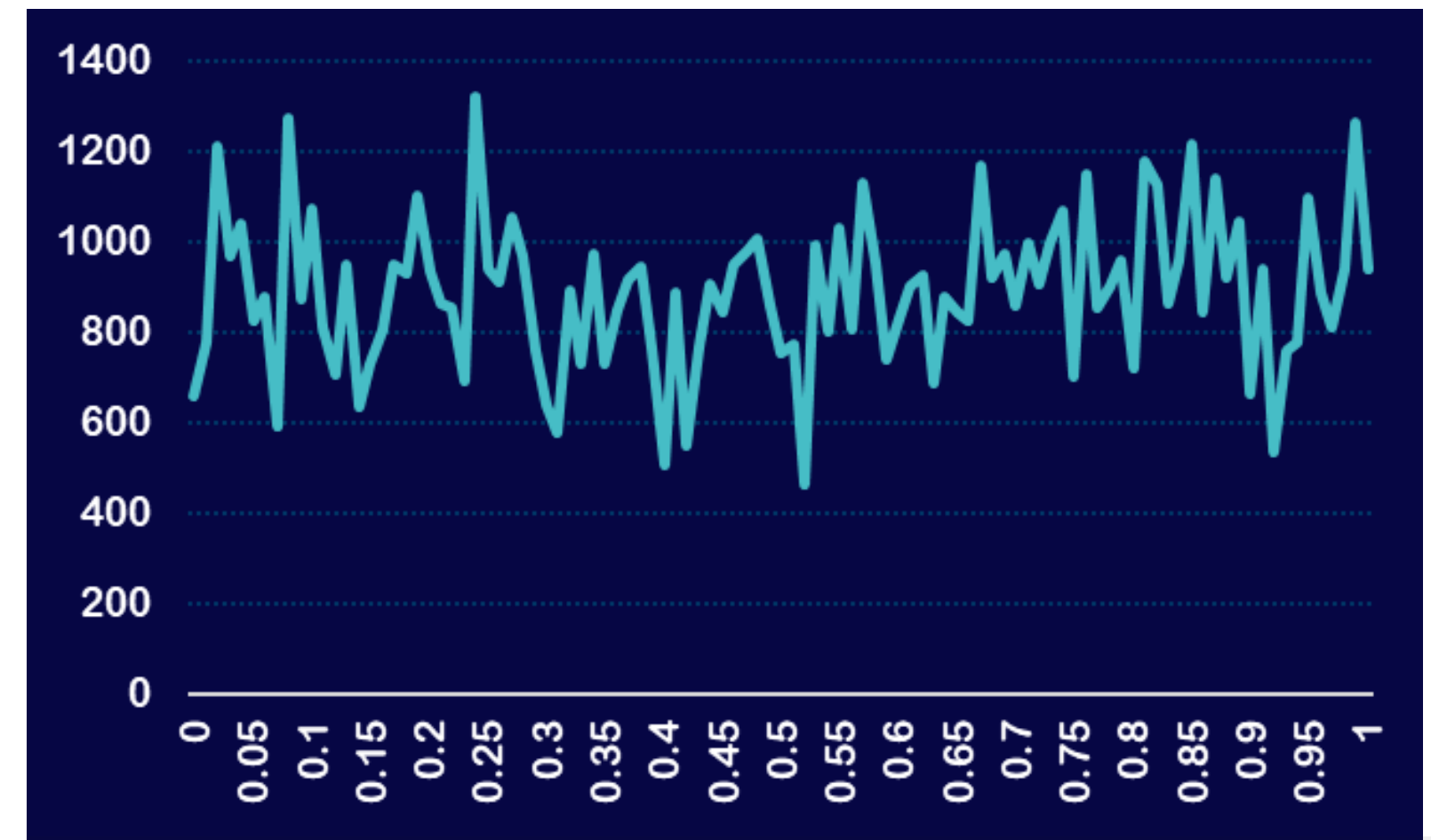
While in 2020, high bounce rates did not significantly impact conversion rates, this trend changed in 2021 and 2022.

This shift may be attributed to factors like increased competition, changing consumer preferences, or a decline in product quality.

It's crucial to identify the specific reasons for the increased impact of bounce rates on conversions and take corrective actions based on feedbacks.



Avg. Bounce Rate vs Conversion Rate



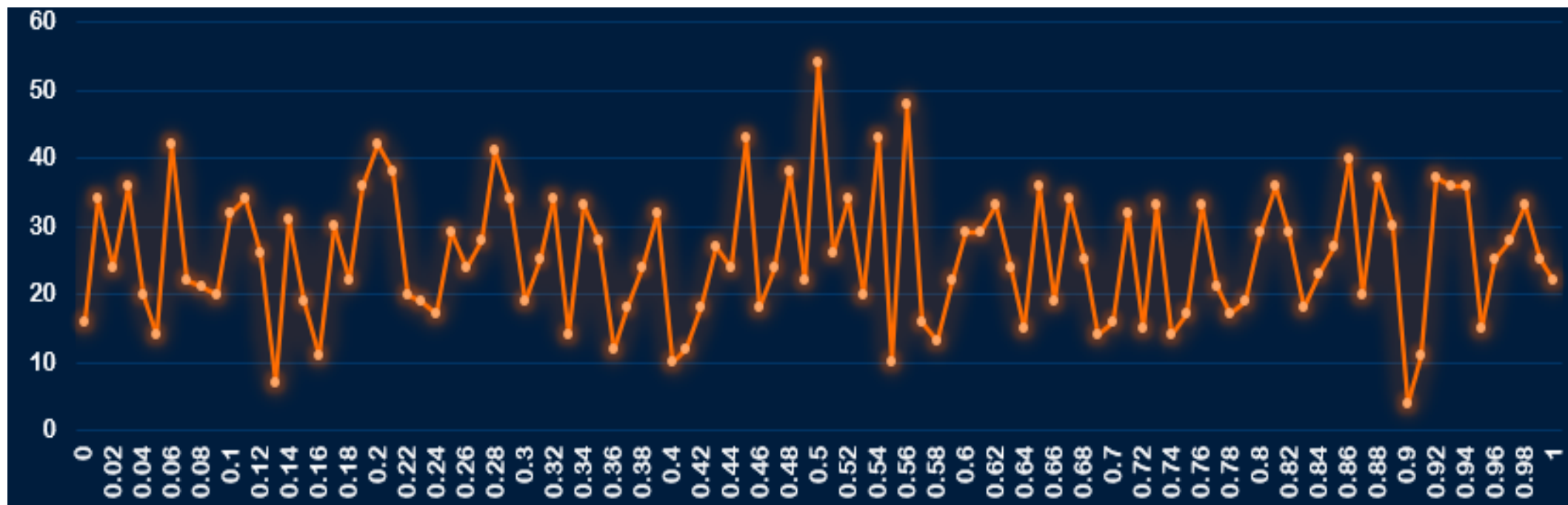
Bounce Rate vs Session Duration

# CUSTOMER CART BEHAVIOUR

The 30% conversion rate from product views to cart additions suggests room for improvement in the product discovery and recommendation process.

Product performance varies significantly. While some products consistently outperform others, others struggle due to factors like quality, pricing, or marketing.

There has been specific times where clients view more pages over the years. Early morning (6am–8am), early afternoon (12pm–2pm) and late night (6pm–10pm) optimizing product and marketing strategies can be targeted.



Cart Addition Behaviour by Conversion Rate



Page Views Per Hour of Day

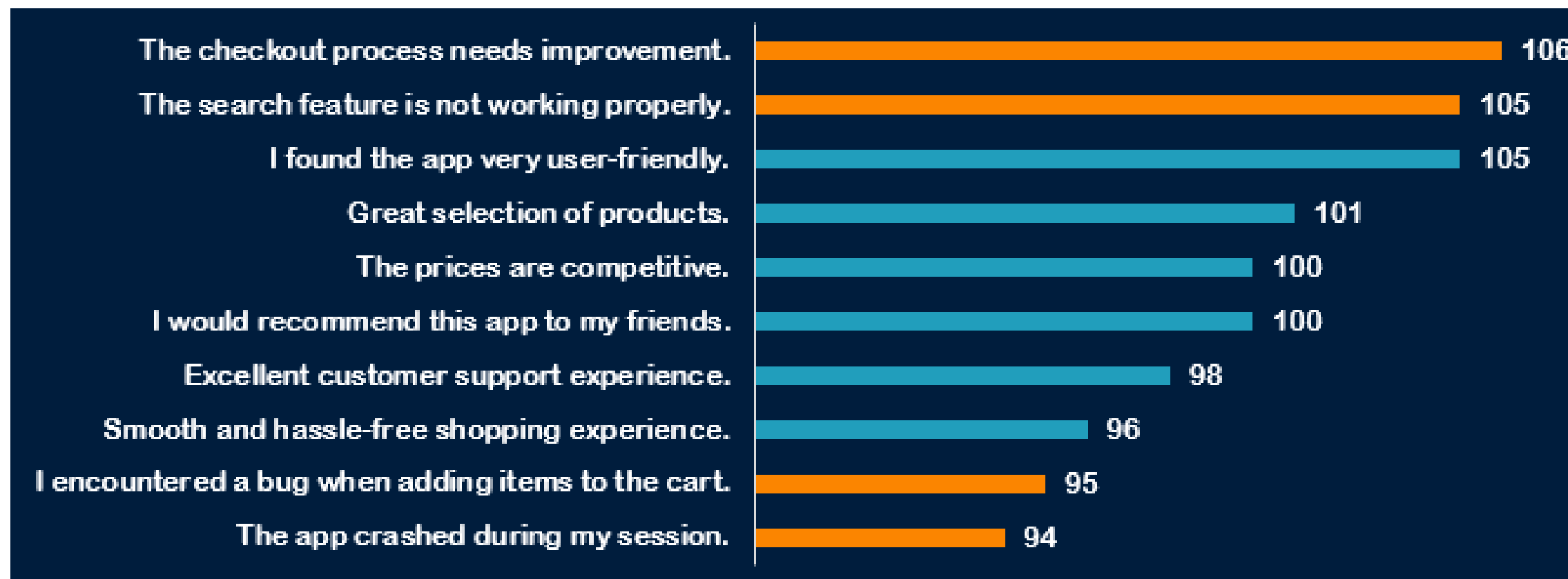


# FEEDBACK ANALYSIS

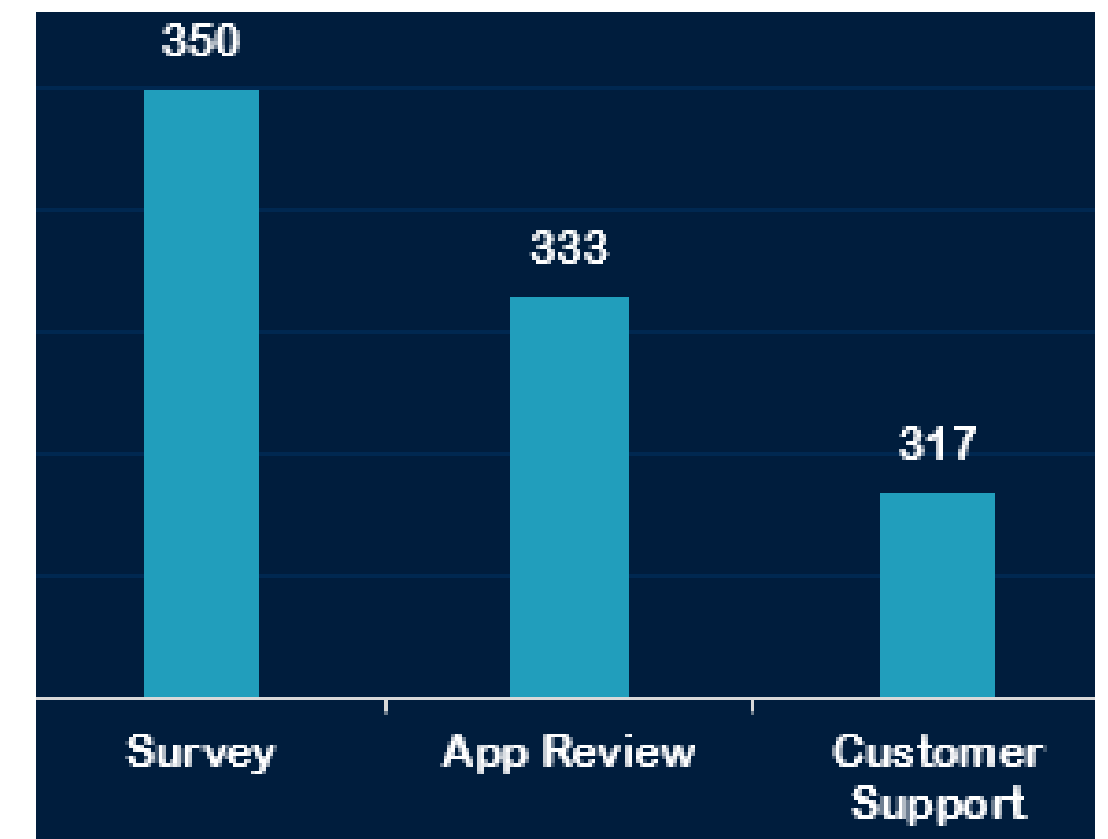
Positive Feedback: Customers appreciate the company's product range, user-friendly app, competitive pricing, and excellent customer support.

Negative Feedback: Technical issues like app bugs, crashes, and checkout problems, as well as search engine limitations, are major pain points for users.

Most feedback is collected through surveys, indicating a reliance on proactive feedback mechanisms. However, app and customer support channels also provide valuable insights.



User Feedback Content



Feedback by Type

# RECOMMENDATIONS



## OPTIMIZE APP PERFORMANCE

Prioritize fixing app bugs and crashes, conduct regular performance tests.



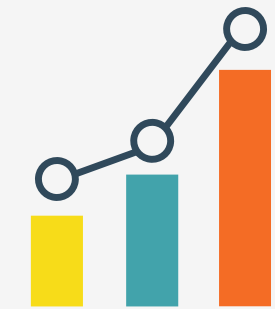
## ENHANCED PERSONALIZED SHOPPING EX.

Leverage user behavior data to personalize recommendations and implement a recommendation engine.



## OPTIMIZE CHECKOUT PROCESS

Simplify the checkout process by reducing the number of steps and minimizing form fields and offer multiple payment options.



## MONITOR KEY METRICS

Continuously monitor key metrics to identify areas for improvement.

# RECOMMENDATIONS



## TARGET MARKETING CAMPAIGNS

Utilize user segmentation to create targeted marketing campaigns, specifically in the peak hours of the day.



## OPTIMIZE PRODUCT PERFORMANCE

Analyze underperforming products and consider improvements, price adjustments, or marketing campaigns.



## CUSTOMER FEEDBACK ANALYSIS

After implementation of these recommendations, use a feedback loop to address other customer concerns and suggestions.

# THANK YOU!

