



CitizenShipper UI UX Case Study

Project Overview

We were on subcontracting partnership with Citizenshipper for their digital requirements to design UI UX, implement AB tests via VWO and Google Optimise, social ads, emails etc. We supported them for design and development for almost an year.

About Citizen Shipper

CitizenShipper connects people who need to transport their beloved pets and most important, hard-to-ship items – like cars, motorcycles and furniture – with trusted and reliable transportation professionals. Our online marketplace makes it fast and affordable for shipping customers to find the ideal driver to match their needs, budget and schedule.



Style Guide

Colours

Primary



#031D3C



#1B53E1



#ffffff

Typography

Roboto



Regular

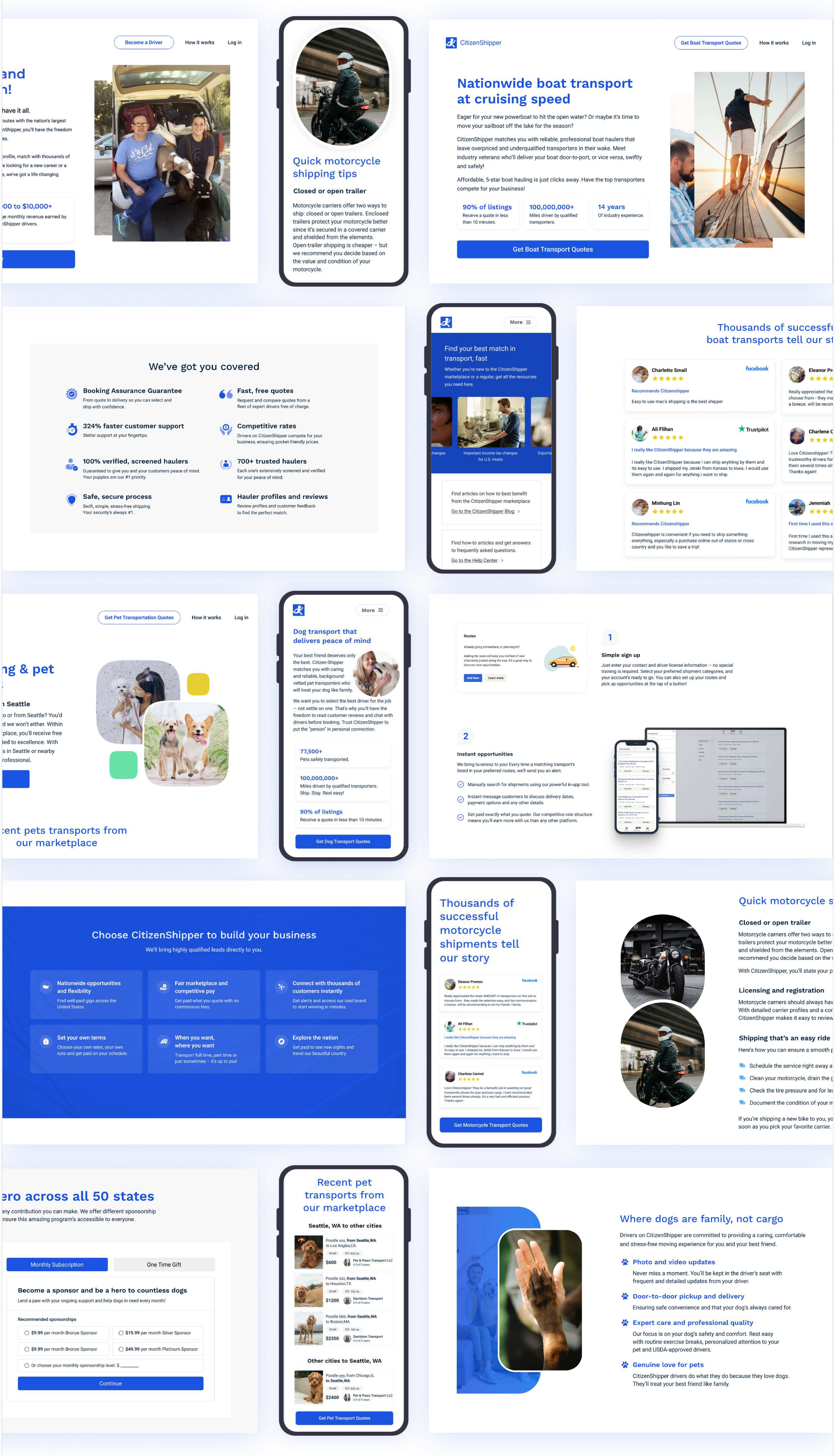


Medium



Bold

Final Designs



Tools Used



CRO Report

Conversion Optimization, or Conversion Rate Optimization (CRO), consists of a set of coordinated actions with the sole objective of increasing, as much as possible, the number of visitors to a site that completes a certain action (or conversion) that generates value for the business. Conversion Optimization efforts only achieve positive results when it's data-driven. However, with the proper expertise, it is possible to identify points of improvement based on established best-practices.

Goal

Optimise the rate of conversion.

Test

Google Optimise and VWO was used to run AB tests

Result

Average spike of 40% across multiple tests.

	Observed Data	Optimize Analysis
Variant ↑	Experiment Sessions	Experiment Conversions
Original	98	30
Variant 1	102	35
Original	30.61%	31%
Variant 1	34.31%	69%

	Observed Data	Optimize Analysis
Variant ↑	Experiment Sessions	Experiment Transactions
Original	212	1
Variant 1	199	4
Original	0.47%	5%
Variant 1	2.01%	95%

	Observed Data	Optimize Analysis
Variant ↑	Experiment Sessions	Experiment Conversions
Original	134	36
Variant 1	131	46
Original	26.87%	9%
Variant 1	35.11%	91%

Visit the site
<https://citizenshipper.com>

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